USA–P18+ Planning to Buy a $20K+ Used Vehicle

5 Different CAR BUYING WEBSITES/APPS they might use!

Complete Demographic & Media Use Profiles



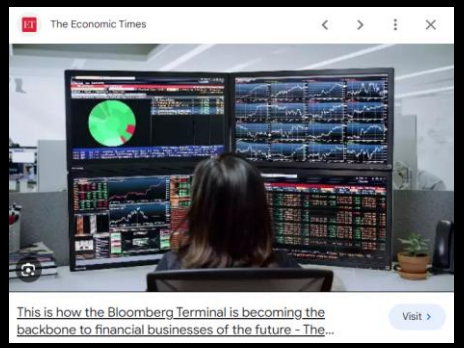
Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ who Plan to Buy a $20,000+ Used Vehicle in the next 12mos who used eBay in the past 30 days or say they might use CarMax.com, Cars.com, Autotrader, or Carvana as of April 2024!

Autotrader

cars.com™

CARMAX

CARVANA





ebay™ MOTORS

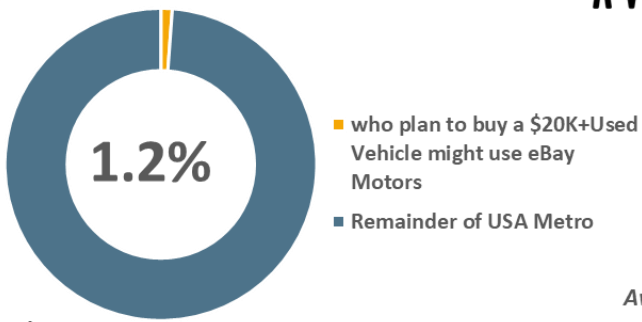
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps or websites used or visited past 30 days:Retail/Shopping: eBay OR Apps/websites might use to shop for new/used vehicle (HHLD): CarMax.com OR Apps/websites might use to shop for new/used vehicle (HHLD): Cars.com OR Apps/websites might use to shop for new/used vehicle (HHLD): Autotrader OR Apps/websites might use to shop for new/used vehicle (HHLD): Carvana

HUBBARD BROADCASTING INC. HB INC.

1.2% or 3,090,429 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use eBay Motors.
Typical Adults 18 or older who plan to buy a $20K+Used Vehicle might use eBay Motors are 46.5 years old (4.9% younger than average) and have a $103,476 (15.4% higher than average) annual household income.

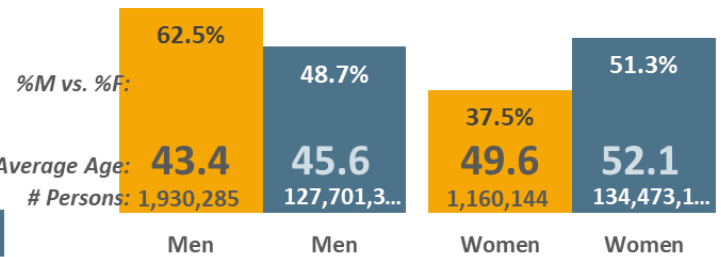
Percent of Market: Adults 18 or older



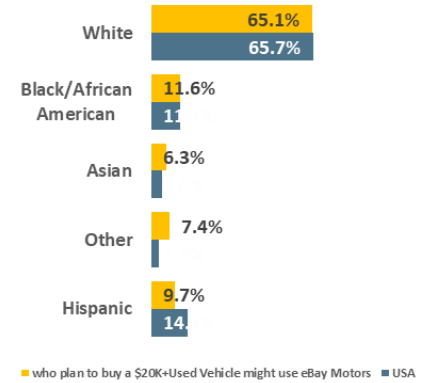
Total Persons:



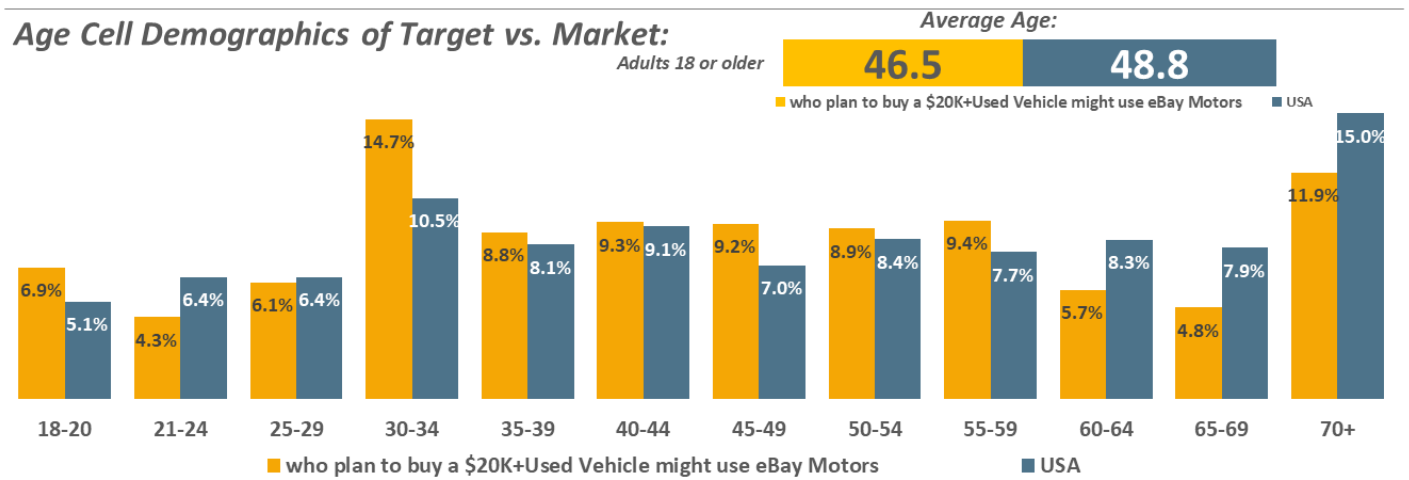
Gender of Target vs. Market: Adults 18 or older



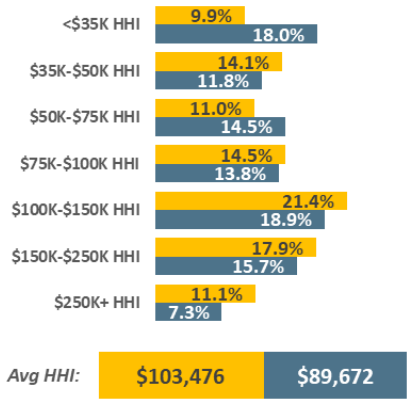
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $103,476 | $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

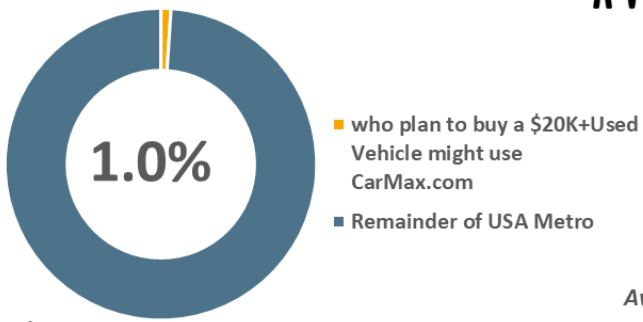
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps or websites used or visited past 30 days:Retail/Shopping: eBay

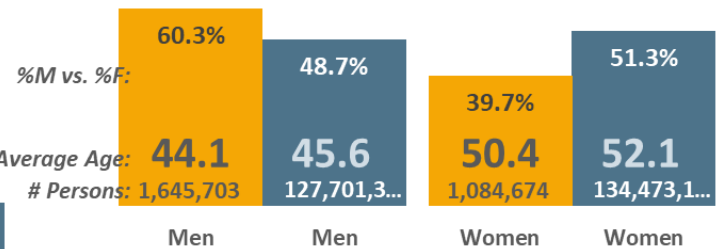
1.% or 2,730,378 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use CarMax.com.
Typical Adults 18 or older who plan to buy a $20K+Used Vehicle might use CarMax.com are 47.3 years old (3.2% younger than average) and have a $117,094 (30.6% higher than average) annual household income.

Percent of Market: Adults 18 or older

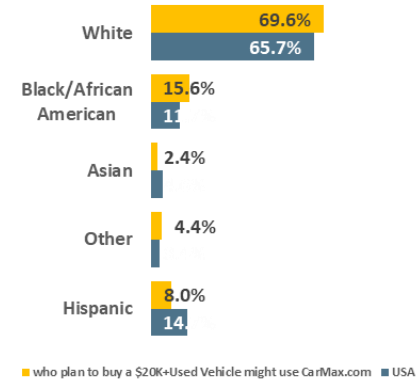


Total Persons:	who plan to buy a $20K+Used Vehicle might use CarMax.com	Remainder of USA Metro
	2,730,378	259,444,122

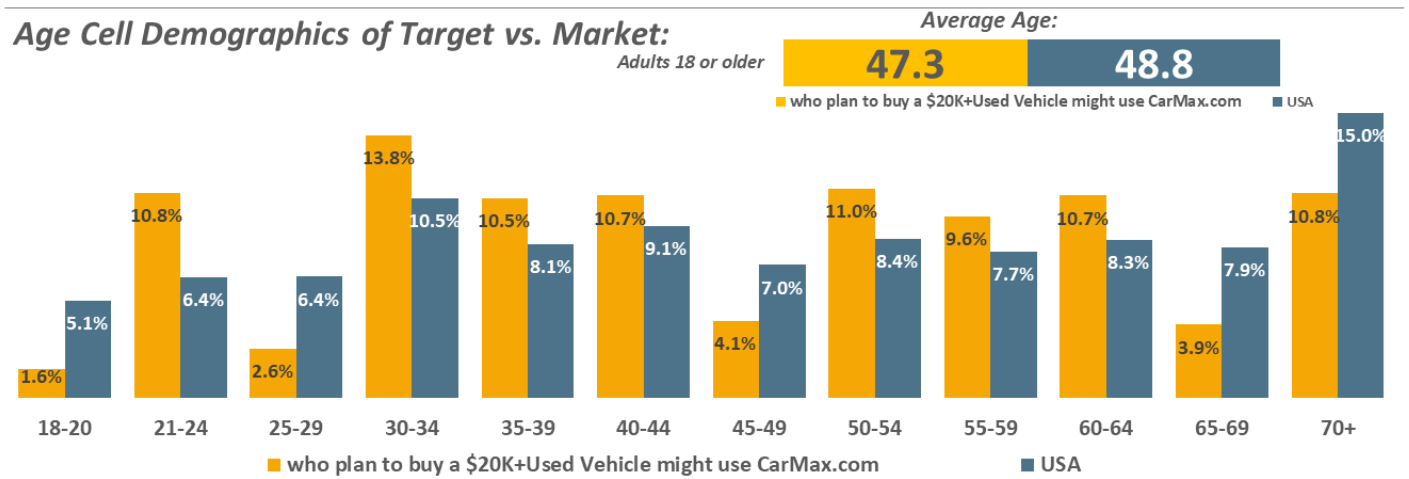
Gender of Target vs. Market: Adults 18 or older



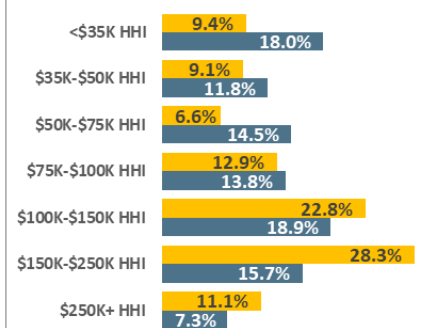
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$117,094	$89,672

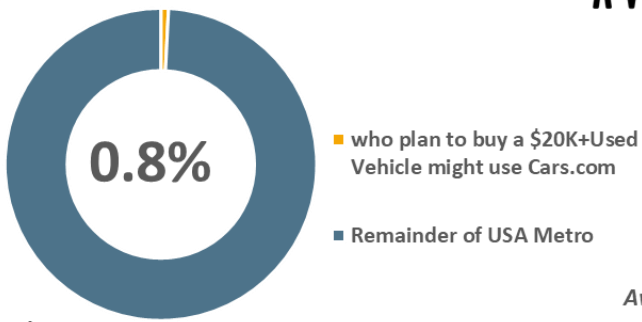
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): CarMax.com

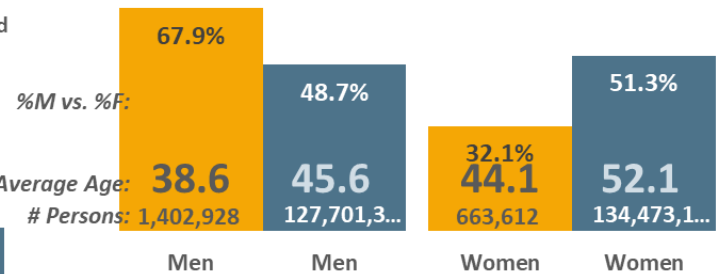
.8% or 2,066,540 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use Cars.com.
Typical Adults 18 or older who plan to buy a $20K+Used Vehicle might use Cars.com are 41.3 years old (15.4% younger than average) and have a $115,723 (29.1% higher than average) annual household income.

Percent of Market: Adults 18 or older

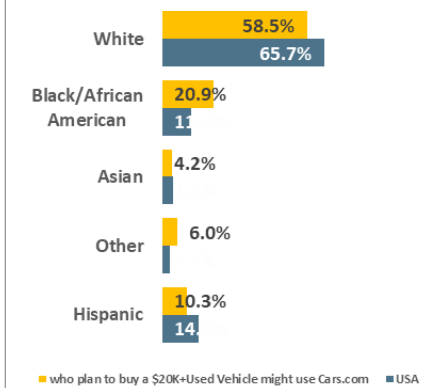


Total Persons:
2,066,540 | 260,107,960

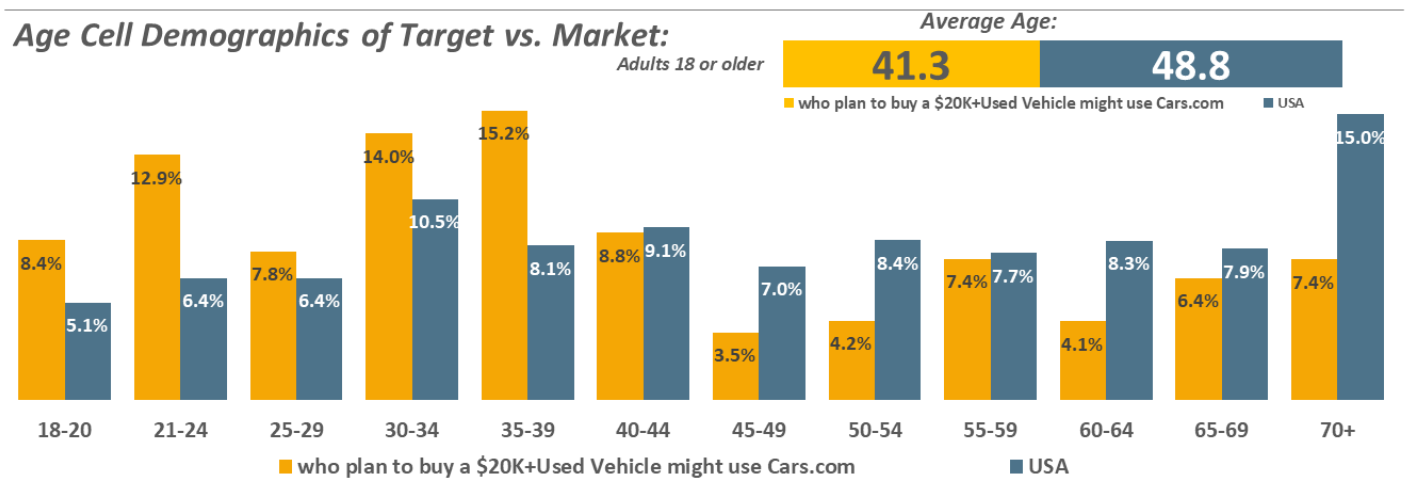
Gender of Target vs. Market: Adults 18 or older



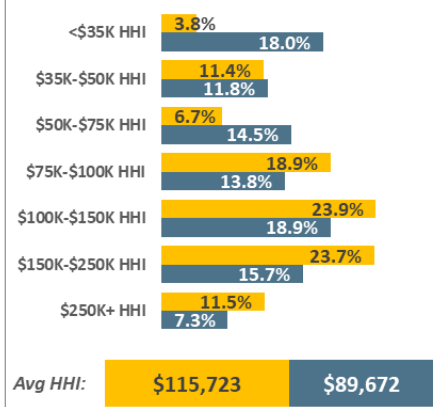
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $115,723 | $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

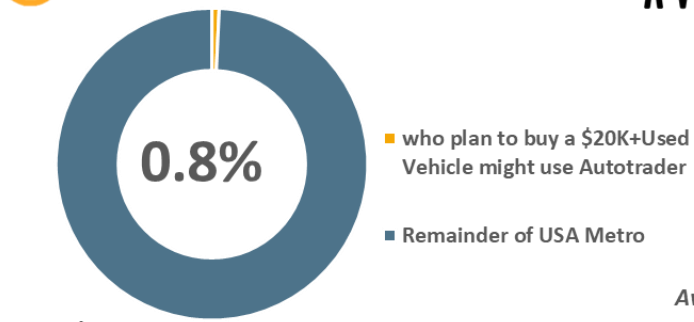
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Cars.com

Autotrader

.8% or 1,979,482 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use Autotrader.
Typical Adults 18 or older who plan to buy a $20K+Used Vehicle might use Autotrader are 41.7 years old (14.6% younger than average) and have a $120,679 (34.6% higher than average) annual household income.

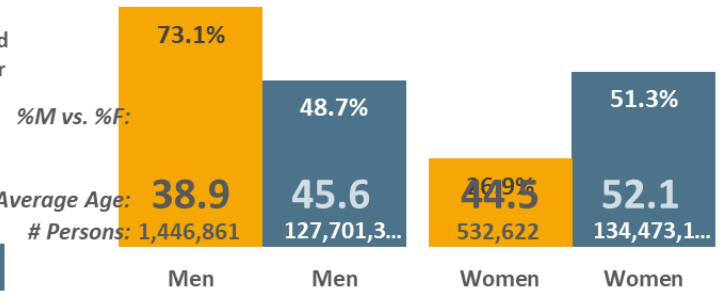
Percent of Market: Adults 18 or older



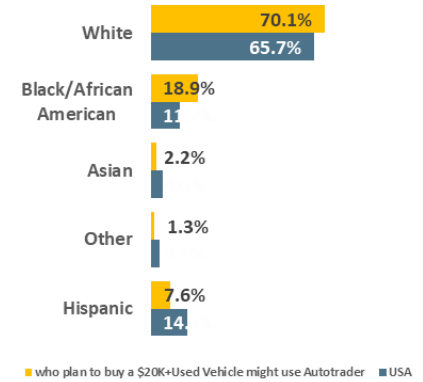
Total Persons:



Gender of Target vs. Market: Adults 18 or older



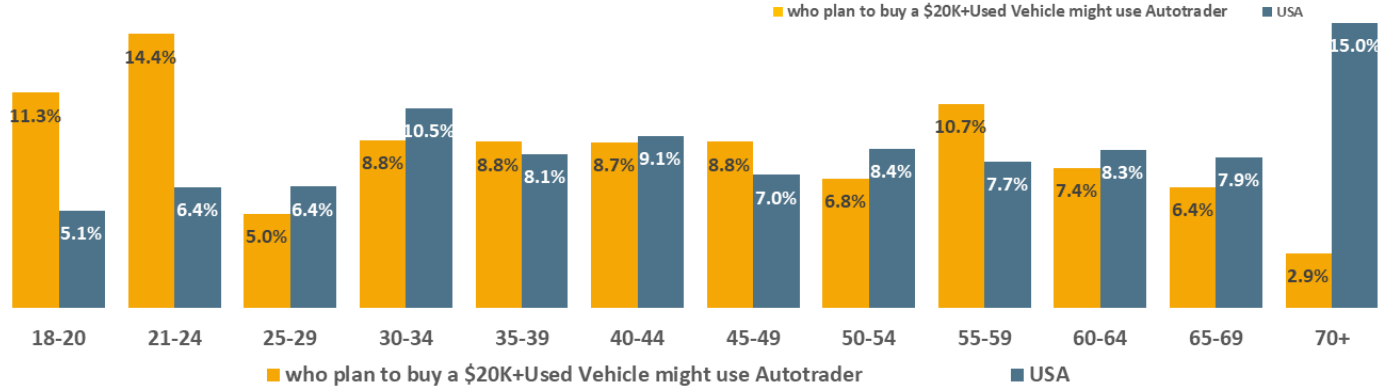
Ethnicity of Target vs. Market:



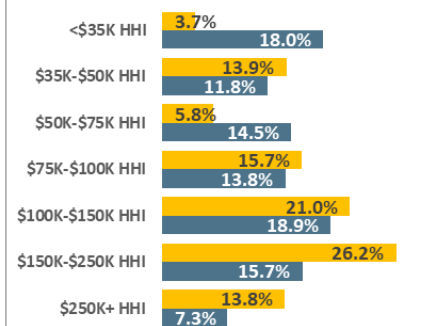
Age Cell Demographics of Target vs. Market:

Average Age:





HHI of Target vs. Market:



Avg HHI: $120,679 | $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

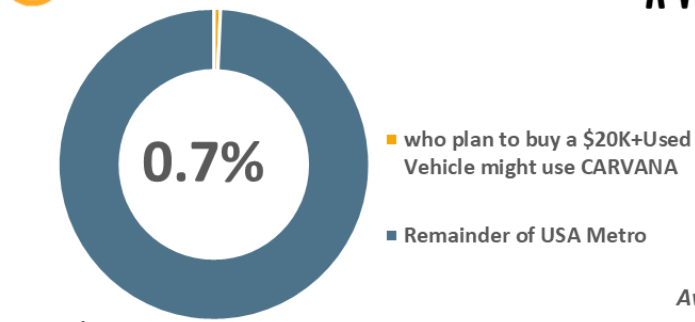
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Autotrader

.7% or 1,807,058 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use CARVANA.
Typical Adults 18 or older who plan to buy a $20K+Used Vehicle might use CARVANA are 40. years old (18.1% younger than average) and have a $115,424 (28.7% higher than average) annual household income.

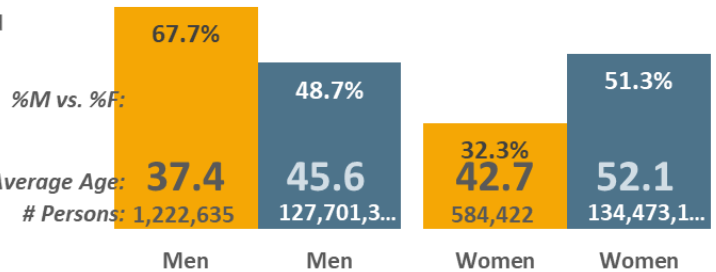
Percent of Market: Adults 18 or older



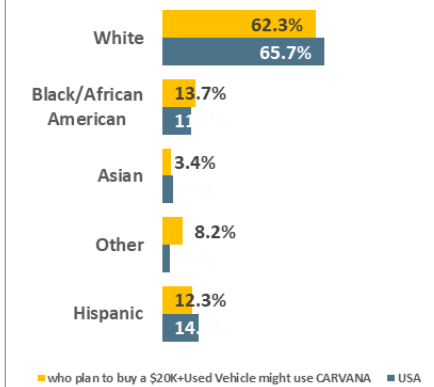
Total Persons:



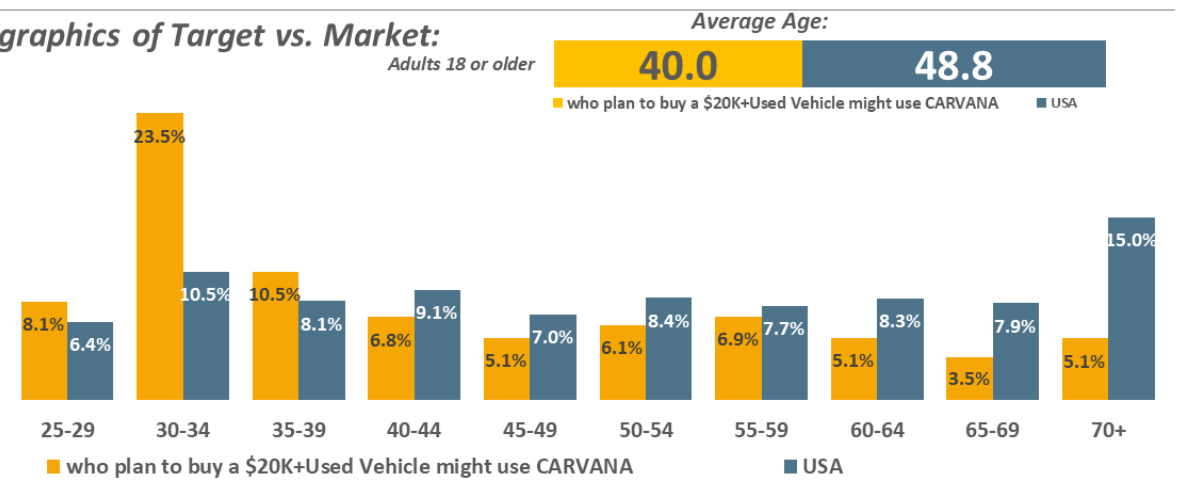
Gender of Target vs. Market: Adults 18 or older



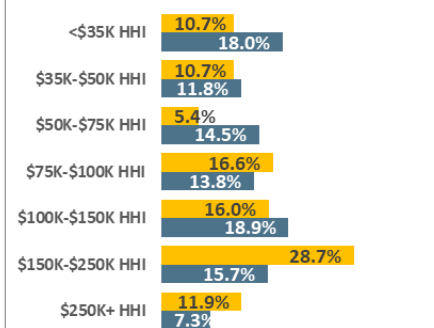
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $115,424 | $89,672

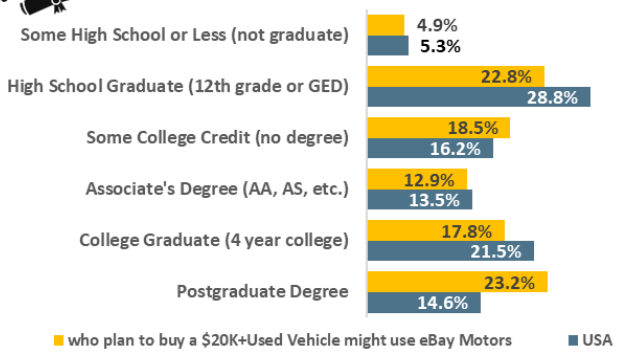
USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *932*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

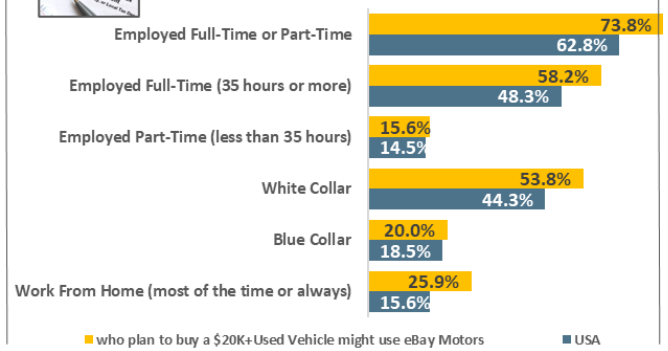
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Carvana

1.2% or 3,090,429 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use eBay Motors. Adults 18 or older who plan to buy a $20K+Used Vehicle might use eBay Motors are 13.5% more likely to be a college graduate, 20.6% more likely to work full-time, 4.9% more likely to be married, 25.3% more likely to be a parent of 1 or more children under

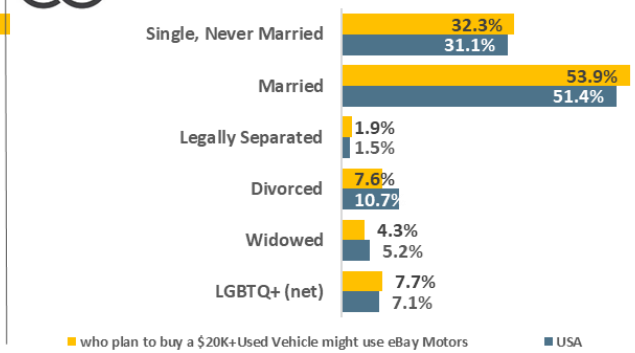
Education Levels: Adults 18 or older



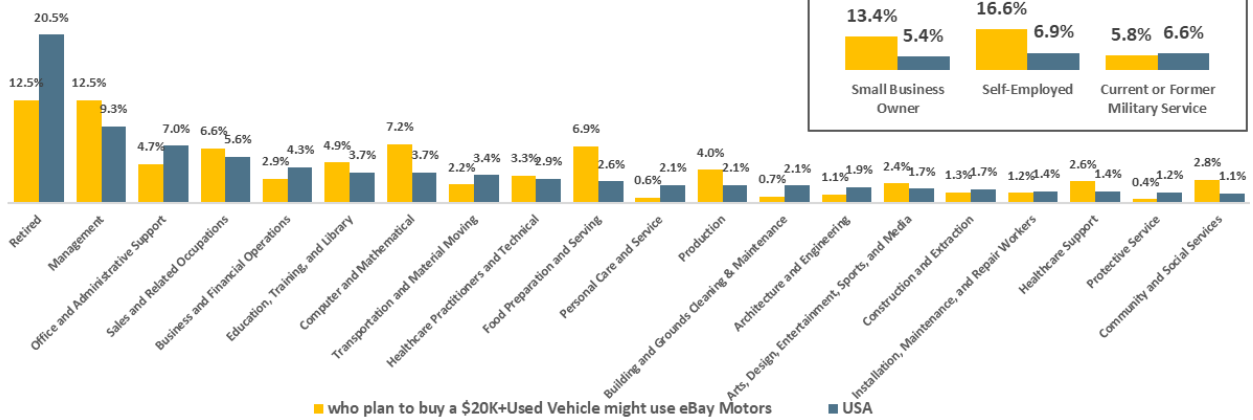
Employment: Adults 18 or older



Marital Status: Adults 18 or older

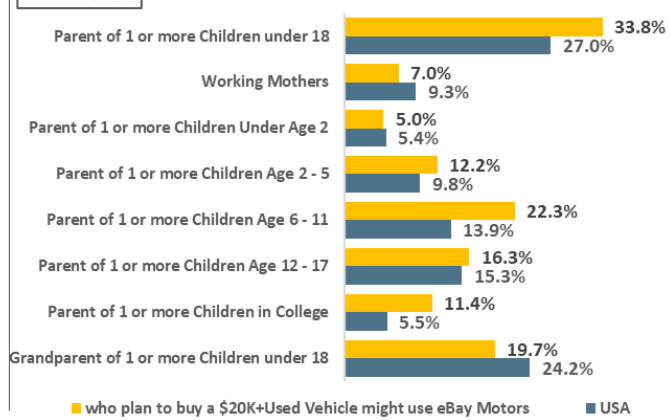


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

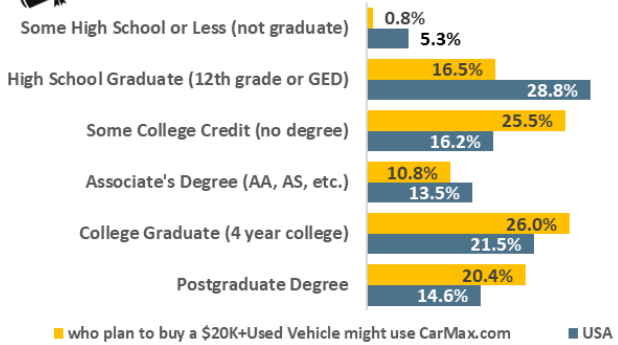
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

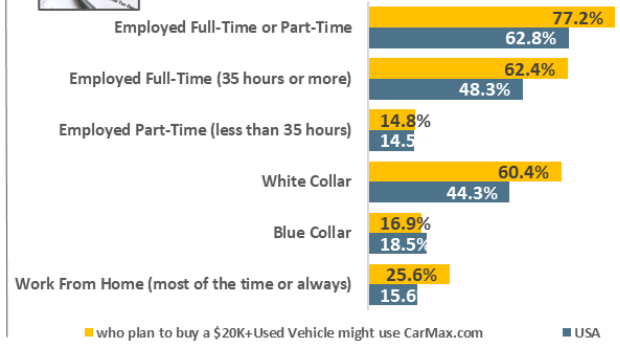
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps or websites used or visited past 30 days:Retail/Shopping: eBay

1.% or 2,730,378 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use CarMax.com. Adults 18 or older who plan to buy a $20K+Used Vehicle might use CarMax.com are 28.5% more likely to be a college graduate, 29.2% more likely to work full-time, 19.% more likely to be married, 48.7% more likely to be a parent of 1 or more children under 1

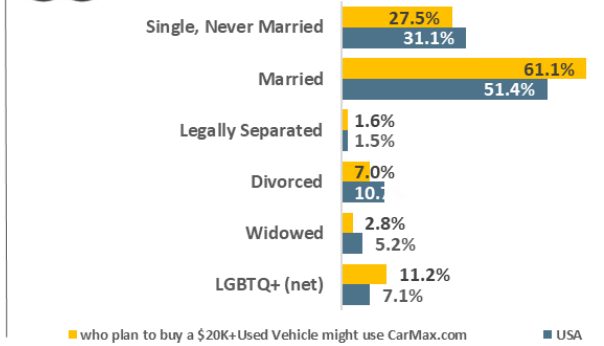
Education Levels: Adults 18 or older



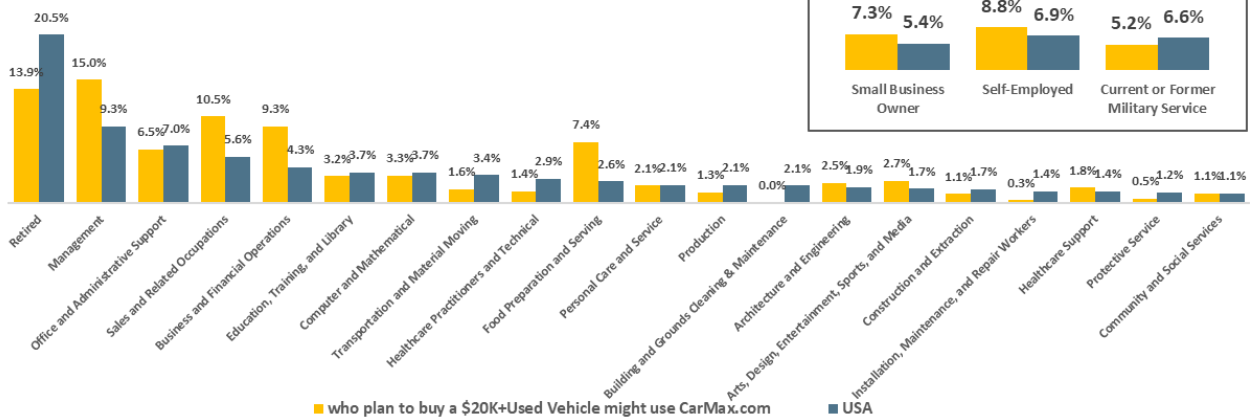
Employment: Adults 18 or older



Marital Status: Adults 18 or older

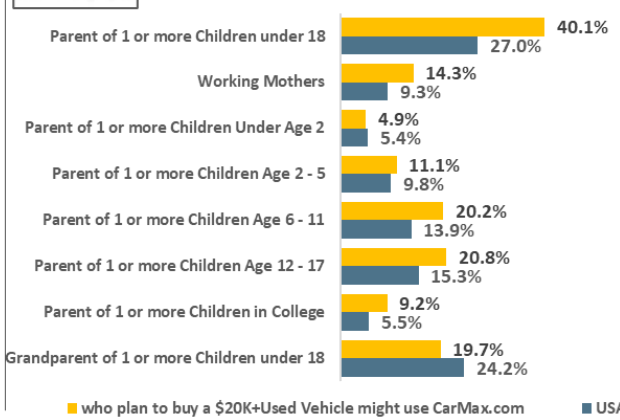


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

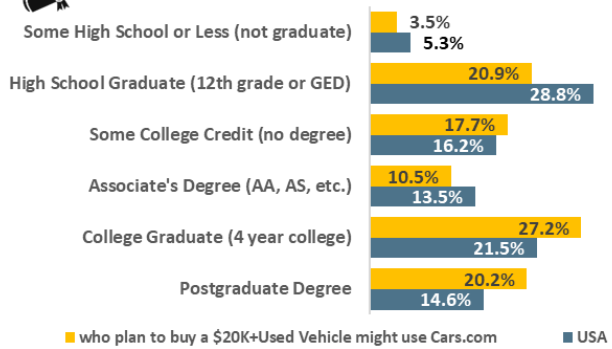
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

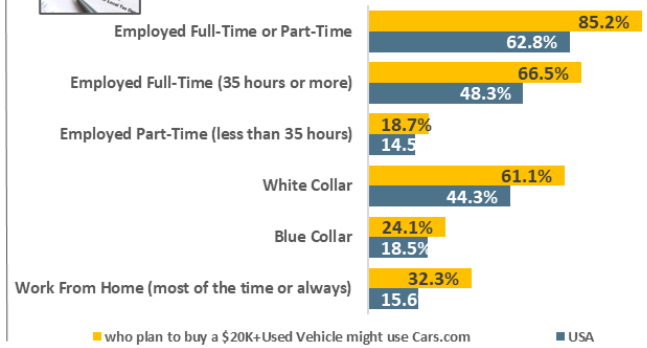
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): CarMax.com

.8% or 2,066,540 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use Cars.com.
Adults 18 or older who plan to buy a $20K+Used Vehicle might use Cars.com are 31.3% more likely to be a college graduate, 37.7% more likely to work full-time, 10.1% less likely to be married, 22.5% more likely to be a parent of 1 or more children under 18

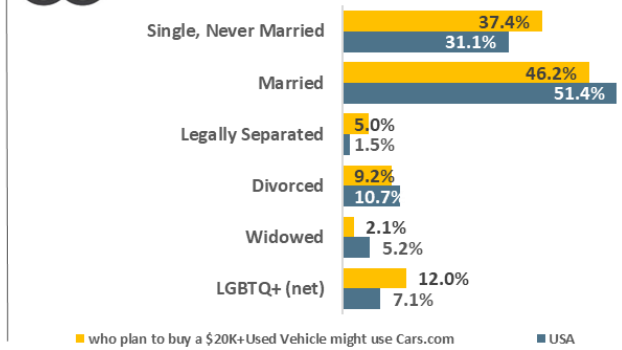
Education Levels: Adults 18 or older



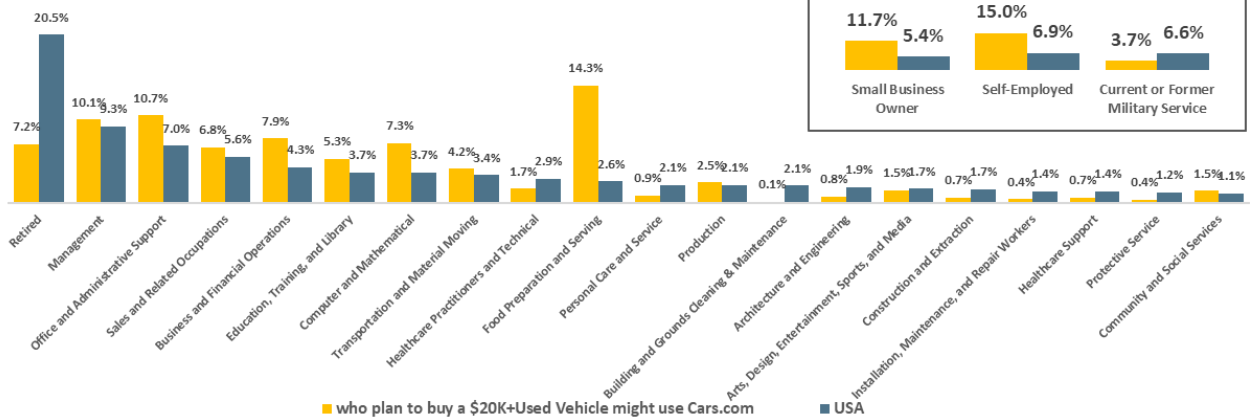
Employment: Adults 18 or older



Marital Status: Adults 18 or older

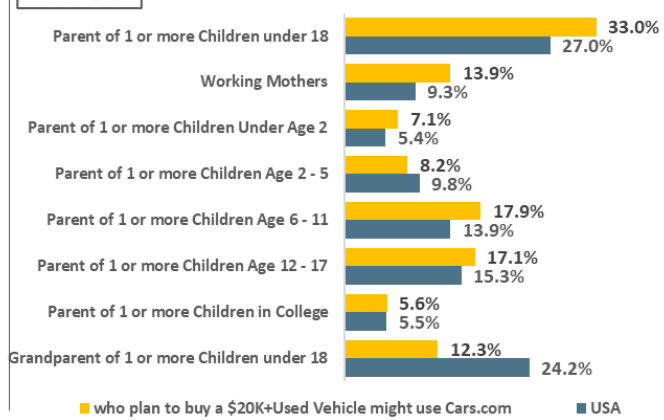


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

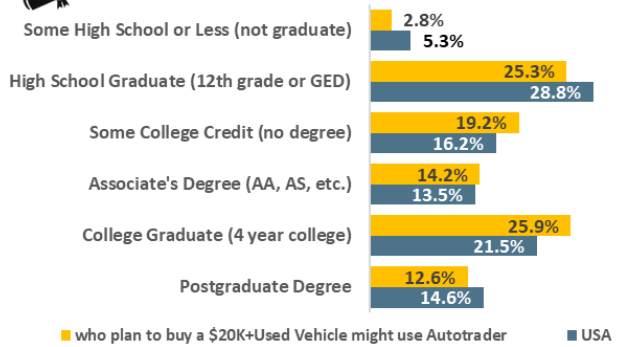
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Cars.com

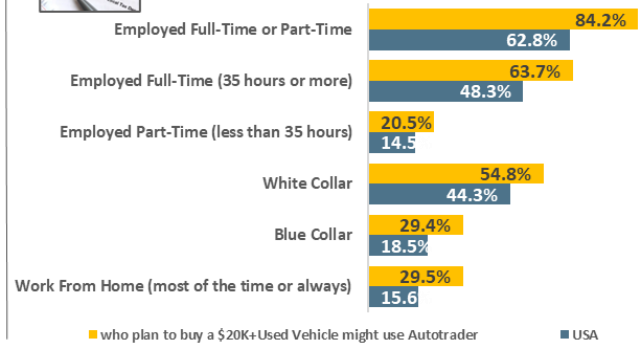
Autotrader

.8% or 1,979,482 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use Autotrader.
Adults 18 or older who plan to buy a $20K+Used Vehicle might use Autotrader are 6.5% more likely to be a college graduate, 32.% more likely to work full-time, 6.6% less likely to be married, 5.5% more likely to be a parent of 1 or more children under 18.

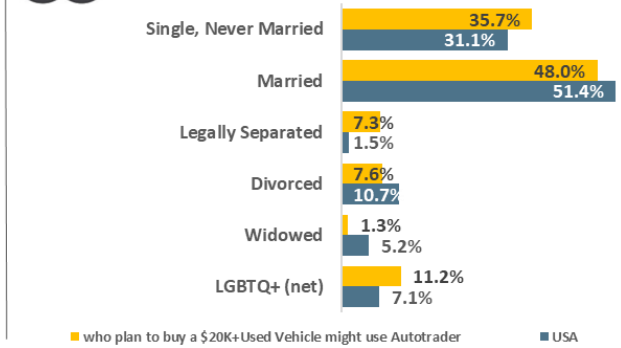
Education Levels: Adults 18 or older



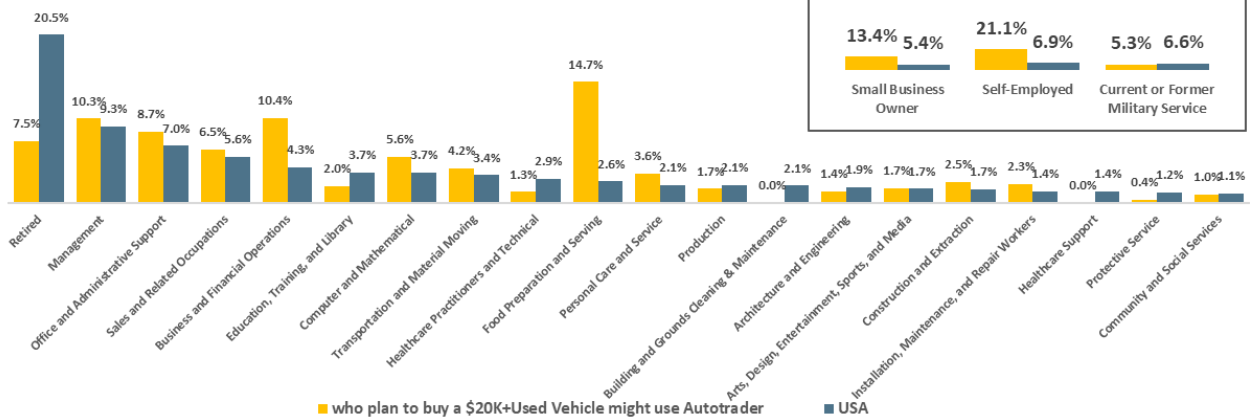
Employment: Adults 18 or older



Marital Status: Adults 18 or older

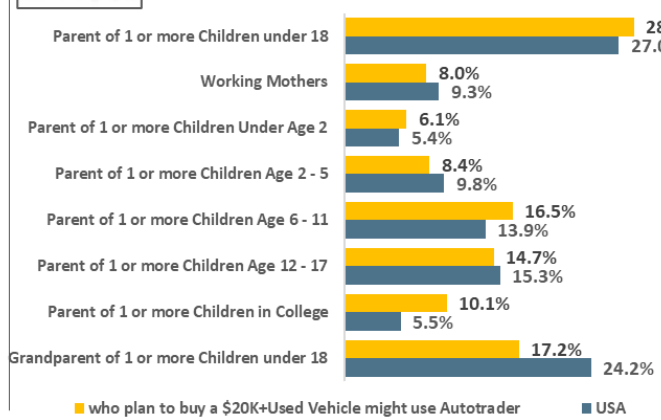


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

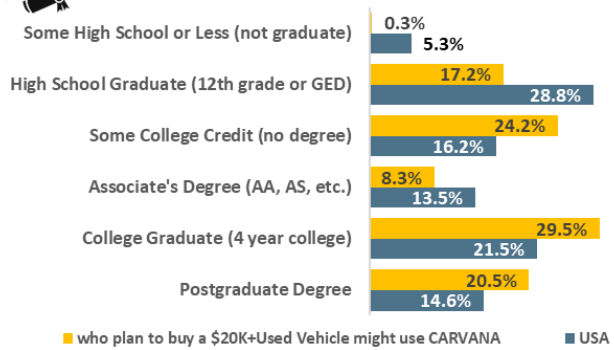
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

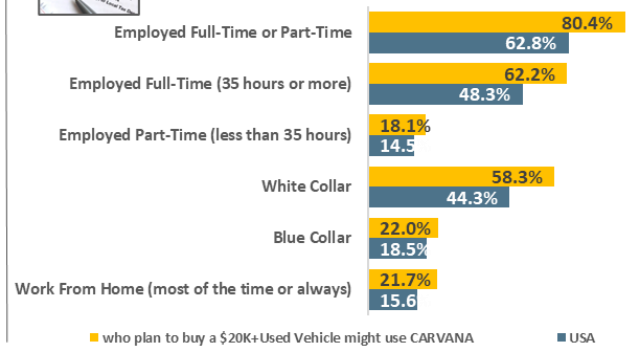
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Autotrader

.7% or 1,807,058 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use CARVANA.
Adults 18 or older who plan to buy a $20K+Used Vehicle might use CARVANA are 38.4% more likely to be a college graduate, 28.8% more likely to work full-time, .1% more likely to be married, 49.2% more likely to be a parent of 1 or more children under 18.

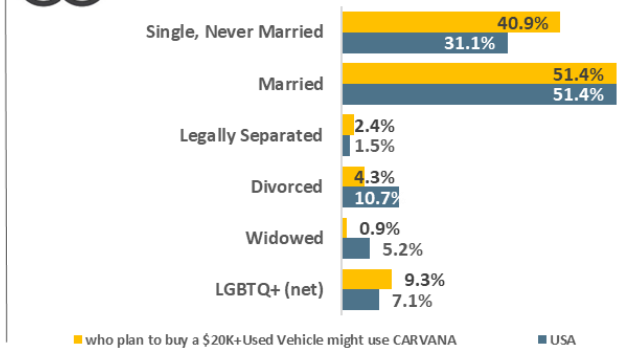
Education Levels: Adults 18 or older



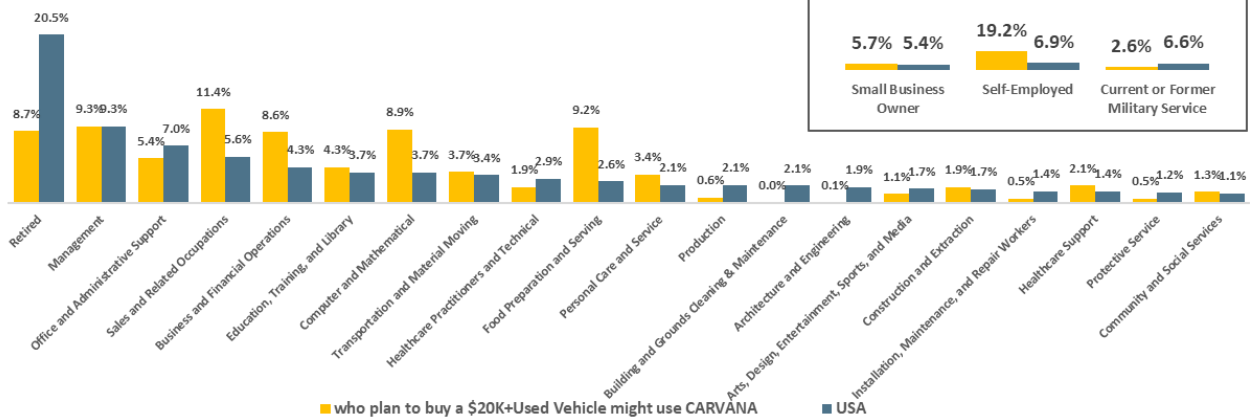
Employment: Adults 18 or older



Marital Status: Adults 18 or older

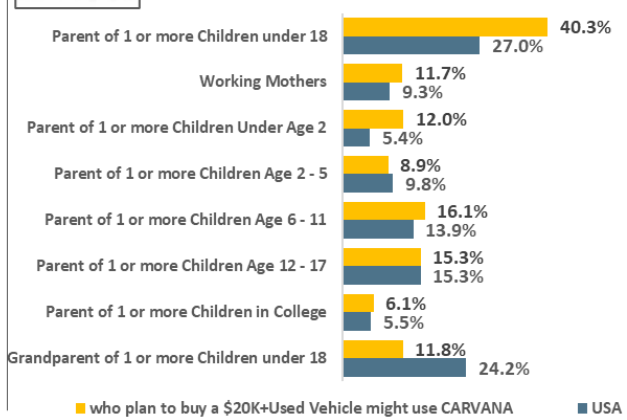


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

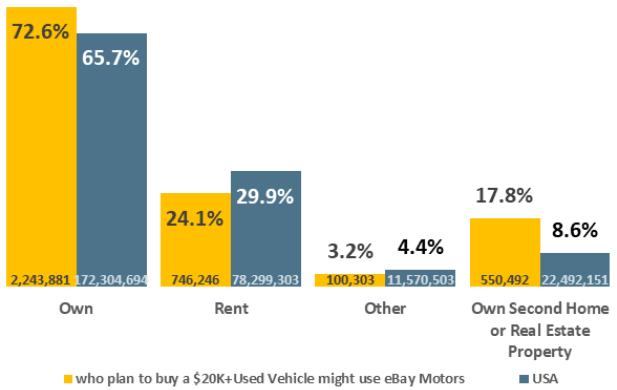
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

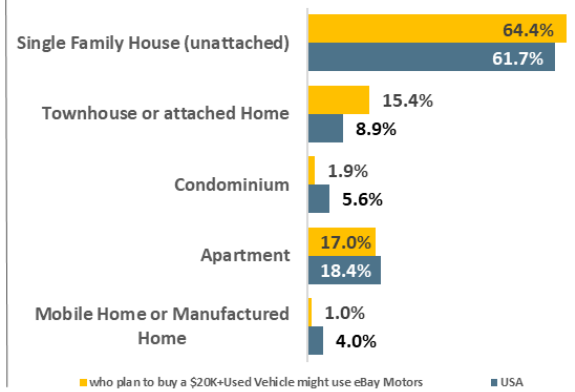
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Carvana

1.2% or 3,090,429 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use eBay Motors. Adults 18 or older who plan to buy a $20K+Used Vehicle might use eBay Motors are 10.5% more likely to own their home, 6.5% more likely to own a higher valued home, 4.4% more likely to have a single-family home, 1.1% more likely to have a dog.

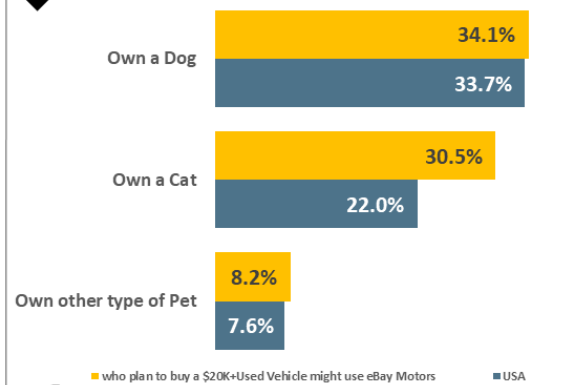
Own/Rent/Other: Adults 18 or older



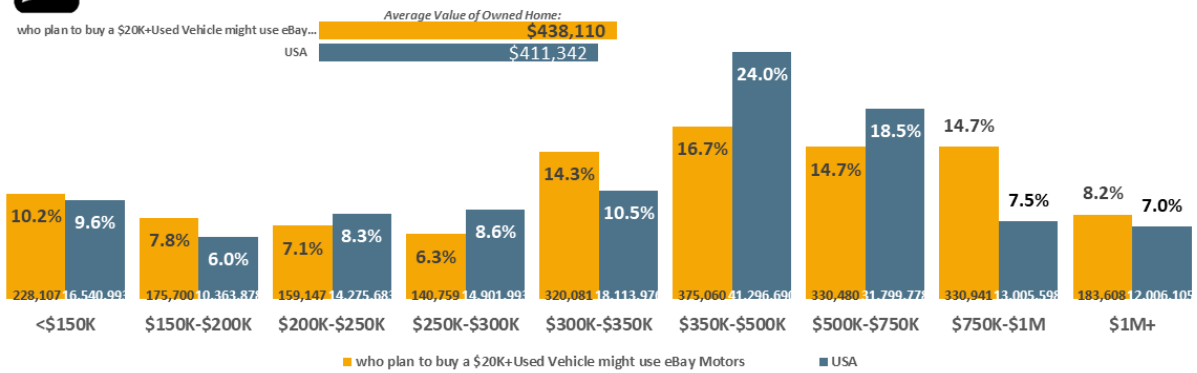
Type of Home: Adults 18 or older



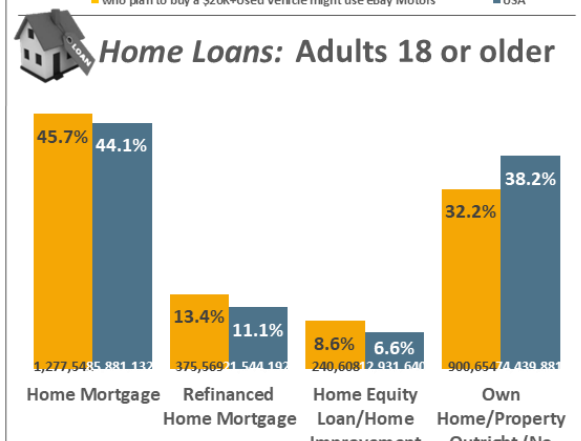
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

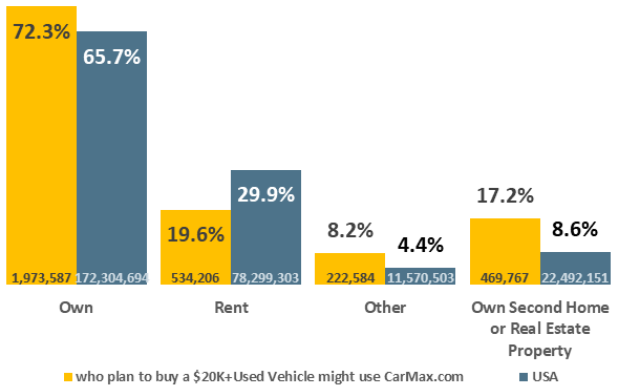
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

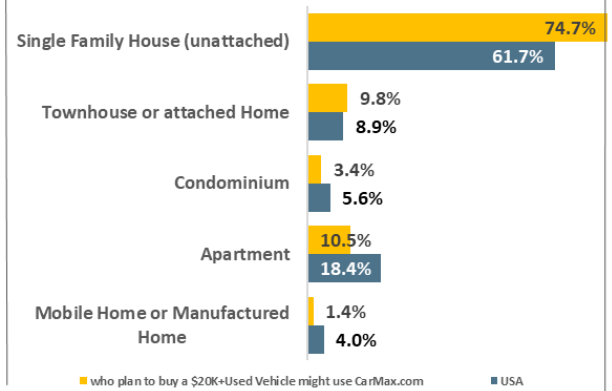
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps or websites used or visited past 30 days:Retail/Shopping: eBay

1.% or 2,730,378 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use CarMax.com. Adults 18 or older who plan to buy a $20K+Used Vehicle might use CarMax.com are 10.% more likely to own their home, 10.1% more likely to own a higher valued home, 21.1% more likely to have a single-family home, 13.% more likely to have a dog.

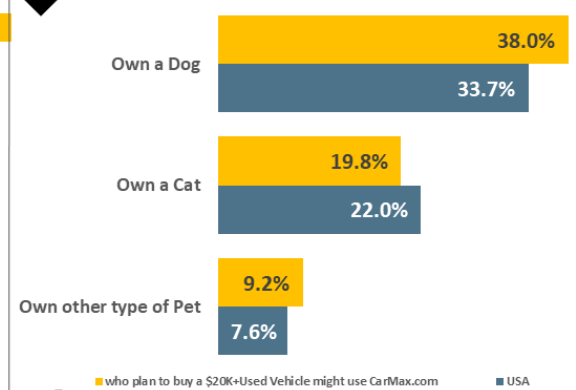
Own/Rent/Other: Adults 18 or older



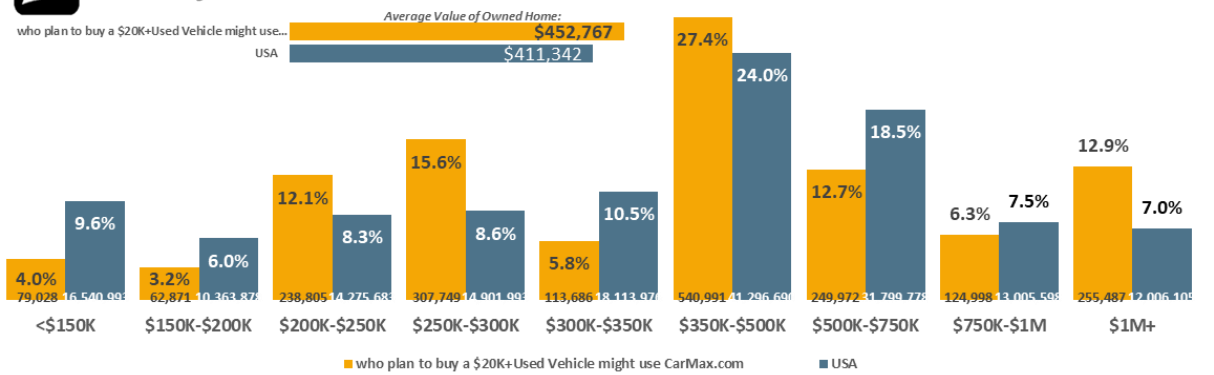
Type of Home: Adults 18 or older



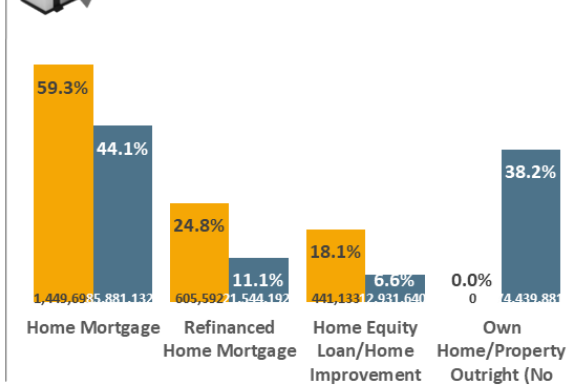
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

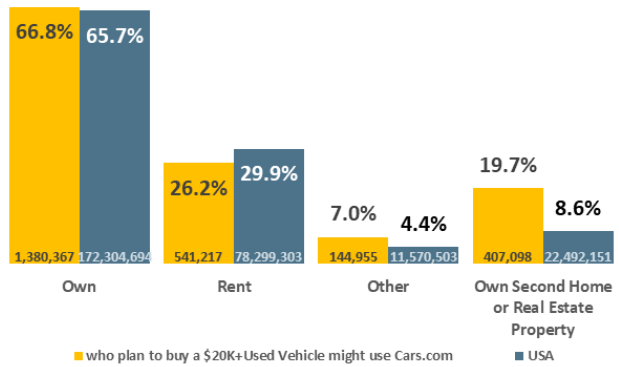
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

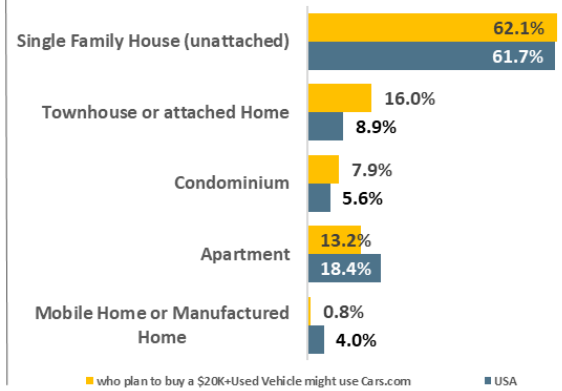
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): CarMax.com

.8% or 2,066,540 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use Cars.com. Adults 18 or older who plan to buy a $20K+Used Vehicle might use Cars.com are 1.6% more likely to own their home, 23.2% more likely to own a higher valued home, .6% more likely to have a single-family home, 3.5% more likely to have a dog.

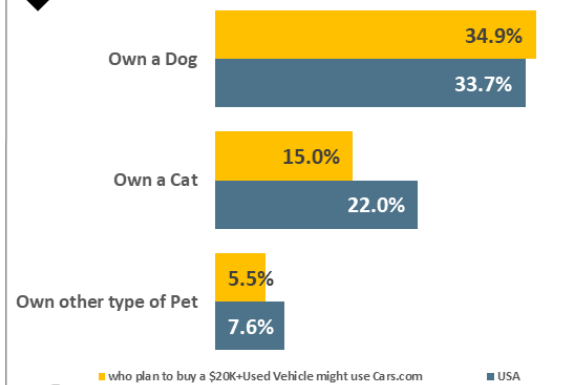
Own/Rent/Other: Adults 18 or older



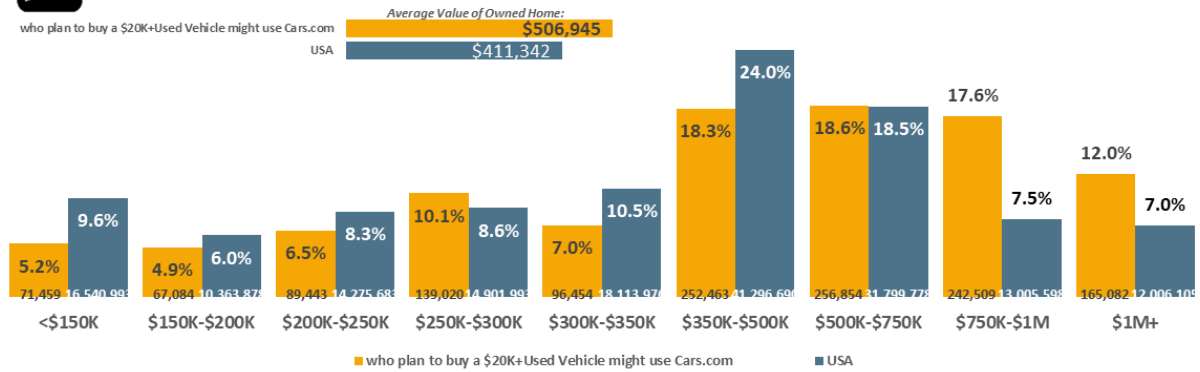
Type of Home: Adults 18 or older



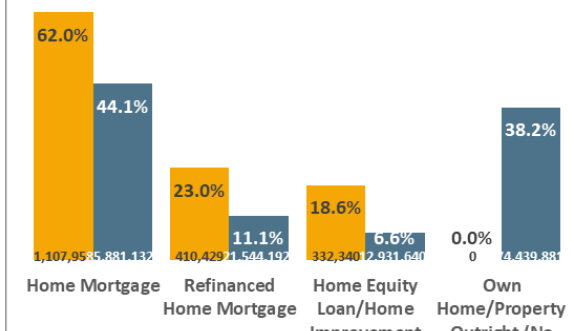
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *932*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

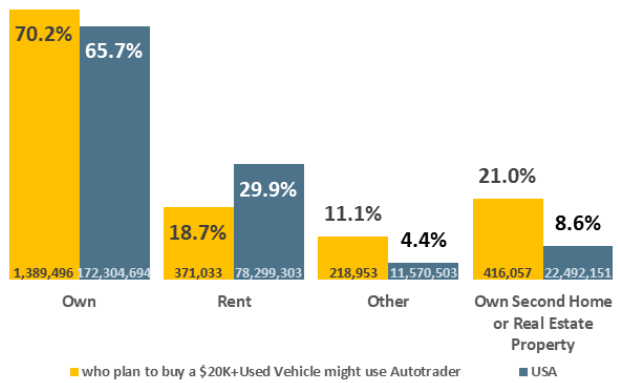
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Cars.com

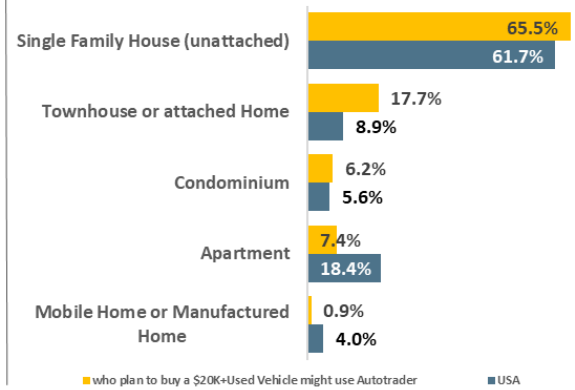
Autotrader

.8% or 1,979,482 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use Autotrader.
Adults 18 or older who plan to buy a $20K+Used Vehicle might use Autotrader are 6.8% more likely to own their home, 26.8% more likely to own a higher valued home, 6.2% more likely to have a single-family home, 8.3% less likely to have a dog.

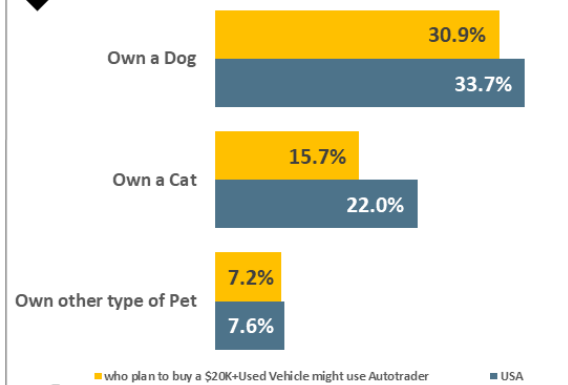
Own/Rent/Other: Adults 18 or older



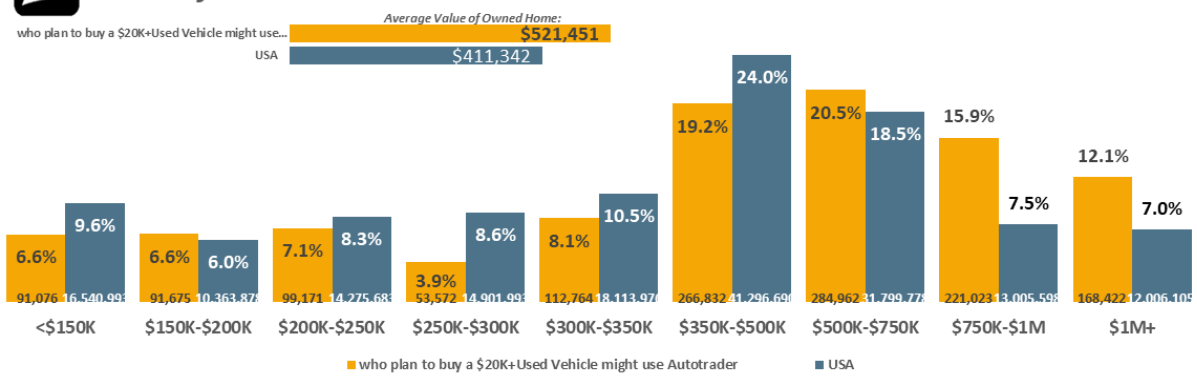
Type of Home: Adults 18 or older



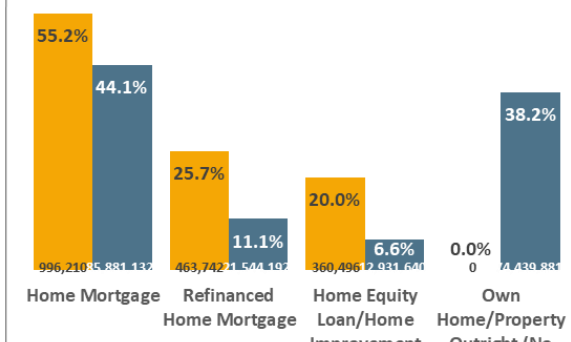
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

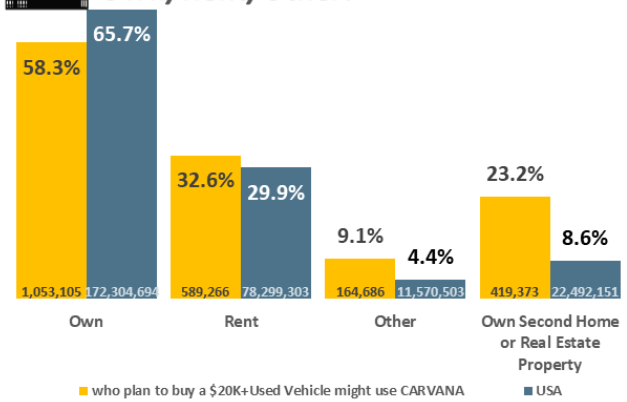
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Autotrader

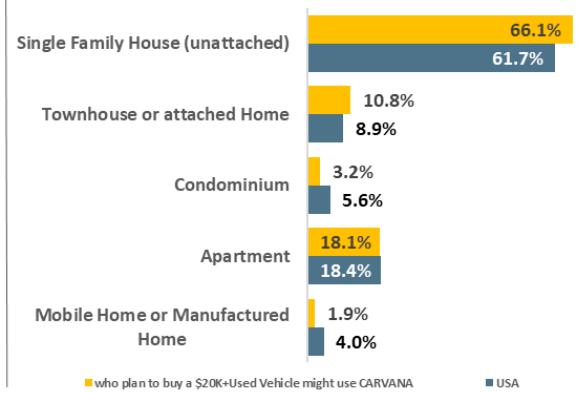
CARVANA

.7% or 1,807,058 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use CARVANA.
Adults 18 or older who plan to buy a $20K+Used Vehicle might use CARVANA are 11.3% less likely to own their home, 19.2% more likely to own a higher valued home, 7.1% more likely to have a single-family home, 23.3% more likely to have a dog.

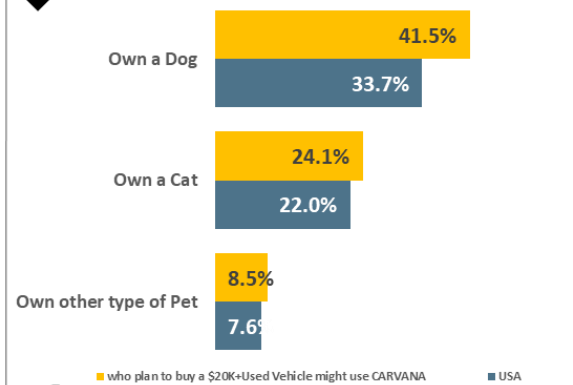
Own/Rent/Other: Adults 18 or older



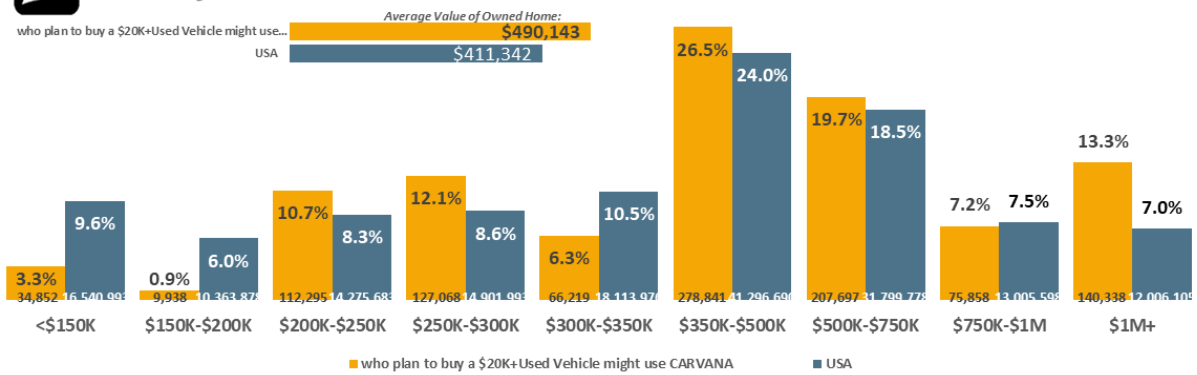
Type of Home: Adults 18 or older



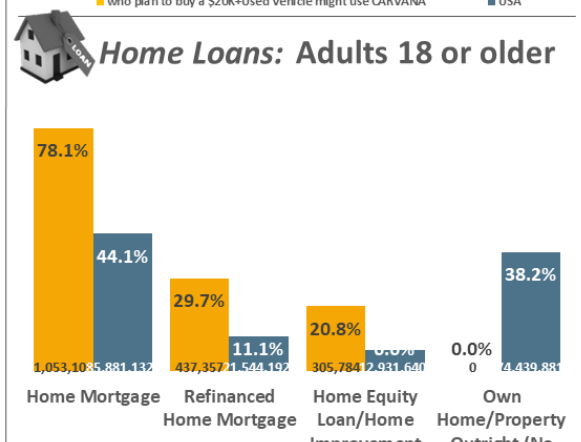
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *932*

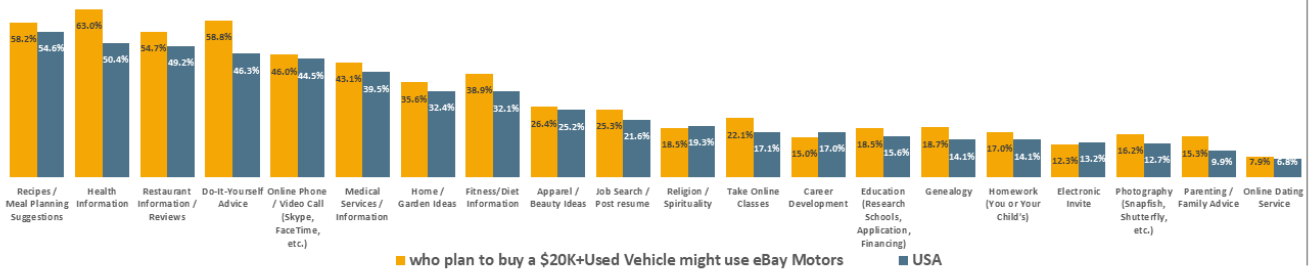
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

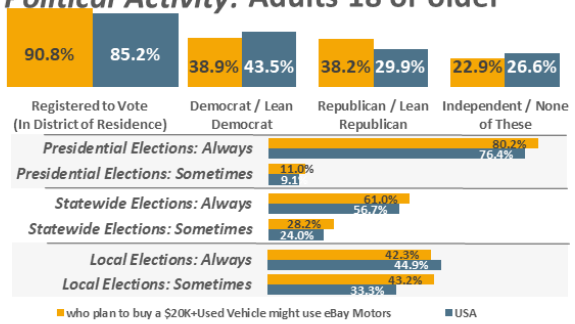
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Carvana

1.2% or 3,090,429 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use eBay Motors. Adults 18 or older who plan to buy a $20K+Used Vehicle might use eBay Motors are 26.9% more likely to look up D-I-Y advice online, 5.7% less likely to always vote in local elections, 32.5% more likely to belong to a gym, 13.6% more likely to fly domestic

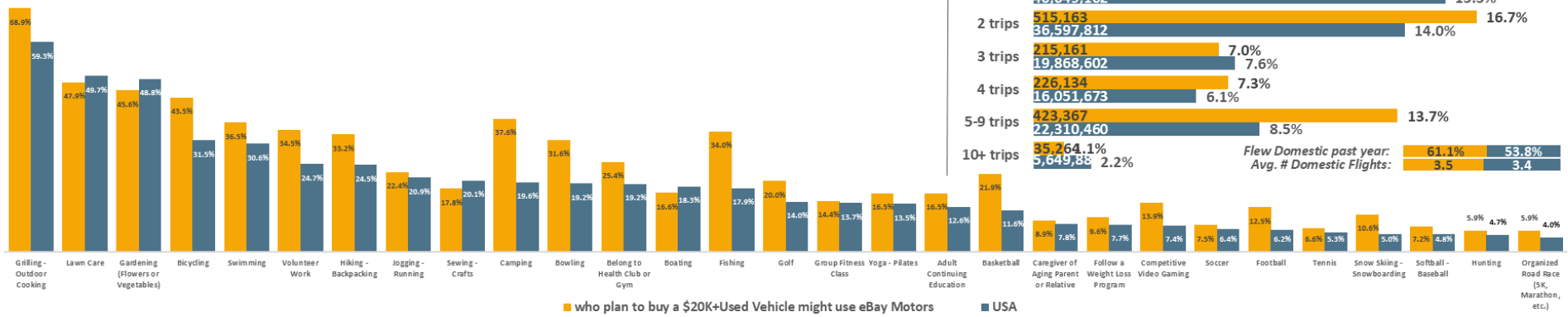
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

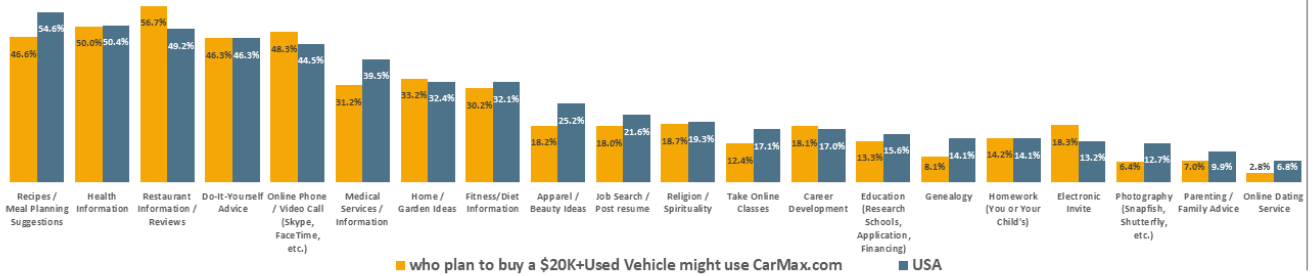
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

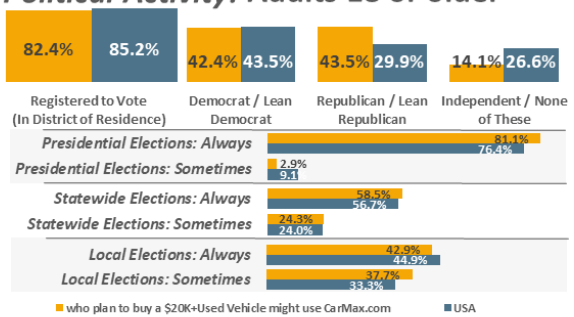
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND…Apps or websites used or visited past 30 days:Retail/Shopping: eBay

1.% or 2,730,378 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use CarMax.com. Adults 18 or older who plan to buy a $20K+Used Vehicle might use CarMax.com are .2% less likely to look up D-I-Y advice online, 4.4% less likely to always vote in local elections, 10.6% more likely to belong to a gym, 41.2% more likely to fly domestic pas

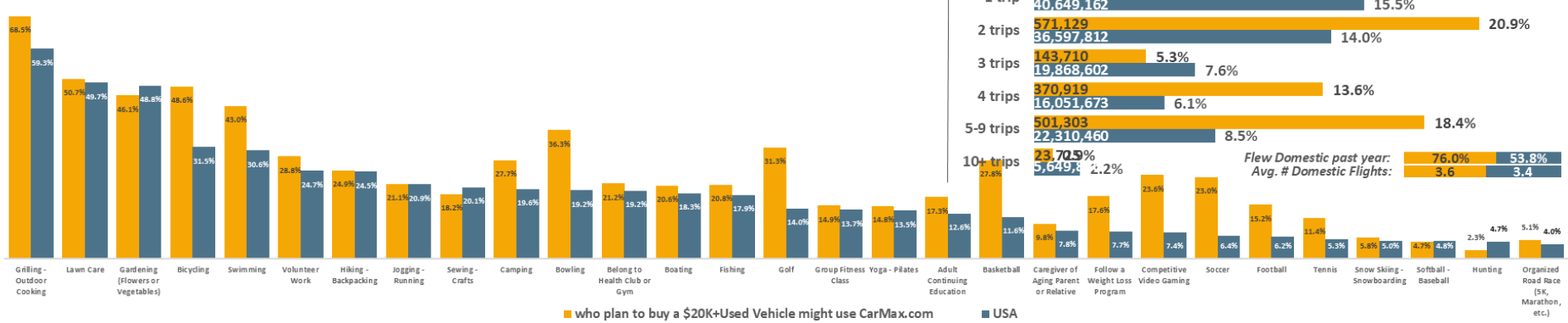
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

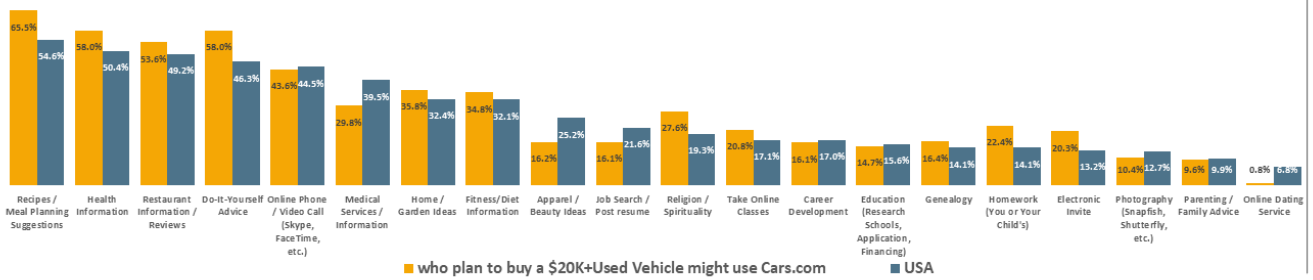
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

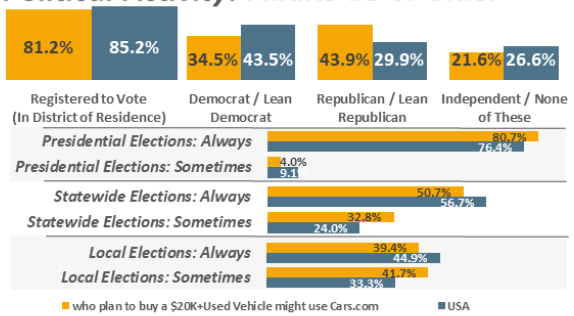
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND…Apps/websites might use to shop for new/used vehicle (HHLD): CarMax.com

.8% or 2,066,540 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use Cars.com.
Adults 18 or older who plan to buy a $20K+Used Vehicle might use Cars.com are 25.2% more likely to look up D-I-Y advice online, 12.1% less likely to always vote in local elections, 51.9% more likely to belong to a gym, 25.4% more likely to fly domestic pa

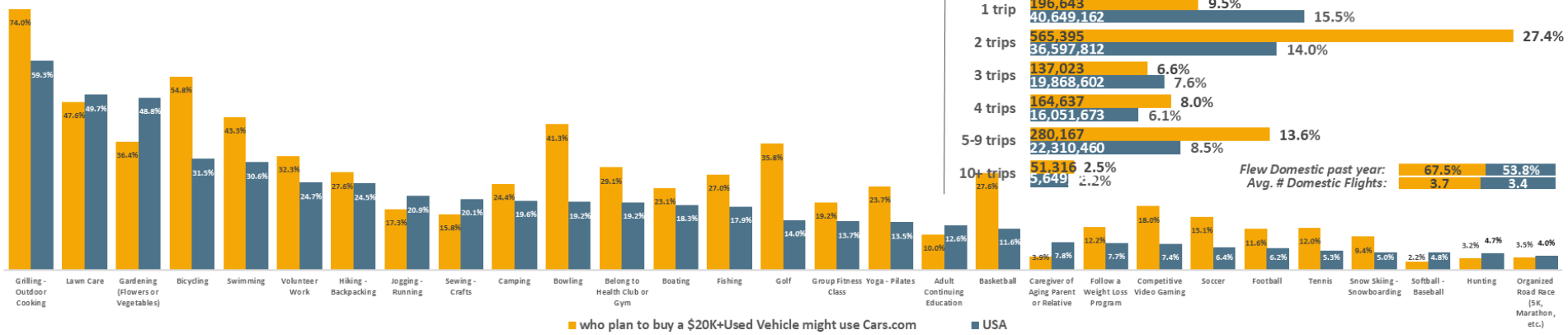
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 932

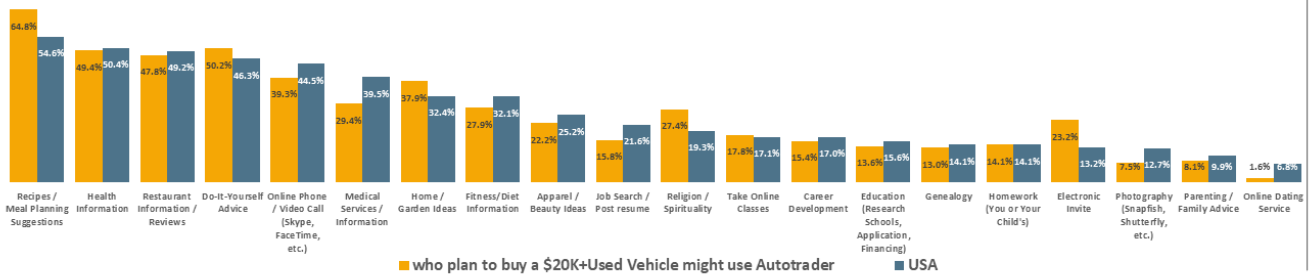
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Cars.com

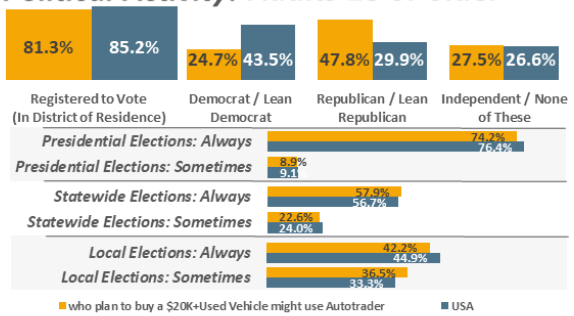
Autotrader

.8% or 1,979,482 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use Autotrader. Adults 18 or older who plan to buy a $20K+Used Vehicle might use Autotrader are 8.3% more likely to look up D-I-Y advice online, 6.% less likely to always vote in local elections, 59.1% more likely to belong to a gym, 35.2% more likely to fly domestic pas

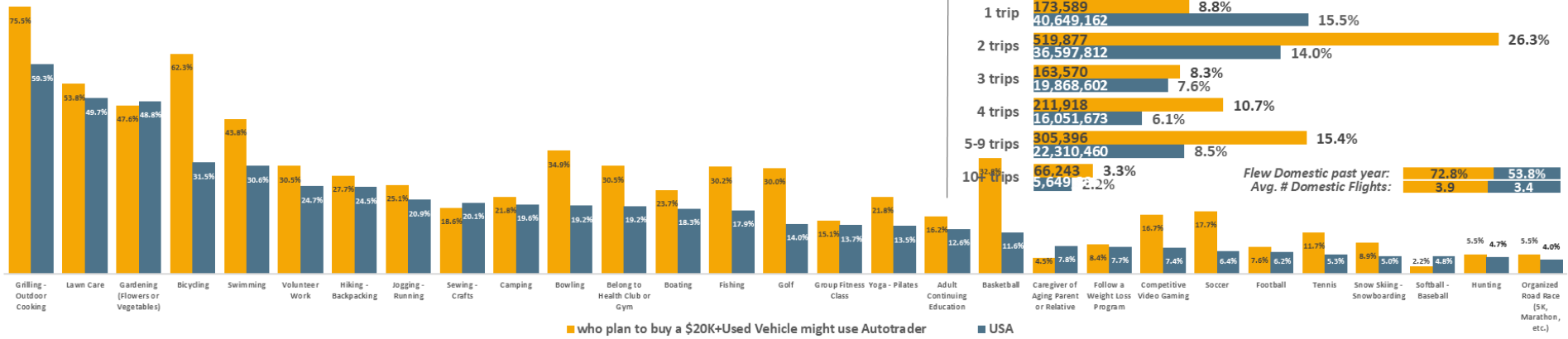
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

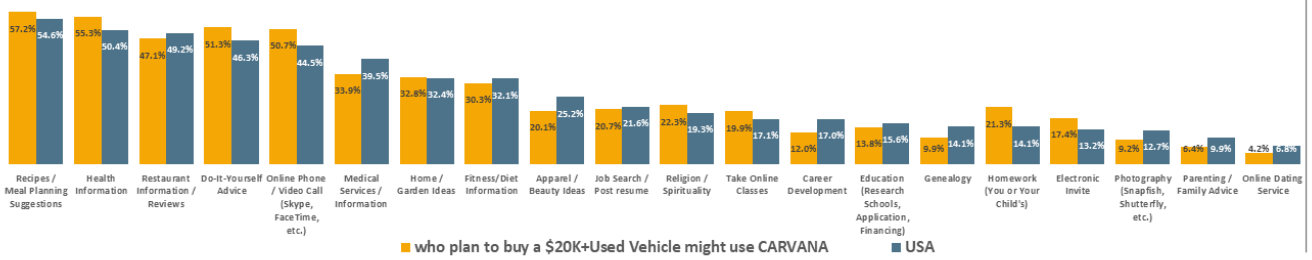
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

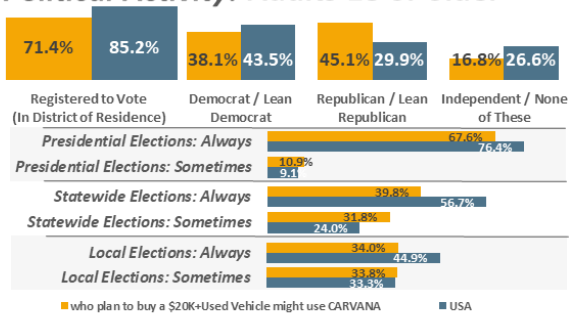
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Autotrader

.7% or 1,807,058 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use CARVANA.
Adults 18 or older who plan to buy a $20K+Used Vehicle might use CARVANA are 10.8% more likely to look up D-I-Y advice online, 24.2% less likely to always vote in local elections, 53.4% more likely to belong to a gym, 54.5% more likely to fly domestic pas

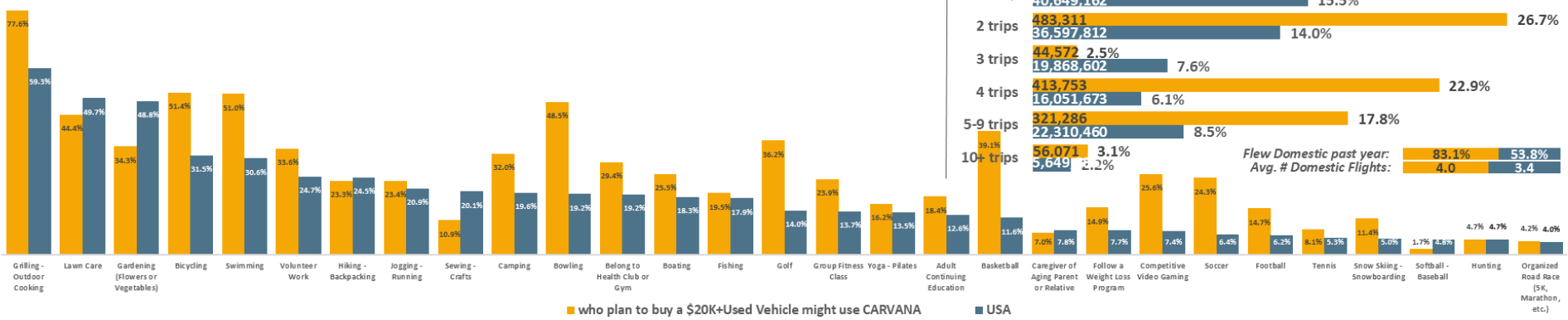
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 932

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND…Apps/websites might use to shop for new/used vehicle (HHLD): Carvana

1.2% or 3,090,429 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use eBay Motors. Adults 18 or older who plan to buy a $20K+Used Vehicle might use eBay Motors are 3.3% more likely to use QSRs past mo., 7.4% more likely to use Sit-Down Restaurants past mo., 20.3% more likely to use Casinos past yr., 2.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

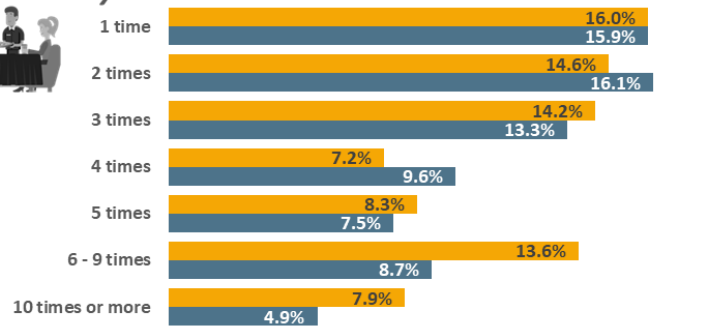


Avg. Monthly QSR Meals:

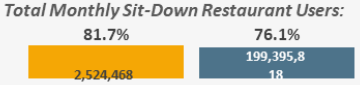


Past 30-days Sit-Down Restaurant Users: Adults 18 or older





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.)

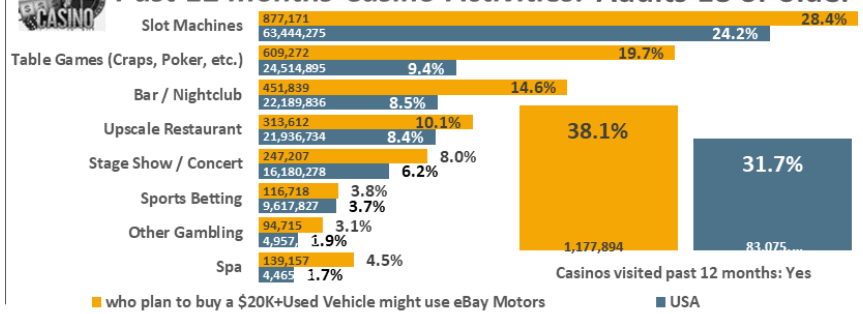


Drank Past 30-days: Adults 18 or older



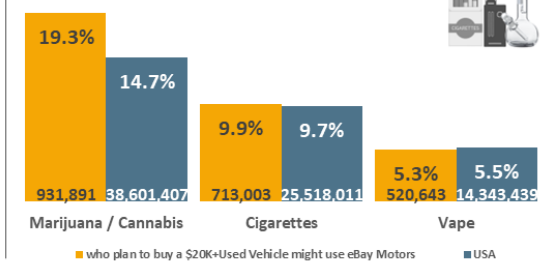
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps or websites used or visited past 30 days:Retail/Shopping: eBay

1.% or 2,730,378 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use CarMax.com. Adults 18 or older who plan to buy a $20K+Used Vehicle might use CarMax.com are 7.7% more likely to use QSRs past mo., 16.5% more likely to use Sit-Down Restaurants past mo., 46.% more likely to use Casinos past yr., 35.8% less 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:

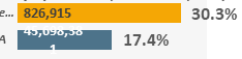


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

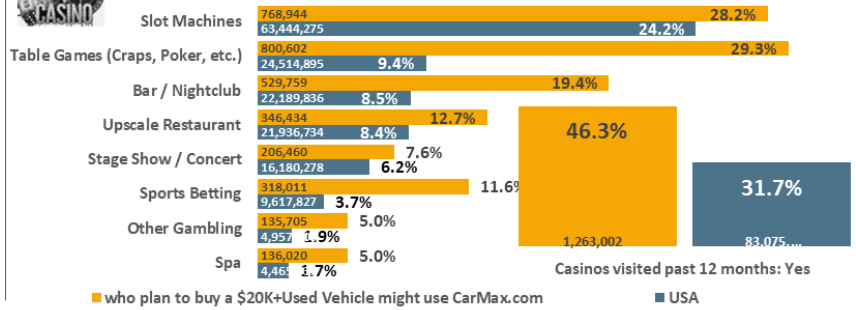


Drank Past 30-days: Adults 18 or older



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 932

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

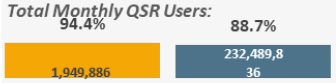
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): CarMax.com

.8% or 2,066,540 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use Cars.com. Adults 18 or older who plan to buy a $20K+Used Vehicle might use Cars.com are 6.4% more likely to use QSRs past mo., 9.8% more likely to use Sit-Down Restaurants past mo., 48.% more likely to use Casinos past yr., 38.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

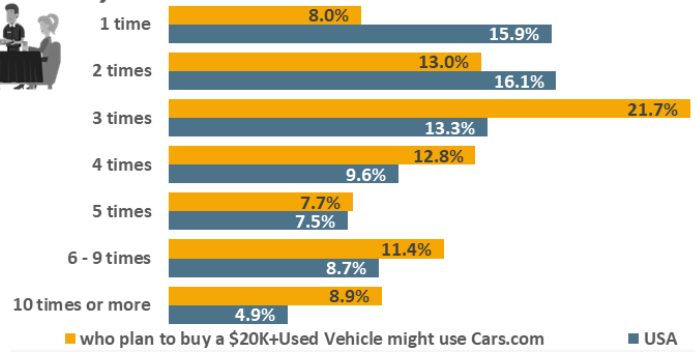


Avg. Monthly QSR Meals:

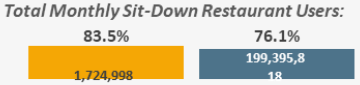


Past 30-days Sit-Down Restaurant Users: Adults 18 or older





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

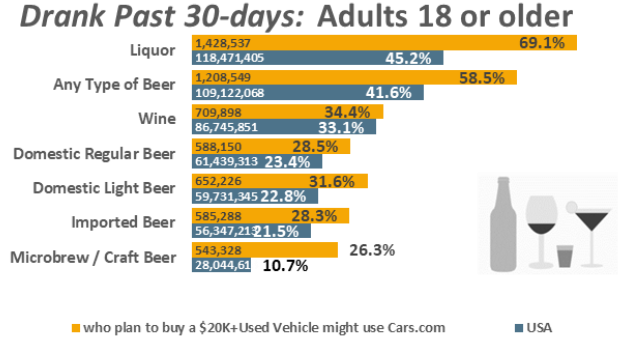
(Sit-Down Restaurants Used Past 30-days)



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

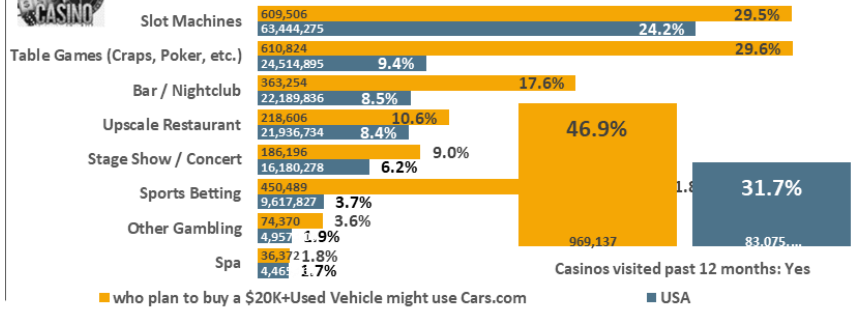


Drank Past 30-days: Adults 18 or older



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 932

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Cars.com

Autotrader

.8% or 1,979,482 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use Autotrader. Adults 18 or older who plan to buy a $20K+Used Vehicle might use Autotrader are 8.6% more likely to use QSRs past mo., 8.6% more likely to use Sit-Down Restaurants past mo., 44.5% more likely to use Casinos past yr., 41.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



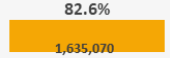
Avg. Monthly QSR Meals:

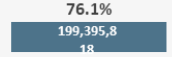


Past 30-days Sit-Down Restaurant Users: Adults 18 or older

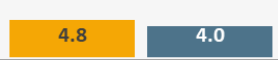


Total Monthly Sit-Down Restaurant Users:





Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

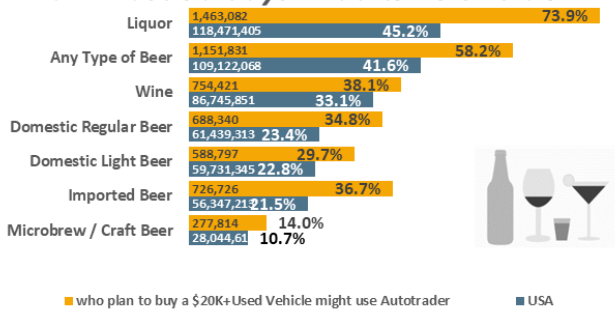
(Sit-Down Restaurants Used Past 30-days)



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

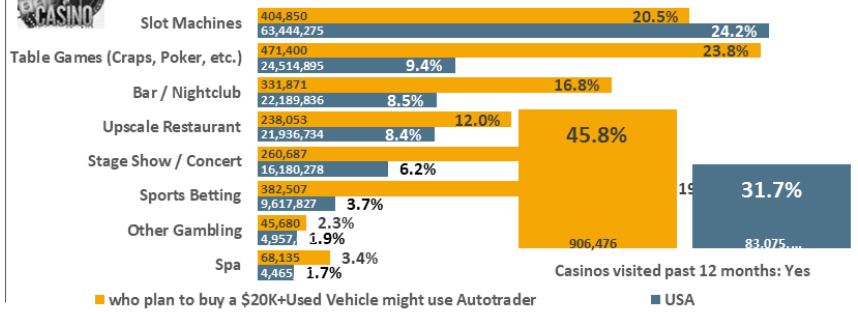


Drank Past 30-days: Adults 18 or older



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 932

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Autotrader

.7% or 1,807,058 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use CARVANA. Adults 18 or older who plan to buy a $20K+Used Vehicle might use CARVANA are 9.2% more likely to use QSRs past mo., 19.9% more likely to use Sit-Down Restaurants past mo., 86.7% more likely to use Casinos past yr., 17.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

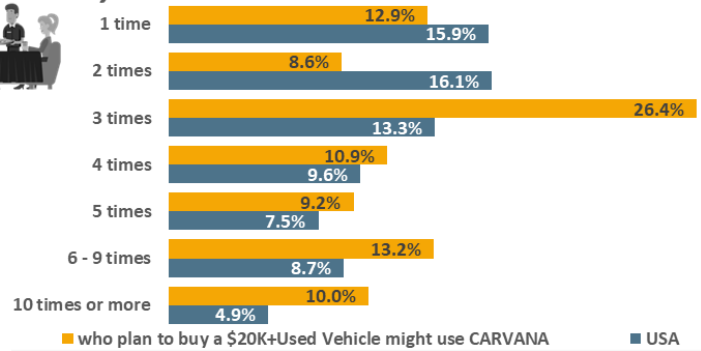


Avg. Monthly QSR Meals:



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

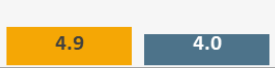




Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

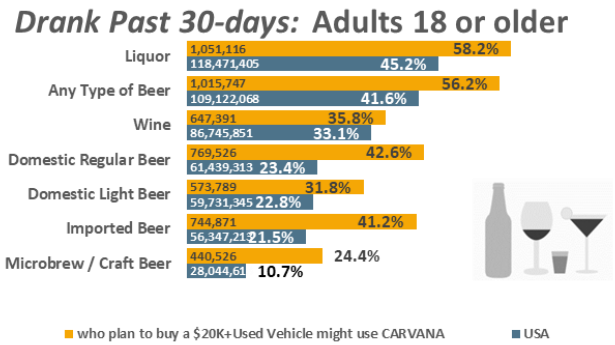
(Sit-Down Restaurants Used Past 30-days)



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

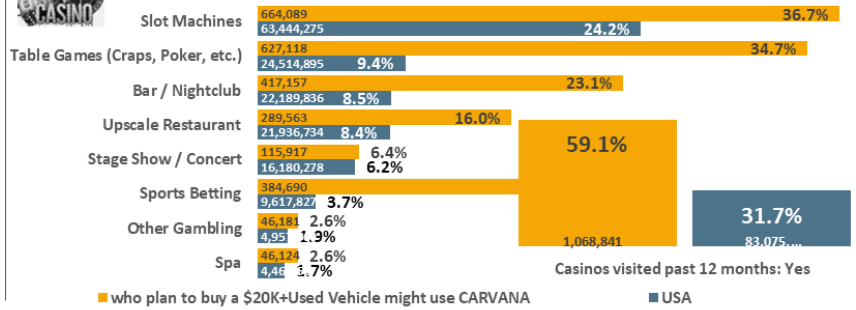


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



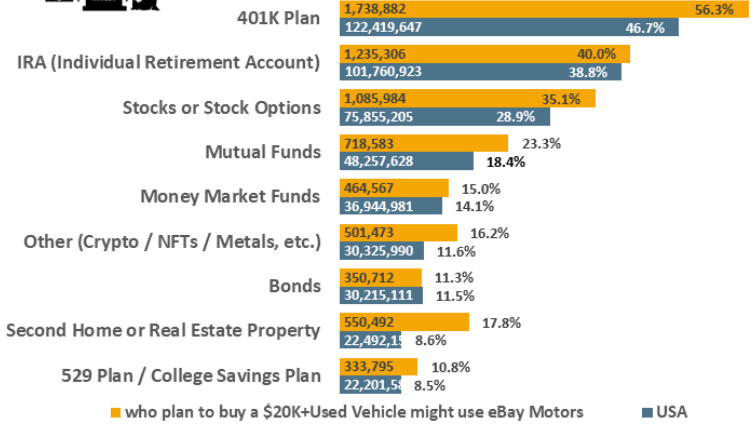
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

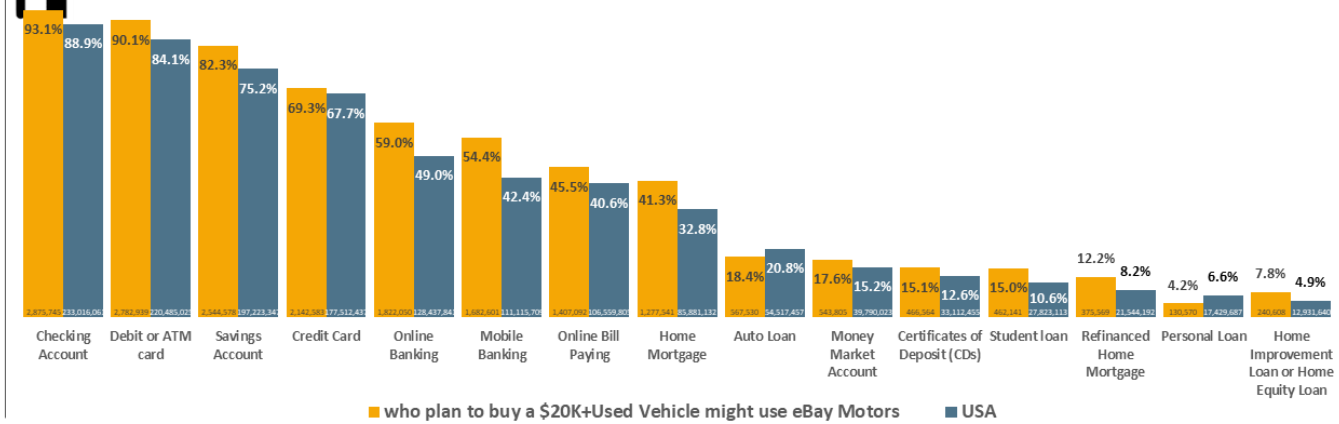
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Carvana

1.2% or 3,090,429 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use eBay Motors. Adults 18 or older who plan to buy a $20K+Used Vehicle might use eBay Motors are 20.5% more likely to have a 401K, 11.7% less likely to have an Auto Loan, 67.1% more likely to Invest/Trade Stocks Online, 9.4% more likely to pay with their Debit Card.

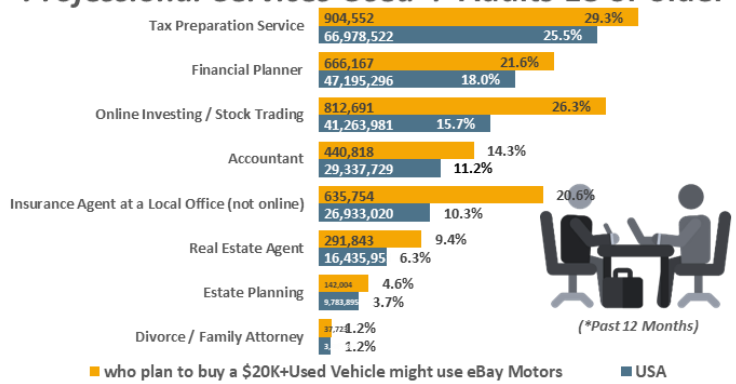
Investments Owned: Adults 18 or older



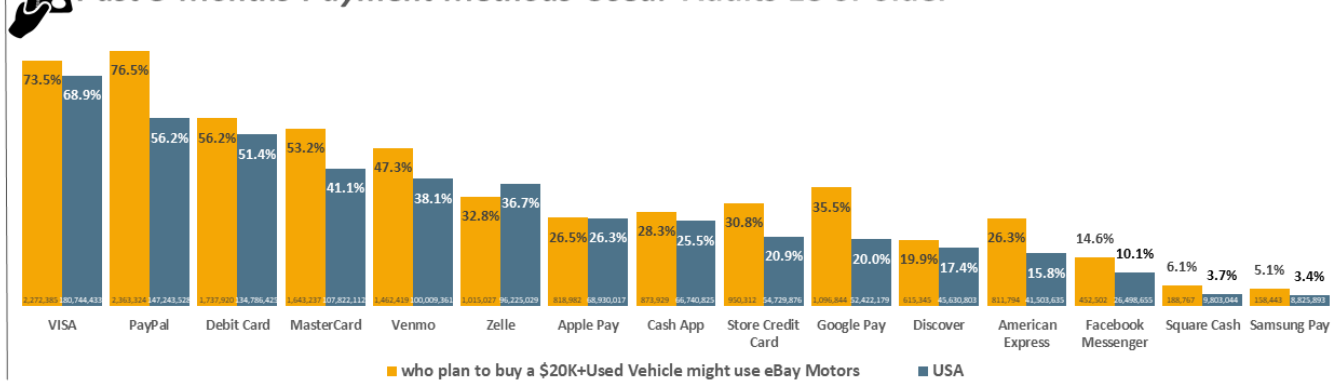
Financial Services Has and/or Uses: Adults 18 or older



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 932

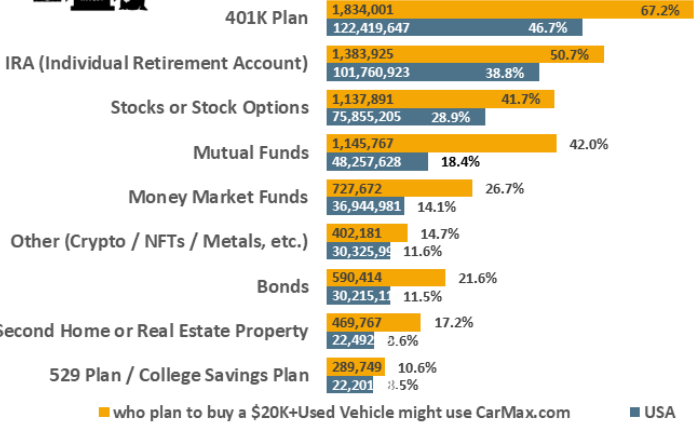
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

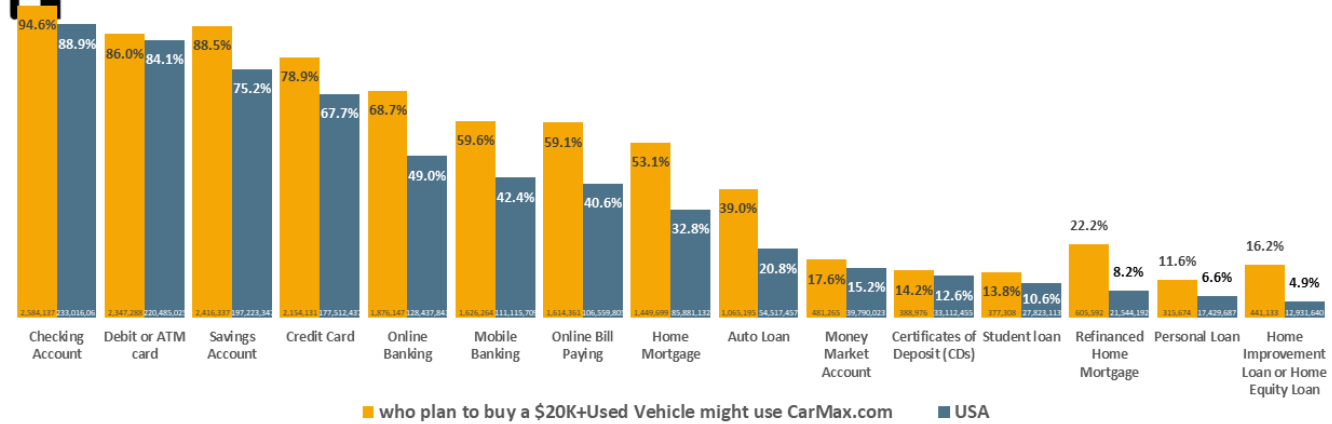
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps or websites used or visited past 30 days:Retail/Shopping: eBay

1.% or 2,730,378 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use CarMax.com. Adults 18 or older who plan to buy a $20K+Used Vehicle might use CarMax.com are 43.9% more likely to have a 401K, 87.6% more likely to have an Auto Loan, 120.1% more likely to Invest/Trade Stocks Online, 6.7% more likely to pay with their Debit Card.

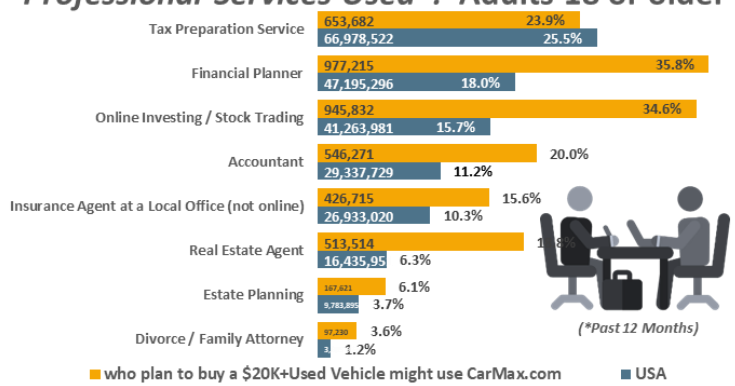
Investments Owned: Adults 18 or older



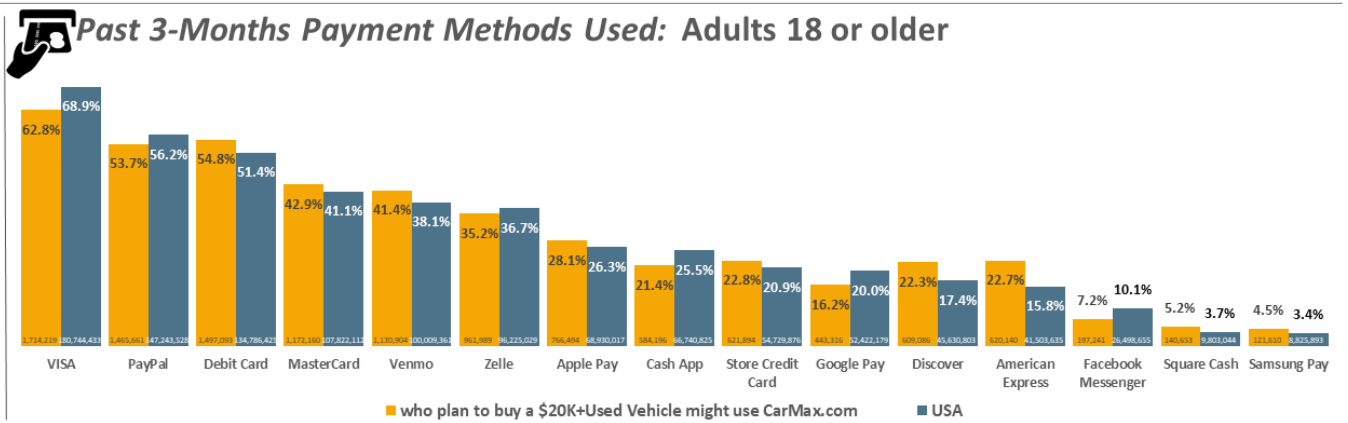
Financial Services Has and/or Uses: Adults 18 or older



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 932

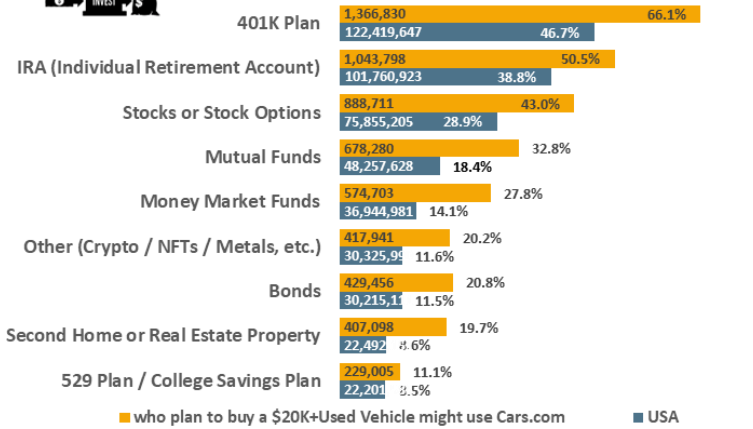
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

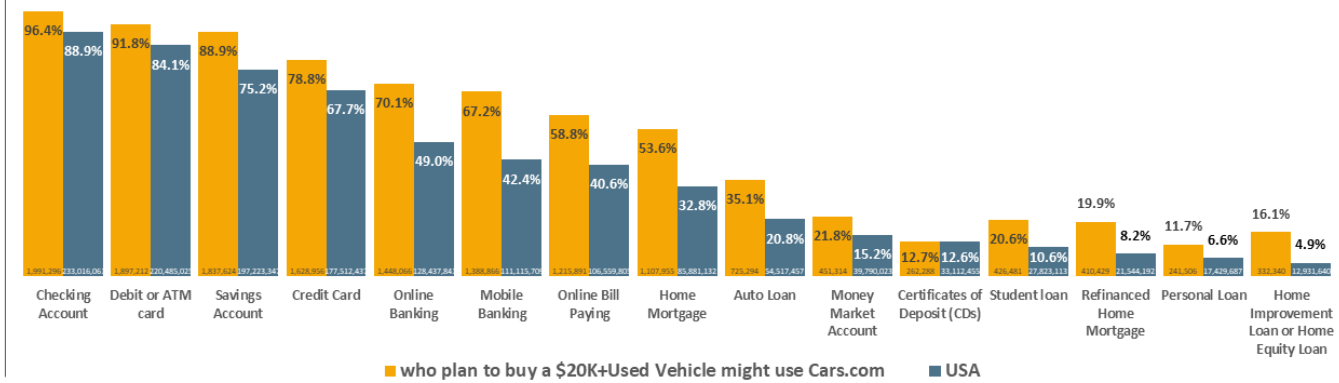
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND…Apps/websites might use to shop for new/used vehicle (HHLD): CarMax.com

.8% or 2,066,540 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use Cars.com.
Adults 18 or older who plan to buy a $20K+Used Vehicle might use Cars.com are 41.6% more likely to have a 401K, 68.8% more likely to have an Auto Loan, 136.2% more likely to Invest/Trade Stocks Online, 30.1% more likely to pay with their Debit Card.

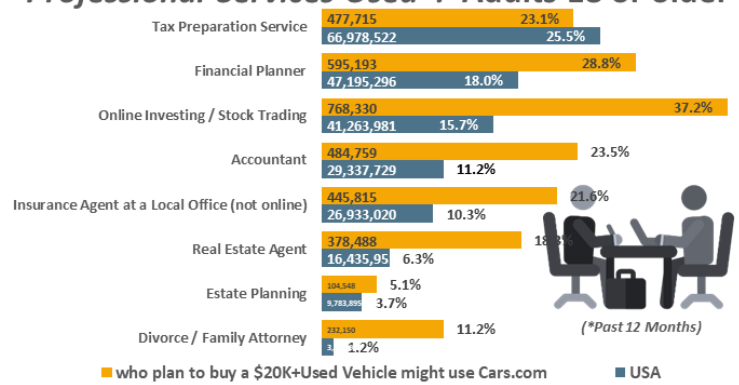
Investments Owned: Adults 18 or older



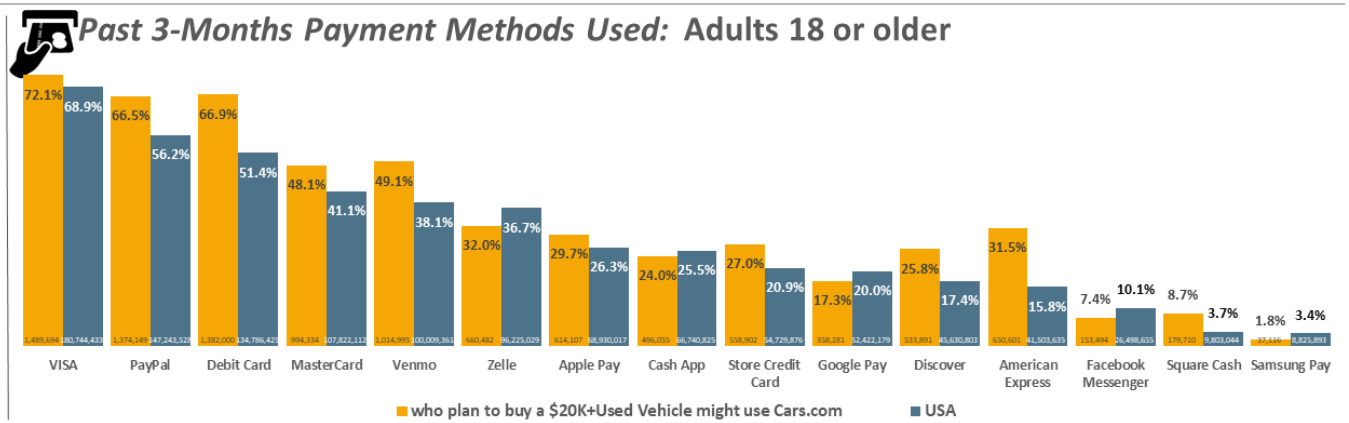
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

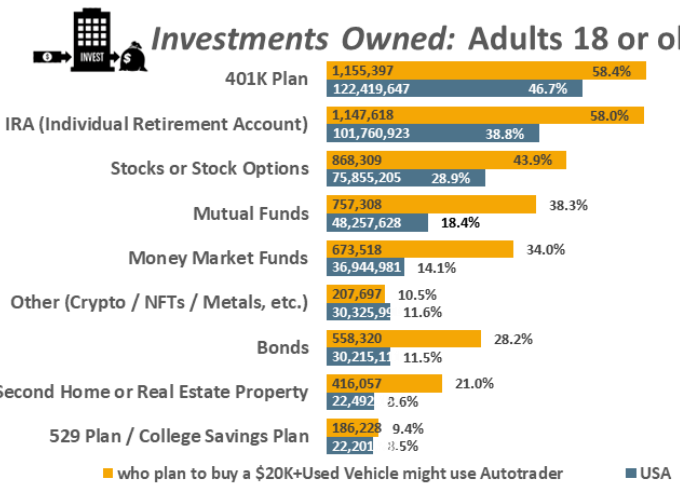
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Cars.com

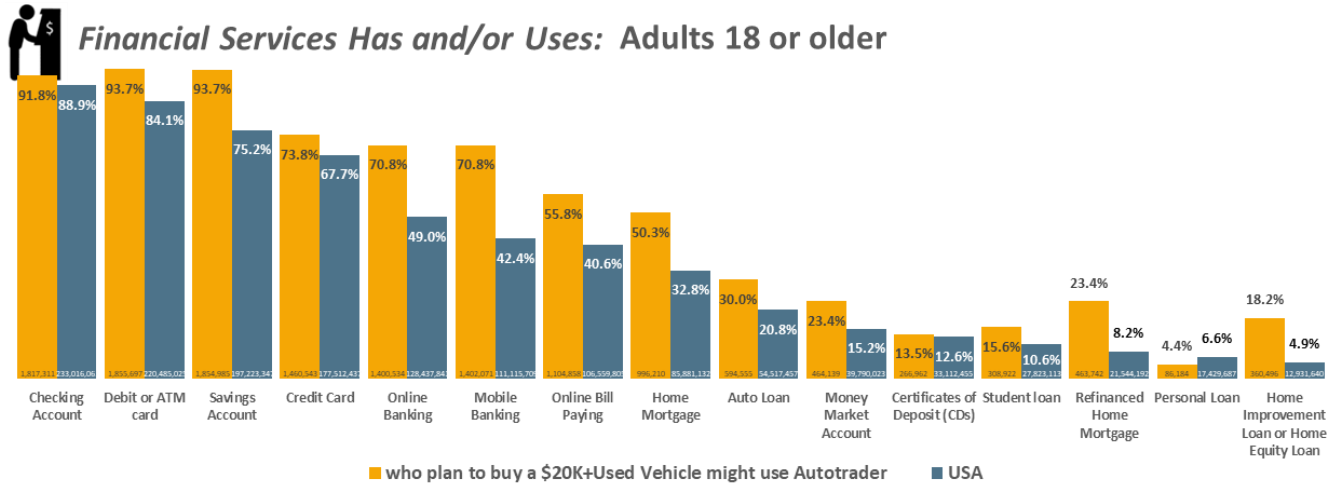
Autotrader

.8% or 1,979,482 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use Autotrader.
Adults 18 or older who plan to buy a $20K+Used Vehicle might use Autotrader are 25.% more likely to have a 401K, 44.4% more likely to have an Auto Loan, 137.9% more likely to Invest/Trade Stocks Online, 25.4% more likely to pay with their Debit Card.

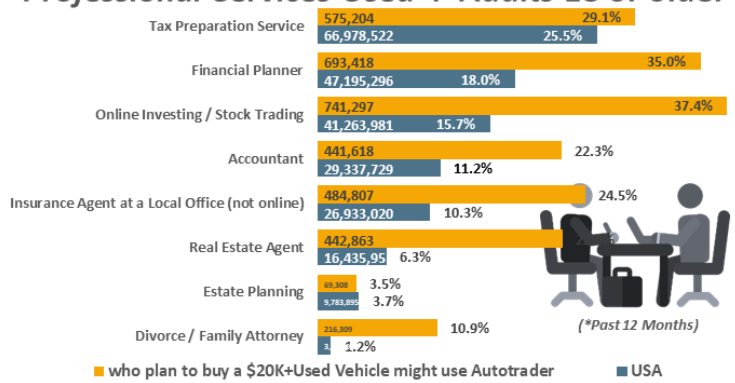
Investments Owned: Adults 18 or older



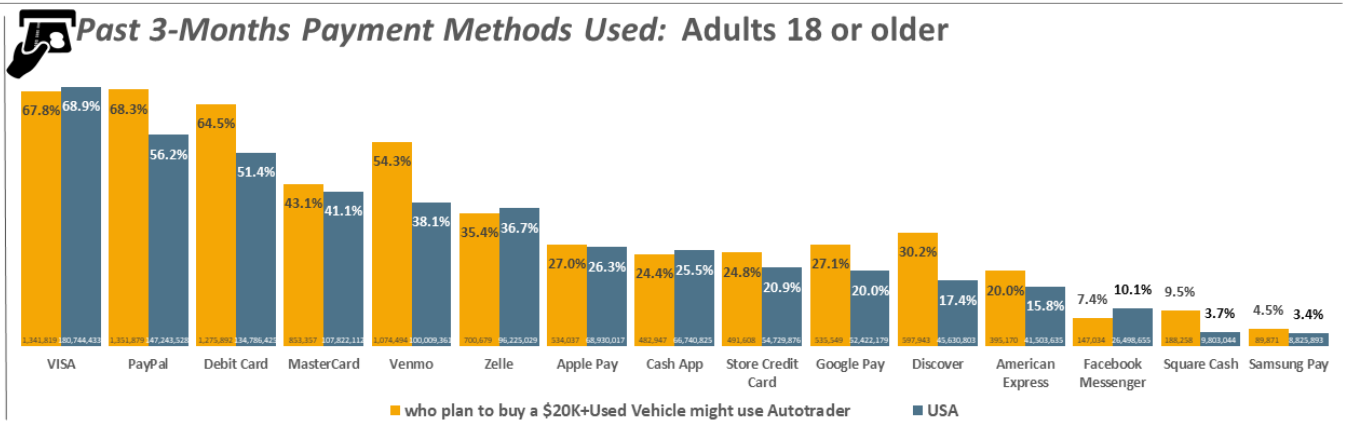
Financial Services Has and/or Uses: Adults 18 or older



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 932

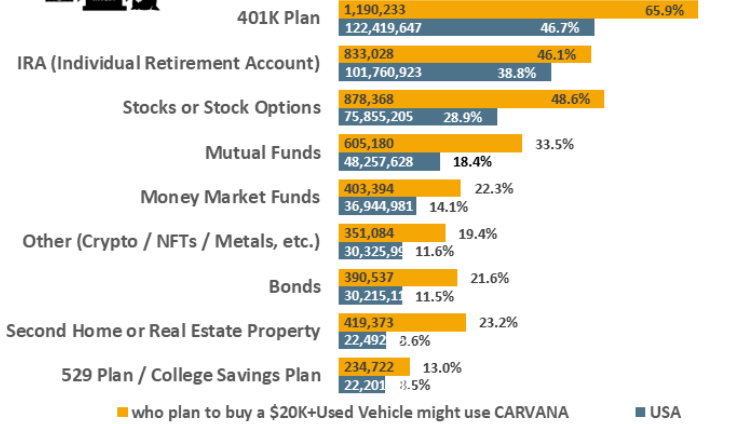
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

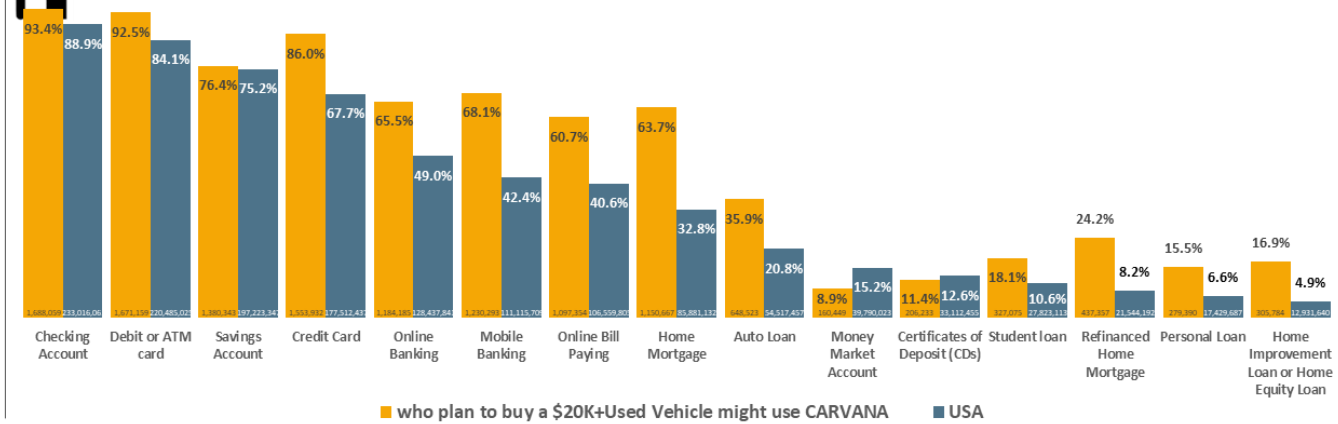
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Autotrader

.7% or 1,807,058 of USA Adults 18 or older plan to buy a $20K+Used Vehicle might use CARVANA.
Adults 18 or older who plan to buy a $20K+Used Vehicle might use CARVANA are 41.1% more likely to have a 401K, 72.6% more likely to have an Auto Loan, 130.8% more likely to Invest/Trade Stocks Online, 20.8% more likely to pay with their Debit Card.

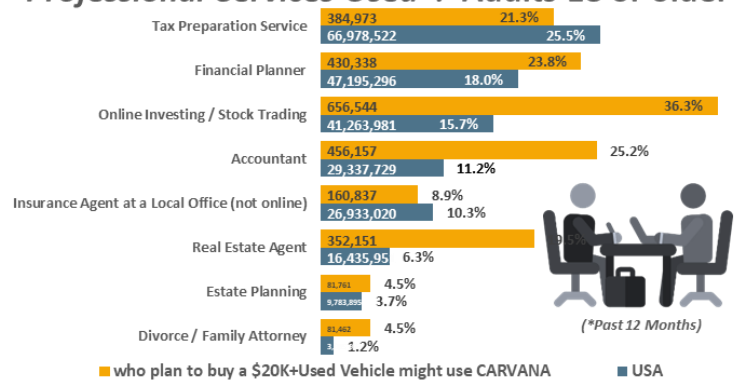
Investments Owned: Adults 18 or older



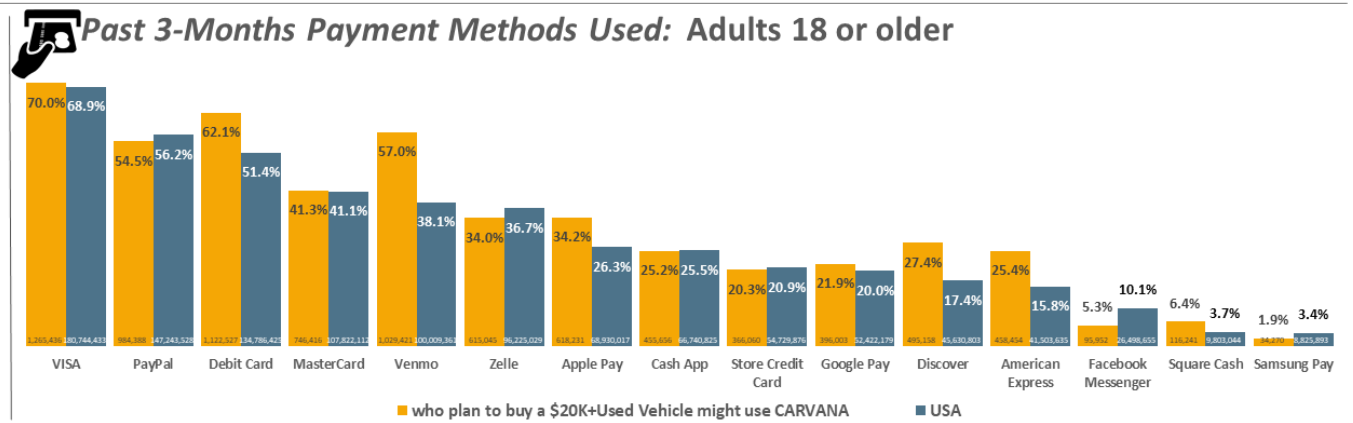
Financial Services Has and/or Uses: Adults 18 or older



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 932

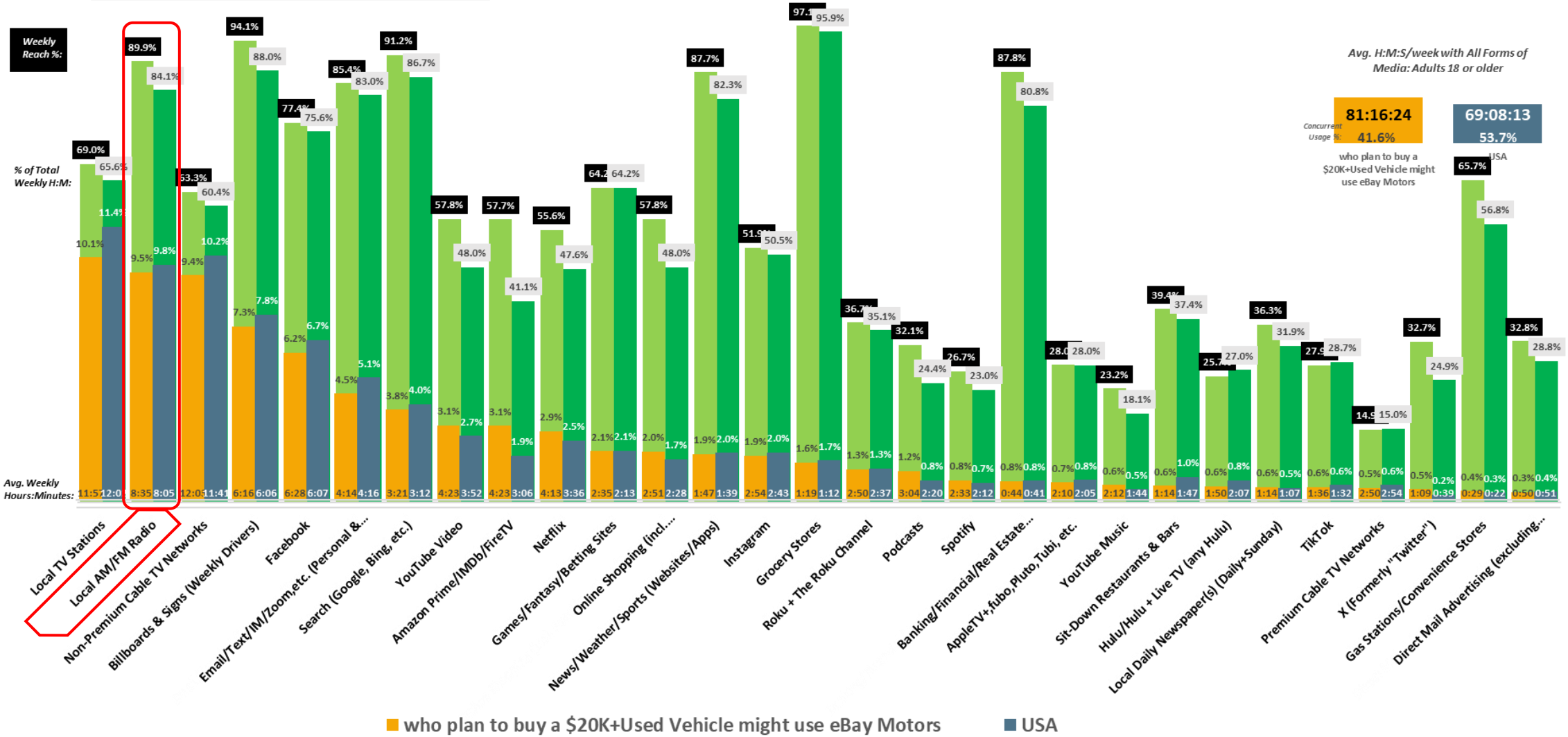
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND…Apps/websites might use to shop for new/used vehicle (HHLD): Carvana

Adults 18 or older who plan to buy a $20K+Used Vehicle might use eBay Motors spend an average of 3 days, 9 hours, 16 minutes and 24 seconds each week with All Forms of Media.

89.9% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use eBay Motors spend an avg. of 8 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

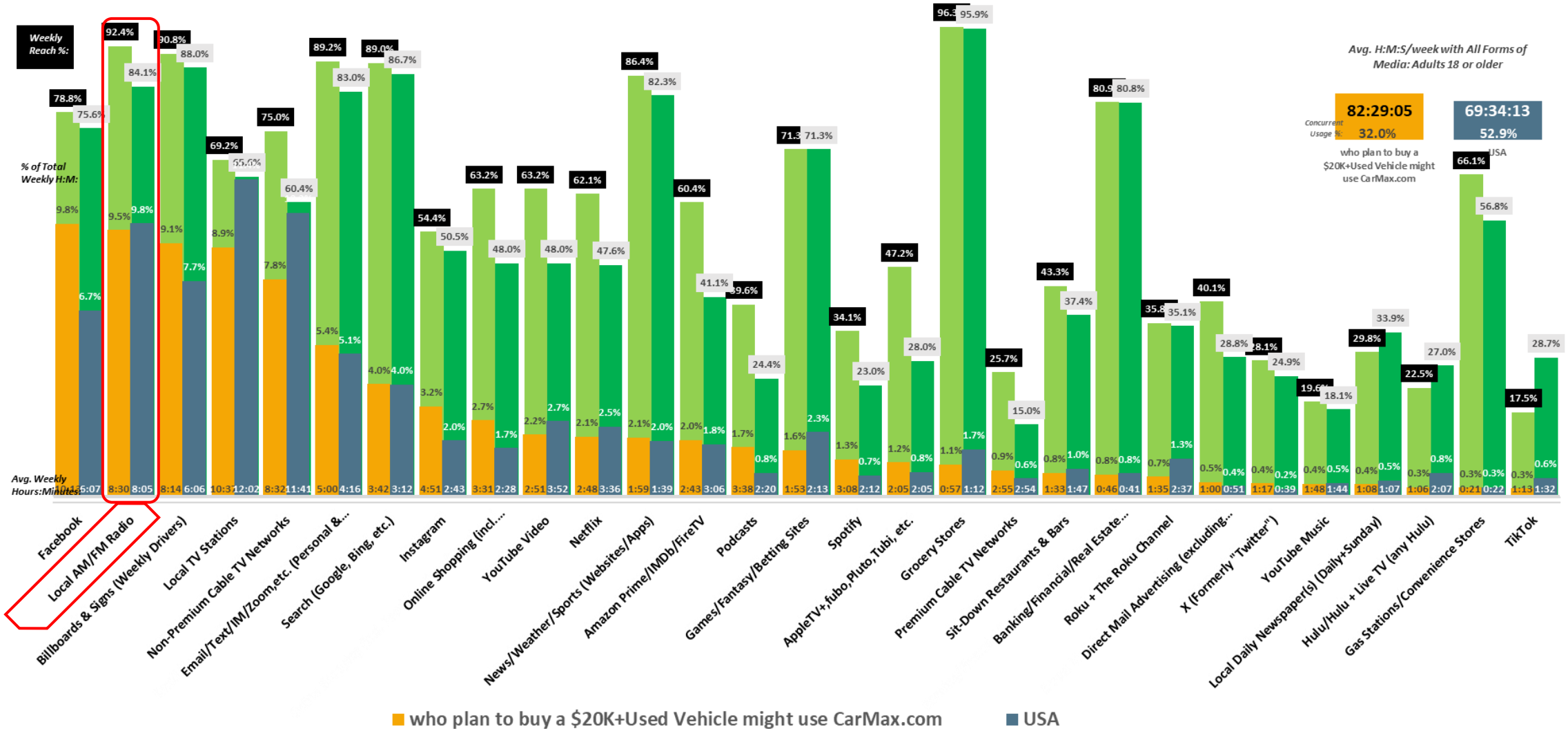
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps or websites used or visited past 30 days:Retail/Shopping: eBay

Adults 18 or older who plan to buy a $20K+Used Vehicle might use CarMax.com spend an average of 3 days, 10 hours, 29 minutes and 5 seconds each week with All Forms of Media.

92.4% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use CarMax.com spend an avg. of 8 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



■ who plan to buy a $20K+Used Vehicle might use CarMax.com ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

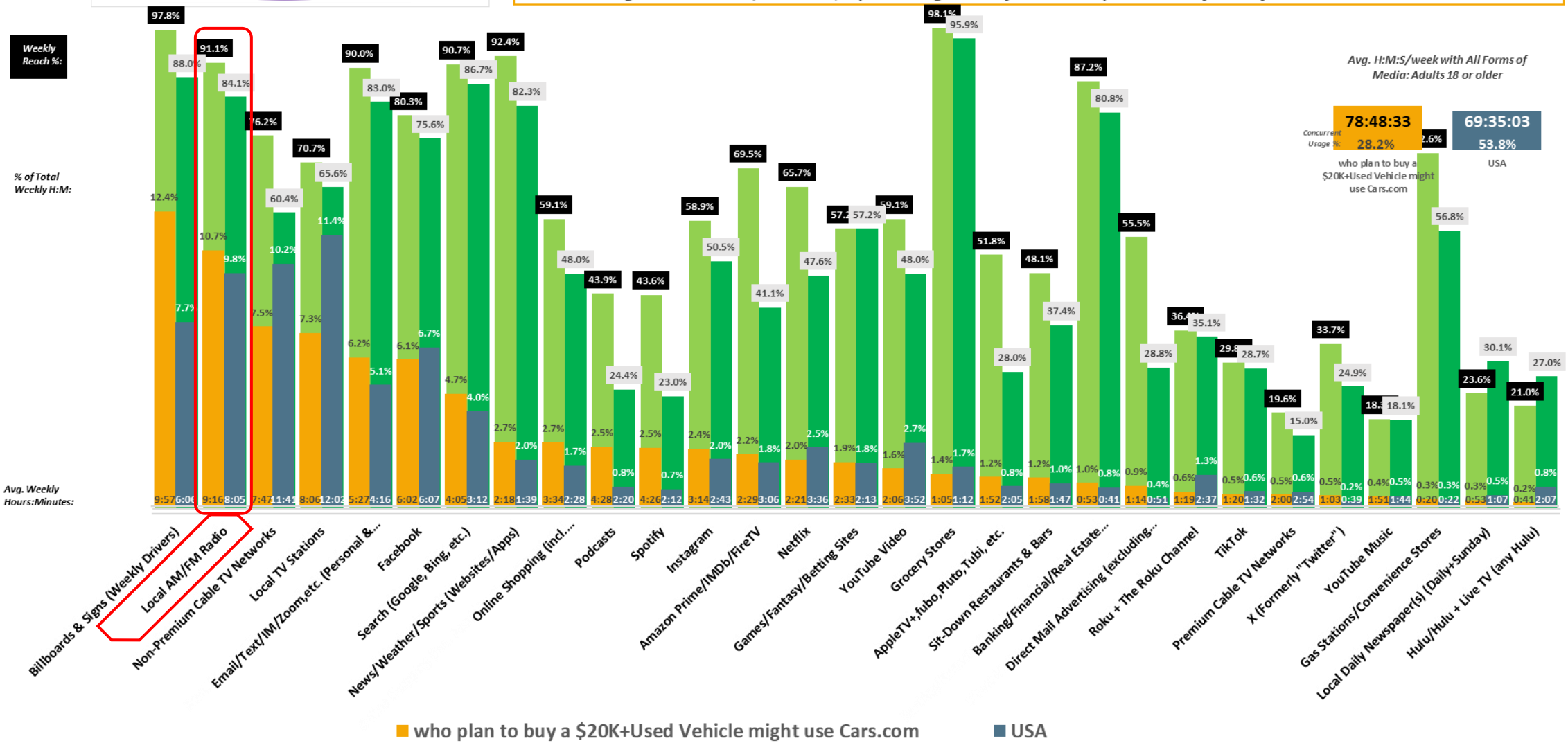
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): CarMax.com

Adults 18 or older who plan to buy a $20K+Used Vehicle might use Cars.com spend an average of 3 days, 6 hours, 48 minutes and 33 seconds each week with All Forms of Media.

91.1% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use Cars.com spend an avg. of 9 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 10.7% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

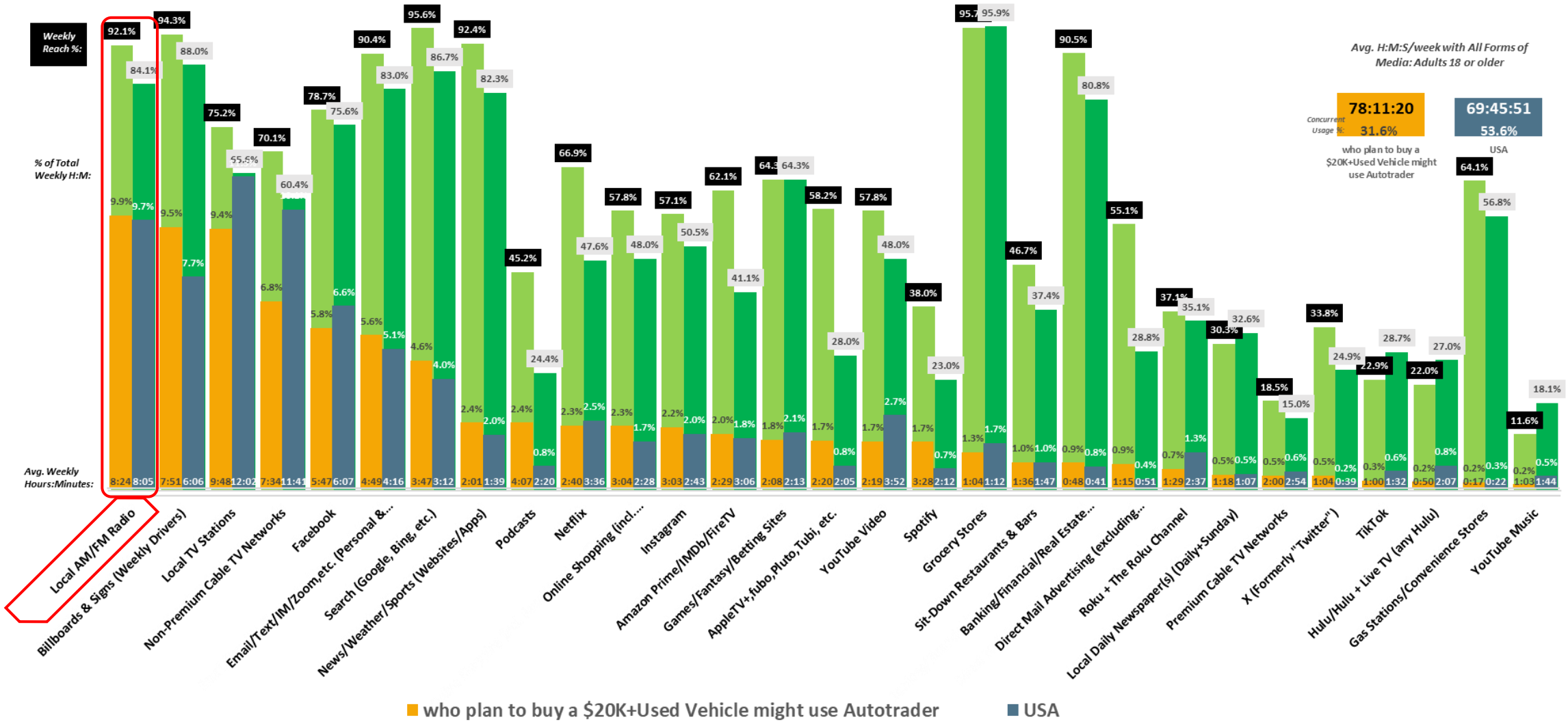
Hubbard BROADCASTING Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Cars.com

Autotrader

Adults 18 or older who plan to buy a $20K+Used Vehicle might use Autotrader spend an average of 3 days, 6 hours, 11 minutes and 20 seconds each week with All Forms of Media.

92.1% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use Autotrader spend an avg. of 8 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

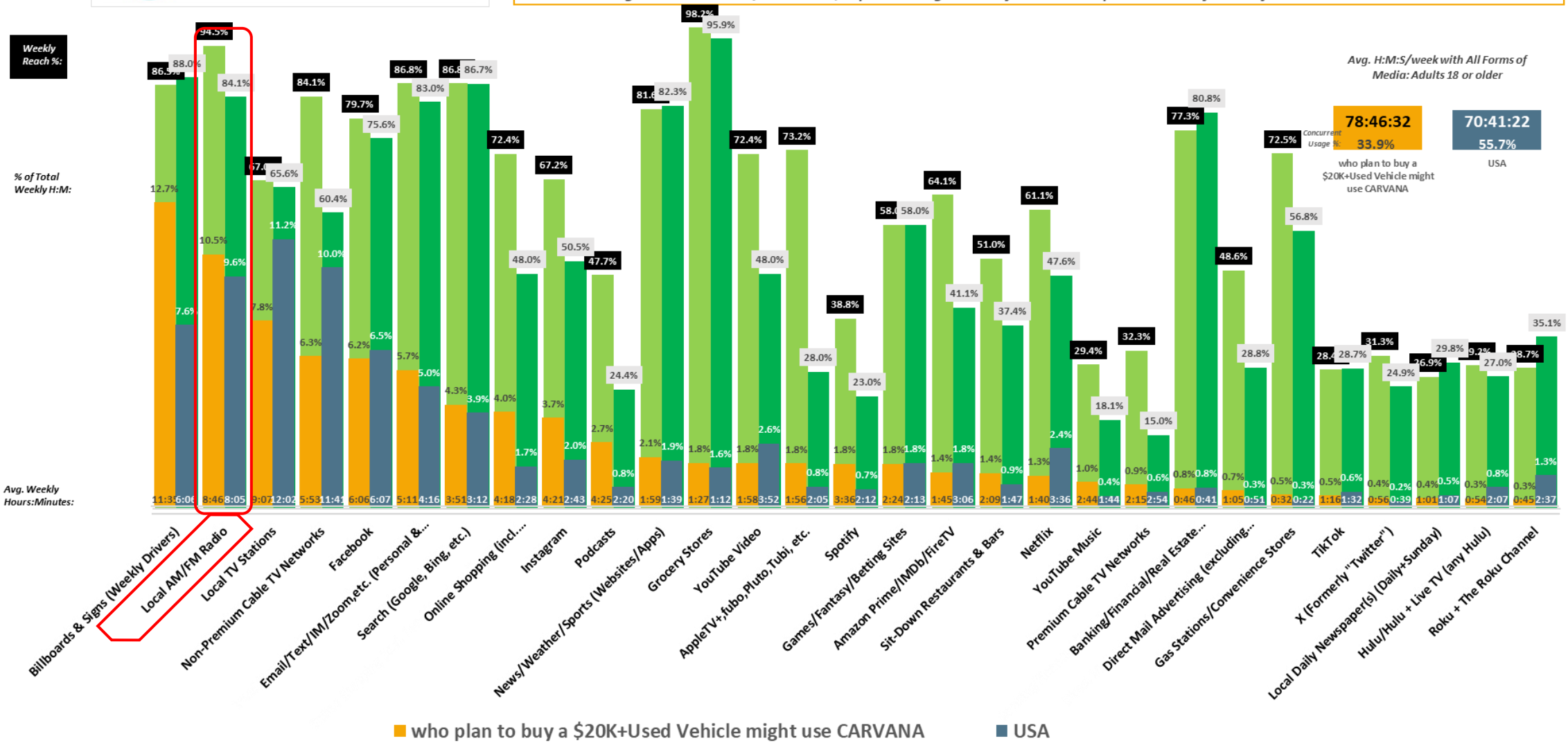
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Autotrader

Adults 18 or older who plan to buy a $20K+Used Vehicle might use CARVANA spend an average of 3 days, 6 hours, 46 minutes and 32 seconds each week with All Forms of Media.

94.5% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use CARVANA spend an avg. of 8 hours and 46 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

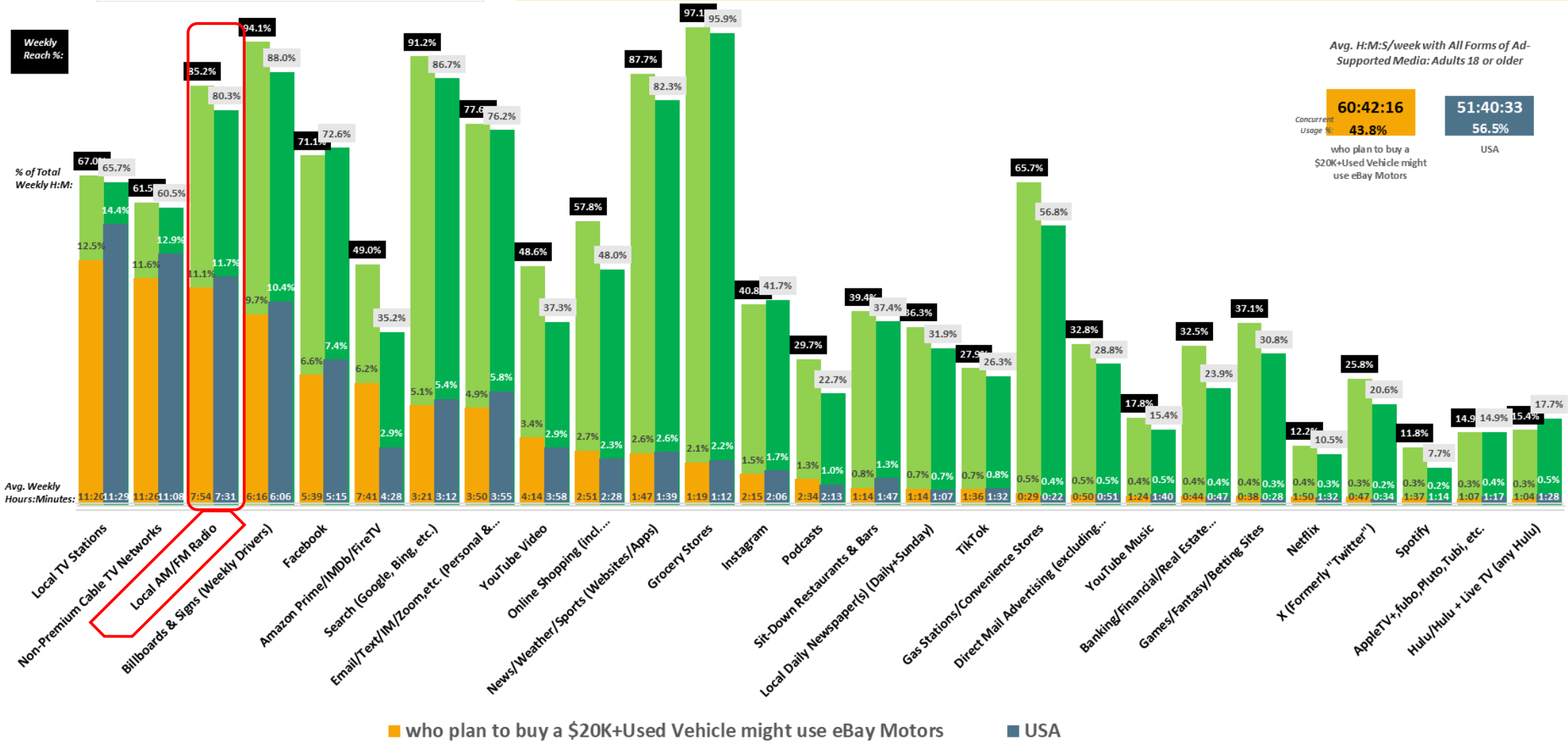
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Carvana

Adults 18 or older who plan to buy a $20K+Used Vehicle might use eBay Motors spend an average of 2 days, 12 hours, 42 minutes and 16 seconds each week with All Forms of Ad-Supported Media.

85.2% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use eBay Motors spend an avg. of 7 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Medi



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

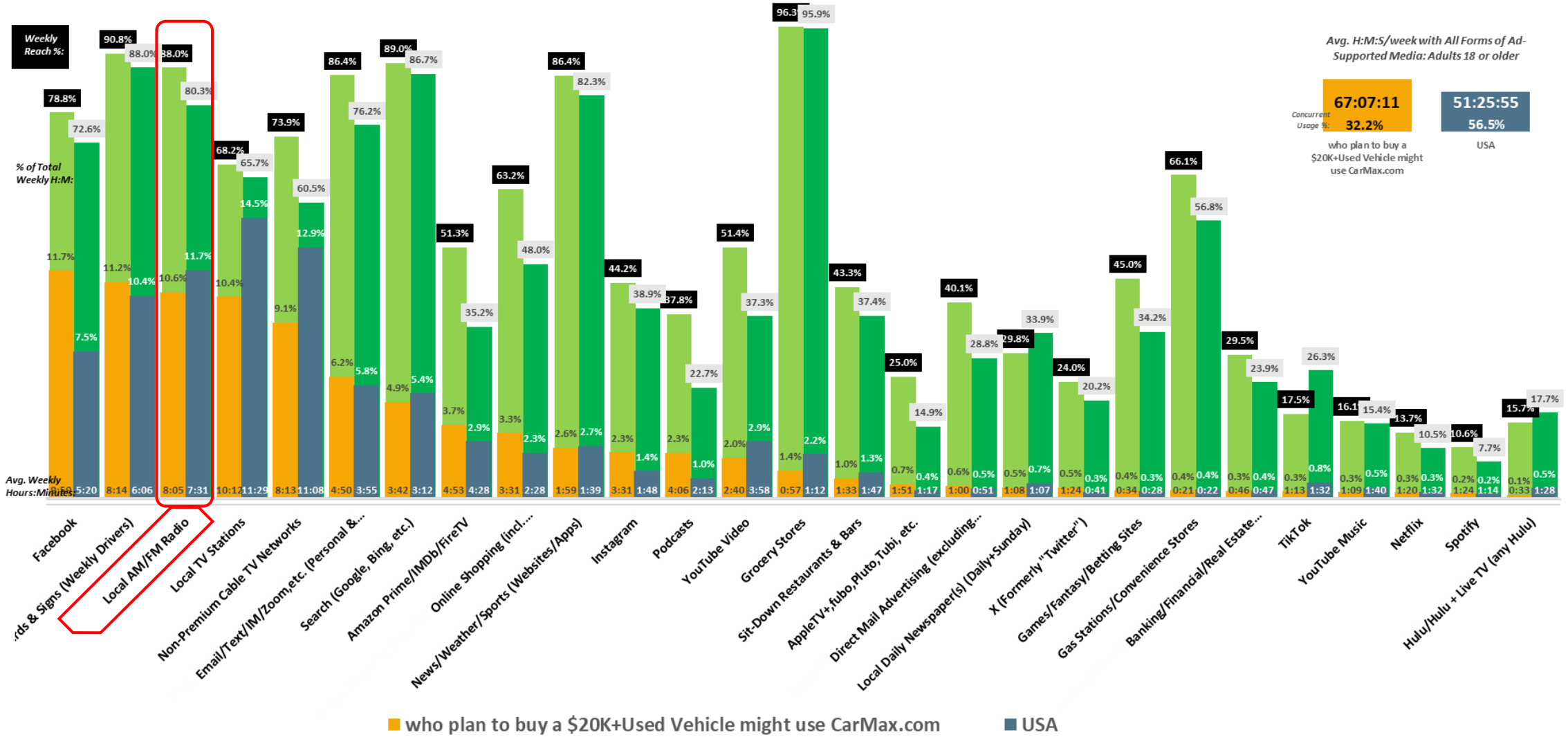
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps or websites used or visited past 30 days:Retail/Shopping: eBay

Adults 18 or older who plan to buy a $20K+Used Vehicle might use CarMax.com spend an average of 2 days, 19 hours, 7 minutes and 11 seconds each week with All Forms of Ad-Supported Media.

88.% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use CarMax.com spend an avg. of 8 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

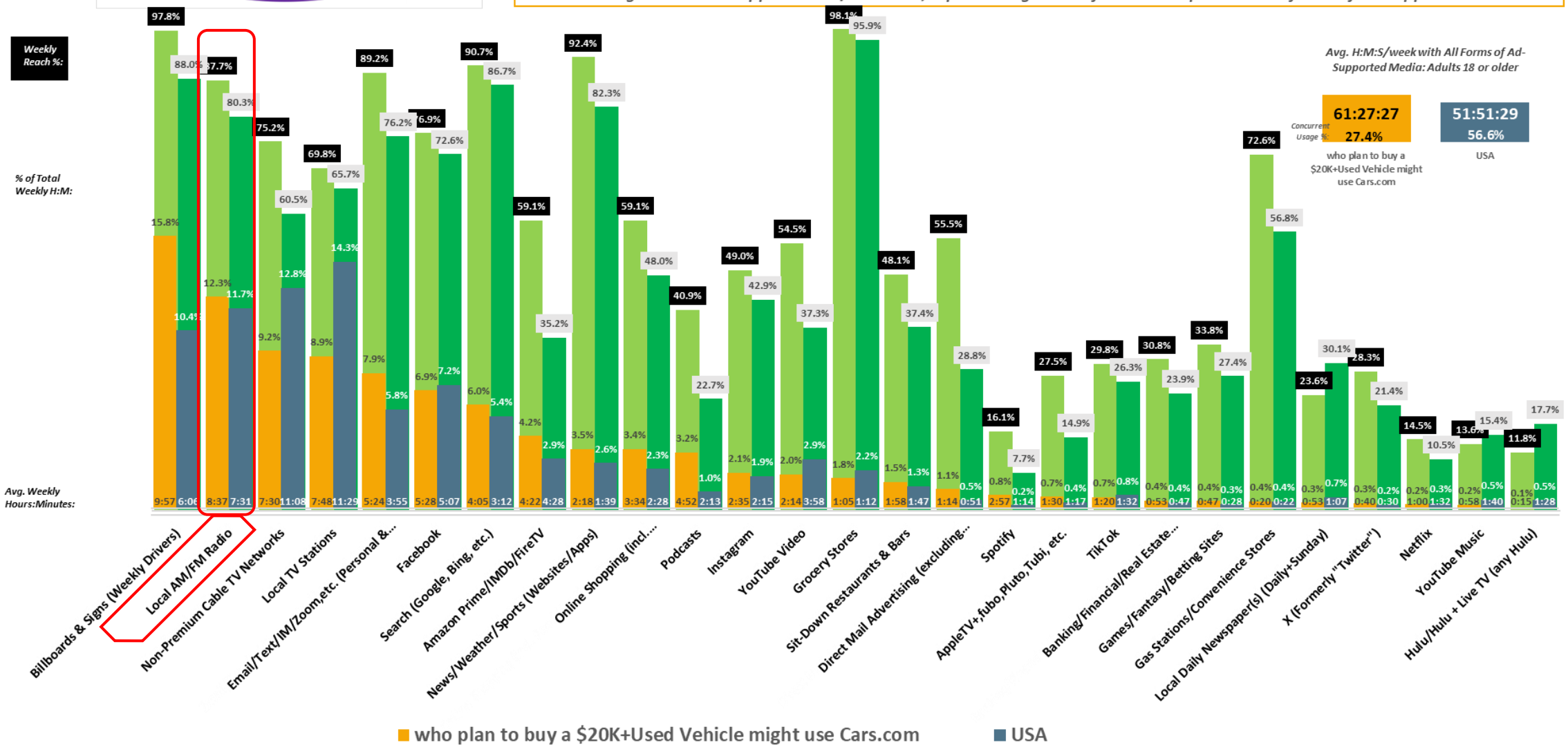
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): CarMax.com

Adults 18 or older who plan to buy a $20K+Used Vehicle might use Cars.com spend an average of 2 days, 13 hours, 27 minutes and 27 seconds each week with All Forms of Ad-Supported Media.

87.7% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use Cars.com spend an avg. of 8 hours and 37 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.3% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

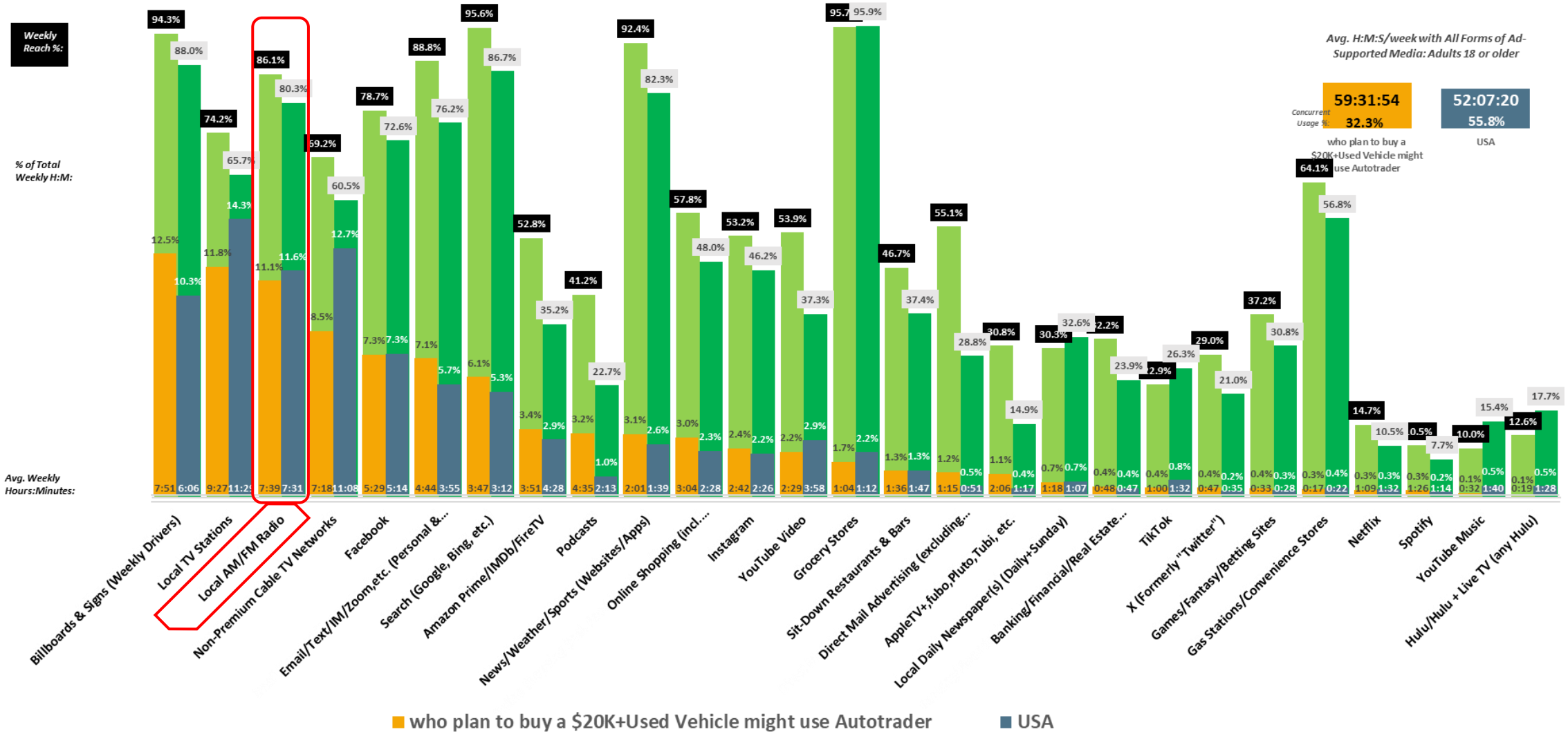
Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Cars.com

Autotrader

Adults 18 or older who plan to buy a $20K+Used Vehicle might use Autotrader spend an average of 2 days, 11 hours, 31 minutes and 54 seconds each week with All Forms of Ad-Supported Media.

86.1% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use Autotrader spend an avg. of 7 hours and 39 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

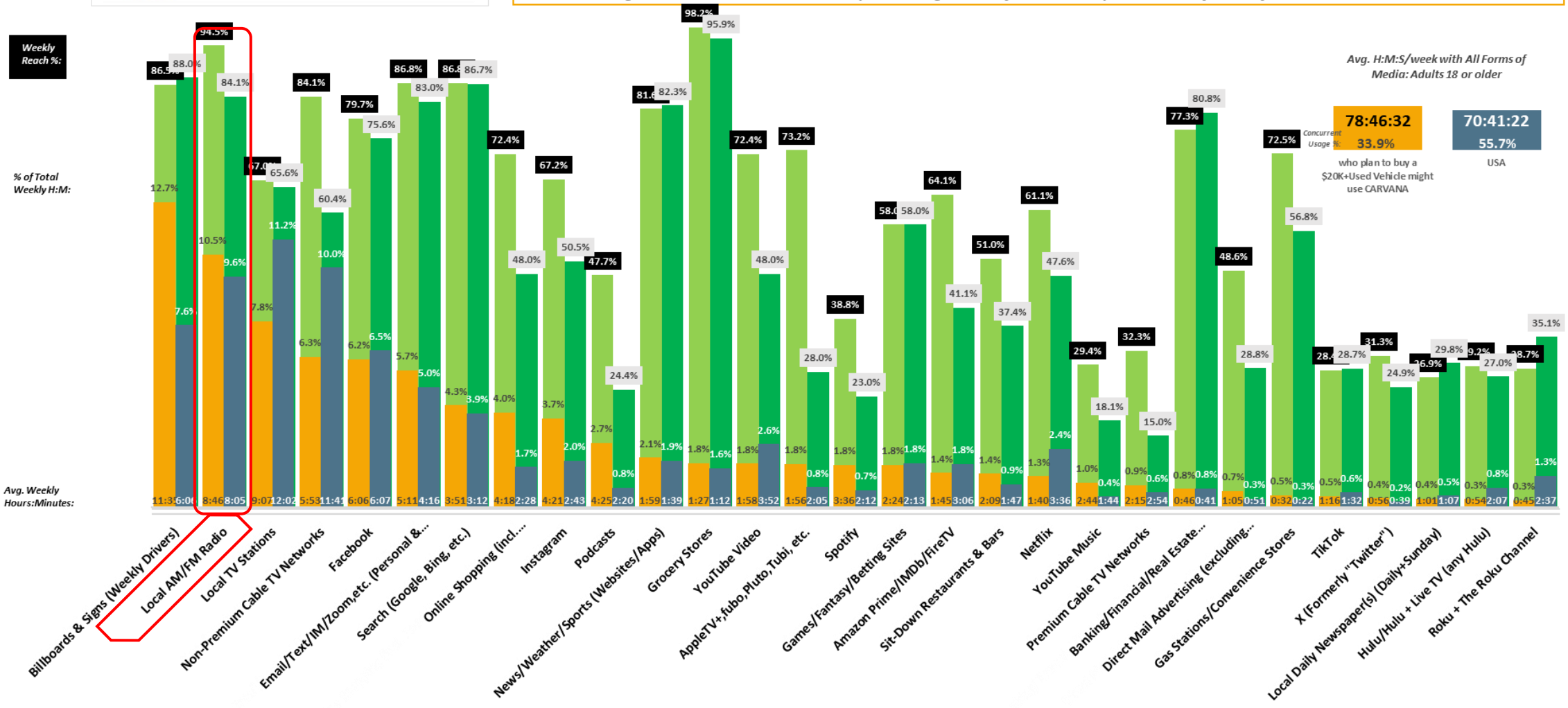
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Autotrader

Adults 18 or older who plan to buy a $20K+Used Vehicle might use CARVANA spend an average of 3 days, 6 hours, 46 minutes and 32 seconds each week with All Forms of Media.

94.5% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use CARVANA spend an avg. of 8 hours and 46 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

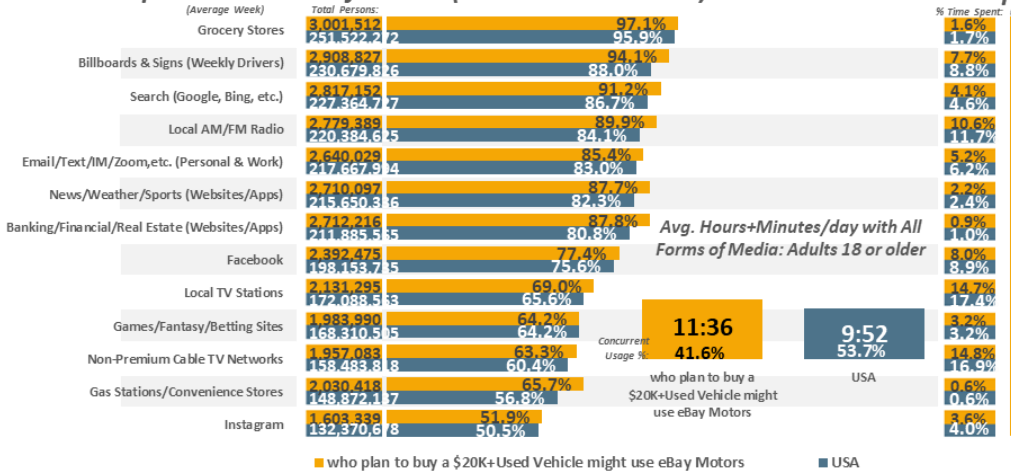
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Share of Everything for Anything ©

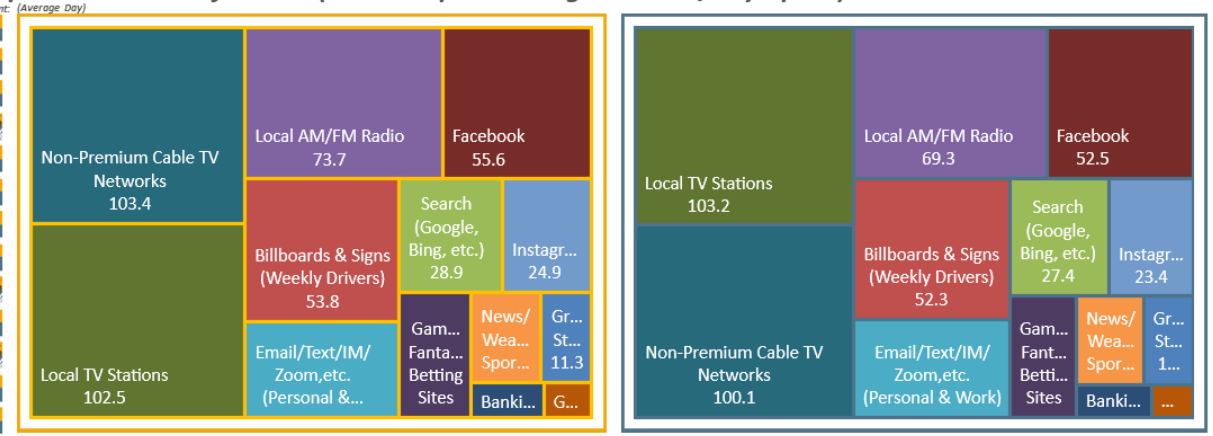
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Carvana

Adults 18 or older who plan to buy a $20K+Used Vehicle might use eBay Motors spend an average of 8 hours and 40 minutes each day with All Forms of Ad-Supported Media. 85.2% listen to Local AM/FM Radio for an avg. of 67.8 minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

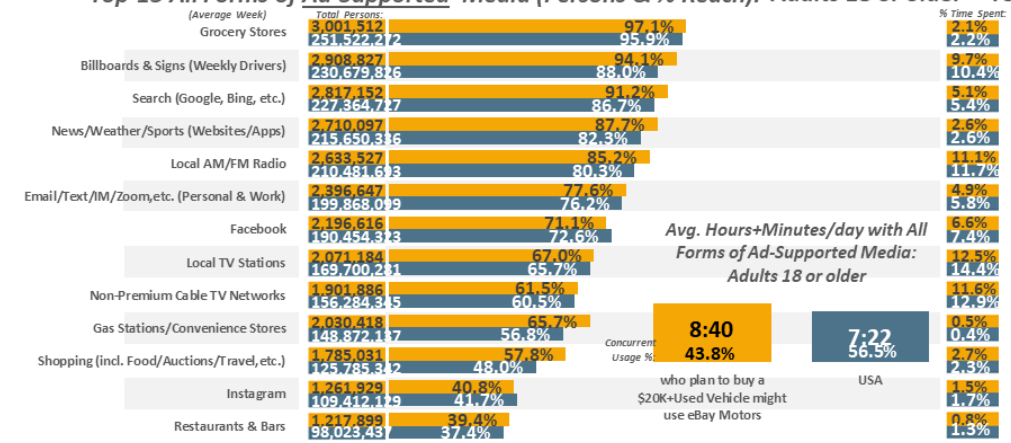
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



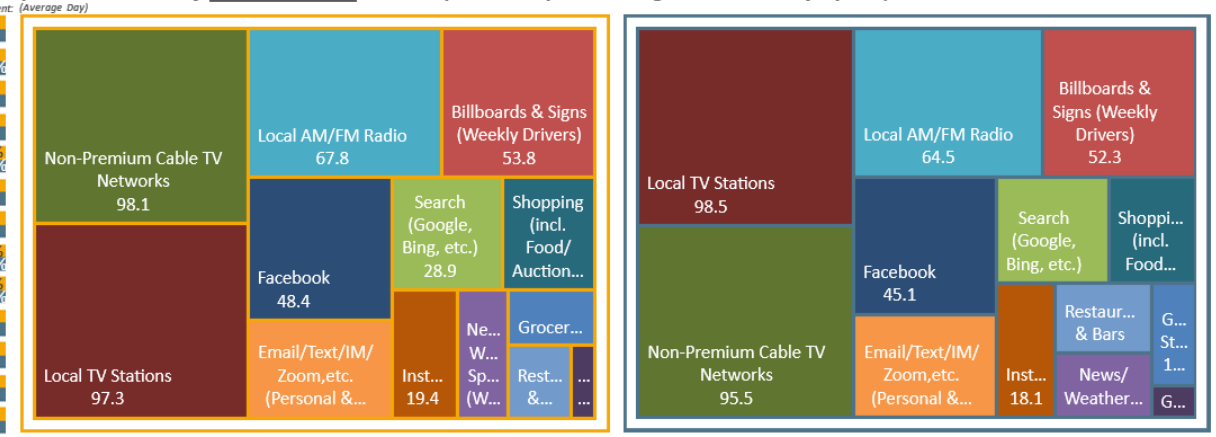
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

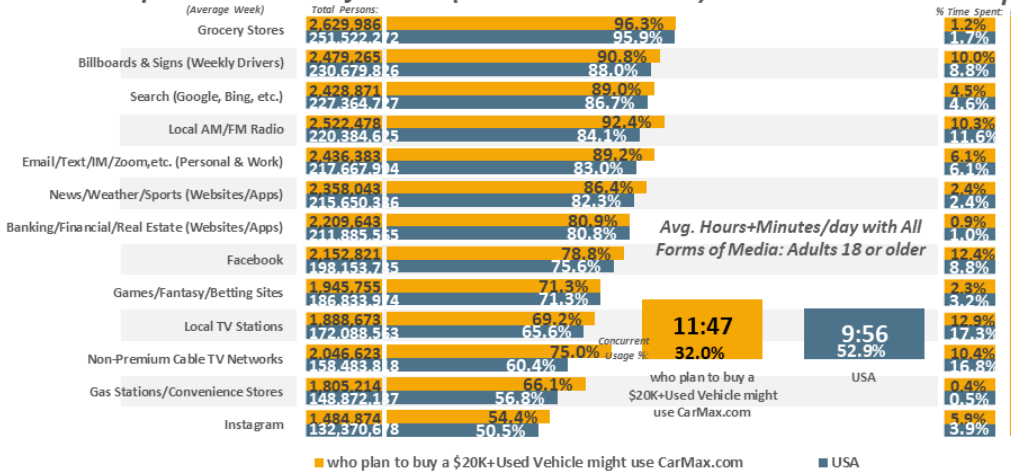
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

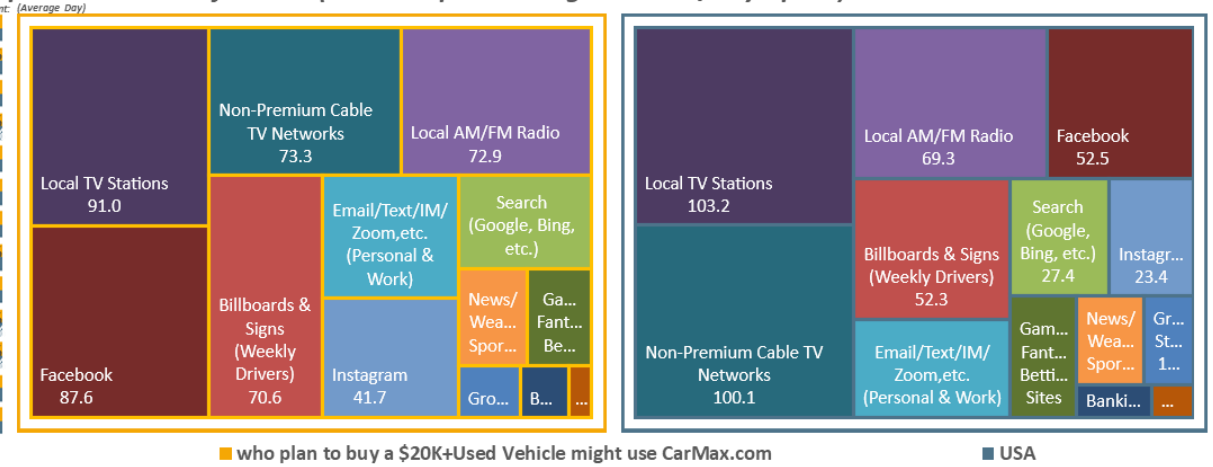
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps or websites used or visited past 30 days:Retail/Shopping: eBay

Adults 18 or older who plan to buy a $20K+Used Vehicle might use CarMax.com spend an average of 9 hours and 35 minutes each day with All Forms of Ad-Supported Media. 88.% listen to Local AM/FM Radio for an avg. of 69.4 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

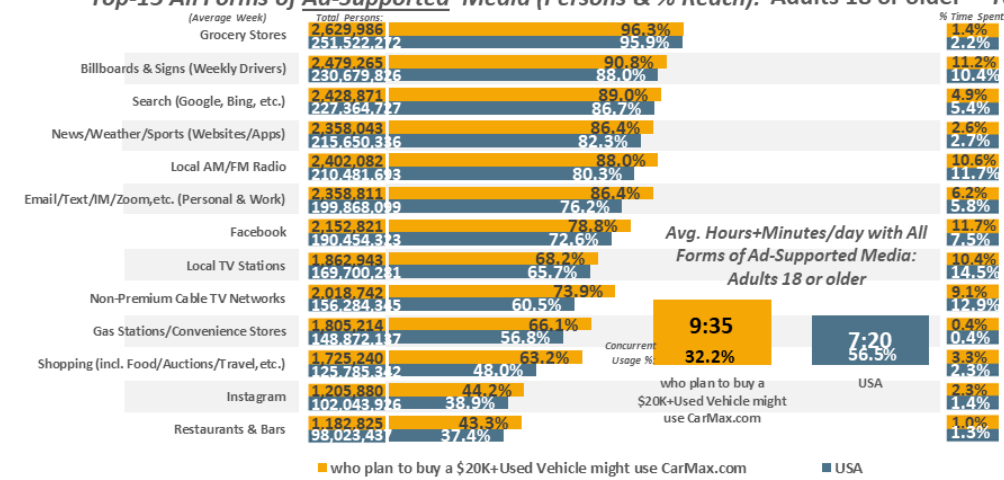
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



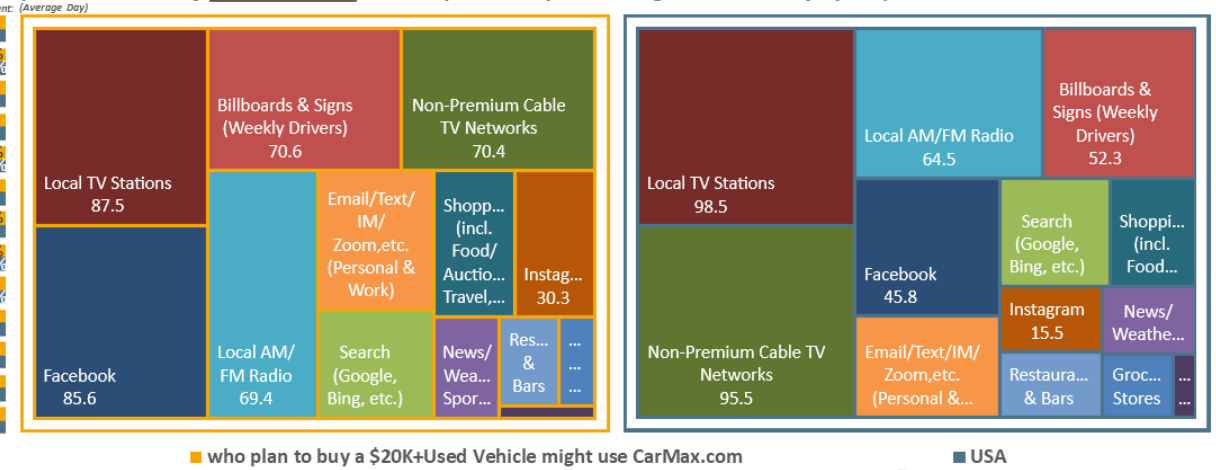
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

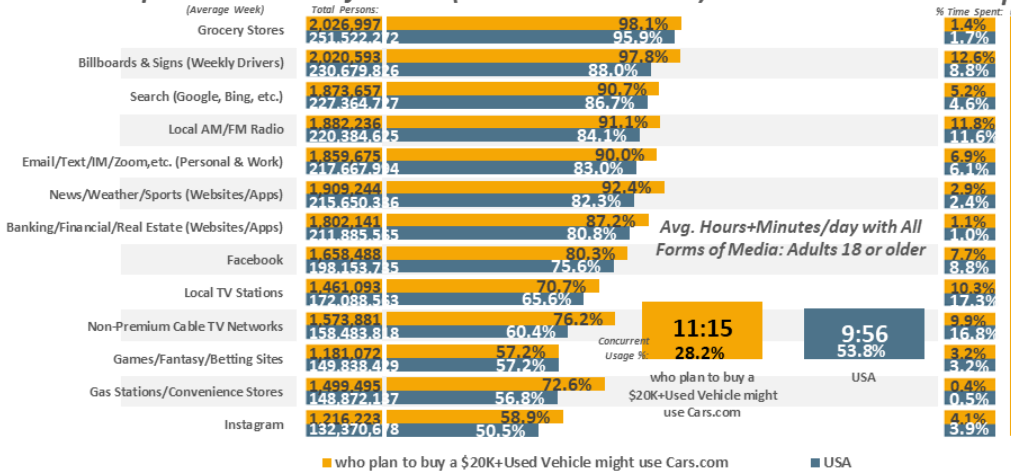
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

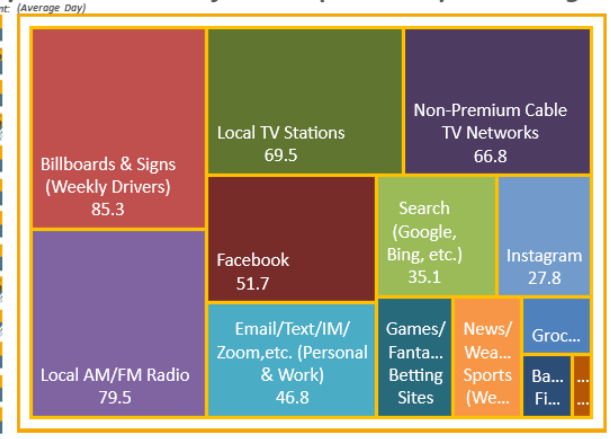
soefa.ai Share of Everything for Anything ©

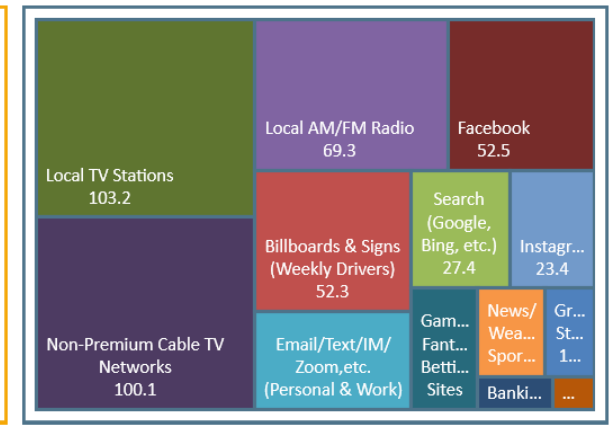
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): CarMax.com

Adults 18 or older who plan to buy a $20K+Used Vehicle might use Cars.com spend an average of 8 hours and 46 minutes each day with All Forms of Ad-Supported Media. 87.7% listen to Local AM/FM Radio for an avg. of 73.9 minutes/day. *(Local Radio delivers 12.3% of Time with Ad-Supported Media.)*

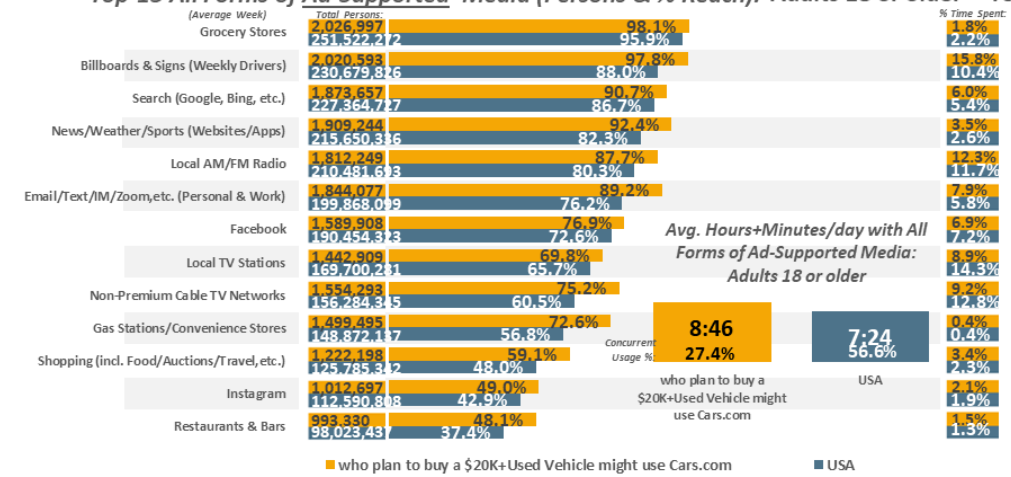
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

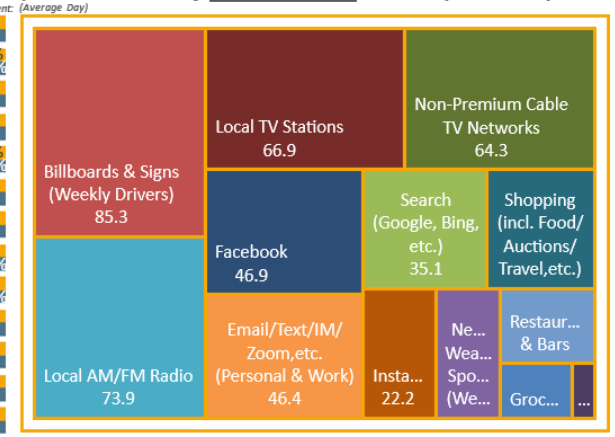


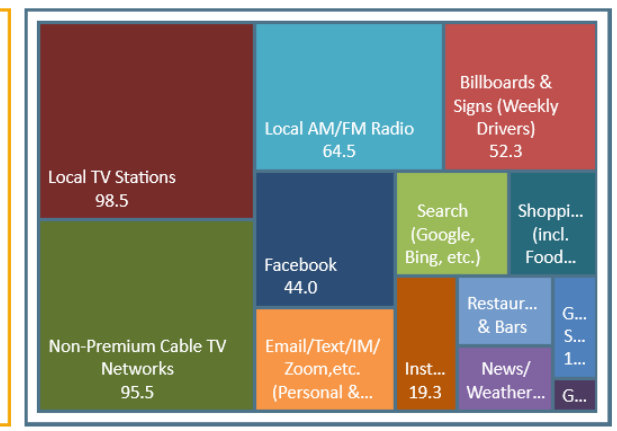




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older







USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

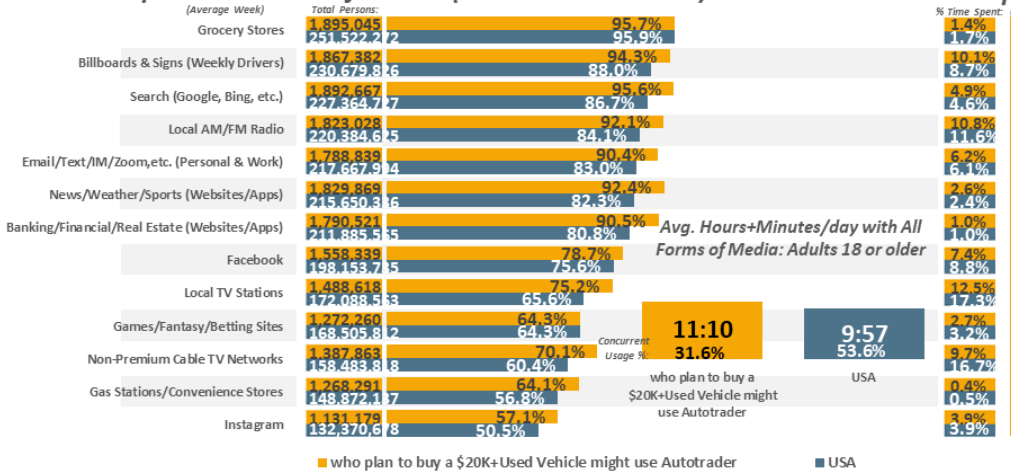
soefa.ai Share of Everything for Anything ©

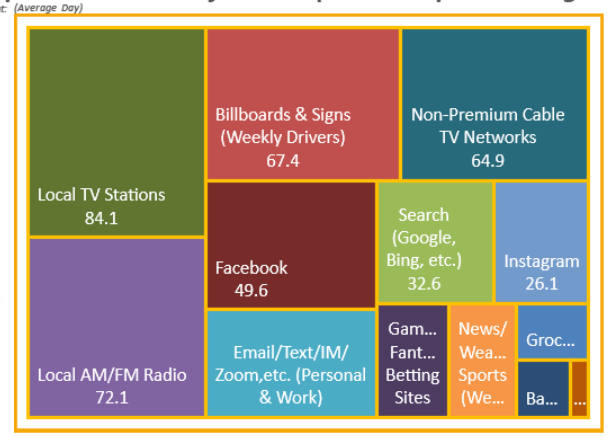
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Cars.com

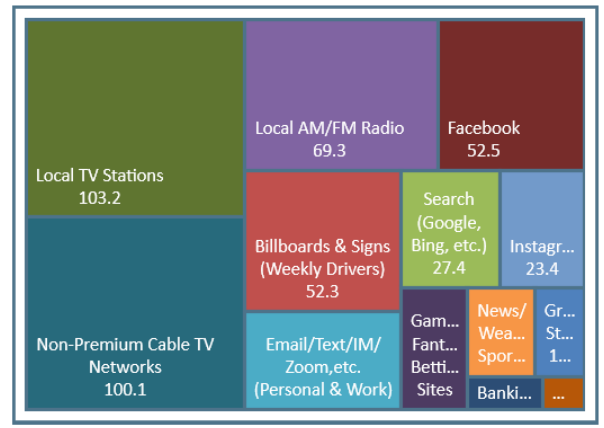
Autotrader

Adults 18 or older who plan to buy a $20K+Used Vehicle might use Autotrader spend an average of 8 hours and 30 minutes each day with All Forms of Ad-Supported Media. 86.1% listen to Local AM/FM Radio for an avg. of 65.6 minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

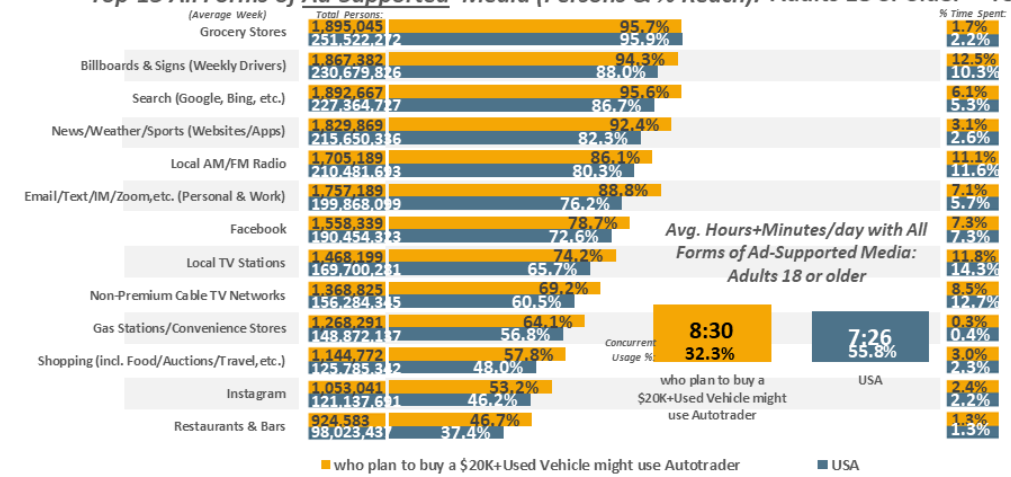
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

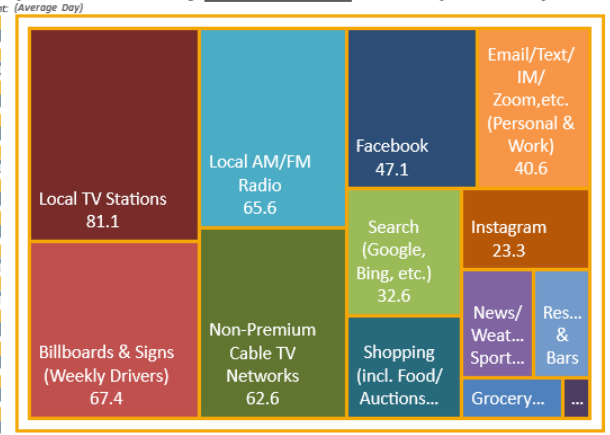


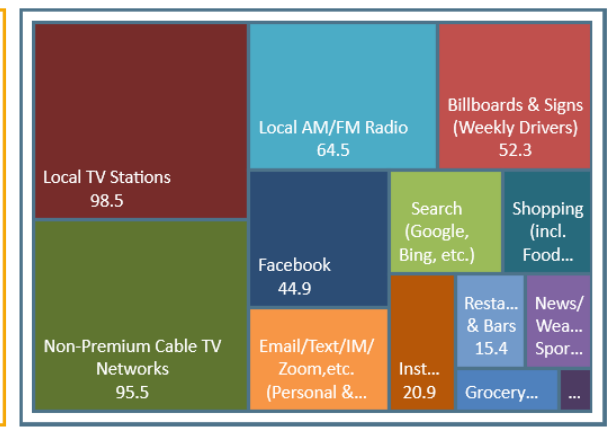




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older







USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

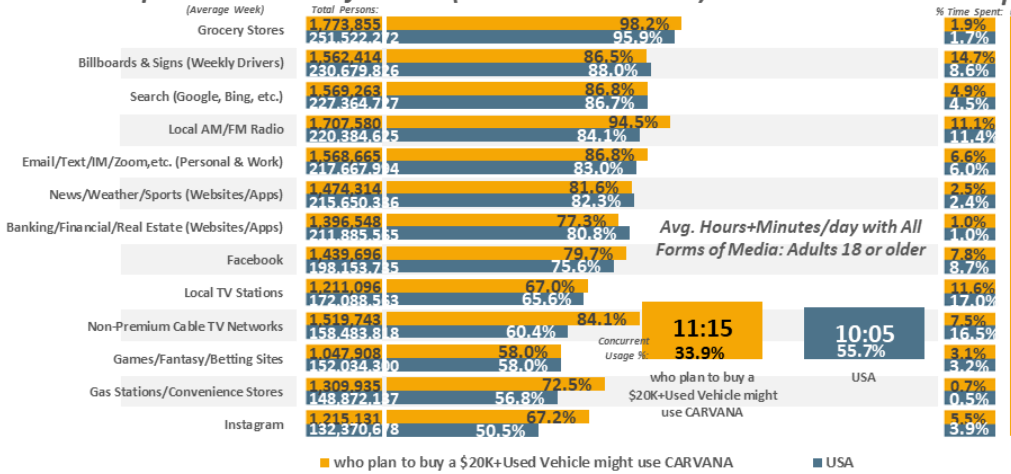
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

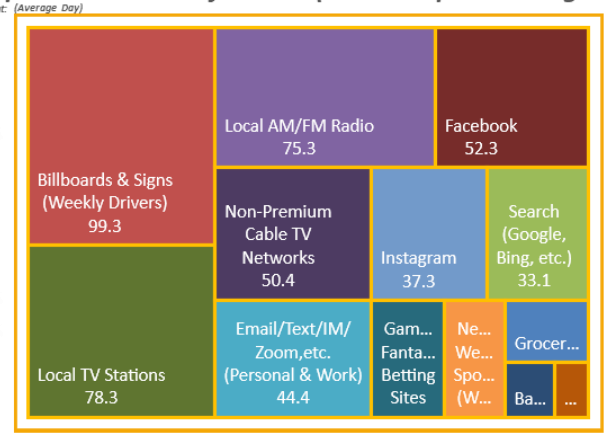
soefa.ai Share of Everything for Anything ©

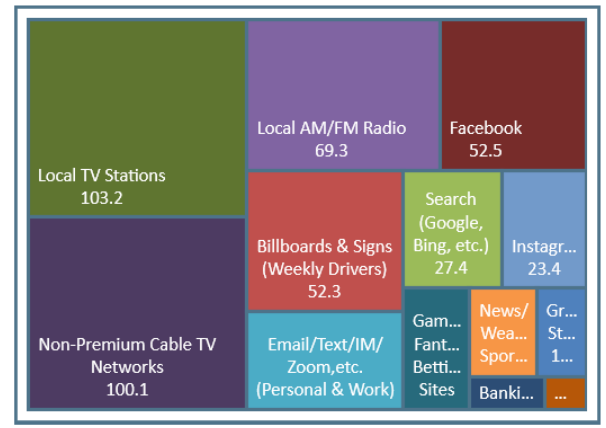
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Autotrader

Adults 18 or older who plan to buy a $20K+Used Vehicle might use CARVANA spend an average of 8 hours and 59 minutes each day with All Forms of Ad-Supported Media. 91.3% listen to Local AM/FM Radio for an avg. of 68. minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

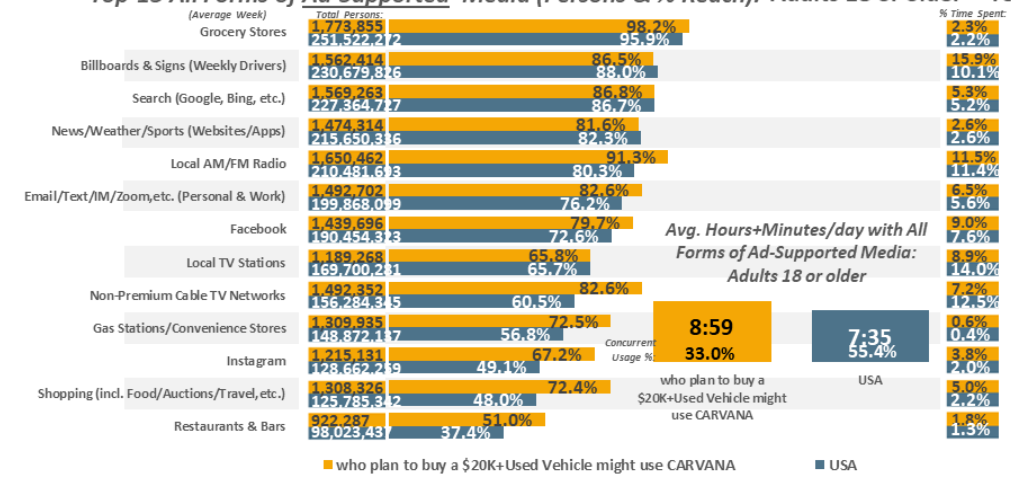
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

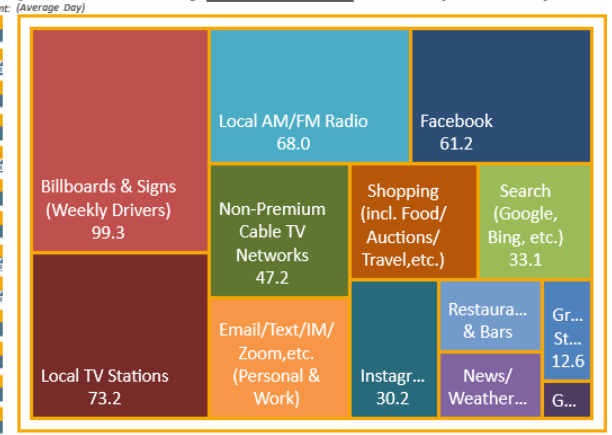


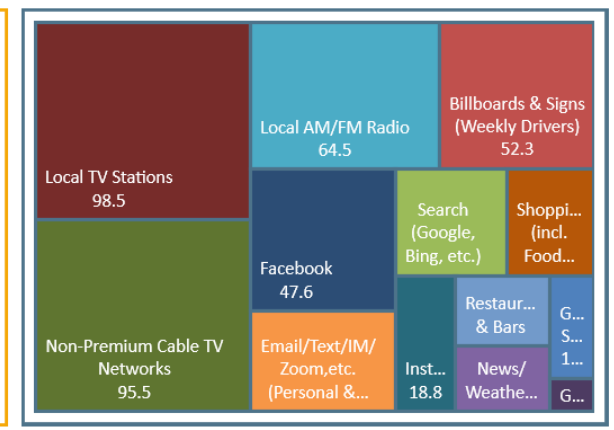




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older







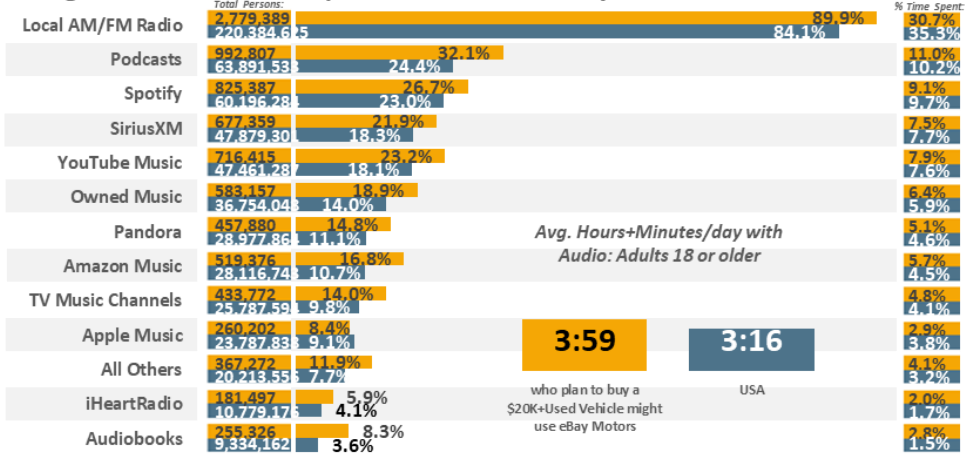
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333 soefa.ai Share of Everything for Anything ©

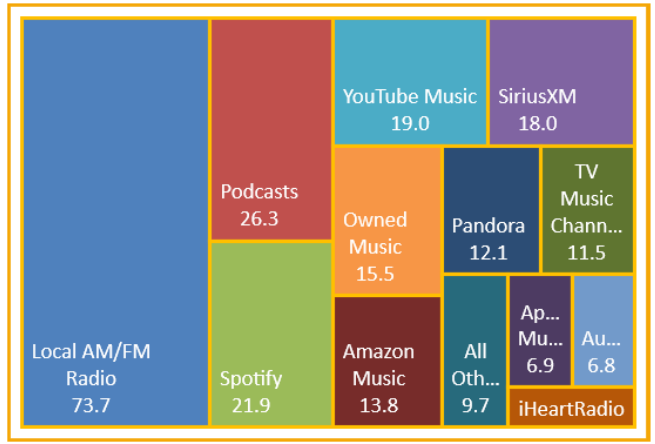
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Carvana

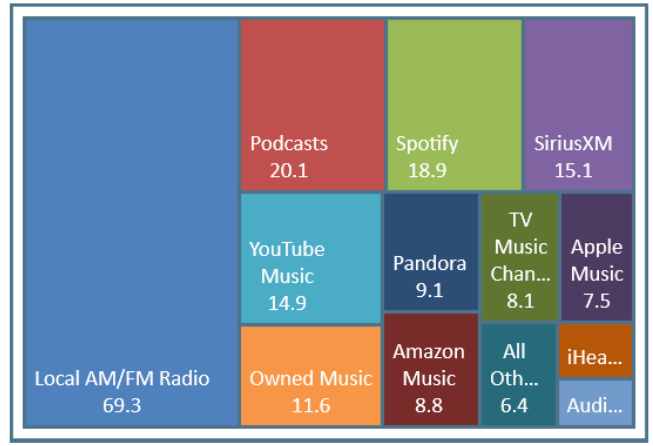
2,633,527 or 85.2% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use eBay Motors listen to Ad-Supported Local AM/FM Radio for an average of 67.8 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.

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

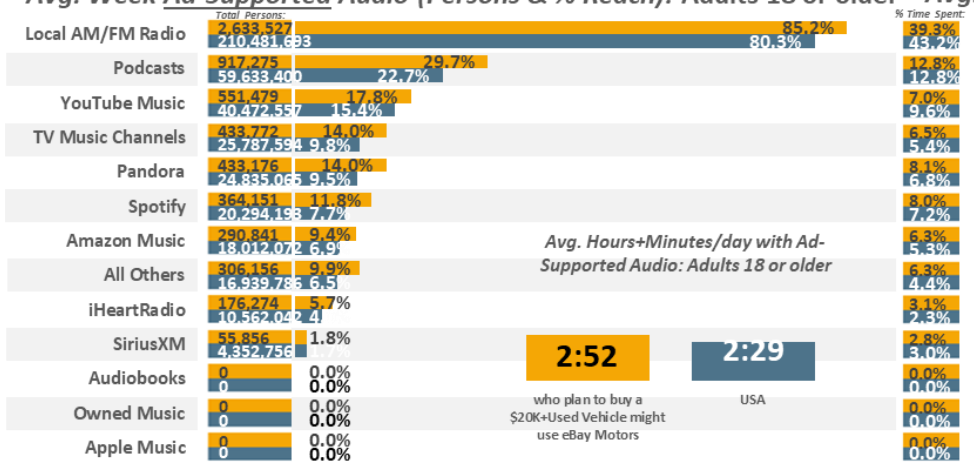


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

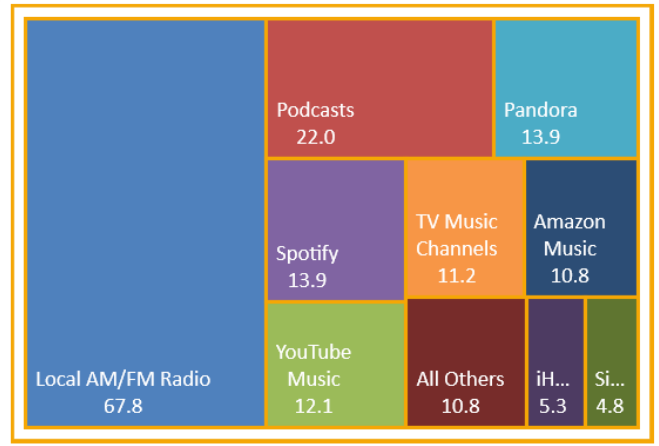


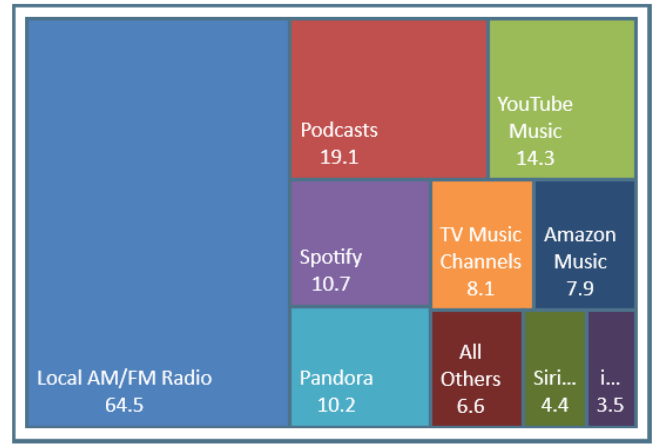


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

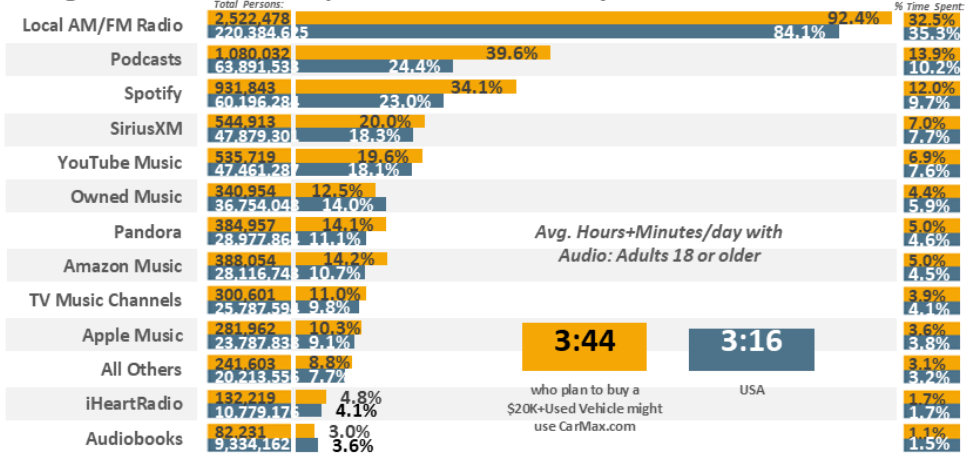
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

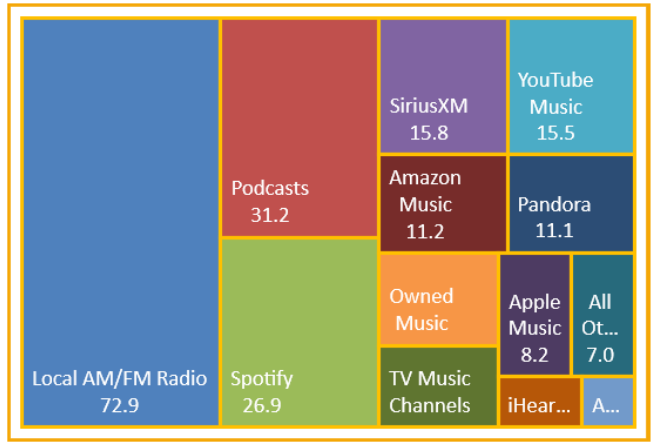
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps or websites used or visited past 30 days:Retail/Shopping: eBay

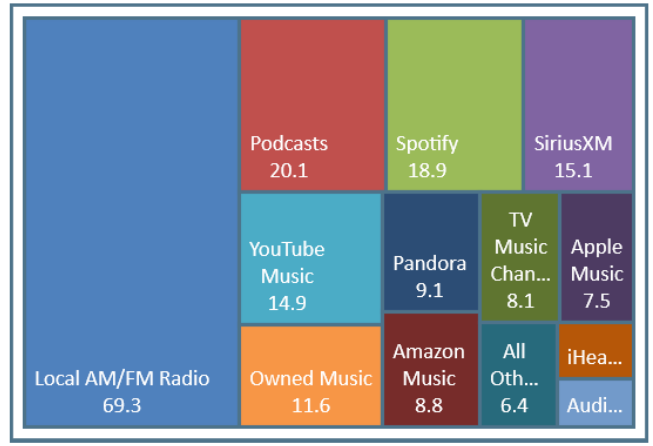
2,402,082 or 88.4% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use CarMax.com listen to Ad-Supported Local AM/FM Radio for an average of 69.4 minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.

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

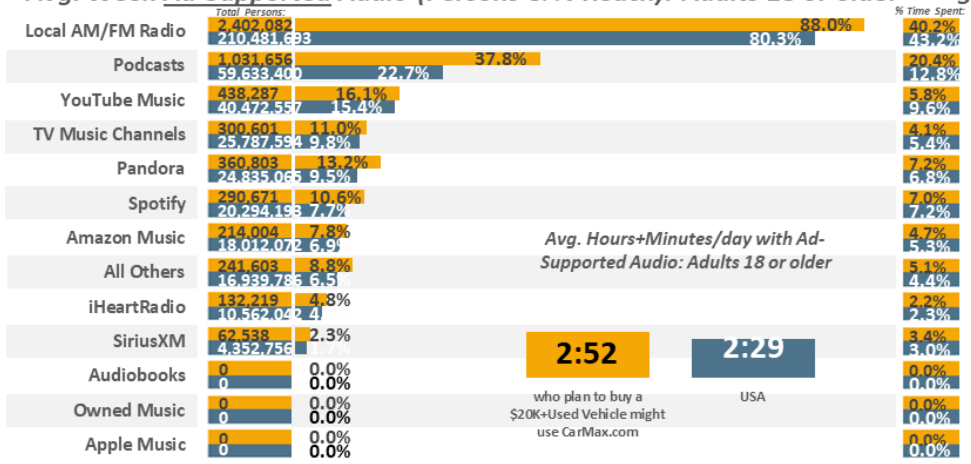


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

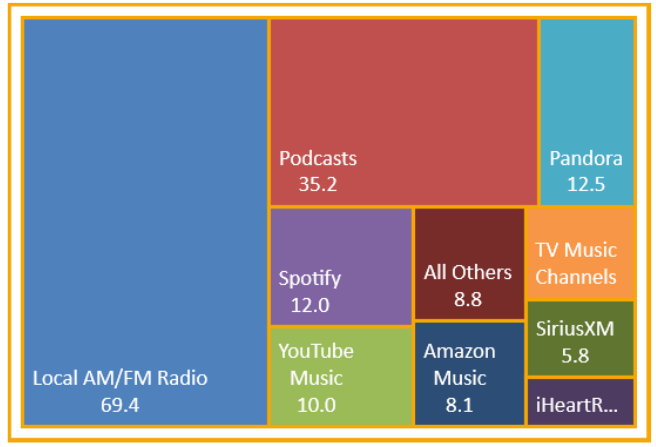


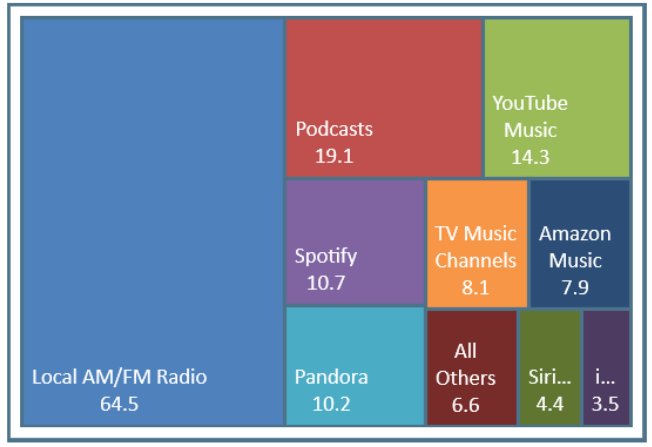


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

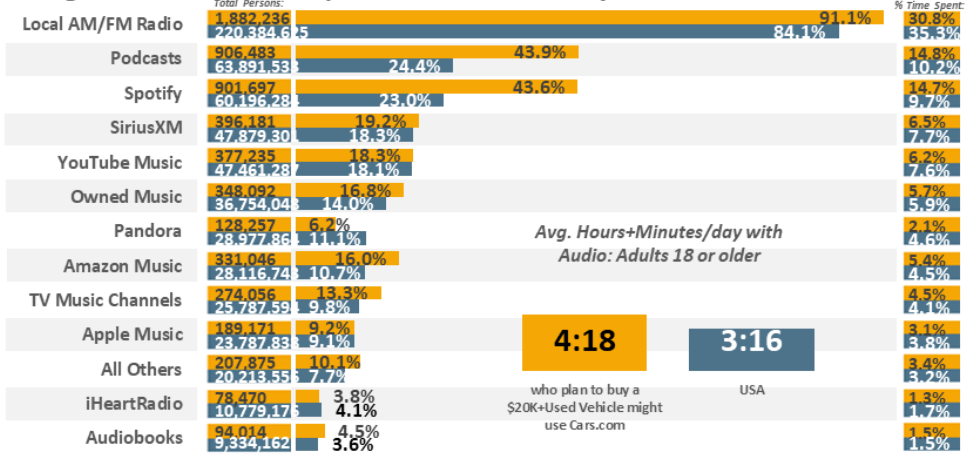
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

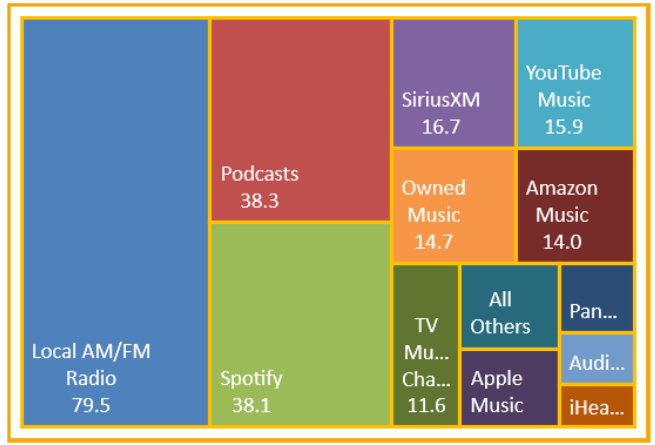
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): CarMax.com

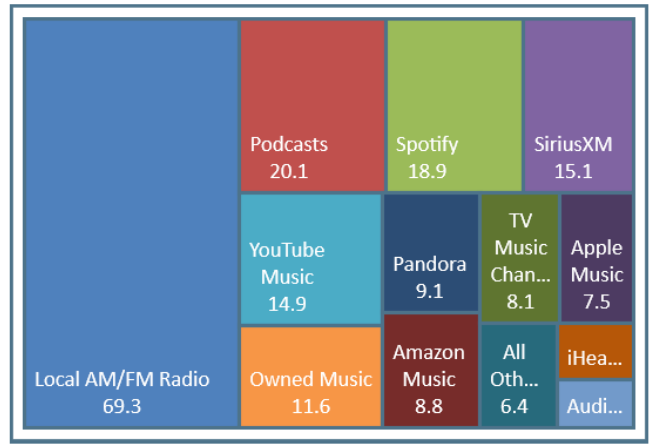
1,812,249 or 87.7% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use Cars.com listen to Ad-Supported Local AM/FM Radio for an average of 73.9 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.

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

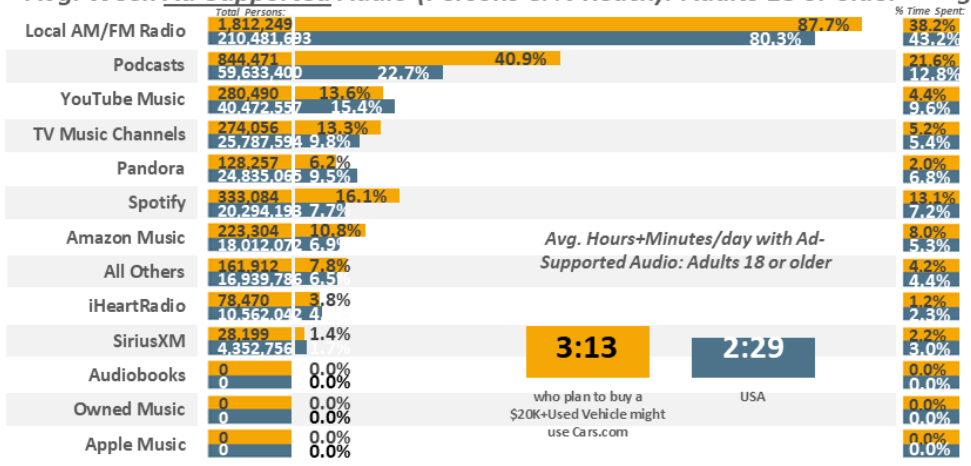


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

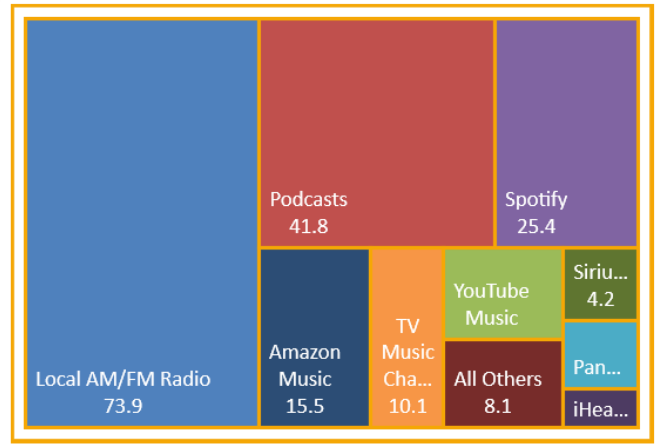


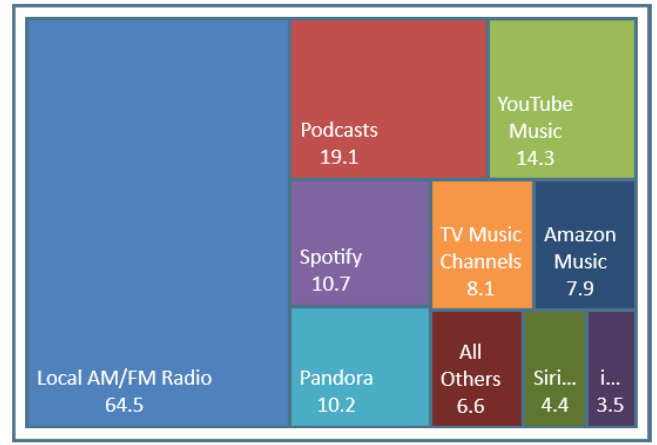


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

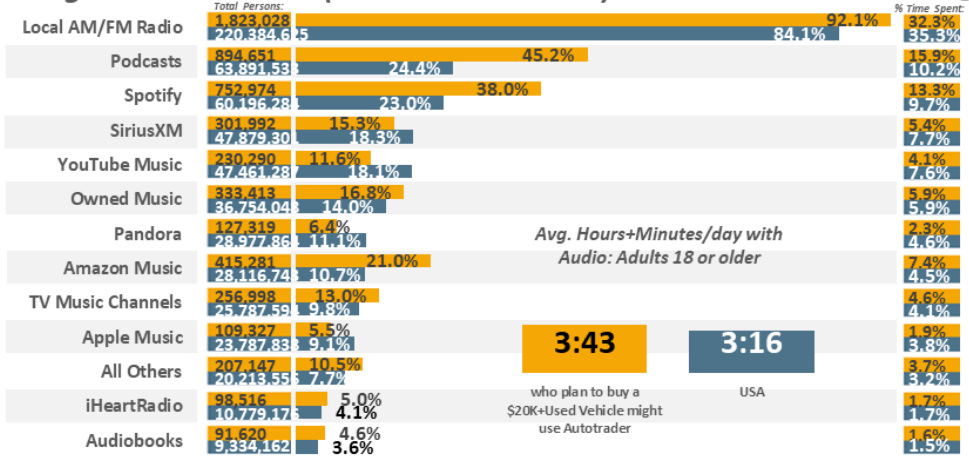
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

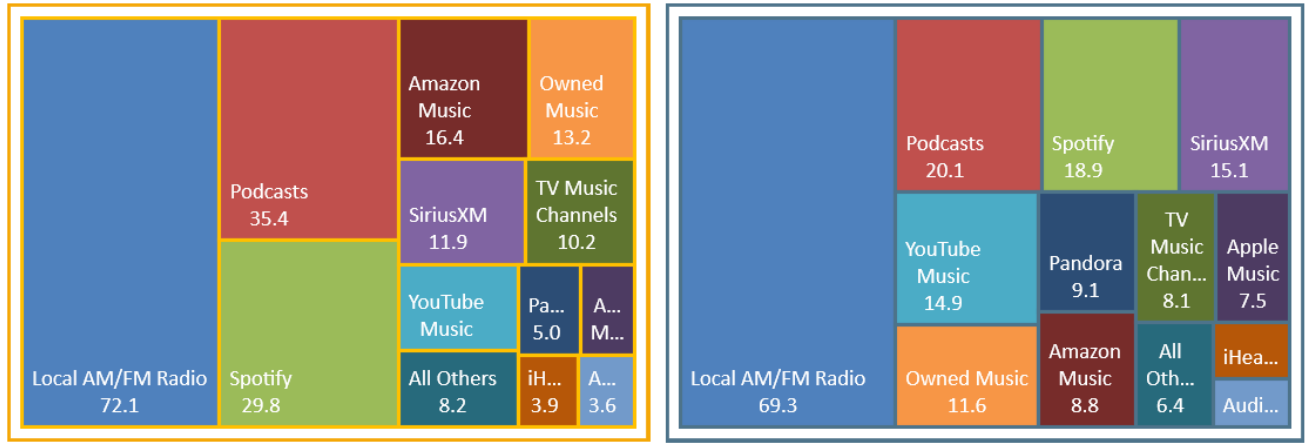
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Cars.com

1,705,189 or 86.1% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use Autotrader listen to Ad-Supported Local AM/FM Radio for an average of 65.6 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.

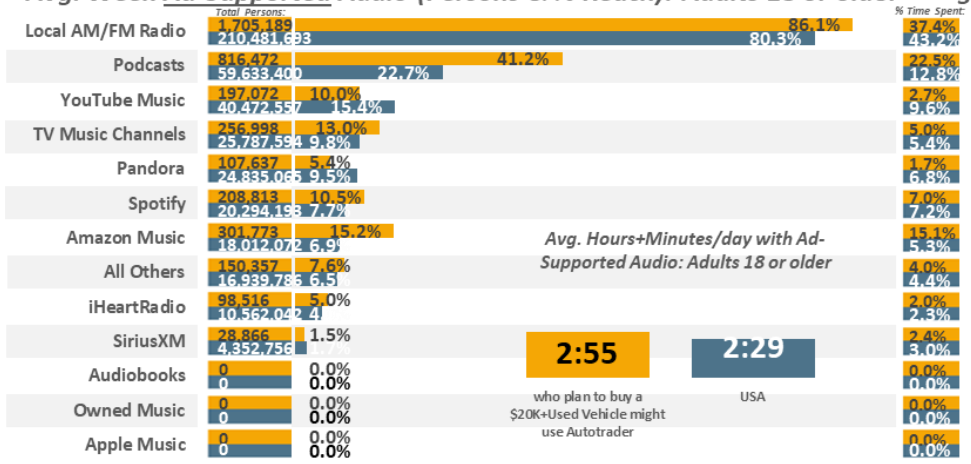
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



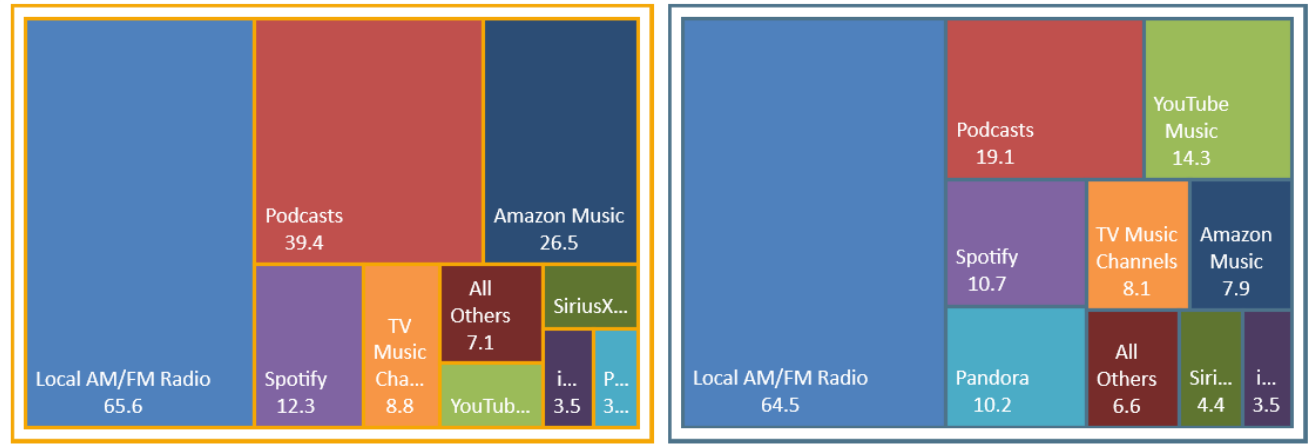
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

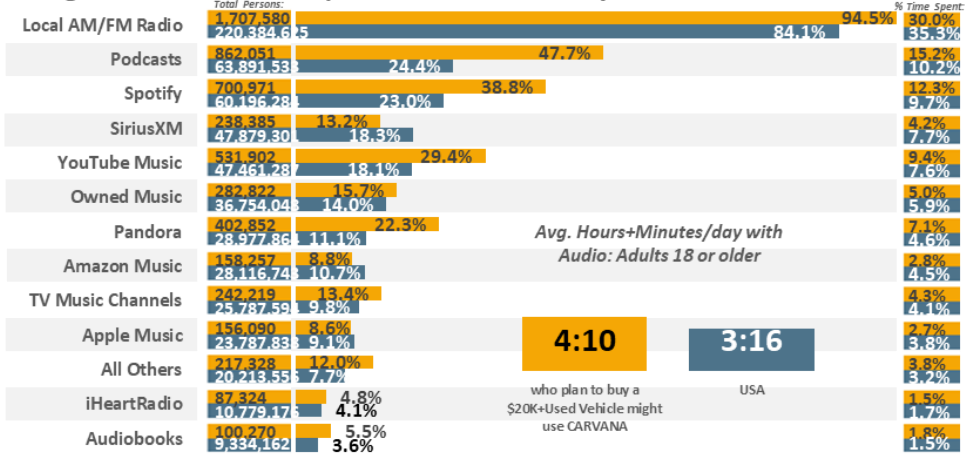
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

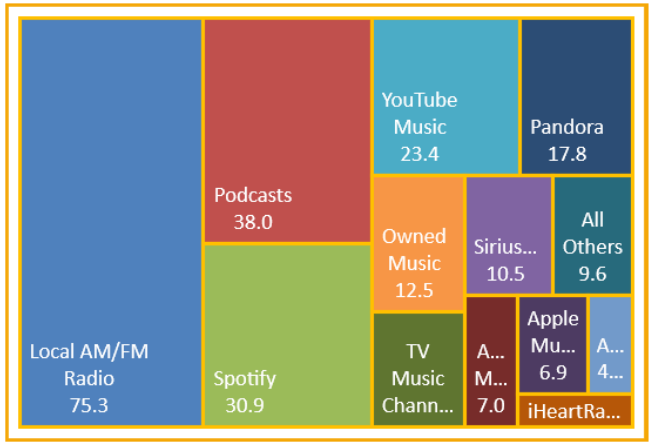
soefa.ai Share of Everything for Anything ©

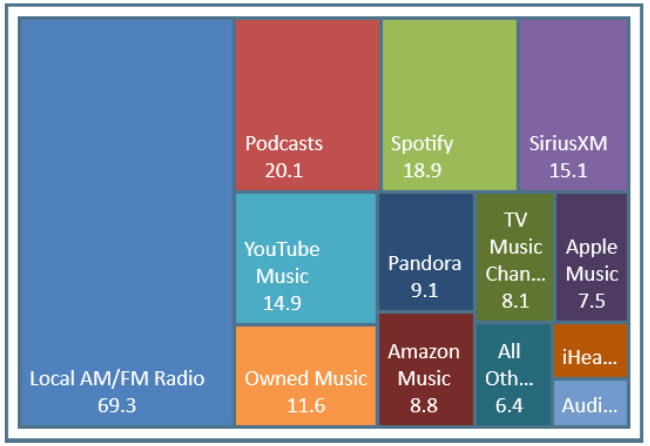
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Autotrader

1,650,462 or 91.3% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use CARVANA listen to Ad-Supported Local AM/FM Radio for an average of 68. minutes every day representing 33.3% of all time spent daily with Ad-Supported Audio.

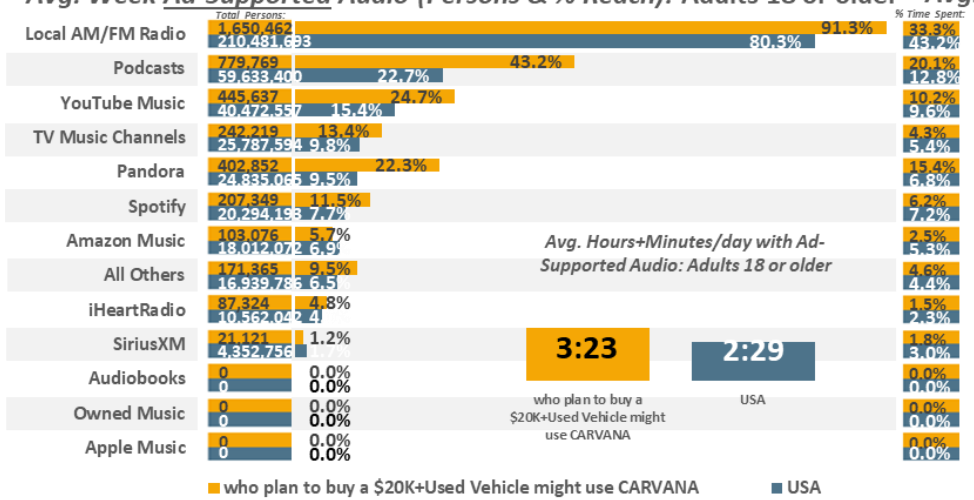
Avg. Week All Audio (Persons & % Reach): Adults 18 or older

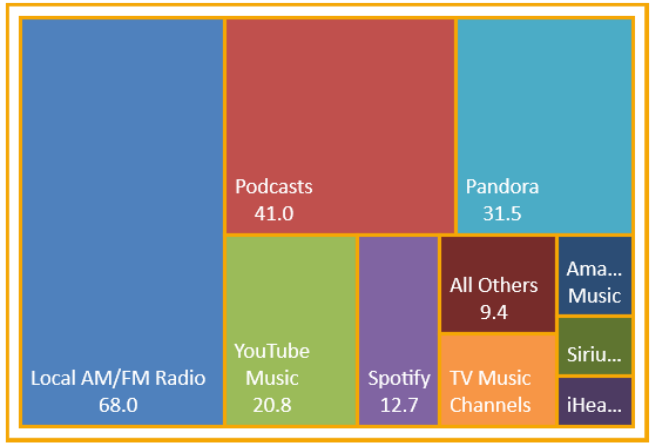


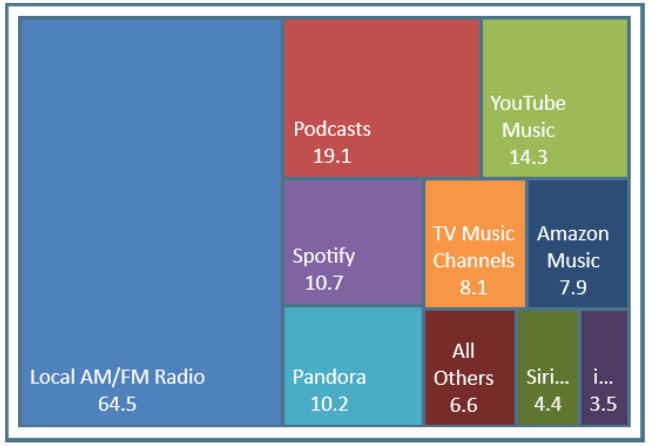




Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older







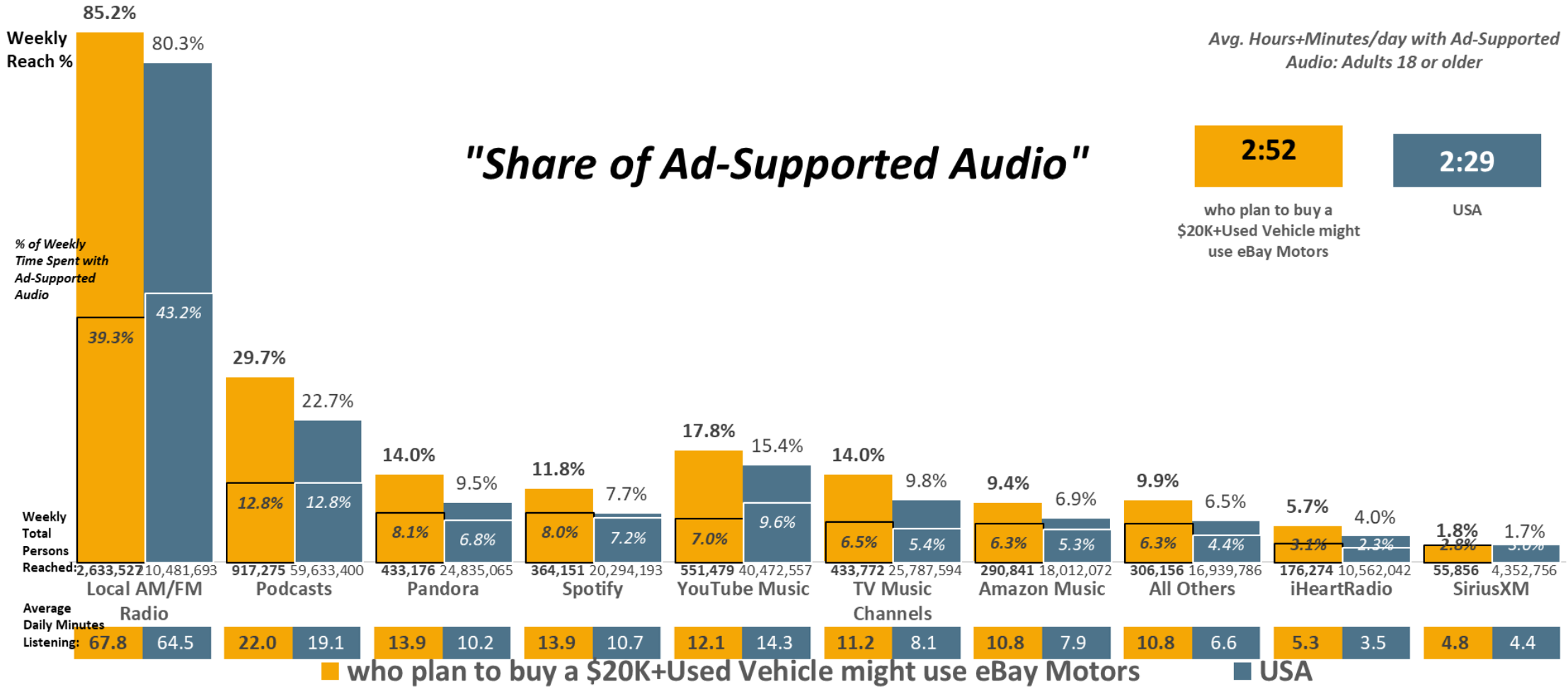
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Carvana

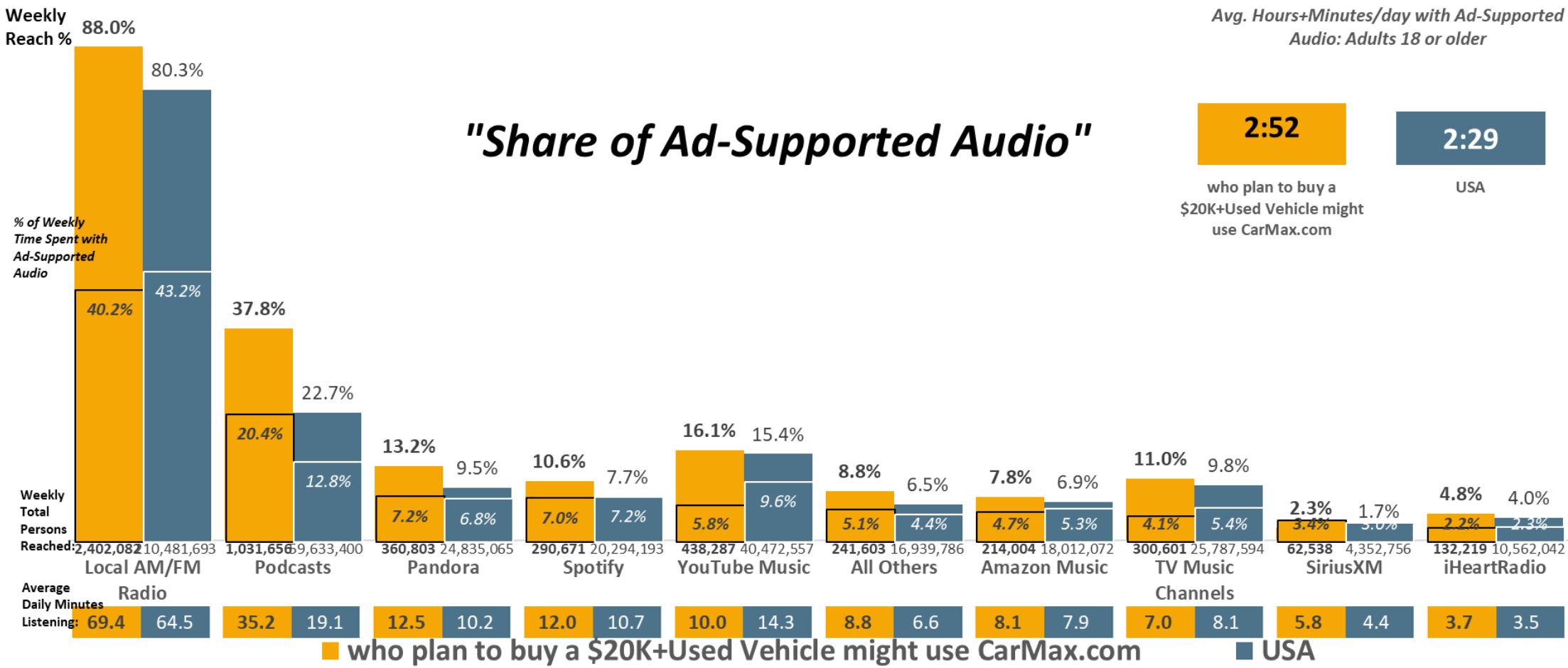
2,633,527 or 85.2% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use eBay Motors listen to Ad-Supported Local AM/FM Radio for an average of 67.8 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333
soefa.ai Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps or websites used or visited past 30 days:Retail/Shopping: eBay

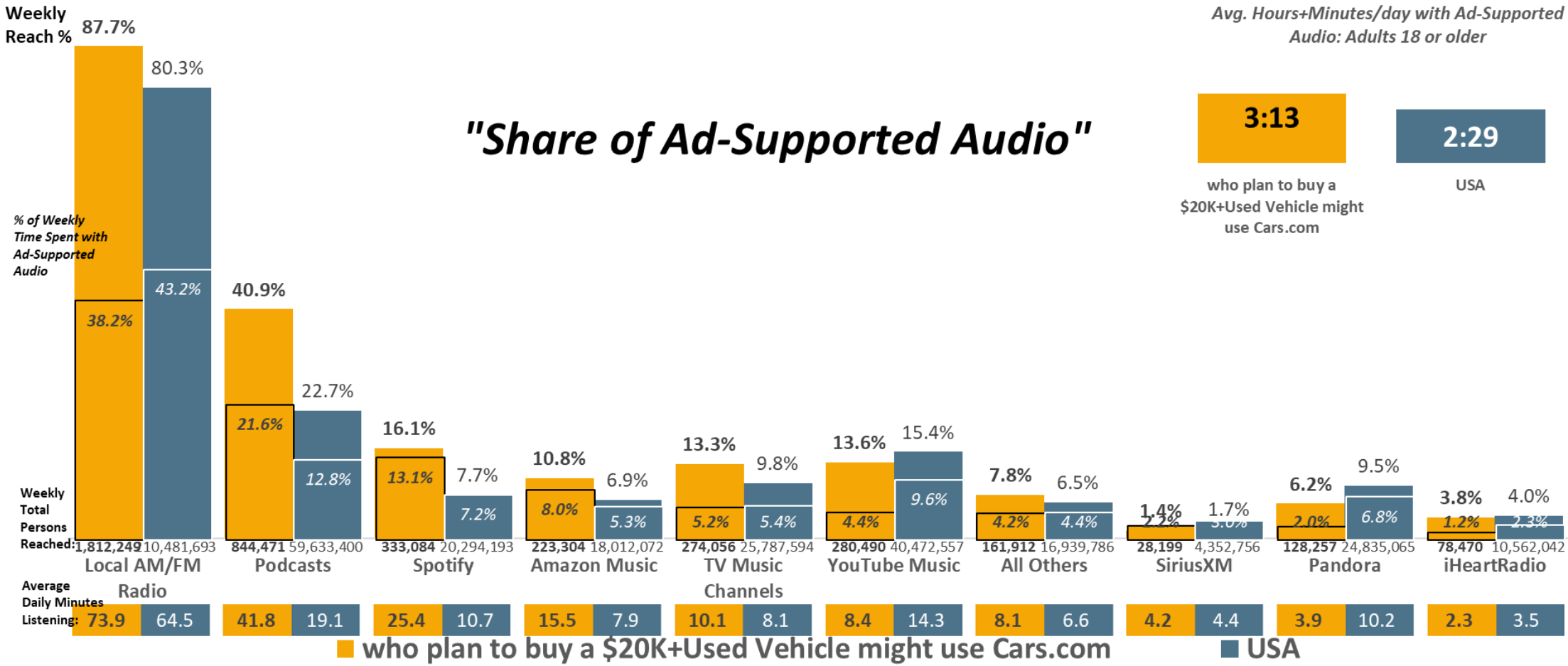
2,402,082 or 88.% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use CarMax.com listen to Ad-Supported Local AM/FM Radio for an average of 69.4 minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333
soefa.ai Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): CarMax.com

1,812,249 or 87.7% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use Cars.com listen to Ad-Supported Local AM/FM Radio for an average of 73.9 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.

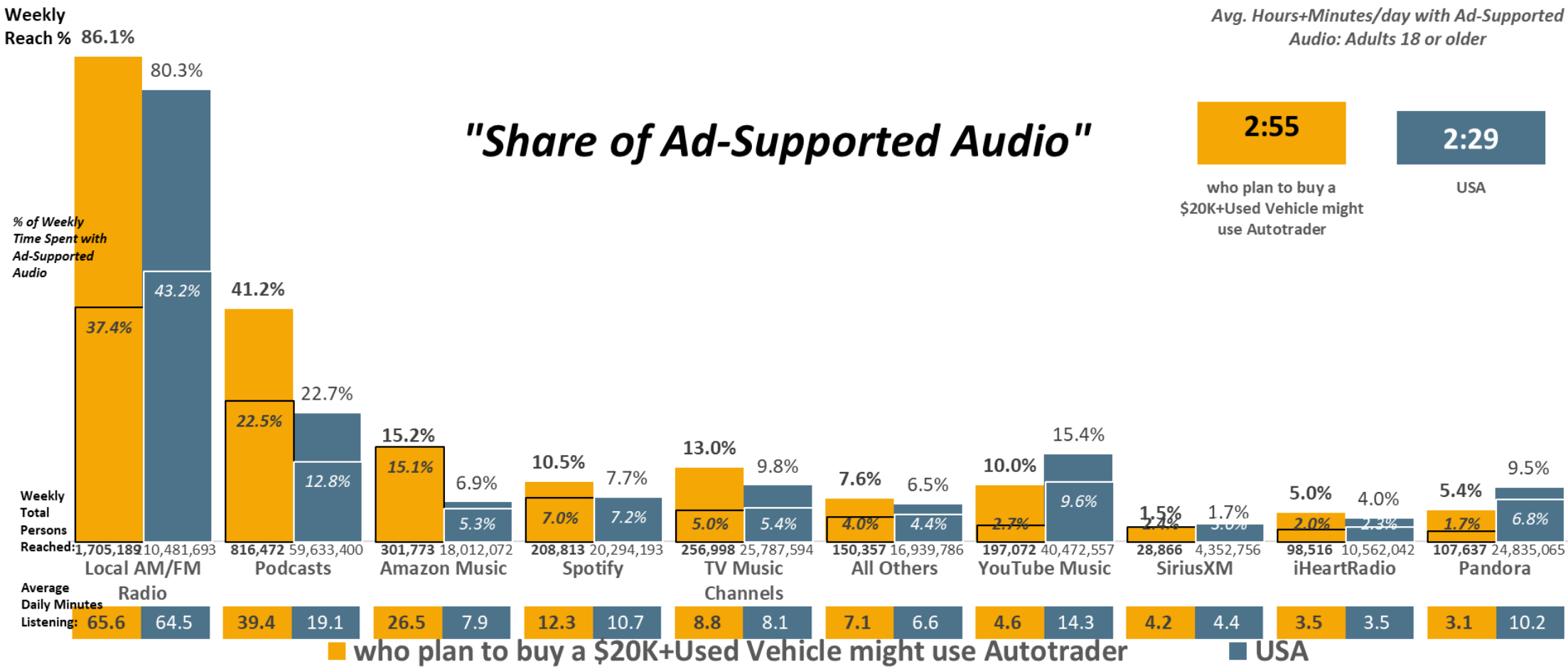


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333
soefa.ai Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Cars.com

Autotrader

1,705,189 or 86.1% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use Autotrader listen to Ad-Supported Local AM/FM Radio for an average of 65.6 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.

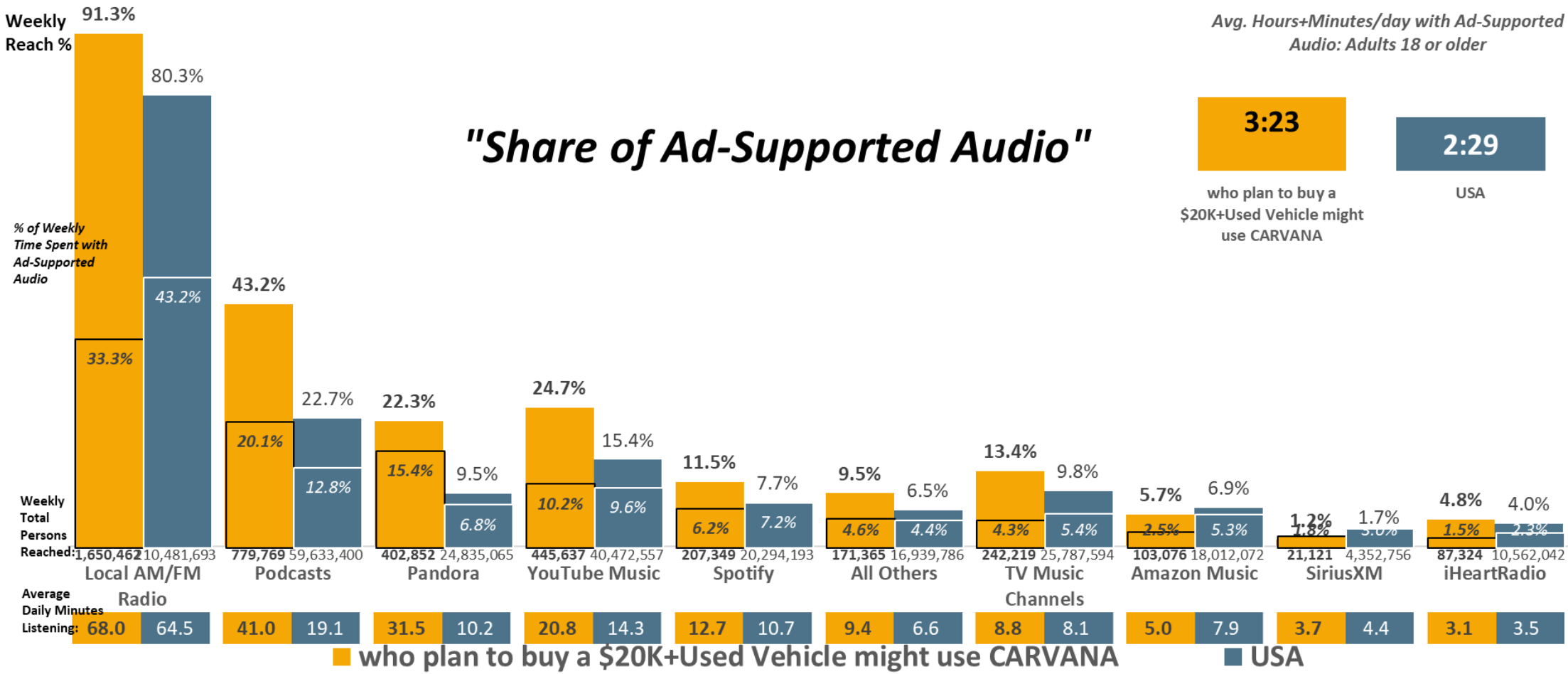


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333
soefa.ai Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Autotrader

CARVANA

1,650,462 or 91.3% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use CARVANA listen to Ad-Supported Local AM/FM Radio for an average of 68. minutes every day representing 33.3% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

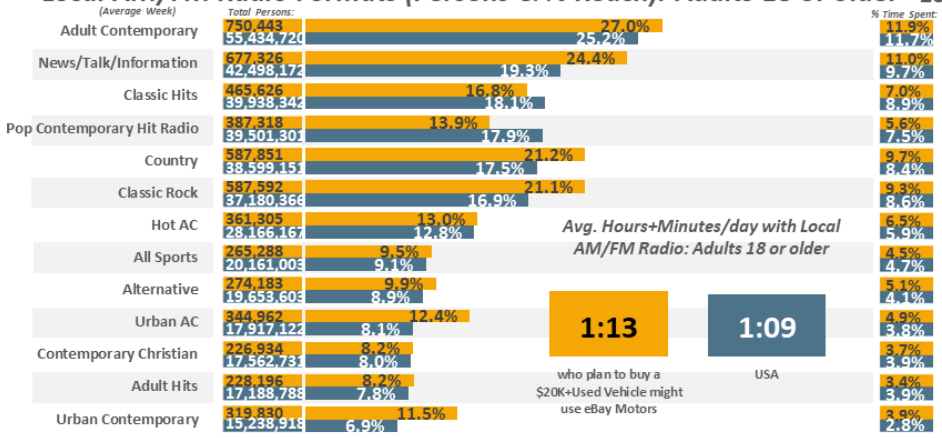
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

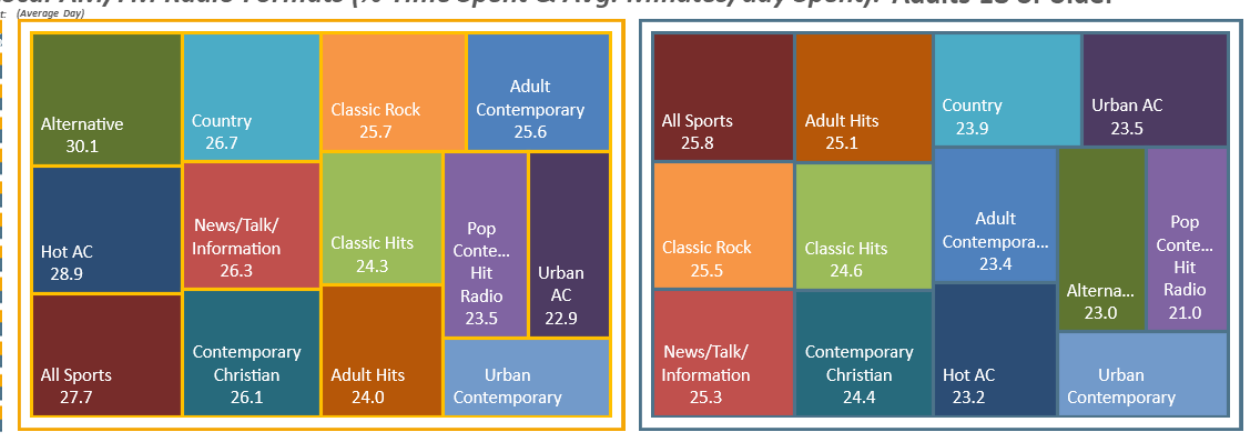
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Carvana

2,633,527 or 85.2% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use eBay Motors listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Rock, Classic Hits, and News/Talk/Information.

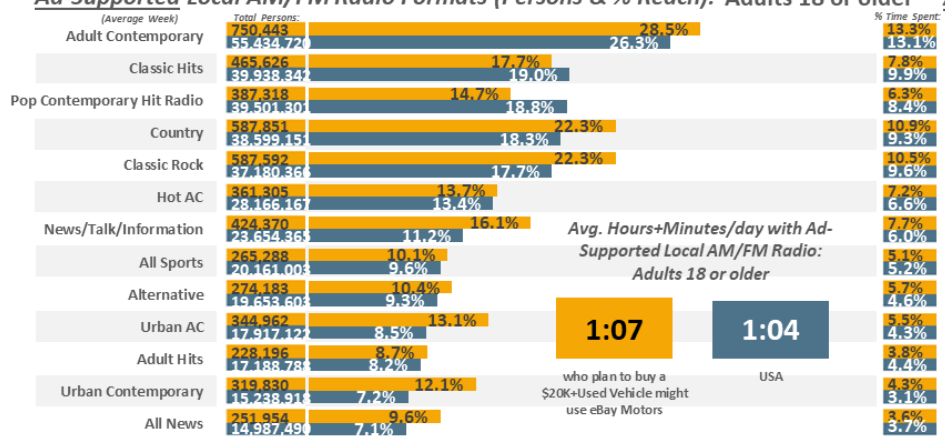
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



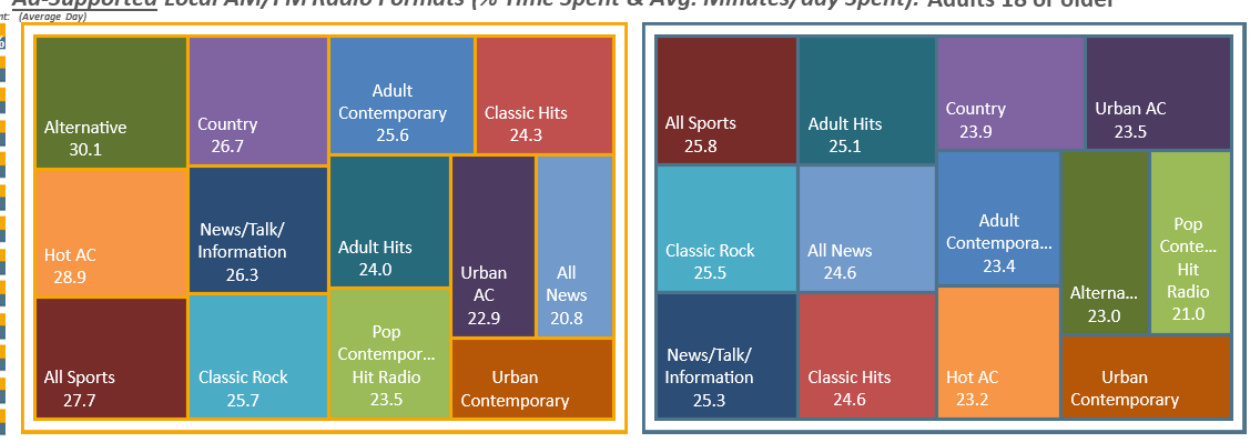
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

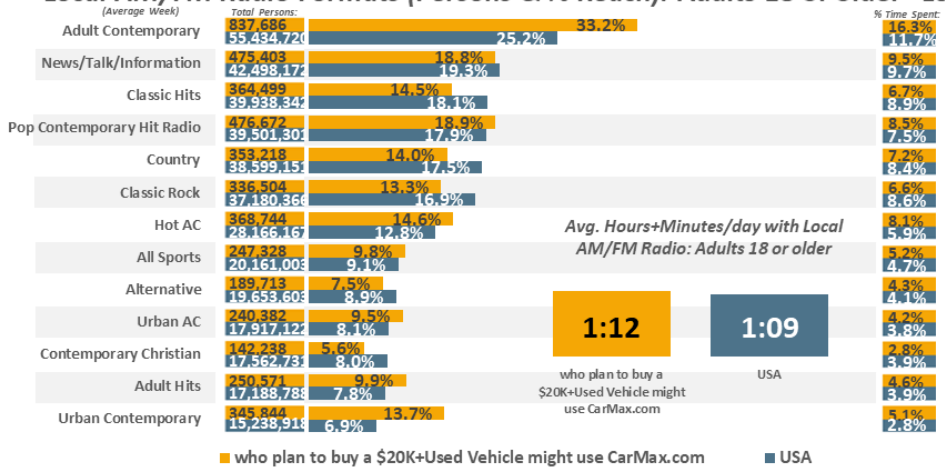
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

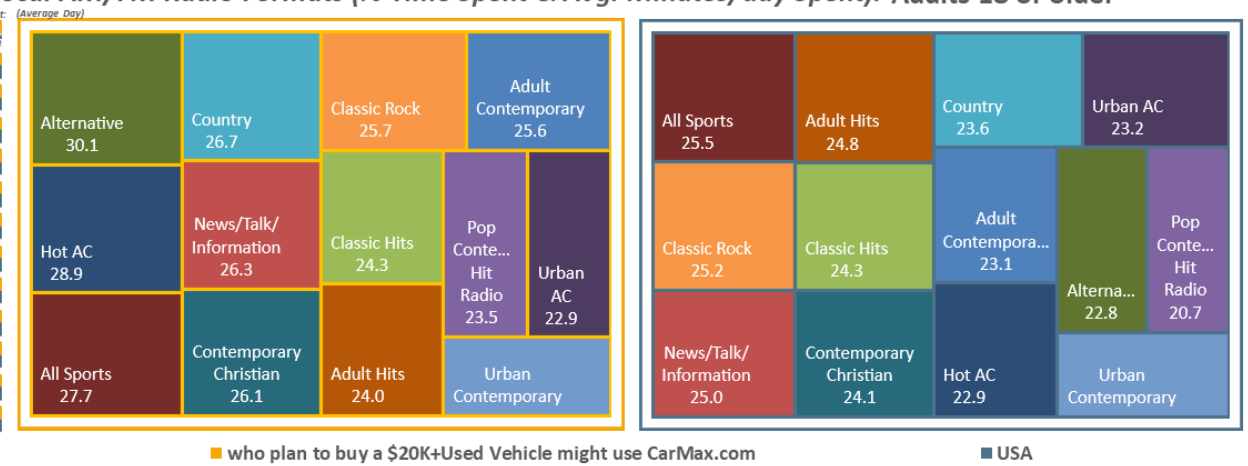
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps or websites used or visited past 30 days:Retail/Shopping: eBay

2,402,082 or 88.% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use CarMax.com listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Classic Hits, and Country.

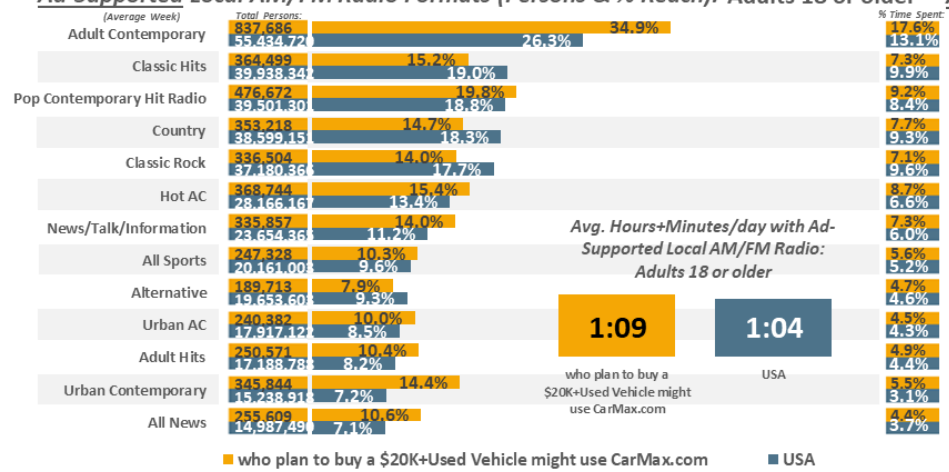
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



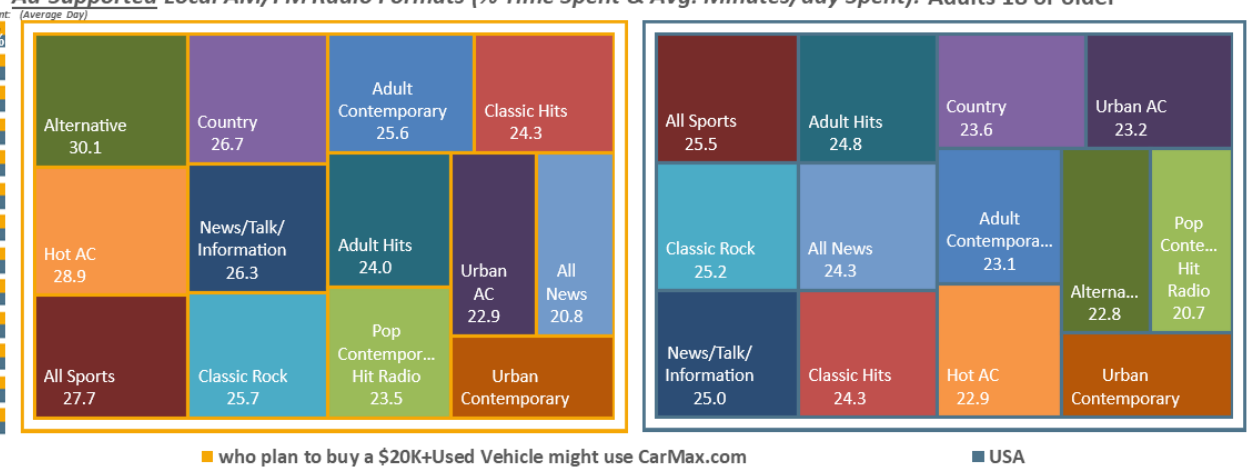
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

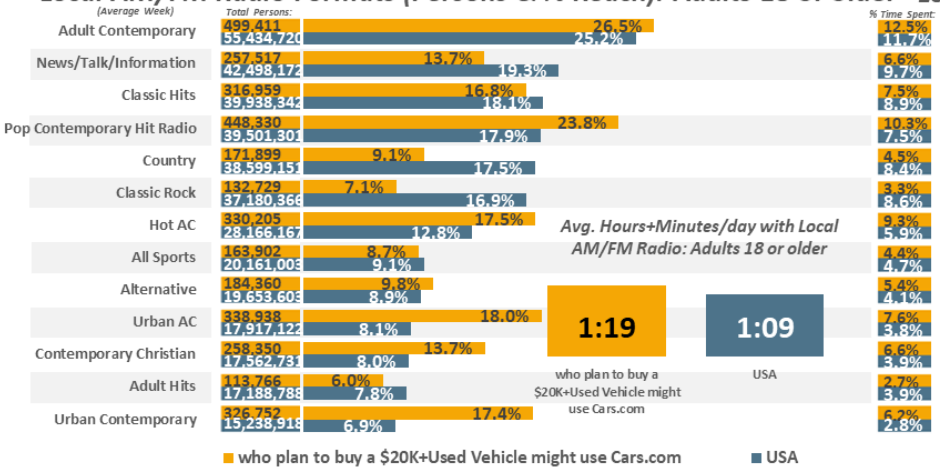
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

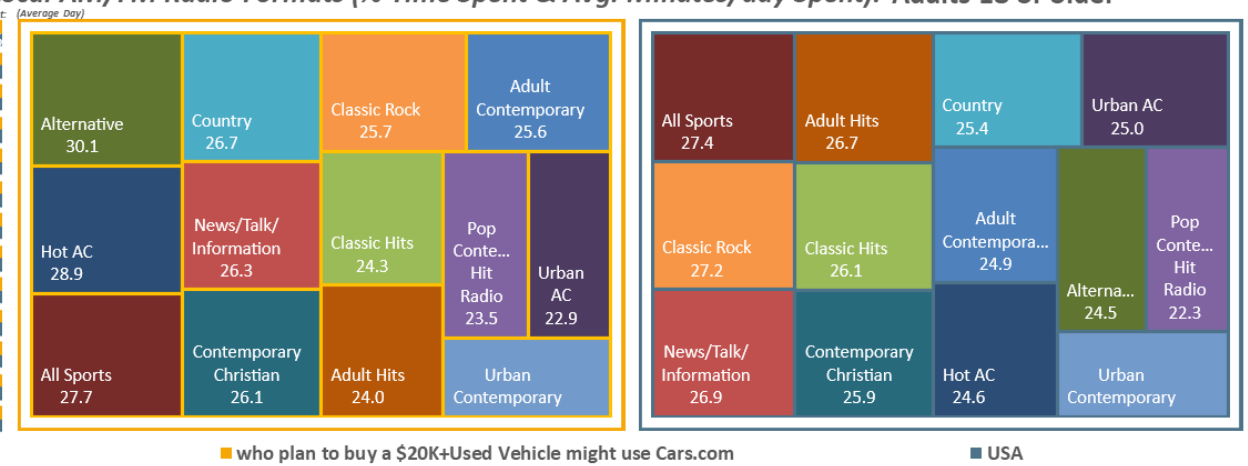
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): CarMax.com

1,812,249 or 87.7% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use Cars.com listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Urban AC, Hot AC, and Urban Contemporary.

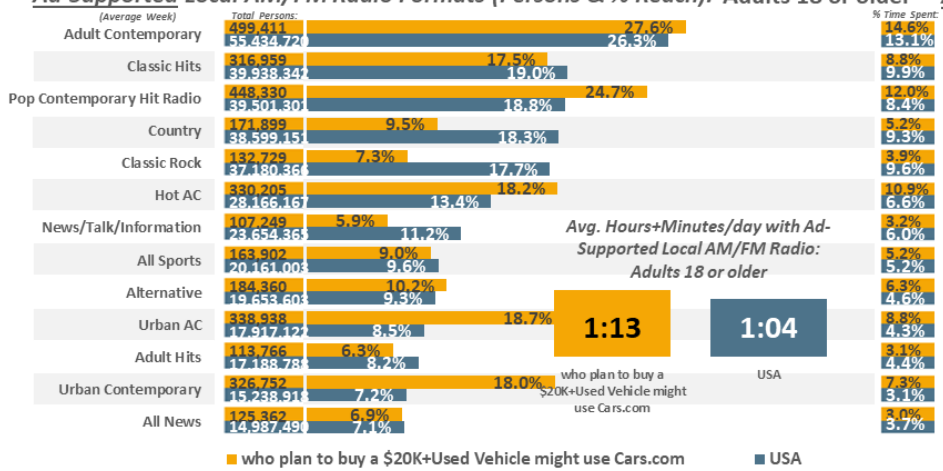
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



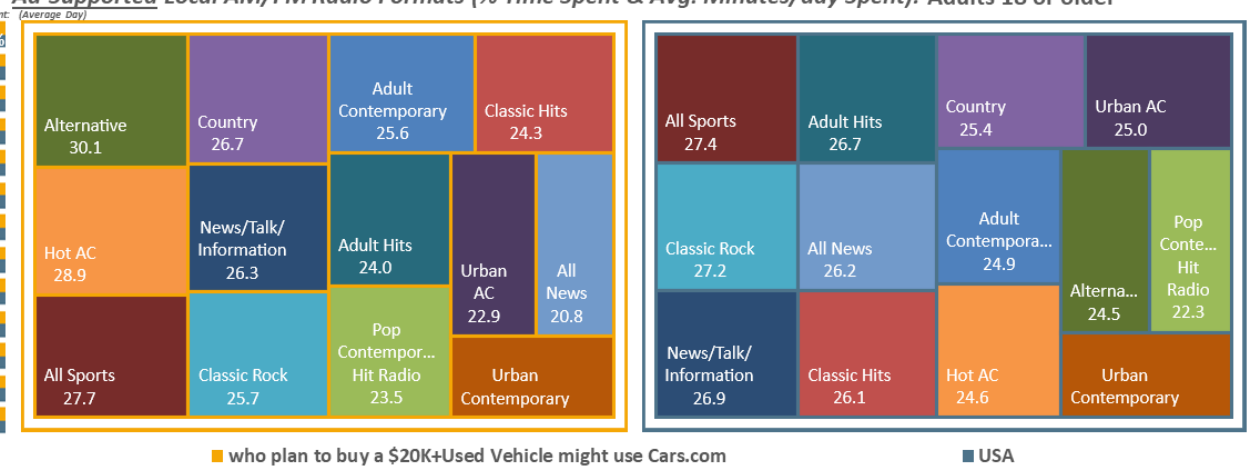
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

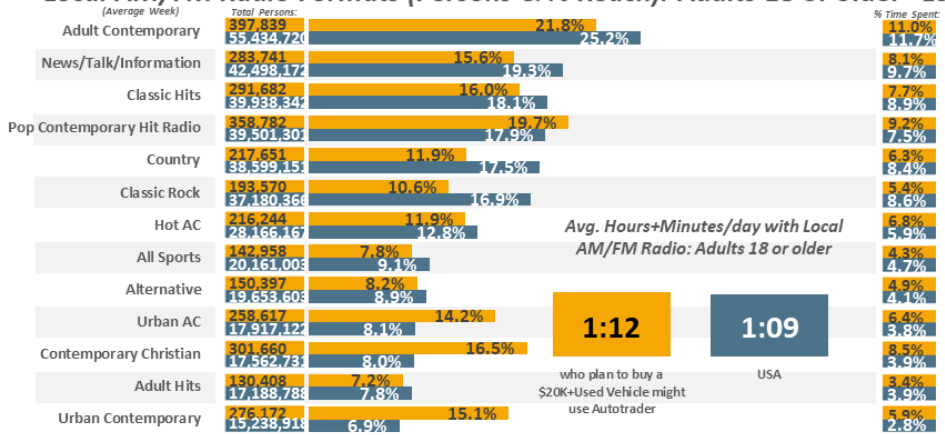
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

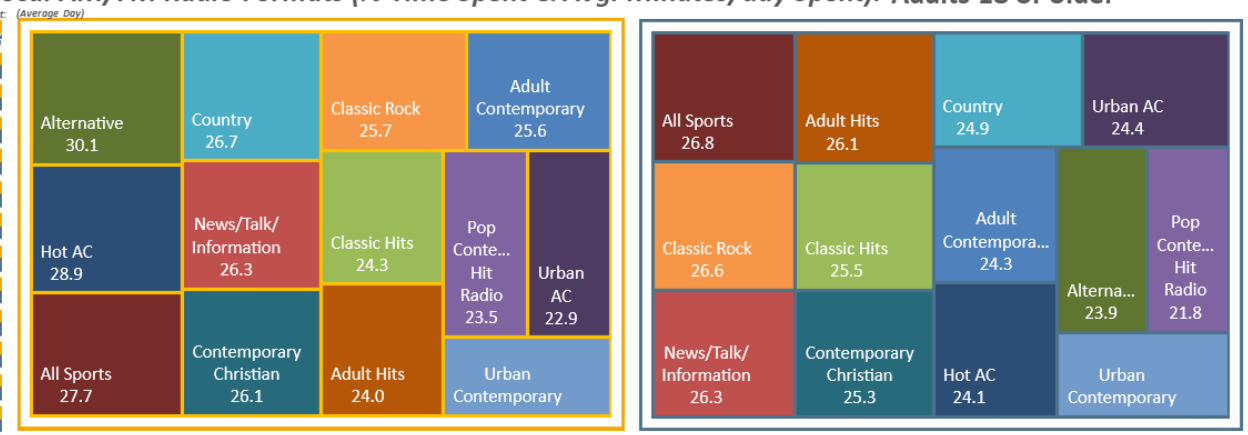
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Cars.com

1,705,189 or 86.1% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use Autotrader listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Urban Contemporary, and Urban A

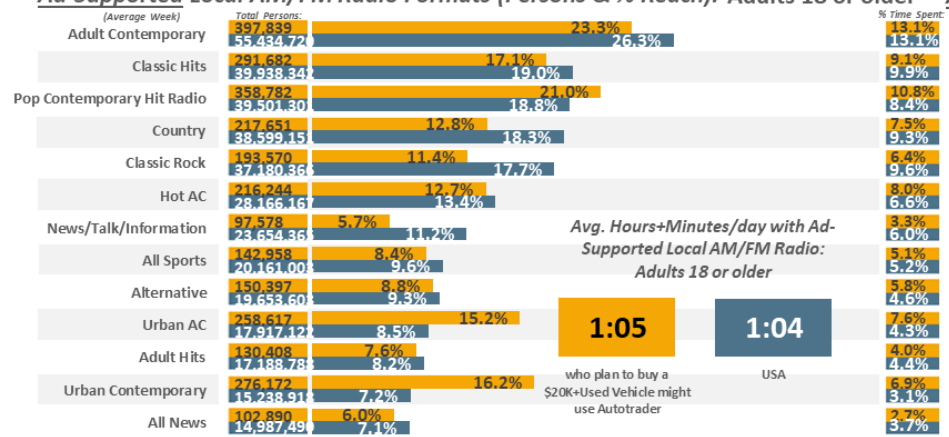
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



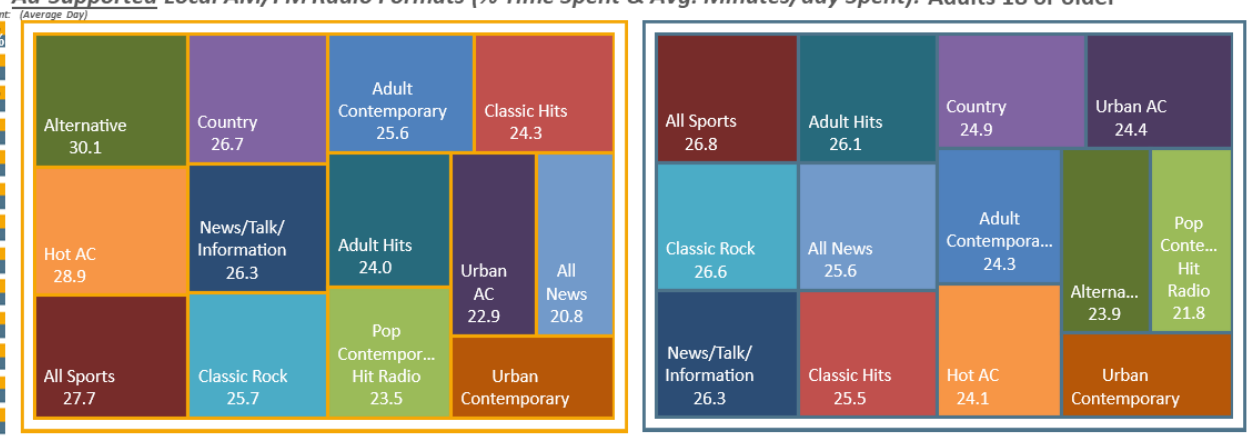
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

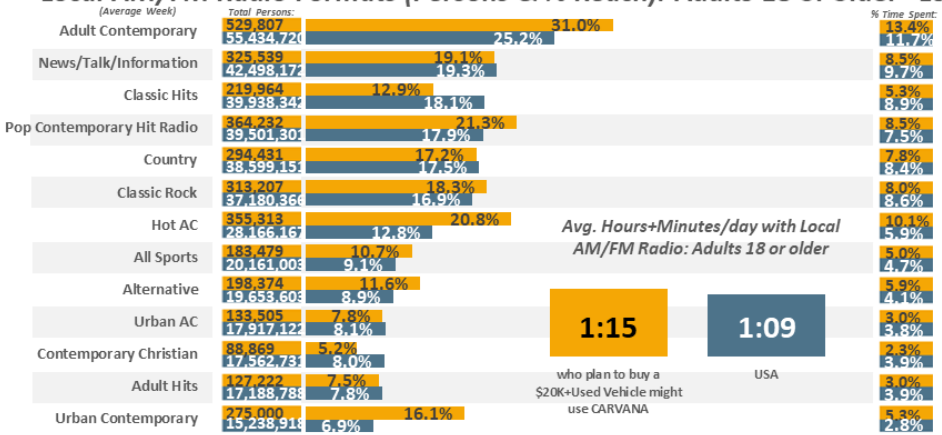
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

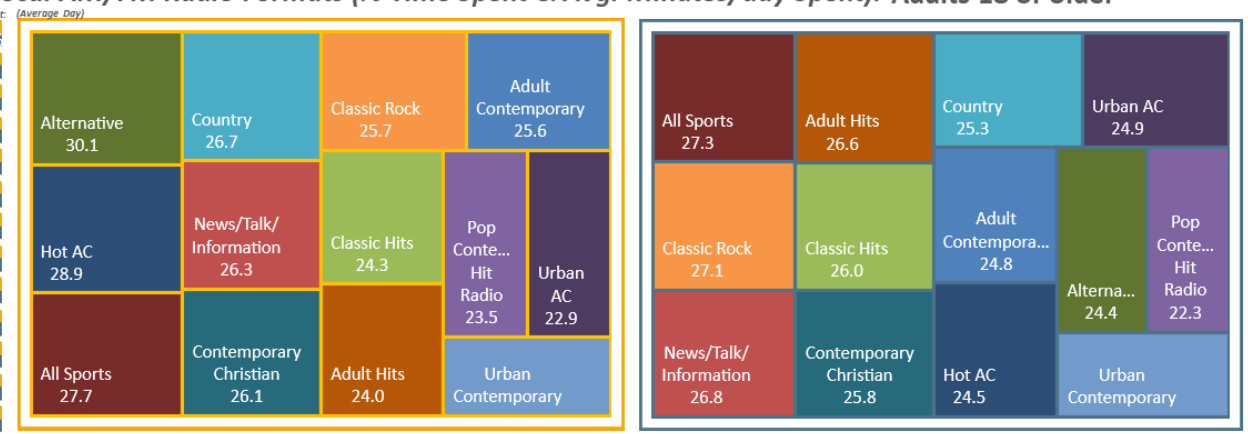
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Autotrader

1,650,462 or 91.3% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use CARVANA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Classic Rock, and Country.

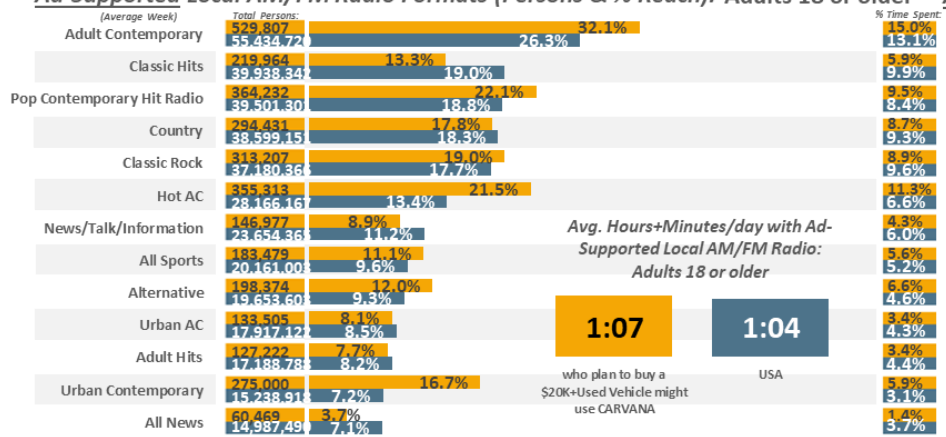
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



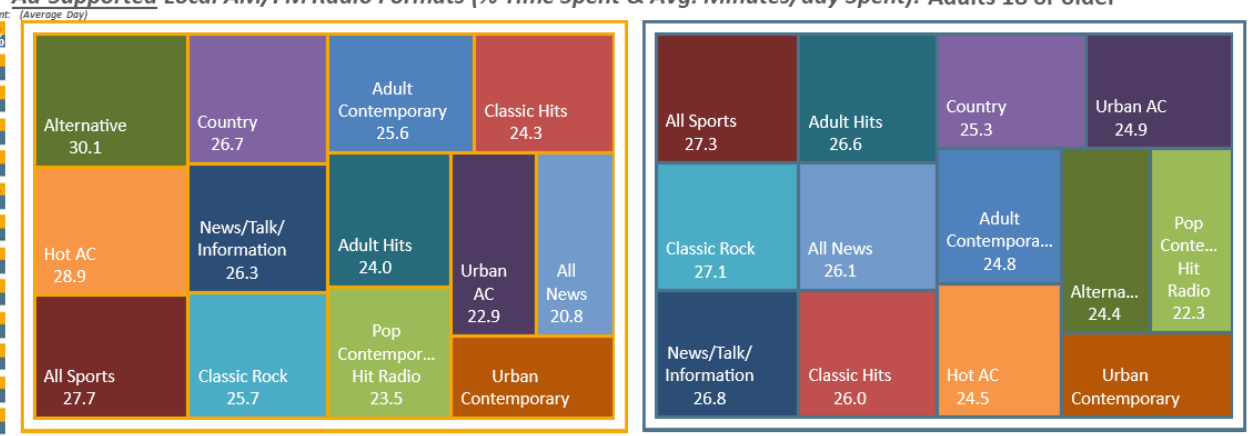
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

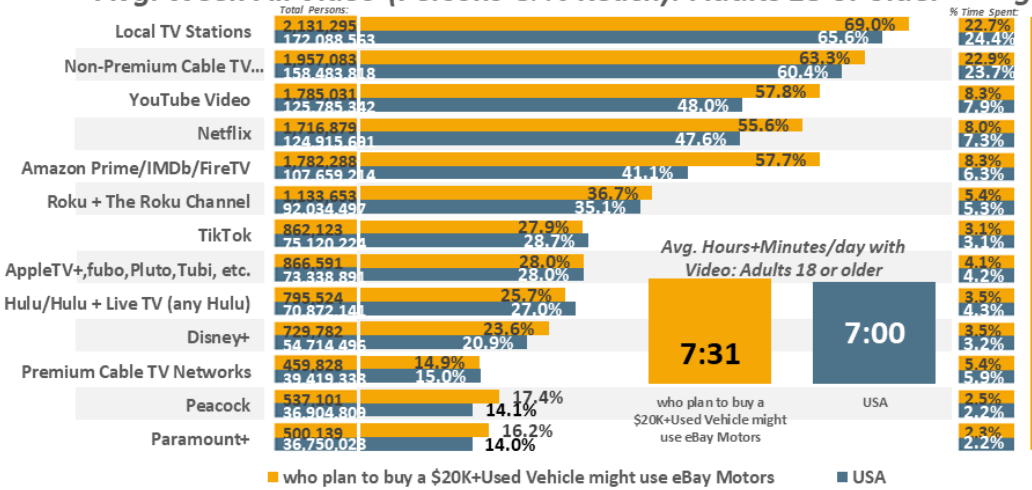
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

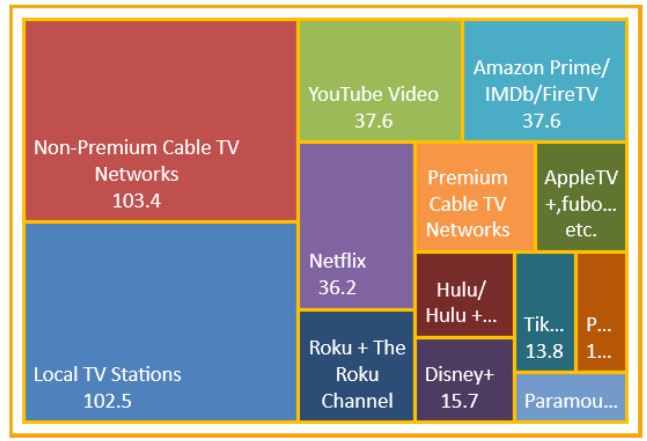
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Carvana

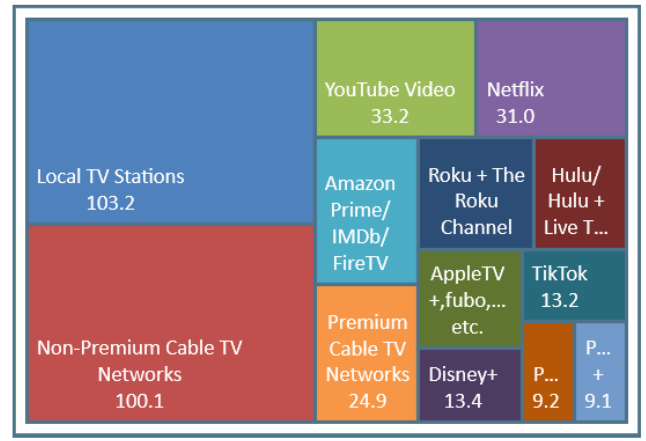
2,071,184 or 67.% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use eBay Motors watch Ad-Supported Local TV Stations for an average of 97.3 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

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

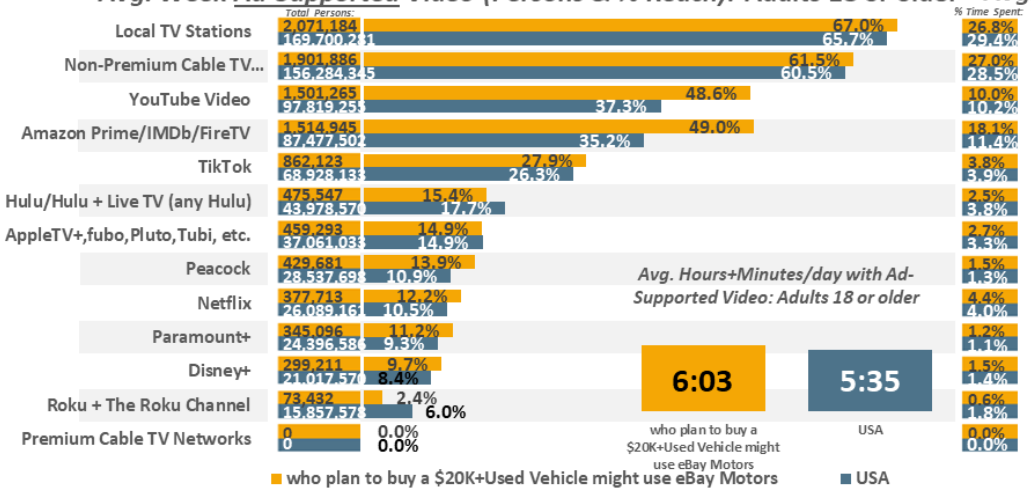


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

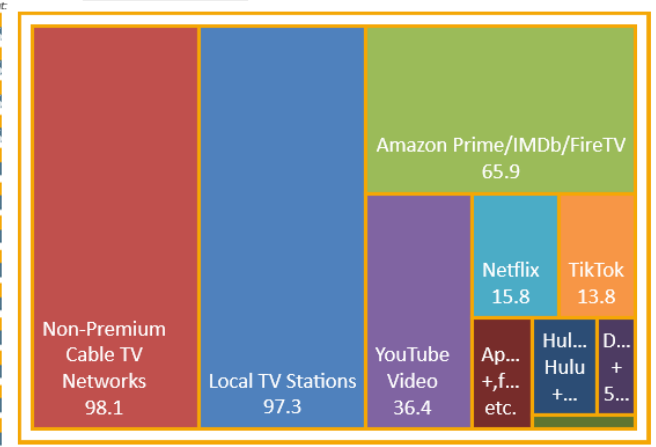


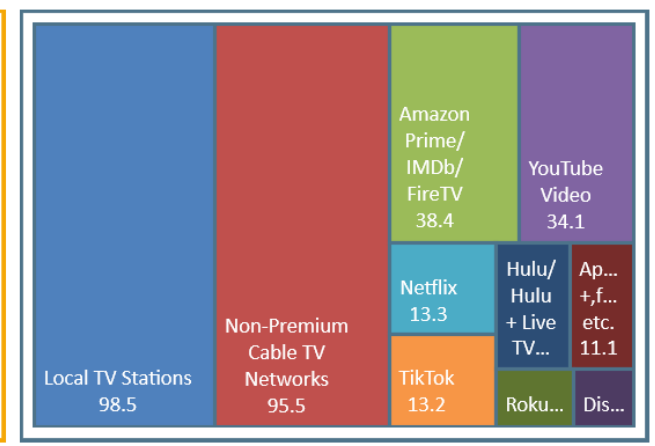


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

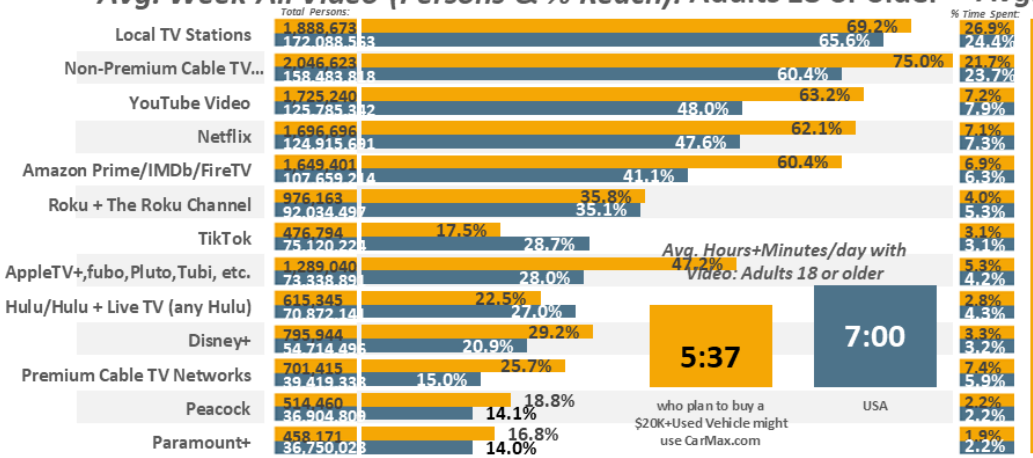
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

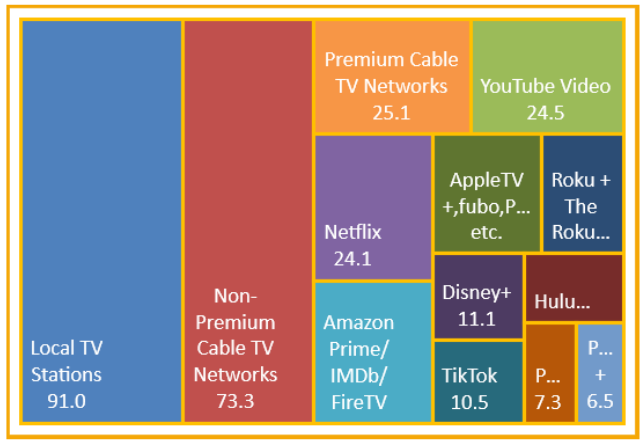
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps or websites used or visited past 30 days:Retail/Shopping: eBay

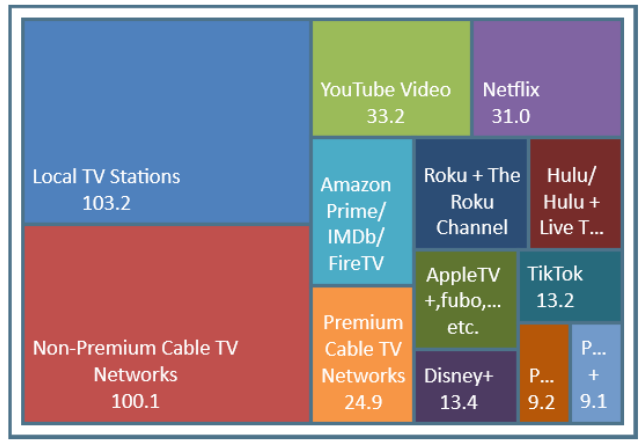
1,862,943 or 68.2% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use CarMax.com watch Ad-Supported Local TV Stations for an average of 87.5 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

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

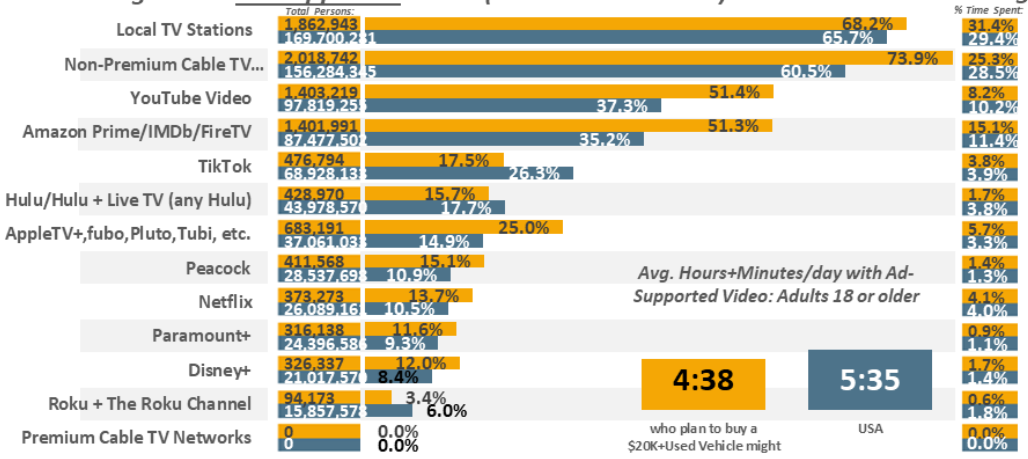


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

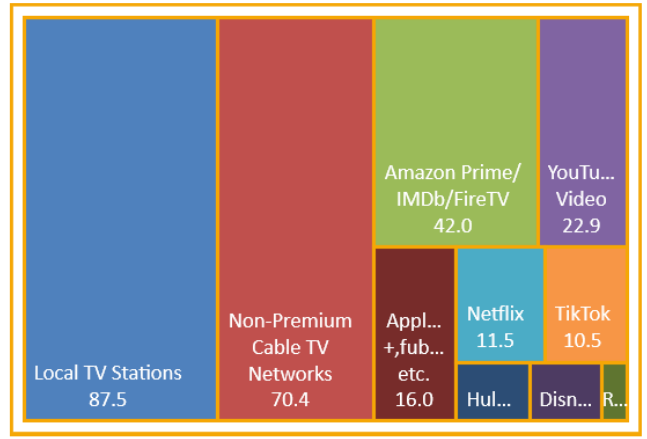


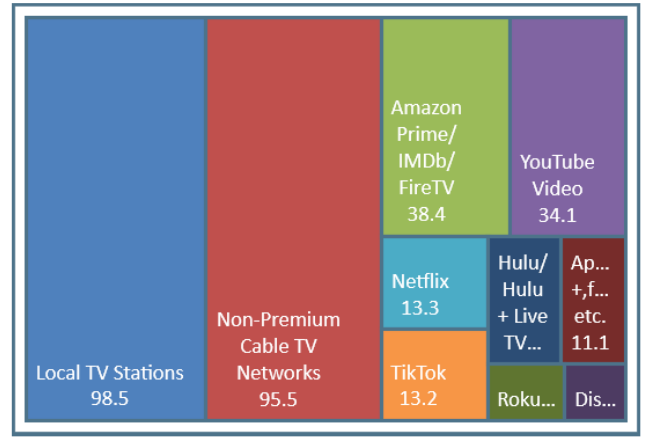


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

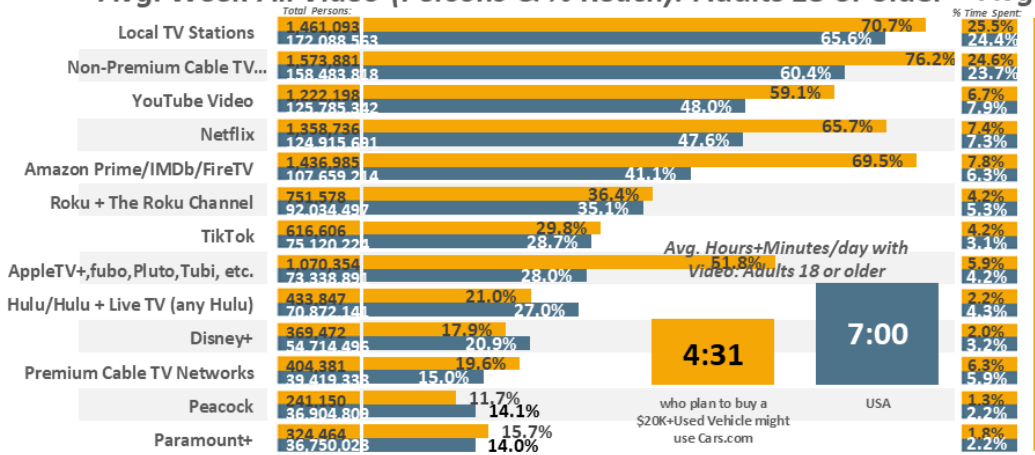
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

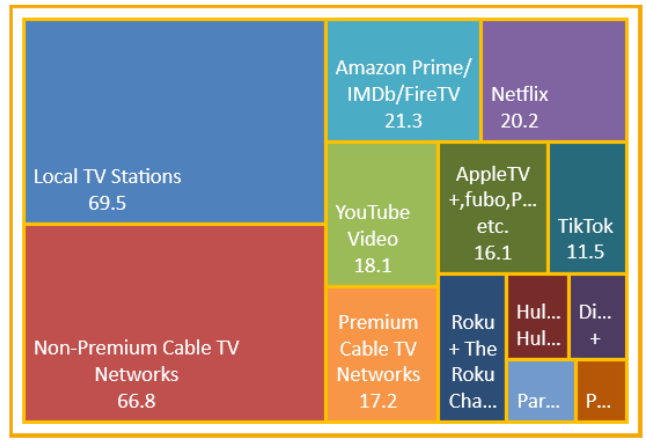
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): CarMax.com

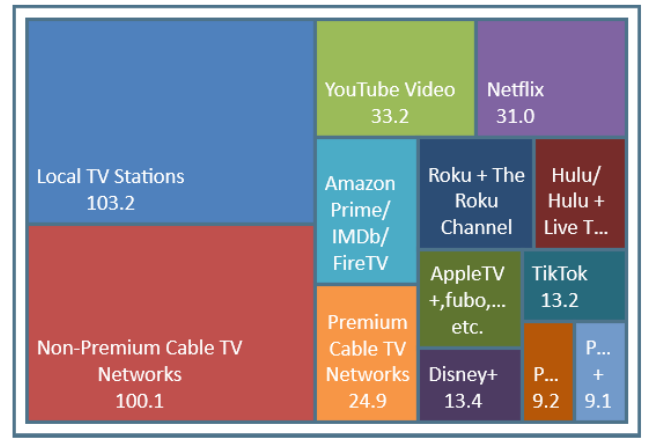
1,442,909 or 69.8% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use Cars.com watch Ad-Supported Local TV Stations for an average of 66.9 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.

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

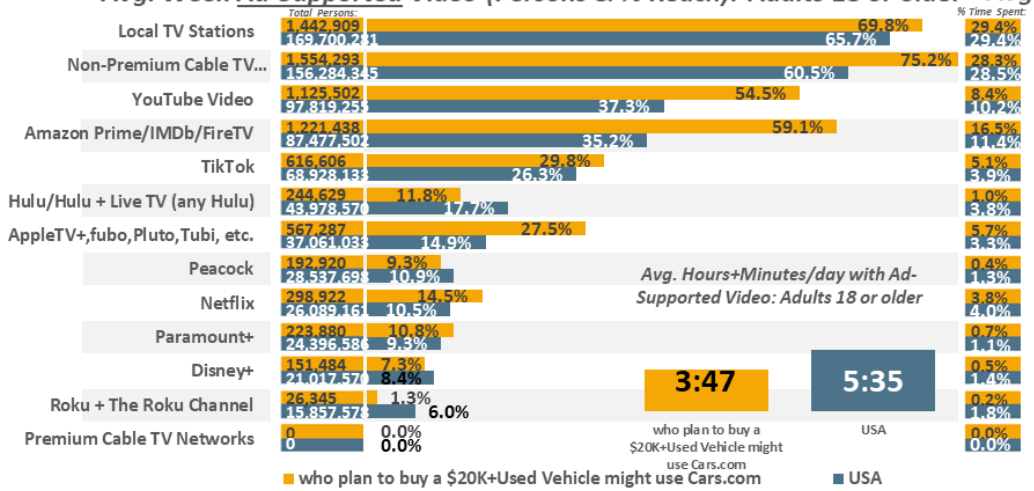


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

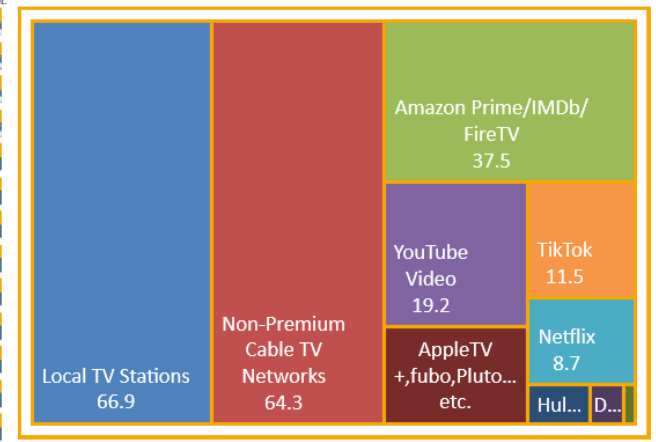


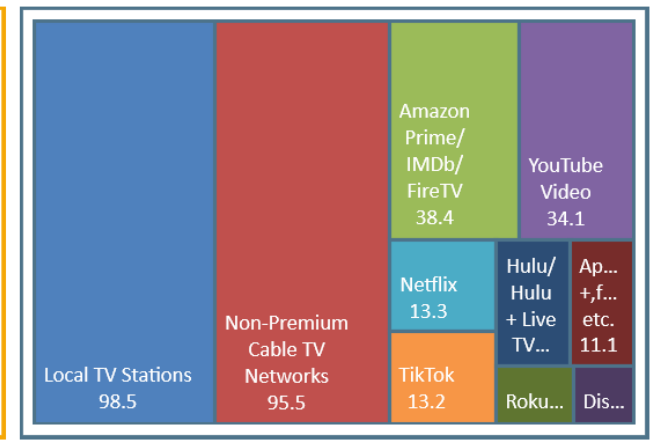


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

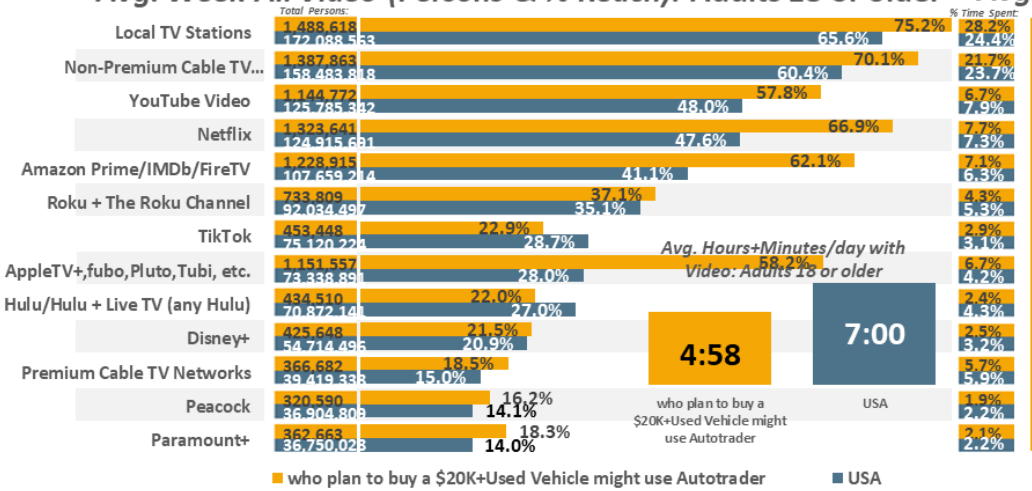
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

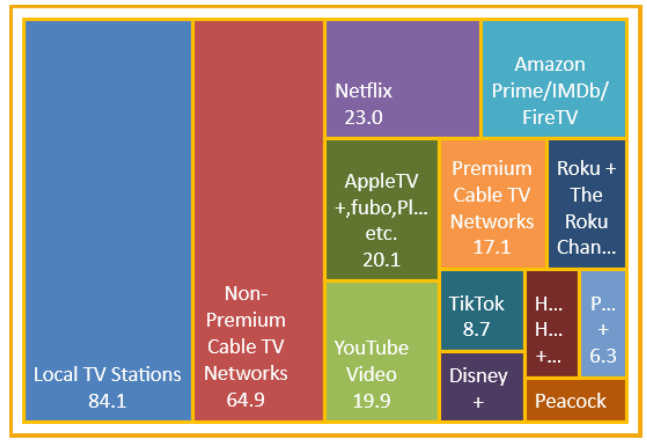
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Cars.com

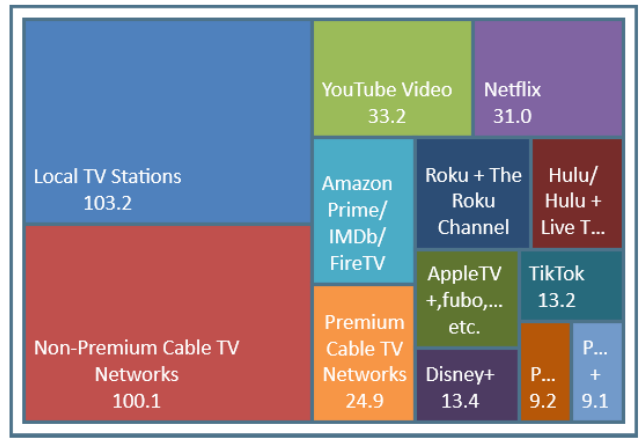
1,468,199 or 74.2% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use Autotrader watch Ad-Supported Local TV Stations for an average of 81.1 minutes every day representing 33.1% of all time spent daily with Ad-Supported Video.

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

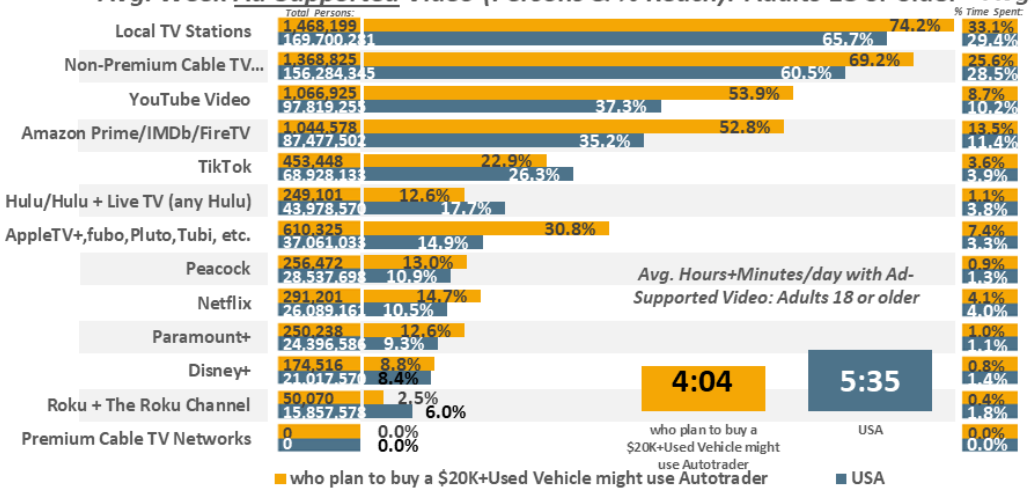


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

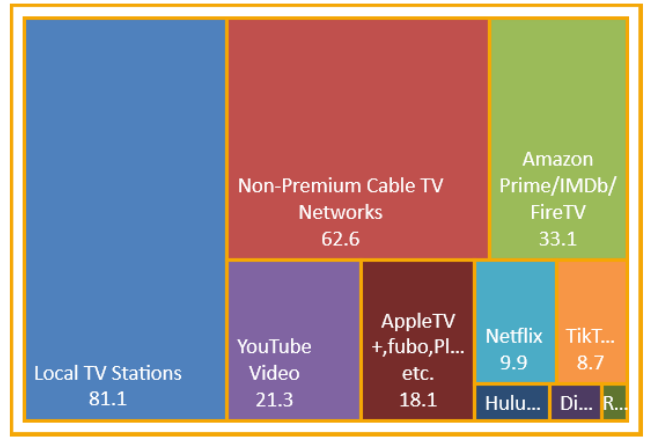


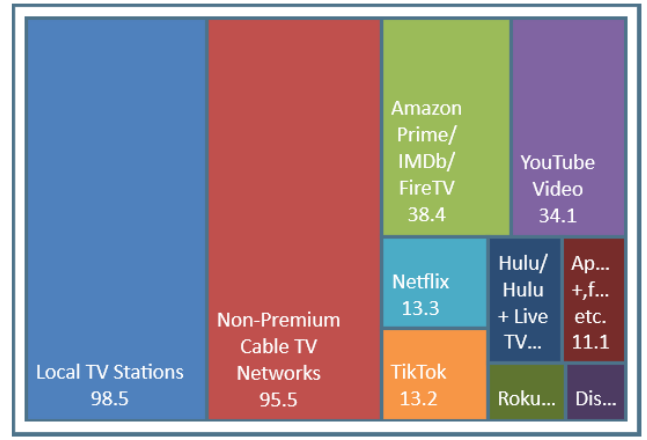


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

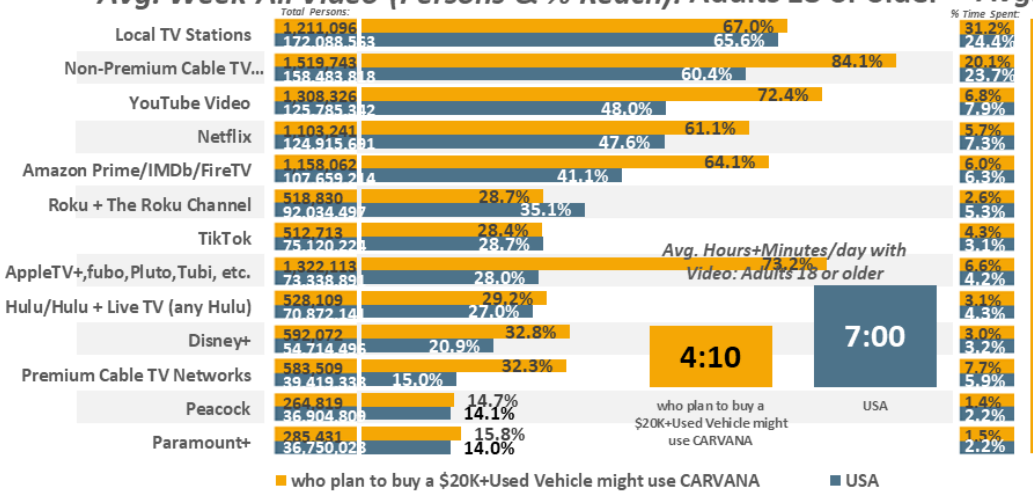
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

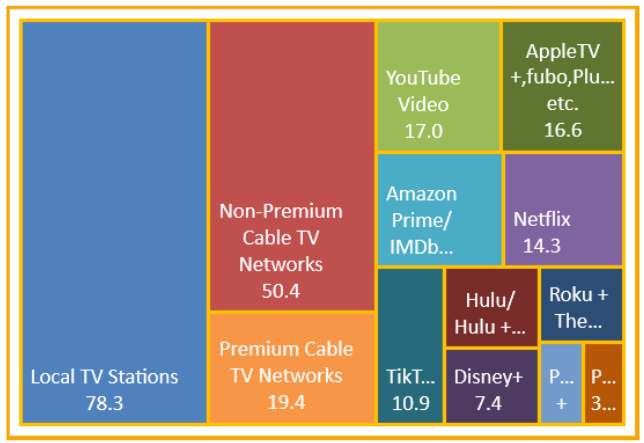
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Autotrader

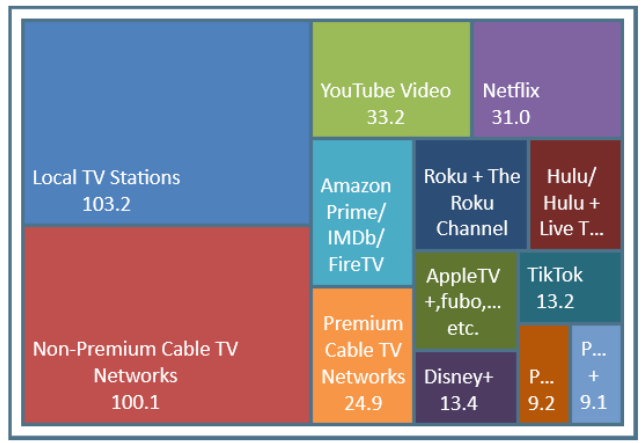
1,189,268 or 65.8% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use CARVANA watch Ad-Supported Local TV Stations for an average of 73.2 minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.

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

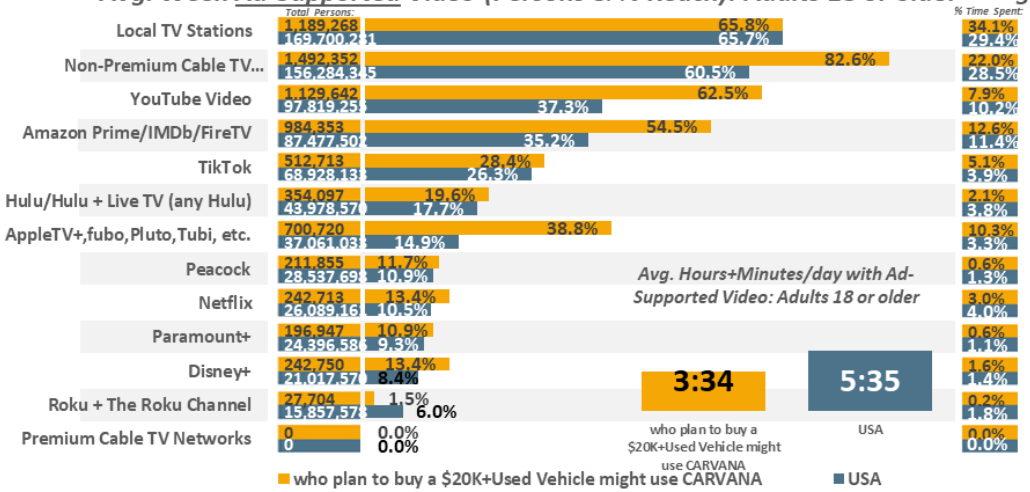


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

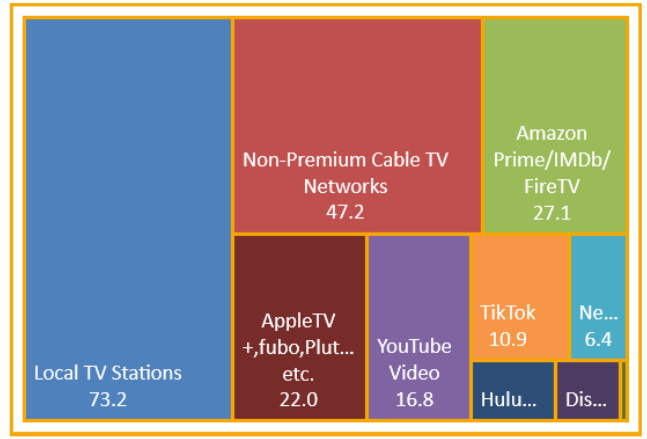


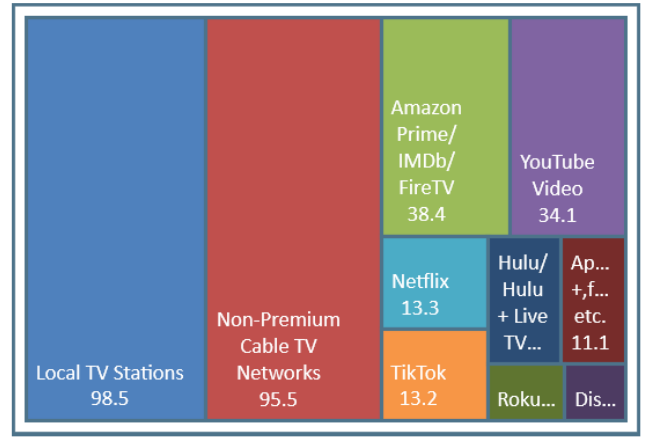


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





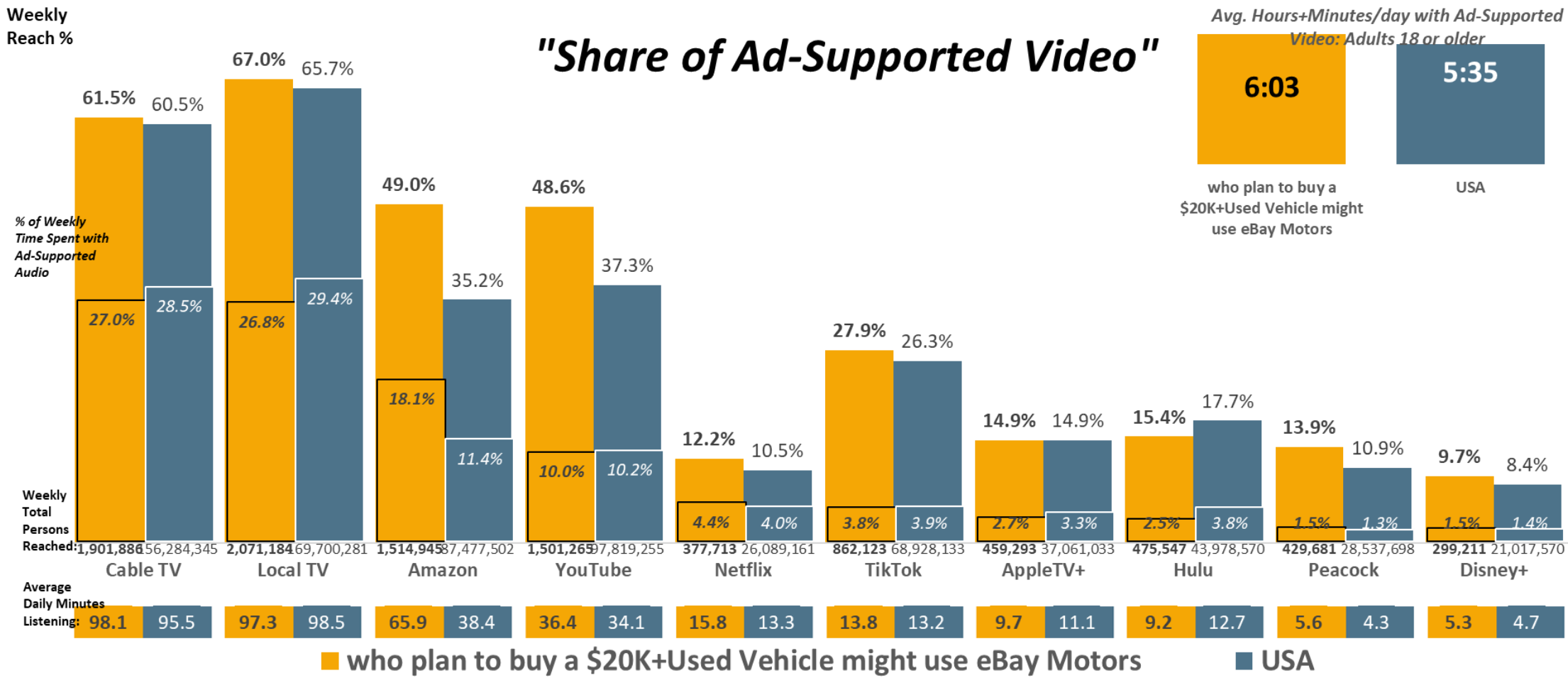
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Carvana

2,071,184 or 67.% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use eBay Motors watch Ad-Supported Local TV Stations for an average of 97.3 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

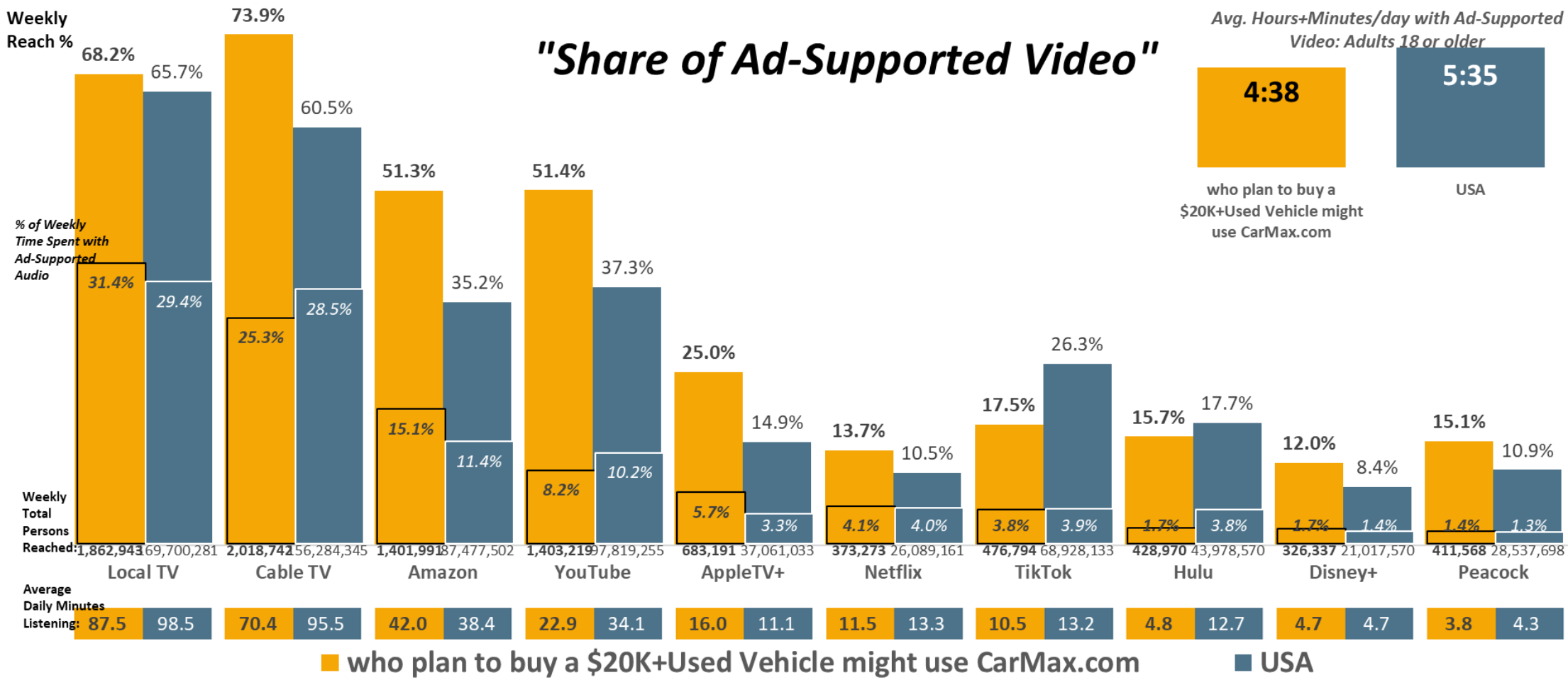
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

soefa.ai Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps or websites used or visited past 30 days:Retail/Shopping: eBay

1,862,943 or 68.2% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use CarMax.com watch Ad-Supported Local TV Stations for an average of 87.5 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

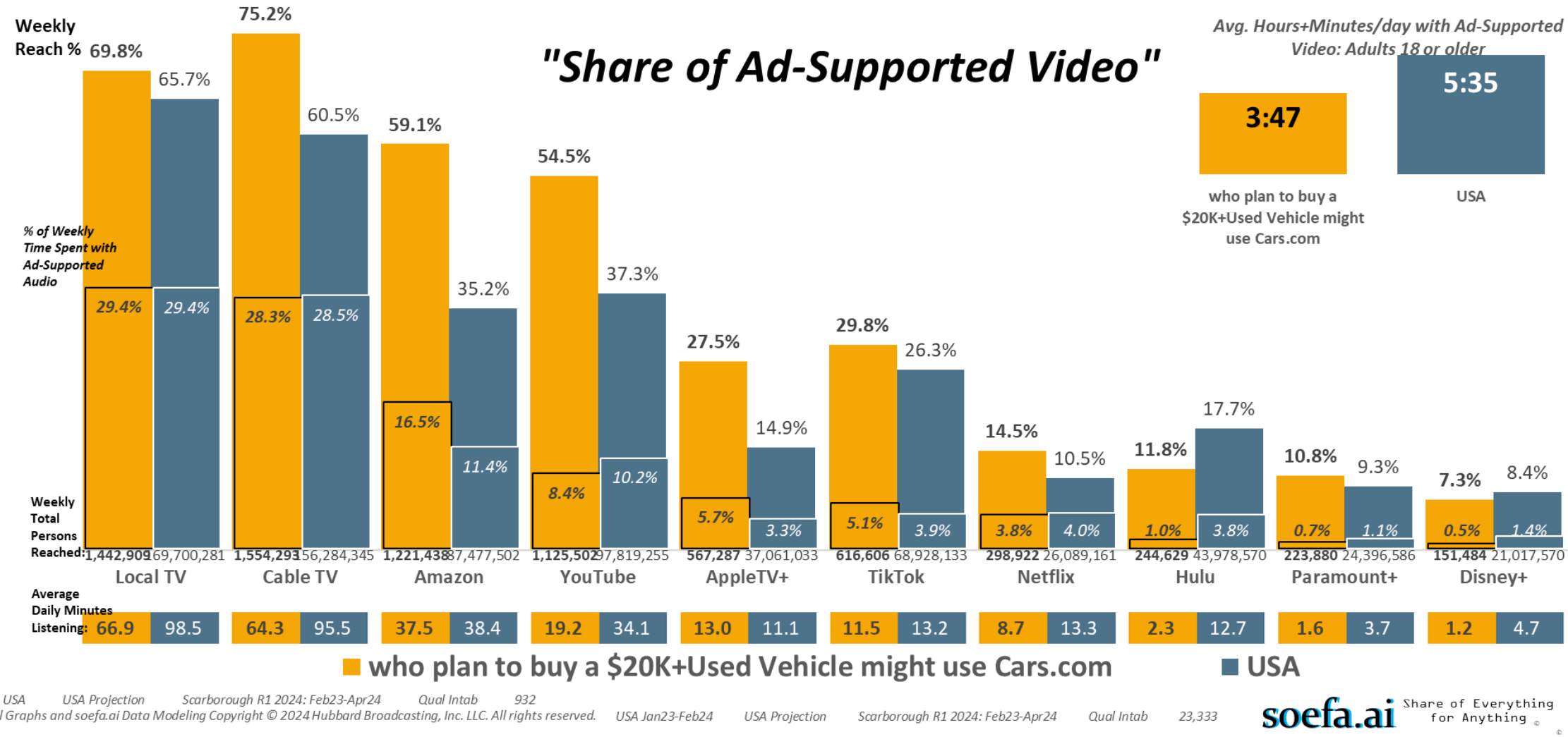
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

soefa.ai Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): CarMax.com

1,442,909 or 69.8% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use Cars.com watch Ad-Supported Local TV Stations for an average of 66.9 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

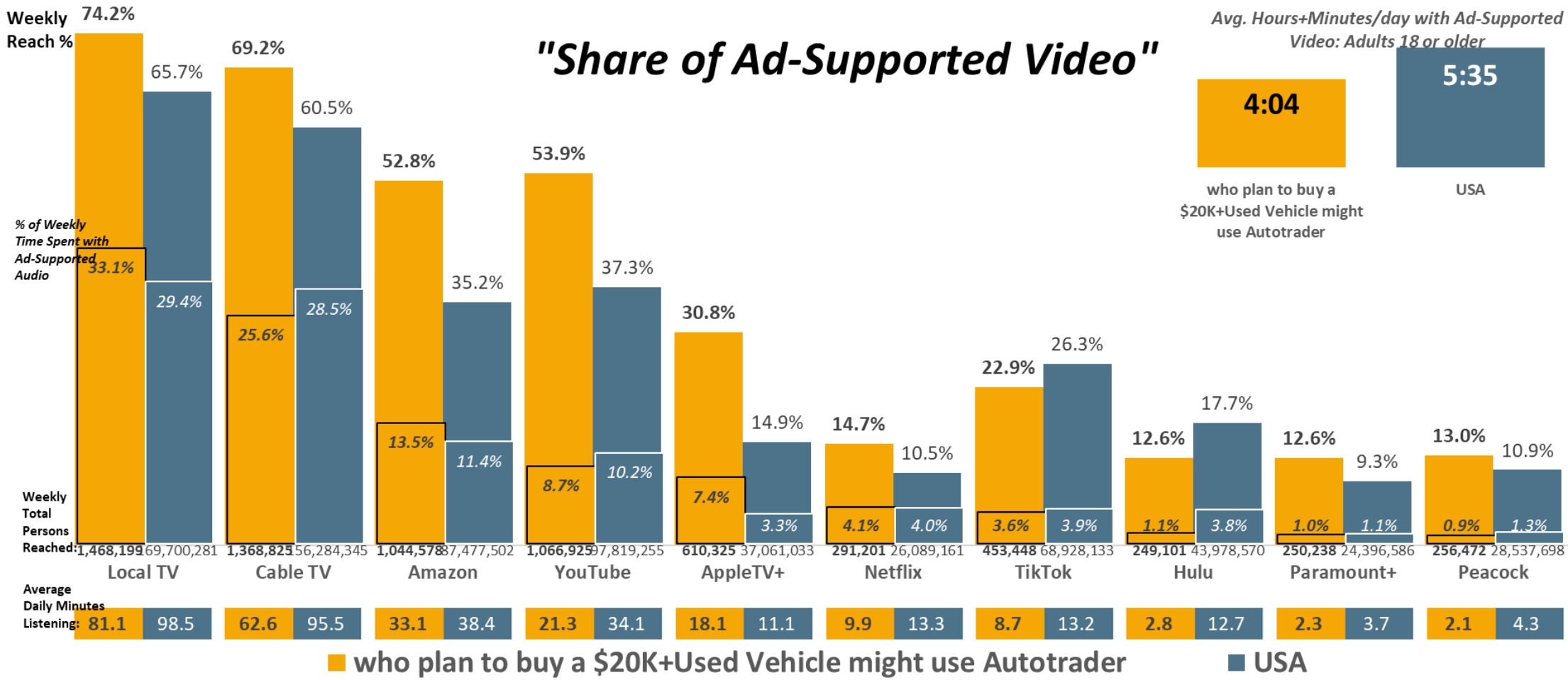
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Cars.com

Autotrader

1,468,199 or 74.2% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use Autotrader watch Ad-Supported Local TV Stations for an average of 81.1 minutes every day representing 33.1% of all time spent daily with Ad-Supported Video.



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

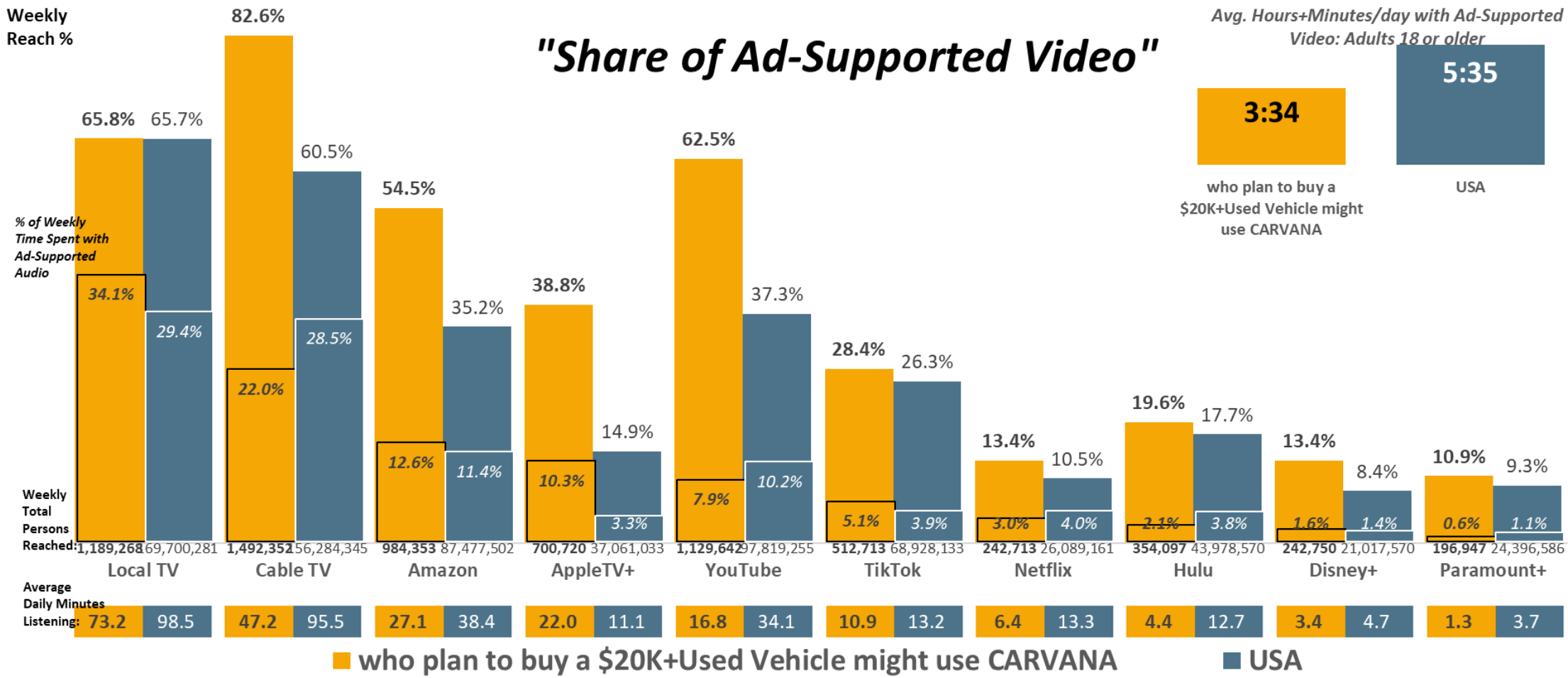
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

soefa.ai Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Autotrader

1,189,268 or 65.8% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use CARVANA watch Ad-Supported Local TV Stations for an average of 73.2 minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

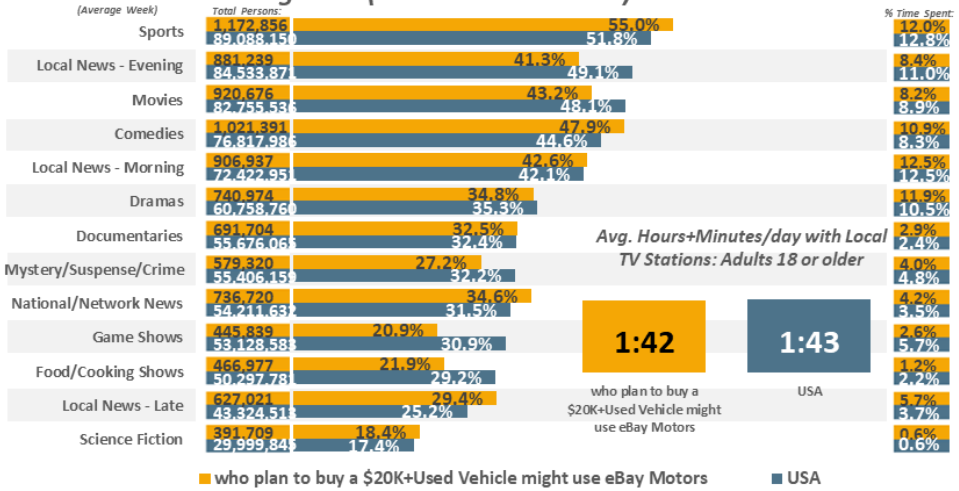
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

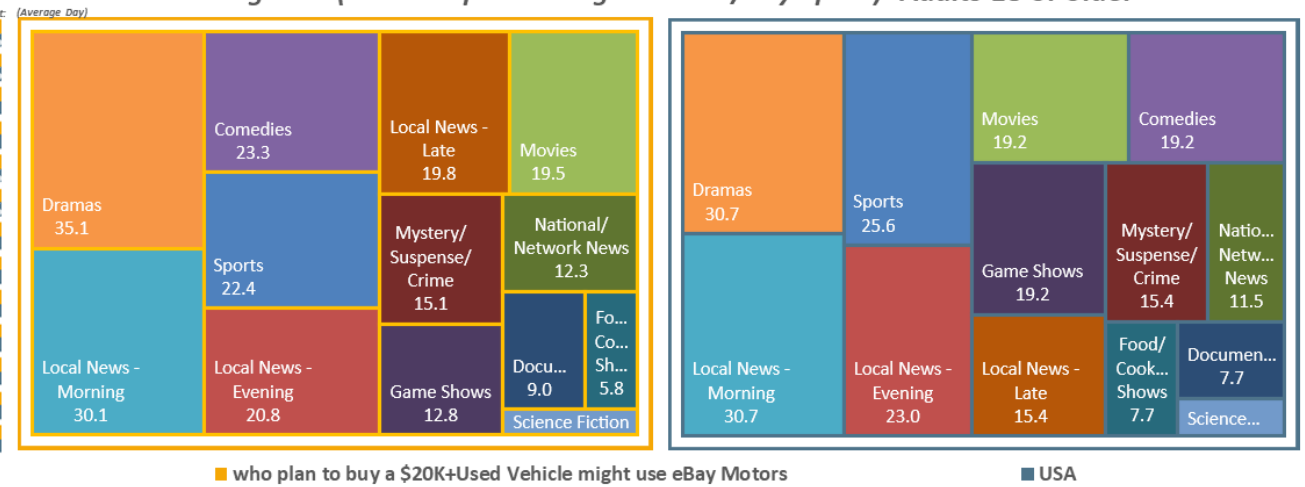
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Carvana

2,071,184 or 67.% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use eBay Motors watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Movies, Local News - Evening, and Dramas.

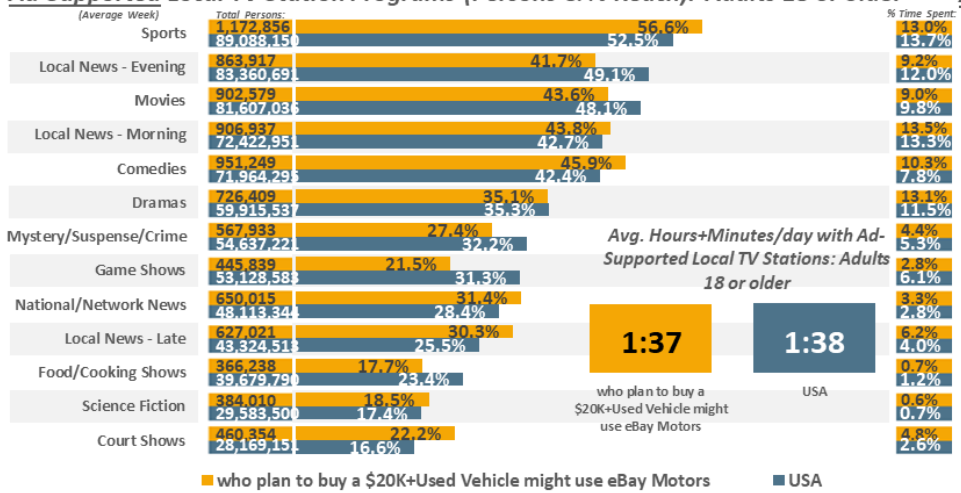
Local TV Station Programs (Persons & % Reach): Adults 18 or older



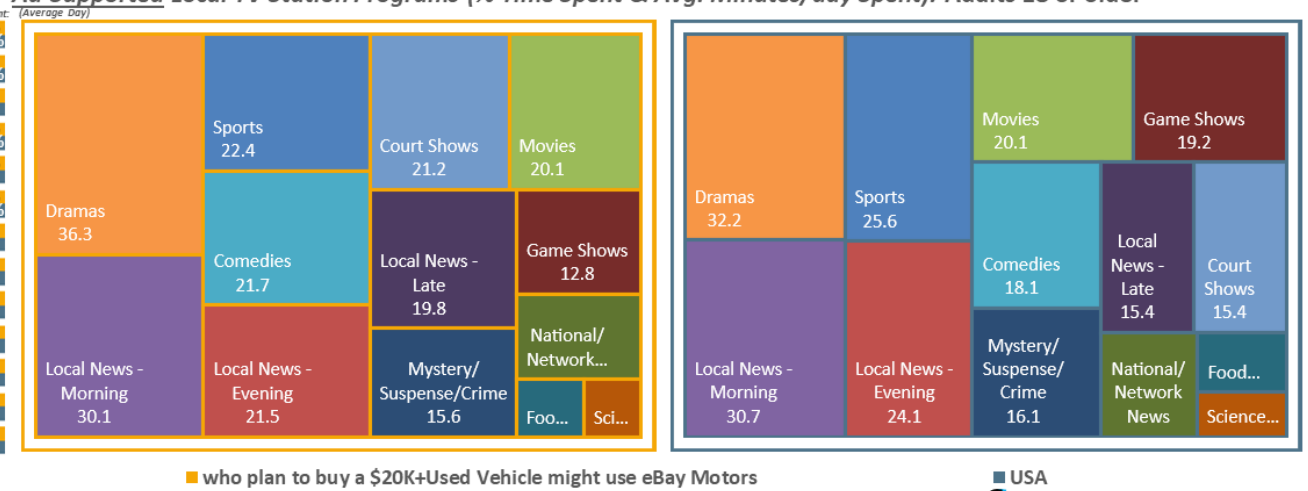
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

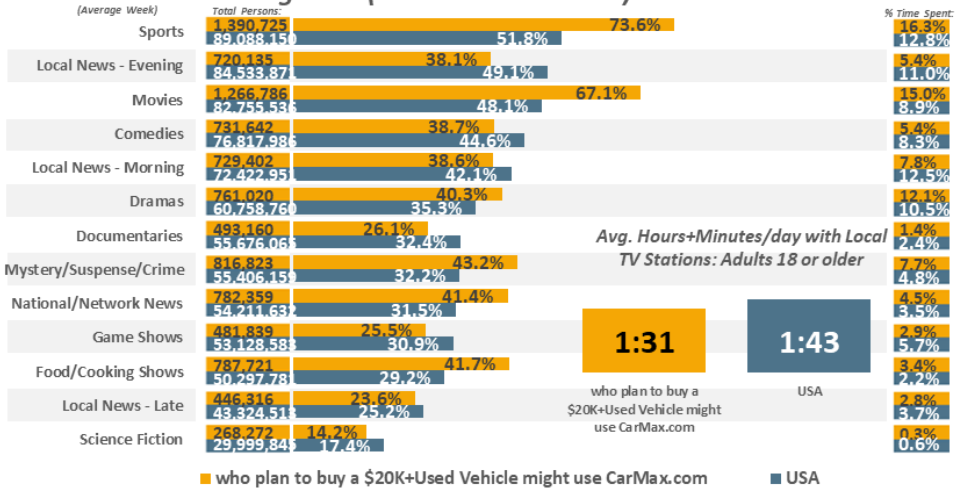
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

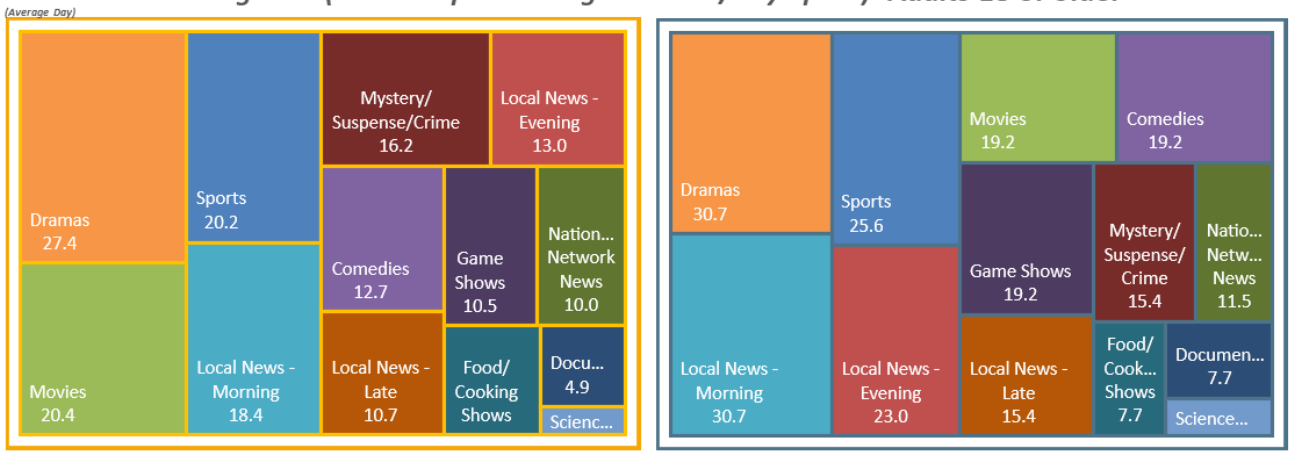
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps or websites used or visited past 30 days:Retail/Shopping: eBay

1,862,943 or 68.2% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use CarMax.com watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Mystery/Suspense/Crime, Dramas, Local News - Morning, and Local News - Evening.

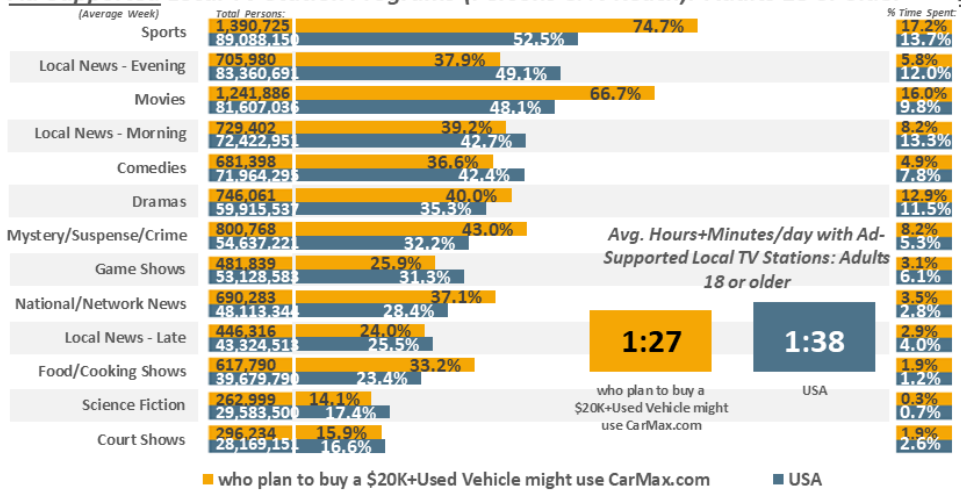
Local TV Station Programs (Persons & % Reach): Adults 18 or older



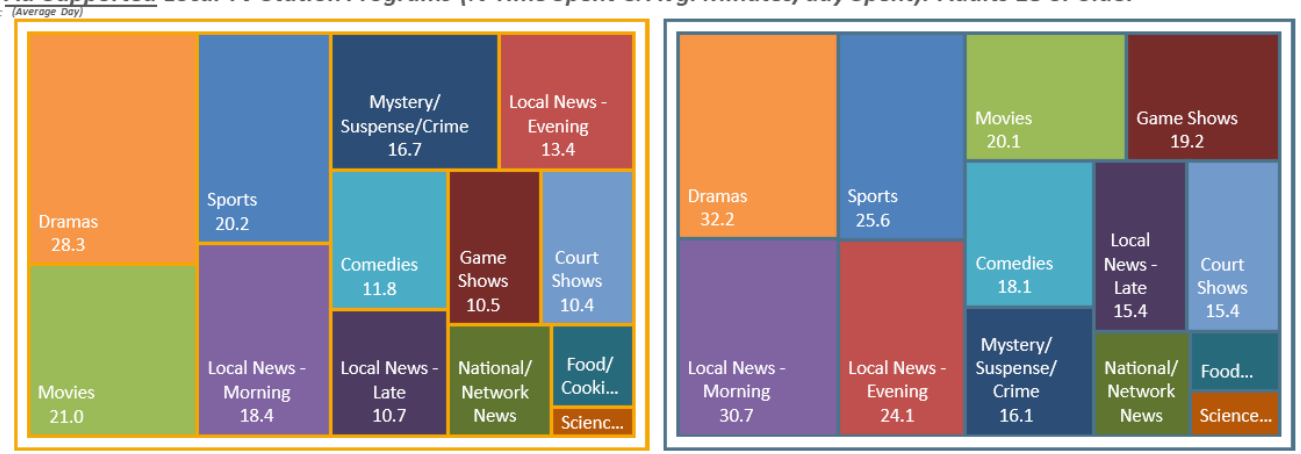
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

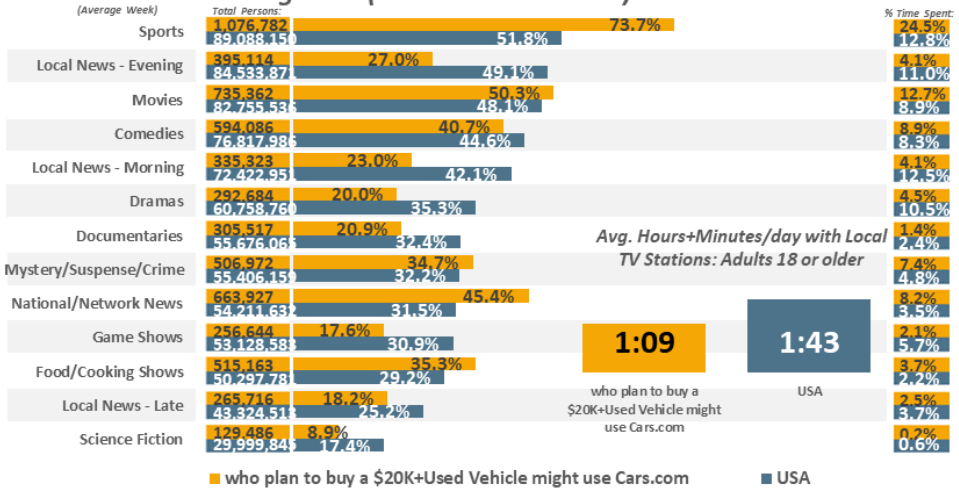
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

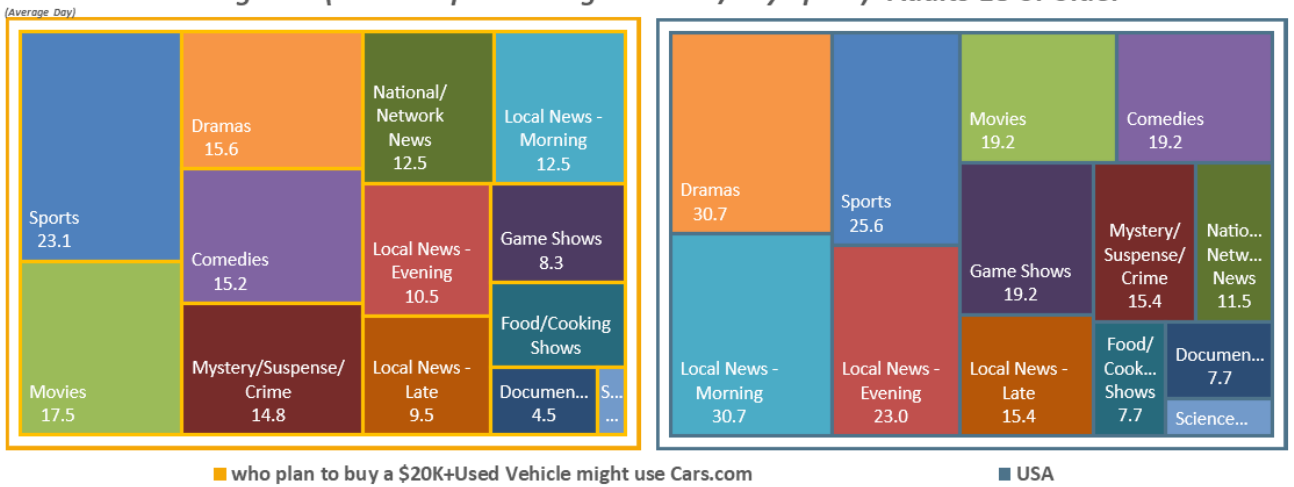
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): CarMax.com

1,442,909 or 69.8% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use Cars.com watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, National/Network News, Comedies, Mystery/Suspense/Crime, and Daytime Talk Shows.

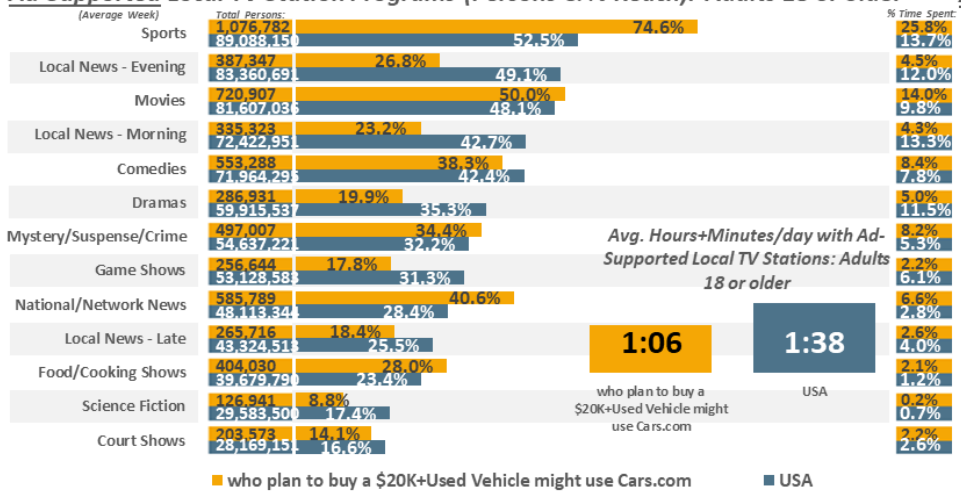
Local TV Station Programs (Persons & % Reach): Adults 18 or older



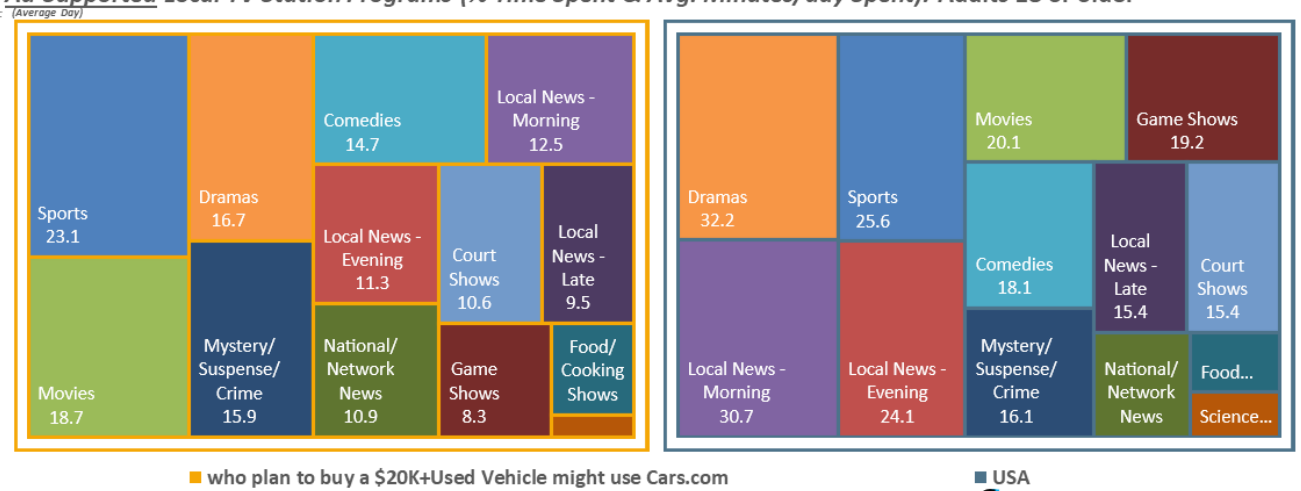
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

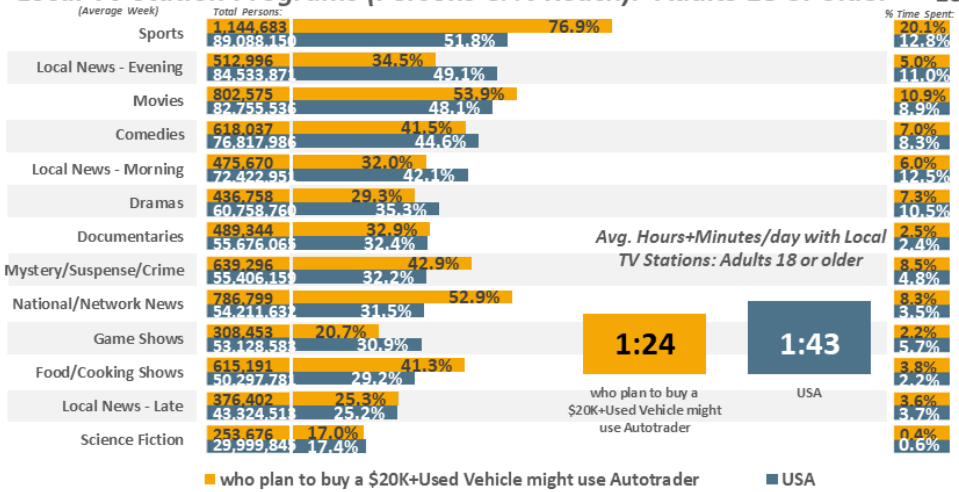
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

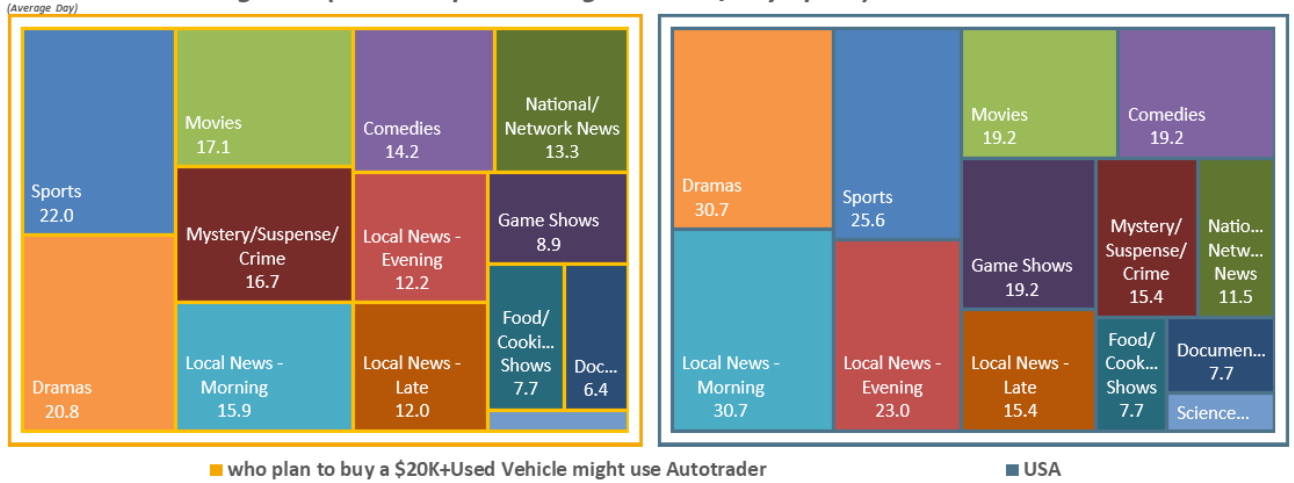
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Cars.com

1,468,199 or 74.2% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use Autotrader watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, National/Network News, Mystery/Suspense/Crime, Comedies, and Local News - Evenin

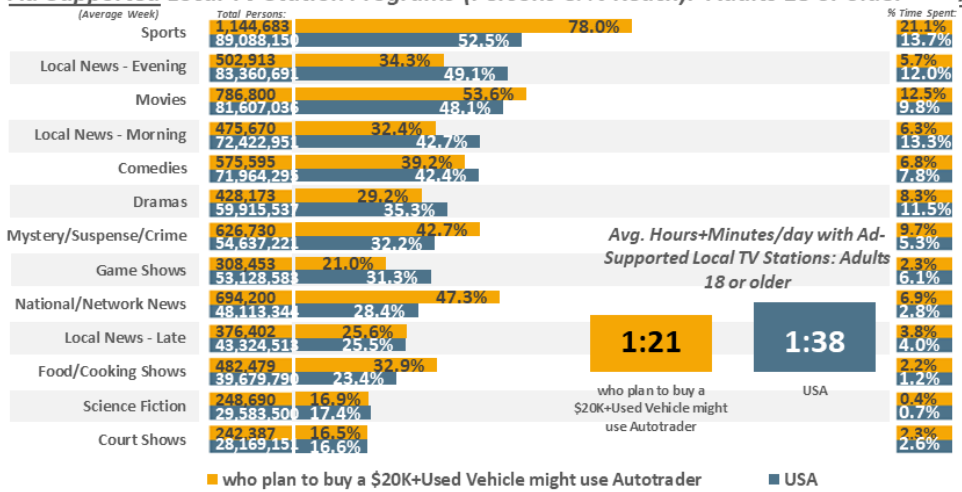
Local TV Station Programs (Persons & % Reach): Adults 18 or older



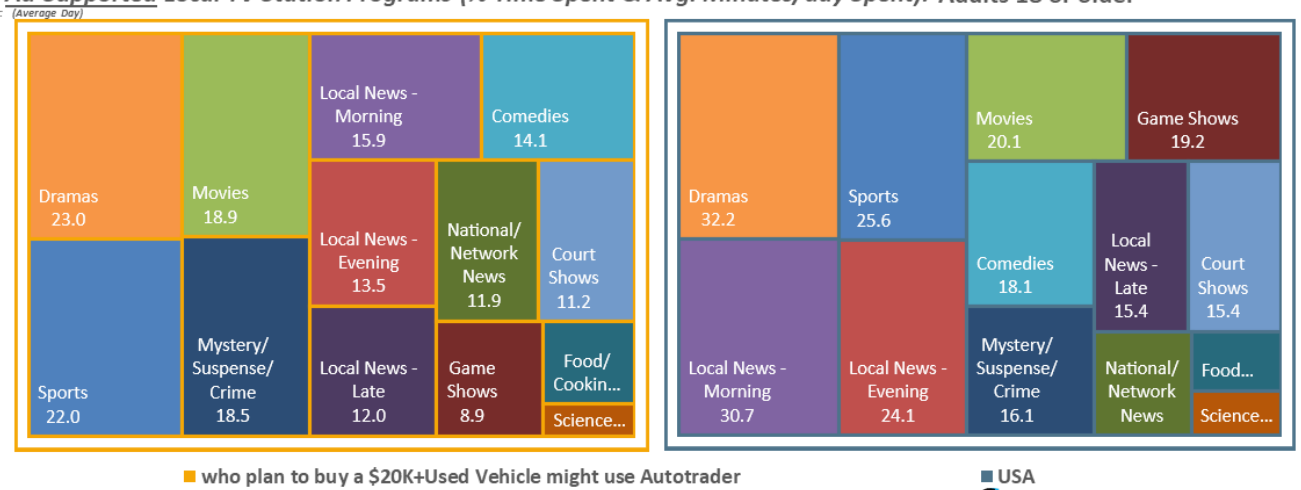
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

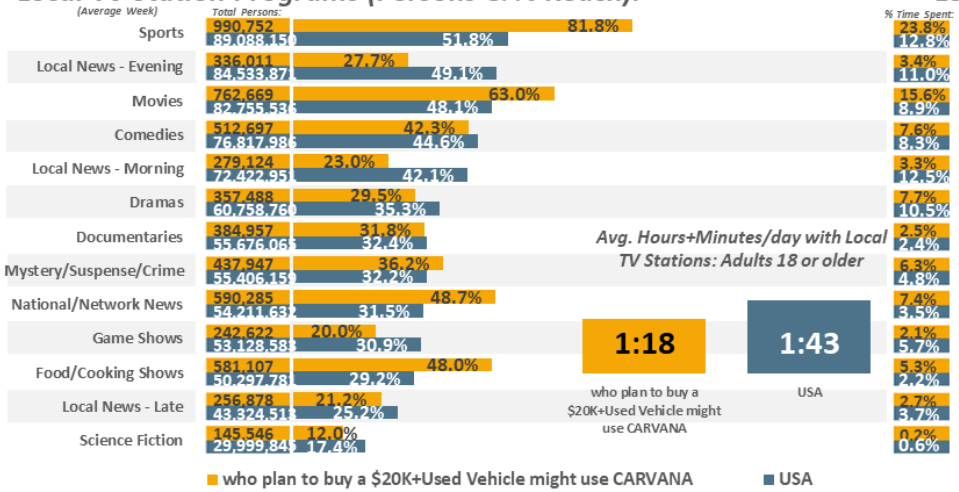
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

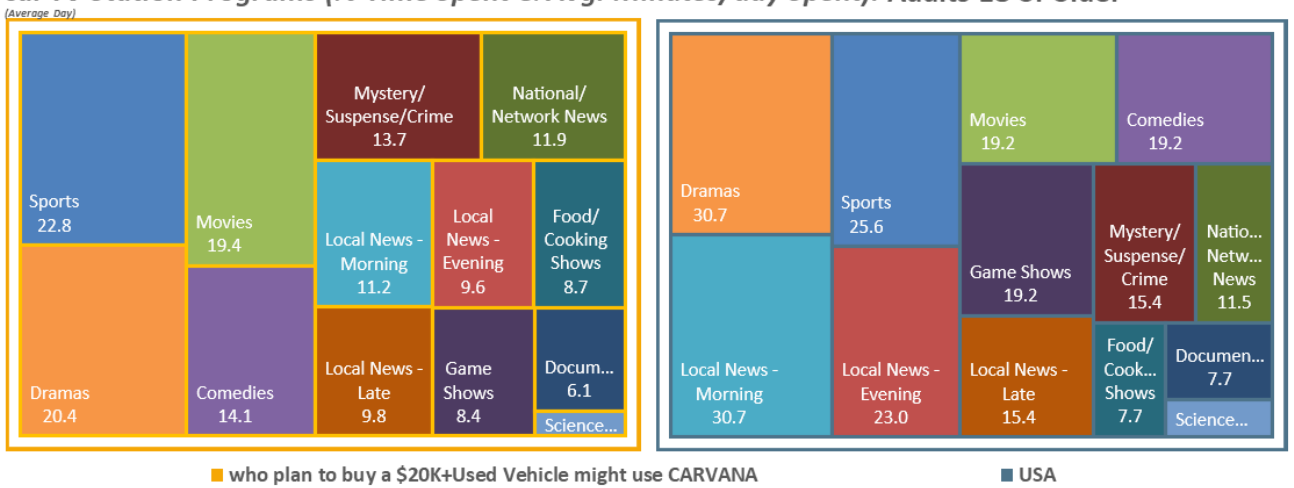
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Autotrader

1,189,268 or 65.8% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use CARVANA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, National/Network News, Comedies, Food/Cooking Shows, and Mystery/Suspense/Crime.

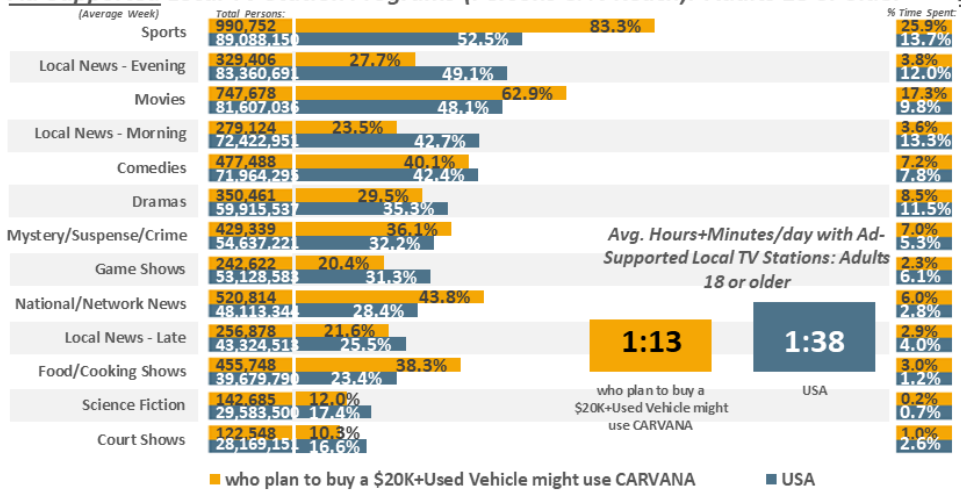
Local TV Station Programs (Persons & % Reach): Adults 18 or older



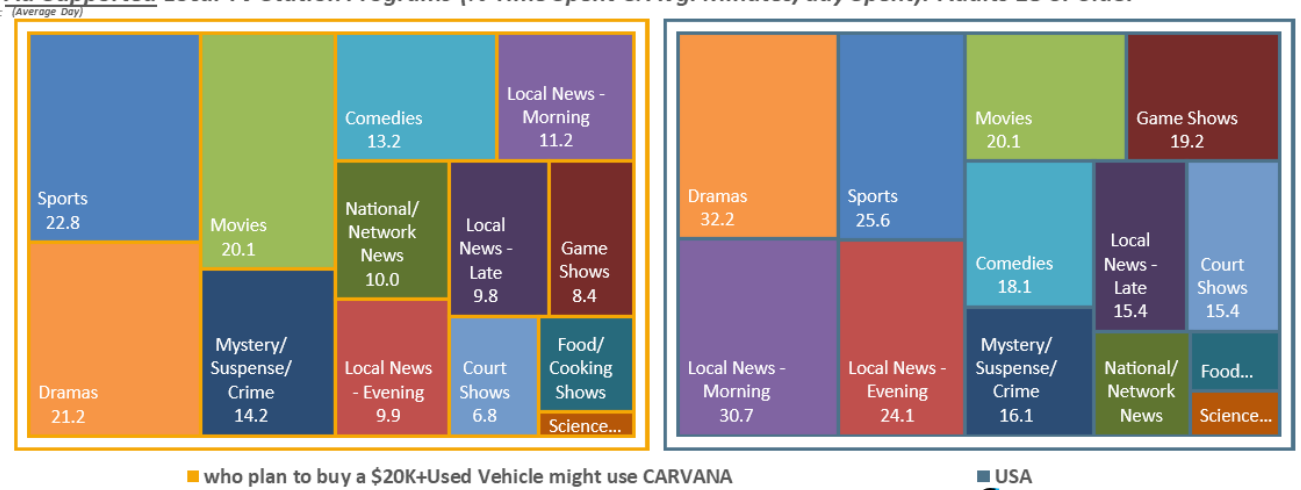
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

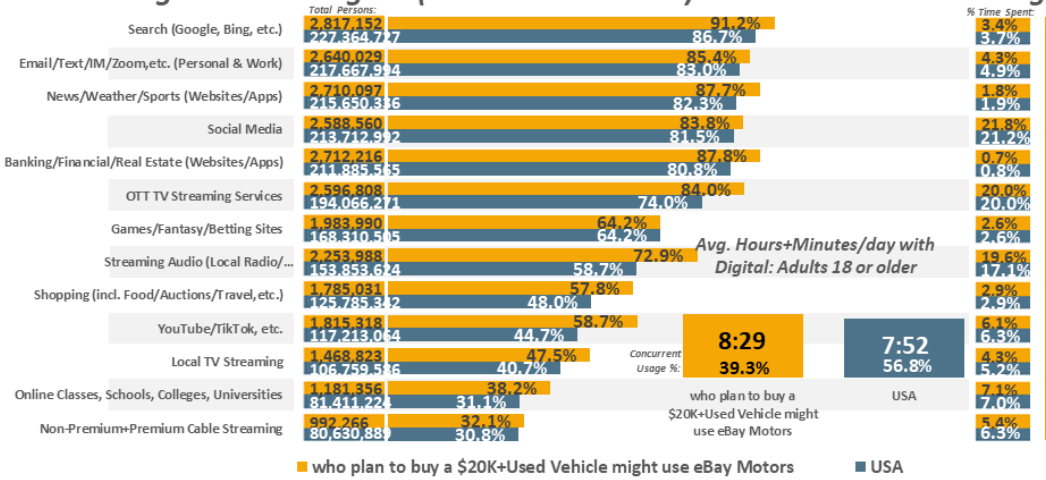
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

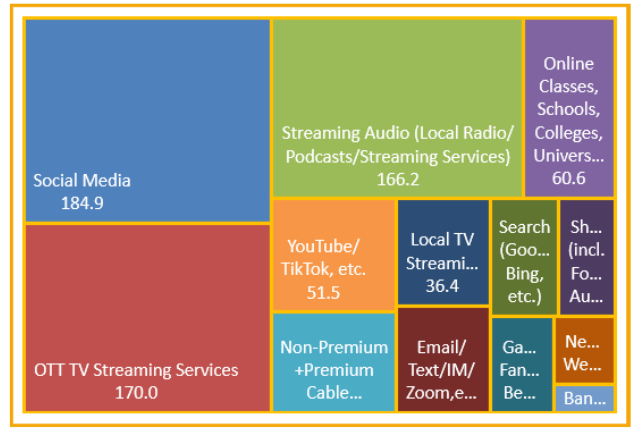
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Carvana

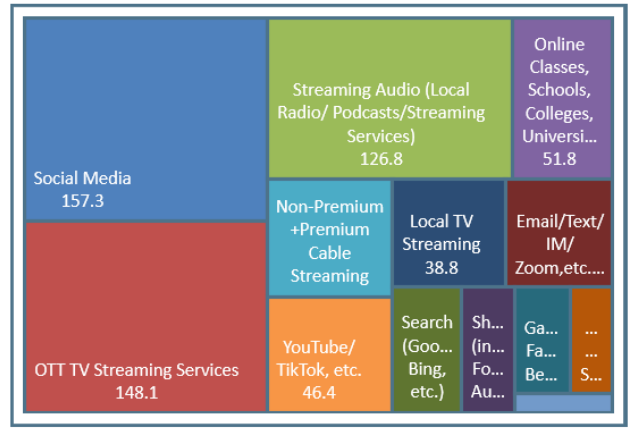
2,196,616 or 71.1% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use eBay Motors use Ad-Supported Social Media for an average of 170.1 minutes every day representing 27.1% of all time spent daily with Ad-Supported Digital Media.

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

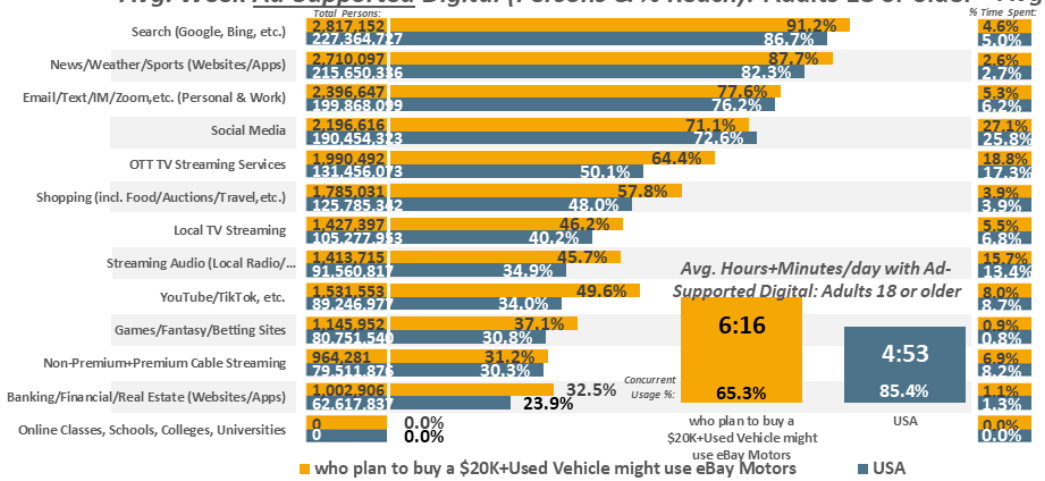


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

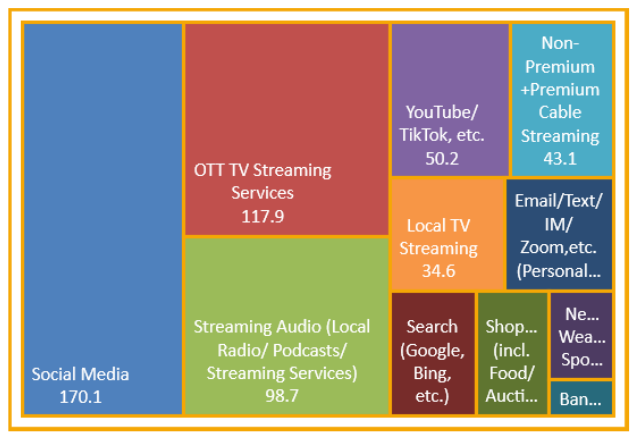


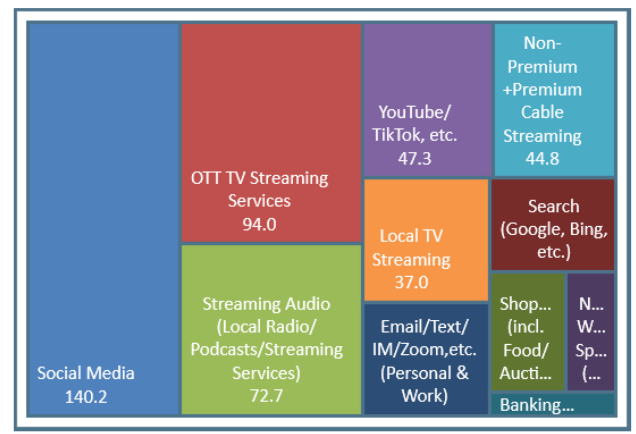


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

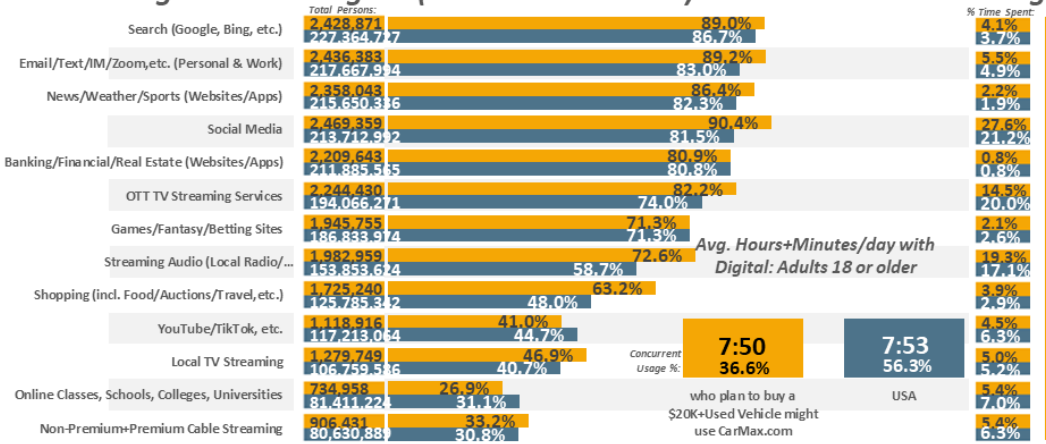
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

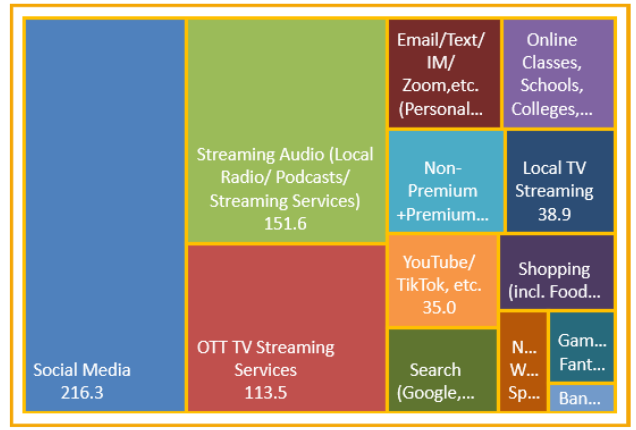
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps or websites used or visited past 30 days:Retail/Shopping: eBay

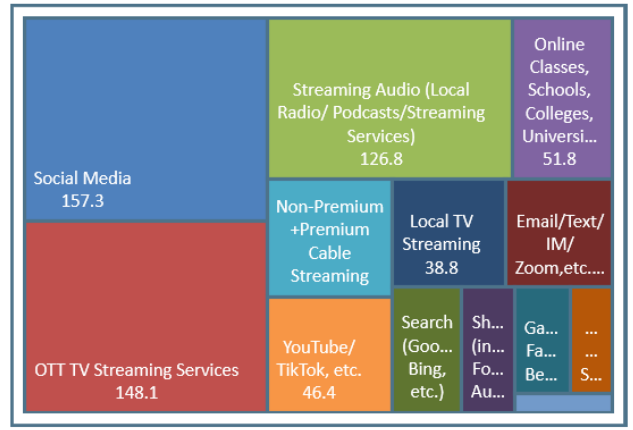
2,318,267 or 84.9% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use CarMax.com use Ad-Supported Social Media for an average of 199. minutes every day representing 32.% of all time spent daily with Ad-Supported Digital Media.

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



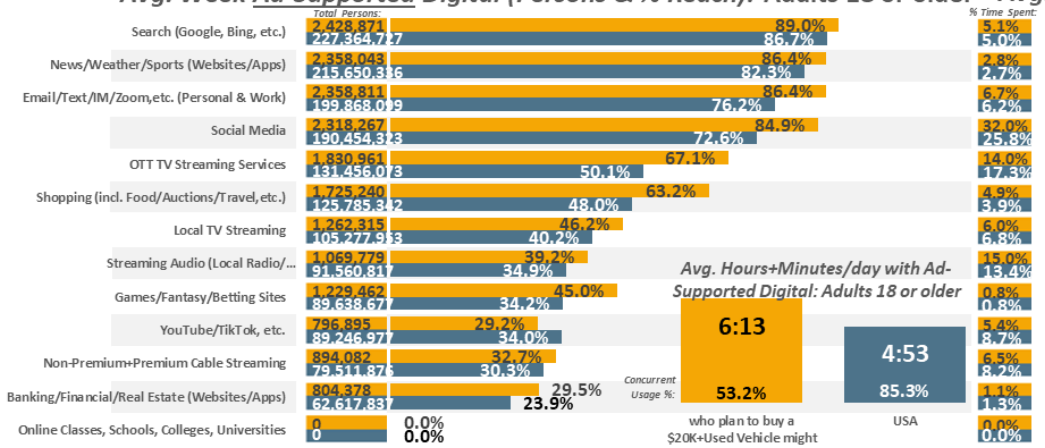
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



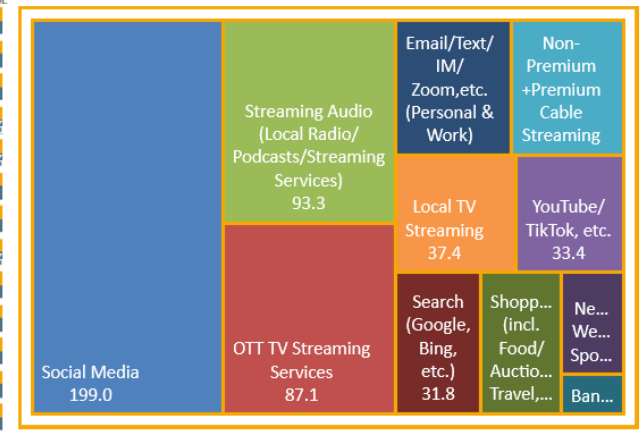


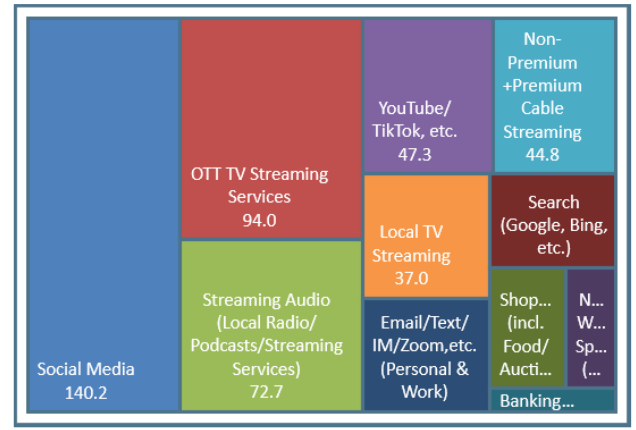
who plan to buy a $20K+Used Vehicle might use CarMax.com ■ USA

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





who plan to buy a $20K+Used Vehicle might use CarMax.com ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

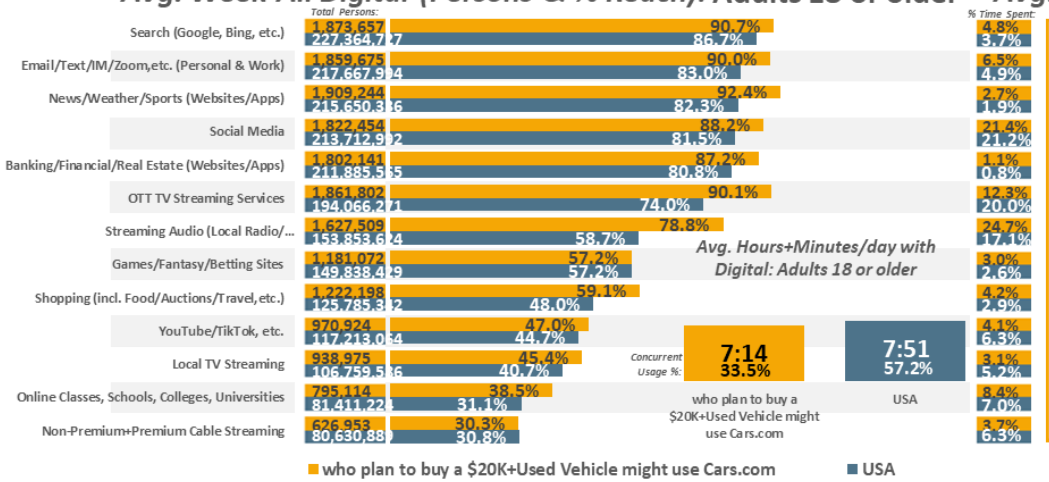
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

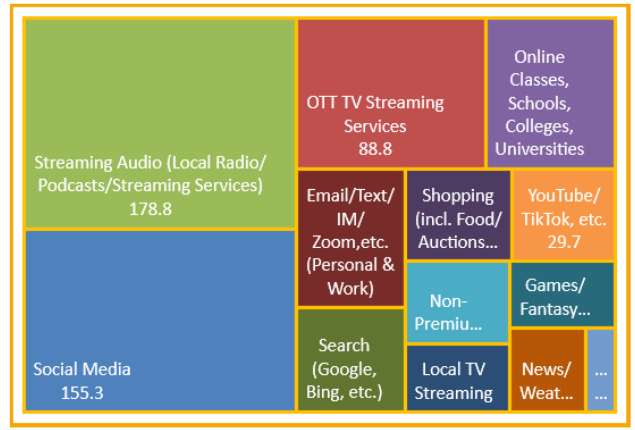
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): CarMax.com

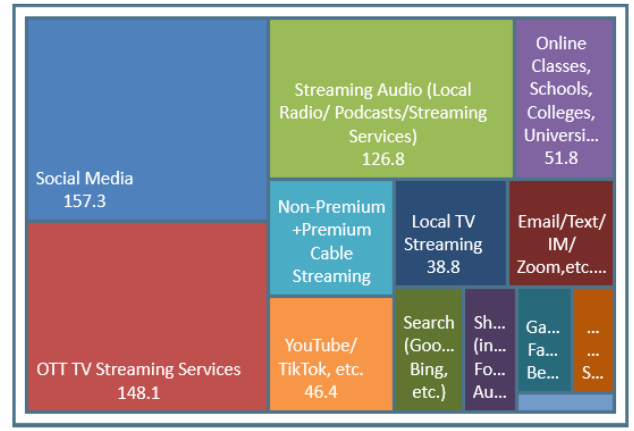
1,589,908 or 76.9% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use Cars.com use Ad-Supported Social Media for an average of 142.9 minutes every day representing 26.7% of all time spent daily with Ad-Supported Digital Media.

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

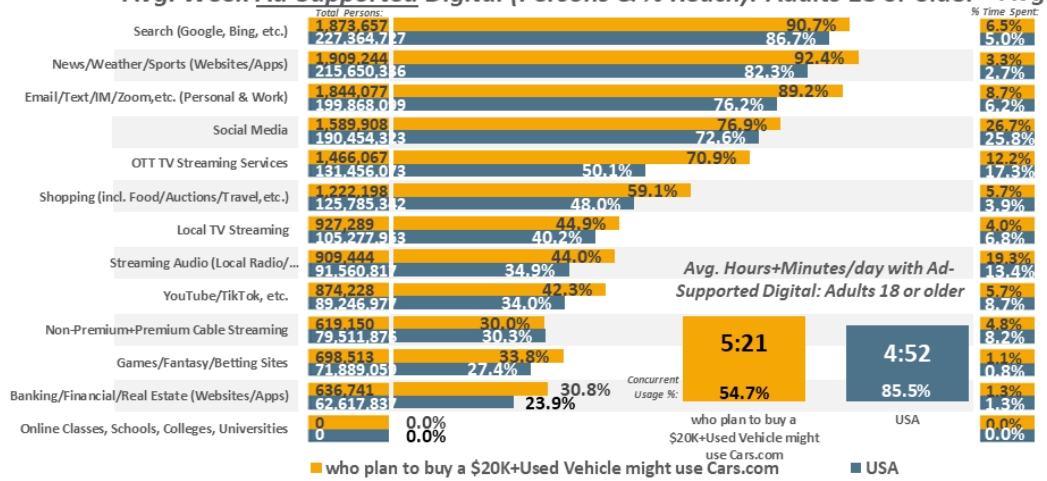


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

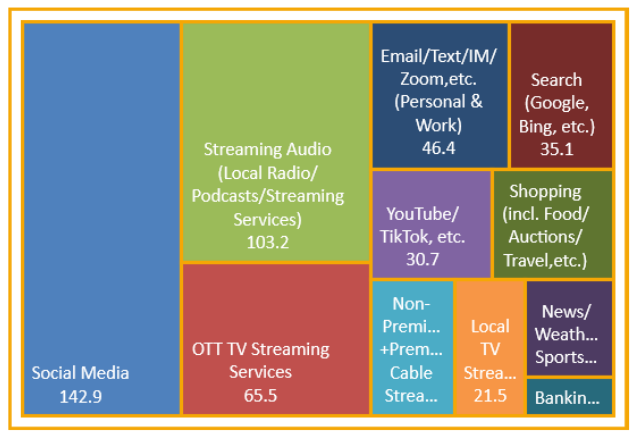


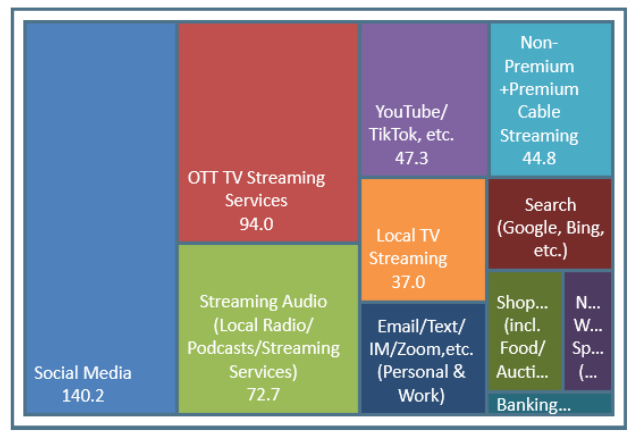


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

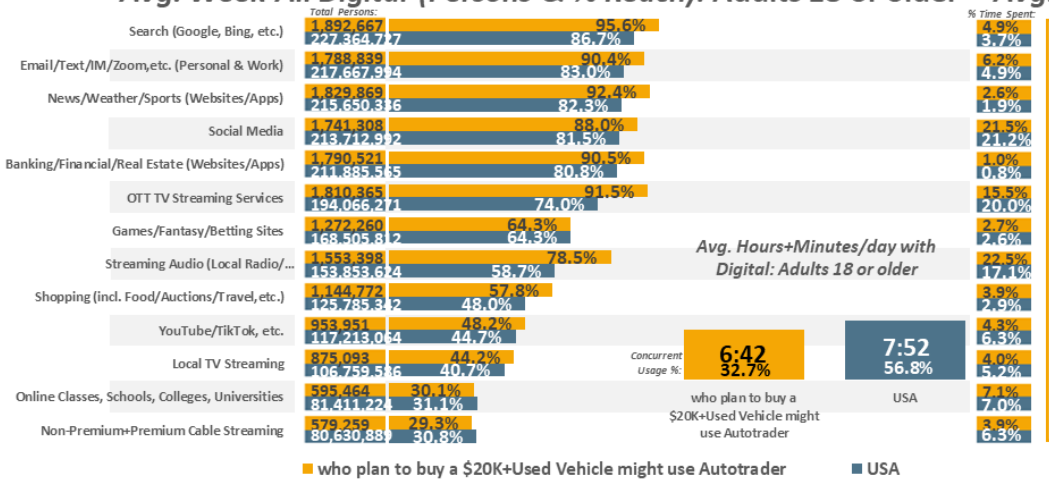
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

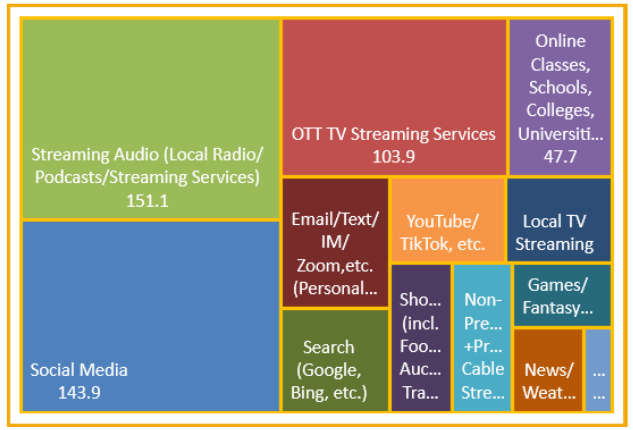
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Cars.com

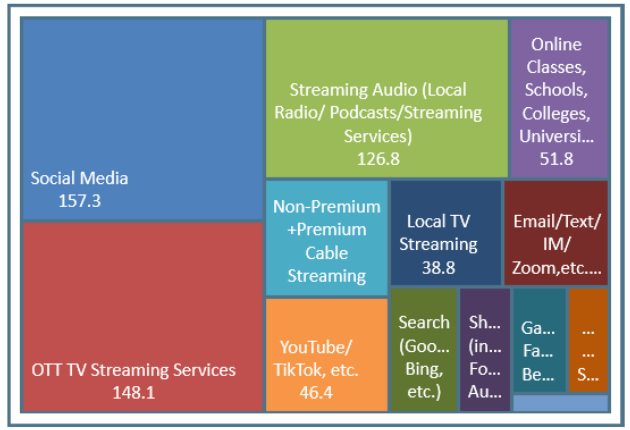
1,578,563 or 79.7% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use Autotrader use Ad-Supported Social Media for an average of 132.4 minutes every day representing 26.2% of all time spent daily with Ad-Supported Digital Media.

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



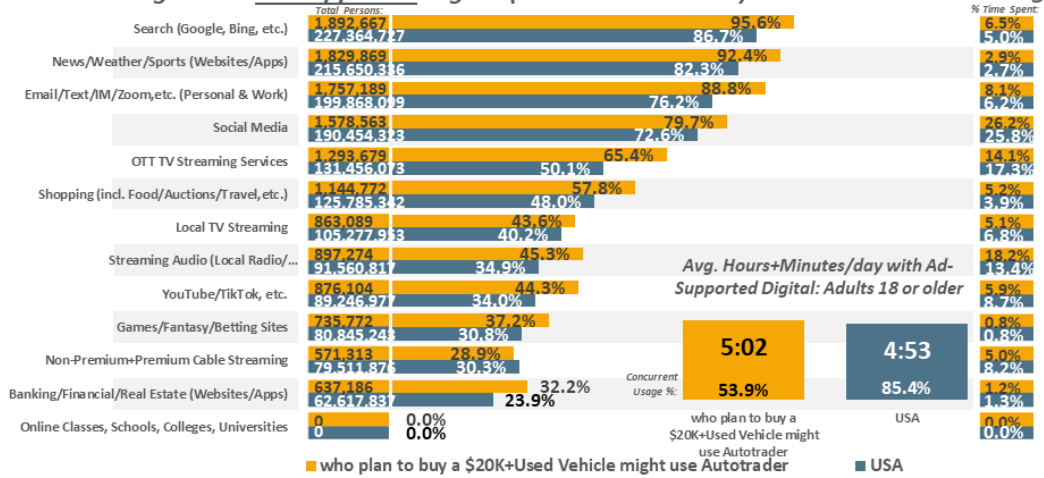
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



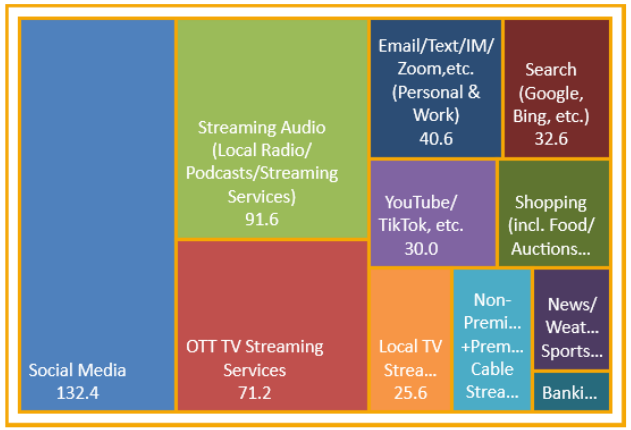


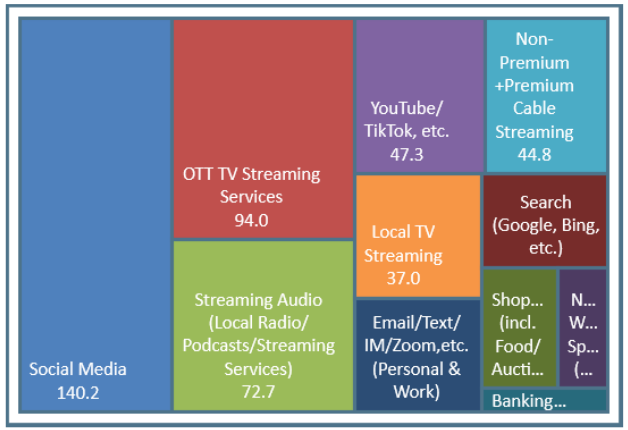
■ who plan to buy a $20K+Used Vehicle might use Autotrader ■ USA

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





■ who plan to buy a $20K+Used Vehicle might use Autotrader ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

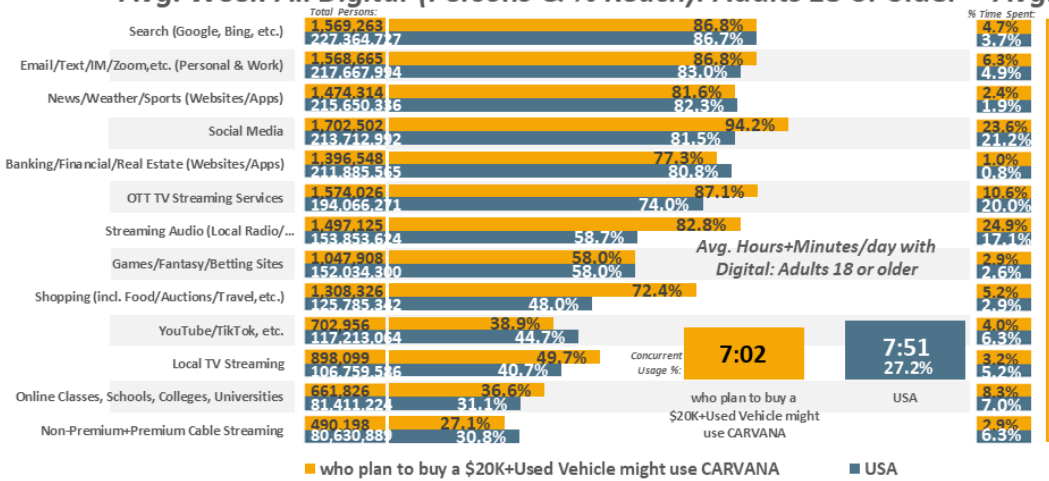
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

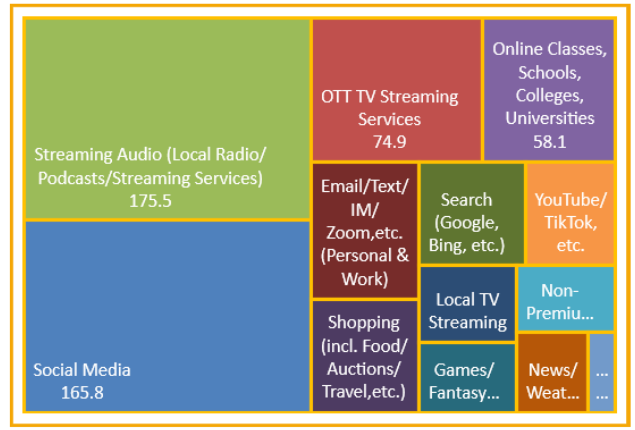
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Autotrader

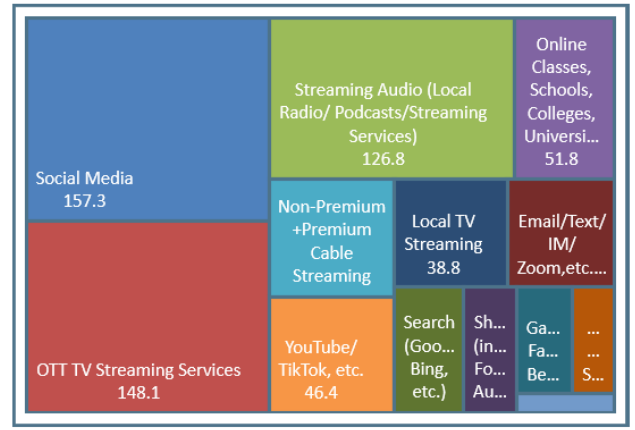
1,584,288 or 87.7% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use CARVANA use Ad-Supported Social Media for an average of 154.3 minutes every day representing 28.4% of all time spent daily with Ad-Supported Digital Media.

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

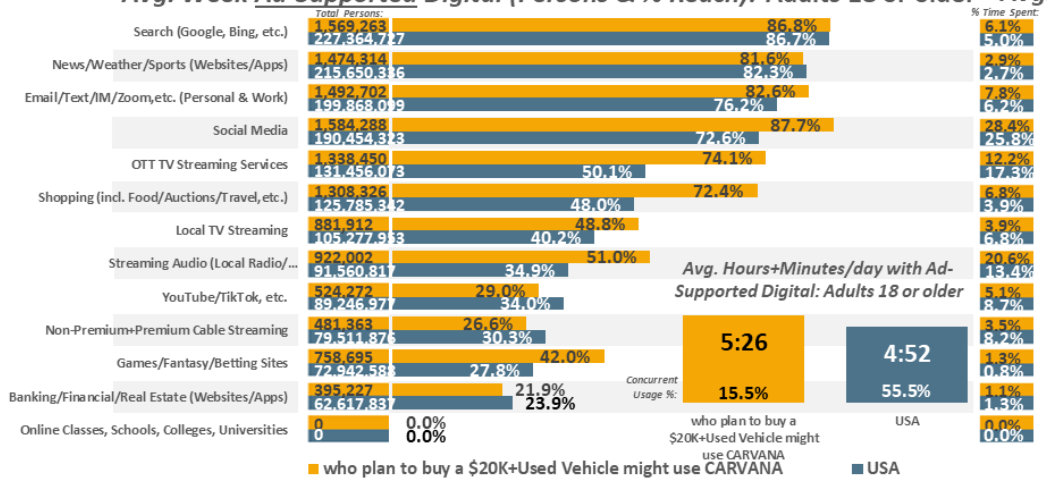


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

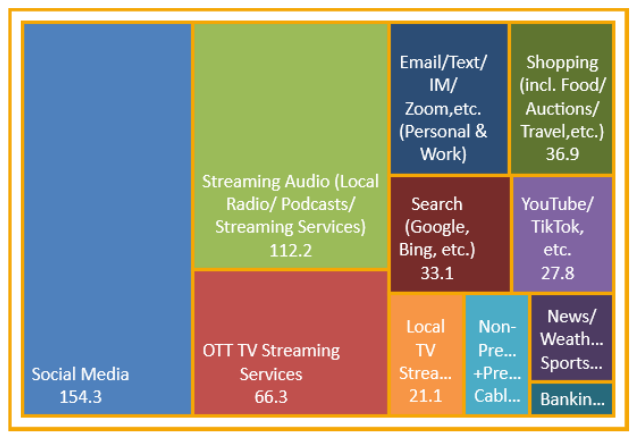


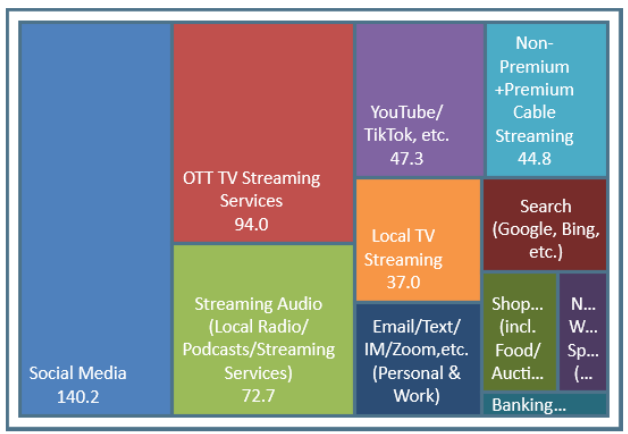


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

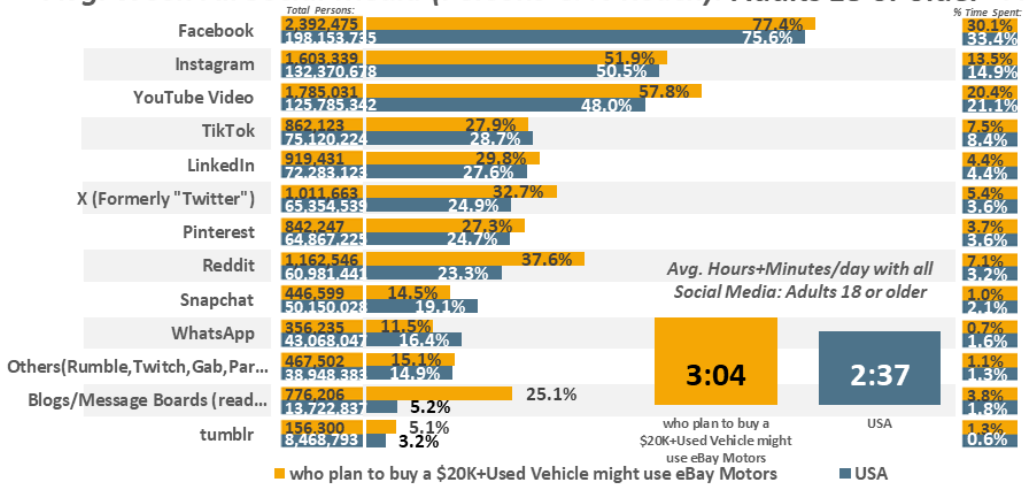
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

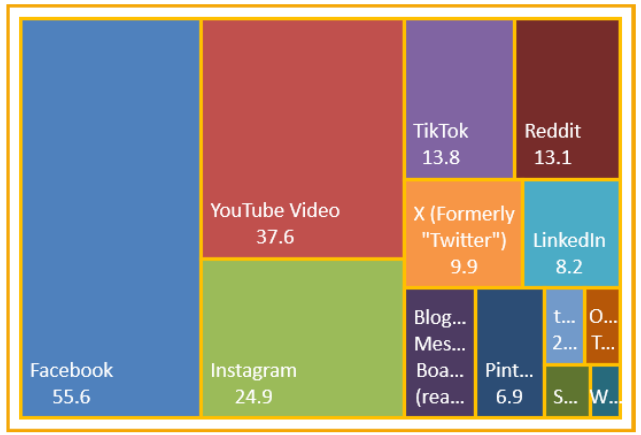
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Carvana

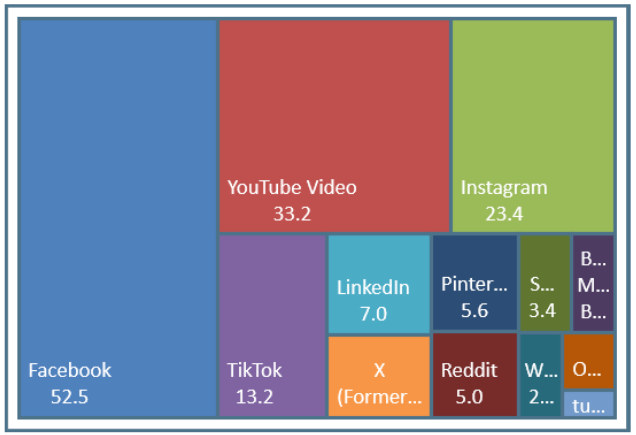
2,196,616 or 71.1% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use eBay Motors use Ad-Supported Facebook for an average of 48.4 minutes every day representing 30.9% of all time spent daily with Ad-Supported Social Media.

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

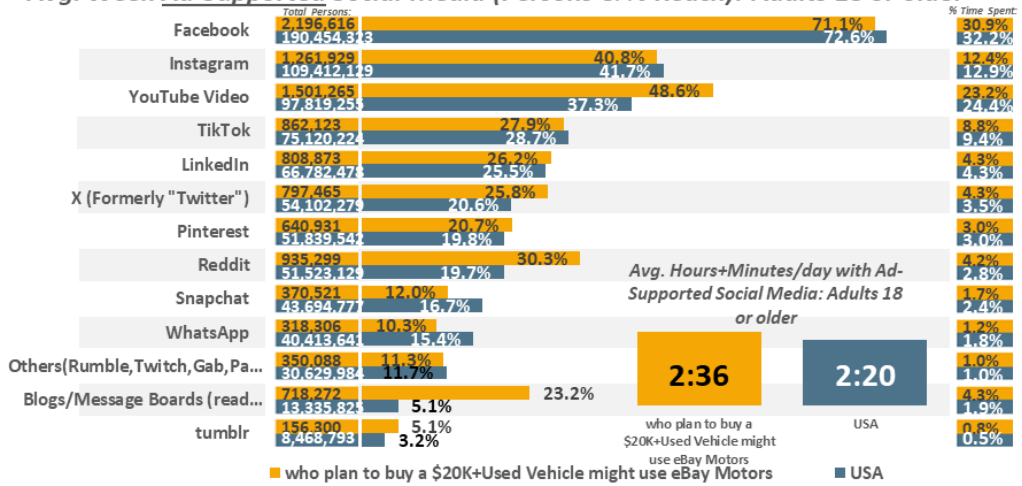


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

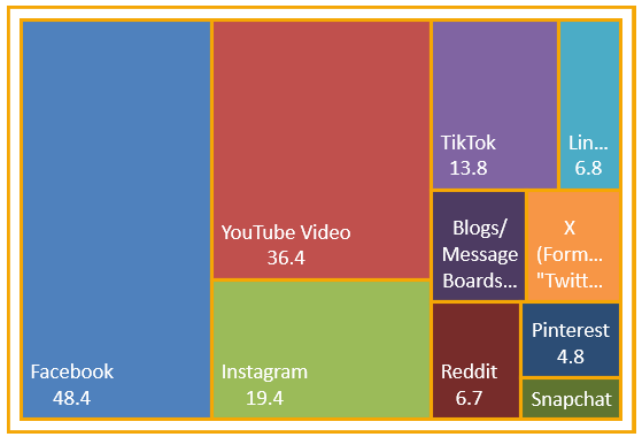


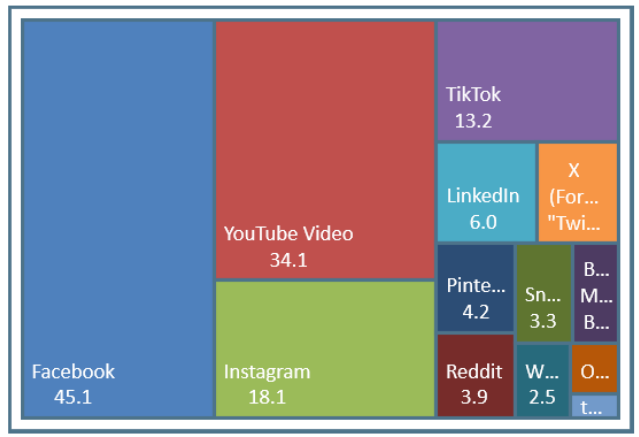


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

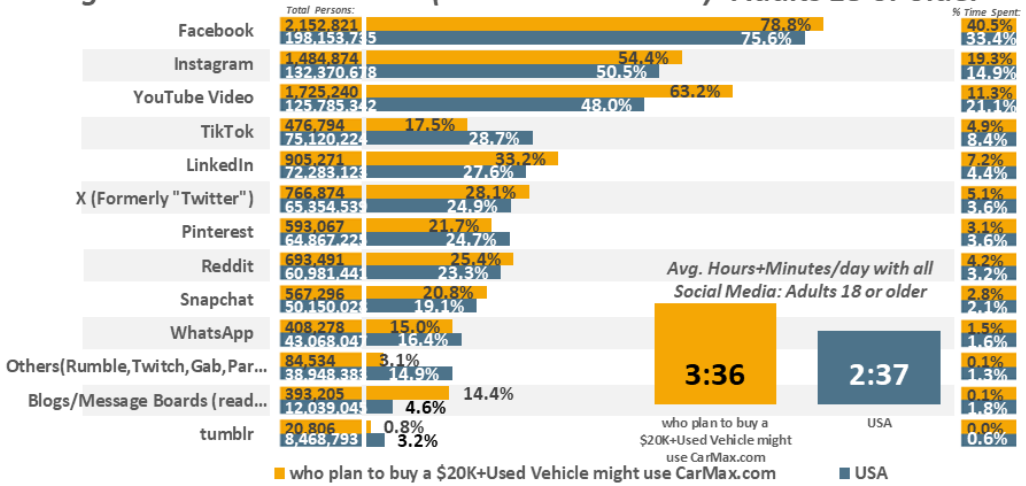
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

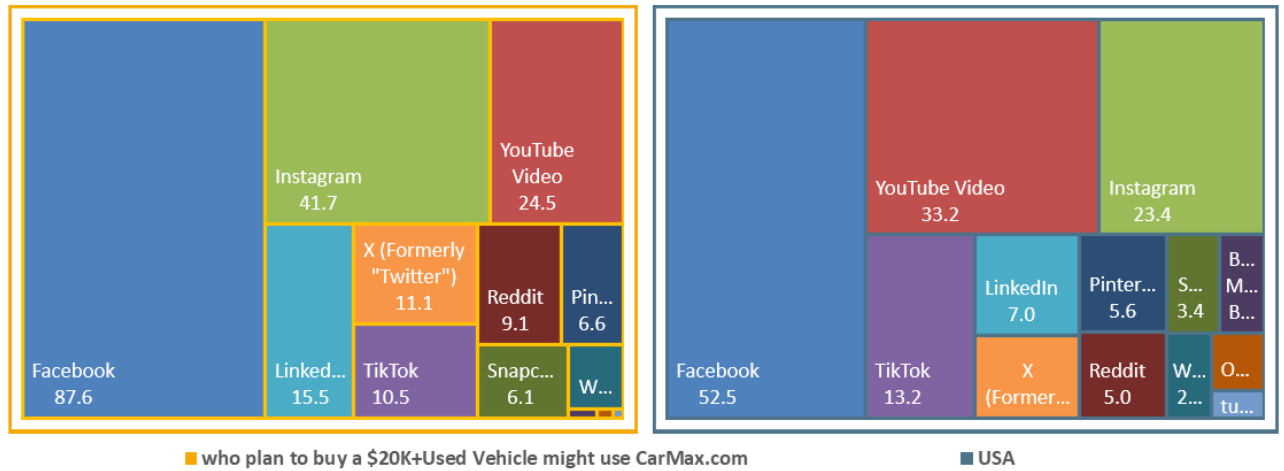
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps or websites used or visited past 30 days:Retail/Shopping: eBay

2,152,821 or 78.8% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use CarMax.com use Ad-Supported Facebook for an average of 85.6 minutes every day representing 42.1% of all time spent daily with Ad-Supported Social Media.

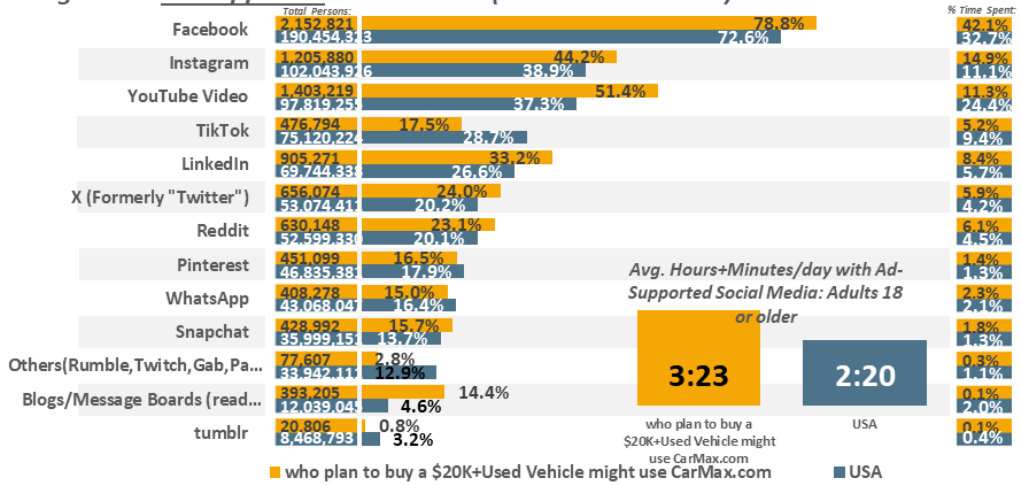
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



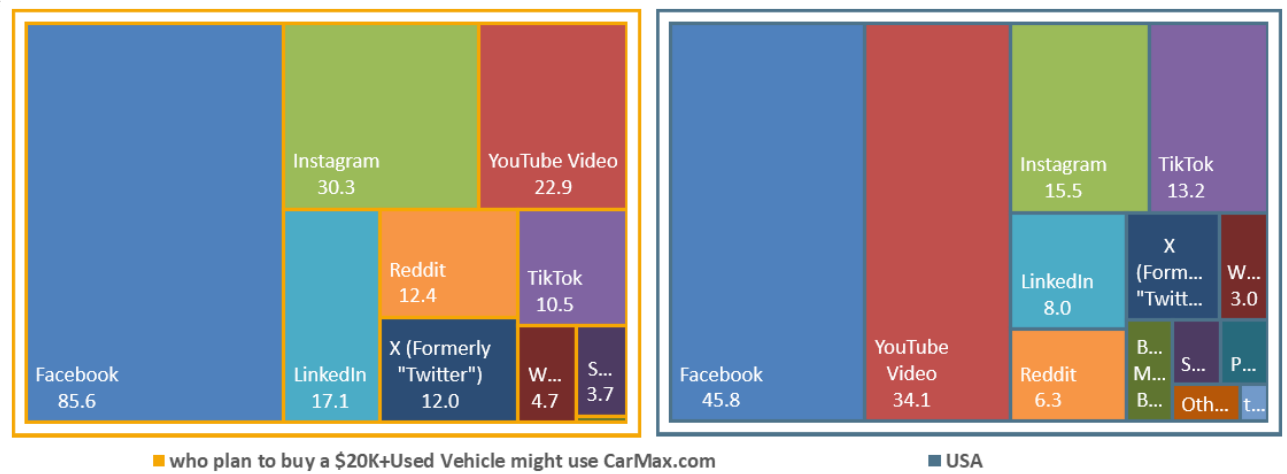
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

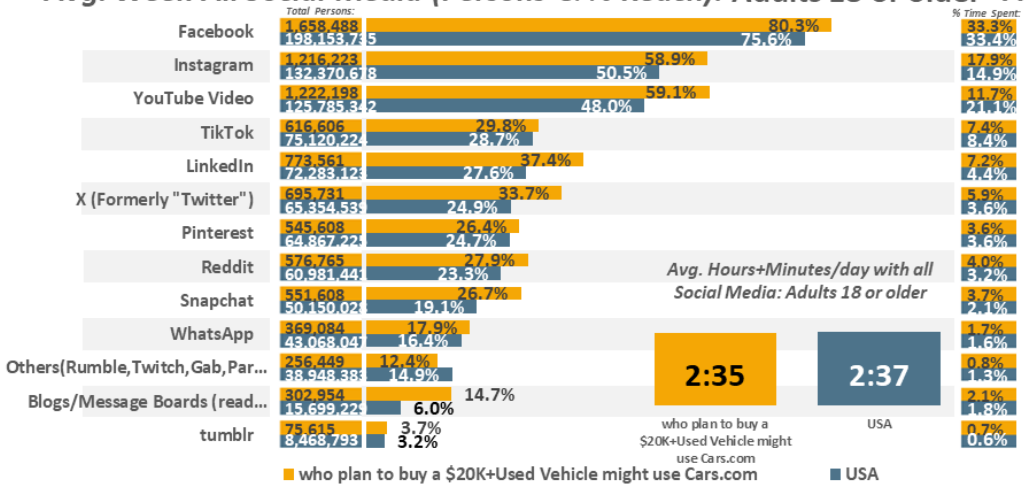
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

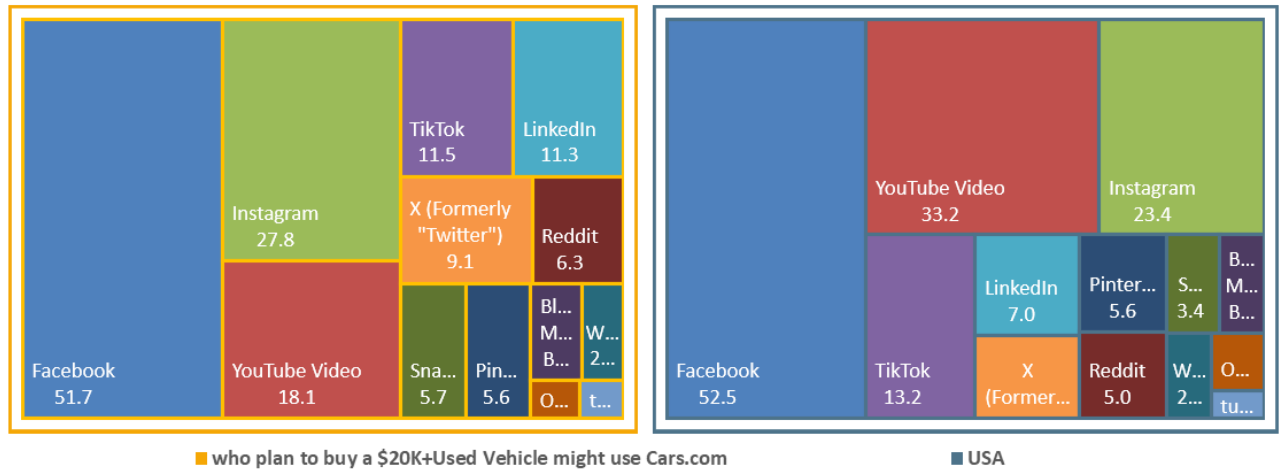
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): CarMax.com

1,589,908 or 76.9% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use Cars.com use Ad-Supported Facebook for an average of 46.9 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

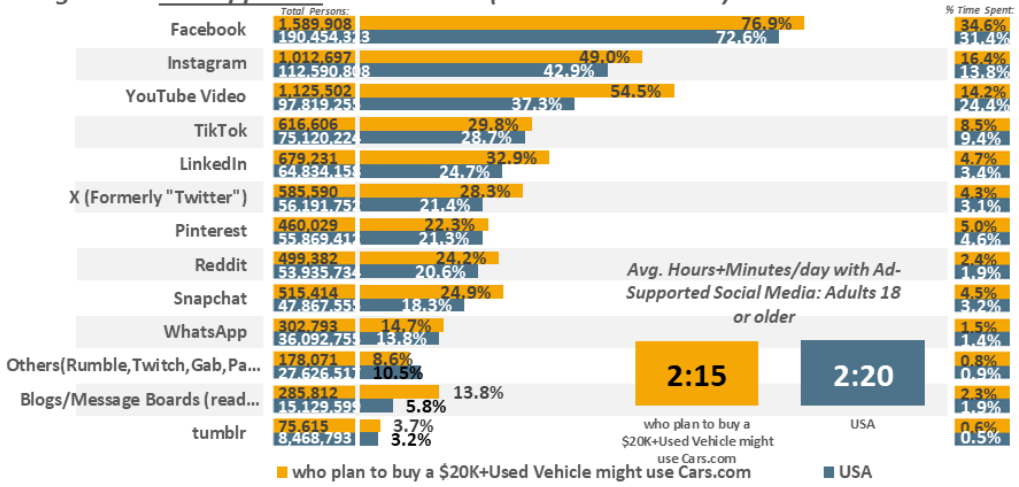
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



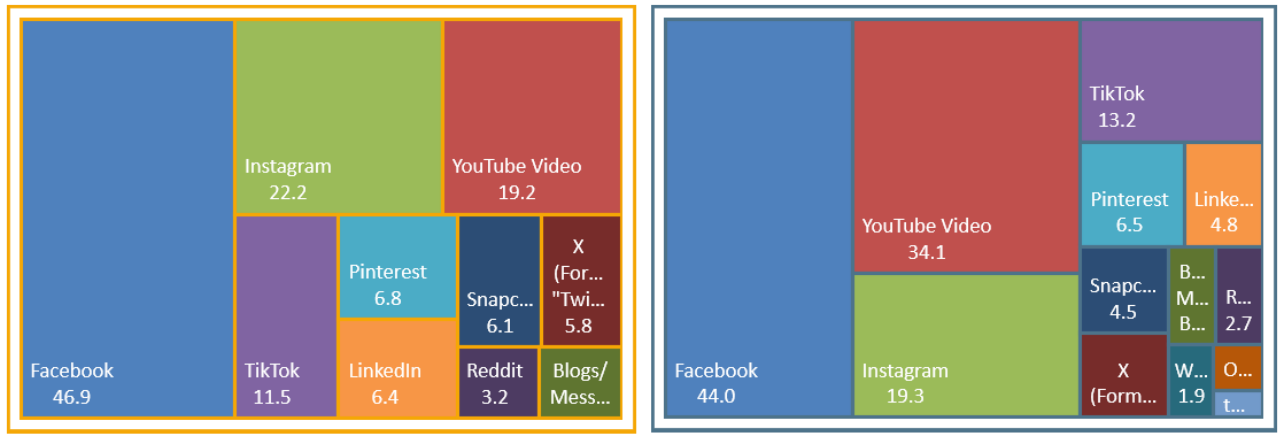
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

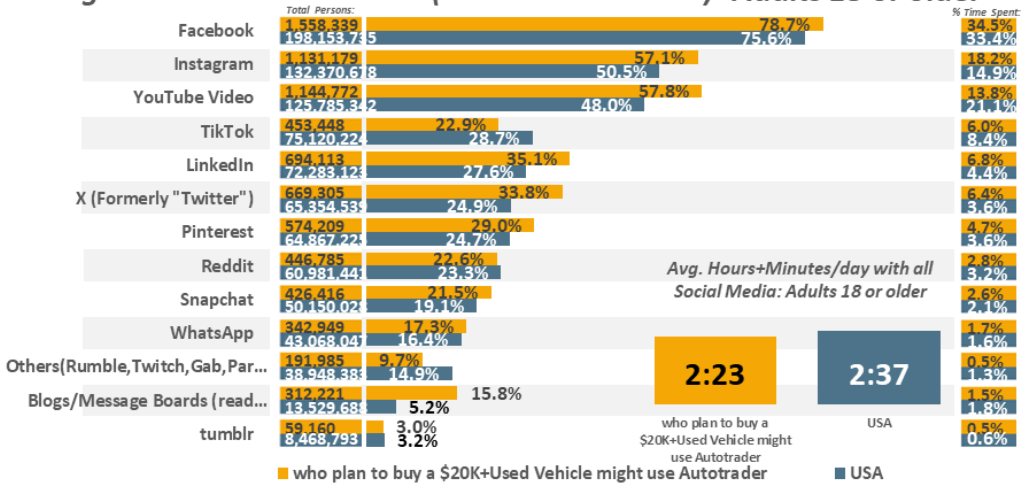
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

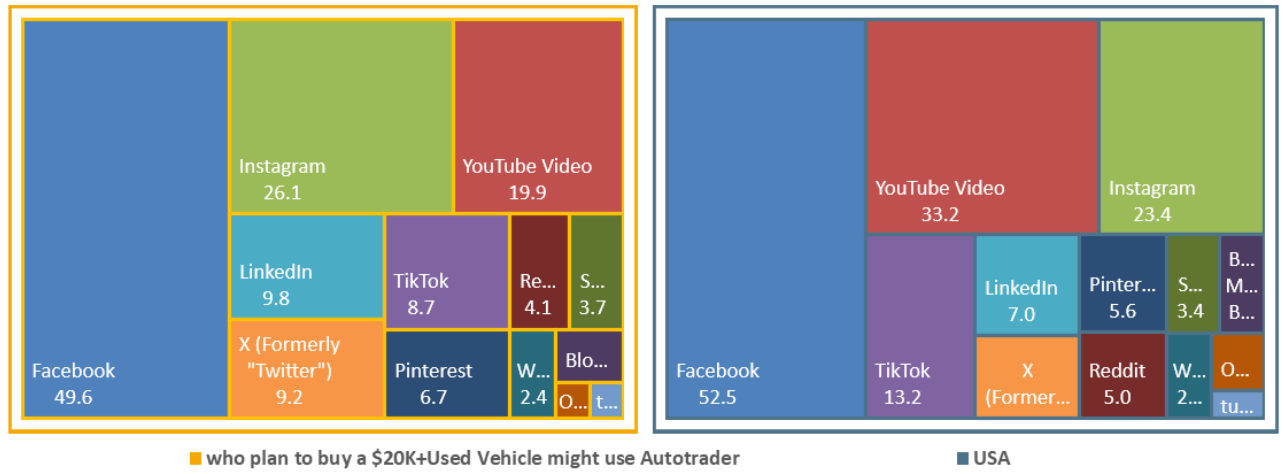
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Cars.com

1,558,339 or 78.7% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use Autotrader use Ad-Supported Facebook for an average of 47.1 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

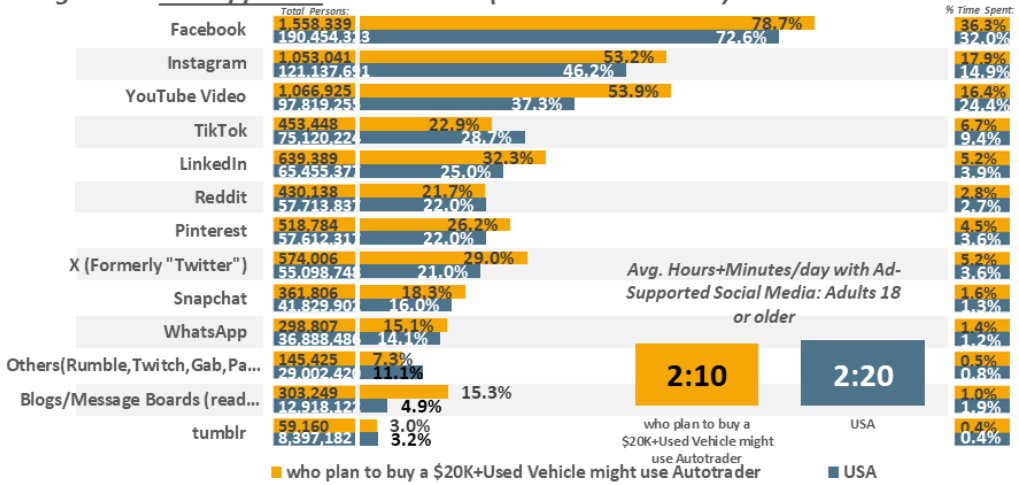
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



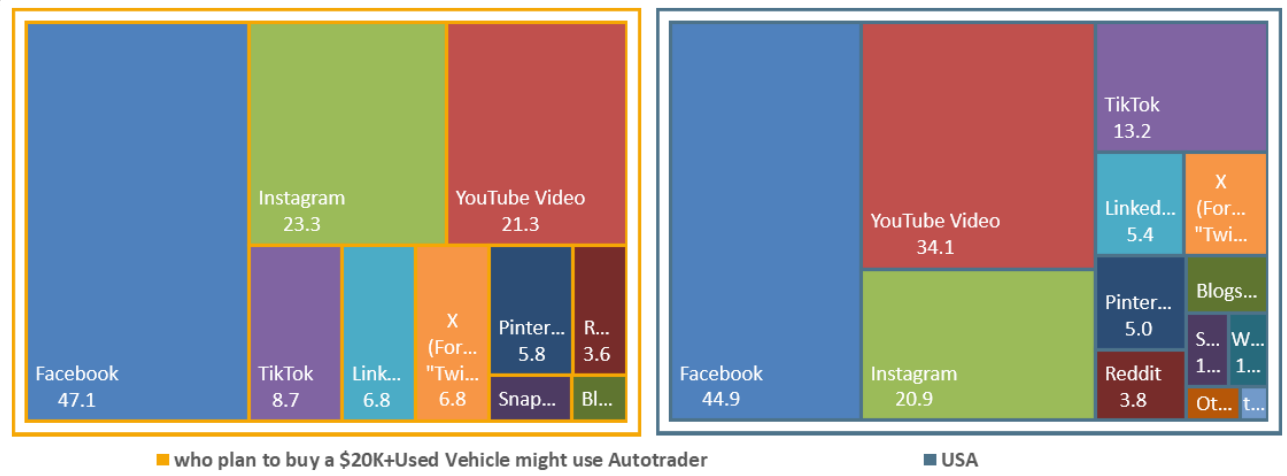
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

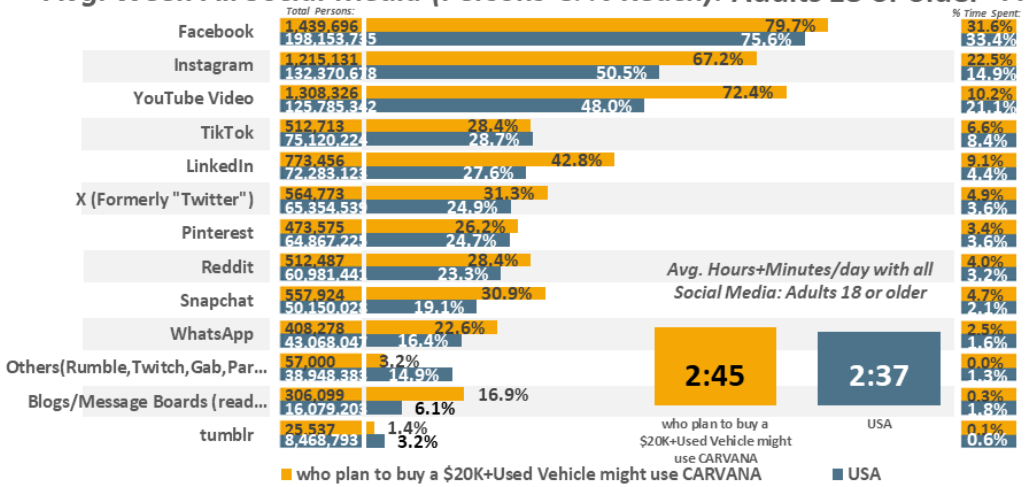
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

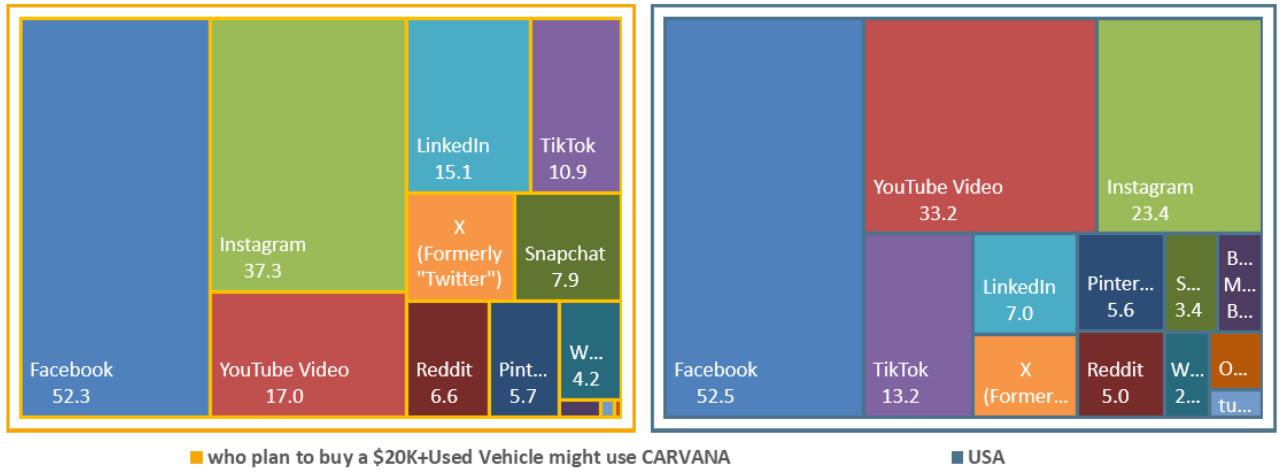
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Autotrader

1,439,696 or 79.7% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use CARVANA use Ad-Supported Facebook for an average of 61.2 minutes every day representing 39.6% of all time spent daily with Ad-Supported Social Media.

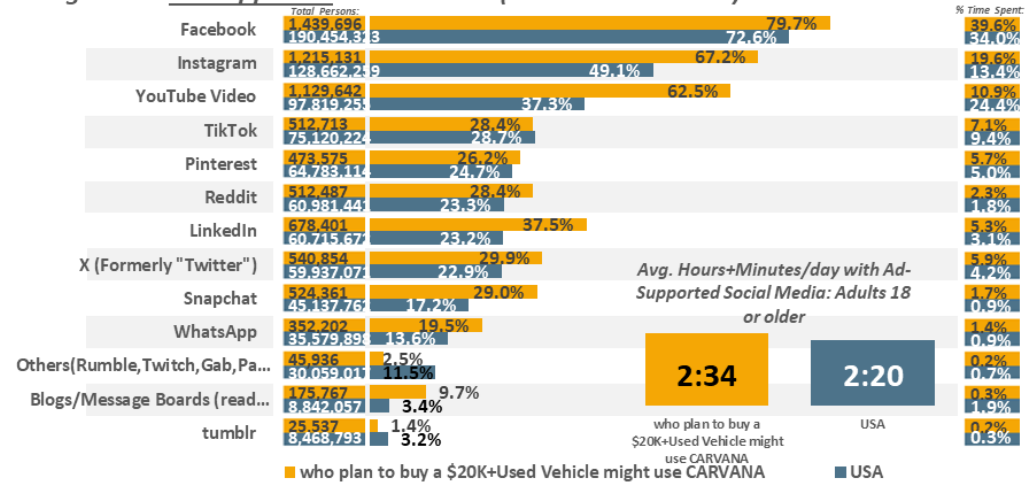
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



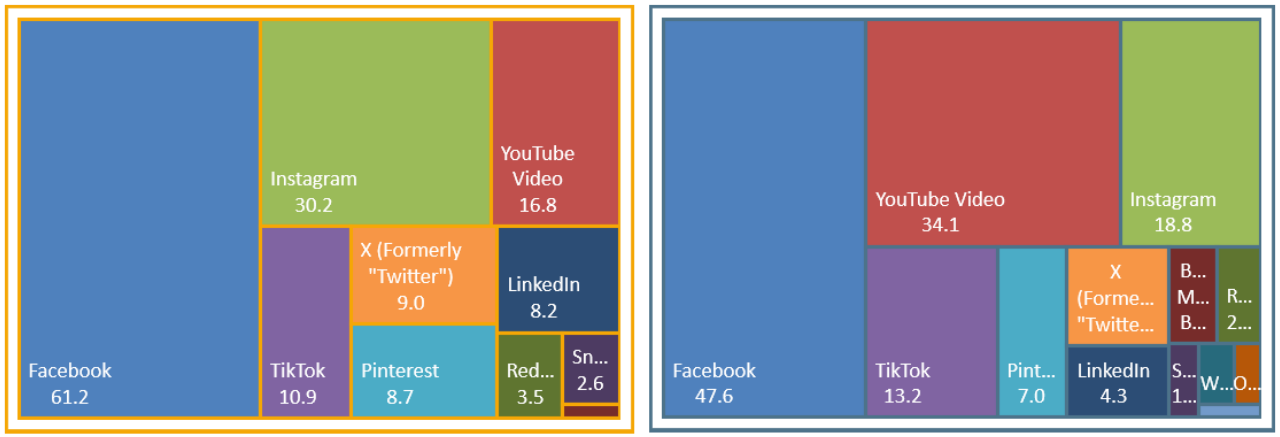
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 932

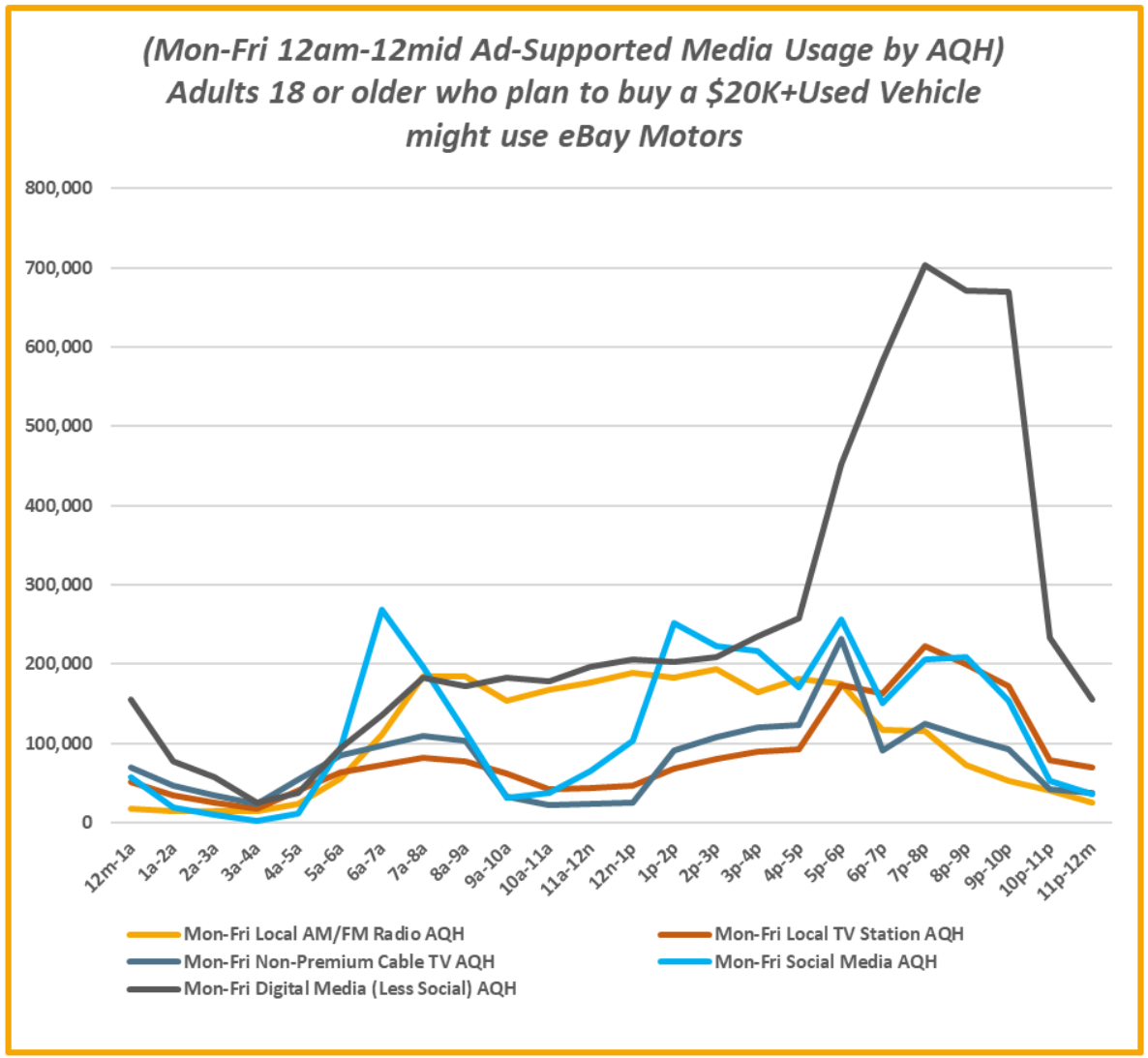
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

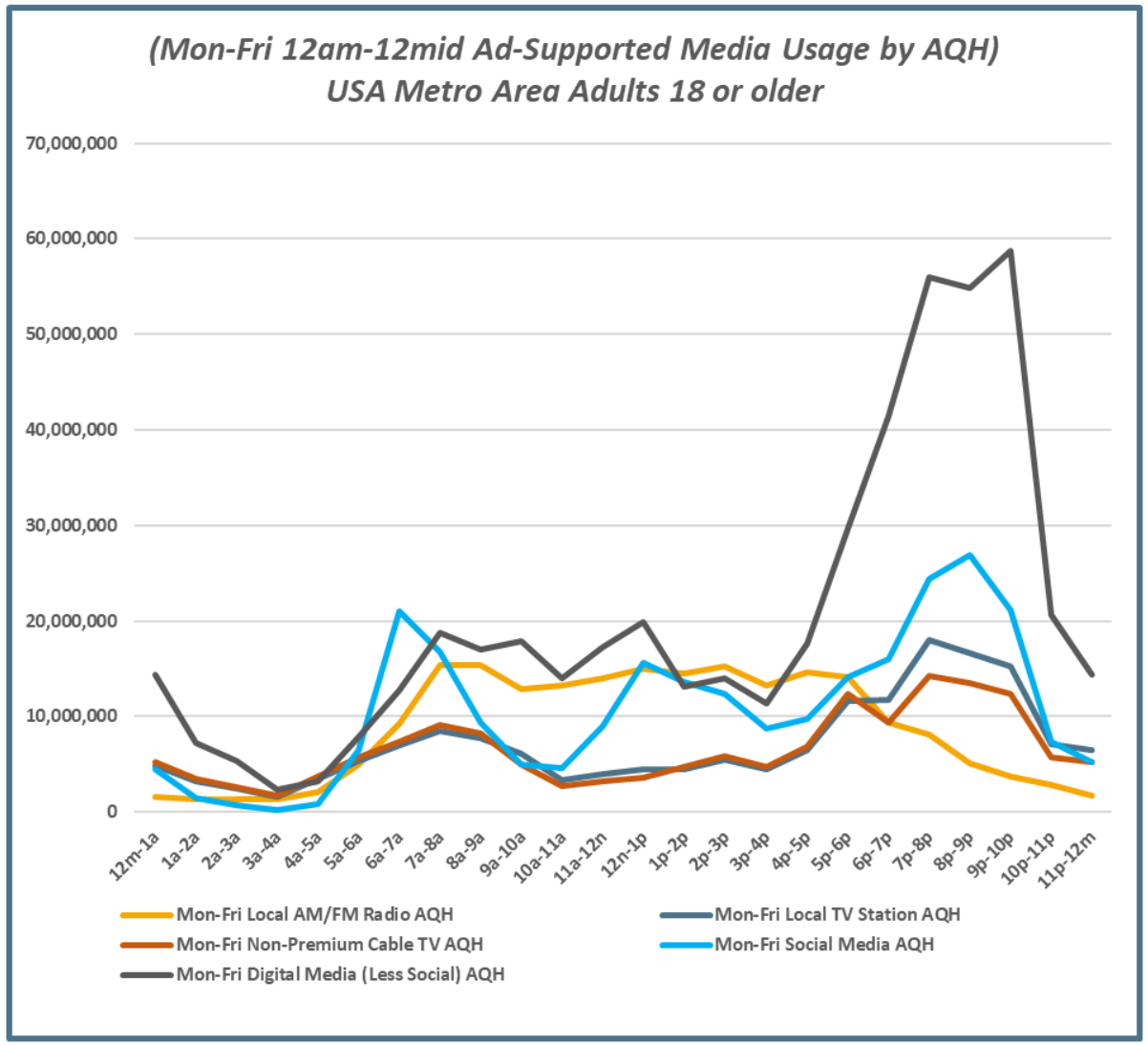
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Carvana

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 245,727; Local Radio: 167,981; Social Media: 160,711; Non-Prem. Cable: 90,957; Local TV: 84,159 reaching Adults 18 or older who plan to buy a $20K+Used Vehicle might use





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

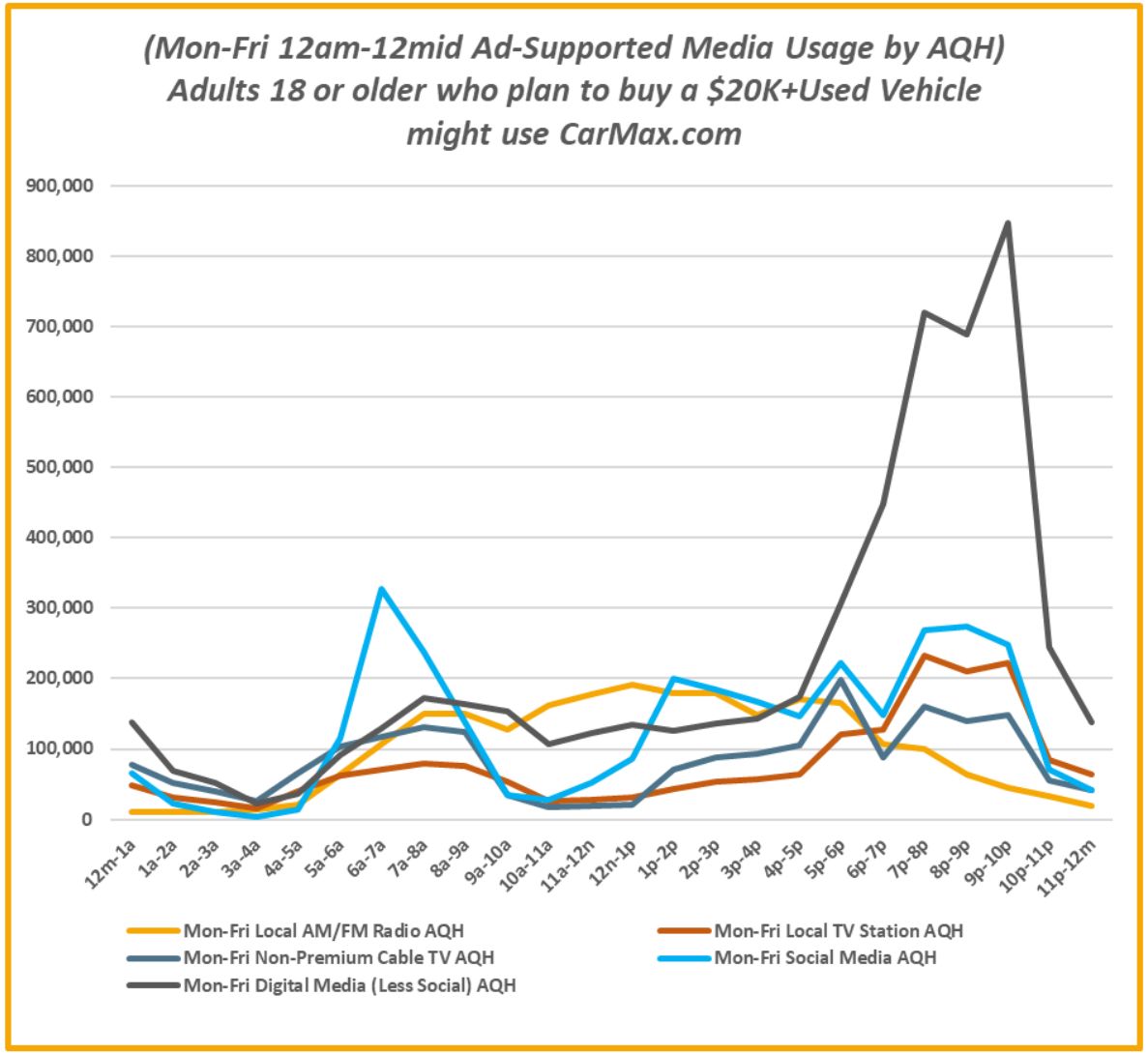
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

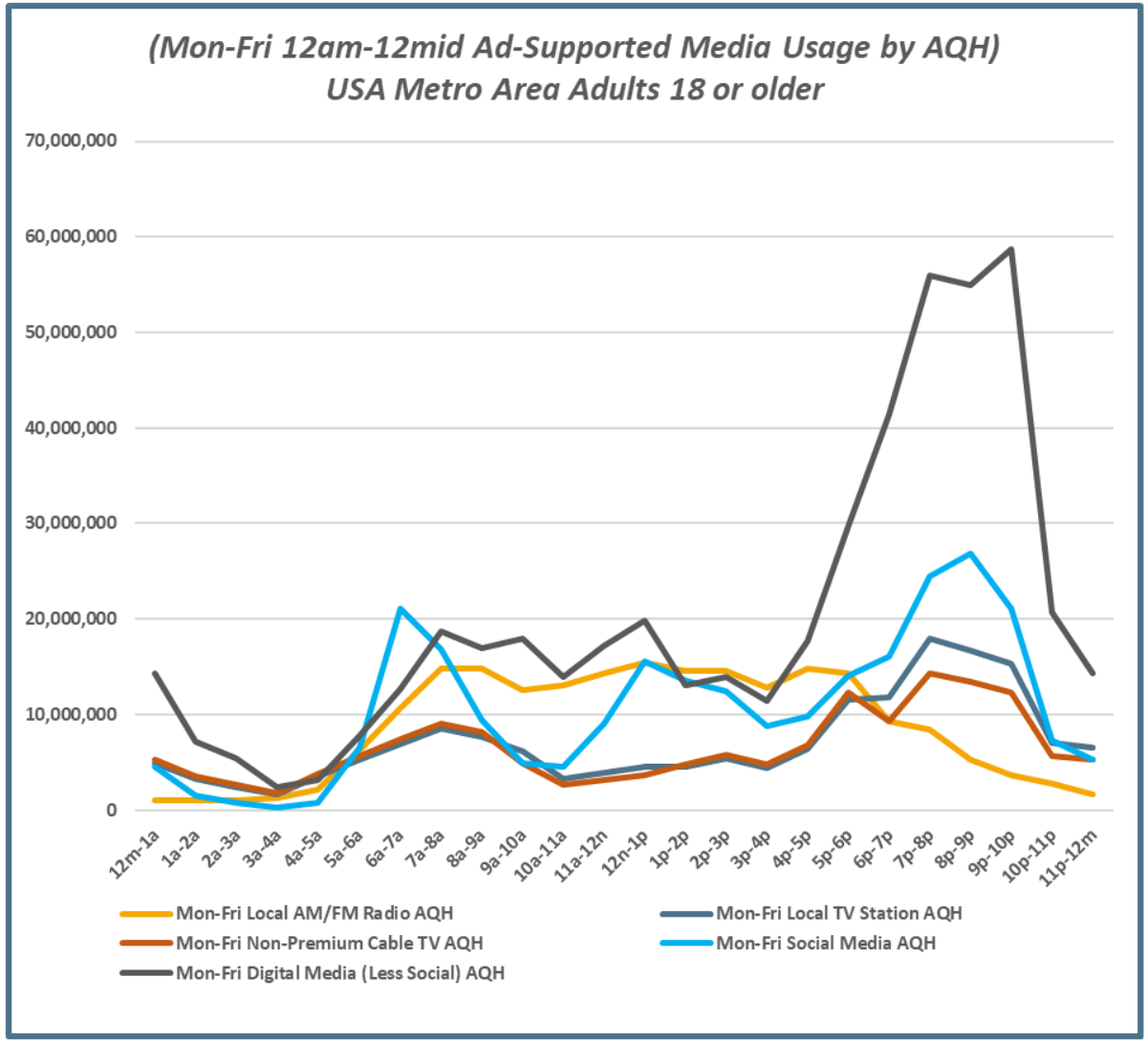
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps or websites used or visited past 30 days:Retail/Shopping: eBay

M-F 6a-7p Avg. Available Impressions per 15-min. are… All Other Digital Media: 178,411; Local Radio: 154,822; Social Media: 151,766; Non-Prem. Cable: 85,211; Local TV: 63,763 reaching Adults 18 or older who plan to buy a $20K+Used Vehicle might use





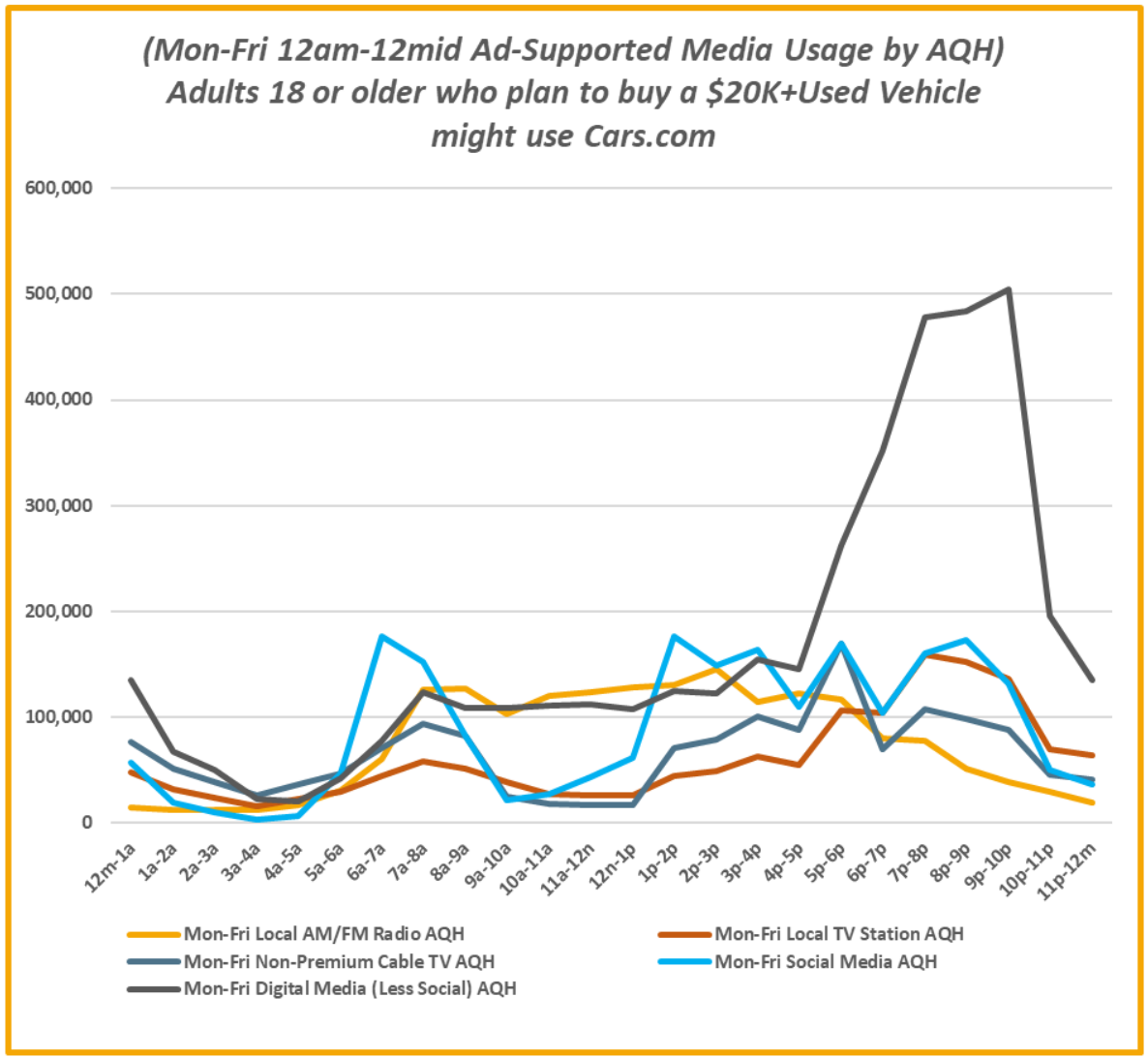
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

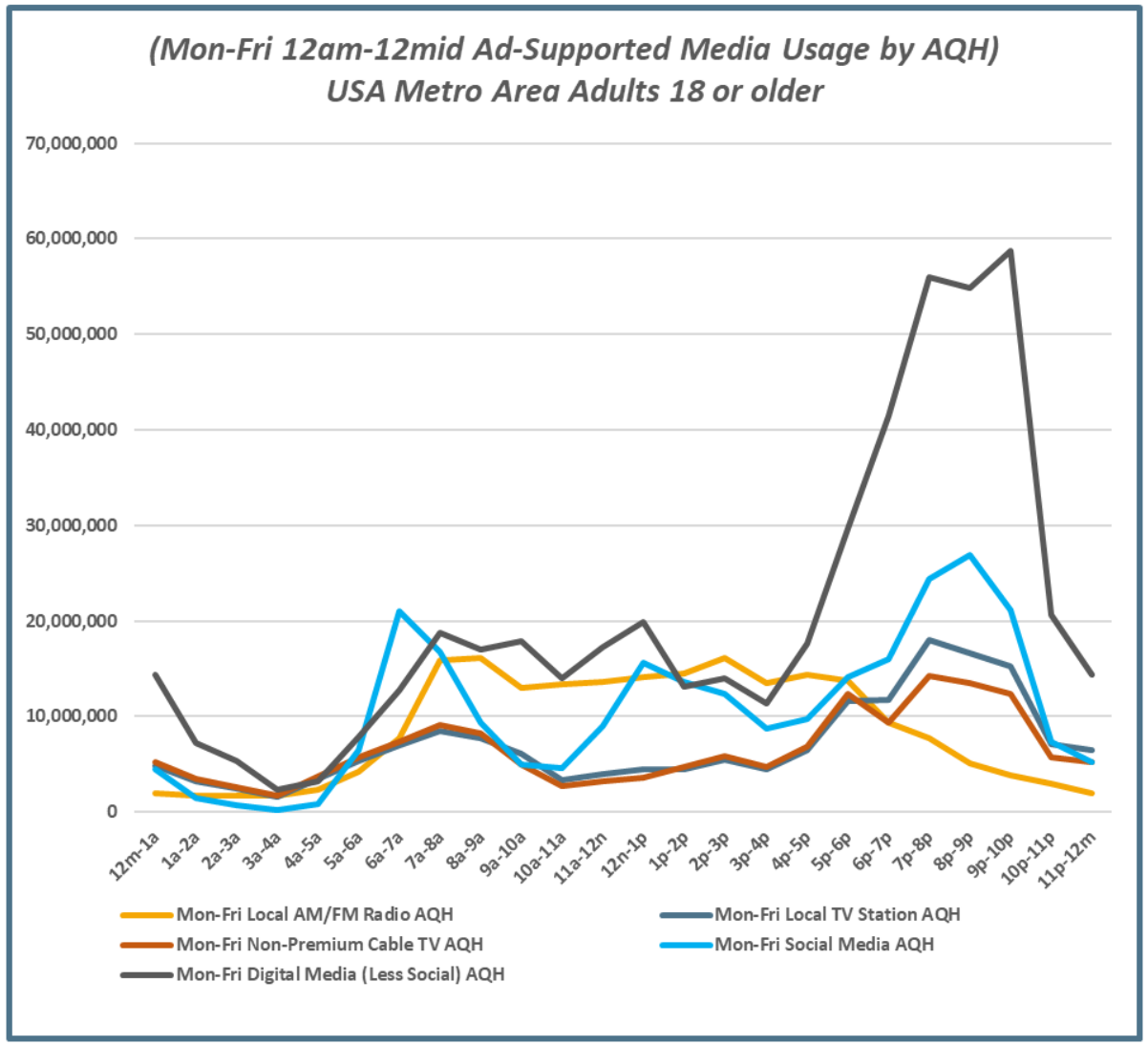
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

soefa.ai Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND…Apps/websites might use to shop for new/used vehicle (HHLD): CarMax.com

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 146,922; Local Radio: 115,173; Social Media: 110,446; Non-Prem. Cable: 69,253; Local TV: 53,210 reaching Adults 18 or older who plan to buy a $20K+Used Vehicle might use





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

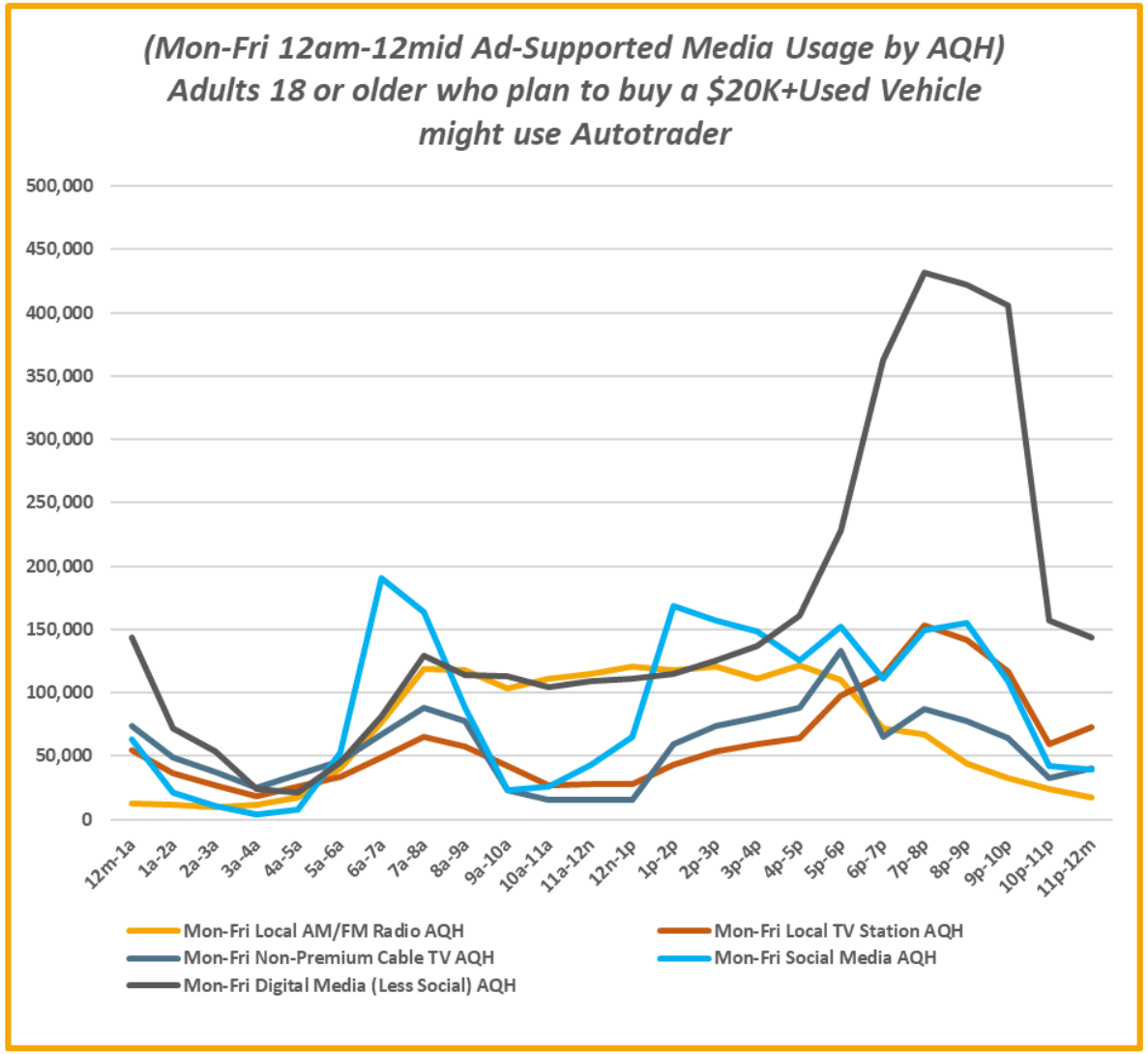
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

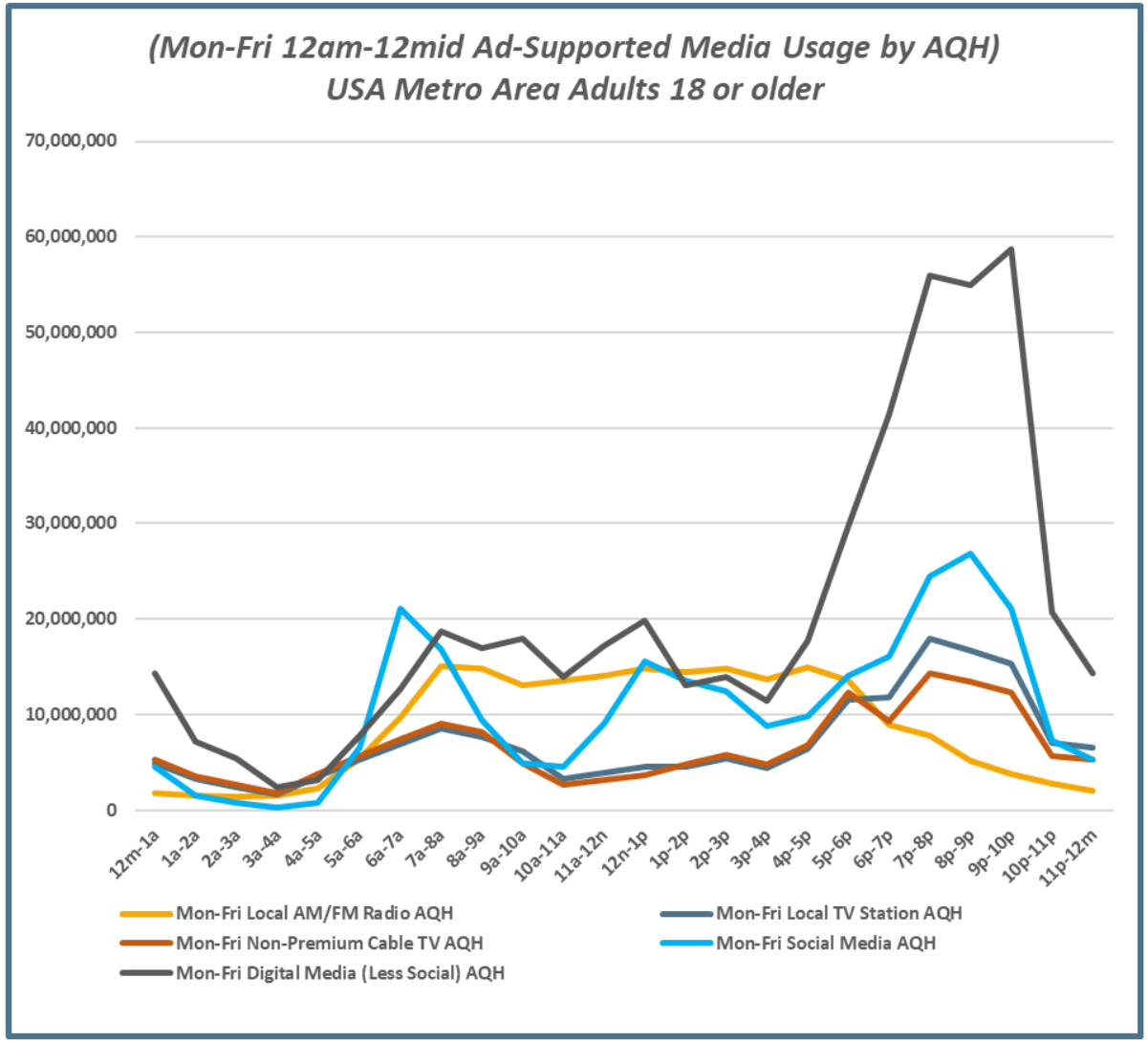
soefa.ai Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Cars.com

Autotrader

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 145,365; Social Media: 112,472; Local Radio: 109,037; Non-Prem. Cable: 61,642; Local TV: 56,139 reaching Adults 18 or older who plan to buy a $20K+Used Vehicle might use





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

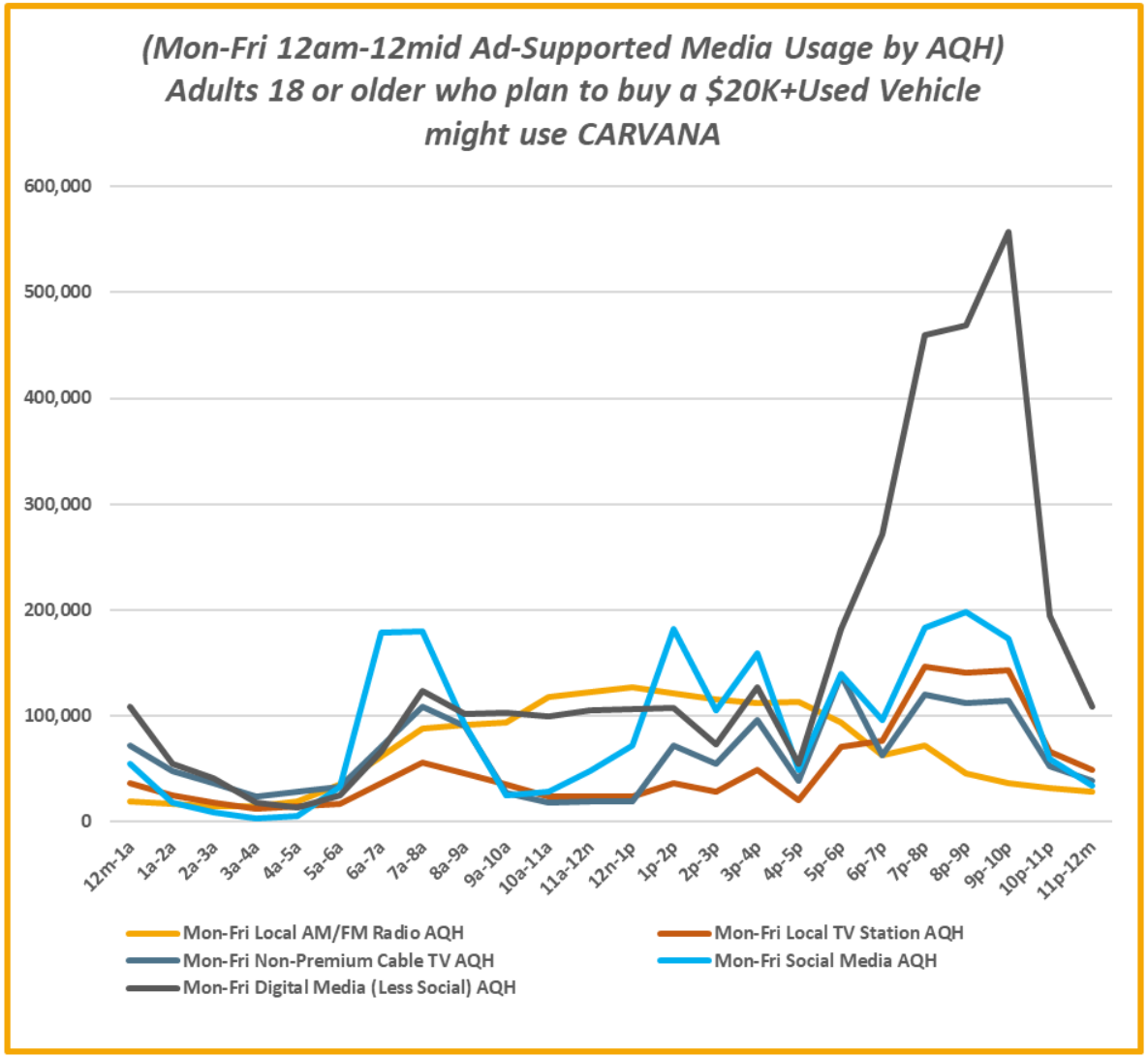
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

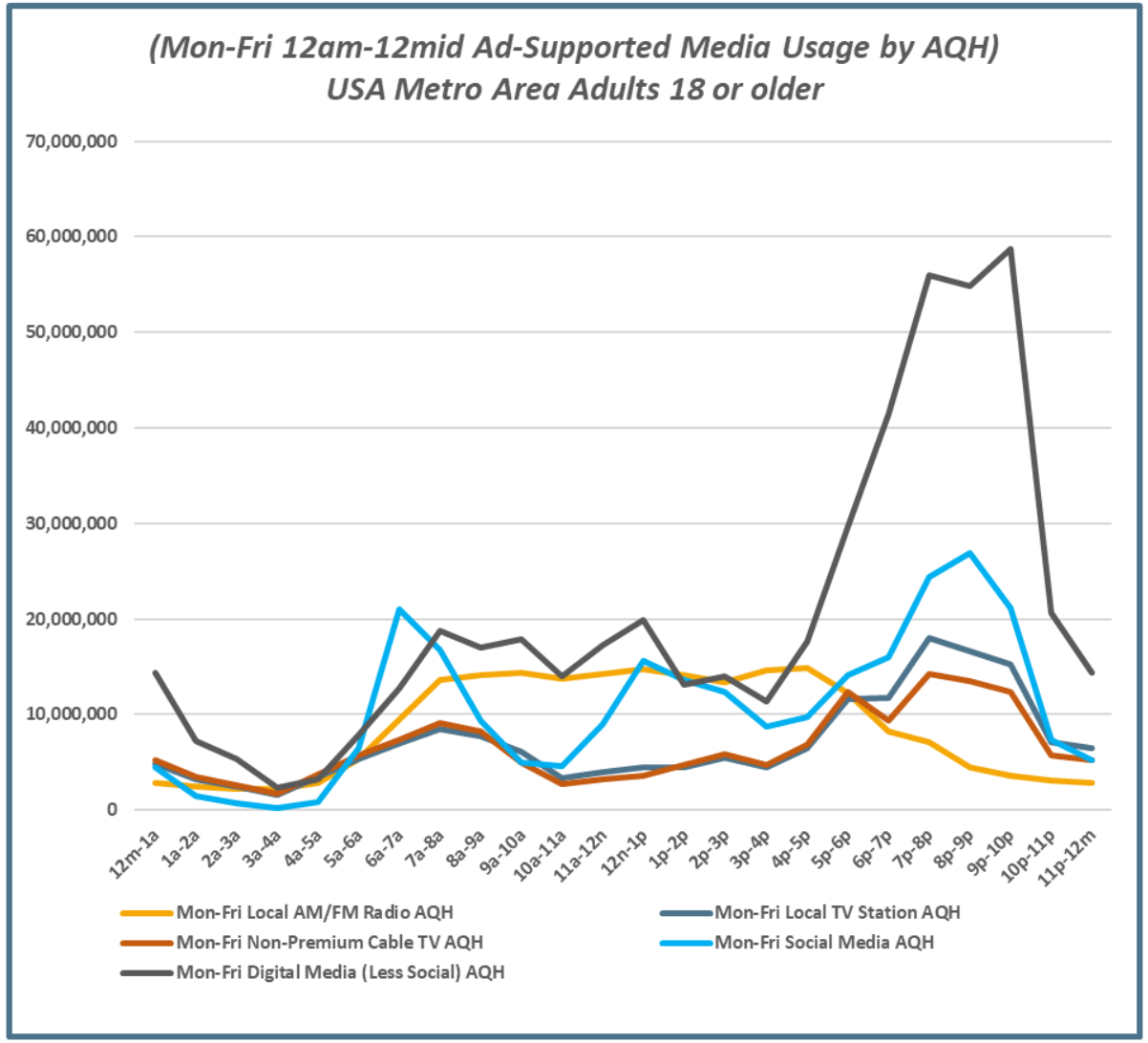
soefa.ai Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Autotrader

CARVANA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 116,847; Social Media: 103,947; Local Radio: 101,563; Non-Prem. Cable: 62,737; Local TV: 40,180 reaching Adults 18 or older who plan to buy a $20K+Used Vehicle might use





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

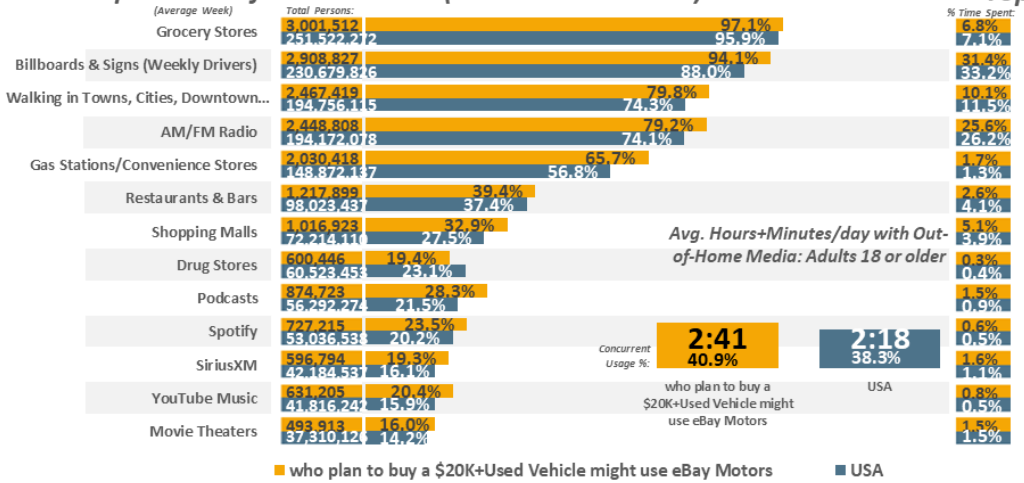
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

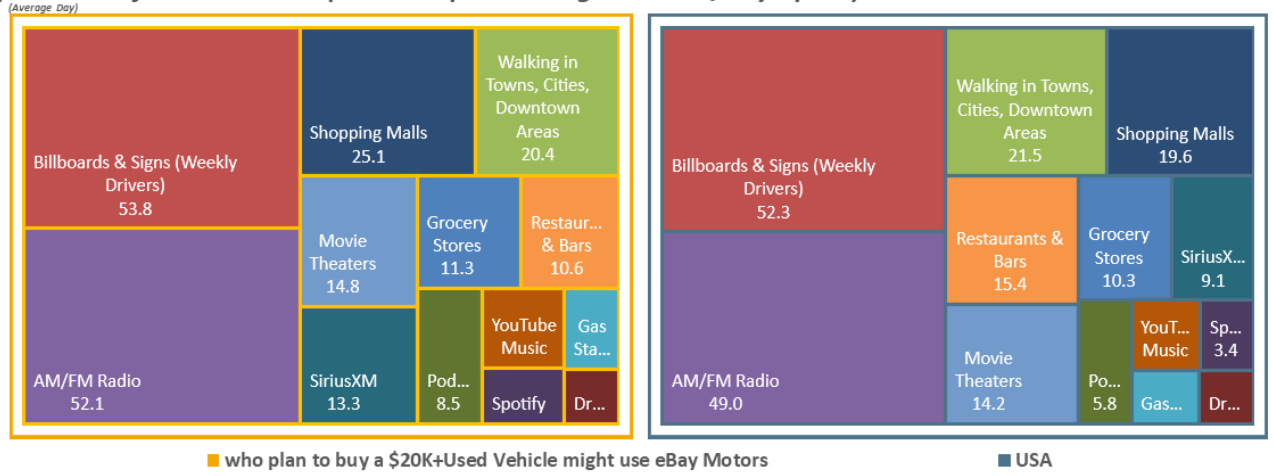
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Carvana

2,908,827 or 94.1% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use eBay Motors spend an average of 53.8 minutes per day driving, seeing Billboards and Signs. 75.1% Listen to Local Radio Stations Out-of-Home for an average of 48. minute

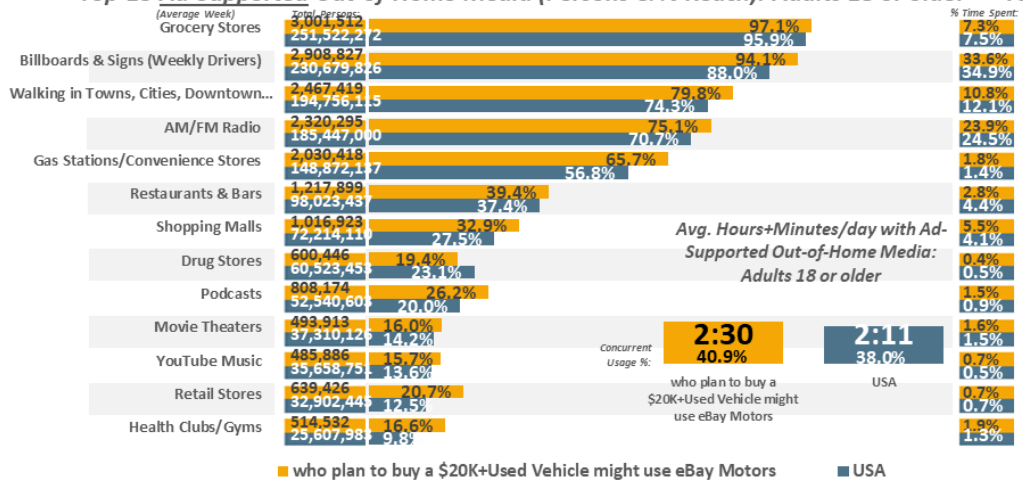
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



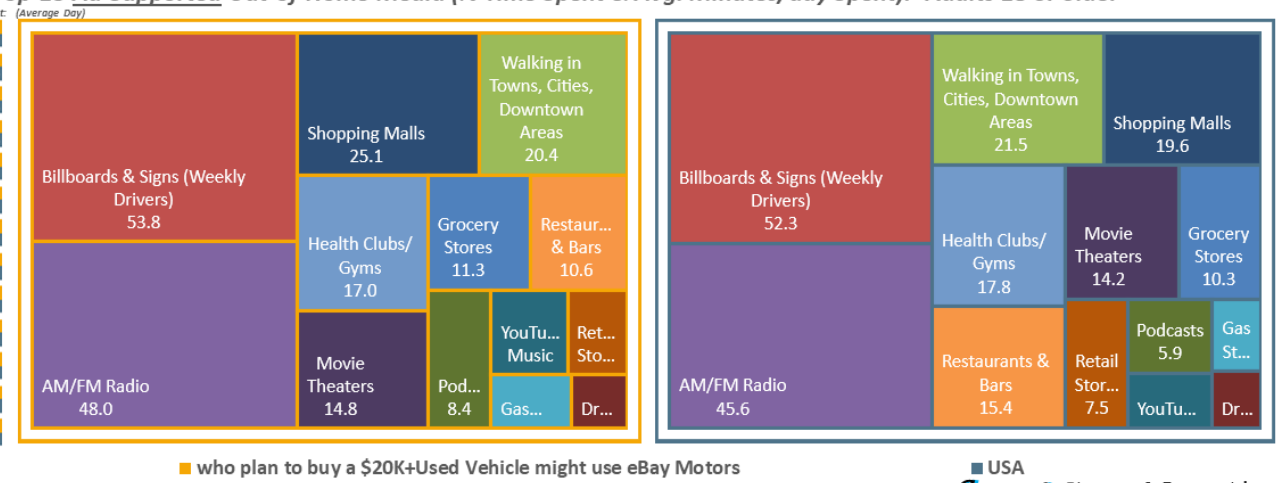
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

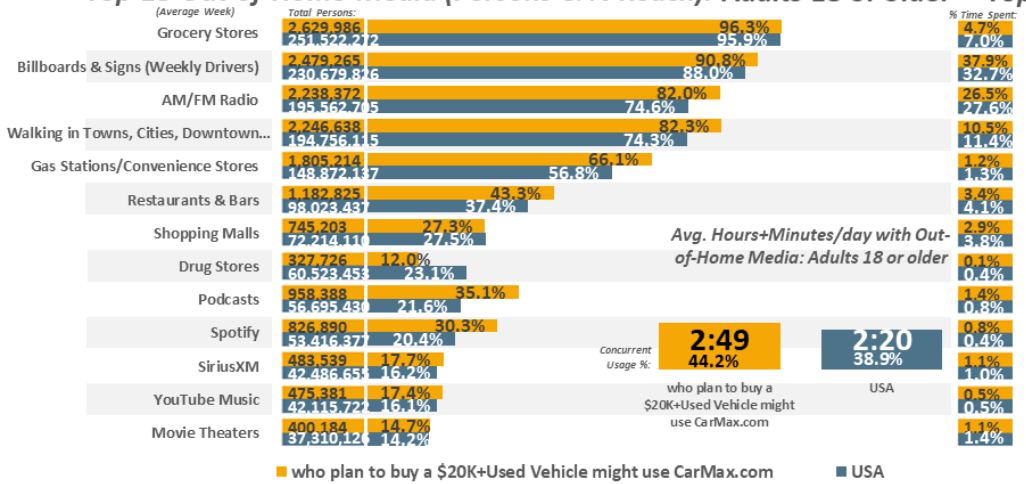
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

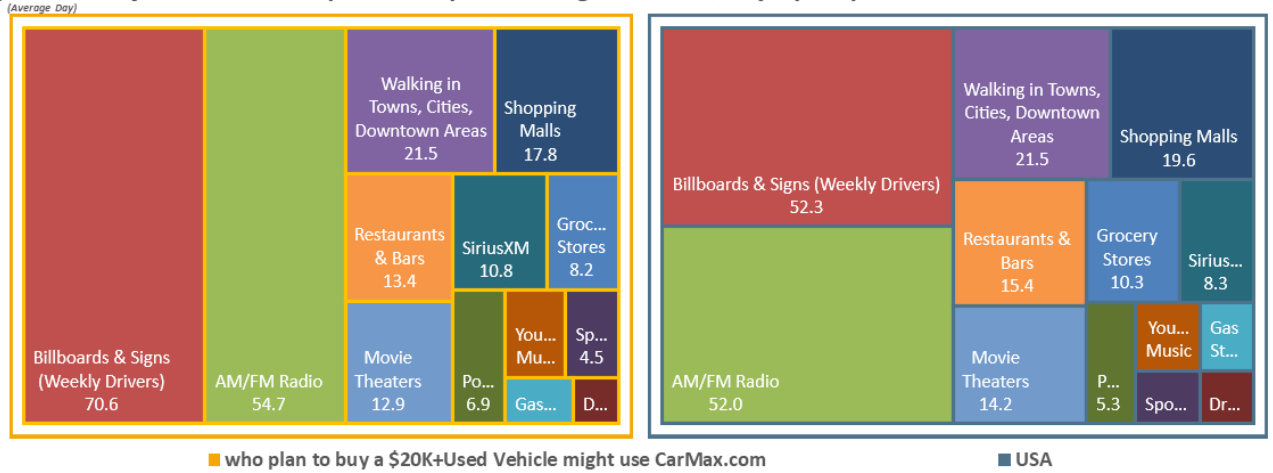
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps or websites used or visited past 30 days:Retail/Shopping: eBay

2,479,265 or 90.8% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use CarMax.com spend an average of 70.6 minutes per day driving, seeing Billboards and Signs. 78.1% Listen to Local Radio Stations Out-of-Home for an average of 52. minutes

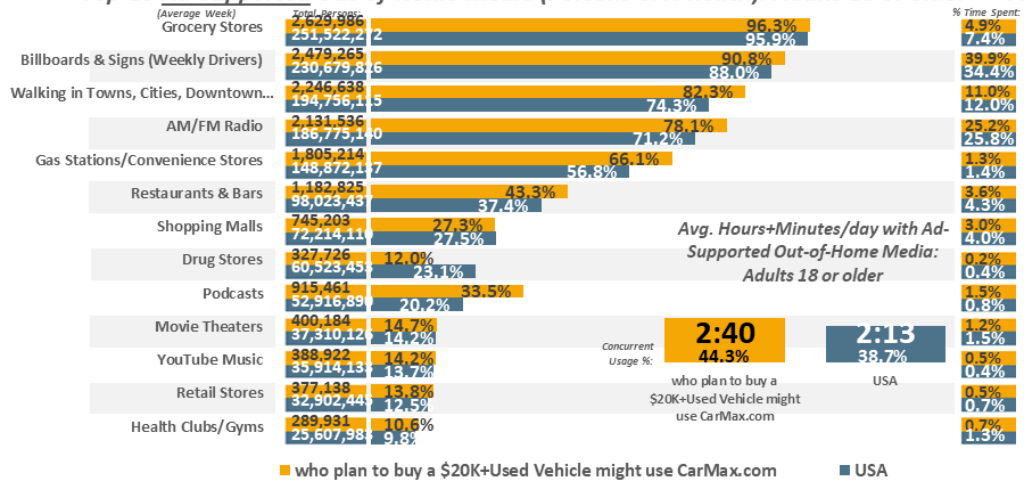
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



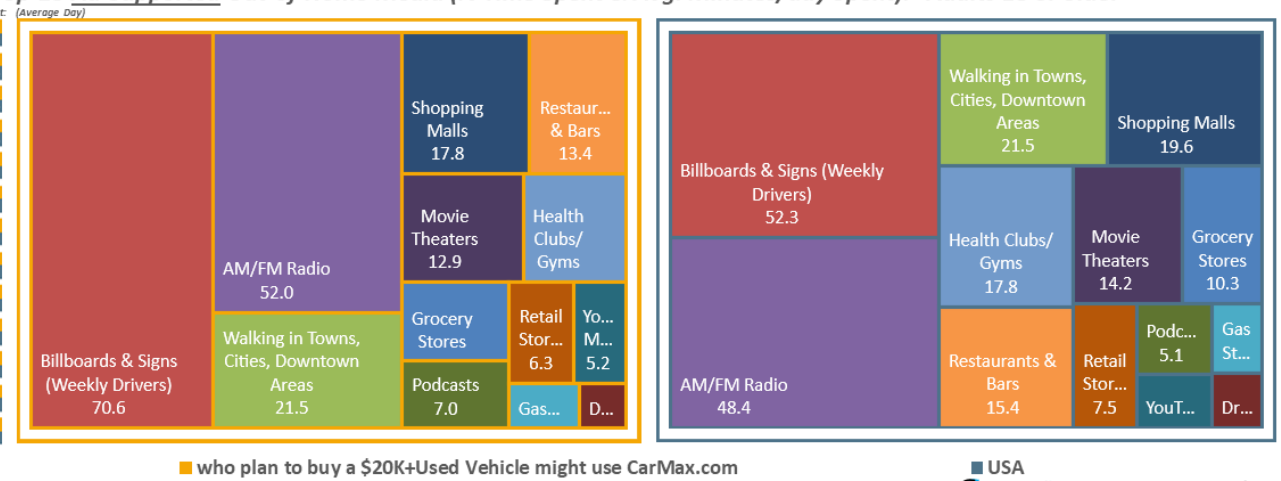
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

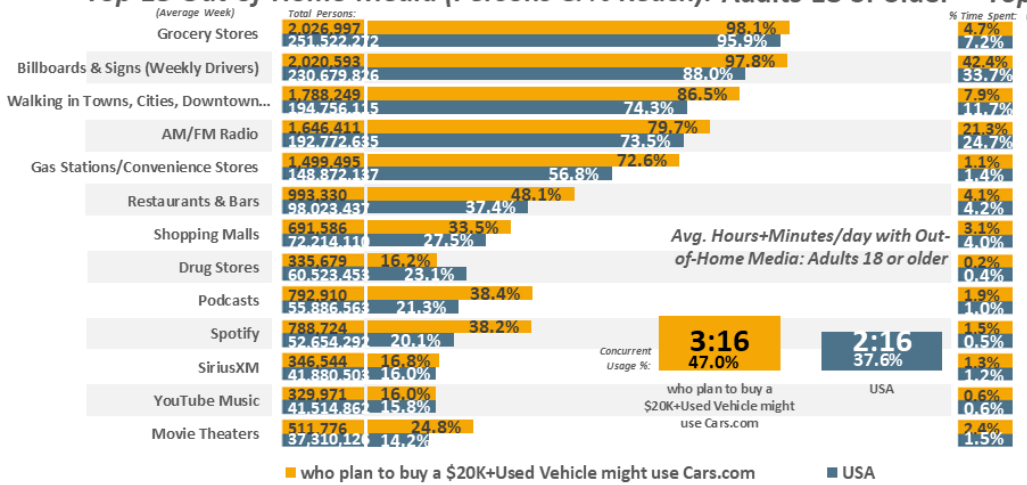
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

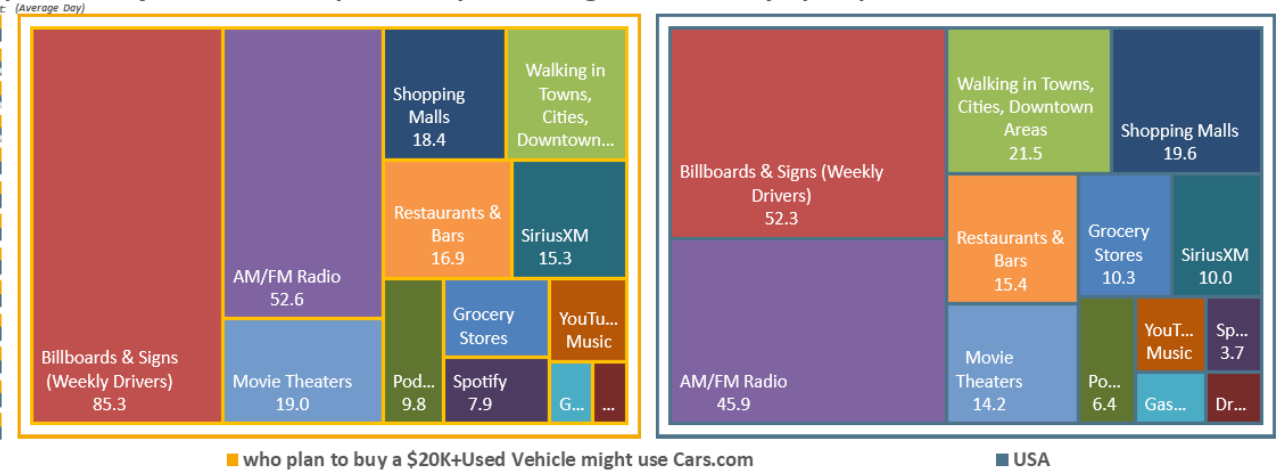
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): CarMax.com

2,020,593 or 97.8% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use Cars.com spend an average of 85.3 minutes per day driving, seeing Billboards and Signs. 76.7% Listen to Local Radio Stations Out-of-Home for an average of 48.9 minutes/

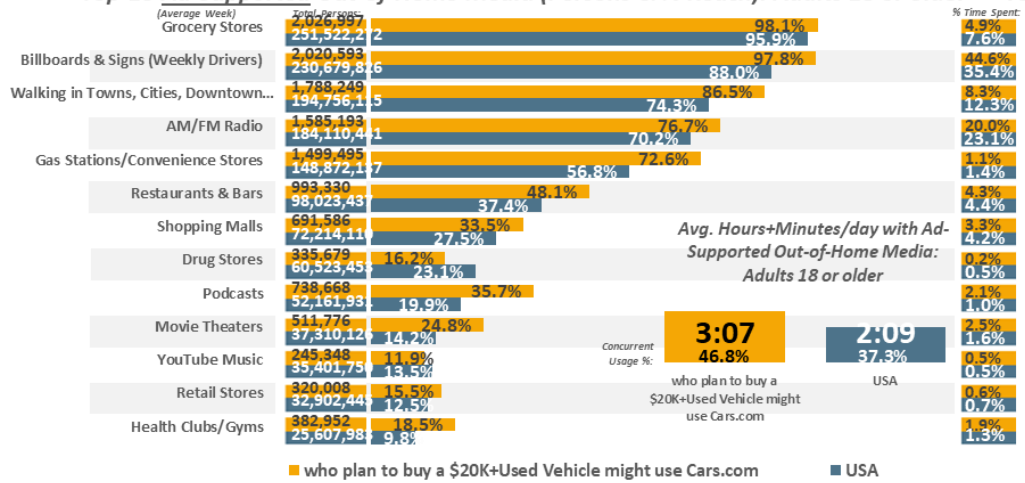
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



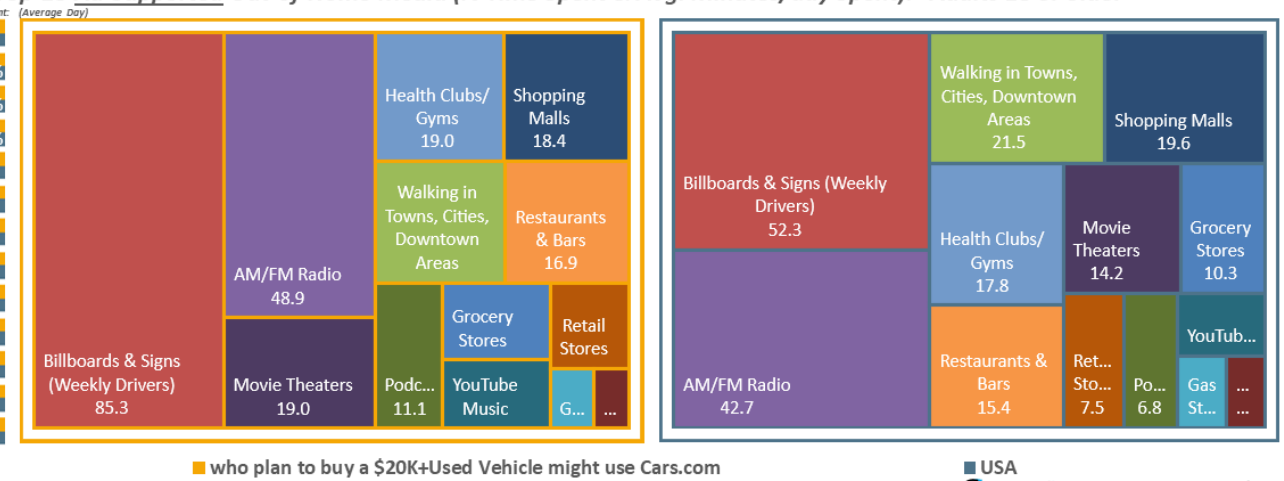
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

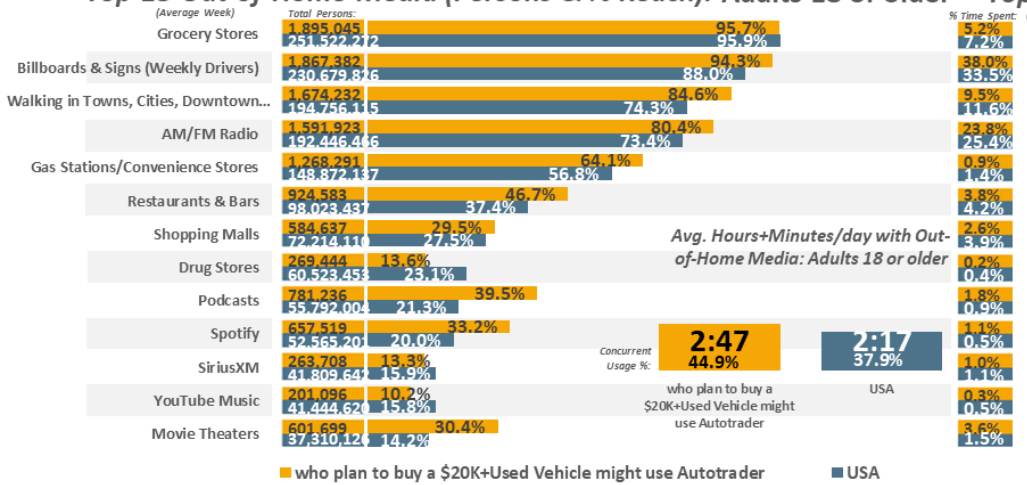
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

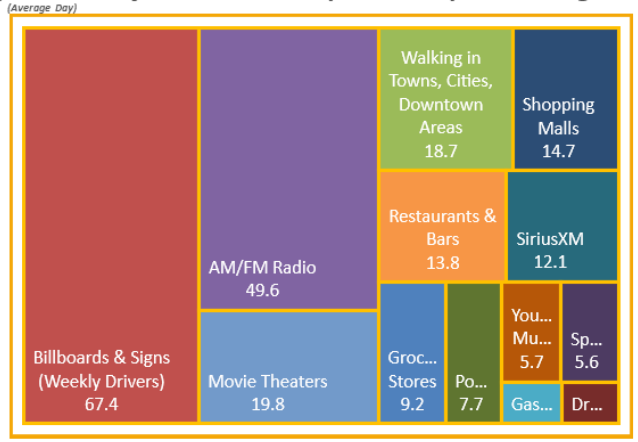
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Cars.com

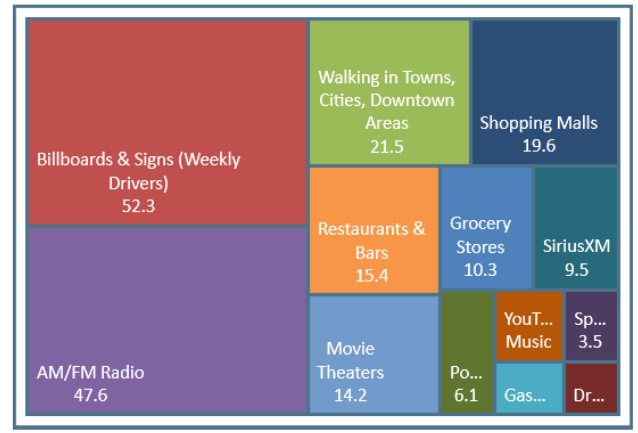
1,867,382 or 94.3% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use Autotrader spend an average of 67.4 minutes per day driving, seeing Billboards and Signs. 75.2% Listen to Local Radio Stations Out-of-Home for an average of 45.1 minute

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

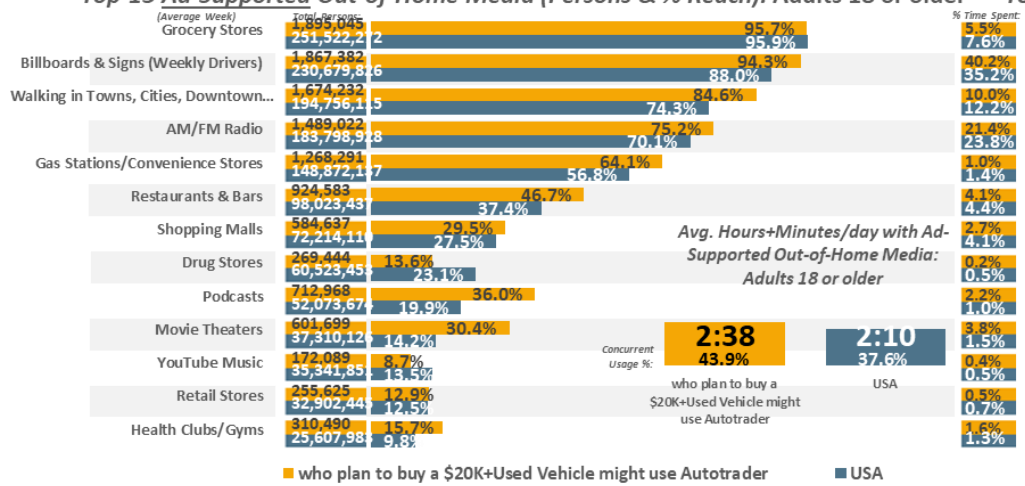


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

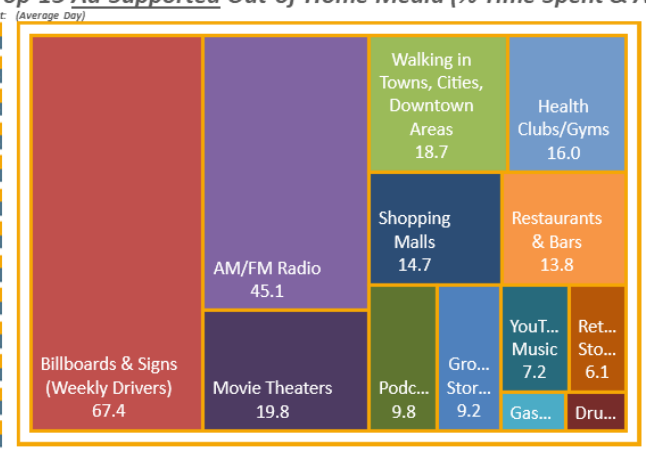


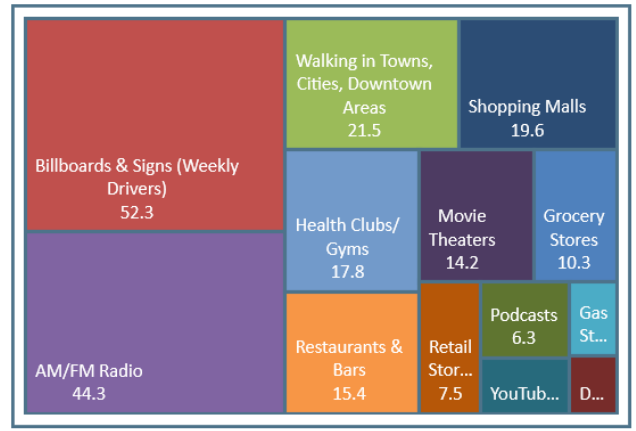


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

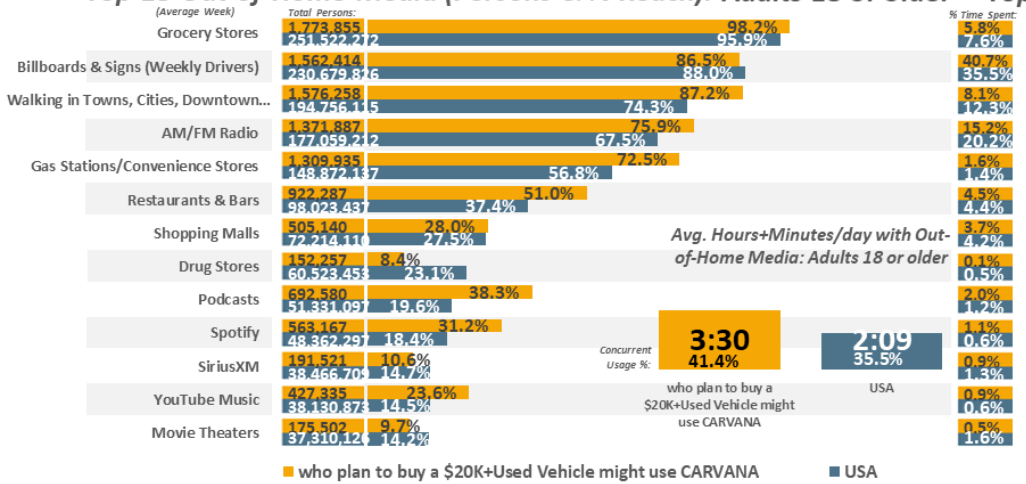
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

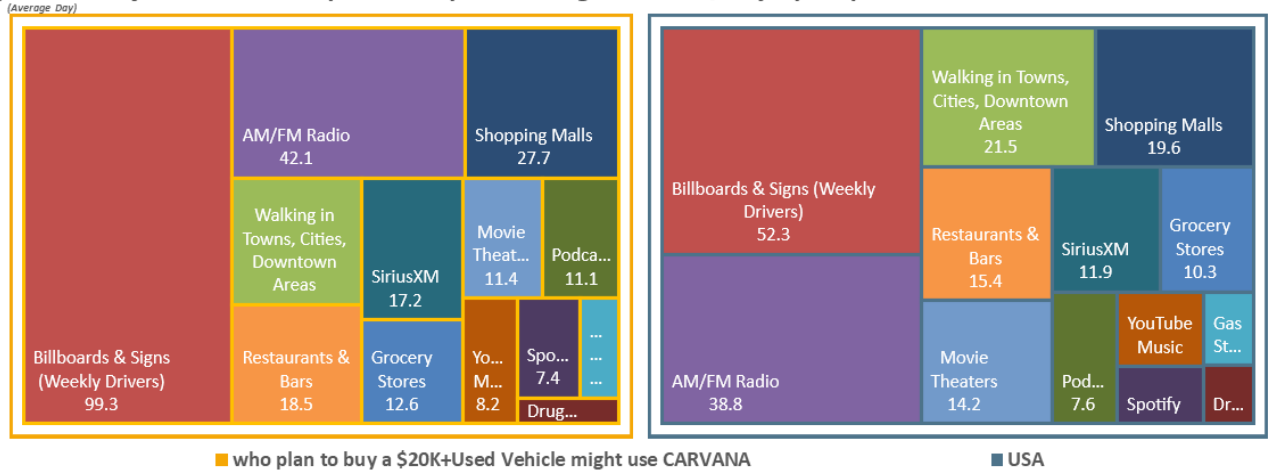
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Autotrader

1,562,414 or 86.5% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use CARVANA spend an average of 99.3 minutes per day driving, seeing Billboards and Signs. 73.4% Listen to Local Radio Stations Out-of-Home for an average of 38. minutes/da

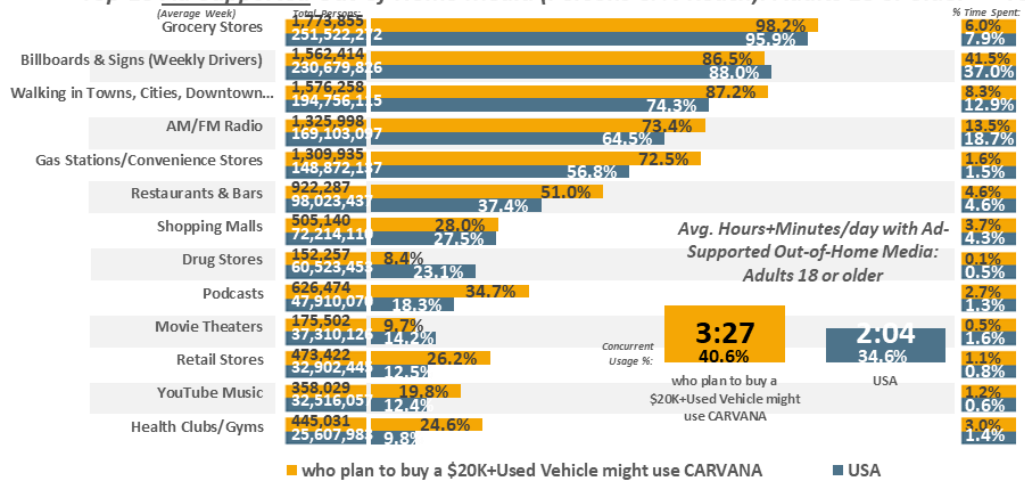
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



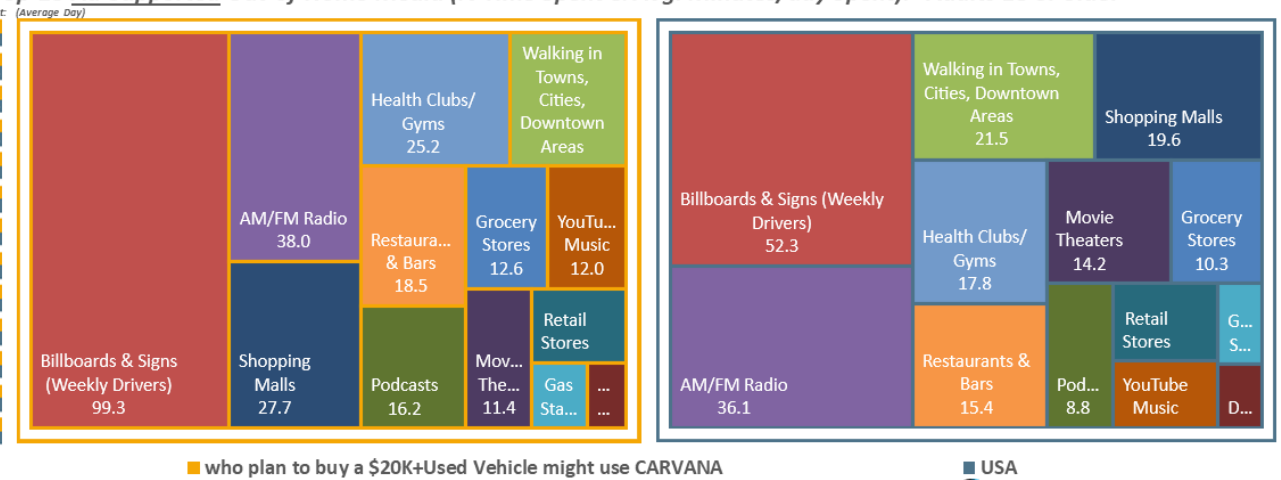
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

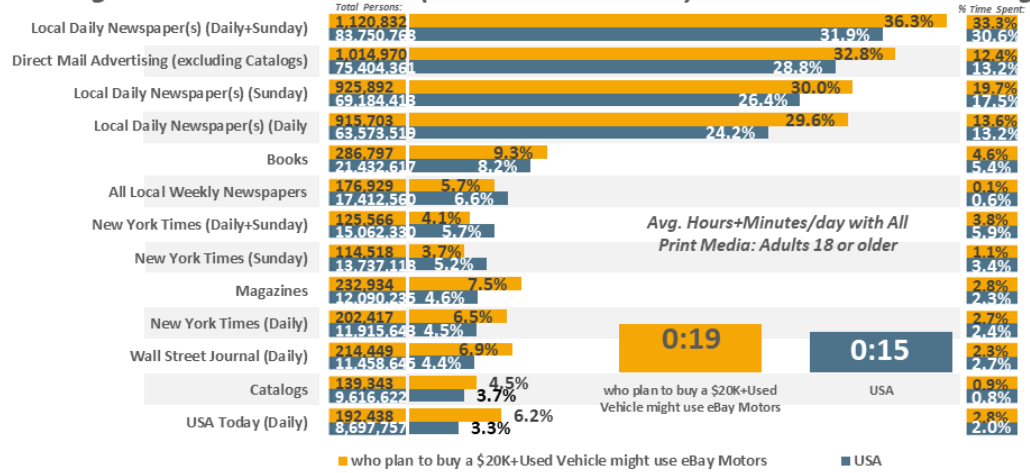
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

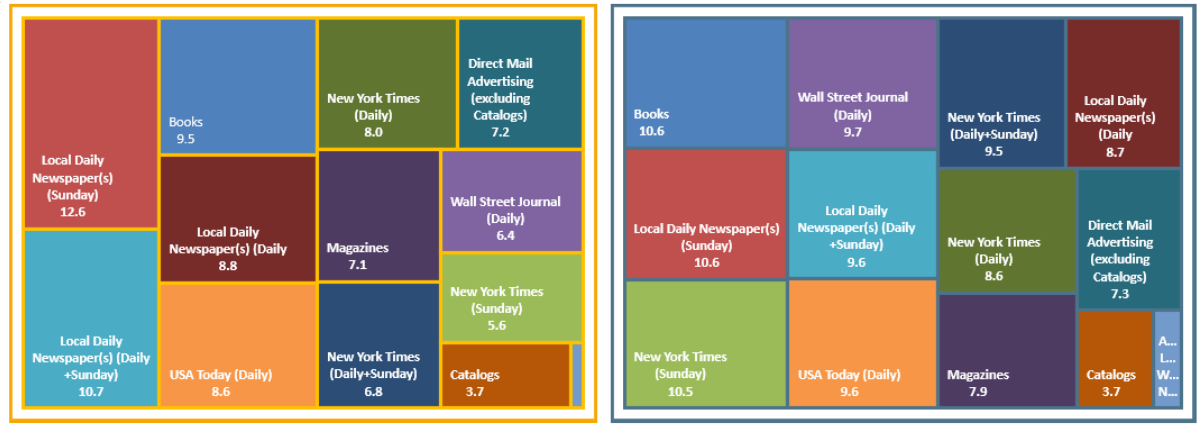
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Carvana

1,120,832 or 36.3% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use eBay Motors read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 34.9% of all time spent daily with All forms of Print Me

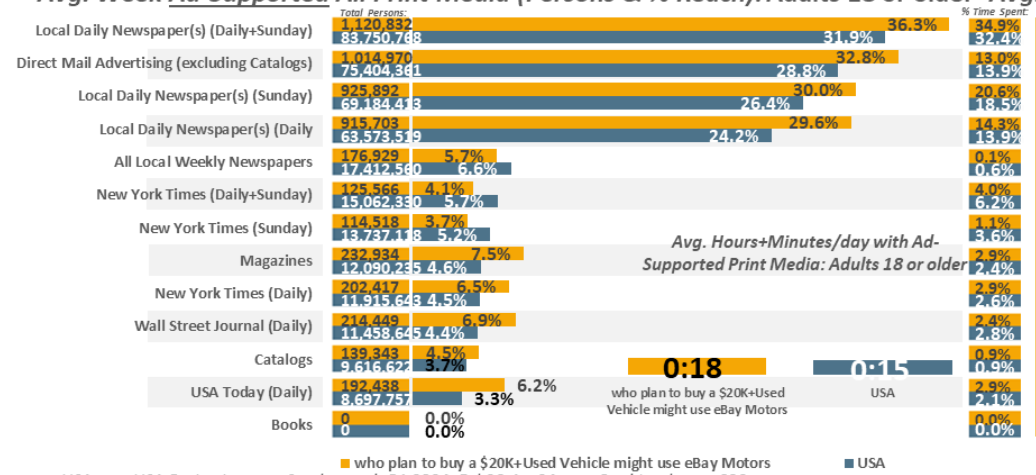
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

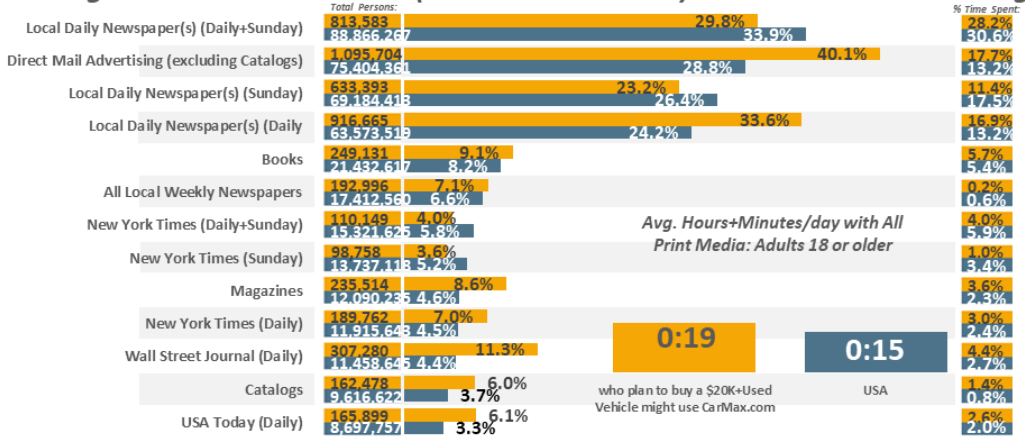
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

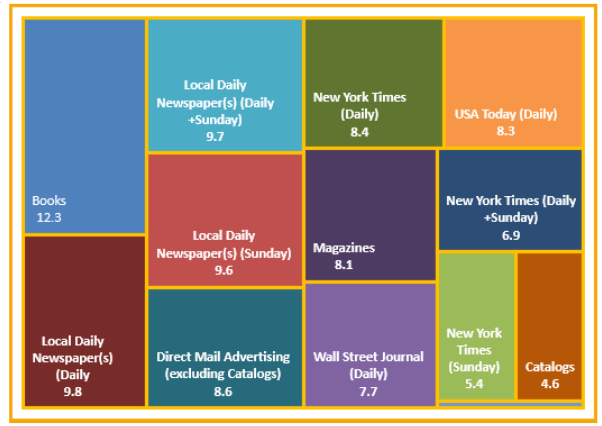
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps or websites used or visited past 30 days:Retail/Shopping: eBay

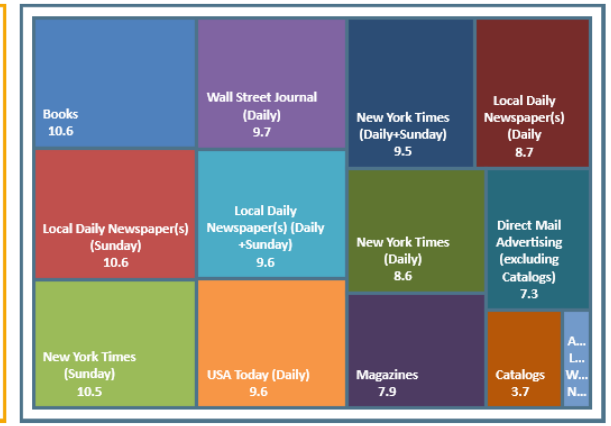
813,583 or 29.8% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use CarMax.com read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

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



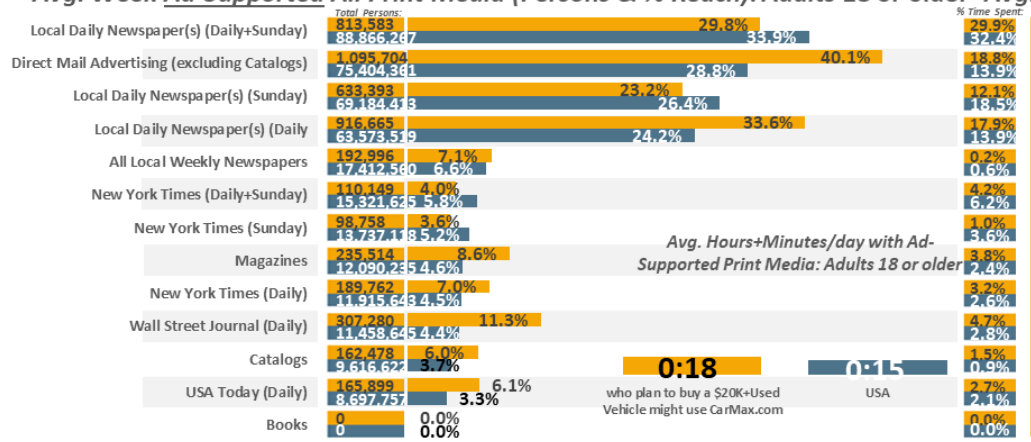
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



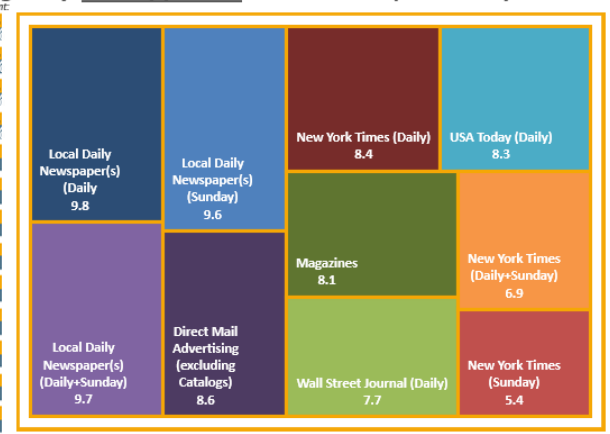


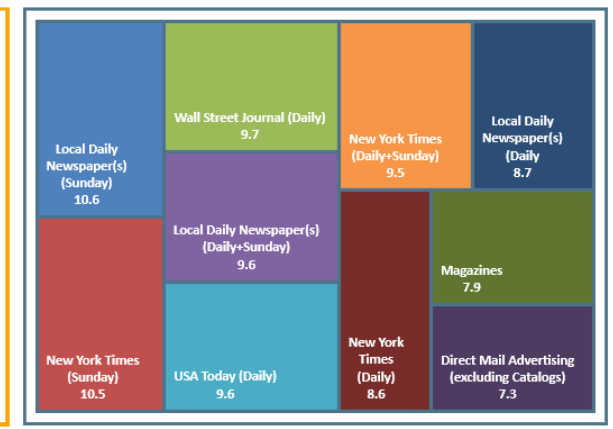
who plan to buy a $20K+Used Vehicle might use CarMax.com ■ USA

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





who plan to buy a $20K+Used Vehicle might use CarMax.com ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

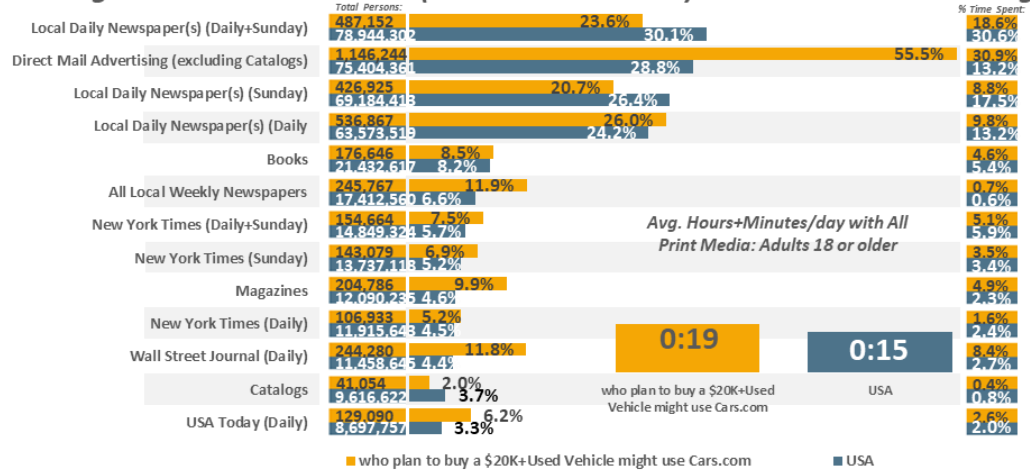
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

soefa.ai Share of Everything for Anything ©

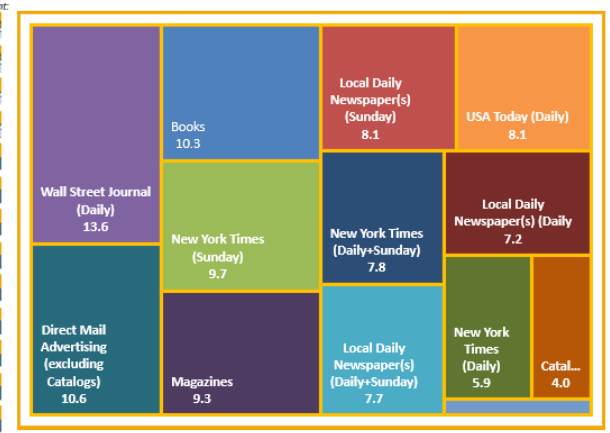
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): CarMax.com

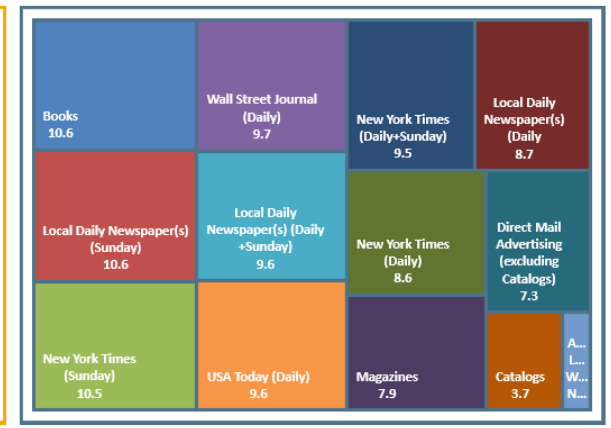
1,146,244 or 55.5% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use Cars.com read Direct Mail Advertising (excluding Catalogs) for an average of 10.6 minutes every day representing 32.4% of all time spent daily with All forms of Print

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

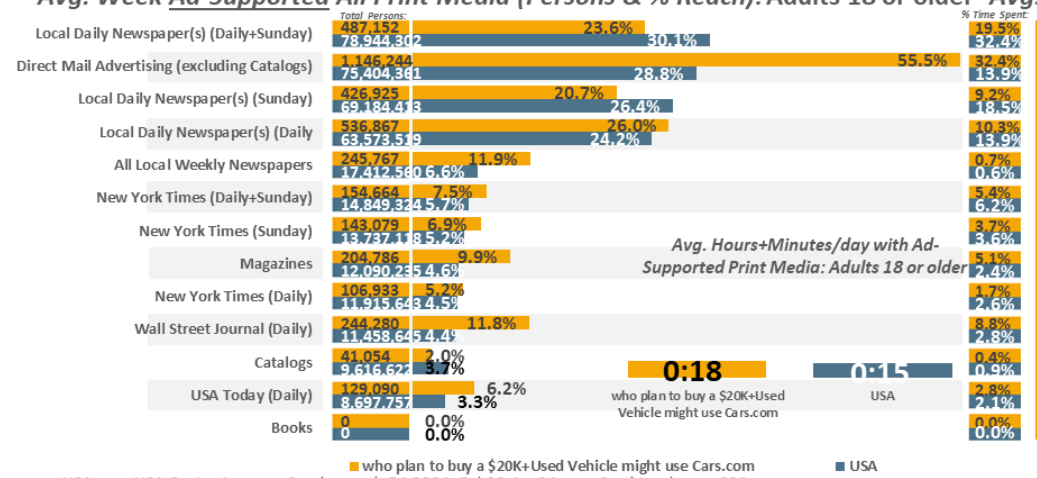


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

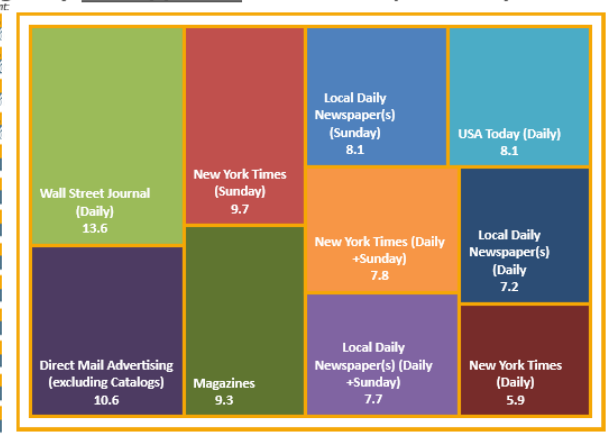


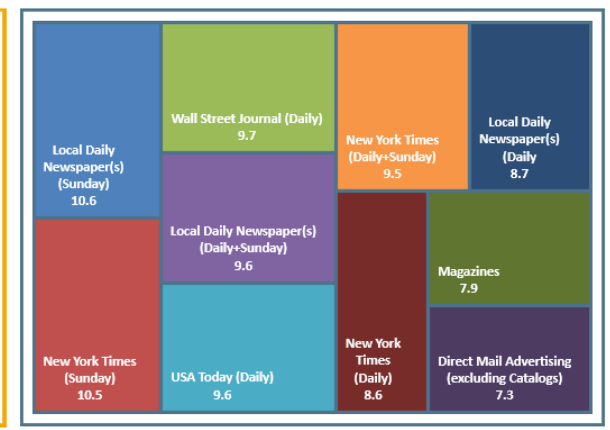


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

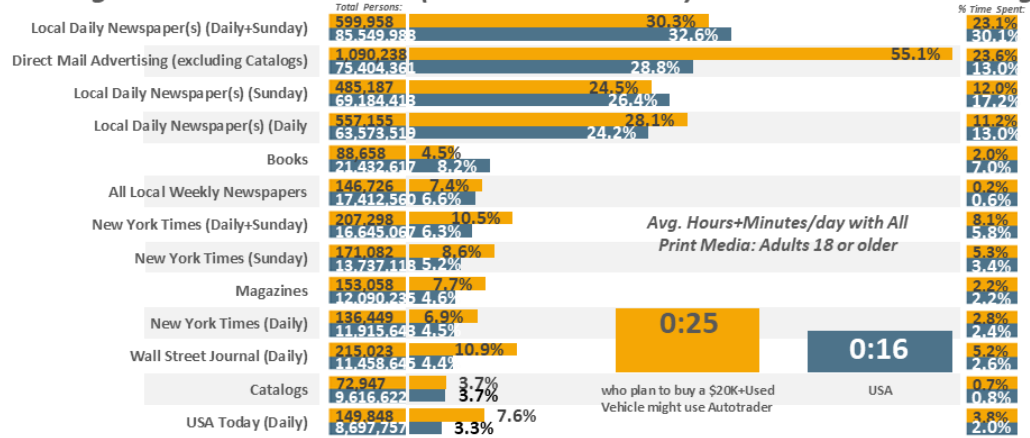
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

soefa.ai Share of Everything for Anything ©

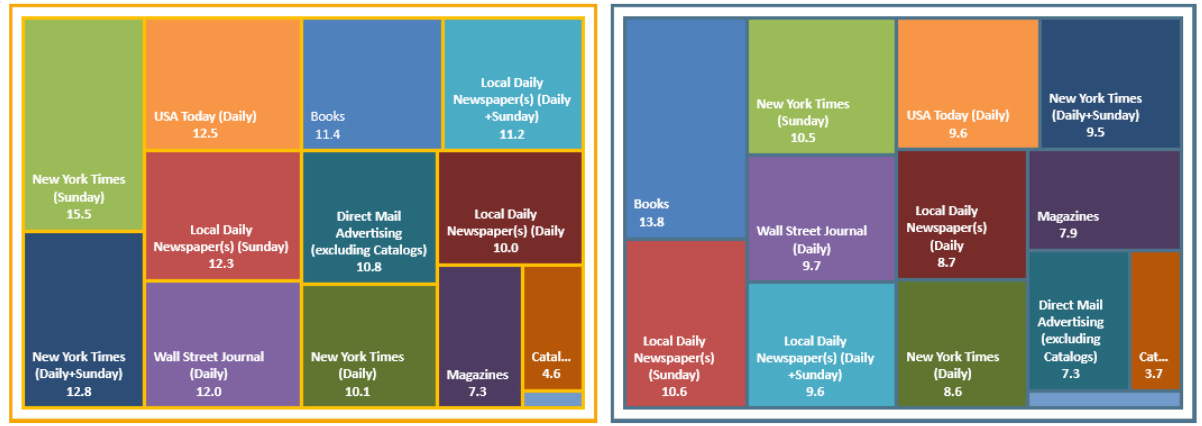
(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Cars.com

1,090,238 or 55.1% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use Autotrader read Direct Mail Advertising (excluding Catalogs) for an average of 10.8 minutes every day representing 24.1% of all time spent daily with All forms of Prin

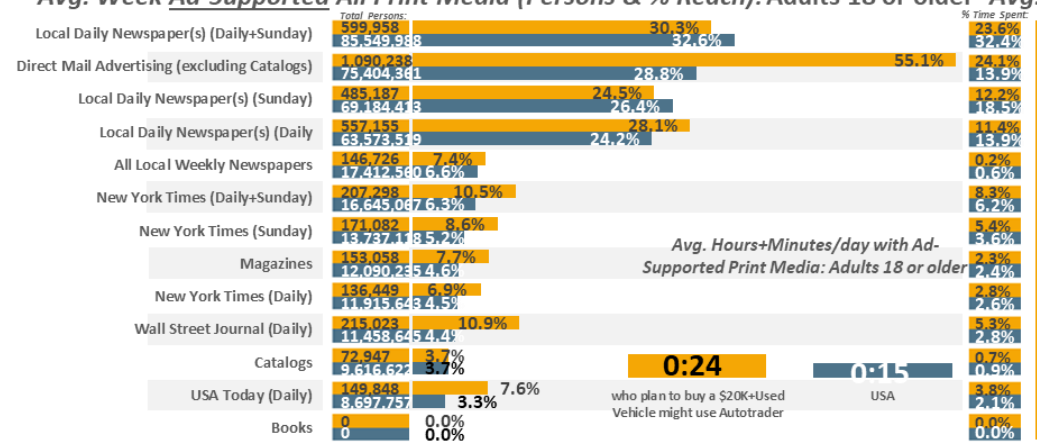
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



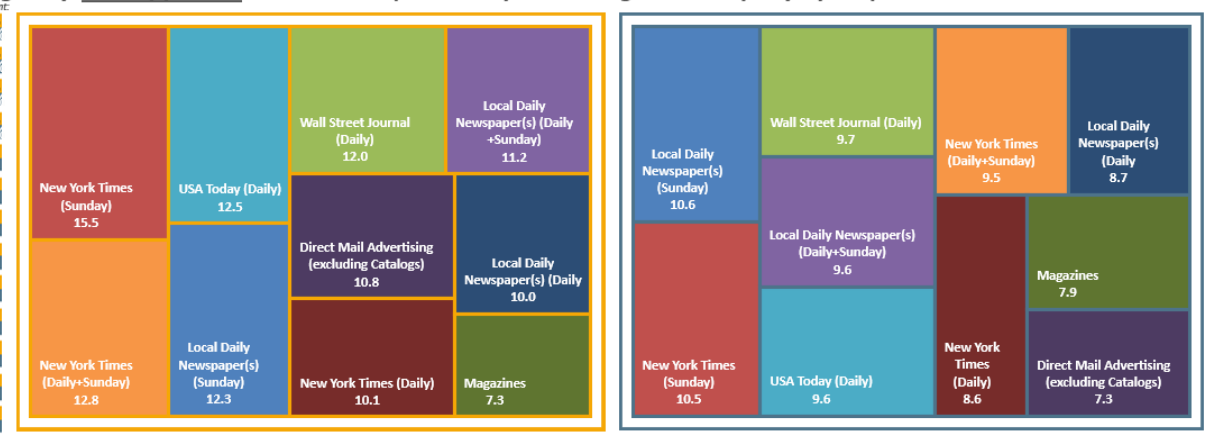
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

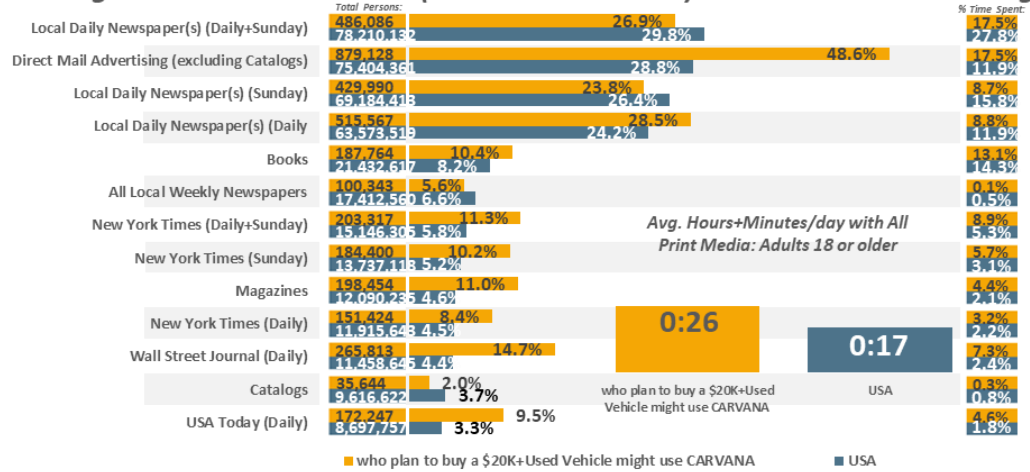
soefa.ai Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Autotrader

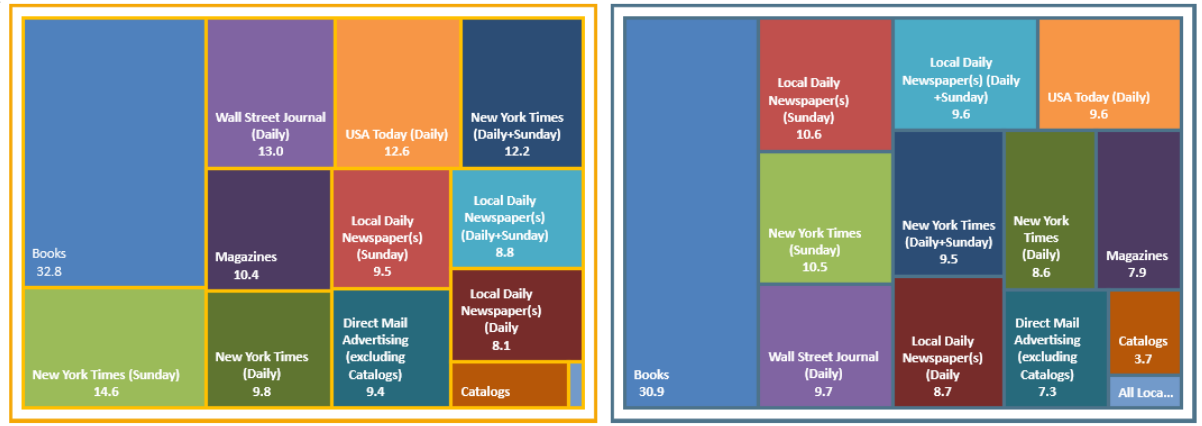
CARVANA

486,086 or 26.9% of Adults 18 or older who plan to buy a $20K+Used Vehicle might use CARVANA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 20.2% of all time spent daily with All forms of Print Media.

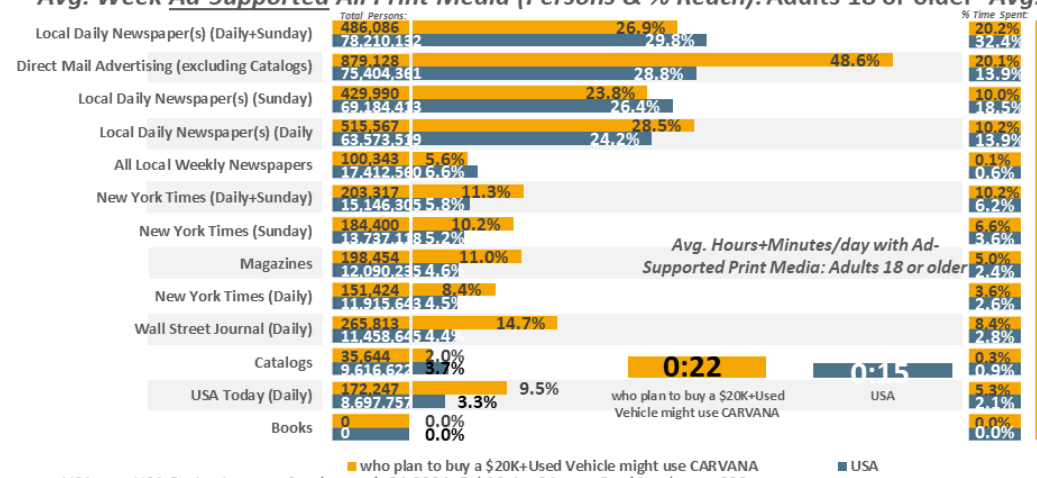
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



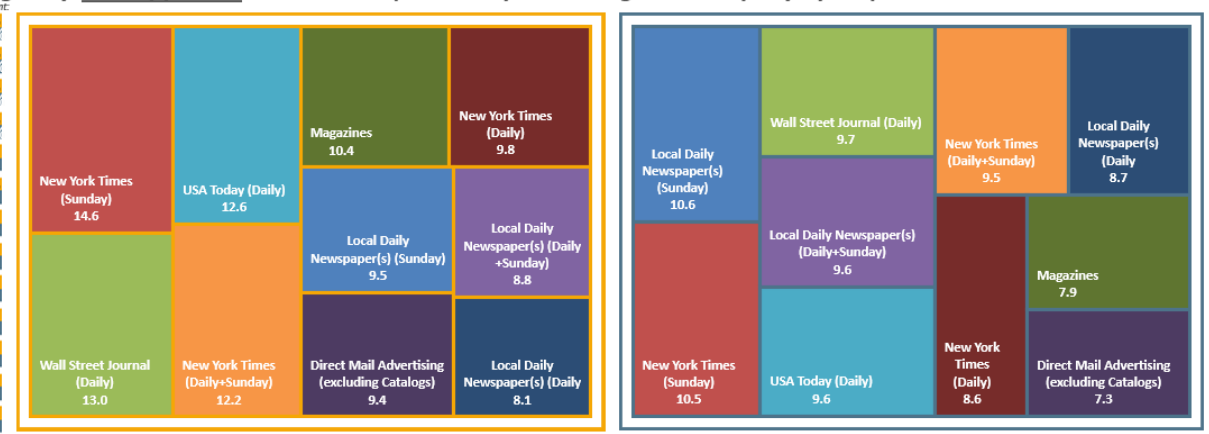
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 932

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

soefa.ai Share of Everything for Anything ©

(Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $20,000 - $29,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $30,000 - $44,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $45,000 - $59,999 OR Amount HHLD plans to pay for used vehicle next 12 mos (HHLD): $60,000 or more) AND...Apps/websites might use to shop for new/used vehicle (HHLD): Carvana