USA –P25-64 past 4 years NEW Purchasers & Lessees of 5 Different GERMAN VEHICLE Brands!

Complete Demographic & Media Use Profiles





Audi

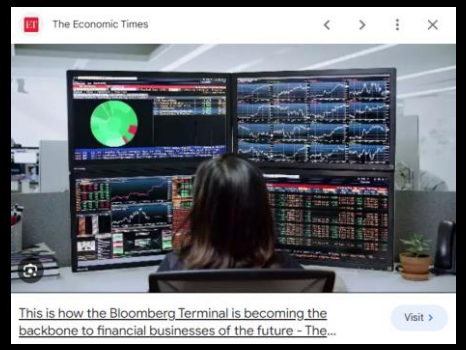
BMW

Mercedes-Benz

PORSCHE

VOLKSWAGEN

Complete Demographic, Psychographic, and Total Media Usage Profiles of P21+ Purchasers and Lessees of New AUDI, BMW, MERCEDES-BENZ, PORSCHE, and VOLKSWAGEN Vehicles in the past 4 years as of April 2024!



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

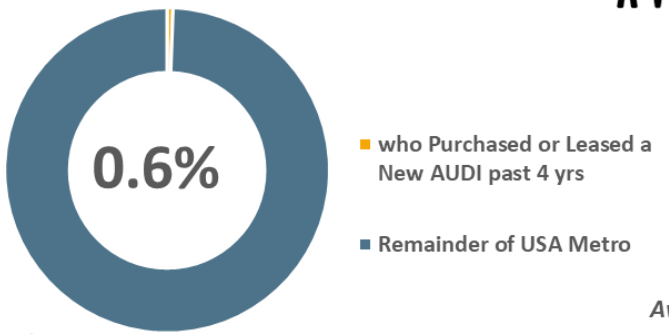
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): AUDI
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): BMW
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): MERCEDES-BENZ
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): PORSCHE
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): VOLKSWAGEN

HUBBARD BROADCASTING INC. HB INC.

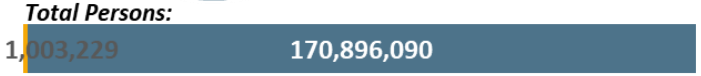
Drive Safe and Fast

.6% or 1,003,229 of USA Adults 25 - 64 Purchased or Leased a New AUDI past 4 yrs.
Typical Adults 25 - 64 who Purchased or Leased a New AUDI past 4 yrs are 47.8 years old (6.5% older than average) and have a $218,578 (122.8% higher than average) annual household income.

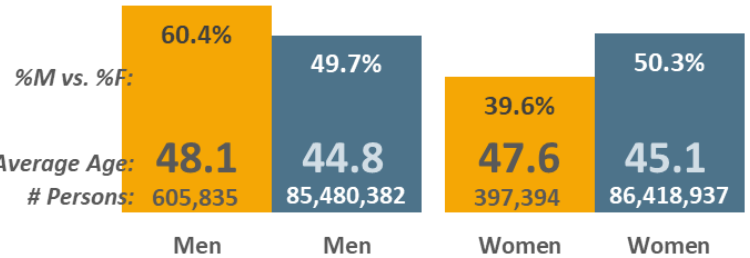
Percent of Market: Adults 25 - 64



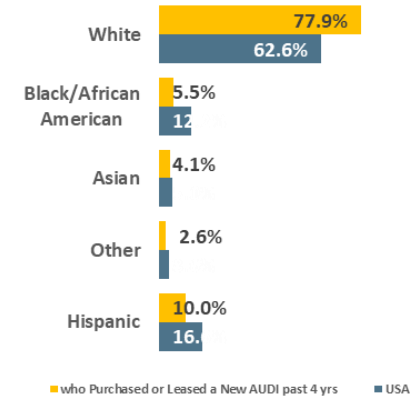
Total Persons:



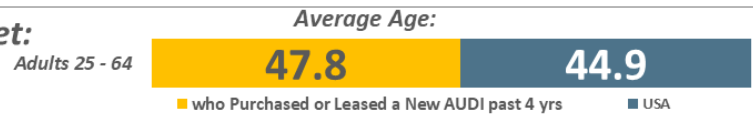
Gender of Target vs. Market: Adults 25 - 64

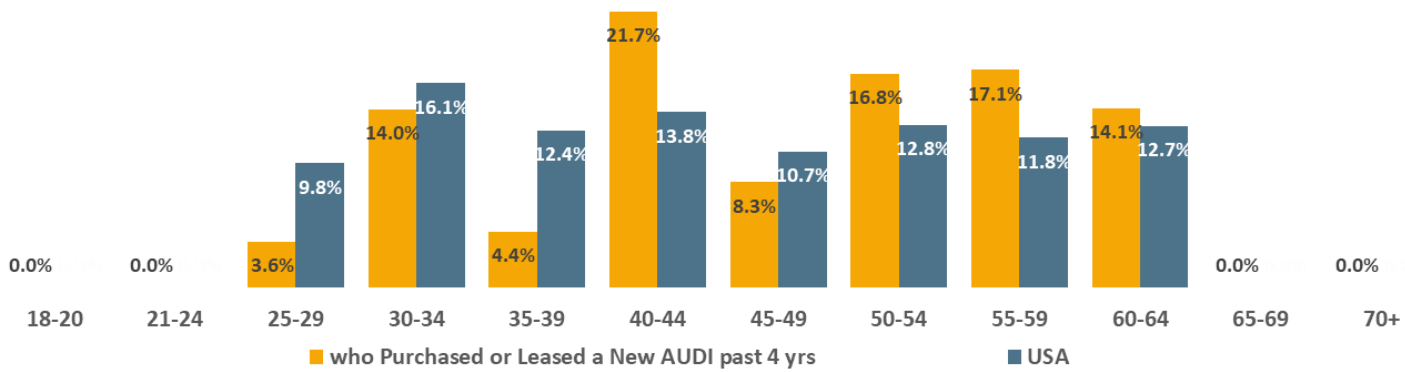


Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 568

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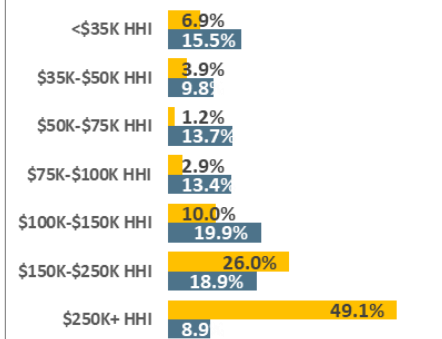
HHI of Target vs. Market:



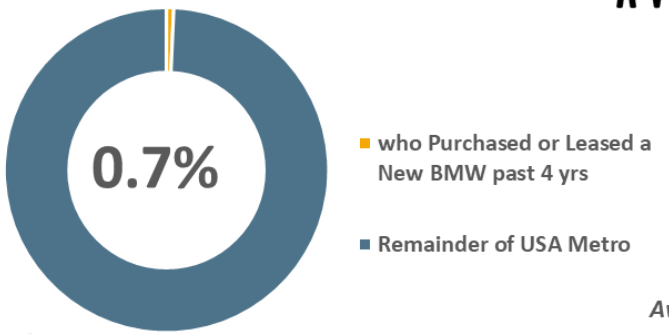


USA Jan23-Feb24 USA Projection Qual Intab 14,048

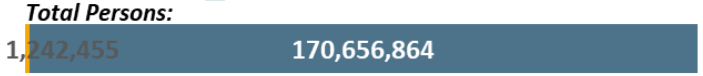
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): AUDI

.7% or 1,242,455 of USA Adults 25 - 64 Purchased or Leased a New BMW past 4 yrs.
Typical Adults 25 - 64 who Purchased or Leased a New BMW past 4 yrs are 49.5 years old (10.3% older than average) and have a $205,928 (109.9% higher than average) annual household income.

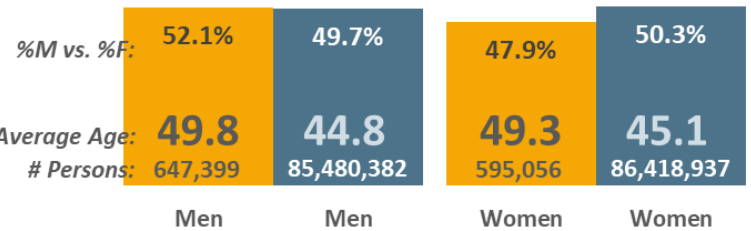
Percent of Market: Adults 25 - 64



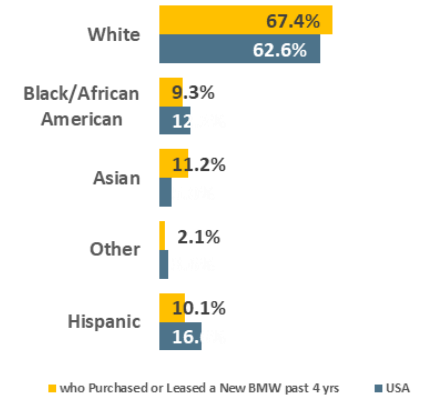
Total Persons:



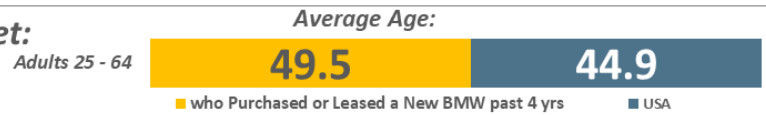
Gender of Target vs. Market: Adults 25 - 64

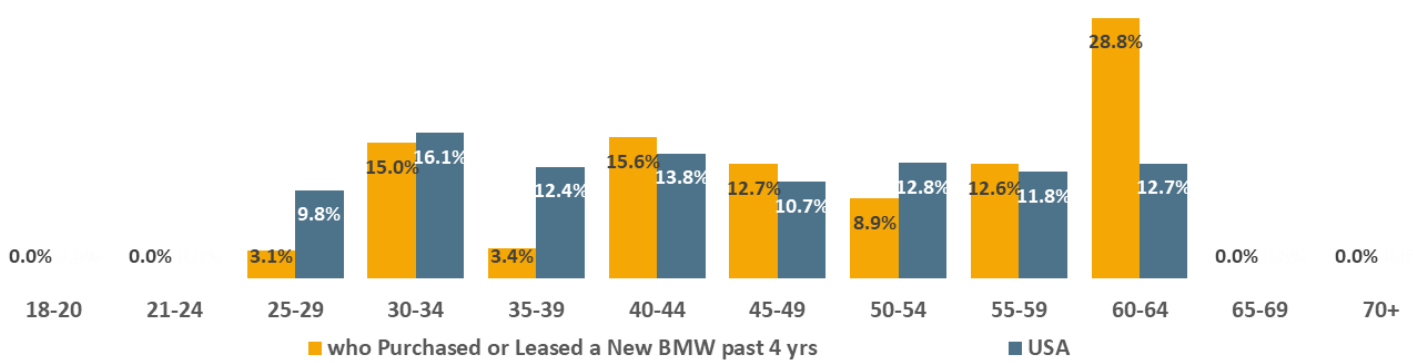


Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 568

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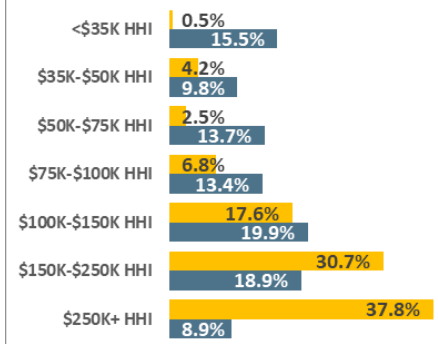
HHI of Target vs. Market:



Avg HHI: $205,928 | $98,094

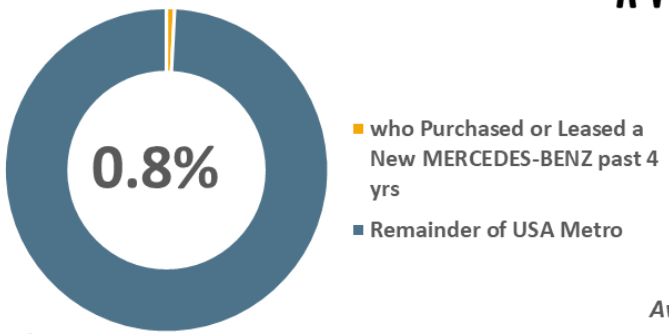
USA Jan23-Feb24 USA Projection Qual Intab 14,048

[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): BMW

Mercedes-Benz

.8% or 1,386,488 of USA Adults 25 - 64 Purchased or Leased a New MERCEDES-BENZ past 4 yrs.
Typical Adults 25 - 64 who Purchased or Leased a New MERCEDES-BENZ past 4 yrs are 46.1 years old (2.7% older than average) and have a $178,399 (81.9% higher than average) annual household income.

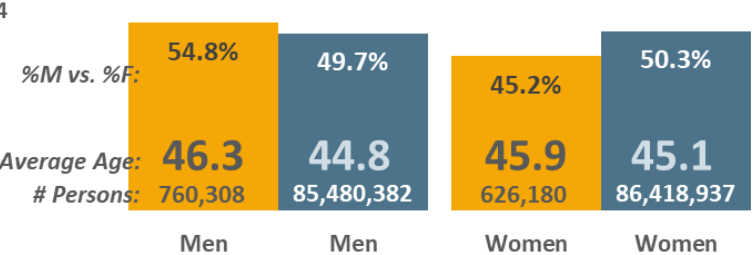
Percent of Market: Adults 25 - 64



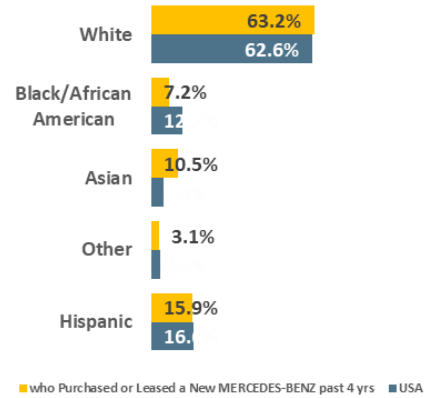
Total Persons:



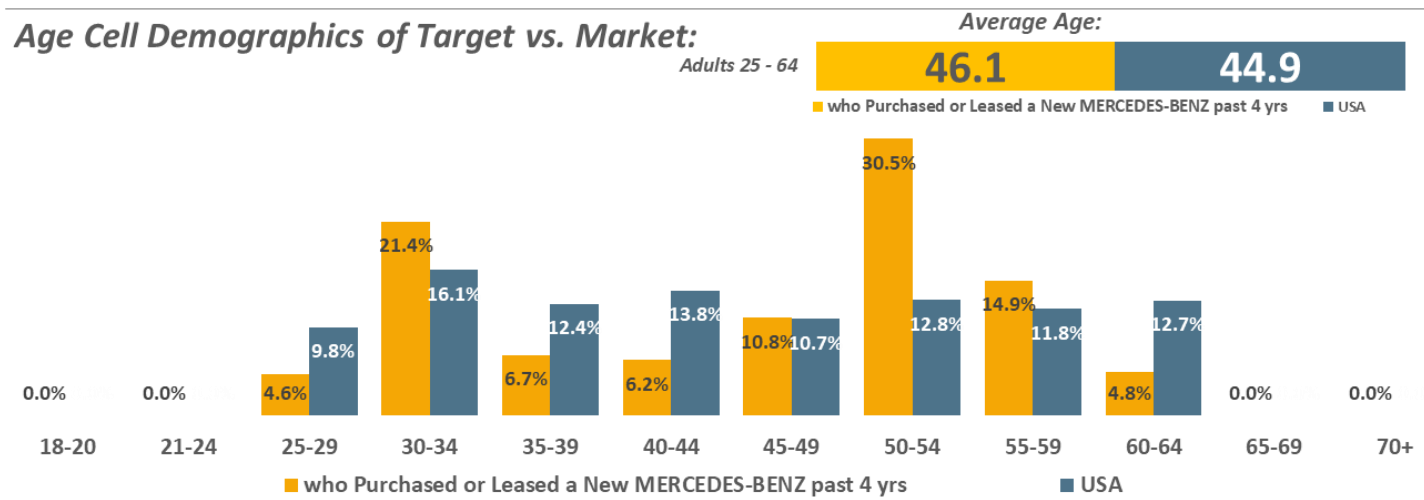
Gender of Target vs. Market: Adults 25 - 64



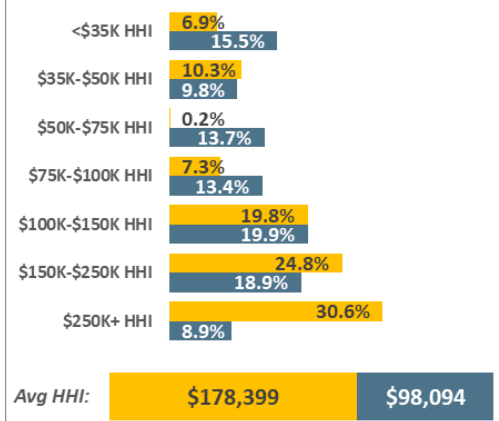
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $178,399 | $98,094

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *568*

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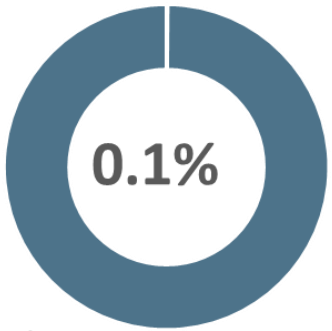
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): MERCEDES-BENZ

PORSCHE

.1% or 224,476 of USA Adults 25 - 64 Purchased or Leased a New PORSCHE past 4 yrs.
Typical Adults 25 - 64 who Purchased or Leased a New PORSCHE past 4 yrs are 51.5 years old (14.6% older than average) and have a $196,940 (100.8% higher than average) annual household income.

Percent of Market: Adults 25 - 64



- who Purchased or Leased a New PORSCHE past 4 yrs
- Remainder of USA Metro

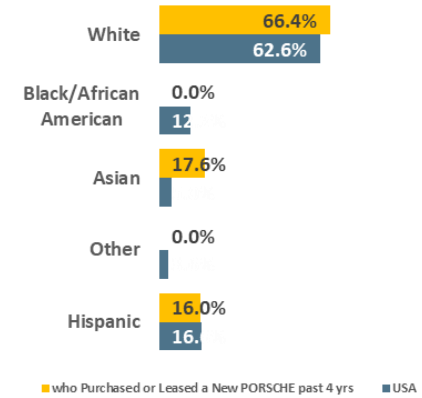
Total Persons:

224,476	171,674,843

Gender of Target vs. Market: Adults 25 - 64

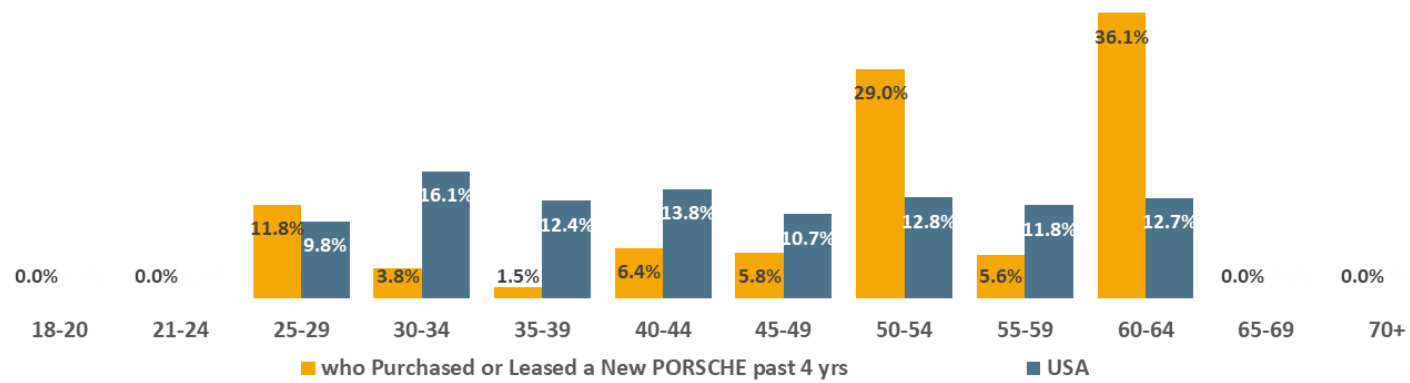
	Men	Men	Women	Women
%M vs. %F:	54.3%	49.7%	45.7%	50.3%
Average Age:	51.7	44.8	51.3	45.1
# Persons:	121,796	85,480,382	102,680	86,418,937

Ethnicity of Target vs. Market:

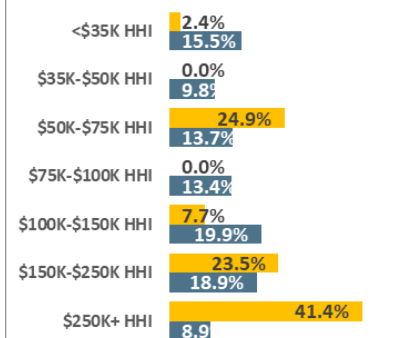


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 25 - 64
who Purchased or Leased a New PORSCHE past 4 yrs	51.5
USA	44.9



HHI of Target vs. Market:



Avg HHI:	$196,940	$98,094

USA | USA Projection | Scarborough R1 2024: Feb23-Apr24 | Qual Intab | 568

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USA Jan23-Feb24 | USA Projection | Qual Intab | 14,048

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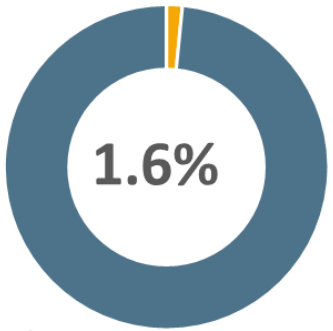
1.6% or 2,706,927 of USA Adults 25 - 64 Purchased or Leased a New VOLKSWAGEN past 4 yrs.
Typical Adults 25 - 64 who Purchased or Leased a New VOLKSWAGEN past 4 yrs are 45. years old (.2% older than average) and have a $158,749 (61.8% higher than average) annual household income.

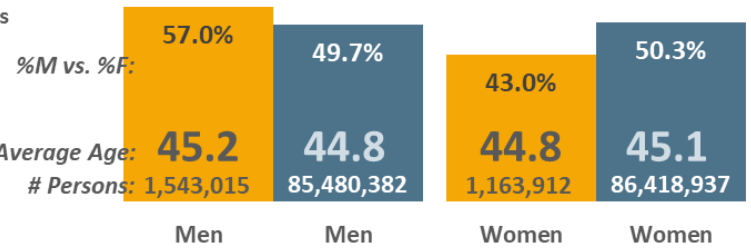
Percent of Market: Adults 25 - 64



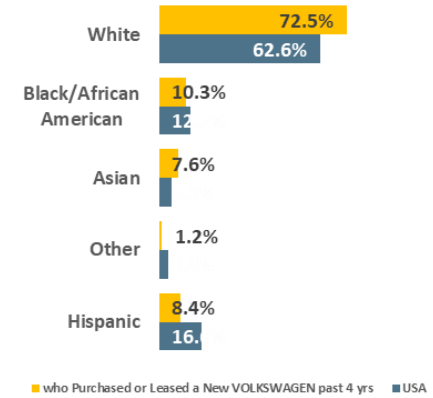
Total Persons:



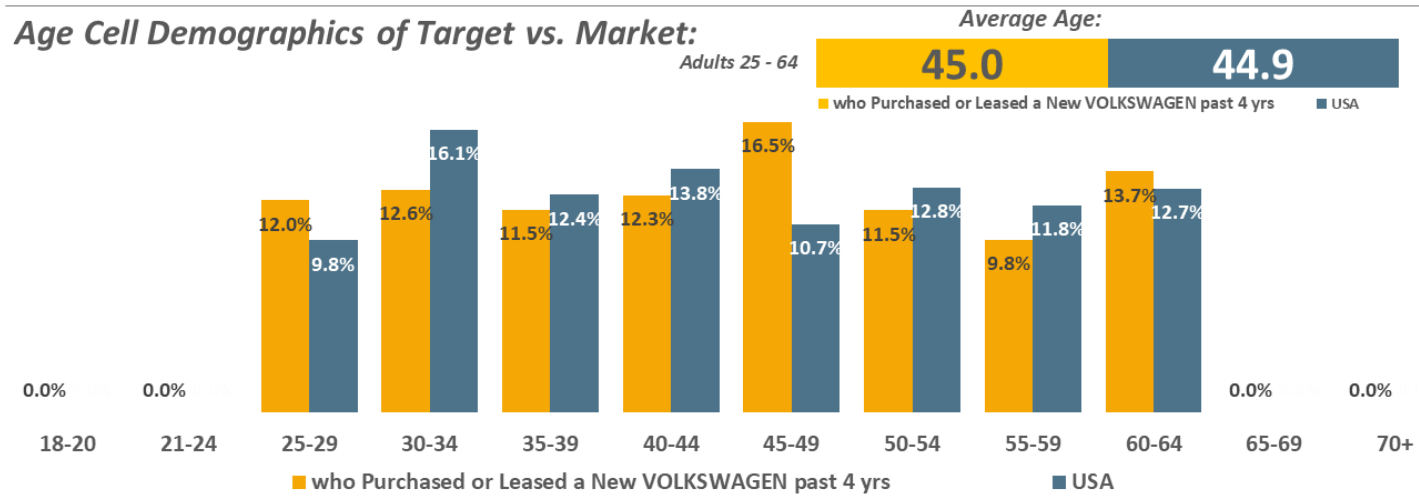
Gender of Target vs. Market: Adults 25 - 64



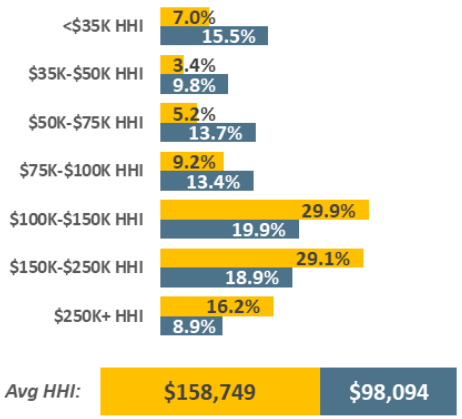
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $158,749 | $98,094

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 568

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USA Jan23-Feb24 USA Projection Qual Intab 14,048

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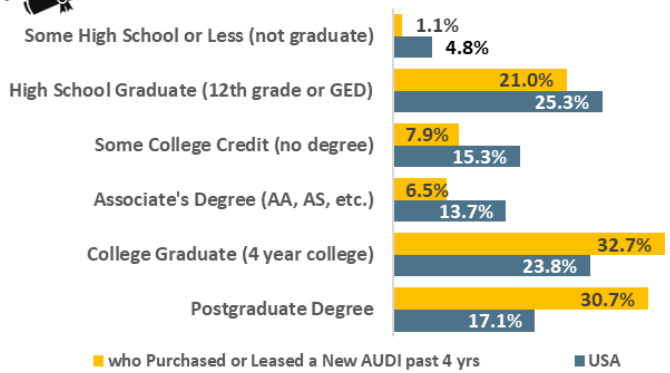
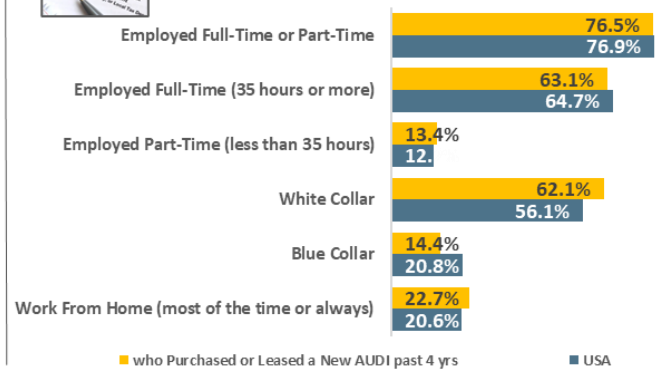
Audi

.6% or 1,003,229 of USA Adults 25 - 64 Purchased or Leased a New AUDI past 4 yrs.
Adults 25 - 64 who Purchased or Leased a New AUDI past 4 yrs are 54.9% more likely to be a college graduate, 2.5% less likely to work full-time, 28.6% more likely to be married, 18.5% less likely to be a parent of 1 or more children under 18.

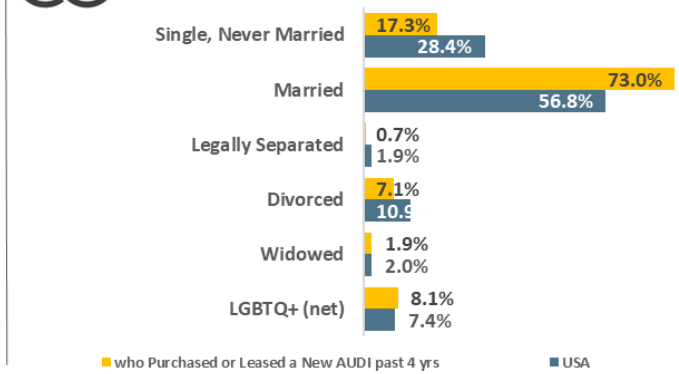
Education Levels: Adults 25 - 64



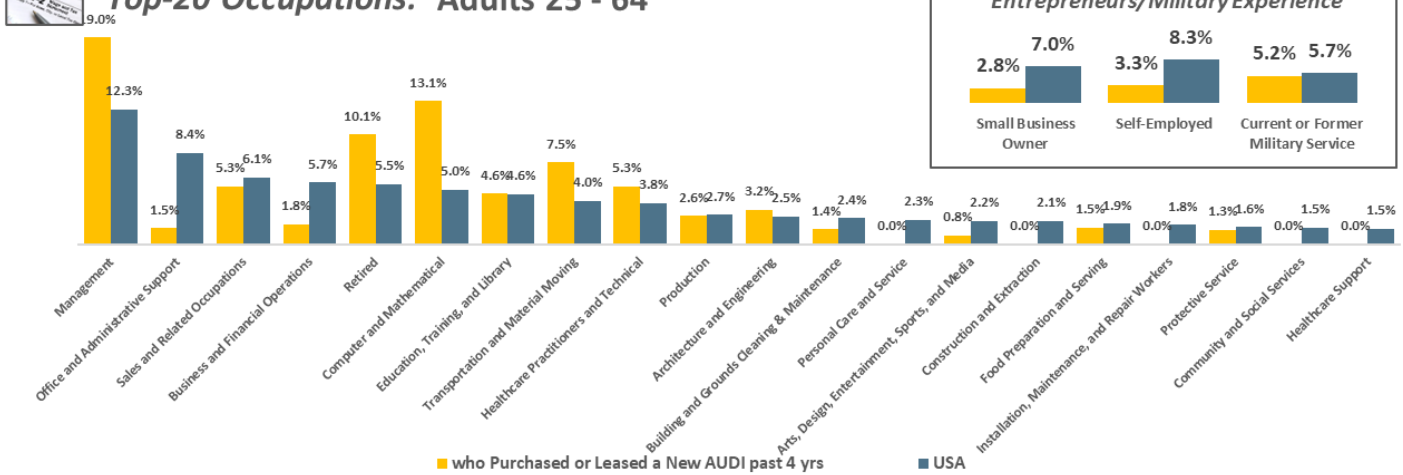
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

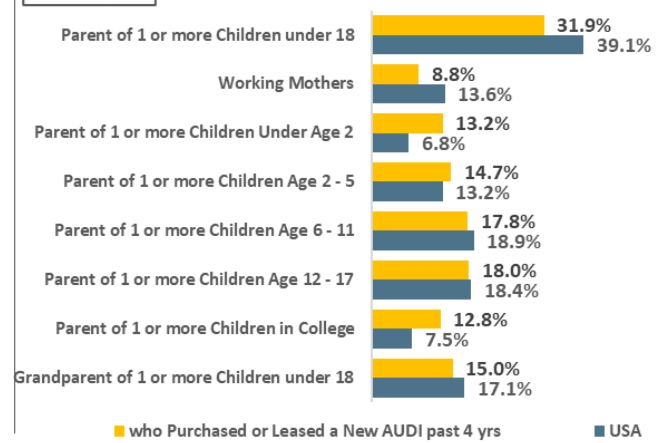


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



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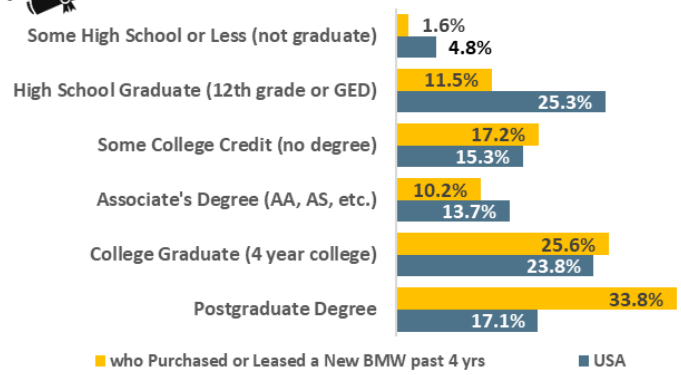
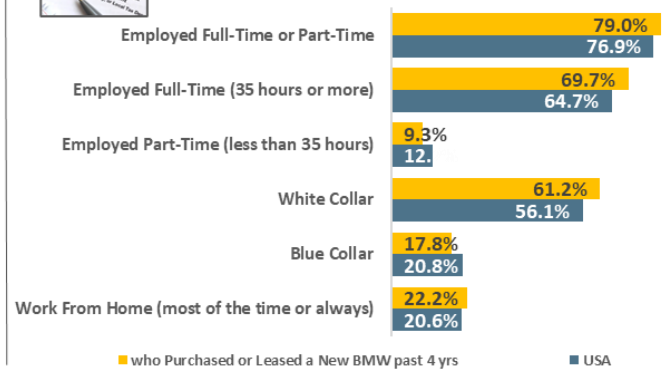
Adults 25 - 64 who Purchased or Leased a New BMW past 4 yrs are 45.2% more likely to be a college graduate, 7.7% more likely to work full-time, 31.7% more likely to be married, 9.% more likely to be a parent of 1 or more children under 18.

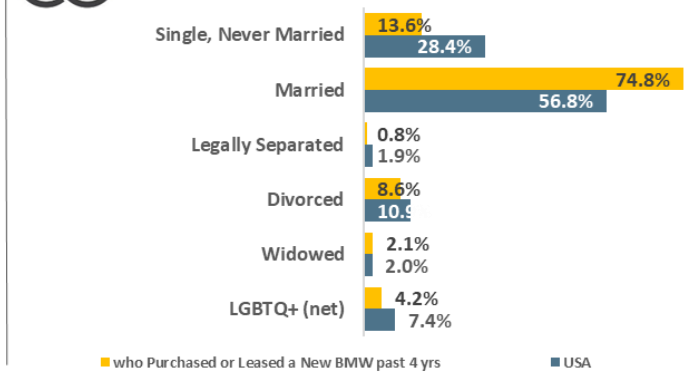
Education Levels: Adults 25 - 64



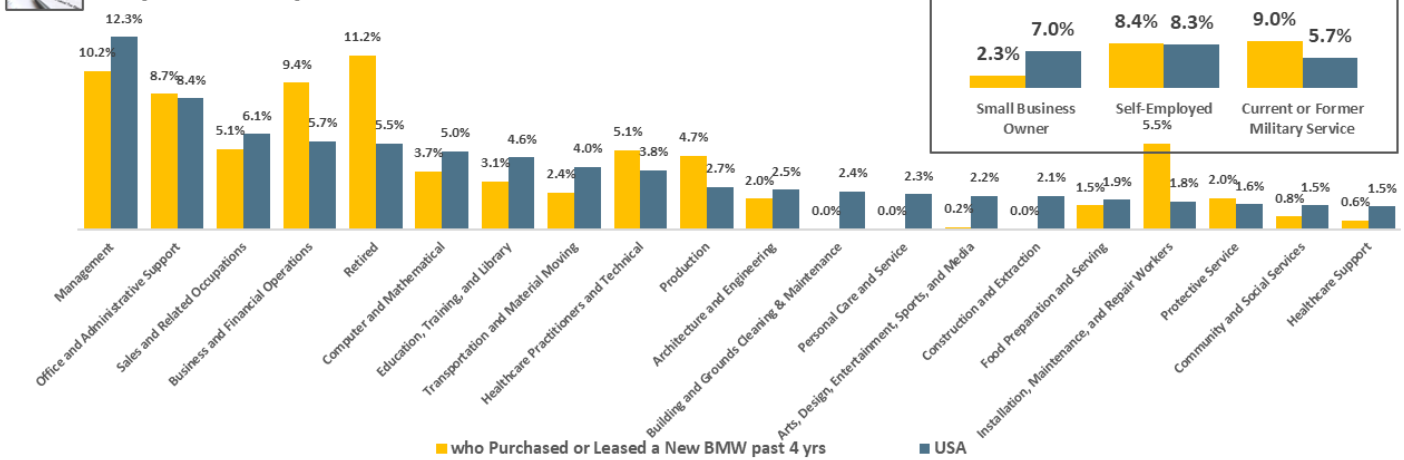
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

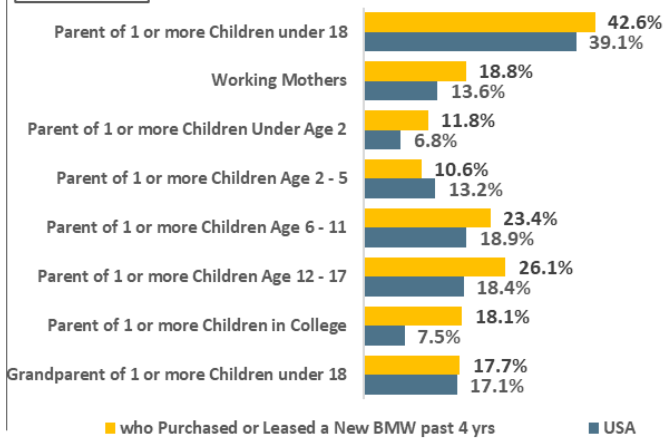


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



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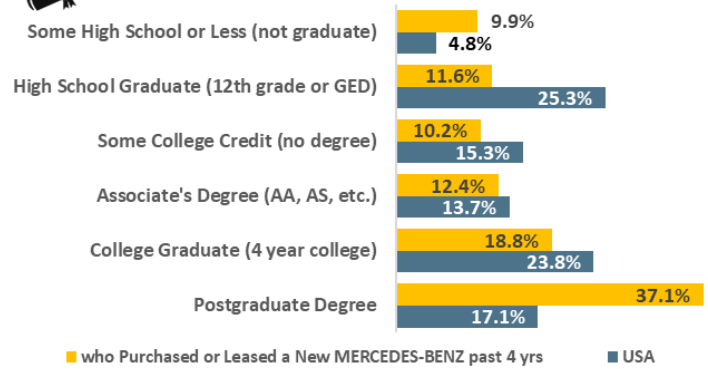
USA Jan23-Feb24 USA Projection Qual Intab 14,048

[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): BMW

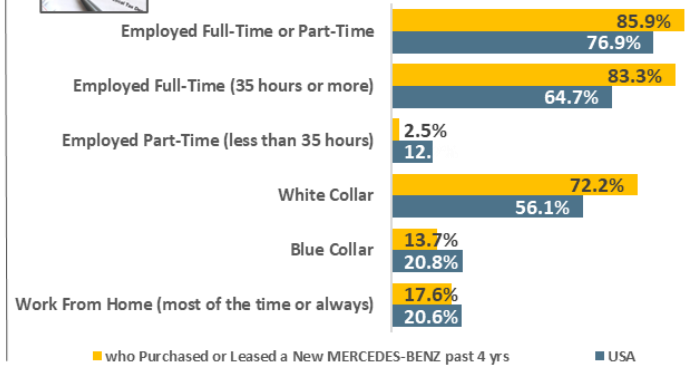
Mercedes-Benz

.8% or 1,386,488 of USA Adults 25 - 64 Purchased or Leased a New MERCEDES-BENZ past 4 yrs.
Adults 25 - 64 who Purchased or Leased a New MERCEDES-BENZ past 4 yrs are 36.3% more likely to be a college graduate, 28.8% more likely to work full-time, 16.5% more likely to be married, 17.3% more likely to be a grandparent of 1 or more children under 1

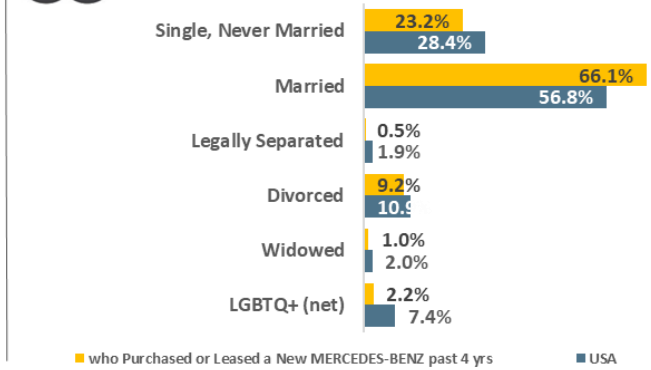
Education Levels: Adults 25 - 64



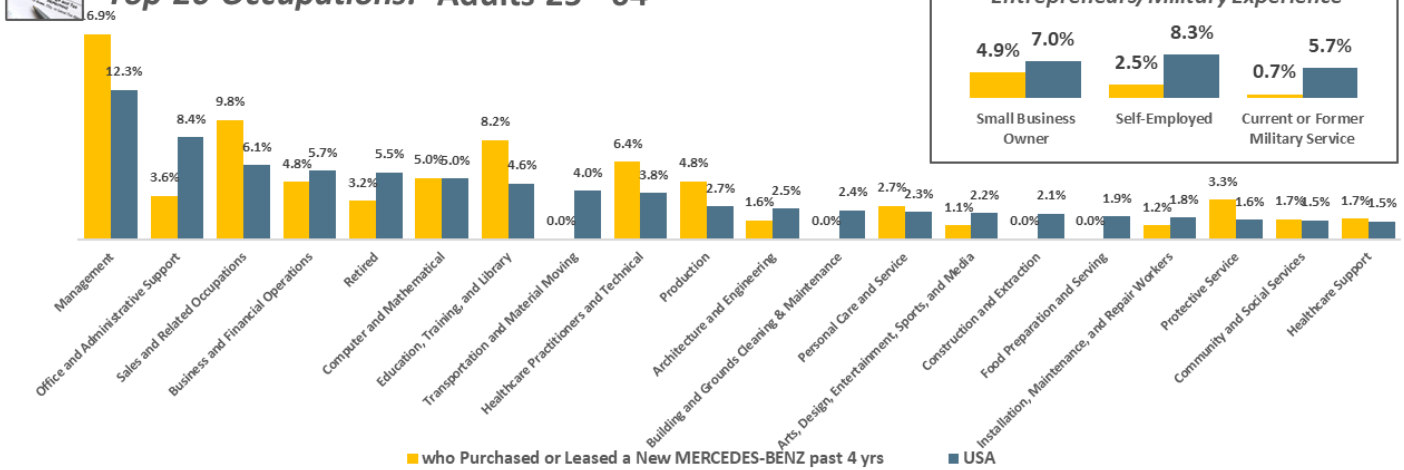
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

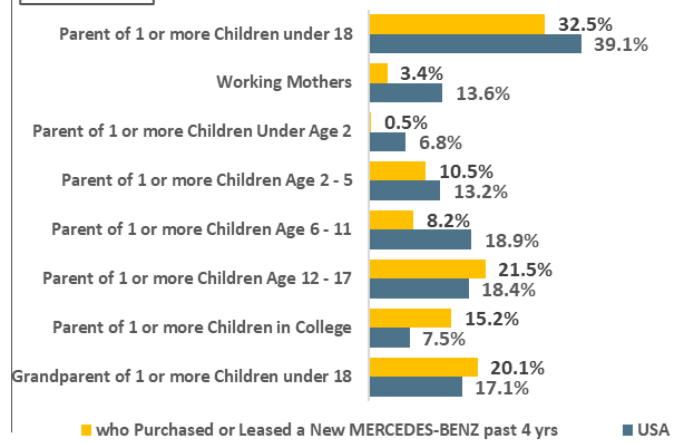


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 568

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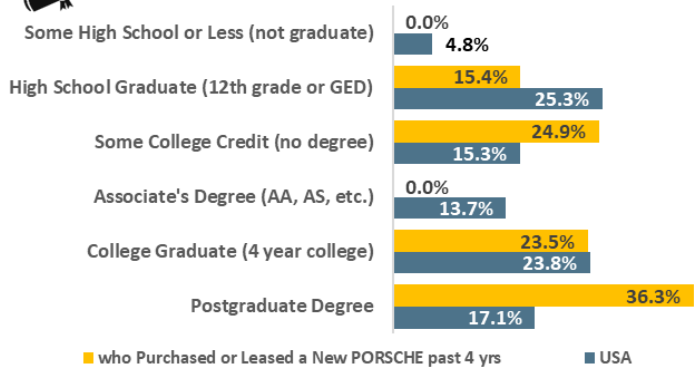
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): MERCEDES-BENZ

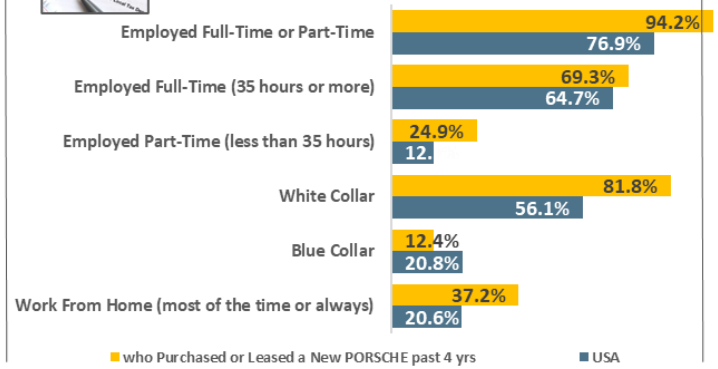
PORSCHE

.1% or 224,476 of USA Adults 25 - 64 Purchased or Leased a New PORSCHE past 4 yrs.
Adults 25 - 64 who Purchased or Leased a New PORSCHE past 4 yrs are 45.9% more likely to be a college graduate, 7.2% more likely to work full-time, 24.3% more likely to be married, 164.5% more likely to be a grandparent of 1 or more children under 18.

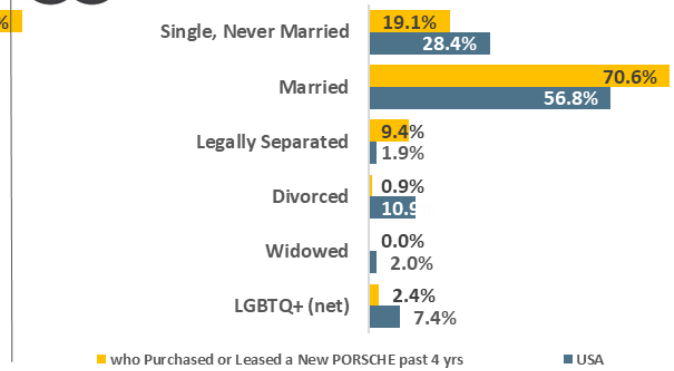
Education Levels: Adults 25 - 64



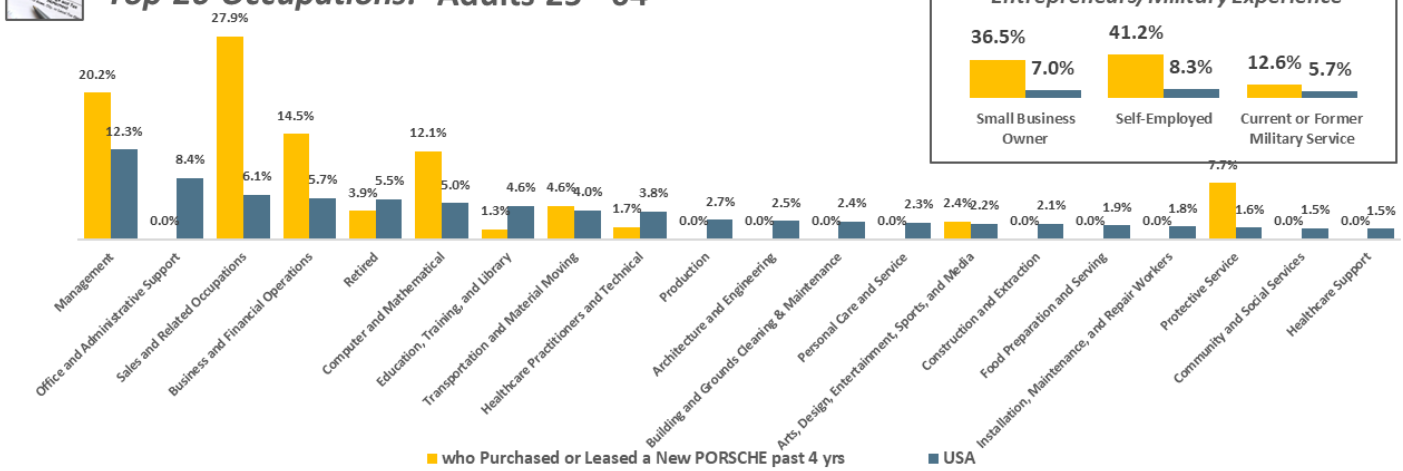
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

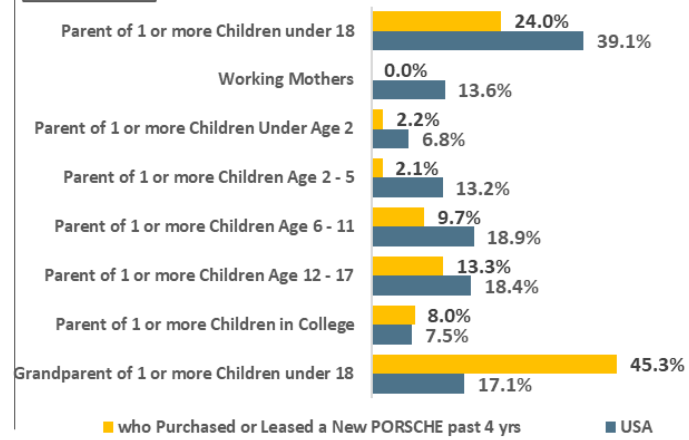


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 568

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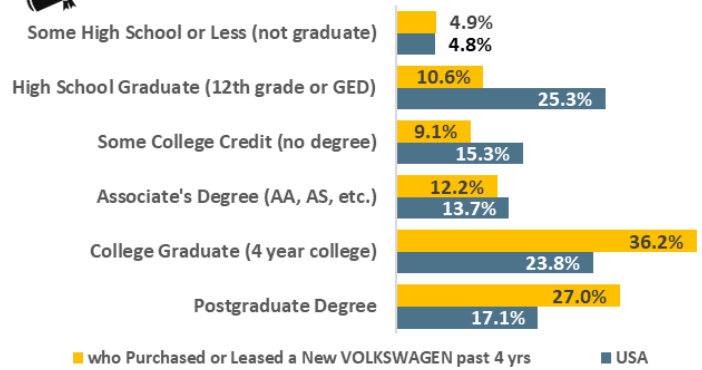
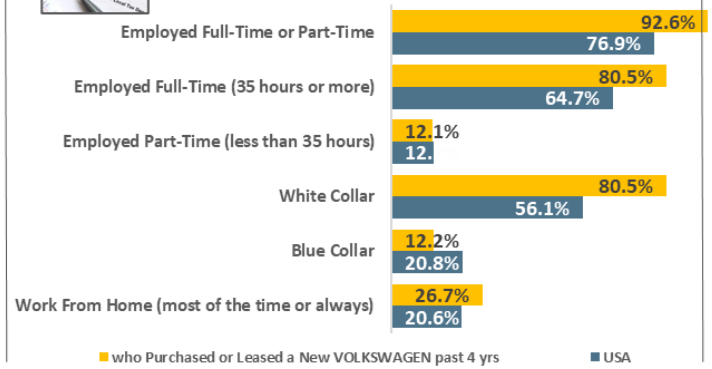
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): PORSCHE

1.6% or 2,706,927 of USA Adults 25 - 64 Purchased or Leased a New VOLKSWAGEN past 4 yrs.
Adults 25 - 64 who Purchased or Leased a New VOLKSWAGEN past 4 yrs are 54.4% more likely to be a college graduate, 24.5% more likely to work full-time, 27.3% more likely to be married, 38.7% less likely to be a grandparent of 1 or more children under 18.

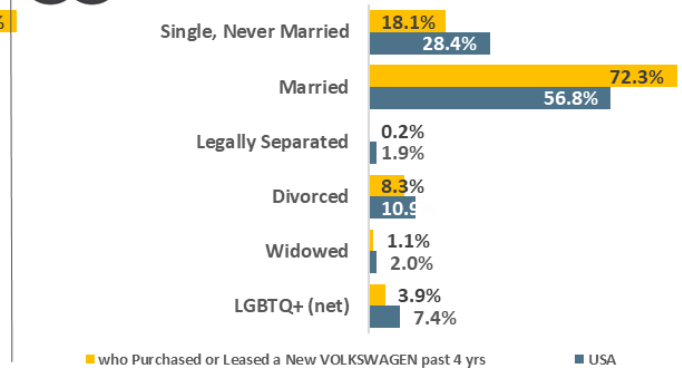
Education Levels: Adults 25 - 64



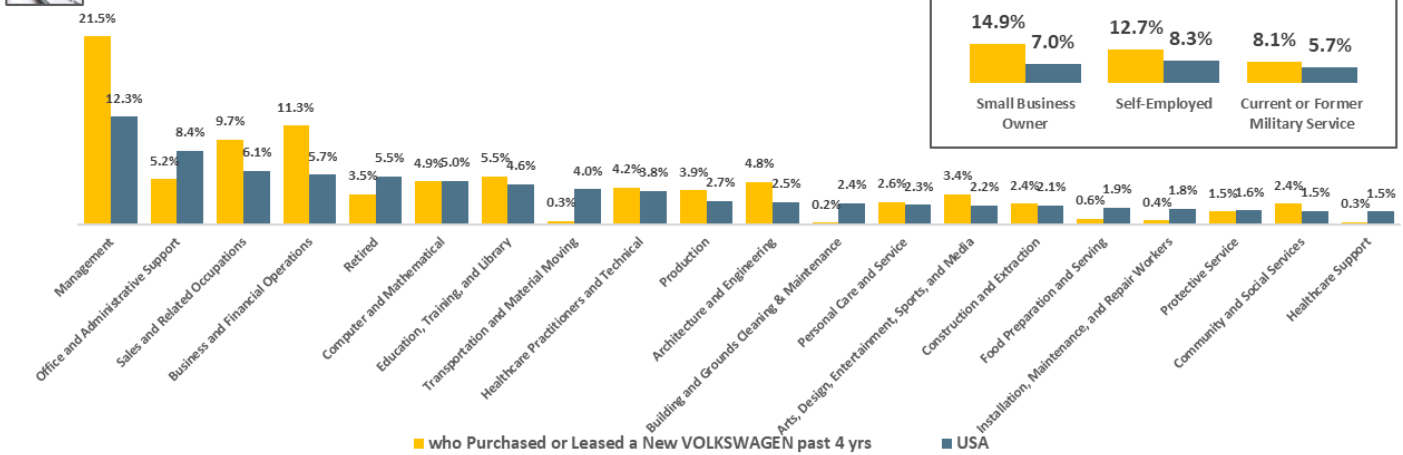
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

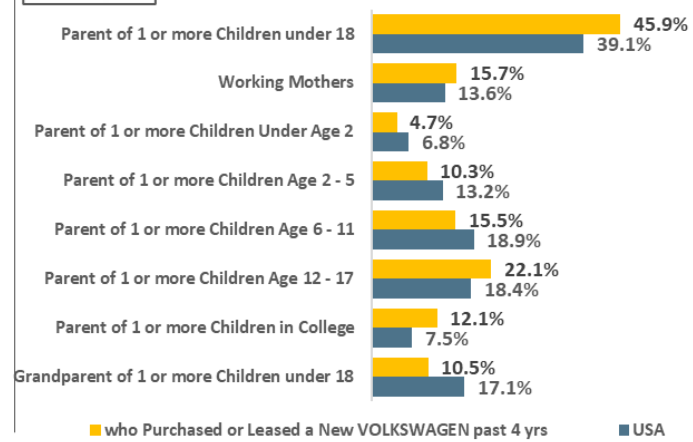


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 568

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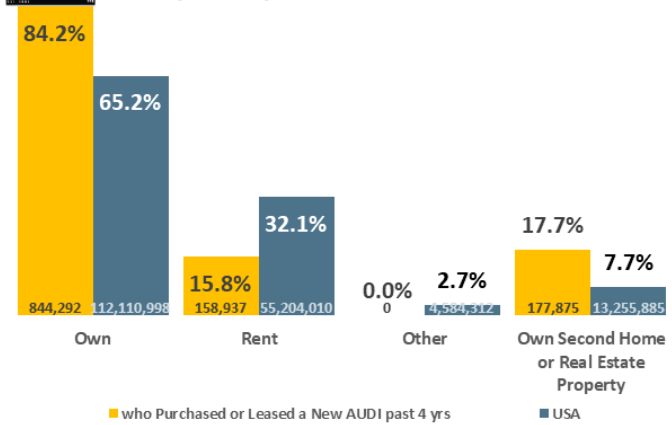
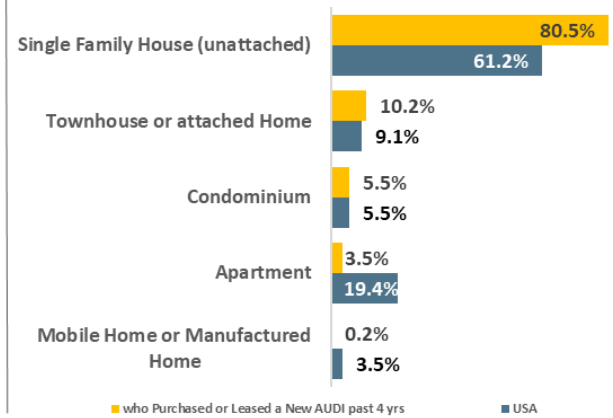
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): VOLKSWAGEN

.6% or 1,003,229 of USA Adults 25 - 64 Purchased or Leased a New AUDI past 4 yrs.
Adults 25 - 64 who Purchased or Leased a New AUDI past 4 yrs are 29.% more likely to own their home, 120.6% more likely to own a higher valued home, 31.5% more likely to have a single-family home, 10.1% less likely to have a dog.

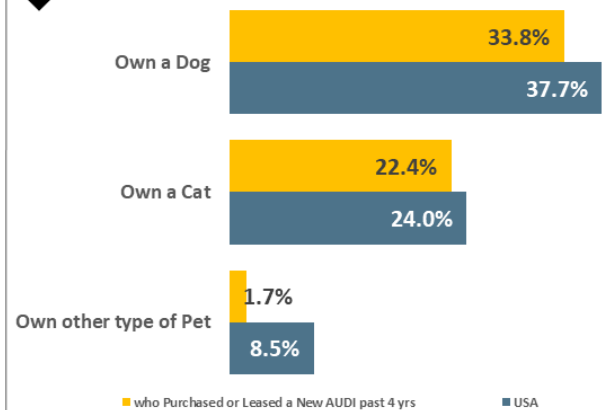
Own/Rent/Other: Adults 25 - 64



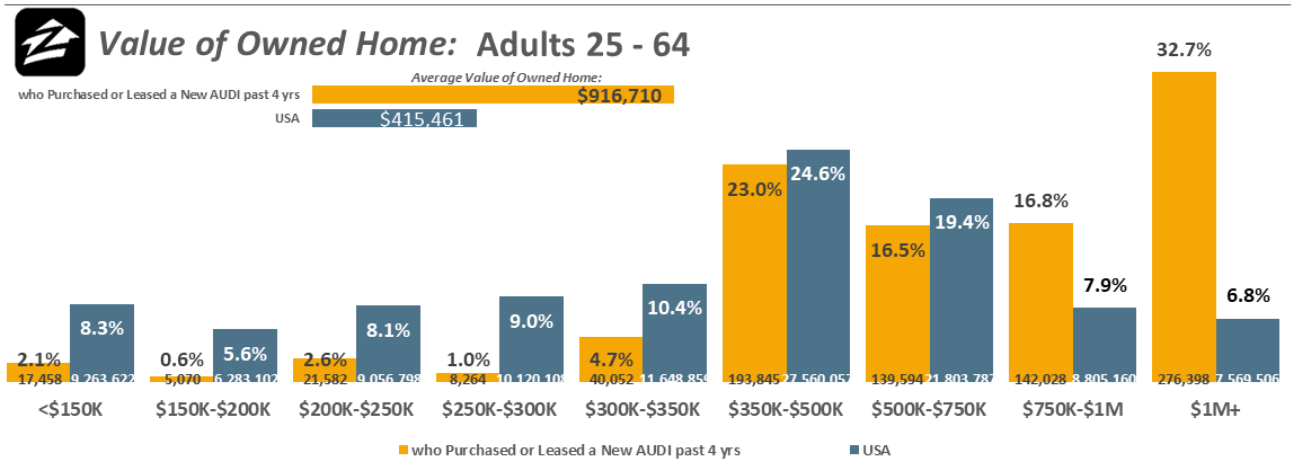
Type of Home: Adults 25 - 64



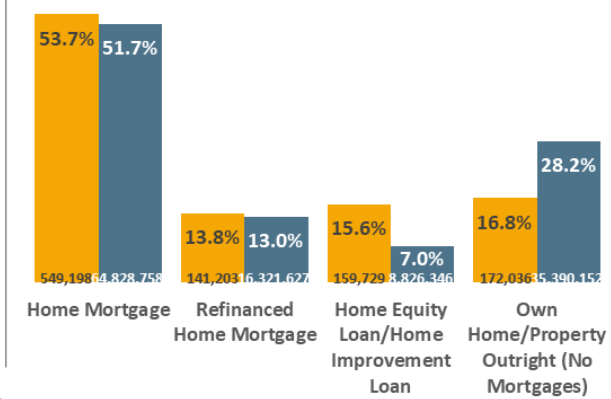
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *568*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

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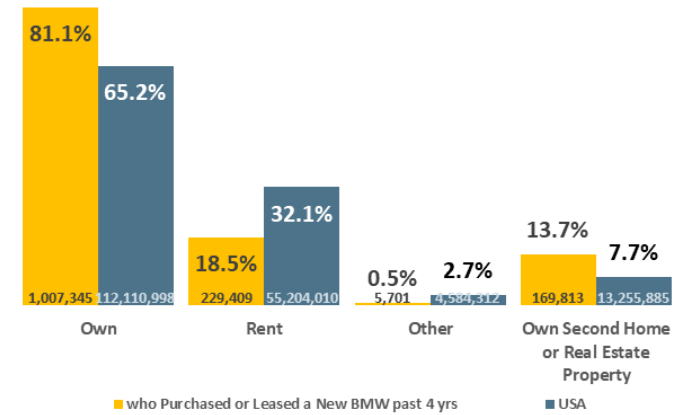
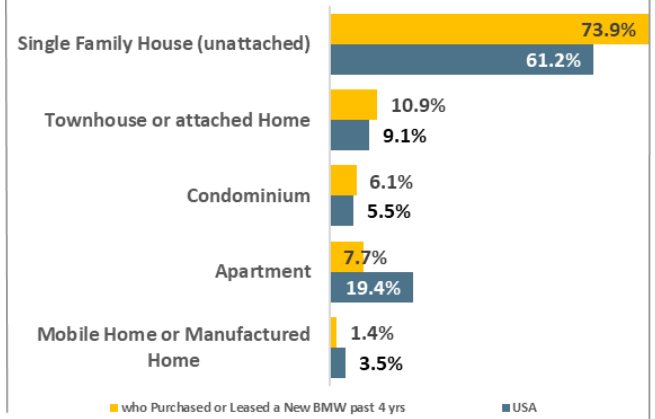
.7% or 1,242,455 of USA Adults 25 - 64 Purchased or Leased a New BMW past 4 yrs.
Adults 25 - 64 who Purchased or Leased a New BMW past 4 yrs are 24.3% more likely to own their home, 102.2% more likely to own a higher valued home, 20.7% more likely to have a single-family home, .1% less likely to have a dog.

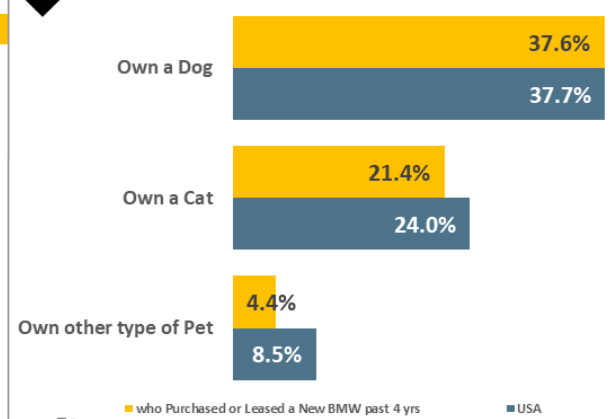
Own/Rent/Other: Adults 25 - 64



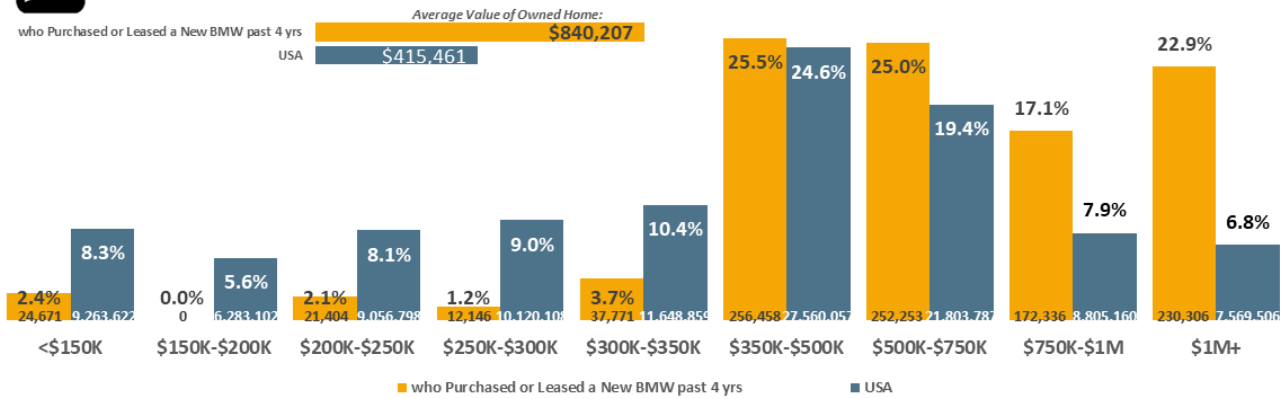
Type of Home: Adults 25 - 64



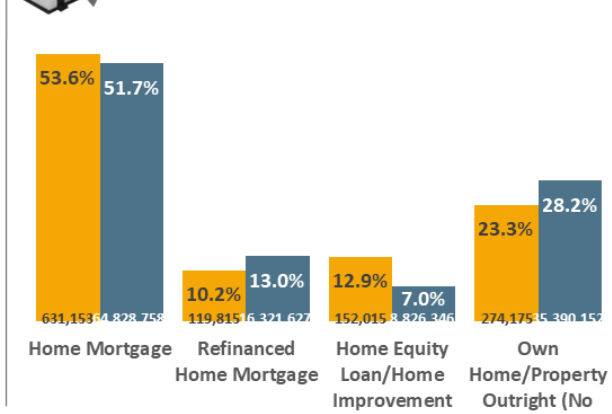
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *568*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

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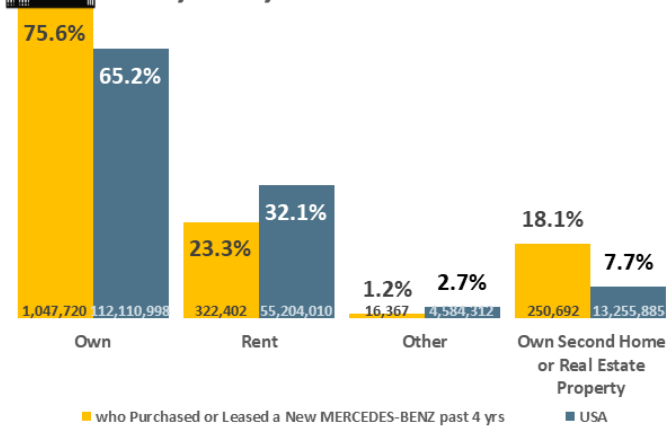
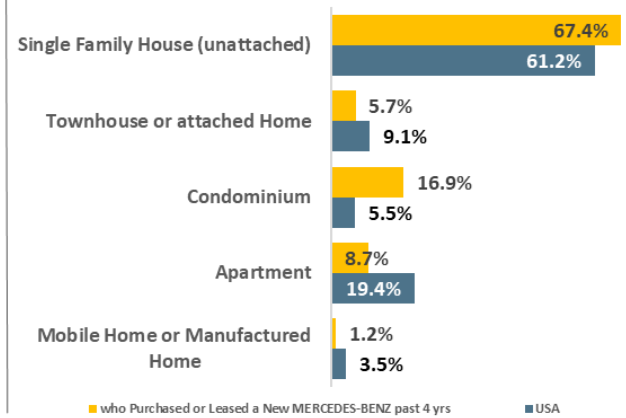
Mercedes-Benz

.8% or 1,386,488 of USA Adults 25 - 64 Purchased or Leased a New MERCEDES-BENZ past 4 yrs.
Adults 25 - 64 who Purchased or Leased a New MERCEDES-BENZ past 4 yrs are 15.9% more likely to own their home, 94.2% more likely to own a higher valued home, 10.1% more likely to have a single-family home, 3.7% less likely to have a dog.

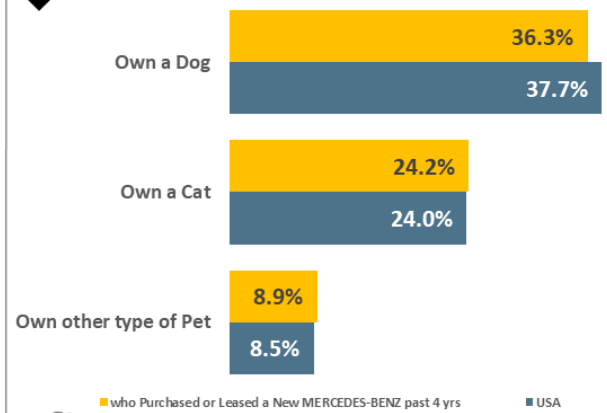
Own/Rent/Other: Adults 25 - 64



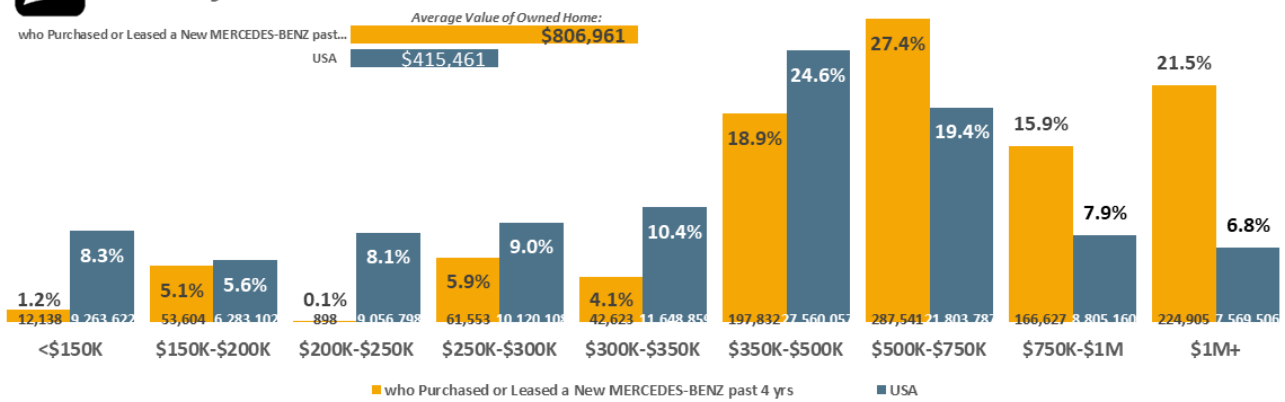
Type of Home: Adults 25 - 64



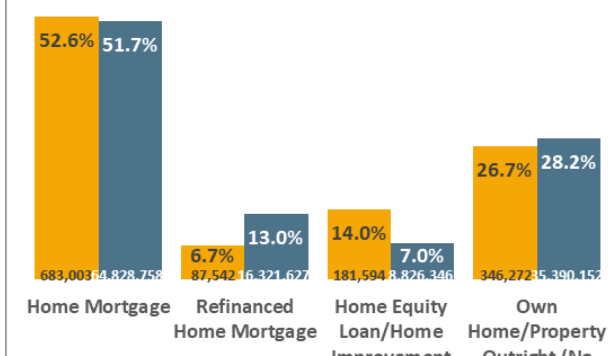
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



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USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

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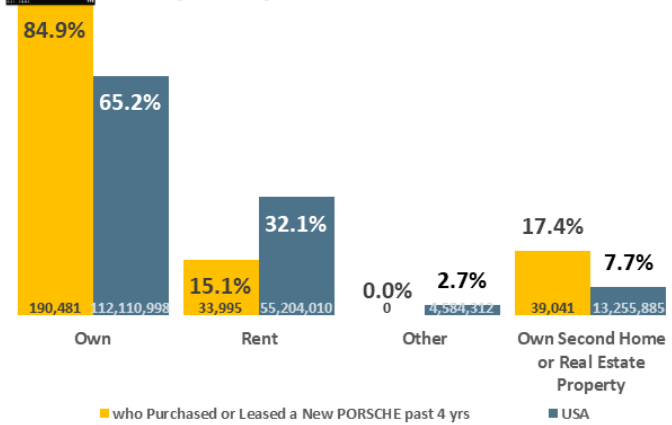
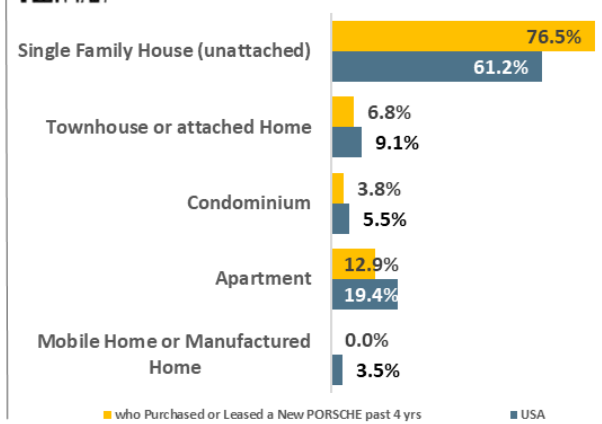
PORSCHE

.1% or 224,476 of USA Adults 25 - 64 Purchased or Leased a New PORSCHE past 4 yrs.
Adults 25 - 64 who Purchased or Leased a New PORSCHE past 4 yrs are 30.1% more likely to own their home, 121.9% more likely to own a higher valued home, 24.9% more likely to have a single-family home, 39.2% less likely to have a dog.

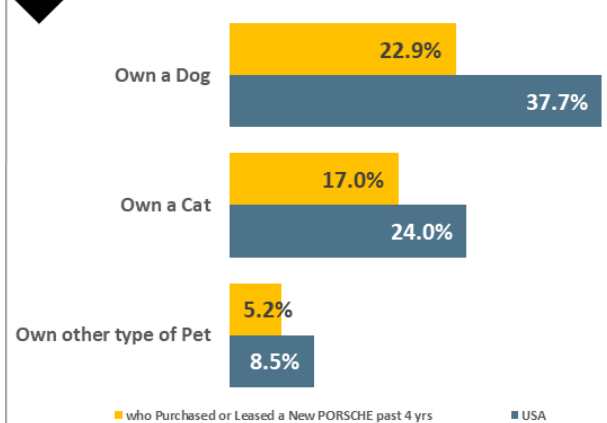
Own/Rent/Other: Adults 25 - 64



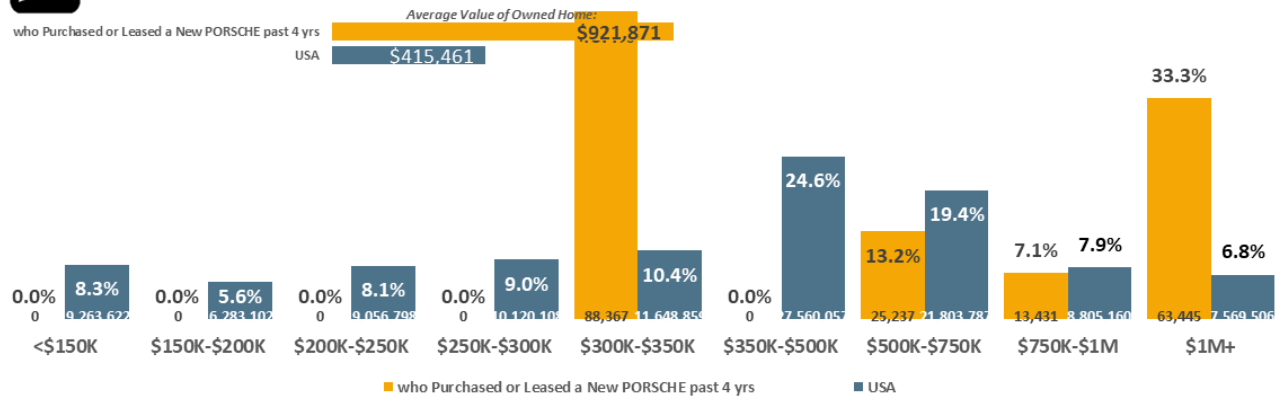
Type of Home: Adults 25 - 64



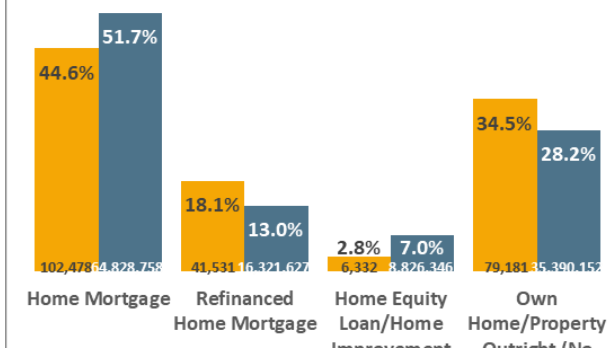
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



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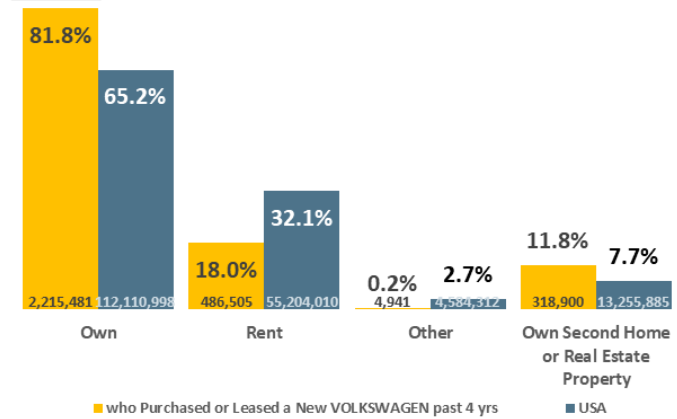
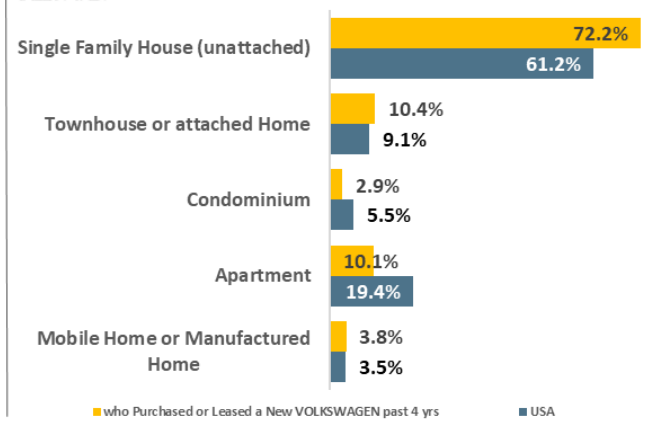
1.6% or 2,706,927 of USA Adults 25 - 64 Purchased or Leased a New VOLKSWAGEN past 4 yrs.
Adults 25 - 64 who Purchased or Leased a New VOLKSWAGEN past 4 yrs are 25.5% more likely to own their home, 48.5% more likely to own a higher valued home, 17.9% more likely to have a single-family home, .6% less likely to have a dog.

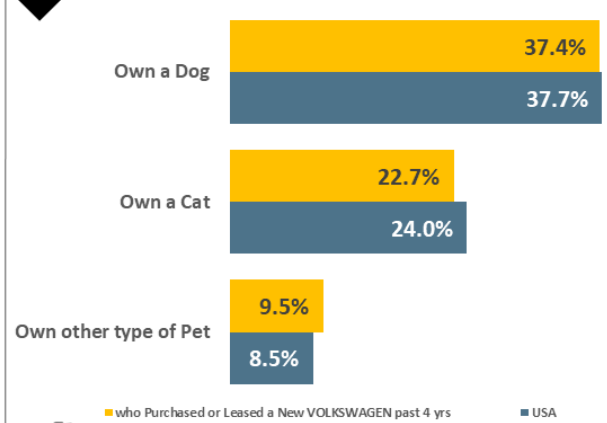
Own/Rent/Other: Adults 25 - 64



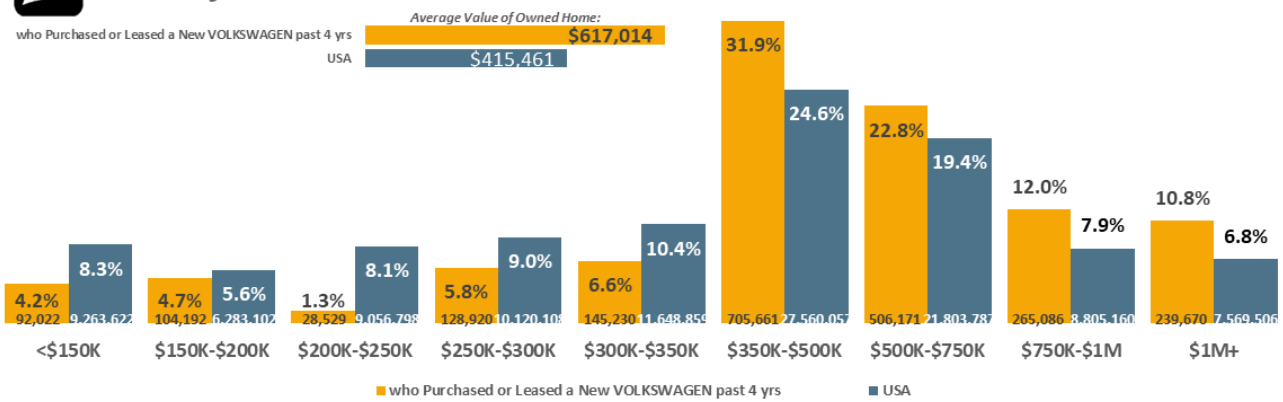
Type of Home: Adults 25 - 64



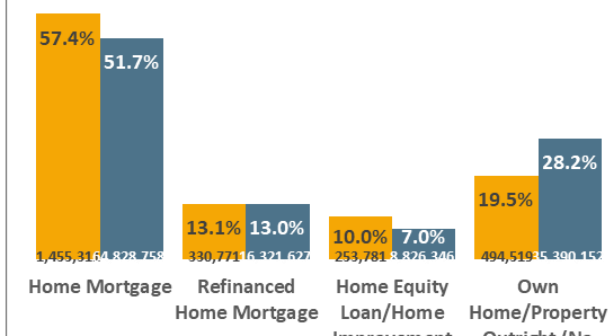
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



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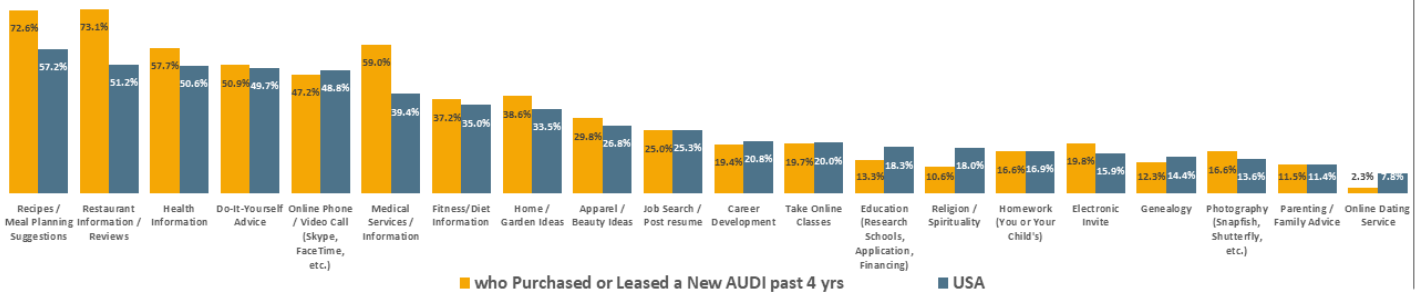
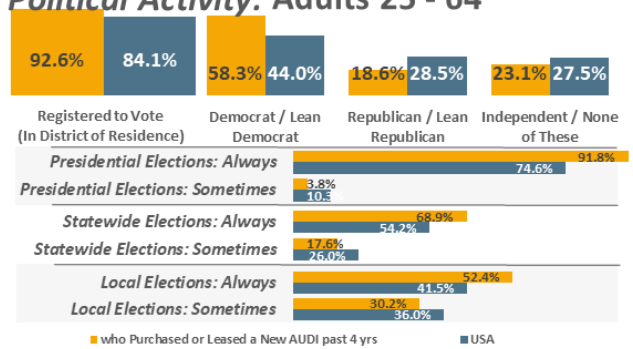
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): VOLKSWAGEN

.6% or 1,003,229 of USA Adults 25 - 64 Purchased or Leased a New AUDI past 4 yrs.
Adults 25 - 64 who Purchased or Leased a New AUDI past 4 yrs are 2.4% more likely to look up D-I-Y advice online, 26.2% more likely to always vote in local elections, 26.8% more likely to belong to a gym, 31.1% more likely to fly domestic past yr.

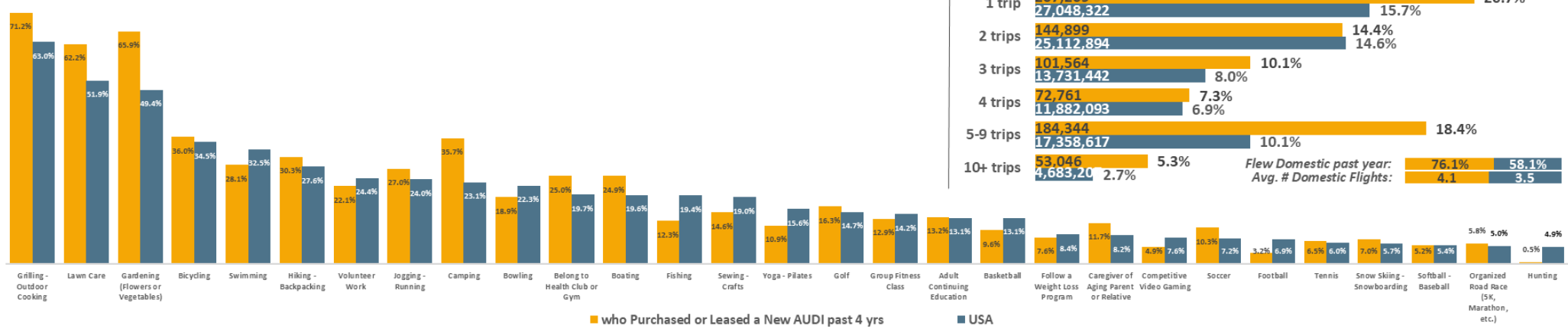
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 568

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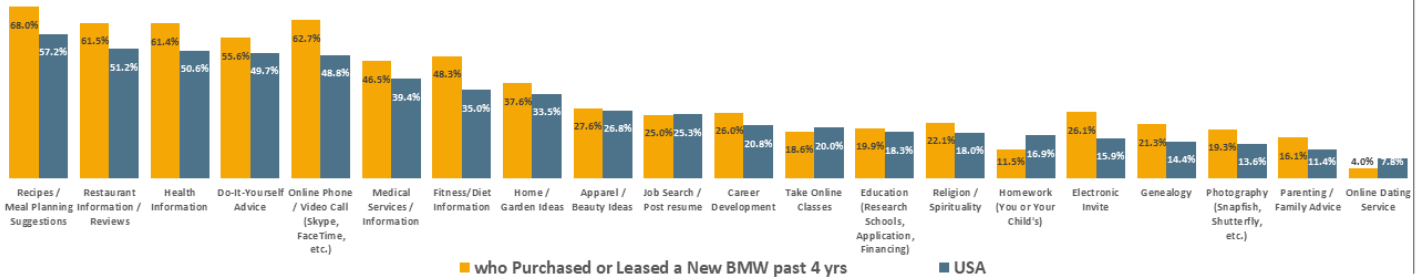
USA Jan23-Feb24 USA Projection Qual Intab 14,048

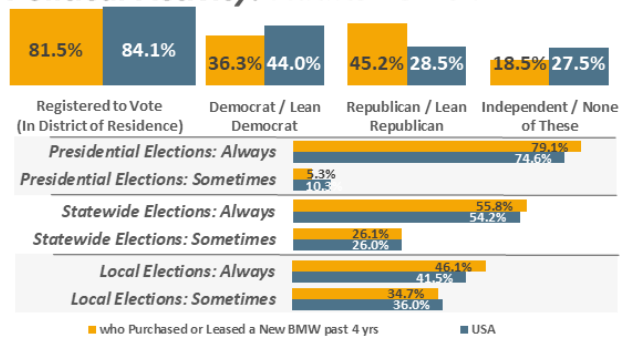
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): AUDI

.7% or 1,242,455 of USA Adults 25 - 64 Purchased or Leased a New BMW past 4 yrs.
Adults 25 - 64 who Purchased or Leased a New BMW past 4 yrs are 12.% more likely to look up D-I-Y advice online, 11.% more likely to always vote in local elections, 39.4% more likely to belong to a gym, 21.% more likely to fly domestic past yr.

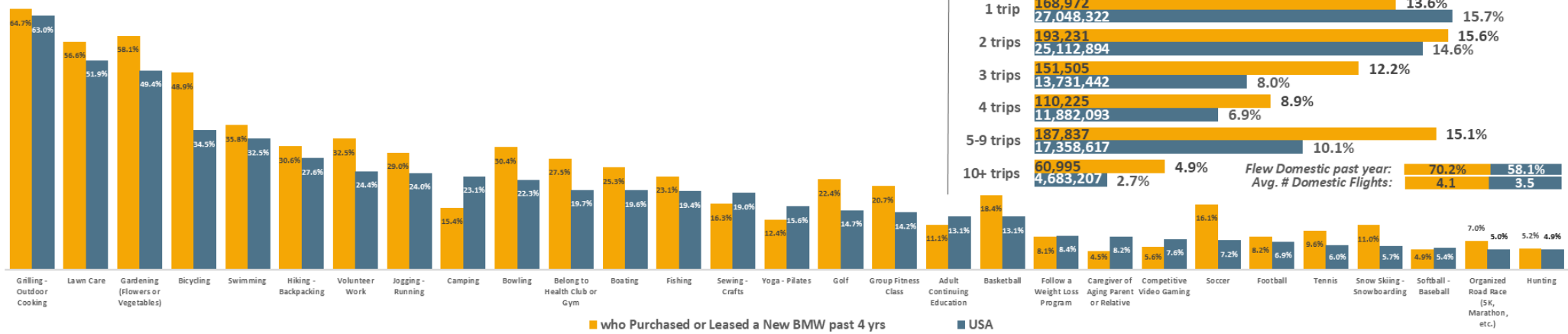
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

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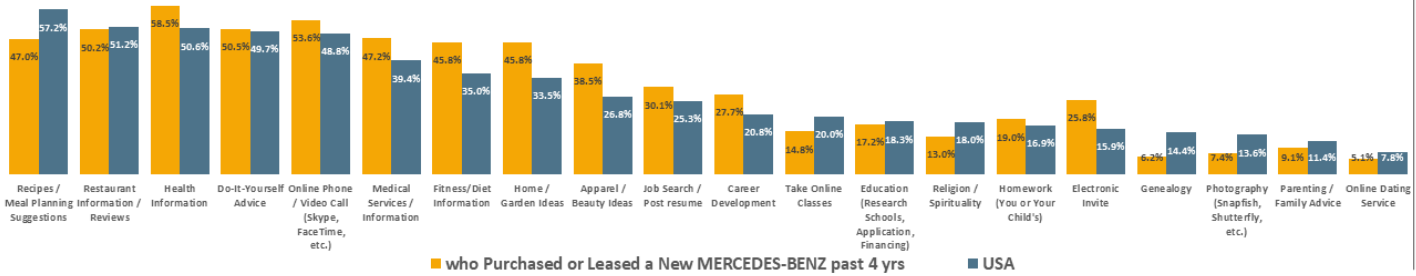
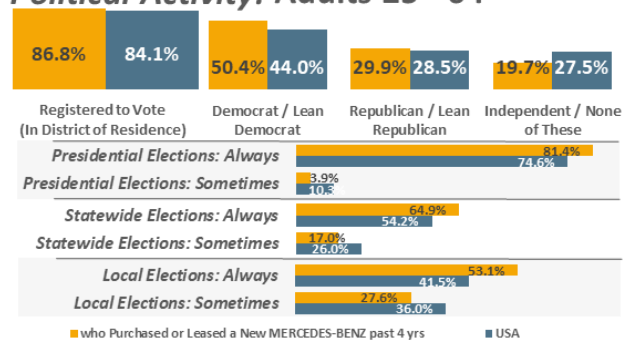
Mercedes-Benz

.8% or 1,386,488 of USA Adults 25 - 64 Purchased or Leased a New MERCEDES-BENZ past 4 yrs.
Adults 25 - 64 who Purchased or Leased a New MERCEDES-BENZ past 4 yrs are 1.6% more likely to look up D-I-Y advice online, 27.9% more likely to always vote in local elections, 53.3% more likely to belong to a gym, 25.4% more likely to fly domestic past yr

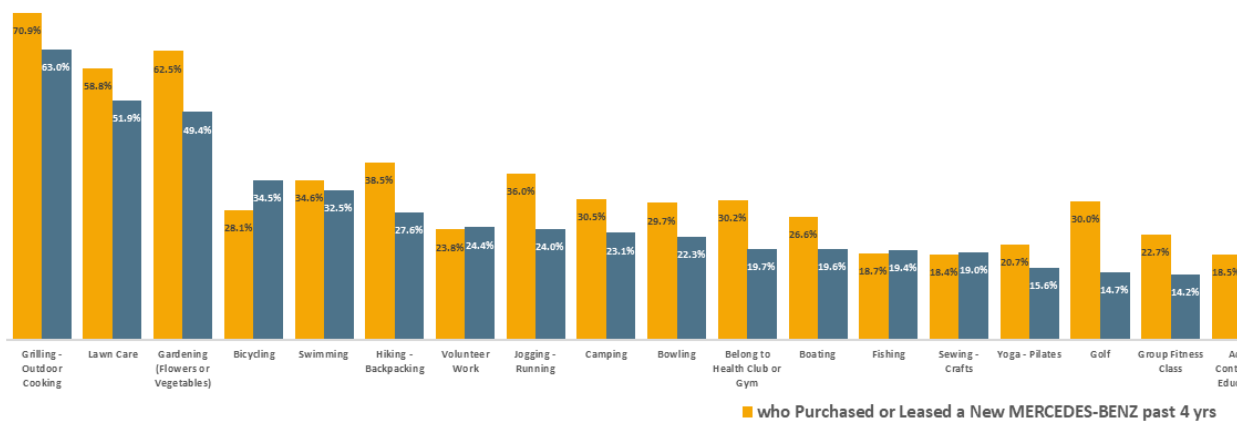
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



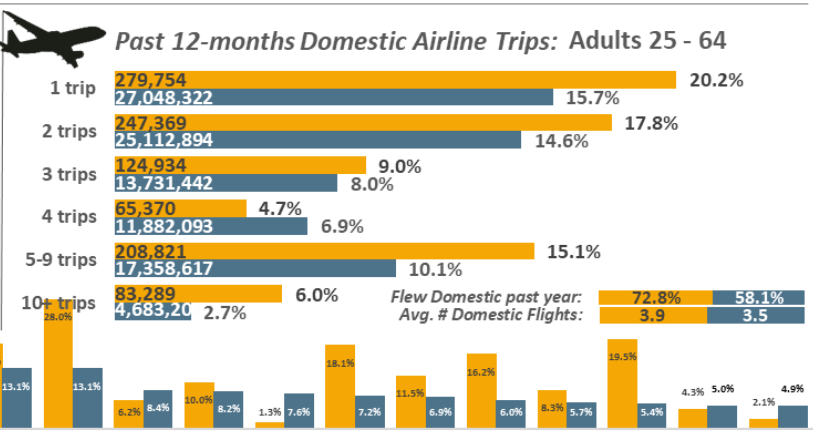
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 568

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USA Jan23-Feb24 USA Projection Qual Intab 14,048

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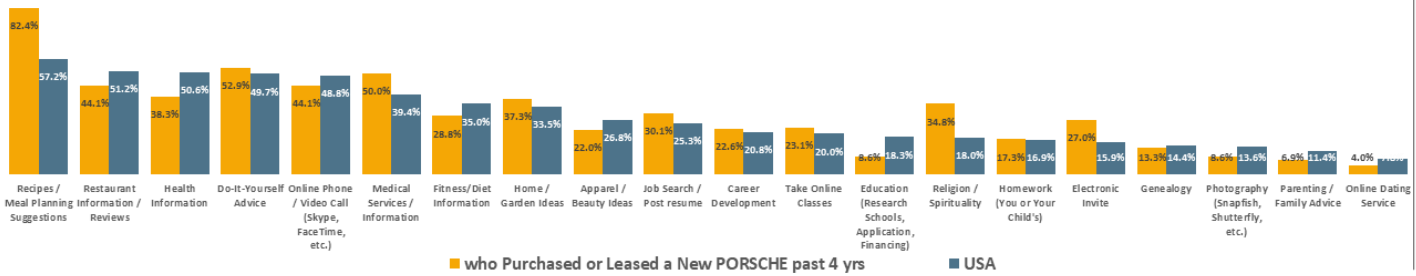
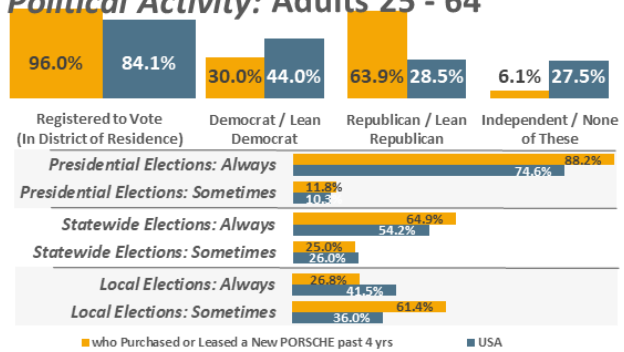
.1% or 224,476 of USA Adults 25 - 64 Purchased or Leased a New PORSCHE past 4 yrs.
Adults 25 - 64 who Purchased or Leased a New PORSCHE past 4 yrs are 6.5% more likely to look up D-I-Y advice online, 35.5% less likely to always vote in local elections, 28.5% more likely to belong to a gym, 58.5% more likely to fly domestic past yr.

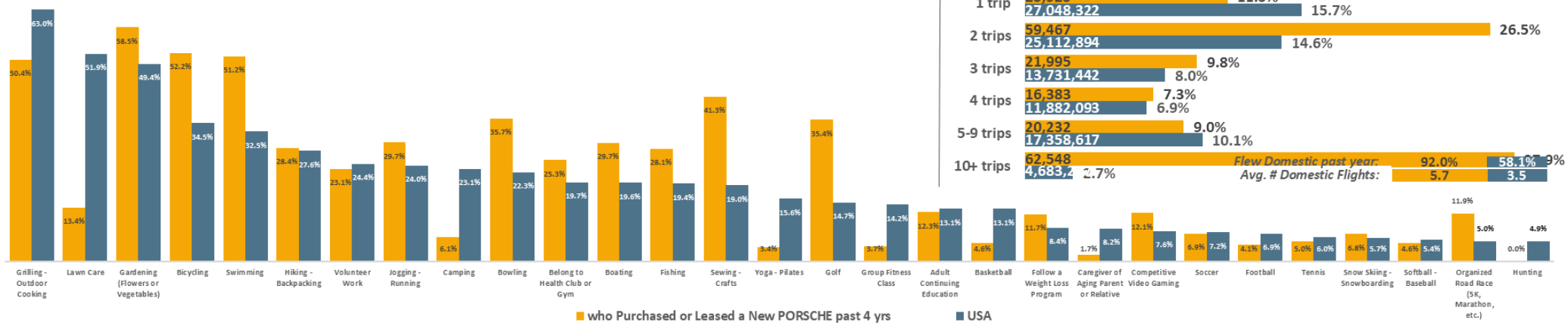
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

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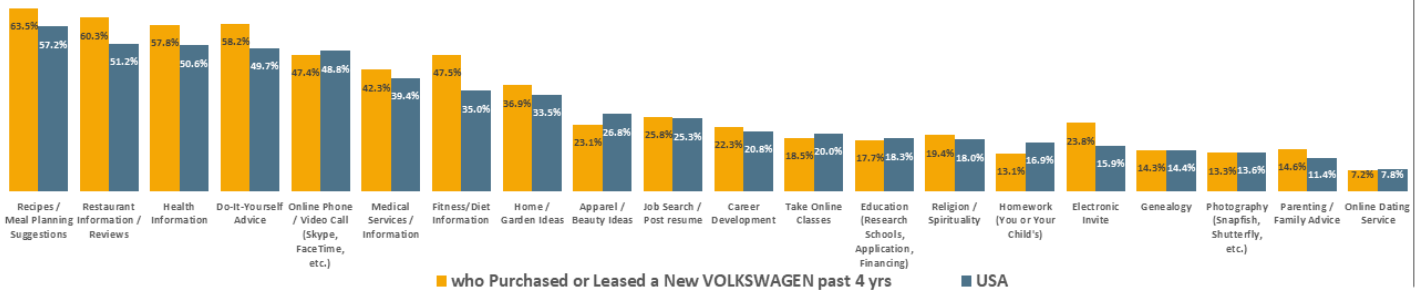
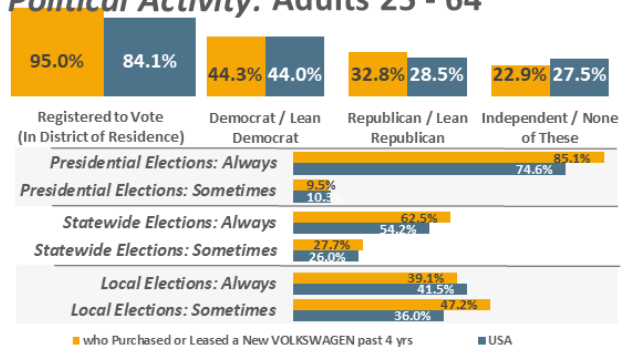
1.6% or 2,706,927 of USA Adults 25 - 64 Purchased or Leased a New VOLKSWAGEN past 4 yrs.
Adults 25 - 64 who Purchased or Leased a New VOLKSWAGEN past 4 yrs are 17.1% more likely to look up D-I-Y advice online, 5.8% less likely to always vote in local elections, 23.1% more likely to belong to a gym, 39.6% more likely to fly domestic past yr.

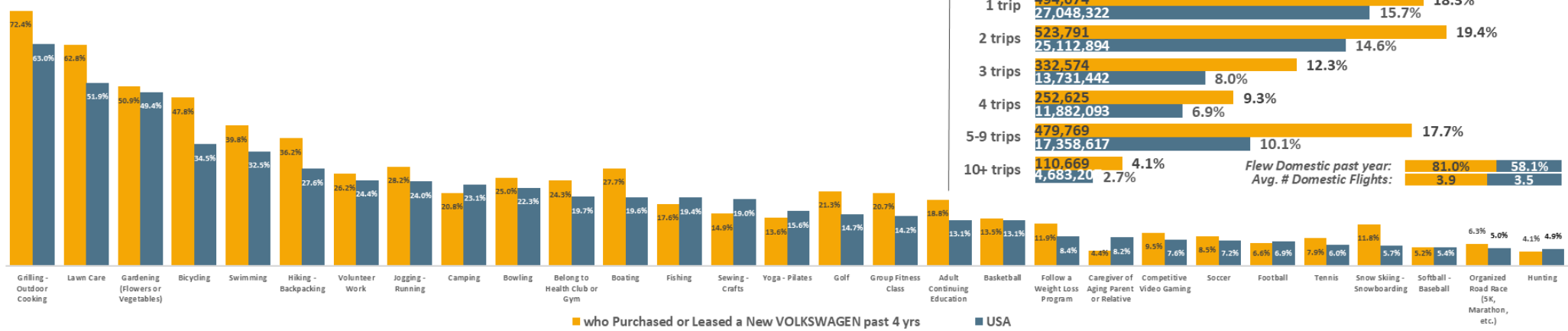
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

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.6% or 1,003,229 of USA Adults 25 - 64 Purchased or Leased a New AUDI past 4 yrs.
Adults 25 - 64 who Purchased or Leased a New AUDI past 4 yrs are 4.3% less likely to use QSRs past mo., 8.% more likely to use Sit-Down Restaurants past mo., 23.4% less likely to use Casinos past yr., 47.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 86.0% 89.9% 863,012 154,597,396

Avg. Monthly QSR Meals: 6.0 6.6

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users: 83.0% 76.8% 832,276 132,070,174

Avg. Monthly Sit-Down Restaurant Meals: 5.1 4.0

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who Purchased or Leased a New AUDI past 4 yrs 254,339 25.4%

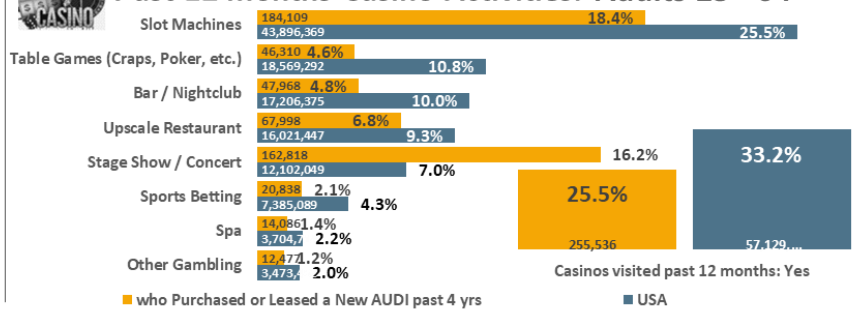
USA 20.0%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



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.7% or 1,242,455 of USA Adults 25 - 64 Purchased or Leased a New BMW past 4 yrs.
Adults 25 - 64 who Purchased or Leased a New BMW past 4 yrs are 1.6% less likely to use QSRs past mo., 10.4% more likely to use Sit-Down Restaurants past mo., 23.8% less likely to use Casinos past yr., 46.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



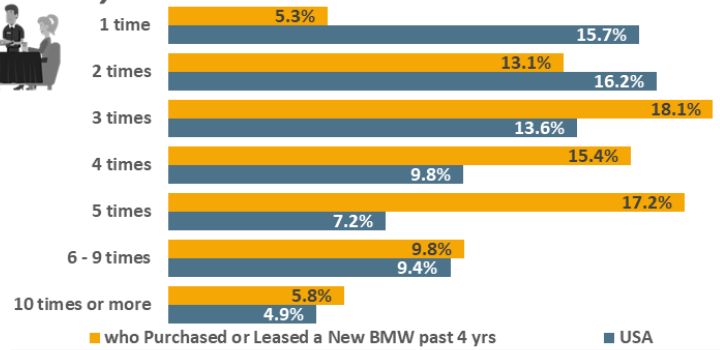
Total Monthly QSR Users:



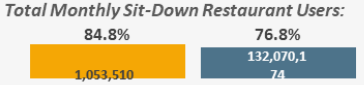
Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

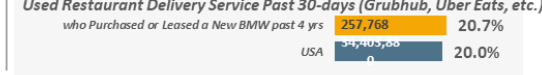


Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

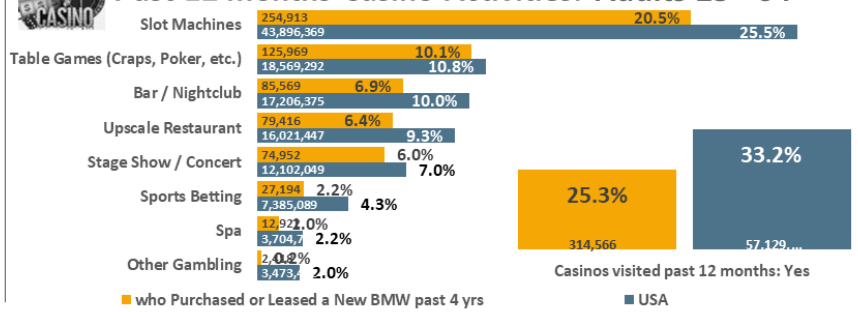


Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



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USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

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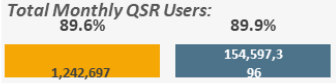
Mercedes-Benz

.8% or 1,386,488 of USA Adults 25 - 64 Purchased or Leased a New MERCEDES-BENZ past 4 yrs.
Adults 25 - 64 who Purchased or Leased a New MERCEDES-BENZ past 4 yrs are .3% less likely to use QSRs past mo., 6.8% more likely to use Sit-Down Restaurants past mo., 7.5% less likely to use Casinos past yr., 49.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:

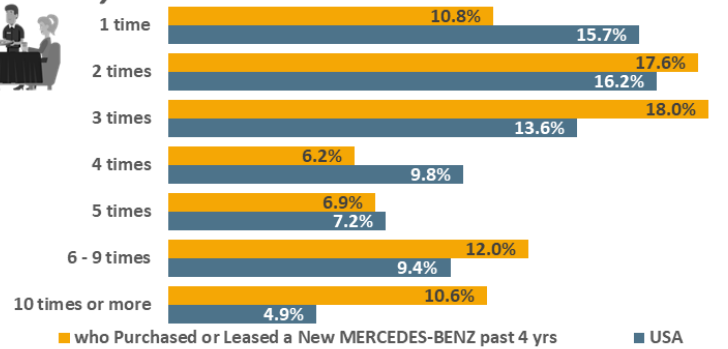


Avg. Monthly QSR Meals:

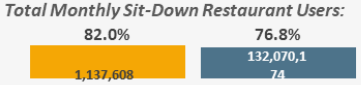


Past 30-days Sit-Down Restaurant Users: Adults 25 - 64





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

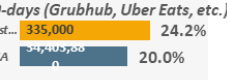


Top-10 Cuisines: Adults 25 - 64

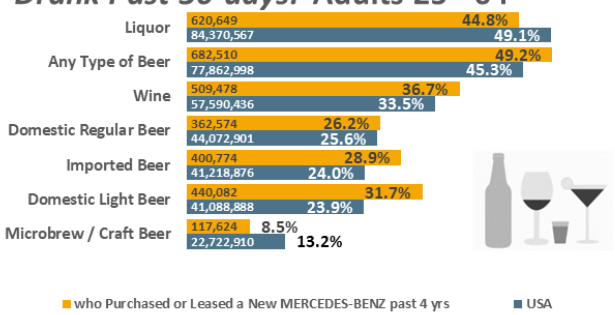
(Sit-Down Restaurants Used Past 30-days)



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

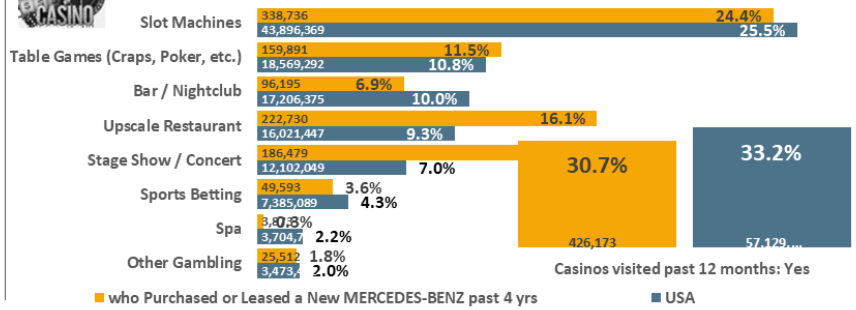


Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



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USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

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PORSCHE

.1% or 224,476 of USA Adults 25 - 64 Purchased or Leased a New PORSCHE past 4 yrs.
Adults 25 - 64 who Purchased or Leased a New PORSCHE past 4 yrs are 1.9% more likely to use QSRs past mo., 30.2% more likely to use Sit-Down Restaurants past mo., 45.7% more likely to use Casinos past yr., 77.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



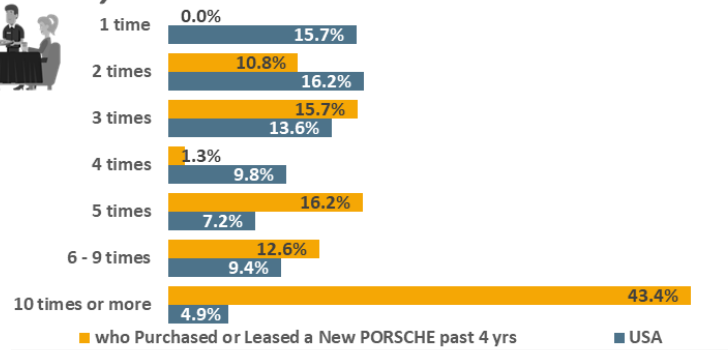
Total Monthly QSR Users:



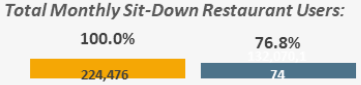
Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

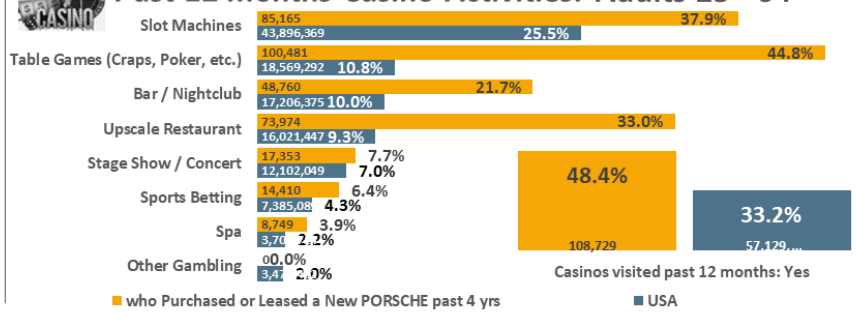


Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



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USA Jan23-Feb24 USA Projection Qual Intab 14,048

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1.6% or 2,706,927 of USA Adults 25 - 64 Purchased or Leased a New VOLKSWAGEN past 4 yrs.
Adults 25 - 64 who Purchased or Leased a New VOLKSWAGEN past 4 yrs are 2.7% more likely to use QSRs past mo., 14.1% more likely to use Sit-Down Restaurants past mo., 4.7% more likely to use Casinos past yr., 54.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64

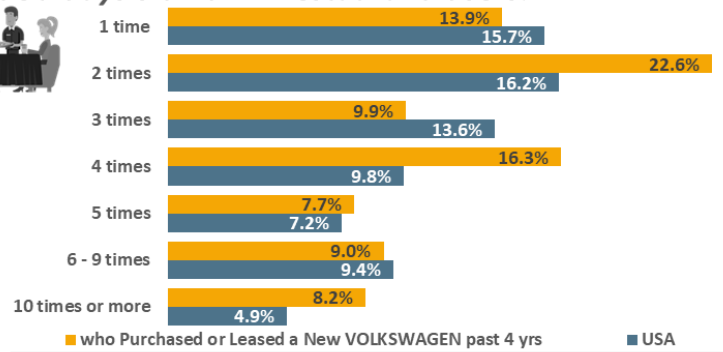


Total Monthly QSR Users: 92.4% 2,500,500 | 89.9% 154,597,3 96

Avg. Monthly QSR Meals: 7.7 | 6.6

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64





Total Monthly Sit-Down Restaurant Users: 87.6% 2,372,307 | 76.8% 132,070,1 74

Avg. Monthly Sit-Down Restaurant Meals: 4.4 | 4.0

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who Purchased or Leased a New VOLKSWAGEN past 4... 678,240 25.1%

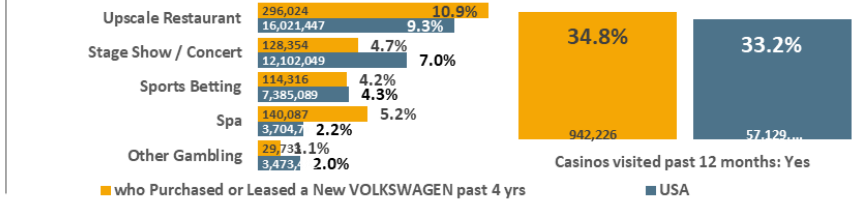
USA 20.0%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *568*

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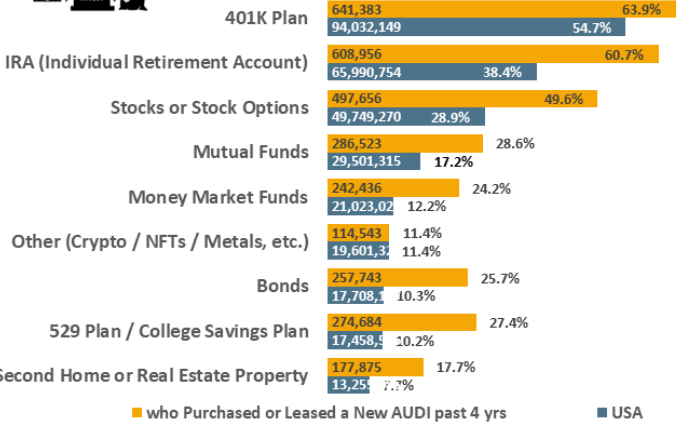
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): VOLKSWAGEN

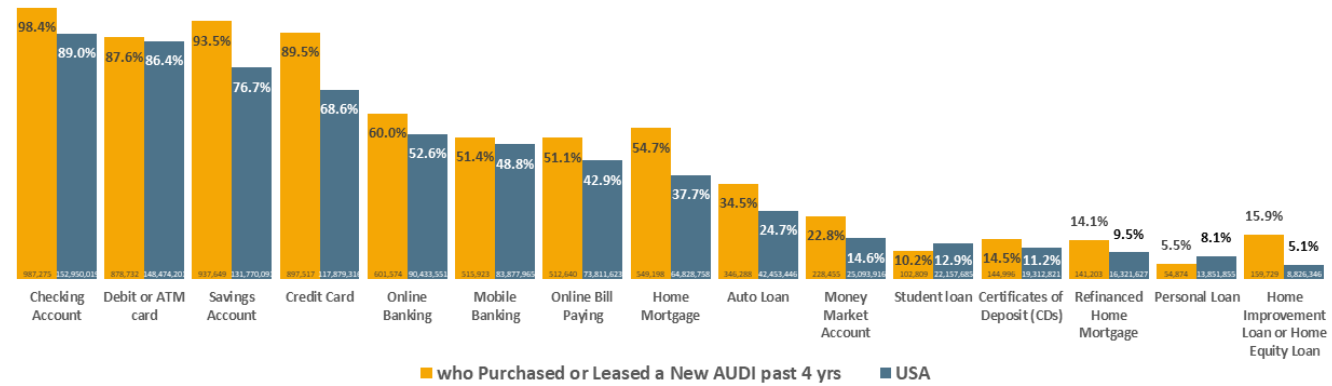
Audi

.6% or 1,003,229 of USA Adults 25 - 64 Purchased or Leased a New AUDI past 4 yrs.
Adults 25 - 64 who Purchased or Leased a New AUDI past 4 yrs are 16.9% more likely to have a 401K, 39.8% more likely to have an Auto Loan, 1.5% more likely to Invest/Trade Stocks Online, 36.5% less likely to pay with their Debit Card.

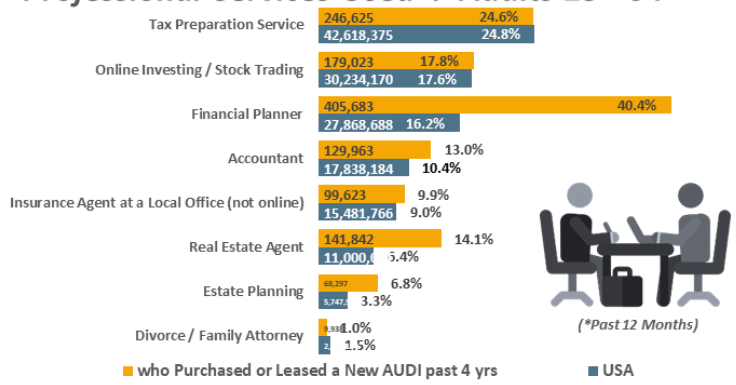
Investments Owned: Adults 25 - 64



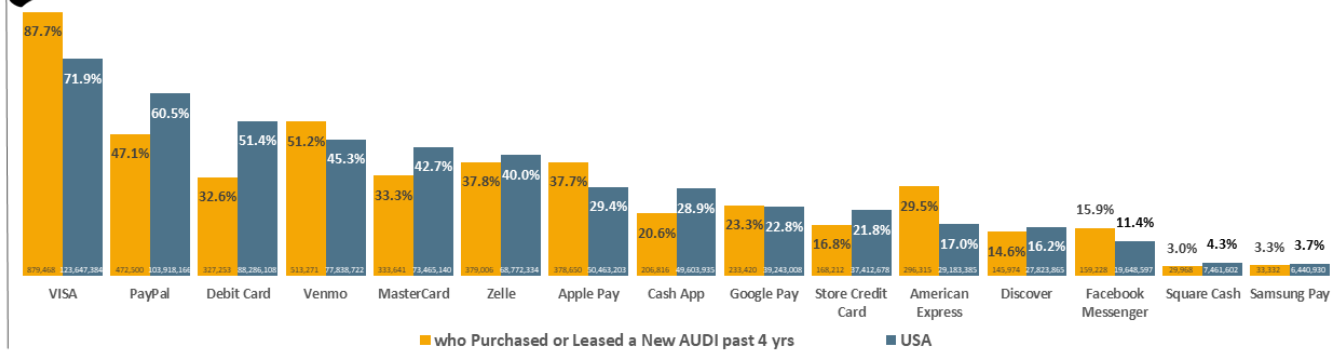
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 568

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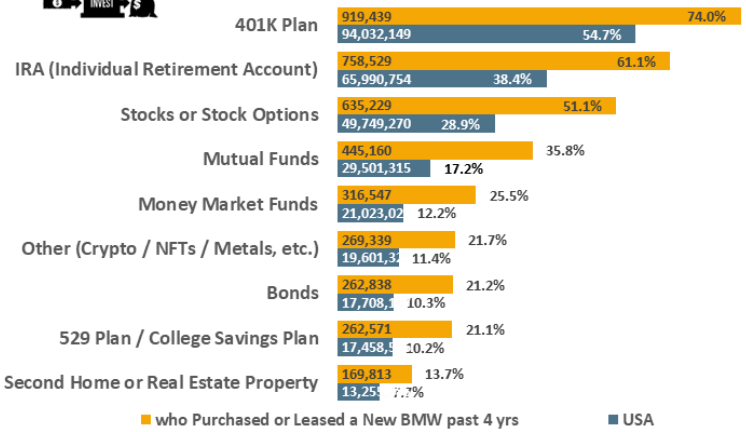
USA Jan23-Feb24 USA Projection Qual Intab 14,048

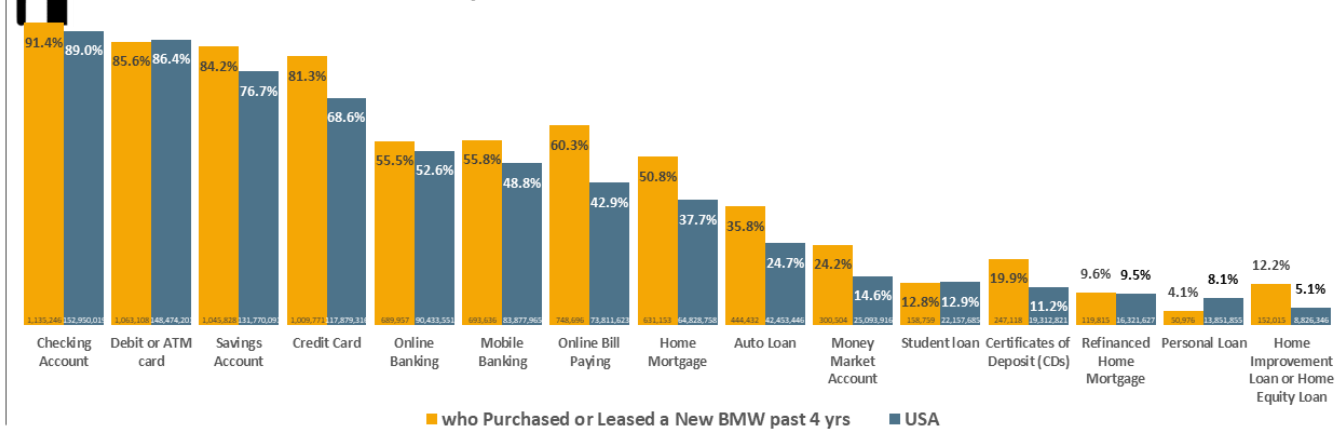
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): AUDI

.7% or 1,242,455 of USA Adults 25 - 64 Purchased or Leased a New BMW past 4 yrs.
Adults 25 - 64 who Purchased or Leased a New BMW past 4 yrs are 35.3% more likely to have a 401K, 44.8% more likely to have an Auto Loan, 30.5% more likely to Invest/Trade Stocks Online, 18.1% less likely to pay with their Debit Card.

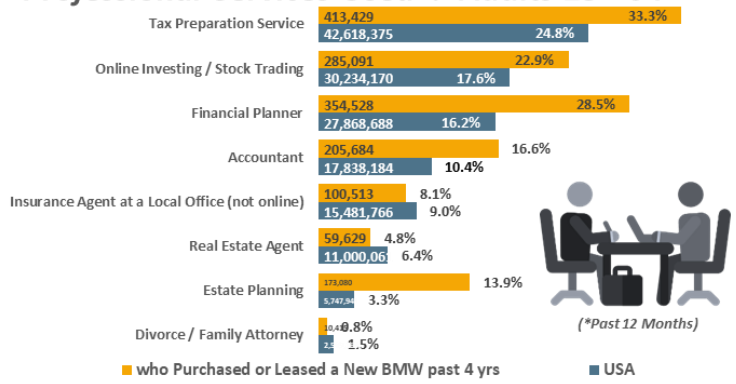
Investments Owned: Adults 25 - 64



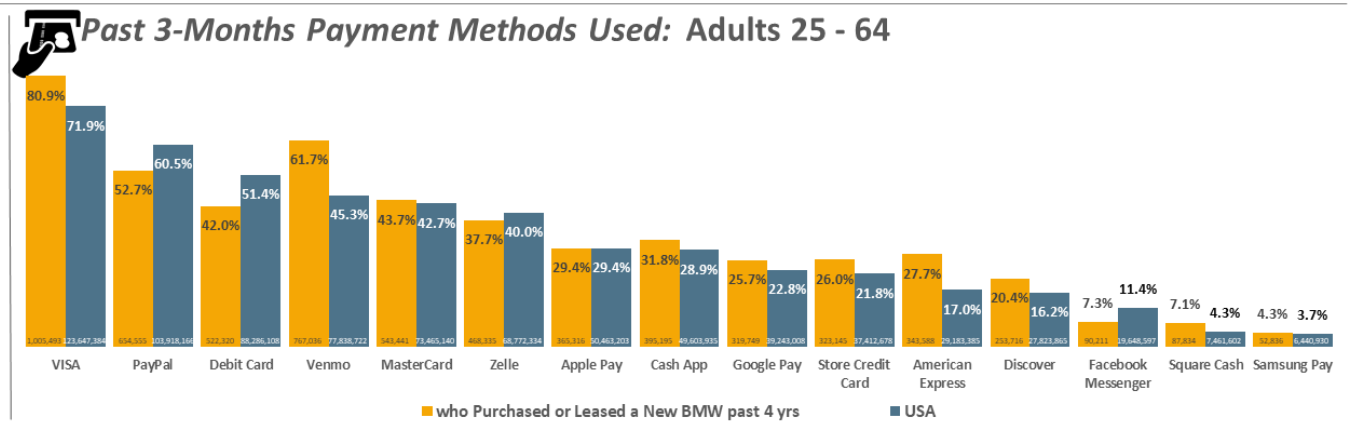
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 568

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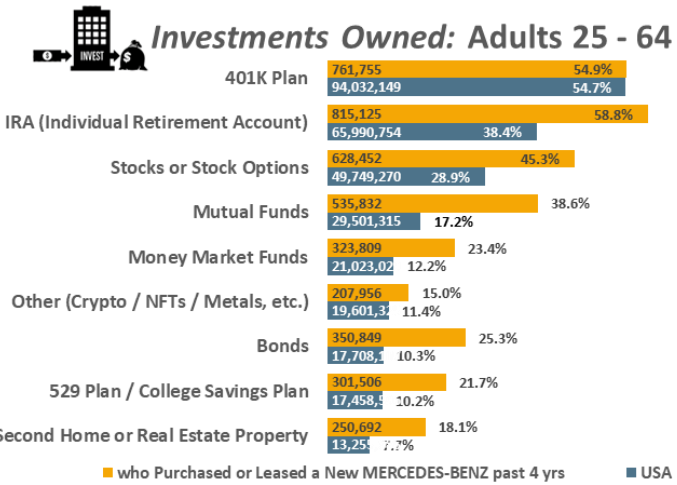
USA Jan23-Feb24 USA Projection Qual Intab 14,048

[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): BMW

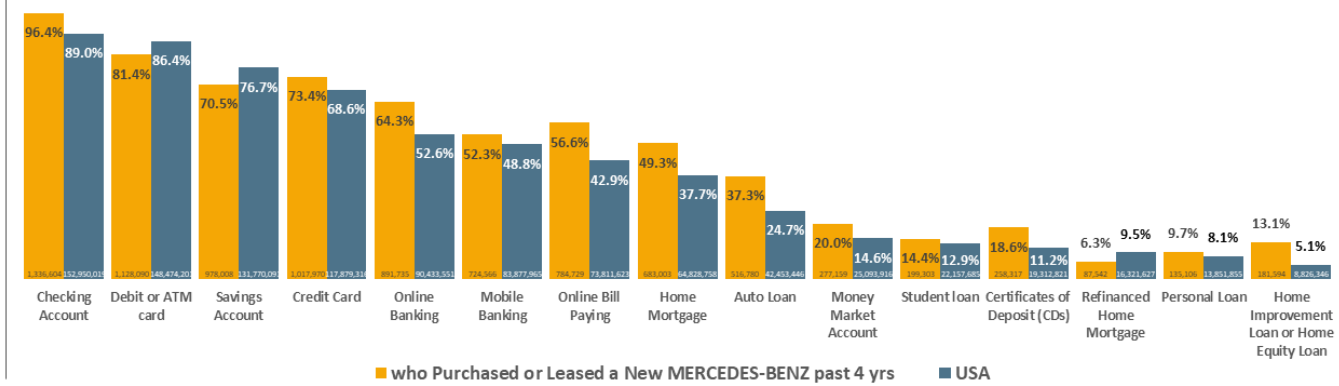
Mercedes-Benz

.8% or 1,386,488 of USA Adults 25 - 64 Purchased or Leased a New MERCEDES-BENZ past 4 yrs.
Adults 25 - 64 who Purchased or Leased a New MERCEDES-BENZ past 4 yrs are .4% more likely to have a 401K, 50.9% more likely to have an Auto Loan, 38.1% more likely to Invest/Trade Stocks Online, .2% more likely to pay with their Debit Card.

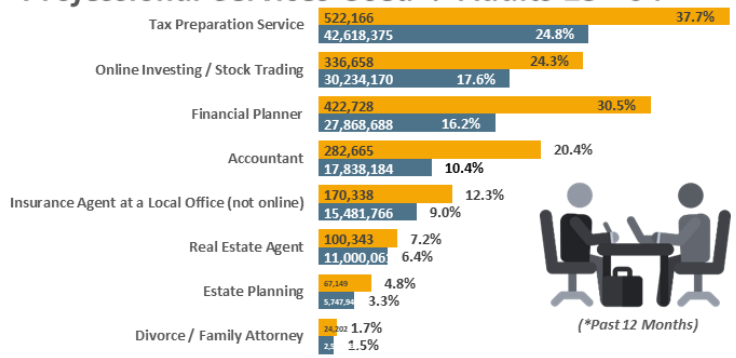
Investments Owned: Adults 25 - 64



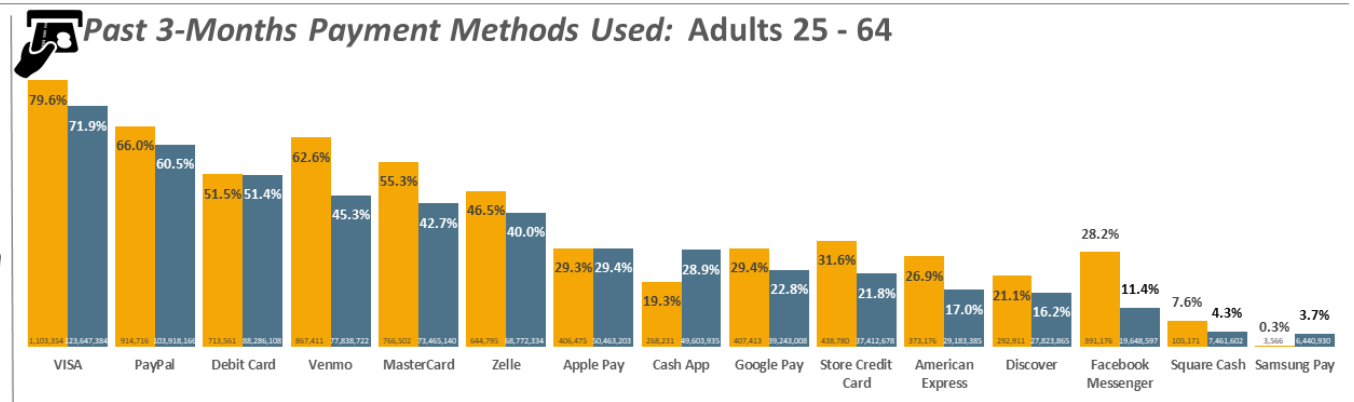
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *568*

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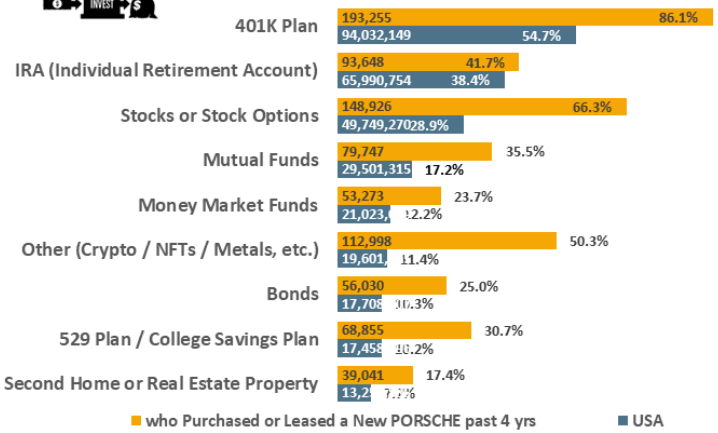
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): MERCEDES-BENZ

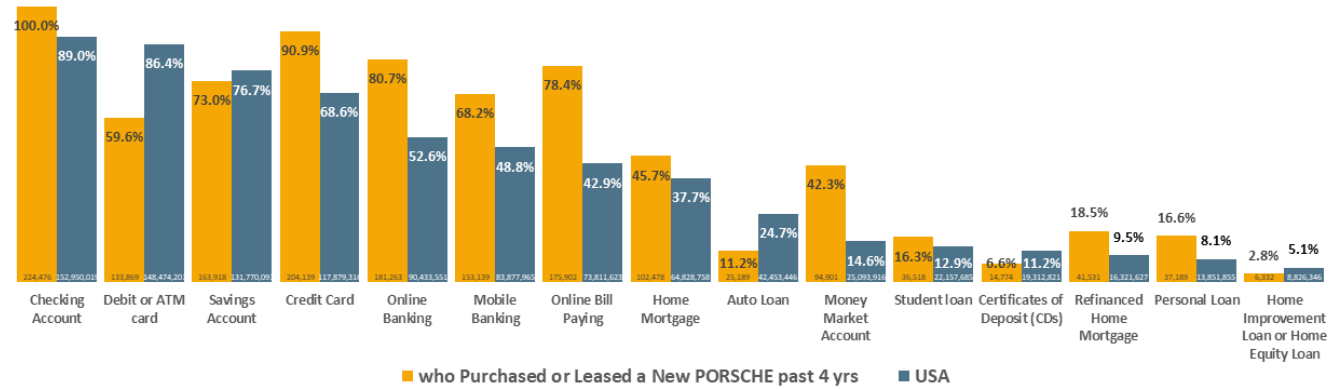
PORSCHE

.1% or 224,476 of USA Adults 25 - 64 Purchased or Leased a New PORSCHE past 4 yrs.
Adults 25 - 64 who Purchased or Leased a New PORSCHE past 4 yrs are 57.4% more likely to have a 401K, 54.6% less likely to have an Auto Loan, 239.% more likely to Invest/Trade Stocks Online, 41.7% less likely to pay with their Debit Card.

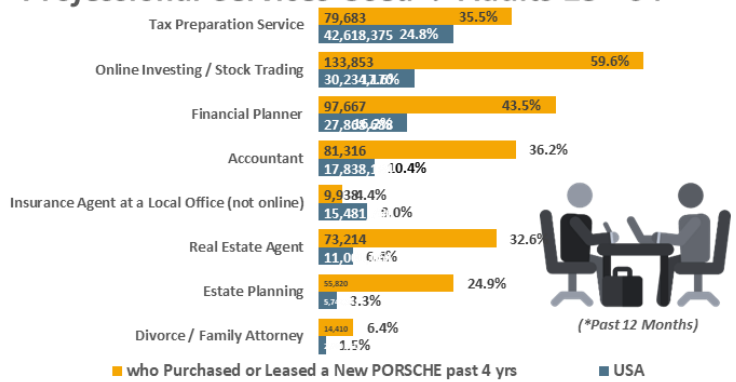
Investments Owned: Adults 25 - 64



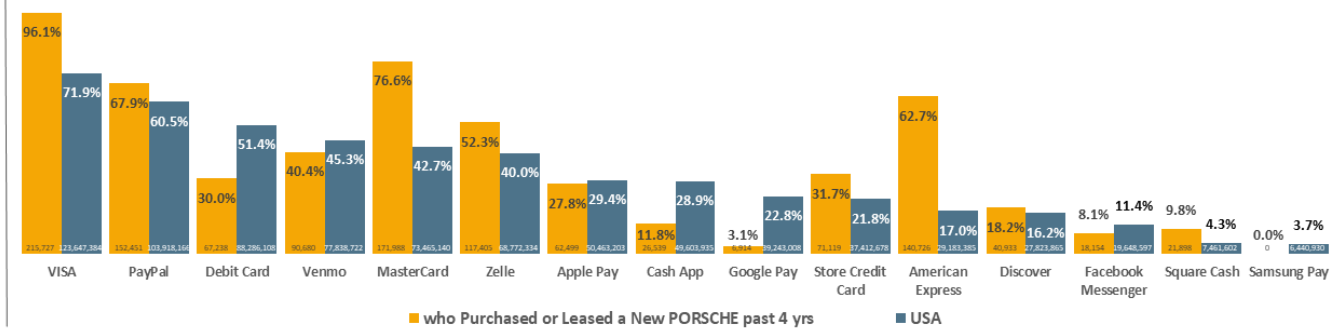
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



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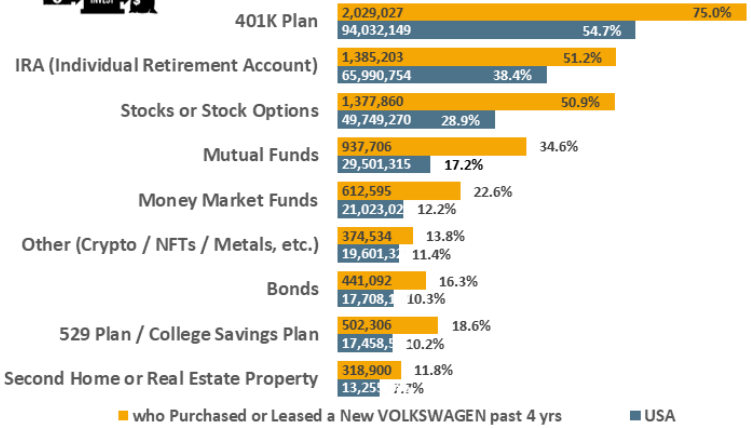
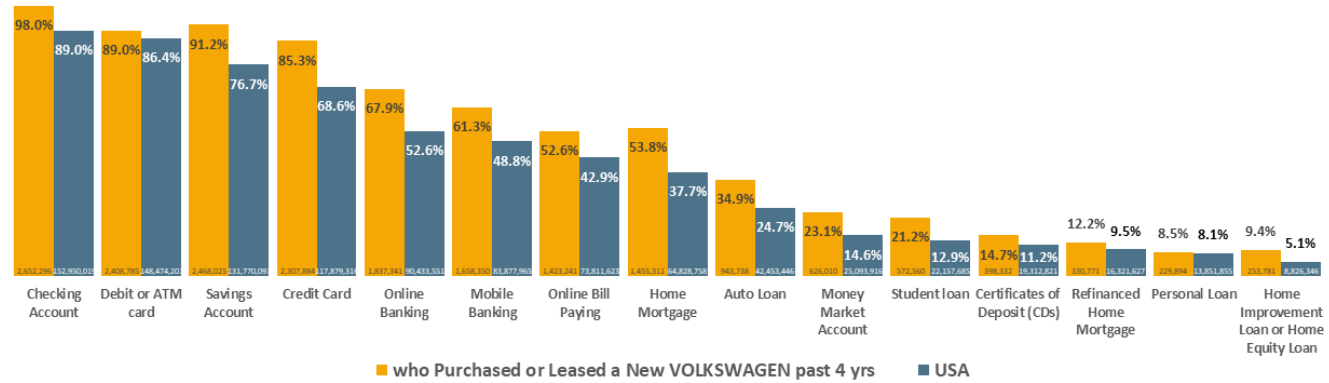
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): PORSCHE

1.6% or 2,706,927 of USA Adults 25 - 64 Purchased or Leased a New VOLKSWAGEN past 4 yrs.
Adults 25 - 64 who Purchased or Leased a New VOLKSWAGEN past 4 yrs are 37.% more likely to have a 401K, 41.2% more likely to have an Auto Loan, 83.8% more likely to Invest/Trade Stocks Online, 12.3% less likely to pay with their Debit Card.

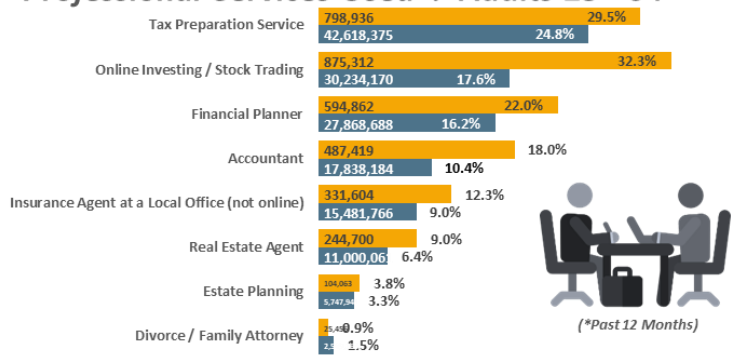
Investments Owned: Adults 25 - 64



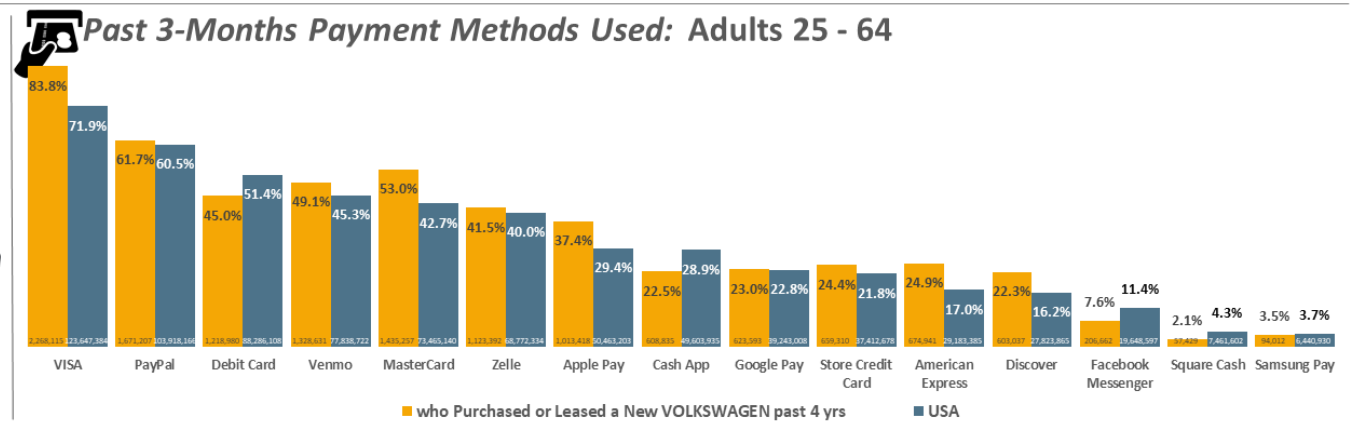
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



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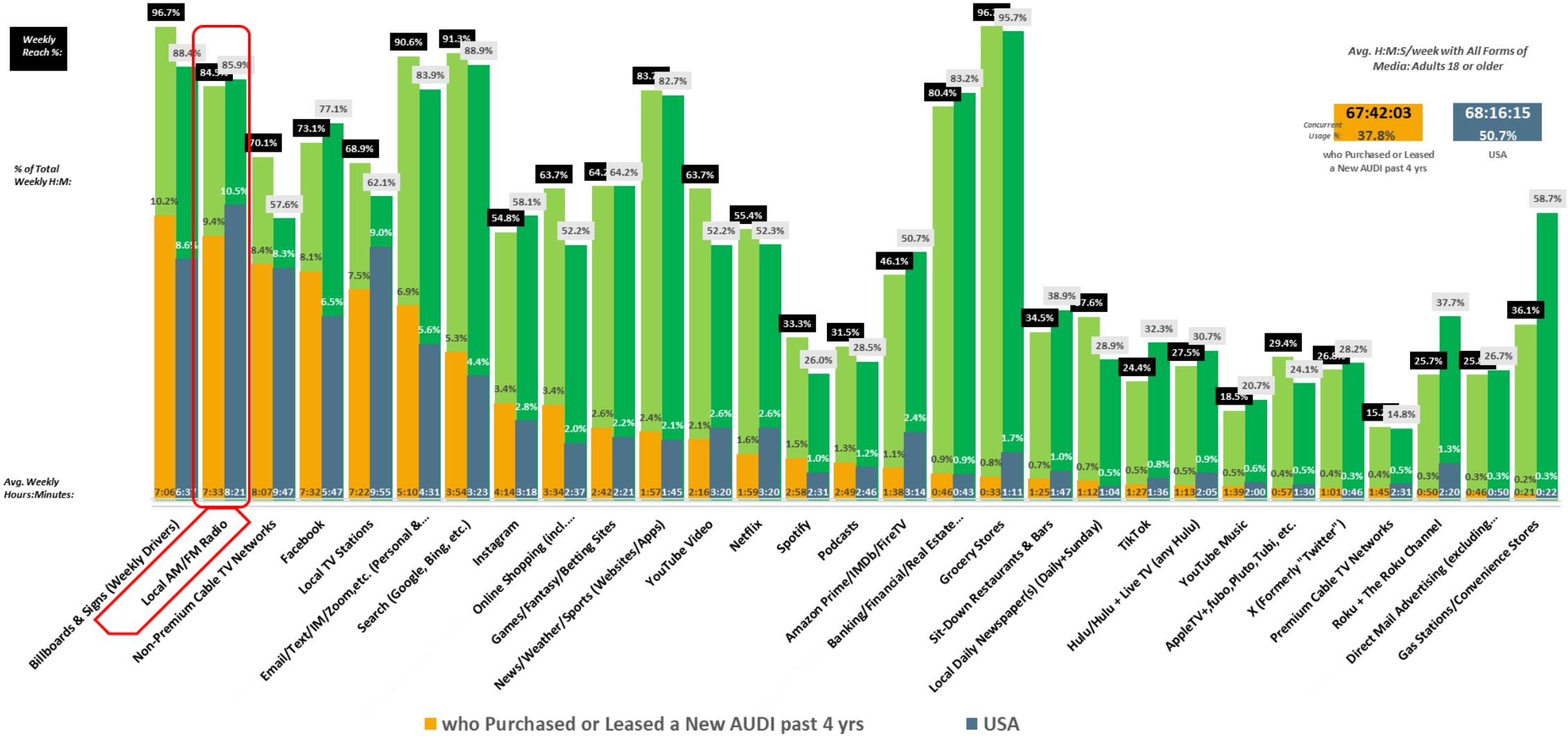
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): VOLKSWAGEN

Adults 25 - 64 who Purchased or Leased a New AUDI past 4 yrs spend an average of 2 days, 19 hours, 42 minutes and 3 seconds each week with All Forms of Media.

84.5% of Adults 25 - 64 who Purchased or Leased a New AUDI past 4 yrs spend an avg. of 7 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



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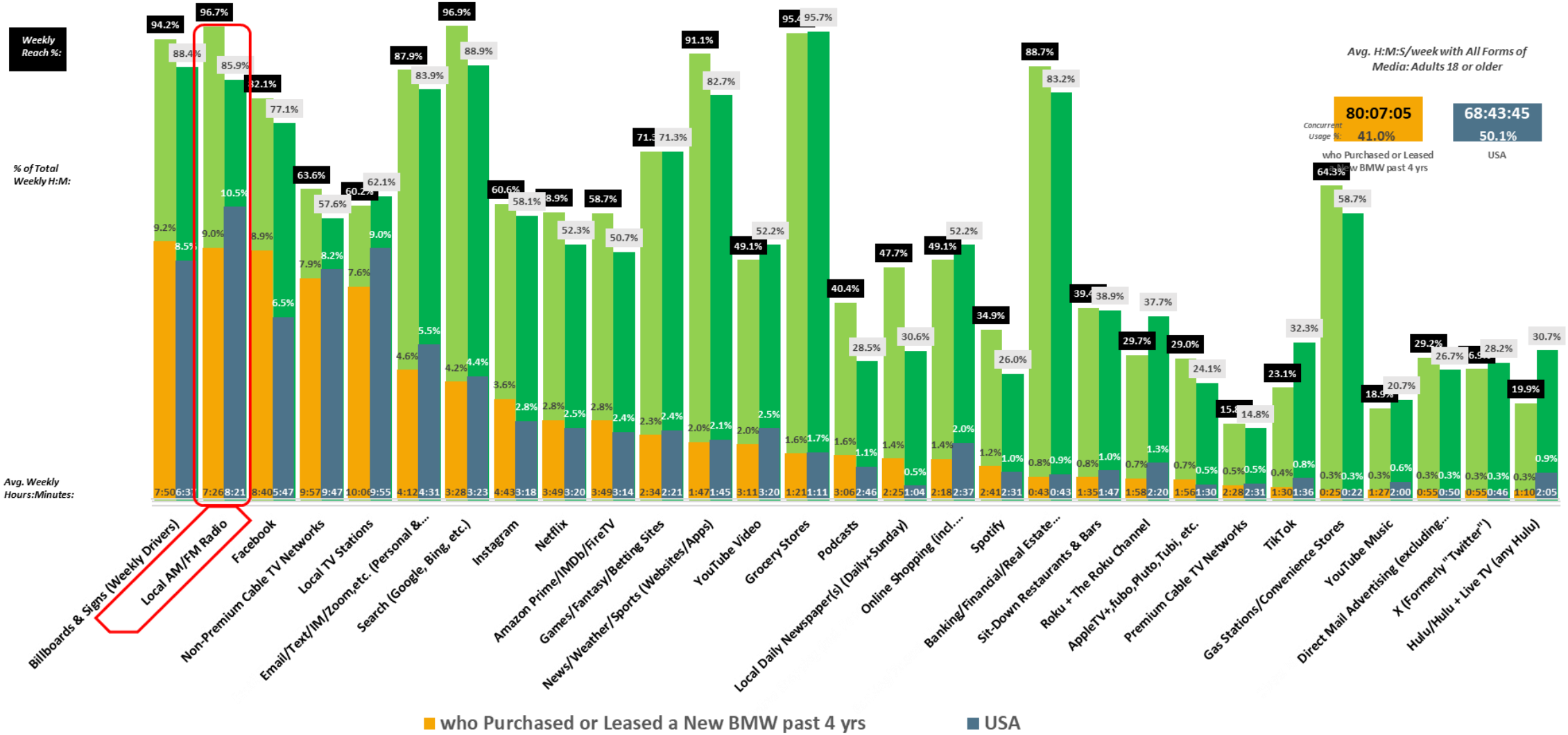
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): AUDI

Adults 25 - 64 who Purchased or Leased a New BMW past 4 yrs spend an average of 3 days, 8 hours, 7 minutes and 5 seconds each week with All Forms of Media.

96.7% of Adults 25 - 64 who Purchased or Leased a New BMW past 4 yrs spend an avg. of 7 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.



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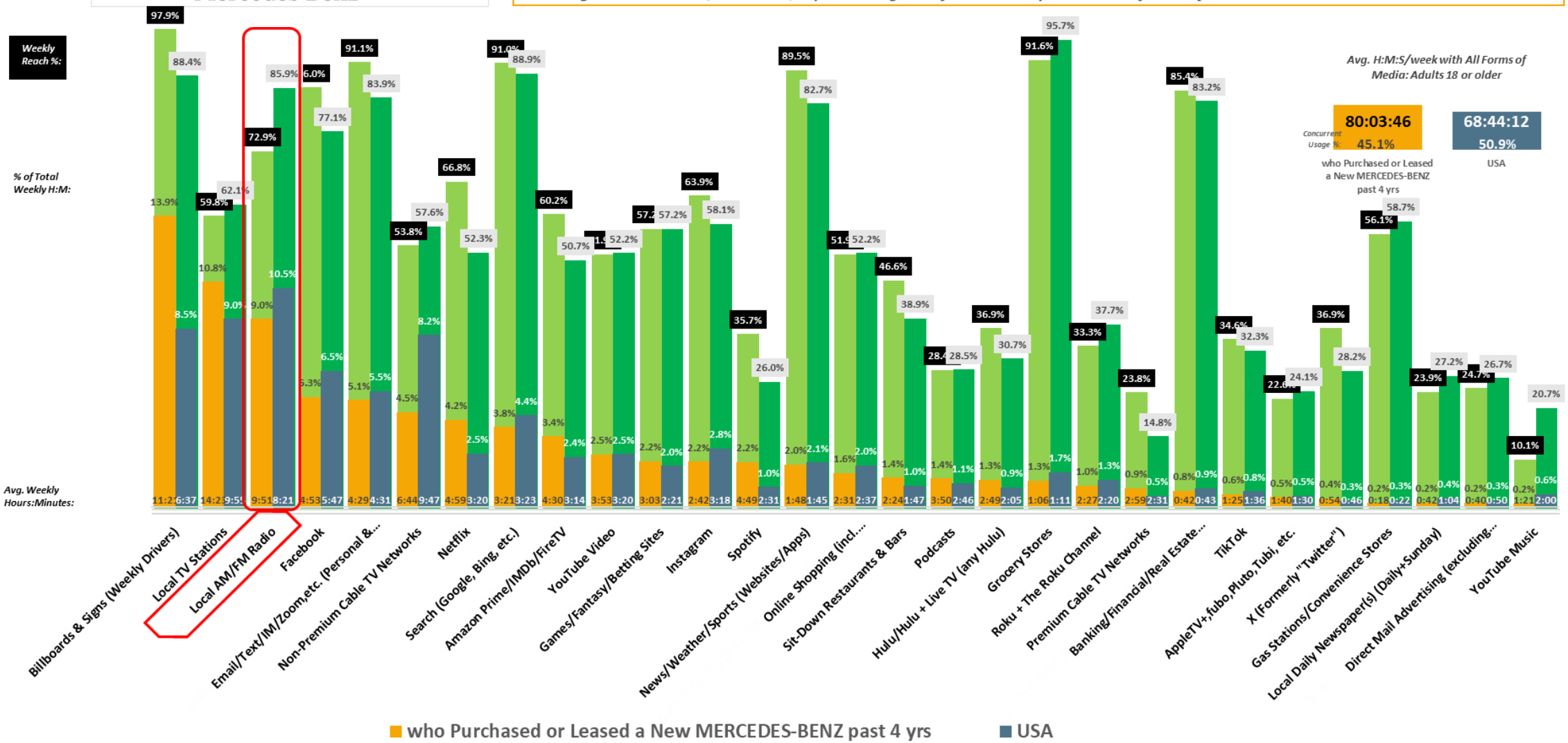
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): BMW

Mercedes-Benz

Adults 25 - 64 who Purchased or Leased a New MERCEDES-BENZ past 4 yrs spend an average of 3 days, 8 hours, 3 minutes and 46 seconds each week with All Forms of Media.

72.9% of Adults 25 - 64 who Purchased or Leased a New MERCEDES-BENZ past 4 yrs spend an avg. of 9 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.



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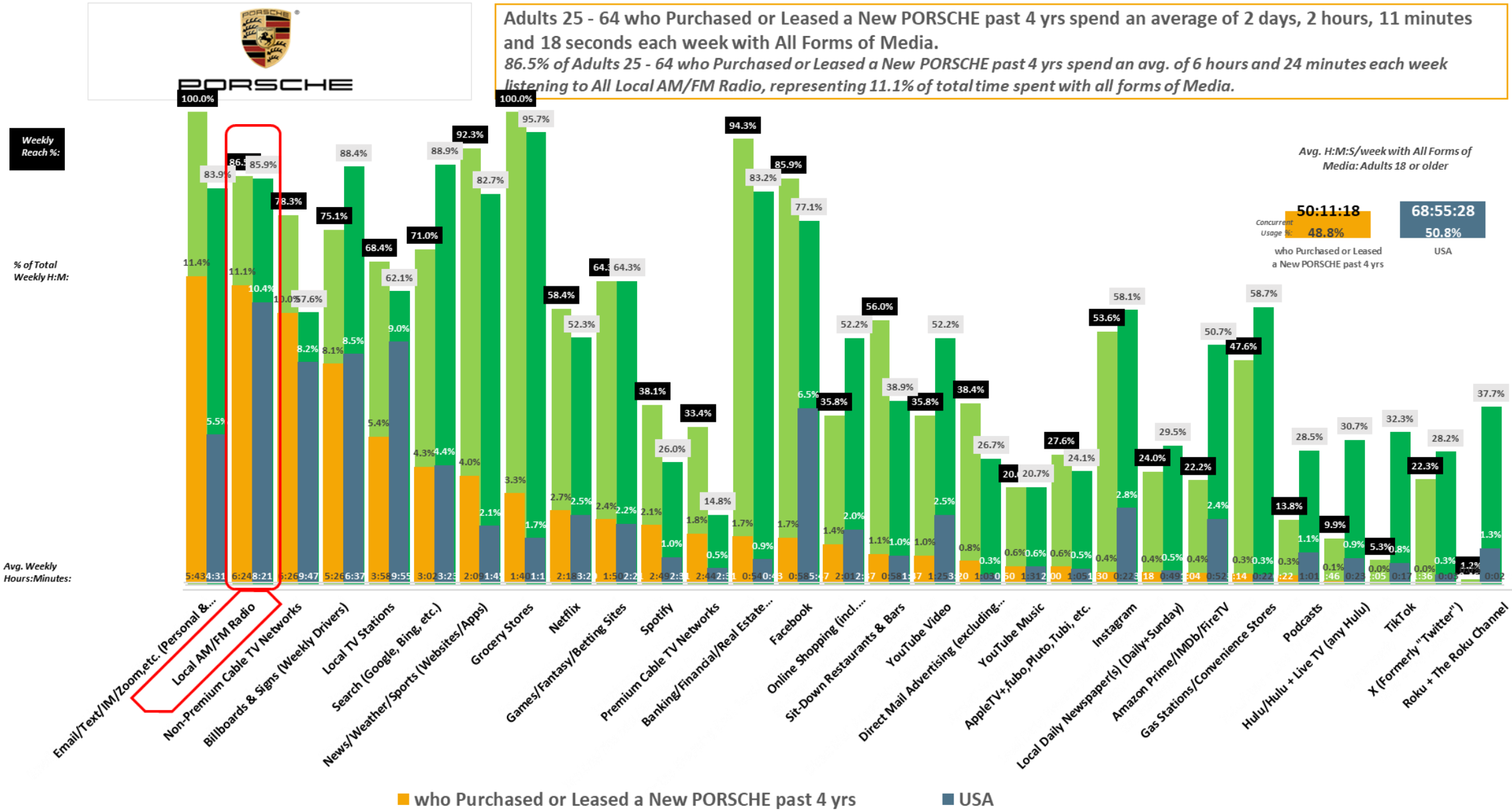
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): MERCEDES-BENZ



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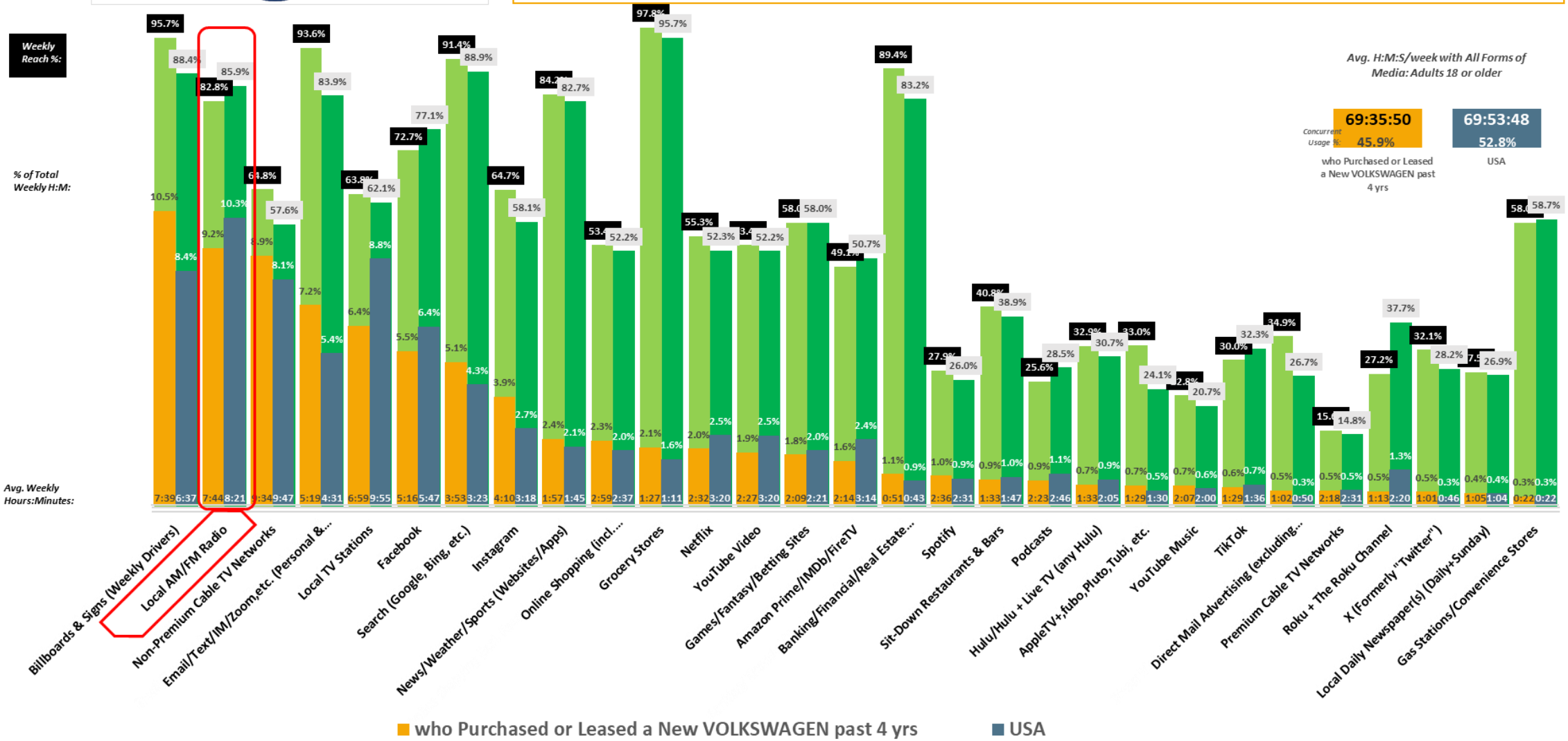
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): PORSCHE

Adults 25 - 64 who Purchased or Leased a New VOLKSWAGEN past 4 yrs spend an average of 2 days, 21 hours, 35 minutes and 50 seconds each week with All Forms of Media.

82.8% of Adults 25 - 64 who Purchased or Leased a New VOLKSWAGEN past 4 yrs spend an avg. of 7 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



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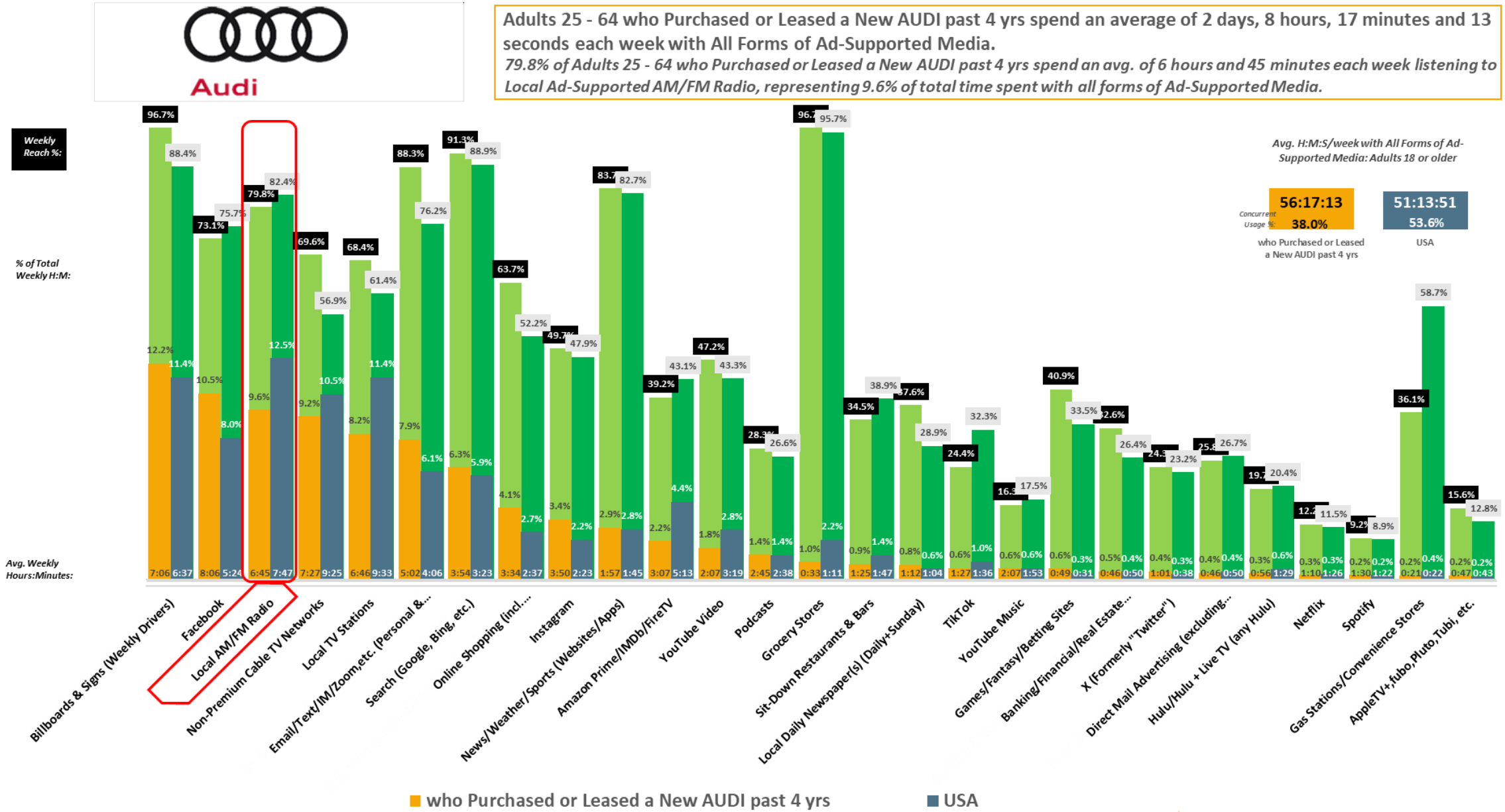

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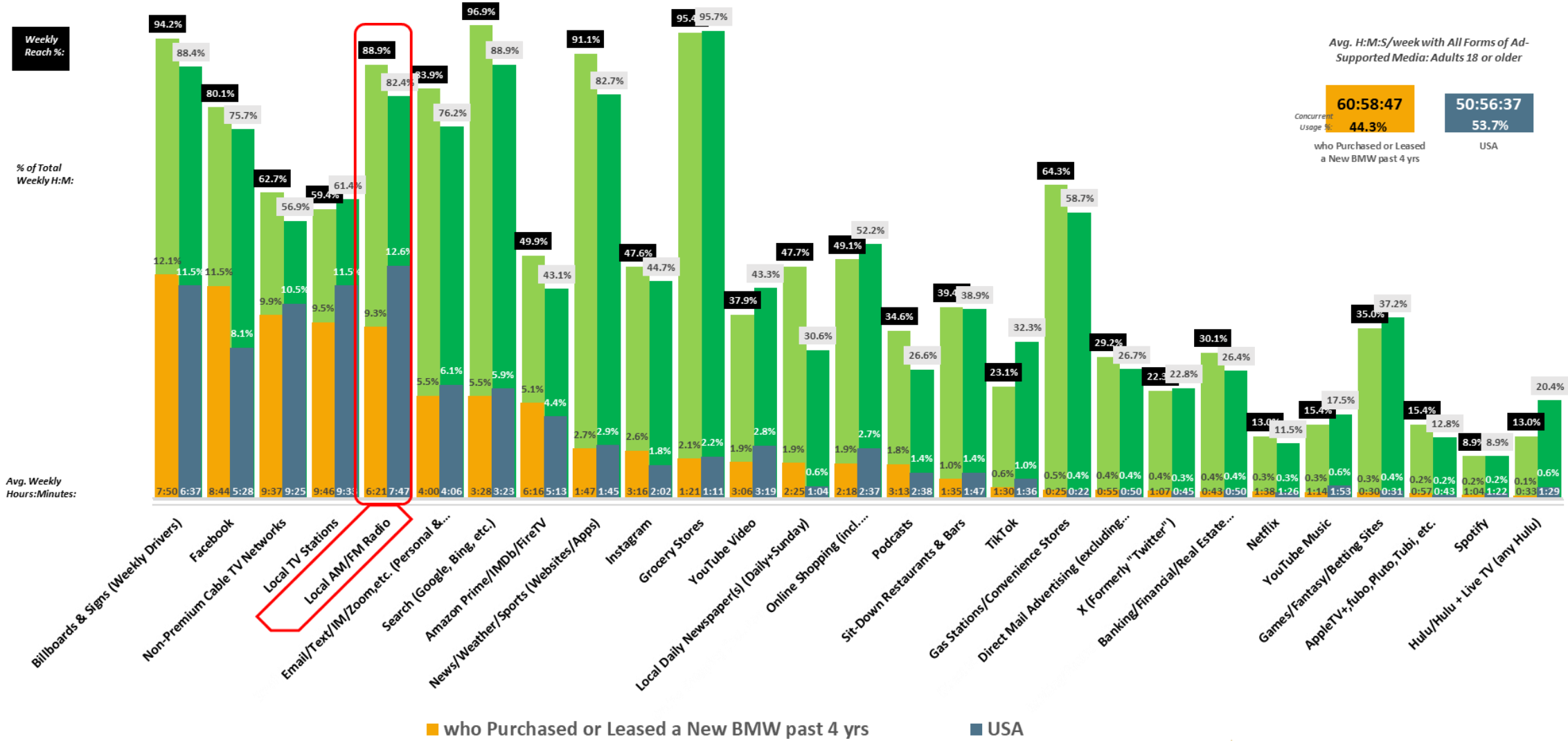
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): AUDI

Adults 25 - 64 who Purchased or Leased a New BMW past 4 yrs spend an average of 2 days, 12 hours, 58 minutes and 47 seconds each week with All Forms of Ad-Supported Media.

88.9% of Adults 25 - 64 who Purchased or Leased a New BMW past 4 yrs spend an avg. of 6 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% of total time spent with all forms of Ad-Supported Media.



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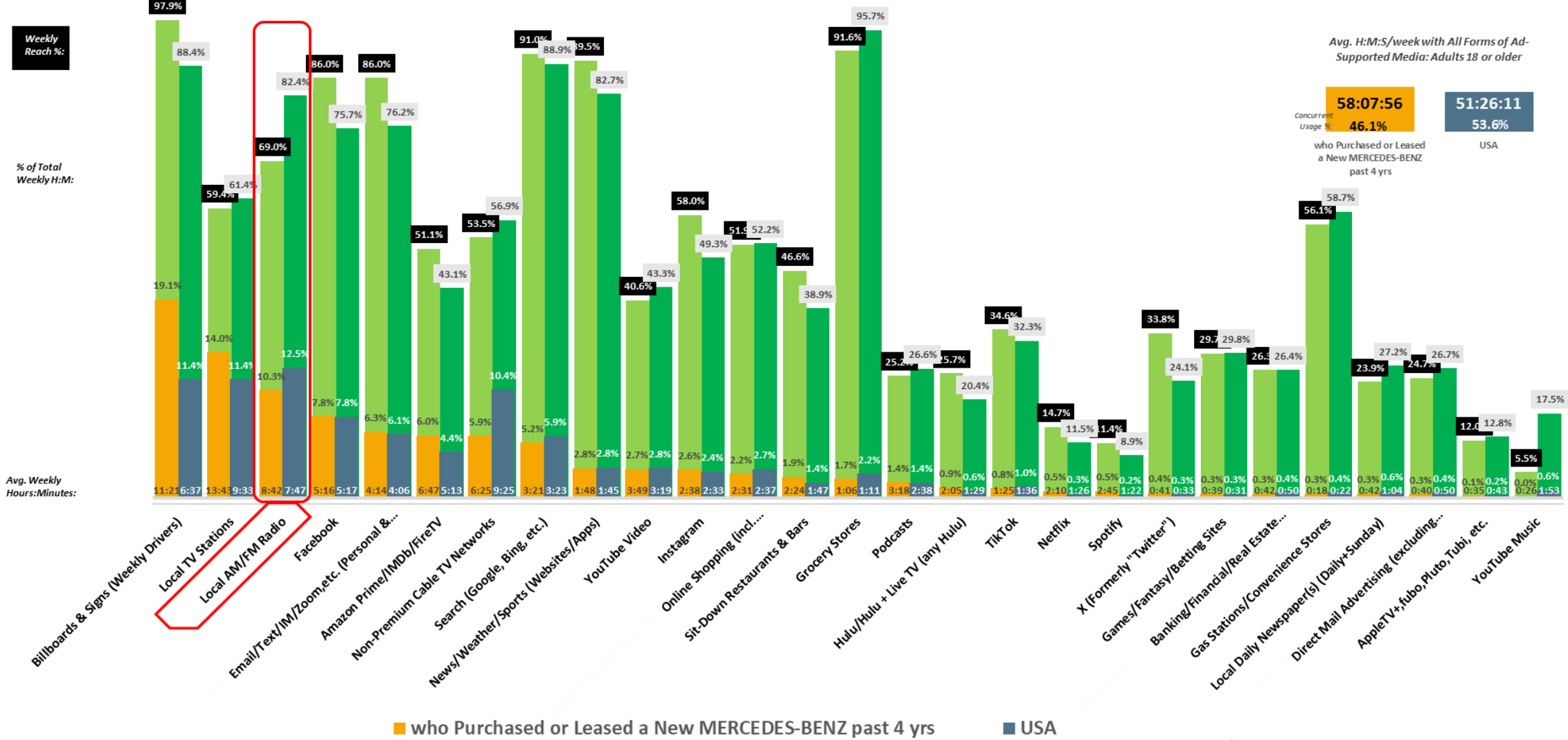
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): BMW

Mercedes-Benz

Adults 25 - 64 who Purchased or Leased a New MERCEDES-BENZ past 4 yrs spend an average of 2 days, 10 hours, 7 minutes and 56 seconds each week with All Forms of Ad-Supported Media.

69.7% of Adults 25 - 64 who Purchased or Leased a New MERCEDES-BENZ past 4 yrs spend an avg. of 8 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media.



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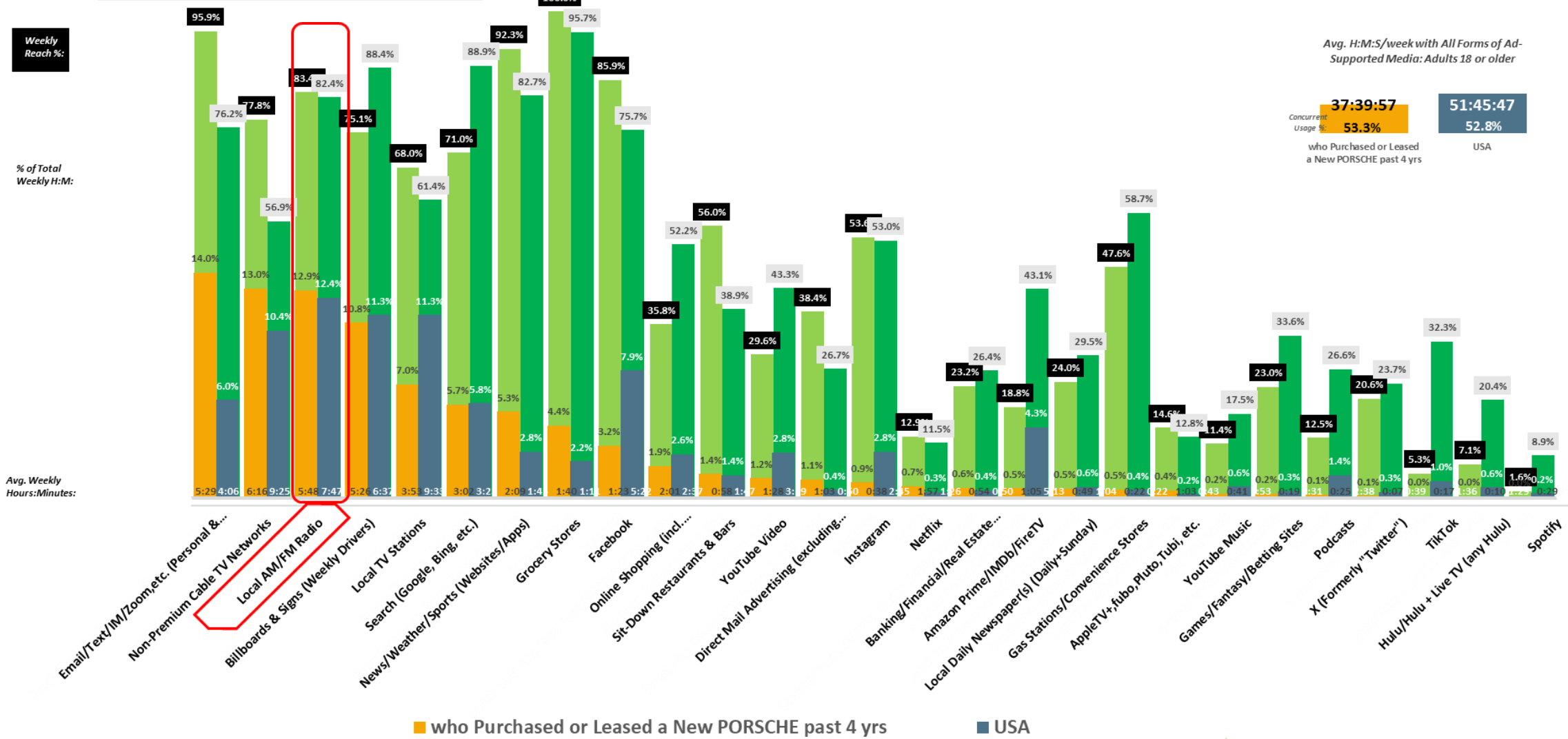
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): MERCEDES-BENZ

PORSCHE

Adults 25 - 64 who Purchased or Leased a New PORSCHE past 4 yrs spend an average of 1 days, 13 hours, 39 minutes and 57 seconds each week with All Forms of Ad-Supported Media.

83.4% of Adults 25 - 64 who Purchased or Leased a New PORSCHE past 4 yrs spend an avg. of 5 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.9% of total time spent with all forms of Ad-Supported Media.



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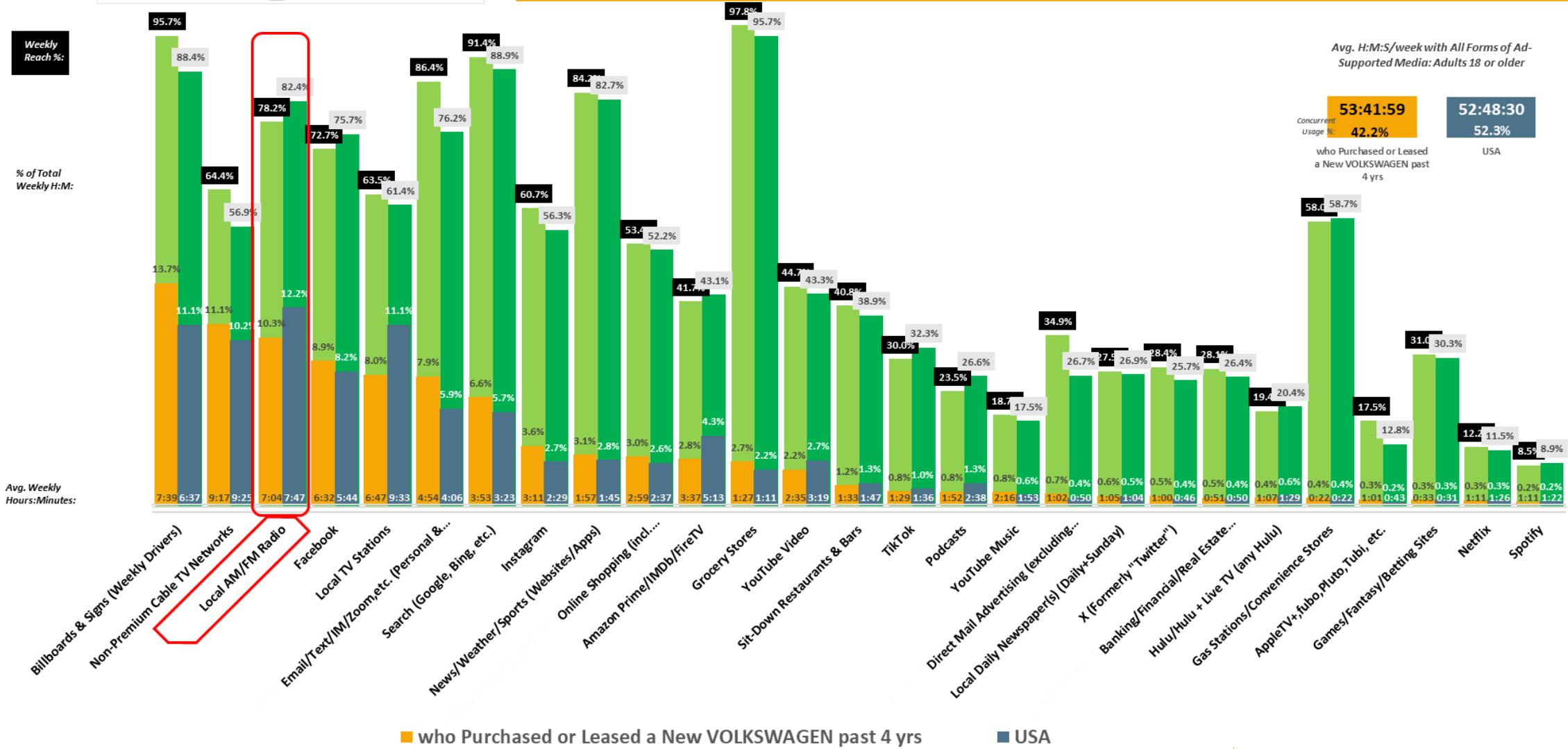
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): PORSCHE

Adults 25 - 64 who Purchased or Leased a New VOLKSWAGEN past 4 yrs spend an average of 2 days, 5 hours, 41 minutes and 59 seconds each week with All Forms of Ad-Supported Media.

78.2% of Adults 25 - 64 who Purchased or Leased a New VOLKSWAGEN past 4 yrs spend an avg. of 7 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media.



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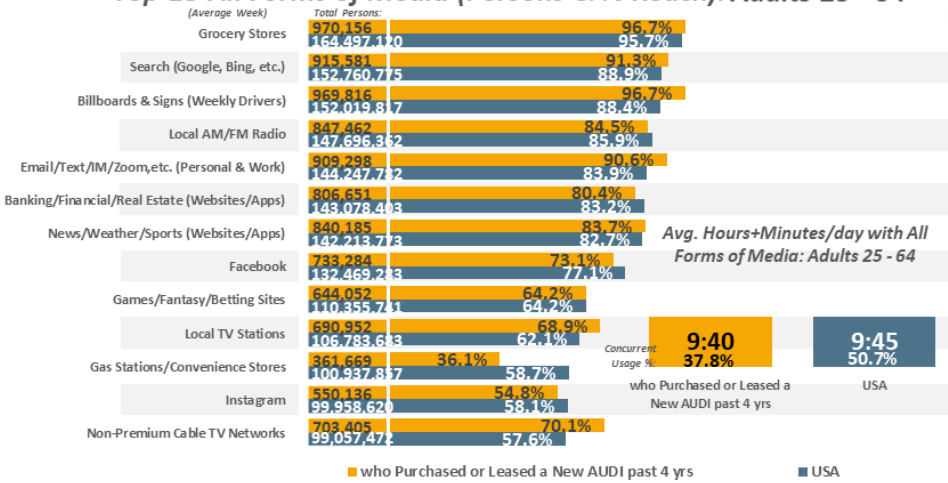
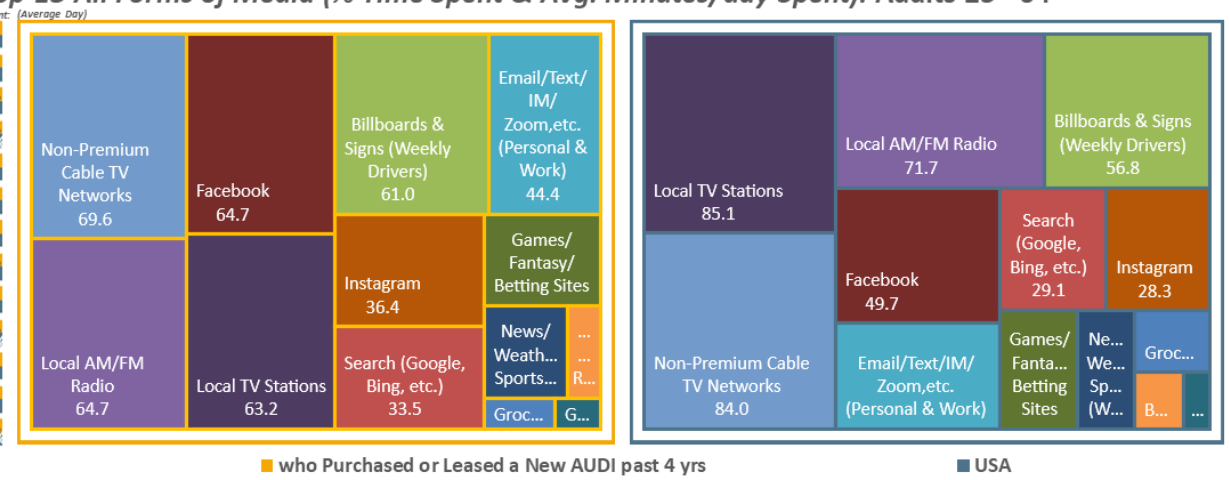
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): VOLKSWAGEN

Adults 25 - 64 who Purchased or Leased a New AUDI past 4 yrs spend an average of 8 hours and 2 minutes each day with All Forms of Ad-Supported Media. 79.8% listen to Local AM/FM Radio for an avg. of 58. minutes/day. *(Local Radio delivers 9.6% of Time with Ad-Supported Media.)*

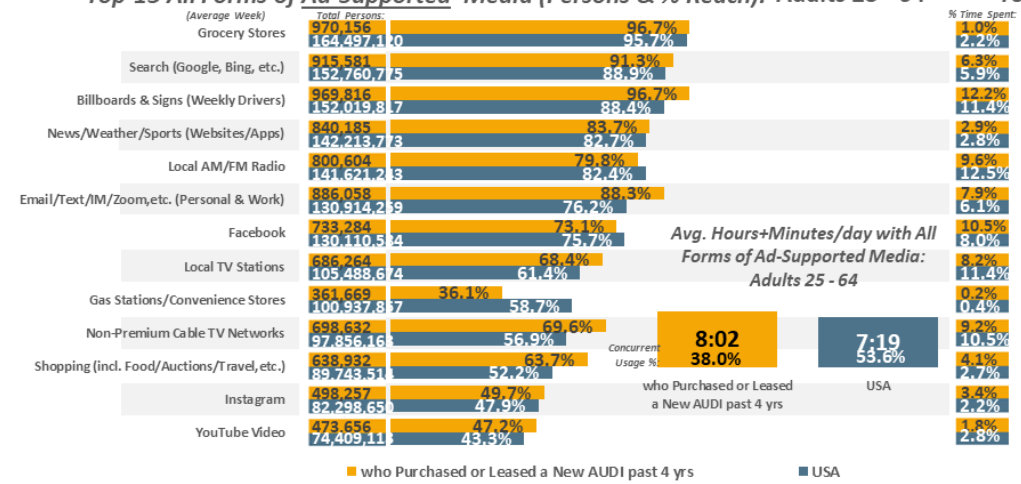
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



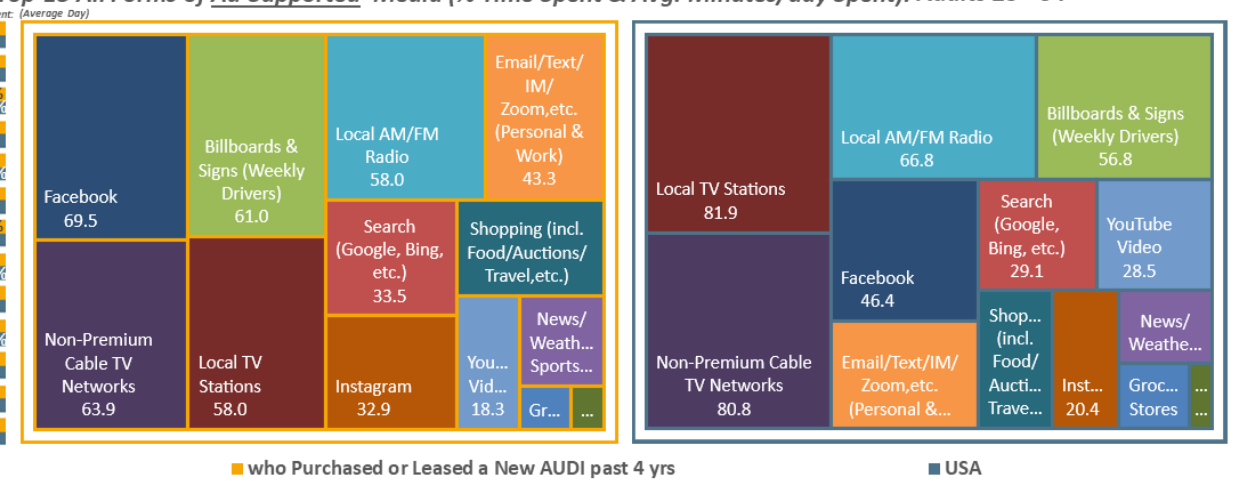
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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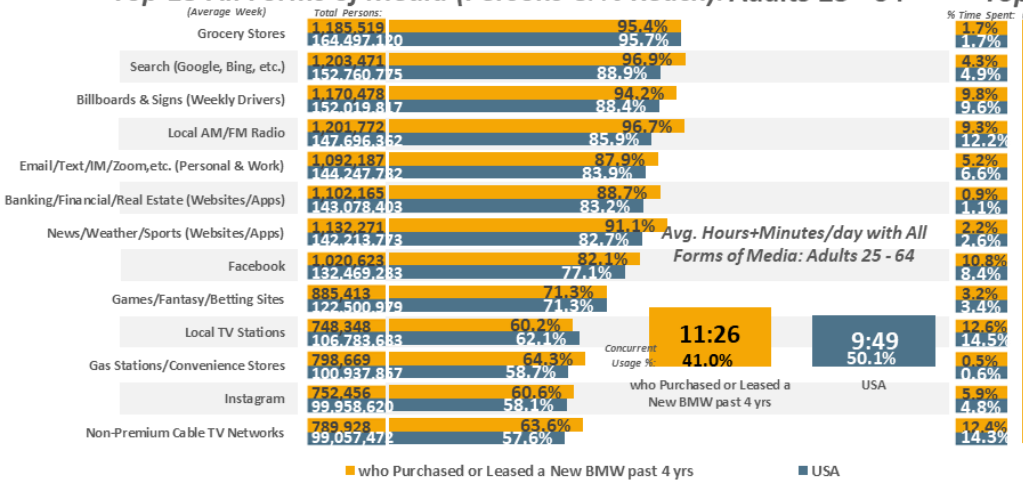
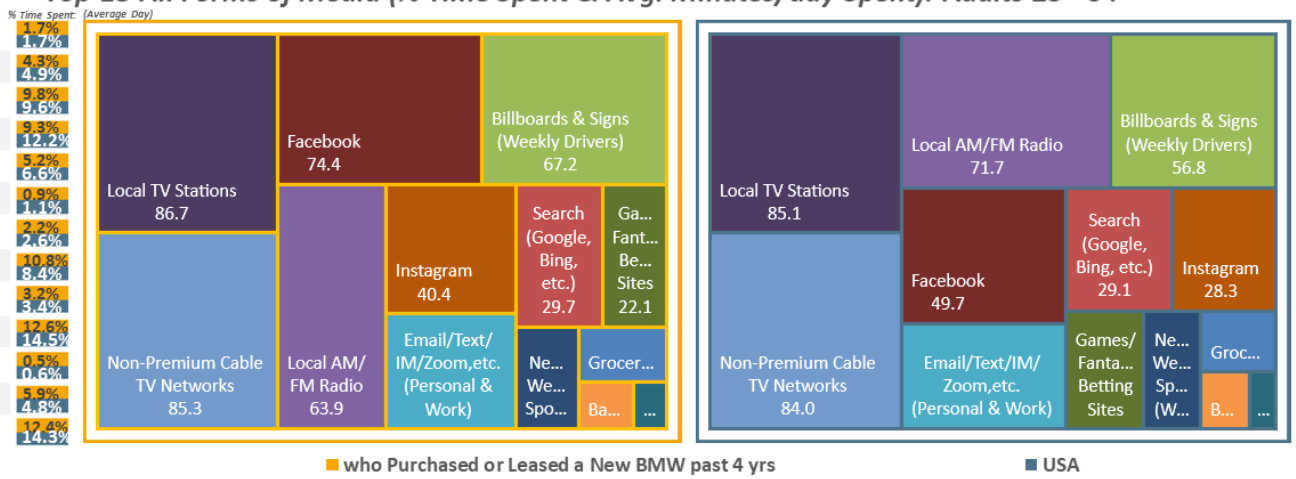
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): AUDI

Adults 25 - 64 who Purchased or Leased a New BMW past 4 yrs spend an average of 8 hours and 42 minutes each day with All Forms of Ad-Supported Media. 88.9% listen to Local AM/FM Radio for an avg. of 54.5 minutes/day. *(Local Radio delivers 9.3% of Time with Ad-Supported Media.)*

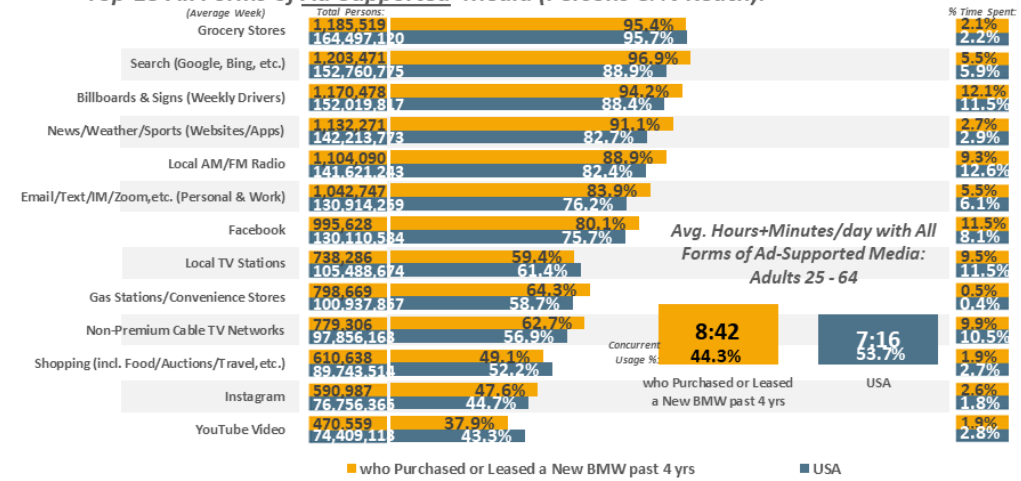
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



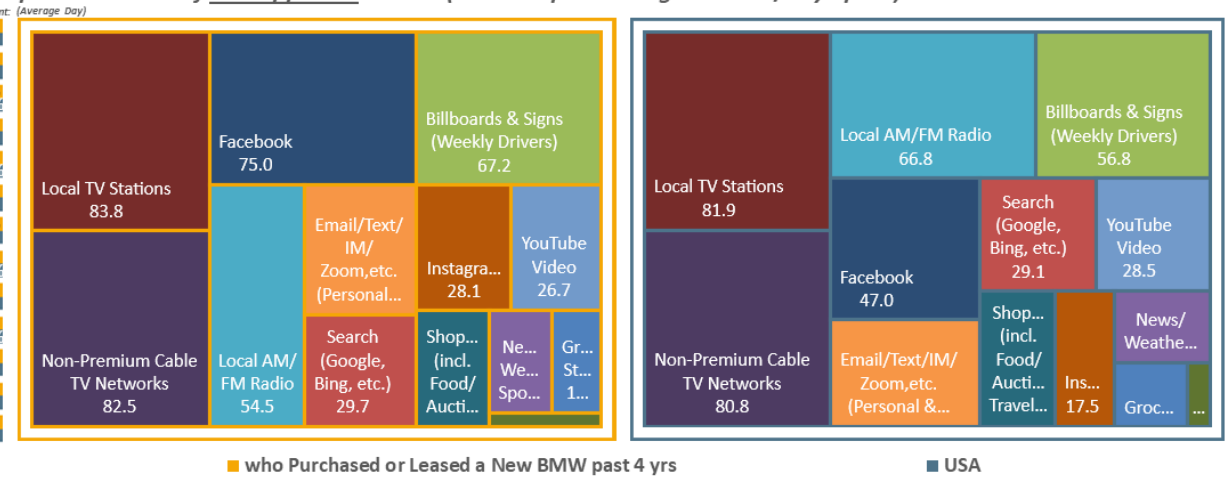
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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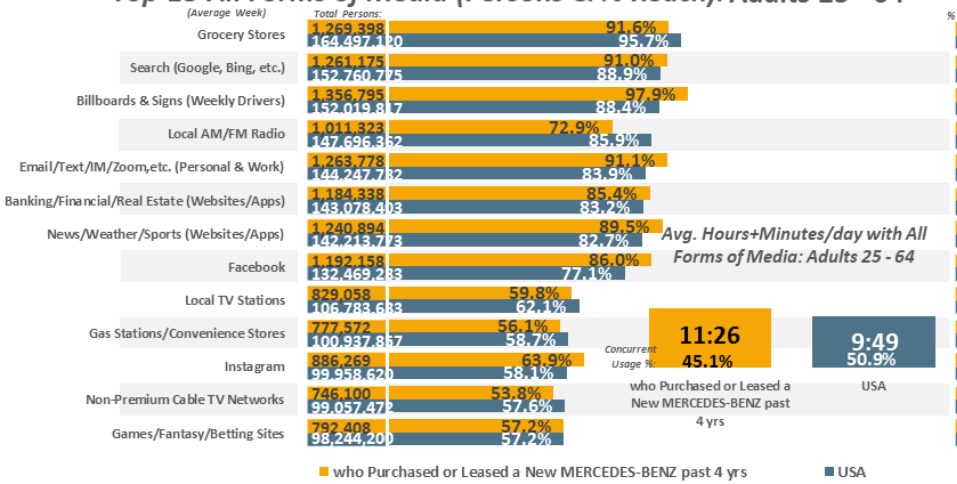
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): BMW

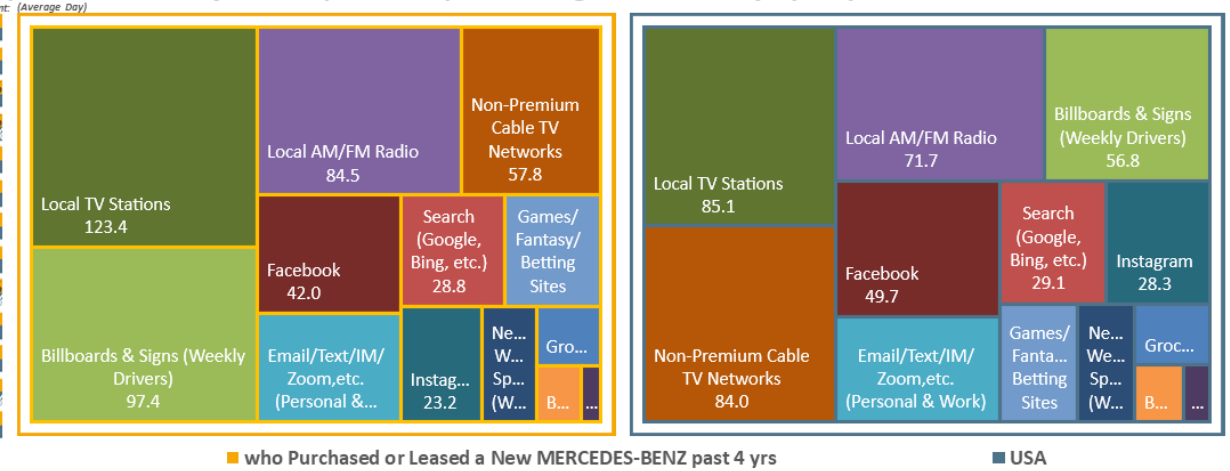
Mercedes-Benz

Adults 25 - 64 who Purchased or Leased a New MERCEDES-BENZ past 4 yrs spend an average of 8 hours and 18 minutes each day with All Forms of Ad-Supported Media. 69.% listen to Local AM/FM Radio for an avg. of 74.7 minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

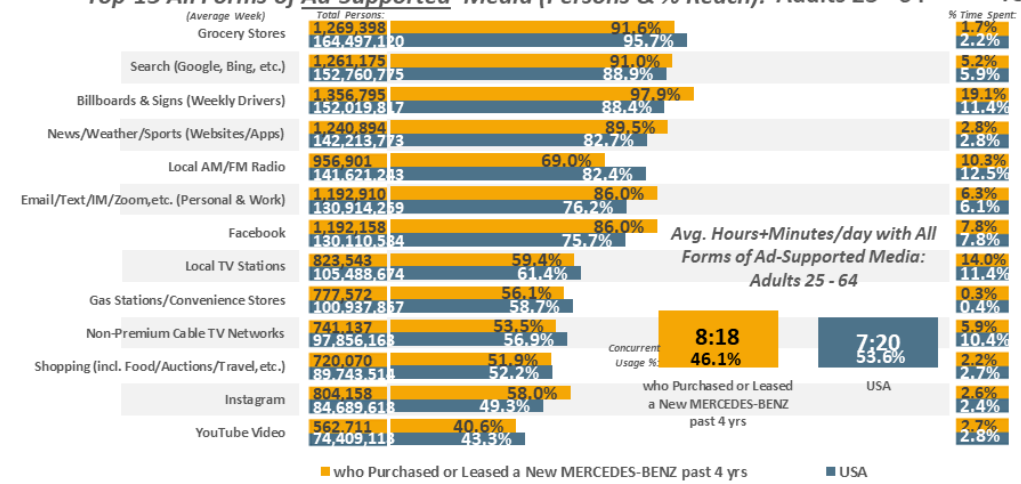
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



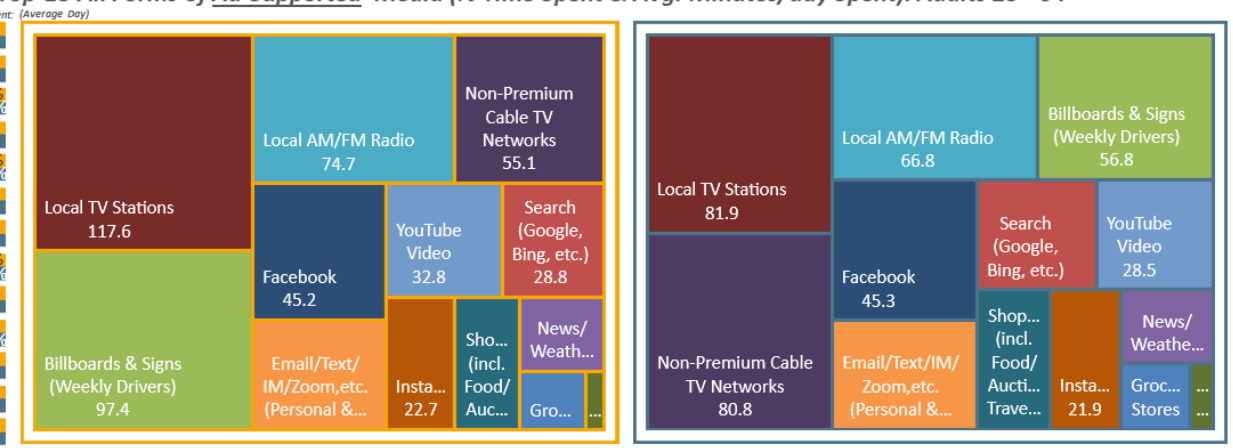
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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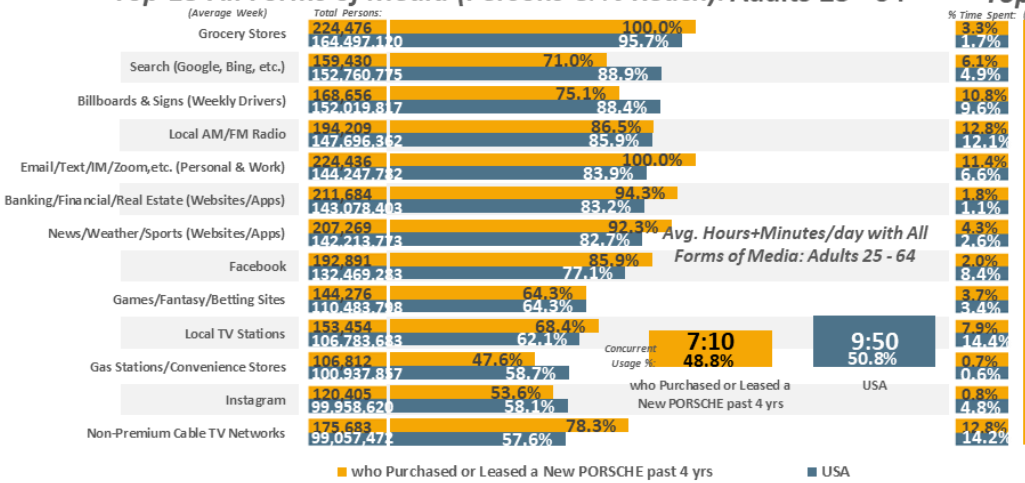
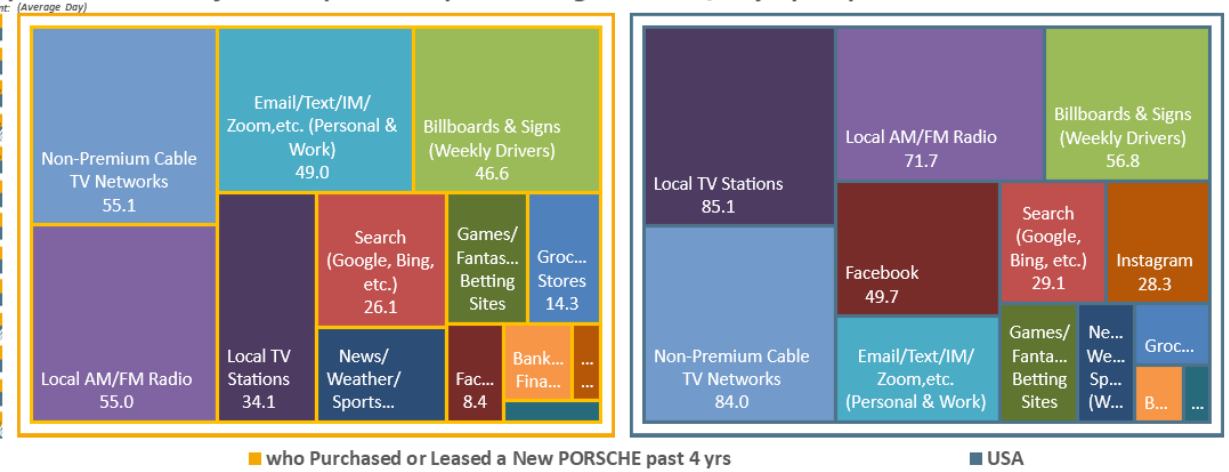
PORSCHE

Adults 25 - 64 who Purchased or Leased a New PORSCHE past 4 yrs spend an average of 5 hours and 22 minutes each day with All Forms of Ad-Supported Media. 83.4% listen to Local AM/FM Radio for an avg. of 49.8 minutes/day. *(Local Radio delivers 12.9% of Time with Ad-Supported Media.)*

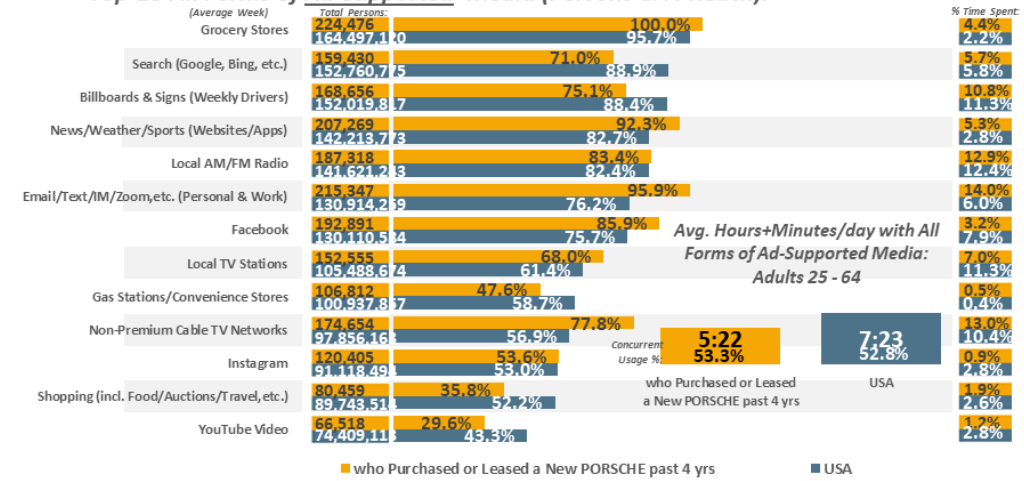
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



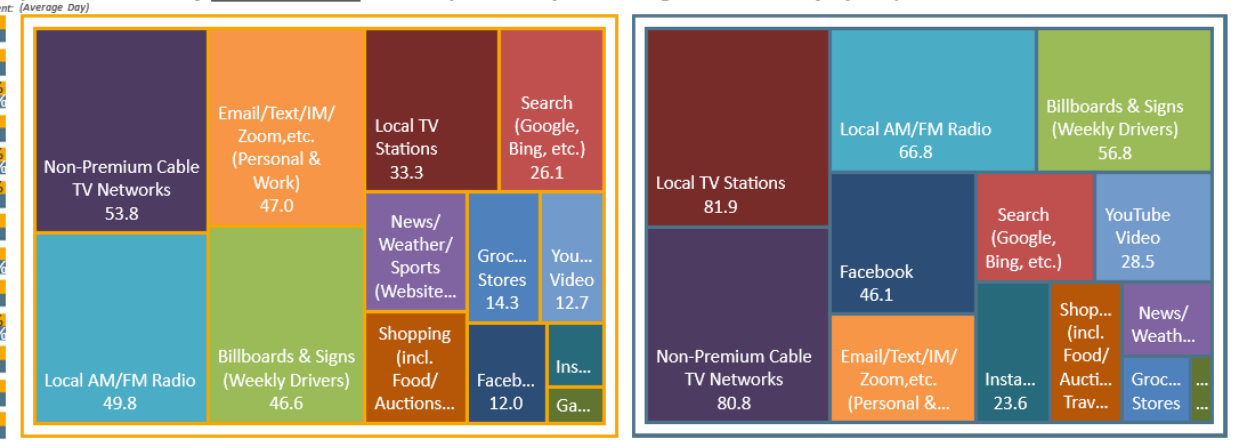
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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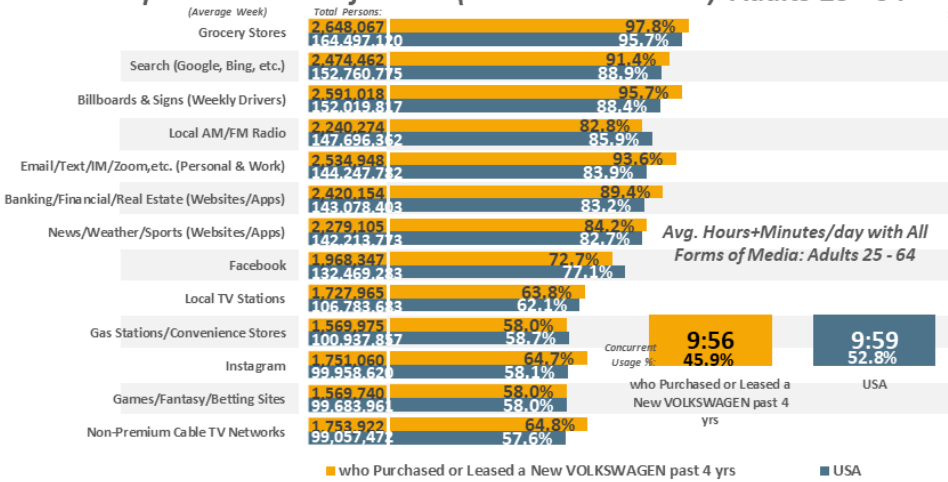
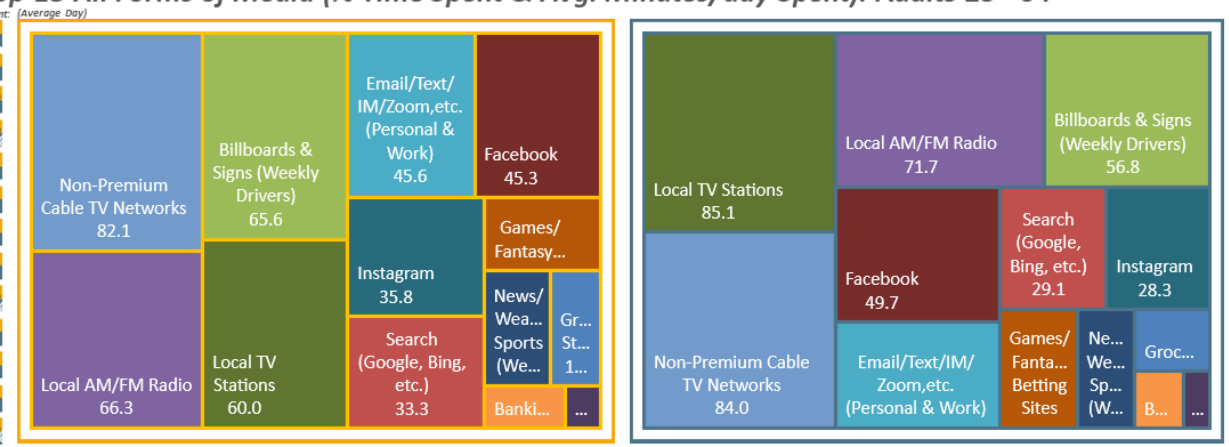
Adults 25 - 64 who Purchased or Leased a New VOLKSWAGEN past 4 yrs spend an average of 7 hours and 40 minutes each day with All Forms of Ad-Supported Media. 78.2% listen to Local AM/FM Radio for an avg. of 60.7 minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

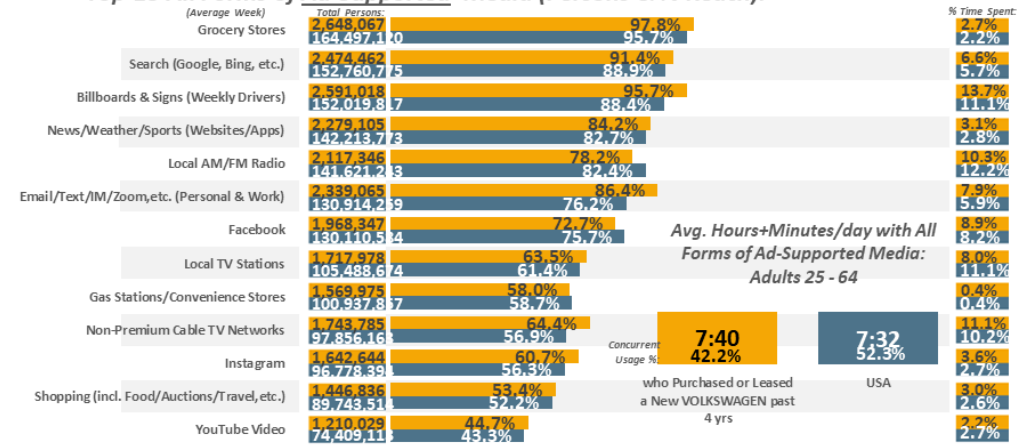
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



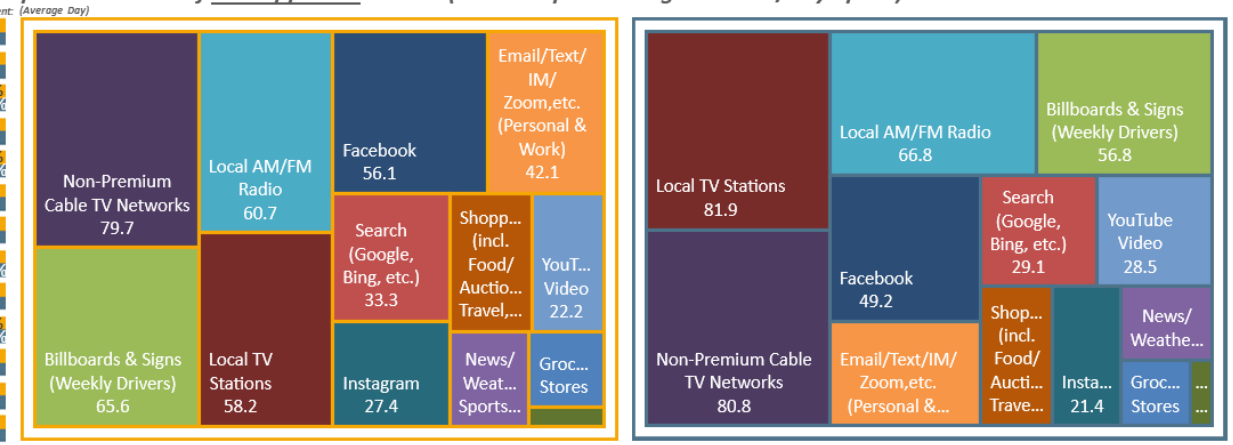
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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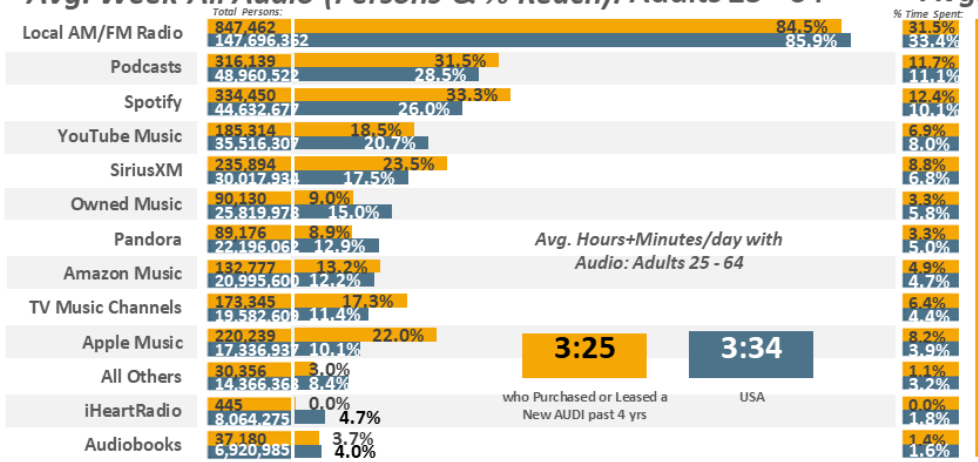
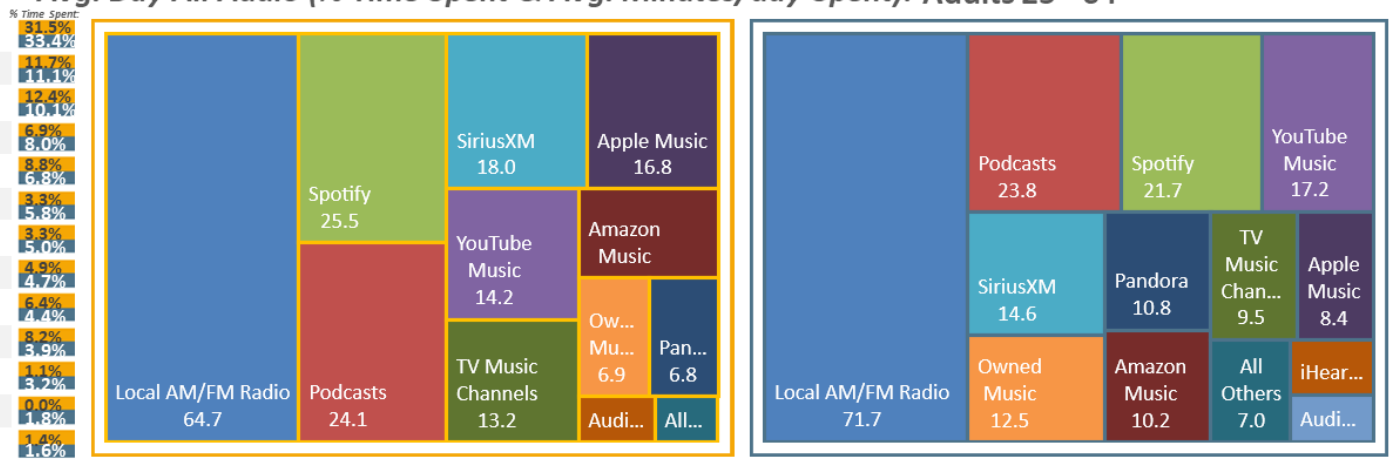
800,604 or 79.8% of Adults 25 - 64 who Purchased or Leased a New AUDI past 4 yrs listen to Ad-Supported Local AM/FM Radio for an average of 58. minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.

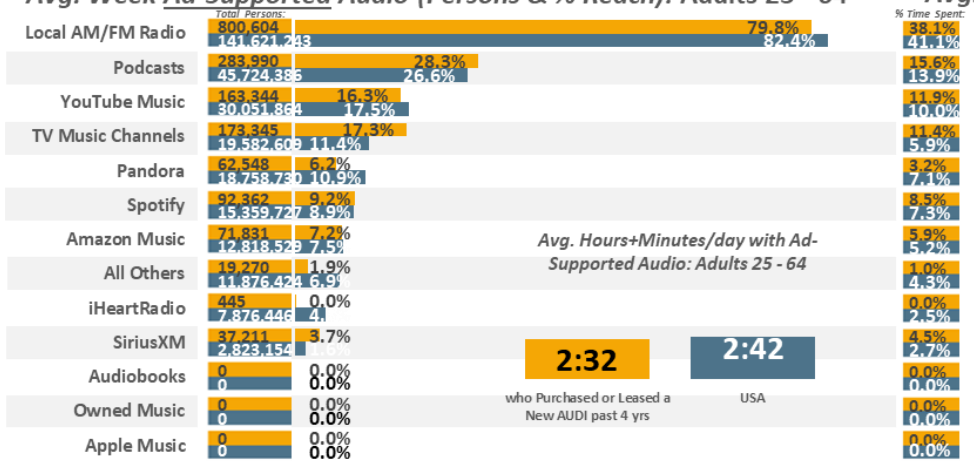
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



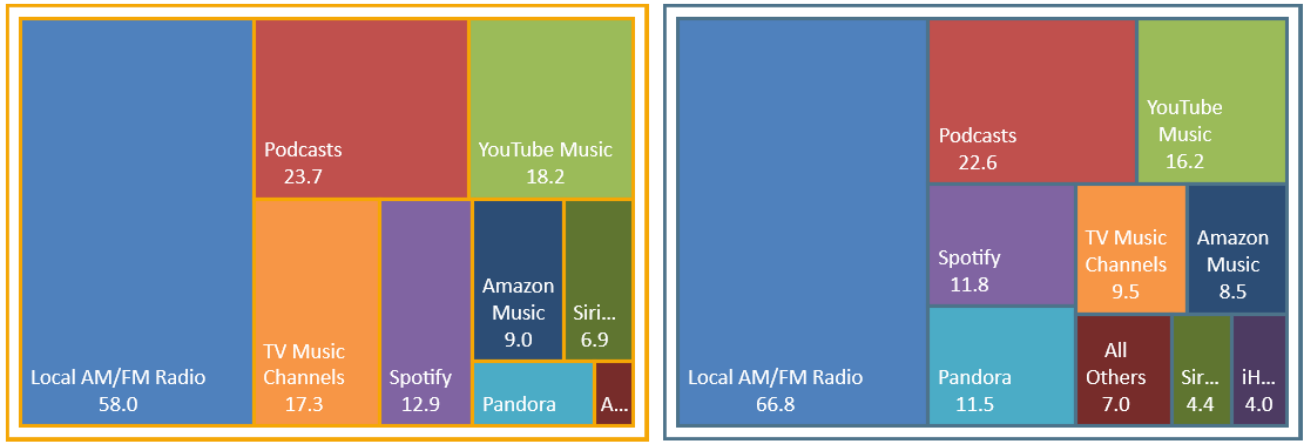
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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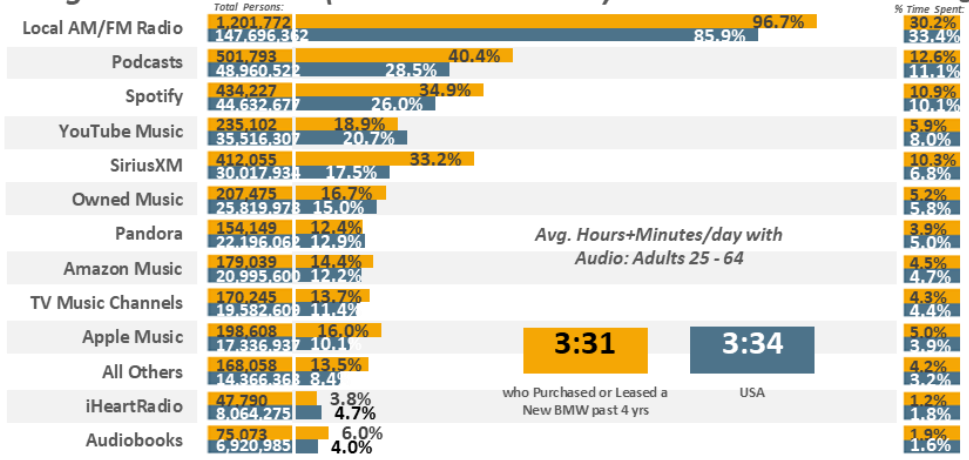
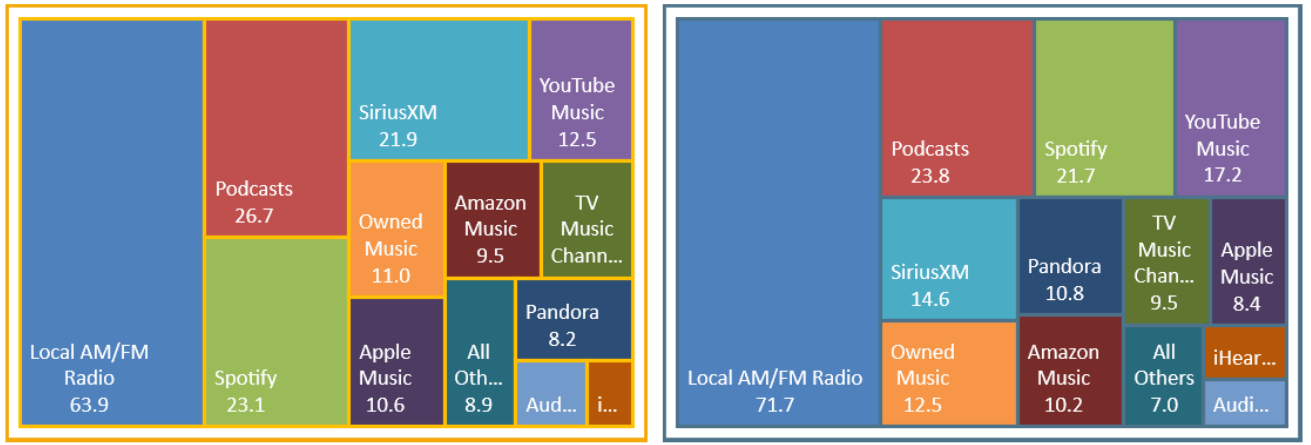
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): AUDI

1,104,090 or 88.9% of Adults 25 - 64 who Purchased or Leased a New BMW past 4 yrs listen to Ad-Supported Local AM/FM Radio for an average of 54.5 minutes every day representing 36.8% of all time spent daily with Ad-Supported Audio.

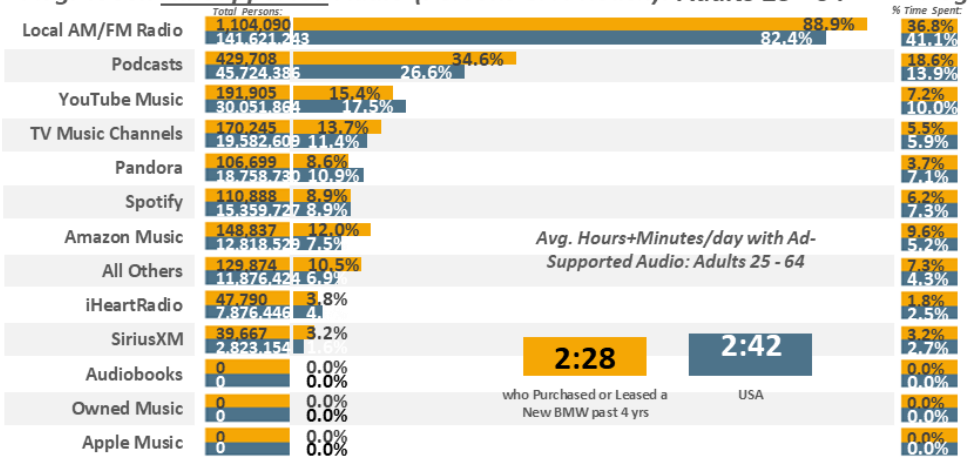
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



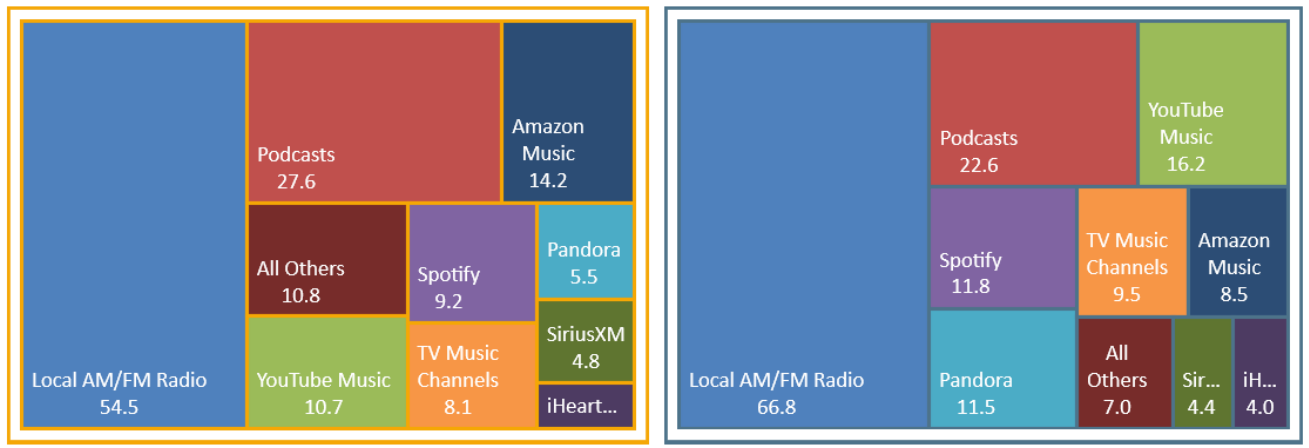
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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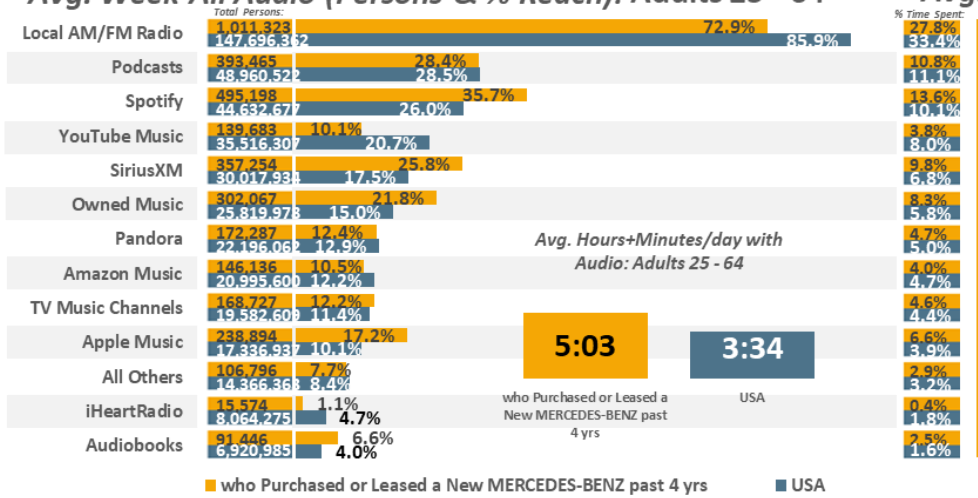
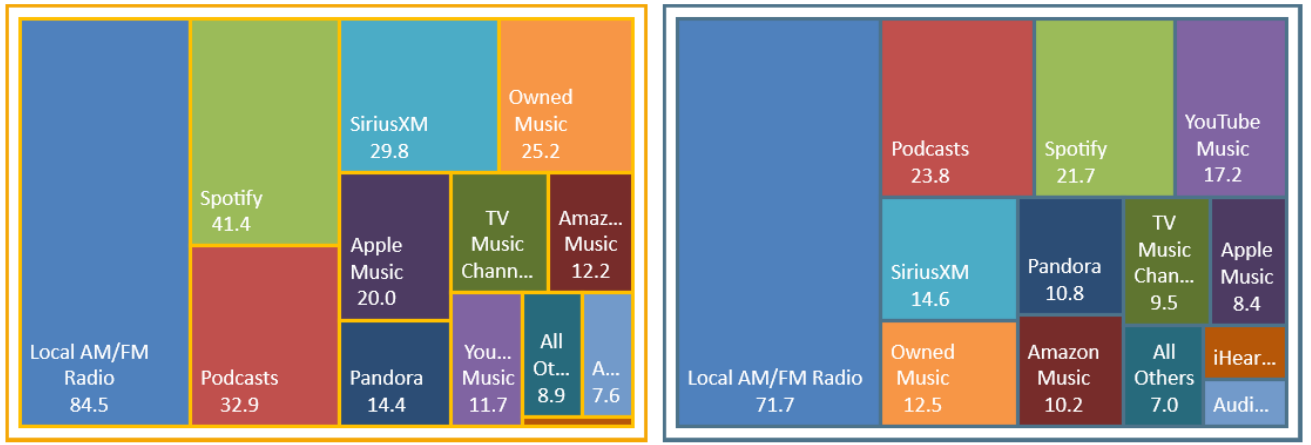
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): BMW

956,901 or 69.% of Adults 25 - 64 who Purchased or Leased a New MERCEDES-BENZ past 4 yrs listen to Ad-Supported Local AM/FM Radio for an average of 74.7 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.

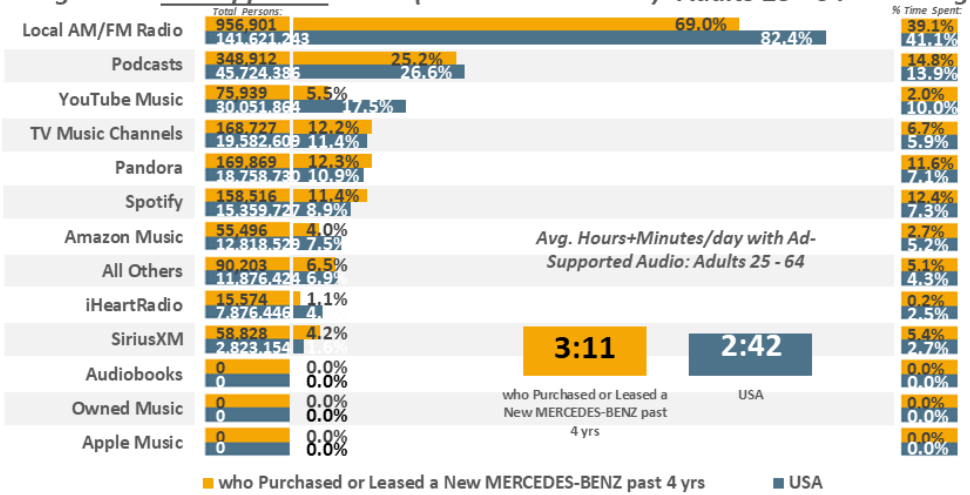
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



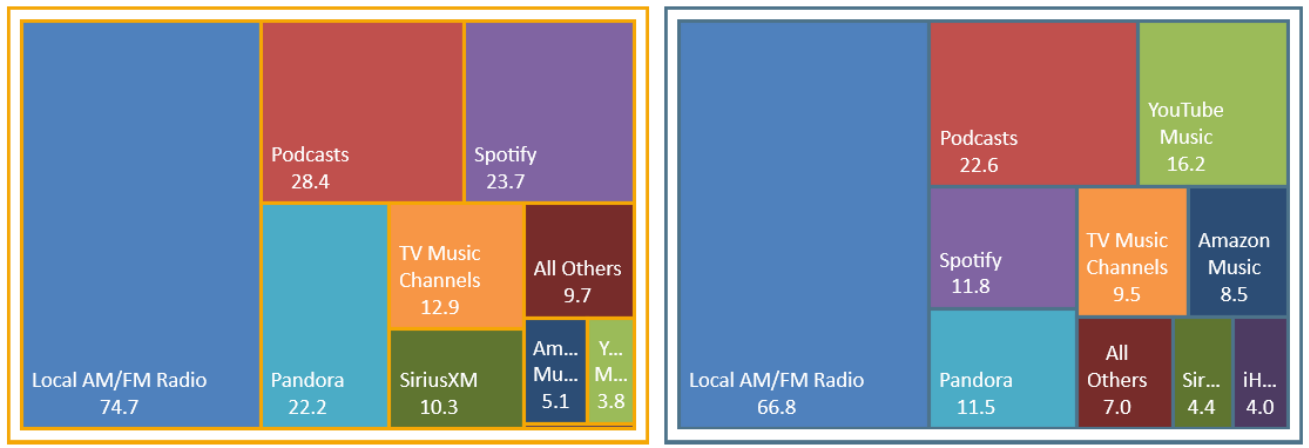
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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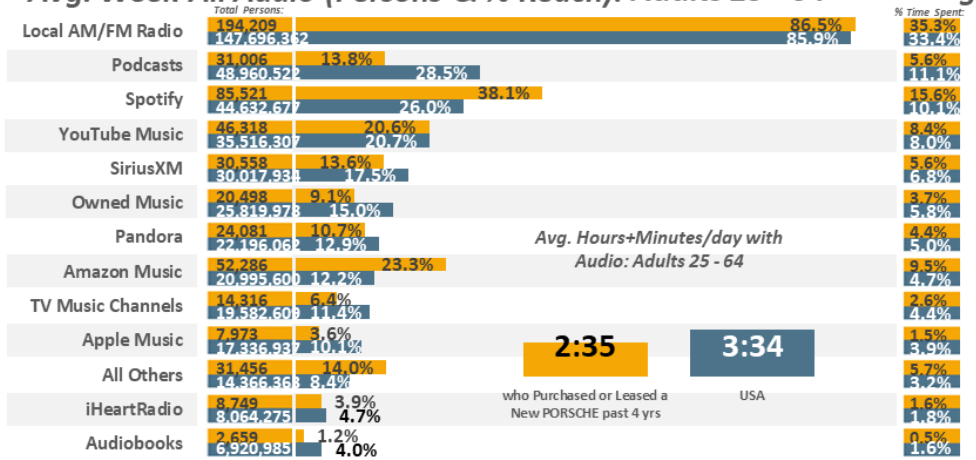
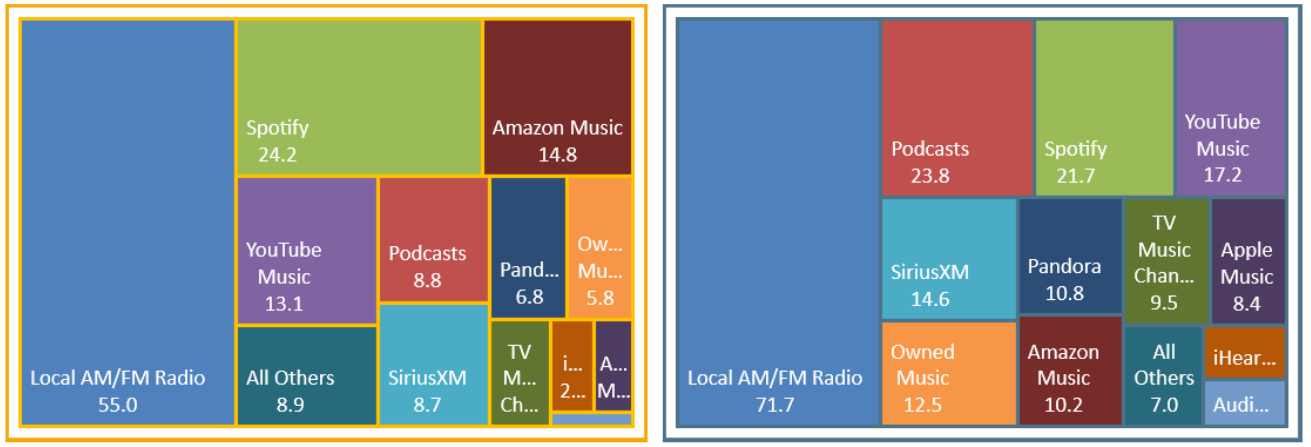
187,318 or 83.4% of Adults 25 - 64 who Purchased or Leased a New PORSCHE past 4 yrs listen to Ad-Supported Local AM/FM Radio for an average of 49.8 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.

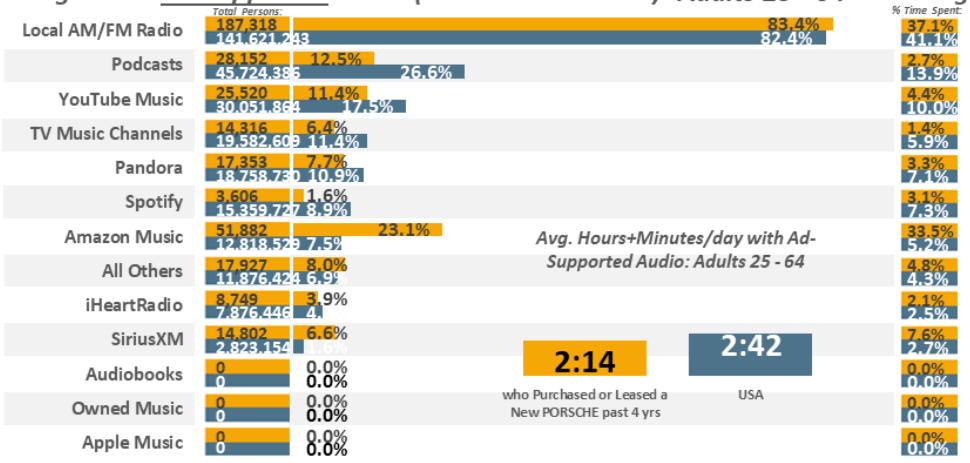
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



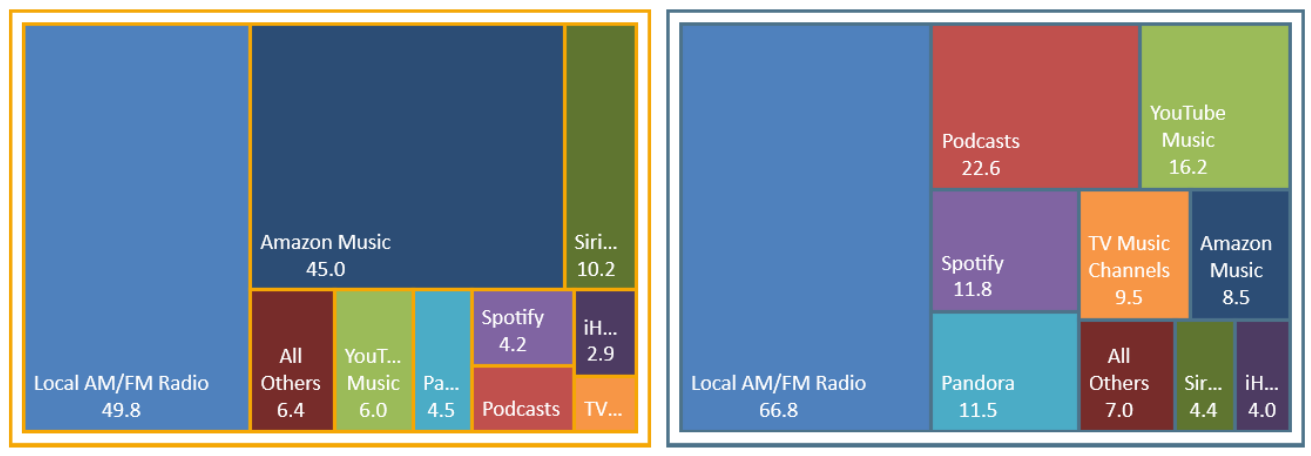
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 568

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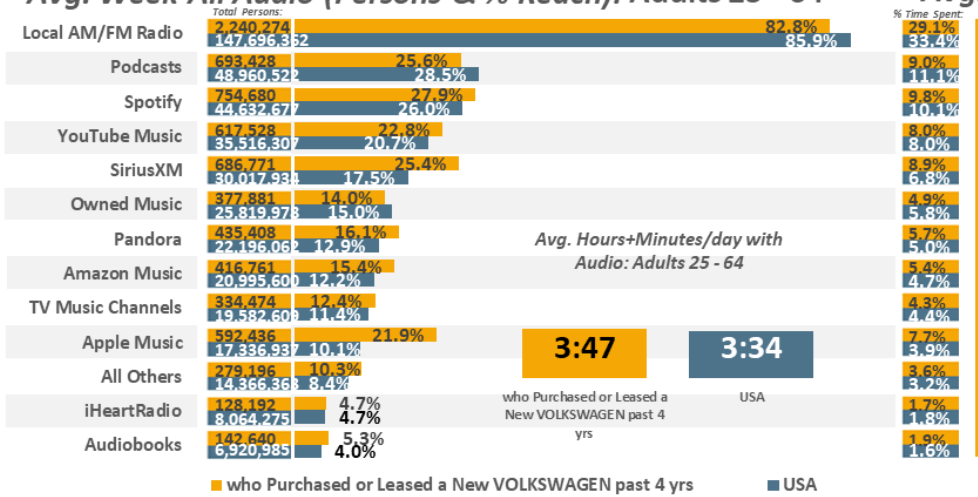
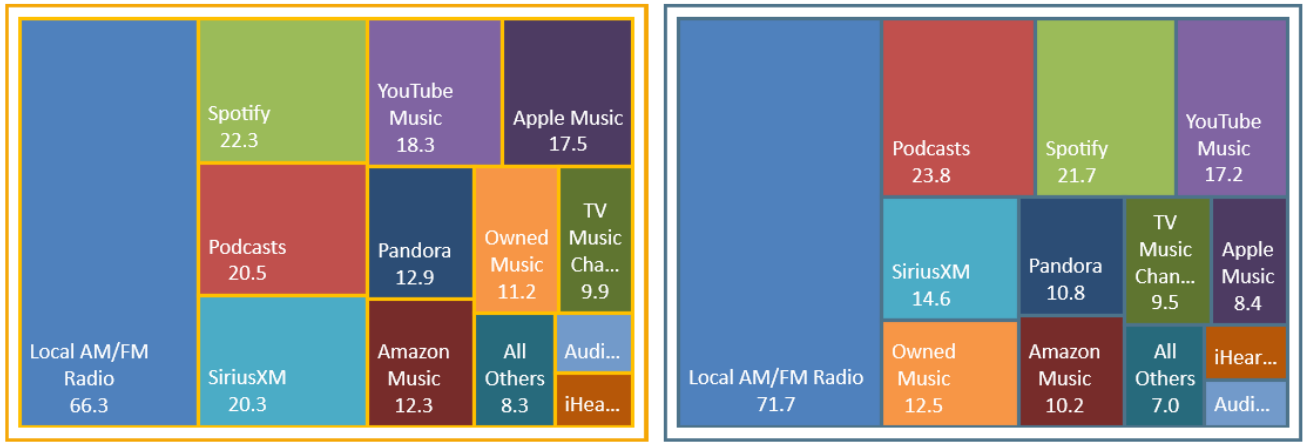
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): PORSCHE

2,117,346 or 78.2% of Adults 25 - 64 who Purchased or Leased a New VOLKSWAGEN past 4 yrs listen to Ad-Supported Local AM/FM Radio for an average of 60.7 minutes every day representing 39.6% of all time spent daily with Ad-Supported Audio.

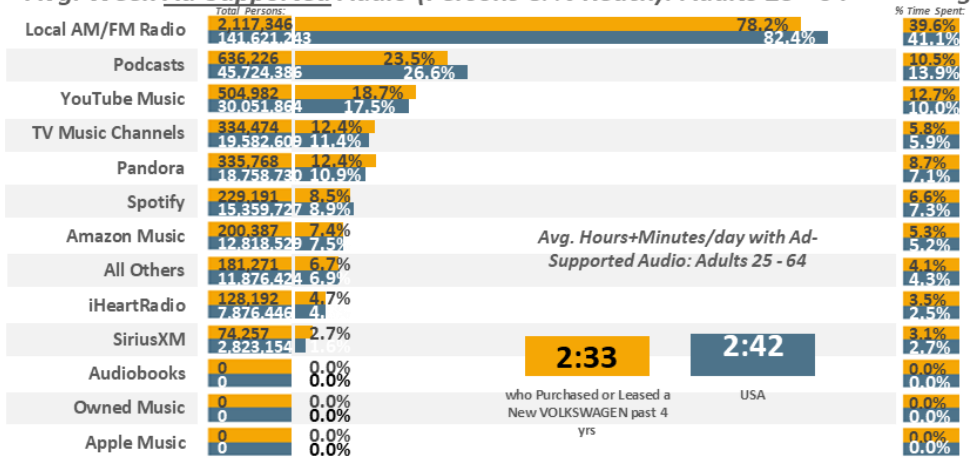
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



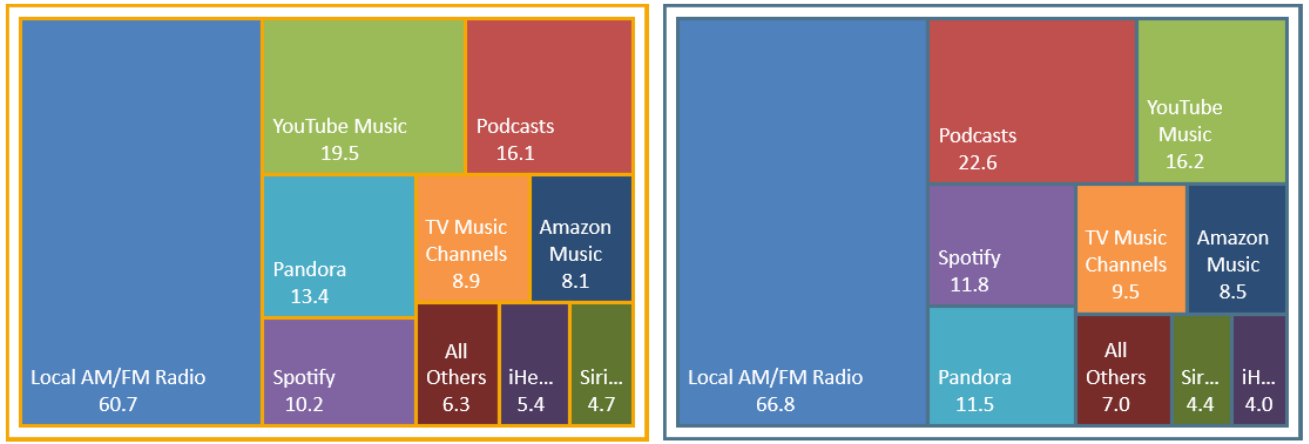
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *568*

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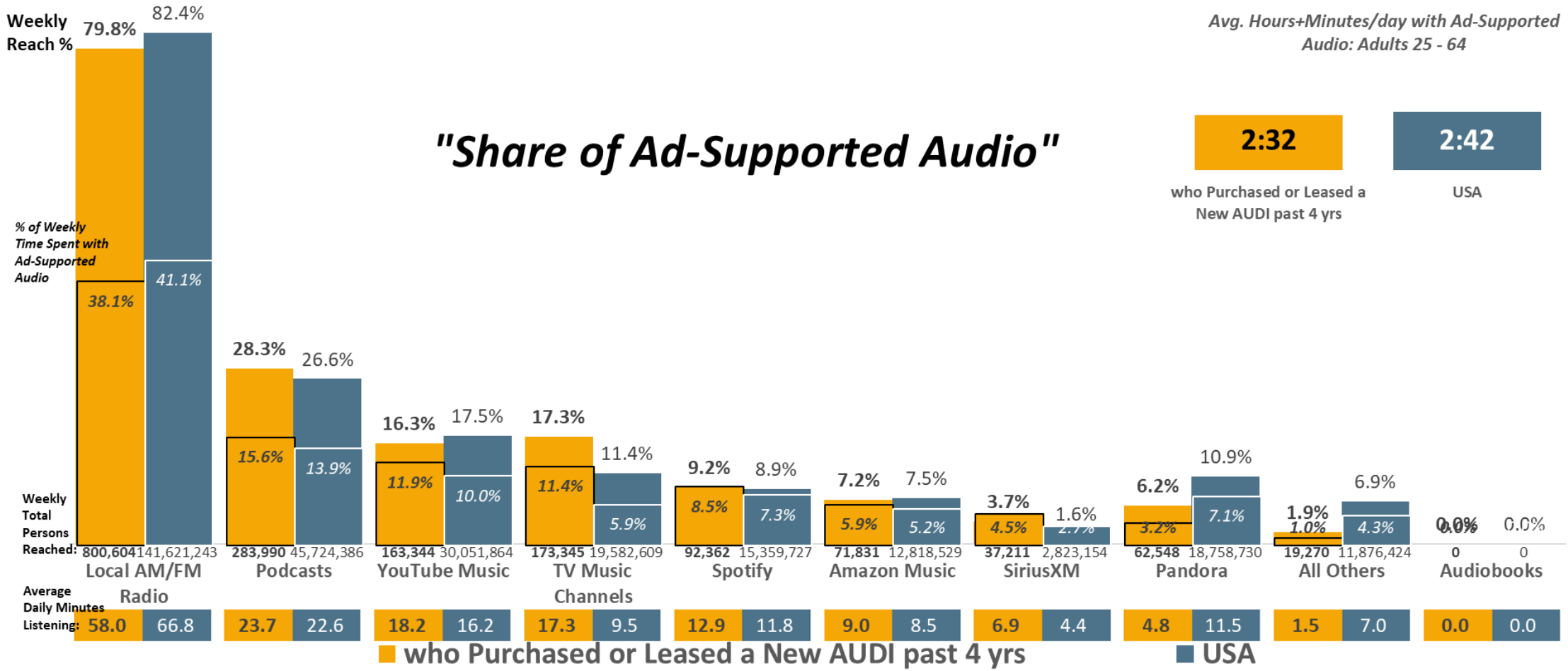
800,604 or 79.8% of Adults 25 - 64 who Purchased or Leased a New AUDI past 4 yrs listen to Ad-Supported Local AM/FM Radio for an average of 58. minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.



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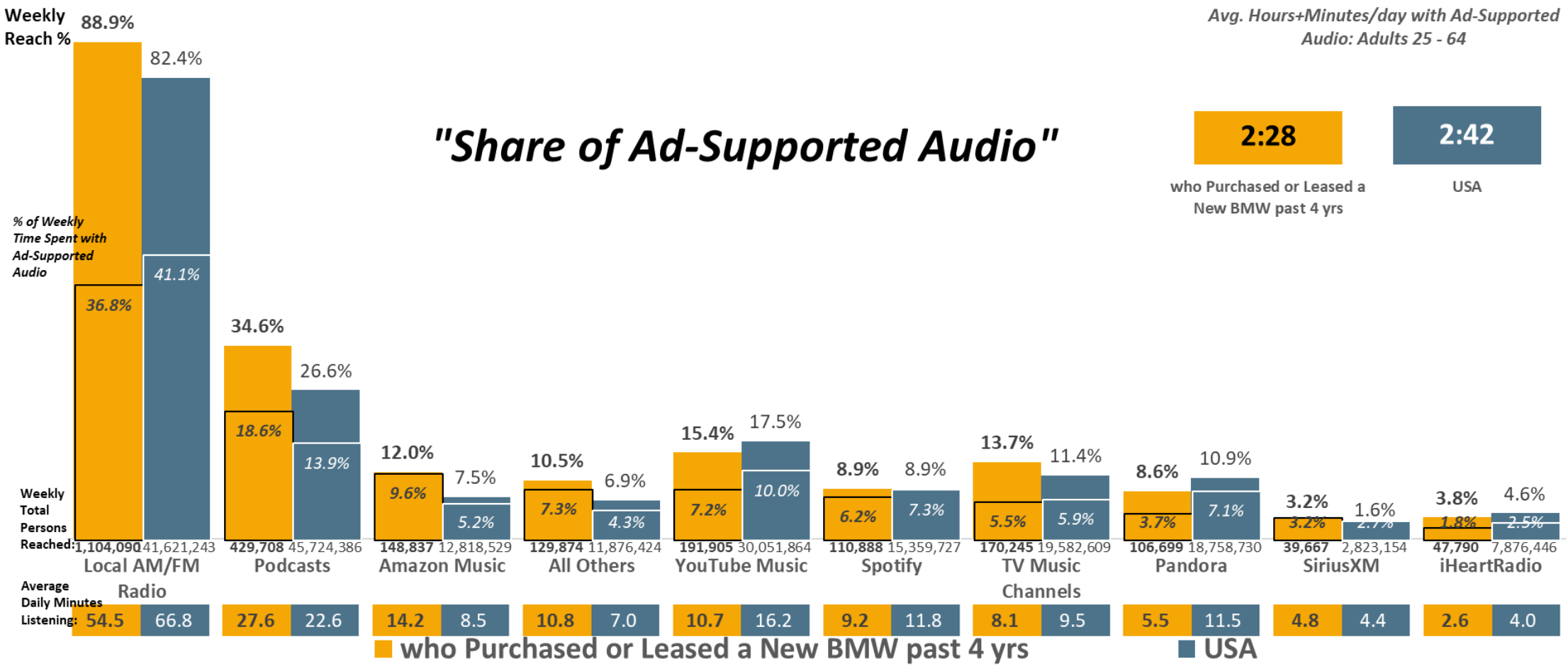
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): AUDI

1,104,090 or 88.9% of Adults 25 - 64 who Purchased or Leased a New BMW past 4 yrs listen to Ad-Supported Local AM/FM Radio for an average of 54.5 minutes every day representing 36.8% of all time spent daily with Ad-Supported Audio.



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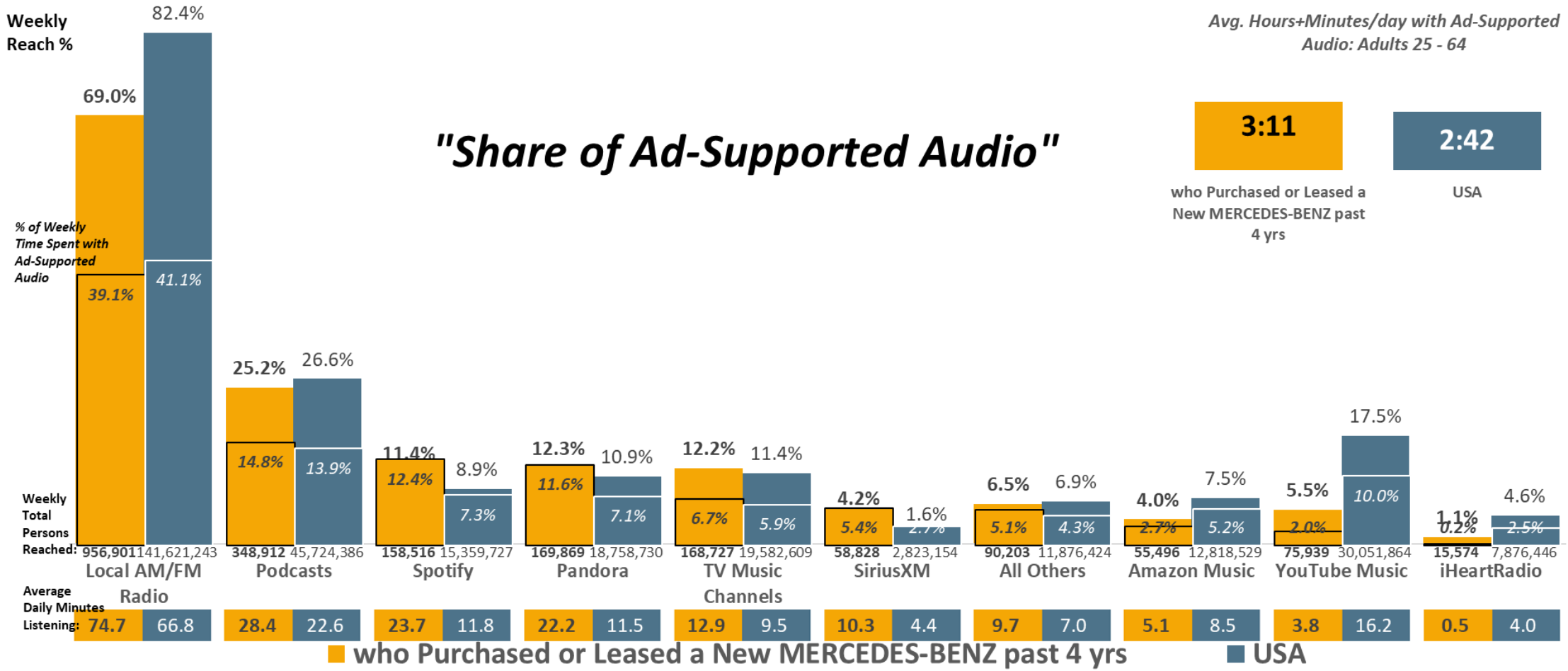
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): BMW

Mercedes-Benz

956,901 or 69.% of Adults 25 - 64 who Purchased or Leased a New MERCEDES-BENZ past 4 yrs listen to Ad-Supported Local AM/FM Radio for an average of 74.7 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.



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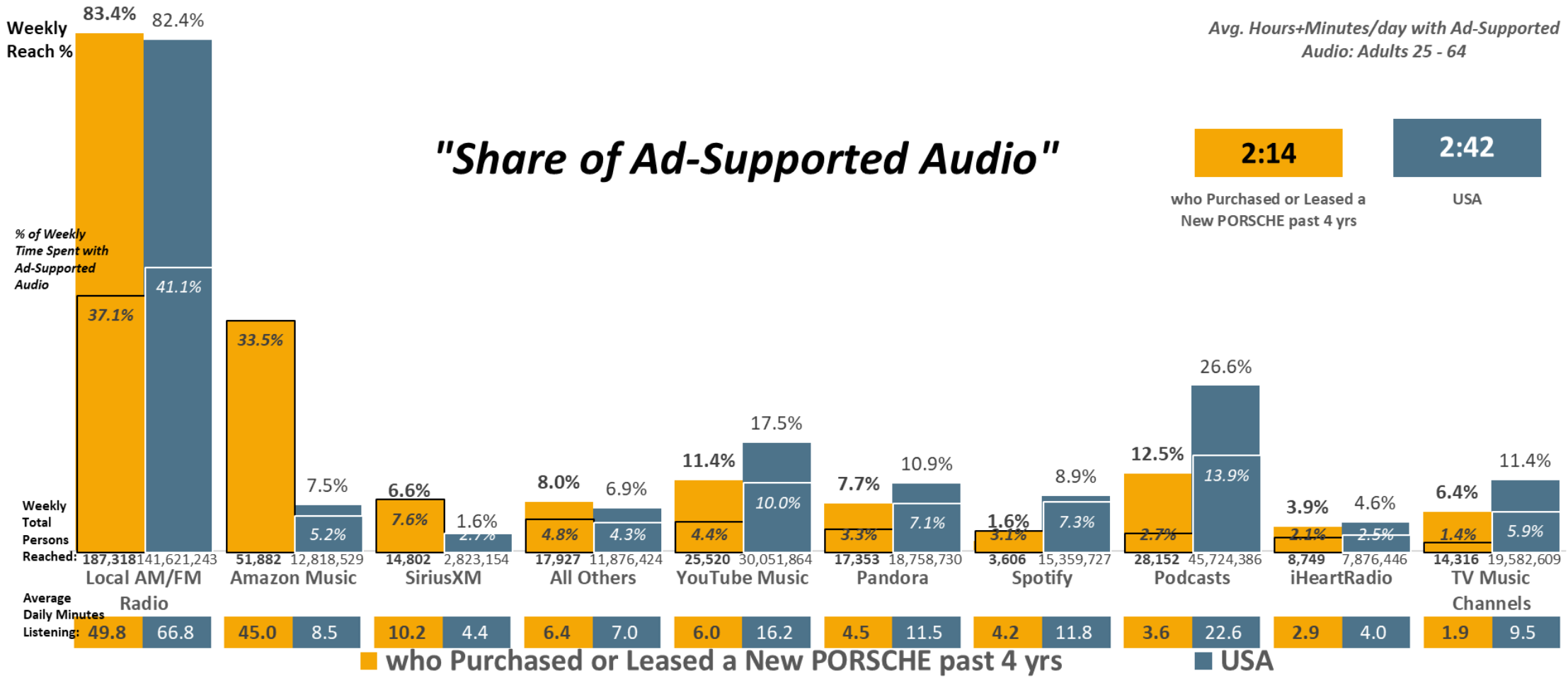
PORSCHE

187,318 or 83.4% of Adults 25 - 64 who Purchased or Leased a New PORSCHE past 4 yrs listen to Ad-Supported Local AM/FM Radio for an average of 49.8 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.



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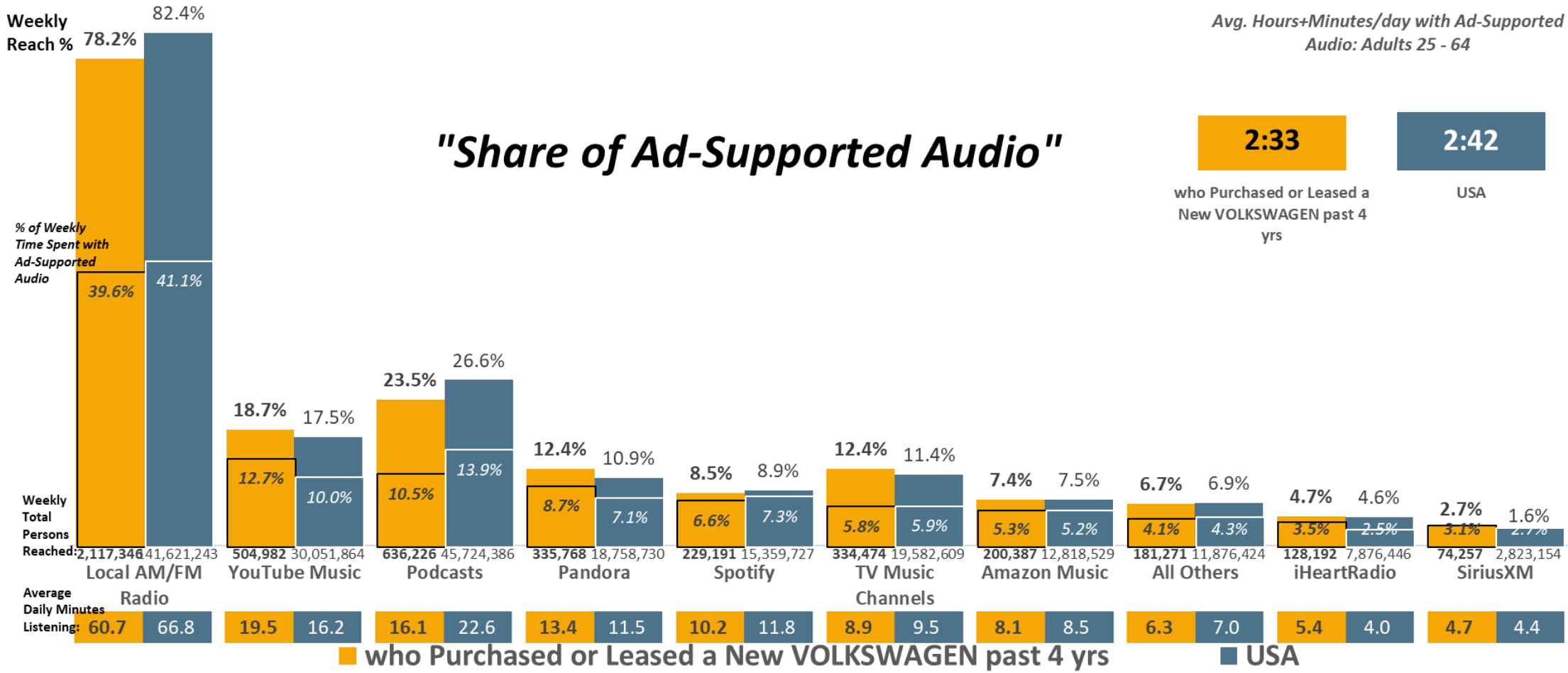
2,117,346 or 78.2% of Adults 25 - 64 who Purchased or Leased a New VOLKSWAGEN past 4 yrs listen to Ad-Supported Local AM/FM Radio for an average of 60.7 minutes every day representing 39.6% of all time spent daily with Ad-Supported Audio.



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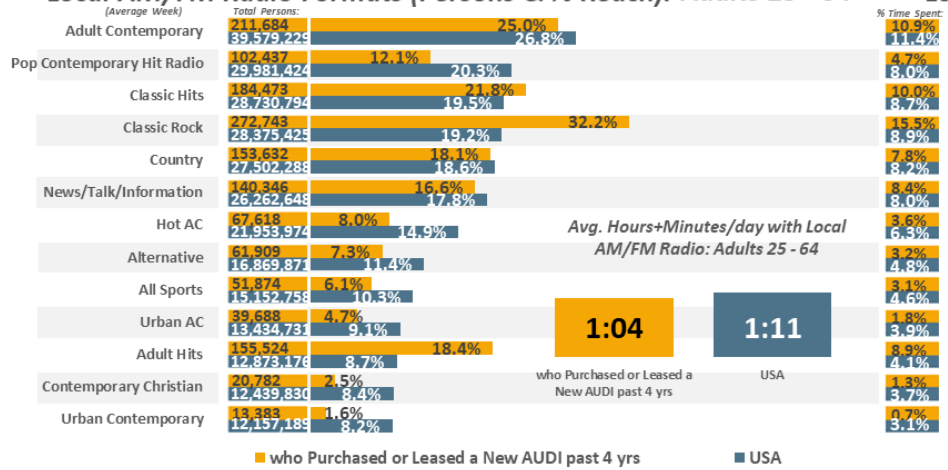
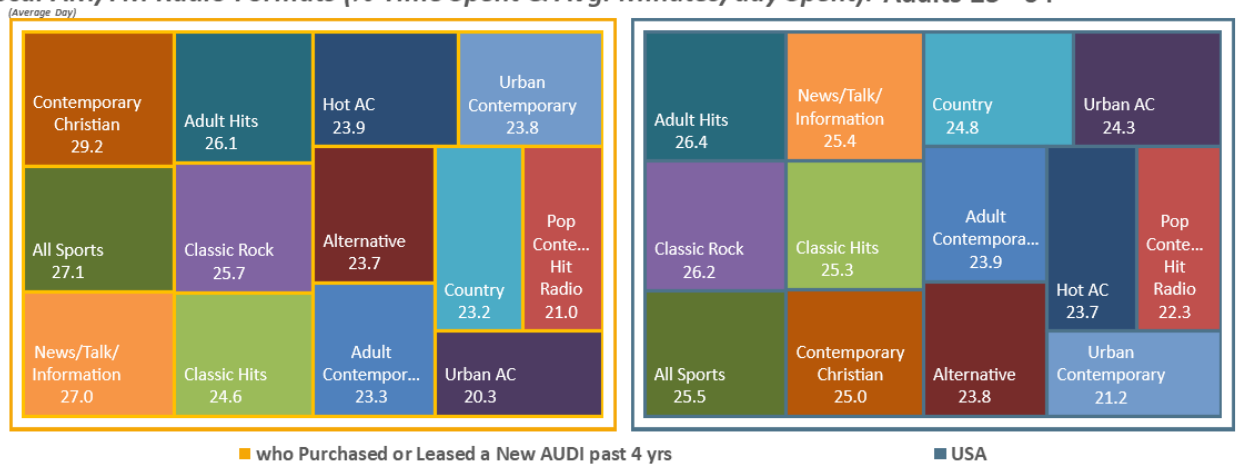
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): VOLKSWAGEN

800,604 or 79.8% of Adults 25 - 64 who Purchased or Leased a New AUDI past 4 yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Classic Hits, Adult Hits, and Country.

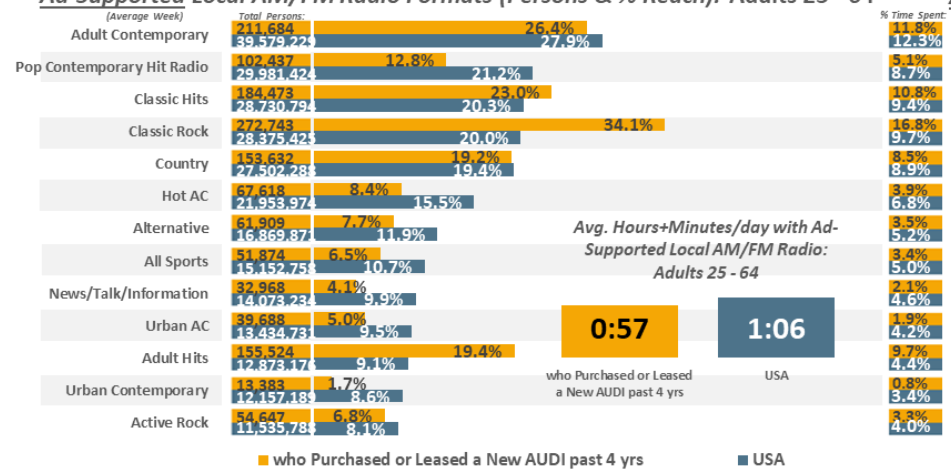
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



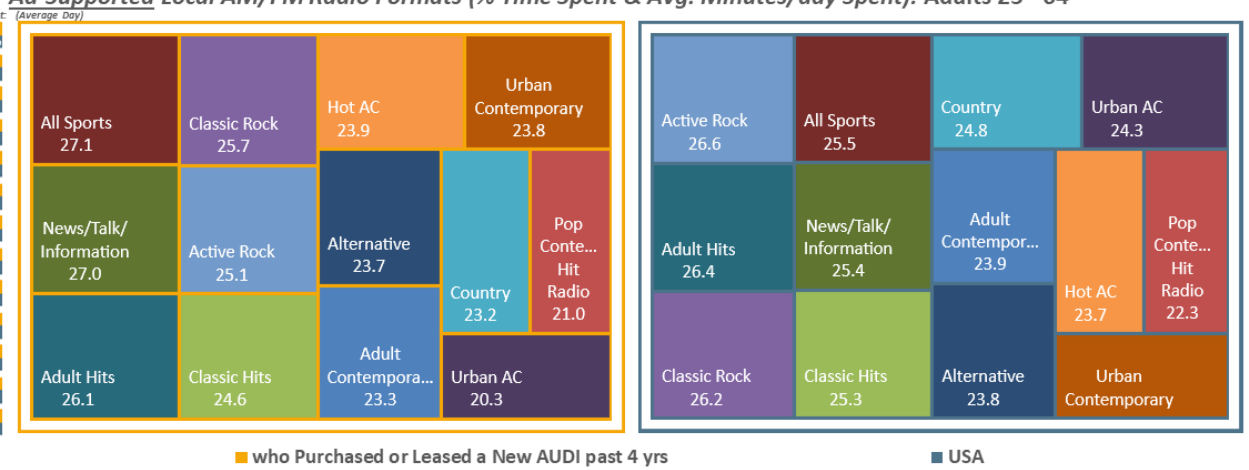
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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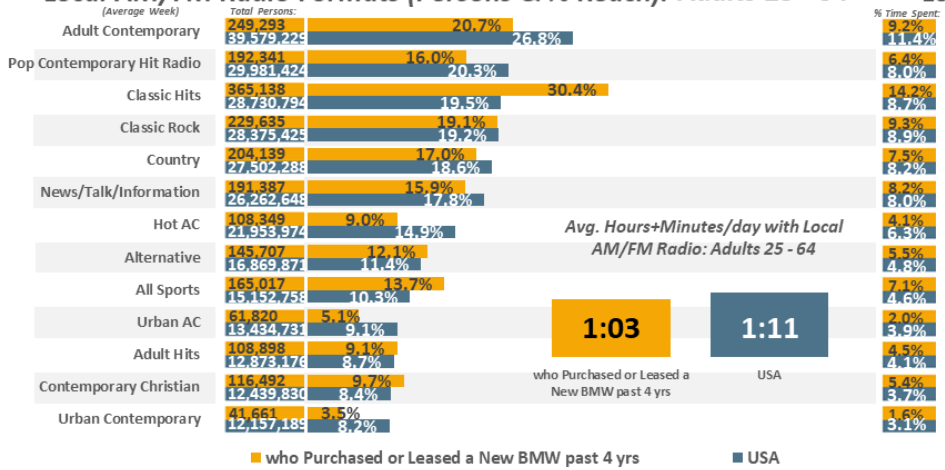
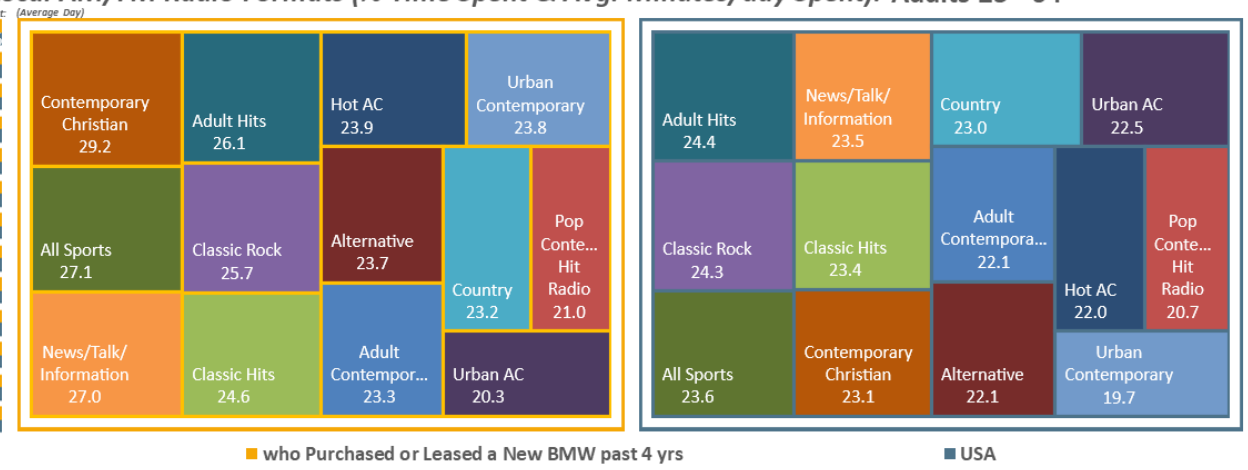
1,104,090 or 88.9% of Adults 25 - 64 who Purchased or Leased a New BMW past 4 yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Classic Rock, Country, and Pop Contemporary Hit Radio.

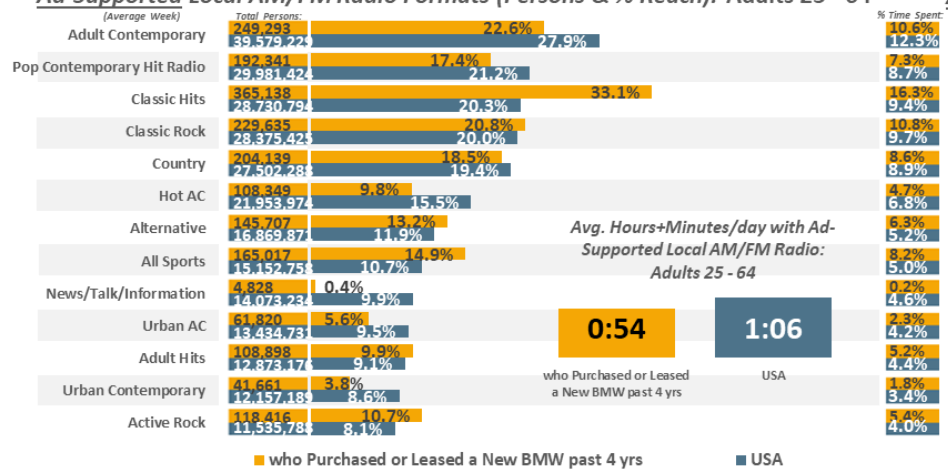
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



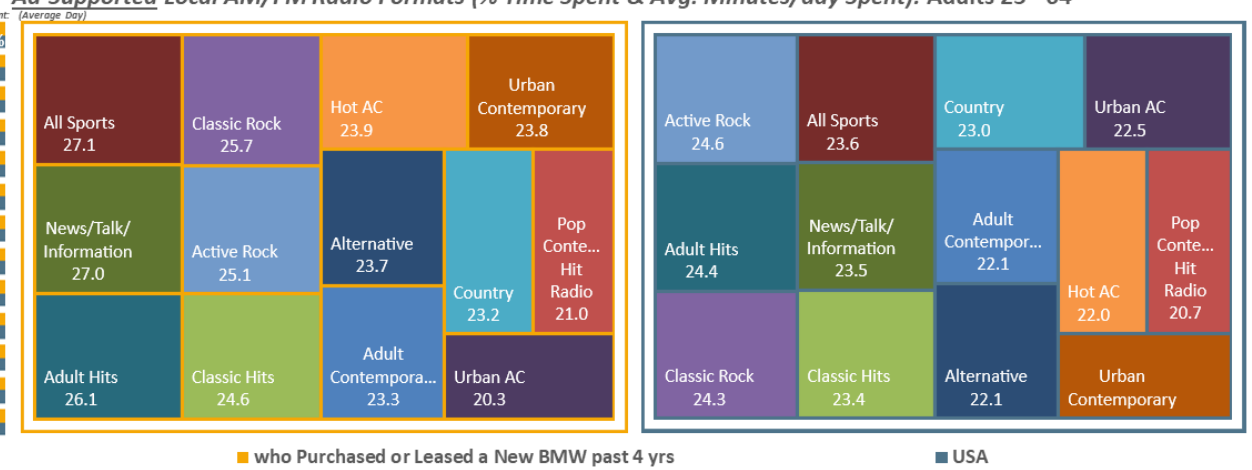
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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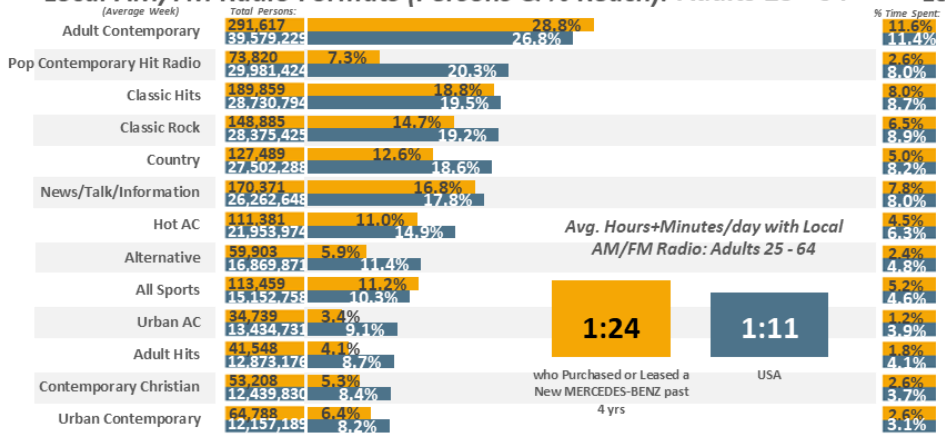
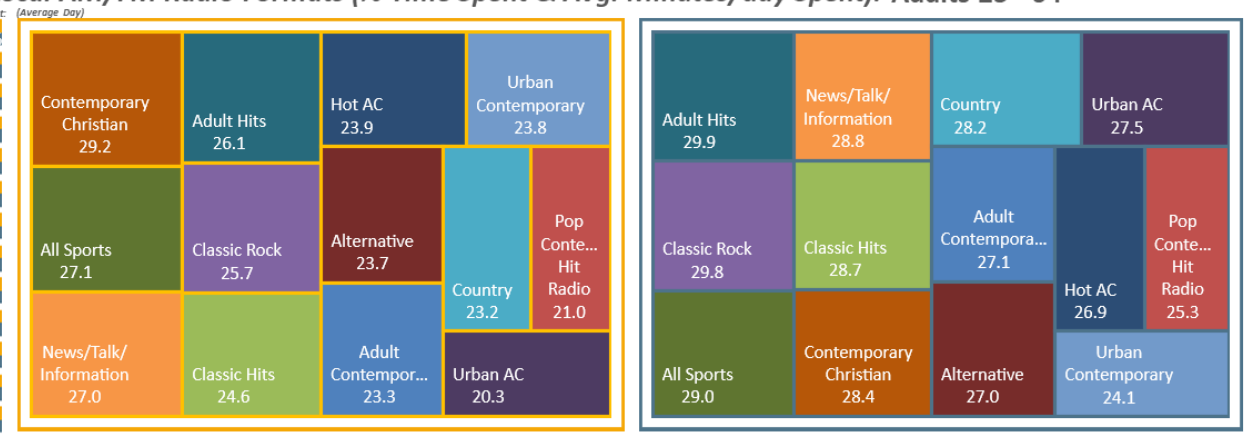
956,901 or 69.% of Adults 25 - 64 who Purchased or Leased a New MERCEDES-BENZ past 4 yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Mexican Regional, Classic Rock, and Spanish Contemporary.

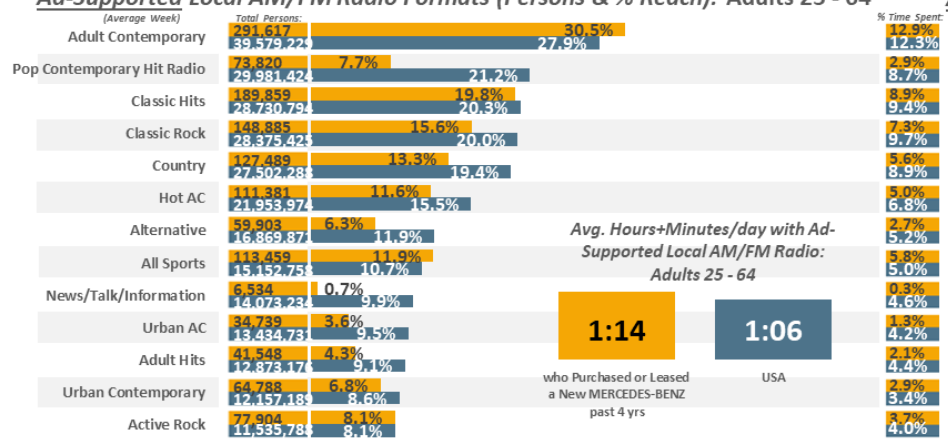
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



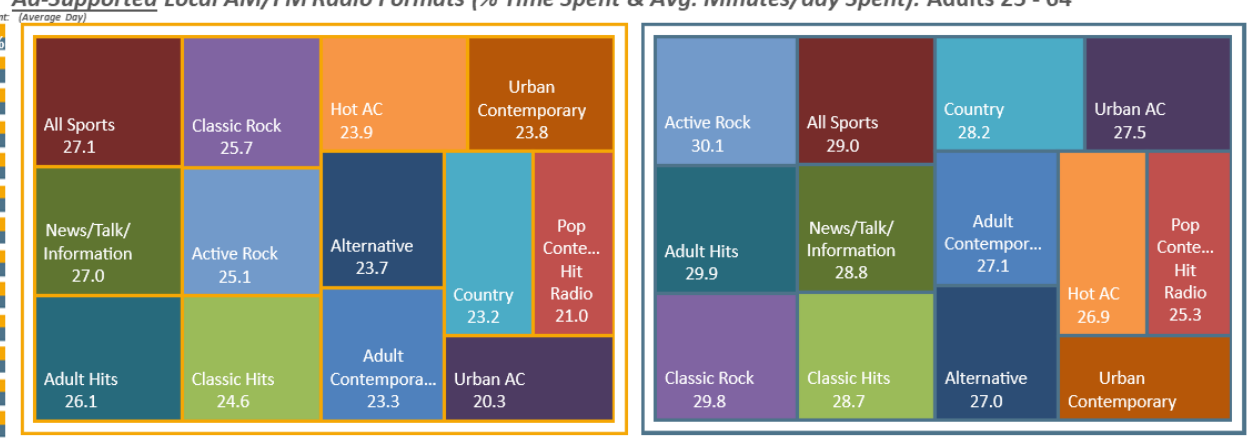
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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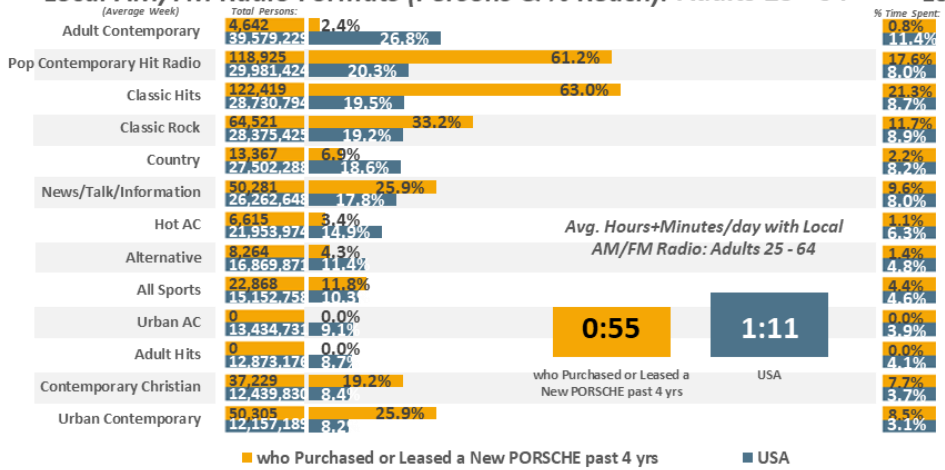
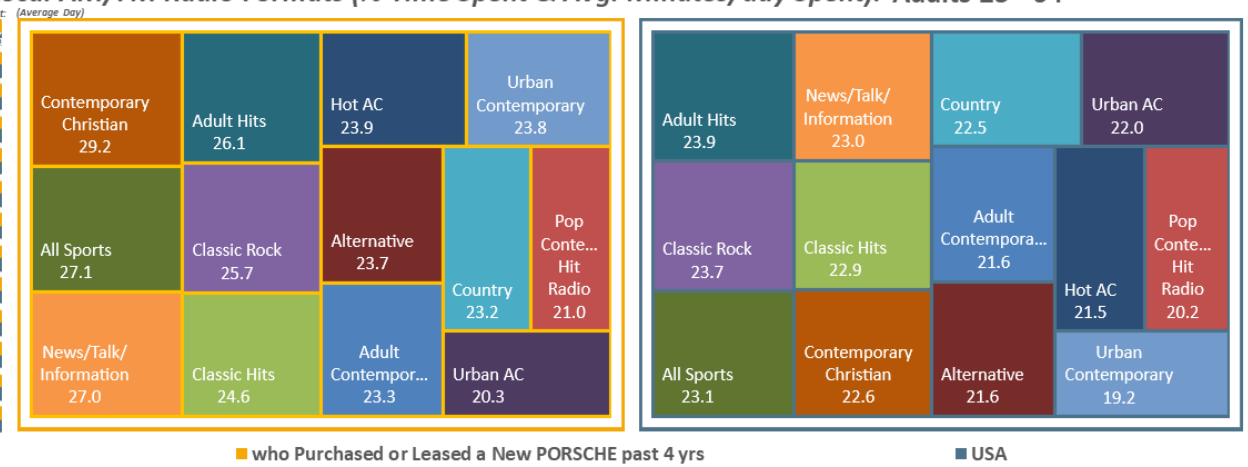
PORSCHE

187,318 or 83.4% of Adults 25 - 64 who Purchased or Leased a New PORSCHE past 4 yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Pop Contemporary Hit Radio, Classic Rock, Urban Contemporary, and All News.

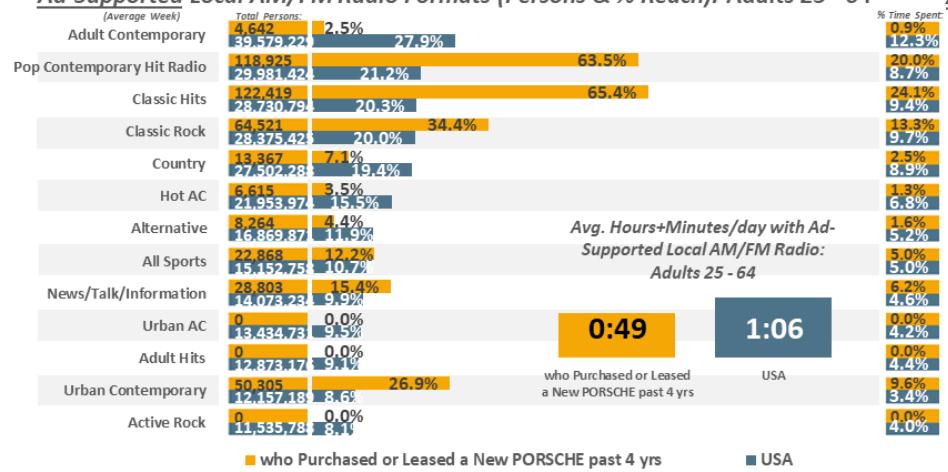
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



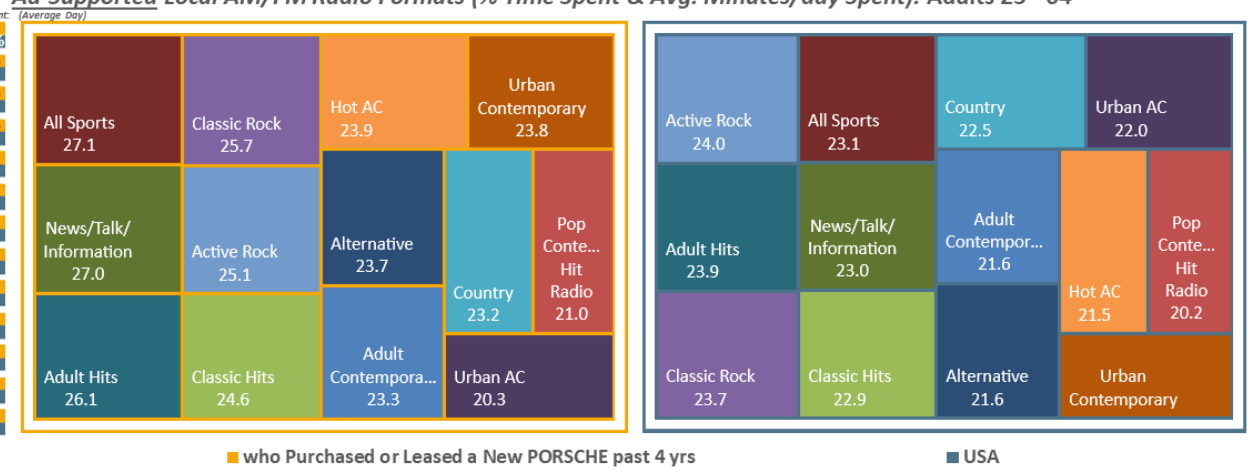
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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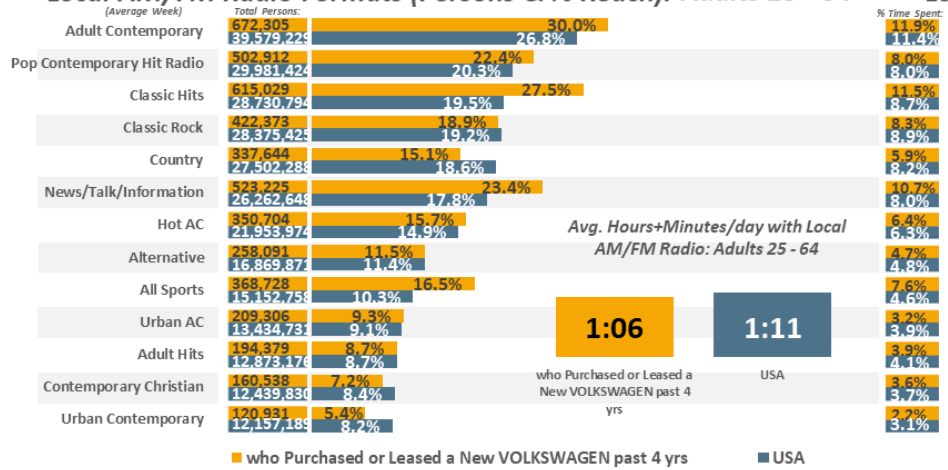
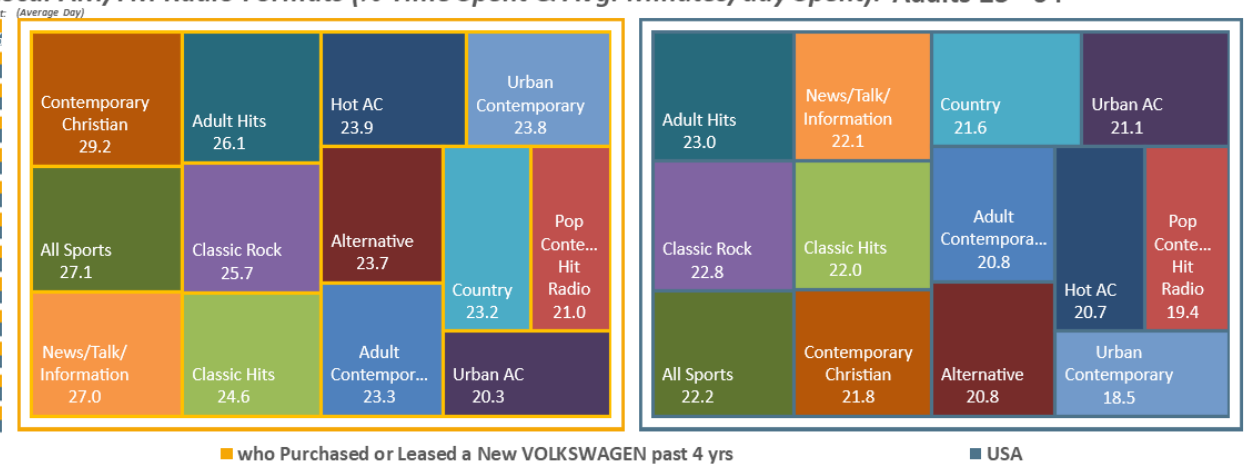
2,117,346 or 78.2% of Adults 25 - 64 who Purchased or Leased a New VOLKSWAGEN past 4 yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and All Sports.

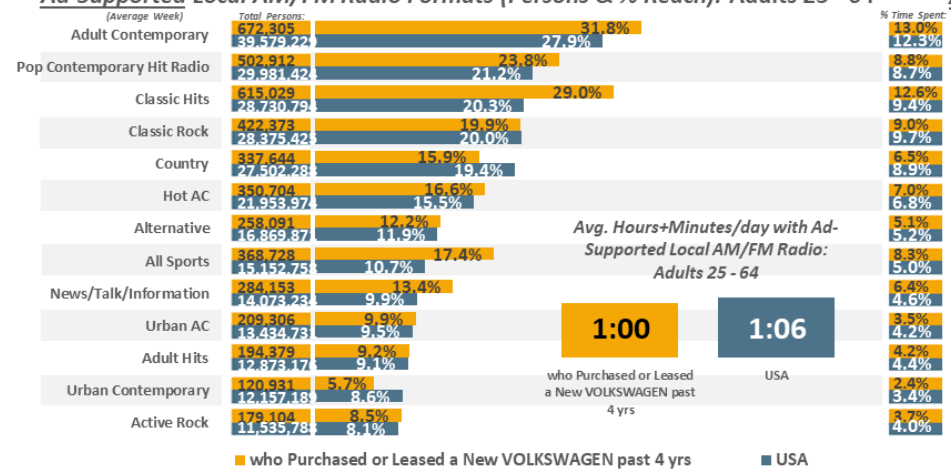
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



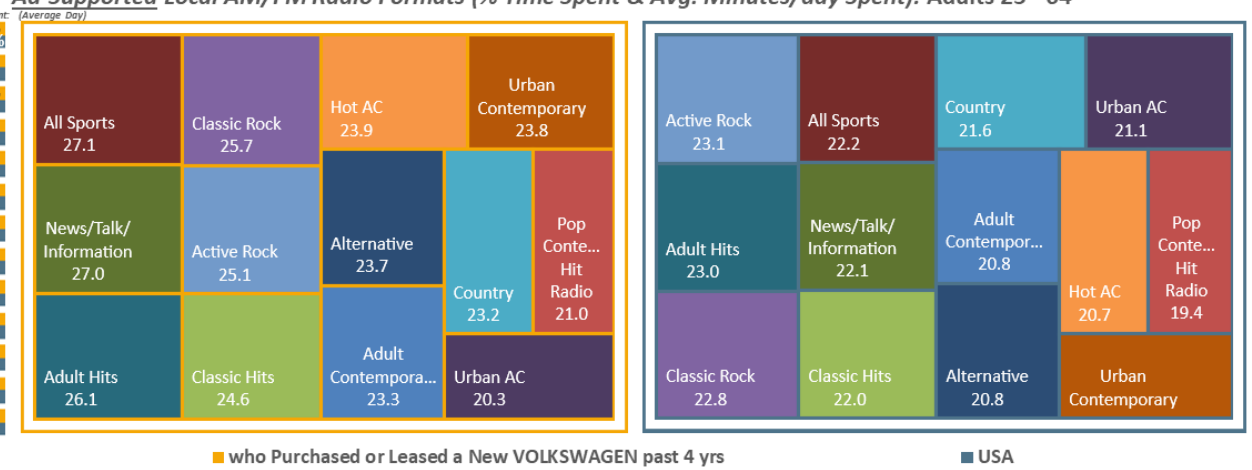
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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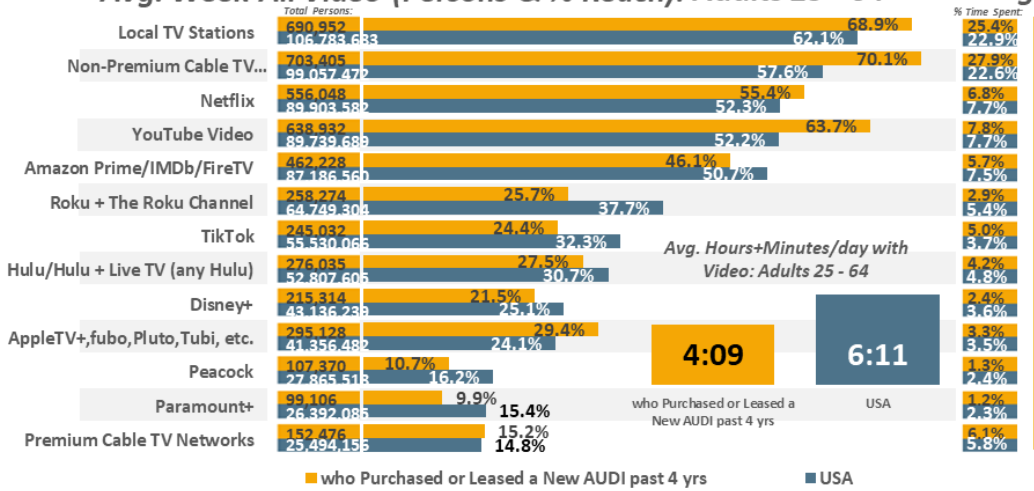
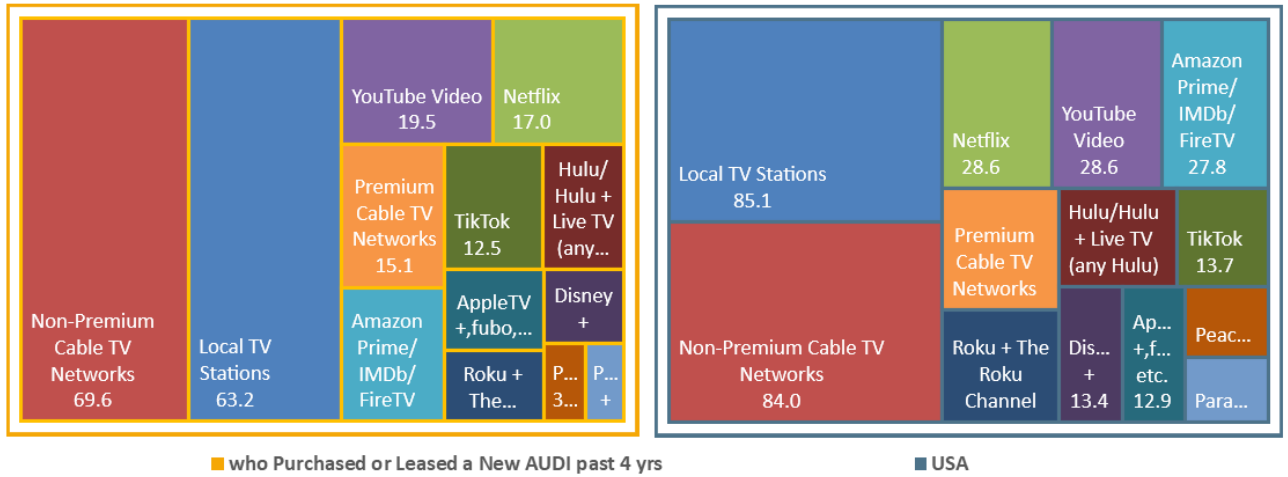
686,264 or 68.4% of Adults 25 - 64 who Purchased or Leased a New AUDI past 4 yrs watch Ad-Supported Local TV Stations for an average of 58. minutes every day representing 27.5% of all time spent daily with Ad-Supported Video.

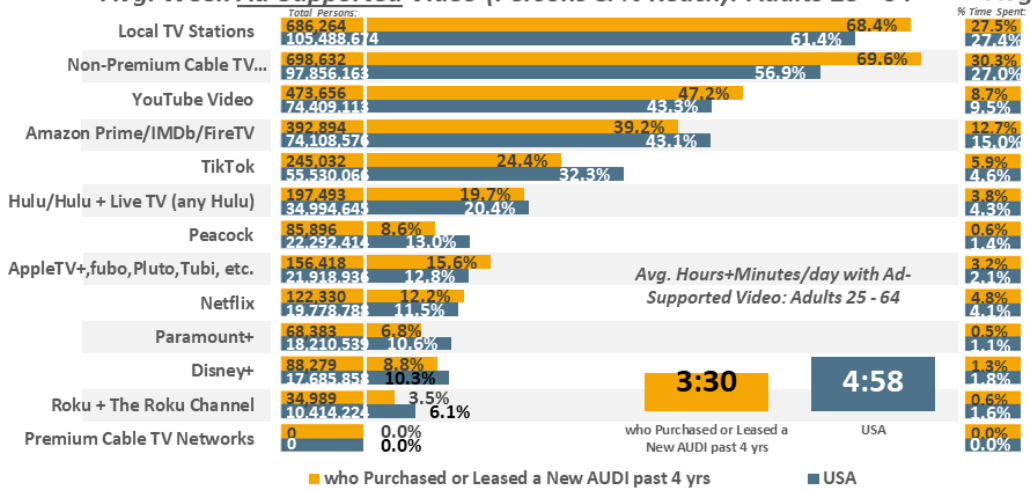
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



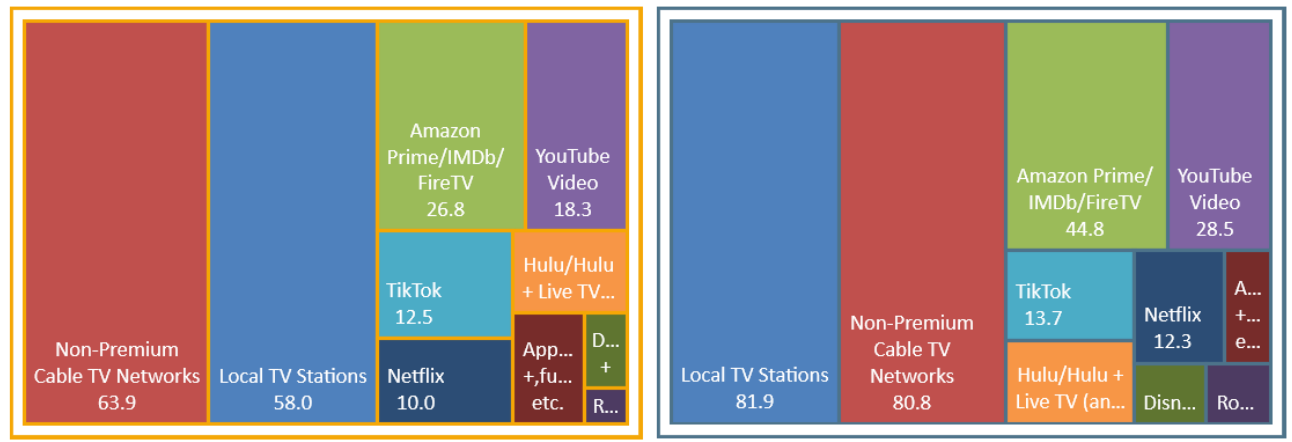
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 568

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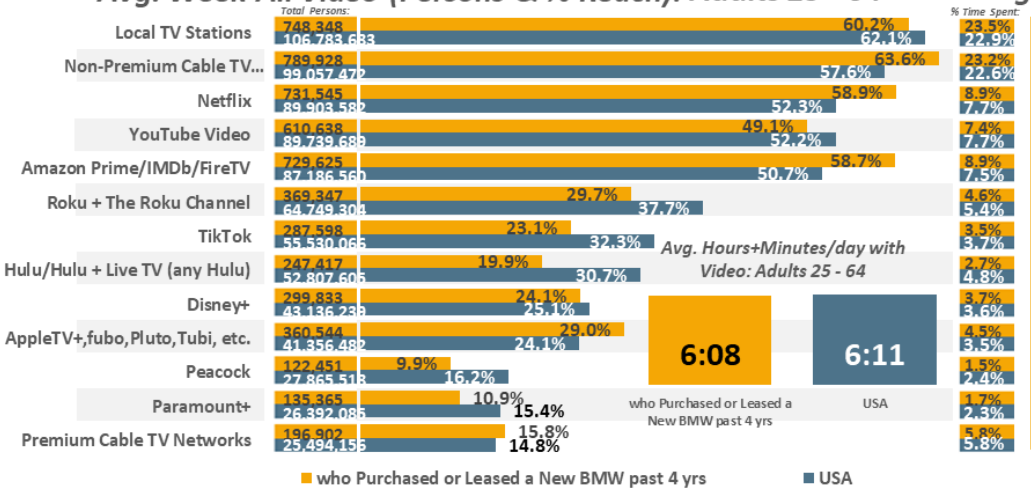
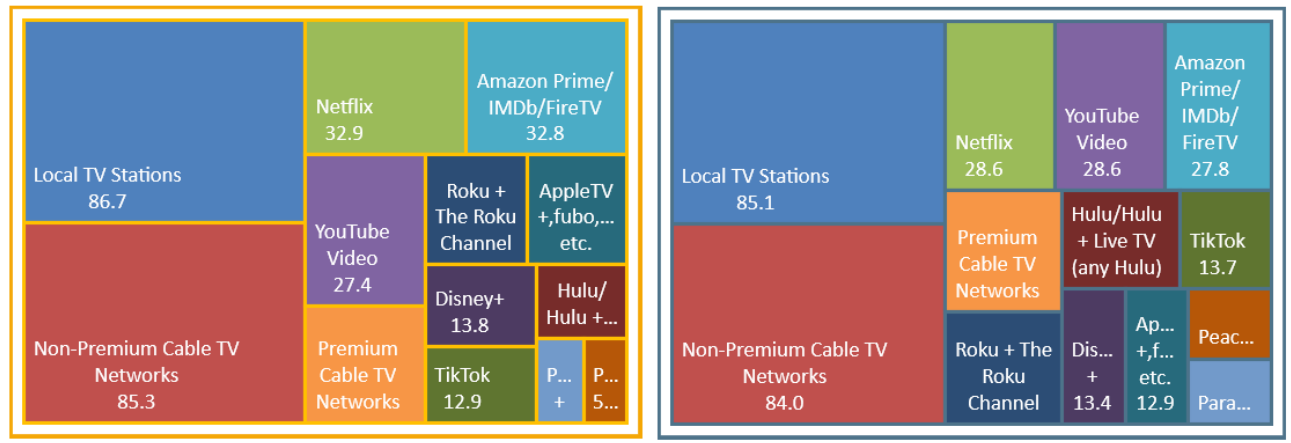
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): AUDI

738,286 or 59.4% of Adults 25 - 64 who Purchased or Leased a New BMW past 4 yrs watch Ad-Supported Local TV Stations for an average of 83.8 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 64

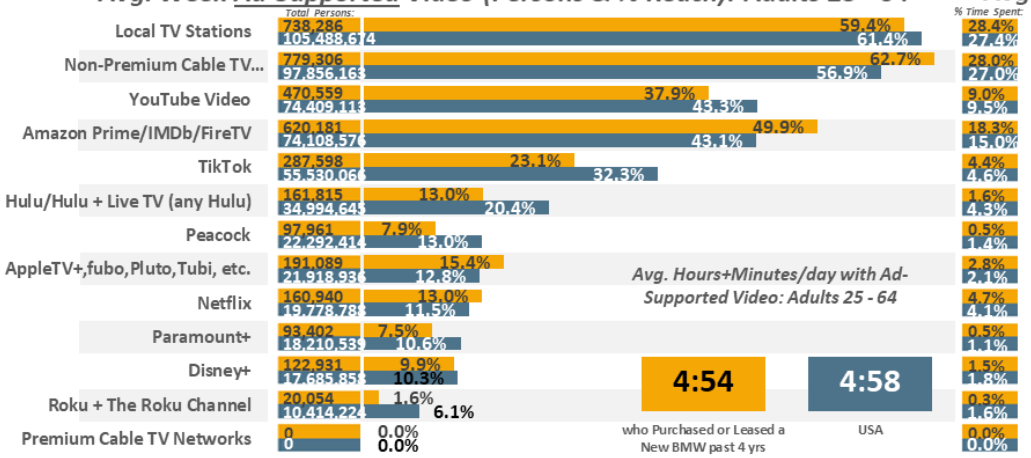


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

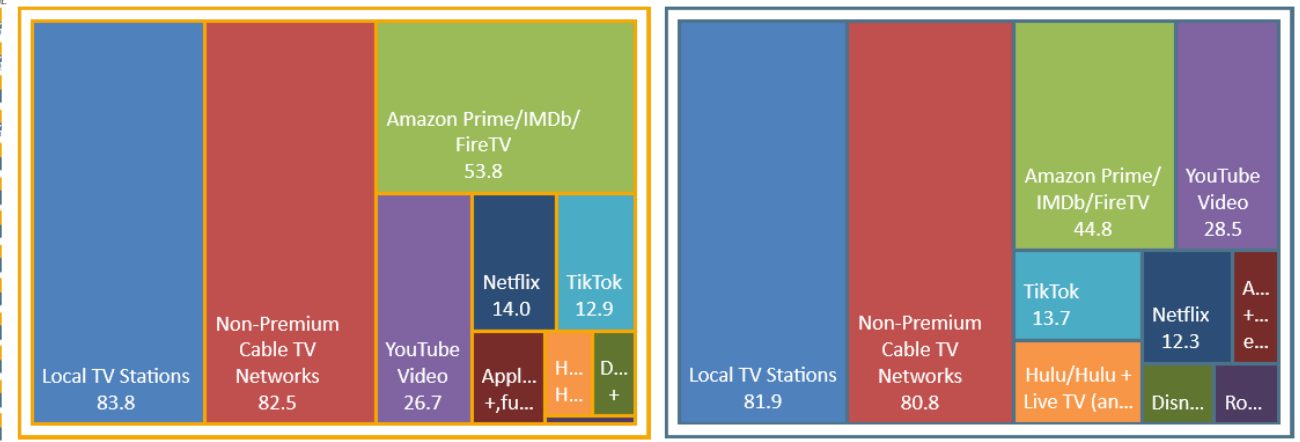


who Purchased or Leased a New BMW past 4 yrs ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



who Purchased or Leased a New BMW past 4 yrs ■ USA

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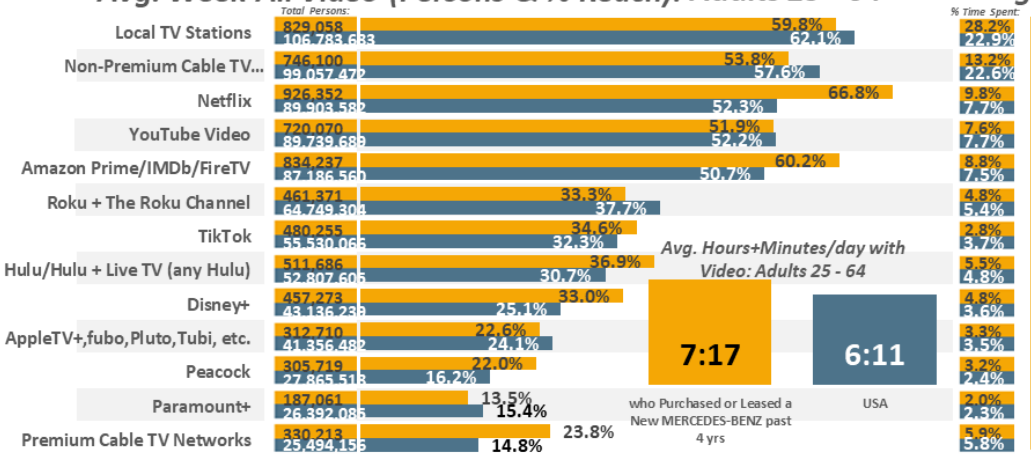
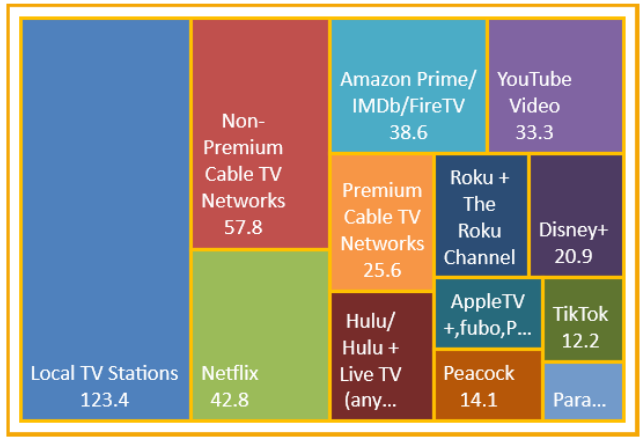
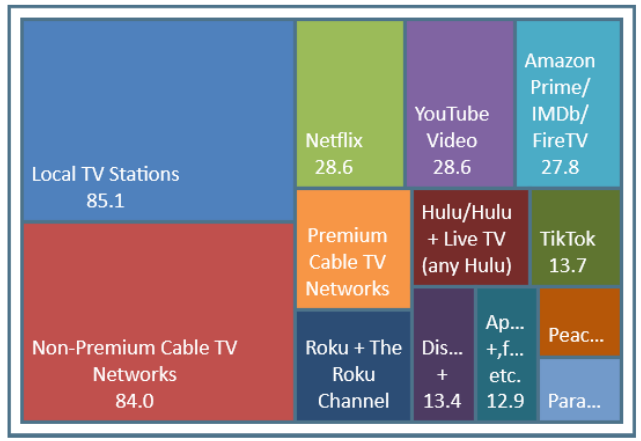
823,543 or 59.4% of Adults 25 - 64 who Purchased or Leased a New MERCEDES-BENZ past 4 yrs watch Ad-Supported Local TV Stations for an average of 117.6 minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 64

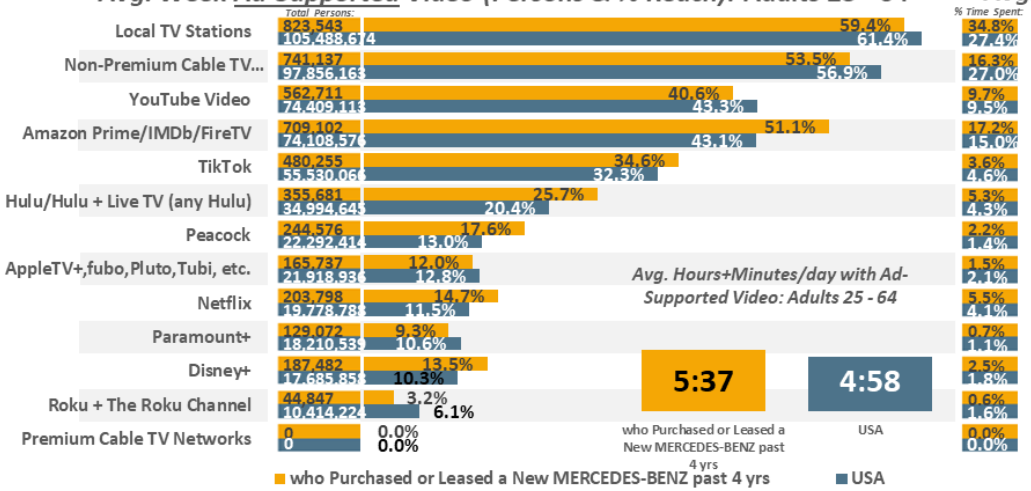


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

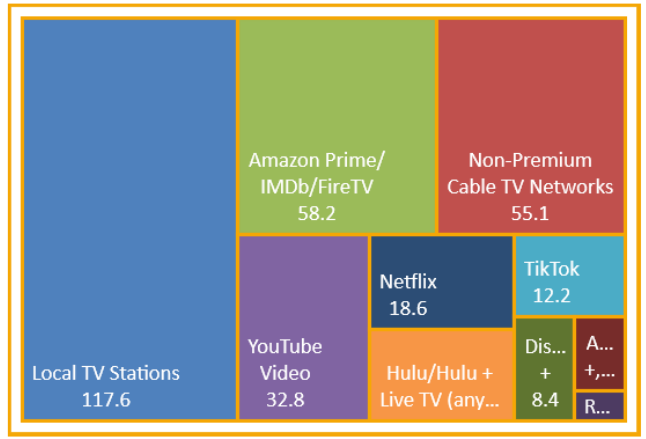


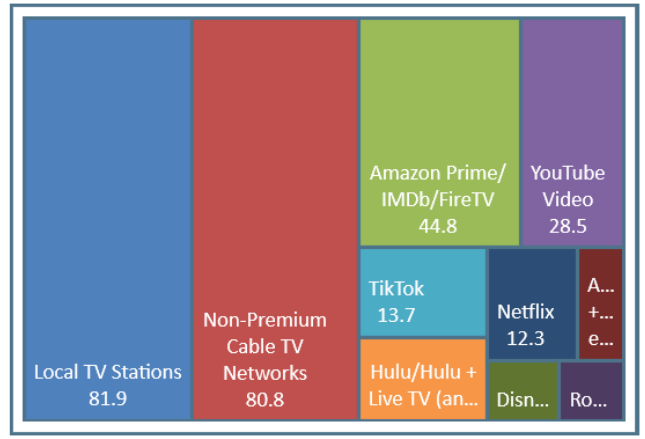


Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 25 - 64



Avg. Day <u>Ad-Supported</u> Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





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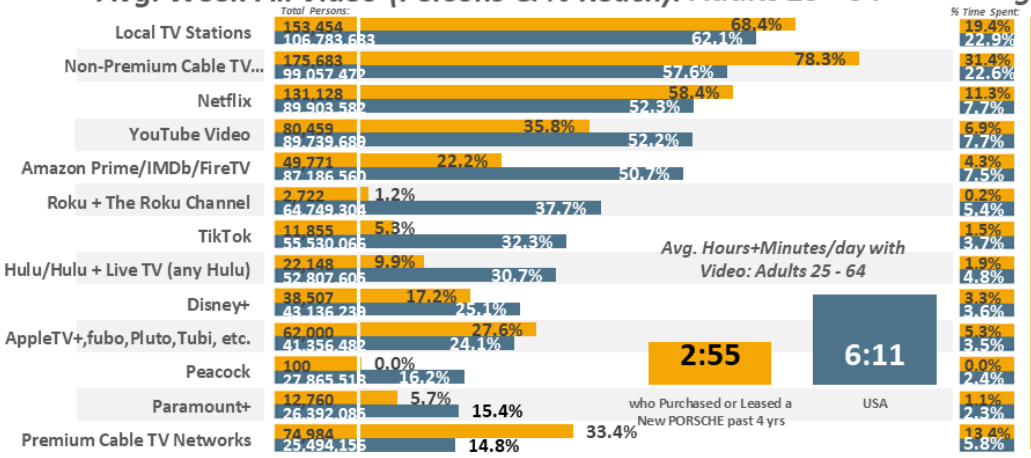
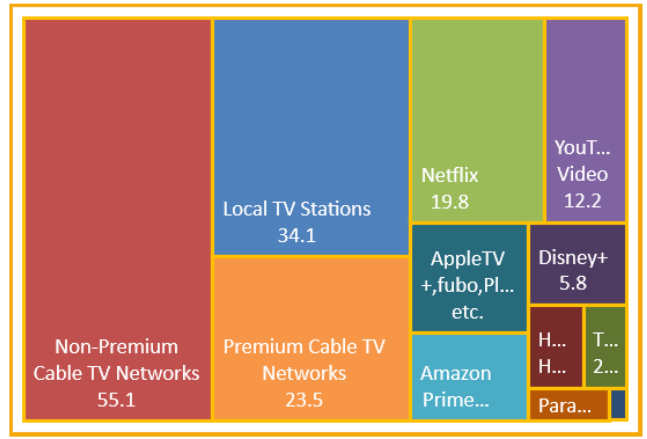
PORSCHE

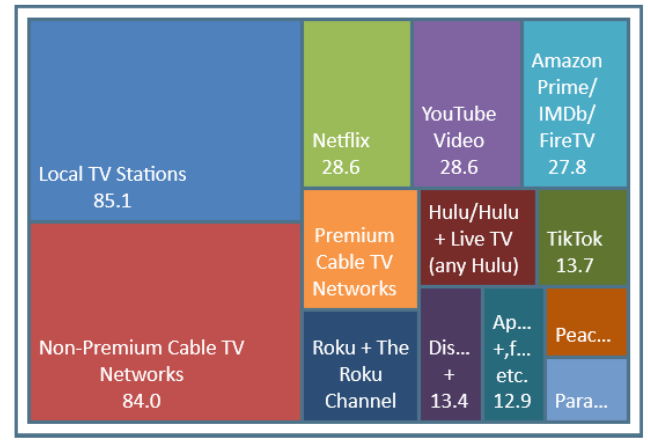
152,555 or 68.% of Adults 25 - 64 who Purchased or Leased a New PORSCHE past 4 yrs watch Ad-Supported Local TV Stations for an average of 33.3 minutes every day representing 23.4% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 64

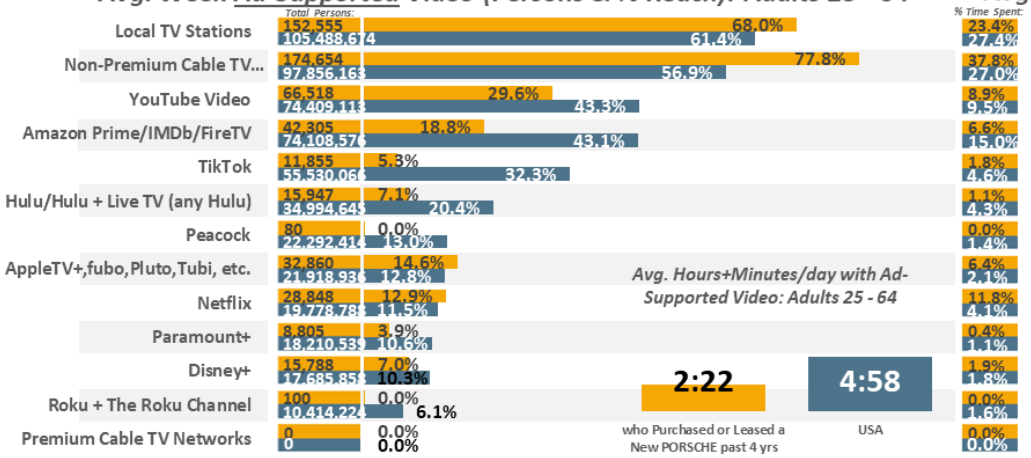


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

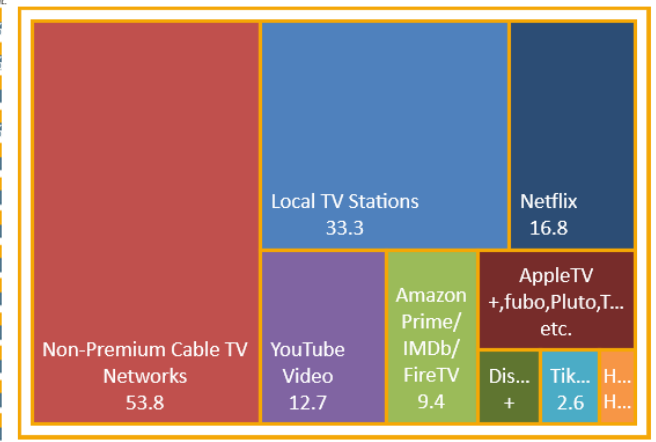


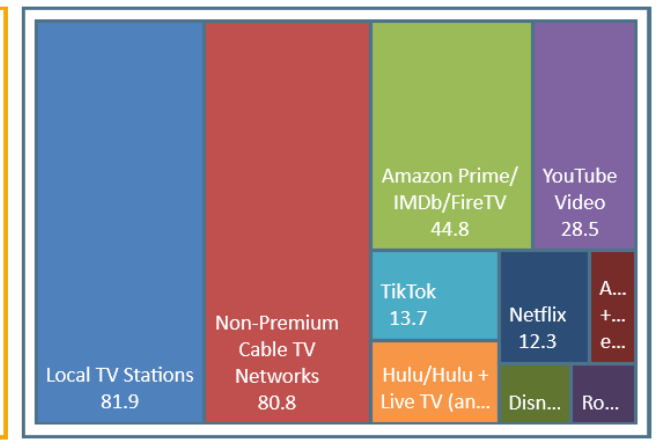


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





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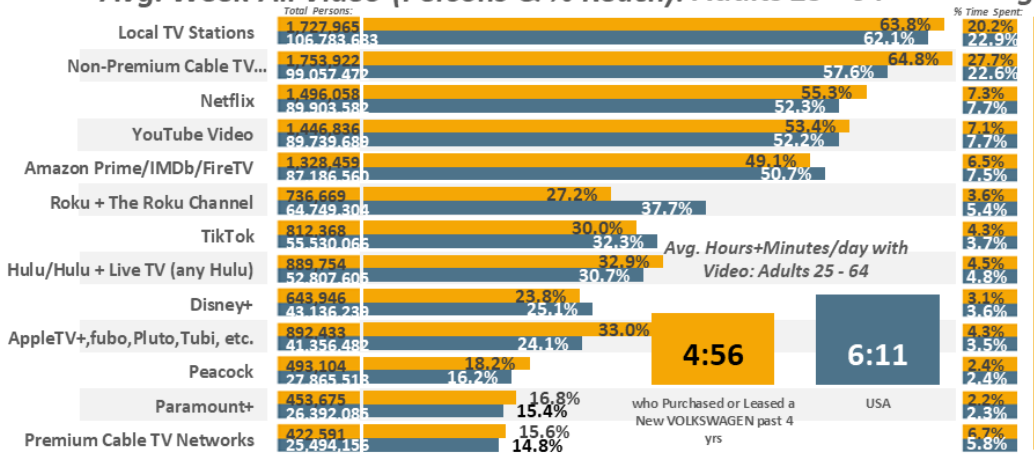
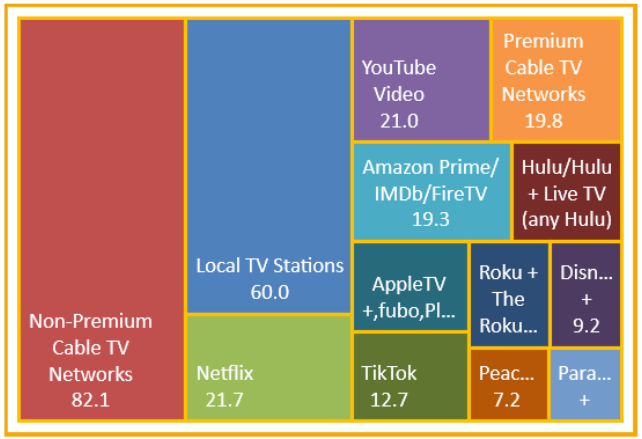
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): PORSCHE

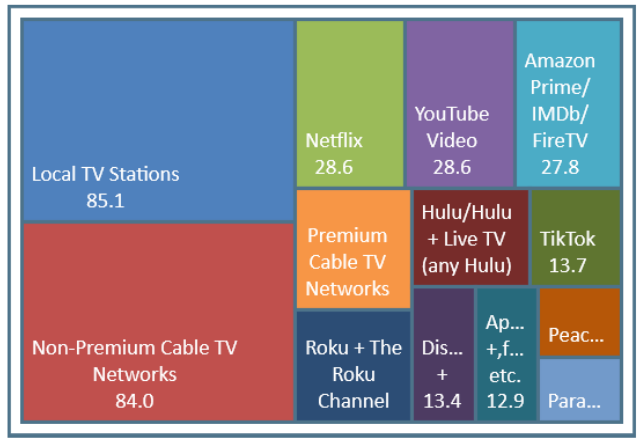
1,717,978 or 63.5% of Adults 25 - 64 who Purchased or Leased a New VOLKSWAGEN past 4 yrs watch Ad-Supported Local TV Stations for an average of 58.2 minutes every day representing 23.8% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 64

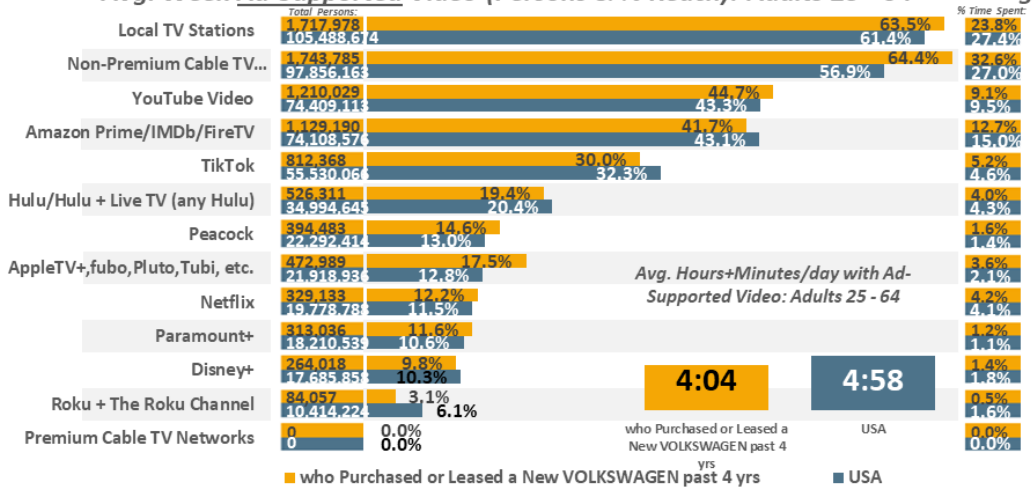


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

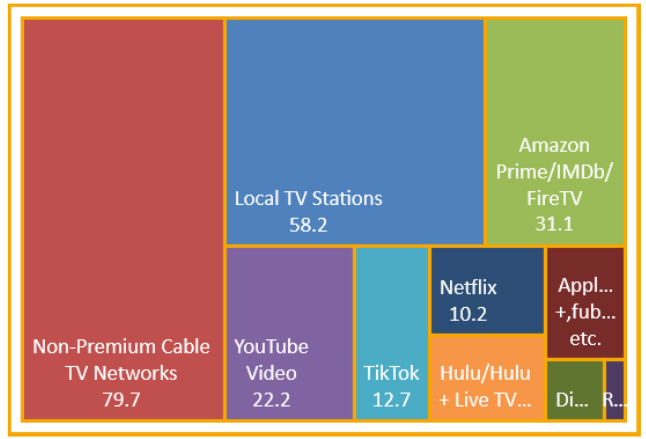


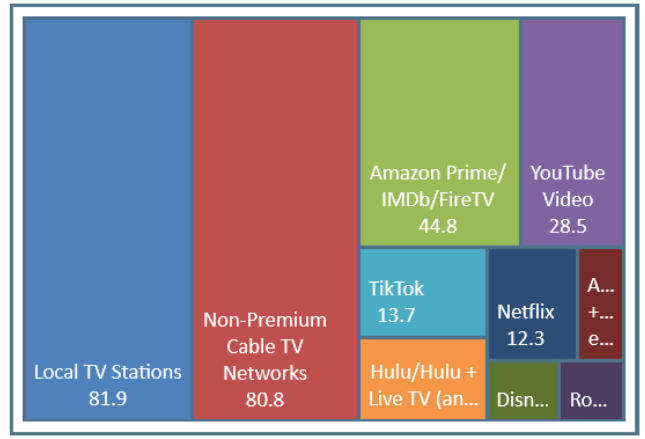


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





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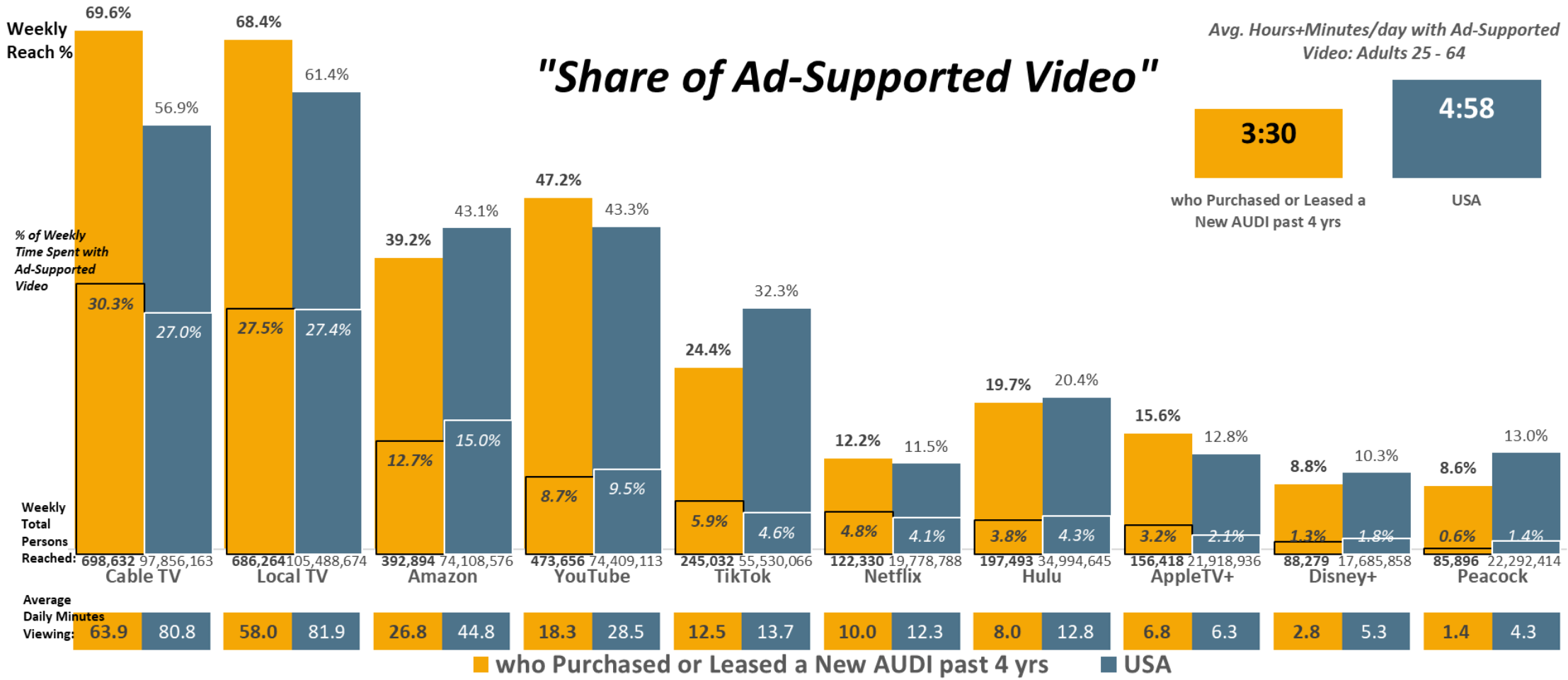
686,264 or 68.4% of Adults 25 - 64 who Purchased or Leased a New AUDI past 4 yrs watch Ad-Supported Local TV Stations for an average of 58. minutes every day representing 27.5% of all time spent daily with Ad-Supported Video.



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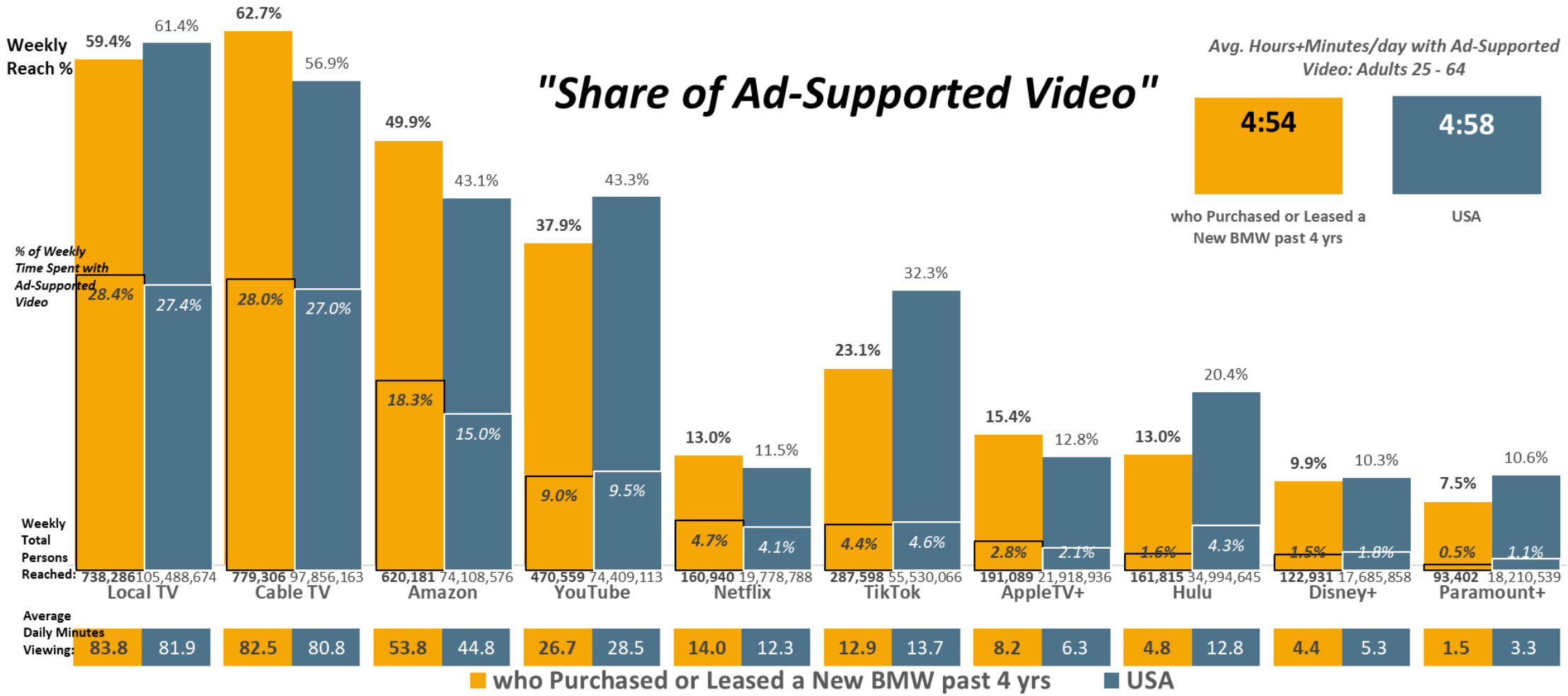
738,286 or 59.4% of Adults 25 - 64 who Purchased or Leased a New BMW past 4 yrs watch Ad-Supported Local TV Stations for an average of 83.8 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.



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Mercedes-Benz

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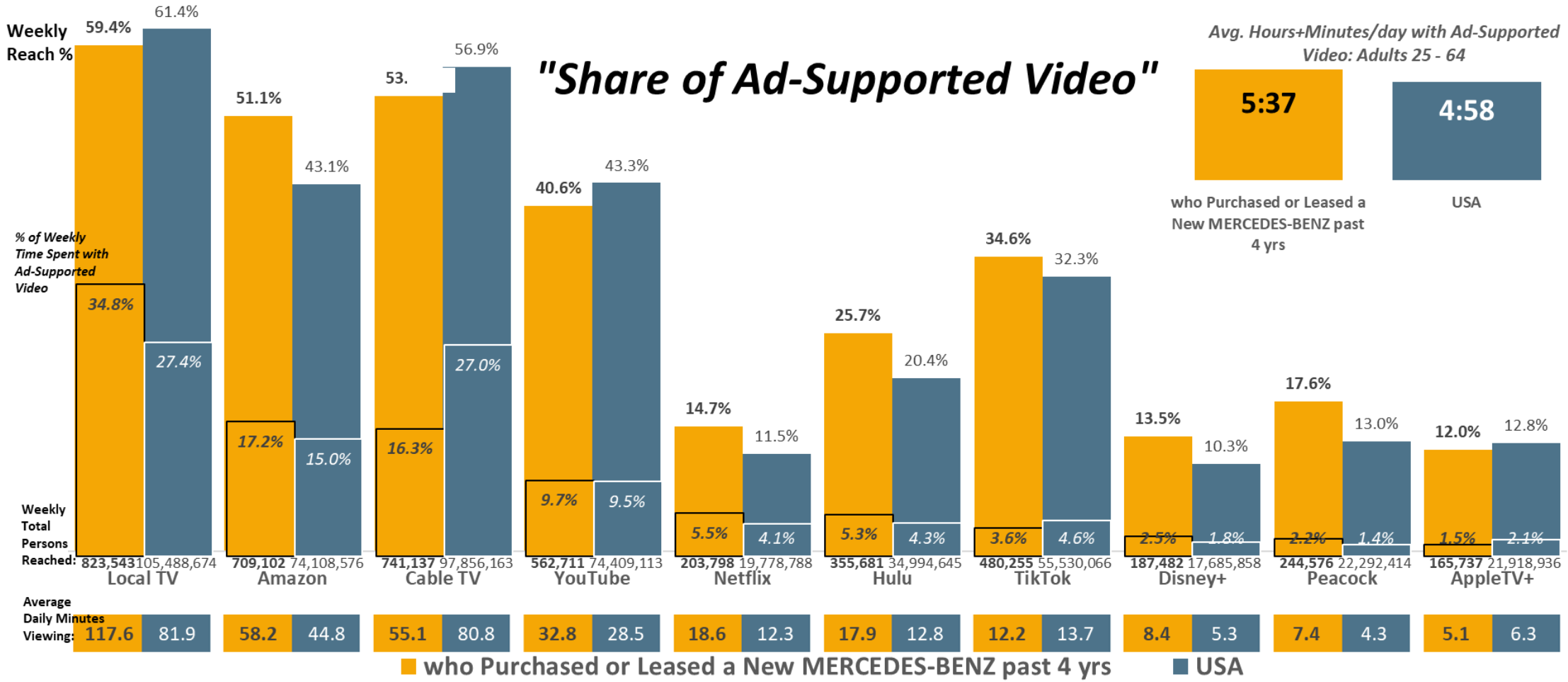

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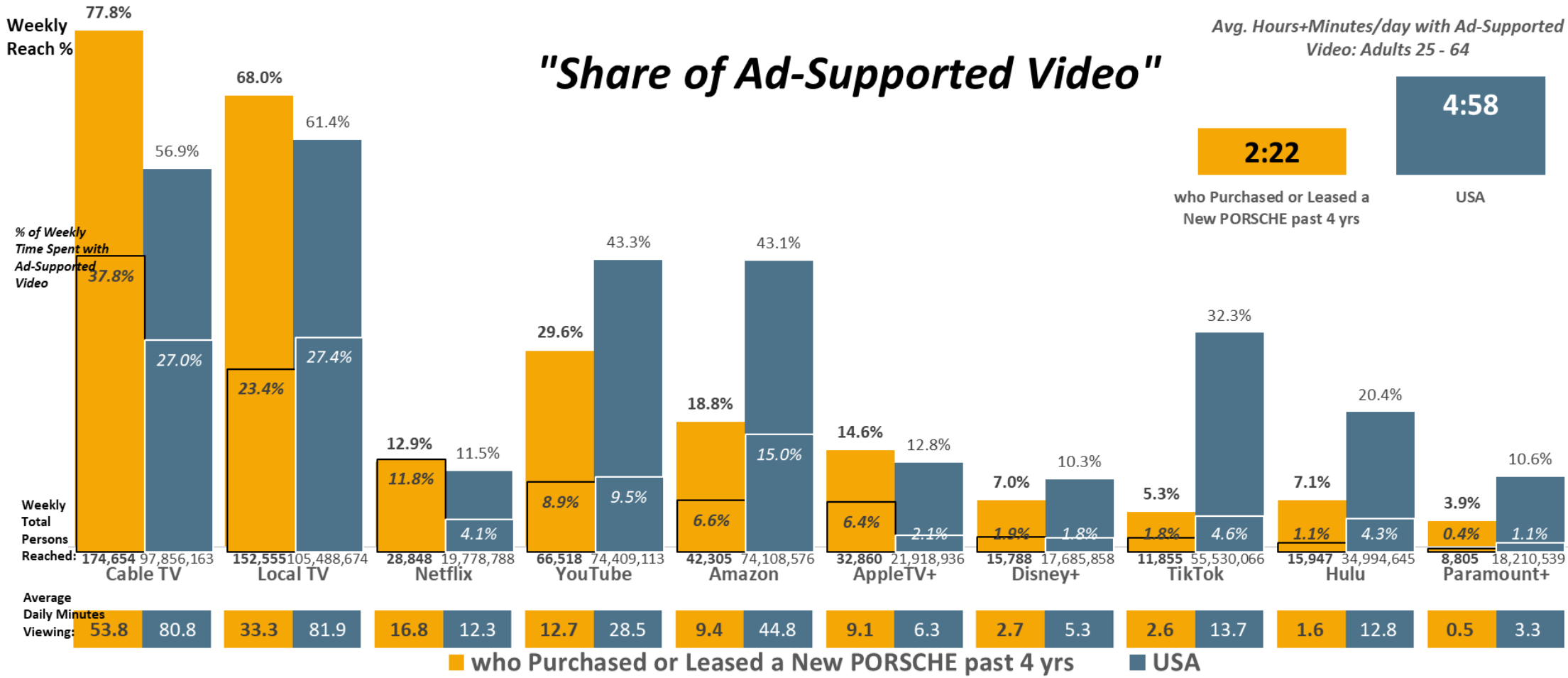

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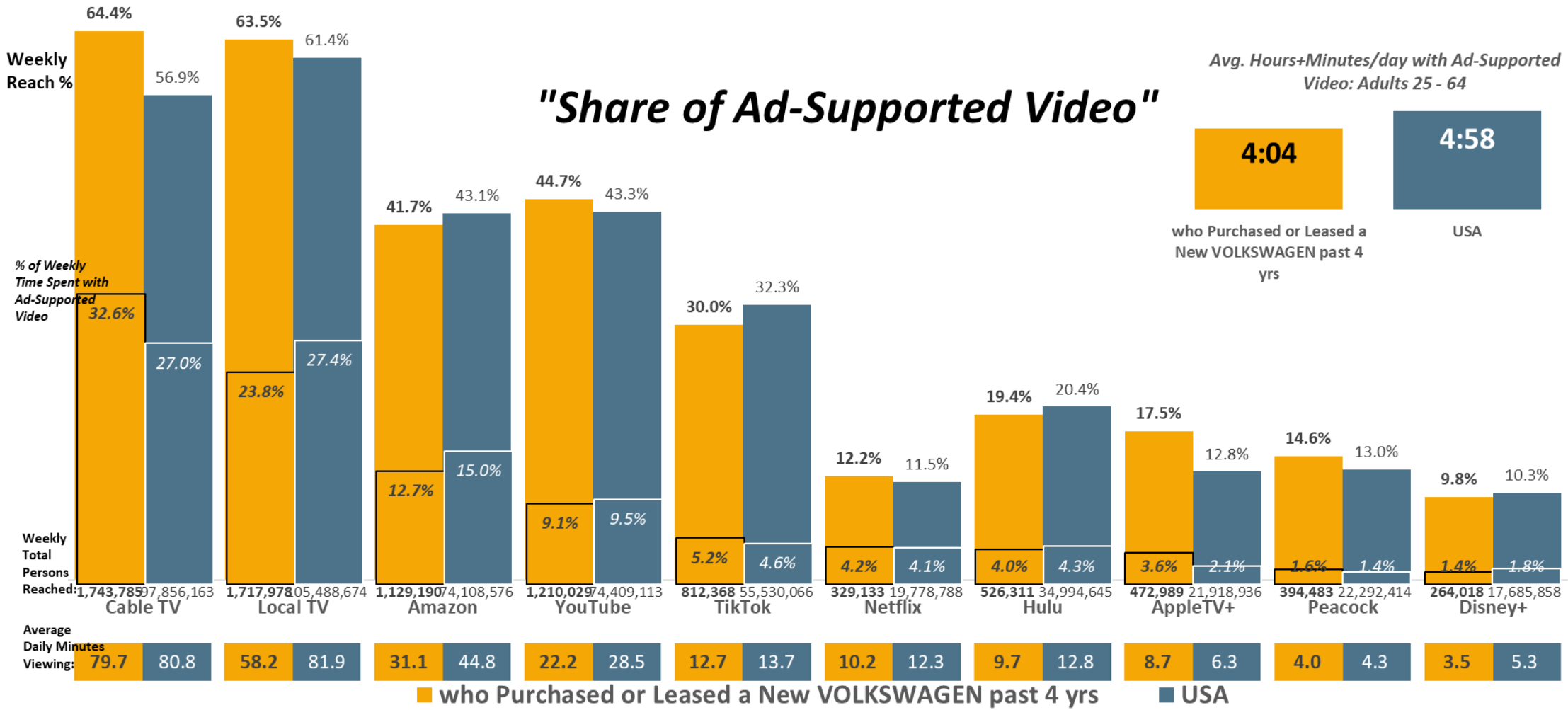

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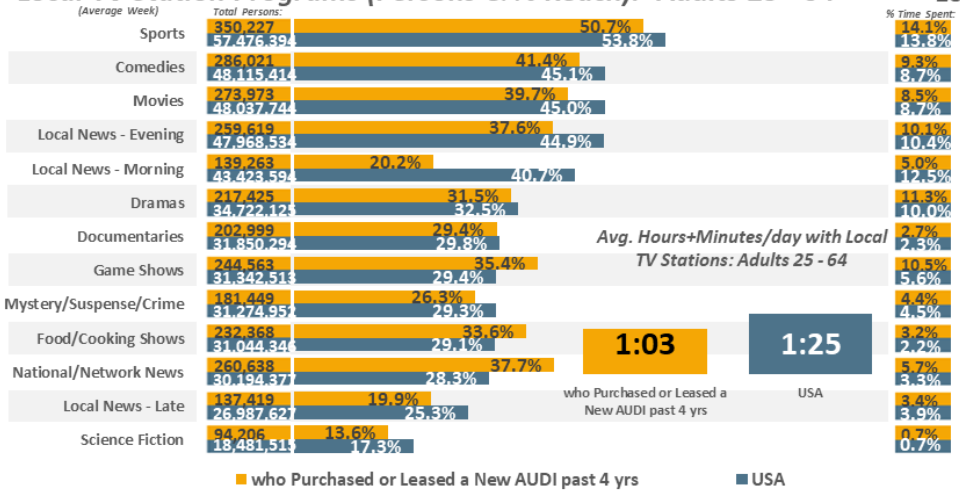
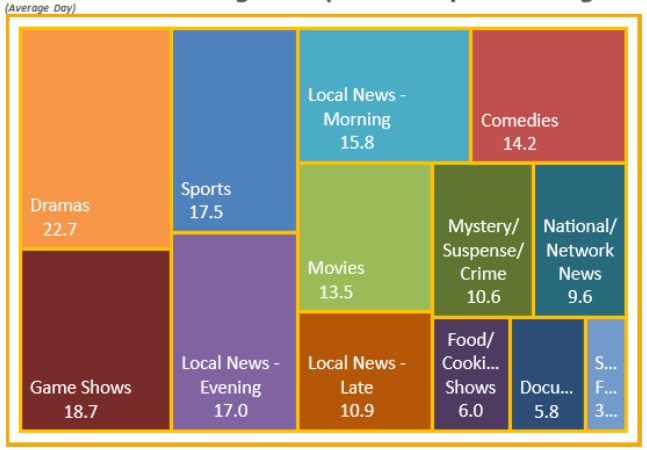
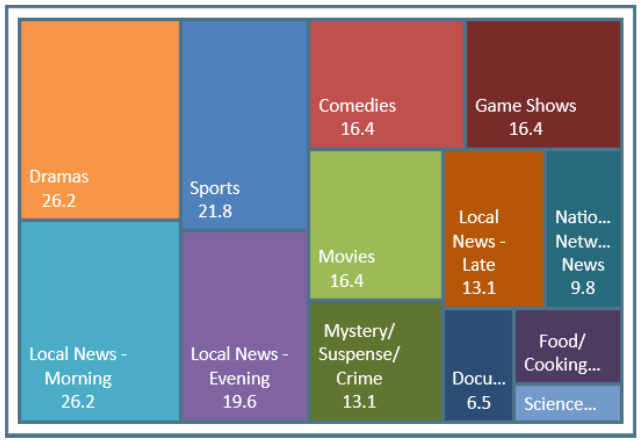
Local TV Station Programs (Persons & % Reach): Adults 25 - 64

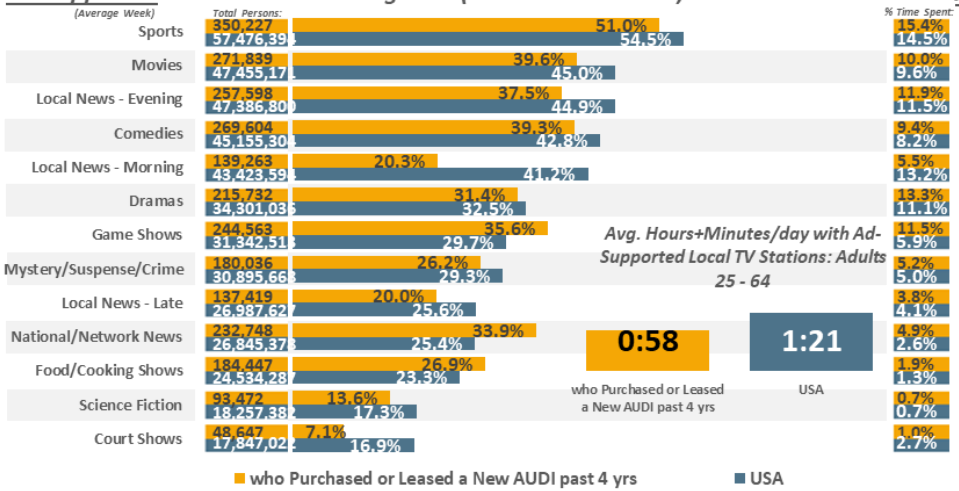


Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

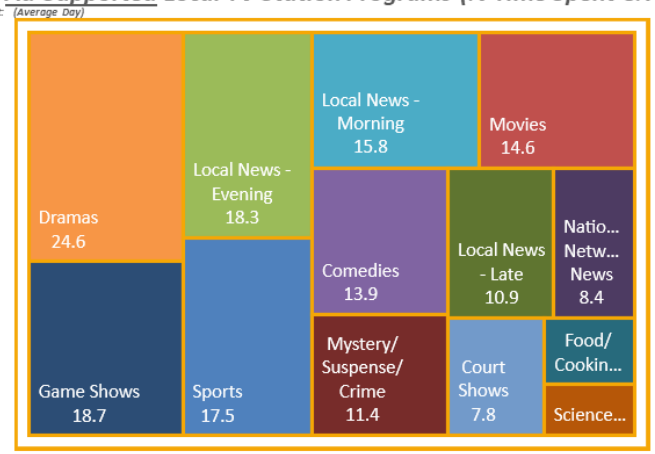


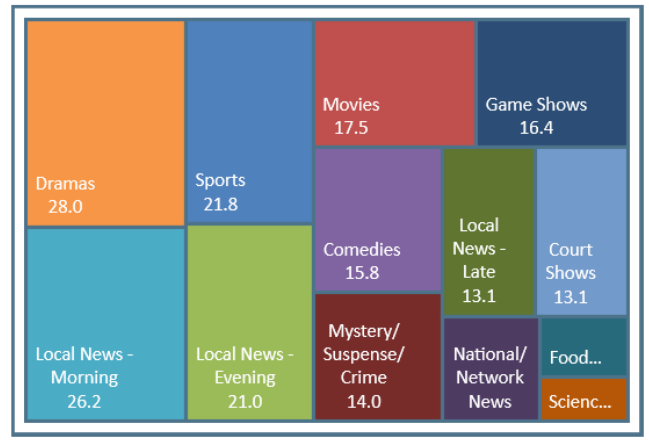


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





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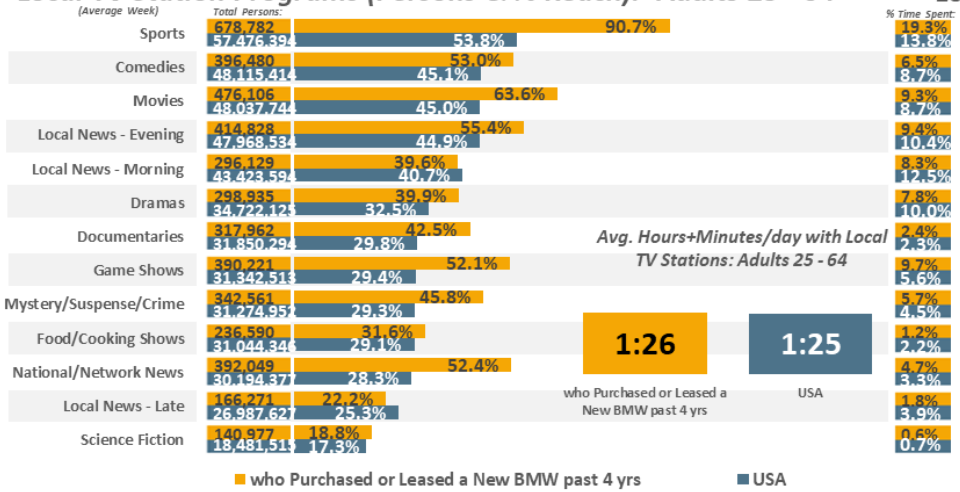
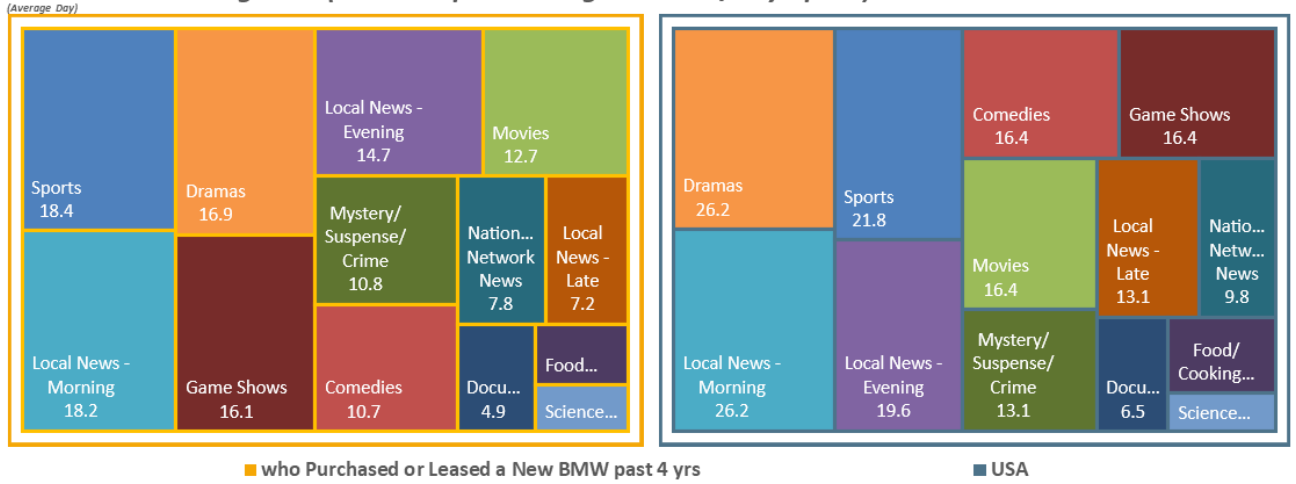
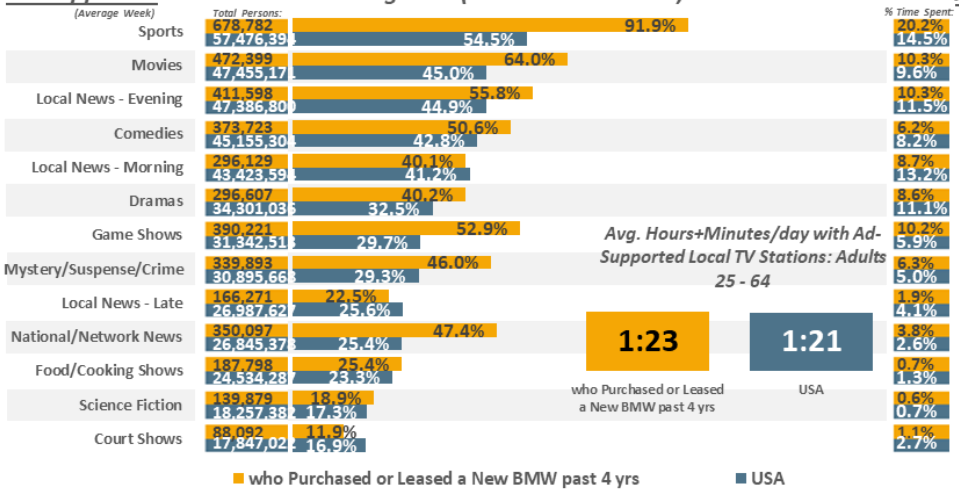
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



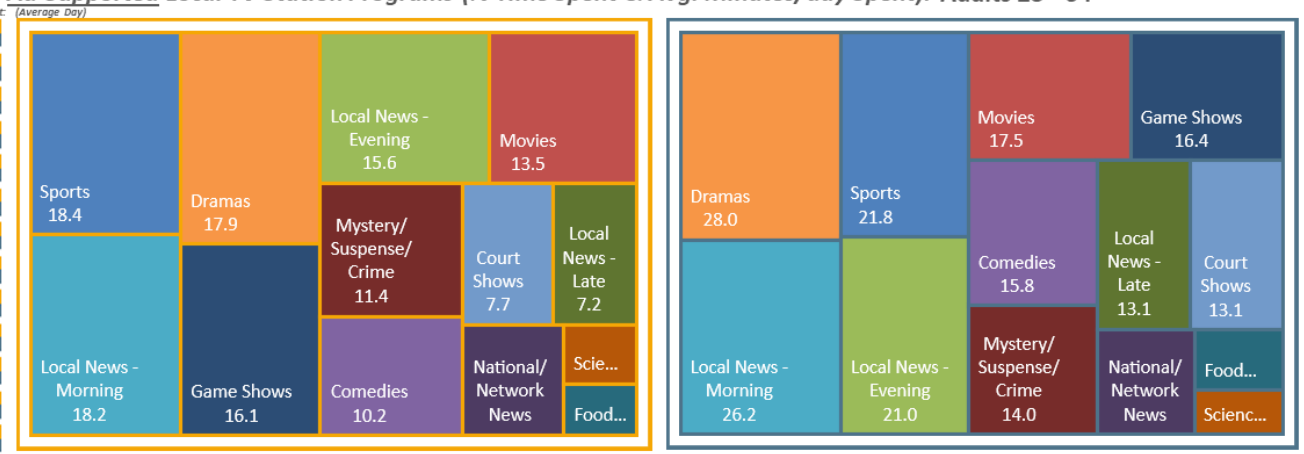
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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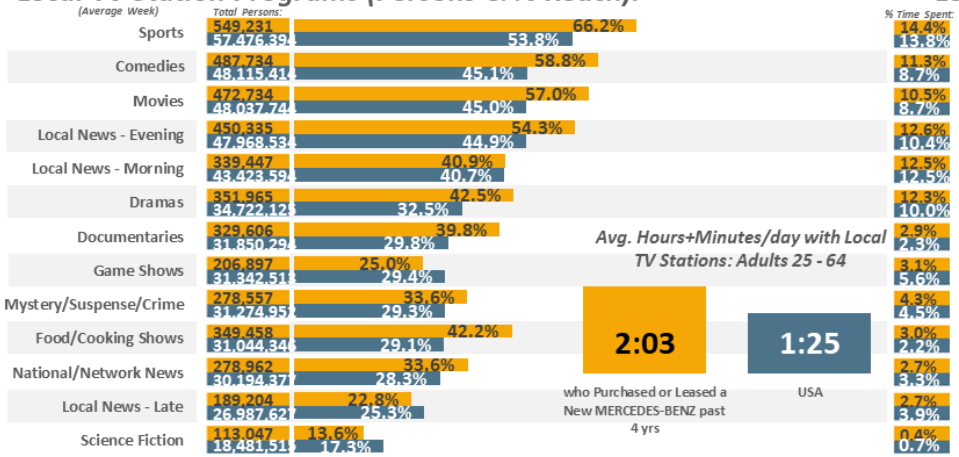
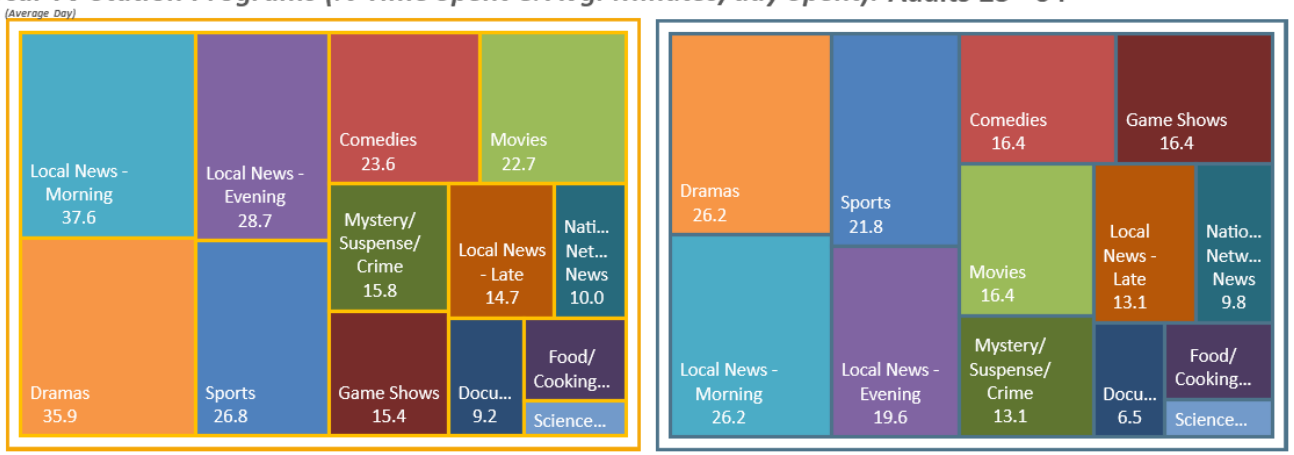
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): BMW

823,543 or 59.4% of Adults 25 - 64 who Purchased or Leased a New MERCEDES-BENZ past 4 yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Dramas, and Local News - Morning.

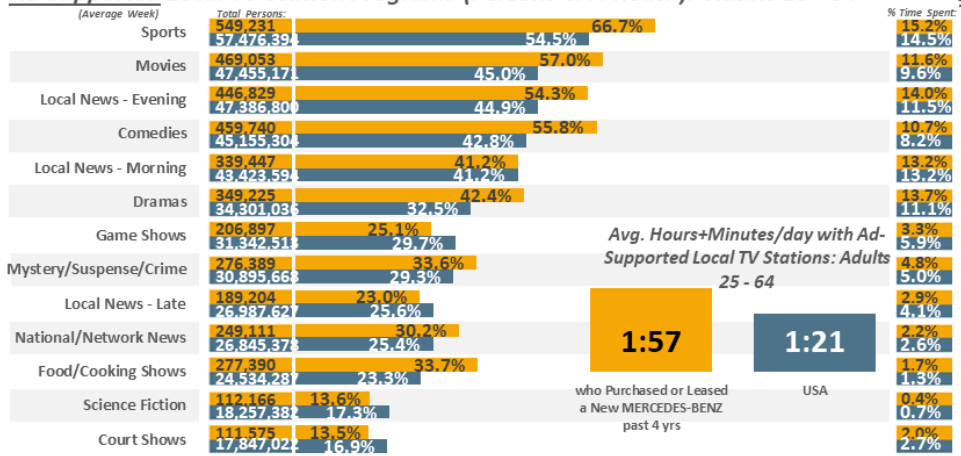
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



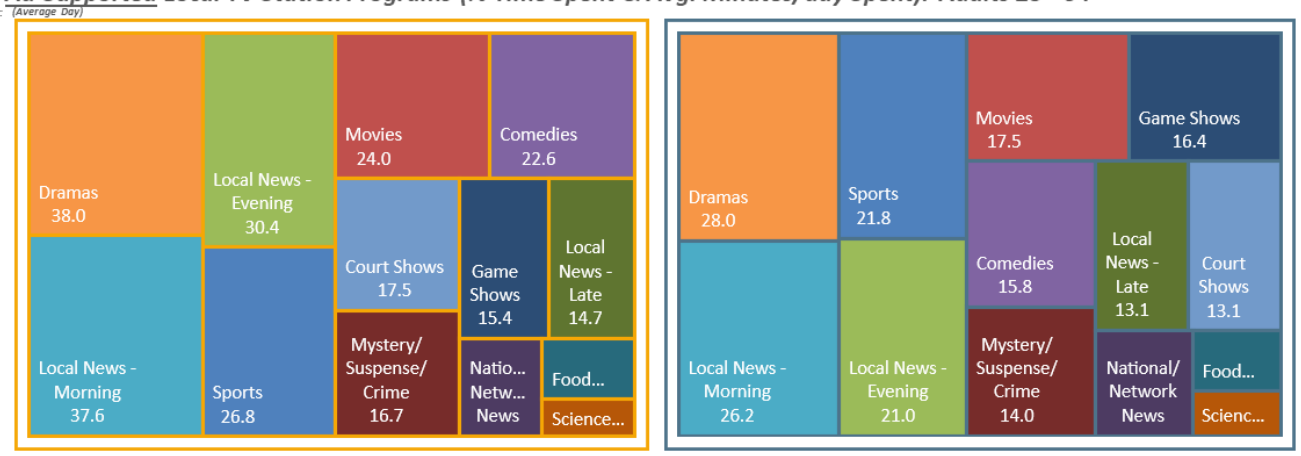
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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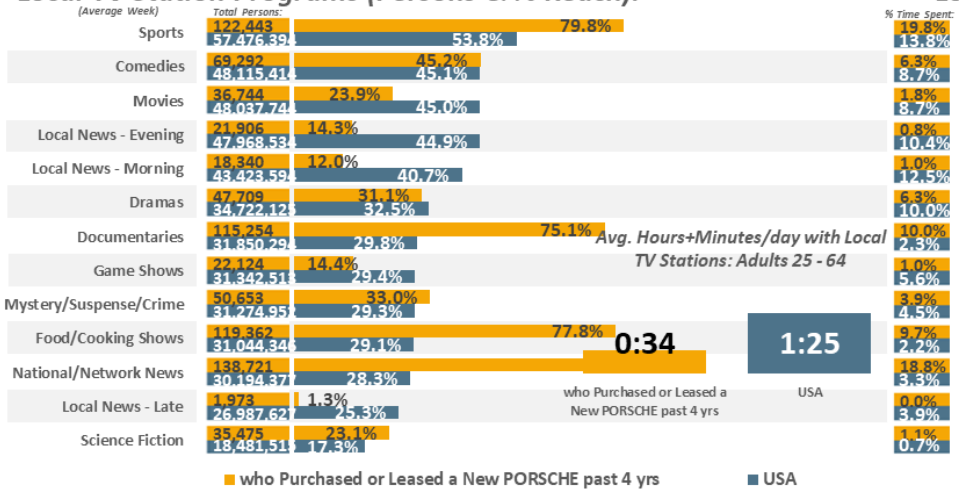
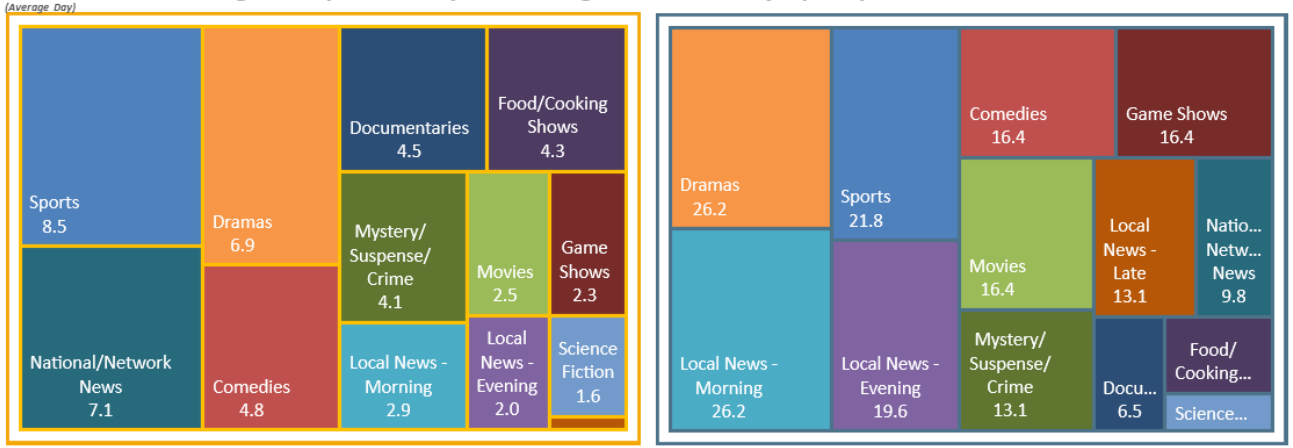
PORSCHE

152,555 or 68.% of Adults 25 - 64 who Purchased or Leased a New PORSCHE past 4 yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are National/Network News, Sports, Food/Cooking Shows, Late Night Talk, Comedies, and Reality - Adventure.

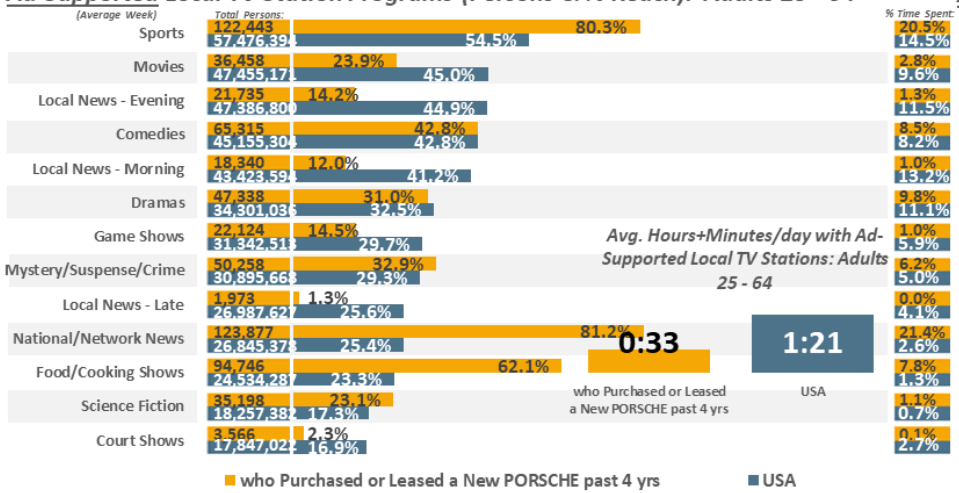
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



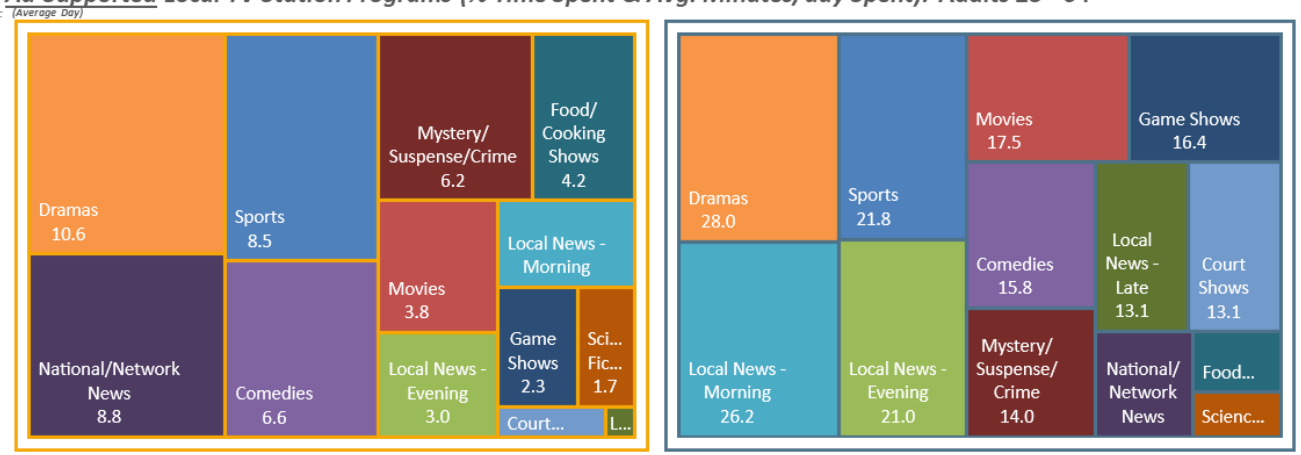
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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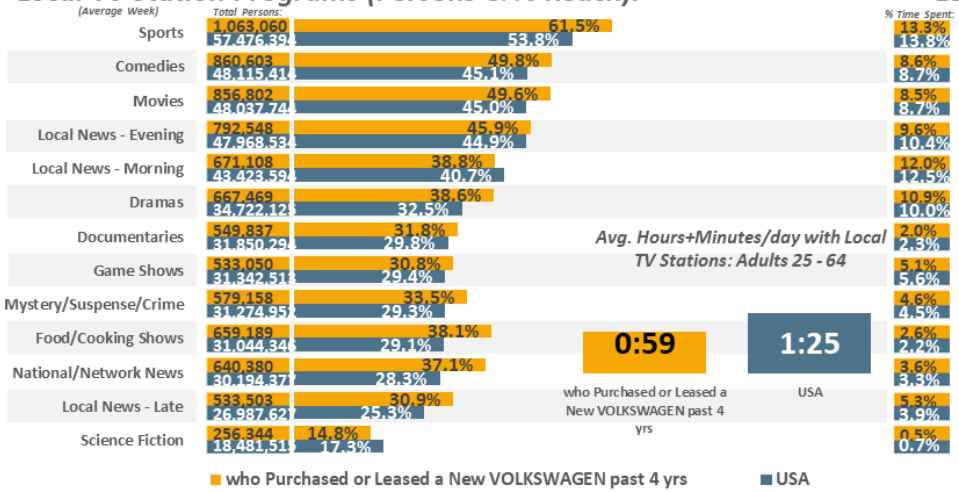
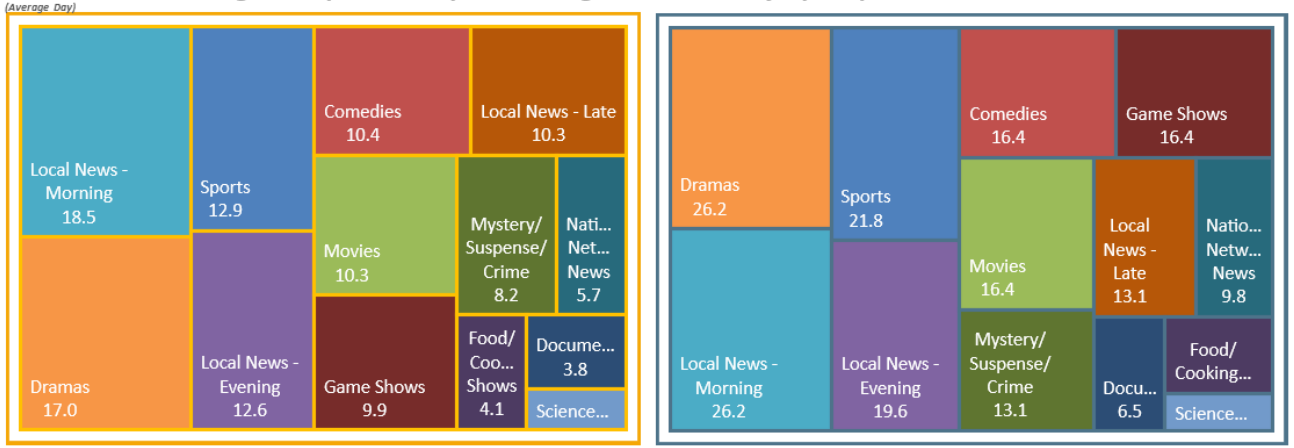
1,717,978 or 63.5% of Adults 25 - 64 who Purchased or Leased a New VOLKSWAGEN past 4 yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and Dramas.

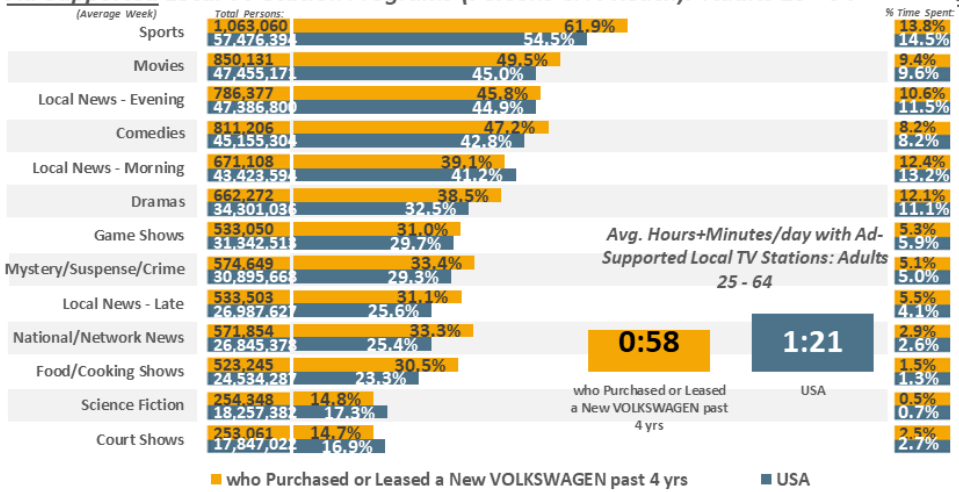
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



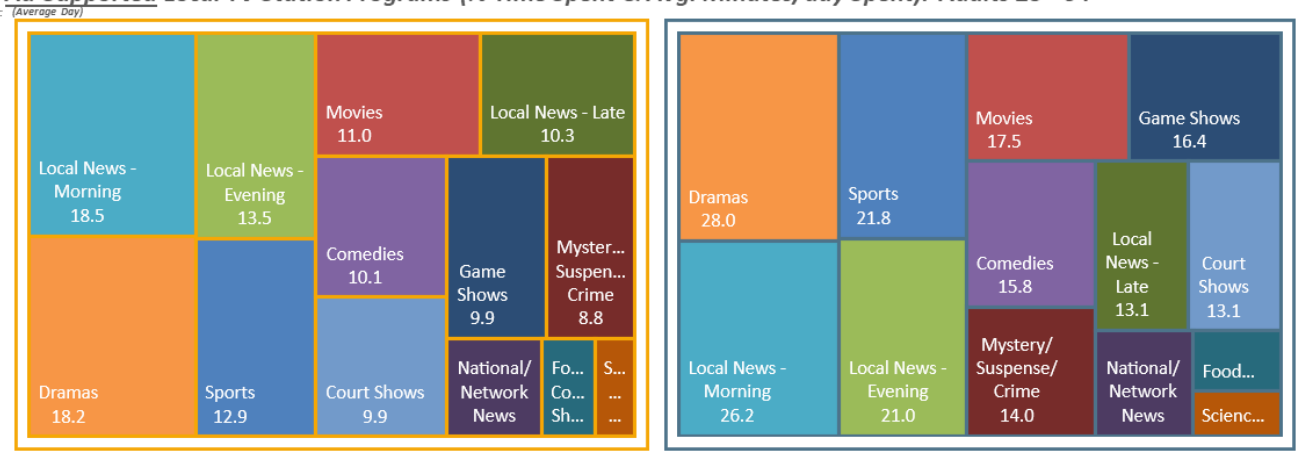
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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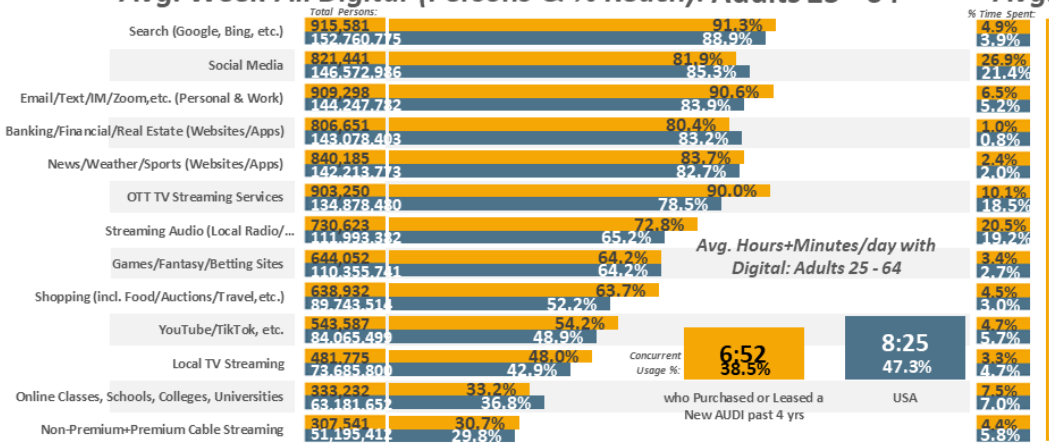
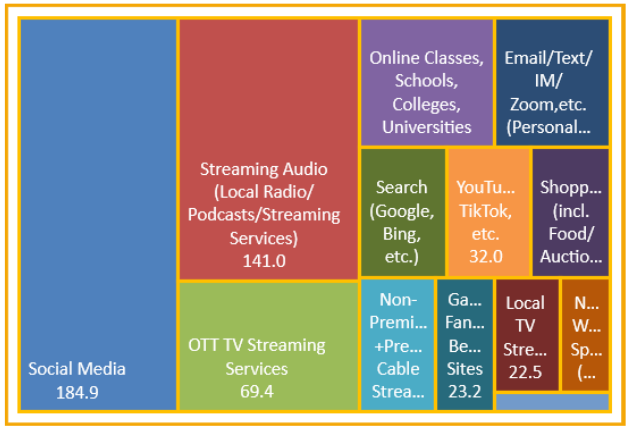
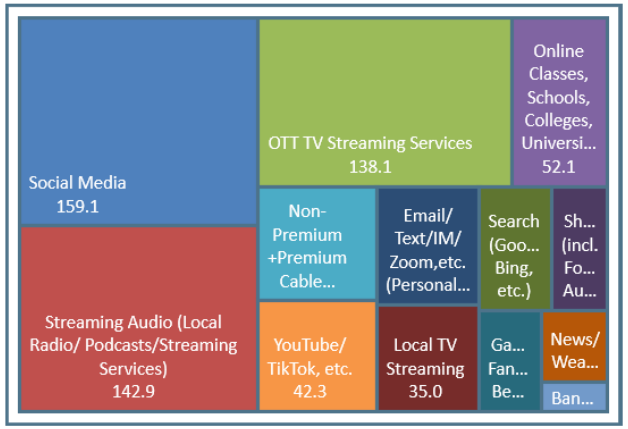
802,130 or 80.% of Adults 25 - 64 who Purchased or Leased a New AUDI past 4 yrs use Ad-Supported Social Media for an average of 170.1 minutes every day representing 32.8% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 64

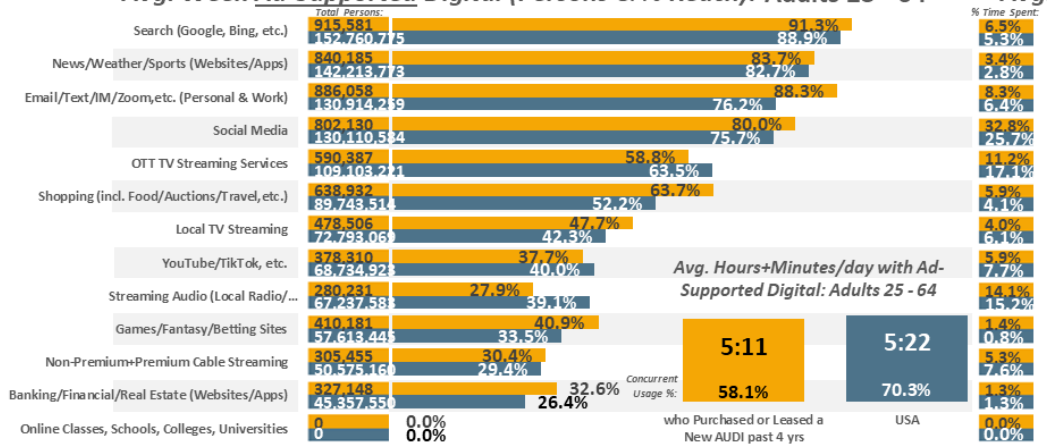


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

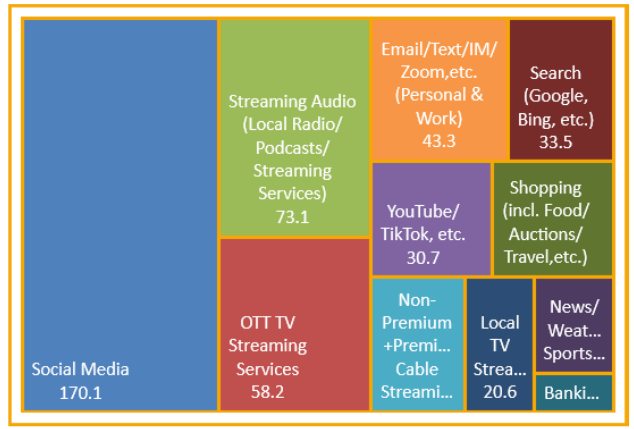


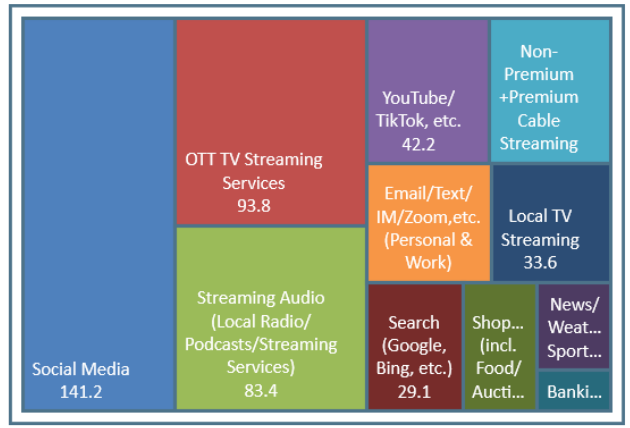


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





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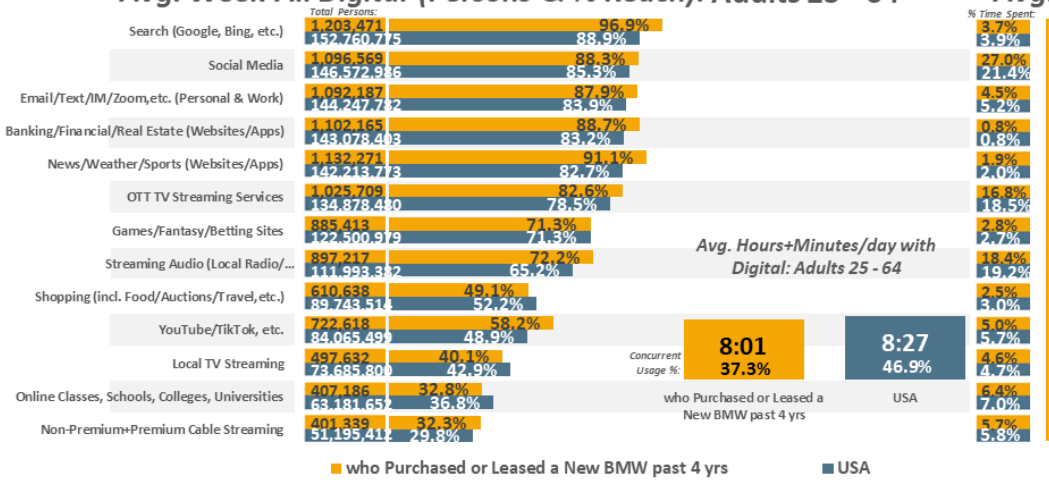
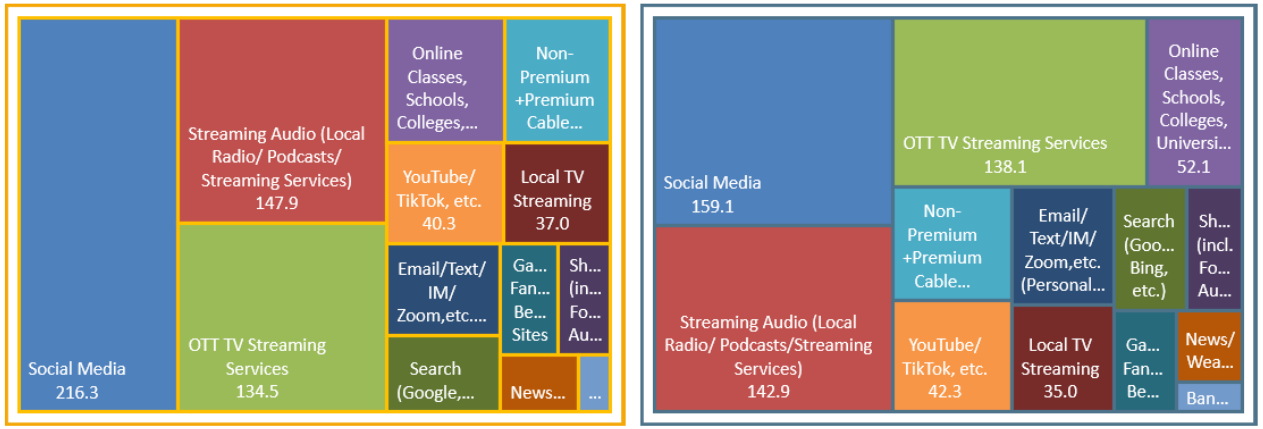
995,628 or 80.1% of Adults 25 - 64 who Purchased or Leased a New BMW past 4 yrs use Ad-Supported Social Media for an average of 199. minutes every day representing 33.3% of all time spent daily with Ad-Supported Digital Media.

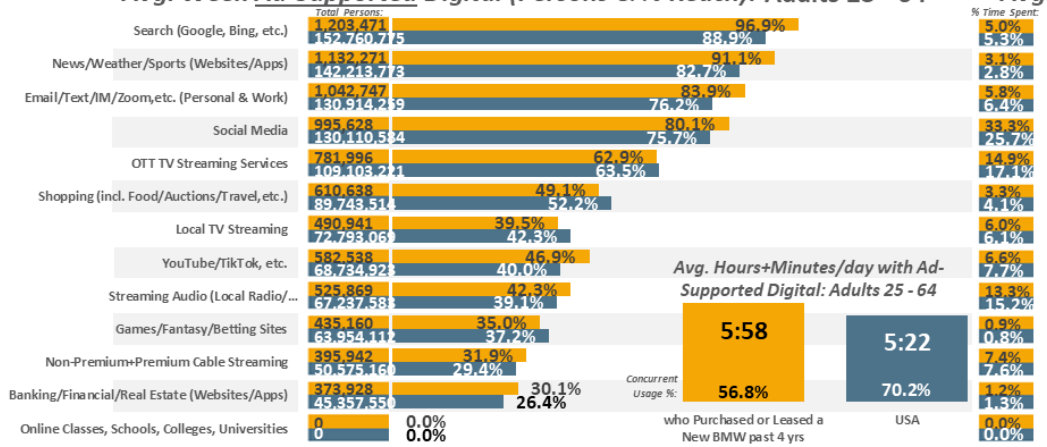
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



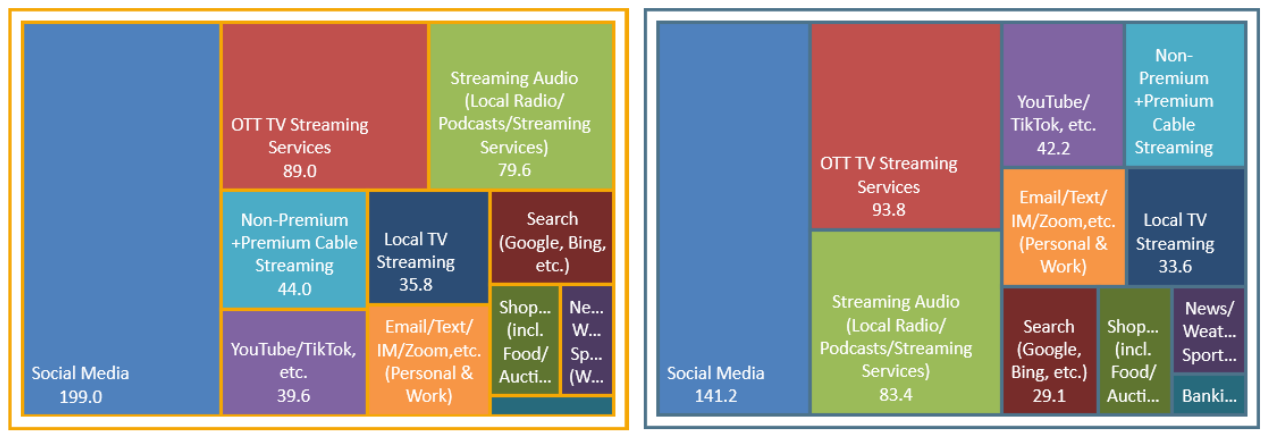
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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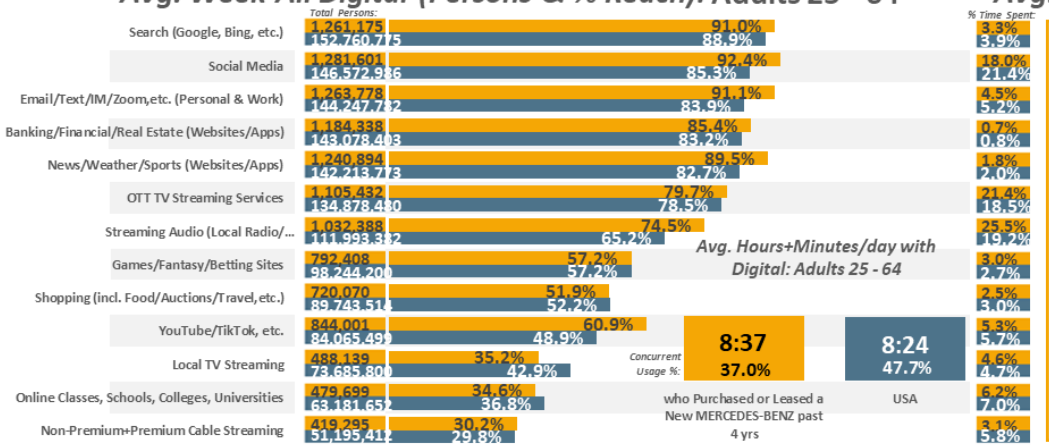
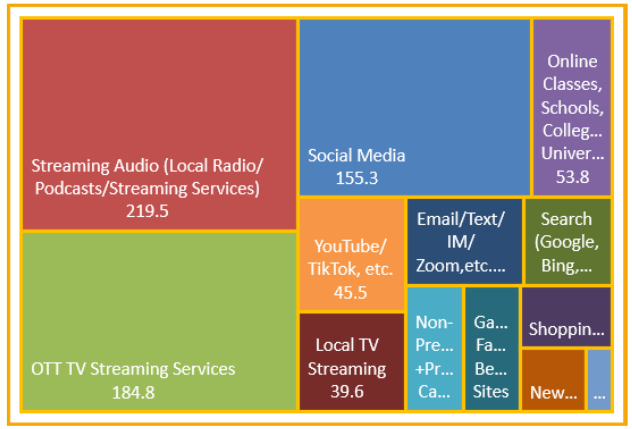
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): BMW

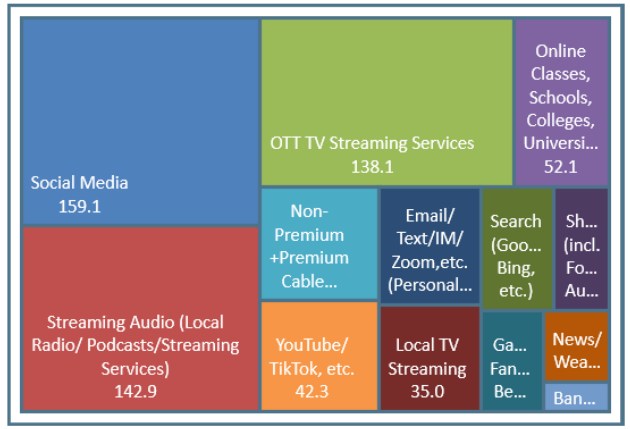
1,218,366 or 87.9% of Adults 25 - 64 who Purchased or Leased a New MERCEDES-BENZ past 4 yrs use Ad-Supported Social Media for an average of 142.9 minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 64

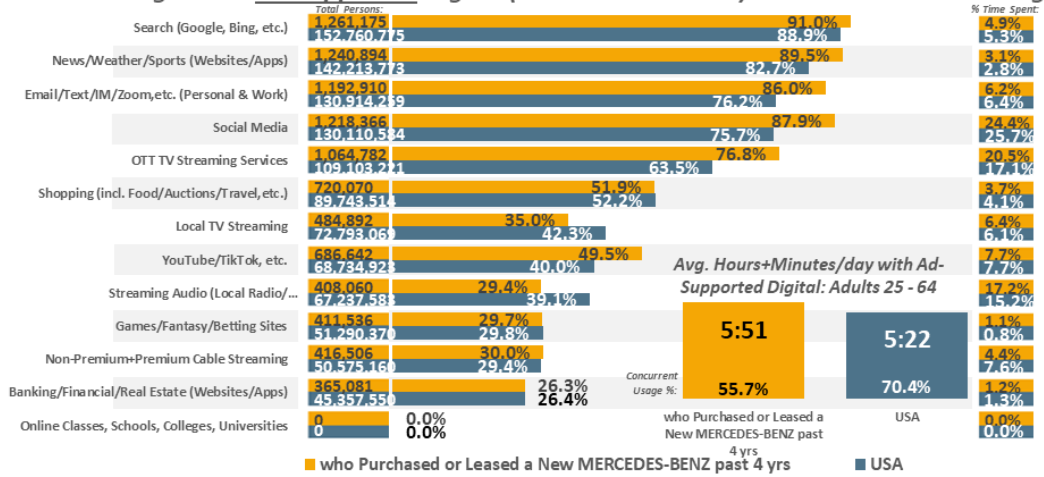


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

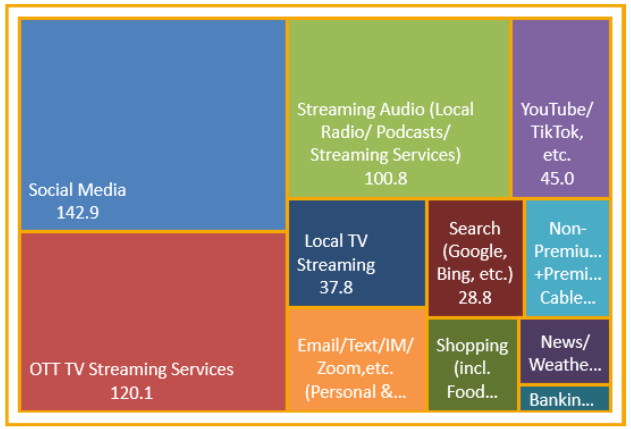


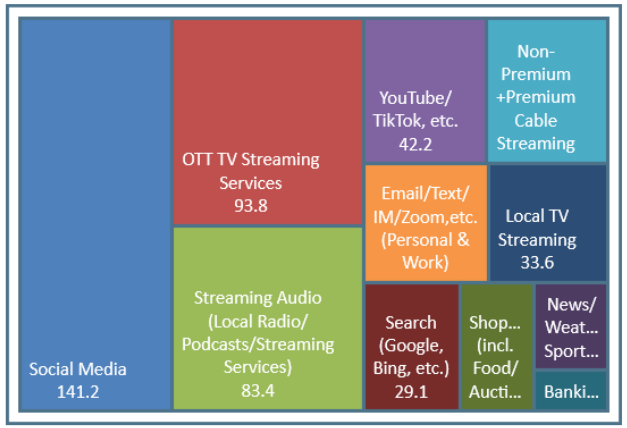


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





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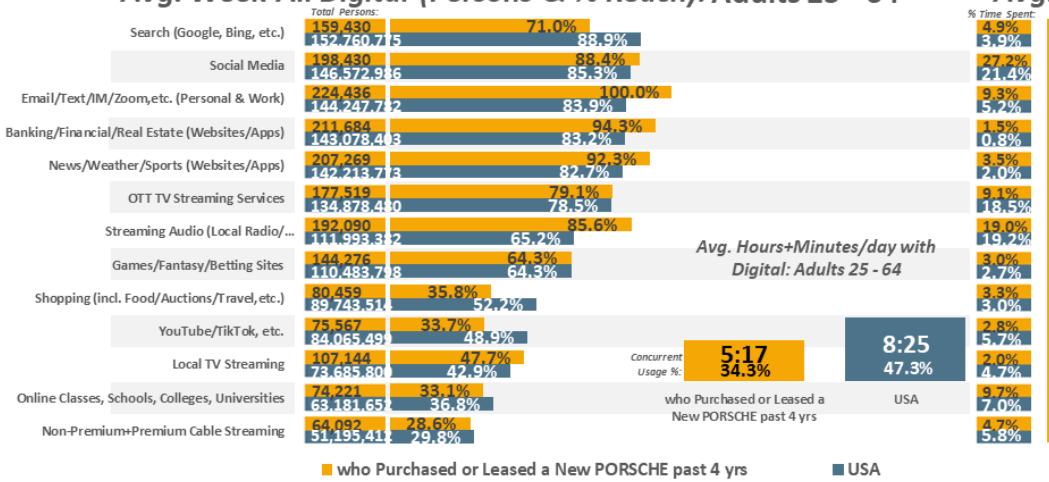
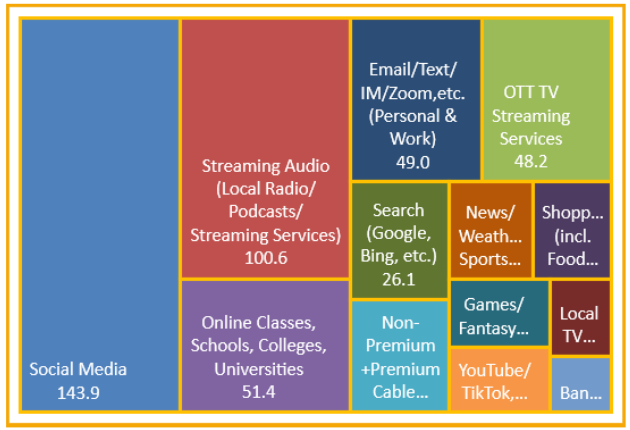
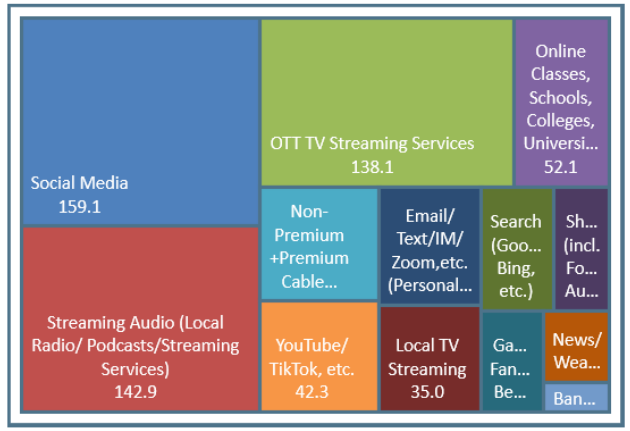
193,489 or 86.2% of Adults 25 - 64 who Purchased or Leased a New PORSCHE past 4 yrs use Ad-Supported Social Media for an average of 132.4 minutes every day representing 33.5% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 64

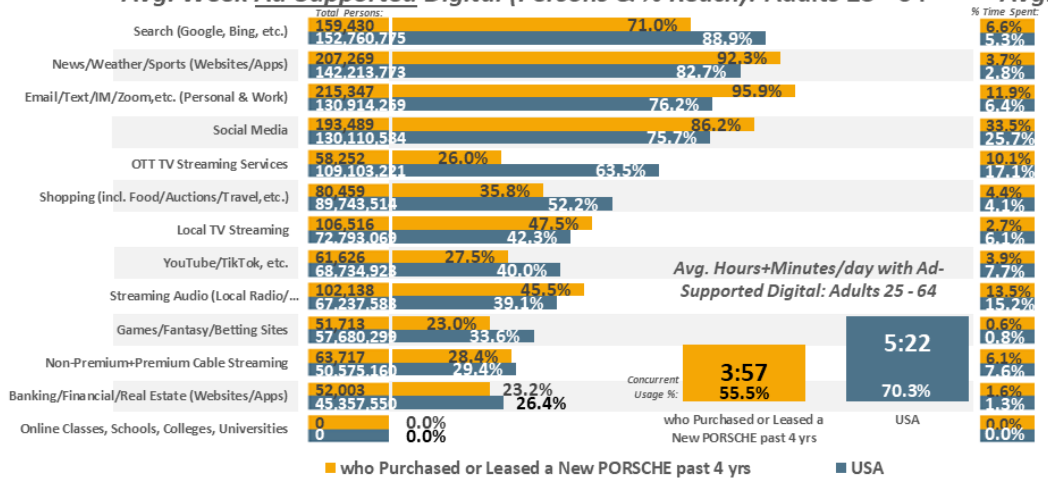


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

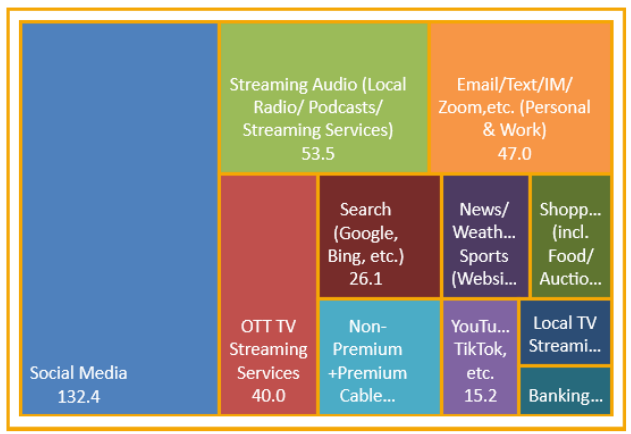


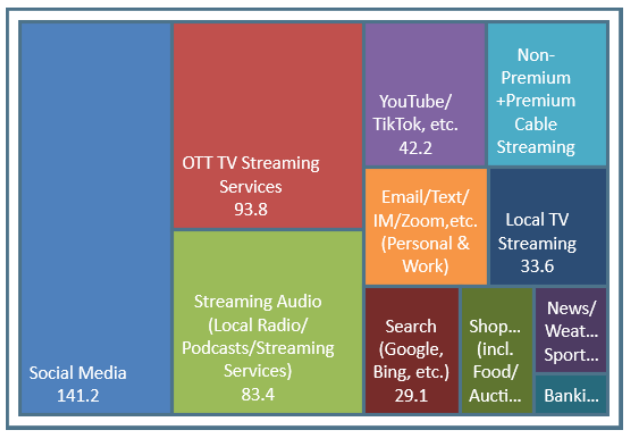


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





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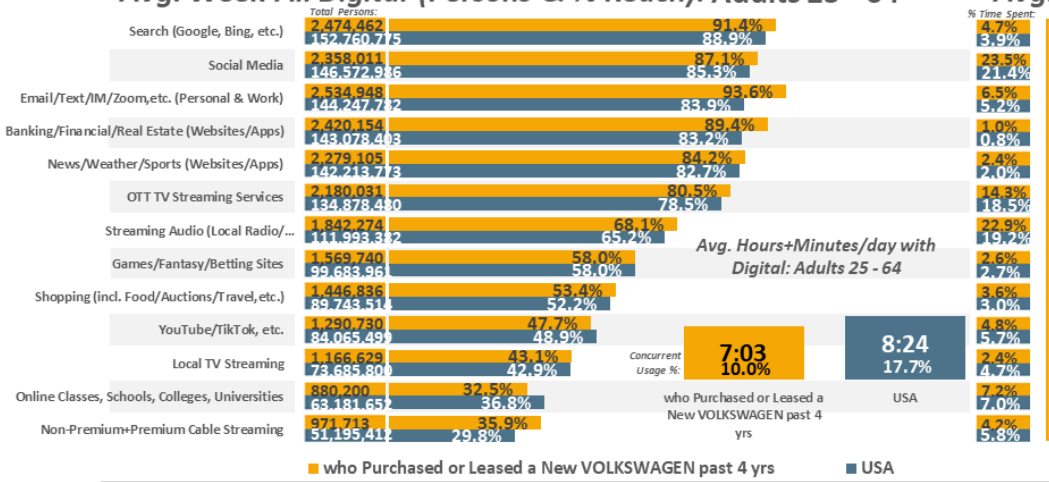
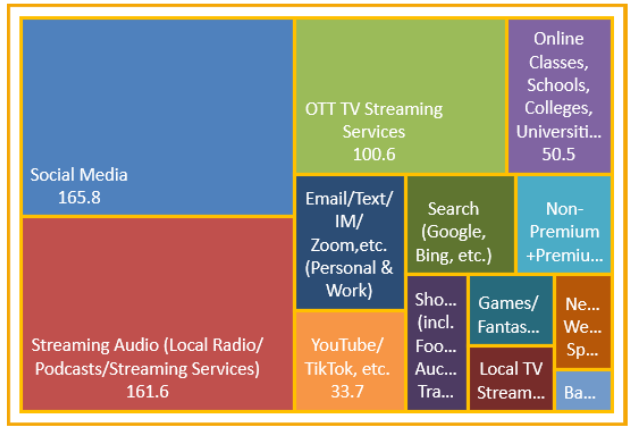
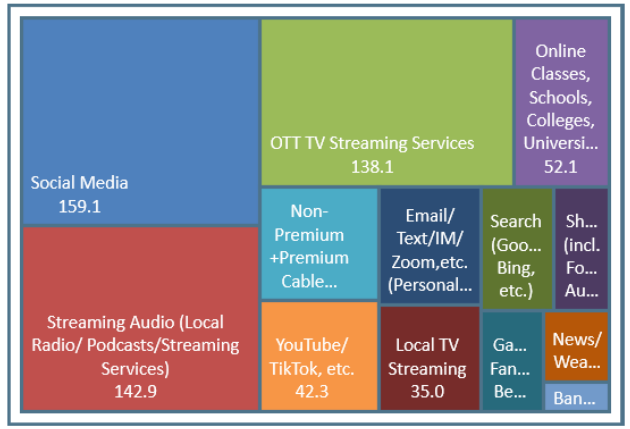
2,028,097 or 74.9% of Adults 25 - 64 who Purchased or Leased a New VOLKSWAGEN past 4 yrs use Ad-Supported Social Media for an average of 142.6 minutes every day representing 28.2% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 64

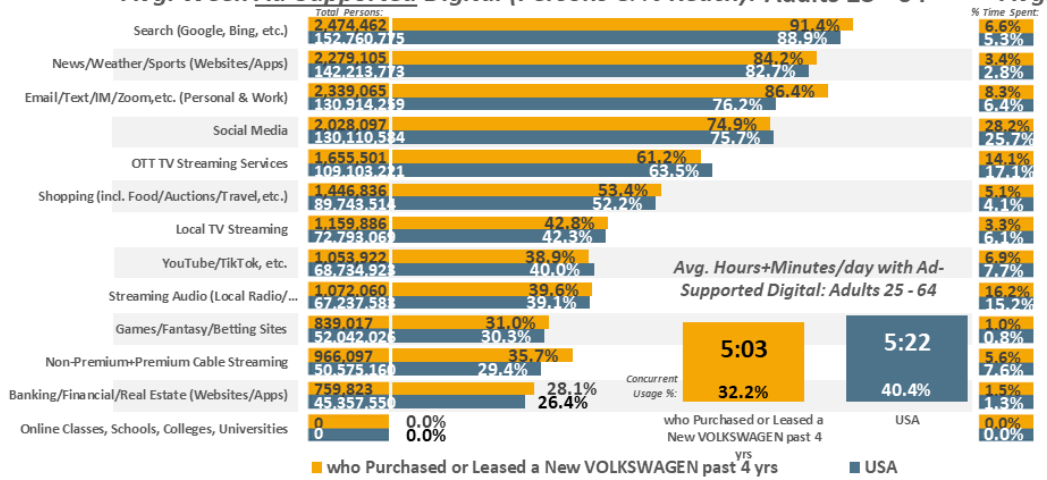


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

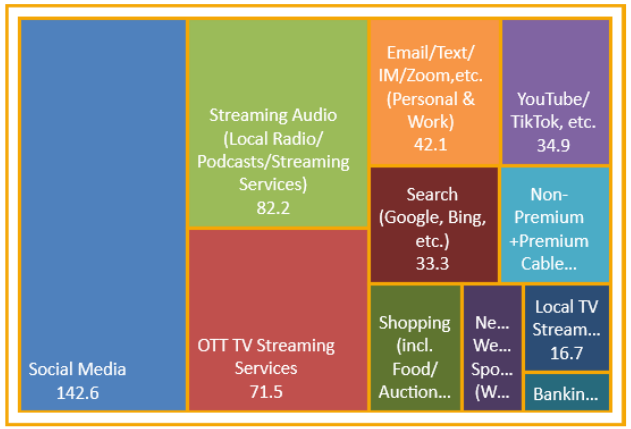


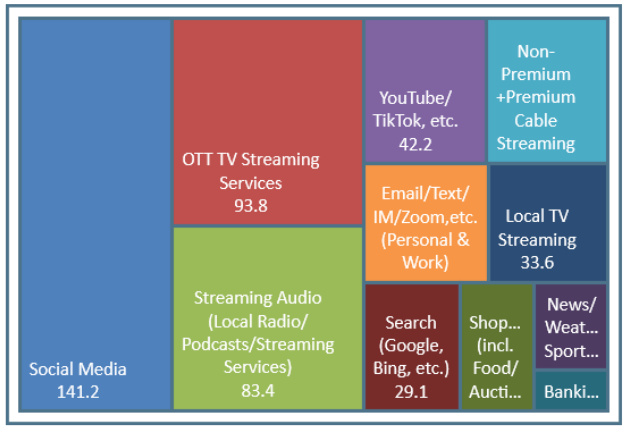


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *568*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

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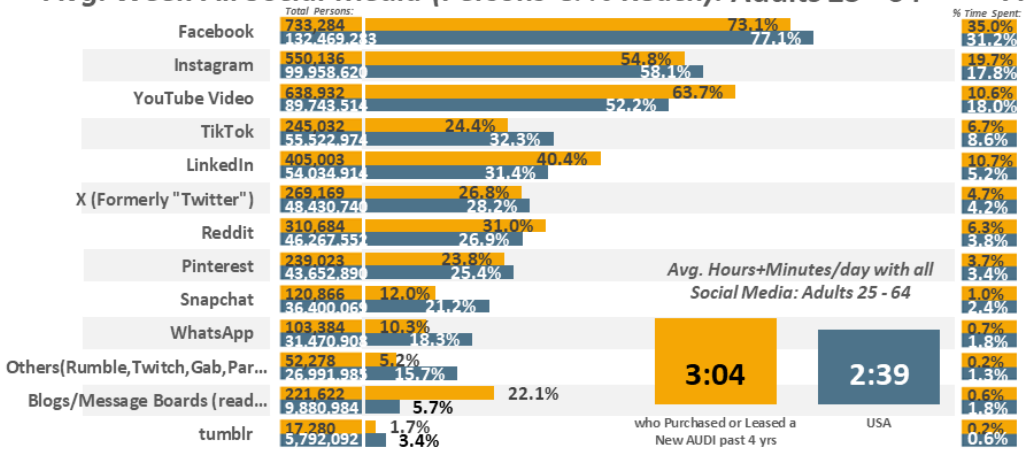
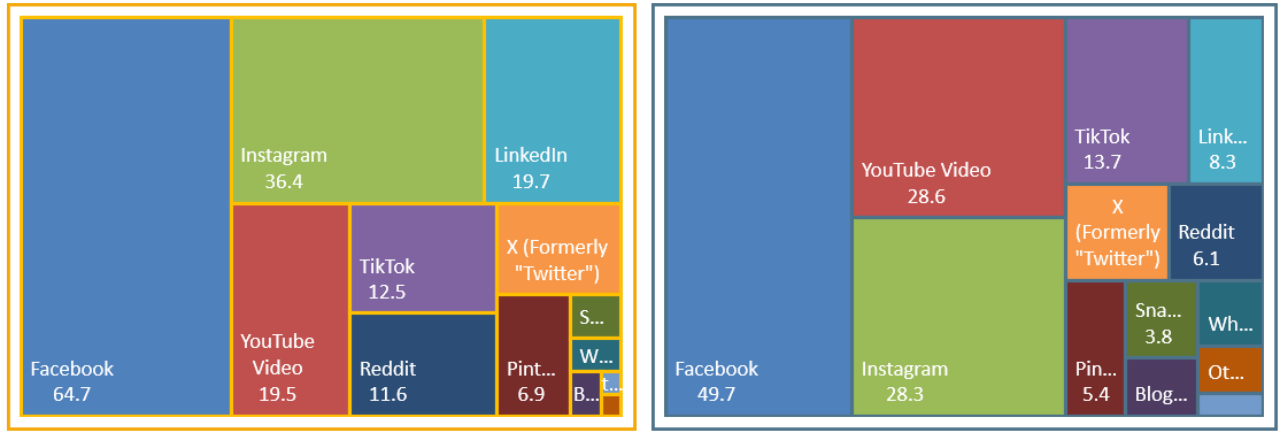
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): VOLKSWAGEN

733,284 or 73.1% of Adults 25 - 64 who Purchased or Leased a New AUDI past 4 yrs use Ad-Supported Facebook for an average of 69.5 minutes every day representing 38.5% of all time spent daily with Ad-Supported Social Media.

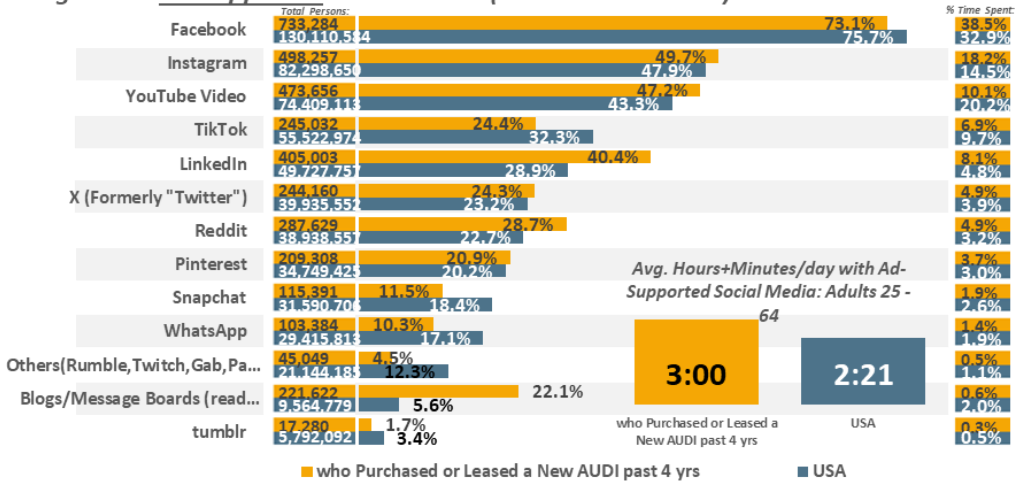
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



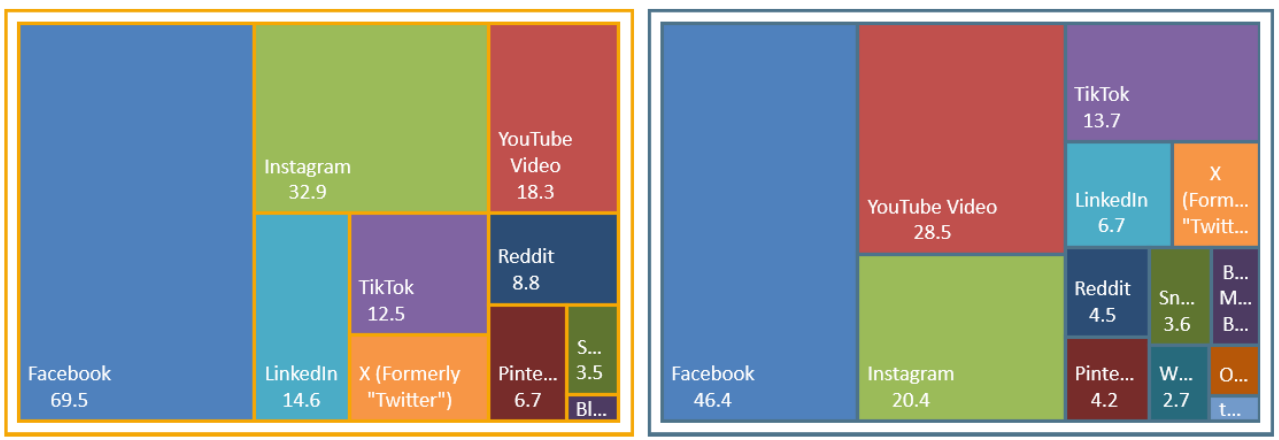
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 568

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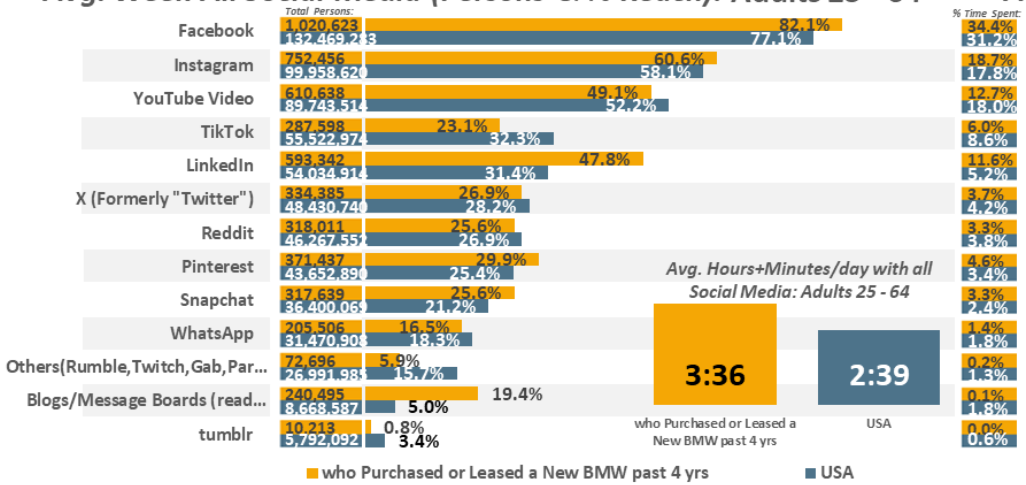
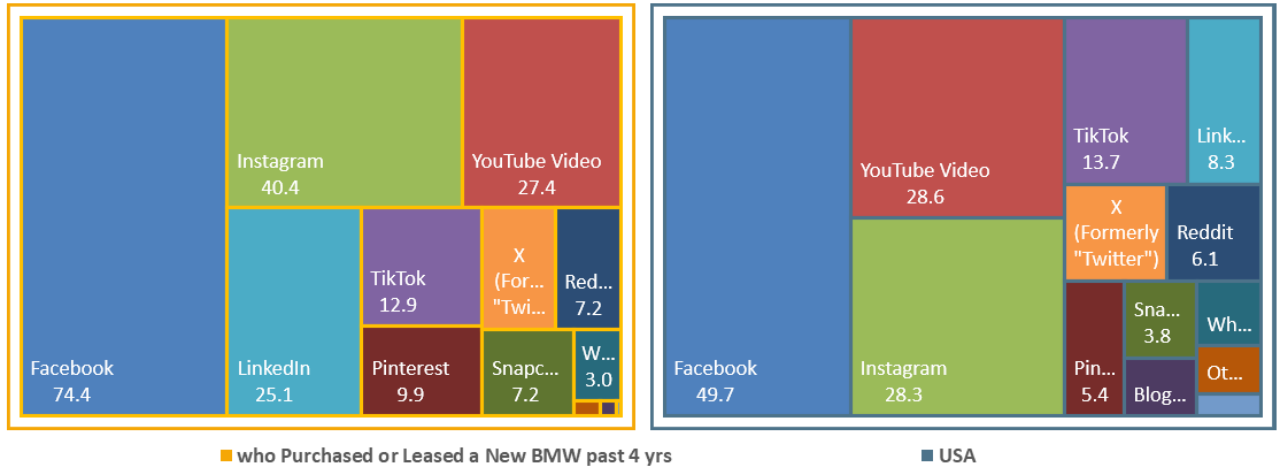
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): AUDI

995,628 or 80.1% of Adults 25 - 64 who Purchased or Leased a New BMW past 4 yrs use Ad-Supported Facebook for an average of 75. minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

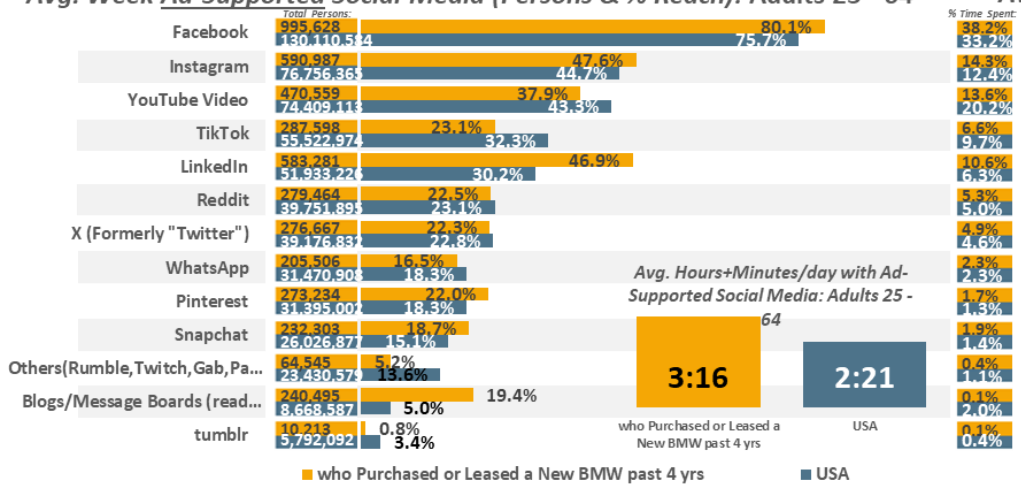
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



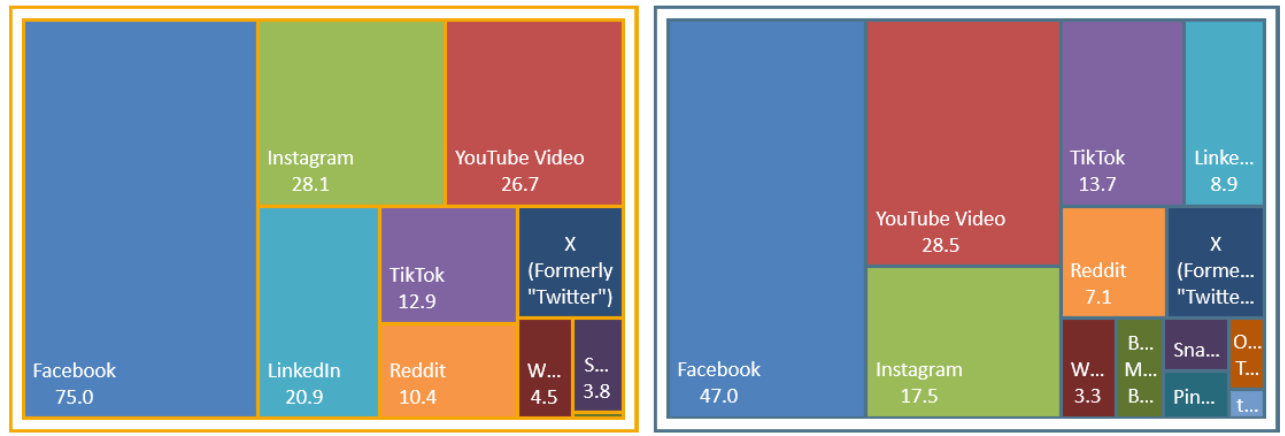
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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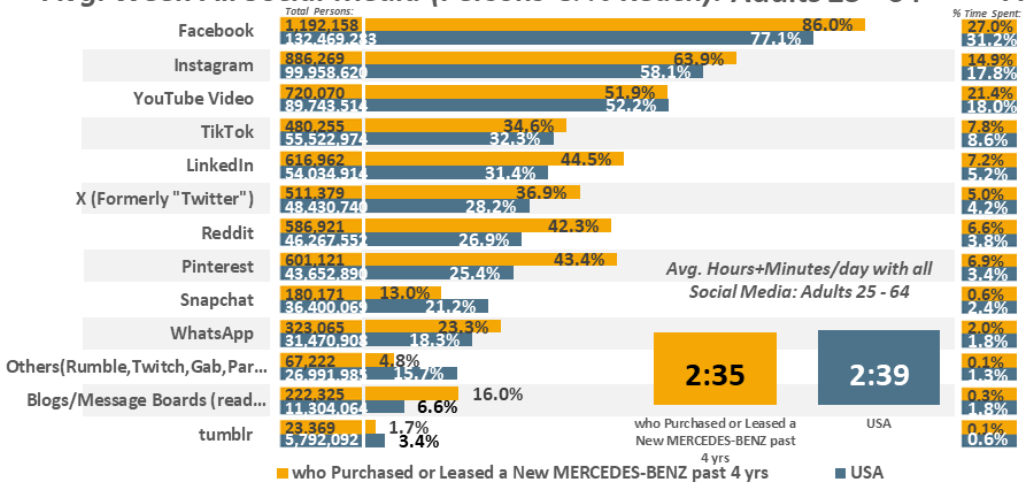
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): BMW

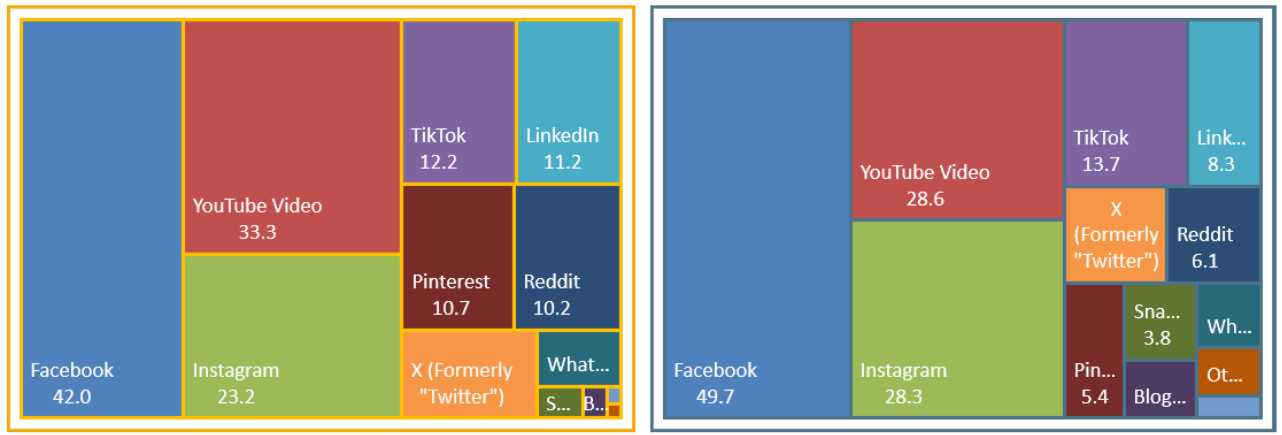
Mercedes-Benz

1,192,158 or 86.% of Adults 25 - 64 who Purchased or Leased a New MERCEDES-BENZ past 4 yrs use Ad-Supported Facebook for an average of 45.2 minutes every day representing 30.6% of all time spent daily with Ad-Supported Social Media.

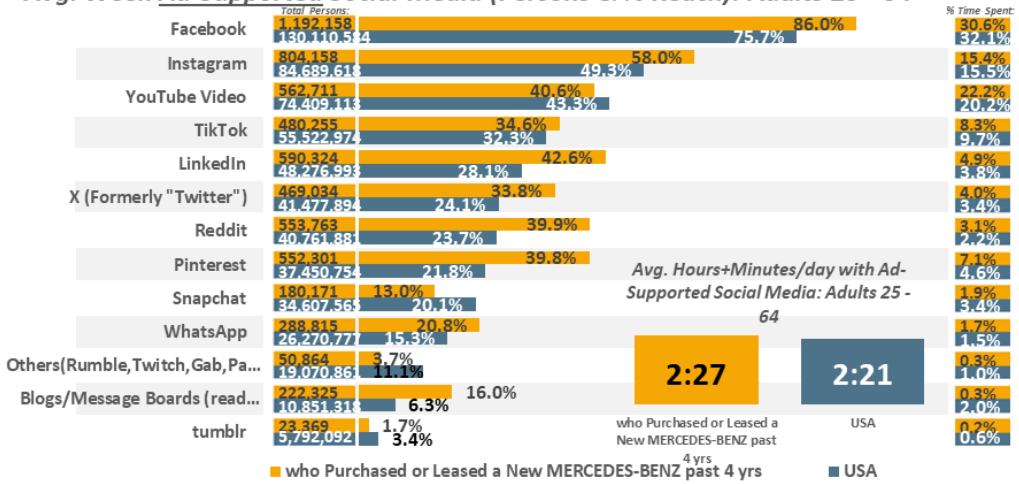
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



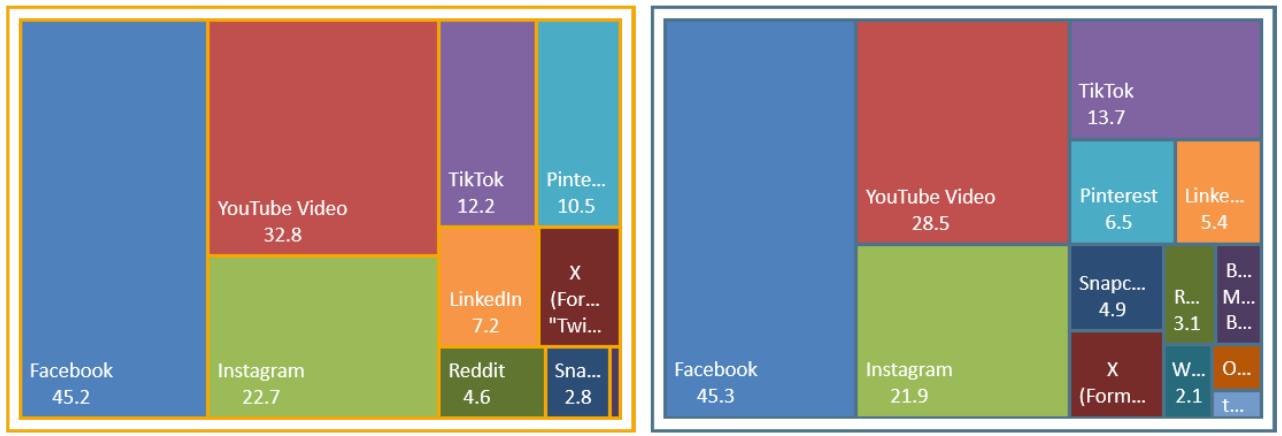
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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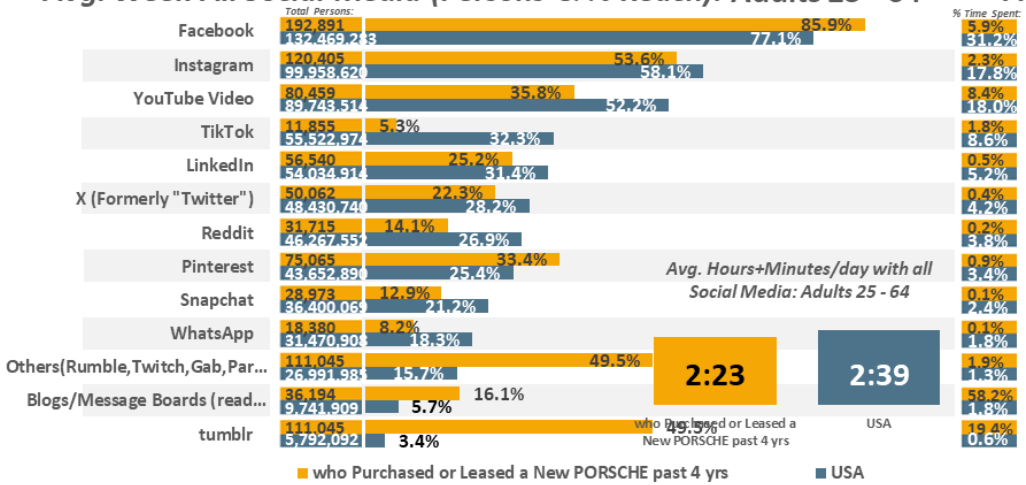
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): MERCEDES-BENZ

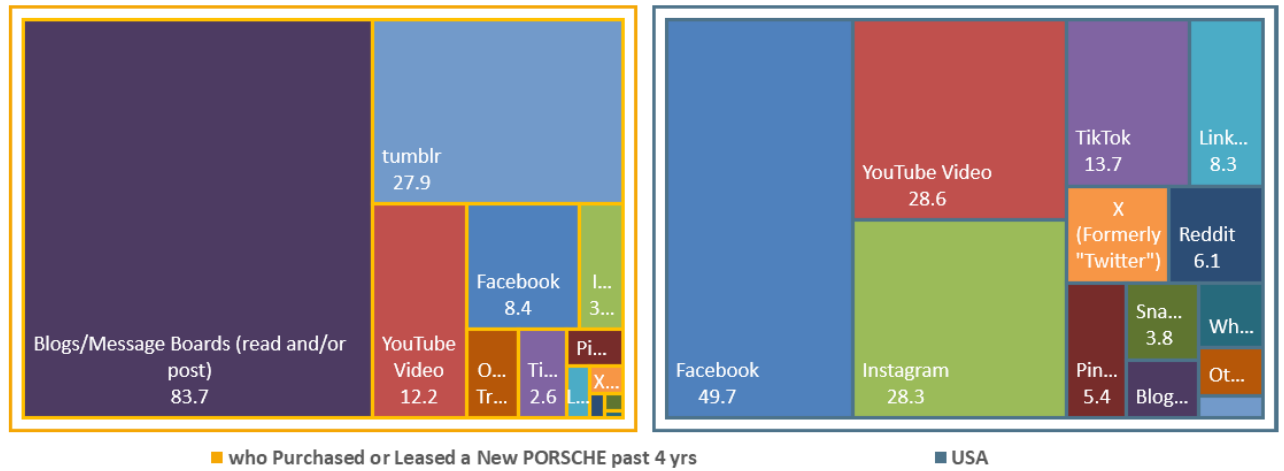
PORSCHE

36,194 or 16.1% of Adults 25 - 64 who Purchased or Leased a New PORSCHE past 4 yrs use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 95.6 minutes every day representing 70.3% of all time spent daily with Ad-Supported Social Media.

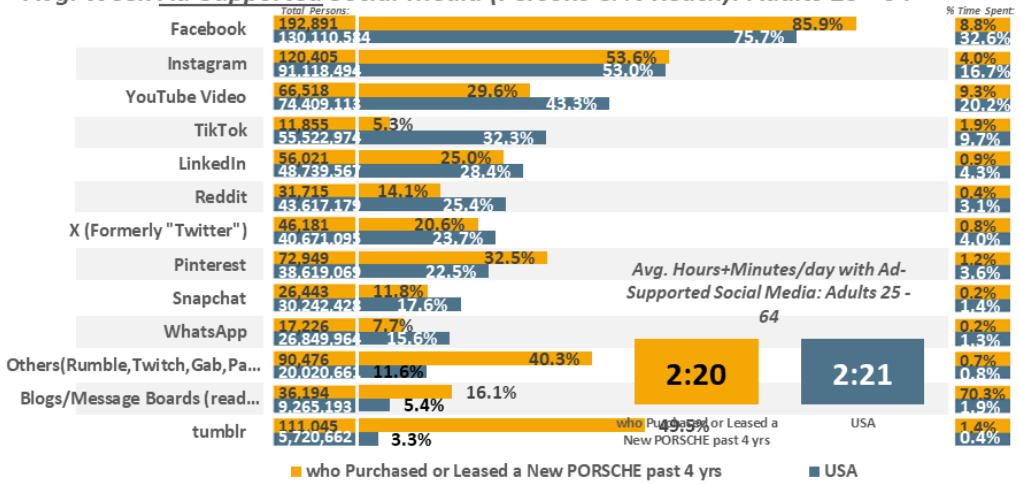
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



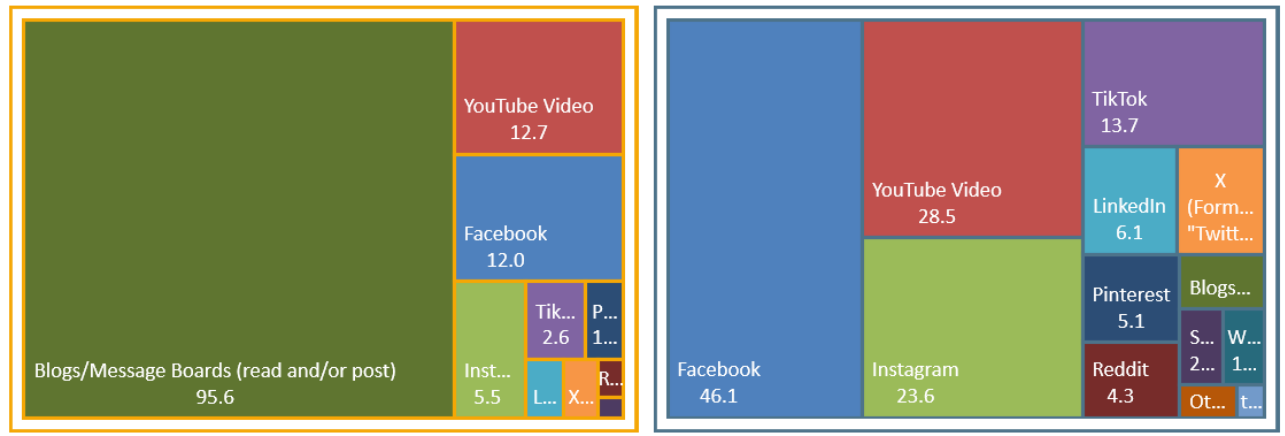
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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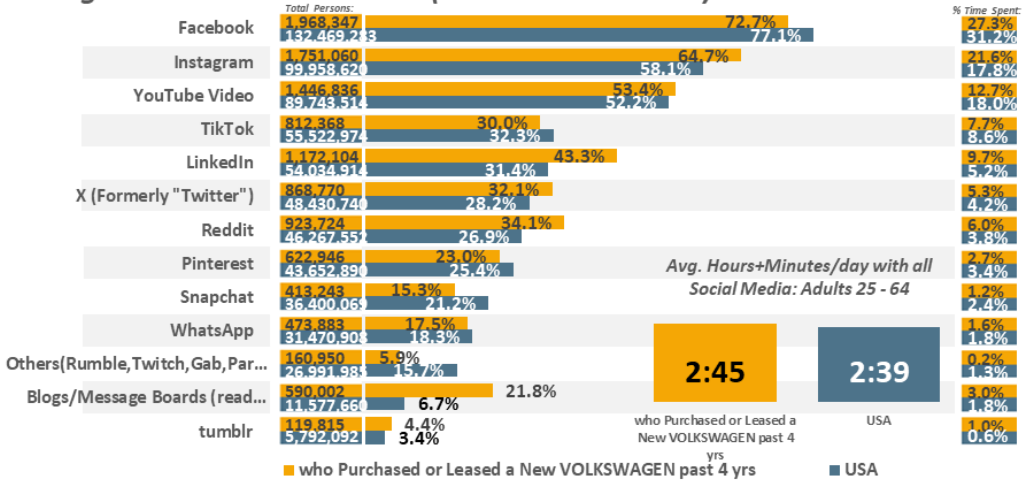
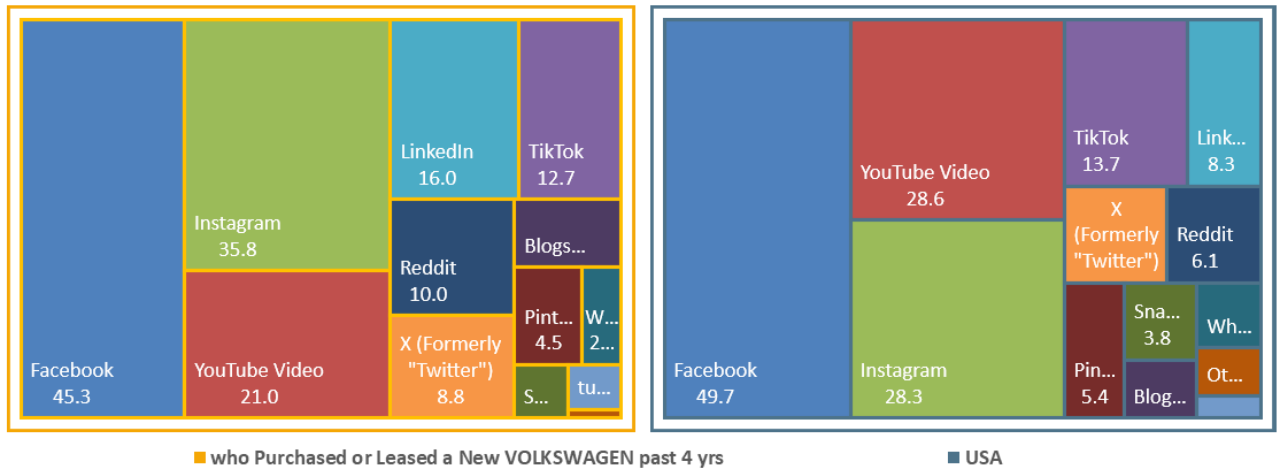
1,968,347 or 72.7% of Adults 25 - 64 who Purchased or Leased a New VOLKSWAGEN past 4 yrs use Ad-Supported Facebook for an average of 56.1 minutes every day representing 39.3% of all time spent daily with Ad-Supported Social Media.

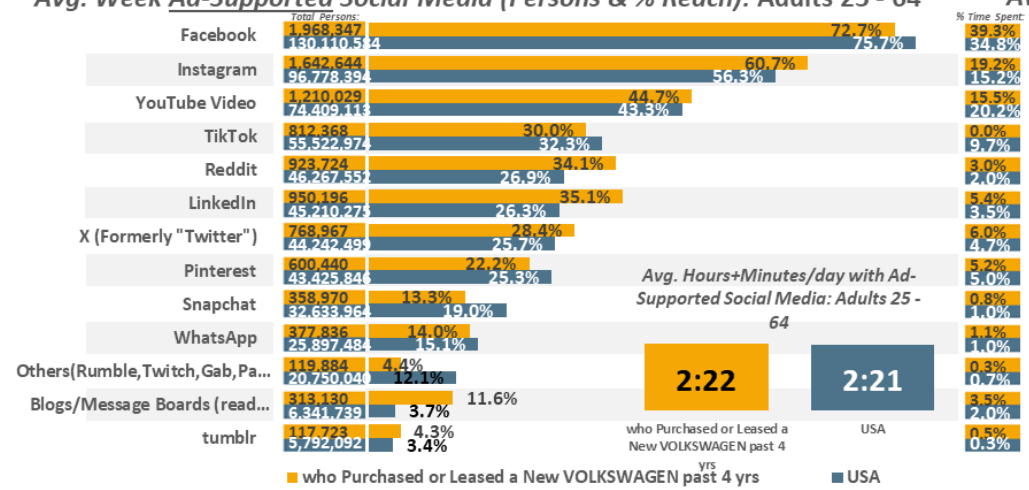
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



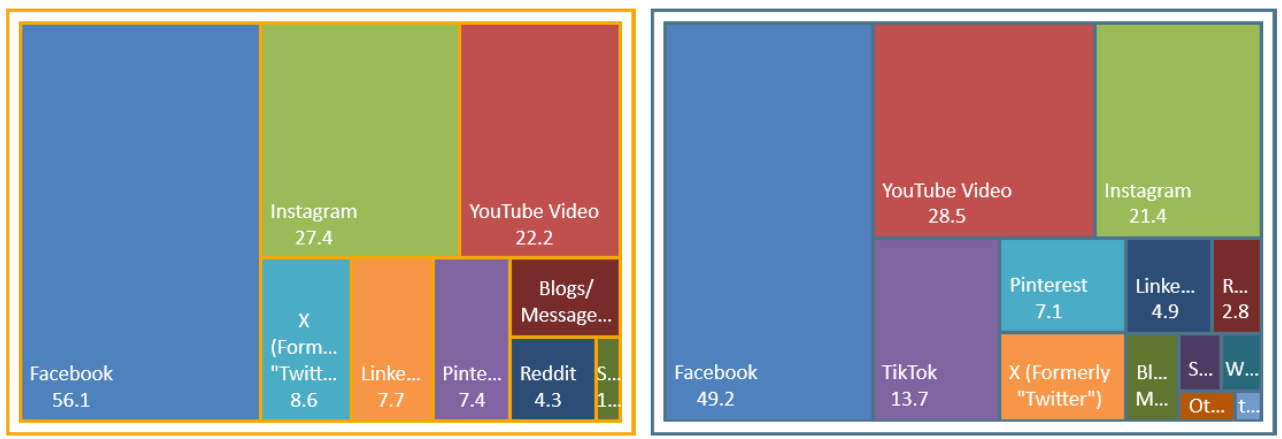
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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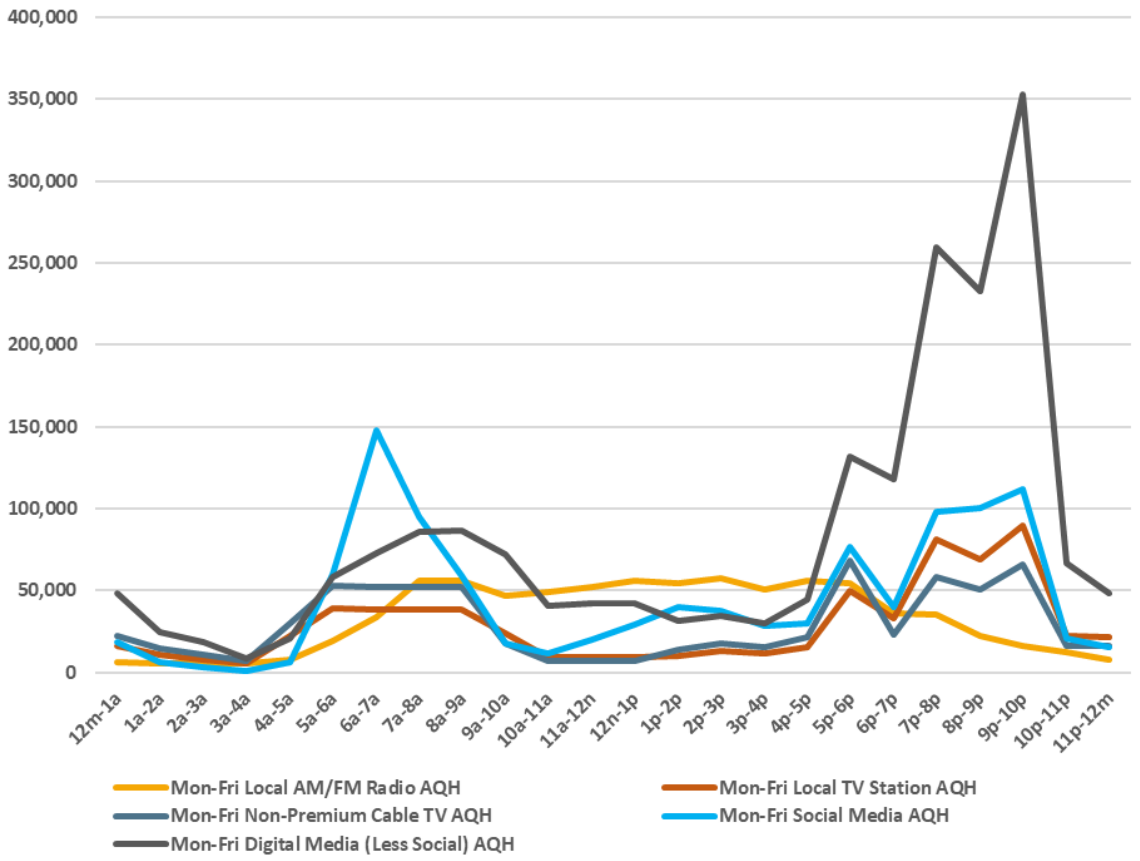
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): VOLKSWAGEN

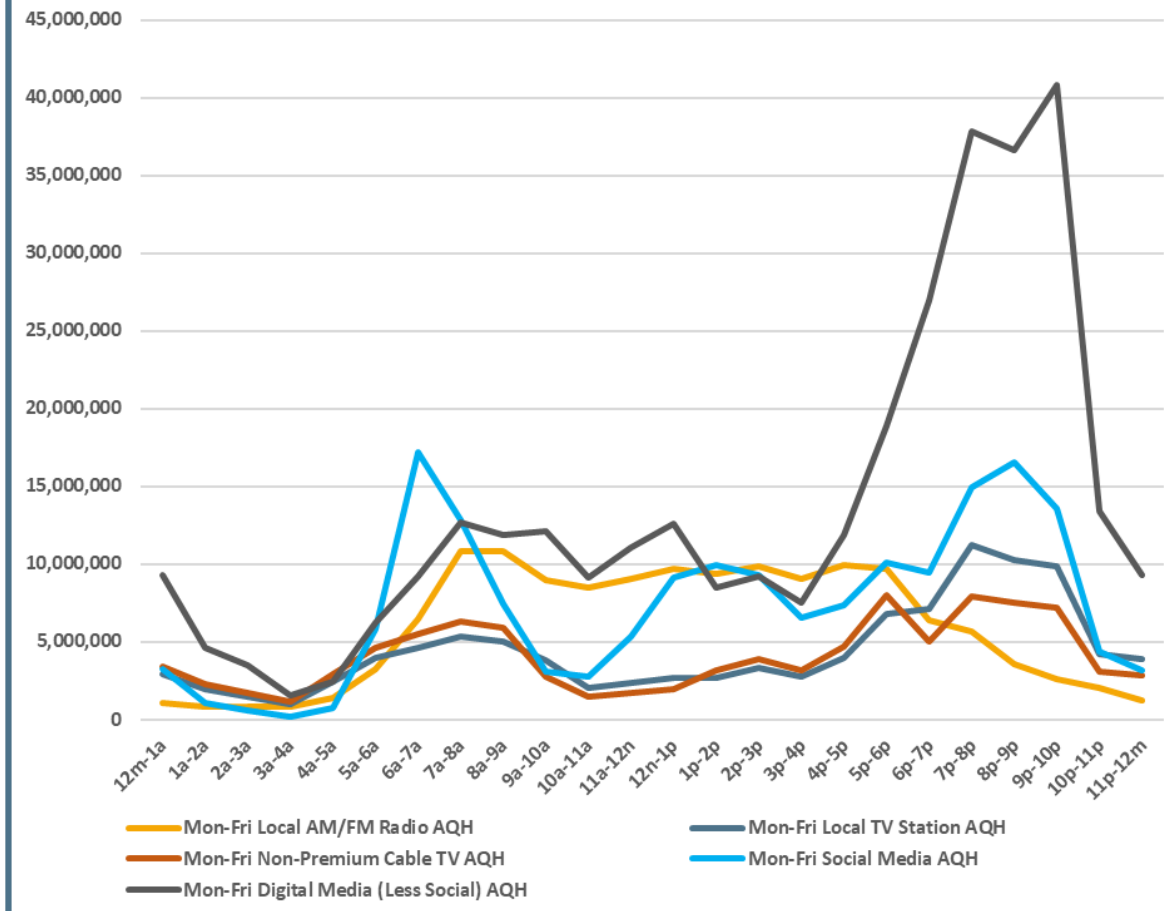
Audi

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 63,942; Local Radio: 50,621; Social Media: 48,655; Non-Prem. Cable: 27,250; Local TV: 23,138 reaching Adults 25 - 64 who Purchased or Leased a New AUDI past 4 yrs.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who Purchased or Leased a New AUDI past 4 yrs



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 25 - 64



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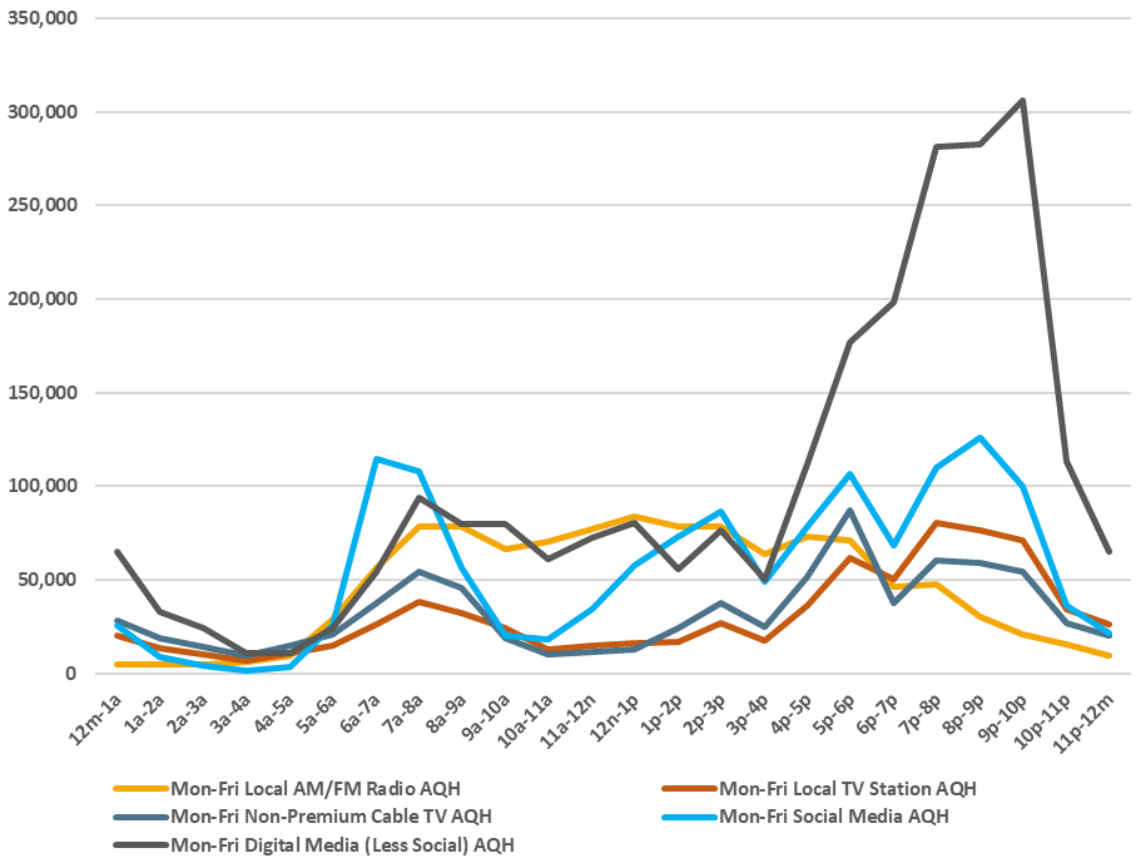
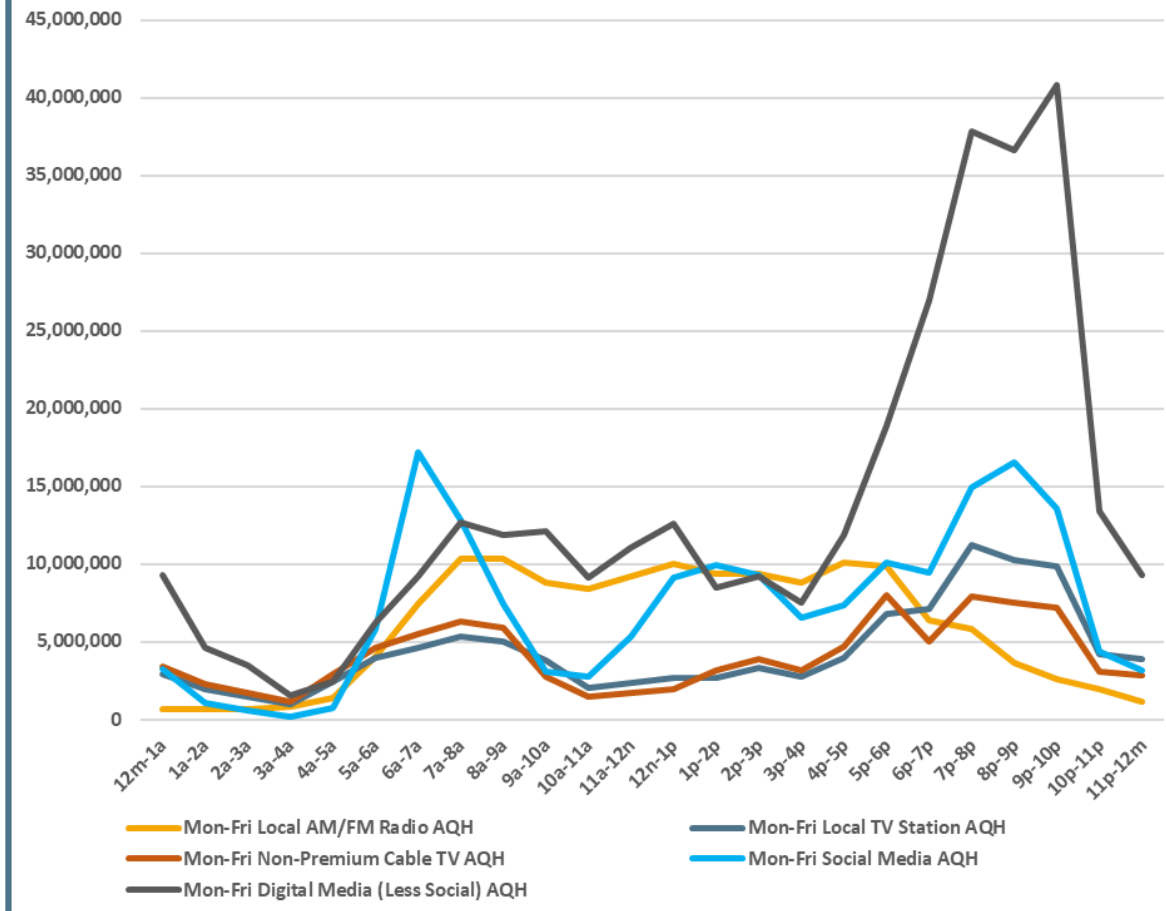
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): AUDI

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 91,610; Local Radio: 70,953; Social Media: 67,006; Non-Prem. Cable: 34,830; Local TV: 28,793 reaching Adults 25 - 64 who Purchased or Leased a New BMW past 4 yrs.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who Purchased or Leased a New BMW past 4 yrs



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 25 - 64



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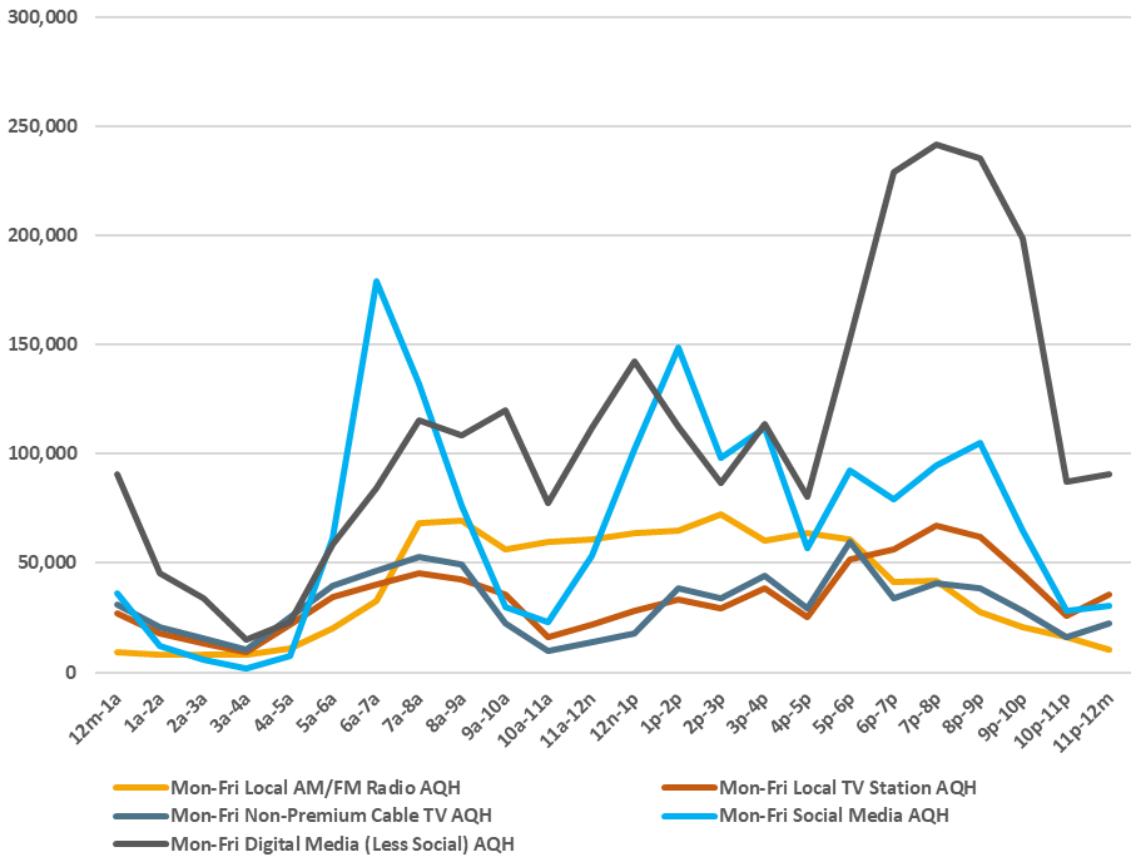
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): BMW

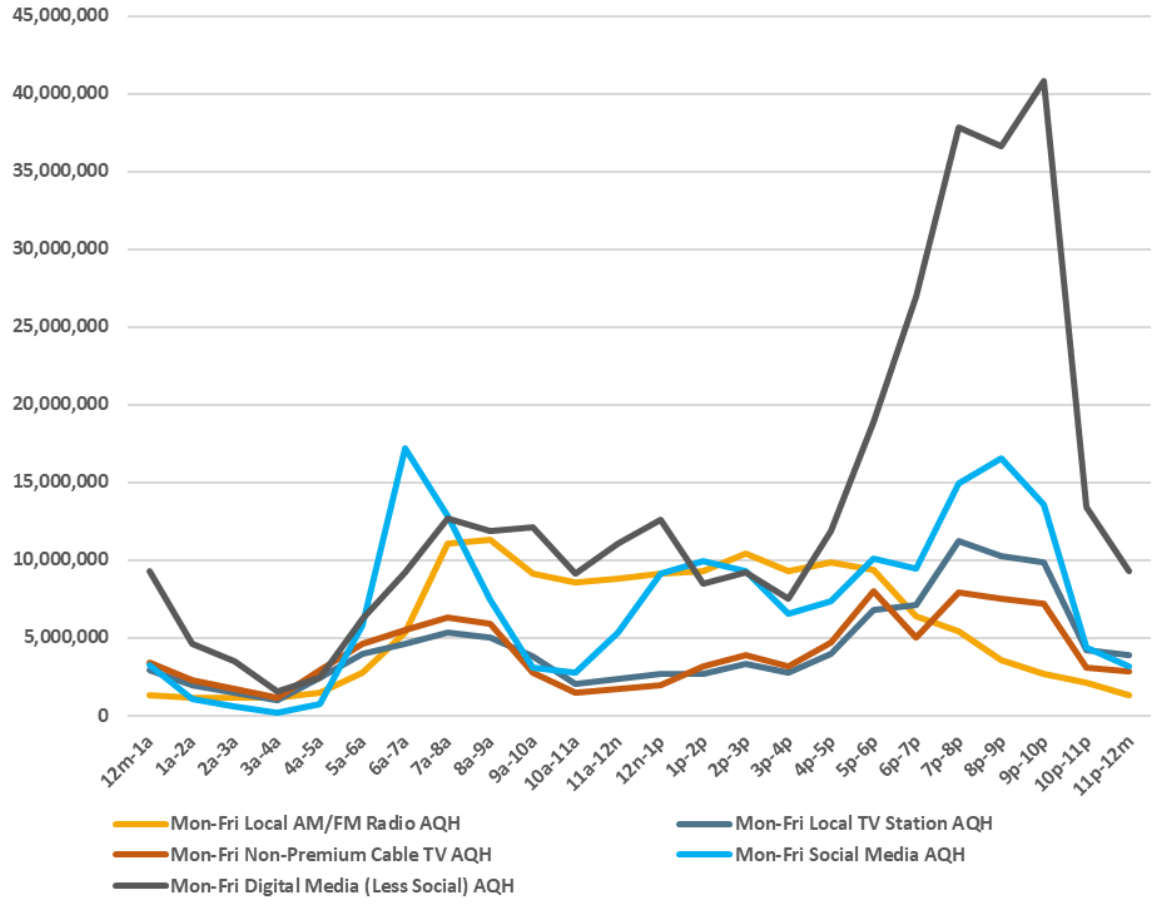
Mercedes-Benz

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 118,191; Social Media: 91,076; Local Radio: 59,648; Local TV: 35,723; Non-Prem. Cable: 34,776 reaching Adults 25 - 64 who Purchased or Leased a New MERCEDES-BENZ past 4 y

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who Purchased or Leased a New MERCEDES-BENZ past 4 yrs



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 25 - 64



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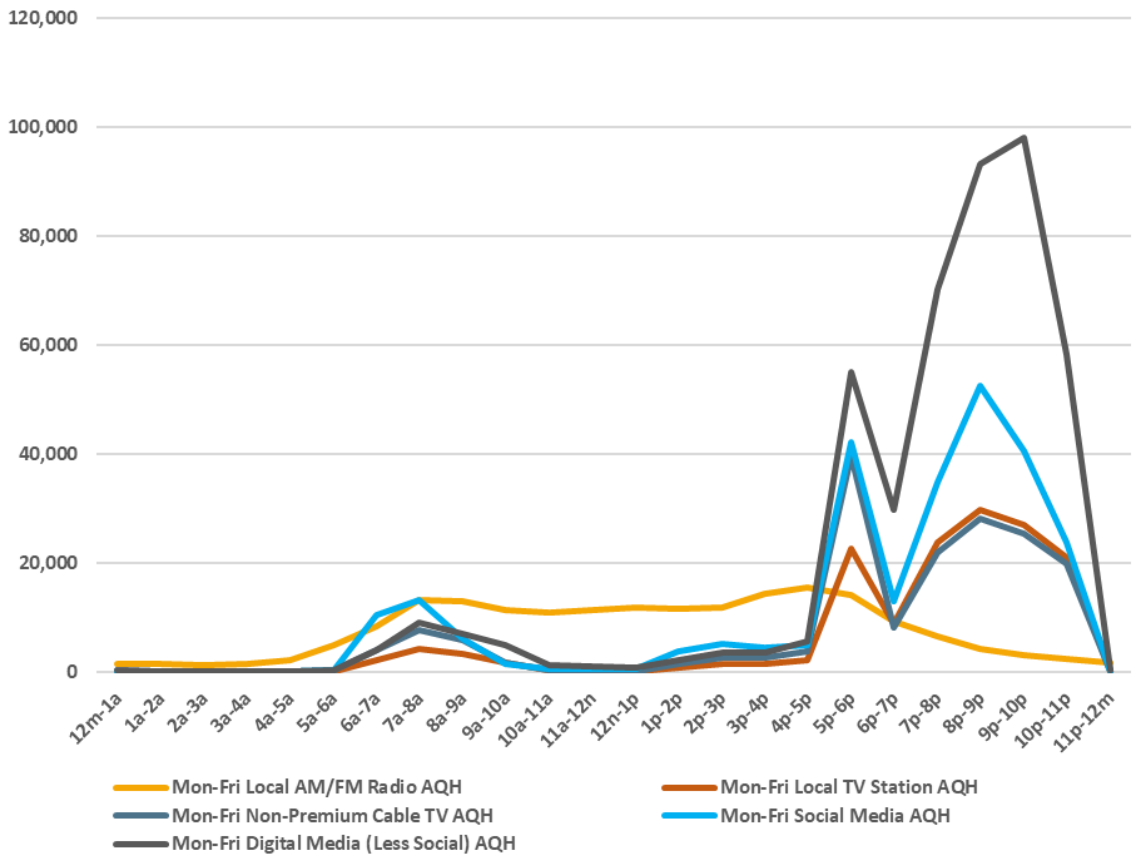
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): MERCEDES-BENZ

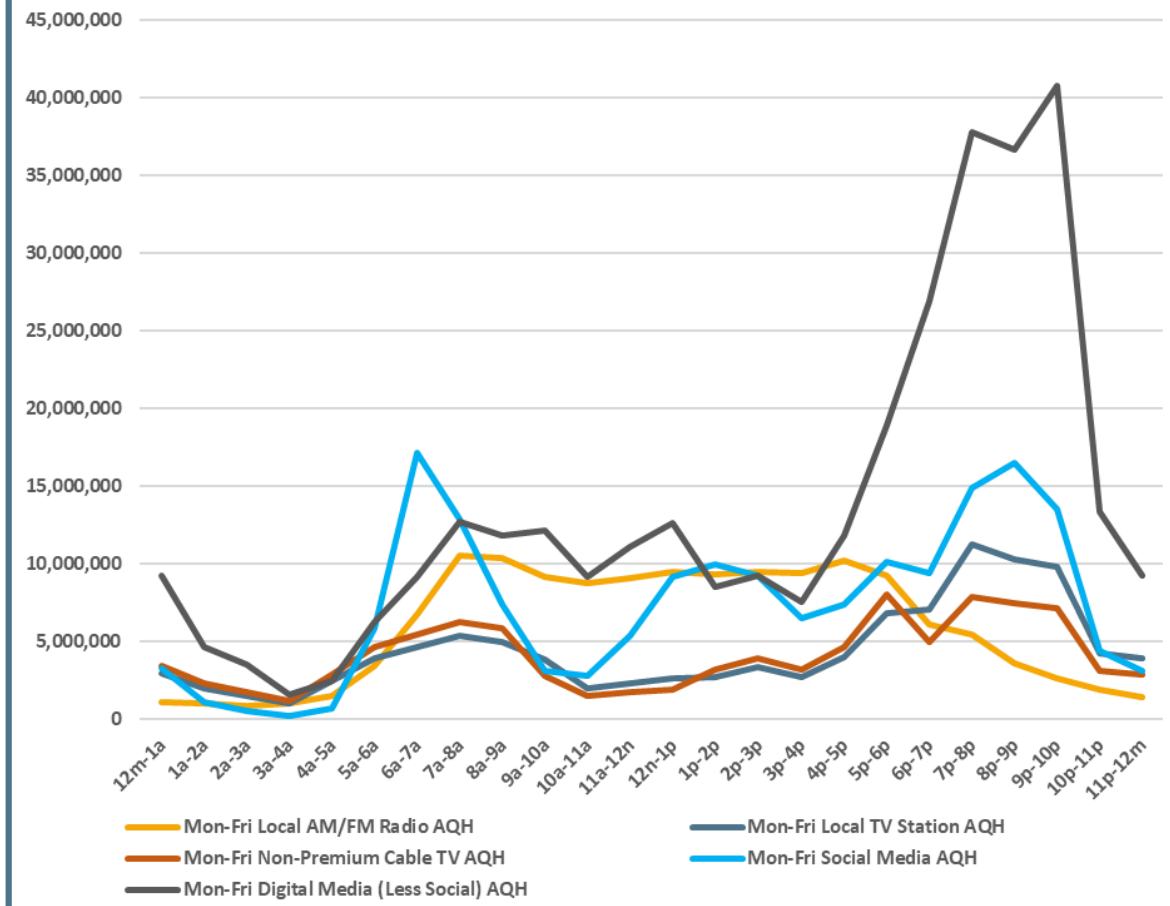
PORSCHE

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 12,056; All Other Digital Media: 9,811; Social Media: 8,199; Non-Prem. Cable: 5,988; Local TV: 3,845 reaching Adults 25 - 64 who Purchased or Leased a New PORSCHE past 4 yrs.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who Purchased or Leased a New PORSCHE past 4 yrs



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 25 - 64



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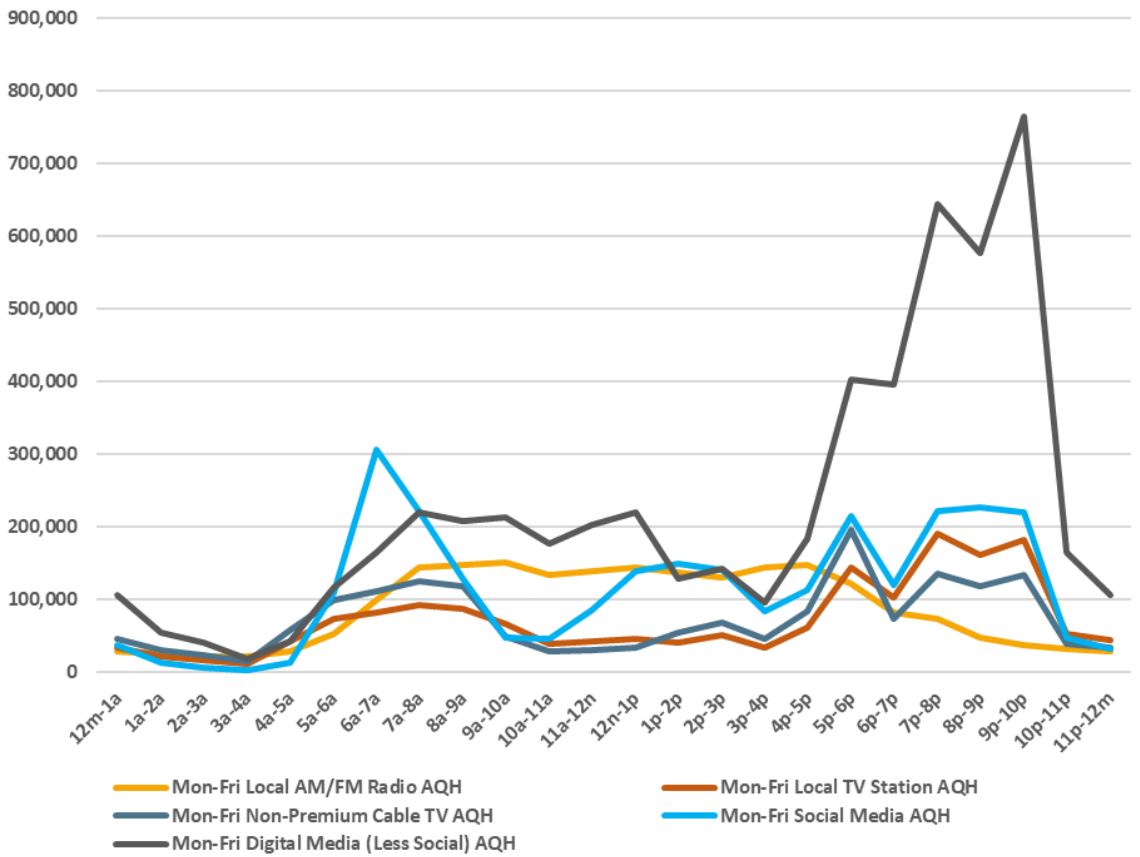
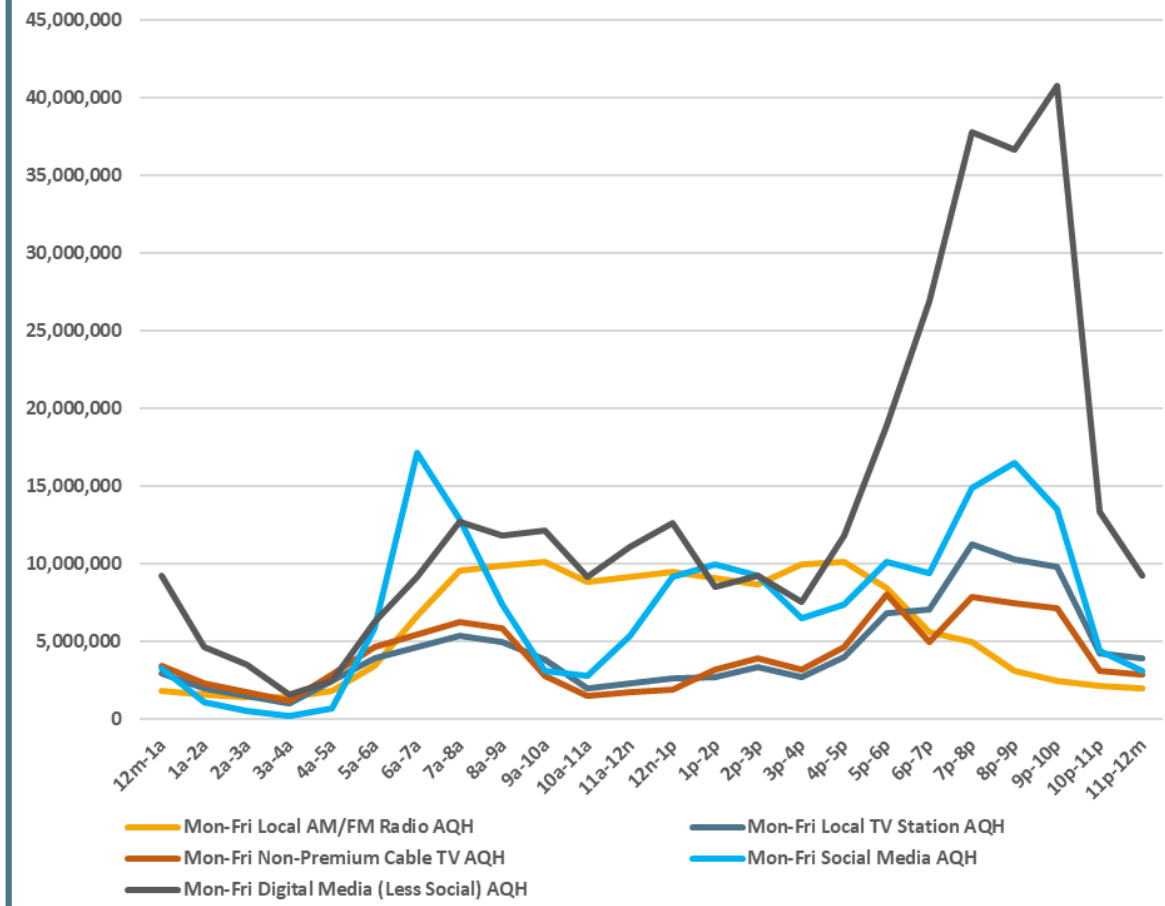
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 211,668; Social Media: 137,934; Local Radio: 132,383; Non-Prem. Cable: 78,200; Local TV: 68,370 reaching Adults 25 - 64 who Purchased or Leased a New VOLKSWAGEN past 4 yr

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who Purchased or Leased a New VOLKSWAGEN past 4 yrs



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 25 - 64



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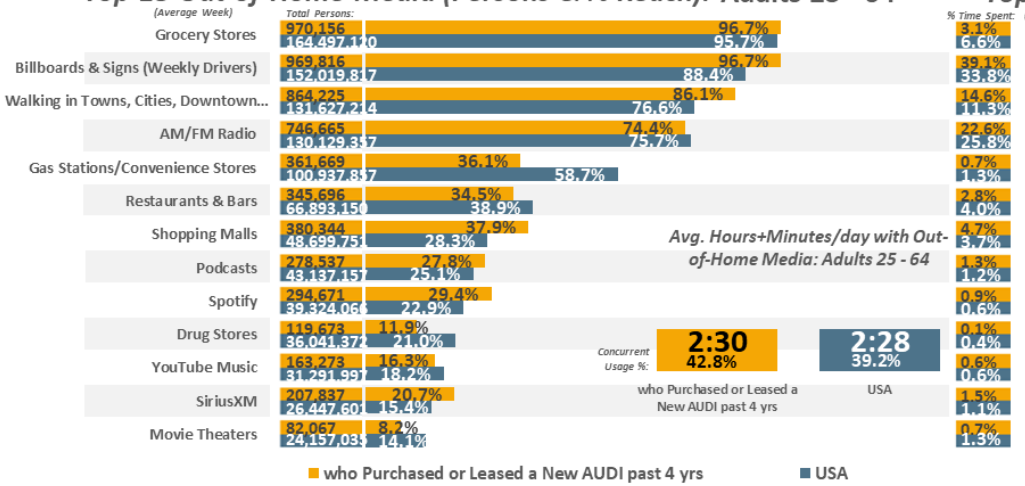
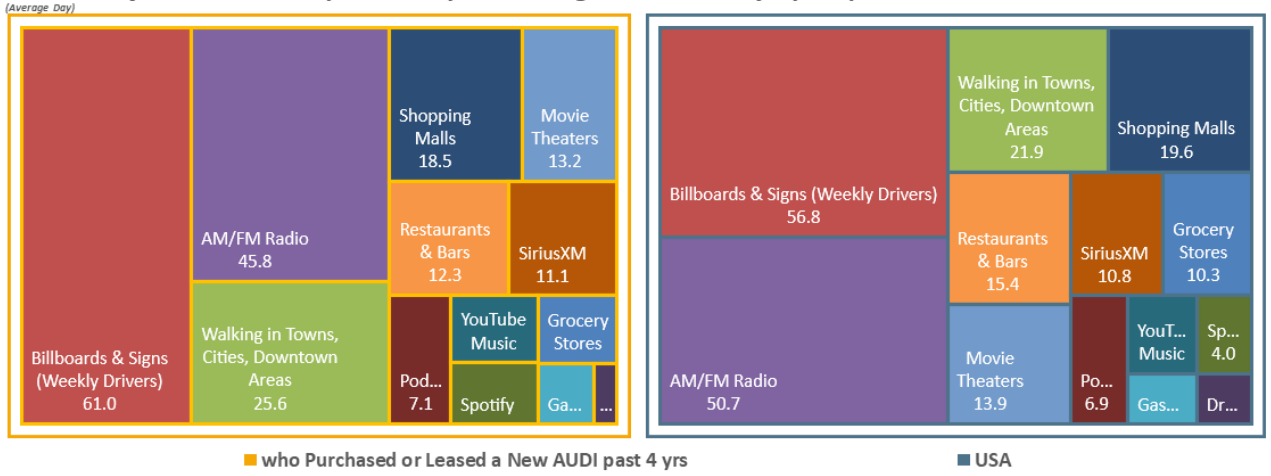
969,816 or 96.7% of Adults 25 - 64 who Purchased or Leased a New AUDI past 4 yrs spend an average of 61. minutes per day driving, seeing Billboards and Signs. 70.3% Listen to Local Radio Stations Out-of-Home for an average of 41. minutes/day.

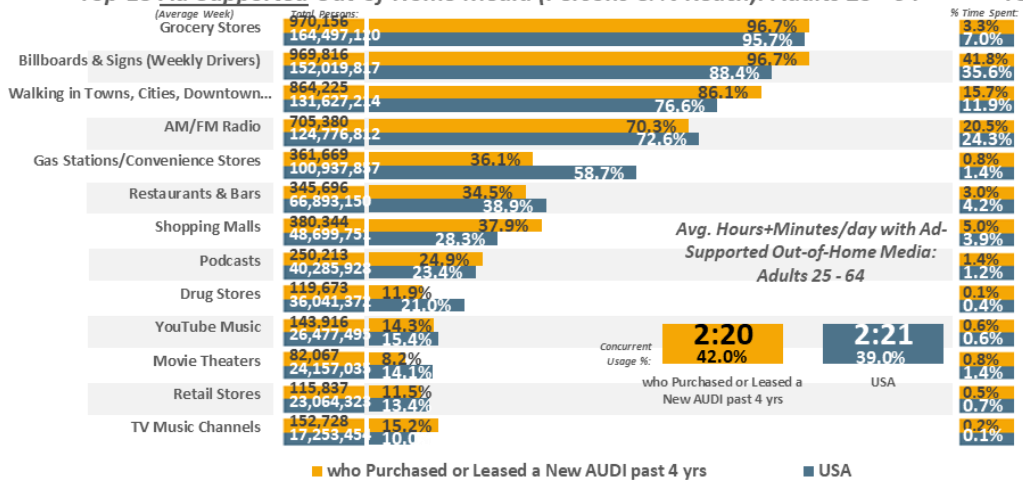
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



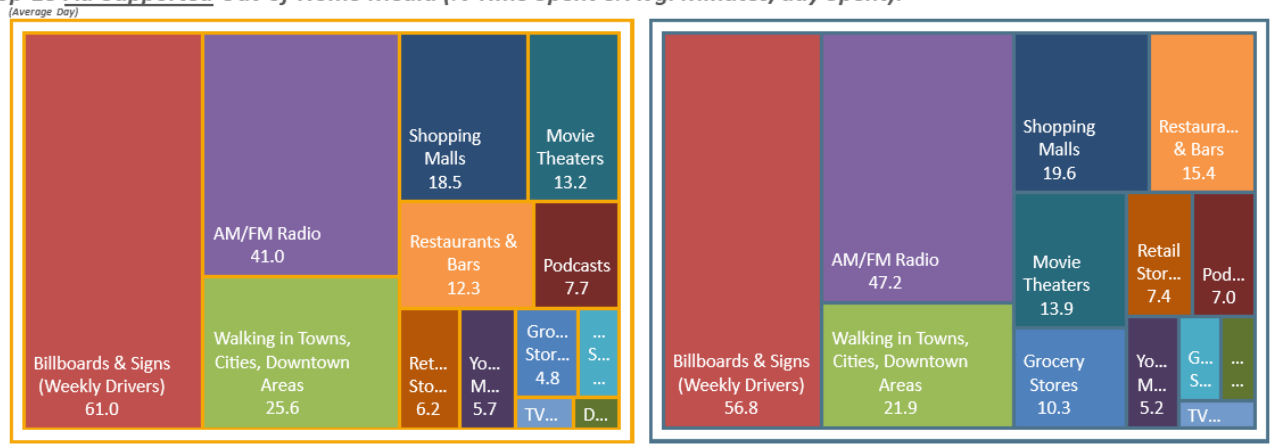
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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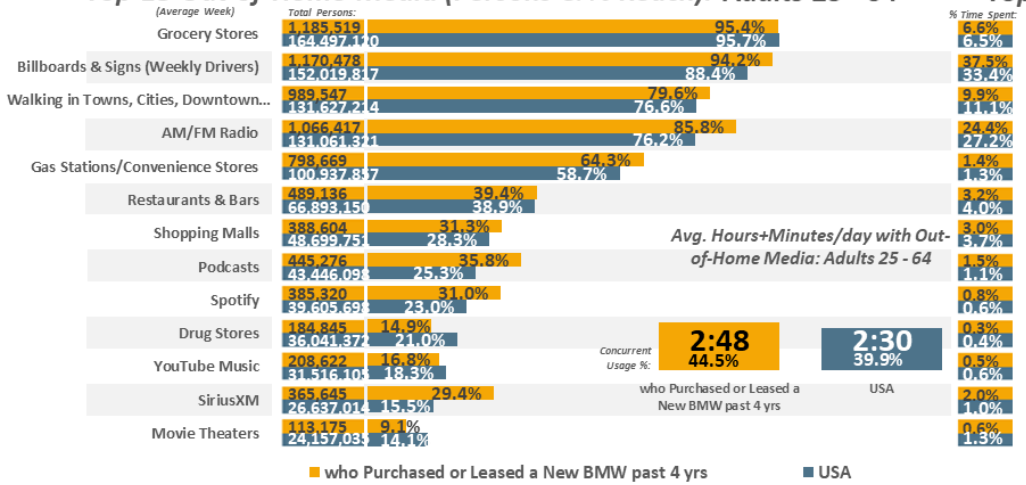
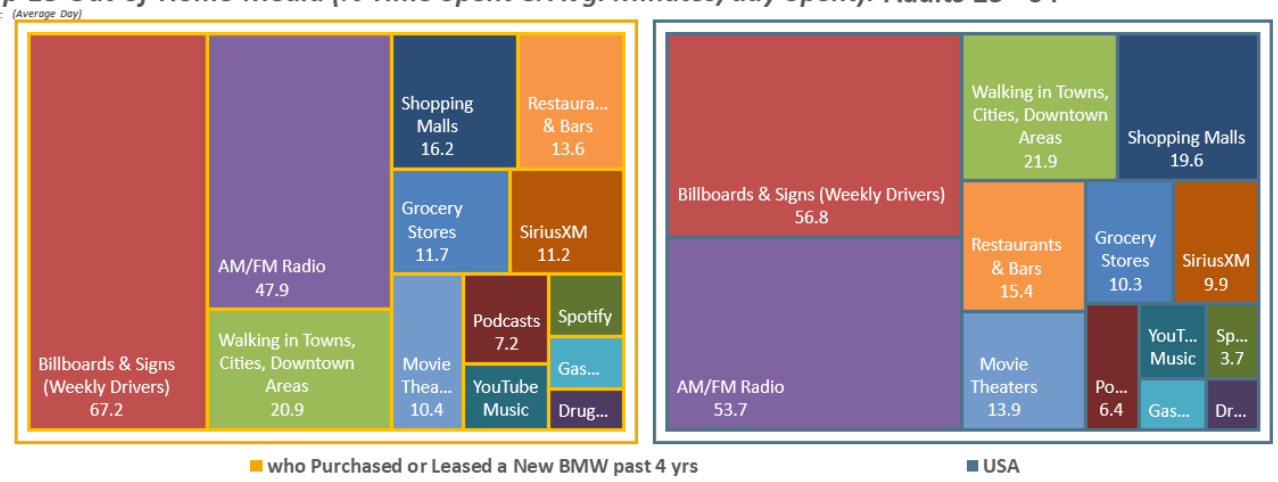
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): AUDI

1,170,478 or 94.2% of Adults 25 - 64 who Purchased or Leased a New BMW past 4 yrs spend an average of 67.2 minutes per day driving, seeing Billboards and Signs. 78.9% Listen to Local Radio Stations Out-of-Home for an average of 40.8 minutes/day.

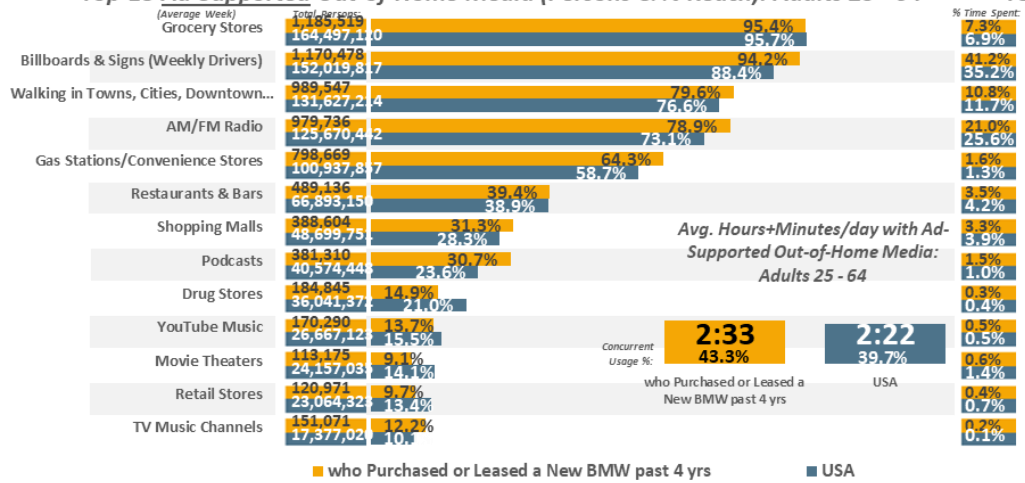
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



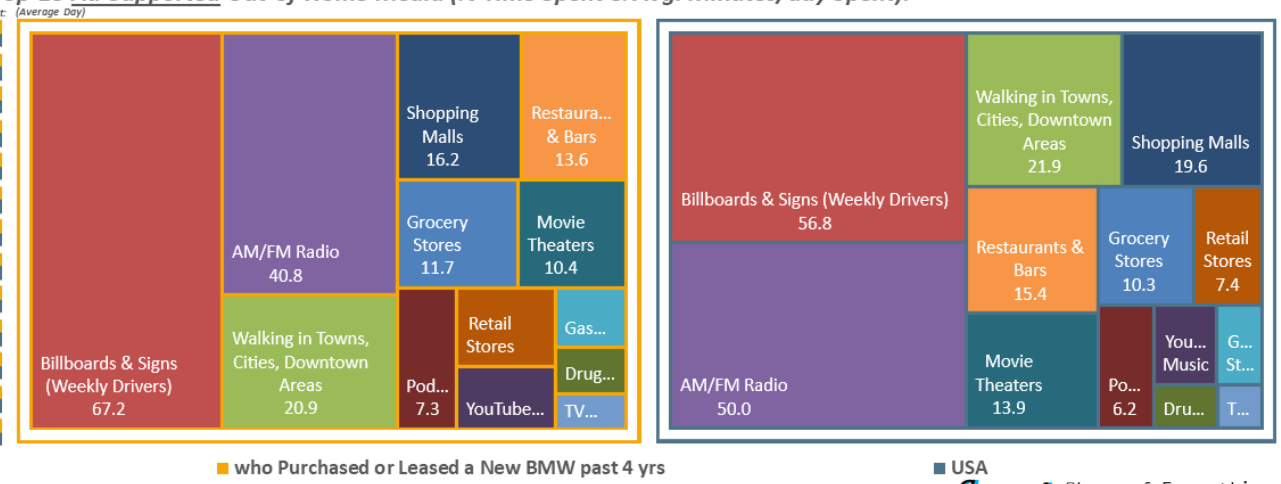
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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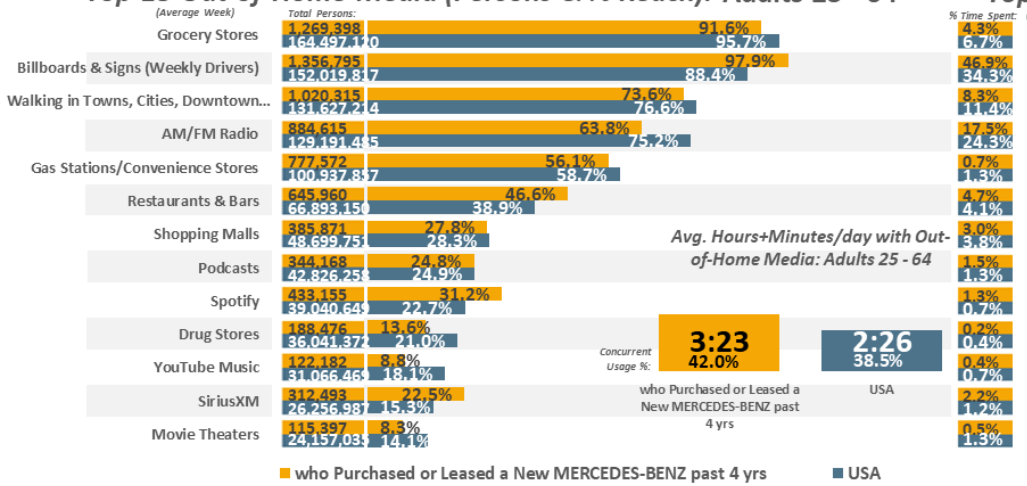
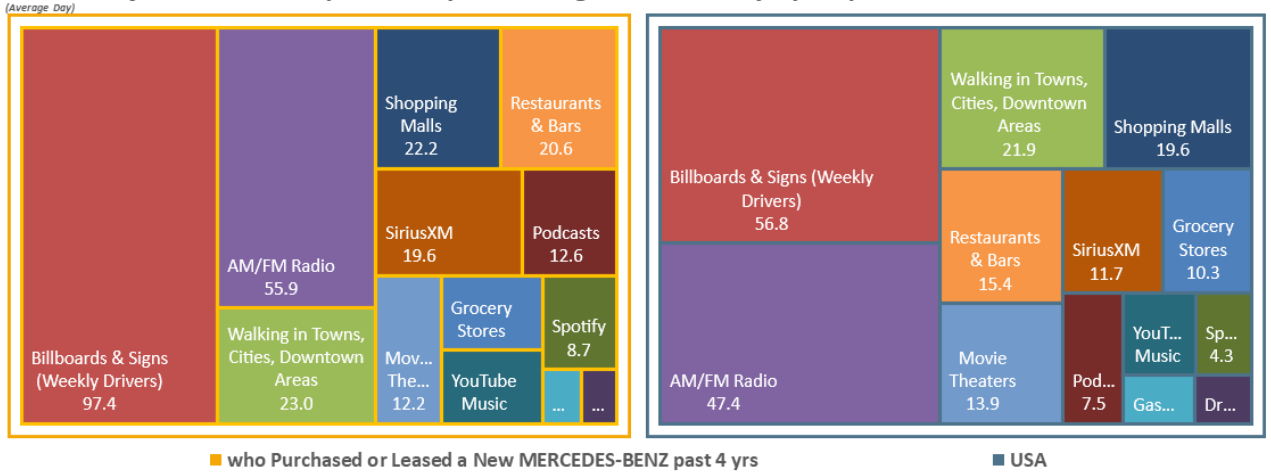
Mercedes-Benz

1,356,795 or 97.9% of Adults 25 - 64 who Purchased or Leased a New MERCEDES-BENZ past 4 yrs spend an average of 97.4 minutes per day driving, seeing Billboards and Signs. 60.4% Listen to Local Radio Stations Out-of-Home for an average of 49.4 minutes/day.

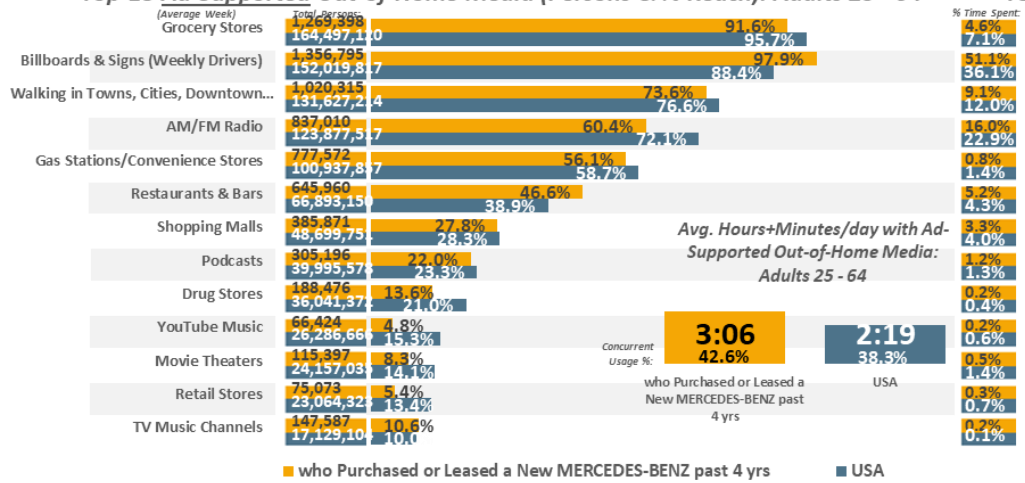
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



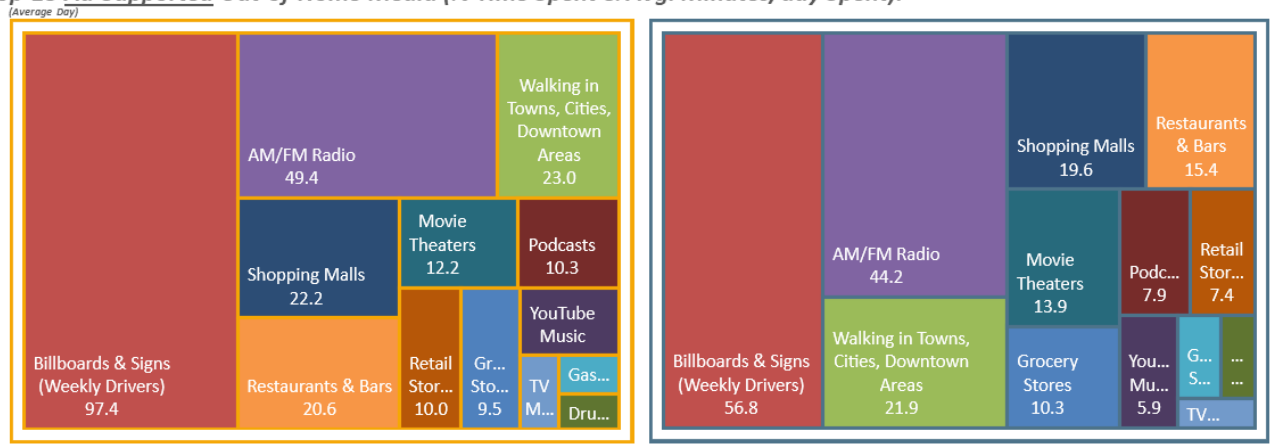
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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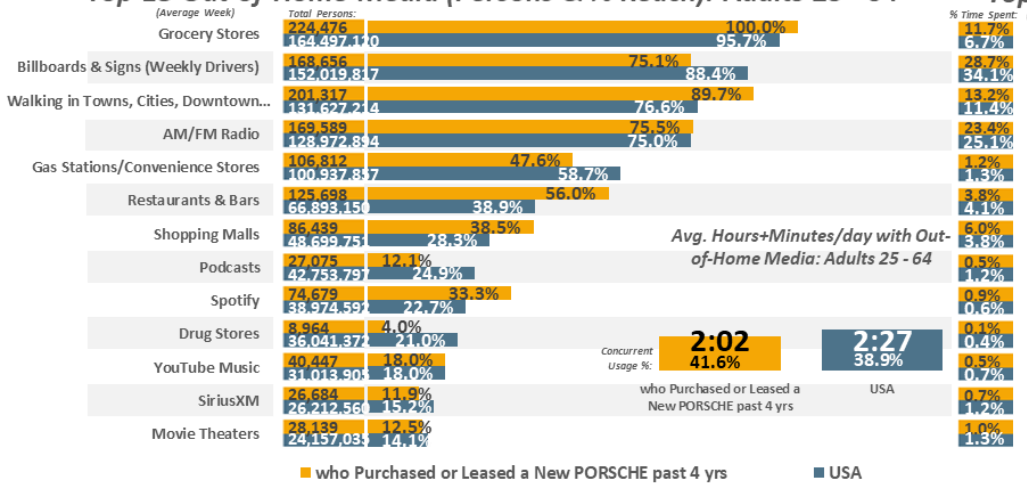
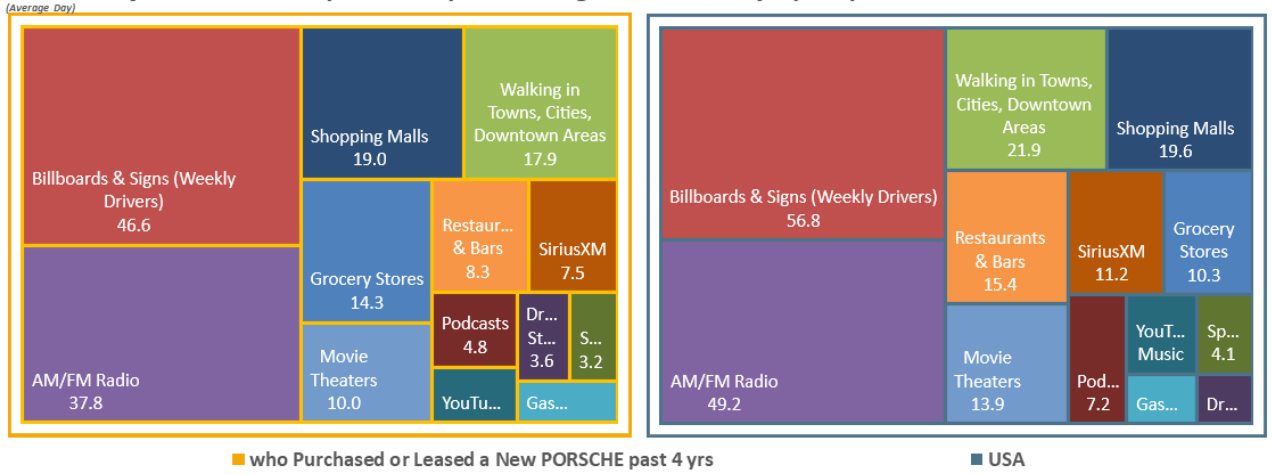
168,656 or 75.1% of Adults 25 - 64 who Purchased or Leased a New PORSCHE past 4 yrs spend an average of 46.6 minutes per day driving, seeing Billboards and Signs. 72.9% Listen to Local Radio Stations Out-of-Home for an average of 34.2 minutes/day.

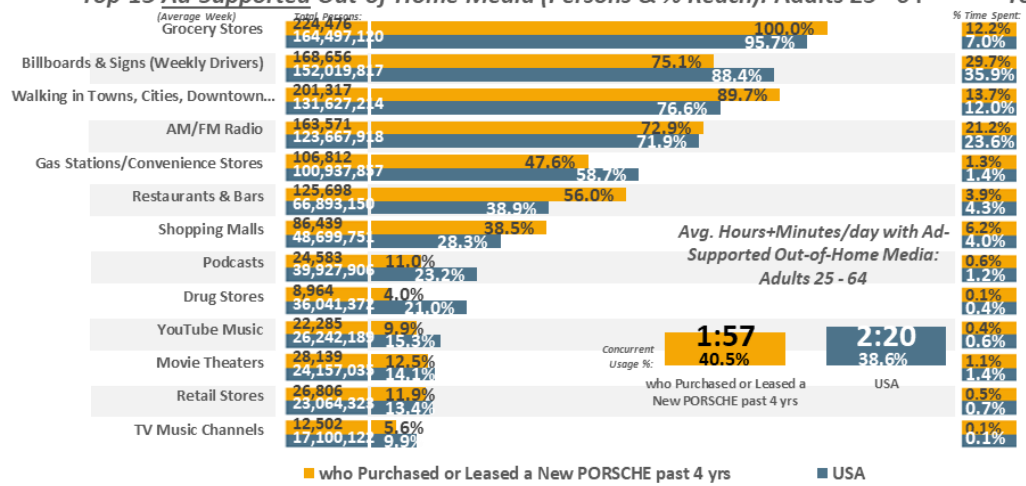
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



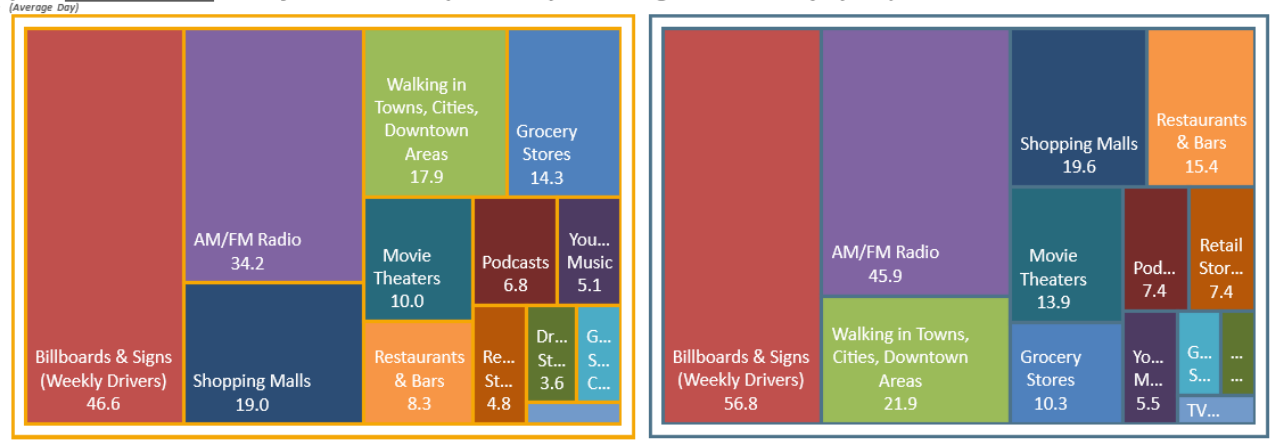
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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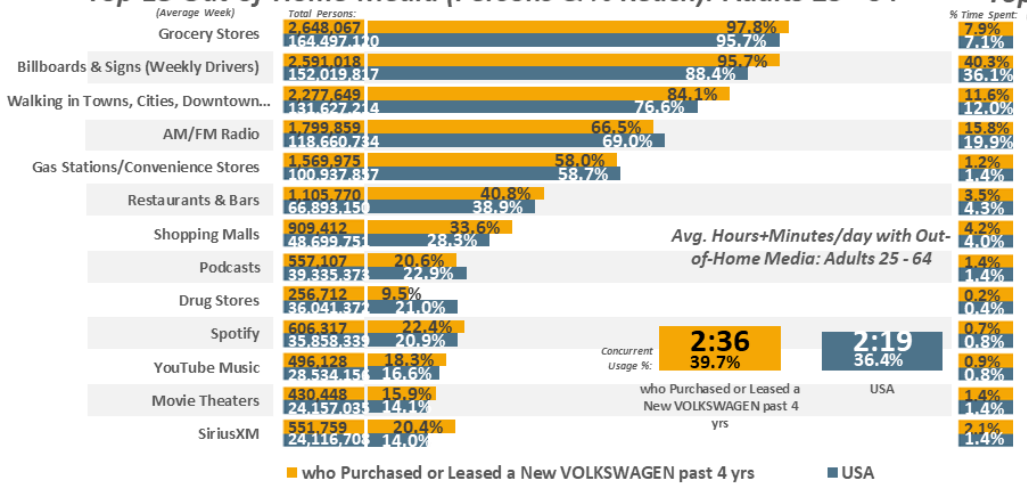
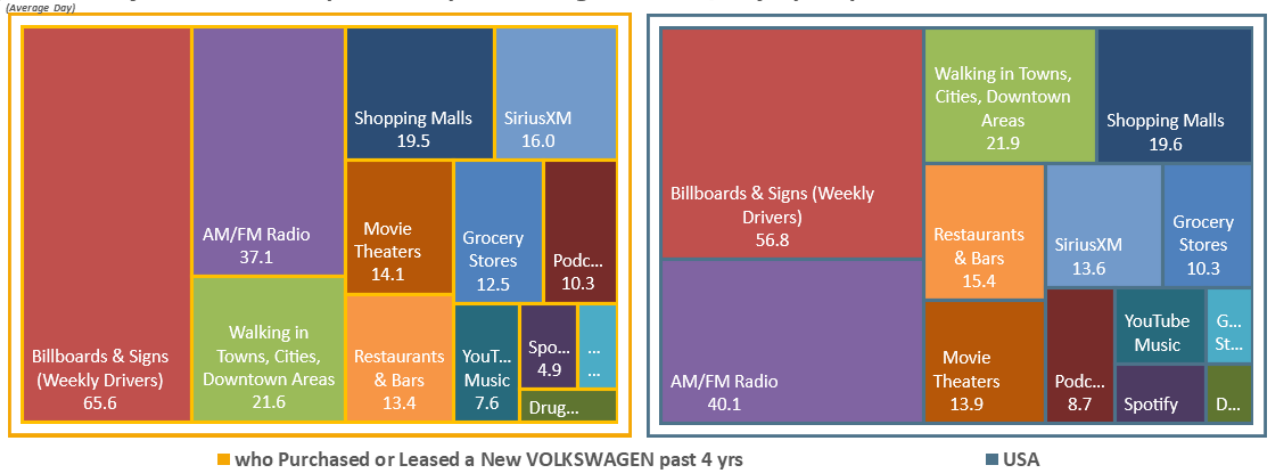
2,591,018 or 95.7% of Adults 25 - 64 who Purchased or Leased a New VOLKSWAGEN past 4 yrs spend an average of 65.6 minutes per day driving, seeing Billboards and Signs. 62.8% Listen to Local Radio Stations Out-of-Home for an average of 34. minutes/day.

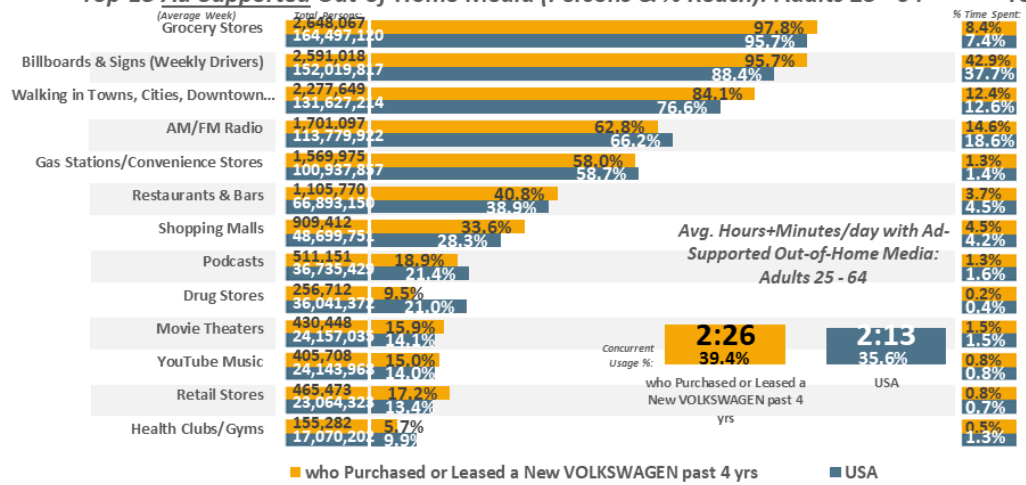
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



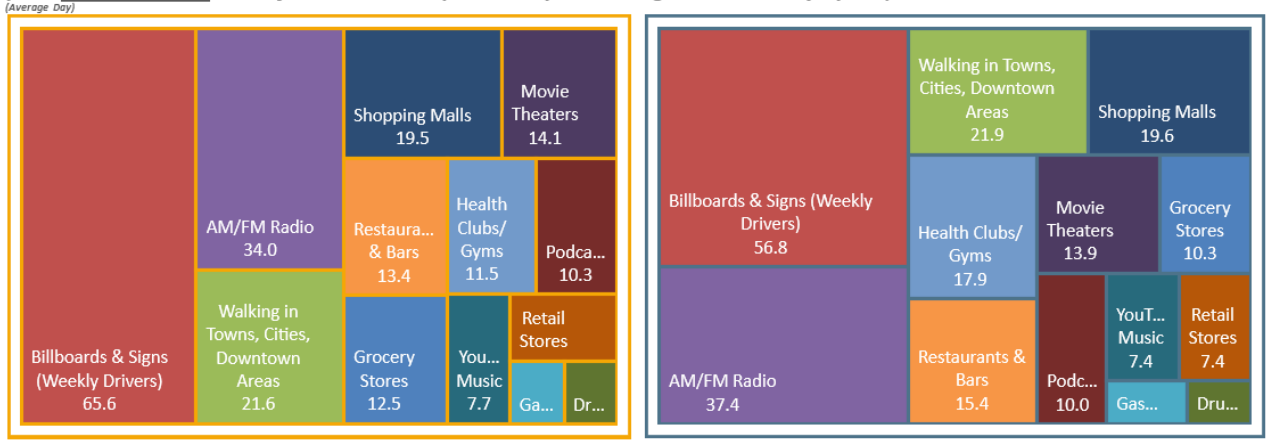
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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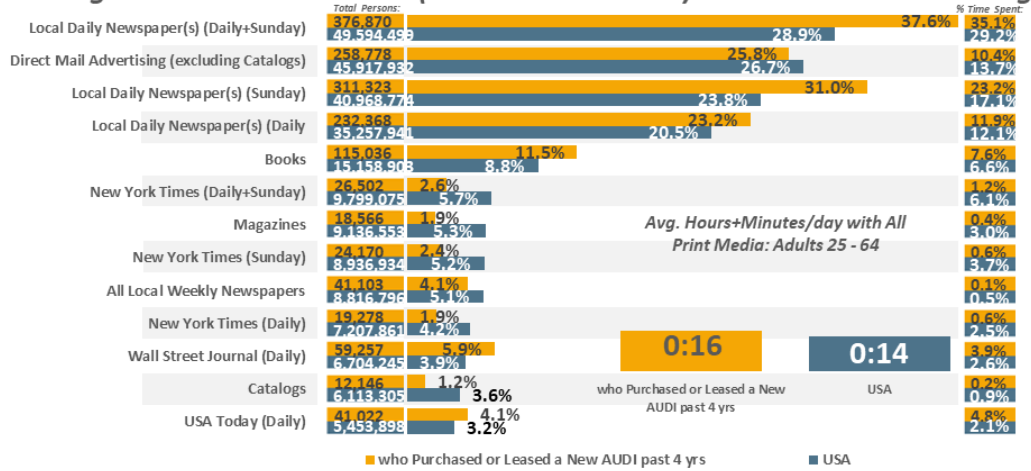
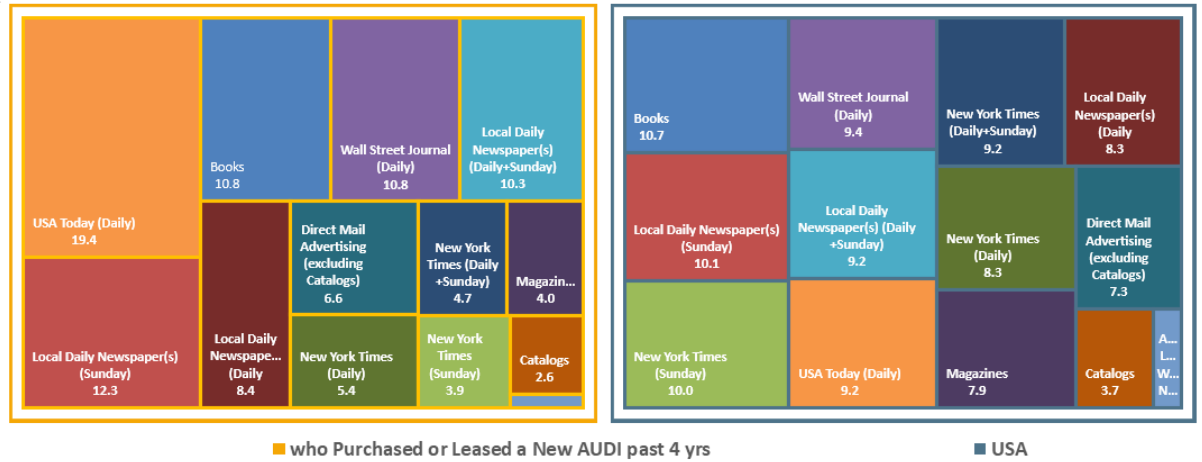
376,870 or 37.6% of Adults 25 - 64 who Purchased or Leased a New AUDI past 4 yrs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 37.9% of all time spent daily with All forms of Print Media.

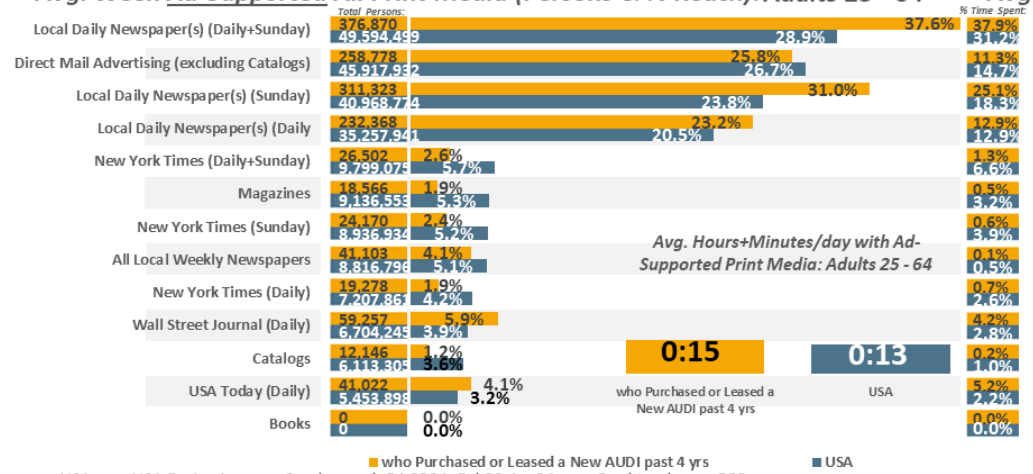
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



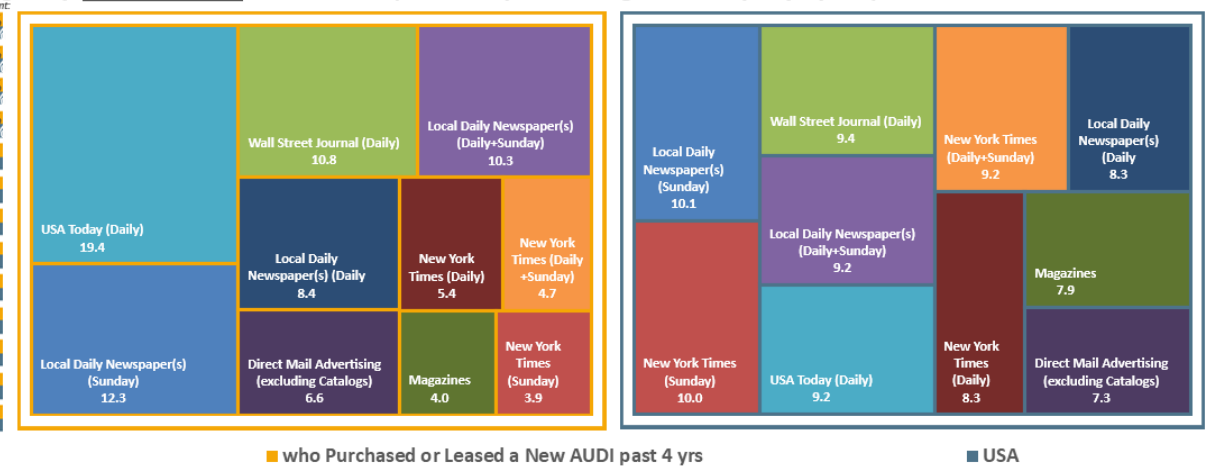
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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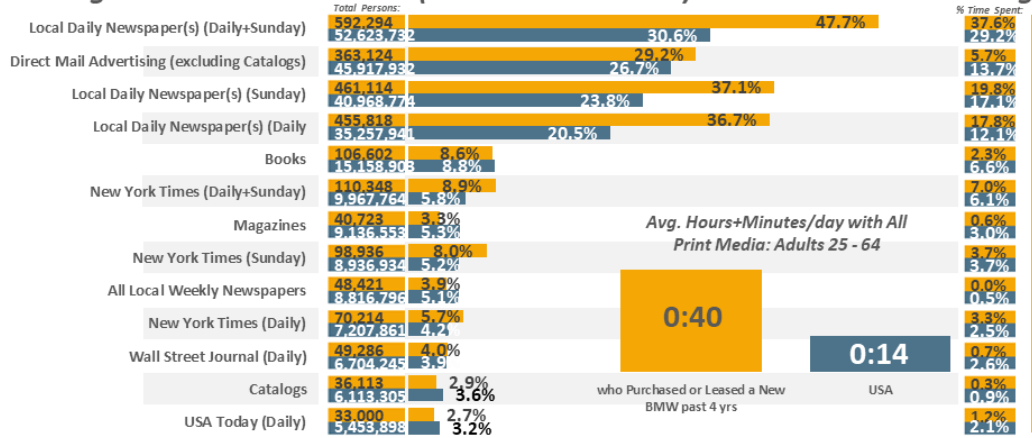
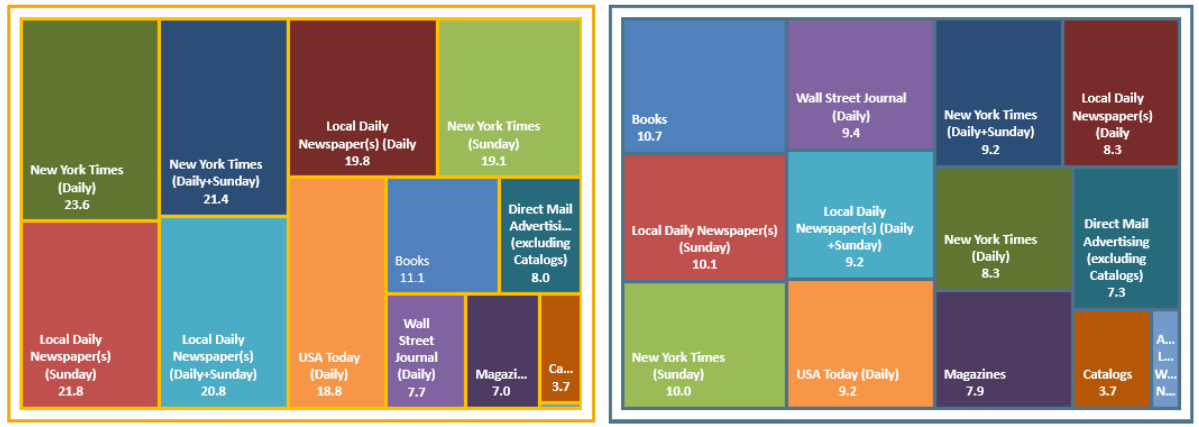
[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): AUDI

592,294 or 47.7% of Adults 25 - 64 who Purchased or Leased a New BMW past 4 yrs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 20.8 minutes every day representing 38.5% of all time spent daily with All forms of Print Media.

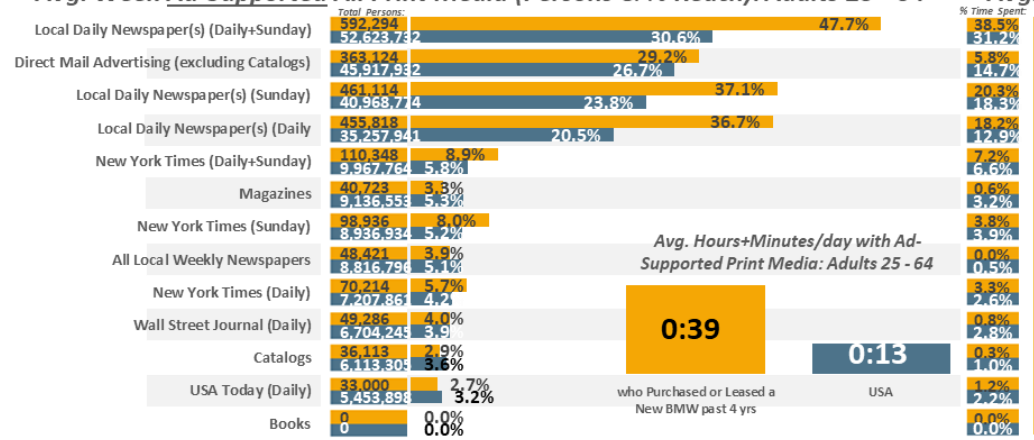
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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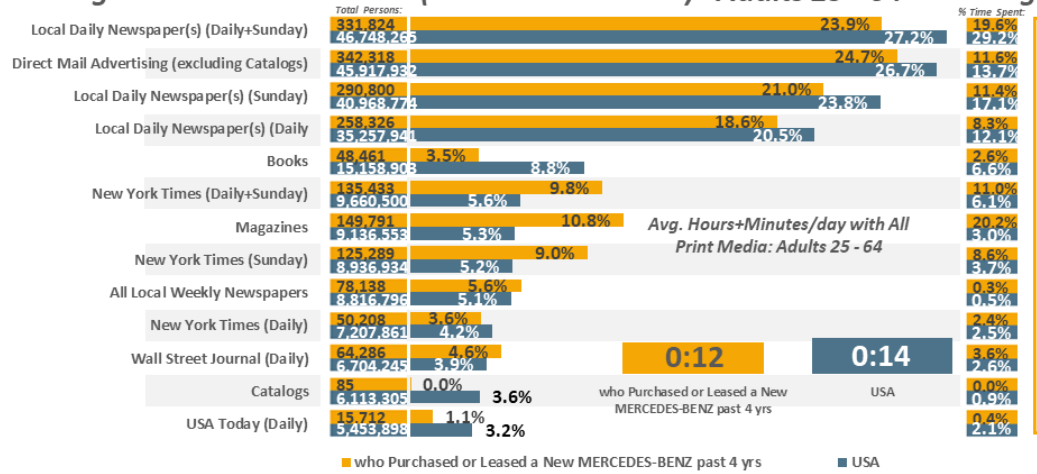
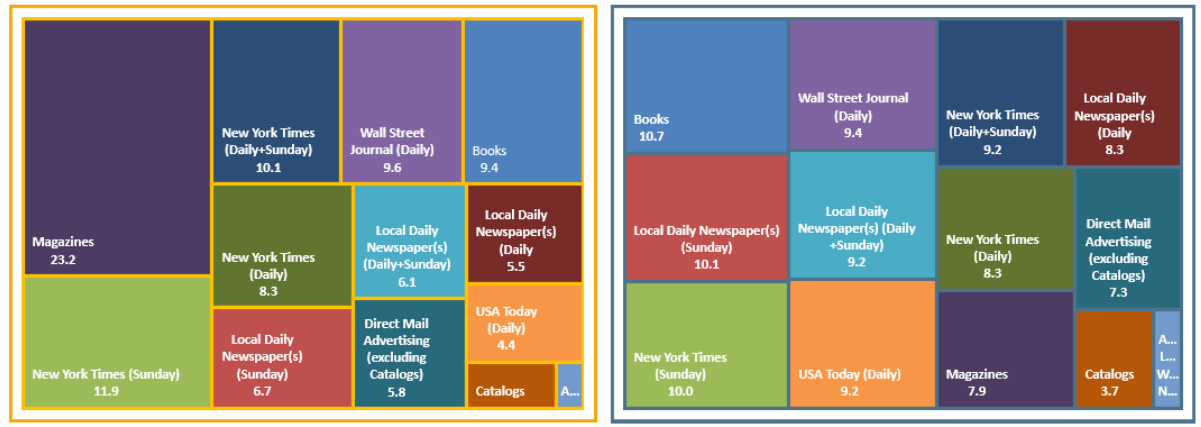
149,791 or 10.8% of Adults 25 - 64 who Purchased or Leased a New MERCEDES-BENZ past 4 yrs read Magazines for an average of 23.2 minutes every day representing 20.7% of all time spent daily with All forms of Print Media.

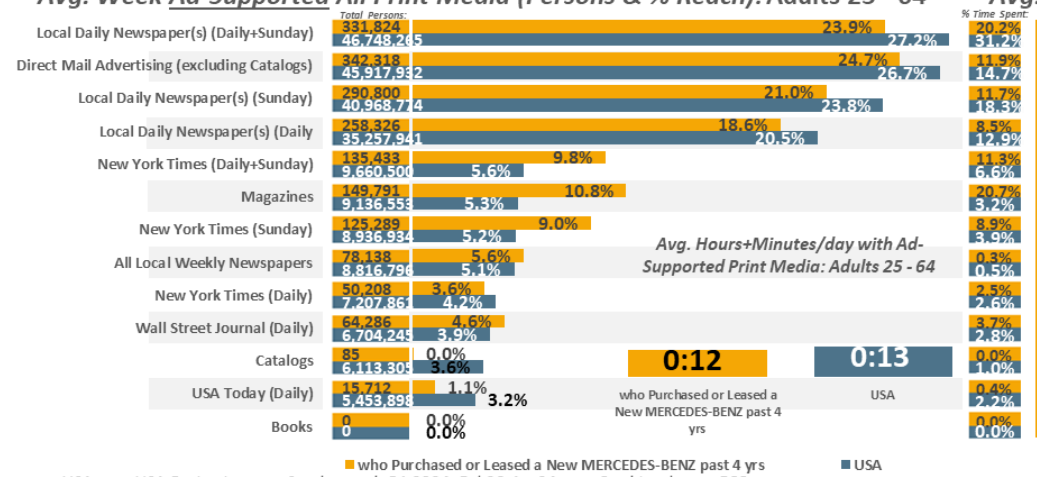
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



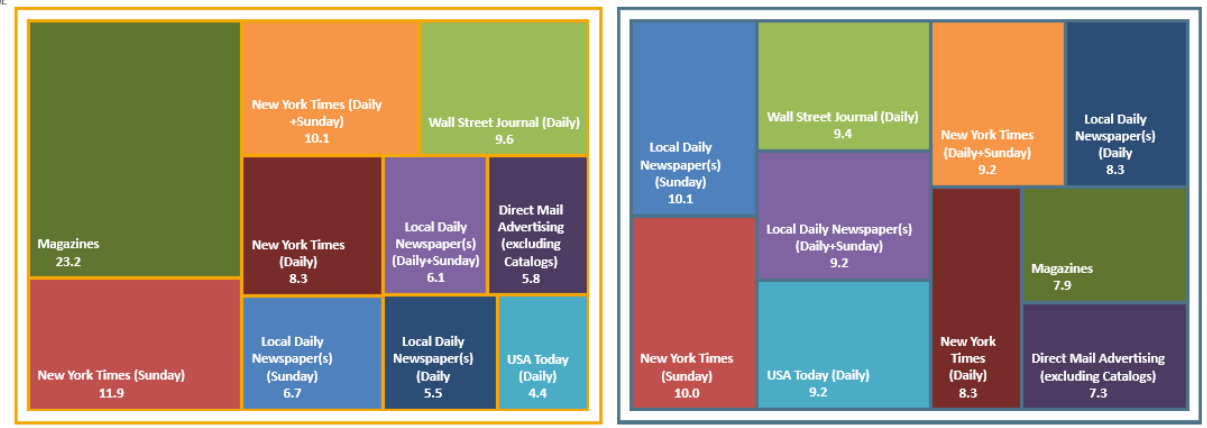
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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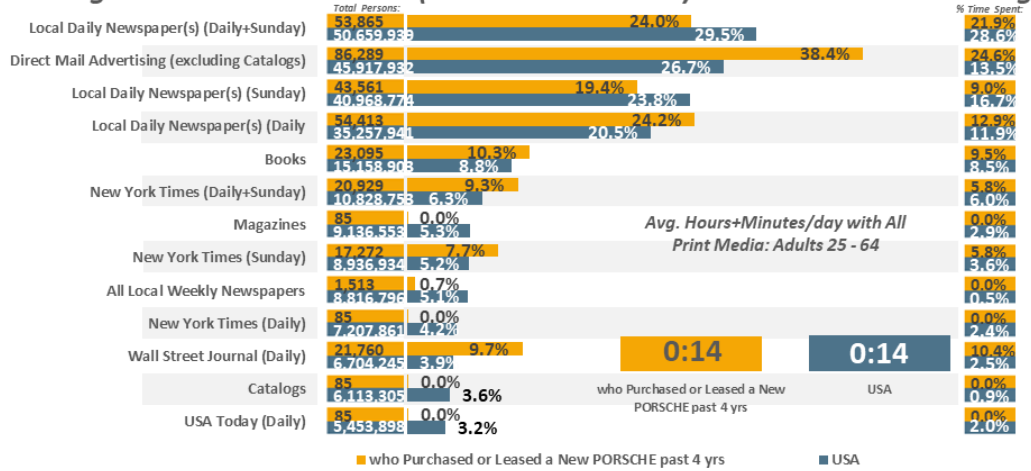
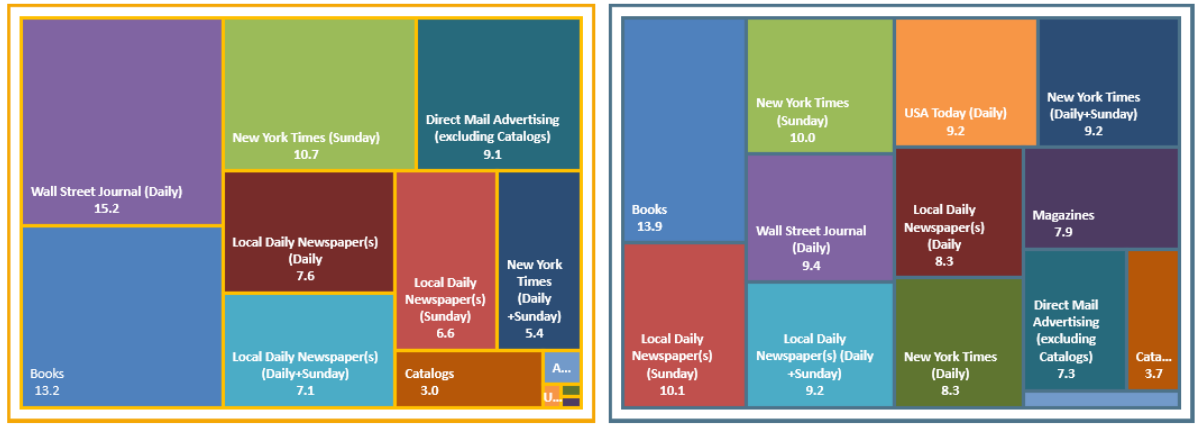
86,289 or 38.4% of Adults 25 - 64 who Purchased or Leased a New PORSCHE past 4 yrs read Direct Mail Advertising (excluding Catalogs) for an average of 9.1 minutes every day representing 27.2% of all time spent daily with All forms of Print Media.

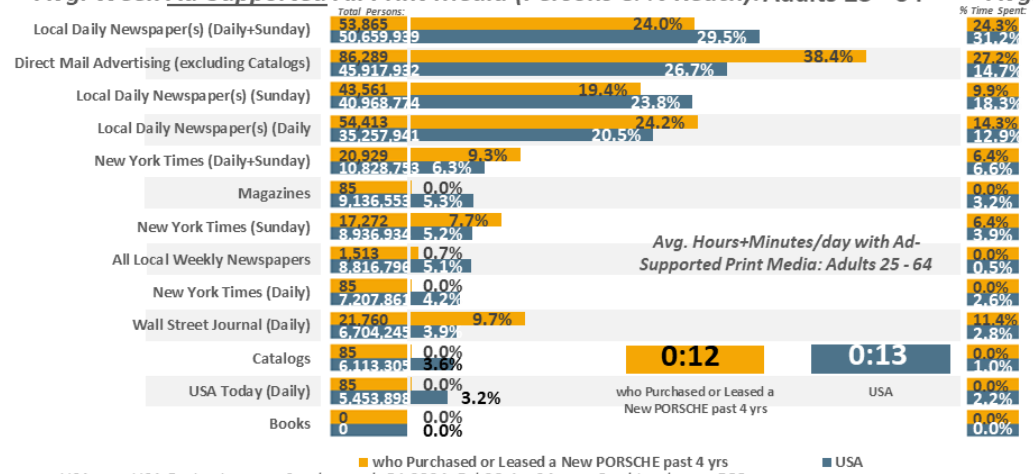
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



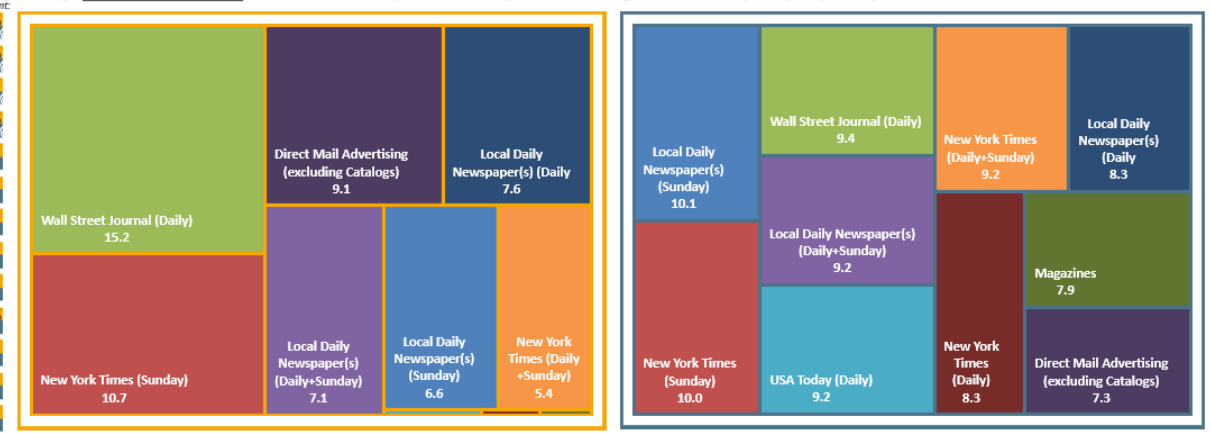
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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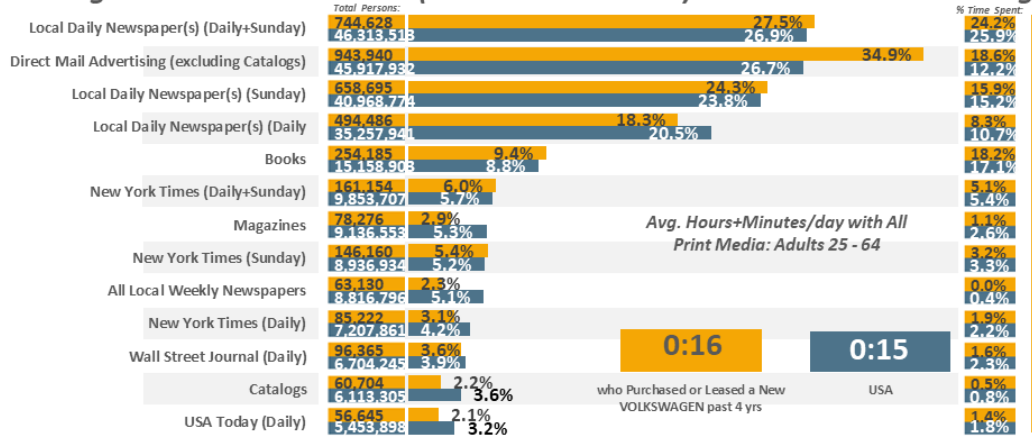
744,628 or 27.5% of Adults 25 - 64 who Purchased or Leased a New VOLKSWAGEN past 4 yrs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 29.6% of all time spent daily with All forms of Print Media.

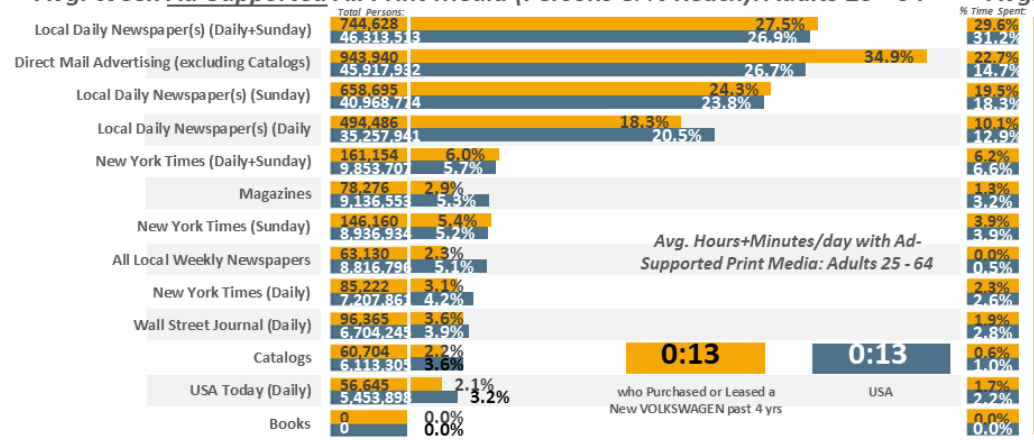
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



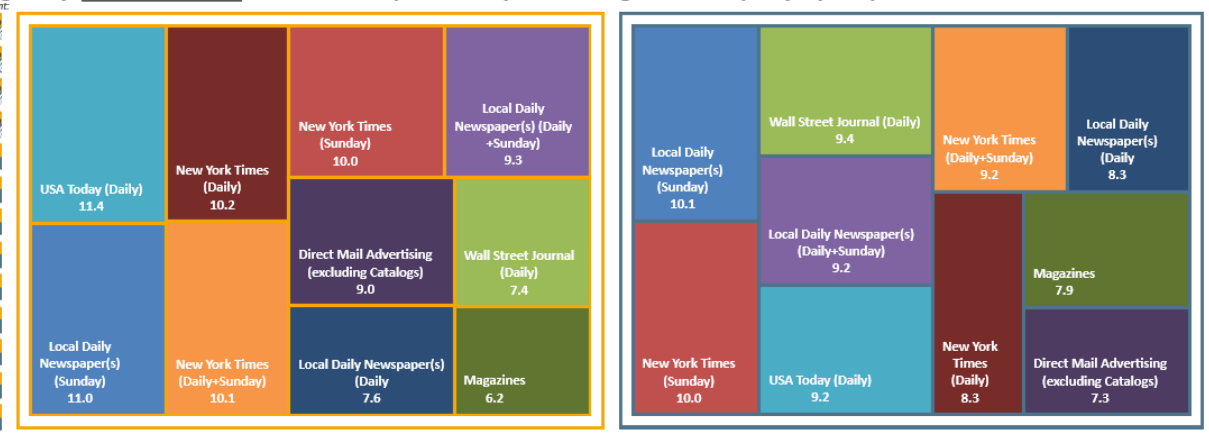
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 568

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USA Jan23-Feb24 USA Projection Qual Intab 14,048

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[(Age summaries: Adults 25 - 64 AND (Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle))] AND Make of new vehicle (HHLD): VOLKSWAGEN