USA –P25-64 Past 4 Year Purchasers and Lessees of 5 Popular NEW "CUTE UTES"!

Complete Demographic & Media Use Profiles



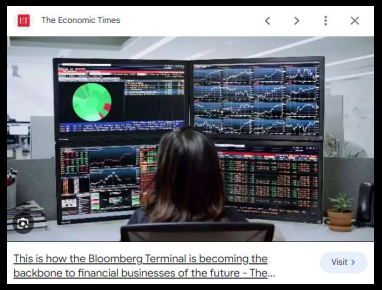


CHEVROLET EQUINOX HONDA CR-V HYUNDAI TUCSON

Complete Demographic, Psychographic, and Total Media Usage Profiles of P25-64 Purchasers and Lessees of New 2020 – 2023 CHEVROLET EQUINOX,, HONDA CR-V,, HYUNDAI TUCSON, NISSAN ROGUE, and TOYOTA RAV4 CUVs as of April 2024!



NISSAN ROGUE TOYOTA RAV4



(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/model of new vehicle (HHLD): CHEVROLET EQUINOX
(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/model of new vehicle (HHLD): HONDA CR-V
(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/model of new vehicle (HHLD): HYUNDAI TUCSON
(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/model of new vehicle (HHLD): NISSAN ROGUE
(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/model of new vehicle (HHLD): TOYOTA RAV4

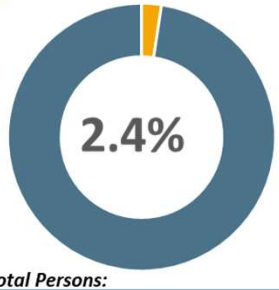
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

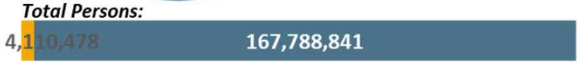


2.4% or 4,110,478 of USA Adults 25 - 64 Purchased or Leased a New HONDA CR-V past 4yrs.
Typical Adults 25 - 64 who Purchased or Leased a New HONDA CR-V past 4yrs are 46.1 years old (2.6% older than average) and have a $149,693 (52.6% higher than average) annual household income.

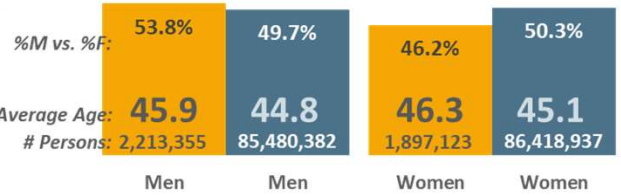
Percent of Market: Adults 25 - 64



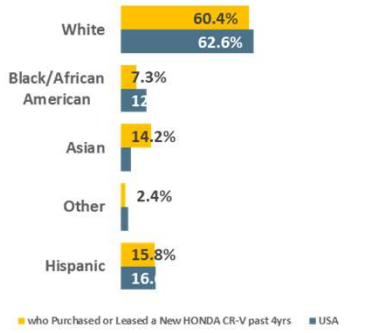
Total Persons:



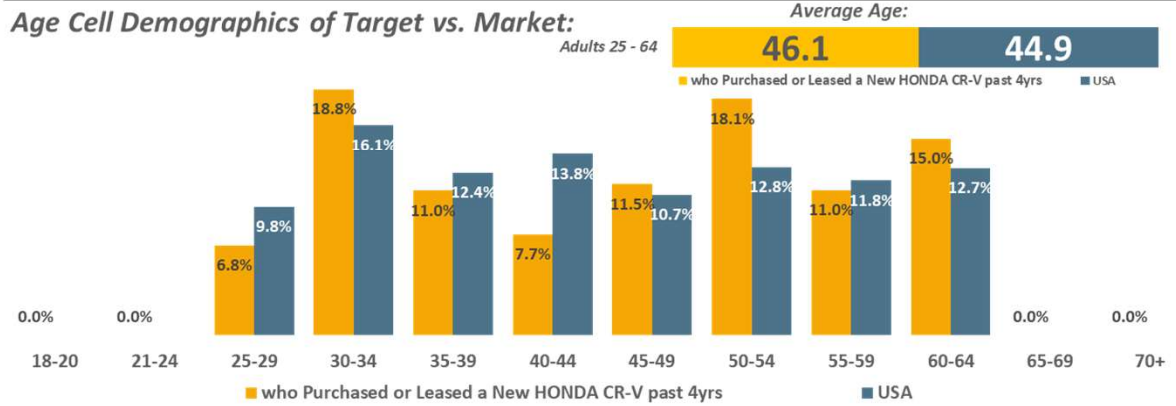
Gender of Target vs. Market: Adults 25 - 64



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,548*

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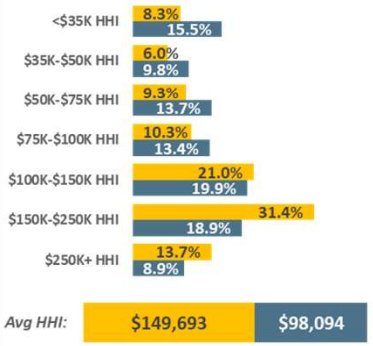
HHI of Target vs. Market:



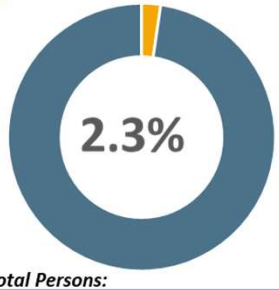
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

(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/model of new vehicle (HHLD): HONDA CR-V



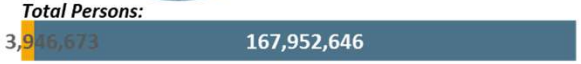
2.3% or 3,946,673 of USA Adults 25 - 64 Purchased or Leased a New TOYOTA RAV4 past 4yrs.
Typical Adults 25 - 64 who Purchased or Leased a New TOYOTA RAV4 past 4yrs are 45.9 years old (2.1% older than average) and have a $136,565 (39.2% higher than average) annual household income.

Percent of Market: Adults 25 - 64



- who Purchased or Leased a New TOYOTA RAV4 past 4yrs
- Remainder of USA Metro

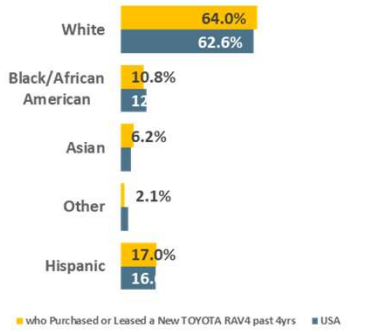
Total Persons:



Gender of Target vs. Market: Adults 25 - 64

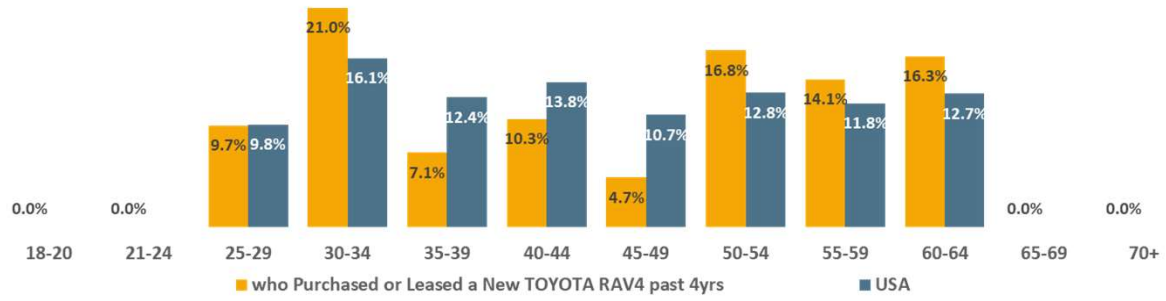
	Men	Men	Women	Women
%M vs. %F:	47.0%	49.7%	53.0%	50.3%
Average Age:	45.7	44.8	46.1	45.1
# Persons:	1,855,082	85,480,382	2,091,591	86,418,937

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 25 - 64	45.9	44.9
	who Purchased or Leased a New TOYOTA RAV4 past 4yrs	USA



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,548*

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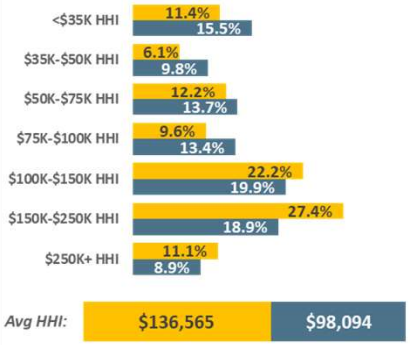
HHI of Target vs. Market:



Avg HHI:	$136,565	$98,094

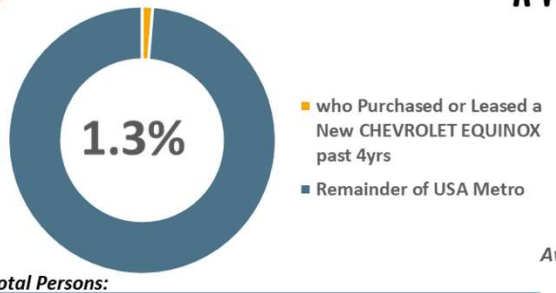
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

(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/model of new vehicle (HHLD): TOYOTA RAV4

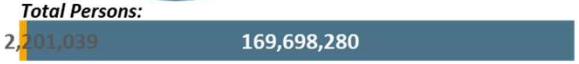


1.3% or 2,201,039 of USA Adults 25 - 64 Purchased or Leased a New CHEVROLET EQUINOX past 4yrs.
Typical Adults 25 - 64 who Purchased or Leased a New CHEVROLET EQUINOX past 4yrs are 45.4 years old (1.1% older than average) and have a $122,011 (24.4% higher than average) annual household income.

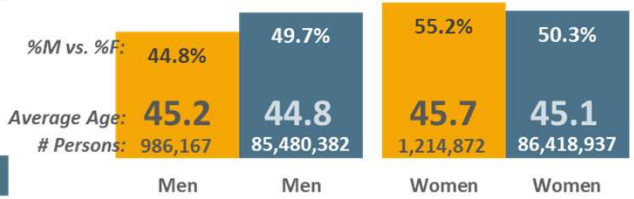
Percent of Market: Adults 25 - 64



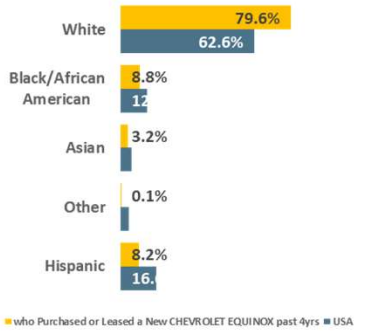
Total Persons:



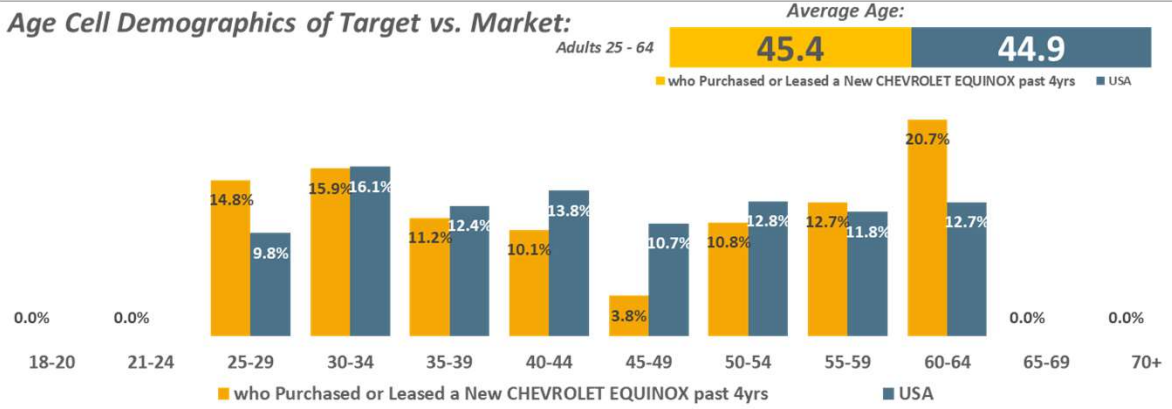
Gender of Target vs. Market: Adults 25 - 64



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,548

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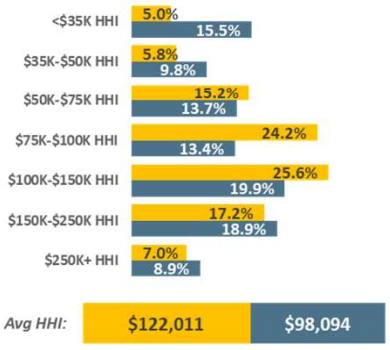
HHI of Target vs. Market:



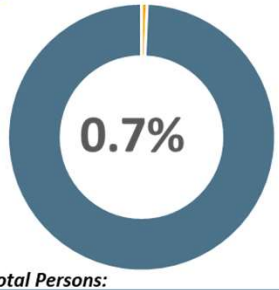
USA Jan23-Feb24 USA Projection Qual Intab 14,048

(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/model of new vehicle (HHLD): CHEVROLET EQUINOX



.7% or 1,171,594 of USA Adults 25 - 64 Purchased or Leased a New HYUNDAI TUCSON past 4yrs.
Typical Adults 25 - 64 who Purchased or Leased a New HYUNDAI TUCSON past 4yrs are 48.5 years old (7.9% older than average) and have a $135,683 (38.3% higher than average) annual household income.

Percent of Market: Adults 25 - 64

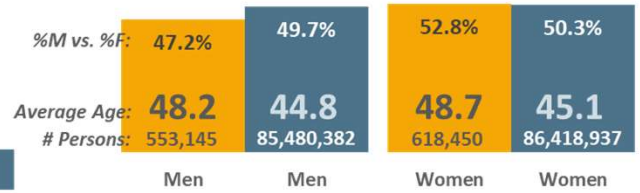


- who Purchased or Leased a New HYUNDAI TUCSON past 4yrs
- Remainder of USA Metro

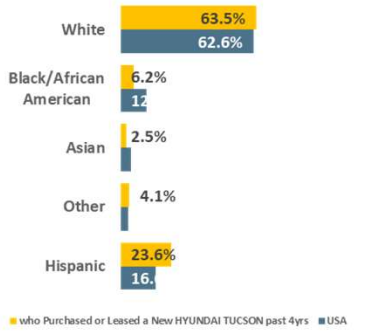
Total Persons:

1,171,594 | 170,727,725

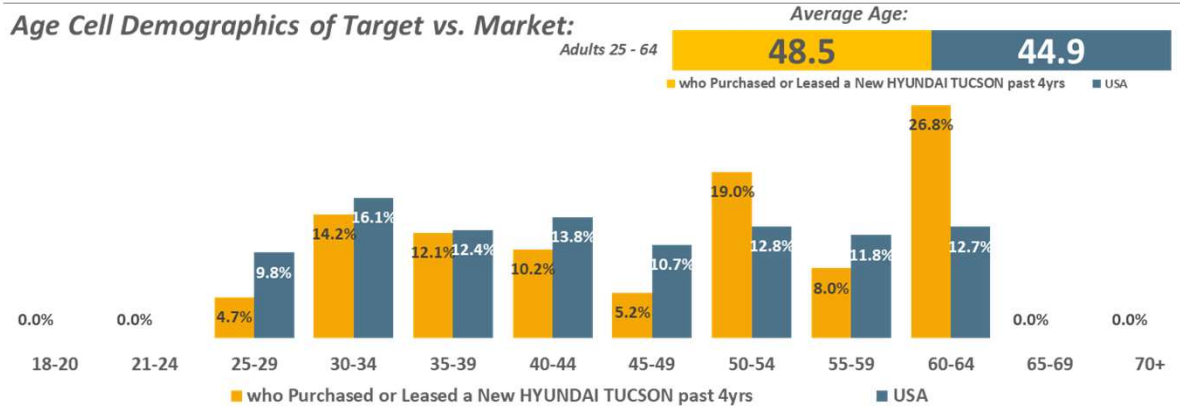
Gender of Target vs. Market: Adults 25 - 64



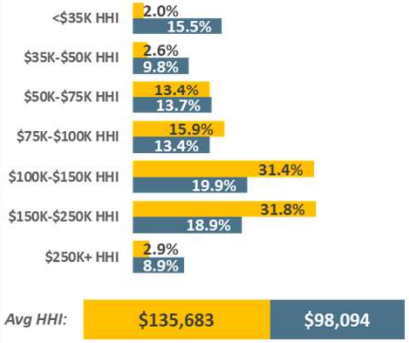
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA | USA Projection | Scarborough R1 2024: Feb23-Apr24 | Qual Intab | 1,548

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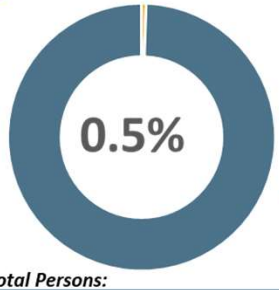
USA Jan23-Feb24 | USA Projection | Qual Intab | 14,048

(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/model of new vehicle (HHLD): HYUNDAI TUCSON



.5% or 942,865 of USA Adults 25 - 64 Purchased or Leased a New NISSAN ROGUE past 4yrs.
Typical Adults 25 - 64 who Purchased or Leased a New NISSAN ROGUE past 4yrs are 50.1 years old (11.6% older than average) and have a $129,569 (32.1% higher than average) annual household income.

Percent of Market: Adults 25 - 64



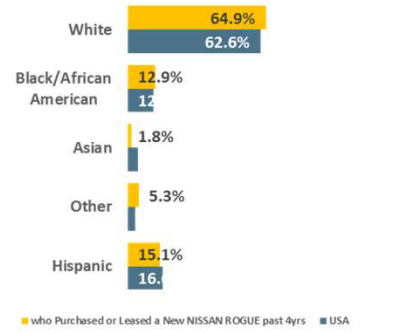
Total Persons:

942,865	170,956,454

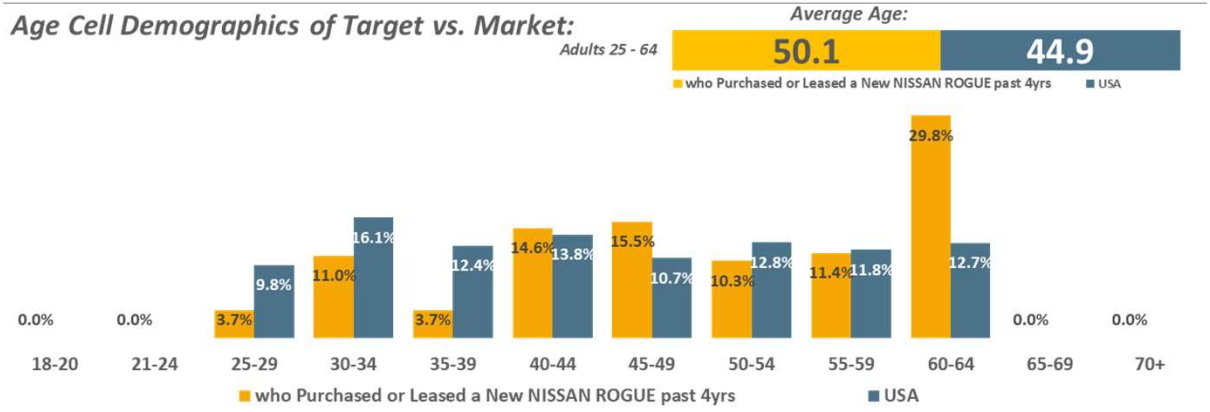
Gender of Target vs. Market: Adults 25 - 64

	Men	Men	Women	Women
%M vs. %F:	48.1%	49.7%	51.9%	50.3%
Average Age:	49.9	44.8	50.4	45.1
# Persons:	453,562	85,480,382	489,303	86,418,937

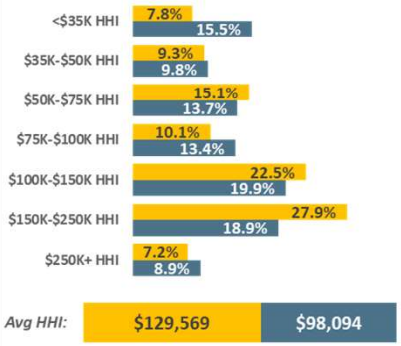
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$129,569	$98,094

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,548

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USA Jan23-Feb24 USA Projection Qual Intab 14,048

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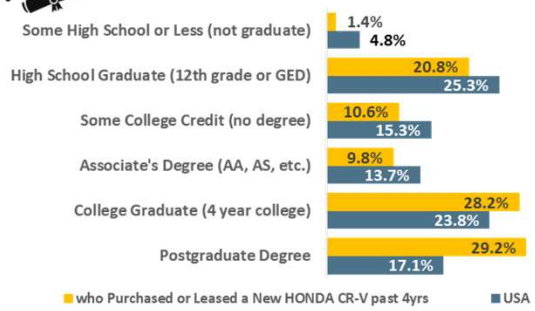
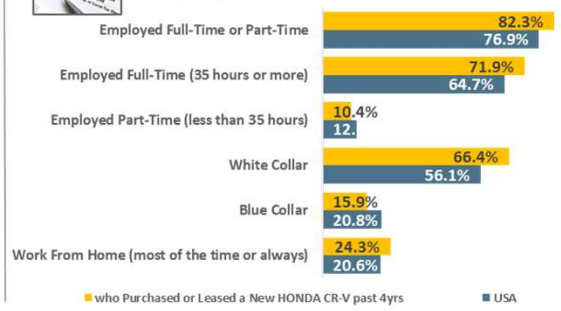
2.4% or 4,110,478 of USA Adults 25 - 64 Purchased or Leased a New HONDA CR-V past 4yrs.
Adults 25 - 64 who Purchased or Leased a New HONDA CR-V past 4yrs are 40.2% more likely to be a college graduate, 11.1% more likely to work full-time, 21.7% more likely to be married, 4.4% more likely to be a parent of 1 or more children under 18.

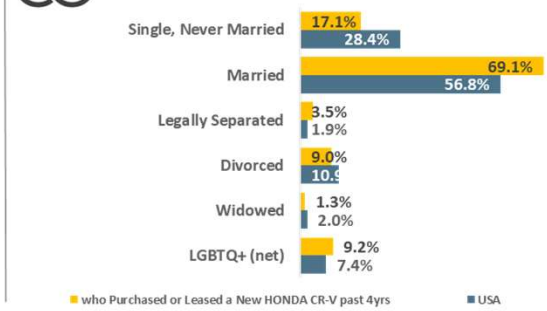
Education Levels: Adults 25 - 64



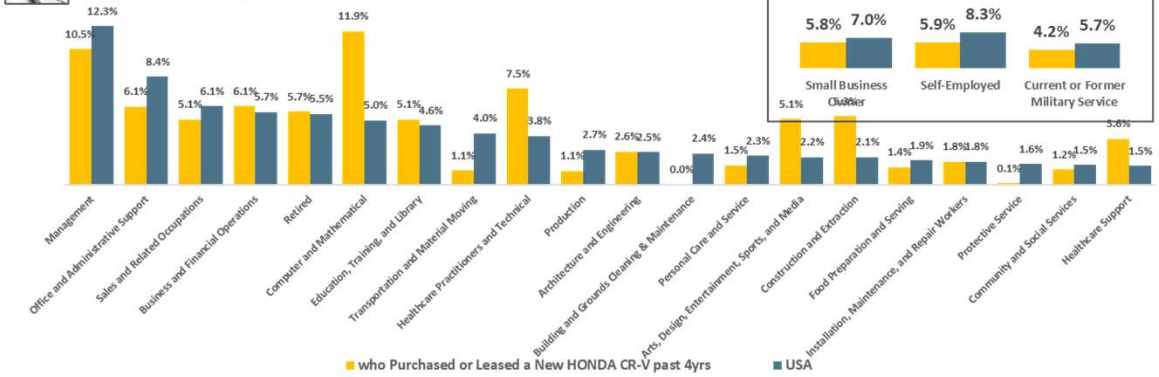
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

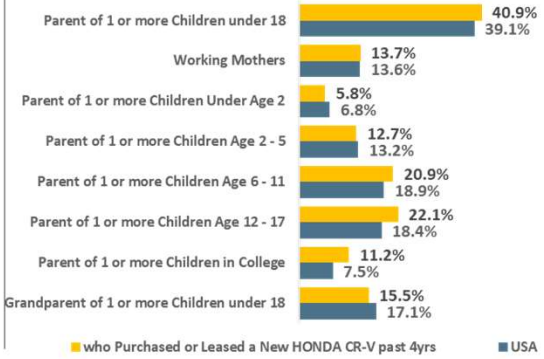


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,548

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USA Jan23-Feb24 USA Projection Qual Intab 14,048

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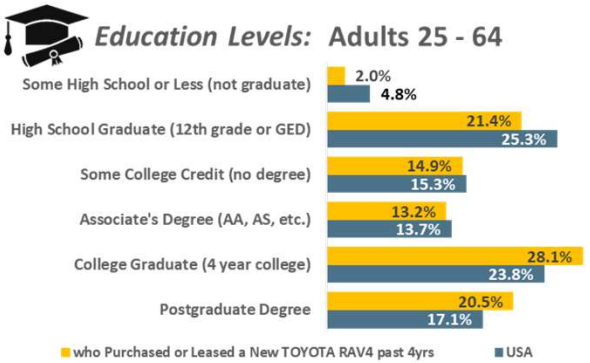
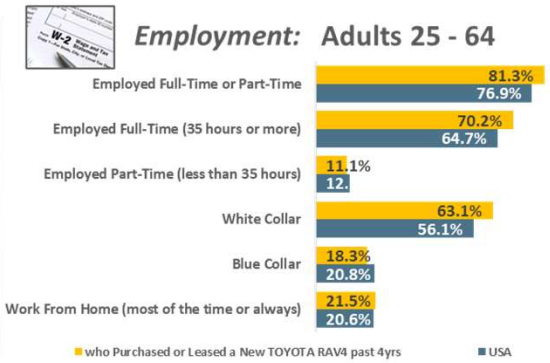
2.3% or 3,946,673 of USA Adults 25 - 64 Purchased or Leased a New TOYOTA RAV4 past 4yrs.
Adults 25 - 64 who Purchased or Leased a New TOYOTA RAV4 past 4yrs are 18.5% more likely to be a college graduate, 8.5% more likely to work full-time, 15.% more likely to be married, 5.5% less likely to be a parent of 1 or more children under 18.

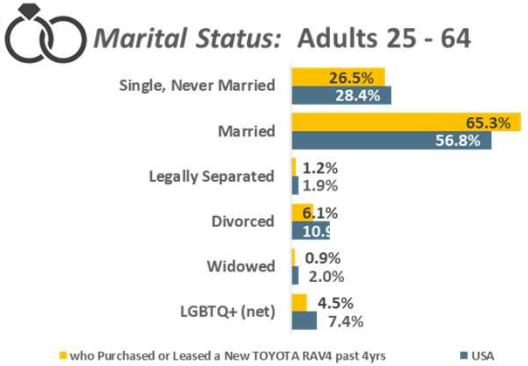
Education Levels: Adults 25 - 64



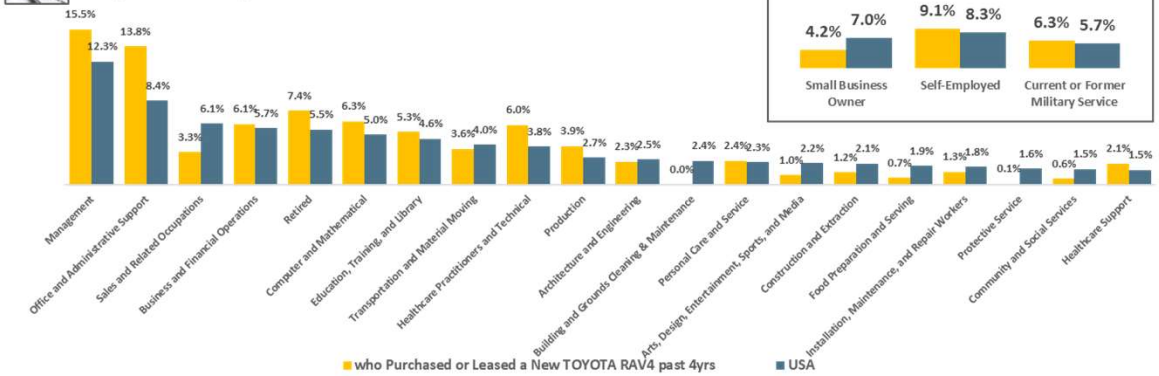
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

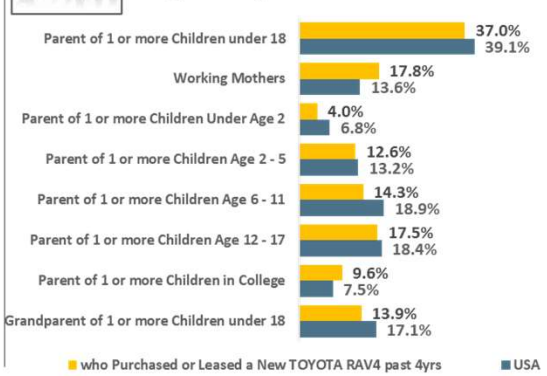


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,548

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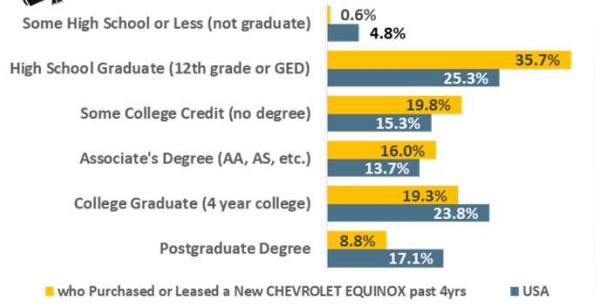
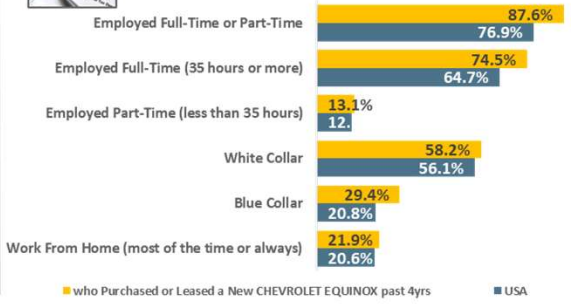
1.3% or 2,201,039 of USA Adults 25 - 64 Purchased or Leased a New CHEVROLET EQUINOX past 4yrs. Adults 25 - 64 who Purchased or Leased a New CHEVROLET EQUINOX past 4yrs are 31.6% less likely to be a college graduate, 15.1% more likely to work full-time, 27.4% more likely to be married, 7.2% less likely to be a parent of 1 or more children under 18.

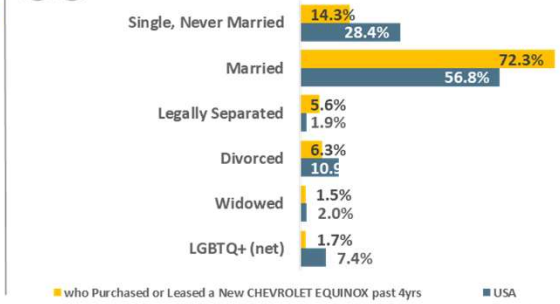
Education Levels: Adults 25 - 64



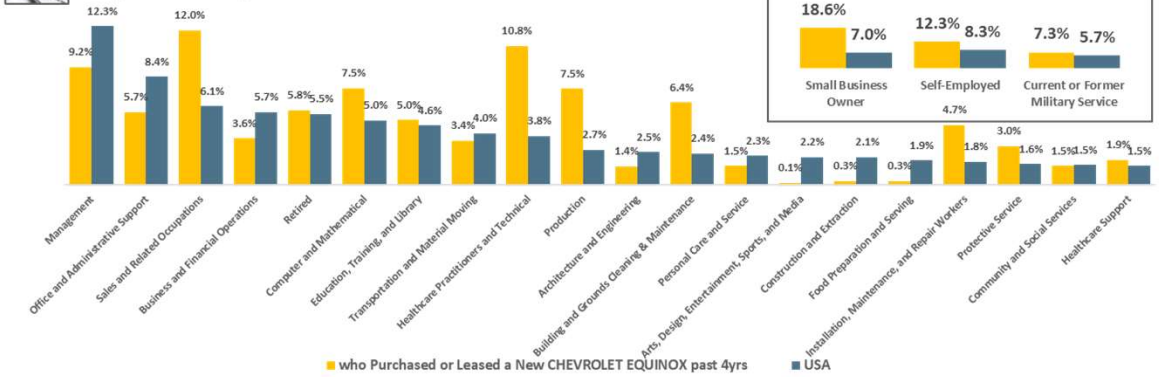
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

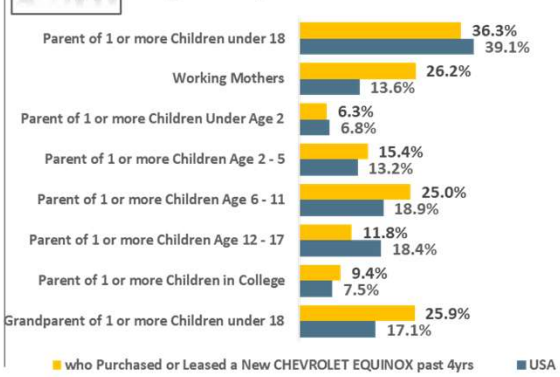


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,548

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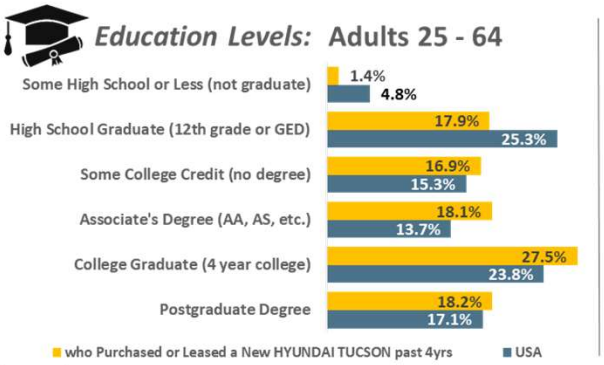
USA Jan23-Feb24 USA Projection Qual Intab 14,048

(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/model of new vehicle (HHLD): CHEVROLET EQUINOX

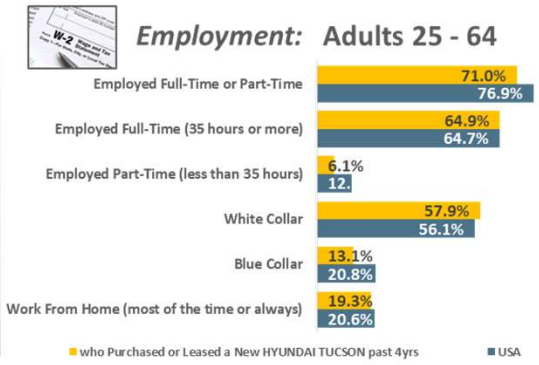


.7% or 1,171,594 of USA Adults 25 - 64 Purchased or Leased a New HYUNDAI TUCSON past 4yrs.
Adults 25 - 64 who Purchased or Leased a New HYUNDAI TUCSON past 4yrs are 11.6% more likely to be a college graduate, .3% more likely to work full-time, 32.6% more likely to be married, 10.7% less likely to be a parent of 1 or more children under 18.

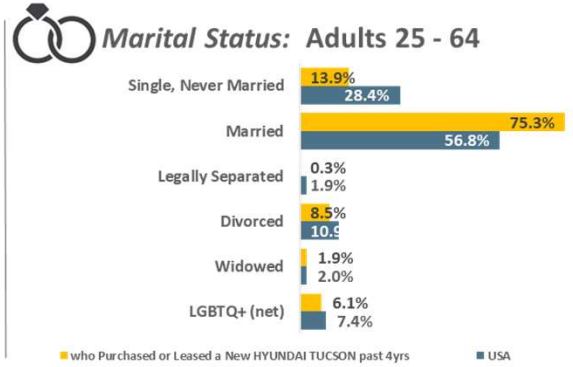
Education Levels: Adults 25 - 64



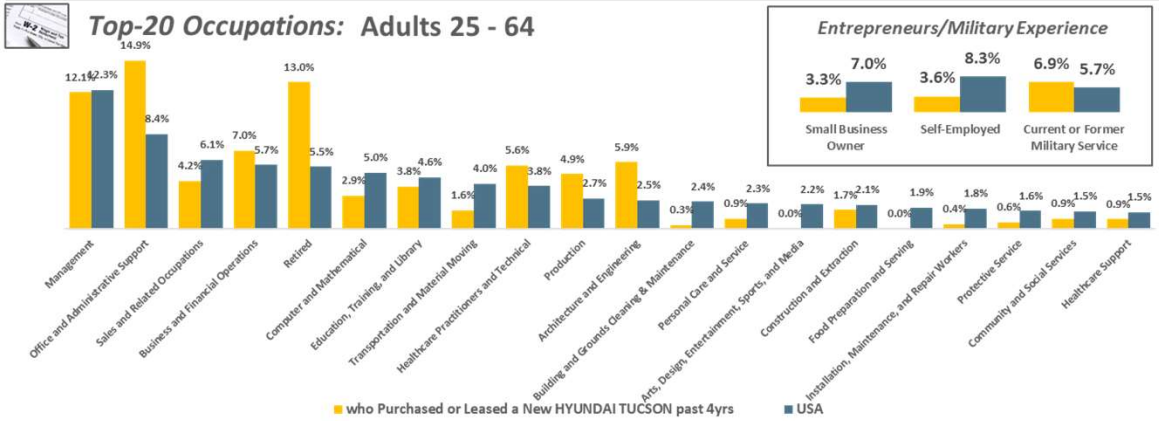
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

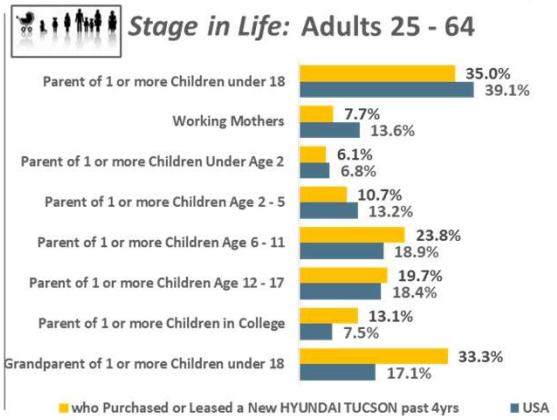


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,548

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USA Jan23-Feb24 USA Projection Qual Intab 14,048

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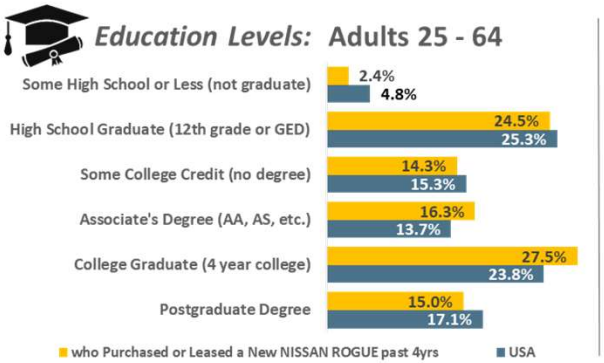
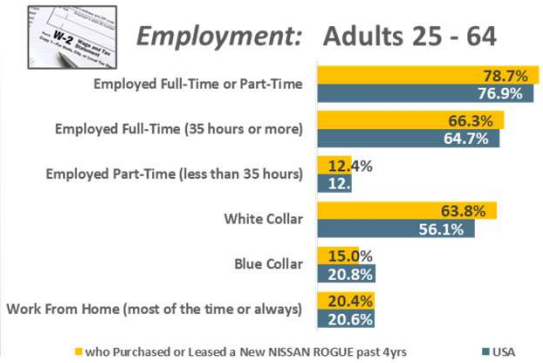
.5% or 942,865 of USA Adults 25 - 64 Purchased or Leased a New NISSAN ROGUE past 4yrs.
Adults 25 - 64 who Purchased or Leased a New NISSAN ROGUE past 4yrs are 3.7% more likely to be a college graduate, 2.6% more likely to work full-time, 1.7% more likely to be married, 39.2% less likely to be a parent of 1 or more children under 18.

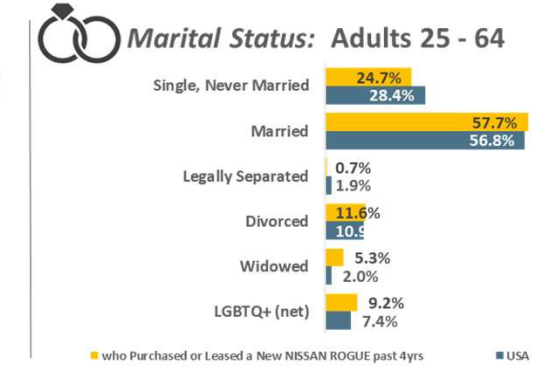
Education Levels: Adults 25 - 64



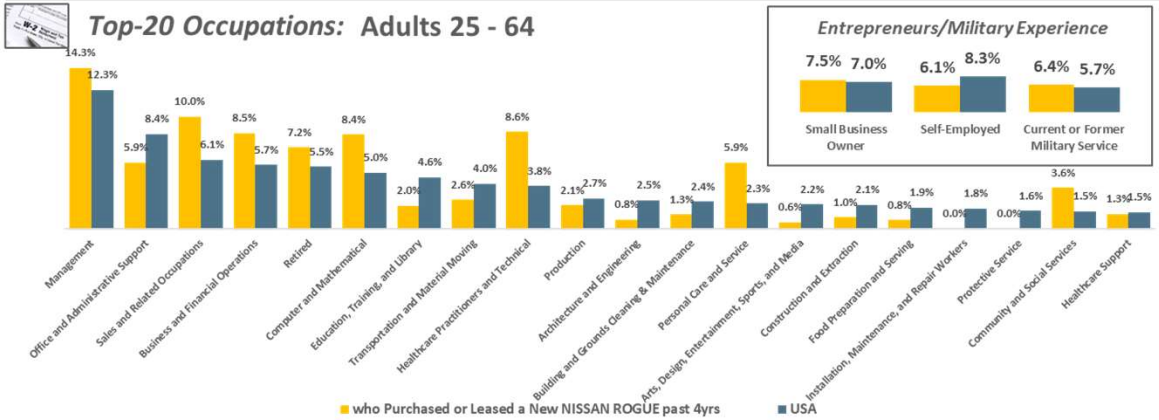
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

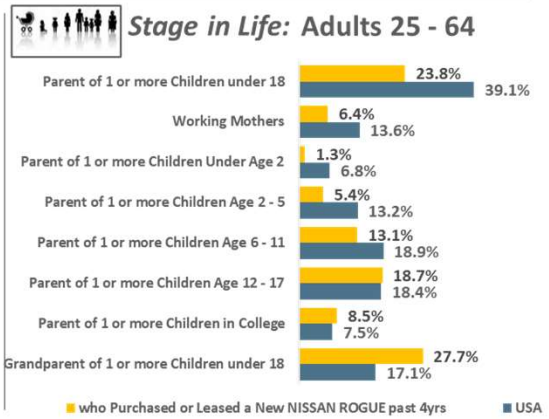


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,548

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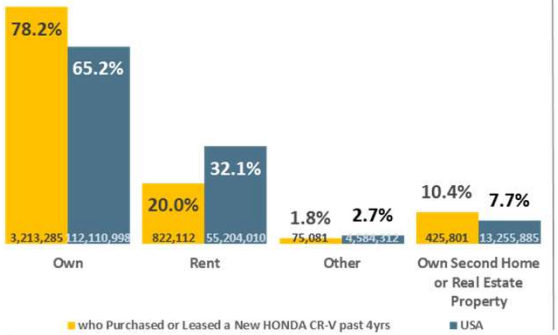
USA Jan23-Feb24 USA Projection Qual Intab 14,048

(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/model of new vehicle (HHLD): NISSAN ROGUE

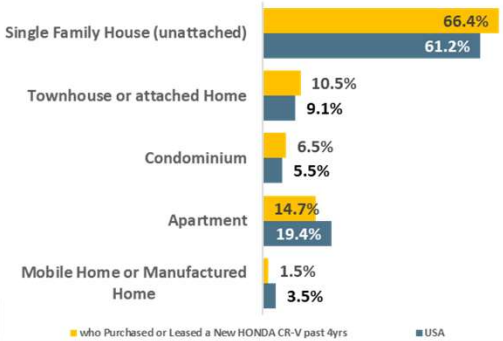


2.4% or 4,110,478 of USA Adults 25 - 64 Purchased or Leased a New HONDA CR-V past 4yrs.
Adults 25 - 64 who Purchased or Leased a New HONDA CR-V past 4yrs are 19.9% more likely to own their home, 41.4% more likely to own a higher valued home, 8.5% more likely to have a single-family home, 7.9% more likely to have a dog.

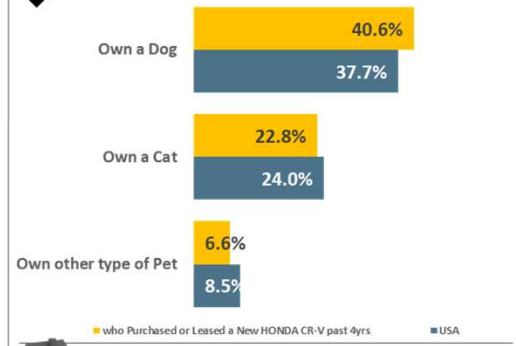
Own/Rent/Other: Adults 25 - 64



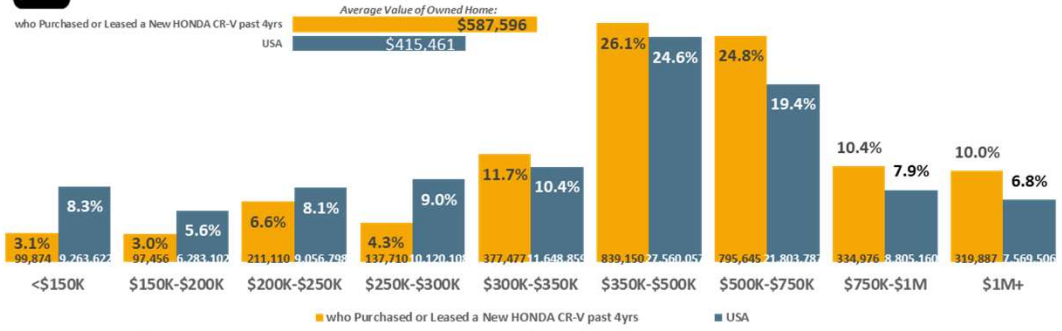
Type of Home: Adults 25 - 64



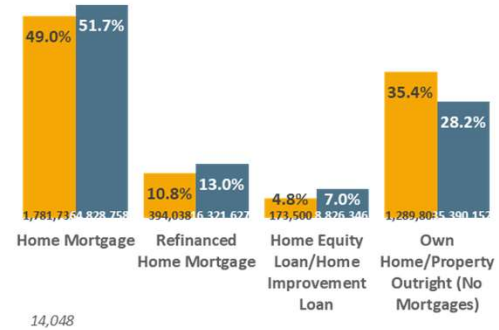
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,548*

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

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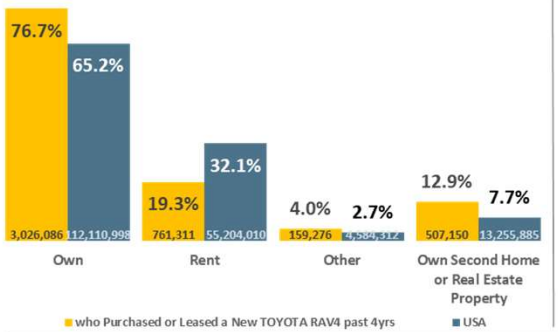
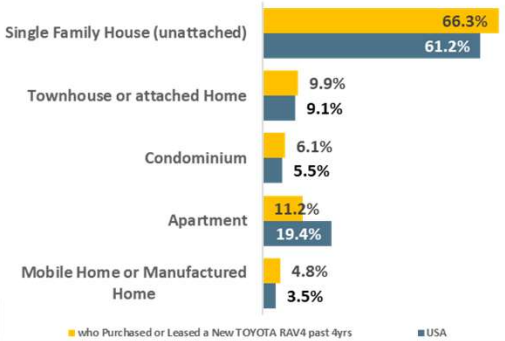
2.3% or 3,946,673 of USA Adults 25 - 64 Purchased or Leased a New TOYOTA RAV4 past 4yrs.
Adults 25 - 64 who Purchased or Leased a New TOYOTA RAV4 past 4yrs are 17.6% more likely to own their home, 42.5% more likely to own a higher valued home, 8.3% more likely to have a single-family home, 2.% less likely to have a dog.

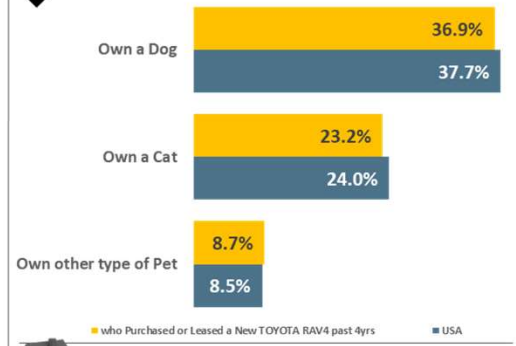
Own/Rent/Other: Adults 25 - 64



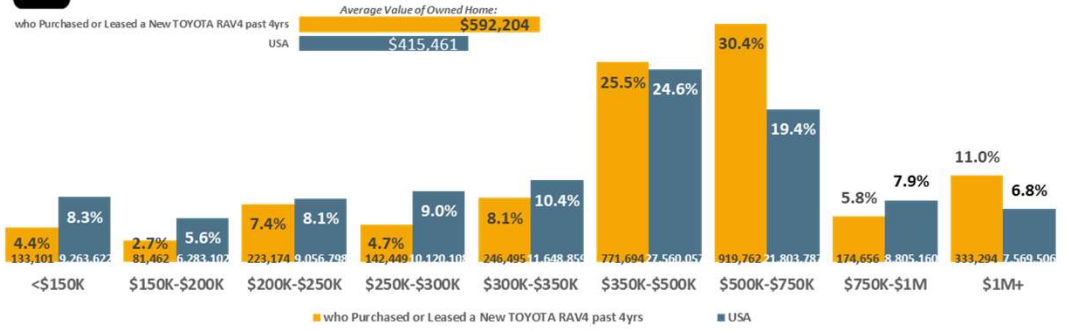
Type of Home: Adults 25 - 64



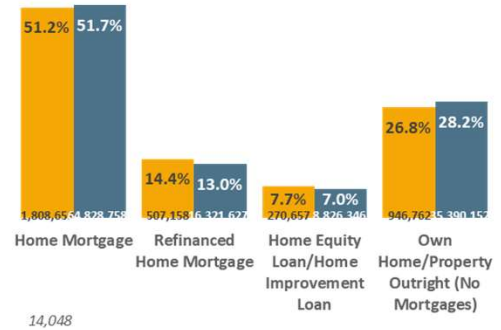
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,548*

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

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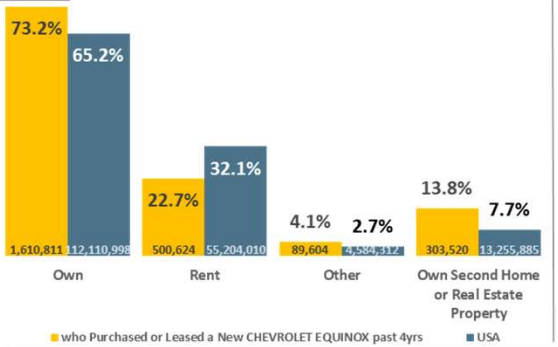
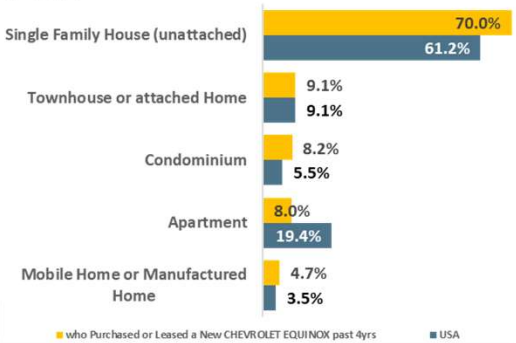
1.3% or 2,201,039 of USA Adults 25 - 64 Purchased or Leased a New CHEVROLET EQUINOX past 4yrs. Adults 25 - 64 who Purchased or Leased a New CHEVROLET EQUINOX past 4yrs are 12.2% more likely to own their home, 4.8% more likely to own a lower valued home, 14.3% more likely to have a single-family home, 32.1% more likely to have a dog.

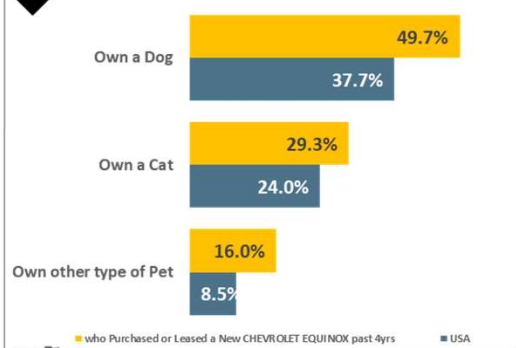
Own/Rent/Other: Adults 25 - 64



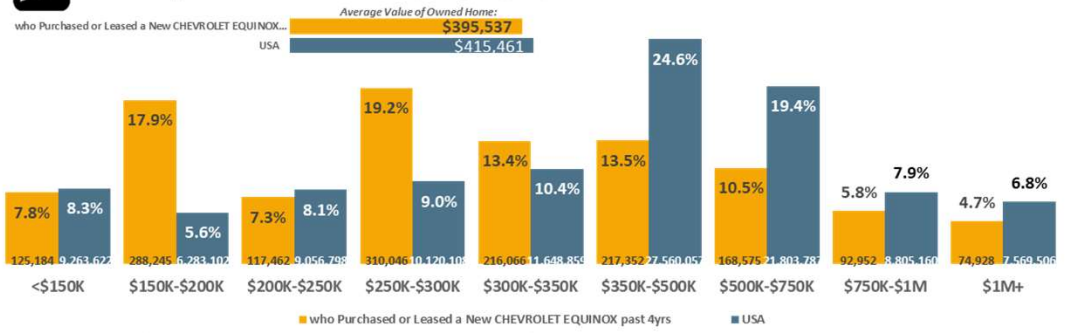
Type of Home: Adults 25 - 64



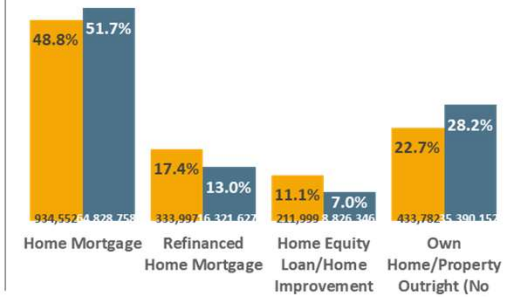
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,548*

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

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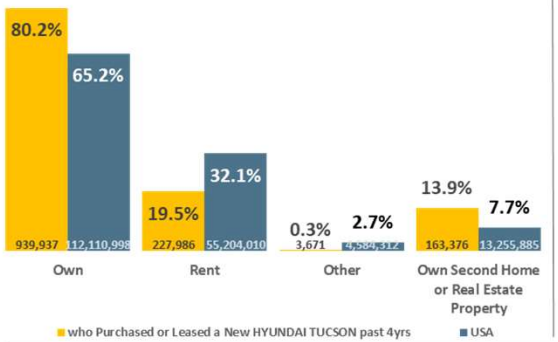
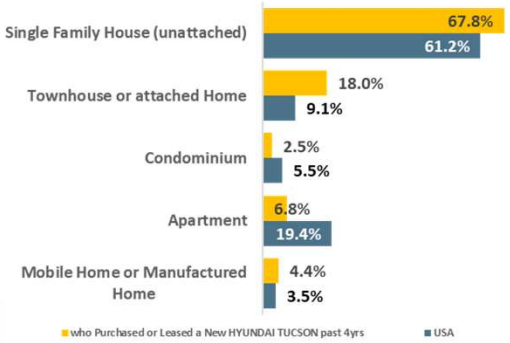
.7% or 1,171,594 of USA Adults 25 - 64 Purchased or Leased a New HYUNDAI TUCSON past 4yrs.
Adults 25 - 64 who Purchased or Leased a New HYUNDAI TUCSON past 4yrs are 23.% more likely to own their home, 3.2% more likely to own a lower valued home, 10.7% more likely to have a single-family home, 13.6% less likely to have a dog.

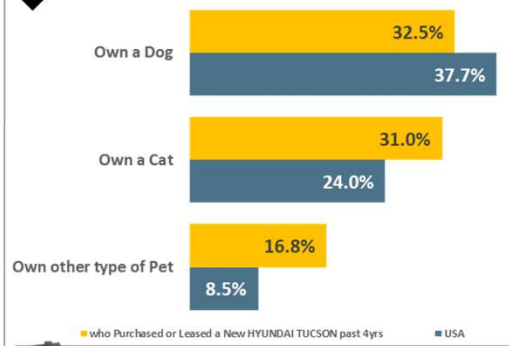
Own/Rent/Other: Adults 25 - 64



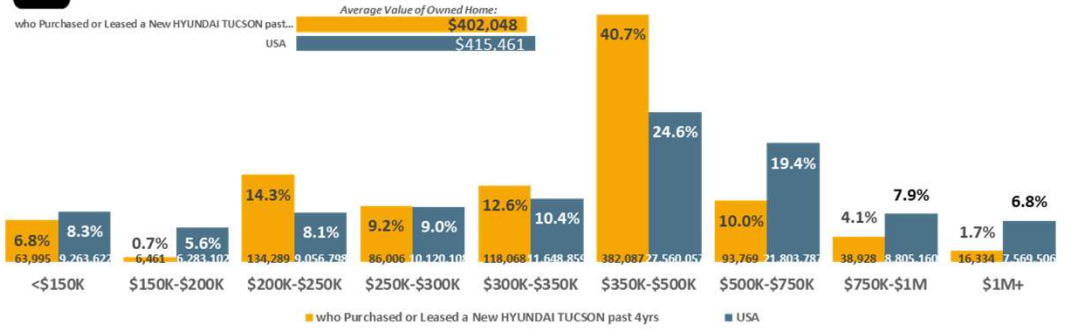
Type of Home: Adults 25 - 64



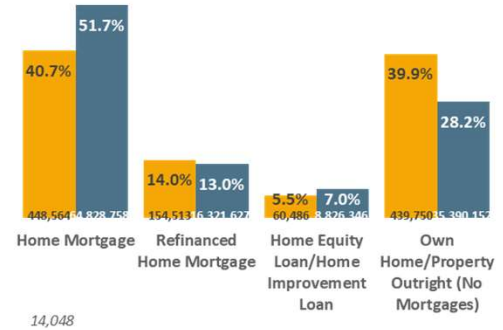
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,548*

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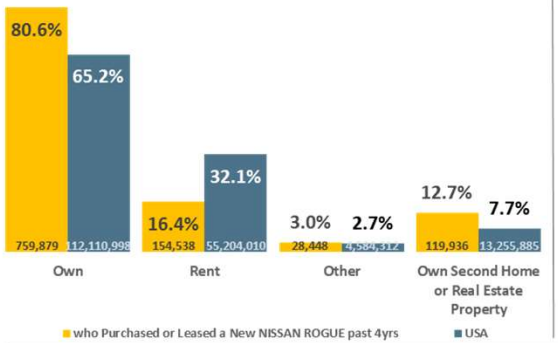
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

(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/model of new vehicle (HHLD): HYUNDAI TUCSON

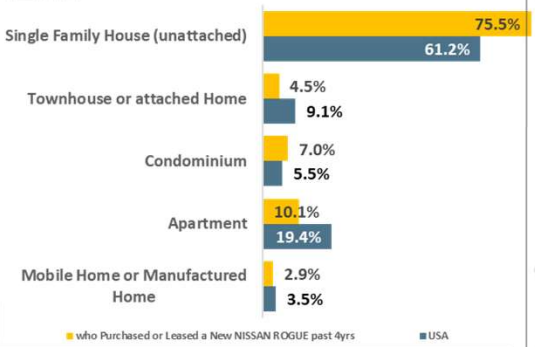


.5% or 942,865 of USA Adults 25 - 64 Purchased or Leased a New NISSAN ROGUE past 4yrs.
Adults 25 - 64 who Purchased or Leased a New NISSAN ROGUE past 4yrs are 23.6% more likely to own their home, 24.7% more likely to own a higher valued home, 23.3% more likely to have a single-family home, 2.9% more likely to have a dog.

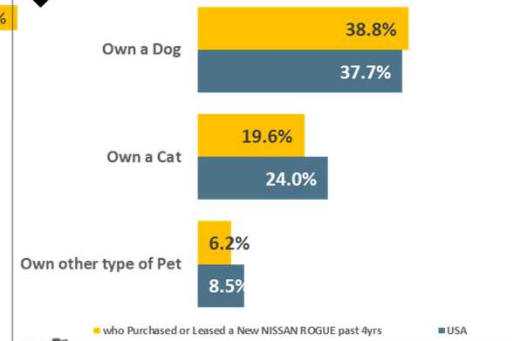
Own/Rent/Other: Adults 25 - 64



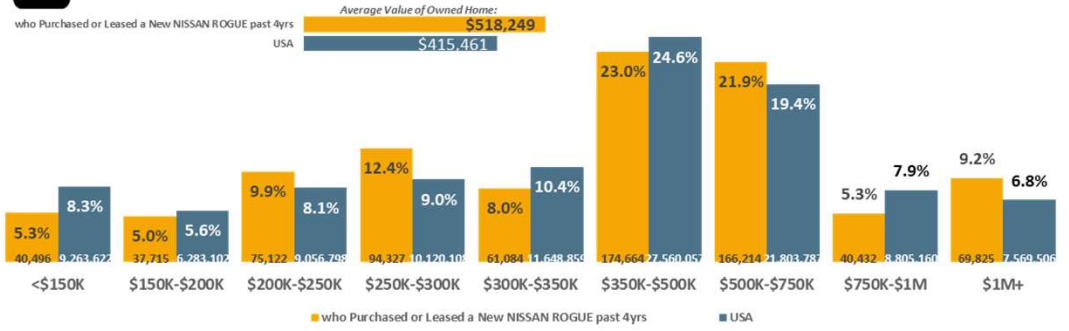
Type of Home: Adults 25 - 64



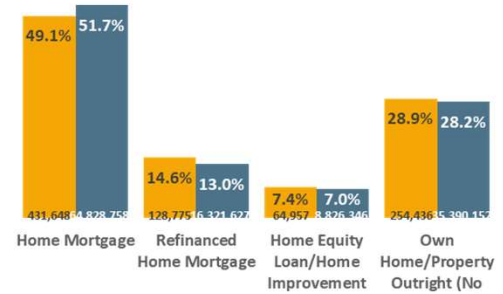
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,548*

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

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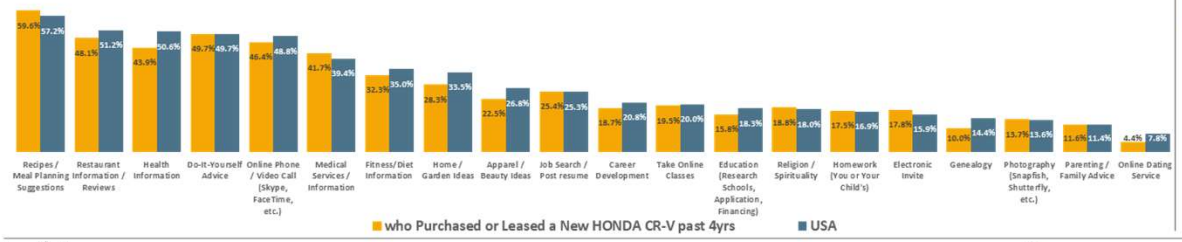
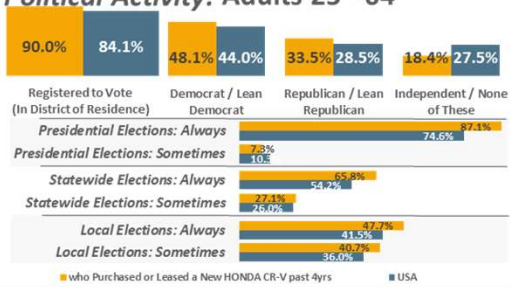
2.4% or 4,110,478 of USA Adults 25 - 64 Purchased or Leased a New HONDA CR-V past 4yrs.
Adults 25 - 64 who Purchased or Leased a New HONDA CR-V past 4yrs are .1% more likely to look up D-I-Y advice online, 14.9% more likely to always vote in local elections, 39.1% more likely to belong to a gym, 9.7% more likely to fly domestic past yr.

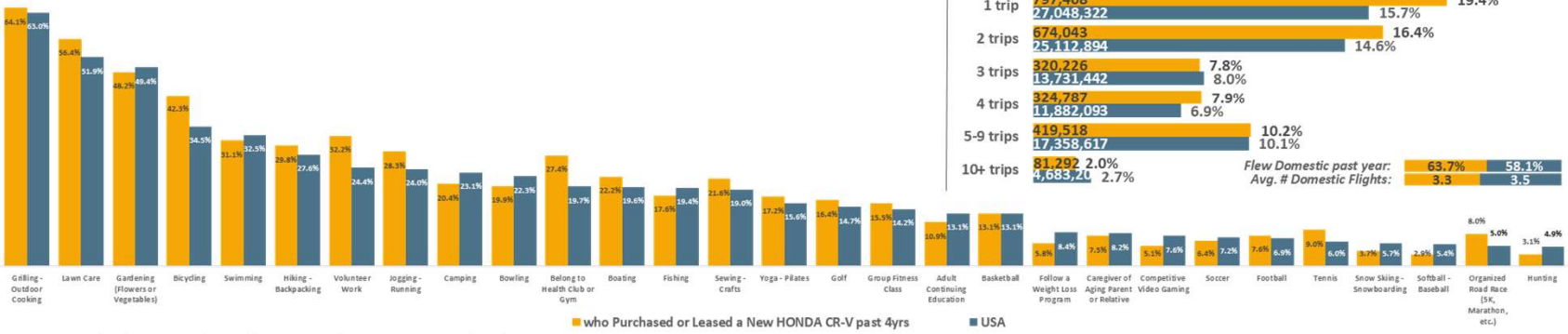
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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 1,548

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USA Jan23-Feb24 USA Projection Qual Intab 14,048

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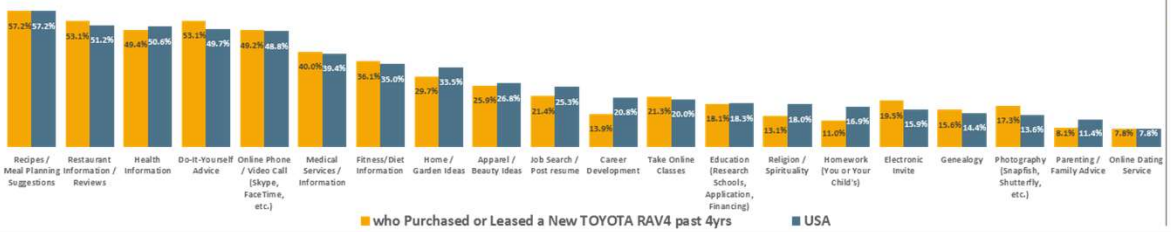
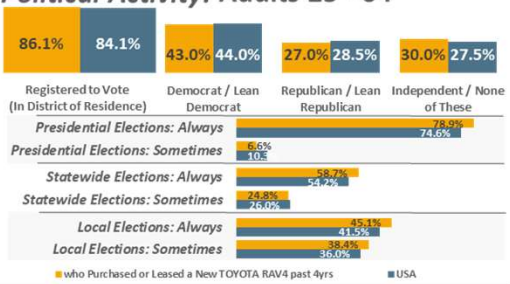
2.3% or 3,946,673 of USA Adults 25 - 64 Purchased or Leased a New TOYOTA RAV4 past 4yrs.
Adults 25 - 64 who Purchased or Leased a New TOYOTA RAV4 past 4yrs are 6.9% more likely to look up D-I-Y advice online, 8.6% more likely to always vote in local elections, 30.1% less likely to belong to a gym, 30.3% more likely to fly domestic past yr.

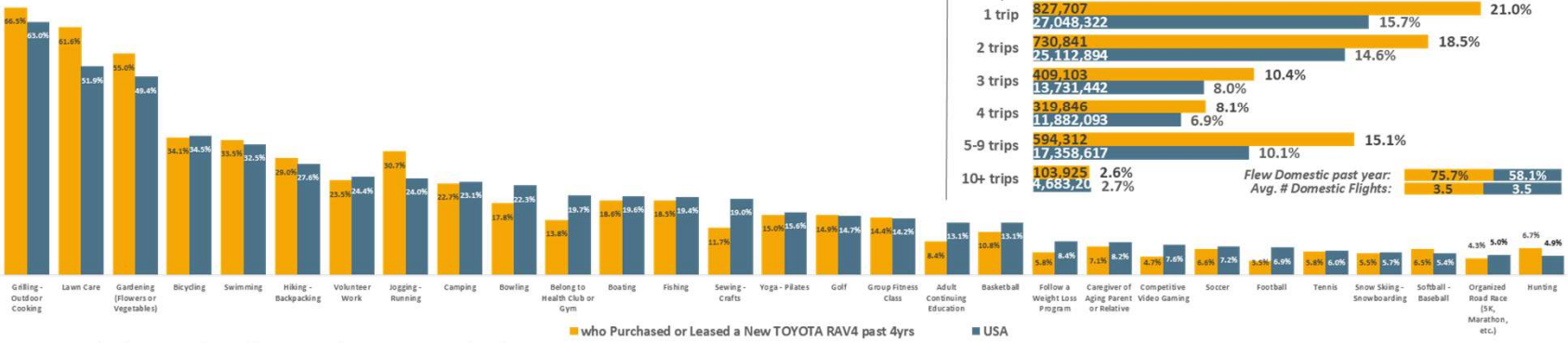
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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 1,548

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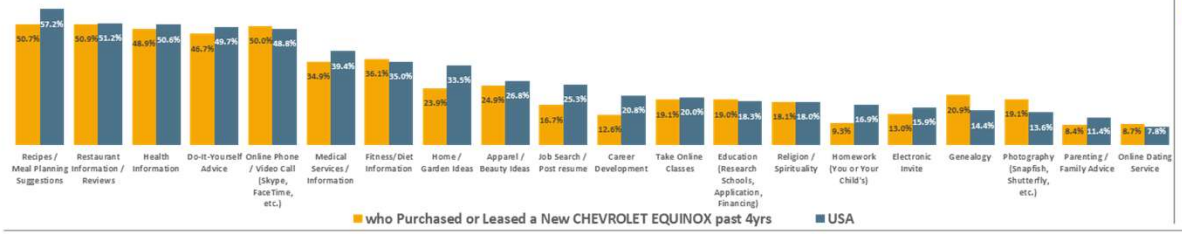
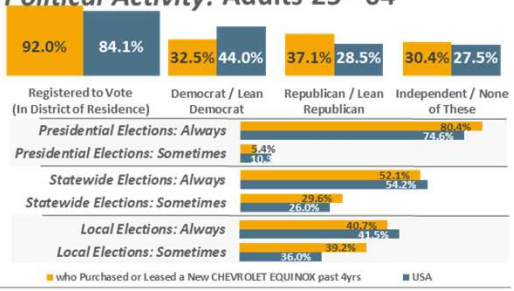
1.3% or 2,201,039 of USA Adults 25 - 64 Purchased or Leased a New CHEVROLET EQUINOX past 4yrs. Adults 25 - 64 who Purchased or Leased a New CHEVROLET EQUINOX past 4yrs are 6.% less likely to look up D-I-Y advice online, 2.% less likely to always vote in local elections, 28.6% less likely to belong to a gym, 12.2% less likely to fly domestic past yr

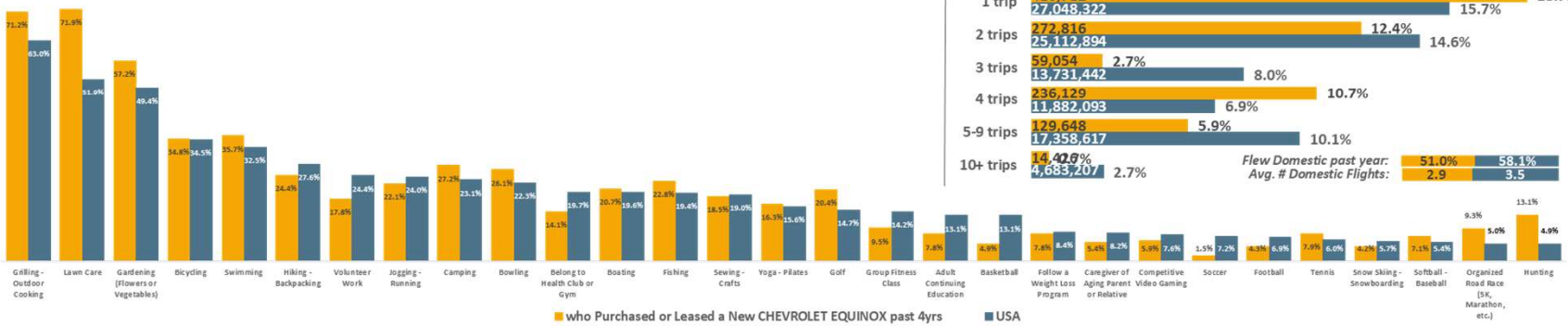
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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* *1,548*

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

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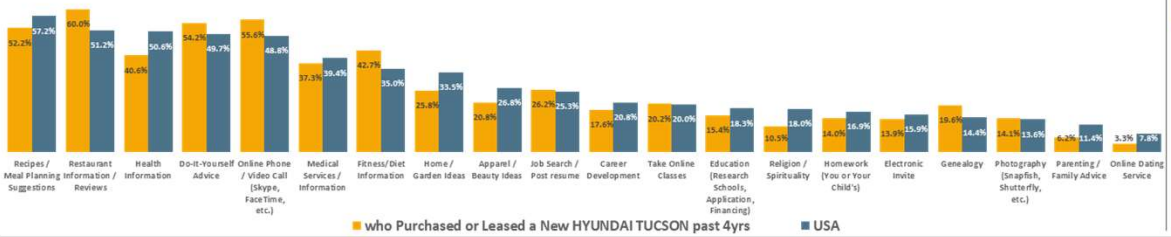
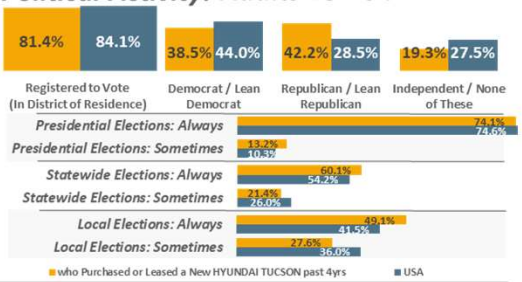
.7% or 1,171,594 of USA Adults 25 - 64 Purchased or Leased a New HYUNDAI TUCSON past 4yrs.
Adults 25 - 64 who Purchased or Leased a New HYUNDAI TUCSON past 4yrs are 9.% more likely to look up D-I-Y advice online, 18.1% more likely to always vote in local elections, 20.4% more likely to belong to a gym, 7.2% more likely to fly domestic past yr.

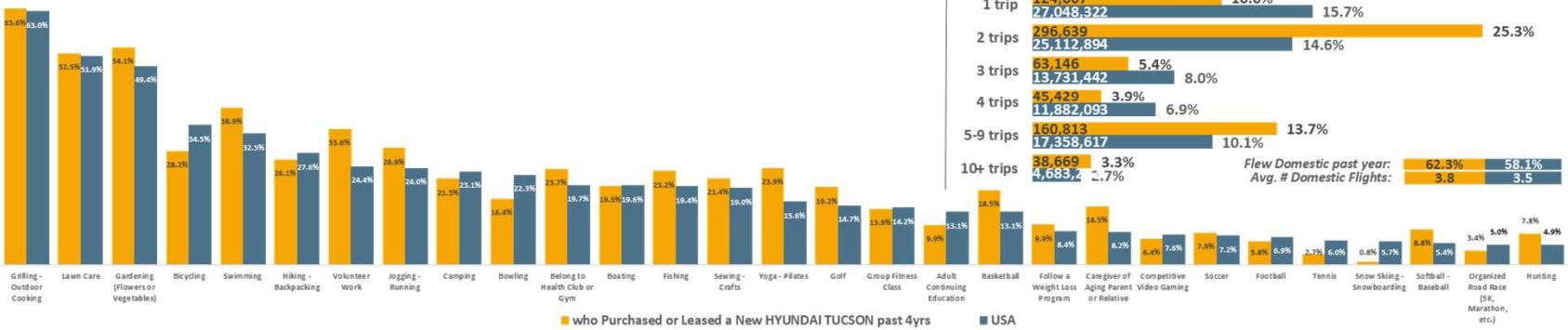
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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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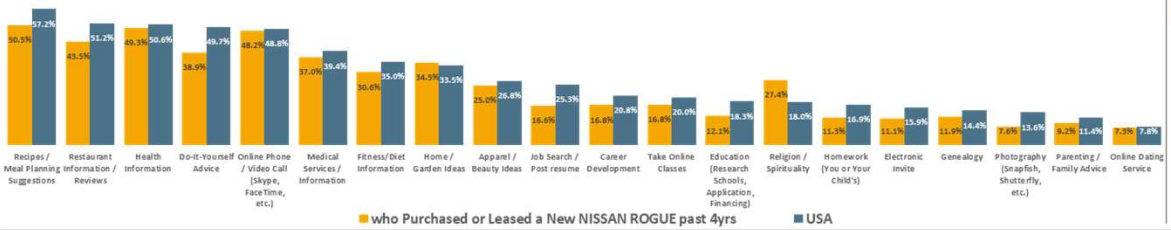
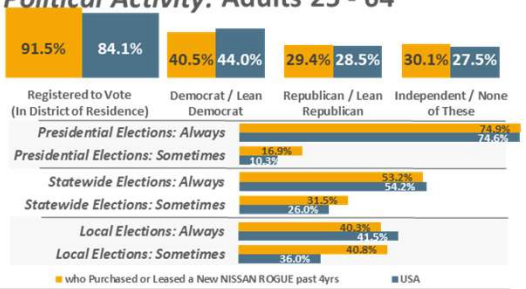
.5% or 942,865 of USA Adults 25 - 64 Purchased or Leased a New NISSAN ROGUE past 4yrs.
Adults 25 - 64 who Purchased or Leased a New NISSAN ROGUE past 4yrs are 21.8% less likely to look up D-I-Y advice online, 2.9% less likely to always vote in local elections, 19.8% more likely to belong to a gym, 9.6% more likely to fly domestic past yr.

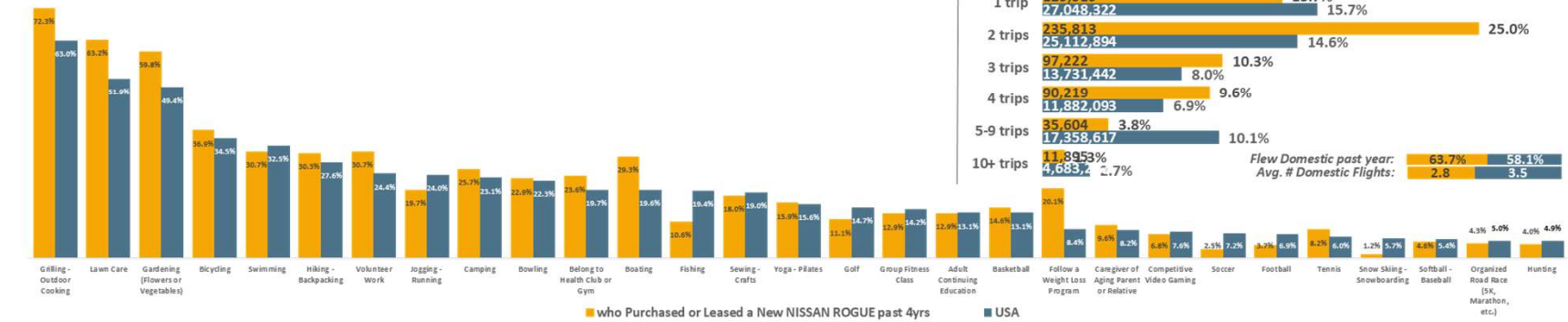
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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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2.4% or 4,110,478 of USA Adults 25 - 64 Purchased or Leased a New HONDA CR-V past 4yrs.
Adults 25 - 64 who Purchased or Leased a New HONDA CR-V past 4yrs are 2.7% more likely to use QSRs past mo., 9.% more likely to use Sit-Down Restaurants past mo., 9.1% less likely to use Casinos past yr., 50.% 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

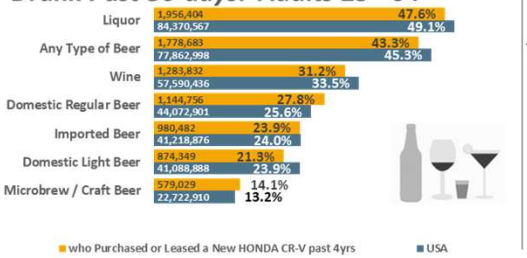
(Sit-Down Restaurants Used Past 30-days)



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

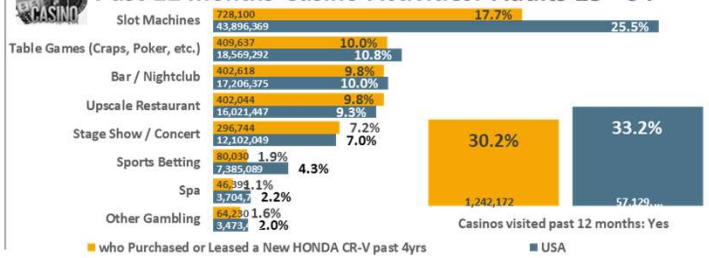


Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



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2.3% or 3,946,673 of USA Adults 25 - 64 Purchased or Leased a New TOYOTA RAV4 past 4yrs.
Adults 25 - 64 who Purchased or Leased a New TOYOTA RAV4 past 4yrs are .3% more likely to use QSRs past mo., 4.9% more likely to use Sit-Down Restaurants past mo., 12.3% more likely to use Casinos past yr., 25.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 90.2% / 89.9% — 3,561,781 / 154,597,396

Avg. Monthly QSR Meals: 6.4 / 6.6

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



Total Monthly Sit-Down Restaurant Users: 80.6% / 76.8% — 3,182,015 / 132,070,174

Avg. Monthly Sit-Down Restaurant Meals: 4.2 / 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 TOYOTA RAV4 past 4yrs 648,151 16.4%

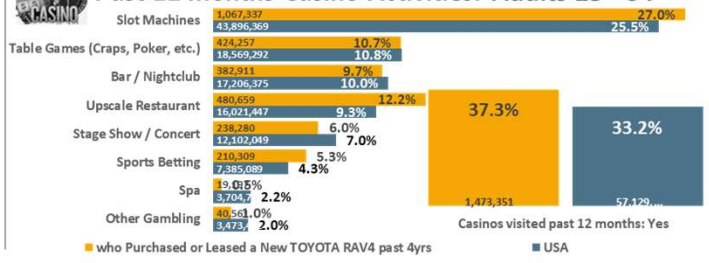
USA 20.0%

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

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1.3% or 2,201,039 of USA Adults 25 - 64 Purchased or Leased a New CHEVROLET EQUINOX past 4yrs. Adults 25 - 64 who Purchased or Leased a New CHEVROLET EQUINOX past 4yrs are 5.7% more likely to use QSRs past mo., 9.7% more likely to use Sit-Down Restaurants past mo., 1.3% less likely to use Casinos past yr., 29.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:



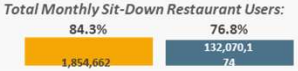
Avg. Monthly QSR Meals:



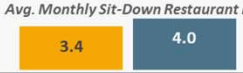
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

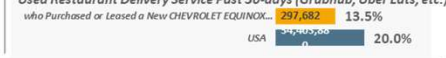


Top-10 Cuisines: Adults 25 - 64

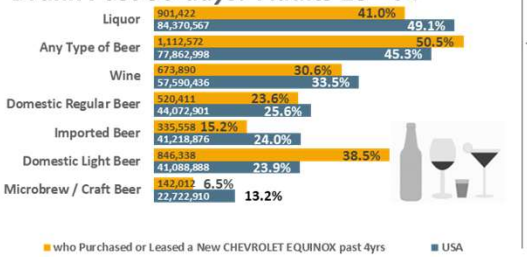
(Sit-Down Restaurants Used Past 30-days)



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

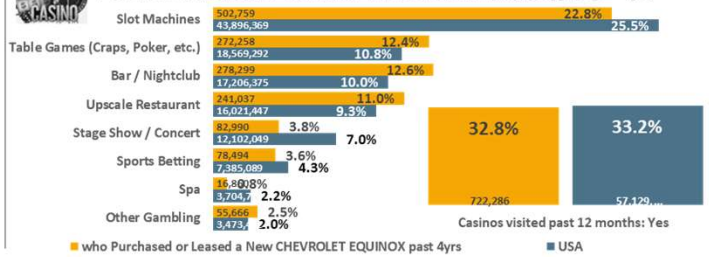


Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



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.7% or 1,171,594 of USA Adults 25 - 64 Purchased or Leased a New HYUNDAI TUCSON past 4yrs.
Adults 25 - 64 who Purchased or Leased a New HYUNDAI TUCSON past 4yrs are 2.8% more likely to use QSRs past mo., 15.8% more likely to use Sit-Down Restaurants past mo., 5.% more likely to use Casinos past yr., 26.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:
92.4%
89.9%
1,082,693
154,597,3
96

Avg. Monthly QSR Meals:
8.7
6.6

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



Total Monthly Sit-Down Restaurant Users:
89.0%
76.8%
1,042,221
132,070,1
74

Avg. Monthly Sit-Down Restaurant Meals:
4.0
4.0

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



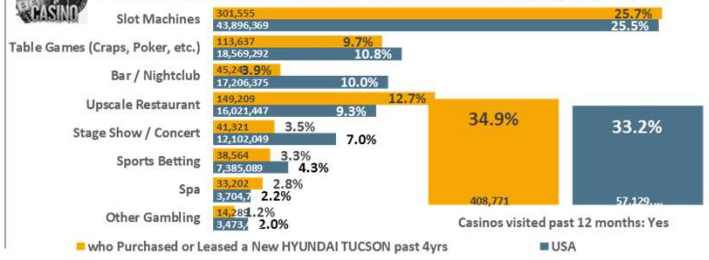
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Purchased or Leased a New HYUNDAI TUCSON... 165,325 14.1%
USA 20.0%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



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.5% or 942,865 of USA Adults 25 - 64 Purchased or Leased a New NISSAN ROGUE past 4yrs.
Adults 25 - 64 who Purchased or Leased a New NISSAN ROGUE past 4yrs are 4.5% less likely to use QSRs past mo., 9.6% more likely to use Sit-Down Restaurants past mo., 27.7% more likely to use Casinos past yr., 15.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 85.9% 89.9% 810,063 154,597,396

Avg. Monthly QSR Meals: 9.0 6.6

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



Total Monthly Sit-Down Restaurant Users: 84.2% 76.8% 794,068 132,070,174

Avg. Monthly Sit-Down Restaurant Meals: 4.8 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 NISSAN ROGUE past... 190,716 20.2%

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

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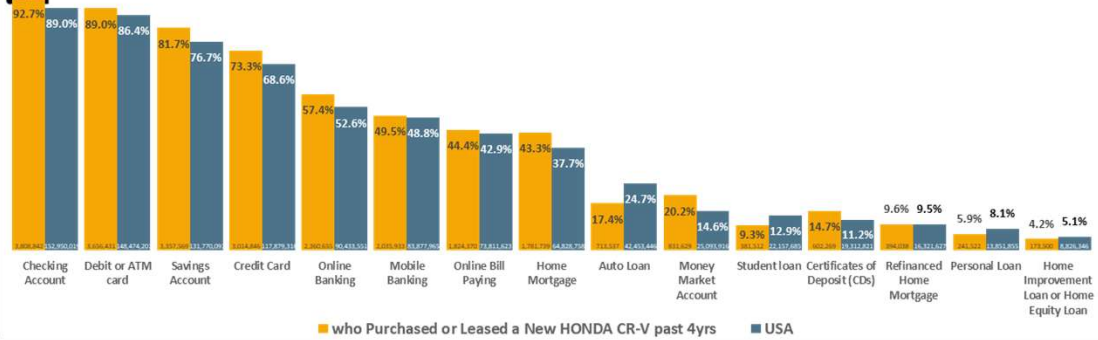
2.4% or 4,110,478 of USA Adults 25 - 64 Purchased or Leased a New HONDA CR-V past 4yrs.
Adults 25 - 64 who Purchased or Leased a New HONDA CR-V past 4yrs are 26.1% more likely to have a 401K, 29.7% less likely to have an Auto Loan, 36.5% more likely to Invest/Trade Stocks Online, 8.2% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 64



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

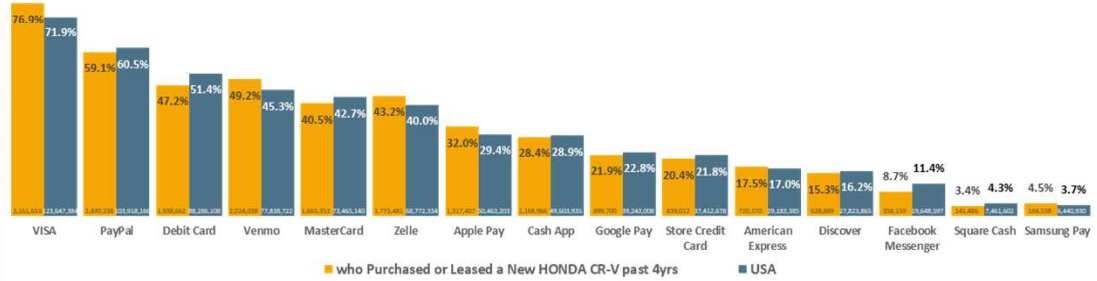


Professional Services Used:* Adults 25 - 64



*(*Past 12 Months)*

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



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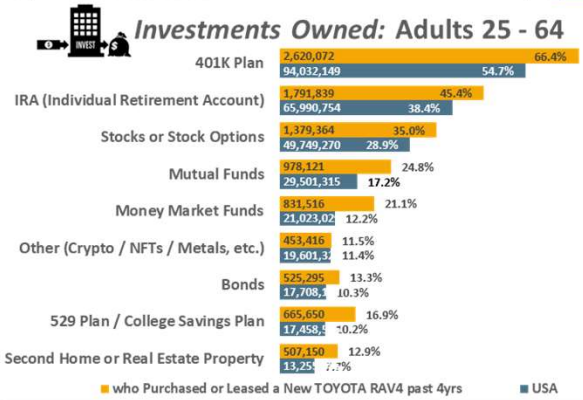
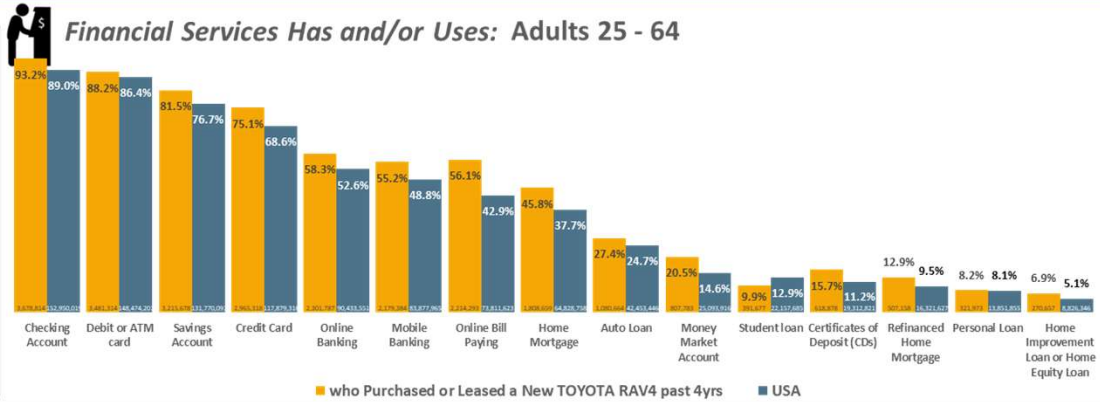
2.3% or 3,946,673 of USA Adults 25 - 64 Purchased or Leased a New TOYOTA RAV4 past 4yrs.
Adults 25 - 64 who Purchased or Leased a New TOYOTA RAV4 past 4yrs are 21.4% more likely to have a 401K, 10.9% more likely to have an Auto Loan, 15.7% more likely to Invest/Trade Stocks Online, 1.4% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 64



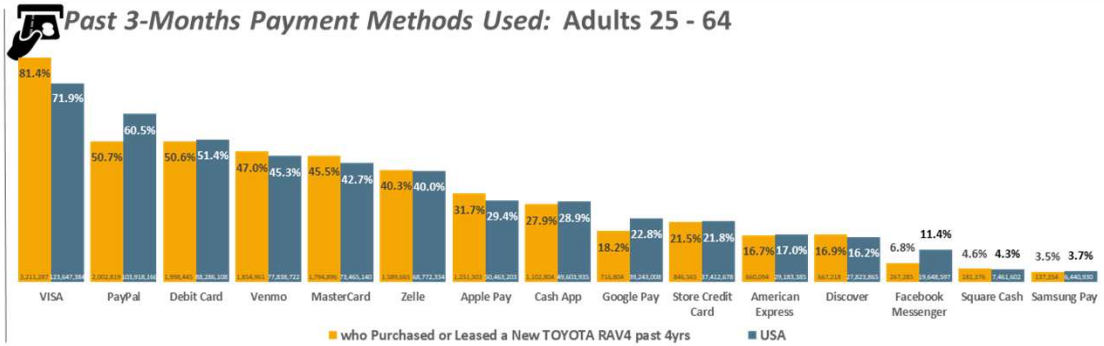
Financial Services Has and/or Uses: Adults 25 - 64



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 1,548

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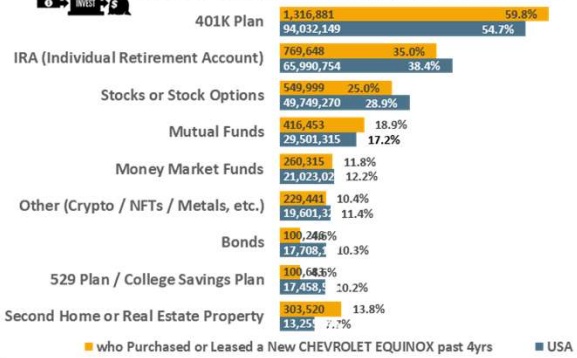
USA Jan23-Feb24 USA Projection Qual Intab 14,048

(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/model of new vehicle (HHLD): TOYOTA RAV4

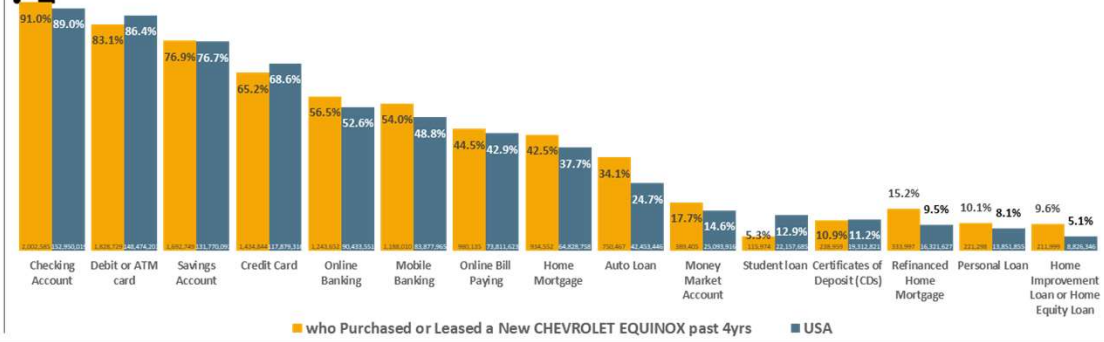


1.3% or 2,201,039 of USA Adults 25 - 64 Purchased or Leased a New CHEVROLET EQUINOX past 4yrs. Adults 25 - 64 who Purchased or Leased a New CHEVROLET EQUINOX past 4yrs are 9.4% more likely to have a 401K, 38.1% more likely to have an Auto Loan, 34.8% less likely to Invest/Trade Stocks Online, 8.5% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 64



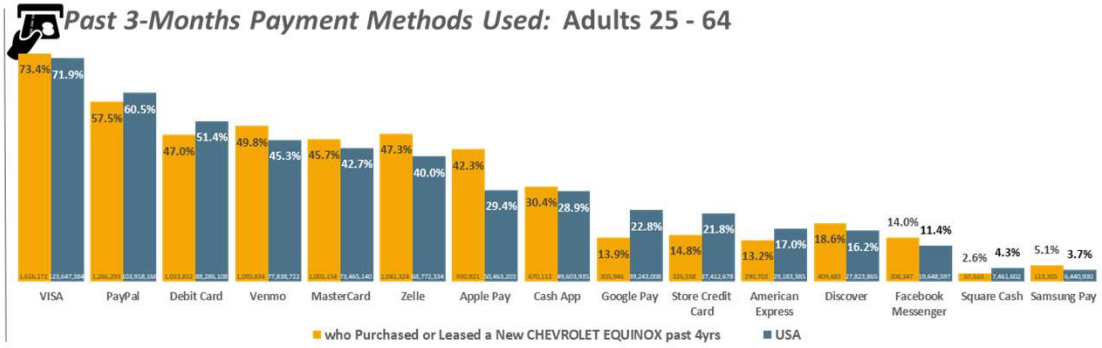
Financial Services Has and/or Uses: Adults 25 - 64



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 1,548

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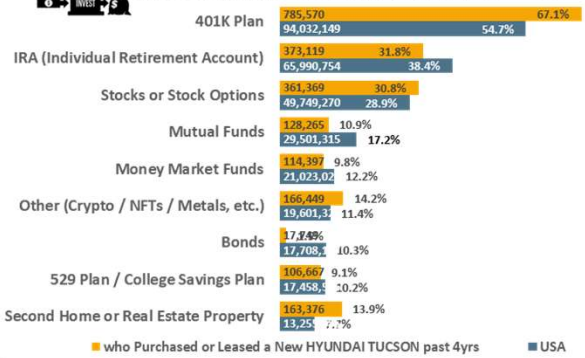
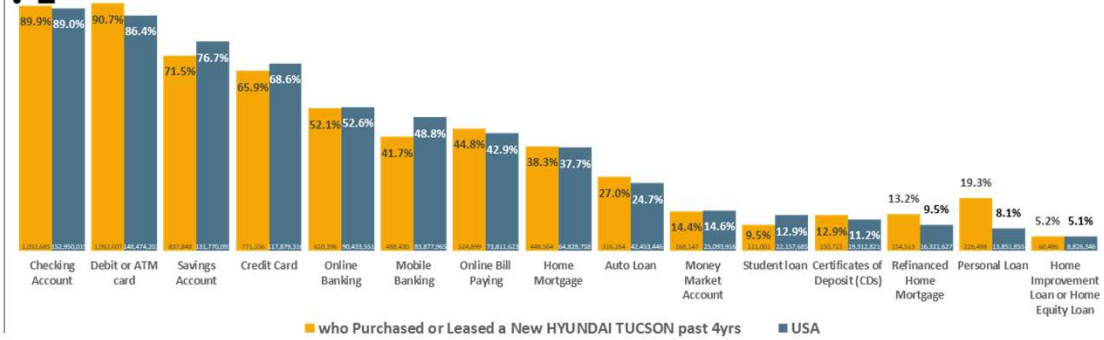
.7% or 1,171,594 of USA Adults 25 - 64 Purchased or Leased a New HYUNDAI TUCSON past 4yrs.
Adults 25 - 64 who Purchased or Leased a New HYUNDAI TUCSON past 4yrs are 22.6% more likely to have a 401K, 9.3% more likely to have an Auto Loan, 6.4% less likely to Invest/Trade Stocks Online, 5.4% less likely to pay with their Debit Card.

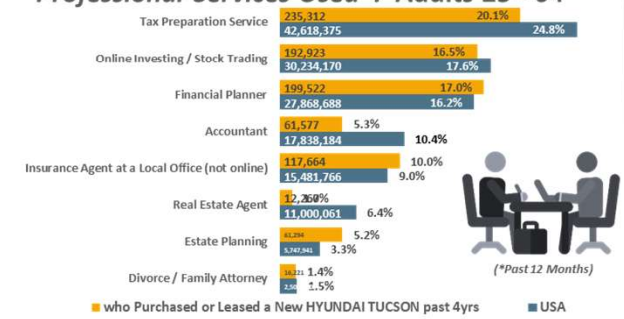
Investments Owned: Adults 25 - 64



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

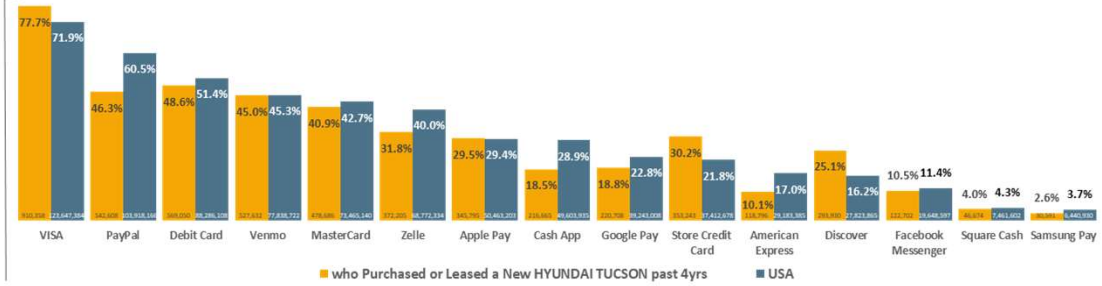


Professional Services Used:* Adults 25 - 64



*(*Past 12 Months)*

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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,548

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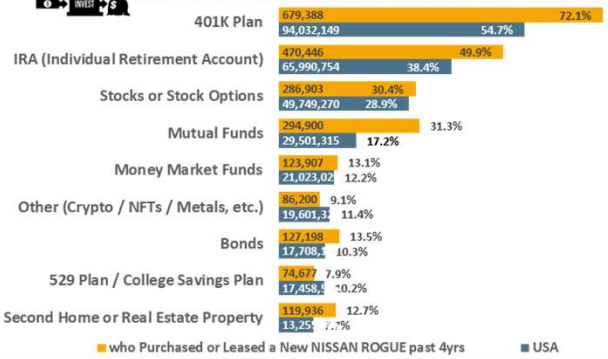
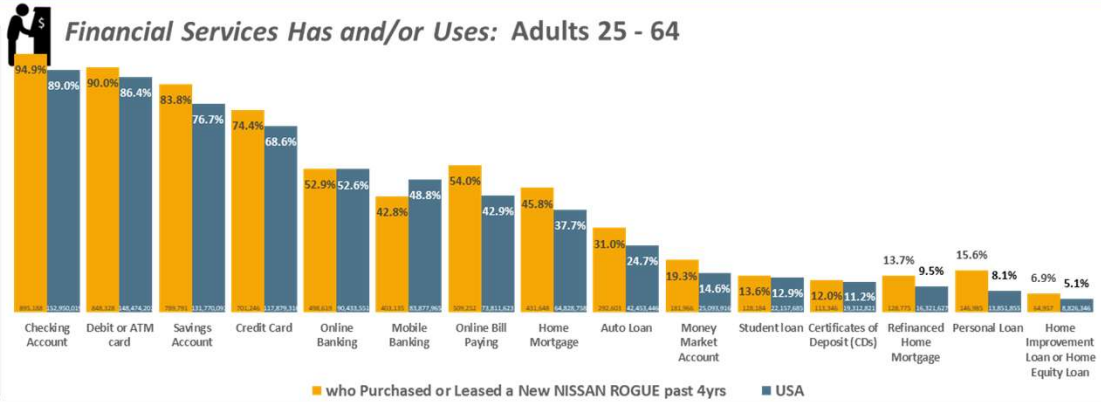
.5% or 942,865 of USA Adults 25 - 64 Purchased or Leased a New NISSAN ROGUE past 4yrs.
Adults 25 - 64 who Purchased or Leased a New NISSAN ROGUE past 4yrs are 31.7% more likely to have a 401K, 25.7% more likely to have an Auto Loan, 27.5% less likely to Invest/Trade Stocks Online, 2.1% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 64



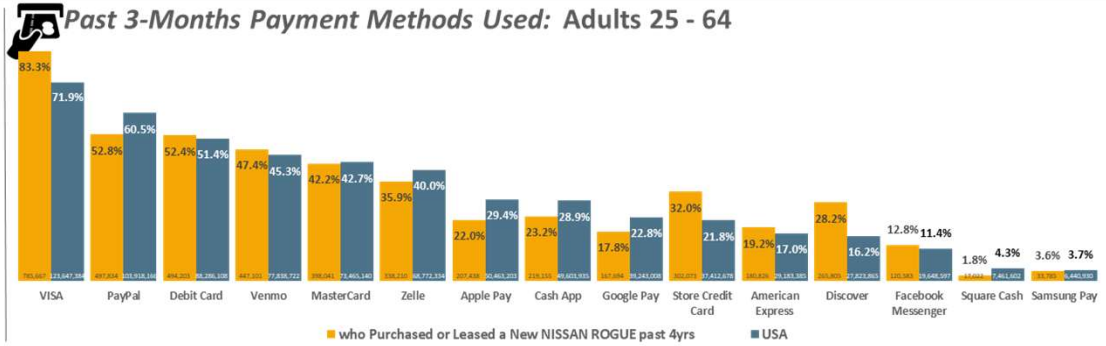
Financial Services Has and/or Uses: Adults 25 - 64



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 1,548

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USA Jan23-Feb24 USA Projection Qual Intab 14,048

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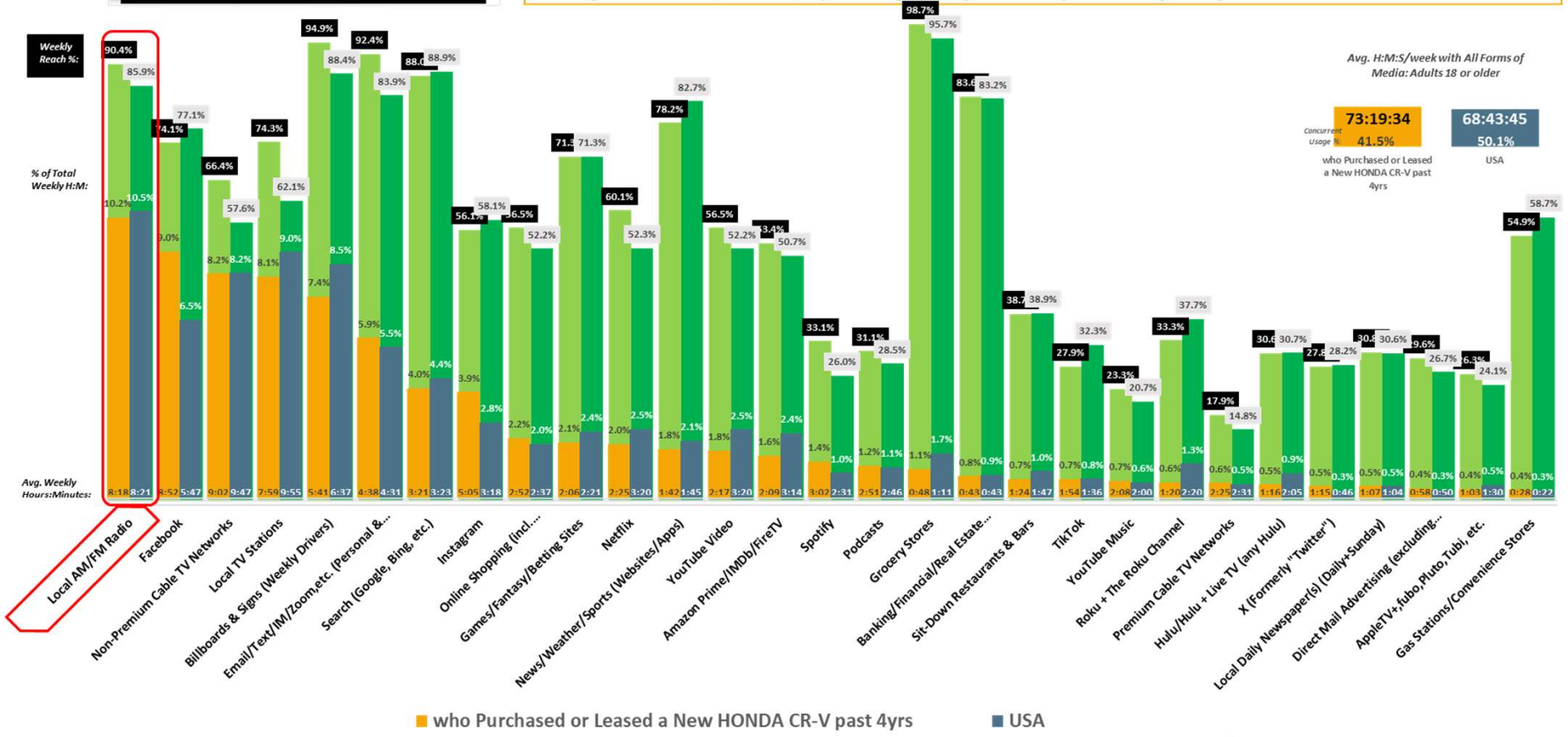
Adults 25 - 64 who Purchased or Leased a New HONDA CR-V past 4yrs spend an average of 3 days, 1 hours, 19 minutes and 34 seconds each week with All Forms of Media.

90.4% of Adults 25 - 64 who Purchased or Leased a New HONDA CR-V past 4yrs spend an avg. of 8 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



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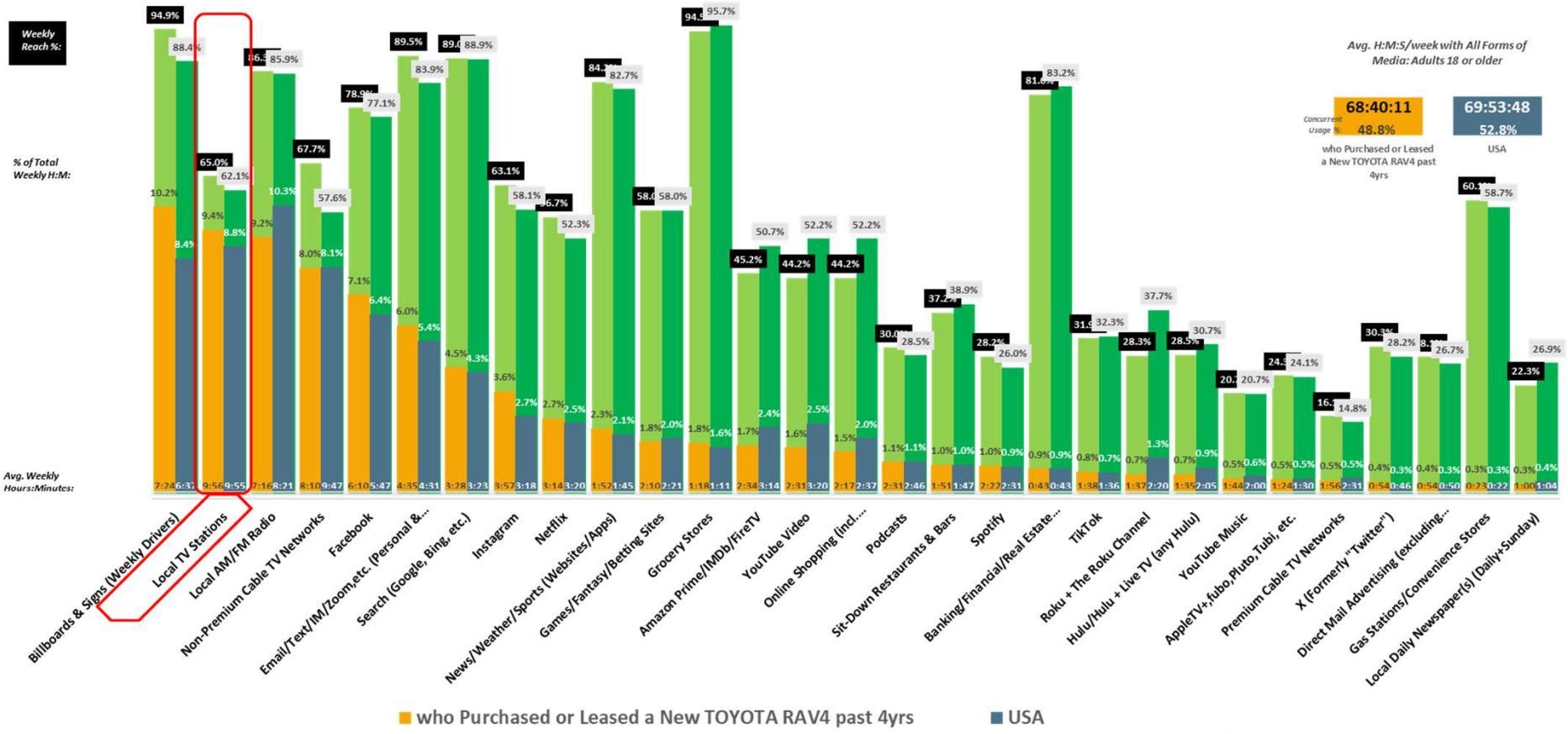
Adults 25 - 64 who Purchased or Leased a New TOYOTA RAV4 past 4yrs spend an average of 2 days, 20 hours, 40 minutes and 11 seconds each week with All Forms of Media.

86.3% of Adults 25 - 64 who Purchased or Leased a New TOYOTA RAV4 past 4yrs spend an avg. of 7 hours and 16 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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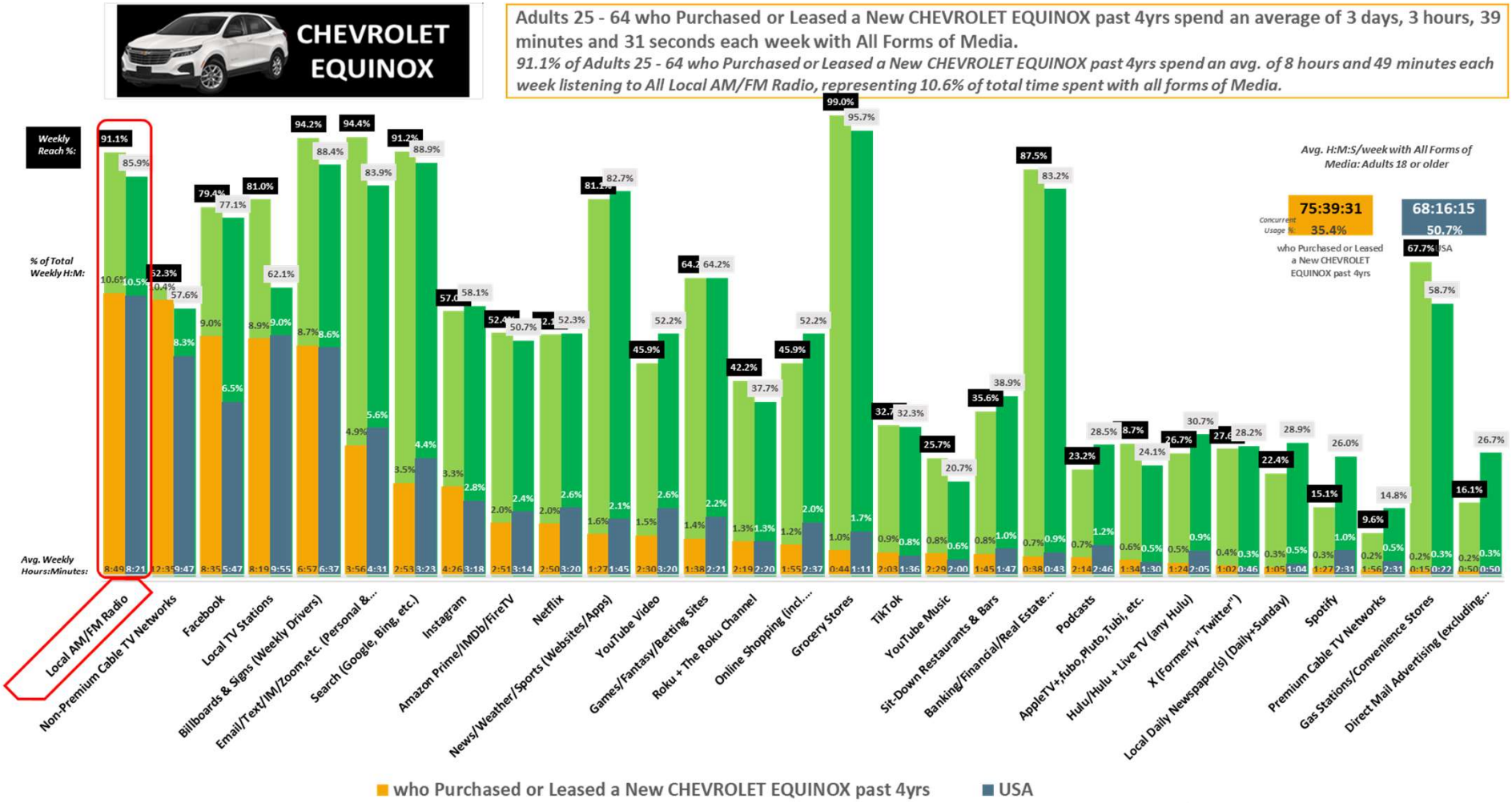

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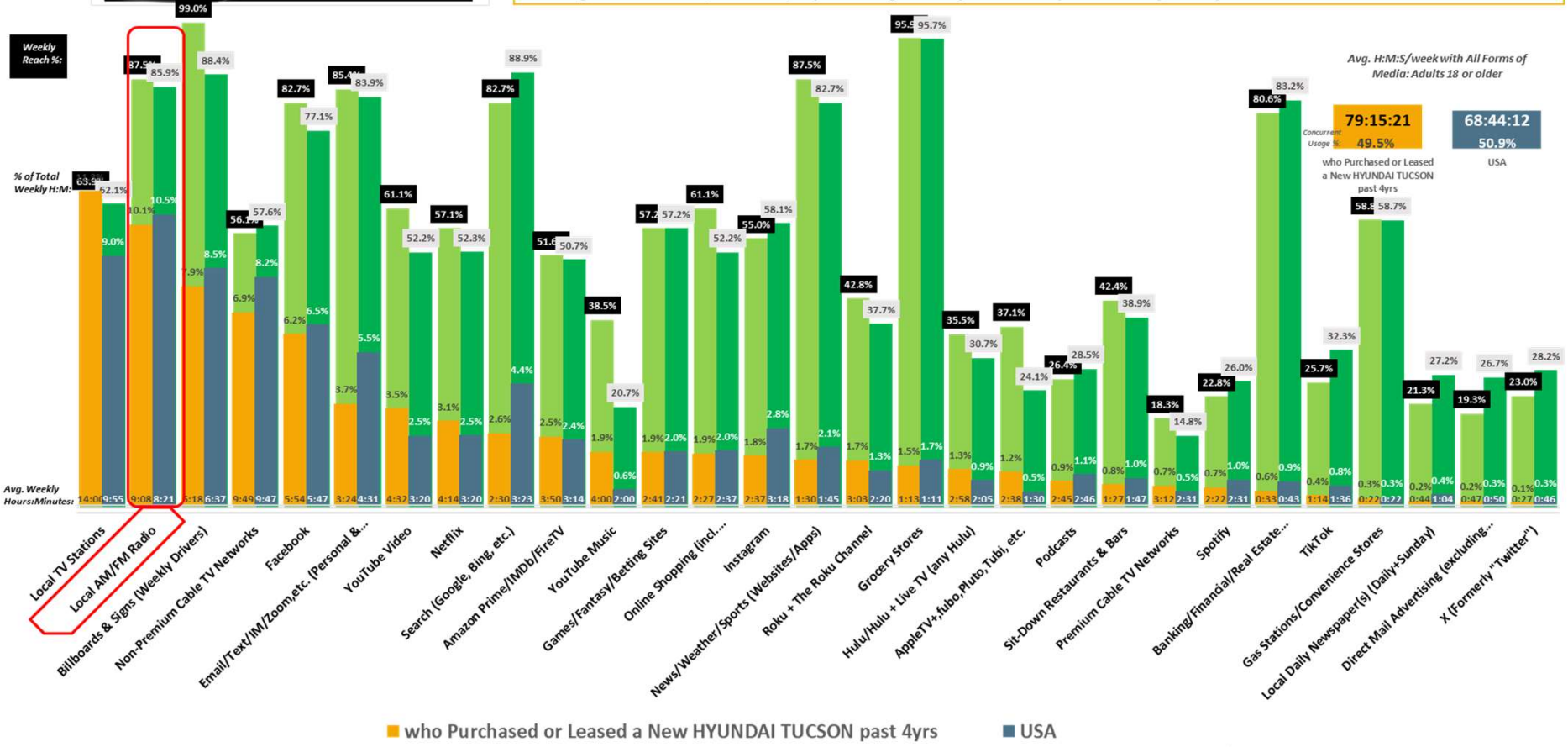
Adults 25 - 64 who Purchased or Leased a New HYUNDAI TUCSON past 4yrs spend an average of 3 days, 7 hours, 15 minutes and 21 seconds each week with All Forms of Media.

87.5% of Adults 25 - 64 who Purchased or Leased a New HYUNDAI TUCSON past 4yrs spend an avg. of 9 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



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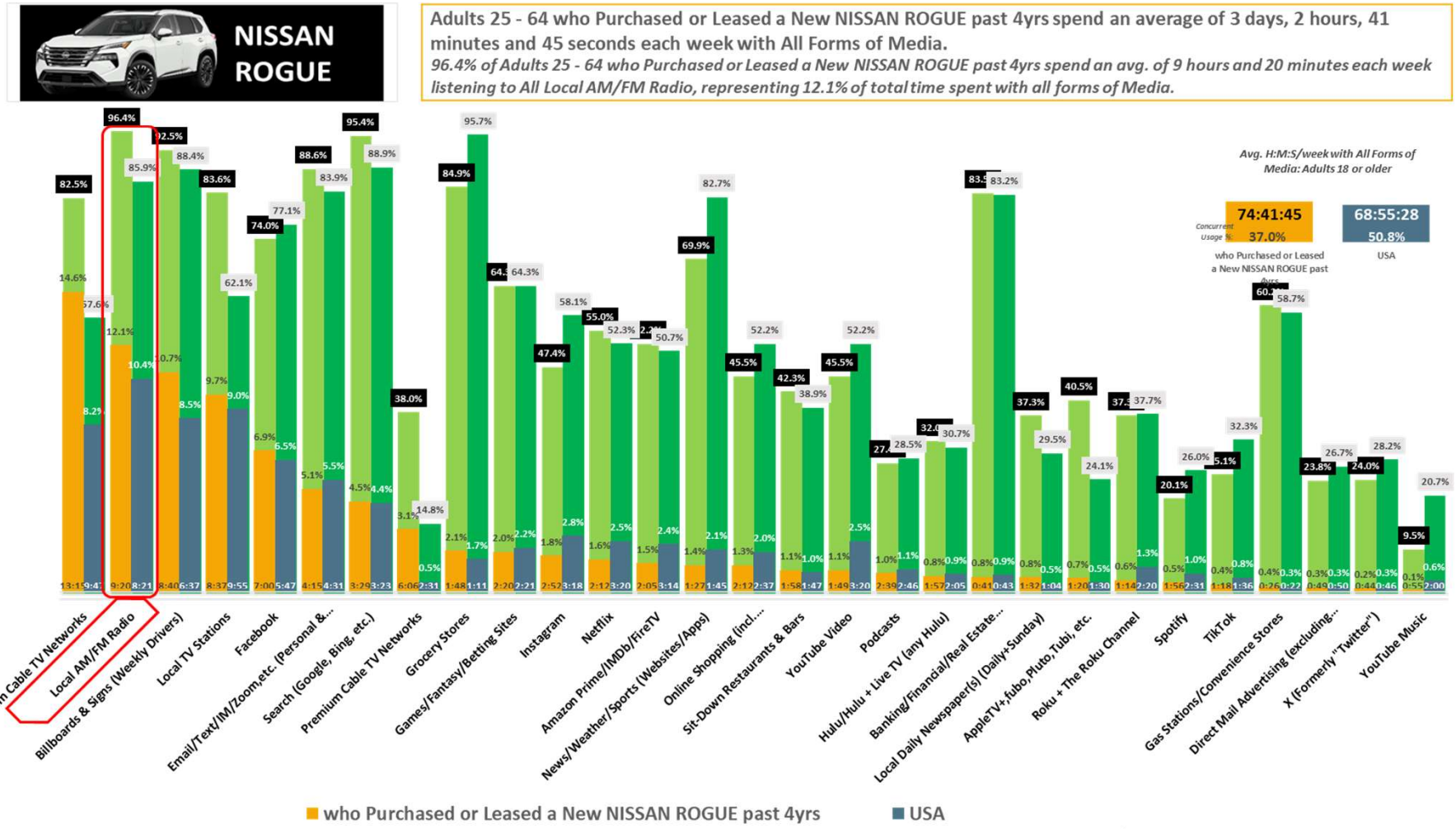

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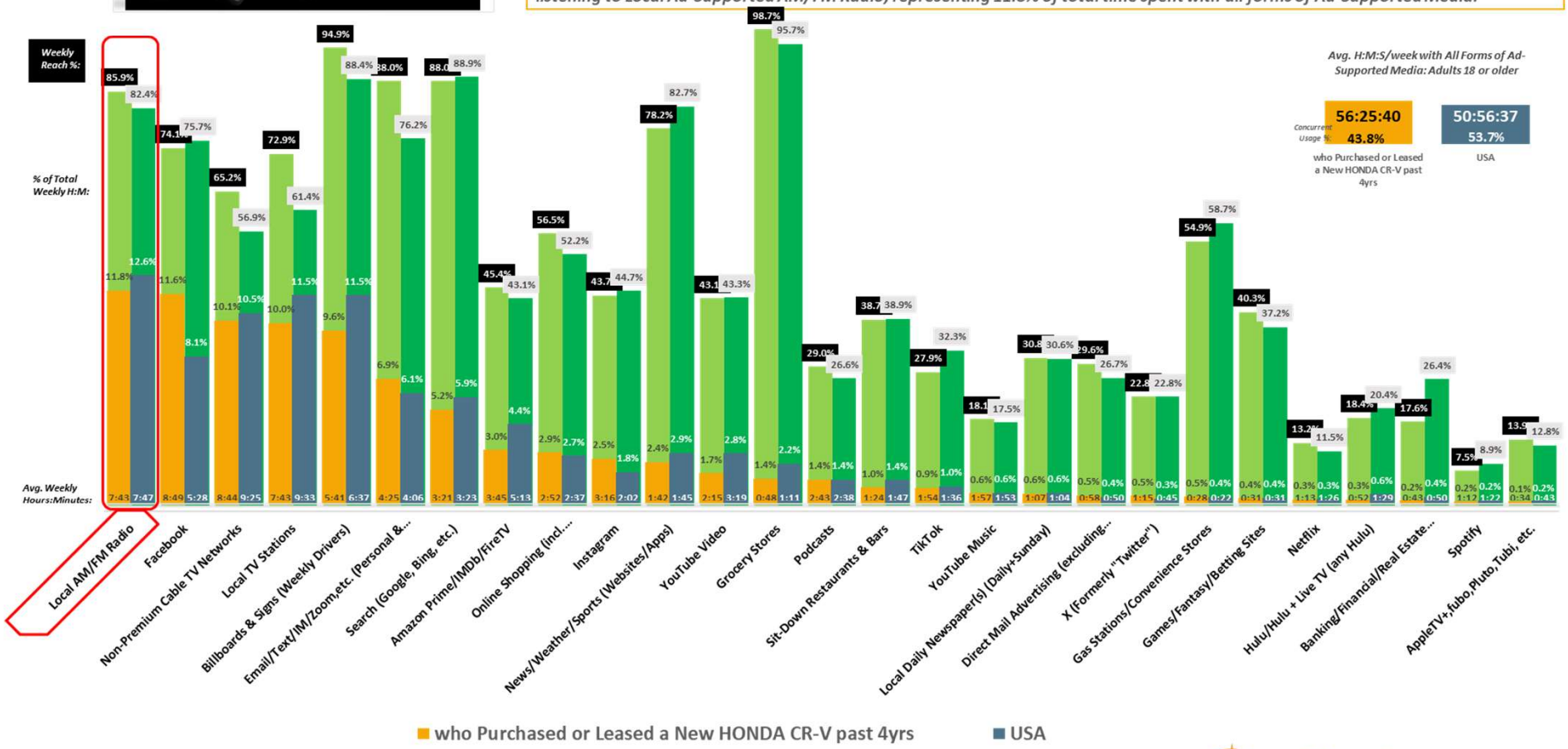
Adults 25 - 64 who Purchased or Leased a New HONDA CR-V past 4yrs spend an average of 2 days, 8 hours, 25 minutes and 40 seconds each week with All Forms of Ad-Supported Media.

85.9% of Adults 25 - 64 who Purchased or Leased a New HONDA CR-V past 4yrs spend an avg. of 7 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.8% of total time spent with all forms of Ad-Supported Media.



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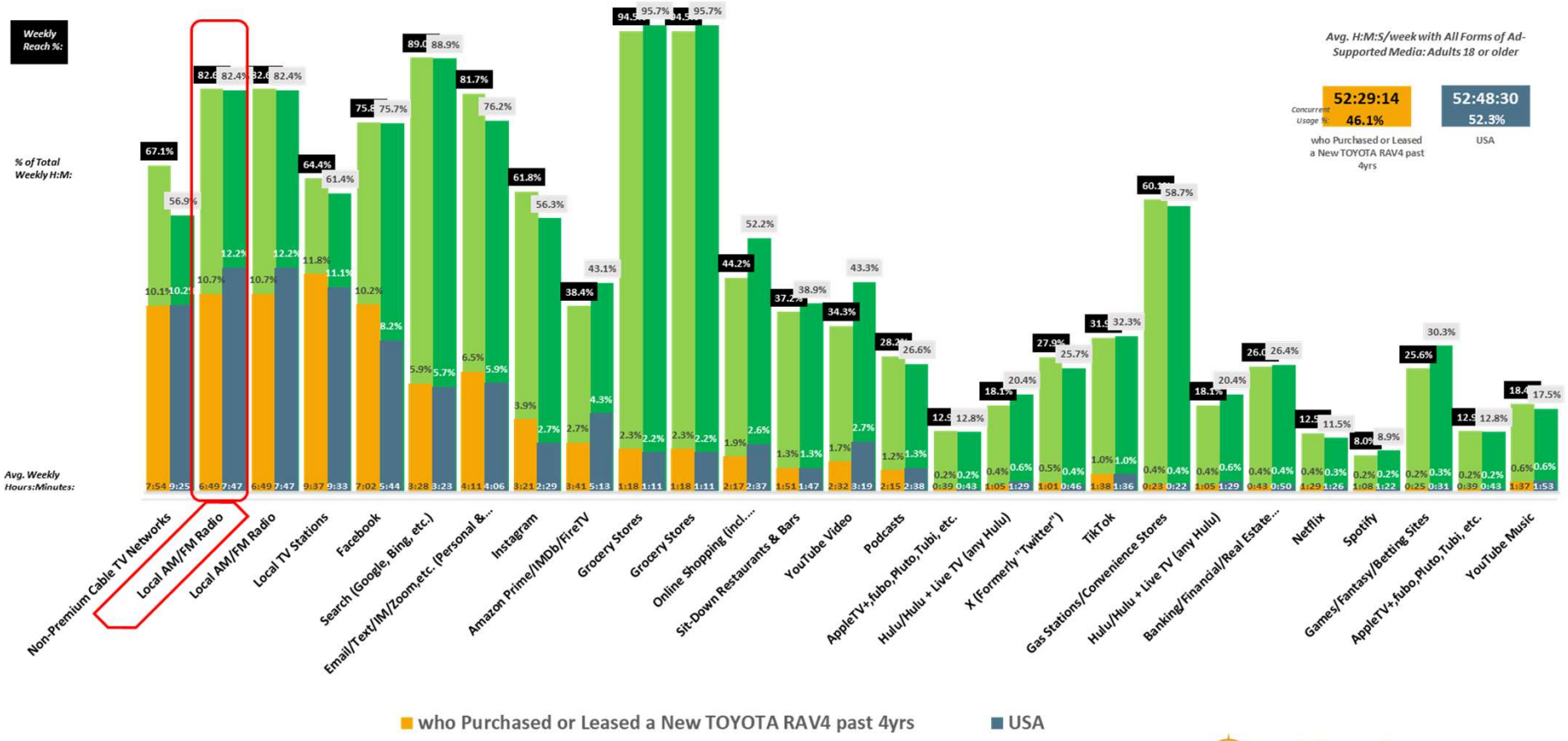
Adults 25 - 64 who Purchased or Leased a New TOYOTA RAV4 past 4yrs spend an average of 2 days, 13 hours, 2 minutes and 6 seconds each week with All Forms of Ad-Supported Media.

82.6% of Adults 25 - 64 who Purchased or Leased a New TOYOTA RAV4 past 4yrs spend an avg. of 6 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.



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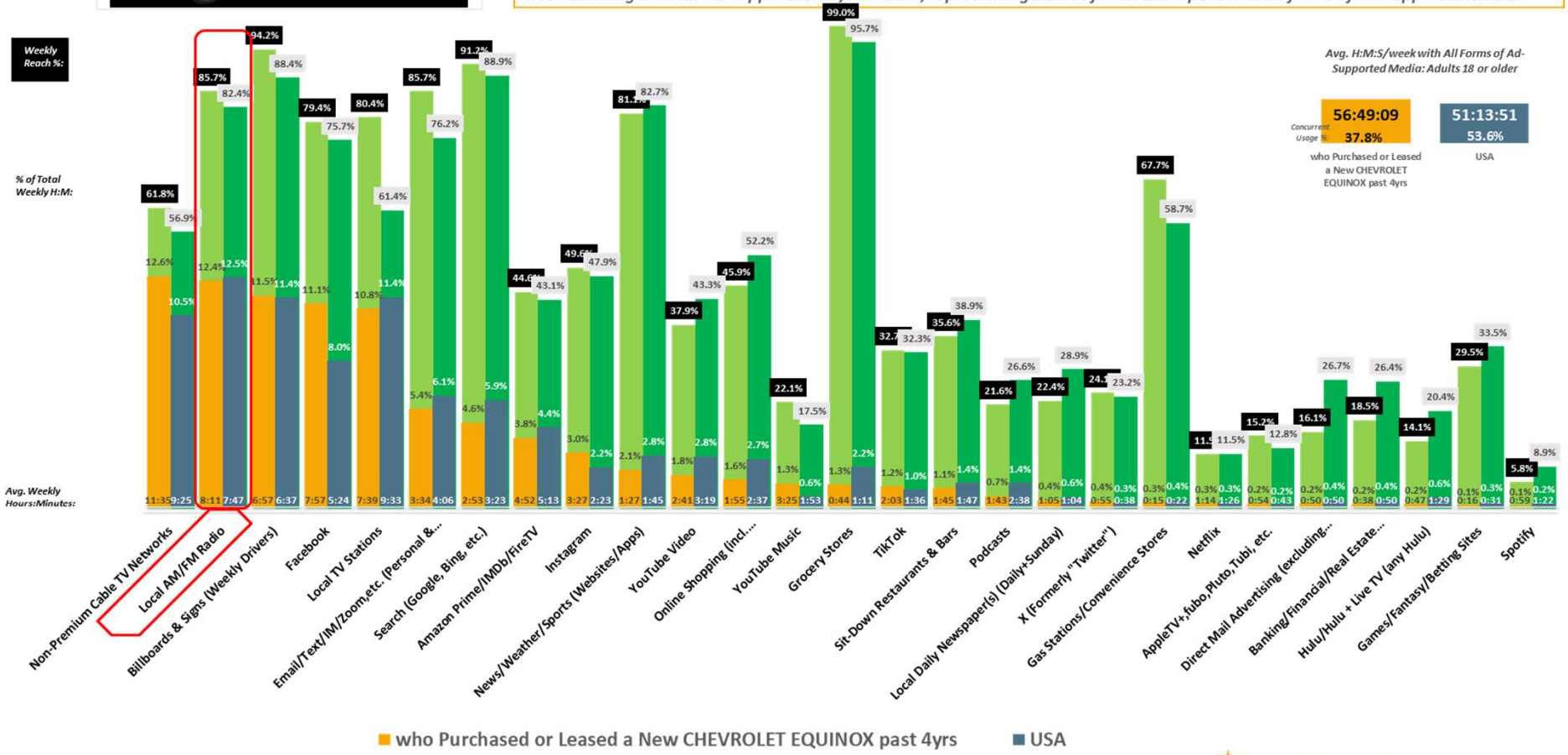
(Model year of new vehicle (HHLD): 2023:Any new vehicle OR Model year of new vehicle (HHLD): 2022:Any new vehicle OR Model year of new vehicle (HHLD): 2021:Any new vehicle OR Model year of new vehicle (HHLD): 2020:Any new vehicle) AND Make/model of new vehicle (HHLD): TOYOTA RAV4



Adults 25 - 64 who Purchased or Leased a New CHEVROLET EQUINOX past 4yrs spend an average of 2 days, 8 hours, 49 minutes and 9 seconds each week with All Forms of Ad-Supported Media.

85.7% of Adults 25 - 64 who Purchased or Leased a New CHEVROLET EQUINOX past 4yrs spend an avg. of 8 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.4% of total time spent with all forms of Ad-Supported Media.



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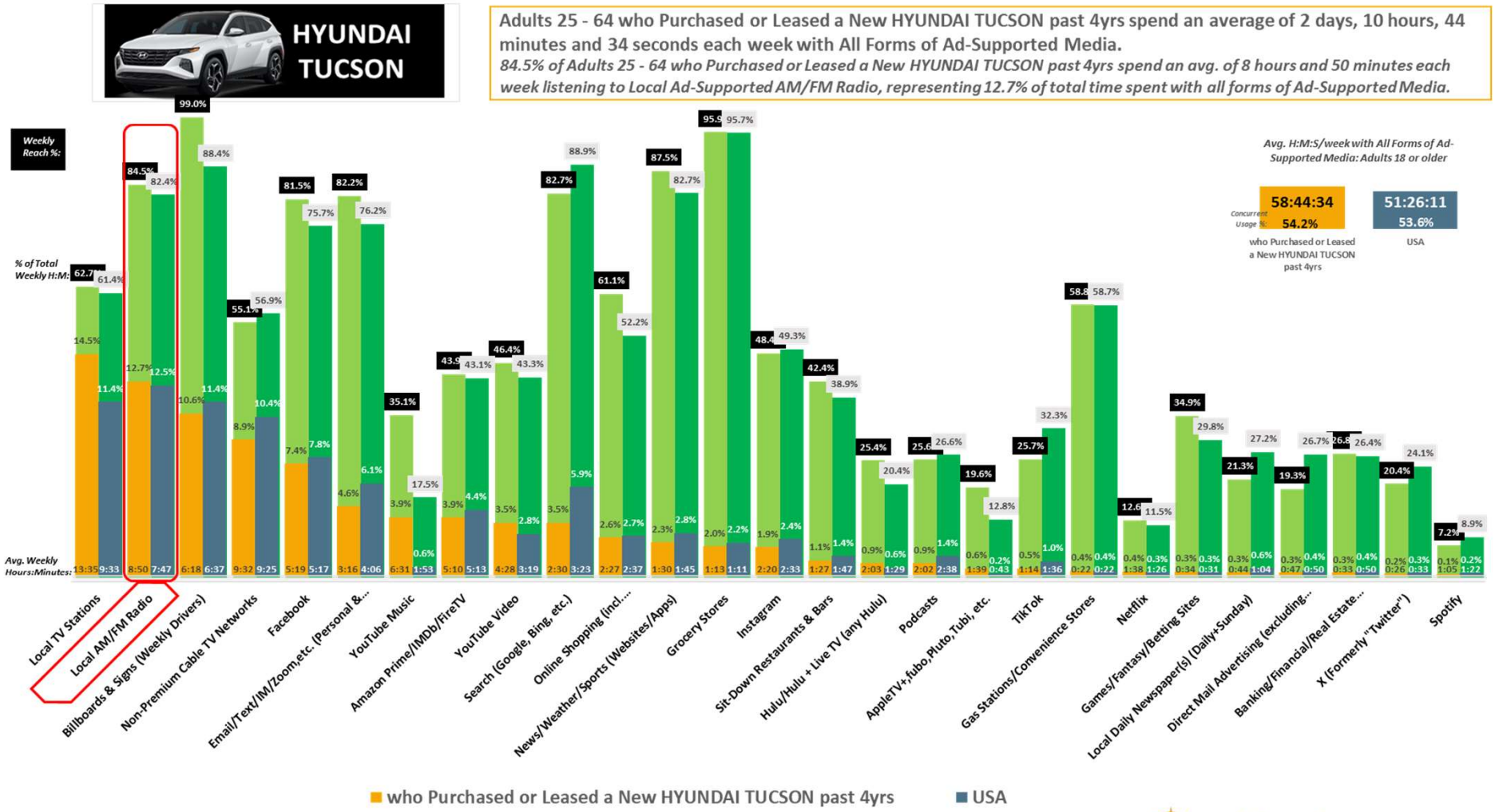

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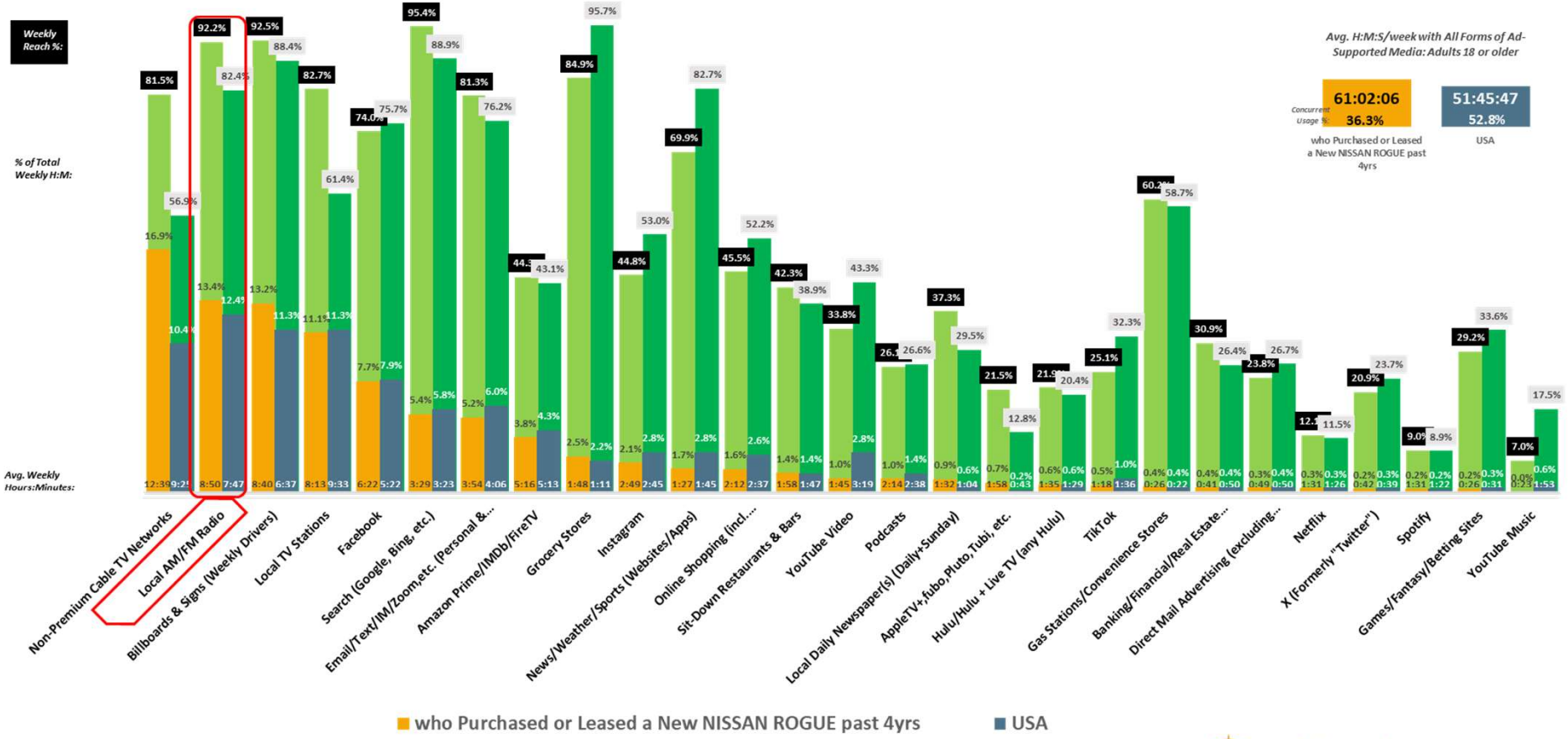
Adults 25 - 64 who Purchased or Leased a New NISSAN ROGUE past 4yrs spend an average of 2 days, 13 hours, 2 minutes and 6 seconds each week with All Forms of Ad-Supported Media.

92.2% of Adults 25 - 64 who Purchased or Leased a New NISSAN ROGUE past 4yrs spend an avg. of 8 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.4% of total time spent with all forms of Ad-Supported Media.



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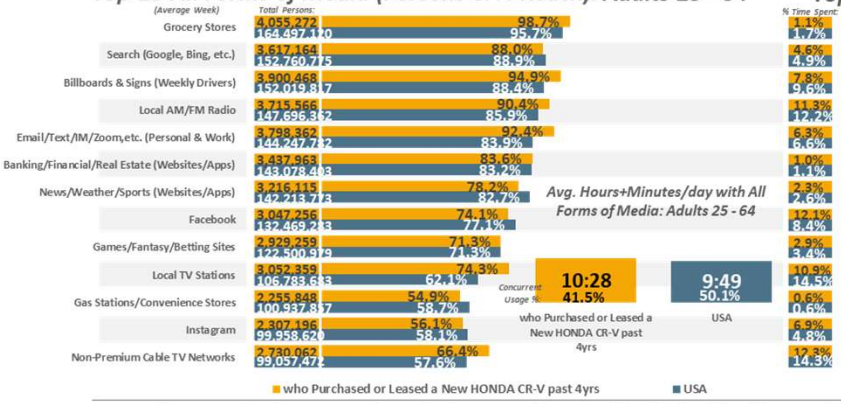
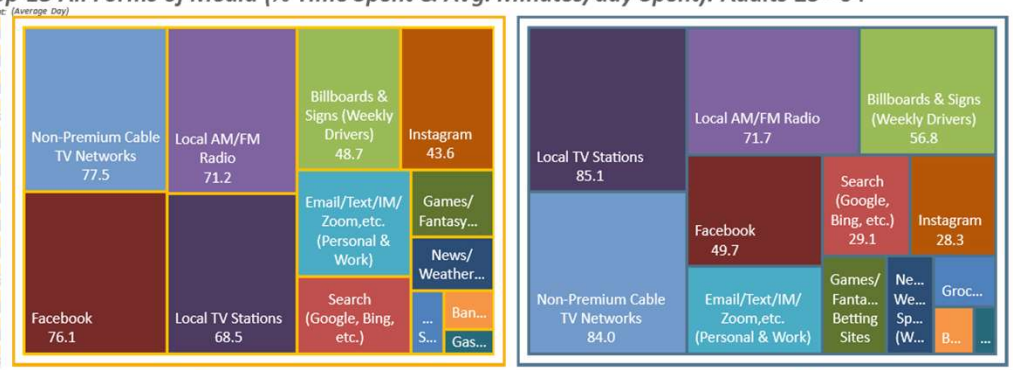
Adults 25 - 64 who Purchased or Leased a New HONDA CR-V past 4yrs spend an average of 8 hours and 3 minutes each day with All Forms of Ad-Supported Media. 85.9% listen to Local AM/FM Radio for an avg. of 66.2 minutes/day. *(Local Radio delivers 11.8% of Time with Ad-Supported Media.)*

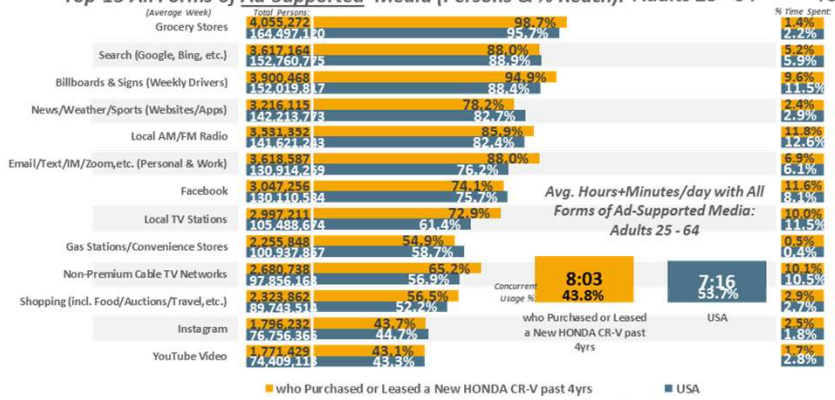
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



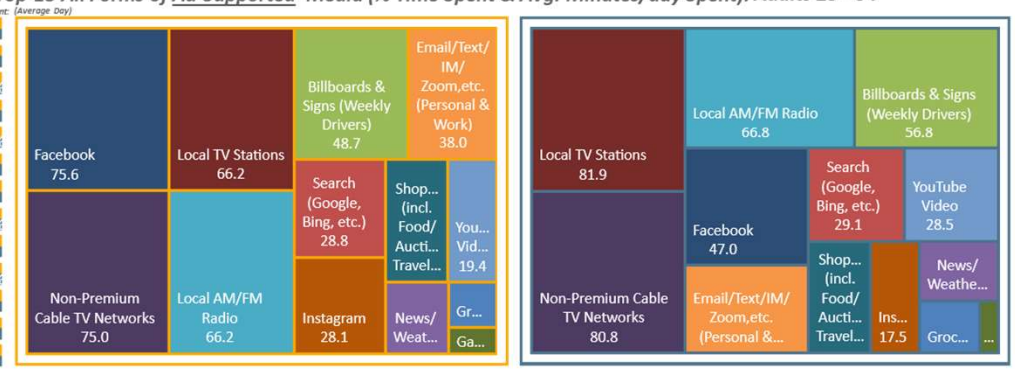
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,548*

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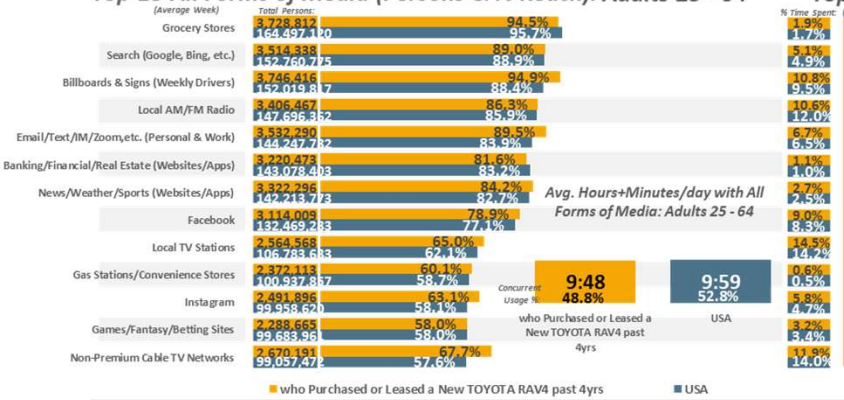
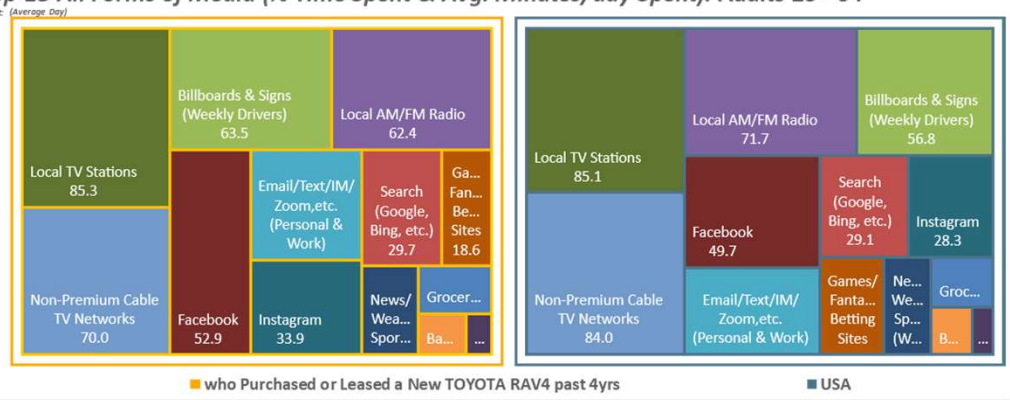
Adults 25 - 64 who Purchased or Leased a New TOYOTA RAV4 past 4yrs spend an average of 7 hours and 29 minutes each day with All Forms of Ad-Supported Media. 82.6% listen to Local AM/FM Radio for an avg. of 58.5 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

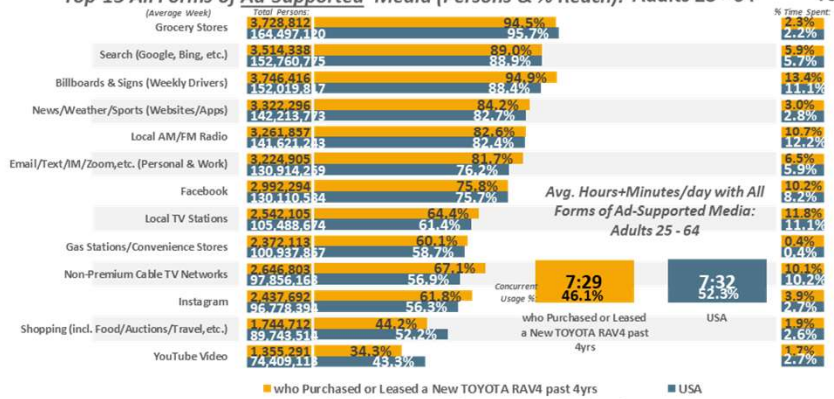
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



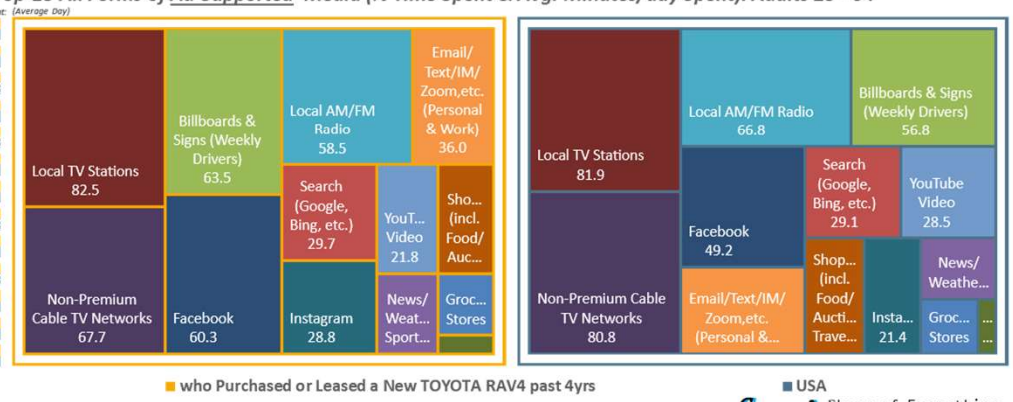
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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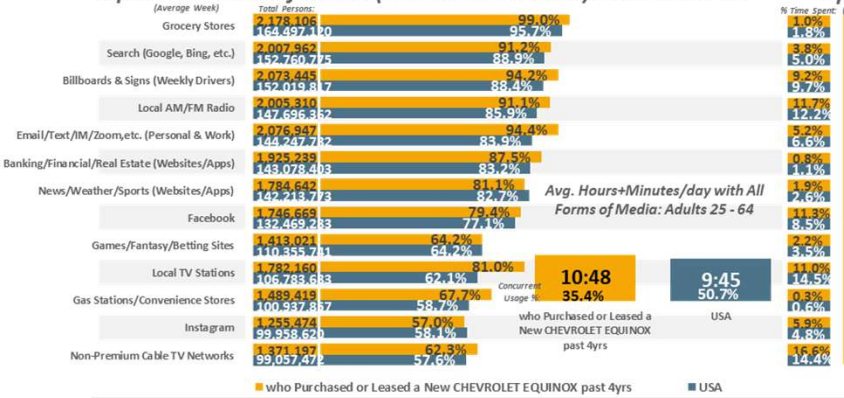
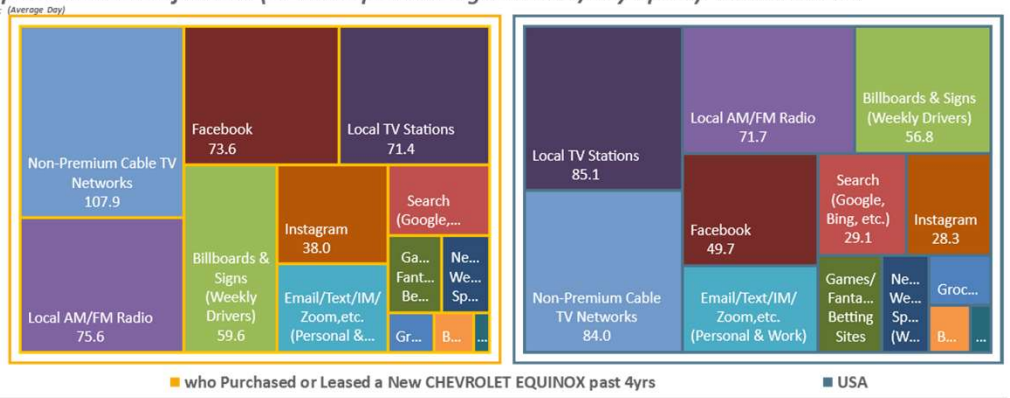
Adults 25 - 64 who Purchased or Leased a New CHEVROLET EQUINOX past 4yrs spend an average of 8 hours and 7 minutes each day with All Forms of Ad-Supported Media. 85.7% listen to Local AM/FM Radio for an avg. of 70.2 minutes/day. *(Local Radio delivers 12.4% of Time with Ad-Supported Media.)*

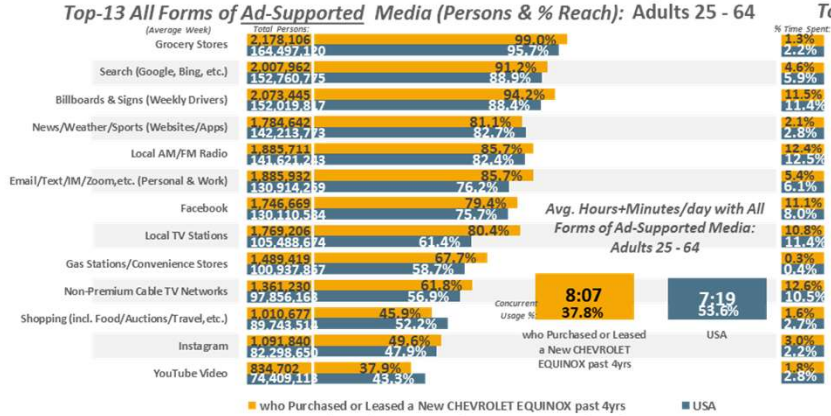
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



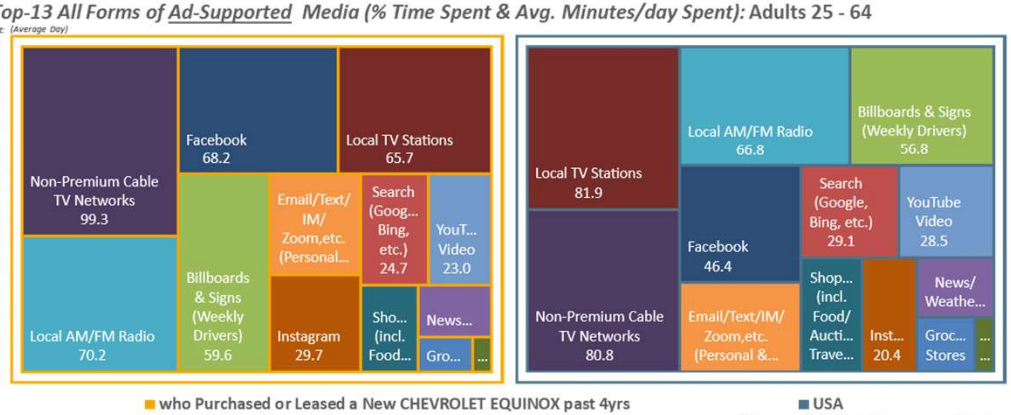
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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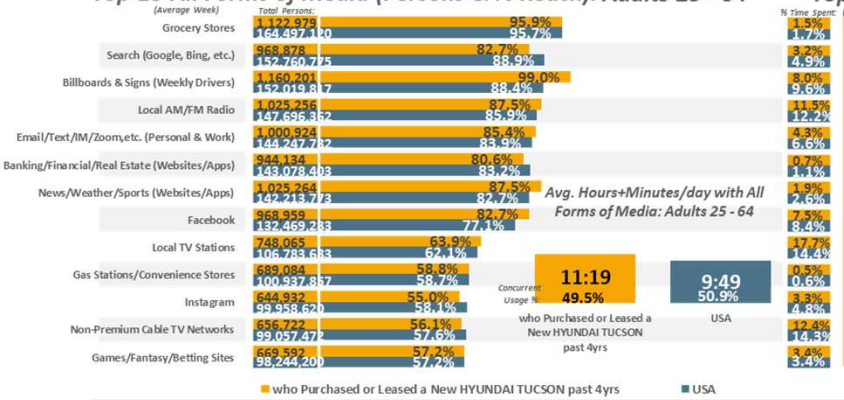
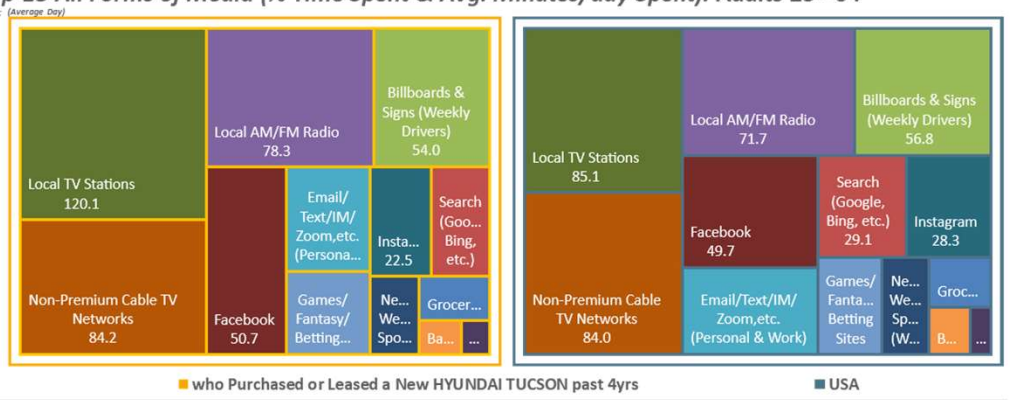
Adults 25 - 64 who Purchased or Leased a New HYUNDAI TUCSON past 4yrs spend an average of 8 hours and 23 minutes each day with All Forms of Ad-Supported Media. 84.5% listen to Local AM/FM Radio for an avg. of 75.8 minutes/day. *(Local Radio delivers 12.7% of Time with Ad-Supported Media.)*

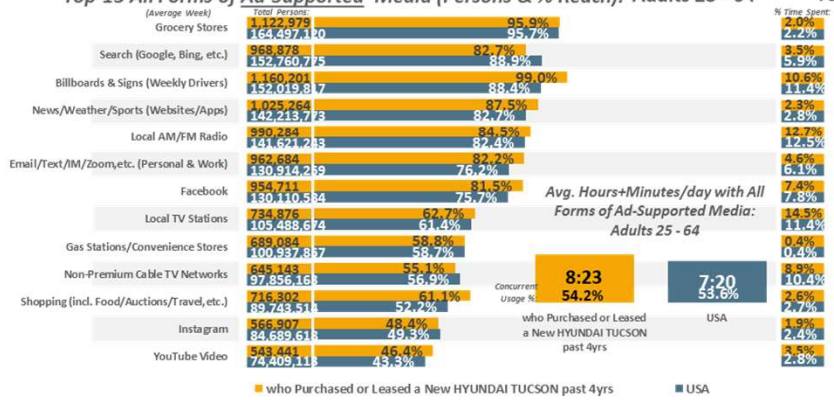
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



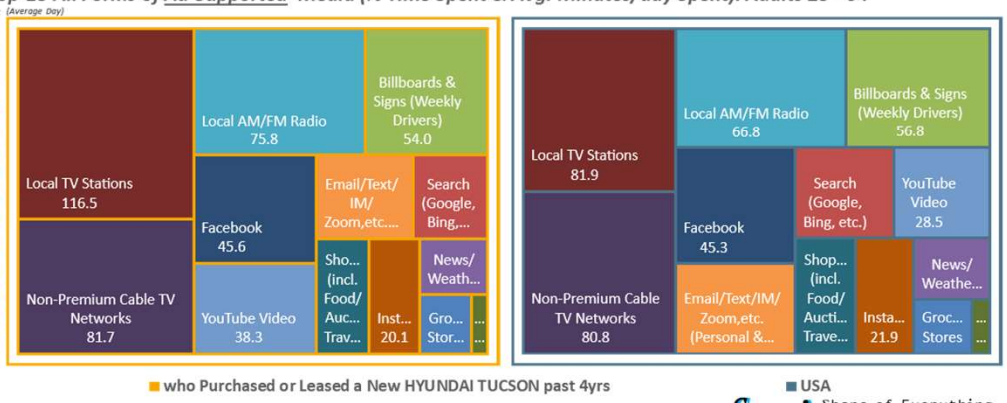
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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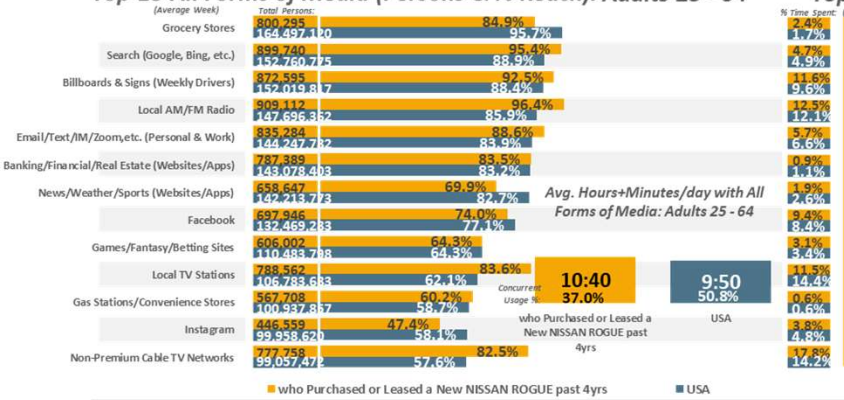
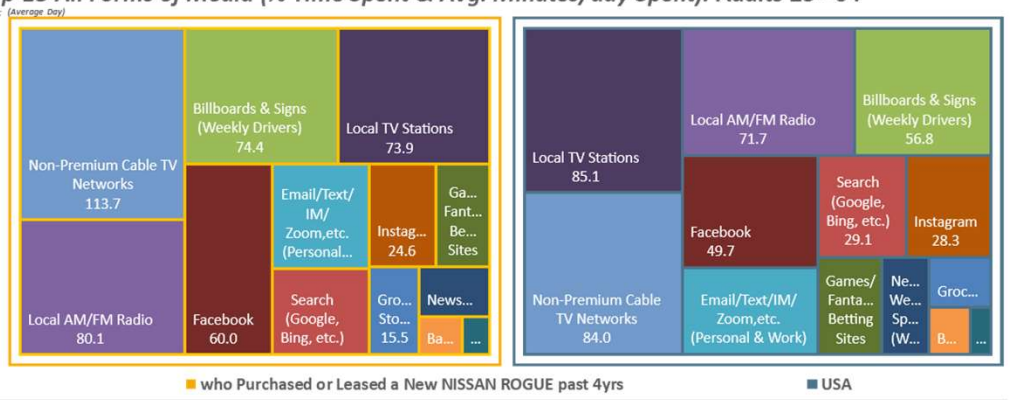
Adults 25 - 64 who Purchased or Leased a New NISSAN ROGUE past 4yrs spend an average of 8 hours and 43 minutes each day with All Forms of Ad-Supported Media. 92.2% listen to Local AM/FM Radio for an avg. of 75.8 minutes/day. *(Local Radio delivers 13.4% of Time with Ad-Supported Media.)*

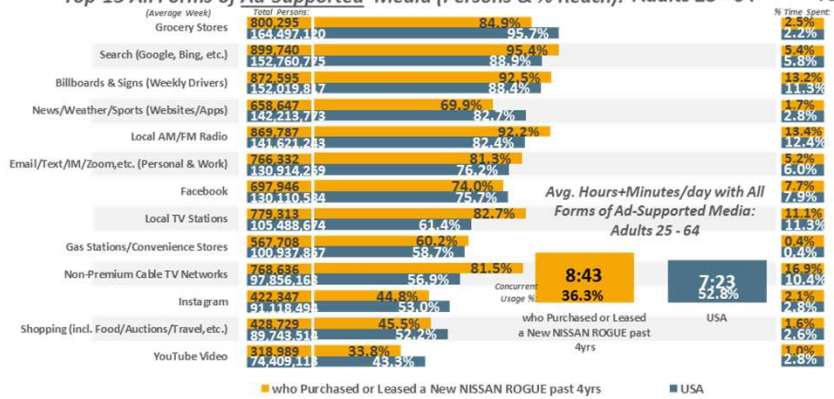
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



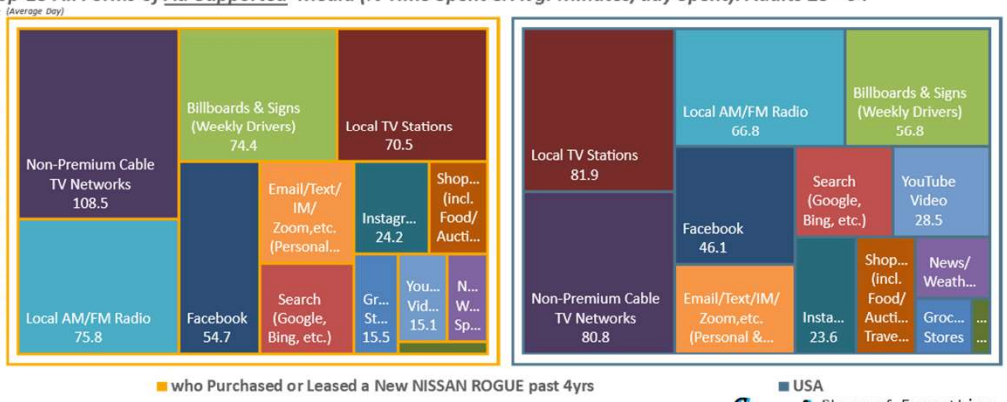
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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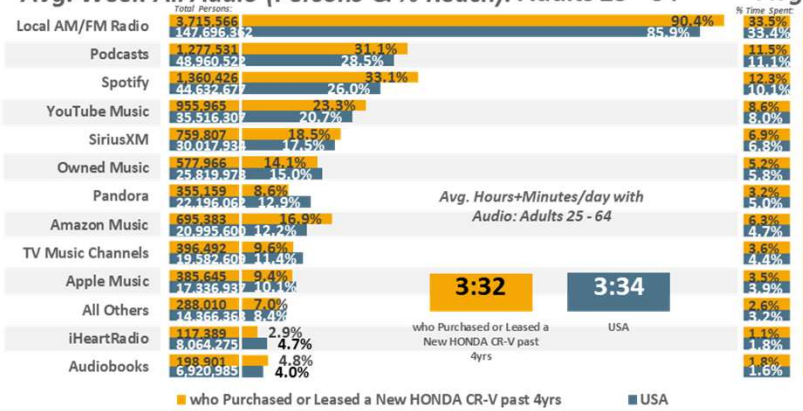
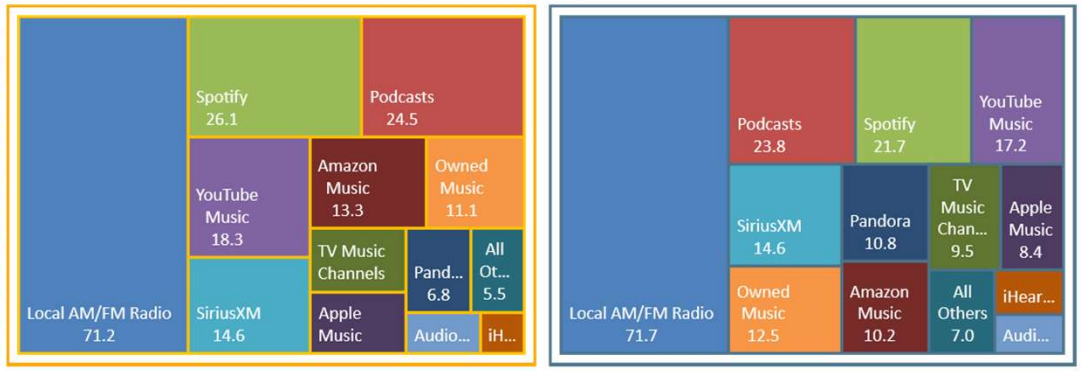
3,531,352 or 85.9% of Adults 25 - 64 who Purchased or Leased a New HONDA CR-V past 4yrs listen to Ad-Supported Local AM/FM Radio for an average of 66.2 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.

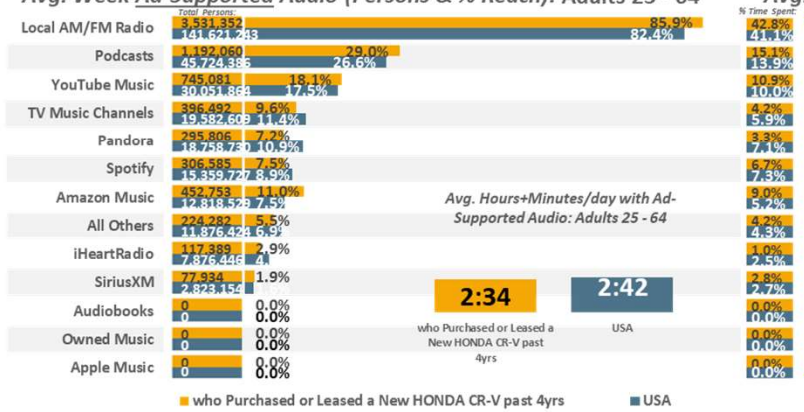
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



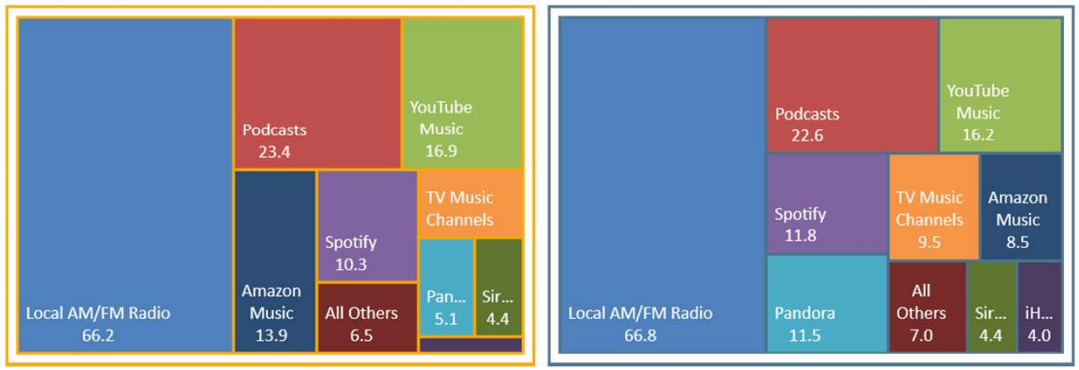
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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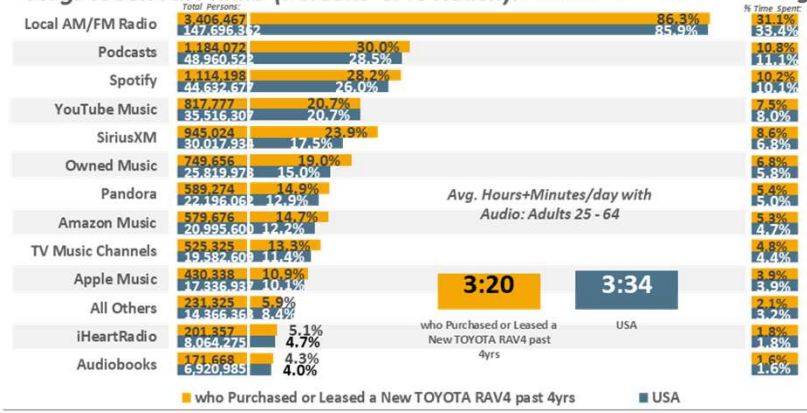
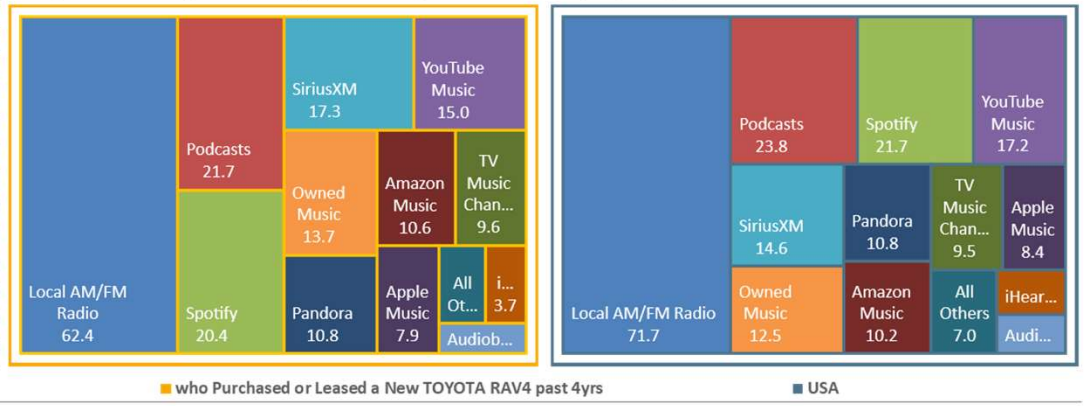
3,261,857 or 82.6% of Adults 25 - 64 who Purchased or Leased a New TOYOTA RAV4 past 4yrs listen to Ad-Supported Local AM/FM Radio for an average of 58.5 minutes every day representing 40.5% of all time spent daily with Ad-Supported Audio.

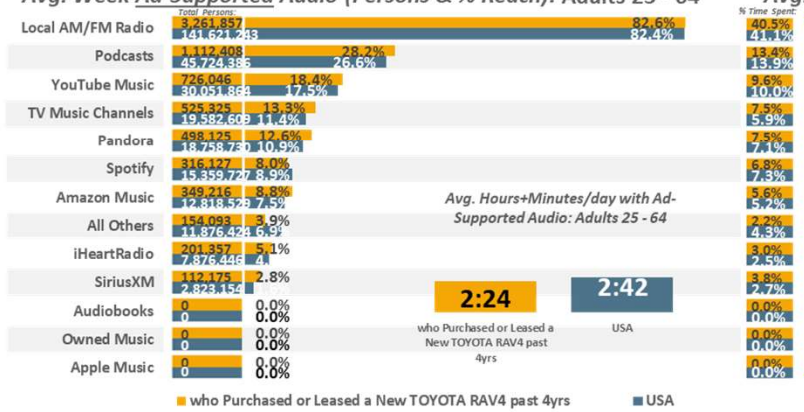
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



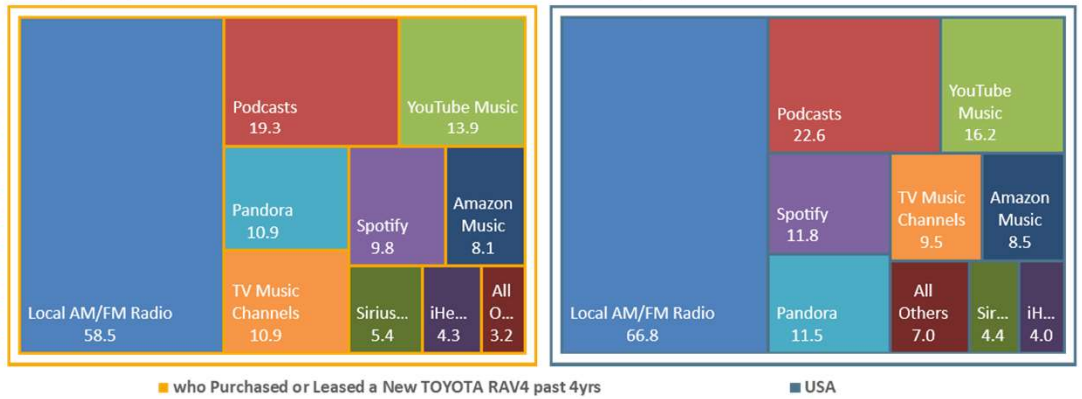
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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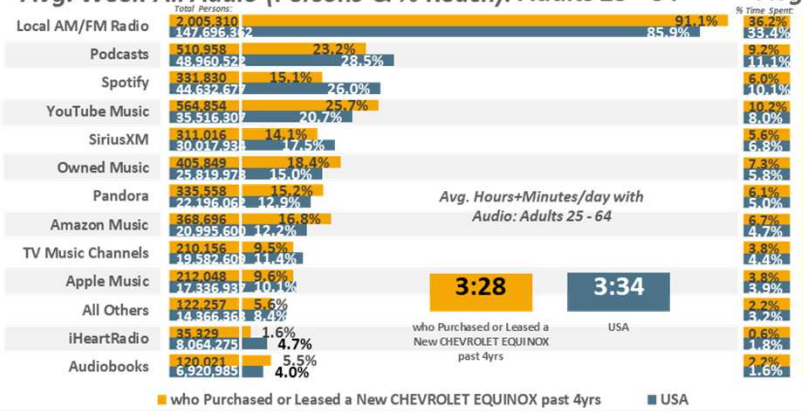
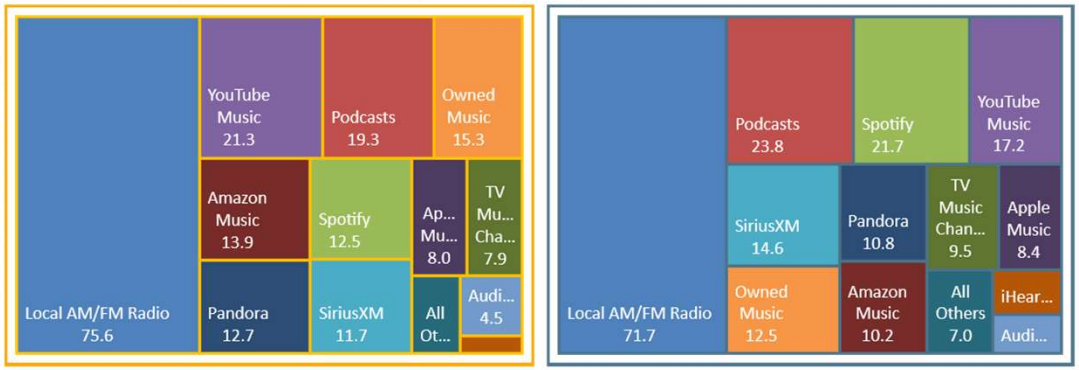
1,885,711 or 85.7% of Adults 25 - 64 who Purchased or Leased a New CHEVROLET EQUINOX past 4yrs listen to Ad-Supported Local AM/FM Radio for an average of 70.2 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.

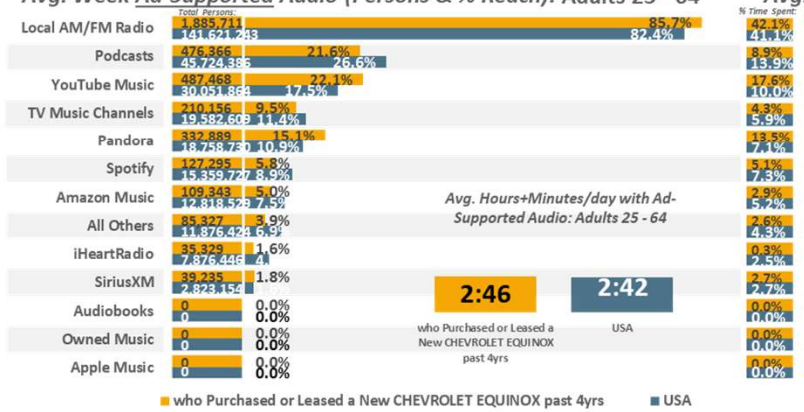
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



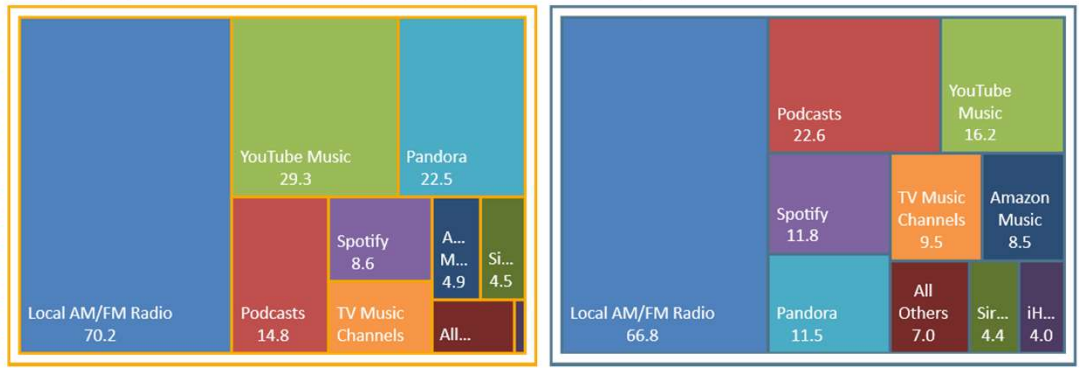
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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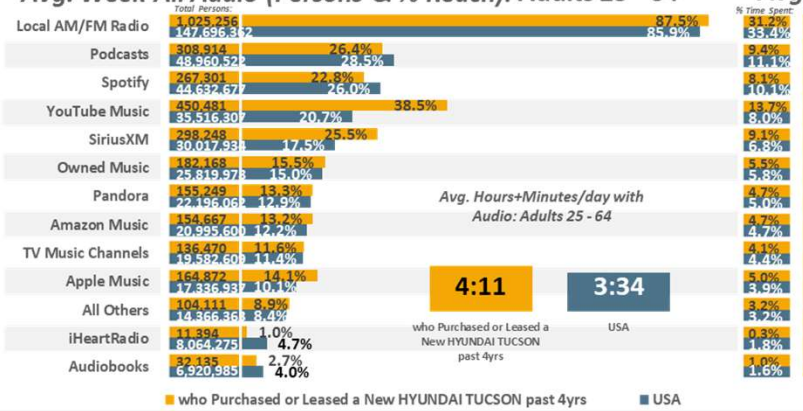
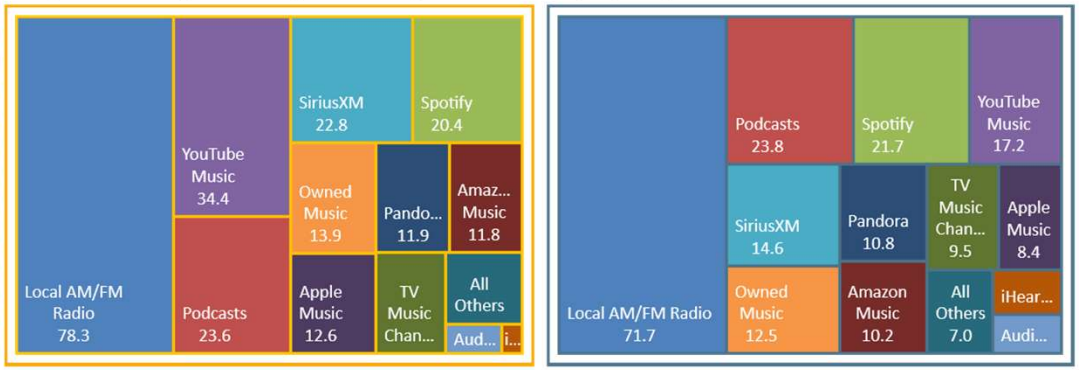
990,284 or 84.5% of Adults 25 - 64 who Purchased or Leased a New HYUNDAI TUCSON past 4yrs listen to Ad-Supported Local AM/FM Radio for an average of 75.8 minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.

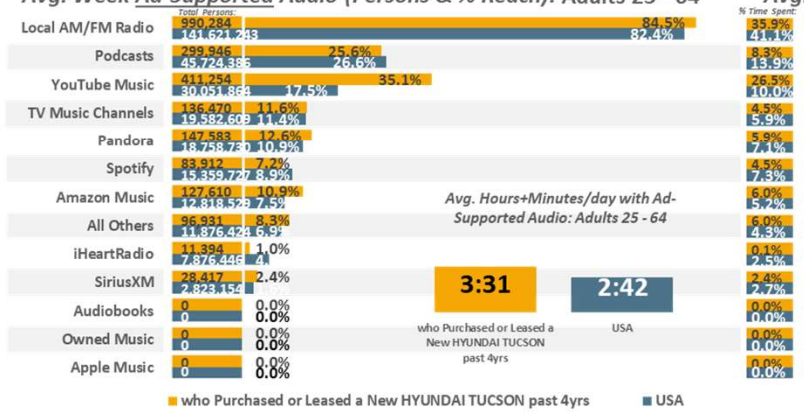
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



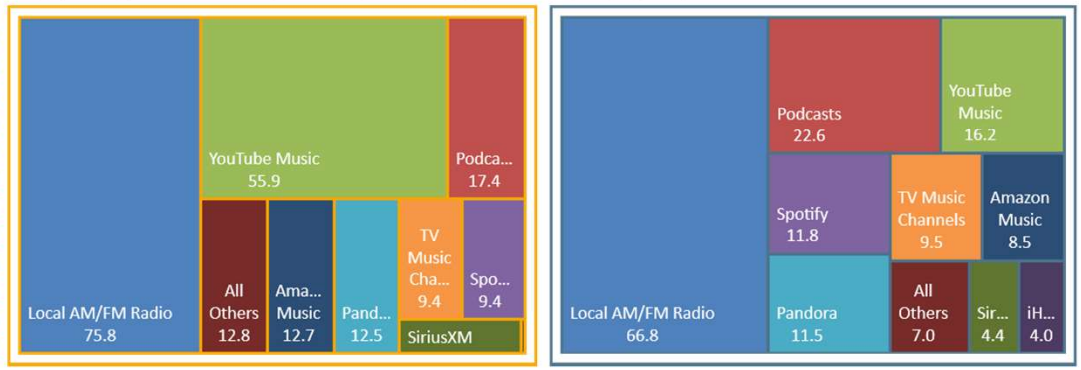
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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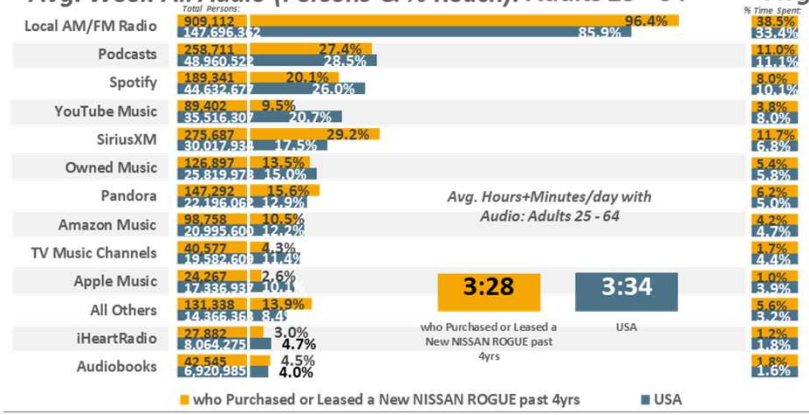
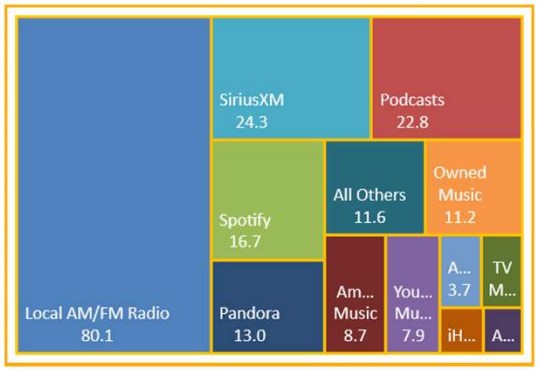
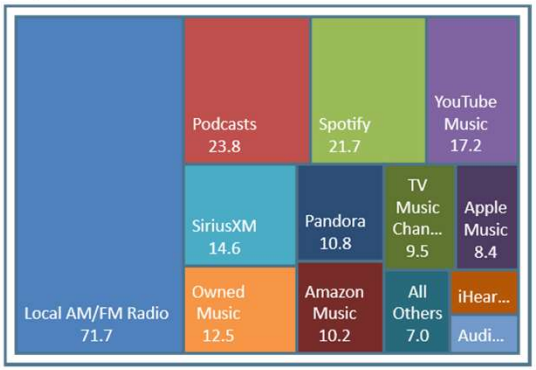
869,787 or 92.2% of Adults 25 - 64 who Purchased or Leased a New NISSAN ROGUE past 4yrs listen to Ad-Supported Local AM/FM Radio for an average of 75.8 minutes every day representing 49.3% of all time spent daily with Ad-Supported Audio.

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

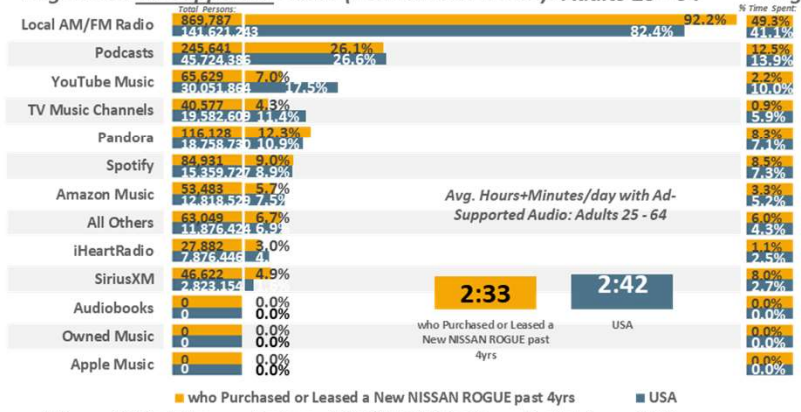


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

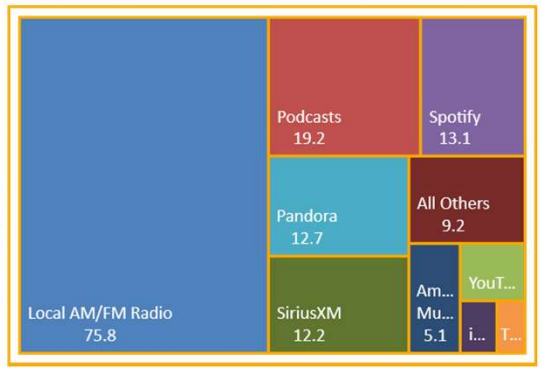


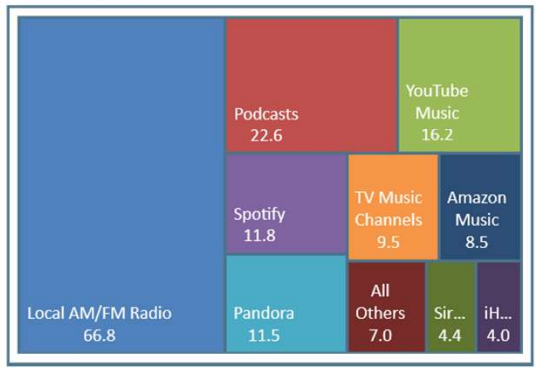


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



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





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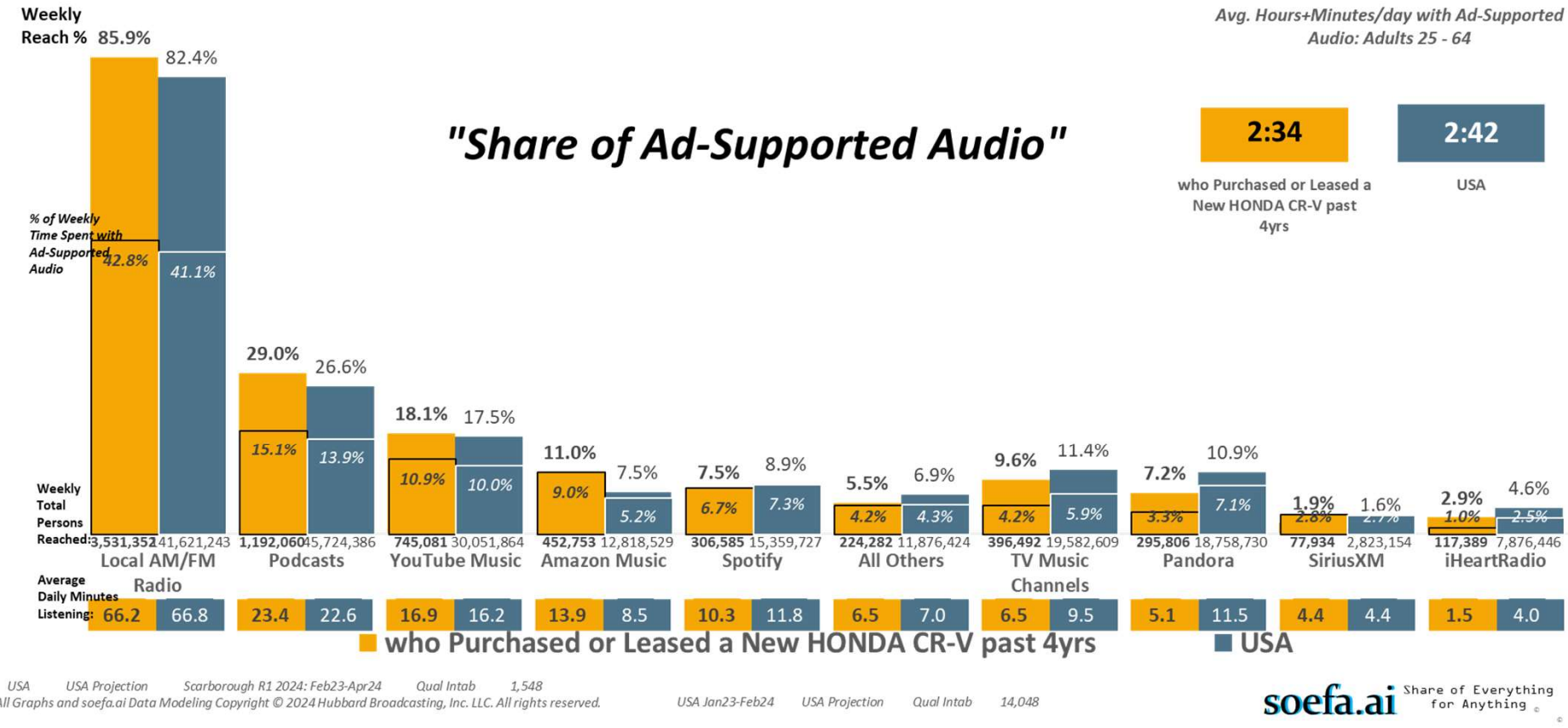
3,531,352 or 85.9% of Adults 25 - 64 who Purchased or Leased a New HONDA CR-V past 4yrs listen to Ad-Supported Local AM/FM Radio for an average of 66.2 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.



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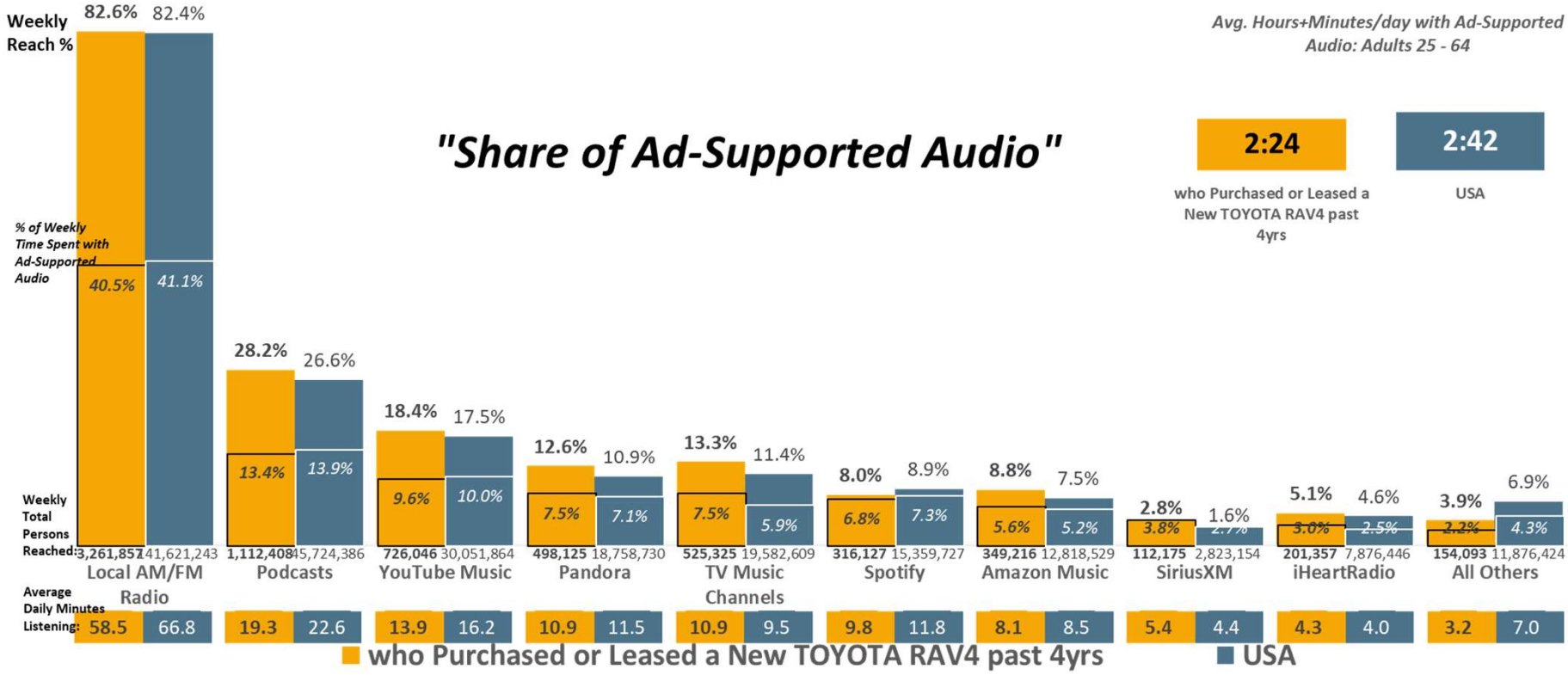
3,261,857 or 82.6% of Adults 25 - 64 who Purchased or Leased a New TOYOTA RAV4 past 4yrs listen to Ad-Supported Local AM/FM Radio for an average of 58.5 minutes every day representing 40.5% of all time spent daily with Ad-Supported Audio.



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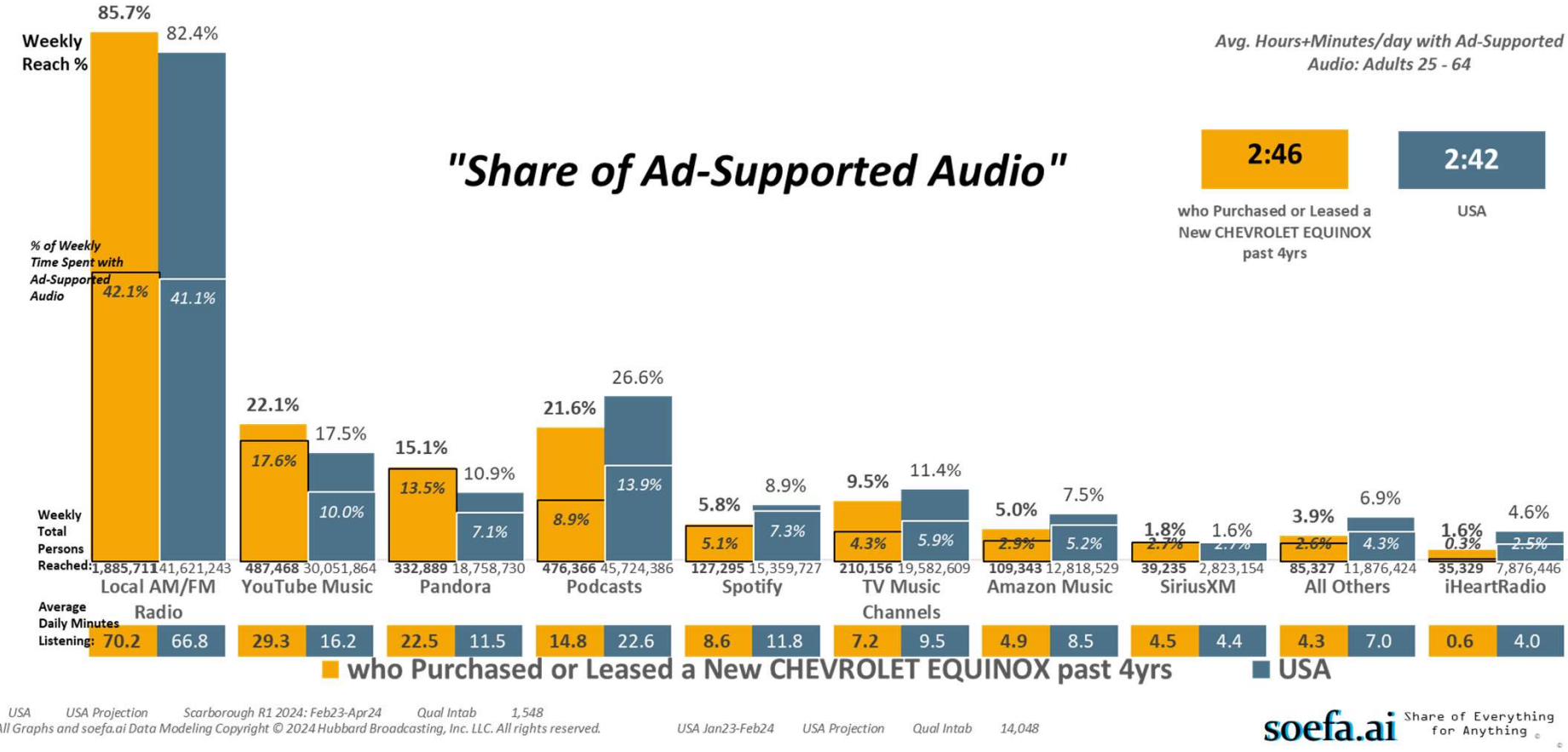
1,885,711 or 85.7% of Adults 25 - 64 who Purchased or Leased a New CHEVROLET EQUINOX past 4yrs listen to Ad-Supported Local AM/FM Radio for an average of 70.2 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,548

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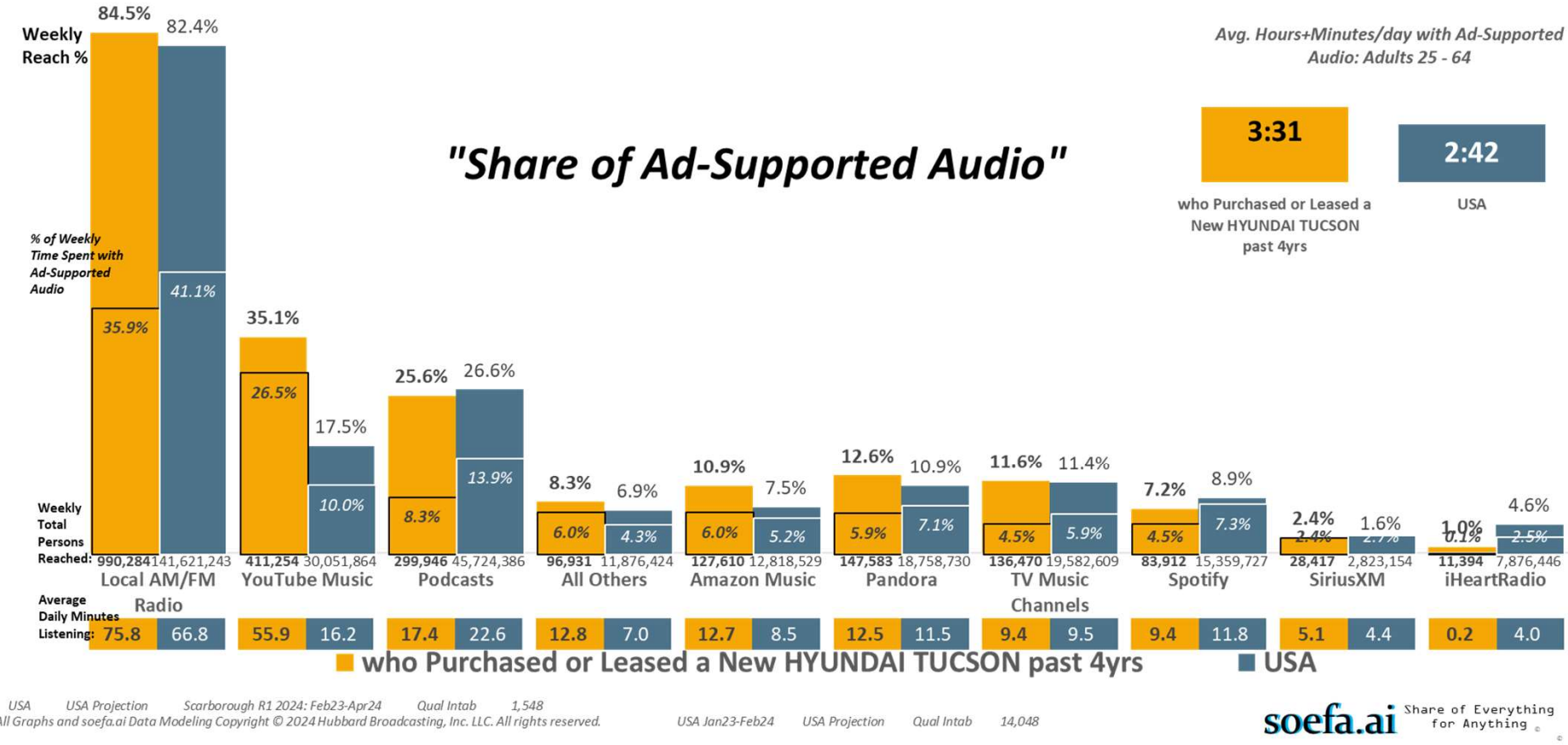
990,284 or 84.5% of Adults 25 - 64 who Purchased or Leased a New HYUNDAI TUCSON past 4yrs listen to Ad-Supported Local AM/FM Radio for an average of 75.8 minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,548

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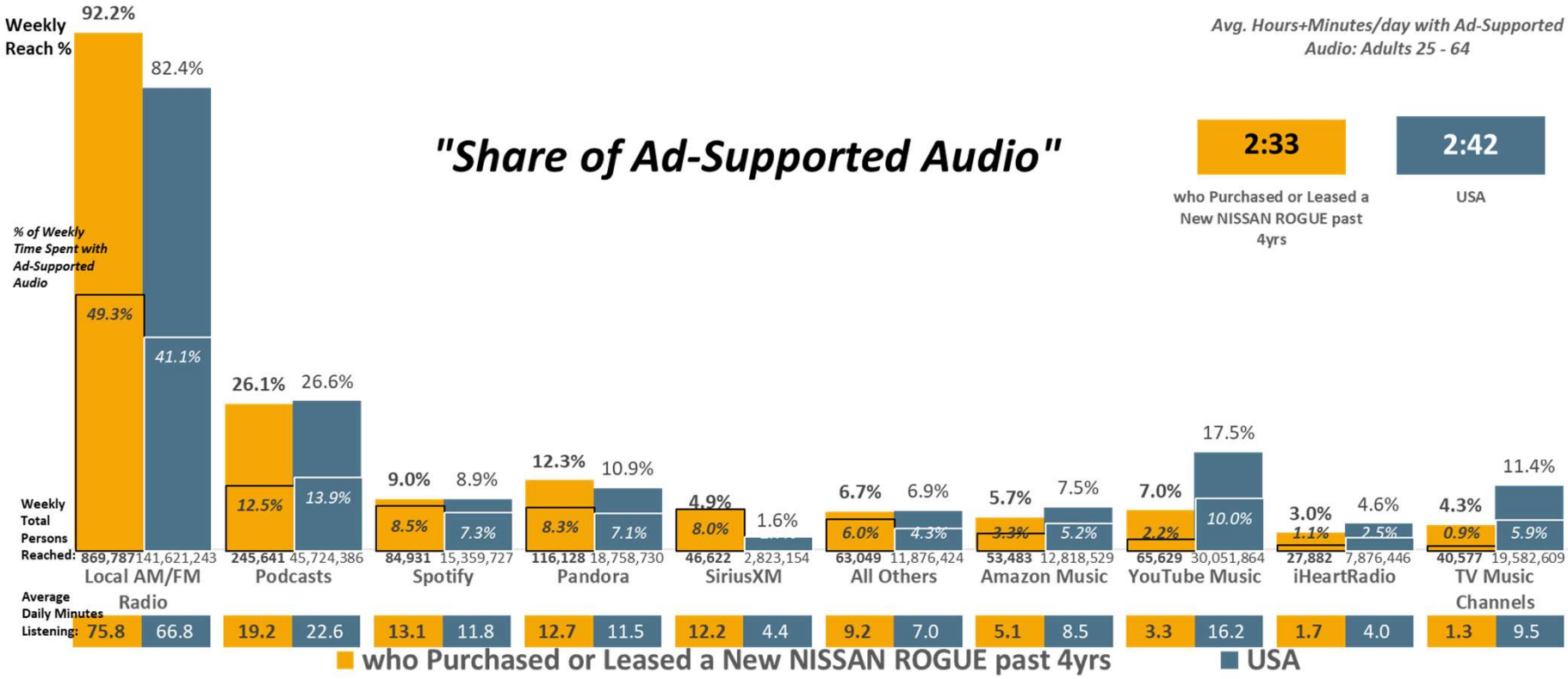
869,787 or 92.2% of Adults 25 - 64 who Purchased or Leased a New NISSAN ROGUE past 4yrs listen to Ad-Supported Local AM/FM Radio for an average of 75.8 minutes every day representing 49.3% of all time spent daily with Ad-Supported Audio.



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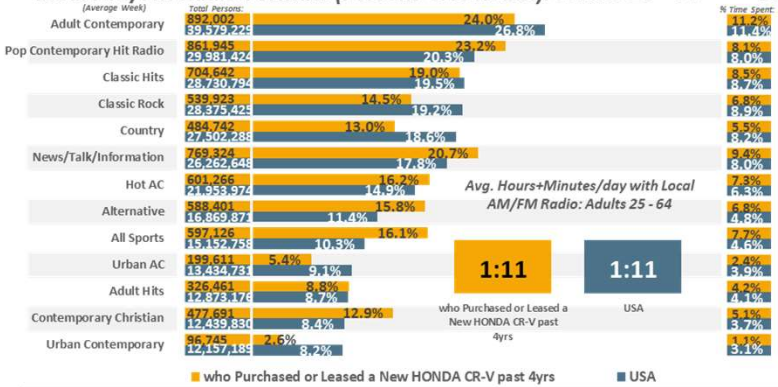
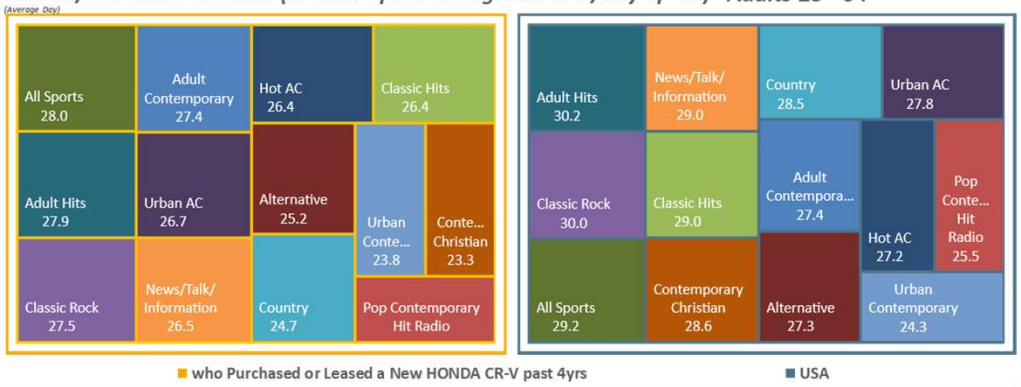
3,531,352 or 85.9% of Adults 25 - 64 who Purchased or Leased a New HONDA CR-V past 4yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Hot AC, and All Sports.

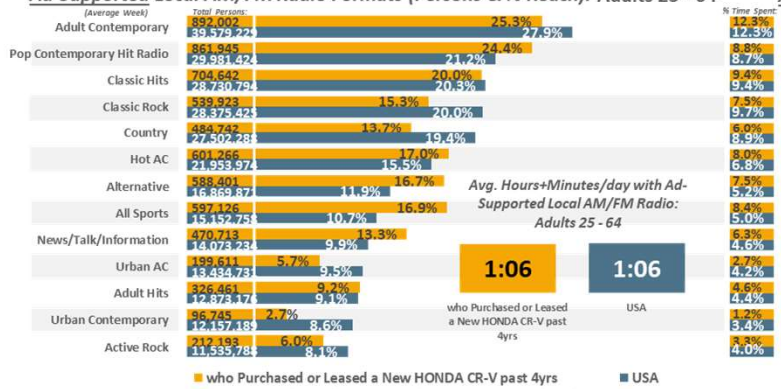
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



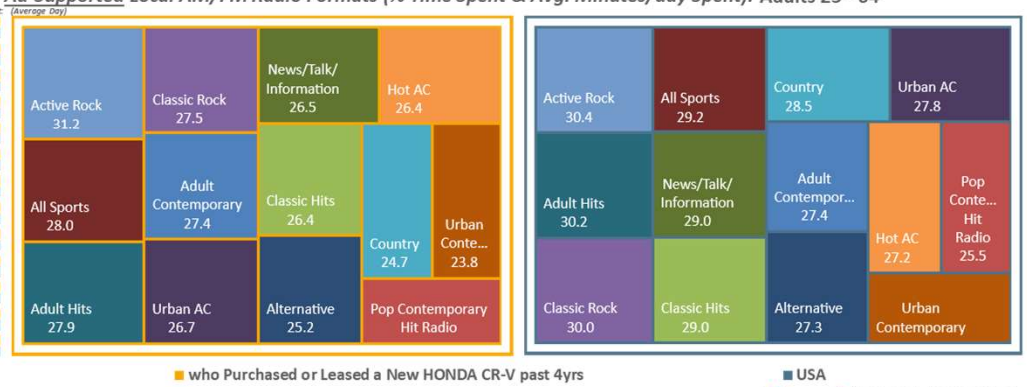
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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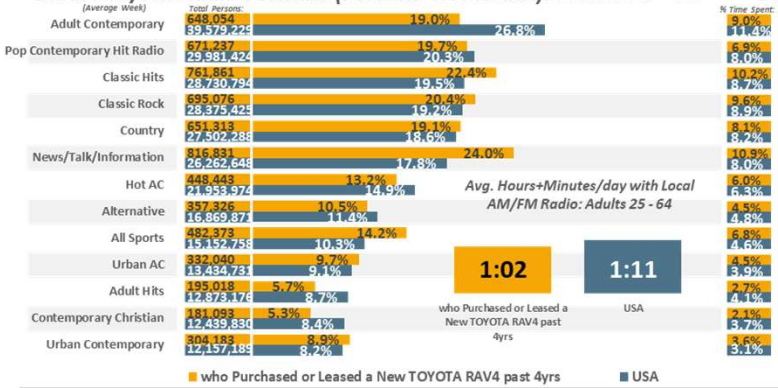
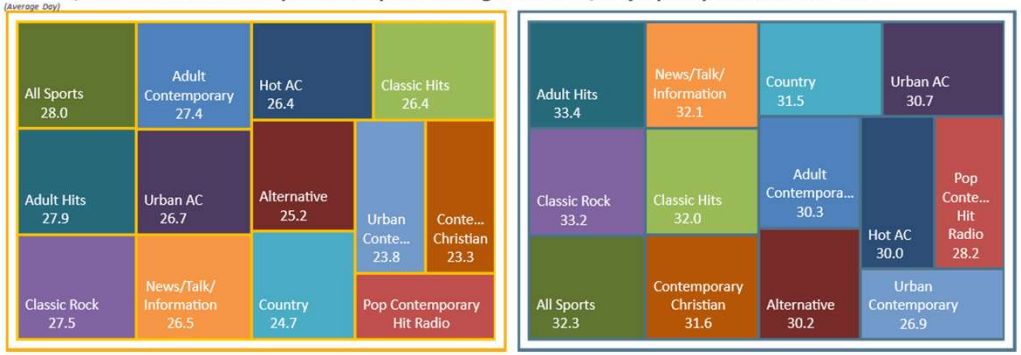
3,261,857 or 82.6% of Adults 25 - 64 who Purchased or Leased a New TOYOTA RAV4 past 4yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, Pop Contemporary Hit Radio, Country, and Adult Contemporary.

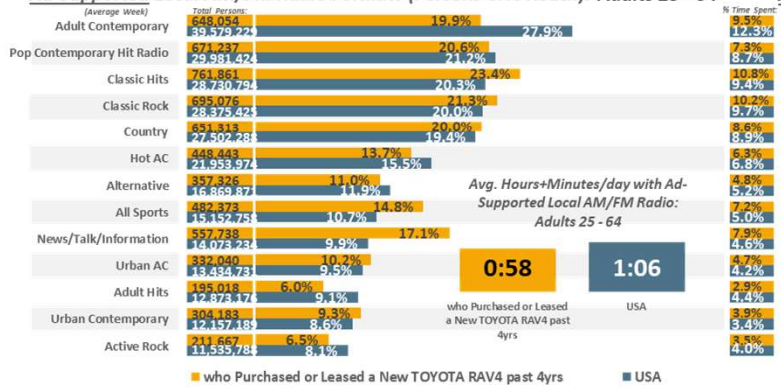
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



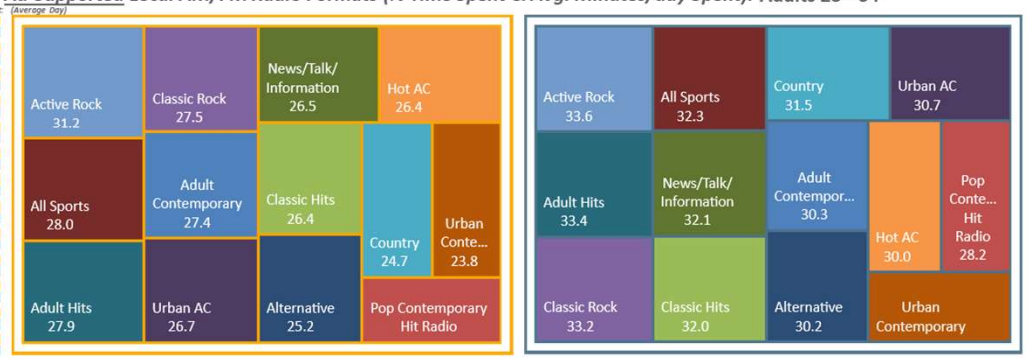
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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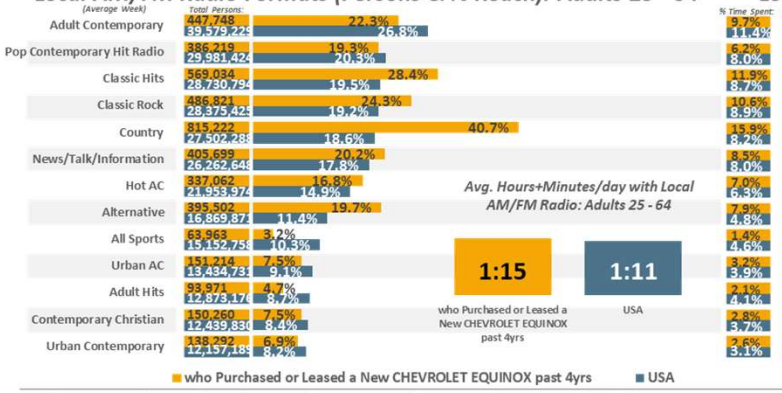
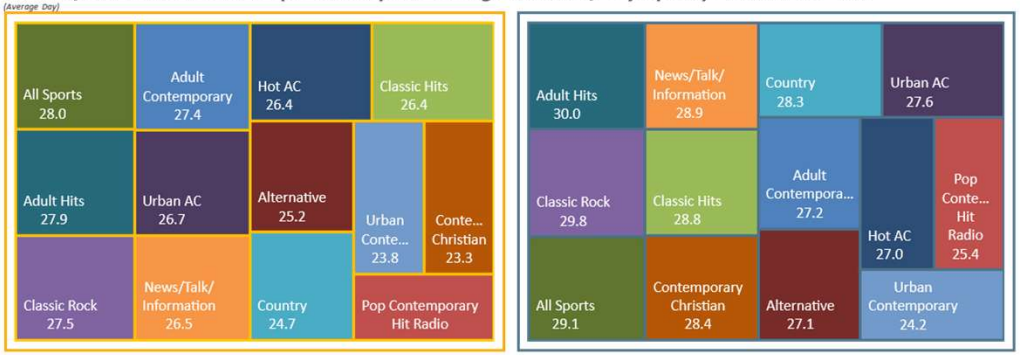
1,885,711 or 85.7% of Adults 25 - 64 who Purchased or Leased a New CHEVROLET EQUINOX past 4yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Classic Rock, Adult Contemporary, and Alternative.

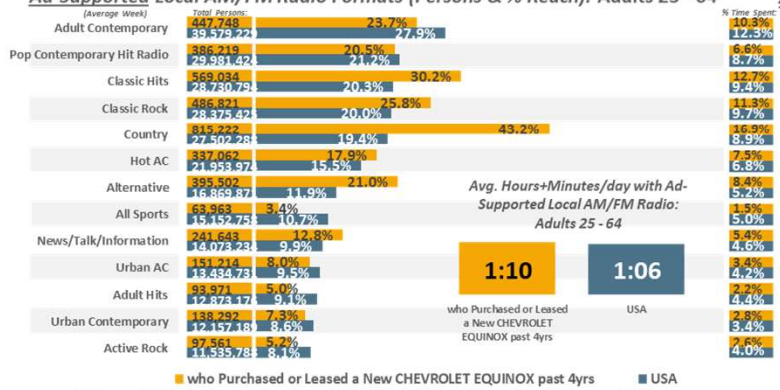
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



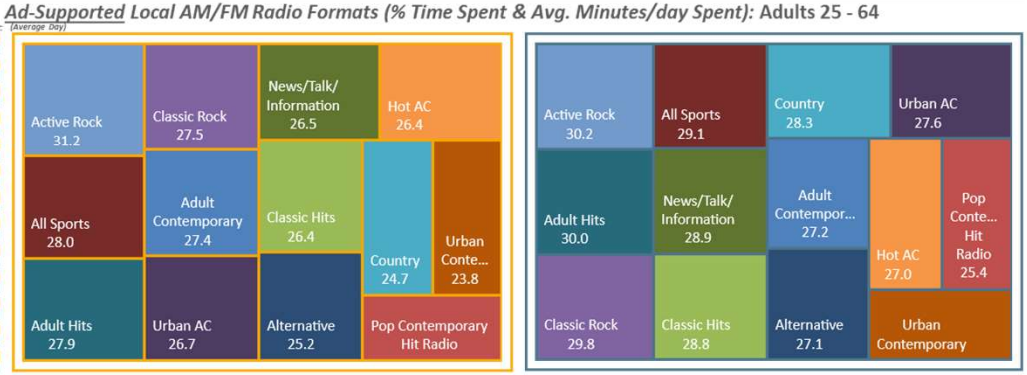
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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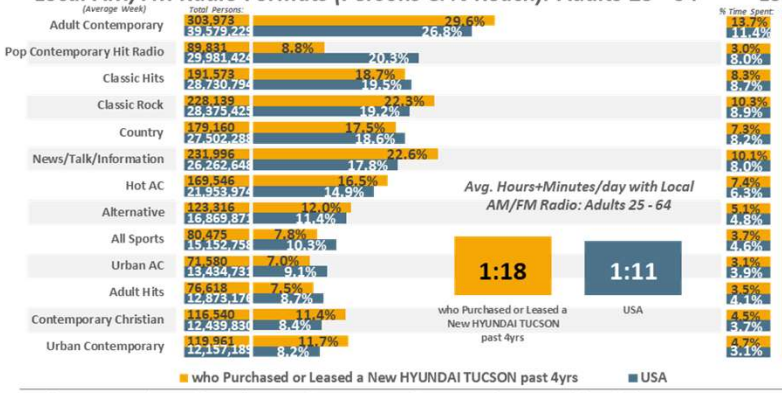
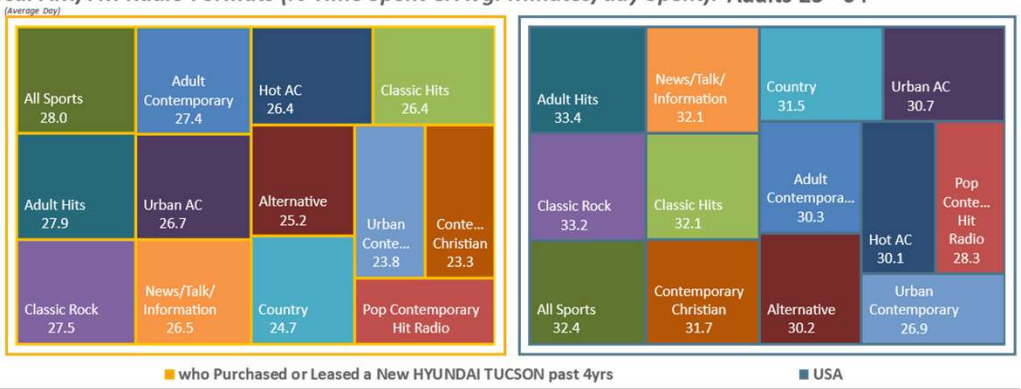
990,284 or 84.5% of Adults 25 - 64 who Purchased or Leased a New HYUNDAI TUCSON past 4yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, News/Talk/Information, Classic Hits, and Country.

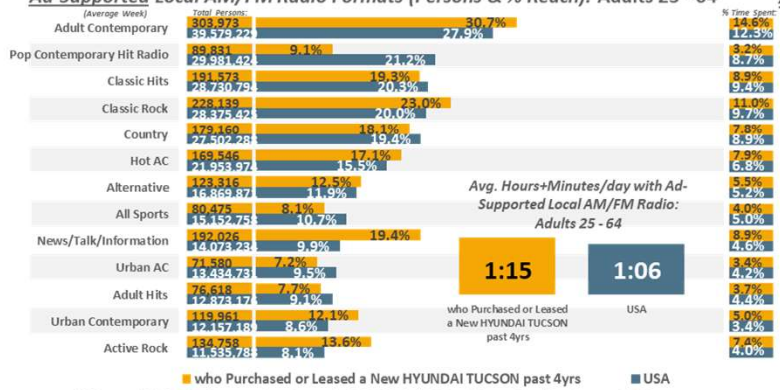
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



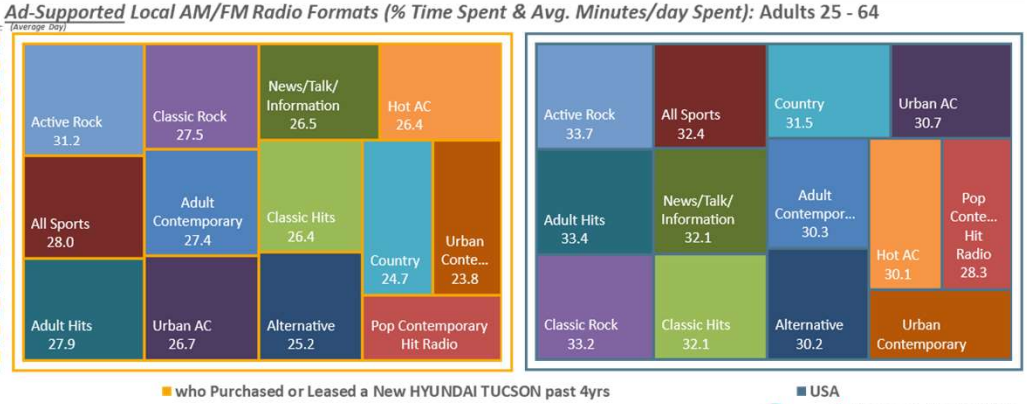
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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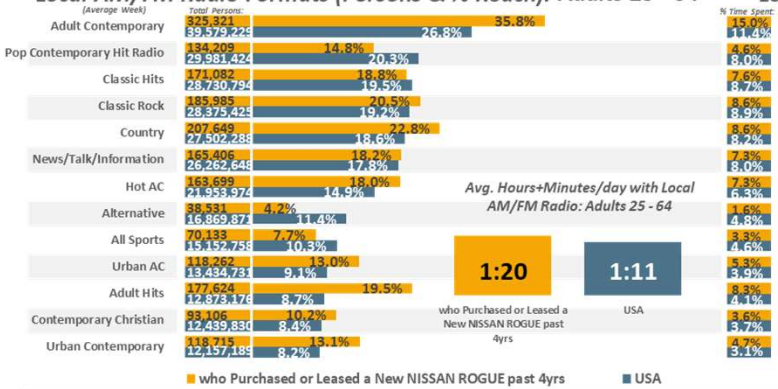
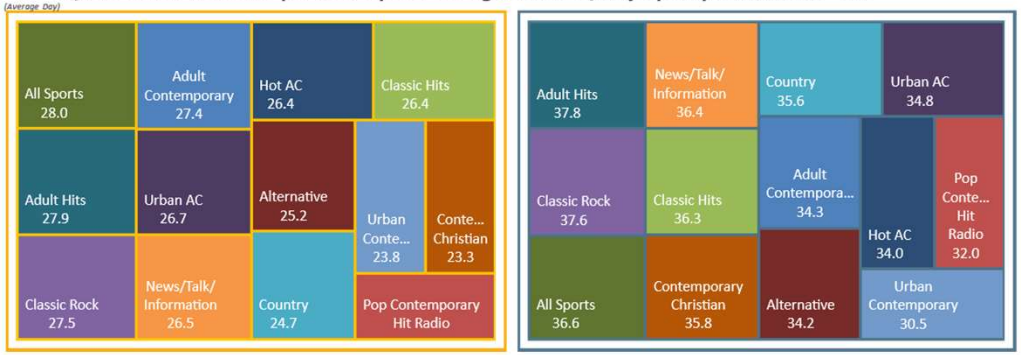
869,787 or 92.2% of Adults 25 - 64 who Purchased or Leased a New NISSAN ROGUE past 4yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Rock, Adult Hits, and Classic Hits.

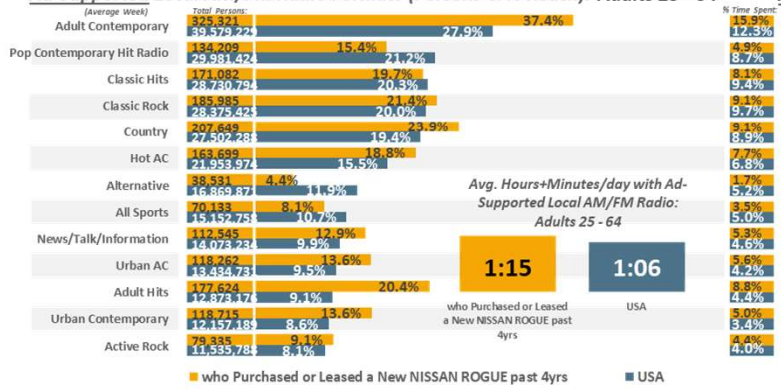
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



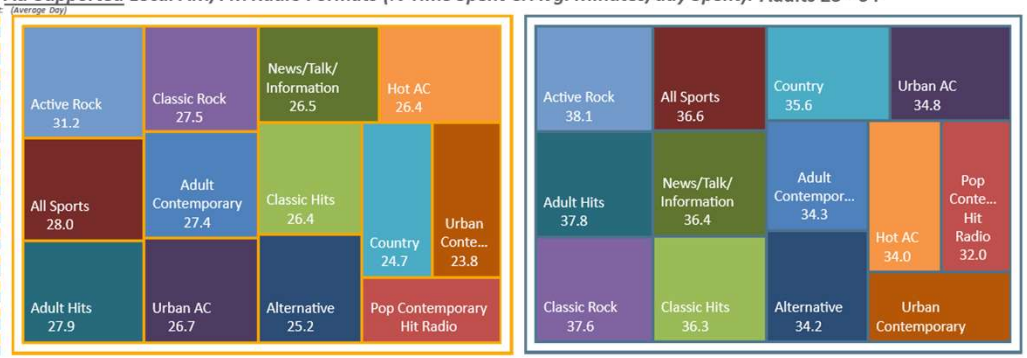
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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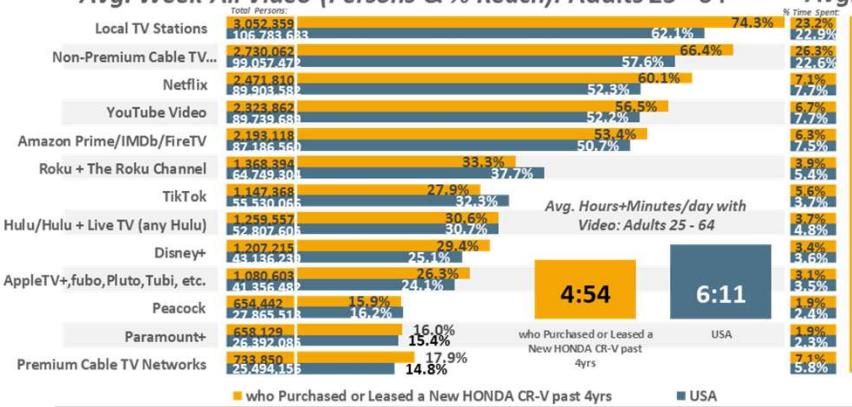
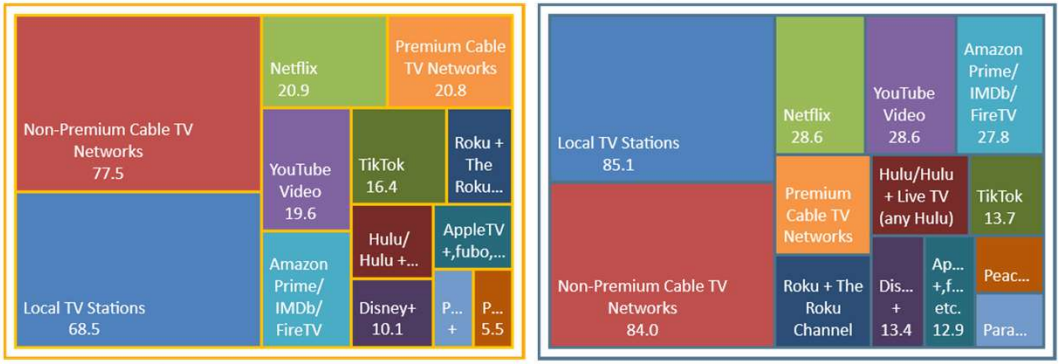
2,997,211 or 72.9% of Adults 25 - 64 who Purchased or Leased a New HONDA CR-V past 4yrs watch Ad-Supported Local TV Stations for an average of 66.2 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

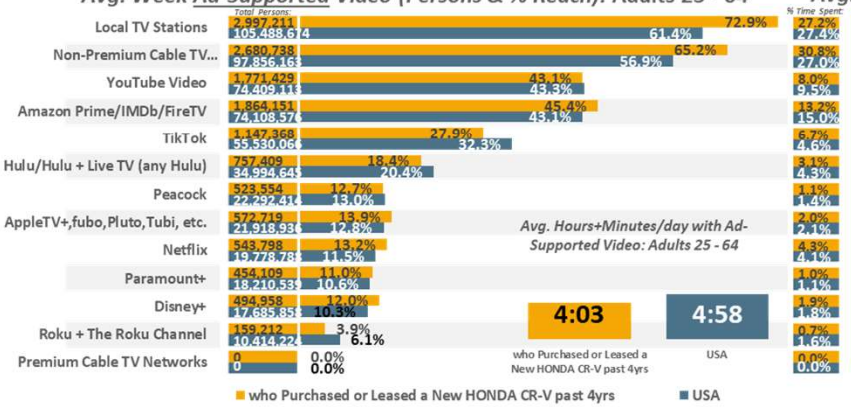
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



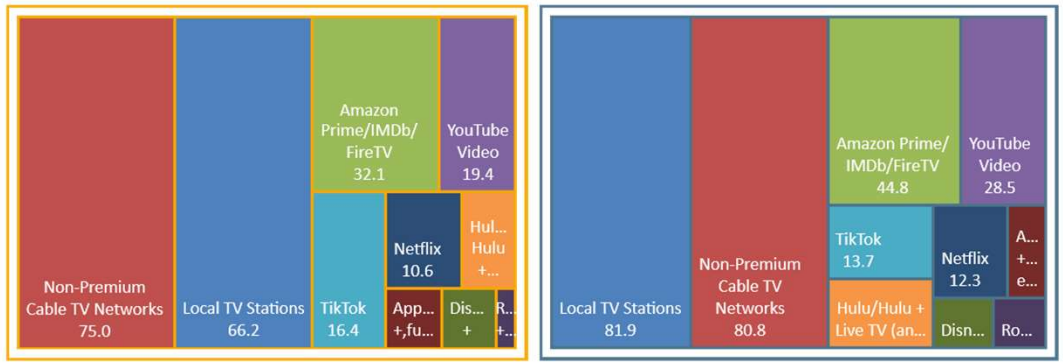
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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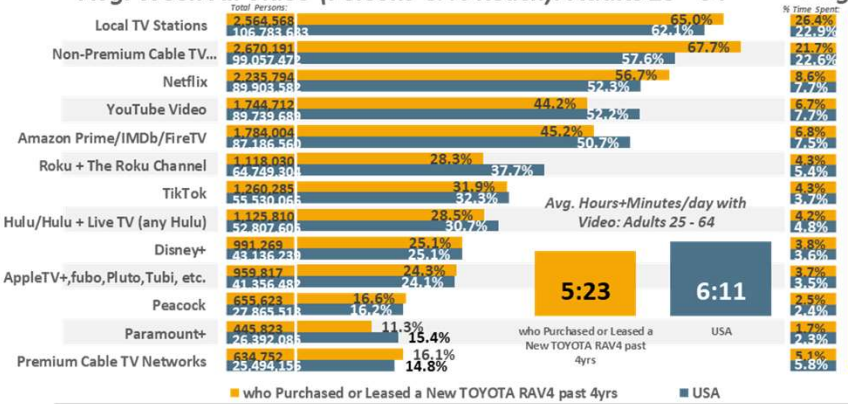
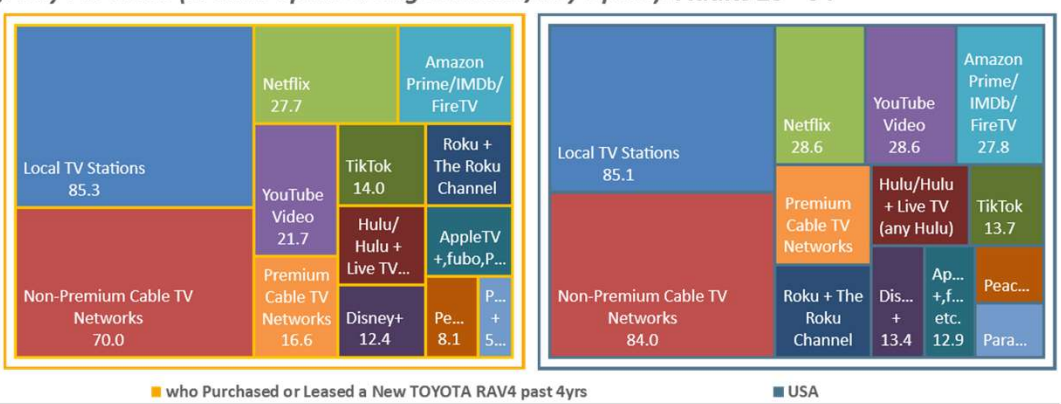
2,542,105 or 64.4% of Adults 25 - 64 who Purchased or Leased a New TOYOTA RAV4 past 4yrs watch Ad-Supported Local TV Stations for an average of 82.5 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.

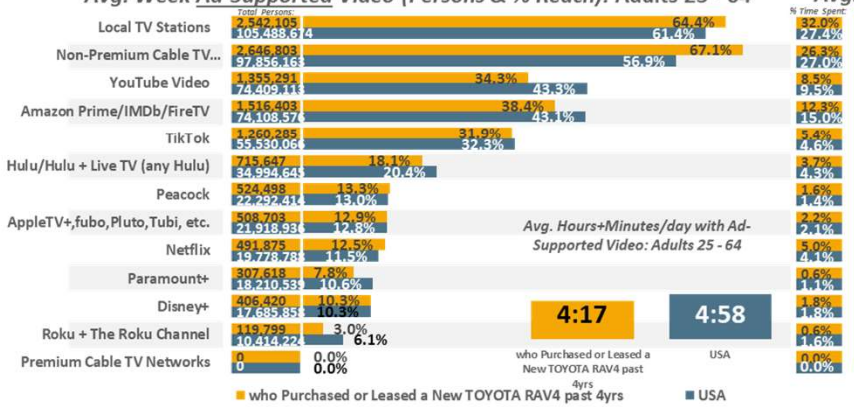
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



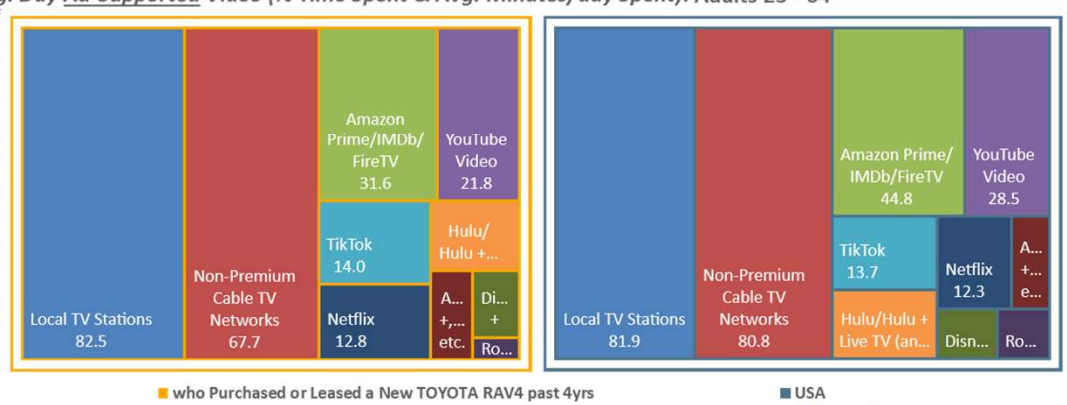
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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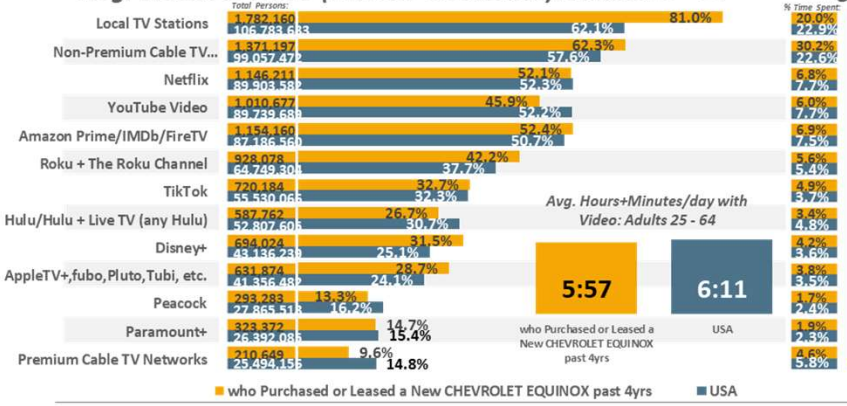
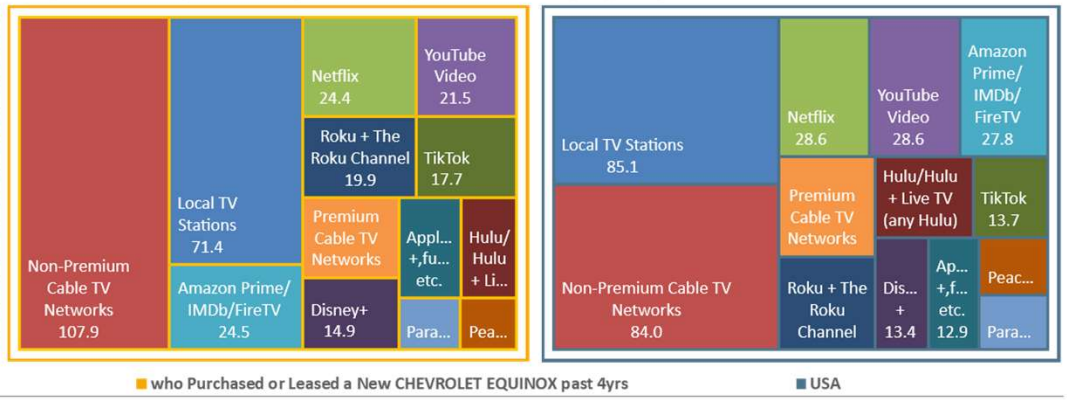
1,769,206 or 80.4% of Adults 25 - 64 who Purchased or Leased a New CHEVROLET EQUINOX past 4yrs watch Ad-Supported Local TV Stations for an average of 65.7 minutes every day representing 22.8% of all time spent daily with Ad-Supported Video.

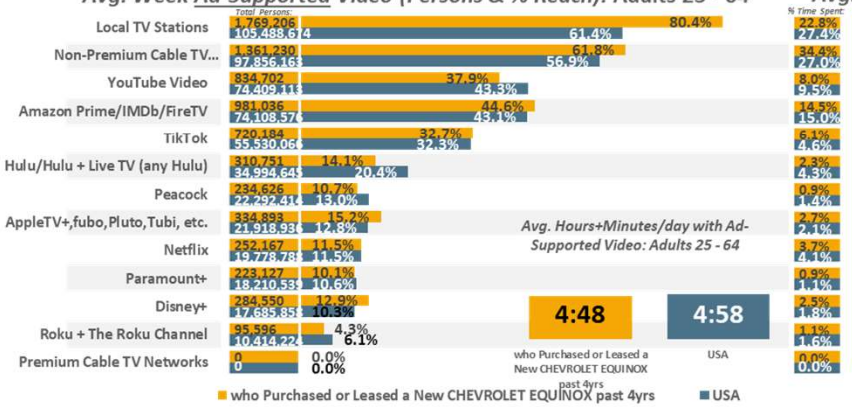
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



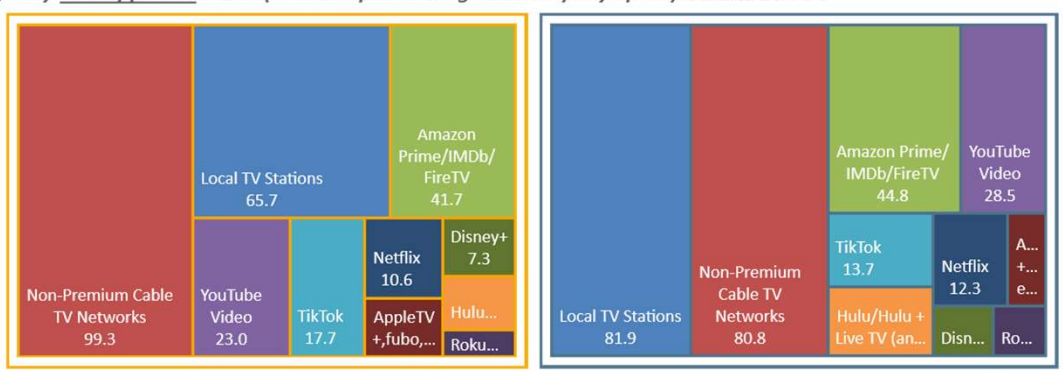
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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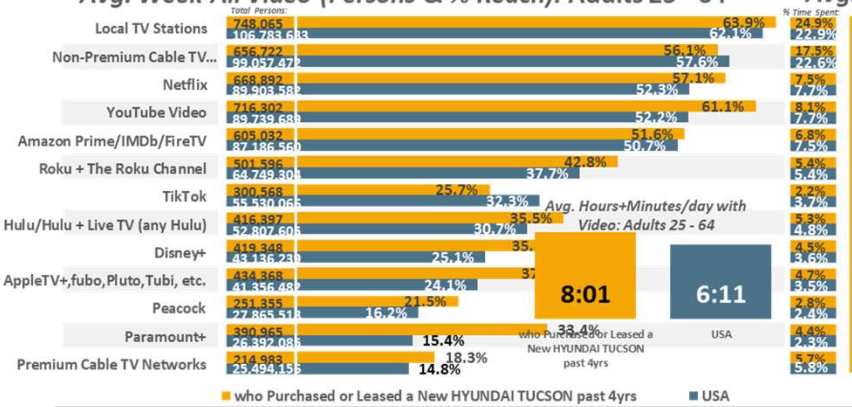
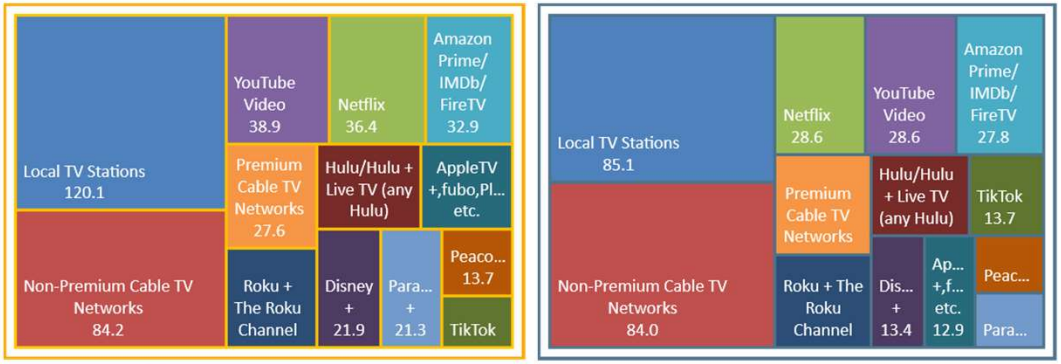
734,876 or 62.7% of Adults 25 - 64 who Purchased or Leased a New HYUNDAI TUCSON past 4yrs watch Ad-Supported Local TV Stations for an average of 116.5 minutes every day representing 31.2% of all time spent daily with Ad-Supported Video.

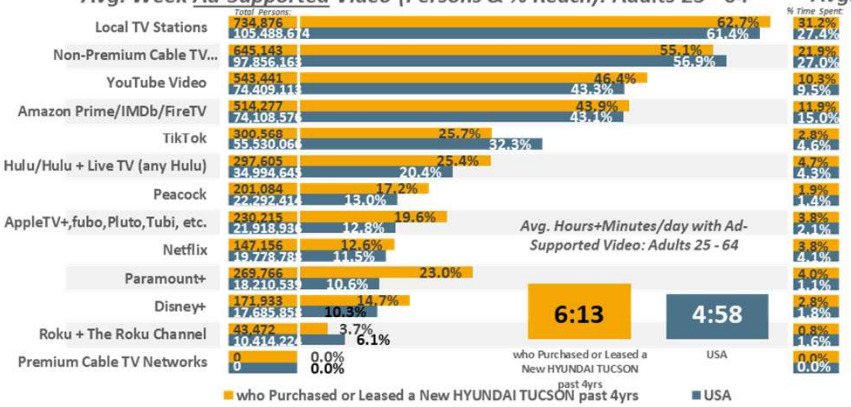
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



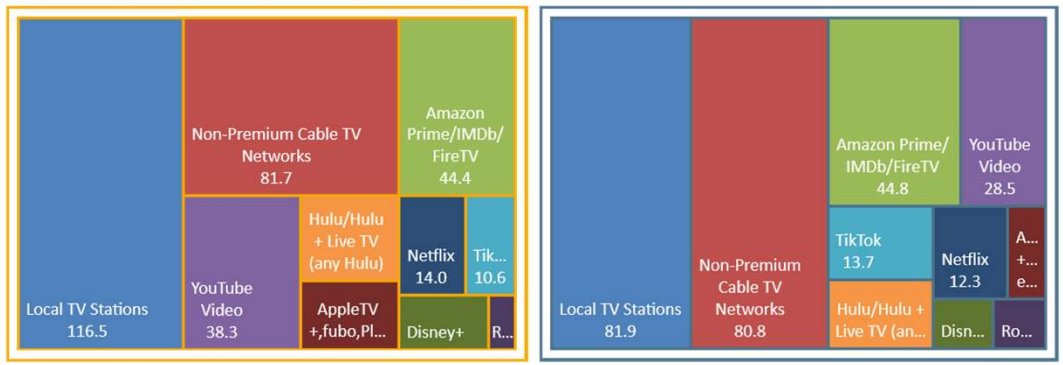
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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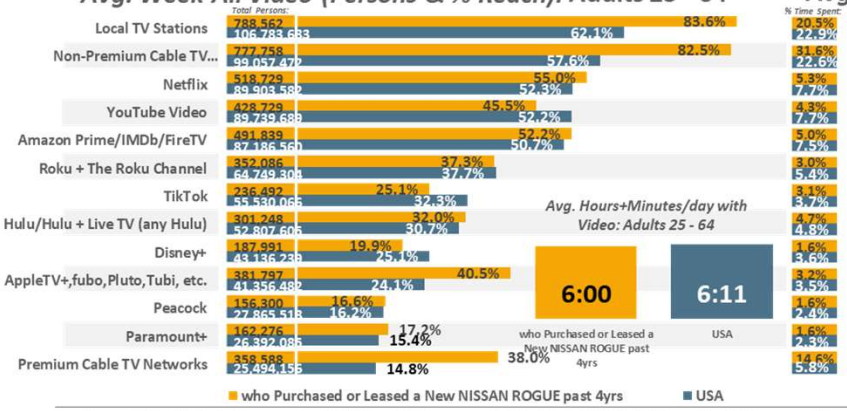
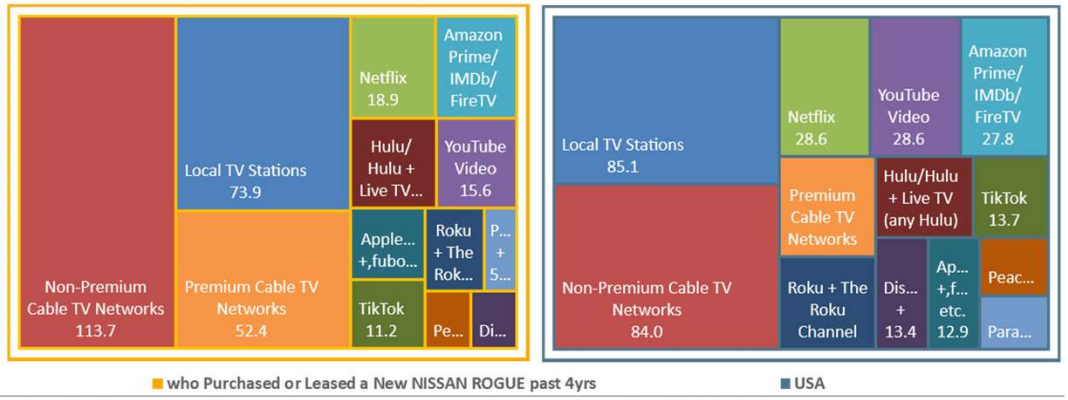
779,313 or 82.7% of Adults 25 - 64 who Purchased or Leased a New NISSAN ROGUE past 4yrs watch Ad-Supported Local TV Stations for an average of 70.5 minutes every day representing 22.8% of all time spent daily with Ad-Supported Video.

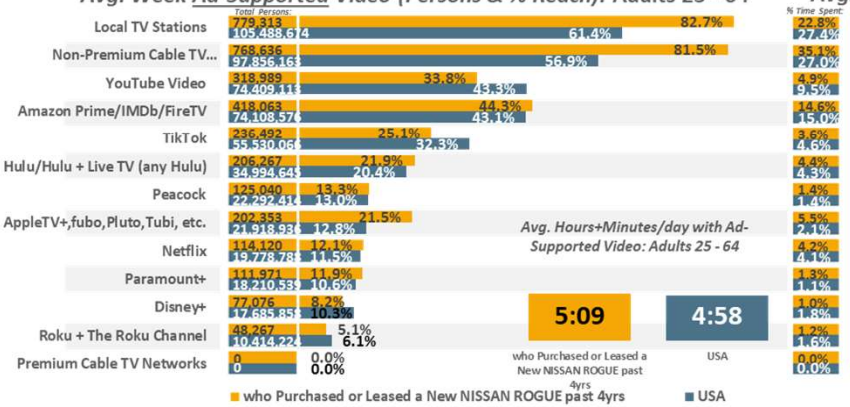
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



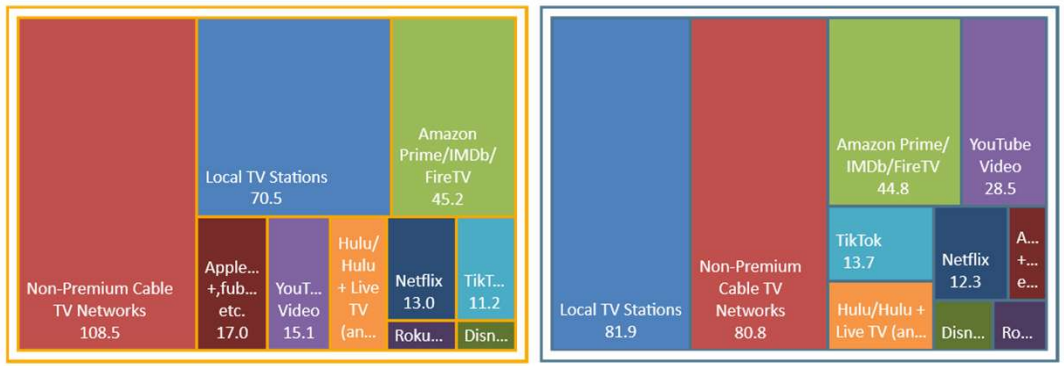
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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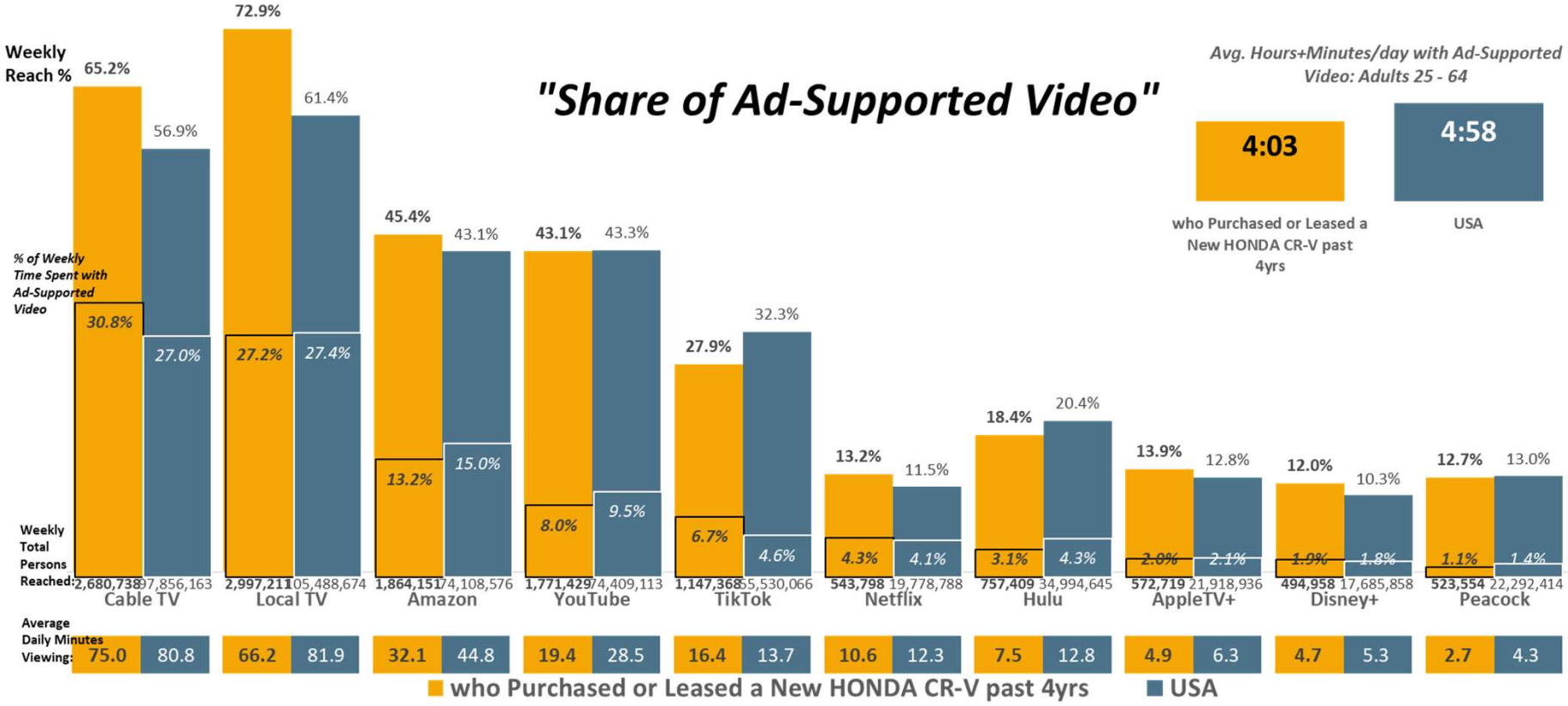
2,997,211 or 72.9% of Adults 25 - 64 who Purchased or Leased a New HONDA CR-V past 4yrs watch Ad-Supported Local TV Stations for an average of 66.2 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.



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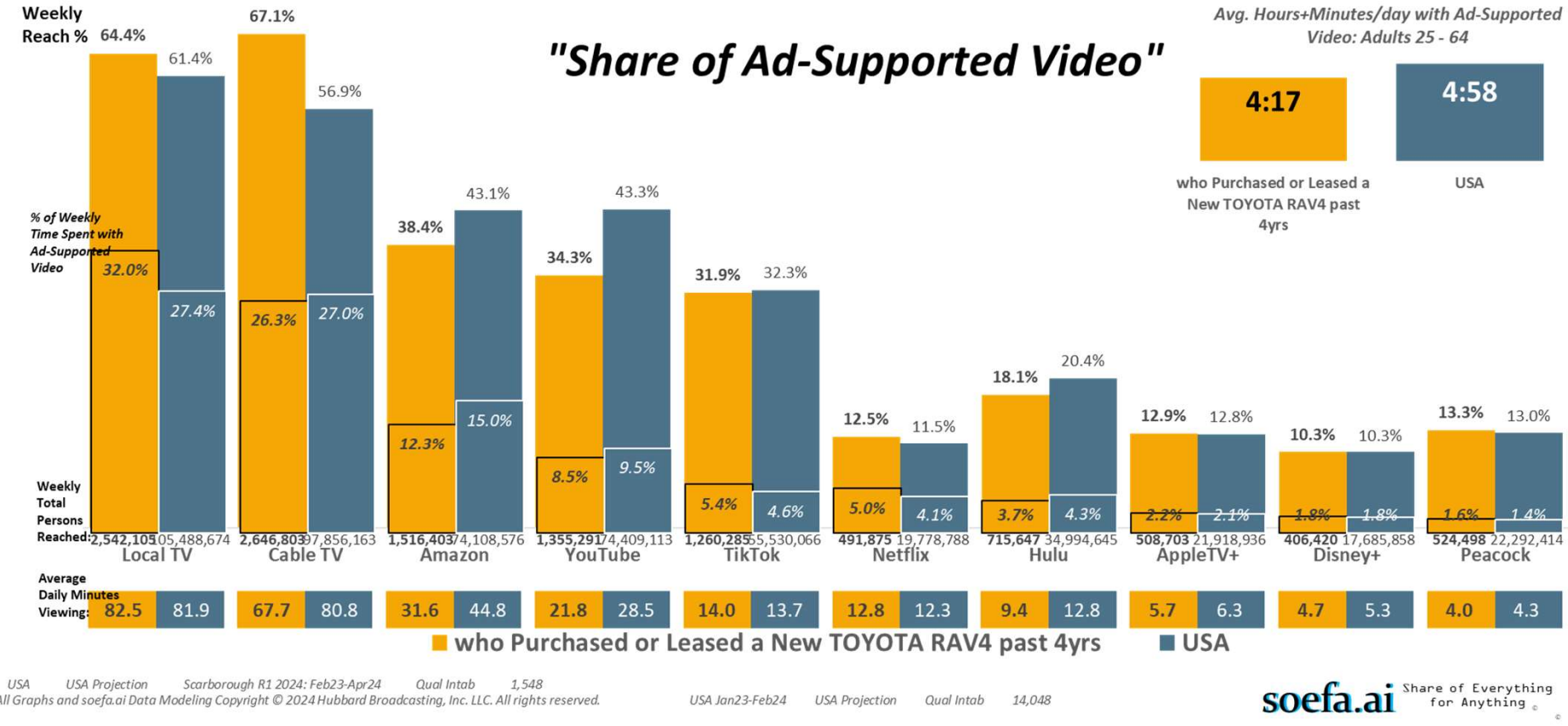
2,542,105 or 64.4% of Adults 25 - 64 who Purchased or Leased a New TOYOTA RAV4 past 4yrs watch Ad-Supported Local TV Stations for an average of 82.5 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.



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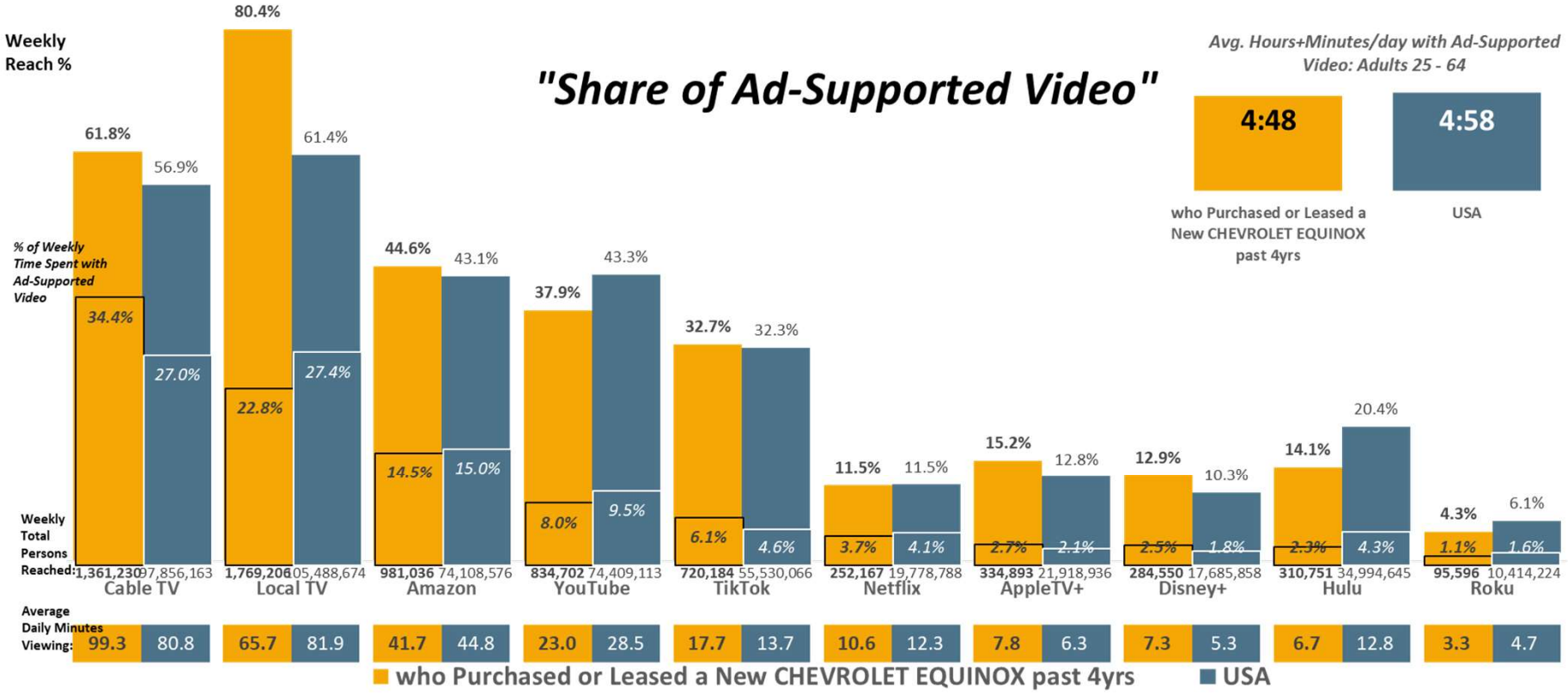
1,769,206 or 80.4% of Adults 25 - 64 who Purchased or Leased a New CHEVROLET EQUINOX past 4yrs watch Ad-Supported Local TV Stations for an average of 65.7 minutes every day representing 22.8% of all time spent daily with Ad-Supported Video.



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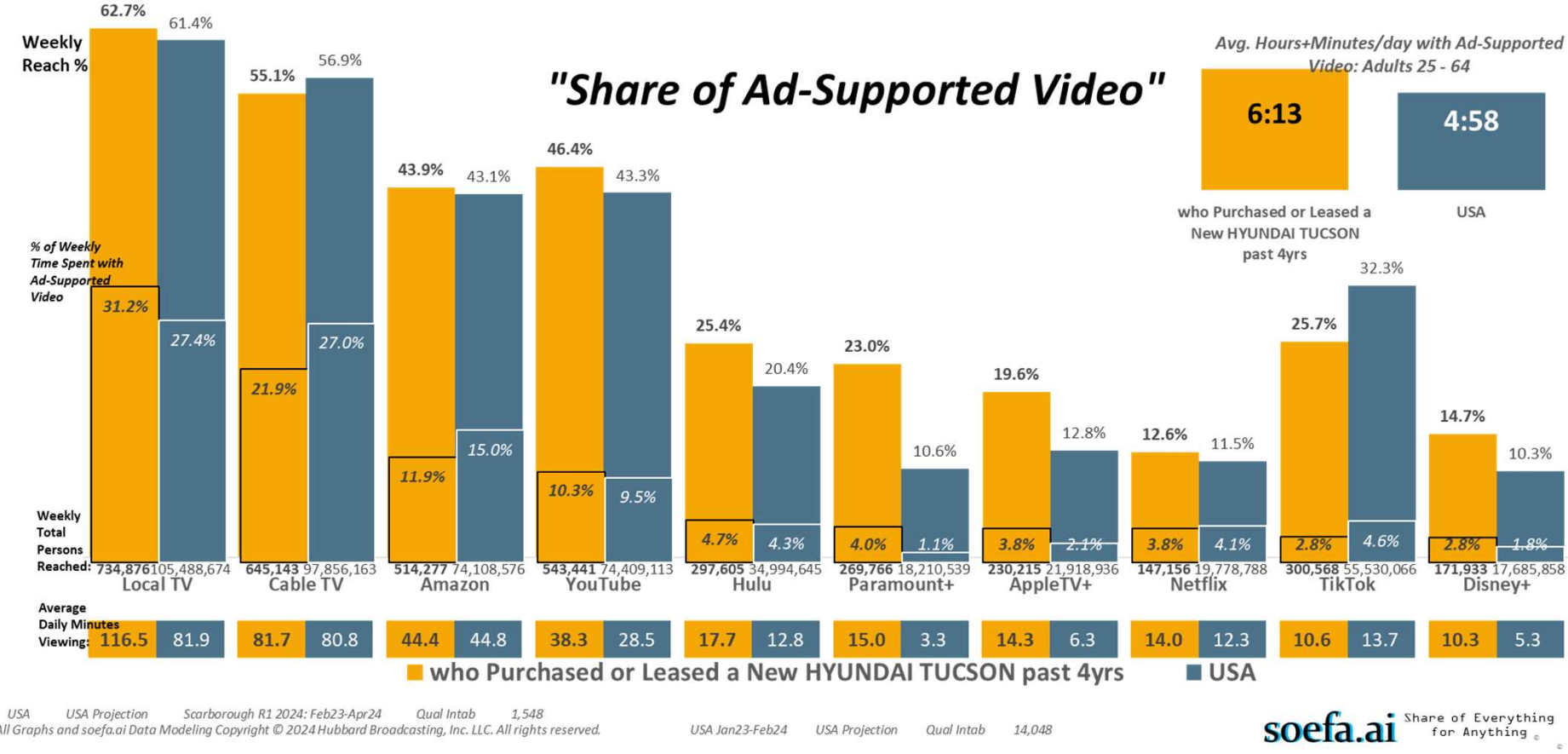
734,876 or 62.7% of Adults 25 - 64 who Purchased or Leased a New HYUNDAI TUCSON past 4yrs watch Ad-Supported Local TV Stations for an average of 116.5 minutes every day representing 31.2% of all time spent daily with Ad-Supported Video.



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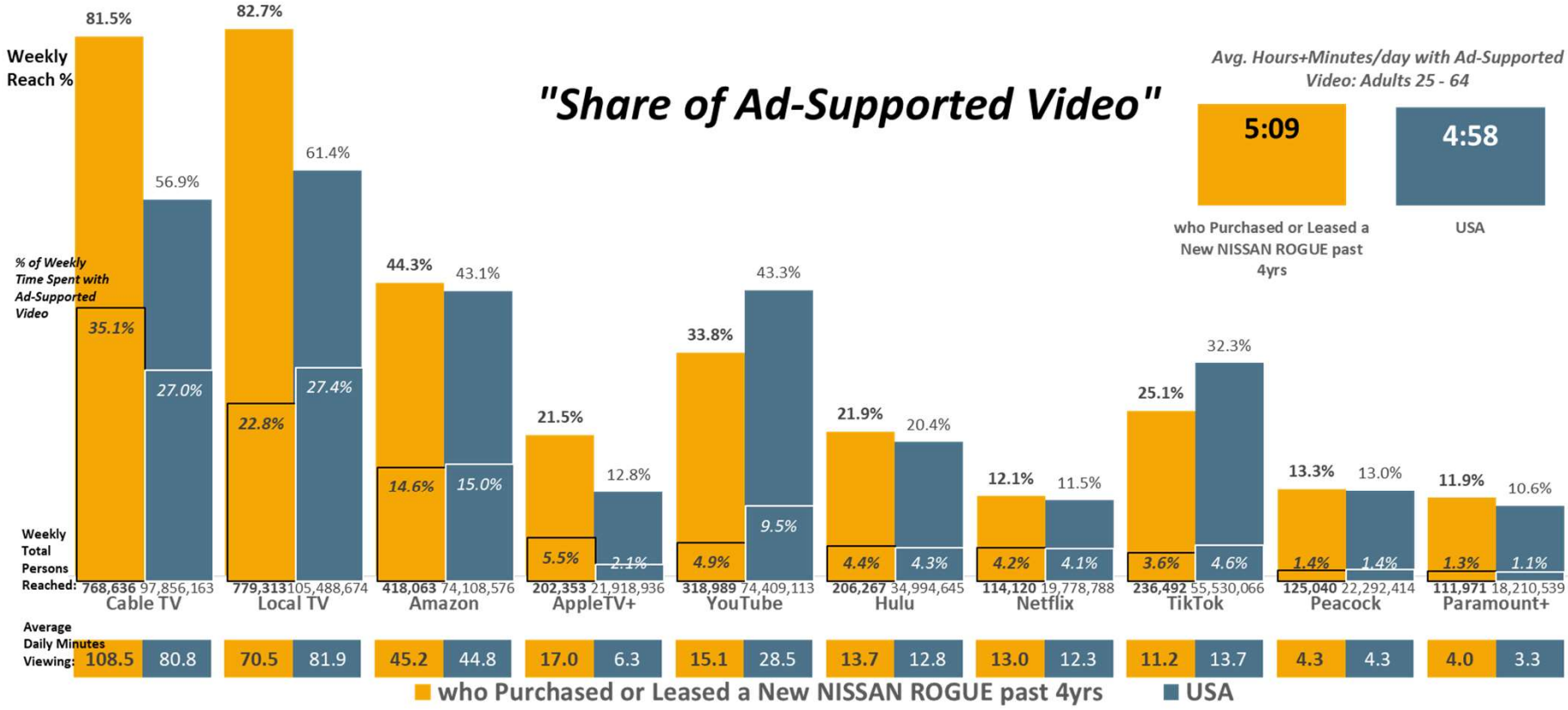
779,313 or 82.7% of Adults 25 - 64 who Purchased or Leased a New NISSAN ROGUE past 4yrs watch Ad-Supported Local TV Stations for an average of 70.5 minutes every day representing 22.8% of all time spent daily with Ad-Supported Video.



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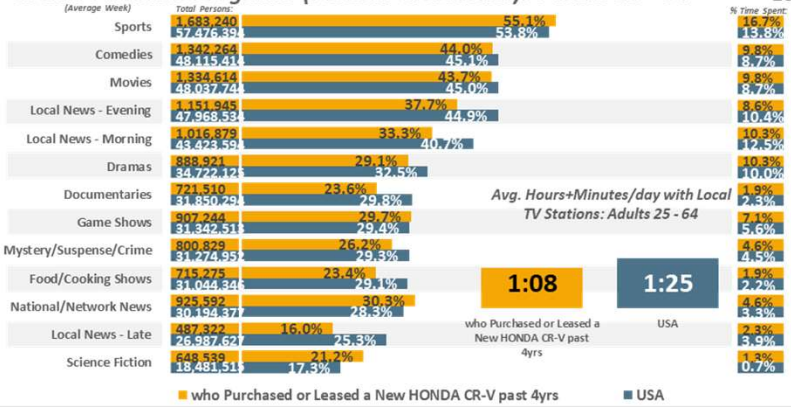
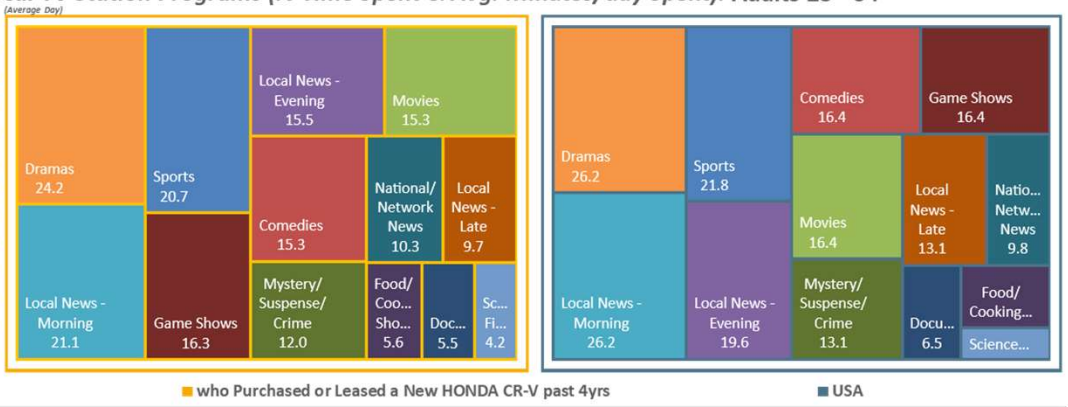
2,997,211 or 72.9% of Adults 25 - 64 who Purchased or Leased a New HONDA CR-V past 4yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and Game Shows.

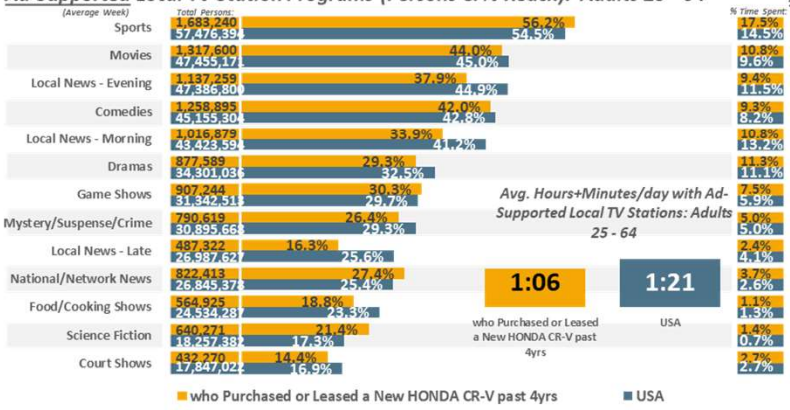
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



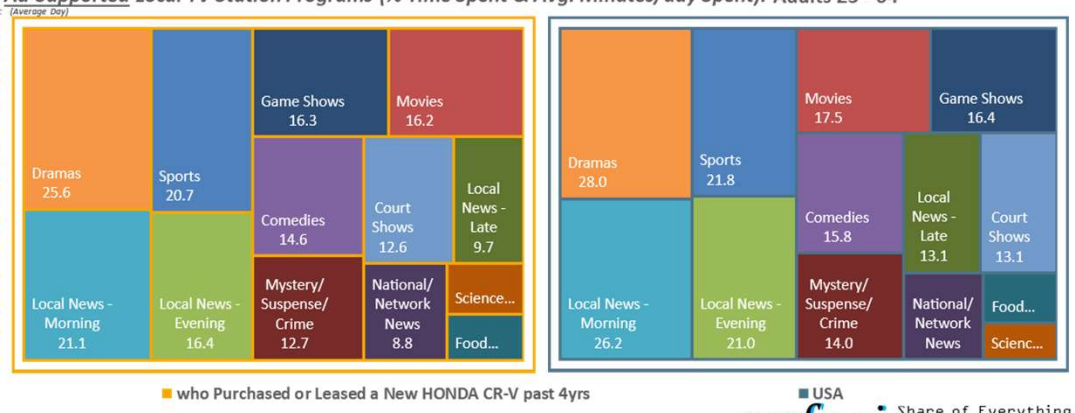
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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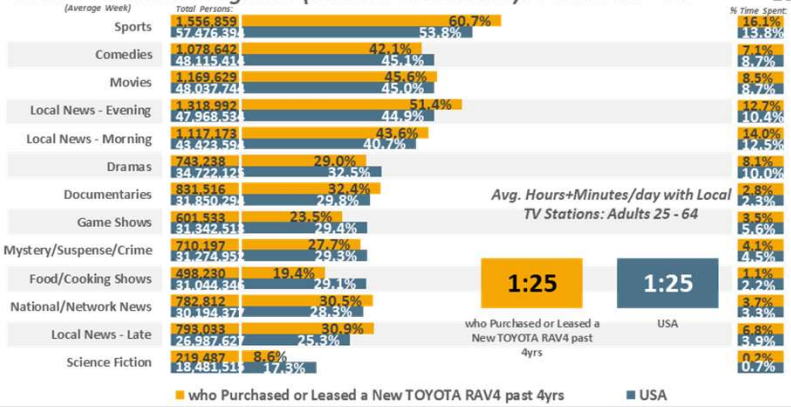
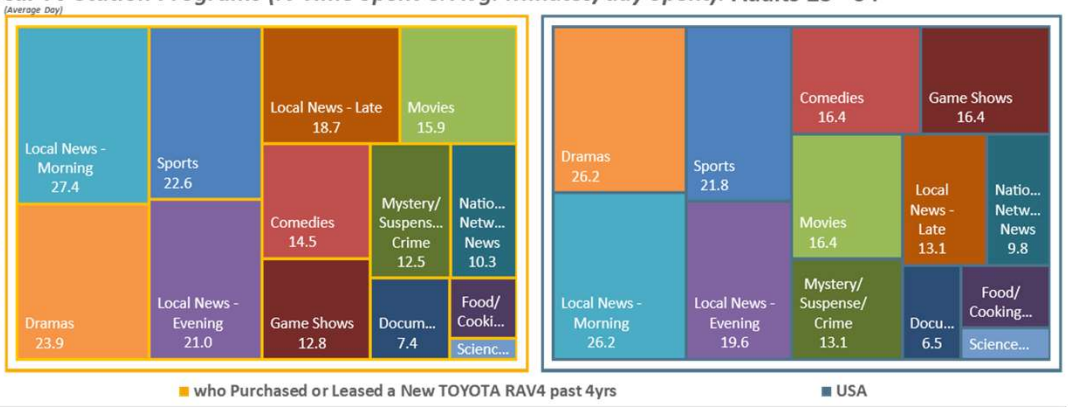
2,542,105 or 64.4% of Adults 25 - 64 who Purchased or Leased a New TOYOTA RAV4 past 4yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Local News - Late.

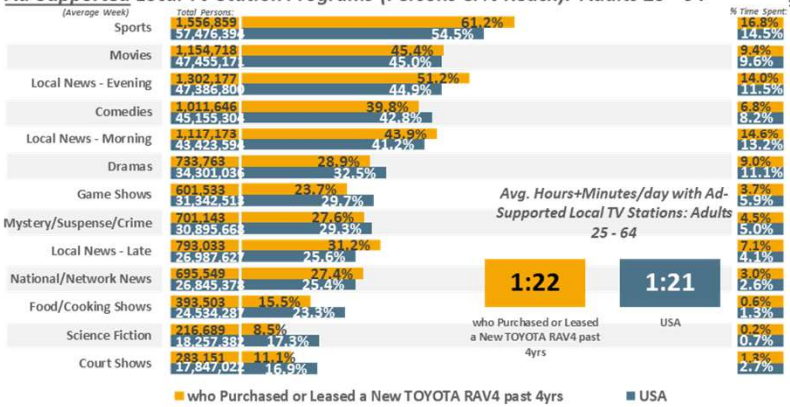
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



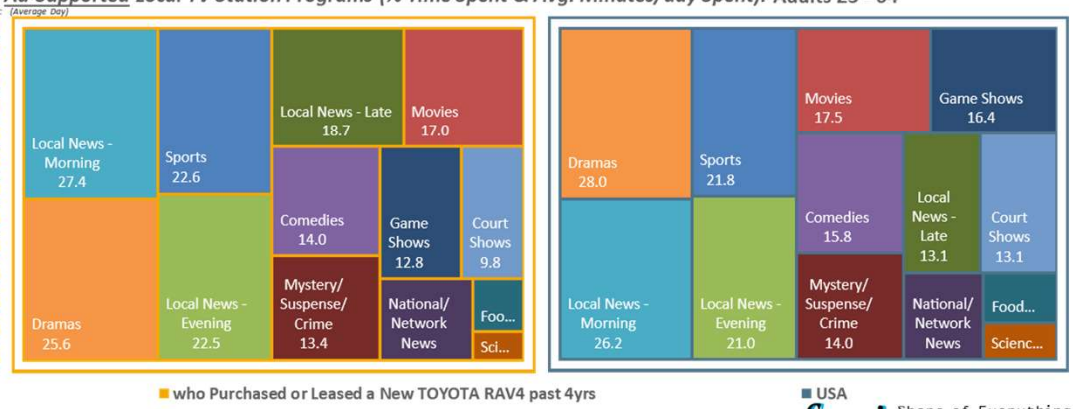
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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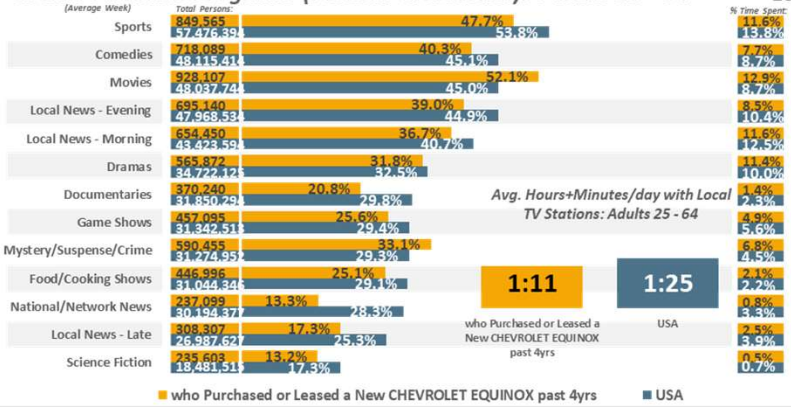
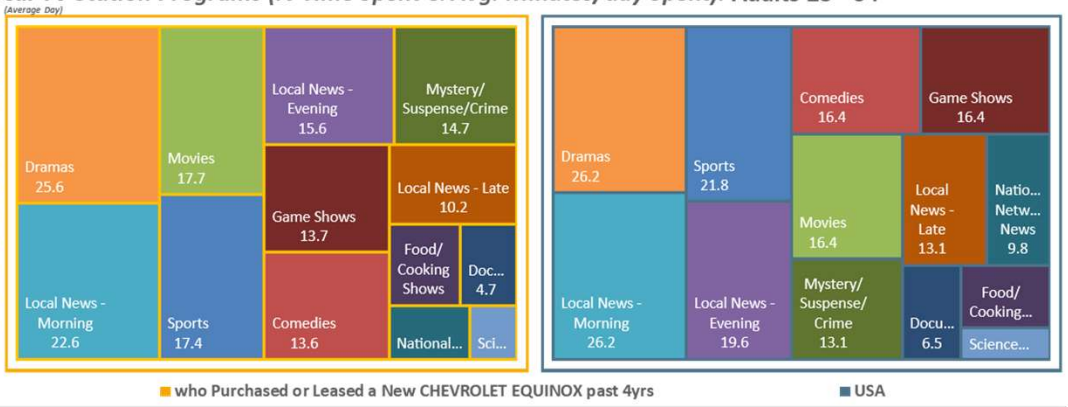
1,769,206 or 80.4% of Adults 25 - 64 who Purchased or Leased a New CHEVROLET EQUINOX past 4yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Local News - Evening, Comedies, Local News - Morning, and Mystery/Suspense/Crime.

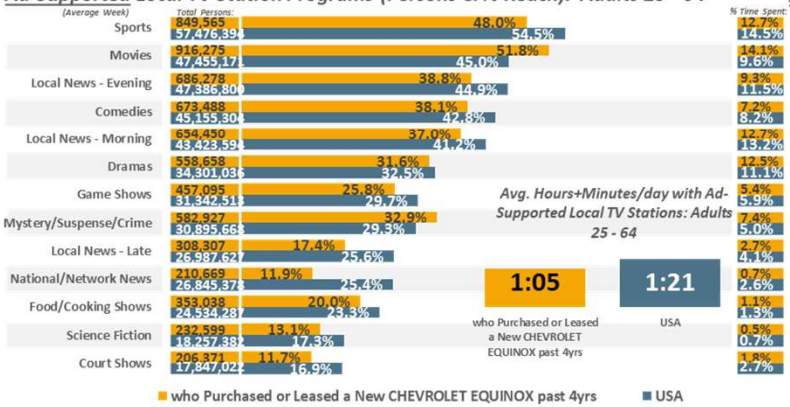
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



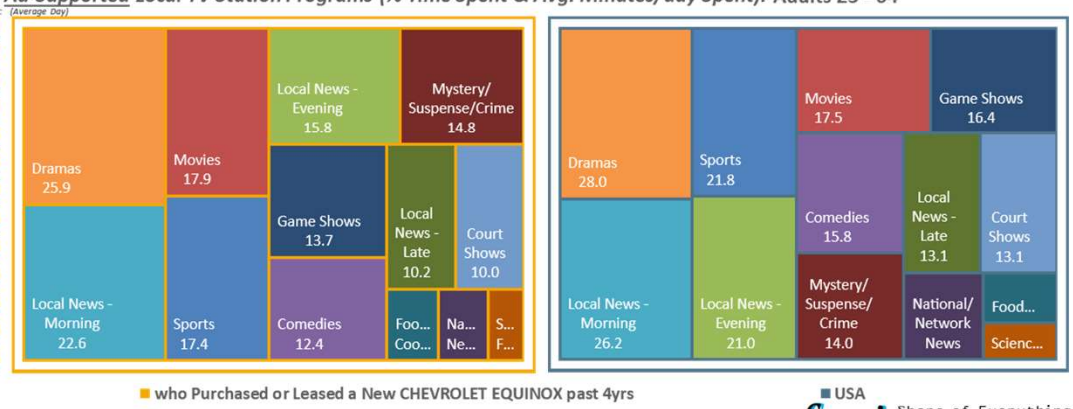
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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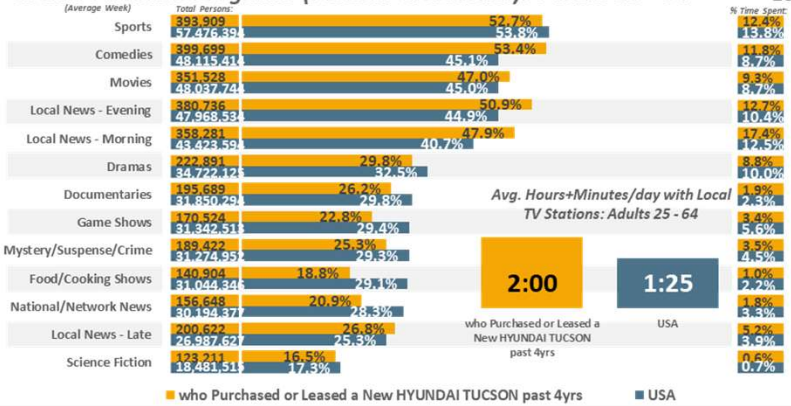
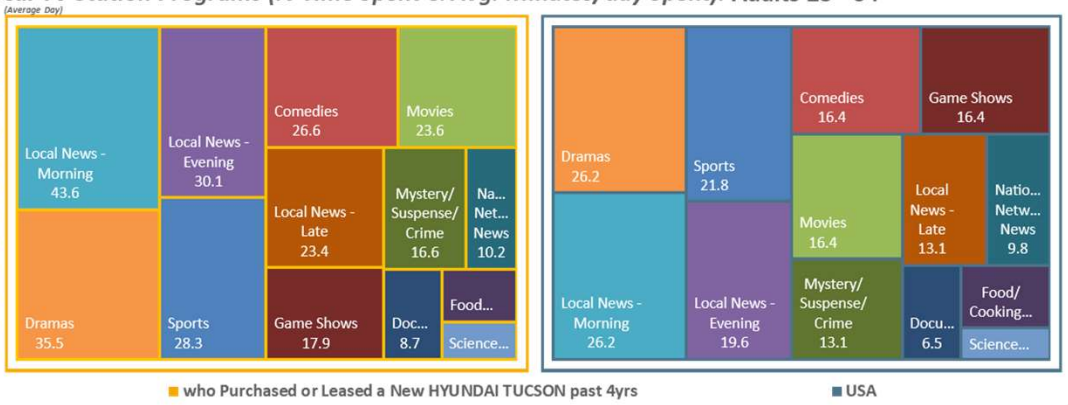
734,876 or 62.7% of Adults 25 - 64 who Purchased or Leased a New HYUNDAI TUCSON past 4yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

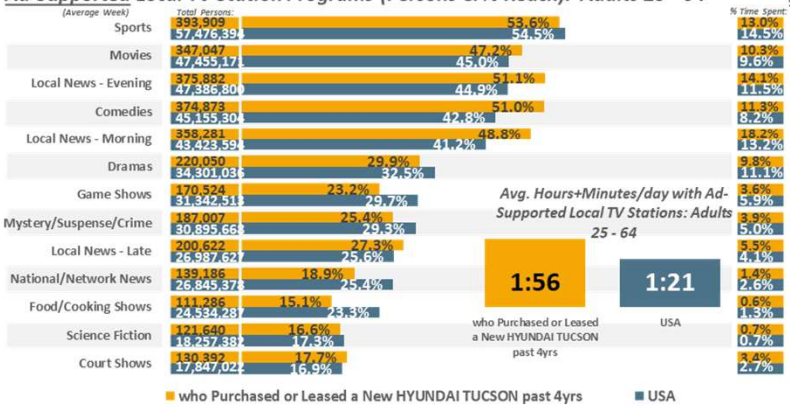
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



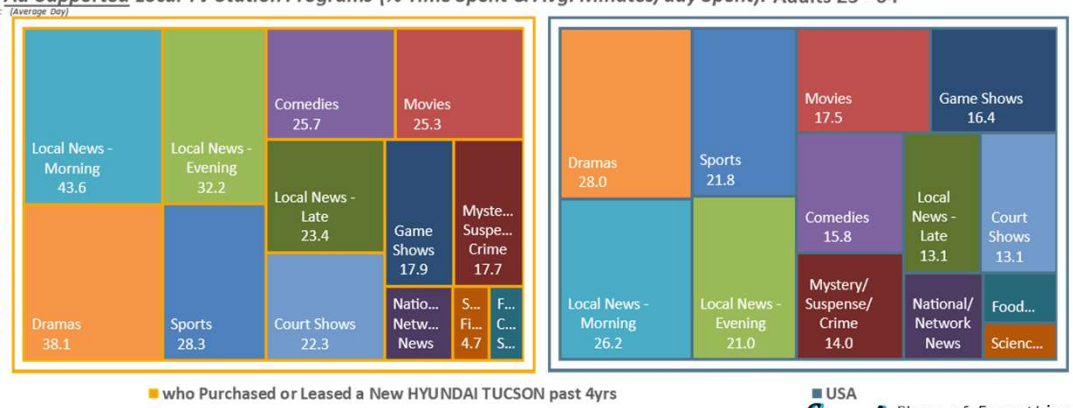
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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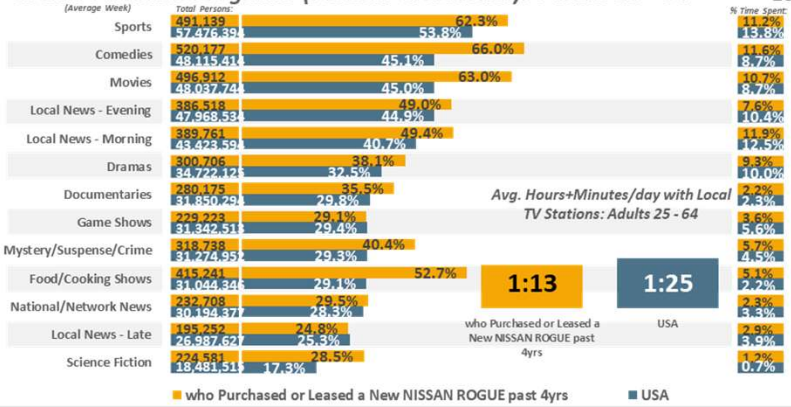
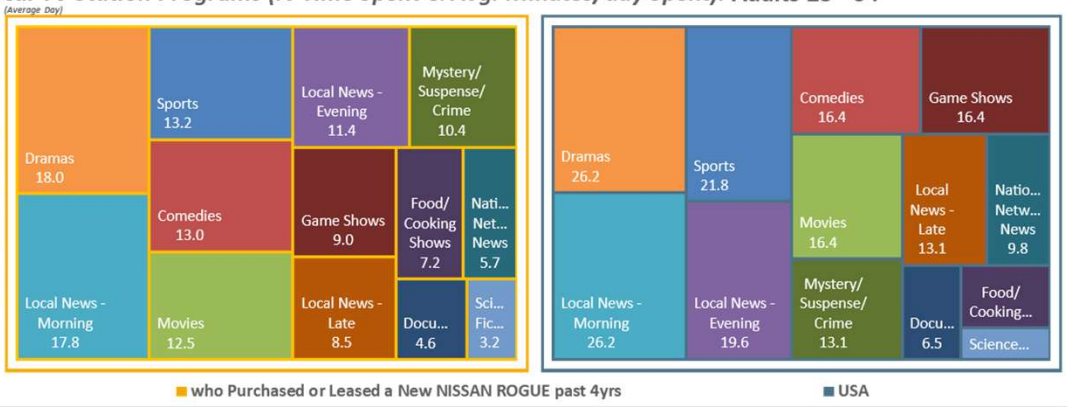
779,313 or 82.7% of Adults 25 - 64 who Purchased or Leased a New NISSAN ROGUE past 4yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Morning, Local News - Evening, and Food/Cooking Shows.

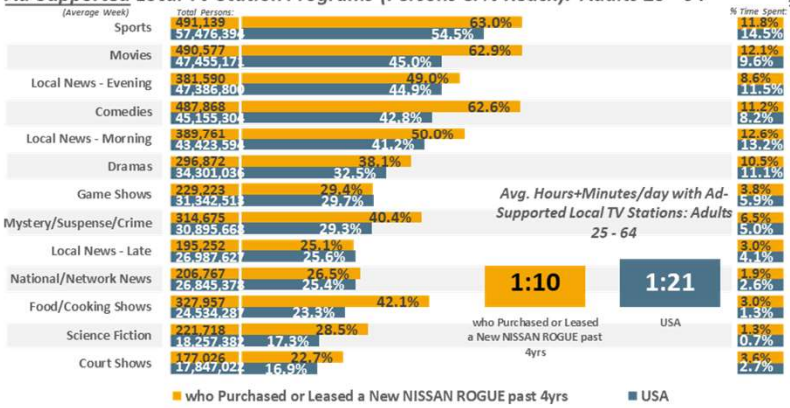
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



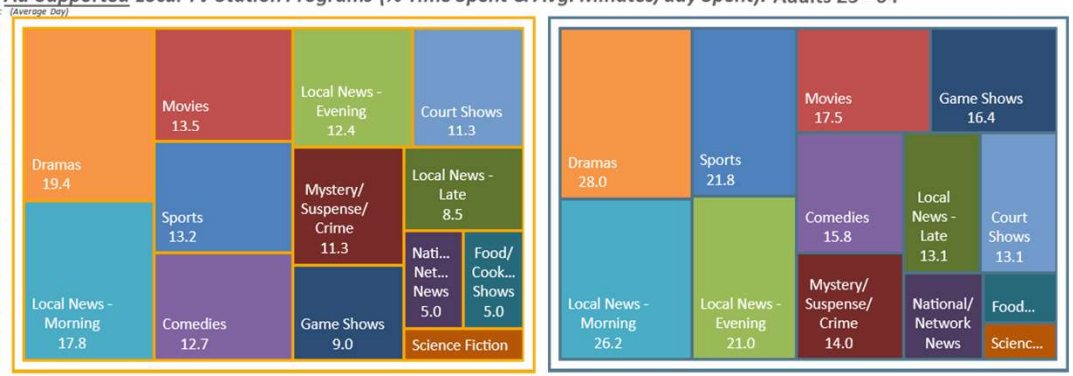
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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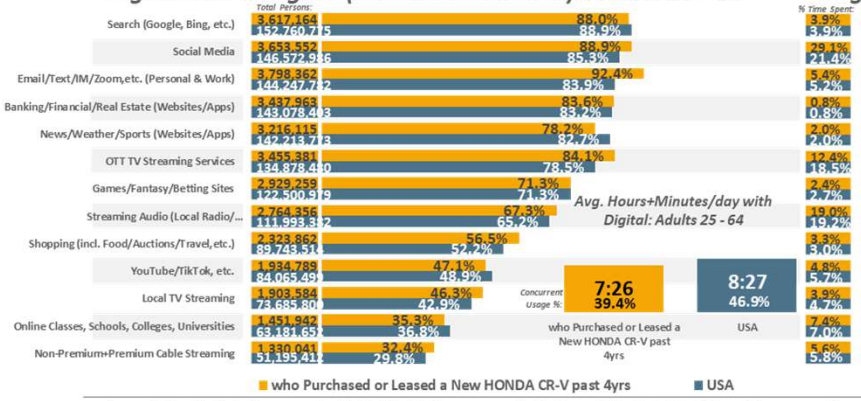
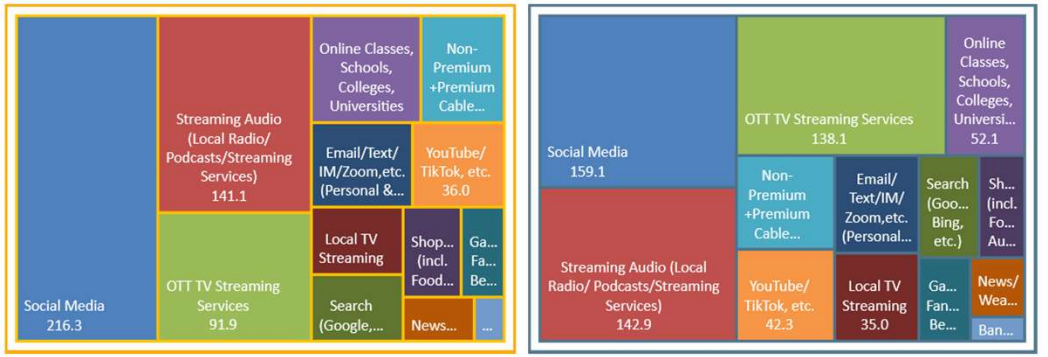
3,288,196 or 80.% of Adults 25 - 64 who Purchased or Leased a New HONDA CR-V past 4yrs use Ad-Supported Social Media for an average of 199. minutes every day representing 35.3% of all time spent daily with Ad-Supported Digital Media.

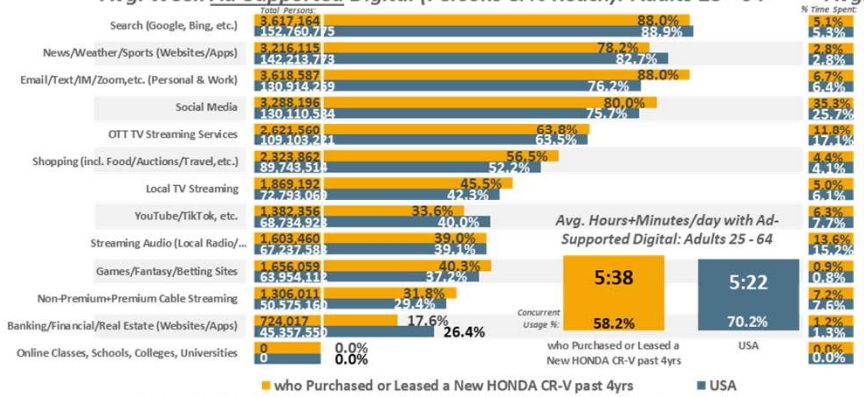
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



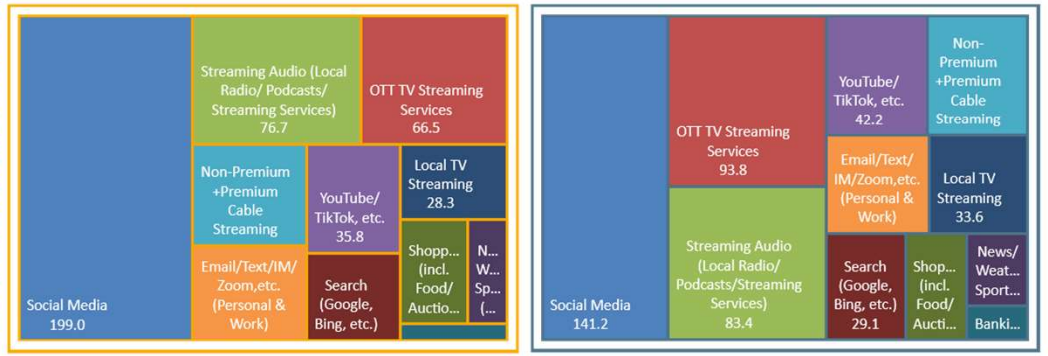
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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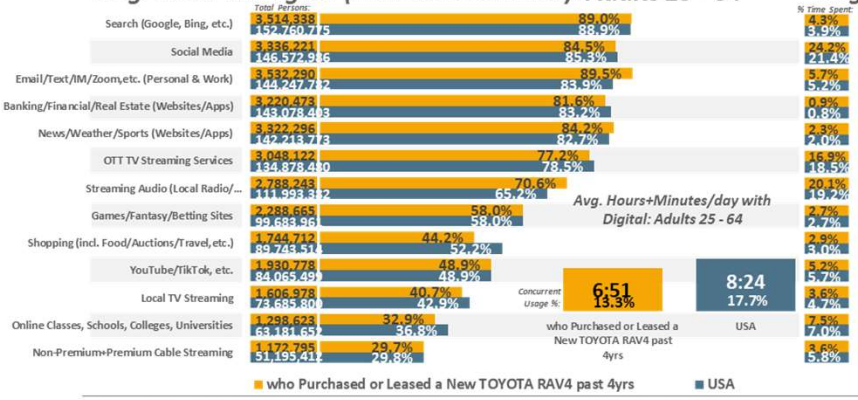
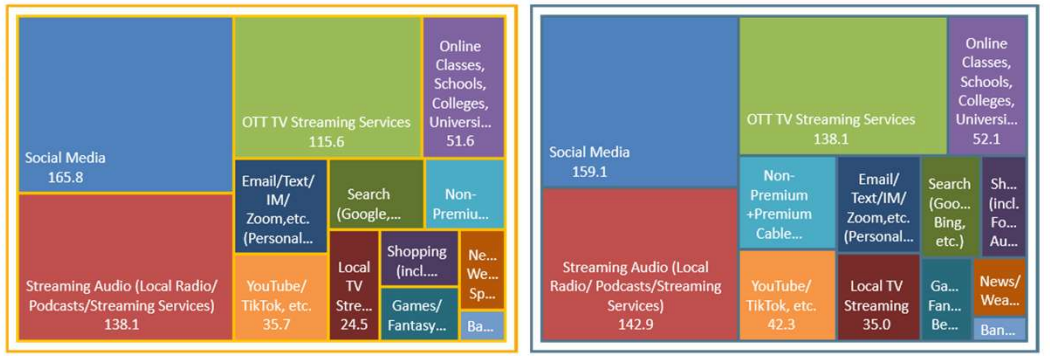
2,992,294 or 75.8% of Adults 25 - 64 who Purchased or Leased a New TOYOTA RAV4 past 4yrs use Ad-Supported Social Media for an average of 148.7 minutes every day representing 30.3% of all time spent daily with Ad-Supported Digital Media.

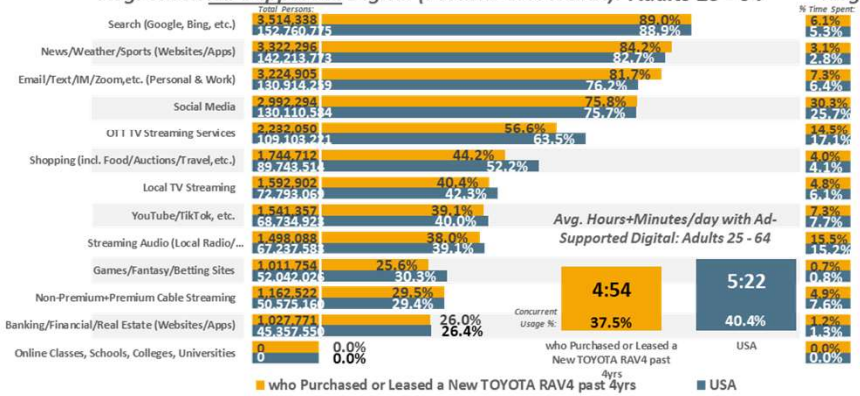
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



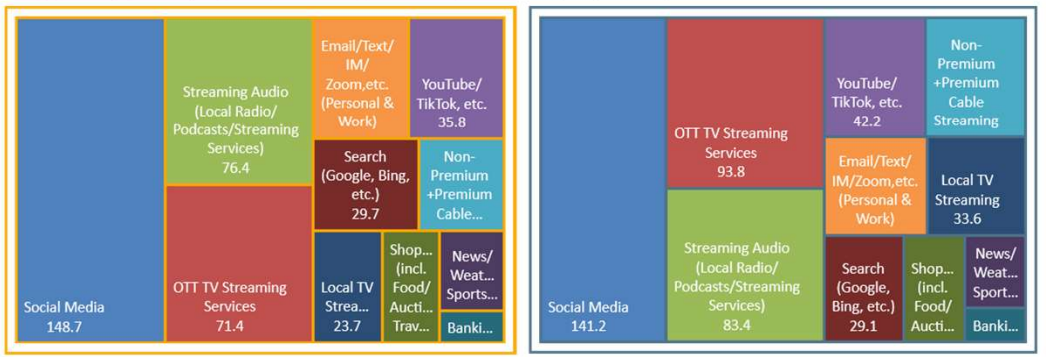
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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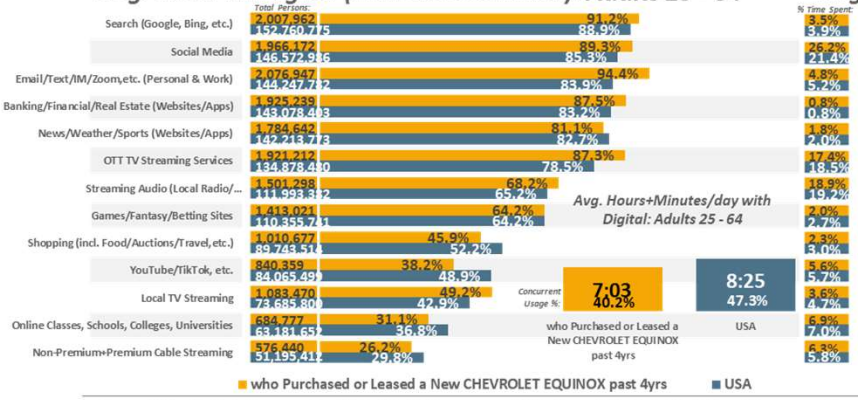
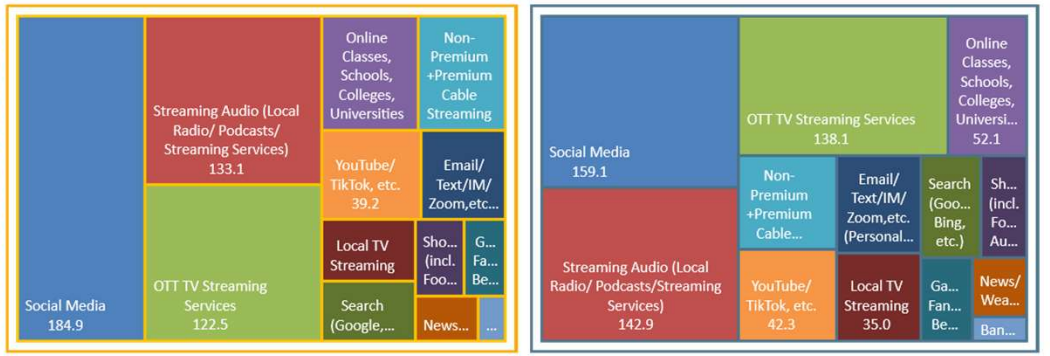
1,843,567 or 83.8% of Adults 25 - 64 who Purchased or Leased a New CHEVROLET EQUINOX past 4yrs use Ad-Supported Social Media for an average of 170.1 minutes every day representing 32.3% of all time spent daily with Ad-Supported Digital Media.

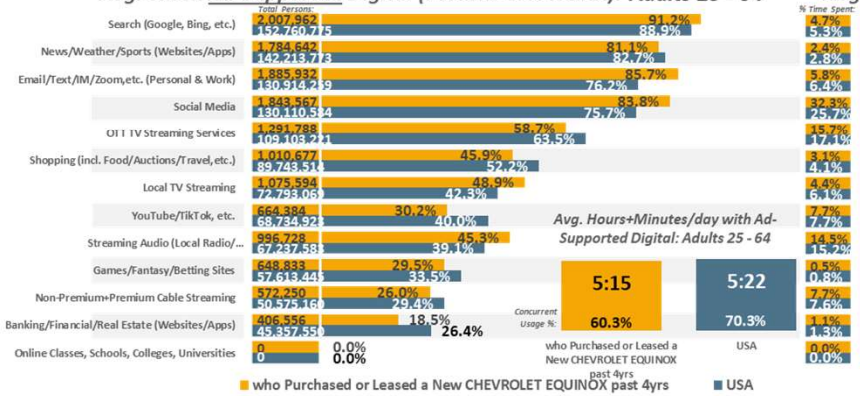
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



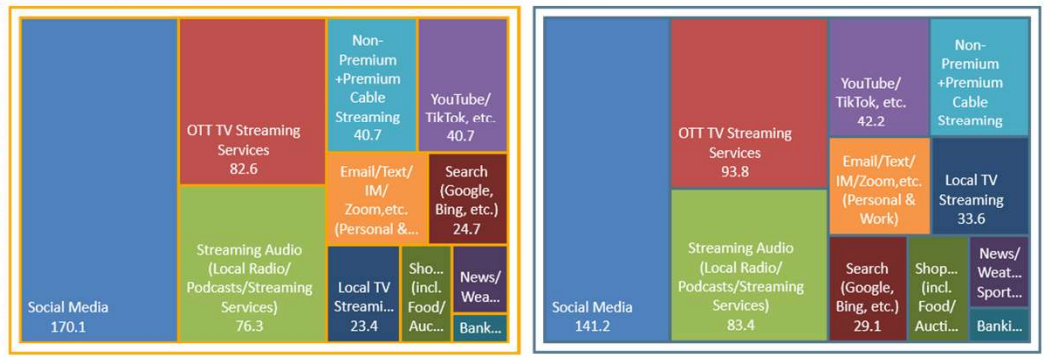
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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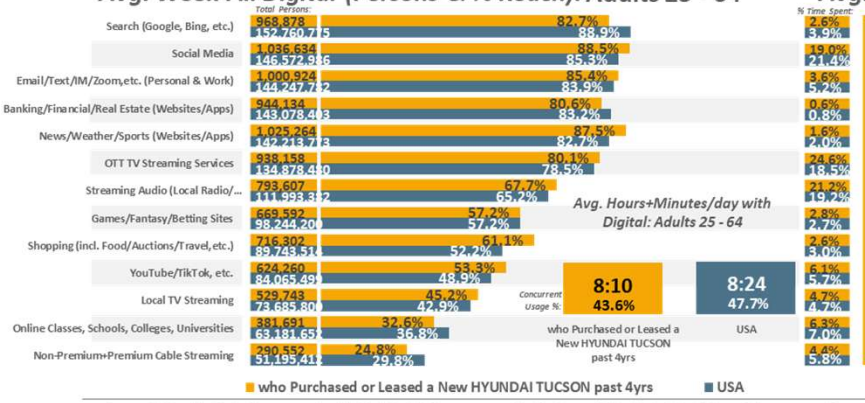
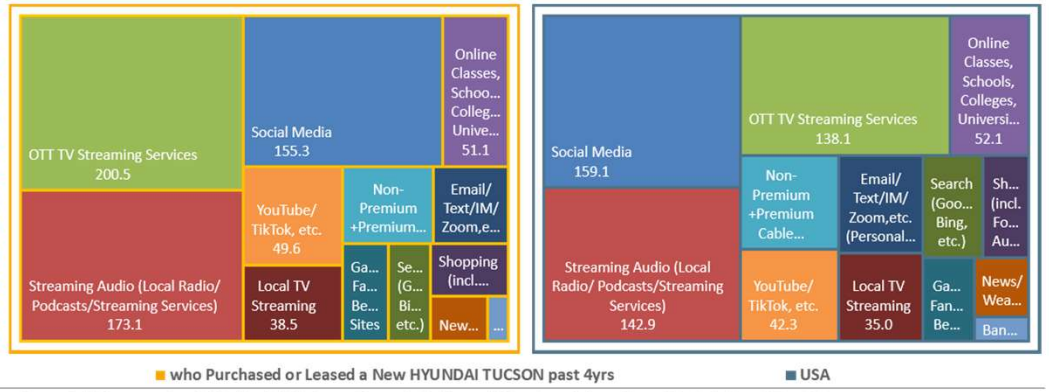
954,711 or 81.5% of Adults 25 - 64 who Purchased or Leased a New HYUNDAI TUCSON past 4yrs use Ad-Supported Social Media for an average of 142.9 minutes every day representing 24.2% of all time spent daily with Ad-Supported Digital Media.

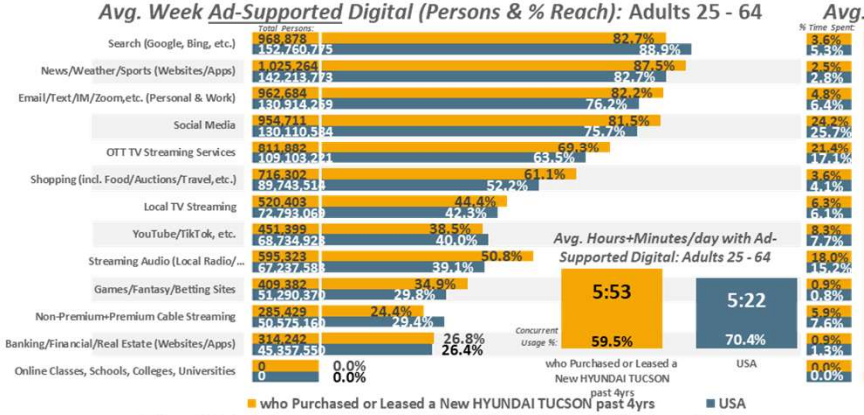
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



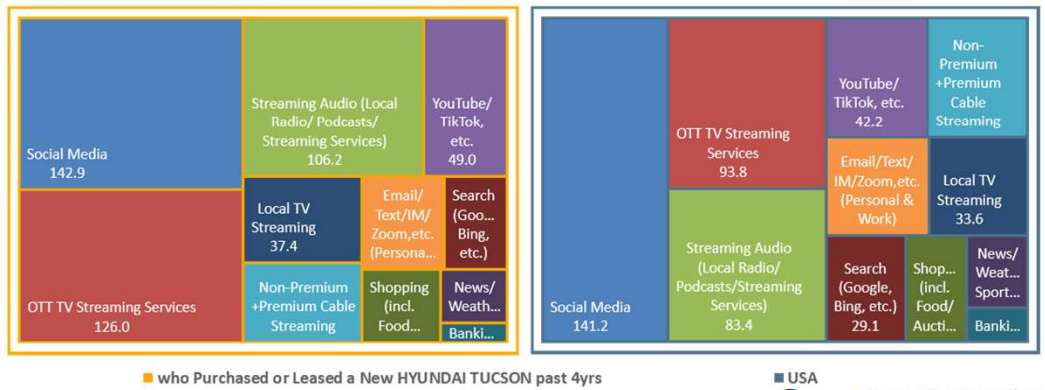
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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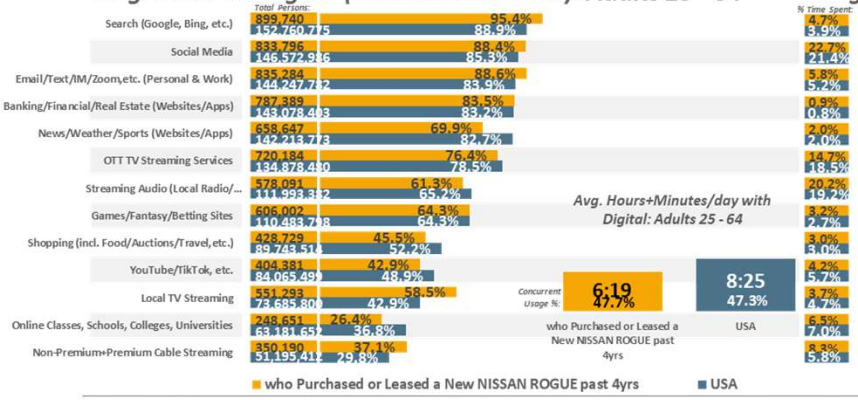
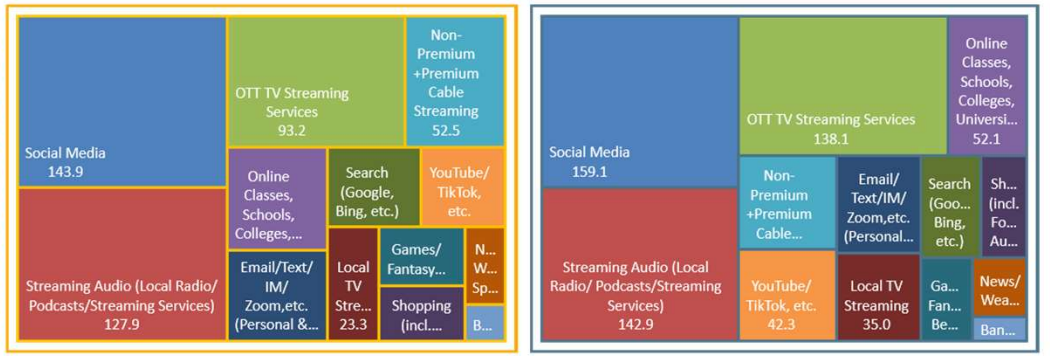
767,933 or 81.4% of Adults 25 - 64 who Purchased or Leased a New NISSAN ROGUE past 4yrs use Ad-Supported Social Media for an average of 132.4 minutes every day representing 26.% of all time spent daily with Ad-Supported Digital Media.

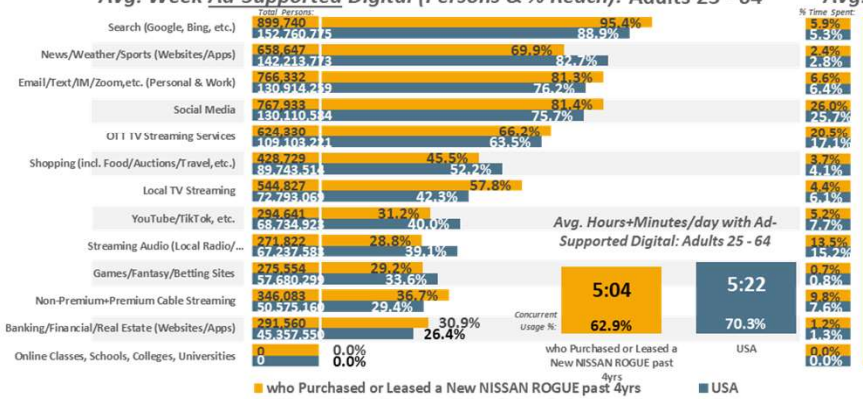
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



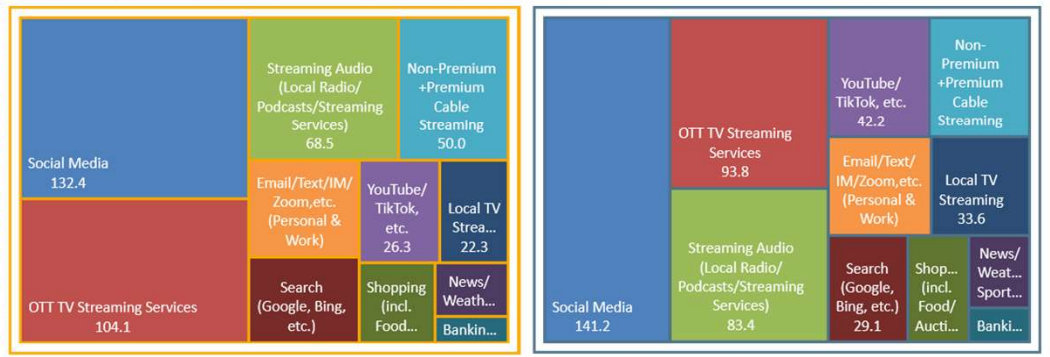
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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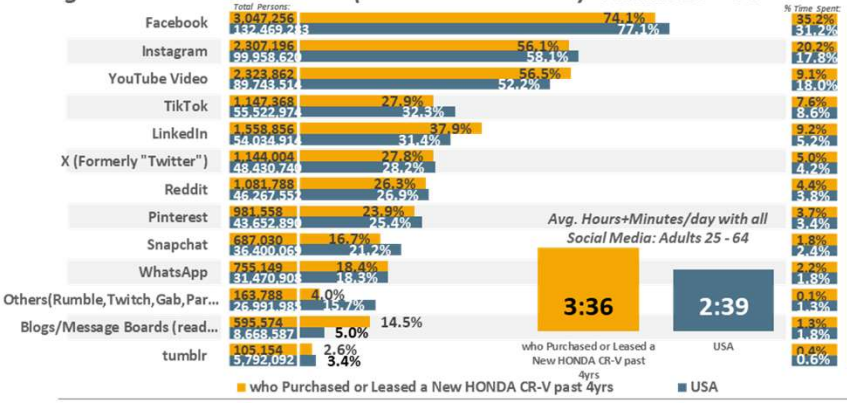
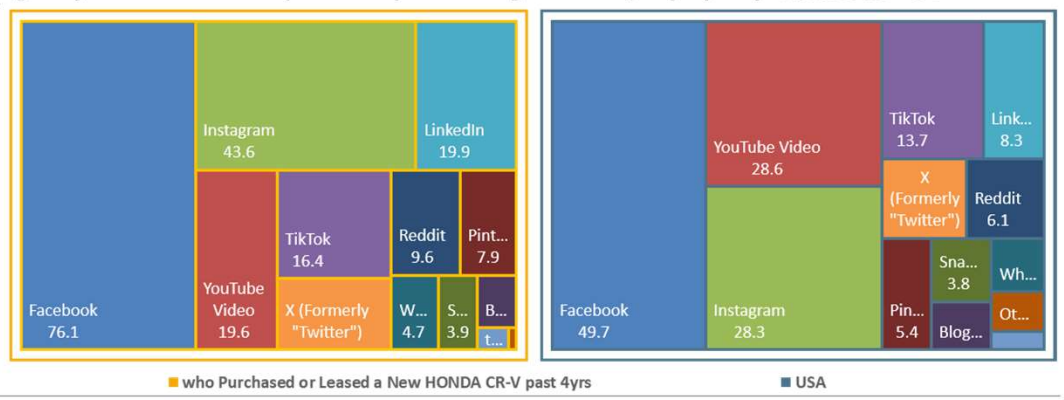
3,047,256 or 74.1% of Adults 25 - 64 who Purchased or Leased a New HONDA CR-V past 4yrs use Ad-Supported Facebook for an average of 75.6 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.

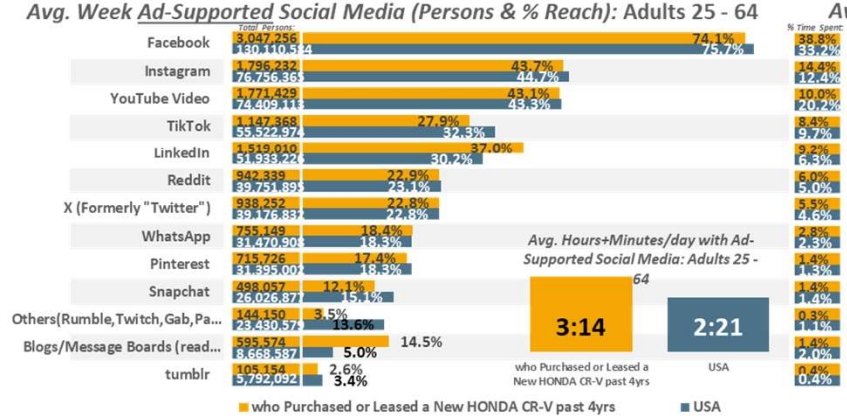
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



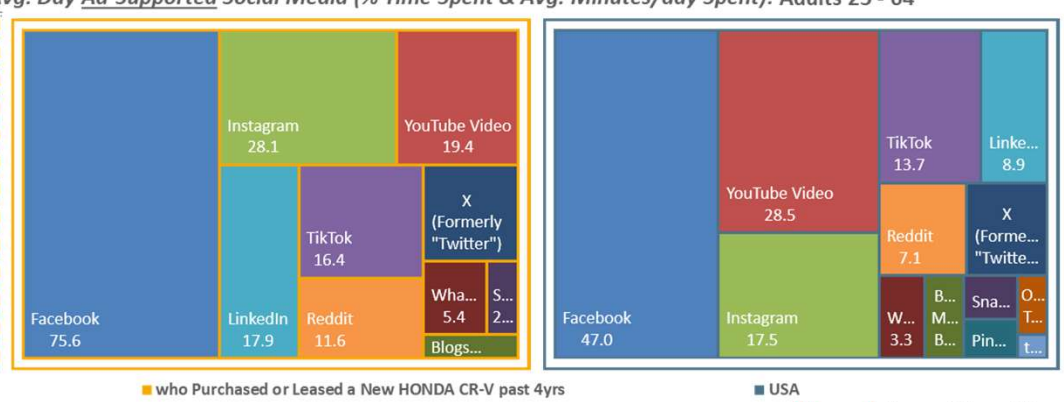
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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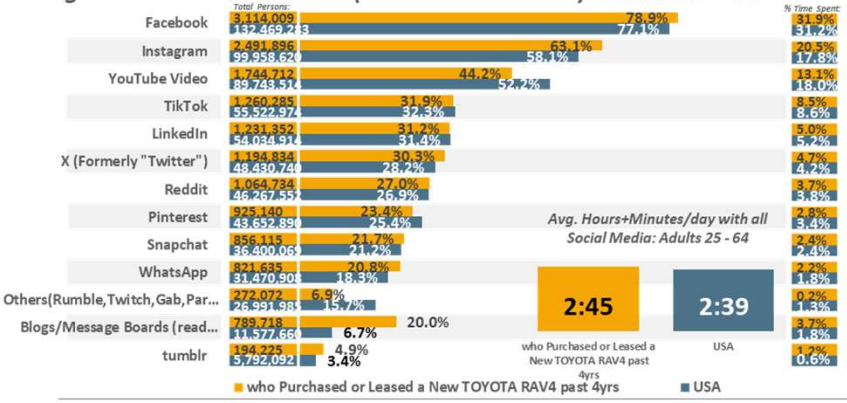
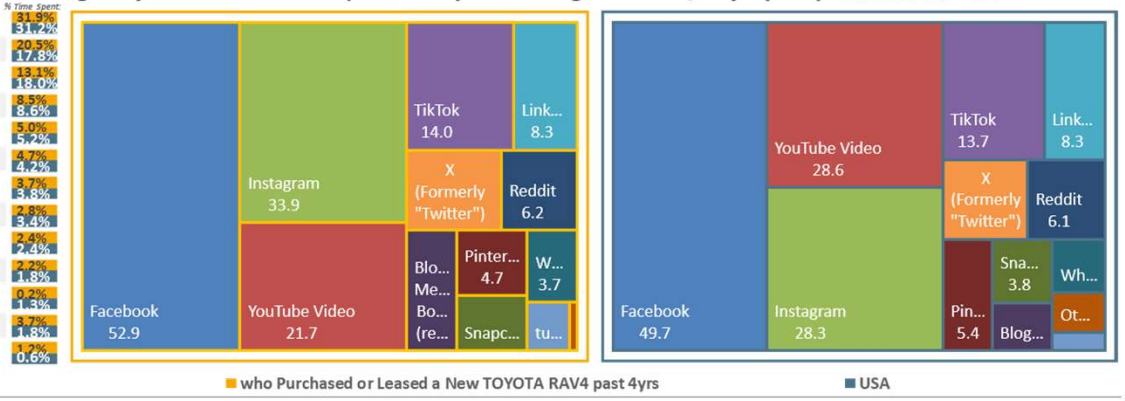
2,992,294 or 75.8% of Adults 25 - 64 who Purchased or Leased a New TOYOTA RAV4 past 4yrs use Ad-Supported Facebook for an average of 60.3 minutes every day representing 40.6% of all time spent daily with Ad-Supported Social Media.

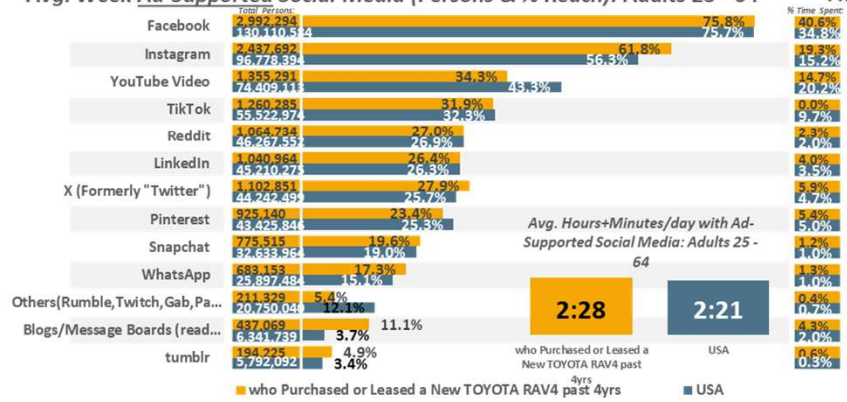
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



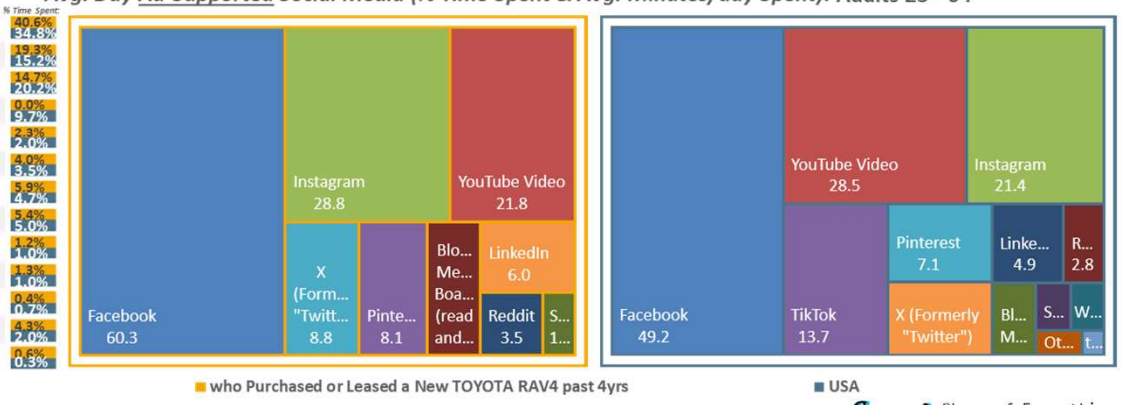
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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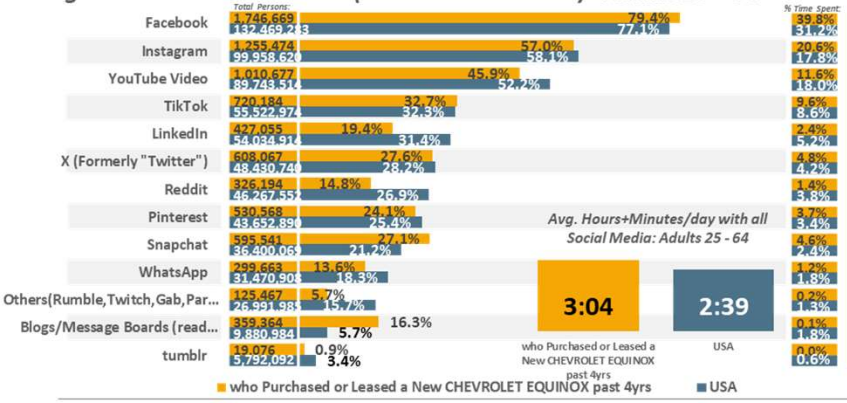
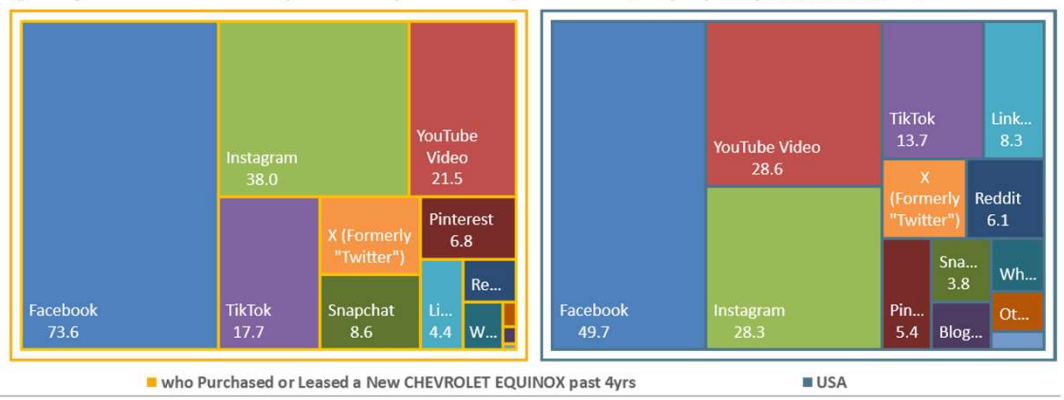
1,746,669 or 79.4% of Adults 25 - 64 who Purchased or Leased a New CHEVROLET EQUINOX past 4yrs use Ad-Supported Facebook for an average of 68.2 minutes every day representing 39.4% of all time spent daily with Ad-Supported Social Media.

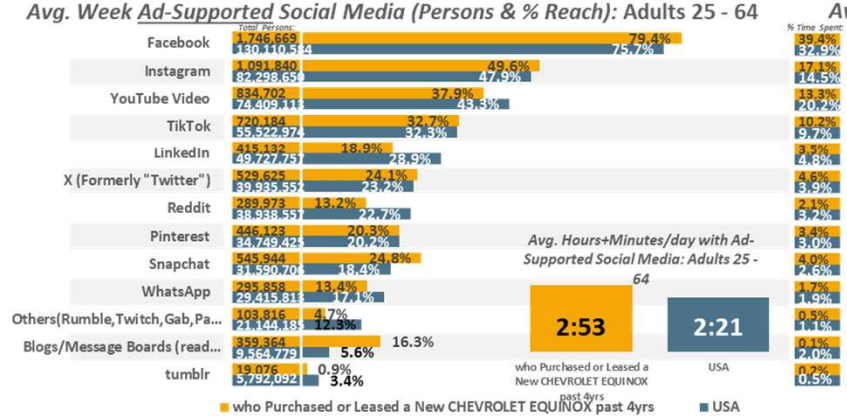
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



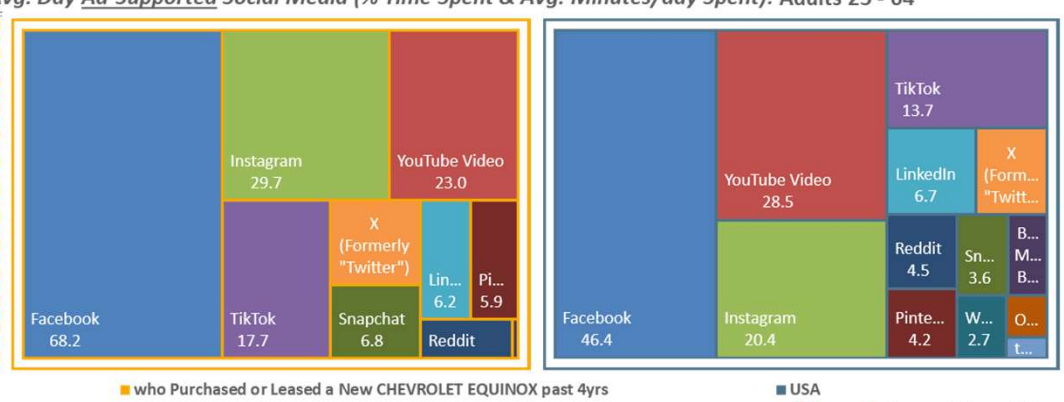
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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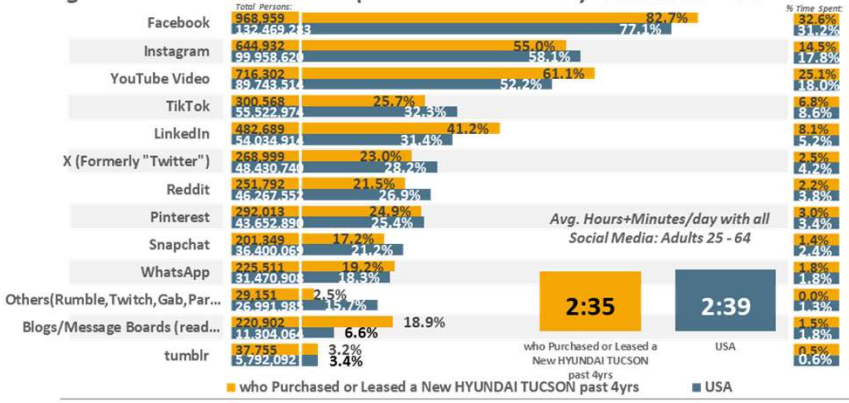
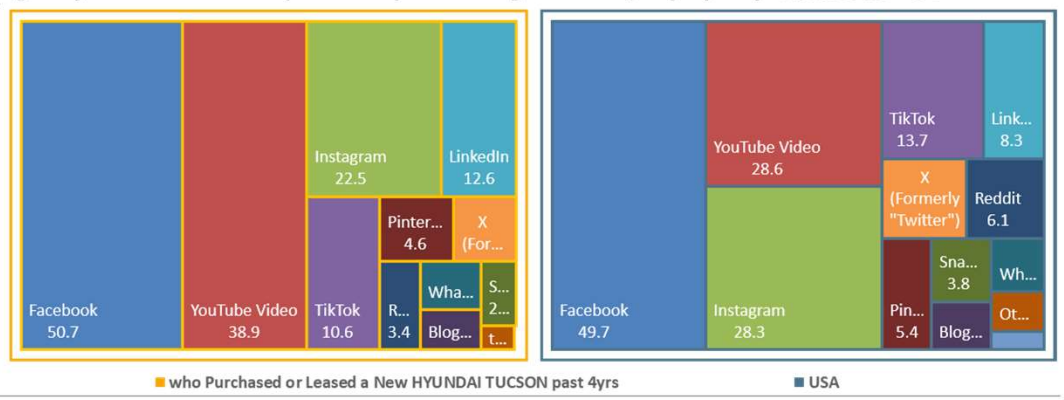
954,711 or 81.5% of Adults 25 - 64 who Purchased or Leased a New HYUNDAI TUCSON past 4yrs use Ad-Supported Facebook for an average of 45.6 minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.

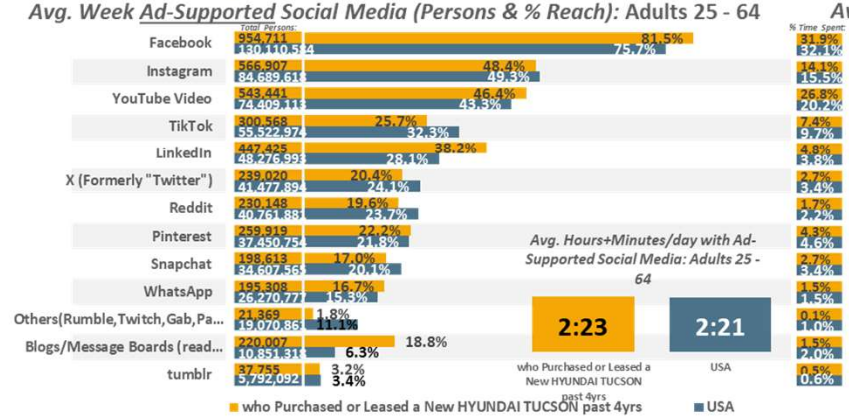
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



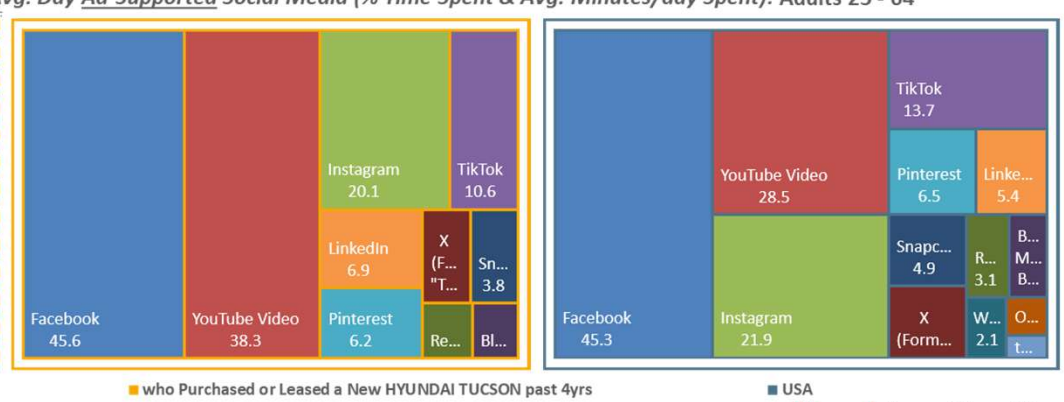
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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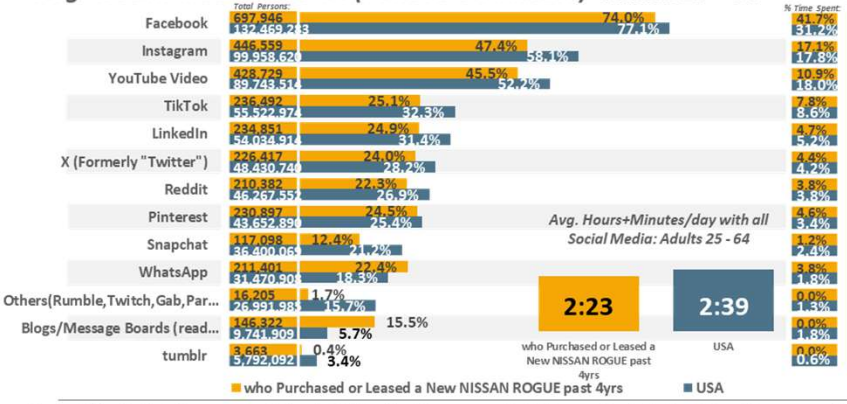
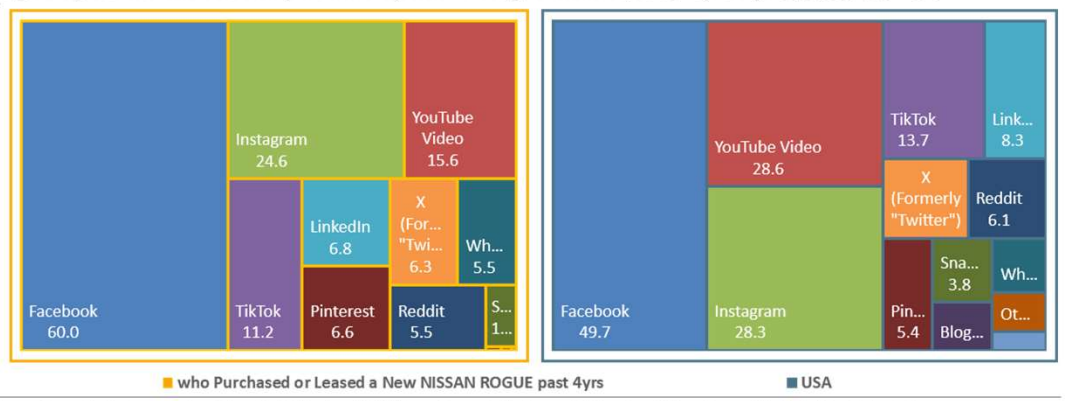
697,946 or 74.% of Adults 25 - 64 who Purchased or Leased a New NISSAN ROGUE past 4yrs use Ad-Supported Facebook for an average of 54.7 minutes every day representing 41.3% of all time spent daily with Ad-Supported Social Media.

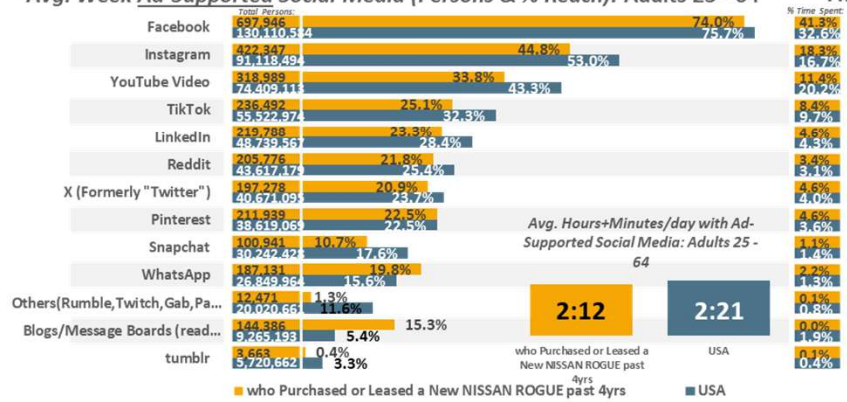
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



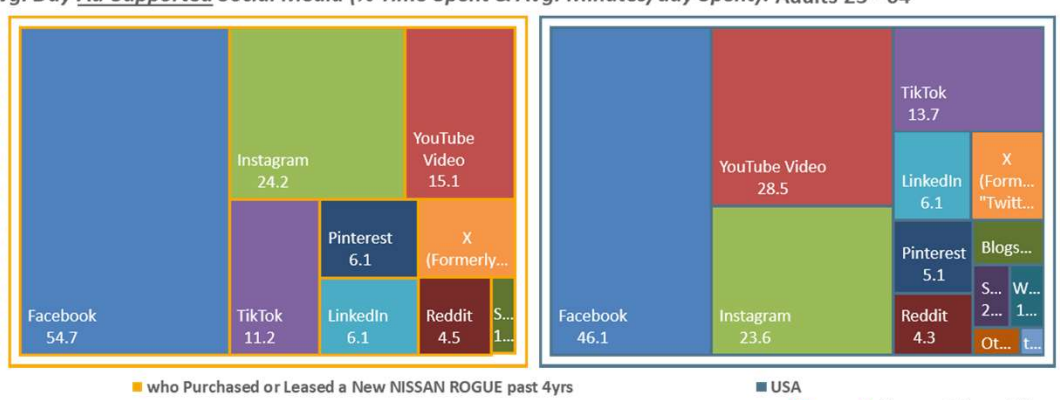
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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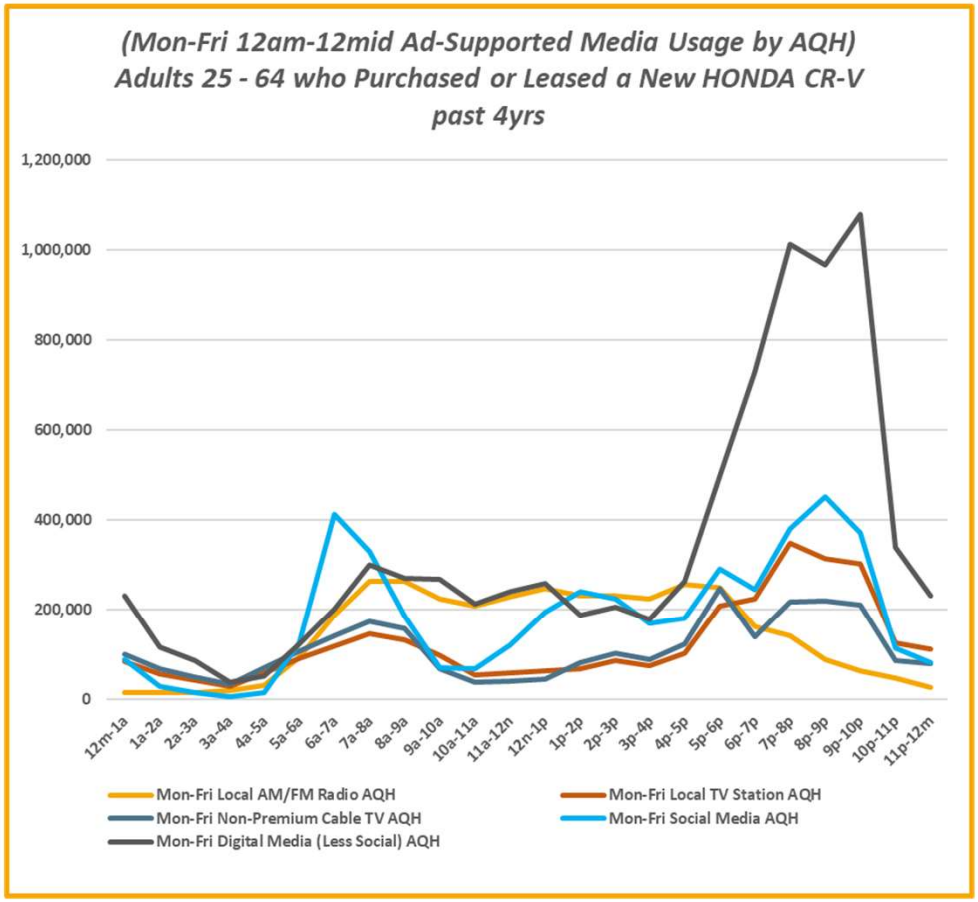
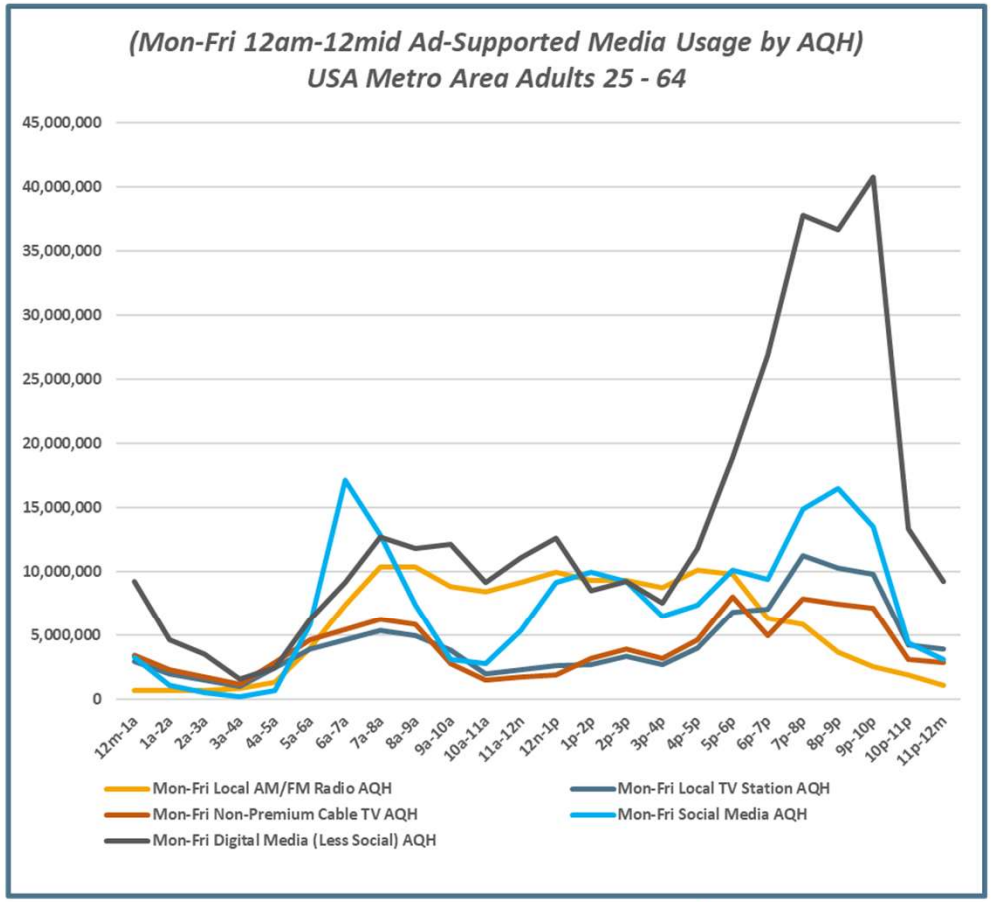
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 293,263; Local Radio: 228,851; Social Media: 209,658; Non-Prem. Cable: 110,783; Local TV: 110,291 reaching Adults 25 - 64 who Purchased or Leased a New HONDA CR-V past 4y





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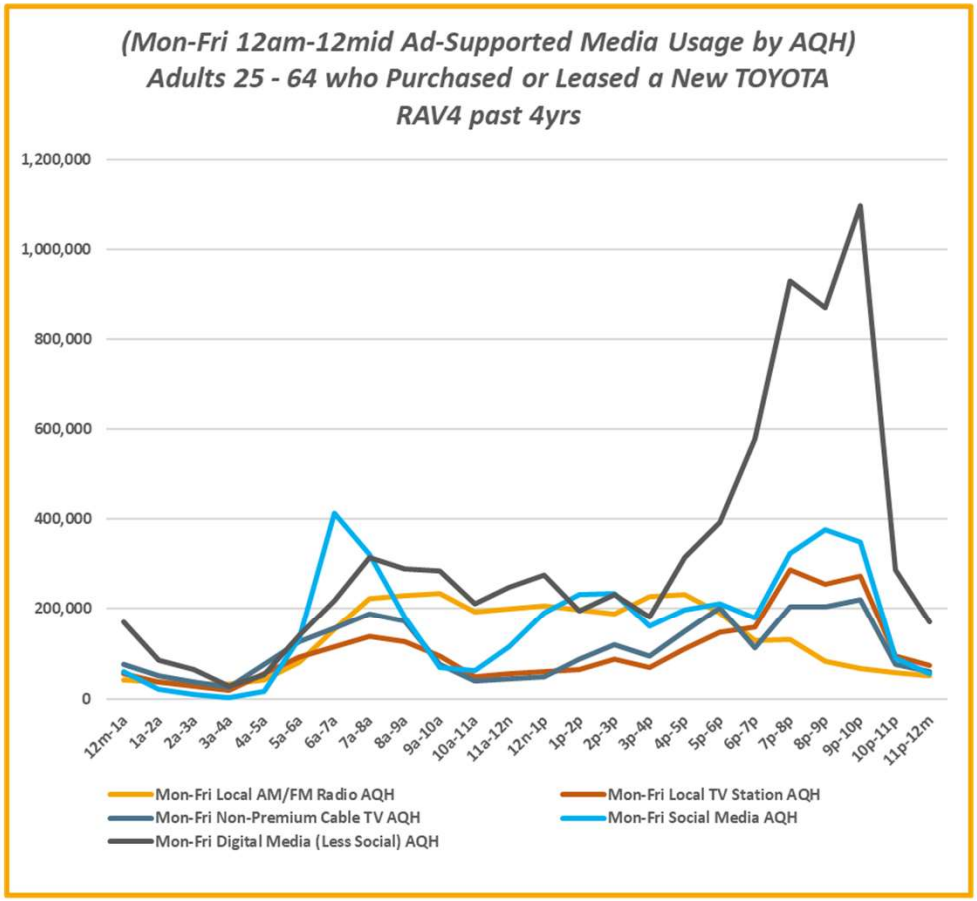
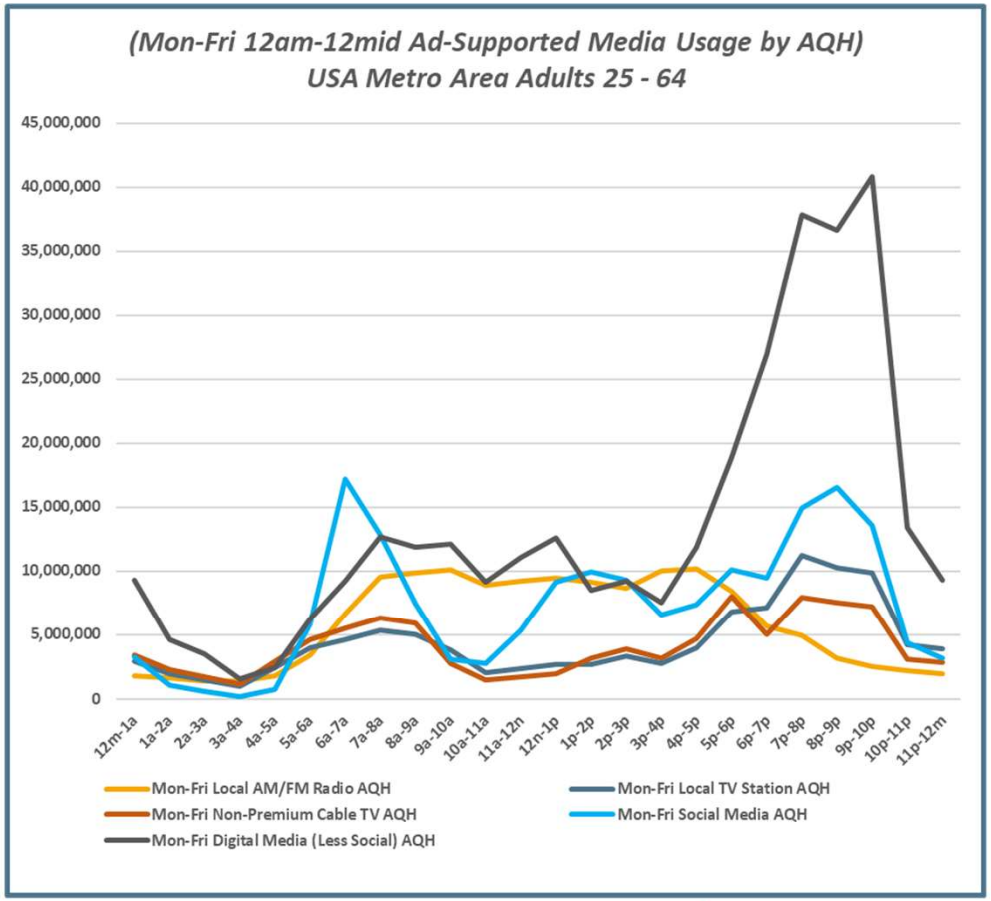
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 287,439; Local Radio: 200,592; Social Media: 197,764; Non-Prem. Cable: 114,503; Local TV: 97,726 reaching Adults 25 - 64 who Purchased or Leased a New TOYOTA RAV4 past 4y





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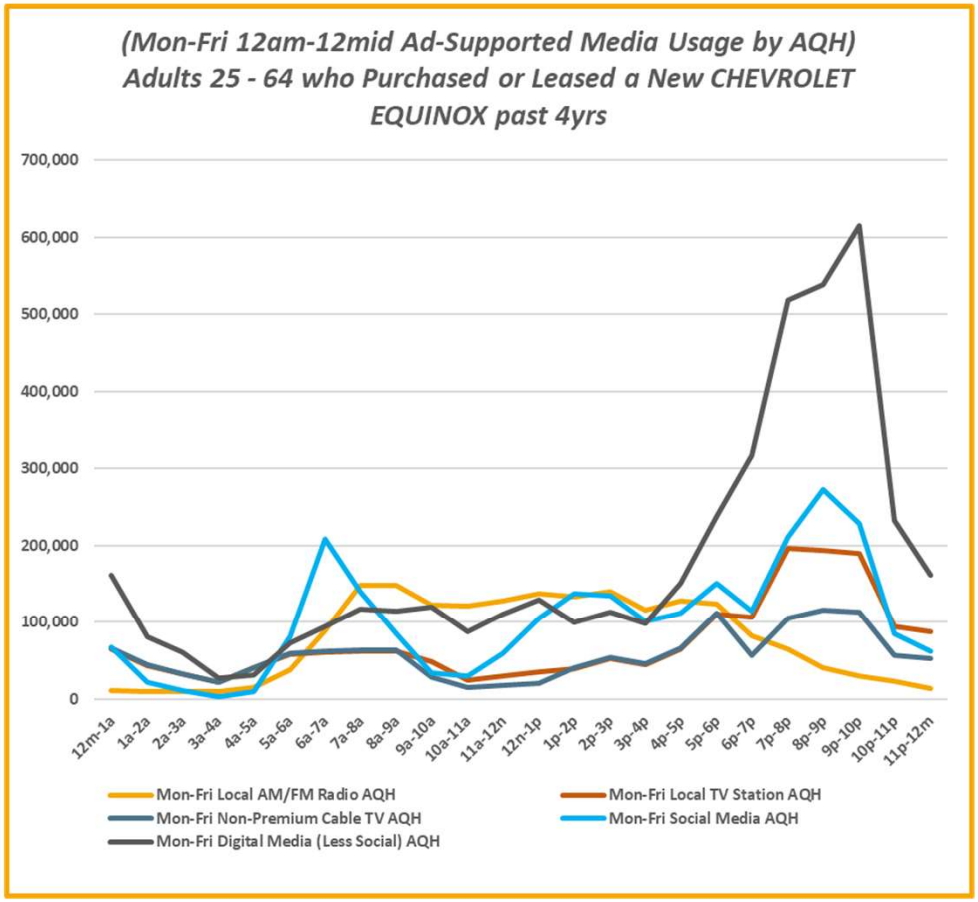
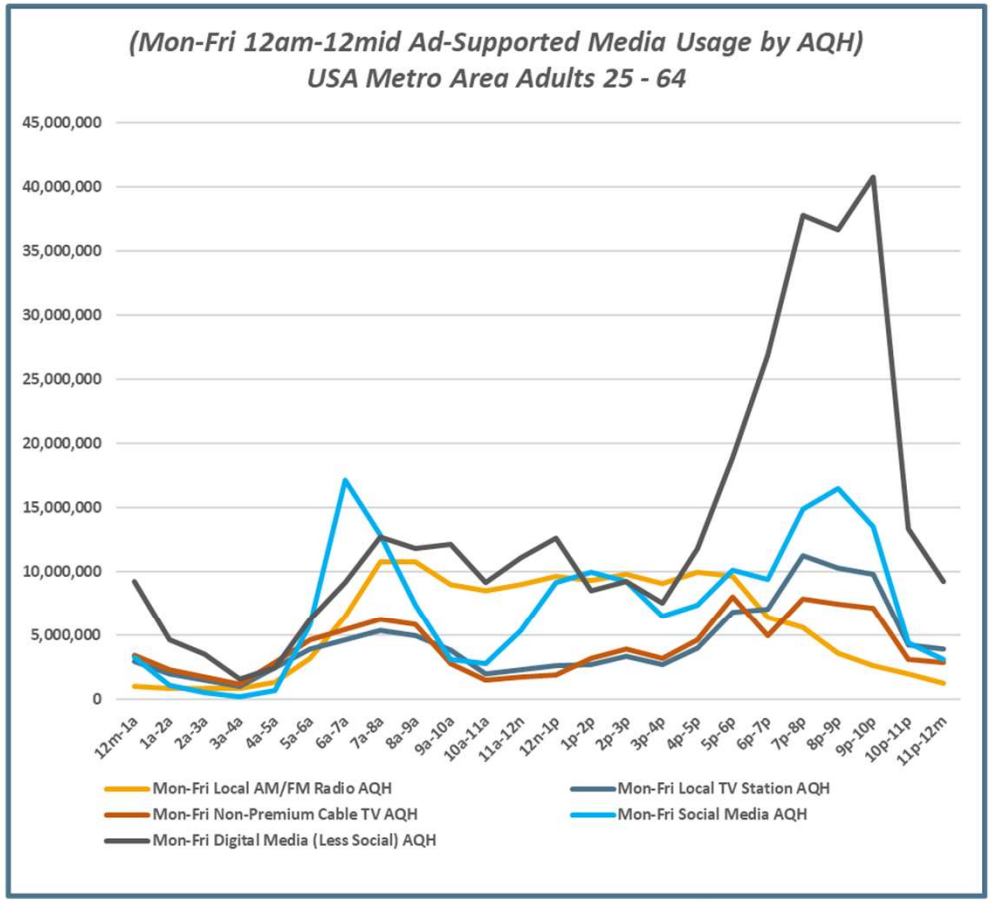
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 137,756; Local Radio: 124,490; Social Media: 108,679; Local TV: 57,211; Non-Prem. Cable: 49,873 reaching Adults 25 - 64 who Purchased or Leased a New CHEVROLET EQUINOX pa





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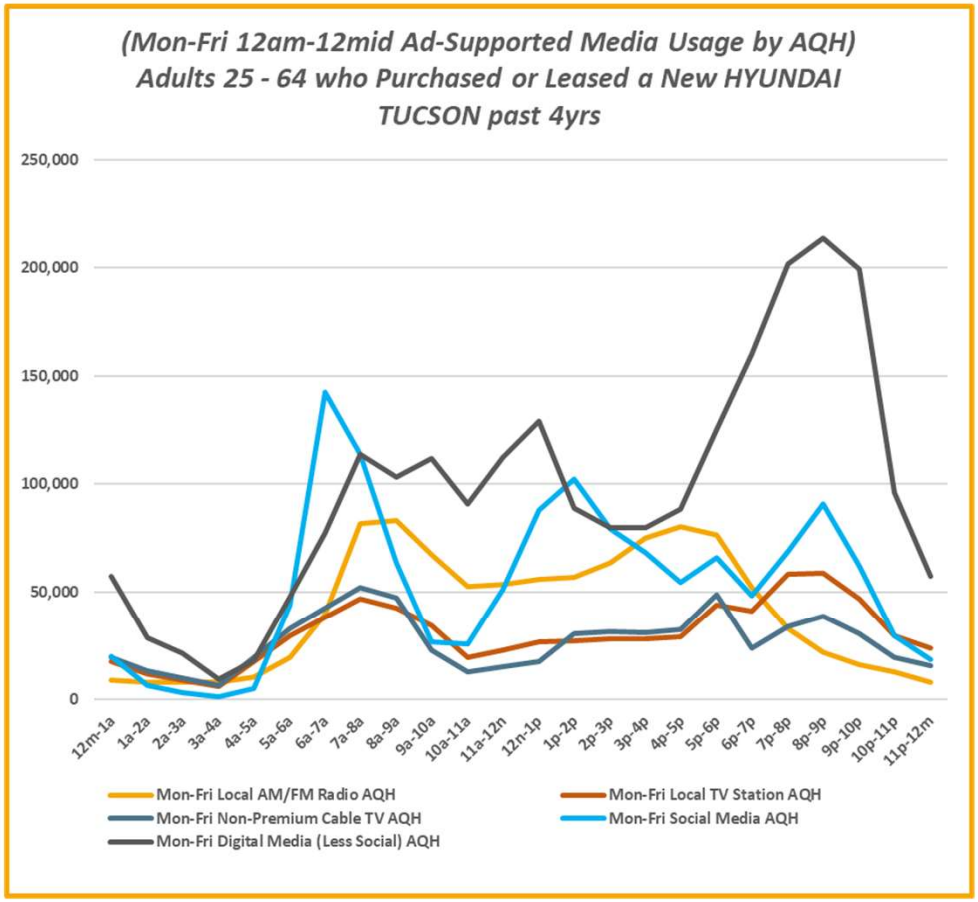
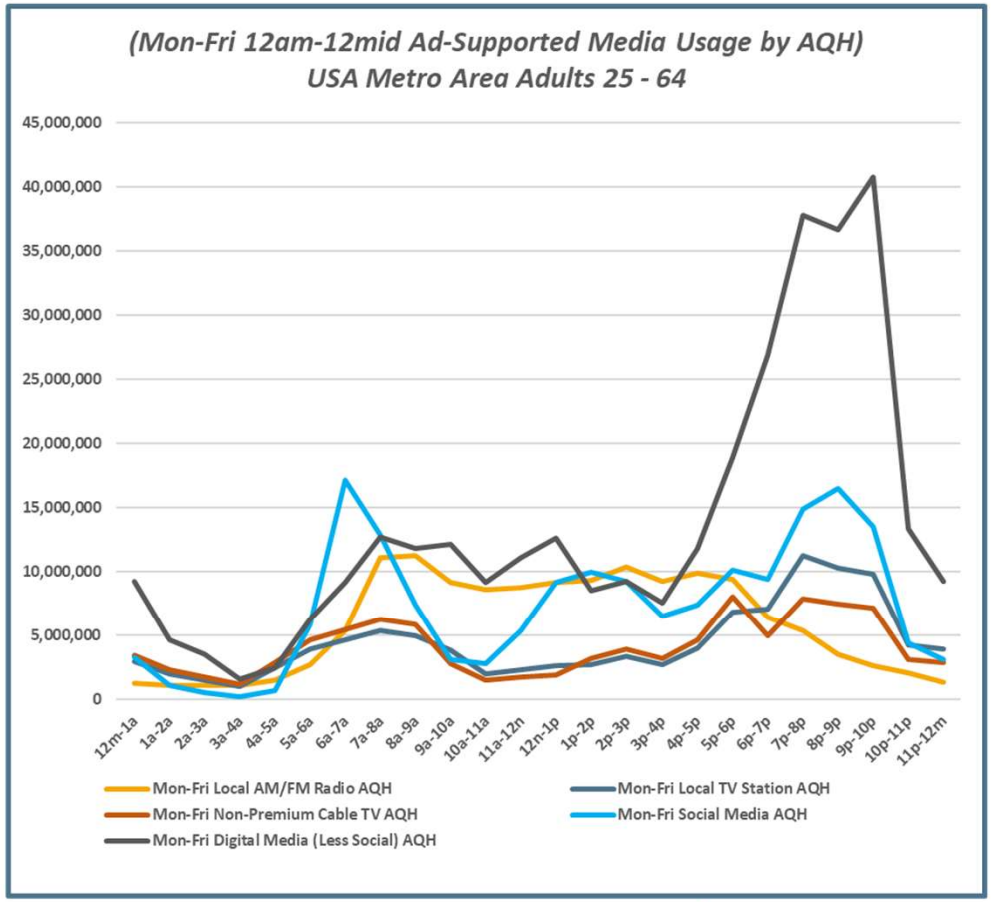
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 104,603; Social Media: 71,533; Local Radio: 64,385; Local TV: 32,862; Non-Prem. Cable: 31,248 reaching Adults 25 - 64 who Purchased or Leased a New HYUNDAI TUCSON past 4y





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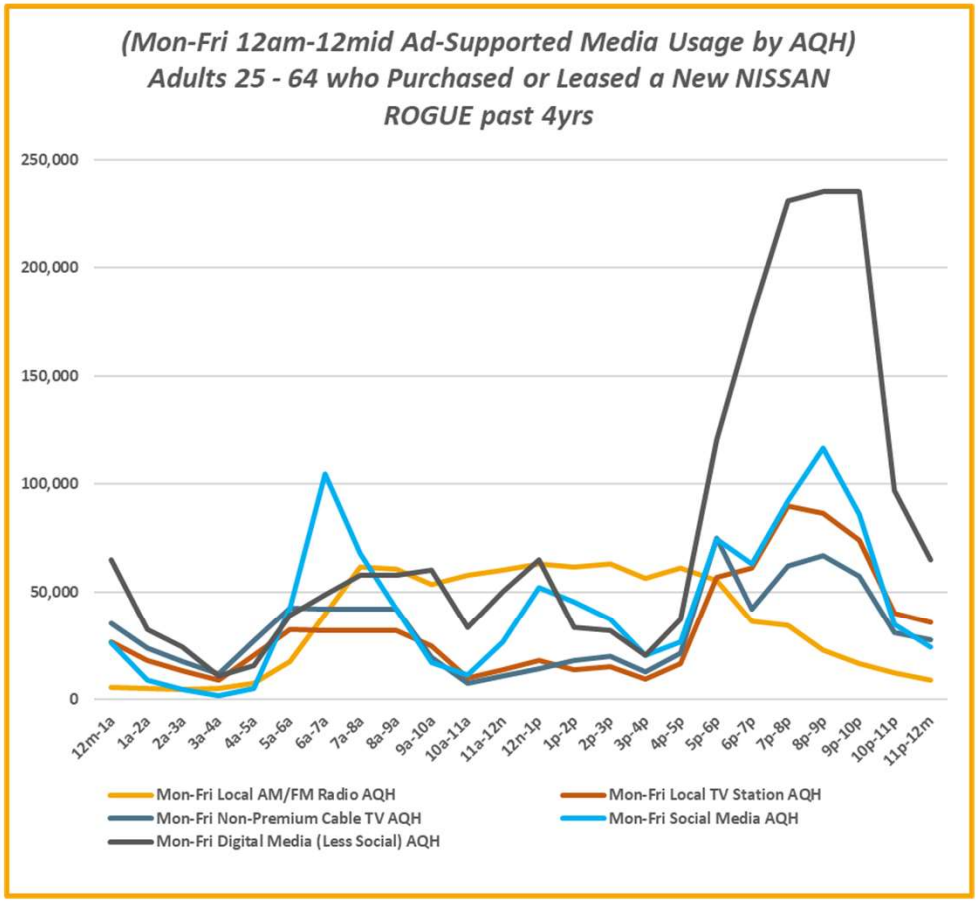
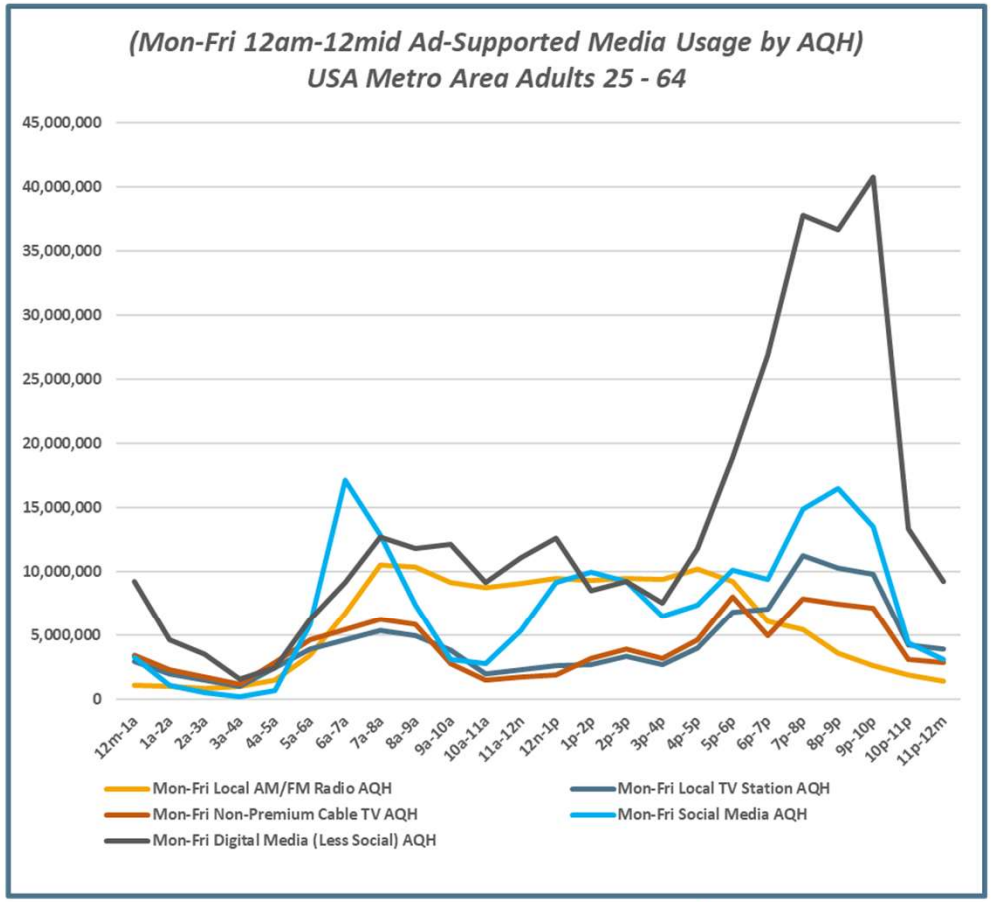
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 61,037; Local Radio: 56,144; Social Media: 45,155; Non-Prem. Cable: 28,162; Local TV: 25,701 reaching Adults 25 - 64 who Purchased or Leased a New NISSAN ROGUE past 4yrs.





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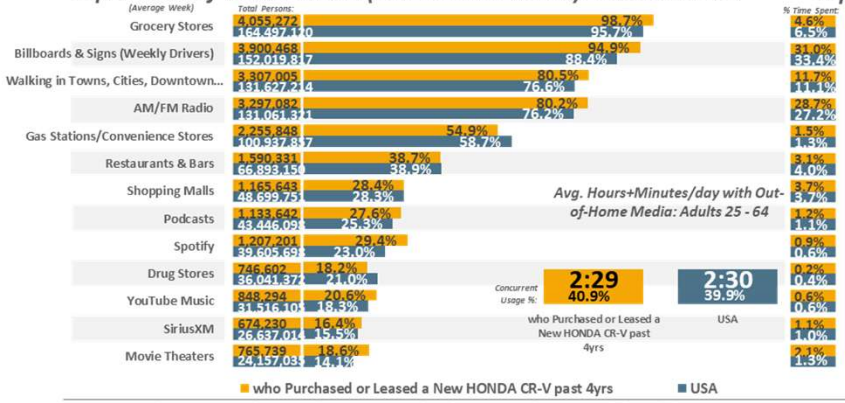
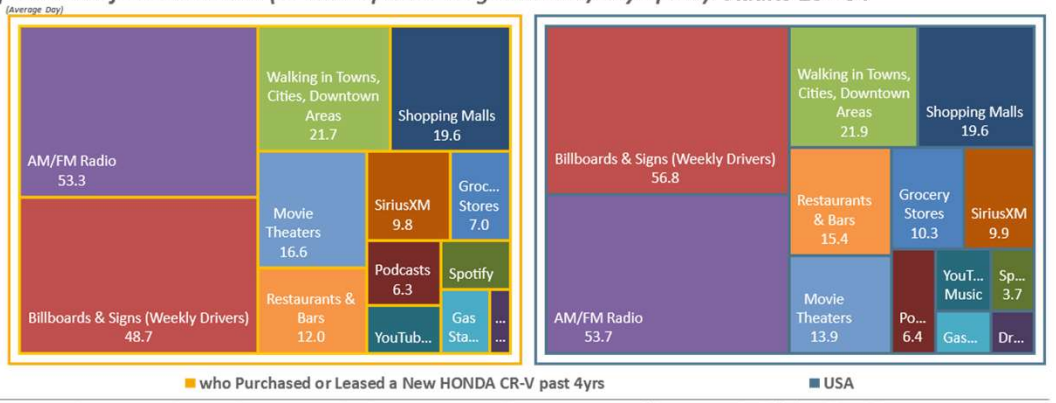
3,900,468 or 94.9% of Adults 25 - 64 who Purchased or Leased a New HONDA CR-V past 4yrs spend an average of 48.7 minutes per day driving, seeing Billboards and Signs. 76.2% Listen to Local Radio Stations Out-of-Home for an average of 49.6 minutes/day.

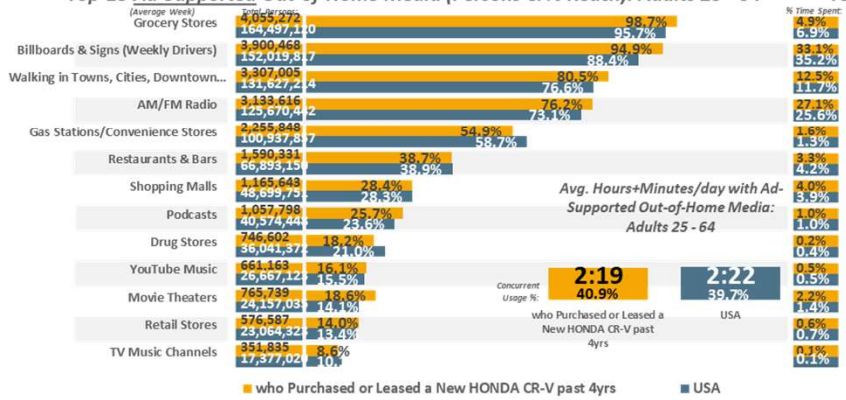
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



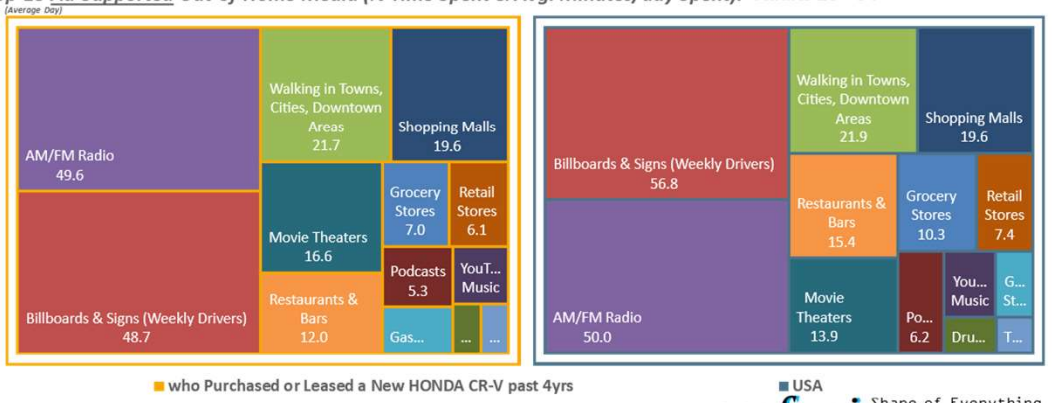
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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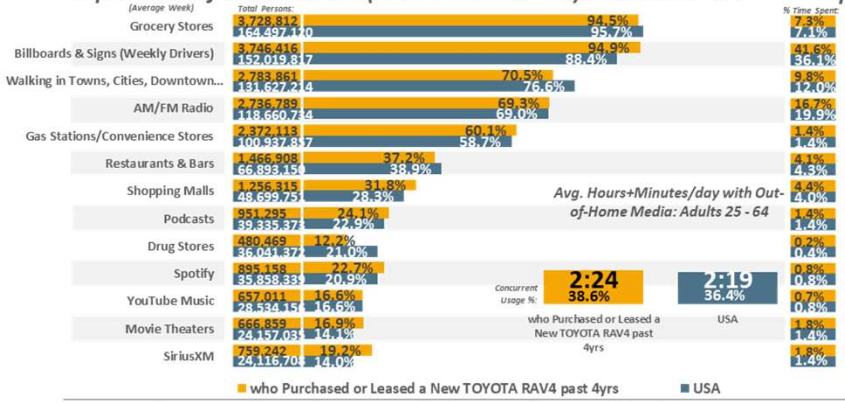
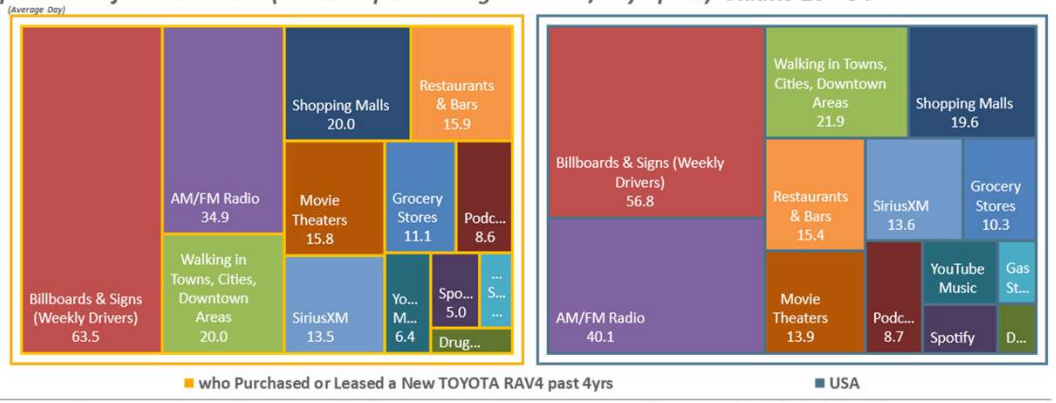
3,746,416 or 94.9% of Adults 25 - 64 who Purchased or Leased a New TOYOTA RAV4 past 4yrs spend an average of 63.5 minutes per day driving, seeing Billboards and Signs. 66.4% Listen to Local Radio Stations Out-of-Home for an average of 32.7 minutes/day.

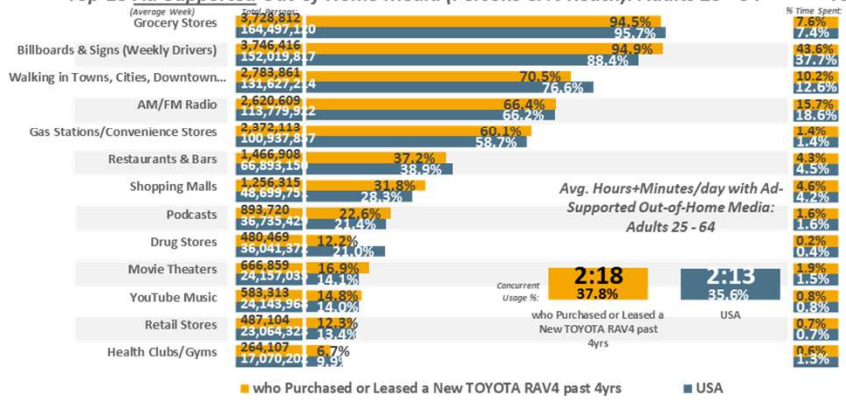
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



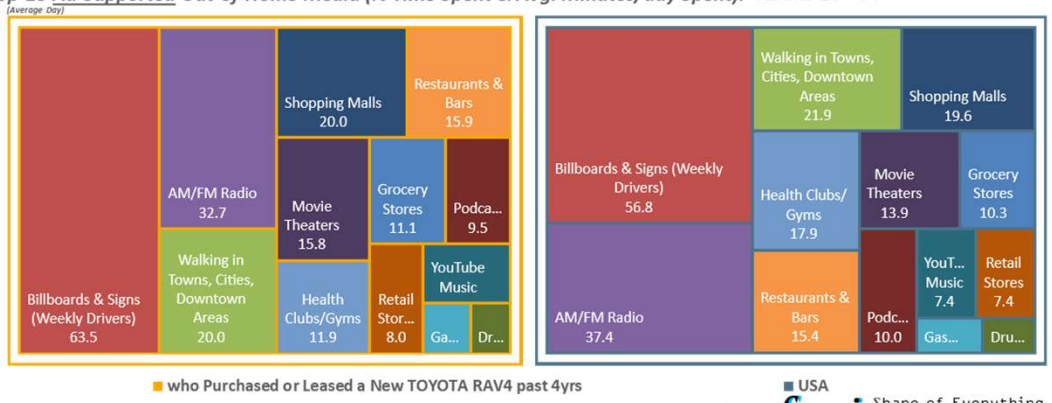
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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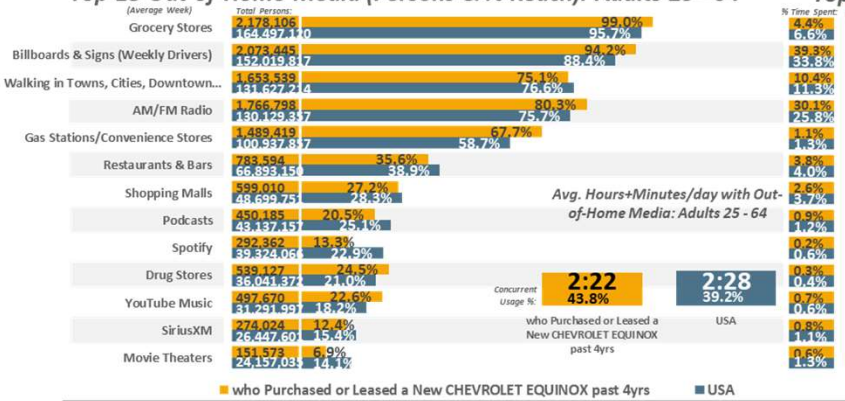
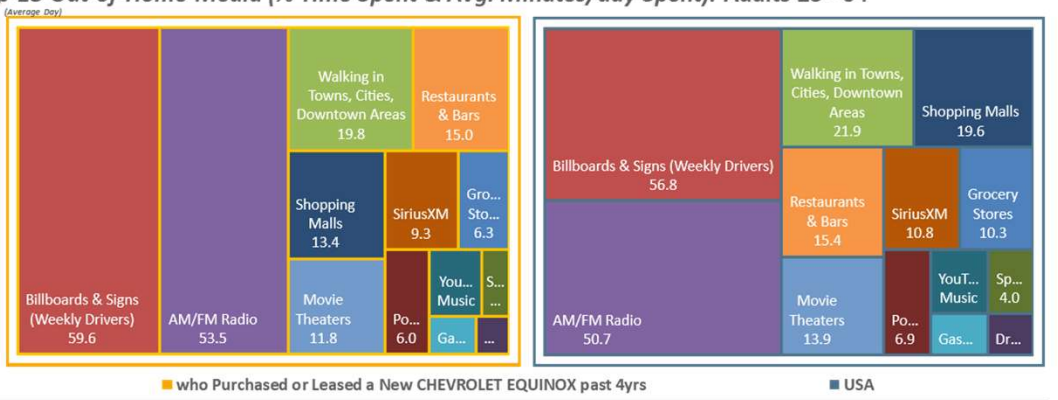
2,073,445 or 94.2% of Adults 25 - 64 who Purchased or Leased a New CHEVROLET EQUINOX past 4yrs spend an average of 59.6 minutes per day driving, seeing Billboards and Signs. 75.5% Listen to Local Radio Stations Out-of-Home for an average of 49.7 minutes/d

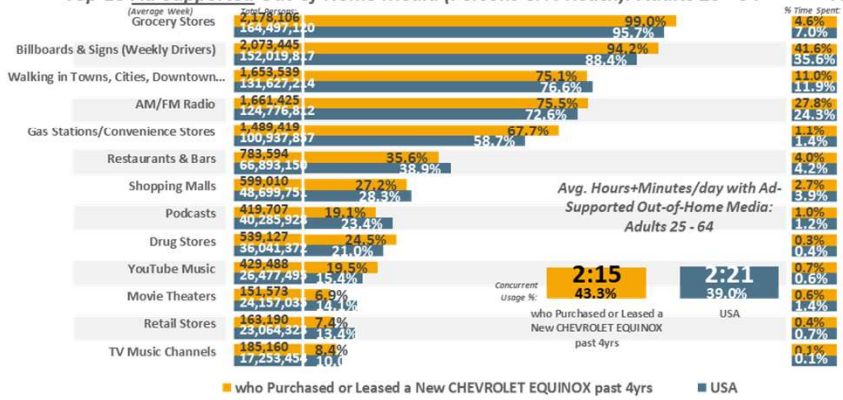
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



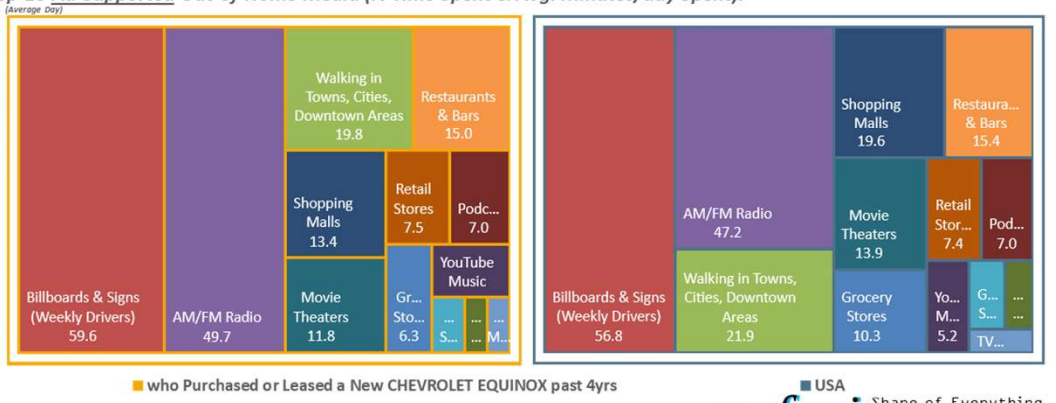
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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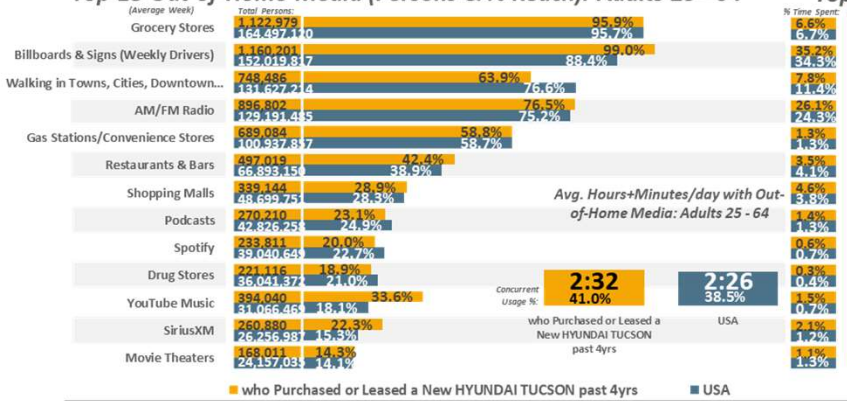
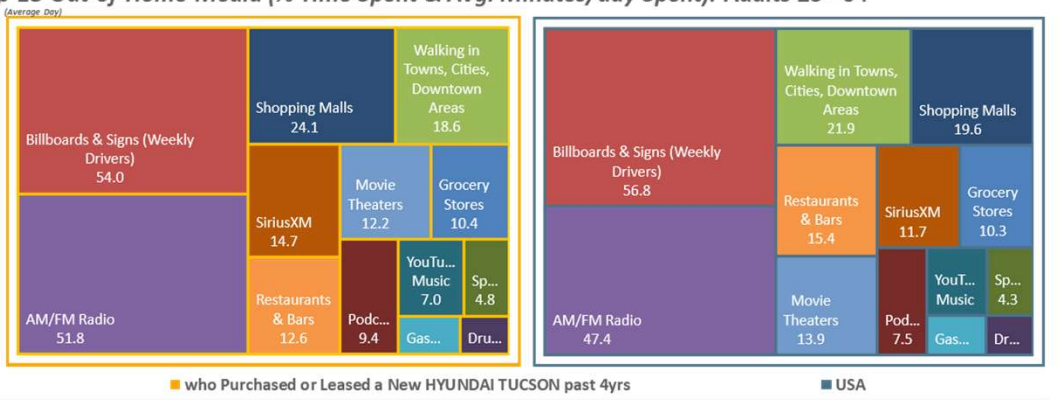
1,160,201 or 99.% of Adults 25 - 64 who Purchased or Leased a New HYUNDAI TUCSON past 4yrs spend an average of 54. minutes per day driving, seeing Billboards and Signs. 73.9% Listen to Local Radio Stations Out-of-Home for an average of 50.2 minutes/day.

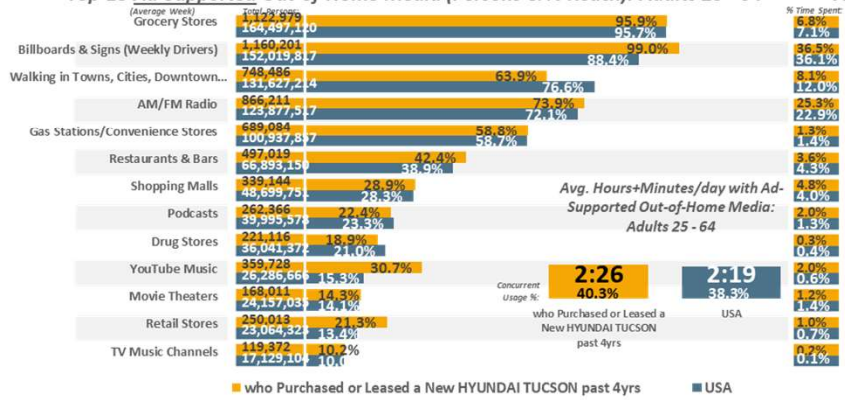
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



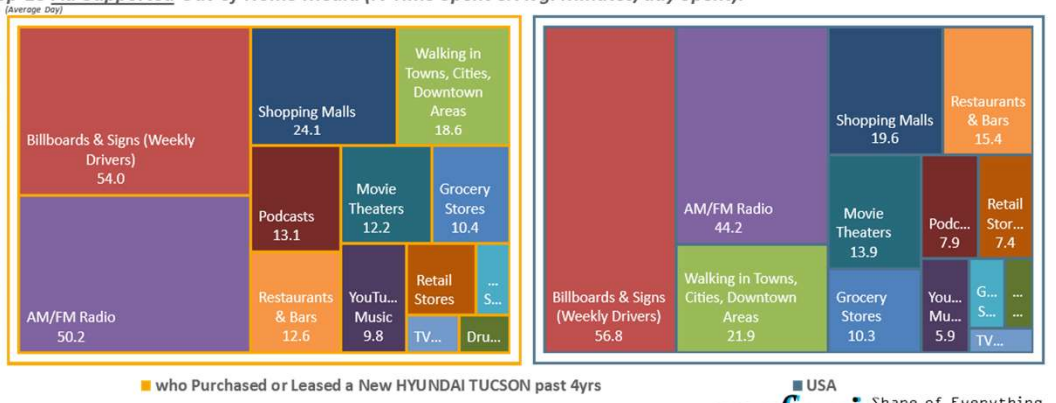
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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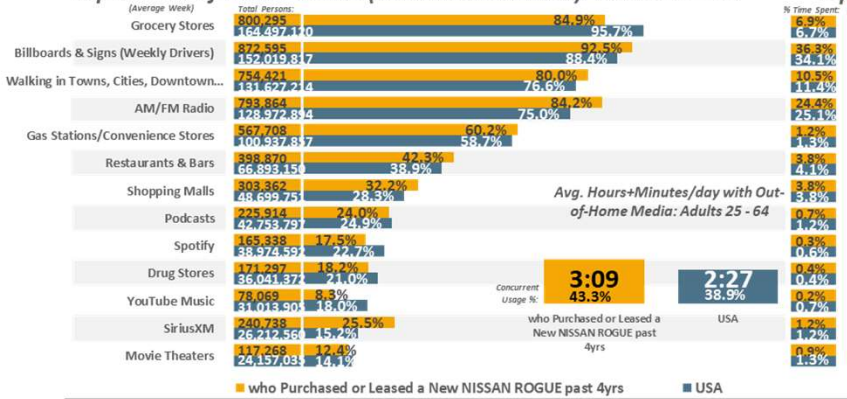
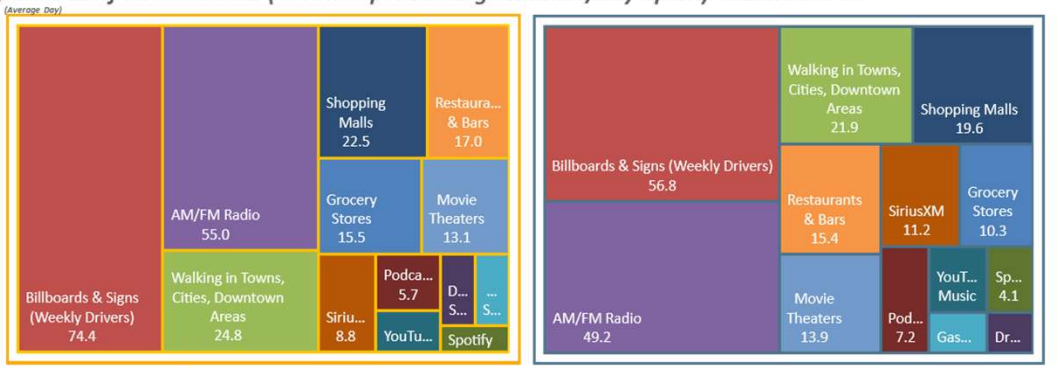
872,595 or 92.5% of Adults 25 - 64 who Purchased or Leased a New NISSAN ROGUE past 4yrs spend an average of 74.4 minutes per day driving, seeing Billboards and Signs. 80.6% Listen to Local Radio Stations Out-of-Home for an average of 52.1 minutes/day.

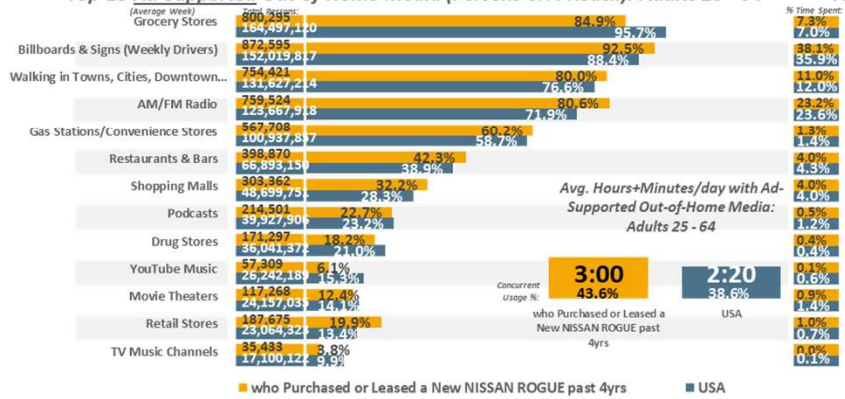
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



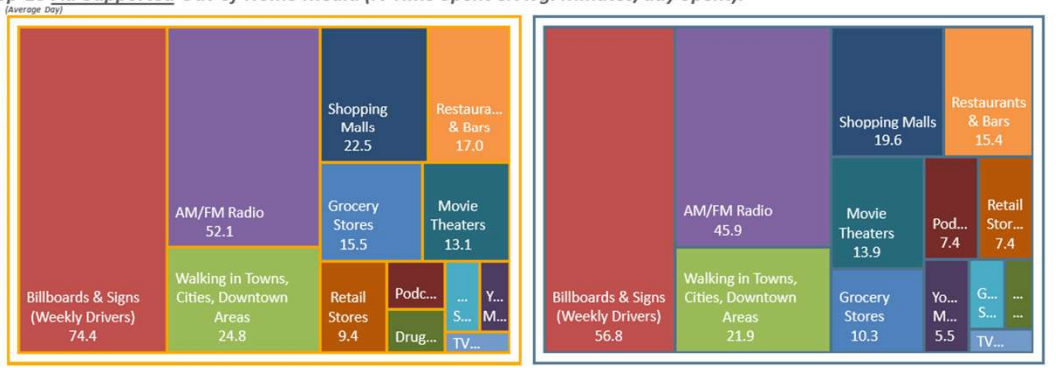
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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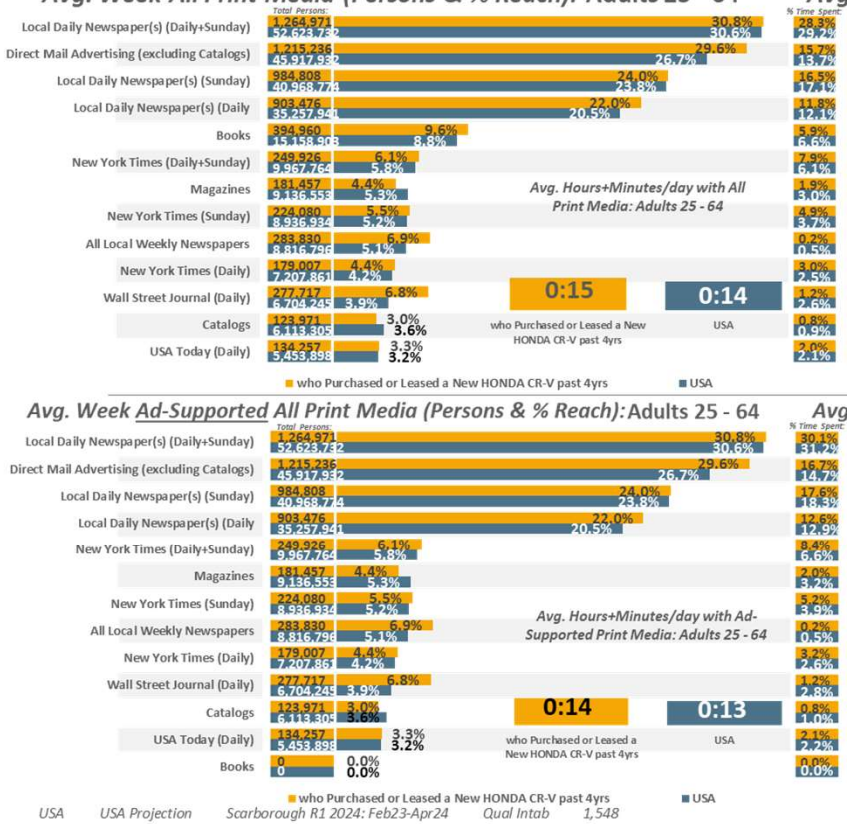
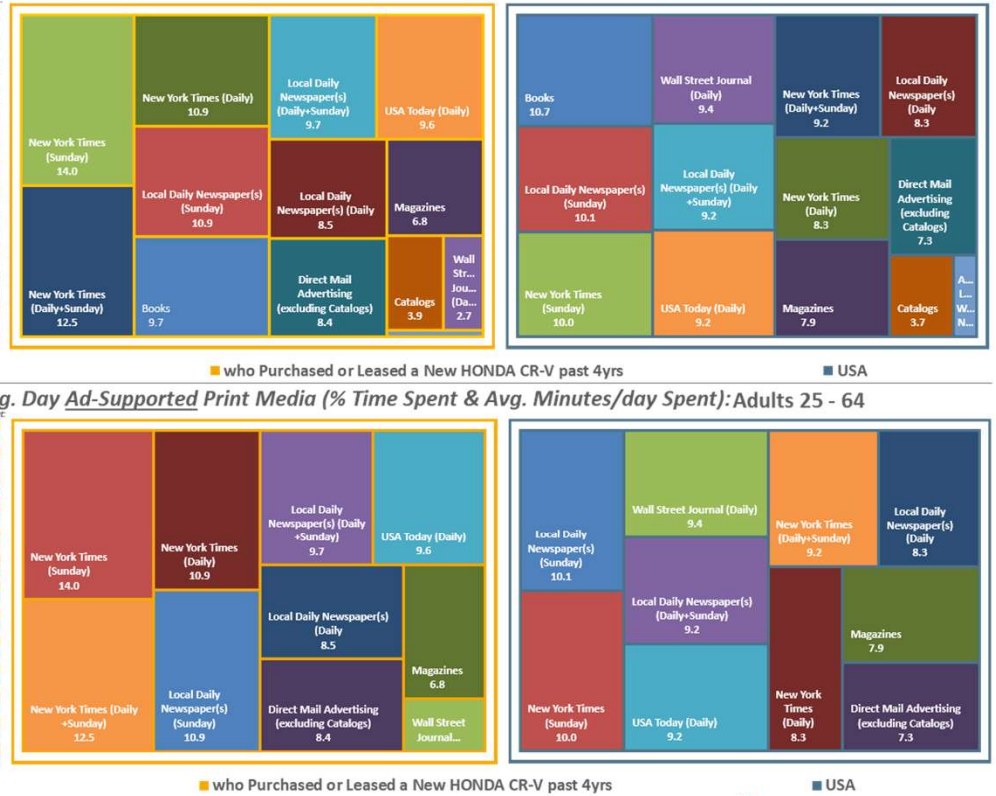
1,264,971 or 30.8% of Adults 25 - 64 who Purchased or Leased a New HONDA CR-V past 4yrs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 30.1% of all time spent daily with All forms of Print Media.

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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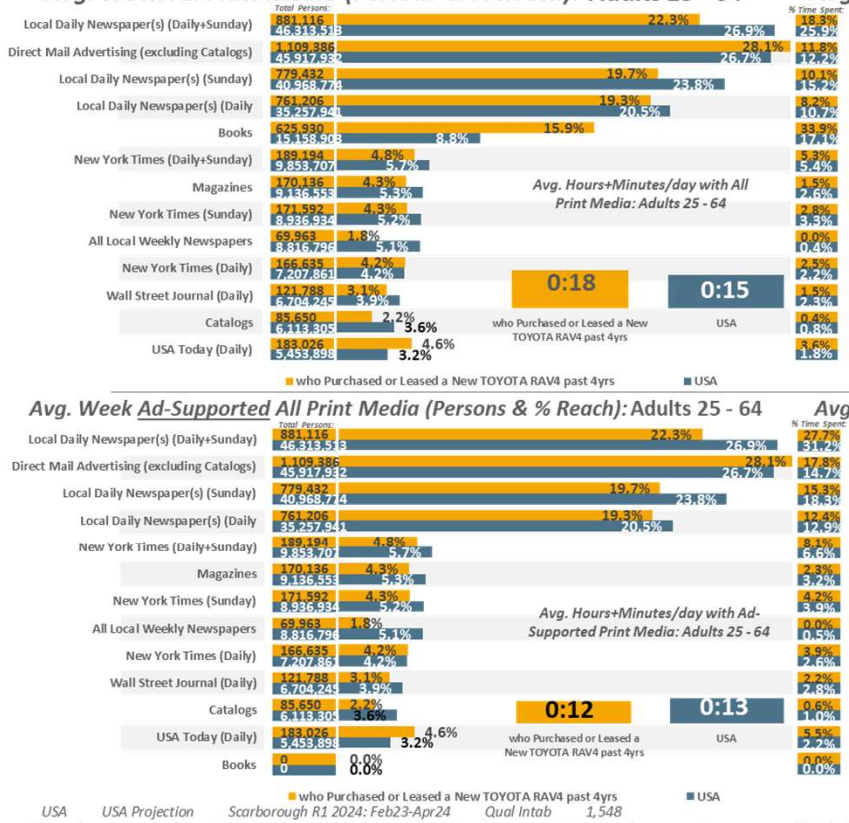
881,116 or 22.3% of Adults 25 - 64 who Purchased or Leased a New TOYOTA RAV4 past 4yrs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 27.7% of all time spent daily with All forms of Print Media.

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

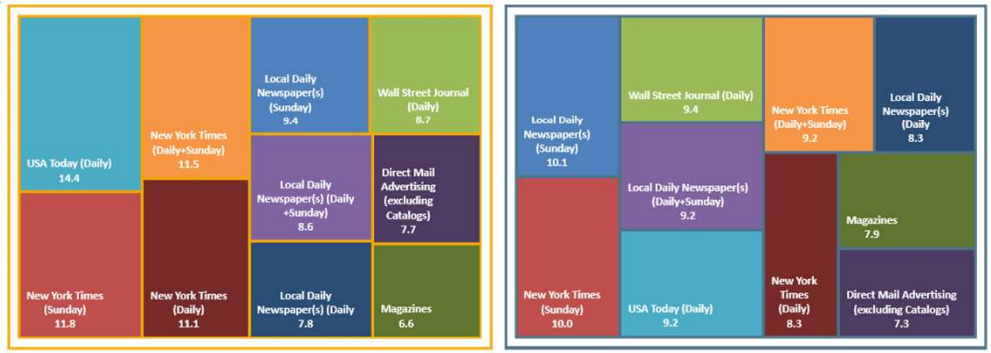


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,548

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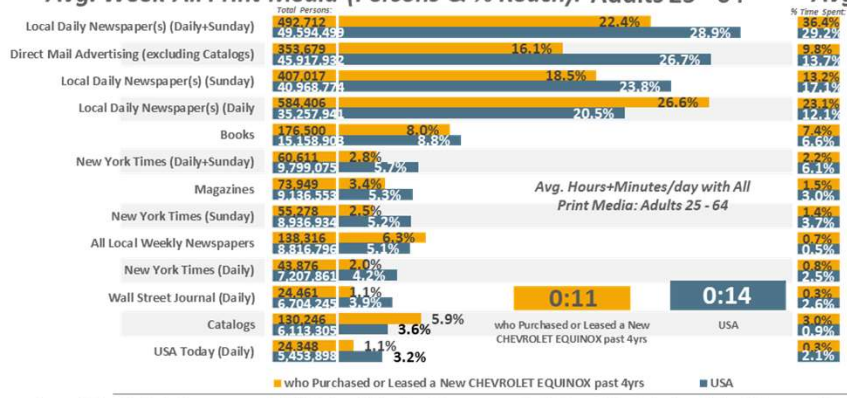
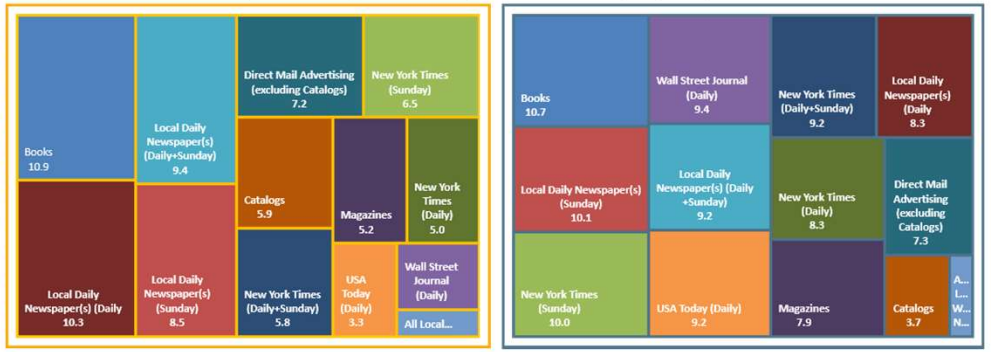
492,712 or 22.4% of Adults 25 - 64 who Purchased or Leased a New CHEVROLET EQUINOX past 4yrs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 39.2% of all time spent daily with All forms of Print Media.

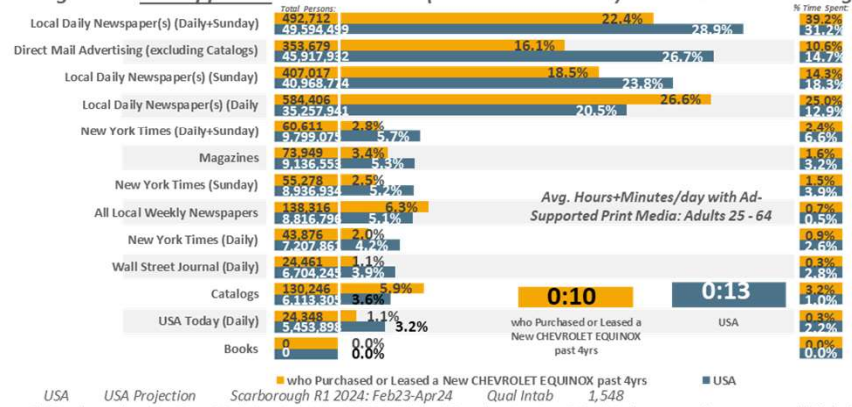
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,548

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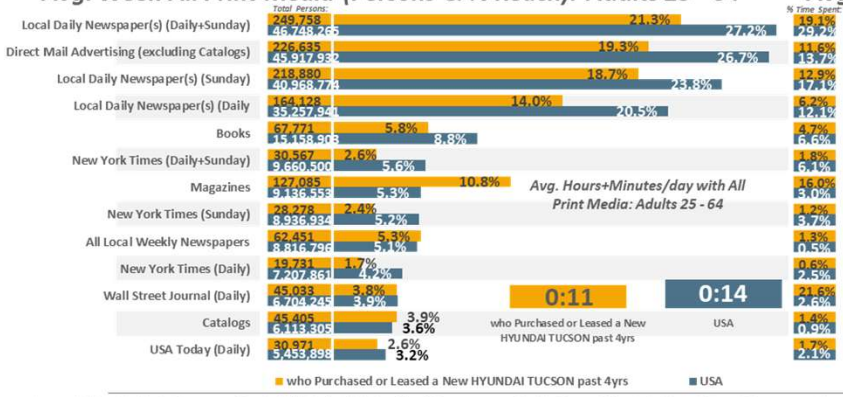
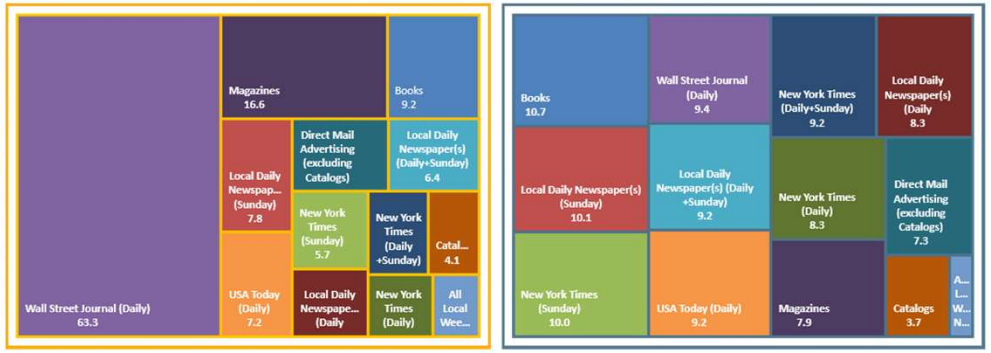
45,033 or 3.8% of Adults 25 - 64 who Purchased or Leased a New HYUNDAI TUCSON past 4yrs read Wall Street Journal (Daily) for an average of 63.3 minutes every day representing 22.6% of all time spent daily with All forms of Print Media.

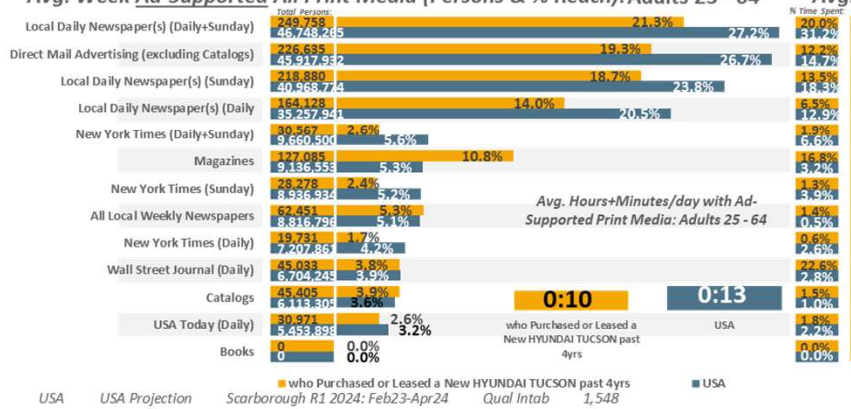
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



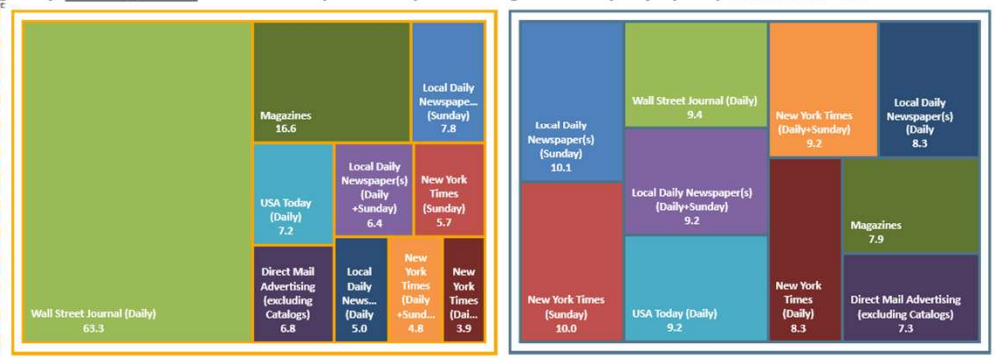
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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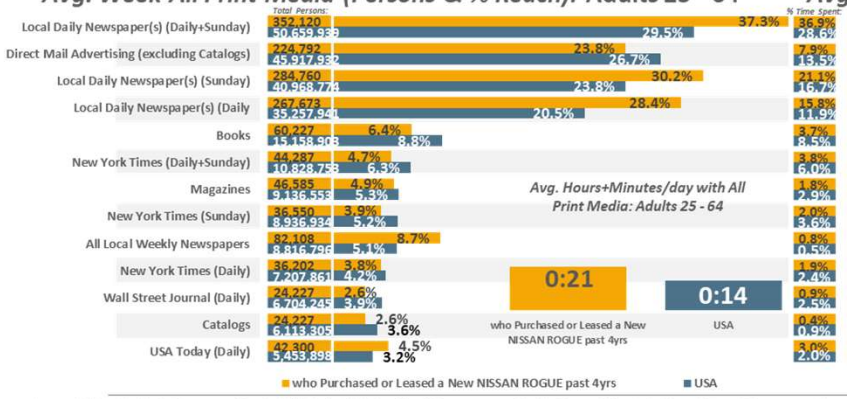
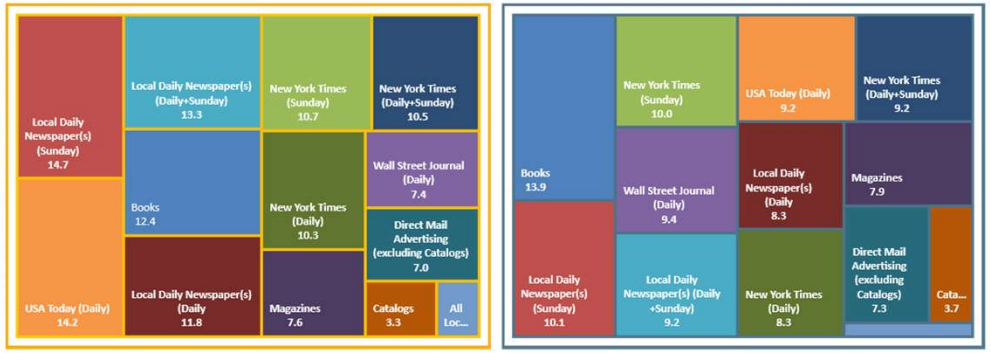
352,120 or 37.3% of Adults 25 - 64 who Purchased or Leased a New NISSAN ROGUE past 4yrs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.3 minutes every day representing 38.3% of all time spent daily with All forms of Print Media.

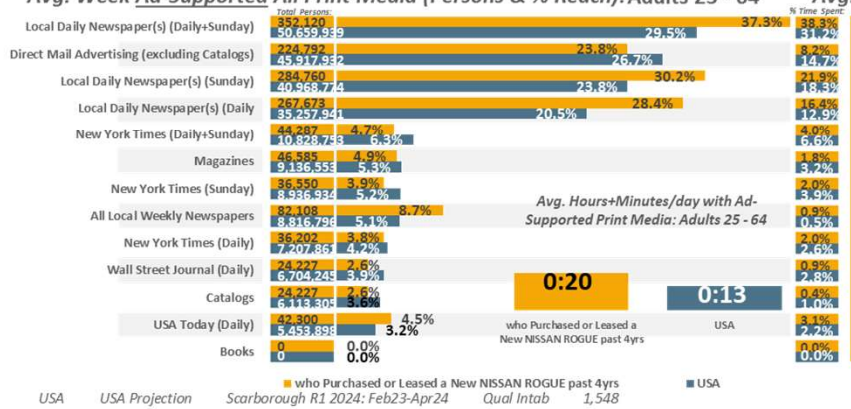
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



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* *1,548*

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