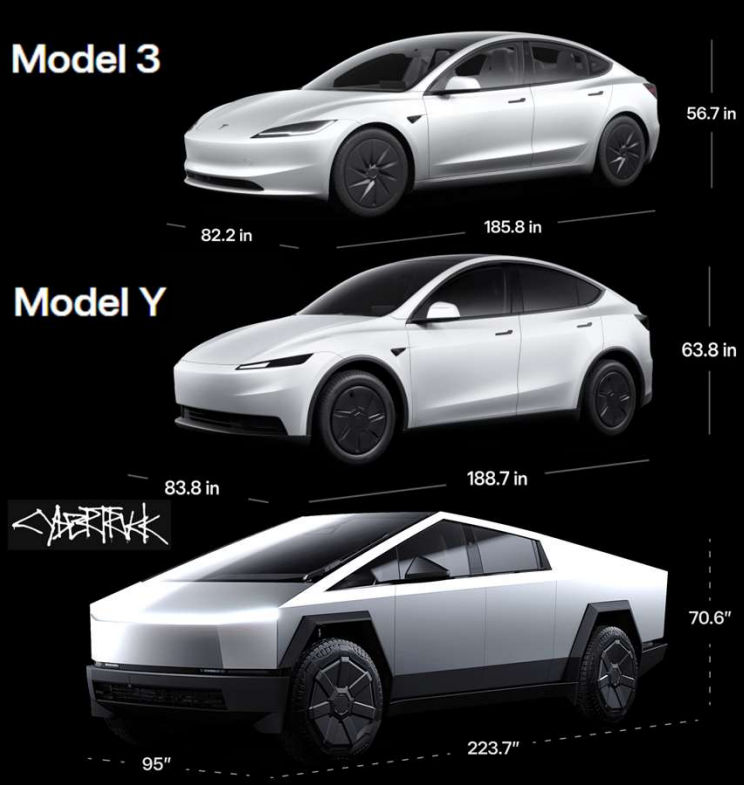
USA+4 More DMAs – P25+ who Own or Lease a New TESLA Electric Vehicle!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P25+ who Own or Lease a New TESLA Electric Vehicle** as of July 31, 2026.







P25+

TESLA

Vanguard BlackRock

Hubbard media that connects

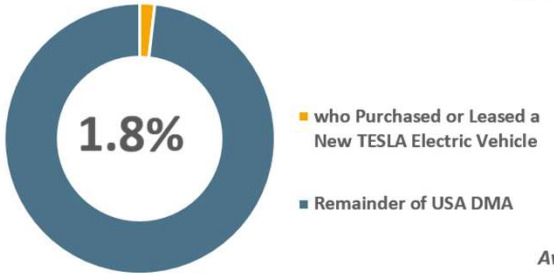
And, Yes! You ARE Smart Enough to Read a Robinhood Legend. So get ready to Learn!

Make of new vehicle (HHLD): TESLA

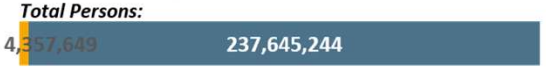


1.8% or 4,357,649 of USA DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Typical Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 51.5 years old (1.7% younger than average) and have a $149,061 (51.6% higher than average) annual household income.

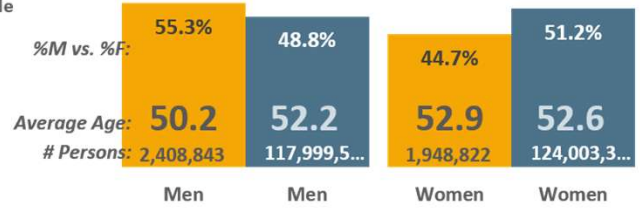
Percent of Market: Adults 25 or older



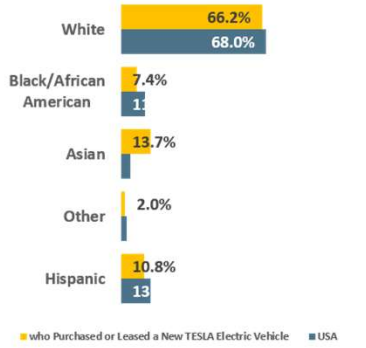
Total Persons:



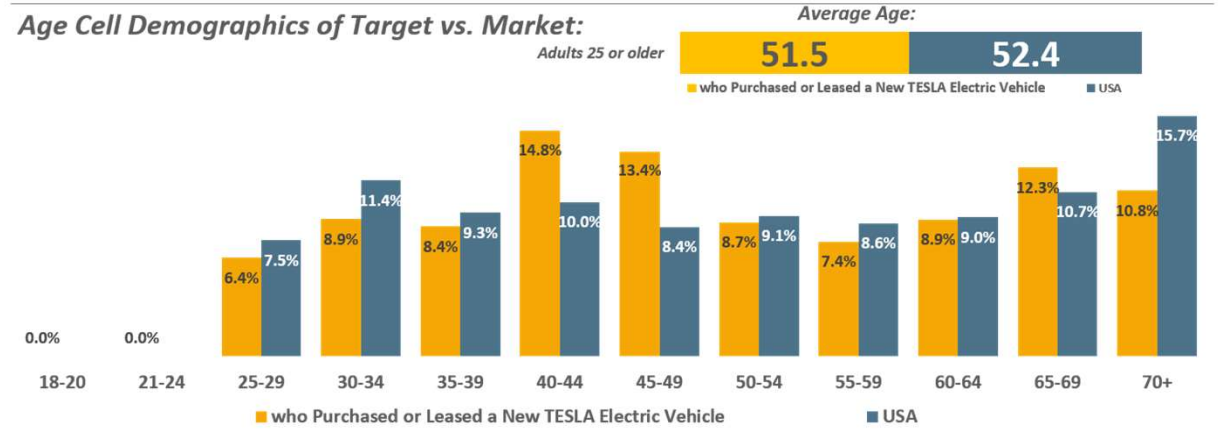
Gender of Target vs. Market: Adults 25 or older



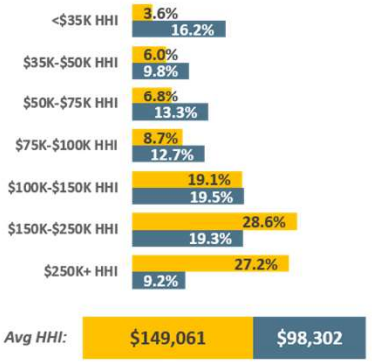
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

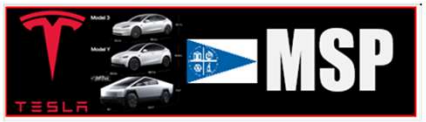


Avg HHI: $149,061 | $98,302

USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

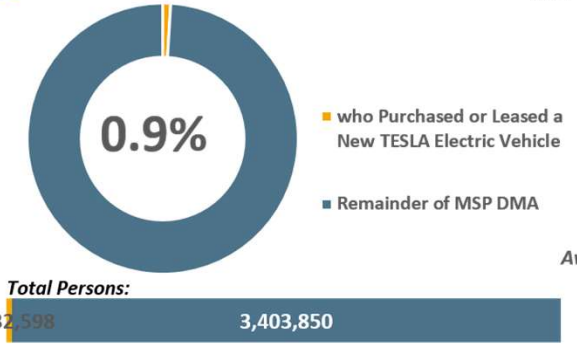
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Make of new vehicle (HHLD): TESLA



.9% or 32,598 of MSP DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Typical Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 51.8 years old (1.3% younger than average) and have a $170,655 (50.2% higher than average) annual household income.

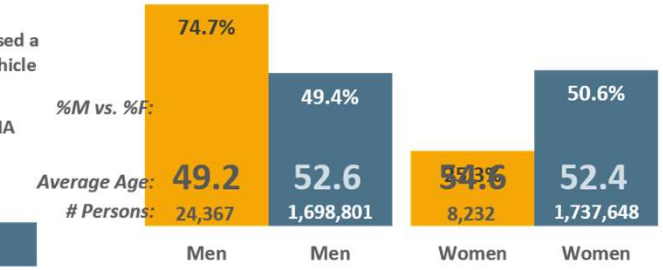
Percent of Market: Adults 25 or older



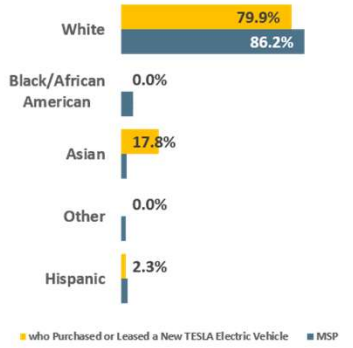
Total Persons:

32,598 | 3,403,850

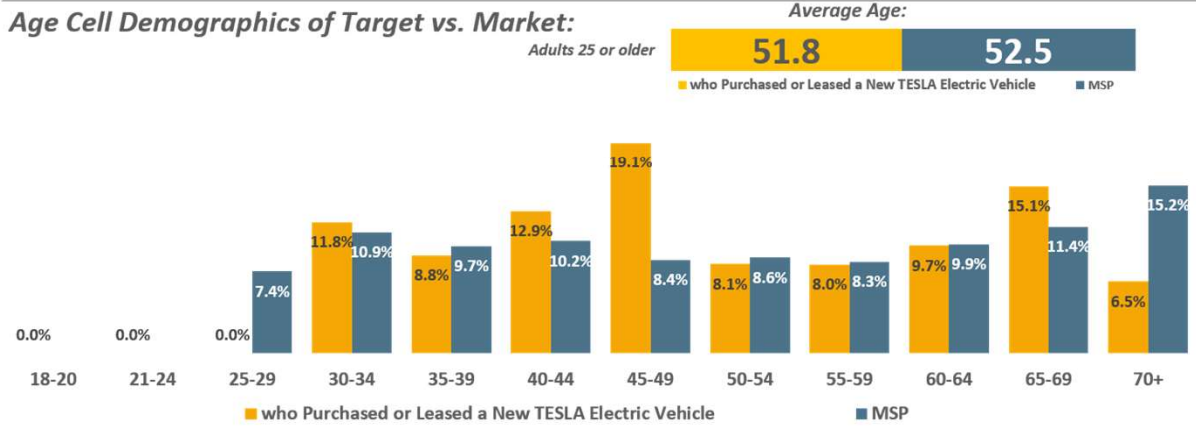
Gender of Target vs. Market: Adults 25 or older



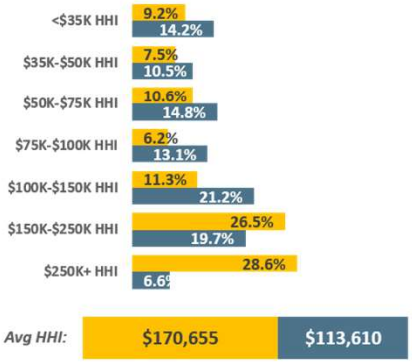
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35

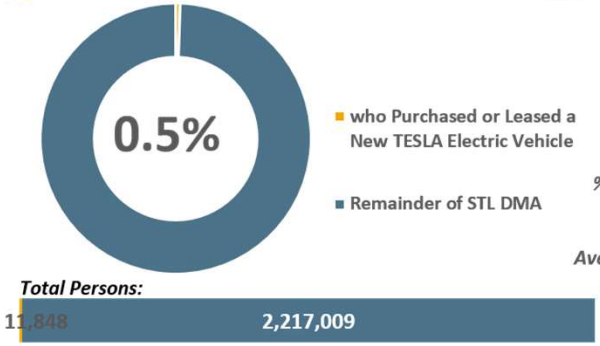
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Make of new vehicle (HHLD): TESLA

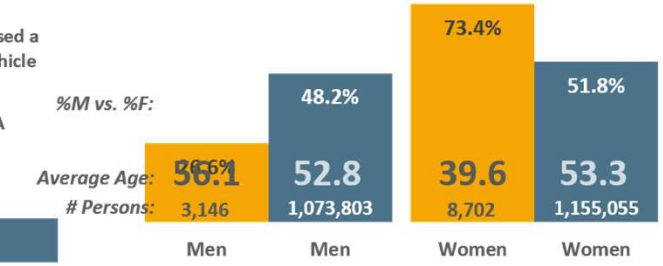


.5% or 11,848 of STL DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle.
Typical Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 47.1 years old (11.2% younger than average) and have a $158,785 (55.5% higher than average) annual household income.

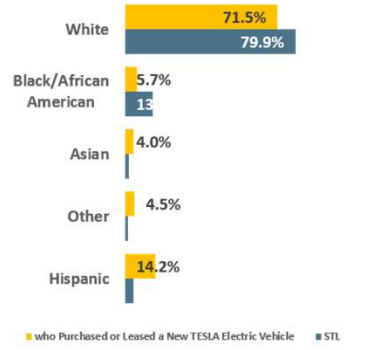
Percent of Market: Adults 25 or older



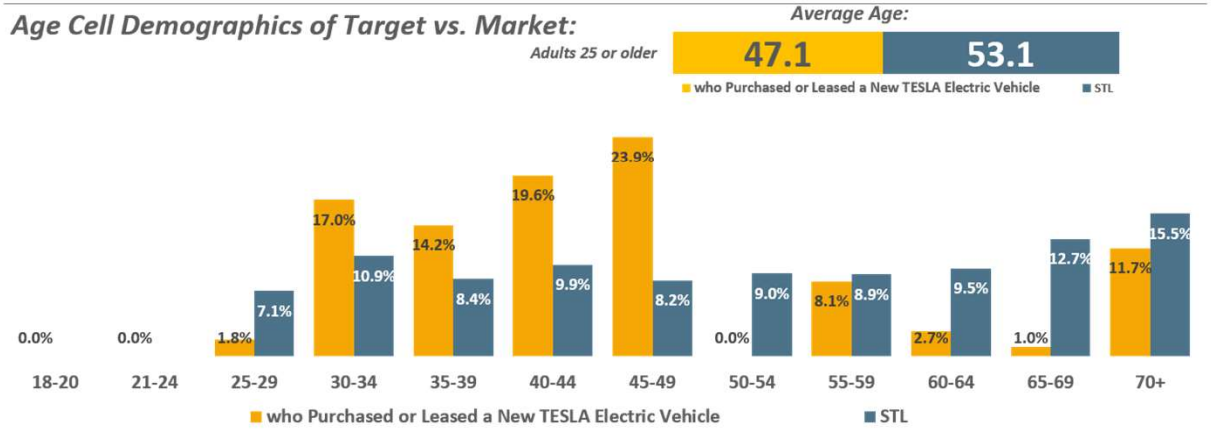
Gender of Target vs. Market: Adults 25 or older



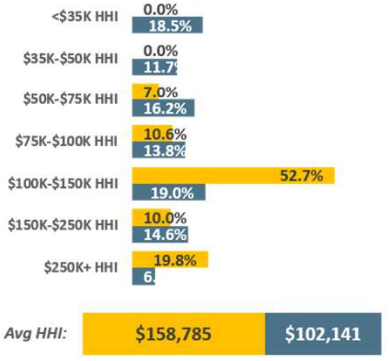
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 31

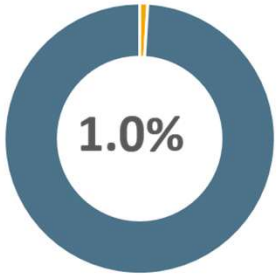
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Make of new vehicle (HHLD): TESLA



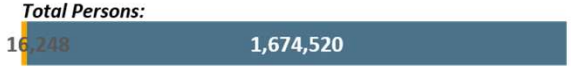
1.% or 16,248 of CIN DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle.
Typical Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 58.6 years old (11.3% older than average) and have a $161,881 (59.1% higher than average) annual household income.

Percent of Market: Adults 25 or older

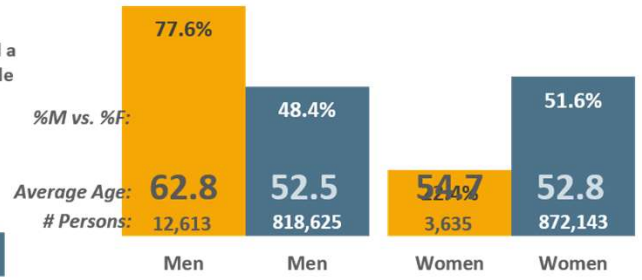


- who Purchased or Leased a New TESLA Electric Vehicle
- Remainder of CIN DMA

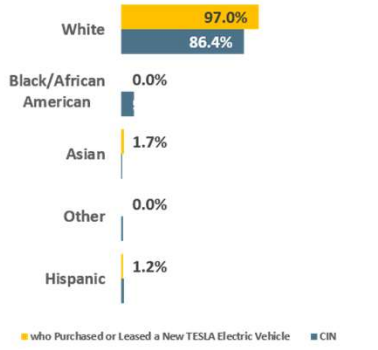
Total Persons:



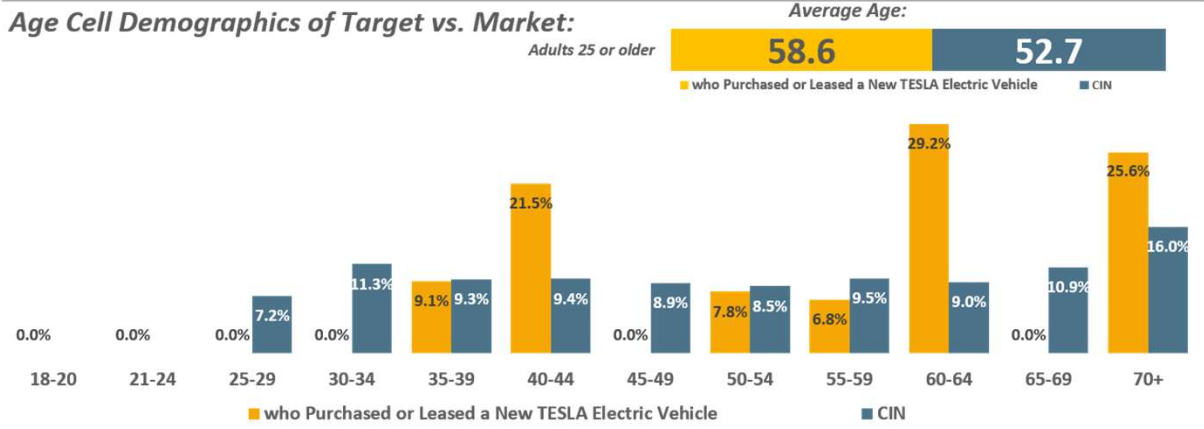
Gender of Target vs. Market: Adults 25 or older



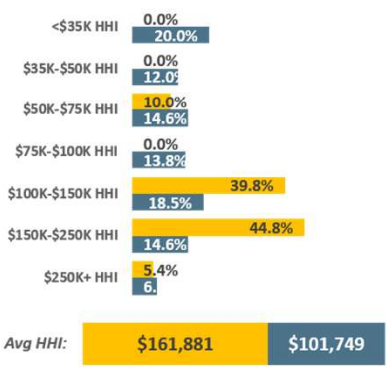
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35

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Make of new vehicle (HHLD): TESLA



2.5% or 44,427 of WPB DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Typical Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 60.3 years old (6.7% older than average) and have a $150,831 (37.2% higher than average) annual household income.

Percent of Market: Adults 25 or older

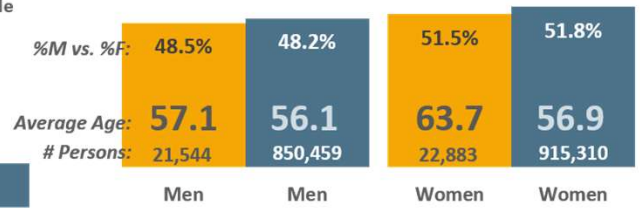


- who Purchased or Leased a New TESLA Electric Vehicle
- Remainder of WPB DMA

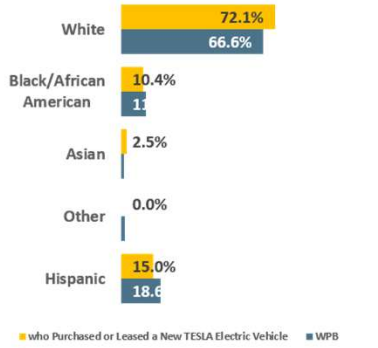
Total Persons:



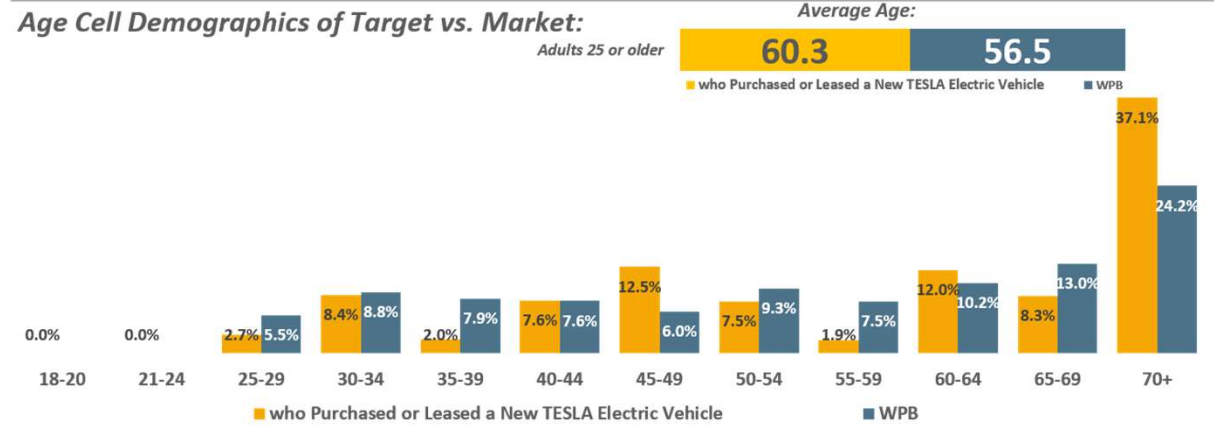
Gender of Target vs. Market: Adults 25 or older



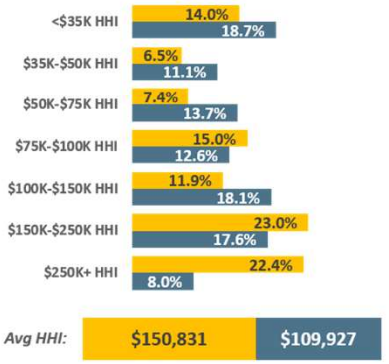
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $150,831 | $109,927

WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 115

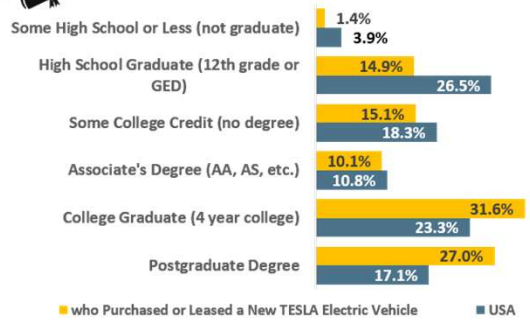
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Make of new vehicle (HHLD): TESLA

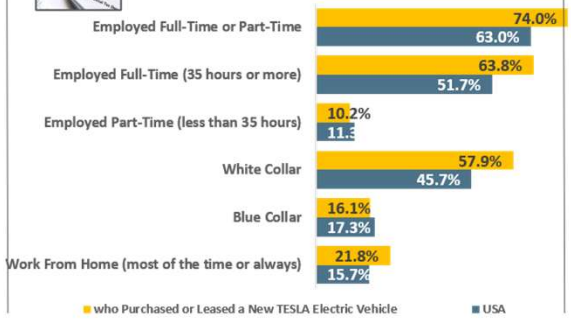


1.8% or 4,357,649 of USA DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 44.9% more likely to be a college graduate, 23.5% more likely to work full-time, 23.3% more likely to be married, 35.9% more likely to be a parent of 1 or more children under 18.

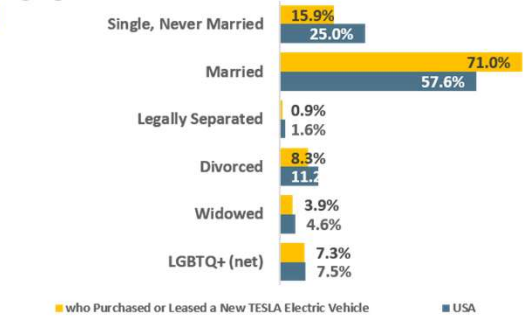
Education Levels: Adults 25 or older



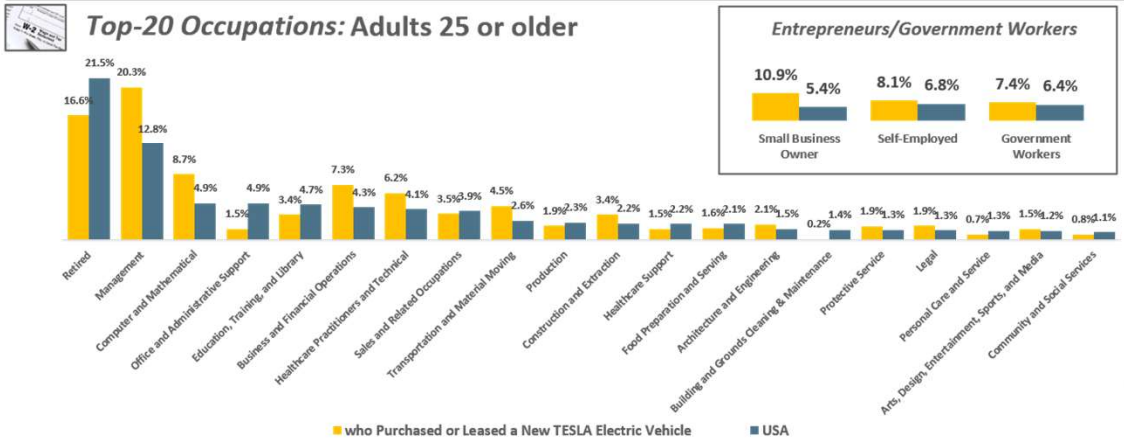
Employment: Adults 25 or older



Marital Status: Adults 25 or older

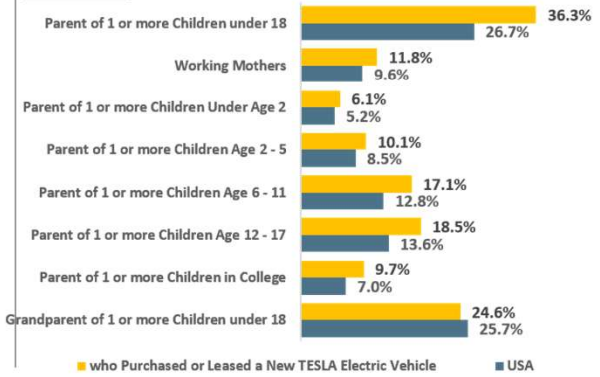


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



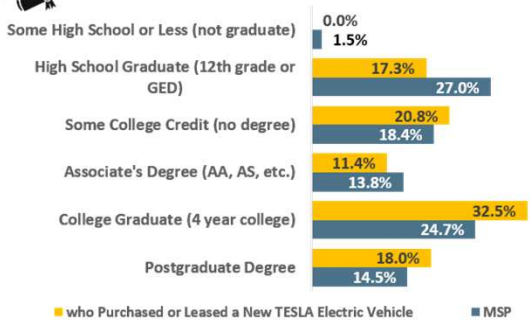
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Make of new vehicle (HHLD): TESLA

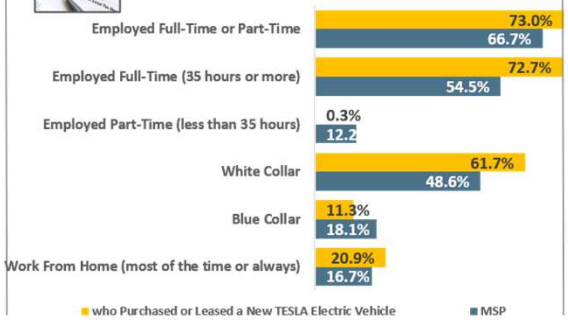


.9% or 32,598 of MSP DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 28.9% more likely to be a college graduate, 33.3% more likely to work full-time, 10.7% more likely to be married, 74.8% more likely to be a parent of 1 or more children under 18.

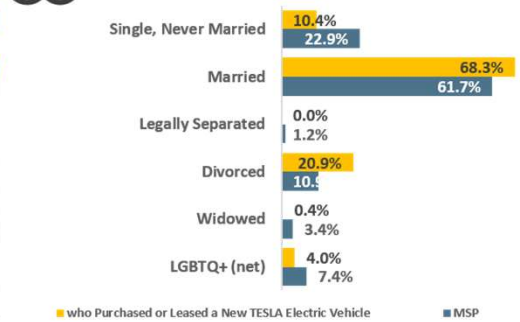
Education Levels: Adults 25 or older



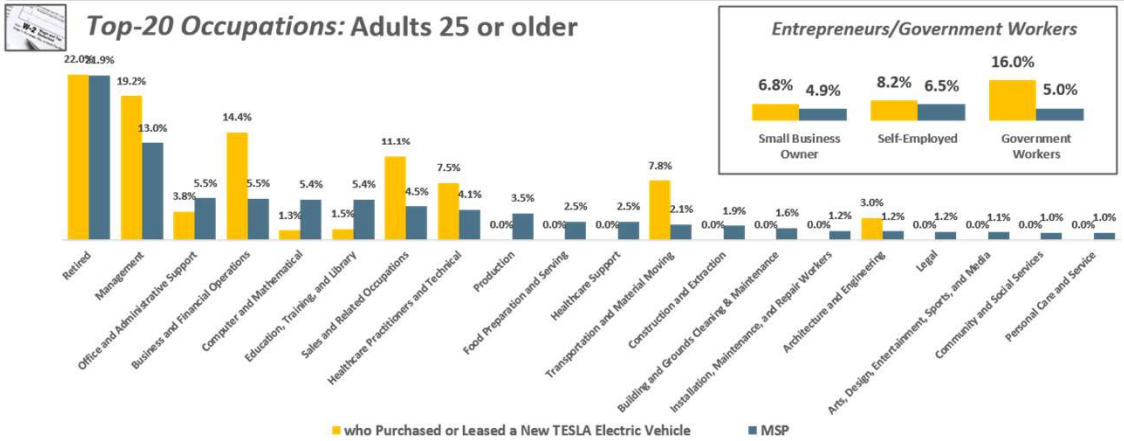
Employment: Adults 25 or older



Marital Status: Adults 25 or older

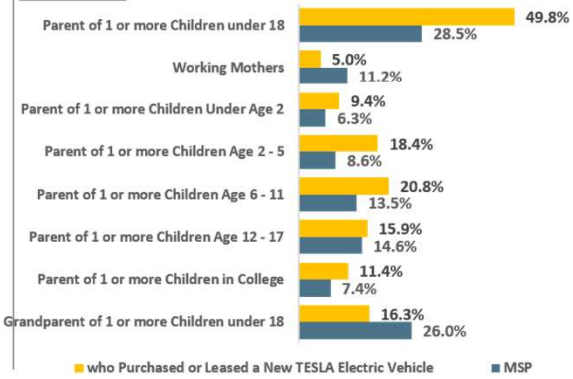


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



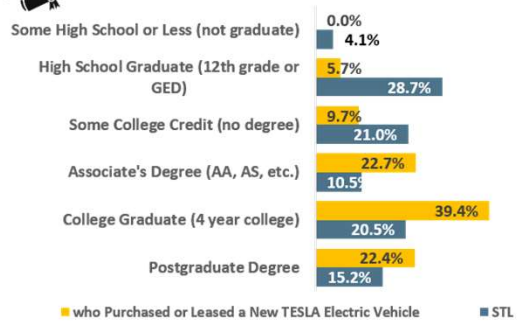
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Make of new vehicle (HHLD): TESLA

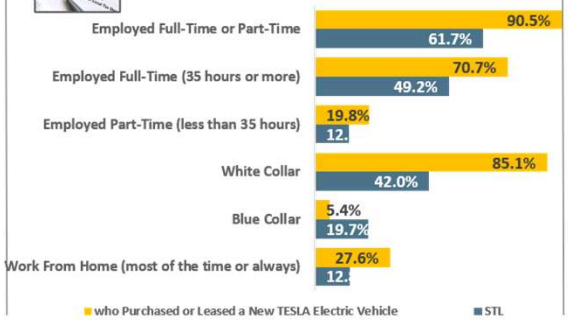


.5% or 11,848 of STL DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 73.% more likely to be a college graduate, 43.7% more likely to work full-time, 31.5% more likely to be married, 49.9% more likely to be a parent of 1 or more children under 18.

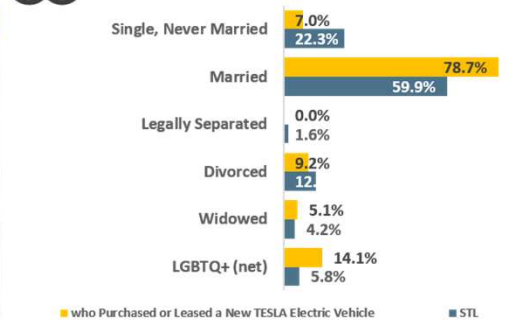
Education Levels: Adults 25 or older



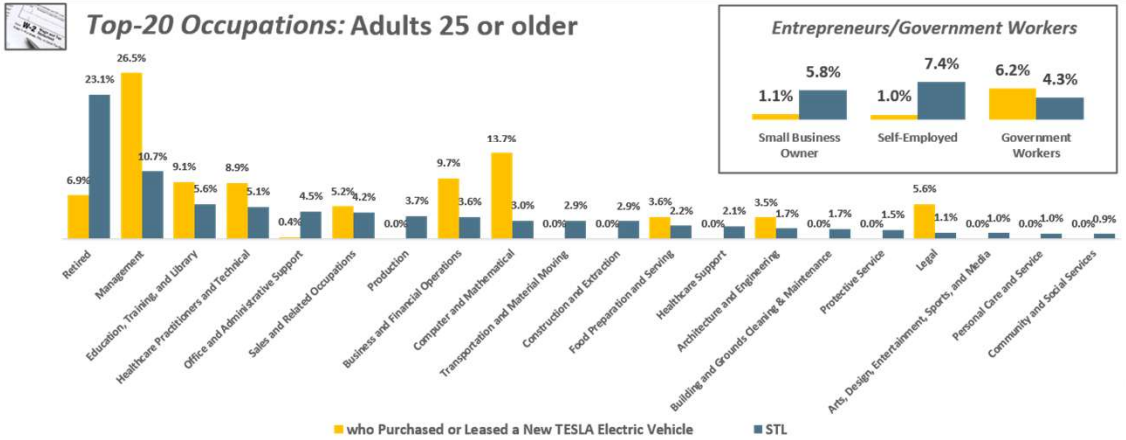
Employment: Adults 25 or older



Marital Status: Adults 25 or older

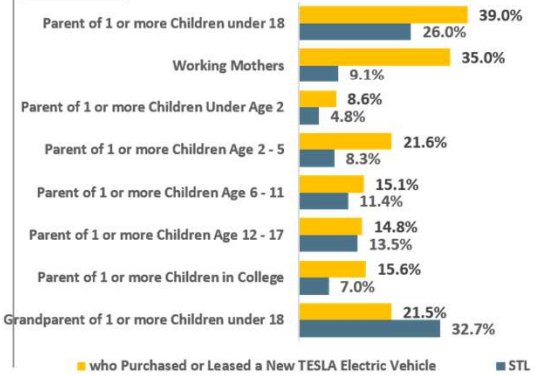


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



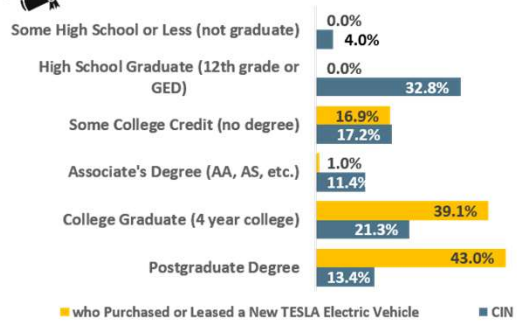
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Make of new vehicle (HHLD): TESLA

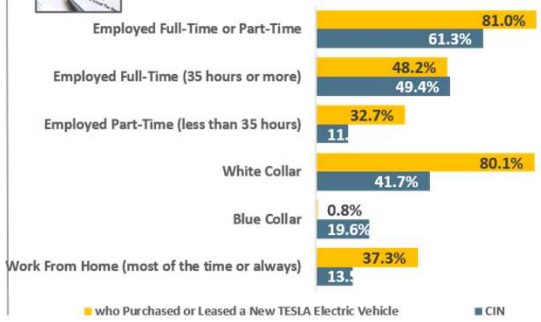


1.% or 16,248 of CIN DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 137.2% more likely to be a college graduate, 2.3% less likely to work full-time, 38.% more likely to be married, 47.% less likely to be a parent of 1 or more children under 18.

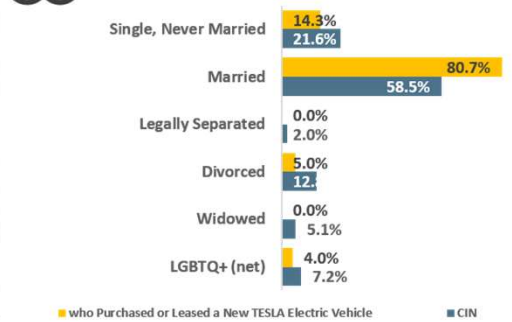
Education Levels: Adults 25 or older



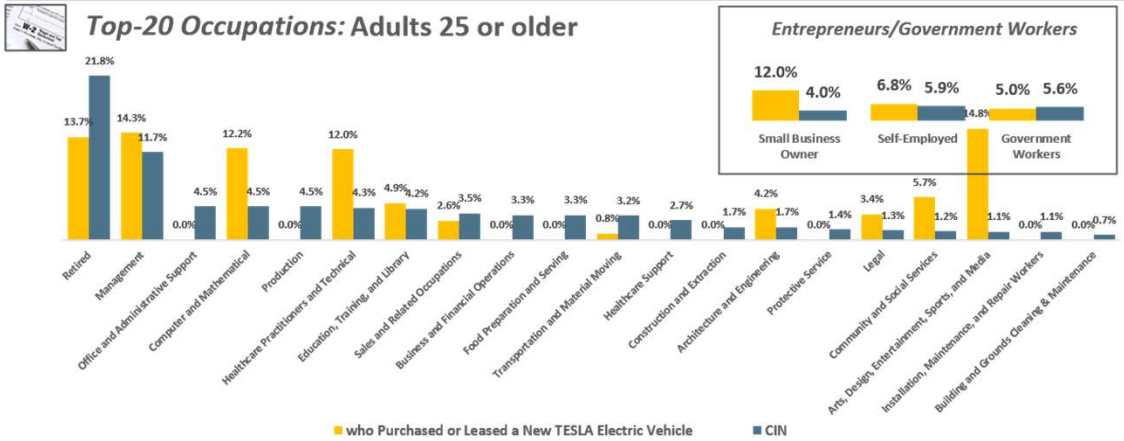
Employment: Adults 25 or older



Marital Status: Adults 25 or older

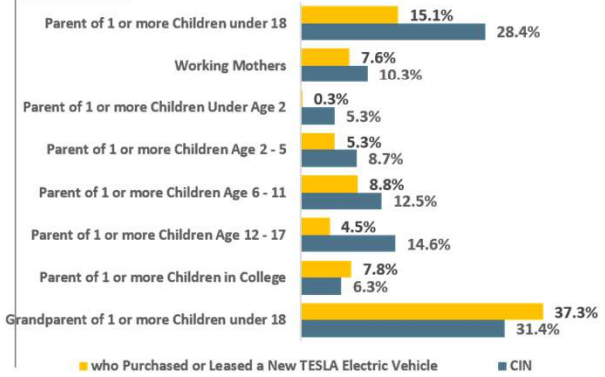


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



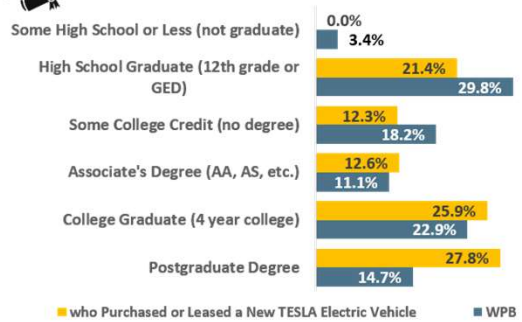
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Make of new vehicle (HHLD): TESLA

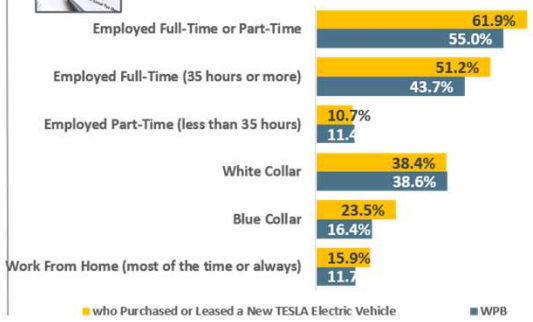


2.5% or 44,427 of WPB DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 42.8% more likely to be a college graduate, 17.2% more likely to work full-time, 16.1% more likely to be married, 44.2% more likely to be a parent of 1 or more children under 18.

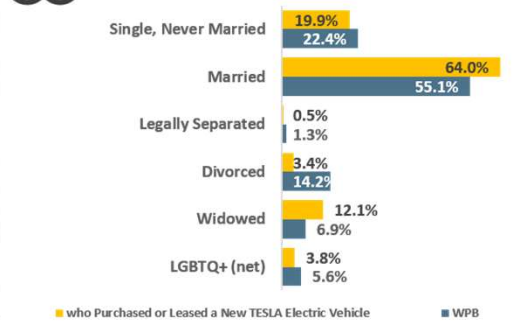
Education Levels: Adults 25 or older



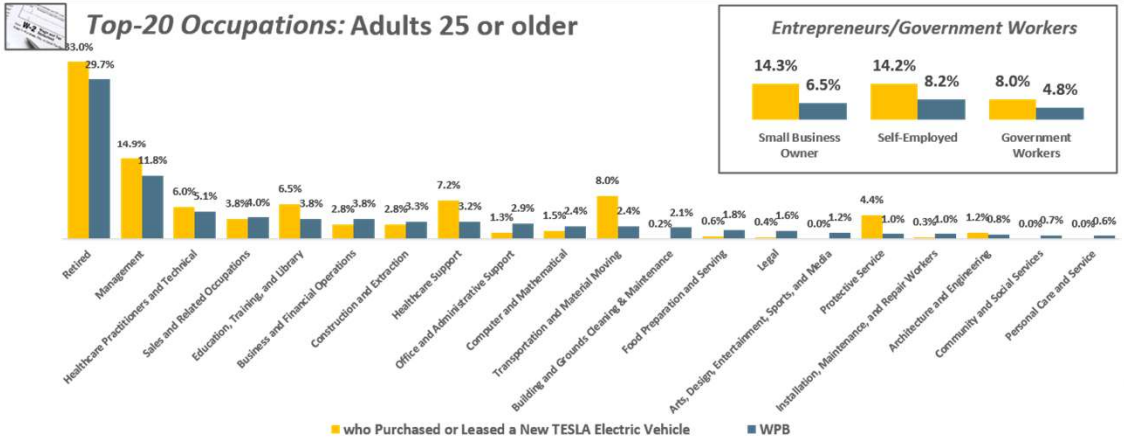
Employment: Adults 25 or older



Marital Status: Adults 25 or older

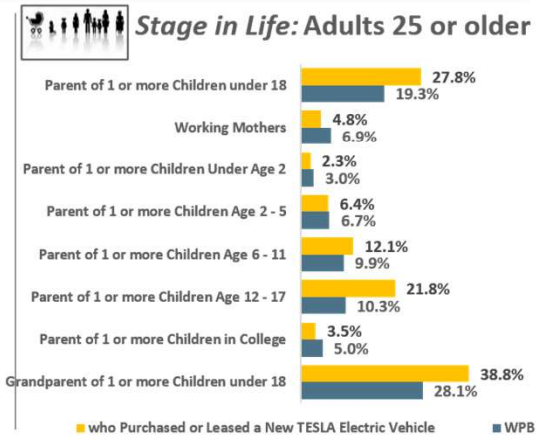


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



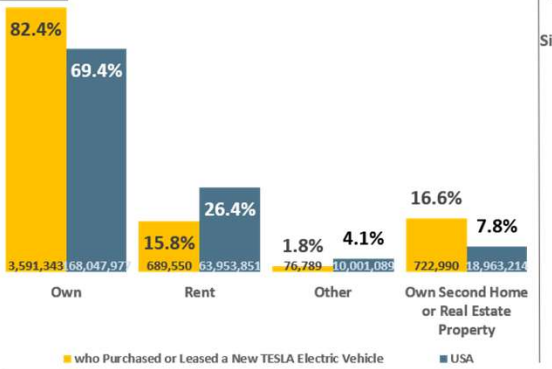
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Make of new vehicle (HHLD): TESLA

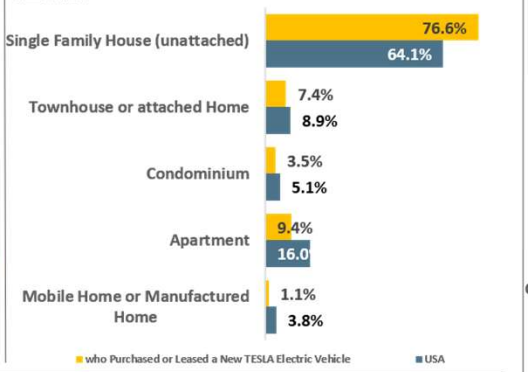


1.8% or 4,357,649 of USA DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 18.7% more likely to own their home, 56.2% more likely to own a higher valued home, 19.6% more likely to have a single-family home, 16.9% more likely to have a dog.

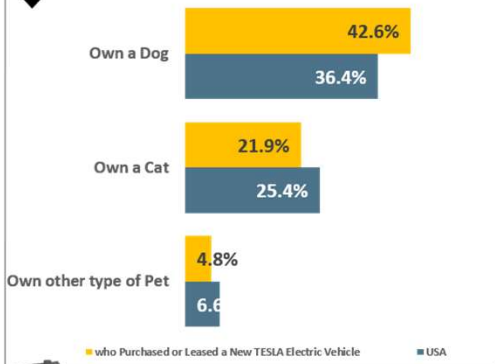
Own/Rent/Other: Adults 25 or older



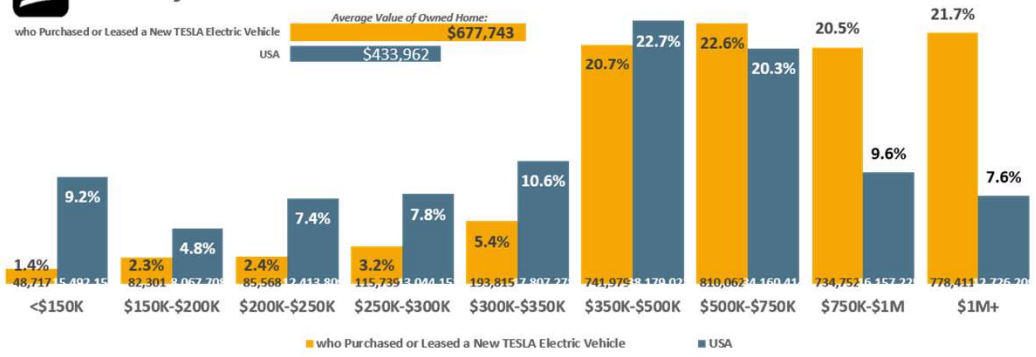
Type of Home: Adults 25 or older



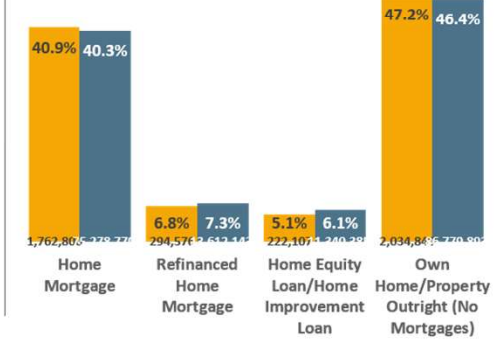
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

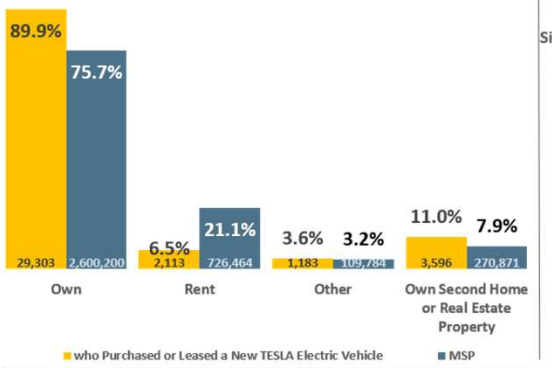
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Make of new vehicle (HHLD): TESLA

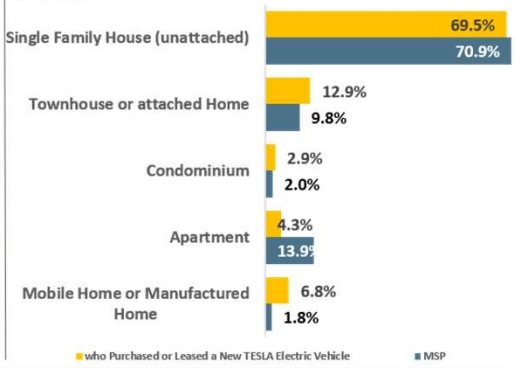


.9% or 32,598 of MSP DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 18.8% more likely to own their home, 56.% more likely to own a higher valued home, 2.% less likely to have a single-family home, 23.9% less likely to have a dog.

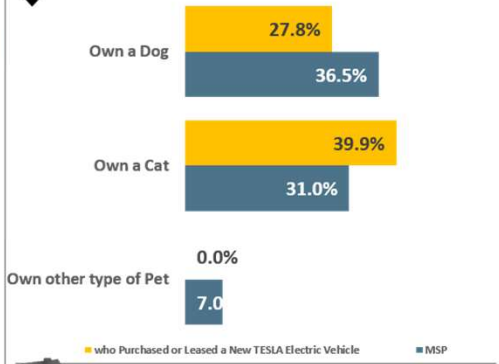
Own/Rent/Other: Adults 25 or older



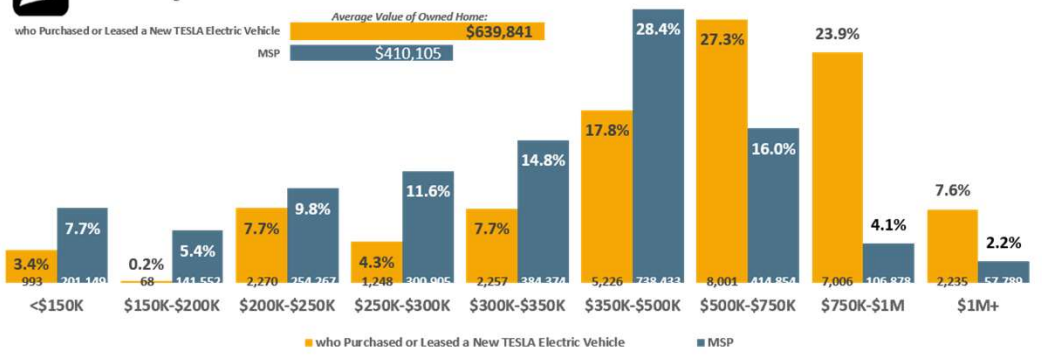
Type of Home: Adults 25 or older



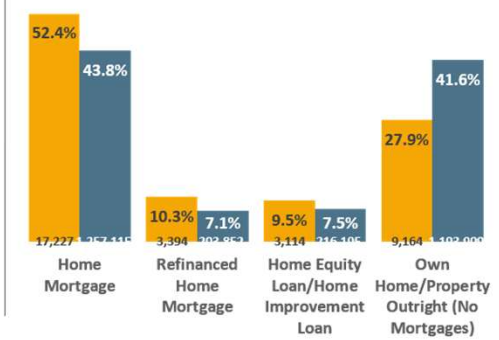
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35

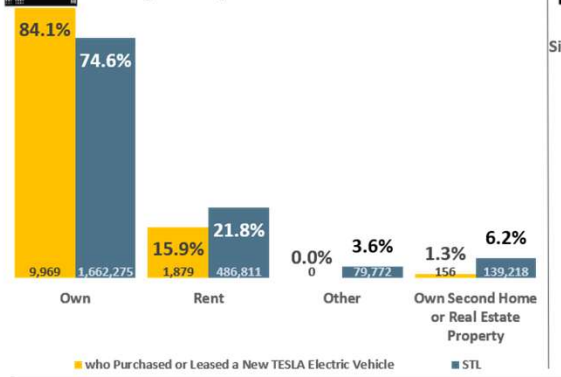
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Make of new vehicle (HHLD): TESLA

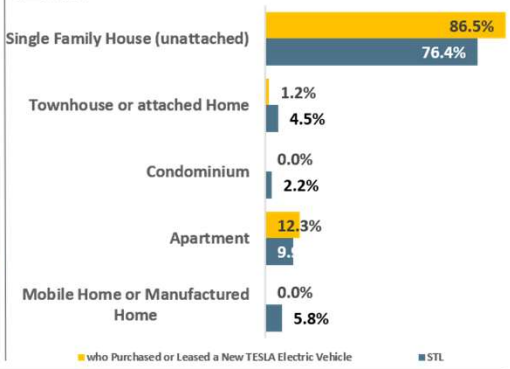


.5% or 11,848 of STL DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 12.8% more likely to own their home, 63.4% more likely to own a higher valued home, 13.2% more likely to have a single-family home, 14.2% more likely to have a dog.

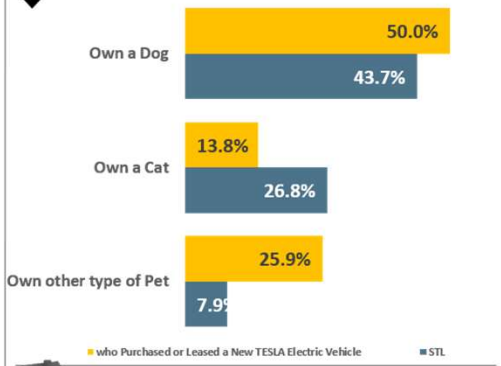
Own/Rent/Other: Adults 25 or older



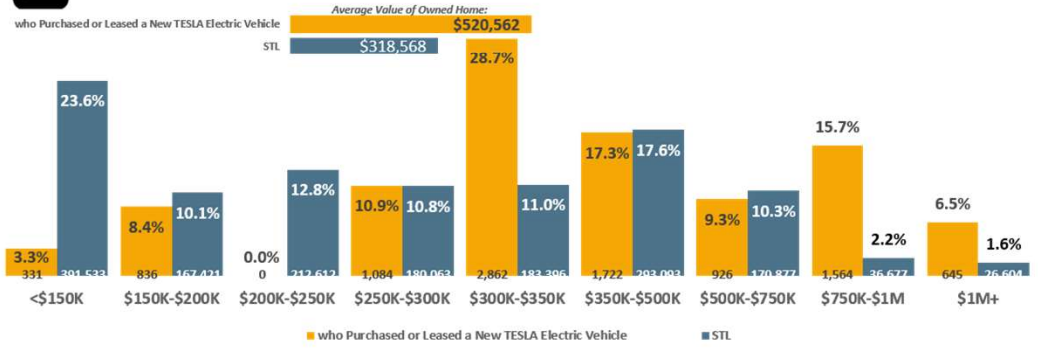
Type of Home: Adults 25 or older



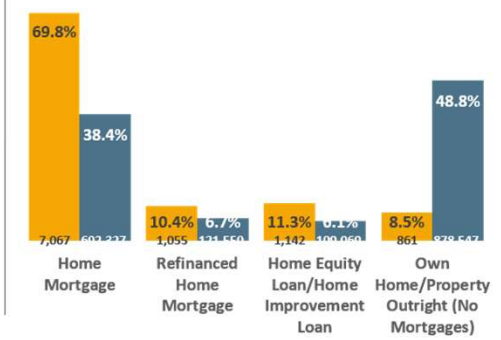
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 31

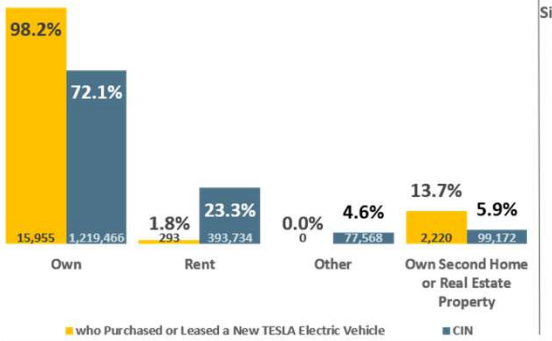
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Make of new vehicle (HHLD): TESLA

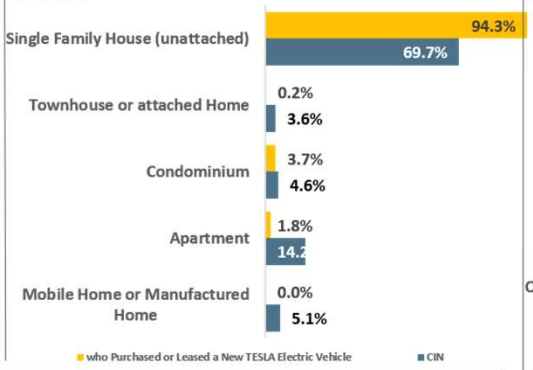


1.% or 16,248 of CIN DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 36.2% more likely to own their home, 89.5% more likely to own a higher valued home, 35.3% more likely to have a single-family home, 42.2% less likely to have a dog.

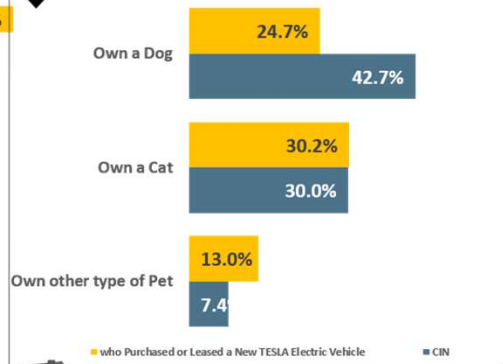
Own/Rent/Other: Adults 25 or older



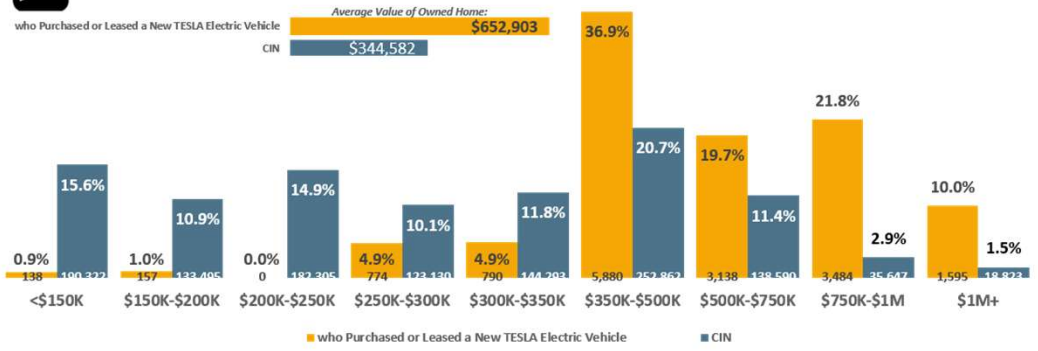
Type of Home: Adults 25 or older



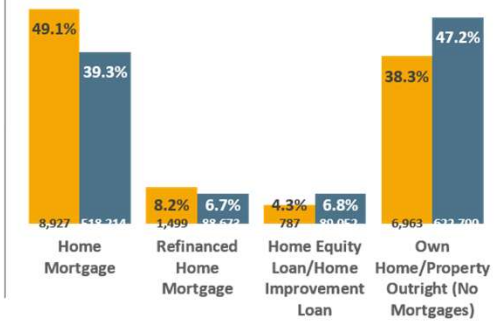
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35

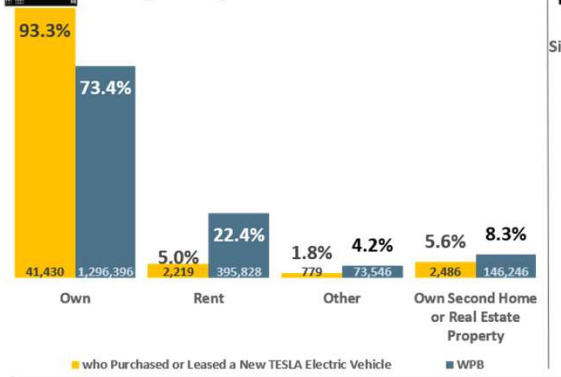
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Make of new vehicle (HHLD): TESLA

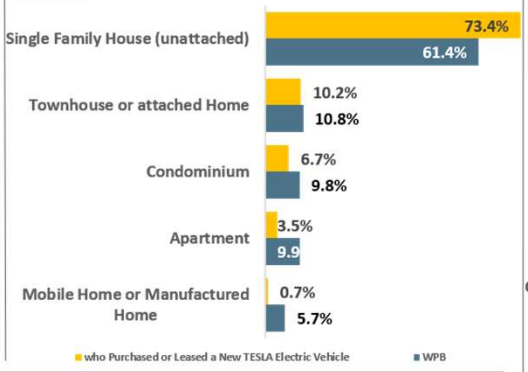


2.5% or 44,427 of WPB DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 27.% more likely to own their home, 38.1% more likely to own a higher valued home, 19.6% more likely to have a single-family home, 21.5% less likely to have a dog.

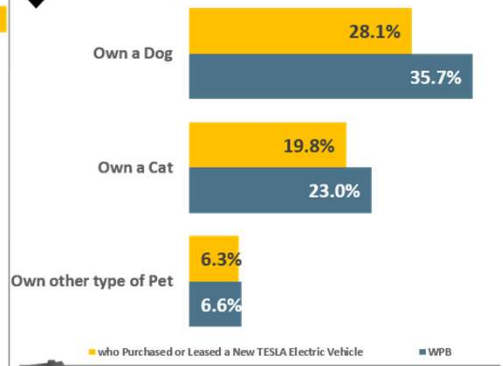
Own/Rent/Other: Adults 25 or older



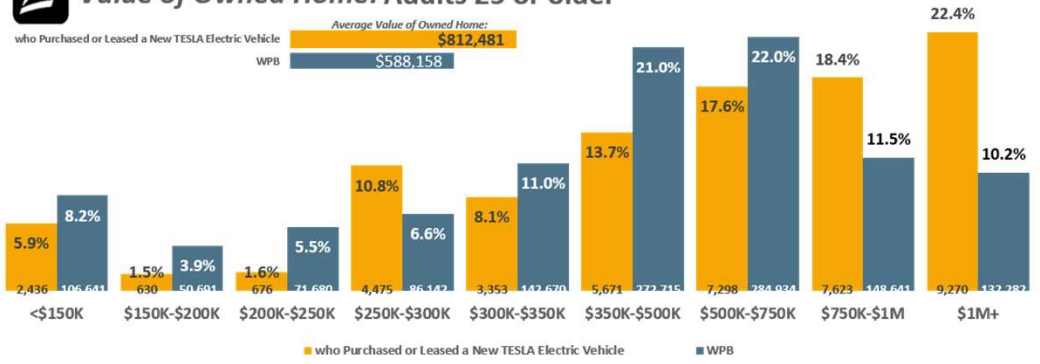
Type of Home: Adults 25 or older



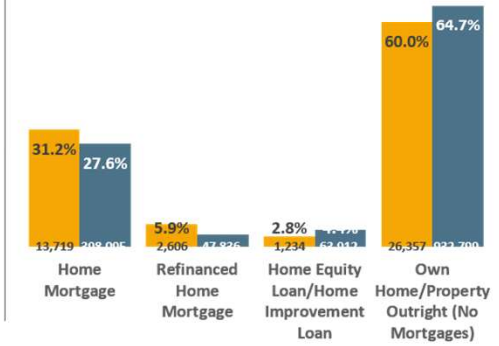
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 115

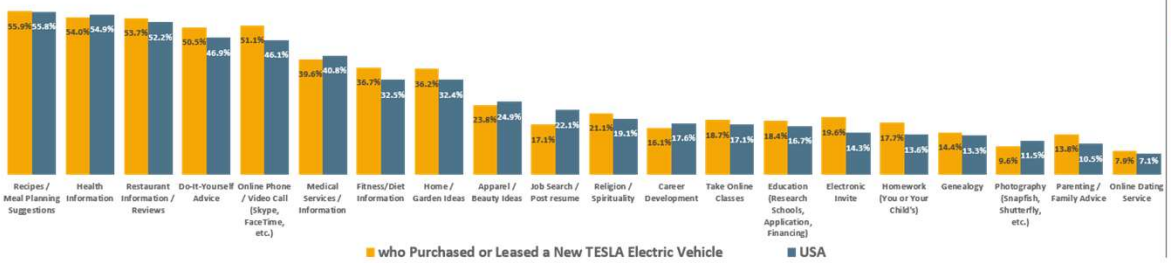
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Make of new vehicle (HHLD): TESLA

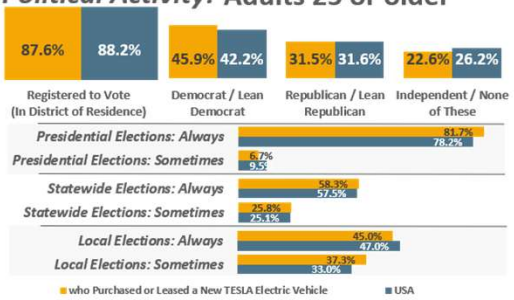


1.8% or 4,357,649 of USA DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 7.8% more likely to look up D-I-Y advice online, 4.3% less likely to always vote in local elections, 33.7% more likely to belong to a gym, 33.3% more likely to fly domestic past y

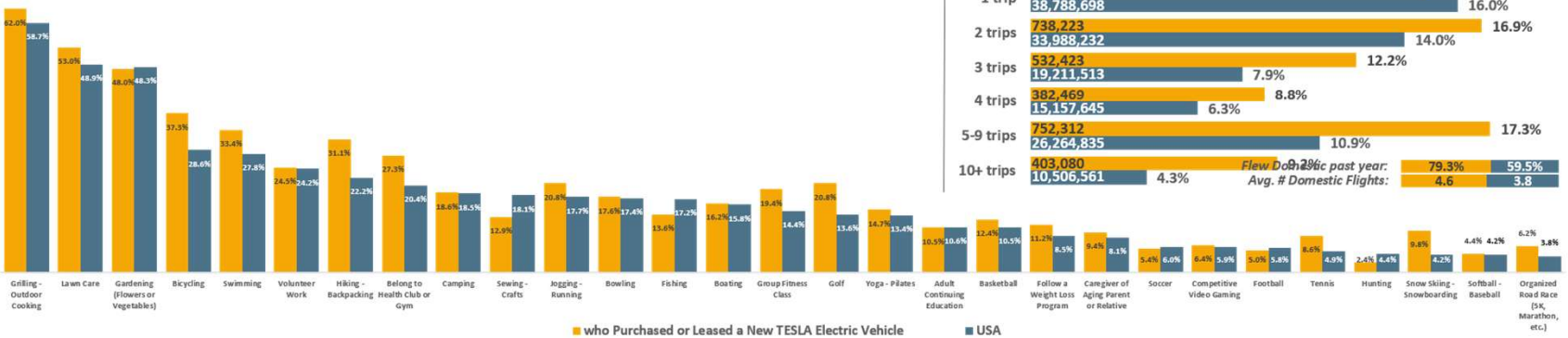
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



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



Past 12-months Domestic Airline Trips: Adults 25 or older

USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

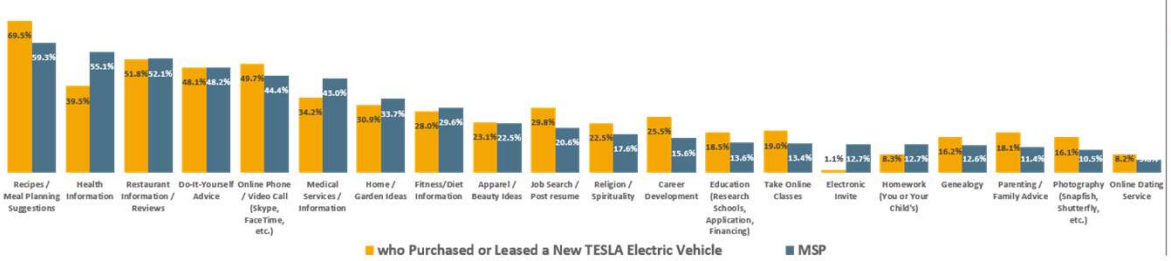
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Make of new vehicle (HHLD): TESLA

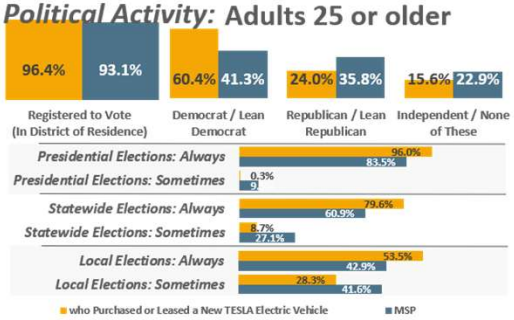


.9% or 32,598 of MSP DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are .2% less likely to look up D-I-Y advice online, 24.8% more likely to always vote in local elections, 1.2% less likely to belong to a gym, 29.% more likely to fly domestic past yr.

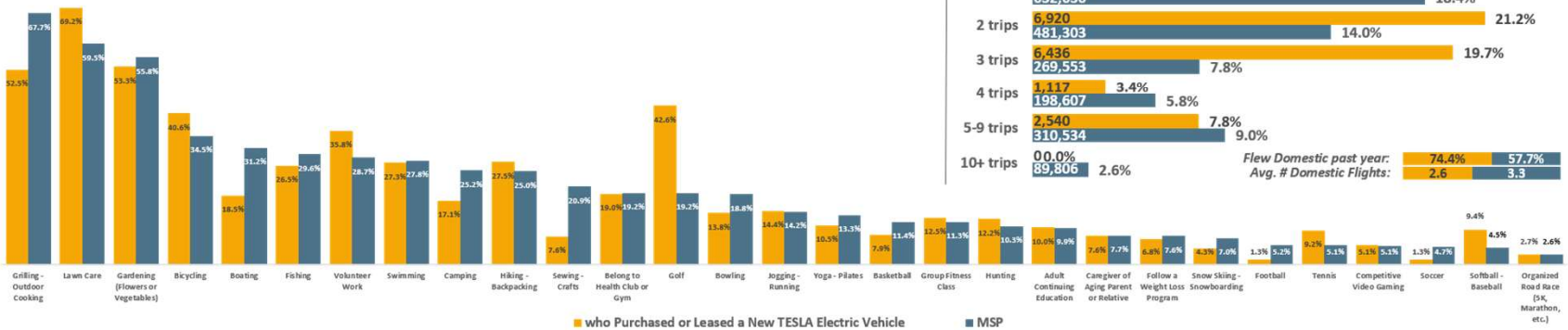
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



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



Past 12-months Domestic Airline Trips: Adults 25 or older

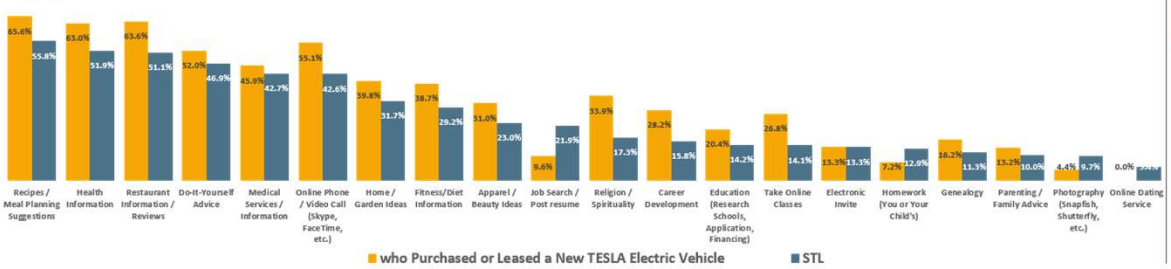
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Make of new vehicle (HHLD): TESLA

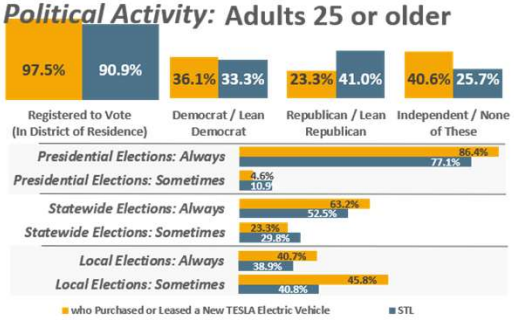


.5% or 11,848 of STL DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle.
Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 10.8% more likely to look up D-I-Y advice online, 4.5% more likely to always vote in local elections, 77.5% more likely to belong to a gym, 41.3% more likely to fly domestic past

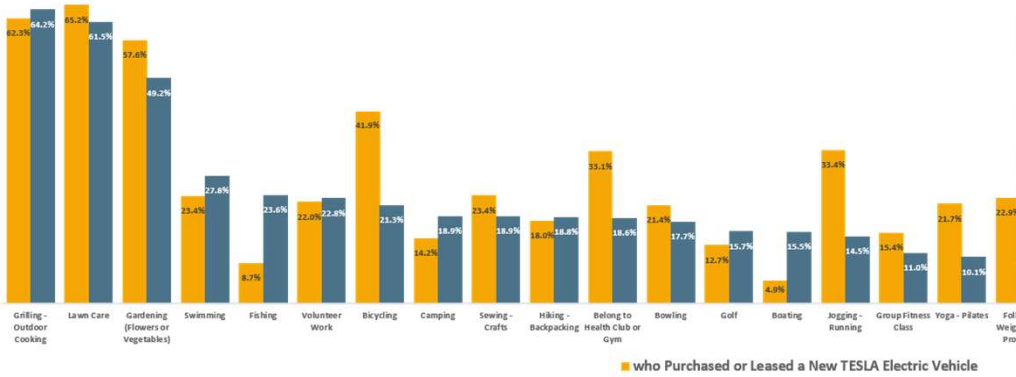
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



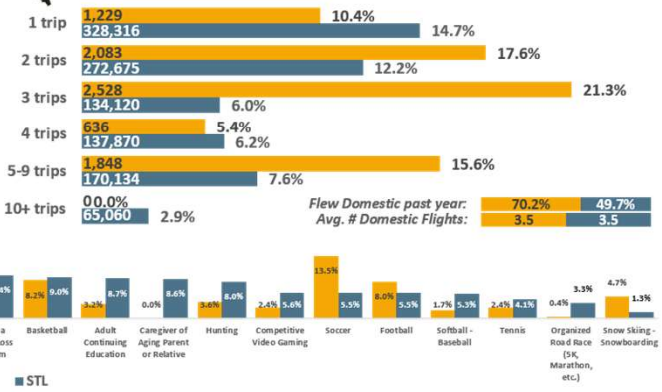
Political Activity: Adults 25 or older



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



Past 12-months Domestic Airline Trips: Adults 25 or older



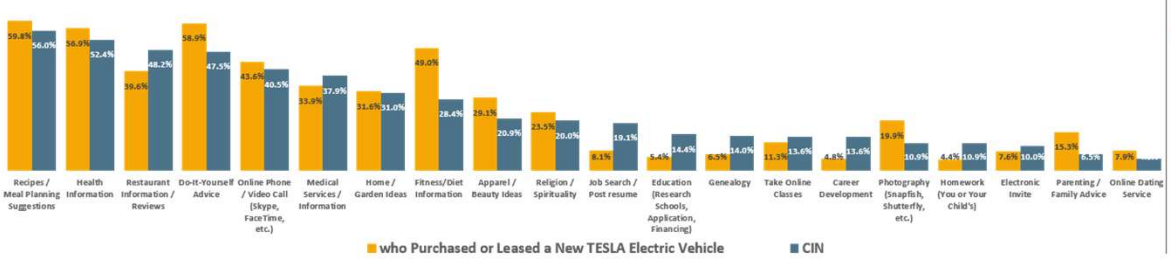
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Make of new vehicle (HHLD): TESLA

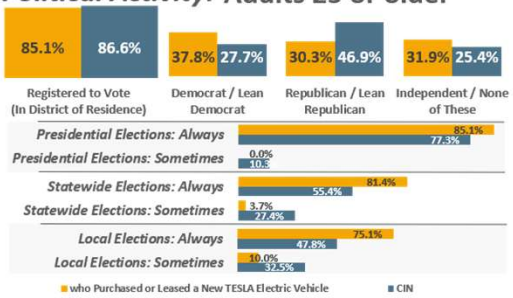


1.% or 16,248 of CIN DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle.
Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 23.9% more likely to look up D-I-Y advice online, 57.% more likely to always vote in local elections, 141.2% more likely to belong to a gym, 90.4% more likely to fly domestic past

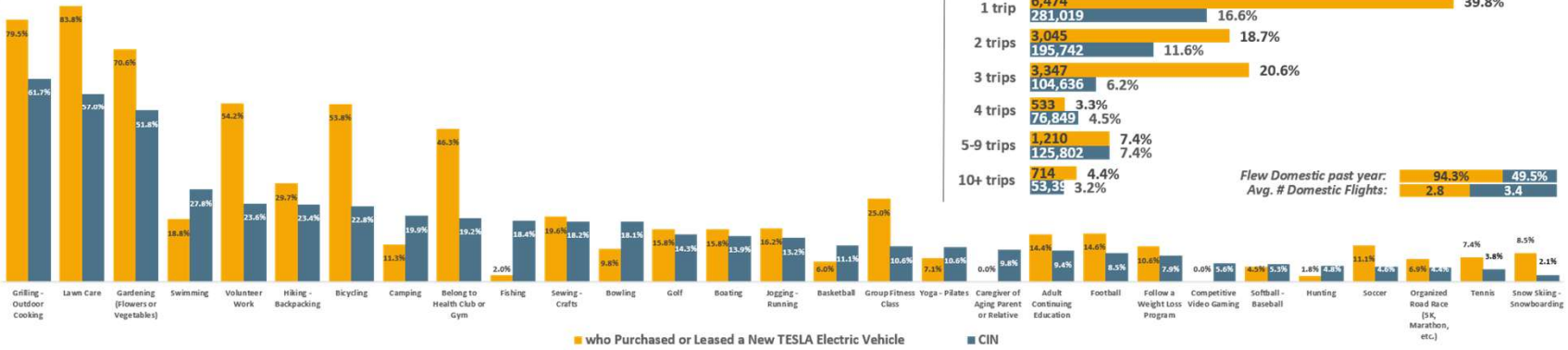
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



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



Past 12-months Domestic Airline Trips: Adults 25 or older

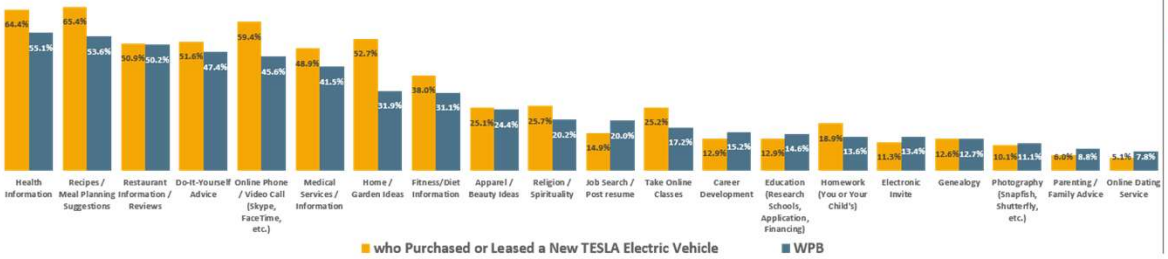
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Make of new vehicle (HHLD): TESLA

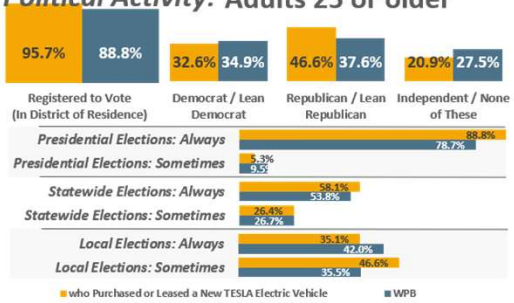


2.5% or 44,427 of WPB DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 8.9% more likely to look up D-I-Y advice online, 16.4% less likely to always vote in local elections, 9.% less likely to belong to a gym, 21.9% more likely to fly domestic past yr

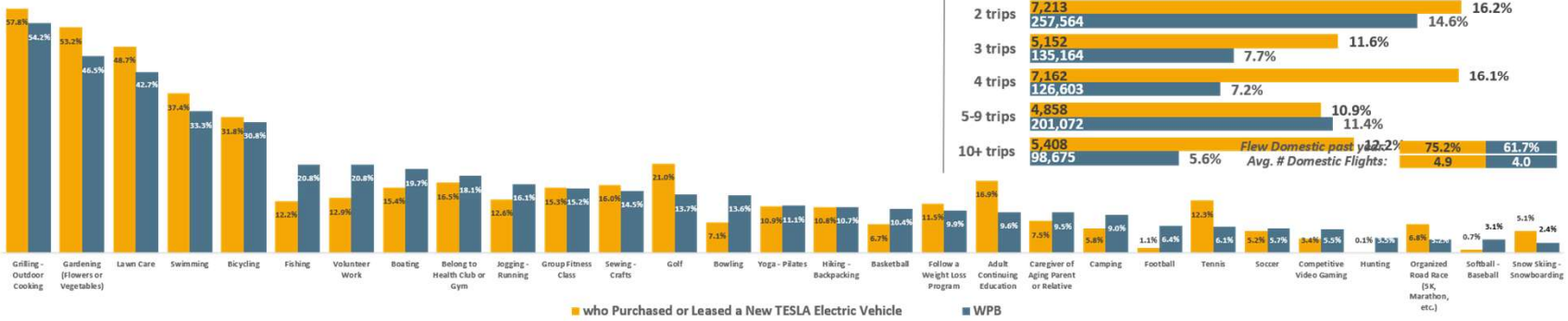
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



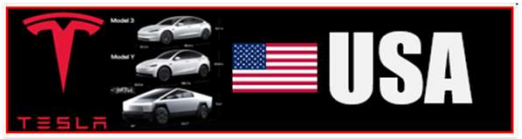
Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older

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Make of new vehicle (HHLD): TESLA



1.8% or 4,357,649 of USA DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are .3% less likely to use QSRs past mo., 16.5% more likely to use Sit-Down Restaurants past mo., 9.% more likely to use Casinos past yr., 25.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users: 83.3% 83.6% 3,631,193 202,323,1 85

Avg. Monthly QSR Meals: 5.8 5.8

Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users: 84.4% 72.5% 3,678,290 175,360,2 01

Avg. Monthly Sit-Down Restaurant Meals: 4.0 3.8

Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Purchased or Leased a New TESLA Electric Vehicle 790,342 18.1%

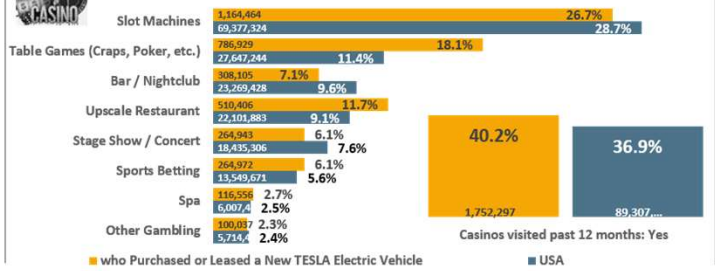
USA 18.6%

Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





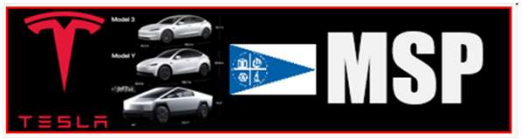
Used Past 30-days: Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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Make of new vehicle (HHLD): TESLA



.9% or 32,598 of MSP DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle.
Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 10.9% less likely to use QSRs past mo., 9.% more likely to use Sit-Down Restaurants past mo., 13.2% less likely to use Casinos past yr., 45.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

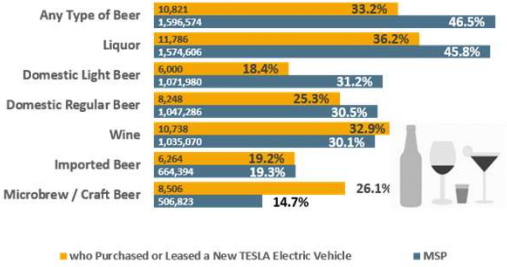
(Sit-Down Restaurants Used Past 30-days)



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

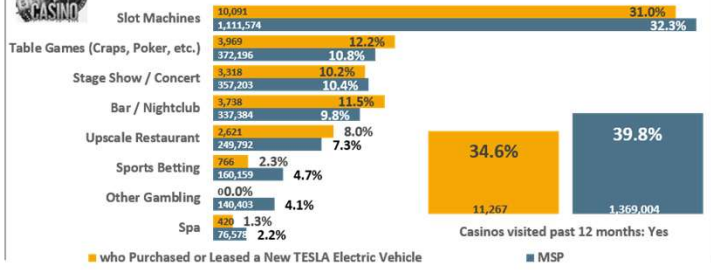


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35

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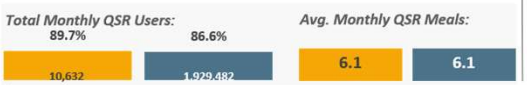
Make of new vehicle (HHLD): TESLA



.5% or 11,848 of STL DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle.
Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 3.7% more likely to use QSRs past mo., 27.1% more likely to use Sit-Down Restaurants past mo., 25.8% more likely to use Casinos past yr., 67.8% less likely to smoke cigarettes.

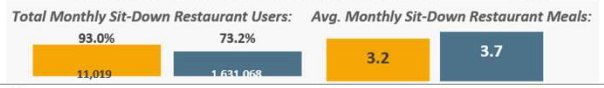
Past 30-days QSR Users: Adults 25 or older





Past 30-days Sit-Down Restaurant Users: Adults 25 or older

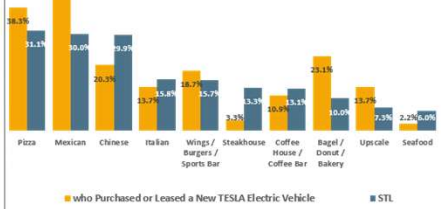




Top-10 Cuisines: Adults 25 or older

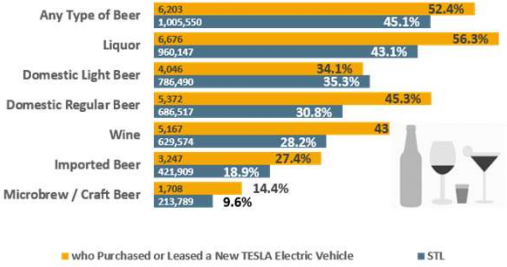
(Sit-Down Restaurants Used Past 30-days)





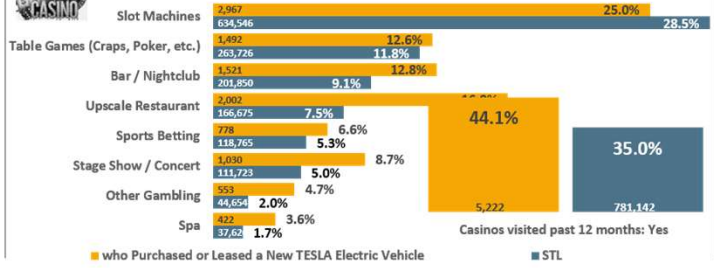


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 31

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Make of new vehicle (HHLD): TESLA



1.% or 16,248 of CIN DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle.
Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 4.2% less likely to use QSRs past mo., 2.1% less likely to use Sit-Down Restaurants past mo., 48.6% less likely to use Casinos past yr., 91.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users: 82.6% 13,422 | 86.2% 1,457,768

Avg. Monthly QSR Meals: 4.8 | 6.3

Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users: 73.9% 12,015 | 75.5% 1,277,204

Avg. Monthly Sit-Down Restaurant Meals: 6.0 | 4.0

Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Purchased or Leased a New TESLA Electric Vehicle 1,645 10.1%

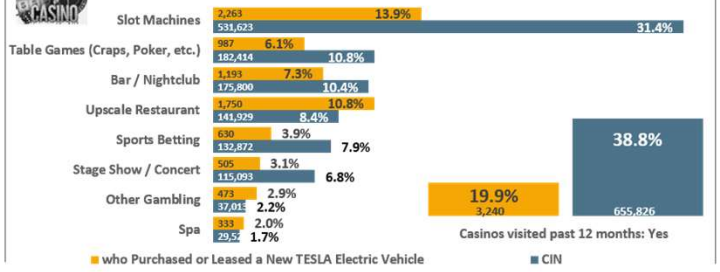
CIN 302,302 17.9%

Drank Past 30-days: Adults 25 or older



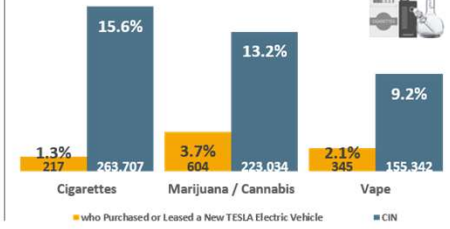
Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older





CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35

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Make of new vehicle (HHLD): TESLA



2.5% or 44,427 of WPB DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle.
Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 16.6% less likely to use QSRs past mo., .8% less likely to use Sit-Down Restaurants past mo., 32.4% more likely to use Casinos past yr., 29.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

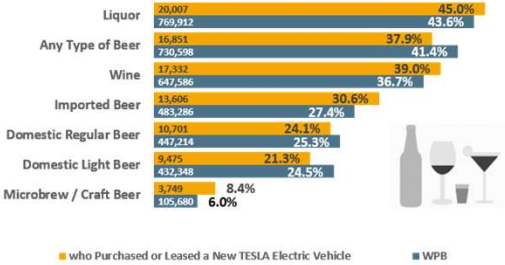
(Sit-Down Restaurants Used Past 30-days)



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

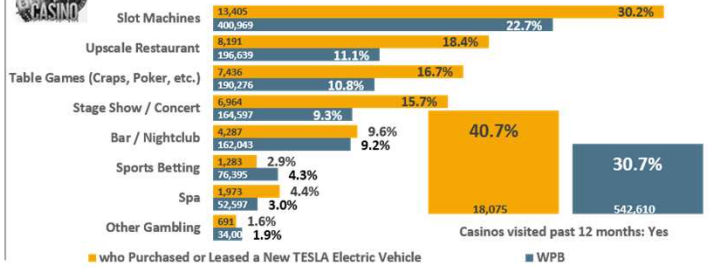


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





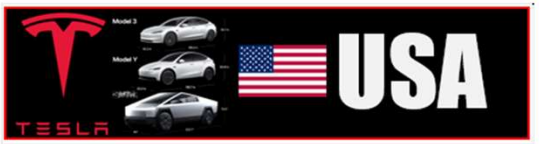
Used Past 30-days: Adults 25 or older



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 115

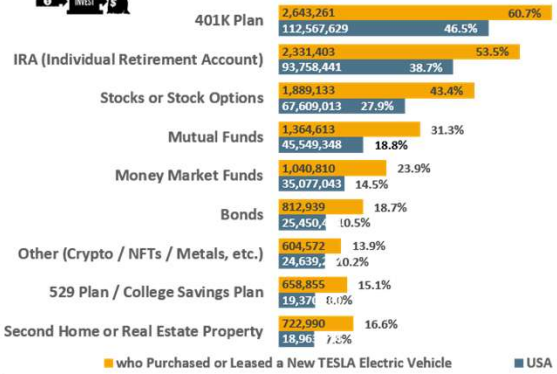
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Make of new vehicle (HHLD): TESLA

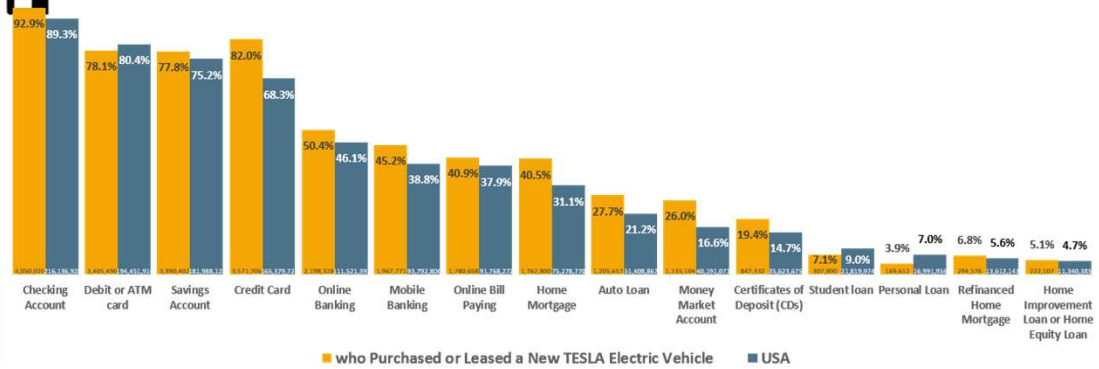


1.8% or 4,357,649 of USA DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 30.4% more likely to have a 401K, 30.2% more likely to have an Auto Loan, 100.% more likely to Invest/Trade Stocks Online, 22.2% less likely to pay with their Debit Card.

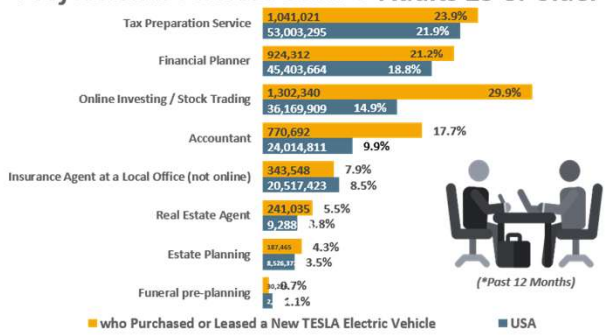
Investments Owned: Adults 25 or older



Financial Services Has and/or Uses: Adults 25 or older

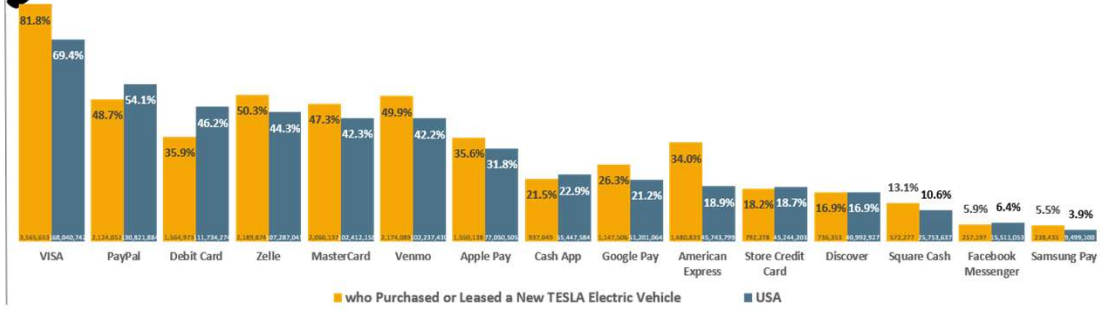


Professional Services Used:* Adults 25 or older



*(*Past 12 Months)*

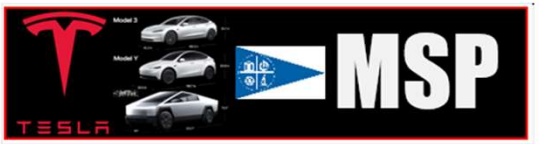
Past 3-Months Payment Methods Used: Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

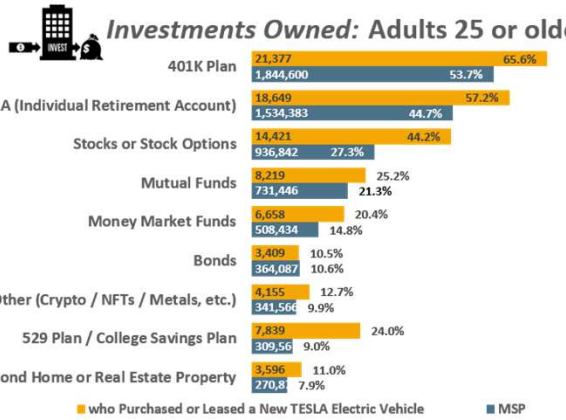
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Make of new vehicle (HHLD): TESLA

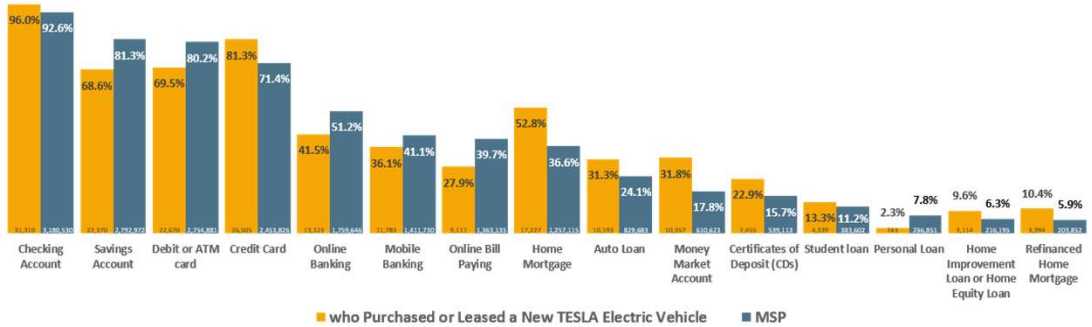


.9% or 32,598 of MSP DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle.
Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 22.2% more likely to have a 401K, 29.5% more likely to have an Auto Loan, 112.5% more likely to Invest/Trade Stocks Online, 32.1% less likely to pay with their Debit Card.

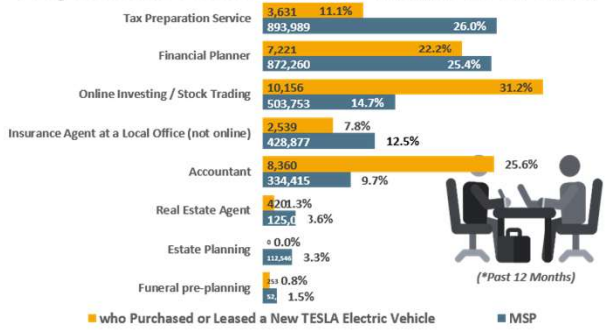
Investments Owned: Adults 25 or older



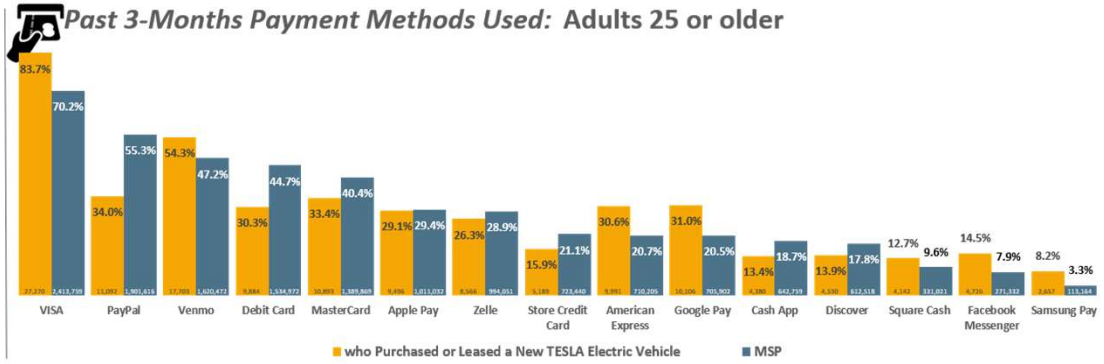
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



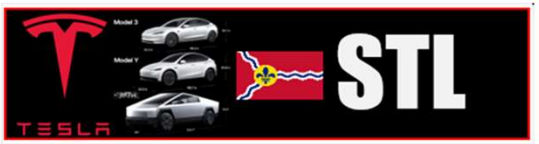
Past 3-Months Payment Methods Used: Adults 25 or older



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35

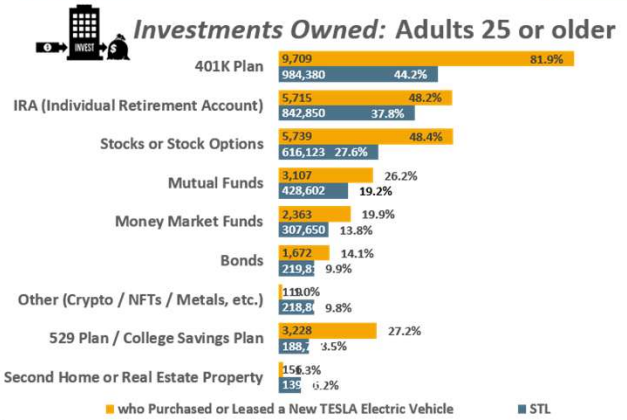
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Make of new vehicle (HHLD): TESLA

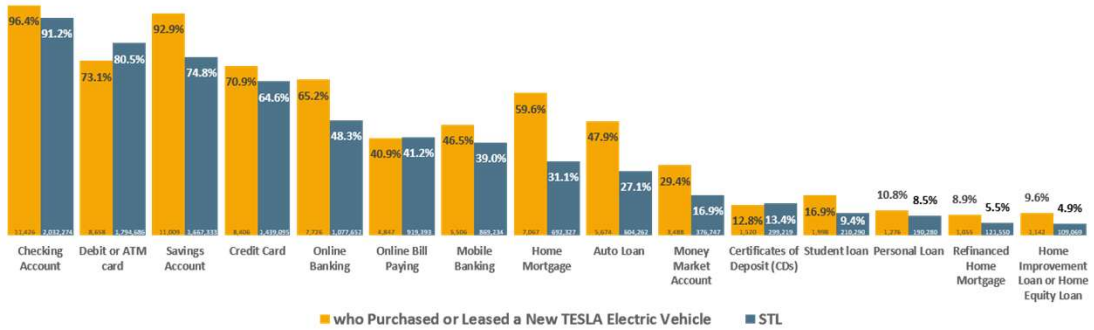


.5% or 11,848 of STL DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle.
Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 85.5% more likely to have a 401K, 76.6% more likely to have an Auto Loan, .3% more likely to Invest/Trade Stocks Online, 25.5% less likely to pay with their Debit Card.

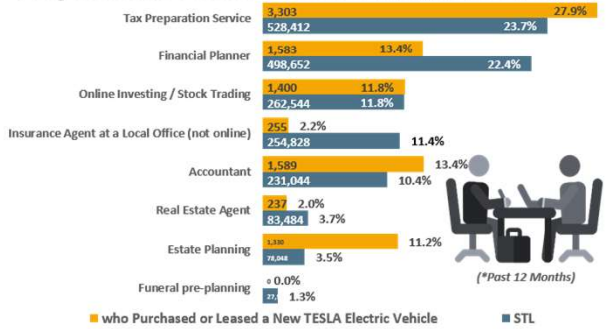
Investments Owned: Adults 25 or older



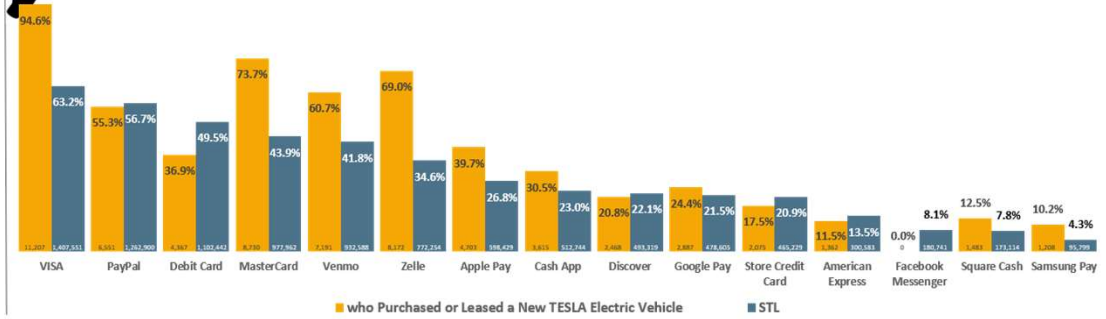
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 31

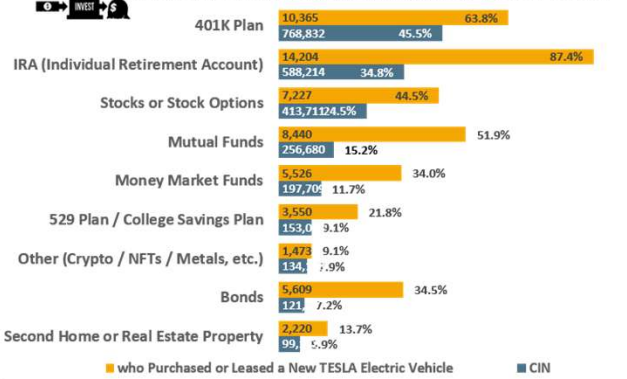
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Make of new vehicle (HHLD): TESLA

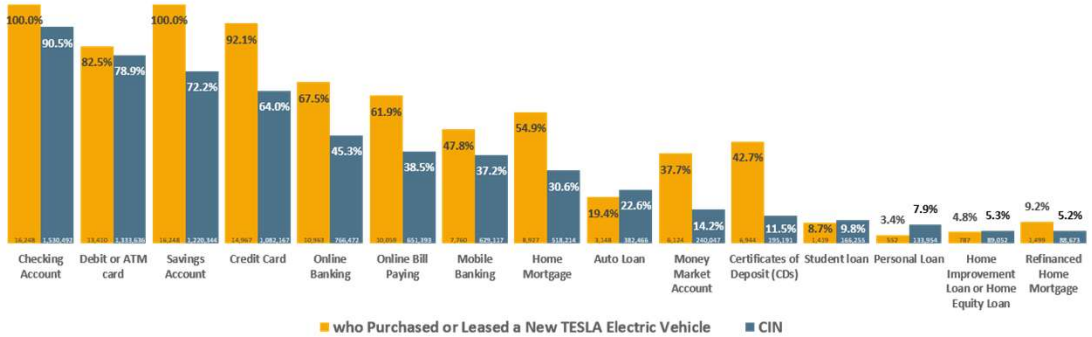


1.% or 16,248 of CIN DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle.
Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 40.3% more likely to have a 401K, 14.4% less likely to have an Auto Loan, 164.% more likely to Invest/Trade Stocks Online, 23.9% less likely to pay with their Debit Card.

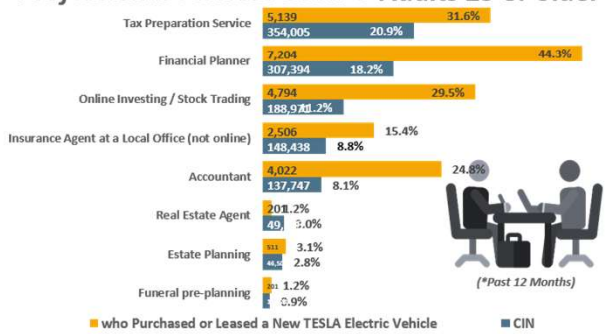
Investments Owned: Adults 25 or older



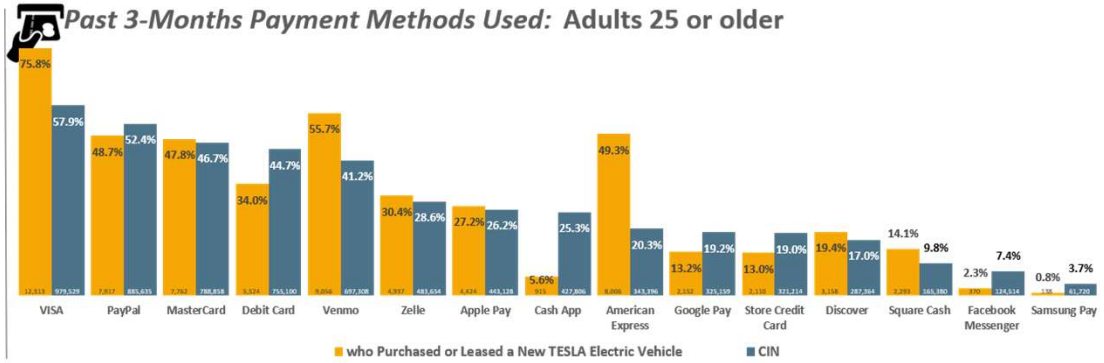
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35

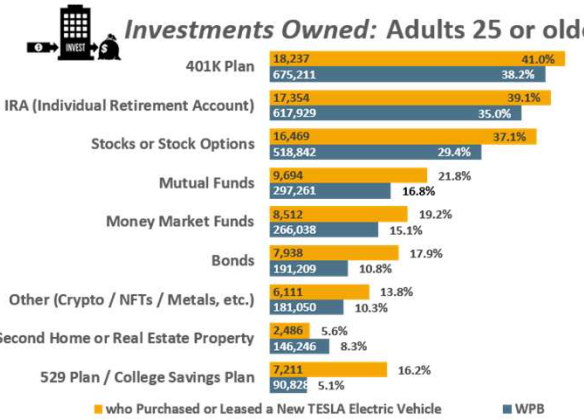
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Make of new vehicle (HHLD): TESLA

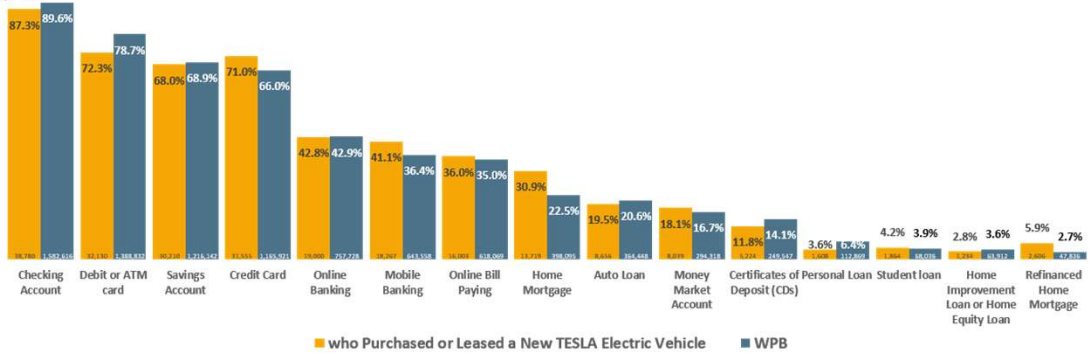


2.5% or 44,427 of WPB DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 7.3% more likely to have a 401K, 5.6% less likely to have an Auto Loan, 56.6% more likely to Invest/Trade Stocks Online, 12.9% less likely to pay with their Debit Card.

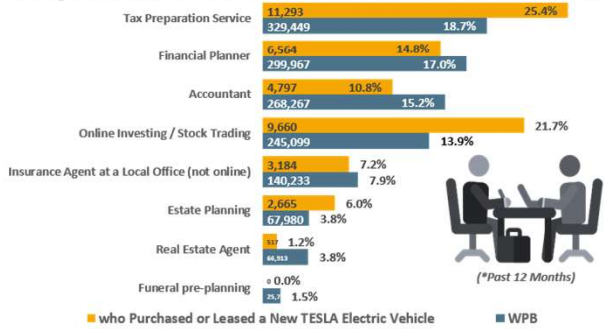
Investments Owned: Adults 25 or older



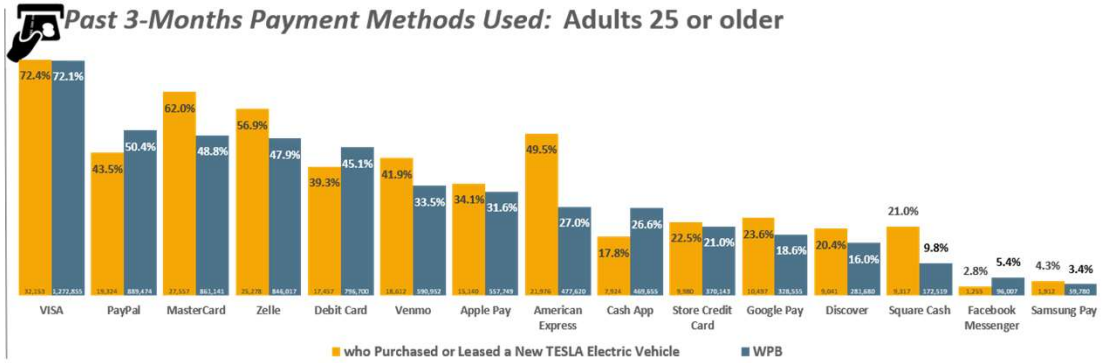
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 115

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Make of new vehicle (HHLD): TESLA



"TESLA Model Owned/Leased, Other Makes and Models Owned or Leased"

P25+ who Own or Lease a New TESLA Electric Vehicle (TESLA Model Owned/Leased, Other Makes and Models Owned or Leased)





USA

USA DMA Scarborough R2 2025-26: Feb24-Jul26 Qual Intab: 833

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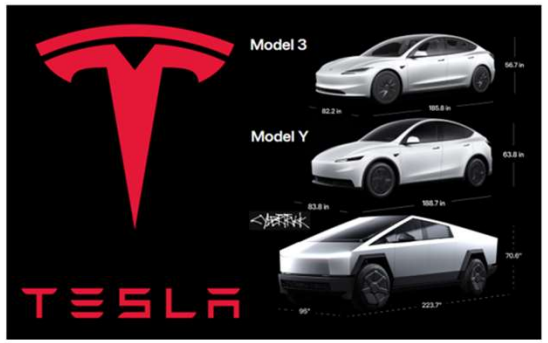
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Make of new vehicle (HHLD): TESLA

"TESLA Model Owned/Leased, Other Makes and Models Owned or Leased"

P25+ who Own or Lease a New TESLA Electric Vehicle (TESLA Model Owned/Leased, Other Makes and Models Owned or Leased)





MINNEAPOLIS-ST. PAUL

P25+ who Own or Lease a New TESLA Electric Vehicle (TESLA Model Owned/Leased, Other Makes and Models Owned or Leased)

P25+ MINNEAPOLIS-ST. PAUL (TESLA Model Owned/Leased, Other Makes and Models Owned or Leased)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025-26: Feb24-Feb26 Qual Intab: 35

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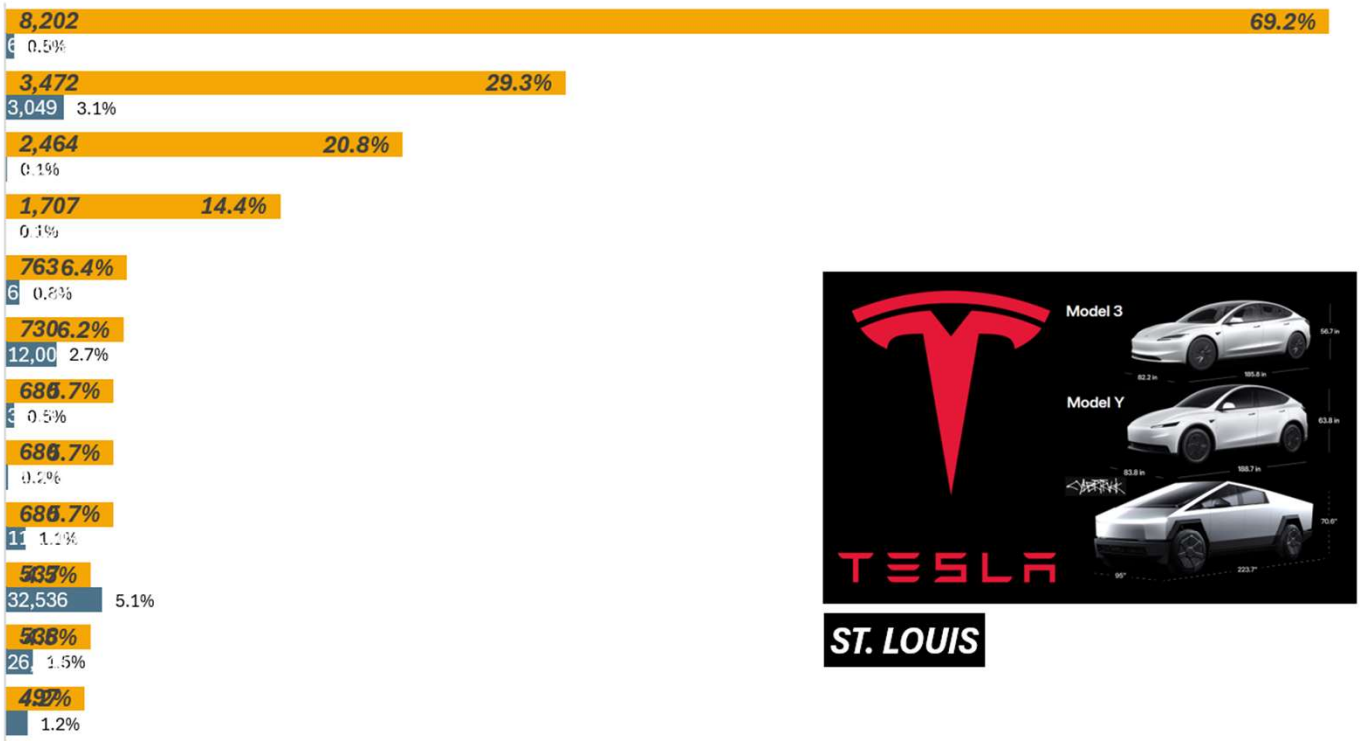
Make of new vehicle (HHLD): TESLA



"TESLA Model Owned/Leased, Other Makes and Models Owned or Leased"

P25+ who Own or Lease a New TESLA Electric Vehicle (TESLA Model Owned/Leased, Other Makes and Models Owned or Leased)





ST. LOUIS

ST. LOUIS DMA Scarborough R1 2025-26: Feb24-Feb26 Qual Intab: 31

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Make of new vehicle (HHLD): TESLA



"TESLA Model Owned/Leased, Other Makes and Models Owned or Leased"

P25+ who Own or Lease a New TESLA Electric Vehicle (TESLA Model Owned/Leased, Other Makes and Models Owned or Leased)





CINCINNATI

CINCINNATI DMA Scarborough R1 2025-26: Feb24-Feb26 Qual Intab: 35

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Make of new vehicle (HHLD): TESLA



"TESLA Model Owned/Leased, Other Makes and Models Owned or Leased"

P25+ who Own or Lease a New TESLA Electric Vehicle (TESLA Model Owned/Leased, Other Makes and Models Owned or Leased)



WEST PALM BEACH-BOCA RATON

P25+ who Own or Lease a New TESLA Electric Vehicle (TESLA Model Owned/Leased, Other Makes and Models Owned or Leased)

P25+ WEST PALM BEACH-BOCA RATON (TESLA Model Owned/Leased, Other Makes and Models Owned or Leased)

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab: 115

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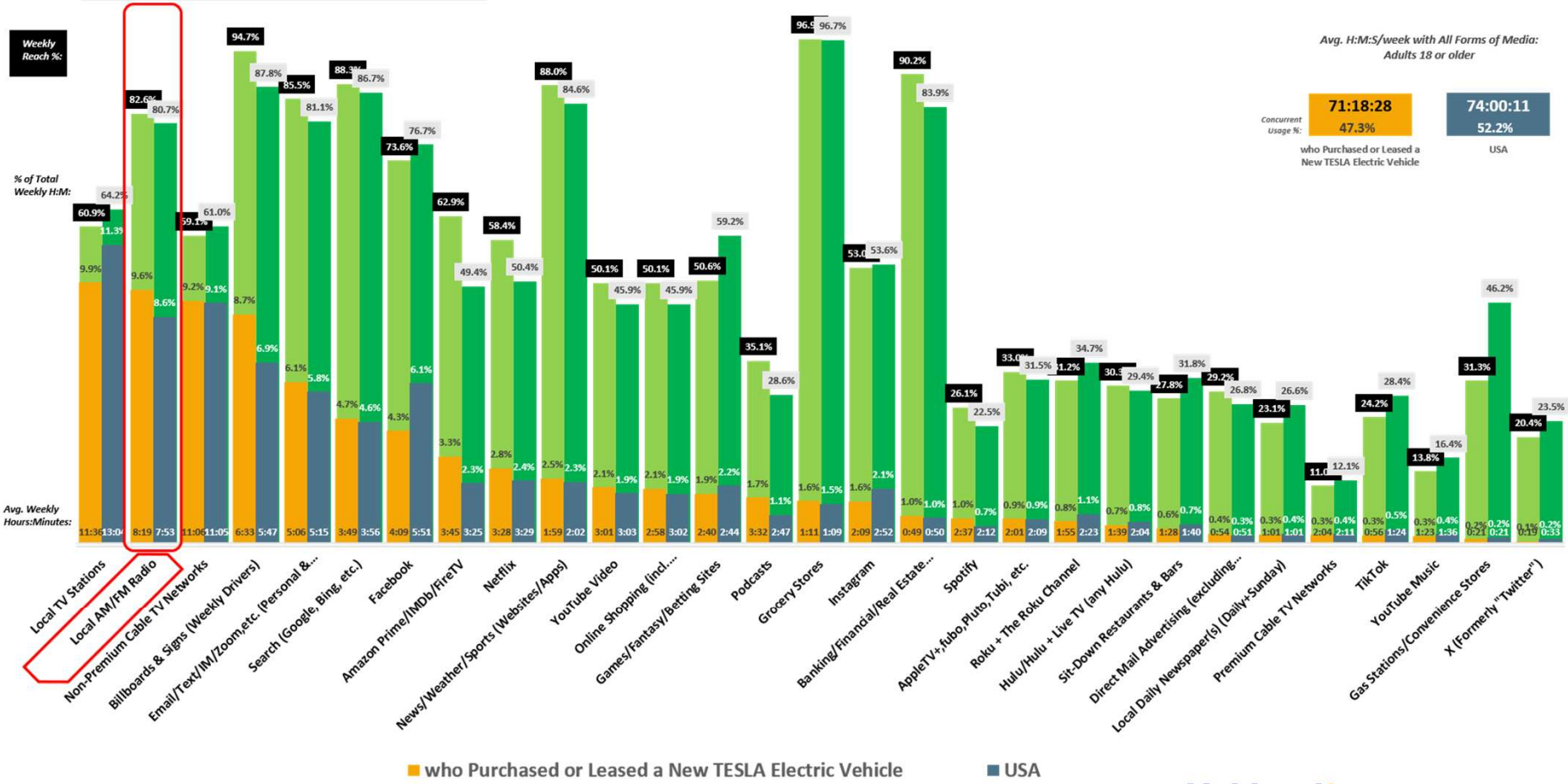
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Make of new vehicle (HHLD): TESLA



Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 2 days, 23 hours, 18 minutes and 28 seconds each week with All Forms of Media.

82.6% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an avg. of 8 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



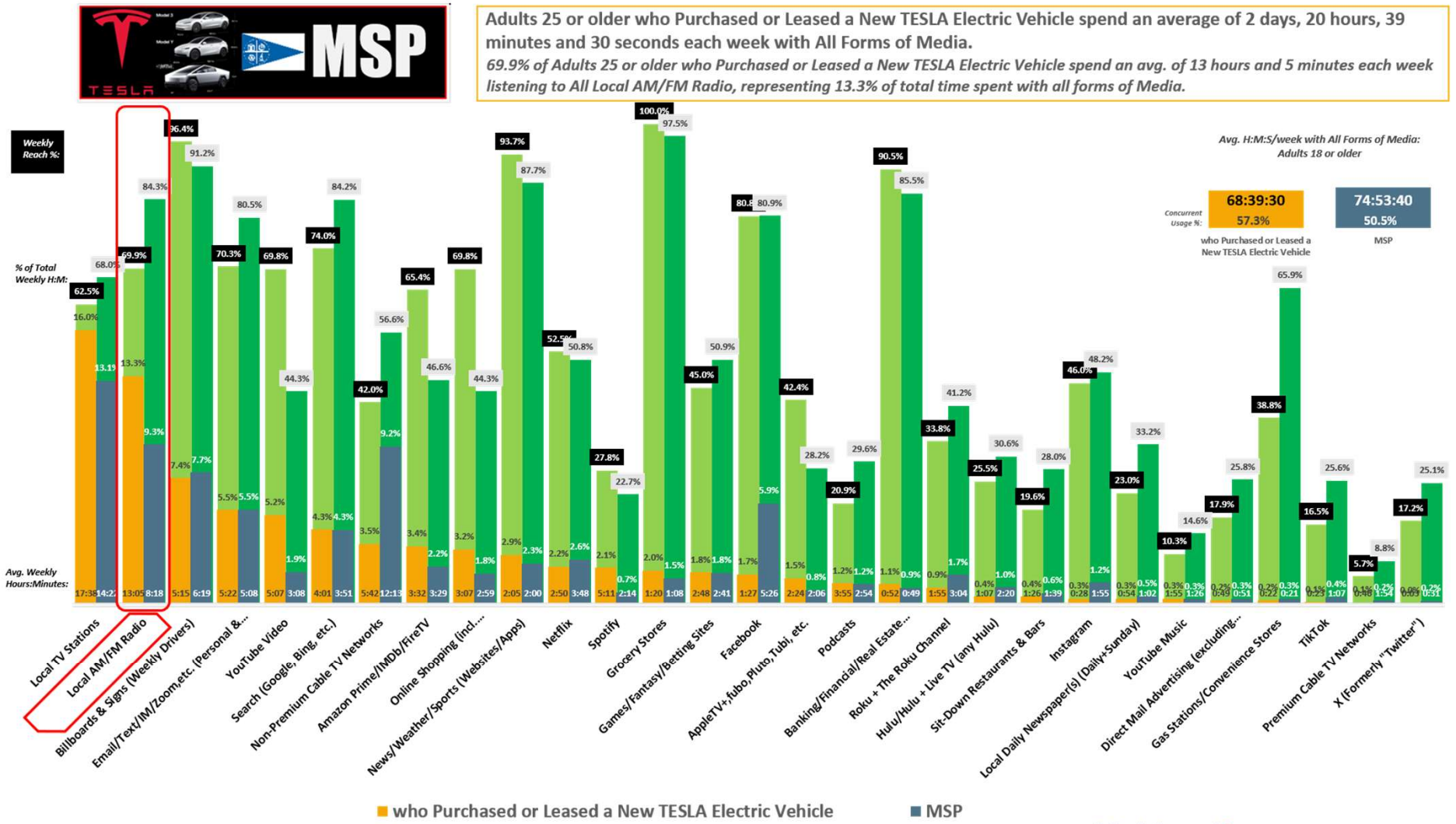
USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

Scarborough R2 2025-26: Feb24-Jul26 USA Projection

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Make of new vehicle (HHLD): TESLA

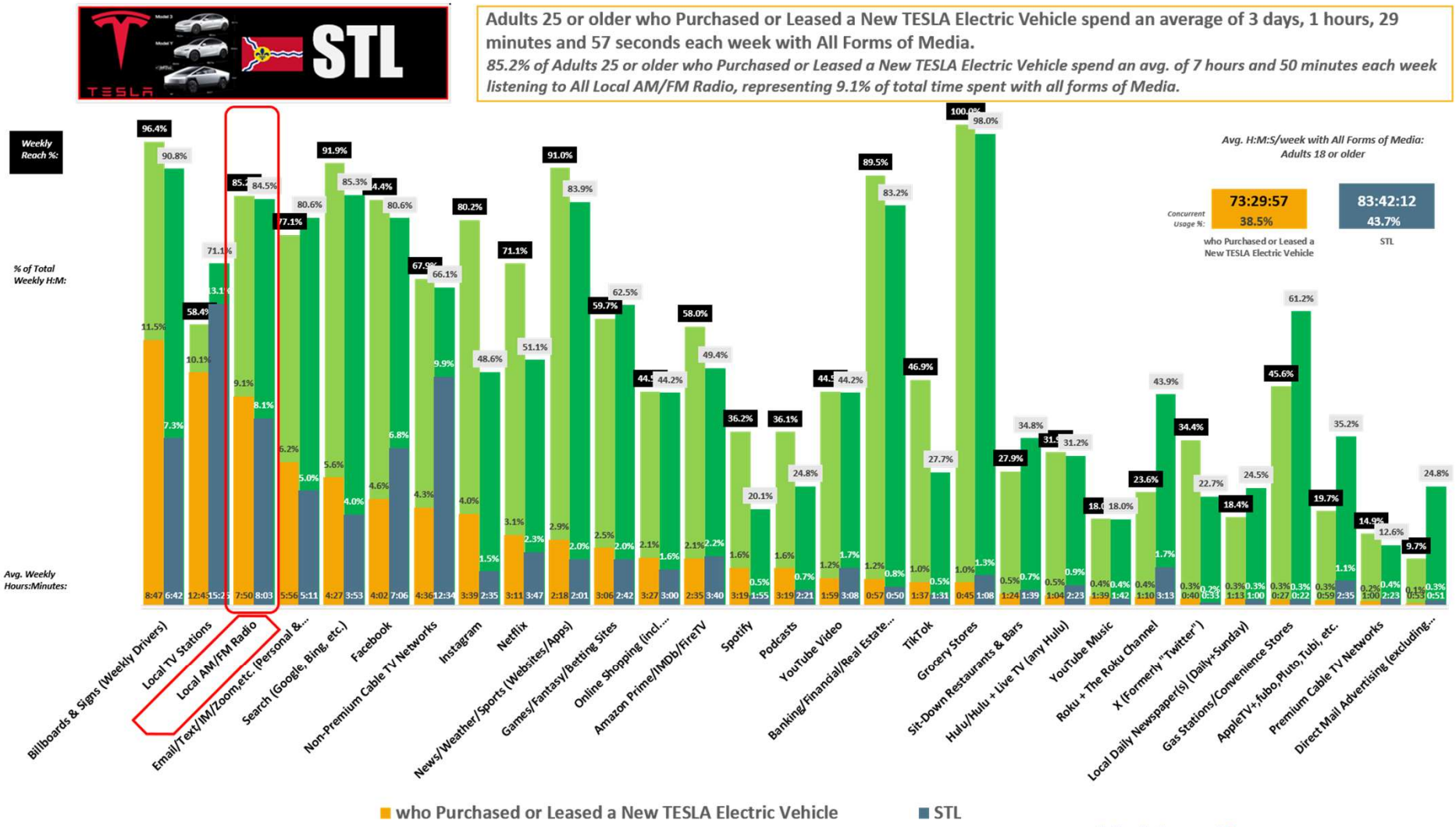


MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,687

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Make of new vehicle (HHLD): TESLA

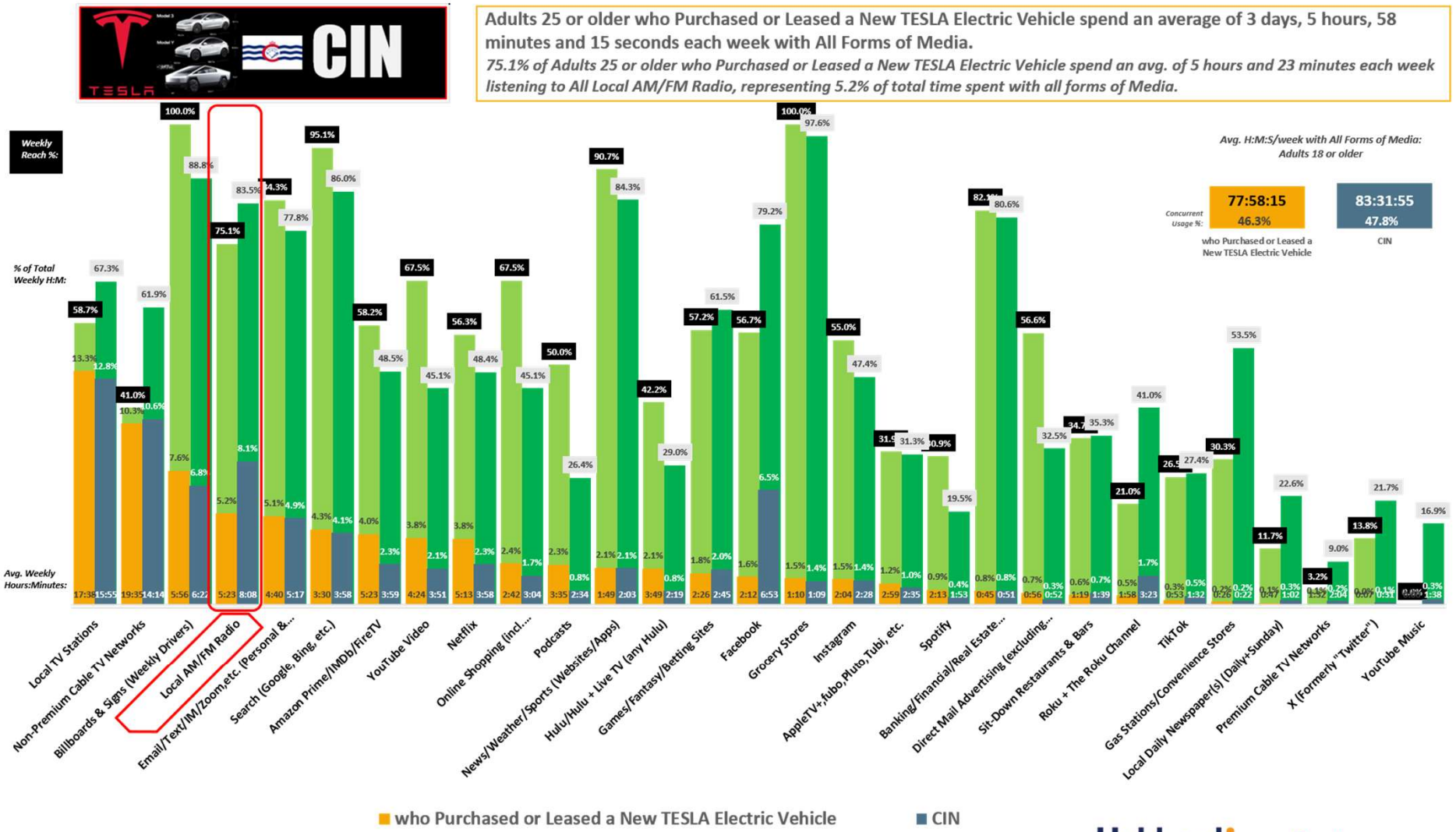


STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 31 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,701

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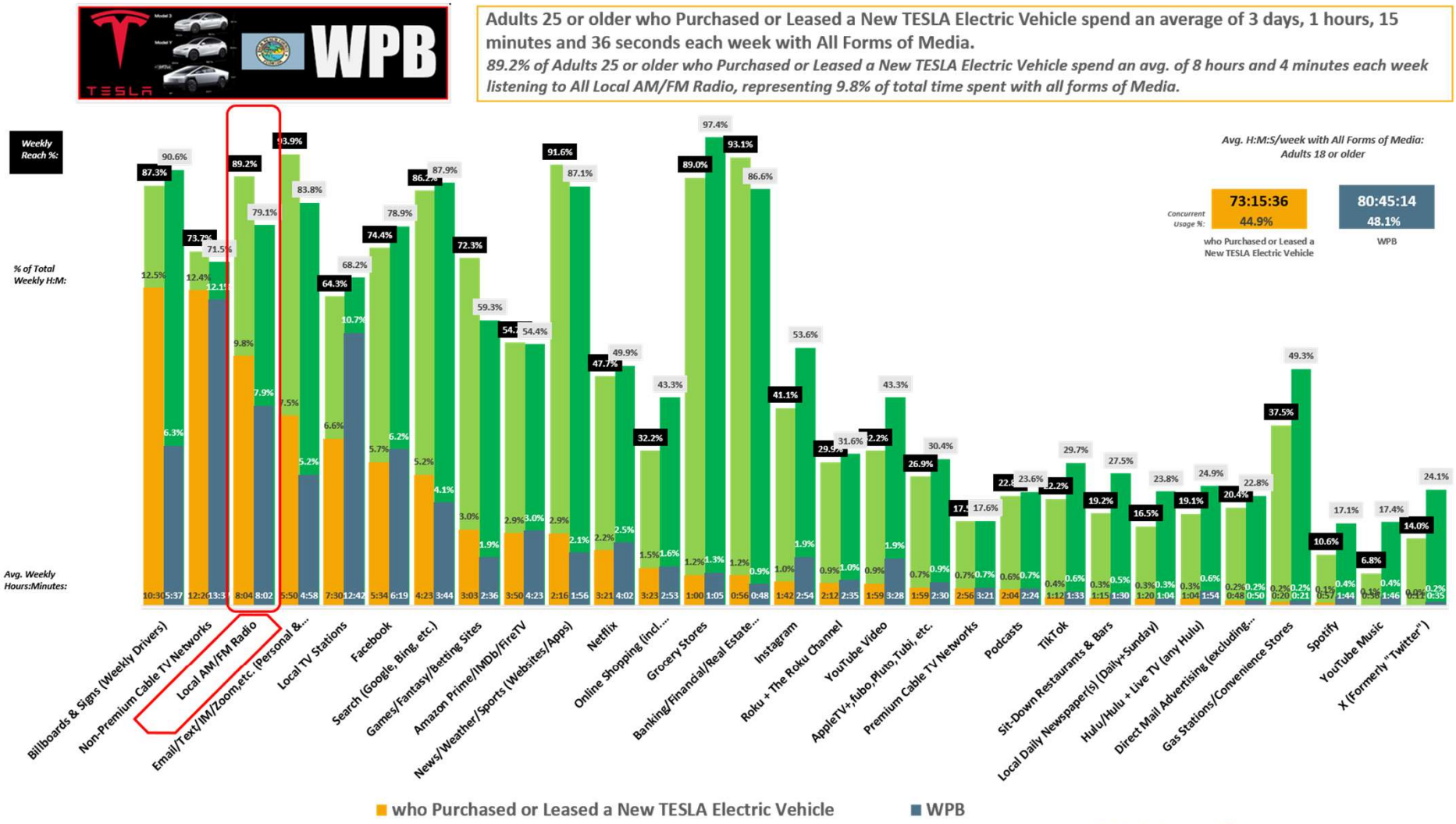
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Make of new vehicle (HHLD): TESLA



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35 CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,573
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Make of new vehicle (HHLD): TESLA

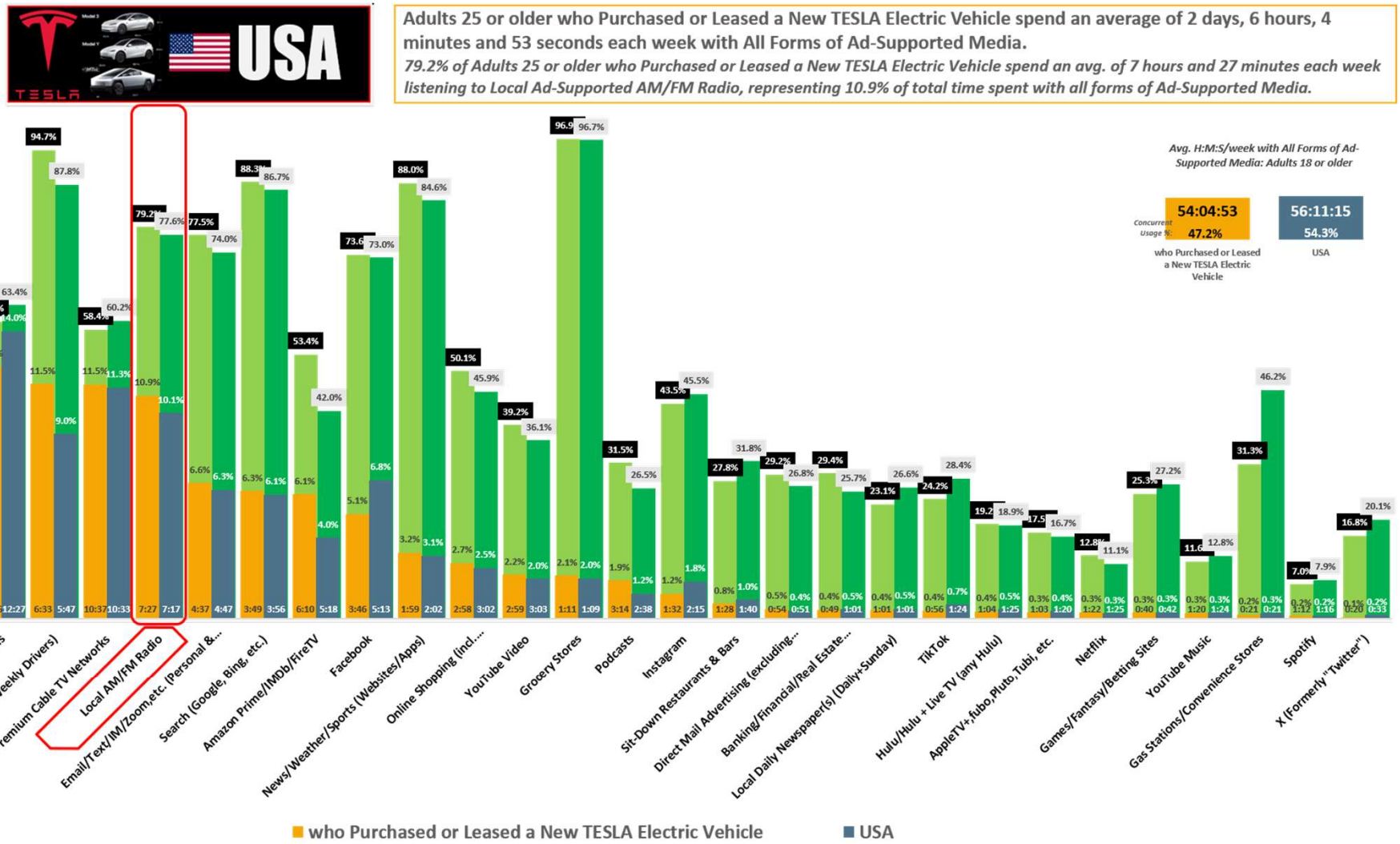


WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 115 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,823

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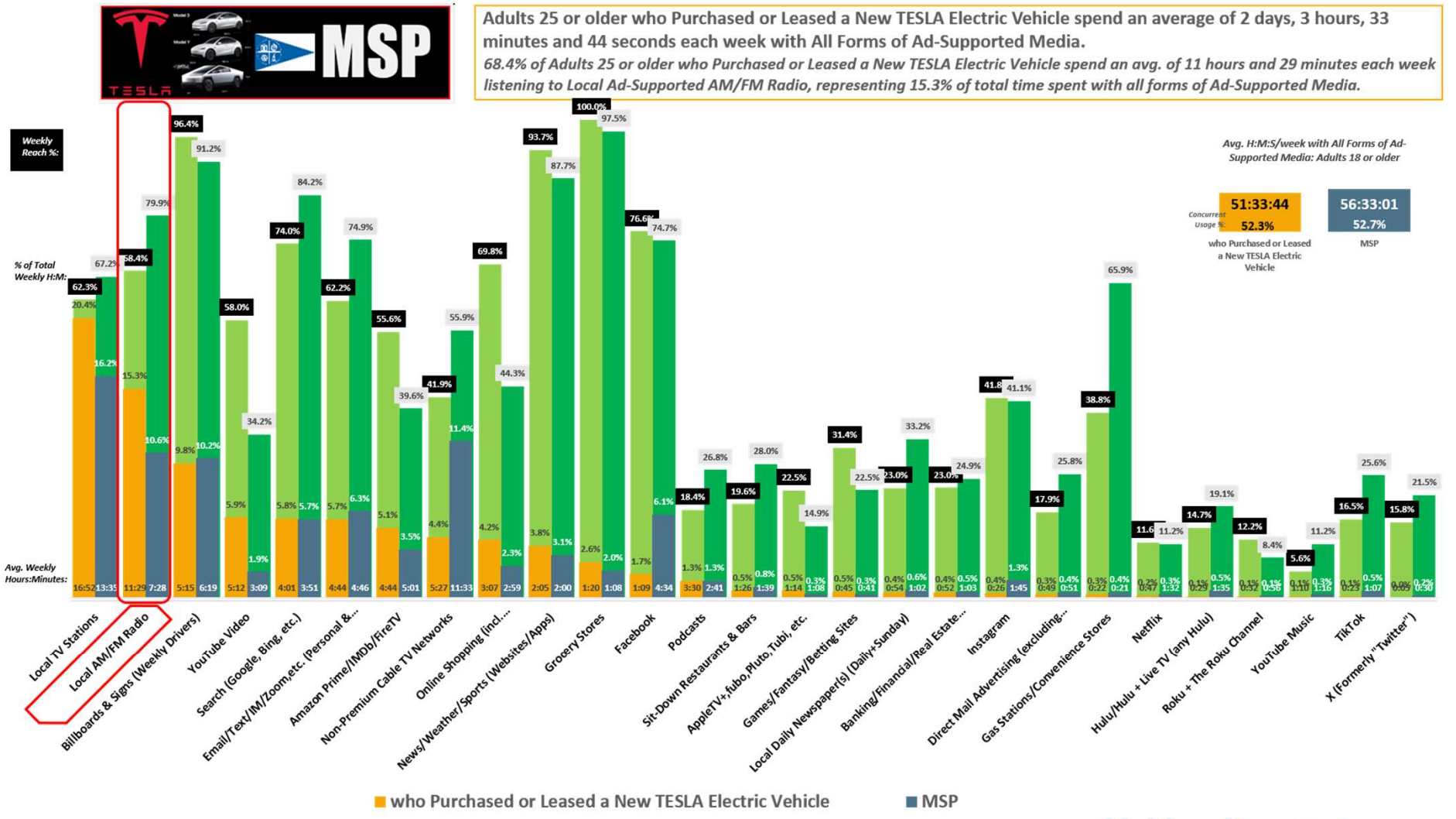
Make of new vehicle (HHLD): TESLA



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Make of new vehicle (HHLD): TESLA



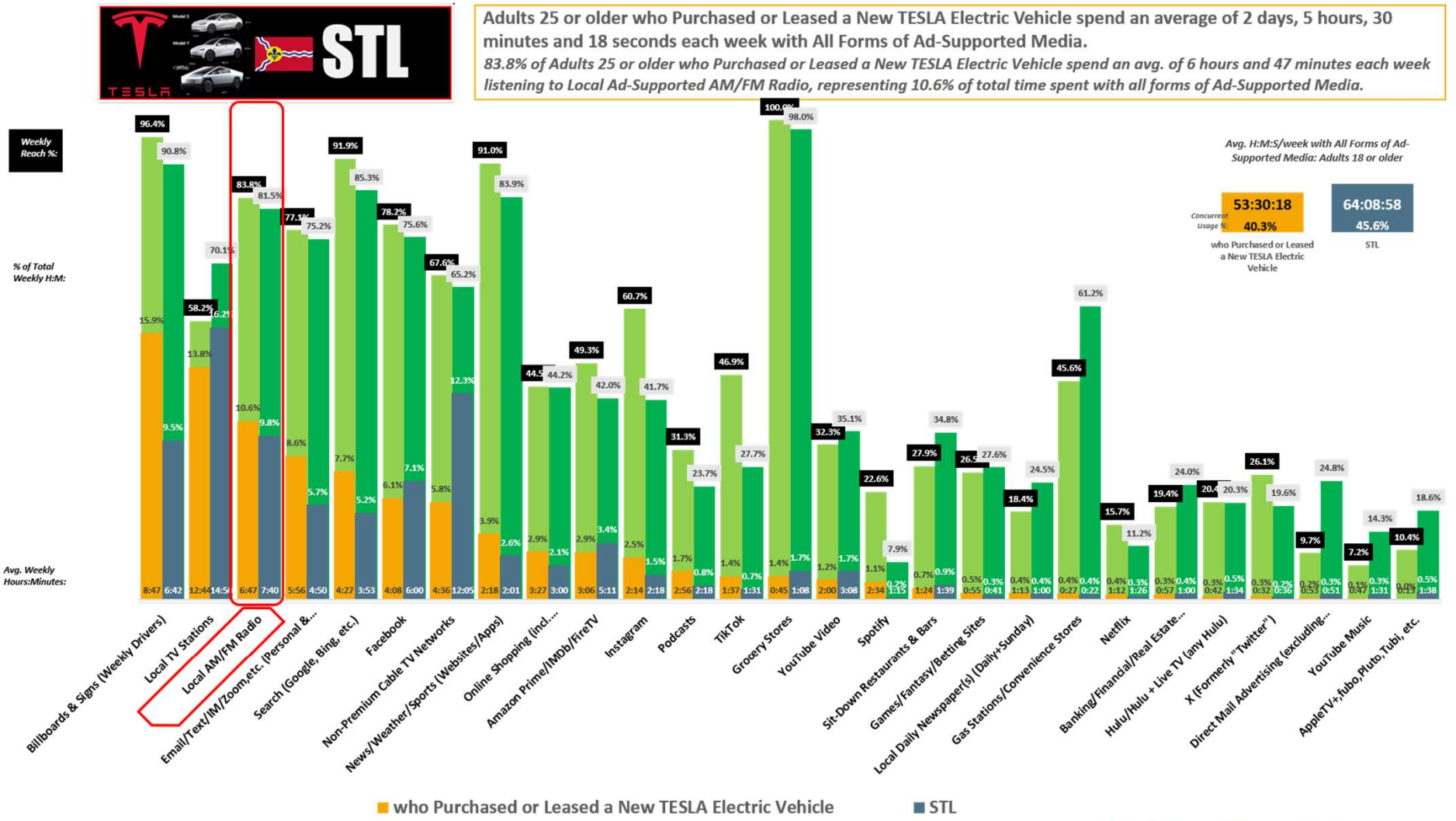
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MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,687

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Make of new vehicle (HHLD): TESLA



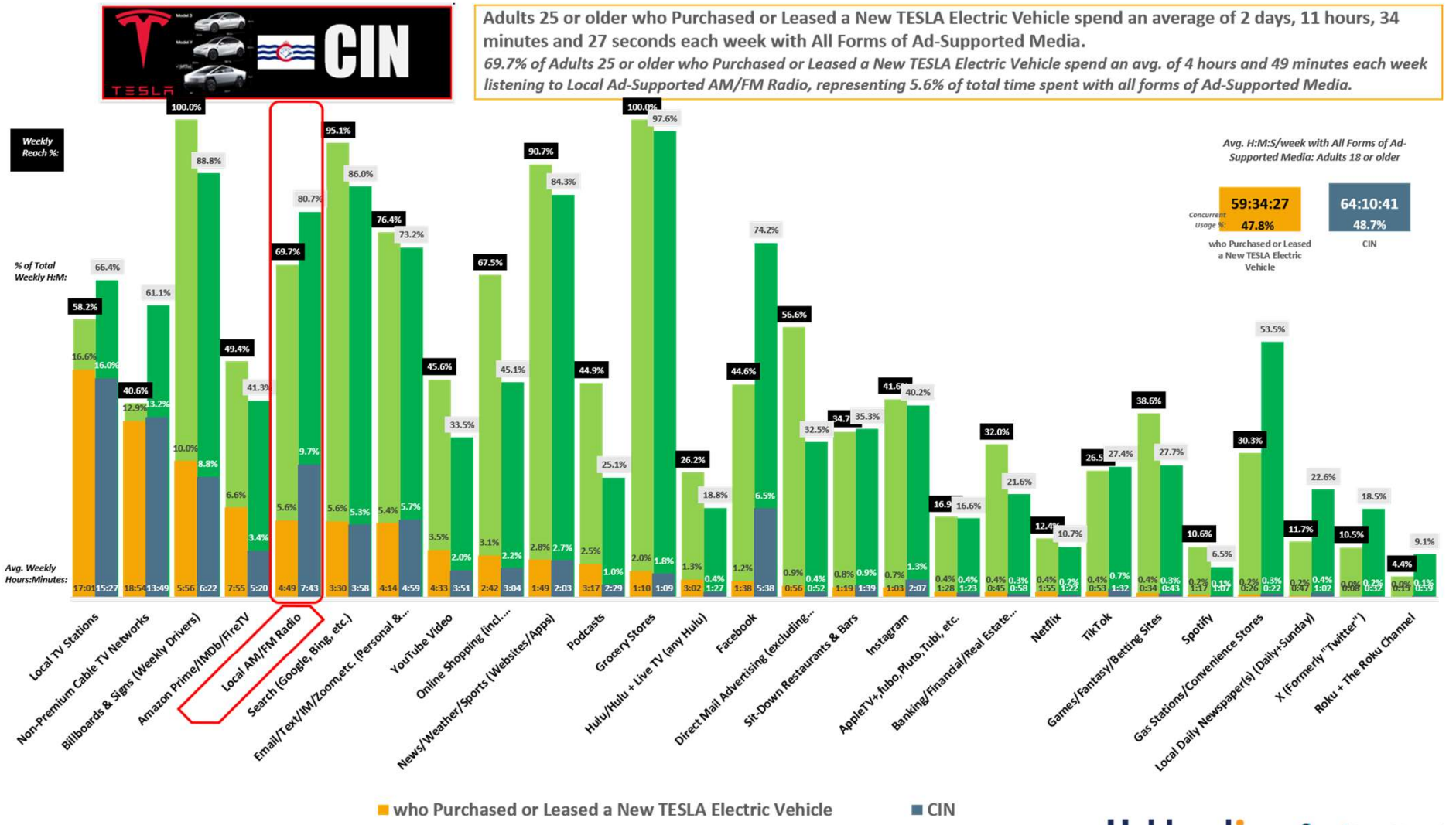
STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 31

STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,701

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Make of new vehicle (HHLD): TESLA



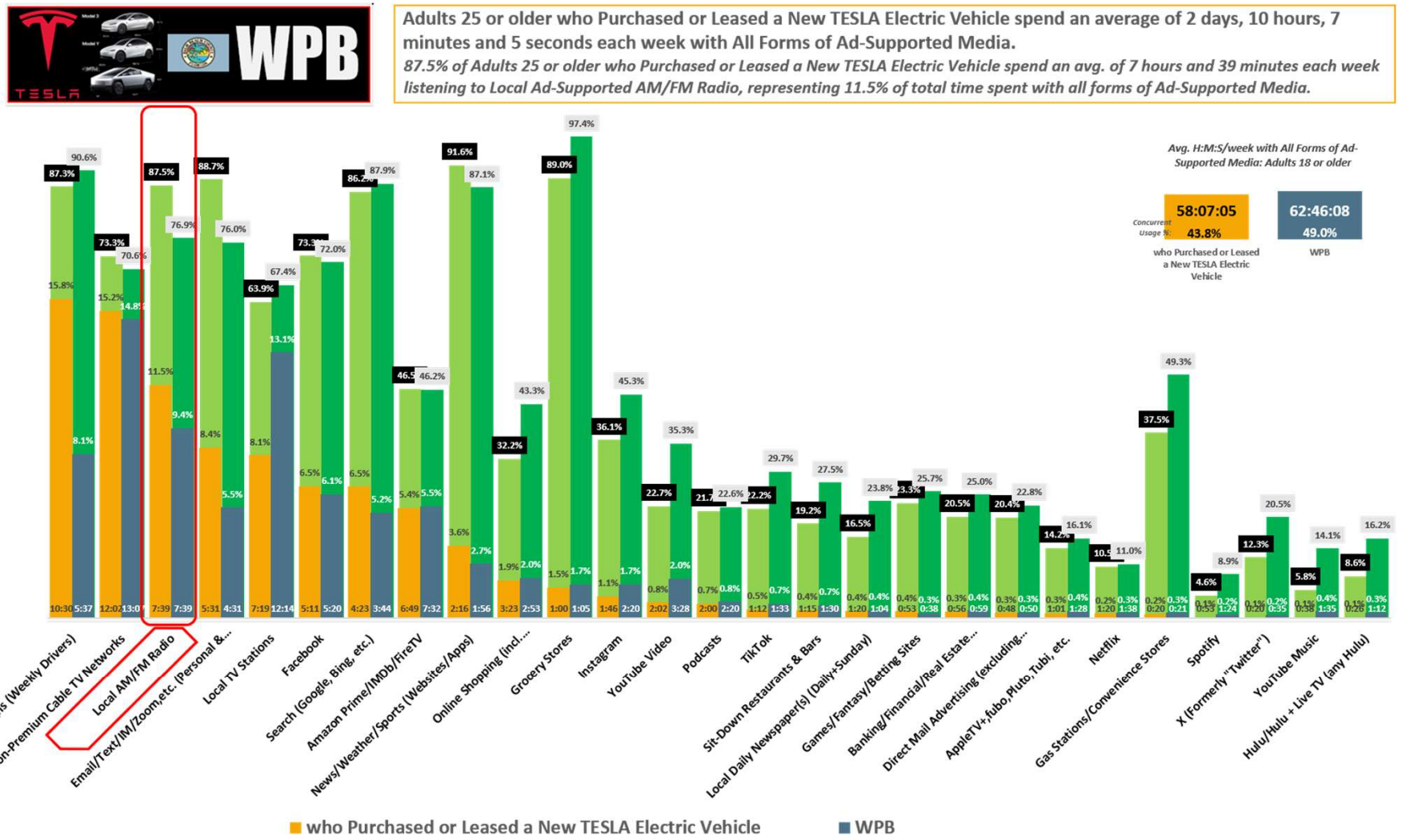
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CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,573

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Make of new vehicle (HHLD): TESLA



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 115

WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,823

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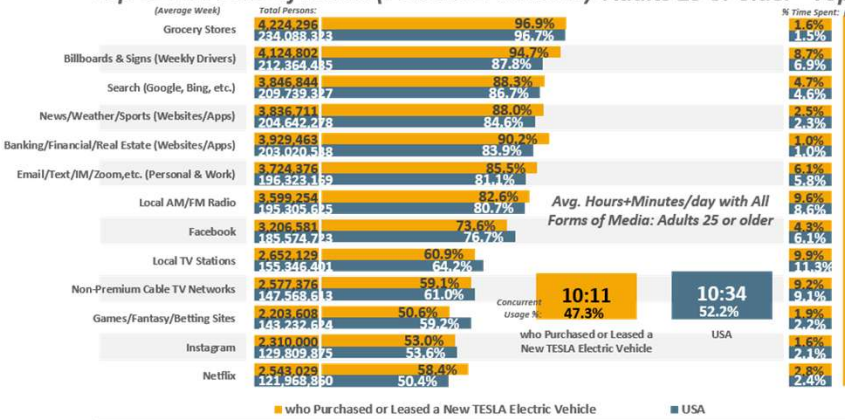
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Make of new vehicle (HHLD): TESLA

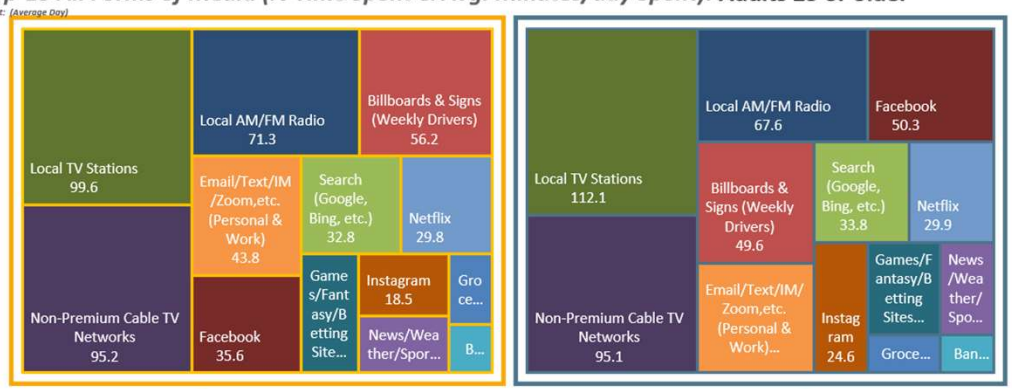


Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 7 hours and 43 minutes each day with All Forms of Ad-Supported Media. 79.2% listen to Local AM/FM Radio for an avg. of 63.9 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

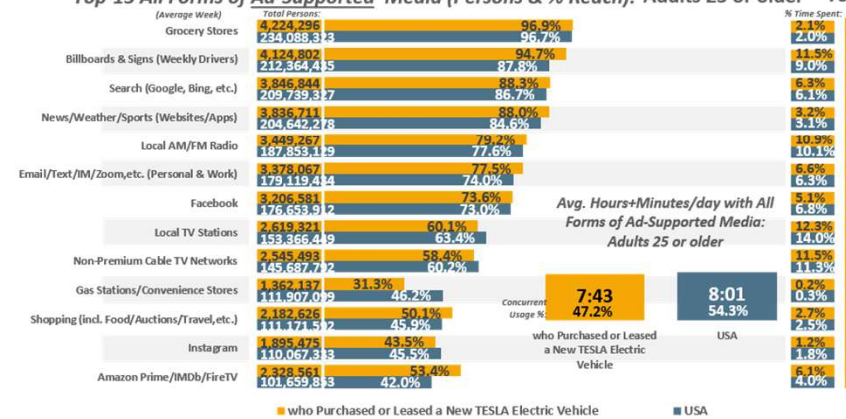
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



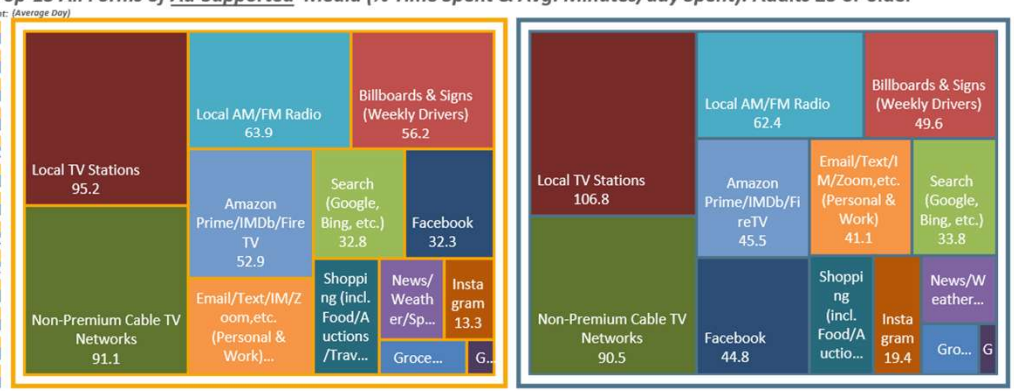
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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

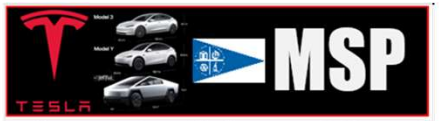


USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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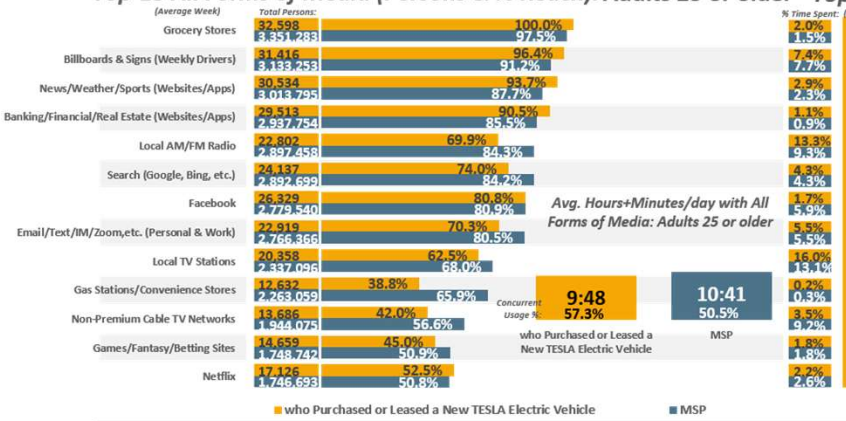
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Make of new vehicle (HHLD): TESLA

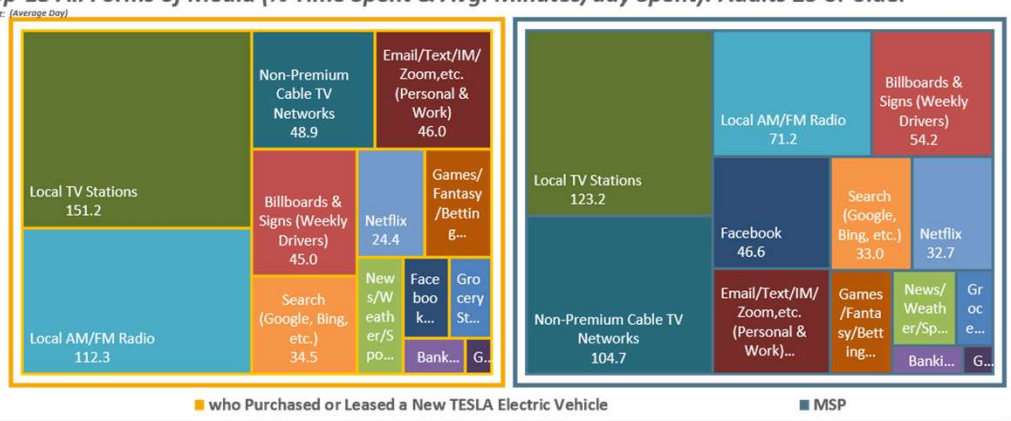


Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 7 hours and 21 minutes each day with All Forms of Ad-Supported Media. 68.4% listen to Local AM/FM Radio for an avg. of 98.5 minutes/day. *(Local Radio delivers 15.3% of Time with Ad-Supported Media.)*

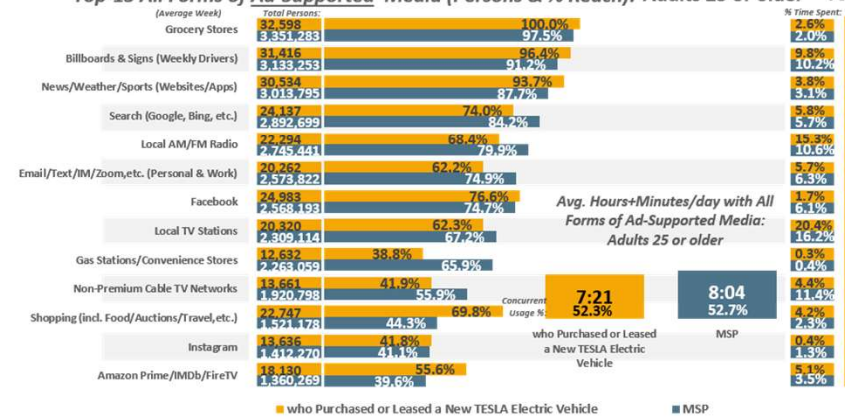
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



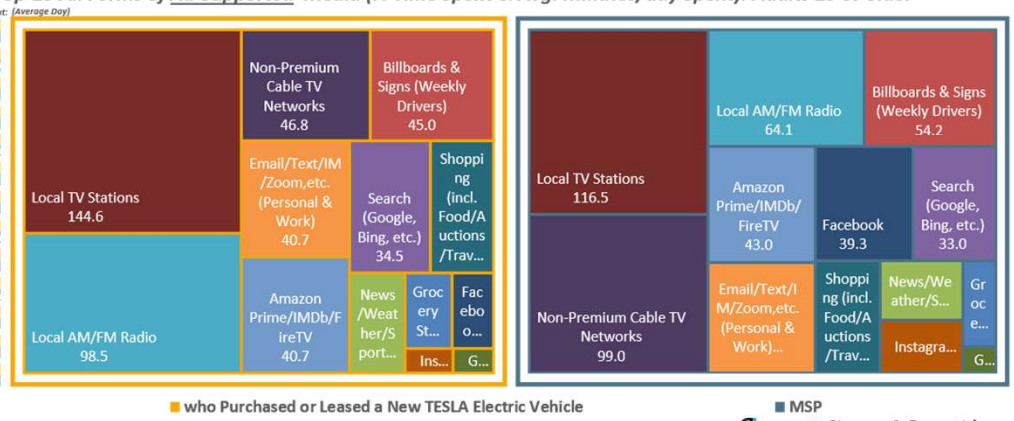
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35

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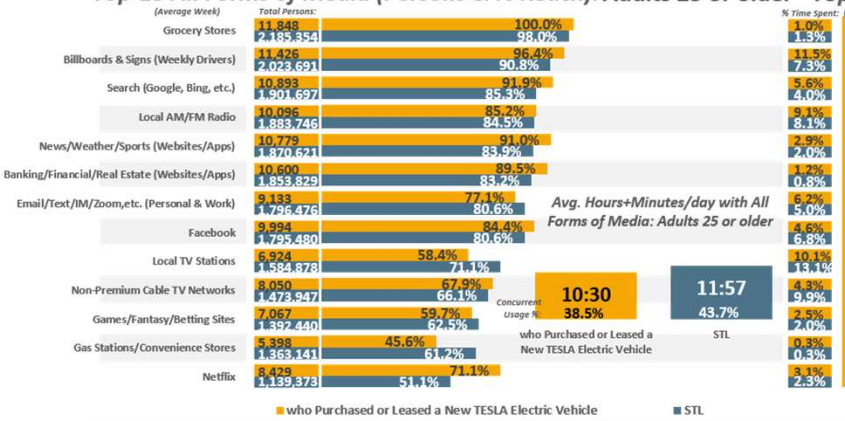
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Make of new vehicle (HHLD): TESLA

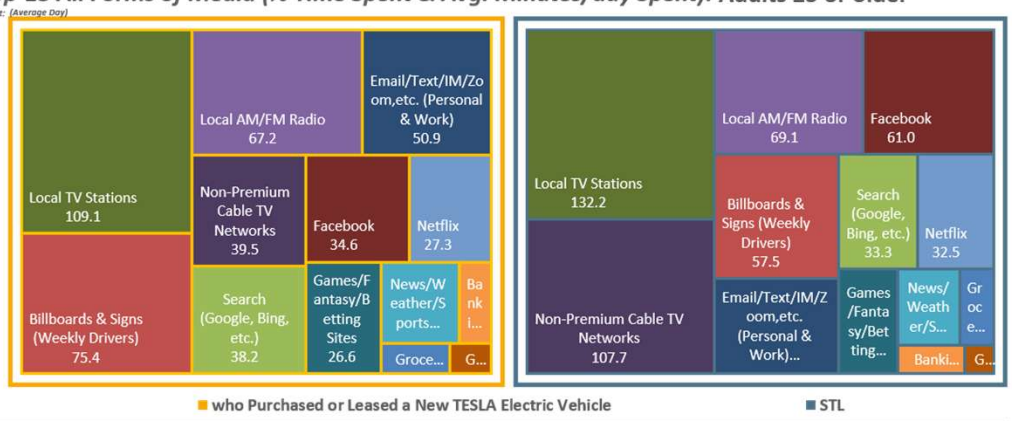


Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 7 hours and 38 minutes each day with All Forms of Ad-Supported Media. 83.8% listen to Local AM/FM Radio for an avg. of 58.2 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

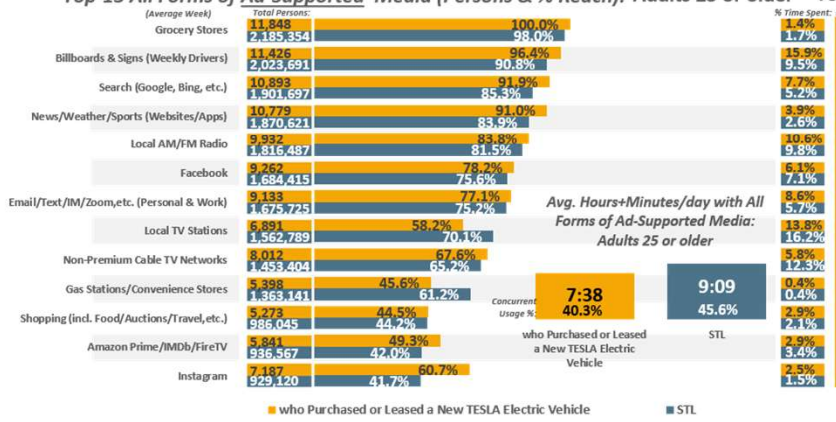
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



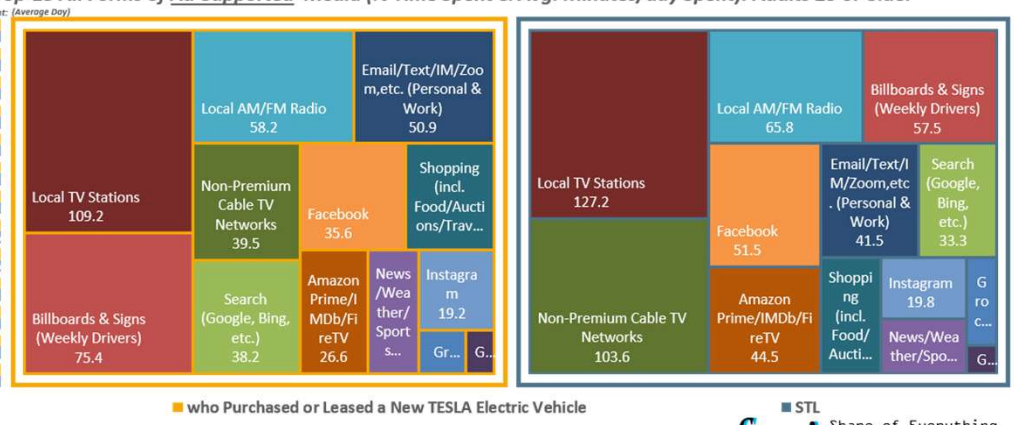
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 31

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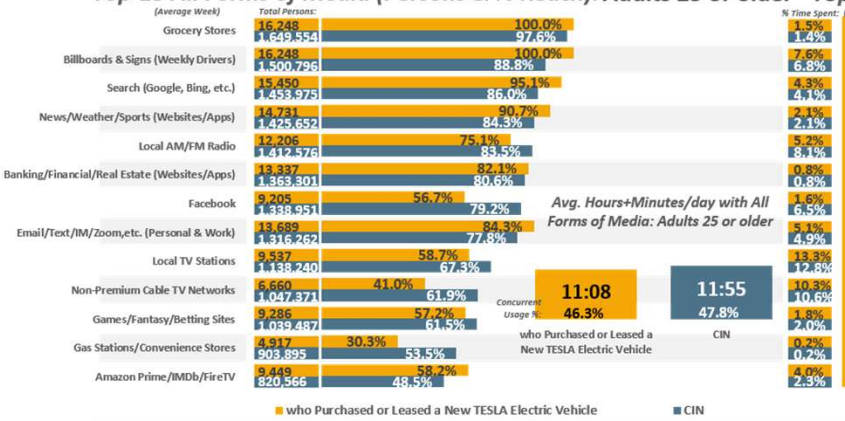
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Make of new vehicle (HHLD): TESLA

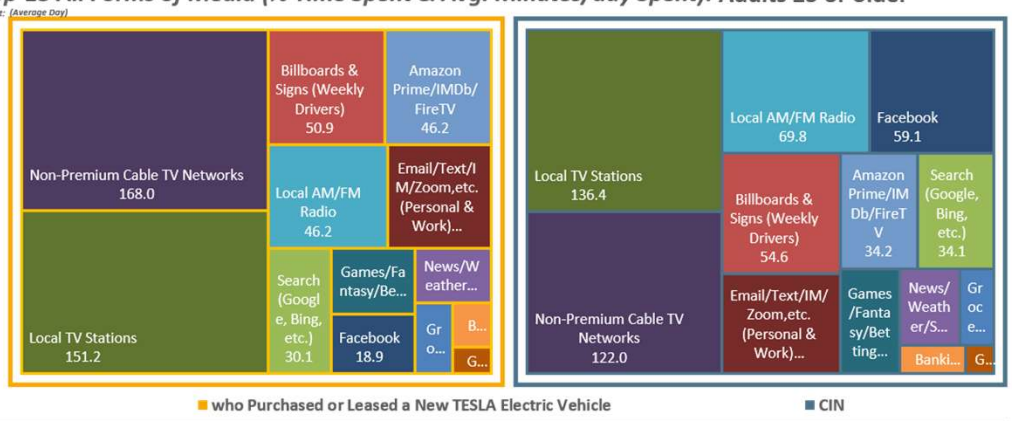


Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 8 hours and 30 minutes each day with All Forms of Ad-Supported Media. 69.7% listen to Local AM/FM Radio for an avg. of 41.4 minutes/day. *(Local Radio delivers 5.6% of Time with Ad-Supported Media.)*

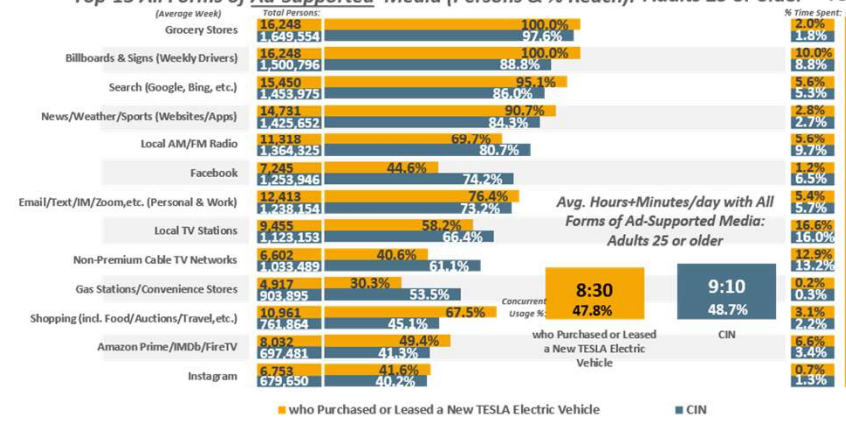
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



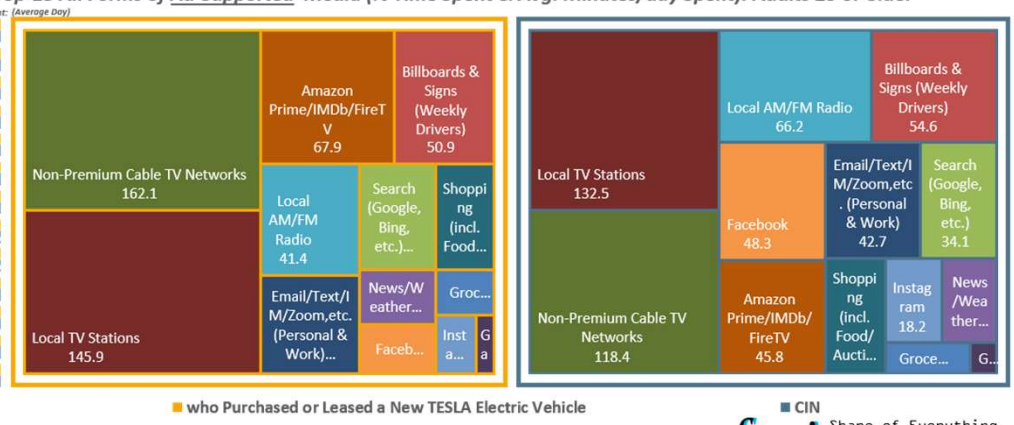
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35

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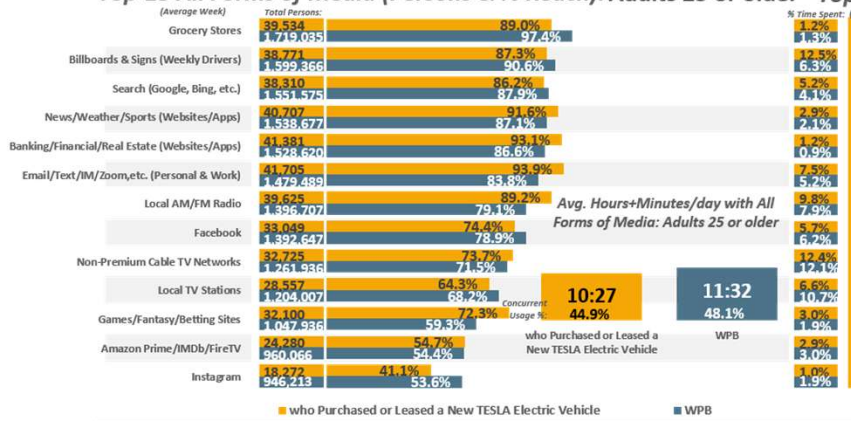
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Make of new vehicle (HHLD): TESLA

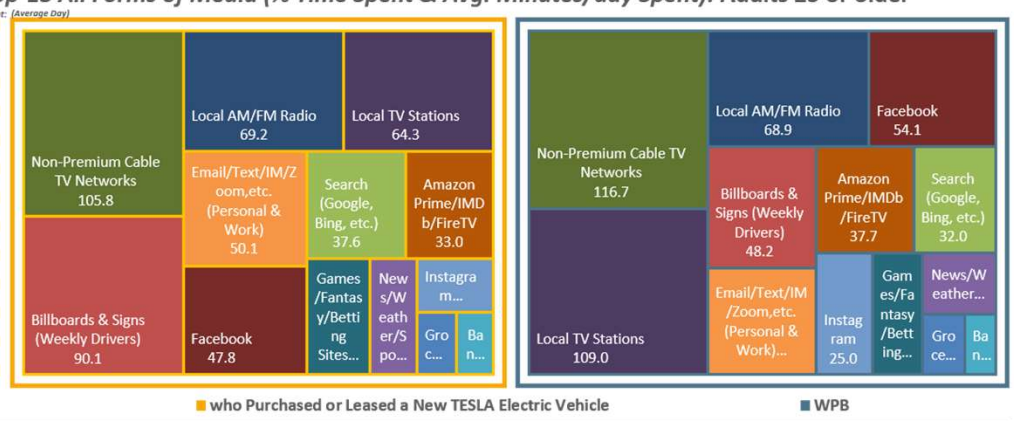


Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 8 hours and 18 minutes each day with All Forms of Ad-Supported Media. 87.5% listen to Local AM/FM Radio for an avg. of 65.6 minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

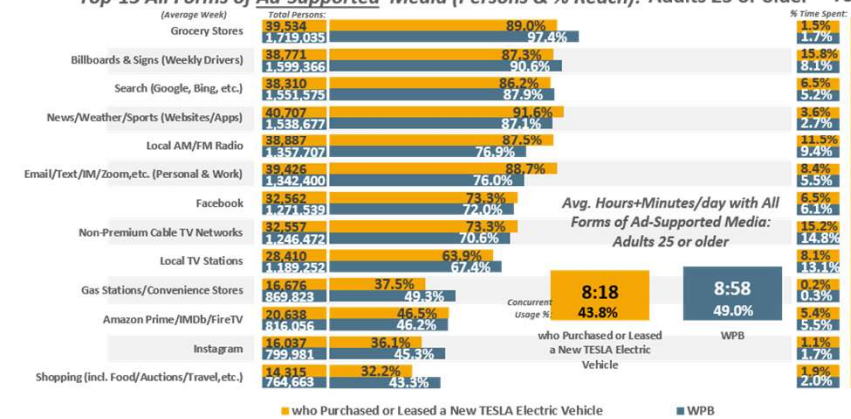
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



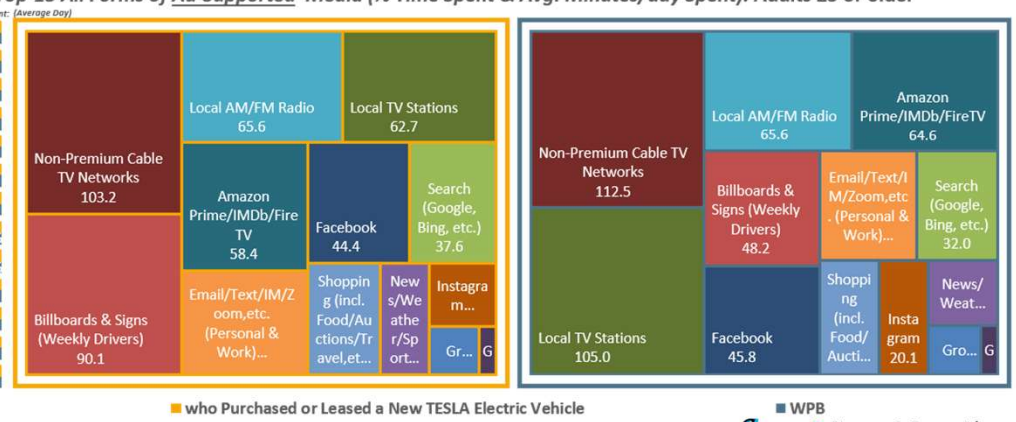
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 115

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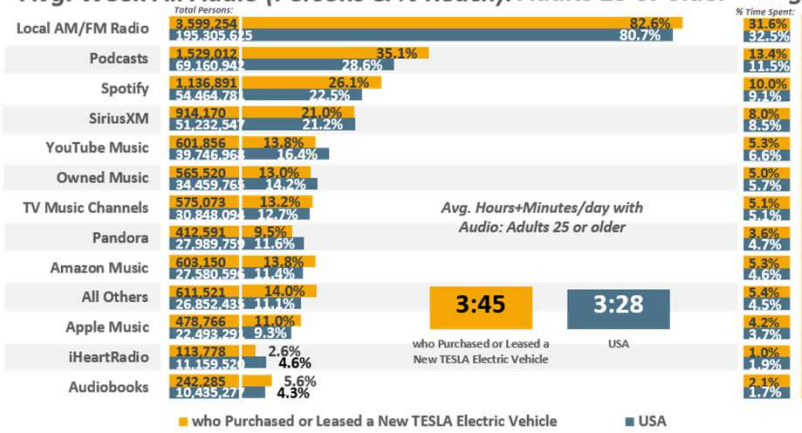
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Make of new vehicle (HHLD): TESLA

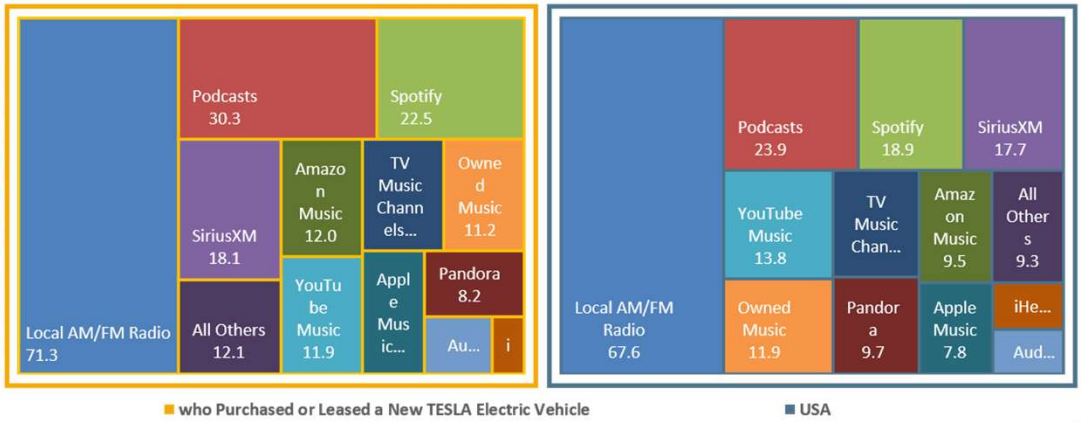


3,449,267 or 79.2% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.

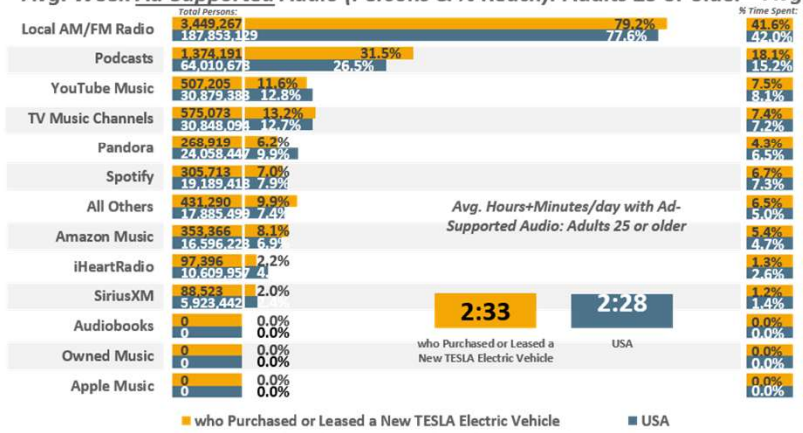
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



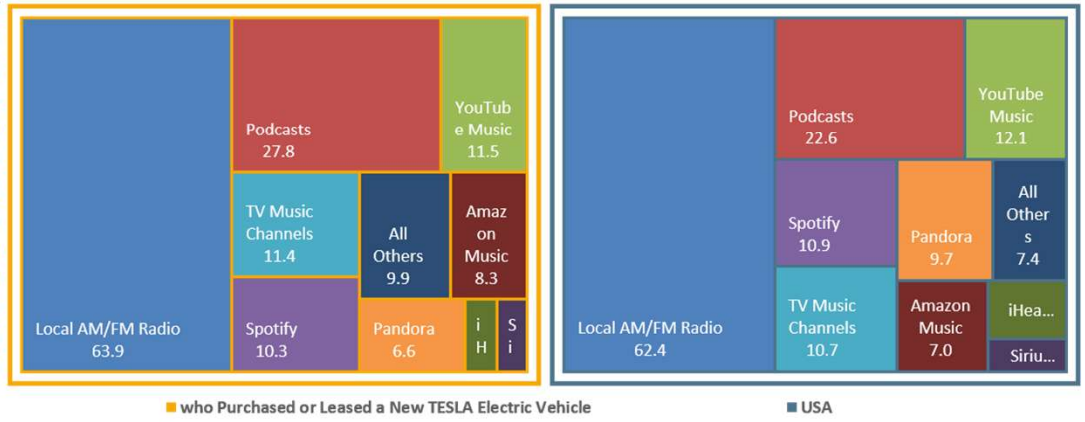
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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

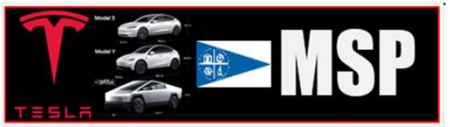


USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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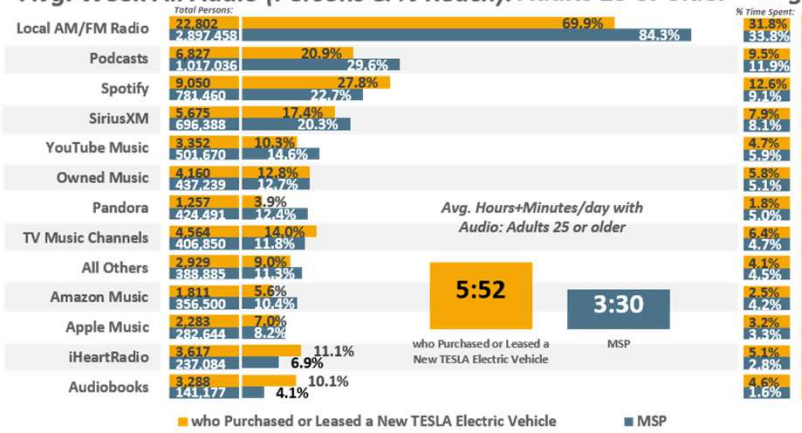
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Make of new vehicle (HHLD): TESLA

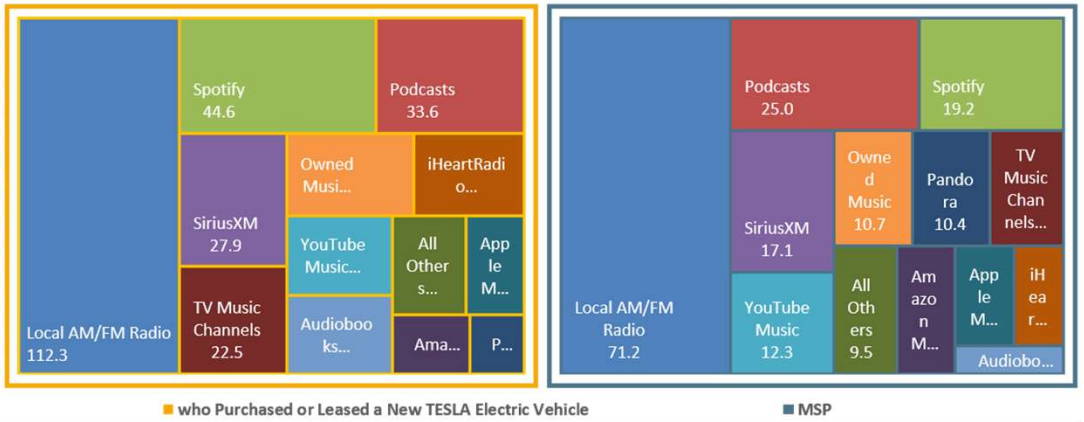


22,294 or 68.4% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio for an average of 98.5 minutes every day representing 47.% of all time spent daily with Ad-Supported Audio.

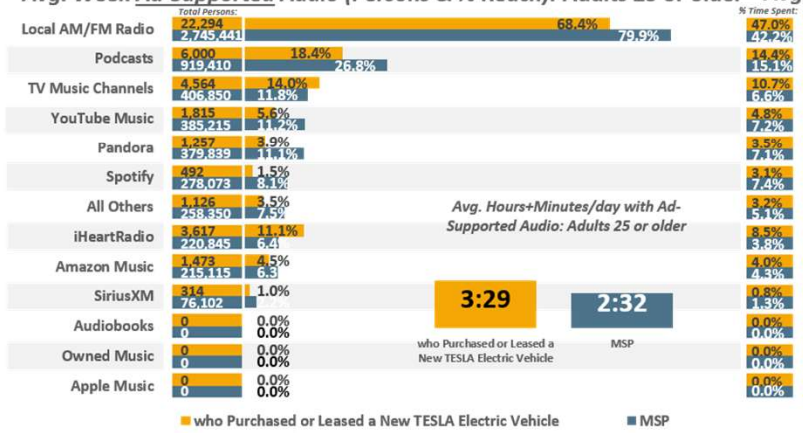
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



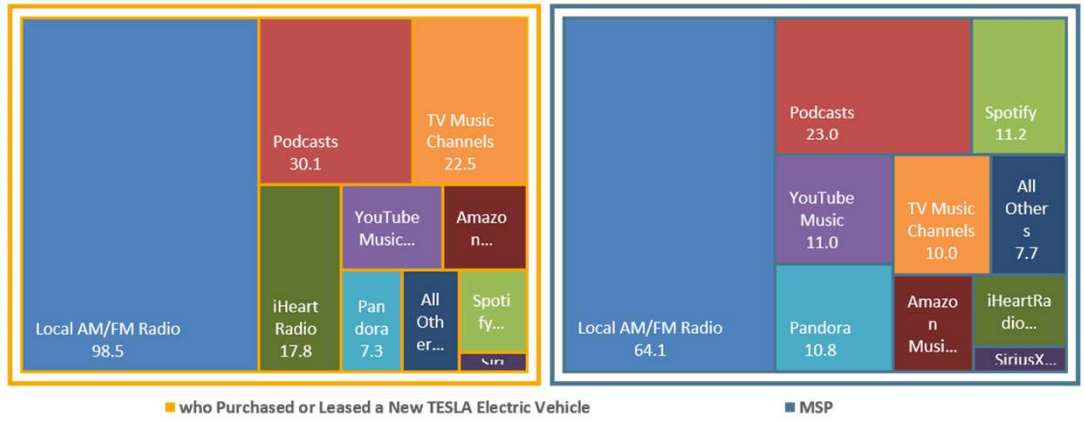
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week <u>Ad-Supported</u> Audio (Persons & % Reach): Adults 25 or older



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35

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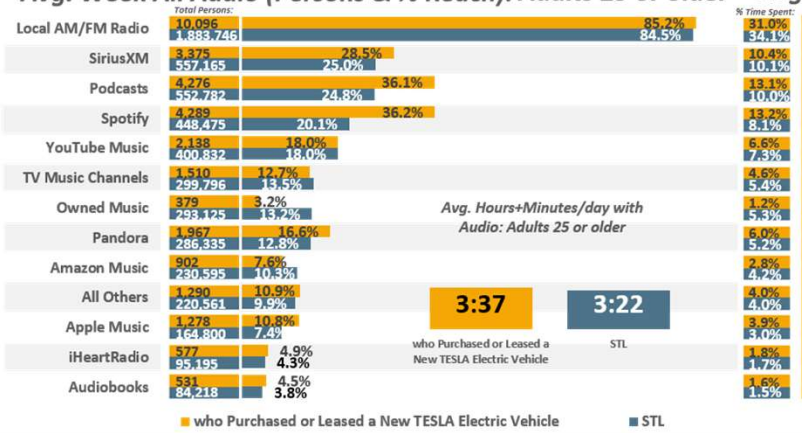
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Make of new vehicle (HHLD): TESLA

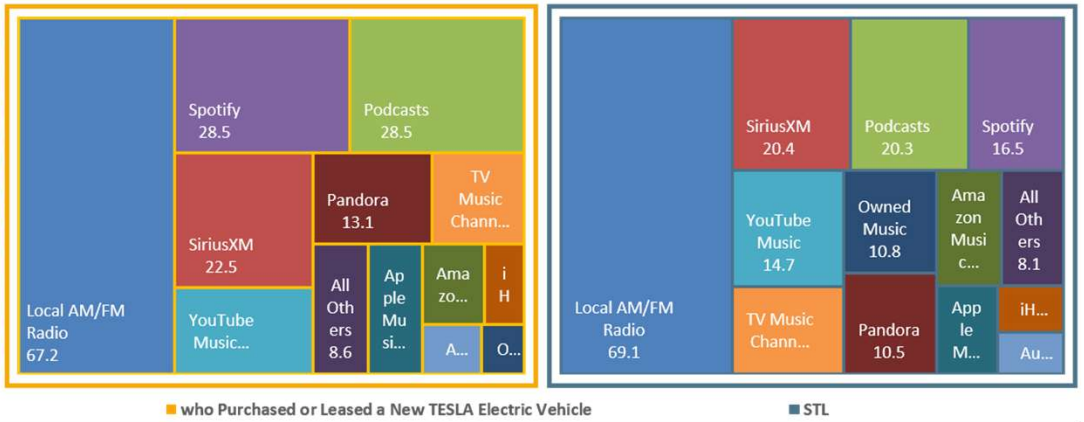


9,932 or 83.8% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio for an average of 58.2 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.

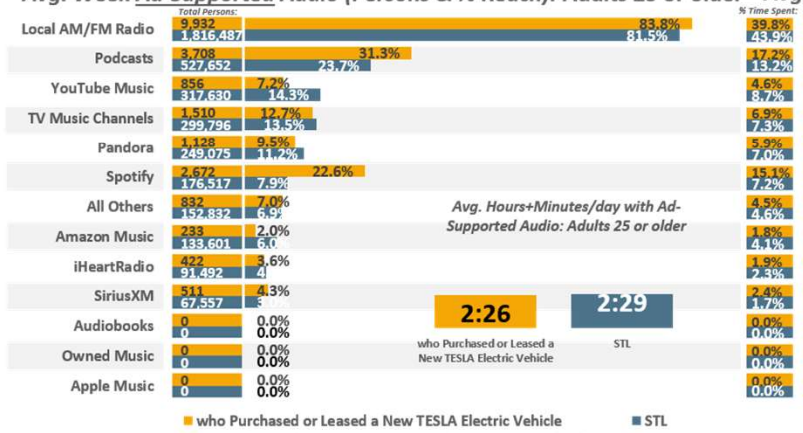
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



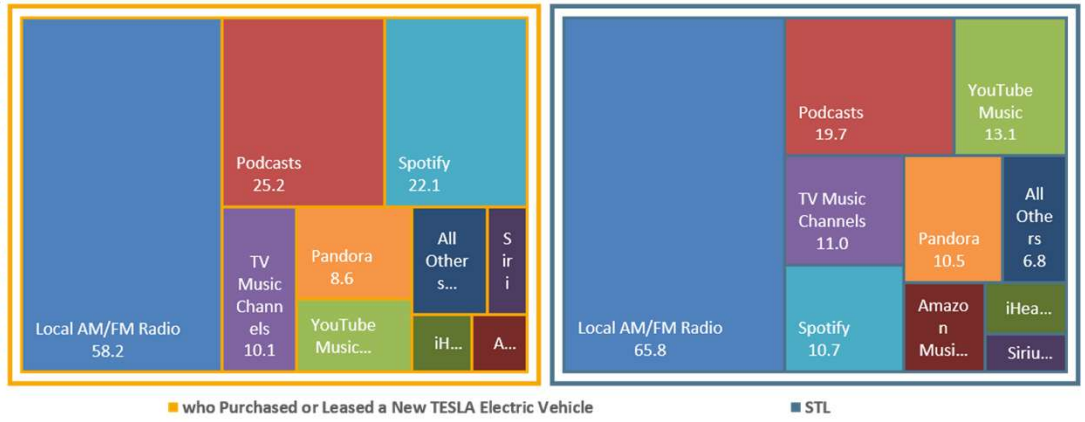
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 31

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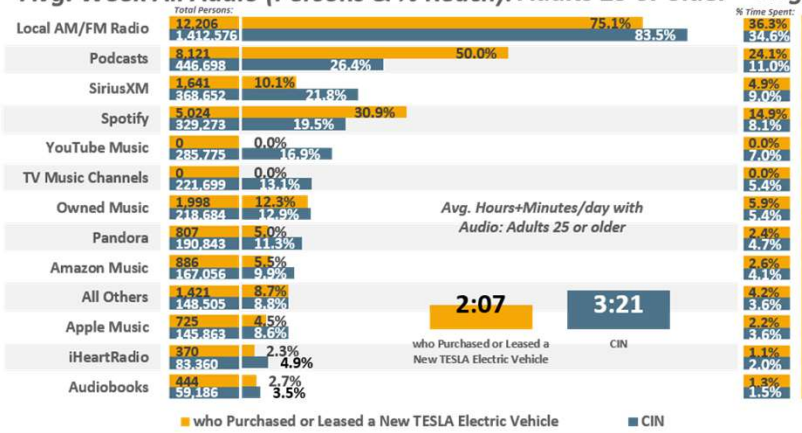
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Make of new vehicle (HHLD): TESLA

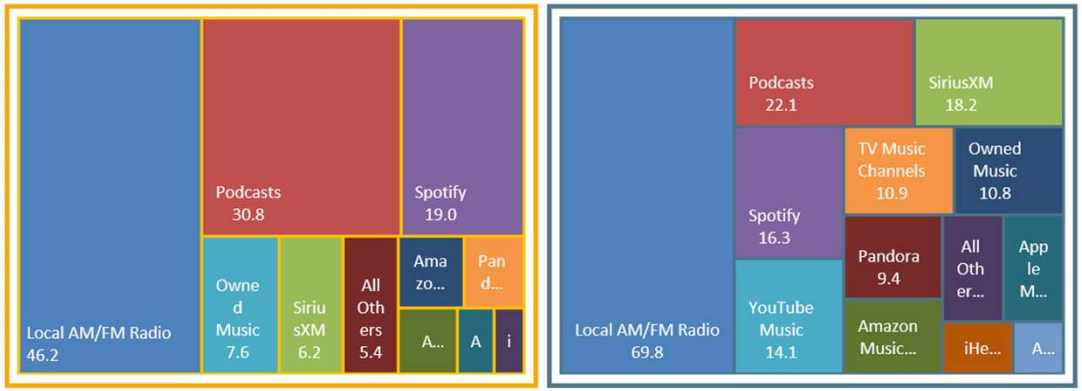


11,318 or 69.7% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio for an average of 41.4 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.

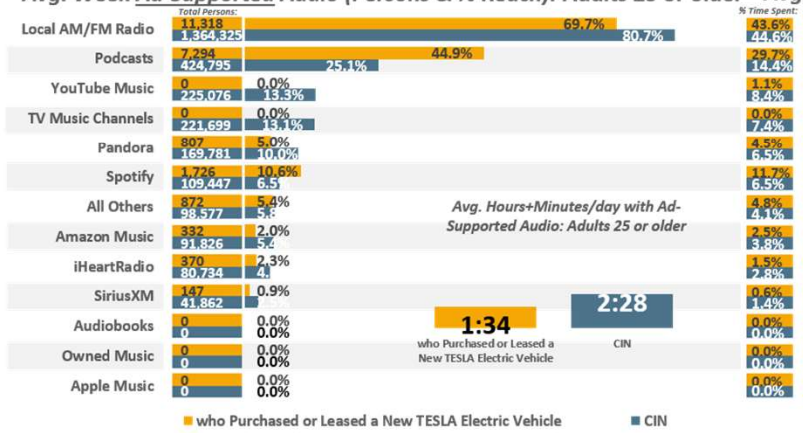
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



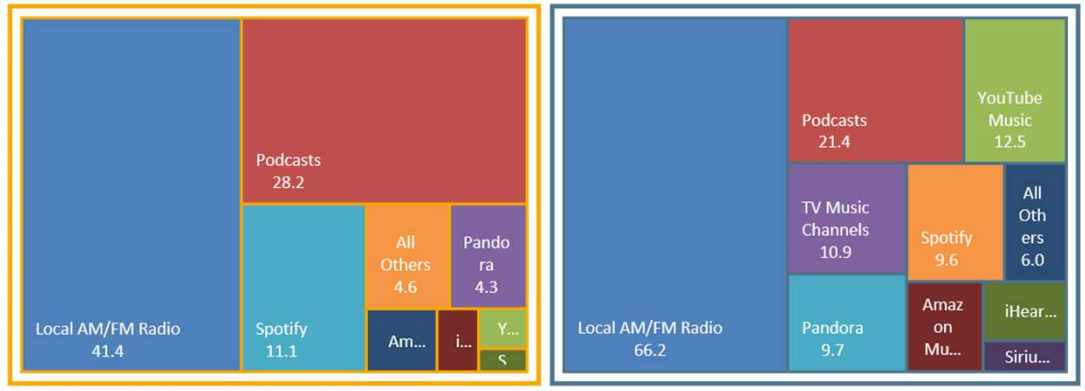
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35

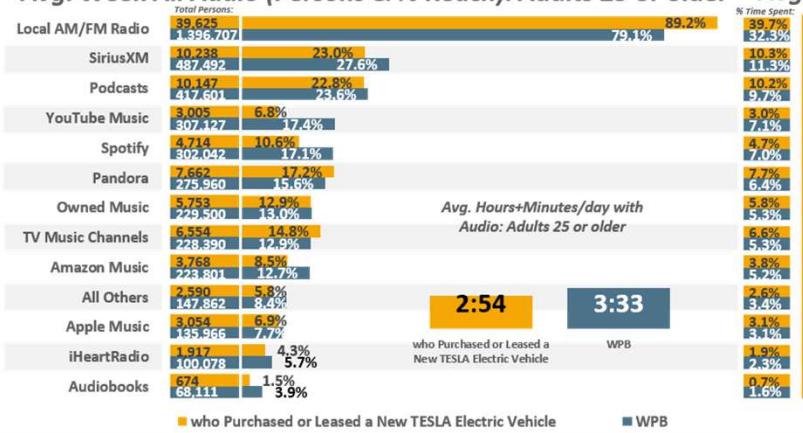
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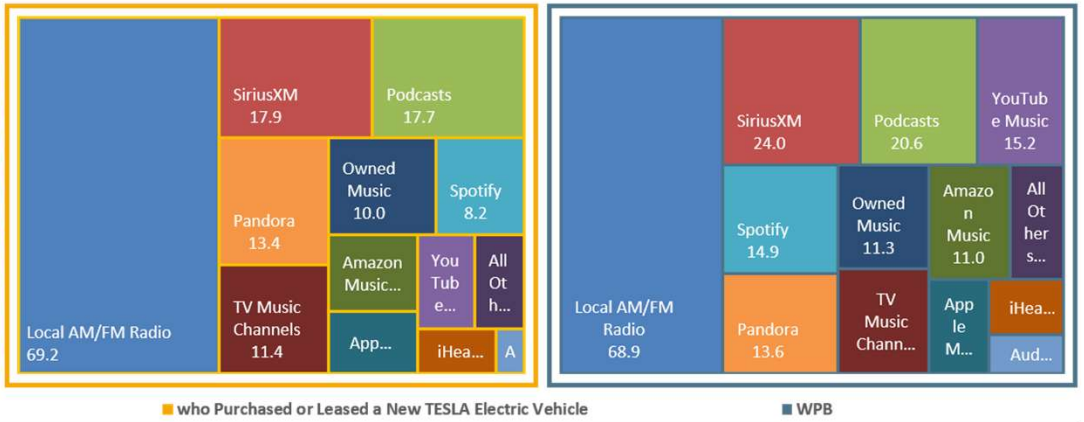
Make of new vehicle (HHLD): TESLA

38,887 or 87.5% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio for an average of 65.6 minutes every day representing 50.9% of all time spent daily with Ad-Supported Audio.

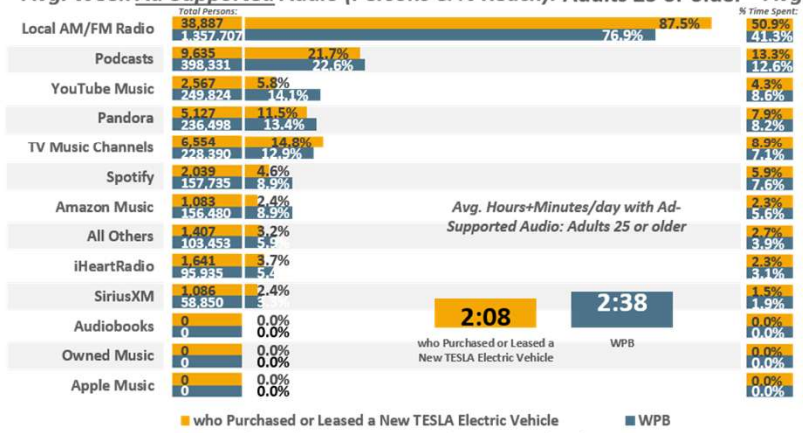
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



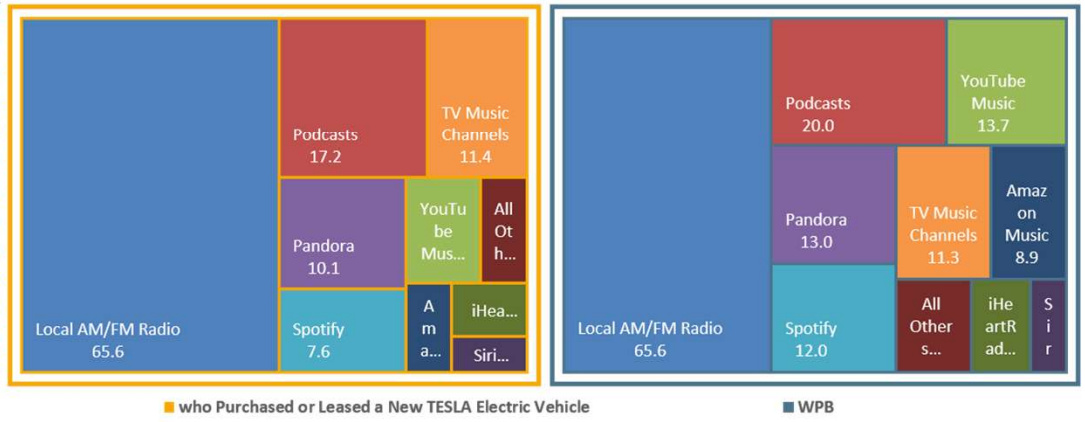
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 115

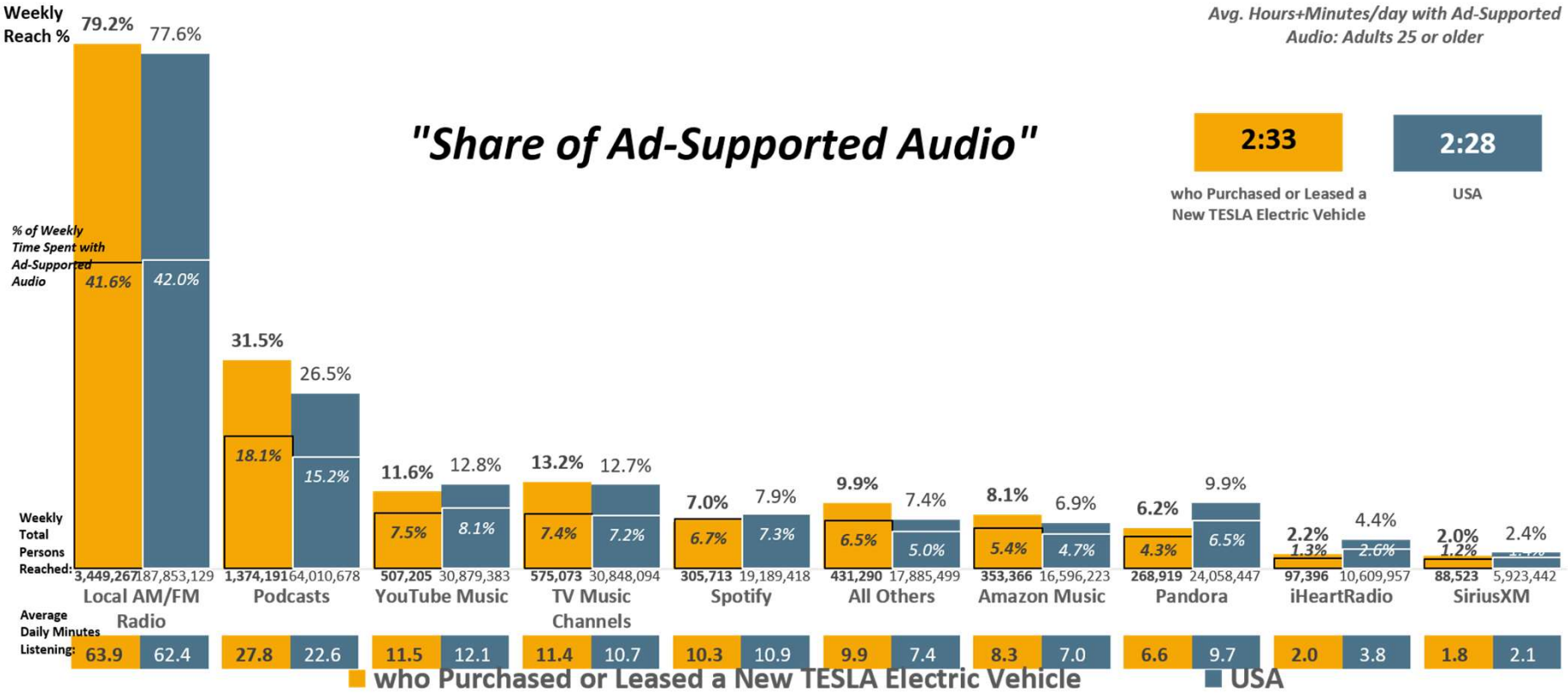
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Make of new vehicle (HHLD): TESLA



3,449,267 or 79.2% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

Scarborough R2 2025-26: Feb24-Jul26 USA Projection

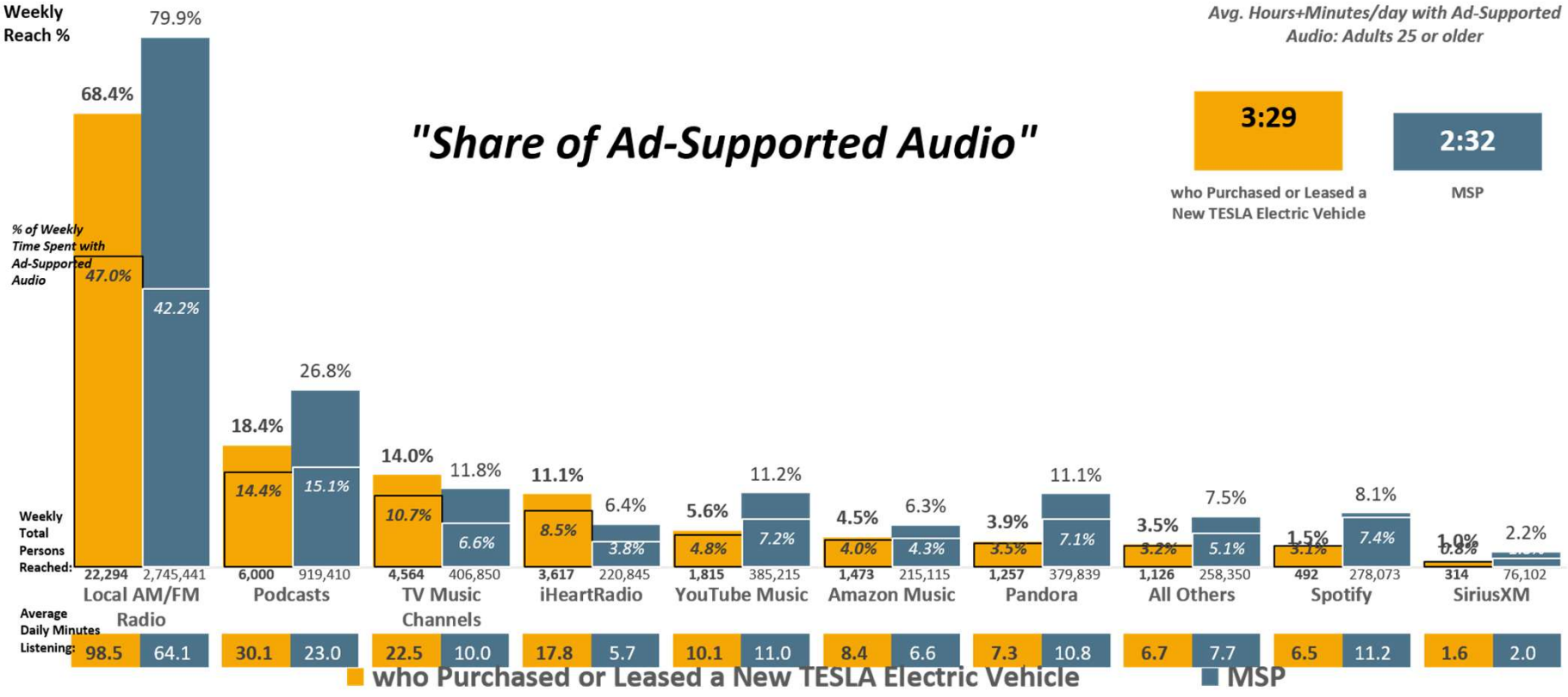
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Make of new vehicle (HHLD): TESLA



22,294 or 68.4% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio for an average of 98.5 minutes every day representing 47.7% of all time spent daily with Ad-Supported Audio.



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,687

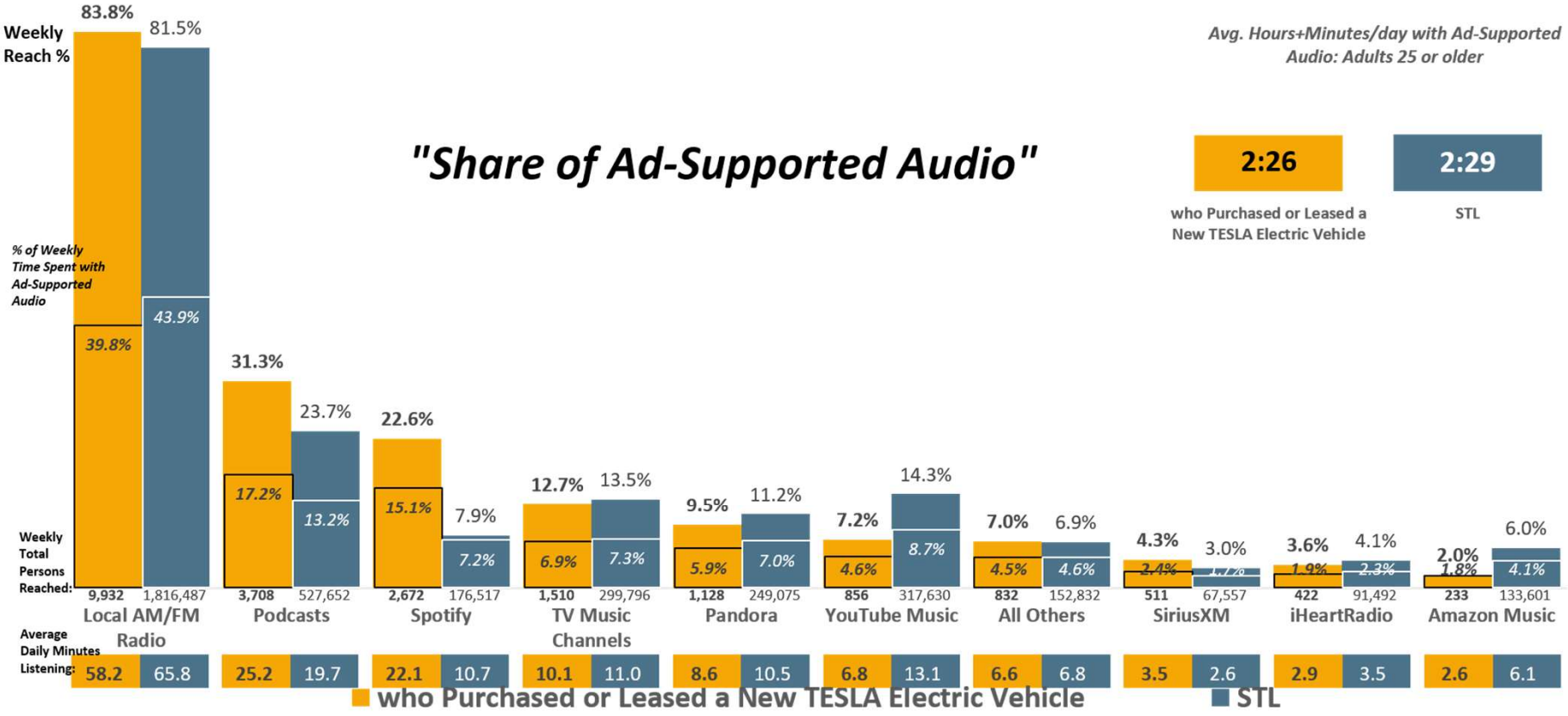
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Make of new vehicle (HHLD): TESLA



9,932 or 83.8% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio for an average of 58.2 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 31 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,701

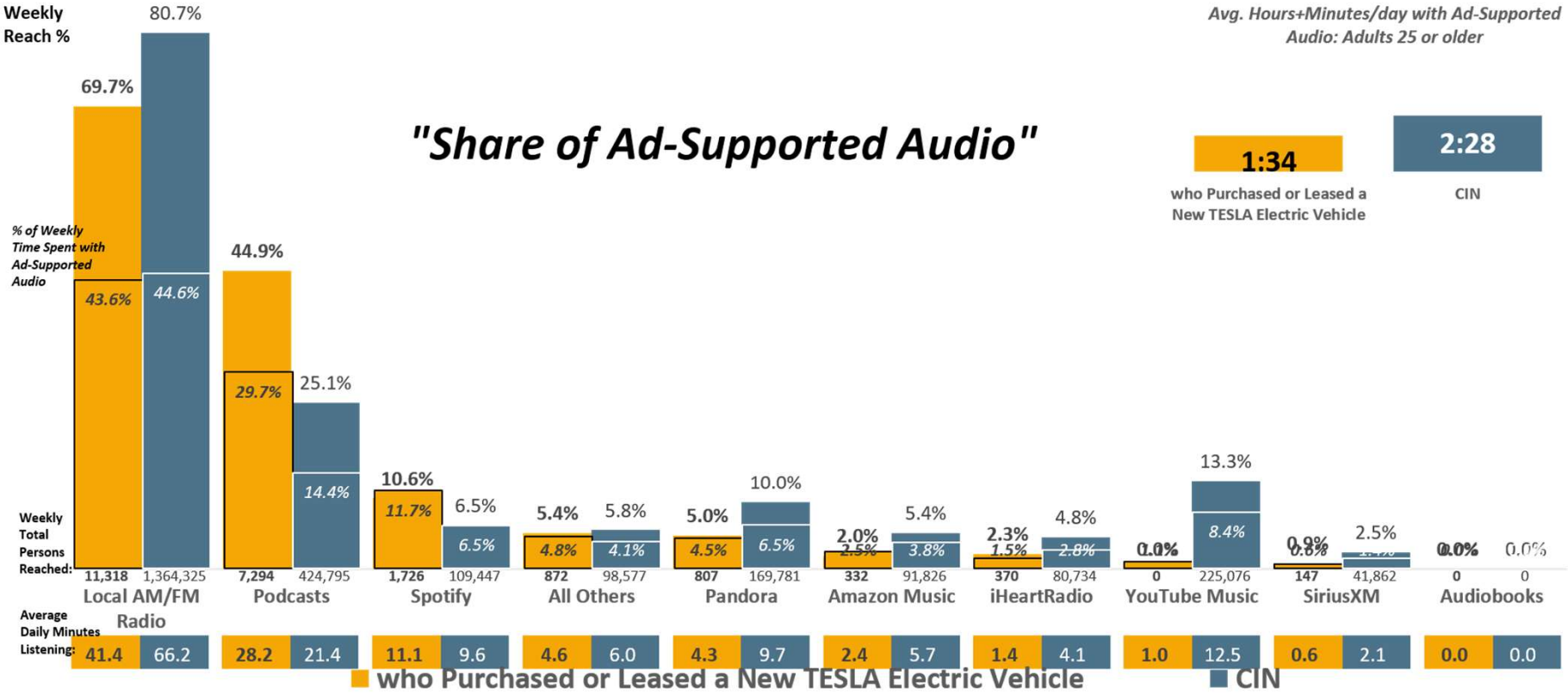
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Make of new vehicle (HHLD): TESLA



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CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35 CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,573

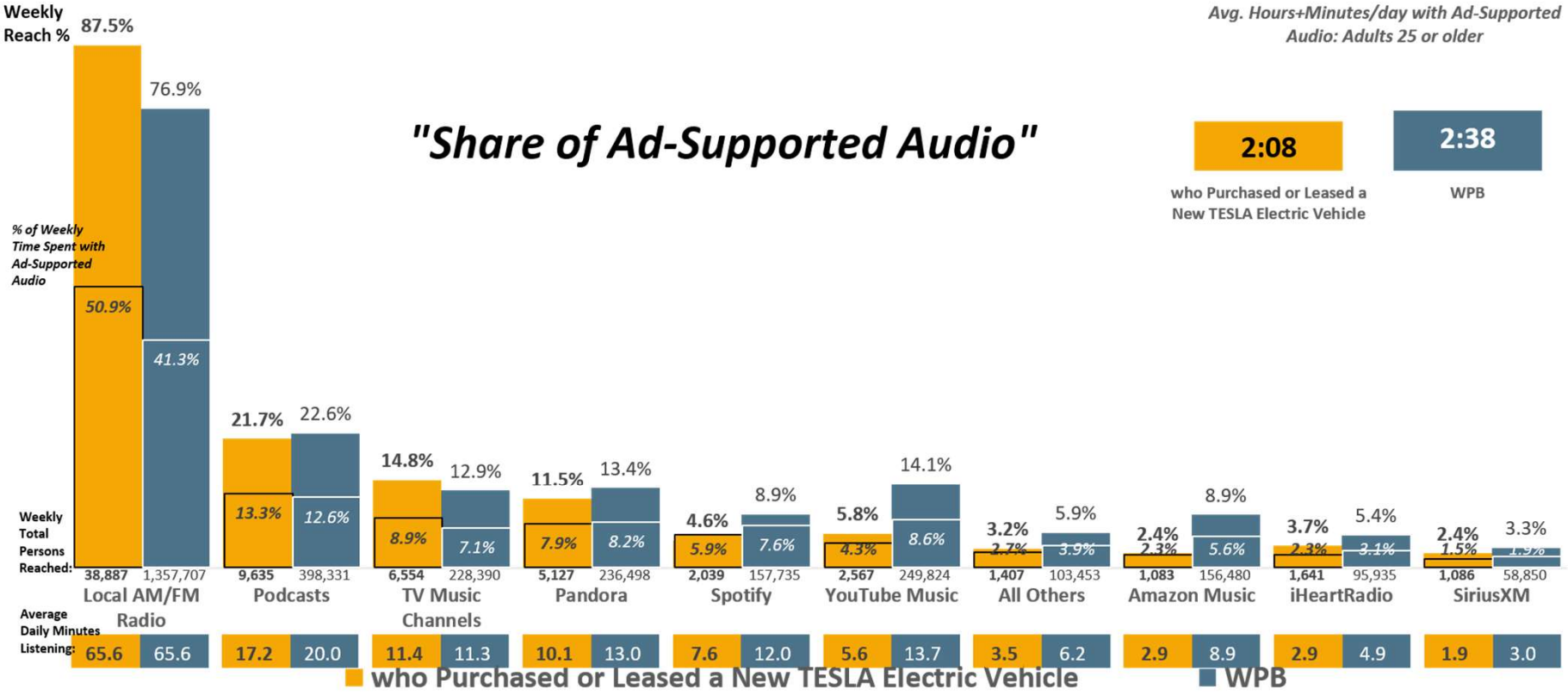
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Make of new vehicle (HHLD): TESLA



38,887 or 87.5% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio for an average of 65.6 minutes every day representing 50.9% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 115 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,823

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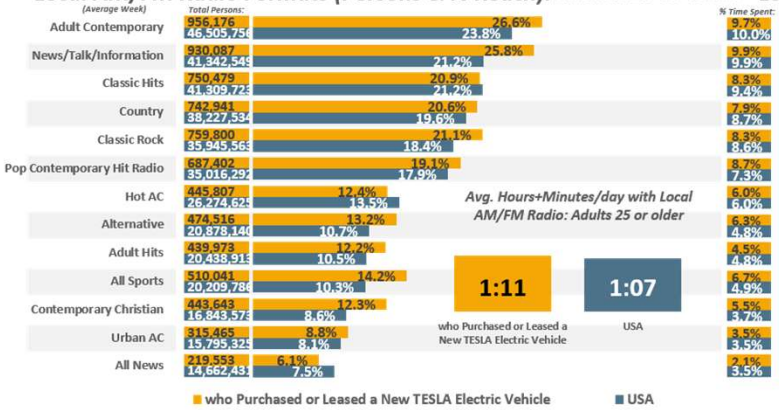
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Make of new vehicle (HHLD): TESLA

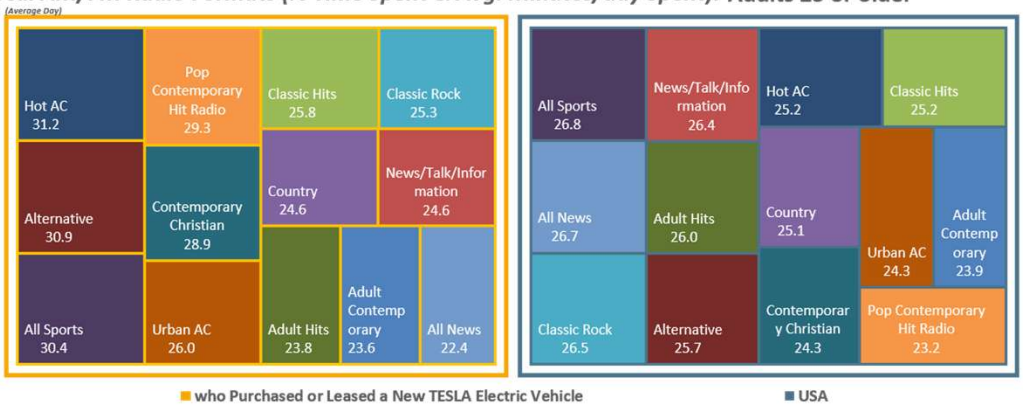


3,449,267 or 79.2% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Country, and Pop Contemporary Hit Radio.

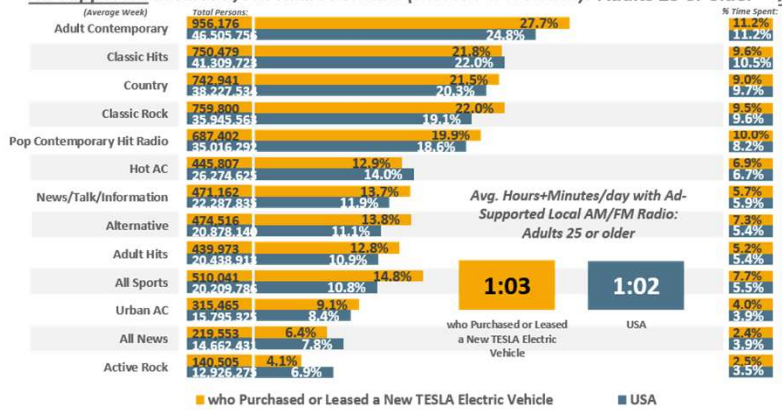
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



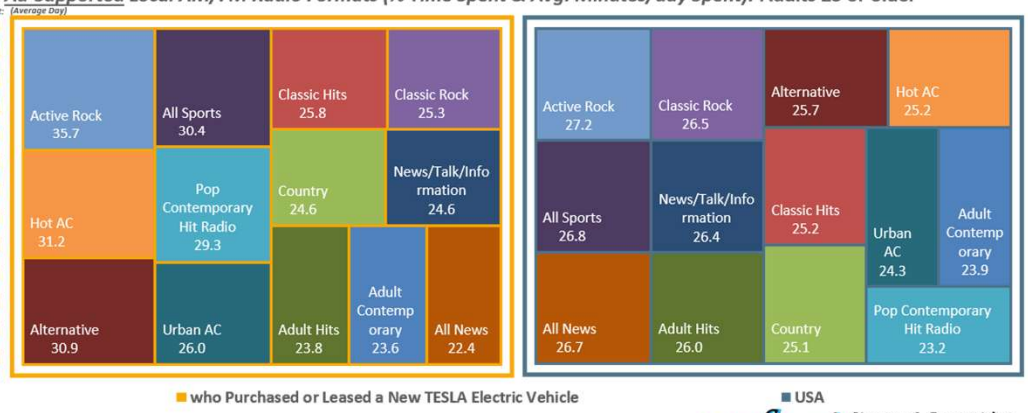
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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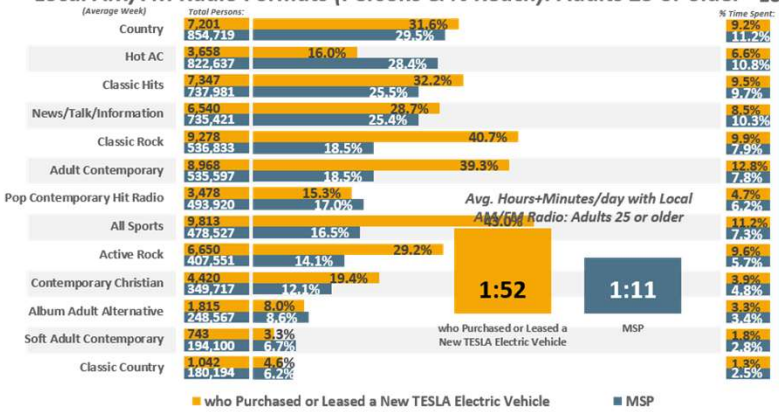
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Make of new vehicle (HHLD): TESLA

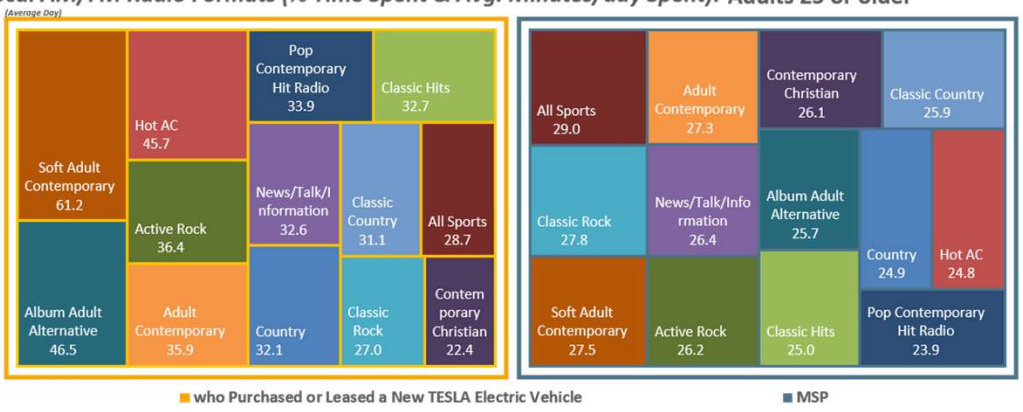


22,294 or 68.4% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, Classic Rock, Adult Contemporary, Classic Hits, and Country.

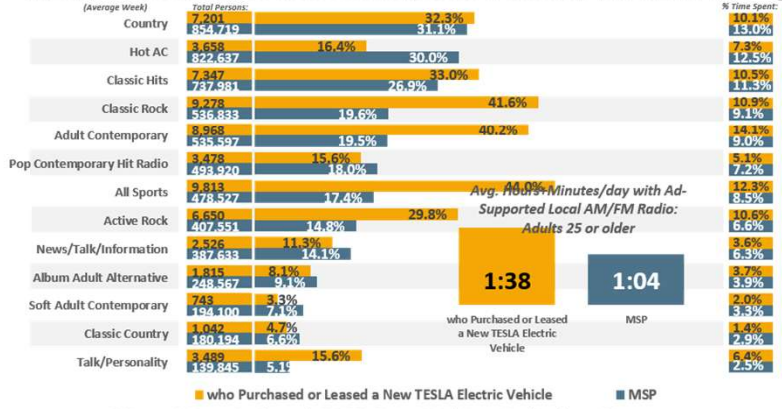
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



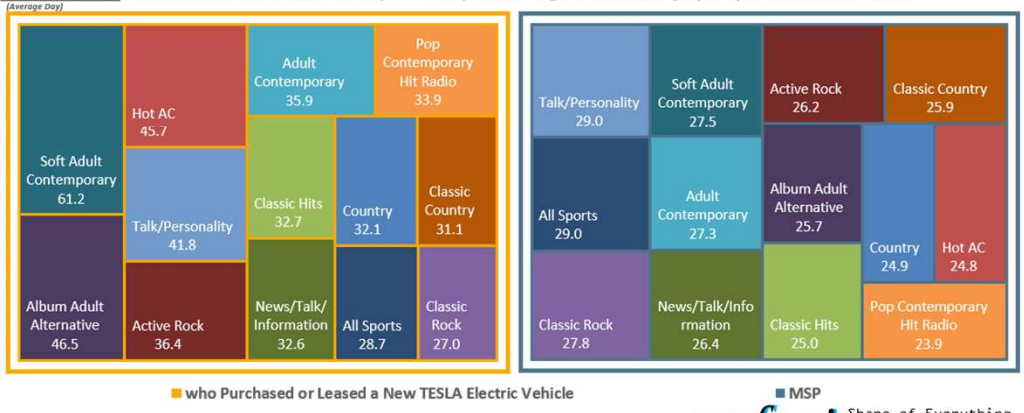
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



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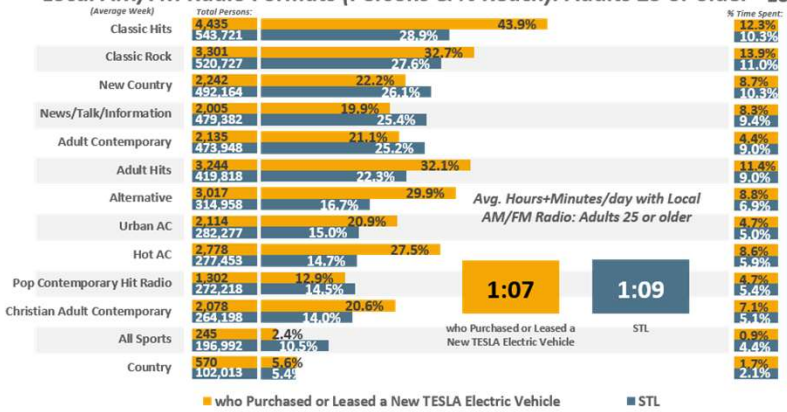
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Make of new vehicle (HHLD): TESLA

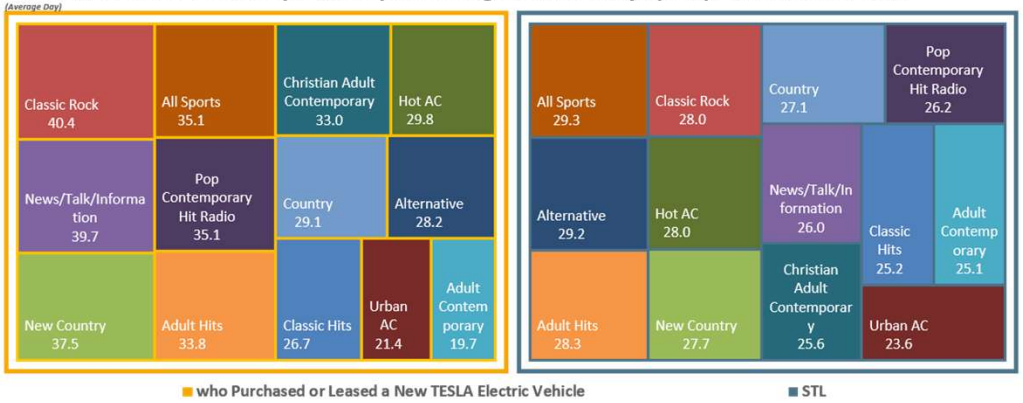


9,932 or 83.8% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, Adult Hits, Alternative, and Hot AC.

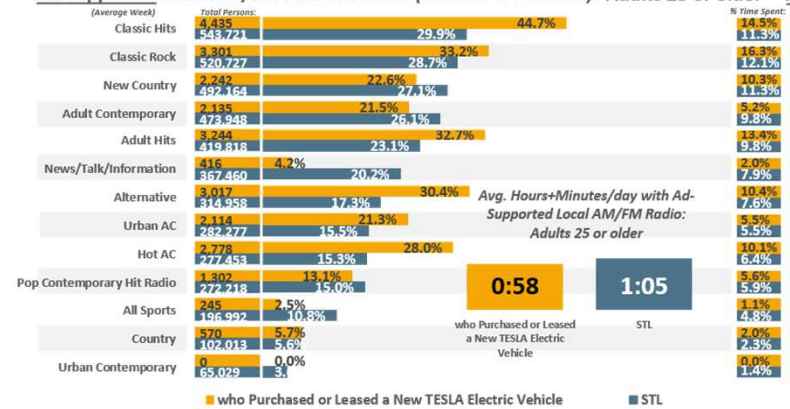
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



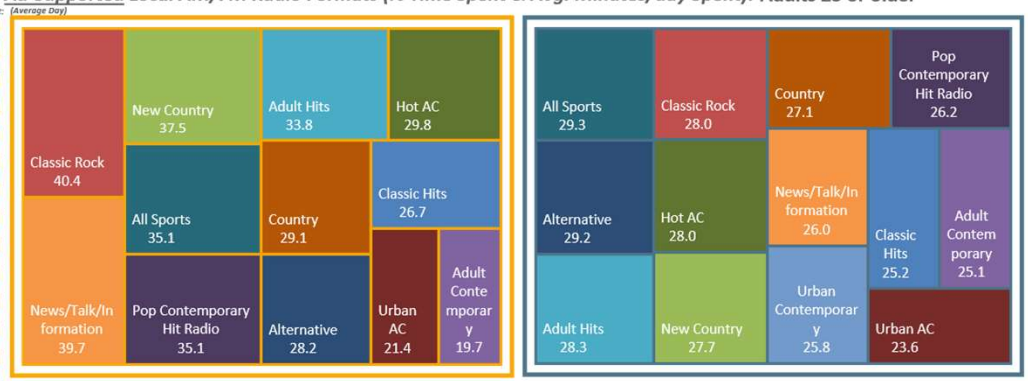
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



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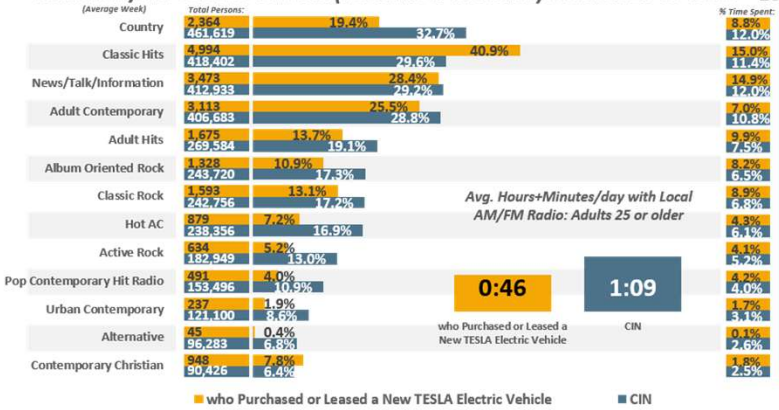
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Make of new vehicle (HHLD): TESLA

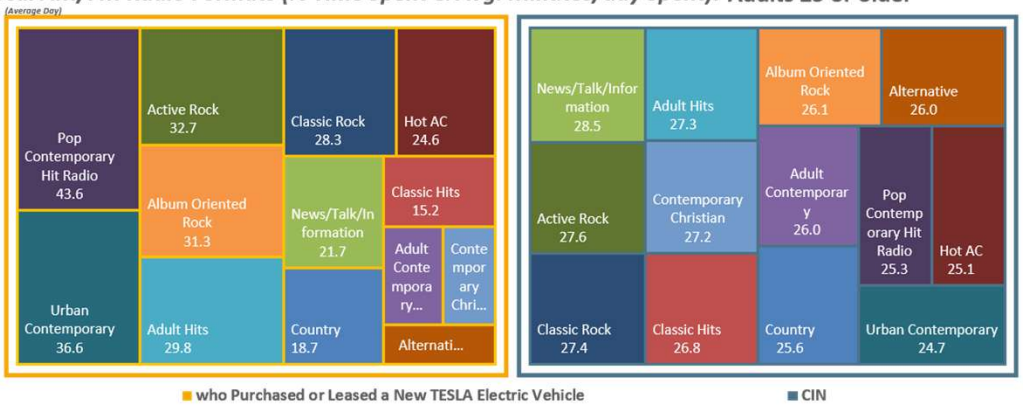


11,318 or 69.7% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, News/Talk/Information, and Adult Hits.

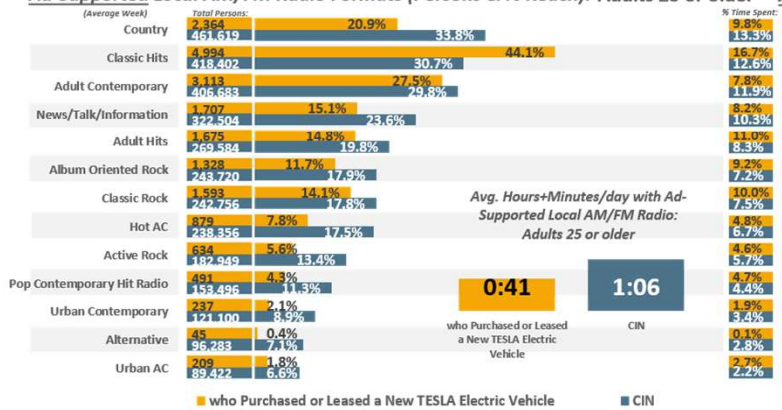
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



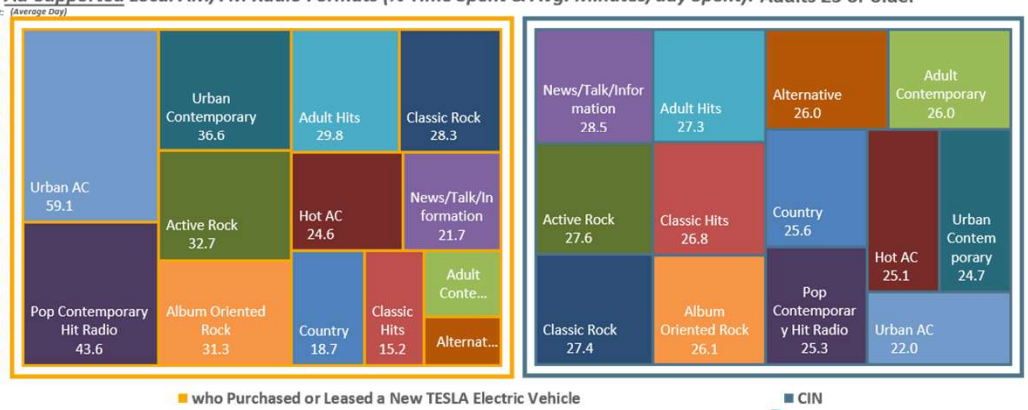
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



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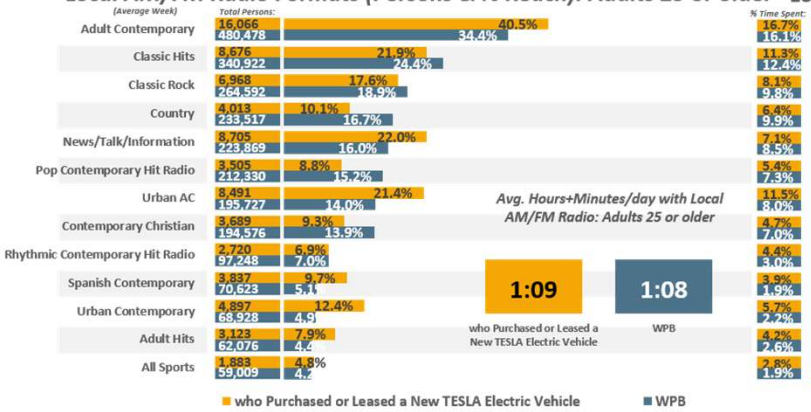
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Make of new vehicle (HHLD): TESLA

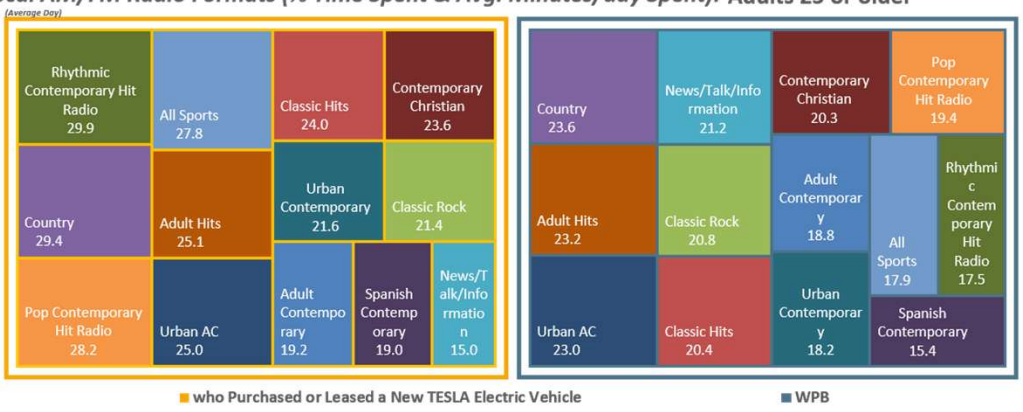


38,887 or 87.5% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Urban AC, Classic Rock, and News/Talk/Information.

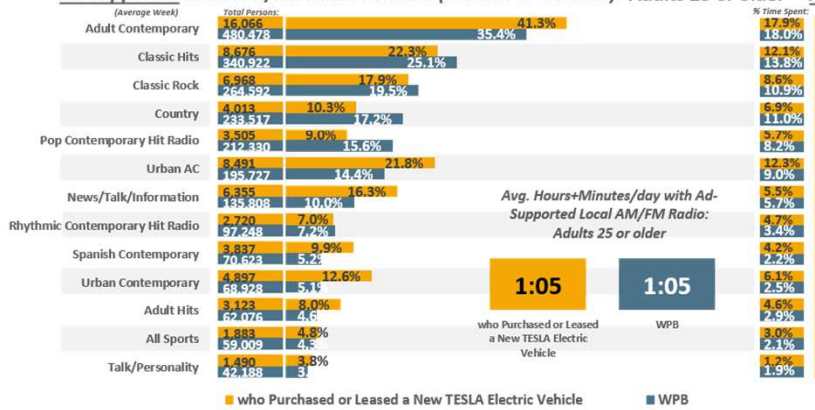
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



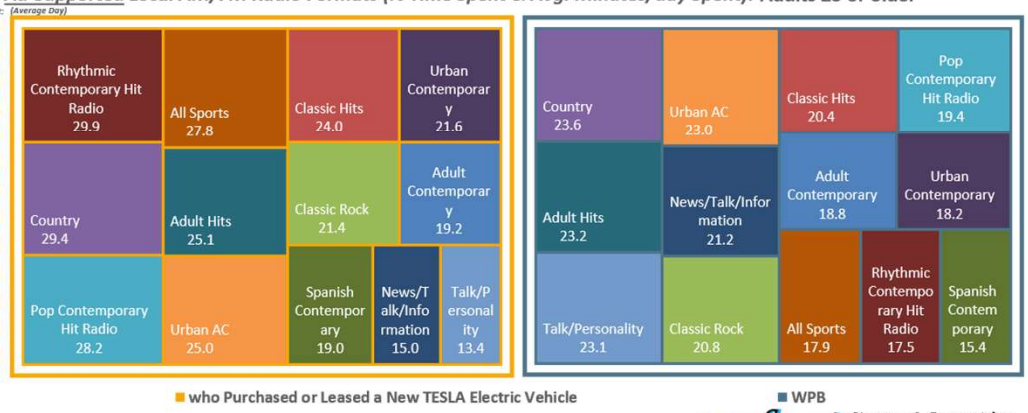
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WPB DMA Scarborough R2 2025-26; Aug24-Jul26 Qual Intab 115

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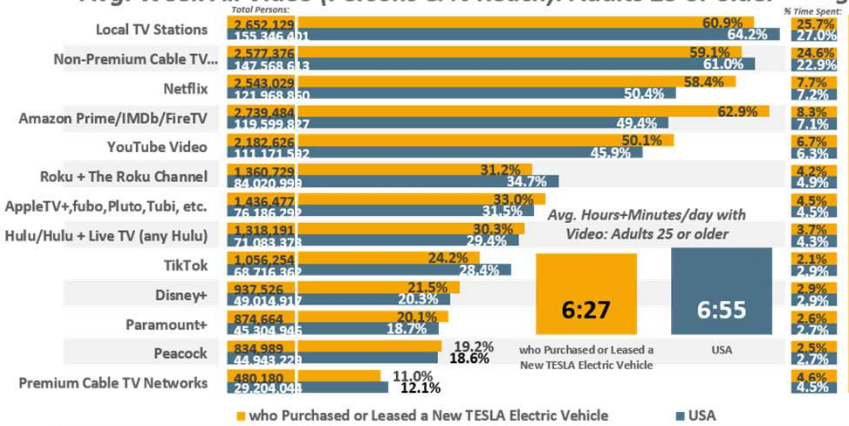
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Make of new vehicle (HHLD): TESLA

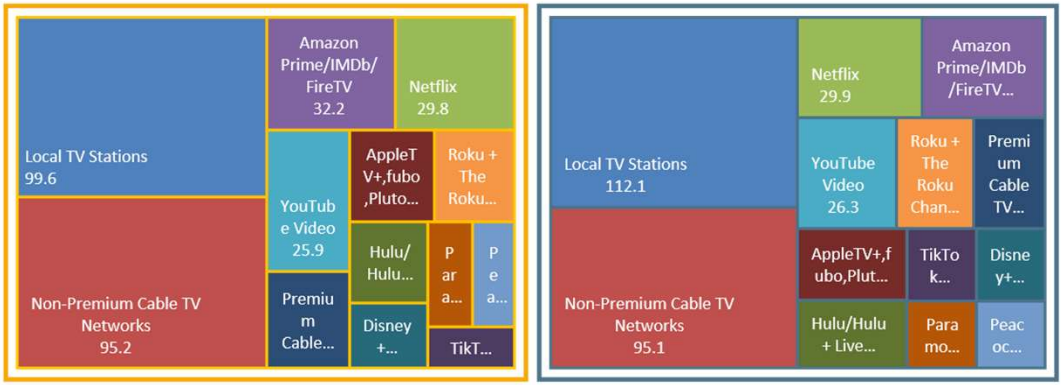


2,619,321 or 60.1% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations for an average of 95.2 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 or older

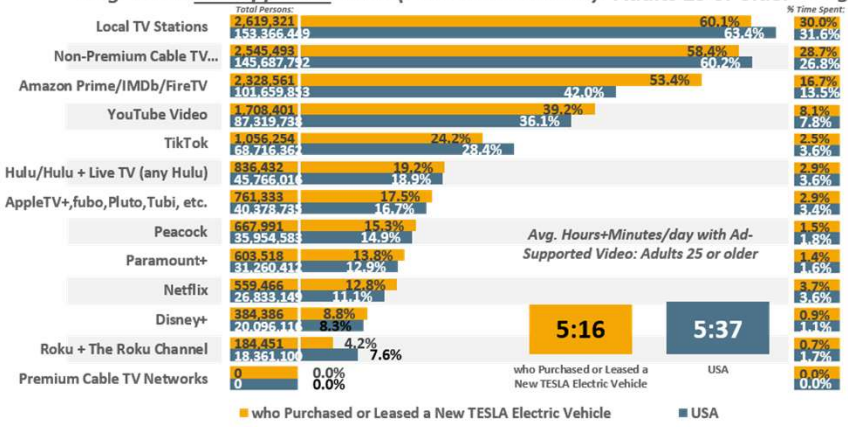


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

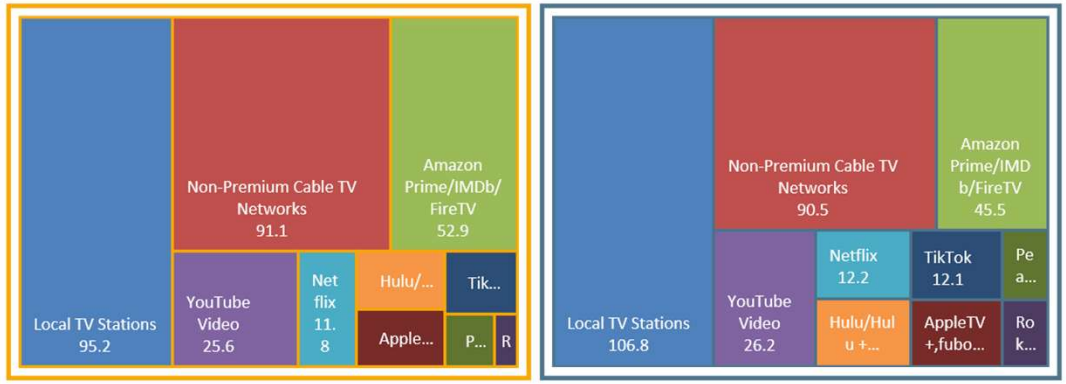


who Purchased or Leased a New TESLA Electric Vehicle ■ USA

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



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



who Purchased or Leased a New TESLA Electric Vehicle ■ USA

USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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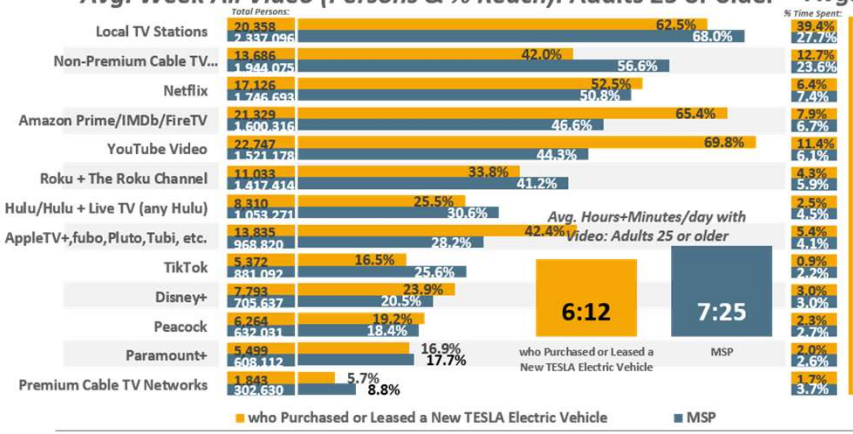
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Make of new vehicle (HHLD): TESLA

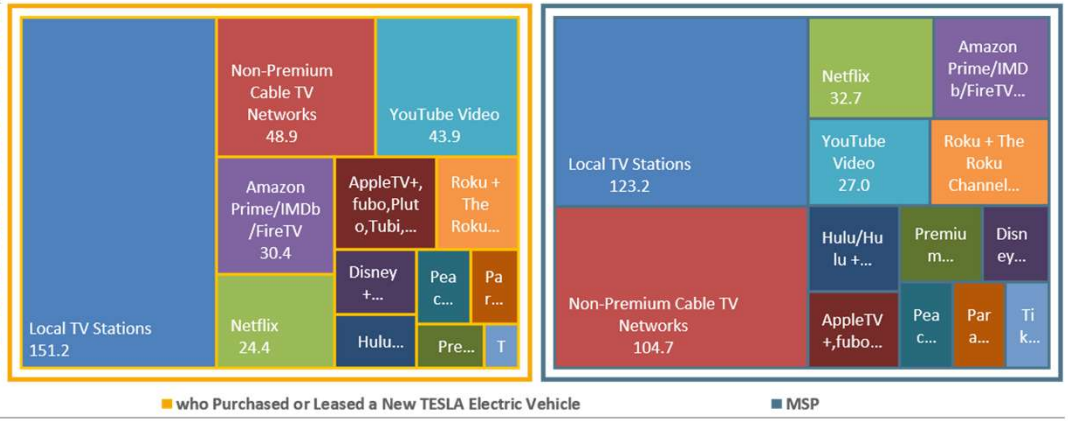


20,320 or 62.3% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations for an average of 144.6 minutes every day representing 46.% of all time spent daily with Ad-Supported Video.

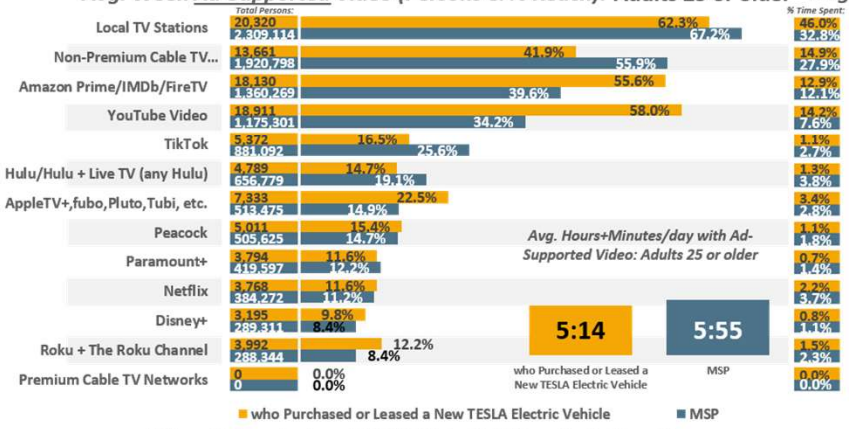
Avg. Week All Video (Persons & % Reach): Adults 25 or older



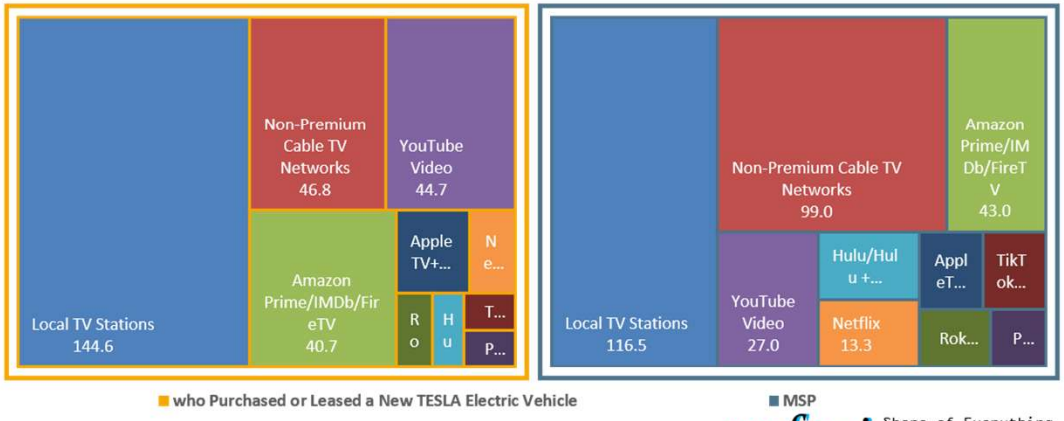
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



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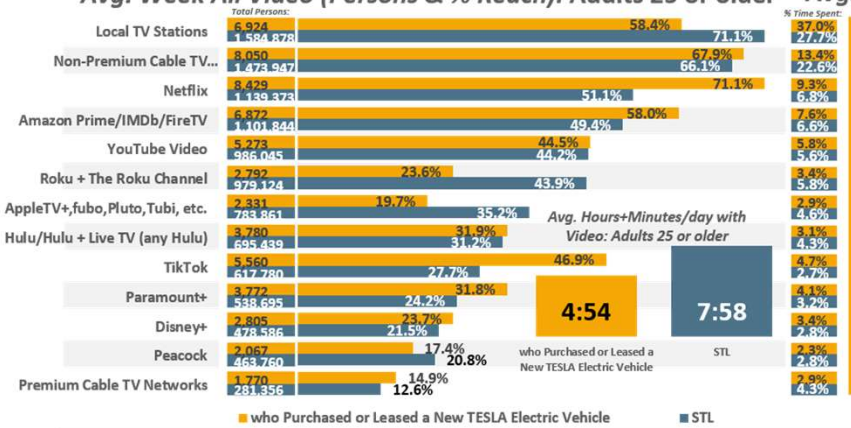
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Make of new vehicle (HHLD): TESLA

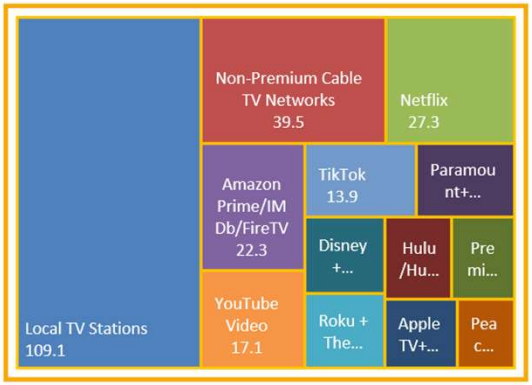


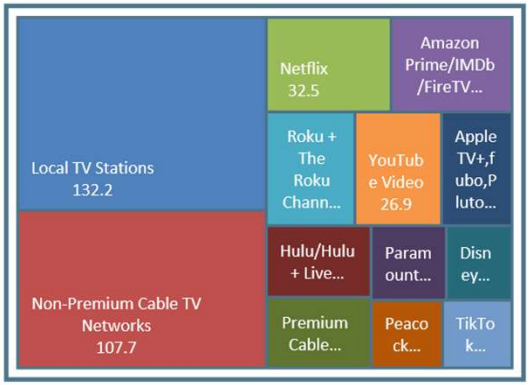
6,891 or 58.2% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations for an average of 109.2 minutes every day representing 46.3% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 or older

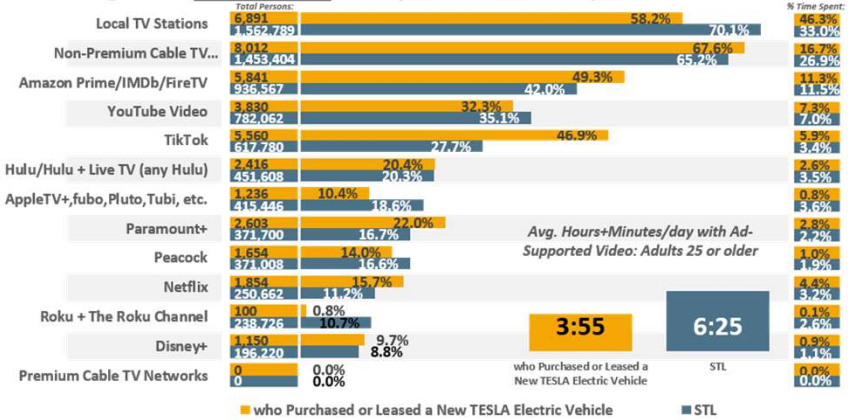


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

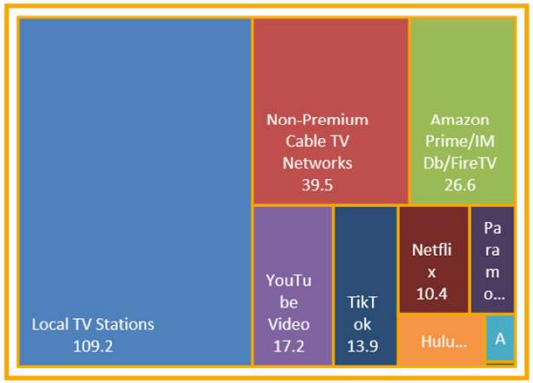


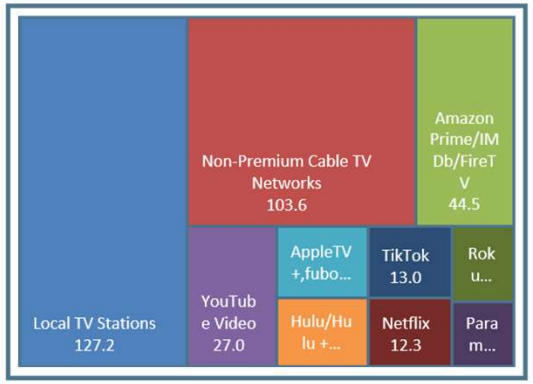


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



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





STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 31

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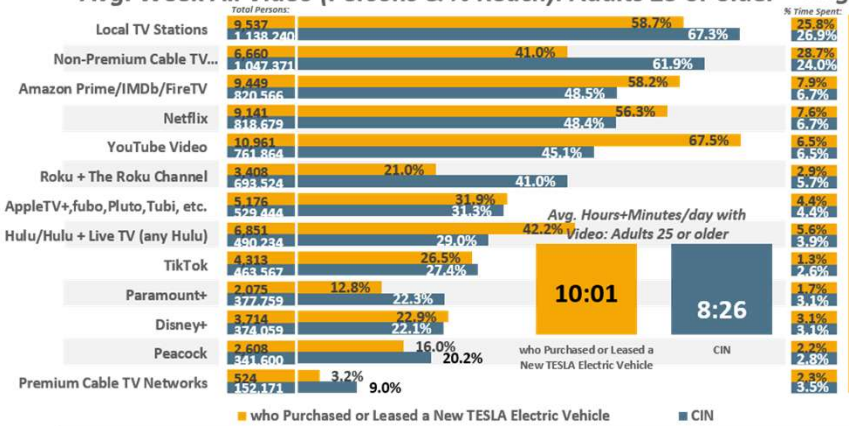
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Make of new vehicle (HHLD): TESLA

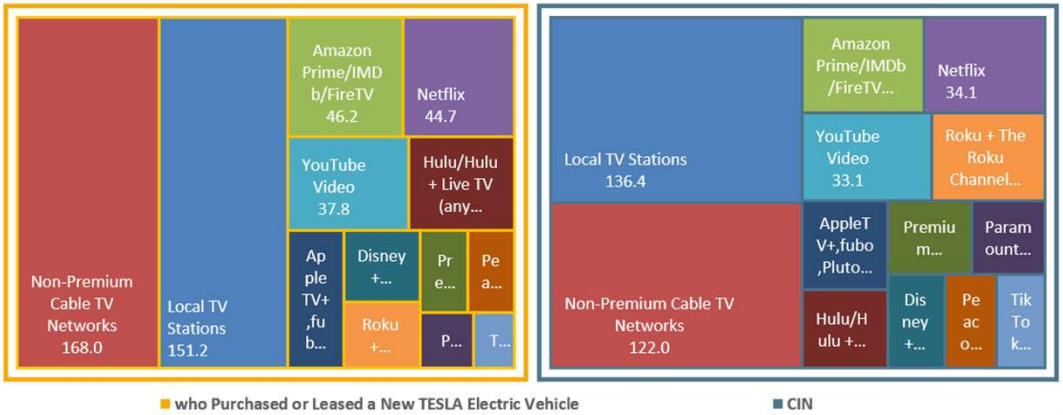


9,455 or 58.2% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations for an average of 145.9 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

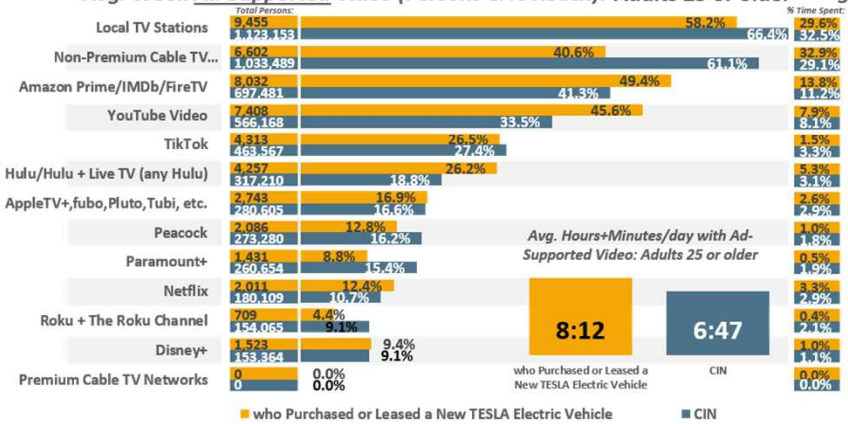
Avg. Week All Video (Persons & % Reach): Adults 25 or older



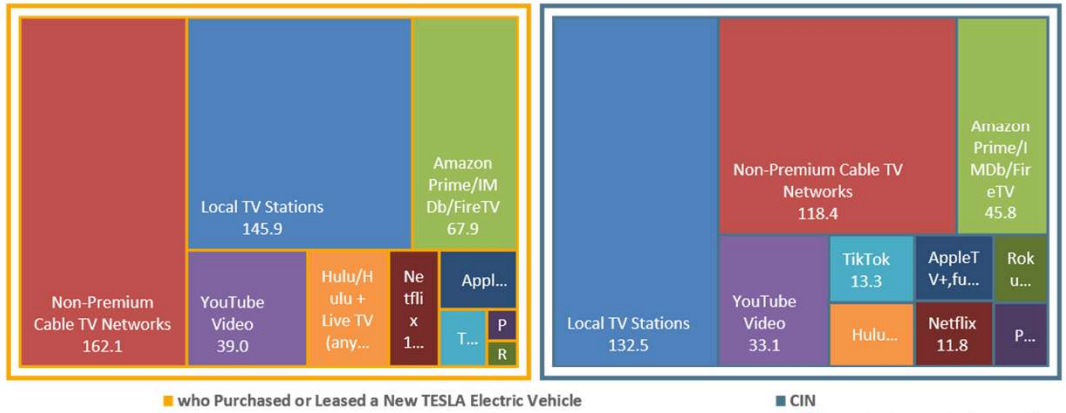
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



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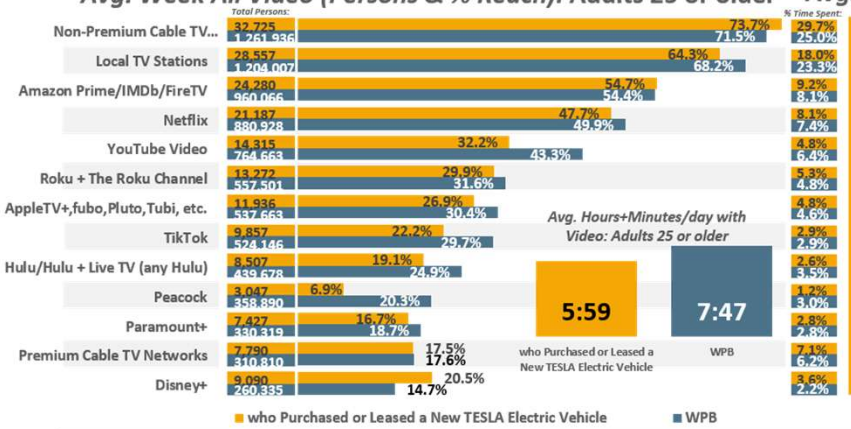
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Make of new vehicle (HHLD): TESLA

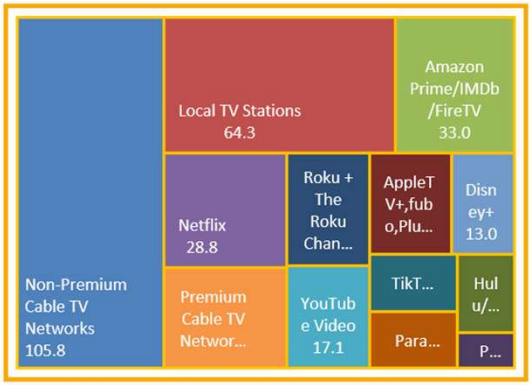


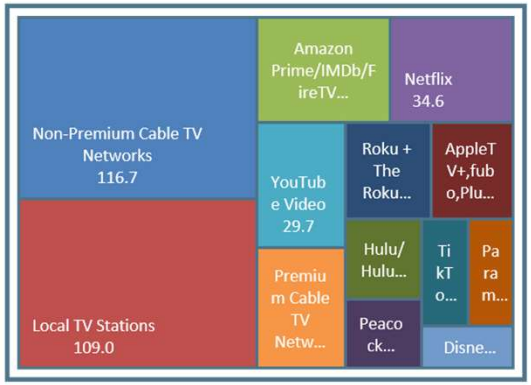
28,410 or 63.9% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations for an average of 62.7 minutes every day representing 21.8% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 or older



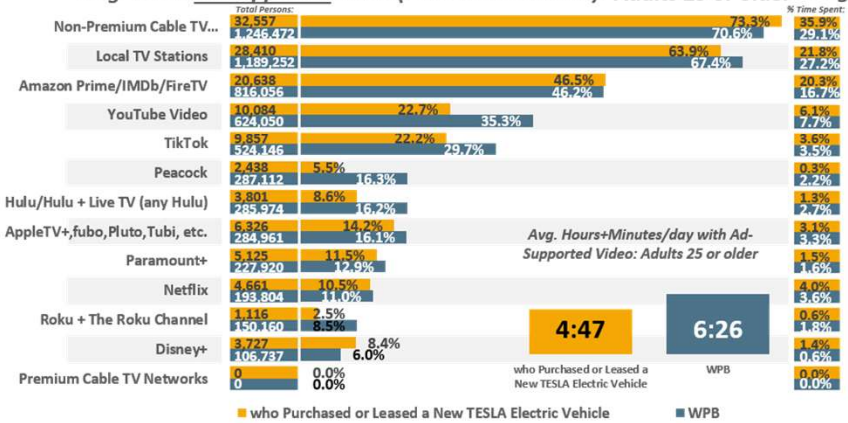
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



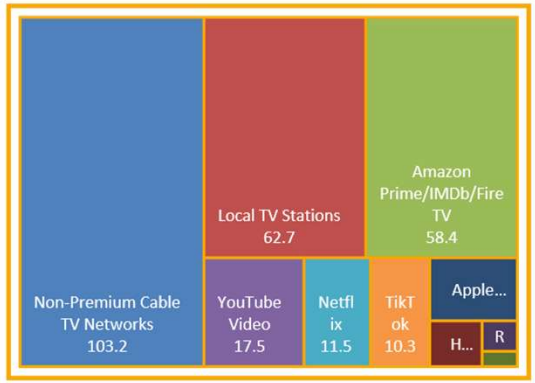


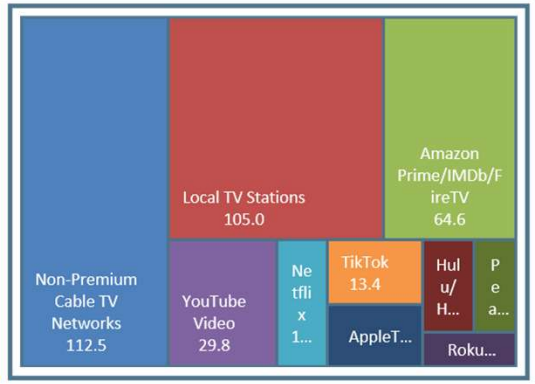
who Purchased or Leased a New TESLA Electric Vehicle ■ WPB

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



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





who Purchased or Leased a New TESLA Electric Vehicle ■ WPB

WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 115

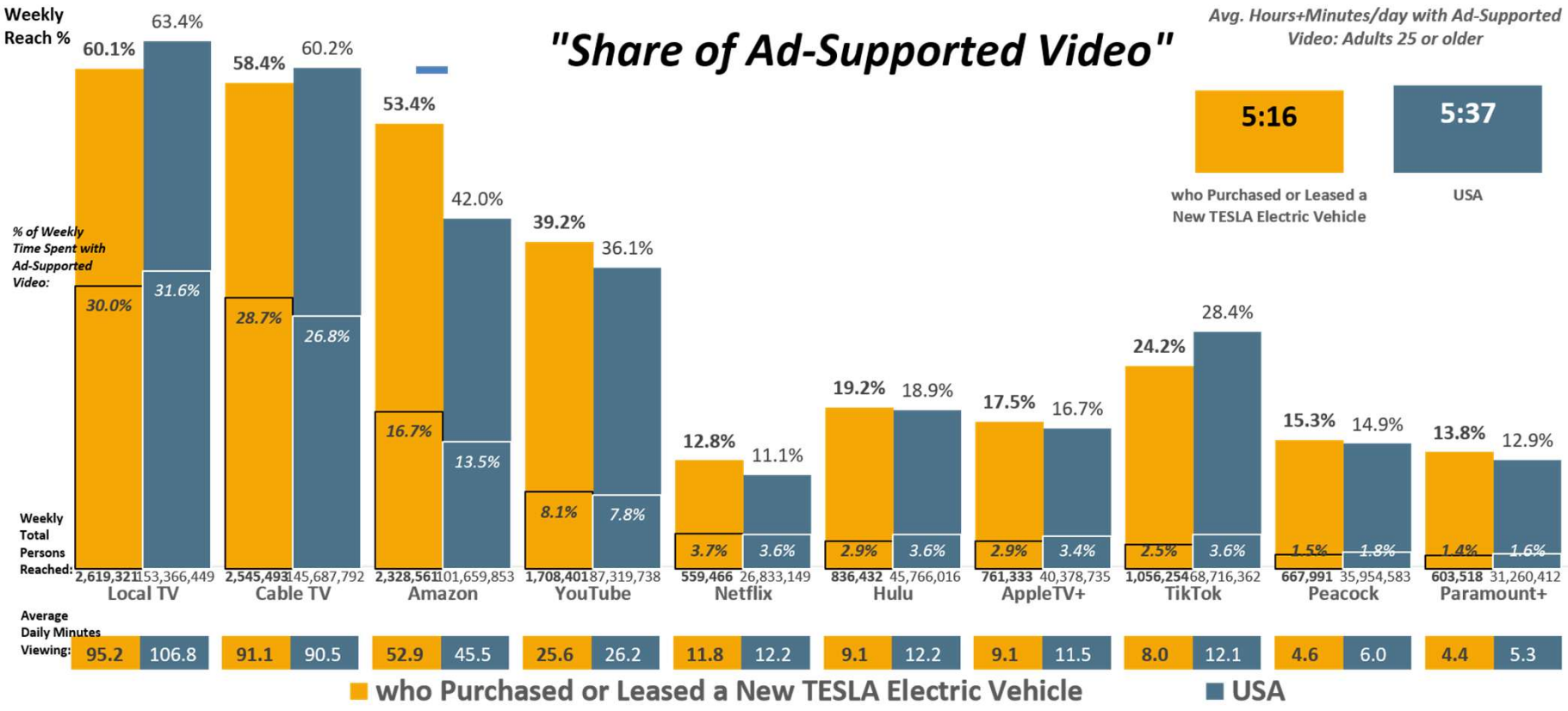
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Make of new vehicle (HHLD): TESLA



2,619,321 or 60.1% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations for an average of 95.2 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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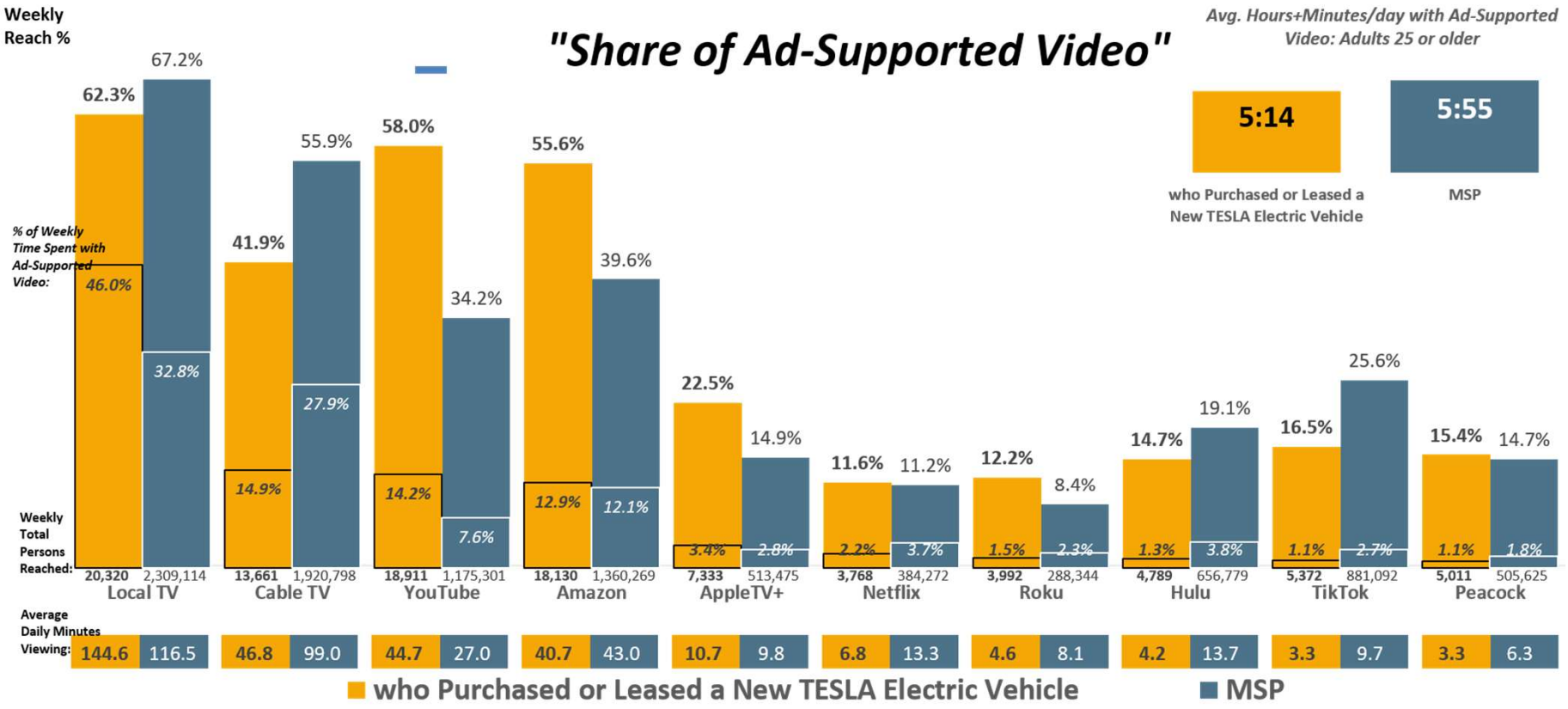
Scarborough R2 2025-26: Feb24-Jul26 USA Projection

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Make of new vehicle (HHLD): TESLA



20,320 or 62.3% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations for an average of 144.6 minutes every day representing 46.% of all time spent daily with Ad-Supported Video.



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,687

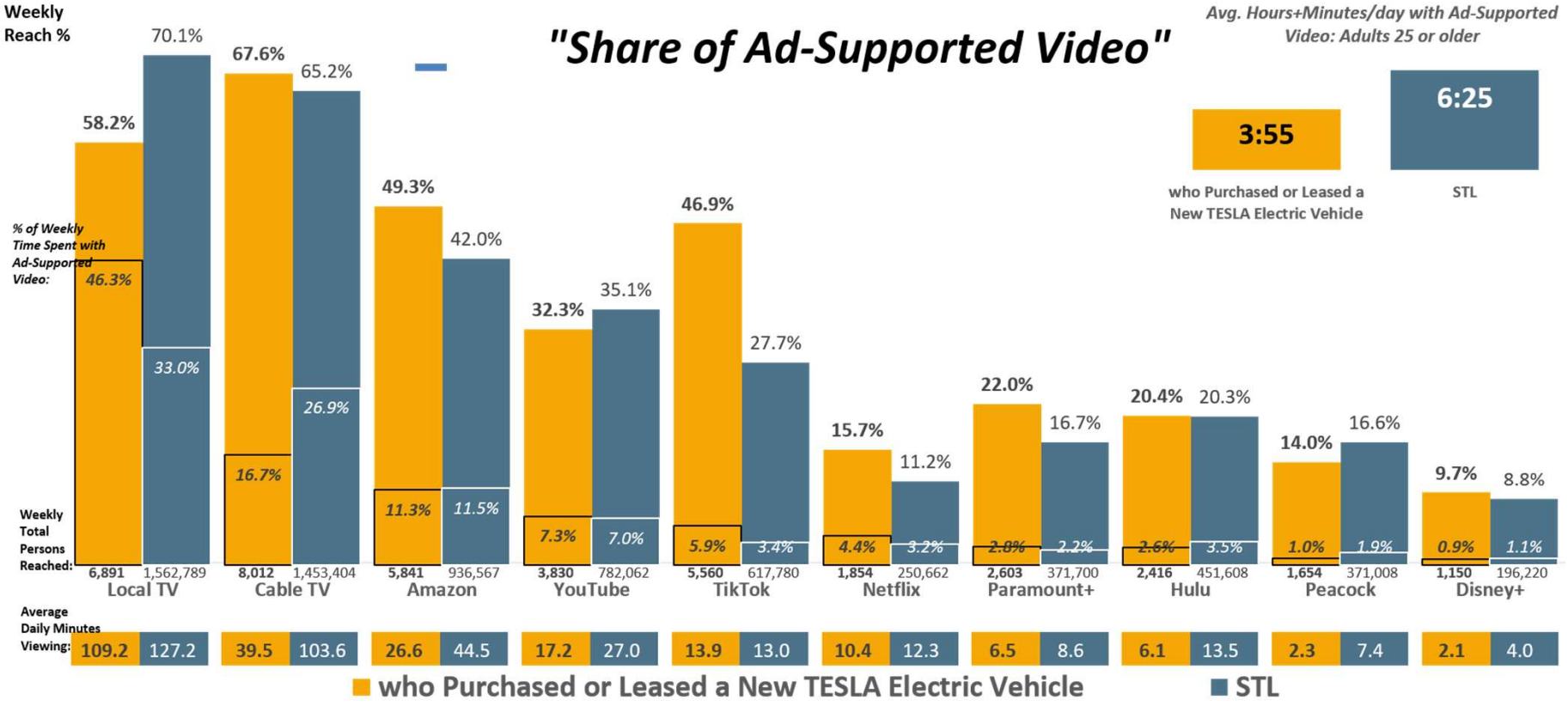
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Make of new vehicle (HHLD): TESLA



6,891 or 58.2% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations for an average of 109.2 minutes every day representing 46.3% of all time spent daily with Ad-Supported Video.



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 31 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,701

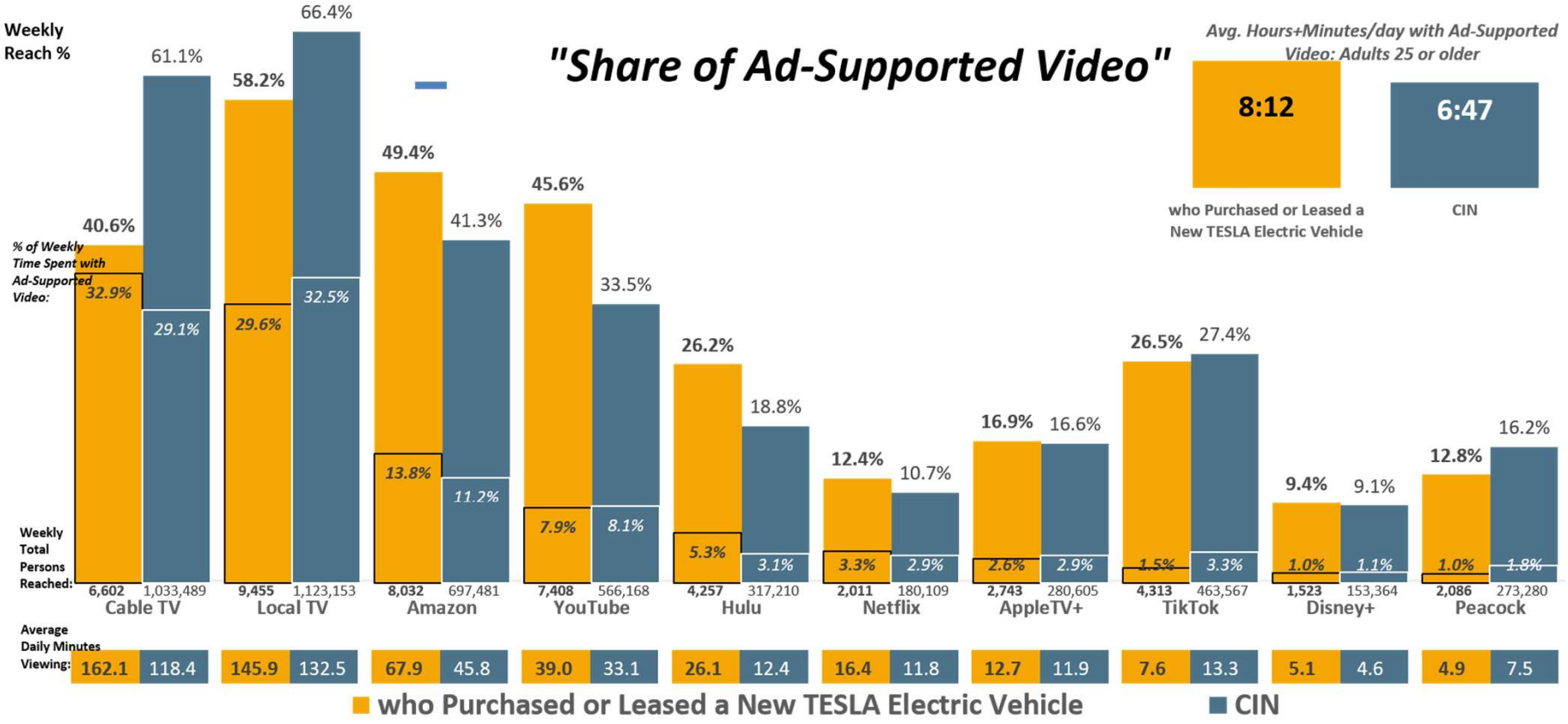
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Make of new vehicle (HHLD): TESLA



9,455 or 58.2% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations for an average of 145.9 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35 CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,573

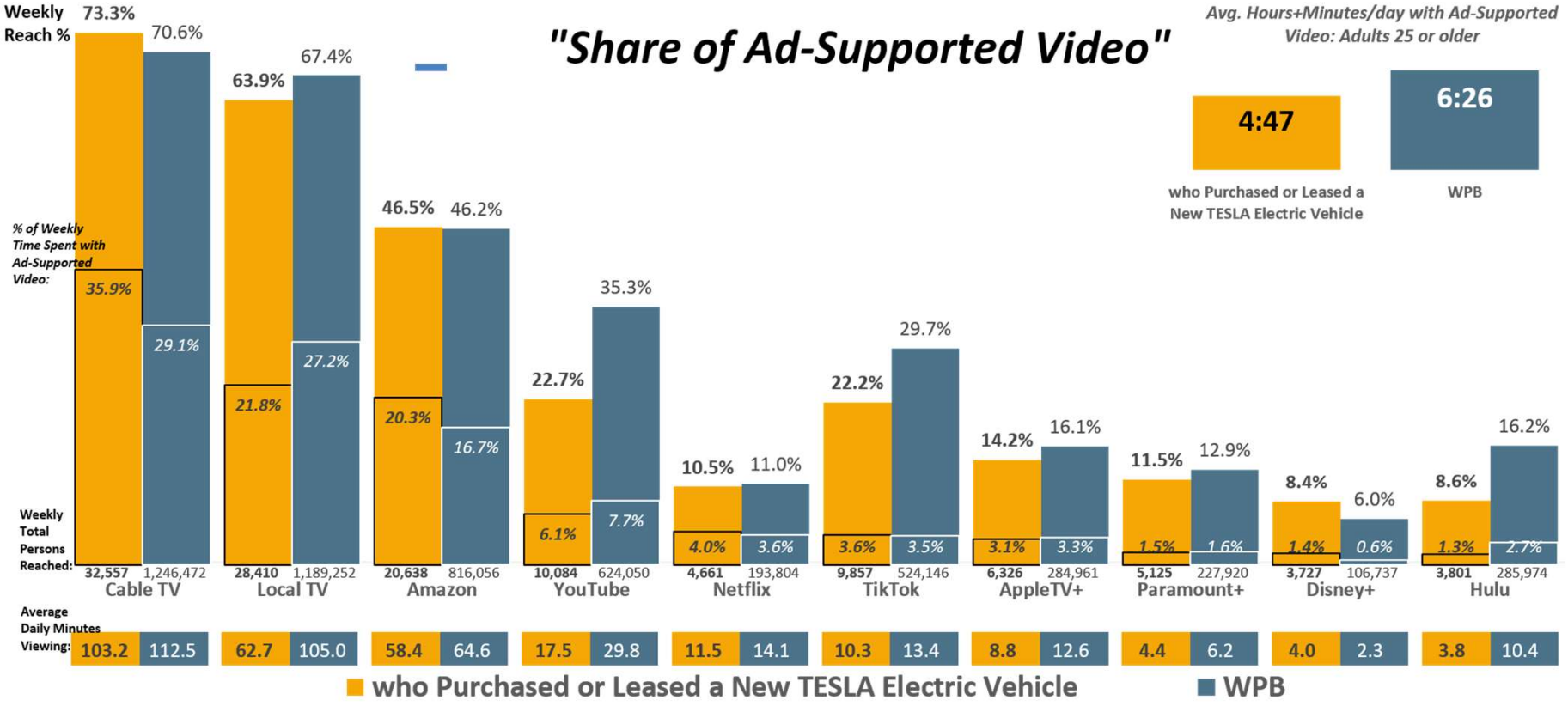
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Make of new vehicle (HHLD): TESLA



28,410 or 63.9% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations for an average of 62.7 minutes every day representing 21.8% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 115 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,823

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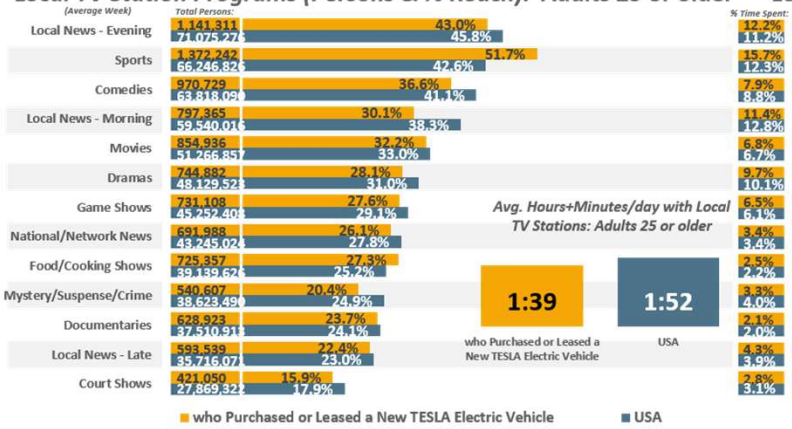
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Make of new vehicle (HHLD): TESLA

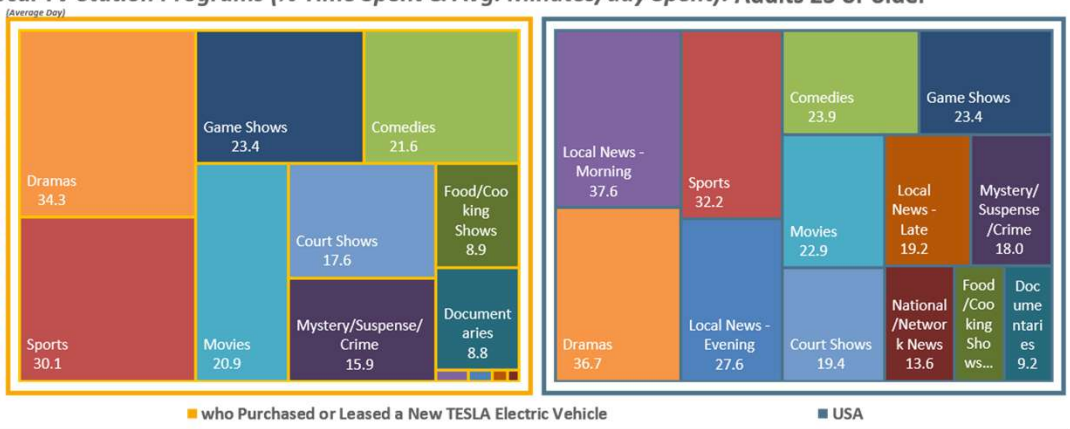


2,619,321 or 60.1% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Dramas.

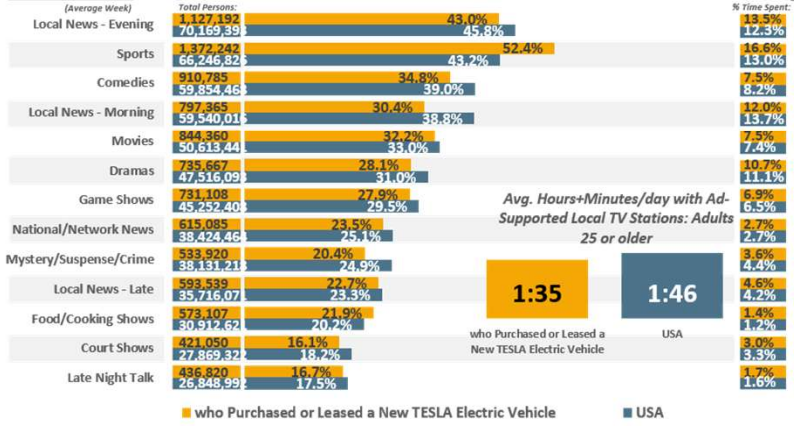
Local TV Station Programs (Persons & % Reach): Adults 25 or older



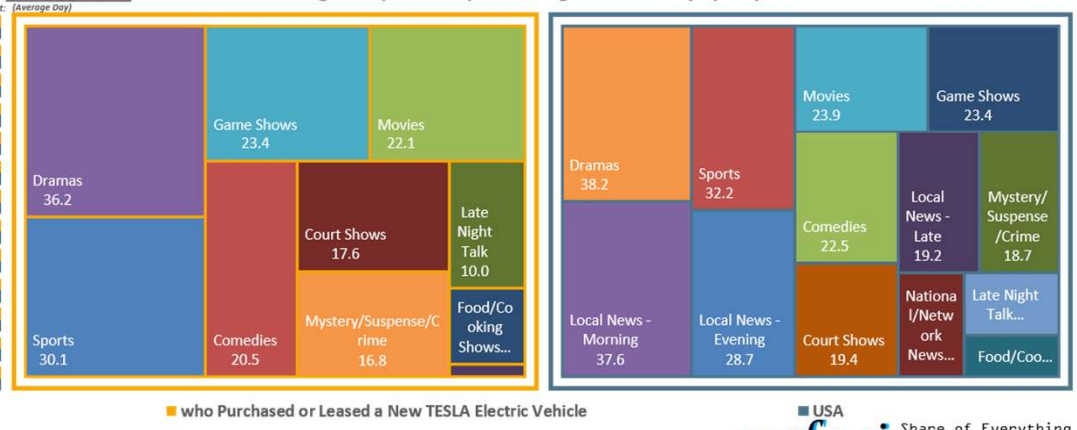
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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

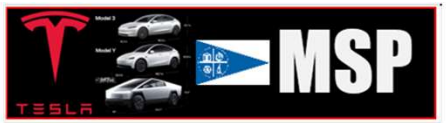


USA *USA Projection* *Scarborough R2 2025-26: Feb24-Jul26* *Qual Intab* *833*

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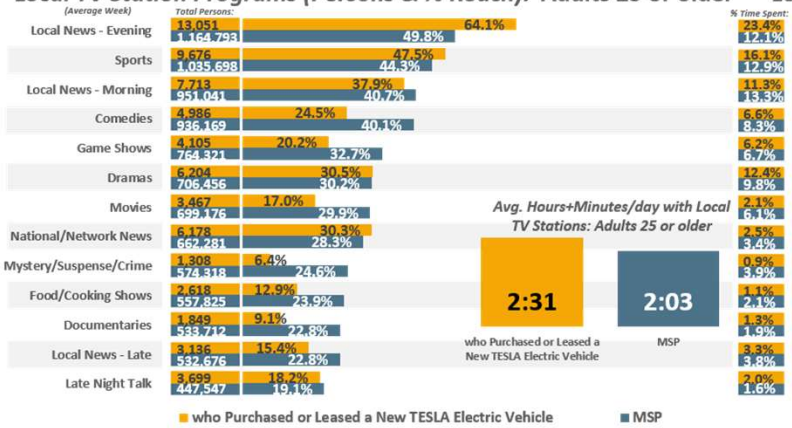
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Make of new vehicle (HHLD): TESLA

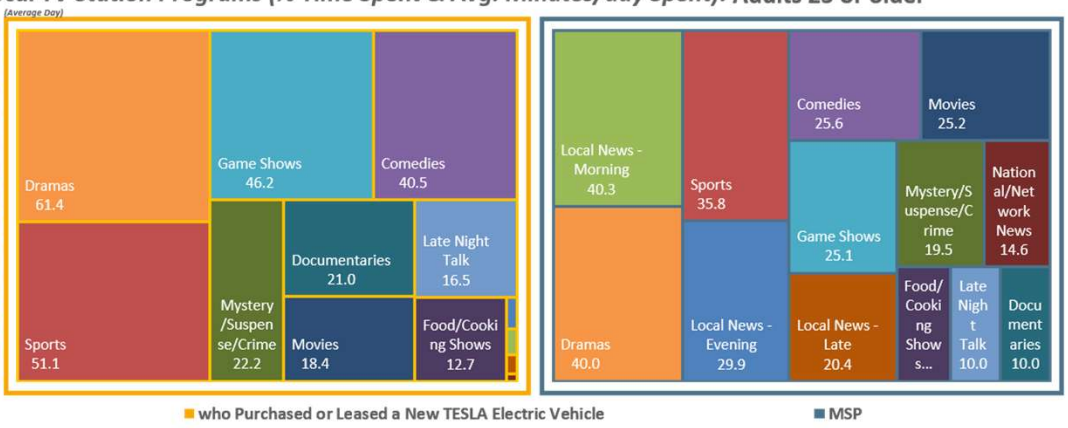


20,320 or 62.3% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Dramas, National/Network News, and Comedies.

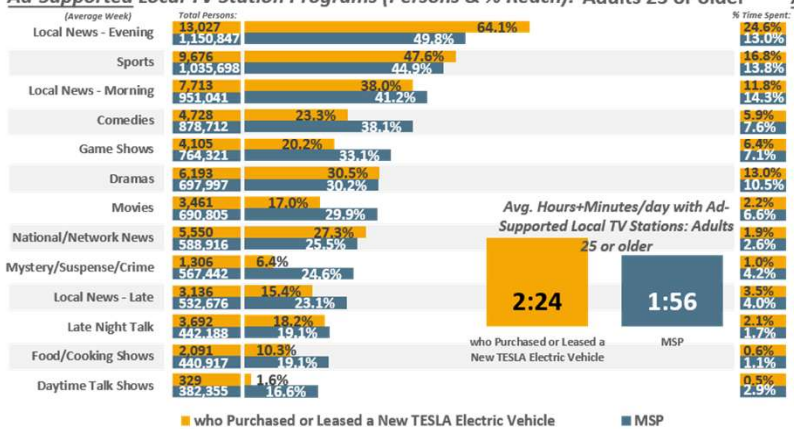
Local TV Station Programs (Persons & % Reach): Adults 25 or older



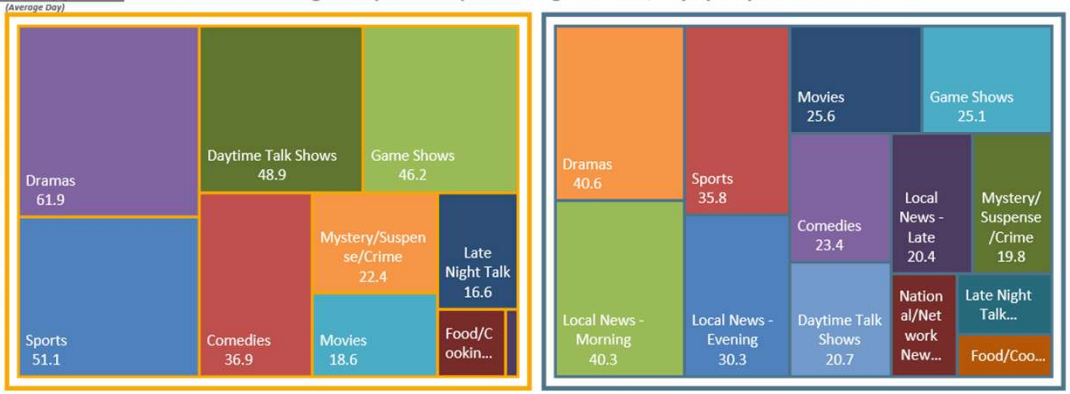
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35

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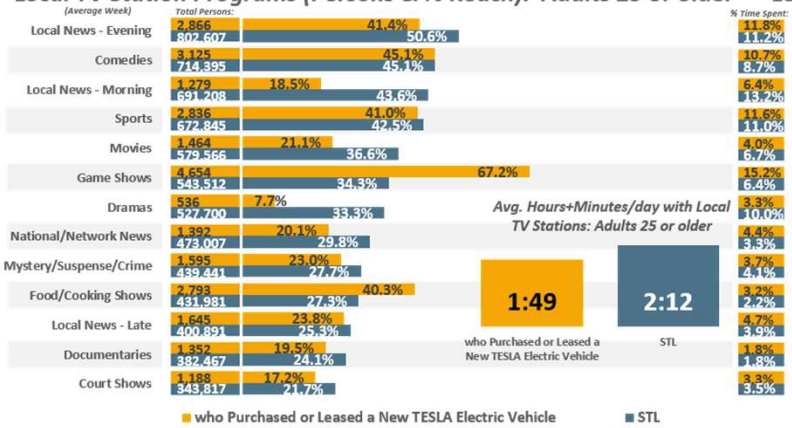
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Make of new vehicle (HHLD): TESLA

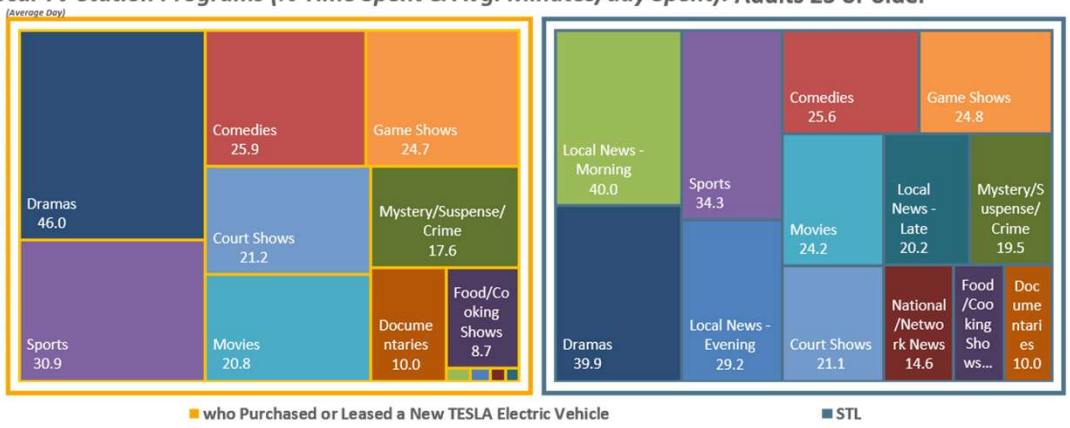


6,891 or 58.2% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations. The Top 6-Programs are Game Shows, Comedies, Local News - Evening, Sports, Food/Cooking Shows, and Local News - Late.

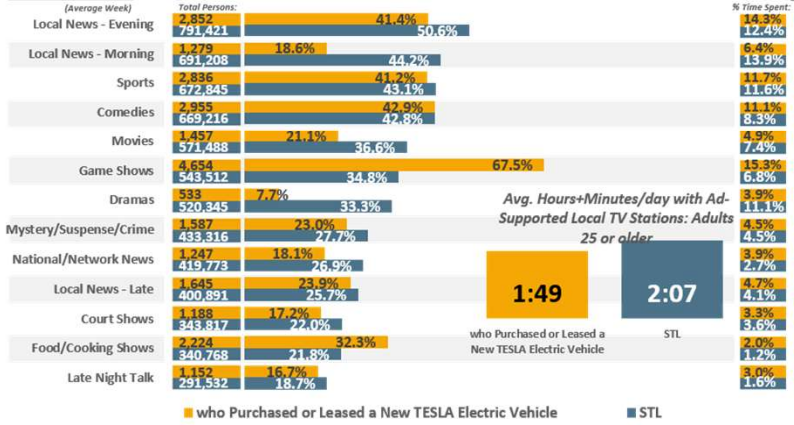
Local TV Station Programs (Persons & % Reach): Adults 25 or older



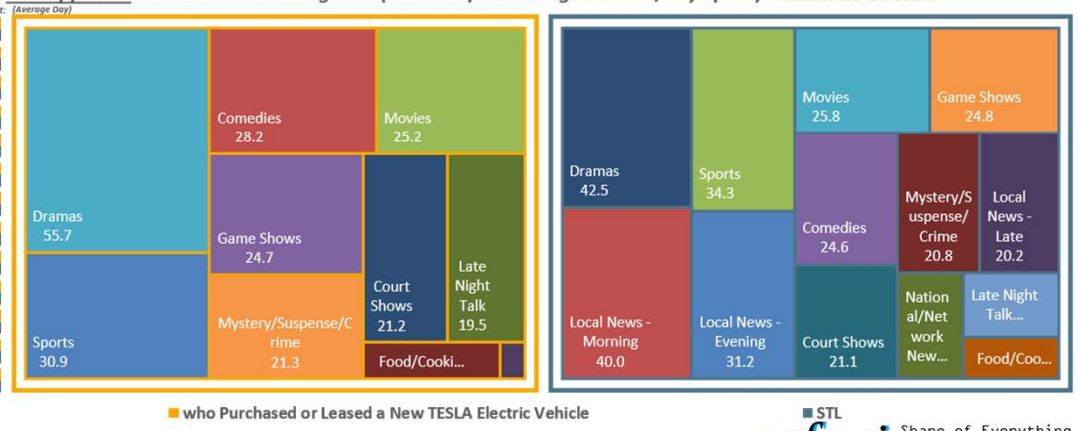
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 31

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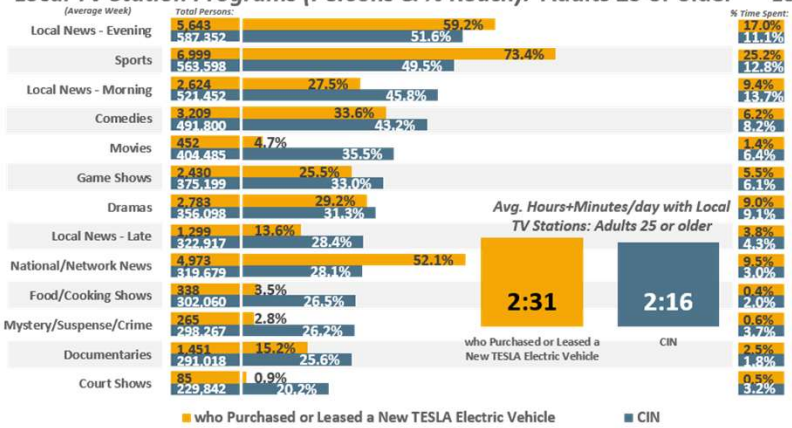
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Make of new vehicle (HHLD): TESLA

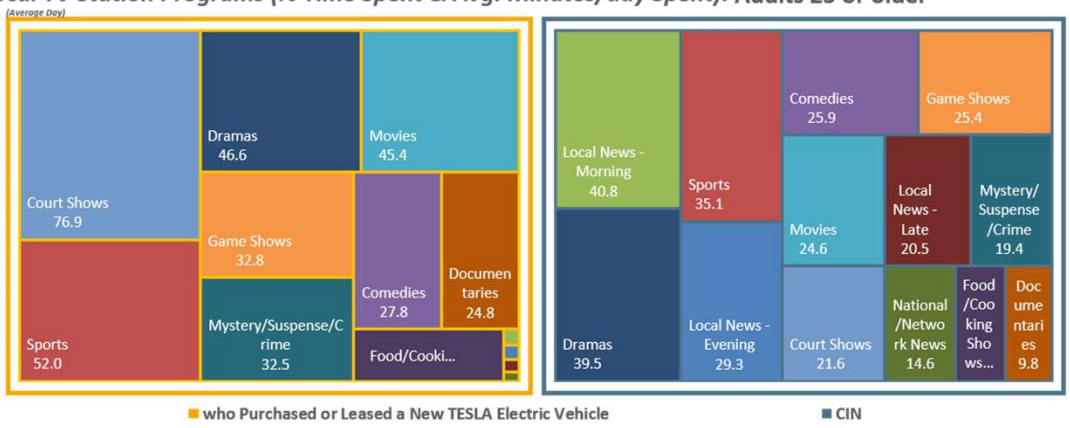


9,455 or 58.2% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, National/Network News, Comedies, Reality - Adventure, and Dramas.

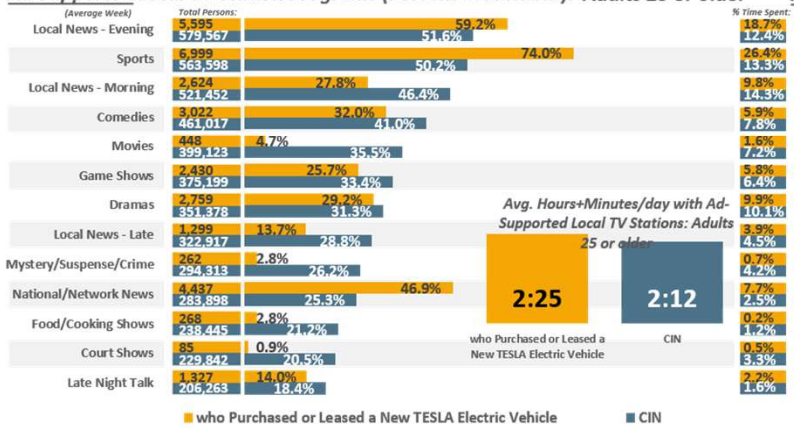
Local TV Station Programs (Persons & % Reach): Adults 25 or older



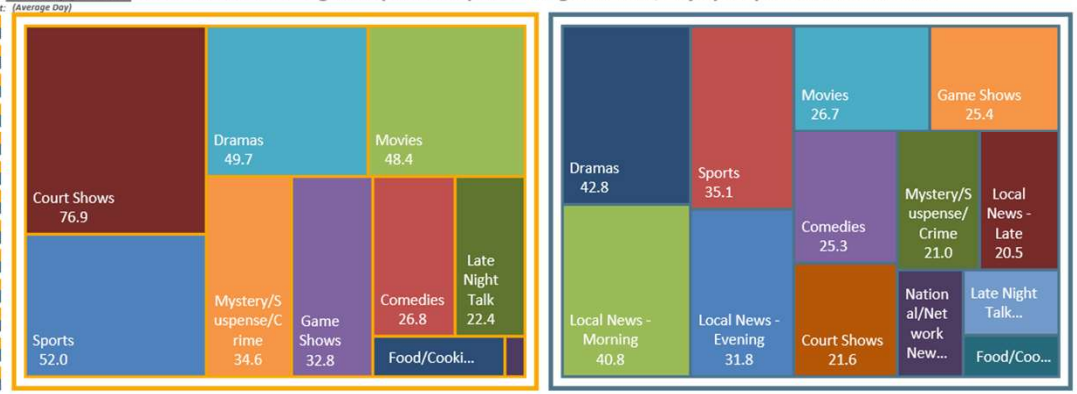
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35

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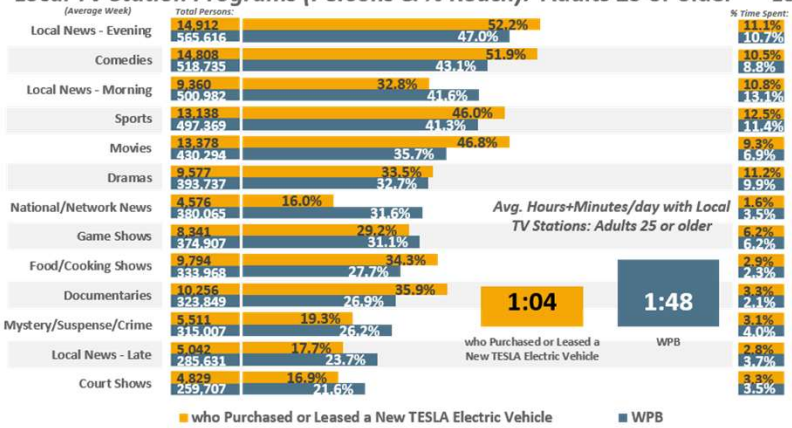
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Make of new vehicle (HHLD): TESLA

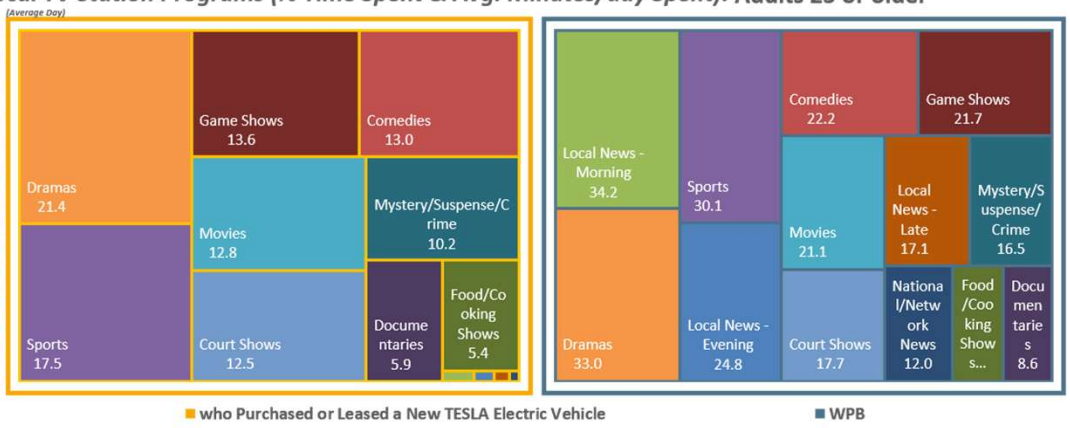


28,410 or 63.9% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Movies, Sports, Dramas, and Local News - Morning.

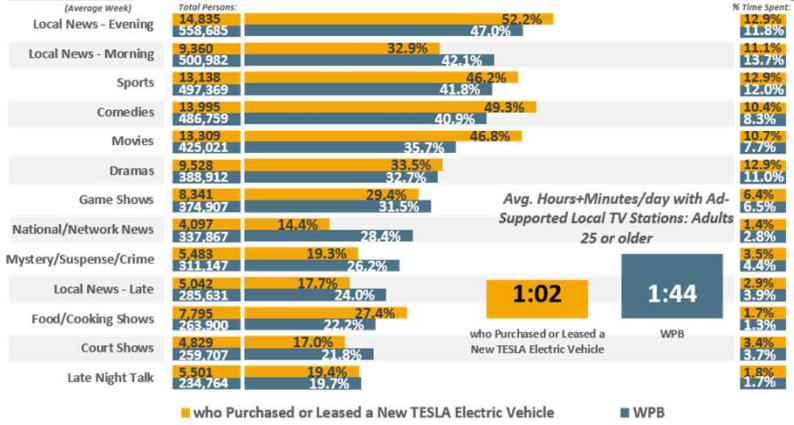
Local TV Station Programs (Persons & % Reach): Adults 25 or older



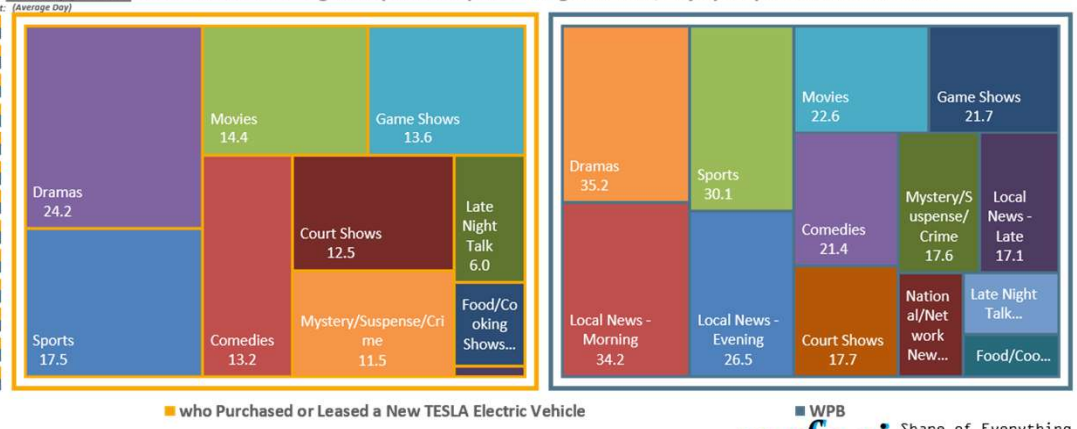
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 115

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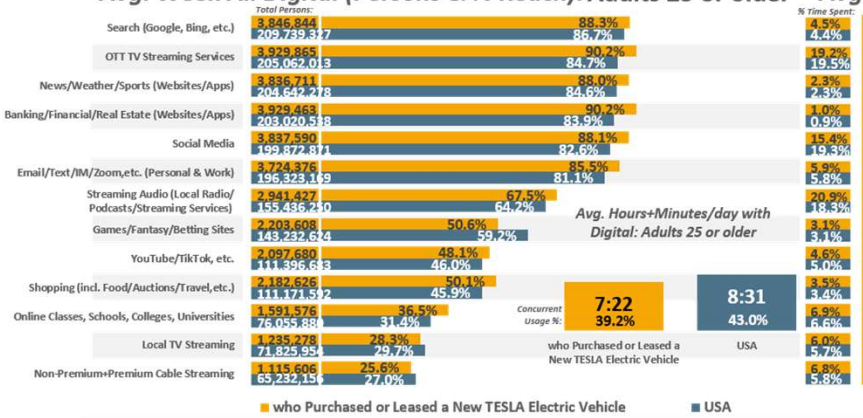
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Make of new vehicle (HHLD): TESLA

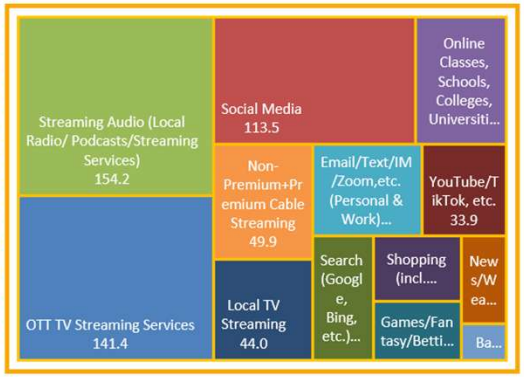


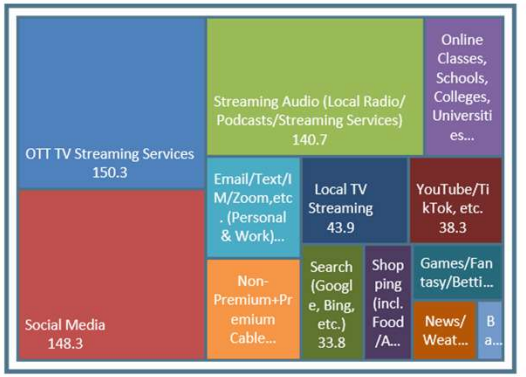
3,282,338 or 75.3% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported Social Media for an average of 97.1 minutes every day representing 18.4% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 or older



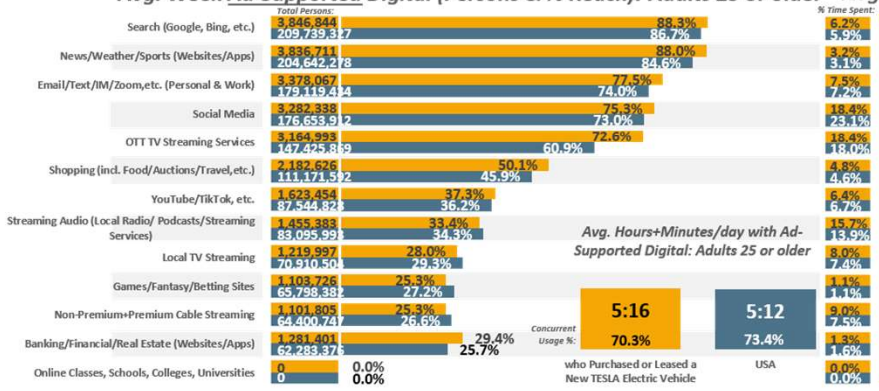
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



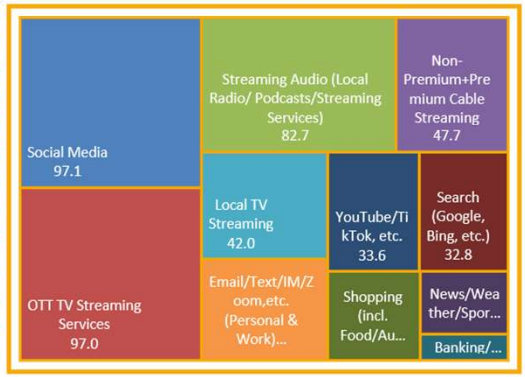


who Purchased or Leased a New TESLA Electric Vehicle ■ USA

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



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





who Purchased or Leased a New TESLA Electric Vehicle ■ USA

USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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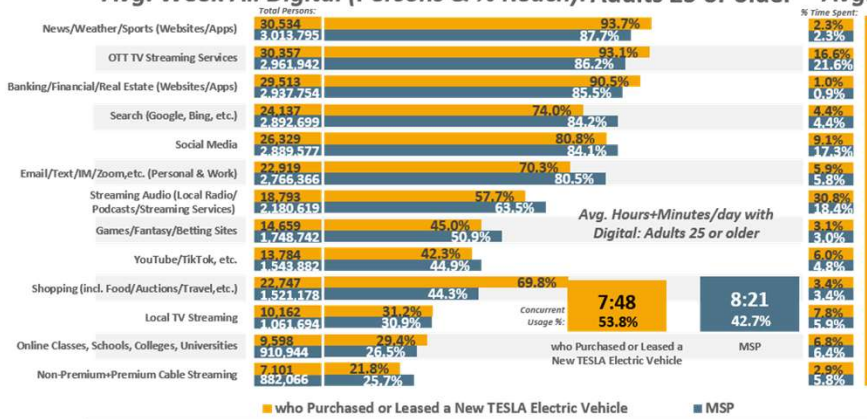
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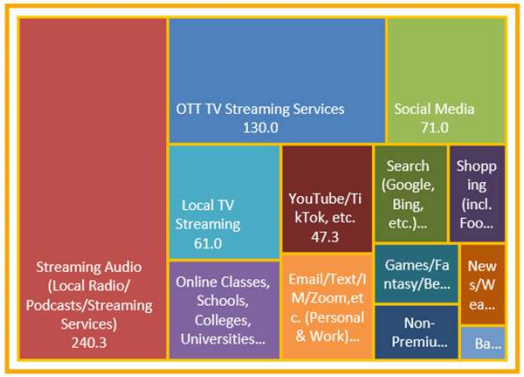
Make of new vehicle (HHLD): TESLA

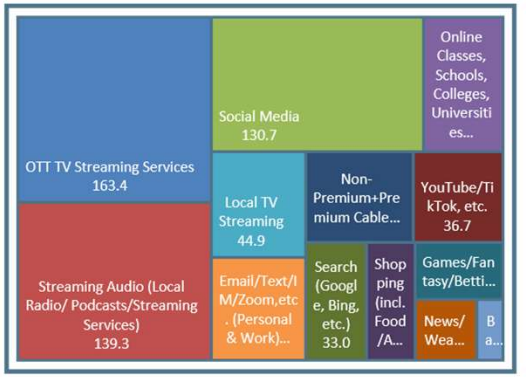


24,983 or 76.6% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported Social Media for an average of 67.4 minutes every day representing 13.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 or older



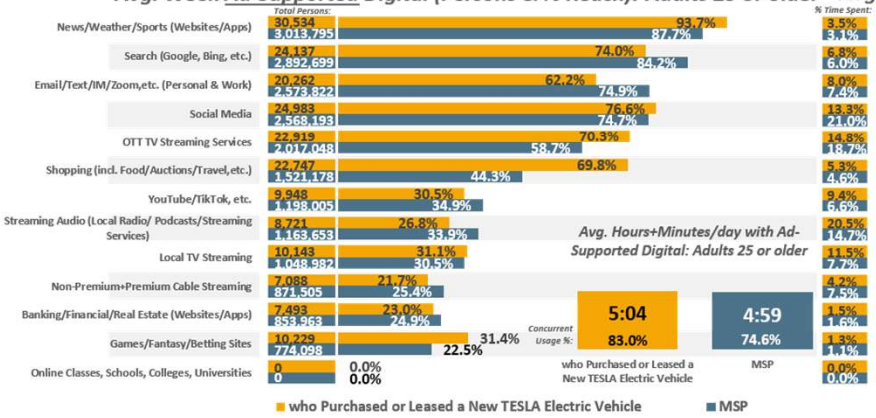


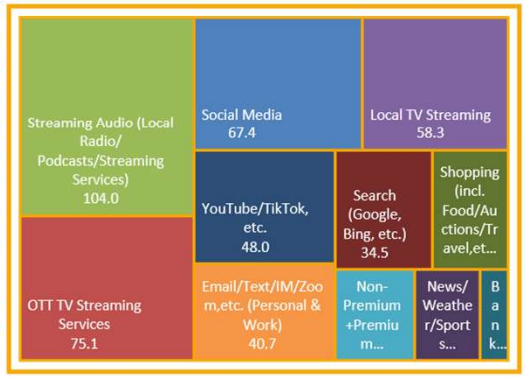


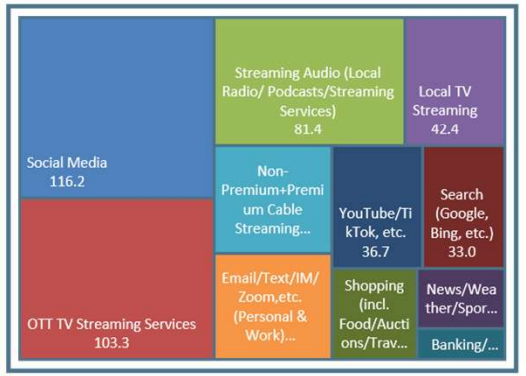
who Purchased or Leased a New TESLA Electric Vehicle ■ MSP

who Purchased or Leased a New TESLA Electric Vehicle ■ MSP

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







who Purchased or Leased a New TESLA Electric Vehicle ■ MSP

MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35

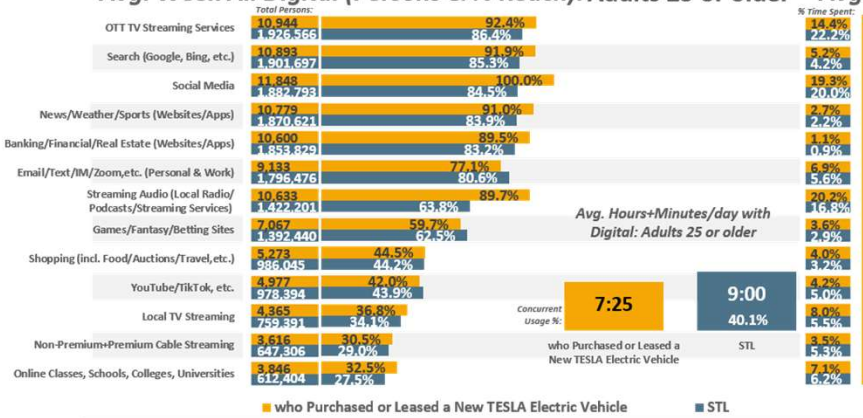
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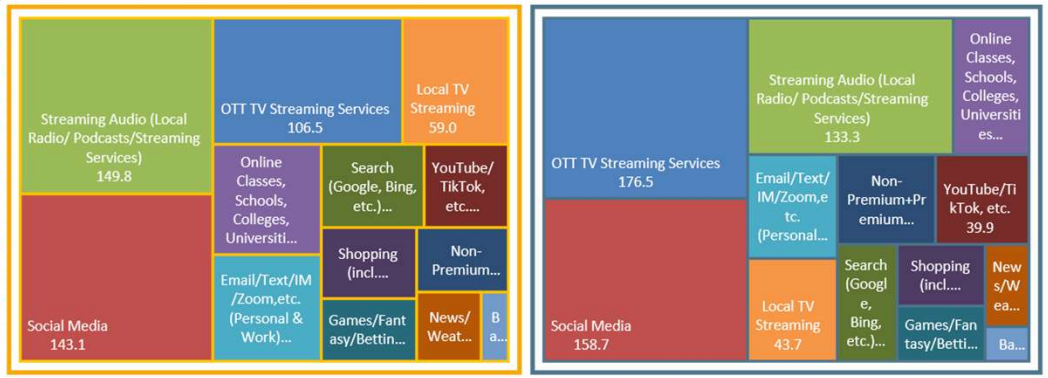
Make of new vehicle (HHLD): TESLA

9,262 or 78.2% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported Social Media for an average of 111.9 minutes every day representing 21.6% of all time spent daily with Ad-Supported Digital Media.

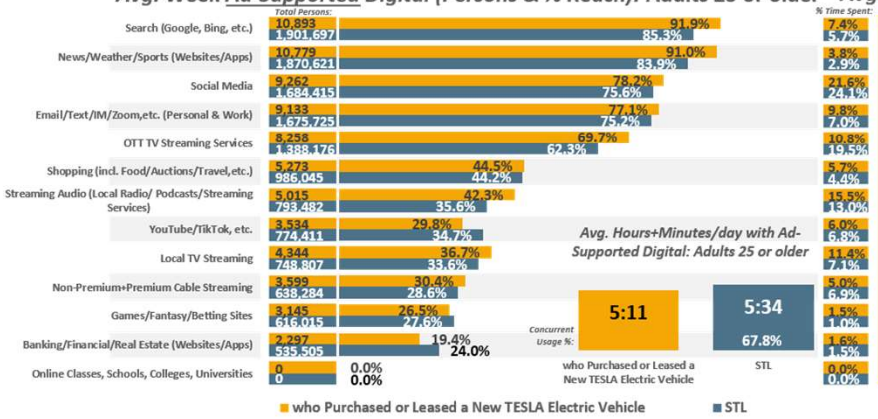
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



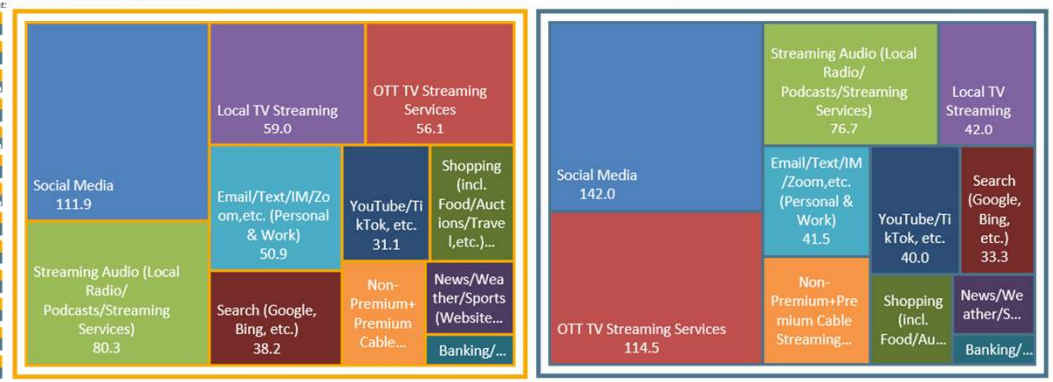
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 31
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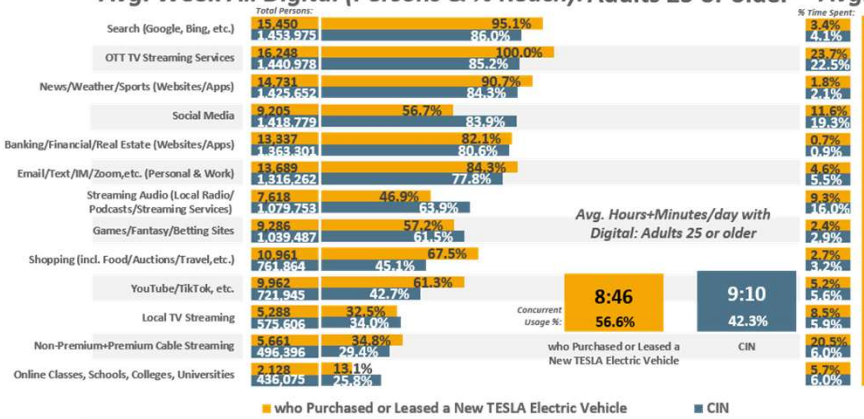
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Make of new vehicle (HHLD): TESLA

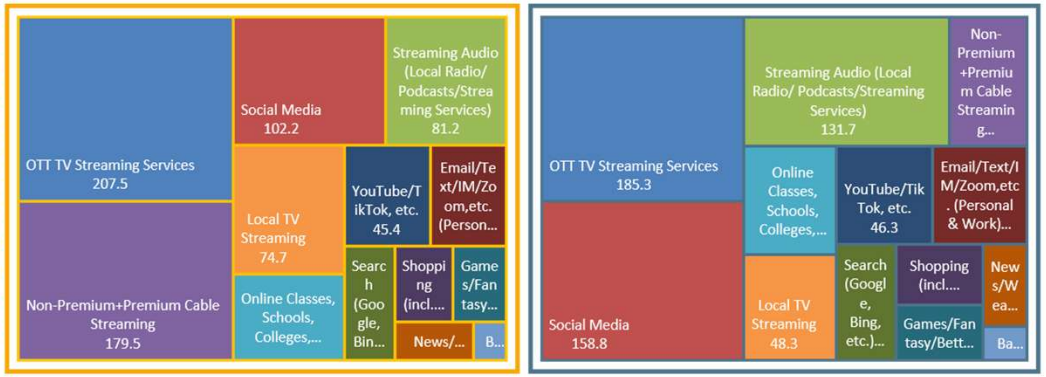


7,245 or 44.6% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported Social Media for an average of 80.4 minutes every day representing 11.9% of all time spent daily with Ad-Supported Digital Media.

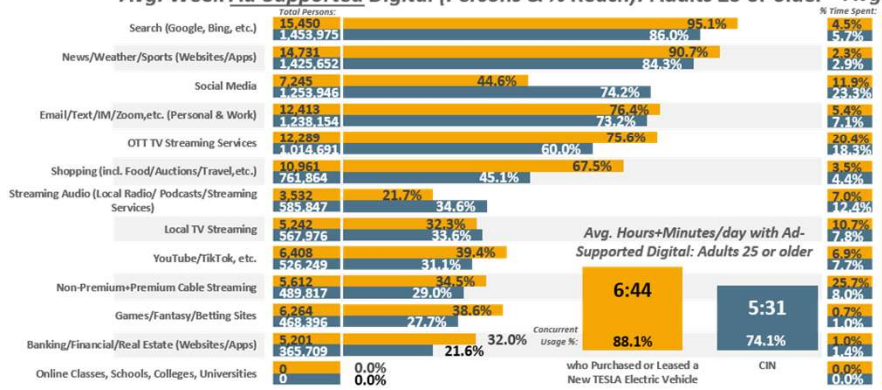
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



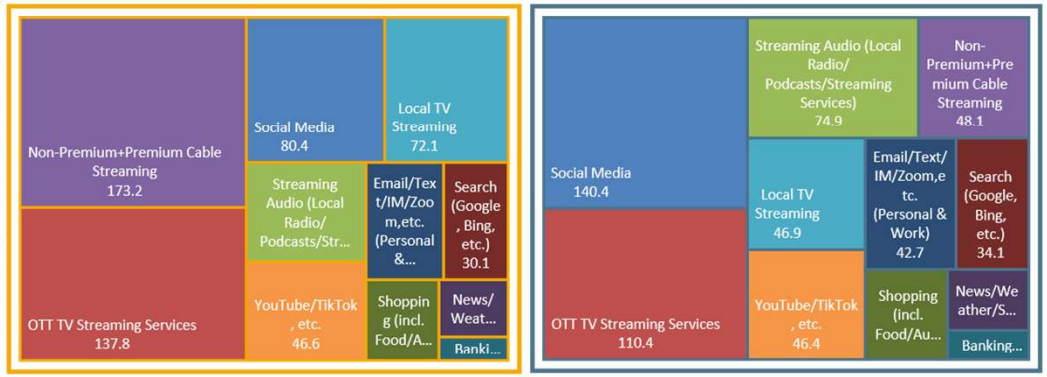
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35
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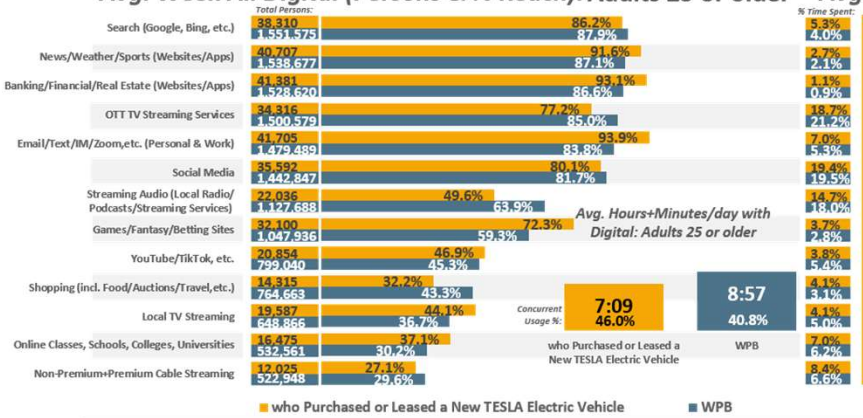
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Make of new vehicle (HHLD): TESLA

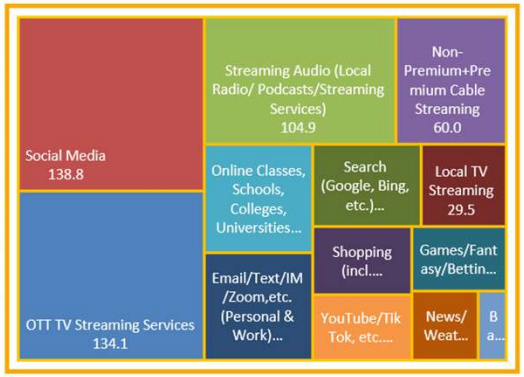


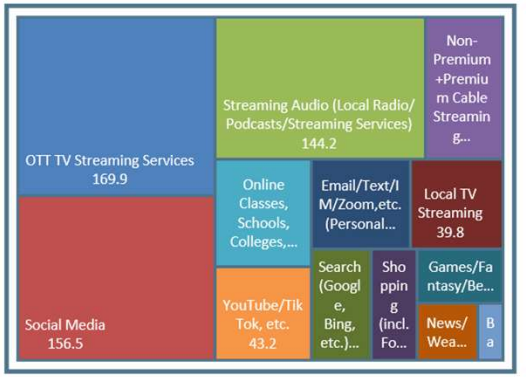
32,562 or 73.3% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported Social Media for an average of 126.9 minutes every day representing 23.5% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 or older



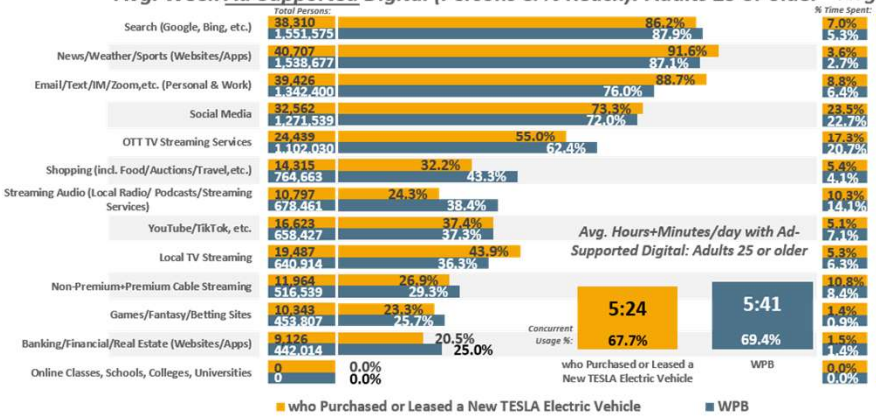
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



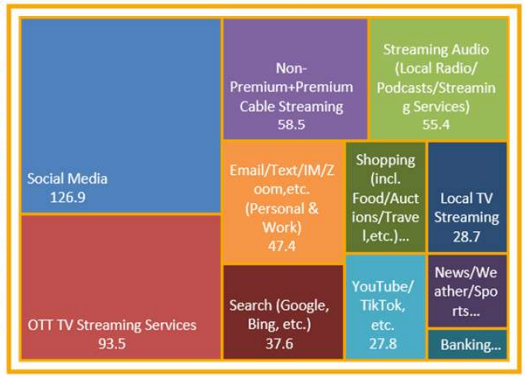


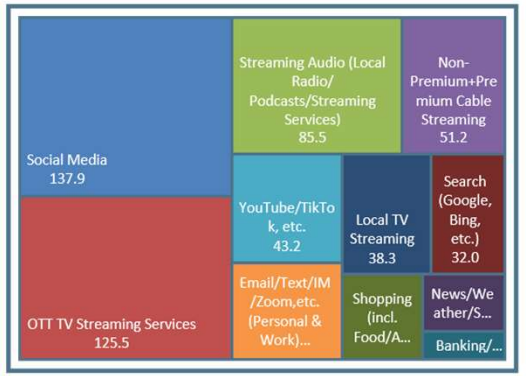
who Purchased or Leased a New TESLA Electric Vehicle ■ WPB

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



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





who Purchased or Leased a New TESLA Electric Vehicle ■ WPB

WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 115

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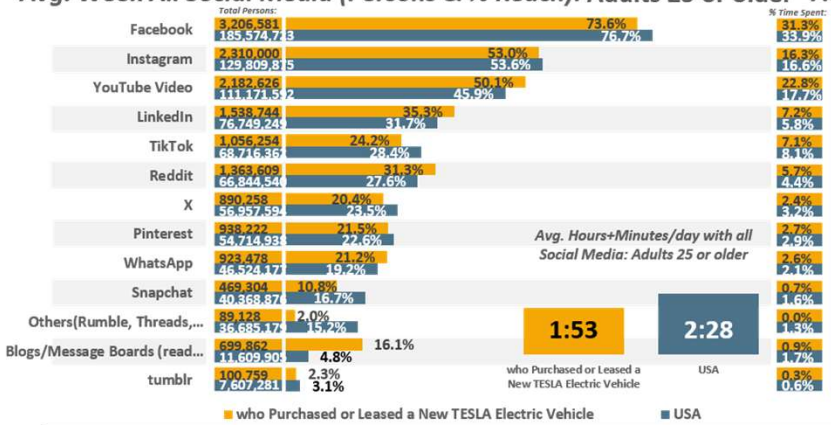
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Make of new vehicle (HHLD): TESLA

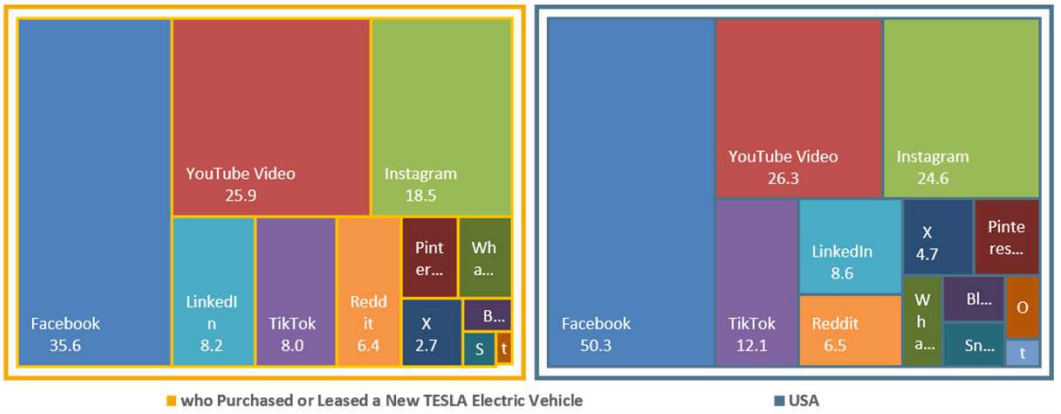


3,206,581 or 73.6% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported Facebook for an average of 32.3 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.

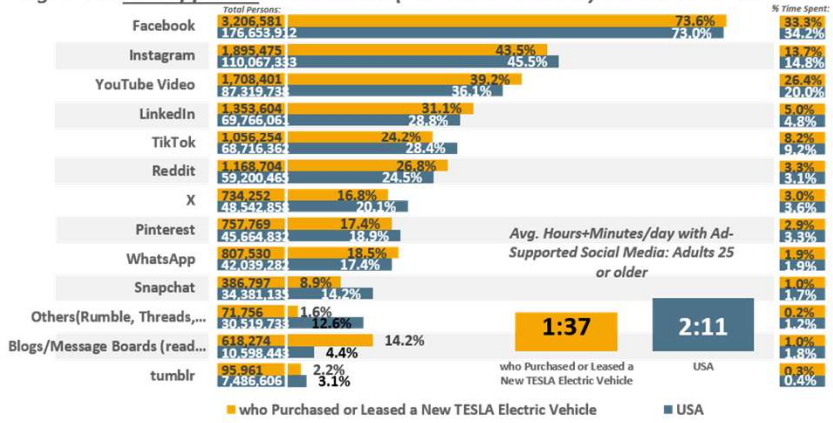
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



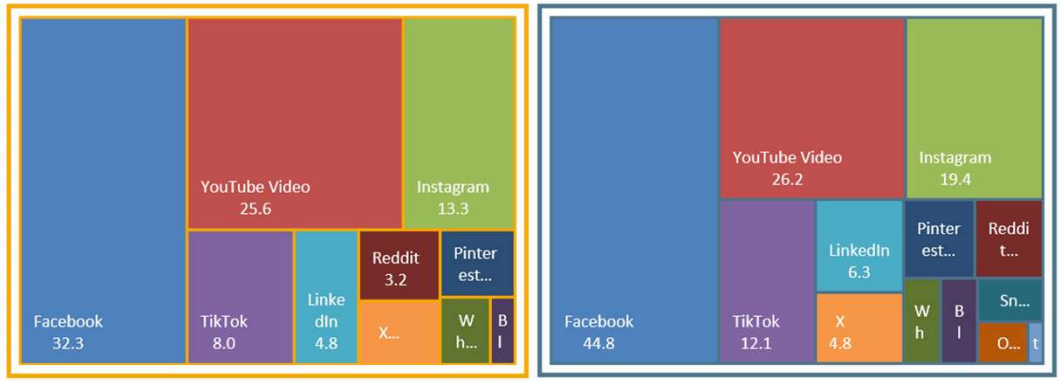
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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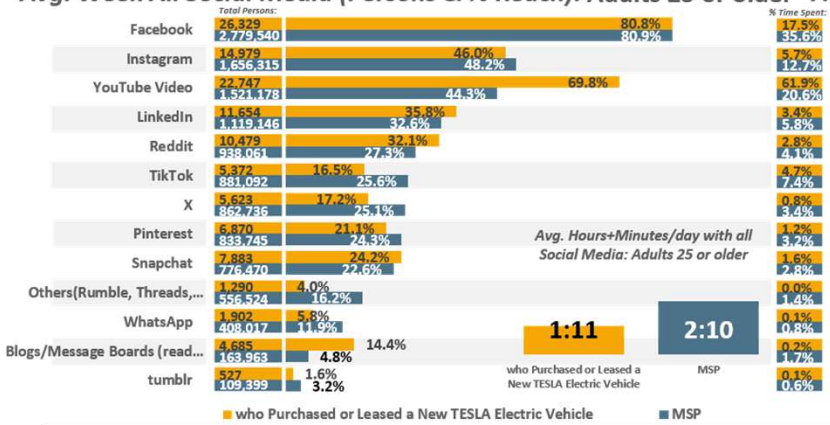
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Make of new vehicle (HHLD): TESLA

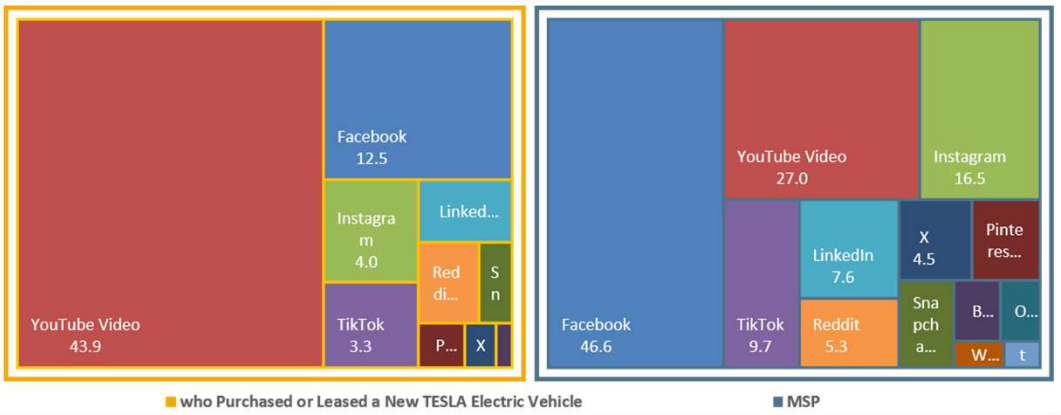


18,911 or 58.% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported YouTube Video for an average of 44.7 minutes every day representing 66.3% of all time spent daily with Ad-Supported Social Media.

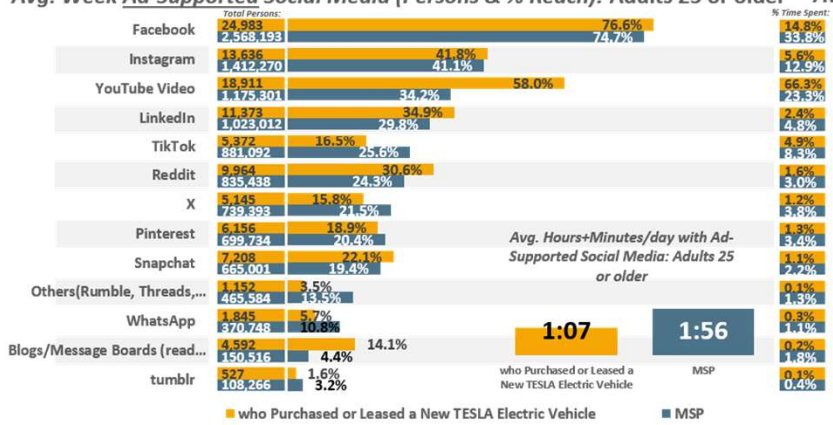
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



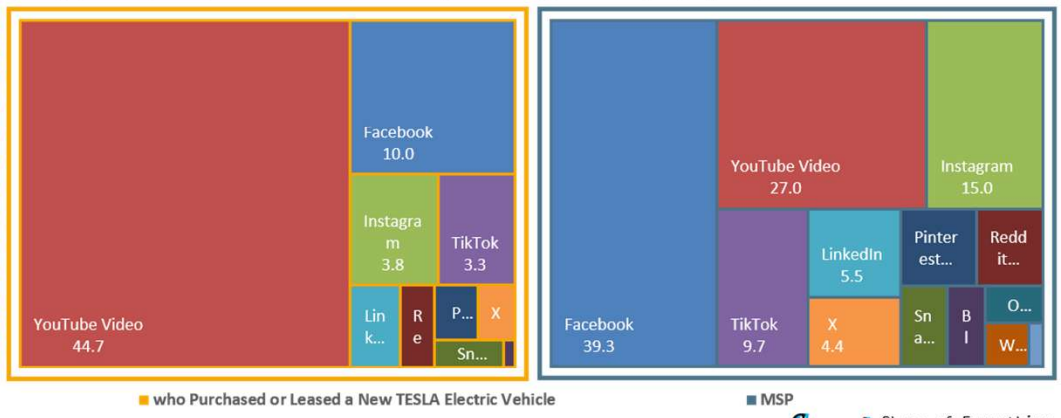
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35

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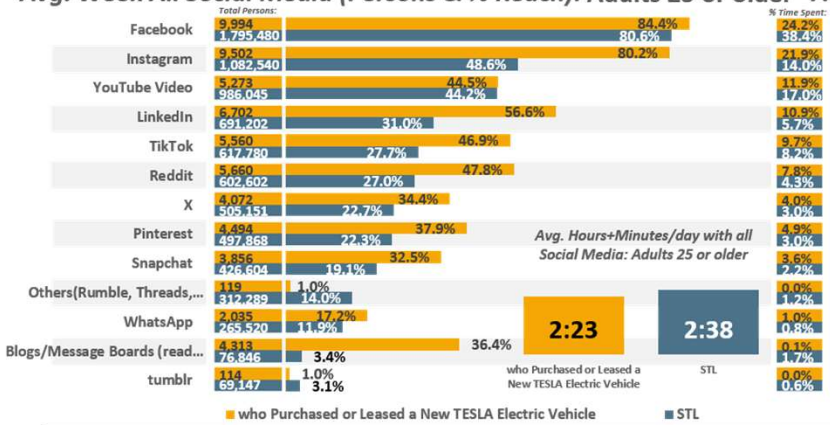
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Make of new vehicle (HHLD): TESLA

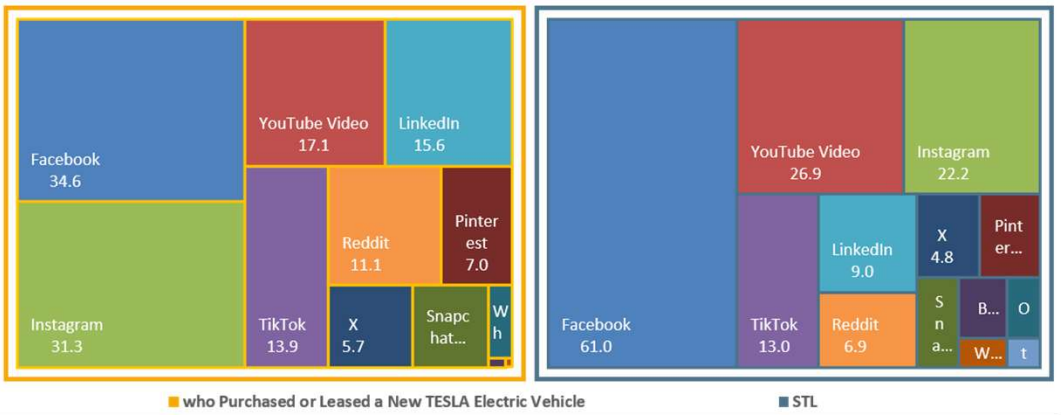


9,262 or 78.2% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported Facebook for an average of 35.6 minutes every day representing 31.8% of all time spent daily with Ad-Supported Social Media.

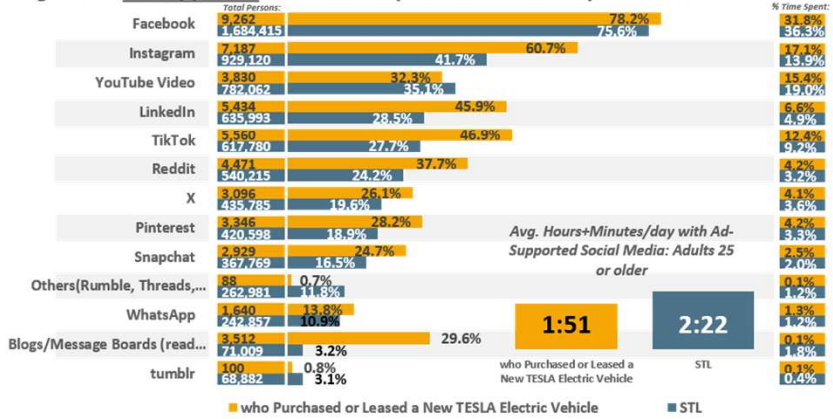
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



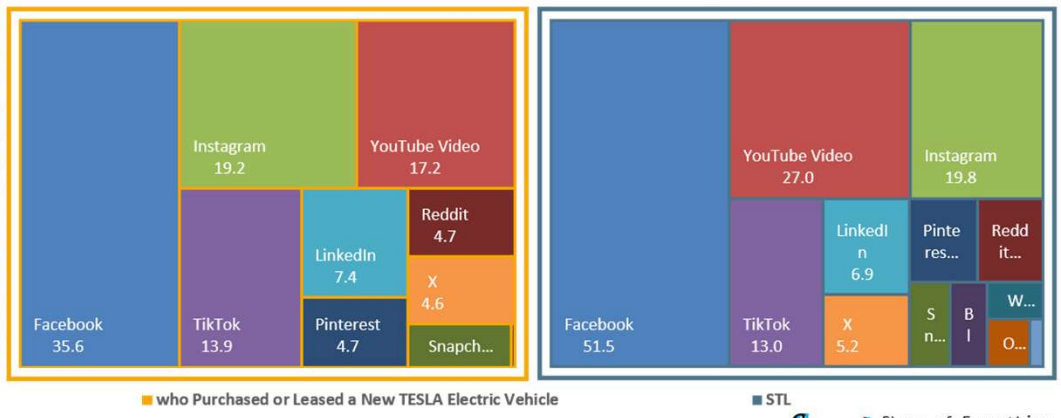
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 25 or older



Avg. Day <u>Ad-Supported</u> Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 31

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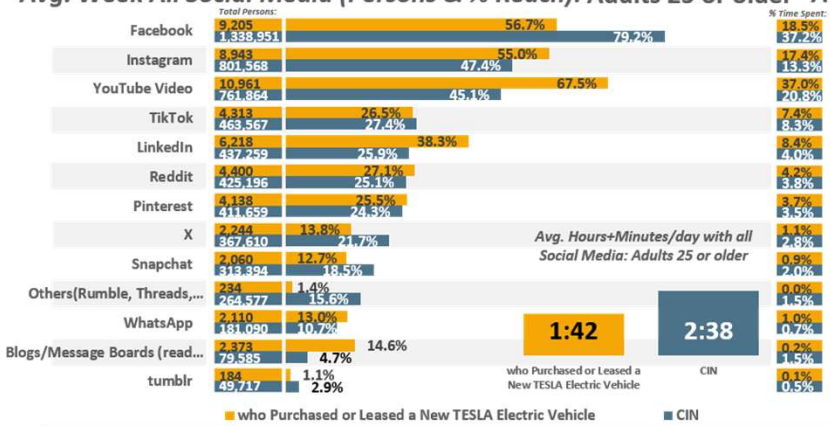
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Make of new vehicle (HHLD): TESLA

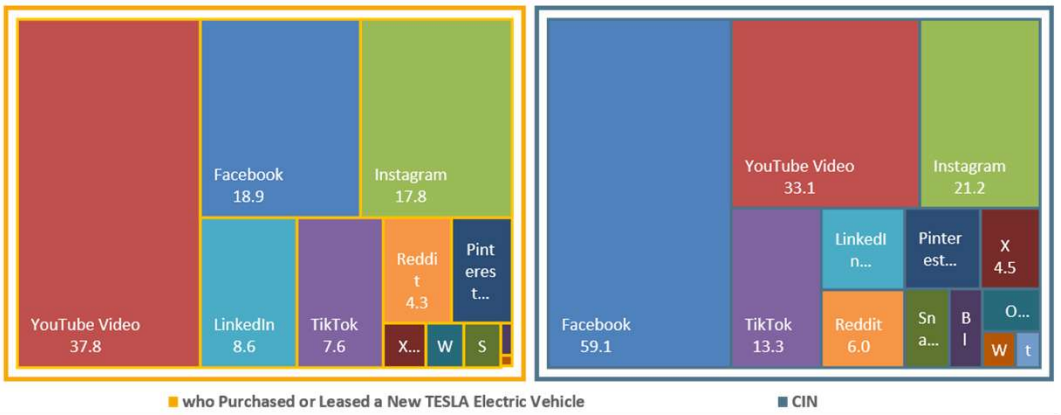


7,408 or 45.6% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported YouTube Video for an average of 39. minutes every day representing 48.5% of all time spent daily with Ad-Supported Social Media.

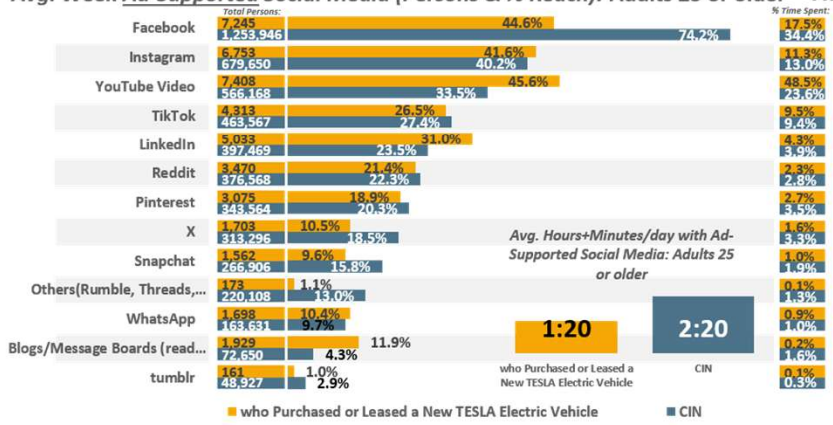
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



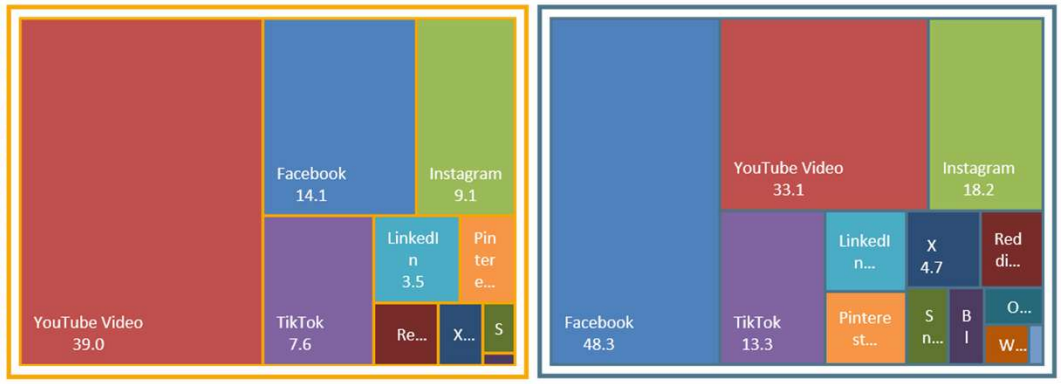
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35

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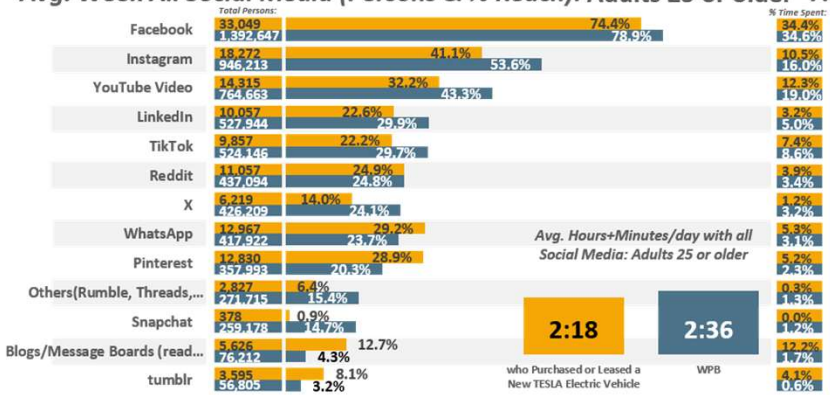
soefa.ai Share of Everything for Anything ©

Make of new vehicle (HHLD): TESLA

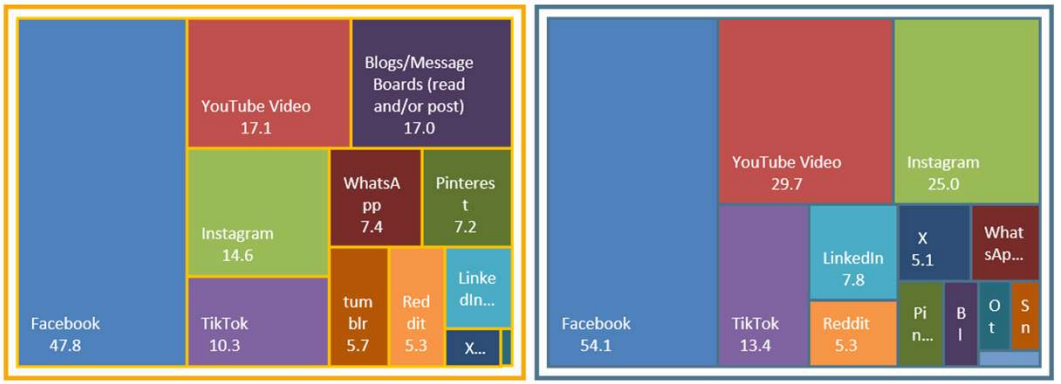


32,562 or 73.3% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported Facebook for an average of 44.4 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.

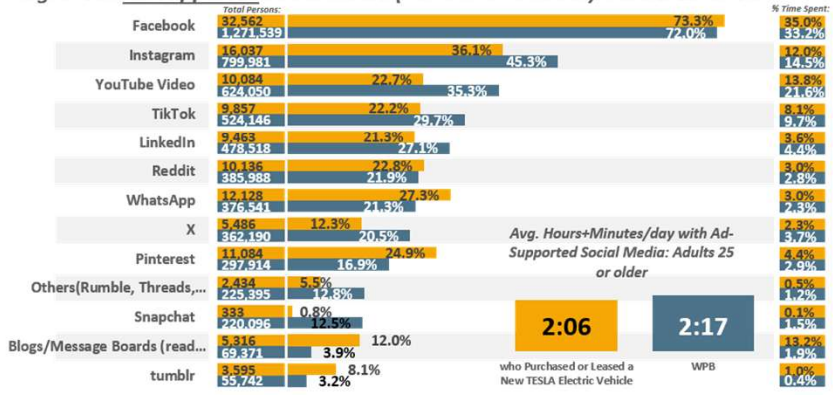
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



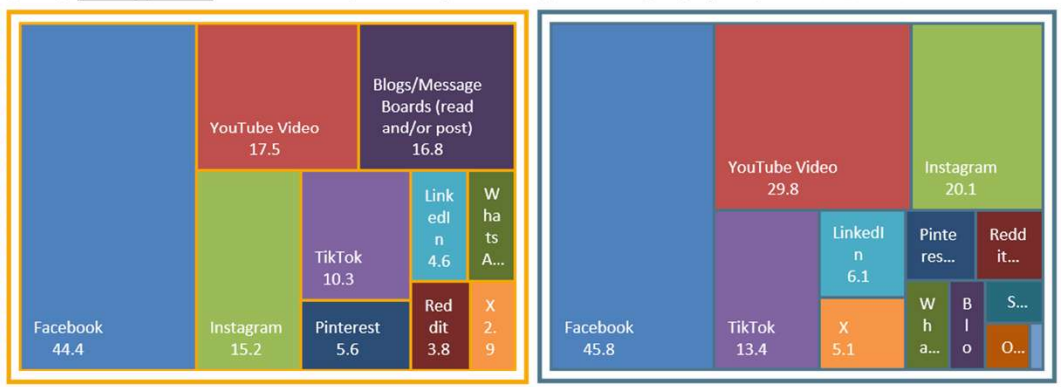
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 25 or older



Avg. Day <u>Ad-Supported</u> Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 115

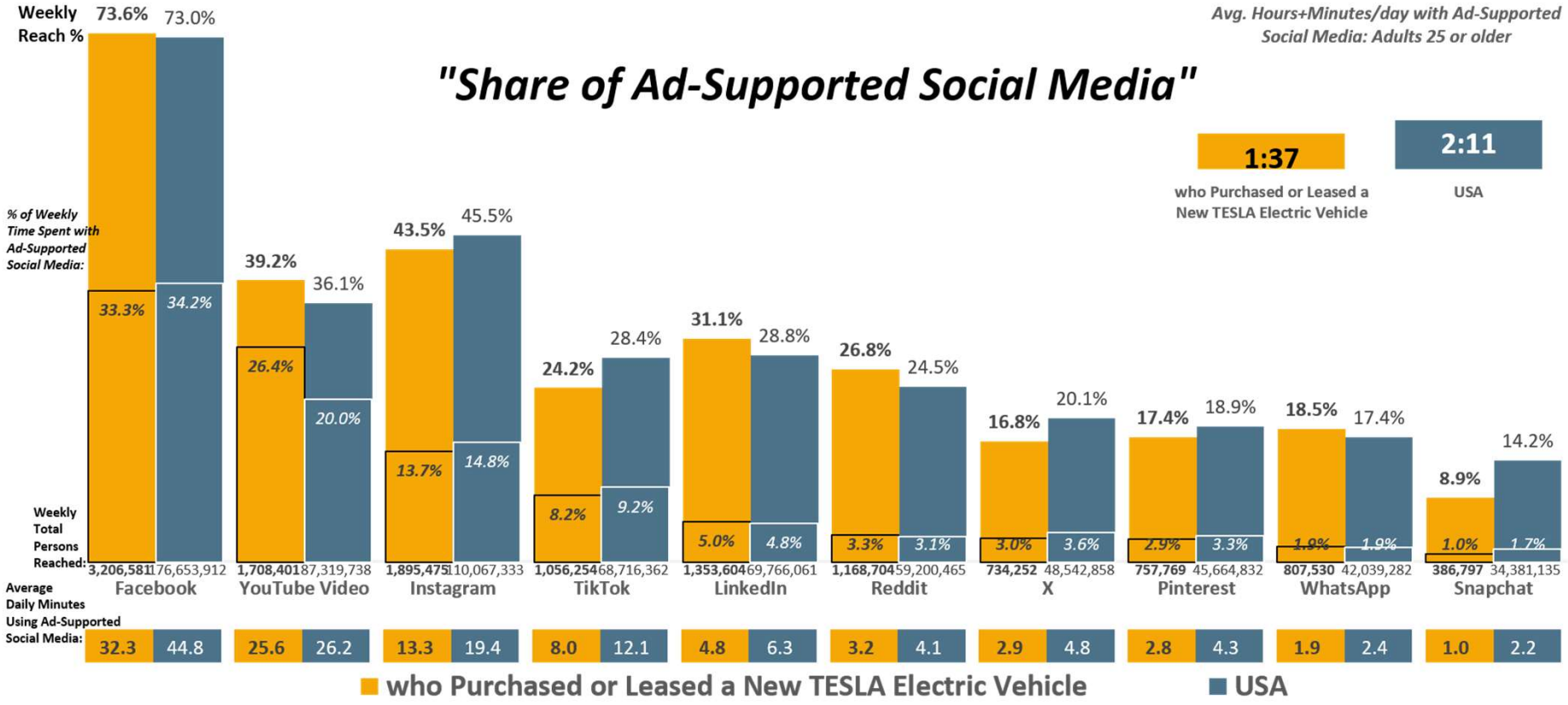
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Make of new vehicle (HHLD): TESLA



3,206,581 or 73.6% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported Facebook for an average of 32.3 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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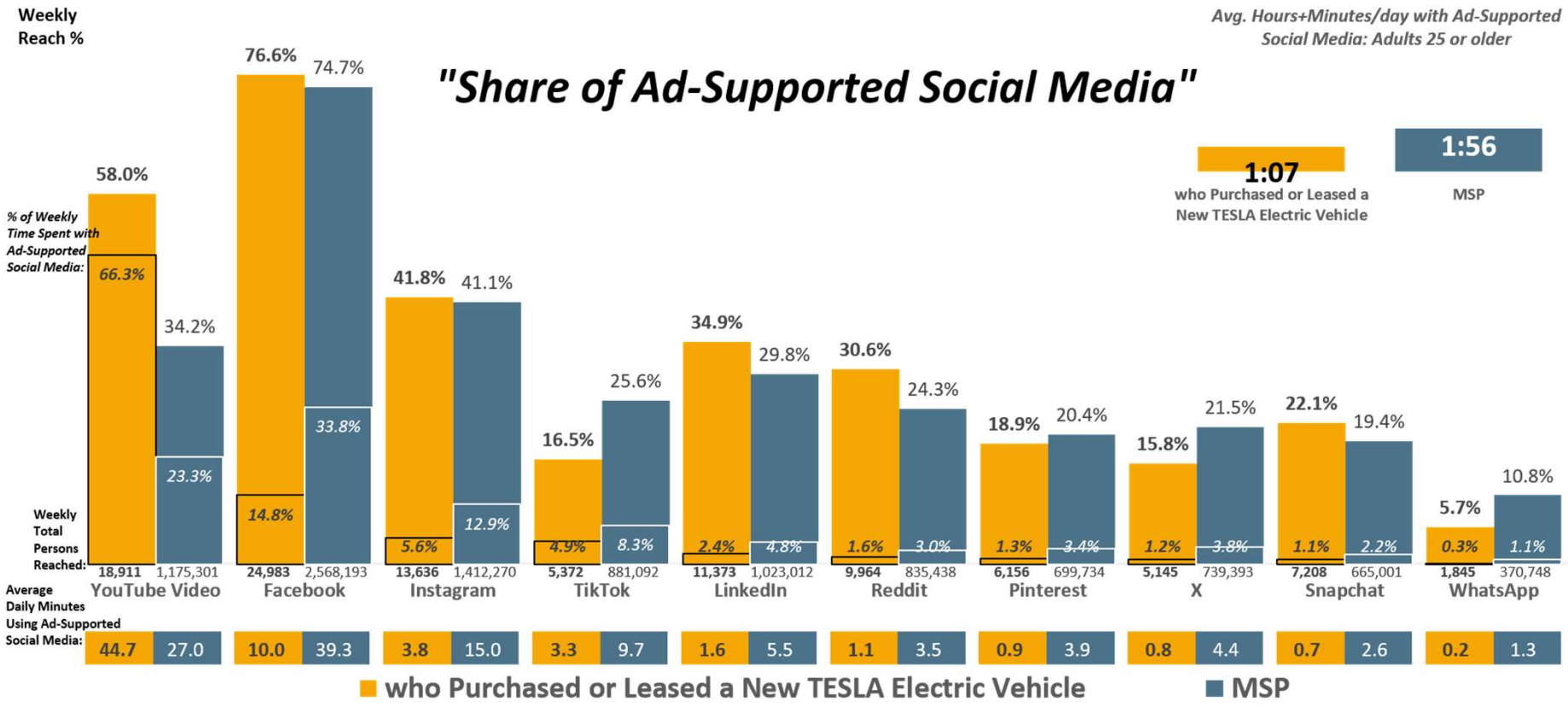
Scarborough R2 2025-26: Feb24-Jul26 USA Projection

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Make of new vehicle (HHLD): TESLA



18,911 or 58.% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported YouTube Video for an average of 44.7 minutes every day representing 66.3% of all time spent daily with Ad-Supported Social Media.



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,687

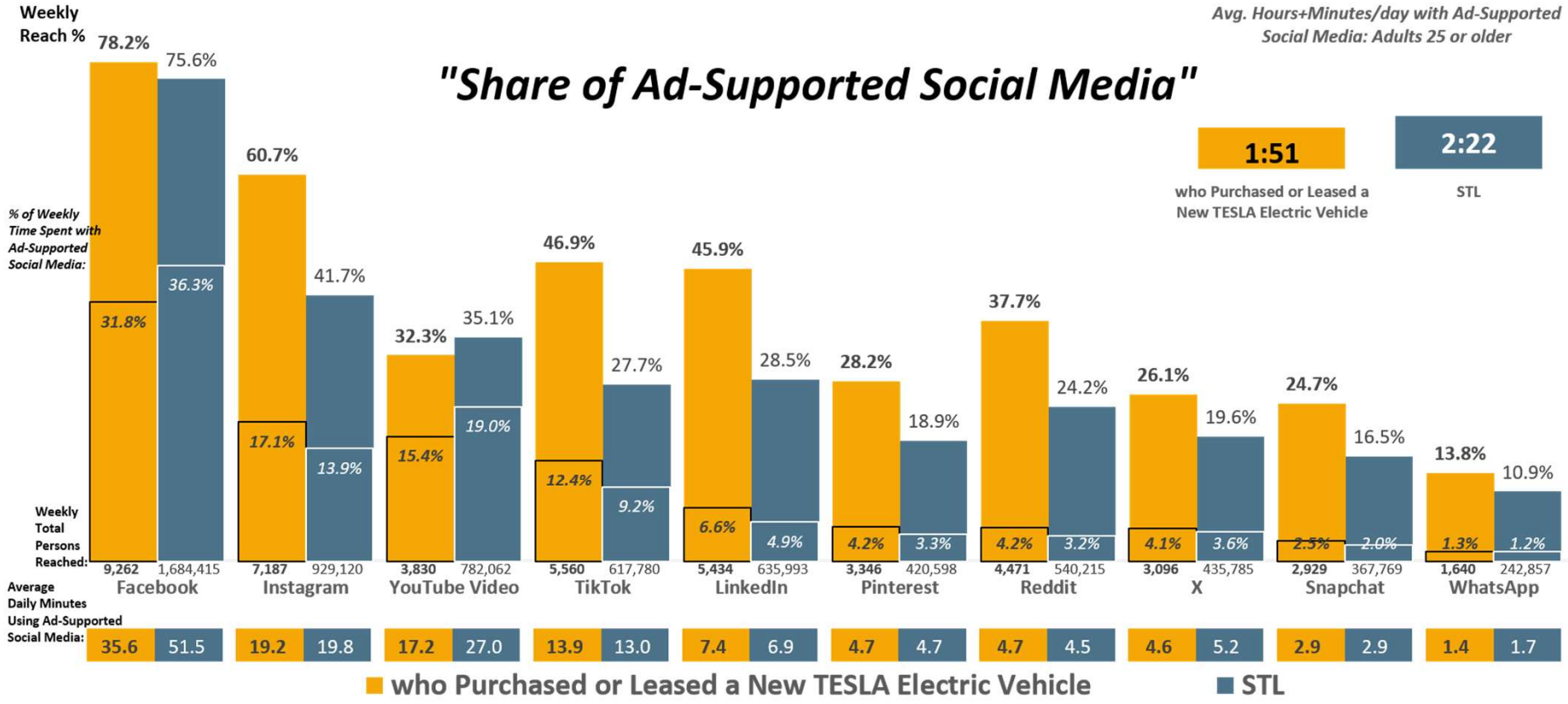
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Make of new vehicle (HHLD): TESLA



9,262 or 78.2% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported Facebook for an average of 35.6 minutes every day representing 31.8% of all time spent daily with Ad-Supported Social Media.



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 31 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,701

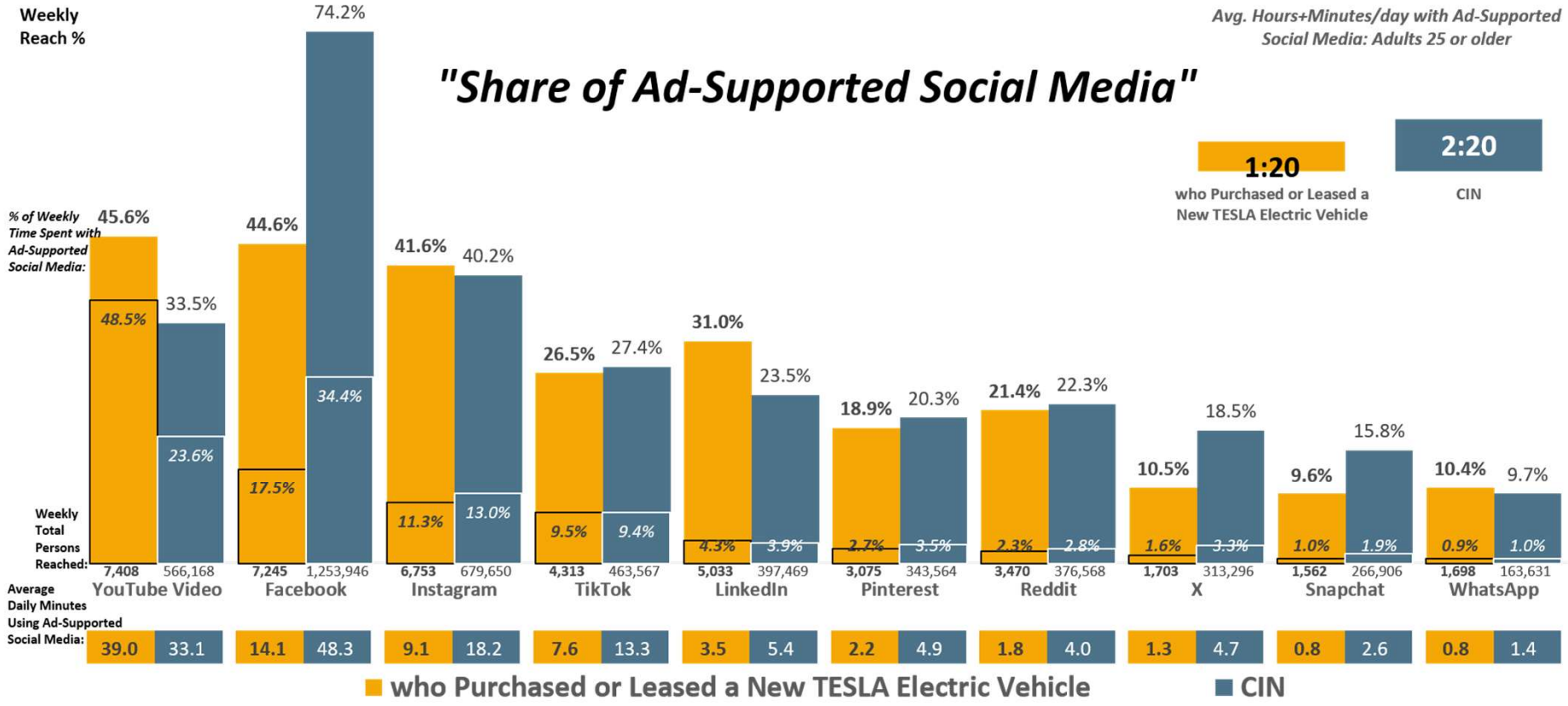
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Make of new vehicle (HHLD): TESLA



7,408 or 45.6% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported YouTube Video for an average of 39. minutes every day representing 48.5% of all time spent daily with Ad-Supported Social Media.



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35 CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,573

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Make of new vehicle (HHLD): TESLA



32,562 or 73.3% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported Facebook for an average of 44.4 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.

Avg. Hours+Minutes/day with Ad-Supported Social Media: Adults 25 or older

"Share of Ad-Supported Social Media"

2:06 who Purchased or Leased a New TESLA Electric Vehicle

2:17 WPB

	Facebook	YouTube Video	Blogs/Message Boards (read or)	Instagram	TikTok	Pinterest	LinkedIn	WhatsApp	Reddit	X
Weekly Reach %	73.3% / 72.0%	22.7% / 35.3%	13.2% / 3.9%	36.1% / 45.3%	22.2% / 29.7%	24.9% / 16.9%	21.3% / 27.1%	27.3% / 21.3%	22.8% / 21.9%	12.3% / 20.5%
% of Weekly Time Spent with Ad-Supported Social Media:	35.0% / 33.2%	13.8% / 21.6%	13.2% / 1.9%	12.0% / 14.5%	8.1% / 9.7%	4.4% / 2.9%	3.6% / 4.4%	3.0% / 2.3%	3.0% / 2.8%	2.3% / 3.7%
Weekly Total Persons Reached:	32,562 / 1,271,539	10,084 / 624,050	5,316 / 69,371	16,037 / 799,981	9,857 / 524,146	11,084 / 297,914	9,463 / 478,518	12,128 / 376,541	10,136 / 385,988	5,486 / 362,190
Average Daily Minutes Using Ad-Supported Social Media:	44.4 / 45.8	17.5 / 29.8	16.8 / 2.6	15.2 / 20.1	10.3 / 13.4	5.6 / 4.0	4.6 / 6.1	3.8 / 3.1	3.8 / 3.8	2.9 / 5.1

■ who Purchased or Leased a New TESLA Electric Vehicle ■ WPB

WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 115 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,823

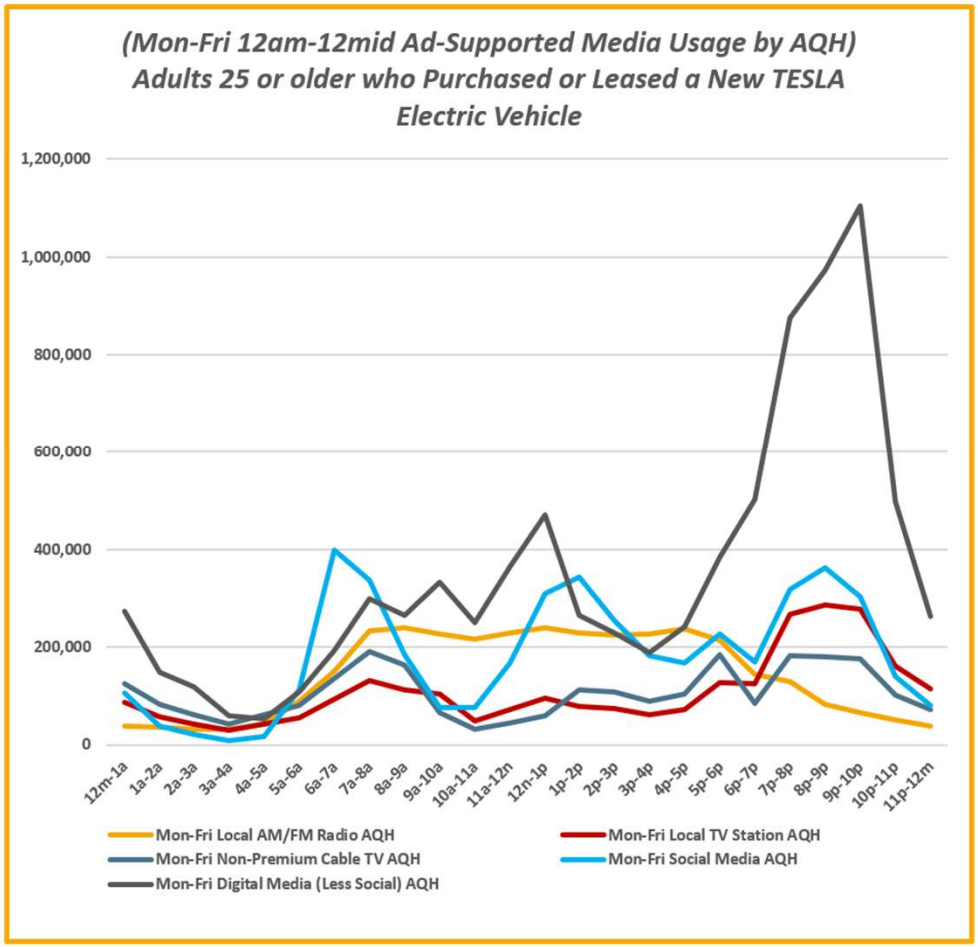
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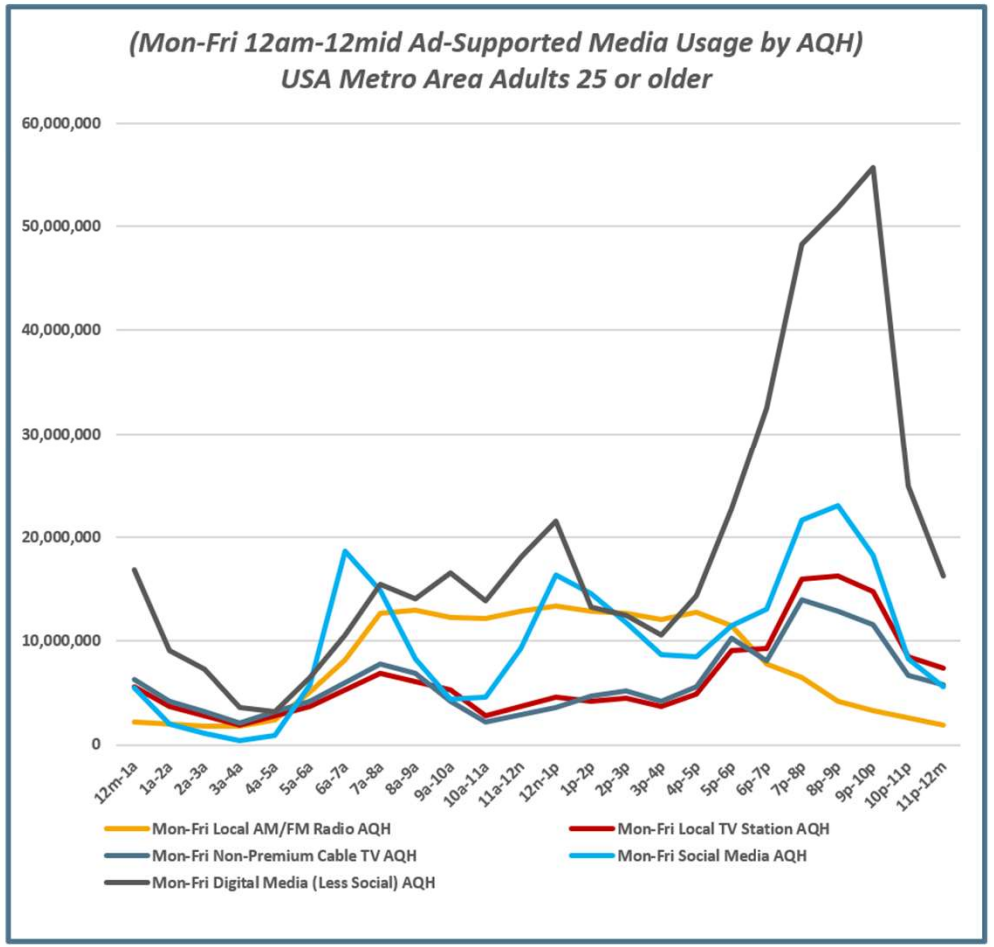
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Make of new vehicle (HHLD): TESLA



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 306,325; Social Media: 222,440; Local Radio: 216,206; Non-Prem. Cable: 106,032; Local TV: 92,104 reaching Adults 25 or older who Purchased or Leased a New TESLA Electric





USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

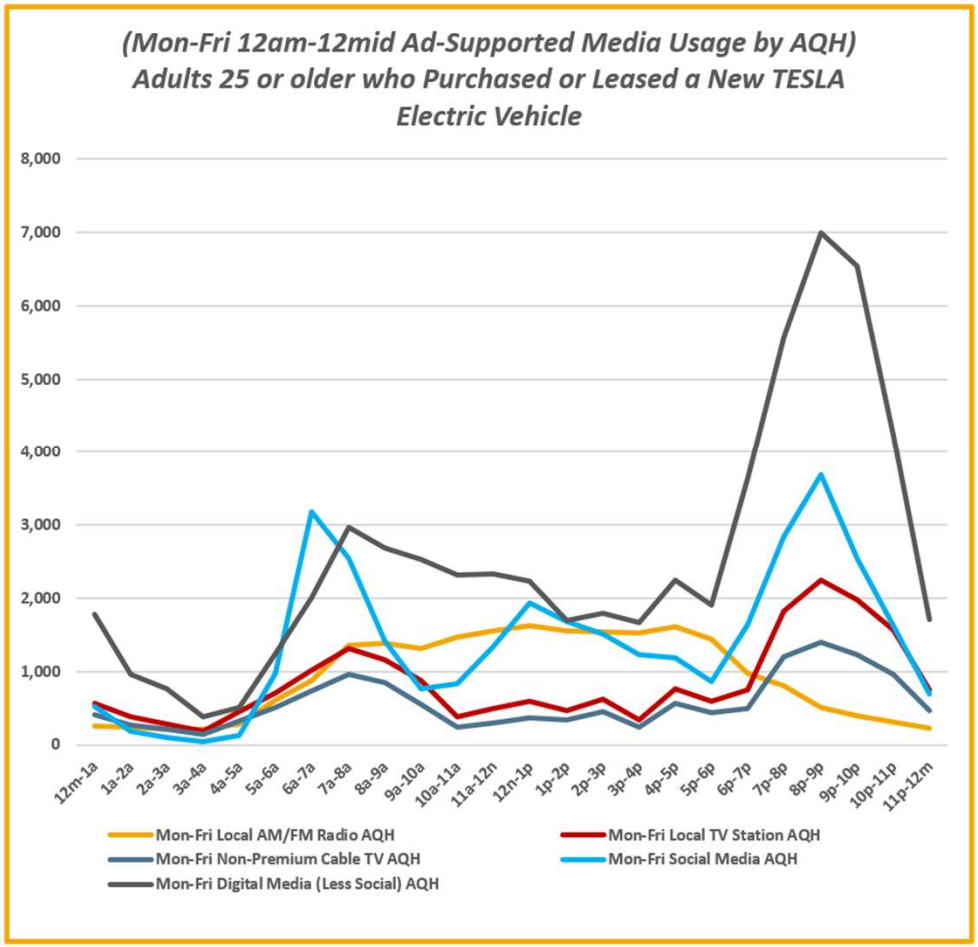
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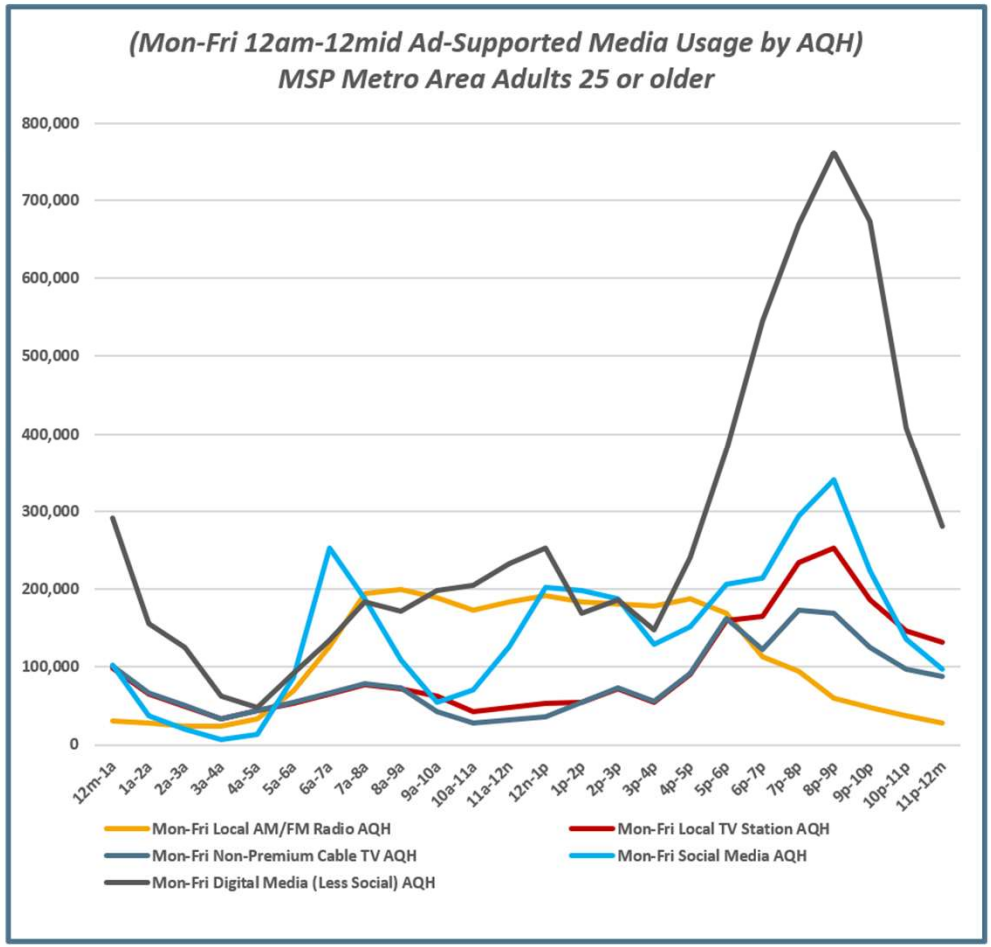
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Make of new vehicle (HHLD): TESLA



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,309; Social Media: 1,549; Local Radio: 1,402; Local TV: 722; Non-Prem. Cable: 502 reaching Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle.





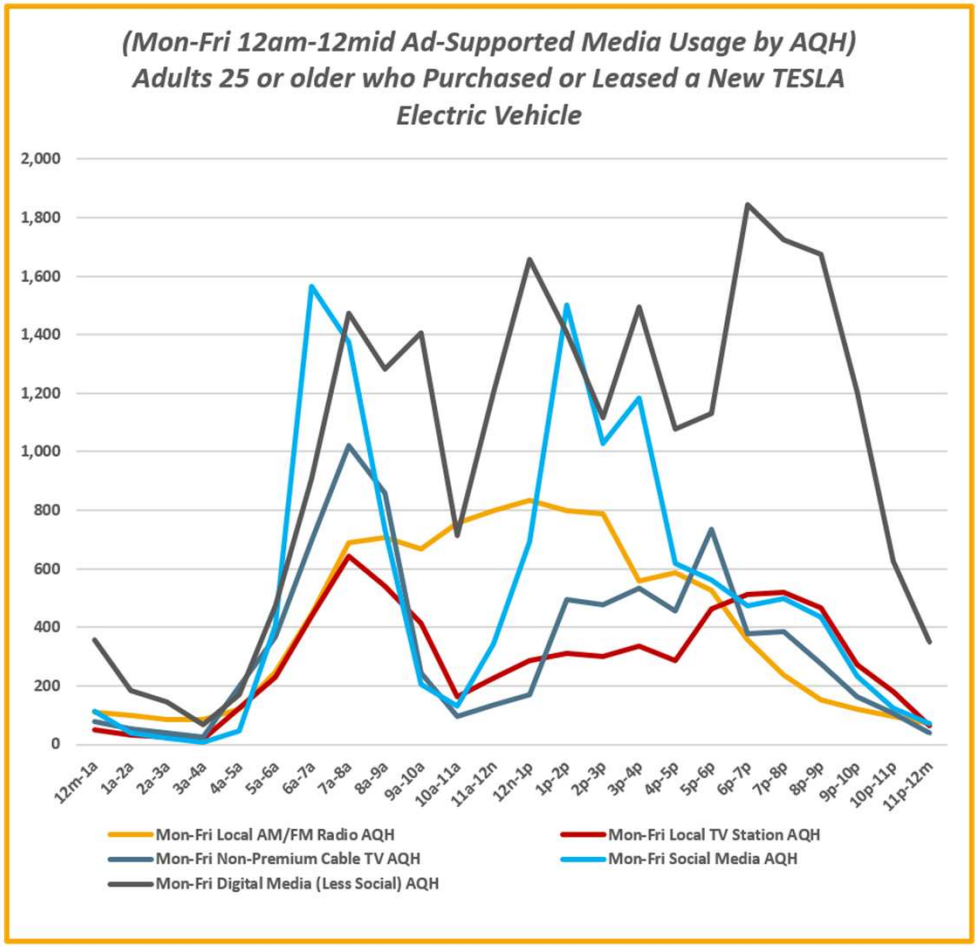
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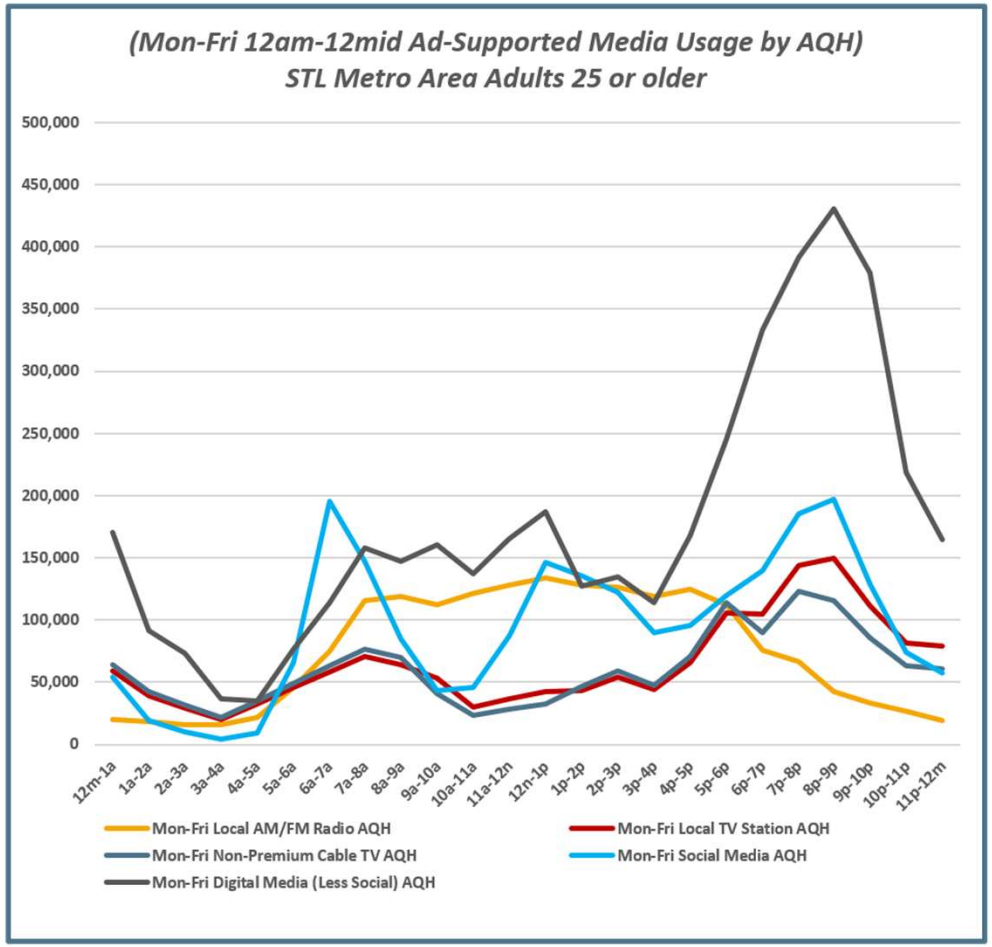
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Make of new vehicle (HHLD): TESLA



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,286; Social Media: 801; Local Radio: 655; Non-Prem. Cable: 484; Local TV: 378 reaching Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle.





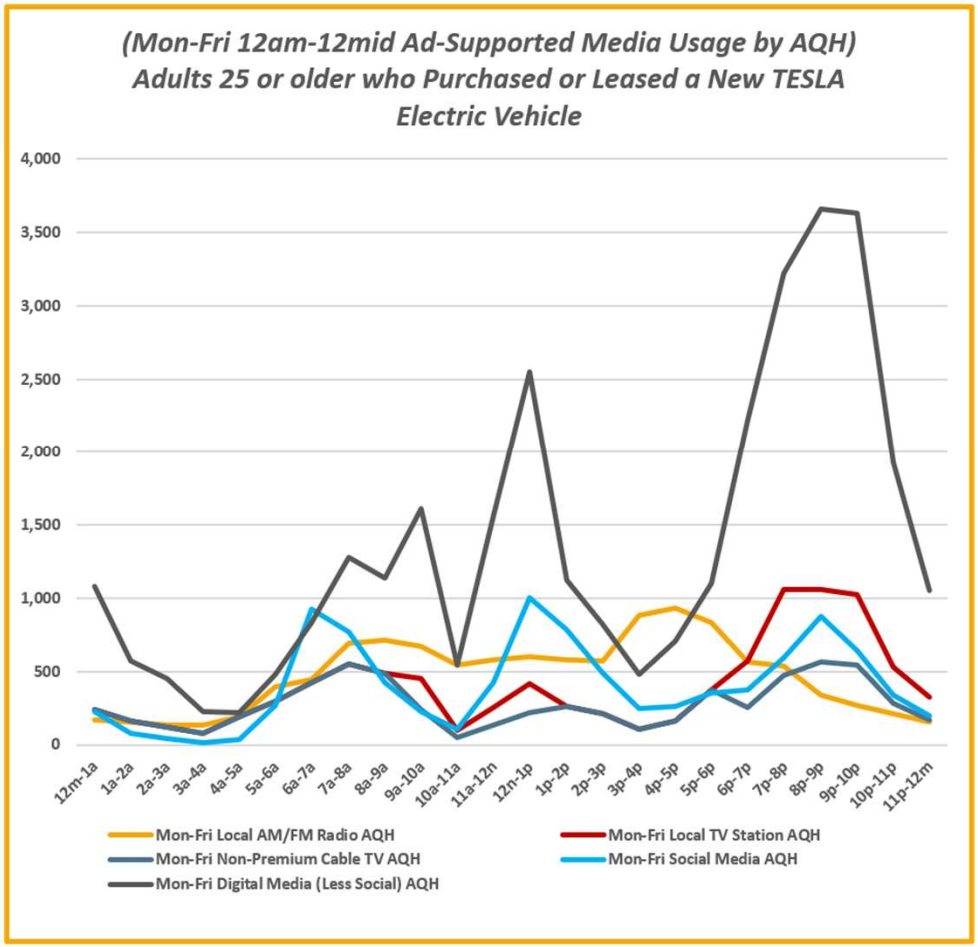
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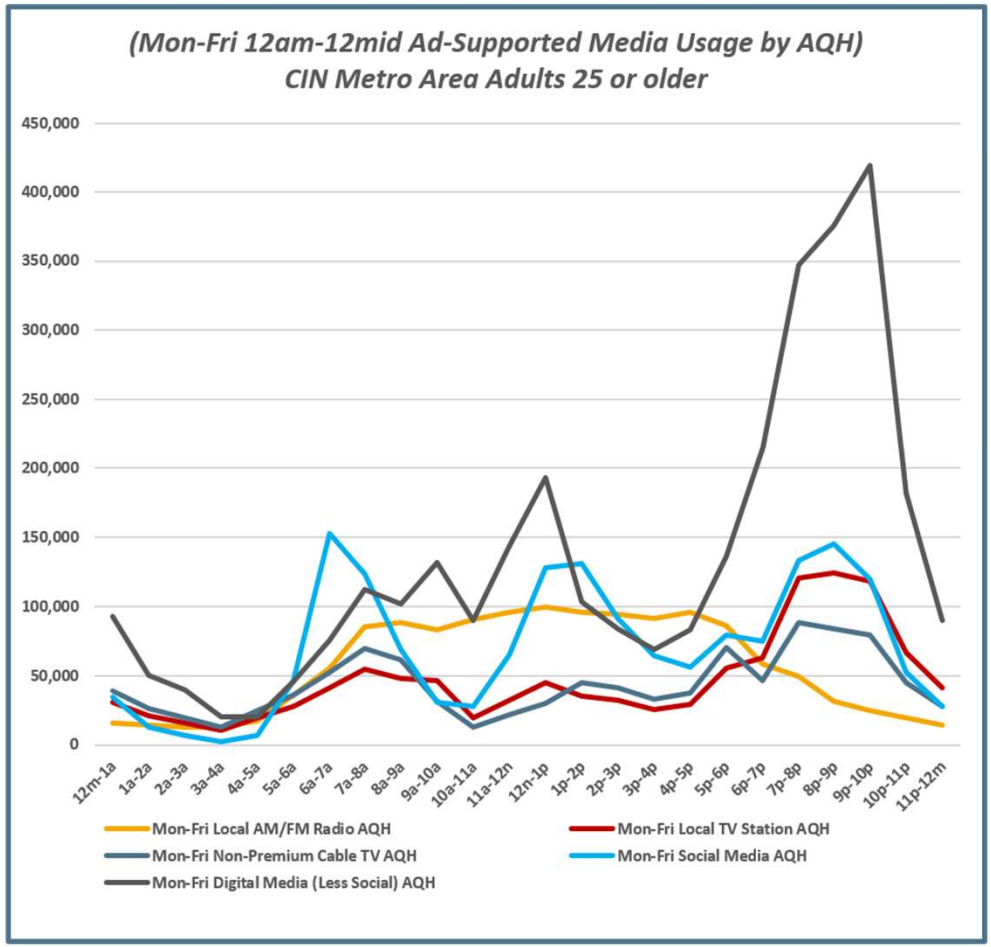
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Make of new vehicle (HHLD): TESLA



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,228; Local Radio: 662; Social Media: 492; Local TV: 336; Non-Prem. Cable: 268 reaching Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle.





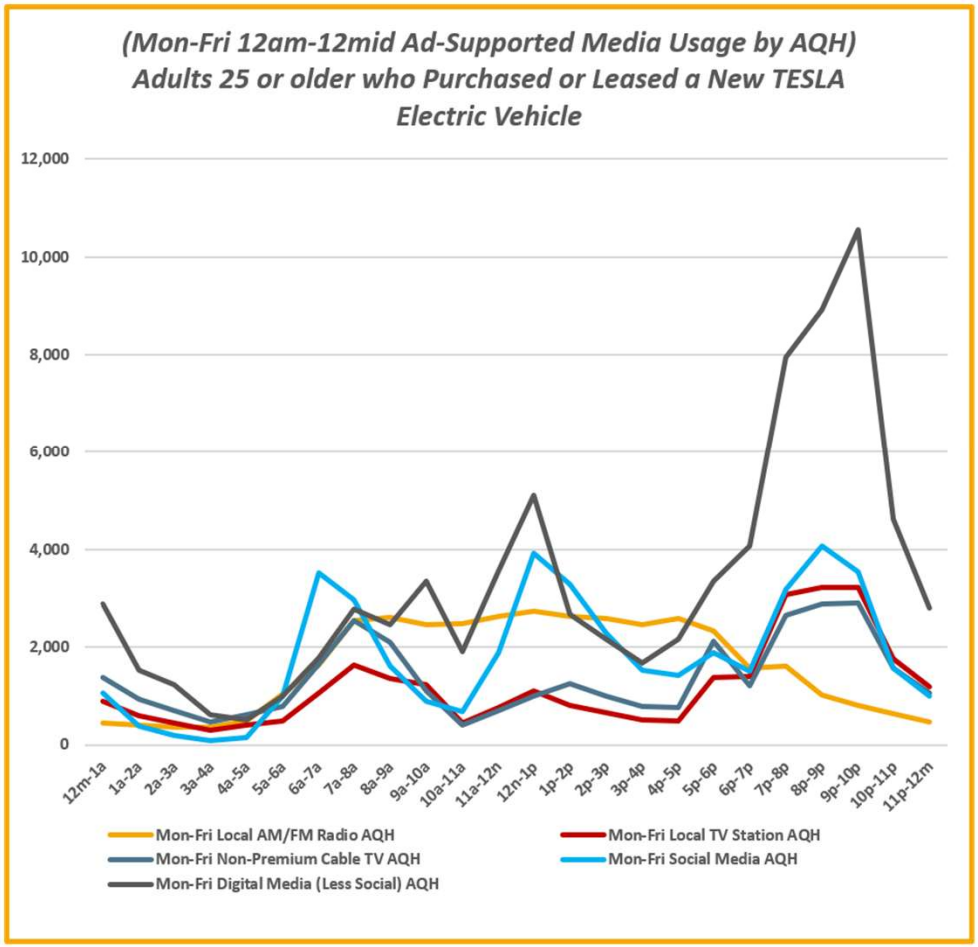
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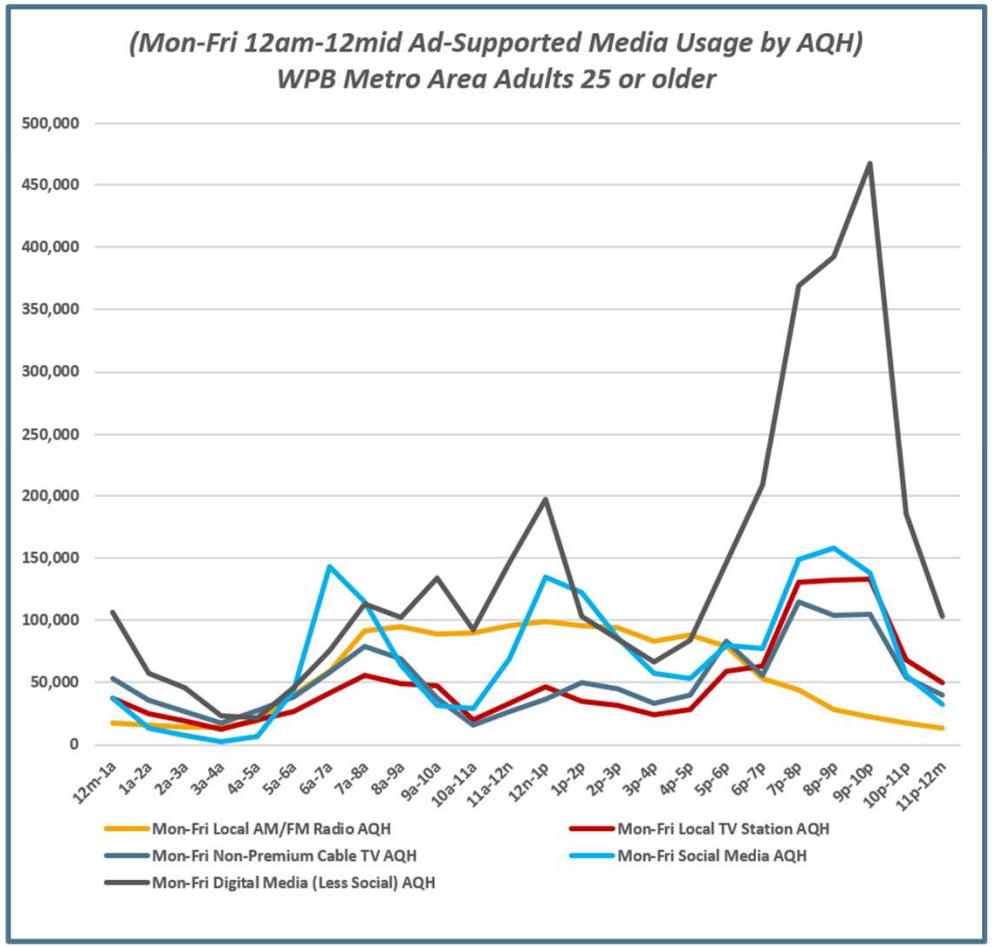
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Make of new vehicle (HHLD): TESLA



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,847; Local Radio: 2,401; Social Media: 2,108; Non-Prem. Cable: 1,280; Local TV: 986 reaching Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle.





WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 115

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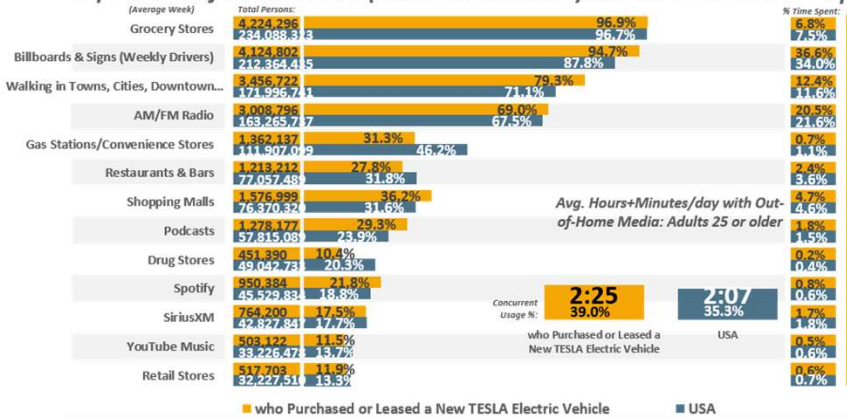
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Make of new vehicle (HHLD): TESLA

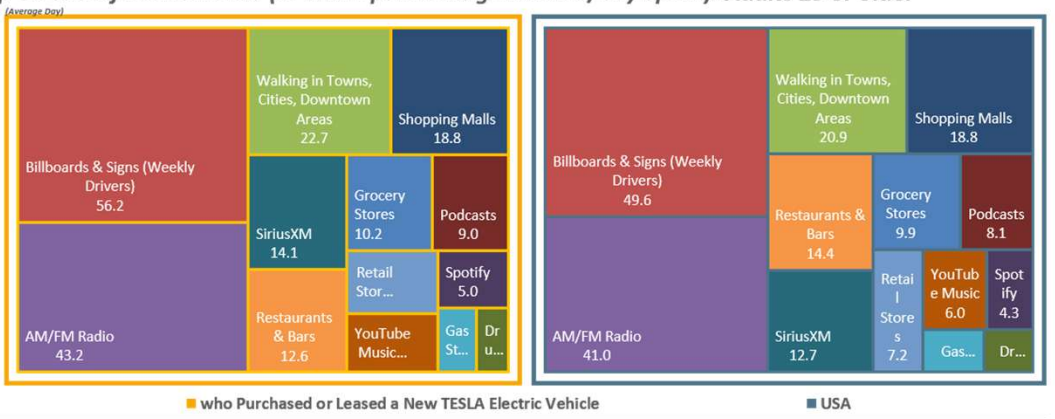


4,124,802 or 94.7% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 56.2 minutes per day driving, seeing Billboards and Signs. 66.2% Listen to Local Radio Stations Out-of-Home for an average of 38.7 minutes/da

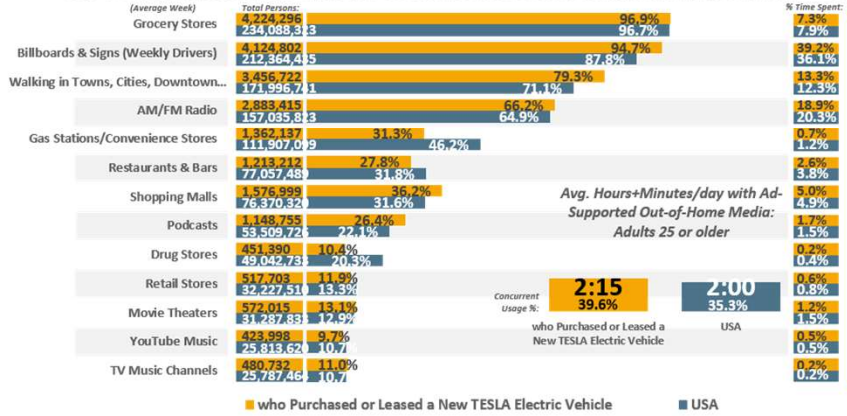
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



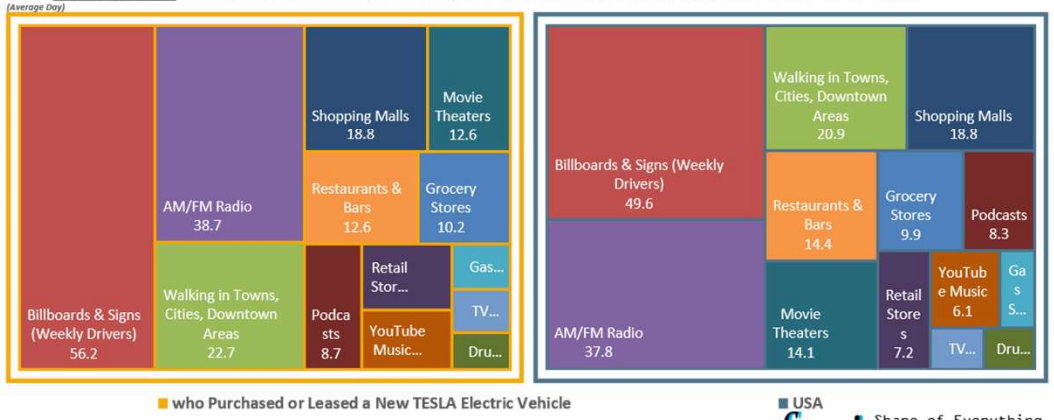
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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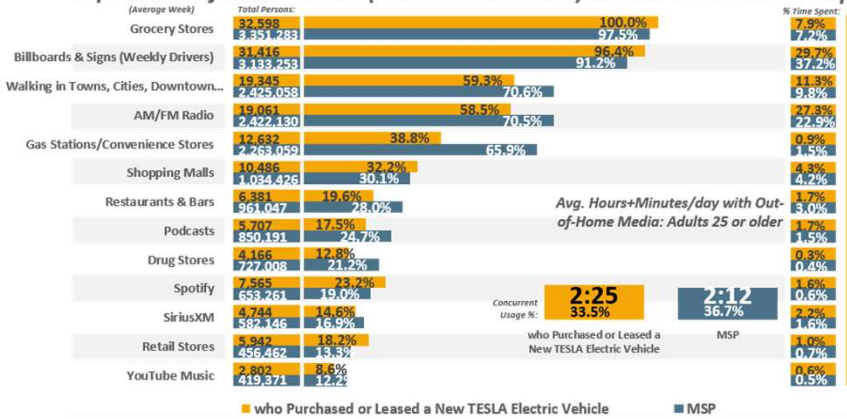
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Make of new vehicle (HHLD): TESLA

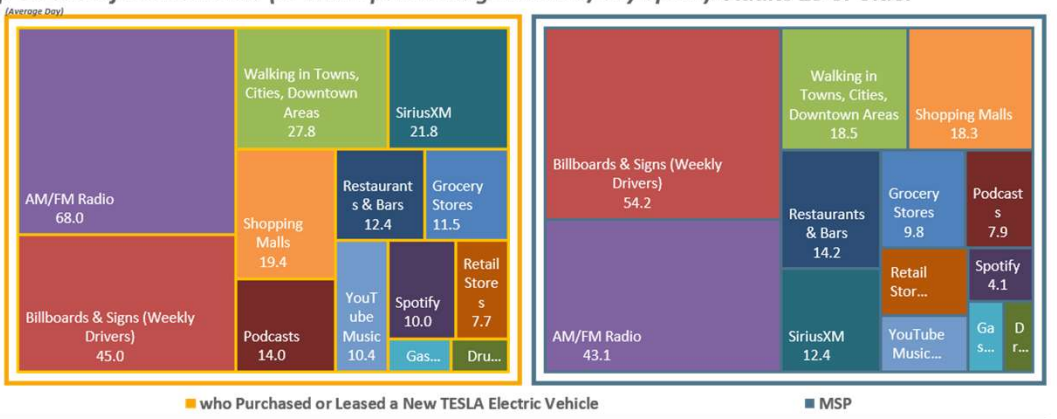


31,416 or 96.4% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 45. minutes per day driving, seeing Billboards and Signs. 57.2% Listen to Local Radio Stations Out-of-Home for an average of 59.7 minutes/day.

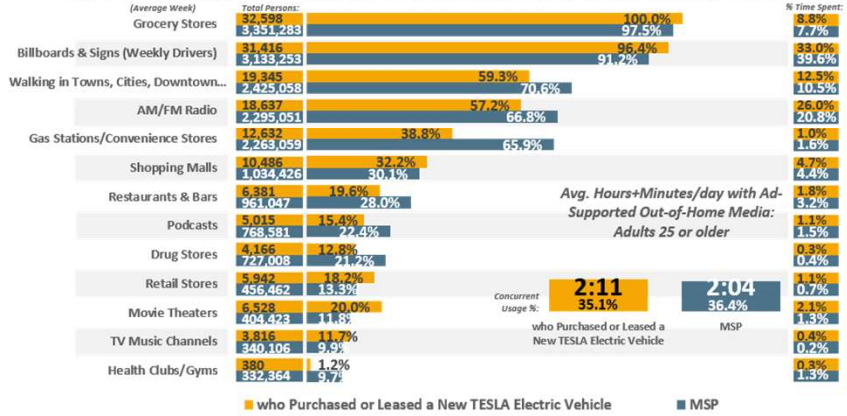
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



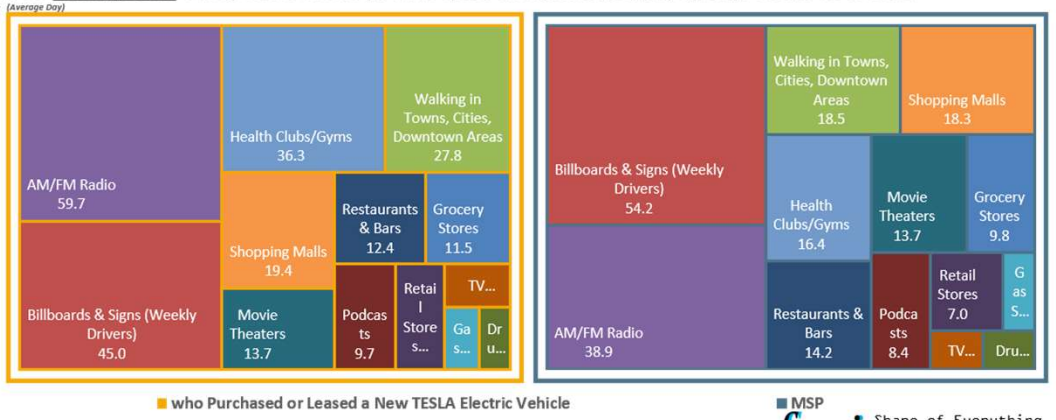
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35

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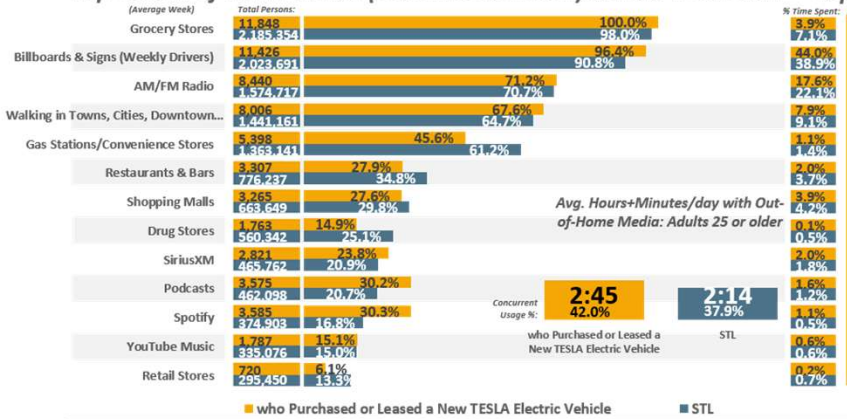
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Make of new vehicle (HHLD): TESLA

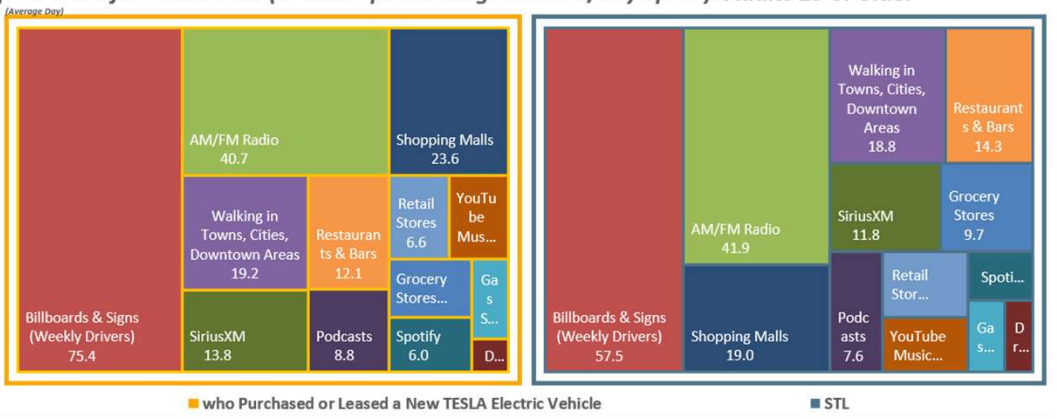


11,426 or 96.4% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 75.4 minutes per day driving, seeing Billboards and Signs. 70.1% Listen to Local Radio Stations Out-of-Home for an average of 35.3 minutes/day.

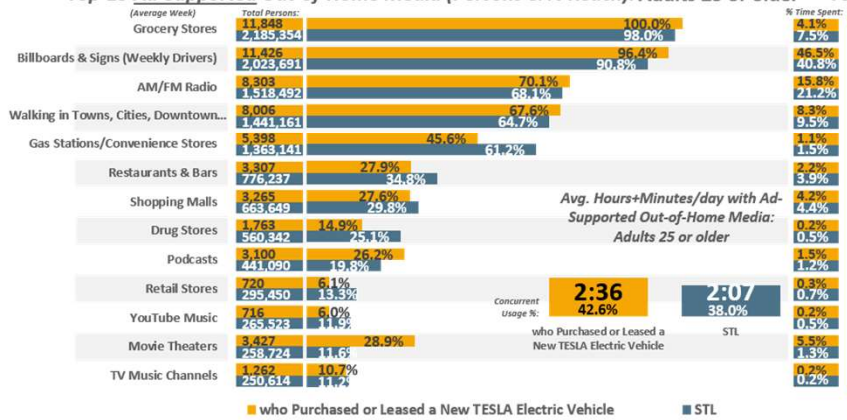
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



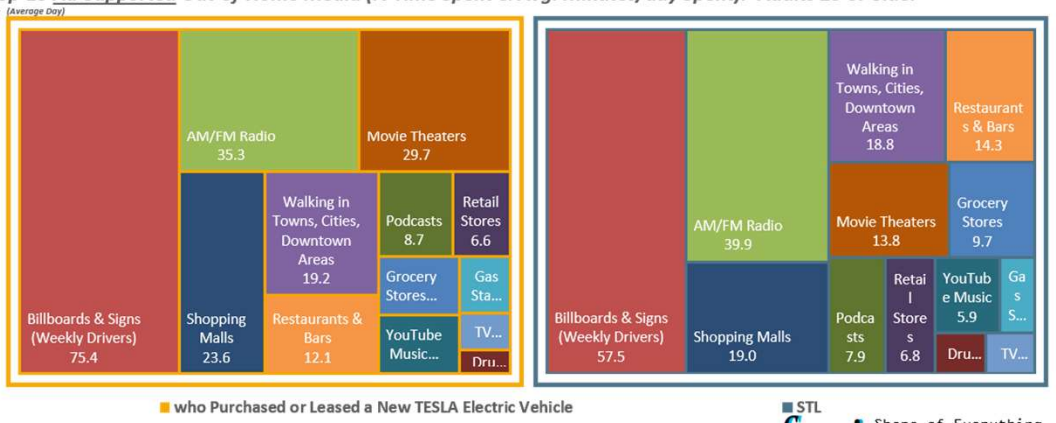
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 31

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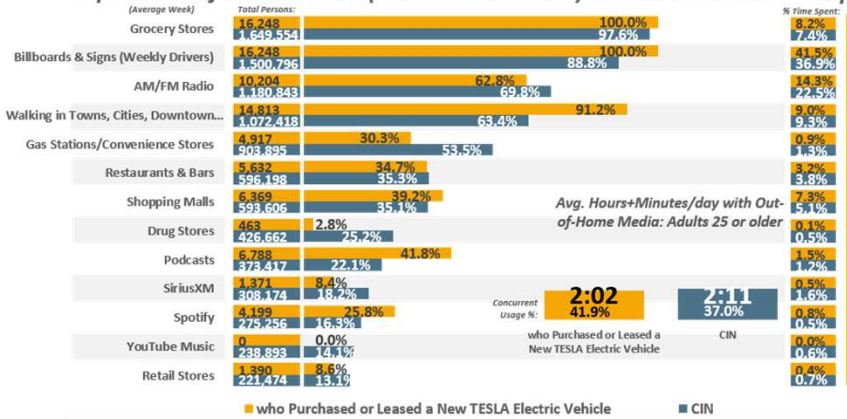
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Make of new vehicle (HHLD): TESLA

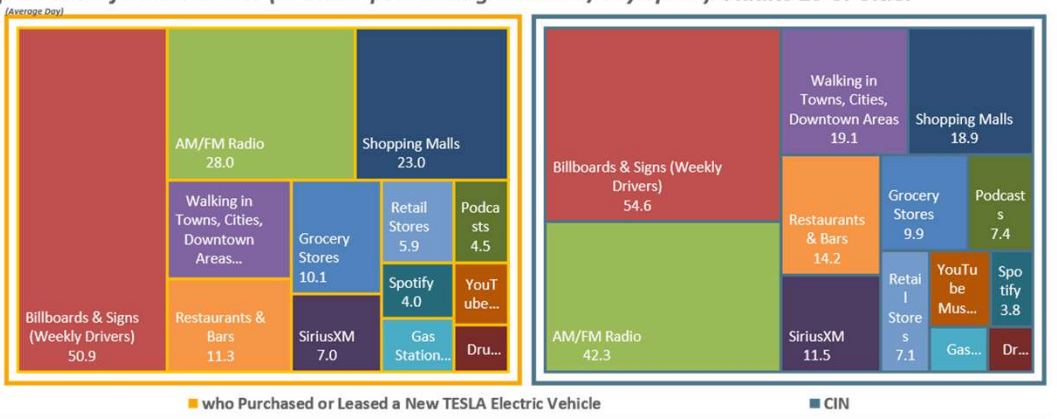


16,248 or 100.% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 50.9 minutes per day driving, seeing Billboards and Signs. 58.2% Listen to Local Radio Stations Out-of-Home for an average of 25.1 minutes/day.

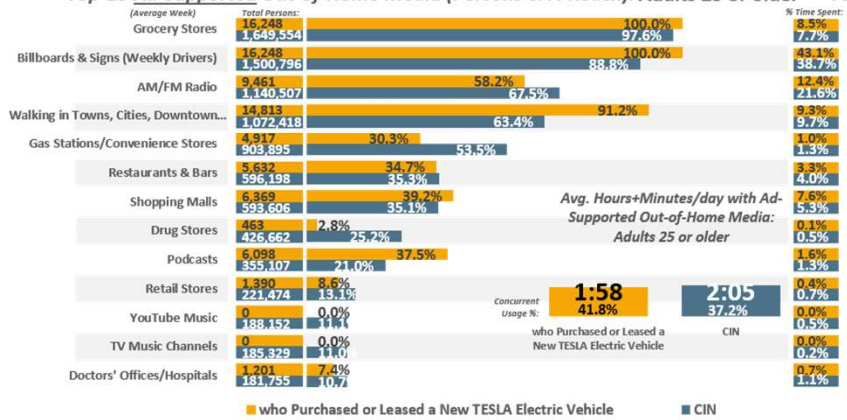
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



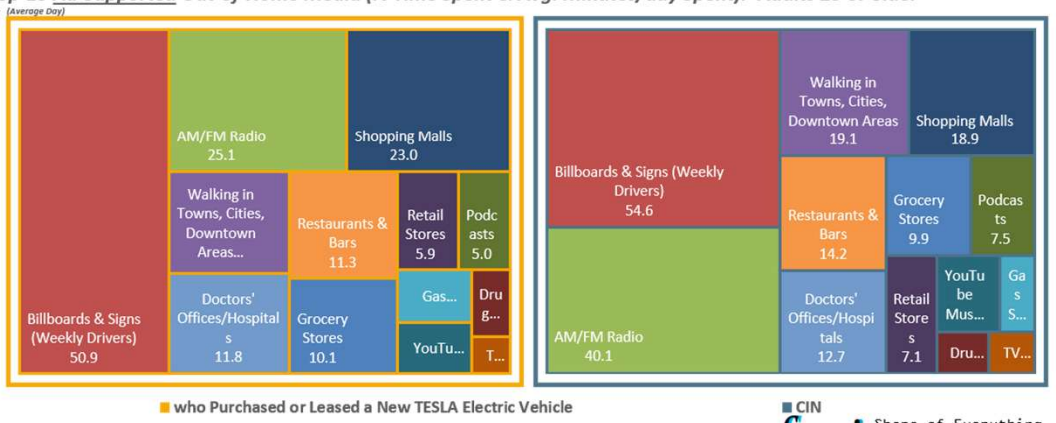
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35

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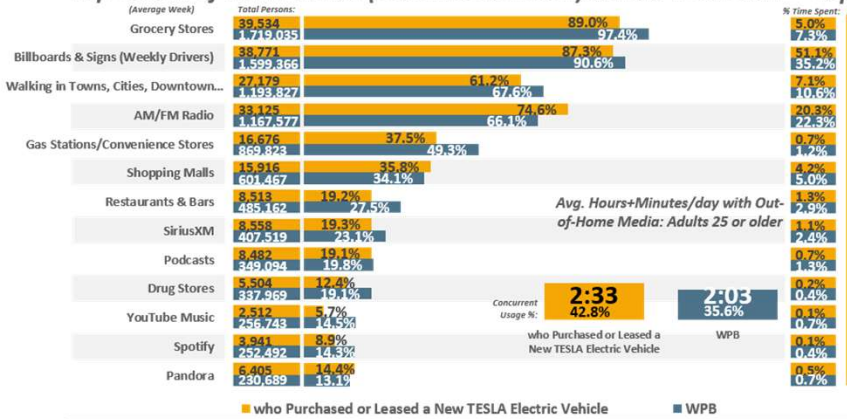
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Make of new vehicle (HHLD): TESLA

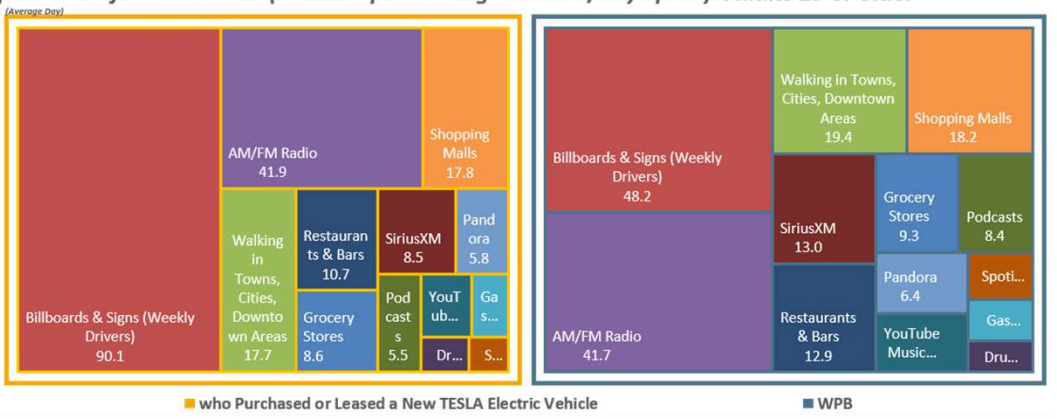


38,771 or 87.3% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 90.1 minutes per day driving, seeing Billboards and Signs. 73.2% Listen to Local Radio Stations Out-of-Home for an average of 39.8 minutes/day.

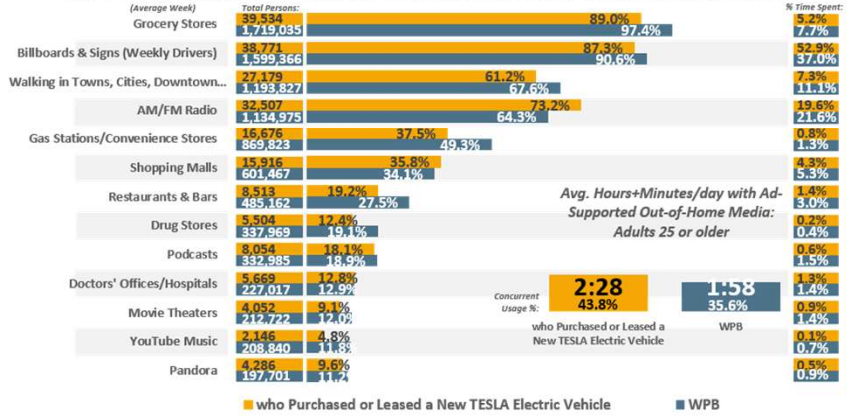
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



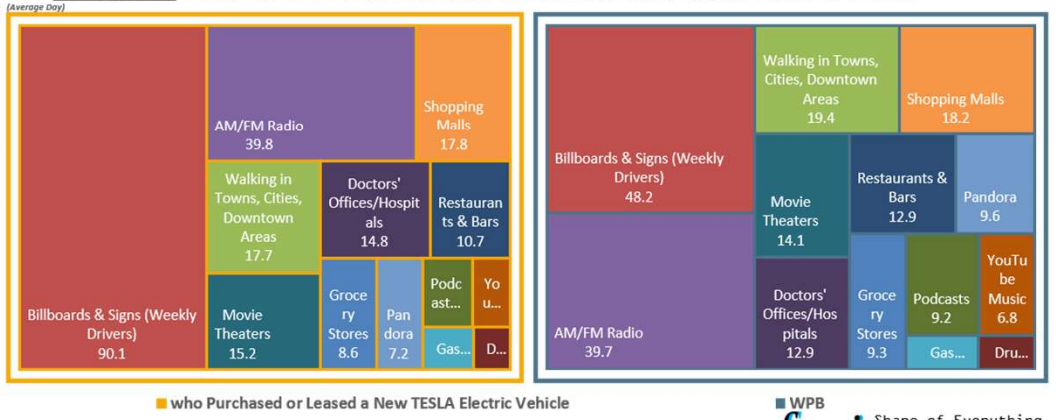
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 115

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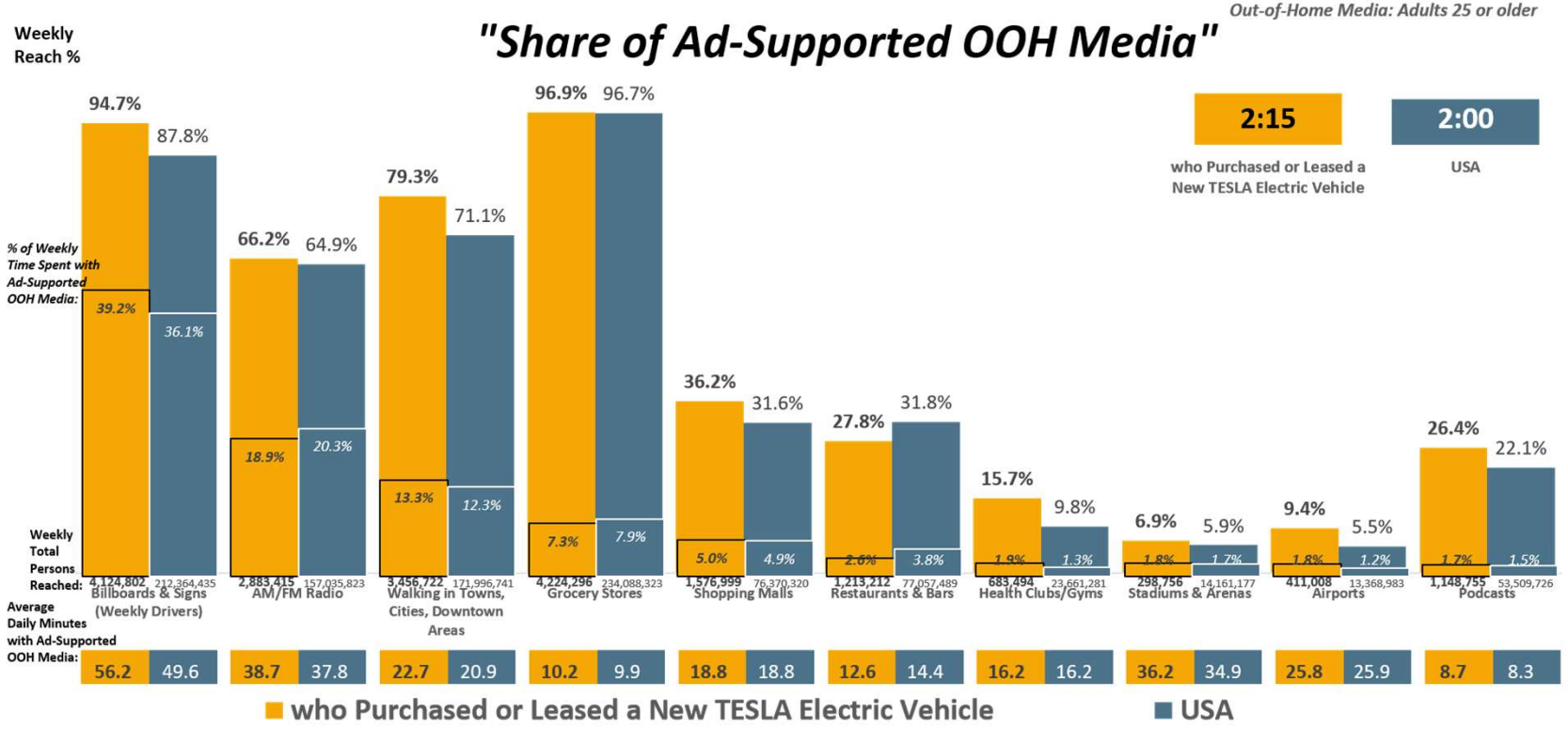
Make of new vehicle (HHLD): TESLA



4,124,802 or 94.7% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 56.2 minutes per day driving, seeing Billboards and Signs representing 39.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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Scarborough R2 2025-26: Feb24-Jul26 USA Projection

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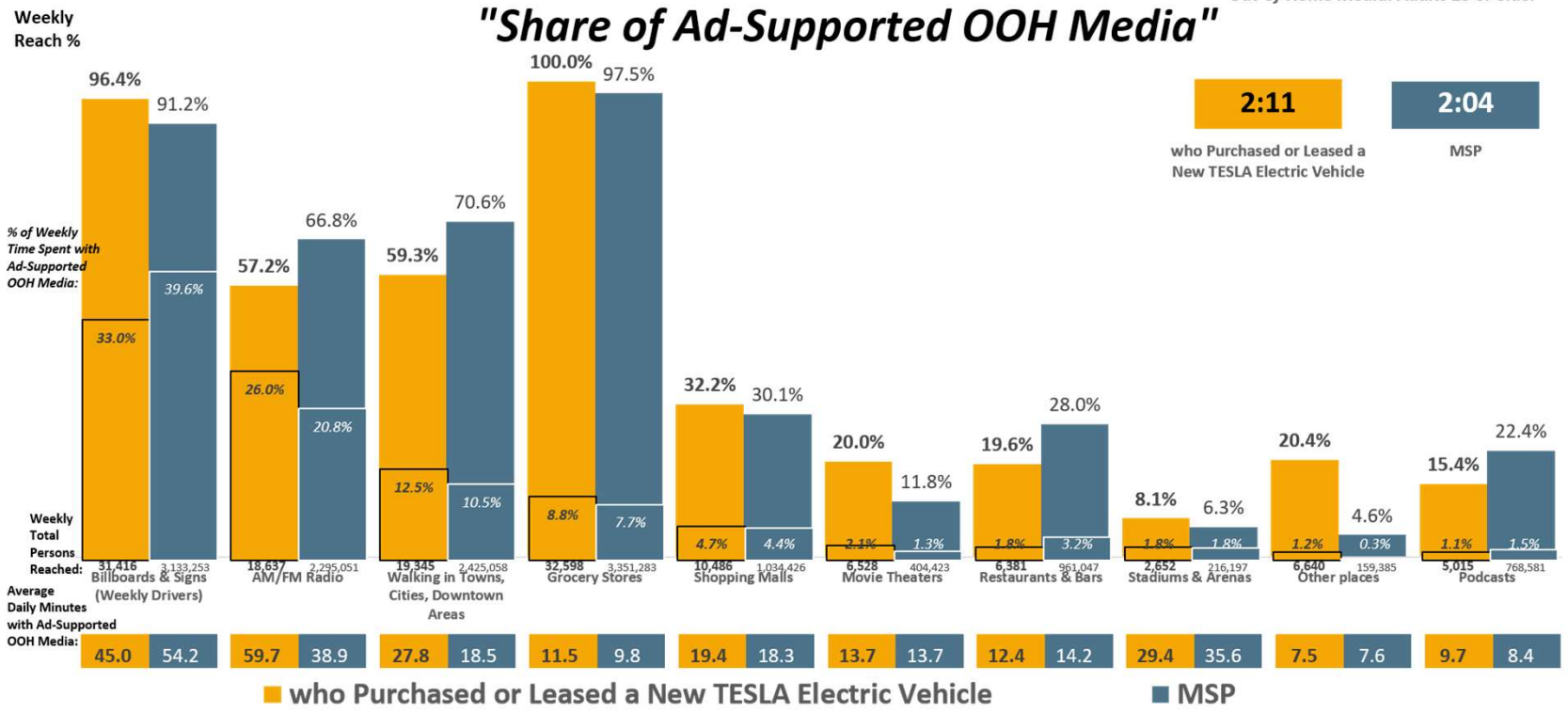
Make of new vehicle (HHLD): TESLA



31,416 or 96.4% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 45. minutes per day driving, seeing Billboards and Signs representing 33.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,687

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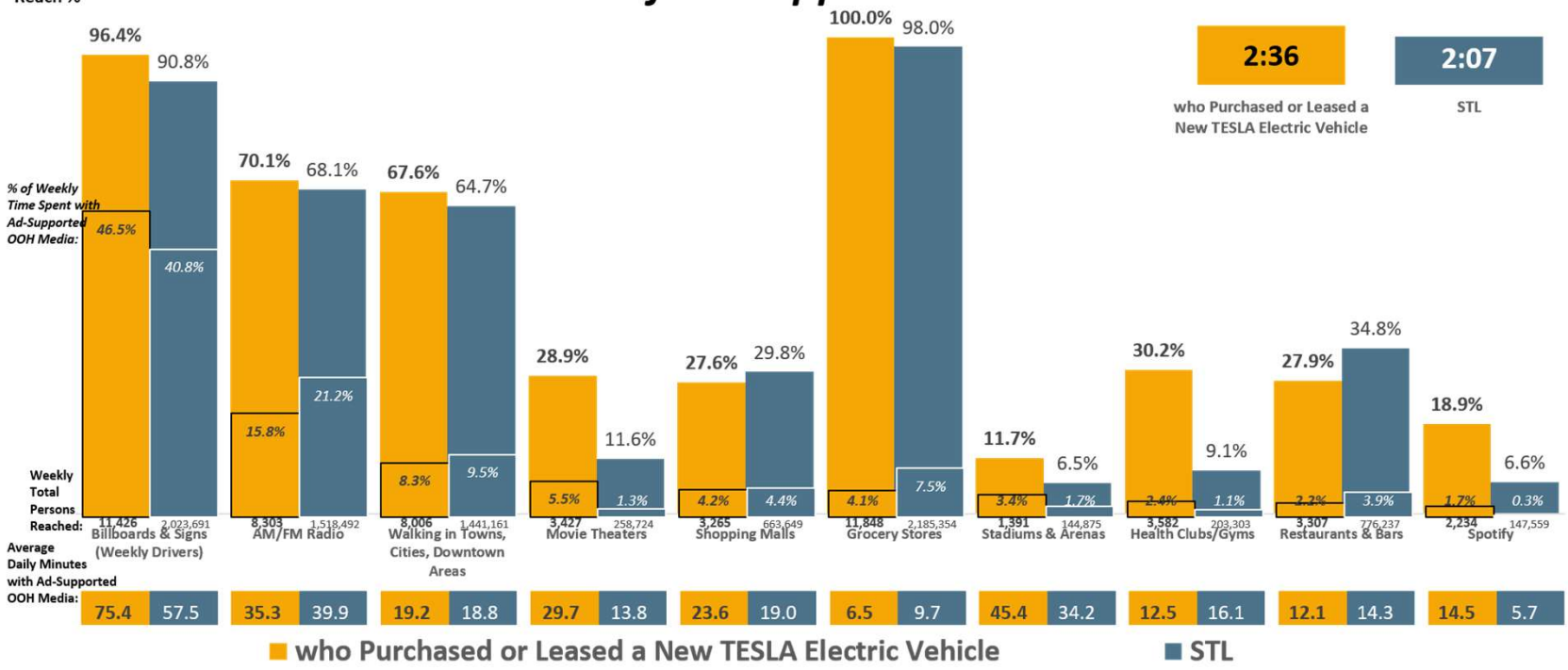
Make of new vehicle (HHLD): TESLA



11,426 or 96.4% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 75.4 minutes per day driving, seeing Billboards and Signs representing 46.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 31 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,701

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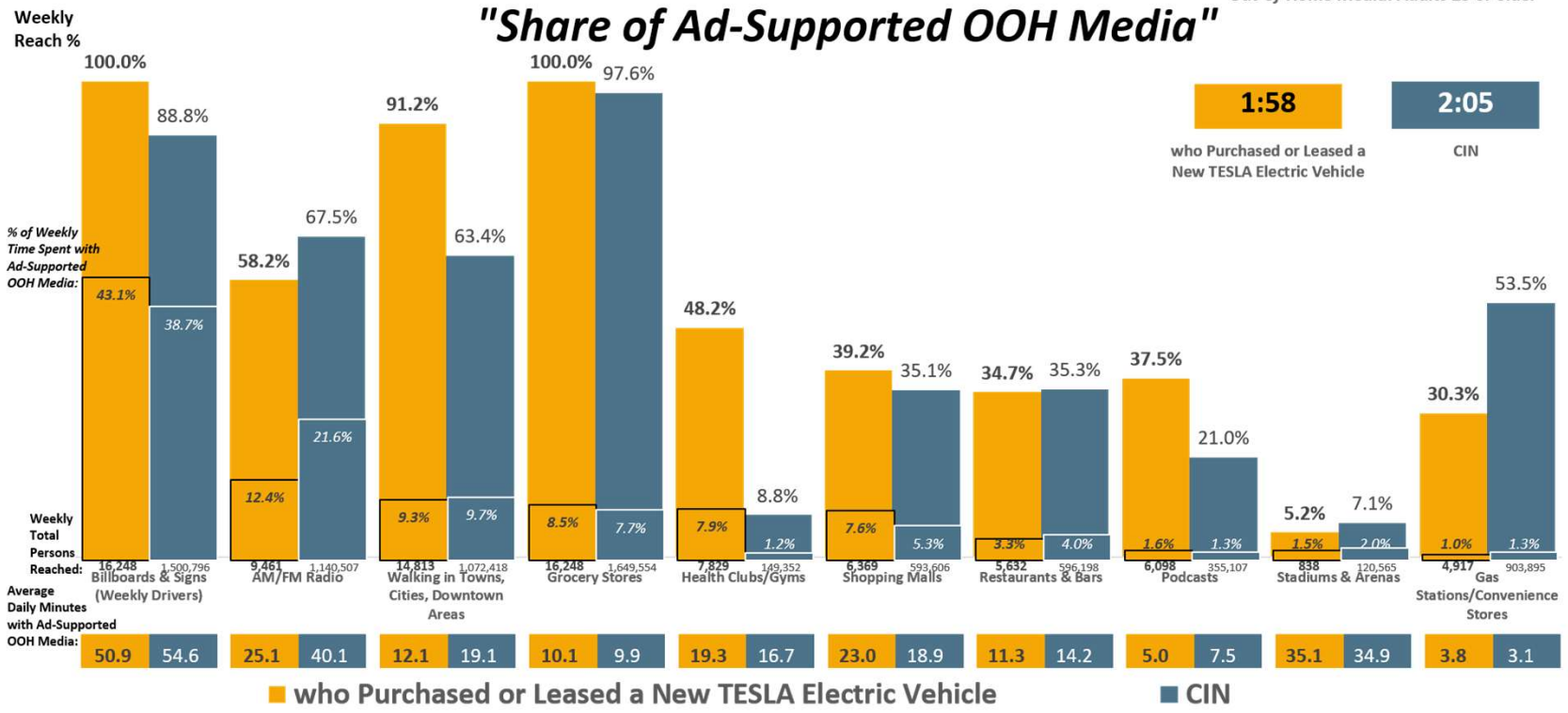
Make of new vehicle (HHLD): TESLA



16,248 or 100.% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 50.9 minutes per day driving, seeing Billboards and Signs representing 43.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35 CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,573

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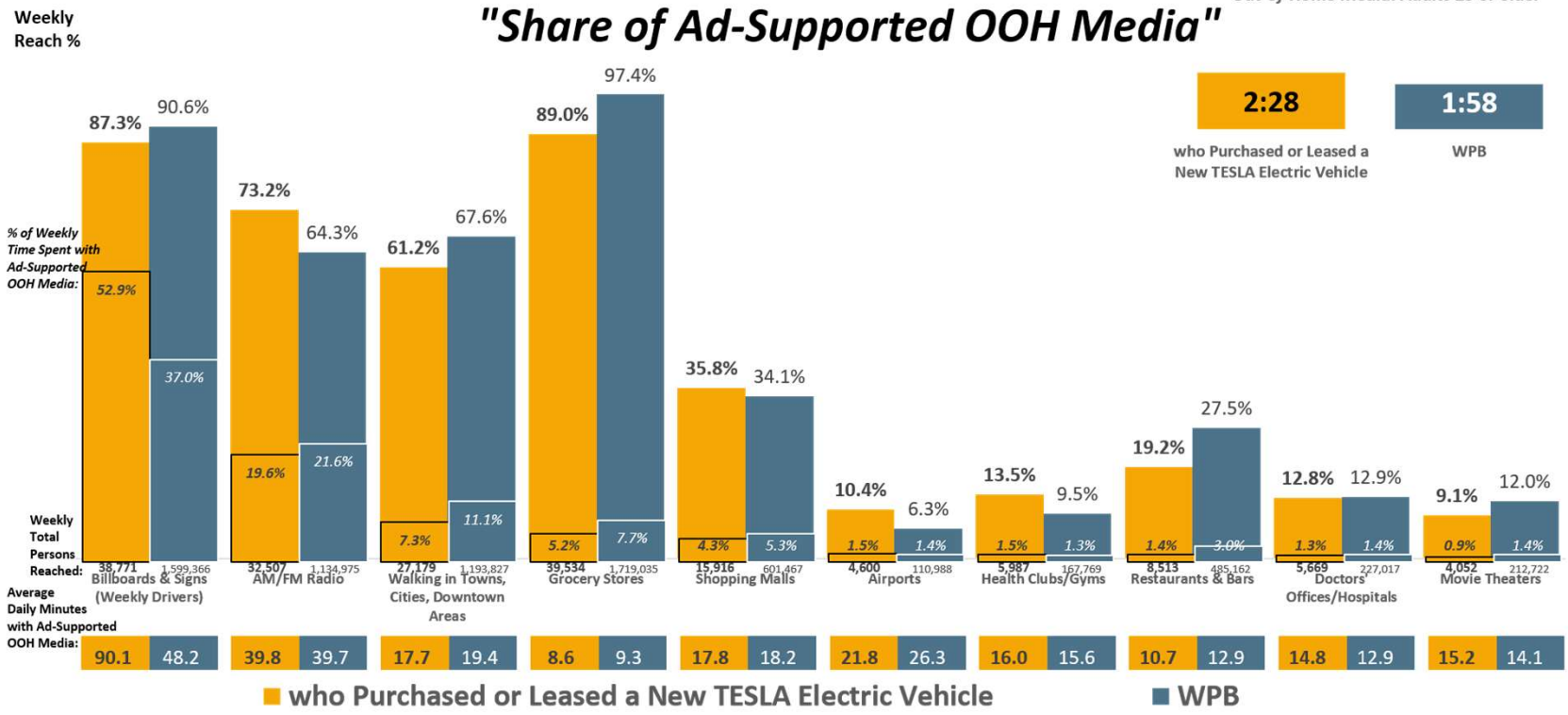
Make of new vehicle (HHLD): TESLA



38,771 or 87.3% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 90.1 minutes per day driving, seeing Billboards and Signs representing 52.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"

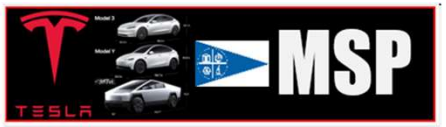


WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 115 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,823

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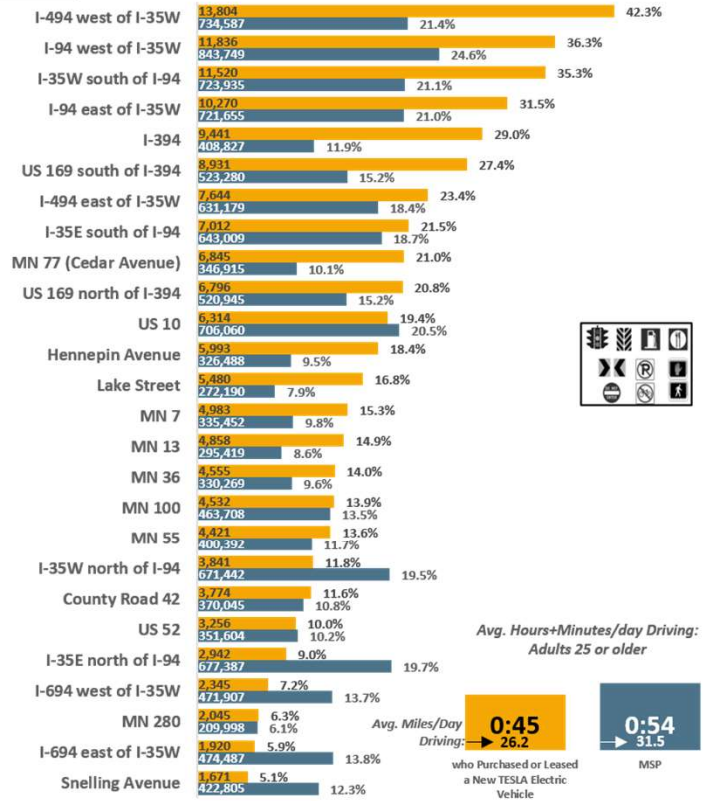
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Make of new vehicle (HHLD): TESLA

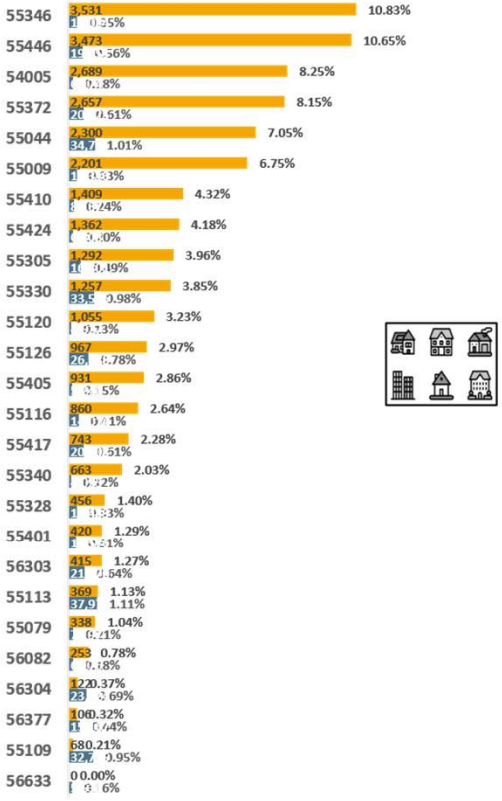


31,416 or 96.4% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 45. minutes per day driving an average of 26.2 miles each day and are 143.4% more likely to use I-394 than the Metro average.

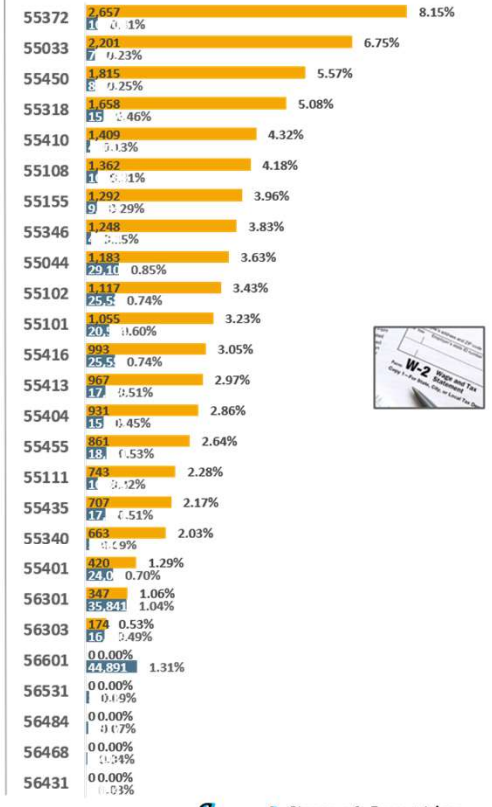
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35

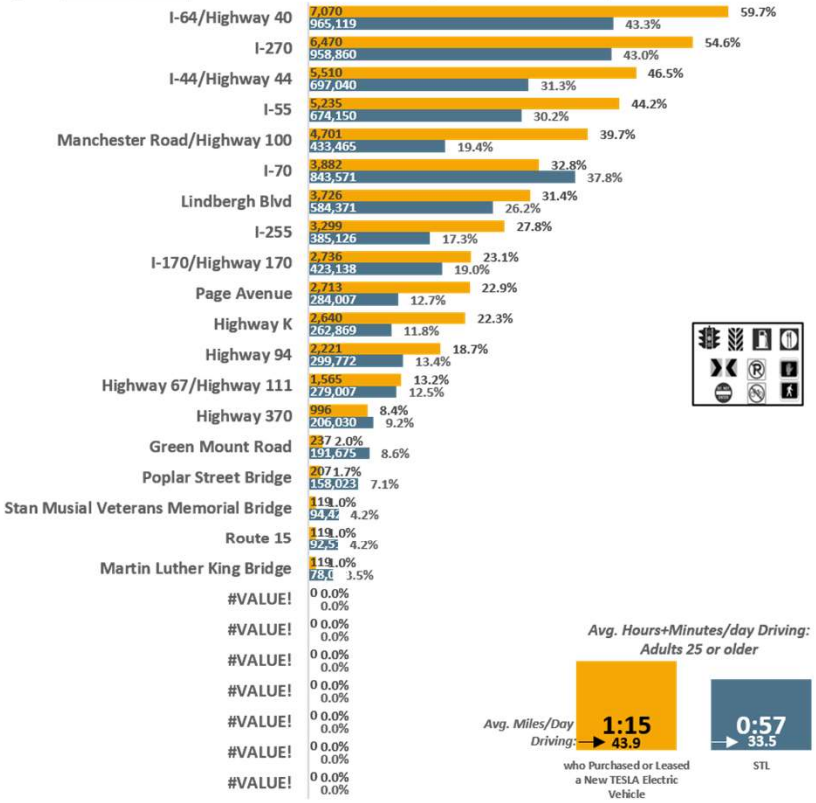
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Make of new vehicle (HHLD): TESLA



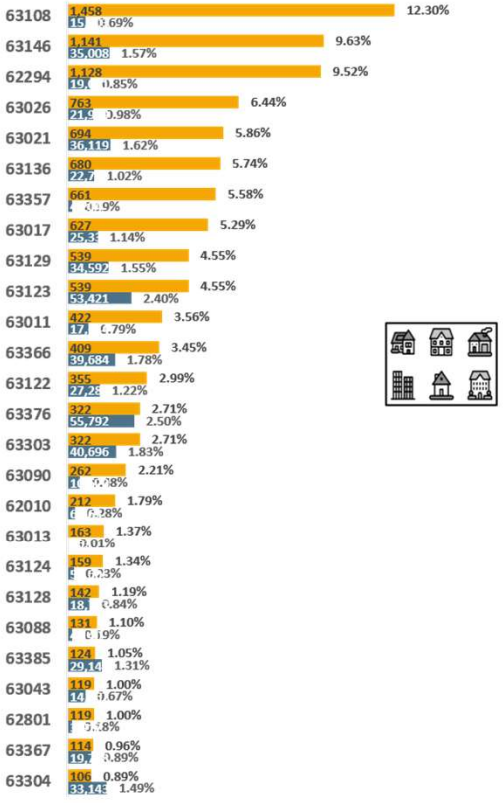
11,426 or 96.4% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 75.4 minutes per day driving an average of 43.9 miles each day and are 104.% more likely to use Manchester Road/Highway 100 than the Metro avera

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older

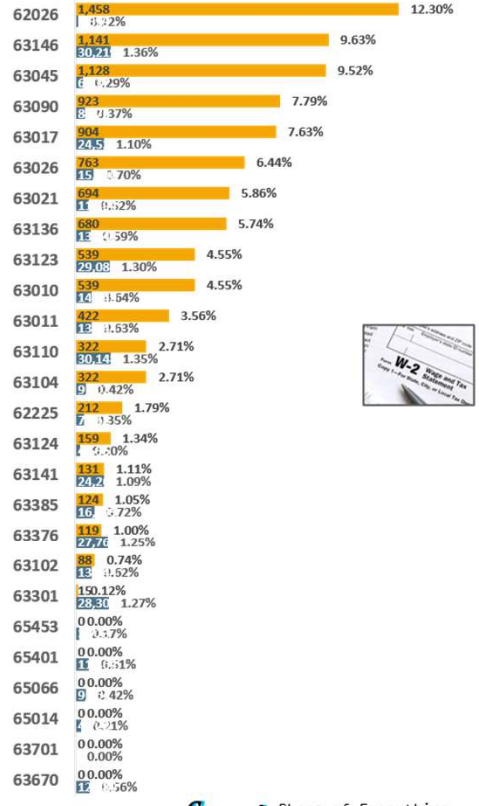


Avg. Hours+Minutes/day Driving: Adults 25 or older

Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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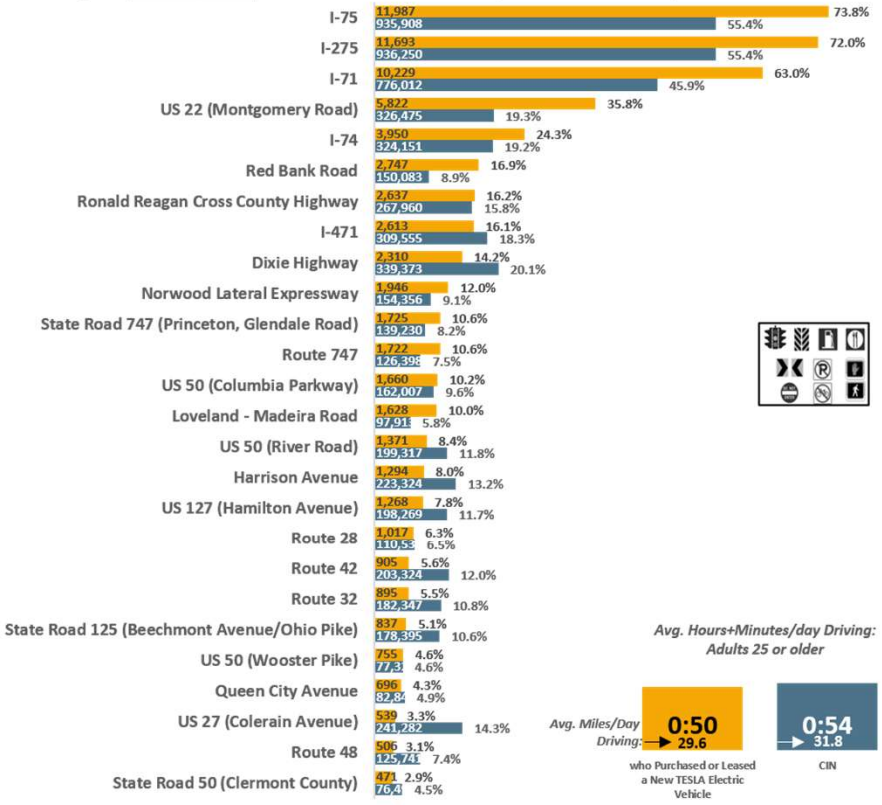
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Make of new vehicle (HHLD): TESLA

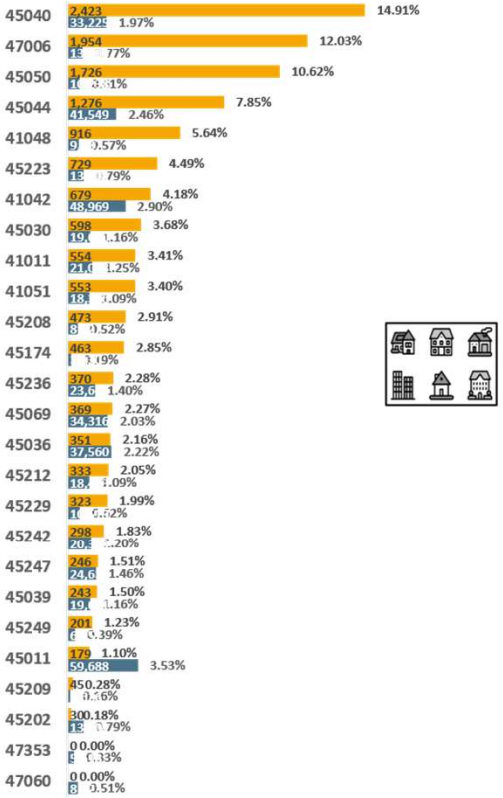


16,248 or 100.% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 50.9 minutes per day driving an average of 29.6 miles each day and are 90.4% more likely to use Red Bank Road than the Metro average.

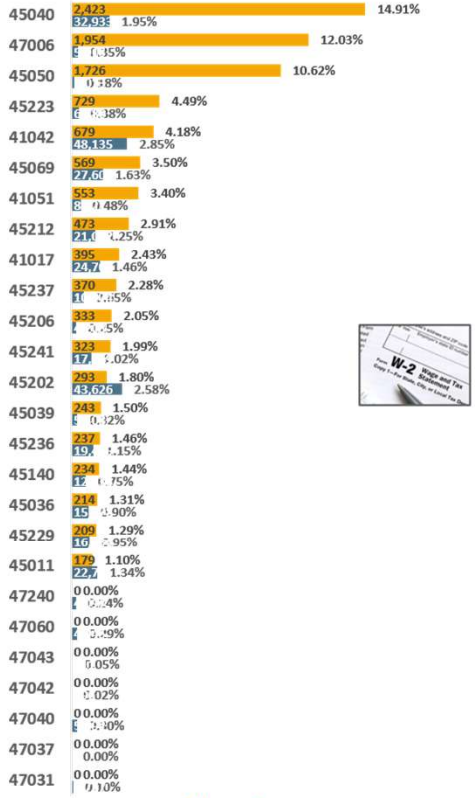
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 35

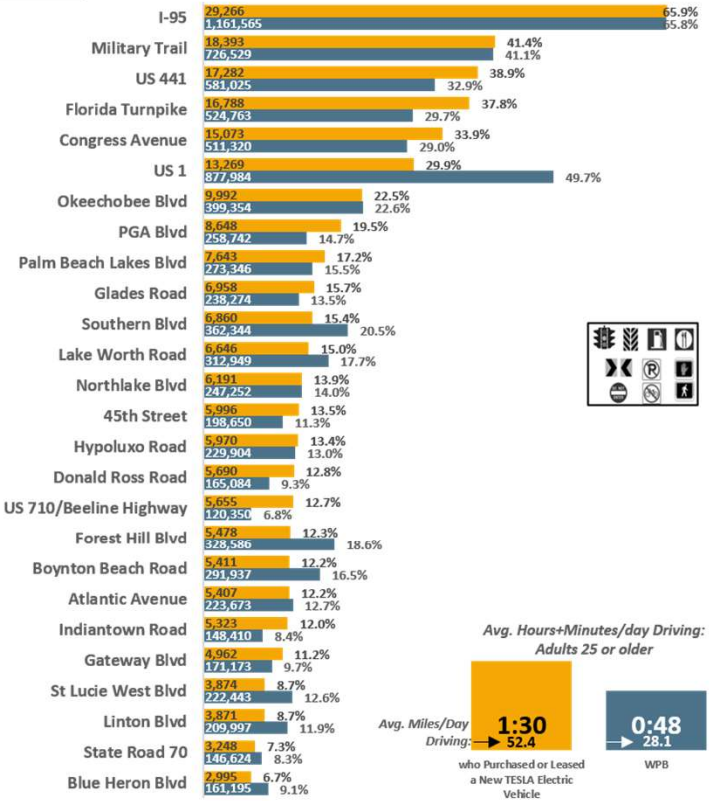
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Make of new vehicle (HHLD): TESLA



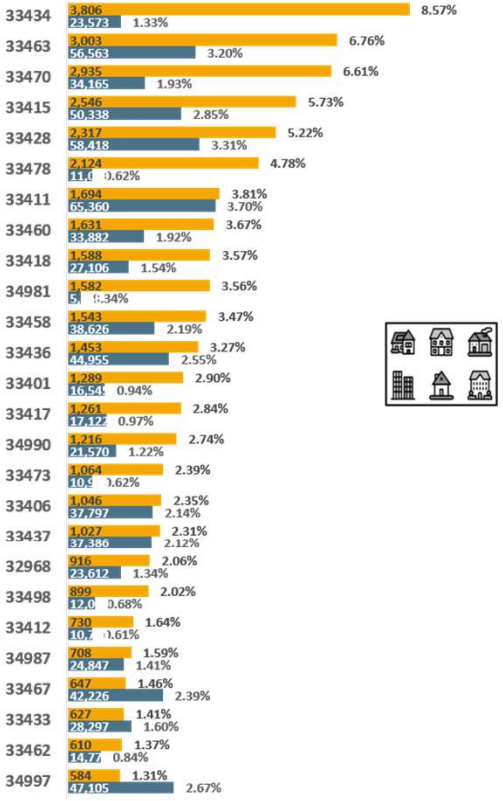
38,771 or 87.3% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 90.1 minutes per day driving an average of 52.4 miles each day and are 86.8% more likely to use US 710/Beeline Highway than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older

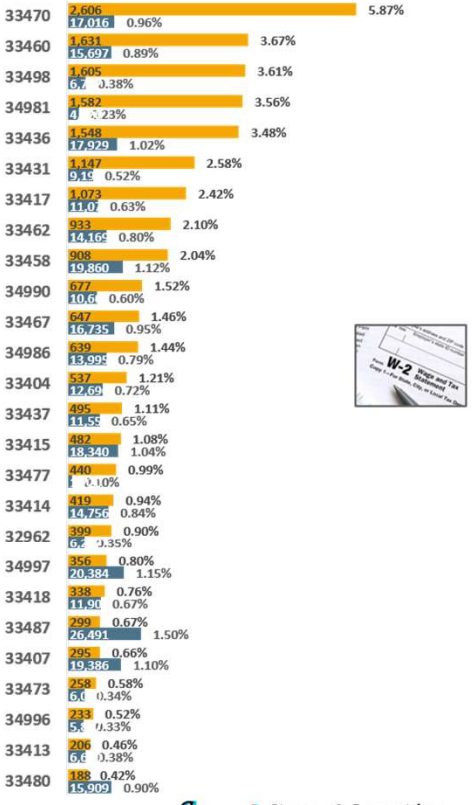


Avg. Hours+Minutes/day Driving: Adults 25 or older

Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



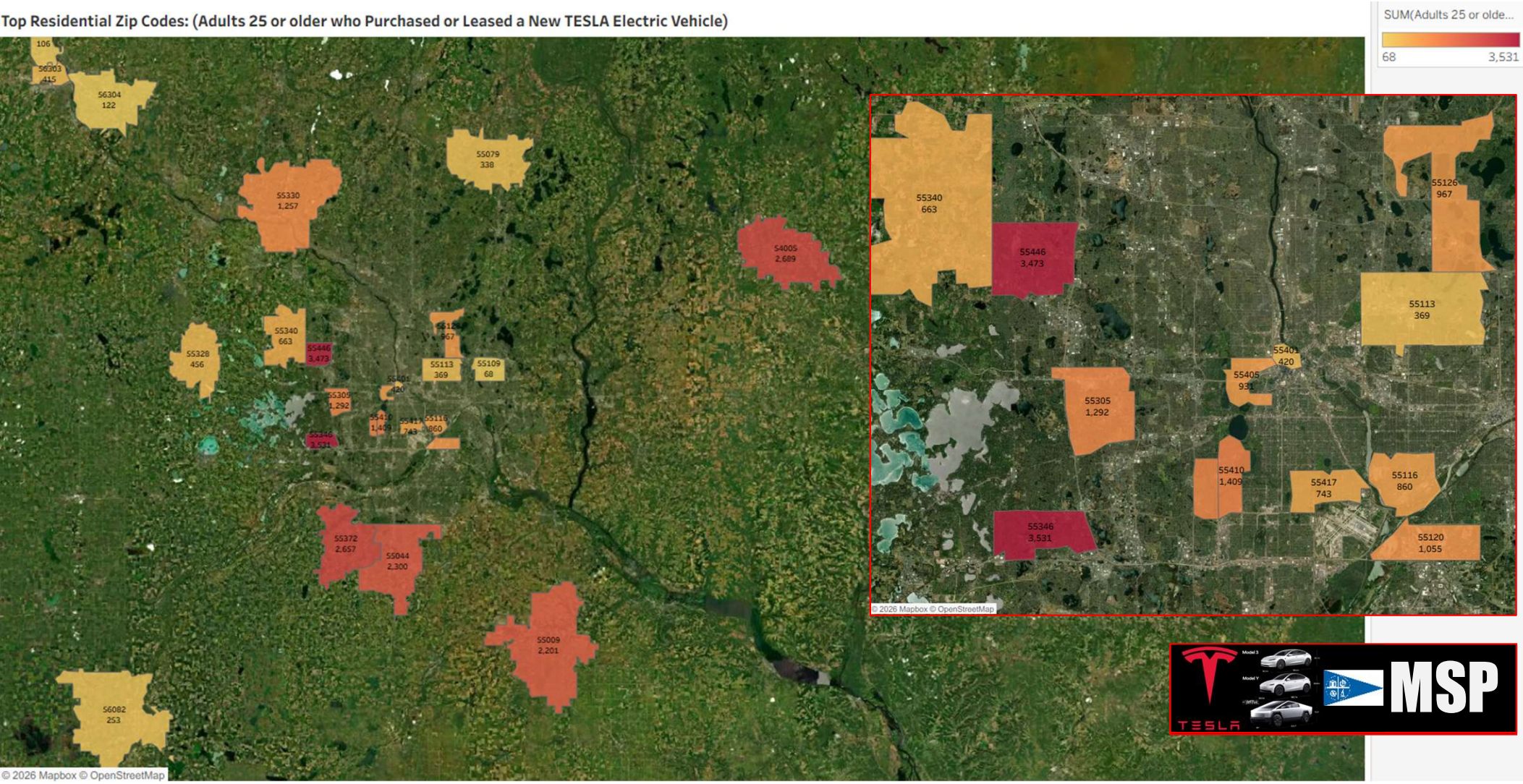
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WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 115

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Make of new vehicle (HHLD): TESLA

Top Residential Zip Codes: (Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle)

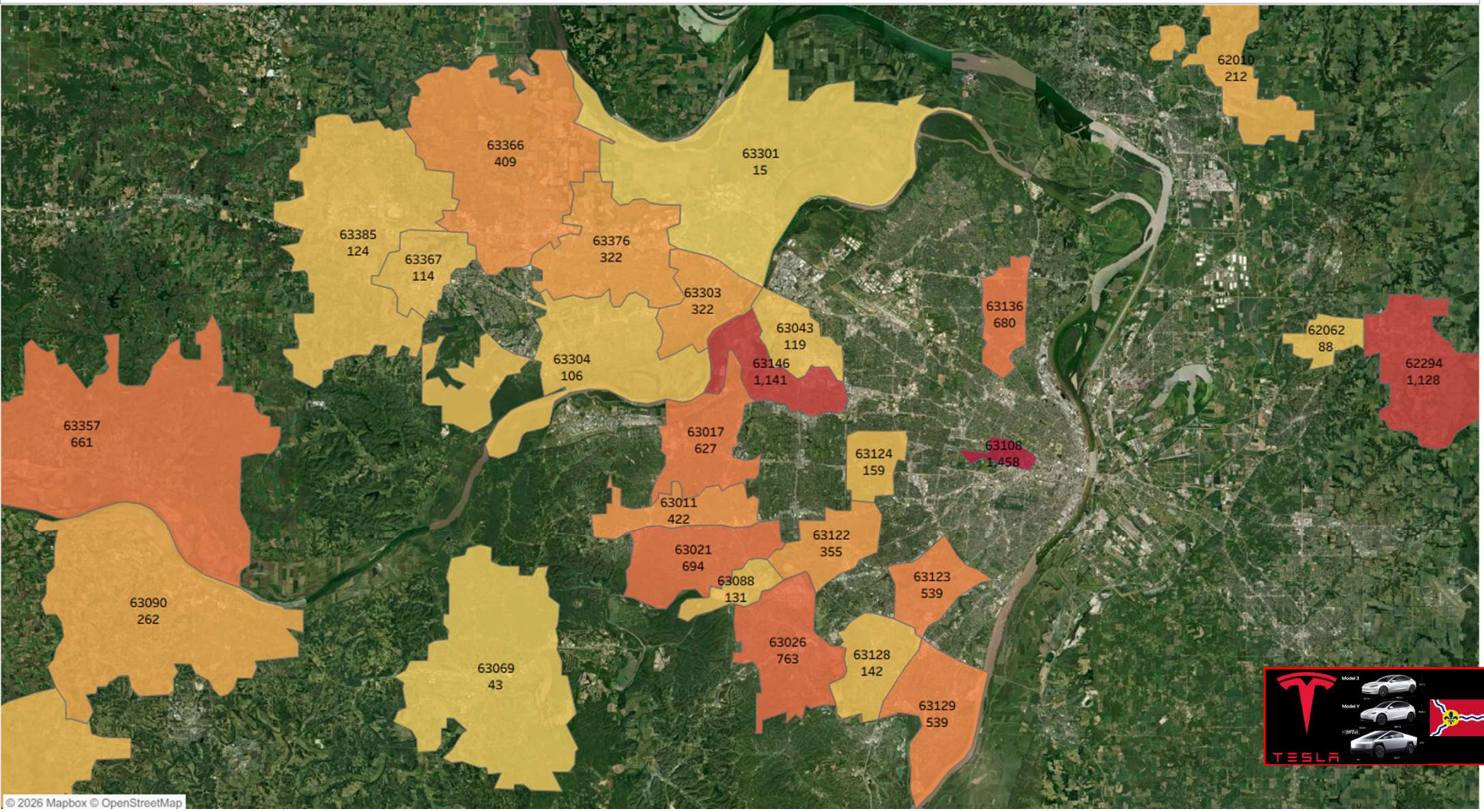


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Make of new vehicle (HHLD): TESLA

Top Residential Zip Codes: (Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle)

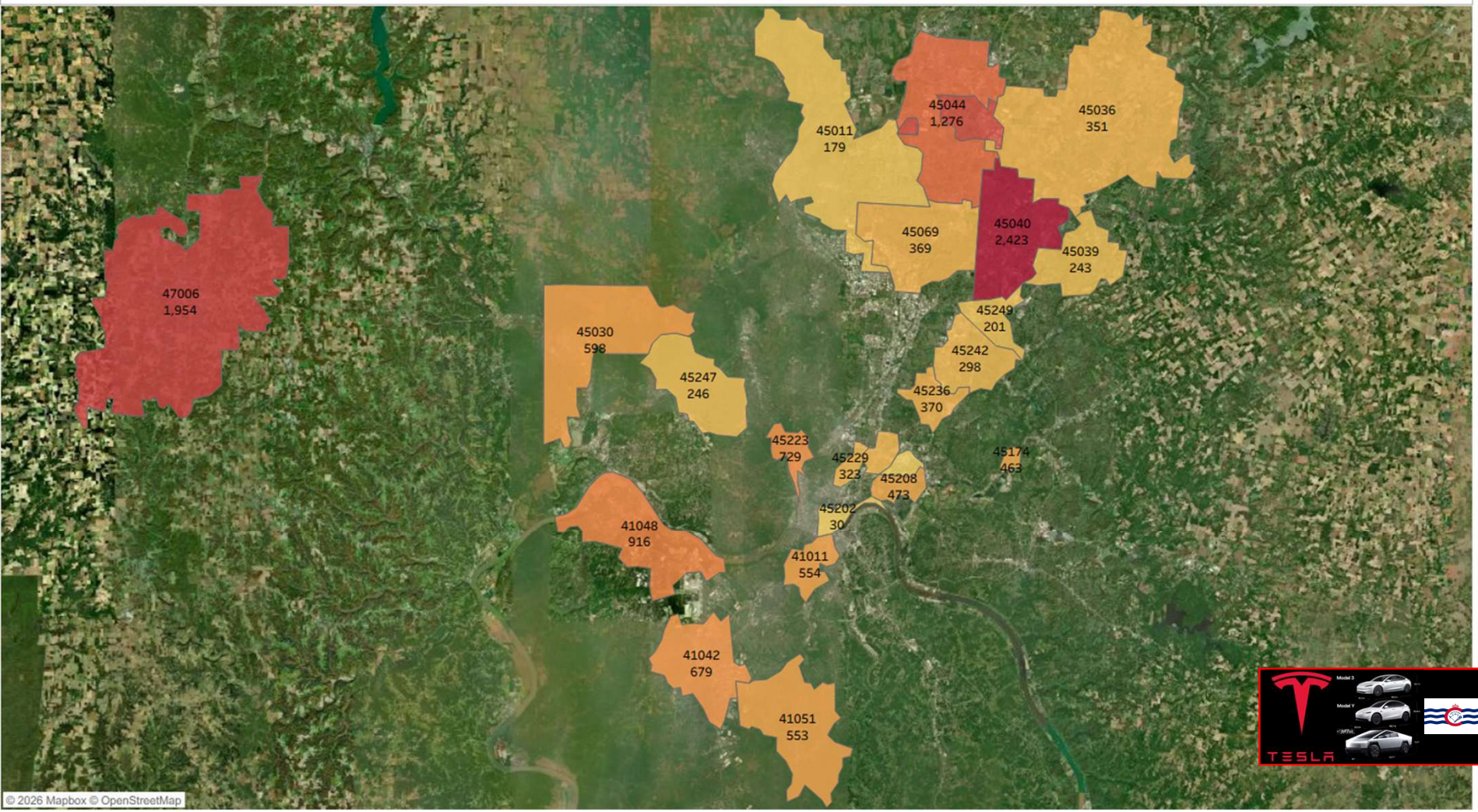


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Make of new vehicle (HHLD): TESLA

Top Residential Zip Codes: (Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle)

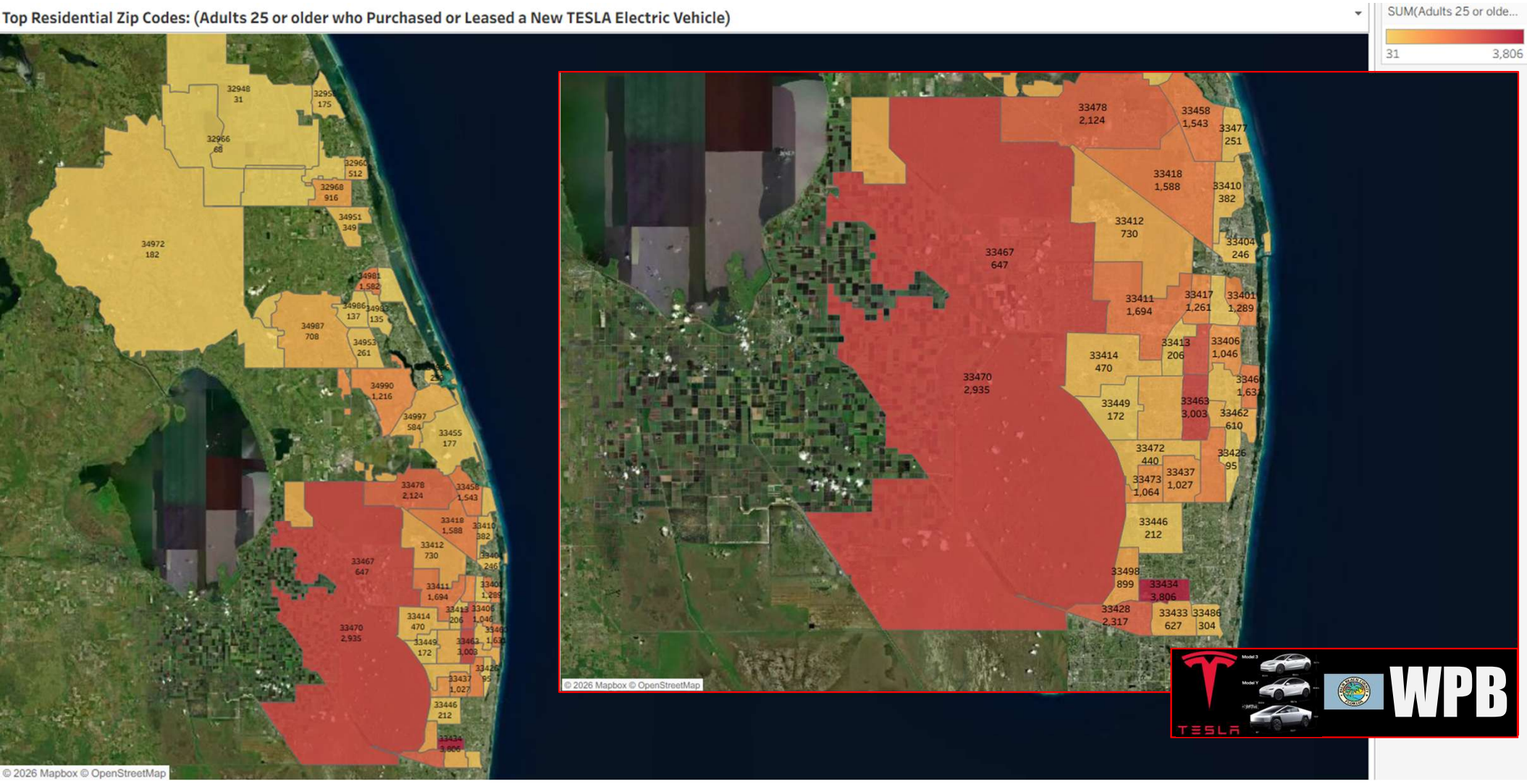


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Make of new vehicle (HHLD): TESLA

Top Residential Zip Codes: (Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle)



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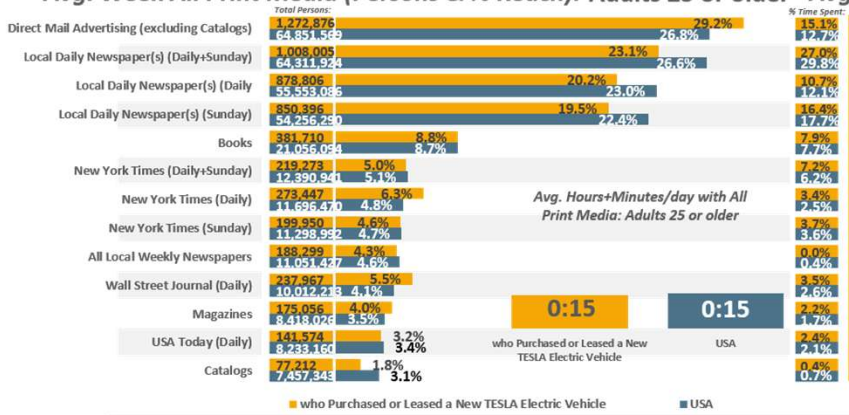
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Make of new vehicle (HHLD): TESLA

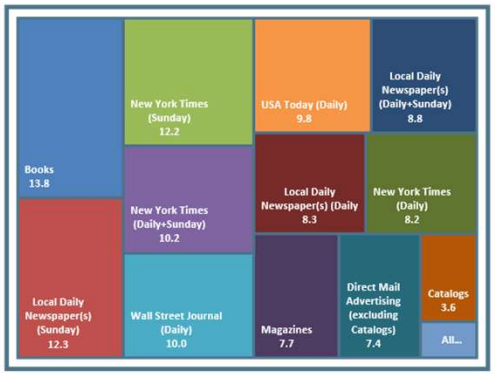


1,008,005 or 23.1% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 29.4% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



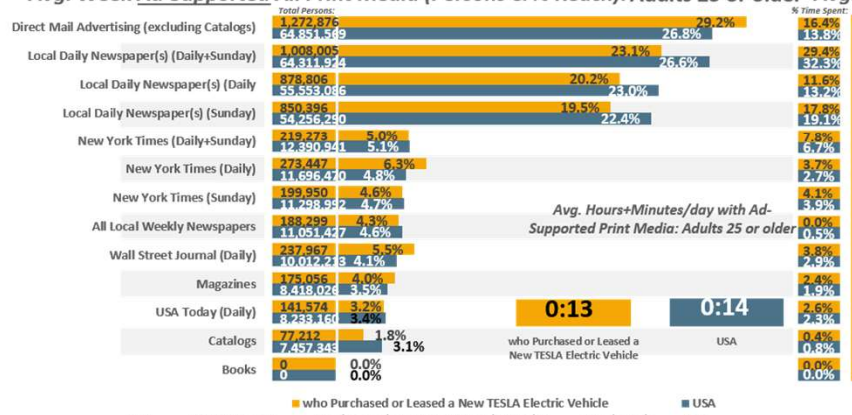




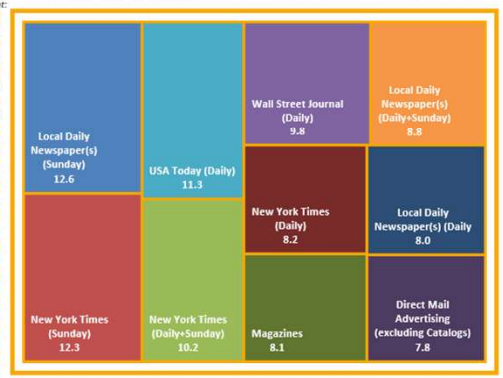
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

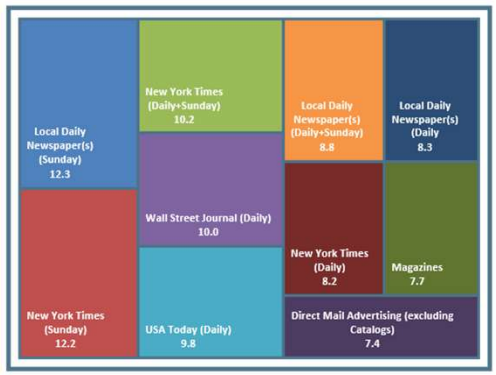
who Purchased or Leased a New TESLA Electric Vehicle ■ USA

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



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





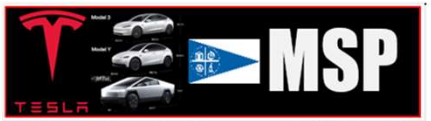
who Purchased or Leased a New TESLA Electric Vehicle ■ USA

USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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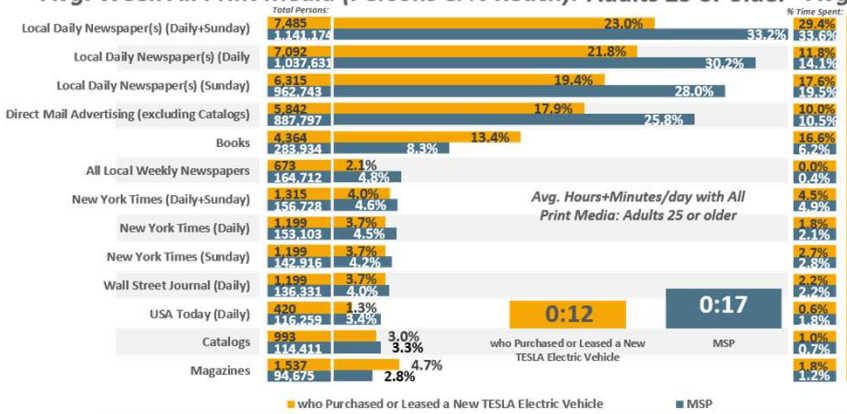
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Make of new vehicle (HHLD): TESLA

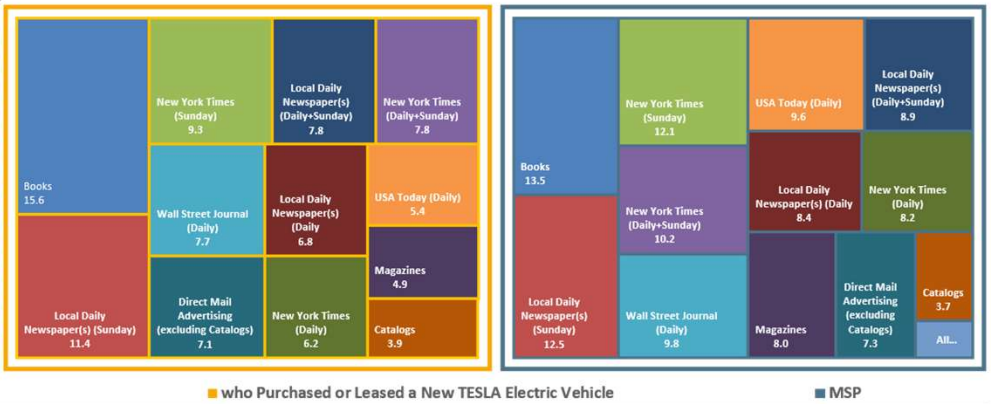


7,485 or 23.% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 35.2% of all time spent daily with All forms of Print Media.

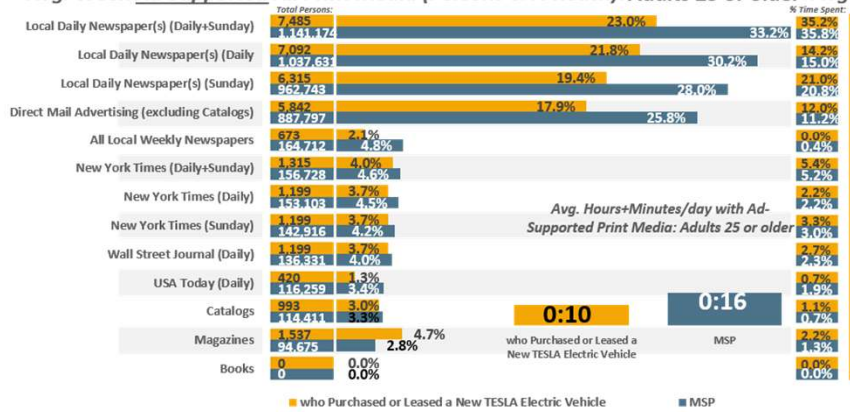
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



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



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



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



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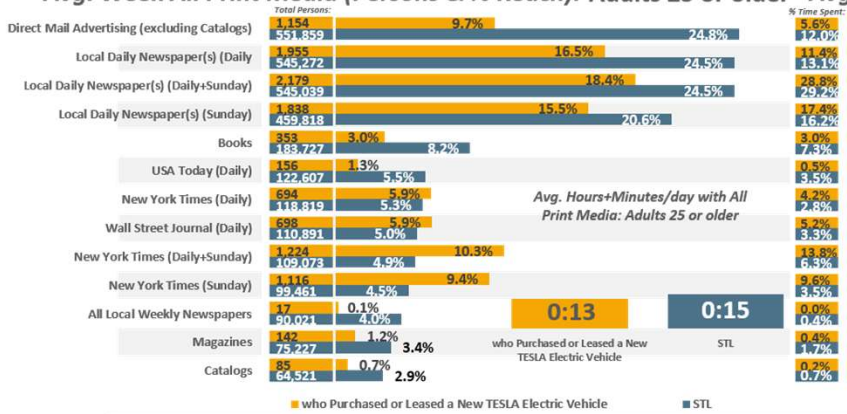
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Make of new vehicle (HHLD): TESLA

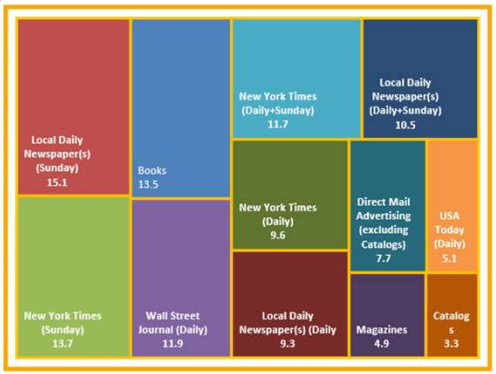


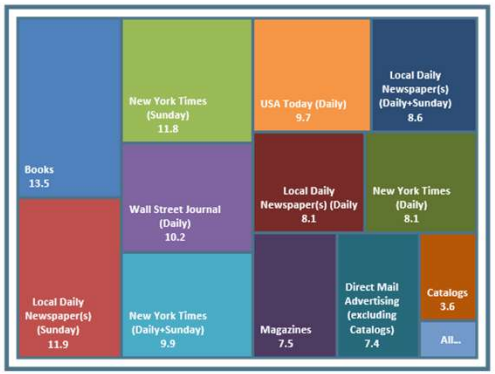
2,179 or 18.4% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



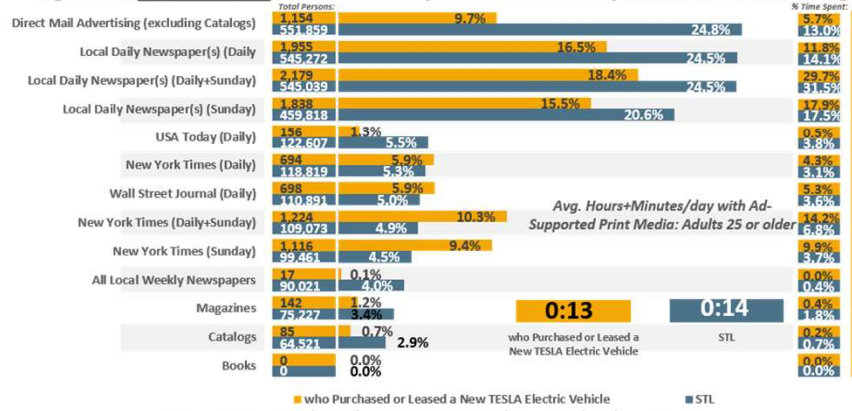
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





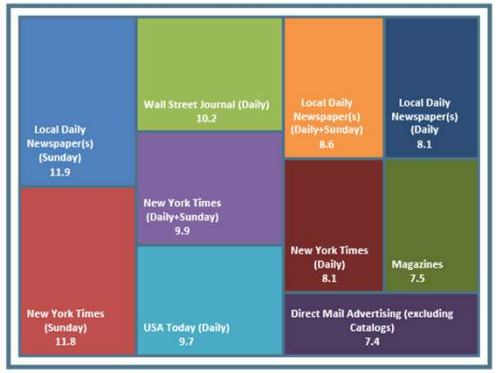
who Purchased or Leased a New TESLA Electric Vehicle ■ STL

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



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





who Purchased or Leased a New TESLA Electric Vehicle ■ STL

STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 31

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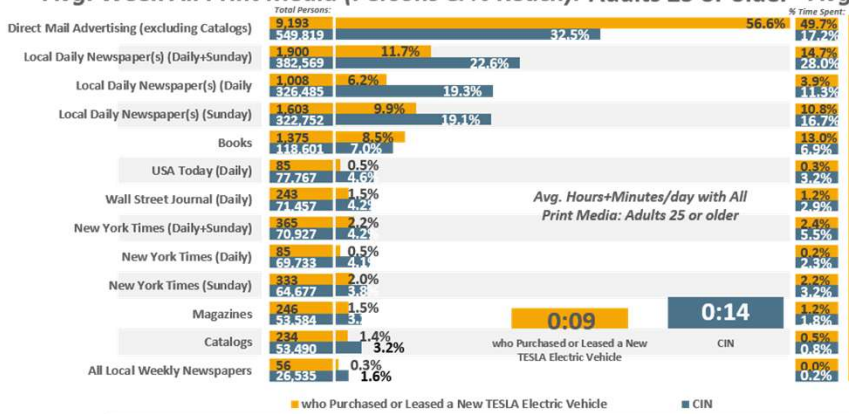
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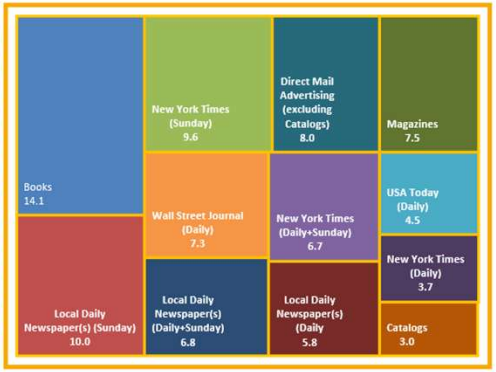
Make of new vehicle (HHLD): TESLA

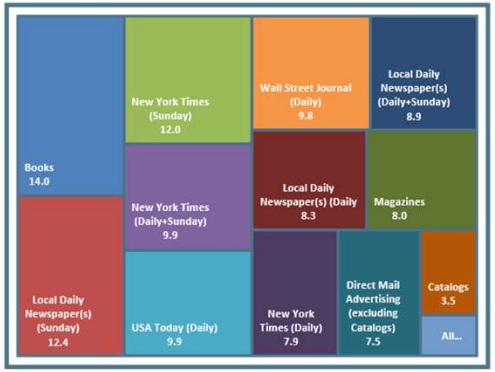


9,193 or 56.6% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle read Direct Mail Advertising (excluding Catalogs) for an average of 8. minutes every day representing 57.2% of all time spent daily with All forms of Print Media.

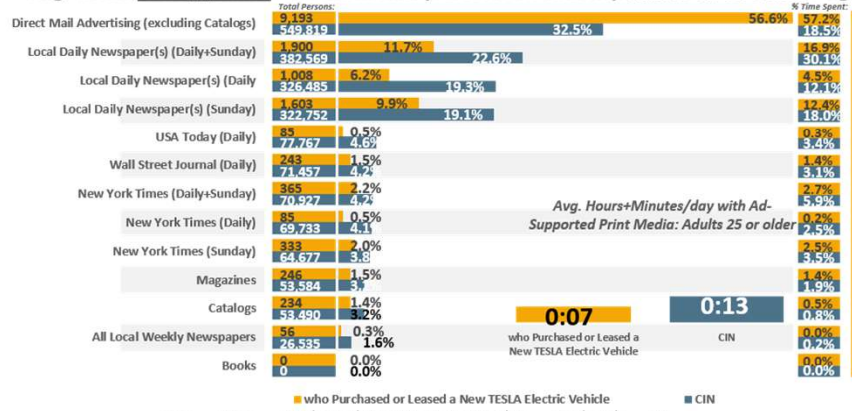
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



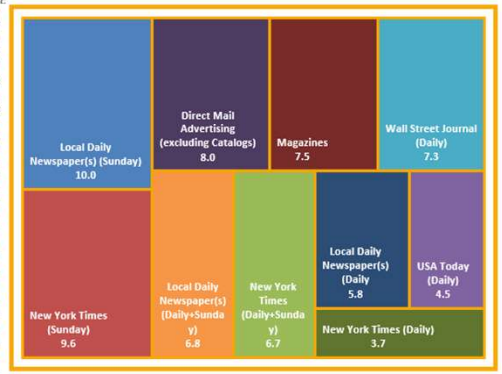


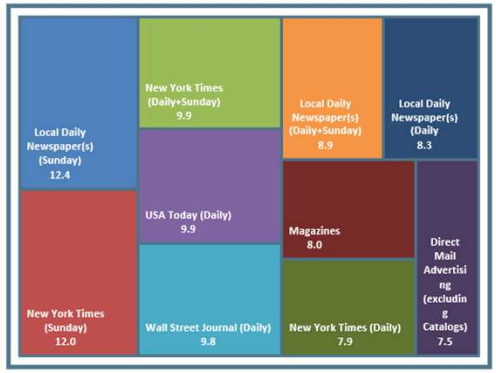


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



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





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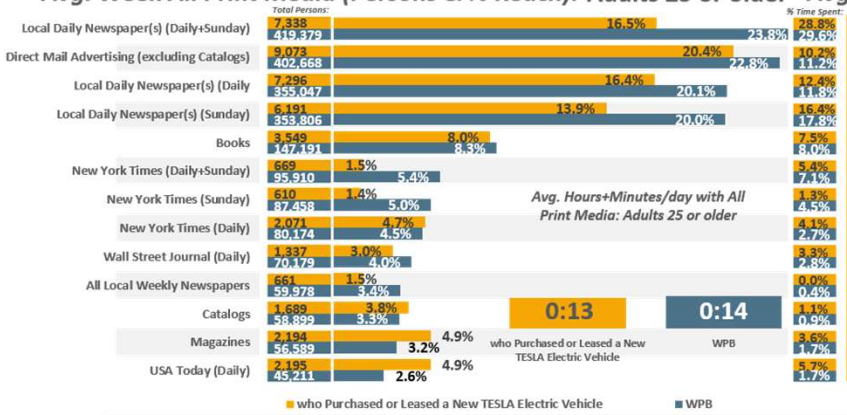
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Make of new vehicle (HHLD): TESLA

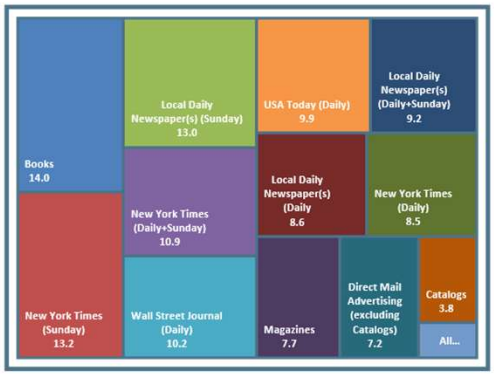


7,338 or 16.5% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.5 minutes every day representing 31.2% of all time spent daily with All forms of Print Media.

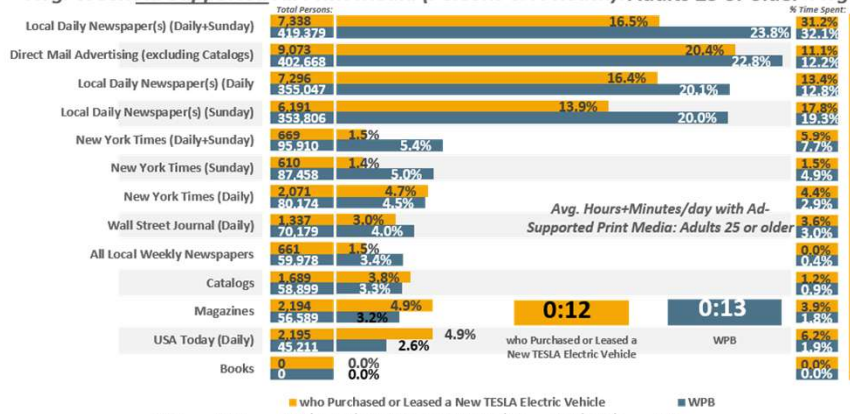
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older

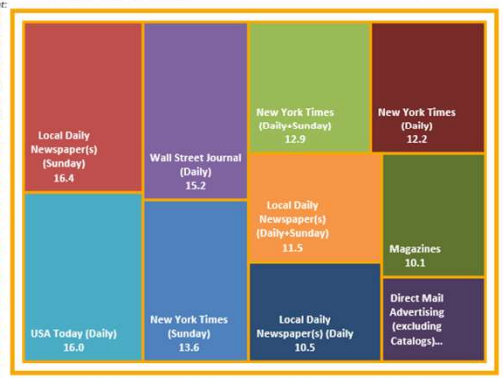


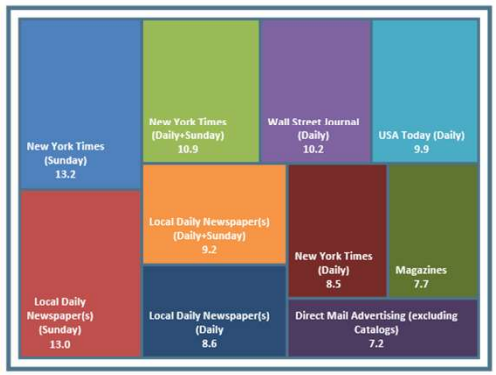




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older







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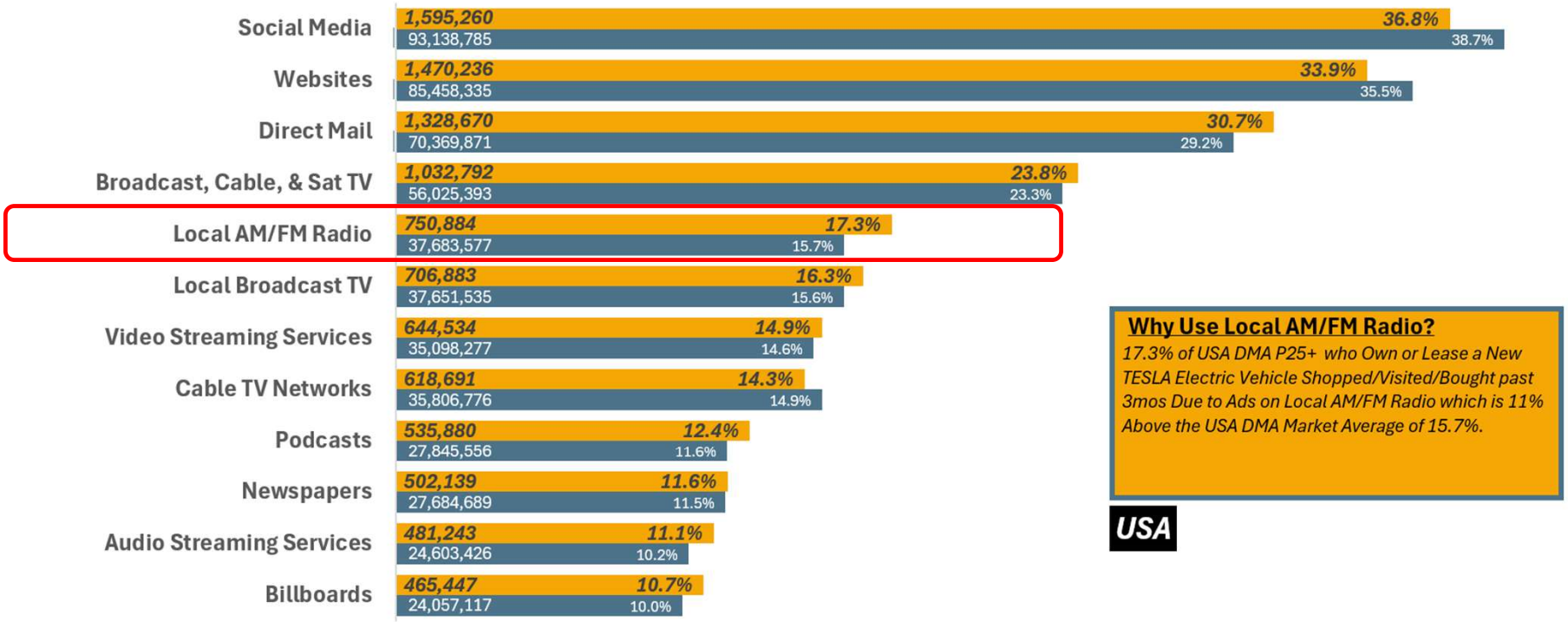
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Make of new vehicle (HHLD): TESLA



"Advertising Actions"

P25+ who Own or Lease a New TESLA Electric Vehicle (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.3% of USA DMA P25+ who Own or Lease a New TESLA Electric Vehicle Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 11% Above the USA DMA Market Average of 15.7%.

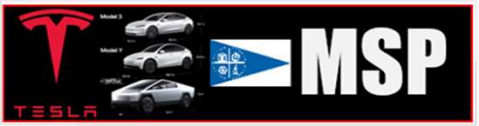
USA

USA DMA Scarborough R2 2025-26: Feb24-Jul26 Qual Intab: 833

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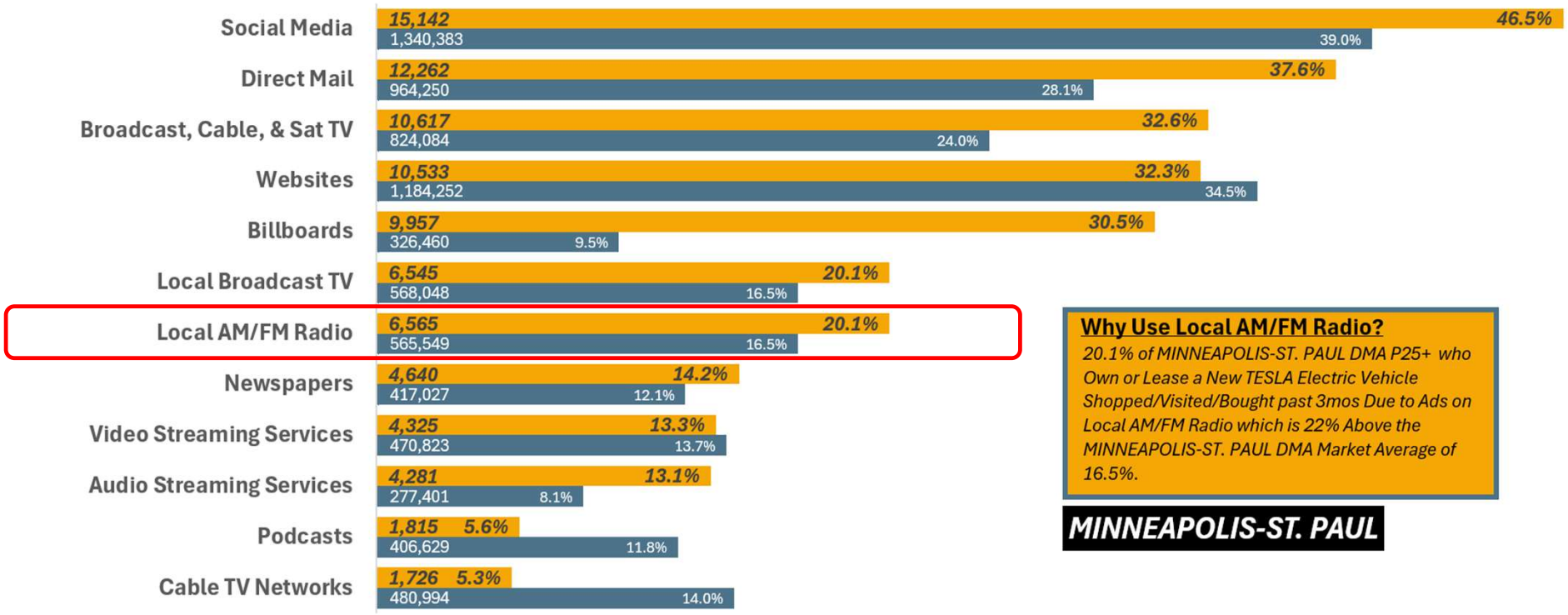
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Make of new vehicle (HHLD): TESLA



"Advertising Actions"

P25+ who Own or Lease a New TESLA Electric Vehicle (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.1% of MINNEAPOLIS-ST. PAUL DMA P25+ who Own or Lease a New TESLA Electric Vehicle Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 22% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.5%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025-26: Feb24-Feb26 Qual Intab: 35

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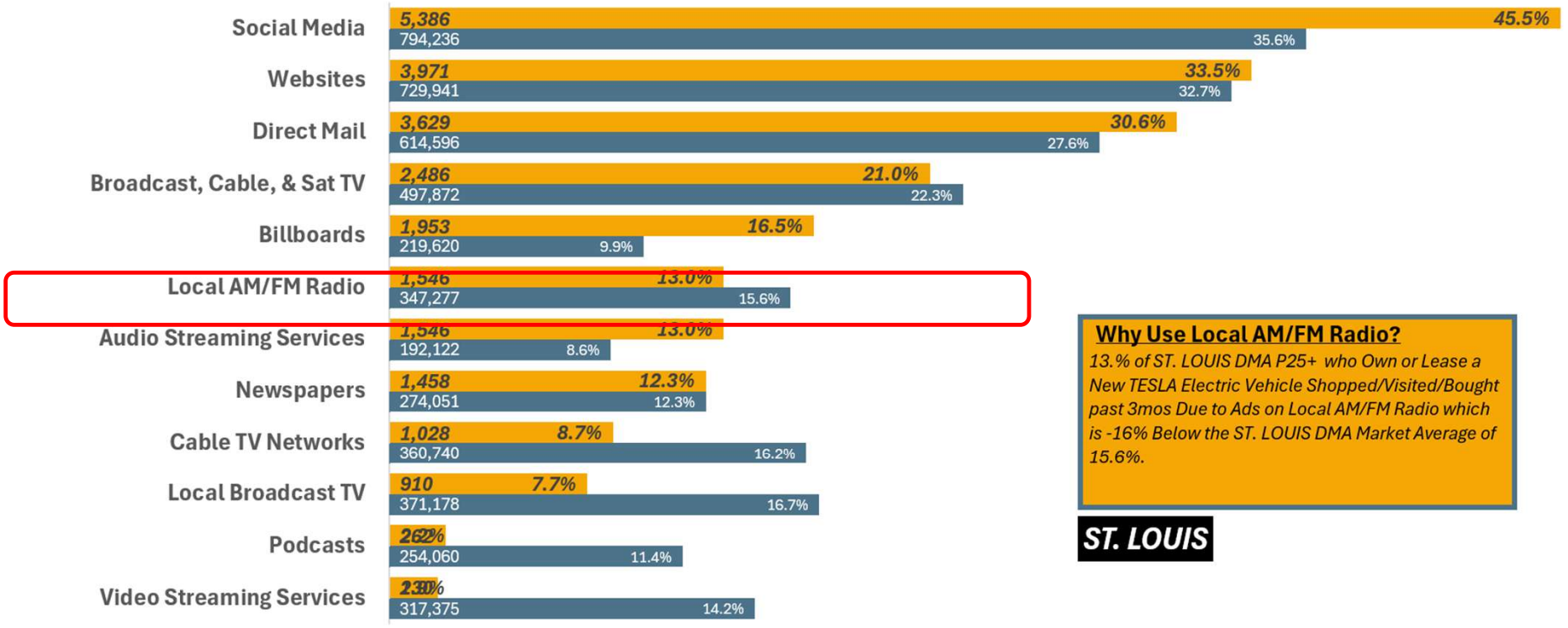
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Make of new vehicle (HHLD): TESLA



"Advertising Actions"

P25+ who Own or Lease a New TESLA Electric Vehicle (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.% of ST. LOUIS DMA P25+ who Own or Lease a New TESLA Electric Vehicle Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -16% Below the ST. LOUIS DMA Market Average of 15.6%.

ST. LOUIS

ST. LOUIS DMA Scarborough R1 2025-26: Feb24-Feb26 Qual Intab: 31

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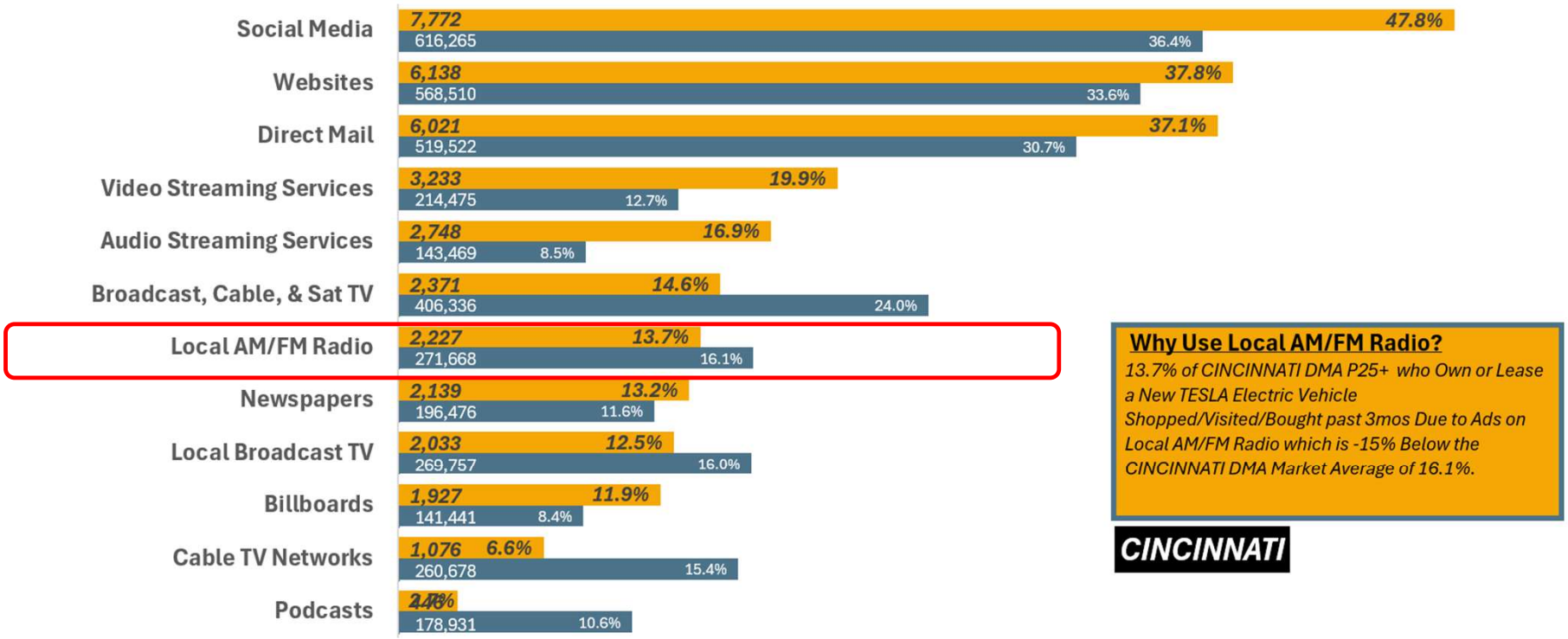
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Make of new vehicle (HHLD): TESLA



"Advertising Actions"

P25+ who Own or Lease a New TESLA Electric Vehicle (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.7% of CINCINNATI DMA P25+ who Own or Lease a New TESLA Electric Vehicle Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -15% Below the CINCINNATI DMA Market Average of 16.1%.

CINCINNATI

CINCINNATI DMA Scarborough R1 2025-26: Feb24-Feb26 Qual Intab: 35

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Make of new vehicle (HHLD): TESLA



"Advertising Actions"

P25+ who Own or Lease a New TESLA Electric Vehicle (Shopped/Visited/Bought past 3mos Due to Ads on %)

	P25+ who Own or Lease a New TESLA Electric Vehicle (Shopped/Visited/Bought past 3mos Due to Ads on %)	P25+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)
Social Media	13,749 / 30.9%	669,133 / 37.9%
Websites	12,400 / 27.9%	616,830 / 34.9%
Broadcast, Cable, & Sat TV	11,748 / 26.4%	437,183 / 24.8%
Podcasts	9,886 / 22.3%	173,782 / 9.8%
Cable TV Networks	8,313 / 18.7%	320,571 / 18.2%
Direct Mail	7,798 / 17.6%	507,120 / 28.7%
Local Broadcast TV	6,860 / 15.4%	295,373 / 16.7%
Local AM/FM Radio	6,608 / 14.9%	240,806 / 13.6%
Newspapers	4,503 / 10.1%	198,298 / 11.2%
Video Streaming Services	3,325 / 7.5%	244,865 / 13.9%
Audio Streaming Services	2,712 / 6.1%	171,439 / 9.7%
Billboards	2,490 / 5.6%	133,736 / 7.6%

Why Use Local AM/FM Radio?

14.9% of WEST PALM BEACH-BOCA RATON DMA P25+ who Own or Lease a New TESLA Electric Vehicle Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 9% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.6%.

WEST PALM BEACH-BOCA RATON

P25+ who Own or Lease a New TESLA Electric Vehicle (Shopped/Visited/Bought past 3mos Due to Ads on %)

P25+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab: 115

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Make of new vehicle (HHLD): TESLA