USA+4 DMAs – P18+ Plan to Buy or Lease a NEW $45K+MSRP VEHICLE next 12mos!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, and PHOENIX DMA P18+ who Plan to Buy or Lease a New $45K+MSRP Vehicle in the next 12 months as of SEPTEMBER 2024.



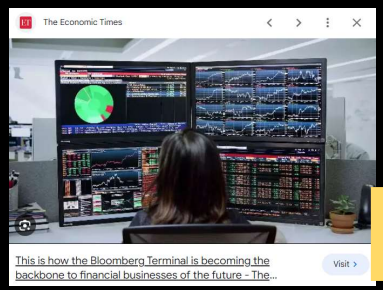












Vanguard® BLACKROCK STATE STREET℠

P18+ 2025 Model Year

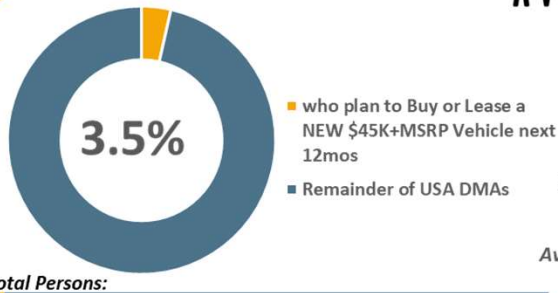
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

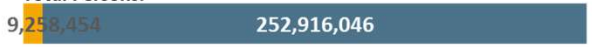


3.5% or 9,258,454 of USA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Typical Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 48.7 years old (.3% younger than average) and have a $142,911 (54.6% higher than average) annual household income.

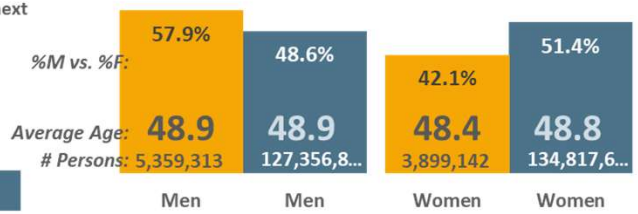
Percent of Market: Adults 18 or older



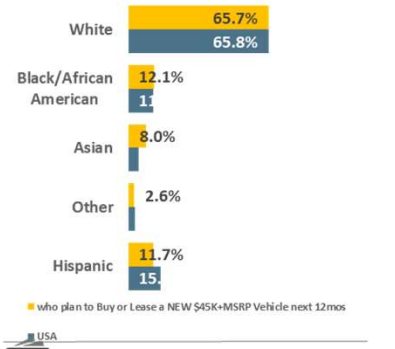
Total Persons:



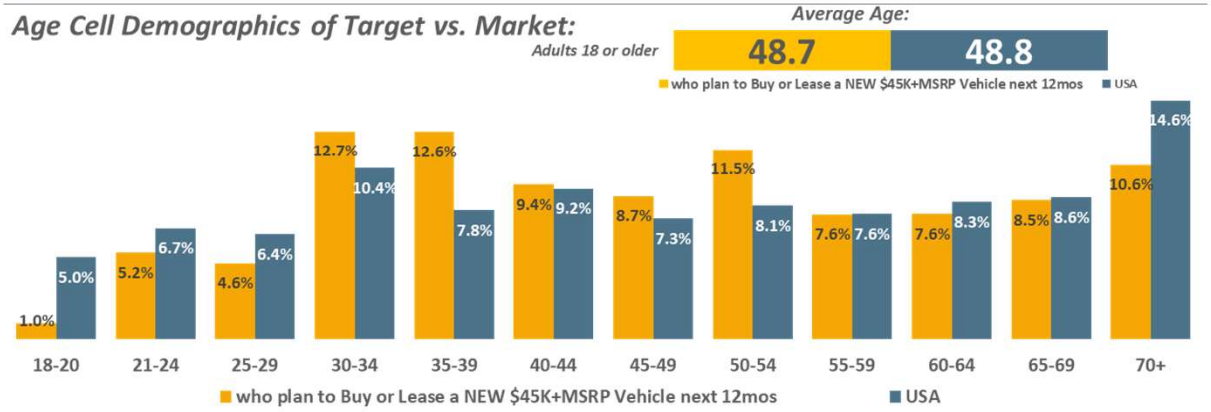
Gender of Target vs. Market: Adults 18 or older



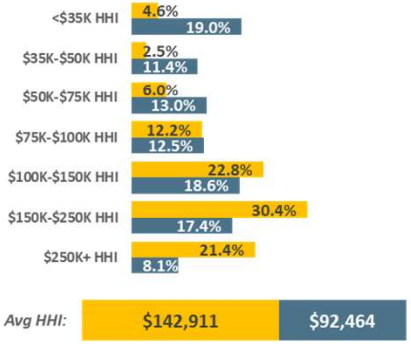
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $142,911 | $92,464

USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *869*

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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

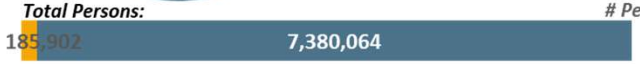


2.5% or 185,902 of CHI DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Typical Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 45.6 years old (5.8% younger than average) and have a $161,089 (51.2% higher than average) annual household…

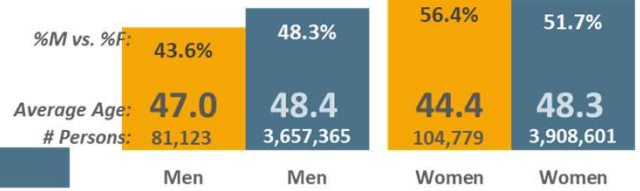
Percent of Market: Adults 18 or older



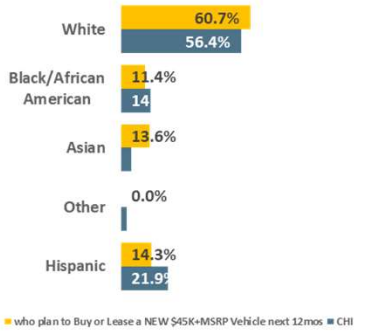
Total Persons:



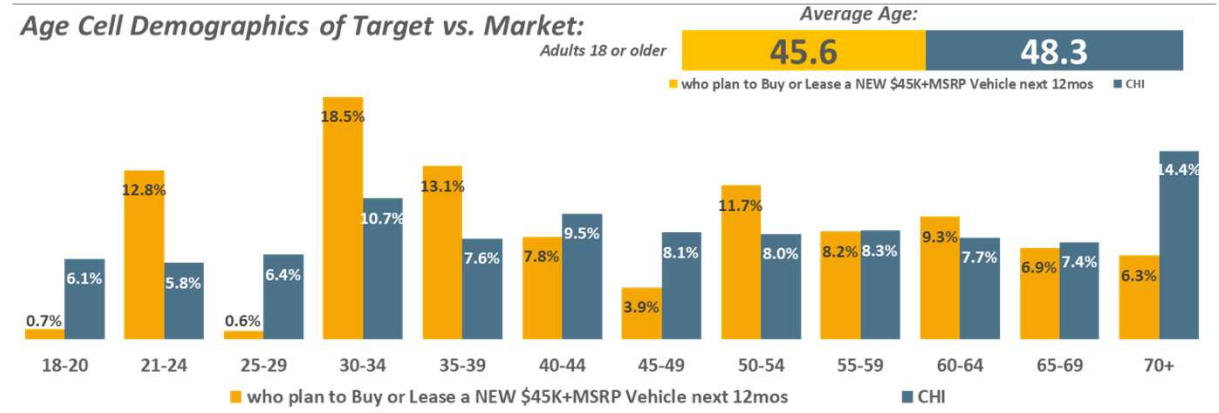
Gender of Target vs. Market: Adults 18 or older



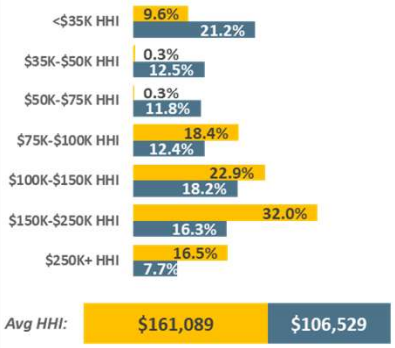
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



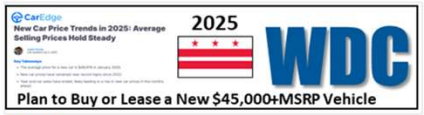
HHI of Target vs. Market:



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 82

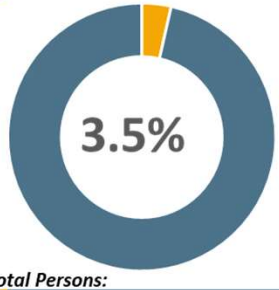
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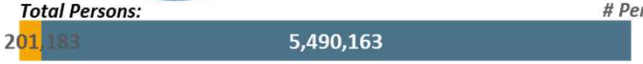
3.5% or 201,183 of WDC DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Typical Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 50.8 years old (6.6% older than average) and have a $195,315 (46.6% higher than average) annual household income.

Percent of Market: Adults 18 or older

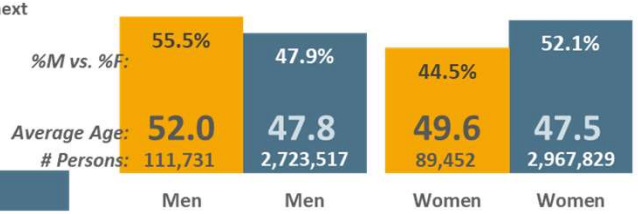


- who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos
- Remainder of WDC DMA

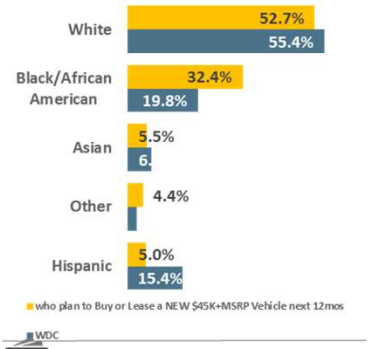
Total Persons:



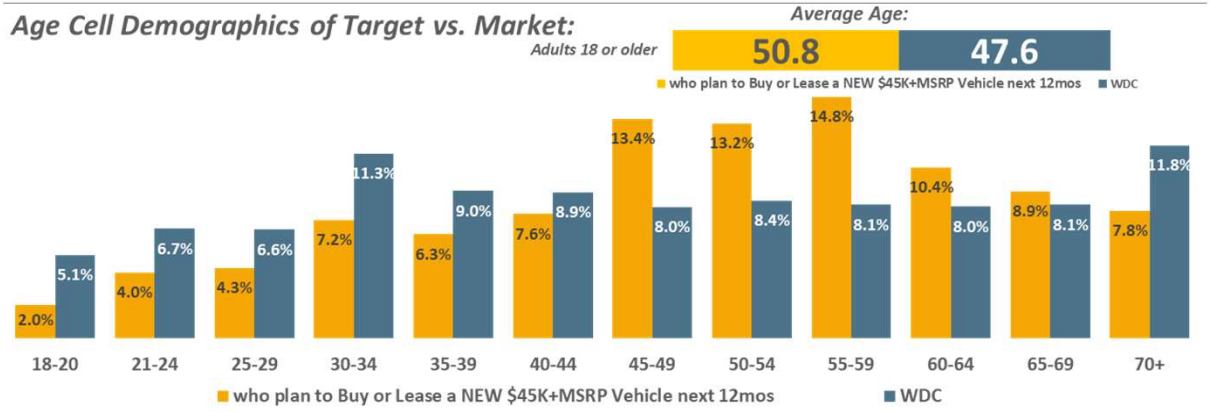
Gender of Target vs. Market: Adults 18 or older



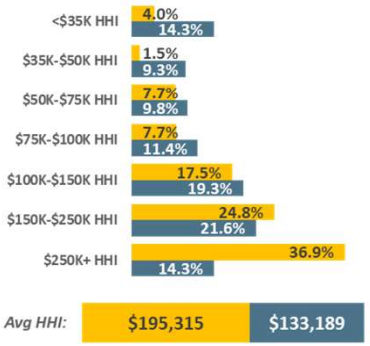
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 231

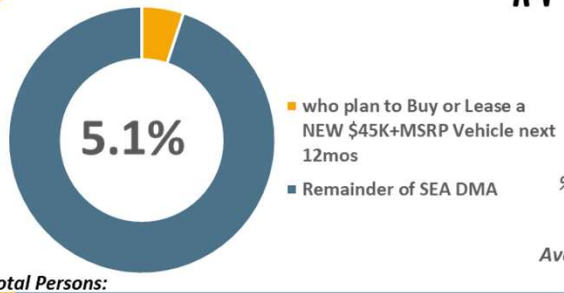
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



5.1% or 228,530 of SEA DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Typical Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 45.5 years old (5.9% younger than average) and have a $191,172 (55.8% higher than average) annual household…

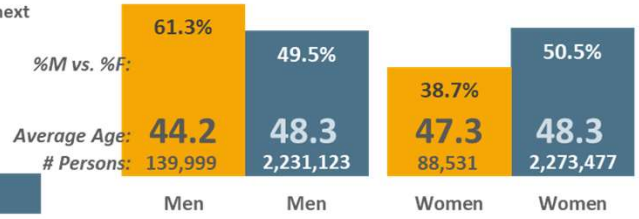
Percent of Market: Adults 18 or older



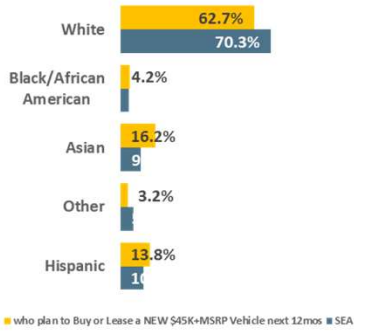
Total Persons:

228,530 | 4,276,070

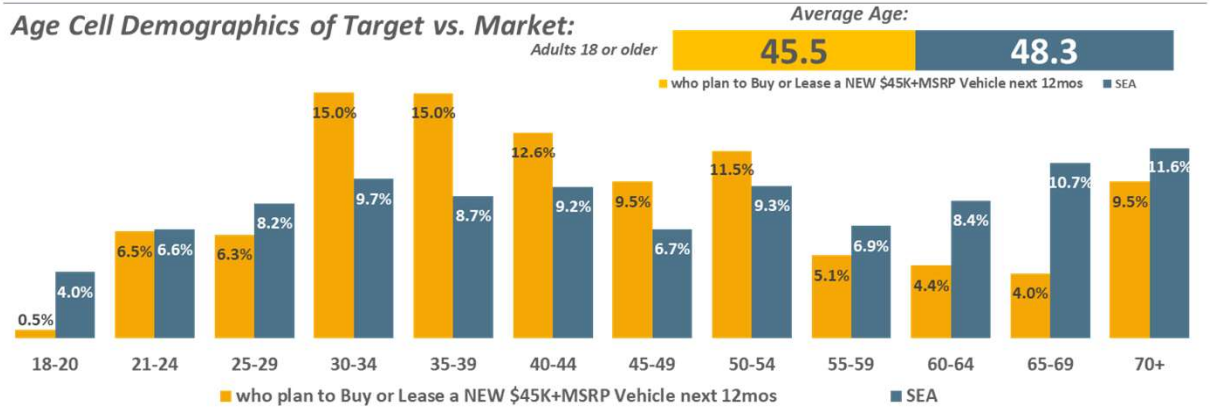
Gender of Target vs. Market: Adults 18 or older



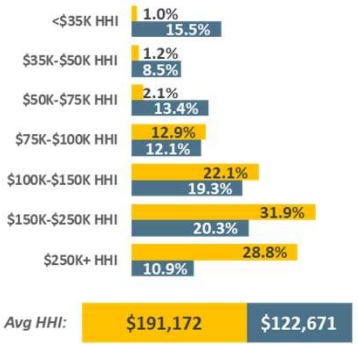
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 209

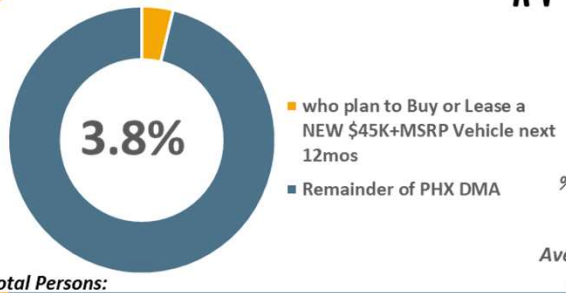
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



3.8% or 176,754 of PHX DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Typical Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 49. years old (.9% younger than average) and have a $140,546 (42.1% higher than average) annual household income.

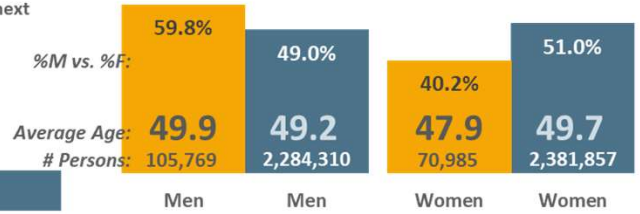
Percent of Market: Adults 18 or older



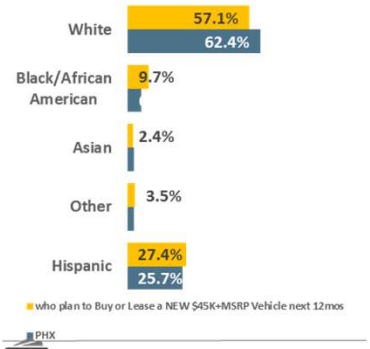
Total Persons:



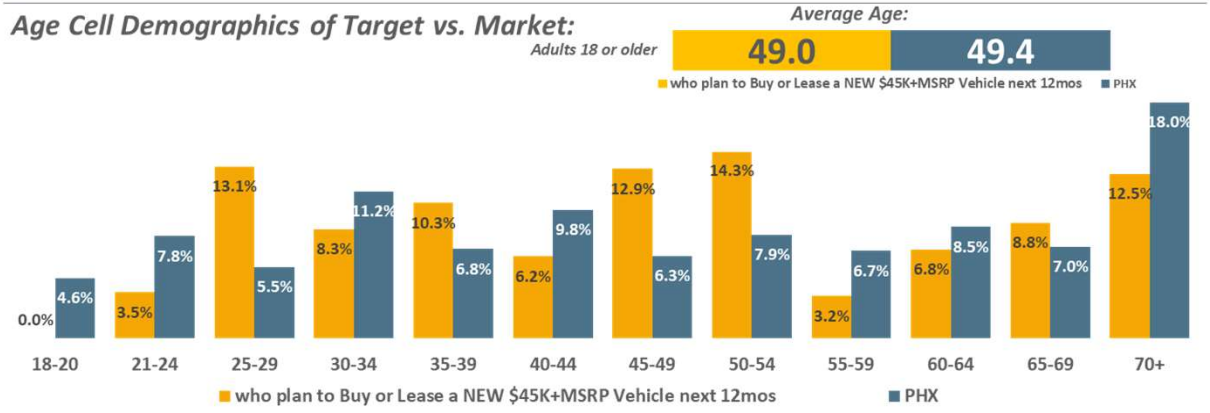
Gender of Target vs. Market: Adults 18 or older



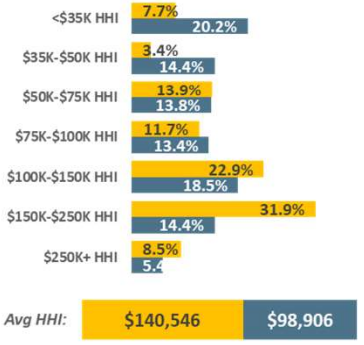
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



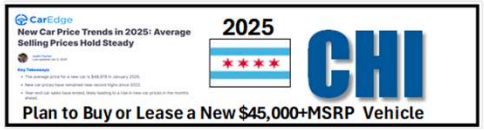
HHI of Target vs. Market:



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

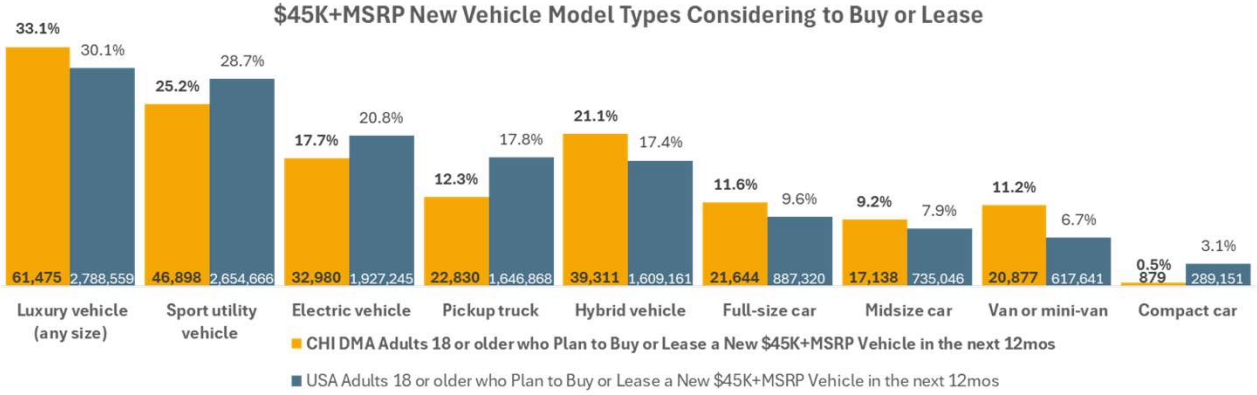
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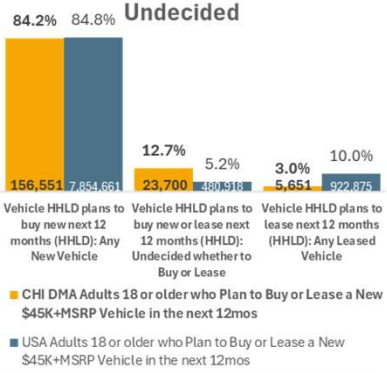


2.5% or 185,902 of CHI DMA Adults 18 or older Plan to Buy or Lease a New $45K+MSRP Vehicle in the next 12mos.
CHI DMA Adults 18 or older who Plan to Buy or Lease a New $45K+MSRP Vehicle in the next 12mos are 15.0% less likely than the USA Avg. to be considering the Purchase or Lease of a New $45,000+ Electric Vehicle.
The Top TRADE-IN is 111.2% more likely than the USA Avg. to be a 2015 TOYOTA RAV4.

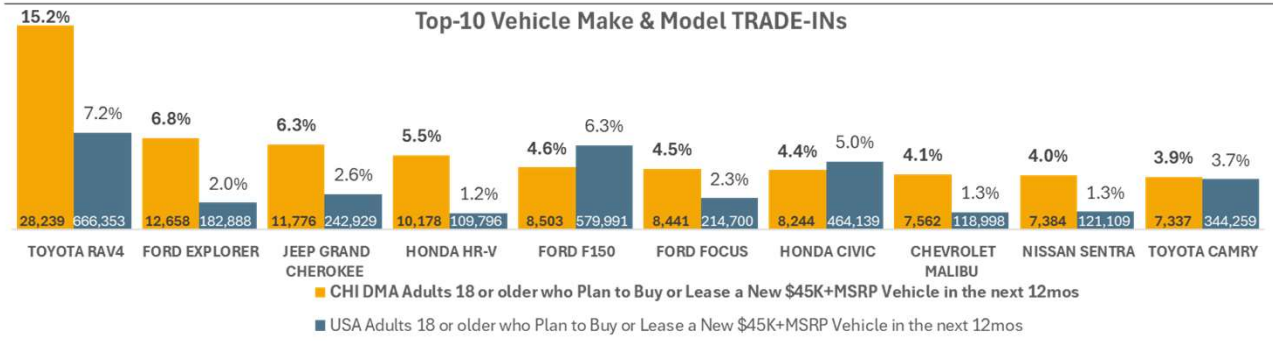
$45K+MSRP New Vehicle Model Types Considering to Buy or Lease



Plan to Buy or Lease or Undecided



Top-10 Vehicle Make & Model TRADE-INs



Top TRADE-IN:

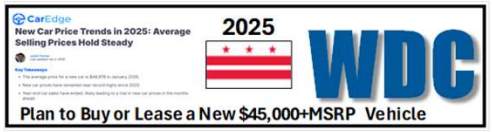


The Top TRADE-IN will be a 2015 TOYOTA RAV4.

CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab: 82, USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab: 869

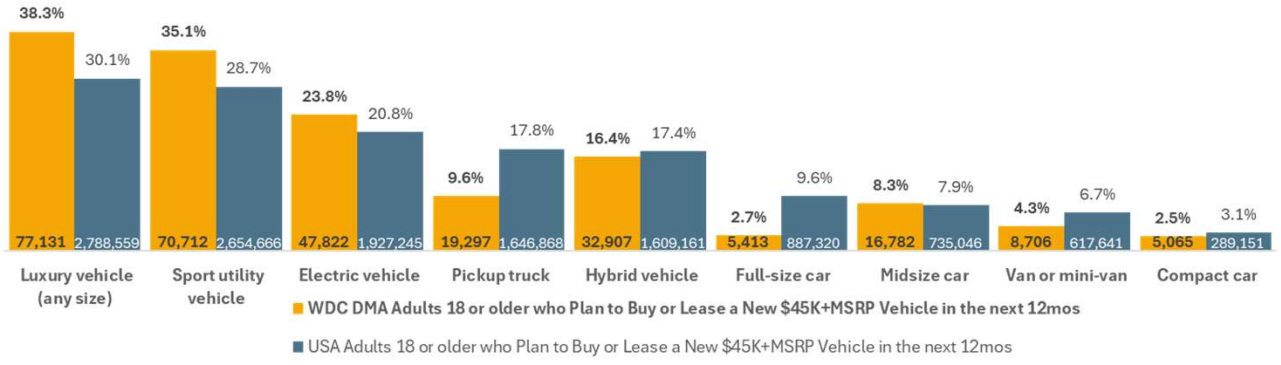
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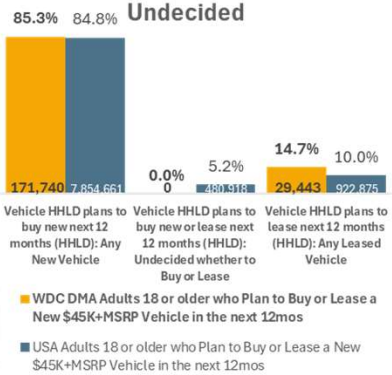


3.5% or 201,183 of WDC DMA Adults 18 or older Plan to Buy or Lease a New $45K+MSRP Vehicle in the next 12mos.
WDC DMA Adults 18 or older who Plan to Buy or Lease a New $45K+MSRP Vehicle in the next 12mos are 14.3% more likely than the USA Avg. to be considering the Purchase or Lease of a New $45,000+ Electric Vehicle.
The Top TRADE-IN is 92.7% more likely than the USA Avg. to be a 2015 HONDA CR-V.

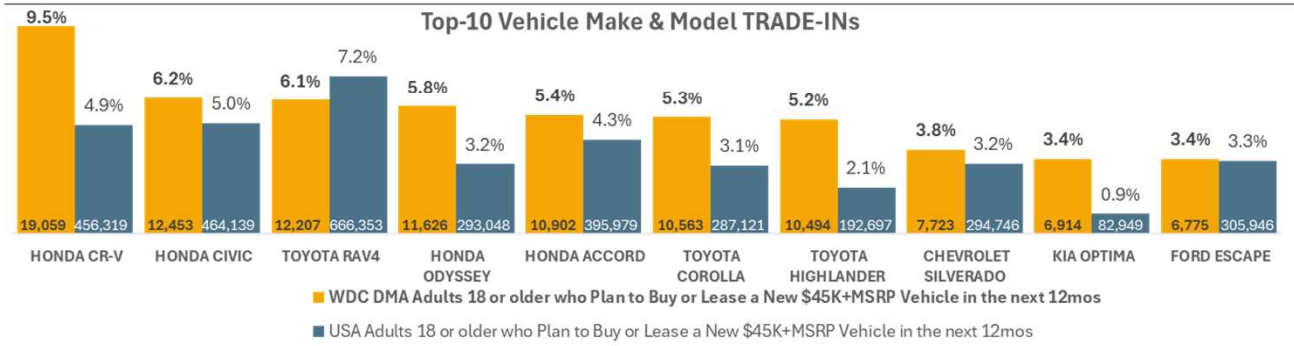
$45K+MSRP New Vehicle Model Types Considering to Buy or Lease



Plan to Buy or Lease or Undecided



Top-10 Vehicle Make & Model TRADE-INs



Top TRADE-IN:



The Top TRADE-IN will be a 2015 HONDA CR-V.

WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab: 231, USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab: 869

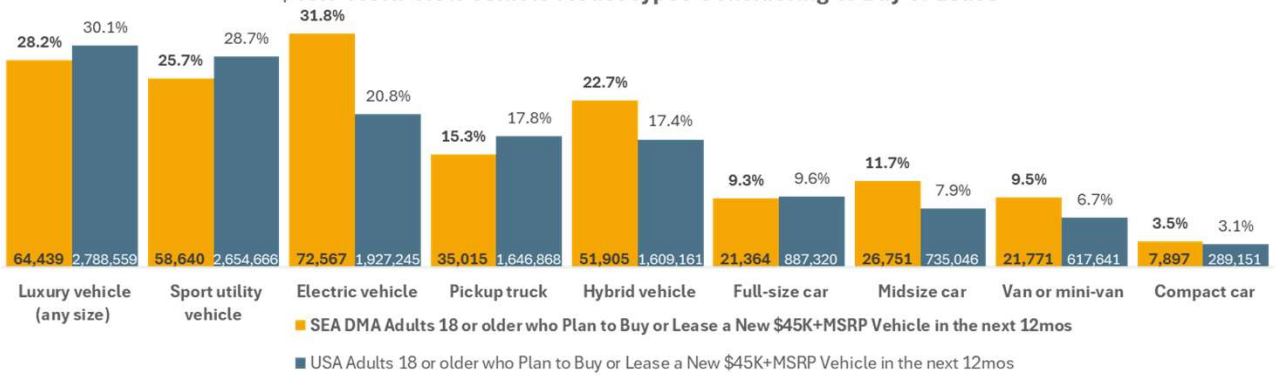
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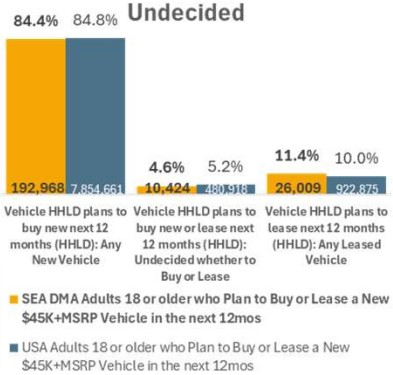


5.1% or 228,530 of SEA DMA Adults 18 or older Plan to Buy or Lease a New $45K+MSRP Vehicle in the next 12mos.
SEA DMA Adults 18 or older who Plan to Buy or Lease a New $45K+MSRP Vehicle in the next 12mos are 52.8% more likely than the USA Avg. to be considering the Purchase or Lease of a New $45,000+ Electric Vehicle.
The Top TRADE-IN is -4.1% more likely than the USA Avg. to be a 2015 TOYOTA RAV4.

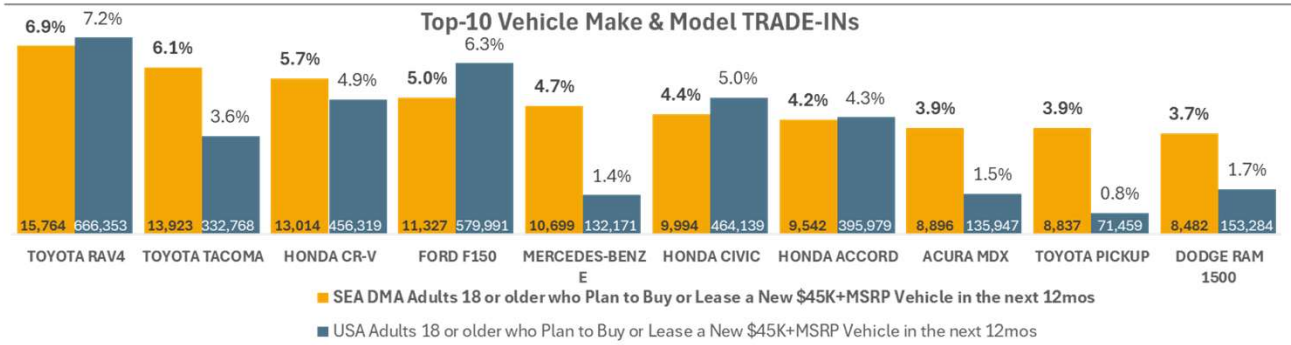
$45K+MSRP New Vehicle Model Types Considering to Buy or Lease



Plan to Buy or Lease or Undecided



Top-10 Vehicle Make & Model TRADE-INs



Top TRADE-IN:



The Top TRADE-IN will be a 2015 TOYOTA RAV4.

SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab: 209, USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab: 869

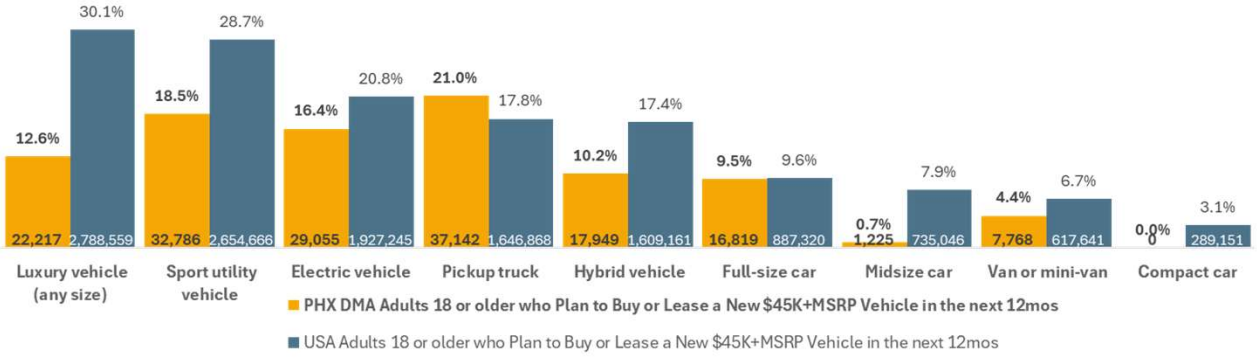
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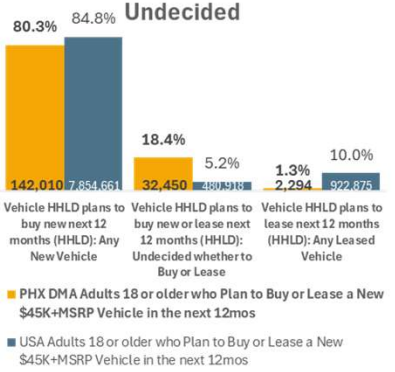


3.8% or 176,754 of PHX DMA Adults 18 or older Plan to Buy or Lease a New $45K+MSRP Vehicle in the next 12mos.
PHX DMA Adults 18 or older who Plan to Buy or Lease a New $45K+MSRP Vehicle in the next 12mos are 21.2% less likely than the USA Avg. to be considering the Purchase or Lease of a New $45,000+ Electric Vehicle.
The Top TRADE-IN is 316.7% more likely than the USA Avg. to be a 2016 GMC SIERRA.

$45K+MSRP New Vehicle Model Types Considering to Buy or Lease



Plan to Buy or Lease or Undecided



Top-10 Vehicle Make & Model TRADE-INs



Top TRADE-IN:



The Top TRADE-IN will be a 2016 GMC SIERRA.

PHOENIX DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab: 74, USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab: 869

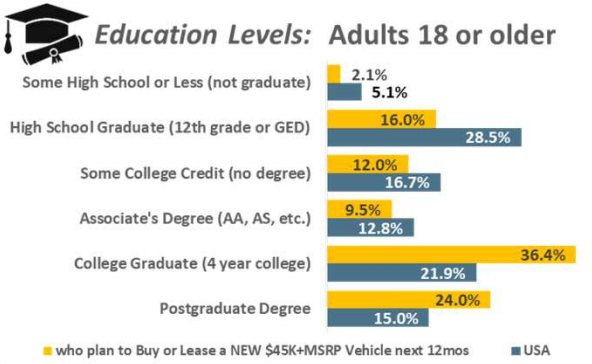
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

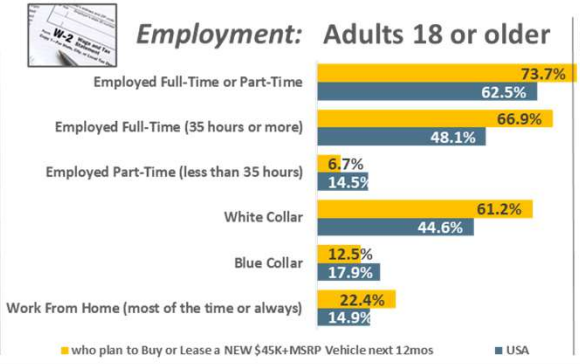


3.5% or 9,258,454 of USA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 63.8% more likely to be a college graduate, 39.3% more likely to work full-time, 42.5% more likely to be married, 43.8% more likely to be a parent of 1 or more children und

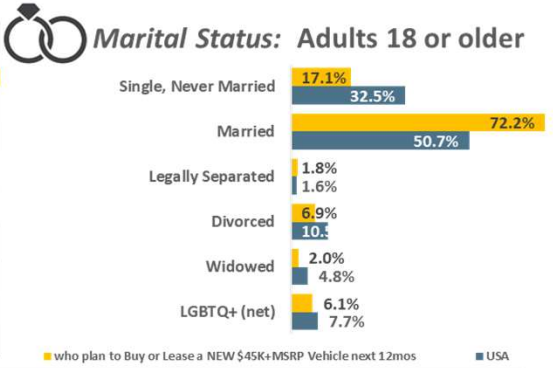
Education Levels: Adults 18 or older



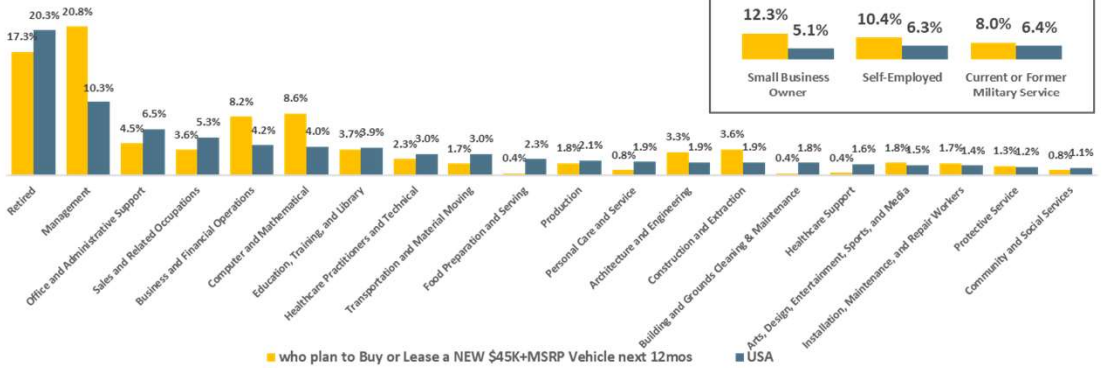
Employment: Adults 18 or older



Marital Status: Adults 18 or older

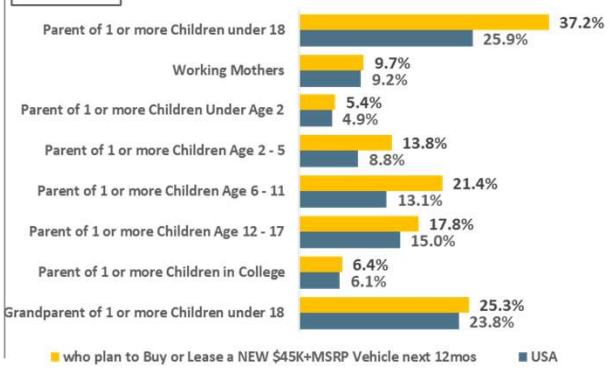


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

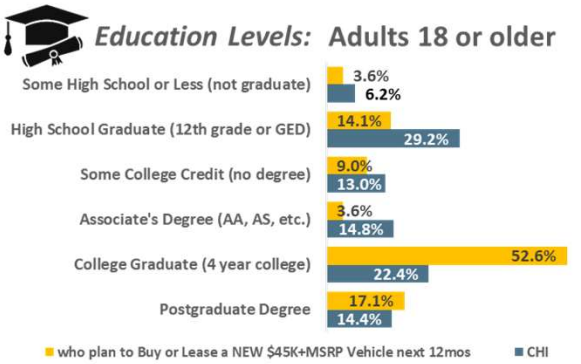
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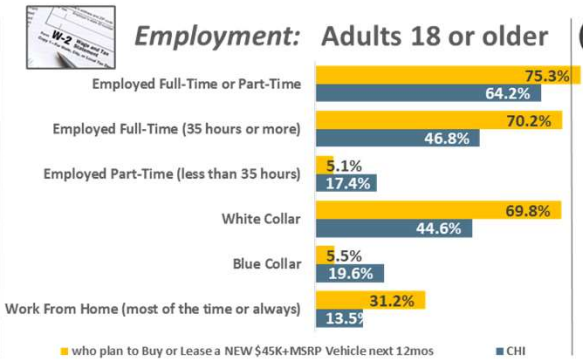
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

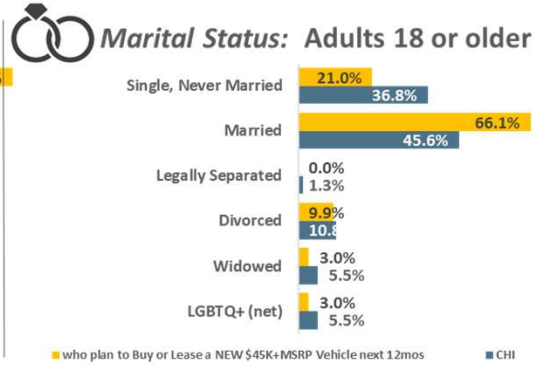
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

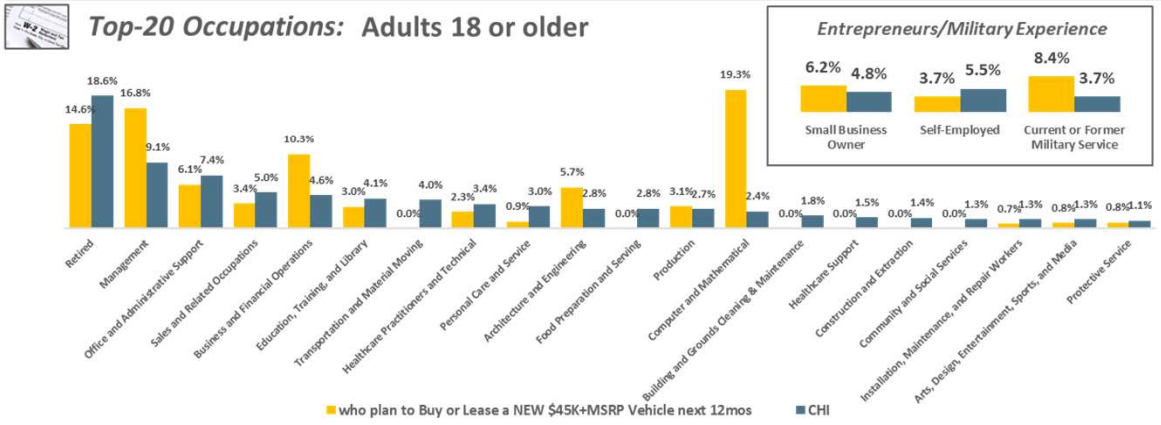


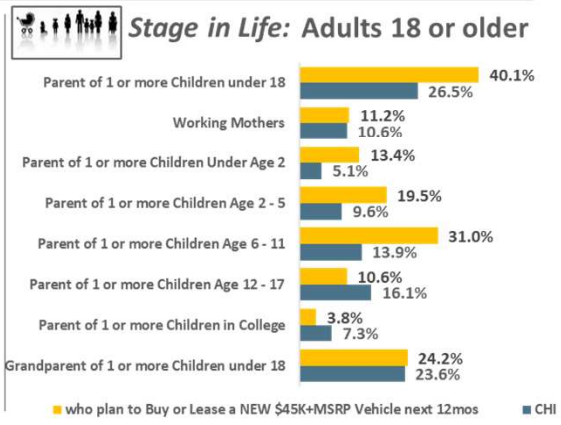
2.5% or 185,902 of CHI DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 89.4% more likely to be a college graduate, 50.1% more likely to work full-time, 44.8% more likely to be married, 51.2% more likely to be a parent of 1 or more children und











CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 82

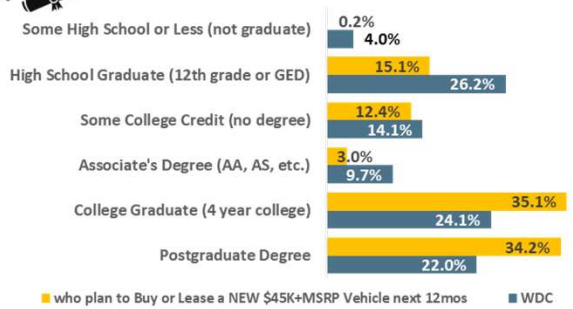
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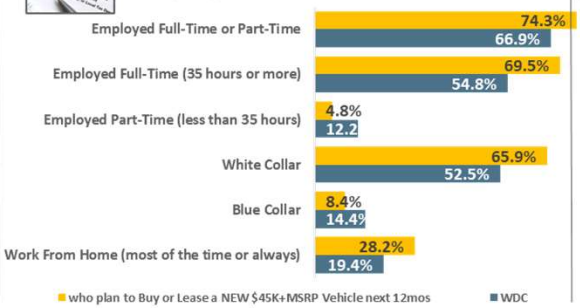


3.5% or 201,183 of WDC DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 50.6% more likely to be a college graduate, 26.9% more likely to work full-time, 22.9% more likely to be married, 8.% less likely to be a parent of 1 or more children under

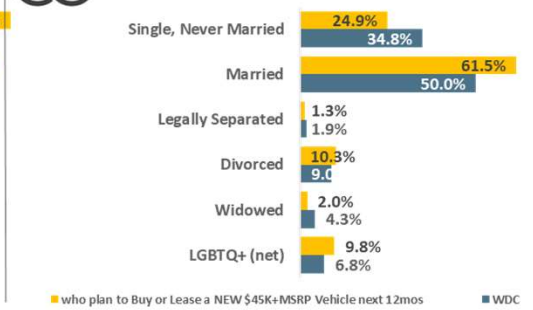
Education Levels: Adults 18 or older



Employment: Adults 18 or older



Marital Status: Adults 18 or older

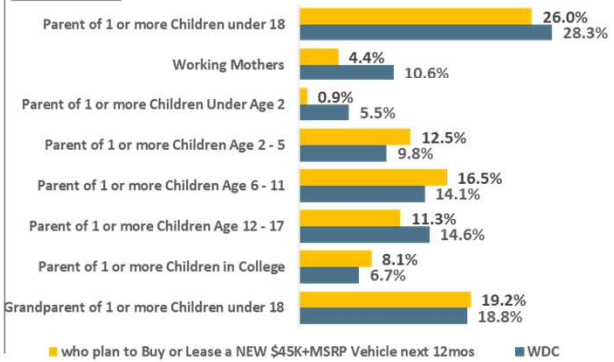


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 231

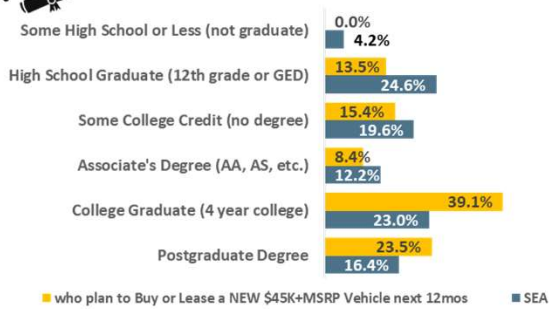
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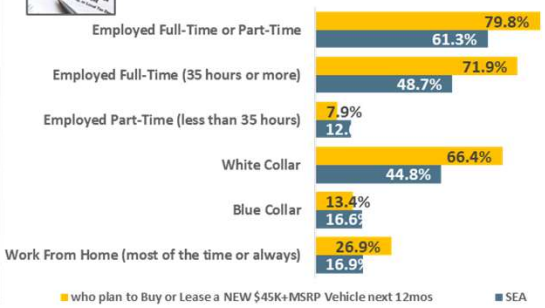


5.1% or 228,530 of SEA DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 59.1% more likely to be a college graduate, 47.5% more likely to work full-time, 46.3% more likely to be married, 110.8% more likely to be a parent of 1 or more children un

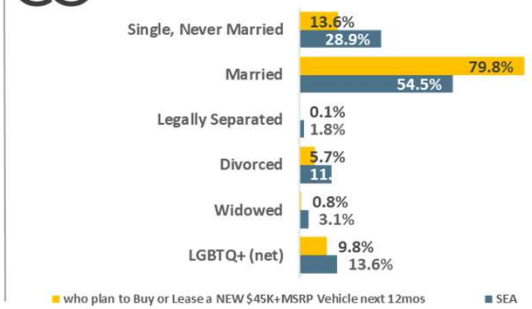
Education Levels: Adults 18 or older



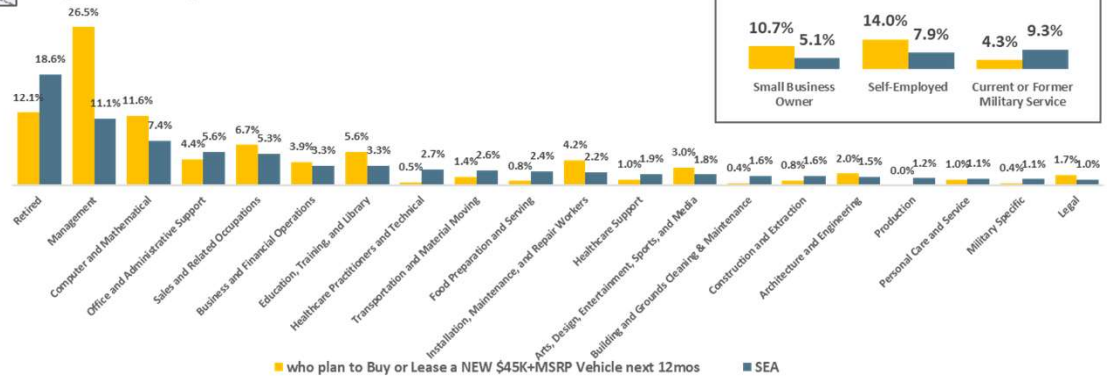
Employment: Adults 18 or older



Marital Status: Adults 18 or older

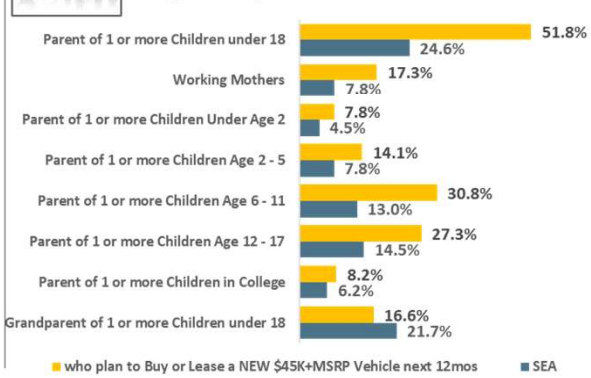


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 209

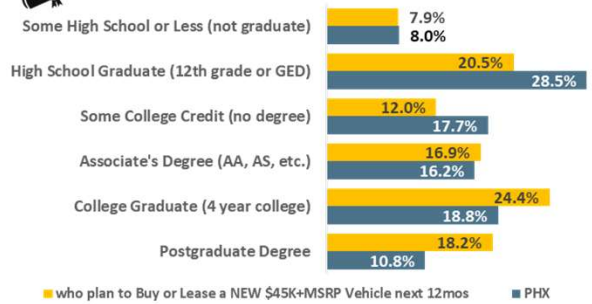
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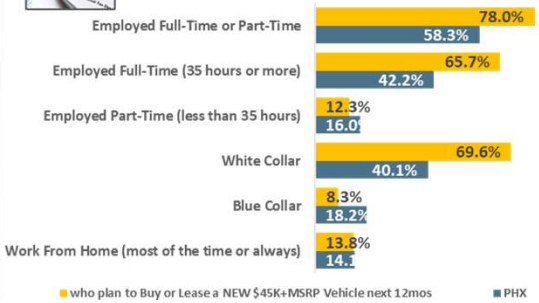


3.8% or 176,754 of PHX DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 44.2% more likely to be a college graduate, 55.7% more likely to work full-time, 31.% more likely to be married, 13.7% less likely to be a parent of 1 or more children unde

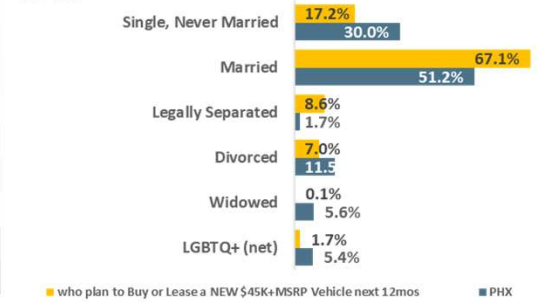
Education Levels: Adults 18 or older



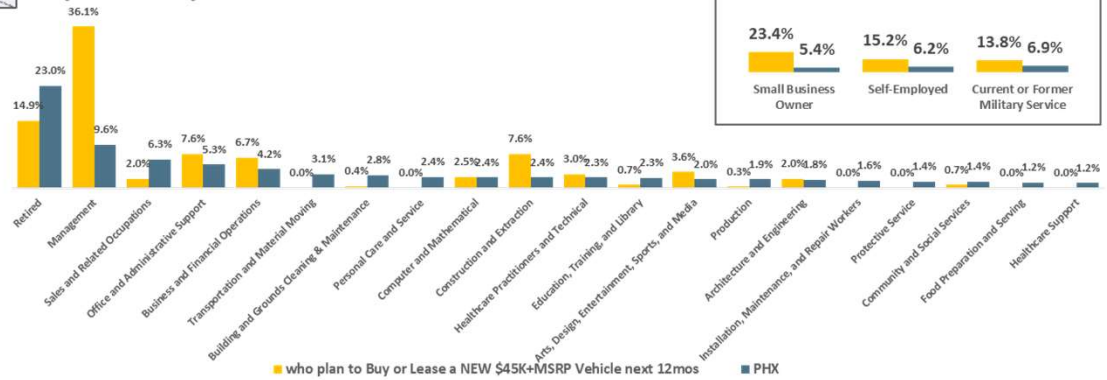
Employment: Adults 18 or older



Marital Status: Adults 18 or older

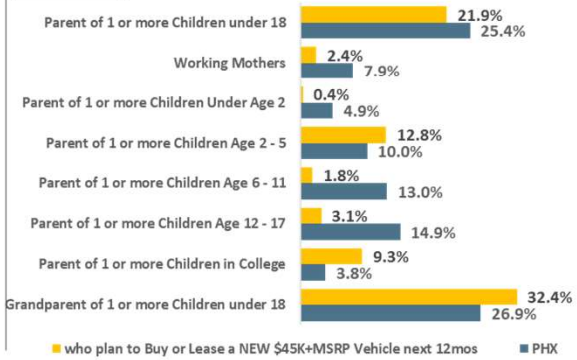


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

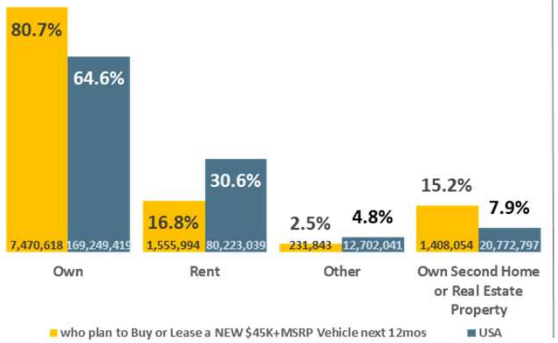
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

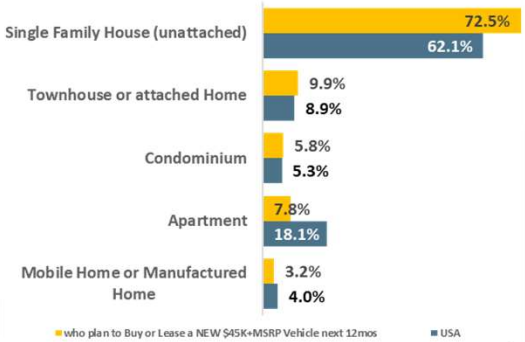


3.5% or 9,258,454 of USA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 25.% more likely to own their home, 74.% more likely to own a higher valued home, 16.9% more likely to have a single-family home, 29.6% more likely to have a dog.

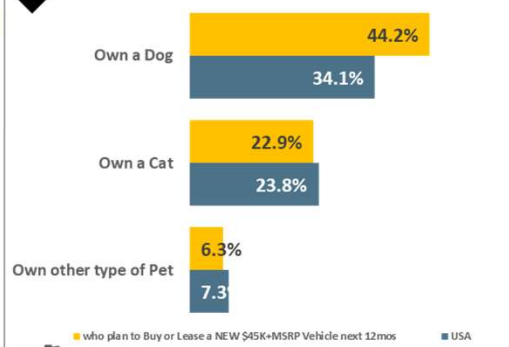
Own/Rent/Other: Adults 18 or older



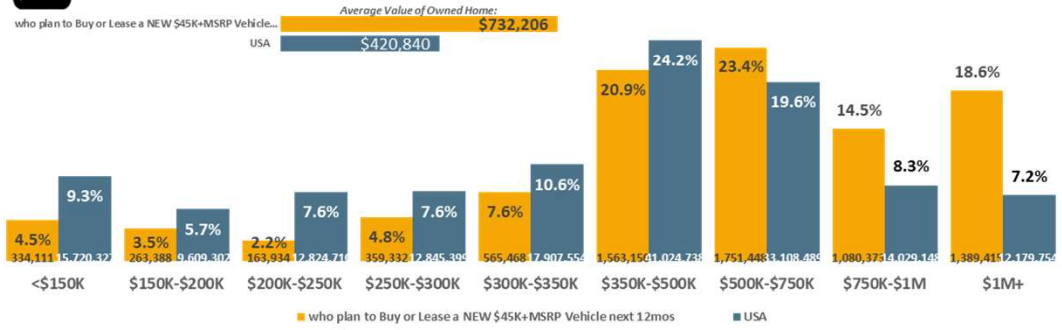
Type of Home: Adults 18 or older



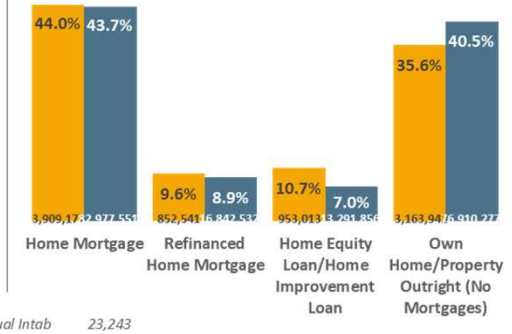
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *869*

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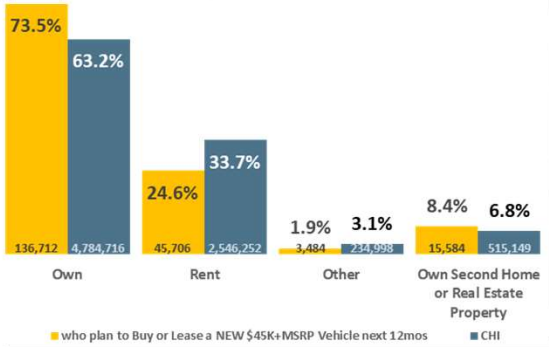
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

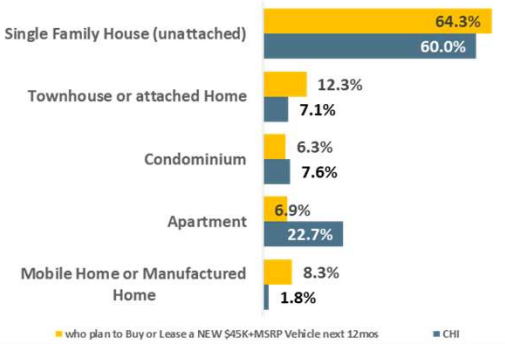


2.5% or 185,902 of CHI DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 16.3% more likely to own their home, 21.3% more likely to own a higher valued home, 7.2% more likely to have a single-family home, 27.1% more likely to have a dog.

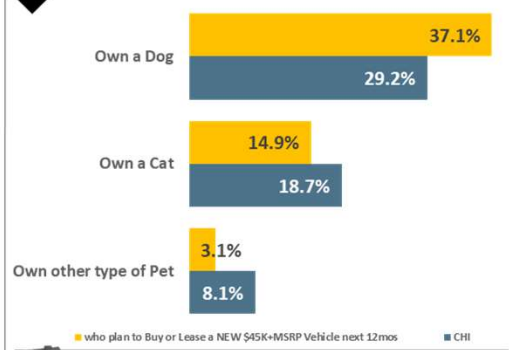
Own/Rent/Other: Adults 18 or older



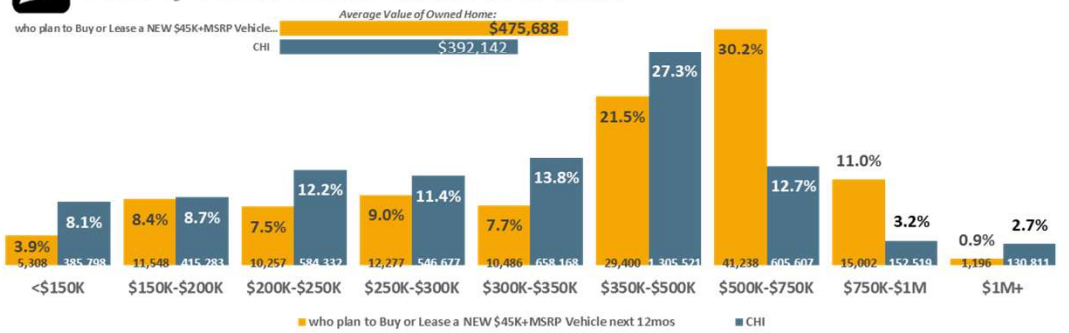
Type of Home: Adults 18 or older



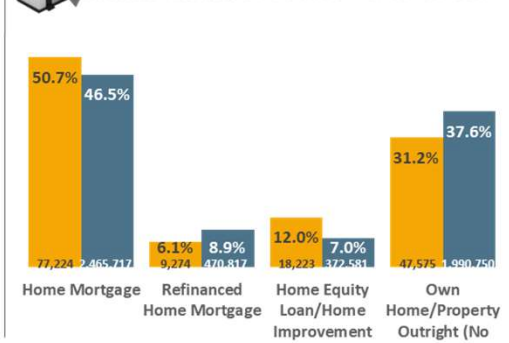
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 82

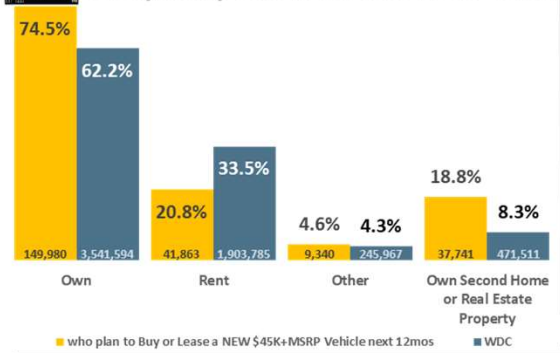
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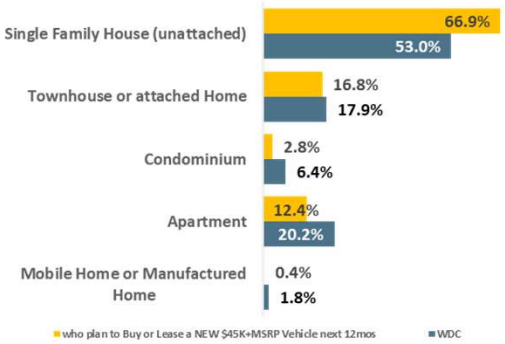


3.5% or 201,183 of WDC DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 19.8% more likely to own their home, 33.4% more likely to own a higher valued home, 26.2% more likely to have a single-family home, 28.5% more likely to have a dog.

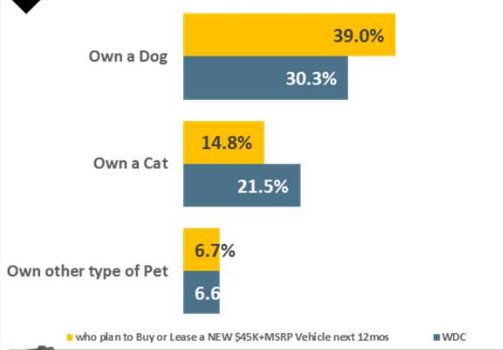
Own/Rent/Other: Adults 18 or older



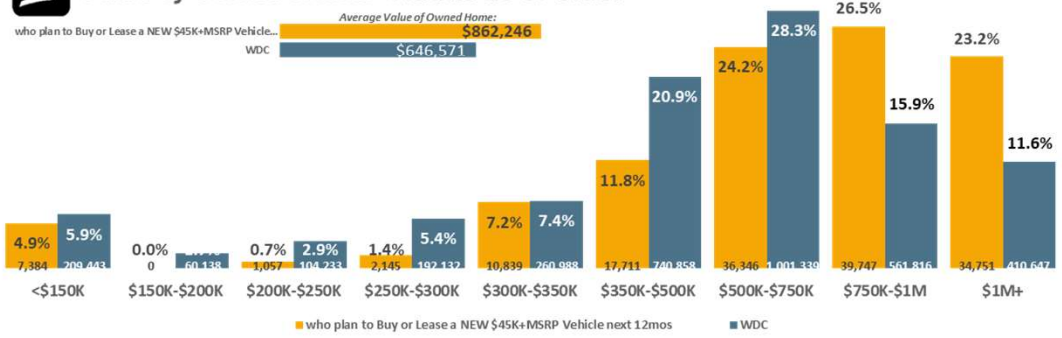
Type of Home: Adults 18 or older



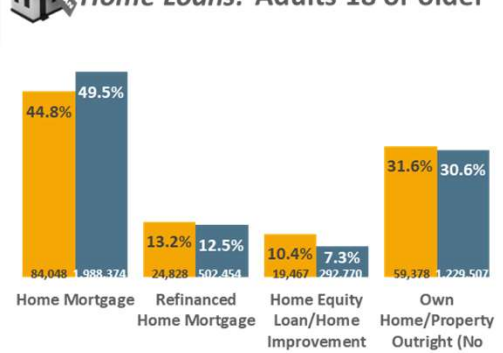
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 231

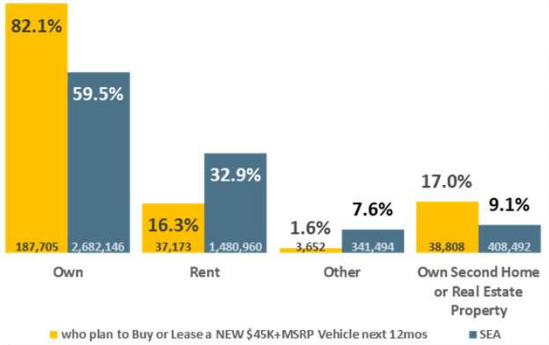
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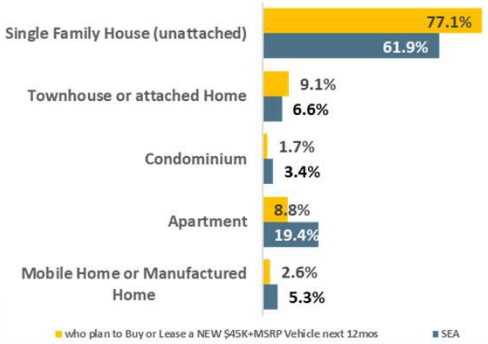


5.1% or 228,530 of SEA DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 37.9% more likely to own their home, 22.7% more likely to own a higher valued home, 24.6% more likely to have a single-family home, 47.9% more likely to have a dog.

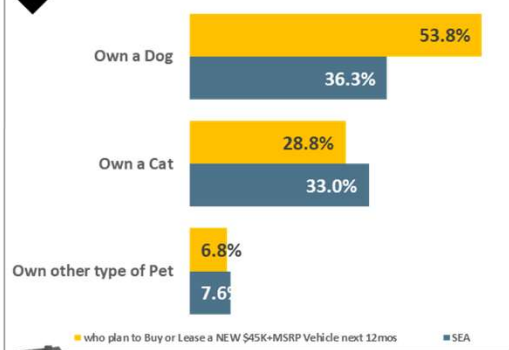
Own/Rent/Other: Adults 18 or older



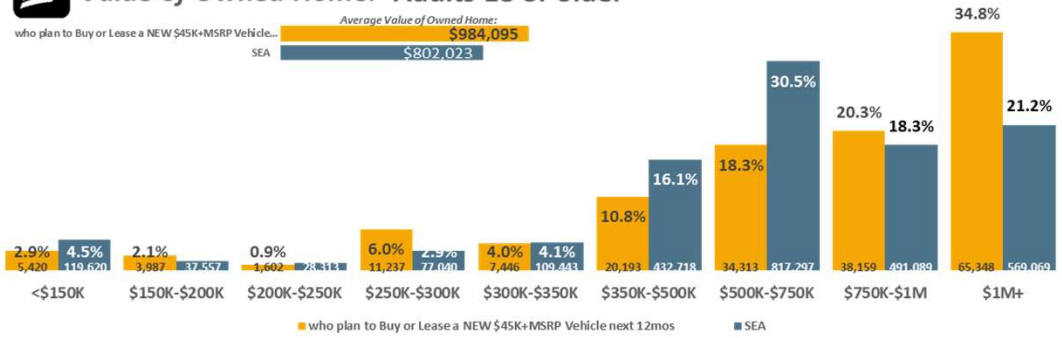
Type of Home: Adults 18 or older



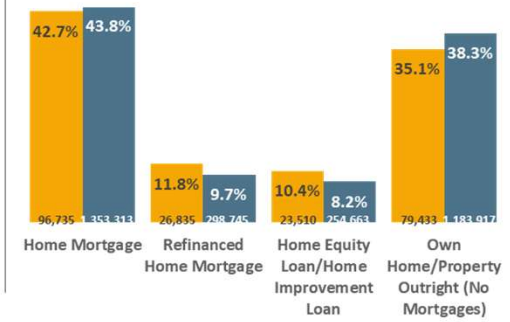
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 209

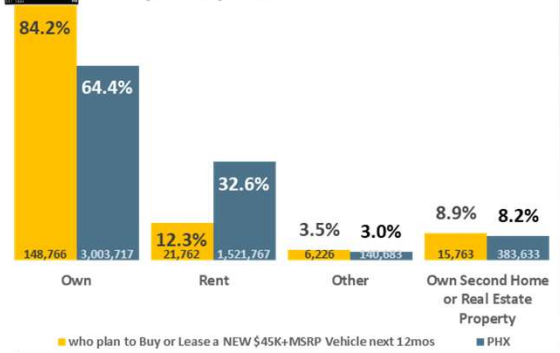
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

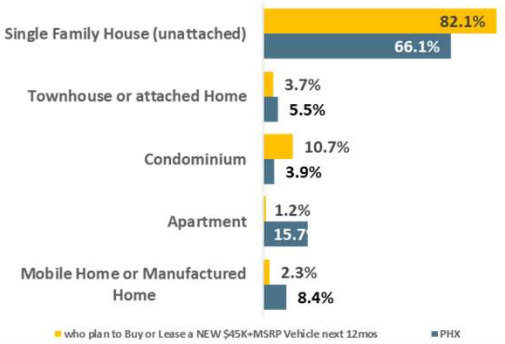


3.8% or 176,754 of PHX DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 30.7% more likely to own their home, 42.9% more likely to own a higher valued home, 24.2% more likely to have a single-family home, 5.9% less likely to have a dog.

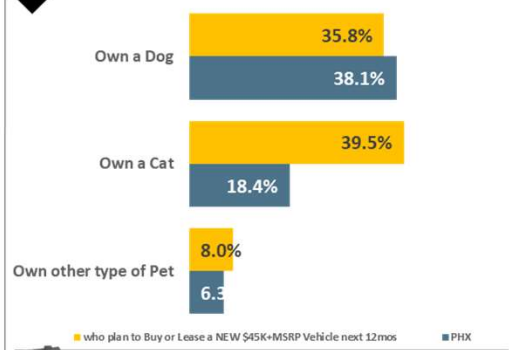
Own/Rent/Other: Adults 18 or older



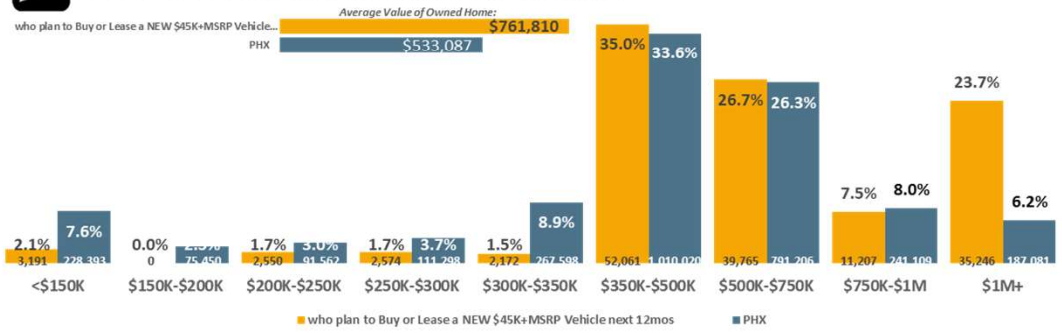
Type of Home: Adults 18 or older



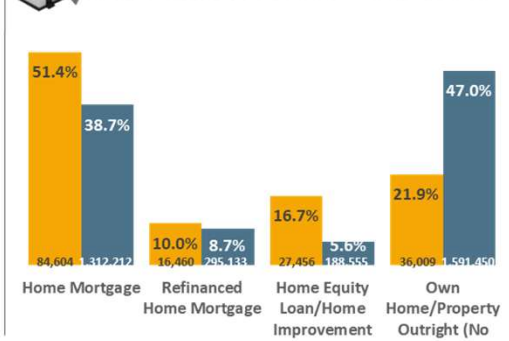
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

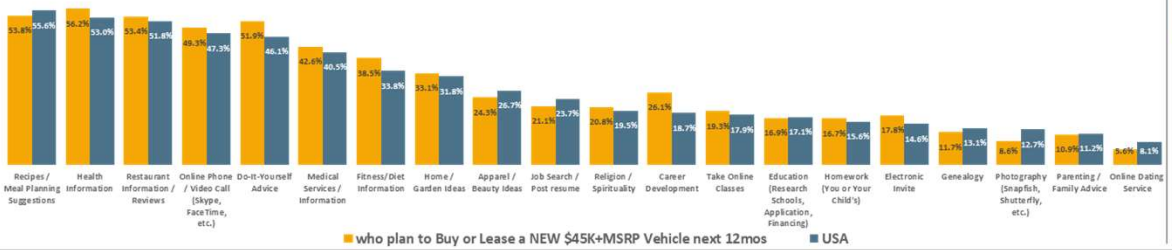
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

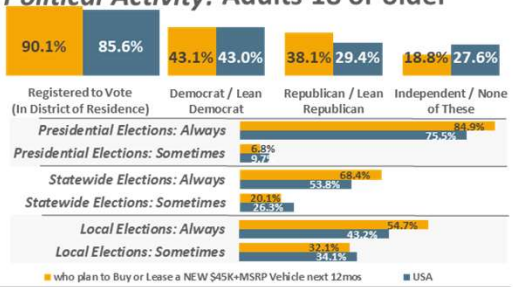


3.5% or 9,258,454 of USA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 12.5% more likely to look up D-I-Y advice online, 26.5% more likely to always vote in local elections, 28.6% more likely to belong to a gym, 42.6% more likely to fly domest

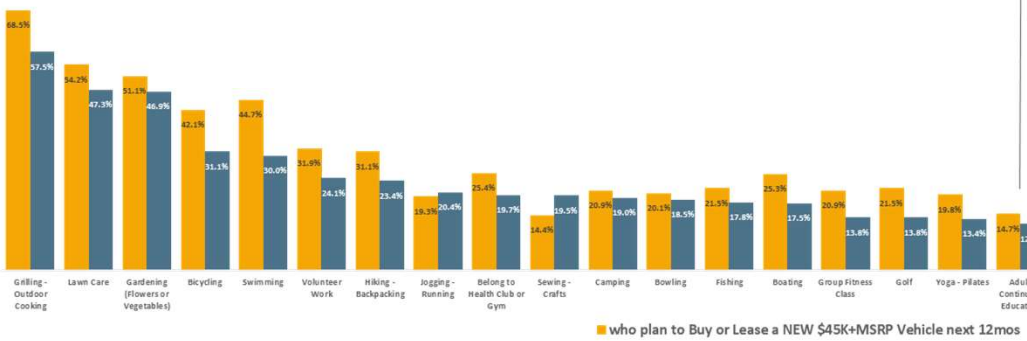
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



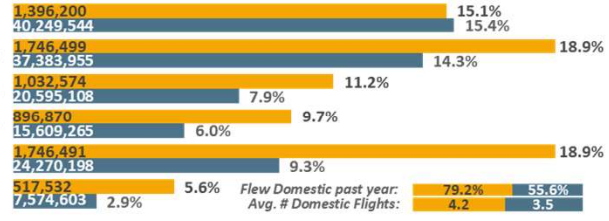
Political Activity: Adults 18 or older

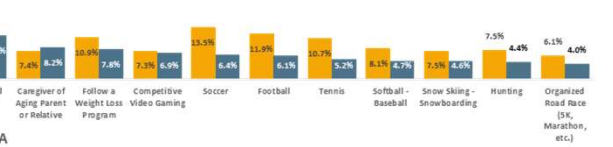


Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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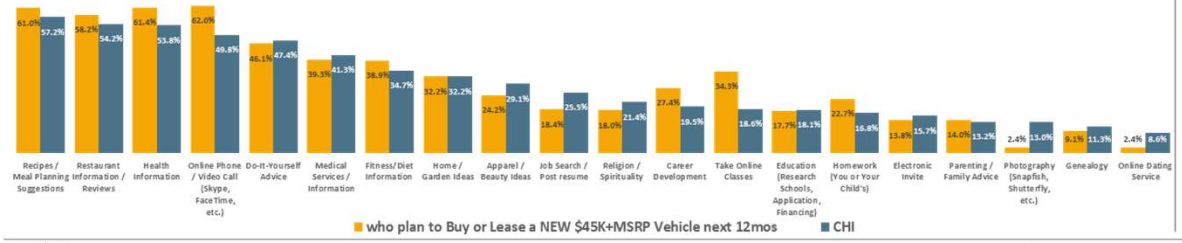
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

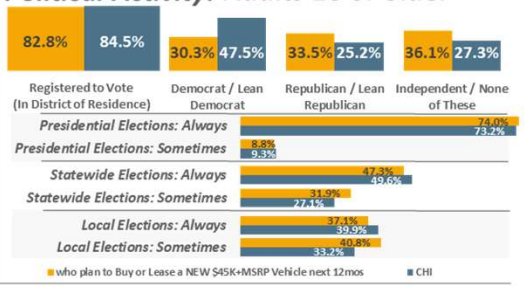


2.5% or 185,902 of CHI DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 2.6% less likely to look up D-I-Y advice online, 7.% less likely to always vote in local elections, 32.3% more likely to belong to a gym, 52.1% more likely to fly domestic

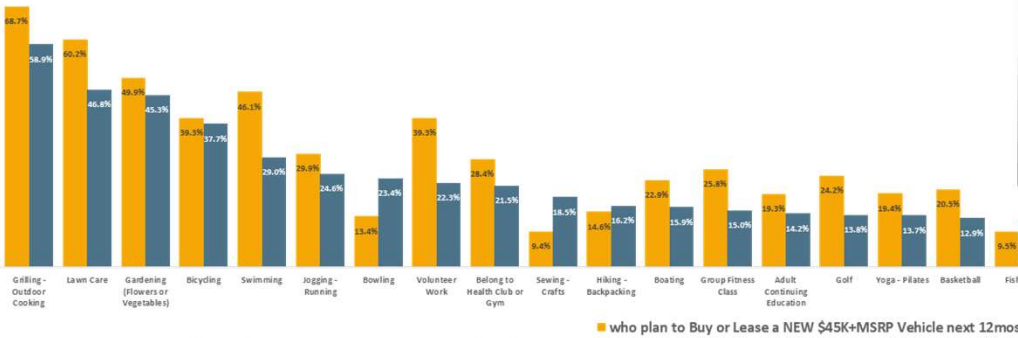
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



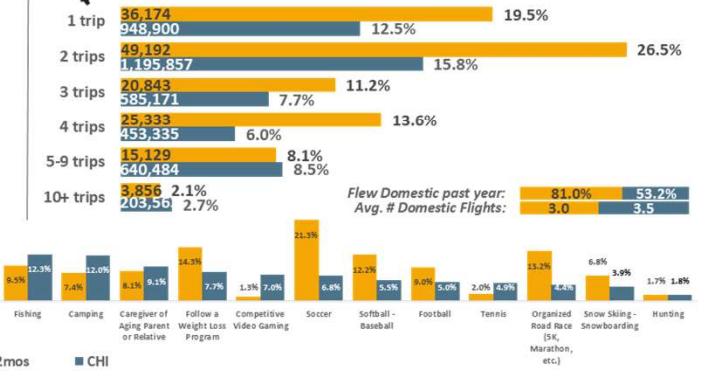
Political Activity: Adults 18 or older



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



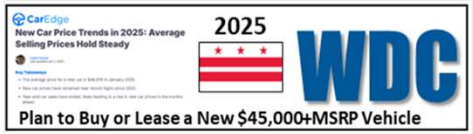
Past 12-months Domestic Airline Trips: Adults 18 or older



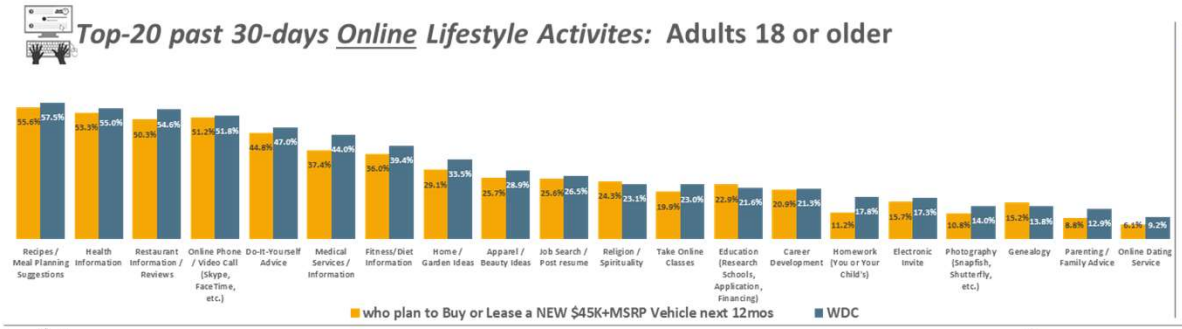
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 82

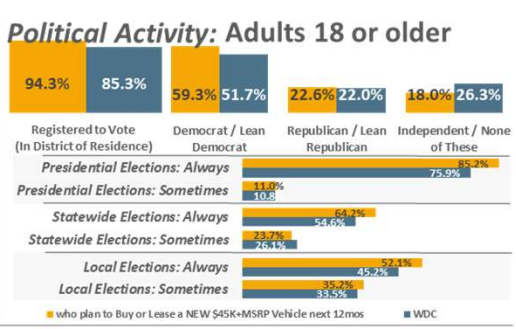
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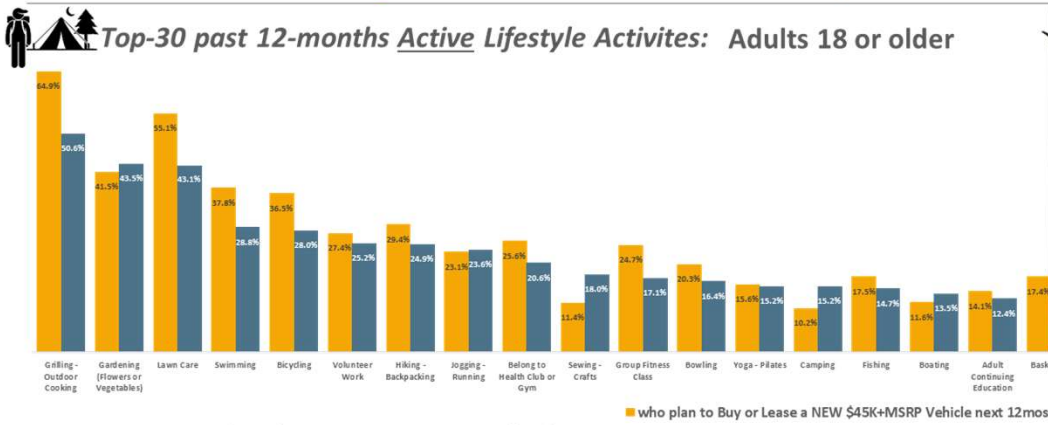
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

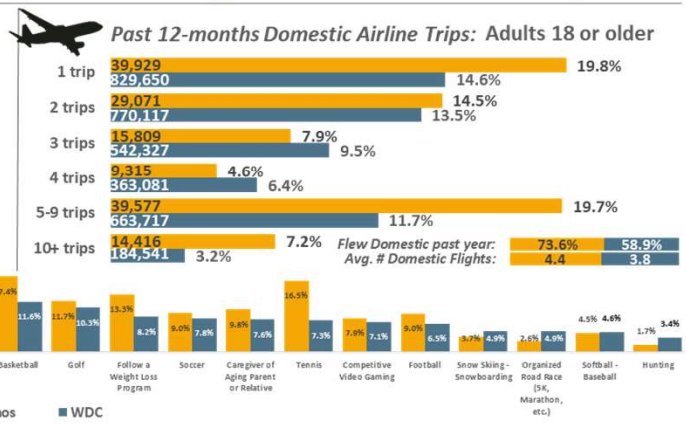


3.5% or 201,183 of WDC DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 4.8% less likely to look up D-I-Y advice online, 15.2% more likely to always vote in local elections, 24.4% more likely to belong to a gym, 25.% more likely to fly domestic









WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 231

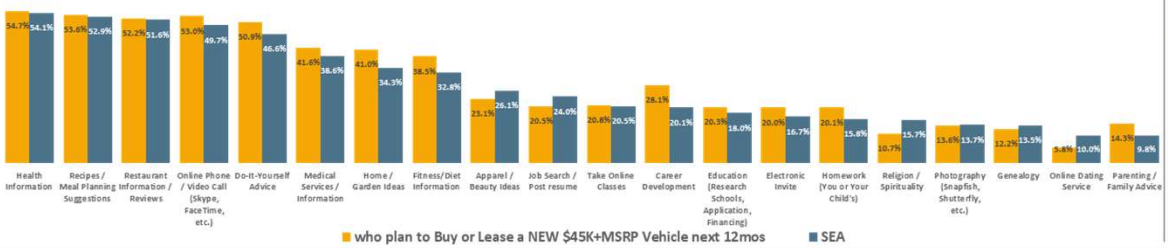
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

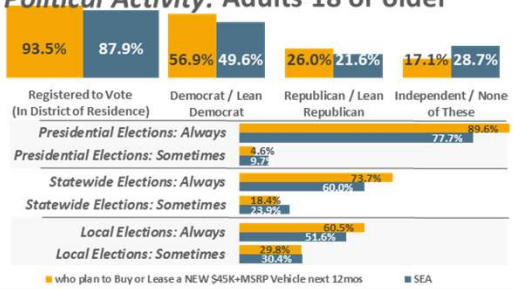


5.1% or 228,530 of SEA DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 9.1% more likely to look up D-I-Y advice online, 17.3% more likely to always vote in local elections, 47.1% more likely to belong to a gym, 39.7% more likely to fly domesti

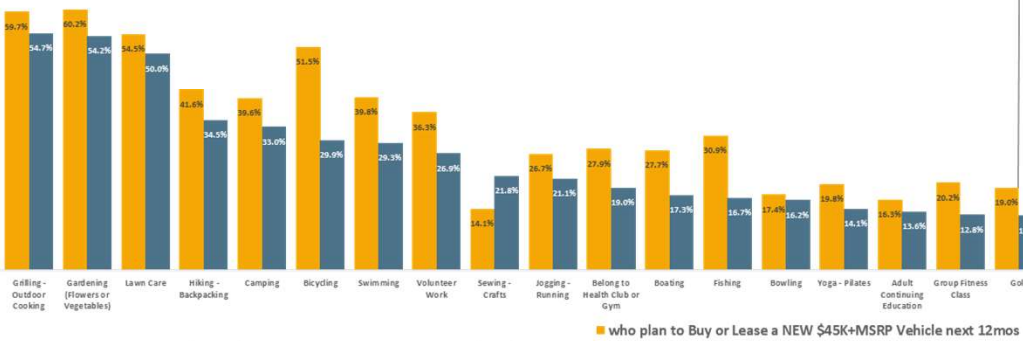
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



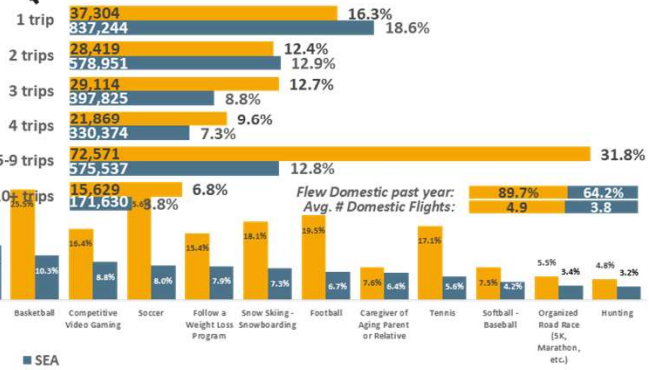
Political Activity: Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 209

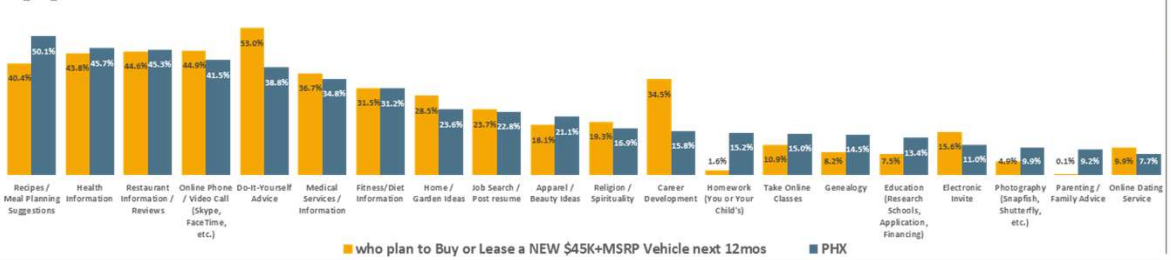
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

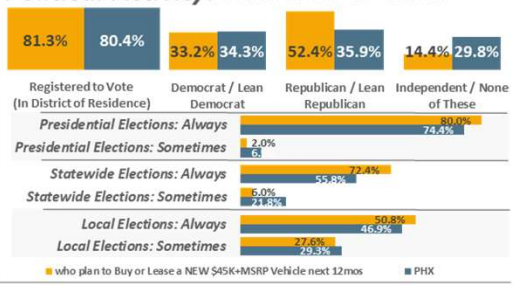


3.8% or 176,754 of PHX DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 36.7% more likely to look up D-I-Y advice online, 8.5% more likely to always vote in local elections, 19.5% more likely to belong to a gym, 32.% more likely to fly domestic

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



Political Activity: Adults 18 or older



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



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

PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

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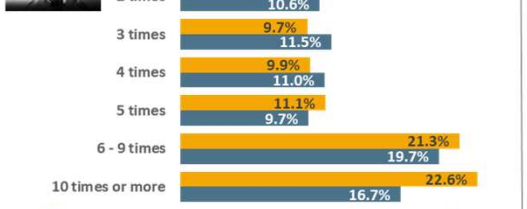
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



3.5% or 9,258,454 of USA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 3.9% more likely to use QSRs past mo., 19.% more likely to use Sit-Down Restaurants past mo., 46.8% more likely to use Casinos past yr., 3.9% less likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older

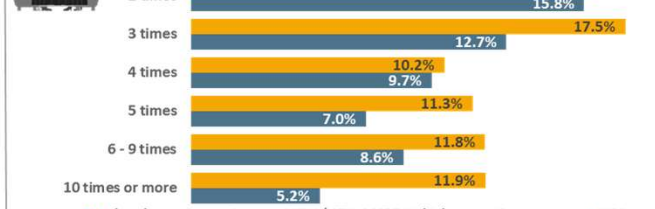






Past 30-days Sit-Down Restaurant Users: Adults 18 or older







Top-10 Cuisines: Adults 18 or older

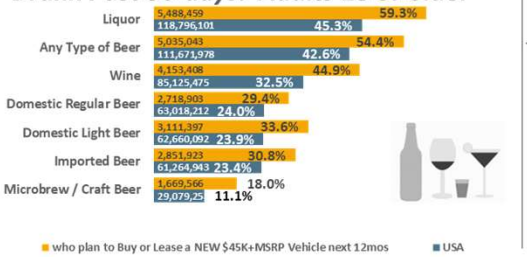
(Sit-Down Restaurants Used Past 30-days)



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

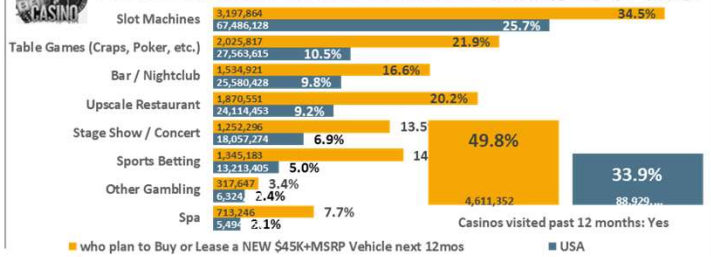


Drank Past 30-days: Adults 18 or older



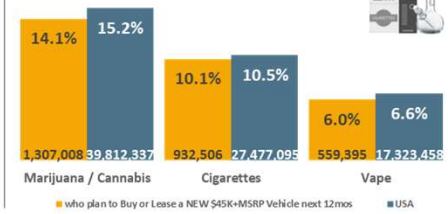
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



2.5% or 185,902 of CHI DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are .7% more likely to use QSRs past mo., 18.9% more likely to use Sit-Down Restaurants past mo., 25.6% more likely to use Casinos past yr., 85.1% less likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



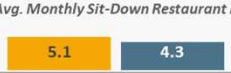
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

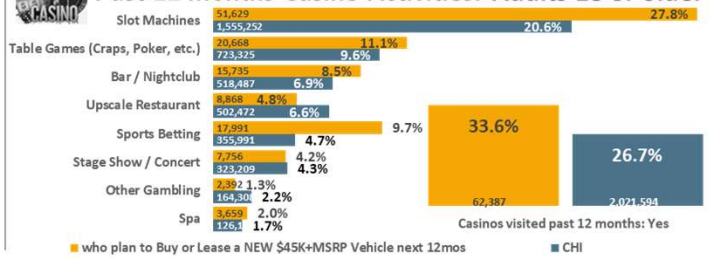
who plan to Buy or Lease a NEW $45K+MSRP Vehicle...	30,271	16.3%
CHI	1,603,744	21.2%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



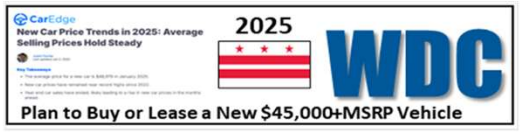


Used Past 30-days: Adults 18 or older



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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



3.5% or 201,183 of WDC DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 8.2% more likely to use QSRs past mo., 13.3% more likely to use Sit-Down Restaurants past mo., 83.% more likely to use Casinos past yr., 38.5% less likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

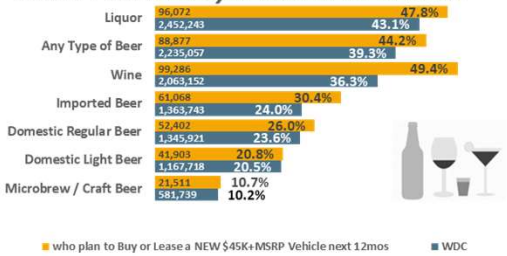
(Sit-Down Restaurants Used Past 30-days)



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

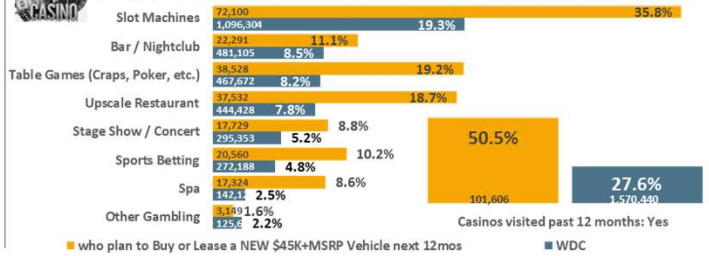


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 231

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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

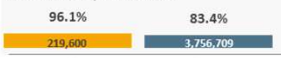


5.1% or 228,530 of SEA DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 15.2% more likely to use QSRs past mo., 32.% more likely to use Sit-Down Restaurants past mo., 10.6% more likely to use Casinos past yr., 67.4% more likely to smoke cigaret

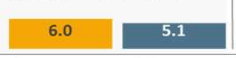
Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



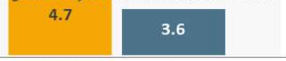
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

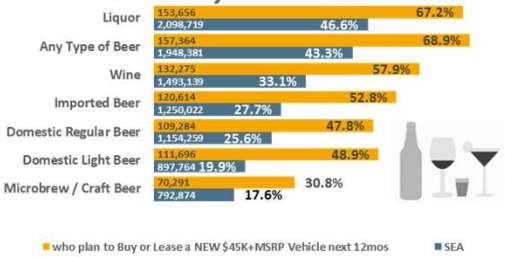
(Sit-Down Restaurants Used Past 30-days)



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

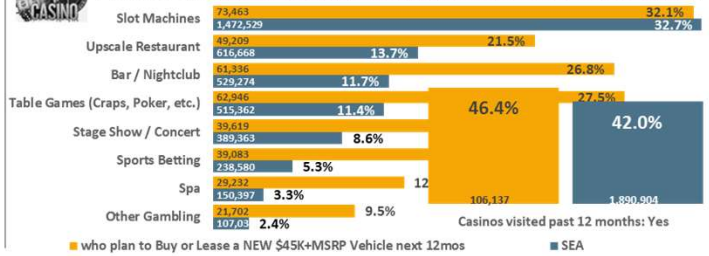


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



3.8% or 176,754 of PHX DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 1.2% more likely to use QSRs past mo., 8.8% more likely to use Sit-Down Restaurants past mo., 56.6% more likely to use Casinos past yr., .7% more likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



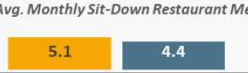
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

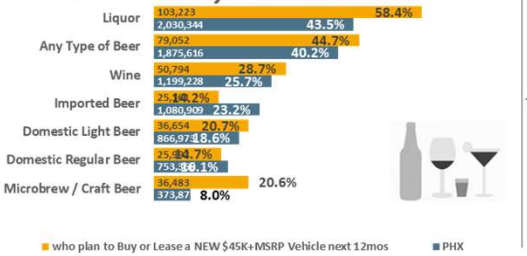
(Sit-Down Restaurants Used Past 30-days)



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

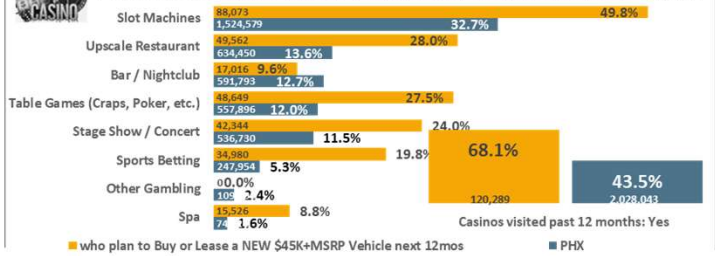


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

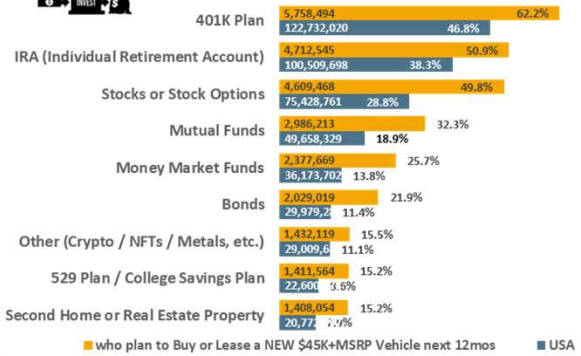
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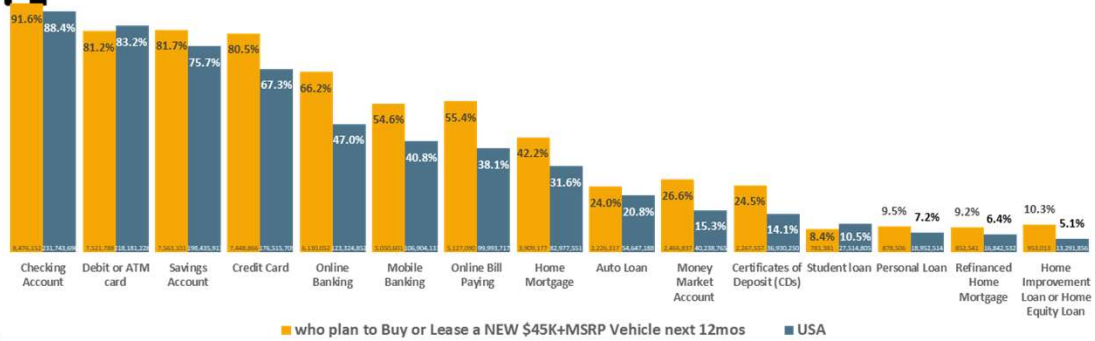


3.5% or 9,258,454 of USA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 32.9% more likely to have a 401K, 15.4% more likely to have an Auto Loan, 68.7% more likely to Invest/Trade Stocks Online, 12.9% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



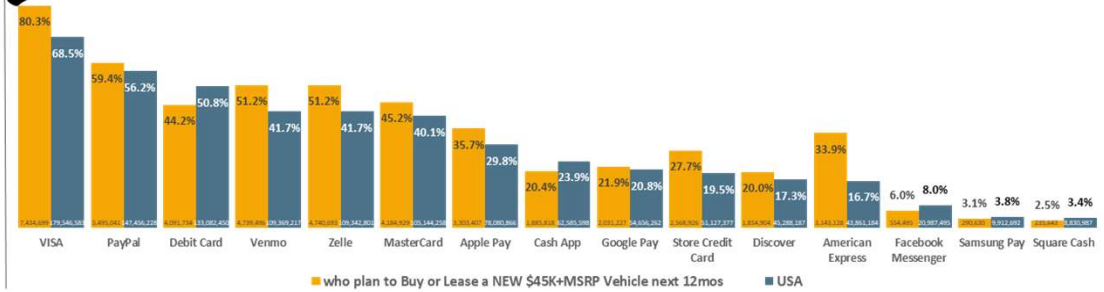
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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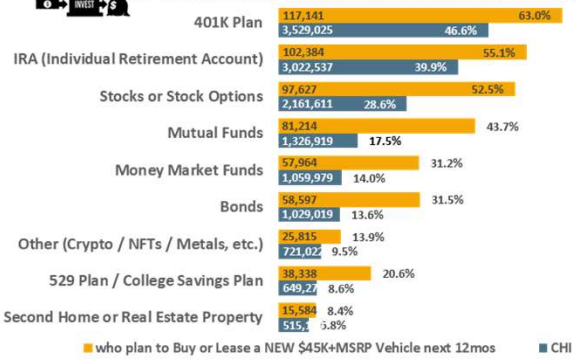
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

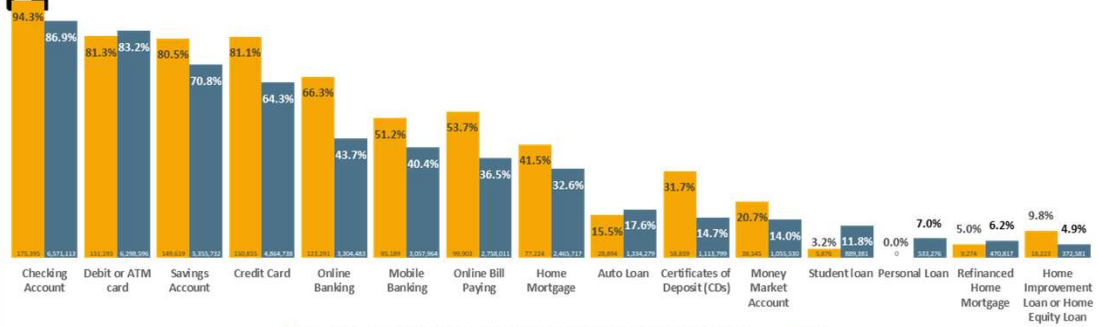


2.5% or 185,902 of CHI DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 35.1% more likely to have a 401K, 11.9% less likely to have an Auto Loan, 39.5% more likely to Invest/Trade Stocks Online, 28.7% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



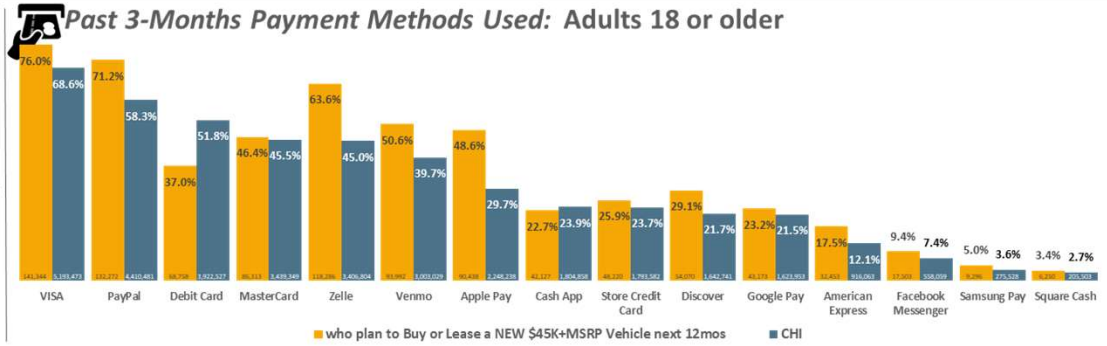
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older

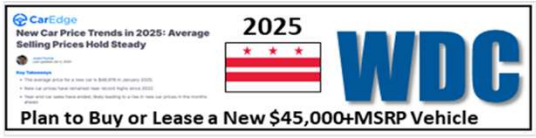


Past 3-Months Payment Methods Used: Adults 18 or older



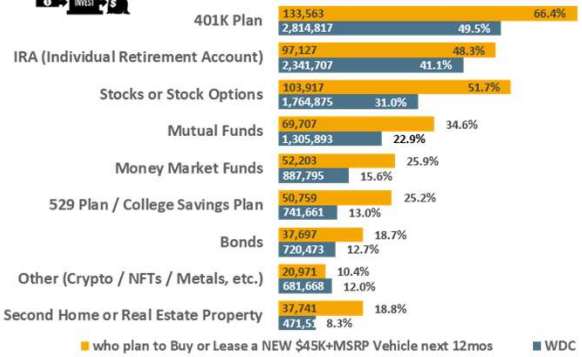
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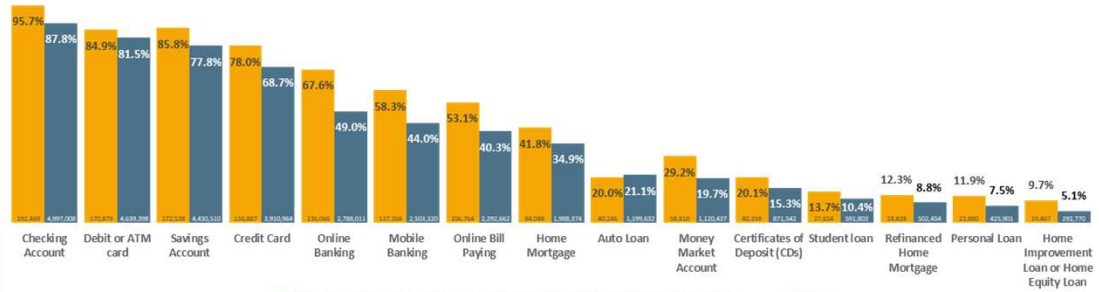


3.5% or 201,183 of WDC DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 34.2% more likely to have a 401K, 5.1% less likely to have an Auto Loan, 88.5% more likely to Invest/Trade Stocks Online, 1.6% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



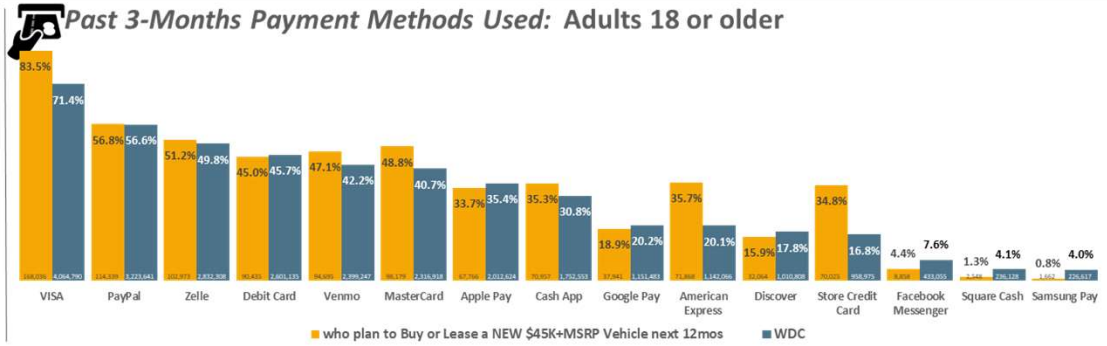
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 231

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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

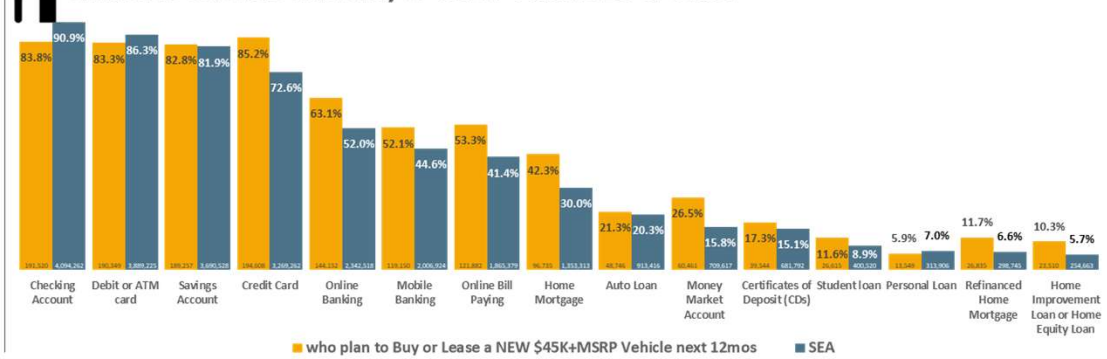


5.1% or 228,530 of SEA DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 40.7% more likely to have a 401K, 5.2% more likely to have an Auto Loan, 62.8% more likely to Invest/Trade Stocks Online, 17.4% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



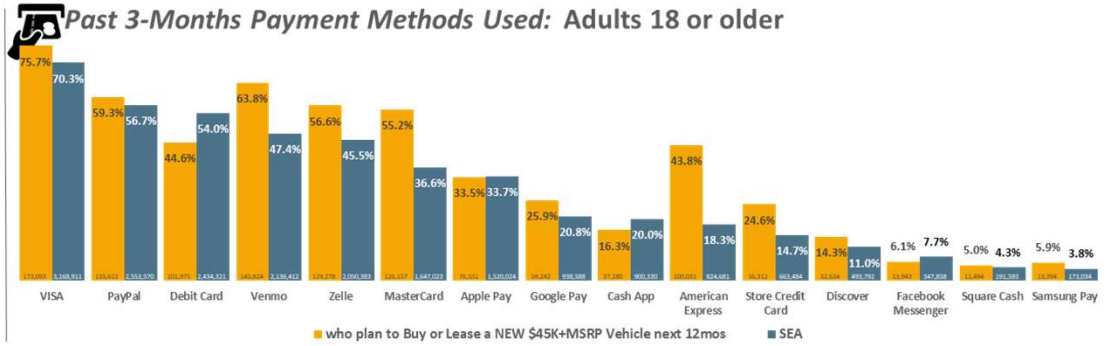
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 209

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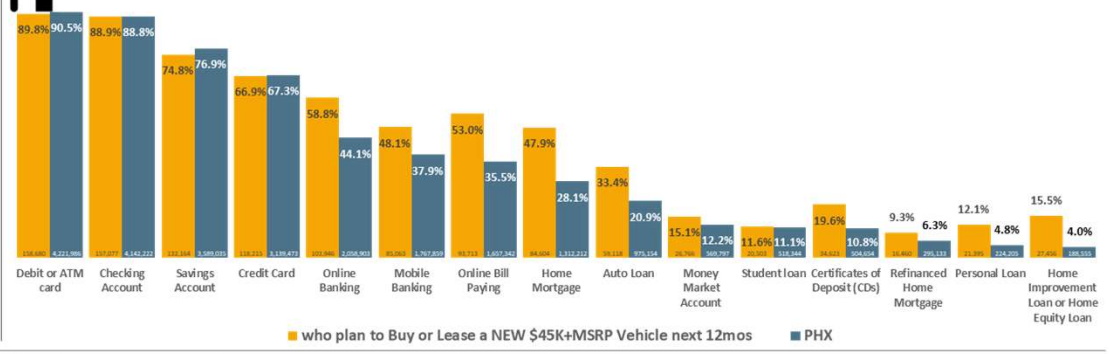


3.8% or 176,754 of PHX DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 5.8% more likely to have a 401K, 60.% more likely to have an Auto Loan, 20.6% less likely to Invest/Trade Stocks Online, 10.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



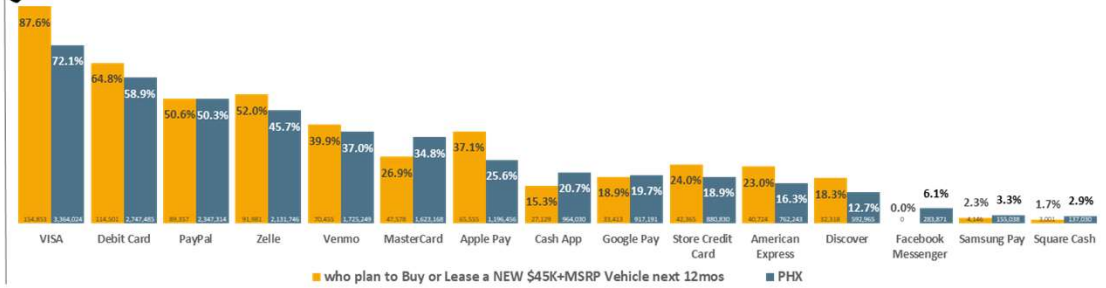
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



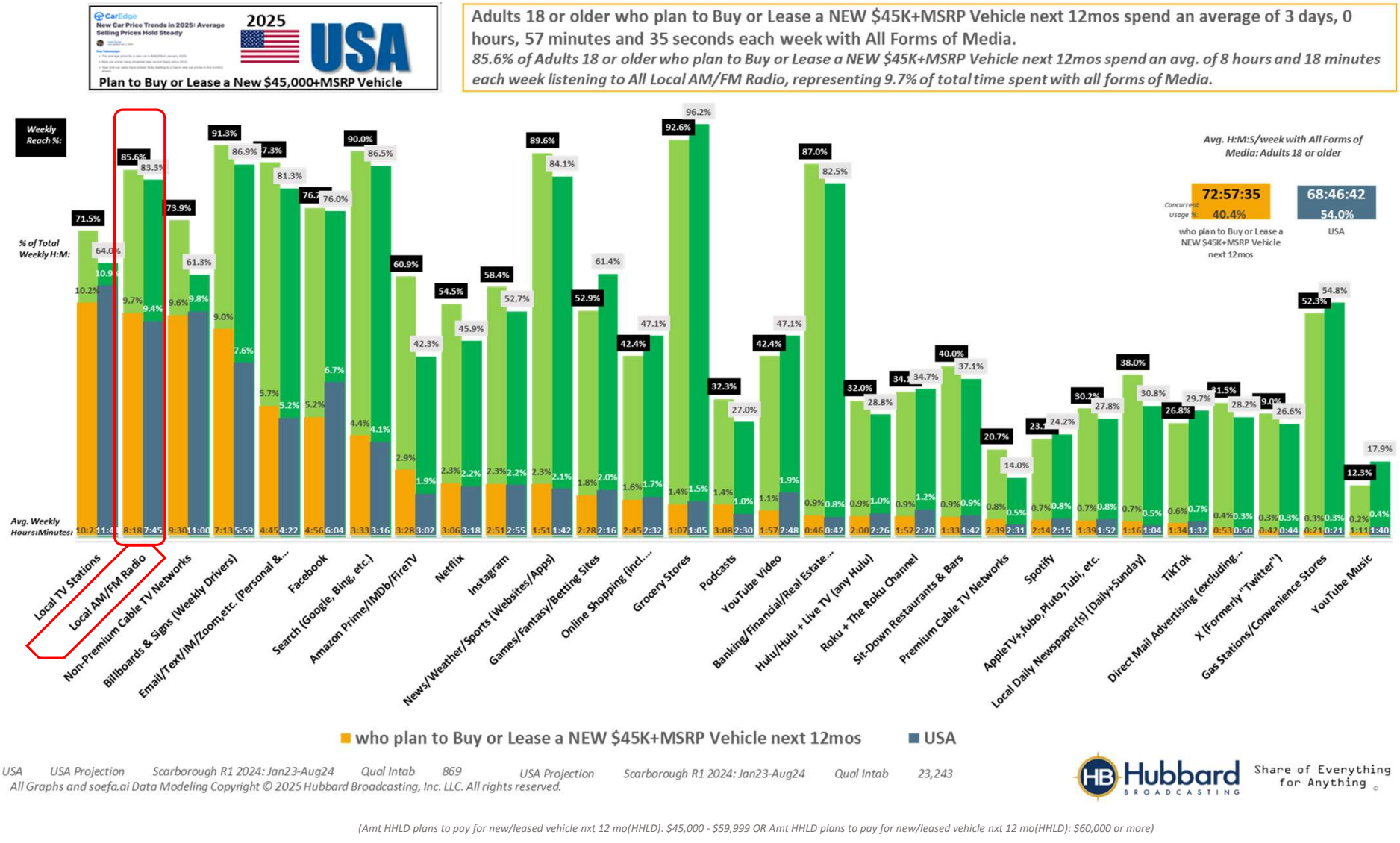
Past 3-Months Payment Methods Used: Adults 18 or older



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

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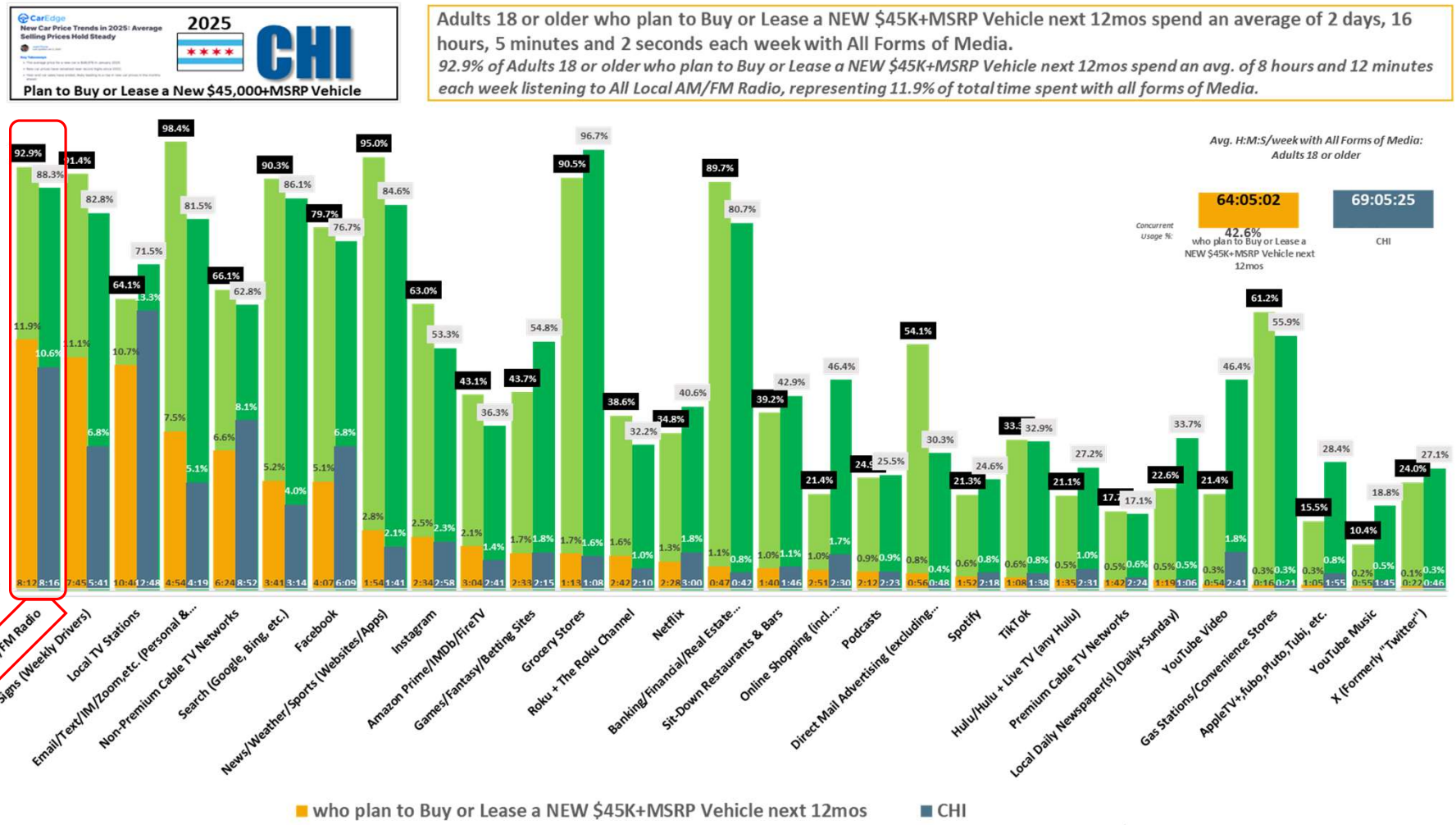


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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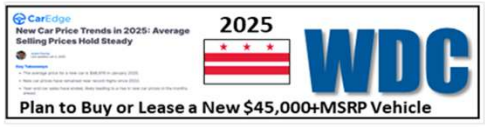


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 82 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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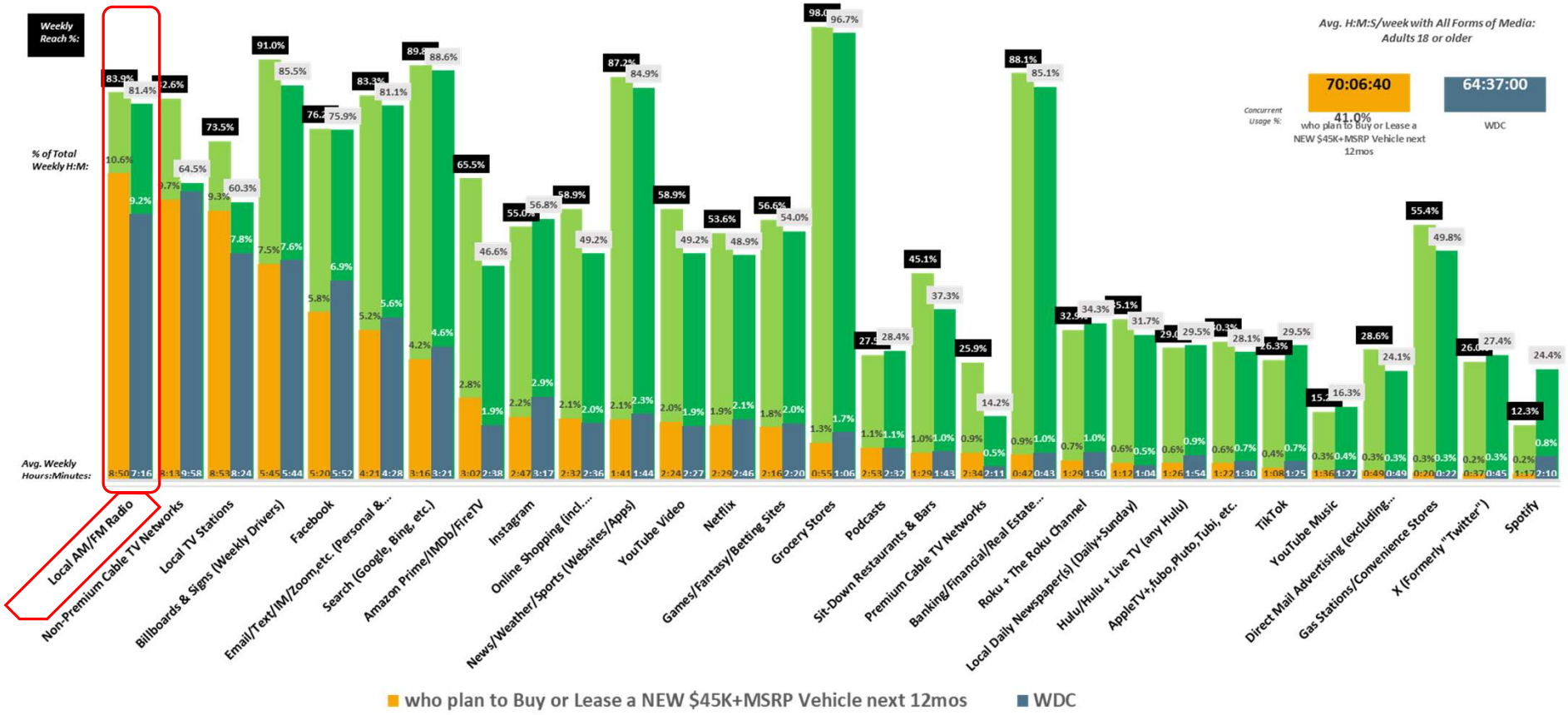
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 2 days, 22 hours, 6 minutes and 40 seconds each week with All Forms of Media.

83.9% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an avg. of 8 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.

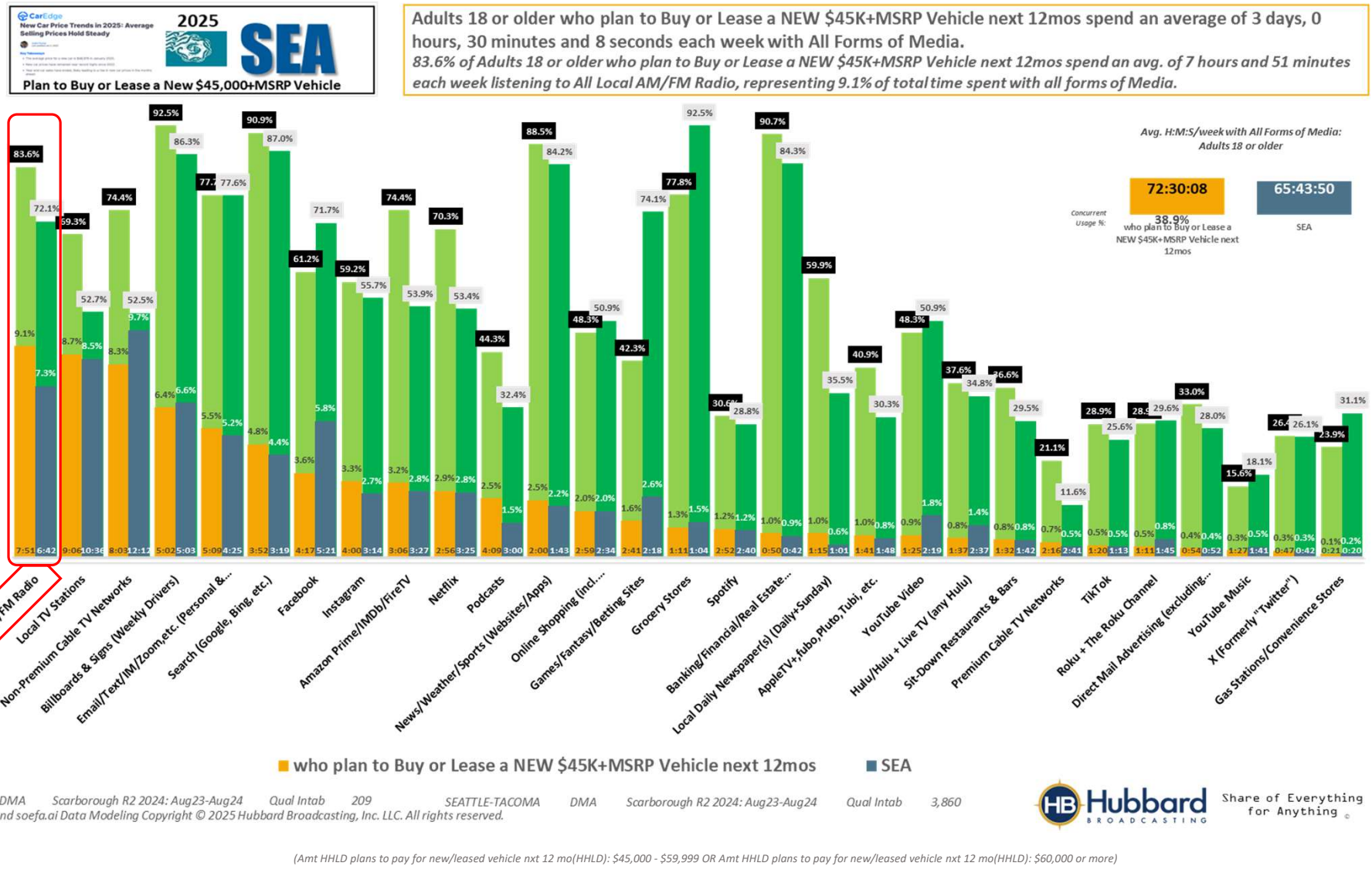


WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 231 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 209 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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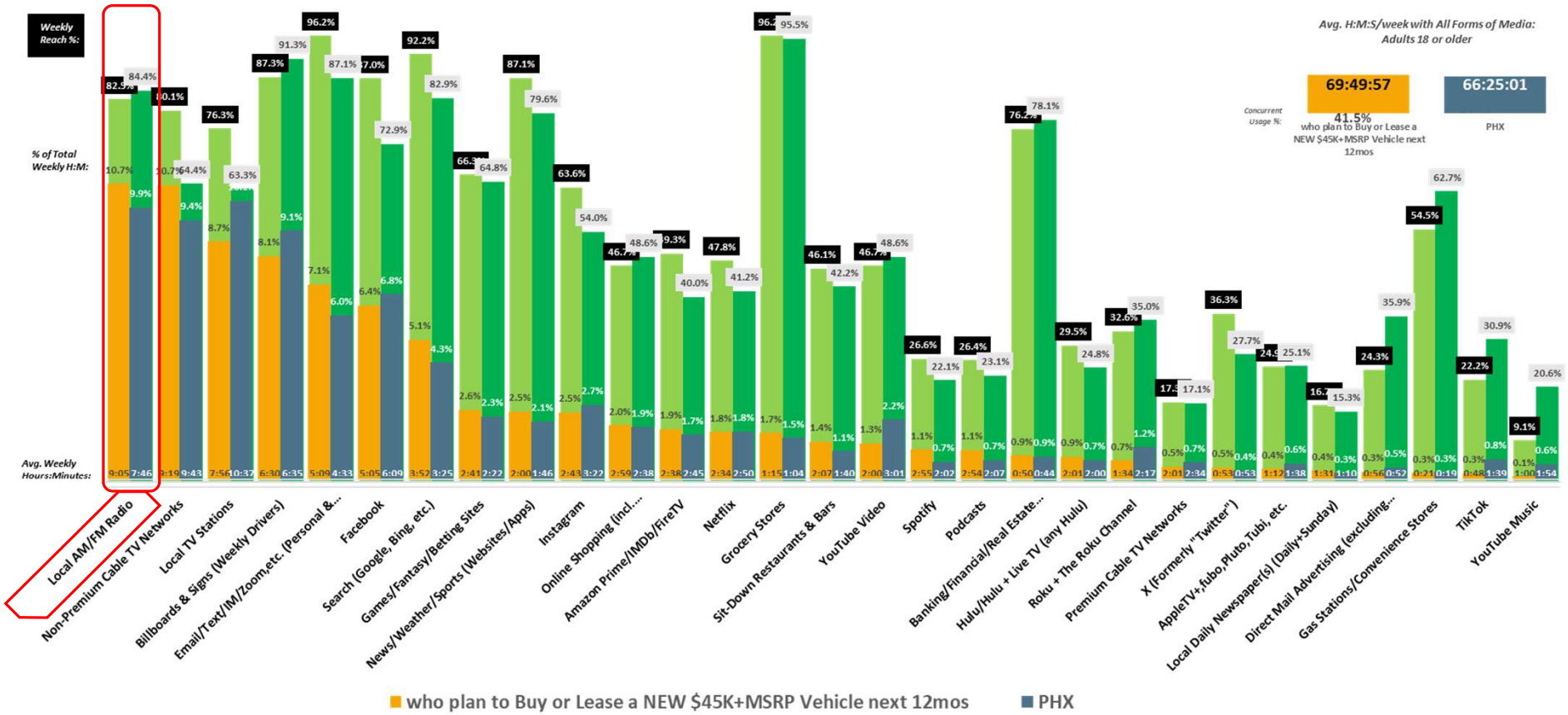
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Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 2 days, 21 hours, 49 minutes and 57 seconds each week with All Forms of Media.

82.5% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an avg. of 9 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 10.7% of total time spent with all forms of Media.

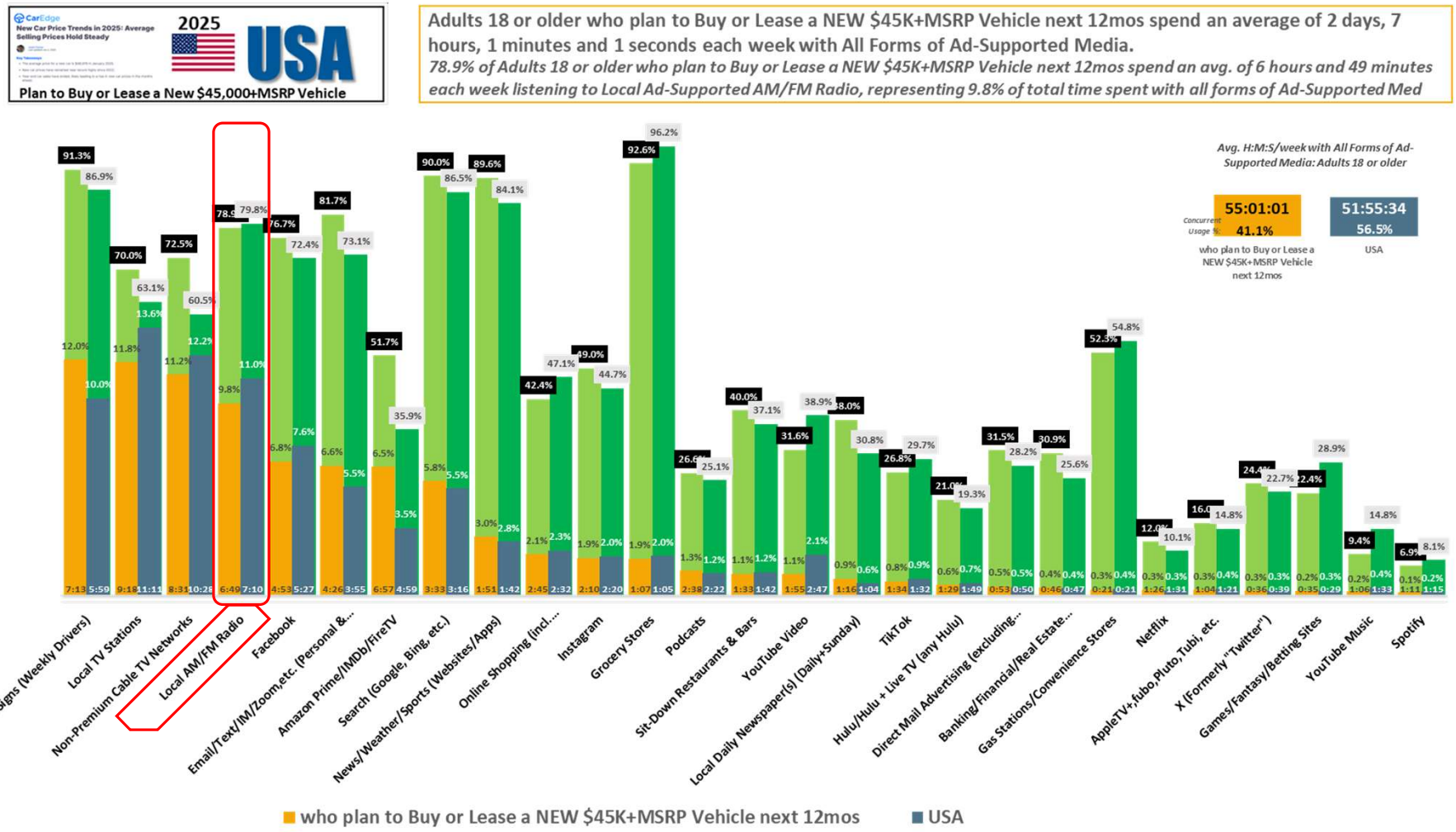


PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243
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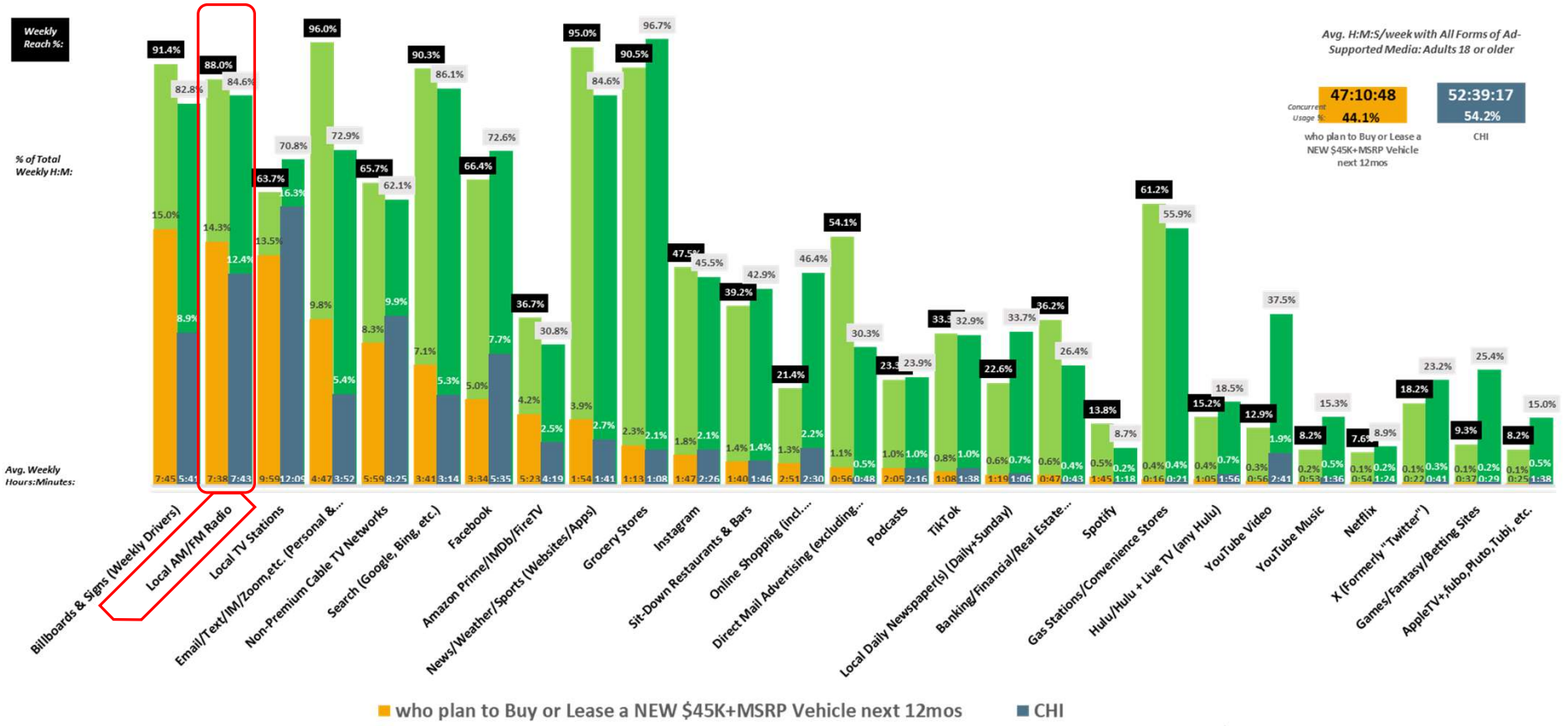
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Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 1 days, 23 hours, 10 minutes and 48 seconds each week with All Forms of Ad-Supported Media.

88.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an avg. of 7 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.3% of total time spent with all forms of Ad-Supported Med

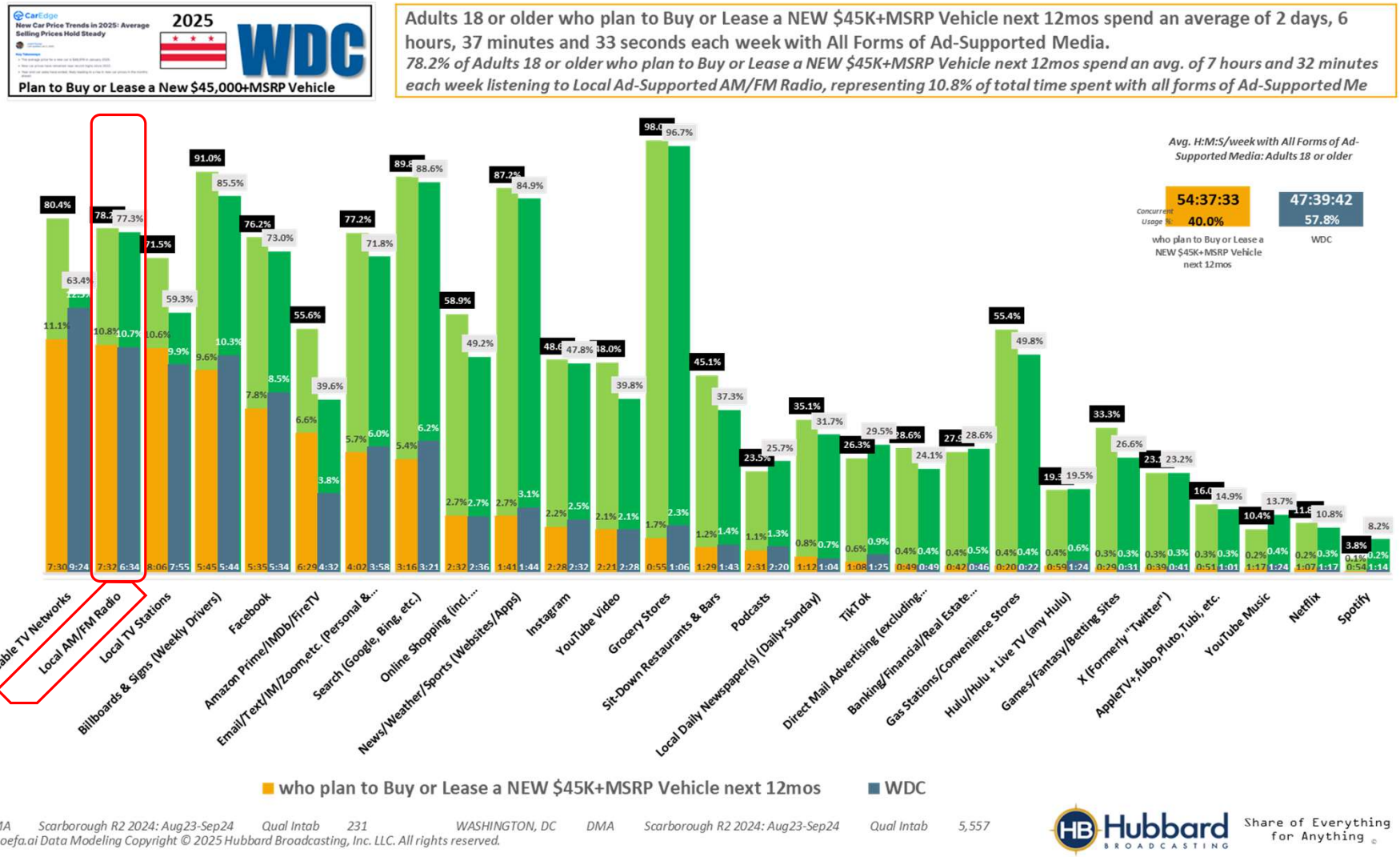


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 82 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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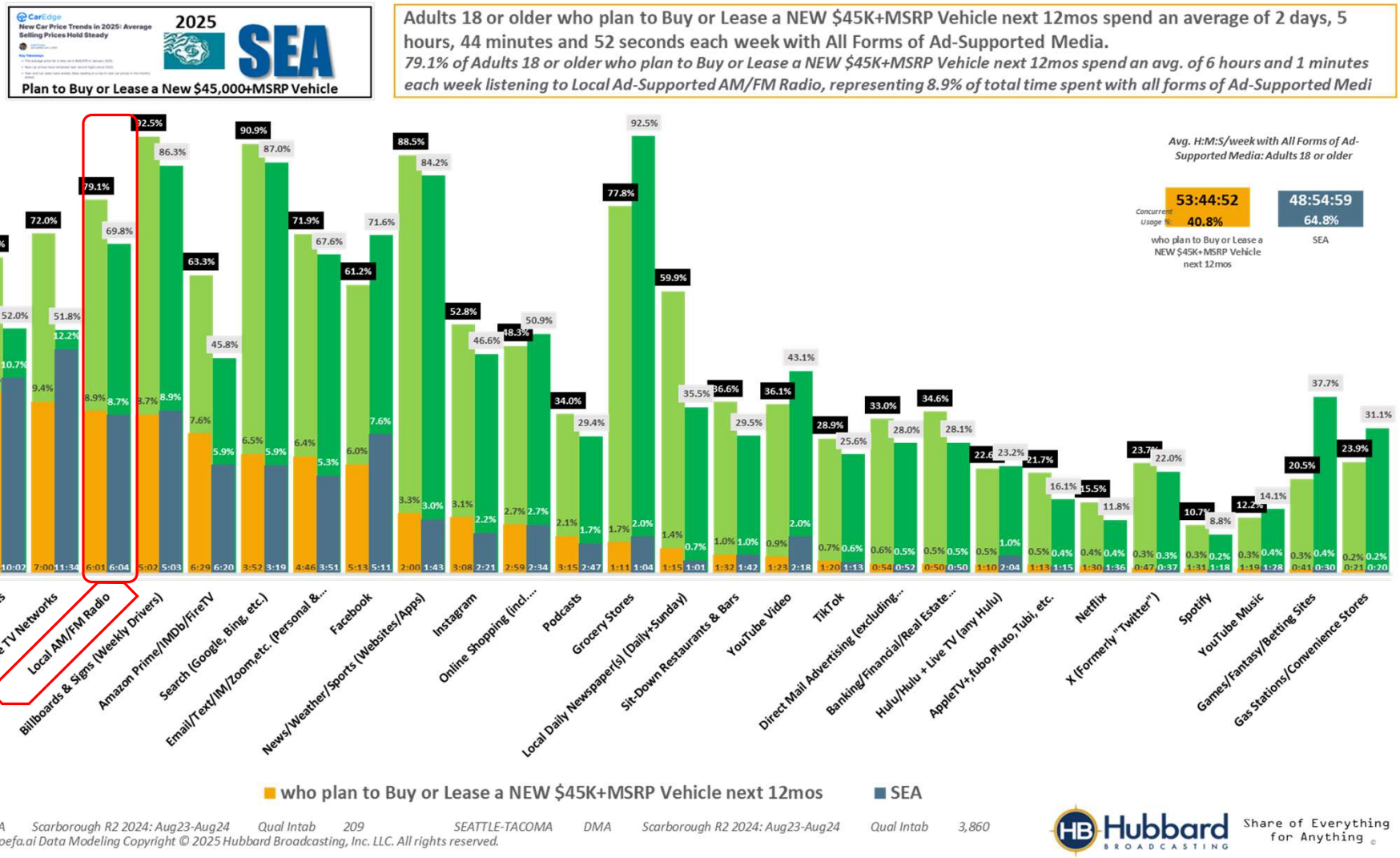


WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 231 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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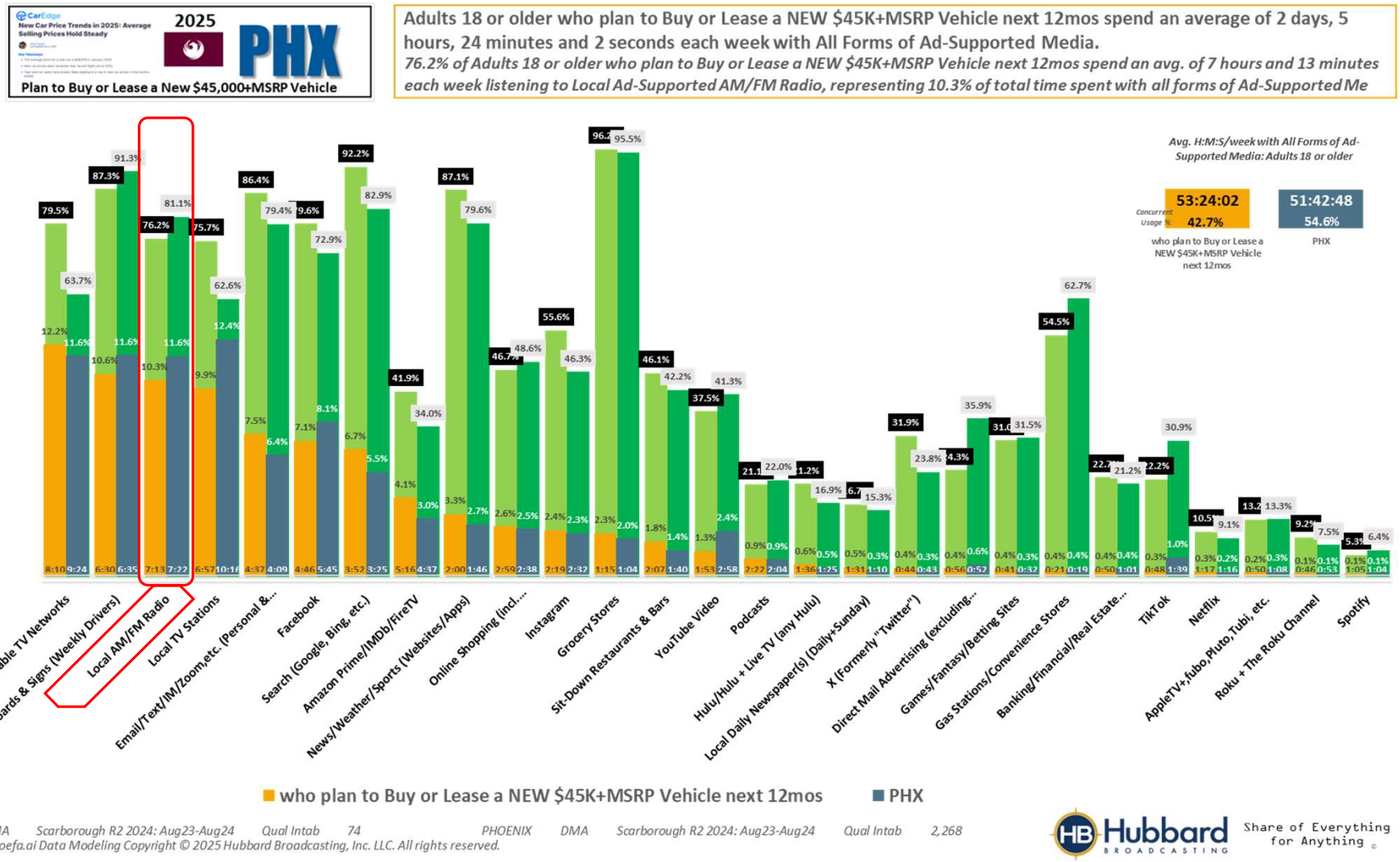


SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 209 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

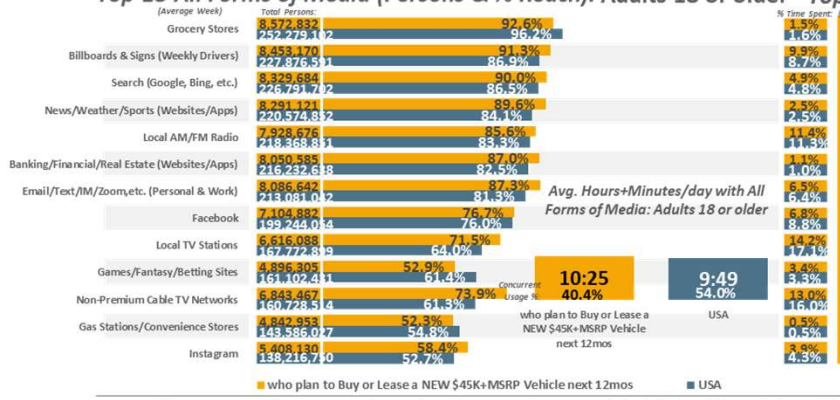


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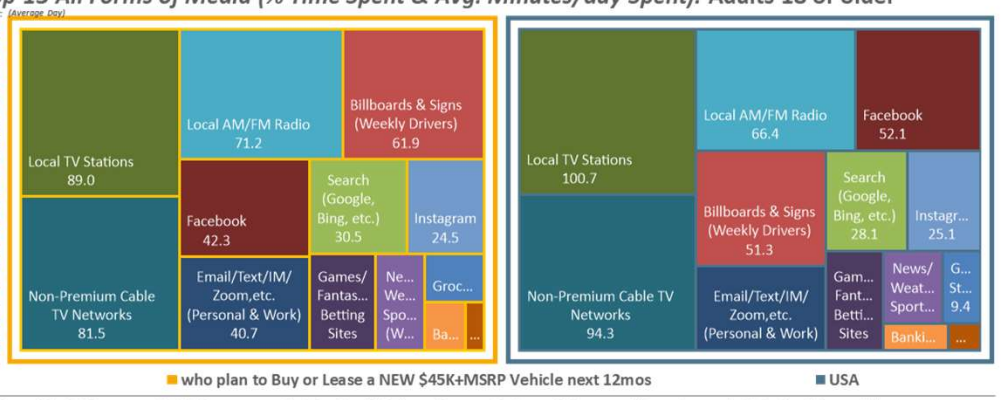


Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 7 hours and 51 minutes each day with All Forms of Ad-Supported Media. 78.9% listen to Local AM/FM Radio for an avg. of 58.4 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

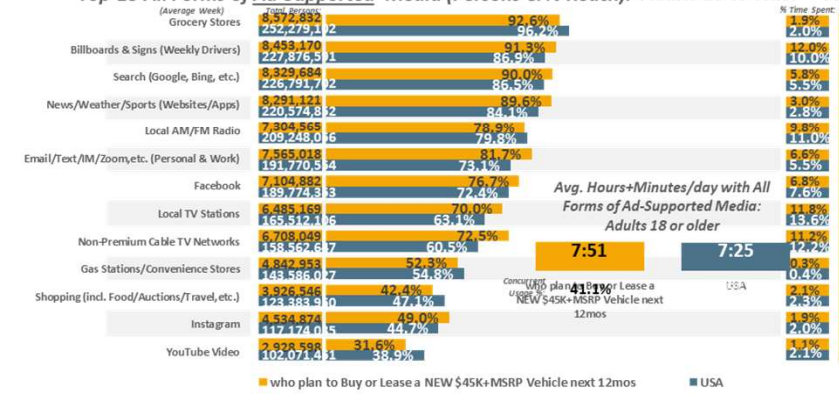
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



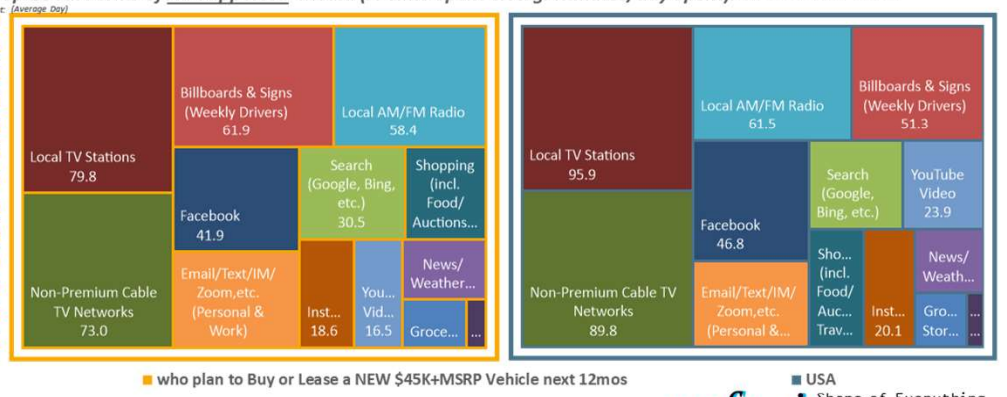
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

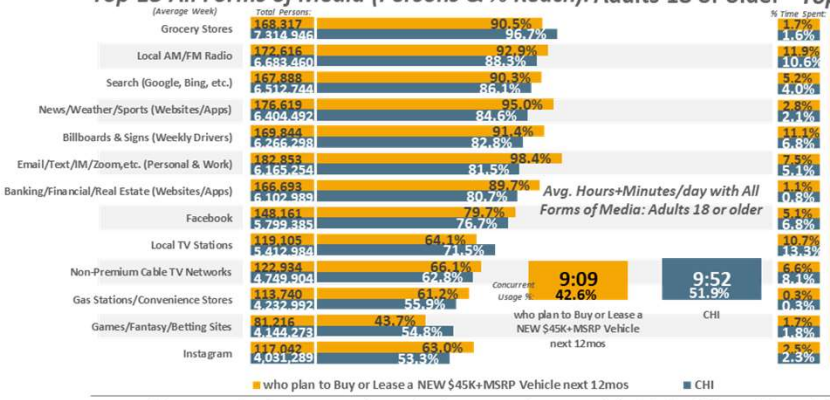
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

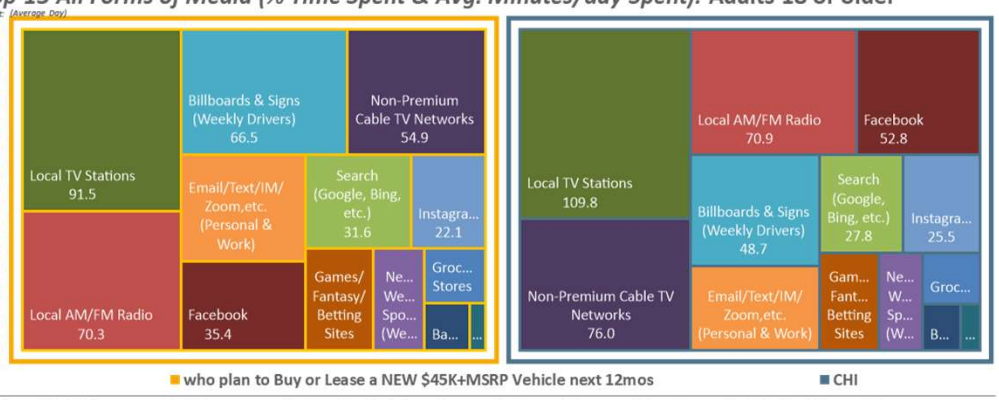


Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 6 hours and 44 minutes each day with All Forms of Ad-Supported Media. 88.% listen to Local AM/FM Radio for an avg. of 65.5 minutes/day. *(Local Radio delivers 14.3% of Time with Ad-Supported Media.)*

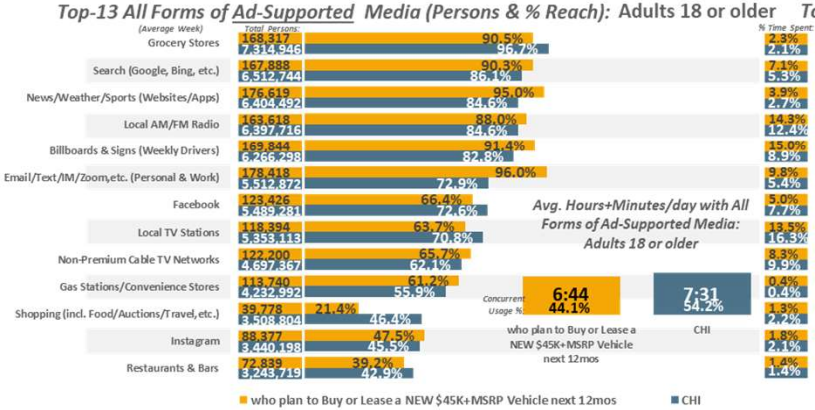
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



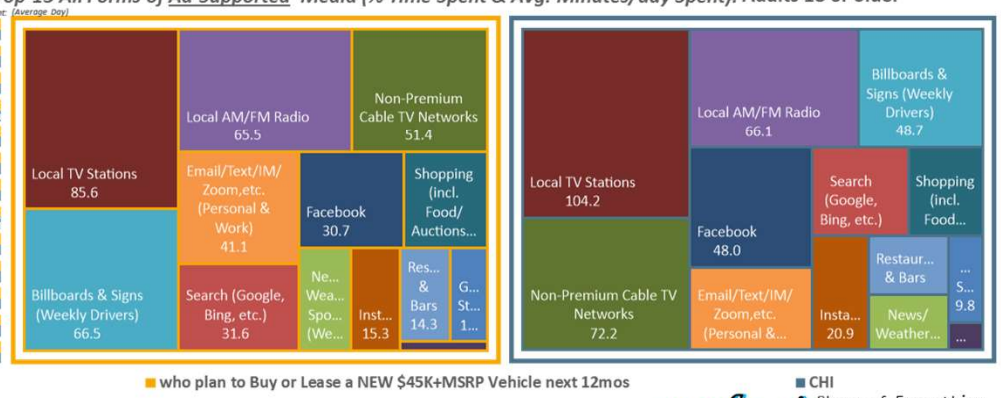
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 82

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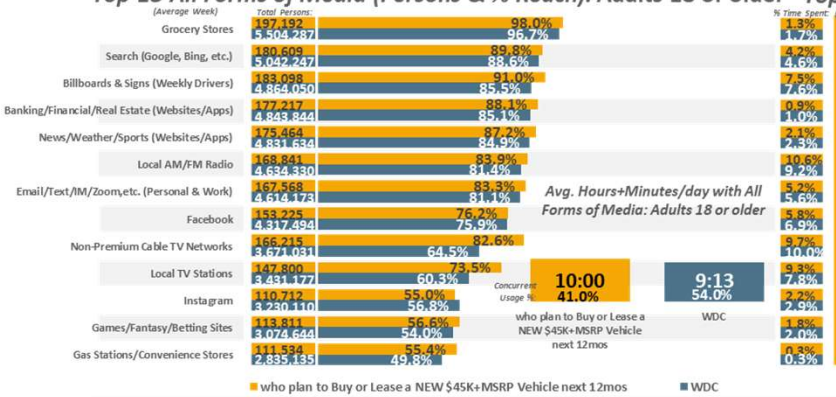
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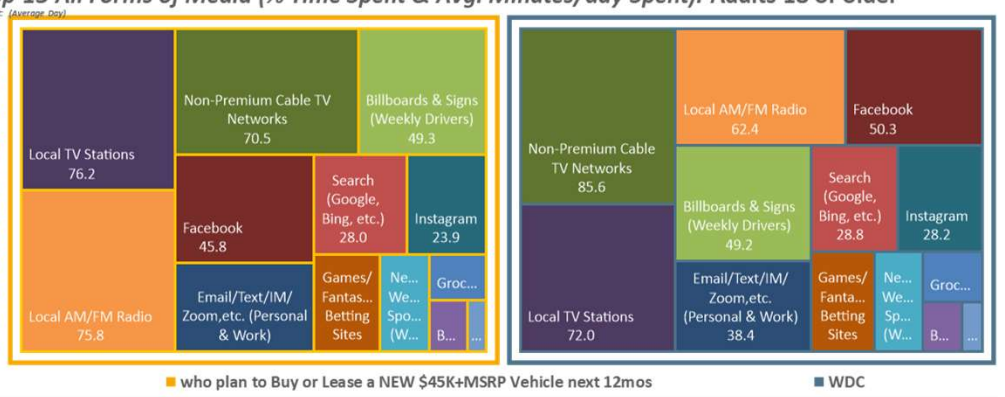


Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 7 hours and 48 minutes each day with All Forms of Ad-Supported Media. 78.2% listen to Local AM/FM Radio for an avg. of 64.6 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

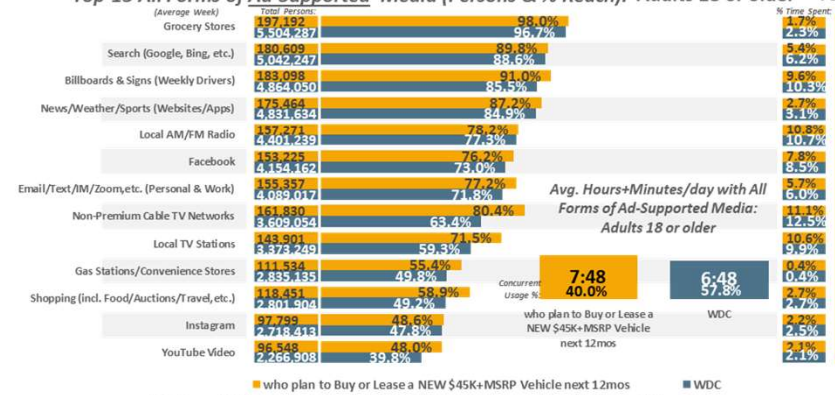
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



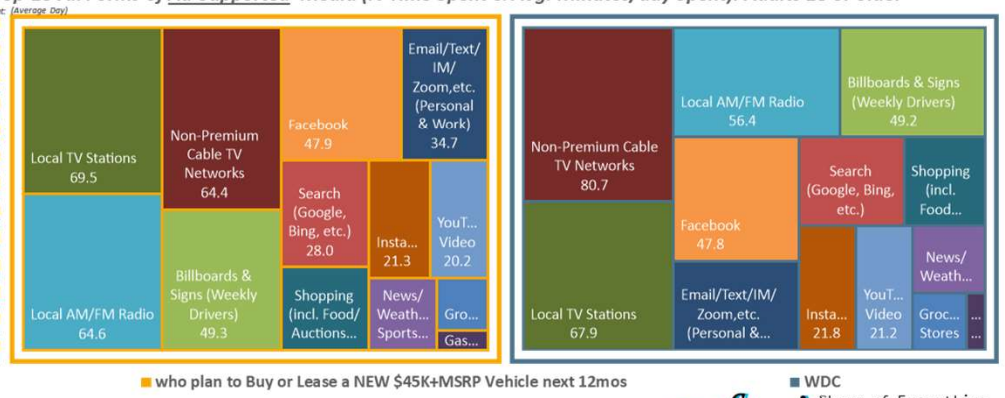
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 231

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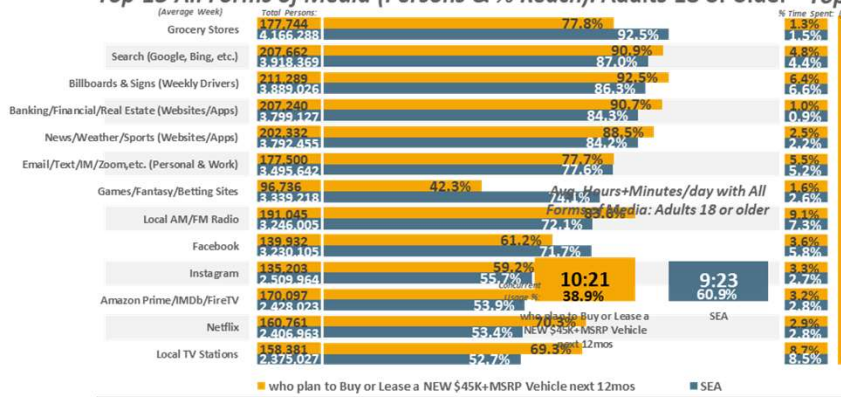
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

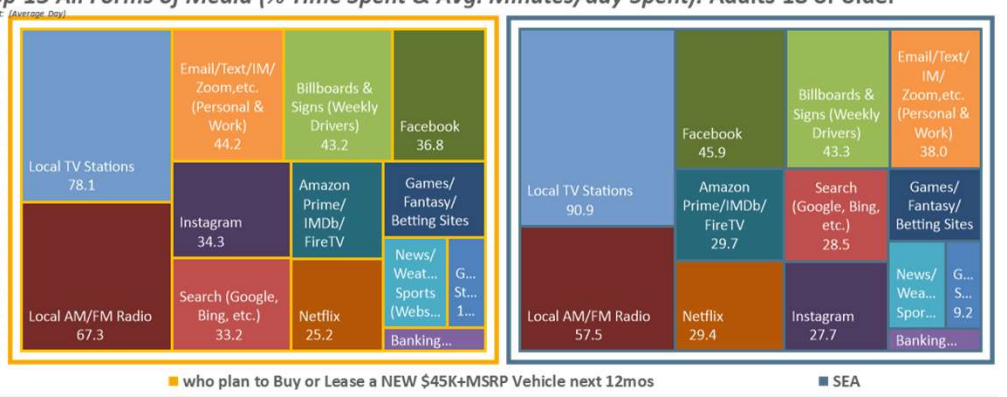


Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 7 hours and 40 minutes each day with All Forms of Ad-Supported Media. 79.1% listen to Local AM/FM Radio for an avg. of 51.7 minutes/day. *(Local Radio delivers 8.9% of Time with Ad-Supported Media.)*

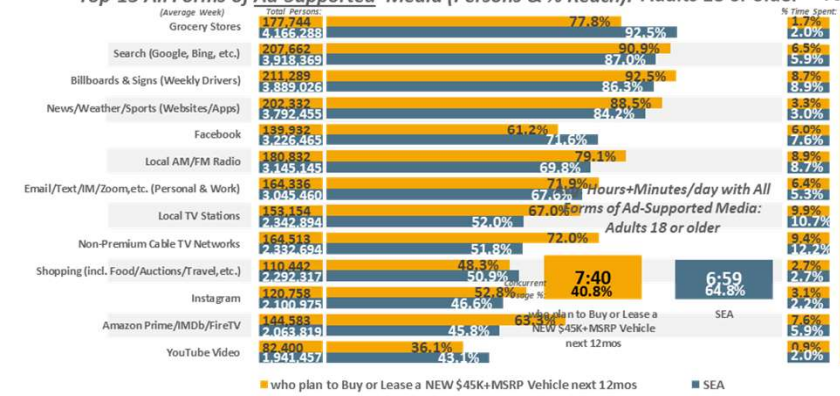
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



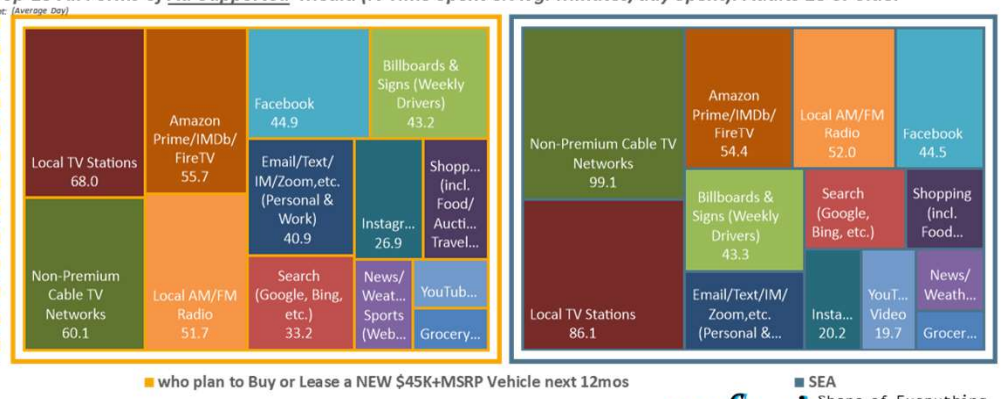
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 209

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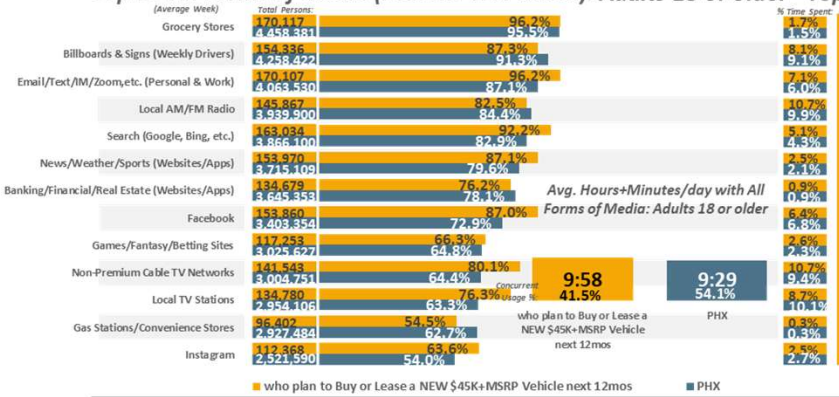
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

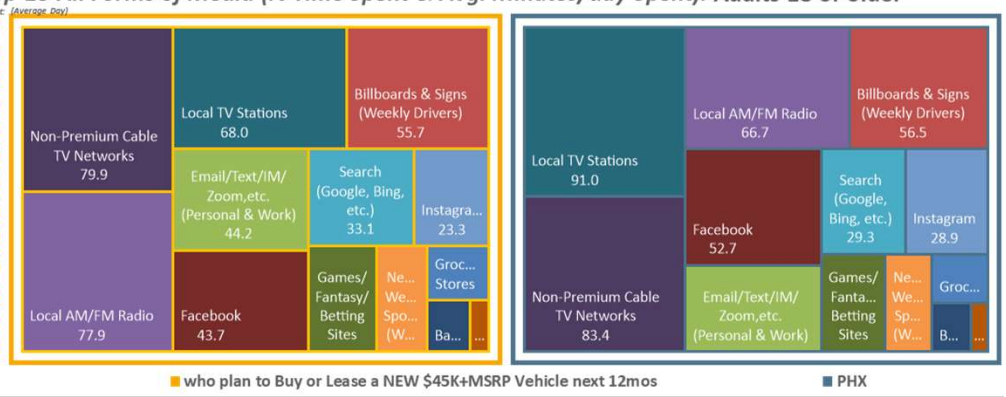


Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 7 hours and 37 minutes each day with All Forms of Ad-Supported Media. 76.2% listen to Local AM/FM Radio for an avg. of 62. minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

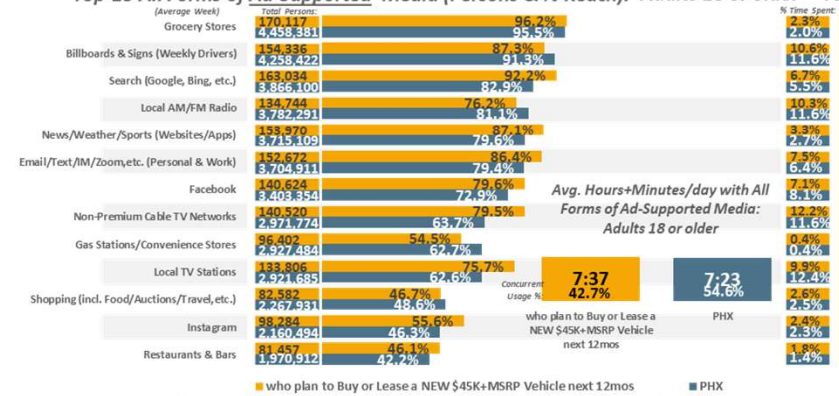
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



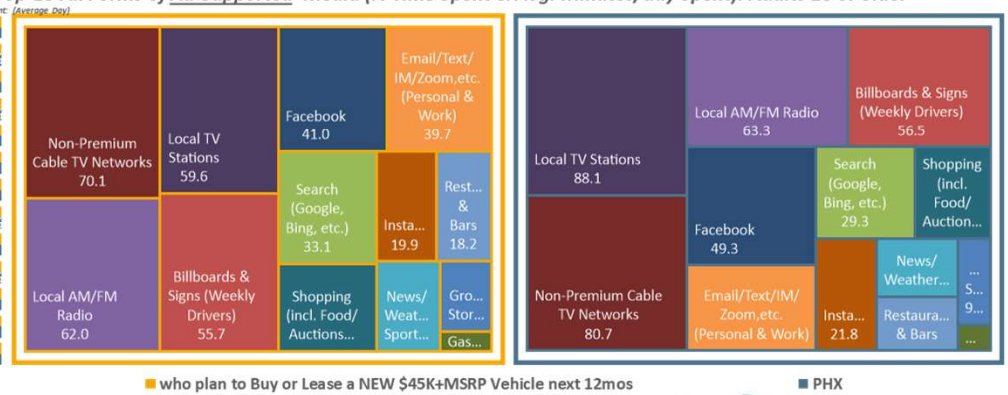
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

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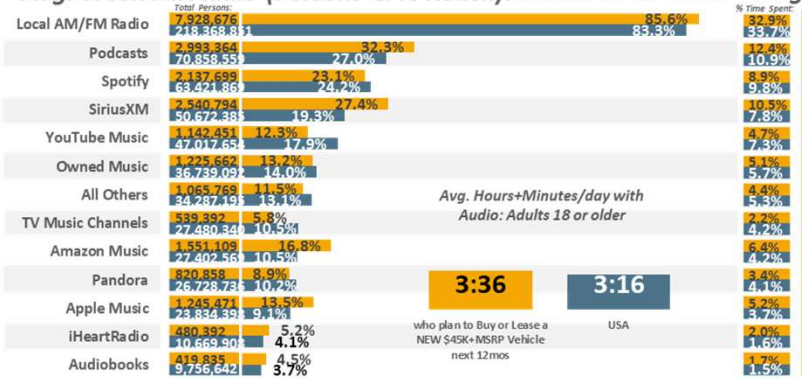
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

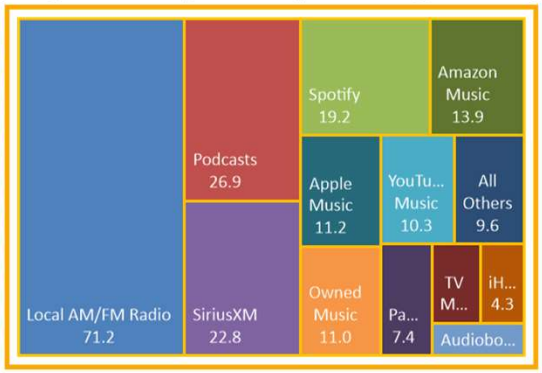


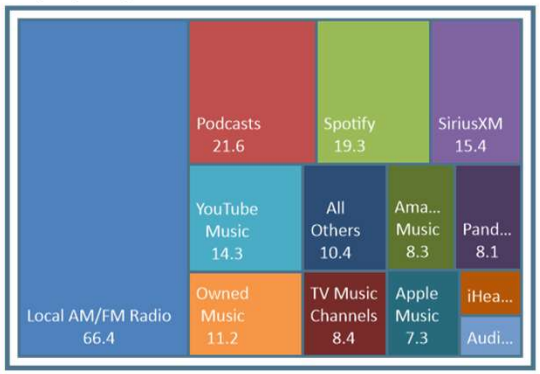
7,304,565 or 78.9% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.

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

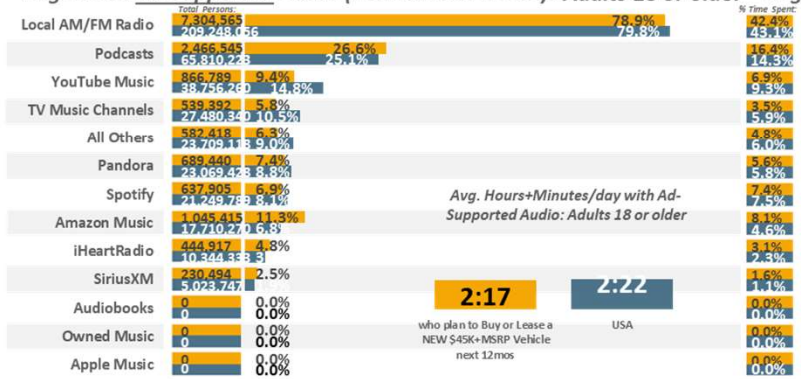


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

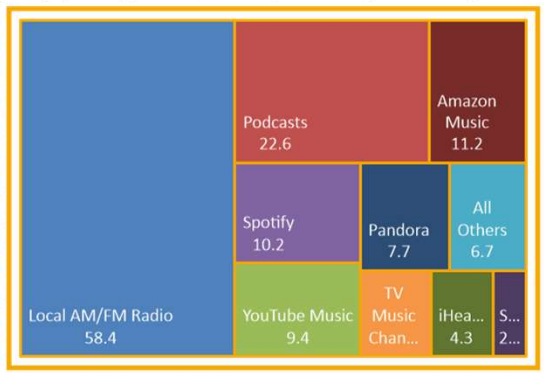


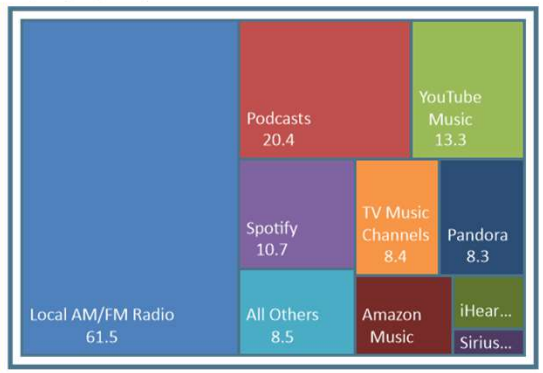


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24

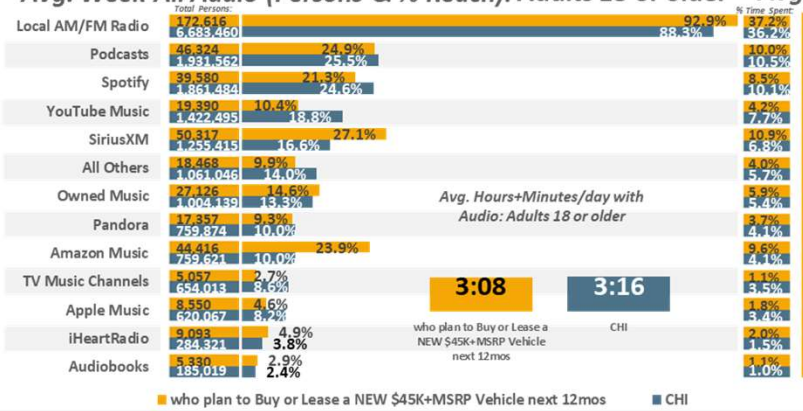
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

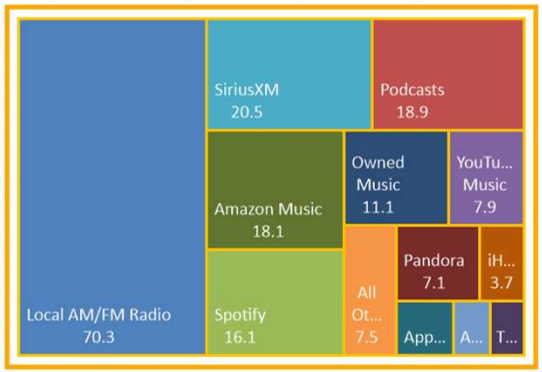


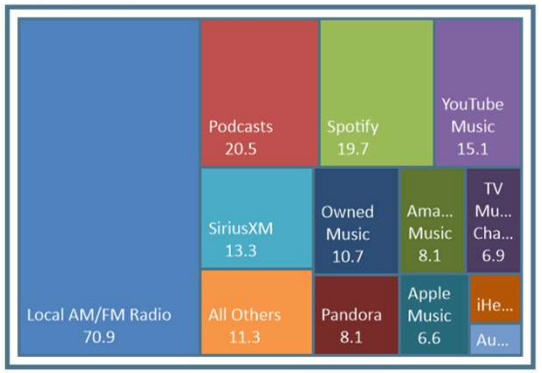
163,618 or 88.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 65.5 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.

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

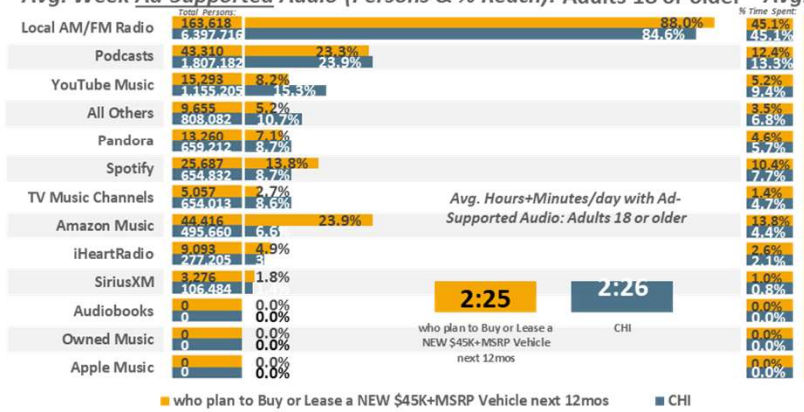


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

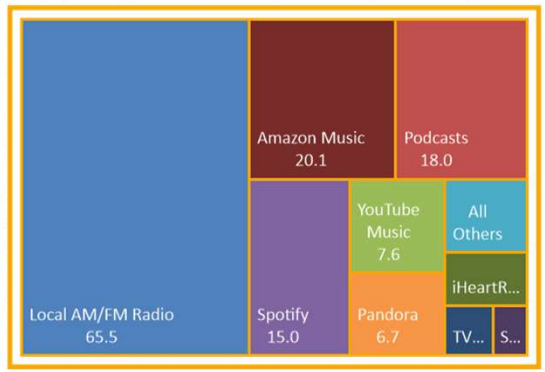


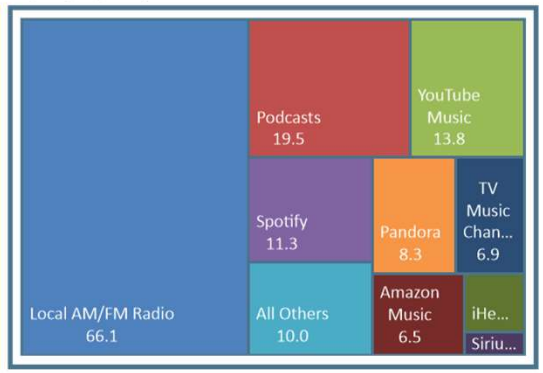


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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



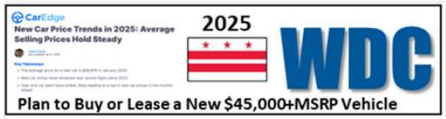


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 82

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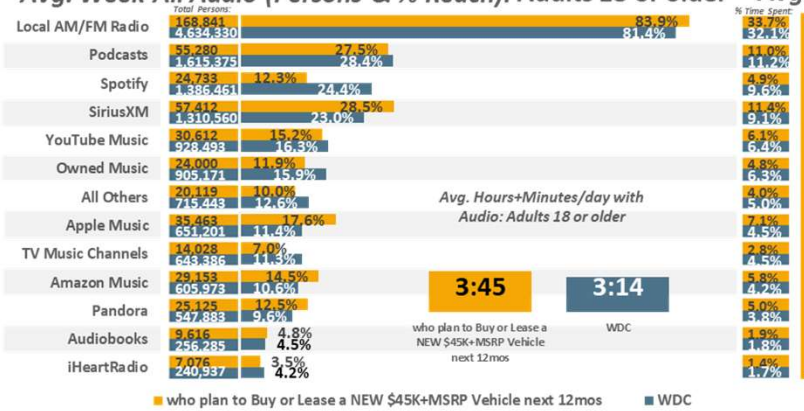
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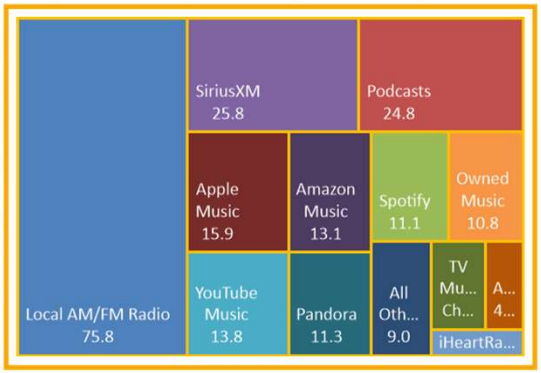


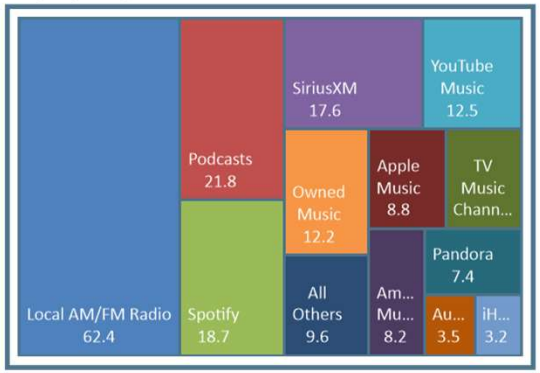
157,271 or 78.2% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.6 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.

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

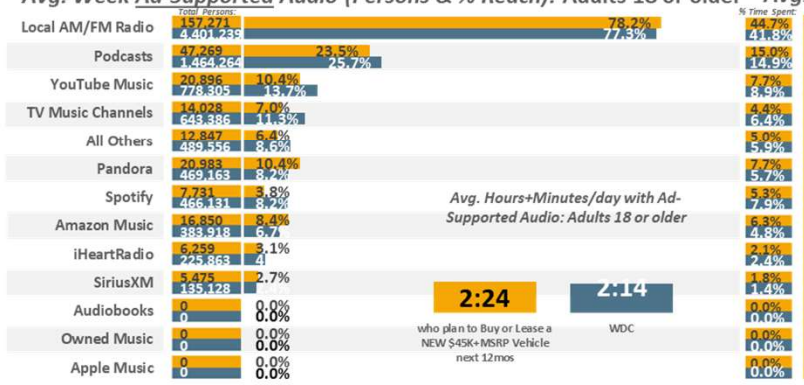


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

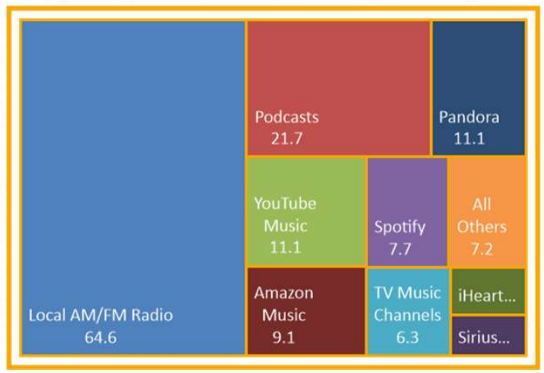


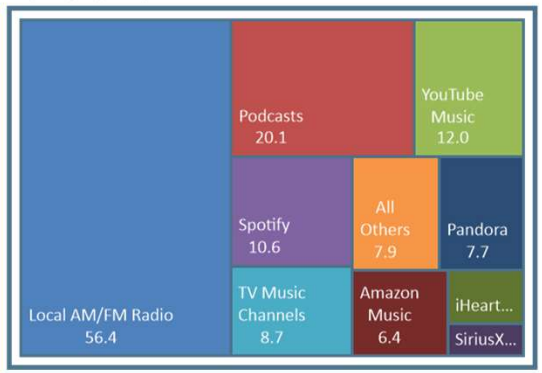


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 231

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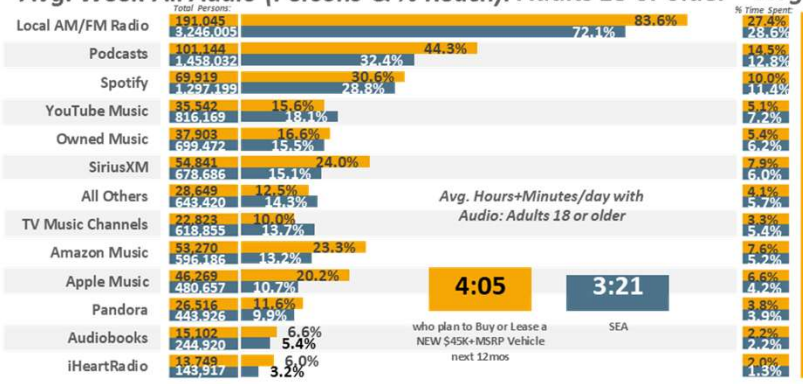
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

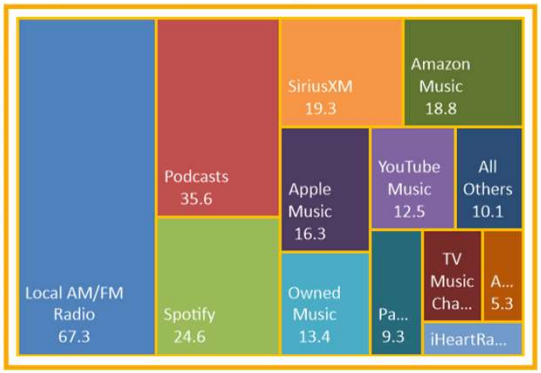


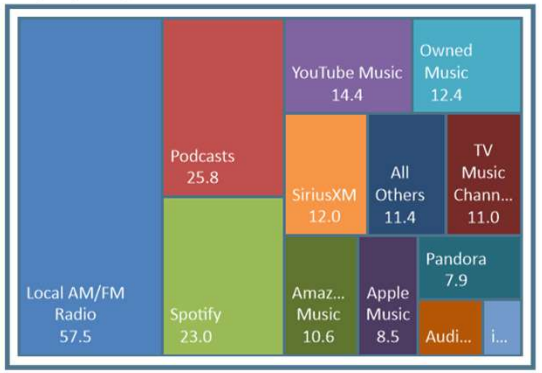
180,832 or 79.1% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 51.7 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.

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

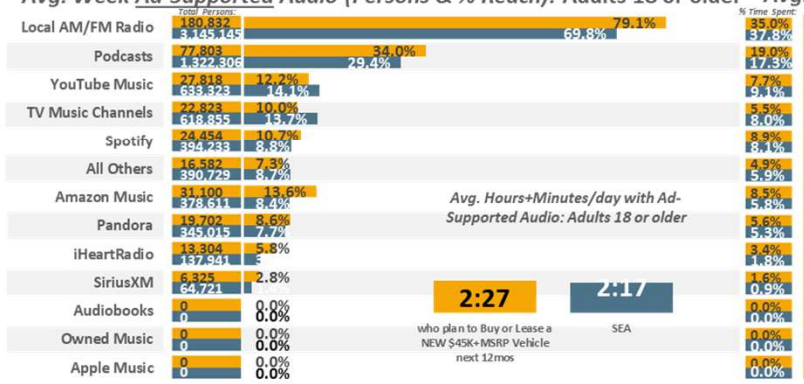


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

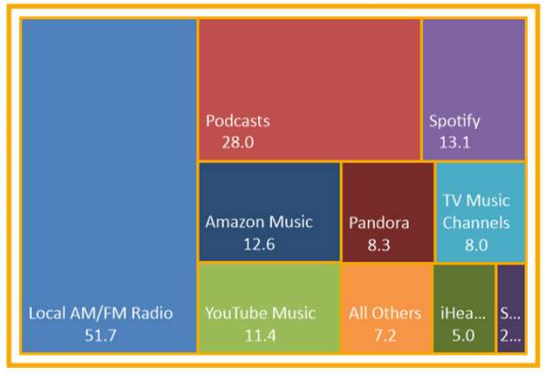


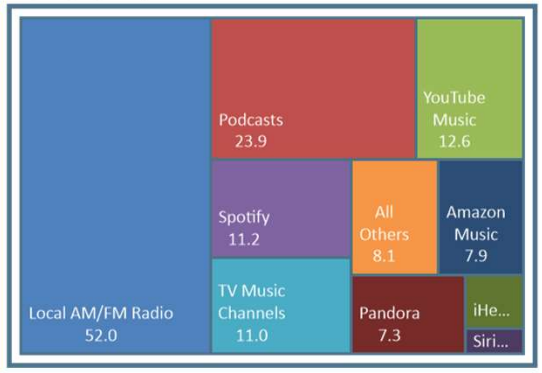


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 209

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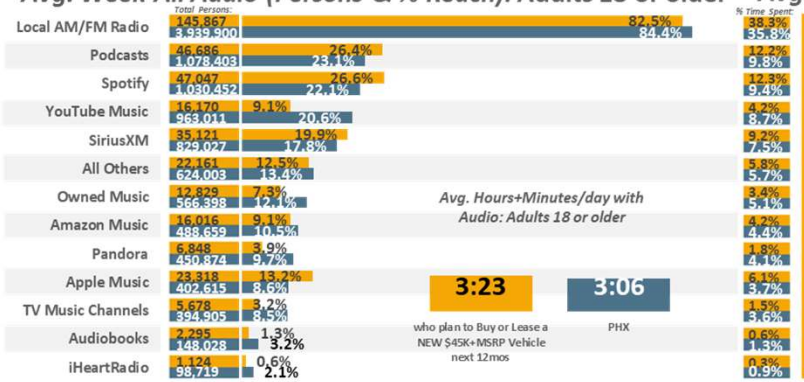
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

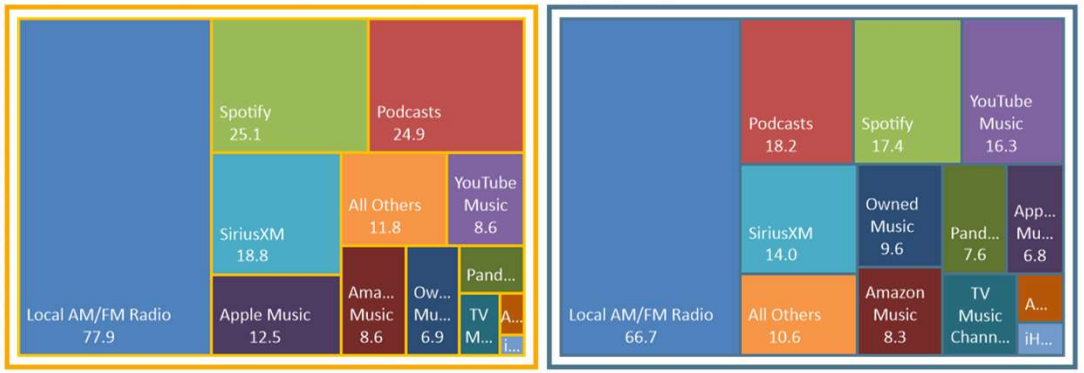


134,744 or 76.2% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 50.6% of all time spent daily with Ad-Supported Audio.

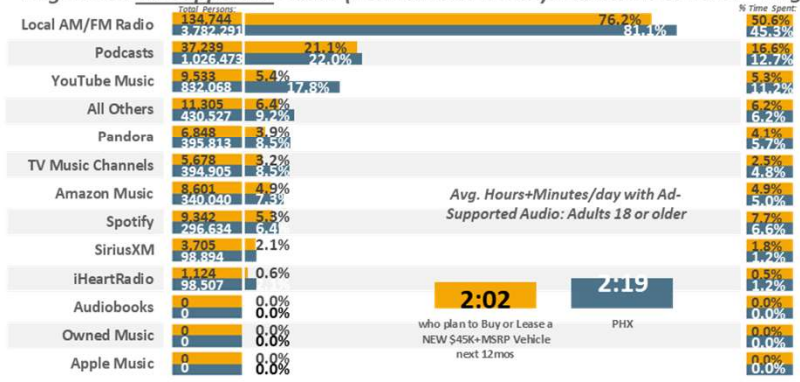
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



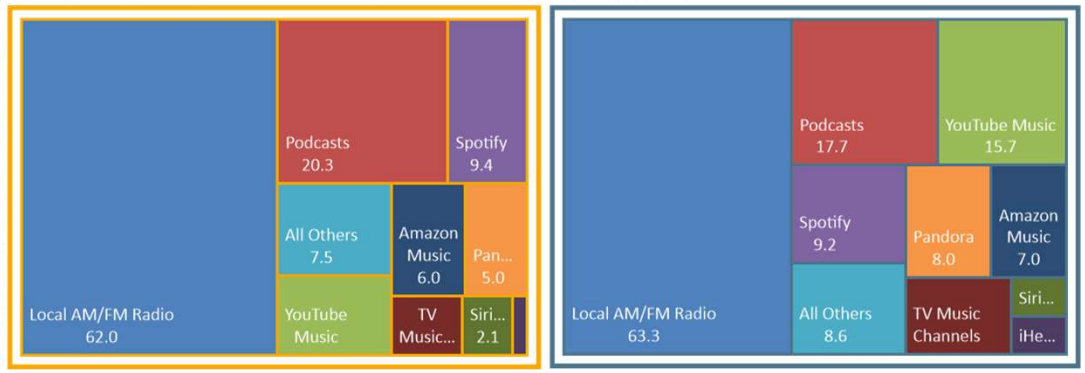
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

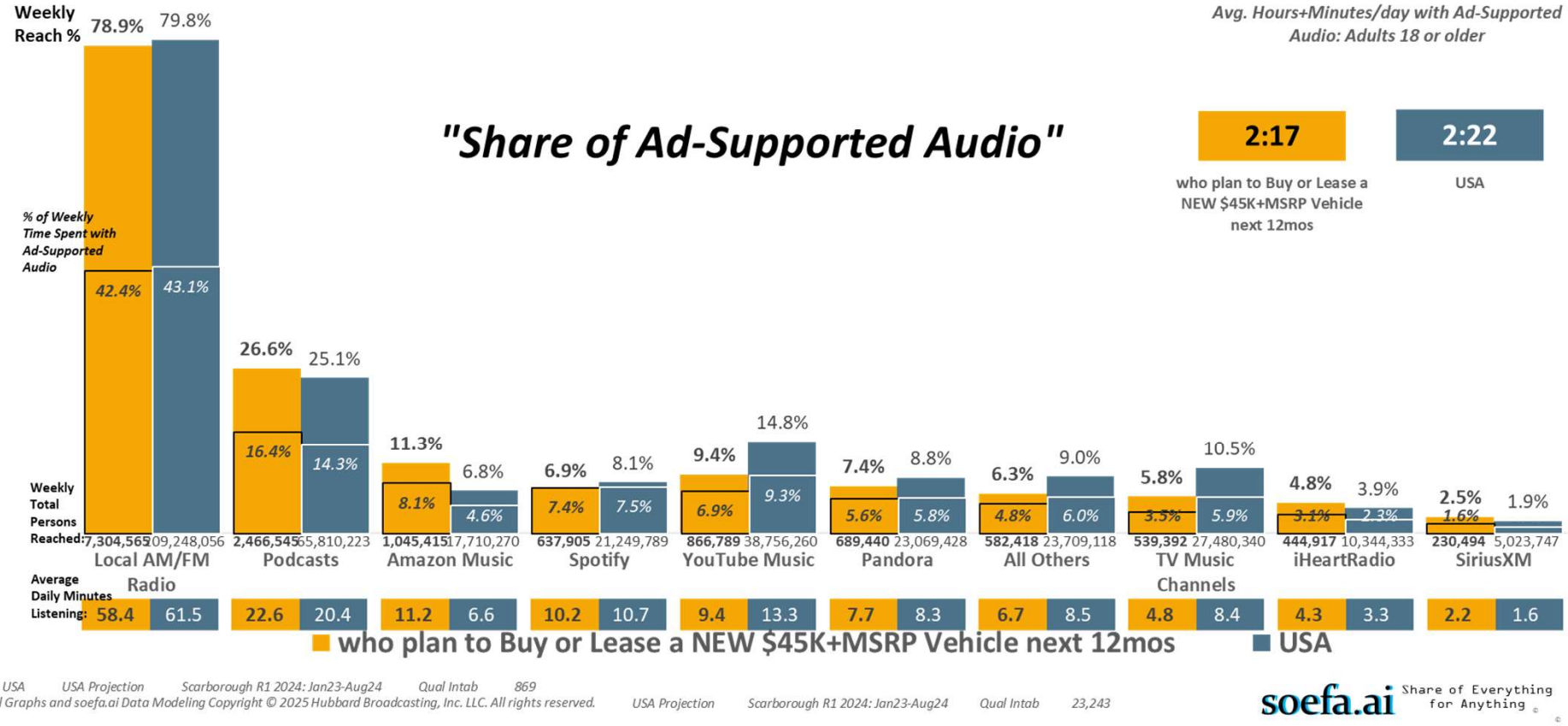
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



7,304,565 or 78.9% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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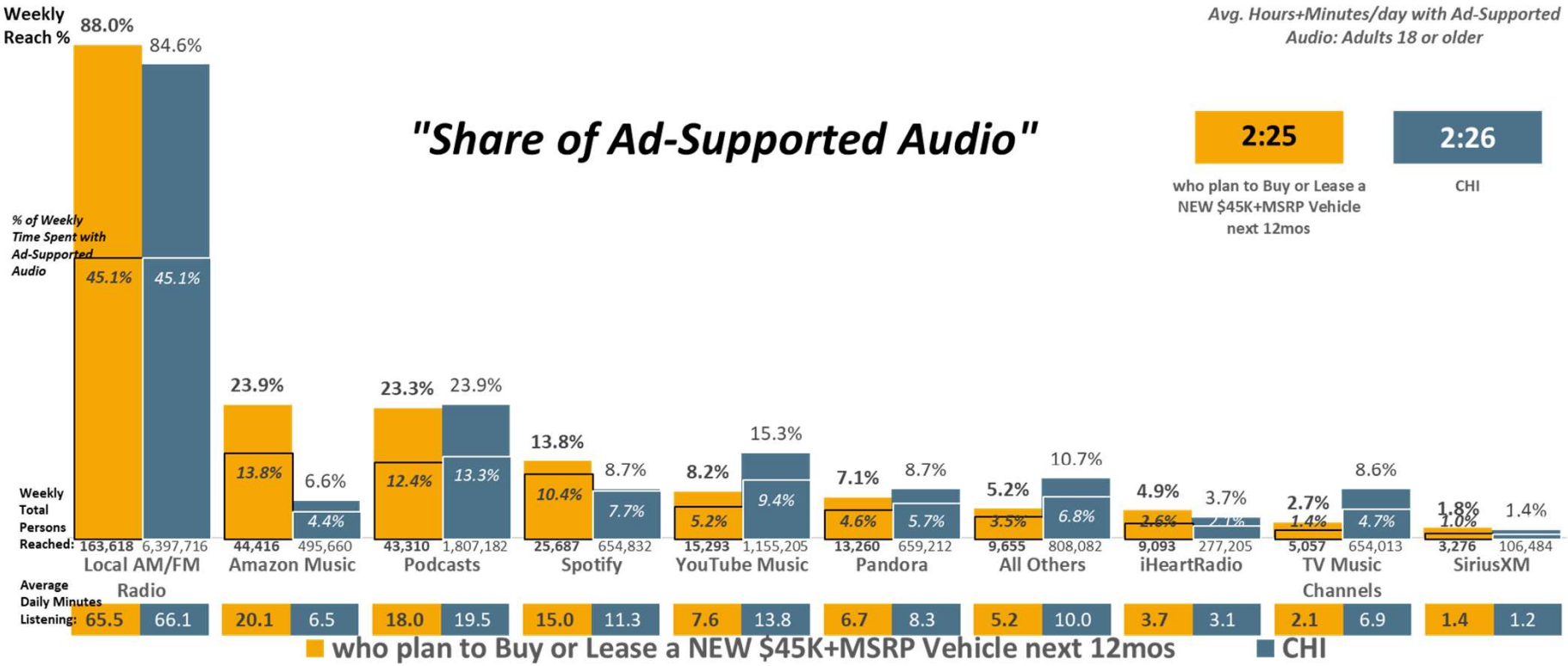
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



163,618 or 88.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 65.5 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.

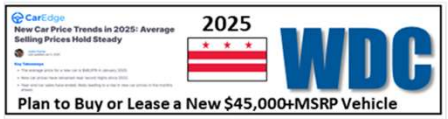


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 82 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

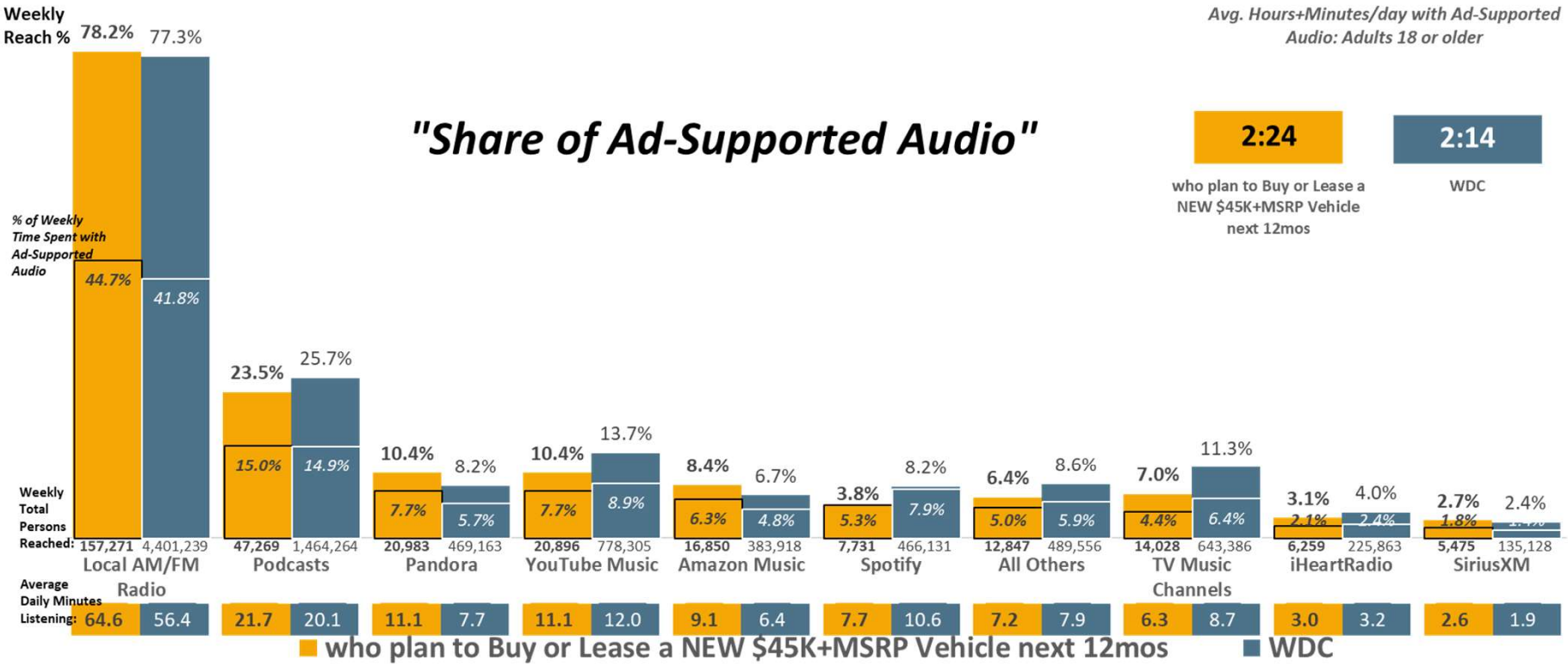
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



157,271 or 78.2% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.6 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 231 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

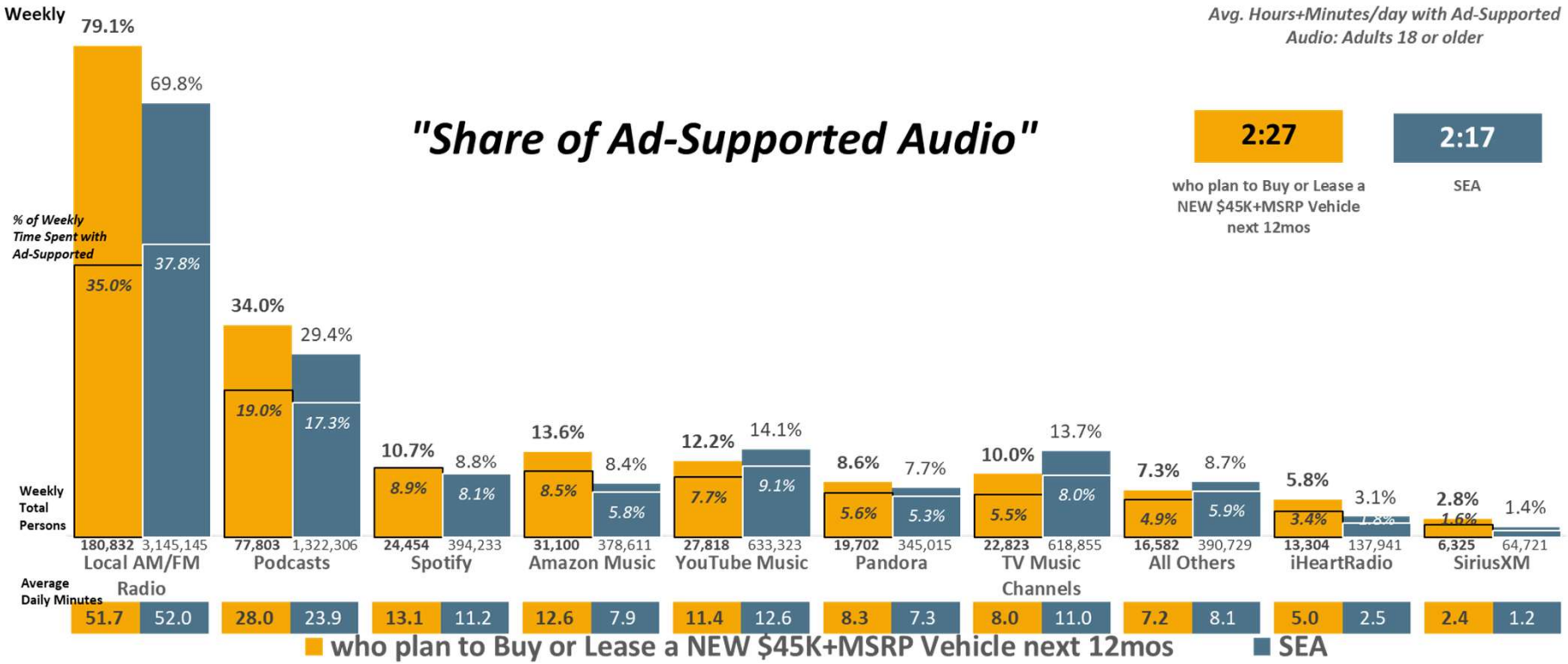
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



180,832 or 79.1% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 51.7 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 209 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

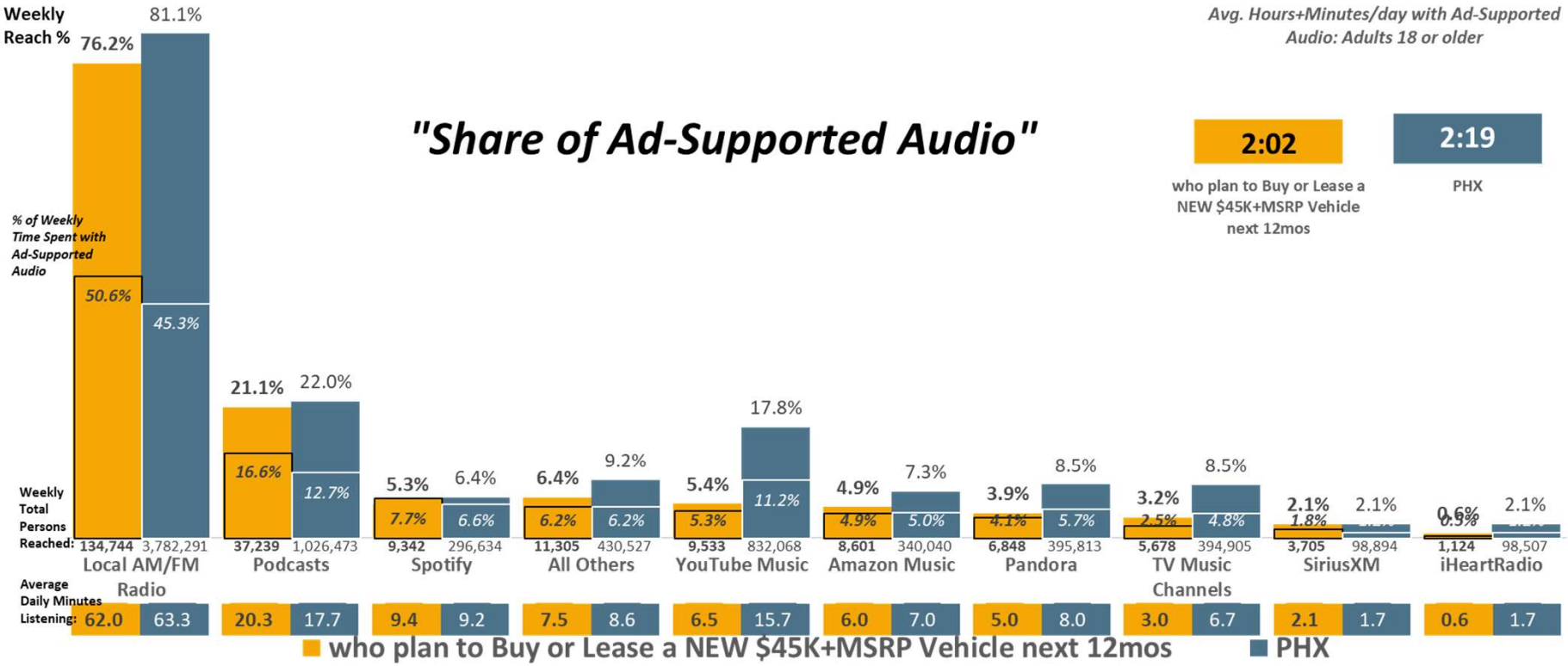
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



134,744 or 76.2% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 50.6% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

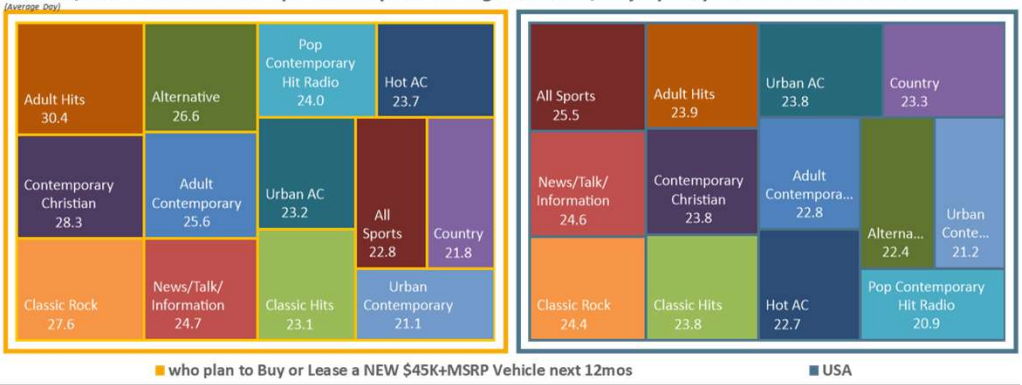


7,304,565 or 78.9% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock.

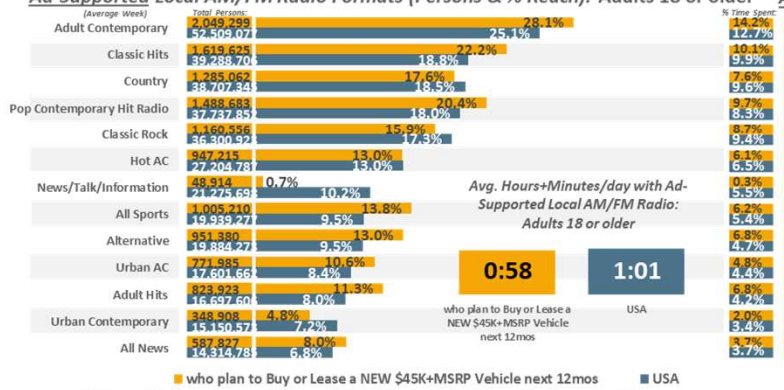
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



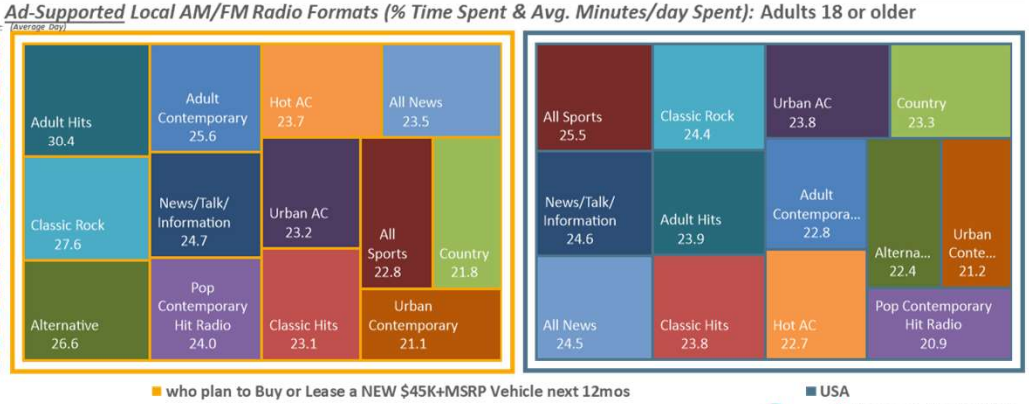
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

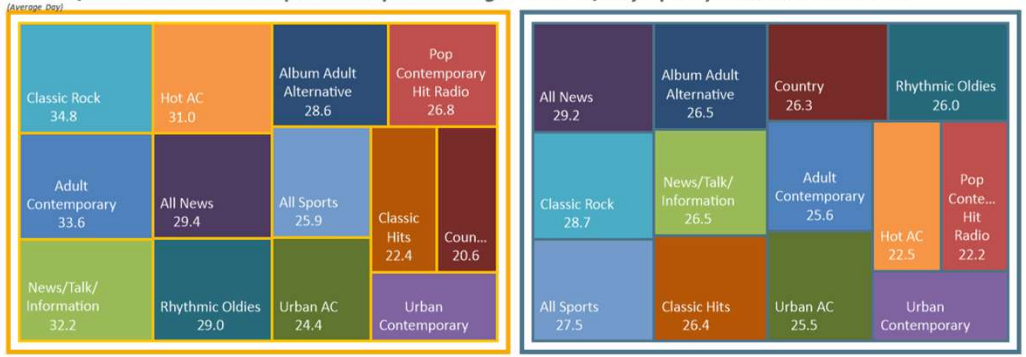


163,618 or 88.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Album Adult Alternative, Country, Classic Rock, and News/Talk/Information

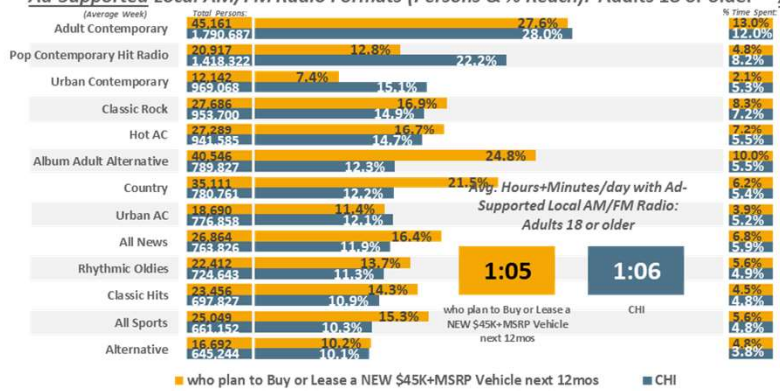
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



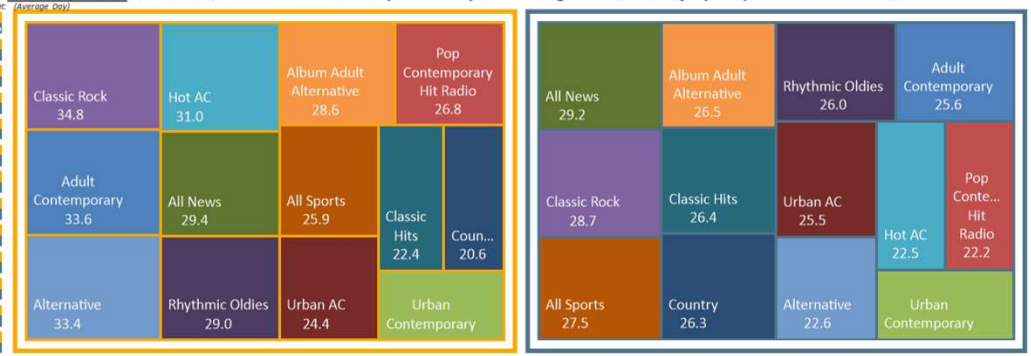
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

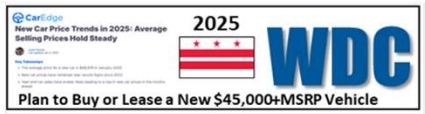


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 82

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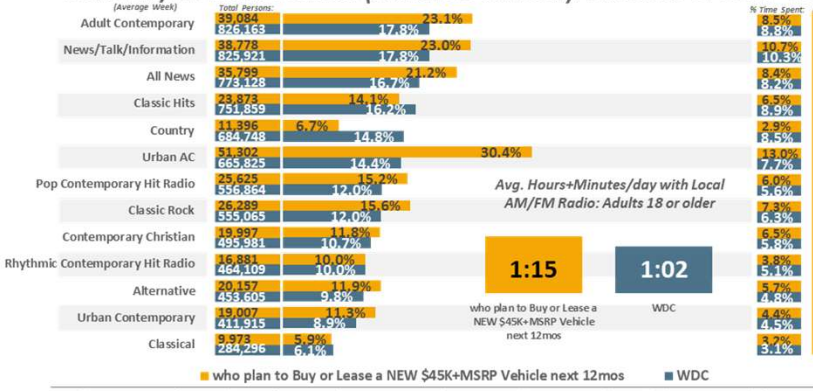
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

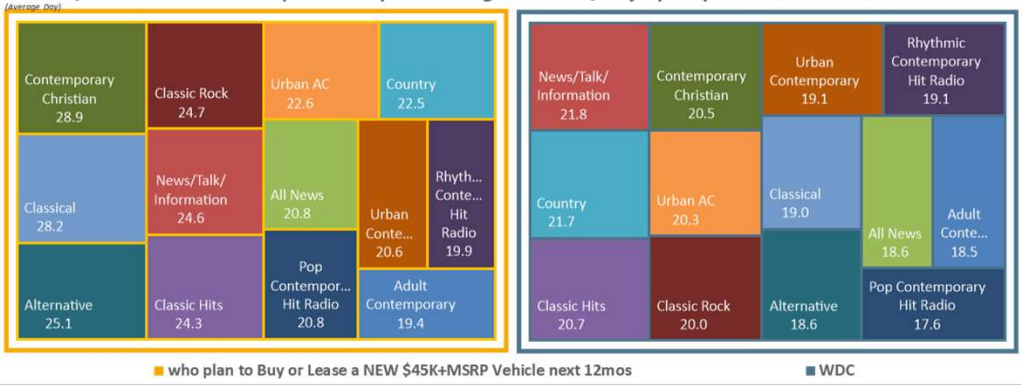


157,271 or 78.2% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Adult Contemporary, All News, Classic Rock, and Pop Contemporary Hit Radio.

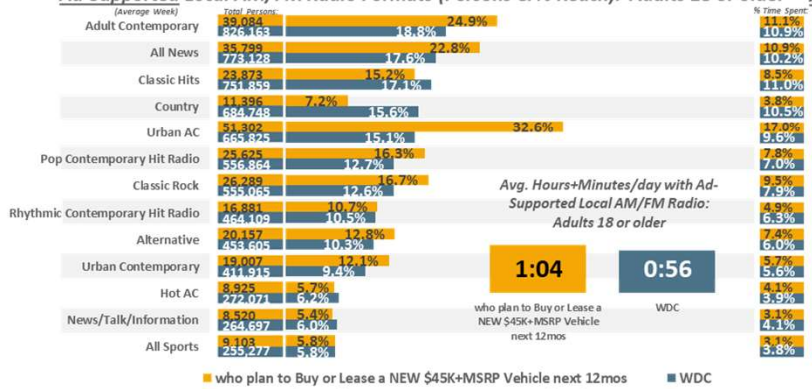
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



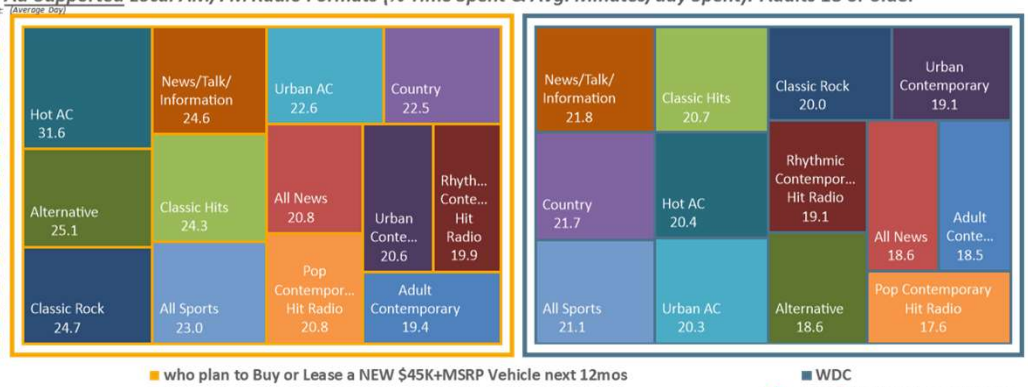
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 231

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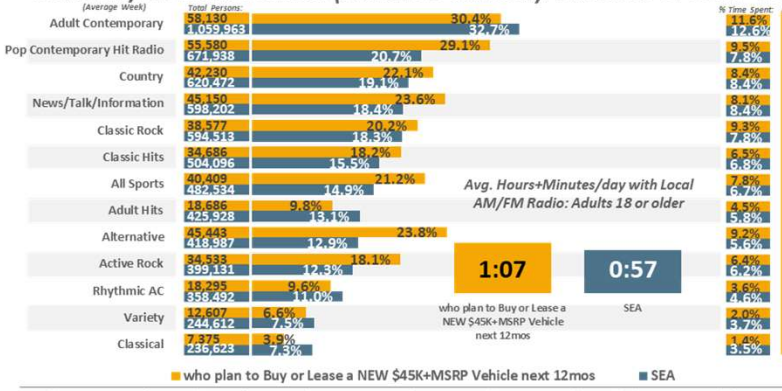
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

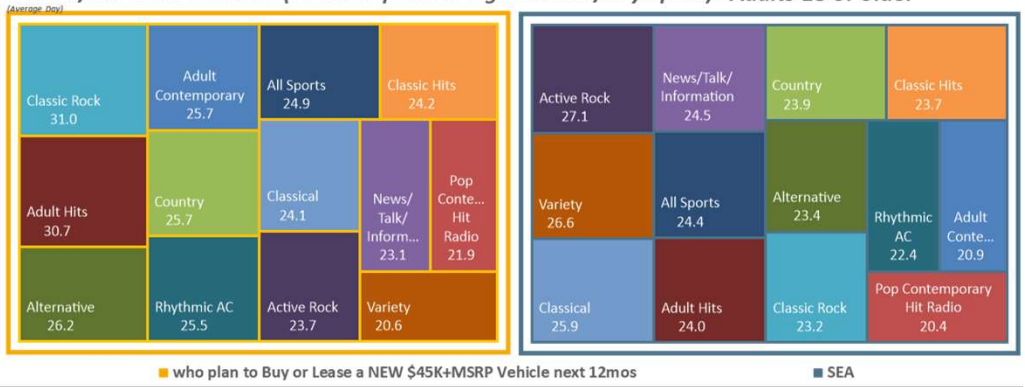


180,832 or 79.1% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Alternative, Country, and All Sports.

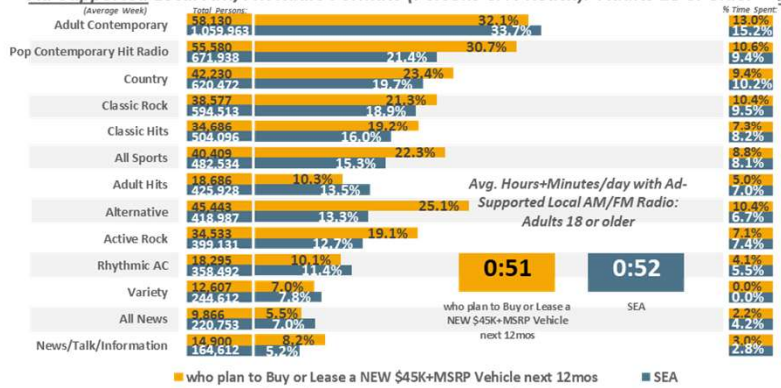
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



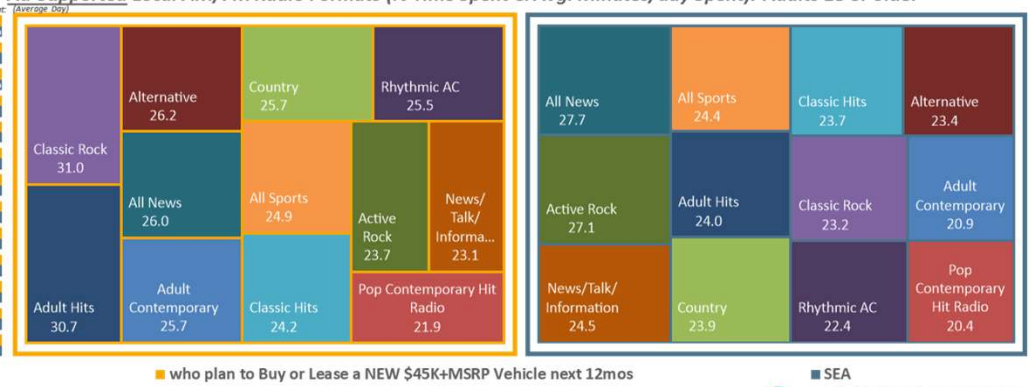
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 209

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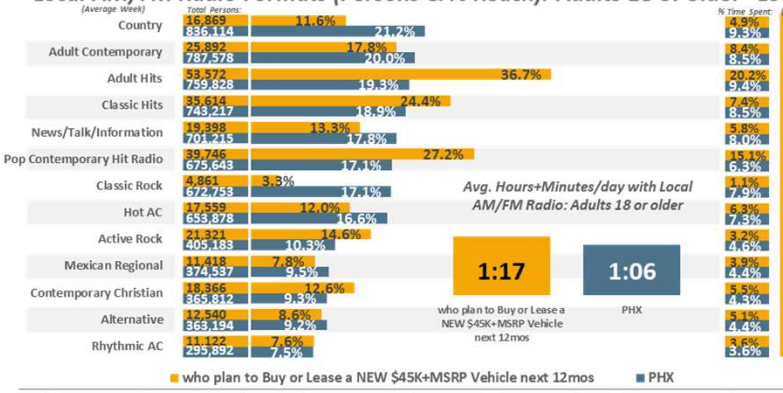
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

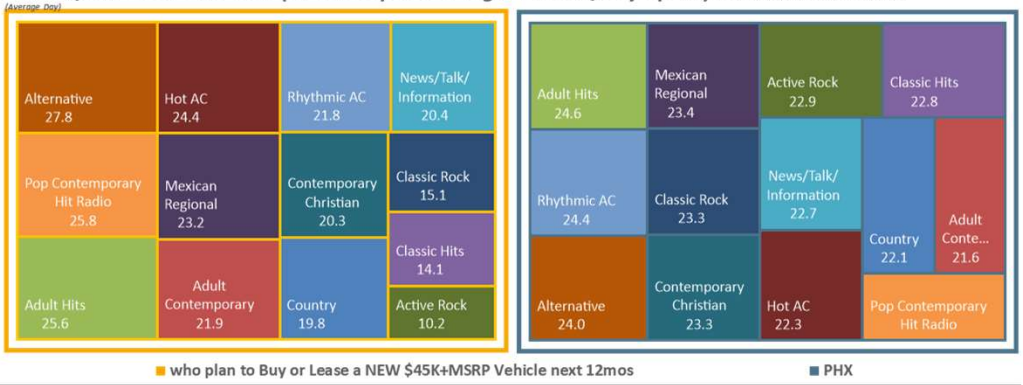


134,744 or 76.2% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Pop Contemporary Hit Radio, Classic Hits, Adult Contemporary, and Active Rock.

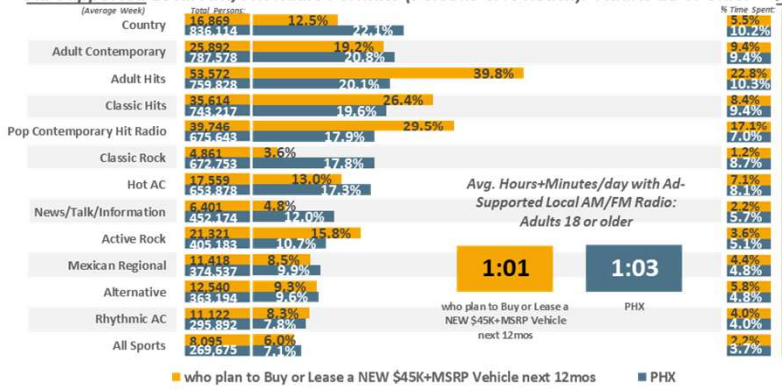
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



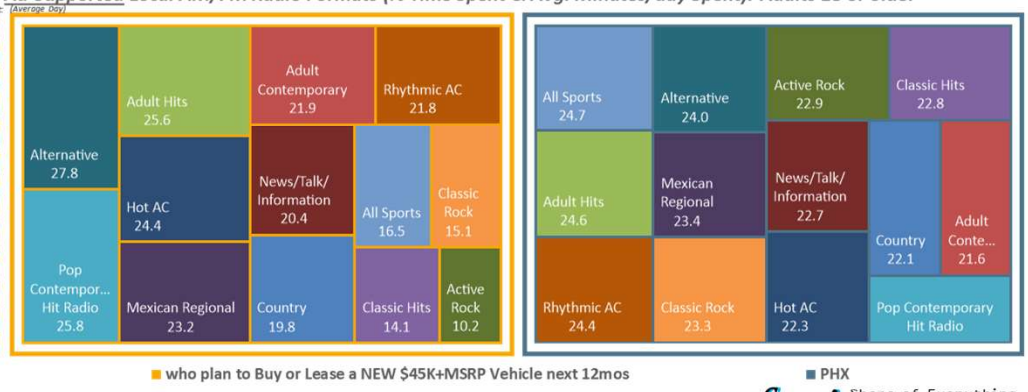
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

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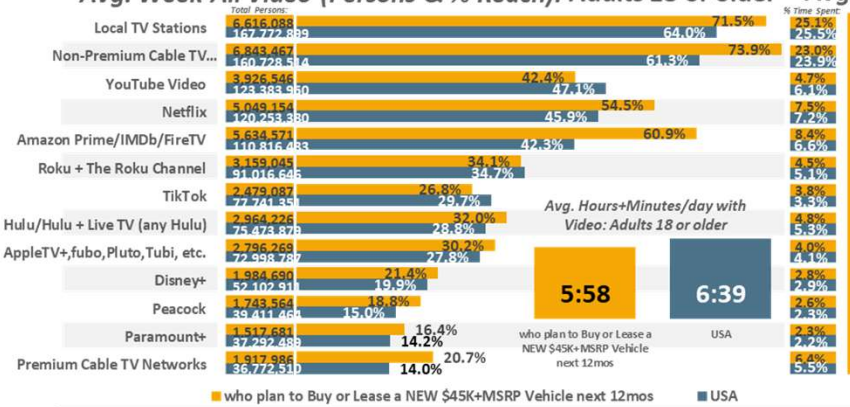
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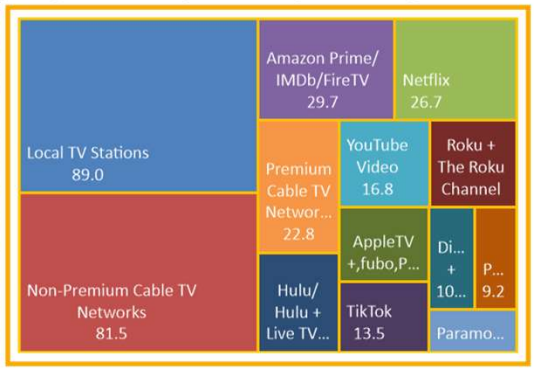
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



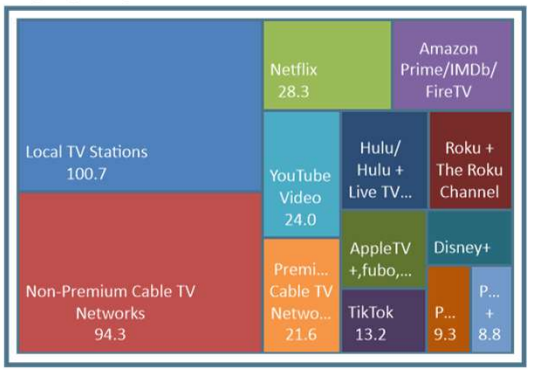
6,485,169 or 70.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 79.8 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.

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



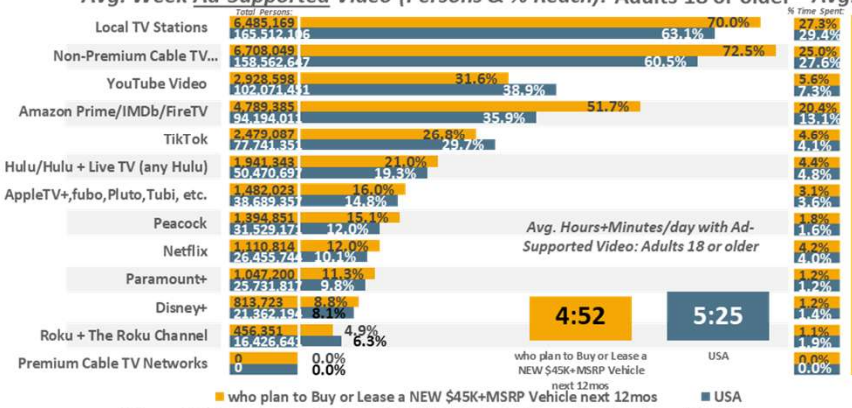


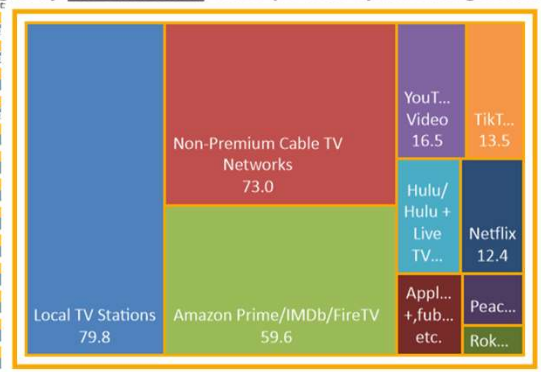
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



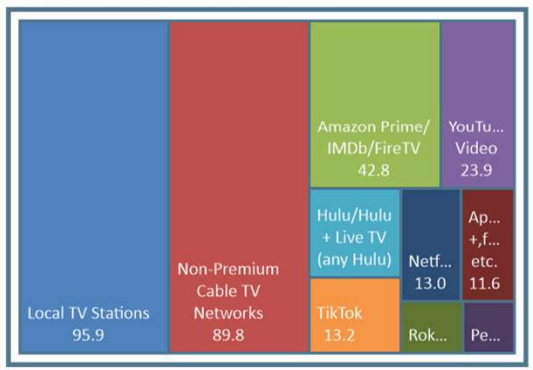
who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos ■ USA

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





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



who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

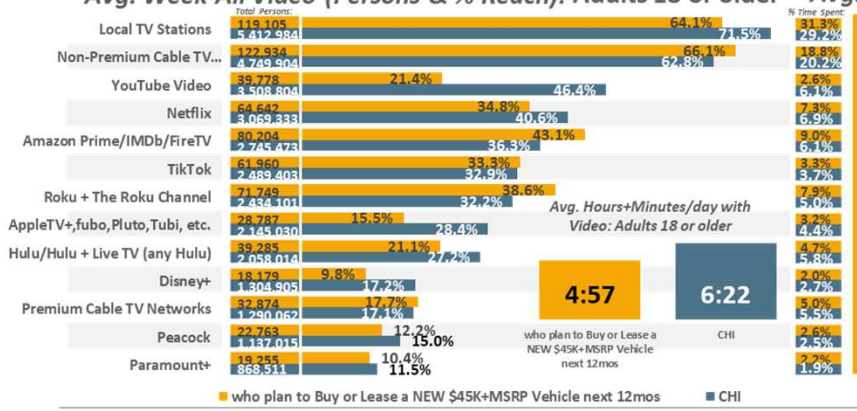
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

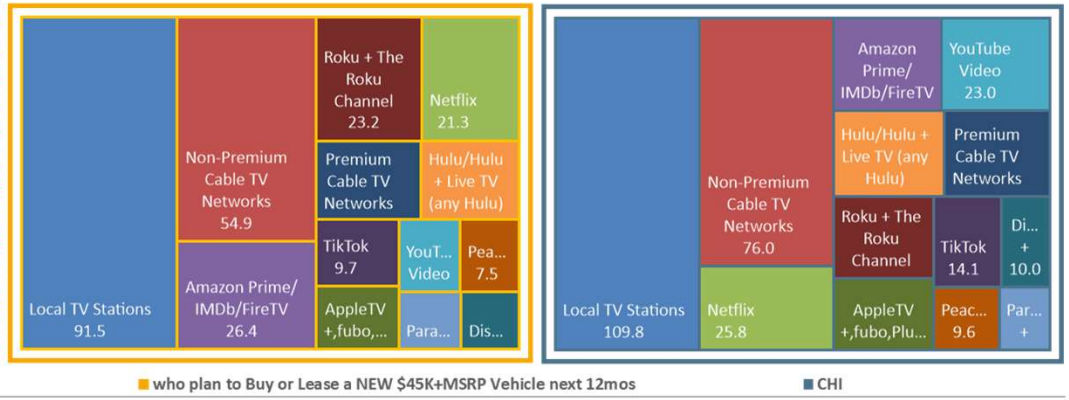


118,394 or 63.7% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 85.6 minutes every day representing 36.9% of all time spent daily with Ad-Supported Video.

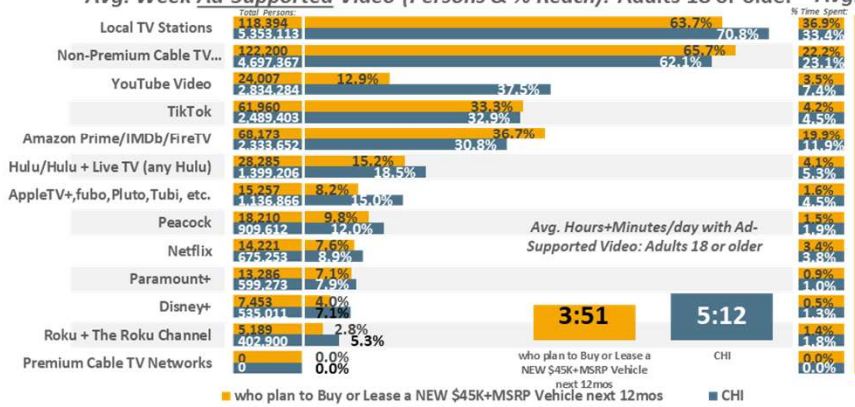
Avg. Week All Video (Persons & % Reach): Adults 18 or older



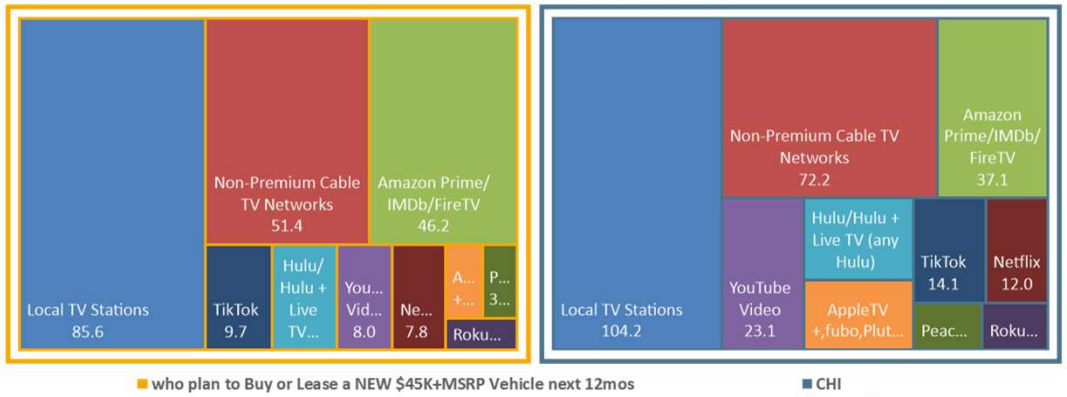
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

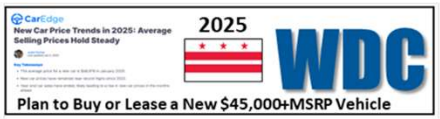


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 82

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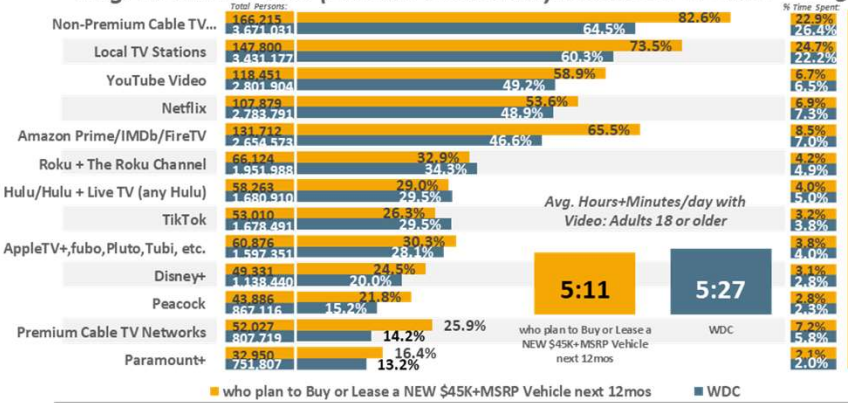
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

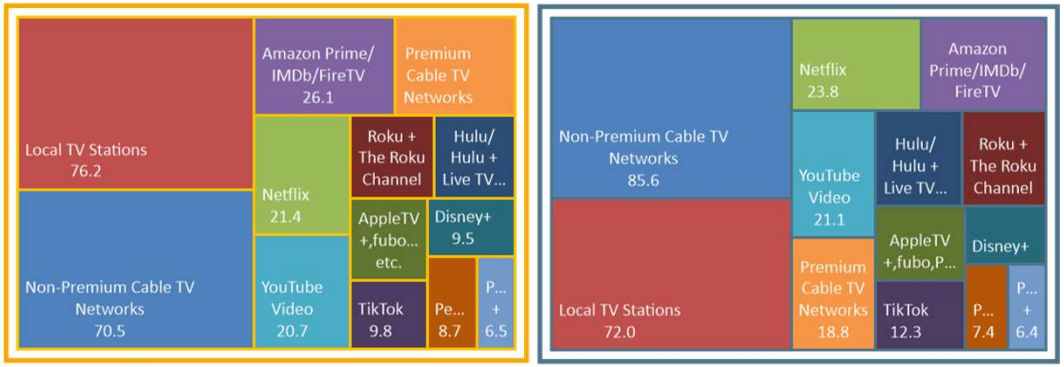


143,901 or 71.5% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 69.5 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.

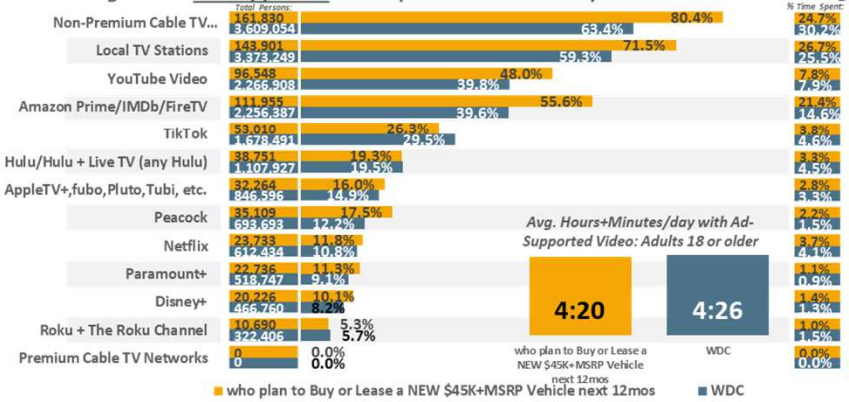
Avg. Week All Video (Persons & % Reach): Adults 18 or older



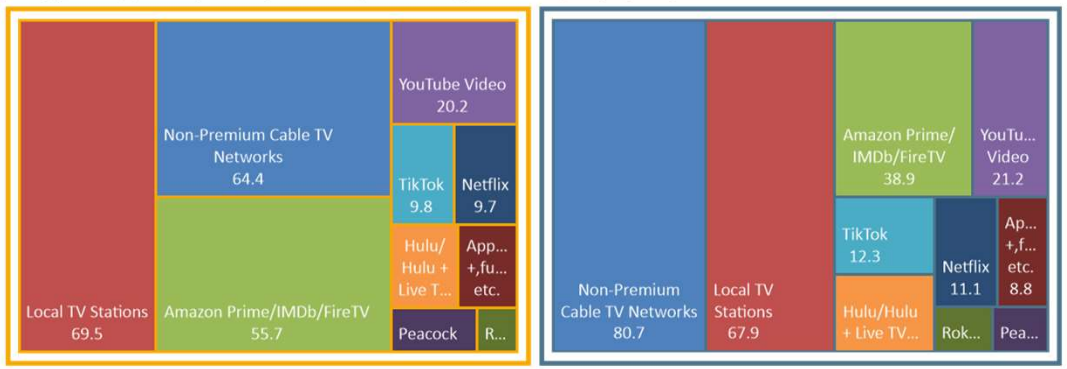
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 231

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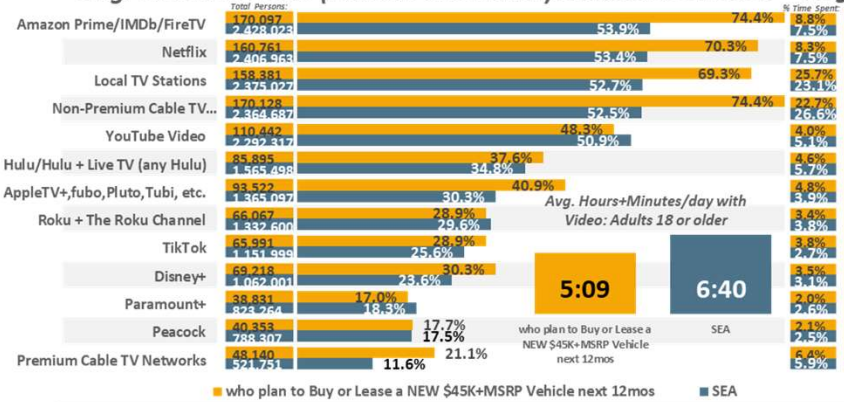
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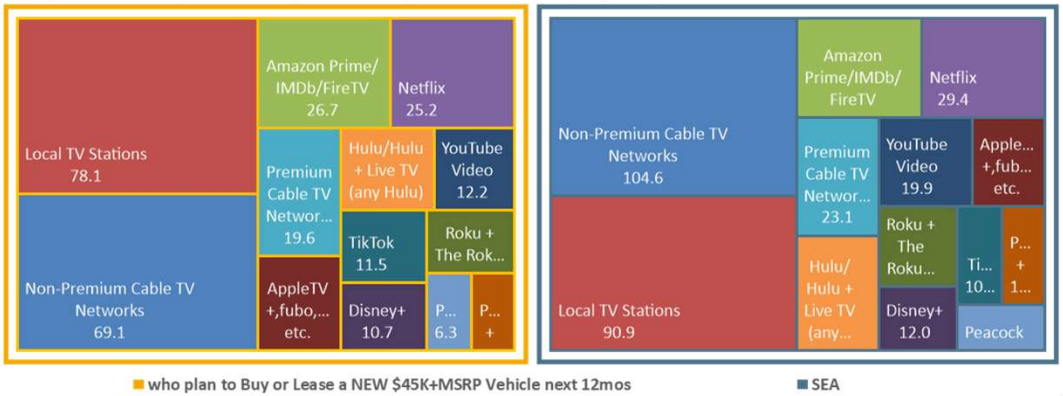


153,154 or 67.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 68. minutes every day representing 27.% of all time spent daily with Ad-Supported Video.

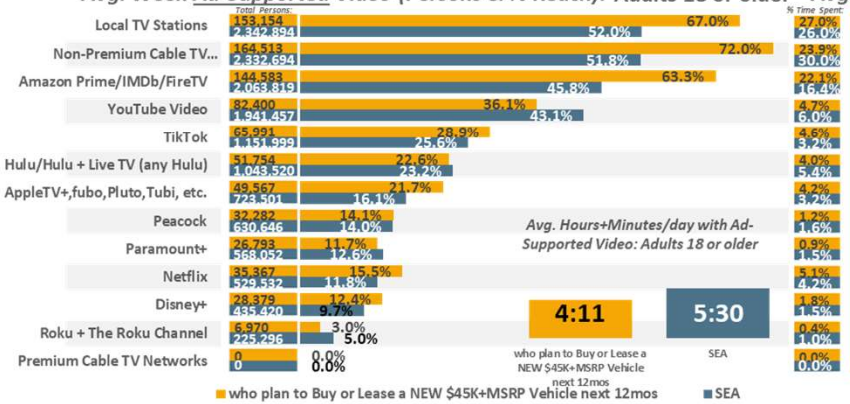
Avg. Week All Video (Persons & % Reach): Adults 18 or older



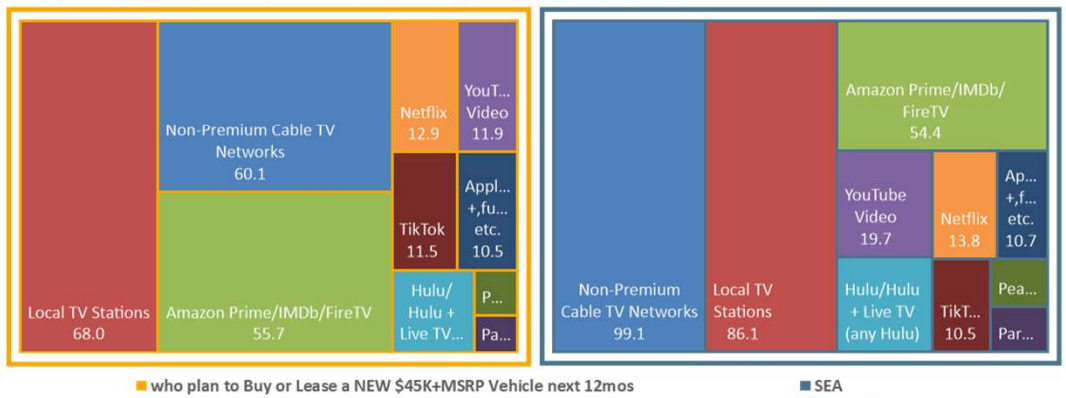
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 209

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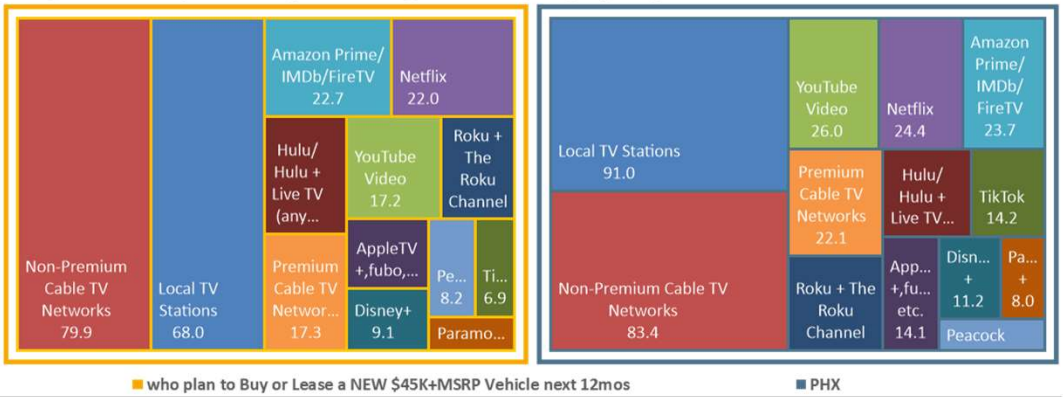


133,806 or 75.7% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 59.6 minutes every day representing 24.% of all time spent daily with Ad-Supported Video.

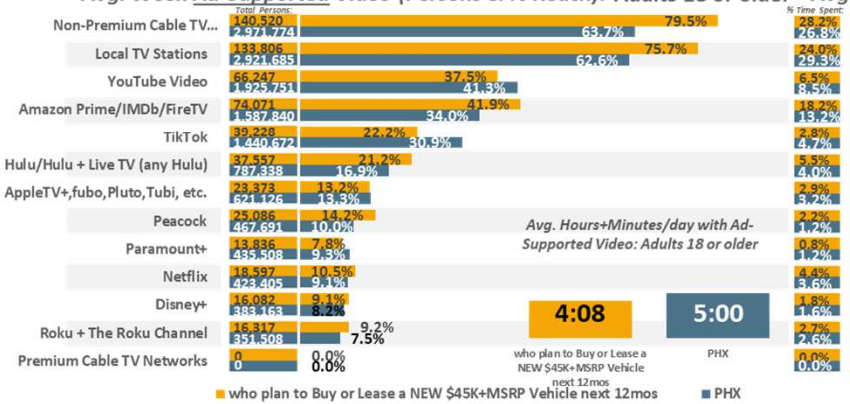
Avg. Week All Video (Persons & % Reach): Adults 18 or older



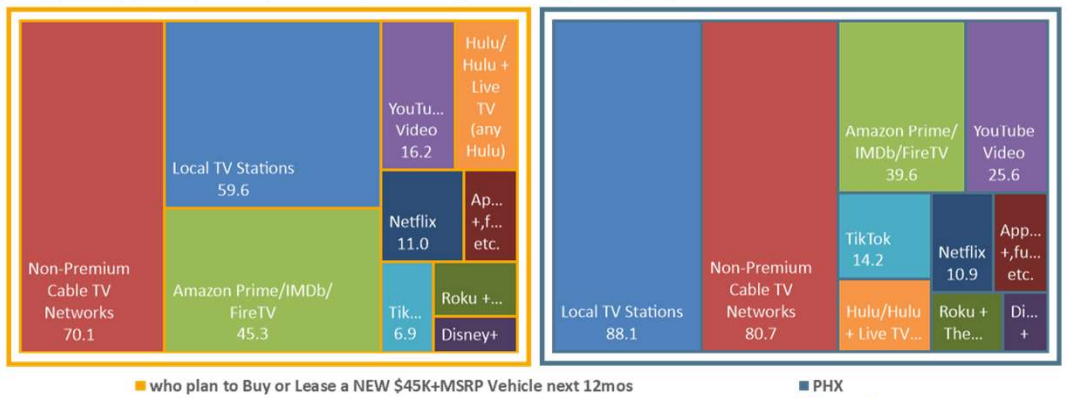
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

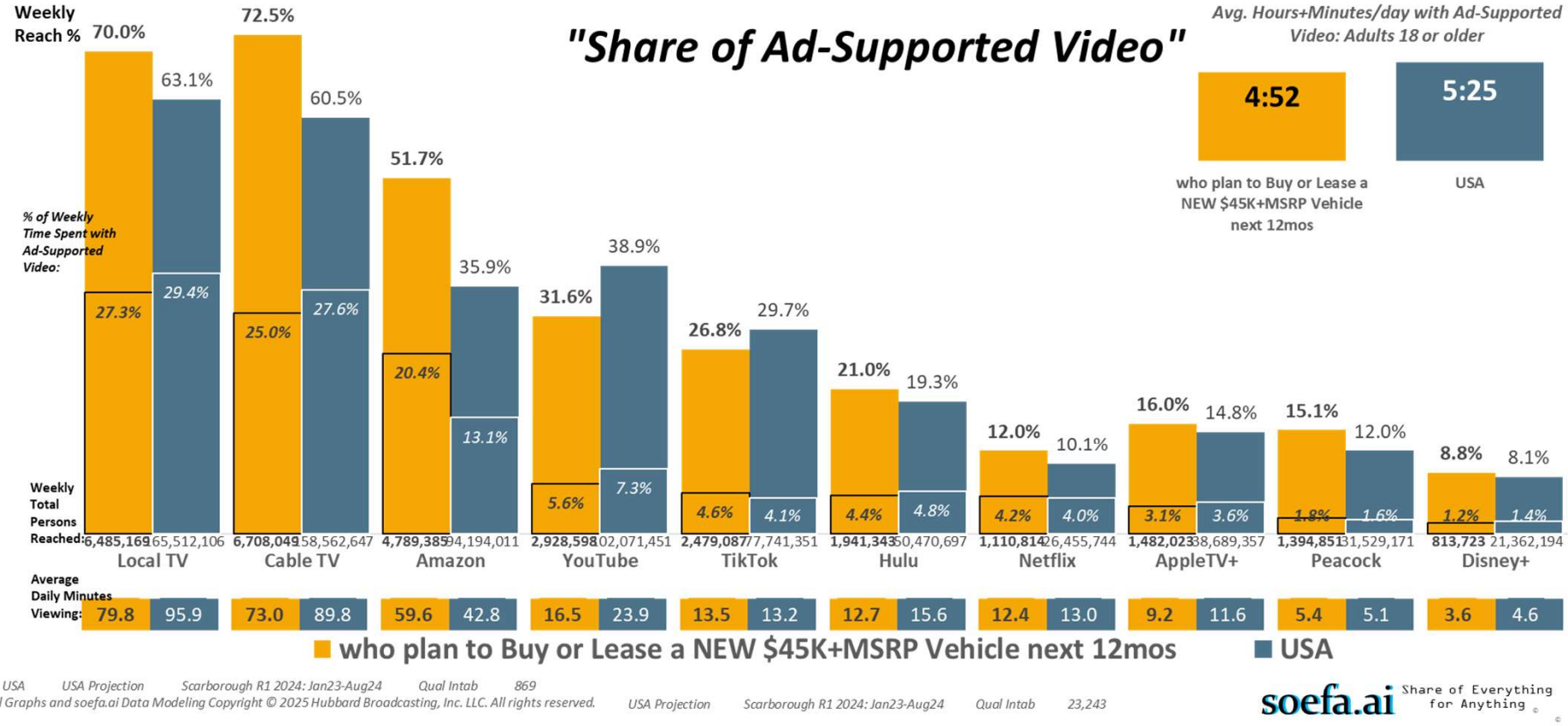
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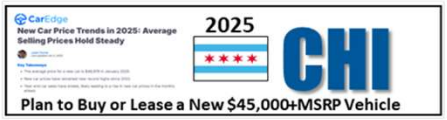
USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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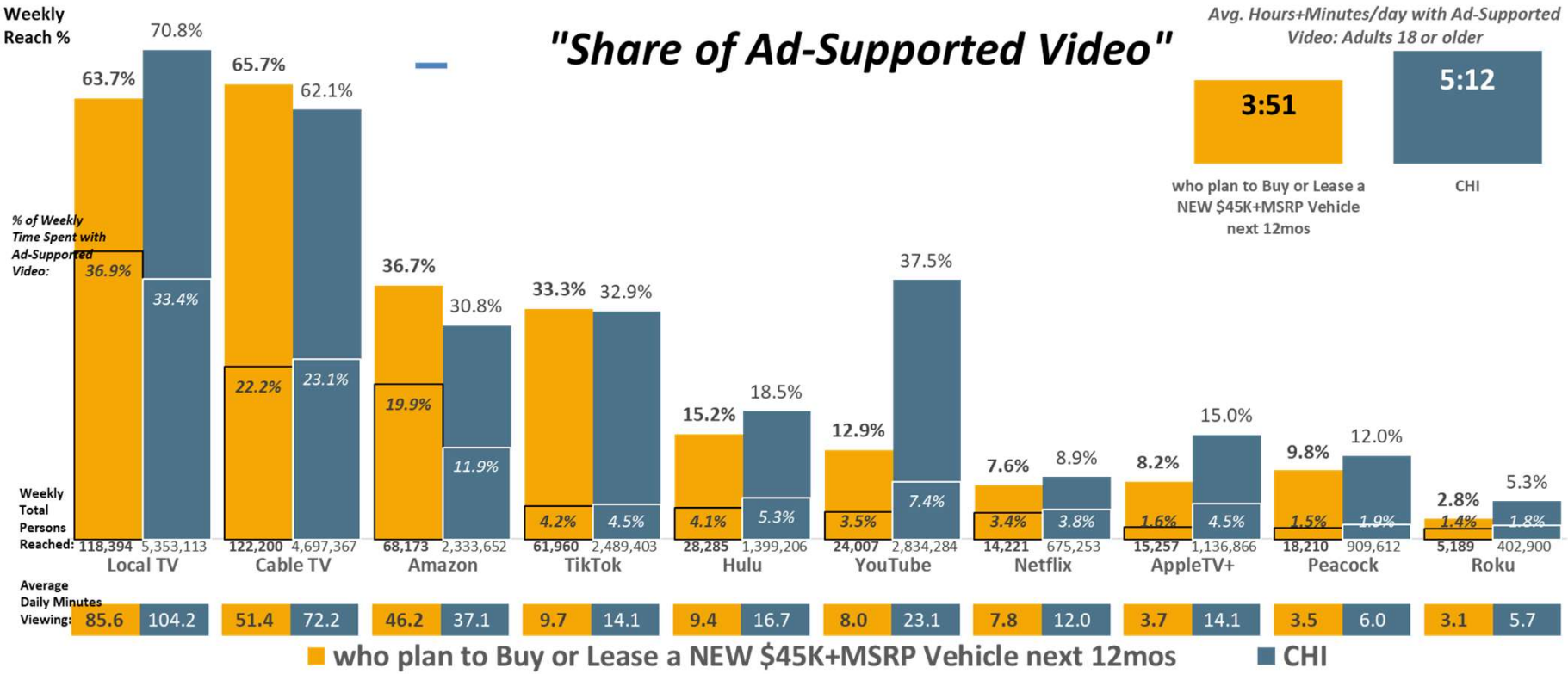
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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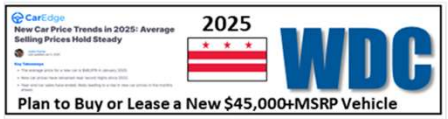


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 82 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

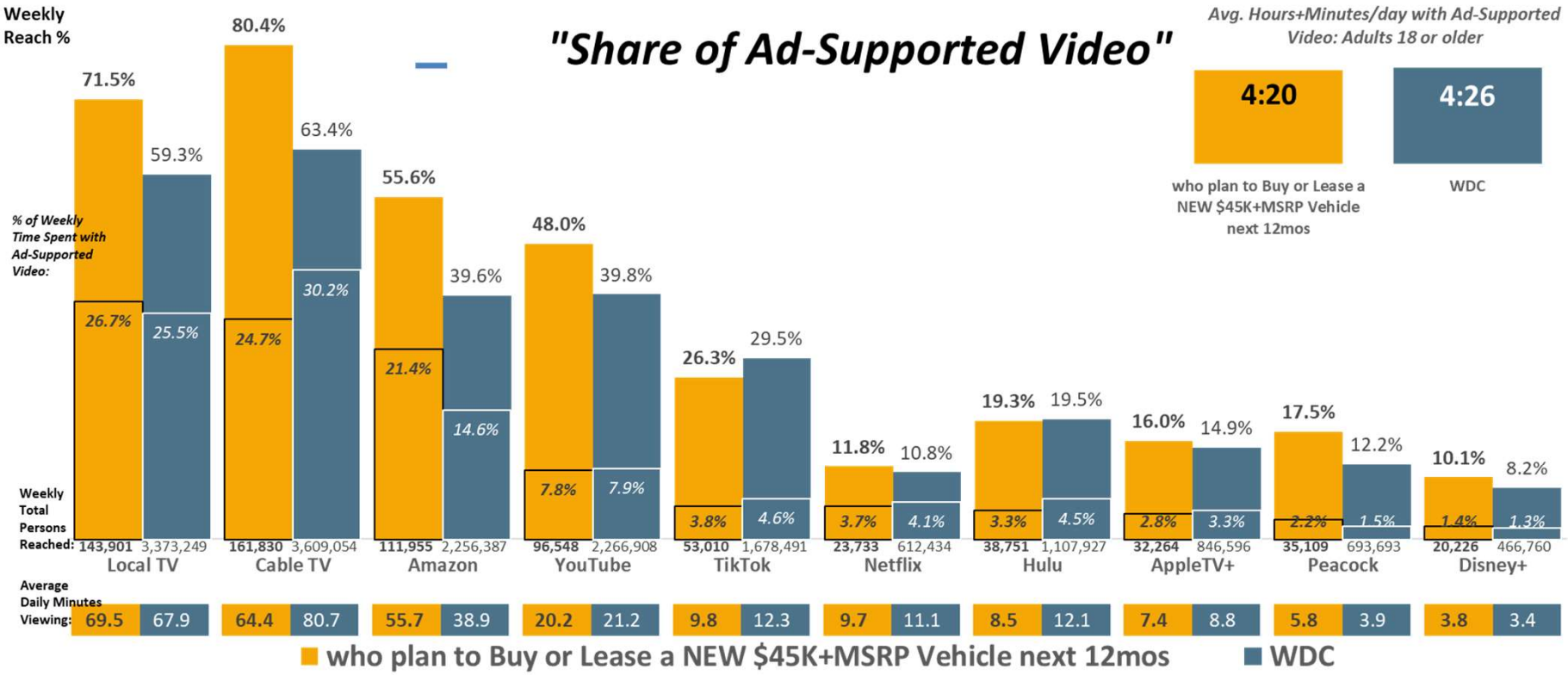
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WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 231 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

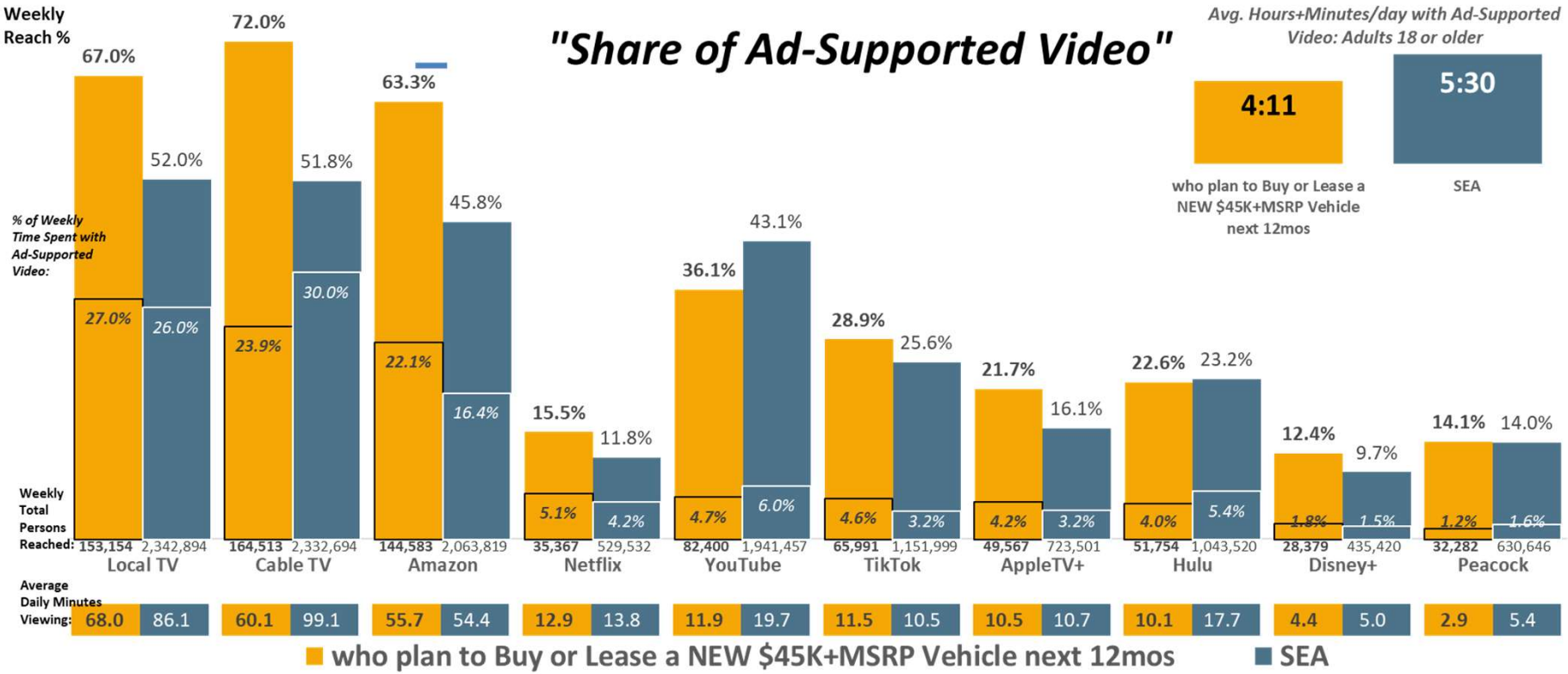
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SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 209 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

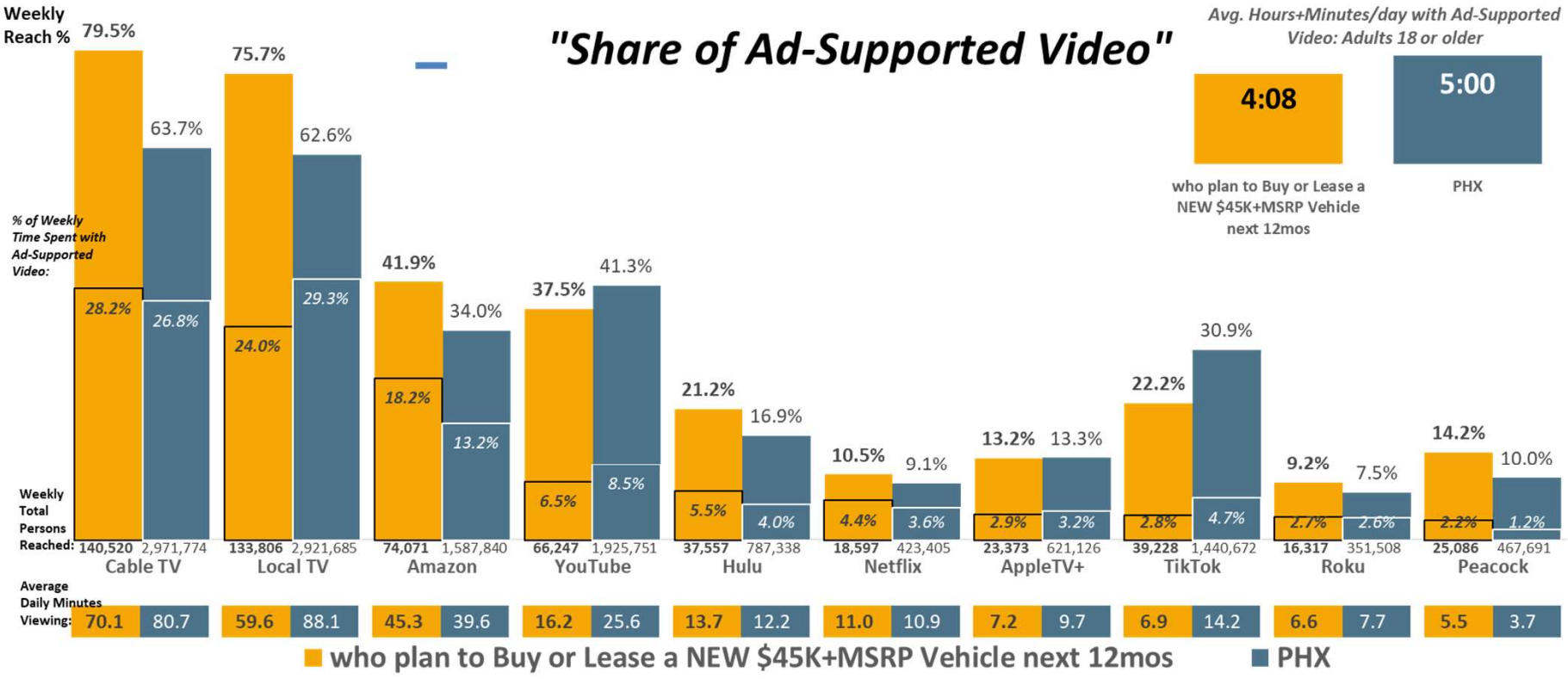
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133,806 or 75.7% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 59.6 minutes every day representing 24.% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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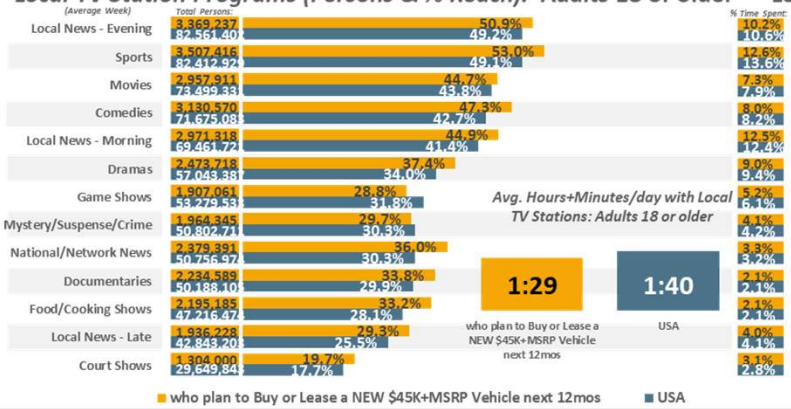
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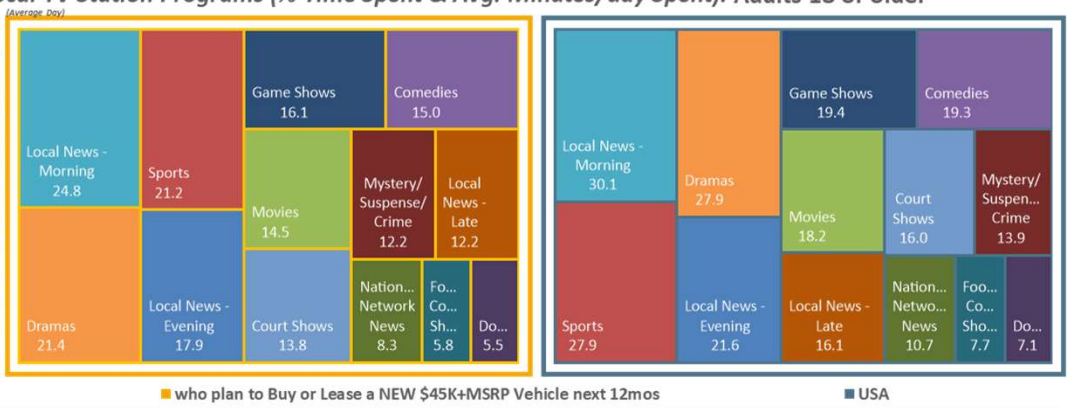


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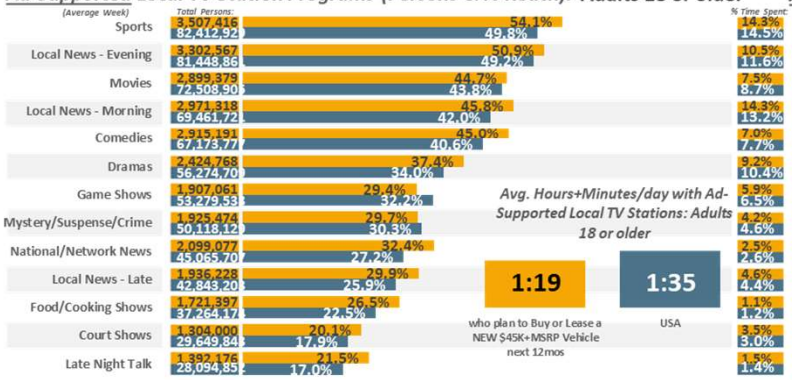
Local TV Station Programs (Persons & % Reach): Adults 18 or older



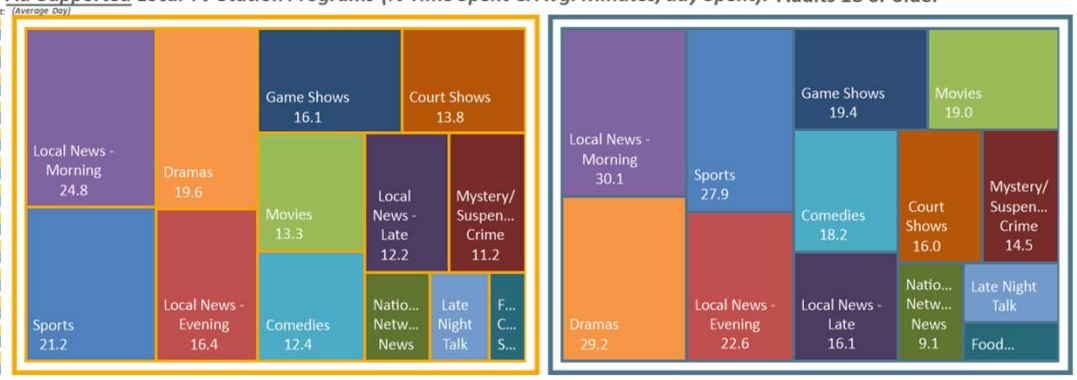
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

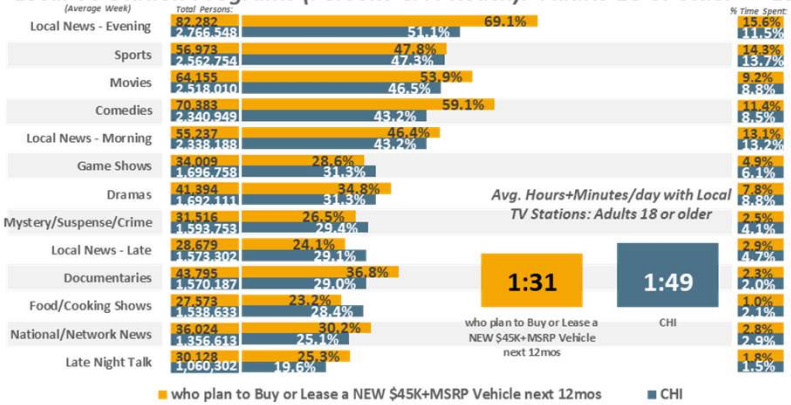
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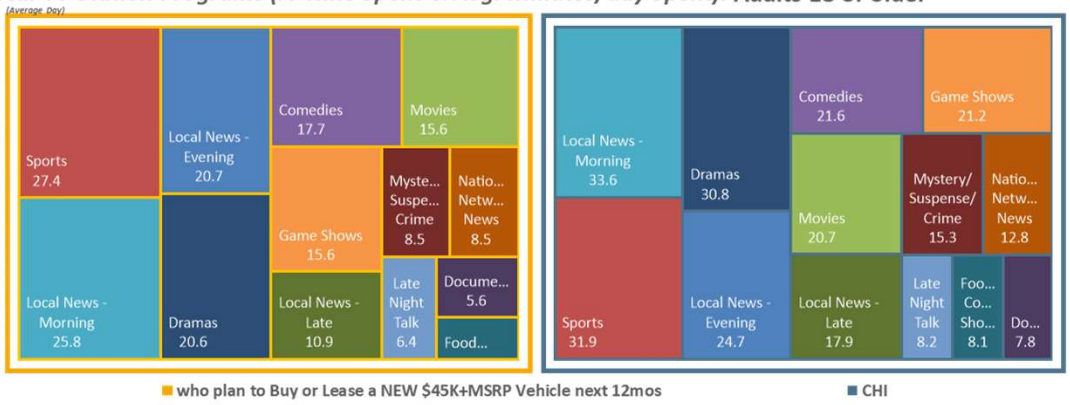


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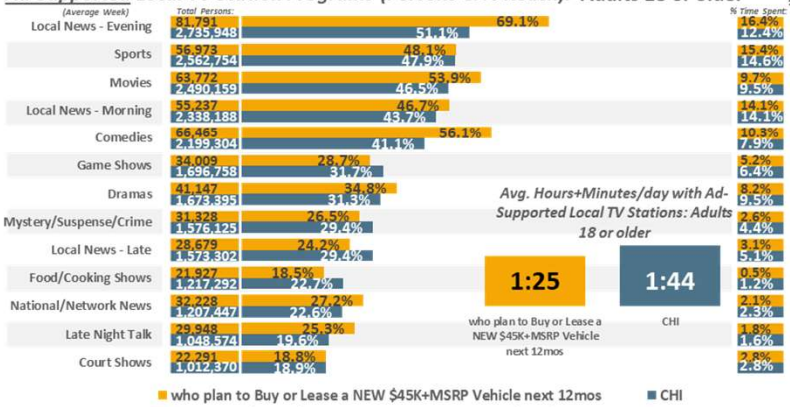
Local TV Station Programs (Persons & % Reach): Adults 18 or older



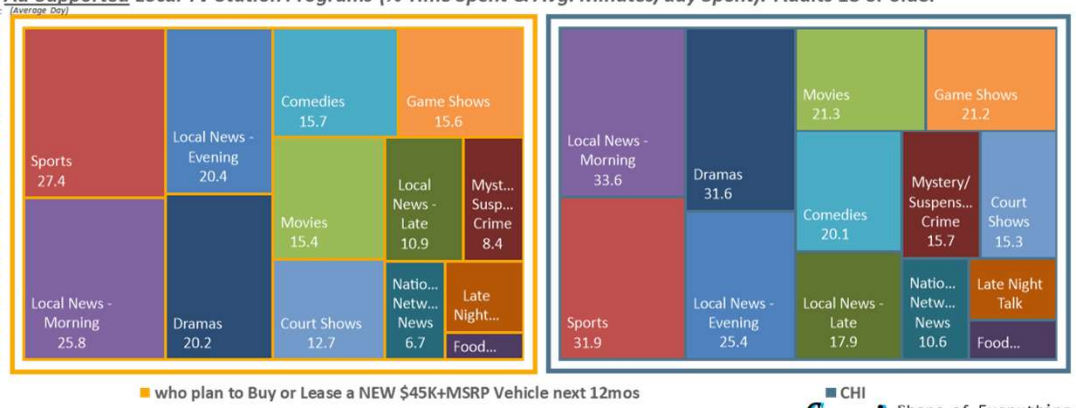
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

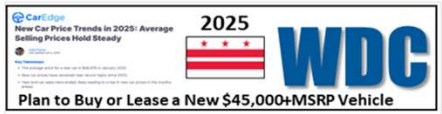


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 82

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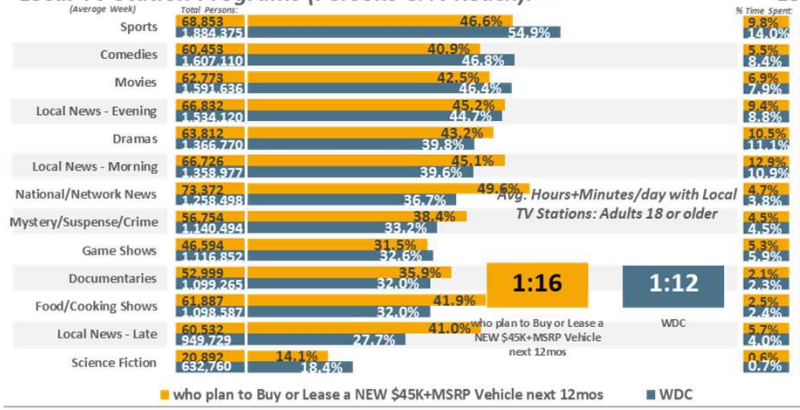
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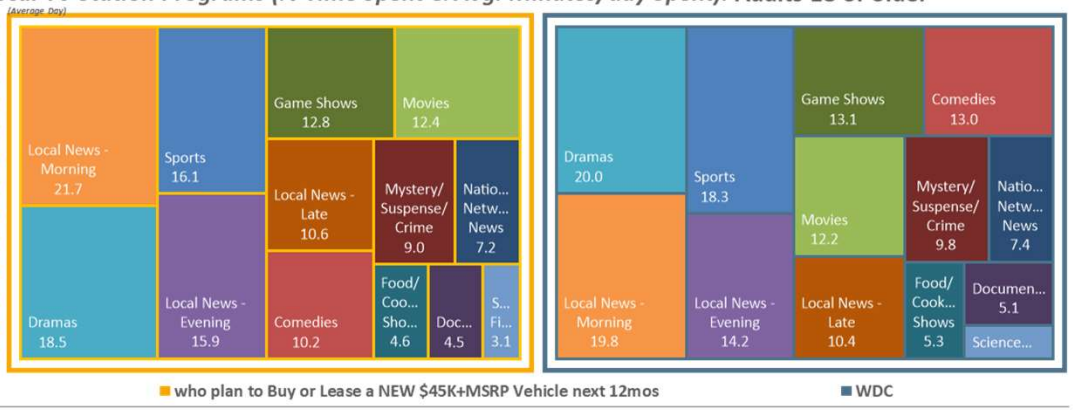


143,901 or 71.5% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, National/Network News, Dramas, and Movies.

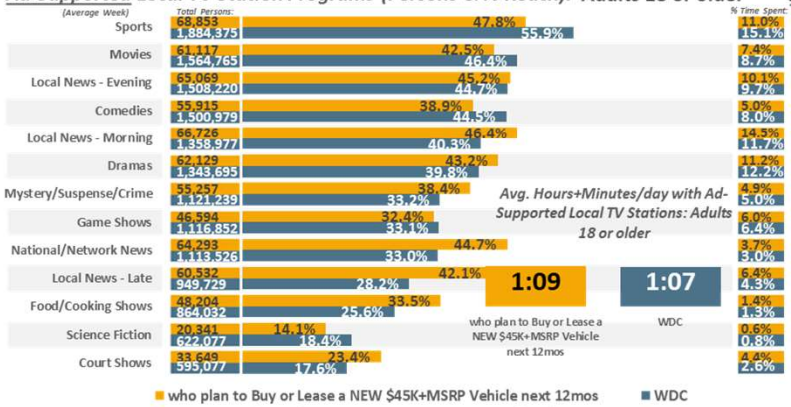
Local TV Station Programs (Persons & % Reach): Adults 18 or older



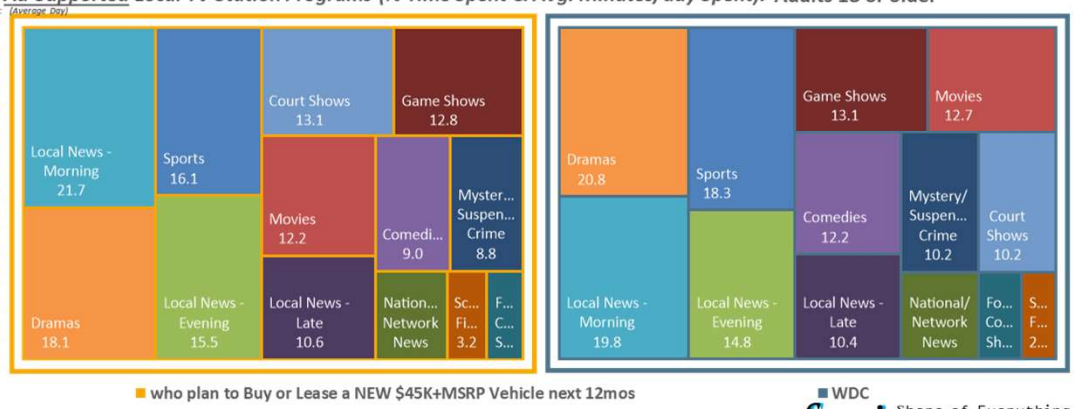
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 231

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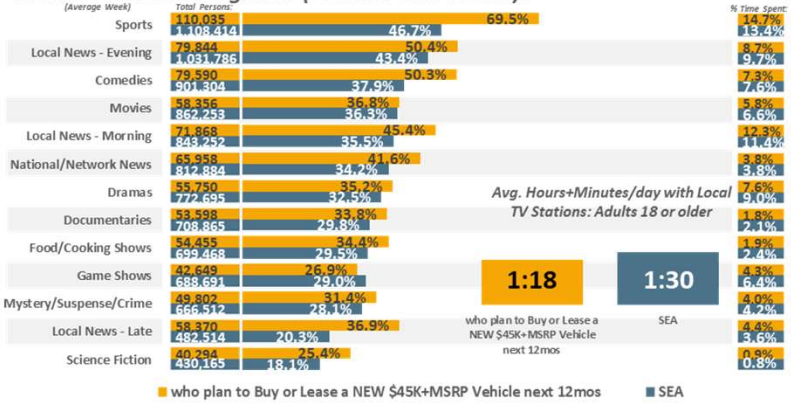
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

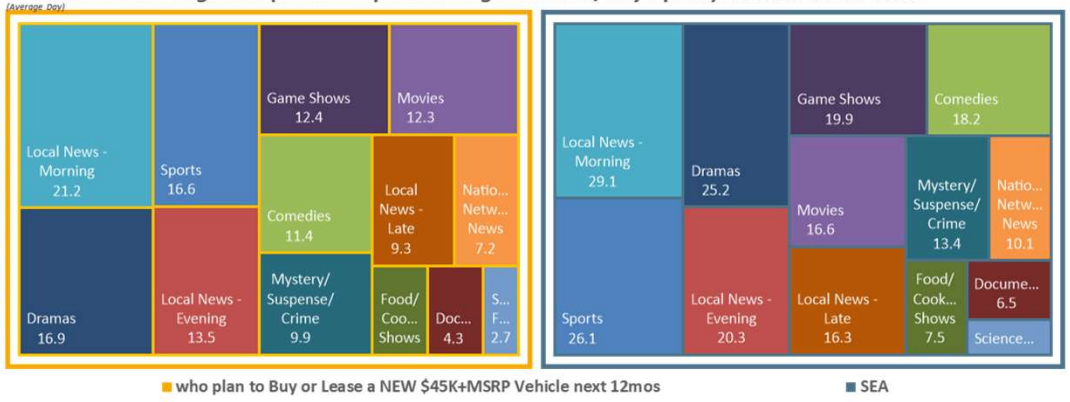


153,154 or 67.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Local News - Late, and National/Ne

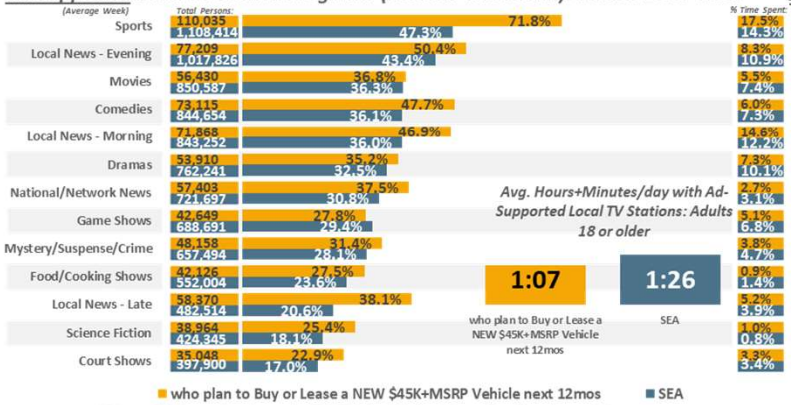
Local TV Station Programs (Persons & % Reach): Adults 18 or older



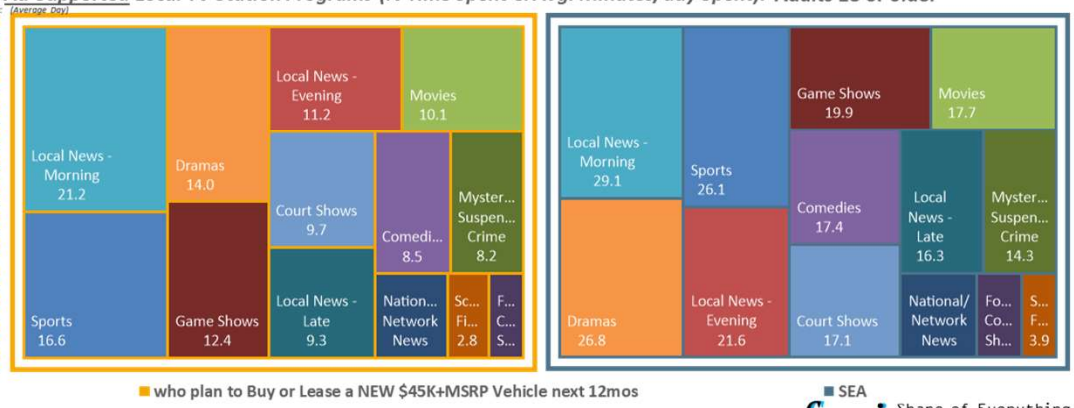
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 209

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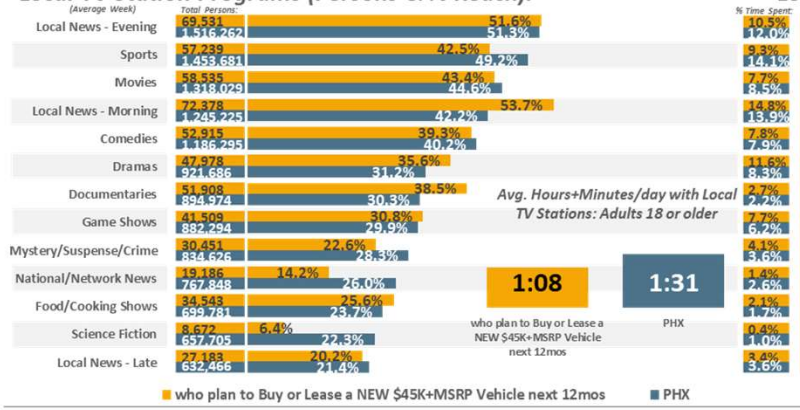
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

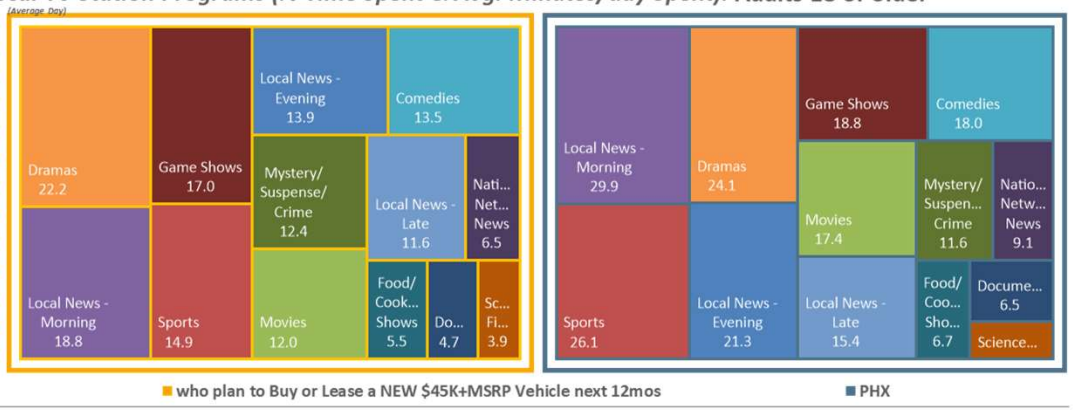


133,806 or 75.7% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Movies, Sports, Comedies, and Dramas.

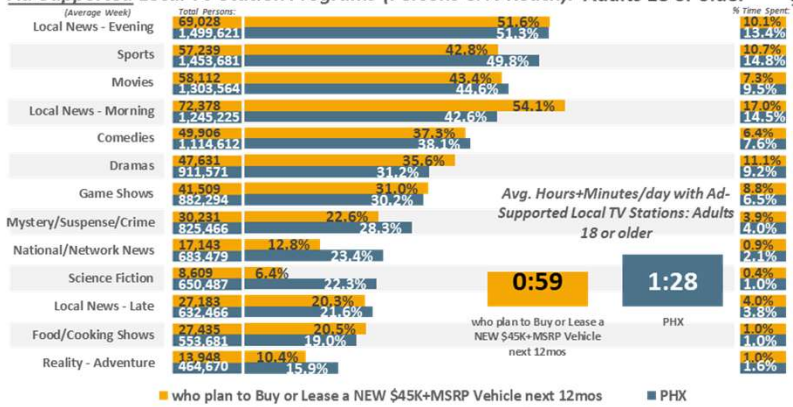
Local TV Station Programs (Persons & % Reach): Adults 18 or older



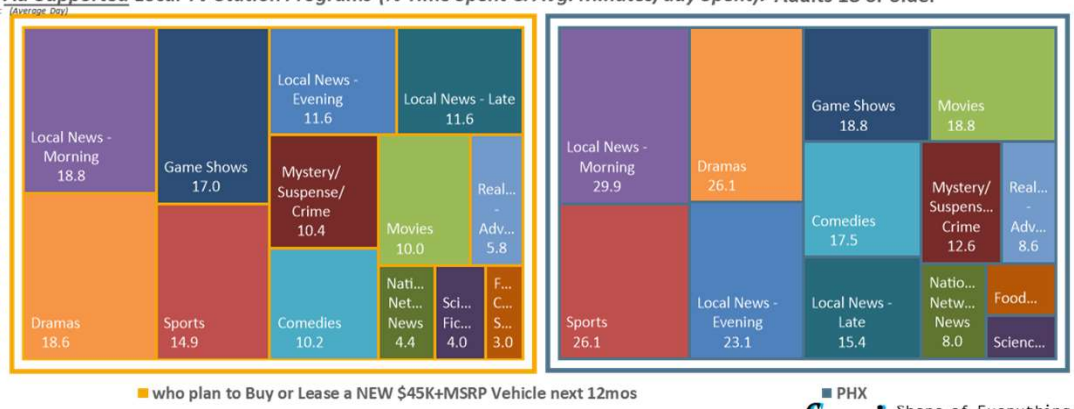
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

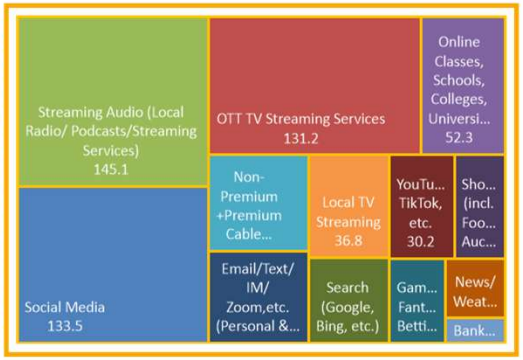


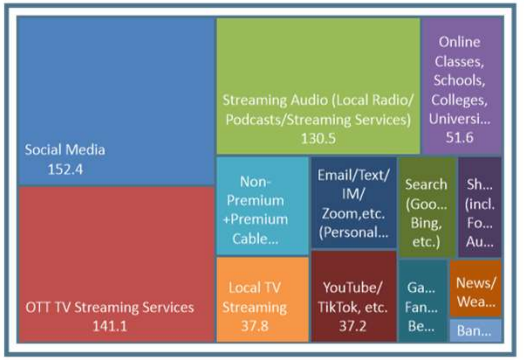
7,166,629 or 77.4% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 116.7 minutes every day representing 22.4% of all time spent daily with Ad-Supported Digital Media.

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

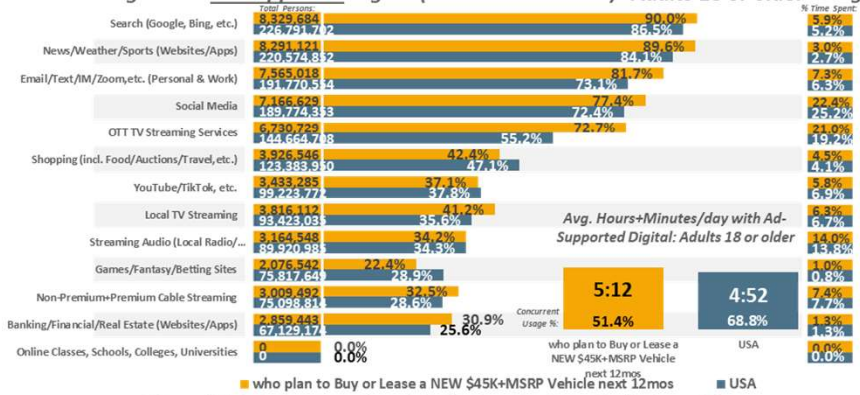


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

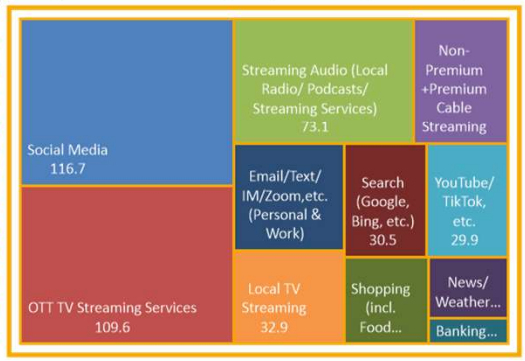


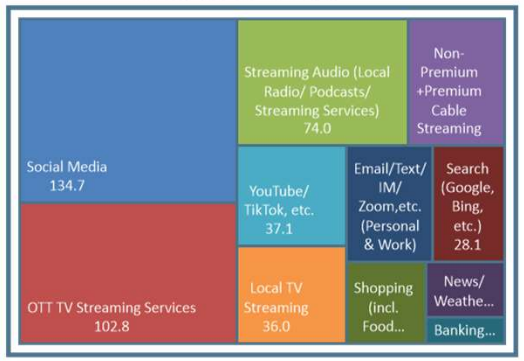


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

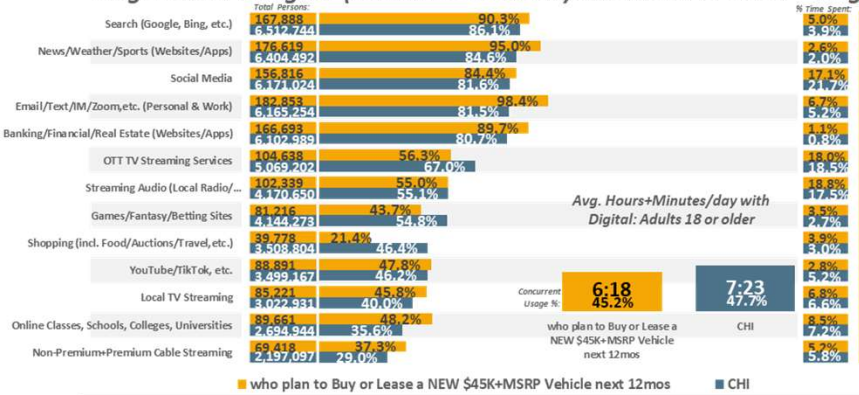
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

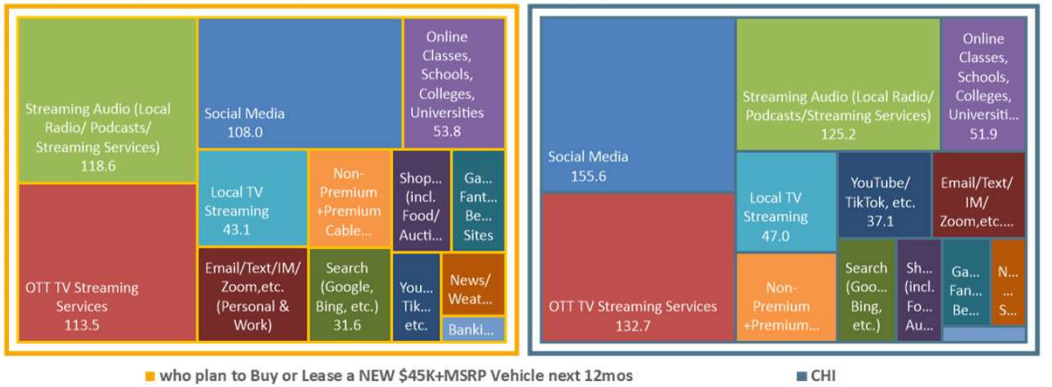


123,426 or 66.4% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 85. minutes every day representing 18.9% of all time spent daily with Ad-Supported Digital Media.

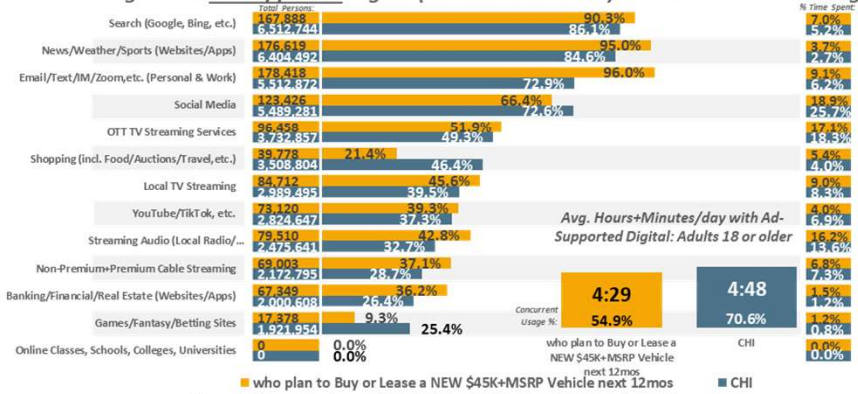
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



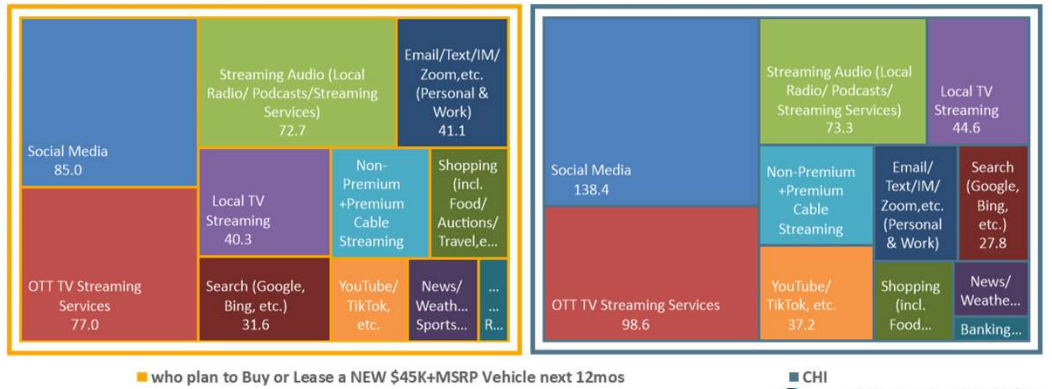
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

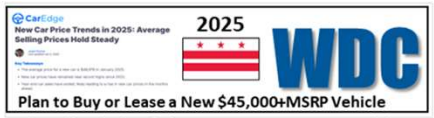


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 82

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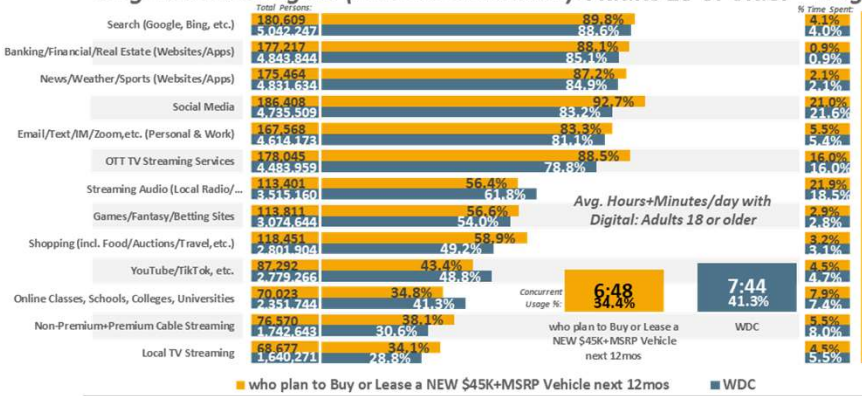
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

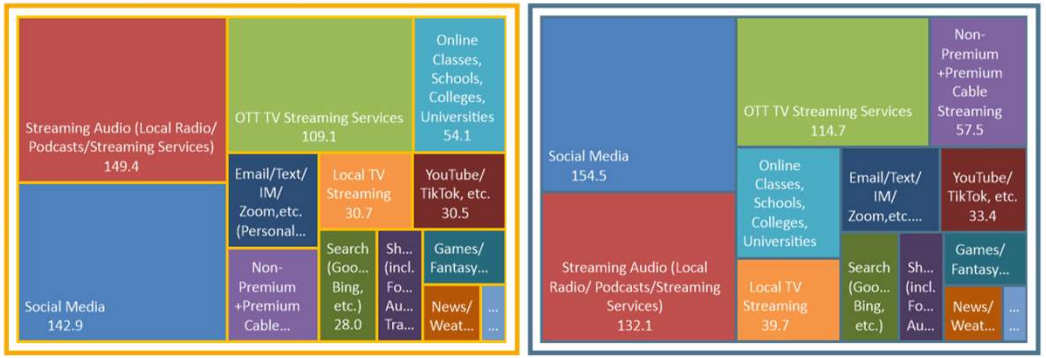


171,641 or 85.3% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 131.6 minutes every day representing 26.2% of all time spent daily with Ad-Supported Digital Media.

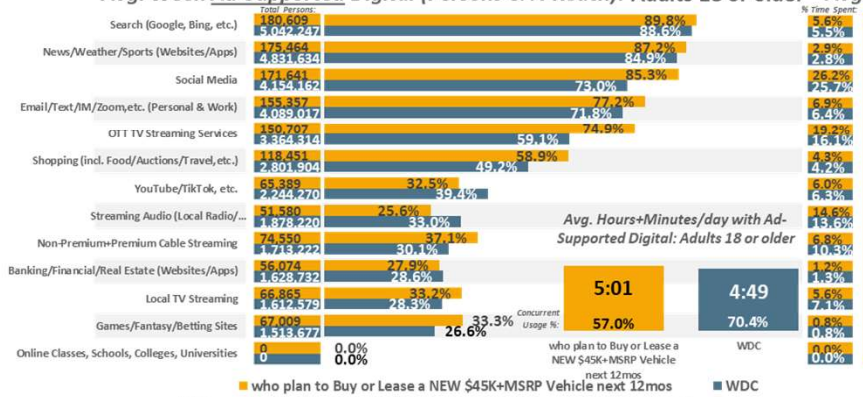
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



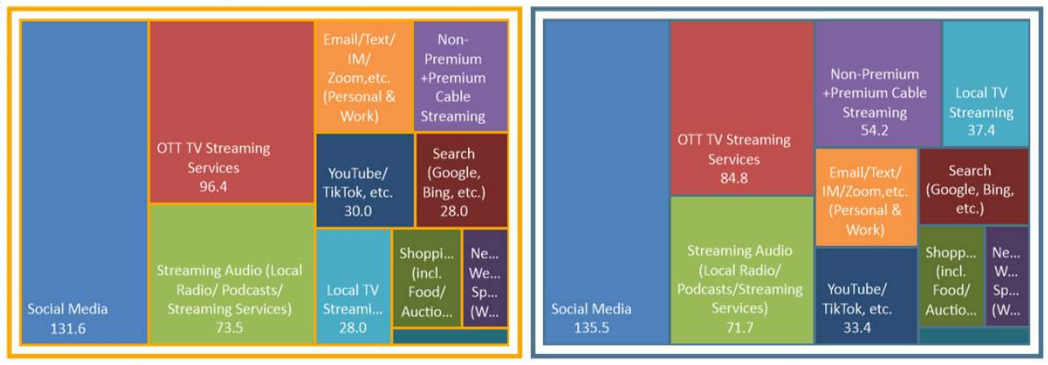
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 231

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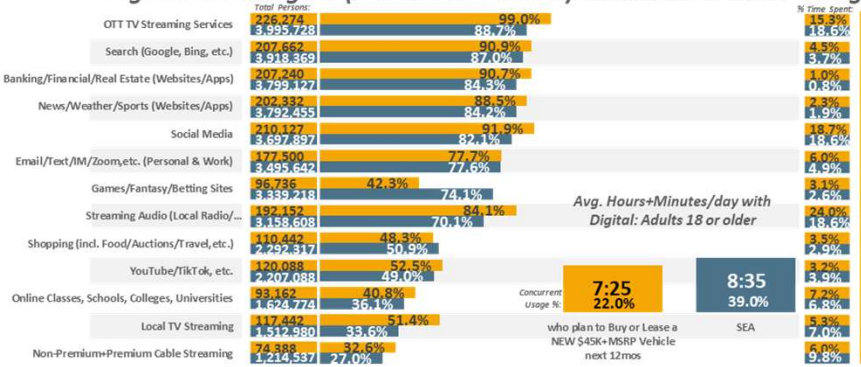
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

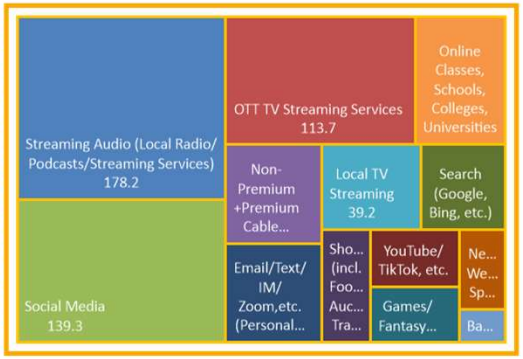


195,628 or 85.6% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 129.7 minutes every day representing 23.8% of all time spent daily with Ad-Supported Digital Media.

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

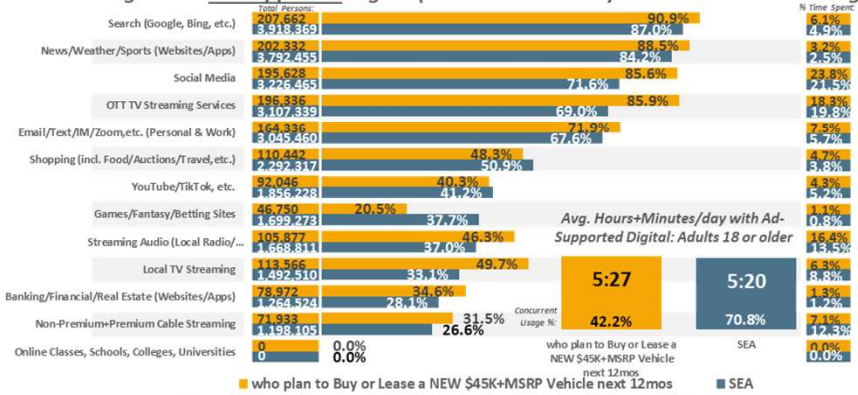


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

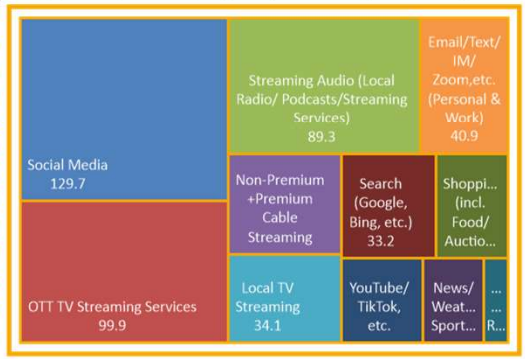


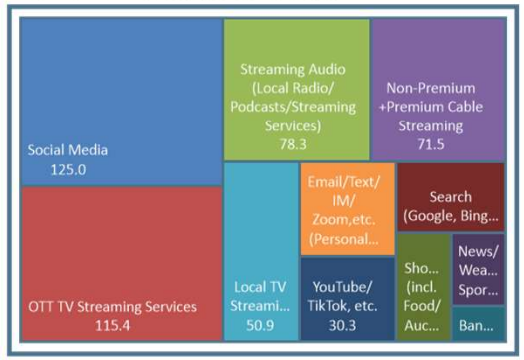


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 209

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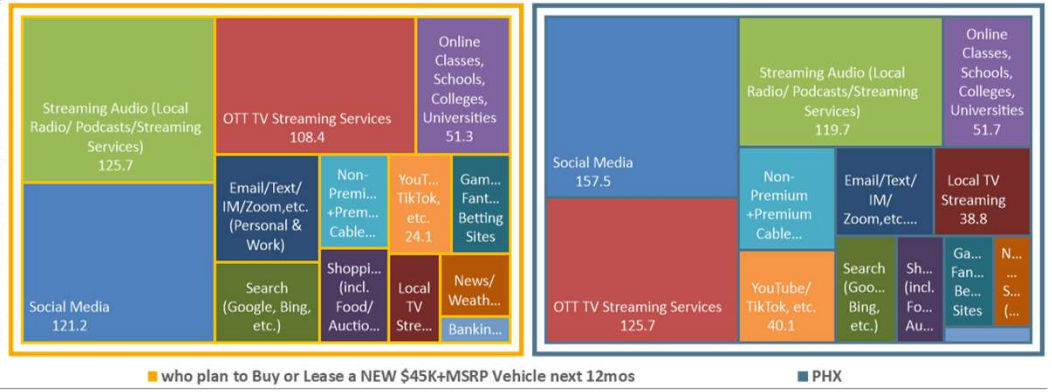


140,624 or 79.6% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 110.5 minutes every day representing 24.5% of all time spent daily with Ad-Supported Digital Media.

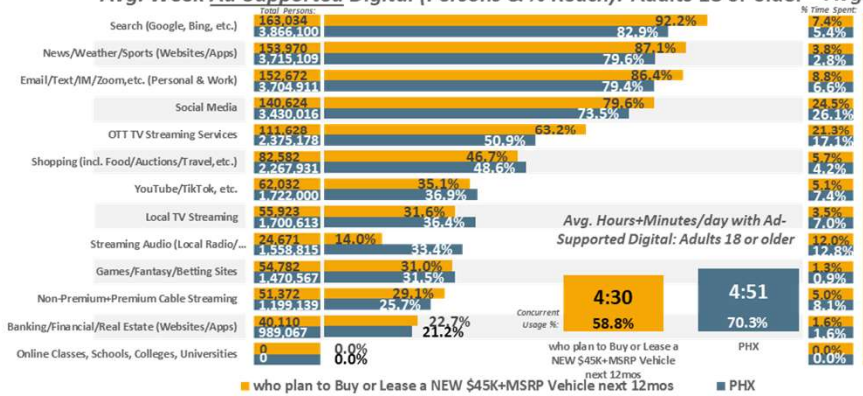
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



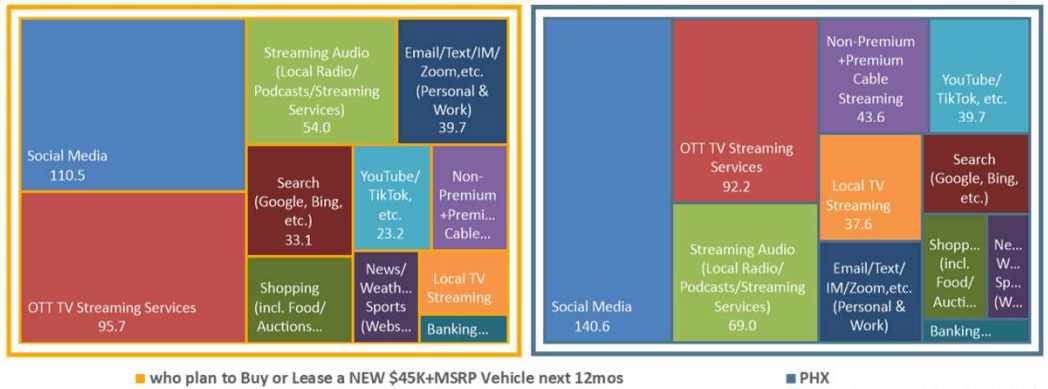
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

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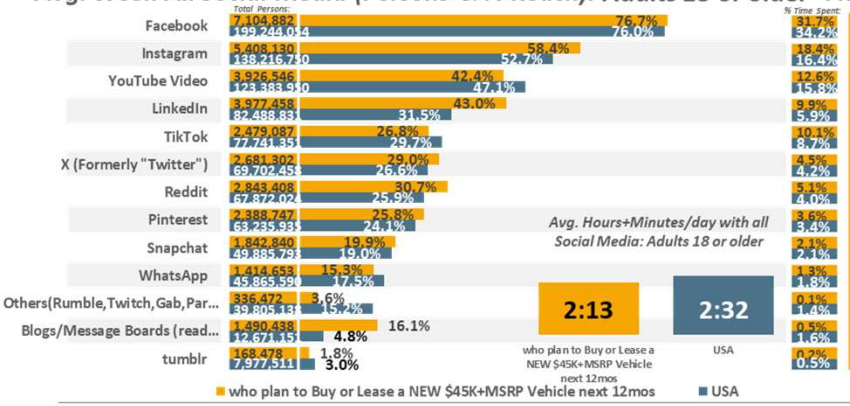
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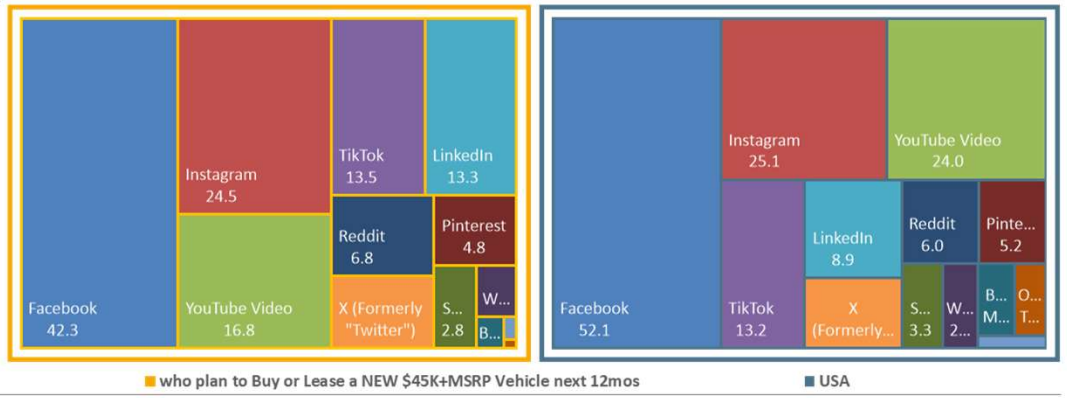


7,104,882 or 76.7% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 41.9 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

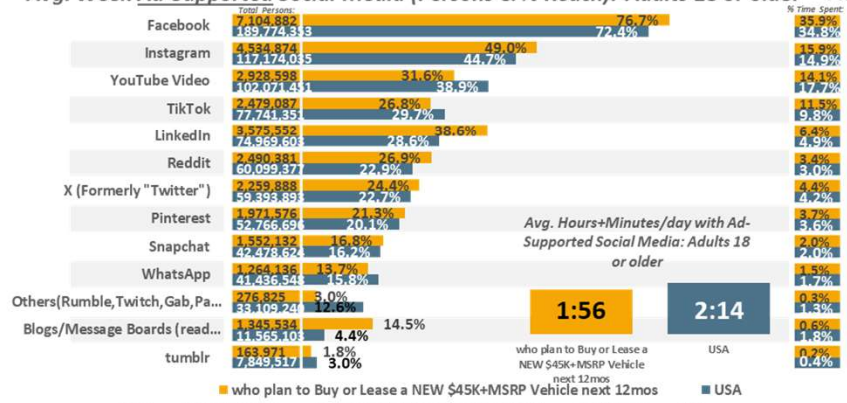
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



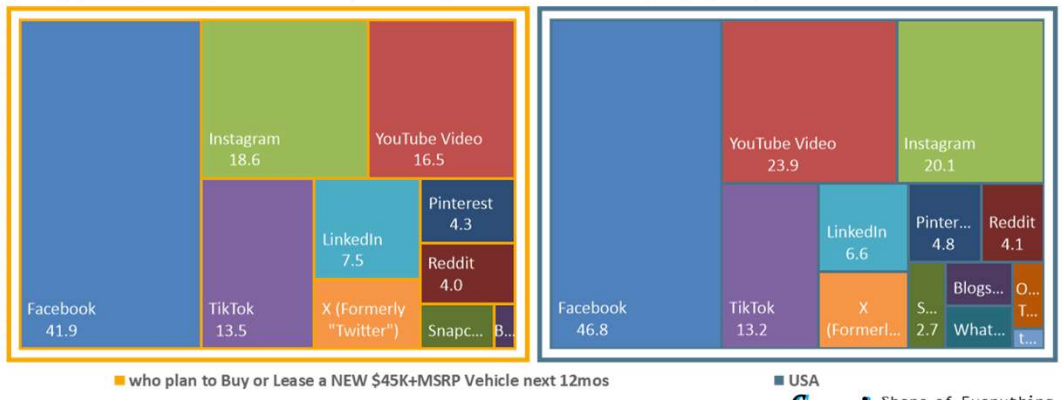
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

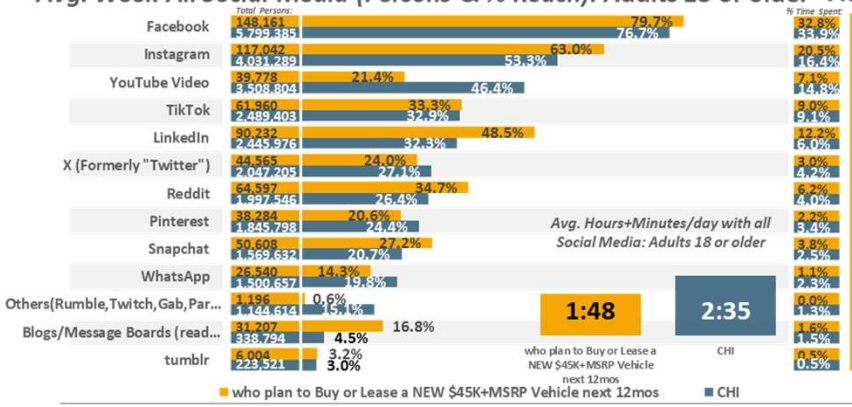
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

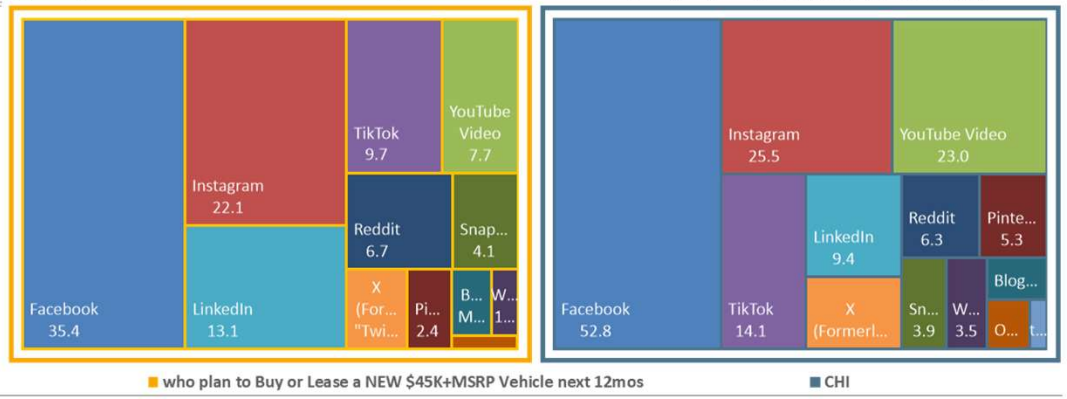


123,426 or 66.4% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 30.7 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

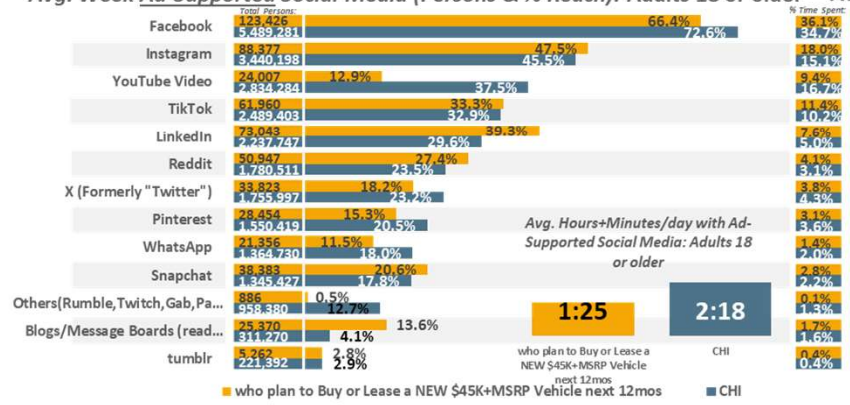
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



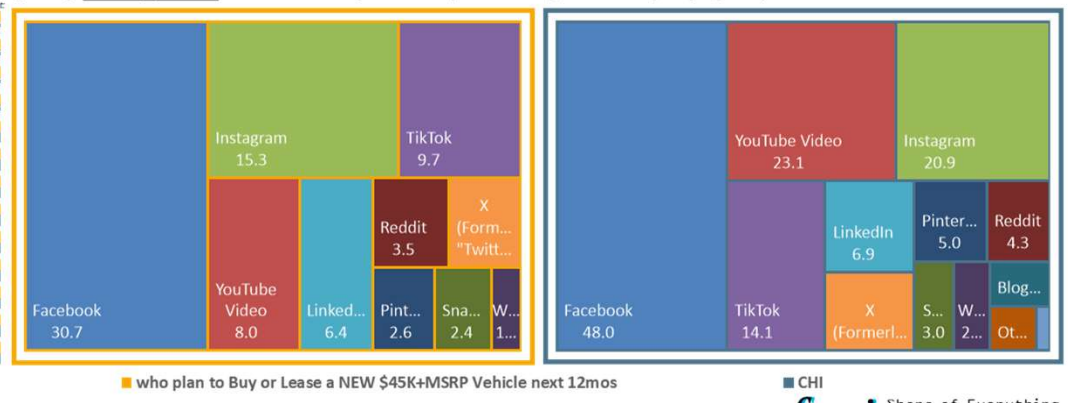
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

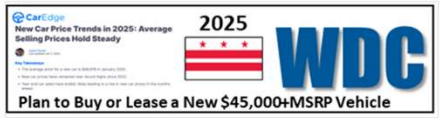


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 82

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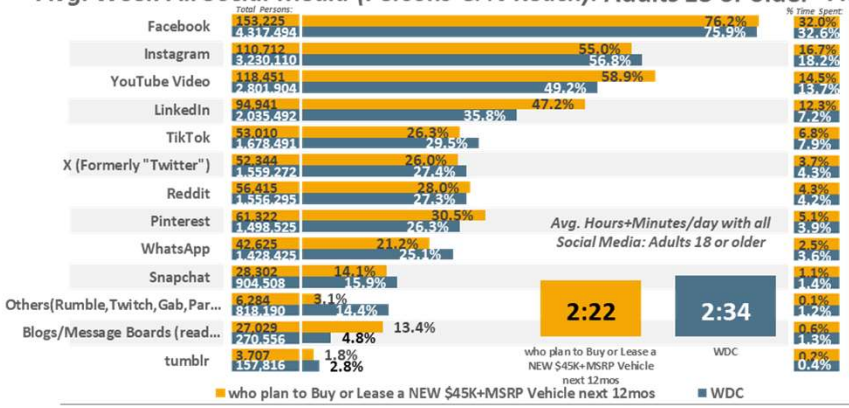
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

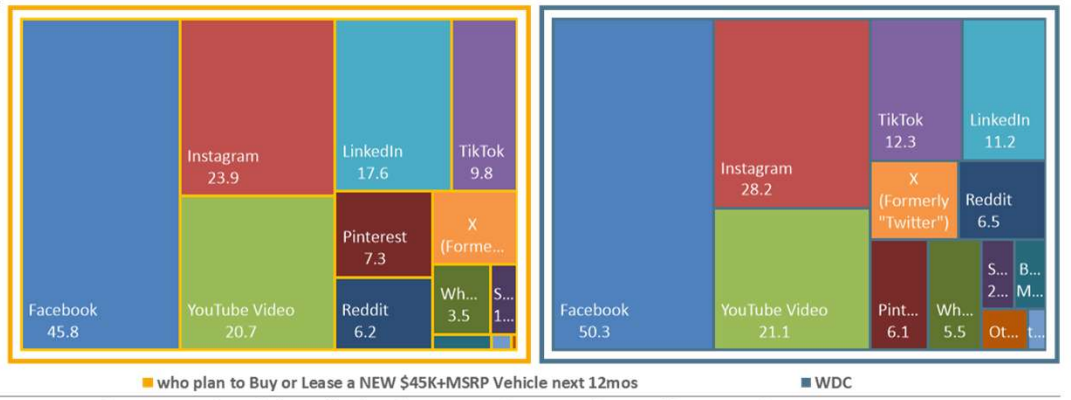


153,225 or 76.2% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 47.9 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

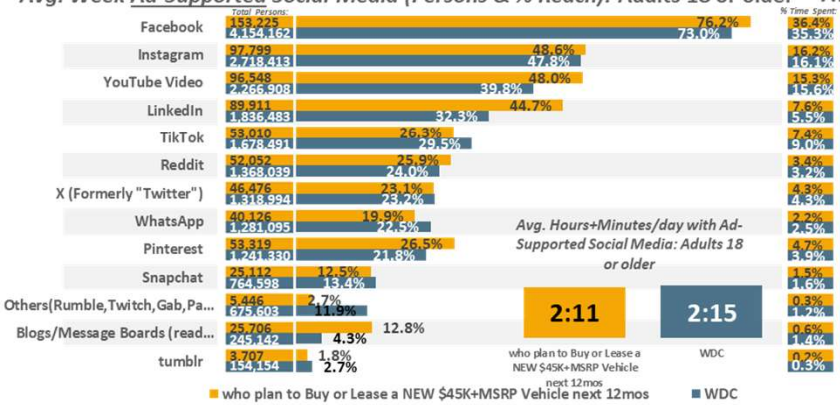
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



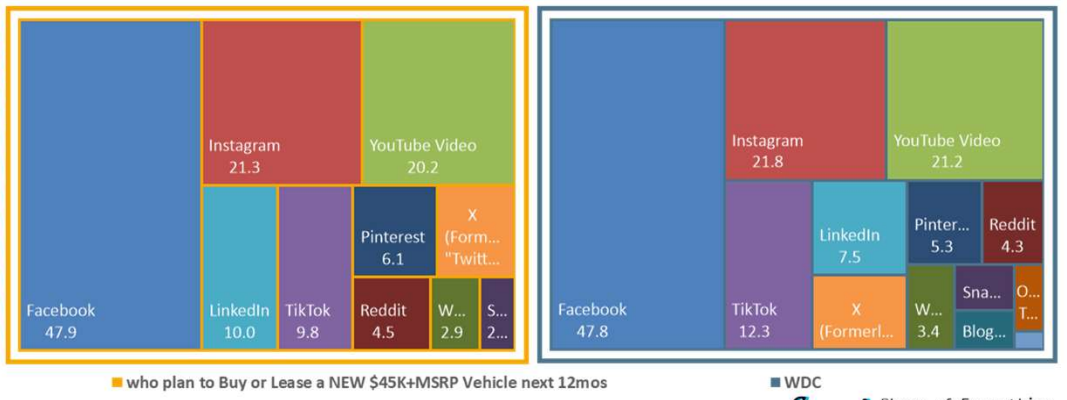
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 231

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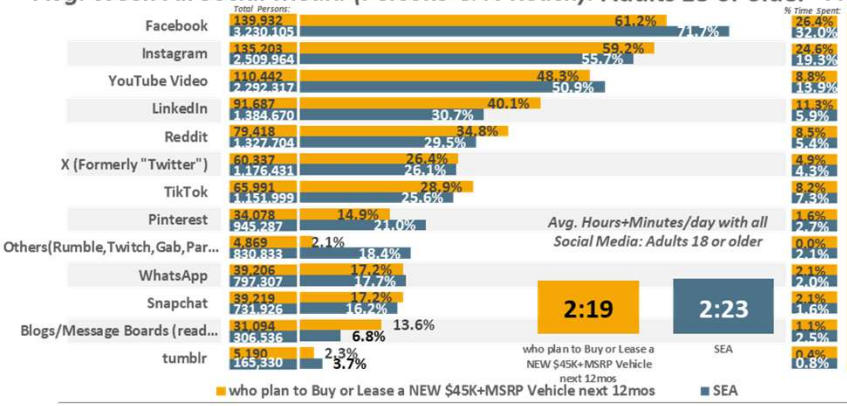
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

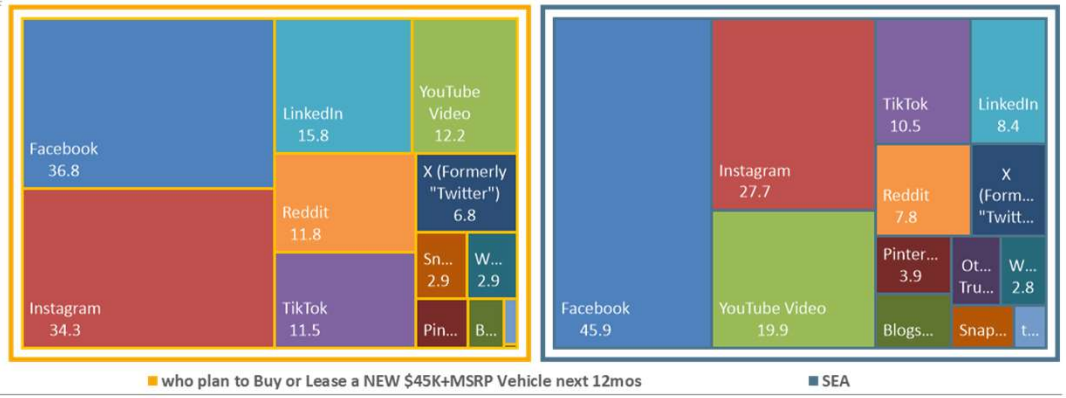


139,932 or 61.2% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 44.9 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

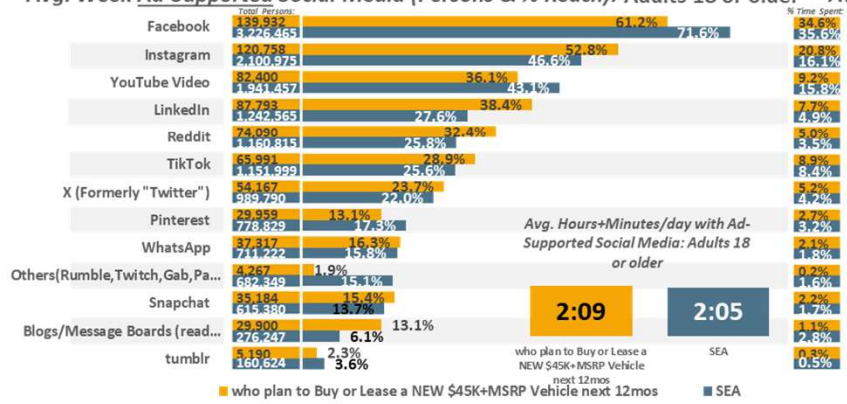
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



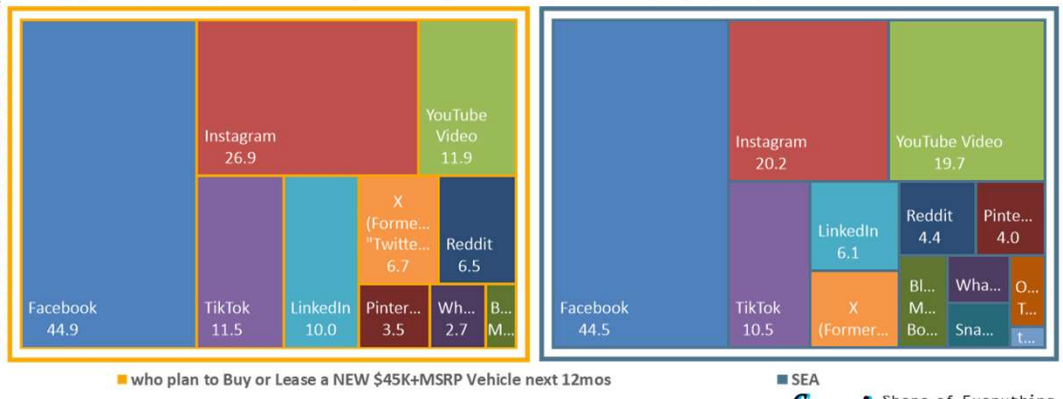
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 209

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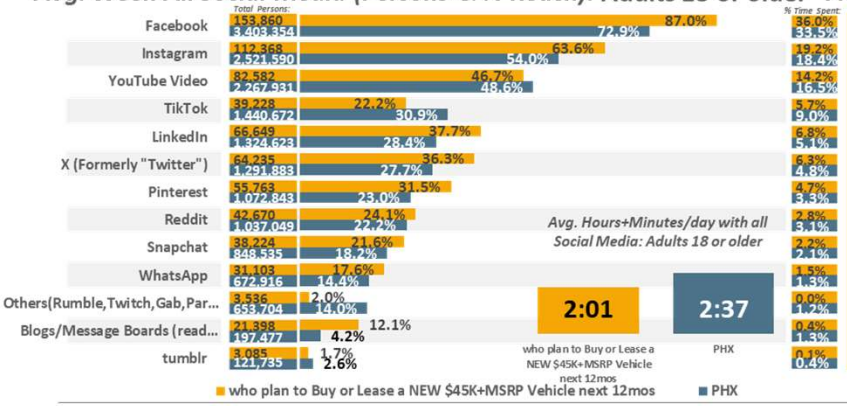
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

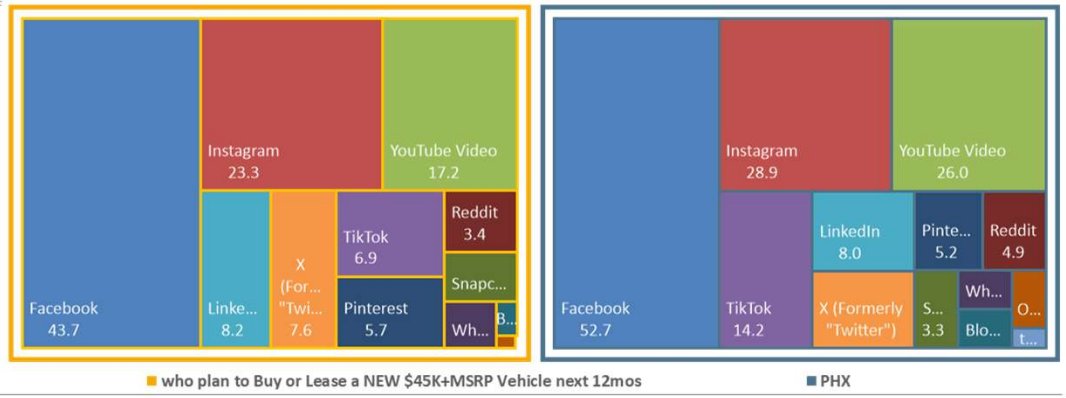


140,624 or 79.6% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 41. minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

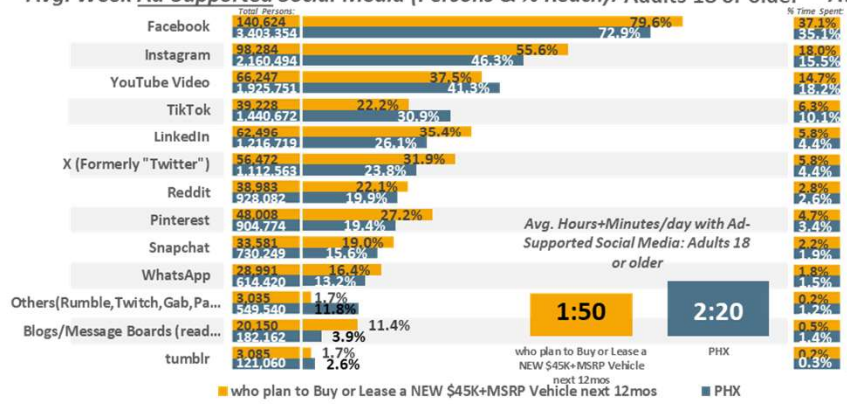
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



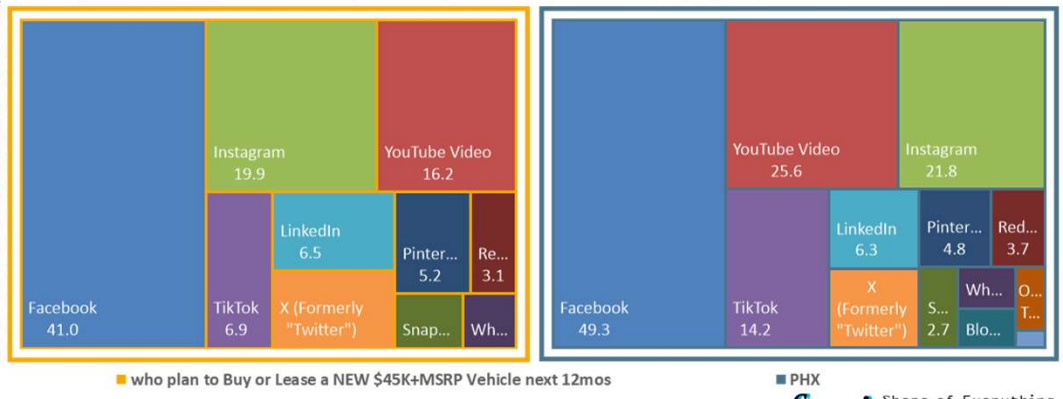
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

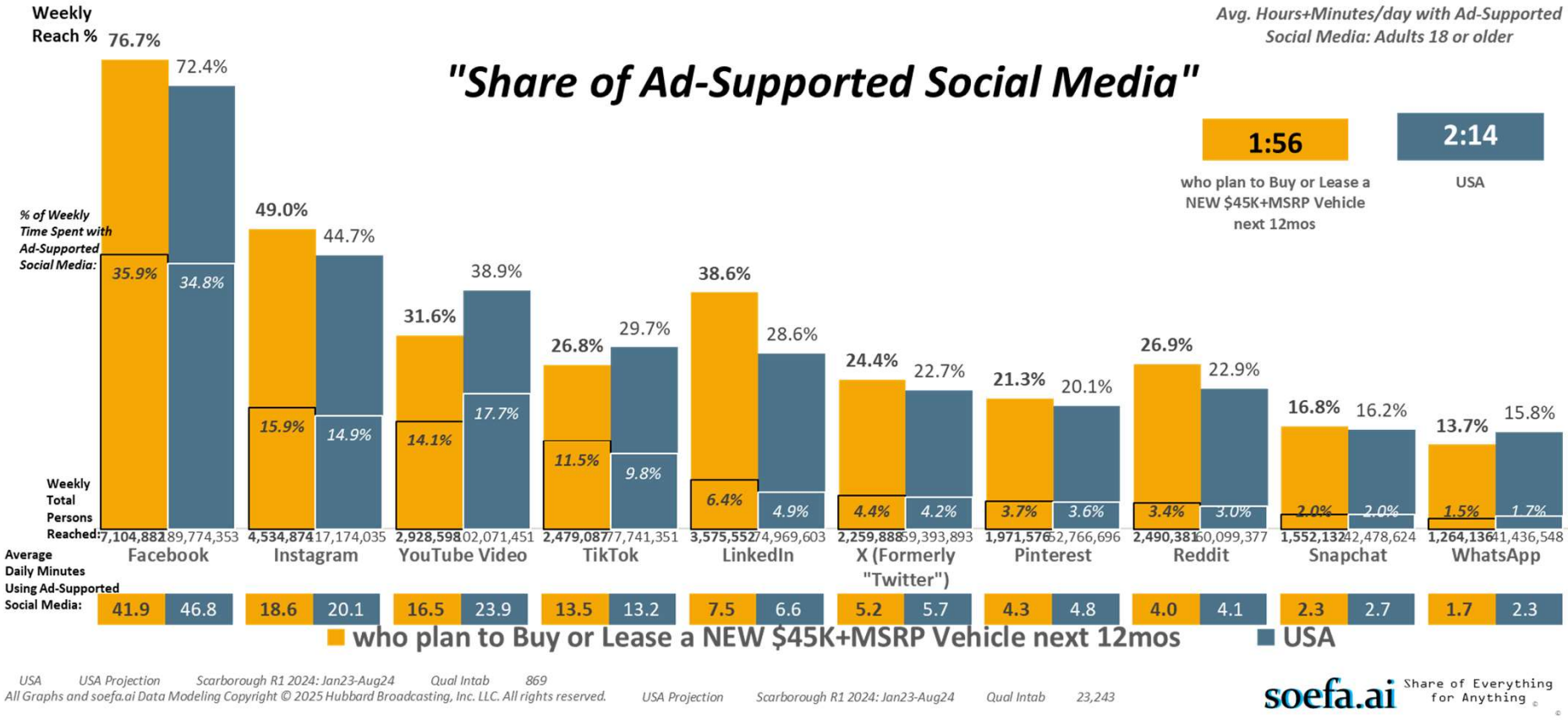
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



7,104,882 or 76.7% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 41.9 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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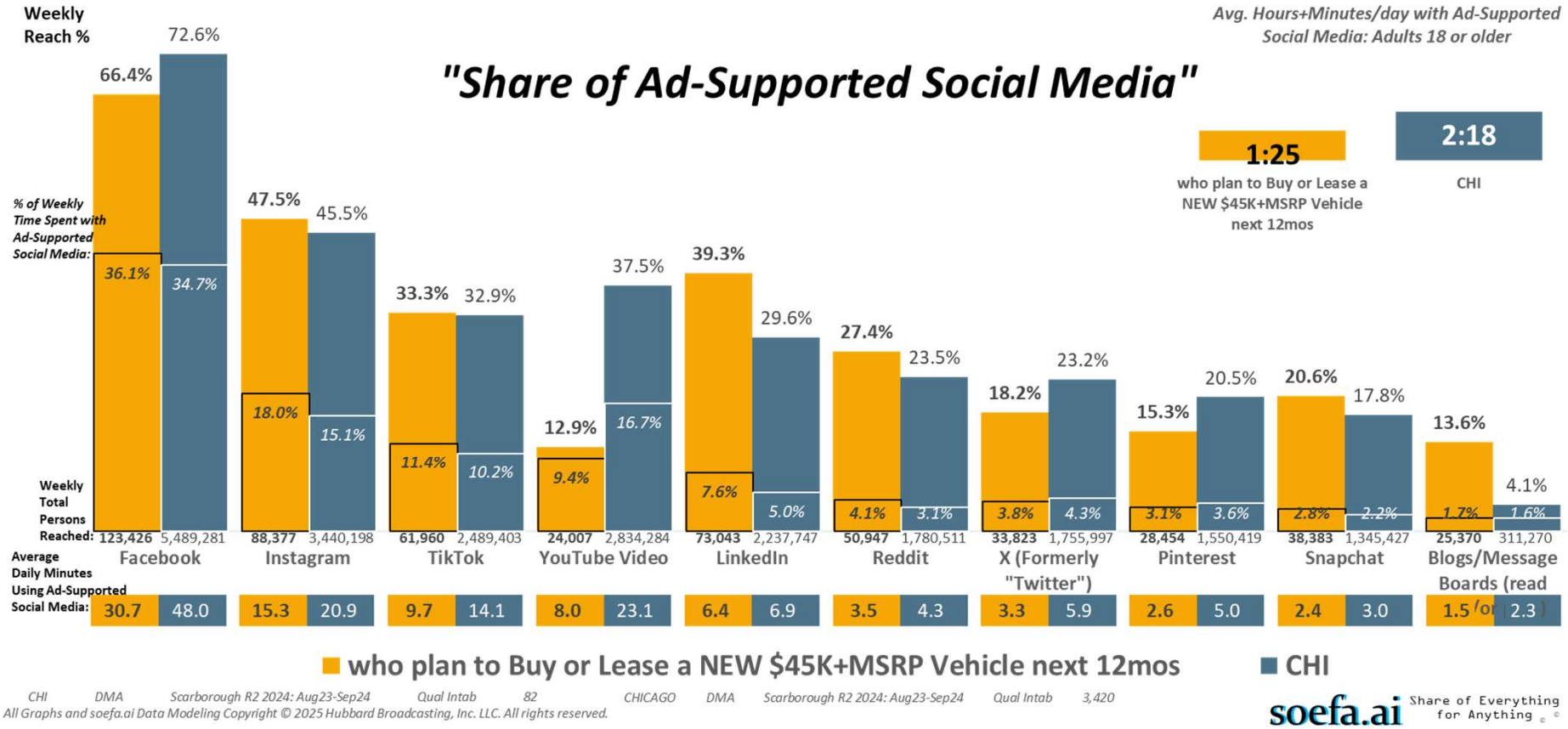
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



123,426 or 66.4% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 30.7 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

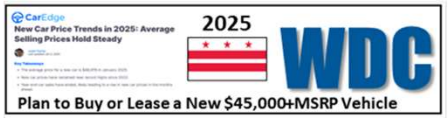


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 82 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

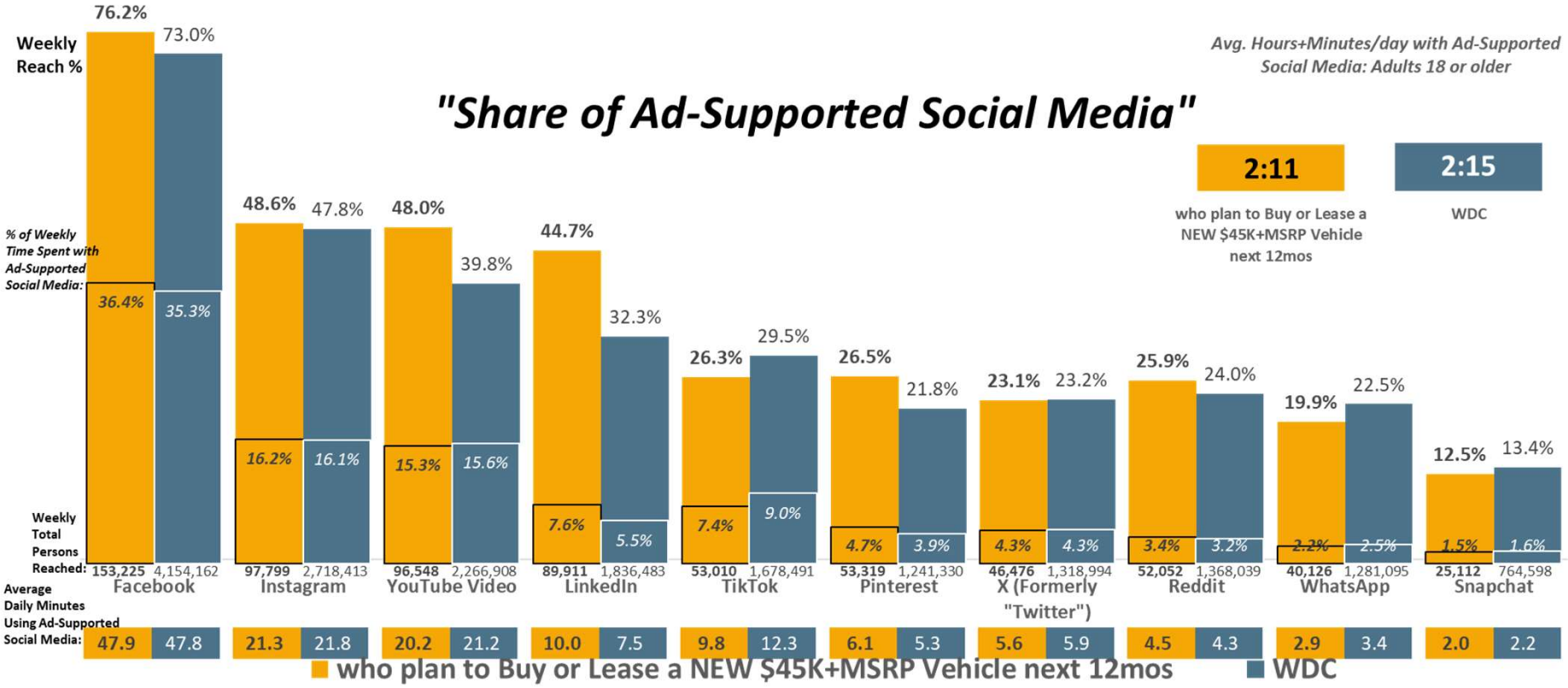
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



153,225 or 76.2% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 47.9 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 231 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

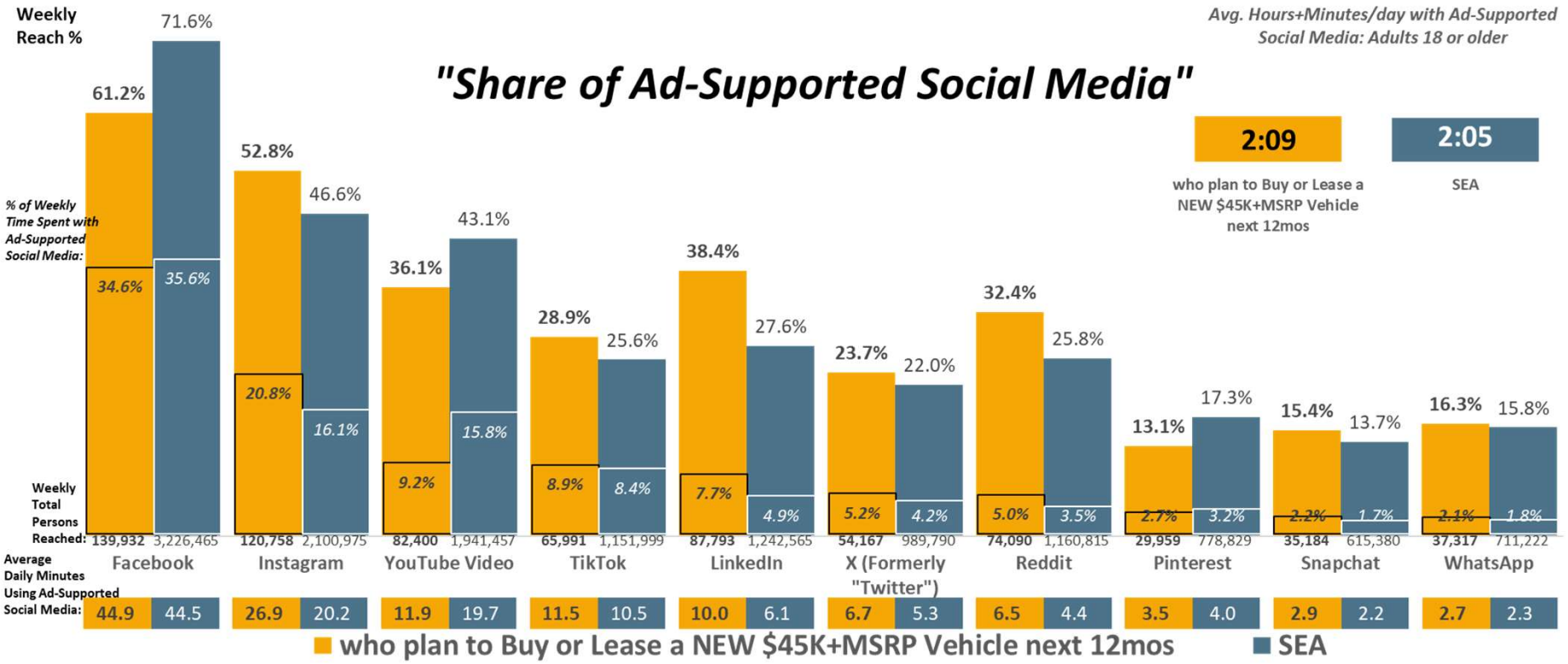
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



139,932 or 61.2% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 44.9 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 209 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

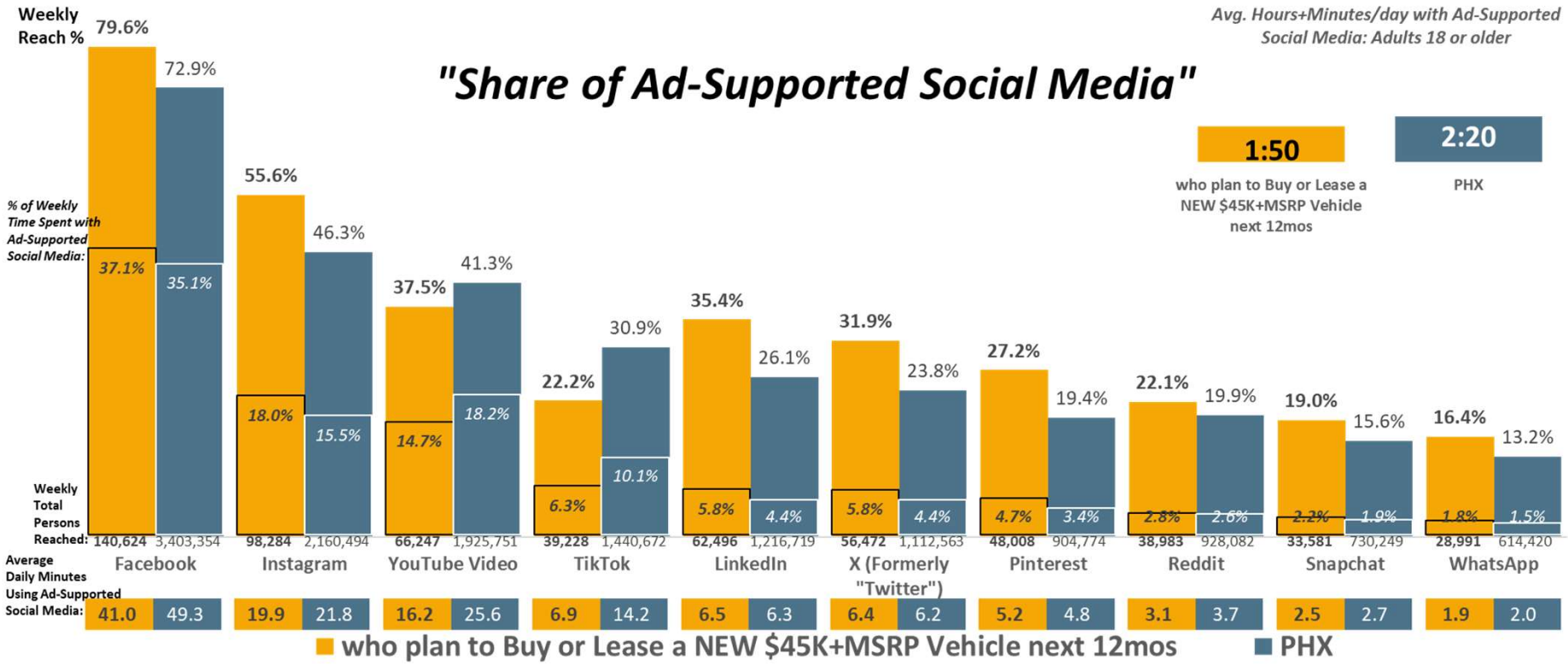
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



140,624 or 79.6% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 41. minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

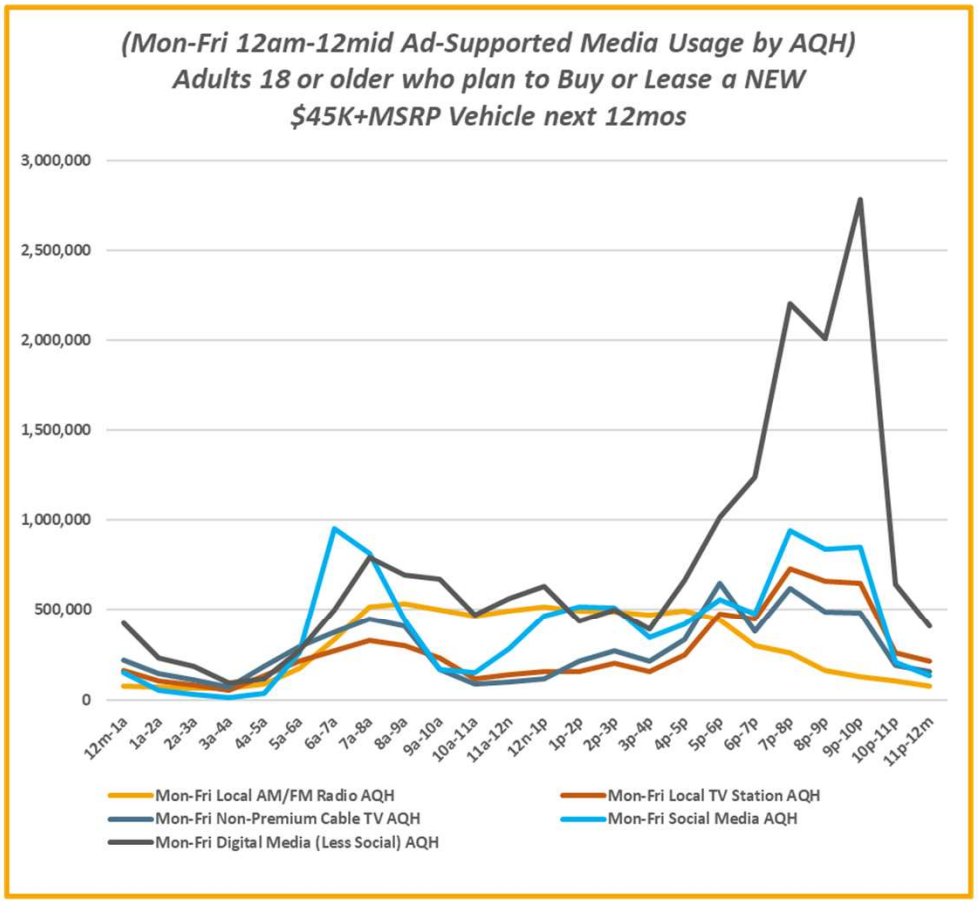
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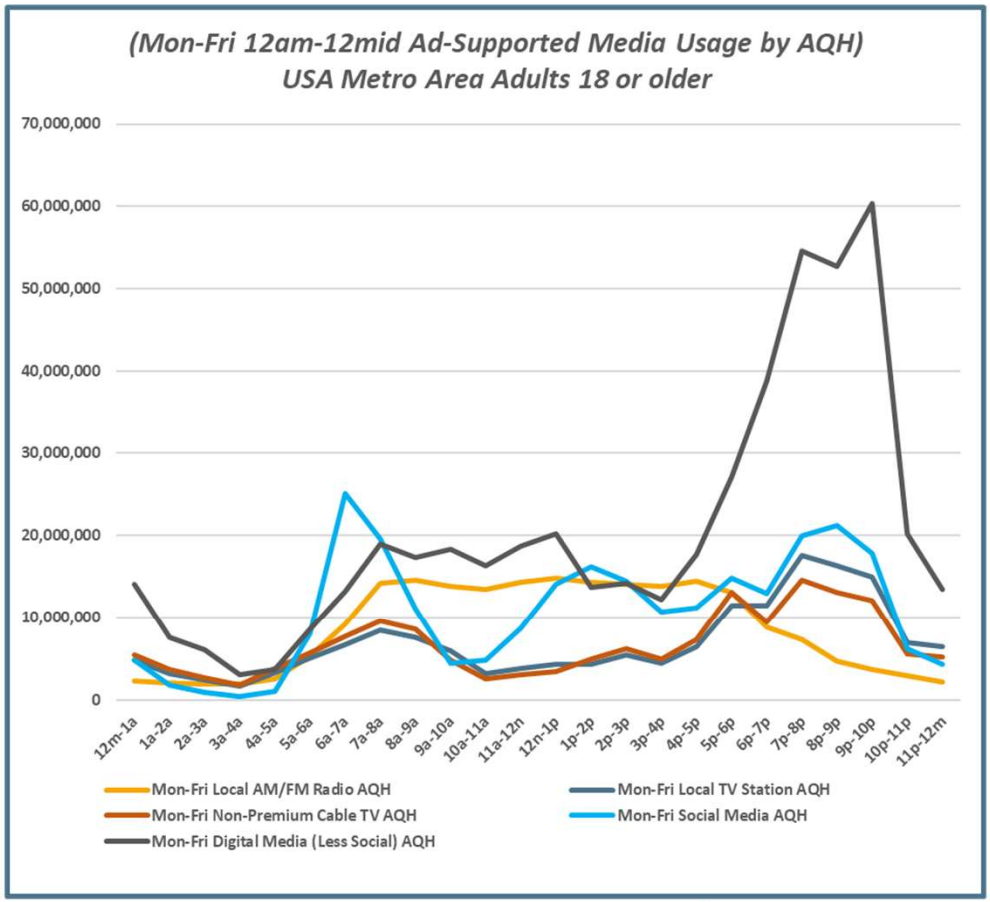
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 659,757; Social Media: 469,199; Local Radio: 465,716; Non-Prem. Cable: 289,099; Local TV: 248,057 reaching Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Veh





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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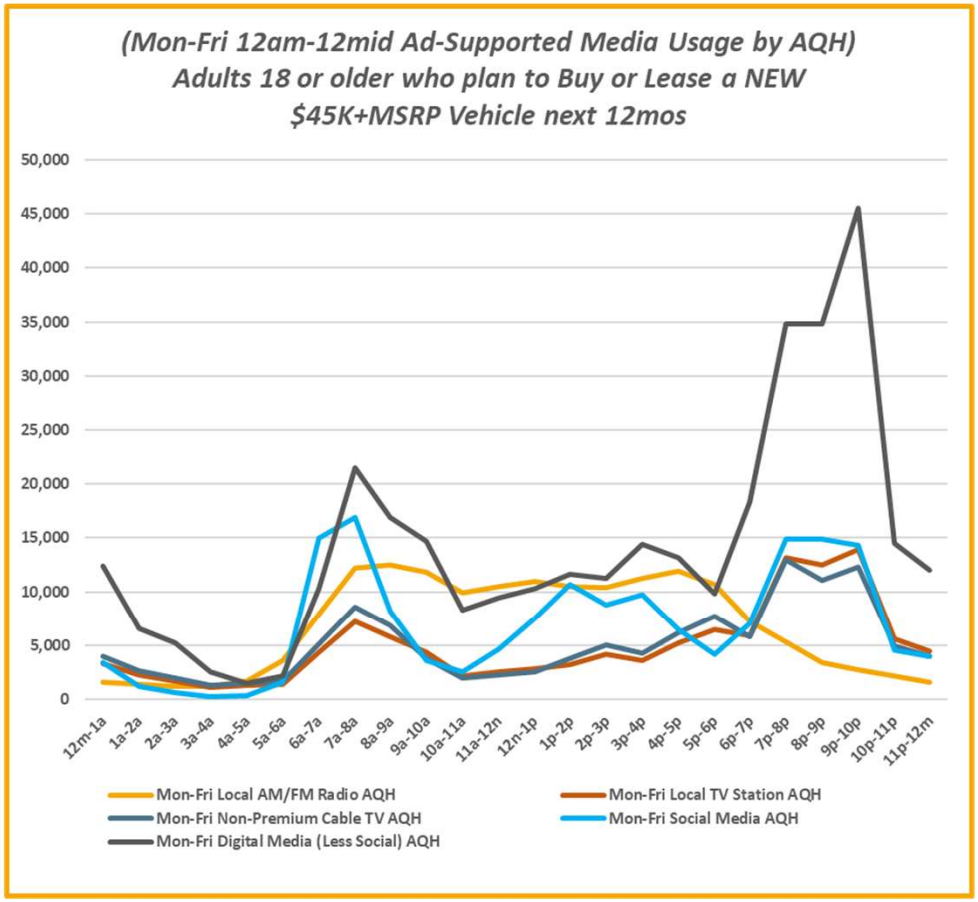
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

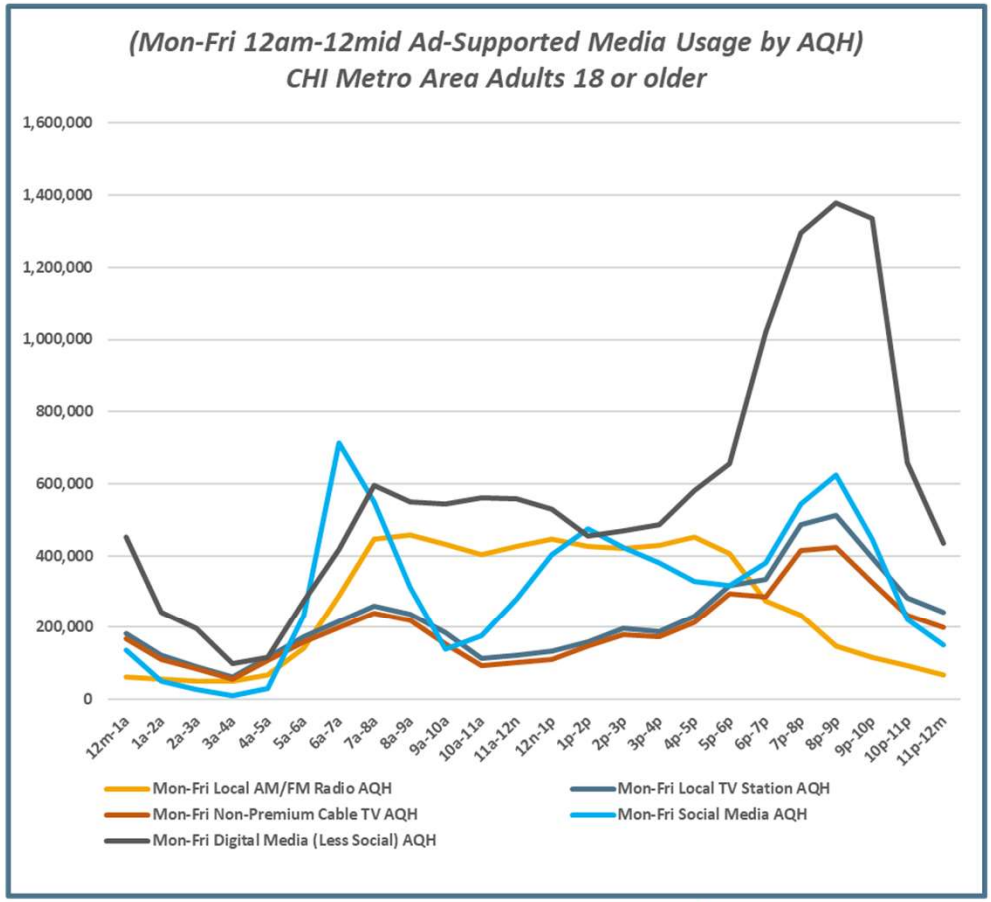
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,085; Local Radio: 10,601; Social Media: 8,094; Non-Prem. Cable: 4,912; Local TV: 4,438 reaching Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle nex



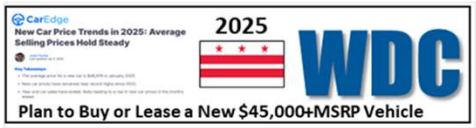


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 82

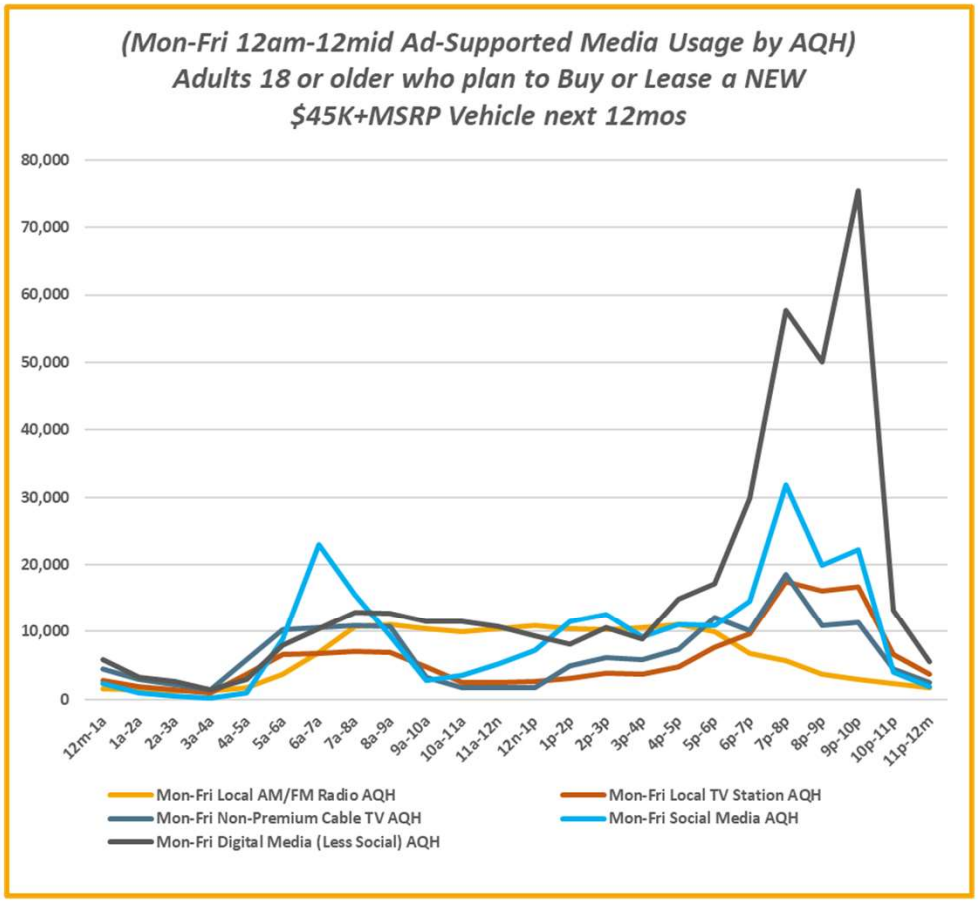
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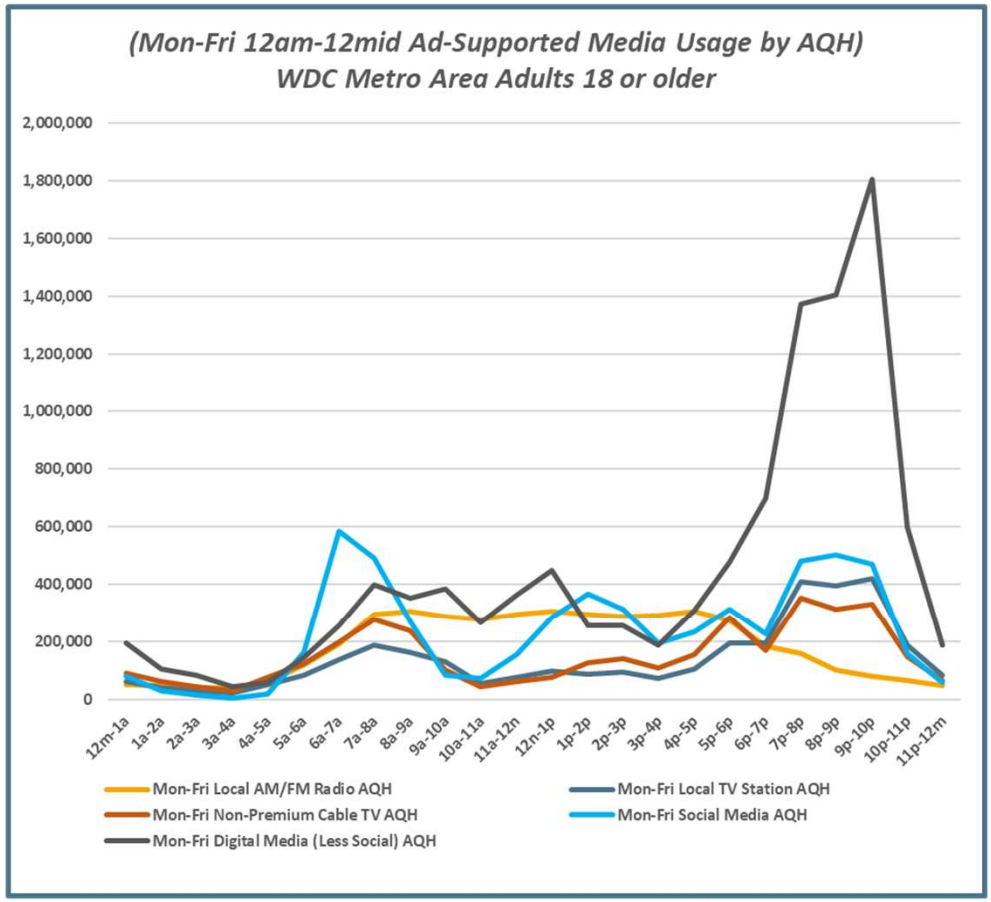
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,970; Social Media: 10,486; Local Radio: 9,989; Non-Prem. Cable: 6,690; Local TV: 5,066 reaching Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle nex





WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 231

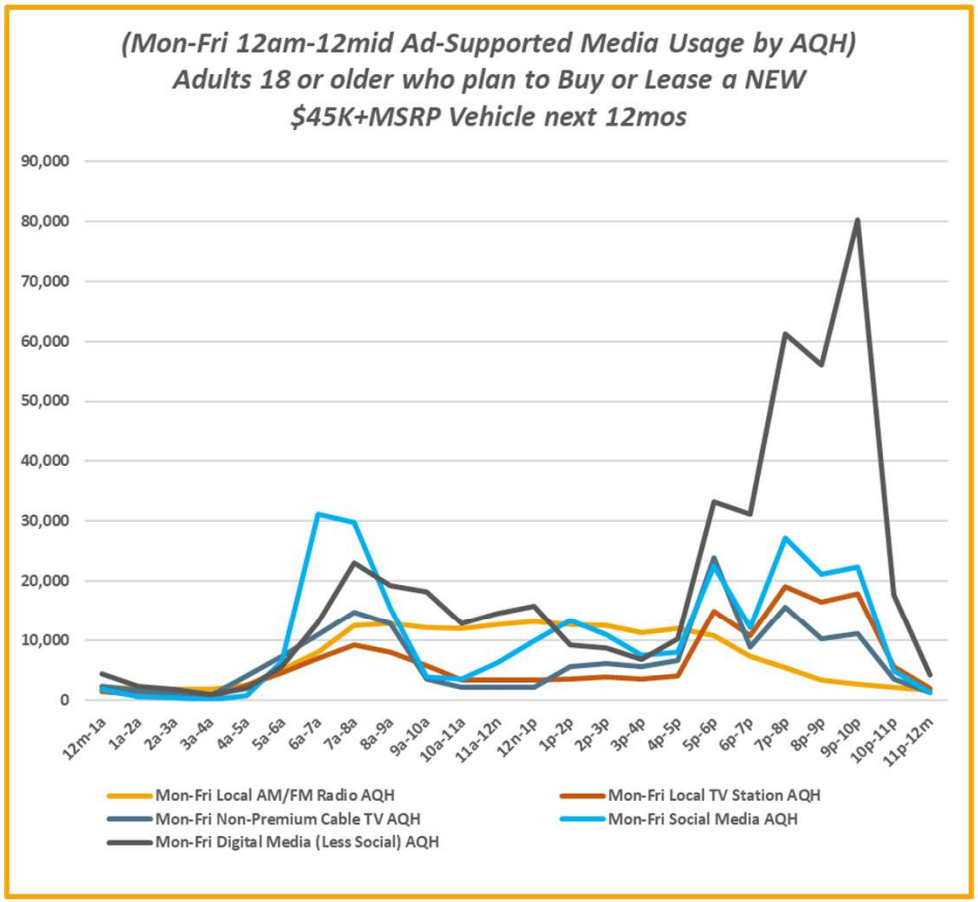
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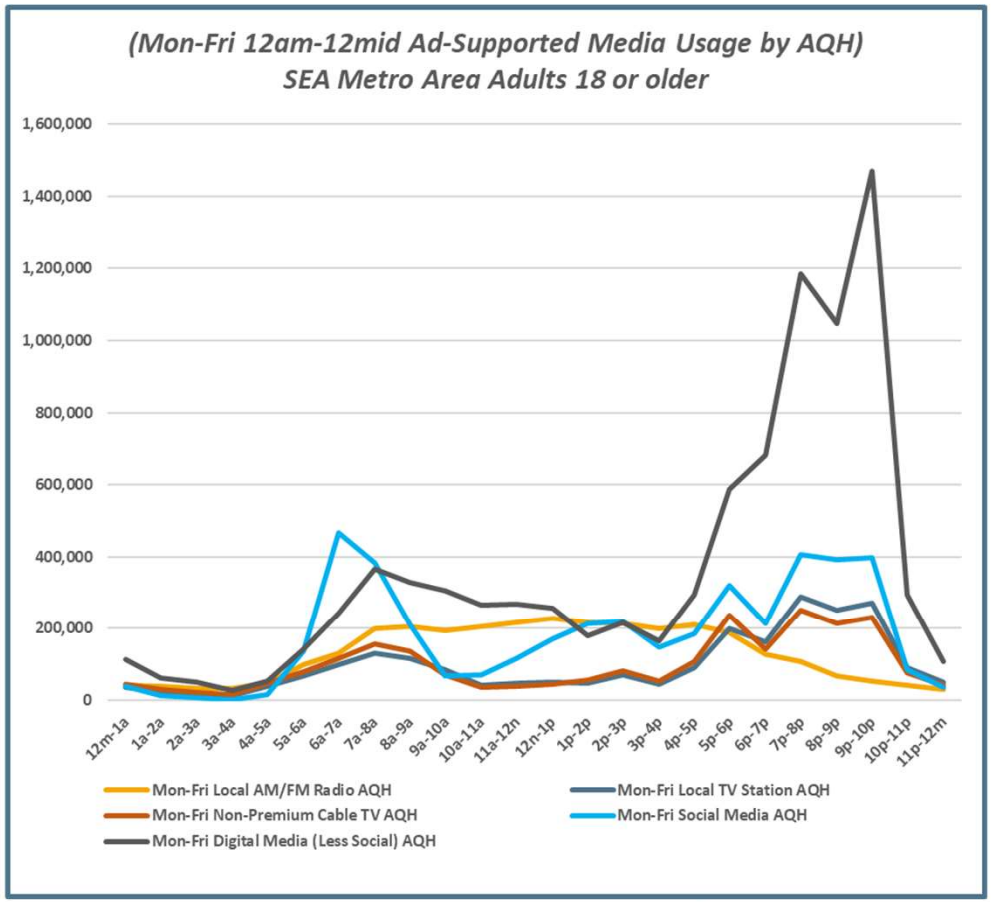
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,630; Social Media: 13,433; Local Radio: 11,537; Non-Prem. Cable: 8,112; Local TV: 6,251 reaching Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle ne





SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 209

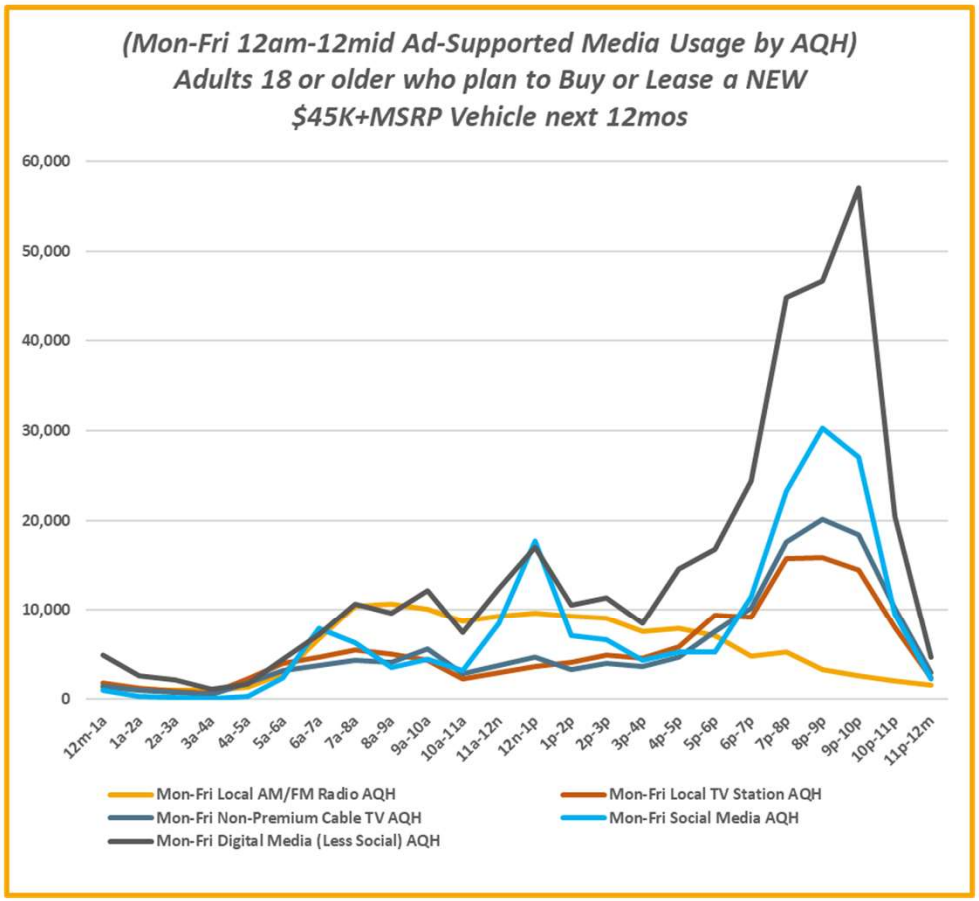
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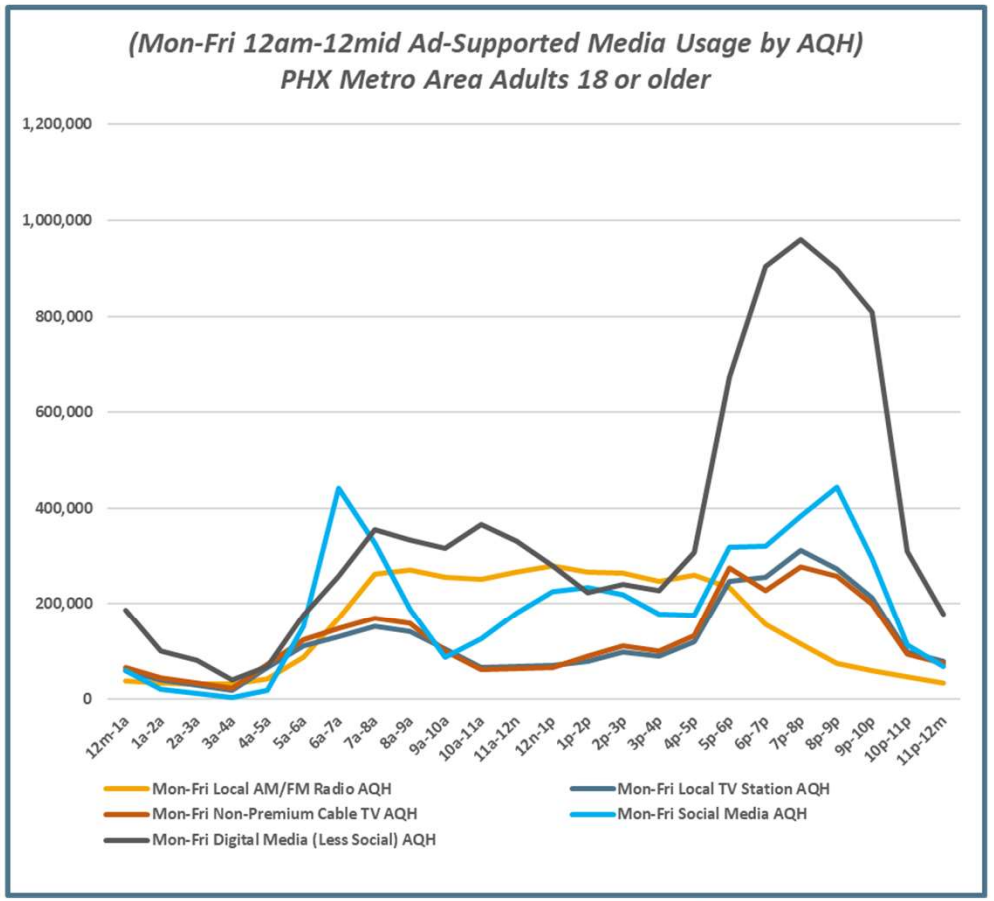
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,531; Local Radio: 8,569; Social Media: 7,053; Local TV: 5,117; Non-Prem. Cable: 4,806 reaching Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next





PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

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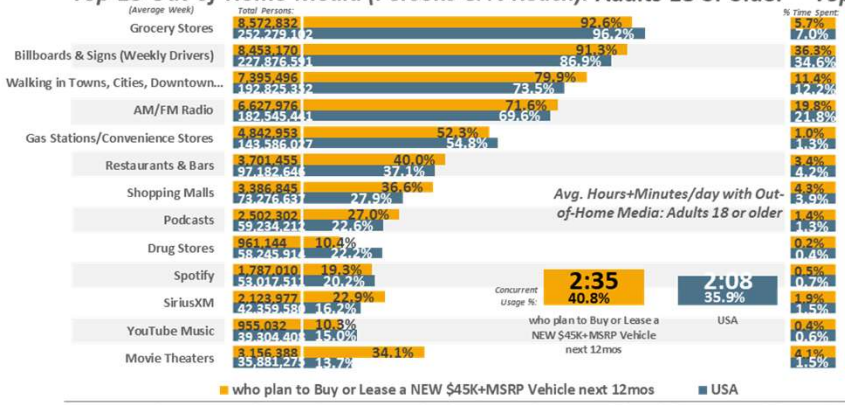
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

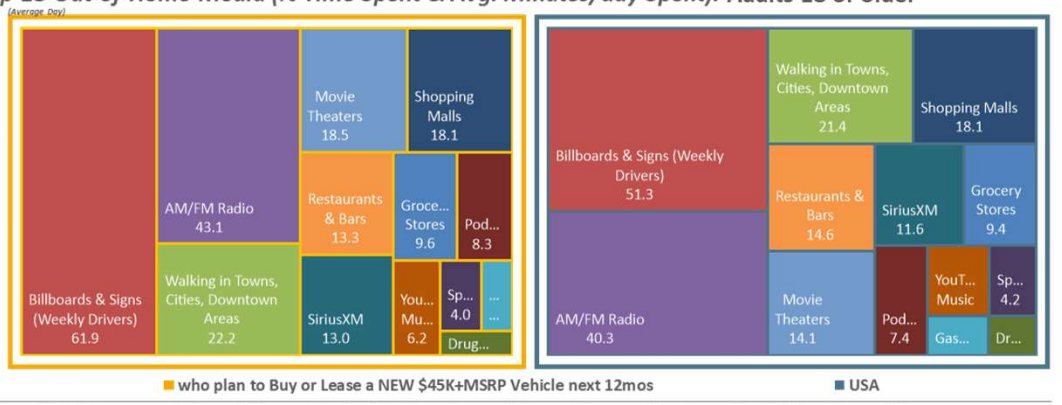


8,453,170 or 91.3% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 61.9 minutes per day driving, seeing Billboards and Signs. 66.% Listen to Local Radio Stations Out-of-Home for an average of 35.4 minu

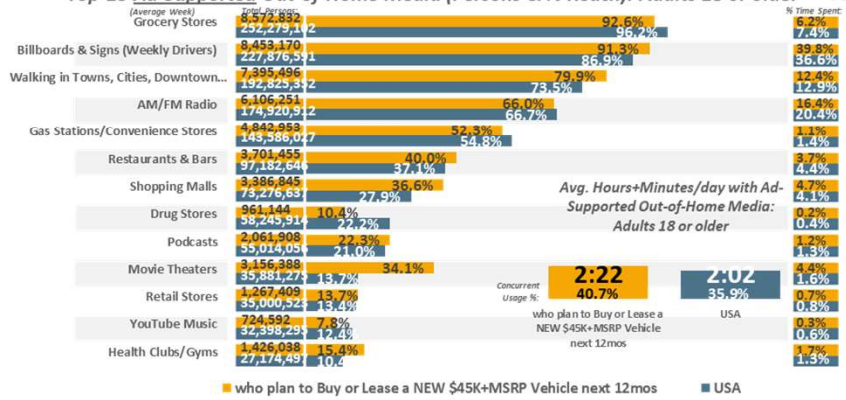
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



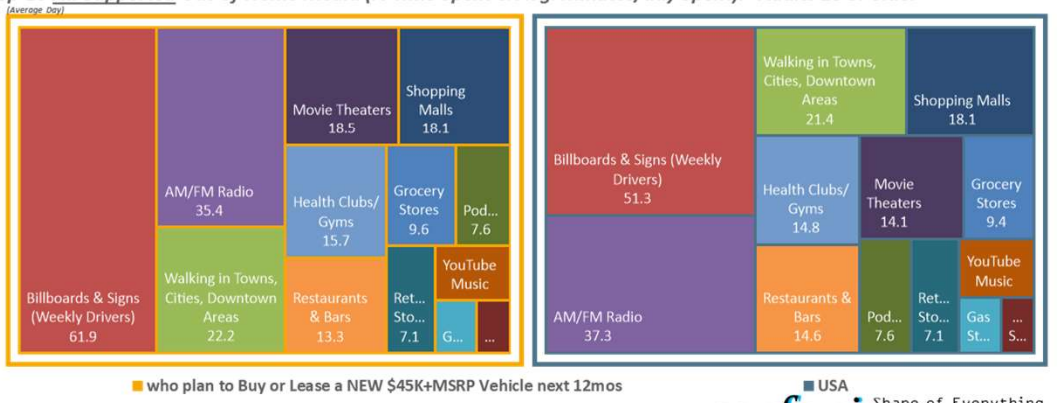
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

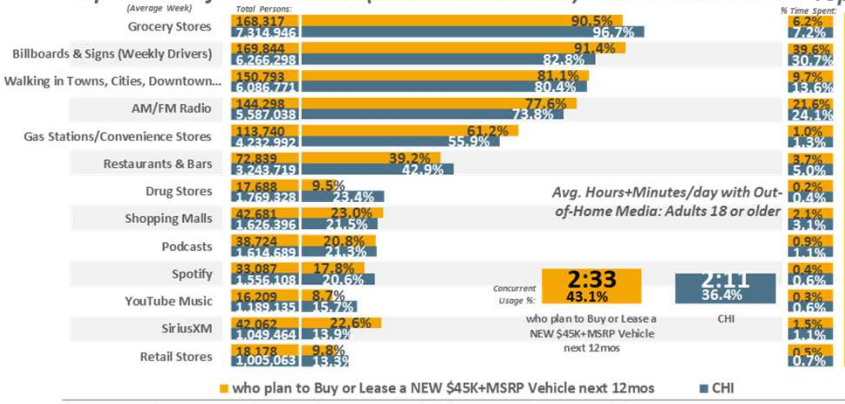
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

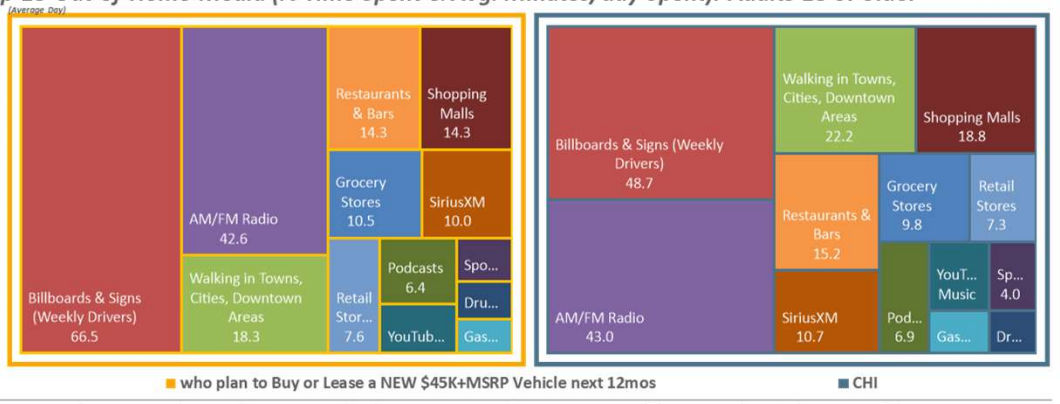


169,844 or 91.4% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 66.5 minutes per day driving, seeing Billboards and Signs. 73.6% Listen to Local Radio Stations Out-of-Home for an average of 39.7 minut

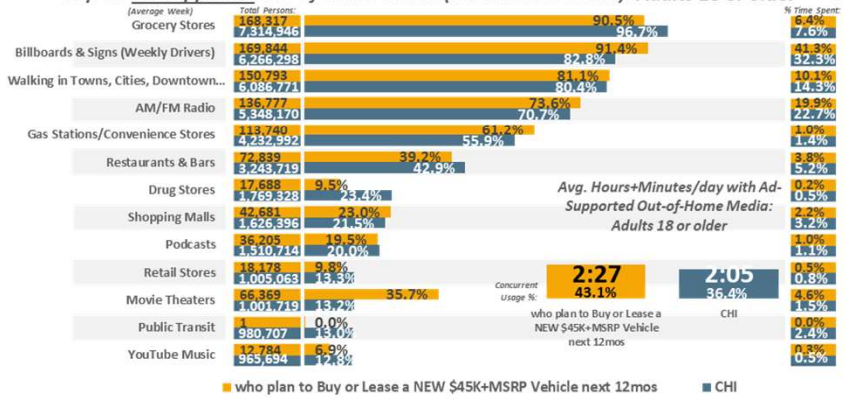
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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

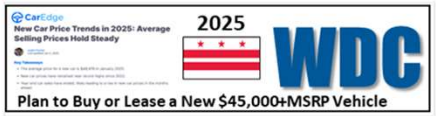


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 82

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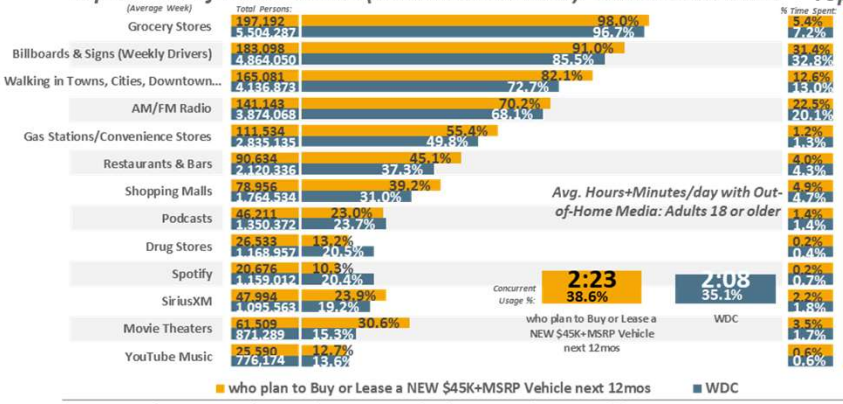
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

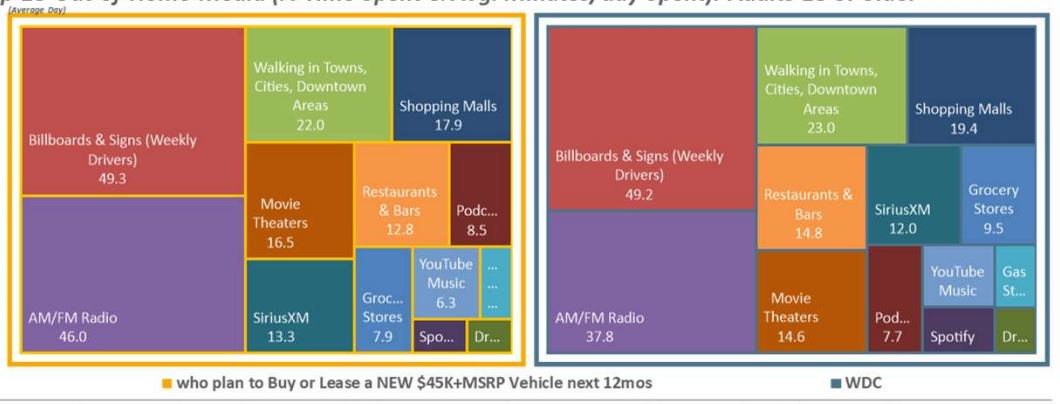


183,098 or 91.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 49.3 minutes per day driving, seeing Billboards and Signs. 65.3% Listen to Local Radio Stations Out-of-Home for an average of 39.2 minute

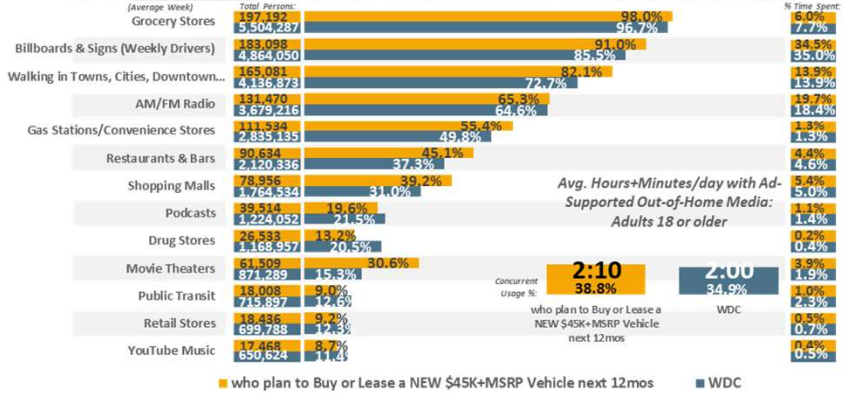
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



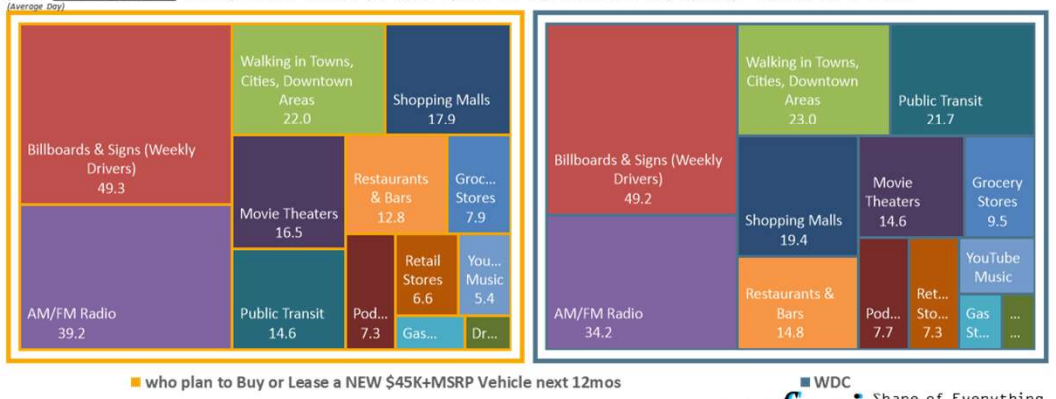
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 231

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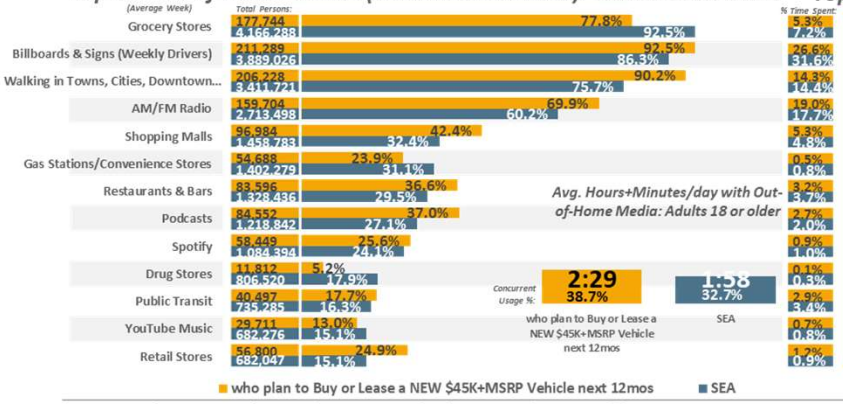
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

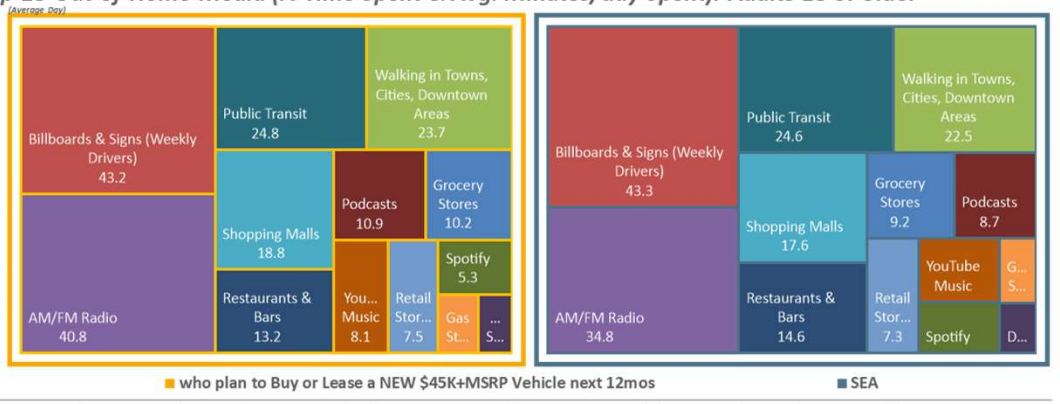


211,289 or 92.5% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 43.2 minutes per day driving, seeing Billboards and Signs. 66.1% Listen to Local Radio Stations Out-of-Home for an average of 31.3 minut

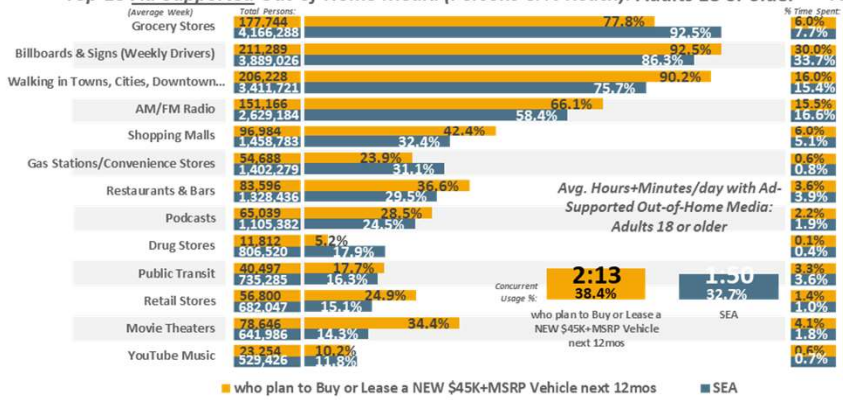
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



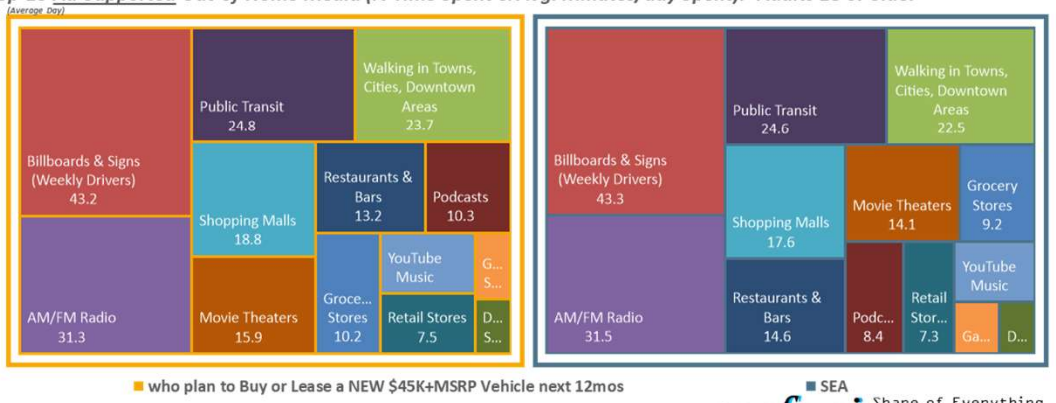
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

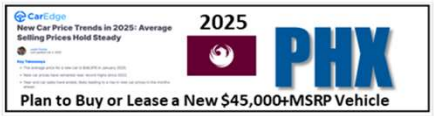


SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 209

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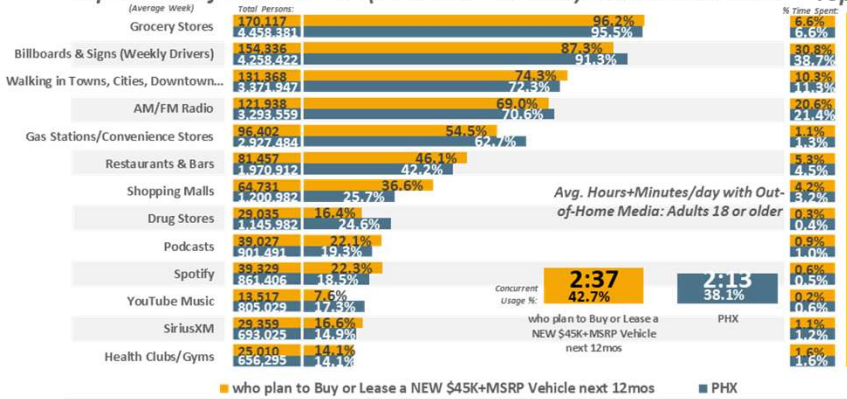
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

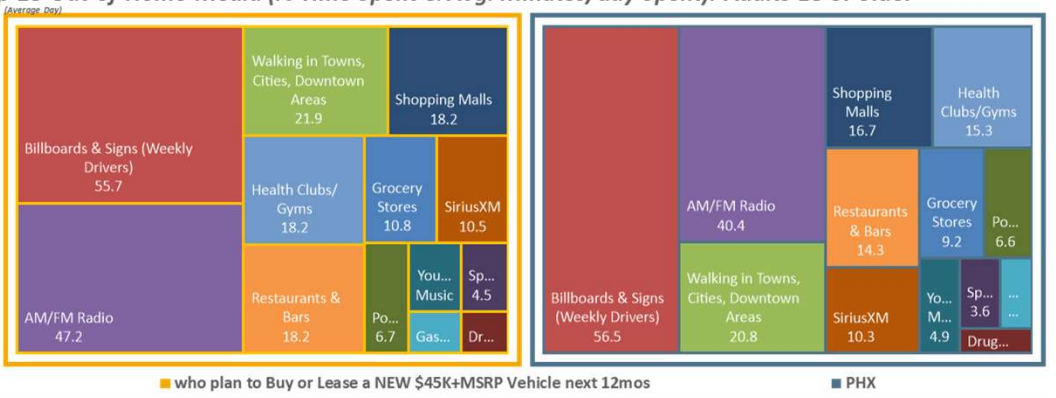


154,336 or 87.3% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 55.7 minutes per day driving, seeing Billboards and Signs. 63.7% Listen to Local Radio Stations Out-of-Home for an average of 37.5 minut

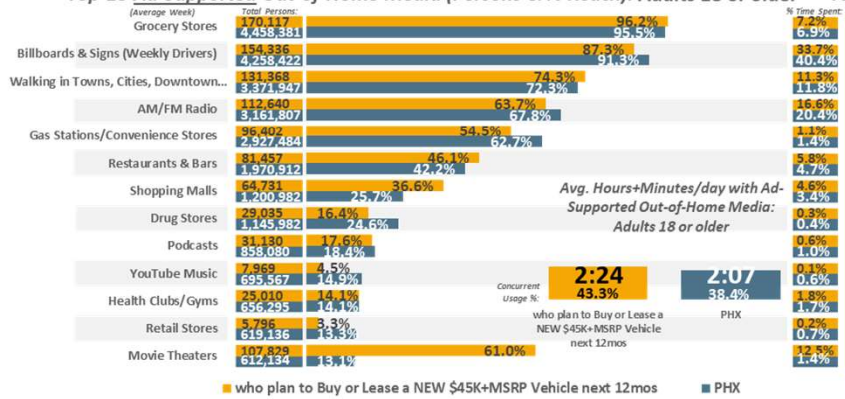
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



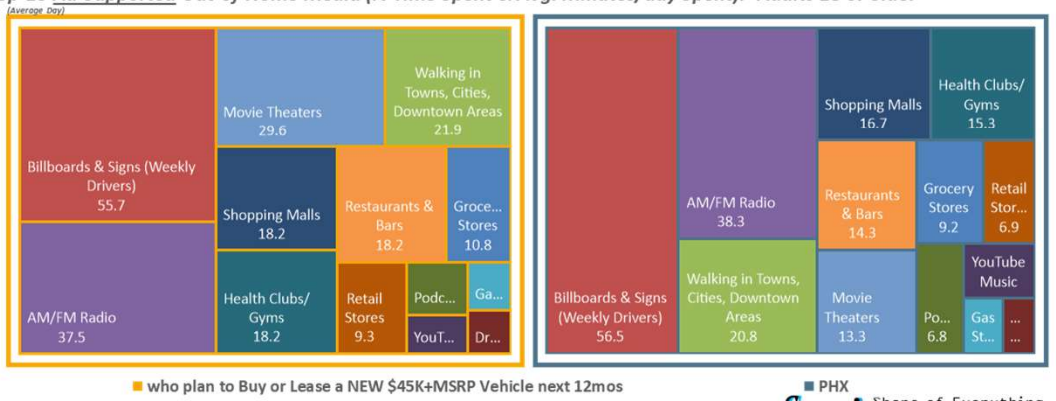
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

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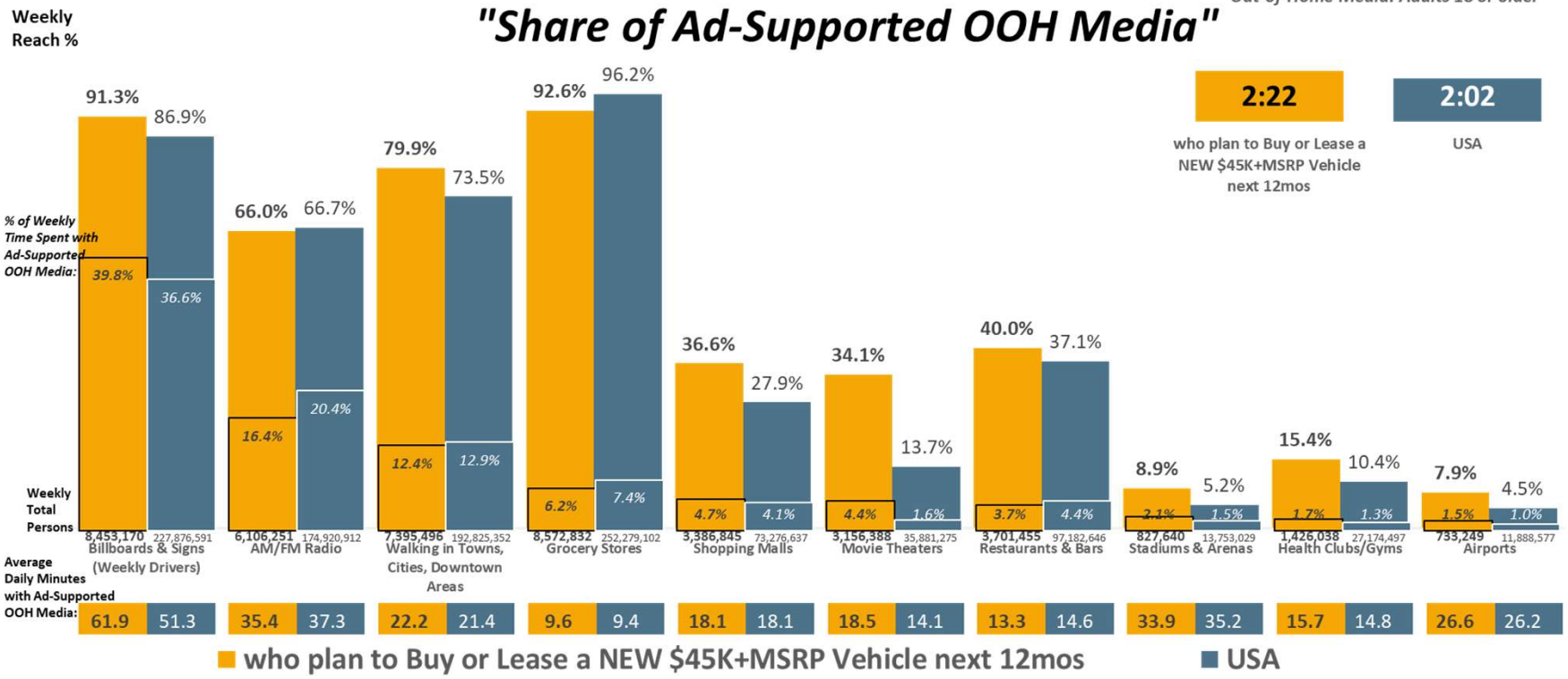
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



8,453,170 or 91.3% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 61.9 minutes per day driving, seeing Billboards and Signs representing 39.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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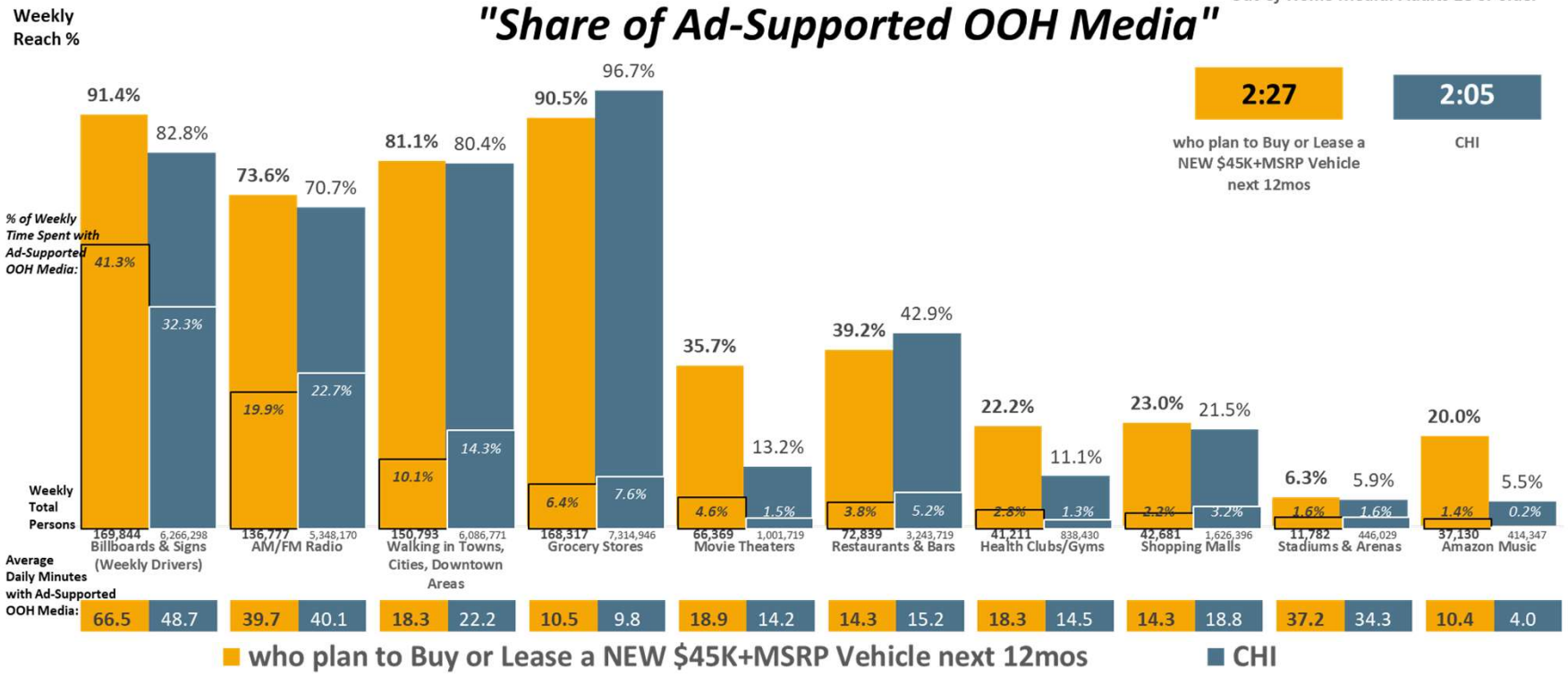
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



169,844 or 91.4% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 66.5 minutes per day driving, seeing Billboards and Signs representing 41.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"

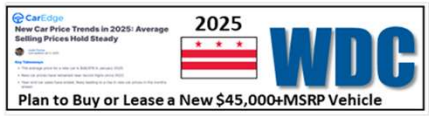


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 82 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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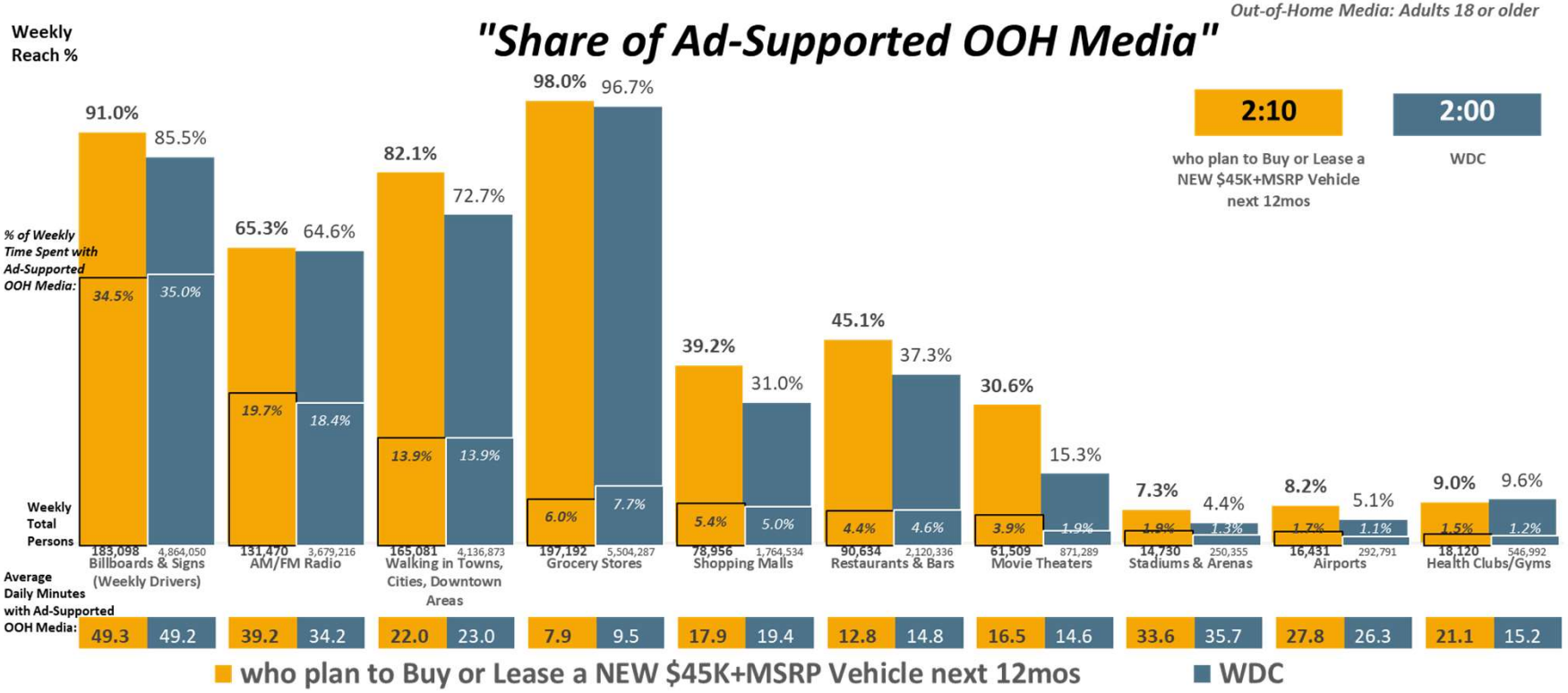
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



183,098 or 91.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 49.3 minutes per day driving, seeing Billboards and Signs representing 34.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 231 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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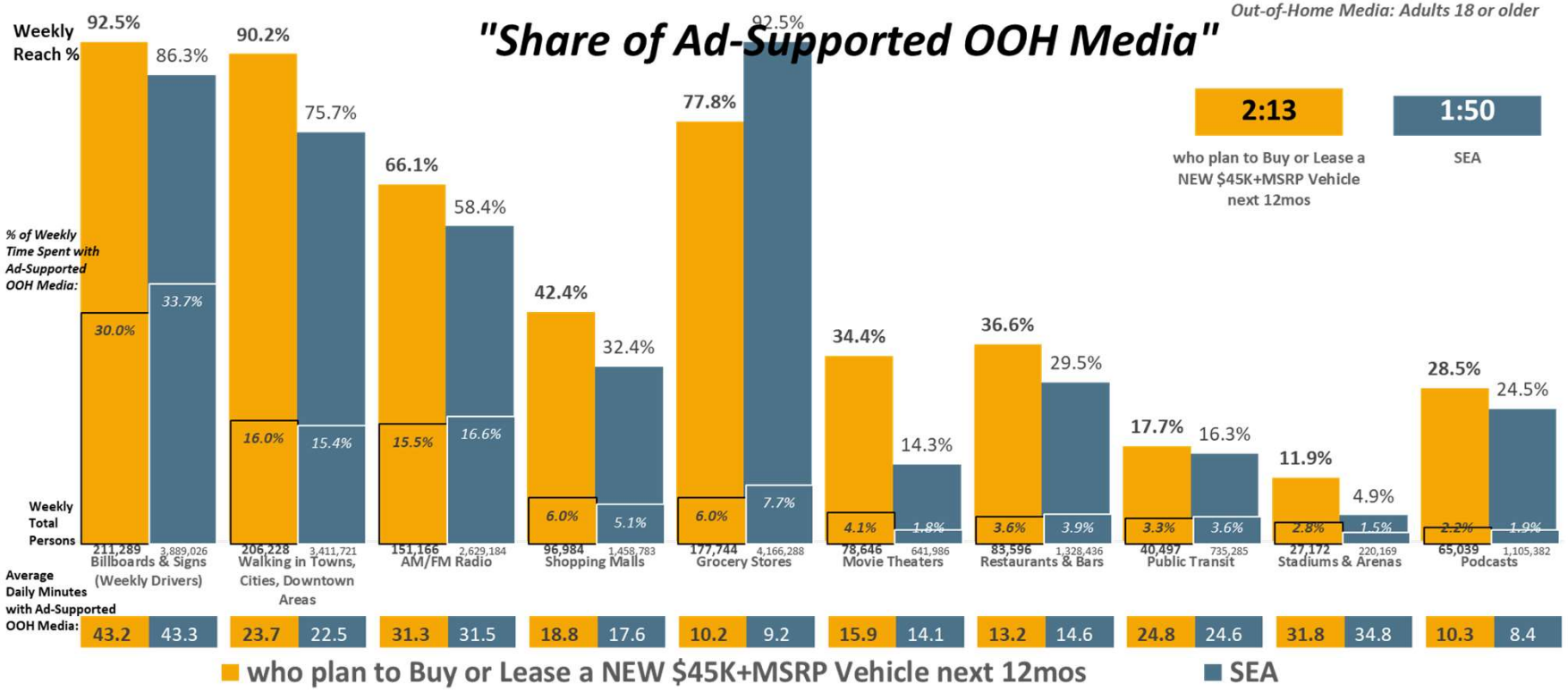
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



211,289 or 92.5% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 43.2 minutes per day driving, seeing Billboards and Signs representing 30.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 209 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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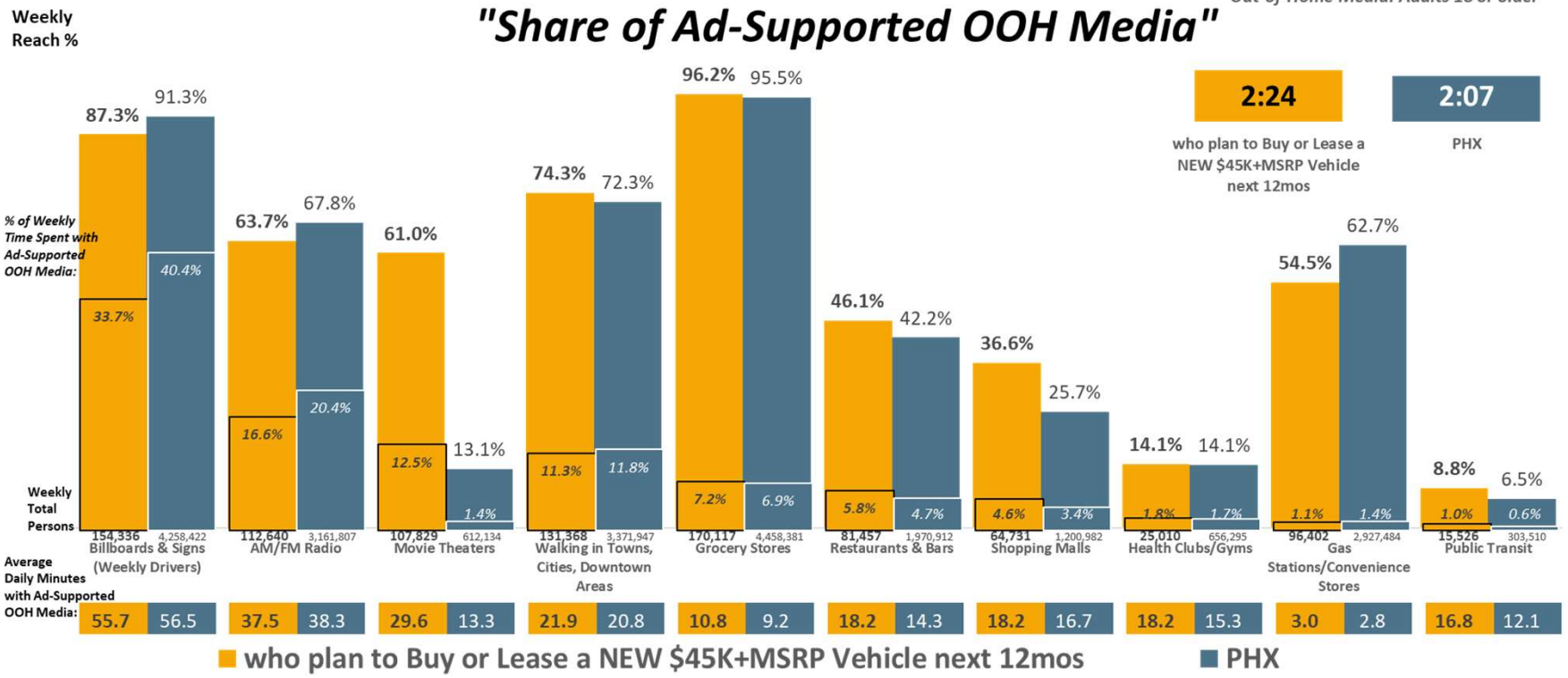
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



154,336 or 87.3% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 55.7 minutes per day driving, seeing Billboards and Signs representing 33.7% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"

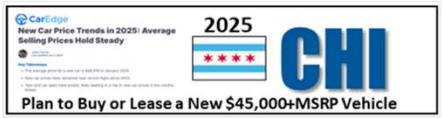


PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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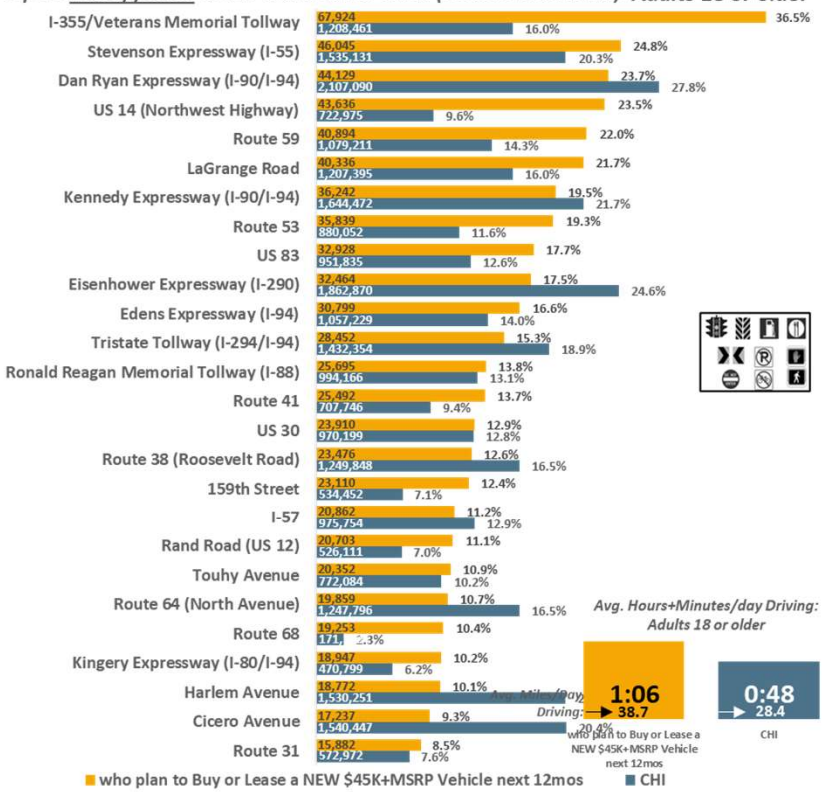
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

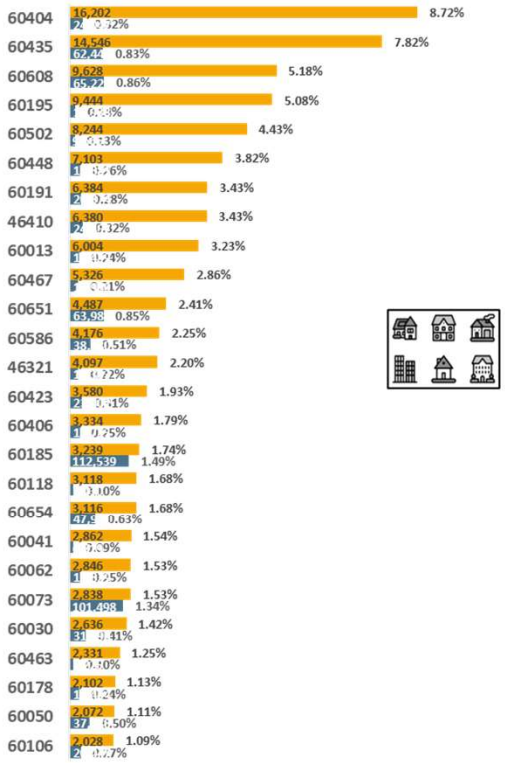


169,844 or 91.4% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 66.5 minutes per day driving an average of 38.7 miles each day and are 145.6% more likely to use US 14 (Northwest Highway) than the Metr

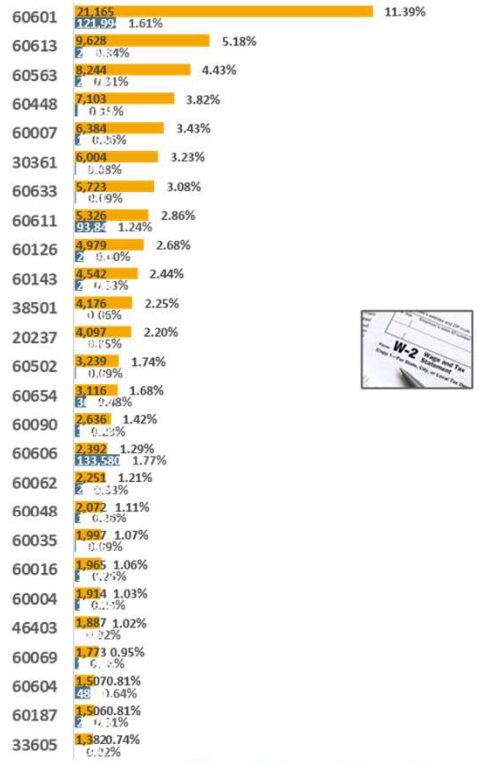
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

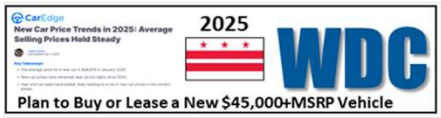


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CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 82

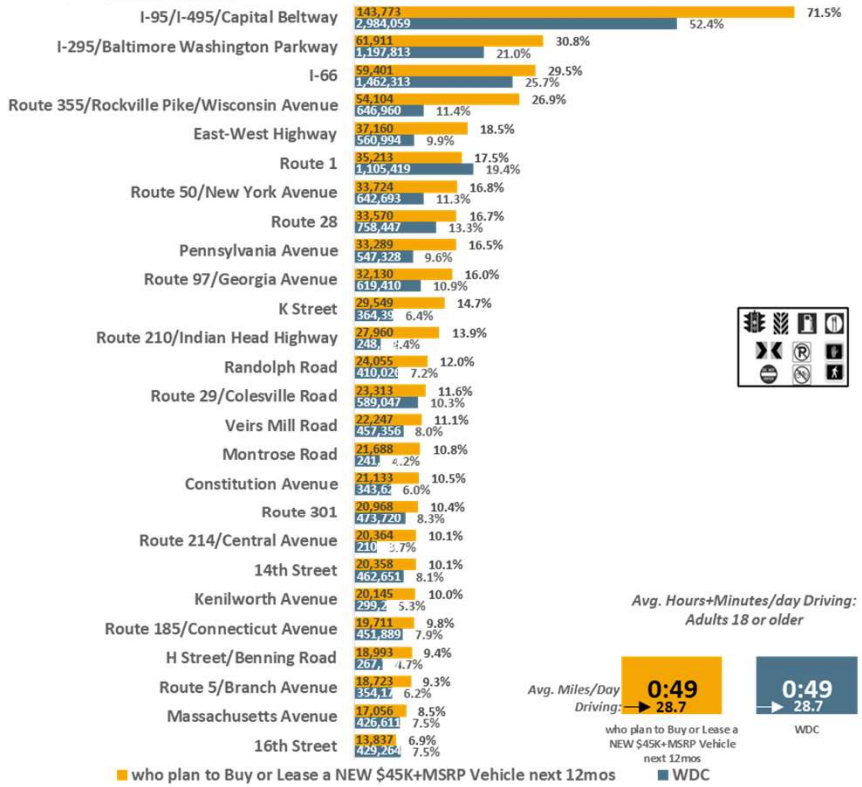
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



183,098 or 91.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 49.3 minutes per day driving an average of 28.7 miles each day and are 218.7% more likely to use Route 210/Indian Head Highway than the M

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



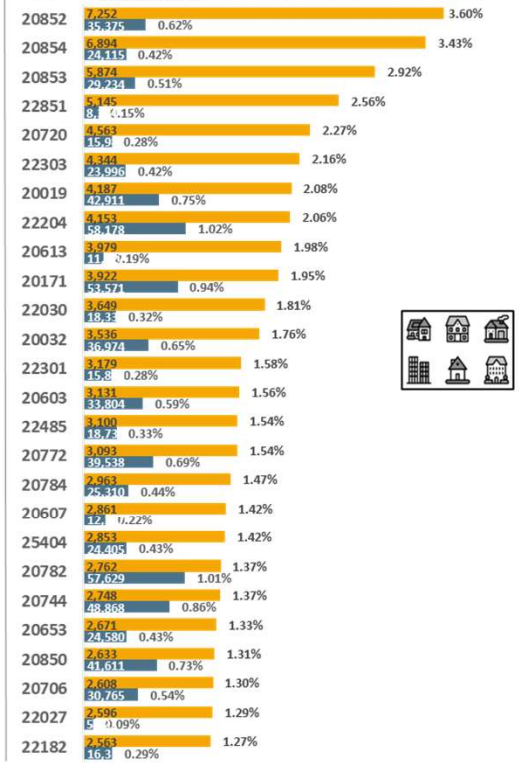
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 28.7

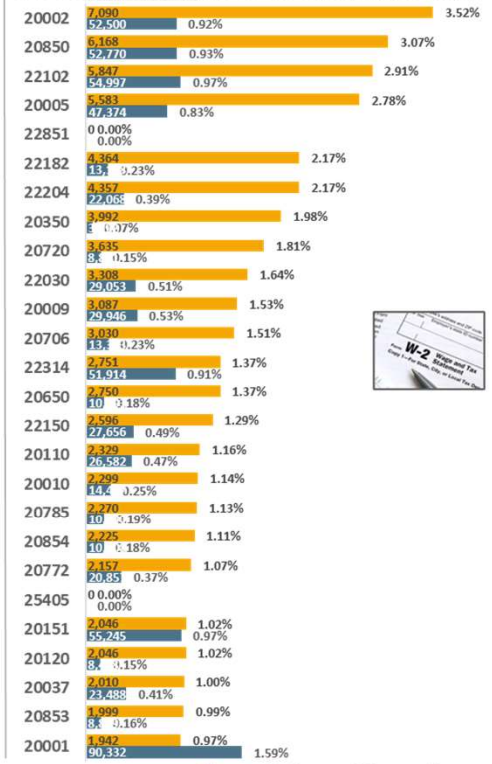
0:49 — who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos

0:49 → 28.7 — WDC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 231

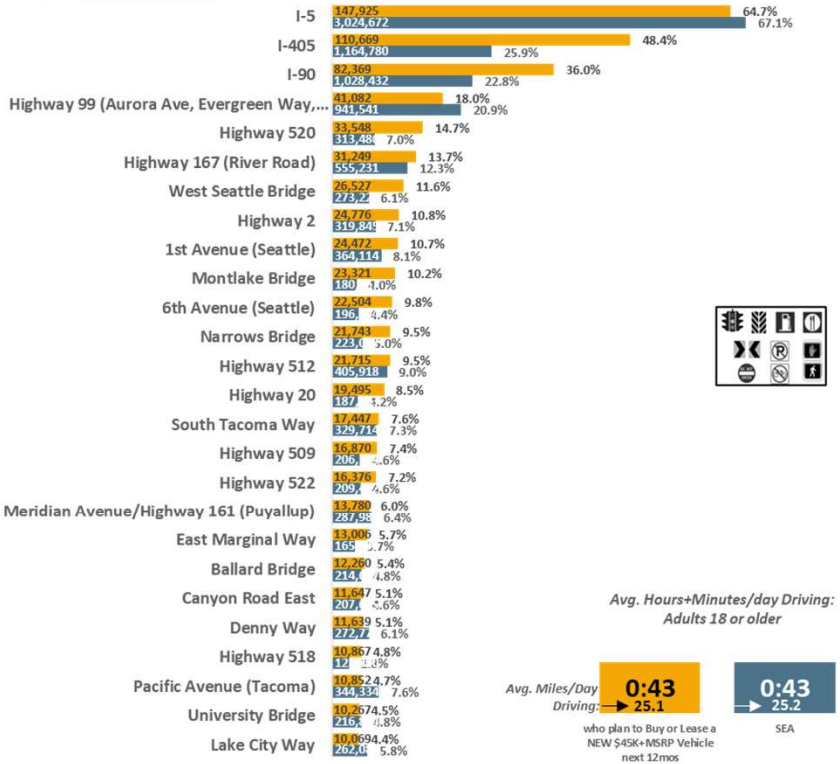
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



211,289 or 92.5% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 43.2 minutes per day driving an average of 25.1 miles each day and are 154.9% more likely to use Montlake Bridge than the Metro average.

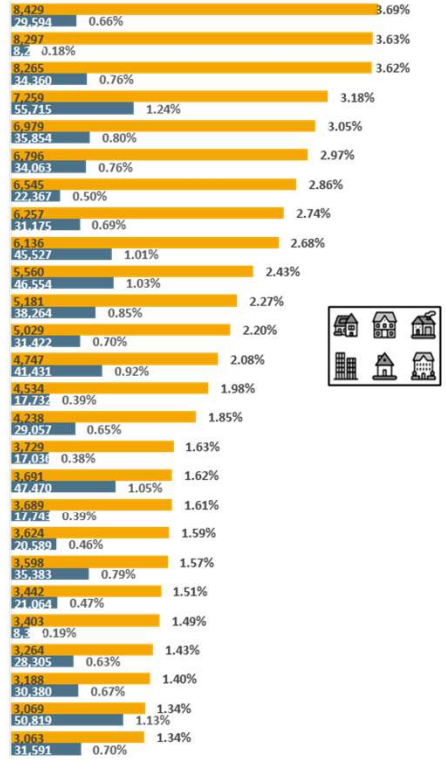
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



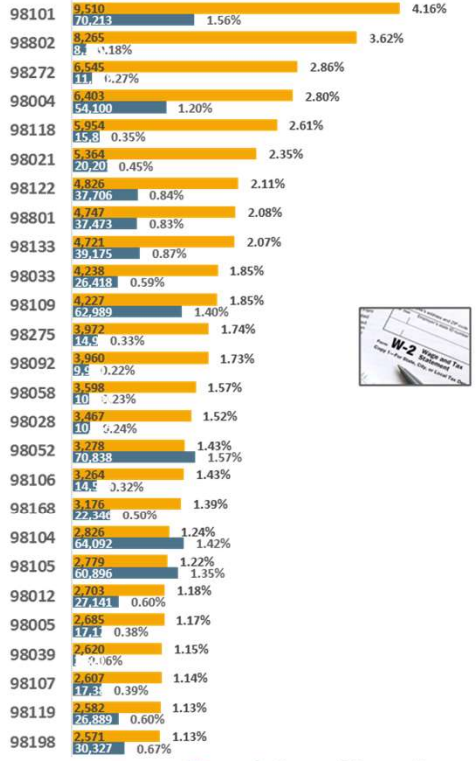
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 209

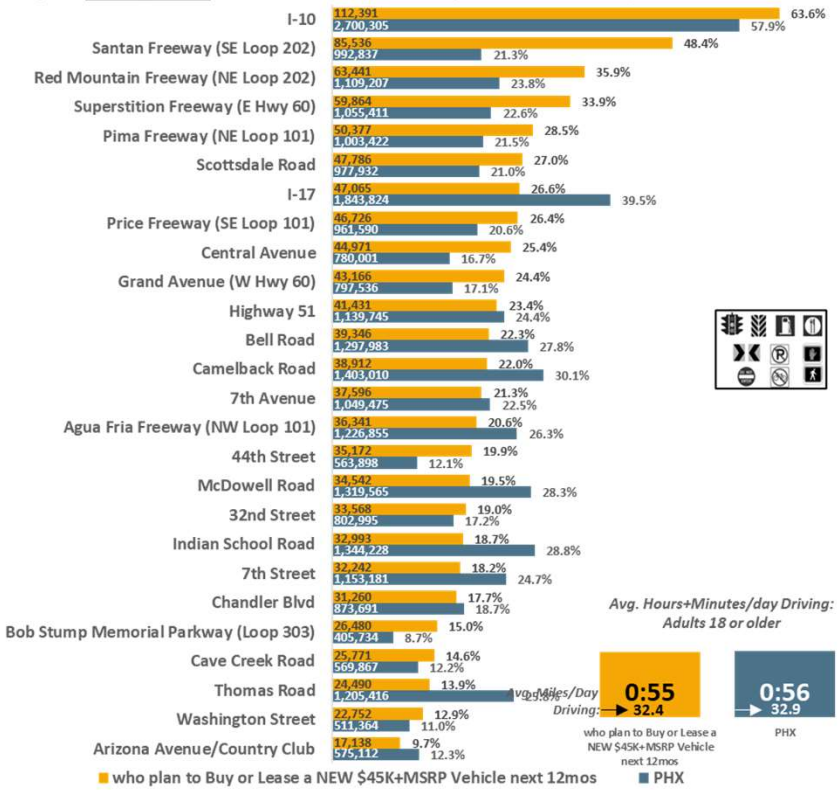
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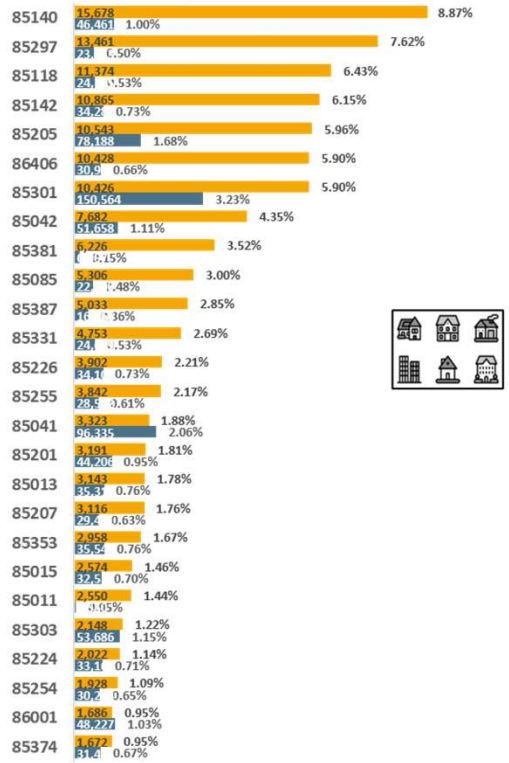


154,336 or 87.3% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 55.7 minutes per day driving an average of 32.4 miles each day and are 127.4% more likely to use Santan Freeway (SE Loop 202) than the M

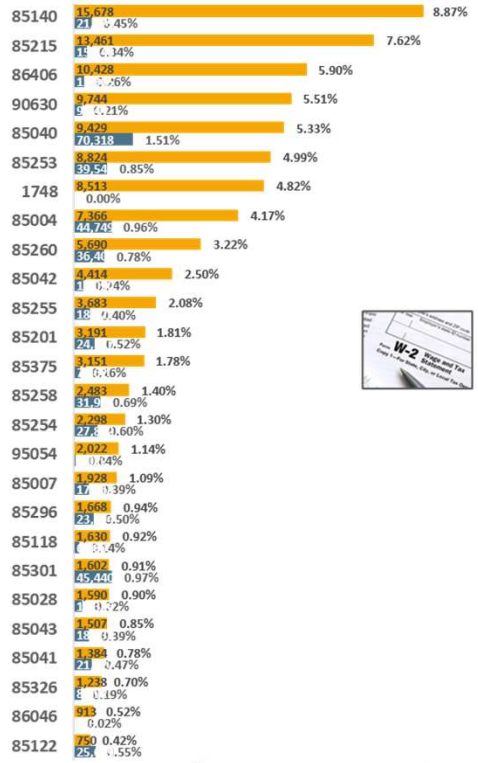
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



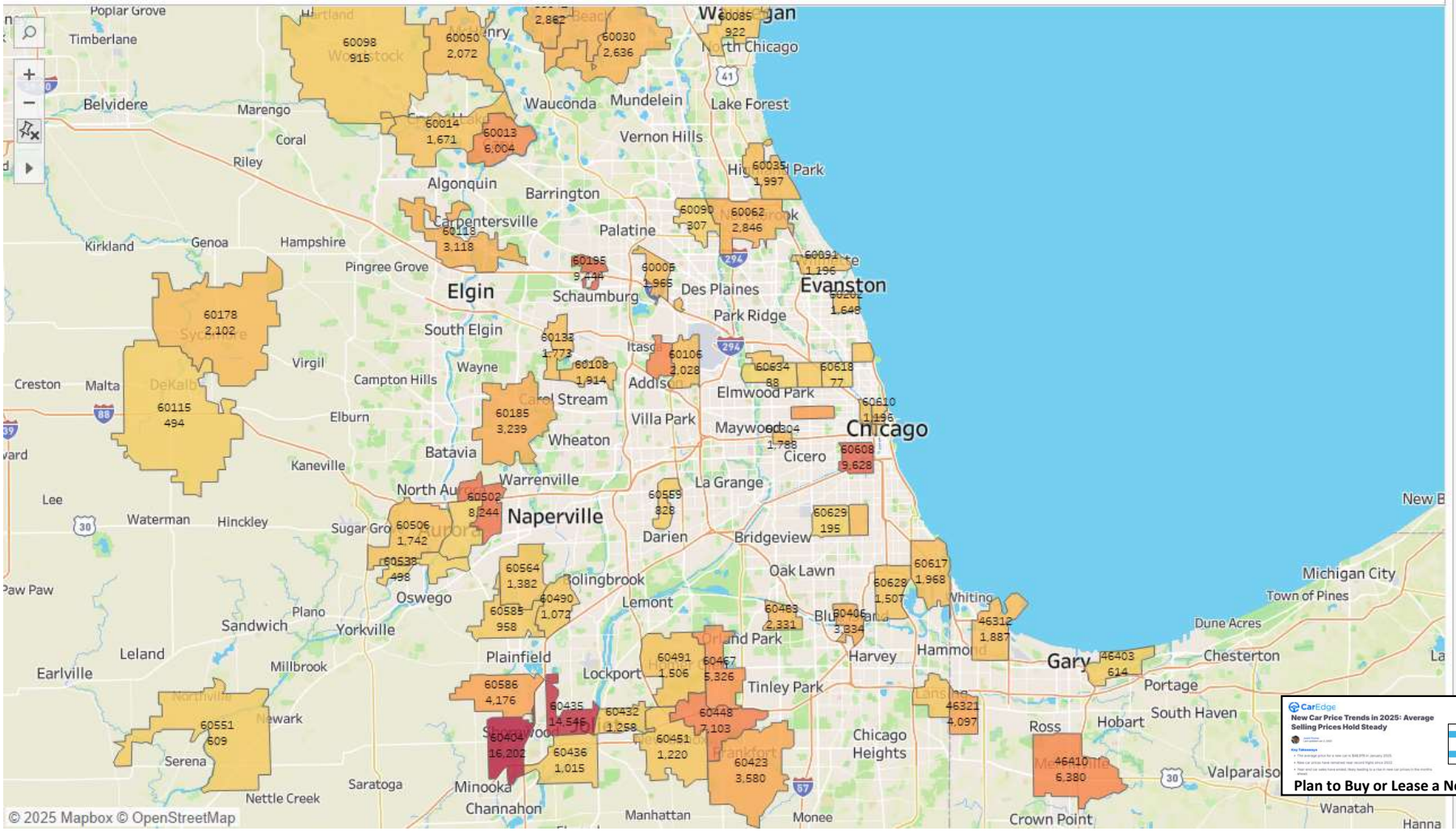
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

Top Residential Zip Codes: (Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos)



CarEdge
New Car Price Trends in 2025: Average Selling Prices Hold Steady

2025 CHI

Plan to Buy or Lease a New $45,000+MSRP Vehicle

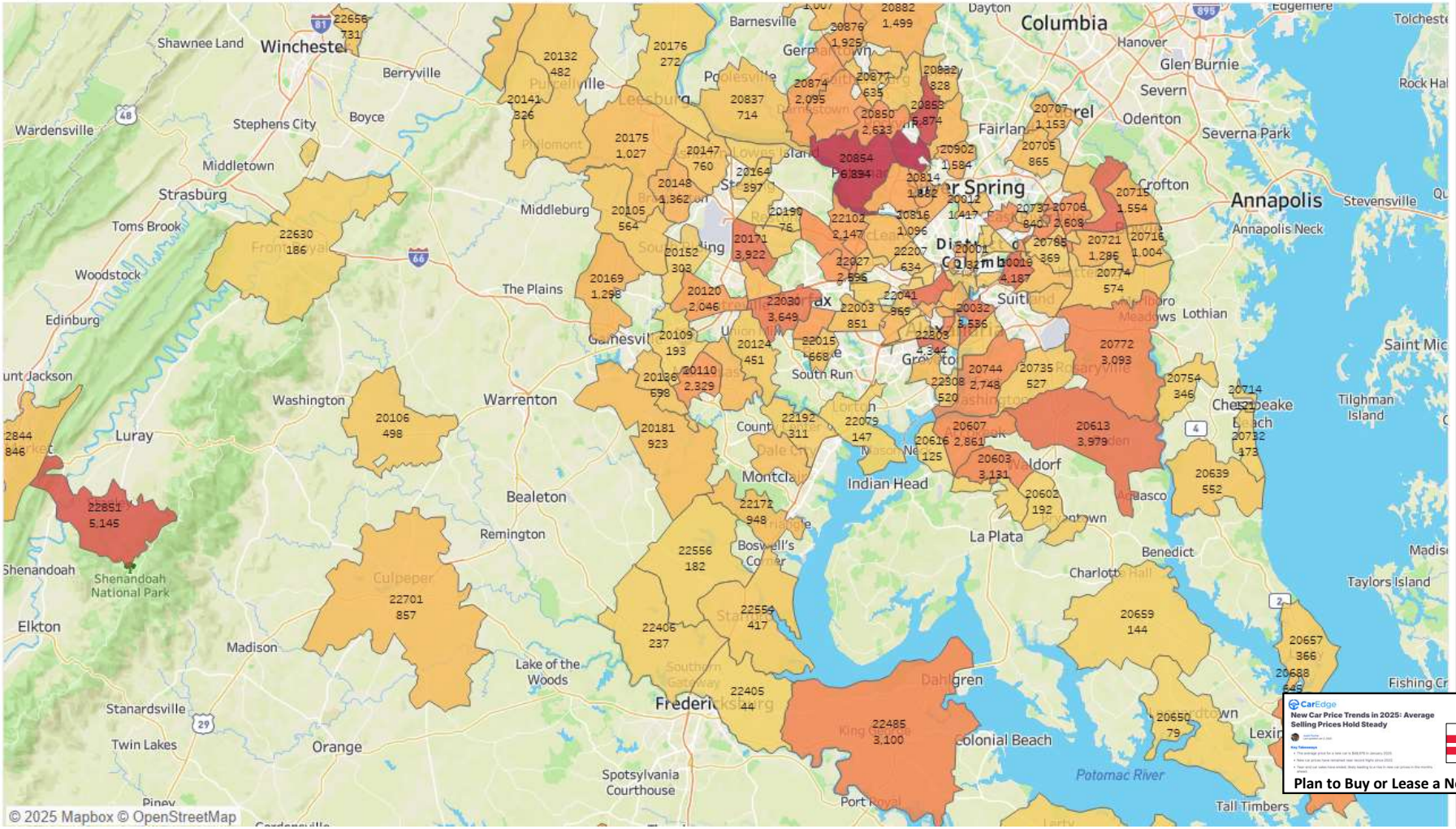
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 82

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Top Residential Zip Codes: (Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos)



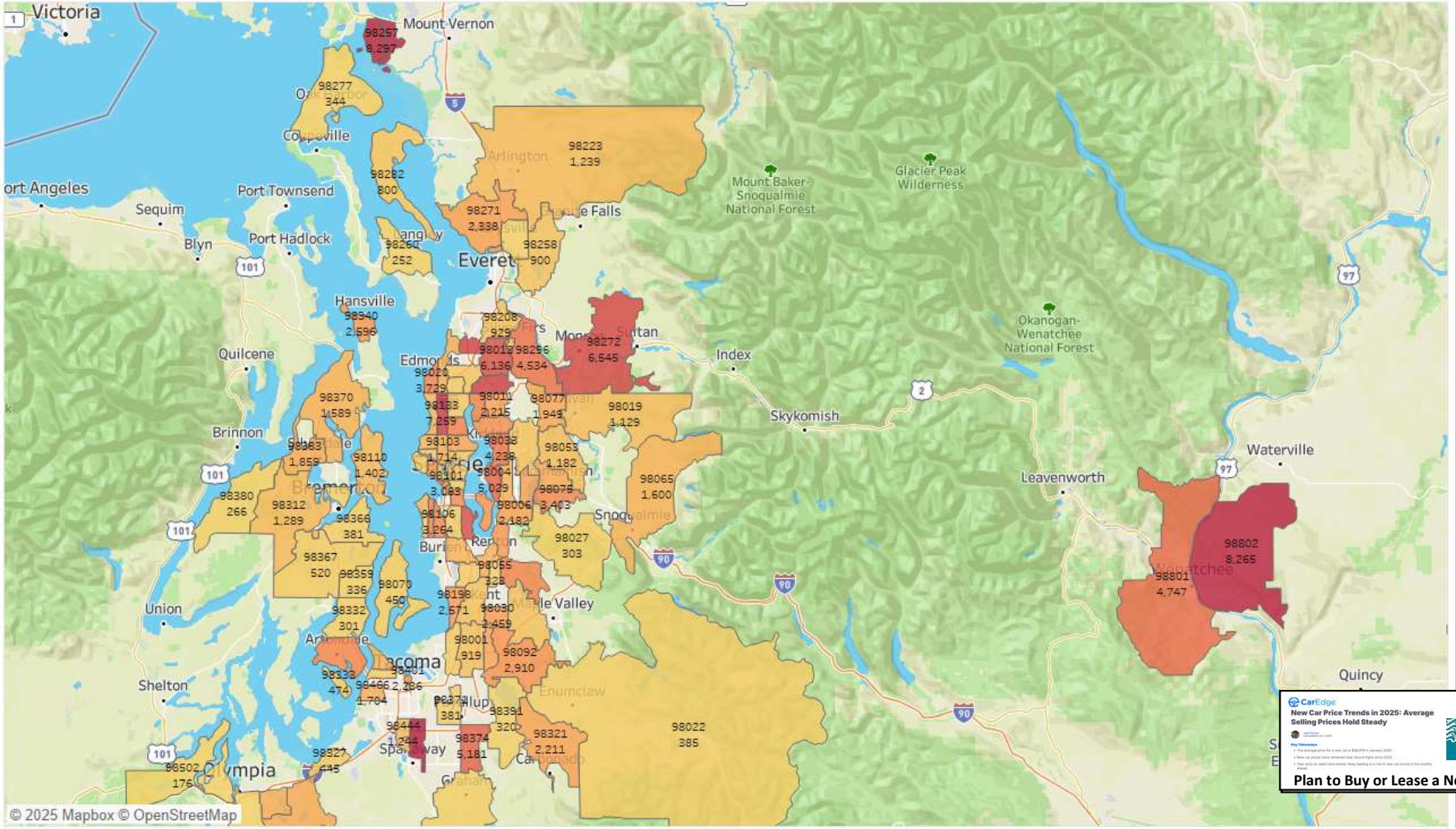
WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 231

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Top Residential Zip Codes: (Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos)



CarEdge
New Car Price Trends in 2025: Average Selling Prices Hold Steady

2025 SEA

Plan to Buy or Lease a New $45,000+MSRP Vehicle

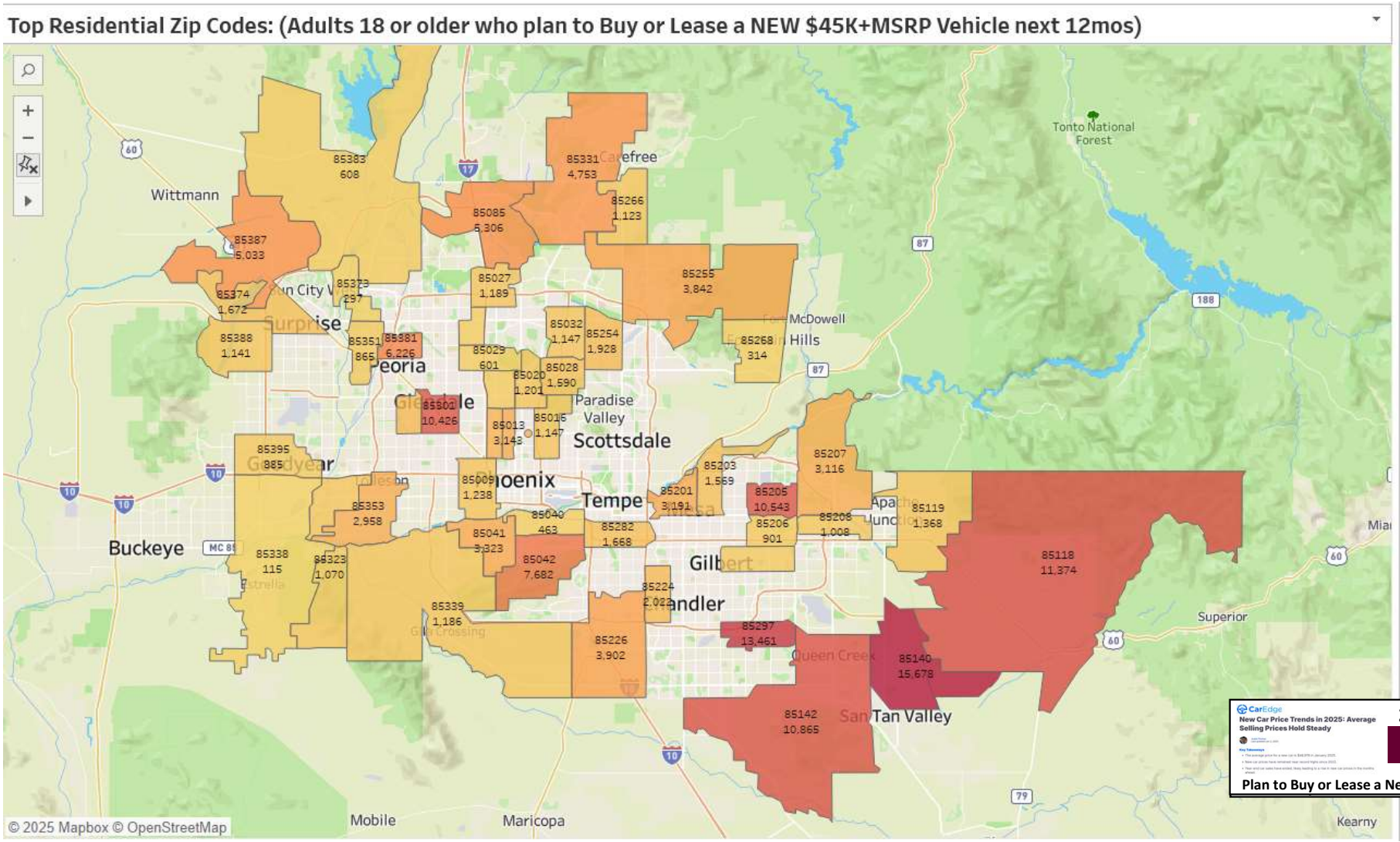
SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 209

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Top Residential Zip Codes: (Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos)



CarEdge
New Car Price Trends in 2025: Average Selling Prices Hold Steady

2025 PHX

Plan to Buy or Lease a New $45,000+MSRP Vehicle

PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

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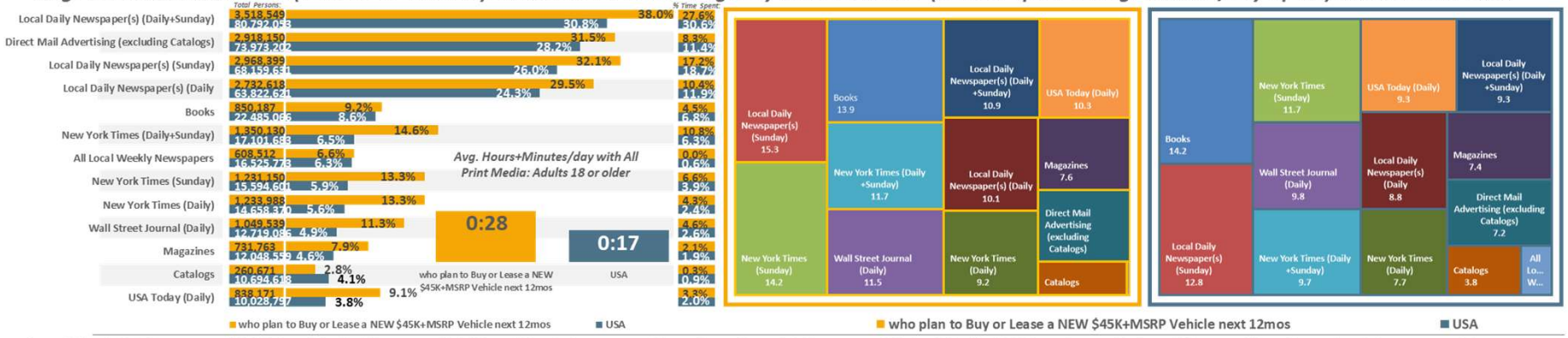
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

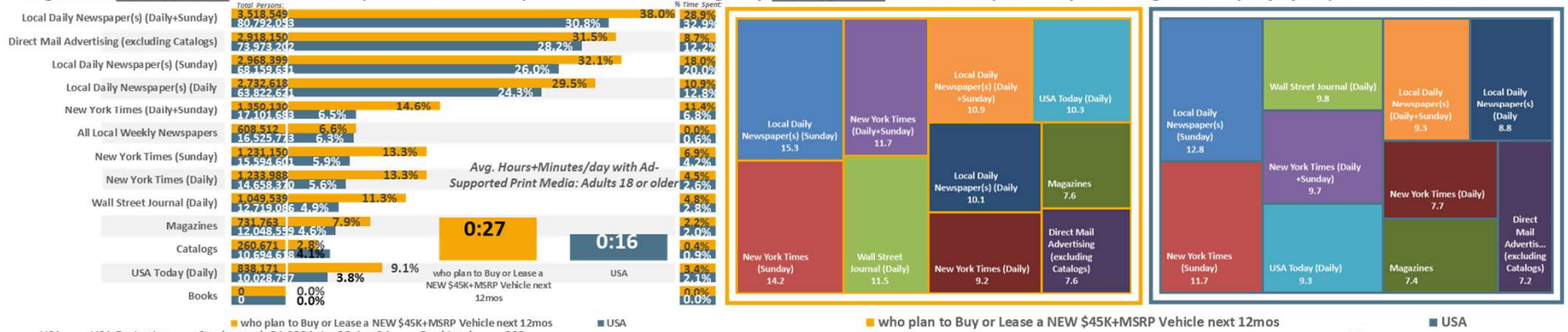


3,518,549 or 38.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 28.9% of all time spent daily with All forms of Print M

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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

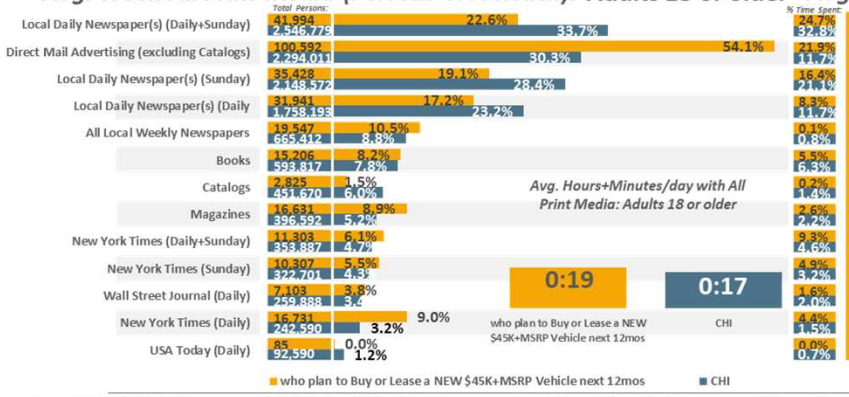
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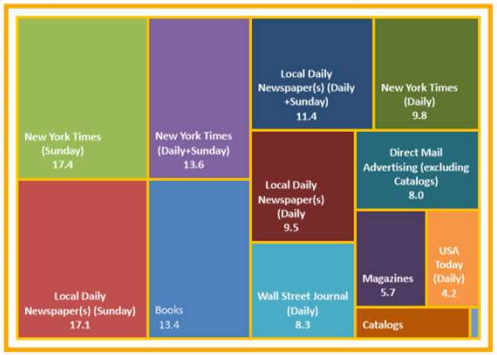
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

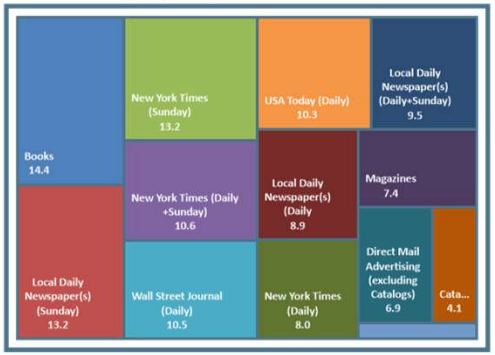


41,994 or 22.6% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.4 minutes every day representing 26.2% of all time spent daily with All forms of Print Med

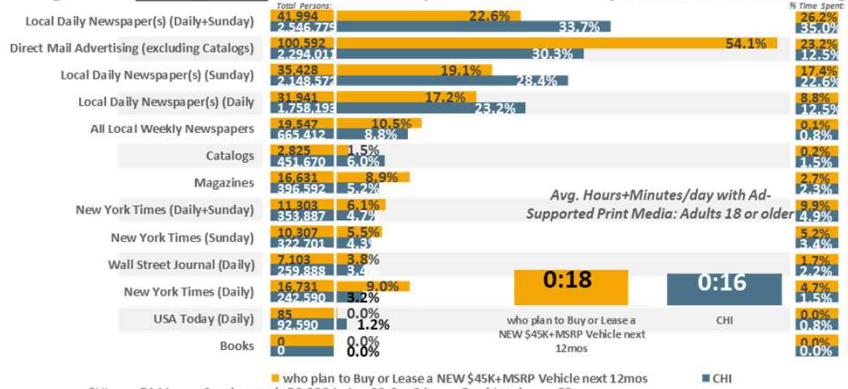
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

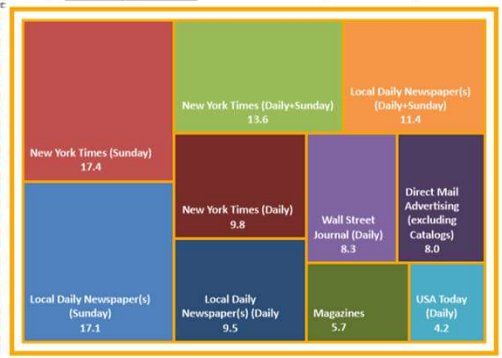


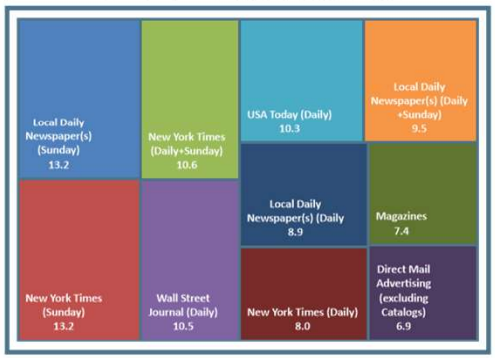




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 82

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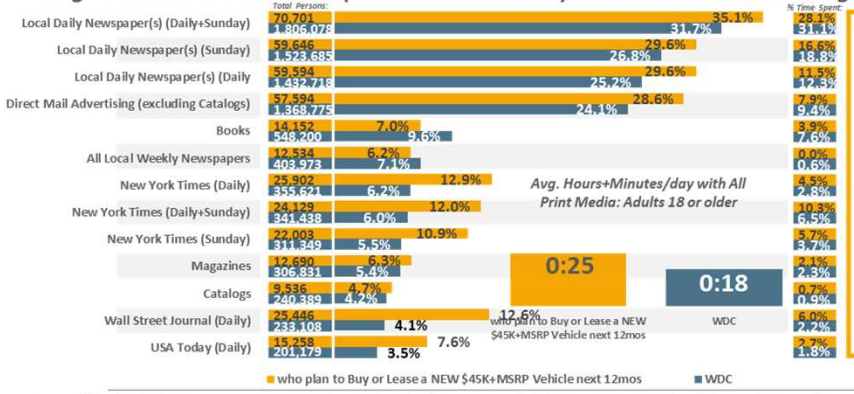
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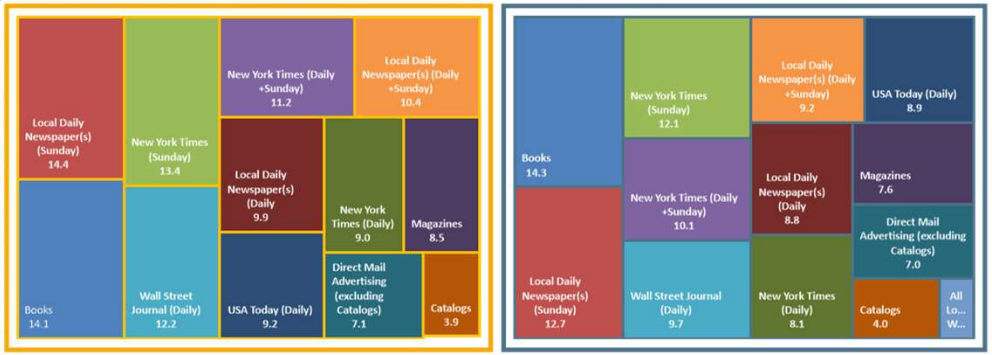
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



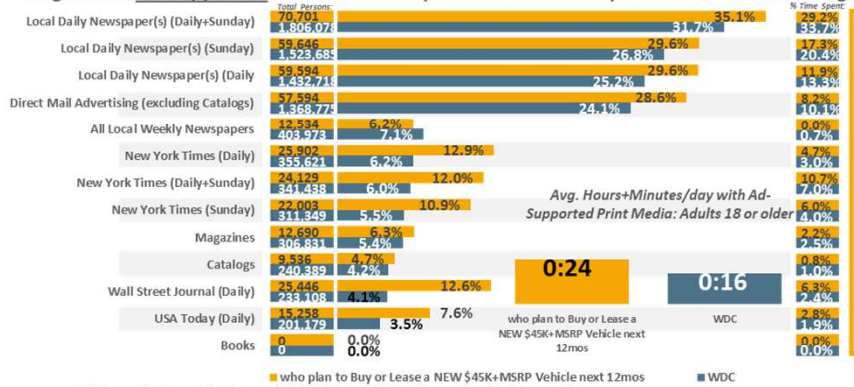
70,701 or 35.1% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 29.2% of all time spent daily with All forms of Print Med

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

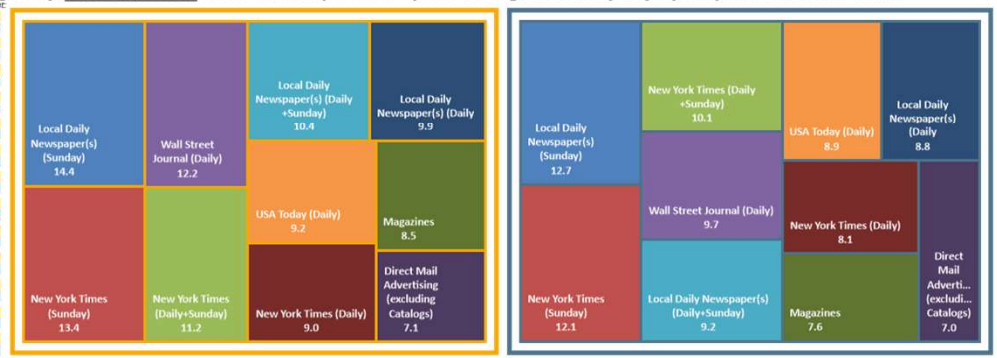




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 231

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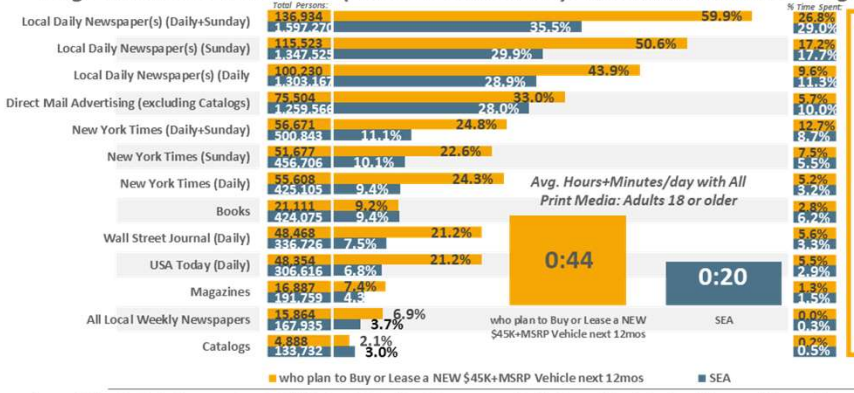
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

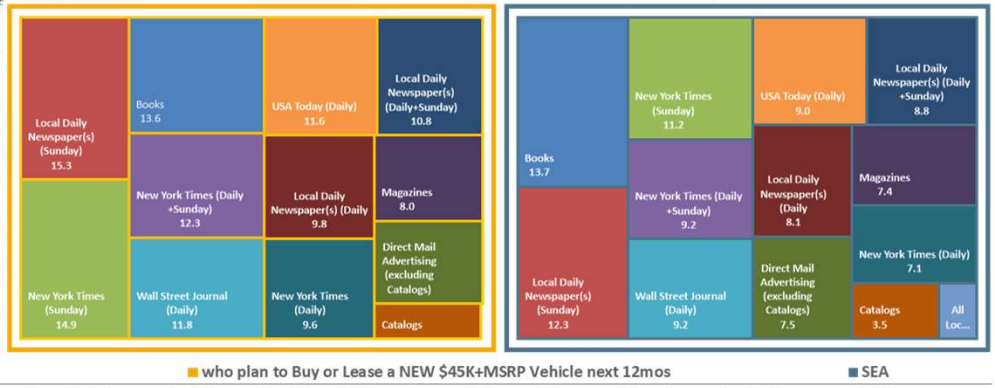


136,934 or 59.9% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.8 minutes every day representing 27.6% of all time spent daily with All forms of Print Me

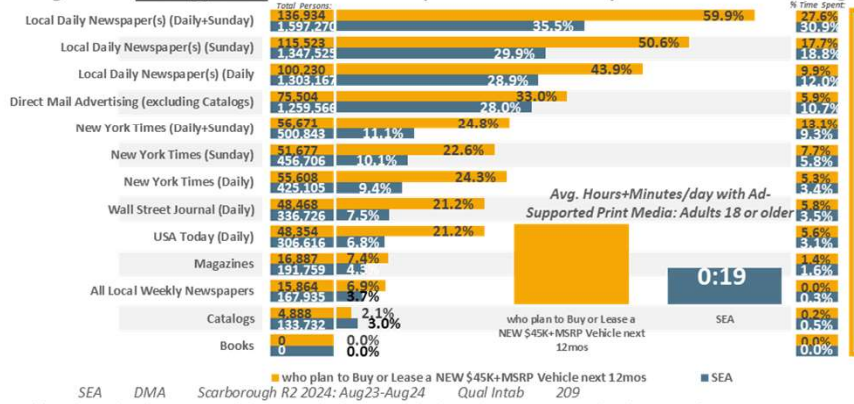
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



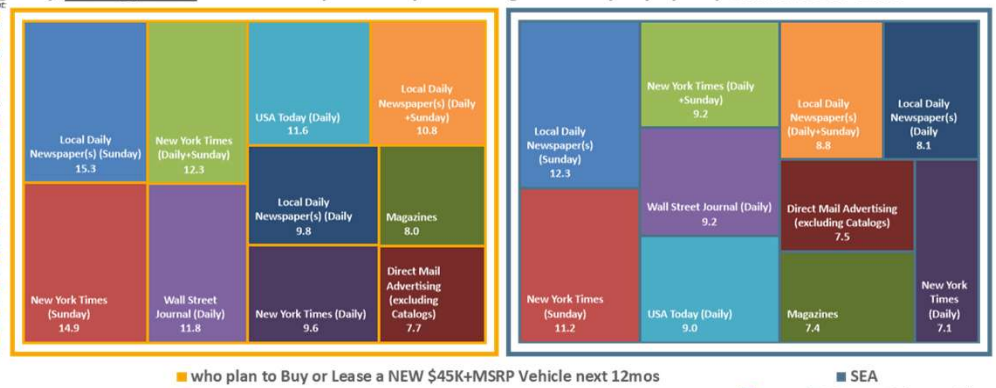
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 209

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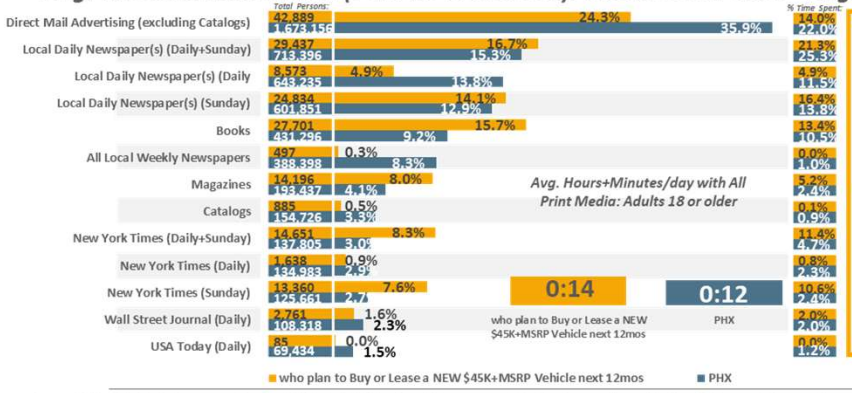
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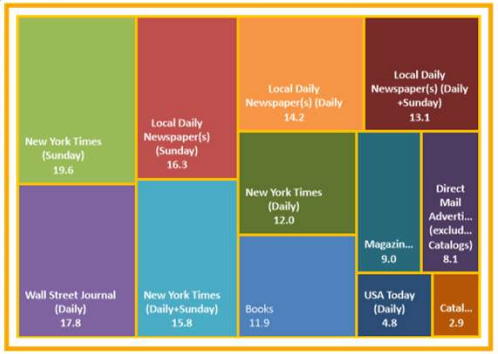
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



29,437 or 16.7% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.1 minutes every day representing 24.6% of all time spent daily with All forms of Print Med

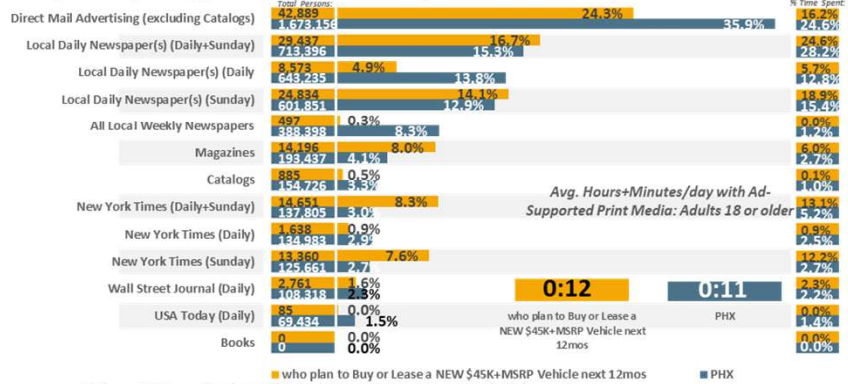
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



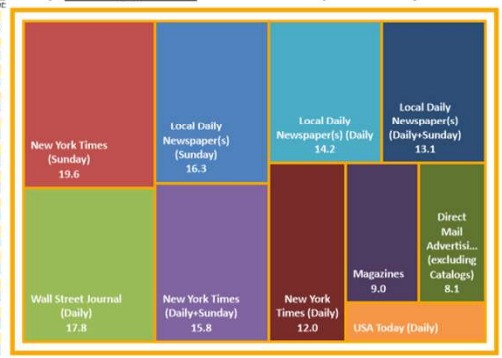


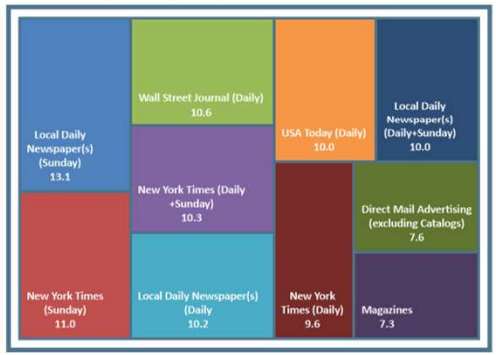


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 74

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