

USA+4 DMAs – P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years!

Complete Demographic & Media Use Profiles



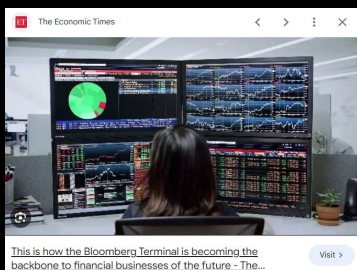
P25+

Hubbard
media that connects

Vanguard BlackRock

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

[[([Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]





4.7% or 12,908,618 of USA DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Typical Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 51.8 years old (1.1% younger than average) and have a \$167,274 (39.4% higher than average) annual household income.

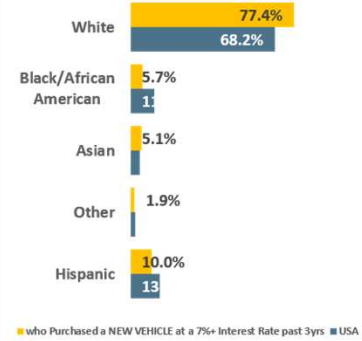
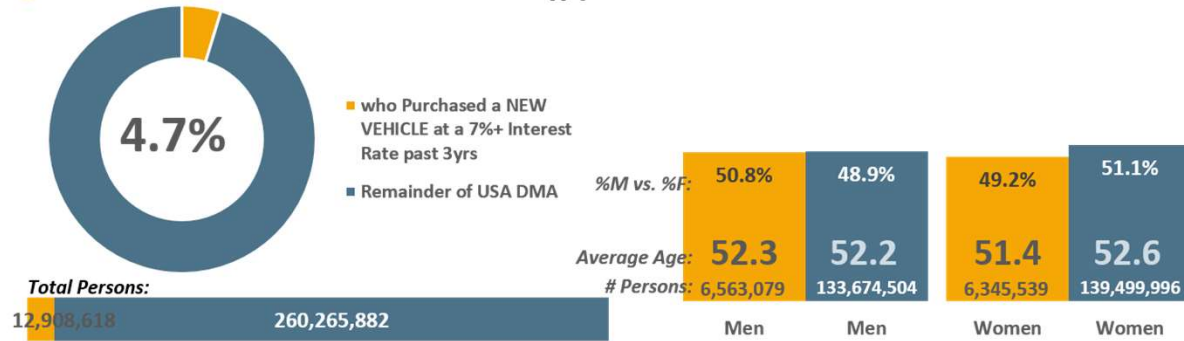


Percent of Market: Adults 25 or older

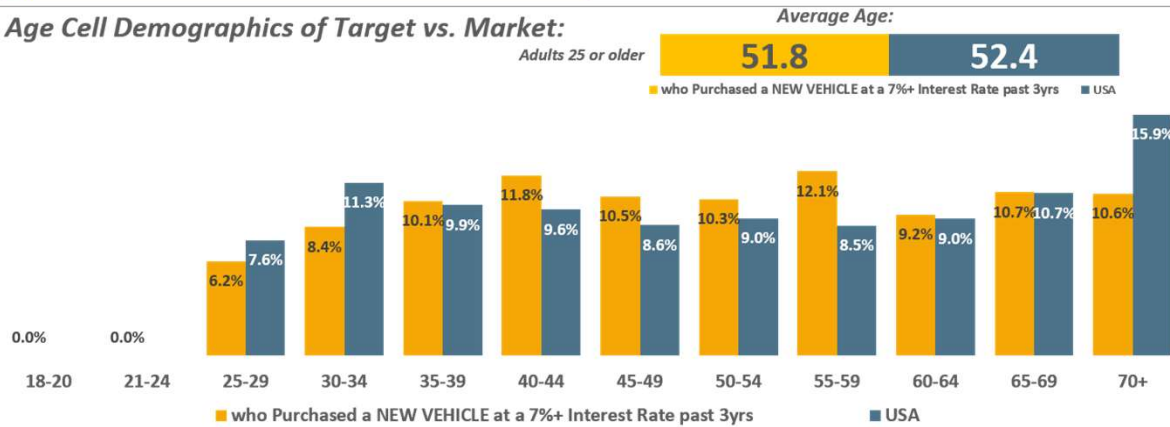


Gender of Target vs. Market: Adults 25 or older

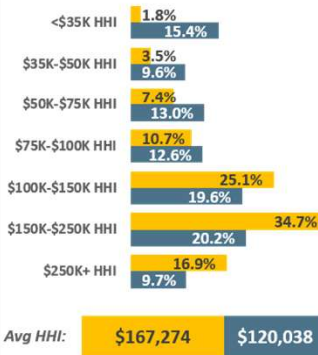
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



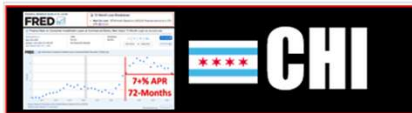
HHI of Target vs. Market:



Avg HHI: \$167,274 \$120,038

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[[[Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle] AND Financial services HHLD has/use (HHLD): Auto loan]]



4.6% or 313,327 of CHI DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Typical Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 52.1 years old (.3% older than average) and have a \$168,021 (47.7% higher than average) annual household income.

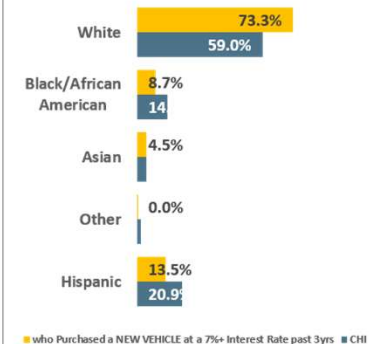
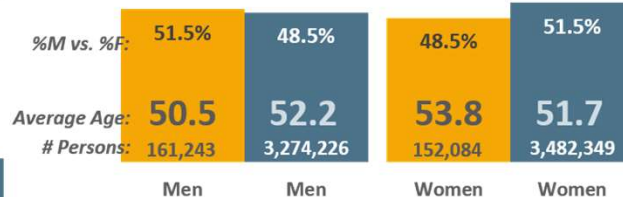
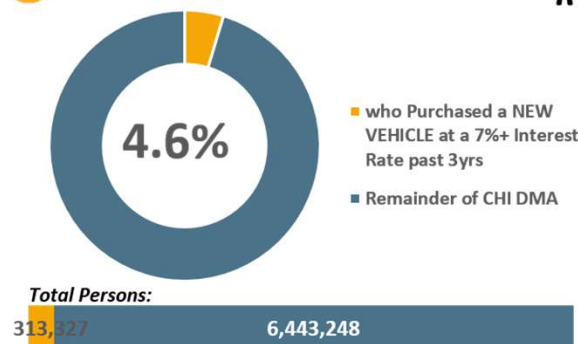


Percent of Market: Adults 25 or older



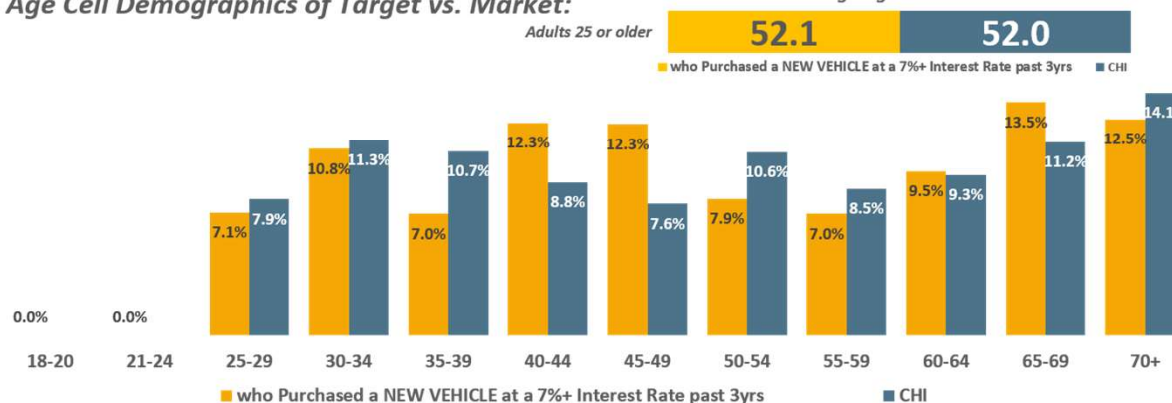
Gender of Target vs. Market: Adults 25 or older

Ethnicity of Target vs. Market:

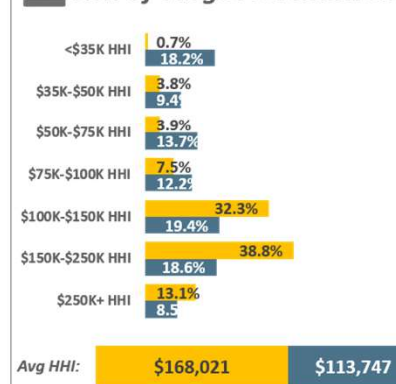


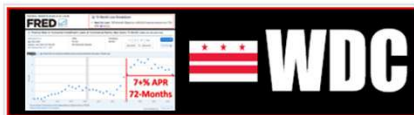
Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





4.7% or 241,479 of WDC DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Typical Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 54.1 years old (5.1% older than average) and have a \$185,004 (28.8% higher than average) annual household income.

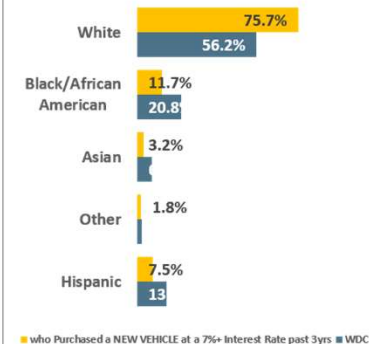
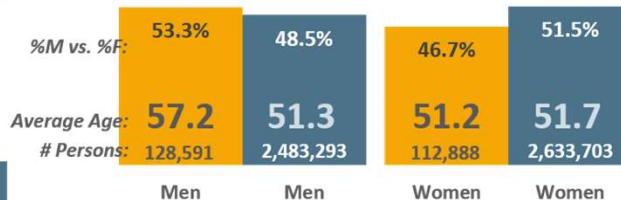
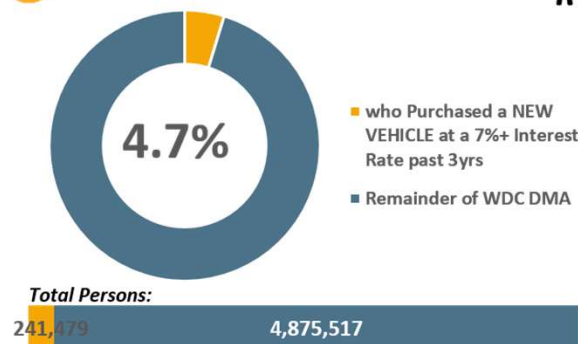


Percent of Market: Adults 25 or older

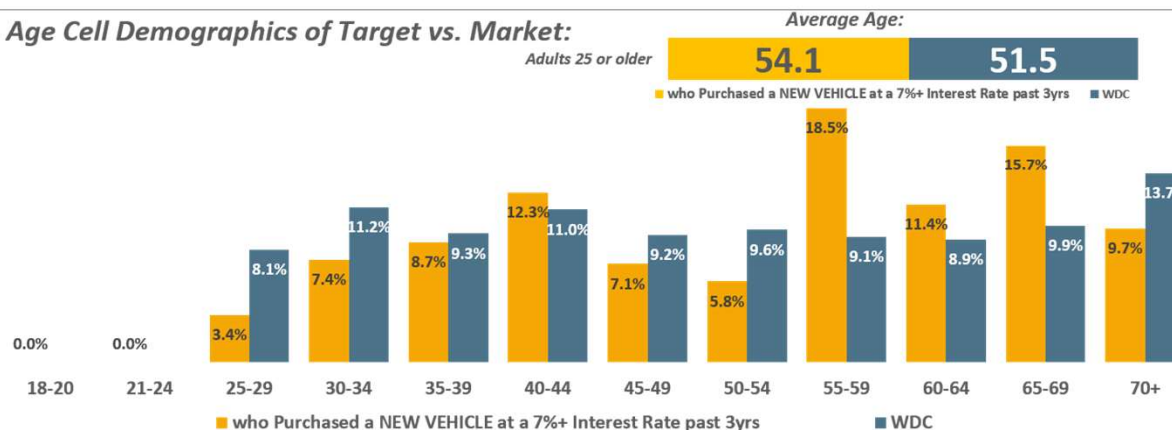


Gender of Target vs. Market: Adults 25 or older

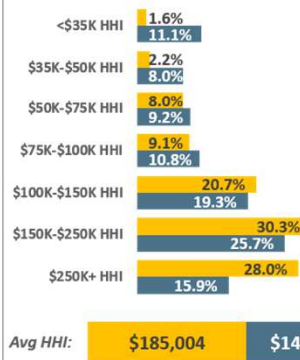
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





4.6% or 188,016 of SEA DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Typical Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 43.5 years old (15.3% younger than average) and have a \$184,697 (39.5% higher than average) annual household income.

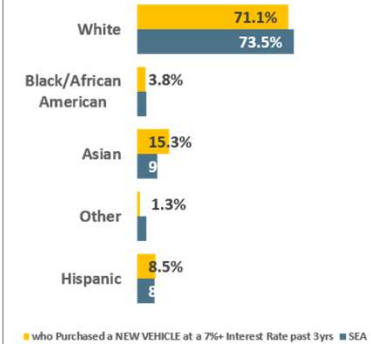
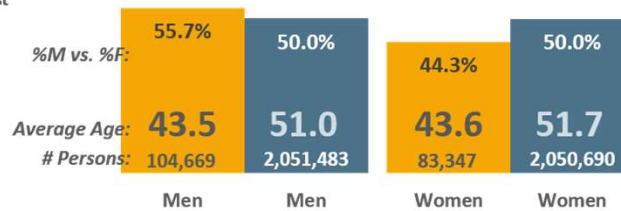
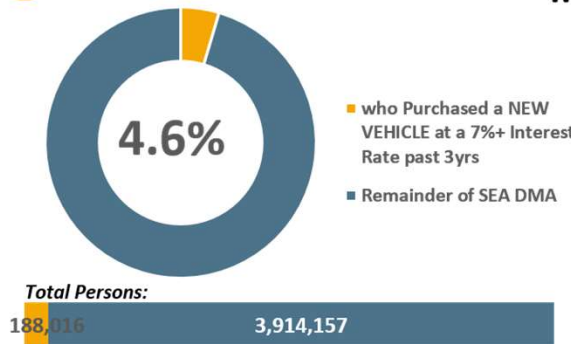


Percent of Market: Adults 25 or older



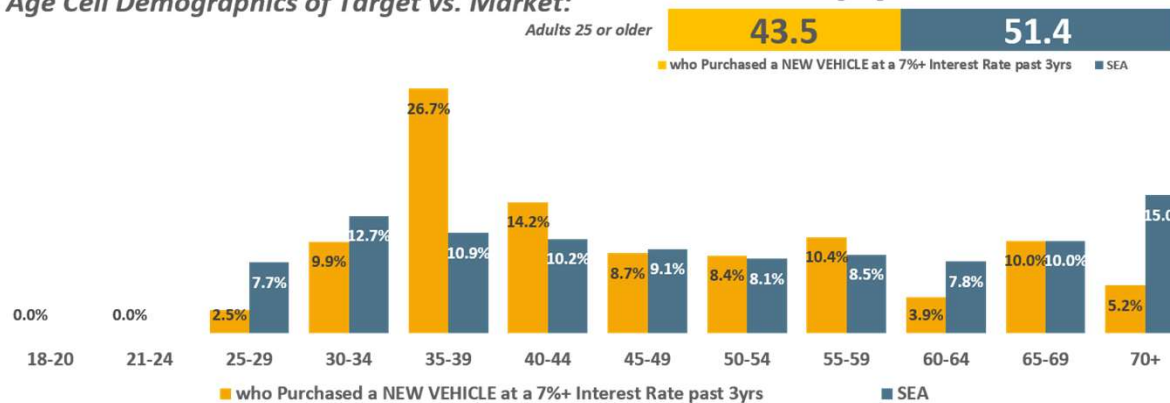
Gender of Target vs. Market: Adults 25 or older

Ethnicity of Target vs. Market:

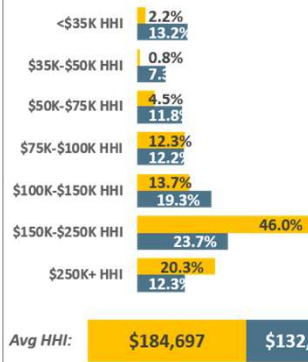


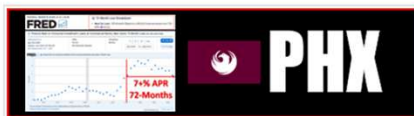
Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





4.4% or 185,246 of PHX DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Typical Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 49.1 years old (6.8% younger than average) and have a \$178,751 (61.1% higher than average) annual household income.

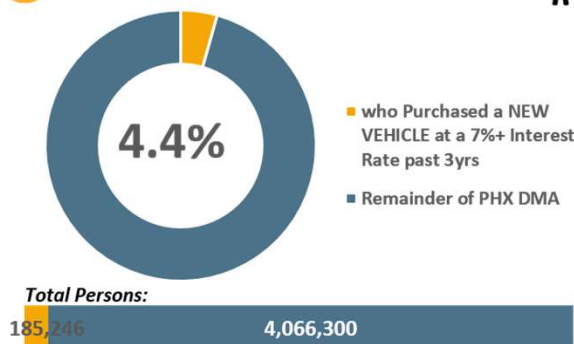


Percent of Market: Adults 25 or older



Gender of Target vs. Market: Adults 25 or older

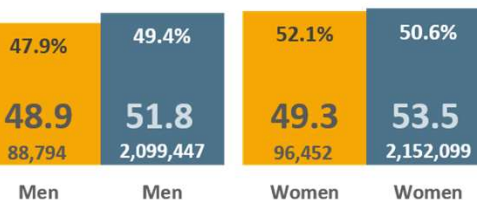
Ethnicity of Target vs. Market:



%M vs. %F:

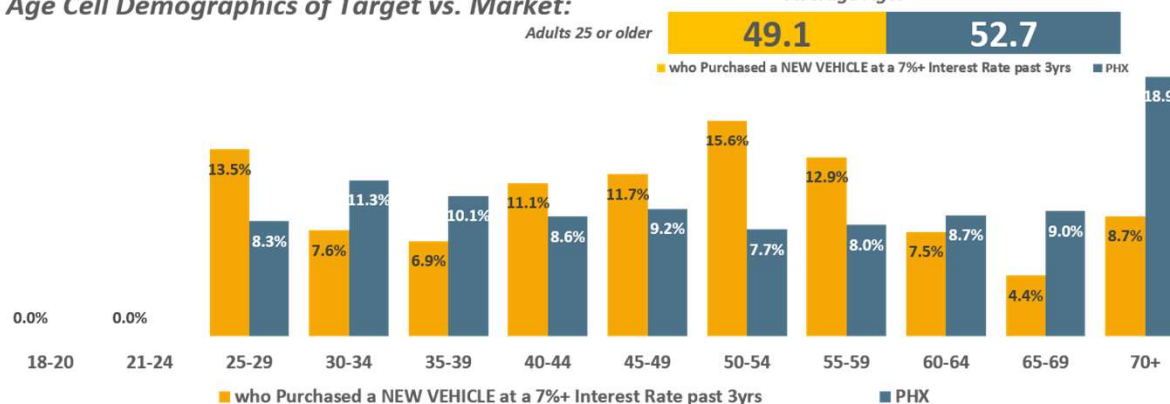
Average Age:

Persons:

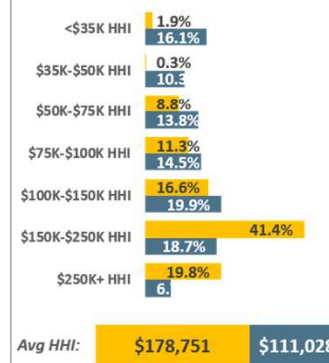


Age Cell Demographics of Target vs. Market:

Average Age:



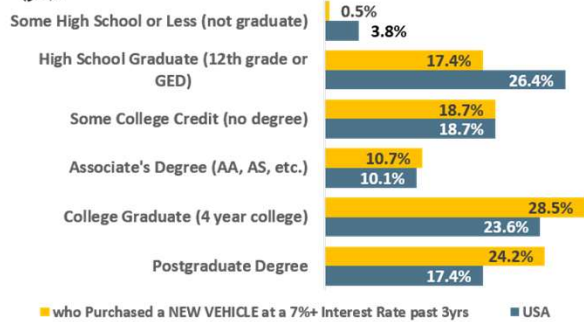
HHI of Target vs. Market:



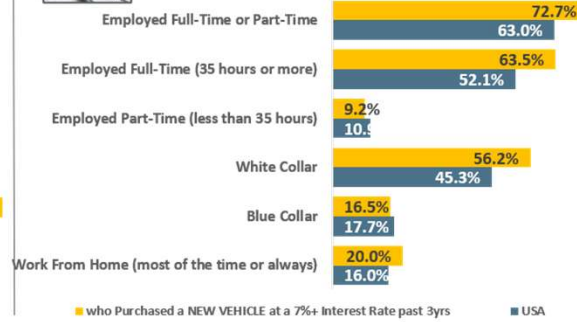


4.7% or 12,908,618 of USA DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past... Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 28.5% more likely to be a college graduate, 21.8% more likely to work full-time, 30.3% more likely to be married, 20.3% more likely to be a parent of 1 or more children un

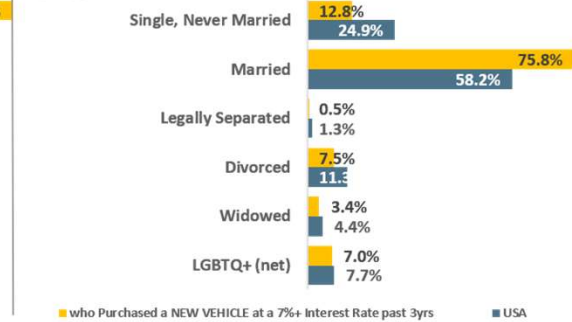
Education Levels: Adults 25 or older



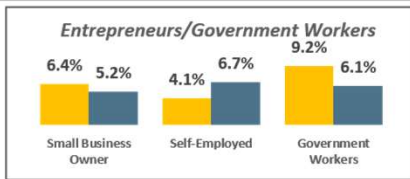
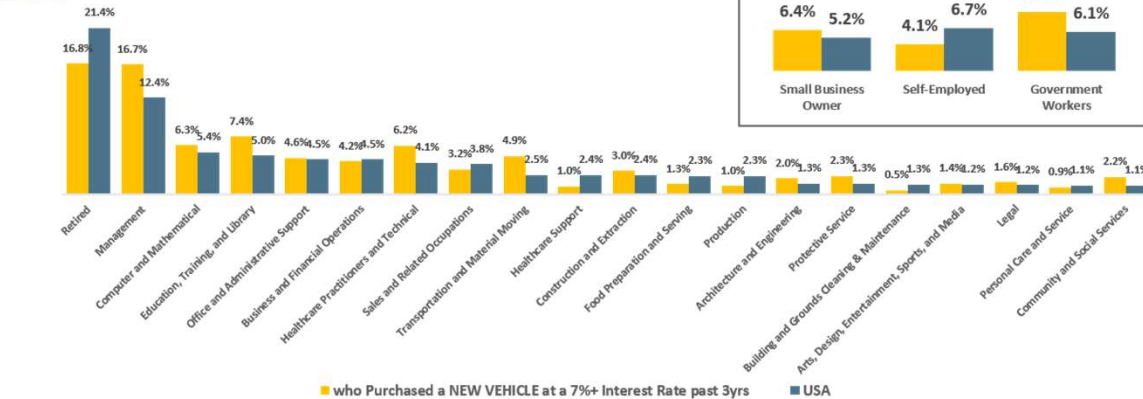
Employment: Adults 25 or older



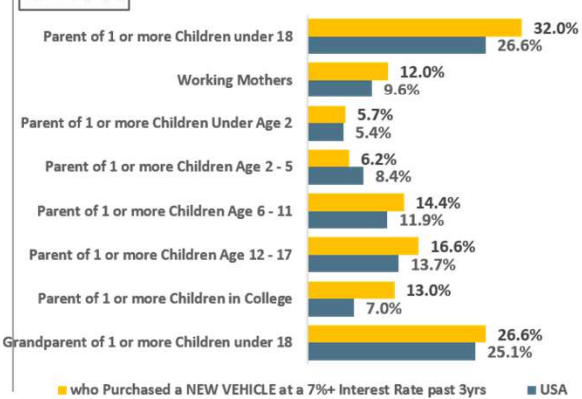
Marital Status: Adults 25 or older



Top-20 Occupations: Adults 25 or older



Stage in Life: Adults 25 or older



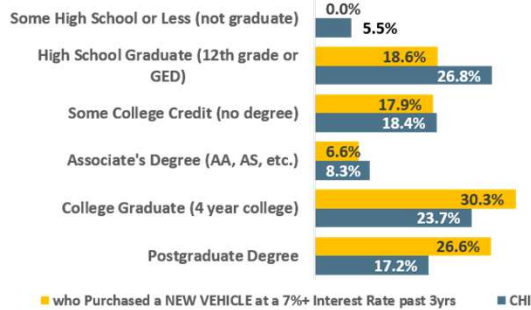
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved

[[(Model year of new vehicle (HHLD): 2026: Any new vehicle OR Model year of new vehicle (HHLD): 2025: Any new vehicle OR Model year of new vehicle (HHLD): 2024: Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]

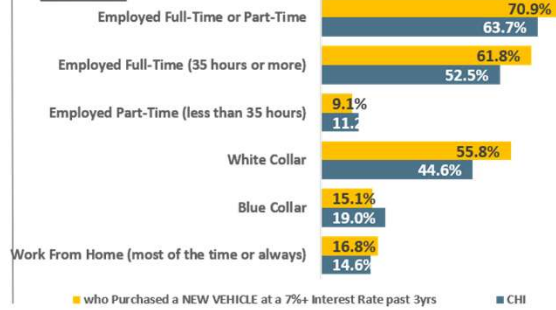


4.6% or 313,327 of CHI DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 39.1% more likely to be a college graduate, 17.7% more likely to work full-time, 34.2% more likely to be married, 15.3% more likely to be a parent of 1 or more children un

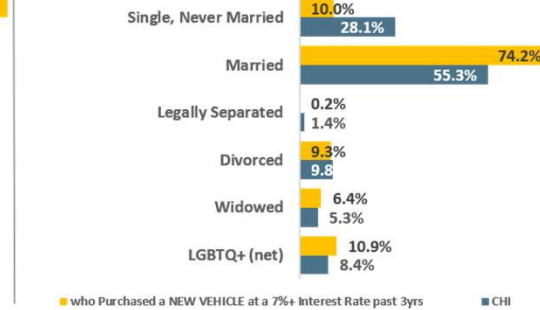
Education Levels: Adults 25 or older



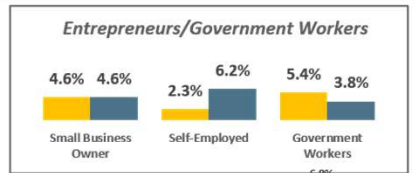
Employment: Adults 25 or older



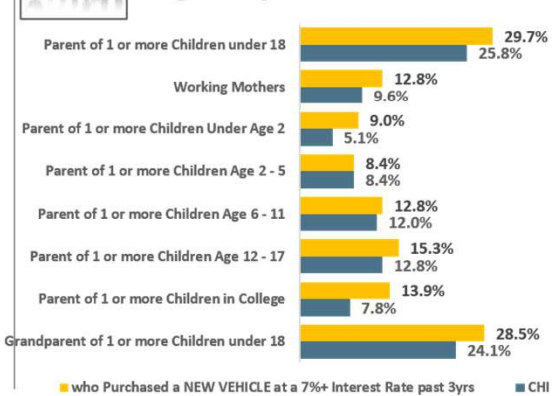
Marital Status: Adults 25 or older



Top-20 Occupations: Adults 25 or older



Stage in Life: Adults 25 or older

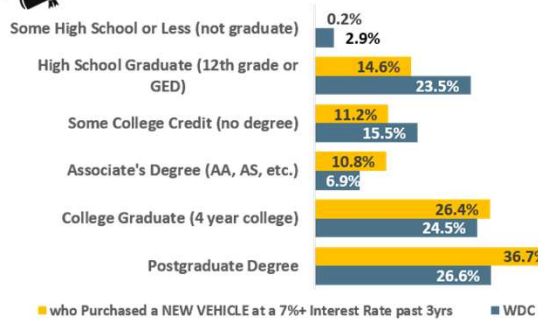




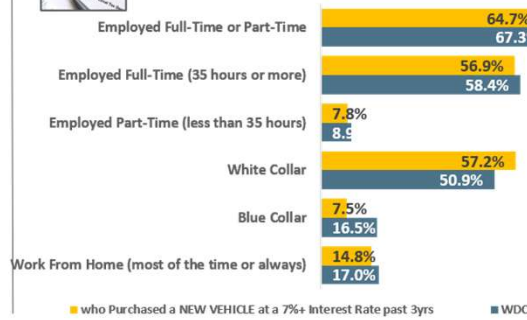
4.7% or 241,479 of WDC DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 23.6% more likely to be a college graduate, 2.6% less likely to work full-time, 37.7% more likely to be married, 21.9% less likely to be a parent of 1 or more children und



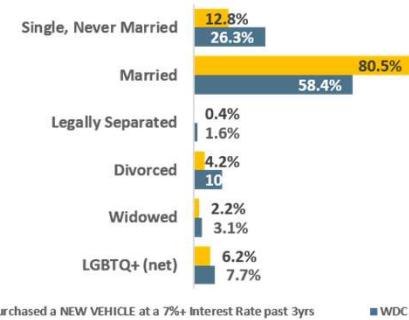
Education Levels: Adults 25 or older



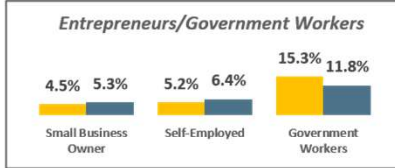
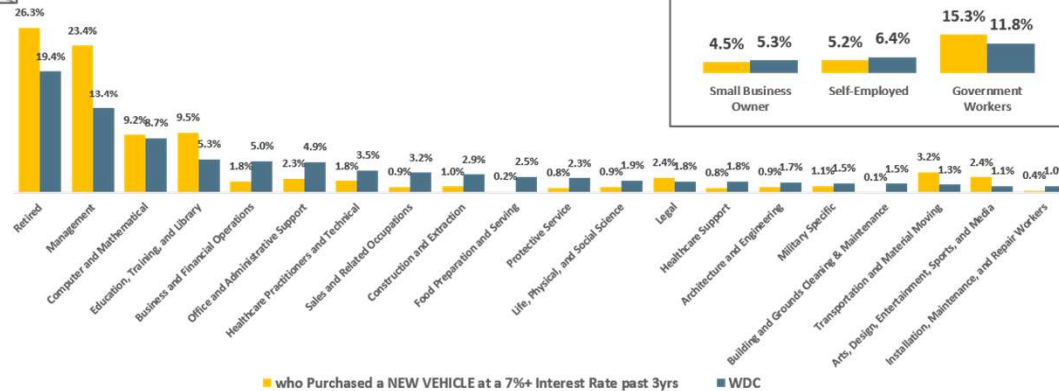
Employment: Adults 25 or older



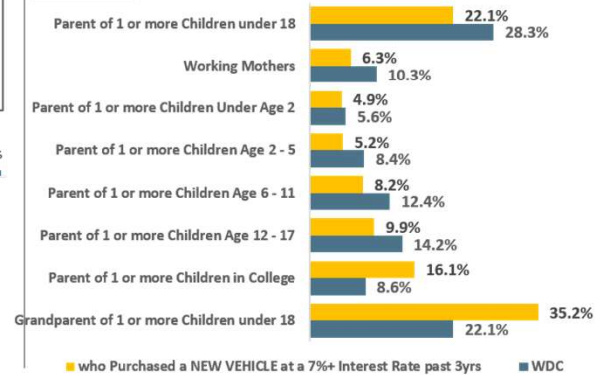
Marital Status: Adults 25 or older



Top-20 Occupations: Adults 25 or older



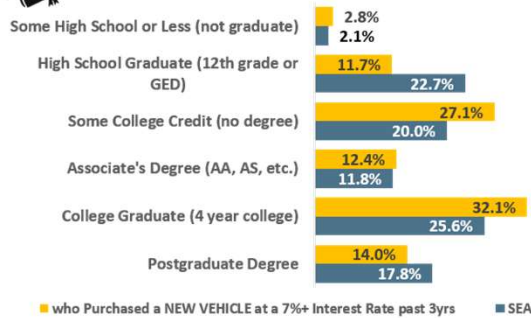
Stage in Life: Adults 25 or older



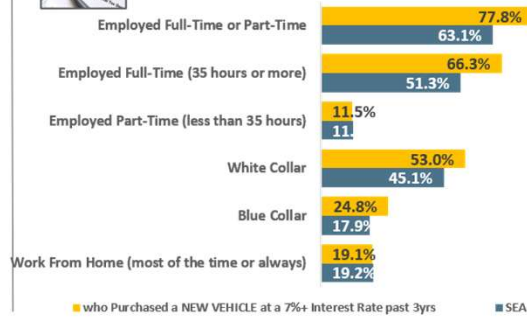


4.6% or 188,016 of SEA DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 6.1% more likely to be a college graduate, 29.3% more likely to work full-time, 27.2% more likely to be married, 71.9% more likely to be a parent of 1 or more children und

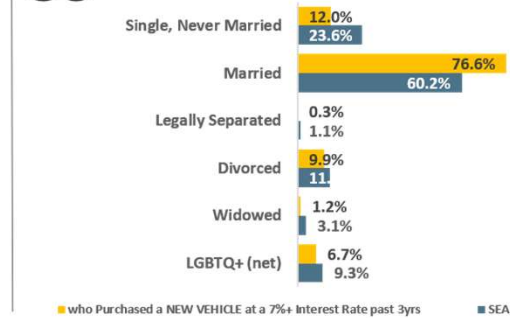
Education Levels: Adults 25 or older



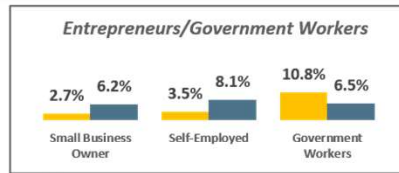
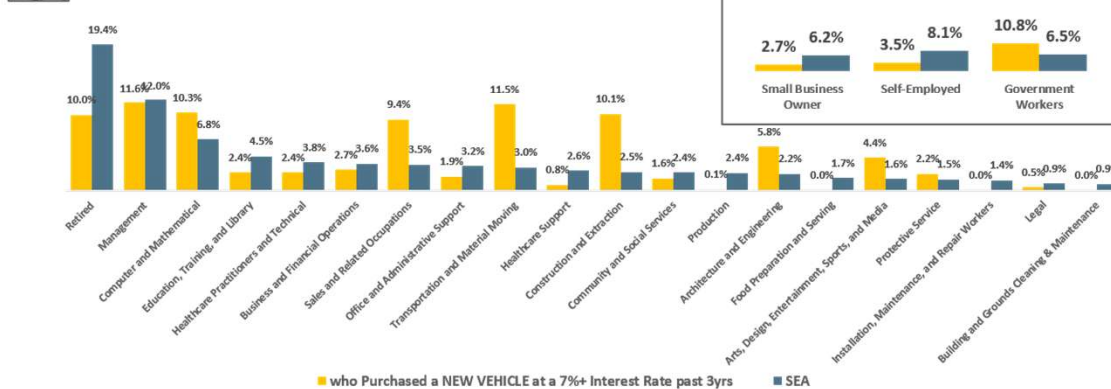
Employment: Adults 25 or older



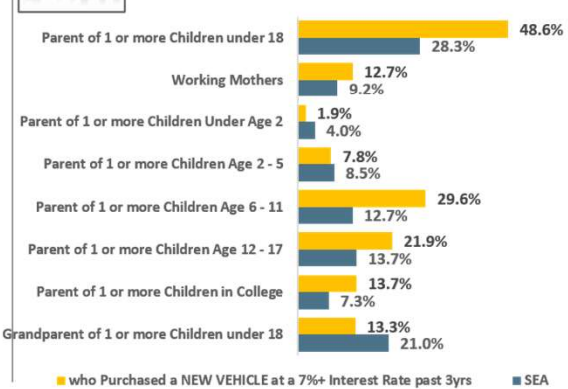
Marital Status: Adults 25 or older



Top-20 Occupations: Adults 25 or older



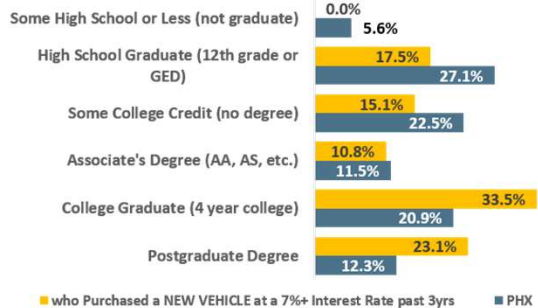
Stage in Life: Adults 25 or older



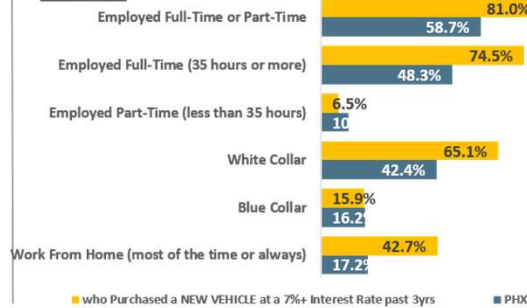


4.4% or 185,246 of PHX DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 70.3% more likely to be a college graduate, 54.2% more likely to work full-time, 28.4% more likely to be married, 16.9% more likely to be a parent of 1 or more children un

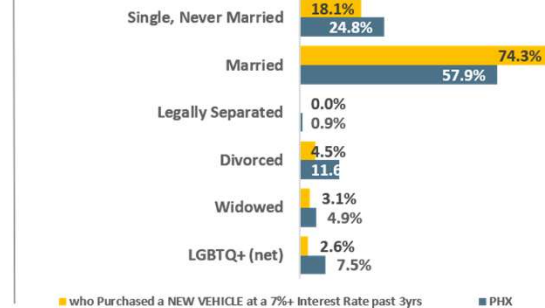
Education Levels: Adults 25 or older



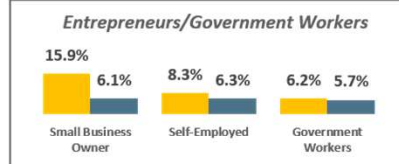
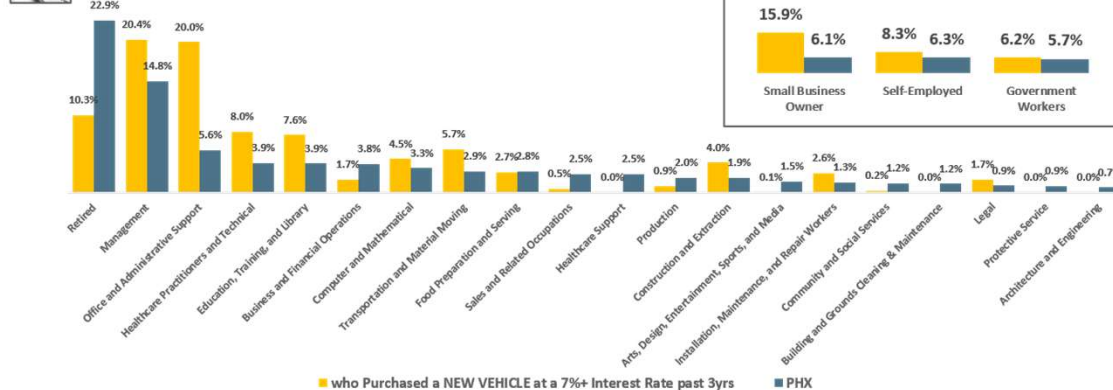
Employment: Adults 25 or older



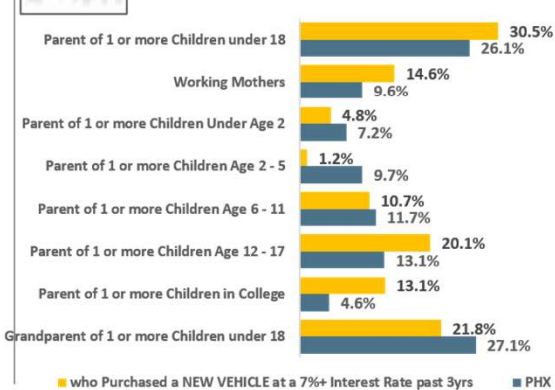
Marital Status: Adults 25 or older



Top-20 Occupations: Adults 25 or older

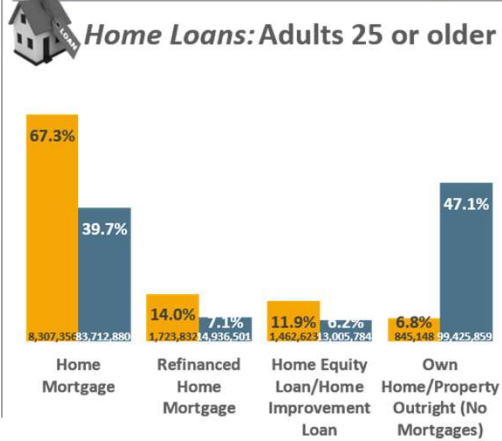
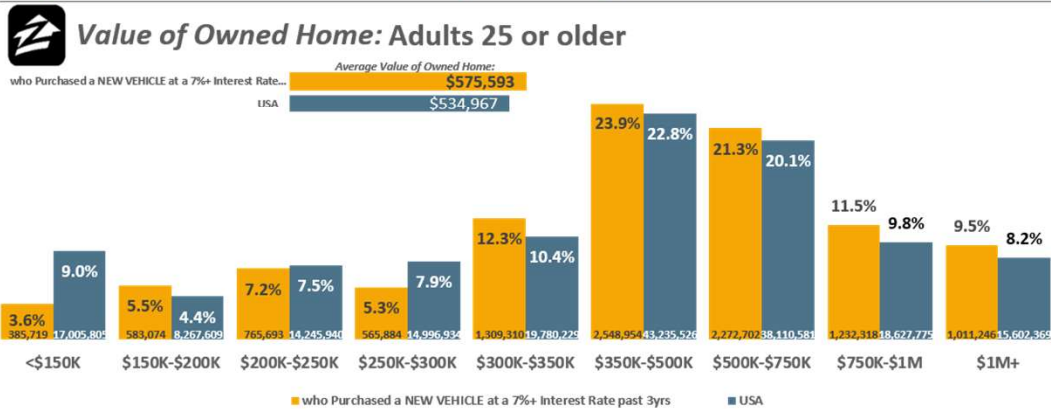
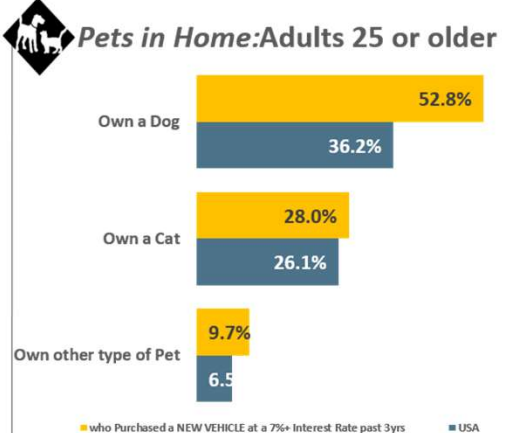
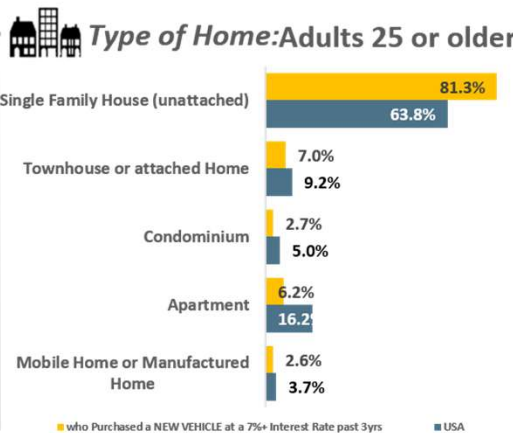
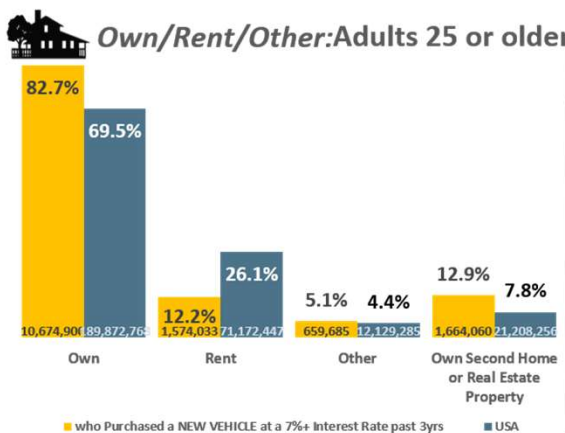


Stage in Life: Adults 25 or older



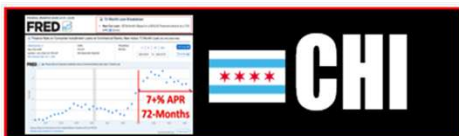


4.7% or 12,908,618 of USA DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 19.% more likely to own their home, 7.6% more likely to own a higher valued home, 27.4% more likely to have a single-family home, 45.8% more likely to have a dog.



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved

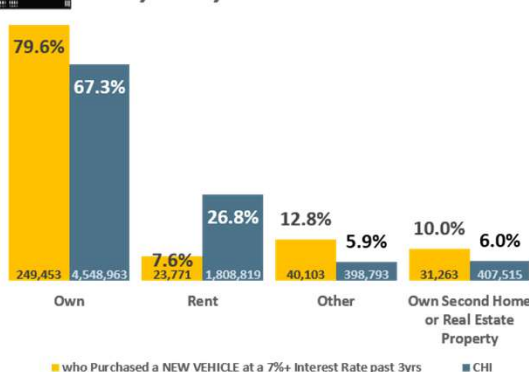
[[(Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]



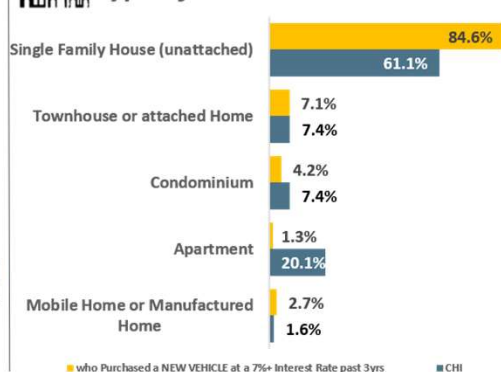
4.6% or 313,327 of CHI DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 18.3% more likely to own their home, 2.3% more likely to own a higher valued home, 38.4% more likely to have a single-family home, 45.7% more likely to have a dog.



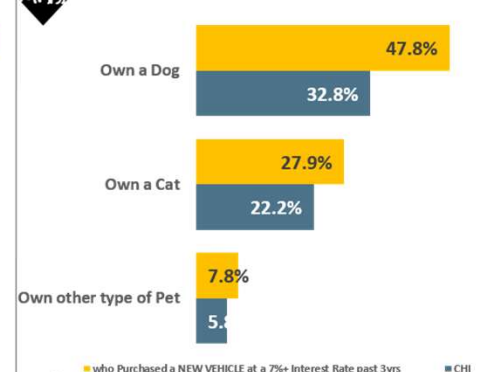
Own/Rent/Other: Adults 25 or older



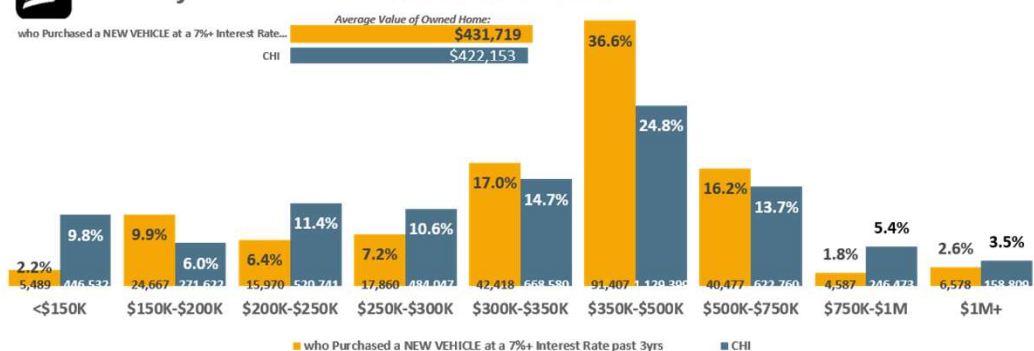
Type of Home: Adults 25 or older



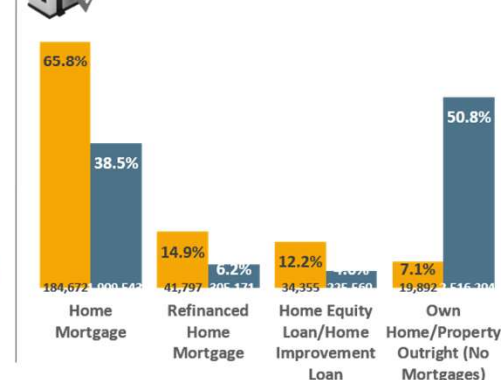
Pets in Home: Adults 25 or older

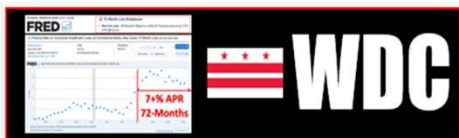


Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older

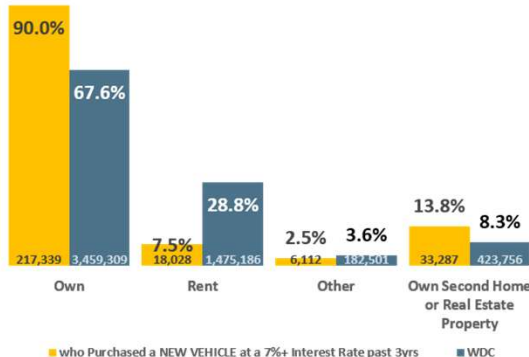




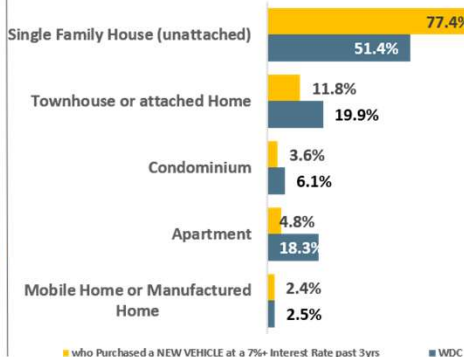
4.7% or 241,479 of WDC DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 33.1% more likely to own their home, .% more likely to own a lower valued home, 50.6% more likely to have a single-family home, 78.6% more likely to have a dog.



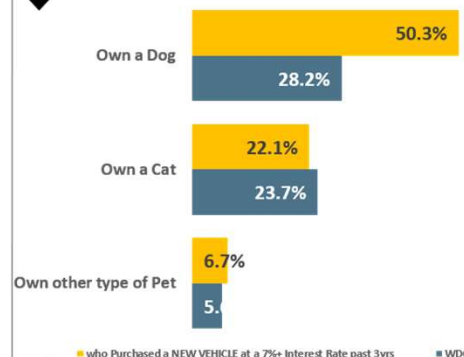
Own/Rent/Other:Adults 25 or older



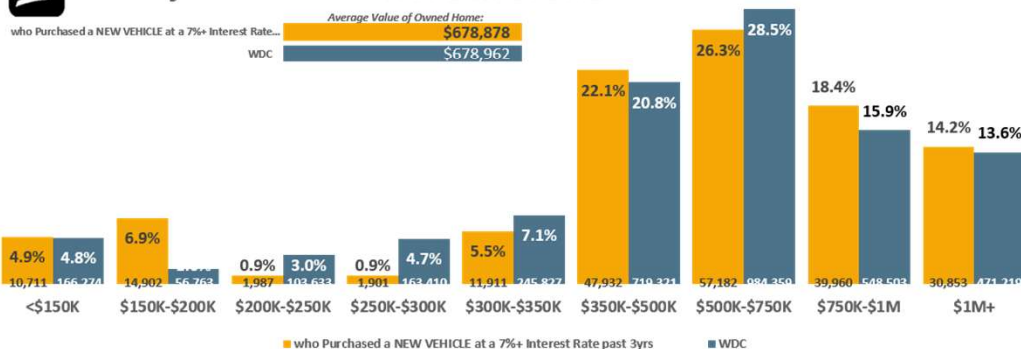
Type of Home:Adults 25 or older



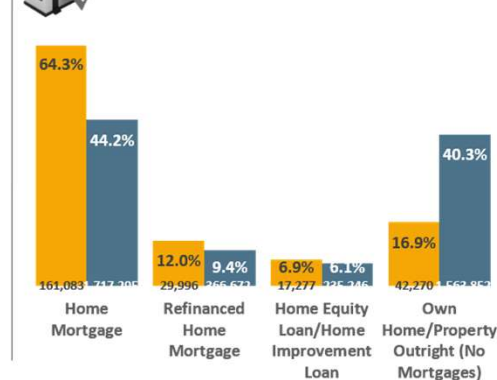
Pets in Home:Adults 25 or older

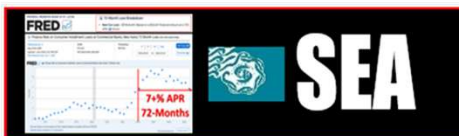


Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older

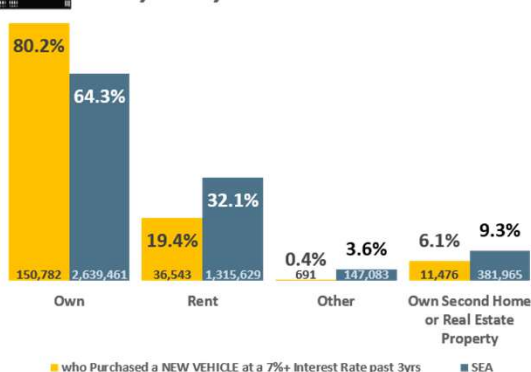




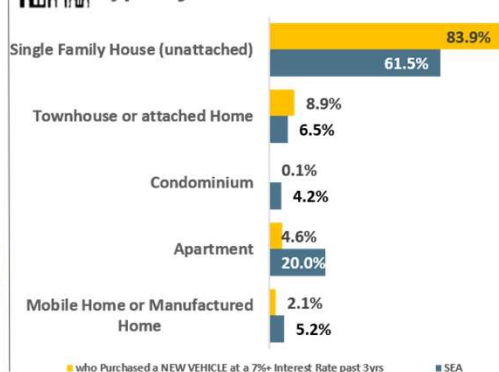
4.6% or 188,016 of SEA DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 24.6% more likely to own their home, 6.8% more likely to own a higher valued home, 36.5% more likely to have a single-family home, 69.7% more likely to have a dog.



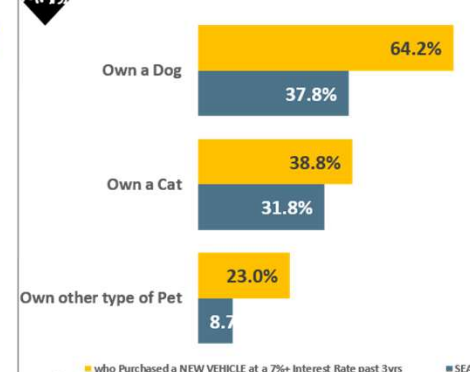
Own/Rent/Other: Adults 25 or older



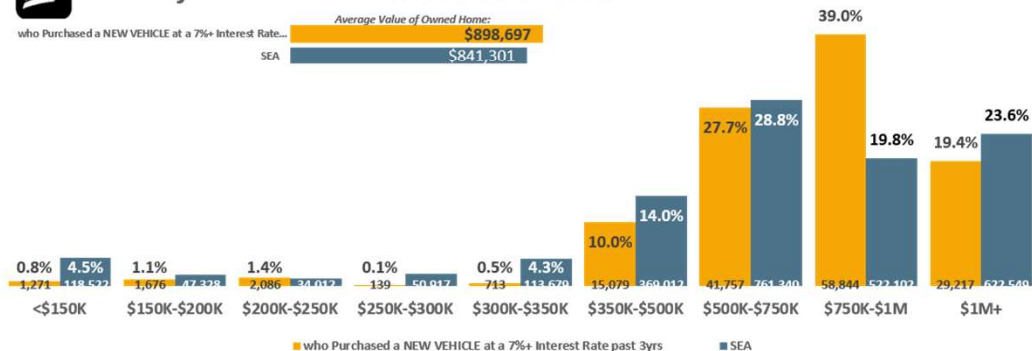
Type of Home: Adults 25 or older



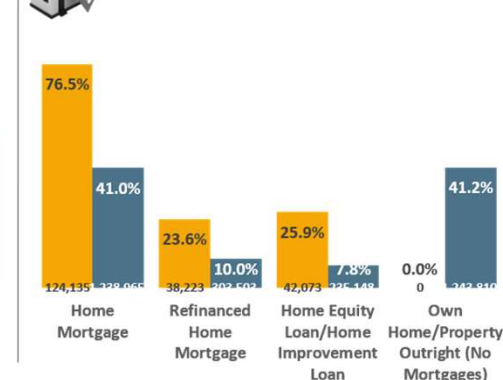
Pets in Home: Adults 25 or older

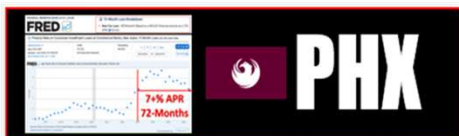


Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older

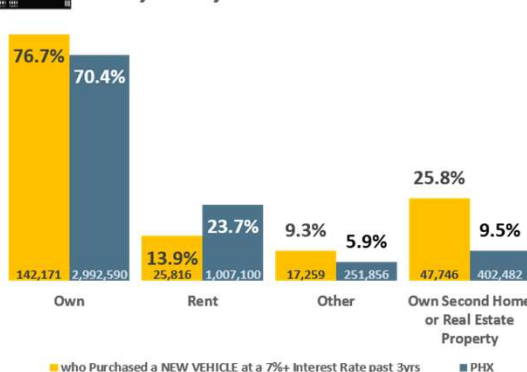




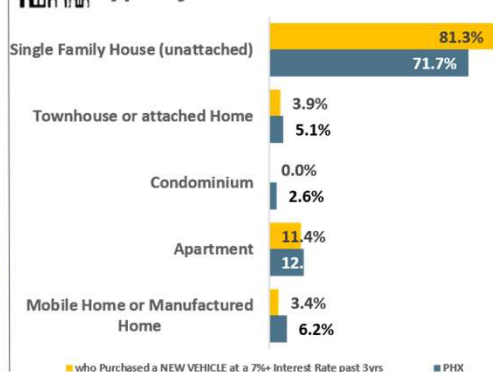
4.4% or 185,246 of PHX DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 9.9% more likely to own their home, 31.5% more likely to own a higher valued home, 13.3% more likely to have a single-family home, 36.3% more likely to have a dog.



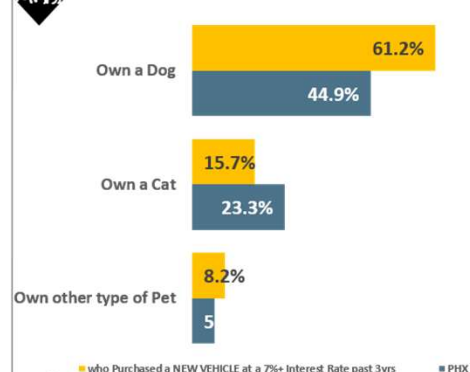
Own/Rent/Other: Adults 25 or older



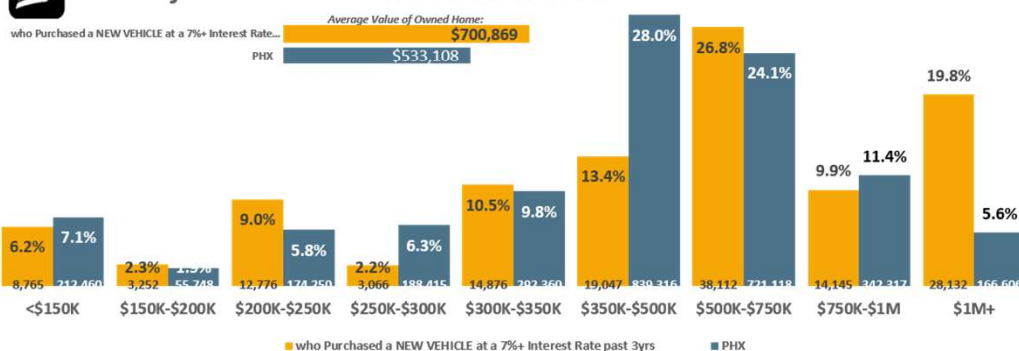
Type of Home: Adults 25 or older



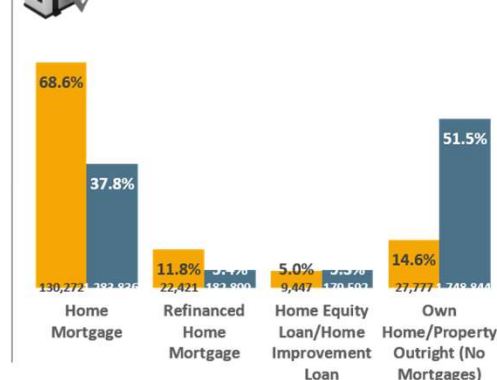
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older

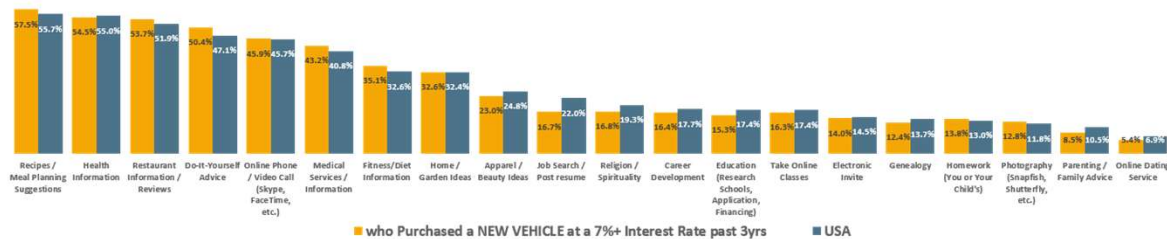




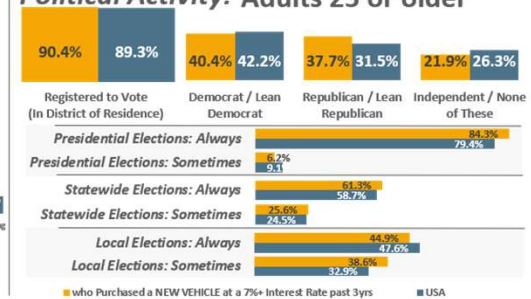
4.7% or 12,908,618 of USA DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 6.9% more likely to look up D-I-Y advice online, 5.8% less likely to always vote in local elections, 24.5% more likely to belong to a gym, 16.5% more likely to fly domestic



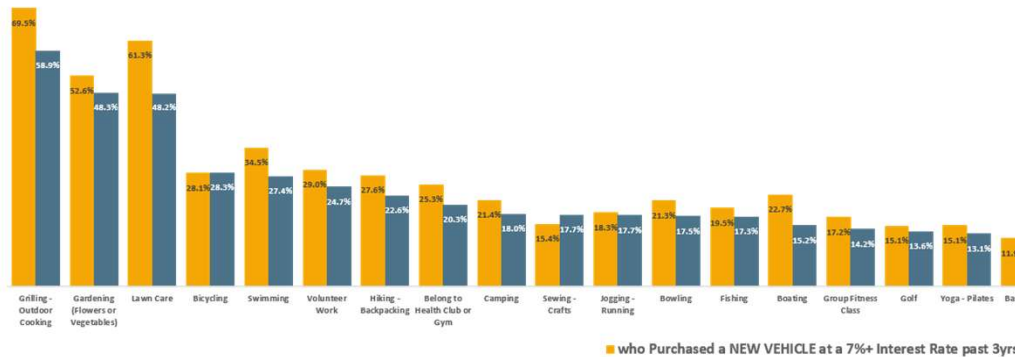
Top-20 past 30-days Online Lifestyle Activities: Adults 25 or older



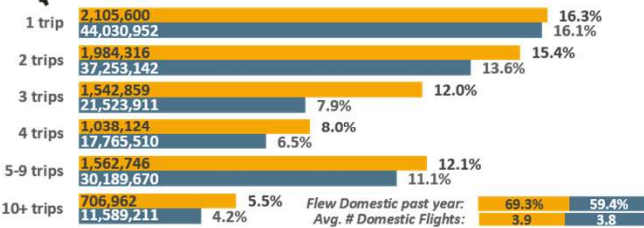
Political Activity: Adults 25 or older



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

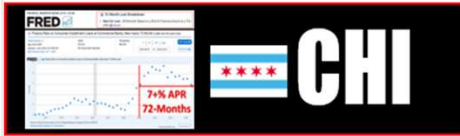


Past 12-months Domestic Airline Trips: Adults 25 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

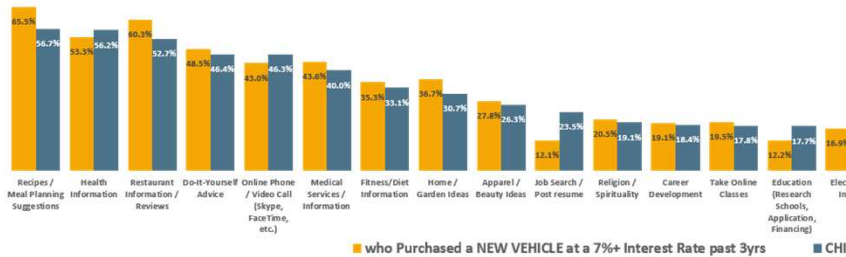
[[[Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle] AND Financial services HHLD has/use (HHLD): Auto loan]]



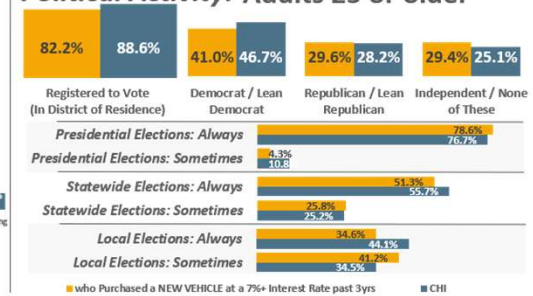
4.6% or 313,327 of CHI DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 4.5% more likely to look up D-I-Y advice online, 21.4% less likely to always vote in local elections, 3.8% more likely to belong to a gym, 10.6% more likely to fly domesti



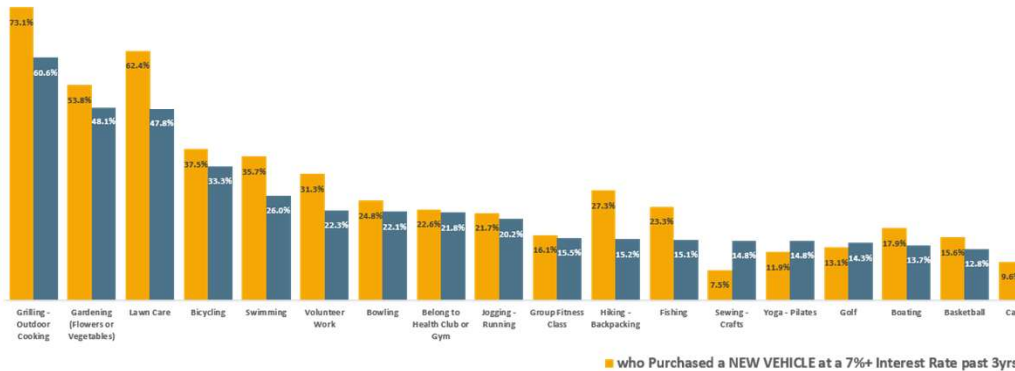
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



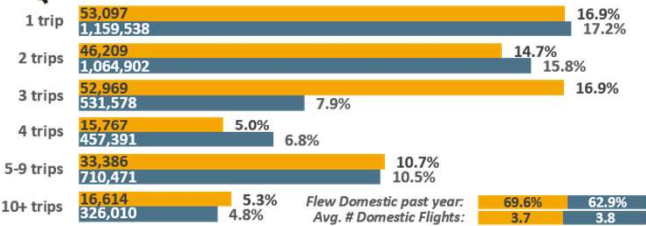
Political Activity: Adults 25 or older



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



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



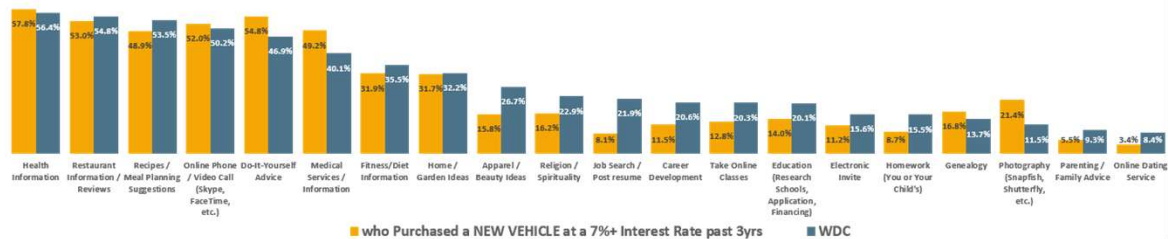
Flew Domestic past year: 69.6%
Avg. # Domestic Flights: 3.7



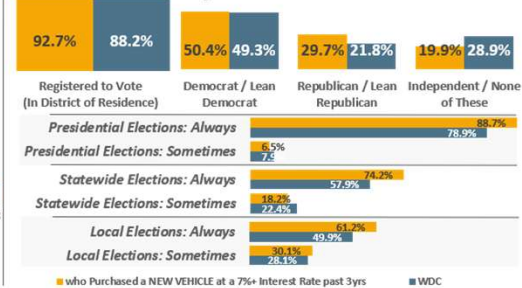
4.7% or 241,479 of WDC DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 16.7% more likely to look up D-I-Y advice online, 22.7% more likely to always vote in local elections, 32.3% more likely to belong to a gym, 14.% more likely to fly domestic



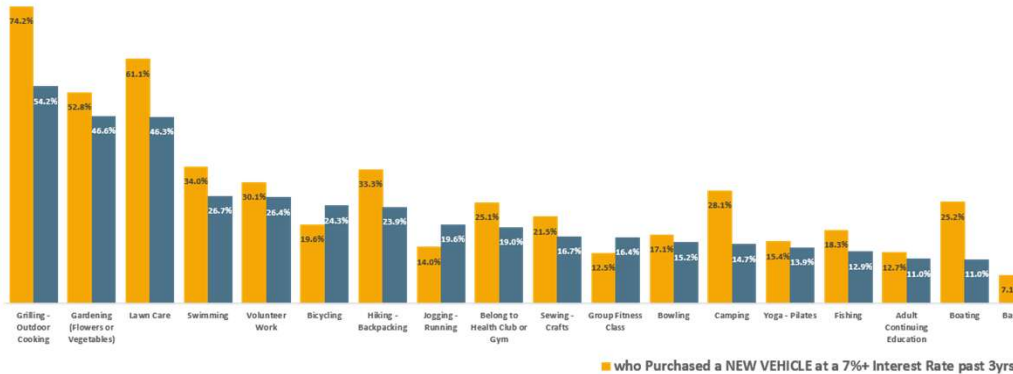
Top-20 past 30-days Online Lifestyle Activities: Adults 25 or older



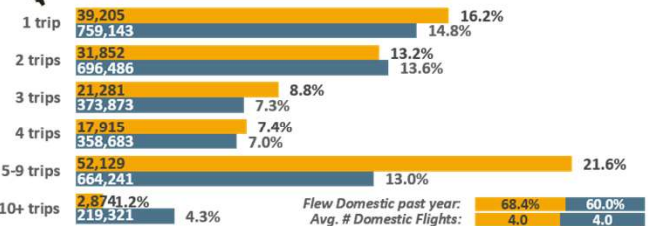
Political Activity: Adults 25 or older

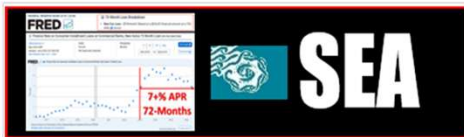


Top-30 past 12-months Active Lifestyle Activities: Adults 25 or older



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

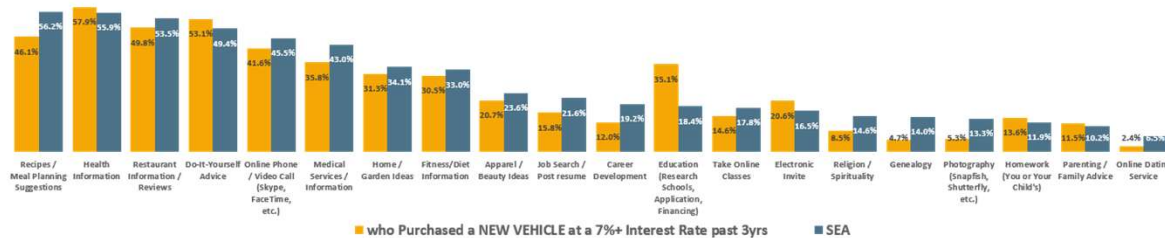




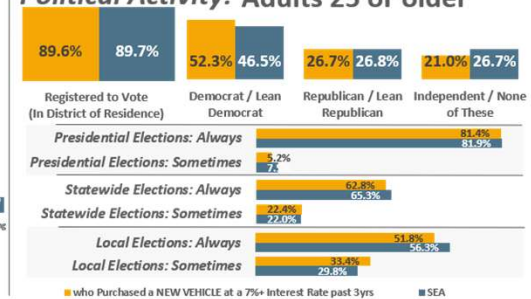
4.6% or 188,016 of SEA DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 7.5% more likely to look up D-I-Y advice online, 8.% less likely to always vote in local elections, 3.8% less likely to belong to a gym, 5.7% more likely to fly domestic p



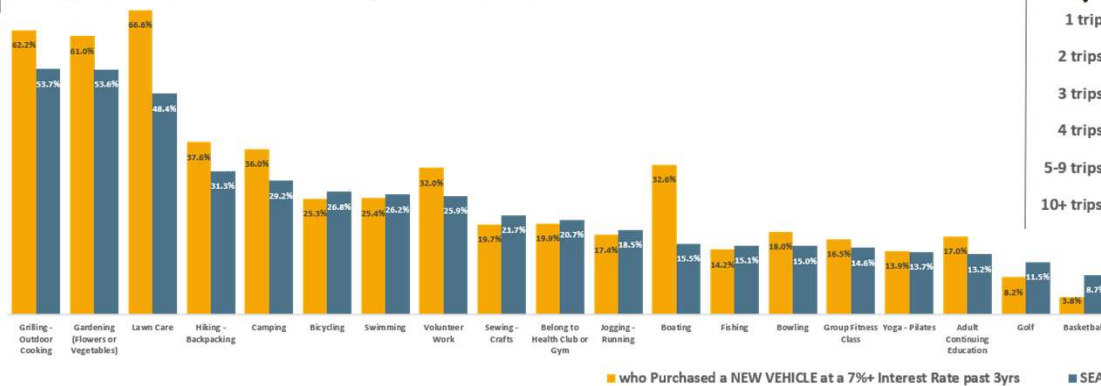
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



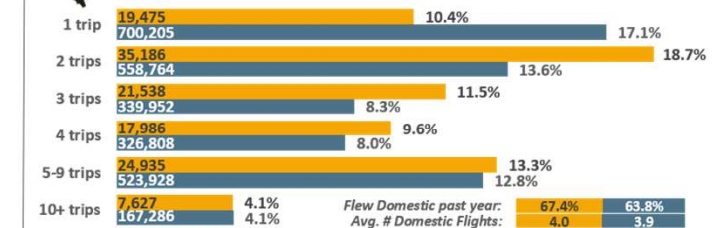
Political Activity: Adults 25 or older



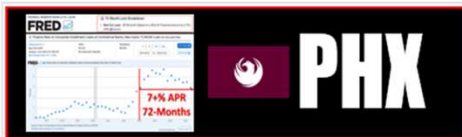
Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



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



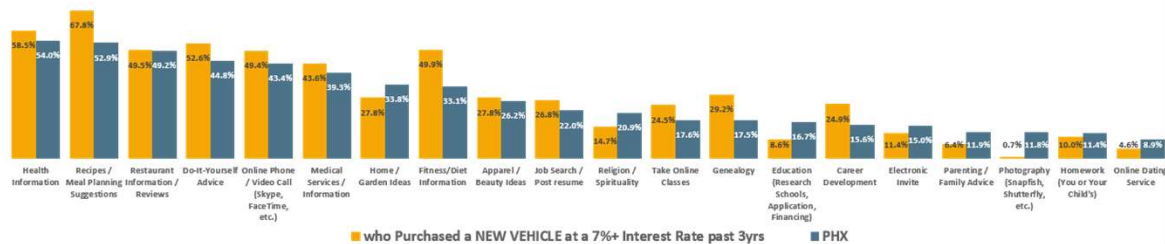
Flew Domestic past year: 67.4% vs 63.8%
Avg. # Domestic Flights: 4.0 vs 3.9



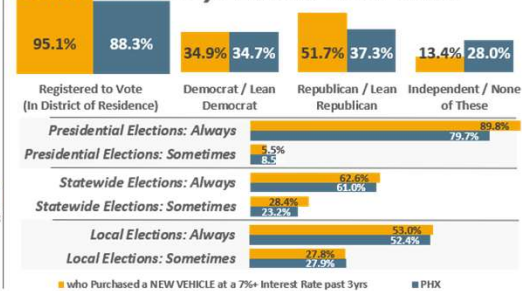
4.4% or 185,246 of PHX DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 17.4% more likely to look up D-I-Y advice online, 1.1% more likely to always vote in local elections, 37.% more likely to belong to a gym, 40.5% more likely to fly domesti



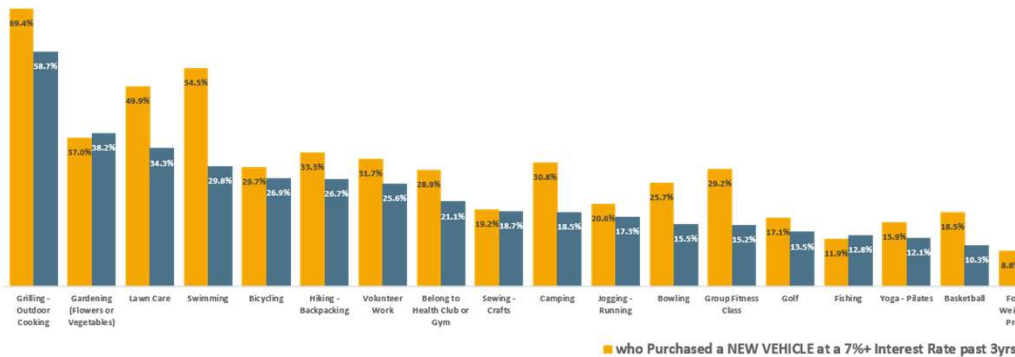
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



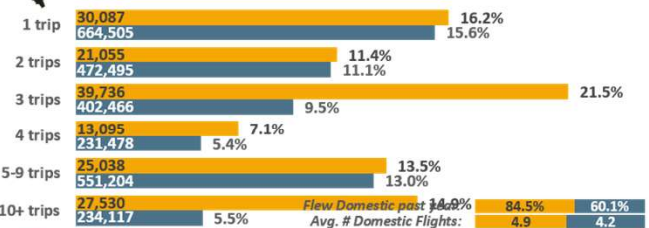
Political Activity: Adults 25 or older



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



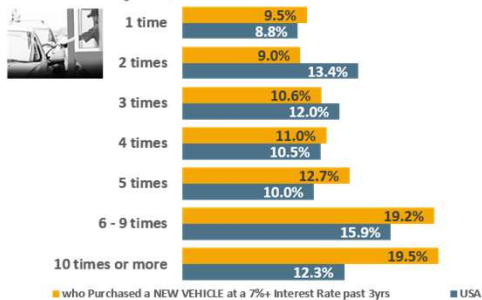
Past 12-months Domestic Airline Trips: Adults 25 or older



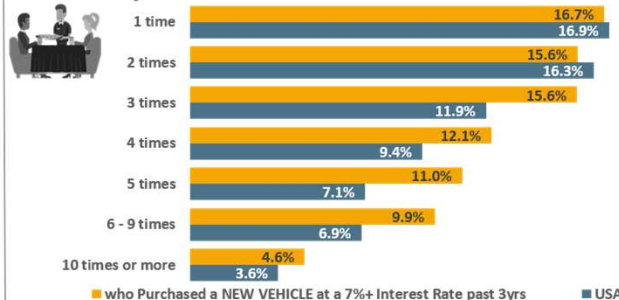


4.7% or 12,908,618 of USA DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 10.2% more likely to use QSRs past mo., 18.8% more likely to use Sit-Down Restaurants past mo., 1.9% less likely to use Casinos past yr., 39.9% less likely to smoke cigare

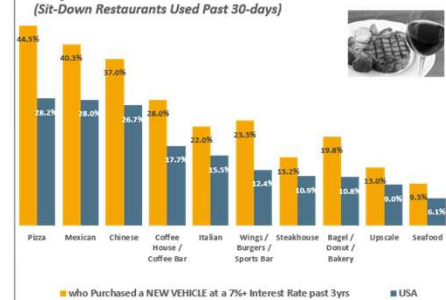
Past 30-days QSR Users: Adults 25 or older



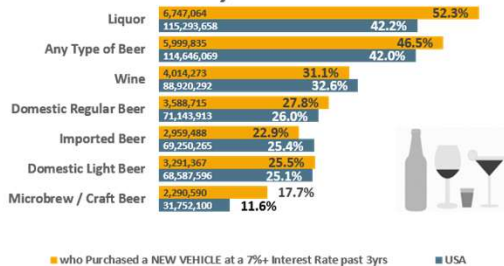
Past 30-days Sit-Down Restaurant Users: Adults 25 or older



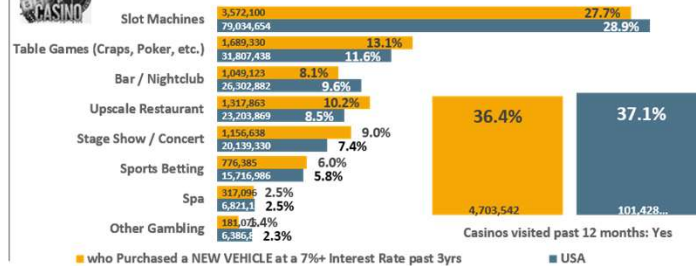
Top-10 Cuisines: Adults 25 or older (Sit-Down Restaurants Used Past 30-days)



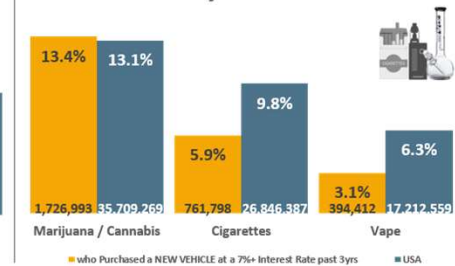
Drank Past 30-days: Adults 25 or older

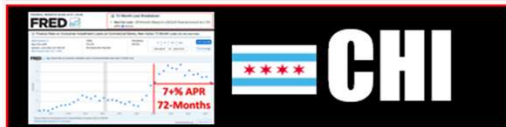


Past 12 months Casino Activities: Adults 25 or older



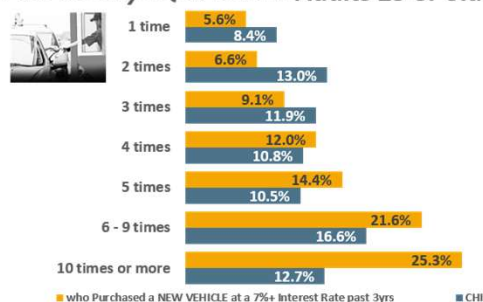
Used Past 30-days: Adults 25 or older



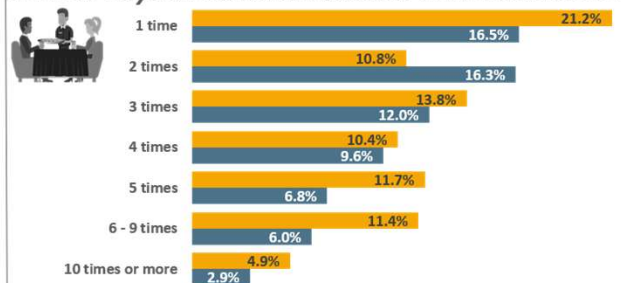


4.6% or 313,327 of CHI DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 12.5% more likely to use QSRs past mo., 20.1% more likely to use Sit-Down Restaurants past mo., 11.5% less likely to use Casinos past yr., 27.2% more likely to smoke cigar

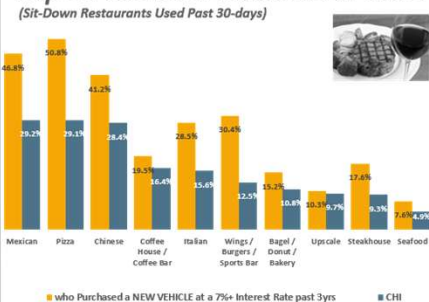
Past 30-days QSR Users: Adults 25 or older



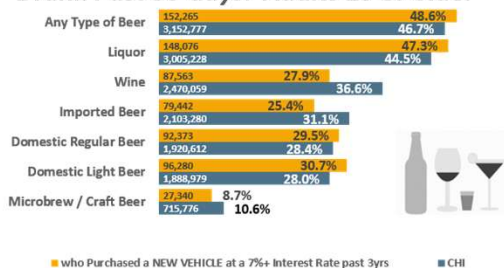
Past 30-days Sit-Down Restaurant Users: Adults 25 or older



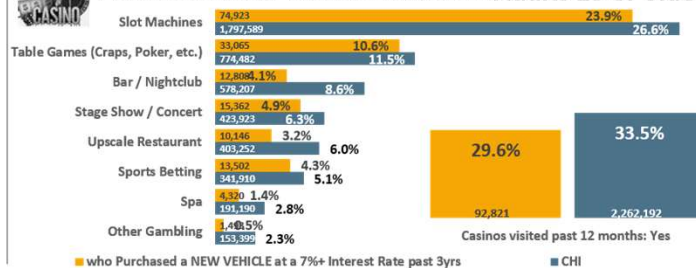
Top-10 Cuisines: Adults 25 or older (Sit-Down Restaurants Used Past 30-days)



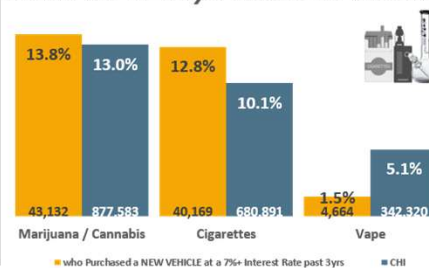
Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older



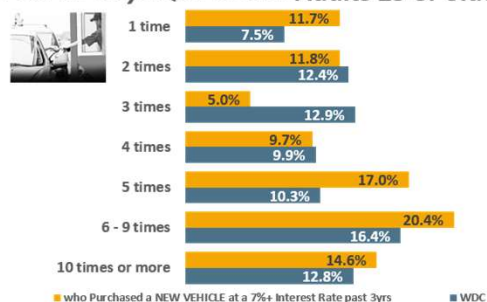
Used Past 30-days: Adults 25 or older



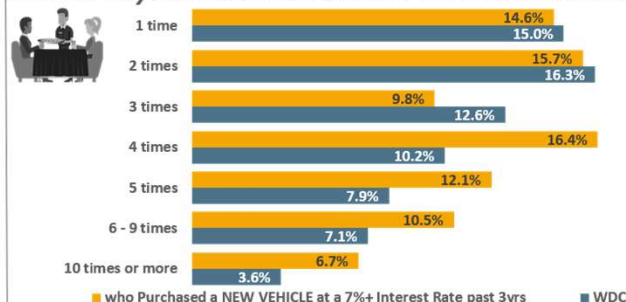


4.7% or 241,479 of WDC DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 9.6% more likely to use QSRs past mo., 18.1% more likely to use Sit-Down Restaurants past mo., 2.9% less likely to use Casinos past yr., 50.% less likely to smoke cigarett

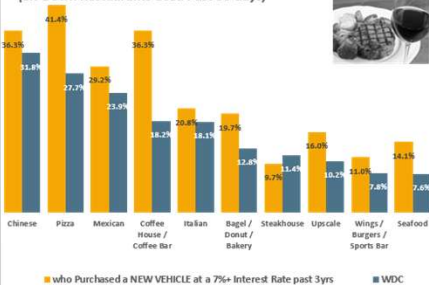
Past 30-days QSR Users: Adults 25 or older



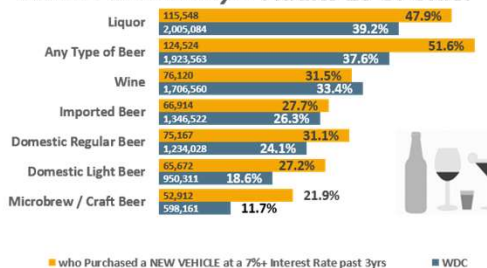
Past 30-days Sit-Down Restaurant Users: Adults 25 or older



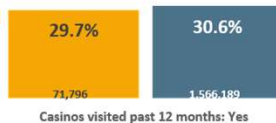
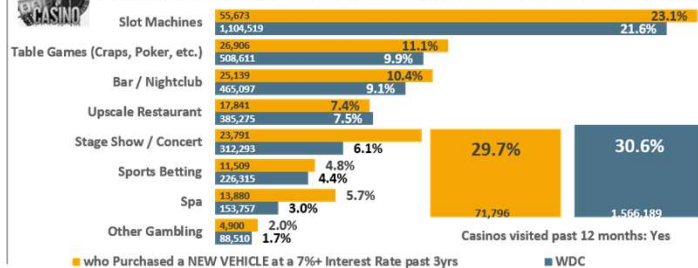
Top-10 Cuisines: Adults 25 or older (Sit-Down Restaurants Used Past 30-days)



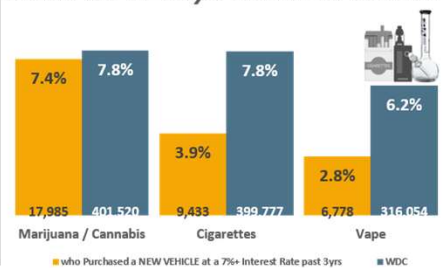
Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older



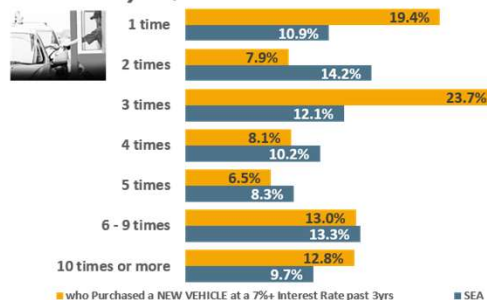
Used Past 30-days: Adults 25 or older



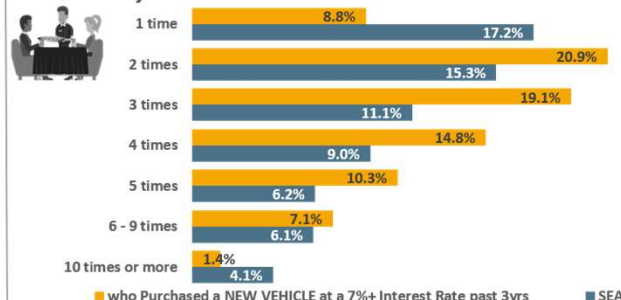


4.6% or 188,016 of SEA DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 16.% more likely to use QSRs past mo., 19.5% more likely to use Sit-Down Restaurants past mo., 10.1% less likely to use Casinos past yr., 41.1% less likely to smoke cigare

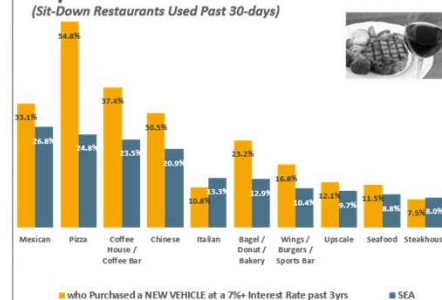
Past 30-days QSR Users: Adults 25 or older



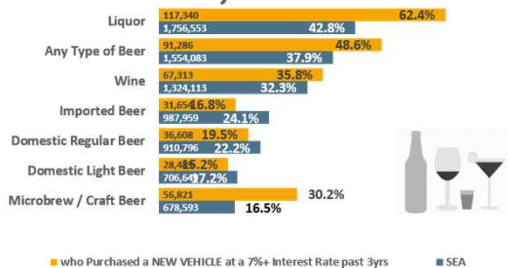
Past 30-days Sit-Down Restaurant Users: Adults 25 or older



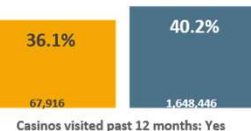
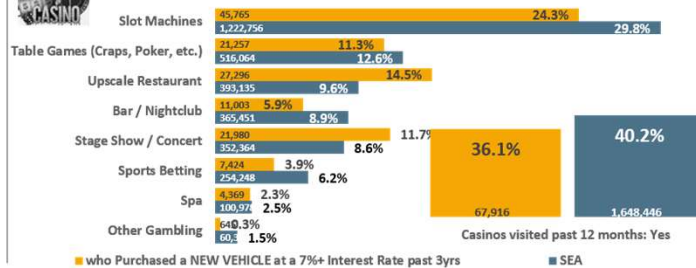
Top-10 Cuisines: Adults 25 or older (Sit-Down Restaurants Used Past 30-days)



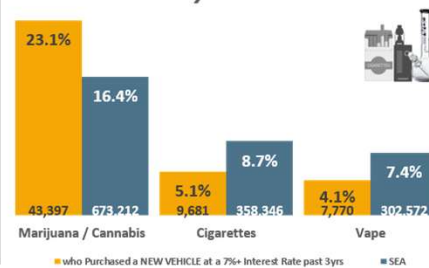
Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older



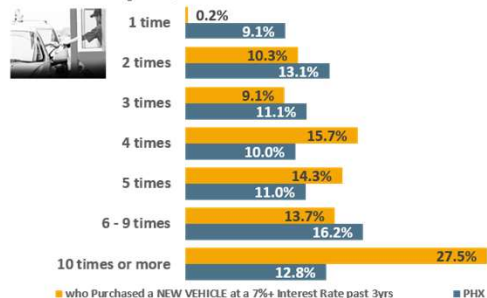
Used Past 30-days: Adults 25 or older



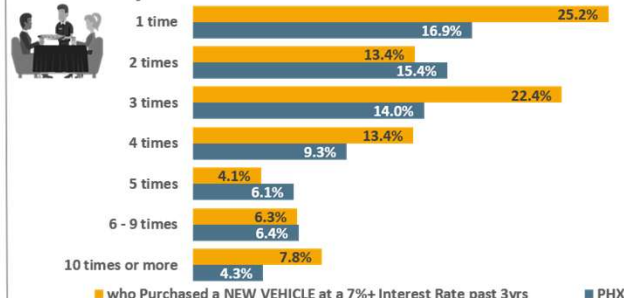


4.4% or 185,246 of PHX DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 9.% more likely to use QSRs past mo., 27.8% more likely to use Sit-Down Restaurants past mo., 5.% more likely to use Casinos past yr., 68.6% less likely to smoke cigarette

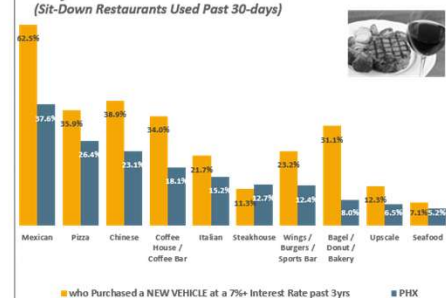
Past 30-days QSR Users: Adults 25 or older



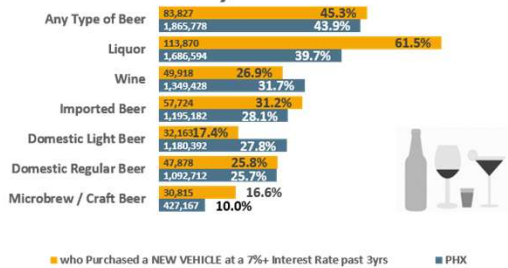
Past 30-days Sit-Down Restaurant Users: Adults 25 or older



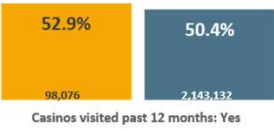
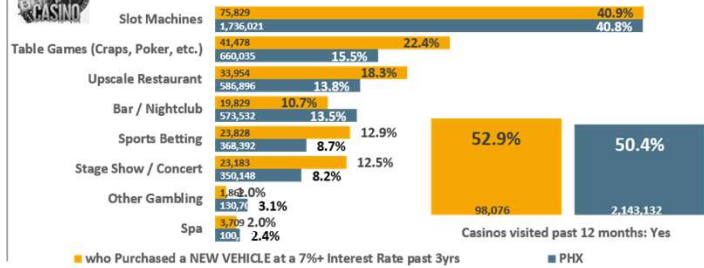
Top-10 Cuisines: Adults 25 or older (Sit-Down Restaurants Used Past 30-days)



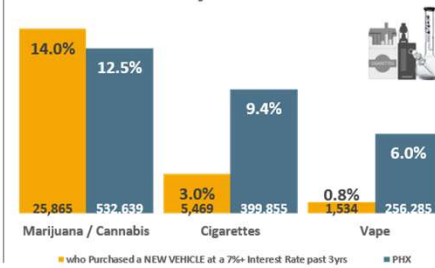
Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older



Used Past 30-days: Adults 25 or older

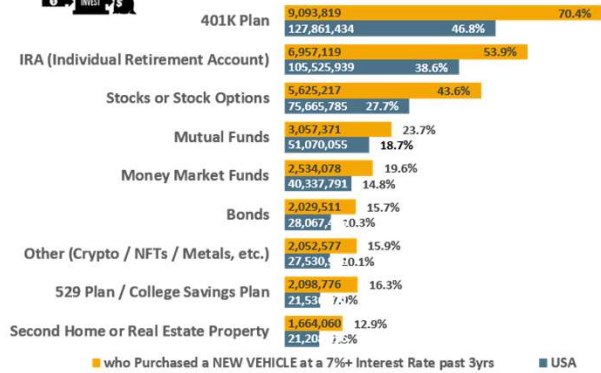




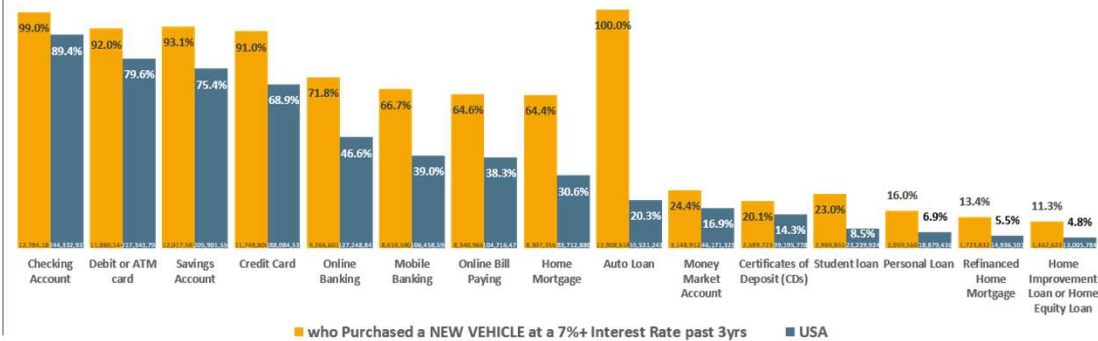
4.7% or 12,908,618 of USA DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 50.5% more likely to have a 401K, 391.9% more likely to have an Auto Loan, 49.5% more likely to Invest/Trade Stocks Online, 14.2% more likely to pay with their Debit Card.



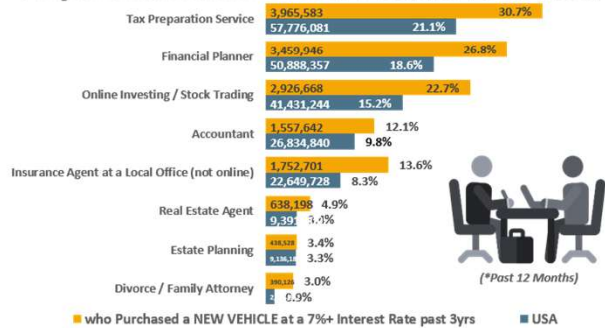
Investments Owned: Adults 25 or older



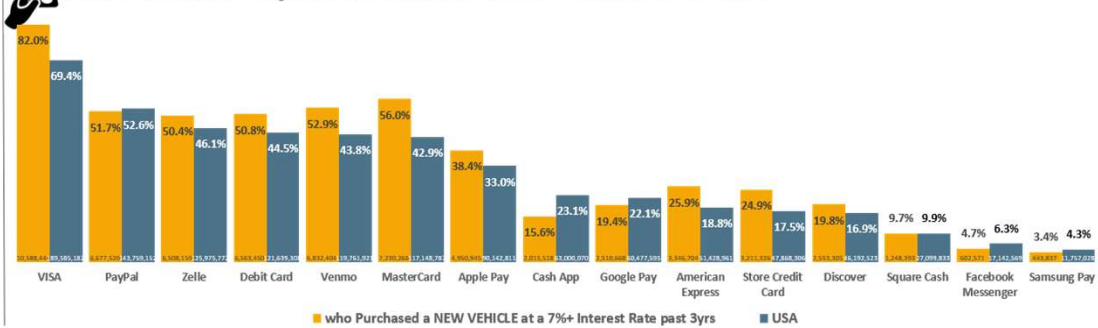
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used*: Adults 25 or older

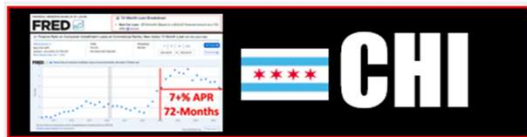


Past 3-Months Payment Methods Used: Adults 25 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

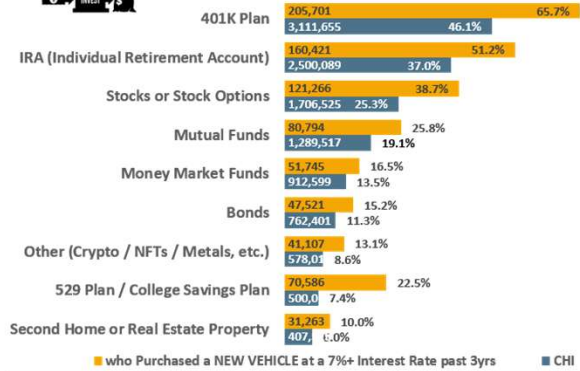
[[[Model year of new vehicle (HHL): 2026:Any new vehicle OR Model year of new vehicle (HHL): 2025:Any new vehicle OR Model year of new vehicle (HHL): 2024:Any new vehicle] AND Financial services HHL has/use (HHL): Auto loan]]



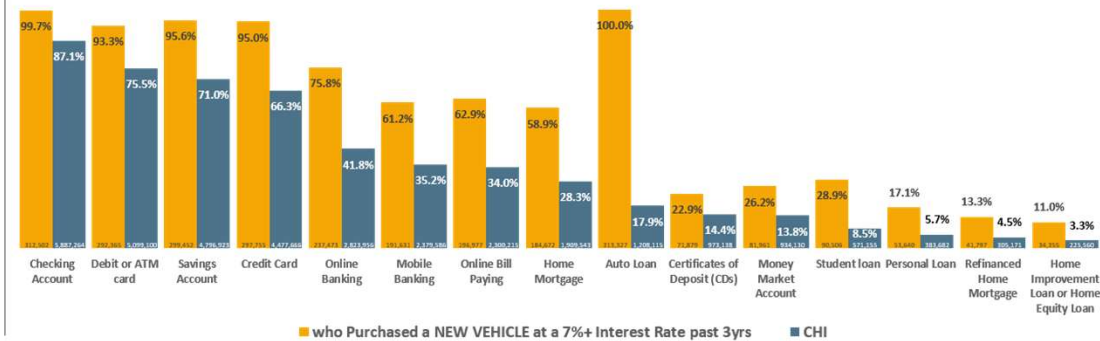
4.6% or 313,327 of CHI DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 42.6% more likely to have a 401K, 459.3% more likely to have an Auto Loan, 34.6% more likely to Invest/Trade Stocks Online, 10.8% more likely to pay with their Debit Card.



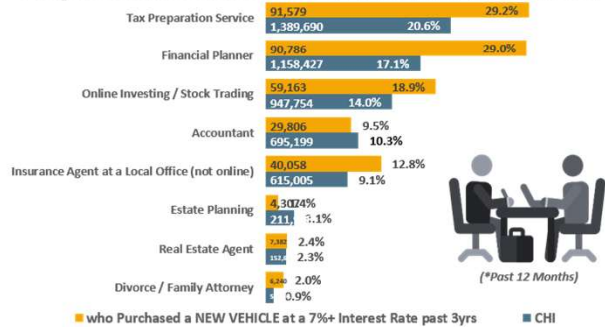
Investments Owned: Adults 25 or older



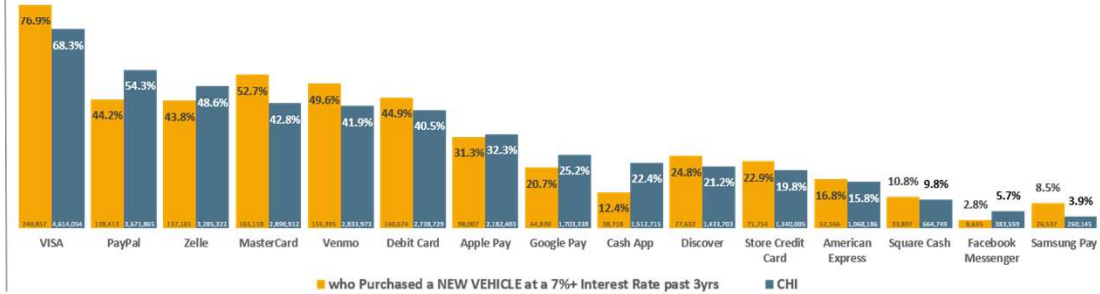
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used*: Adults 25 or older



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

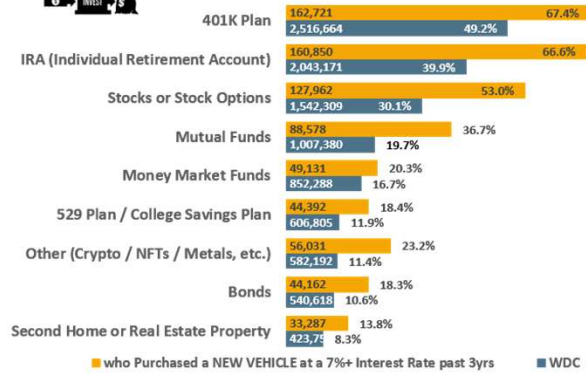




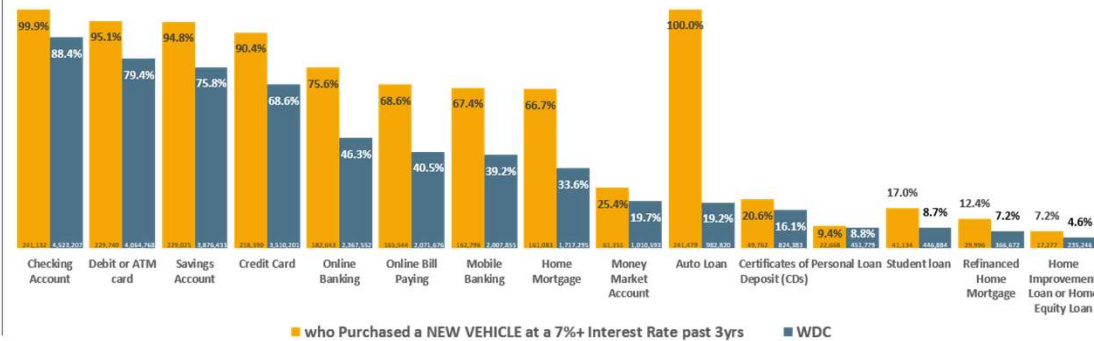
4.7% or 241,479 of WDC DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 37.% more likely to have a 401K, 420.6% more likely to have an Auto Loan, 75.1% more likely to Invest/Trade Stocks Online, 26.8% more likely to pay with their Debit Card.



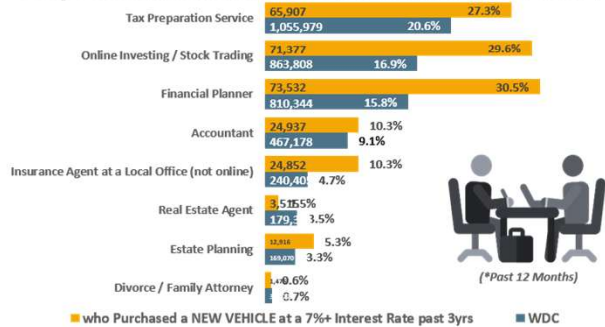
Investments Owned: Adults 25 or older



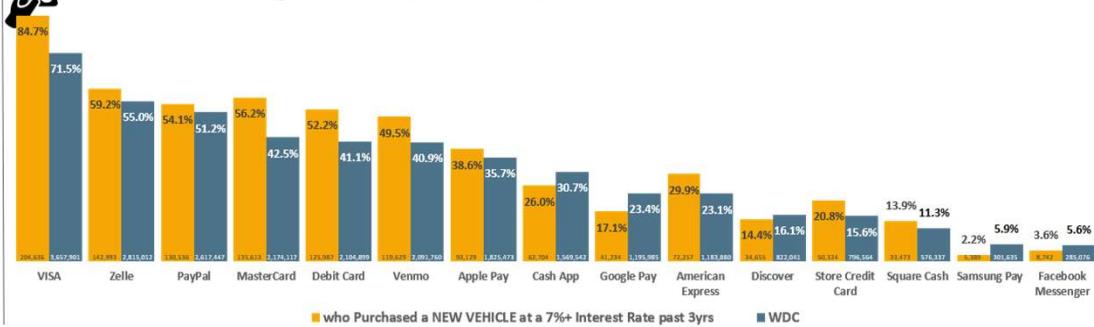
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used*: Adults 25 or older



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

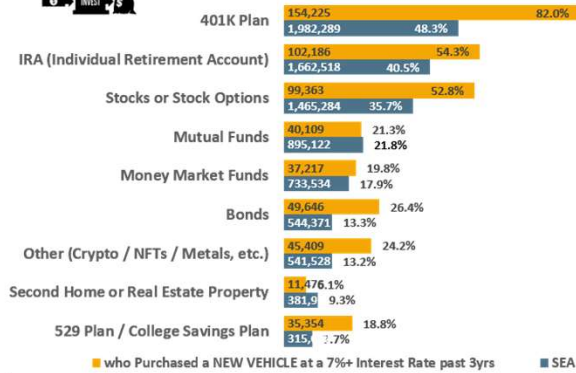




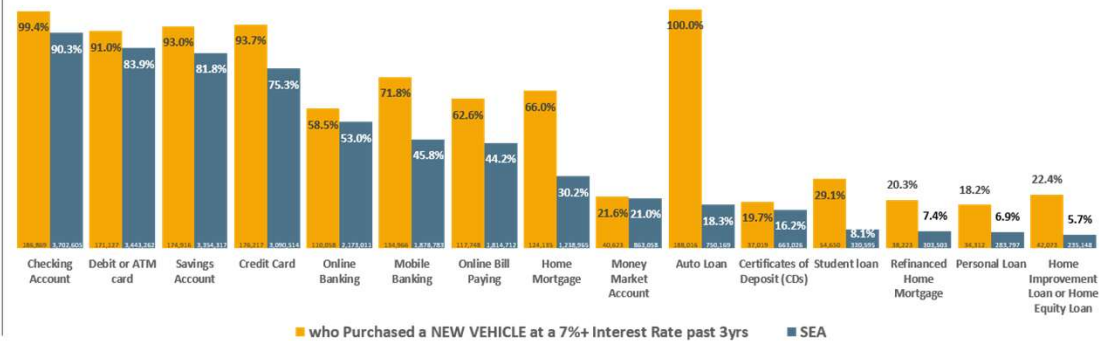
4.6% or 188,016 of SEA DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 69.7% more likely to have a 401K, 446.8% more likely to have an Auto Loan, 64.% more likely to Invest/Trade Stocks Online, 4.5% less likely to pay with their Debit Card.



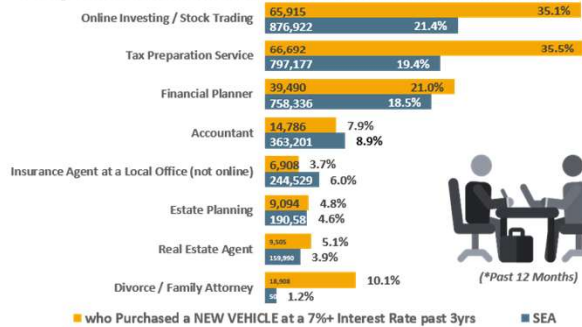
Investments Owned: Adults 25 or older



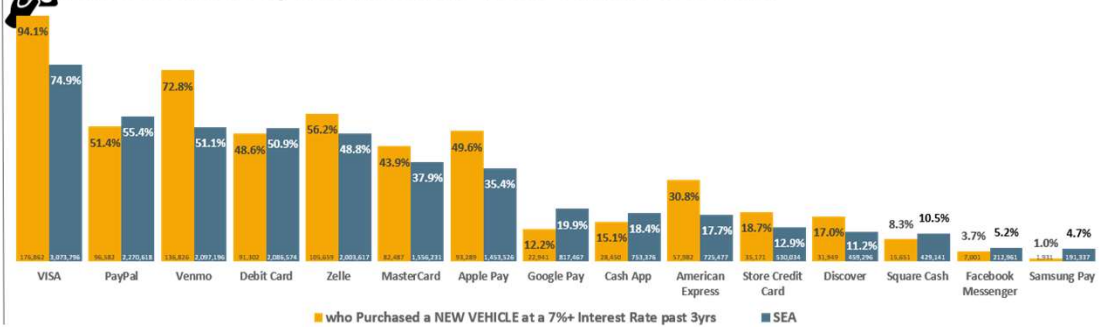
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used*: Adults 25 or older



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

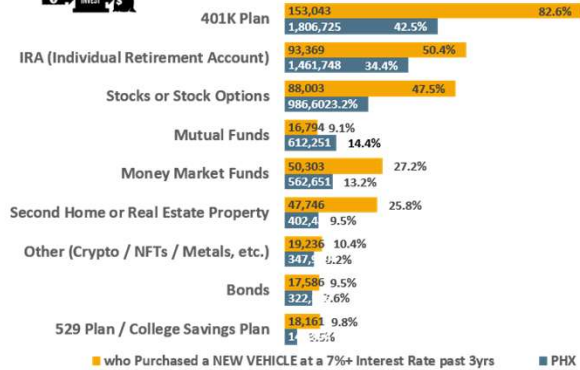




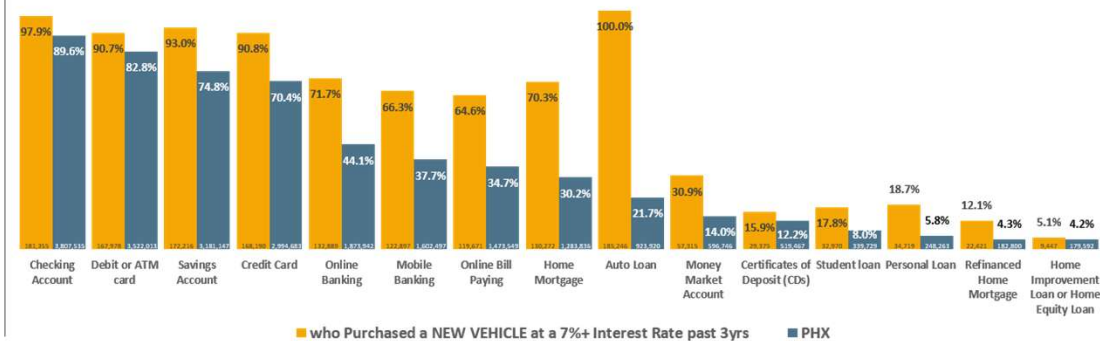
4.4% or 185,246 of PHX DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 94.4% more likely to have a 401K, 360.2% more likely to have an Auto Loan, 87.7% more likely to Invest/Trade Stocks Online, 23.4% more likely to pay with their Debit Card.



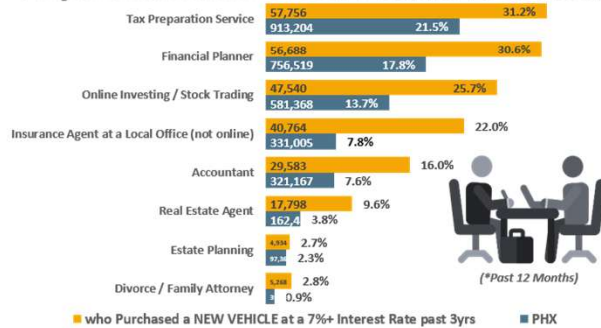
Investments Owned: Adults 25 or older



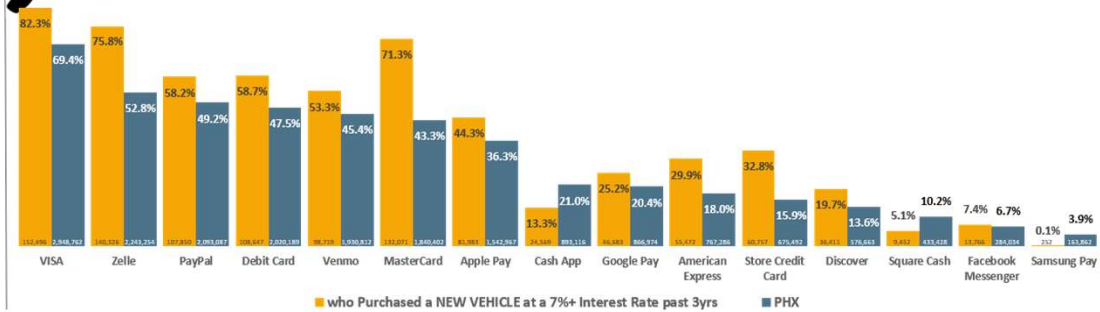
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used*: Adults 25 or older



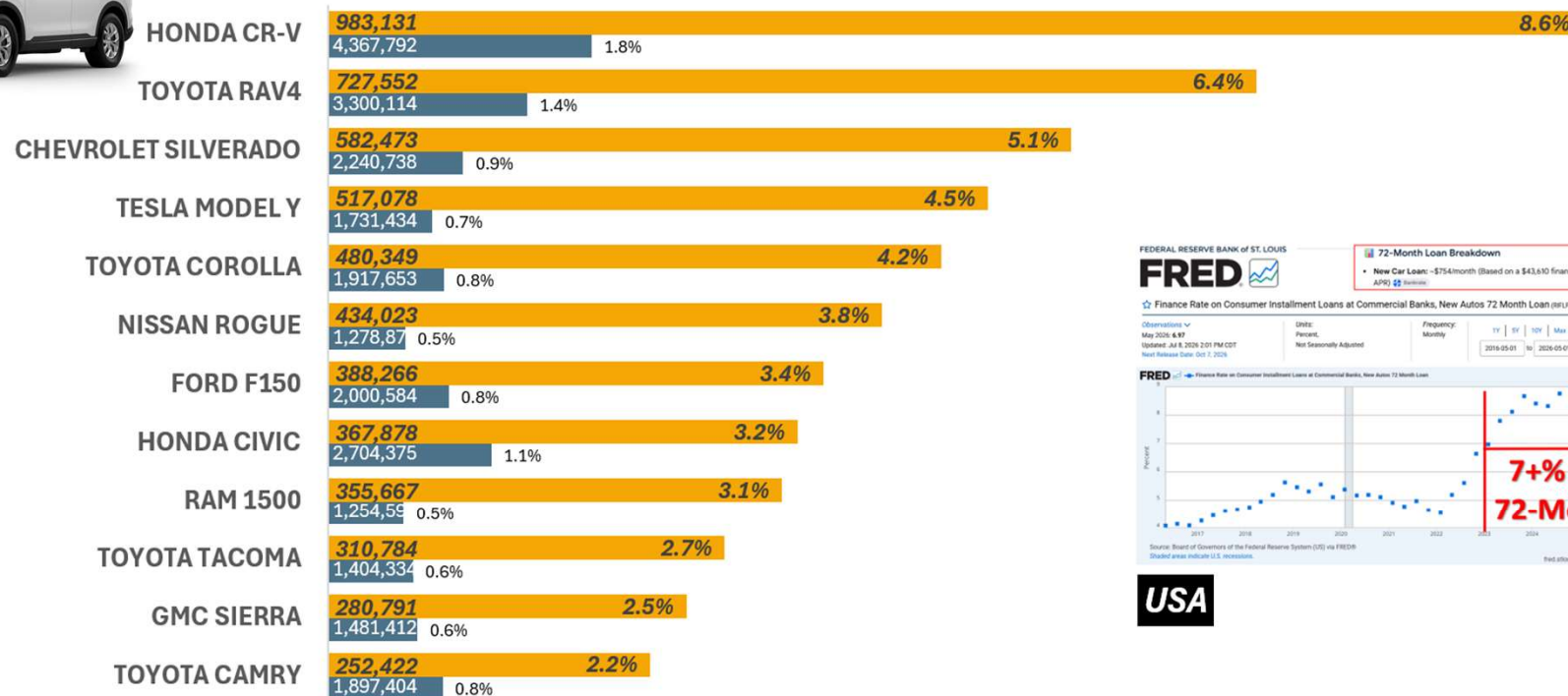
Past 3-Months Payment Methods Used: Adults 25 or older





"Top New Vehicle Makes/Models Financed past 3 years"

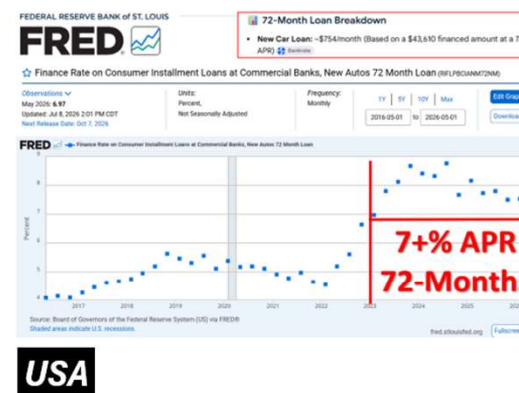
P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years
(Top New Vehicle Makes/Models Financed with a 7%+ Auto Loan)



■ P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years (Top New Vehicle Makes/Models Financed with a 7%+ Auto Loan)

■ P25+ USA (Top New Vehicle Makes/Models Financed, Leased, or Paid Cash for)

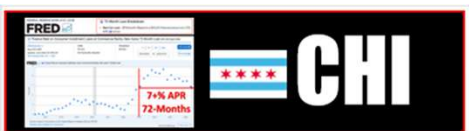
USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1125
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.



USA

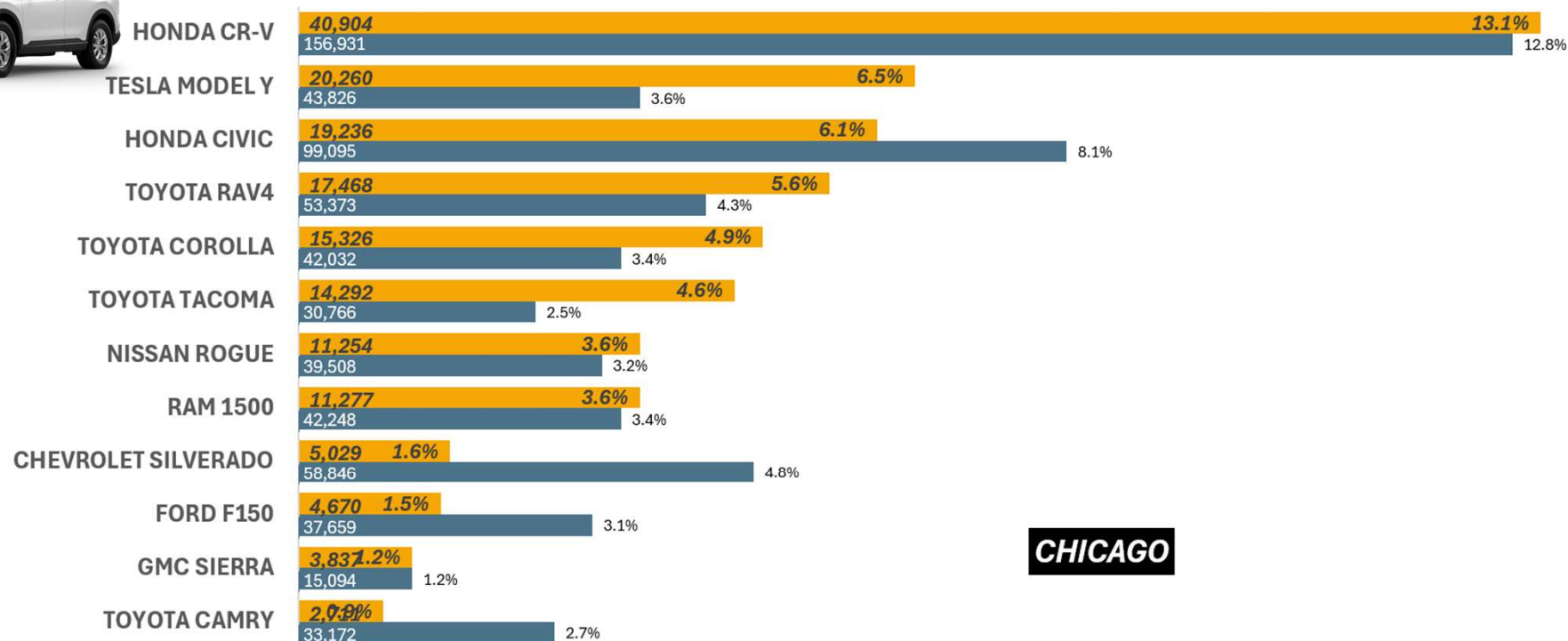
soefa.ai Share of Everything for Anything

[[(Model year of new vehicle (HHLD): 2026: Any new vehicle OR Model year of new vehicle (HHLD): 2025: Any new vehicle OR Model year of new vehicle (HHLD): 2024: Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]



"Top New Vehicle Makes/Models Financed past 3 years"

P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years
(Top New Vehicle Makes/Models Financed with a 7%+ Auto Loan)



CHICAGO

■ P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years (Top New Vehicle Makes/Models Financed with a 7%+ Auto Loan)

■ P25+ CHICAGO (Top New Vehicle Makes/Models Financed, Leased, or Paid Cash for)

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 171
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

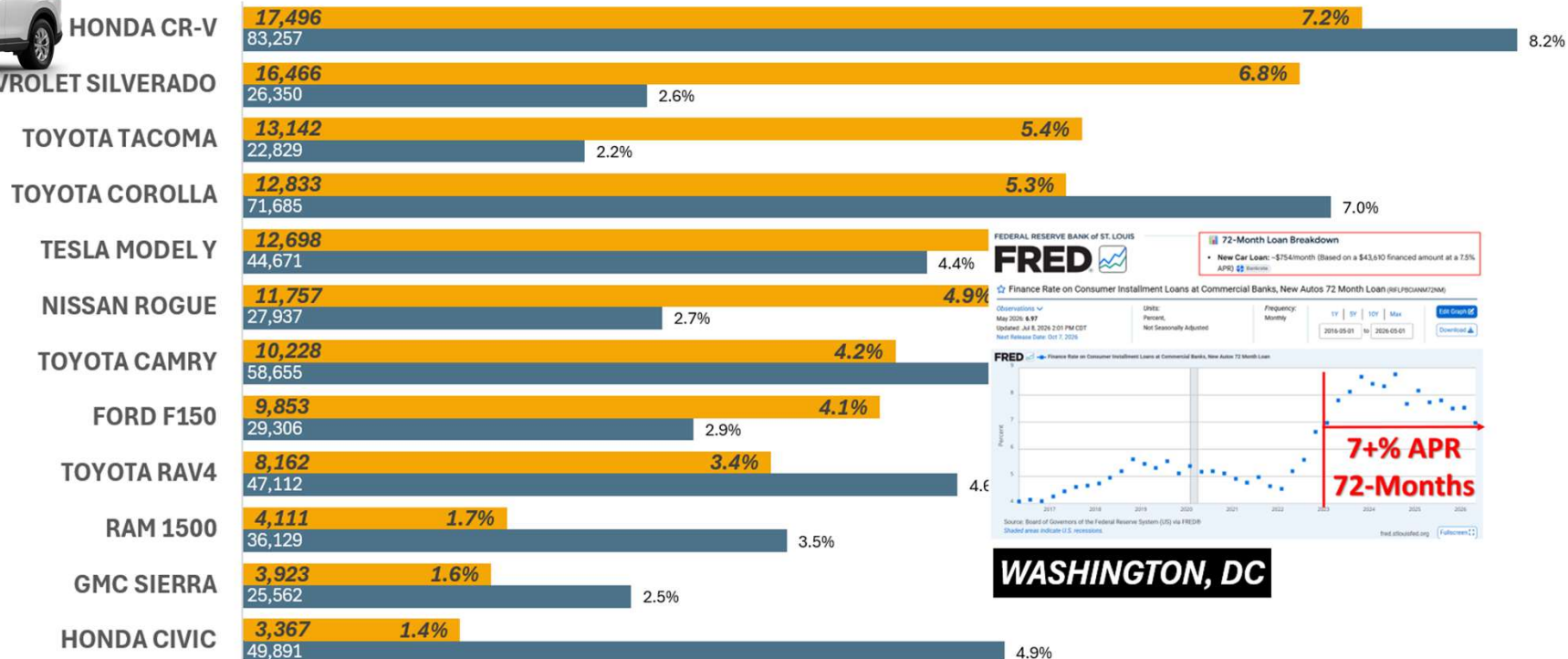
soefa.ai Share of Everything for Anything

[[(Model year of new vehicle (HHL): 2026: Any new vehicle OR Model year of new vehicle (HHL): 2025: Any new vehicle OR Model year of new vehicle (HHL): 2024: Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]]



"Top New Vehicle Makes/Models Financed past 3 years"

P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years
(Top New Vehicle Makes/Models Financed with a 7%+ Auto Loan)



WASHINGTON, DC

■ P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years (Top New Vehicle Makes/Models Financed with a 7%+ Auto Loan)

■ P25+ WASHINGTON, DC (Top New Vehicle Makes/Models Financed, Leased, or Paid Cash for)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 286

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

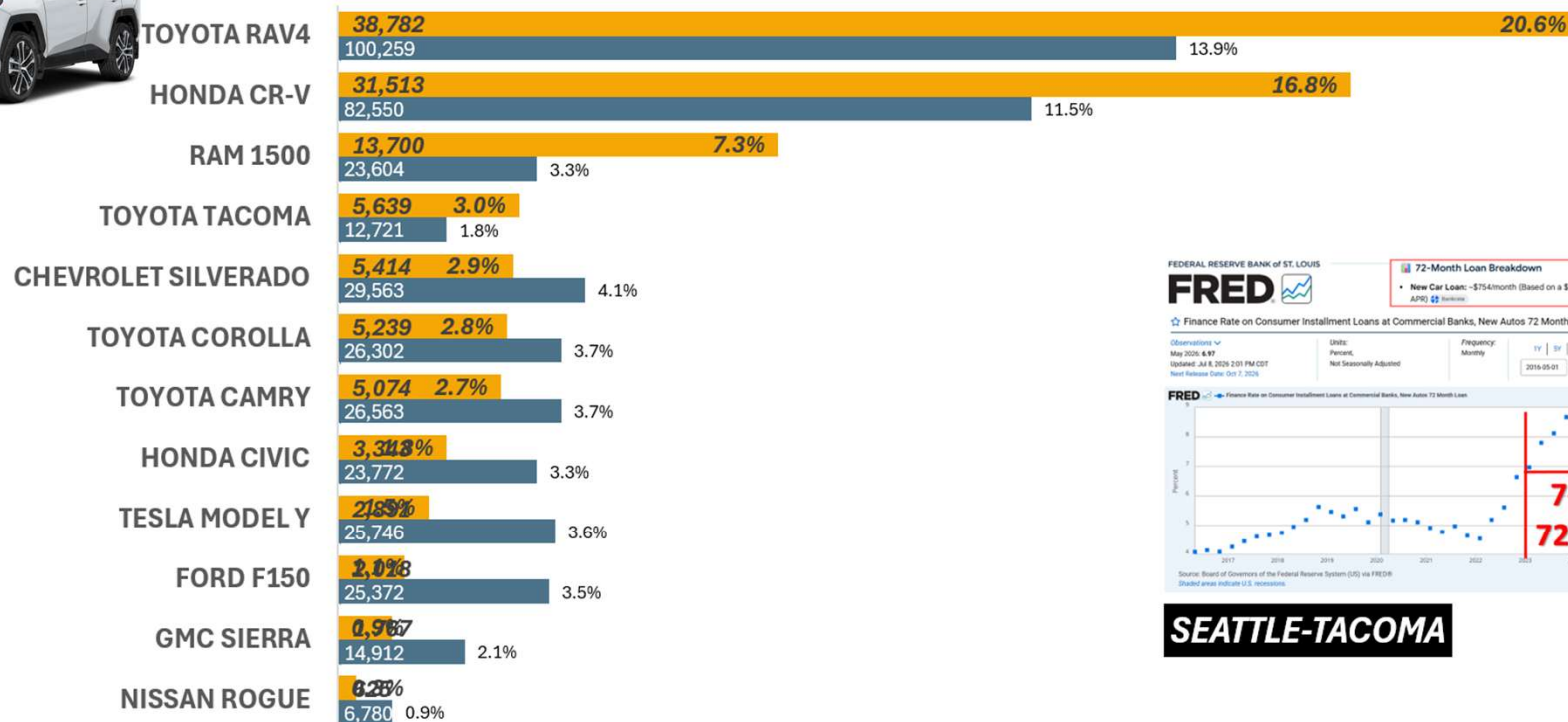
soefa.ai Share of Everything for Anything ®

[[[(Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]



"Top New Vehicle Makes/Models Financed past 3 years"

P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years
(Top New Vehicle Makes/Models Financed with a 7%+ Auto Loan)



■ P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years (Top New Vehicle Makes/Models Financed with a 7%+ Auto Loan)

■ P25+ SEATTLE-TACOMA (Top New Vehicle Makes/Models Financed, Leased, or Paid Cash for)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 140

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.



SEATTLE-TACOMA

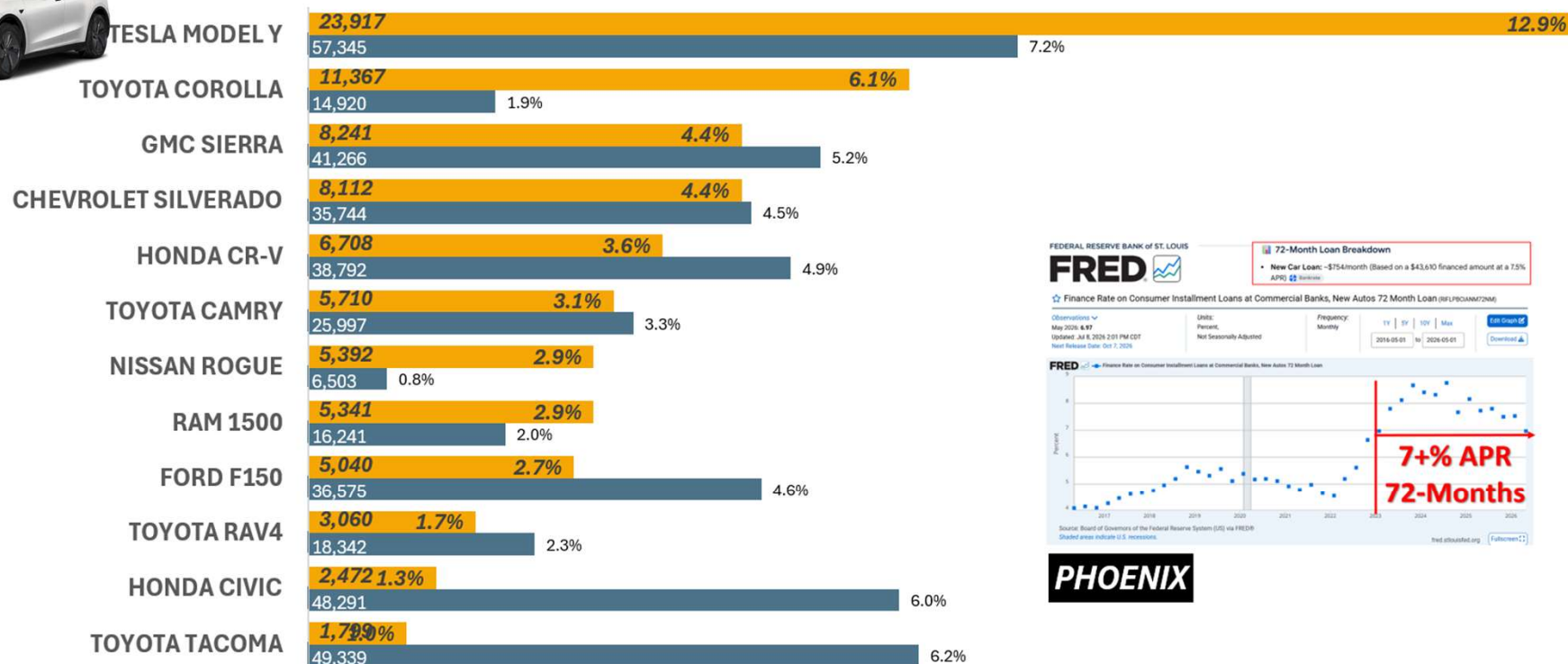
soefa.ai Share of Everything for Anything ®

[[(Model year of new vehicle (HHL): 2026: Any new vehicle OR Model year of new vehicle (HHL): 2025: Any new vehicle OR Model year of new vehicle (HHL): 2024: Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]]



"Top New Vehicle Makes/Models Financed past 3 years"

P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years
(Top New Vehicle Makes/Models Financed with a 7%+ Auto Loan)



■ P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years (Top New Vehicle Makes/Models Financed with a 7%+ Auto Loan)

■ P25+ PHOENIX (Top New Vehicle Makes/Models Financed, Leased, or Paid Cash for)

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 111
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.



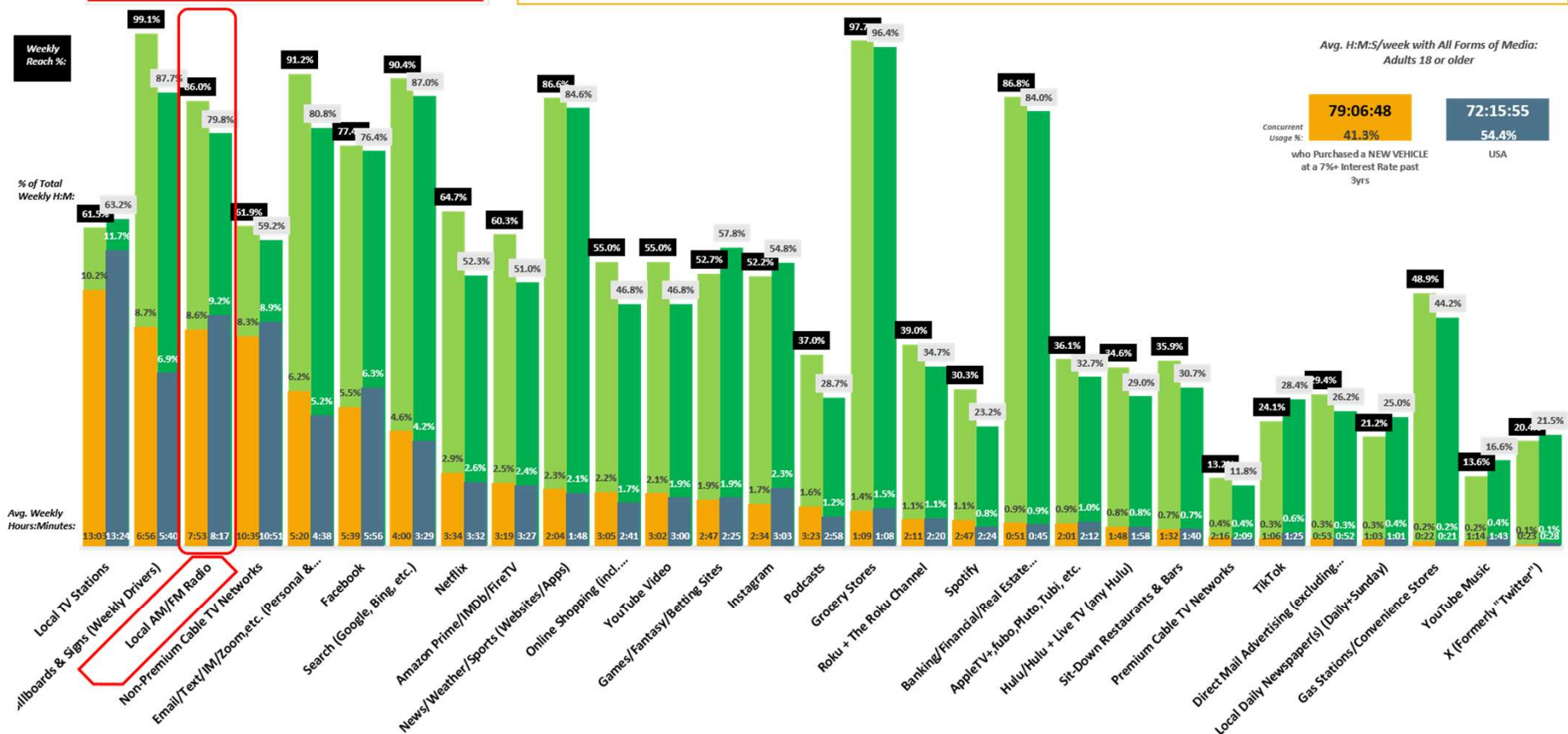
PHOENIX

soefa.ai Share of Everything for Anything

[[(Model year of new vehicle (HHLD): 2026: Any new vehicle OR Model year of new vehicle (HHLD): 2025: Any new vehicle OR Model year of new vehicle (HHLD): 2024: Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]



Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 3 days, 7 hours, 6 minutes and 48 seconds each week with All Forms of Media.
 86.6% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an avg. of 7 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



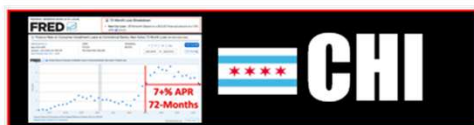
Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

79:06:48	72:15:55
41.3%	54.4%
who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs	USA

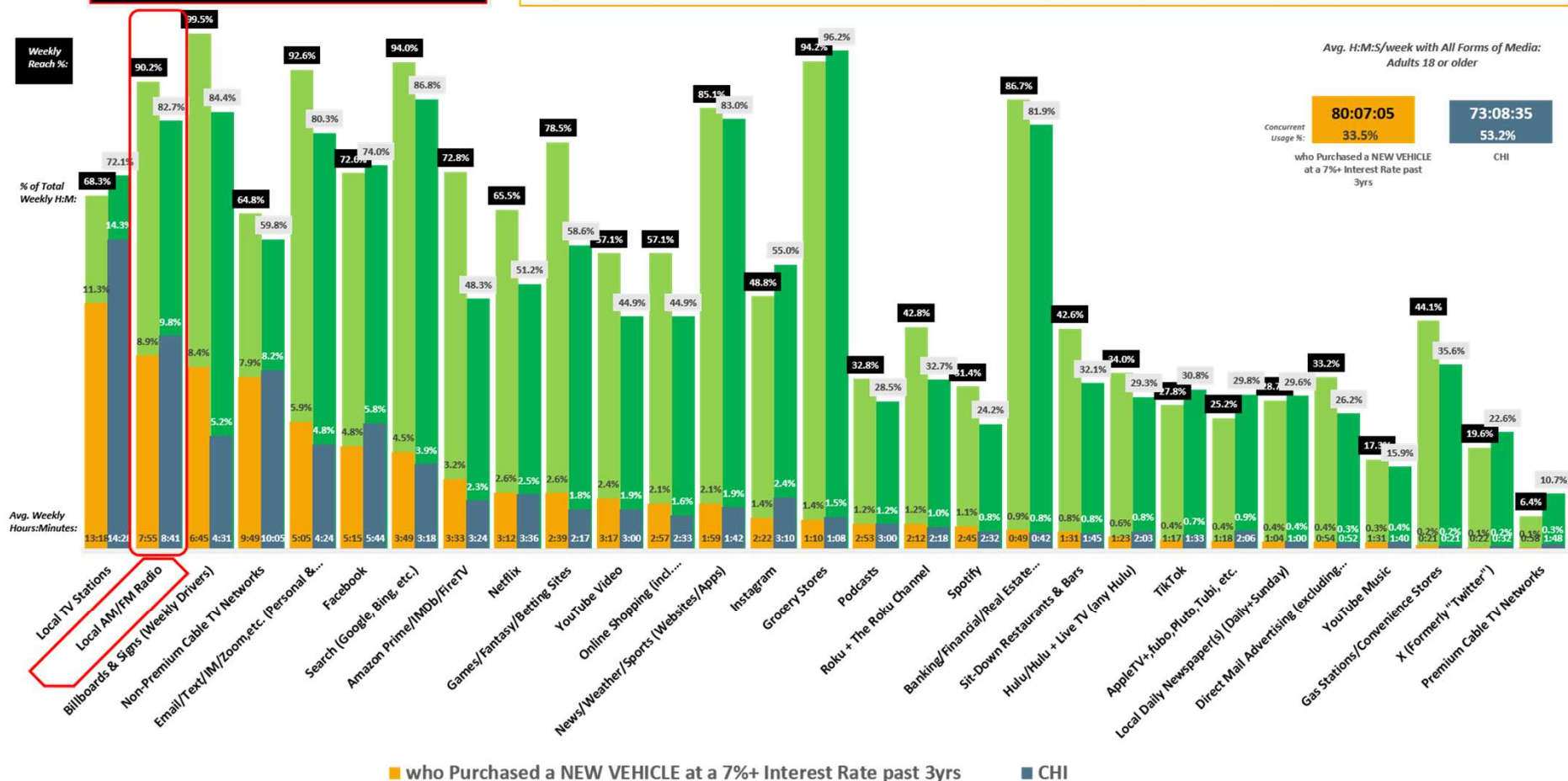
who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs USA



Share of Everything
 for Anything.



Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 3 days, 8 hours, 7 minutes and 5 seconds each week with All Forms of Media.
 90.2% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an avg. of 7 hours and 55 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.

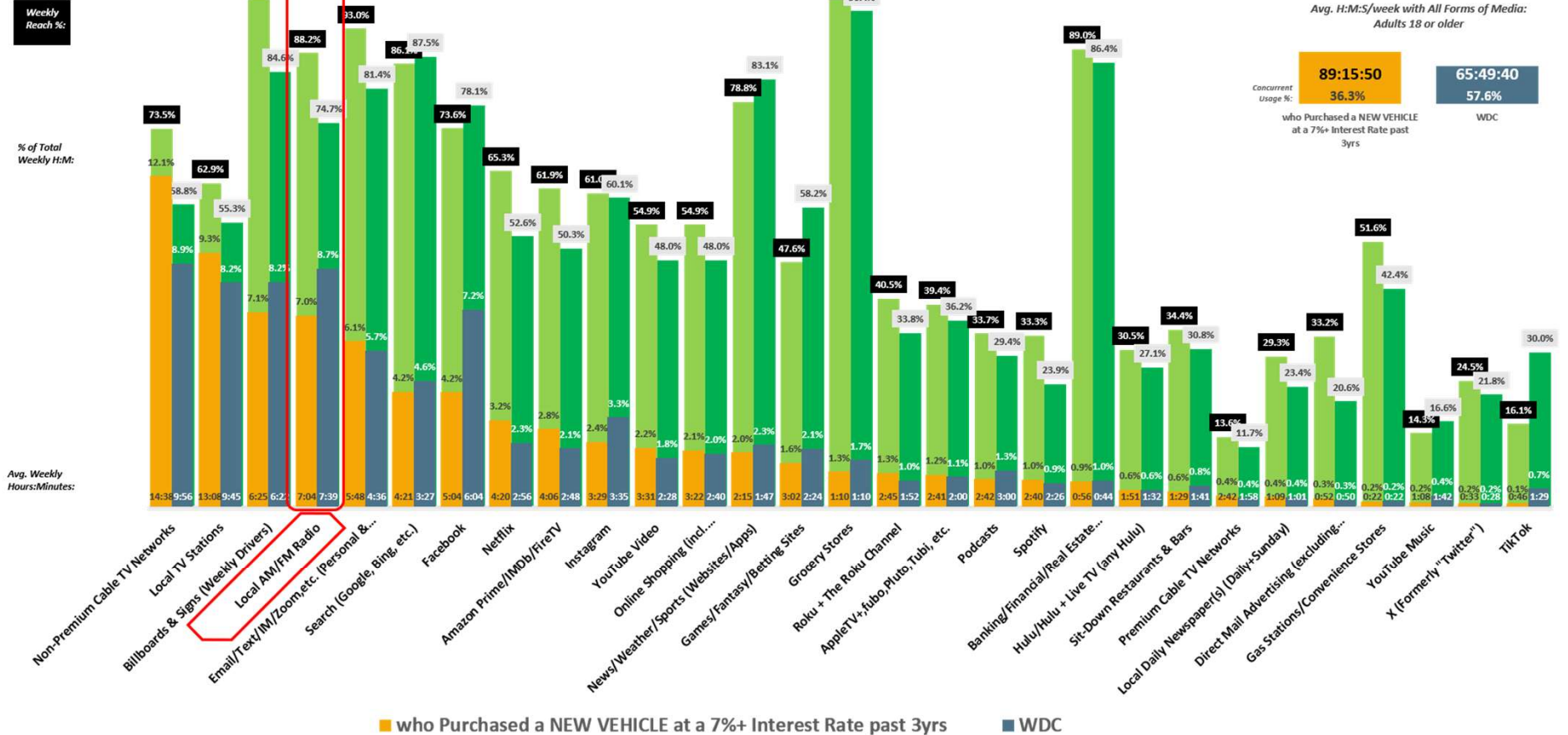


Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

Concurrent Usage %:
 80:07:05 33.5%
 73:08:35 53.2%
 who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs
 CHI

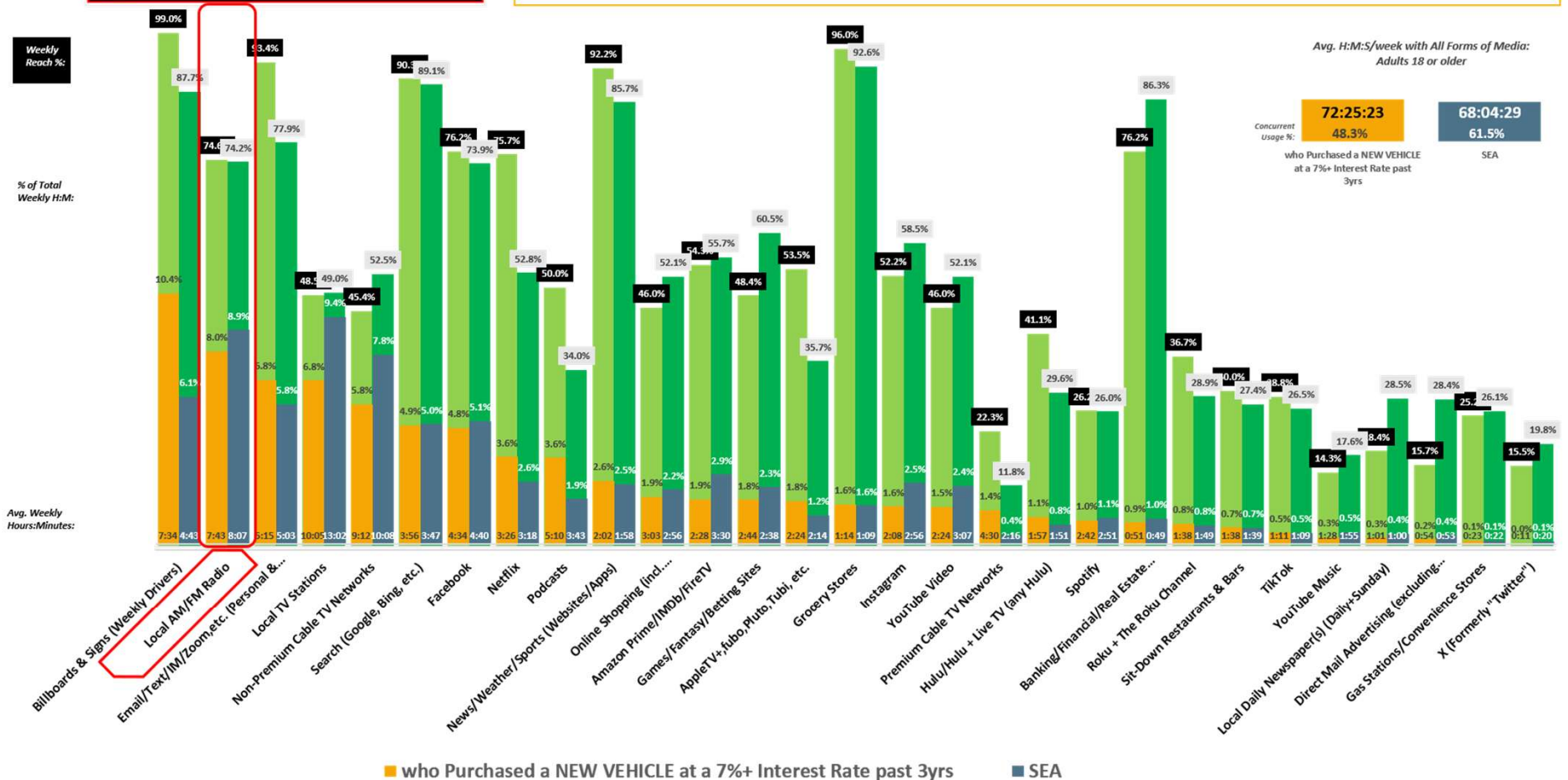


Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 3 days, 17 hours, 15 minutes and 50 seconds each week with All Forms of Media.
 88.2% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an avg. of 7 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 7.0% of total time spent with all forms of Media.



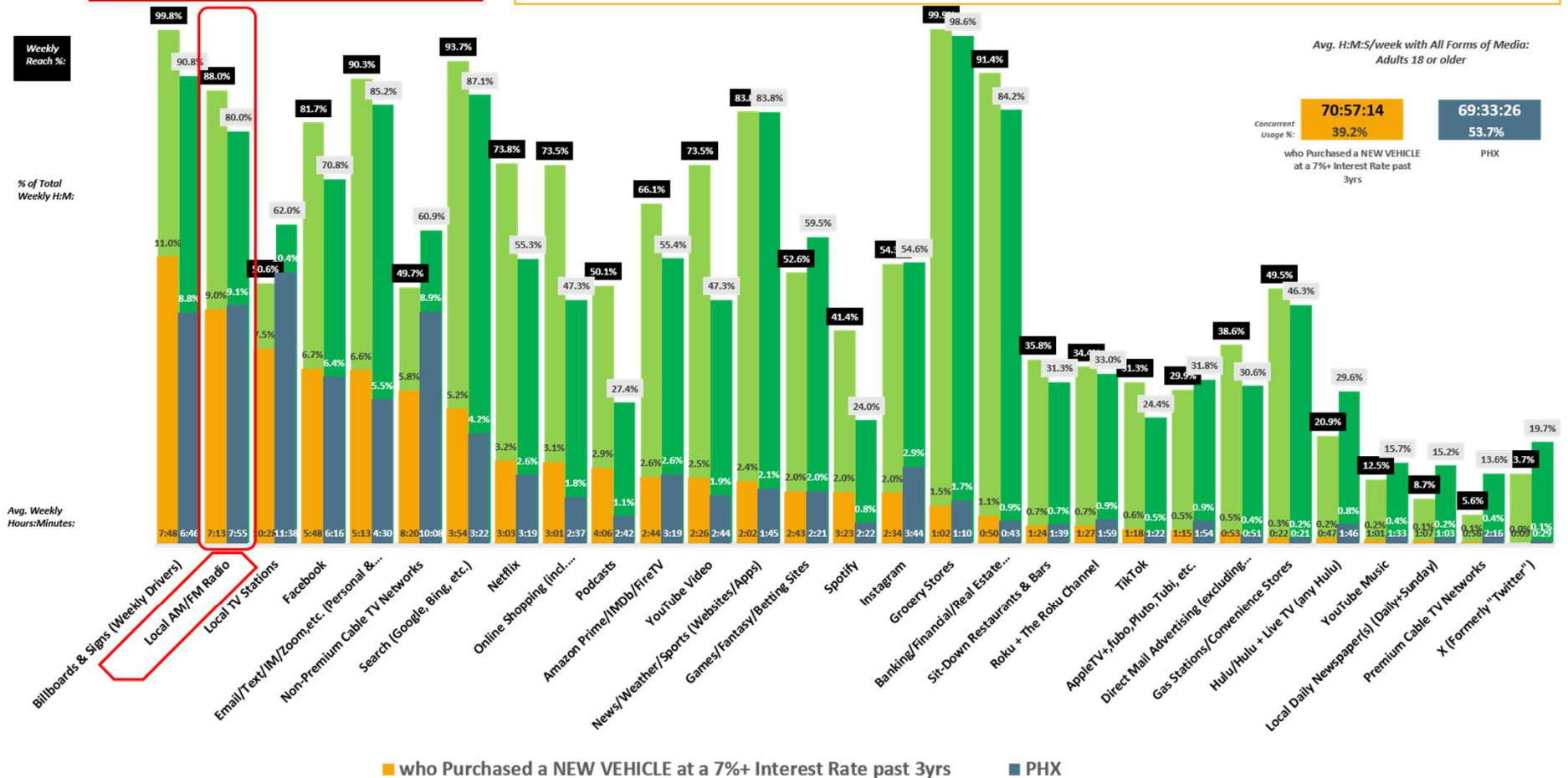


Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 3 days, 0 hours, 25 minutes and 23 seconds each week with All Forms of Media.
 74.6% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an avg. of 7 hours and 43 minutes each week listening to All Local AM/FM Radio, representing 8.0% of total time spent with all forms of Media.



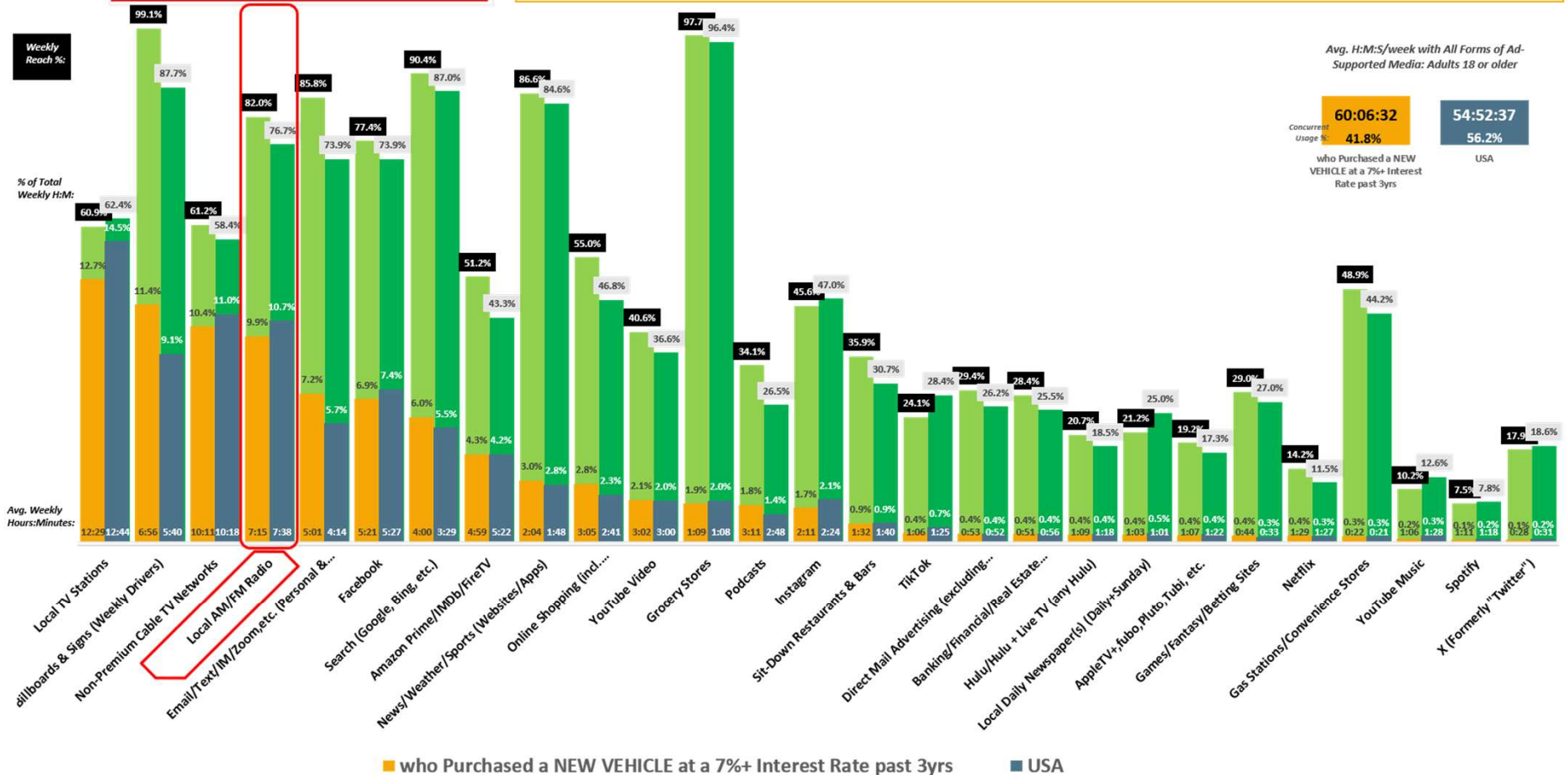


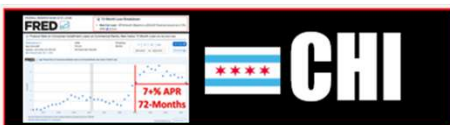
Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 2 days, 22 hours, 57 minutes and 14 seconds each week with All Forms of Media.
 88.% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an avg. of 7 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.



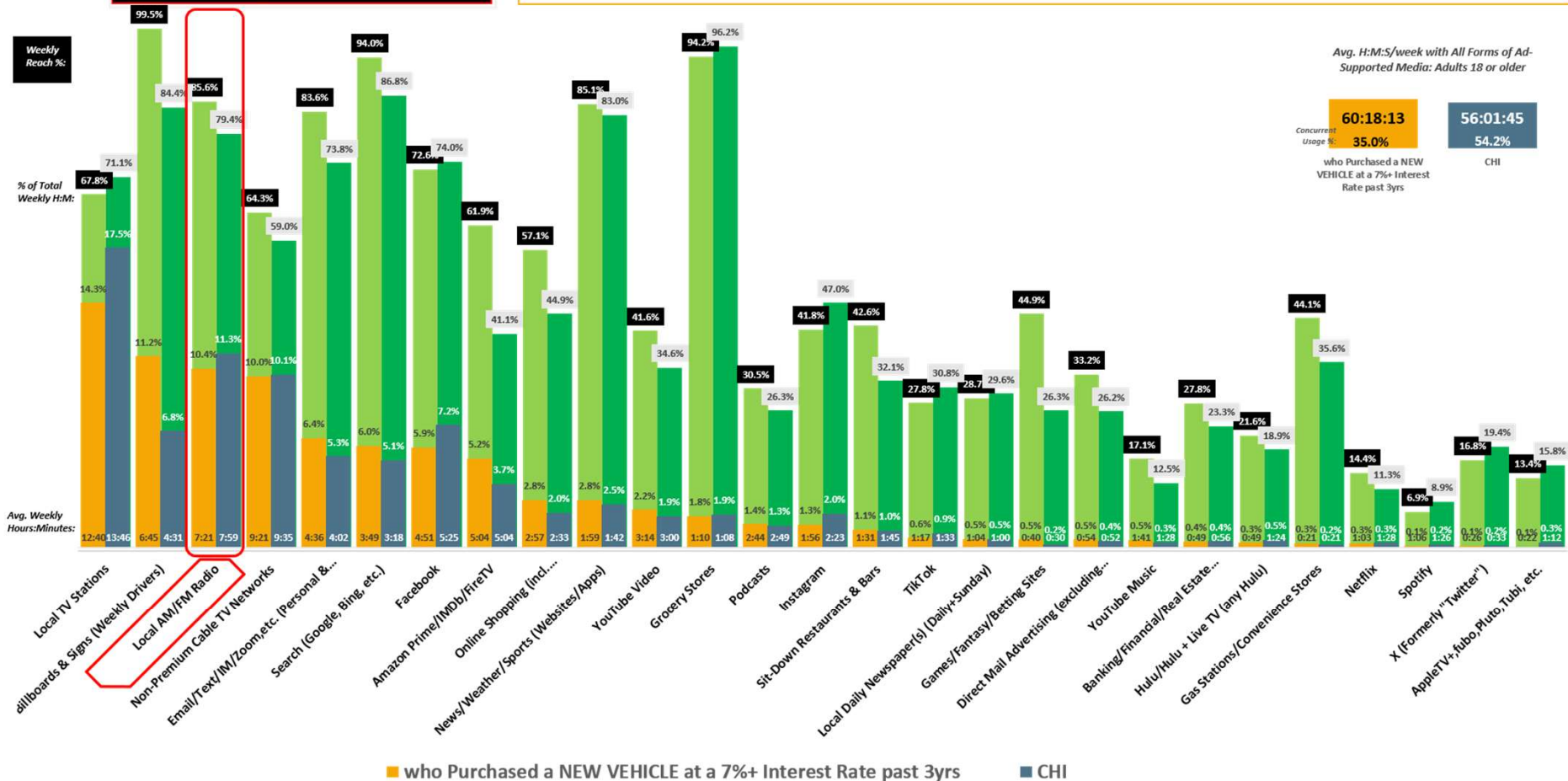


Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 2 days, 12 hours, 6 minutes and 32 seconds each week with All Forms of Ad-Supported Media.
 82.% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an avg. of 7 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Med



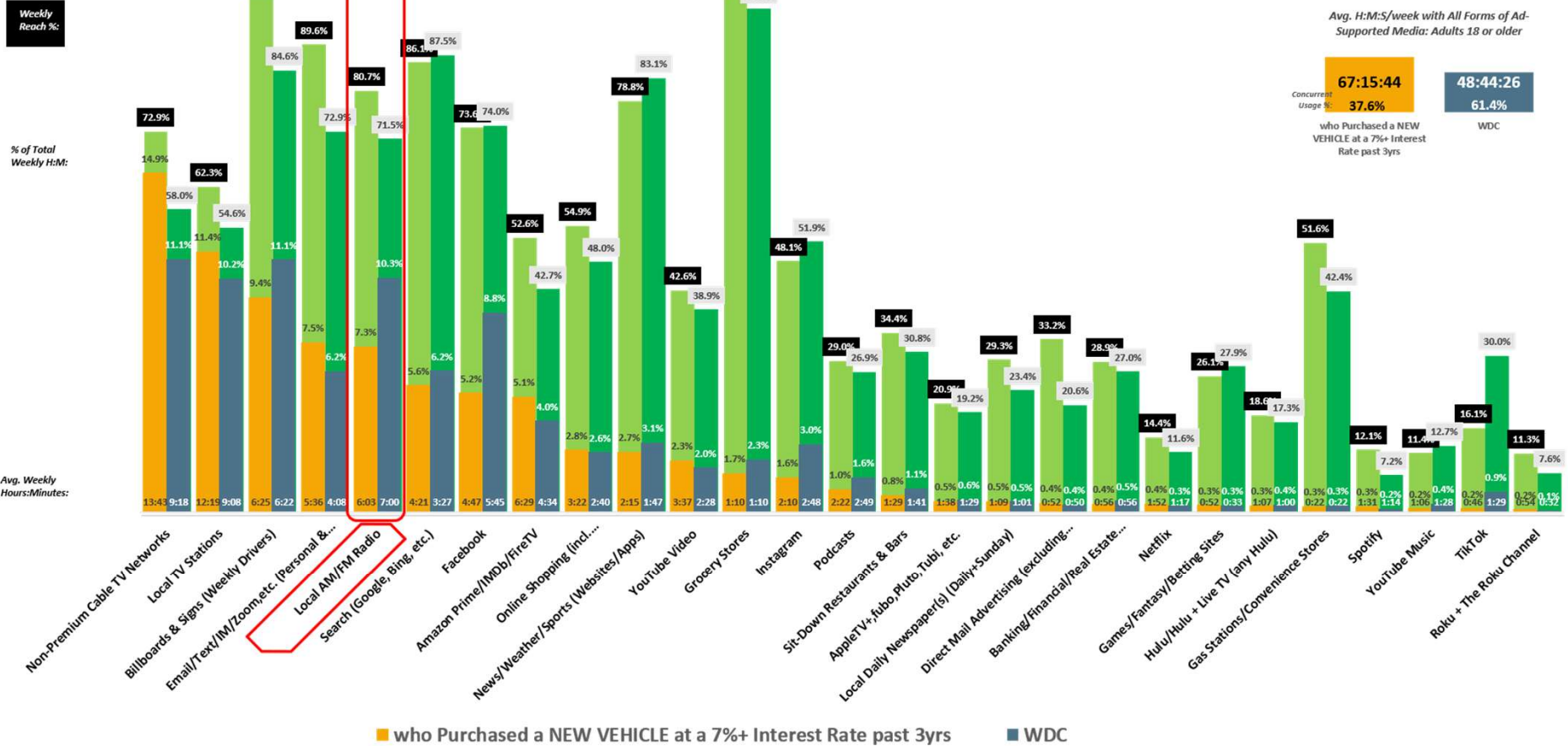


Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 2 days, 12 hours, 18 minutes and 13 seconds each week with All Forms of Ad-Supported Media.
85.6% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an avg. of 7 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported M





Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 2 days, 19 hours, 15 minutes and 44 seconds each week with All Forms of Ad-Supported Media.
 80.7% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an avg. of 6 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.3% of total time spent with all forms of Ad-Supported Med

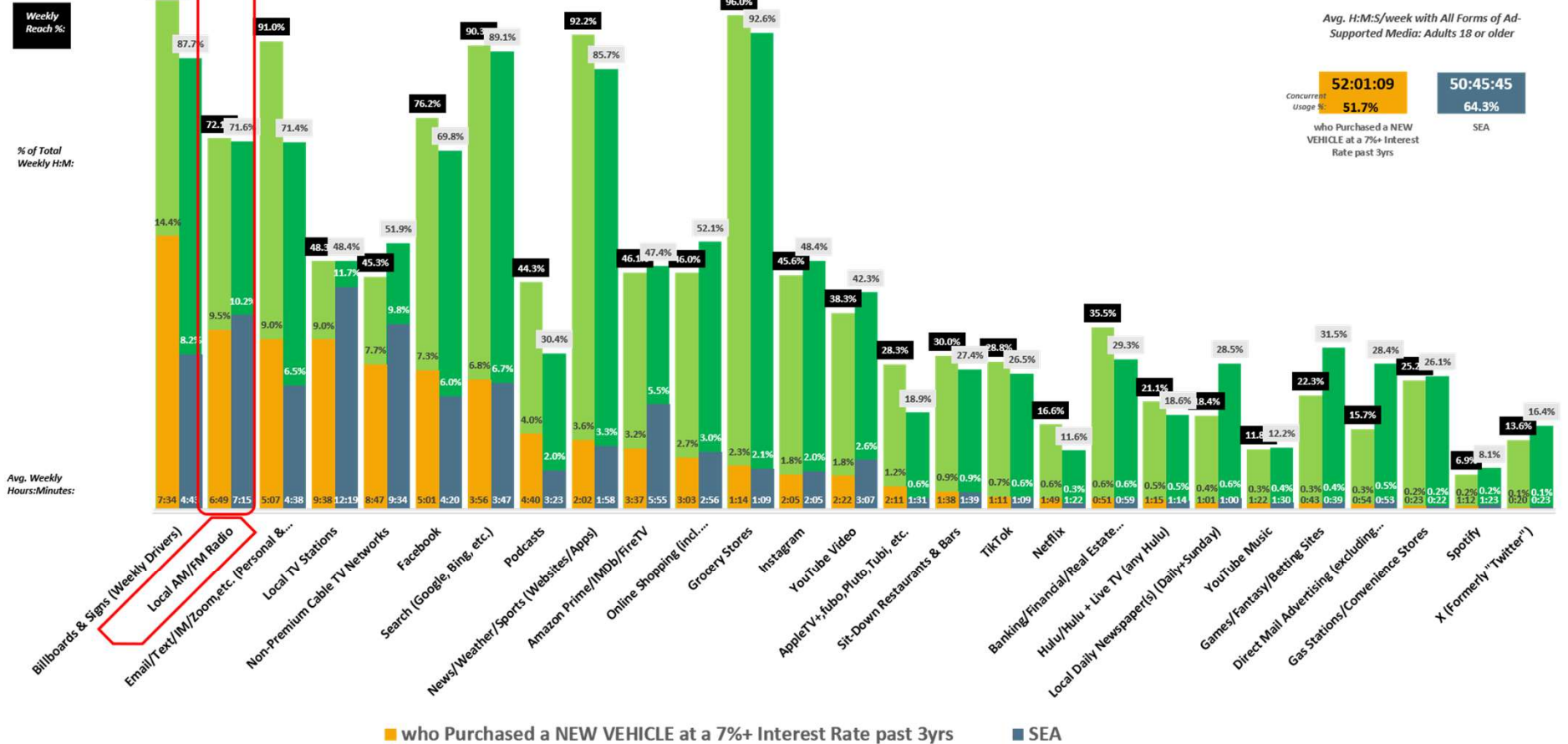


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

67:15:44	48:44:26
37.6%	61.4%
who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs	WDC

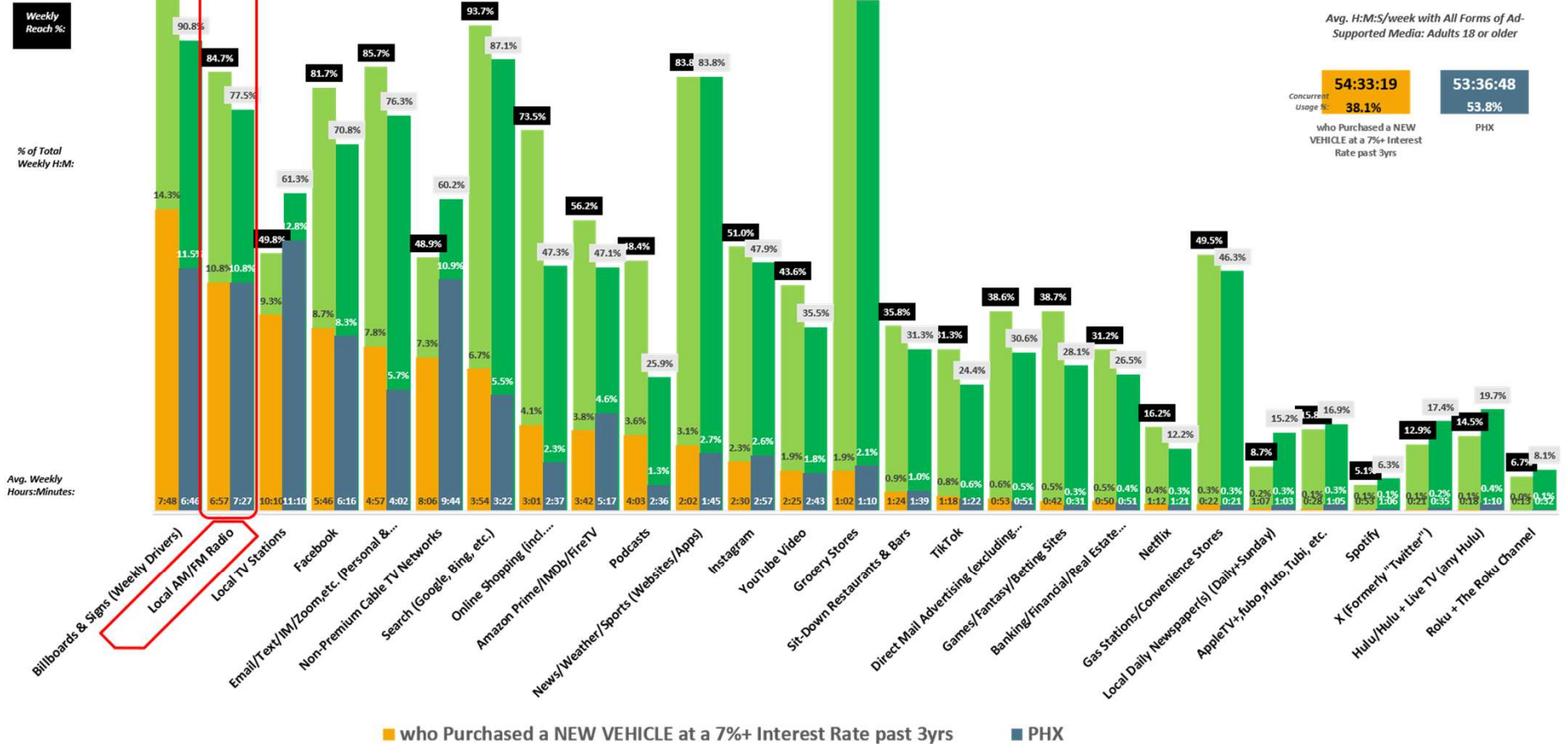


Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 2 days, 4 hours, 1 minutes and 9 seconds each week with All Forms of Ad-Supported Media.
72.1% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an avg. of 6 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported Me





Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 2 days, 6 hours, 33 minutes and 19 seconds each week with All Forms of Ad-Supported Media.
 84.7% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an avg. of 6 hours and 57 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported M

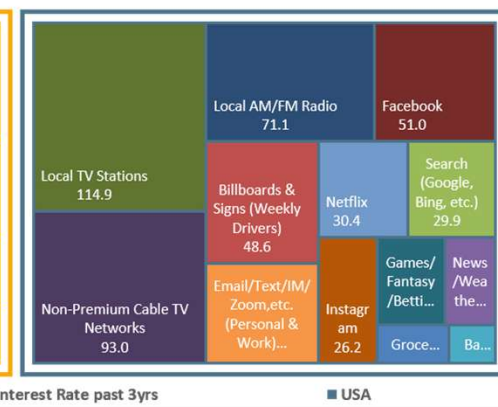
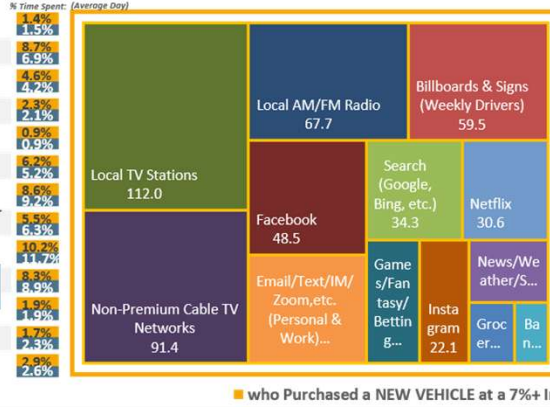
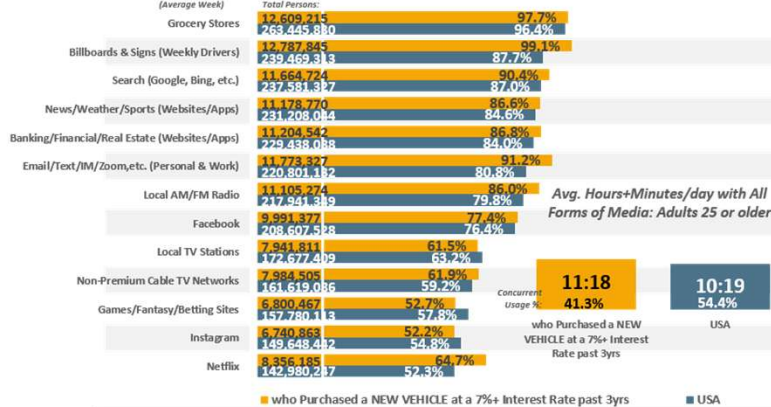




Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 8 hours and 35 minutes each day with All Forms of Ad-Supported Media. 82.% listen to Local AM/FM Radio for an avg. of 62.3 minutes/day.(Local Radio delivers 9.9% of Time with Ad-Supported Media.)

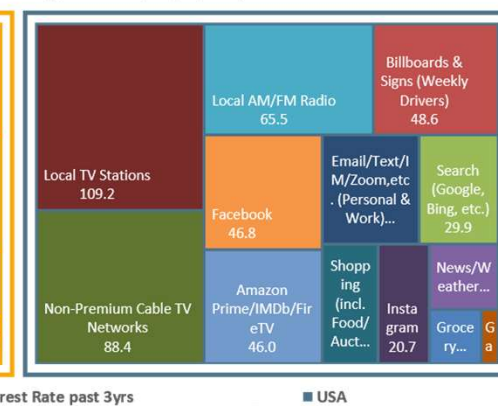
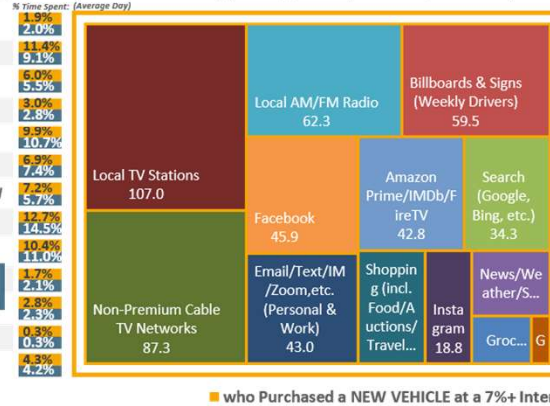
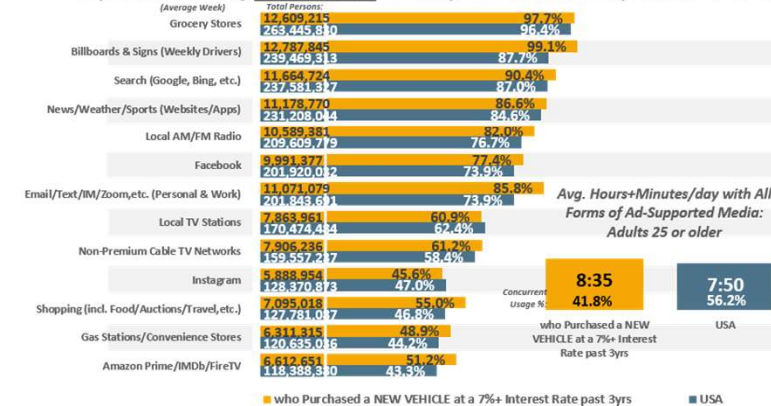
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

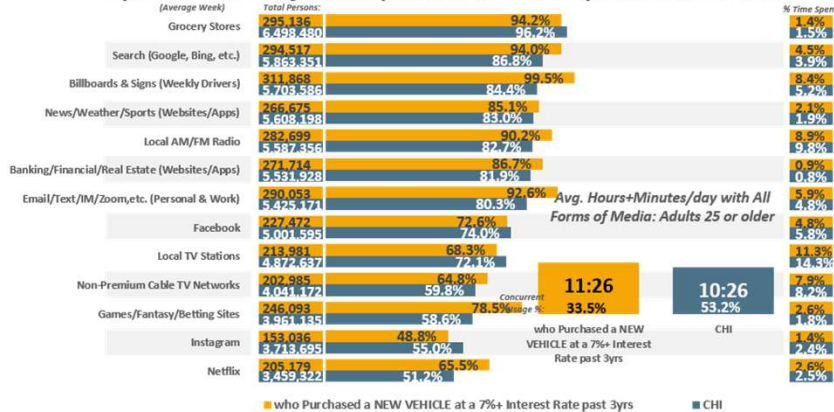
soefa.ai Share of Everything for Anything

[(Model year of new vehicle (HHL): 2026:Any new vehicle OR Model year of new vehicle (HHL): 2025:Any new vehicle OR Model year of new vehicle (HHL): 2024:Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan)]

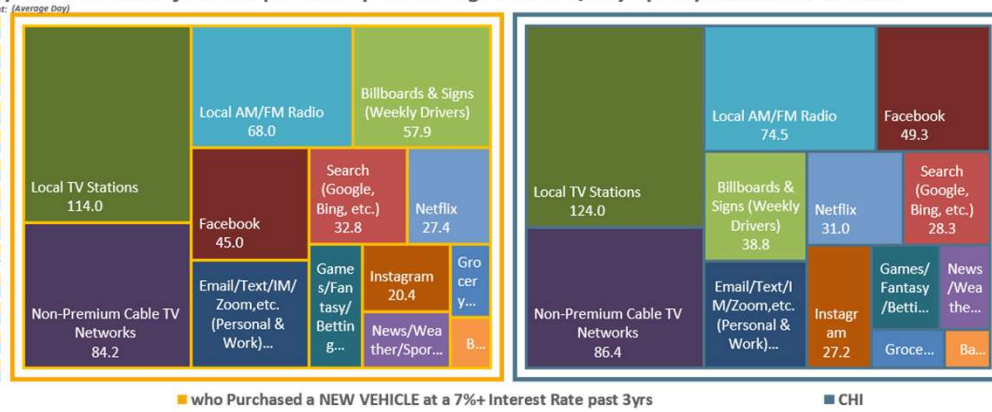


Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 8 hours and 36 minutes each day with All Forms of Ad-Supported Media. 85.6% listen to Local AM/FM Radio for an avg. of 63. minutes/day. (Local Radio delivers 10.4% of Time with Ad-Supported Media.)

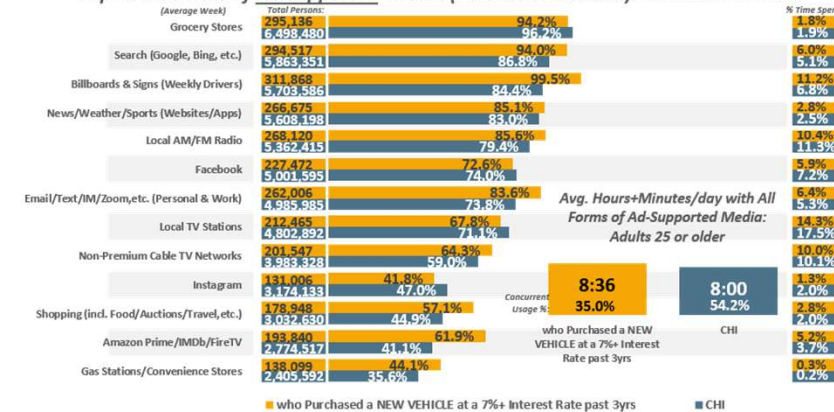
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



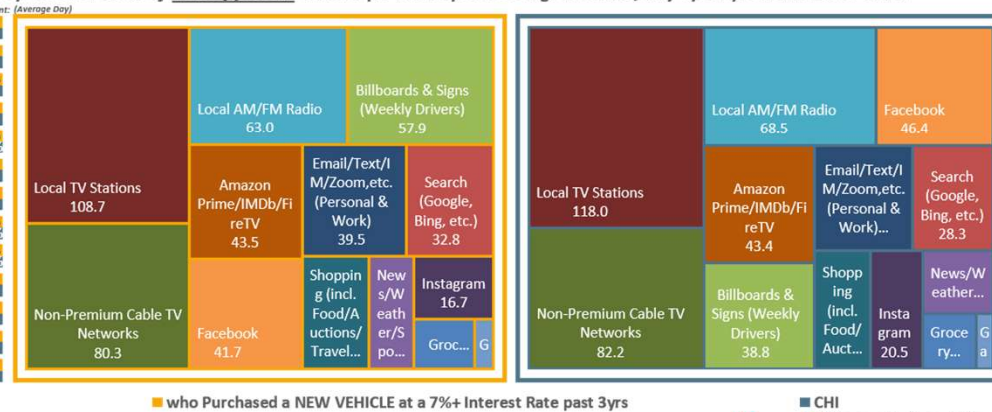
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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

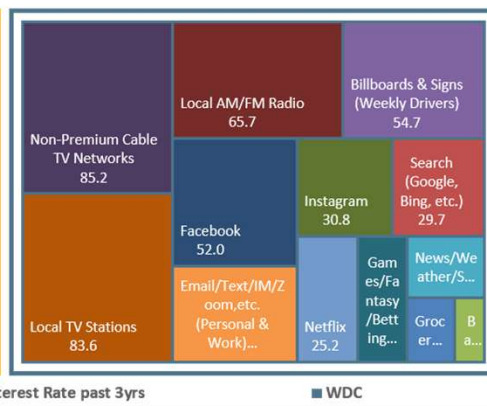
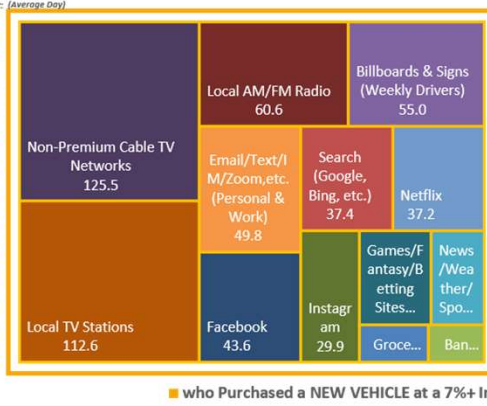
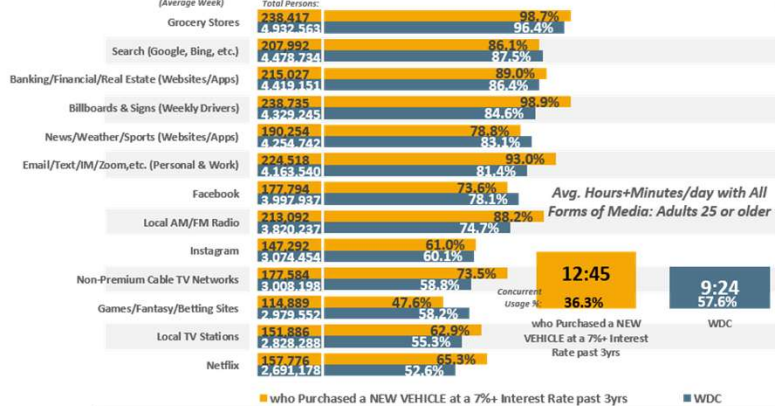




Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 9 hours and 36 minutes each day with All Forms of Ad-Supported Media. 80.7% listen to Local AM/FM Radio for an avg. of 51.9 minutes/day. (Local Radio delivers 7.3% of Time with Ad-Supported Media.)

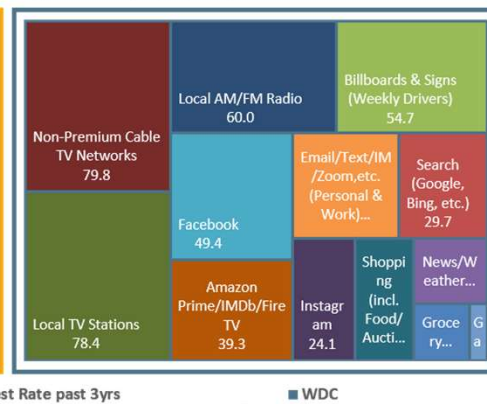
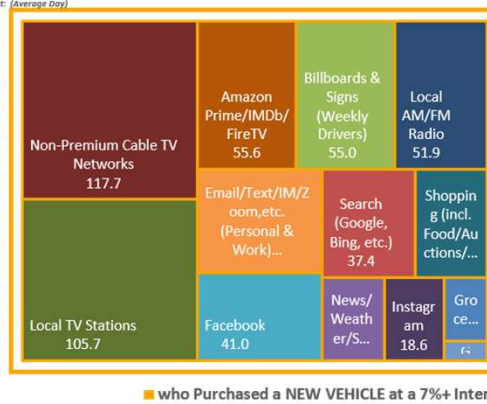
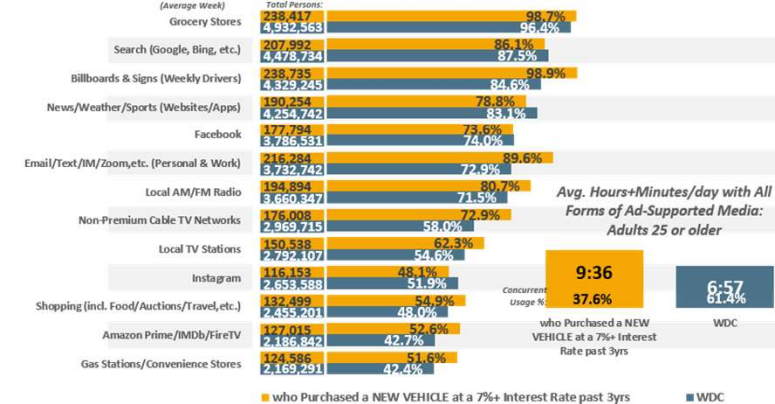
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older

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



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

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

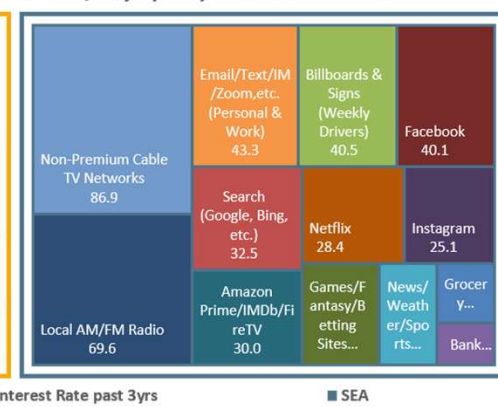
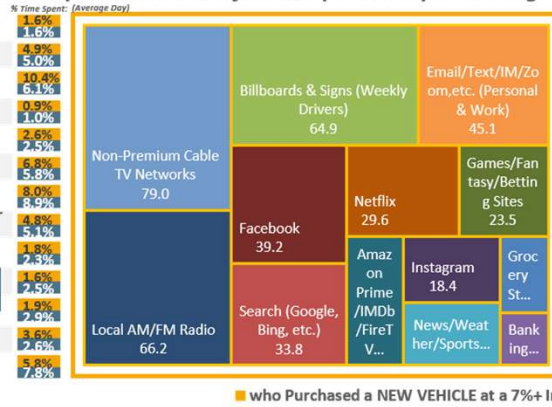
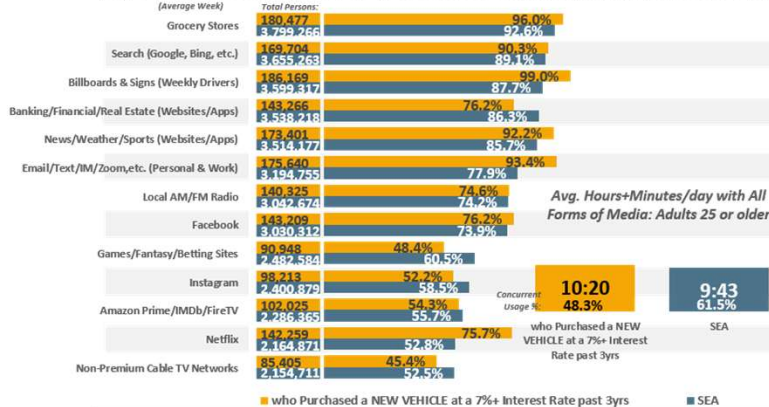




Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 7 hours and 25 minutes each day with All Forms of Ad-Supported Media. 72.1% listen to Local AM/FM Radio for an avg. of 58.5 minutes/day. (Local Radio delivers 9.5% of Time with Ad-Supported Media.)

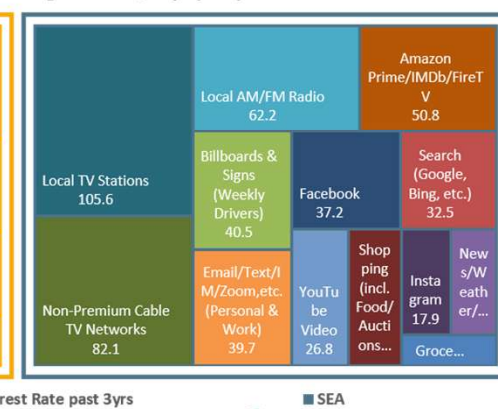
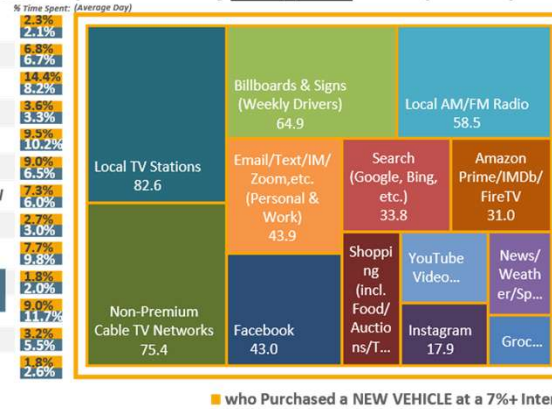
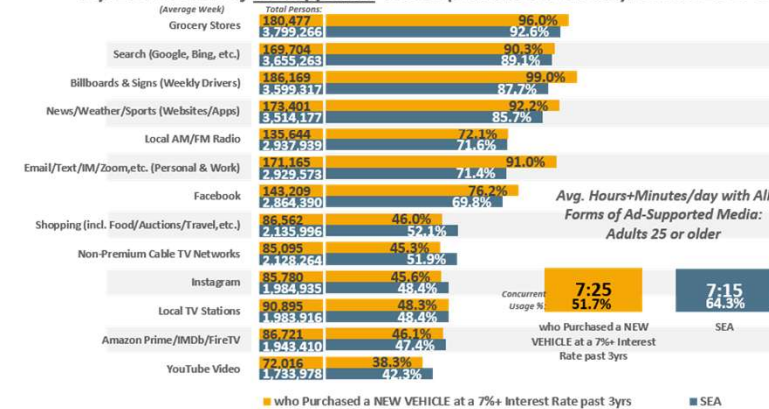
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older

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



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

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 140
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

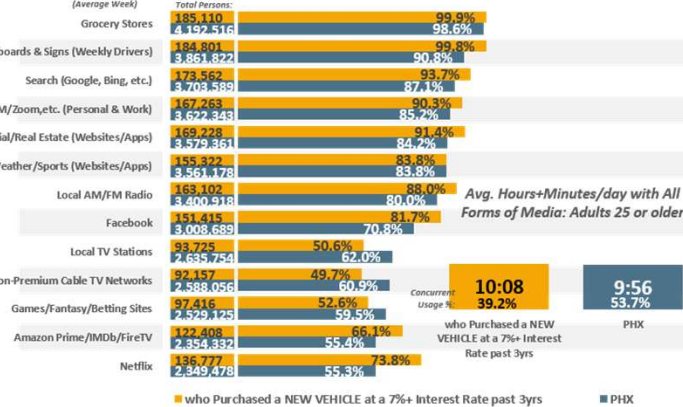
soefa.ai Share of Everything for Anything

[[([Model year of new vehicle (HHL): 2026:Any new vehicle OR Model year of new vehicle (HHL): 2025:Any new vehicle OR Model year of new vehicle (HHL): 2024:Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]]

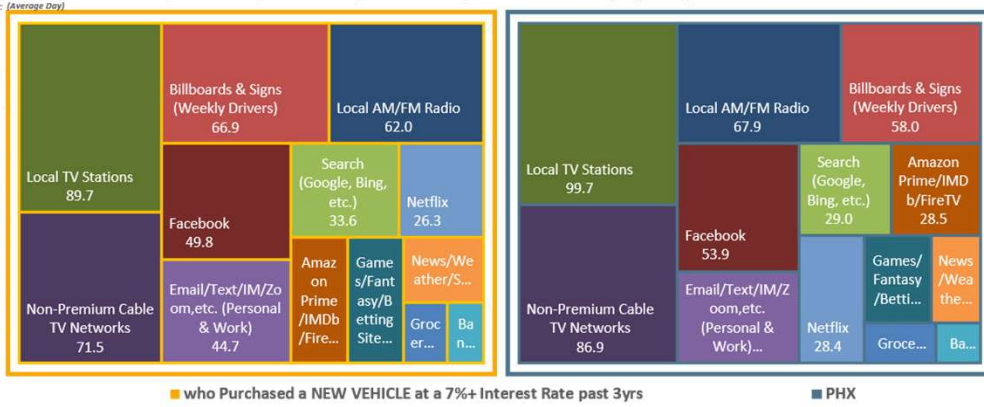


Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 7 hours and 47 minutes each day with All Forms of Ad-Supported Media. 84.7% listen to Local AM/FM Radio for an avg. of 59.7 minutes/day. (Local Radio delivers 10.8% of Time with Ad-Supported Media.)

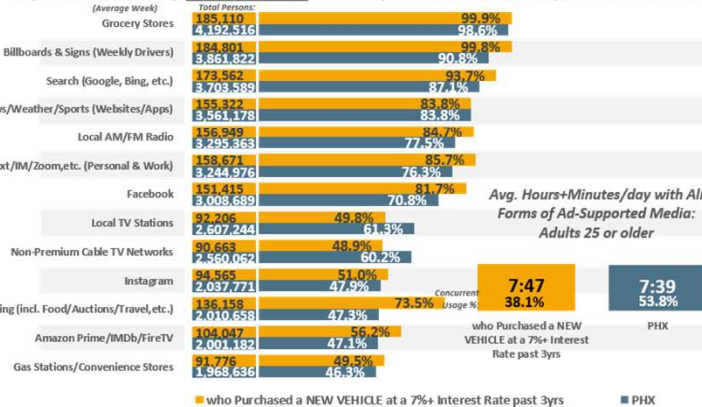
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



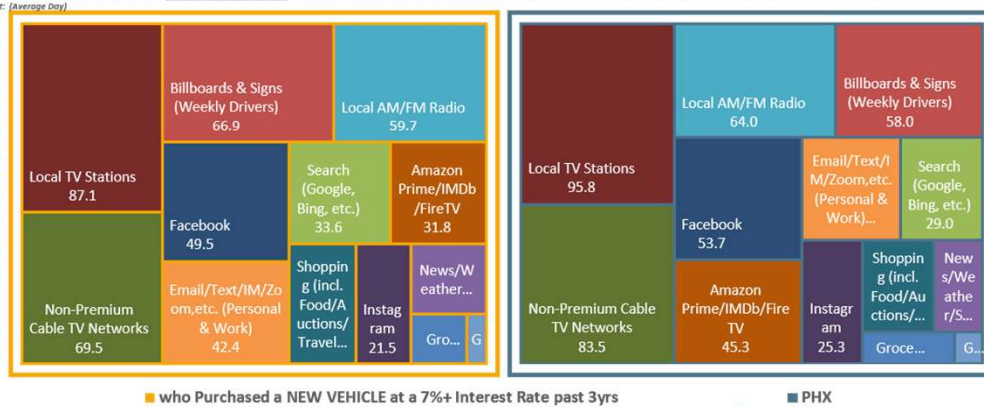
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



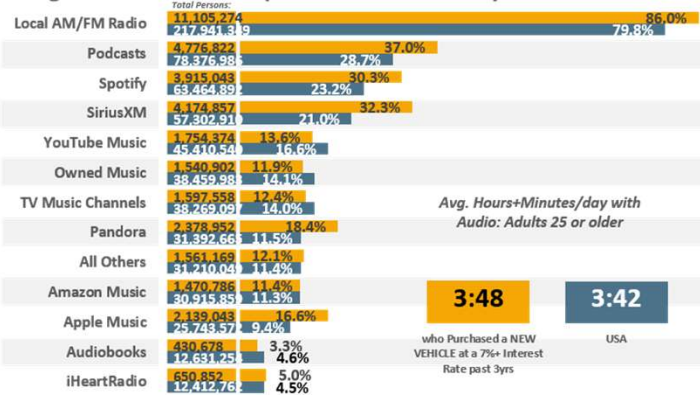
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



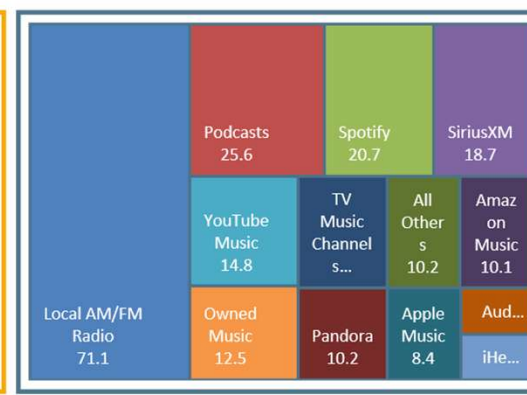
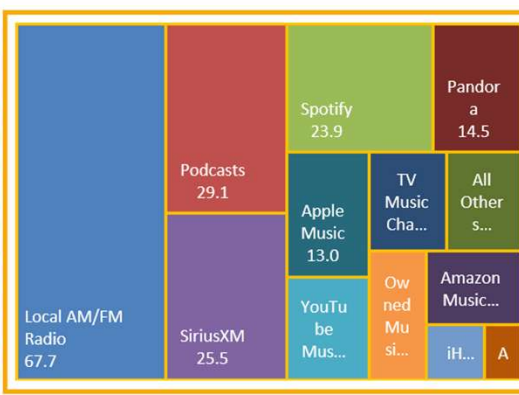


10,589,381 or 82.% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.

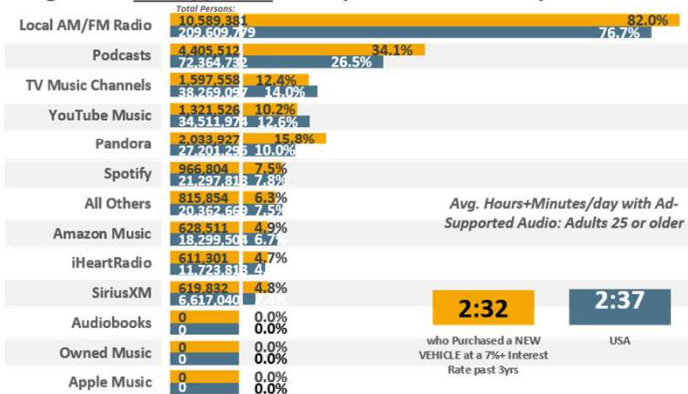
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



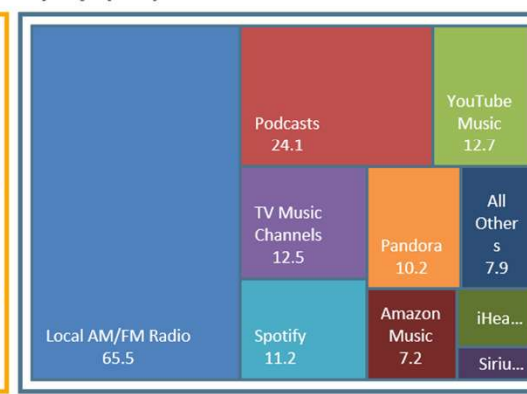
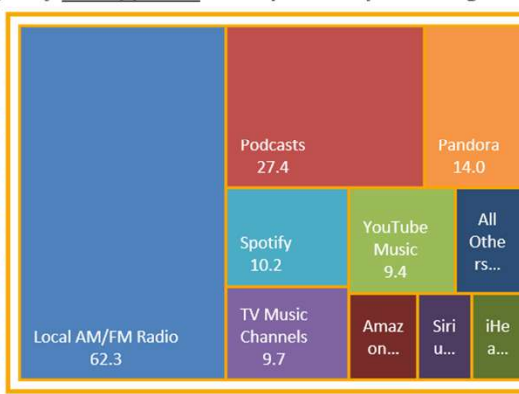
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

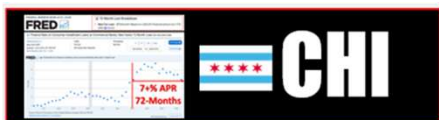


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



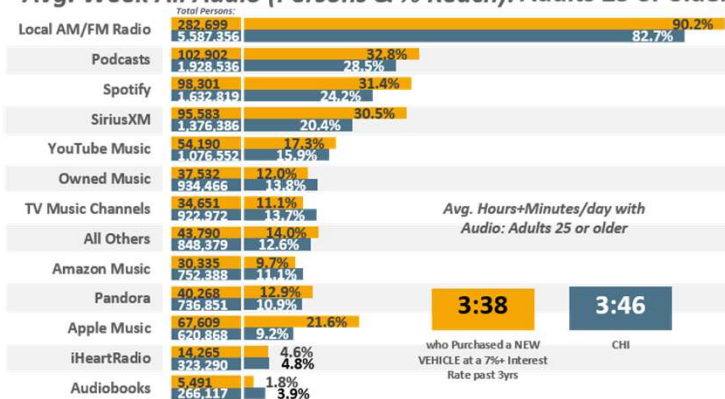
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



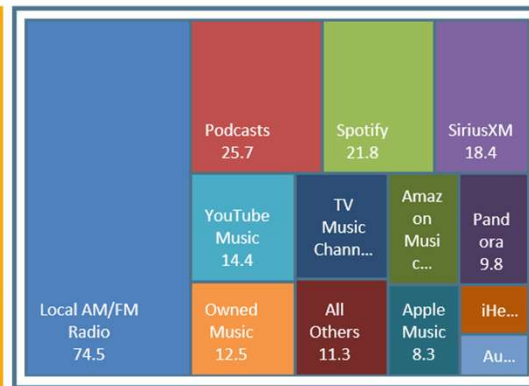
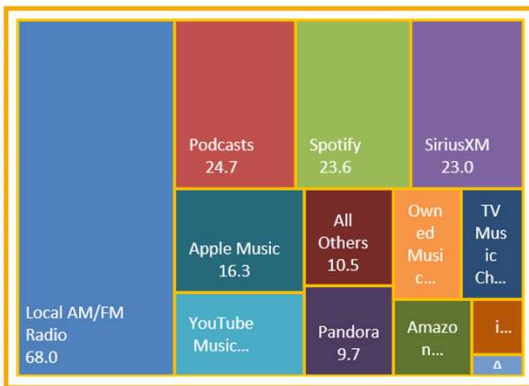


268,120 or 85.6% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 63. minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

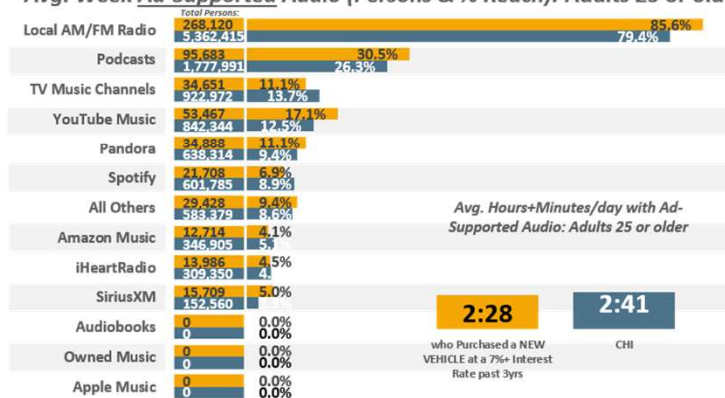
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



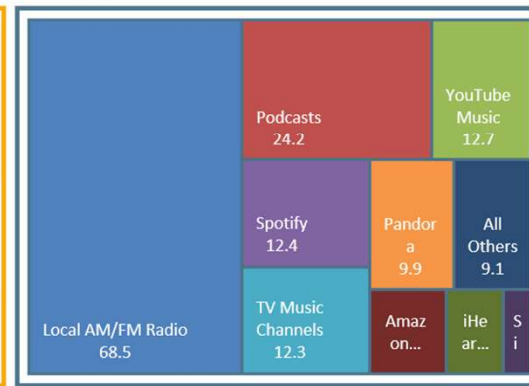
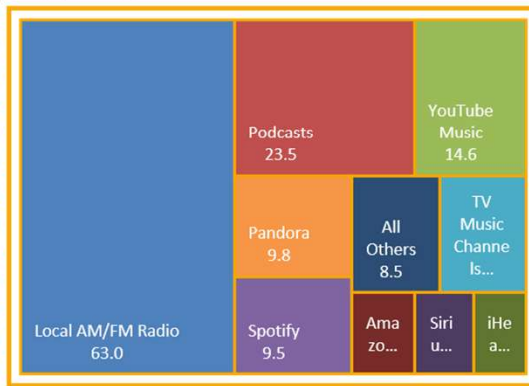
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



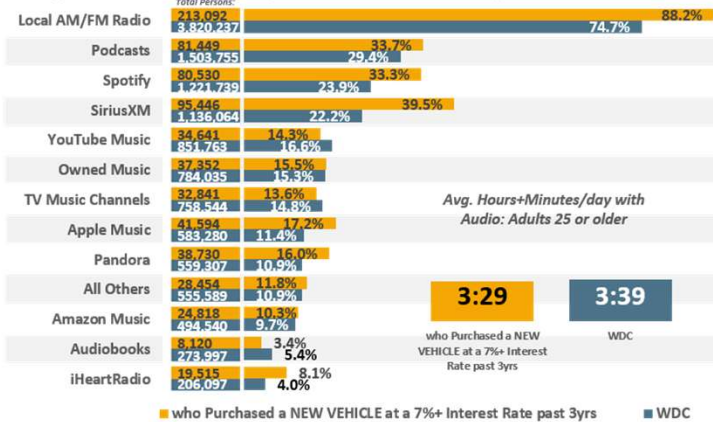
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



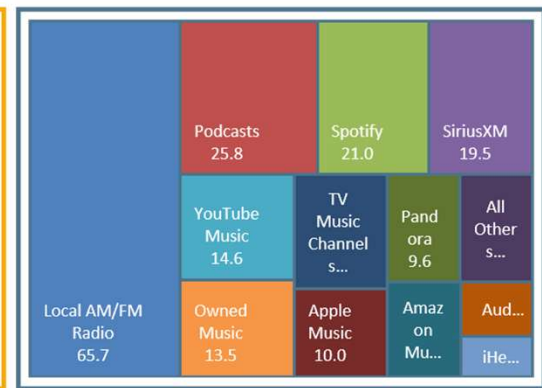
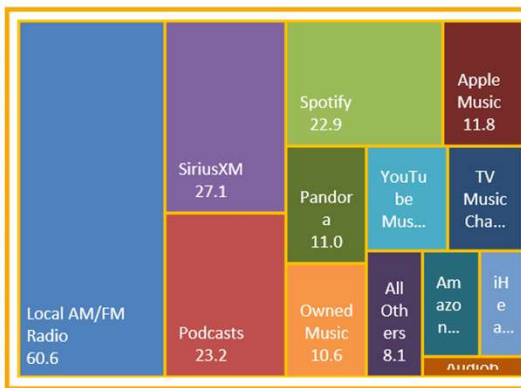


194,894 or 80.7% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 51.9 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.

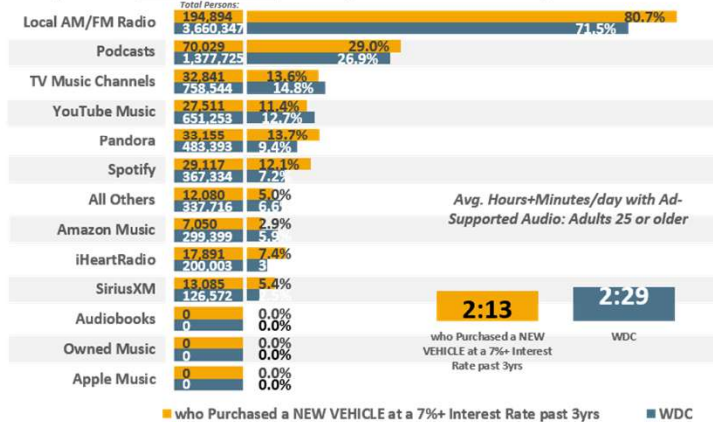
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



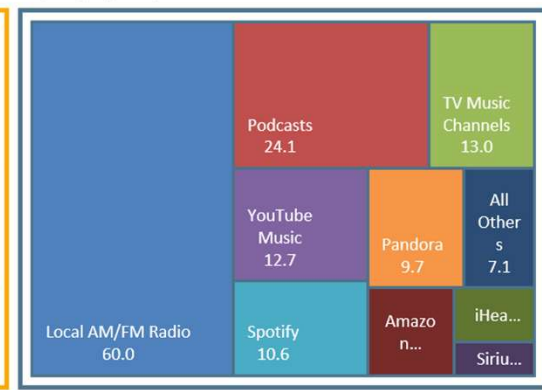
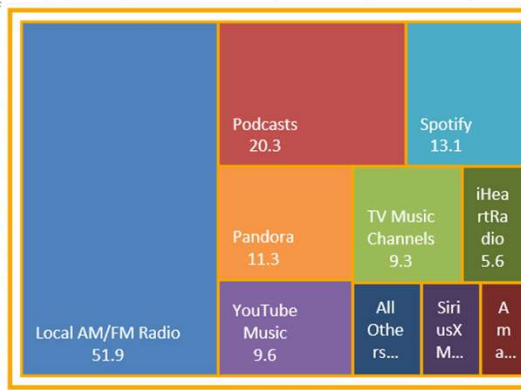
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



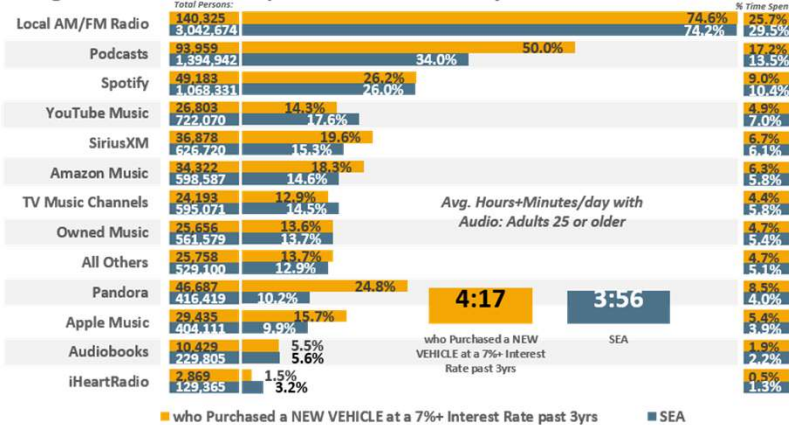
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



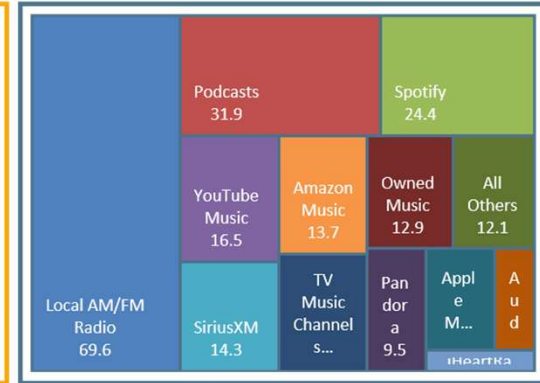
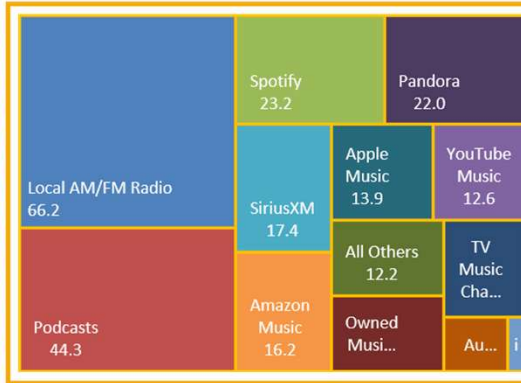


135,644 or 72.1% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 58.5 minutes every day representing 33.4% of all time spent daily with Ad-Supported Audio.

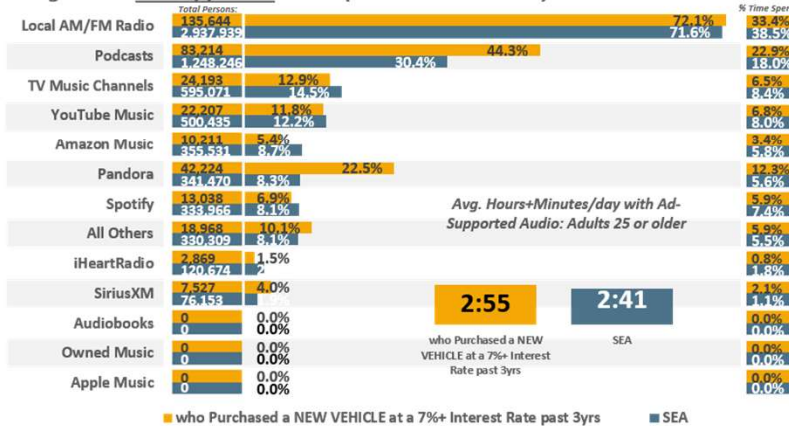
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



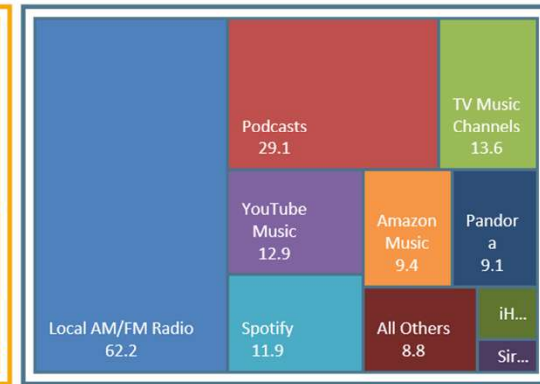
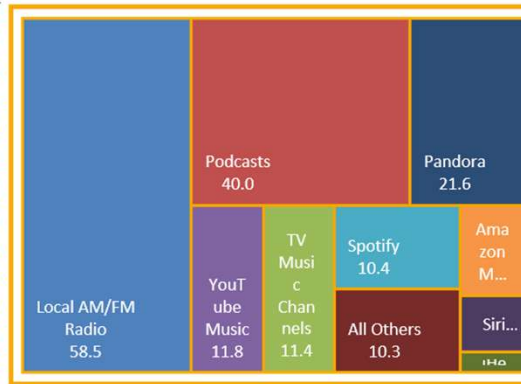
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



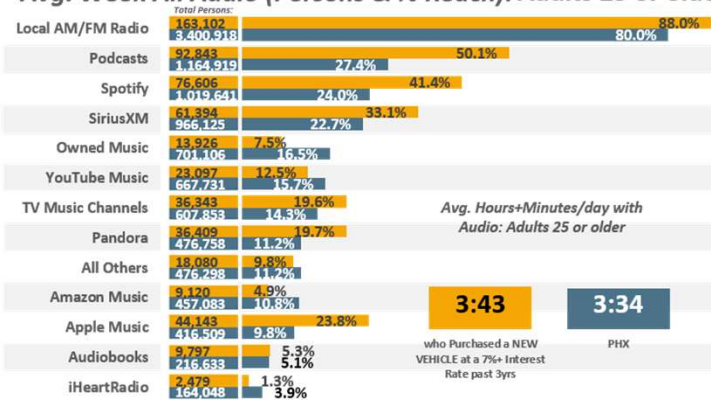
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



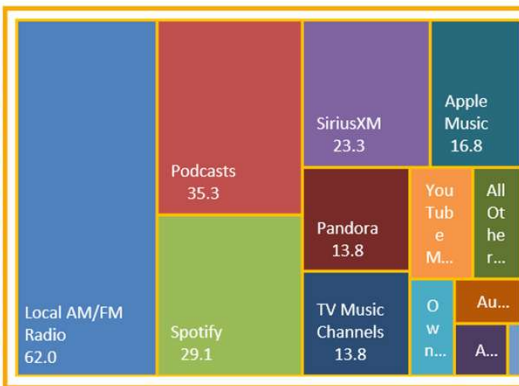


156,949 or 84.7% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 59.7 minutes every day representing 43.3% of all time spent daily with Ad-Supported Audio.

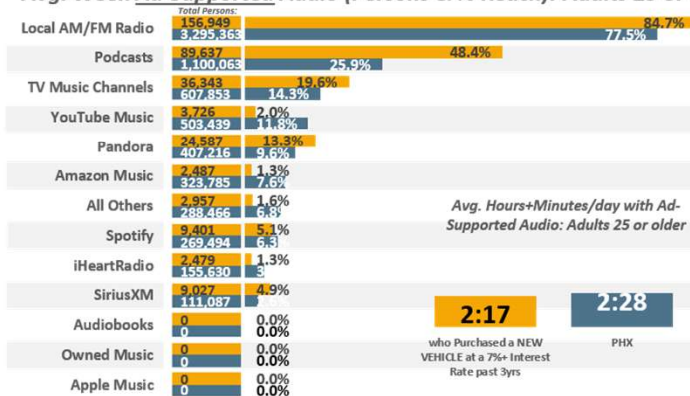
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



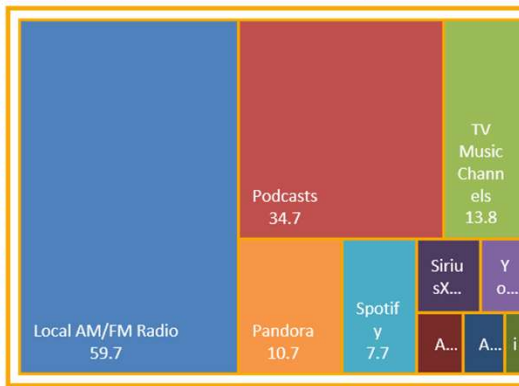
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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

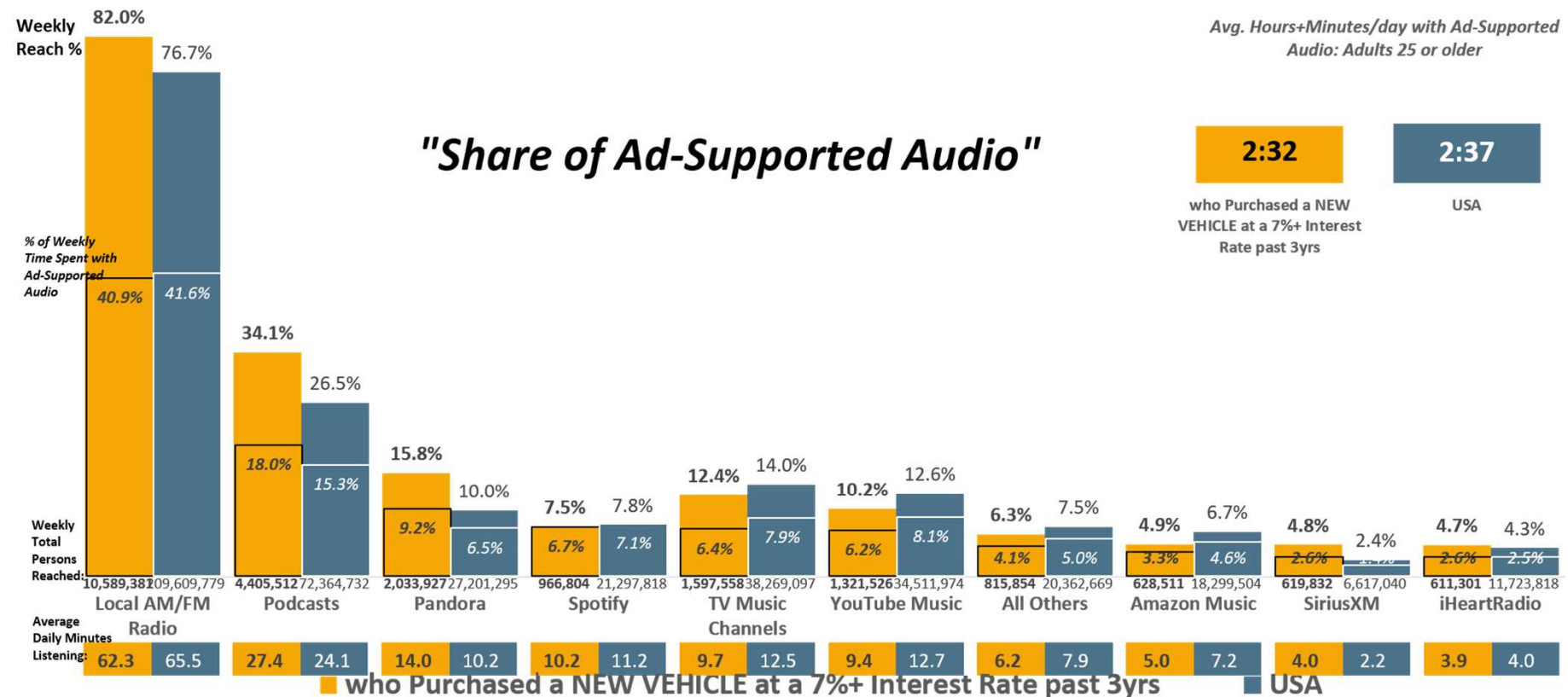


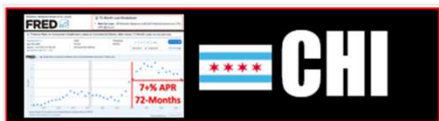
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



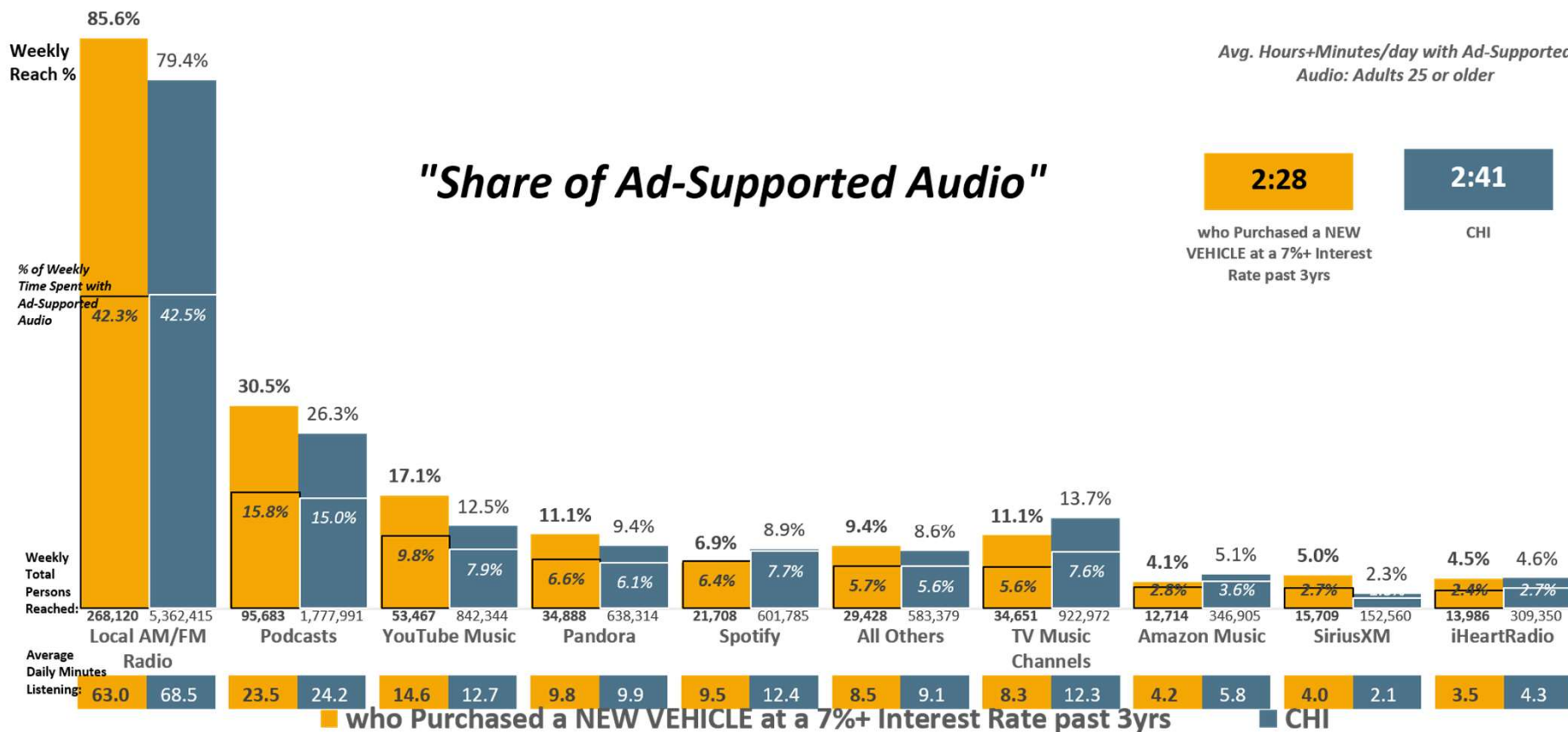


10,589,381 or 82.% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.



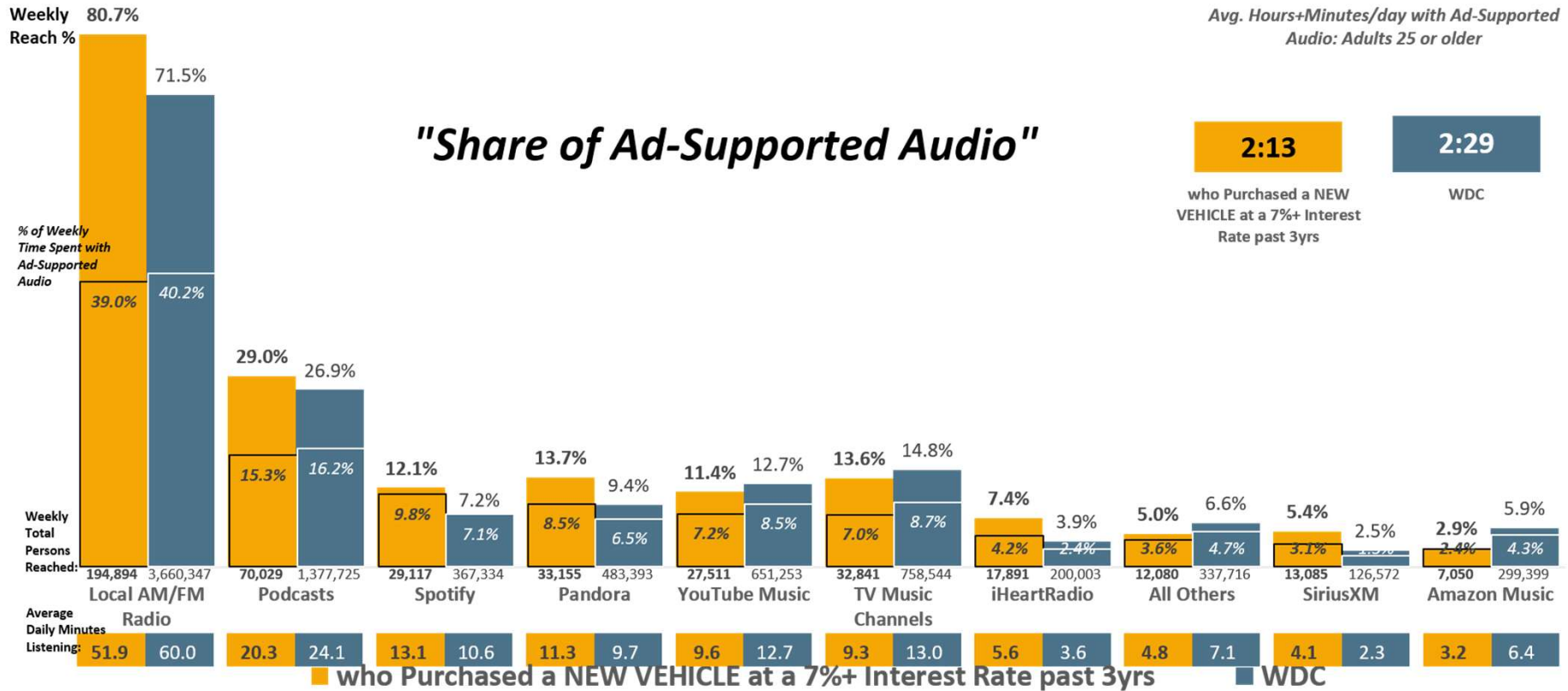


268,120 or 85.6% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 63. minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.



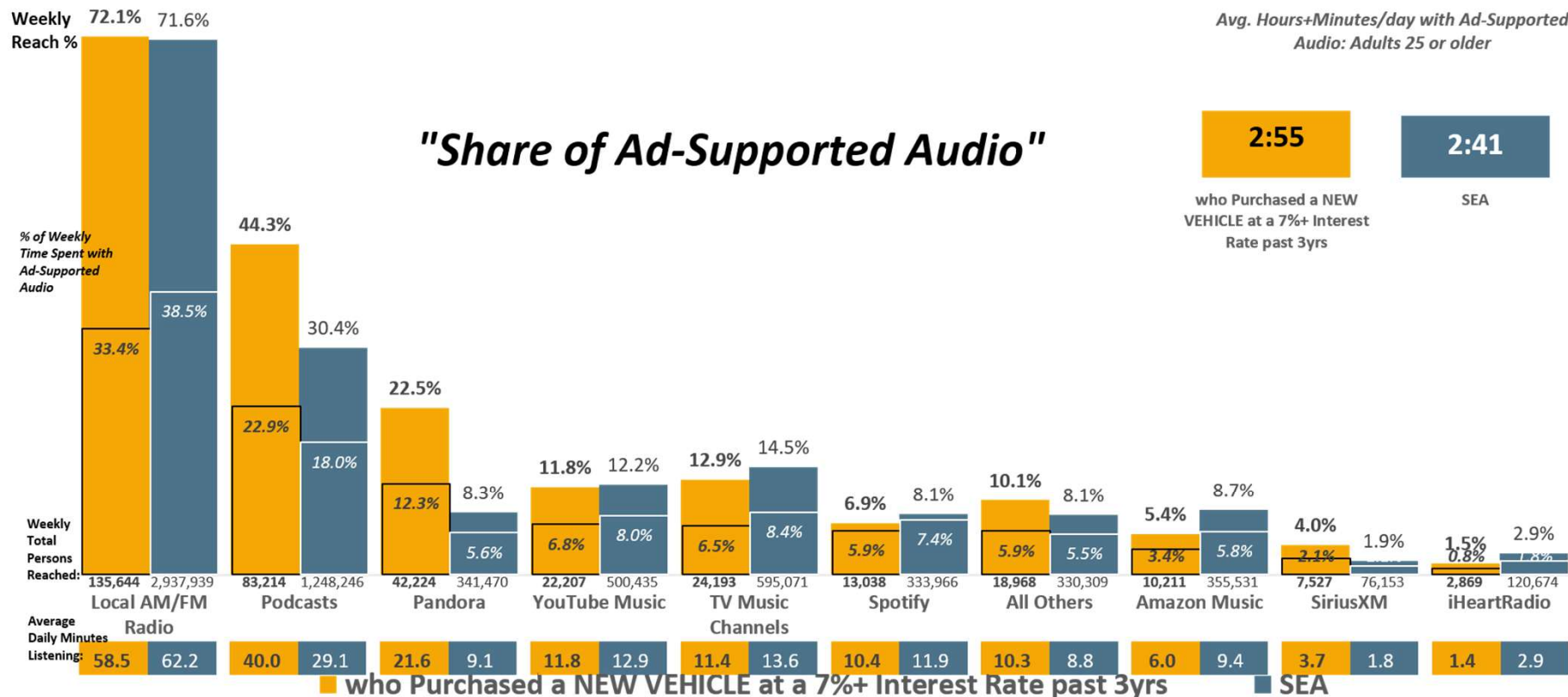


194,894 or 80.7% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 51.9 minutes every day representing 39.0% of all time spent daily with Ad-Supported Audio.



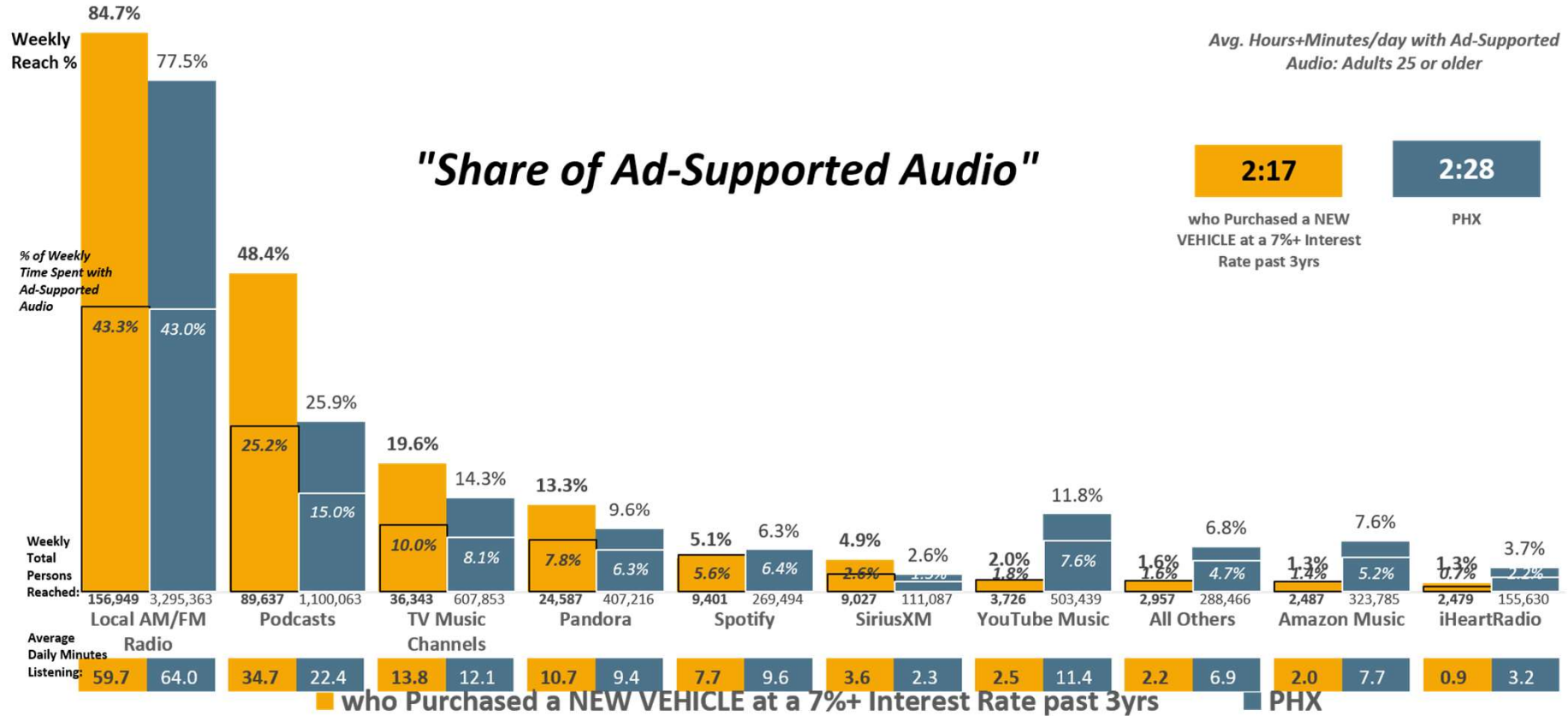


135,644 or 72.1% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 58.5 minutes every day representing 33.4% of all time spent daily with Ad-Supported Audio.





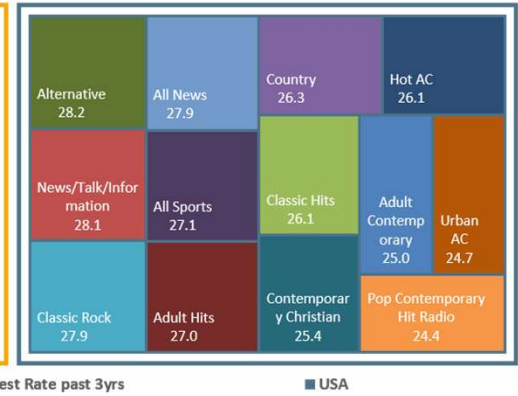
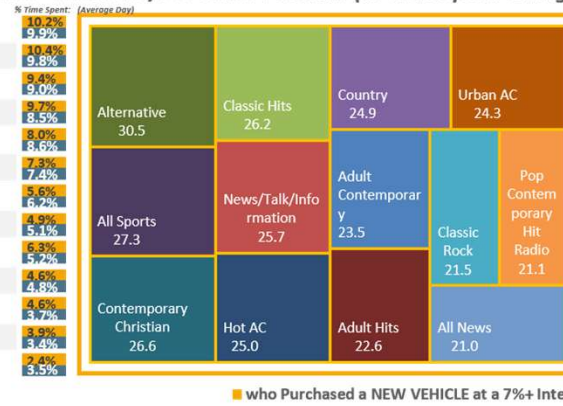
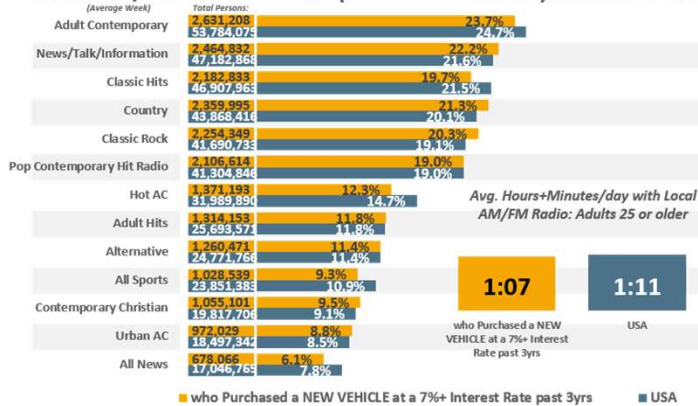
156,949 or 84.7% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 59.7 minutes every day representing 43.3% of all time spent daily with Ad-Supported Audio.



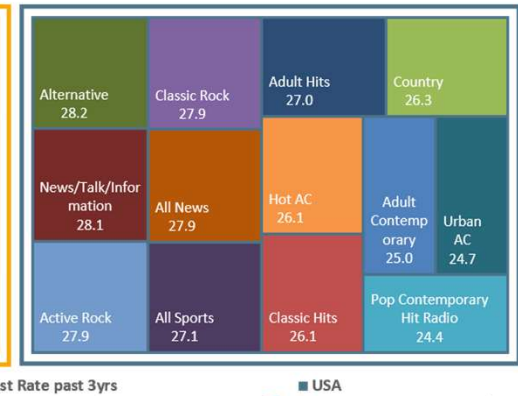
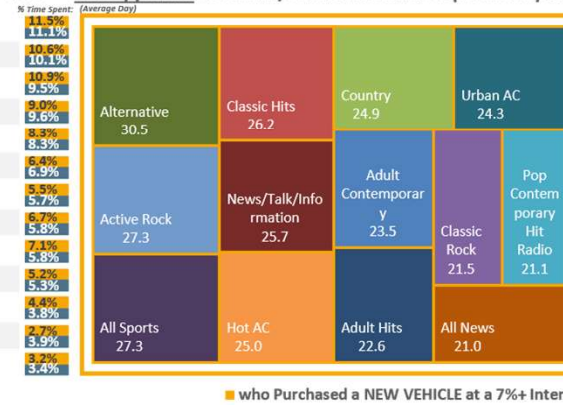
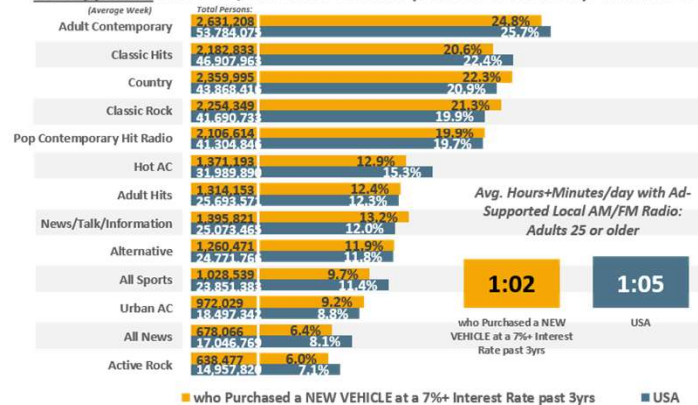


10,589,381 or 82.% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Rock, Classic Hits, and Pop Contemporary Hit Radio.

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125
All Graphs and soeja.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

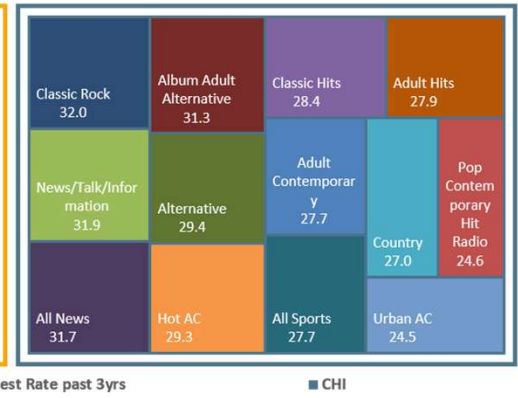
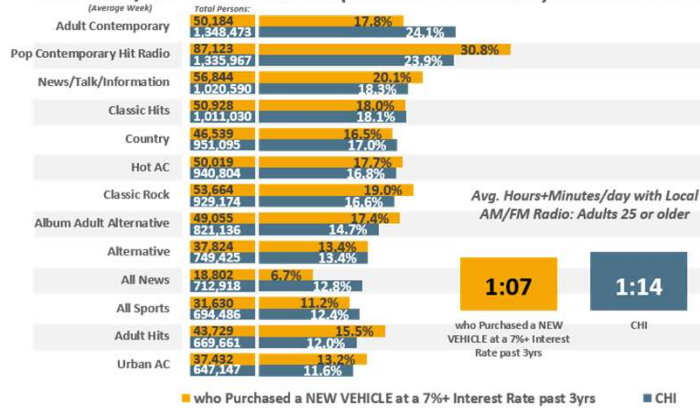
soeja.ai Share of Everything for Anything

[[([Model year of new vehicle (HHL): 2026:Any new vehicle OR Model year of new vehicle (HHL): 2025:Any new vehicle OR Model year of new vehicle (HHL): 2024:Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]]

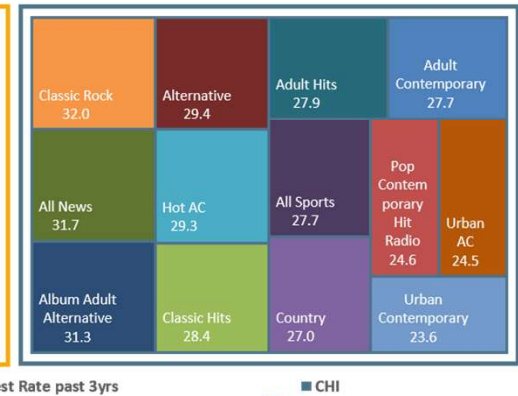
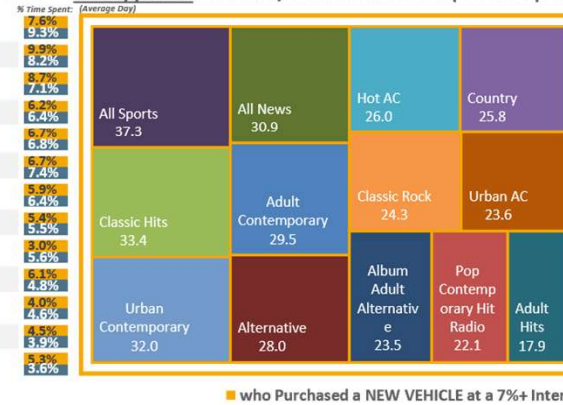
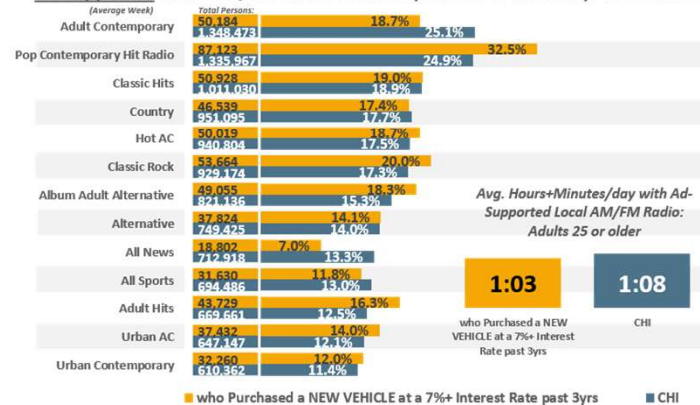


268,120 or 85.6% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Rock, Classic Hits, Adult Contemporary, and Hot AC.

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



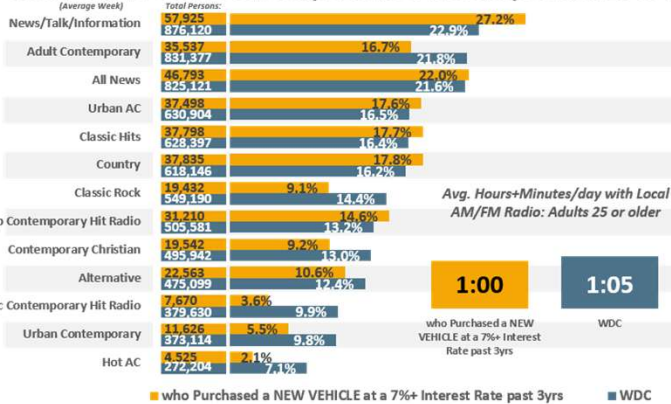
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



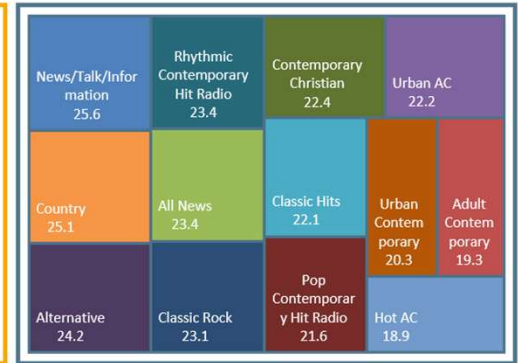
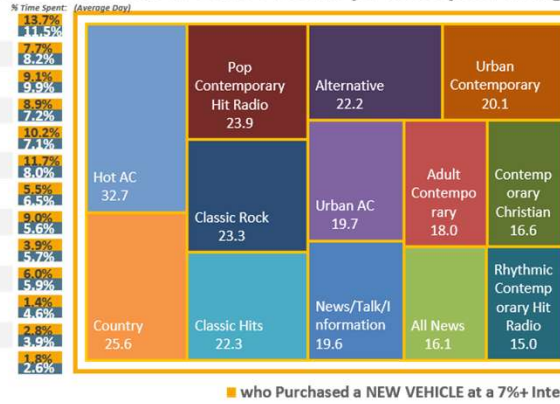


194,894 or 80.7% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Country, Classic Hits, Urban AC, and Adult Contemporary.

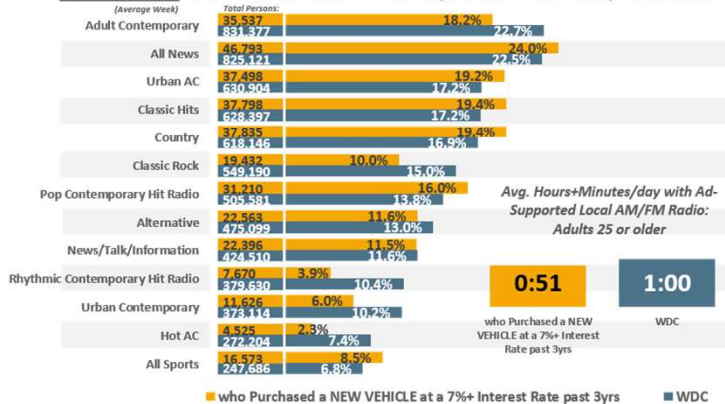
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



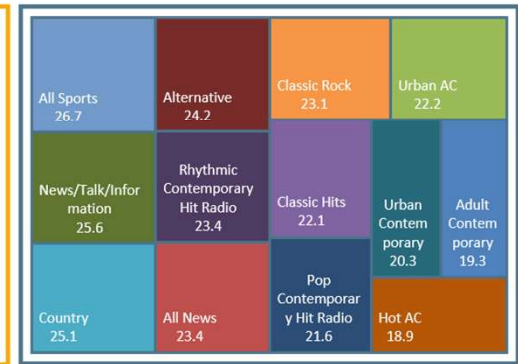
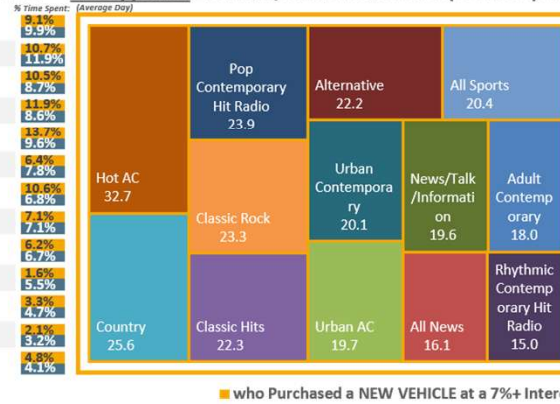
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 286
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

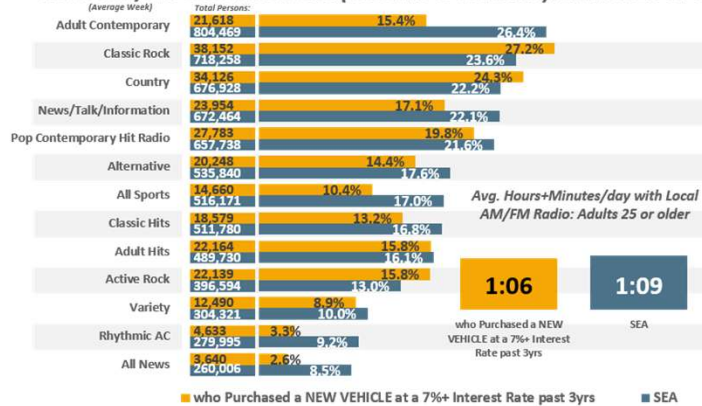
soefa.ai Share of Everything for Anything

[[([Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]

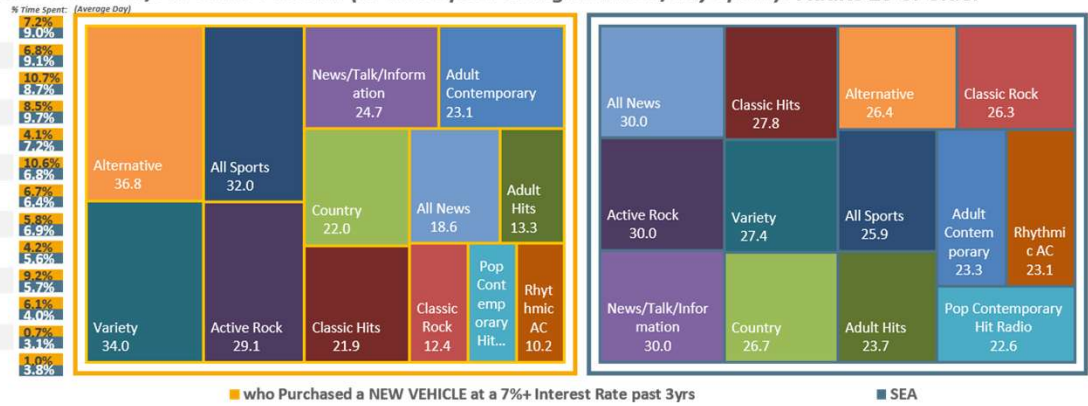


135,644 or 72.1% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Country, Pop Contemporary Hit Radio, Adult Hits, and Active Rock.

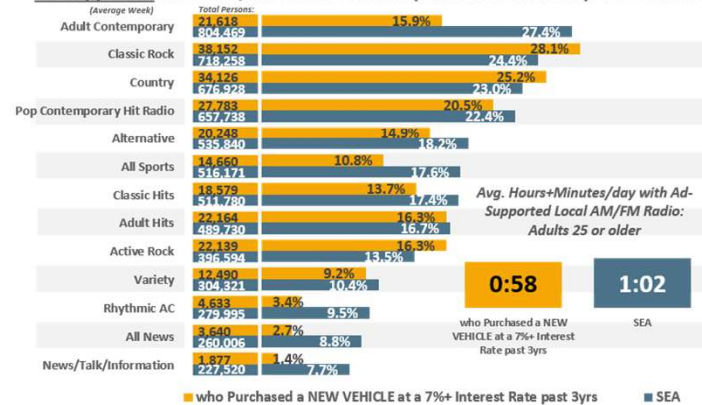
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



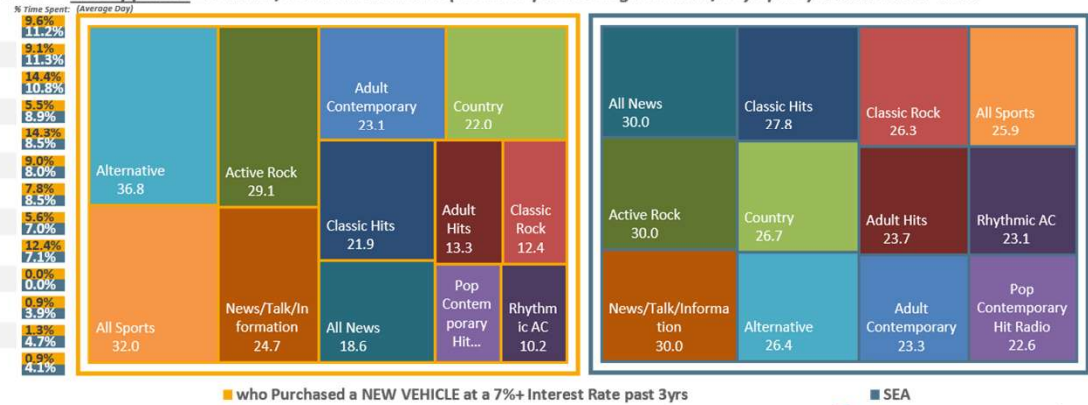
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 140
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

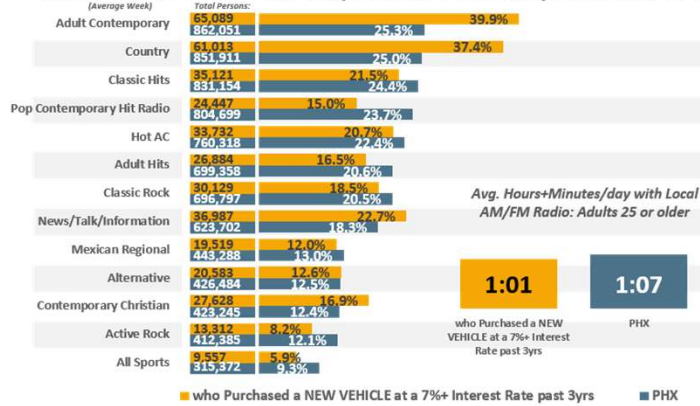
soefa.ai Share of Everything for Anything

[[[Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle] AND Financial services HHLD has/use (HHLD): Auto loan]]

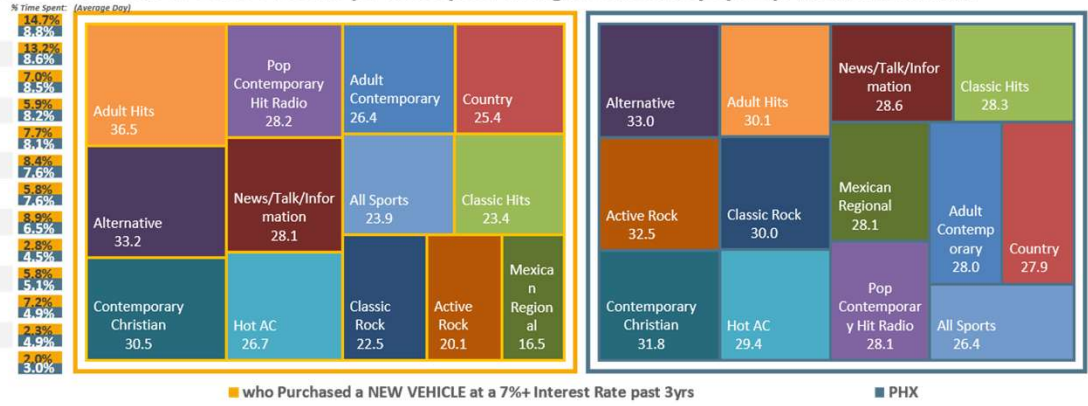


156,949 or 84.7% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Hot AC, and Classic Rock.

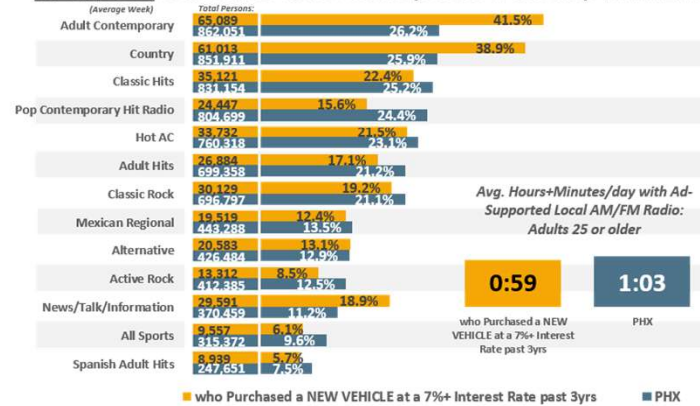
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



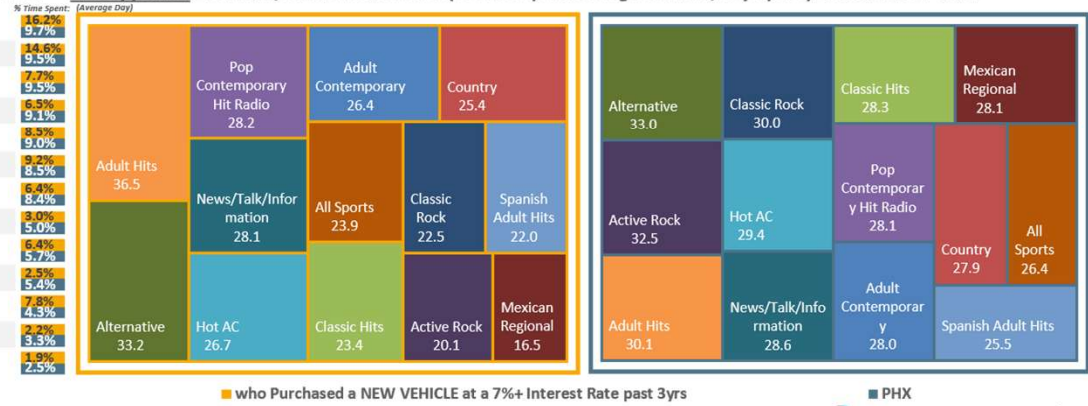
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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

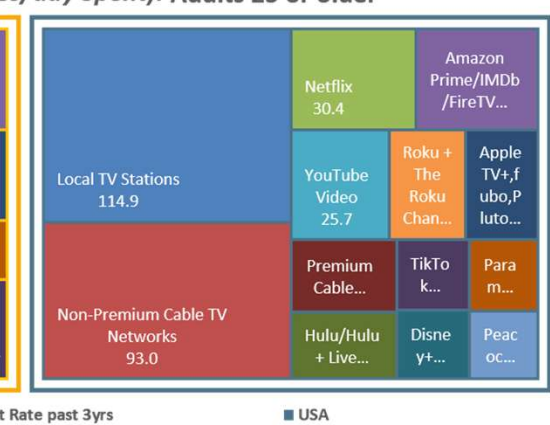
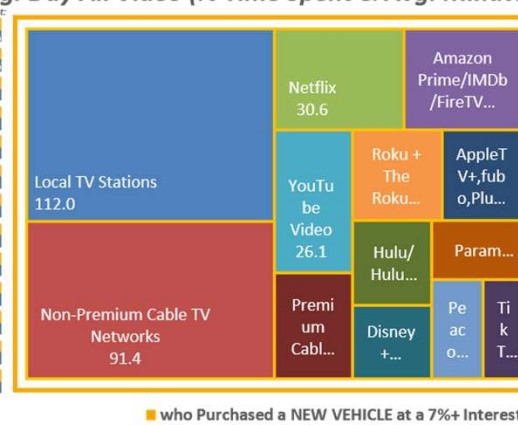
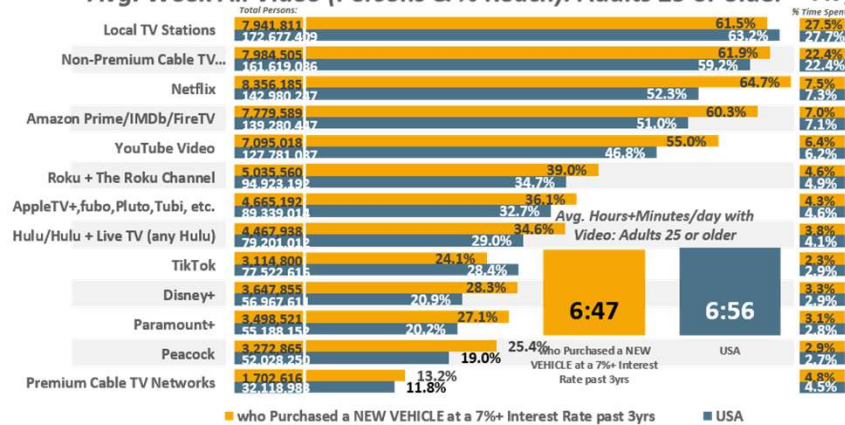




7,863,961 or 60.9% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 107. minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.

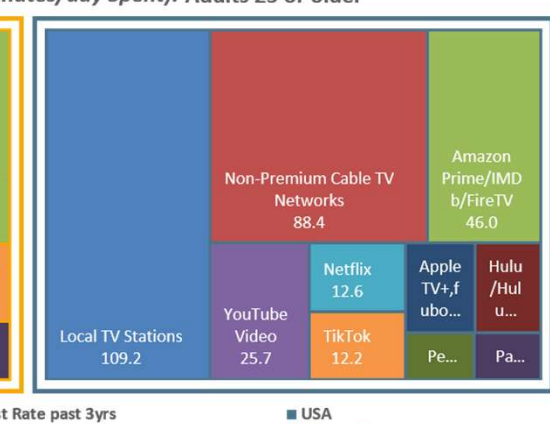
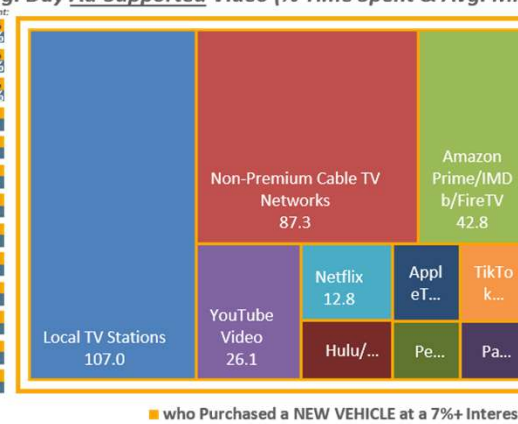
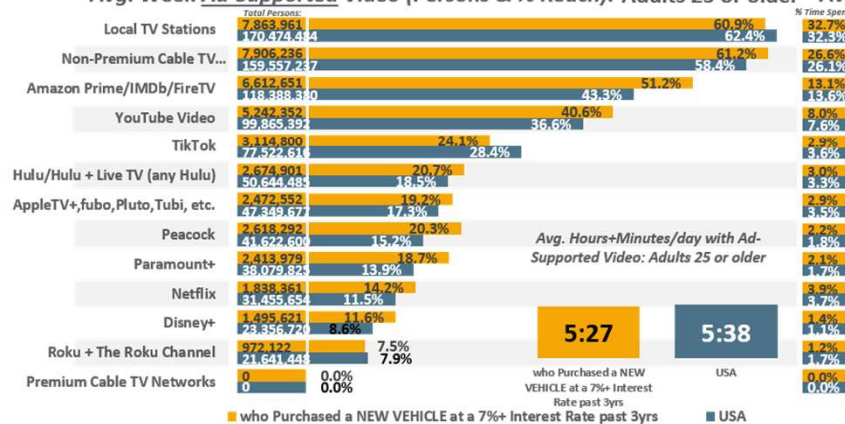
Avg. Week All Video (Persons & % Reach): Adults 25 or older

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



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

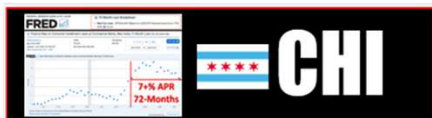
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

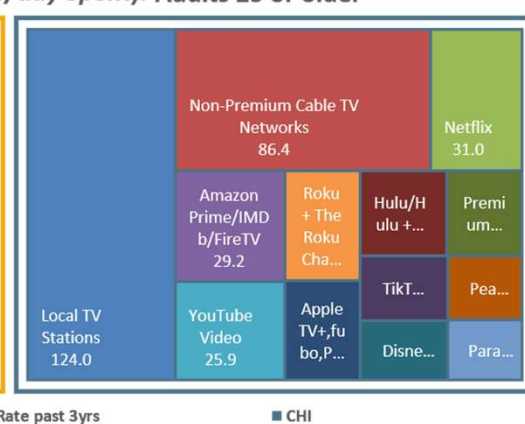
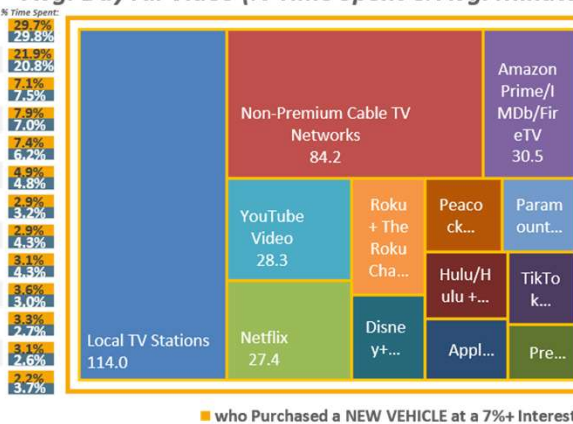
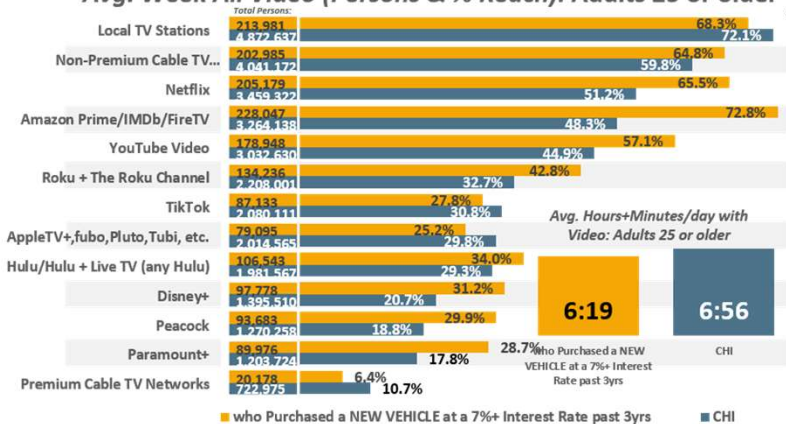
[[[Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle] AND Financial services HHLD has/use (HHLD): Auto loan]]



212,465 or 67.8% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 108.7 minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.

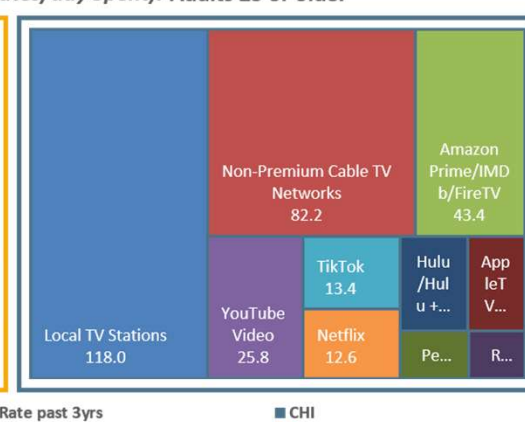
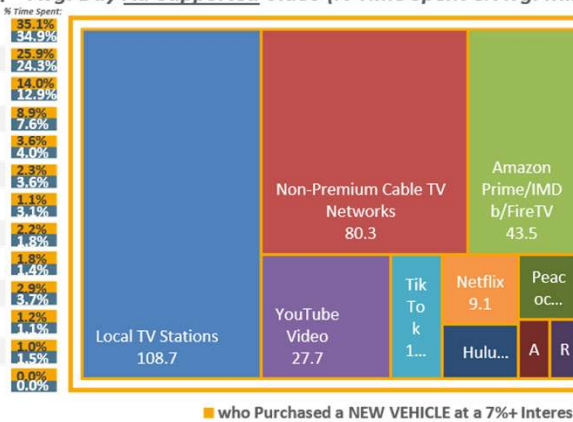
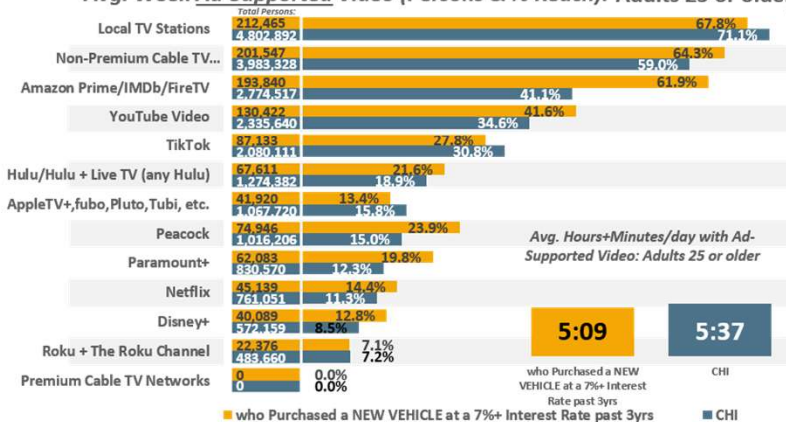
Avg. Week All Video (Persons & % Reach): Adults 25 or older

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



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

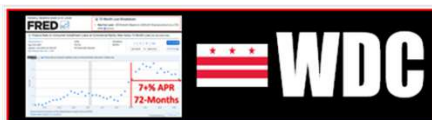
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 171
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

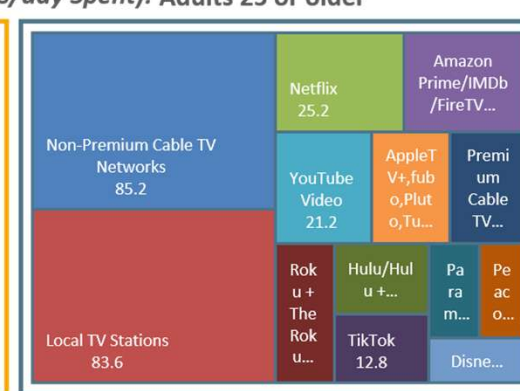
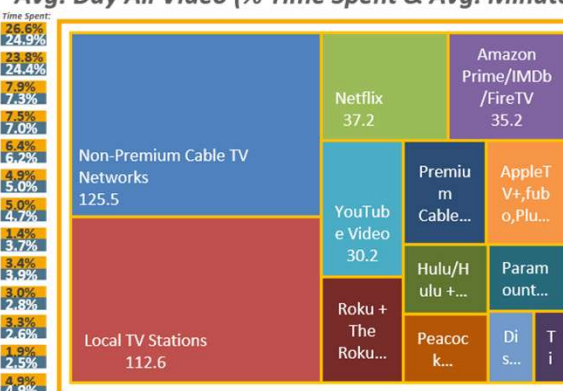
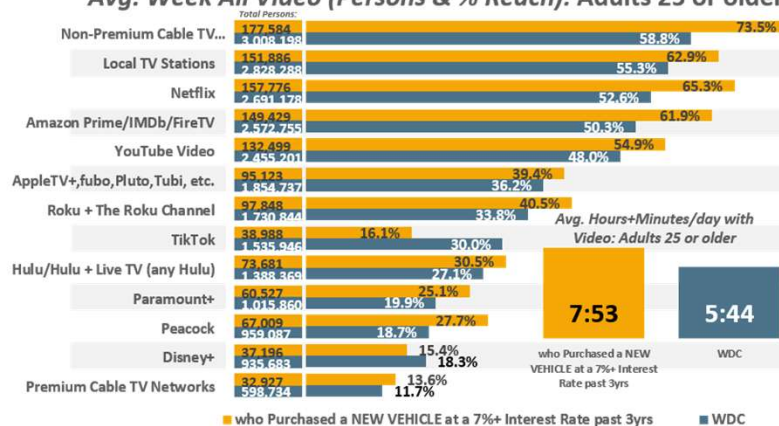
[[([Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]



150,538 or 62.3% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 105.7 minutes every day representing 27.5% of all time spent daily with Ad-Supported Video.

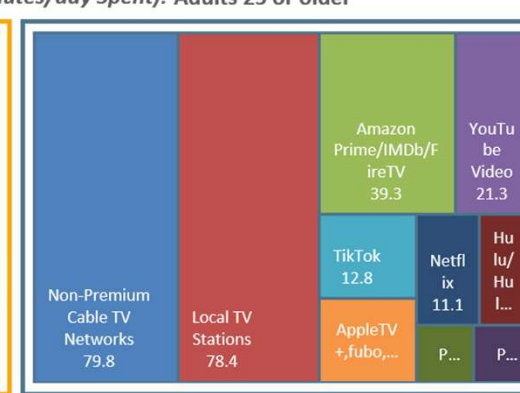
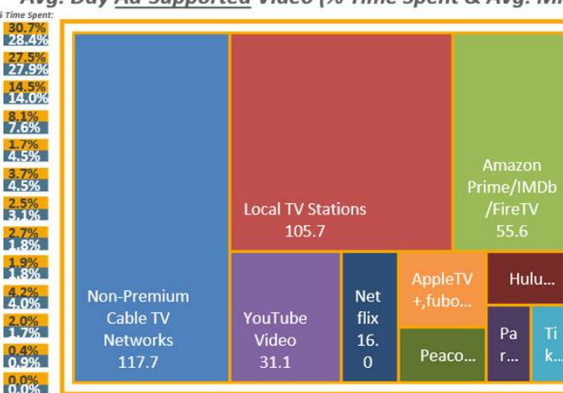
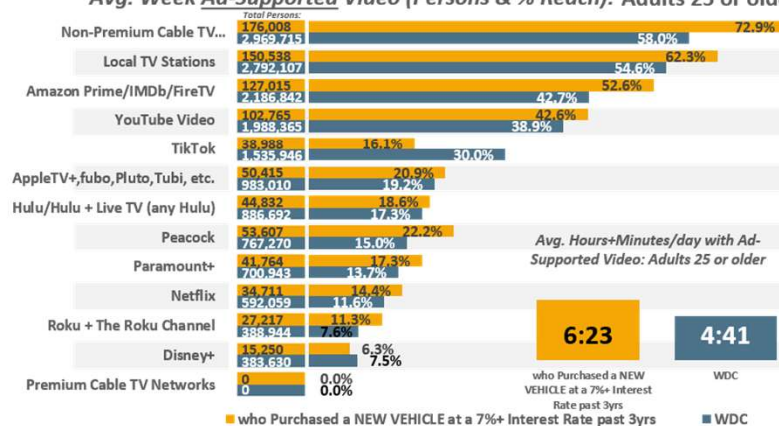
Avg. Week All Video (Persons & % Reach): Adults 25 or older

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



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

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

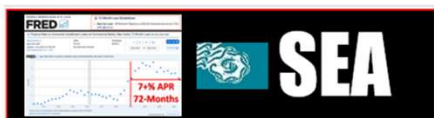


WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 286
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs

soefa.ai Share of Everything for Anything

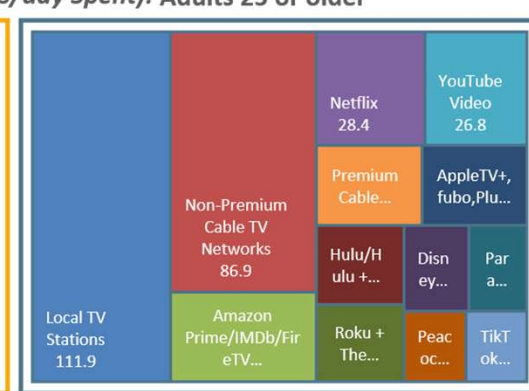
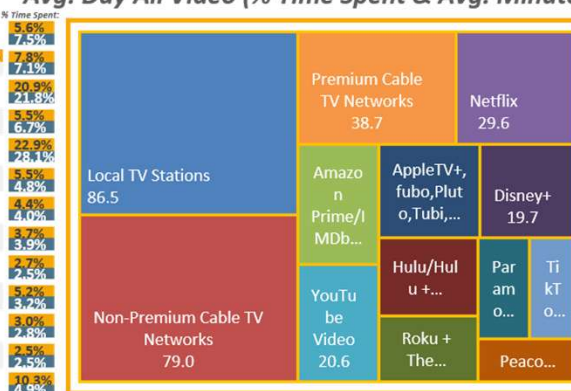
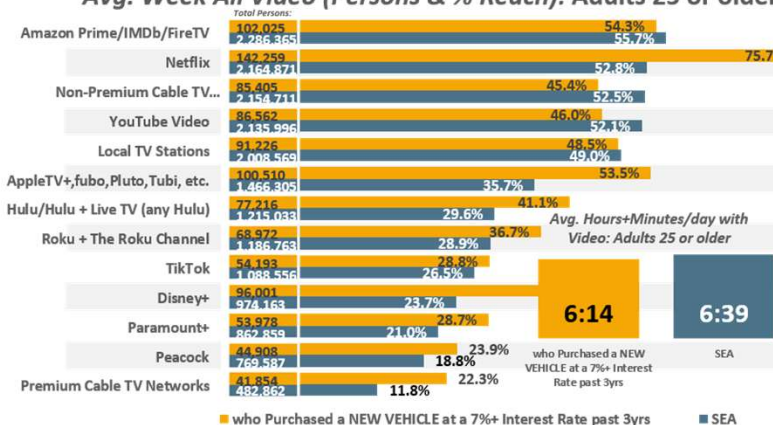
(((Model year of new vehicle (HHL): 2026:Any new vehicle OR Model year of new vehicle (HHL): 2025:Any new vehicle OR Model year of new vehicle (HHL): 2024:Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan))



90,895 or 48.3% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 82.6 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.

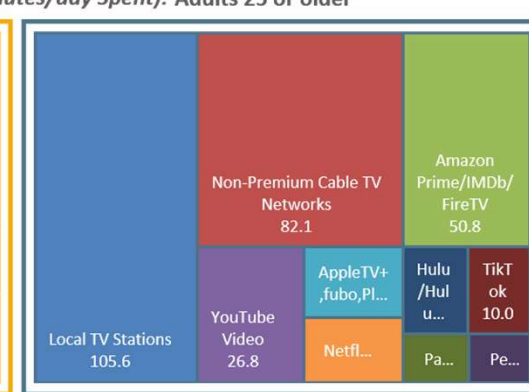
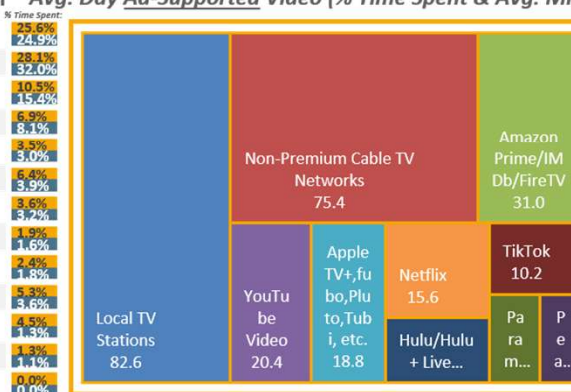
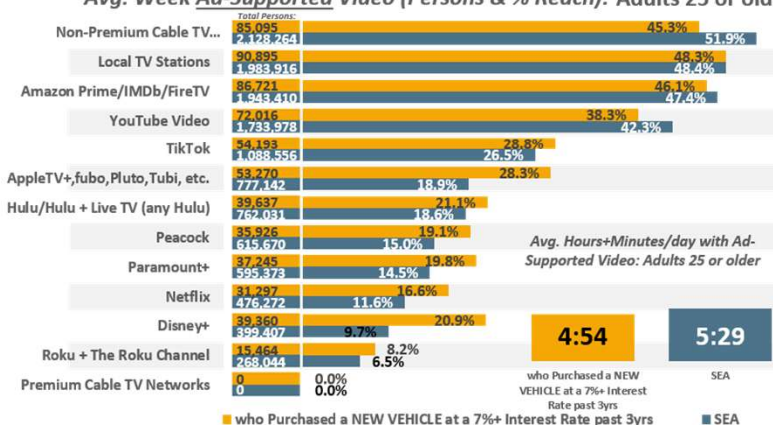
Avg. Week All Video (Persons & % Reach): Adults 25 or older

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



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

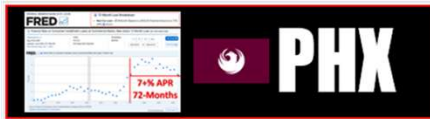
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 140
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

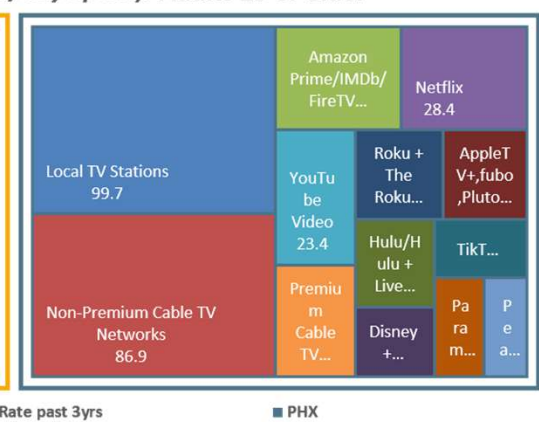
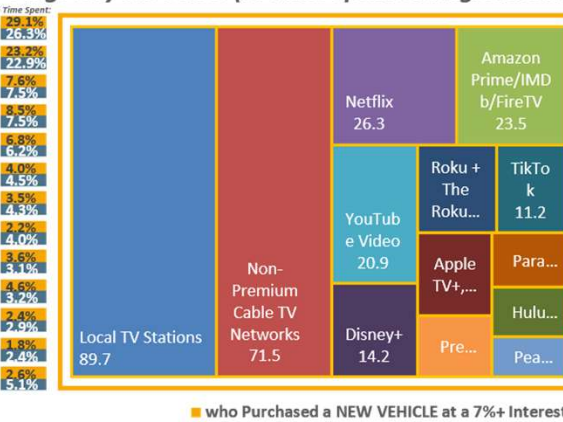
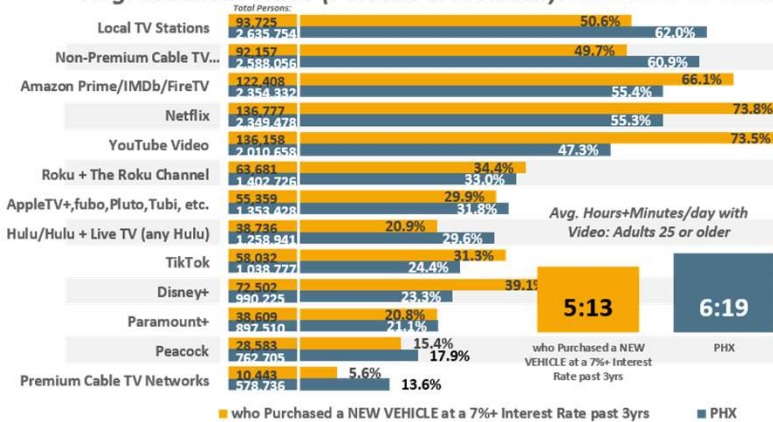
(((Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan))



92,206 or 49.8% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 87.1 minutes every day representing 35.0% of all time spent daily with Ad-Supported Video.

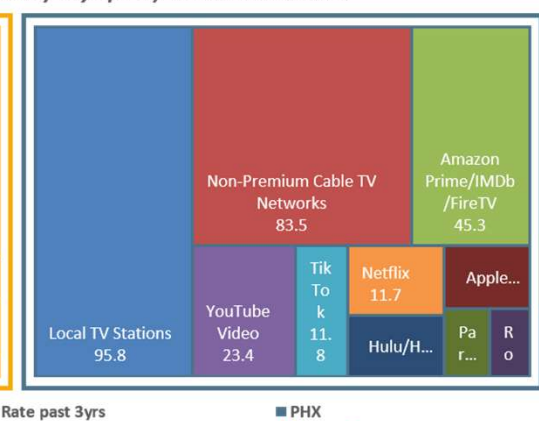
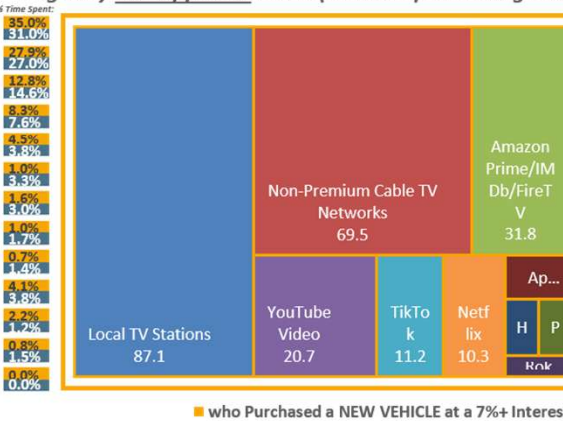
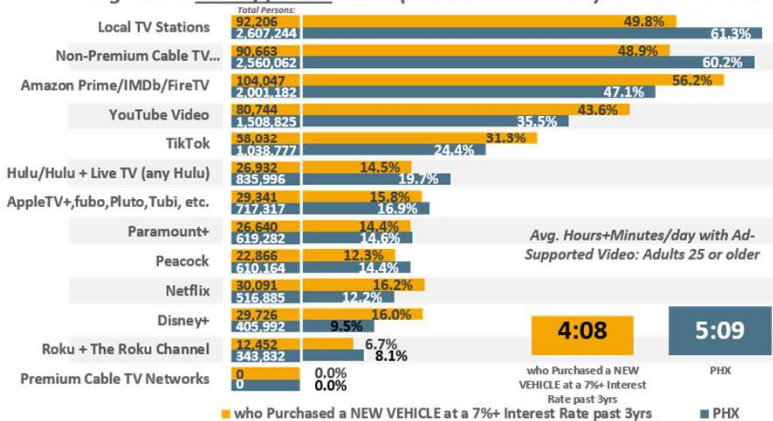
Avg. Week All Video (Persons & % Reach): Adults 25 or older

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 111
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

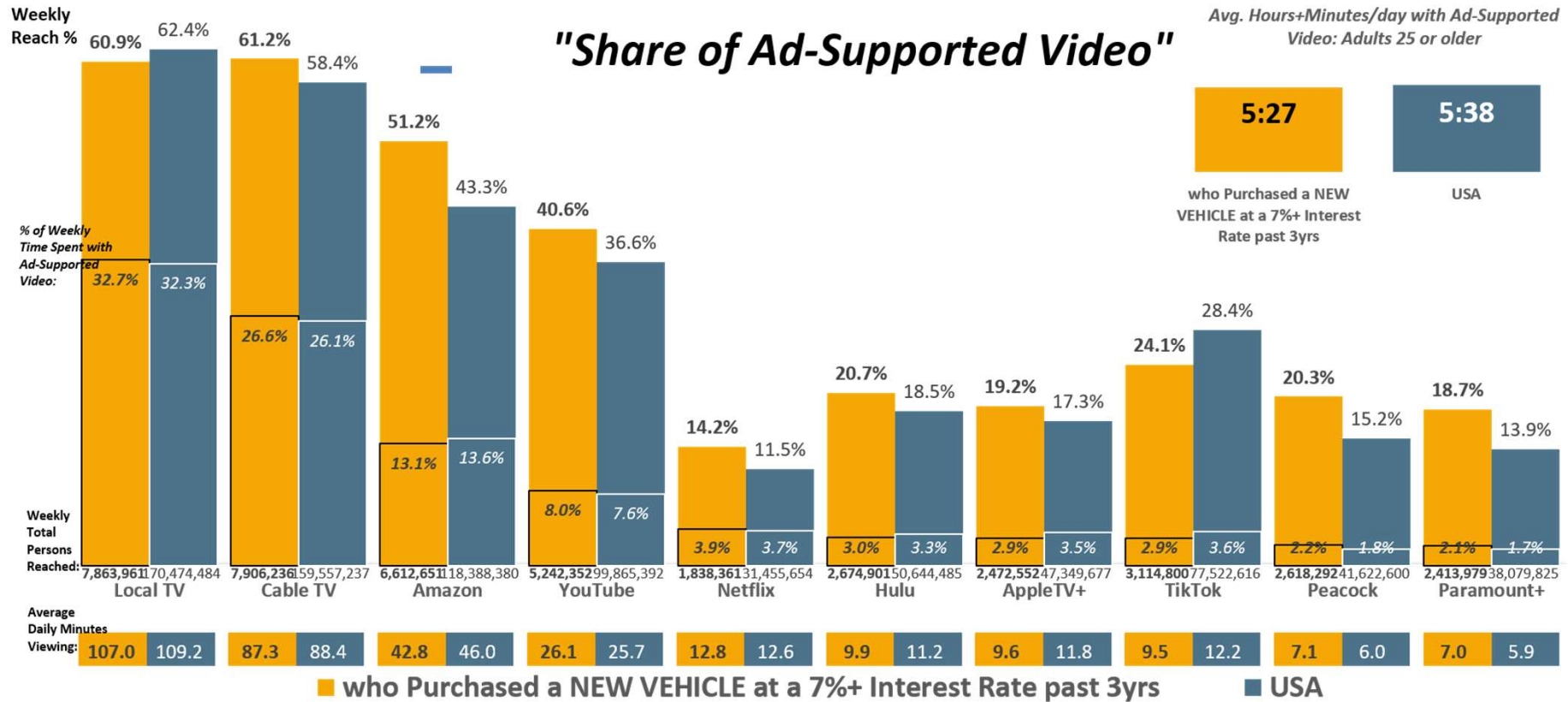
soefa.ai Share of Everything for Anything

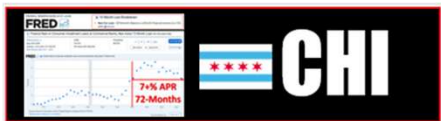
(((Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan))



7,863,961 or 60.9% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 107. minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.

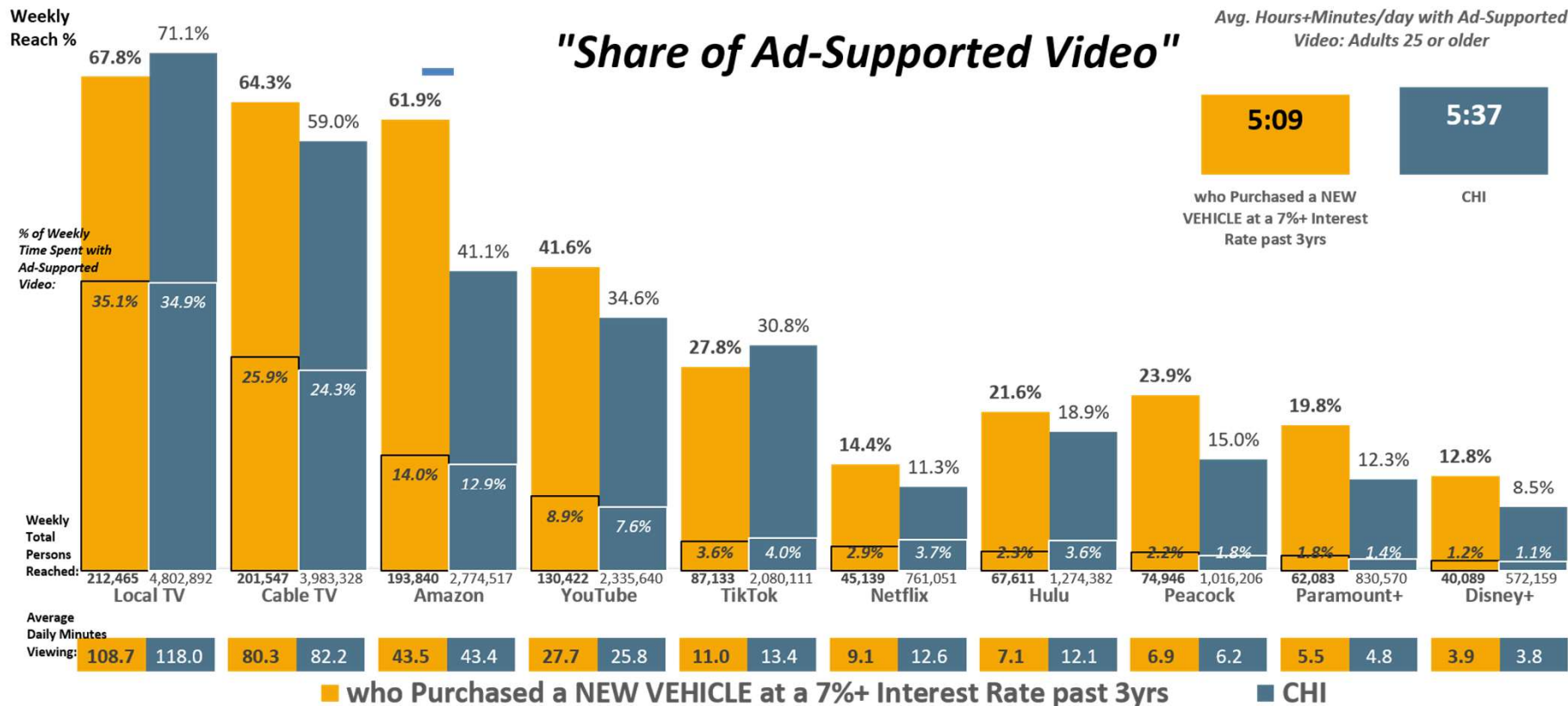
"Share of Ad-Supported Video"





212,465 or 67.8% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 108.7 minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.

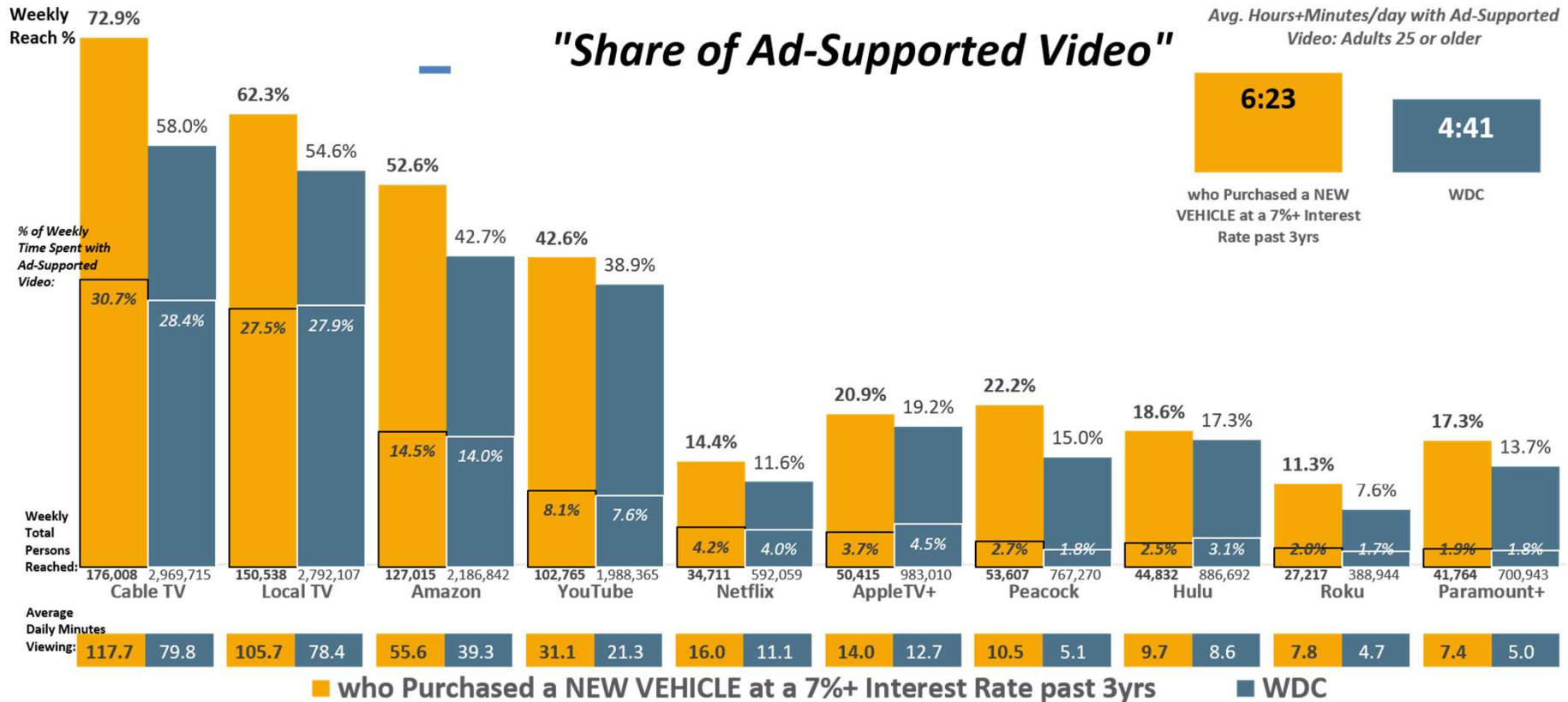
"Share of Ad-Supported Video"





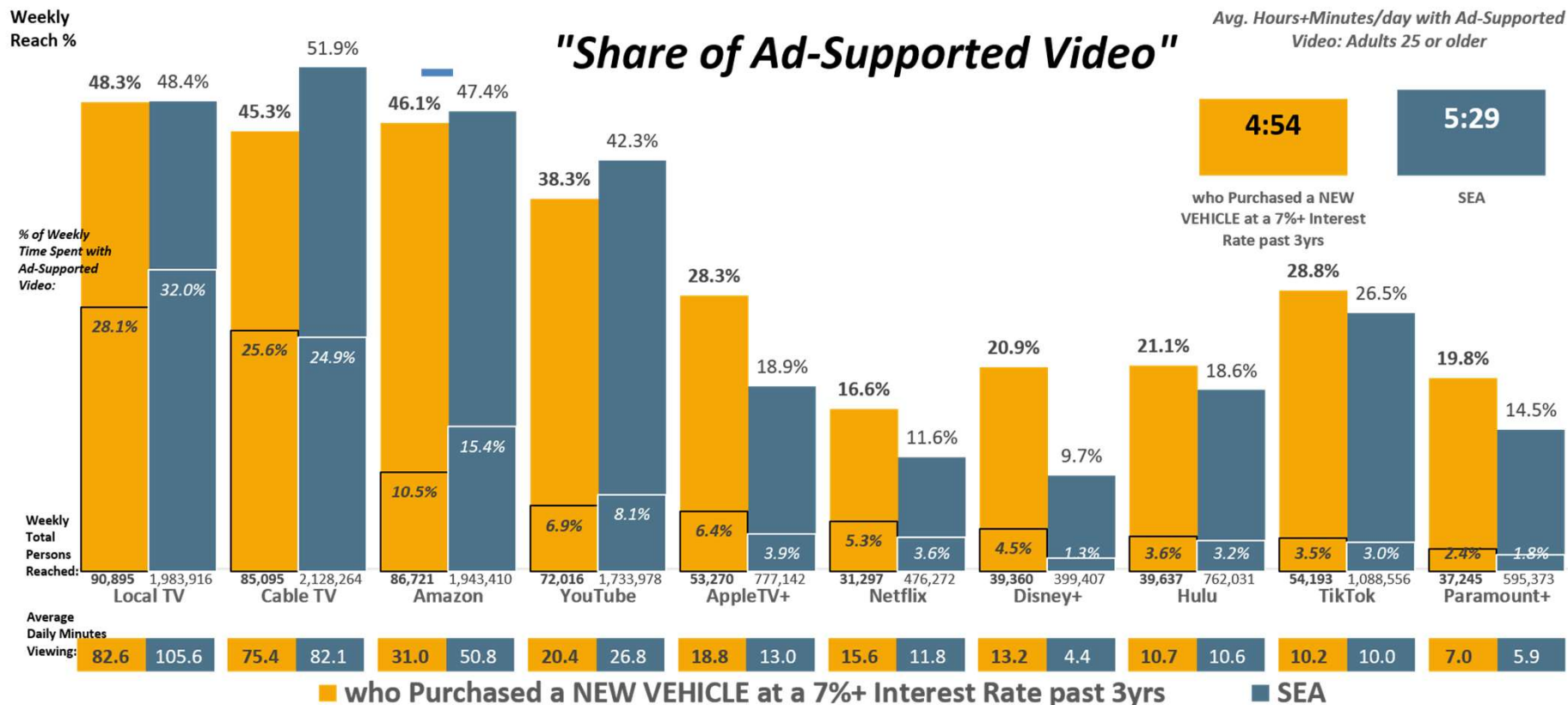
150,538 or 62.3% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 105.7 minutes every day representing 27.5% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





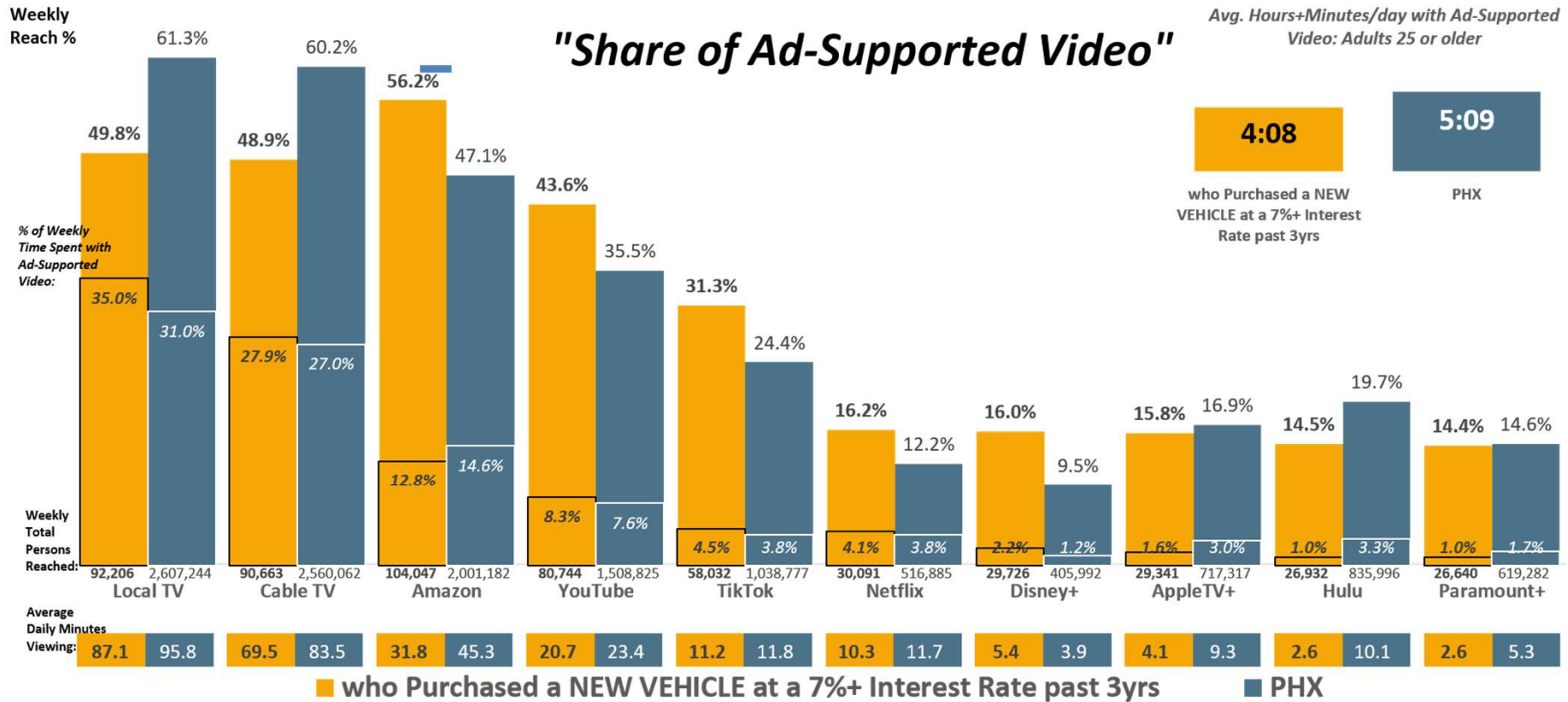
90,895 or 48.3% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 82.6 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.





92,206 or 49.8% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 87.1 minutes every day representing 35.0% of all time spent daily with Ad-Supported Video.

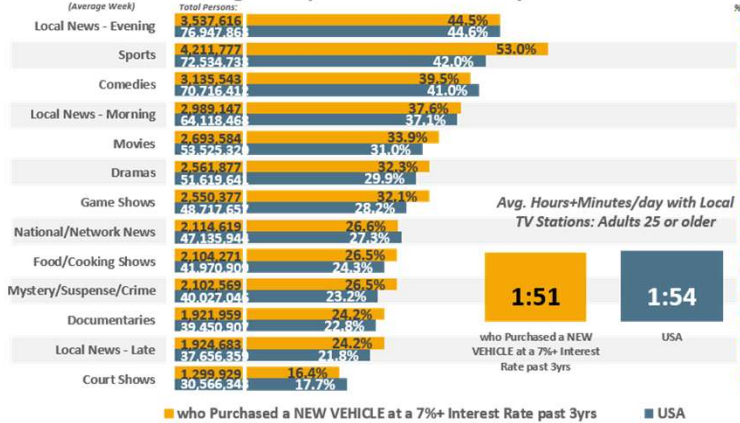
"Share of Ad-Supported Video"



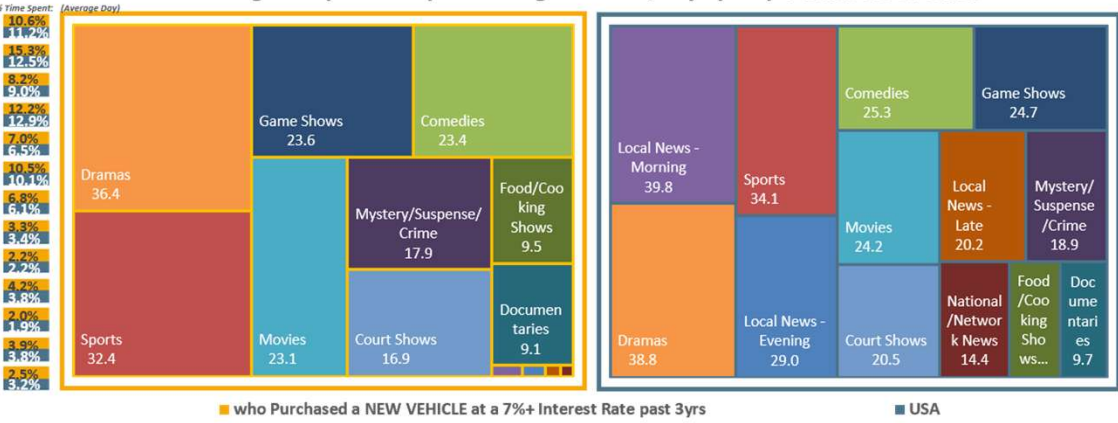


7,863,961 or 60.9% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Game Shows.

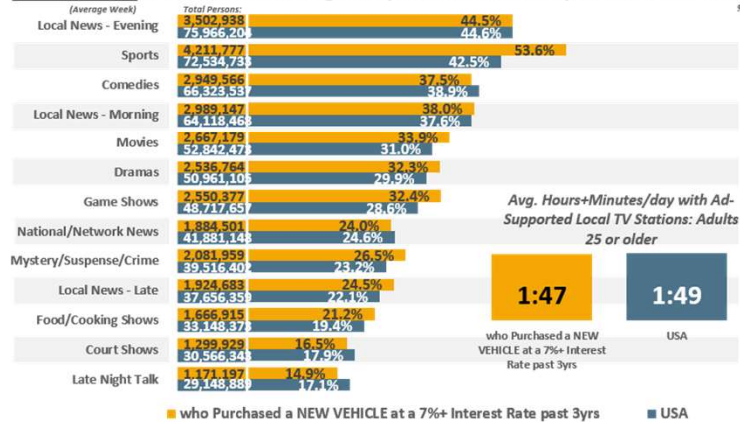
Local TV Station Programs (Persons & % Reach): Adults 25 or older



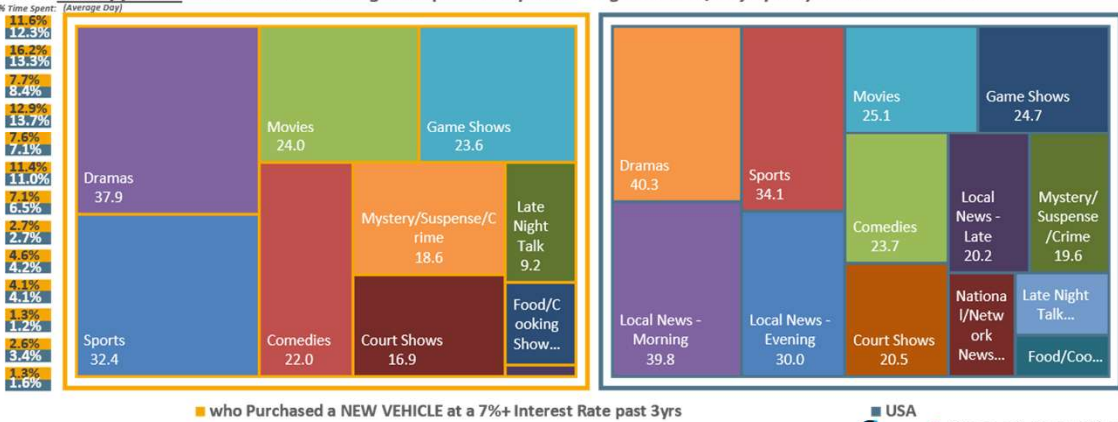
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

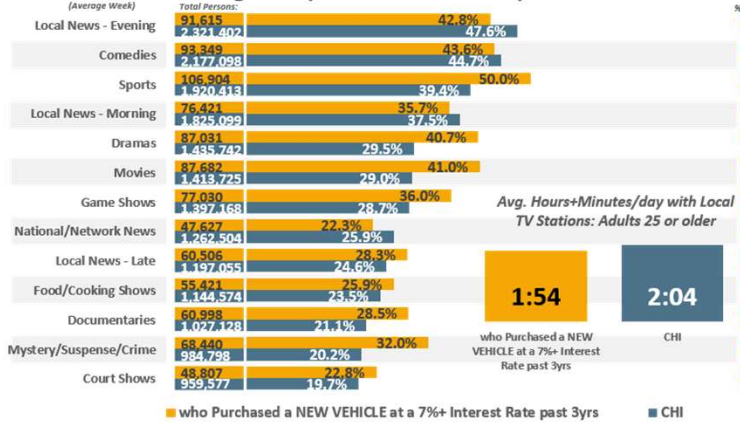
soefa.ai Share of Everything for Anything

[[([Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]

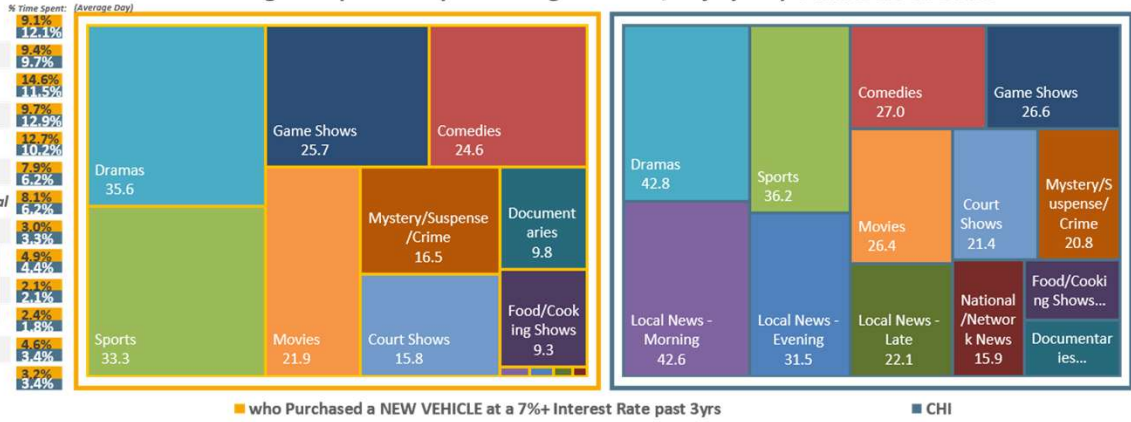


212,465 or 67.8% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Dramas, and Game Shows.

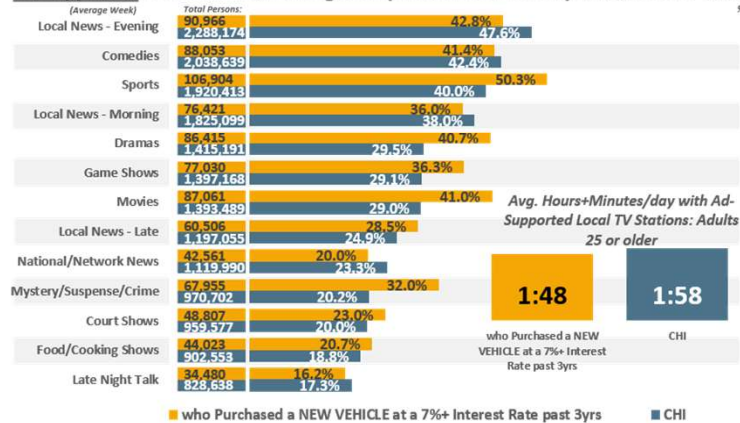
Local TV Station Programs (Persons & % Reach): Adults 25 or older



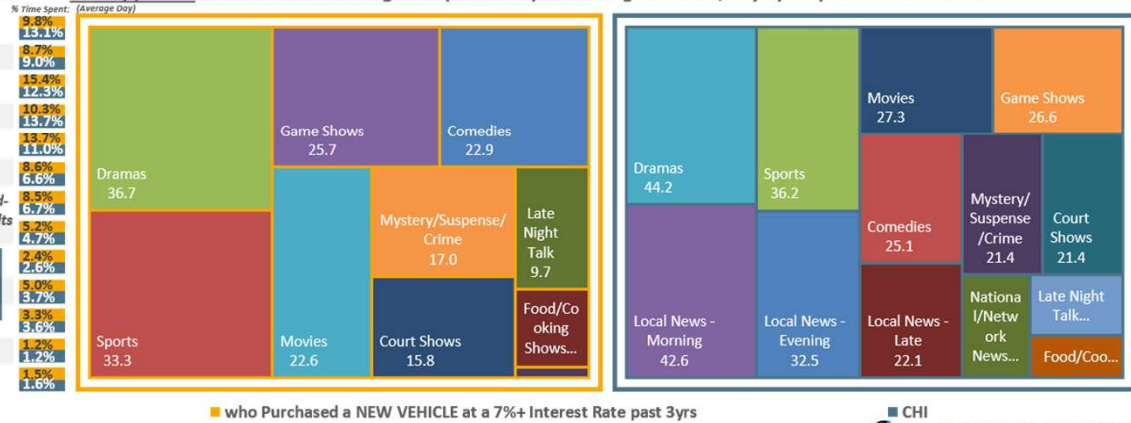
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

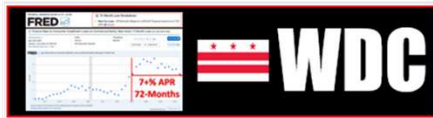


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



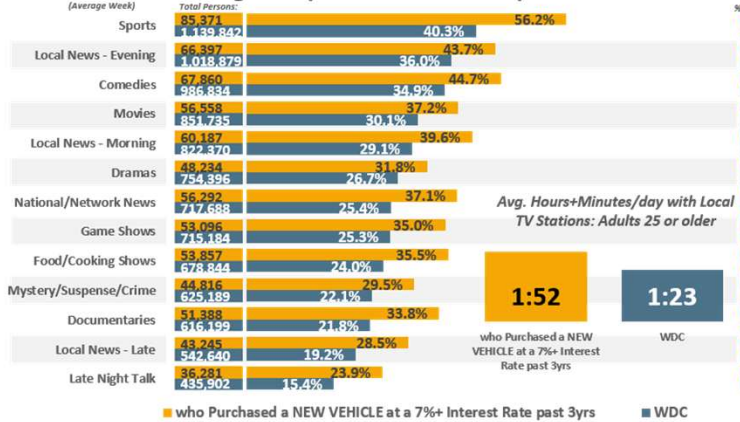
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



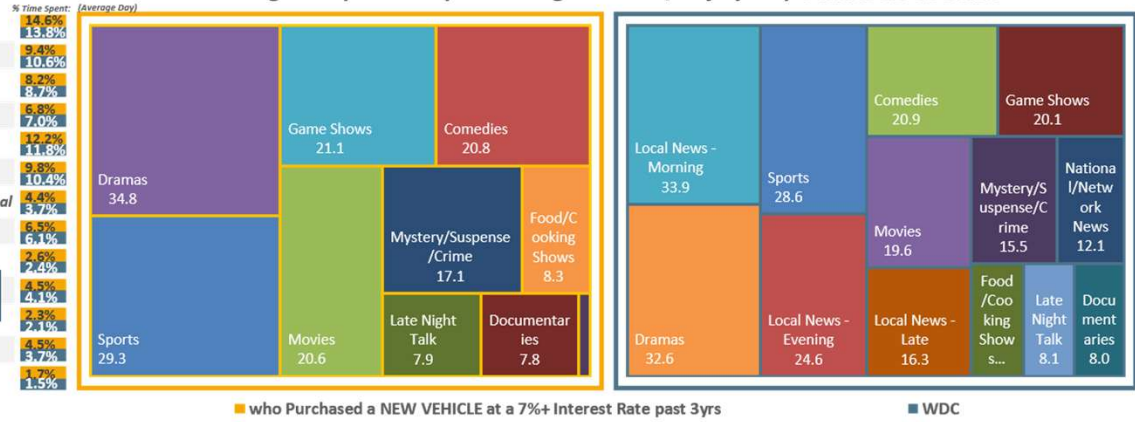


150,538 or 62.3% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

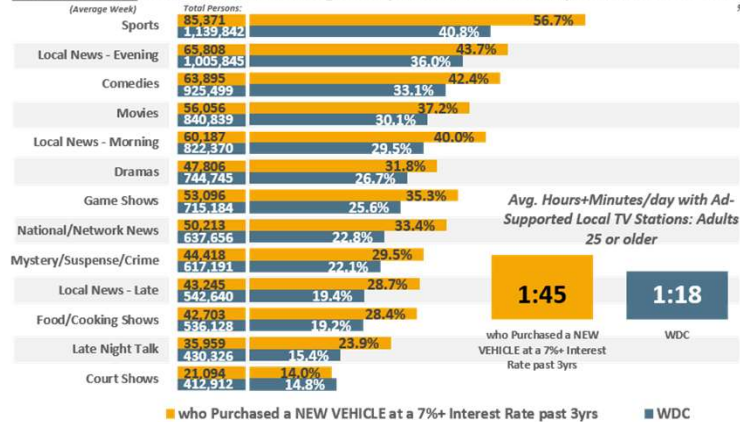
Local TV Station Programs (Persons & % Reach): Adults 25 or older



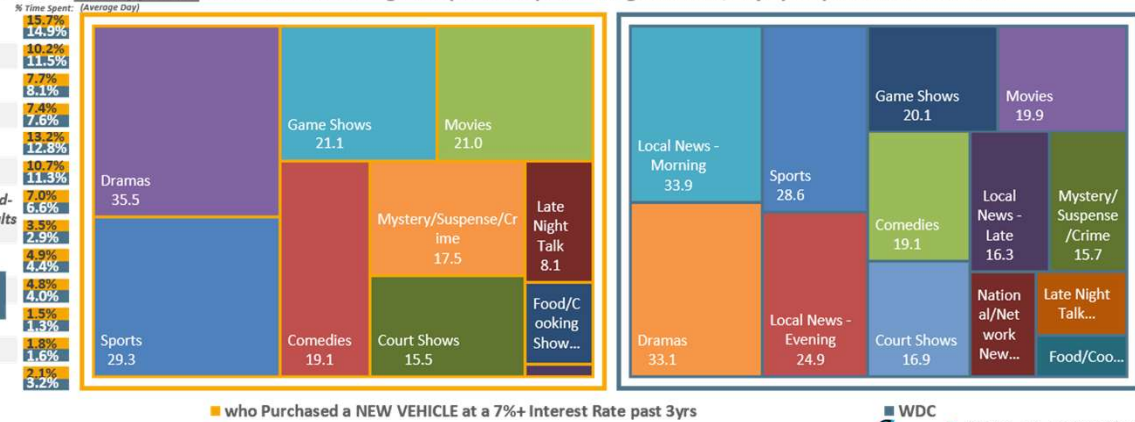
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 286
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

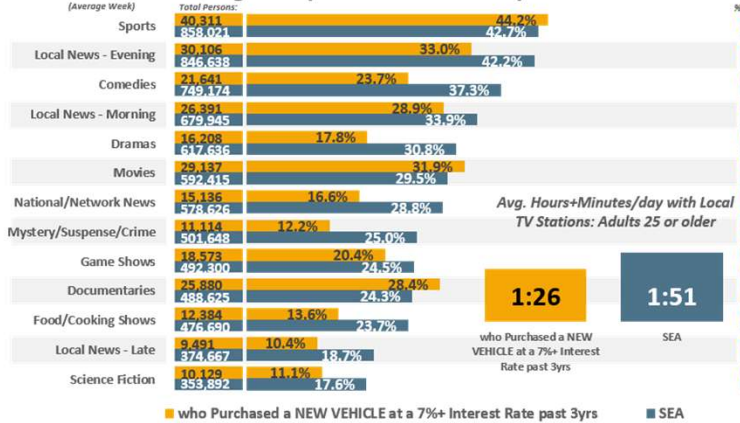
WDC
soefa.ai Share of Everything for Anything

[[[Model year of new vehicle (HHL): 2026:Any new vehicle OR Model year of new vehicle (HHL): 2025:Any new vehicle OR Model year of new vehicle (HHL): 2024:Any new vehicle] AND Financial services HHL has/use (HHL): Auto loan]]

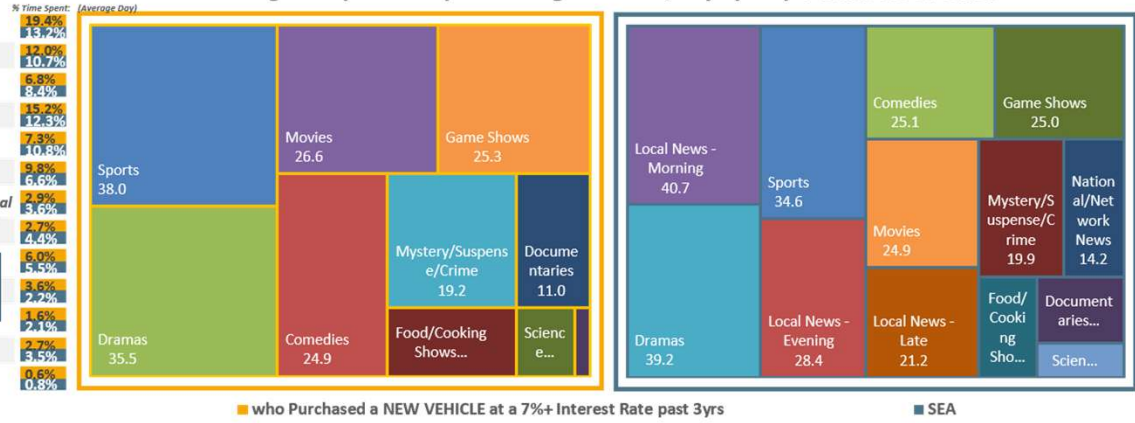


90,895 or 48.3% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Game Shows.

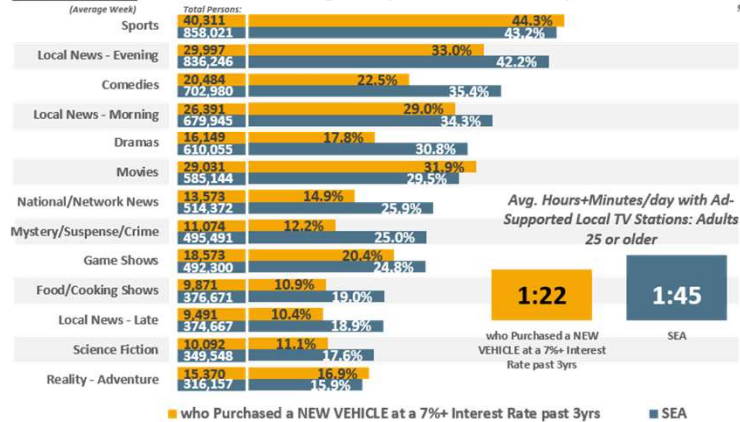
Local TV Station Programs (Persons & % Reach): Adults 25 or older



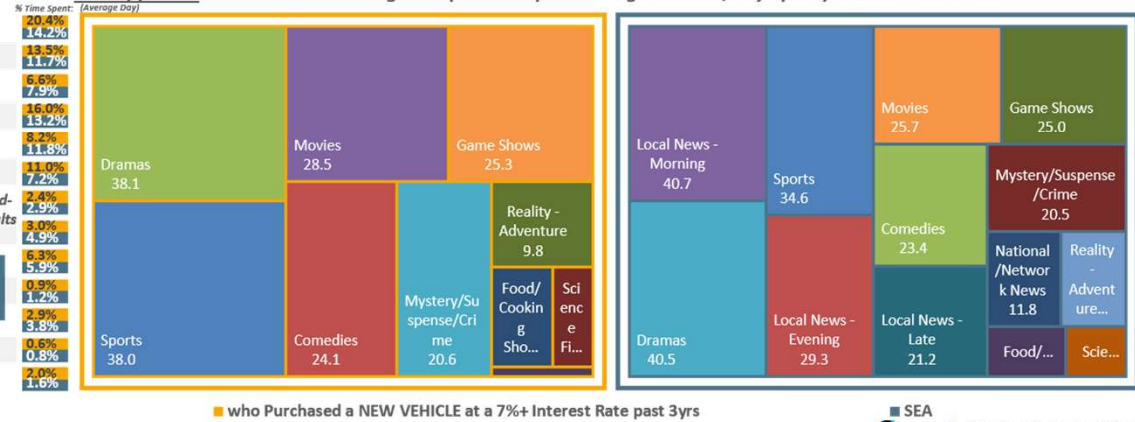
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



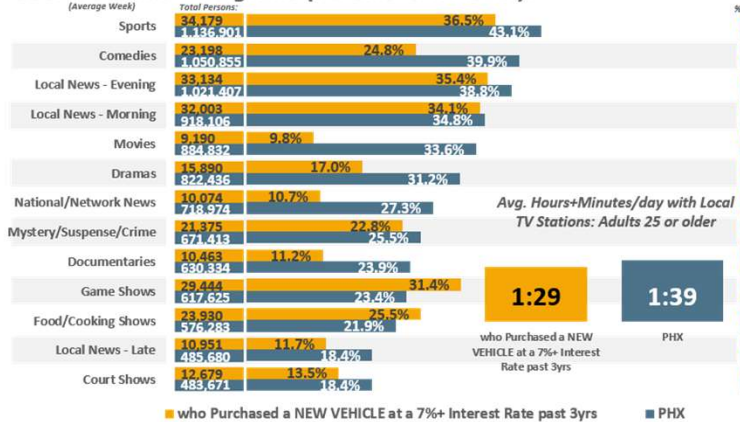
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



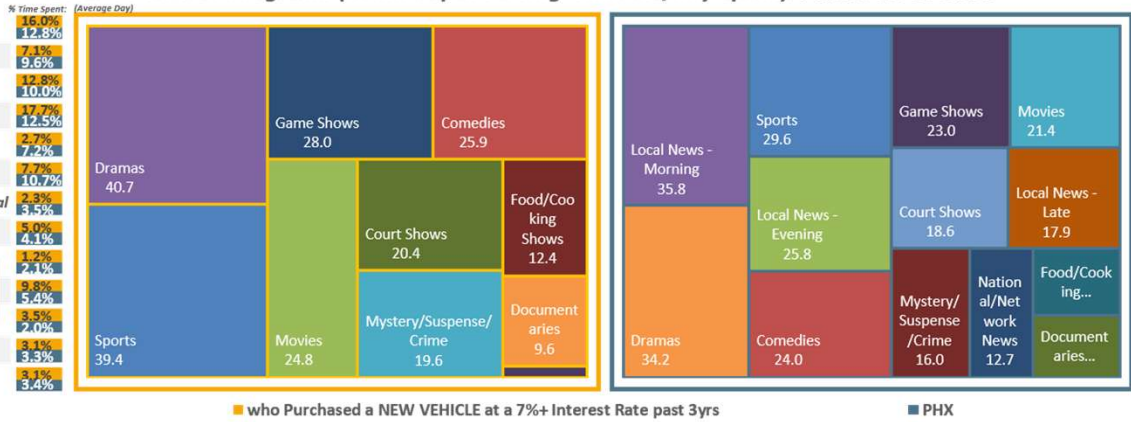


92,206 or 49.8% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, Comedies, and Mystery/Suspense/

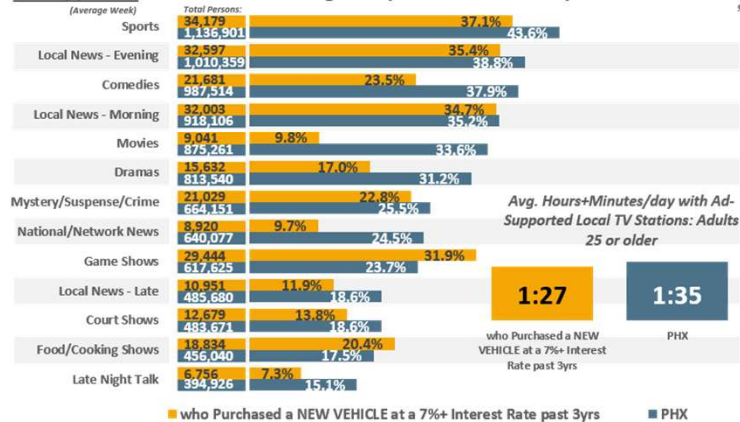
Local TV Station Programs (Persons & % Reach): Adults 25 or older



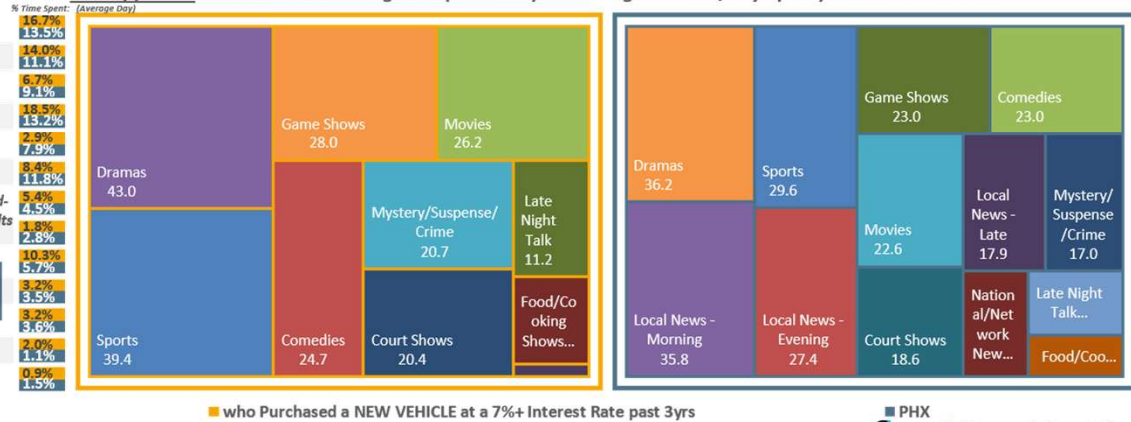
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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

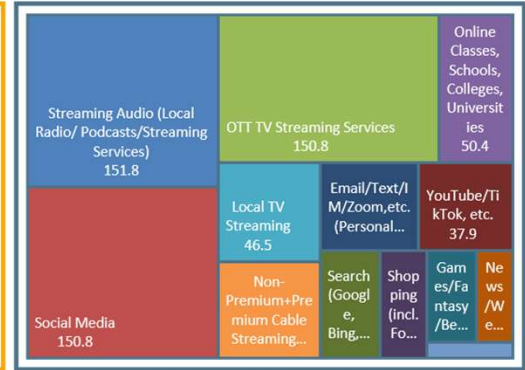
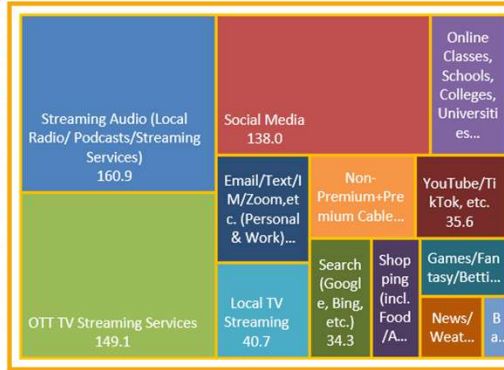
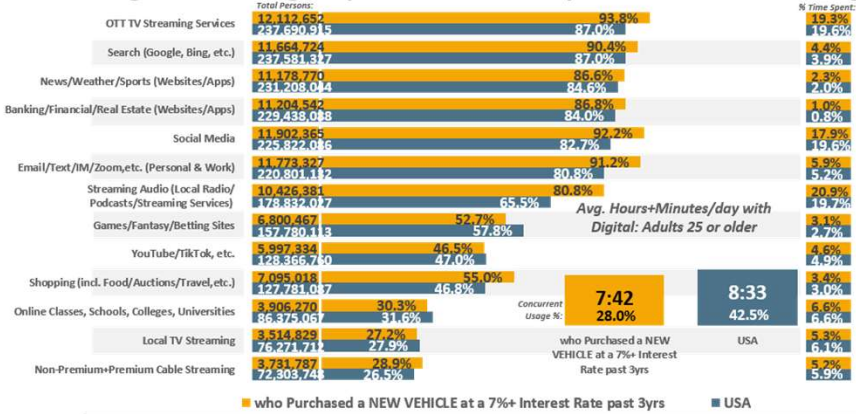




10,838,635 or 84.4% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Social Media for an average of 125.6 minutes every day representing 22.6% of all time spent daily with Ad-Supported Digital Media.

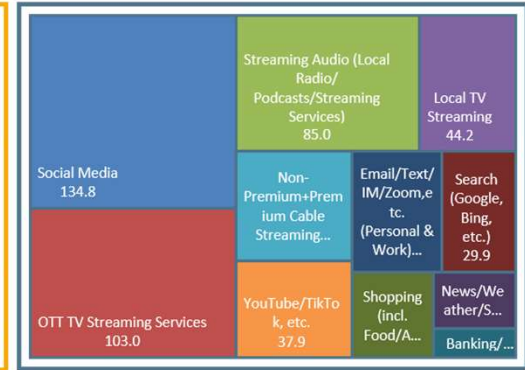
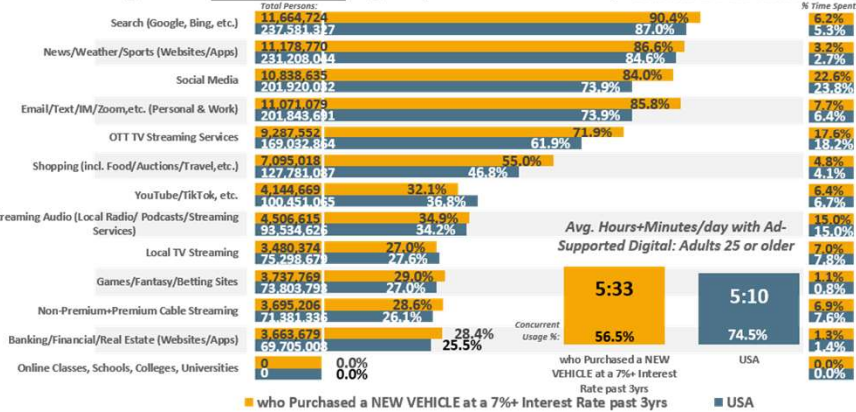
Avg. Week All Digital (Persons & % Reach): Adults 25 or older

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



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

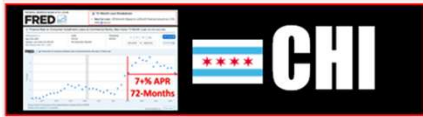
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

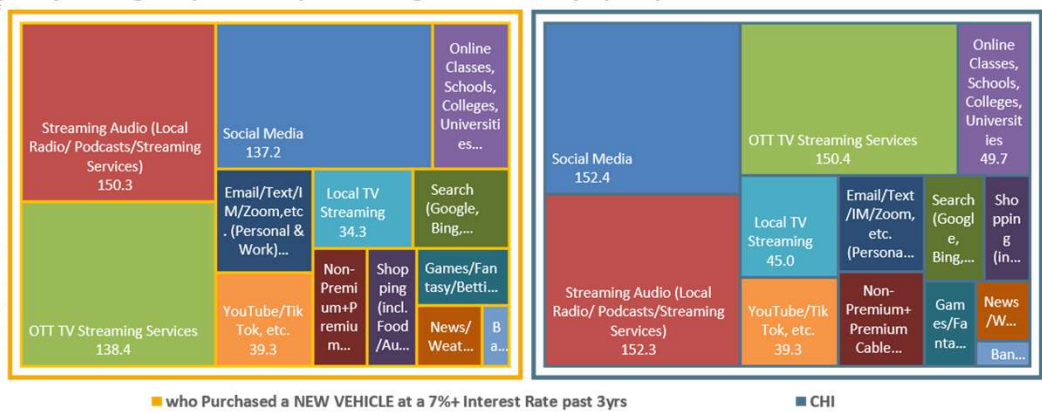
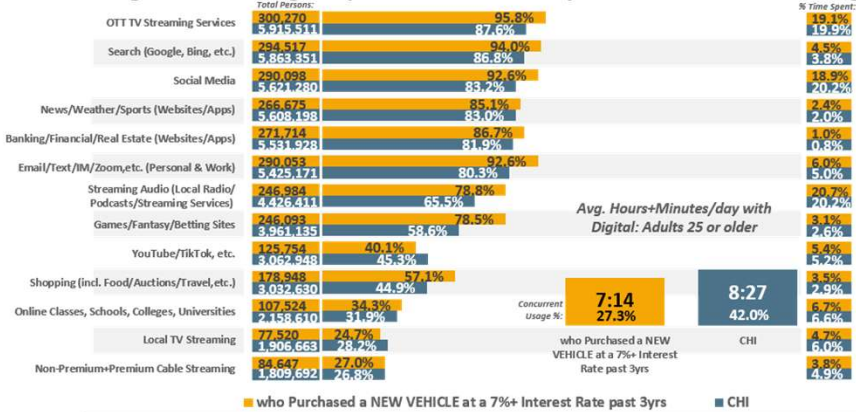
[(Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]



258,858 or 82.6% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Social Media for an average of 122.5 minutes every day representing 24.% of all time spent daily with Ad-Supported Digital Media.

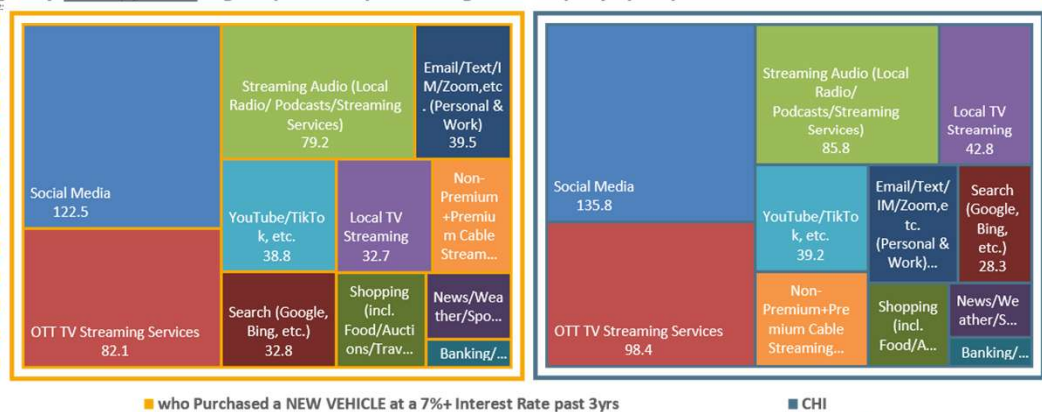
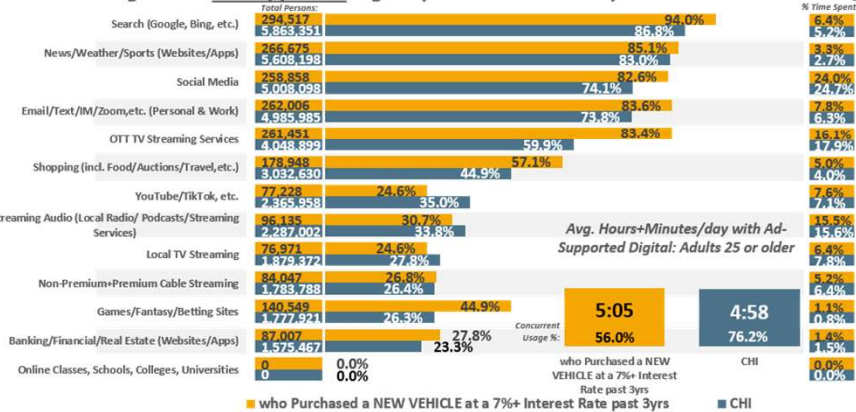
Avg. Week All Digital (Persons & % Reach): Adults 25 or older

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



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

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 171
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

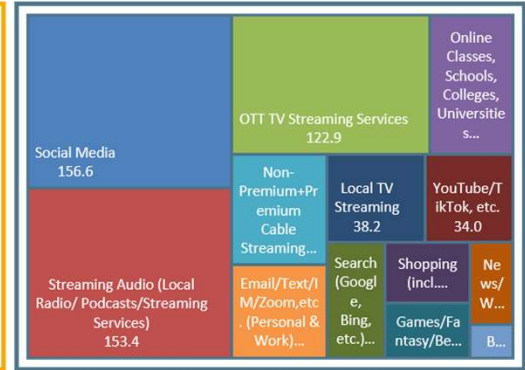
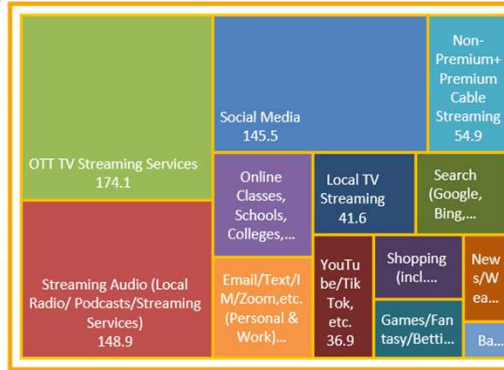
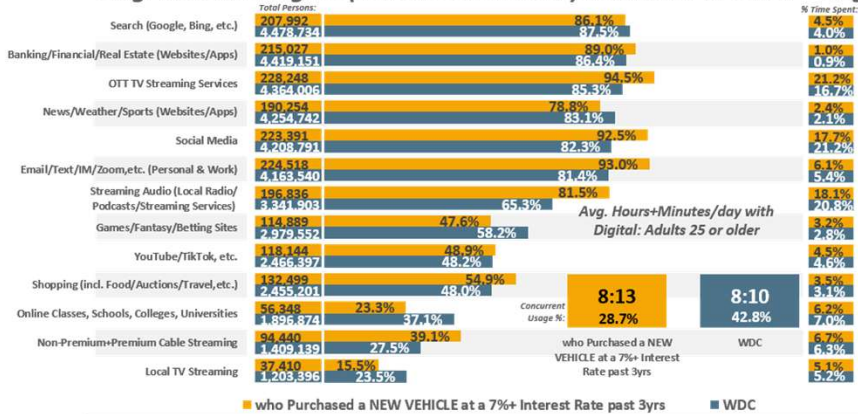
[[(Model year of new vehicle (HHL): 2026: Any new vehicle OR Model year of new vehicle (HHL): 2025: Any new vehicle OR Model year of new vehicle (HHL): 2024: Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]]



183,627 or 76.% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Social Media for an average of 119.6 minutes every day representing 20.1% of all time spent daily with Ad-Supported Digital Media.

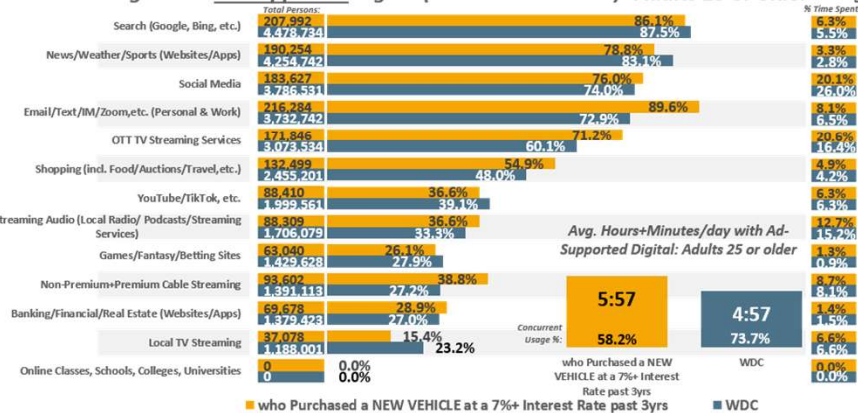
Avg. Week All Digital (Persons & % Reach): Adults 25 or older

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



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

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 286
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

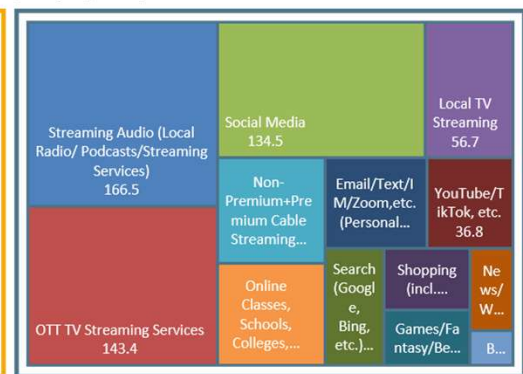
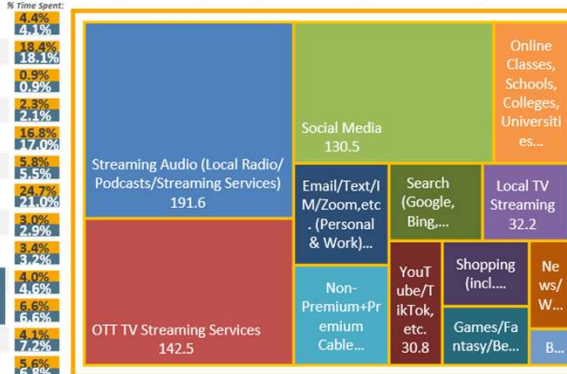
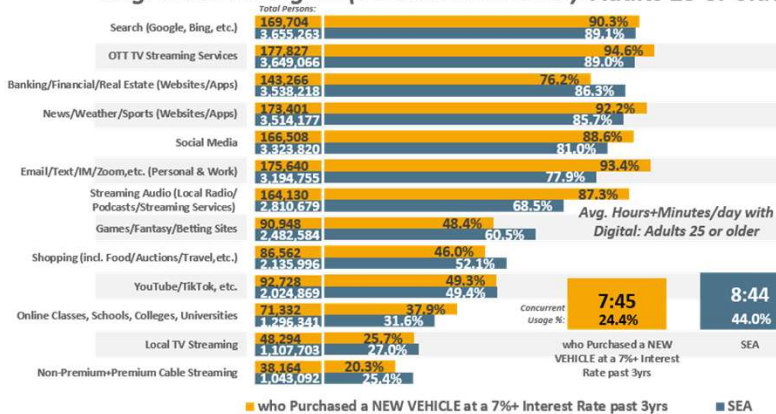
[[Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]



151,590 or 80.6% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Social Media for an average of 118.8 minutes every day representing 20.8% of all time spent daily with Ad-Supported Digital Media.

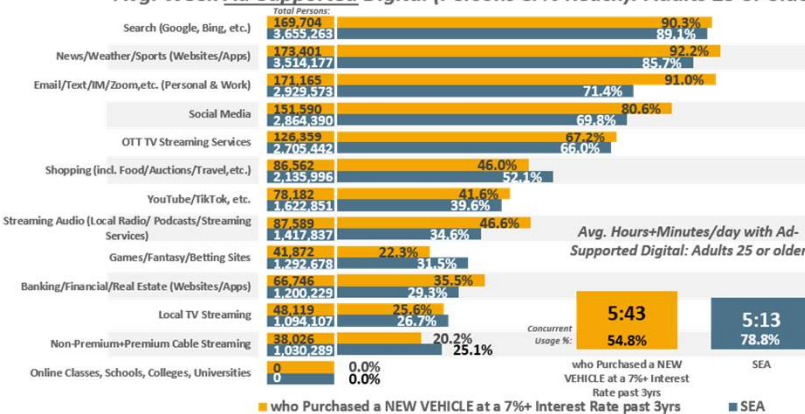
Avg. Week All Digital (Persons & % Reach): Adults 25 or older

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



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

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

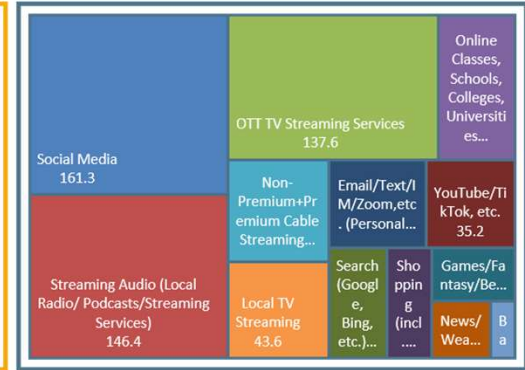
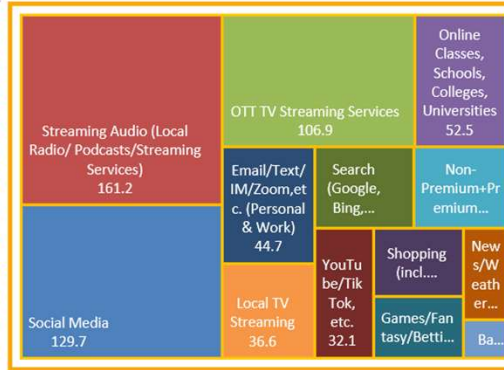
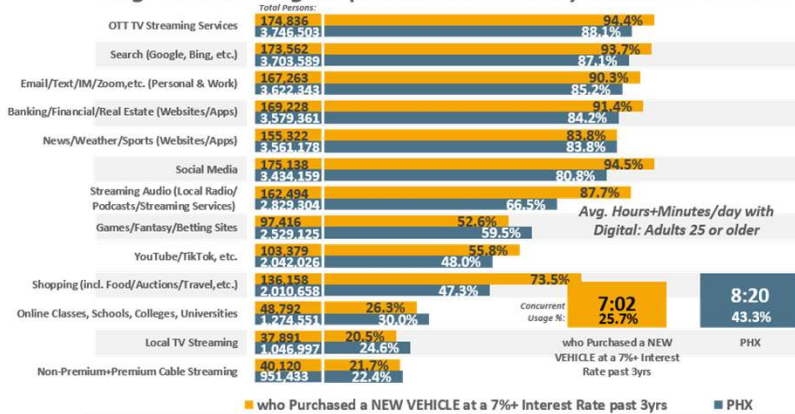




171,497 or 92.6% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Social Media for an average of 127. minutes every day representing 25.9% of all time spent daily with Ad-Supported Digital Media.

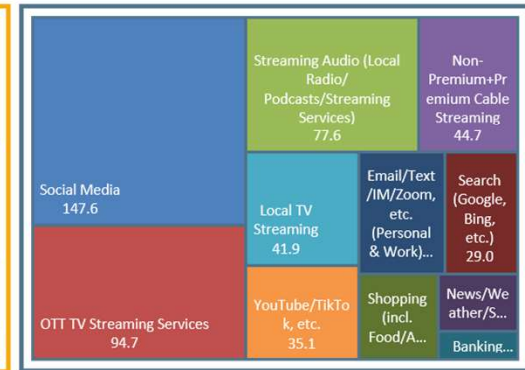
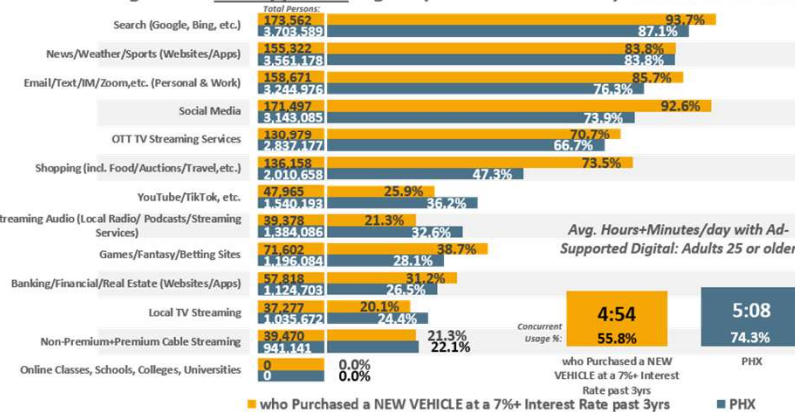
Avg. Week All Digital (Persons & % Reach): Adults 25 or older

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



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

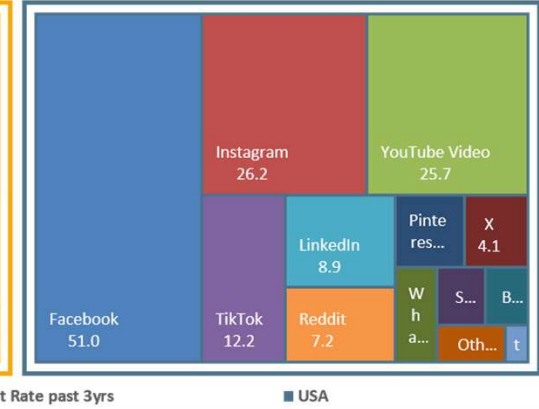
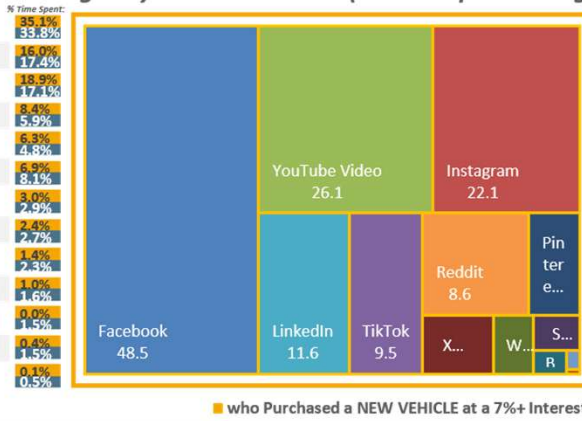
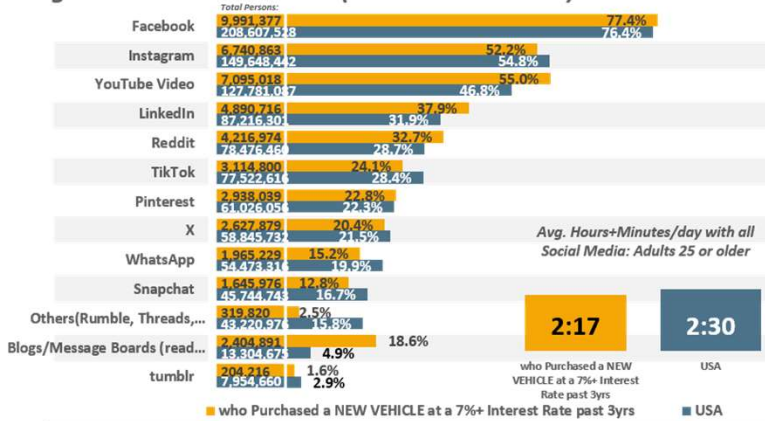
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



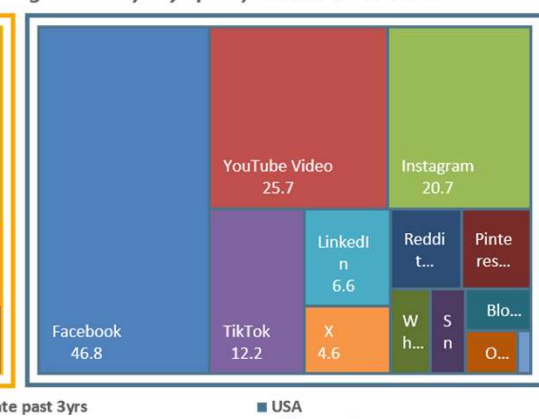
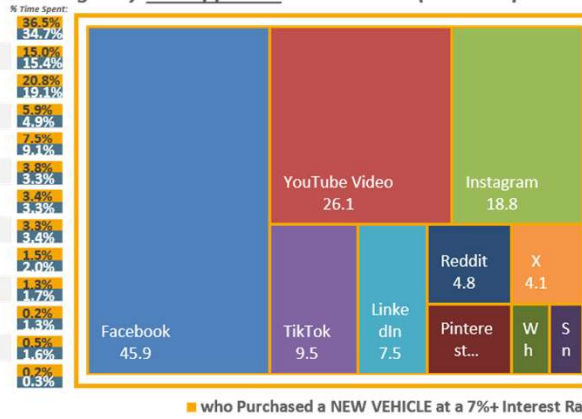
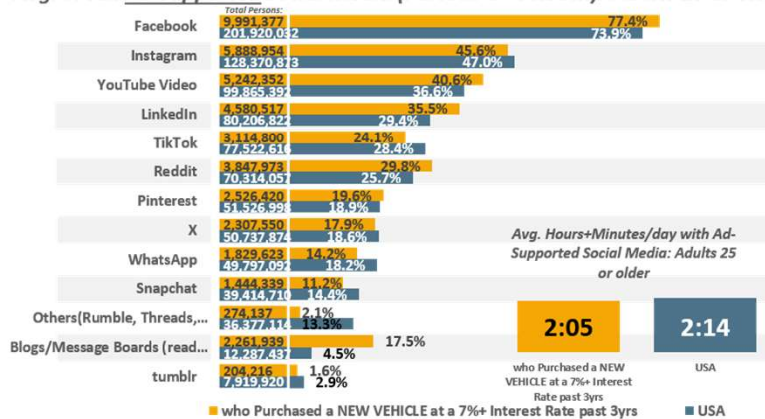


9,991,377 or 77.4% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 45.9 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

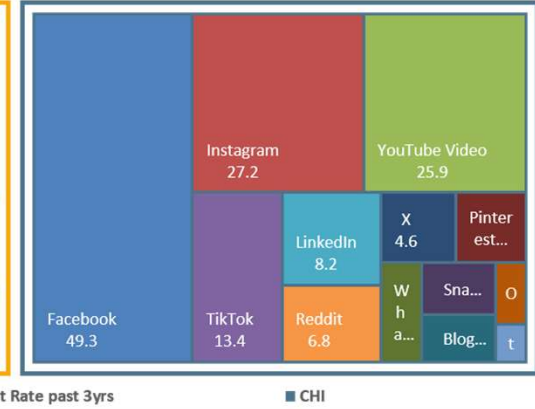
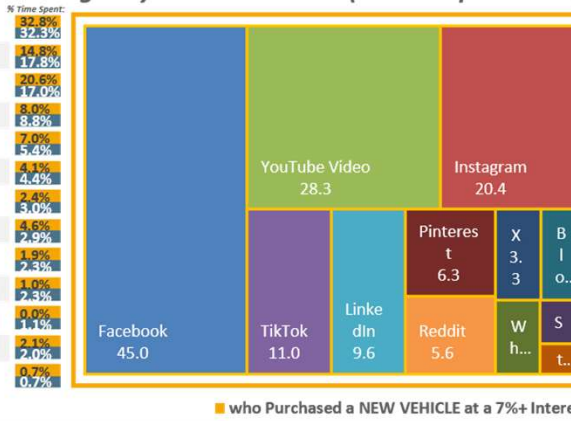
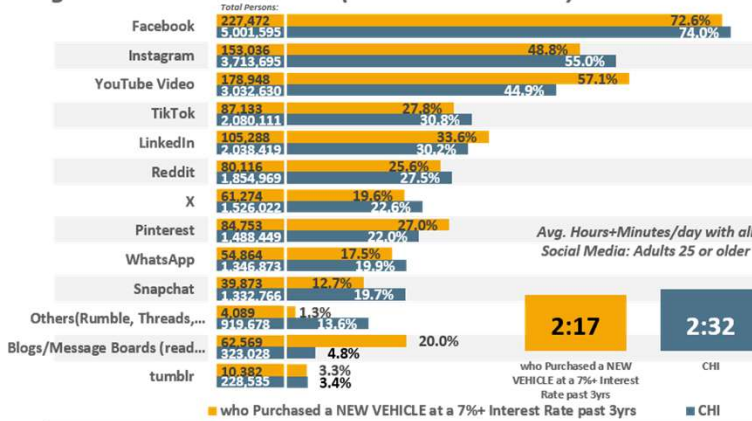
soefa.ai Share of Everything for Anything

[[([Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]

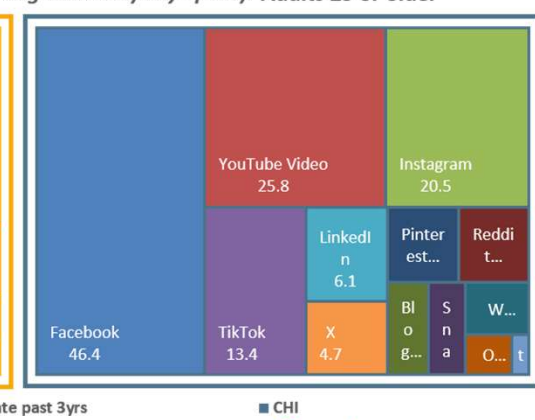
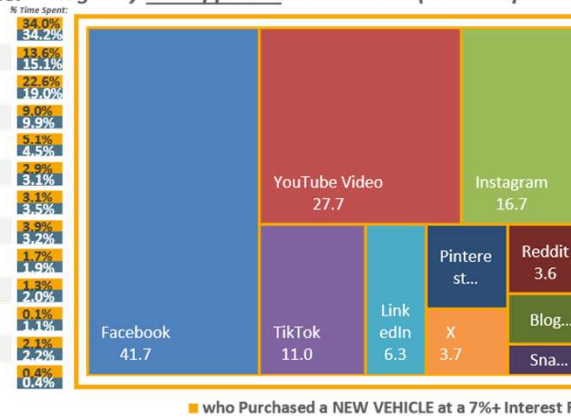
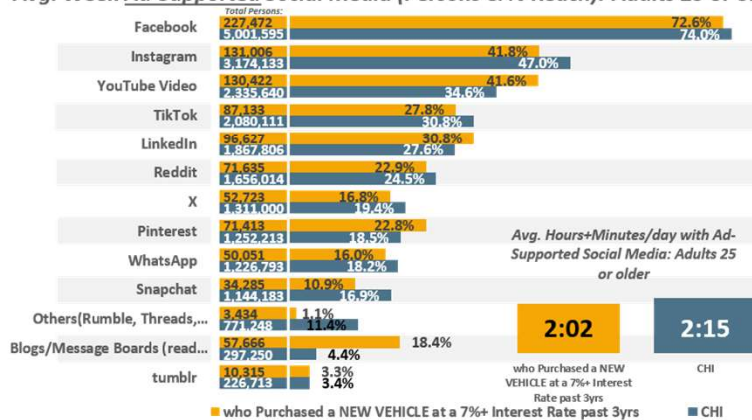


227,472 or 72.6% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 41.7 minutes every day representing 34.0% of all time spent daily with Ad-Supported Social Media.

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



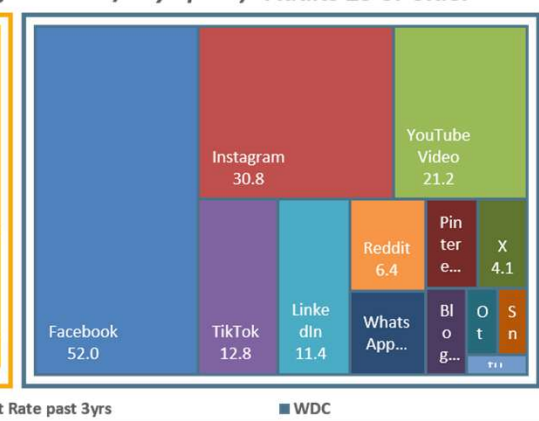
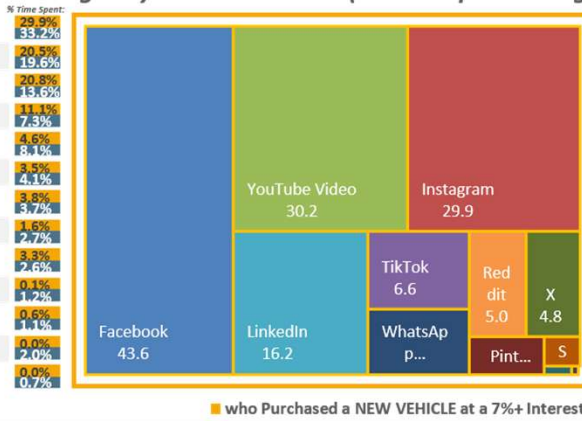
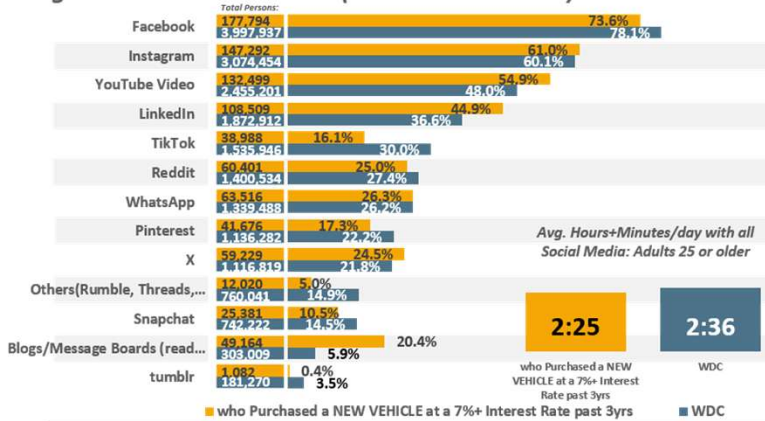
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



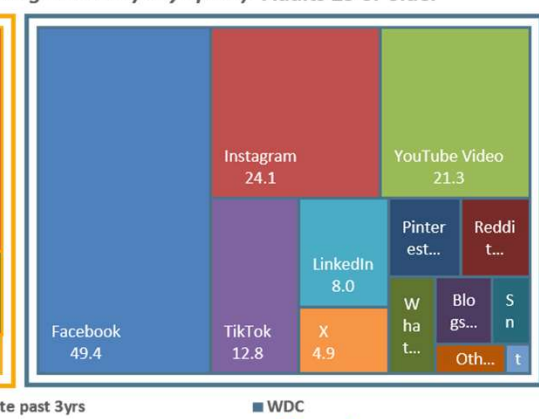
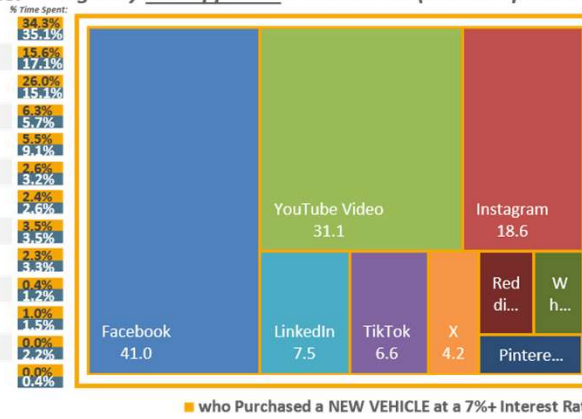
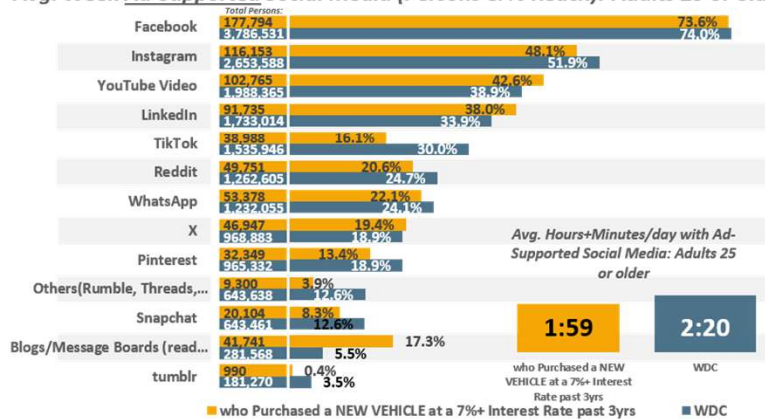


177,794 or 73.6% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 41. minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

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



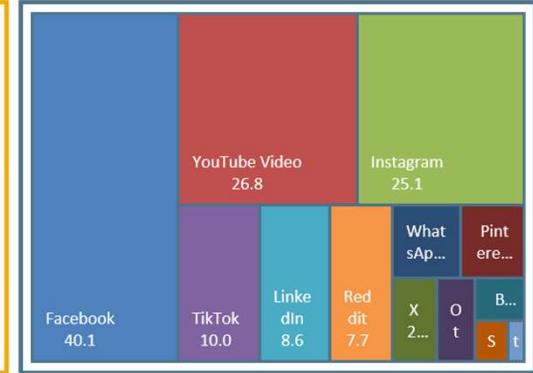
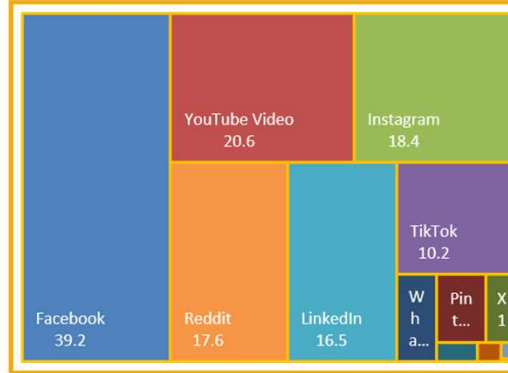
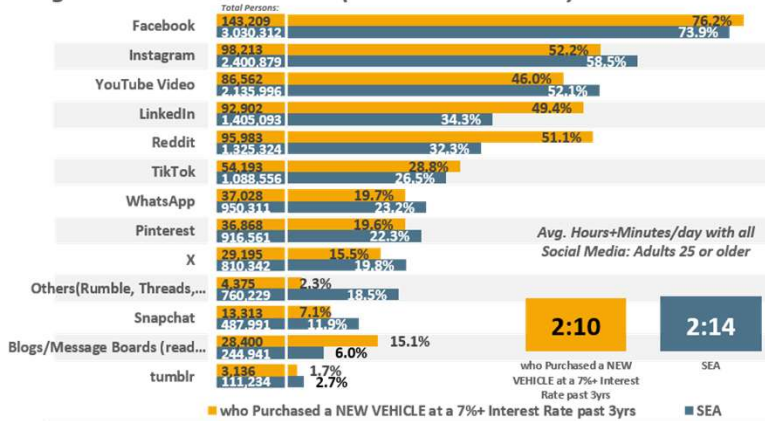
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



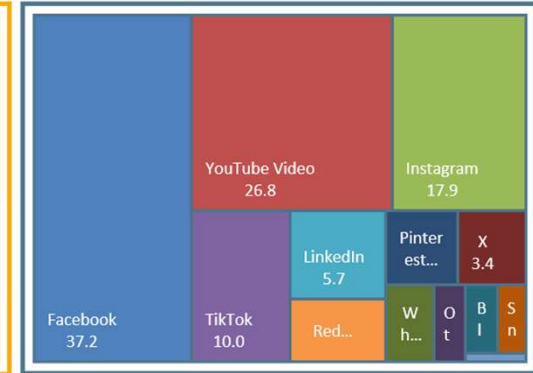
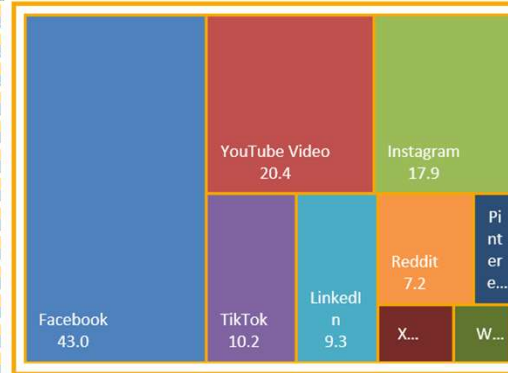
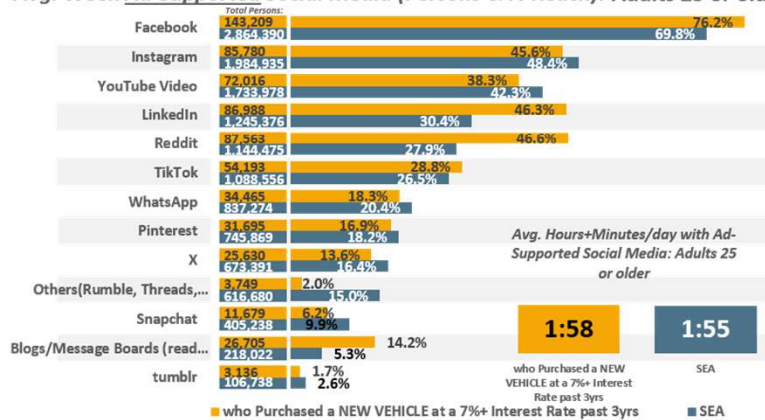


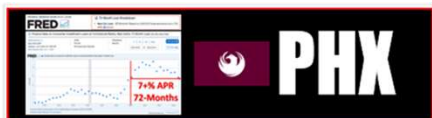
143,209 or 76.2% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 43. minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

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



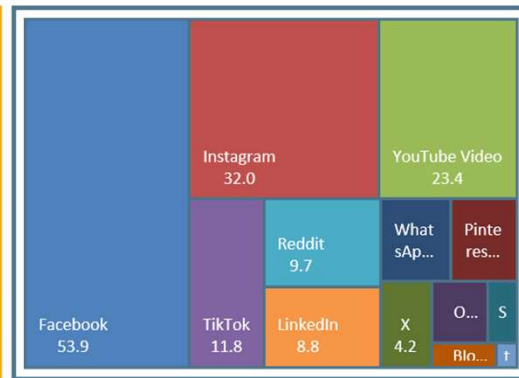
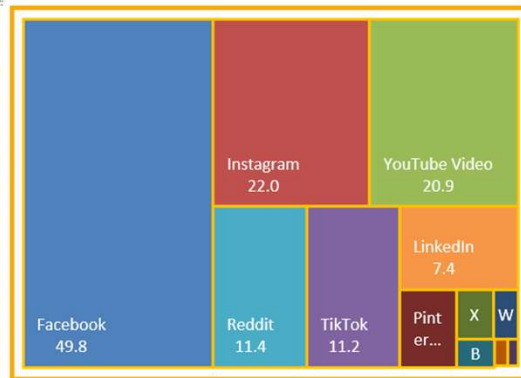
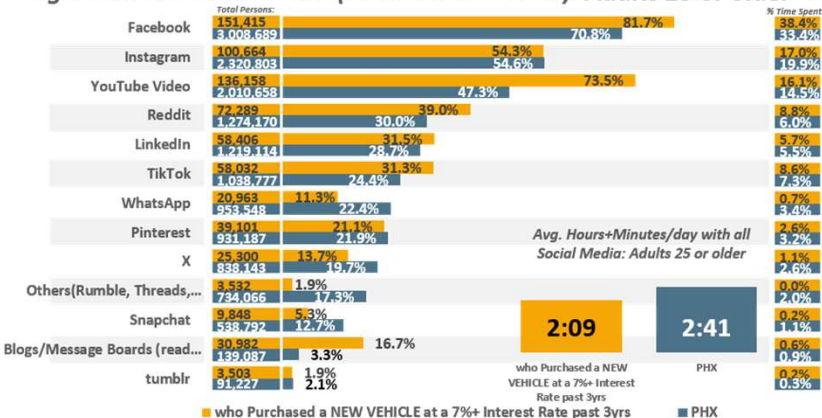
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



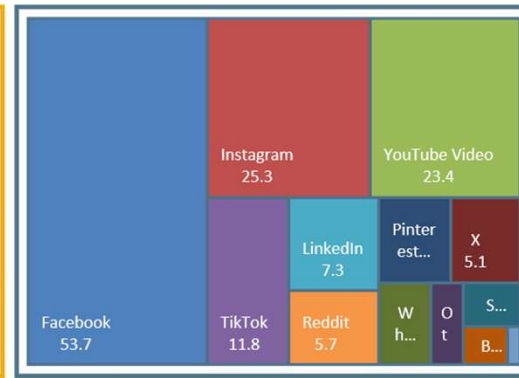
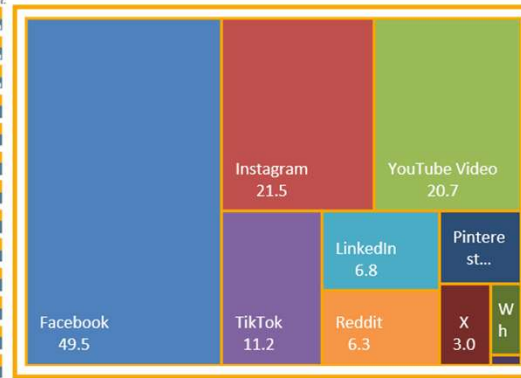
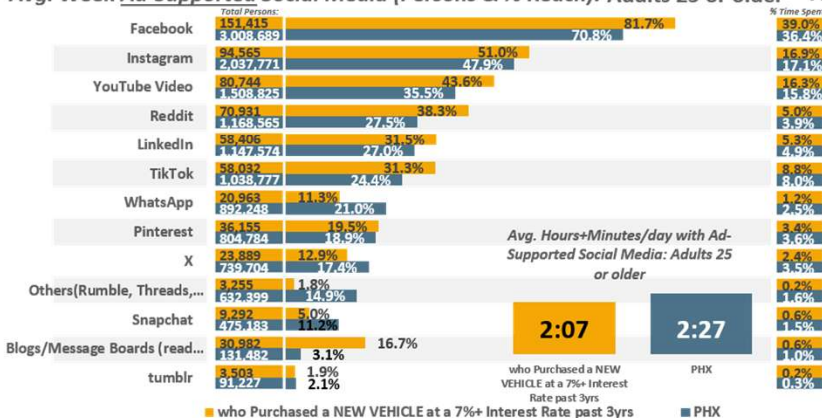


151,415 or 81.7% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 49.5 minutes every day representing 39.0% of all time spent daily with Ad-Supported Social Media.

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



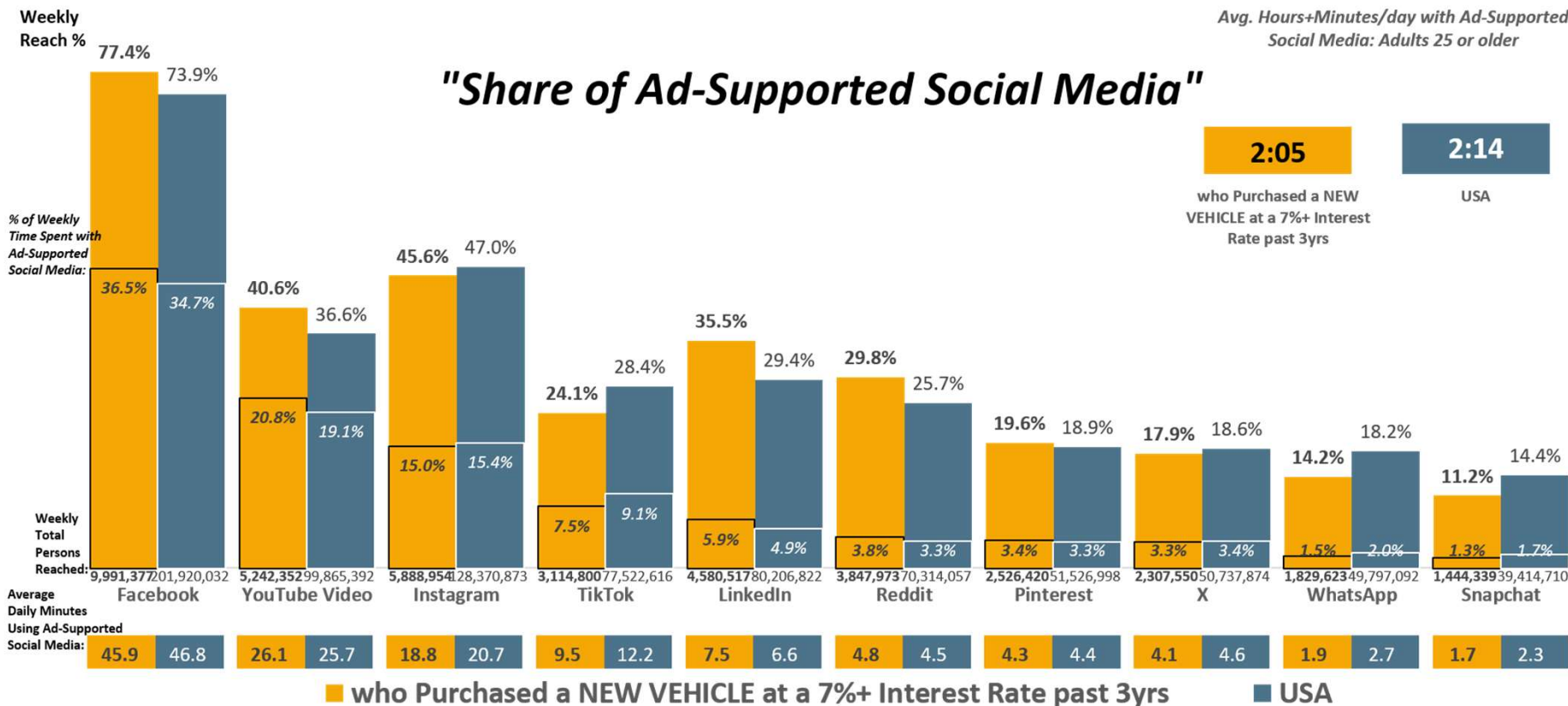
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**





9,991,377 or 77.4% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 45.9 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"

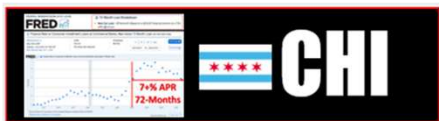


USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125 Scarborough R1 2026: Jan25-Mar26
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 22,187

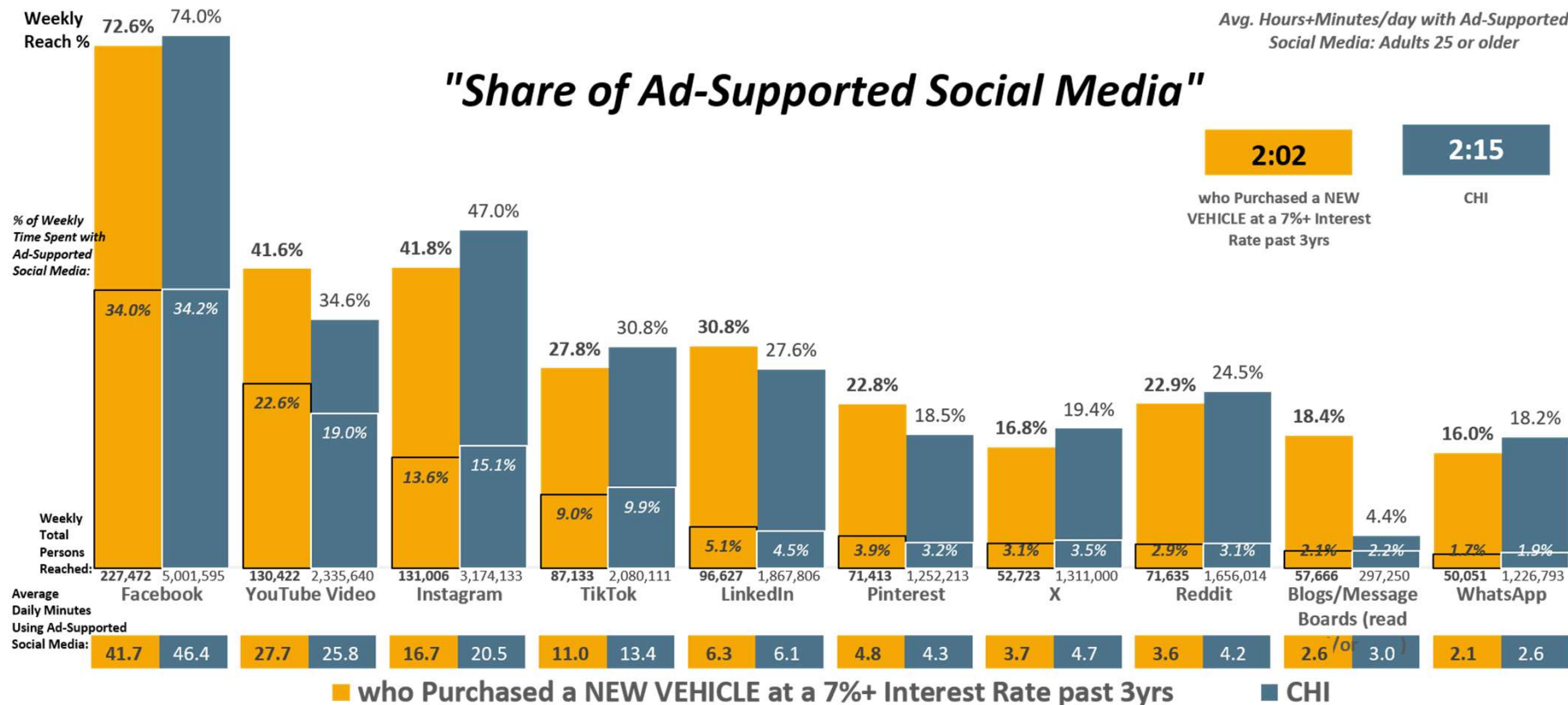
soefa.ai Share of Everything for Anything

[[(Model year of new vehicle (HHL): 2026: Any new vehicle OR Model year of new vehicle (HHL): 2025: Any new vehicle OR Model year of new vehicle (HHL): 2024: Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]]



227,472 or 72.6% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 41.7 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

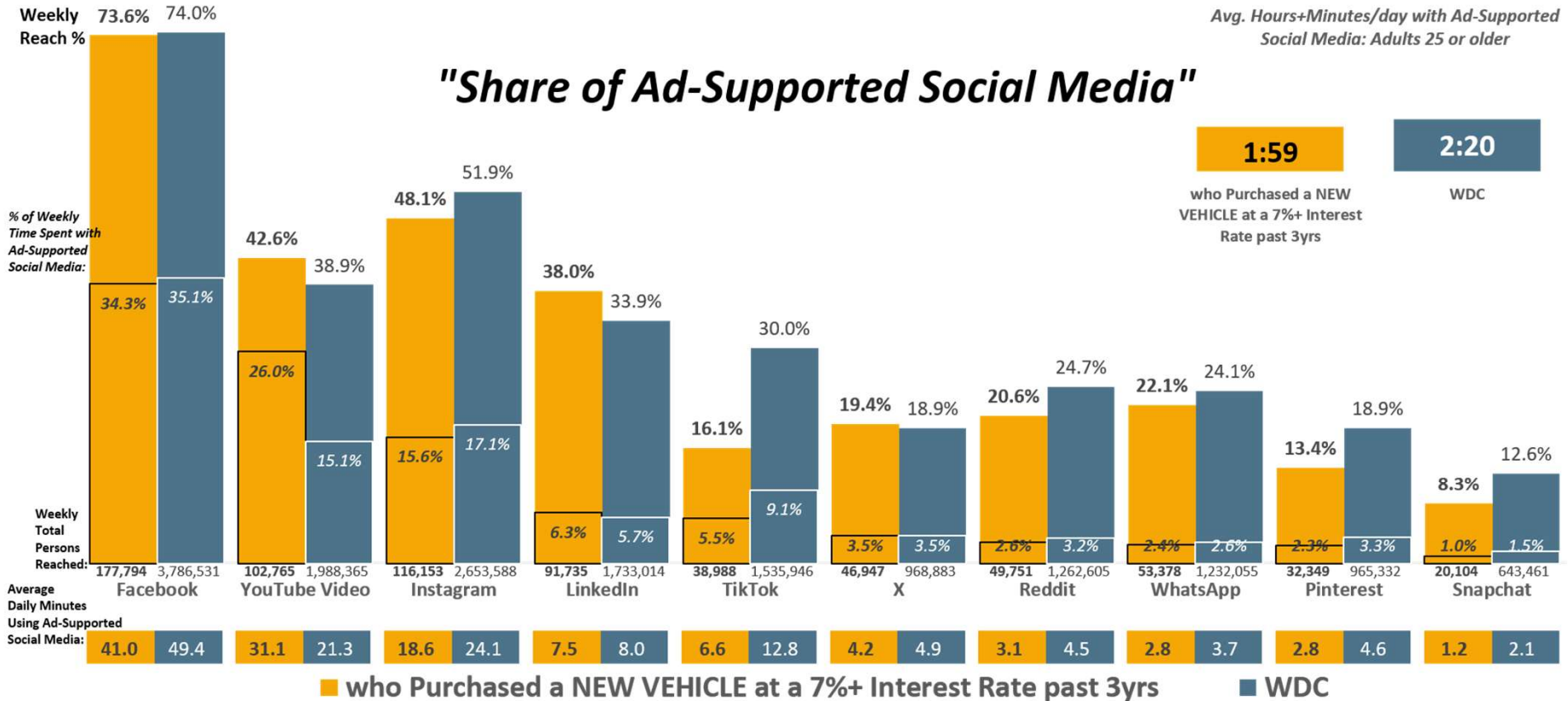
"Share of Ad-Supported Social Media"





177,794 or 73.6% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 41. minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

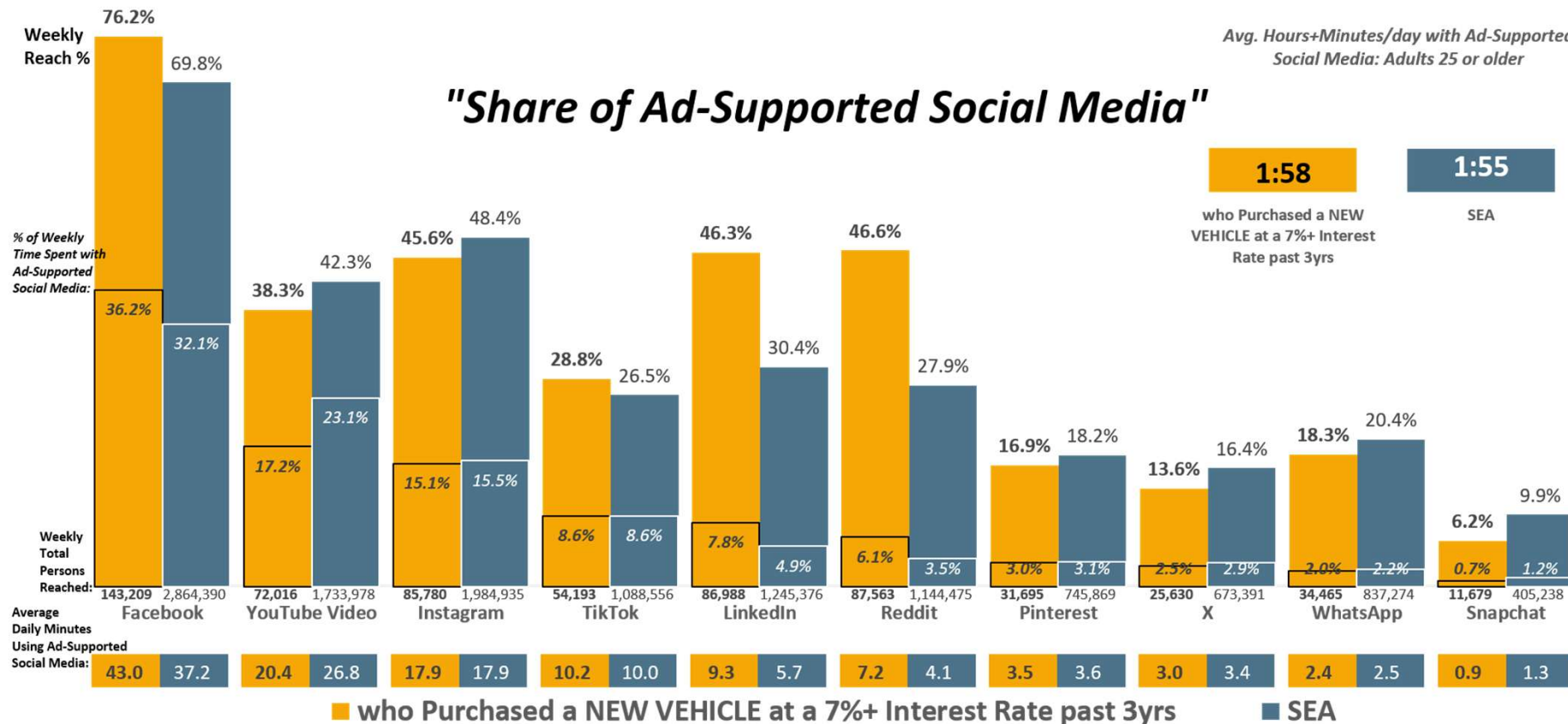
"Share of Ad-Supported Social Media"





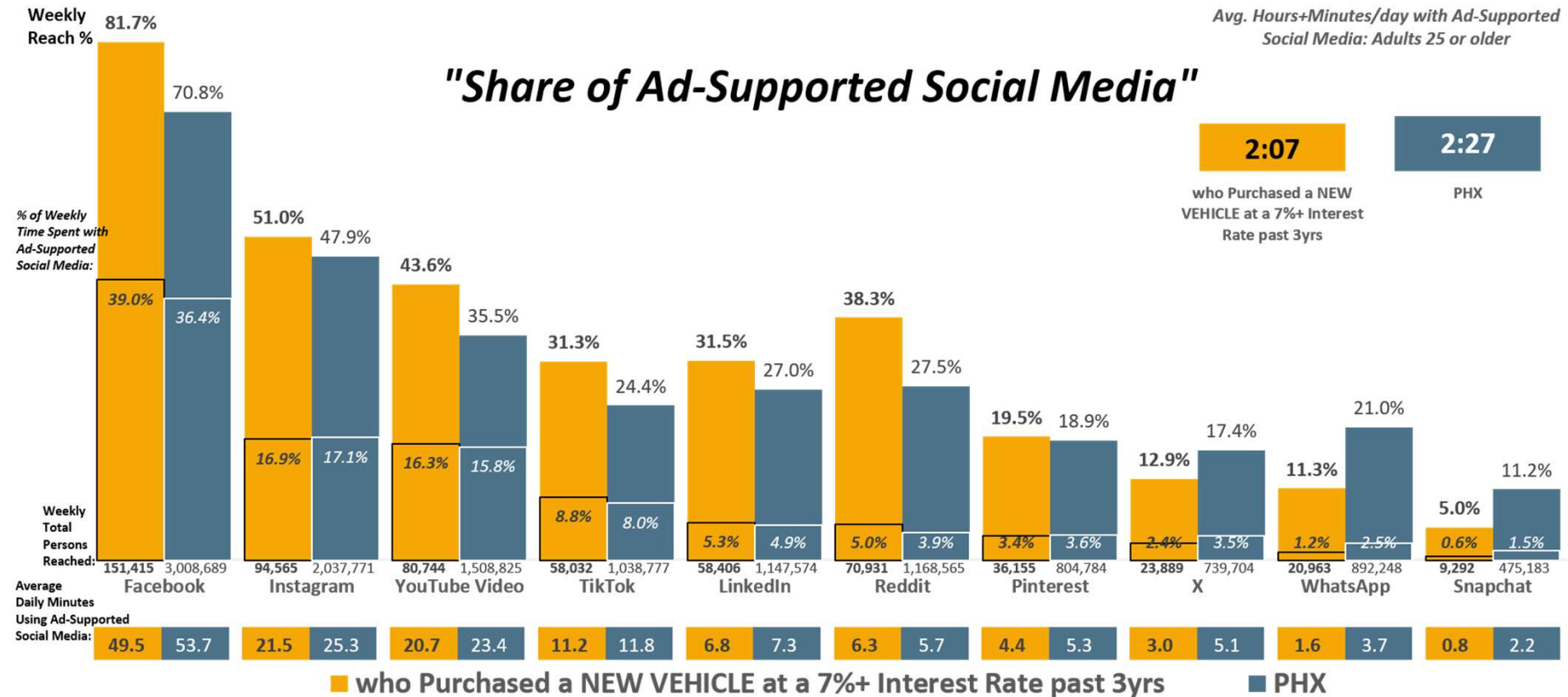
143,209 or 76.2% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 43. minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





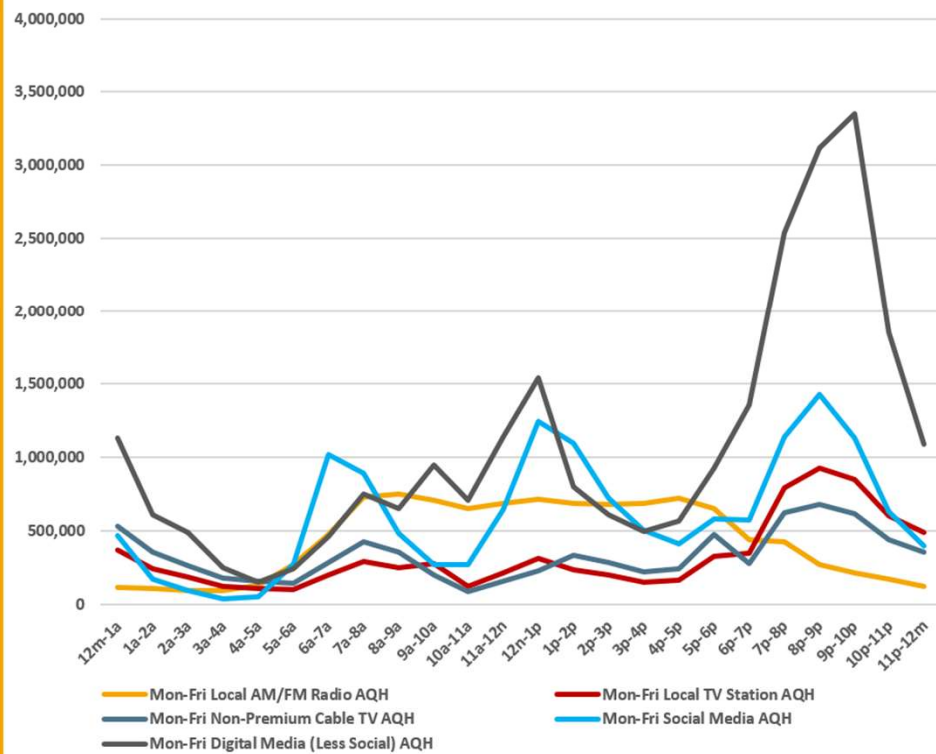
151,415 or 81.7% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 49.5 minutes every day representing 39.% of all time spent daily with Ad-Supported Social Media.



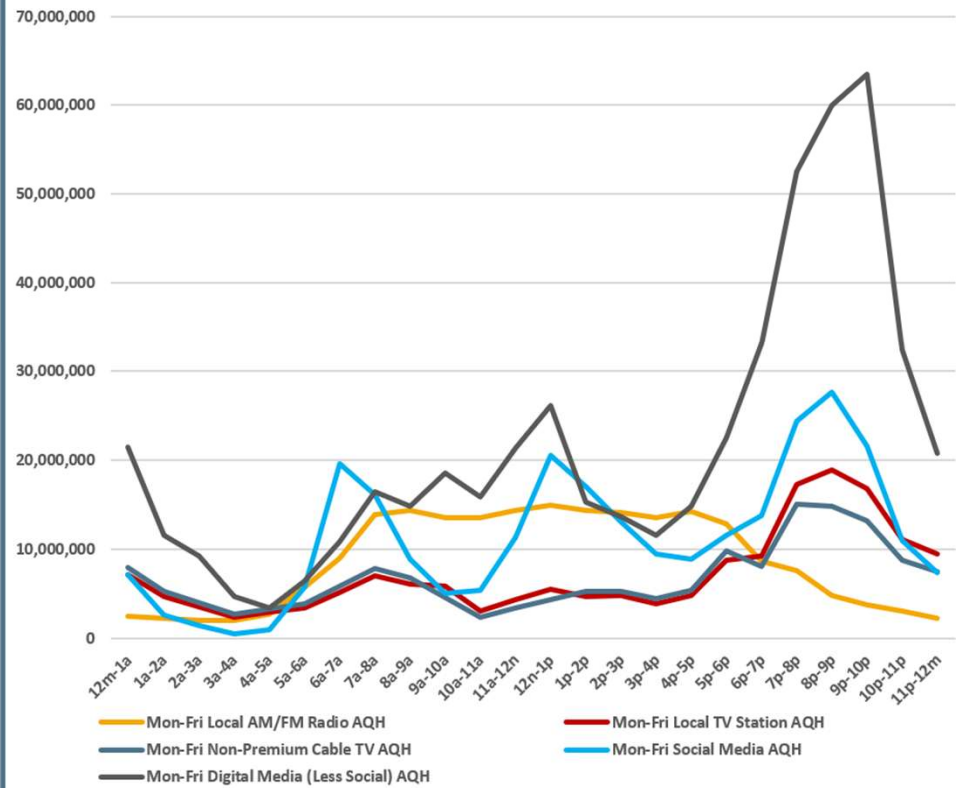


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 842,322;
Social Media: 670,355; Local Radio: 660,321; Non-Prem. Cable: 274,057; Local TV: 236,791
reaching Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interes

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 or older who Purchased a NEW VEHICLE at a 7%+
Interest Rate past 3yrs



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

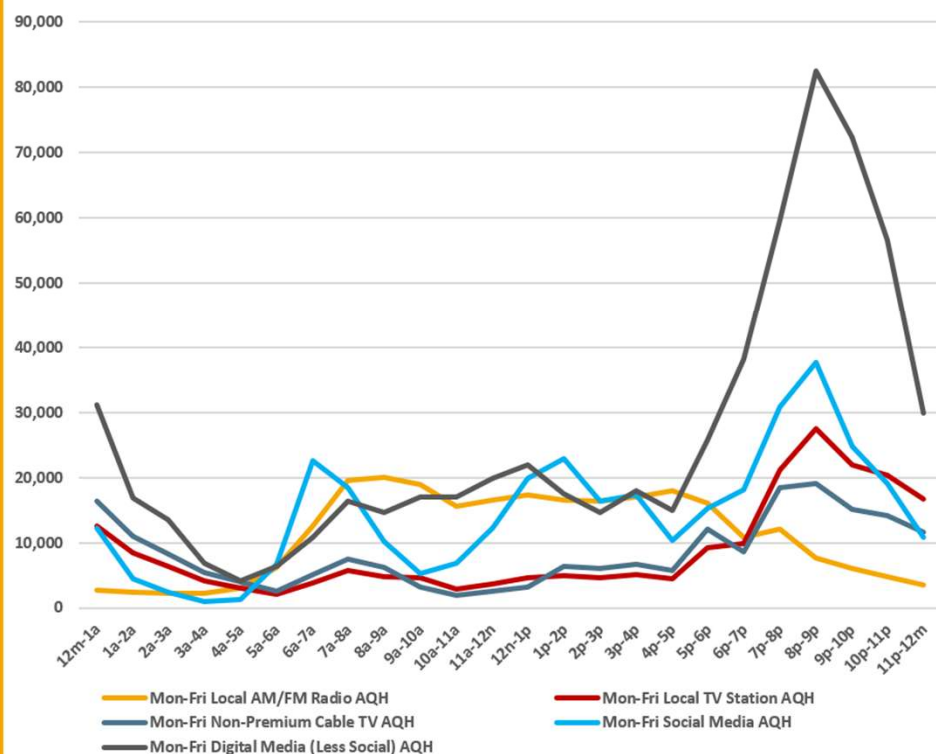
soefa.ai Share of Everything
for Anything ®

[[([Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]

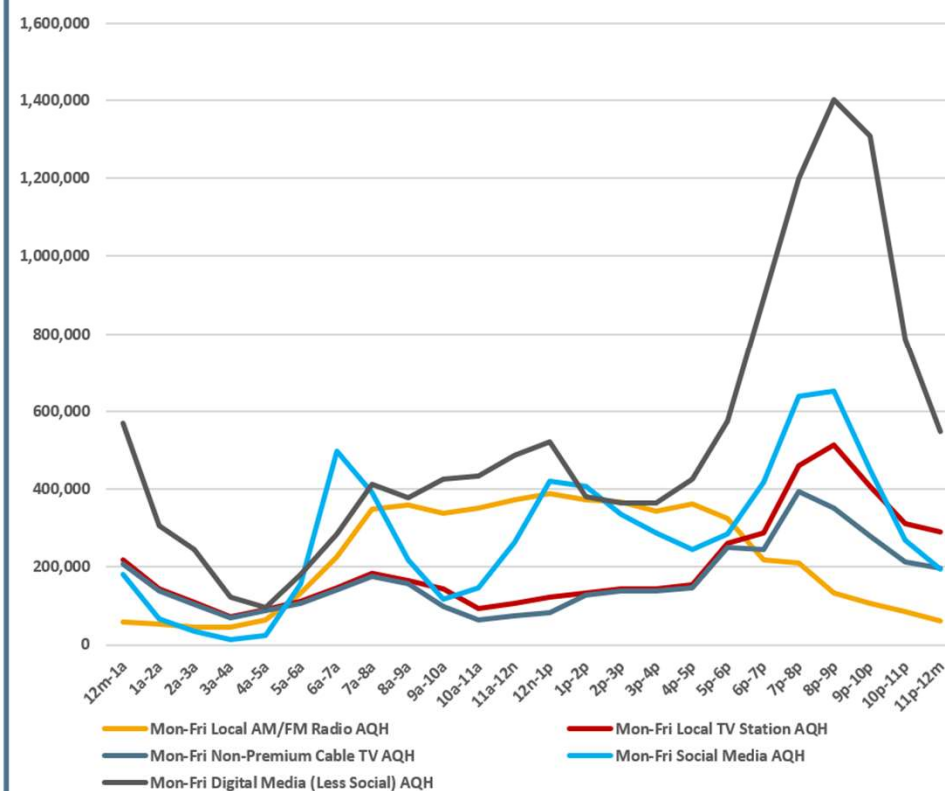


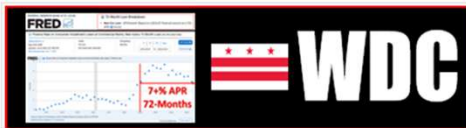
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,984;
Local Radio: 16,566; Social Media: 15,075; Non-Prem. Cable: 5,792; Local TV: 5,252
reaching Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 or older who Purchased a NEW VEHICLE at a 7%+
Interest Rate past 3yrs



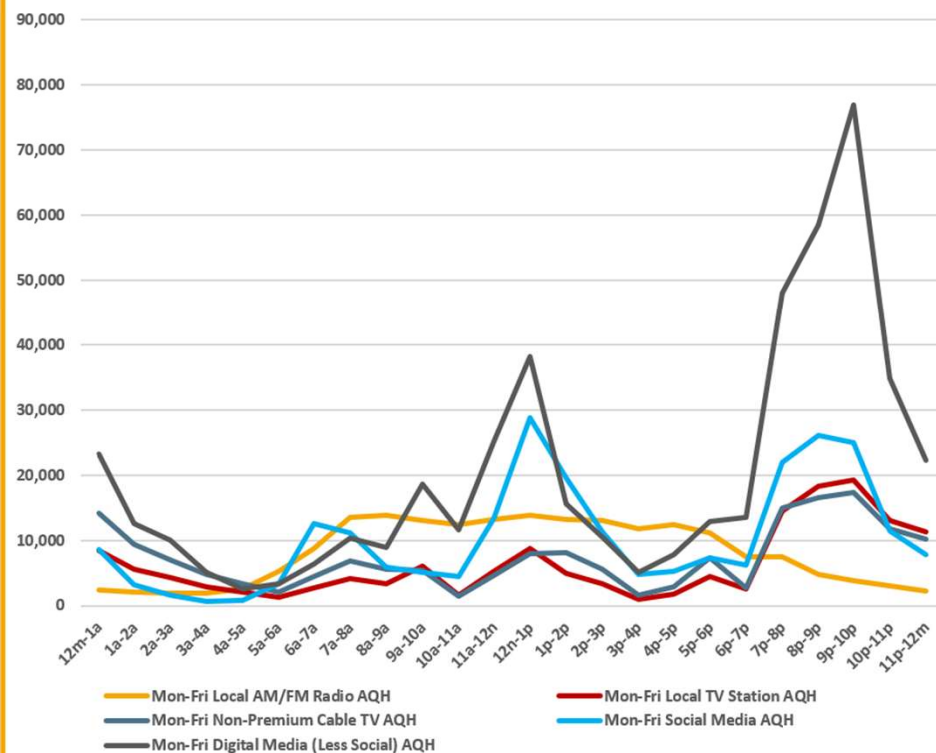
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 25 or older



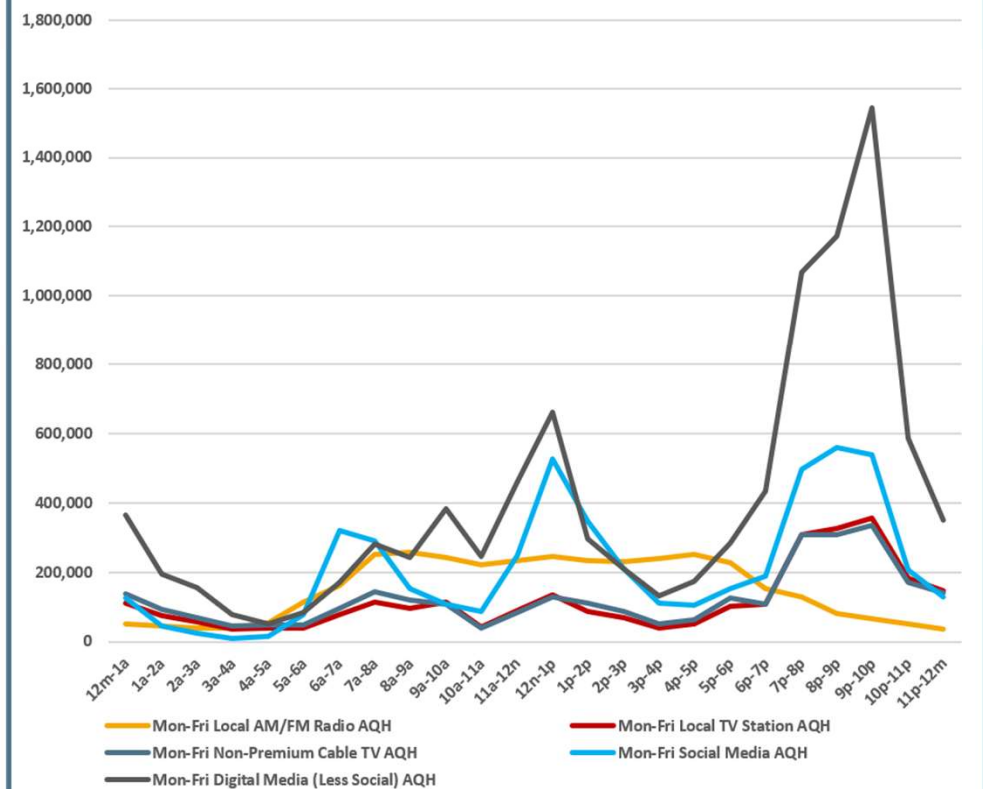


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 14,199;
Local Radio: 12,138; Social Media: 10,438; Non-Prem. Cable: 4,963; Local TV: 3,820
reaching Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 or older who Purchased a NEW VEHICLE at a 7%+
Interest Rate past 3yrs



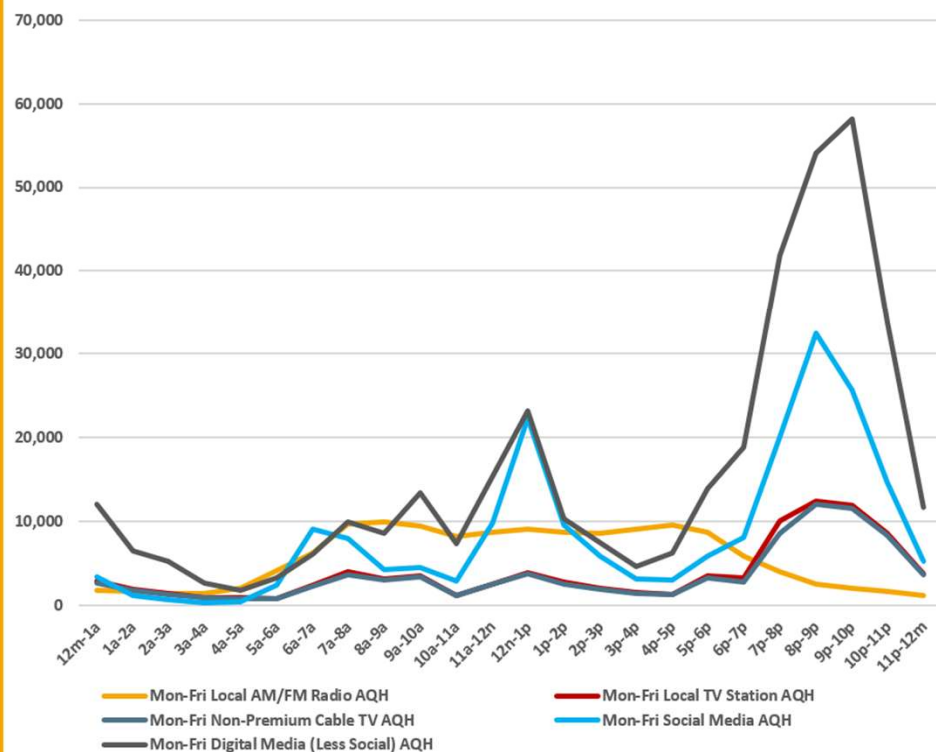
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 25 or older



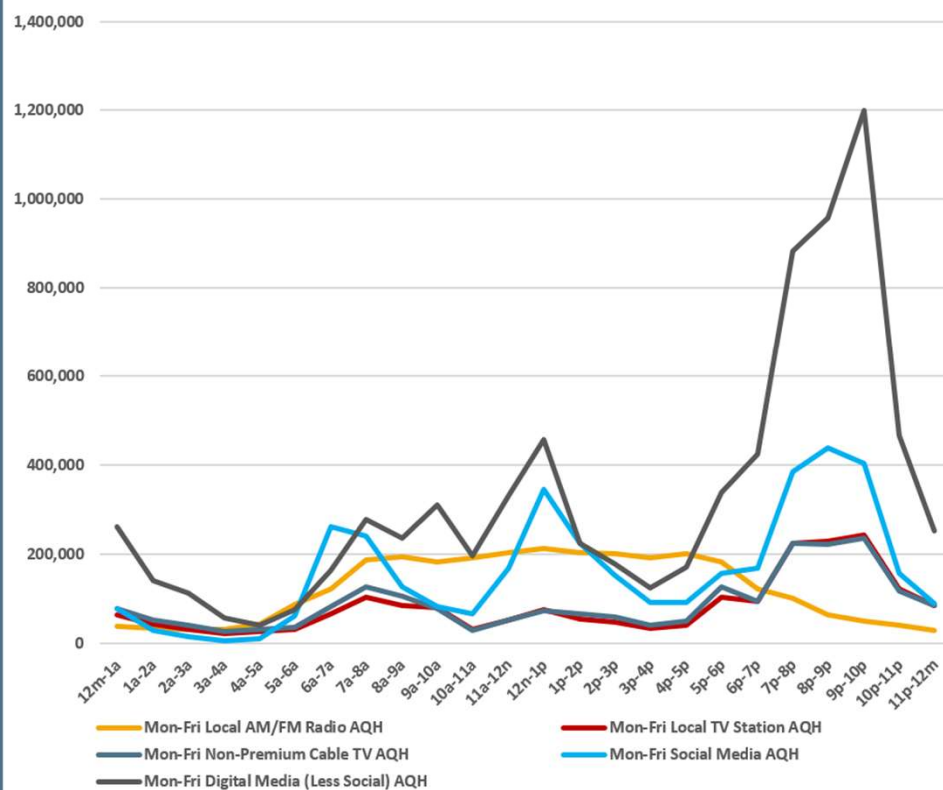


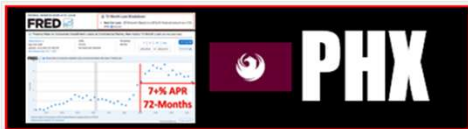
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,171;
Local Radio: 8,596; Social Media: 7,438; Local TV: 2,704; Non-Prem. Cable: 2,523 reaching
Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate pa

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 or older who Purchased a NEW VEHICLE at a 7%+
Interest Rate past 3yrs



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 25 or older

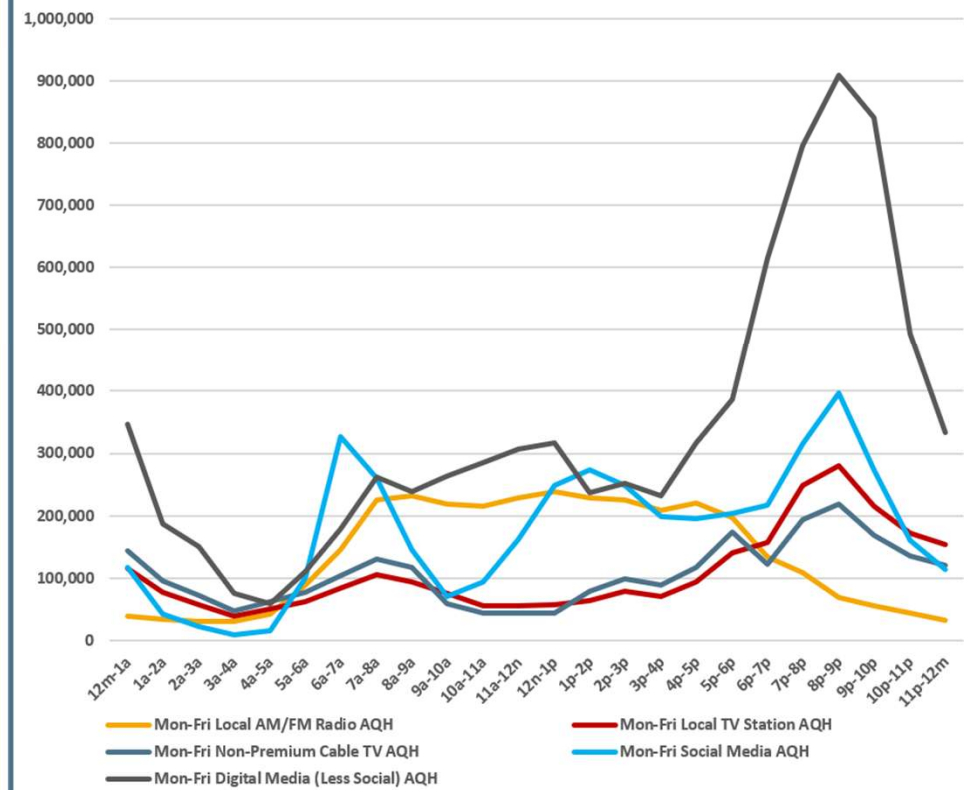
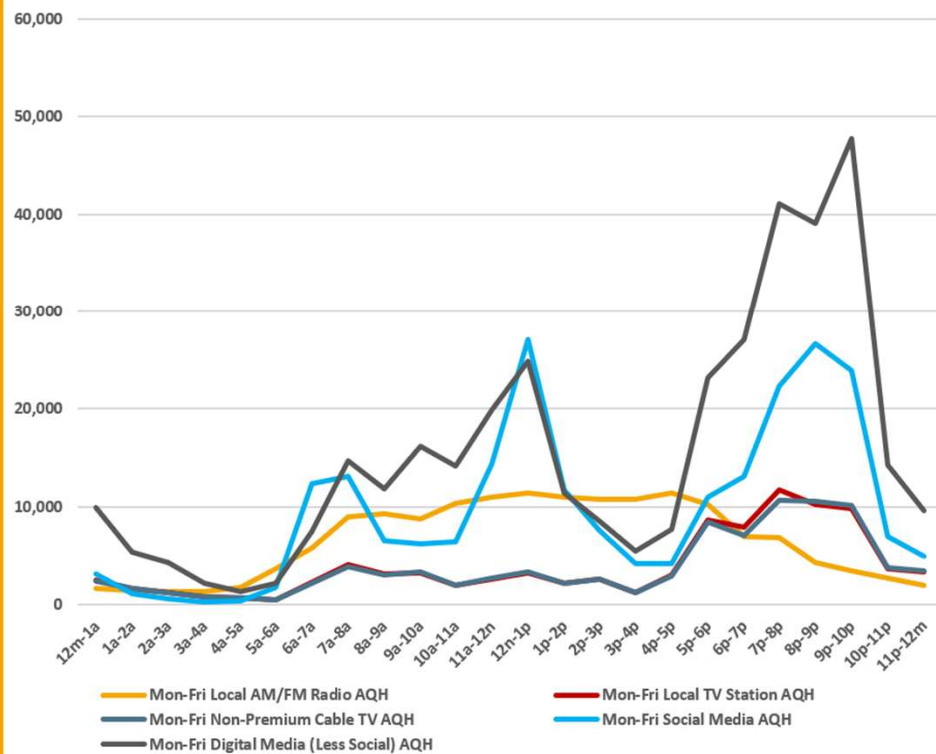




M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 14,818; Social Media: 10,609; Local Radio: 9,735; Local TV: 3,545; Non-Prem. Cable: 3,456 reaching Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate p

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs

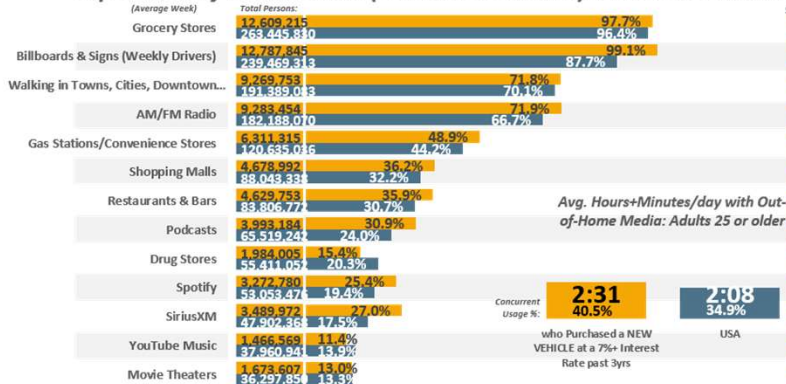
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 25 or older



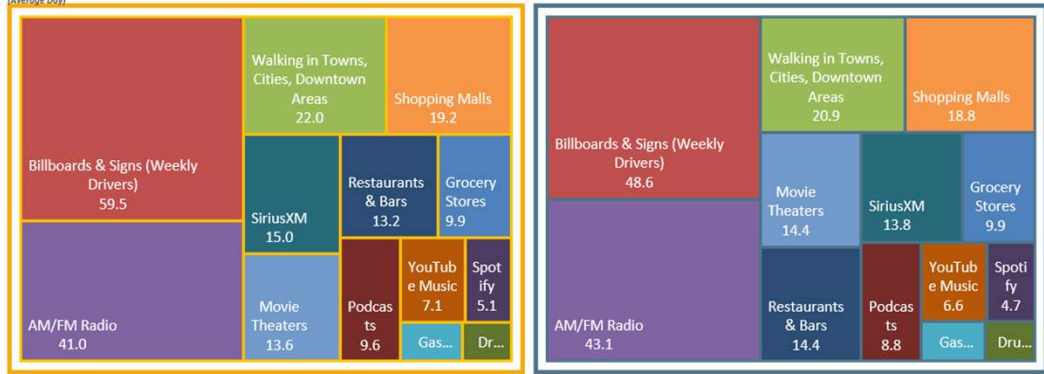


12,787,845 or 99.1% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 59.5 minutes per day driving, seeing Billboards and Signs. 68.6% Listen to Local Radio Stations Out-of-Home for an average of 37.7 m

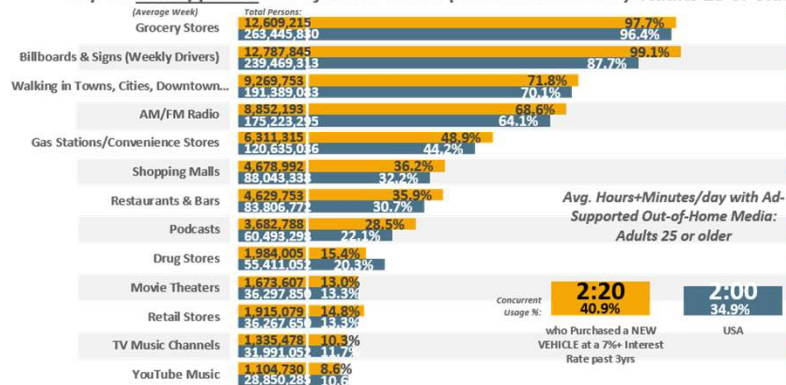
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



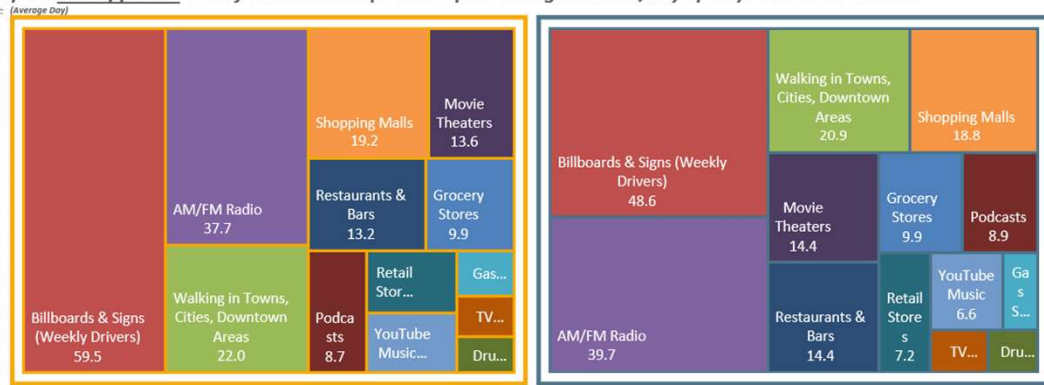
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

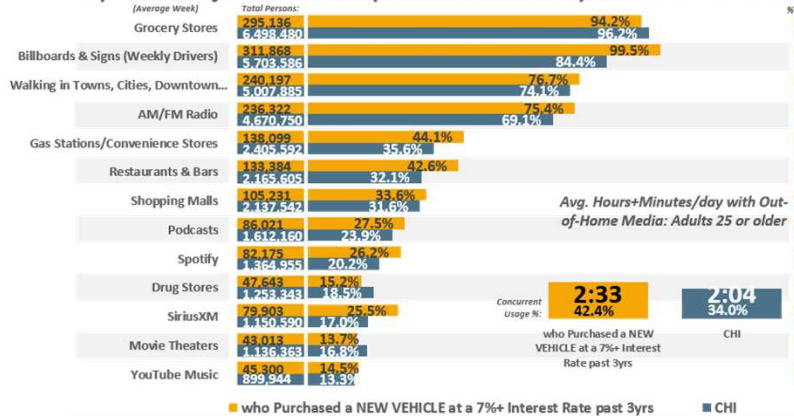
soefa.ai Share of Everything for Anything

[[([Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]

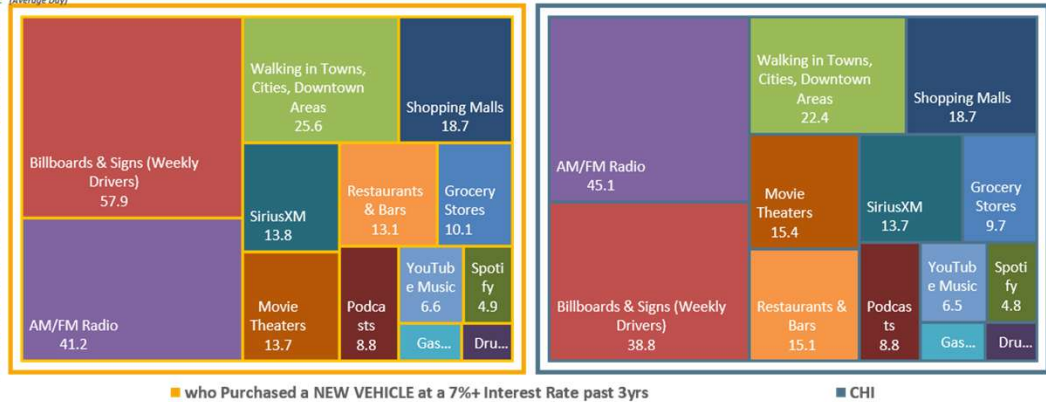


311,868 or 99.5% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 57.9 minutes per day driving, seeing Billboards and Signs. 71.5% Listen to Local Radio Stations Out-of-Home for an average of 38.2 minu

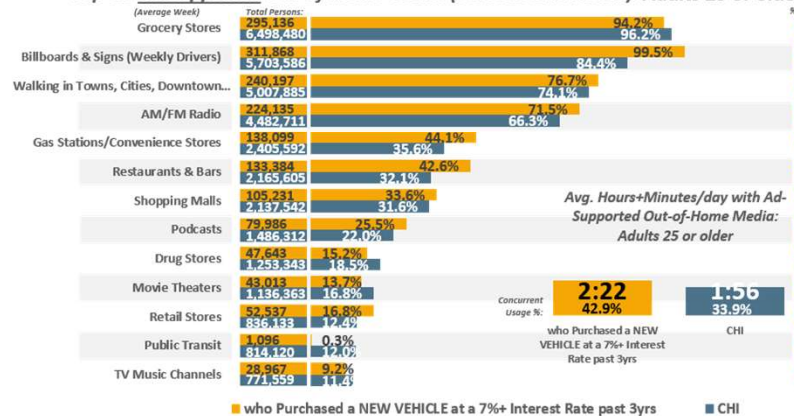
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



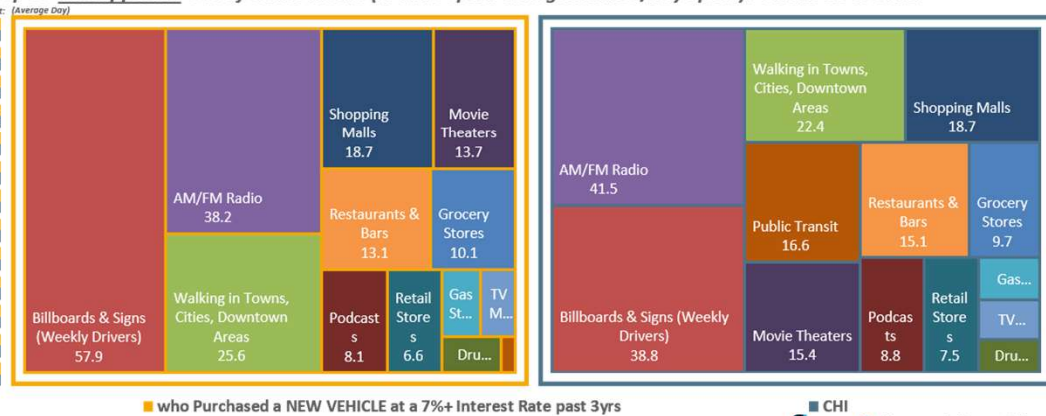
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



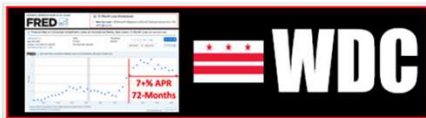
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 171
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

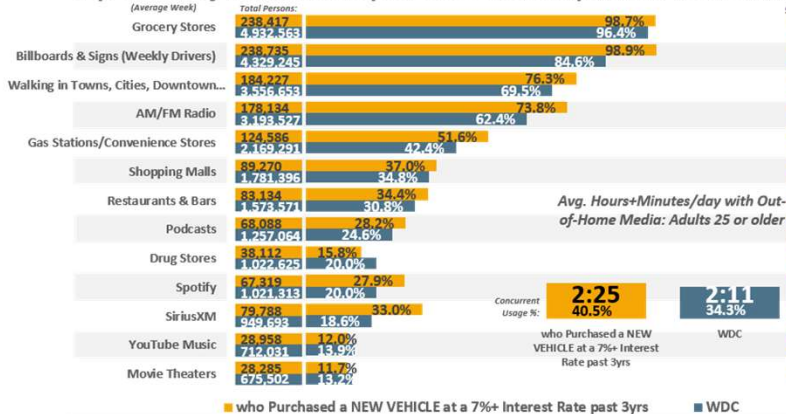
soefa.ai Share of Everything for Anything

[[([Model year of new vehicle (HHL): 2026:Any new vehicle OR Model year of new vehicle (HHL): 2025:Any new vehicle OR Model year of new vehicle (HHL): 2024:Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]]

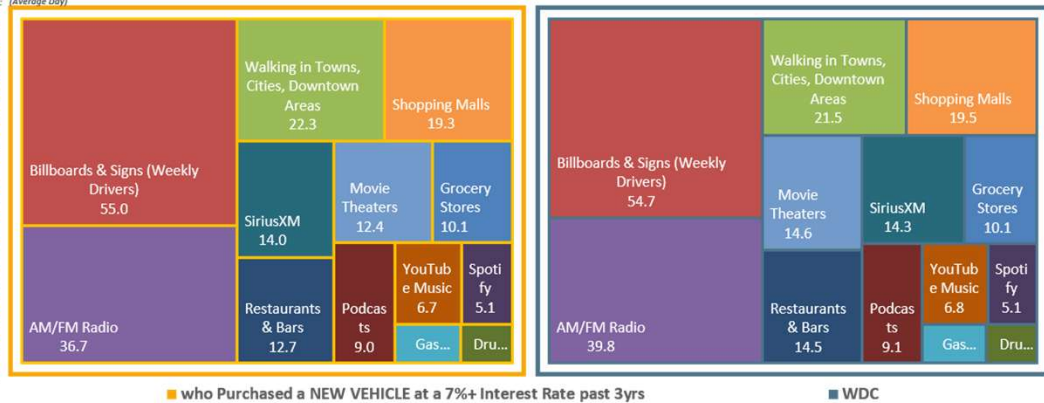


238,735 or 98.9% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 55. minutes per day driving, seeing Billboards and Signs. 67.5% Listen to Local Radio Stations Out-of-Home for an average of 31.4 minut

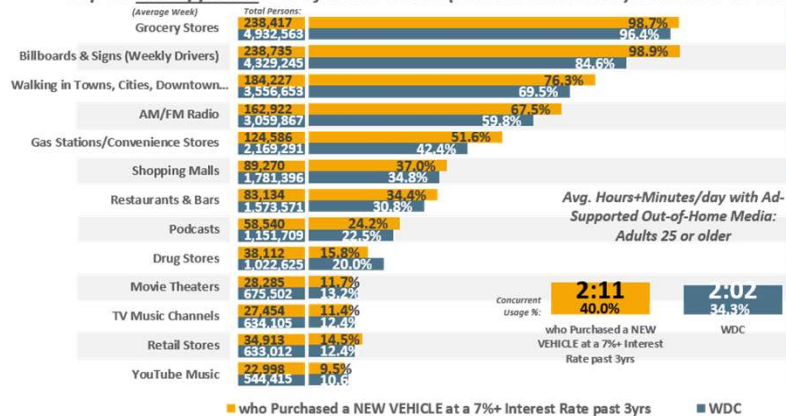
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



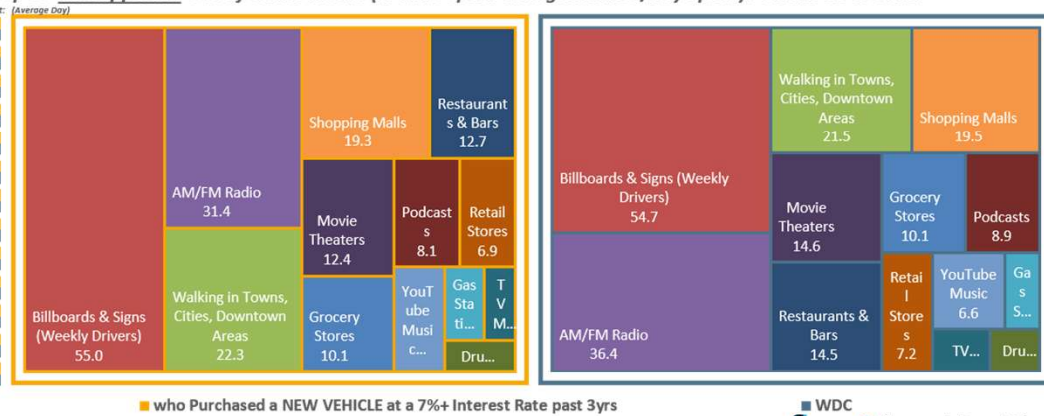
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 286
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

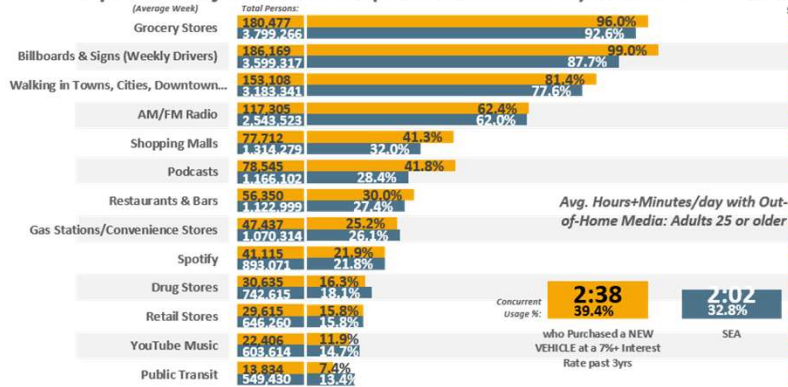
soefa.ai Share of Everything for Anything

[(Model year of new vehicle (HHL): 2026:Any new vehicle OR Model year of new vehicle (HHL): 2025:Any new vehicle OR Model year of new vehicle (HHL): 2024:Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]

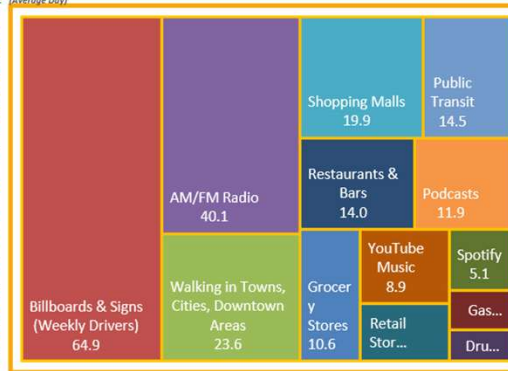


186,169 or 99.% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 64.9 minutes per day driving, seeing Billboards and Signs. 60.3% Listen to Local Radio Stations Out-of-Home for an average of 35.5 minut

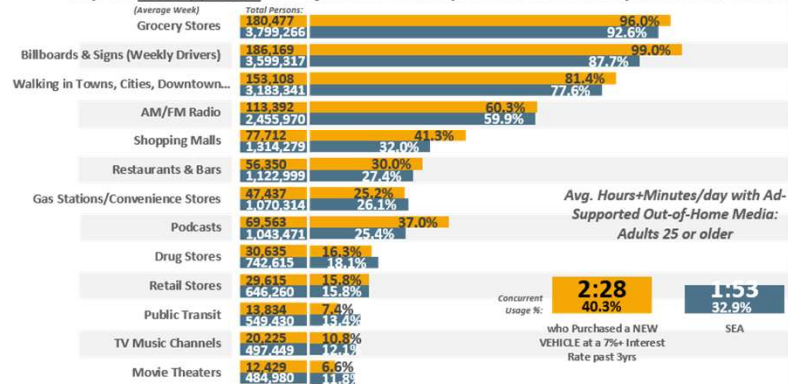
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



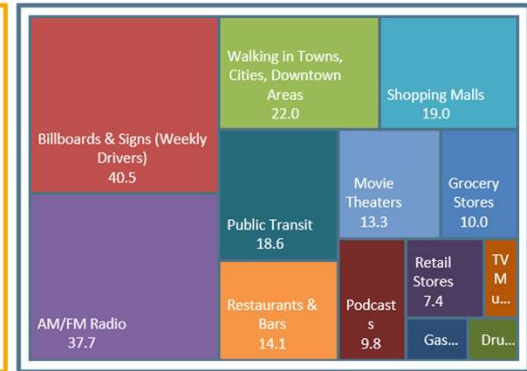
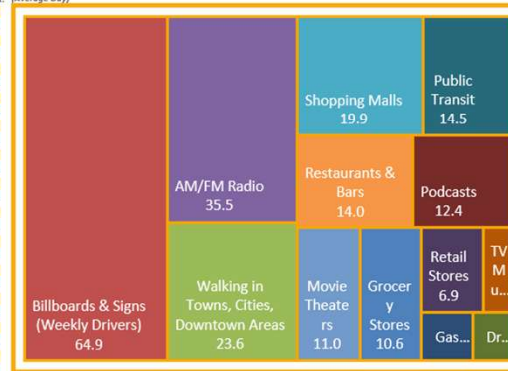
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



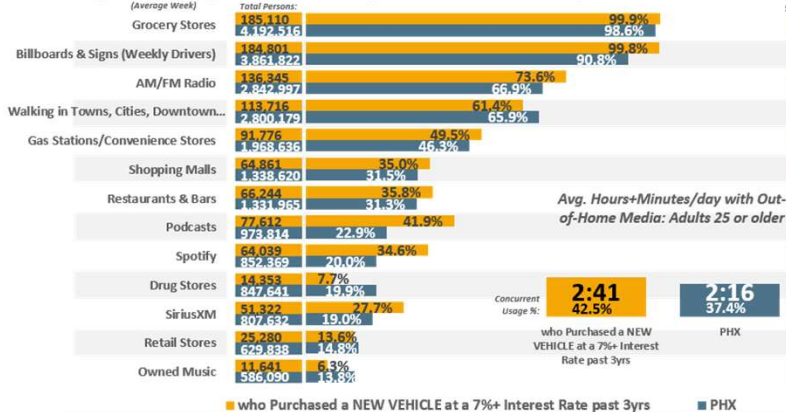
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



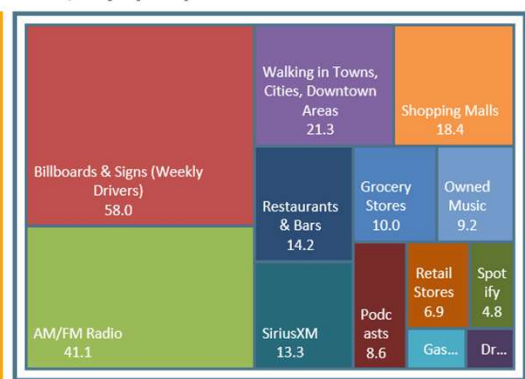


184,801 or 99.8% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 66.9 minutes per day driving, seeing Billboards and Signs. 70.8% Listen to Local Radio Stations Out-of-Home for an average of 36.1 minu

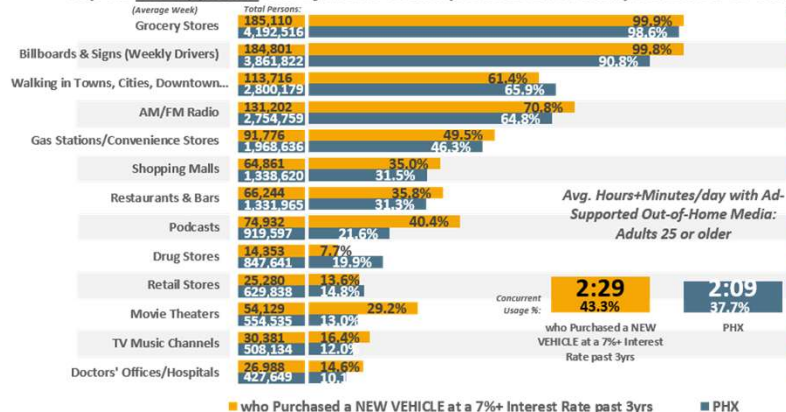
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



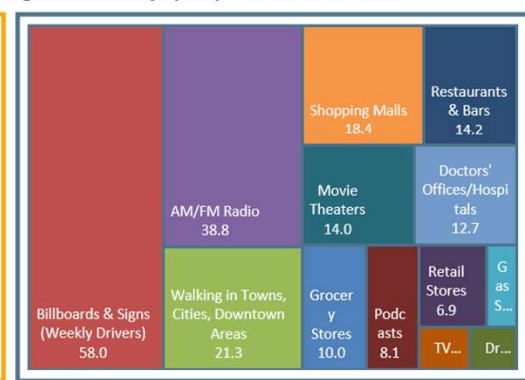
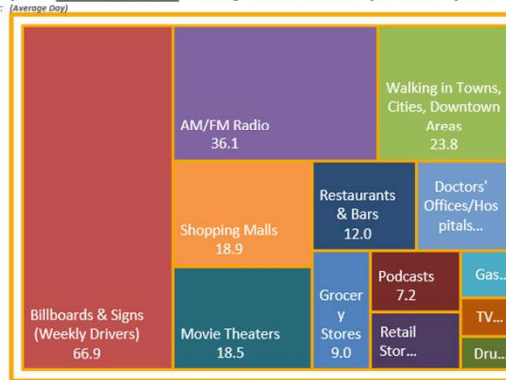
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 111
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

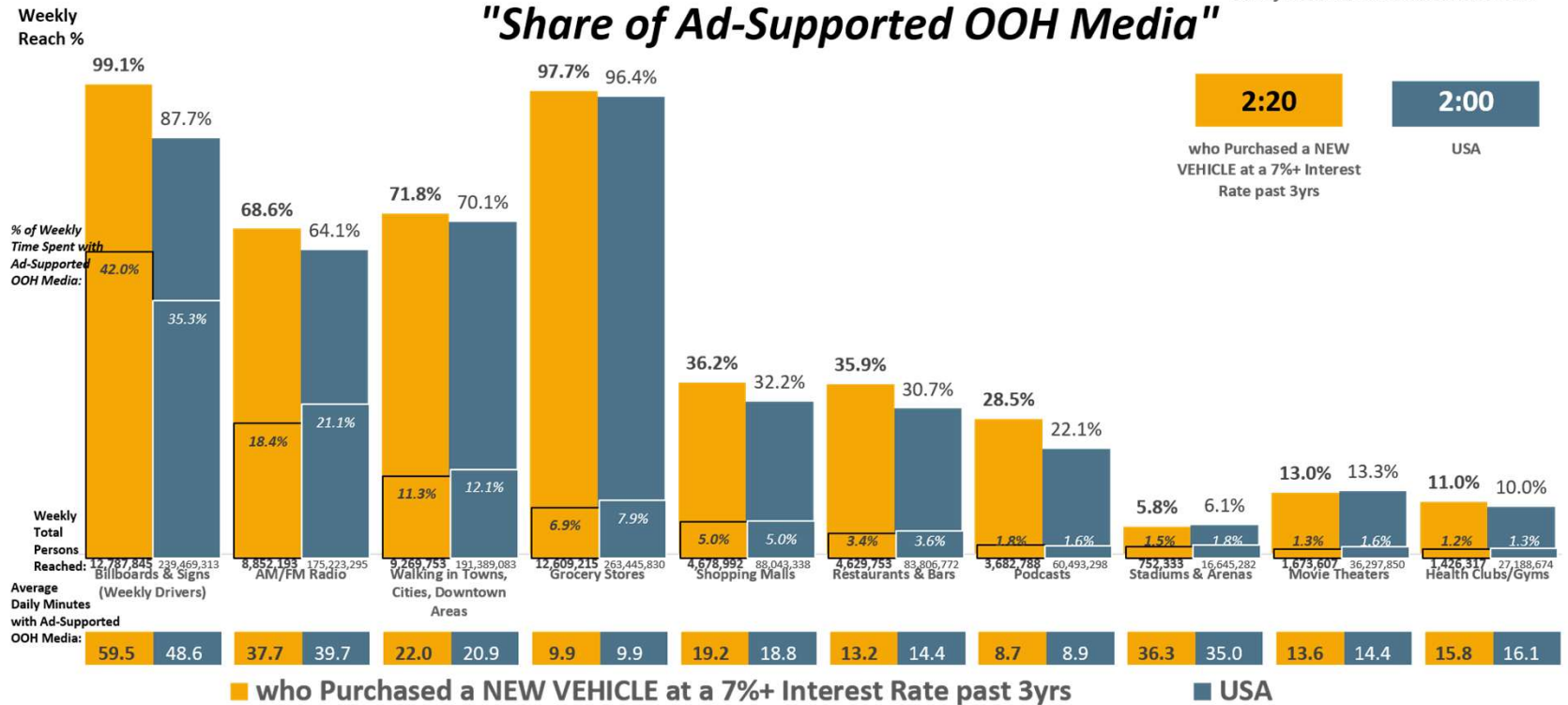
soefa.ai Share of Everything for Anything

[[([Model year of new vehicle (HHL): 2026:Any new vehicle OR Model year of new vehicle (HHL): 2025:Any new vehicle OR Model year of new vehicle (HHL): 2024:Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]]



12,787,845 or 99.1% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 59.5 minutes per day driving, seeing Billboards and Signs representing 42.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 22,187

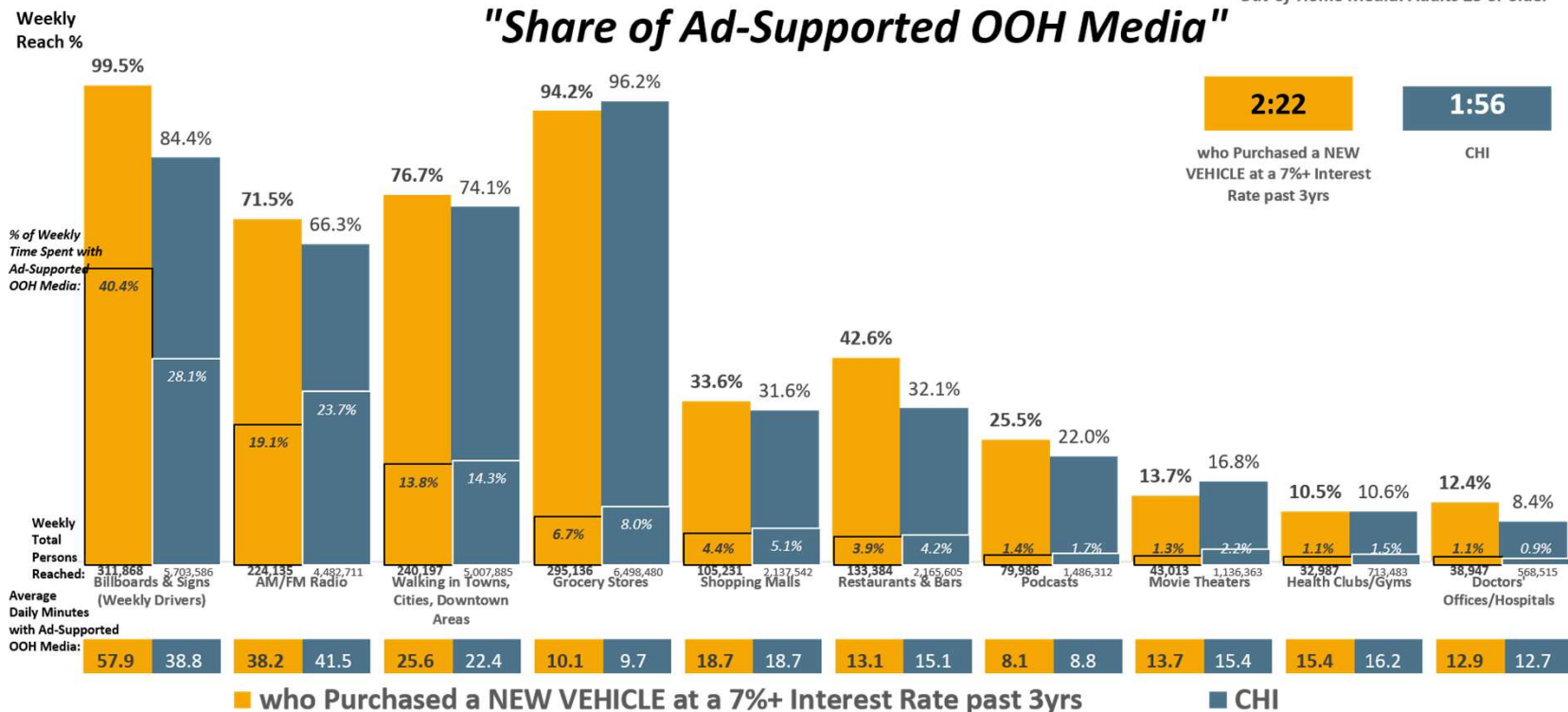
soefa.ai Share of Everything for Anything

(((Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan))



311,868 or 99.5% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 57.9 minutes per day driving, seeing Billboards and Signs representing 40.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 171
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 3,668

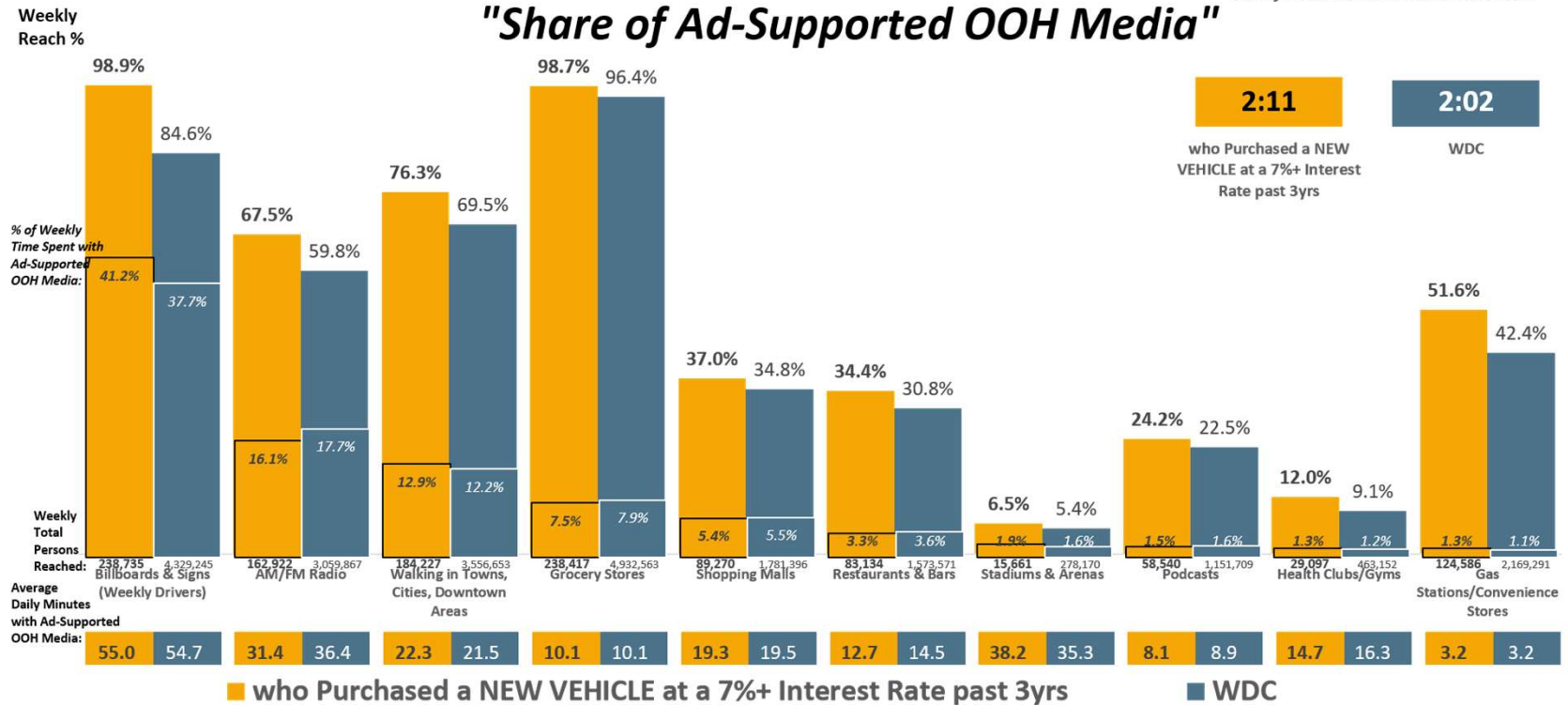
soefa.ai Share of Everything for Anything

(((Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan))



238,735 or 98.9% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 55. minutes per day driving, seeing Billboards and Signs representing 41.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 286
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,124

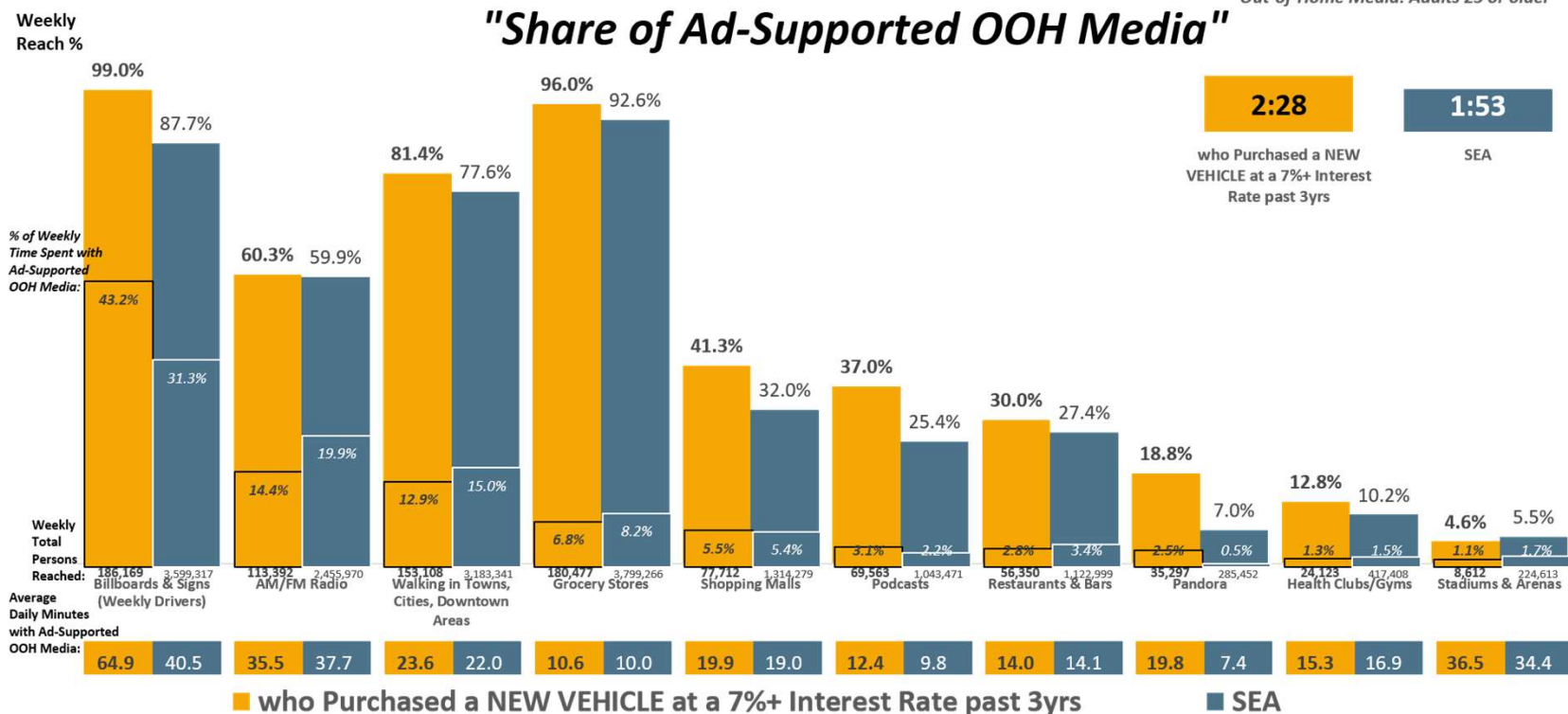
soefa.ai Share of Everything for Anything

(((Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan))



186,169 or 99.0% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 64.9 minutes per day driving, seeing Billboards and Signs representing 43.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

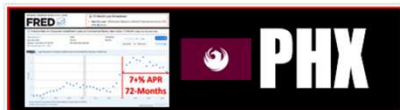


SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 140
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,606

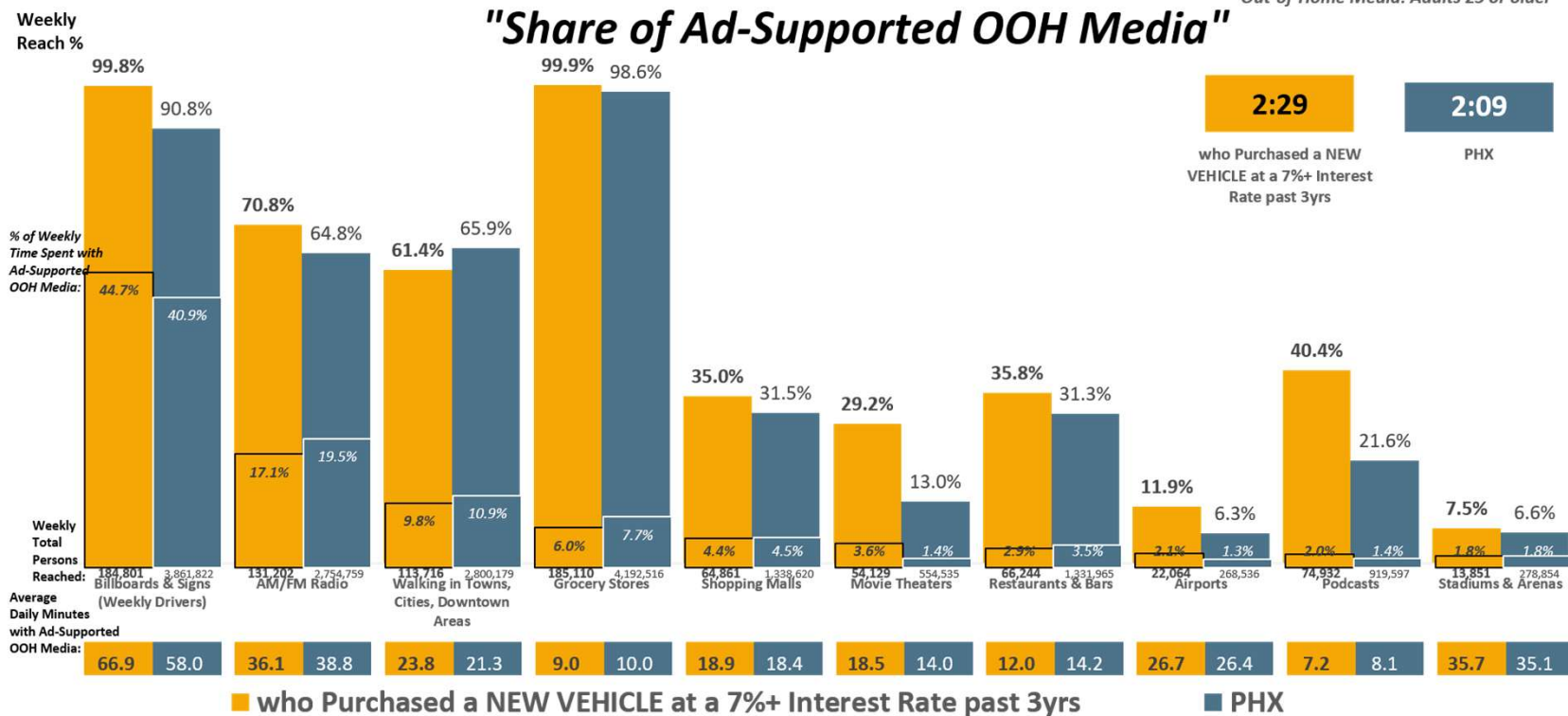
soefa.ai Share of Everything for Anything

{{(Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan}}



184,801 or 99.8% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 66.9 minutes per day driving, seeing Billboards and Signs representing 44.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

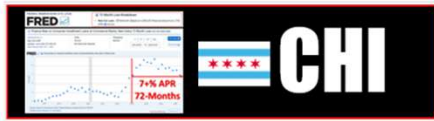


PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 111
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,174

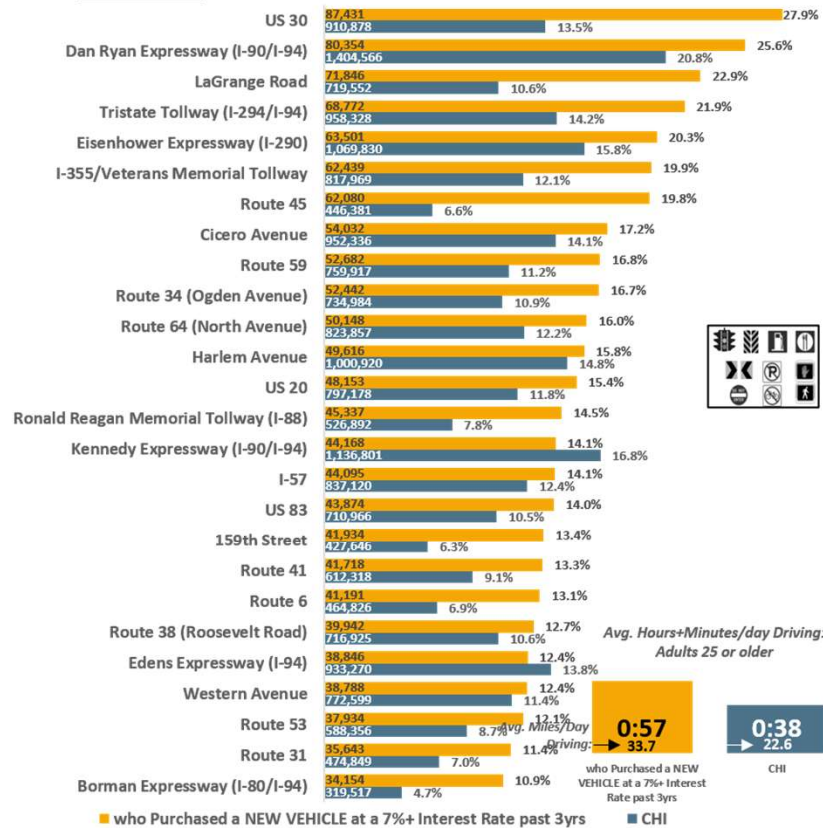
soefa.ai Share of Everything for Anything

(((Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan))

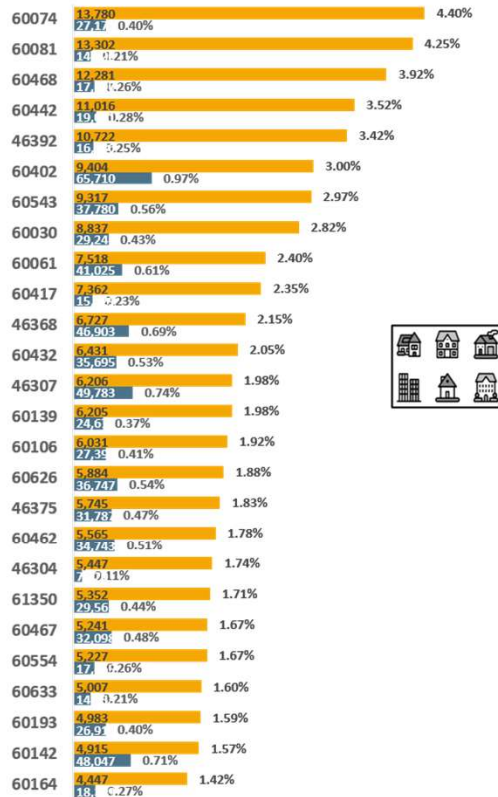


311,868 or 99.5% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 57.9 minutes per day driving an average of 33.7 miles each day and are 199.9% more likely to use Route 45 than the Metro average.

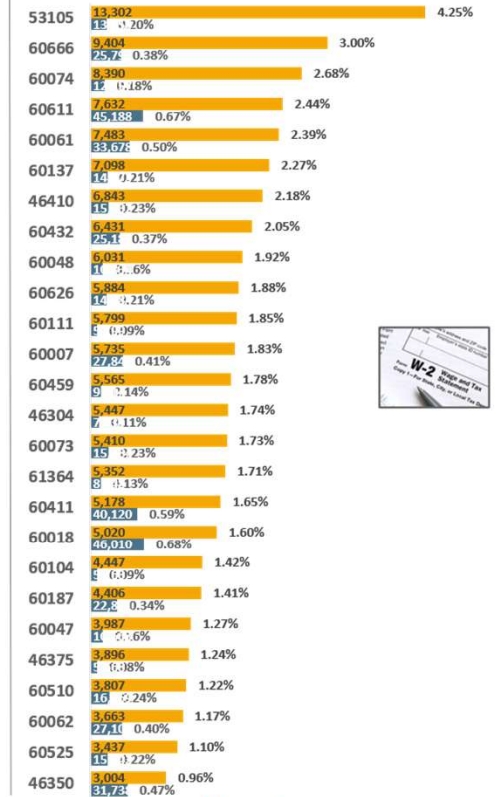
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



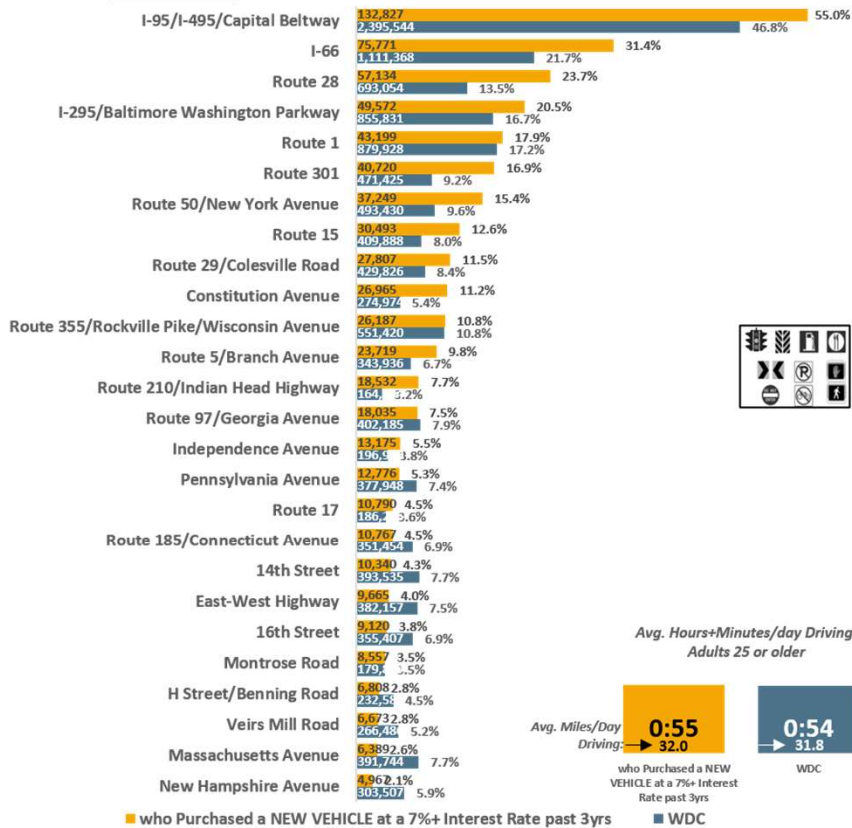
Top-26 Employment Zip Codes: Adults 25 or older





238,735 or 98.9% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 55. minutes per day driving an average of 32. miles each day and are 138.7% more likely to use Route 210/Indian Head Highway than the M

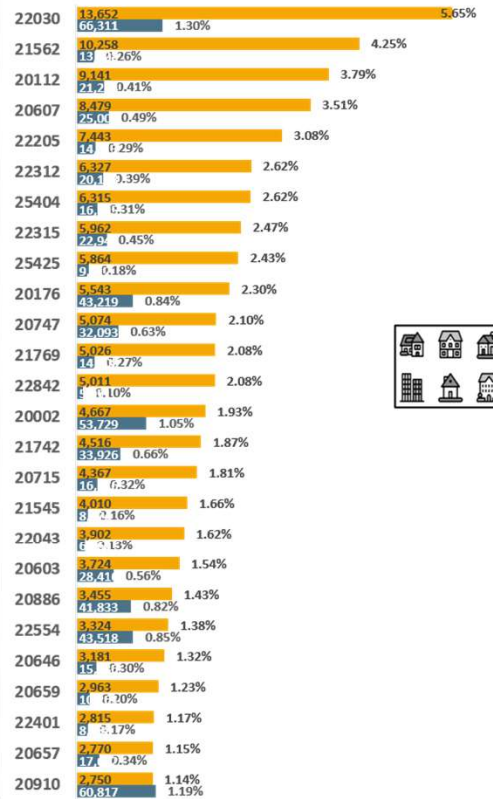
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



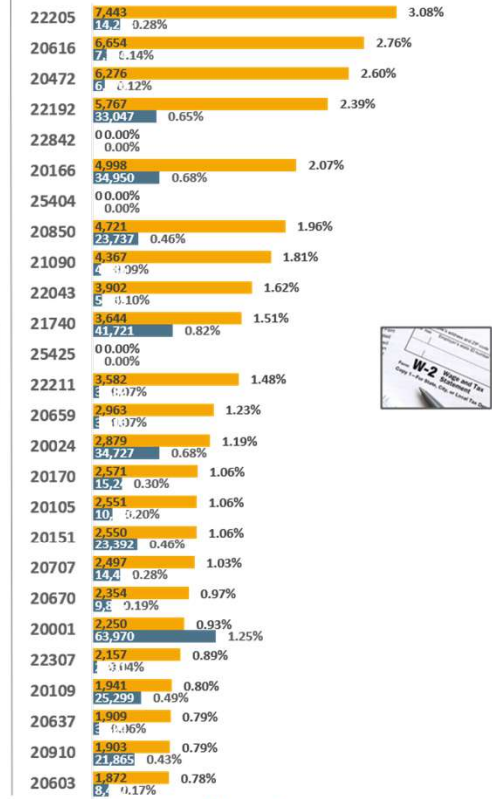
Avg. Hours+Minutes/day Driving:
Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older

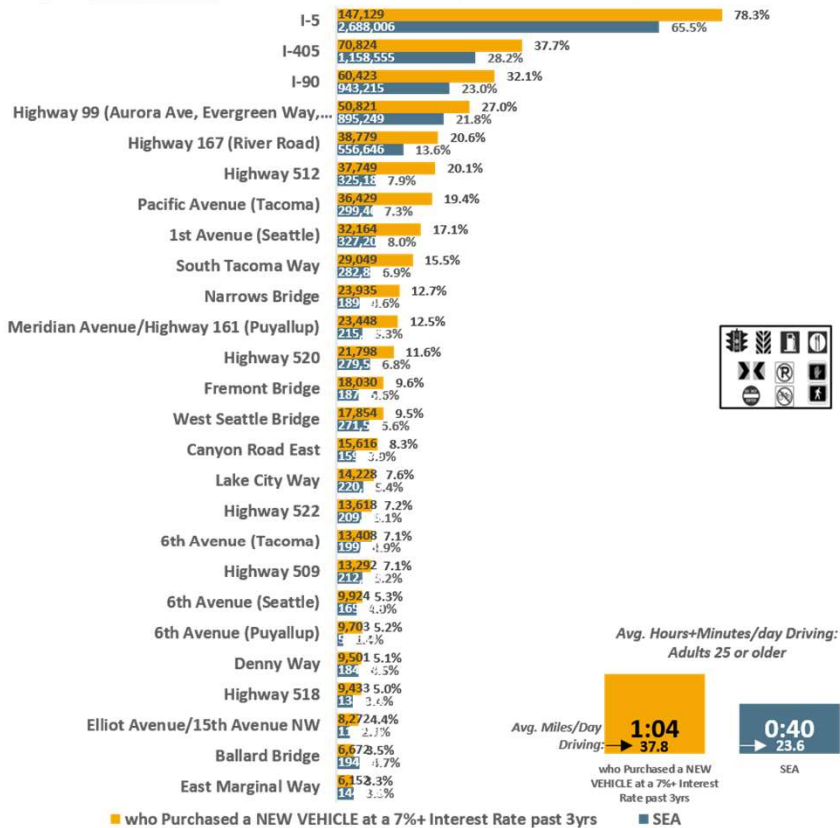


soefa.ai Share of Everything for Anything

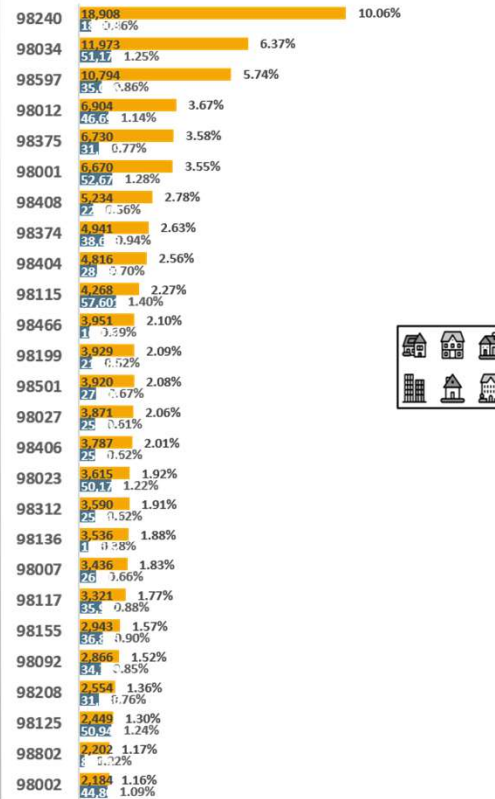


186,169 or 99.% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 64.9 minutes per day driving an average of 37.8 miles each day and are 175.7% more likely to use Narrows Bridge than the Metro average.

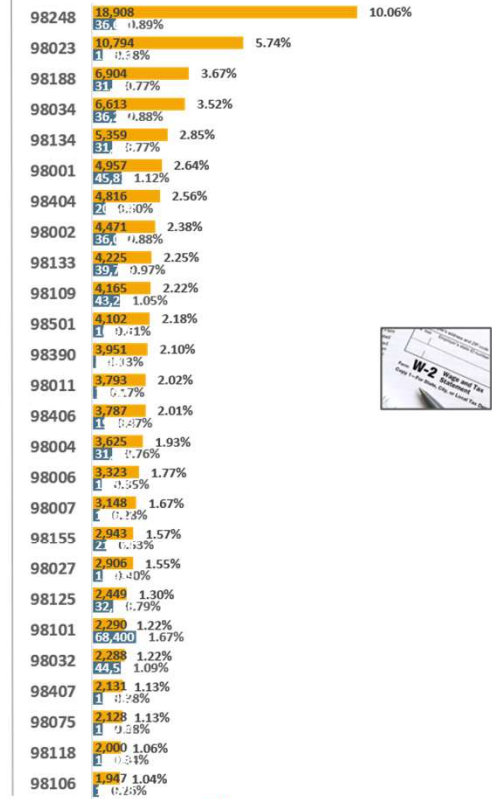
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



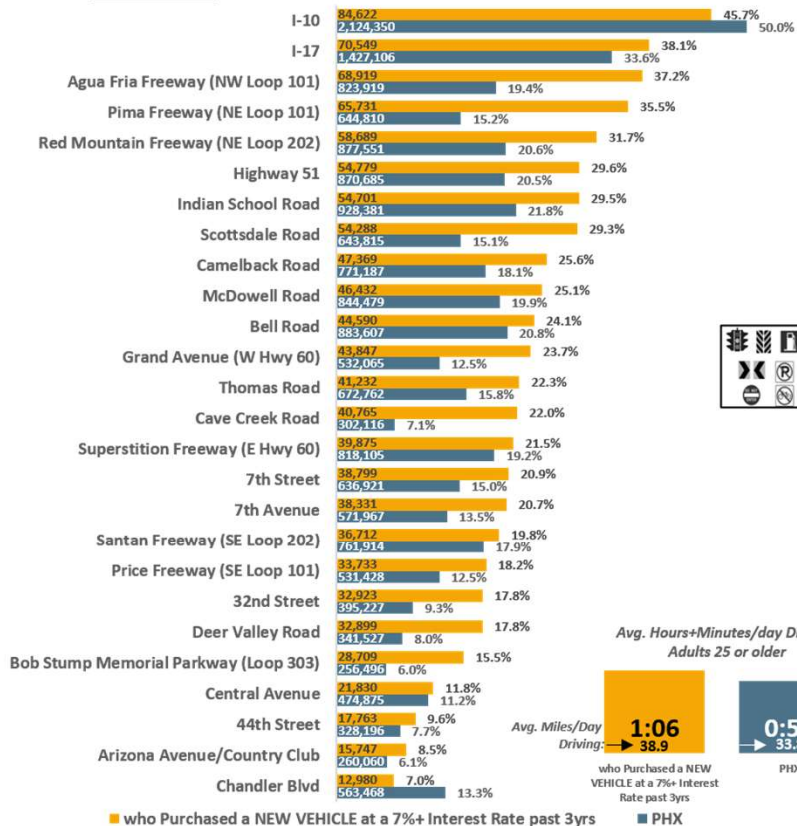
Top-26 Employment Zip Codes: Adults 25 or older





184,801 or 99.8% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 66.9 minutes per day driving an average of 38.9 miles each day and are 209.7% more likely to use Cave Creek Road than the Metro average

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

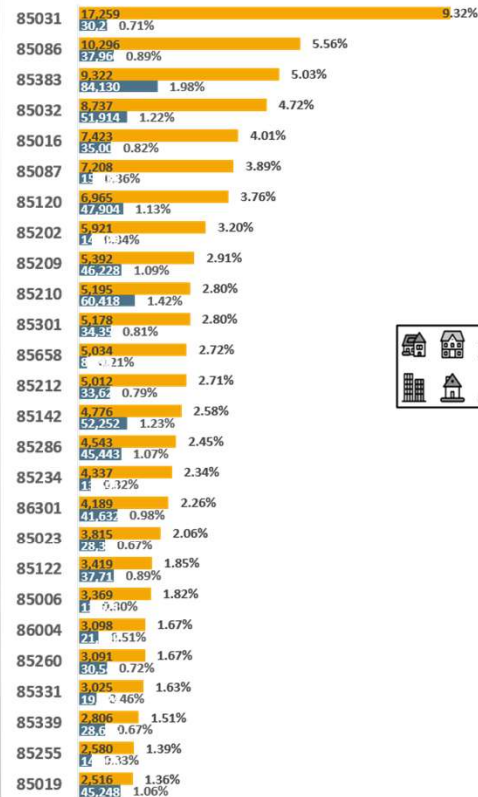


Avg. Hours+Minutes/day Driving:
Adults 25 or older

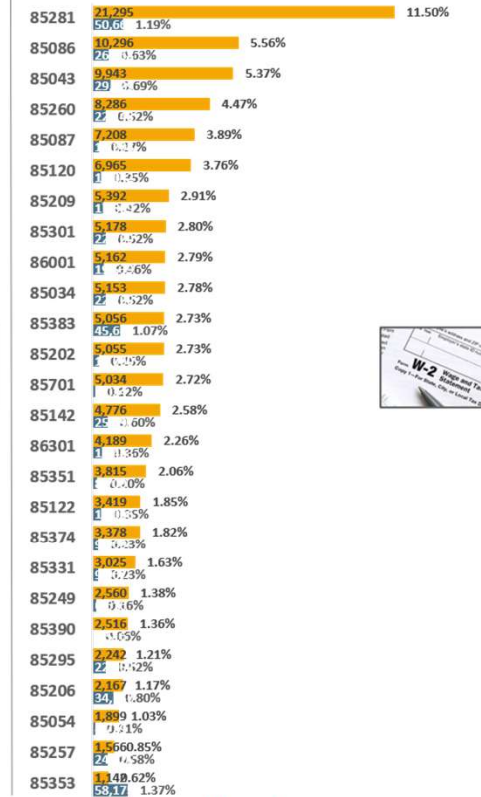


Avg. Miles/Day Driving:
who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs: 38.9
PHX: 33.8

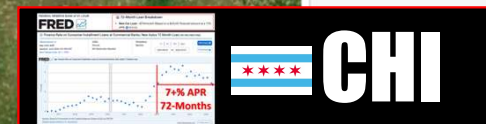
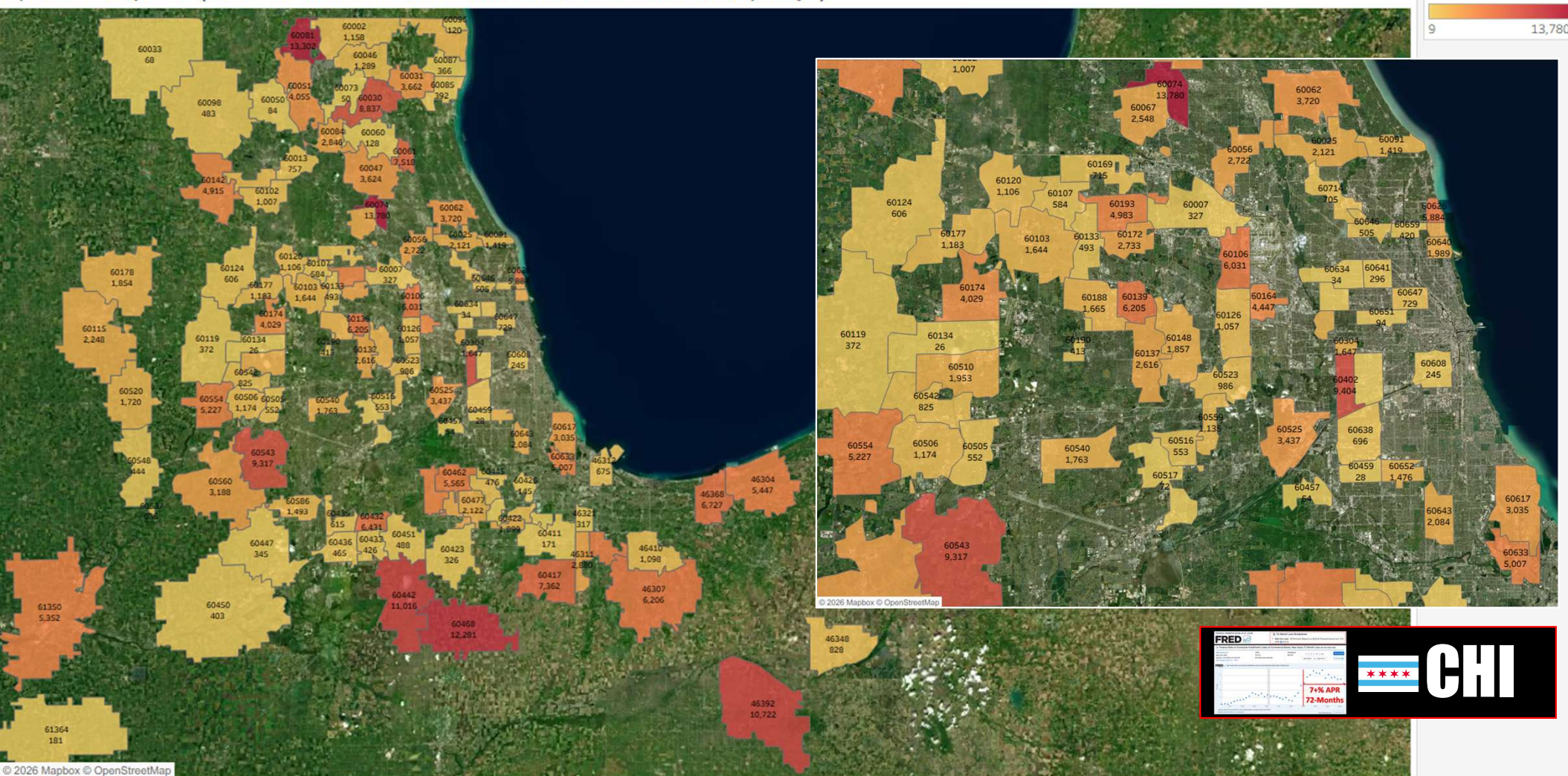
Top-26 Residential Zip Codes: Adults 25 or older



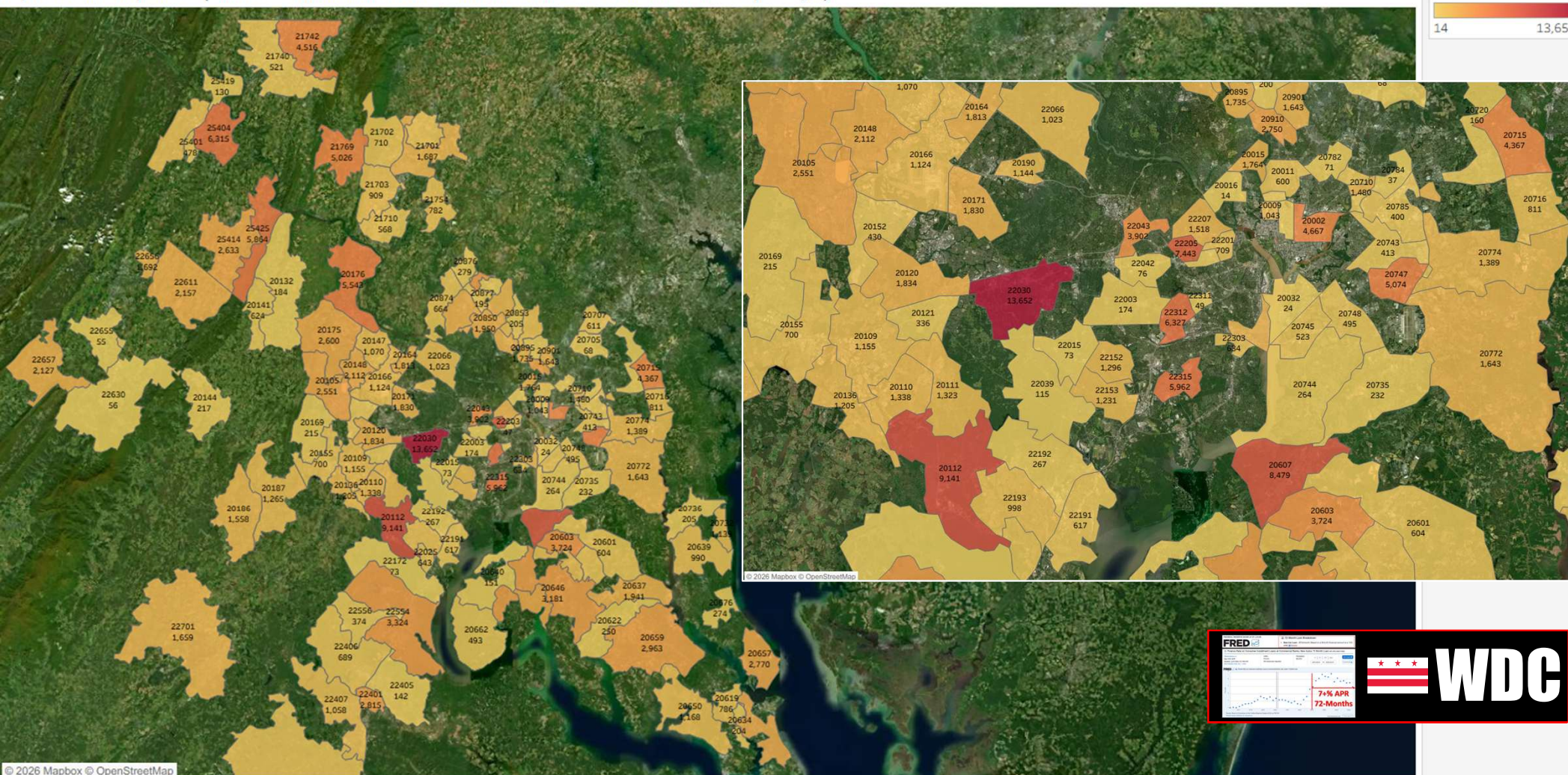
Top-26 Employment Zip Codes: Adults 25 or older



Top Residential Zip Codes: (Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs)



Top Residential Zip Codes: (Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs)



© 2026 Mapbox © OpenStreetMap

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 286
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(((Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan))

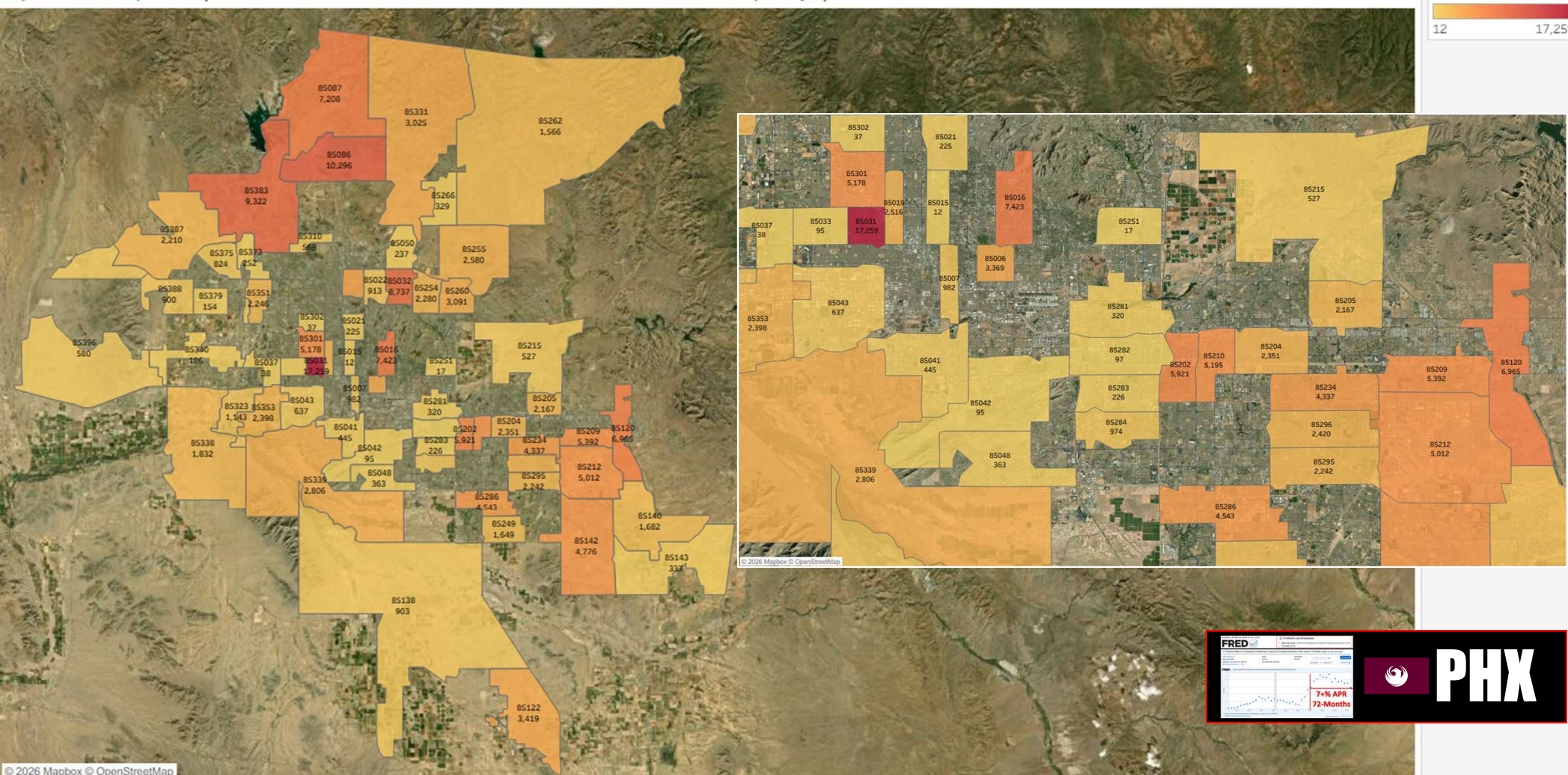
SEA	DMA	Scarborough R1 2026: Mar25-Mar26	Qual Intab	140
-----	-----	----------------------------------	------------	-----

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(((Model year of new vehicle (HHLd): 2026:Any new vehicle OR Model year of new vehicle (HHLd): 2025:Any new vehicle OR Model year of new vehicle (HHLd): 2024:Any new vehicle) AND Financial services HHLd has/use (HHLd): Auto loan)])

soefa.ai Share of Everything
for Anything .

Top Residential Zip Codes: (Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs)



© 2026 Mapbox © OpenStreetMap

PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 111
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

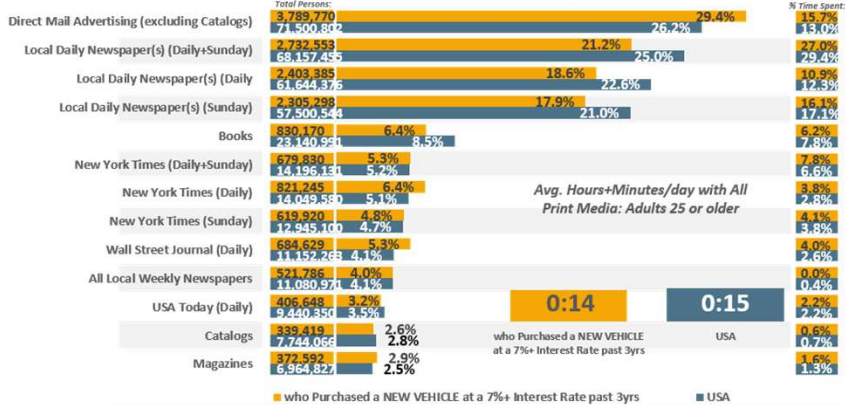
[[(Model year of new vehicle (HHLD): 2026: Any new vehicle OR Model year of new vehicle (HHLD): 2025: Any new vehicle OR Model year of new vehicle (HHLD): 2024: Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]

soefa.ai Share of Everything
for Anything

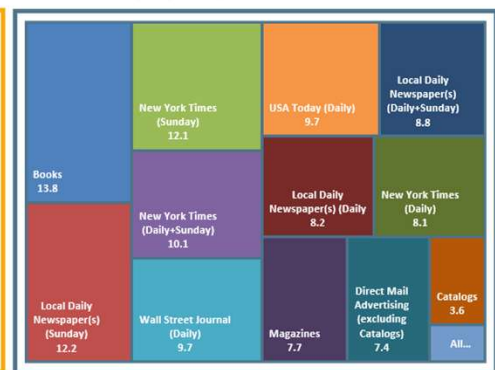
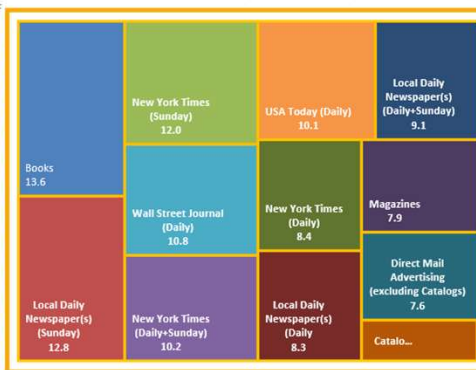


2,732,553 or 21.2% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 28.8% of all time spent daily with All forms of Print

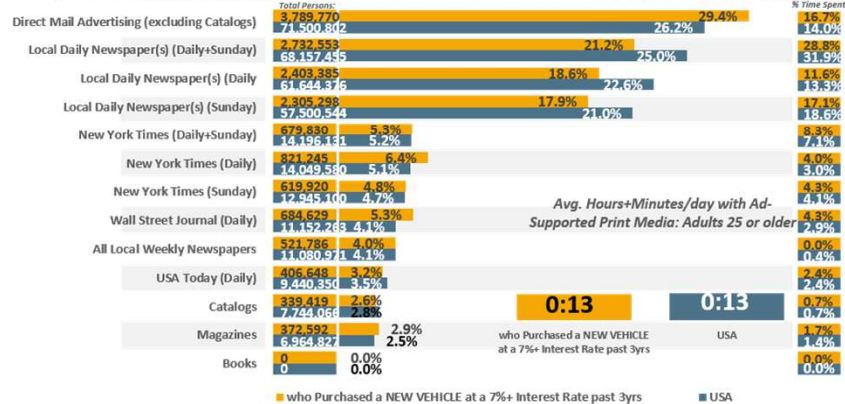
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



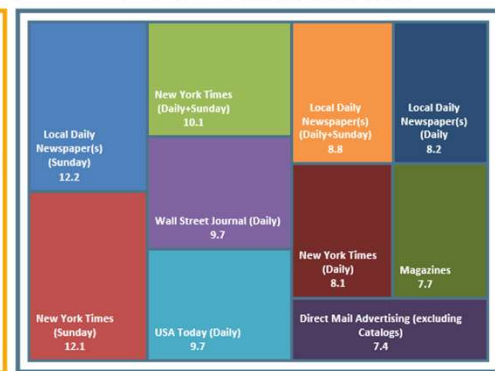
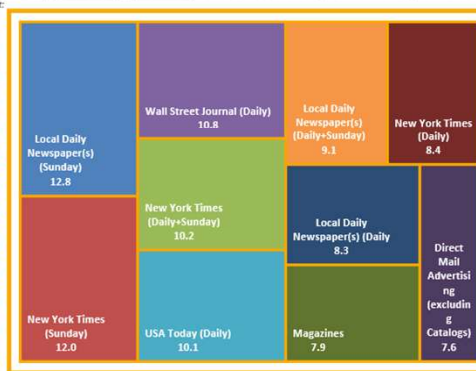
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

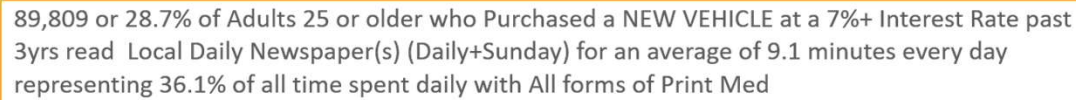


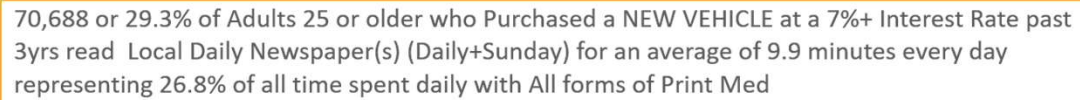
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



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





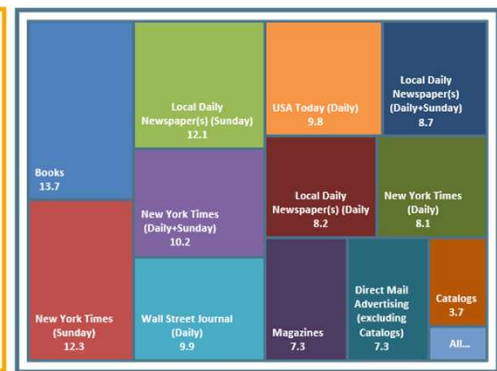


Category	Total Person(s)	who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs	WDC	Time Spent
Local Daily Newspaper(s) (Daily)	88,865	24.4%	24.3%	25.8%
Local Daily Newspaper(s) (Daily+Sunday)	70,688	29.3%	25.8%	25.8%
Direct Mail Advertising (excluding Catalogs)	80,108	33.2%	11.4%	15.9%
Local Daily Newspaper(s) (Sunday)	1,010,068	24.7%	19.7%	15.3%
Books	14,201	5.9%	8.5%	3.6%
New York Times (Daily)	29,100	12.1%	7.5%	4.9%
New York Times (Daily+Sunday)	587,807	13.3%	7.6%	9.5%
New York Times (Sunday)	29,396	12.2%	6.9%	7.0%
Wall Street Journal (Daily)	14,075	5.8%	5.6%	3.3%
USA Today (Daily)	16,197	5.7%	4.5%	3.2%
All Local Weekly Newspapers	15,009	6.2%	3.6%	0.0%
Magazines	13,171	5.5%	3.0%	2.1%
Catalogs	7,662	3.2%	2.8%	0.9%

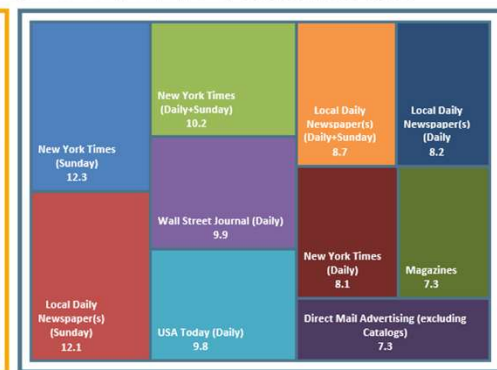
0:22 who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs

0:15 WDC

Avg. Hours+Minutes/day with All Print Media: Adults 25 or older



Media Type	Total Persons	Who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs	WDC	Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 25 or older
Local Daily Newspaper(s) (Daily)	58,965	24.4%	18.9%	10.9%
Local Daily Newspaper(s) (Daily+Sunday)	70,688	23.7%	29.3%	26.8%
Direct Mail Advertising (excluding Catalogs)	80,108	33.2%	11.8%	30.0%
Local Daily Newspaper(s) (Sunday)	101,058	24.7%	18.8%	15.5%
New York Times (Daily)	25,100	12.1%	5.1%	4.4%
New York Times (Daily+Sunday)	37,237	13.3%	12.4%	4.4%
New York Times (Sunday)	387,807	7.6%	10.5%	7.3%
New York Times (Daily)	355,692	6.9%	3.5%	7.3%
Wall Street Journal (Daily)	14,075	5.8%	3.4%	3.4%
USA Today (Daily)	261,782	5.1%	3.9%	3.1%
All Local Weekly Newspapers	16,197	6.7%	3.9%	3.1%
Magazines	15,008	6.2%	0.0%	0.0%
Catalogs	153,607	3.6%	0.0%	0.0%
Books	143,818	0.0%	0.0%	0.0%

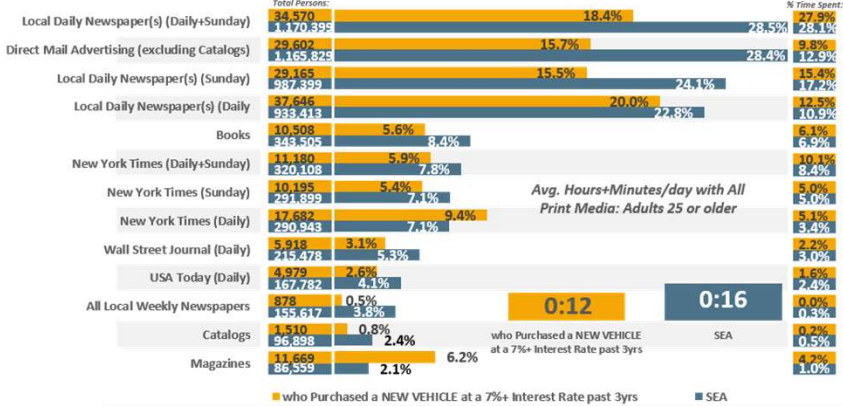


((Model year of new vehicle (HHLd): 2026:Any new vehicle OR Model year of new vehicle (HHLd): 2025:Any new vehicle OR Model year of new vehicle (HHLd): 2024:Any new vehicle) AND Financial services HHLd has/use (HHLd): Auto loan))

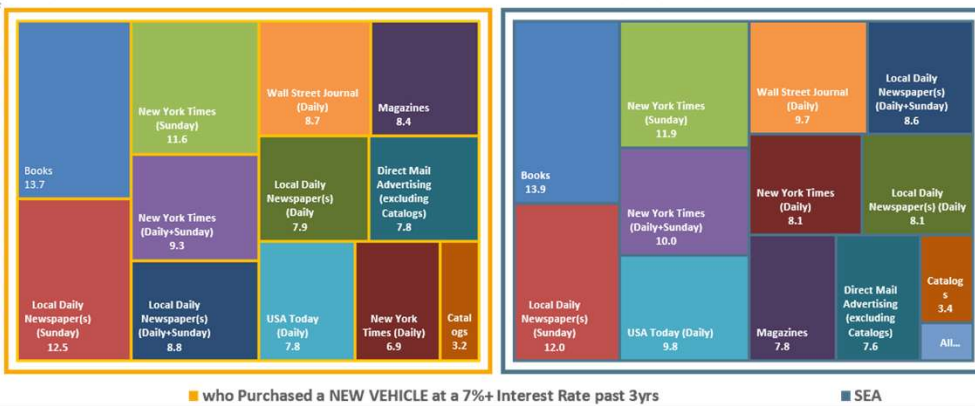


34,570 or 18.4% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 29.7% of all time spent daily with All forms of Print Med

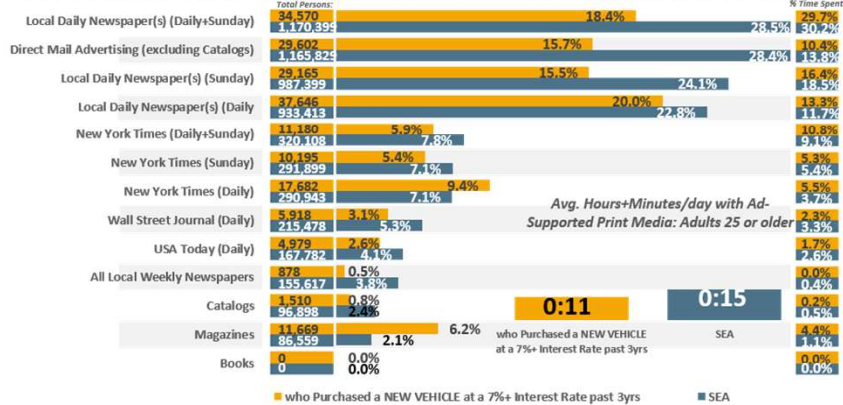
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



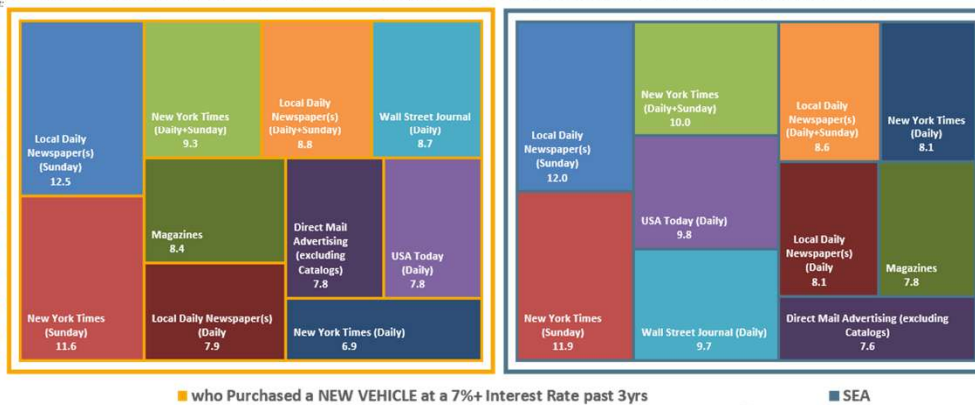
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



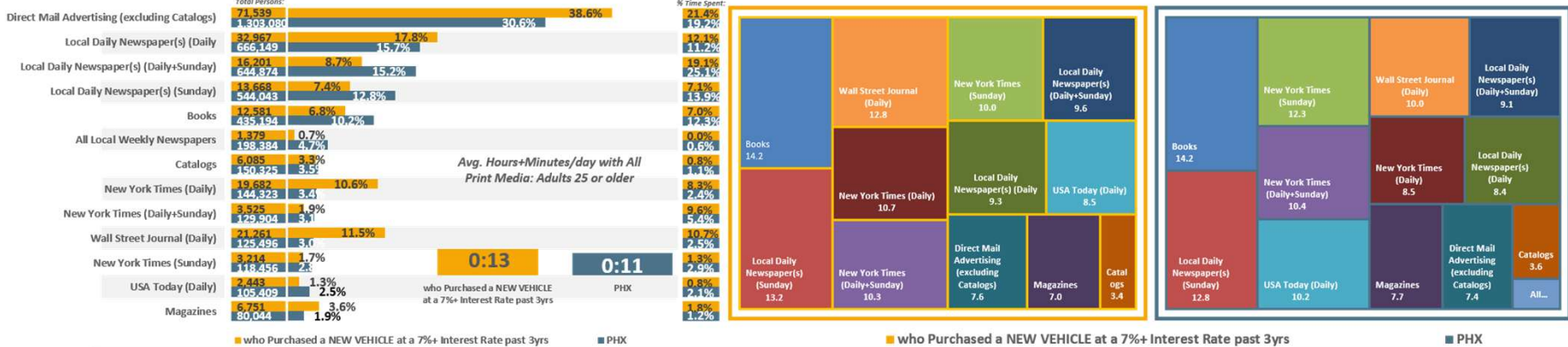
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





71,539 or 38.6% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs read Direct Mail Advertising (excluding Catalogs) for an average of 7.6 minutes every day representing 23.% of all time spent daily with All forms of Print

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



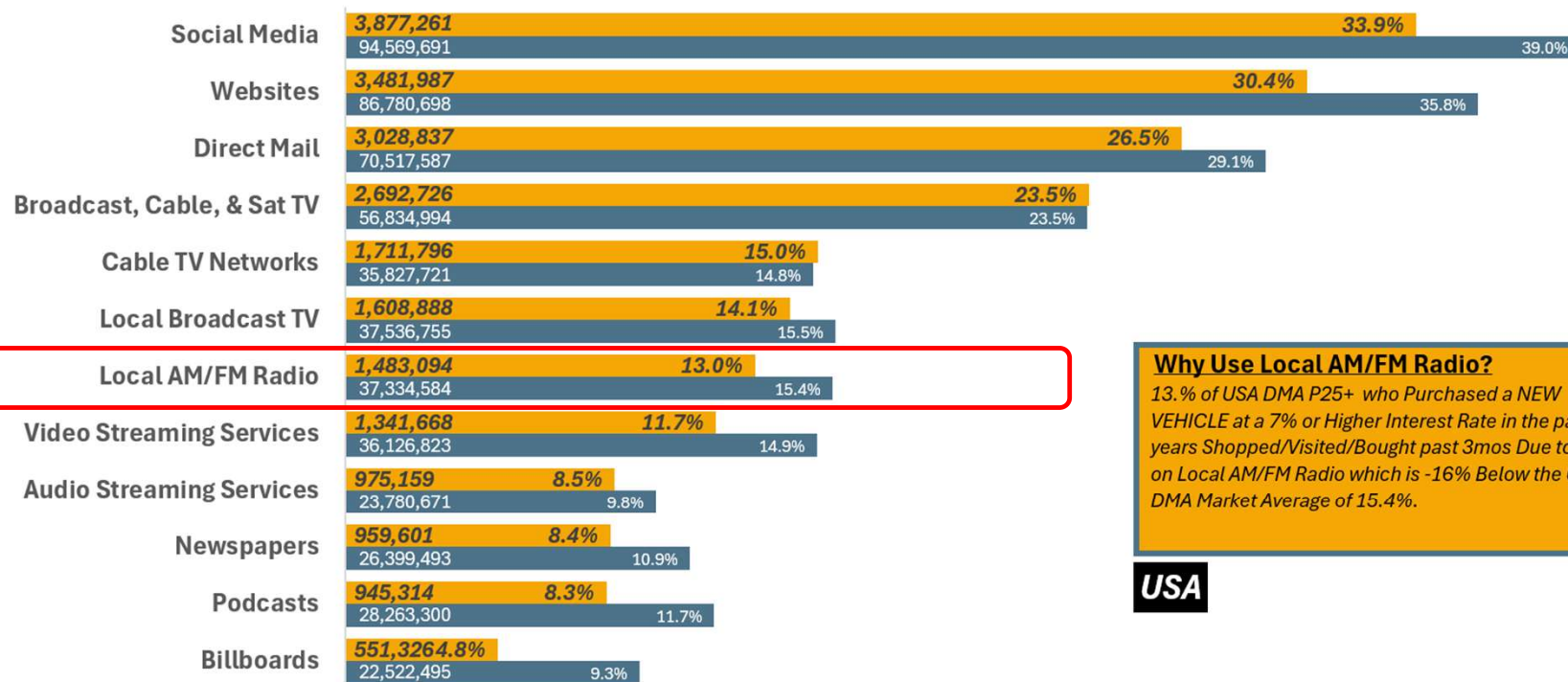
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**





"Advertising Actions"

P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.0% of USA DMA P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -16% Below the USA DMA Market Average of 15.4%.

USA

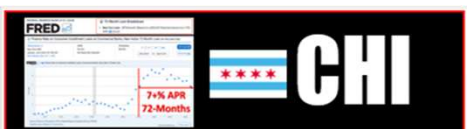
■ P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1125
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

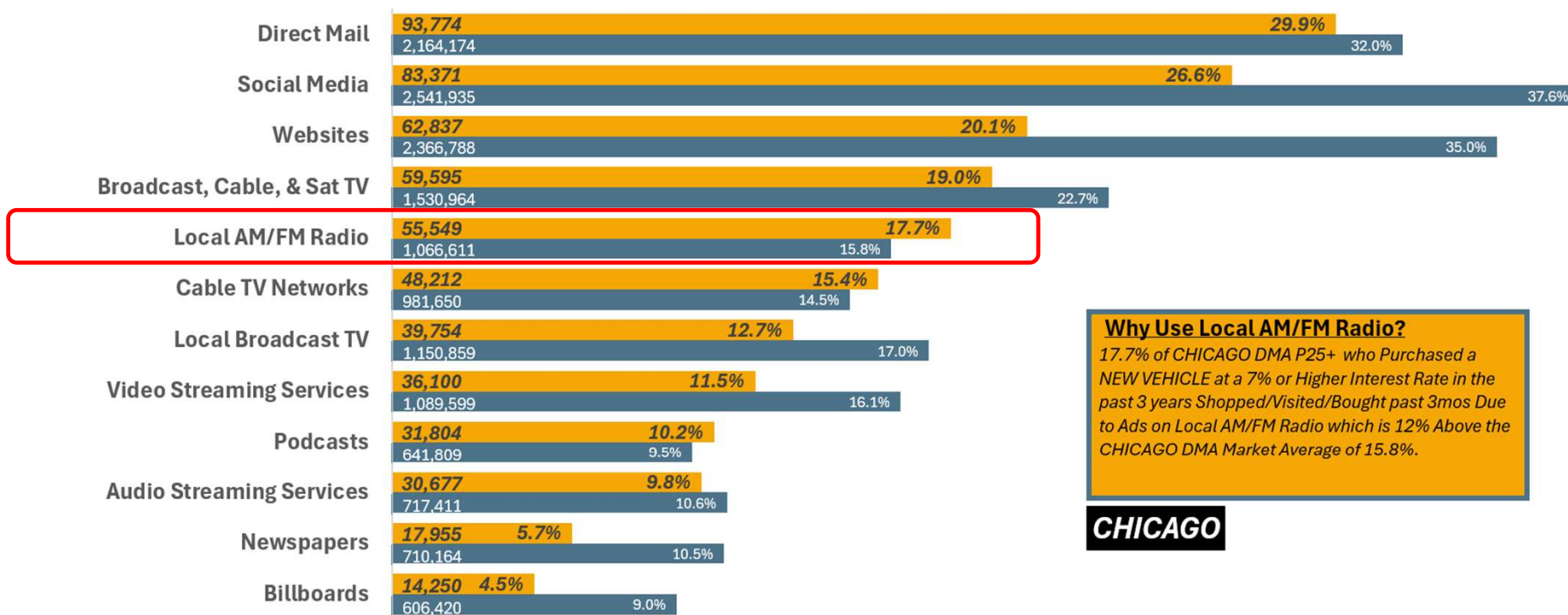
soefa.ai Share of Everything for Anything ®

[[(Model year of new vehicle (HHL): 2026: Any new vehicle OR Model year of new vehicle (HHL): 2025: Any new vehicle OR Model year of new vehicle (HHL): 2024: Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]]



"Advertising Actions"

P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
17.7% of CHICAGO DMA P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 12% Above the CHICAGO DMA Market Average of 15.8%.

CHICAGO

■ P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25+ CHICAGO AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 171
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

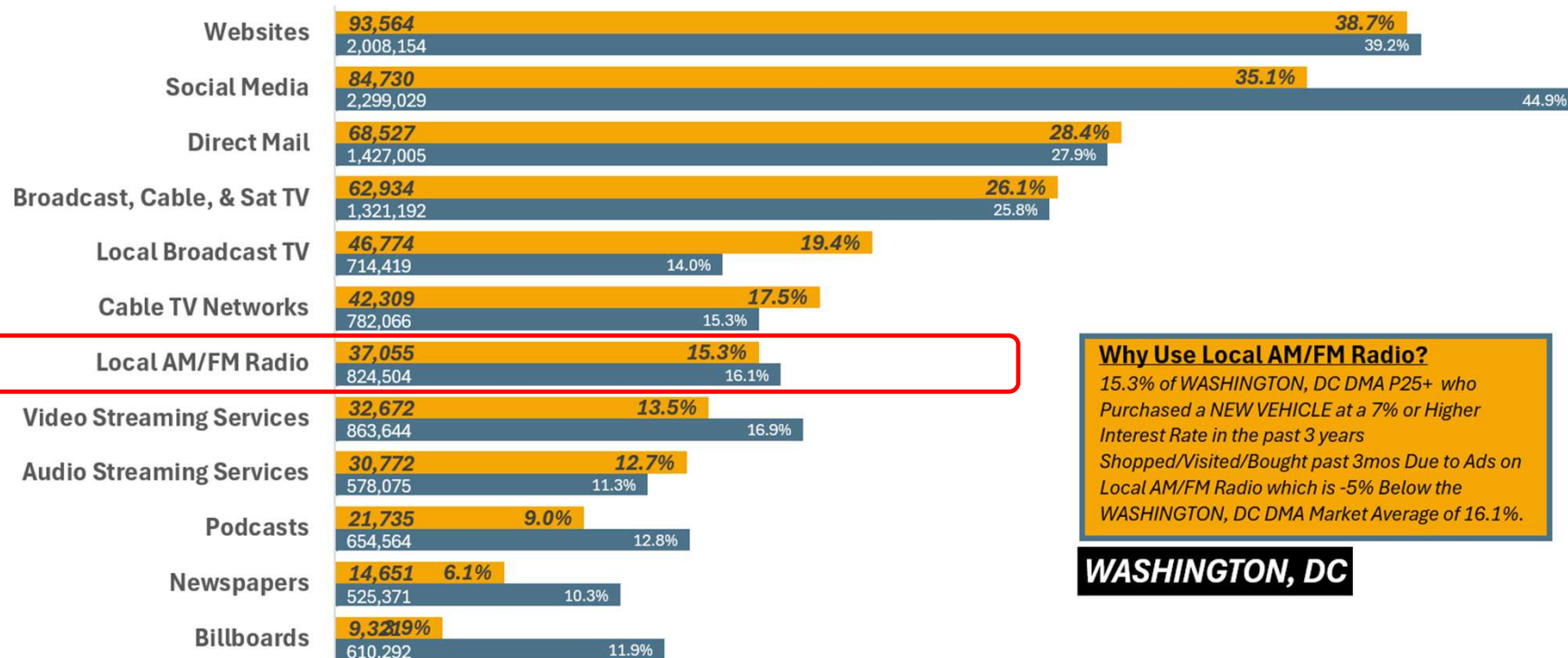
soefa.ai Share of Everything for Anything

[[(Model year of new vehicle (HHL): 2026: Any new vehicle OR Model year of new vehicle (HHL): 2025: Any new vehicle OR Model year of new vehicle (HHL): 2024: Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]]



"Advertising Actions"

**P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

15.3% of WASHINGTON, DC DMA P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -5% Below the WASHINGTON, DC DMA Market Average of 16.1%.

WASHINGTON, DC

■ P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 286
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

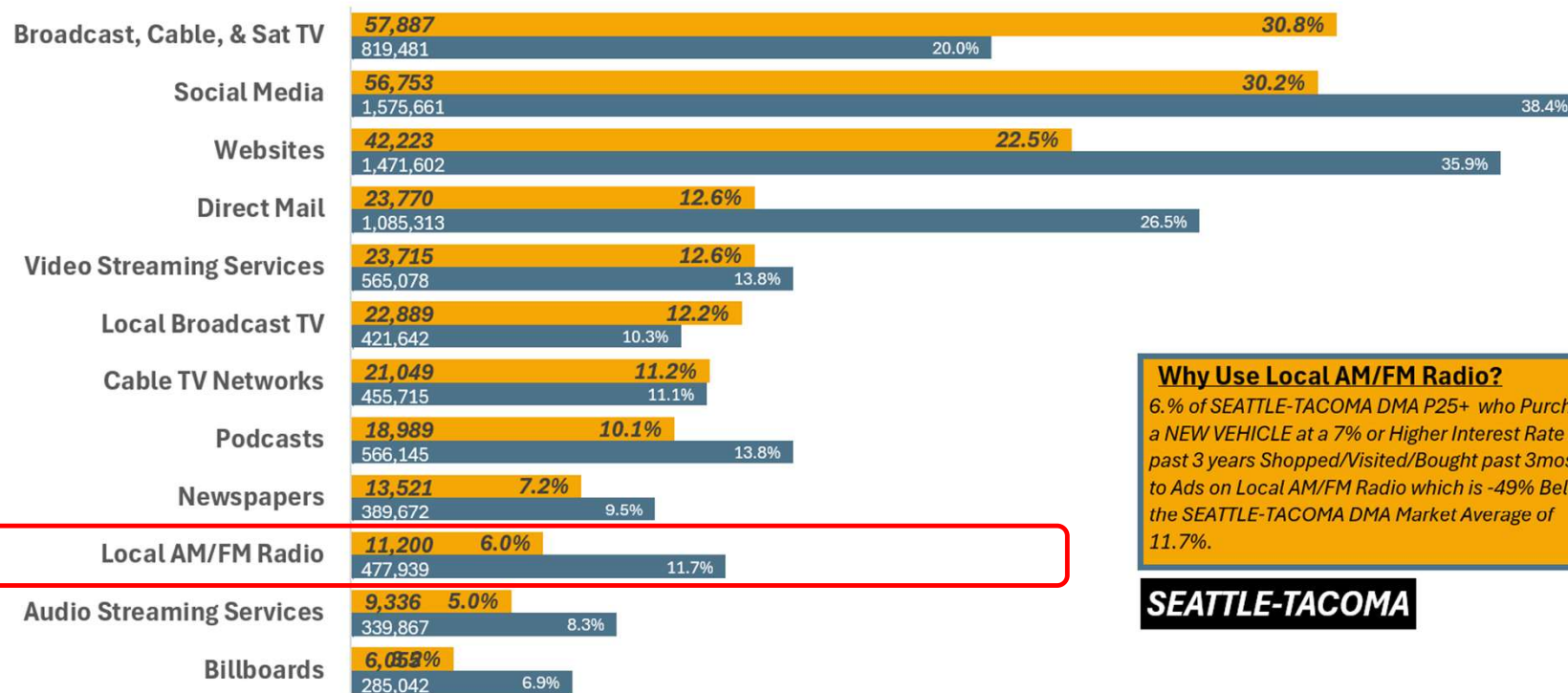
soefa.ai Share of Everything for Anything ®

[[(Model year of new vehicle (HHL): 2026: Any new vehicle OR Model year of new vehicle (HHL): 2025: Any new vehicle OR Model year of new vehicle (HHL): 2024: Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]]



"Advertising Actions"

**P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

6. % of SEATTLE-TACOMA DMA P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -49% Below the SEATTLE-TACOMA DMA Market Average of 11.7%.

SEATTLE-TACOMA

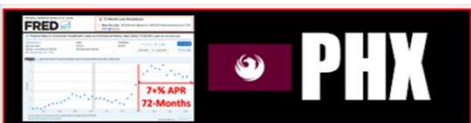
■ P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25+ SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 140
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

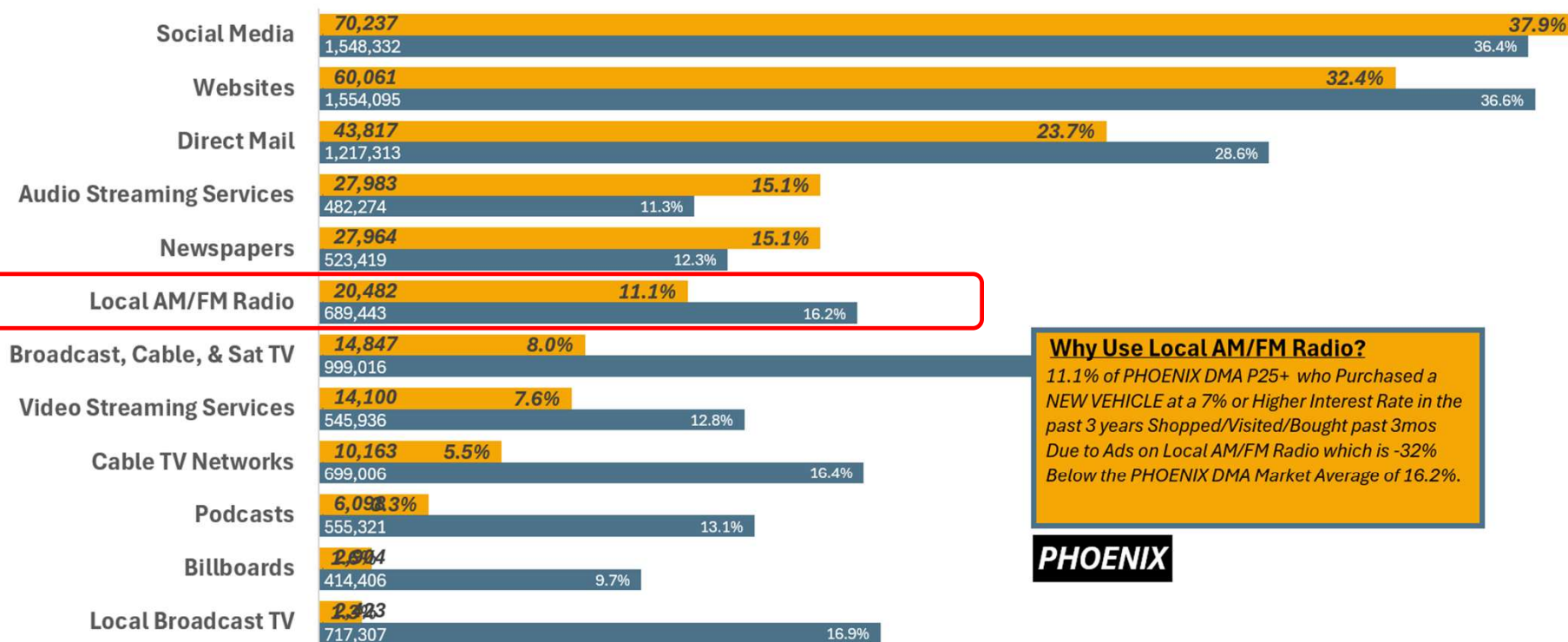
soefa.ai Share of Everything
for Anything ®

[[(Model year of new vehicle (HHL): 2026: Any new vehicle OR Model year of new vehicle (HHL): 2025: Any new vehicle OR Model year of new vehicle (HHL): 2024: Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]]



"Advertising Actions"

P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

11.1% of PHOENIX DMA P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -32% Below the PHOENIX DMA Market Average of 16.2%.

PHOENIX

■ P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25+ PHOENIX AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 111
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ®

[[(Model year of new vehicle (HHL): 2026: Any new vehicle OR Model year of new vehicle (HHL): 2025: Any new vehicle OR Model year of new vehicle (HHL): 2024: Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]]