

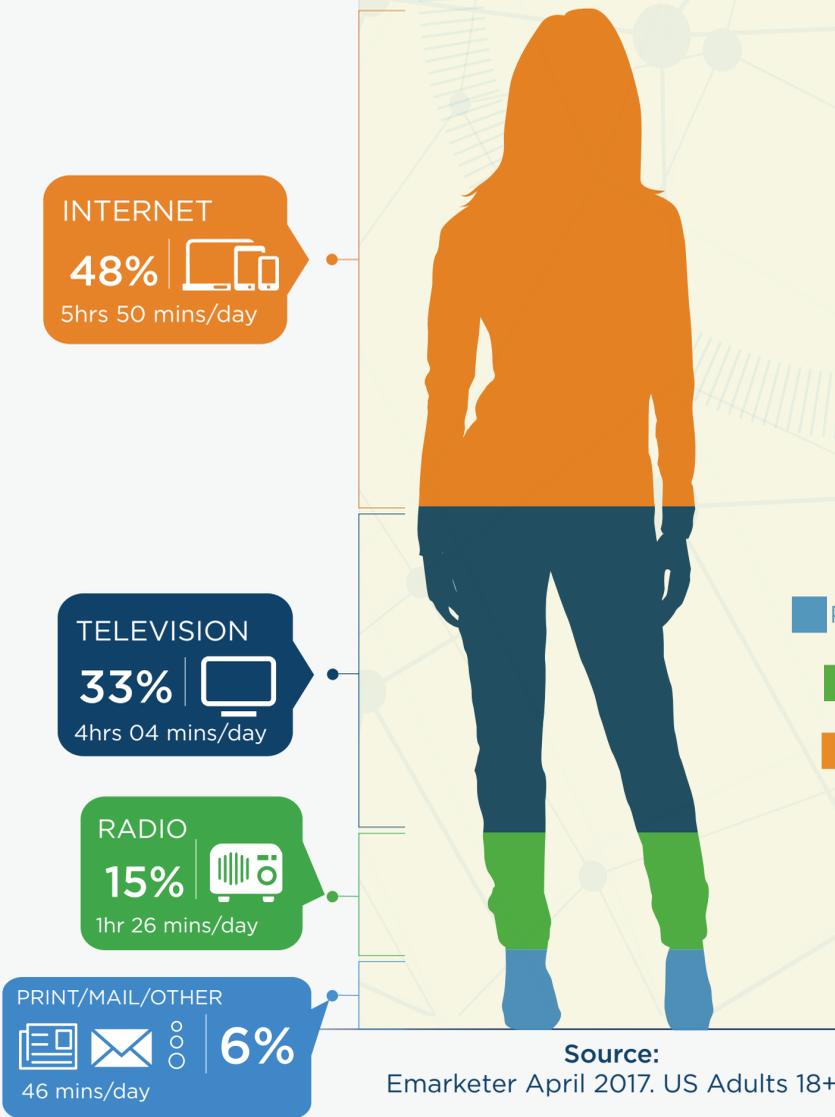
US ADULT AVERAGE MEDIA CONSUMPTION

US FRANCHISED DEALERSHIP AVERAGE MEDIA SPEND

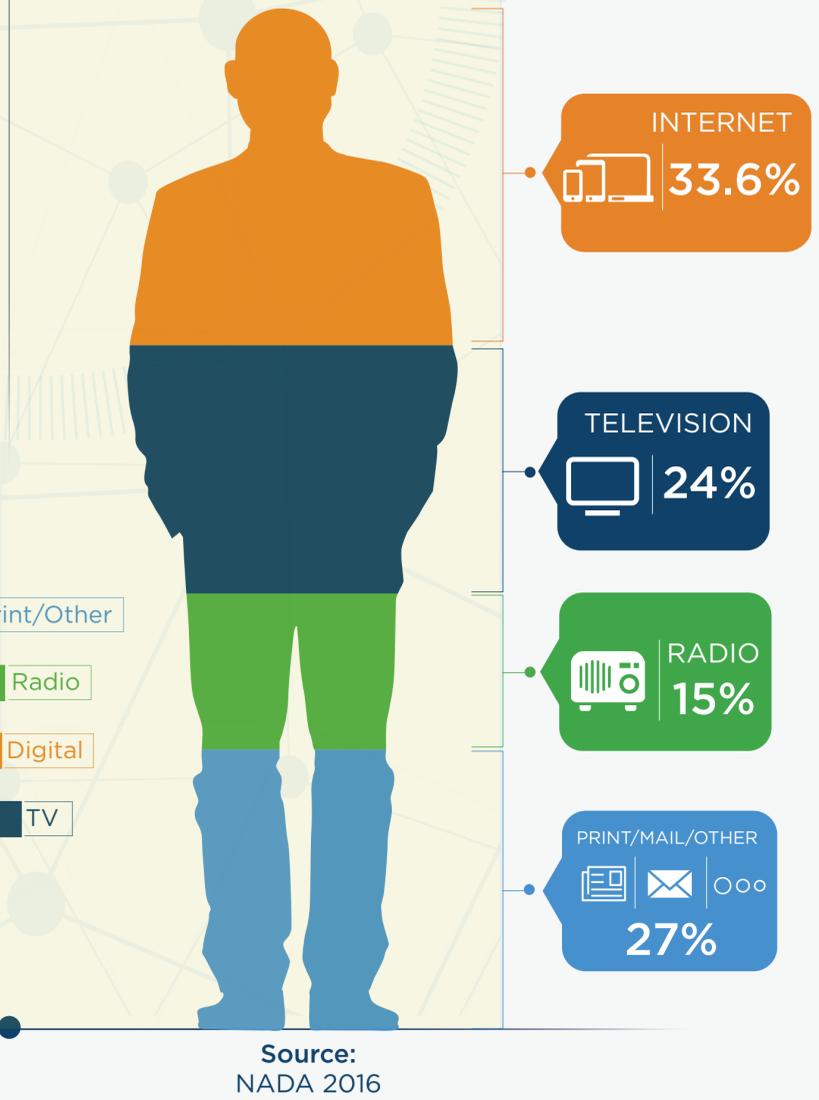
TIME SPENT ON MEDIA



Based on 12+ hours multitasking media per day



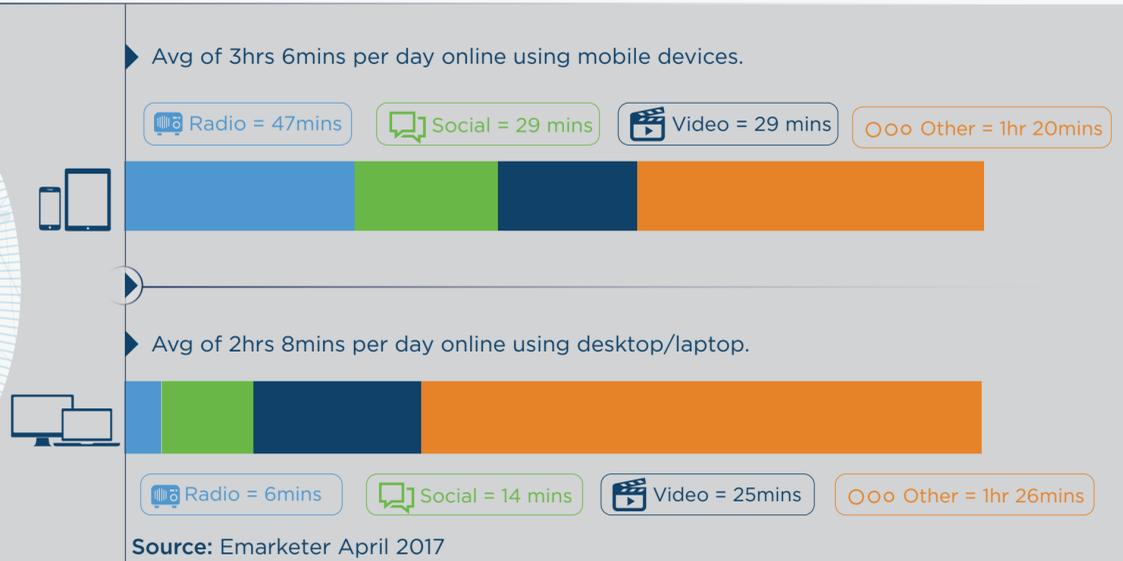
ALLOCATION PER CHANNEL



TIME SPENT ONLINE BY DEVICE CATEGORY



Adults 18+ spend a total of 3hrs 6 mins per day online on mobile devices and 2hrs 8mins per day online on desktops/laptops.



- Adults 50+ make up the largest percentage of tv viewers at 54%
- Adults 18-34 make up the largest percentage of smartphone users at 30%
- It's almost exactly equal between A18-34, A34-49, and A50+ between time spent listening to the radio, using PCs, and using tablets.

Source: 2016 Nielsen Data