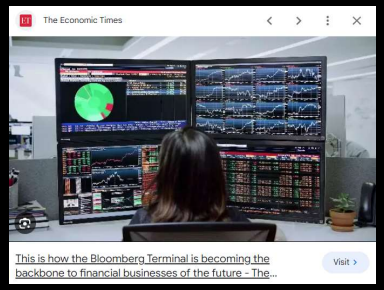
USA - P18+ past 3mo BARNES & NOBLE Customers and 4 More BOOK Targets!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA P18+ past 3 mo Purchasers at BARNES & NOBLE, ANY BOOK STORE, past 30 days readers of BOOKS Online, past 6 mo Online Purchasers of BOOKS and AUDIOBOOKS as of April 2024!



BARNES & NOBLE

Bought at Any Barnes & Noble past 3mos

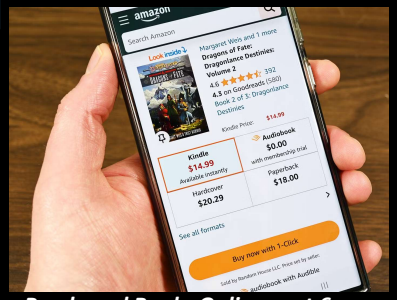
+



Bought at Any Bookstore past 3mos



Read Books Online past 30 days



Purchased Books Online past 6mos



Purchased Audiobooks Online past 6mos

P18+

Stores/services bought past 3 months: Barnes & Noble
Stores/services bought past 3 months: Any bookstore
Ways used Internet/apps past 30 days on any device:Entertainment: Read books
Items bought on the Internet past 6 months:Entertainment: Books
Items bought on the Internet past 6 months:Entertainment: Audiobooks

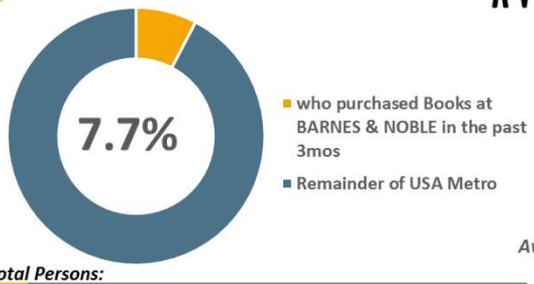
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

BARNES & NOBLE

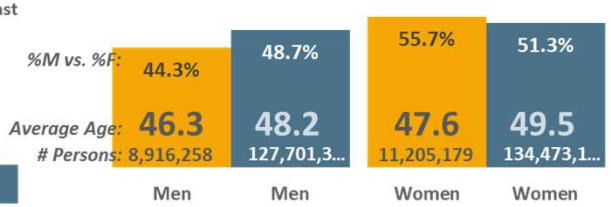
7.7% or 20,121,437 of USA Adults 18 or older purchased Books at BARNES & NOBLE in the past 3mos.
Typical Adults 18 or older who purchased Books at BARNES & NOBLE in the past 3mos are 46.9 years old (3.9% younger than average) and have a $109,141 (21.7% higher than average) annual household income.

Percent of Market: Adults 18 or older

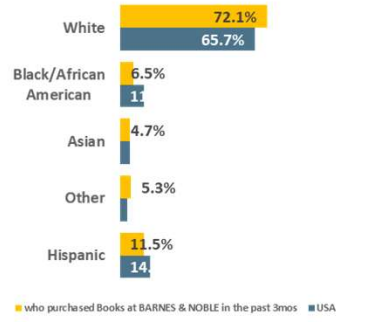


Total Persons:
20,121,437 | 242,053,063

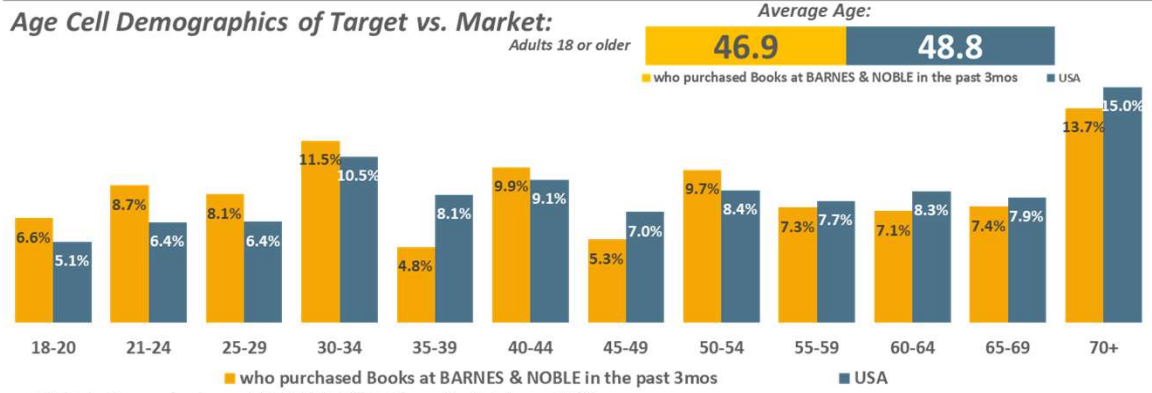
Gender of Target vs. Market: Adults 18 or older



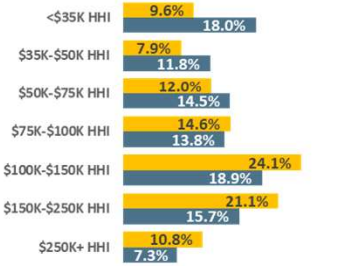
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

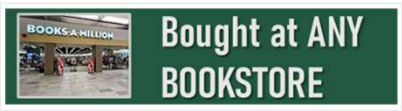


Avg HHI: $109,141 | $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,841

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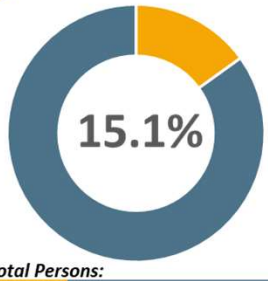
Stores/services bought past 3 months: Barnes & Noble



Bought at ANY BOOKSTORE

15.1% or 39,557,008 of USA Adults 18 or older purchased Books at ANY BOOKSTORE in the past 3mos.
Typical Adults 18 or older who purchased Books at ANY BOOKSTORE in the past 3mos are 47.4 years old (2.9% younger than average) and have a $105,445 (17.6% higher than average) annual household income.

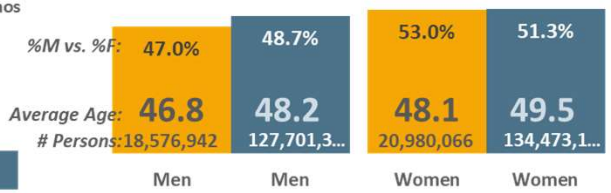
Percent of Market: Adults 18 or older



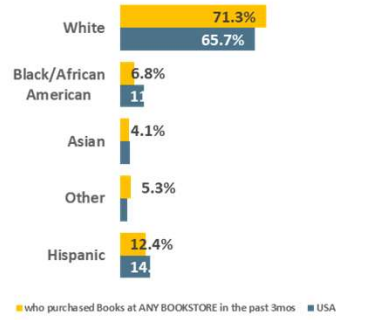
Total Persons:



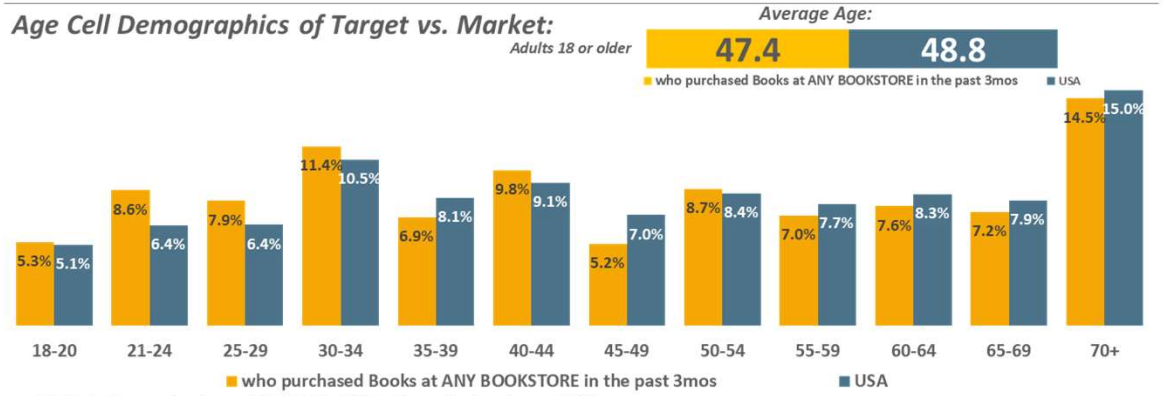
Gender of Target vs. Market: Adults 18 or older



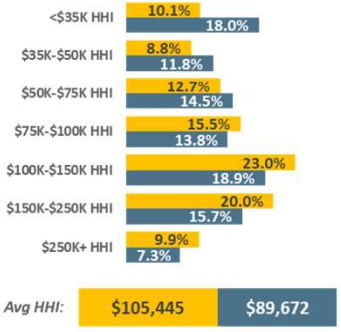
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $105,445 | $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,841

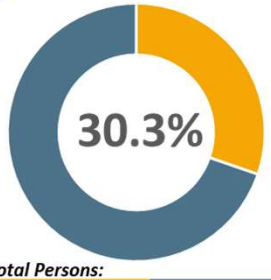
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Stores/services bought past 3 months: Any bookstore



30.3% or 79,368,427 of USA Adults 18 or older read Books ONLINE in the past 30 days.
Typical Adults 18 or older who read Books ONLINE in the past 30 days are 46.1 years old (5.6% younger than average) and have a $94,976 (5.9% higher than average) annual household income.

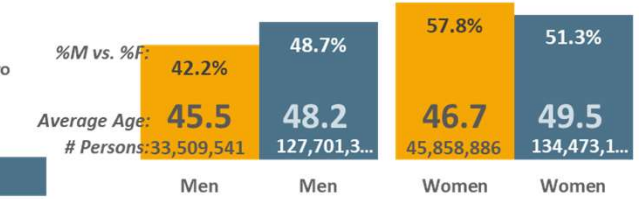
Percent of Market: Adults 18 or older



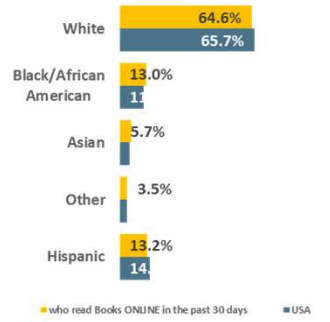
Total Persons:

who read Books ONLINE in the past 30 days	Remainder of USA Metro
79,368,427	182,806,073

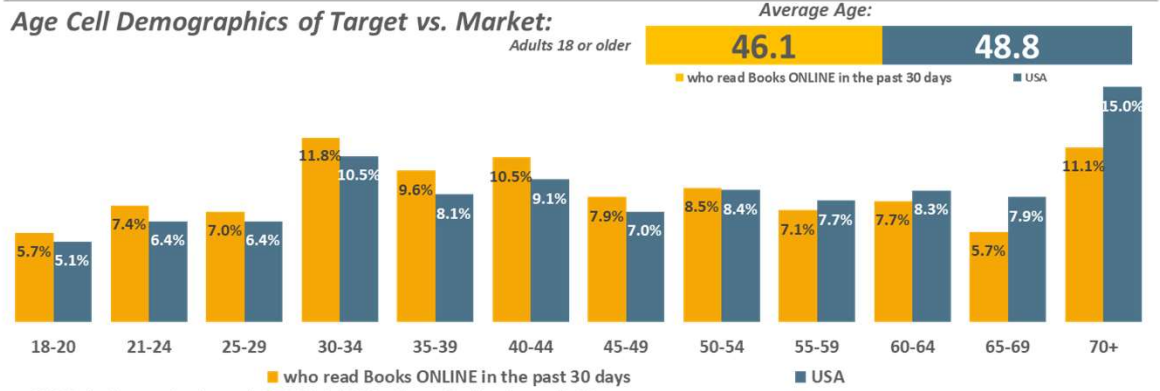
Gender of Target vs. Market: Adults 18 or older



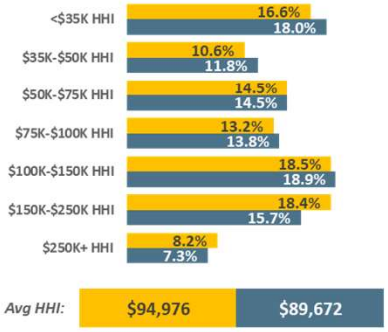
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$94,976	$89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,841

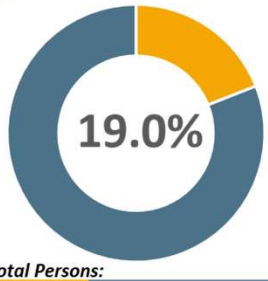
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Ways used Internet/apps past 30 days on any device:Entertainment: Read books



19.% or 49,912,412 of USA Adults 18 or older purchased Books ONLINE in the past 6 months.
Typical Adults 18 or older who purchased Books ONLINE in the past 6 months are 48. years old (1.6% younger than average) and have a $102,674 (14.5% higher than average) annual household income.

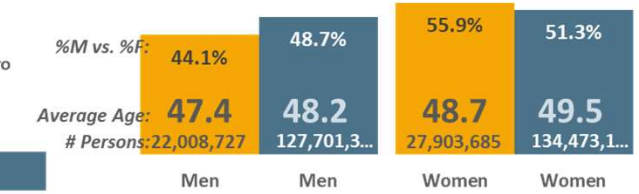
Percent of Market: Adults 18 or older



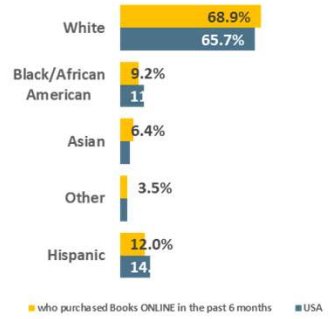
Total Persons:

49,912,412	212,262,088

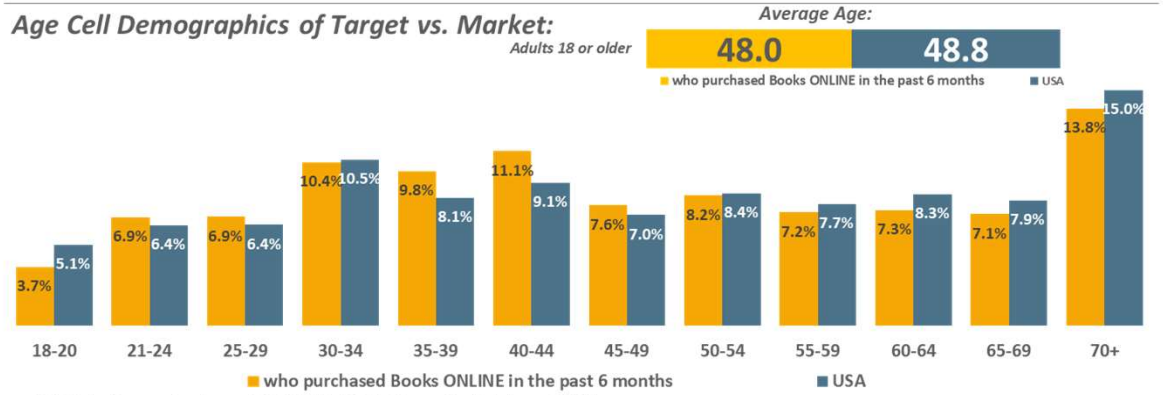
Gender of Target vs. Market: Adults 18 or older



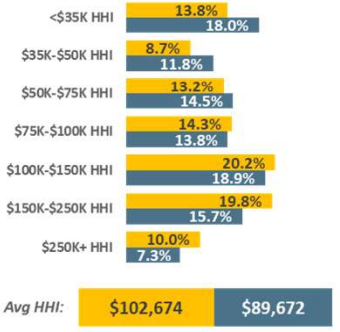
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$102,674	$89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,841

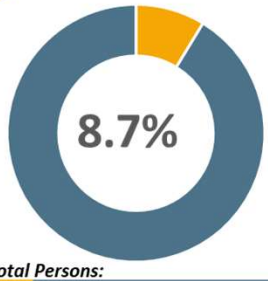
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Items bought on the Internet past 6 months:Entertainment: Books



8.7% or 22,851,814 of USA Adults 18 or older purchased Audiobooks ONLINE in the past 6 months.
Typical Adults 18 or older who purchased Audiobooks ONLINE in the past 6 months are 44.3 years old (9.3% younger than average) and have a $107,203 (19.6% higher than average) annual household income.

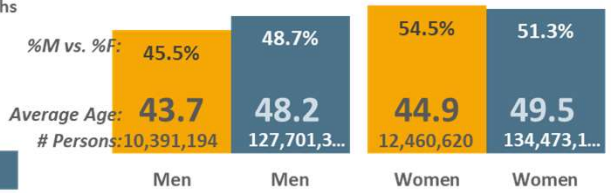
Percent of Market: Adults 18 or older



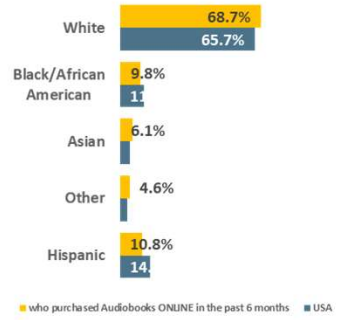
Total Persons:

22,851,814	239,322,686

Gender of Target vs. Market: Adults 18 or older



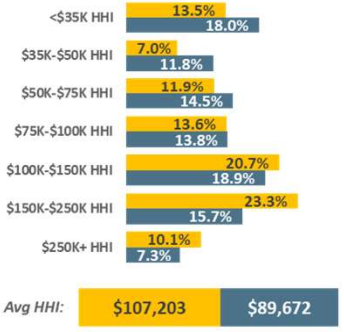
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,841

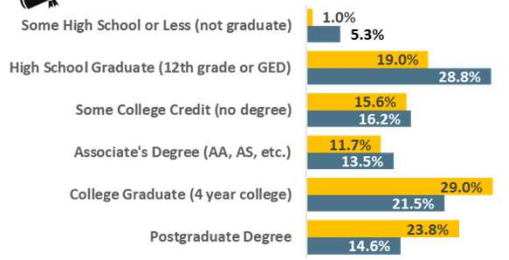
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Items bought on the Internet past 6 months:Entertainment: Audiobooks

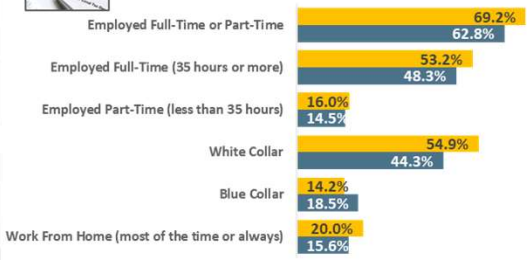
BARNES & NOBLE

7.7% or 20,121,437 of USA Adults 18 or older purchased Books at BARNES & NOBLE in the past 3mos. Adults 18 or older who purchased Books at BARNES & NOBLE in the past 3mos are 46.2% more likely to be a college graduate, 10.1% more likely to work full-time, 2.% more likely to be married, 6.8% less likely to be a parent of 1 or more children under 18.

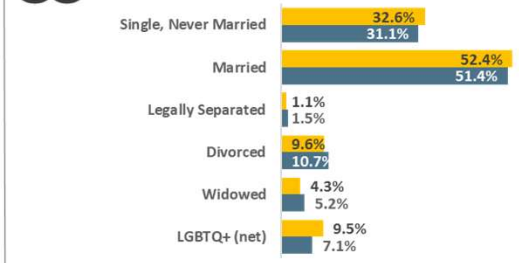
Education Levels: Adults 18 or older



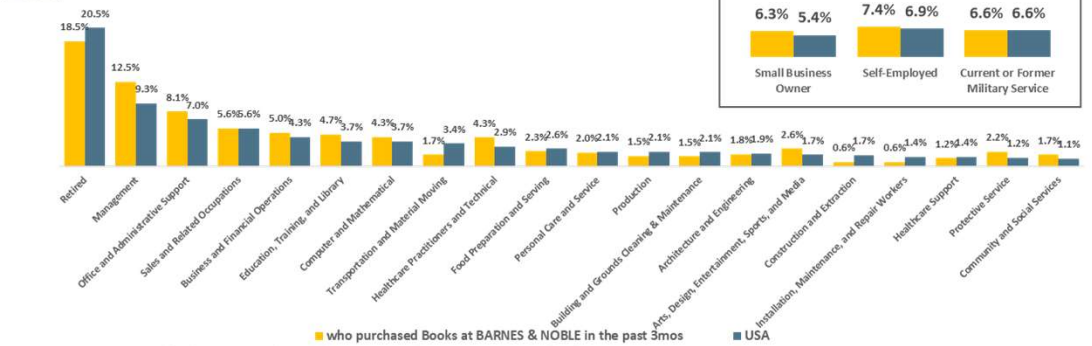
Employment: Adults 18 or older



Marital Status: Adults 18 or older

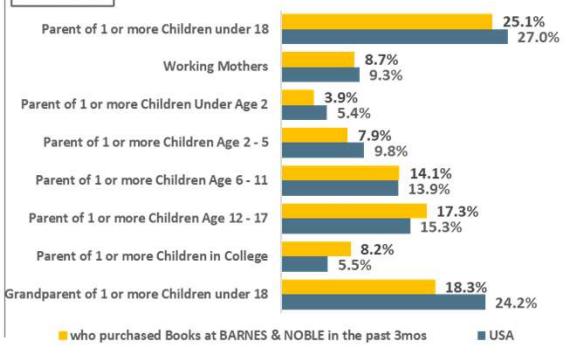


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,841*

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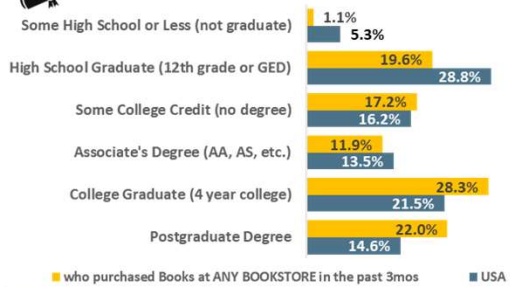
Stores/services bought past 3 months: Barnes & Noble



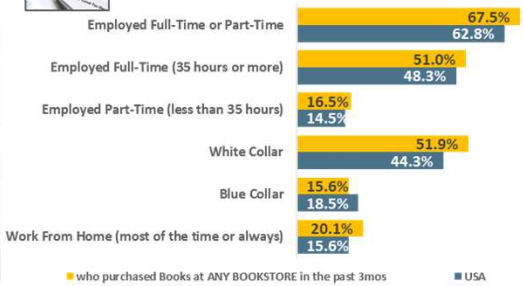
Bought at ANY BOOKSTORE

15.1% or 39,557,008 of USA Adults 18 or older purchased Books at ANY BOOKSTORE in the past 3mos. Adults 18 or older who purchased Books at ANY BOOKSTORE in the past 3mos are 39.2% more likely to be a college graduate, 5.6% more likely to work full-time, .1% more likely to be married, 9.6% less likely to be a parent of 1 or more children under 18.

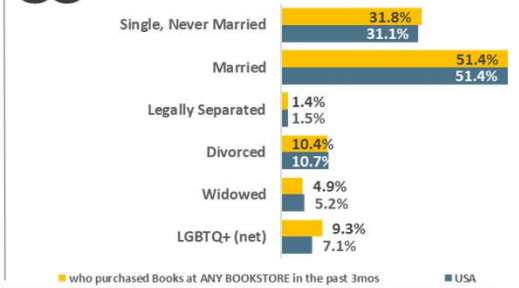
Education Levels: Adults 18 or older



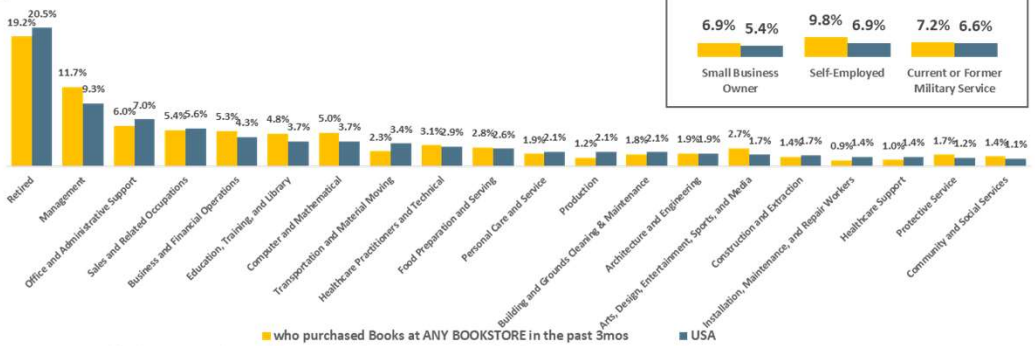
Employment: Adults 18 or older



Marital Status: Adults 18 or older

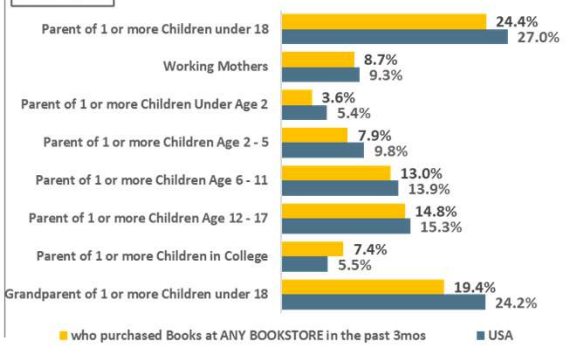


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,841*

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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

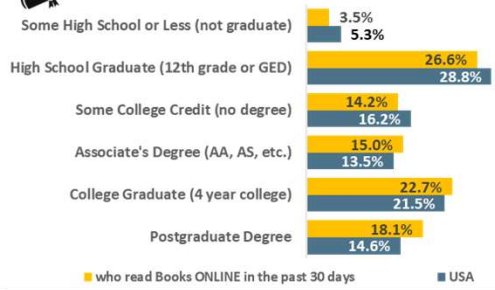
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Stores/services bought past 3 months: Any bookstore

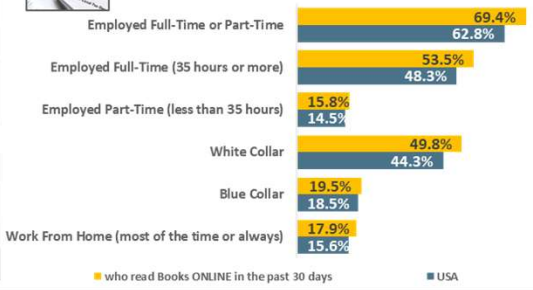


30.3% or 79,368,427 of USA Adults 18 or older read Books ONLINE in the past 30 days.
Adults 18 or older who read Books ONLINE in the past 30 days are 12.9% more likely to be a college graduate, 10.9% more likely to work full-time, .1% more likely to be married, 14.5% more likely to be a parent of 1 or more children under 18.

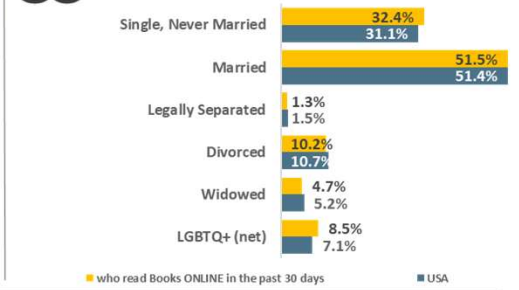
Education Levels: Adults 18 or older



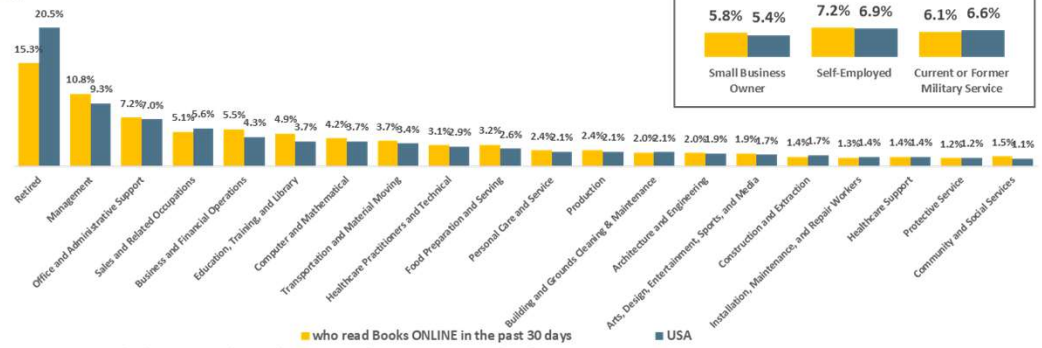
Employment: Adults 18 or older



Marital Status: Adults 18 or older

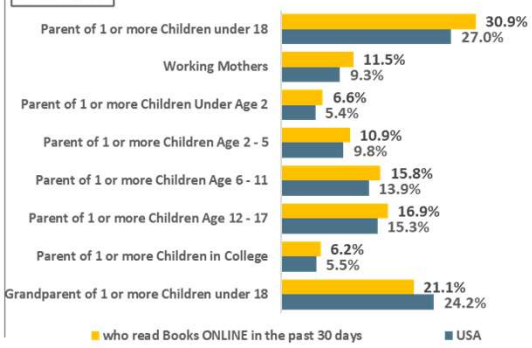


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,841

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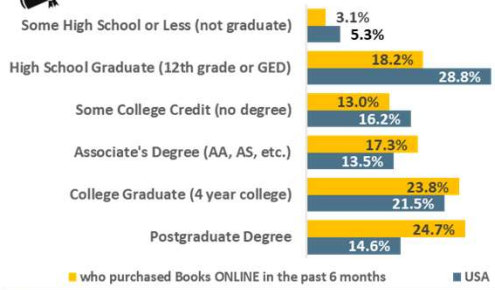
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Ways used Internet/apps past 30 days on any device:Entertainment: Read books

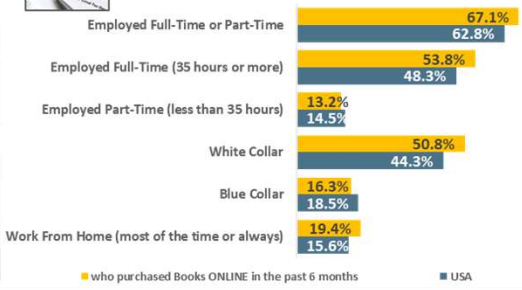


19.% or 49,912,412 of USA Adults 18 or older purchased Books ONLINE in the past 6 months.
Adults 18 or older who purchased Books ONLINE in the past 6 months are 34.2% more likely to be a college graduate, 11.5% more likely to work full-time, 7.1% more likely to be married, 6.7% more likely to be a parent of 1 or more children under 18.

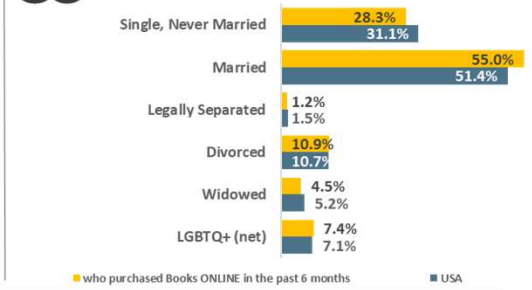
Education Levels: Adults 18 or older



Employment: Adults 18 or older



Marital Status: Adults 18 or older

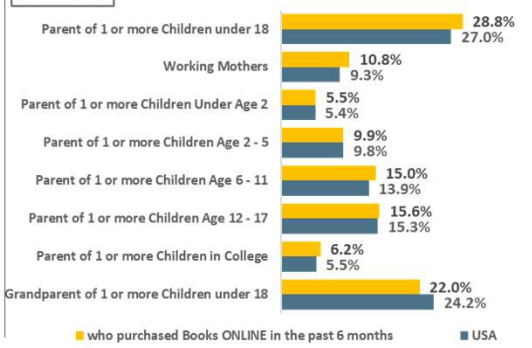


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,841*

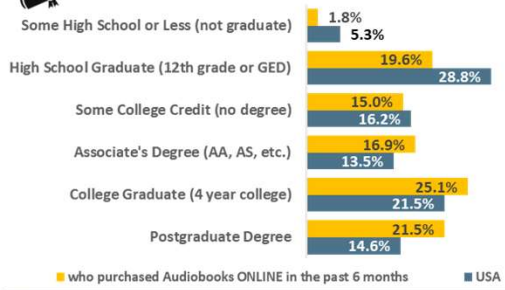
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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

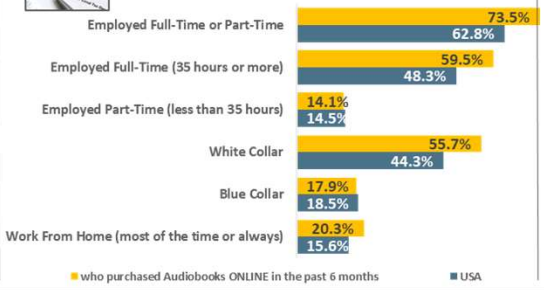


8.7% or 22,851,814 of USA Adults 18 or older purchased Audiobooks ONLINE in the past 6 months. Adults 18 or older who purchased Audiobooks ONLINE in the past 6 months are 29.1% more likely to be a college graduate, 23.1% more likely to work full-time, 7.4% more likely to be married, 25.2% more likely to be a parent of 1 or more children under 18.

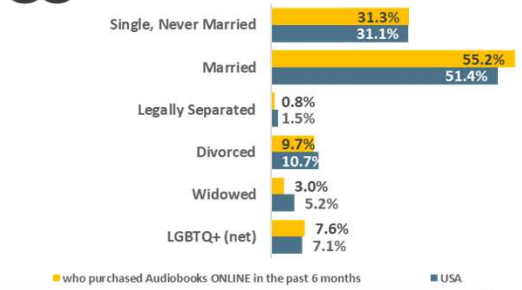
Education Levels: Adults 18 or older



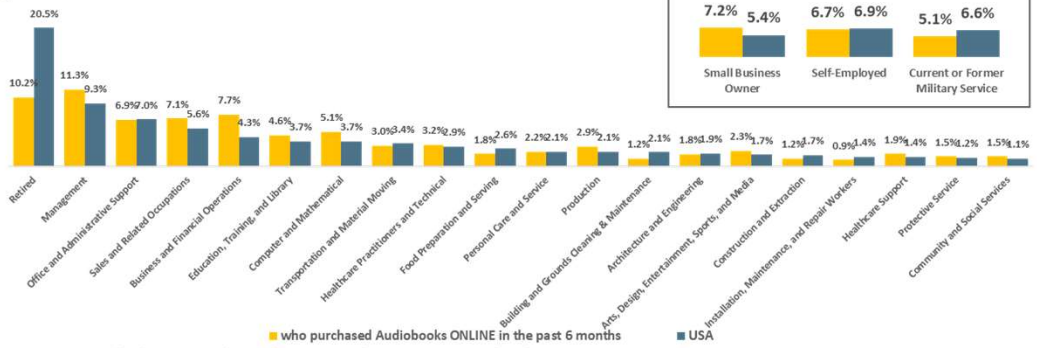
Employment: Adults 18 or older



Marital Status: Adults 18 or older

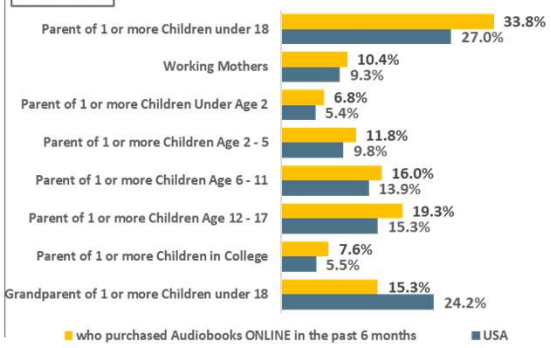


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,841*

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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

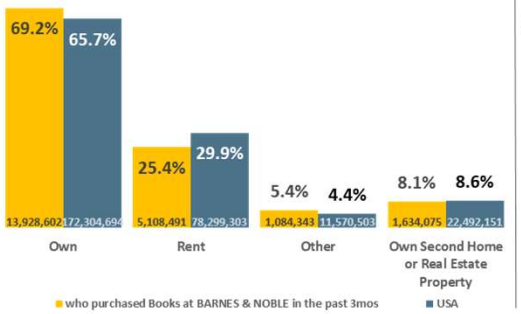
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Items bought on the Internet past 6 months:Entertainment: Audiobooks

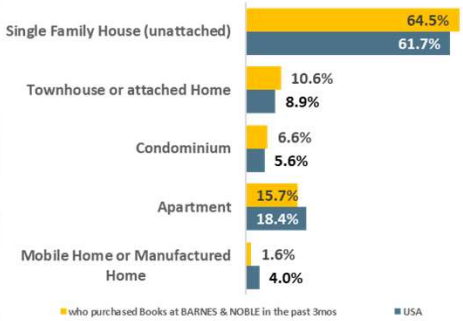
BARNES & NOBLE

7.7% or 20,121,437 of USA Adults 18 or older purchased Books at BARNES & NOBLE in the past 3mos. Adults 18 or older who purchased Books at BARNES & NOBLE in the past 3mos are 5.3% more likely to own their home, 16.4% more likely to own a higher valued home, 4.5% more likely to have a single-family home, 2.7% less likely to have a dog.

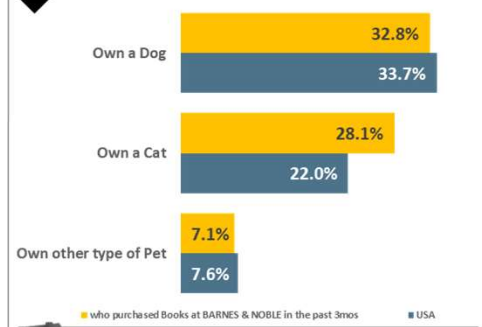
Own/Rent/Other: Adults 18 or older



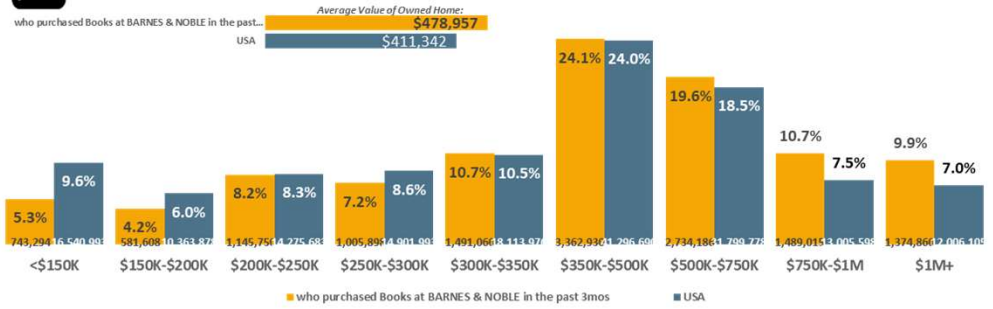
Type of Home: Adults 18 or older



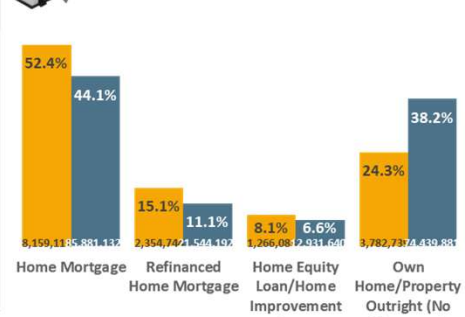
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

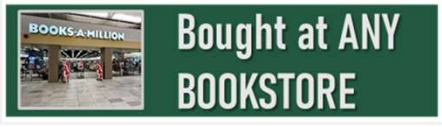


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,841

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

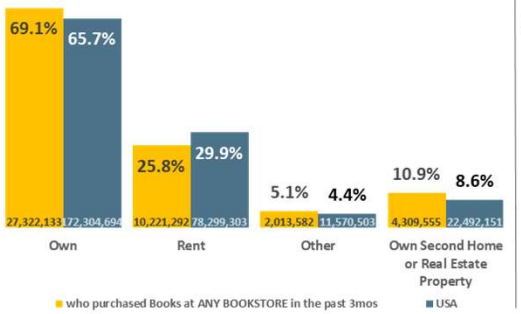
Stores/services bought past 3 months: Barnes & Noble



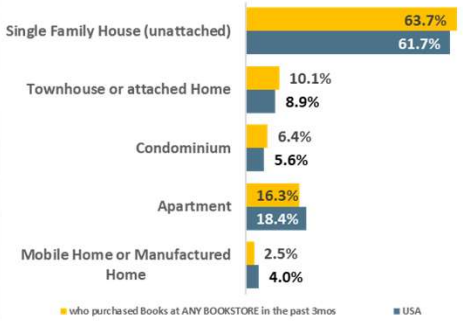
Bought at ANY BOOKSTORE

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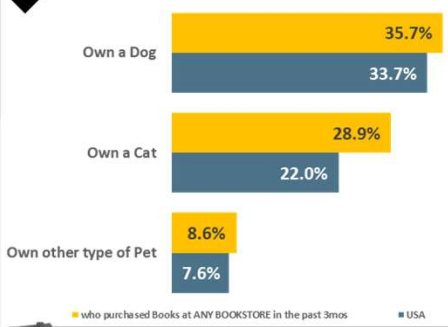
Own/Rent/Other: Adults 18 or older



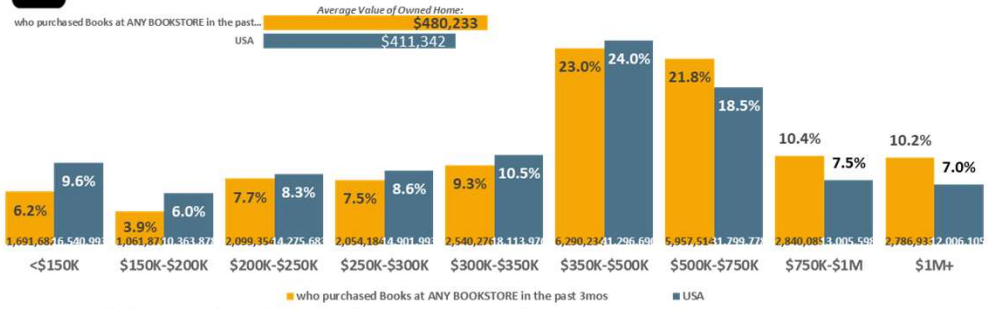
Type of Home: Adults 18 or older



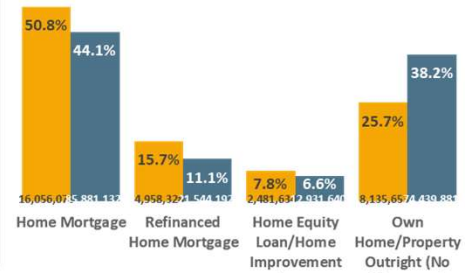
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,841*

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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

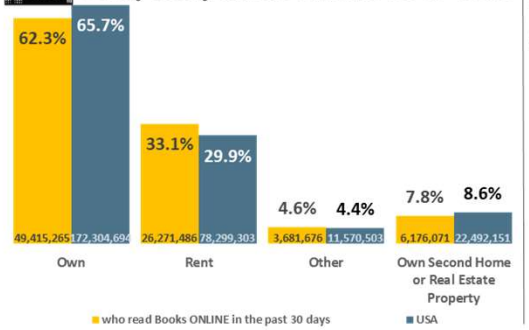
Stores/services bought past 3 months: Any bookstore



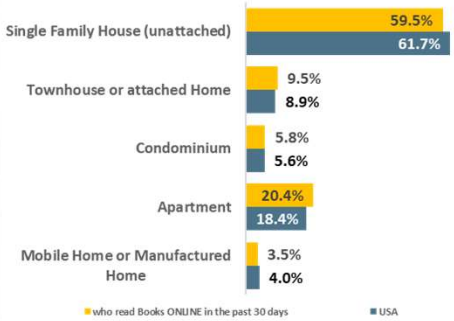
Read BOOKS Online past mo.

30.3% or 79,368,427 of USA Adults 18 or older read Books ONLINE in the past 30 days.
Adults 18 or older who read Books ONLINE in the past 30 days are 5.3% less likely to own their home, 2.8% more likely to own a higher valued home, 3.5% less likely to have a single-family home, 3.2% more likely to have a dog.

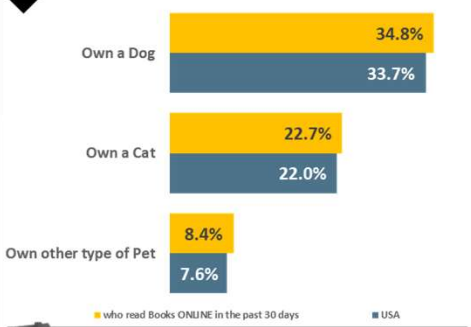
Own/Rent/Other: Adults 18 or older



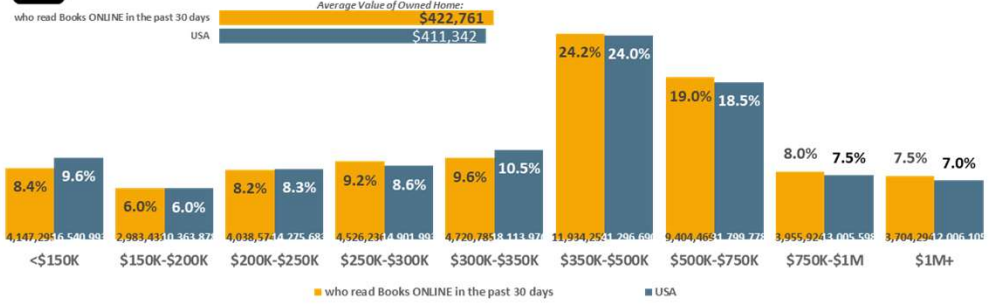
Type of Home: Adults 18 or older



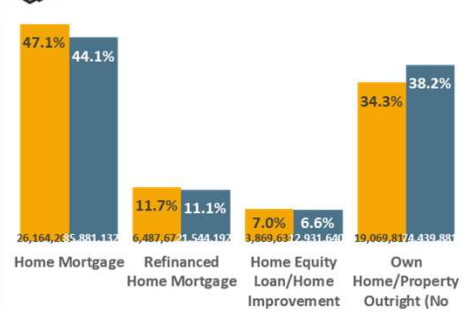
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,841*

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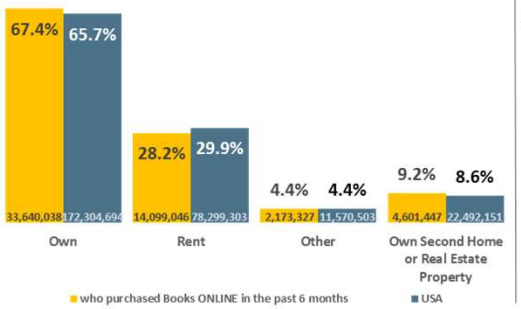
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Ways used Internet/apps past 30 days on any device:Entertainment: Read books

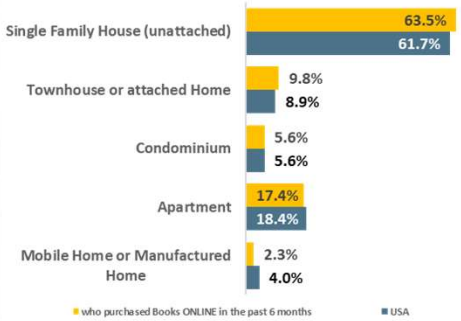


19.% or 49,912,412 of USA Adults 18 or older purchased Books ONLINE in the past 6 months.
Adults 18 or older who purchased Books ONLINE in the past 6 months are 2.6% more likely to own their home, 9.2% more likely to own a higher valued home, 2.9% more likely to have a single-family home, 1.% more likely to have a dog.

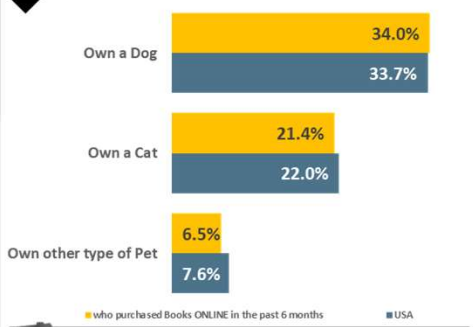
Own/Rent/Other: Adults 18 or older



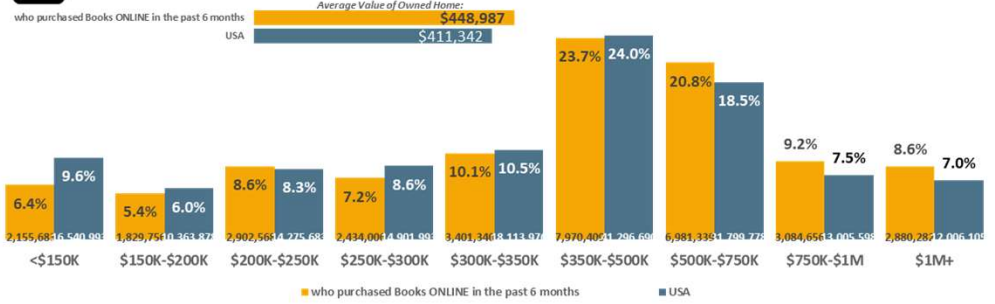
Type of Home: Adults 18 or older



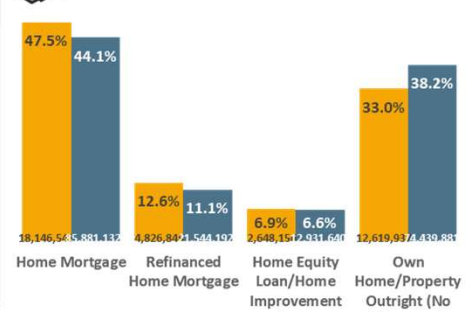
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,841

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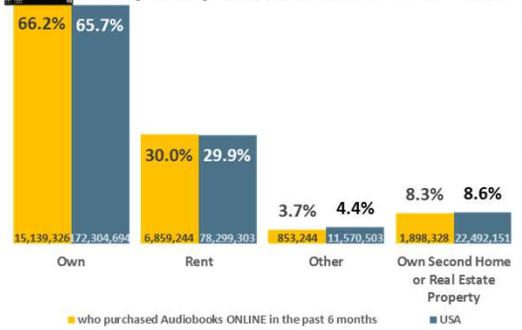
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Items bought on the Internet past 6 months:Entertainment: Books

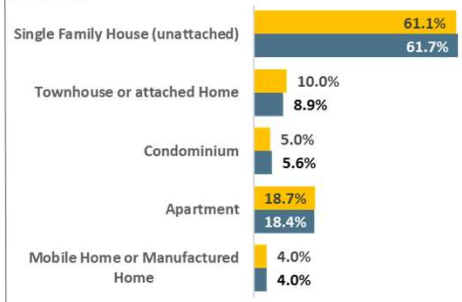


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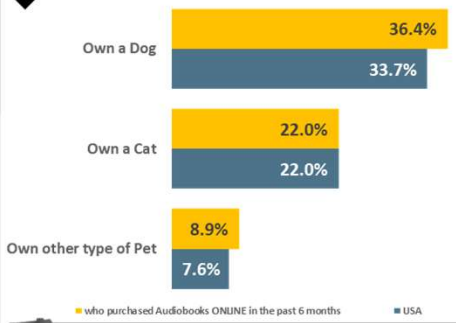
Own/Rent/Other: Adults 18 or older



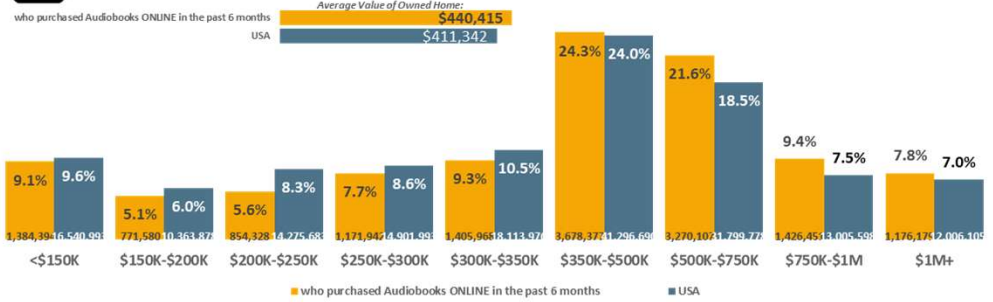
Type of Home: Adults 18 or older



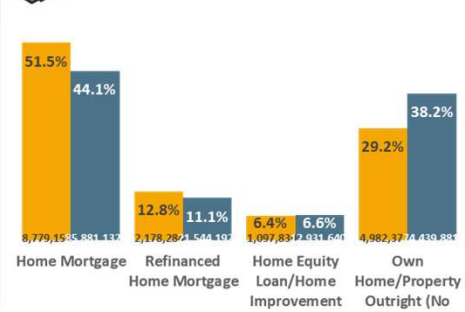
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,841

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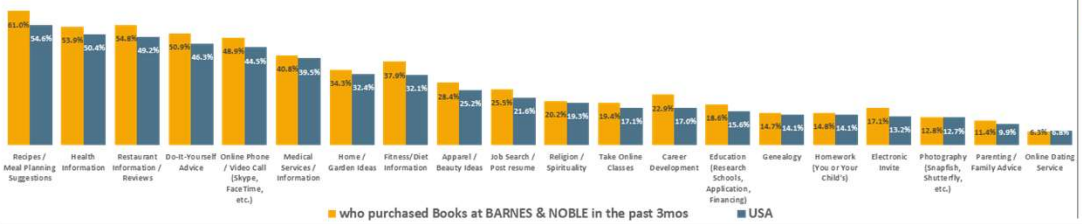
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Items bought on the Internet past 6 months:Entertainment: Audiobooks

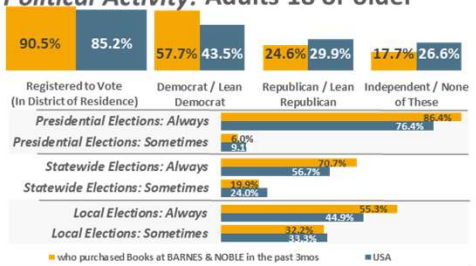
BARNES & NOBLE

7.7% or 20,121,437 of USA Adults 18 or older purchased Books at BARNES & NOBLE in the past 3mos. Adults 18 or older who purchased Books at BARNES & NOBLE in the past 3mos are 9.9% more likely to look up D-I-Y advice online, 23.3% more likely to always vote in local elections, 42.% more likely to belong to a gym, 26.6% more likely to fly domestic past

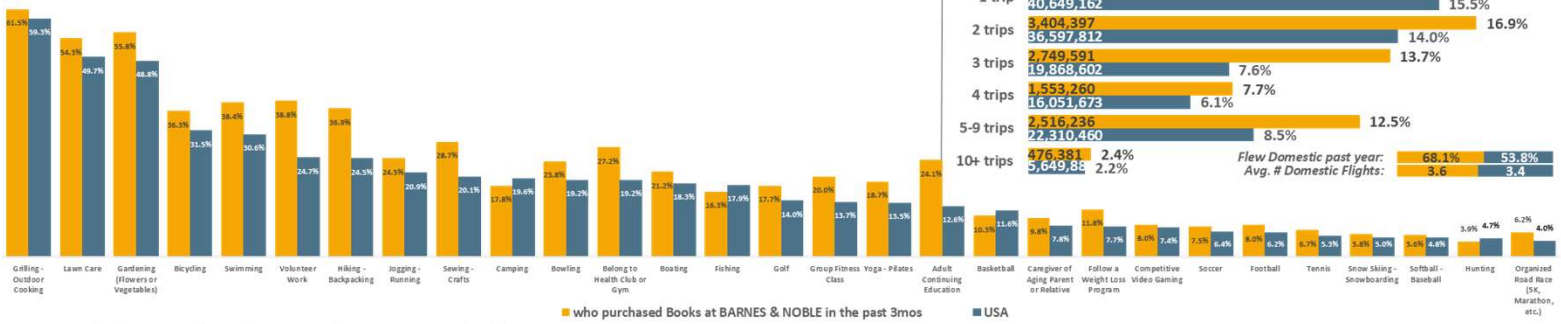
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,841

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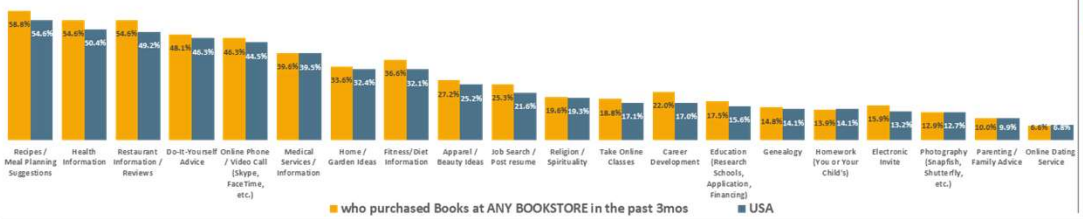
Stores/services bought past 3 months: Barnes & Noble



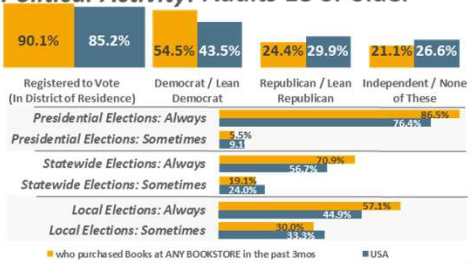
Bought at ANY BOOKSTORE

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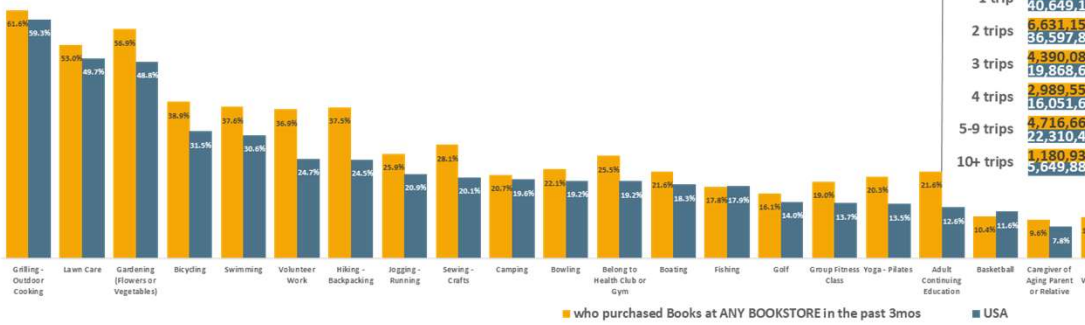
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



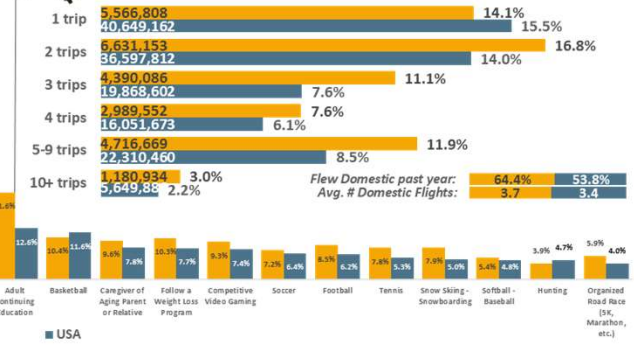
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,841

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Stores/services bought past 3 months: Any bookstore

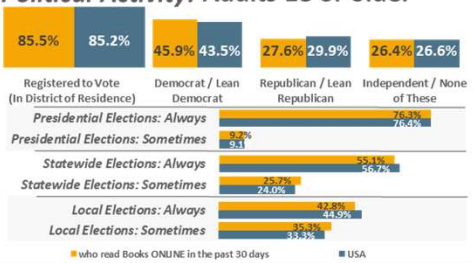


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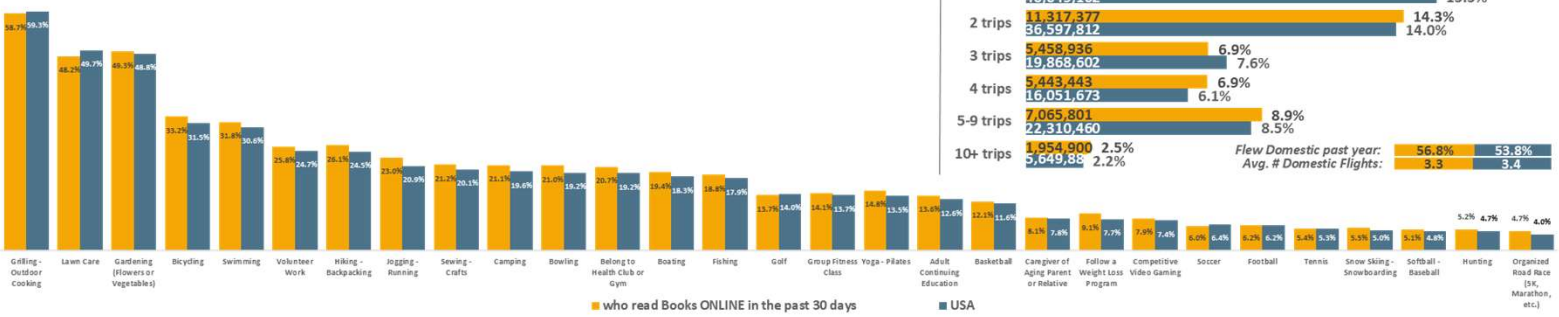
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,841

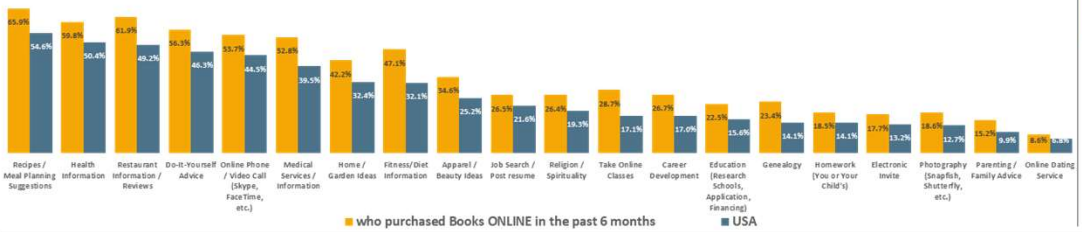
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Ways used Internet/apps past 30 days on any device:Entertainment: Read books

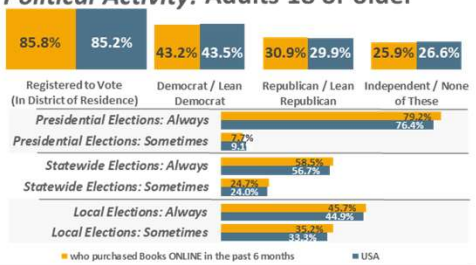


19.% or 49,912,412 of USA Adults 18 or older purchased Books ONLINE in the past 6 months.
Adults 18 or older who purchased Books ONLINE in the past 6 months are 21.6% more likely to look up D-I-Y advice online, 1.8% more likely to always vote in local elections, 7.8% more likely to belong to a gym, 11.9% more likely to fly domestic past yr.

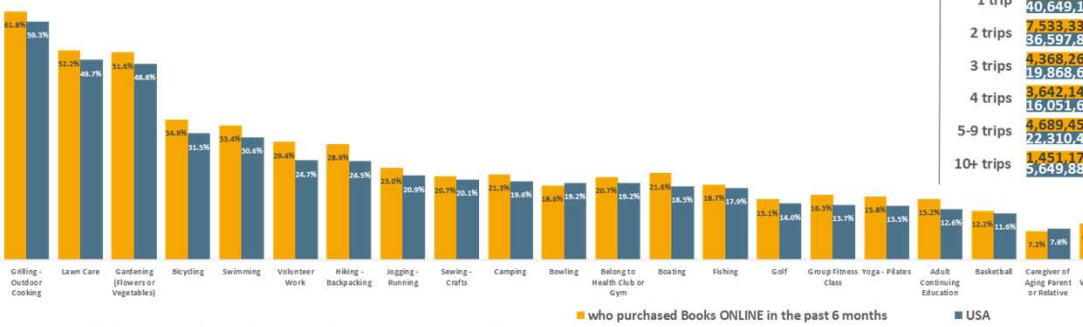
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



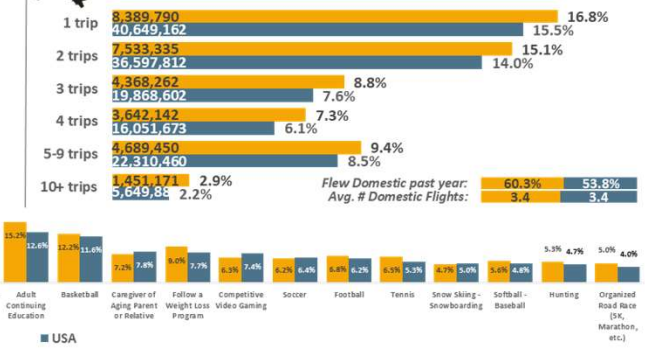
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,841

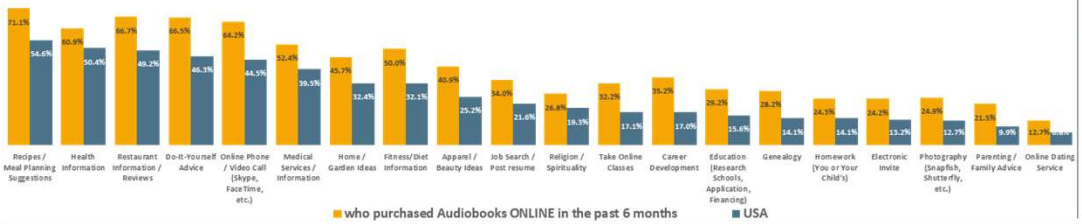
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Items bought on the Internet past 6 months:Entertainment: Books

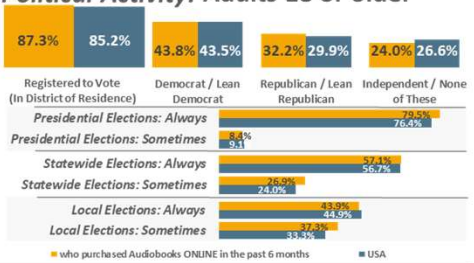


8.7% or 22,851,814 of USA Adults 18 or older purchased Audiobooks ONLINE in the past 6 months. Adults 18 or older who purchased Audiobooks ONLINE in the past 6 months are 43.5% more likely to look up D-I-Y advice online, 2.1% less likely to always vote in local elections, 2.5% more likely to belong to a gym, 15.6% more likely to fly domestic past y

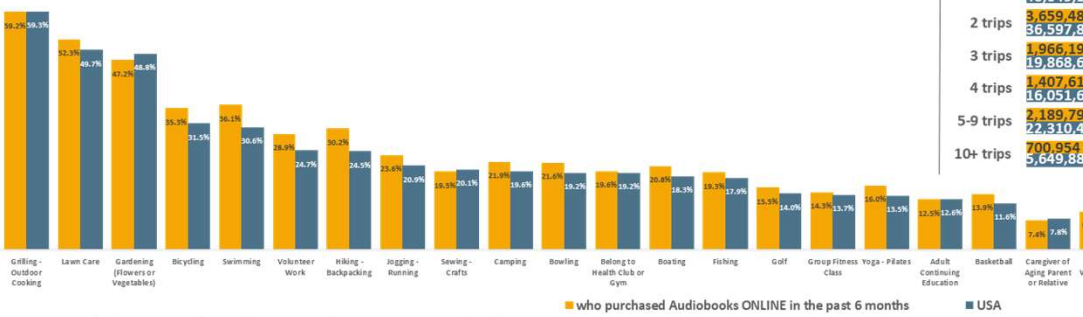
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



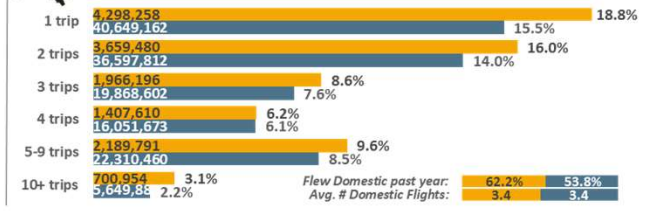
Political Activity: Adults 18 or older

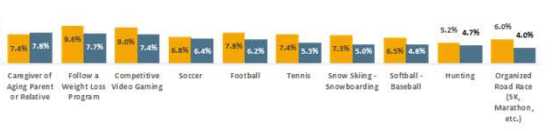


Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



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





USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,841*

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Items bought on the Internet past 6 months:Entertainment: Audiobooks

BARNES & NOBLE

7.7% or 20,121,437 of USA Adults 18 or older purchased Books at BARNES & NOBLE in the past 3mos. Adults 18 or older who purchased Books at BARNES & NOBLE in the past 3mos are 5.8% more likely to use QSRs past mo., 16.7% more likely to use Sit-Down Restaurants past mo., 4.3% less likely to use Casinos past yr., 37.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 93.8% 18,877,599 | 88.7% 232,489,836

Avg. Monthly QSR Meals: 7.6 | 6.4

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



Total Monthly Sit-Down Restaurant Users: 88.8% 17,859,305 | 76.1% 199,395,818

Avg. Monthly Sit-Down Restaurant Meals: 4.4 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who purchased Books at BARNES & NOBLE in the past... 4,627,040 23.0%

USA [illegible] 17.4%

Drank Past 30-days: Adults 18 or older

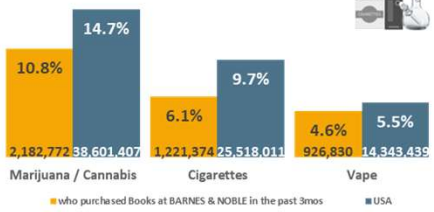


Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





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Stores/services bought past 3 months: Barnes & Noble



Bought at ANY BOOKSTORE

15.1% or 39,557,008 of USA Adults 18 or older purchased Books at ANY BOOKSTORE in the past 3mos. Adults 18 or older who purchased Books at ANY BOOKSTORE in the past 3mos are 4.1% more likely to use QSRs past mo., 14.% more likely to use Sit-Down Restaurants past mo., 6.8% less likely to use Casinos past yr., 34.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

92.3% | 88.7%

36,506,986 | 232,489,836

Avg. Monthly QSR Meals:

7.1 | 6.4

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



Total Monthly Sit-Down Restaurant Users:

86.7% | 76.1%

34,310,693 | 199,395,818

Avg. Monthly Sit-Down Restaurant Meals:

4.4 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who purchased Books at ANY BOOKSTORE in the past... 8,715,725 | 22.0%

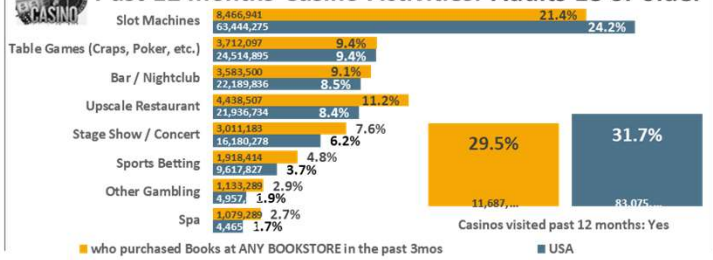
USA [illegible] | 17.4%

Drank Past 30-days: Adults 18 or older



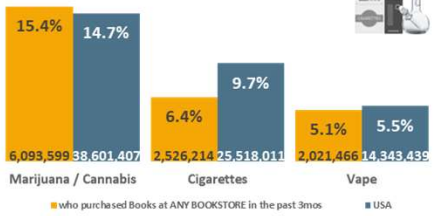
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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Stores/services bought past 3 months: Any bookstore



30.3% or 79,368,427 of USA Adults 18 or older read Books ONLINE in the past 30 days.
Adults 18 or older who read Books ONLINE in the past 30 days are .8% more likely to use QSRs past mo., 1.1% more likely to use Sit-Down Restaurants past mo., 3.9% less likely to use Casinos past yr., 5.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 89.4% 88.7%
70,952,074 232,489,836

Avg. Monthly QSR Meals: 6.3 6.4

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



Total Monthly Sit-Down Restaurant Users: 76.9% 76.1%
61,003,549 199,395,818

Avg. Monthly Sit-Down Restaurant Meals: 4.0 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



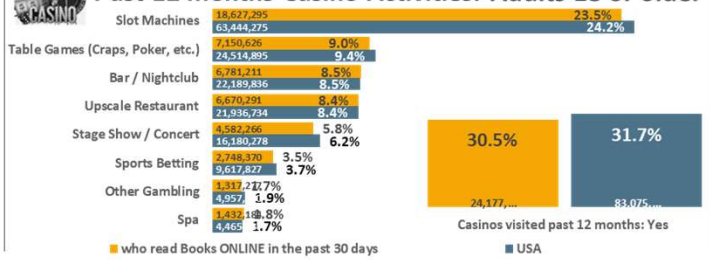
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who read Books ONLINE in the past 30 days 19.0%
USA 17.4%

Drank Past 30-days: Adults 18 or older



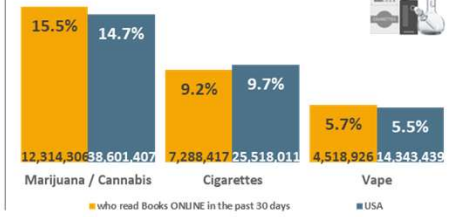
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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Ways used Internet/apps past 30 days on any device:Entertainment: Read books



19.% or 49,912,412 of USA Adults 18 or older purchased Books ONLINE in the past 6 months.
Adults 18 or older who purchased Books ONLINE in the past 6 months are .3% more likely to use QSRs past mo., 5.1% more likely to use Sit-Down Restaurants past mo., 4.3% less likely to use Casinos past yr., 22.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 88.9% 88.7% — 44,391,340 — 232,489,836

Avg. Monthly QSR Meals: 6.4 6.4

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



Total Monthly Sit-Down Restaurant Users: 79.9% 76.1% — 39,903,515 — 199,395,818

Avg. Monthly Sit-Down Restaurant Meals: 4.1 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who purchased Books ONLINE in the past 6 months 9,759,644 19.6%

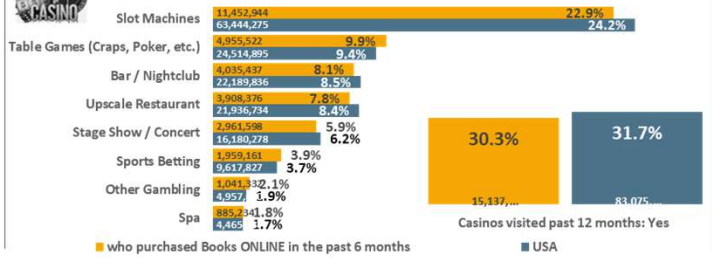
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Items bought on the Internet past 6 months:Entertainment: Books



Bought Audiobooks Online past 6mo.

8.7% or 22,851,814 of USA Adults 18 or older purchased Audiobooks ONLINE in the past 6 months. Adults 18 or older who purchased Audiobooks ONLINE in the past 6 months are 1.3% more likely to use QSRs past mo., 4.6% more likely to use Sit-Down Restaurants past mo., 1.5% more likely to use Casinos past yr., 34.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

89.8% | 88.7%

20,528,130 | 232,489,836

Avg. Monthly QSR Meals:

6.4 | 6.4

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



Total Monthly Sit-Down Restaurant Users:

79.5% | 76.1%

18,172,133 | 199,395,818

Avg. Monthly Sit-Down Restaurant Meals:

4.1 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who purchased Audiobooks ONLINE in the past 6 months 4,182,486 — 18.3%

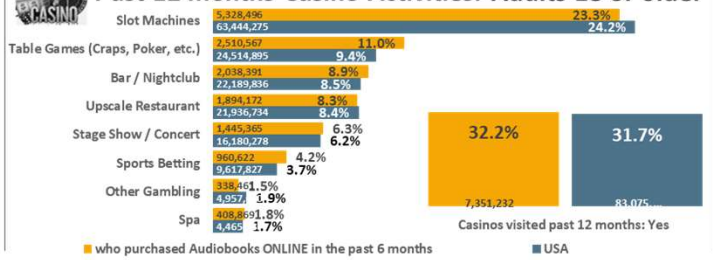
USA — 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Items bought on the Internet past 6 months:Entertainment: Audiobooks

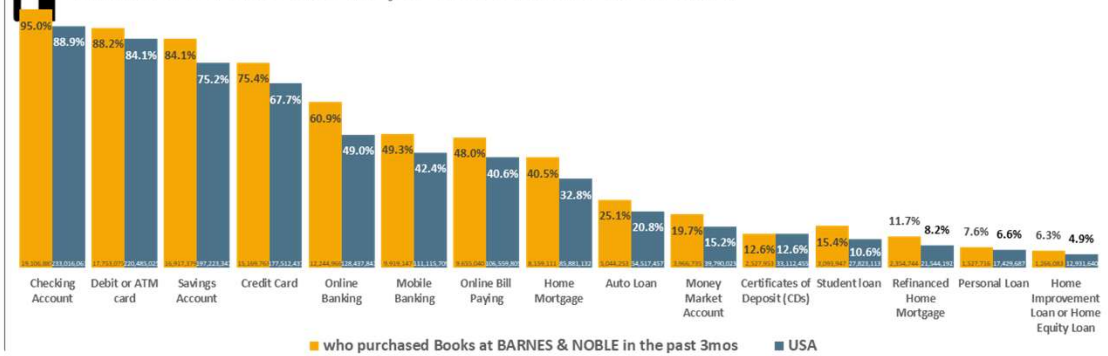
BARNES & NOBLE

7.7% or 20,121,437 of USA Adults 18 or older purchased Books at BARNES & NOBLE in the past 3mos. Adults 18 or older who purchased Books at BARNES & NOBLE in the past 3mos are 19.5% more likely to have a 401K, 20.6% more likely to have an Auto Loan, 20.9% more likely to Invest/Trade Stocks Online, 7.4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



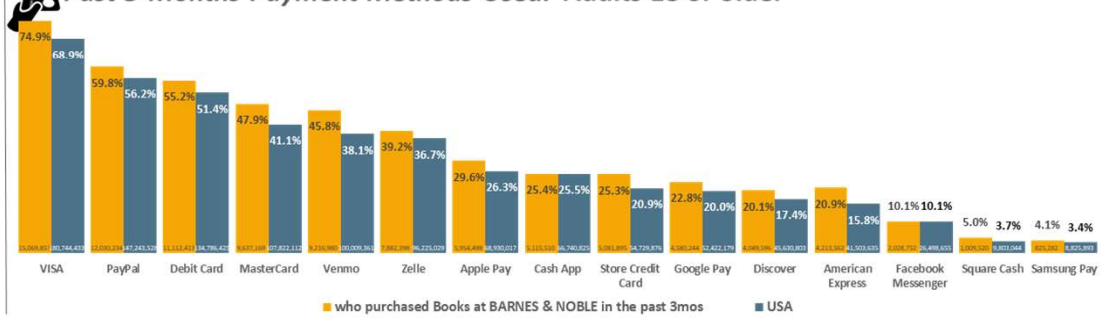
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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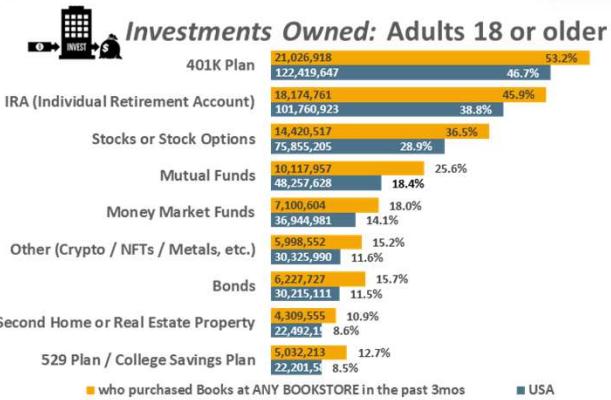
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Stores/services bought past 3 months: Barnes & Noble

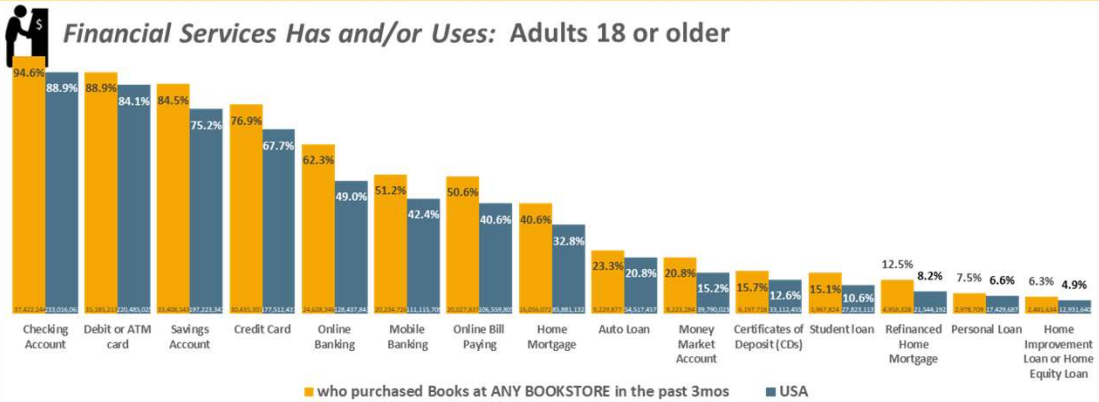


15.1% or 39,557,008 of USA Adults 18 or older purchased Books at ANY BOOKSTORE in the past 3mos. Adults 18 or older who purchased Books at ANY BOOKSTORE in the past 3mos are 13.8% more likely to have a 401K, 12.2% more likely to have an Auto Loan, 33.2% more likely to Invest/Trade Stocks Online, 6.8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



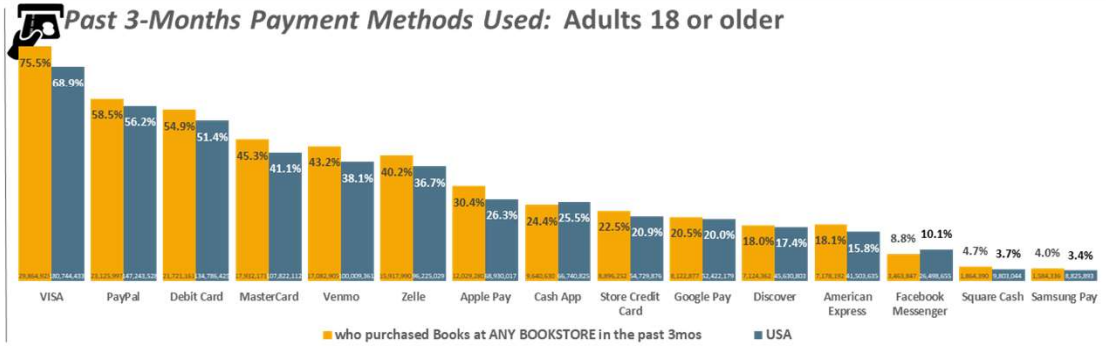
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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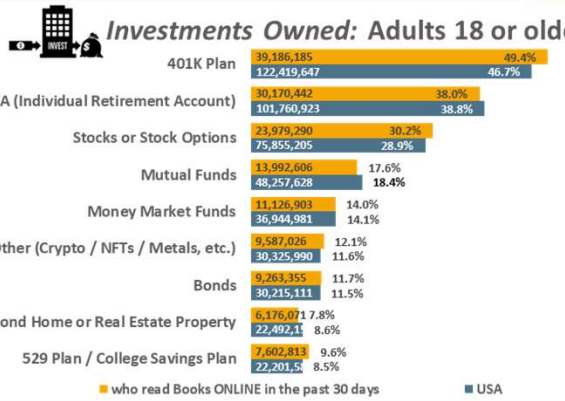
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Stores/services bought past 3 months: Any bookstore

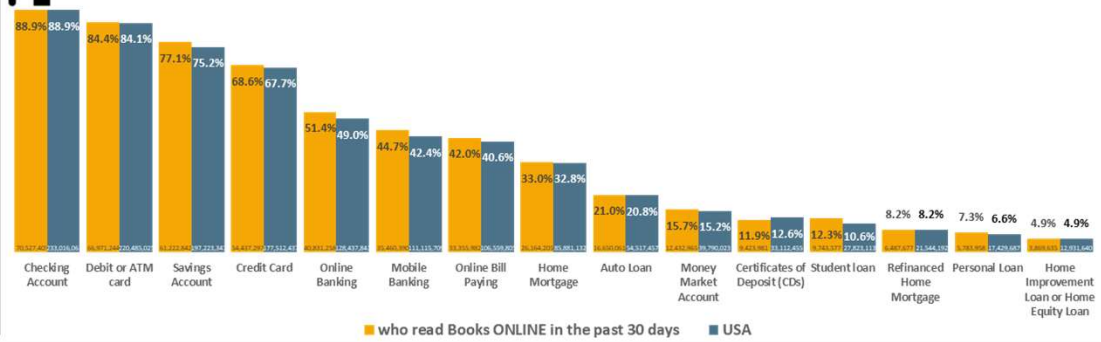


30.3% or 79,368,427 of USA Adults 18 or older read Books ONLINE in the past 30 days.
Adults 18 or older who read Books ONLINE in the past 30 days are 5.7% more likely to have a 401K, .9% more likely to have an Auto Loan, 3.9% more likely to Invest/Trade Stocks Online, 1.3% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

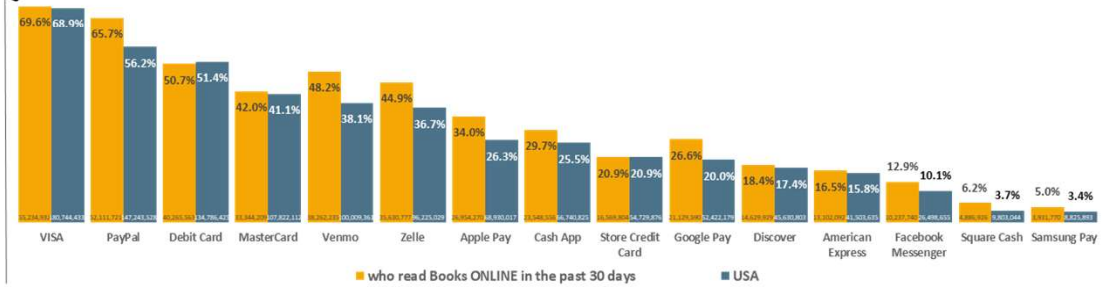


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Ways used Internet/apps past 30 days on any device:Entertainment: Read books

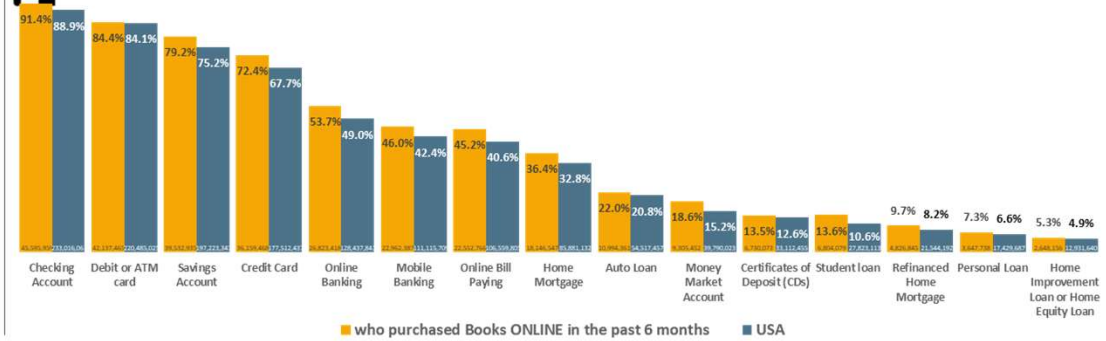


19.% or 49,912,412 of USA Adults 18 or older purchased Books ONLINE in the past 6 months.
Adults 18 or older who purchased Books ONLINE in the past 6 months are 12.6% more likely to have a 401K, 5.9% more likely to have an Auto Loan, 16.9% more likely to Invest/Trade Stocks Online, 9.1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



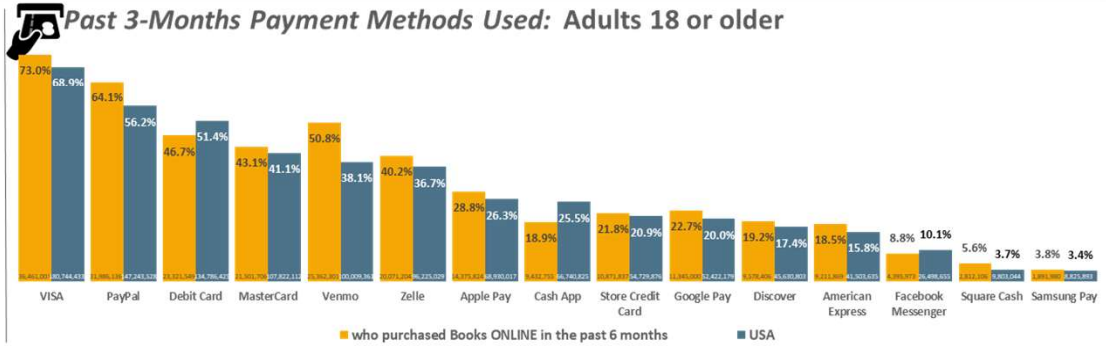
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,841

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Items bought on the Internet past 6 months:Entertainment: Books

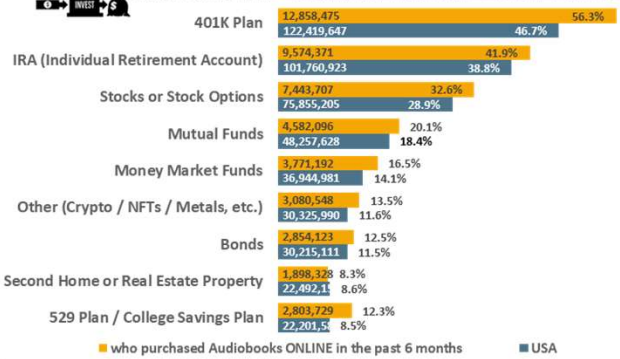


Bought Audiobooks Online past 6mo.

8.7% or 22,851,814 of USA Adults 18 or older purchased Audiobooks ONLINE in the past 6 months. Adults 18 or older who purchased Audiobooks ONLINE in the past 6 months are 20.5% more likely to have a 401K, 7.3% more likely to have an Auto Loan, 34.3% more likely to Invest/Trade Stocks Online, 7.7% less likely to pay with their Debit Card.

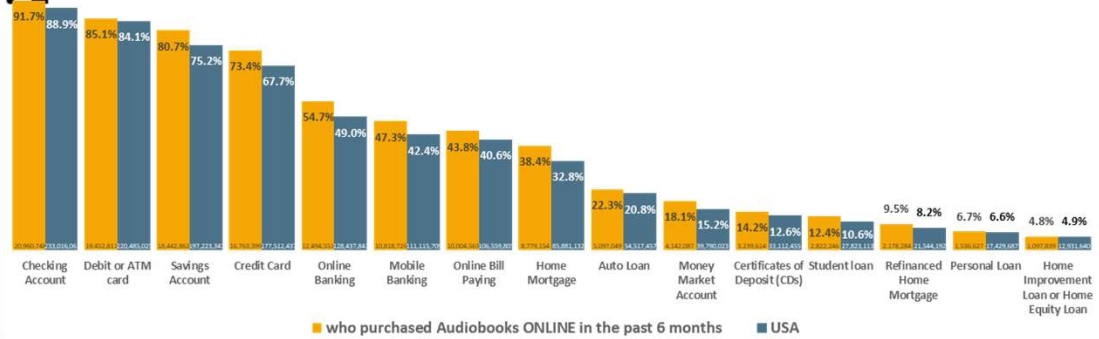
Investments Owned: Adults 18 or older





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





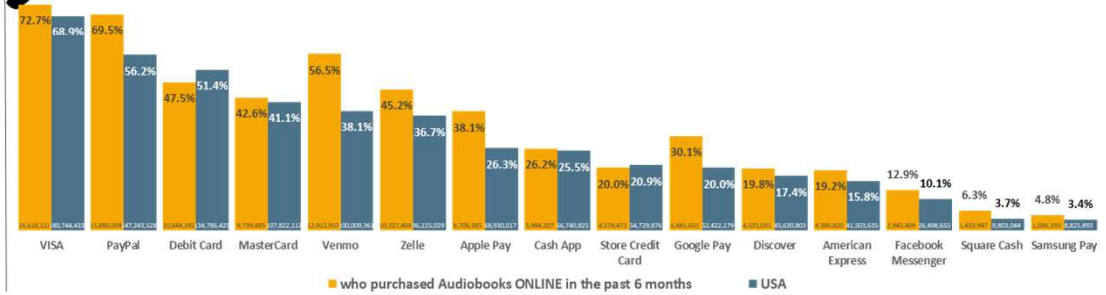
Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,841

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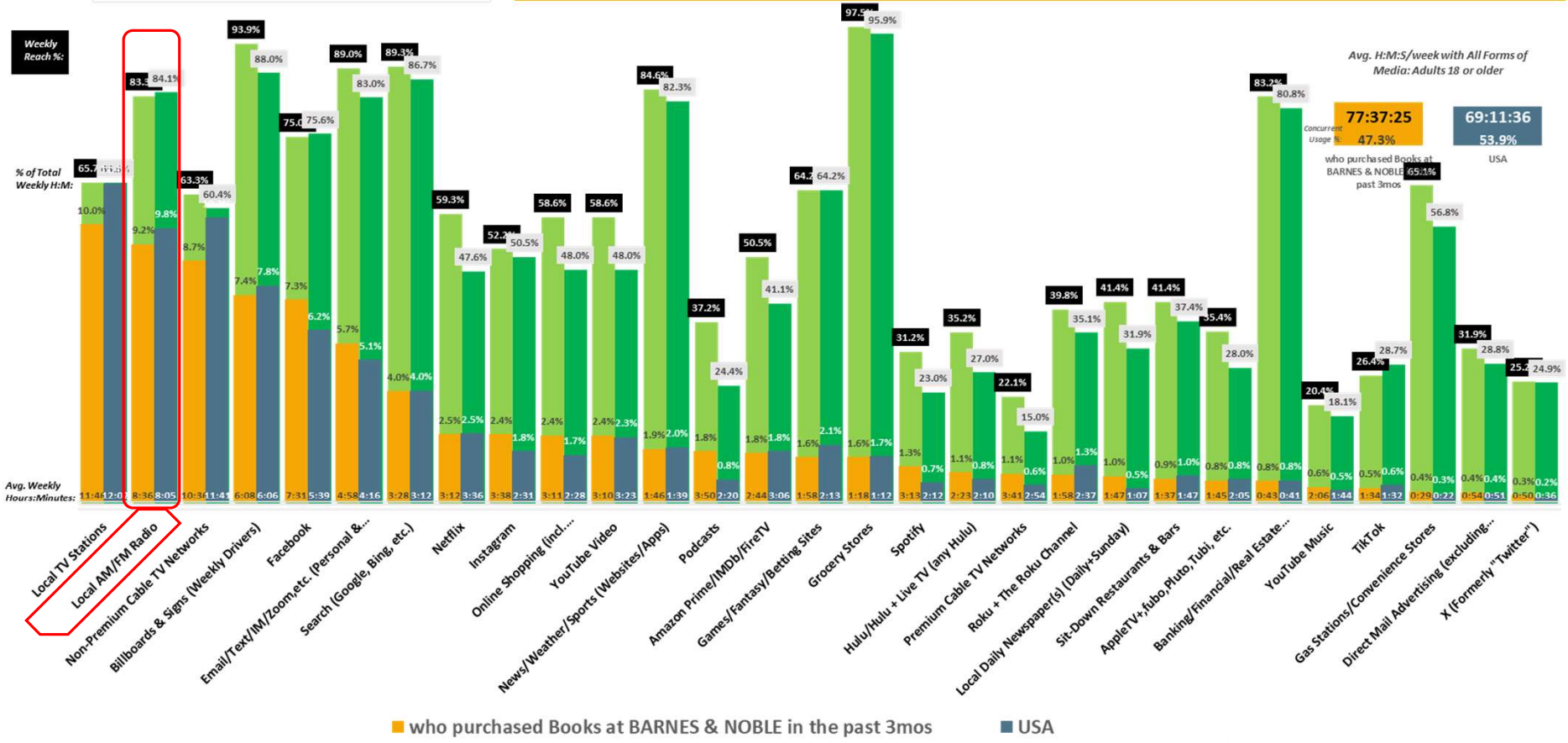
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Items bought on the Internet past 6 months:Entertainment: Audiobooks

BARNES & NOBLE

Adults 18 or older who purchased Books at BARNES & NOBLE in the past 3mos spend an average of 3 days, 5 hours, 37 minutes and 25 seconds each week with All Forms of Media.

83.3% of Adults 18 or older who purchased Books at BARNES & NOBLE in the past 3mos spend an avg. of 8 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.

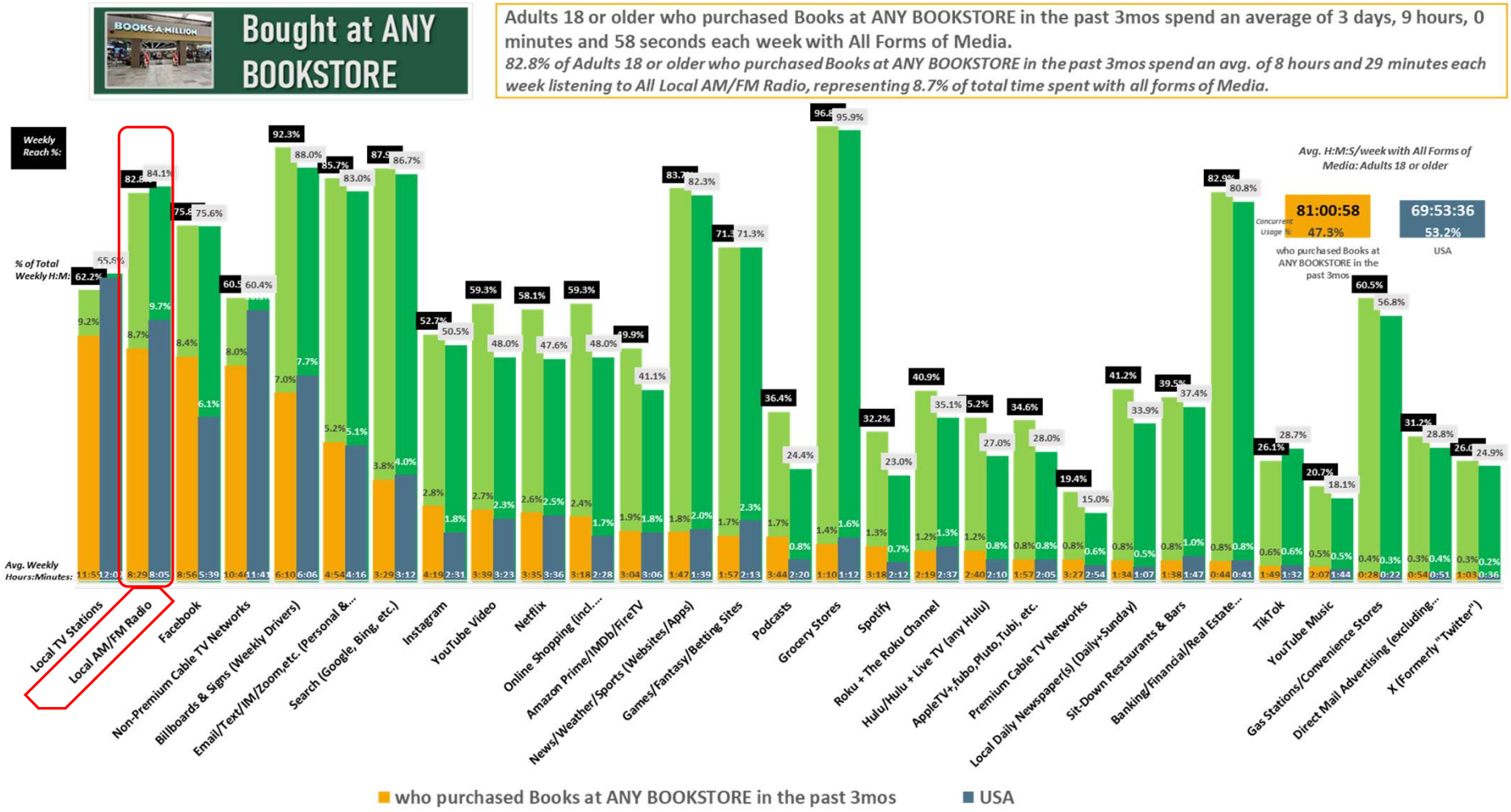


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Stores/services bought past 3 months: Barnes & Noble



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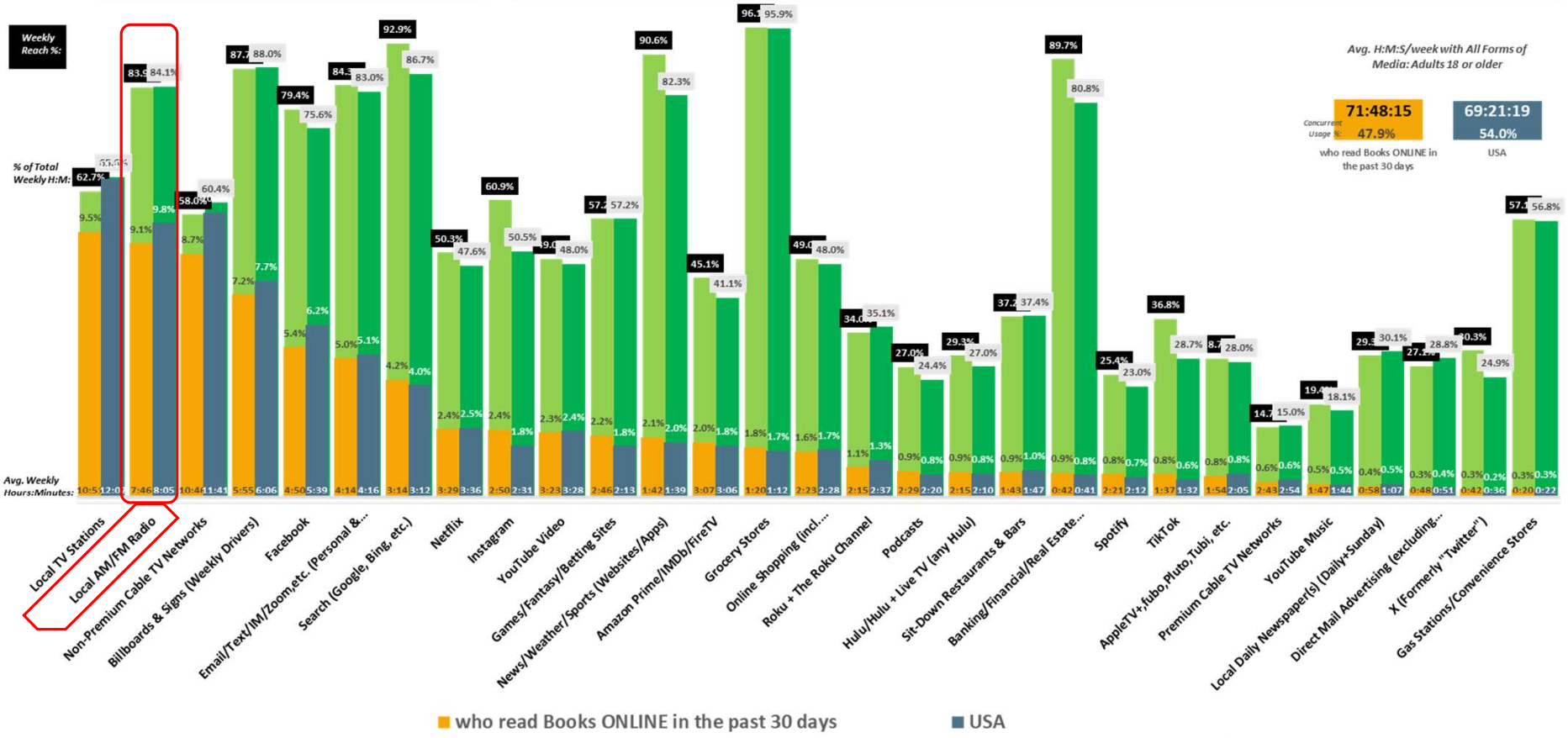
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Stores/services bought past 3 months: Any bookstore



Adults 18 or older who read Books ONLINE in the past 30 days spend an average of 2 days, 23 hours, 48 minutes and 15 seconds each week with All Forms of Media.

83.9% of Adults 18 or older who read Books ONLINE in the past 30 days spend an avg. of 7 hours and 46 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



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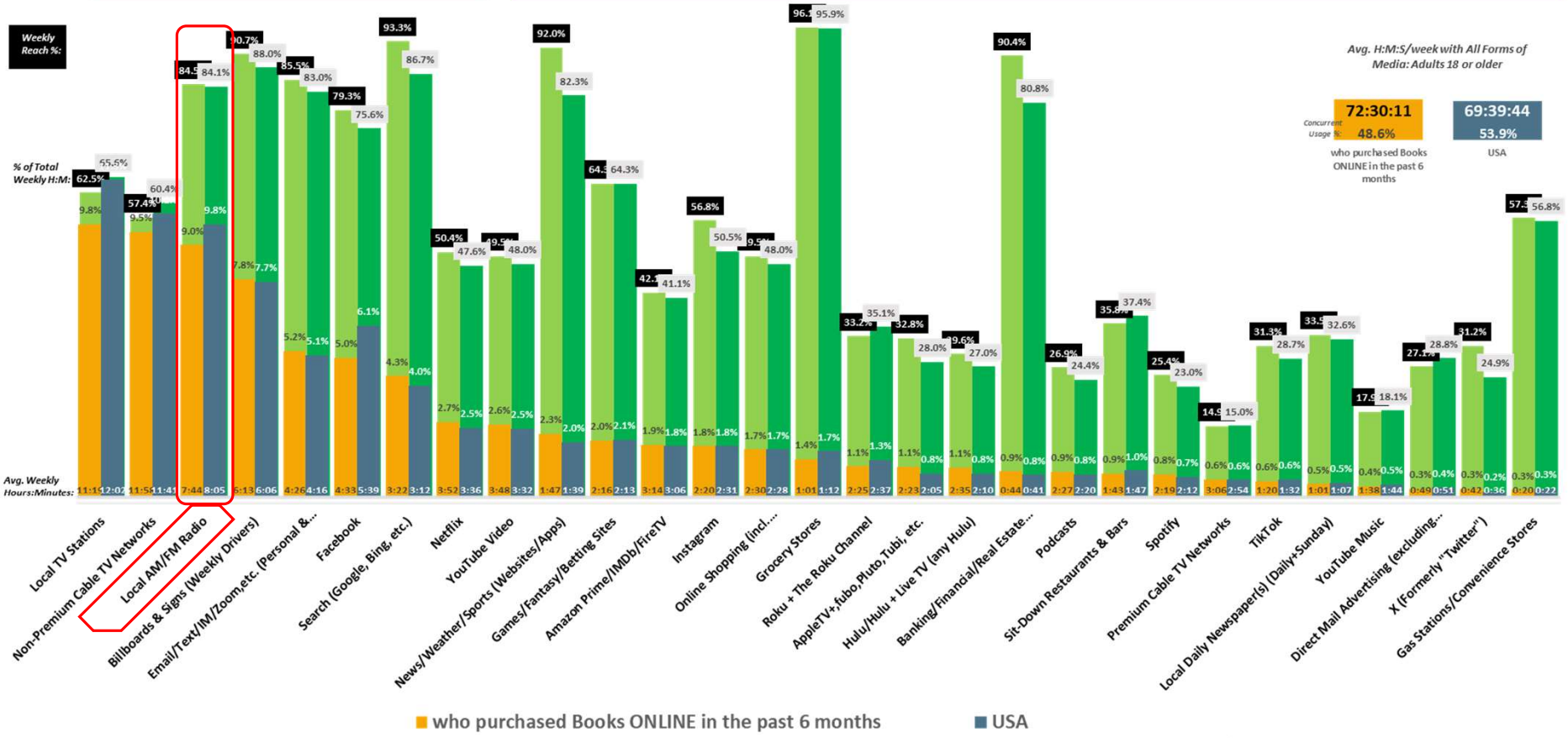
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Ways used Internet/apps past 30 days on any device:Entertainment: Read books



Adults 18 or older who purchased Books ONLINE in the past 6 months spend an average of 3 days, 0 hours, 30 minutes and 11 seconds each week with All Forms of Media.

84.5% of Adults 18 or older who purchased Books ONLINE in the past 6 months spend an avg. of 7 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.

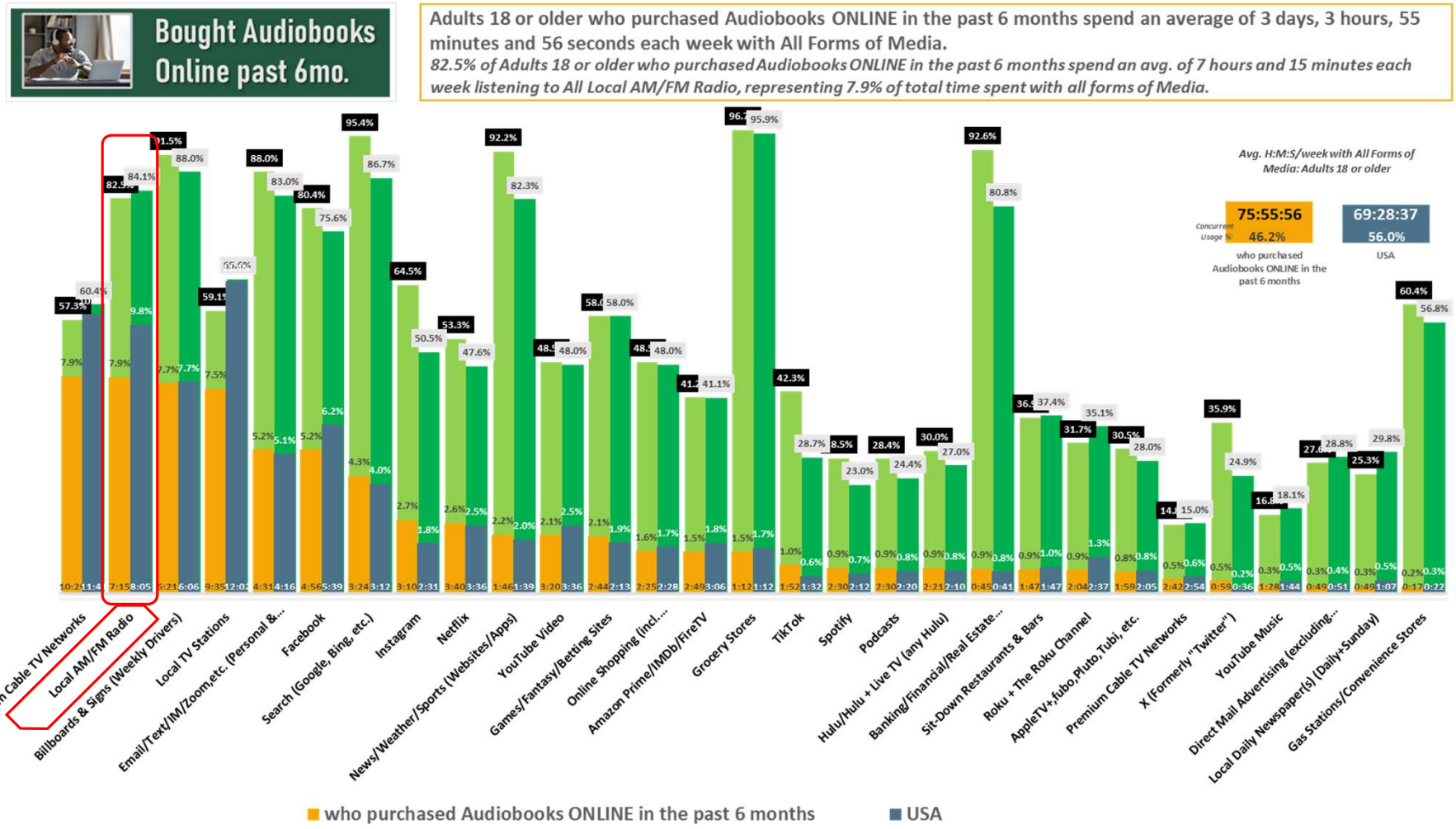


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Items bought on the Internet past 6 months:Entertainment: Books



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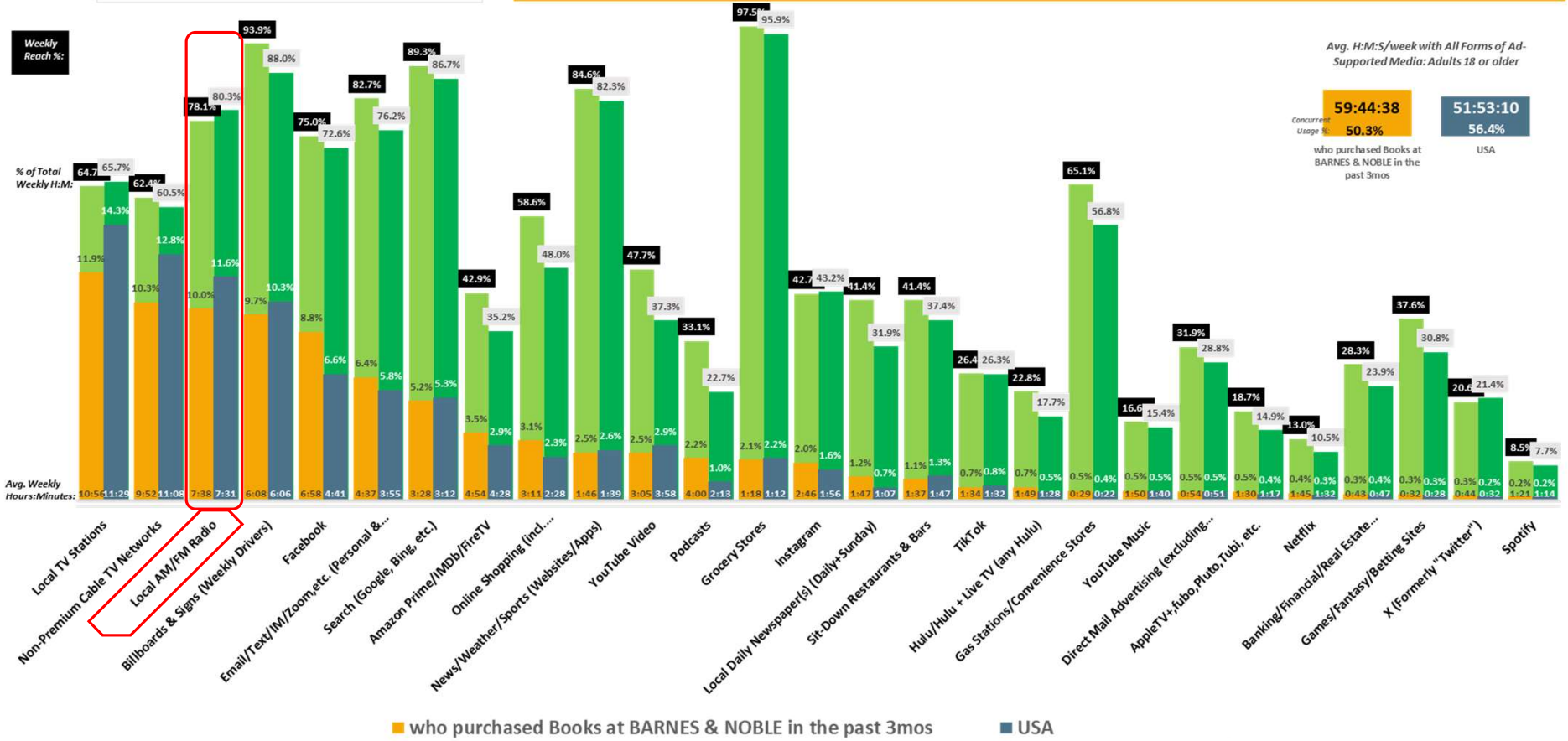
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Items bought on the Internet past 6 months:Entertainment: Audiobooks

BARNES & NOBLE

Adults 18 or older who purchased Books at BARNES & NOBLE in the past 3mos spend an average of 2 days, 11 hours, 44 minutes and 38 seconds each week with All Forms of Ad-Supported Media.

78.1% of Adults 18 or older who purchased Books at BARNES & NOBLE in the past 3mos spend an avg. of 7 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Media.

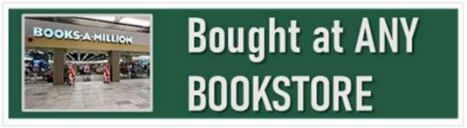


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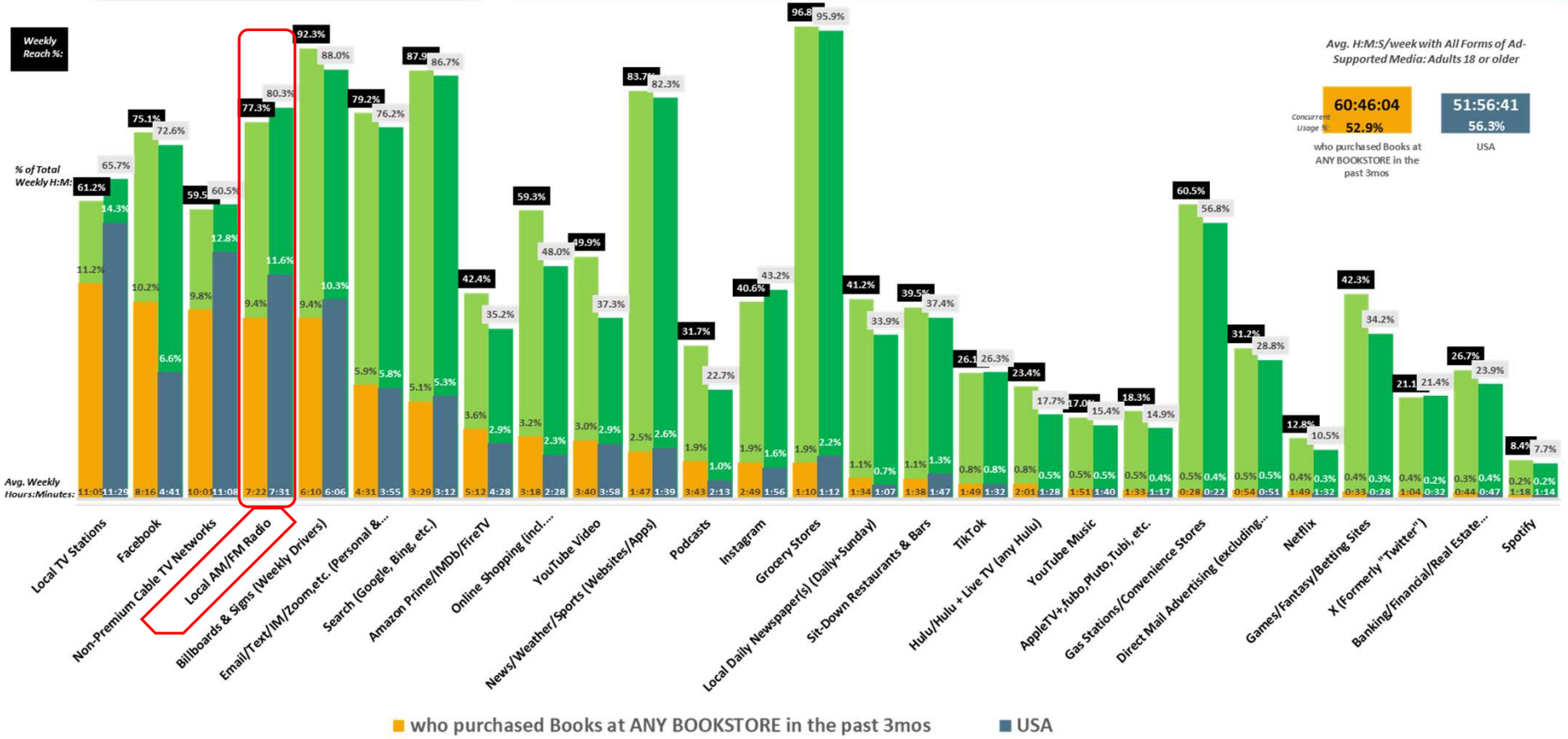
Stores/services bought past 3 months: Barnes & Noble



Bought at ANY BOOKSTORE

Adults 18 or older who purchased Books at ANY BOOKSTORE in the past 3mos spend an average of 2 days, 12 hours, 46 minutes and 4 seconds each week with All Forms of Ad-Supported Media.

77.3% of Adults 18 or older who purchased Books at ANY BOOKSTORE in the past 3mos spend an avg. of 7 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.



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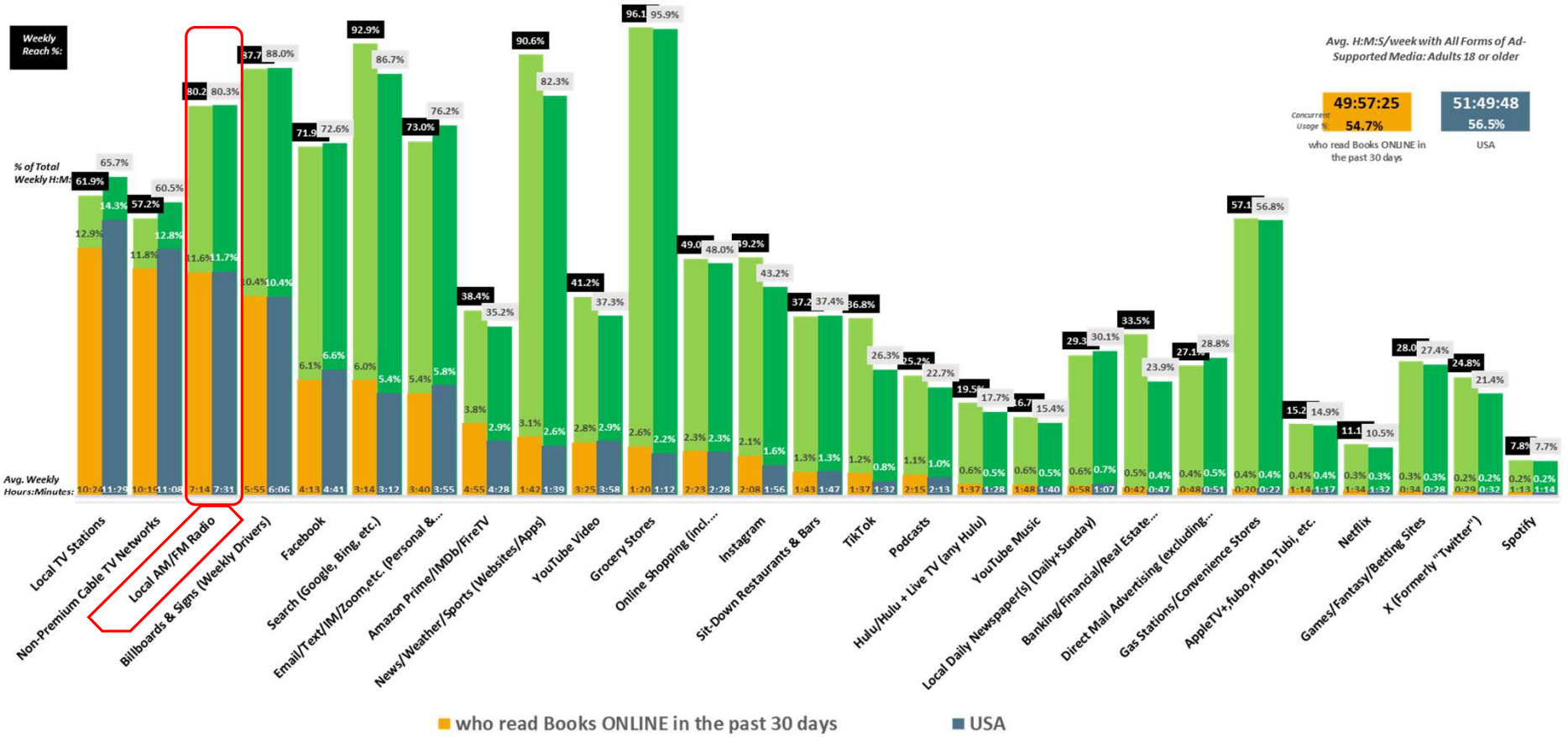
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Stores/services bought past 3 months: Any bookstore



Adults 18 or older who read Books ONLINE in the past 30 days spend an average of 2 days, 1 hours, 57 minutes and 25 seconds each week with All Forms of Ad-Supported Media.

80.2% of Adults 18 or older who read Books ONLINE in the past 30 days spend an avg. of 7 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported Media.

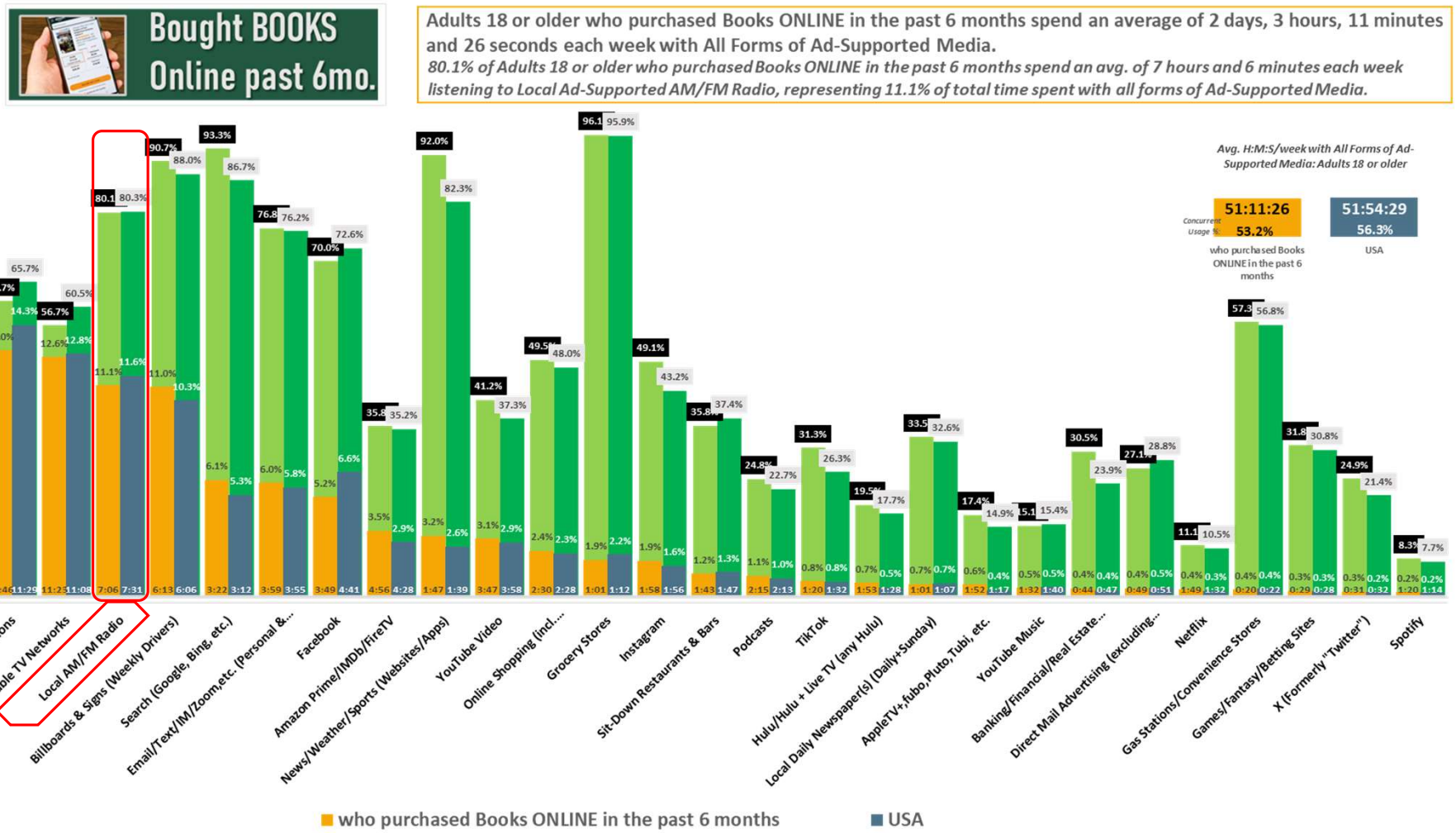


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Ways used Internet/apps past 30 days on any device:Entertainment: Read books



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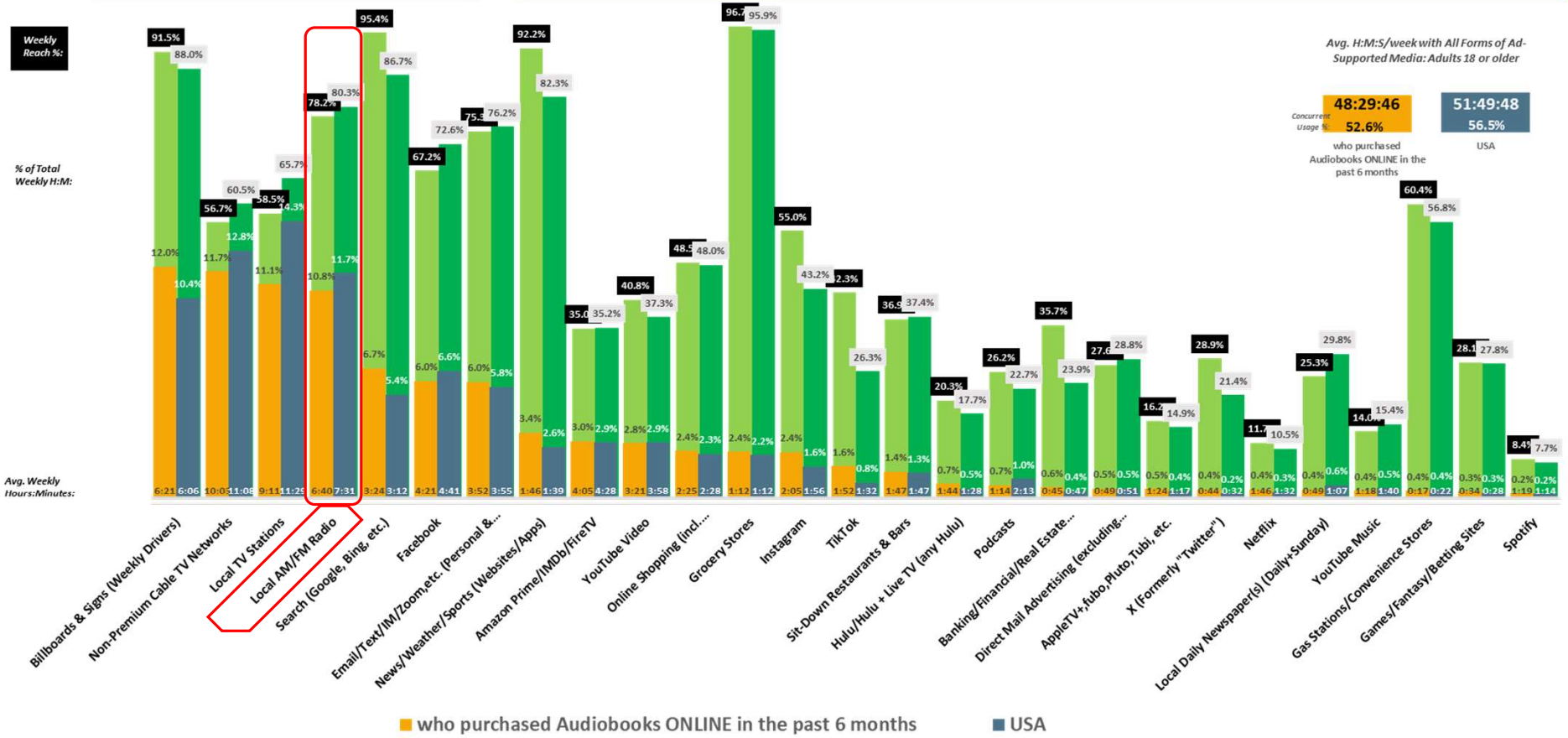
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Items bought on the Internet past 6 months:Entertainment: Books



Adults 18 or older who purchased Audiobooks ONLINE in the past 6 months spend an average of 2 days, 0 hours, 29 minutes and 46 seconds each week with All Forms of Ad-Supported Media.

78.2% of Adults 18 or older who purchased Audiobooks ONLINE in the past 6 months spend an avg. of 6 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.



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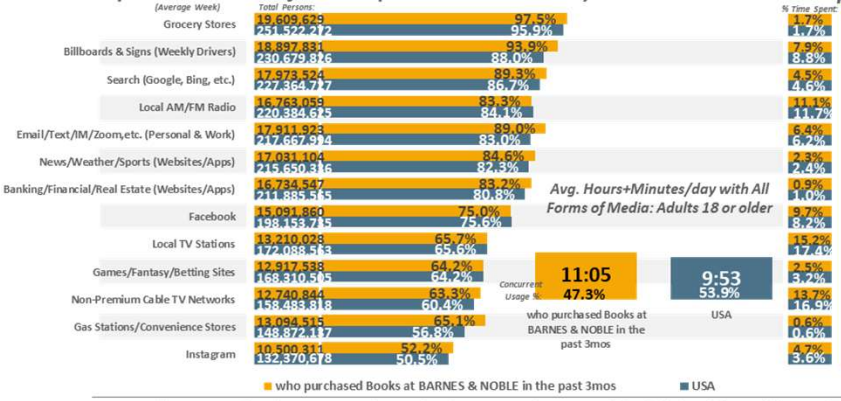
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Items bought on the Internet past 6 months:Entertainment: Audiobooks

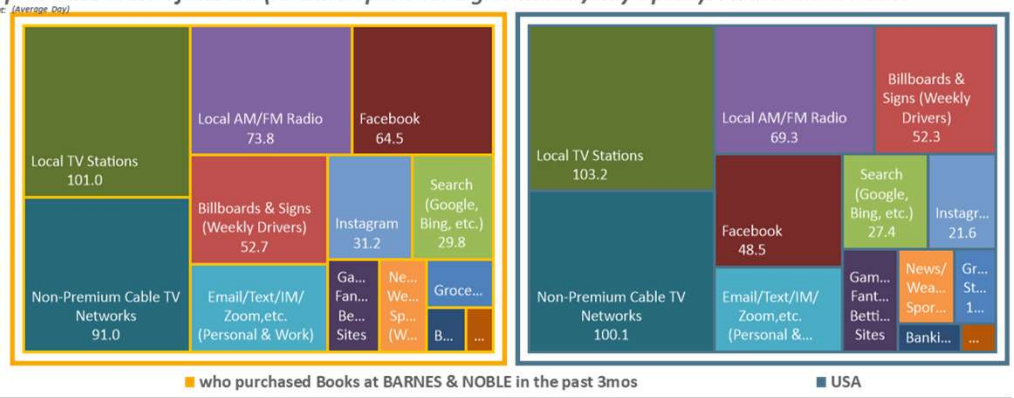
BARNES & NOBLE

Adults 18 or older who purchased Books at BARNES & NOBLE in the past 3mos spend an average of 8 hours and 32 minutes each day with All Forms of Ad-Supported Media. 78.1% listen to Local AM/FM Radio for an avg. of 65.4 minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

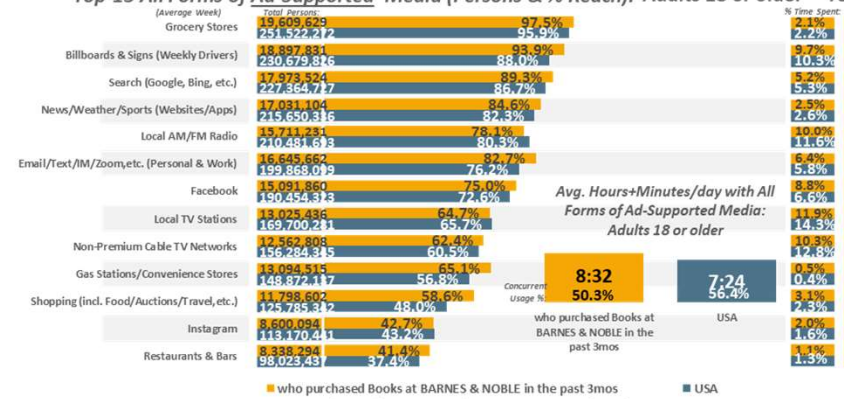
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



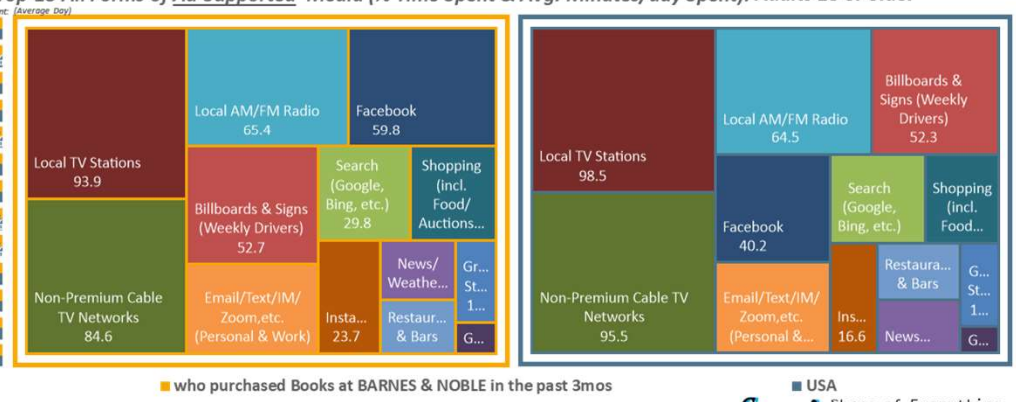
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



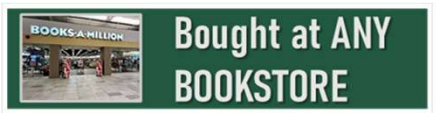
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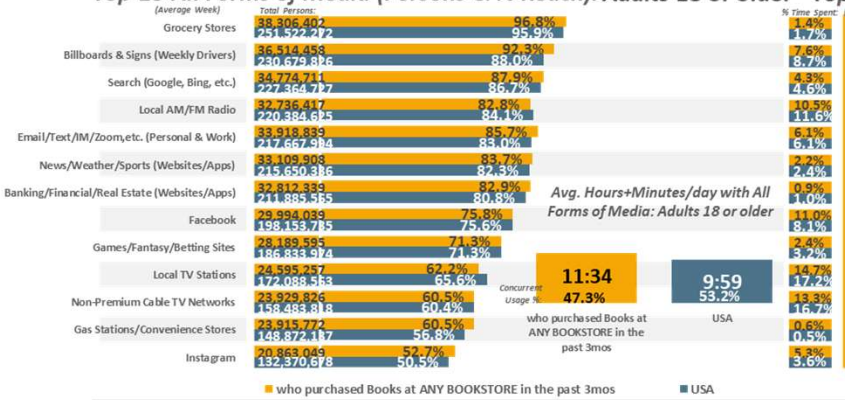
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Stores/services bought past 3 months: Barnes & Noble

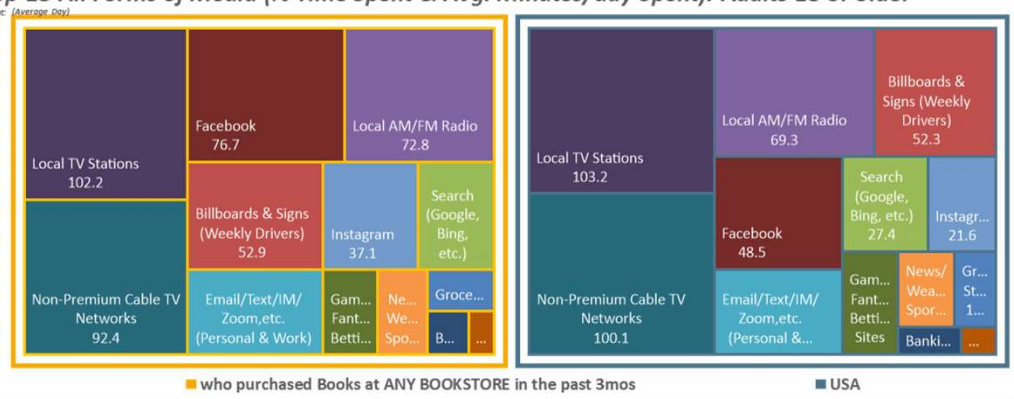


Adults 18 or older who purchased Books at ANY BOOKSTORE in the past 3mos spend an average of 8 hours and 40 minutes each day with All Forms of Ad-Supported Media. 77.3% listen to Local AM/FM Radio for an avg. of 63.3 minutes/day. *(Local Radio delivers 9.4% of Time with Ad-Supported Media.)*

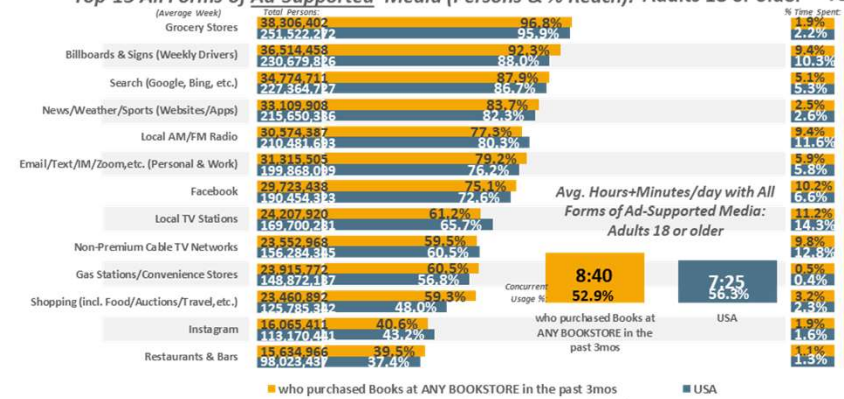
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



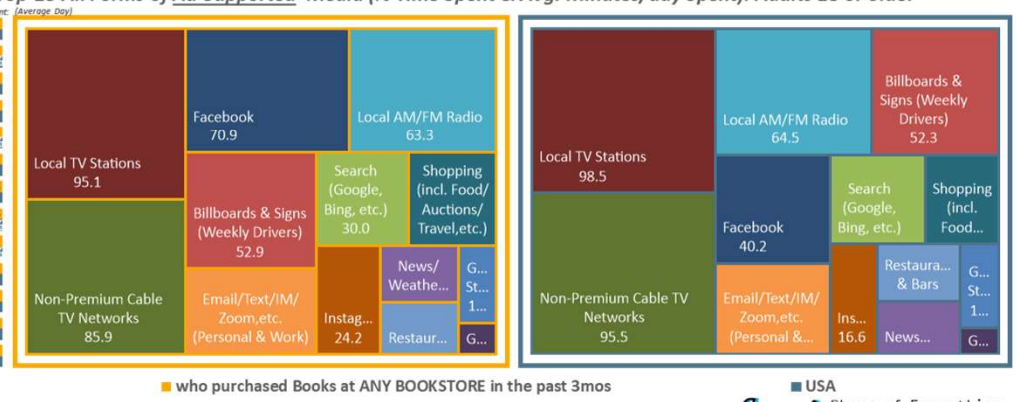
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



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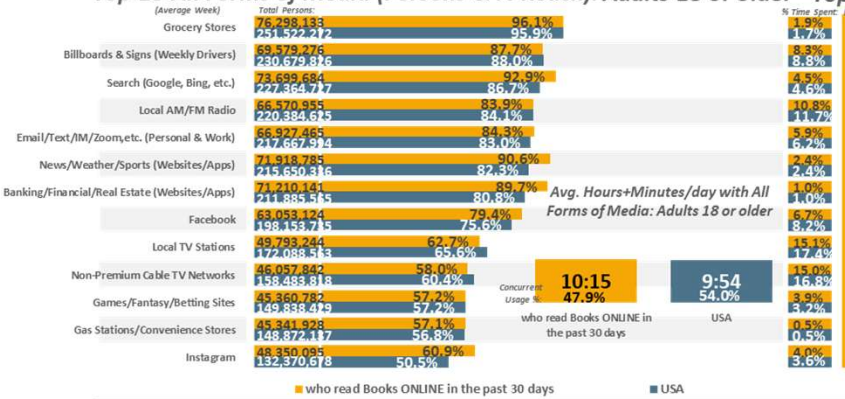
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Stores/services bought past 3 months: Any bookstore

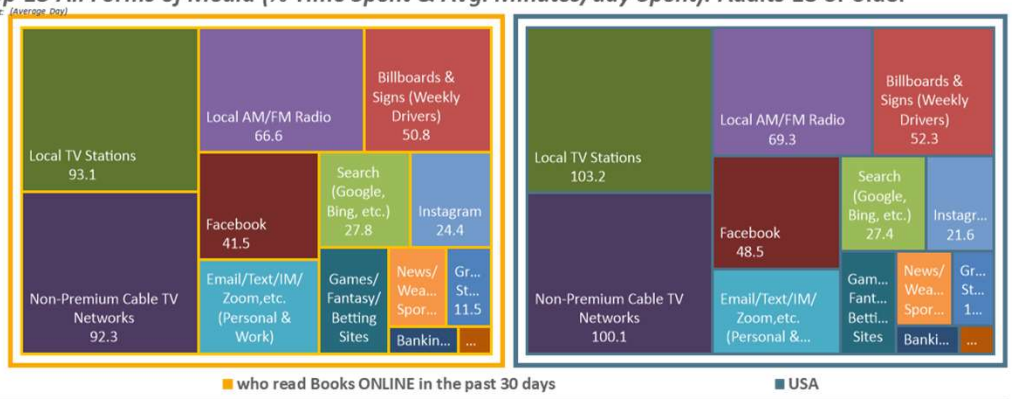


Adults 18 or older who read Books ONLINE in the past 30 days spend an average of 7 hours and 8 minutes each day with All Forms of Ad-Supported Media. 80.2% listen to Local AM/FM Radio for an avg. of 62. minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

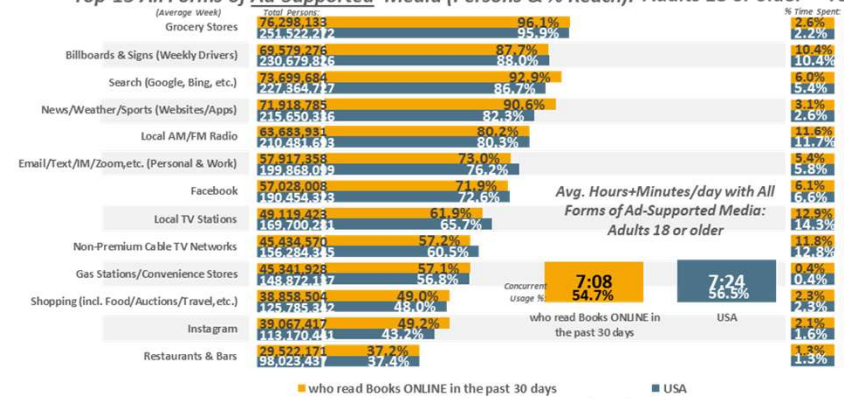
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



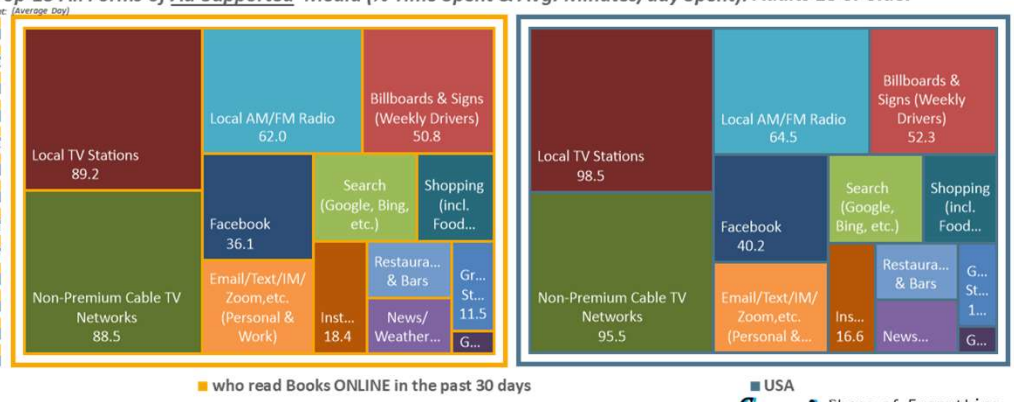
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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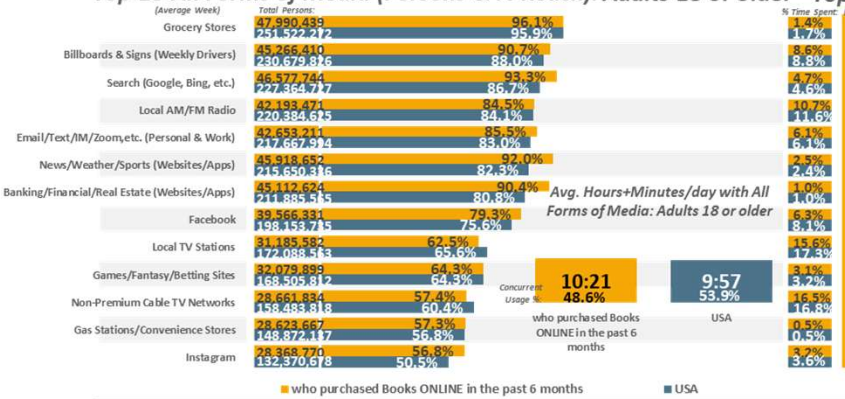
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Ways used Internet/apps past 30 days on any device:Entertainment: Read books

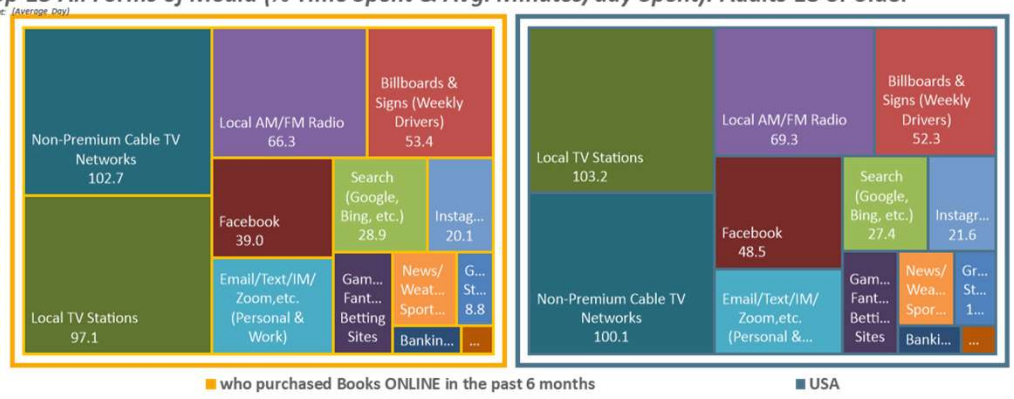


Adults 18 or older who purchased Books ONLINE in the past 6 months spend an average of 7 hours and 18 minutes each day with All Forms of Ad-Supported Media. 80.1% listen to Local AM/FM Radio for an avg. of 61. minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

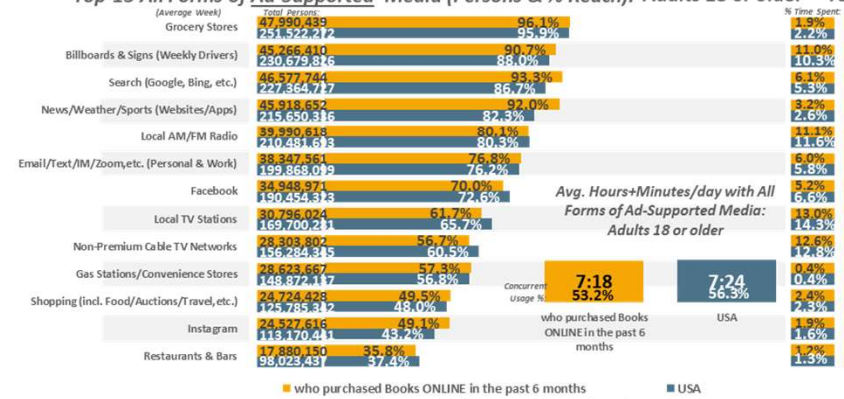
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



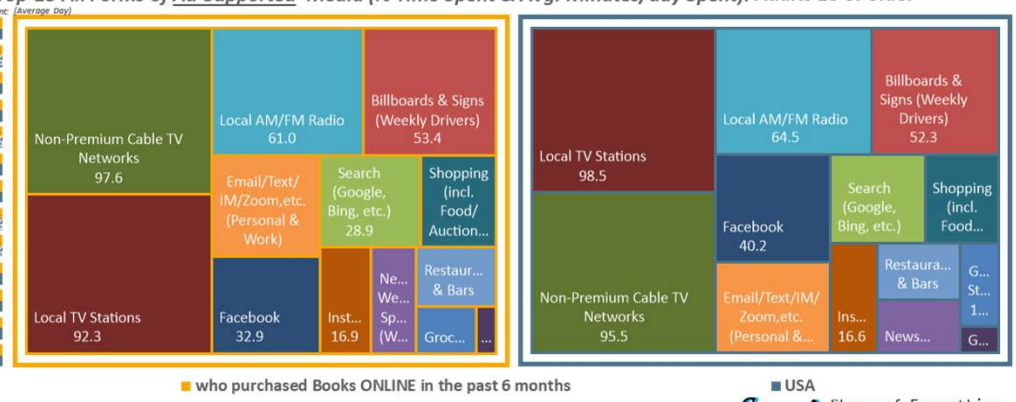
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



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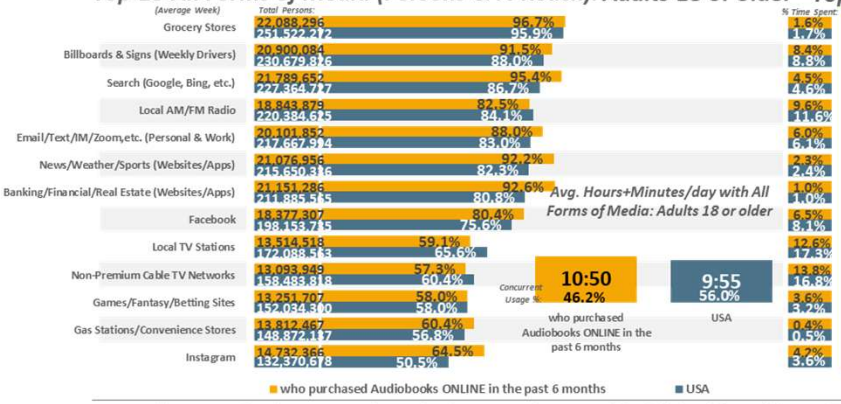
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Items bought on the Internet past 6 months:Entertainment: Books

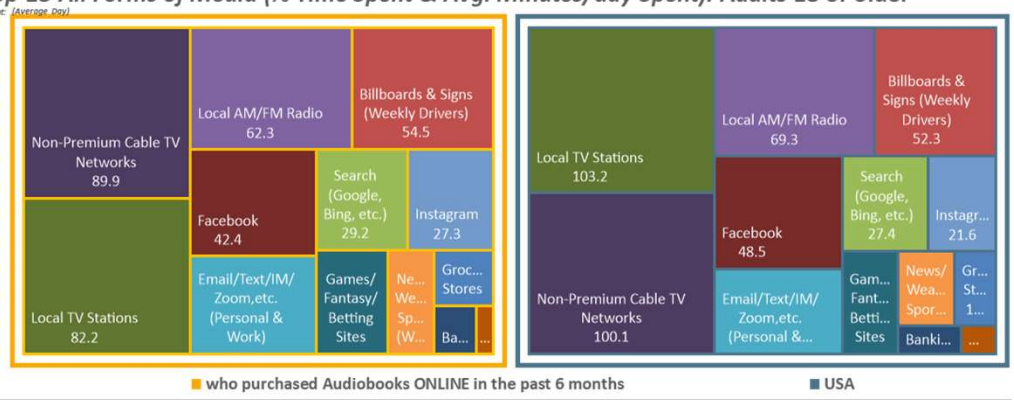


Adults 18 or older who purchased Audiobooks ONLINE in the past 6 months spend an average of 6 hours and 55 minutes each day with All Forms of Ad-Supported Media. 78.2% listen to Local AM/FM Radio for an avg. of 57.1 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

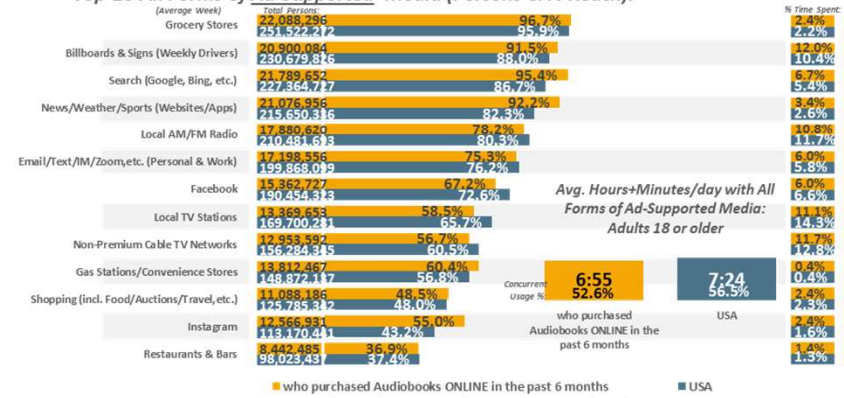
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



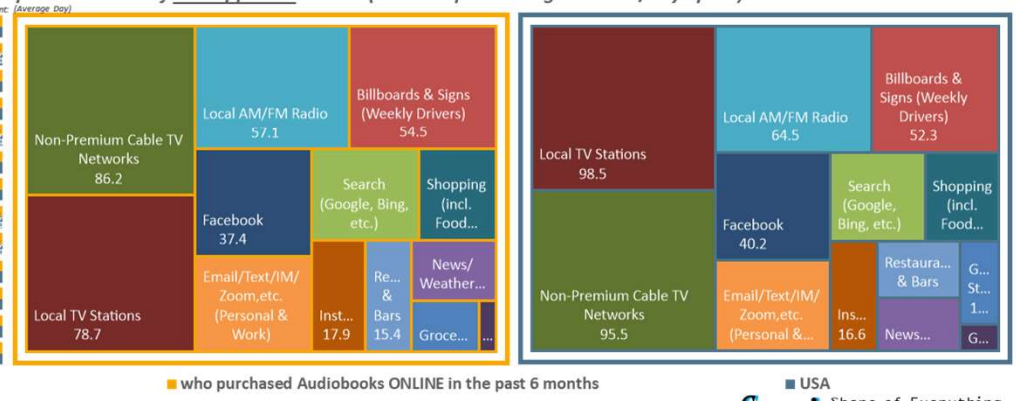
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



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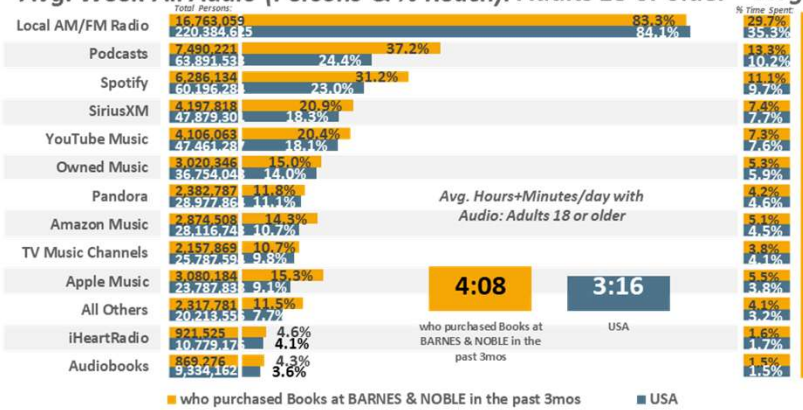
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Items bought on the Internet past 6 months:Entertainment: Audiobooks

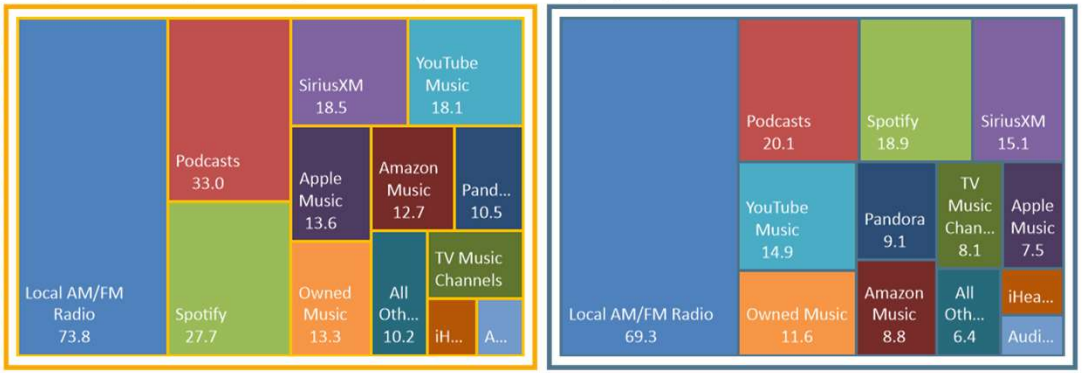
BARNES & NOBLE

15,711,231 or 78.1% of Adults 18 or older who purchased Books at BARNES & NOBLE in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 65.4 minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.

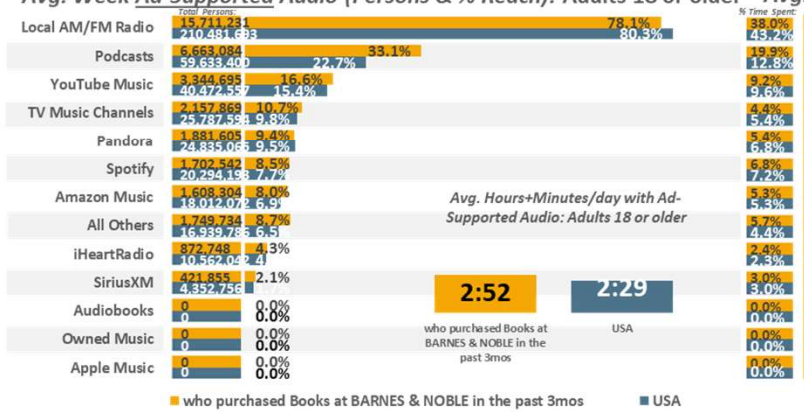
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



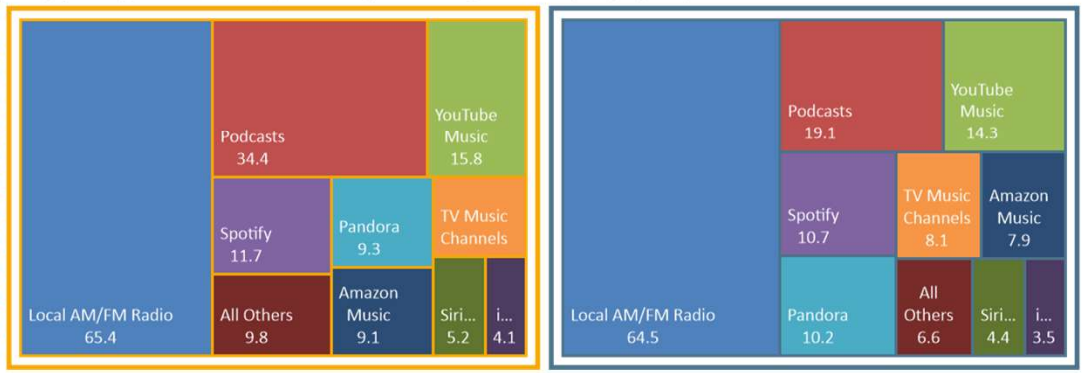
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,841

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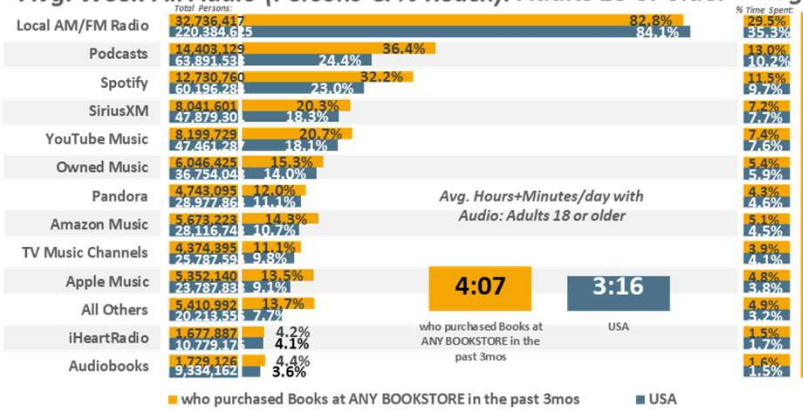
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Stores/services bought past 3 months: Barnes & Noble

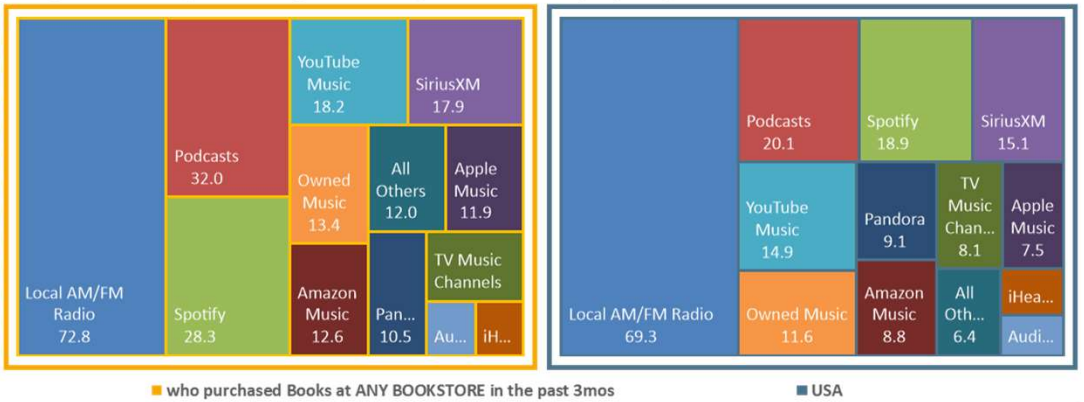


30,574,387 or 77.3% of Adults 18 or older who purchased Books at ANY BOOKSTORE in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 63.3 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.

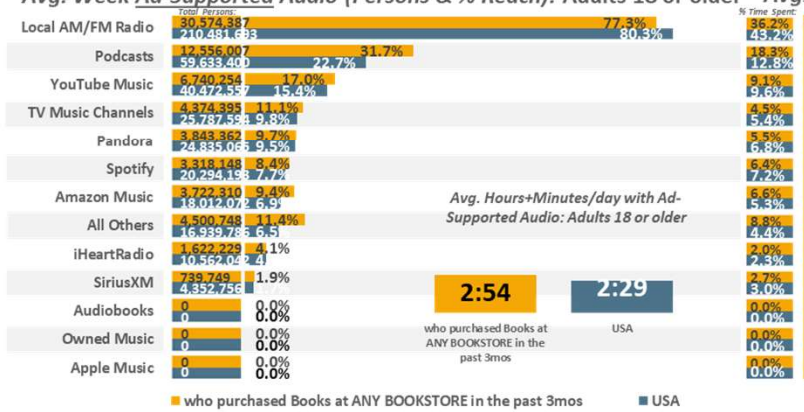
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



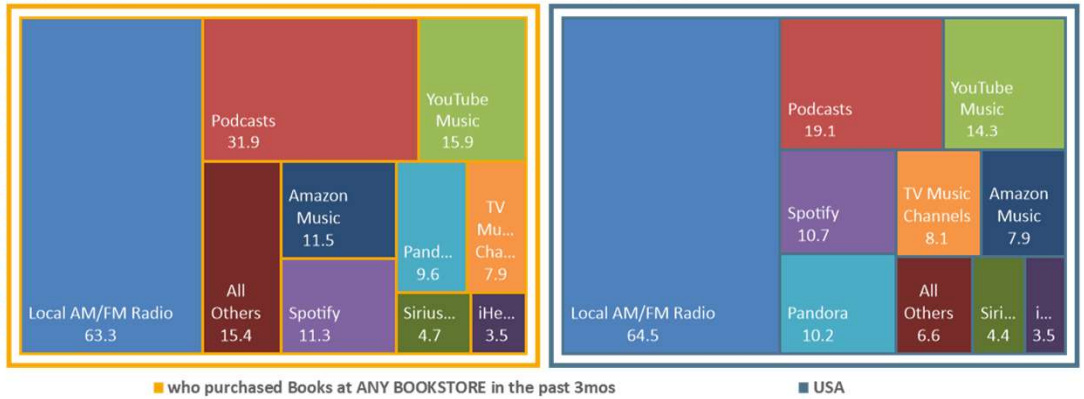
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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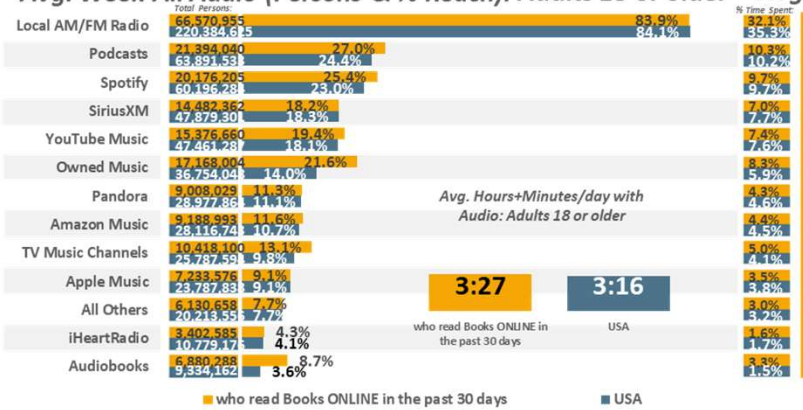
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Stores/services bought past 3 months: Any bookstore

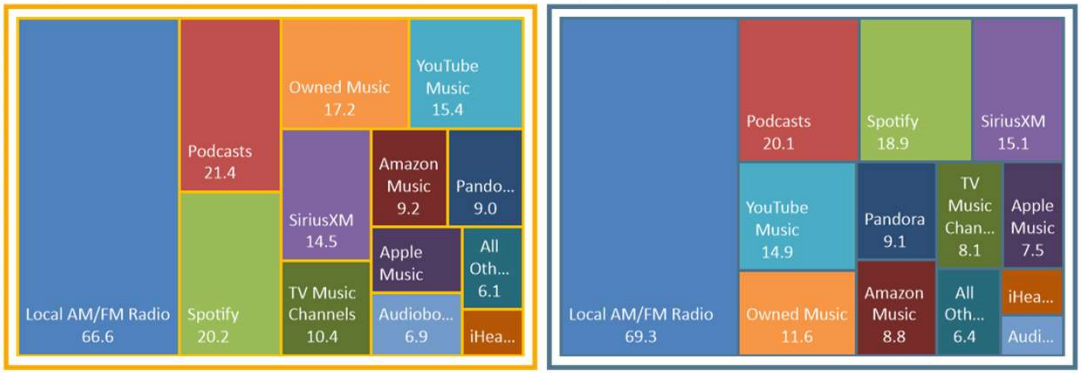


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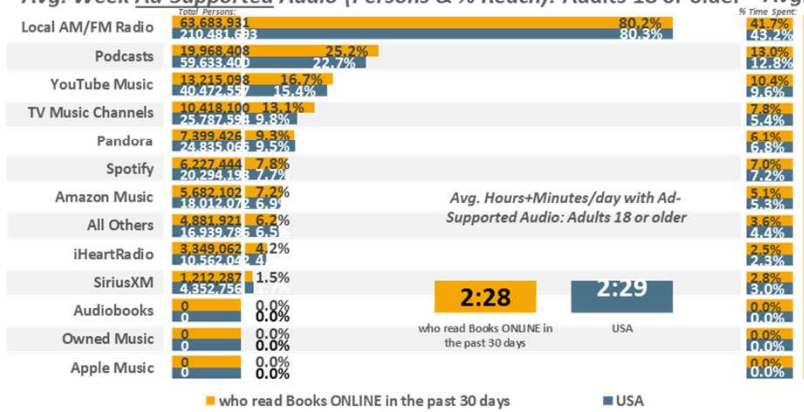
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



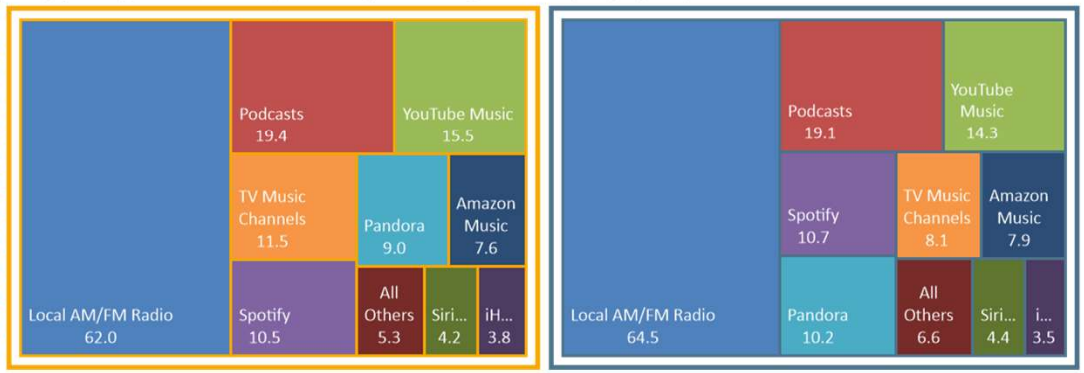
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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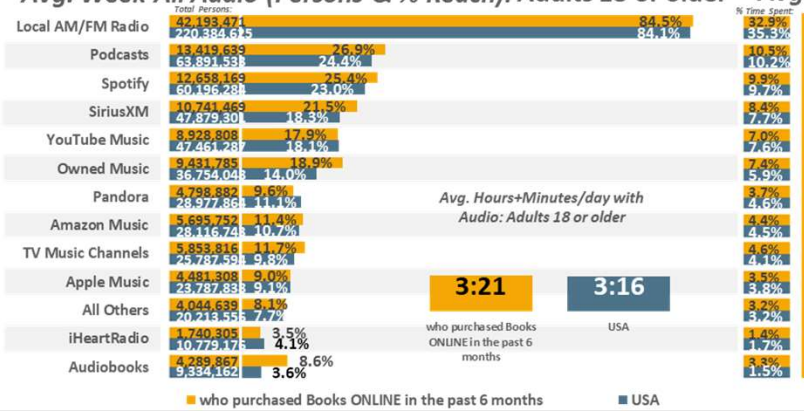
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Ways used Internet/apps past 30 days on any device:Entertainment: Read books

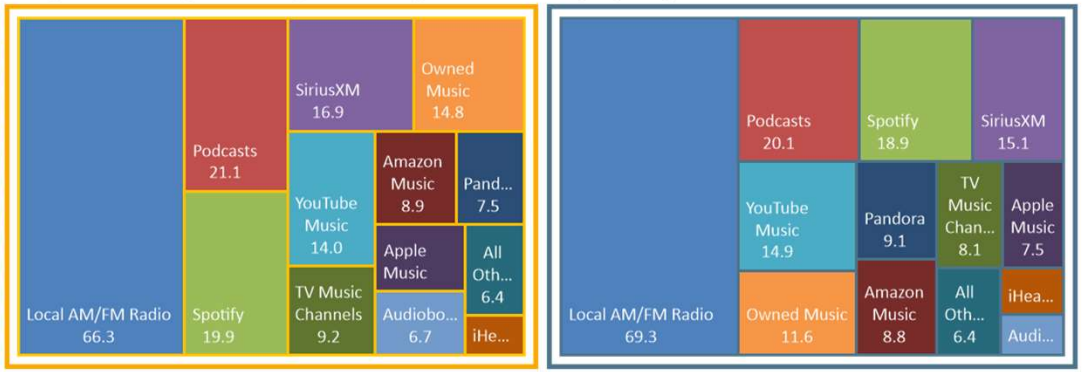


39,990,618 or 80.1% of Adults 18 or older who purchased Books ONLINE in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 61. minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.

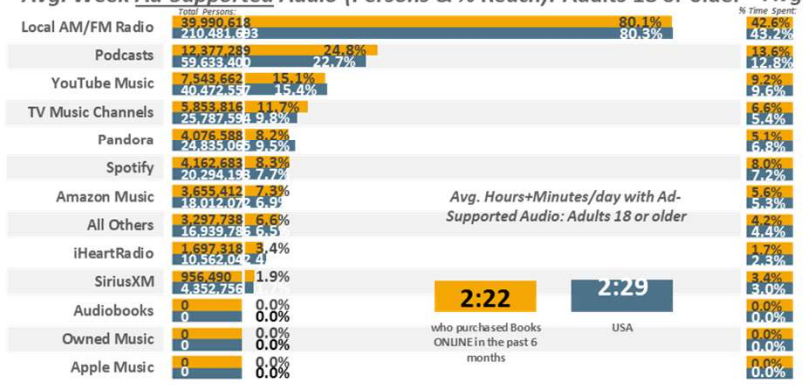
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



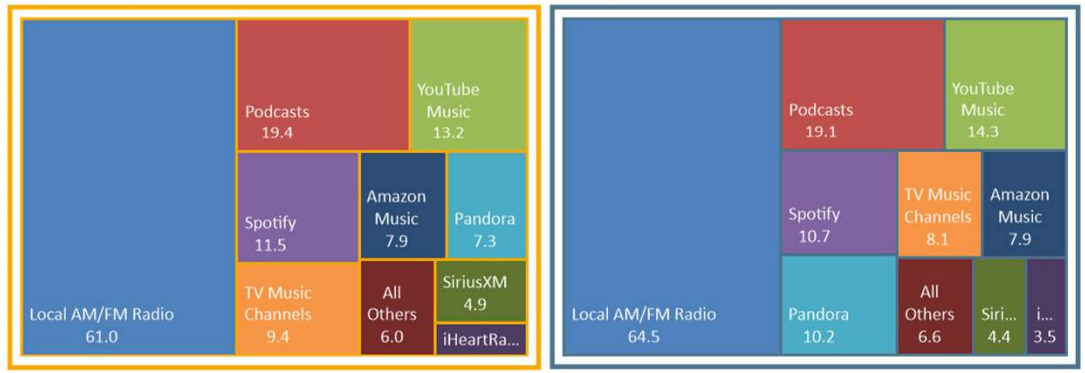
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,841*

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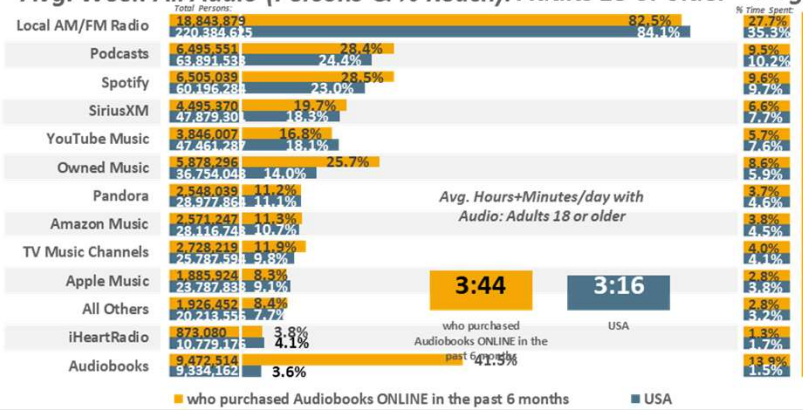
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Items bought on the Internet past 6 months:Entertainment: Books

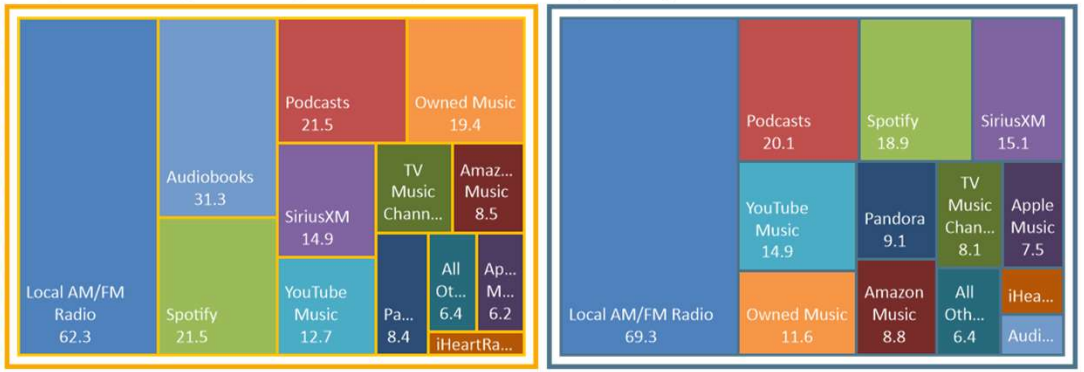


17,880,620 or 78.2% of Adults 18 or older who purchased Audiobooks ONLINE in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 57.1 minutes every day representing 47.3% of all time spent daily with Ad-Supported Audio.

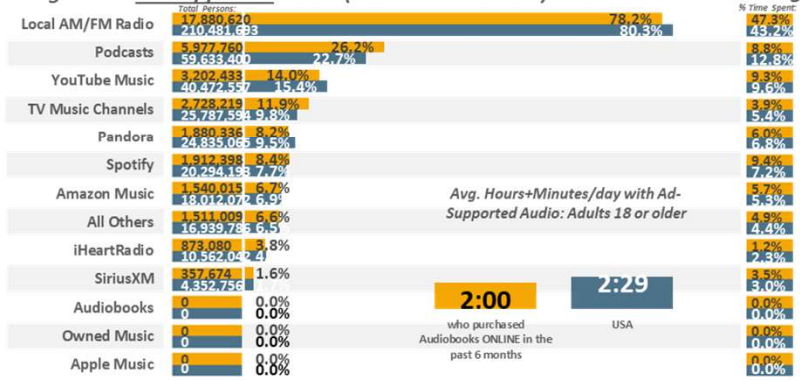
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



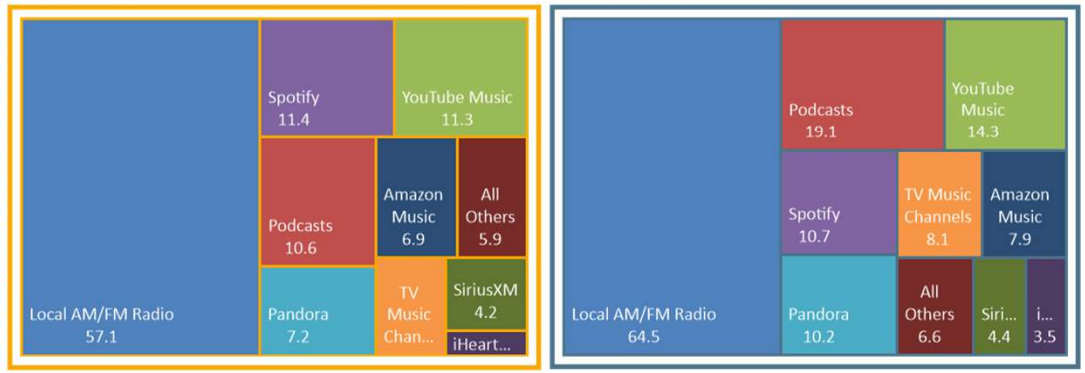
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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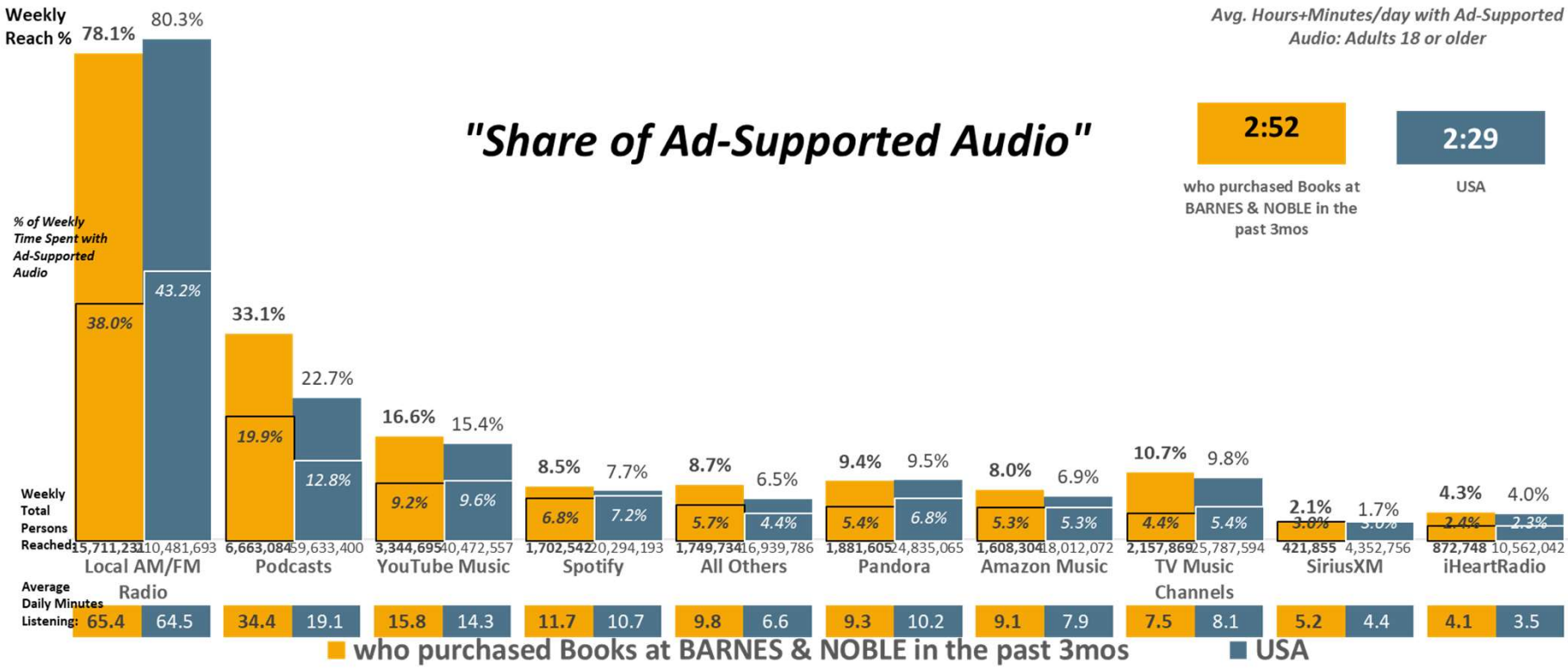
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Items bought on the Internet past 6 months:Entertainment: Audiobooks

BARNES & NOBLE

15,711,231 or 78.1% of Adults 18 or older who purchased Books at BARNES & NOBLE in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 65.4 minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.



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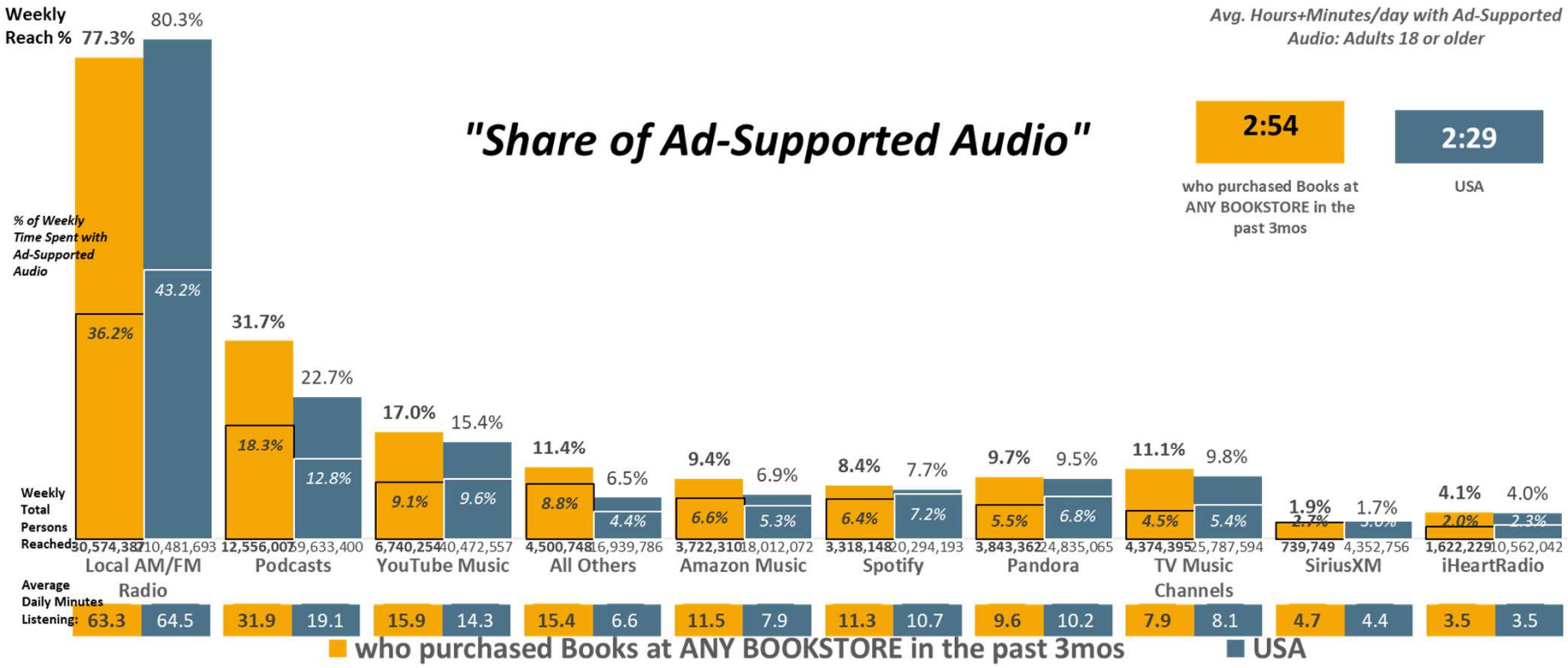
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Stores/services bought past 3 months: Barnes & Noble



30,574,387 or 77.3% of Adults 18 or older who purchased Books at ANY BOOKSTORE in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 63.3 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.



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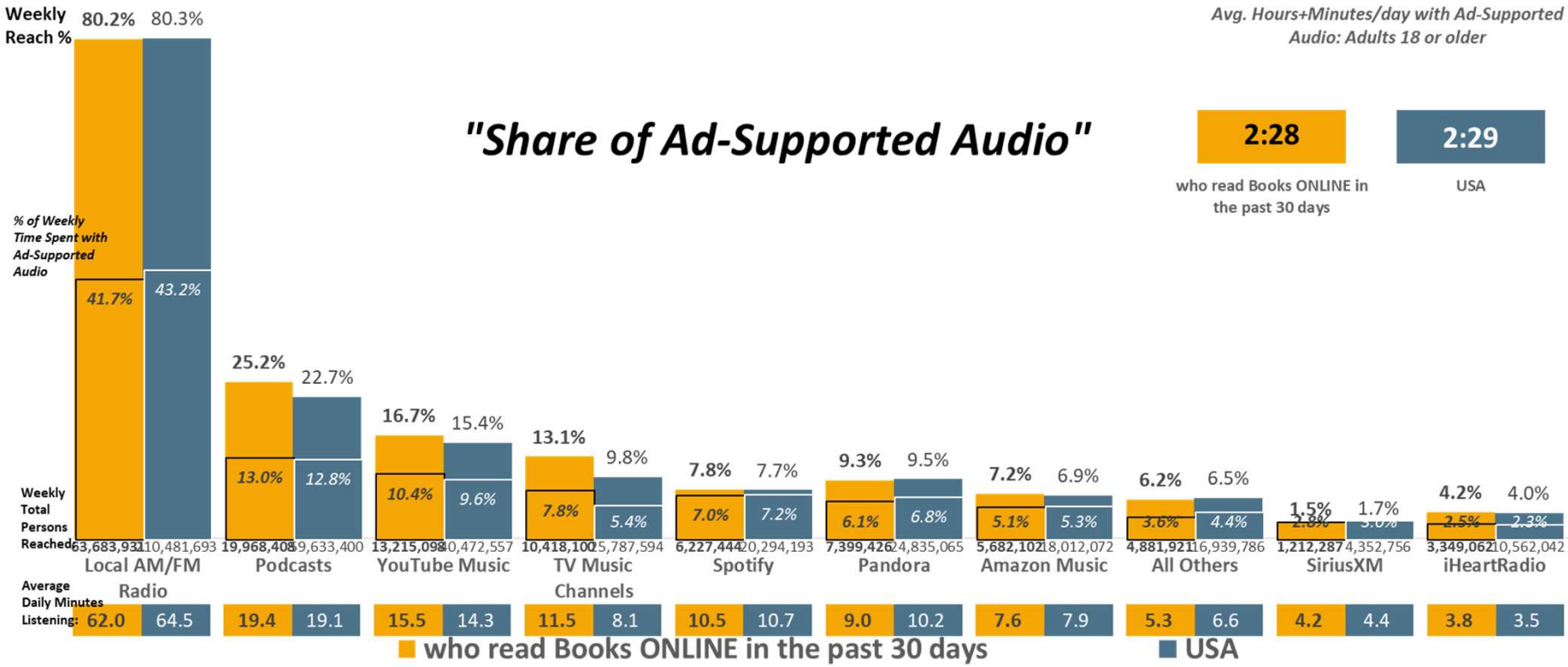
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Stores/services bought past 3 months: Any bookstore



63,683,931 or 80.2% of Adults 18 or older who read Books ONLINE in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.



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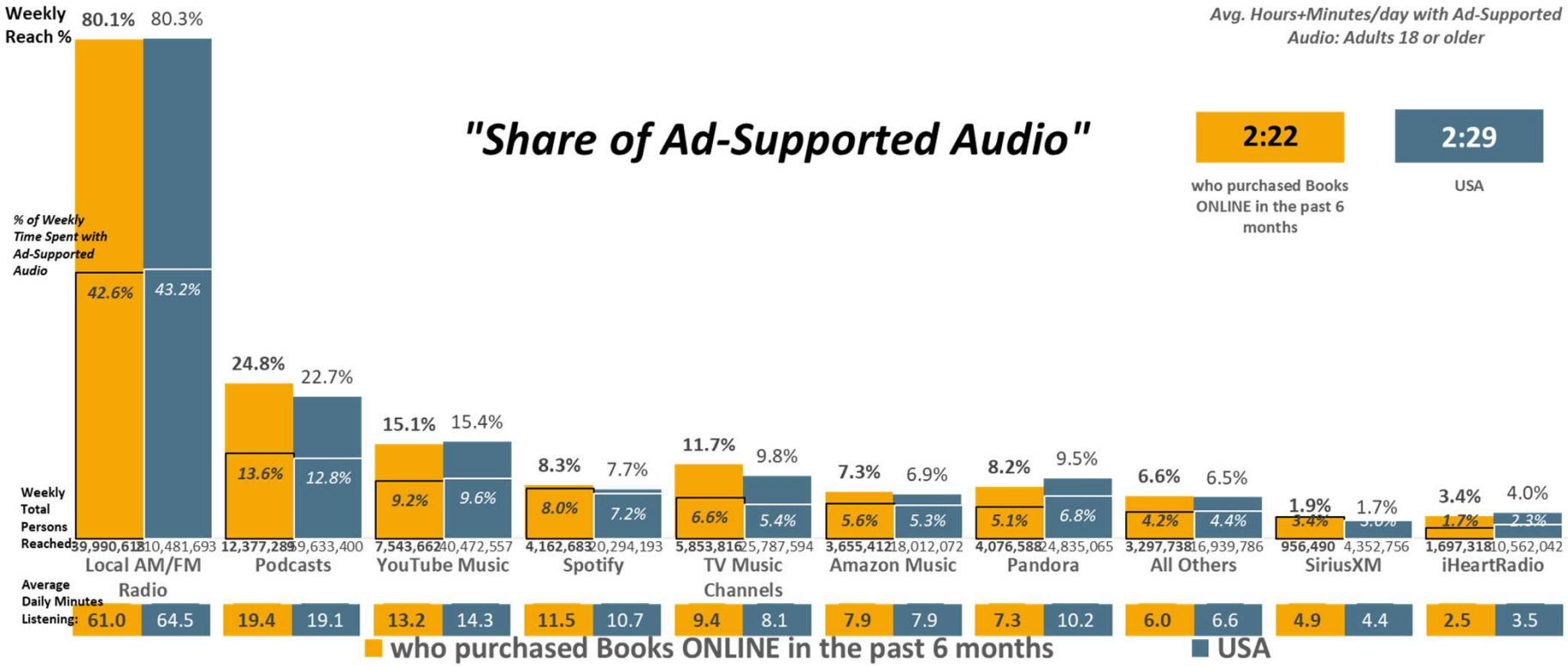
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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Ways used Internet/apps past 30 days on any device:Entertainment: Read books



39,990,618 or 80.1% of Adults 18 or older who purchased Books ONLINE in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 61. minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.



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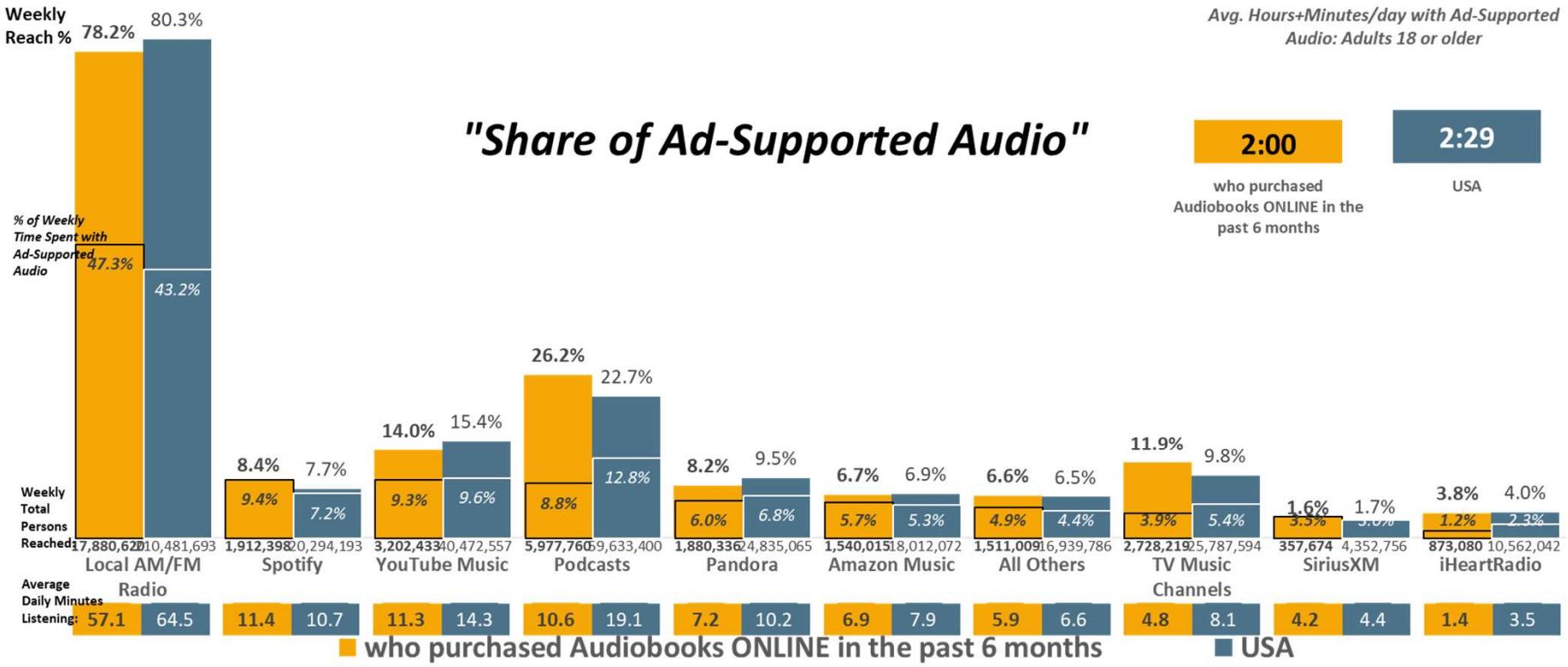
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Items bought on the Internet past 6 months:Entertainment: Books



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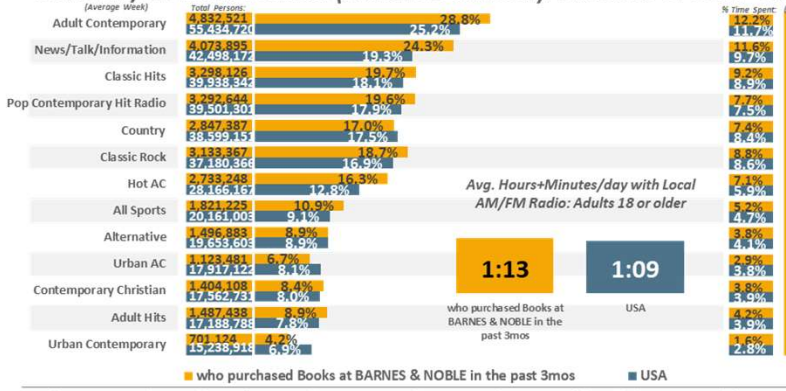
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Items bought on the Internet past 6 months:Entertainment: Audiobooks

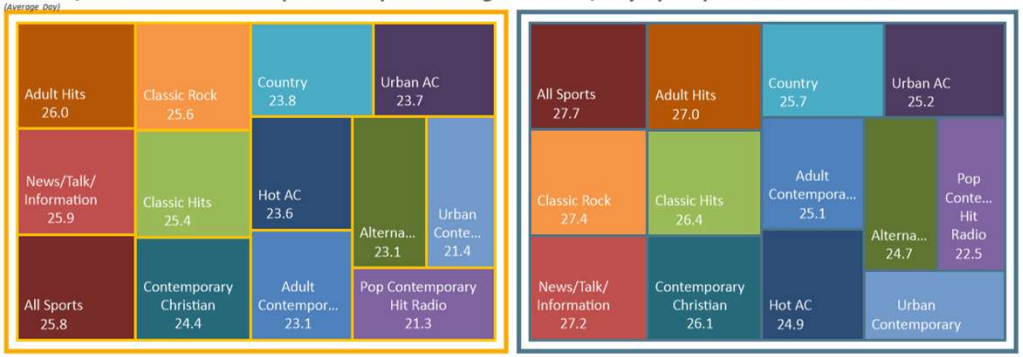
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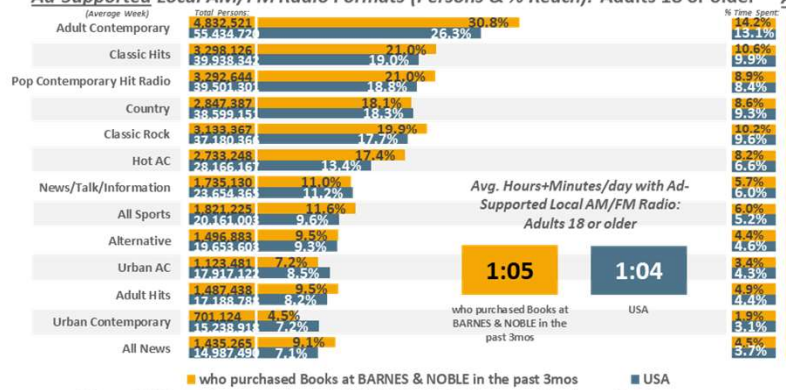
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



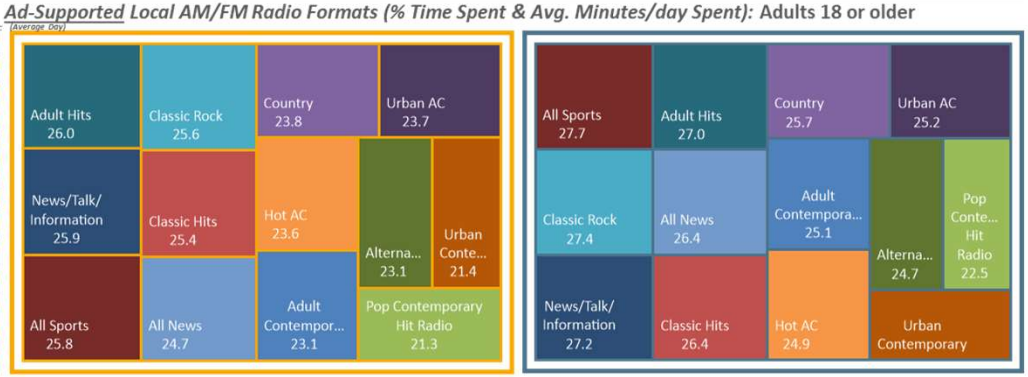
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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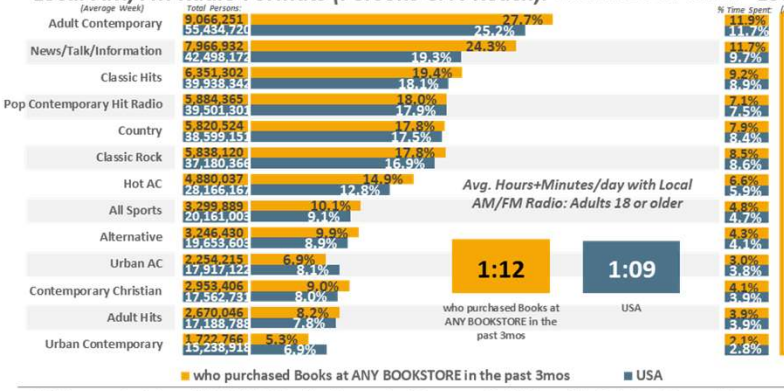
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Stores/services bought past 3 months: Barnes & Noble

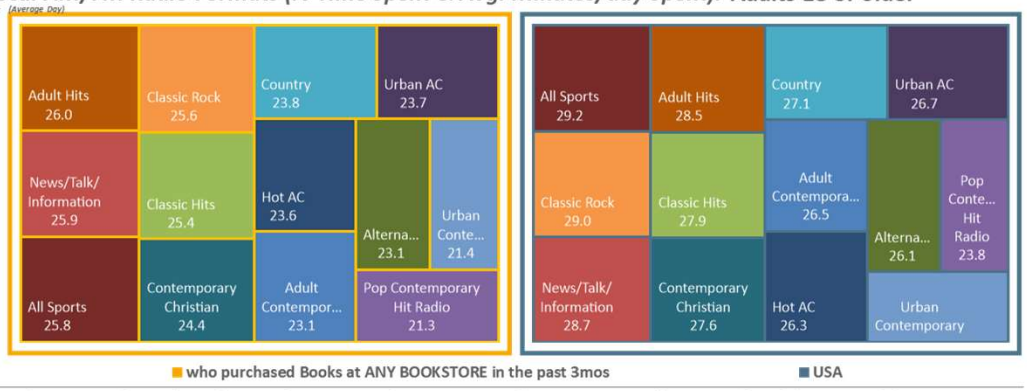


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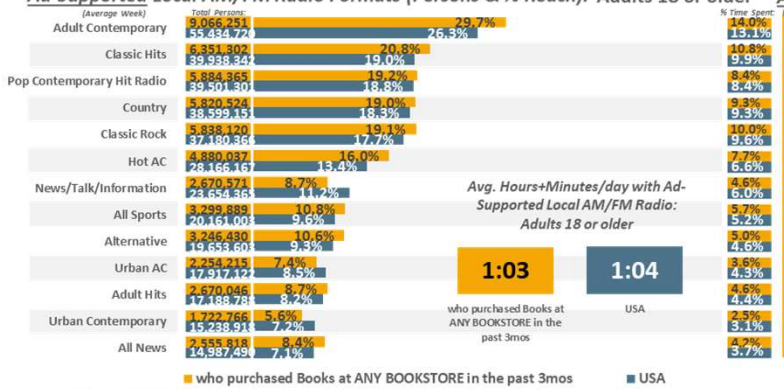
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



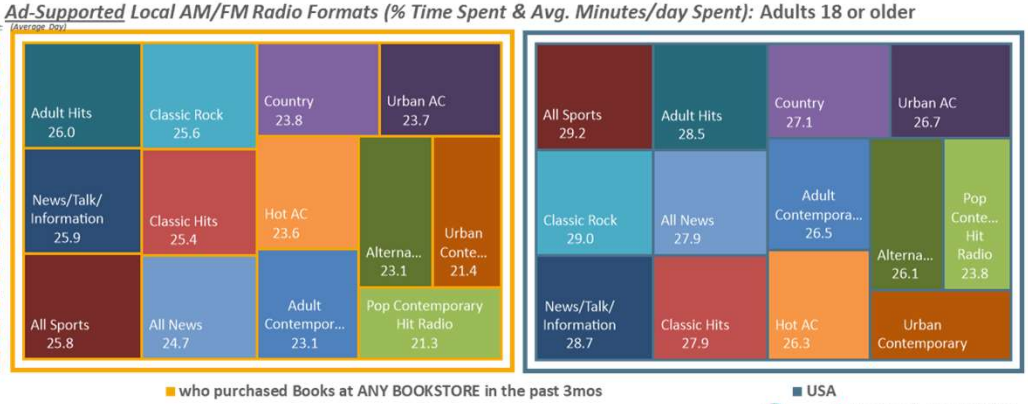
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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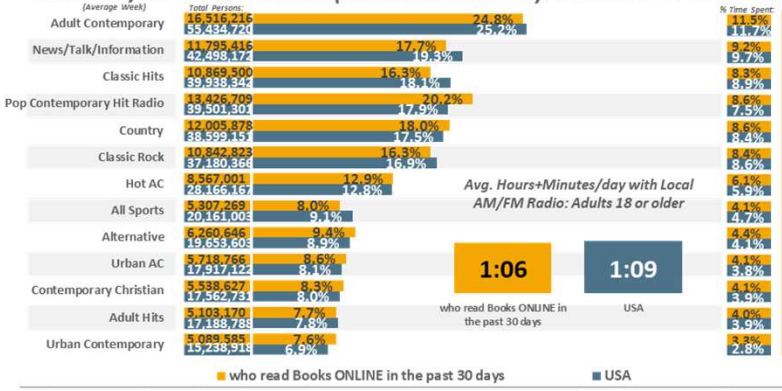
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Stores/services bought past 3 months: Any bookstore

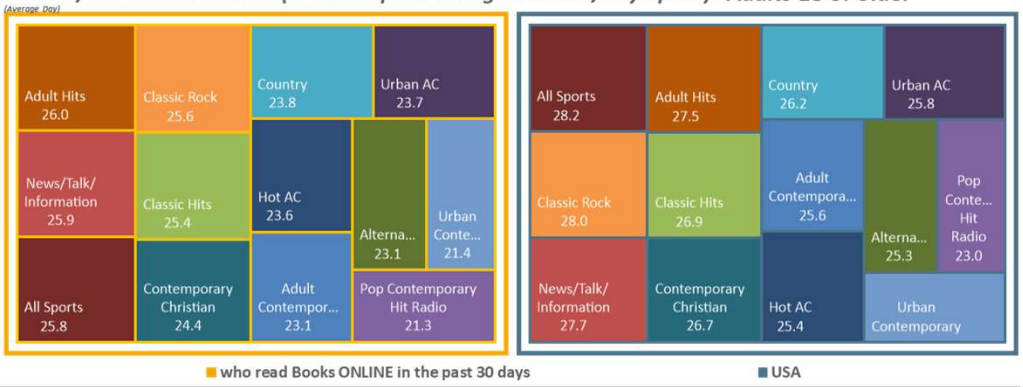


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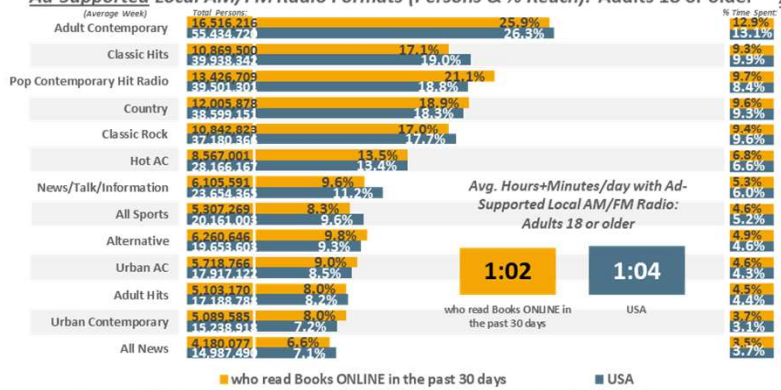
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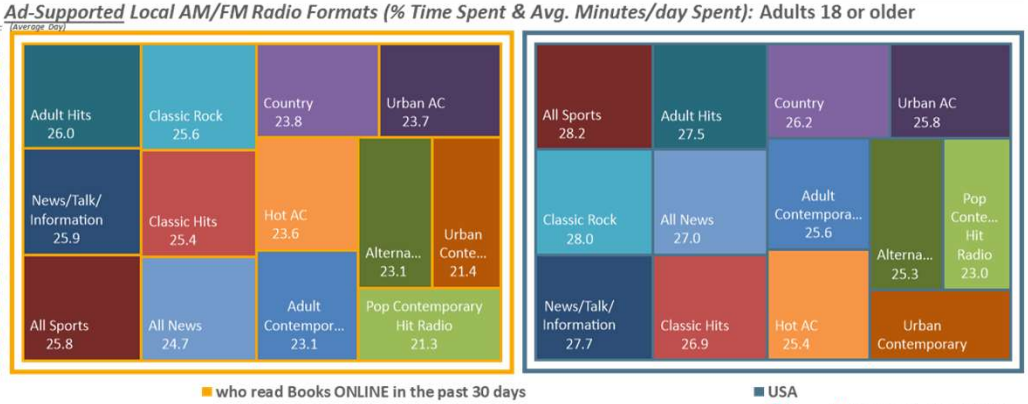
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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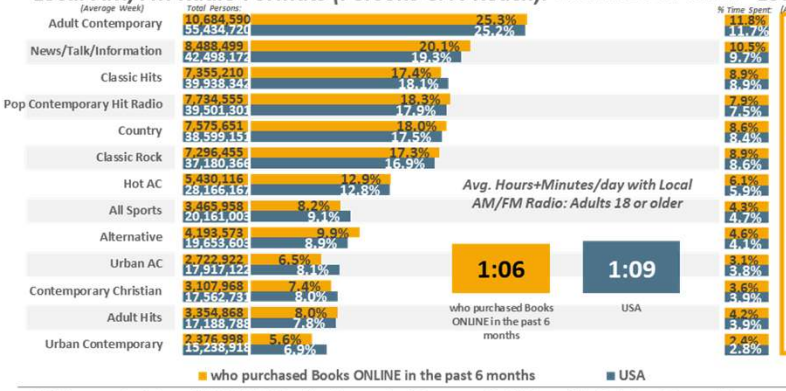
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Ways used Internet/apps past 30 days on any device:Entertainment: Read books

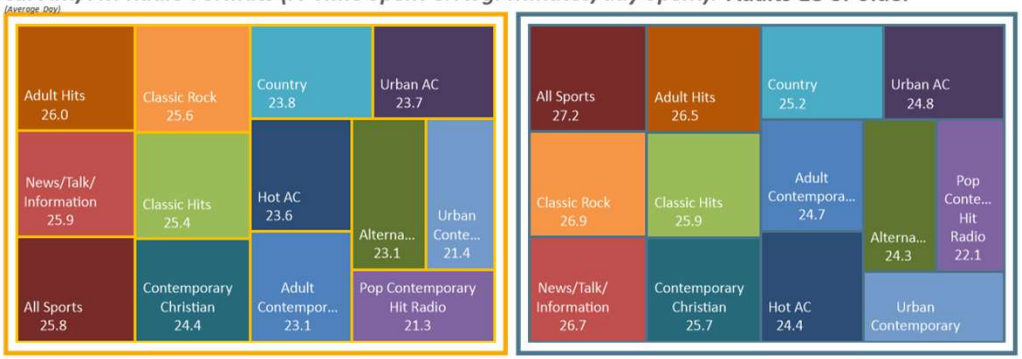


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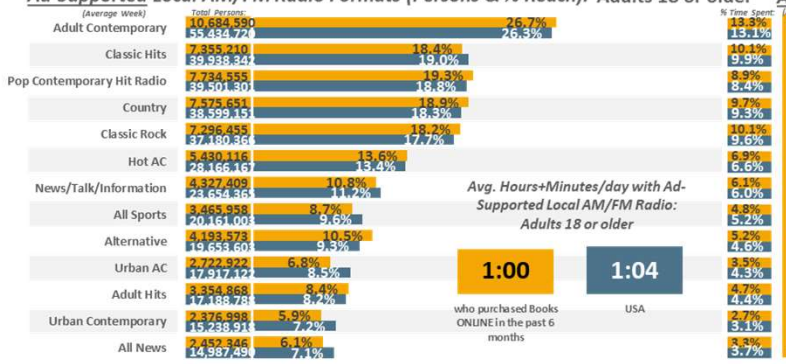
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



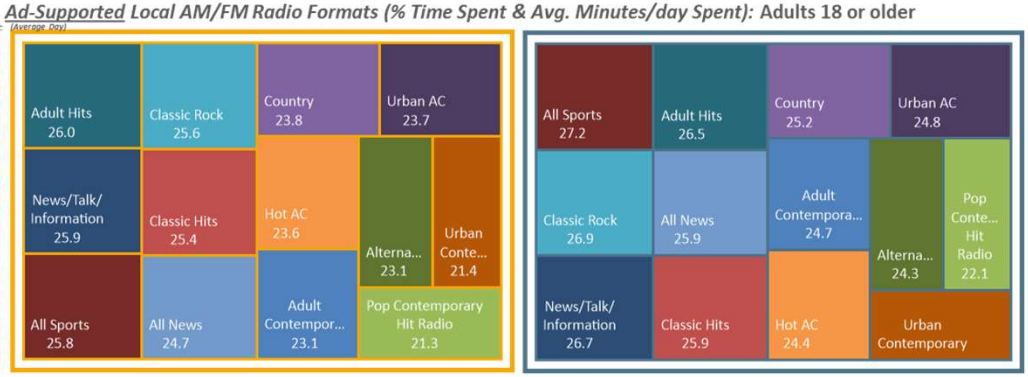
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,841

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

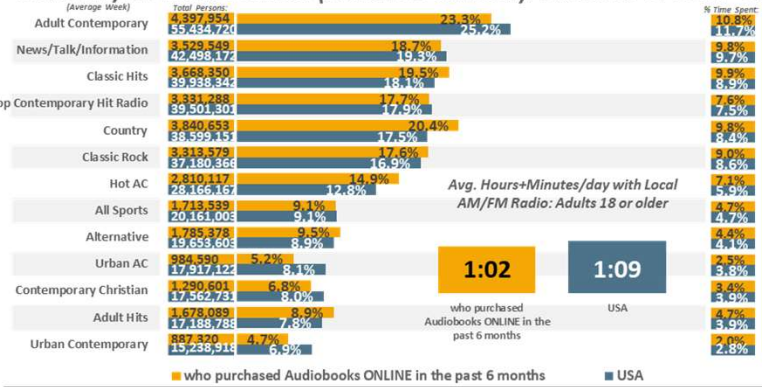
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Items bought on the Internet past 6 months:Entertainment: Books

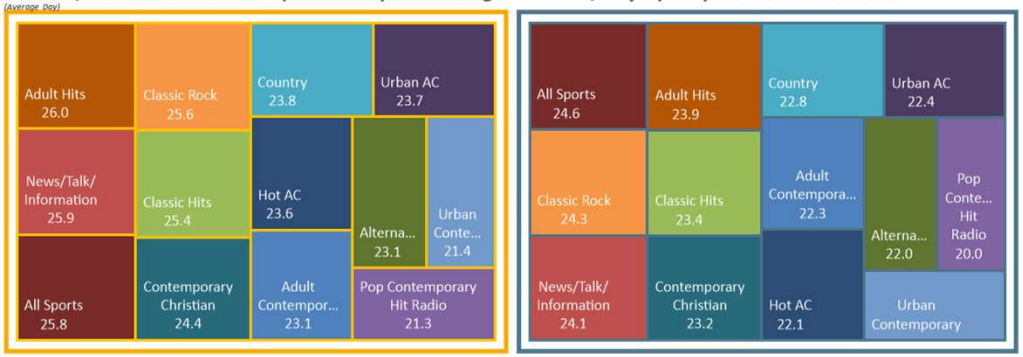


17,880,620 or 78.2% of Adults 18 or older who purchased Audiobooks ONLINE in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Pop Contemporary Hit Radio, and Classic Rock.

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



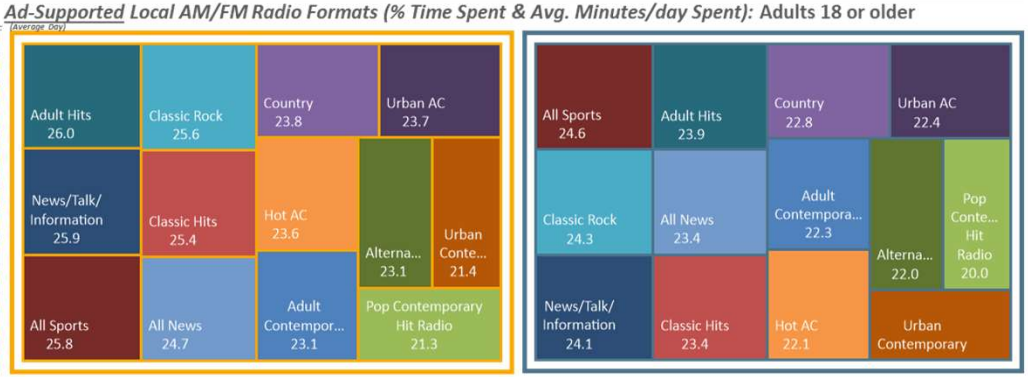
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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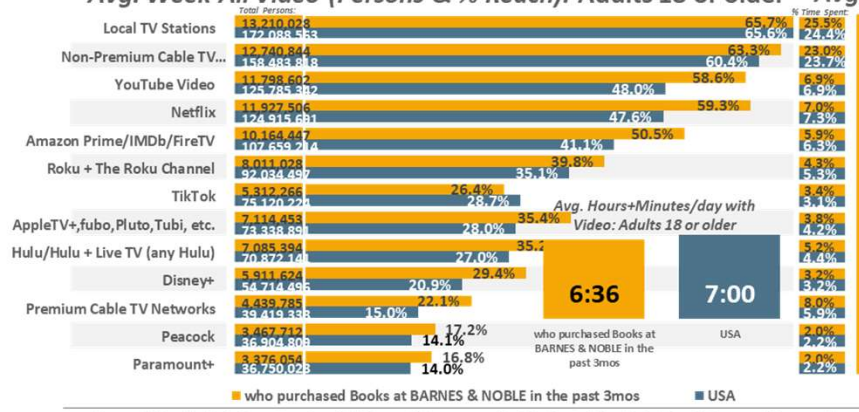
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Items bought on the Internet past 6 months:Entertainment: Audiobooks

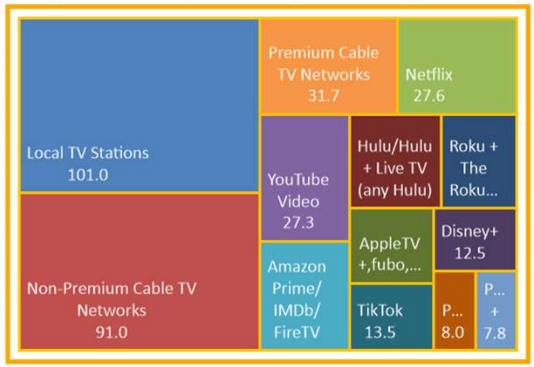
BARNES & NOBLE

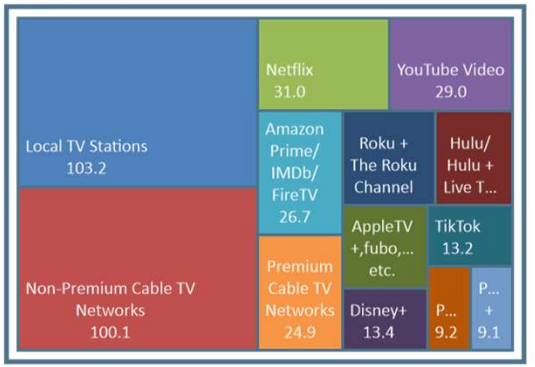
13,025,436 or 64.7% of Adults 18 or older who purchased Books at BARNES & NOBLE in the past 3mos watch Ad-Supported Local TV Stations for an average of 93.9 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.

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



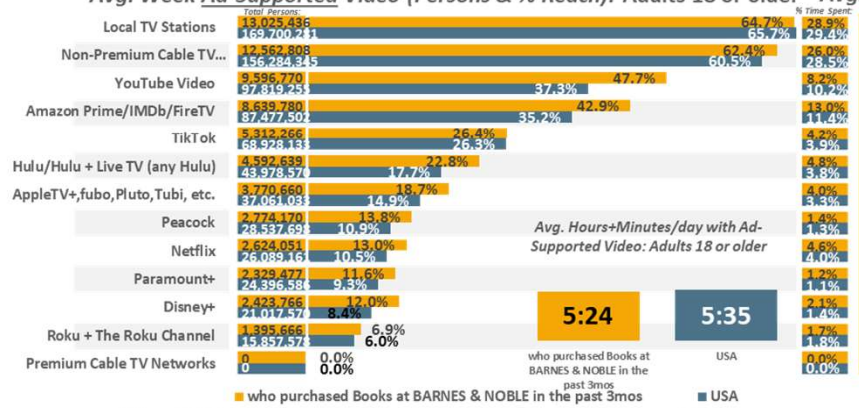
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



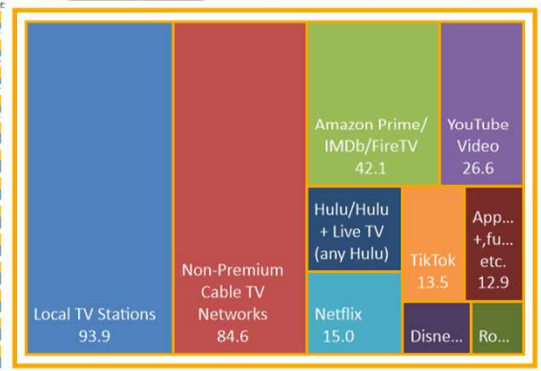


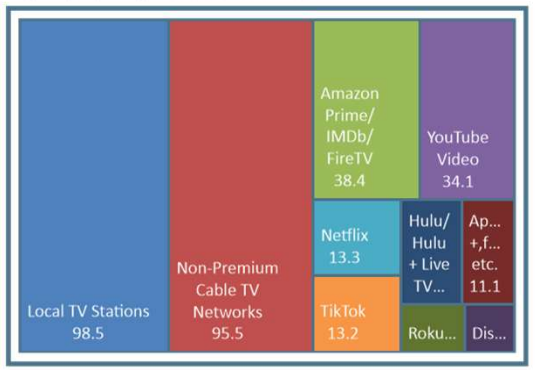
■ who purchased Books at BARNES & NOBLE in the past 3mos ■ USA

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



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





■ who purchased Books at BARNES & NOBLE in the past 3mos ■ USA

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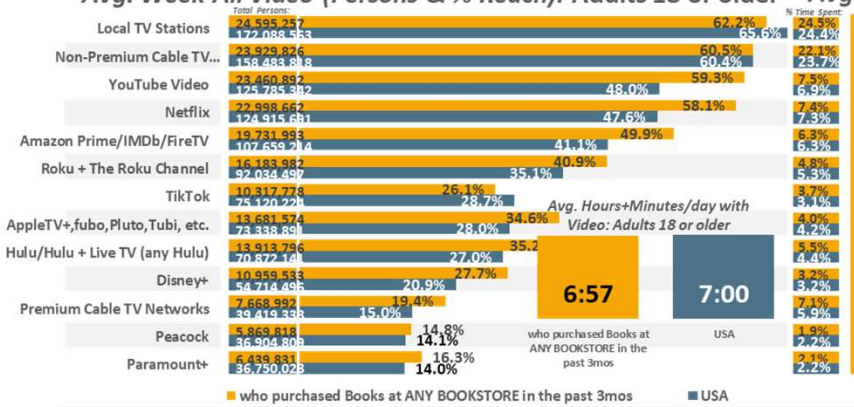
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Stores/services bought past 3 months: Barnes & Noble

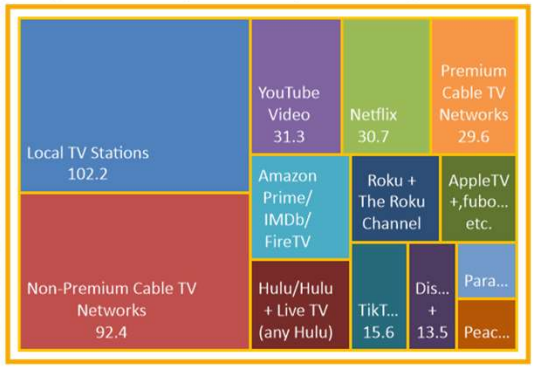


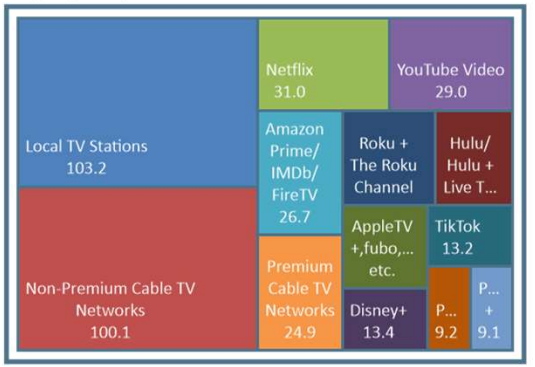
24,207,920 or 61.2% of Adults 18 or older who purchased Books at ANY BOOKSTORE in the past 3mos watch Ad-Supported Local TV Stations for an average of 95.1 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.

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

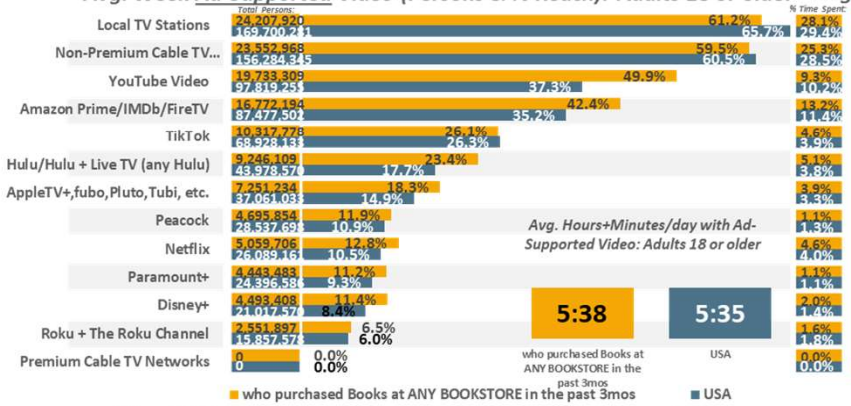


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

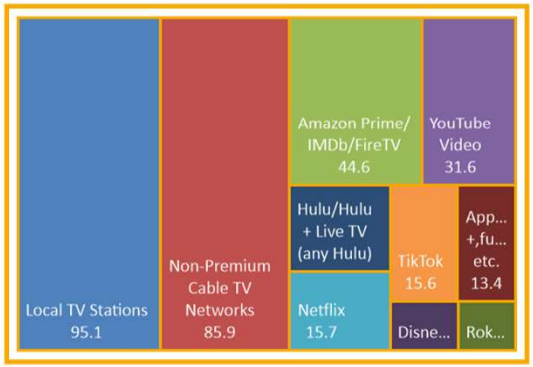


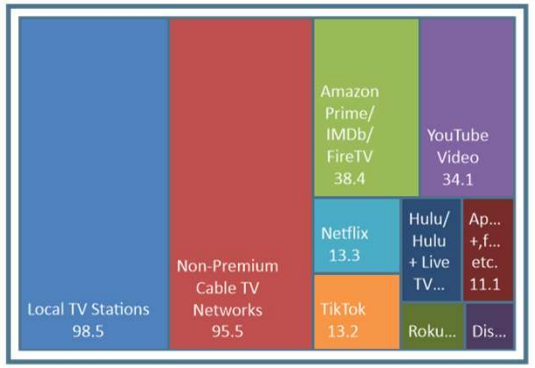


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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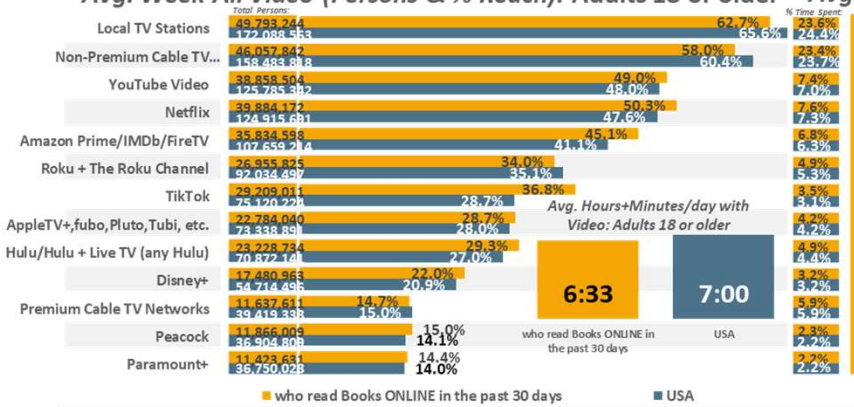
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Stores/services bought past 3 months: Any bookstore

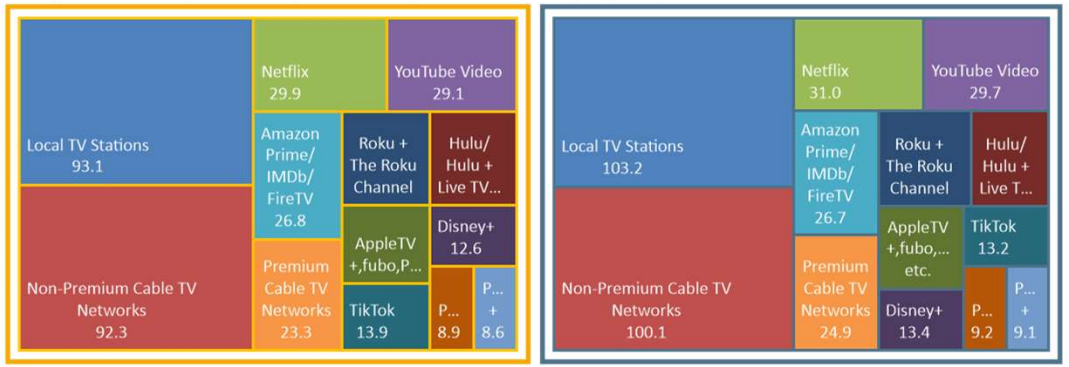


49,119,423 or 61.9% of Adults 18 or older who read Books ONLINE in the past 30 days watch Ad-Supported Local TV Stations for an average of 89.2 minutes every day representing 28.% of all time spent daily with Ad-Supported Video.

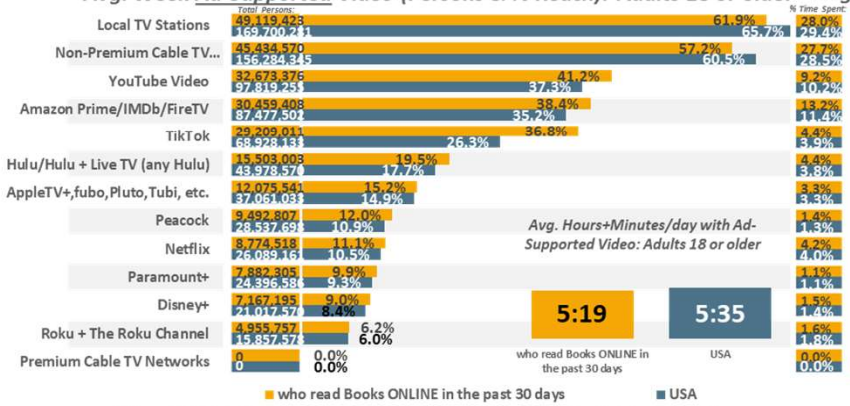
Avg. Week All Video (Persons & % Reach): Adults 18 or older



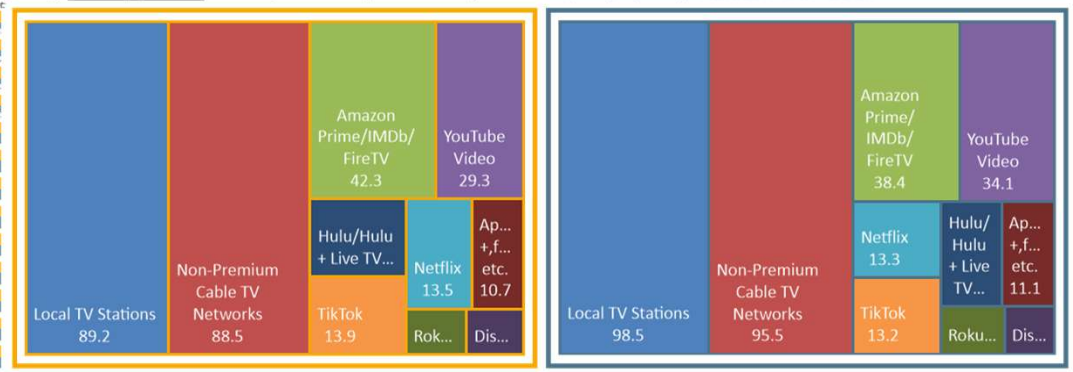
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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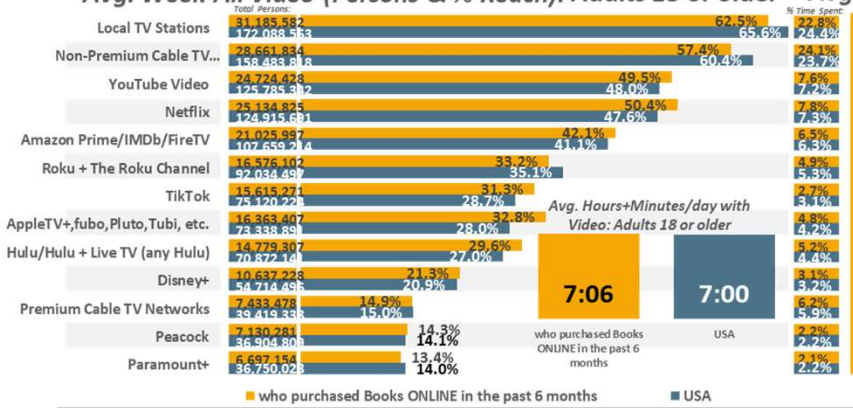
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Ways used Internet/apps past 30 days on any device:Entertainment: Read books

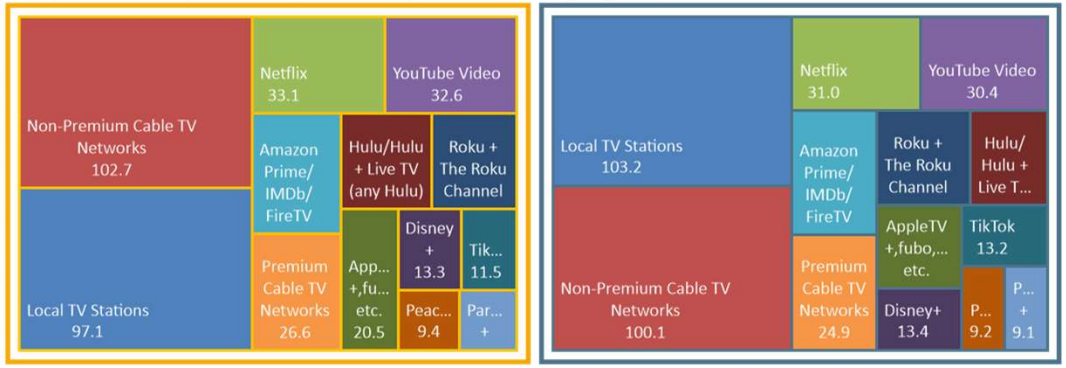


30,796,024 or 61.7% of Adults 18 or older who purchased Books ONLINE in the past 6 months watch Ad-Supported Local TV Stations for an average of 92.3 minutes every day representing 27.% of all time spent daily with Ad-Supported Video.

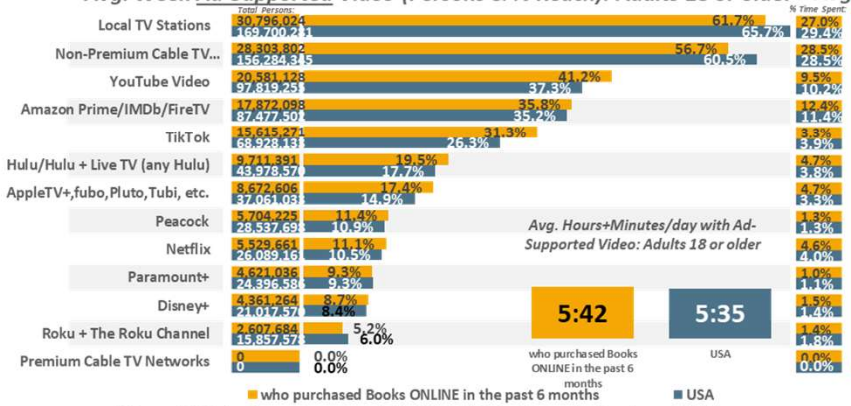
Avg. Week All Video (Persons & % Reach): Adults 18 or older



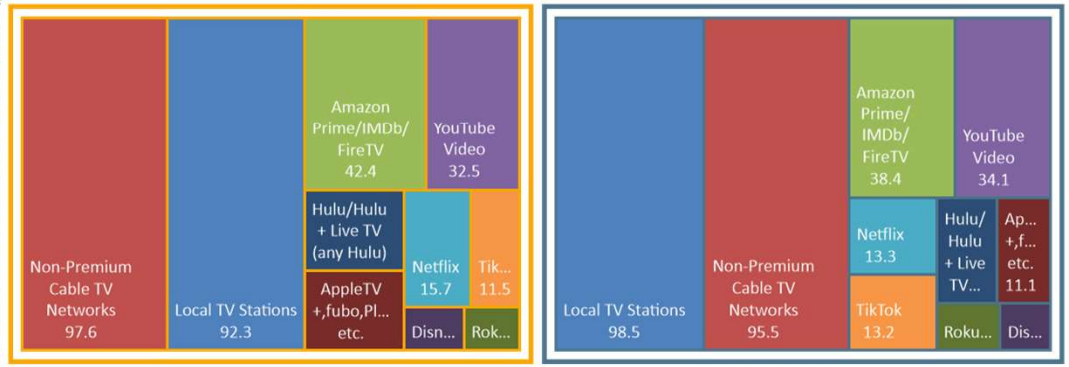
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



who purchased Books ONLINE in the past 6 months ■ USA

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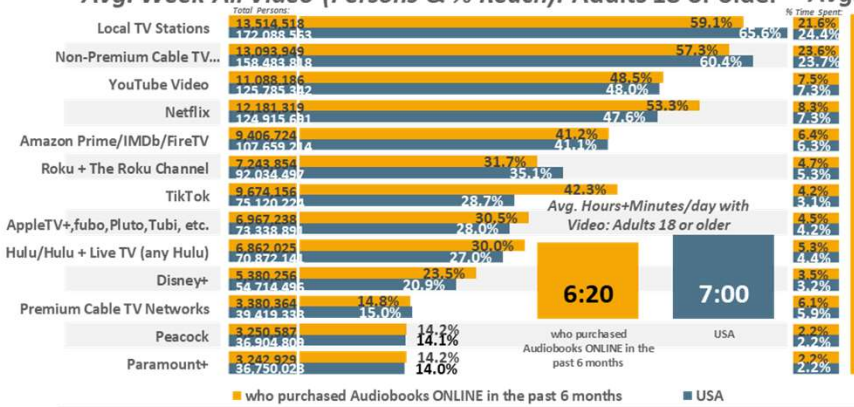
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Items bought on the Internet past 6 months:Entertainment: Books

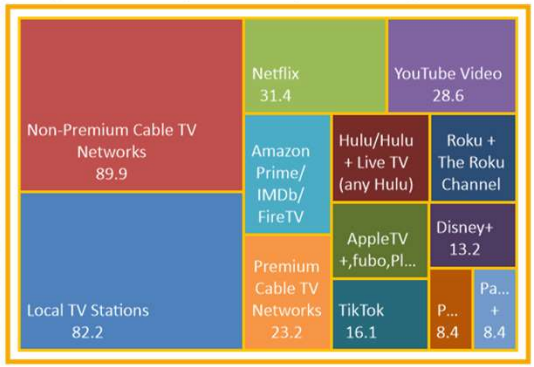


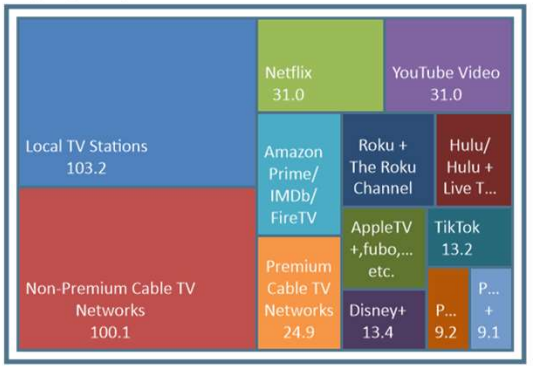
13,369,653 or 58.5% of Adults 18 or older who purchased Audiobooks ONLINE in the past 6 months watch Ad-Supported Local TV Stations for an average of 78.7 minutes every day representing 25.9% of all time spent daily with Ad-Supported Video.

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

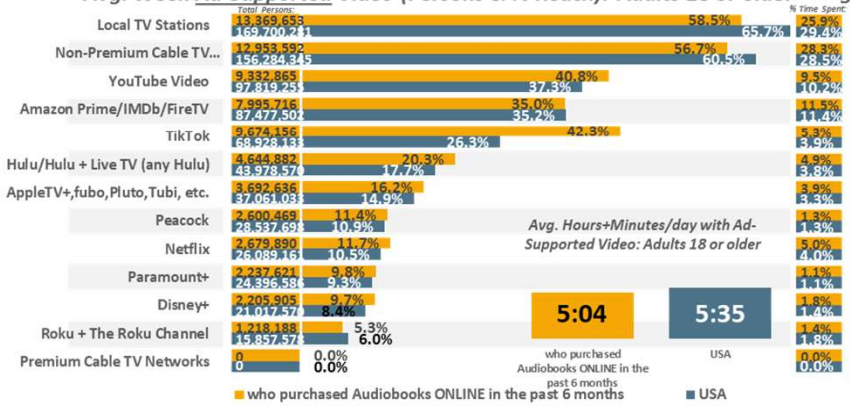


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

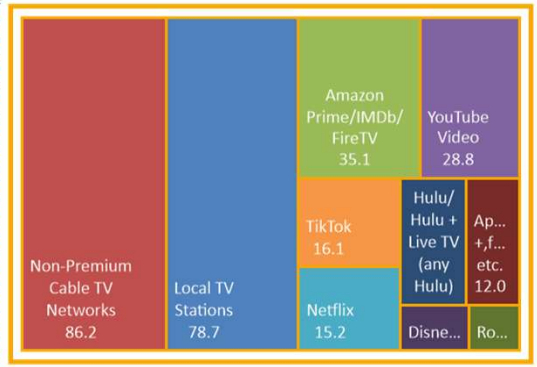


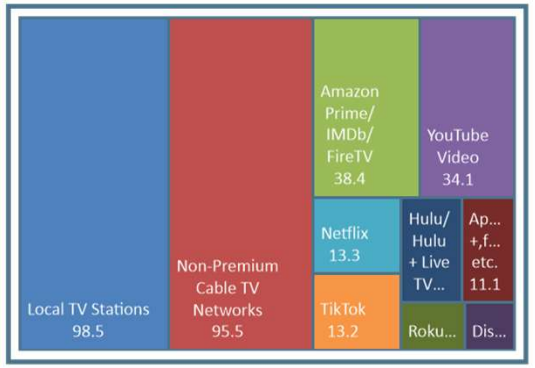


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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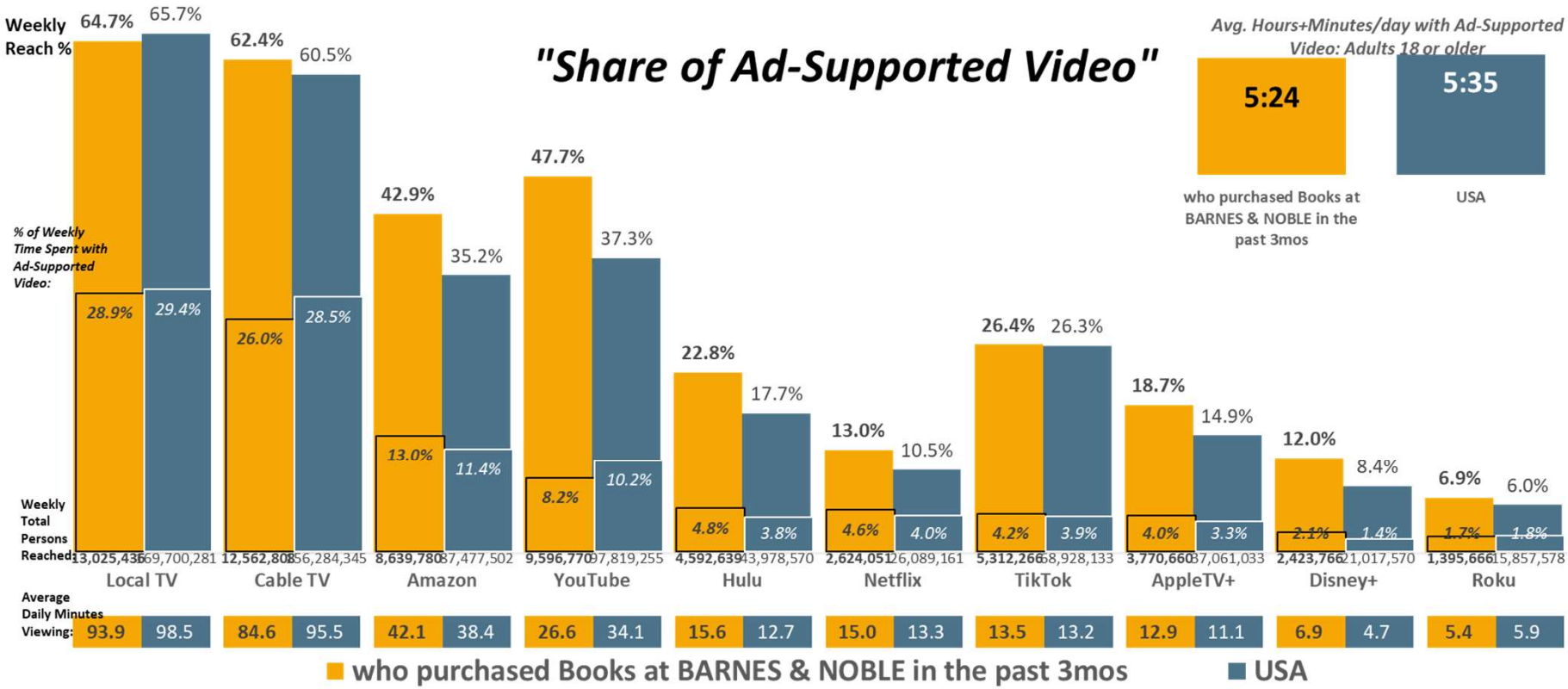
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Items bought on the Internet past 6 months:Entertainment: Audiobooks

BARNES & NOBLE

13,025,436 or 64.7% of Adults 18 or older who purchased Books at BARNES & NOBLE in the past 3mos watch Ad-Supported Local TV Stations for an average of 93.9 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.



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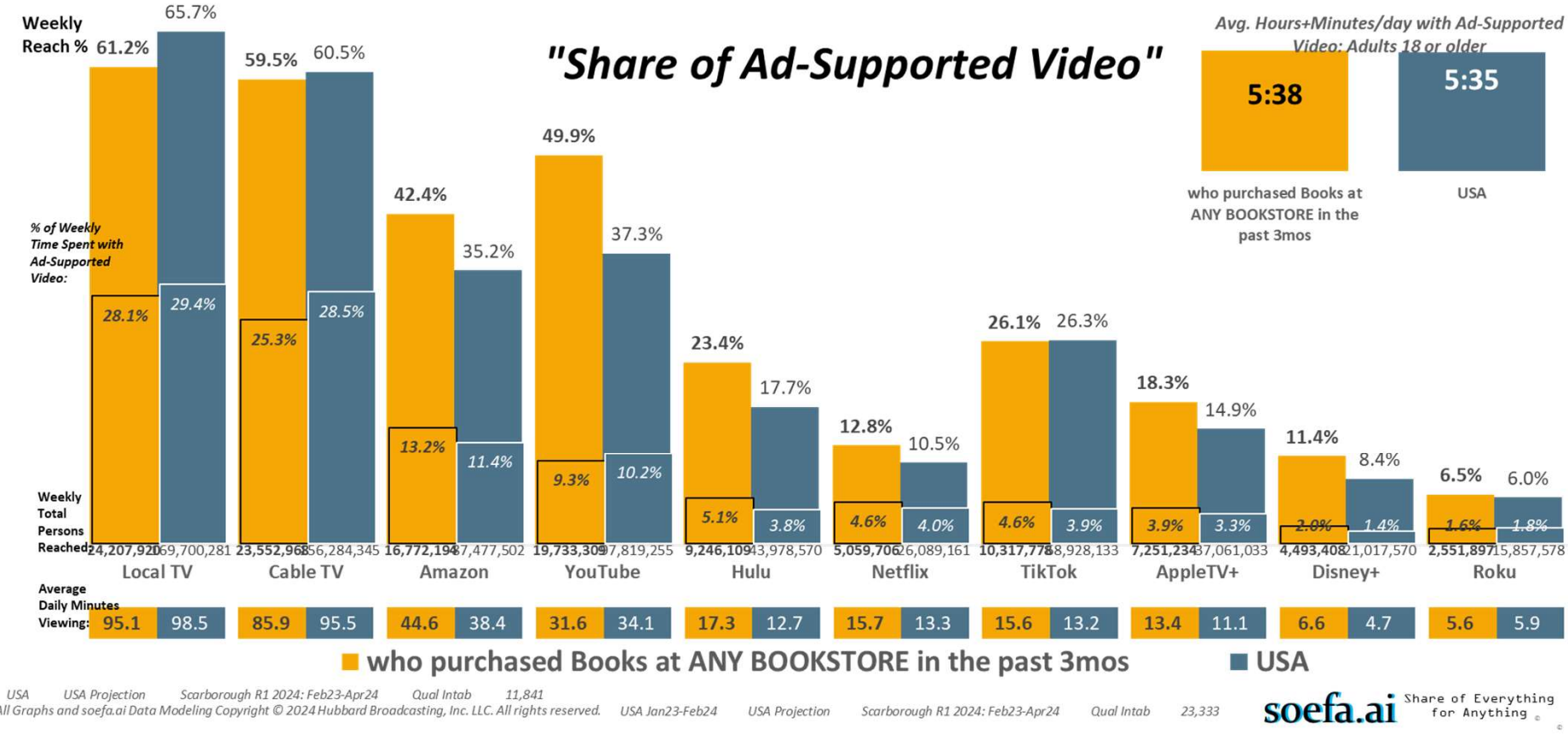
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Stores/services bought past 3 months: Barnes & Noble



24,207,920 or 61.2% of Adults 18 or older who purchased Books at ANY BOOKSTORE in the past 3mos watch Ad-Supported Local TV Stations for an average of 95.1 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.



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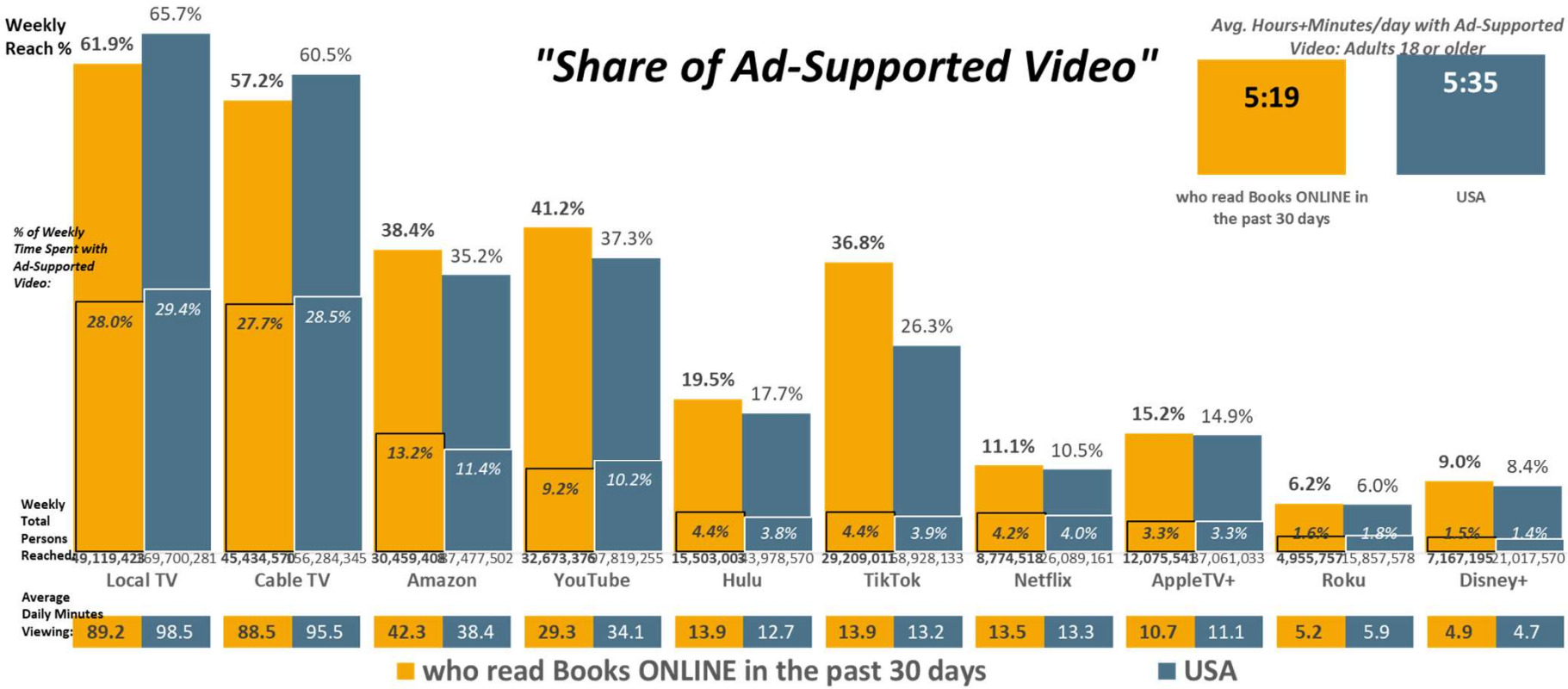
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Stores/services bought past 3 months: Any bookstore



49,119,423 or 61.9% of Adults 18 or older who read Books ONLINE in the past 30 days watch Ad-Supported Local TV Stations for an average of 89.2 minutes every day representing 28.% of all time spent daily with Ad-Supported Video.



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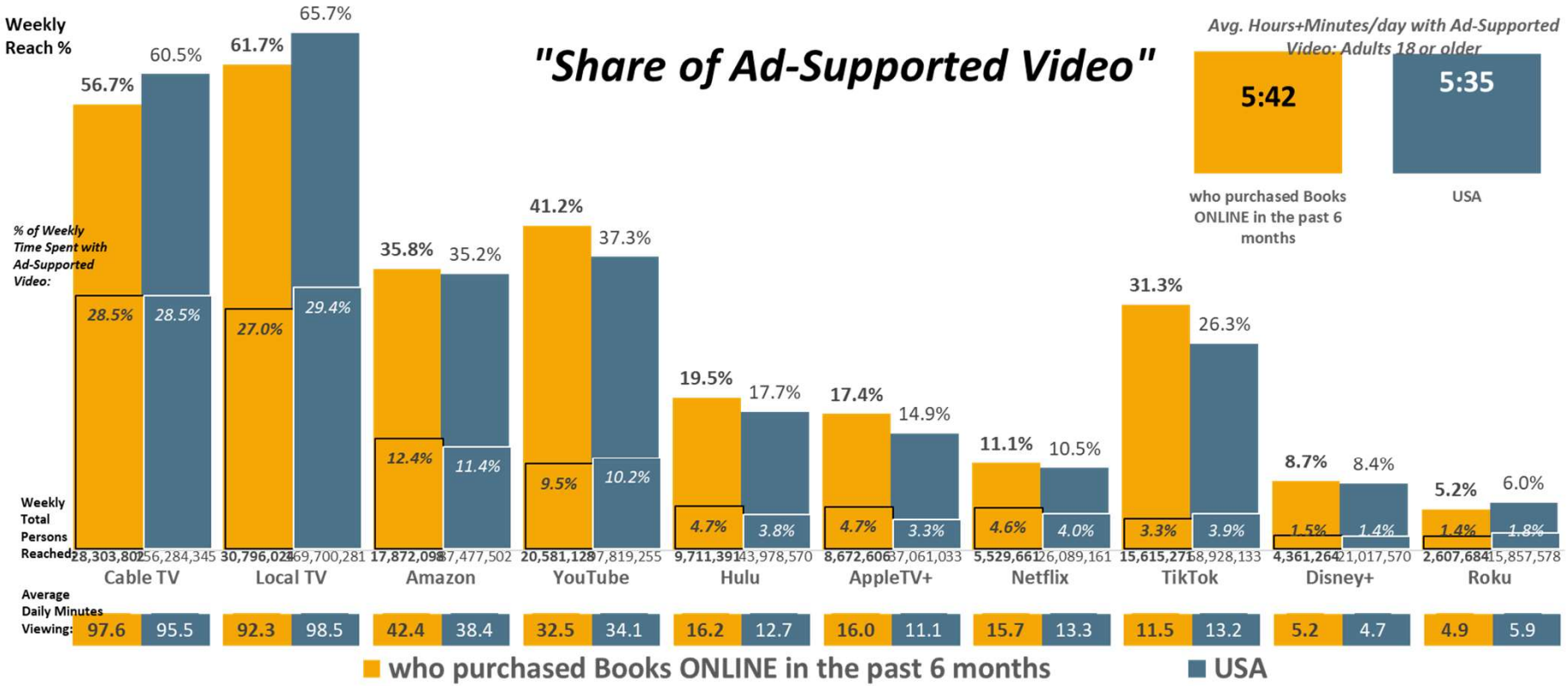
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Ways used Internet/apps past 30 days on any device:Entertainment: Read books



30,796,024 or 61.7% of Adults 18 or older who purchased Books ONLINE in the past 6 months watch Ad-Supported Local TV Stations for an average of 92.3 minutes every day representing 27.% of all time spent daily with Ad-Supported Video.



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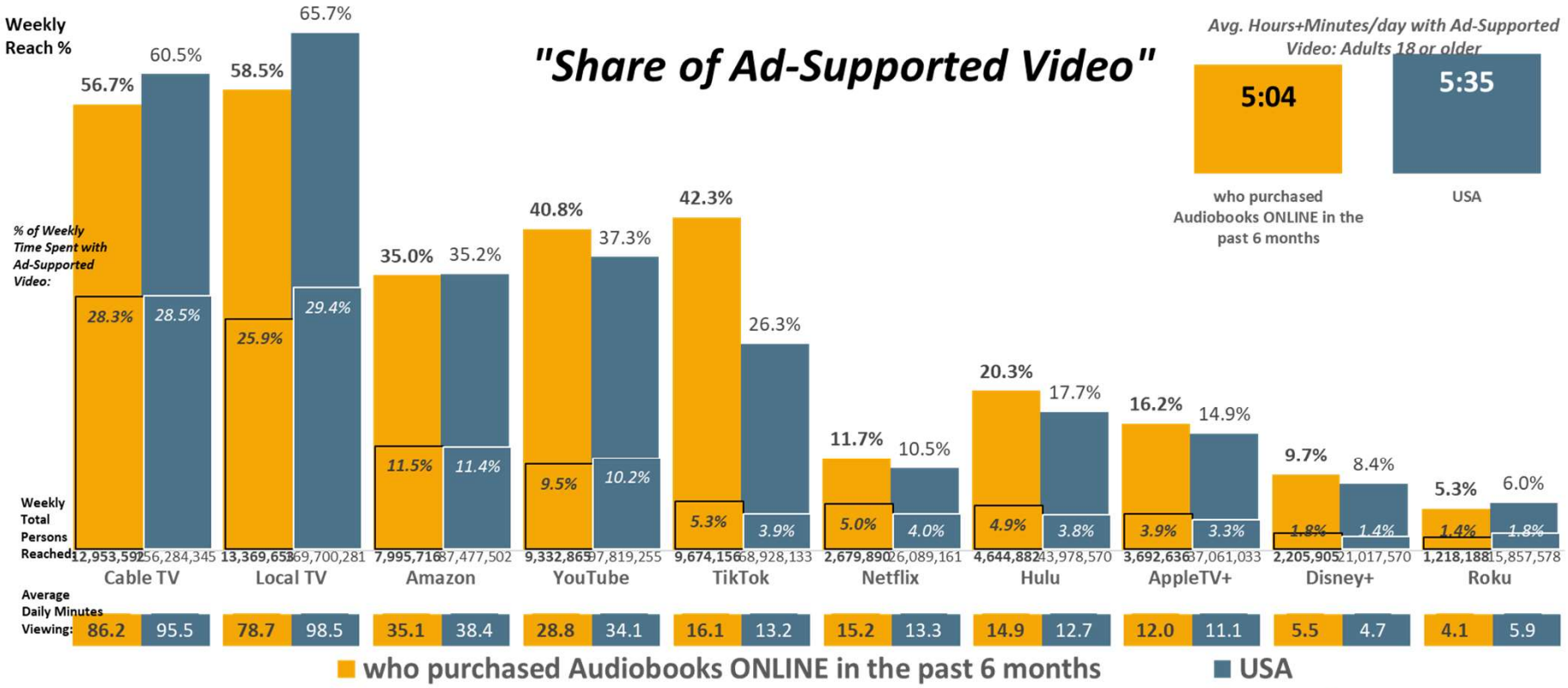
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Items bought on the Internet past 6 months:Entertainment: Books



13,369,653 or 58.5% of Adults 18 or older who purchased Audiobooks ONLINE in the past 6 months watch Ad-Supported Local TV Stations for an average of 78.7 minutes every day representing 25.9% of all time spent daily with Ad-Supported Video.



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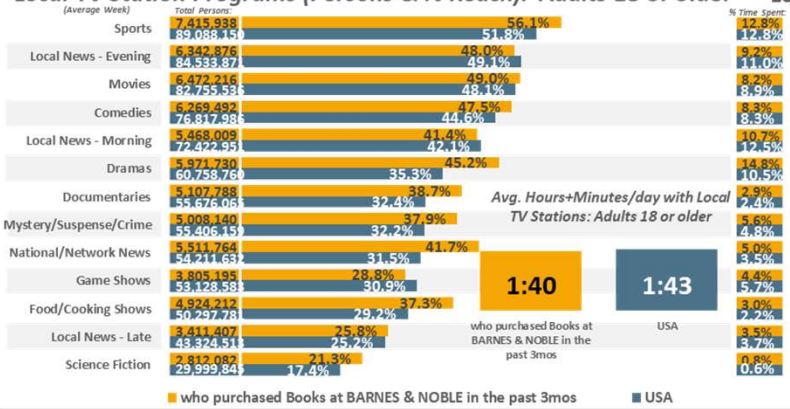
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Items bought on the Internet past 6 months:Entertainment: Audiobooks

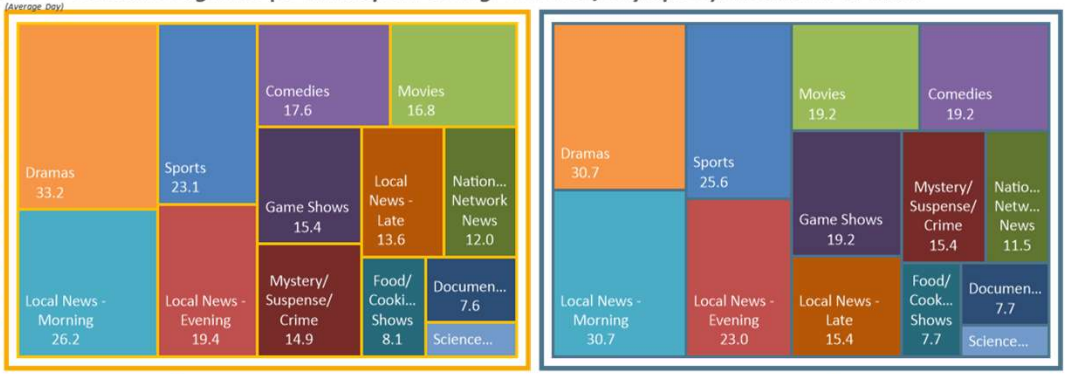
BARNES & NOBLE

13,025,436 or 64.7% of Adults 18 or older who purchased Books at BARNES & NOBLE in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Dramas, Comedies, and Local News - Morning.

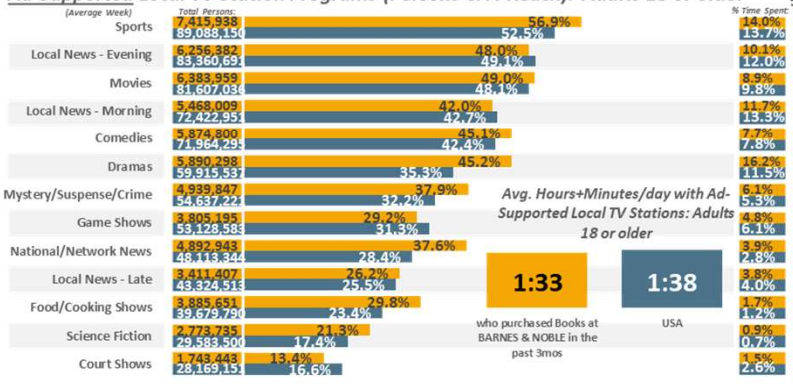
Local TV Station Programs (Persons & % Reach): Adults 18 or older



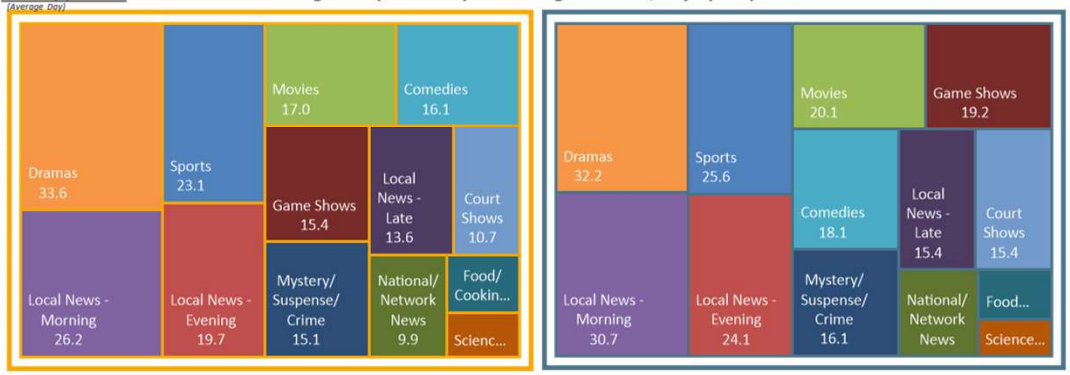
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



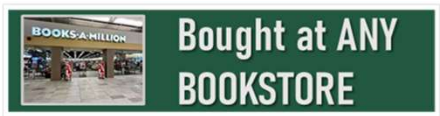
USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,841*

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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

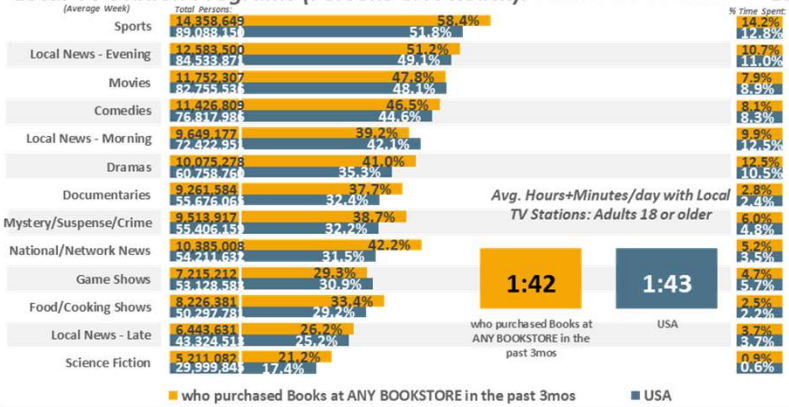
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Stores/services bought past 3 months: Barnes & Noble

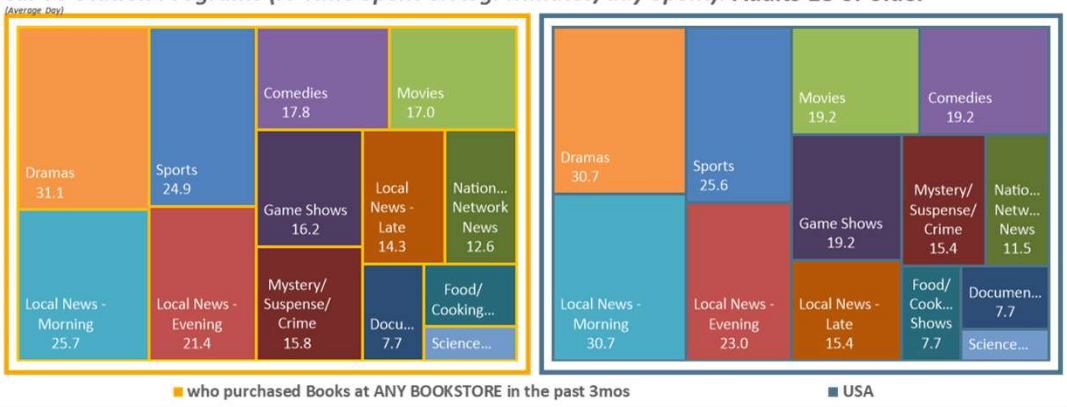


24,207,920 or 61.2% of Adults 18 or older who purchased Books at ANY BOOKSTORE in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Dramas, and Local News - Morning.

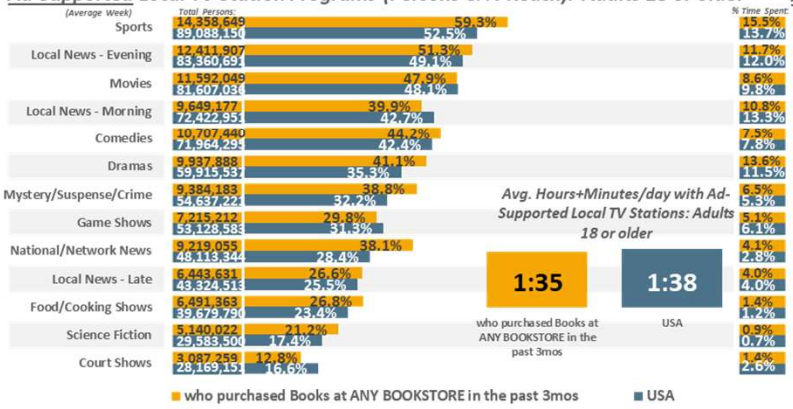
Local TV Station Programs (Persons & % Reach): Adults 18 or older



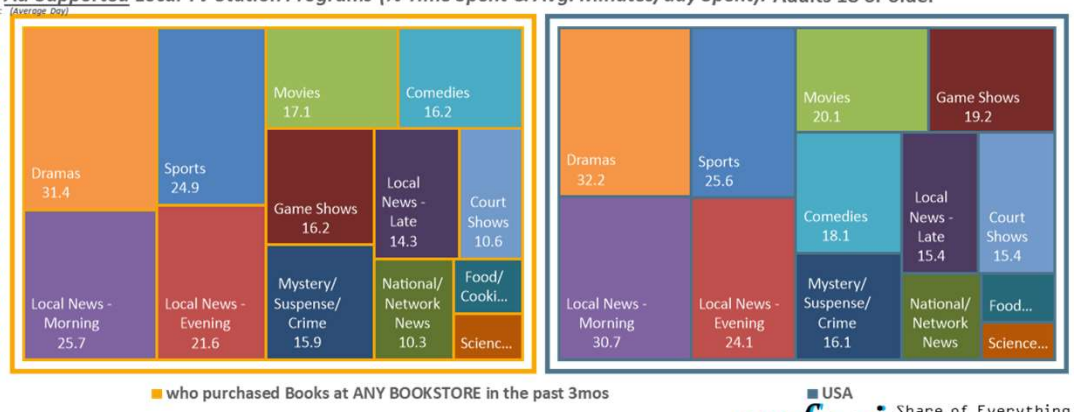
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

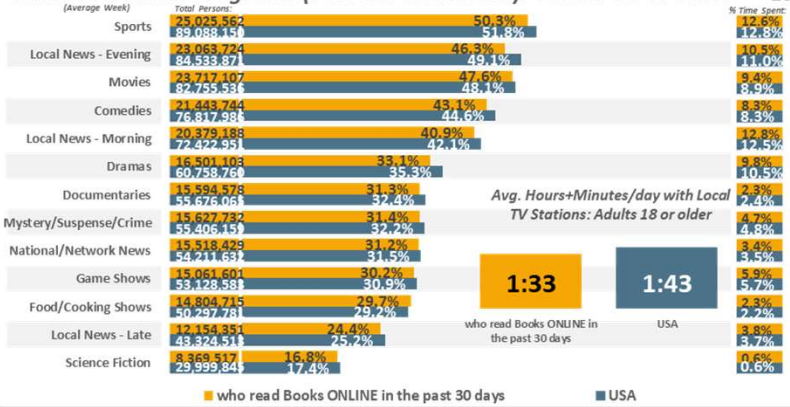
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Stores/services bought past 3 months: Any bookstore

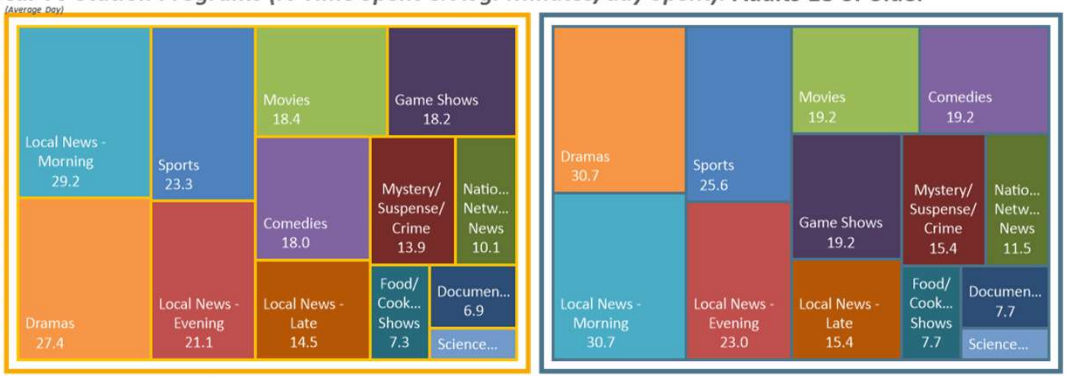


49,119,423 or 61.9% of Adults 18 or older who read Books ONLINE in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Local News - Morning, Comedies, and Dramas.

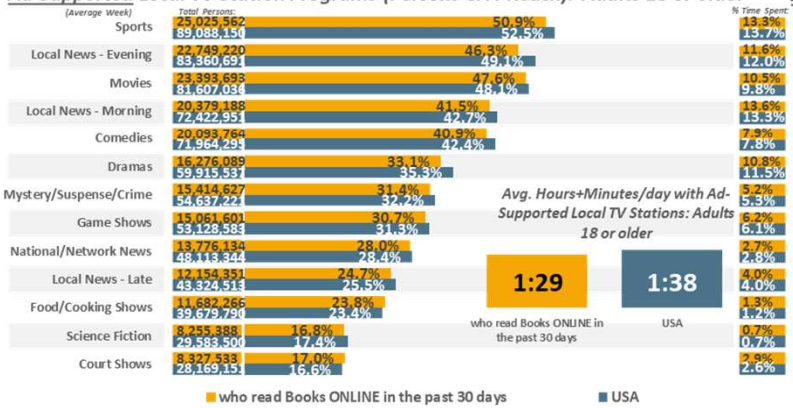
Local TV Station Programs (Persons & % Reach): Adults 18 or older



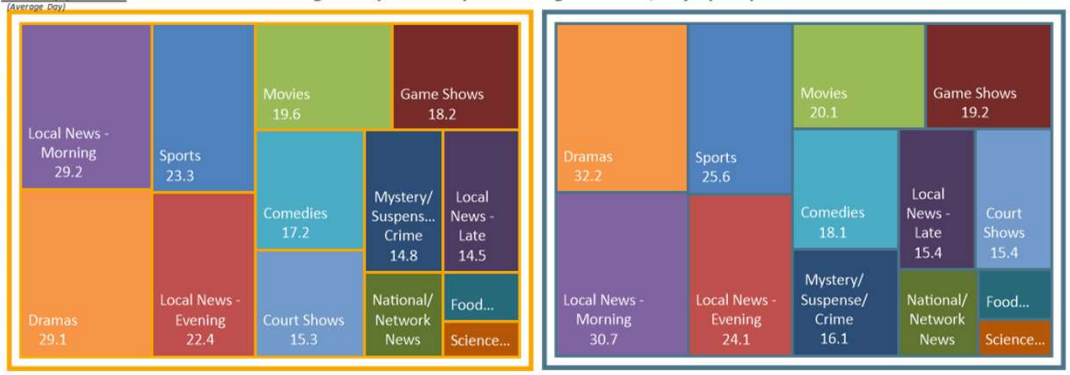
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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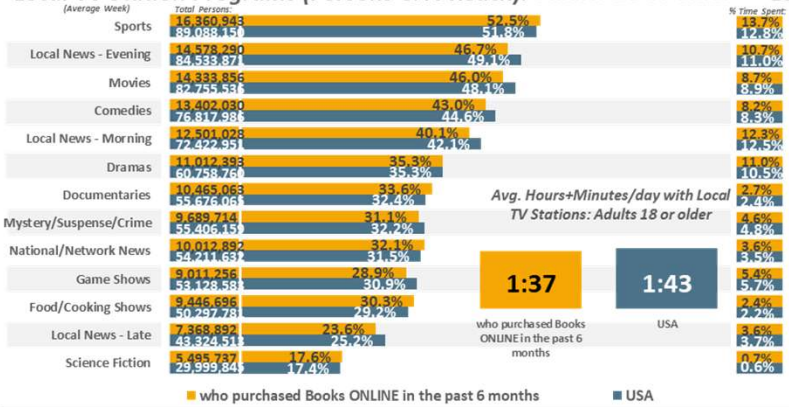
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Ways used Internet/apps past 30 days on any device:Entertainment: Read books

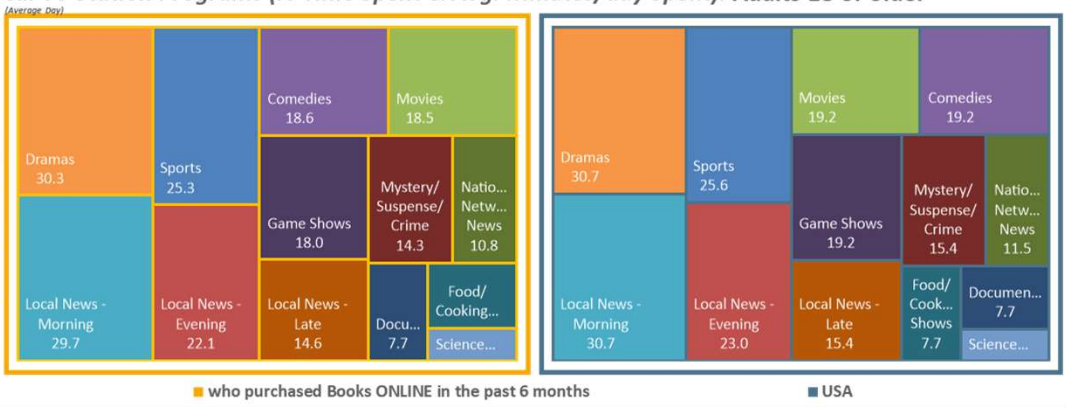


30,796,024 or 61.7% of Adults 18 or older who purchased Books ONLINE in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Dramas.

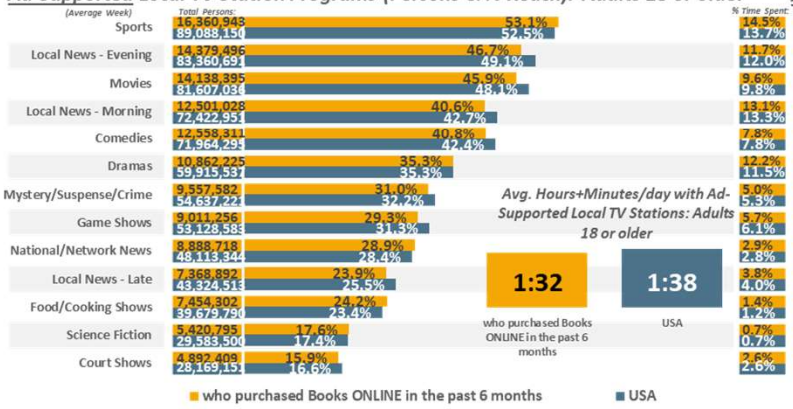
Local TV Station Programs (Persons & % Reach): Adults 18 or older



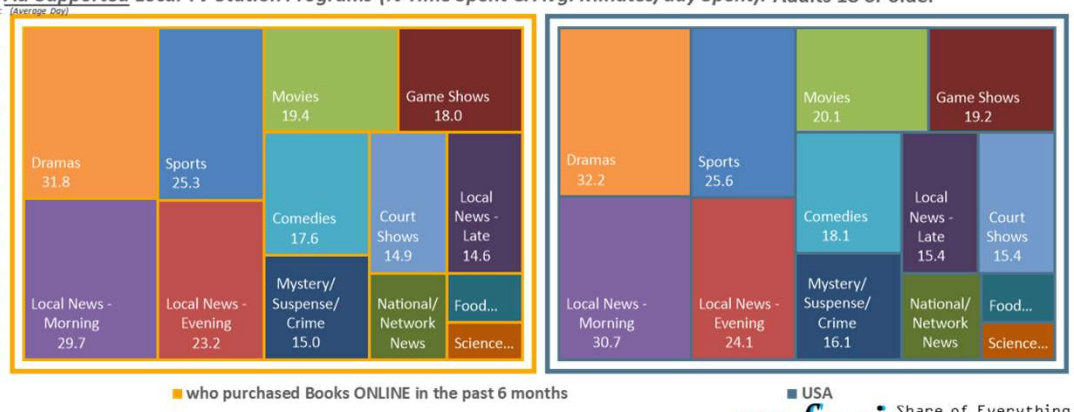
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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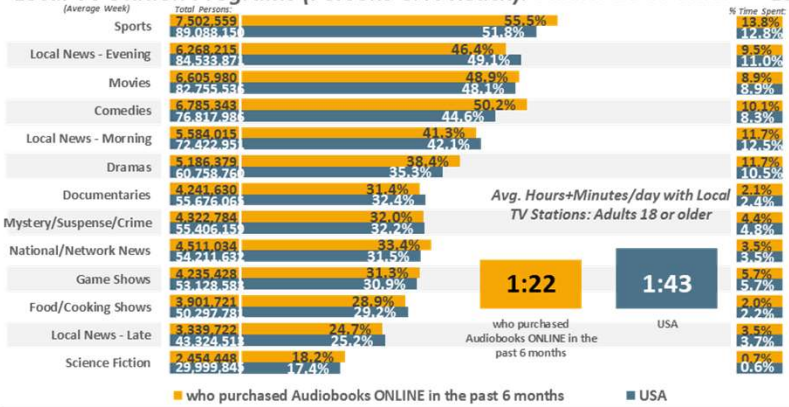
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Items bought on the Internet past 6 months:Entertainment: Books

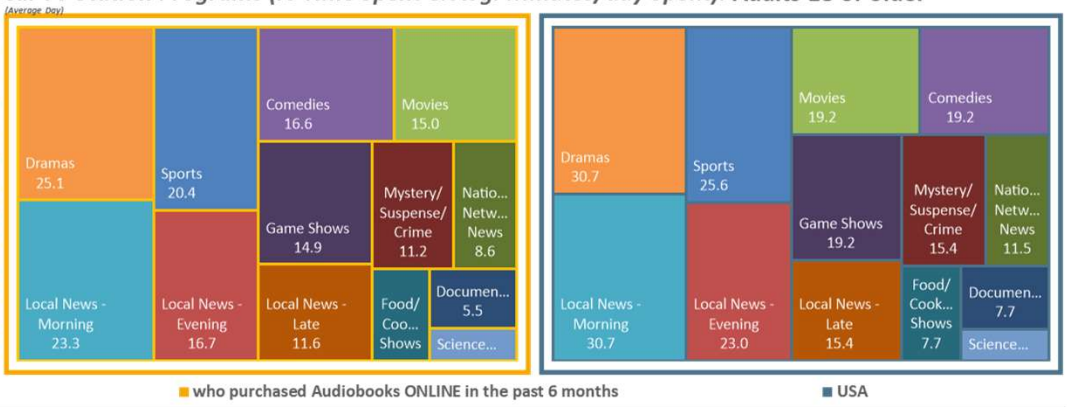


13,369,653 or 58.5% of Adults 18 or older who purchased Audiobooks ONLINE in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and Dramas.

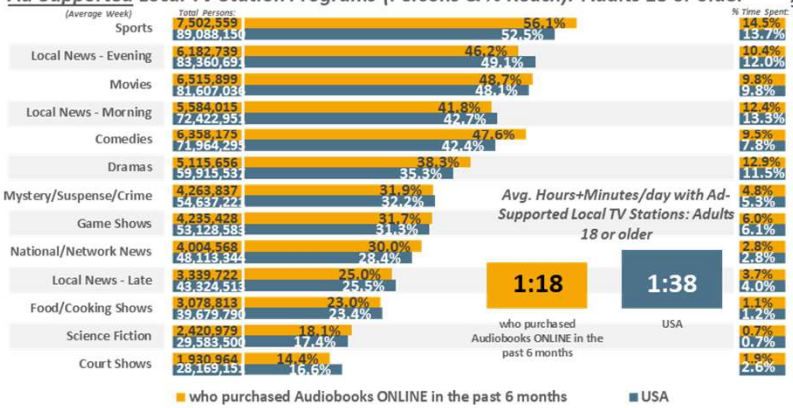
Local TV Station Programs (Persons & % Reach): Adults 18 or older



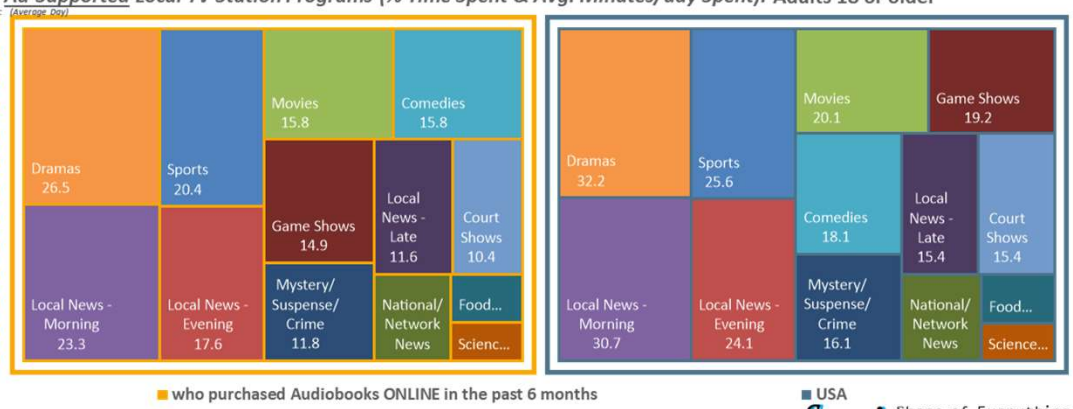
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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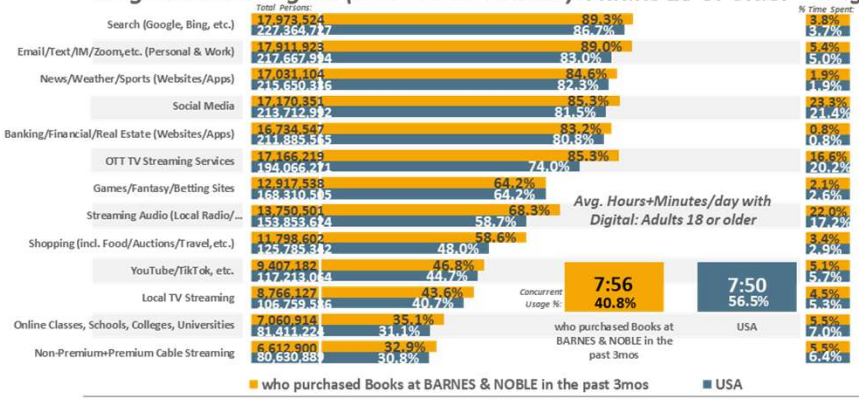
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Items bought on the Internet past 6 months:Entertainment: Audiobooks

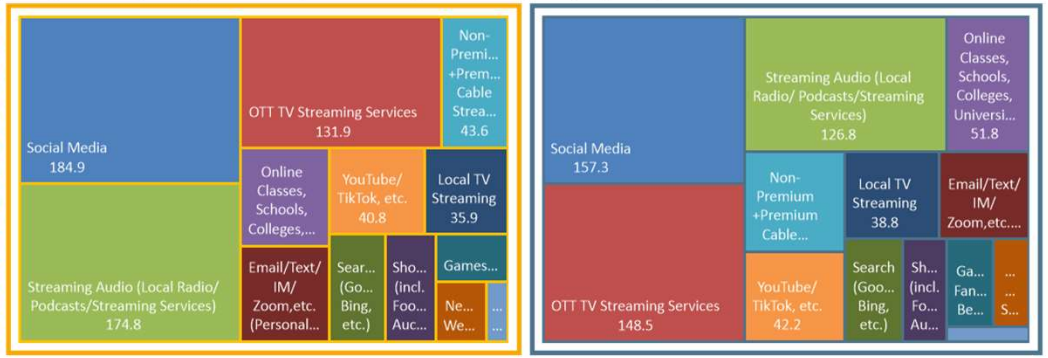
BARNES & NOBLE

15,162,348 or 75.4% of Adults 18 or older who purchased Books at BARNES & NOBLE in the past 3mos use Ad-Supported Social Media for an average of 170.1 minutes every day representing 27.9% of all time spent daily with Ad-Supported Digital Media.

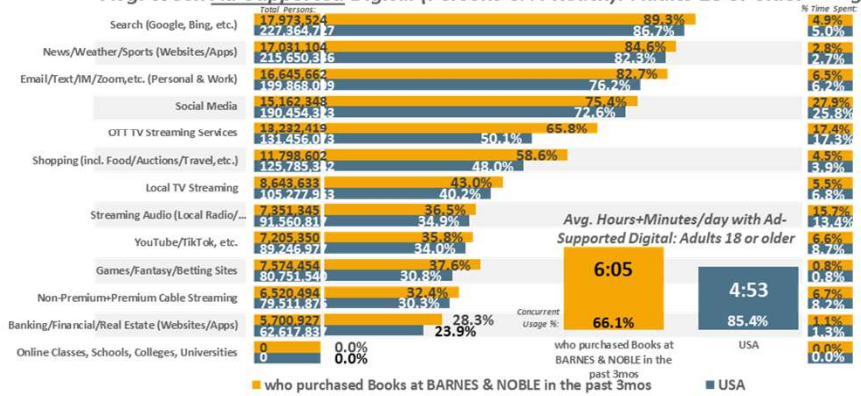
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



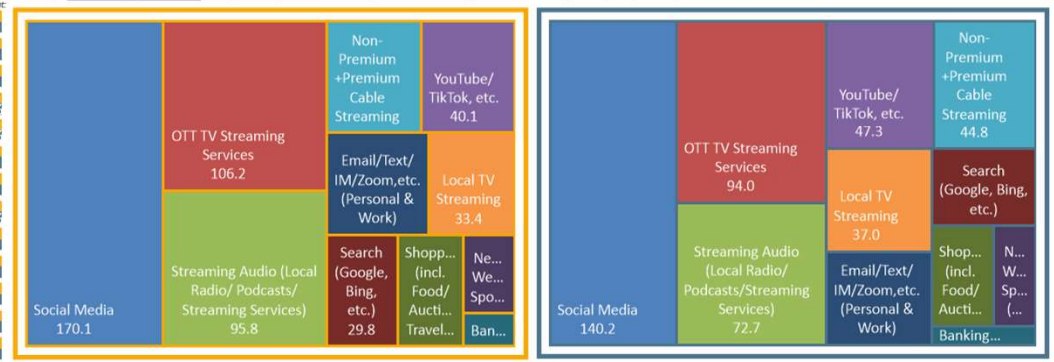
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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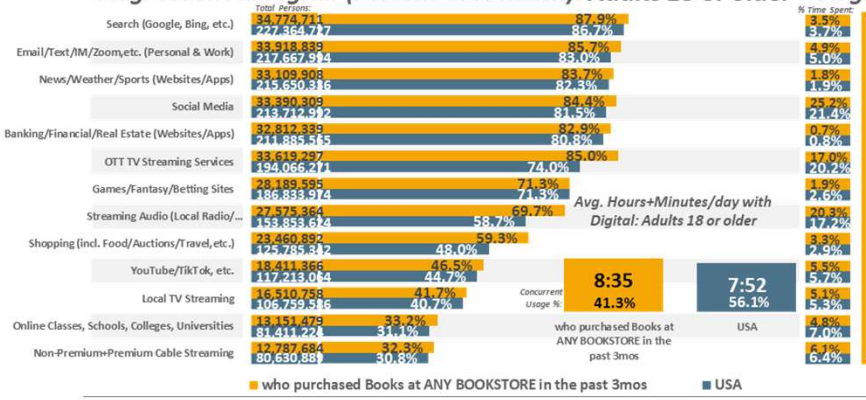
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Stores/services bought past 3 months: Barnes & Noble

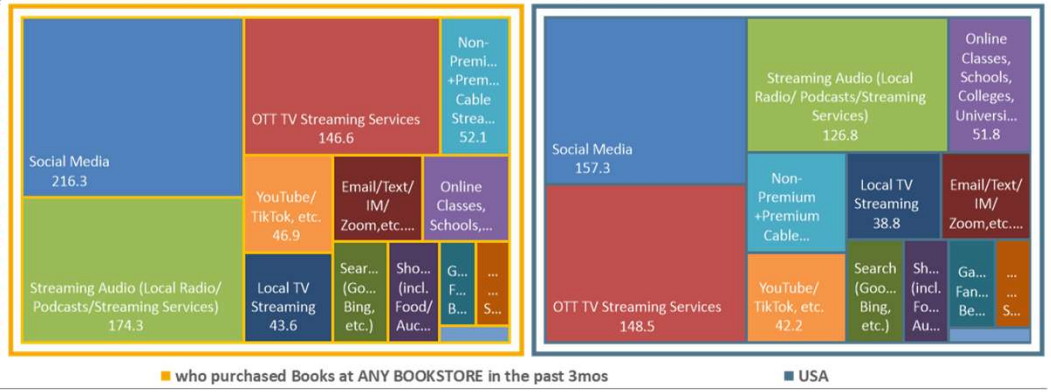


29,723,438 or 75.1% of Adults 18 or older who purchased Books at ANY BOOKSTORE in the past 3mos use Ad-Supported Social Media for an average of 199. minutes every day representing 29.8% of all time spent daily with Ad-Supported Digital Media.

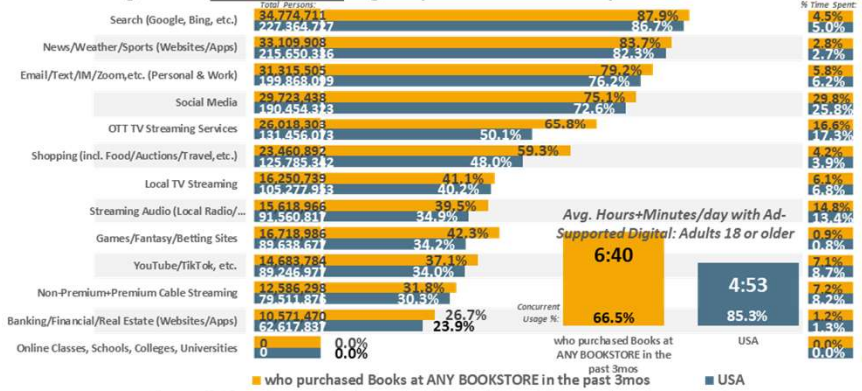
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



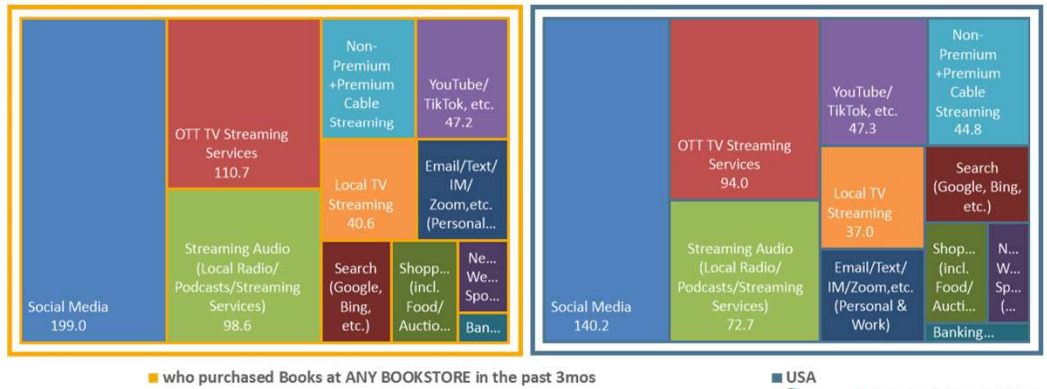
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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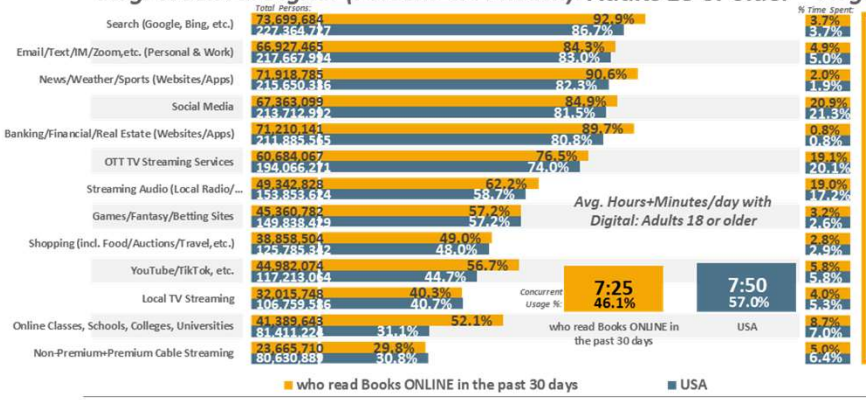
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Stores/services bought past 3 months: Any bookstore

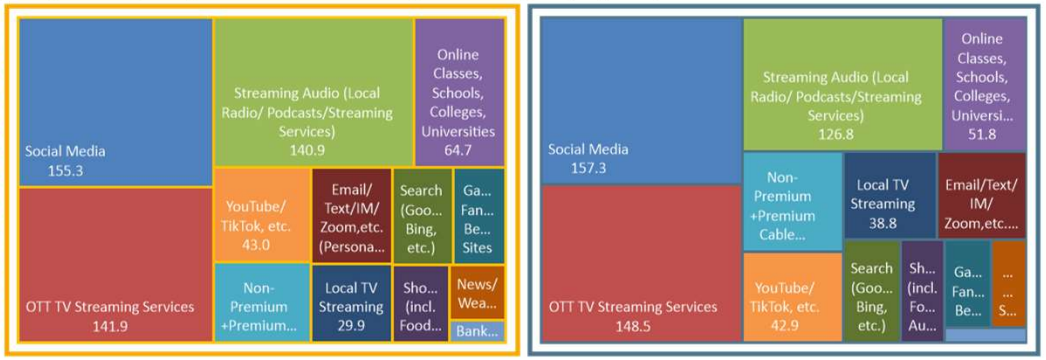


57,028,008 or 71.9% of Adults 18 or older who read Books ONLINE in the past 30 days use Ad-Supported Social Media for an average of 142.9 minutes every day representing 27.% of all time spent daily with Ad-Supported Digital Media.

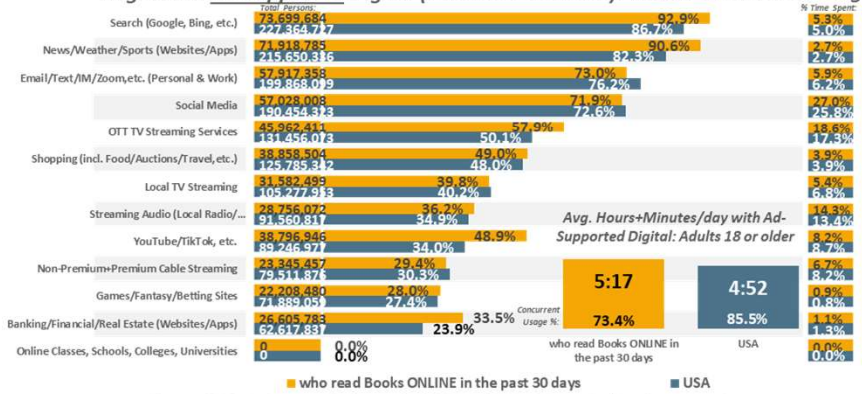
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



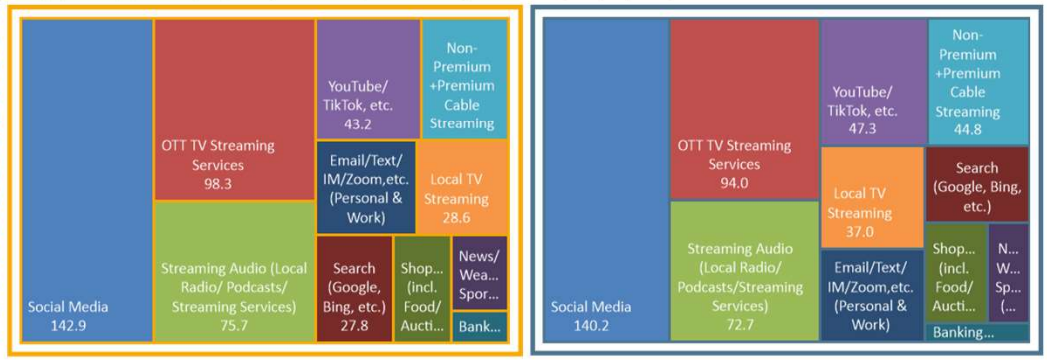
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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Ways used Internet/apps past 30 days on any device:Entertainment: Read books

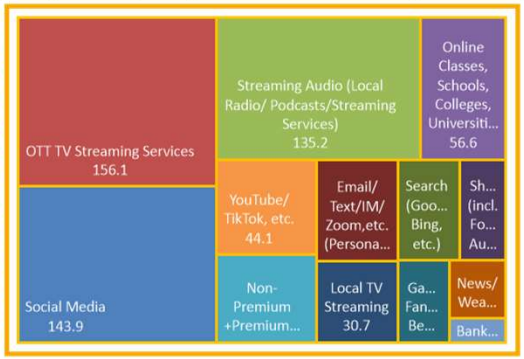


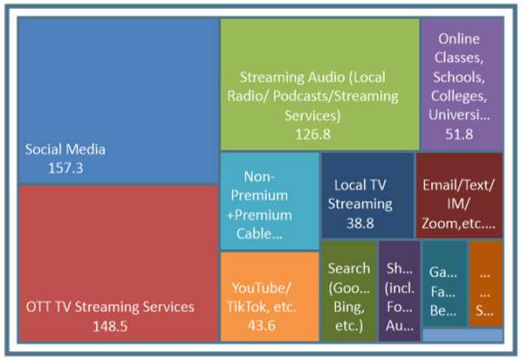
34,948,971 or 70.% of Adults 18 or older who purchased Books ONLINE in the past 6 months use Ad-Supported Social Media for an average of 132.4 minutes every day representing 24.7% of all time spent daily with Ad-Supported Digital Media.

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

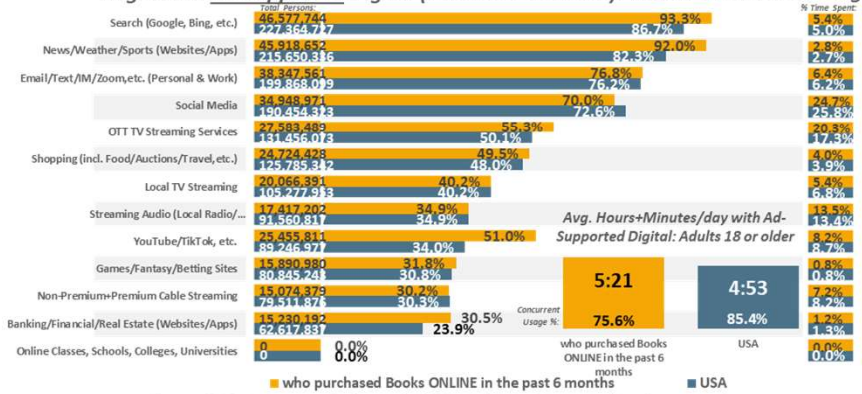


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

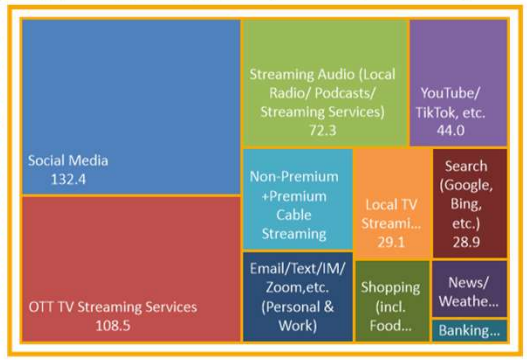


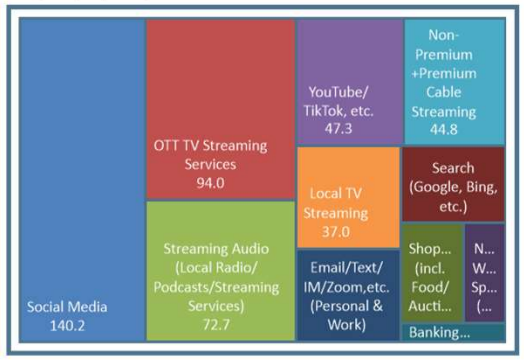


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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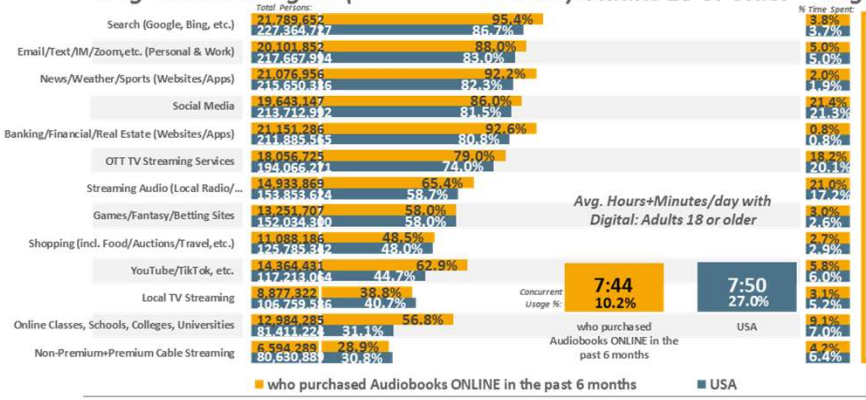
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Items bought on the Internet past 6 months:Entertainment: Books



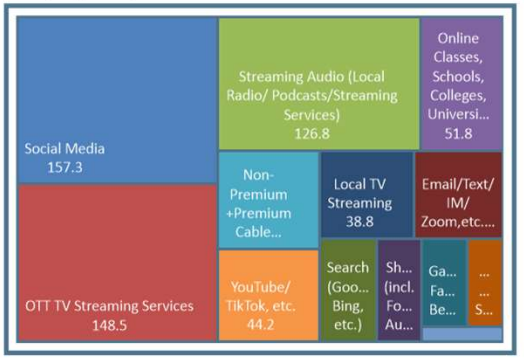
15,362,727 or 67.2% of Adults 18 or older who purchased Audiobooks ONLINE in the past 6 months use Ad-Supported Social Media for an average of 129.7 minutes every day representing 25.8% of all time spent daily with Ad-Supported Digital Media.

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



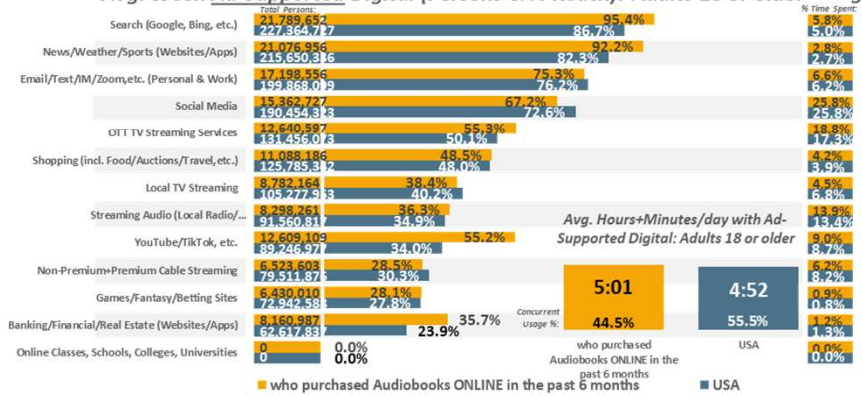
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



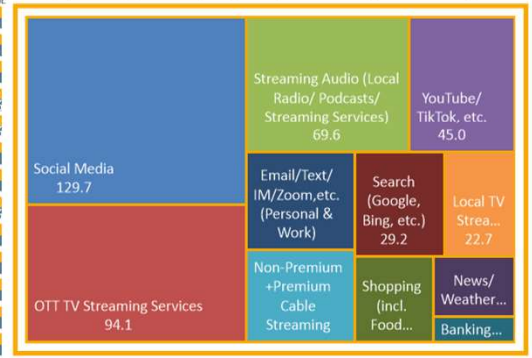


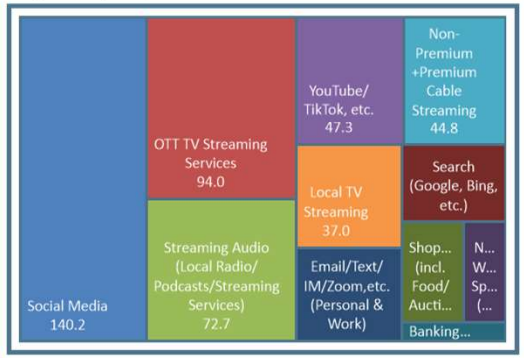
■ who purchased Audiobooks ONLINE in the past 6 months ■ USA

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



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





■ who purchased Audiobooks ONLINE in the past 6 months ■ USA

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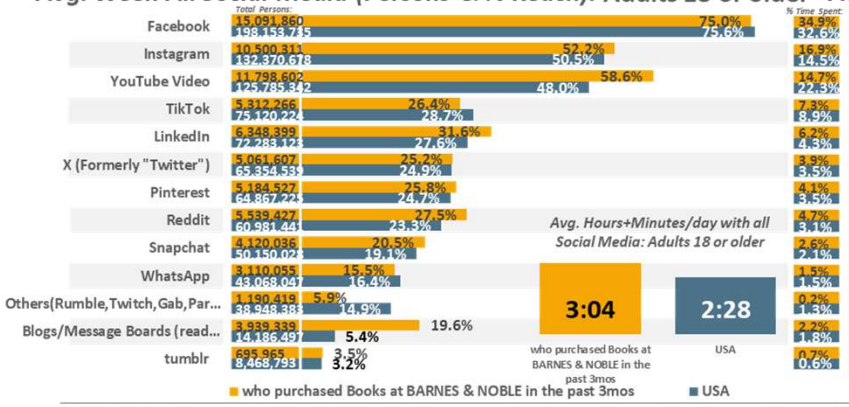
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Items bought on the Internet past 6 months:Entertainment: Audiobooks

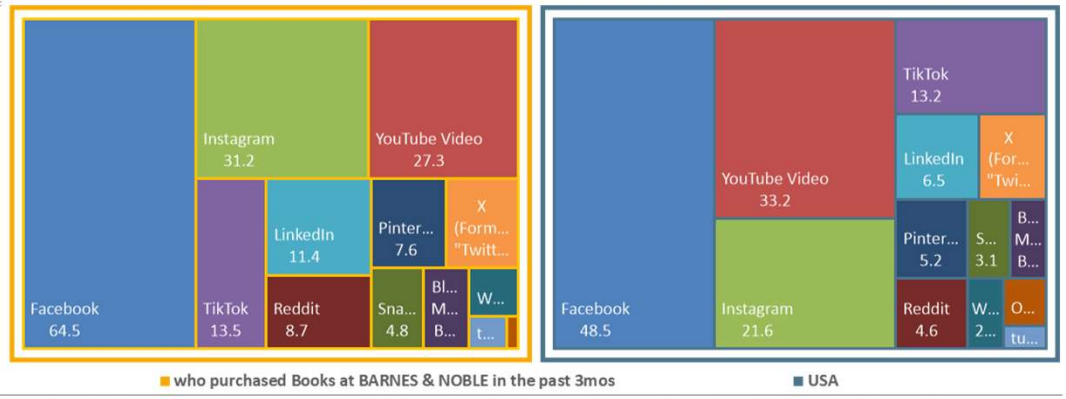
BARNES & NOBLE

15,091,860 or 75.% of Adults 18 or older who purchased Books at BARNES & NOBLE in the past 3mos use Ad-Supported Facebook for an average of 59.8 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

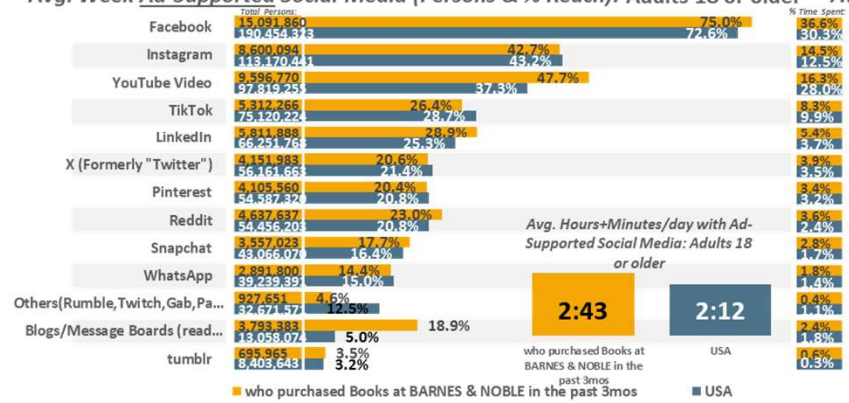
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



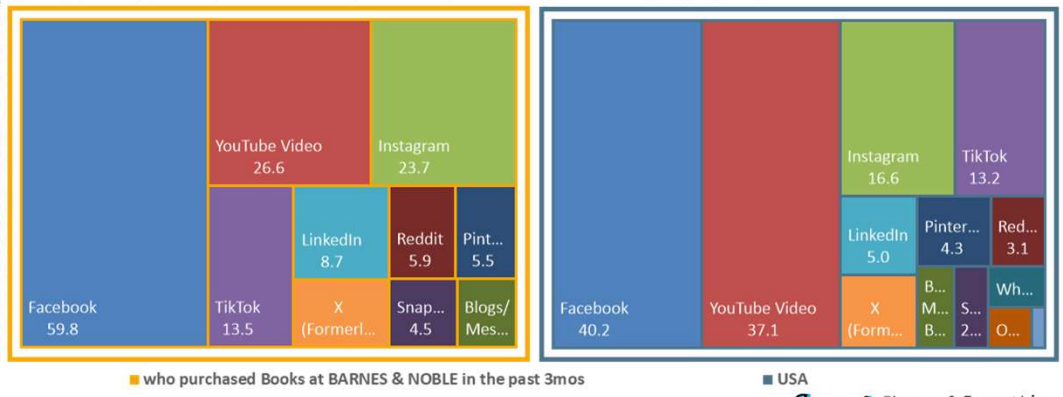
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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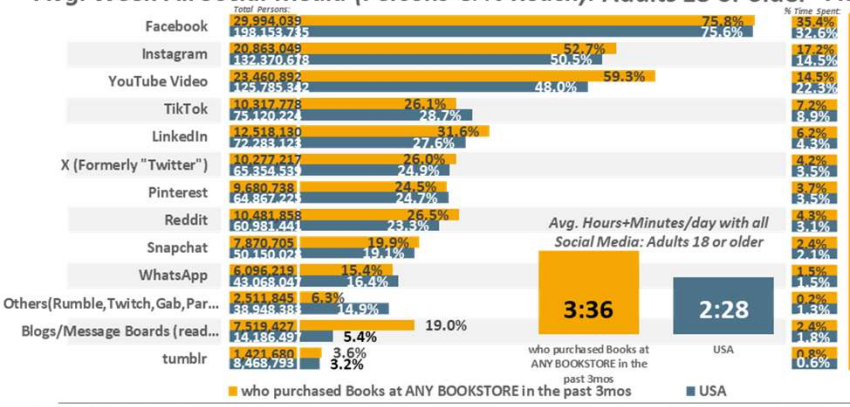
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Stores/services bought past 3 months: Barnes & Noble

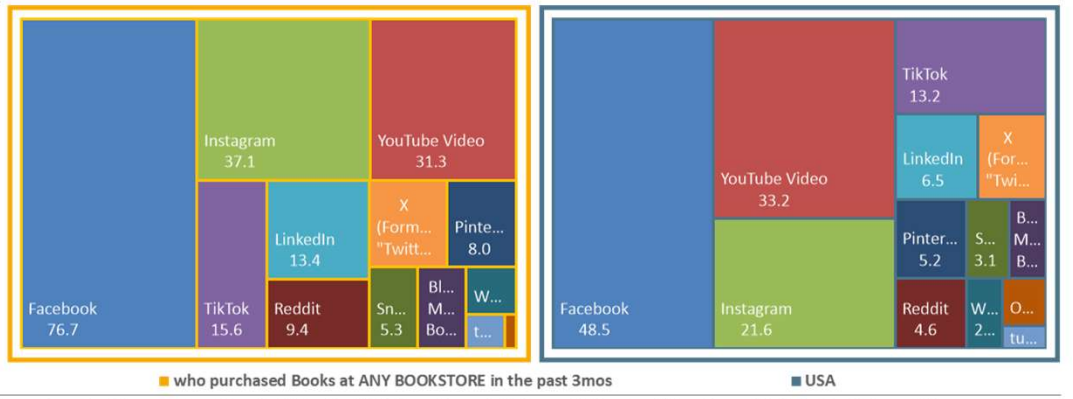


29,723,438 or 75.1% of Adults 18 or older who purchased Books at ANY BOOKSTORE in the past 3mos use Ad-Supported Facebook for an average of 70.9 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

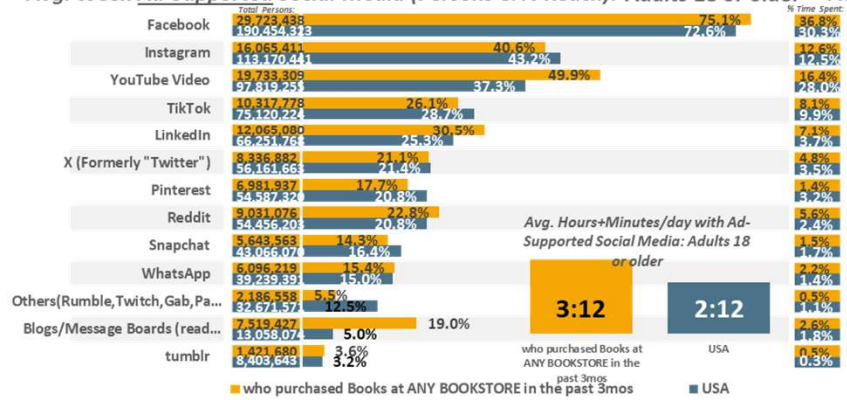
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



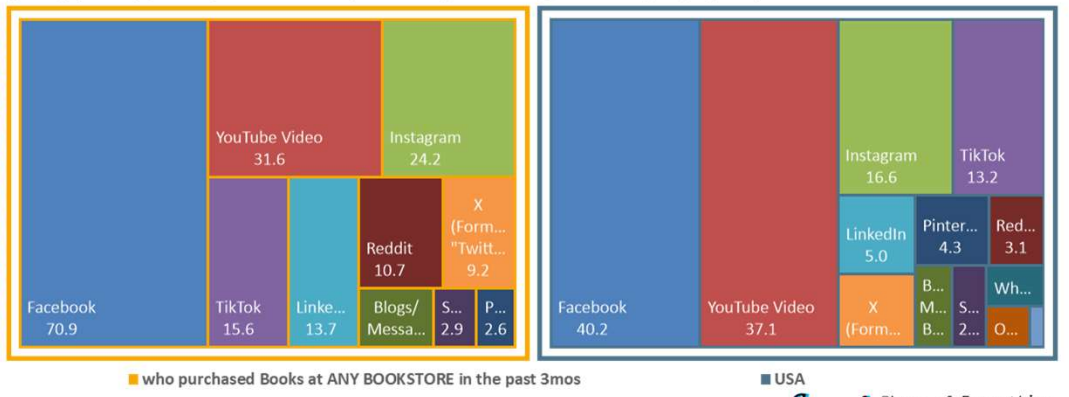
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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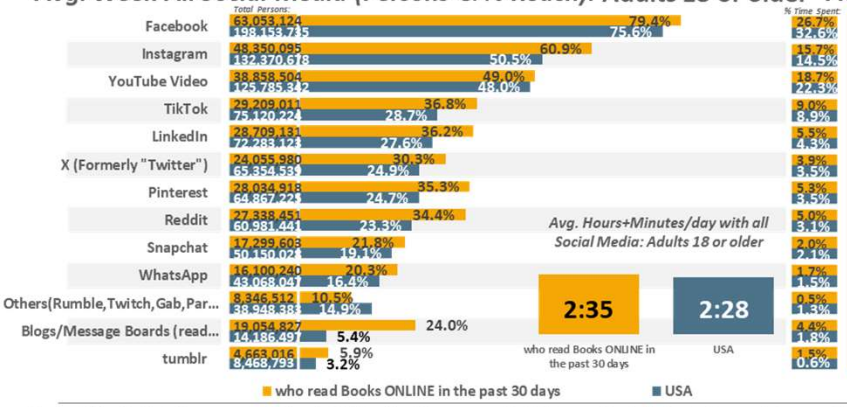
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Stores/services bought past 3 months: Any bookstore

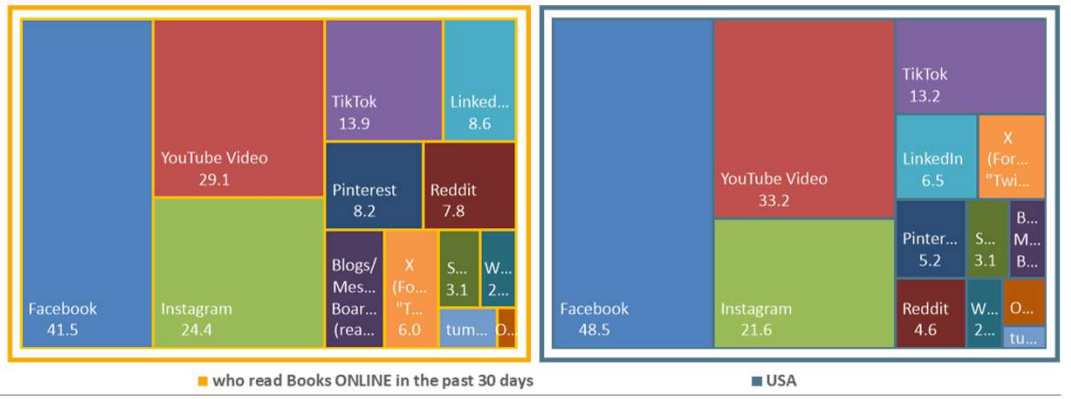


57,028,008 or 71.9% of Adults 18 or older who read Books ONLINE in the past 30 days use Ad-Supported Facebook for an average of 36.1 minutes every day representing 27.5% of all time spent daily with Ad-Supported Social Media.

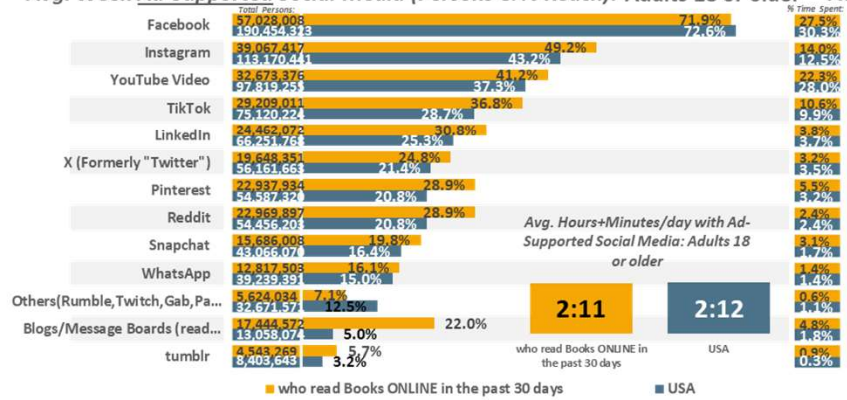
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



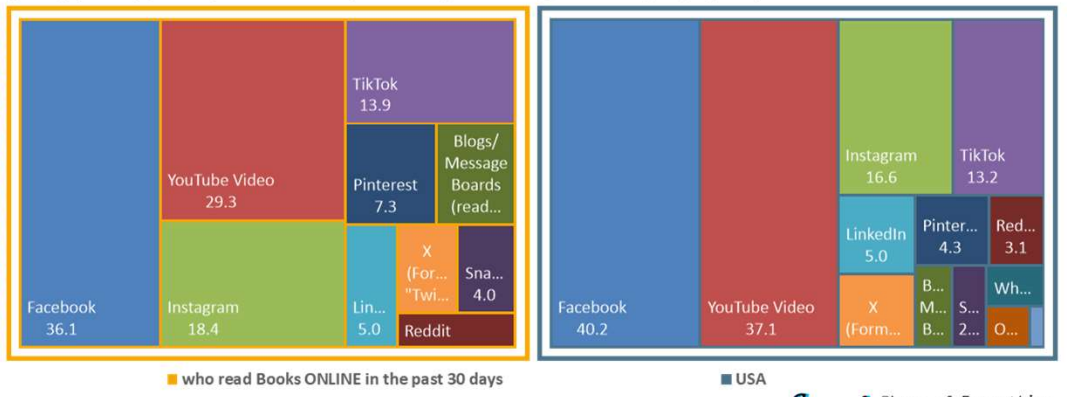
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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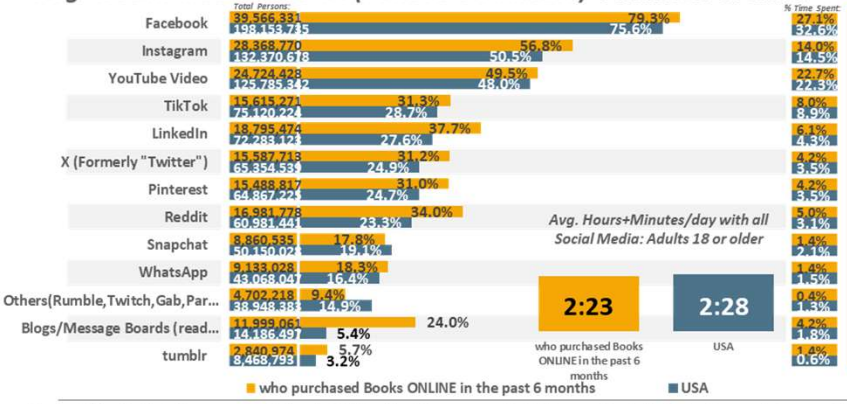
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Ways used Internet/apps past 30 days on any device:Entertainment: Read books

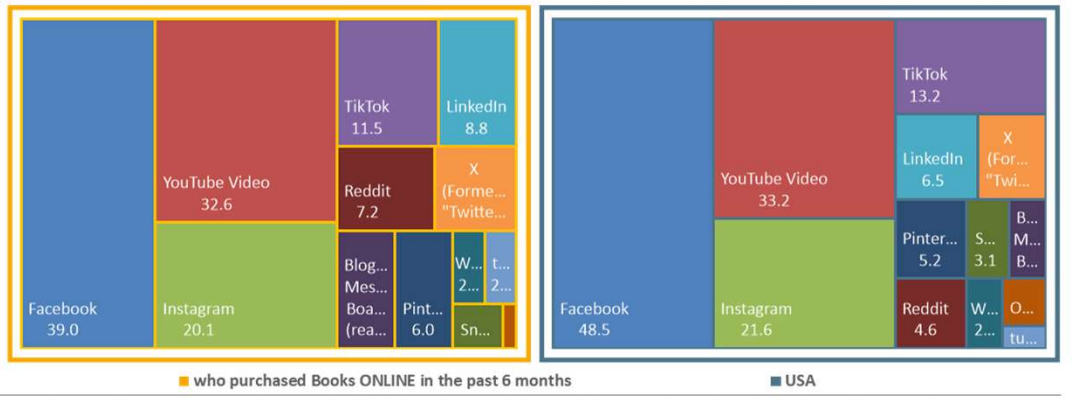


34,948,971 or 70.% of Adults 18 or older who purchased Books ONLINE in the past 6 months use Ad-Supported Facebook for an average of 32.9 minutes every day representing 27.7% of all time spent daily with Ad-Supported Social Media.

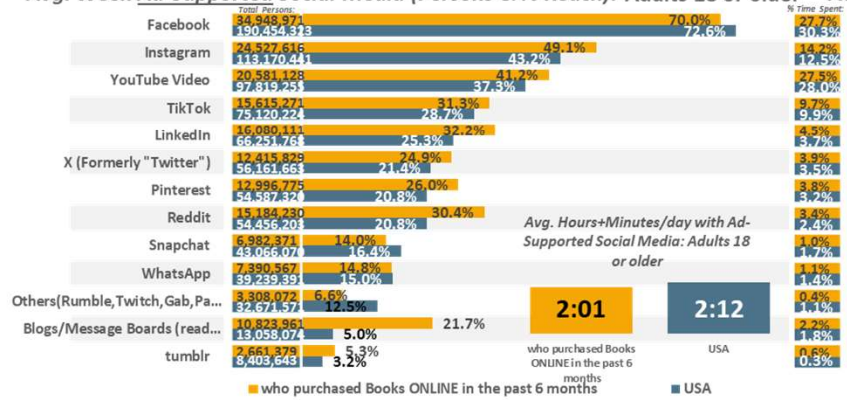
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



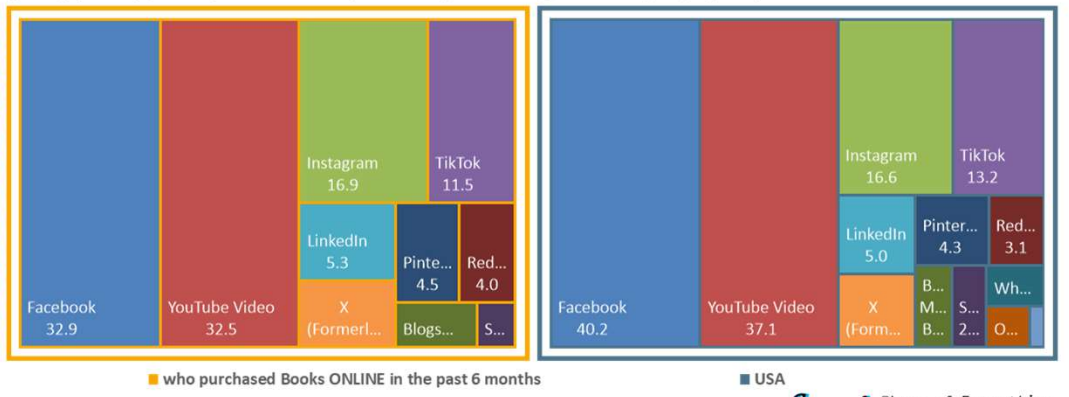
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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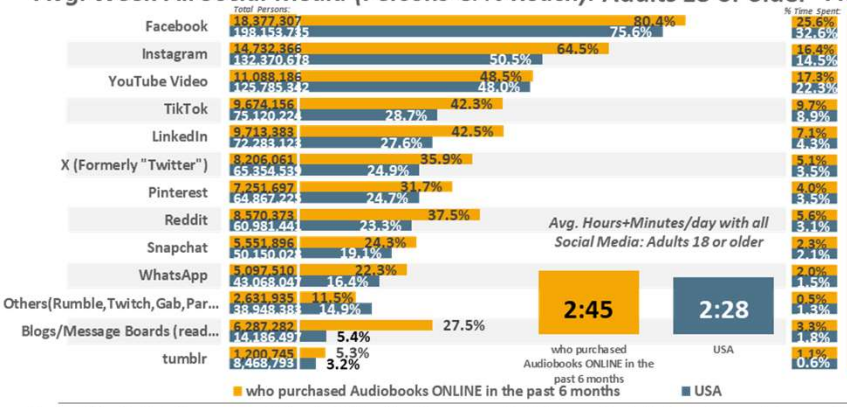
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Items bought on the Internet past 6 months:Entertainment: Books

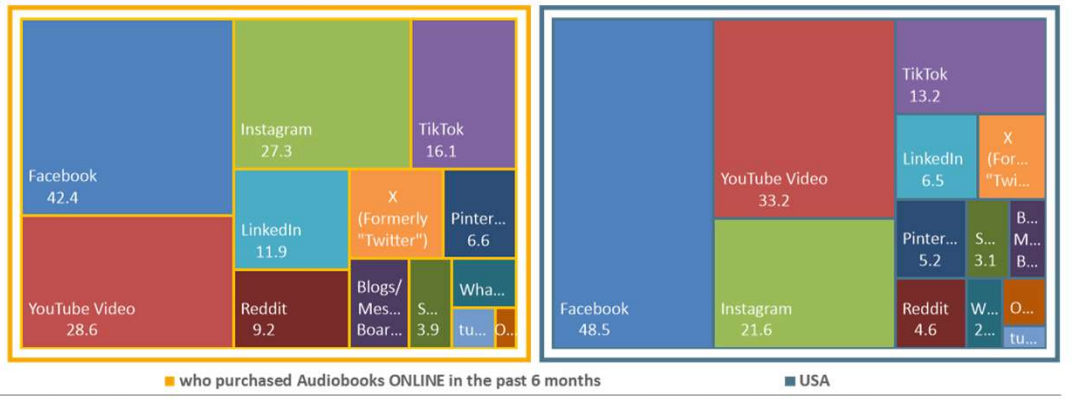


15,362,727 or 67.2% of Adults 18 or older who purchased Audiobooks ONLINE in the past 6 months use Ad-Supported Facebook for an average of 37.4 minutes every day representing 28.8% of all time spent daily with Ad-Supported Social Media.

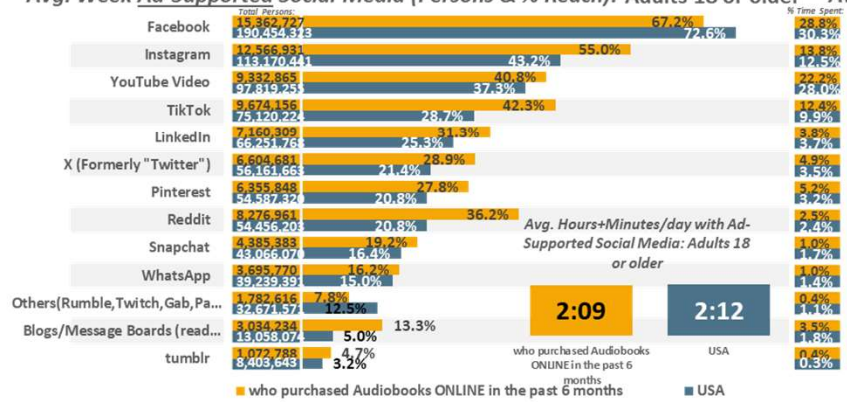
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



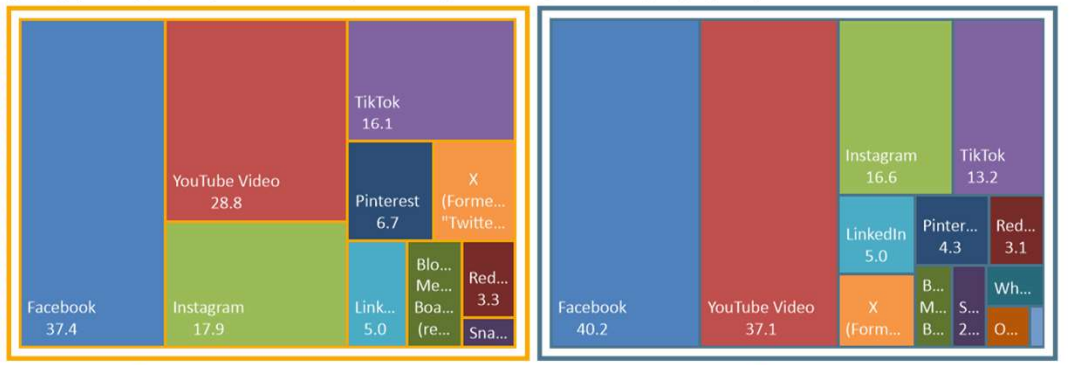
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



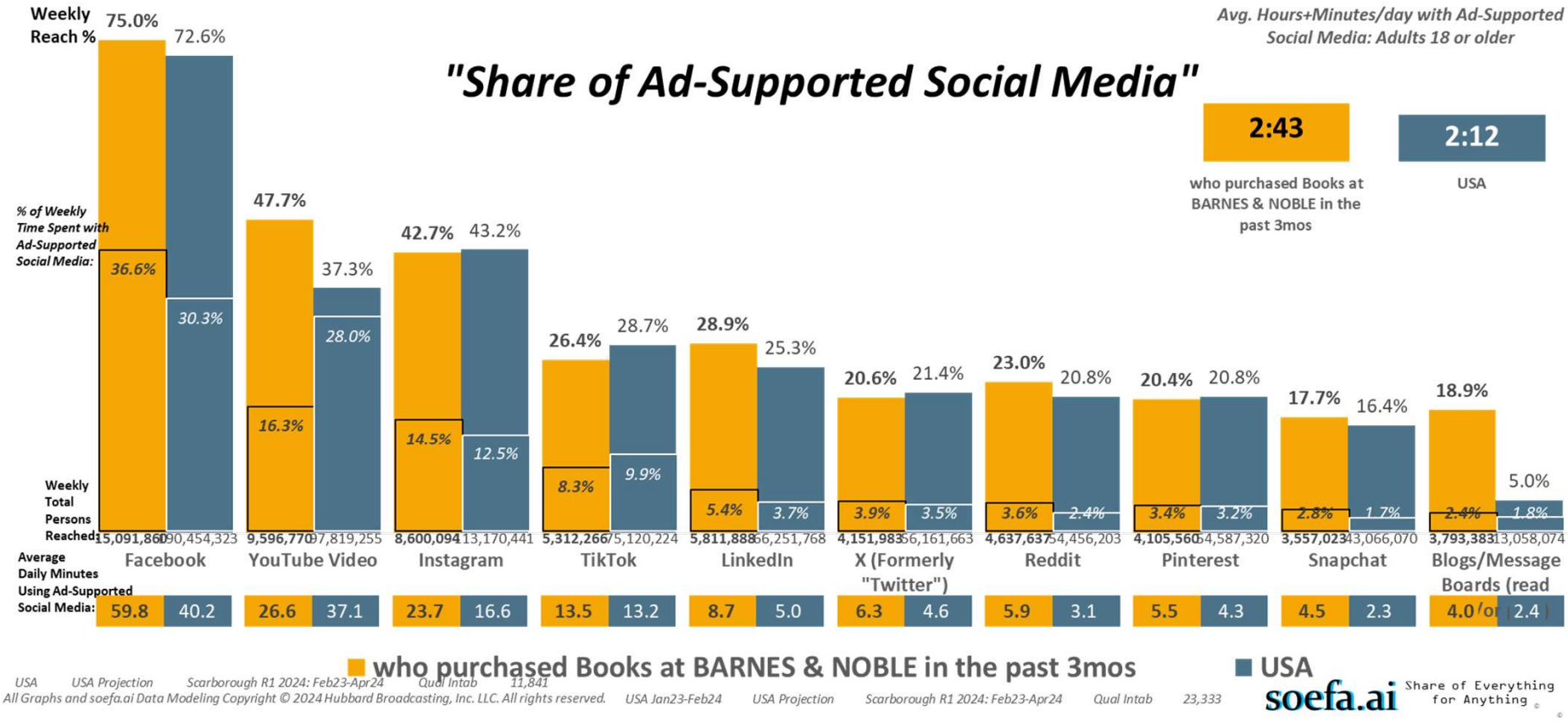
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Items bought on the Internet past 6 months:Entertainment: Audiobooks

BARNES & NOBLE

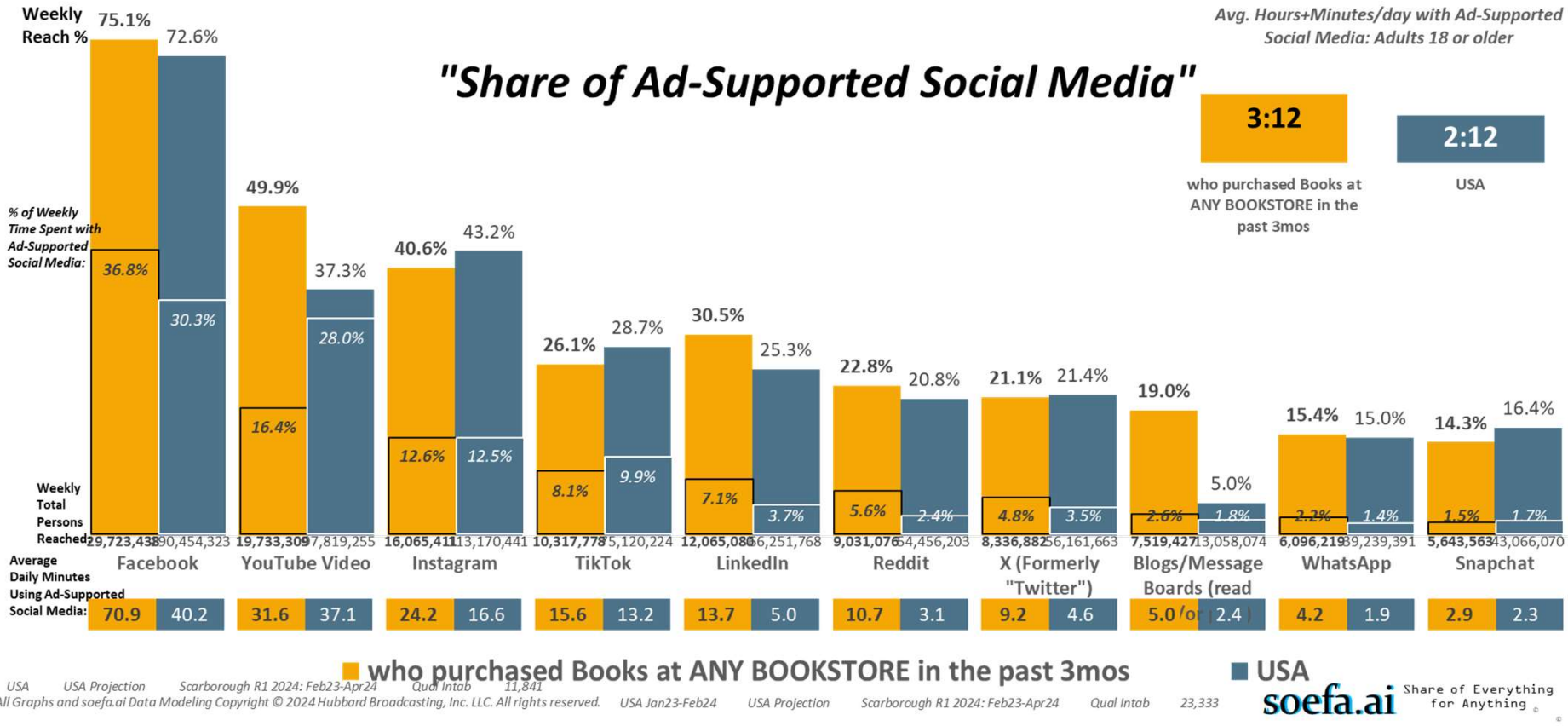
15,091,860 or 75.% of Adults 18 or older who purchased Books at BARNES & NOBLE in the past 3mos use Ad-Supported Facebook for an average of 59.8 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.



Stores/services bought past 3 months: Barnes & Noble



29,723,438 or 75.1% of Adults 18 or older who purchased Books at ANY BOOKSTORE in the past 3mos use Ad-Supported Facebook for an average of 70.9 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.



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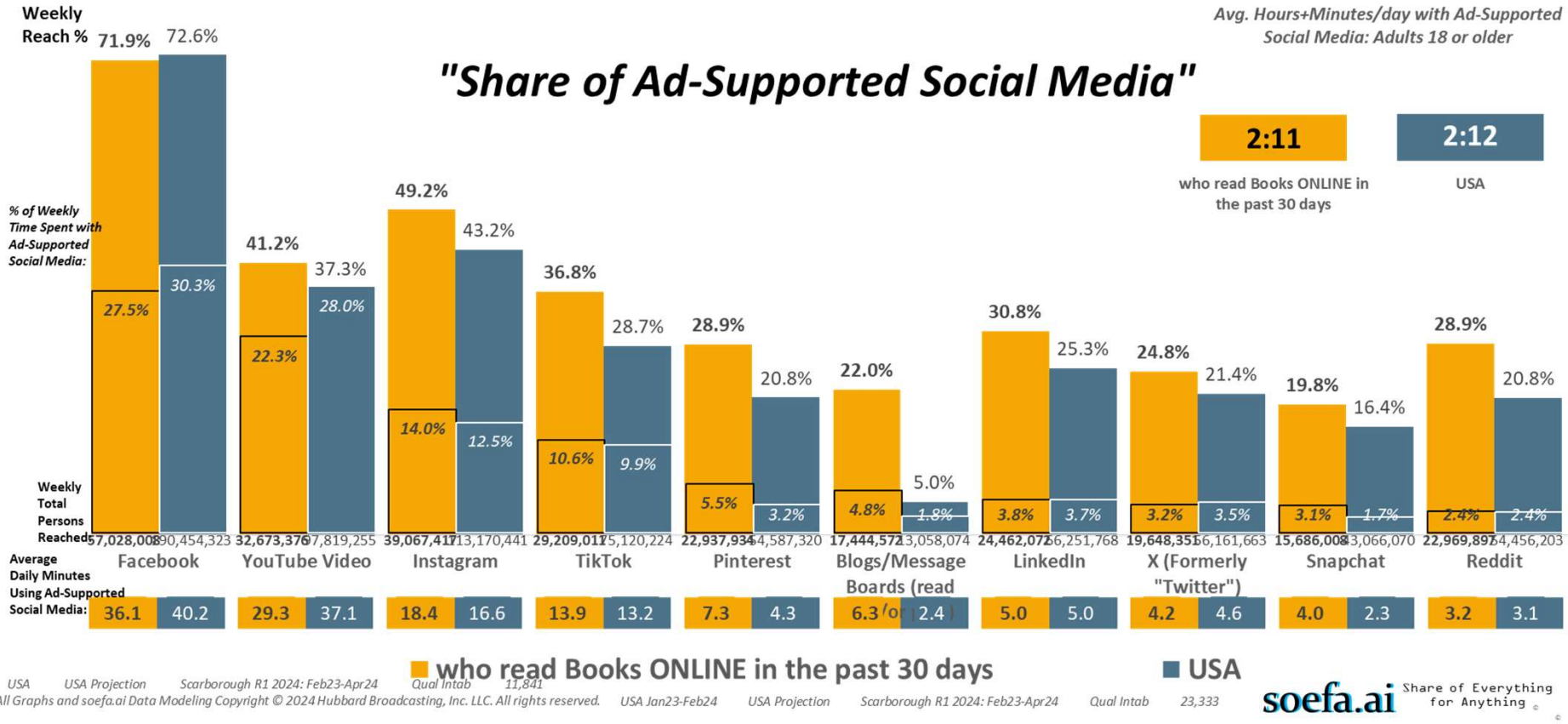
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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Stores/services bought past 3 months: Any bookstore



57,028,008 or 71.9% of Adults 18 or older who read Books ONLINE in the past 30 days use Ad-Supported Facebook for an average of 36.1 minutes every day representing 27.5% of all time spent daily with Ad-Supported Social Media.



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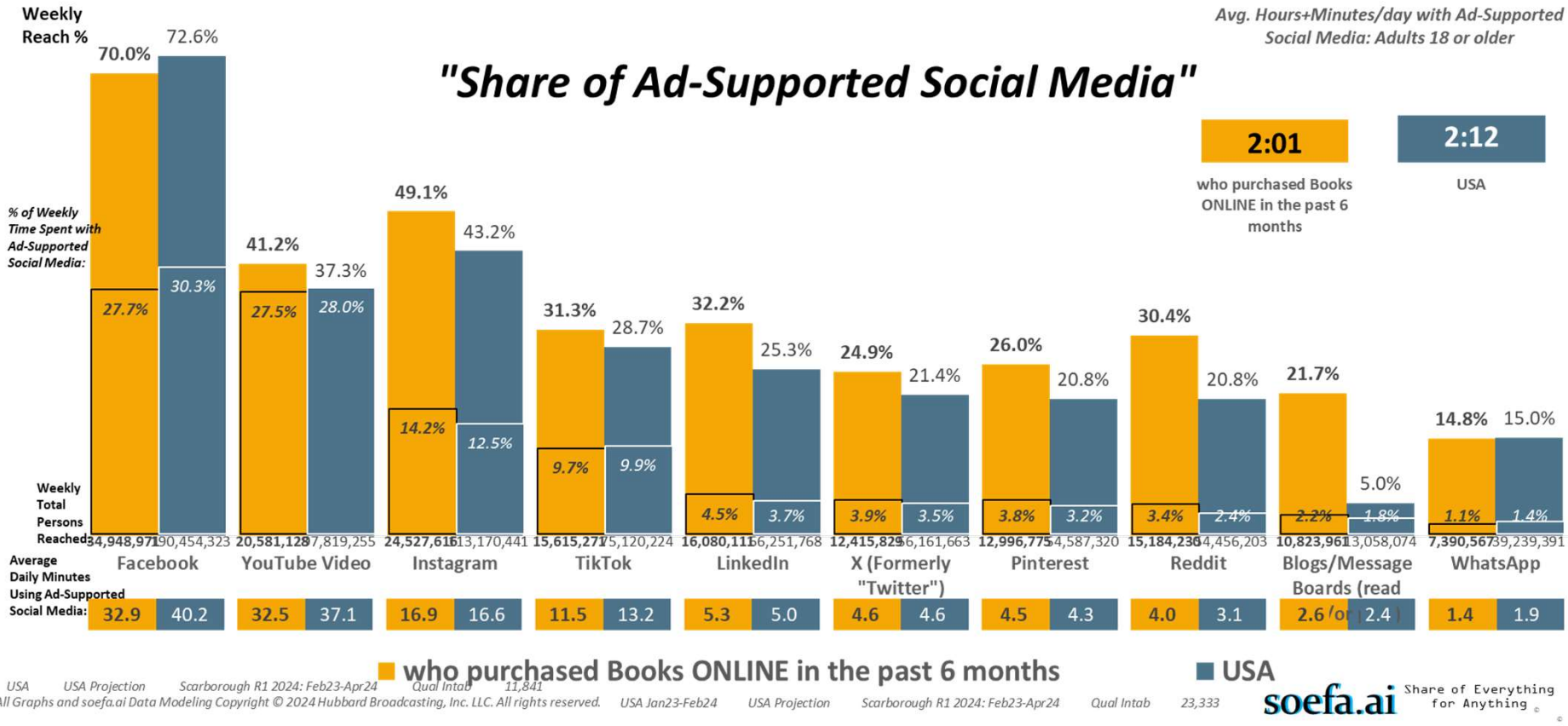
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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Ways used Internet/apps past 30 days on any device:Entertainment: Read books



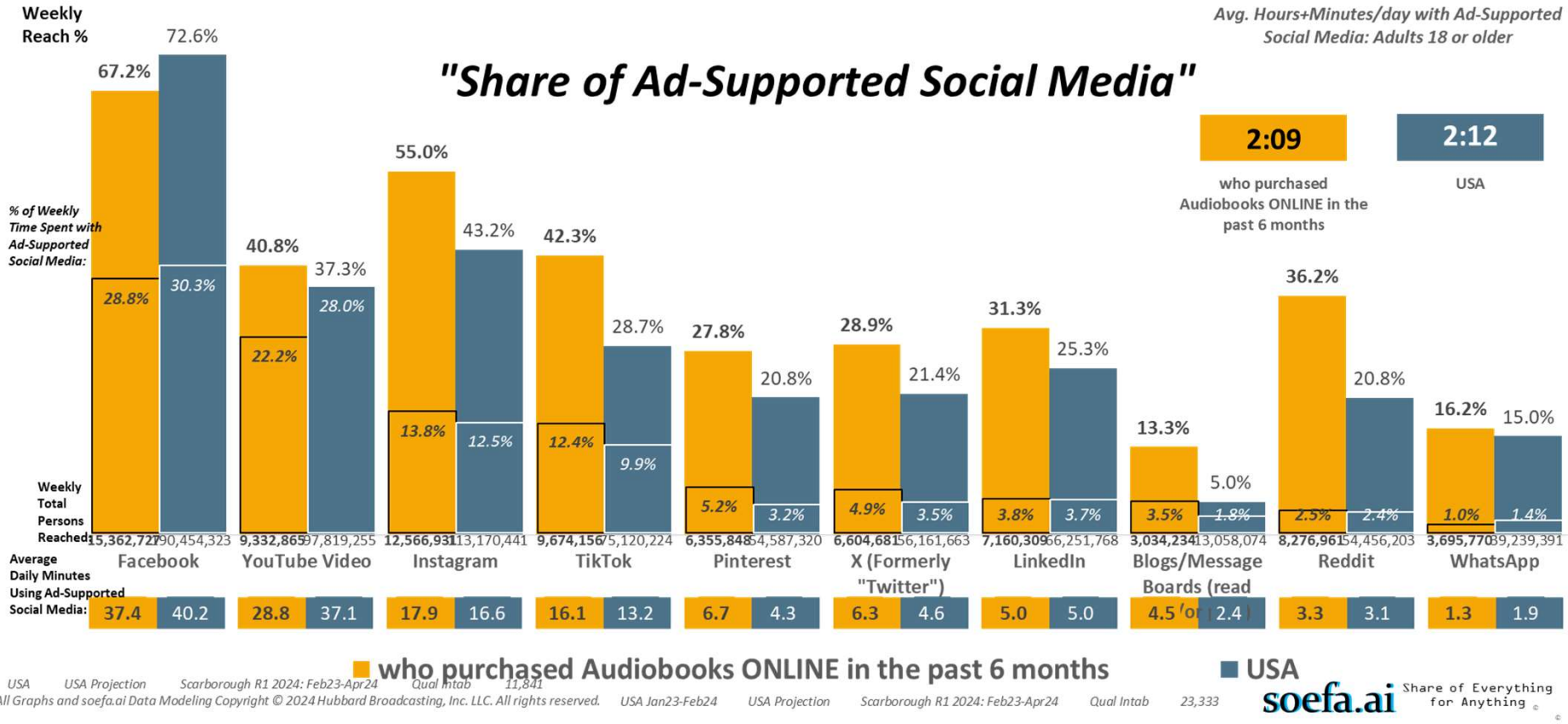
34,948,971 or 70.% of Adults 18 or older who purchased Books ONLINE in the past 6 months use Ad-Supported Facebook for an average of 32.9 minutes every day representing 27.7% of all time spent daily with Ad-Supported Social Media.



Items bought on the Internet past 6 months:Entertainment: Books



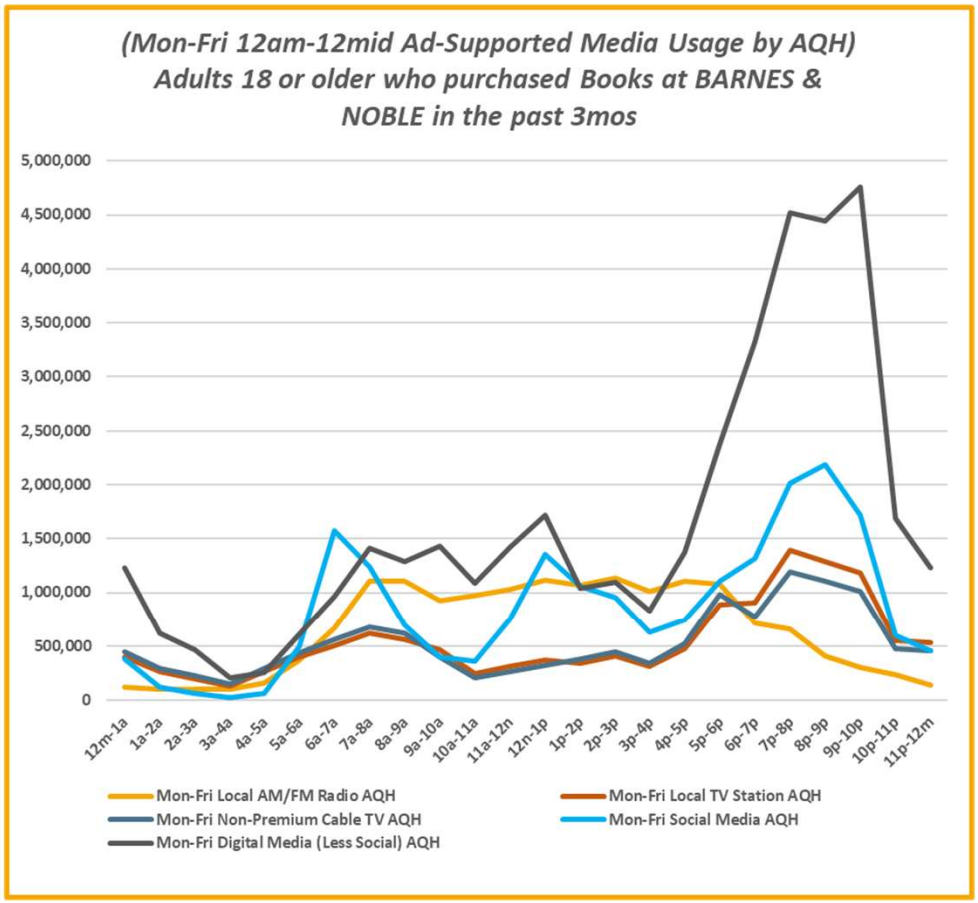
15,362,727 or 67.2% of Adults 18 or older who purchased Audiobooks ONLINE in the past 6 months use Ad-Supported Facebook for an average of 37.4 minutes every day representing 28.8% of all time spent daily with Ad-Supported Social Media.

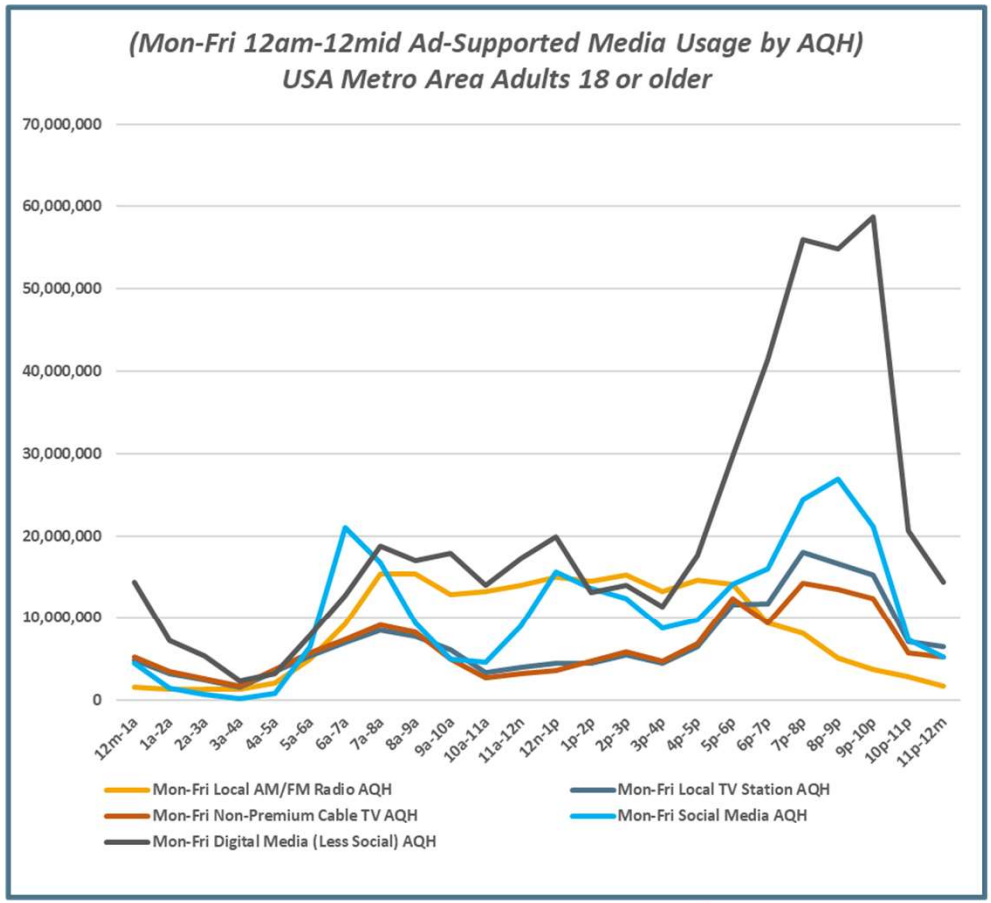


Items bought on the Internet past 6 months:Entertainment: Audiobooks

BARNES & NOBLE

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,489,124; Local Radio: 1,002,314; Social Media: 937,732; Non-Prem. Cable: 499,122; Local TV: 492,730 reaching Adults 18 or older who purchased Books at BARNES & NOBLE in





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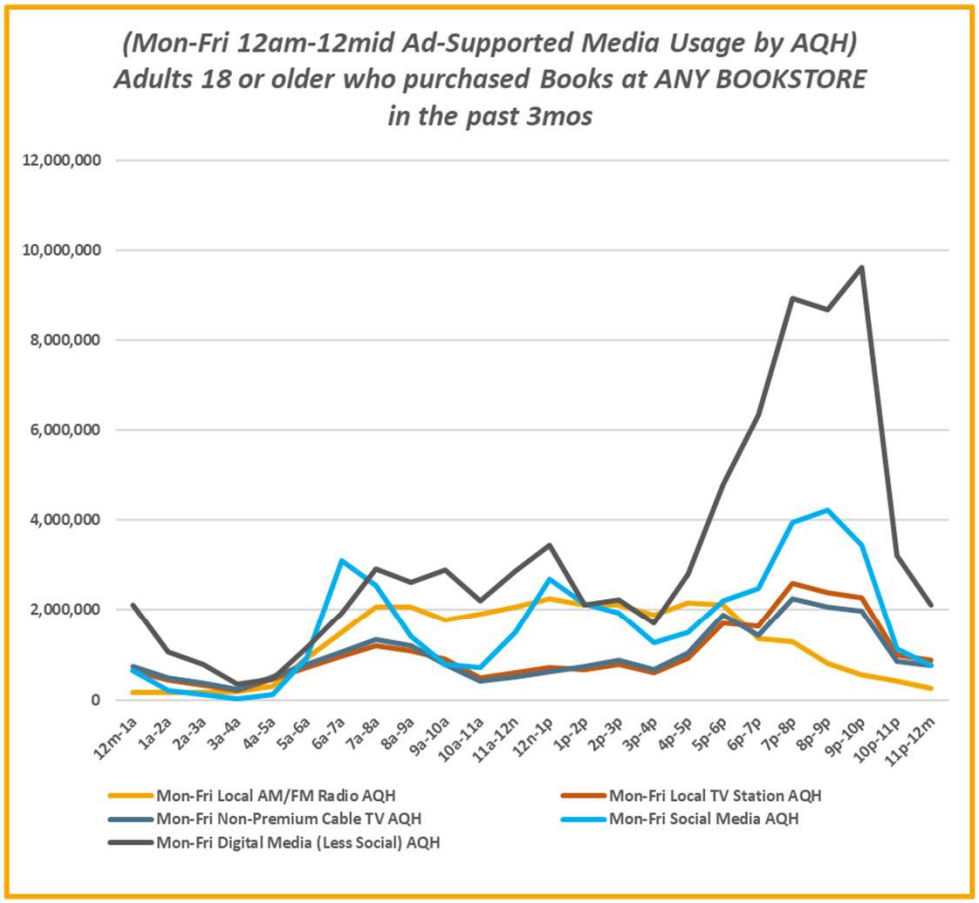
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

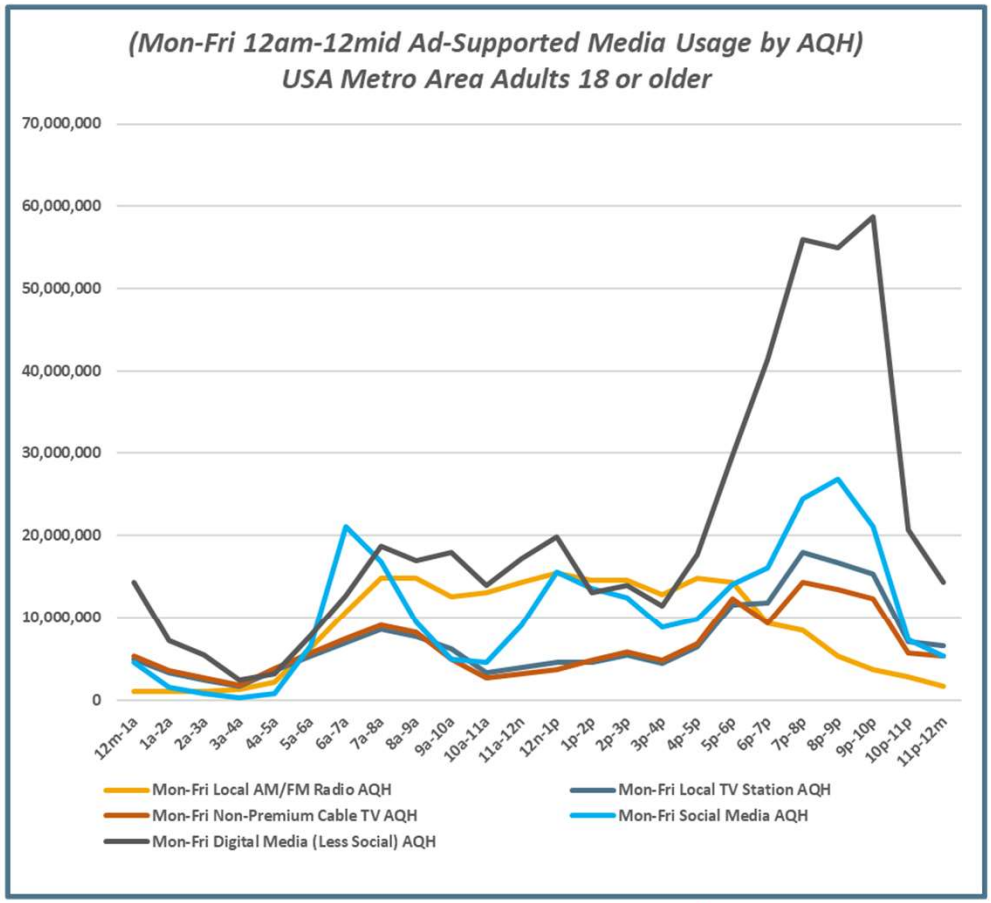
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Stores/services bought past 3 months: Barnes & Noble



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,987,788; Local Radio: 1,954,255; Social Media: 1,867,540; Non-Prem. Cable: 963,771; Local TV: 941,757 reaching Adults 18 or older who purchased Books at ANY BOOKSTORE i





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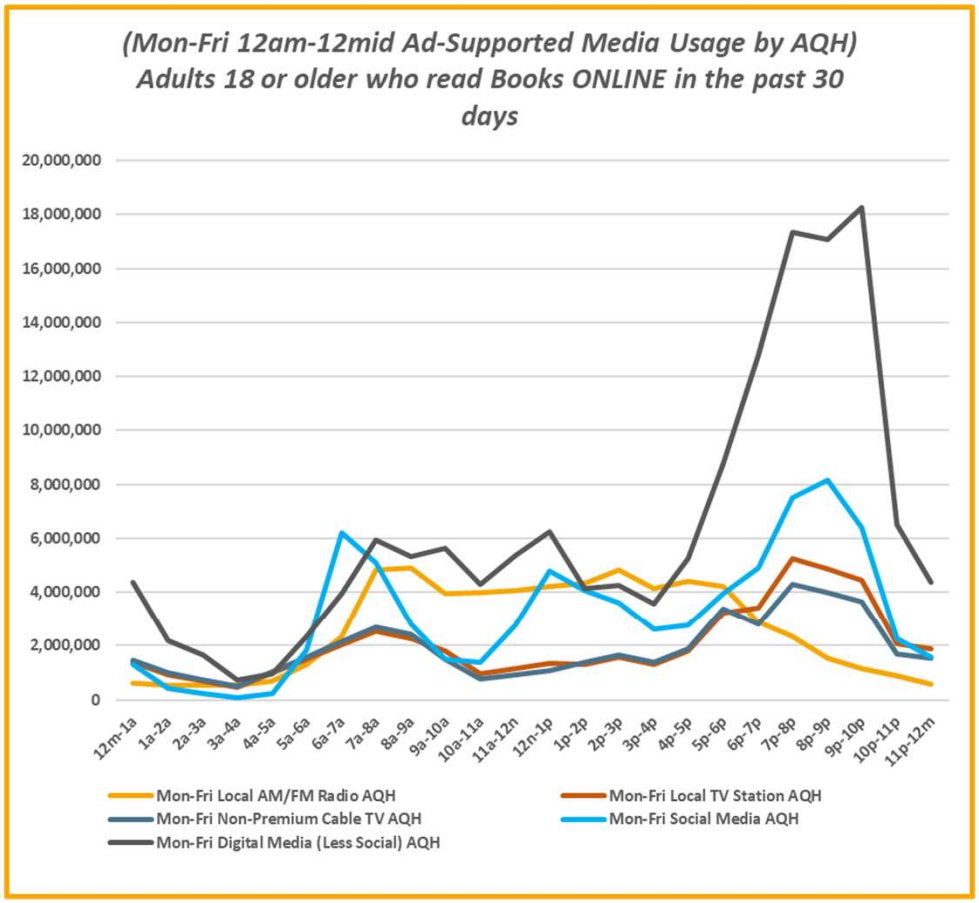
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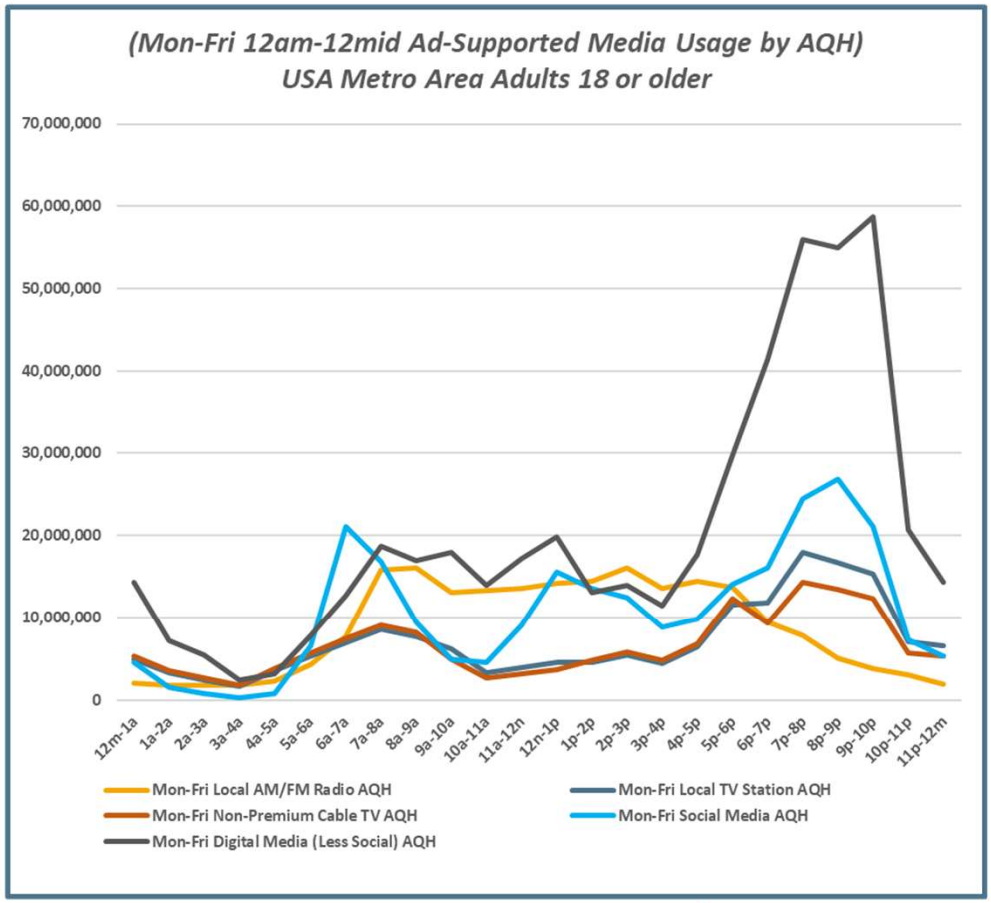
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Stores/services bought past 3 months: Any bookstore



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,804,403; Local Radio: 4,076,997; Social Media: 3,571,799; Local TV: 1,896,326; Non-Prem. Cable: 1,844,070 reaching Adults 18 or older who read Books ONLINE in the past





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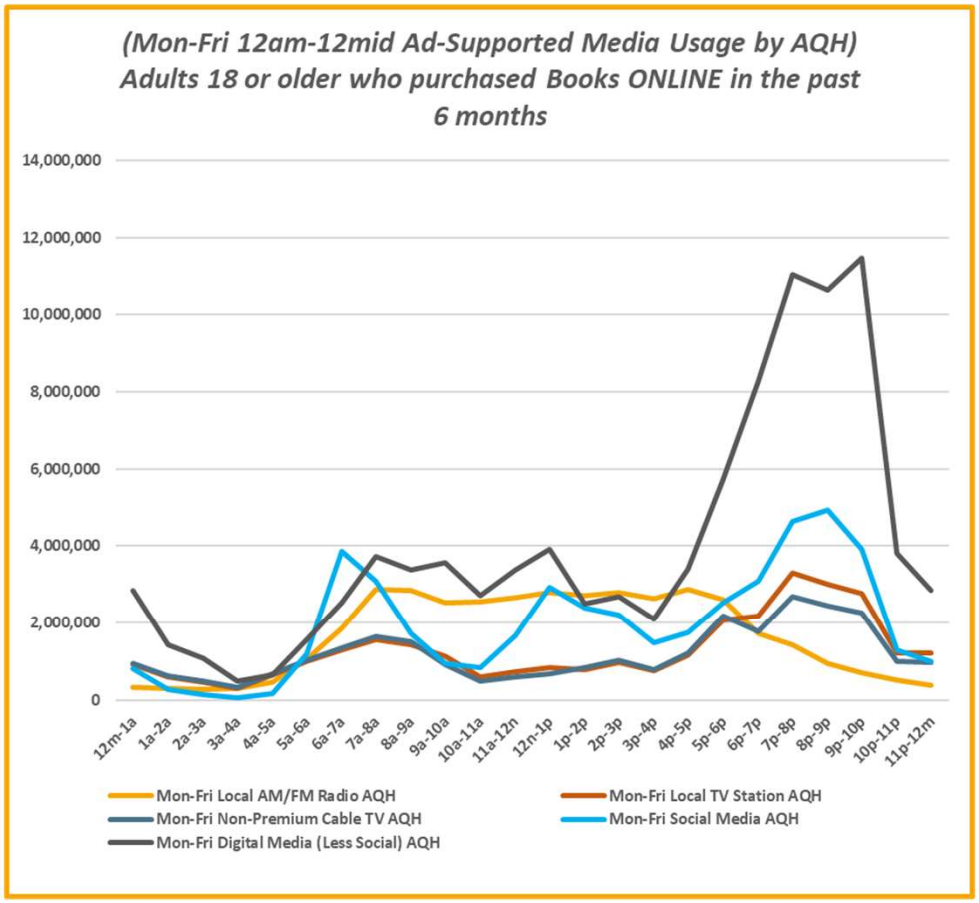
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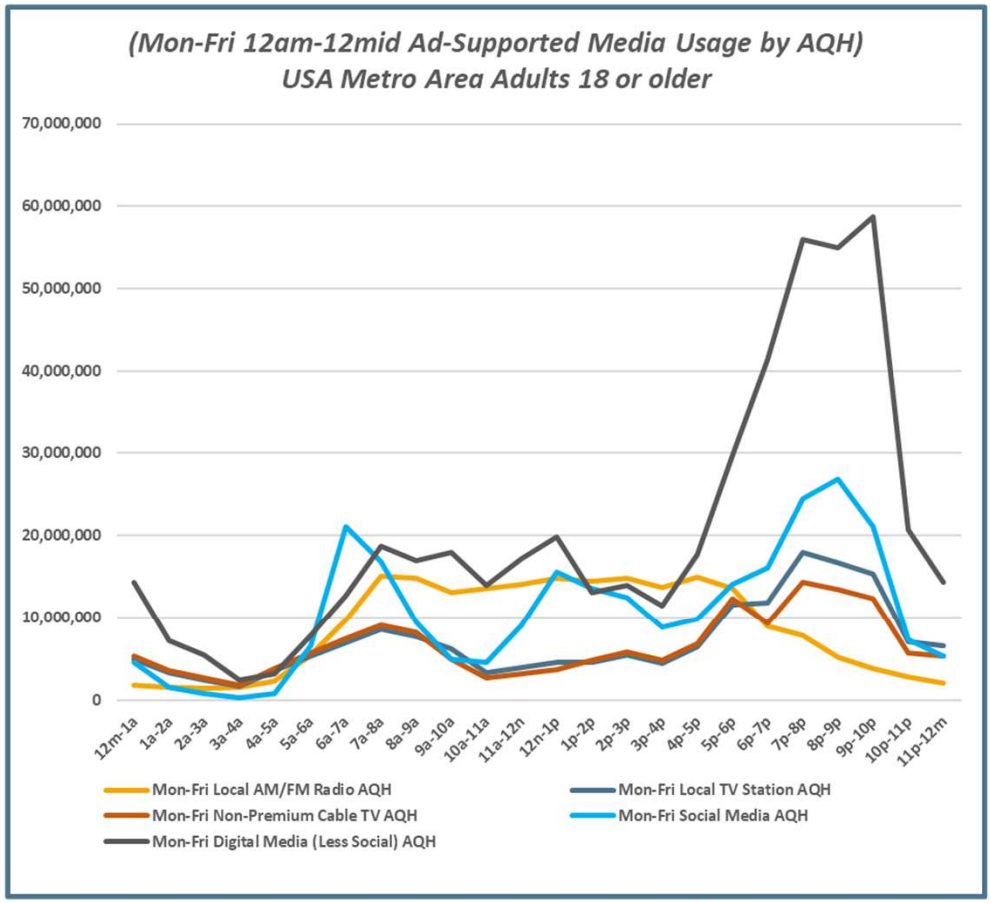
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Ways used Internet/apps past 30 days on any device:Entertainment: Read books



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,677,863; Local Radio: 2,567,345; Social Media: 2,189,367; Local TV: 1,188,748; Non-Prem. Cable: 1,147,179 reaching Adults 18 or older who purchased Books ONLINE in the





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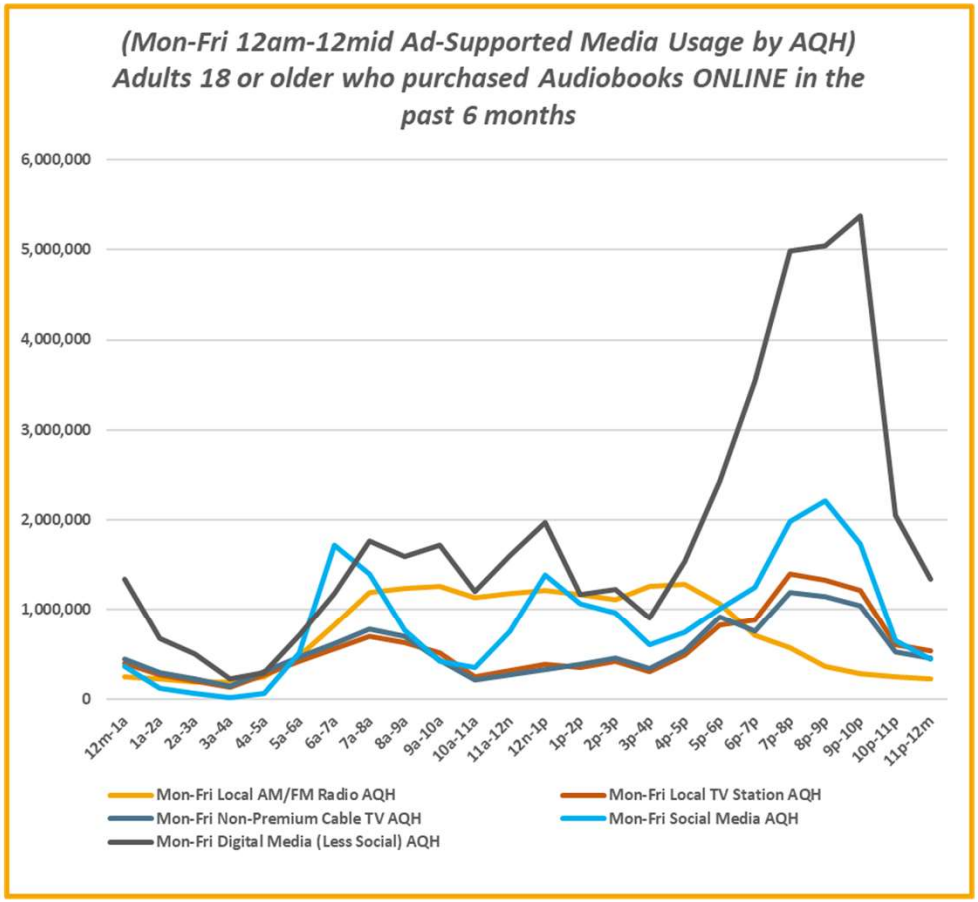
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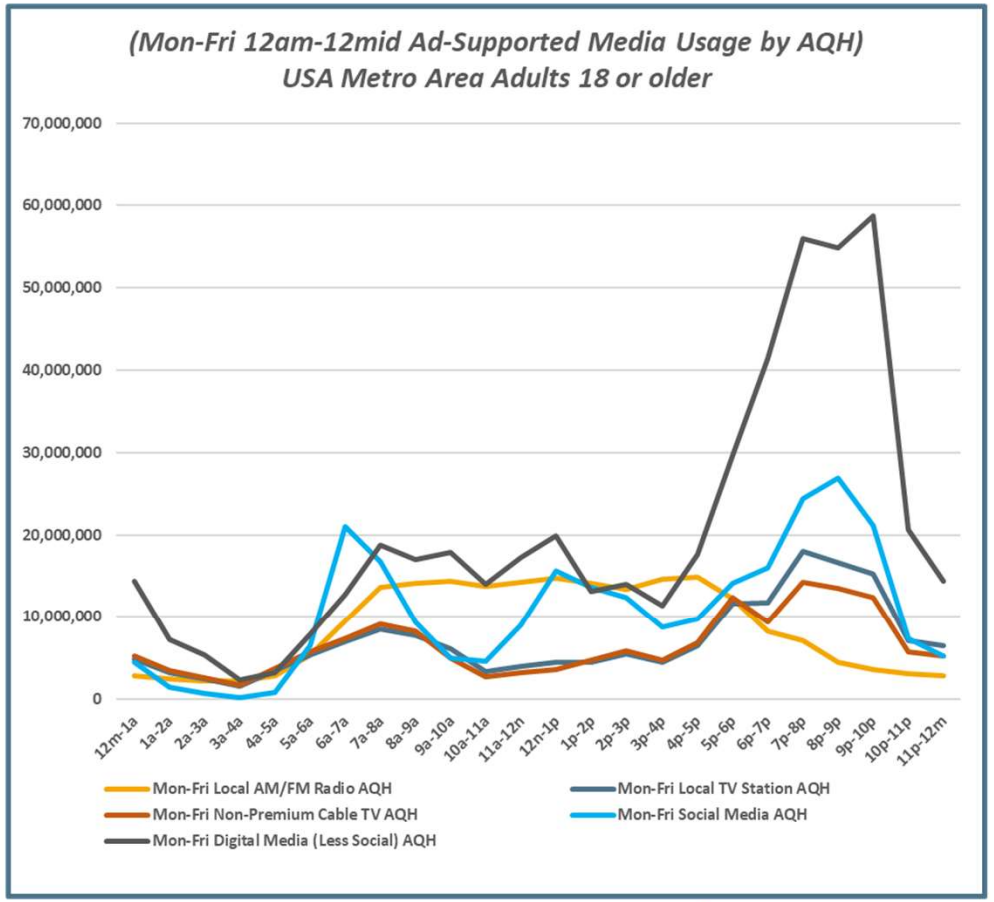
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Items bought on the Internet past 6 months:Entertainment: Books



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,679,934; Local Radio: 1,123,023; Social Media: 955,224; Non-Prem. Cable: 517,353; Local TV: 508,077 reaching Adults 18 or older who purchased Audiobooks ONLINE in the p





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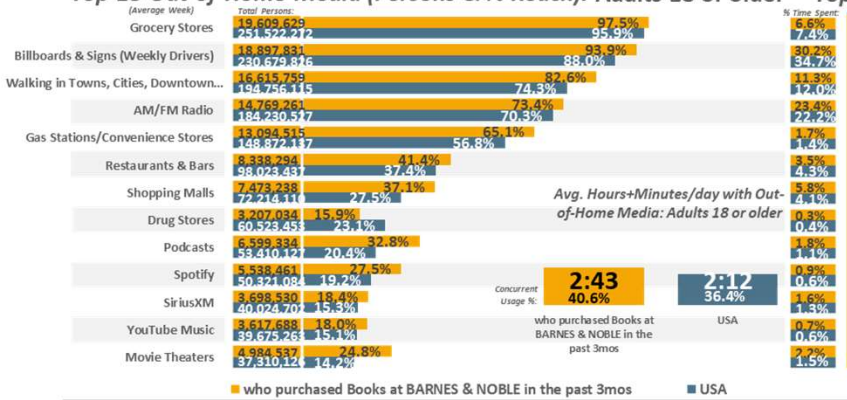
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Items bought on the Internet past 6 months:Entertainment: Audiobooks

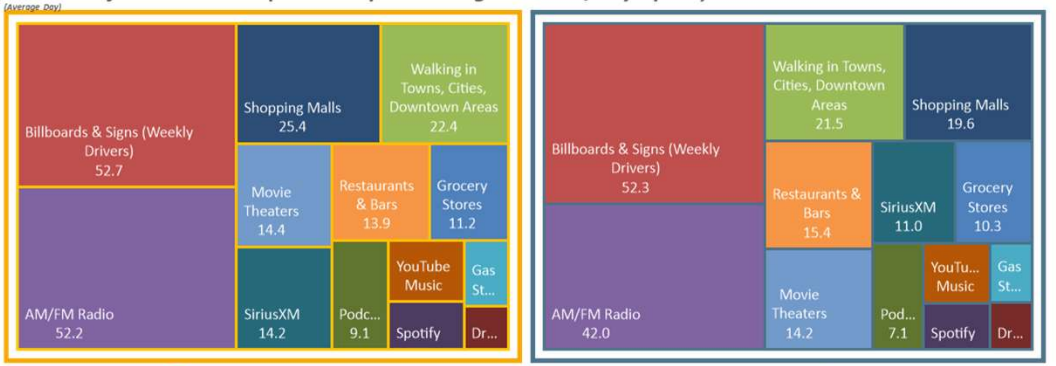
BARNES & NOBLE

18,897,831 or 93.9% of Adults 18 or older who purchased Books at BARNES & NOBLE in the past 3mos spend an average of 52.7 minutes per day driving, seeing Billboards and Signs. 68.8% Listen to Local Radio Stations Out-of-Home for an average of 46.3 minutes

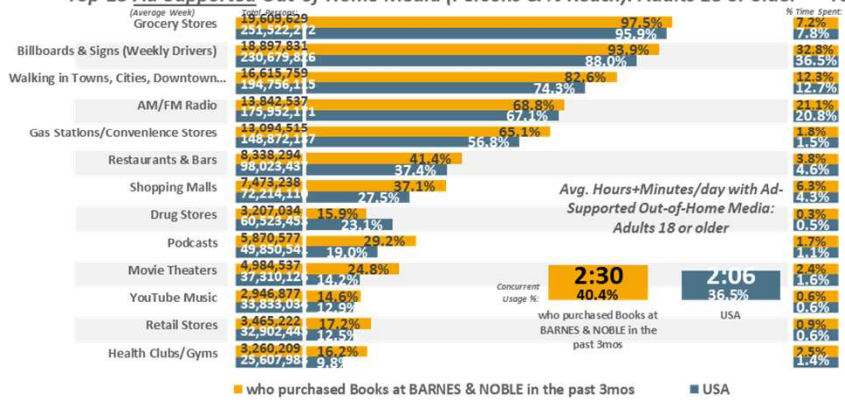
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



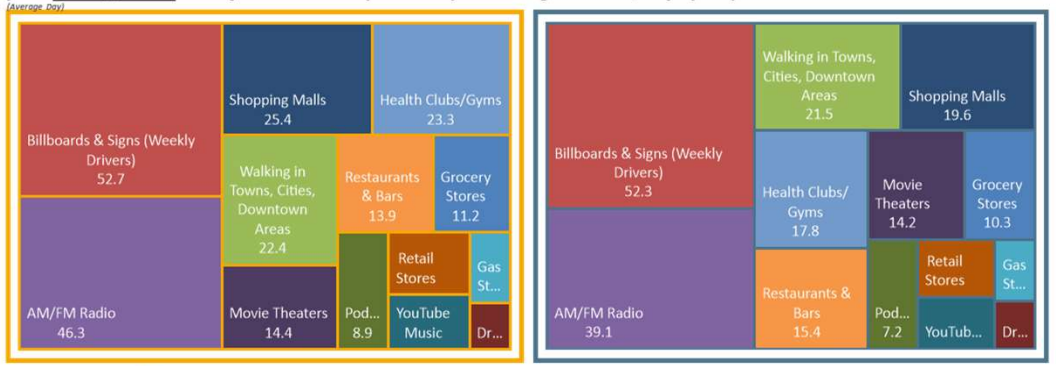
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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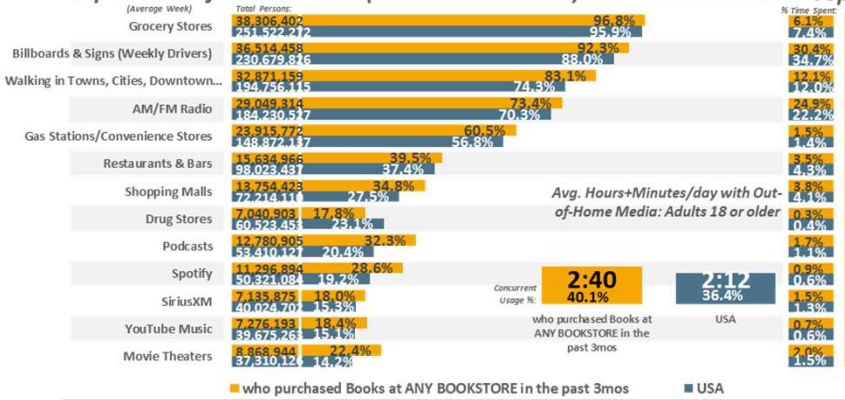
Stores/services bought past 3 months: Barnes & Noble



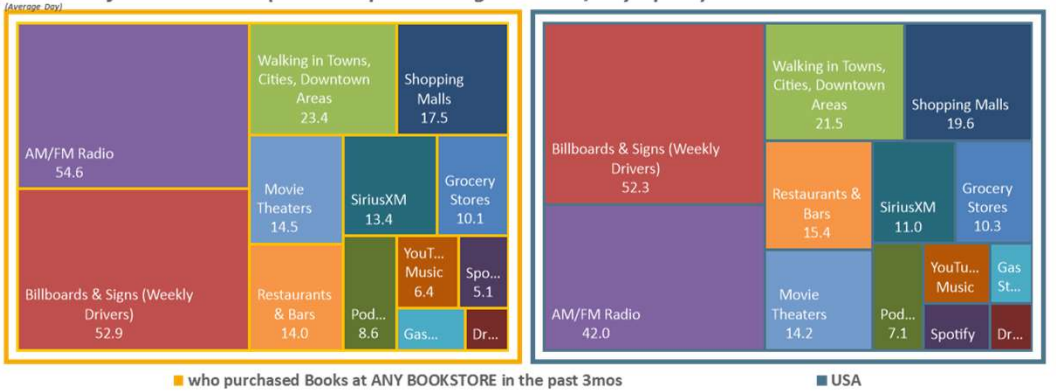
Bought at ANY BOOKSTORE

36,514,458 or 92.3% of Adults 18 or older who purchased Books at ANY BOOKSTORE in the past 3mos spend an average of 52.9 minutes per day driving, seeing Billboards and Signs. 68.6% Listen to Local Radio Stations Out-of-Home for an average of 47.4 minutes/

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



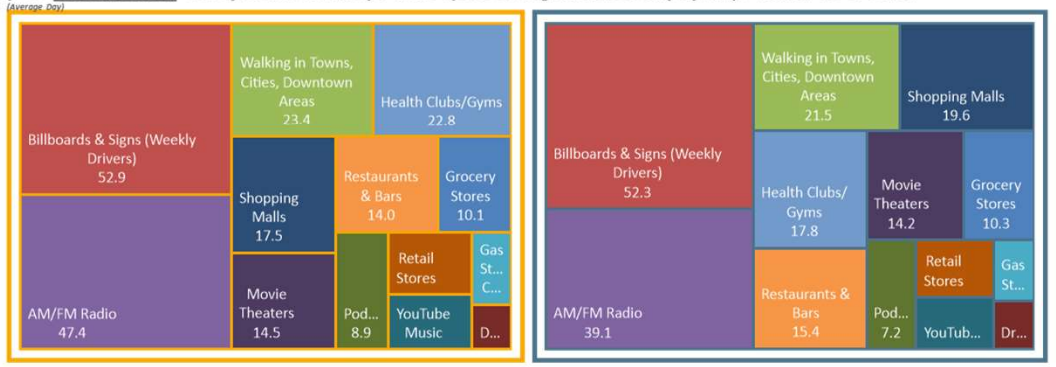
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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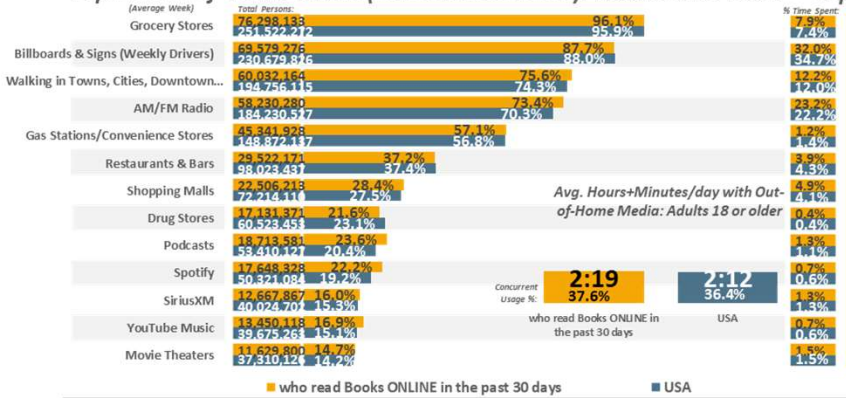
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Stores/services bought past 3 months: Any bookstore

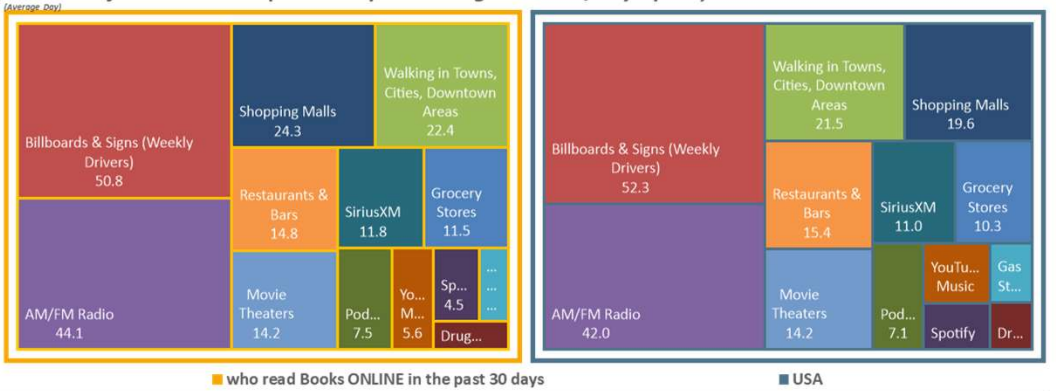


69,579,276 or 87.7% of Adults 18 or older who read Books ONLINE in the past 30 days spend an average of 50.8 minutes per day driving, seeing Billboards and Signs. 70.2% Listen to Local Radio Stations Out-of-Home for an average of 41. minutes/day.

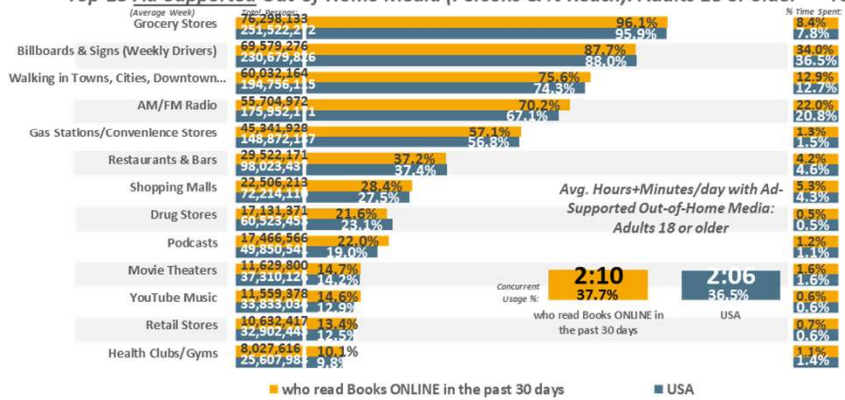
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



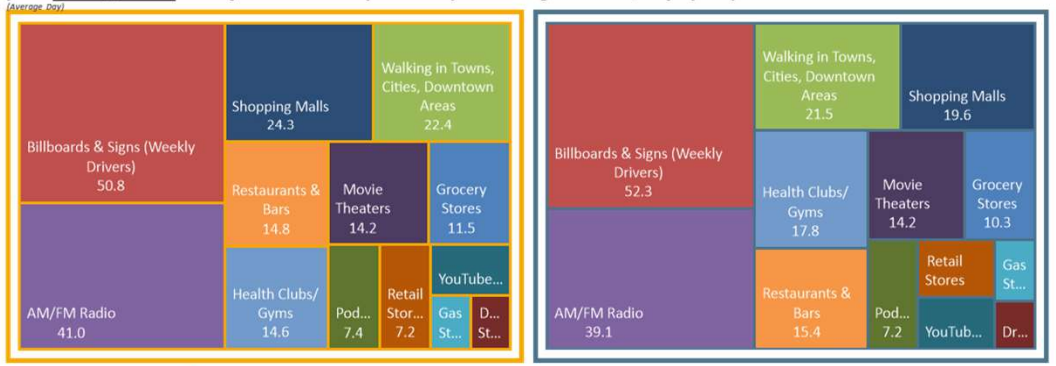
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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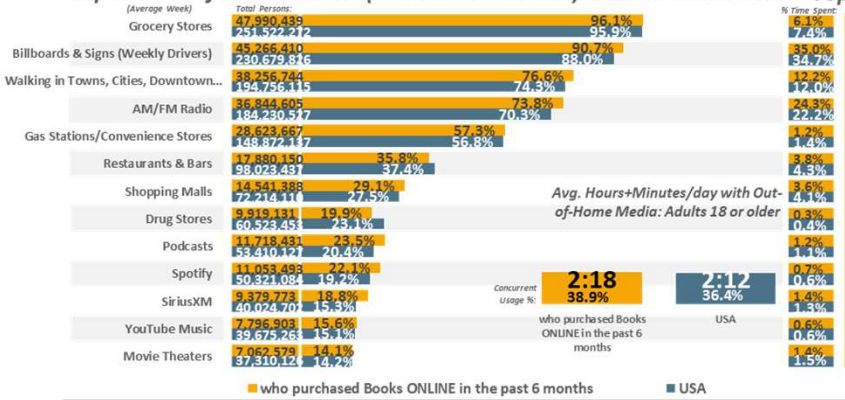
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Ways used Internet/apps past 30 days on any device:Entertainment: Read books

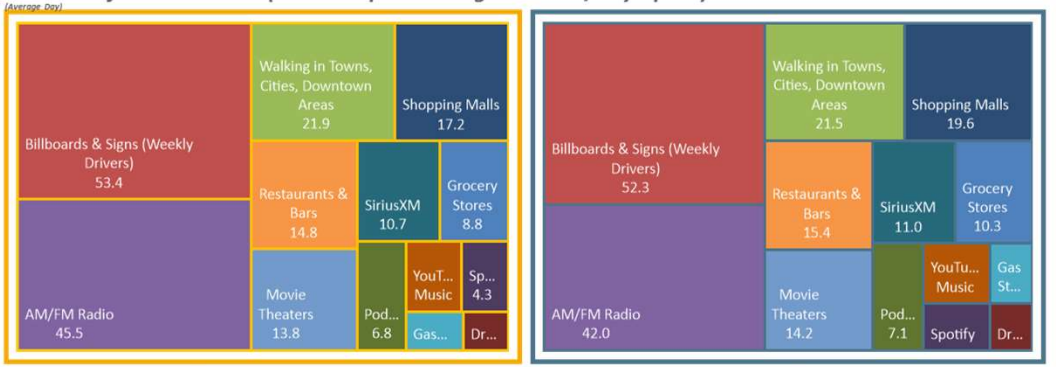


45,266,410 or 90.7% of Adults 18 or older who purchased Books ONLINE in the past 6 months spend an average of 53.4 minutes per day driving, seeing Billboards and Signs. 70.% Listen to Local Radio Stations Out-of-Home for an average of 41.9 minutes/day.

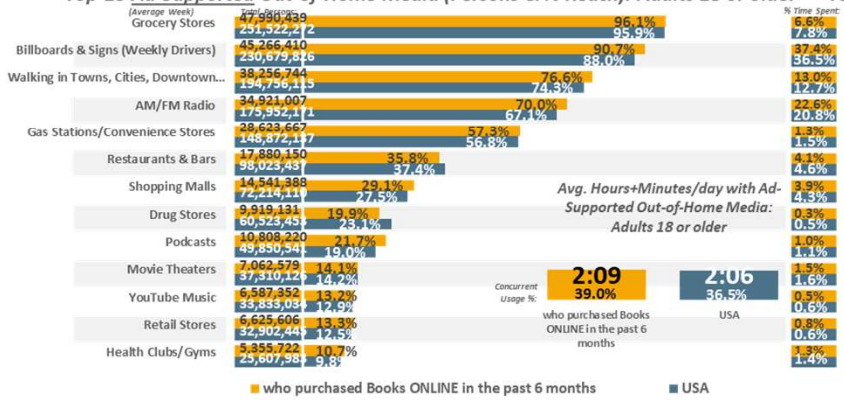
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



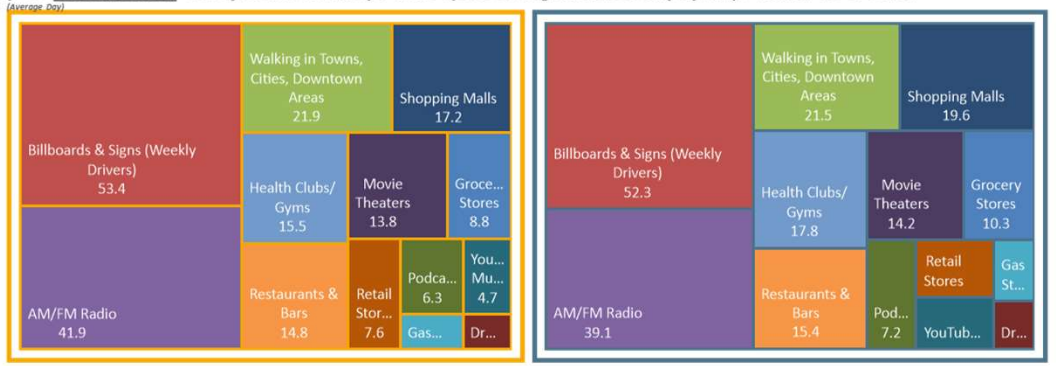
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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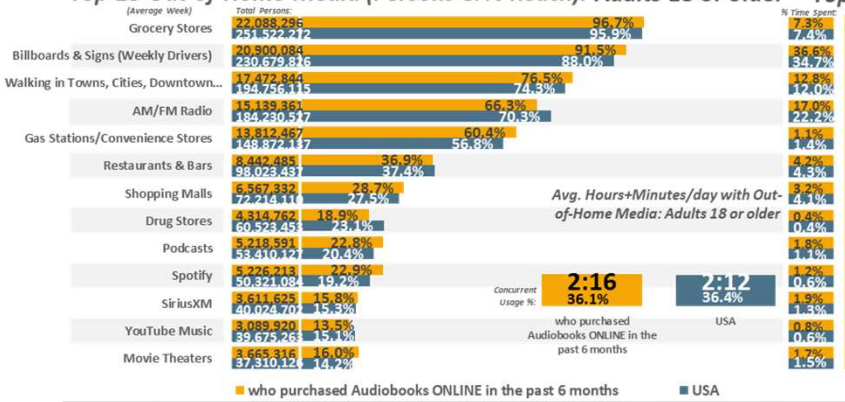
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Items bought on the Internet past 6 months:Entertainment: Books

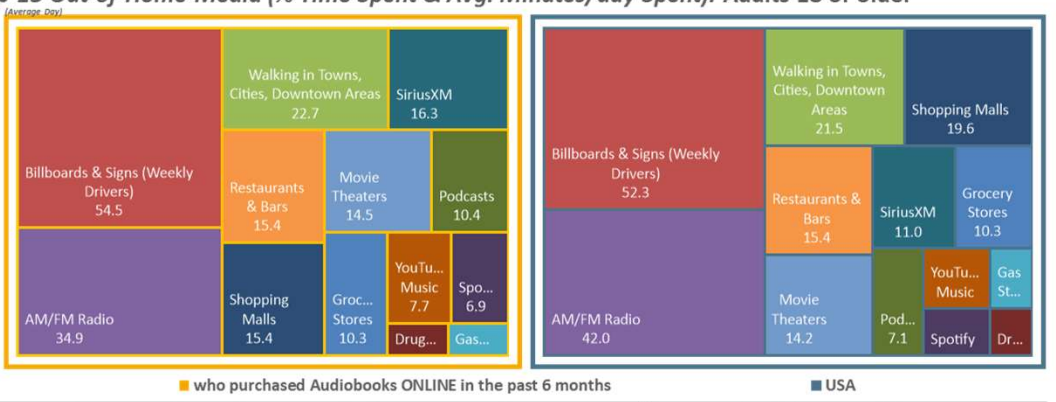


20,900,084 or 91.5% of Adults 18 or older who purchased Audiobooks ONLINE in the past 6 months spend an average of 54.5 minutes per day driving, seeing Billboards and Signs. 62.9% Listen to Local Radio Stations Out-of-Home for an average of 32. minutes/da

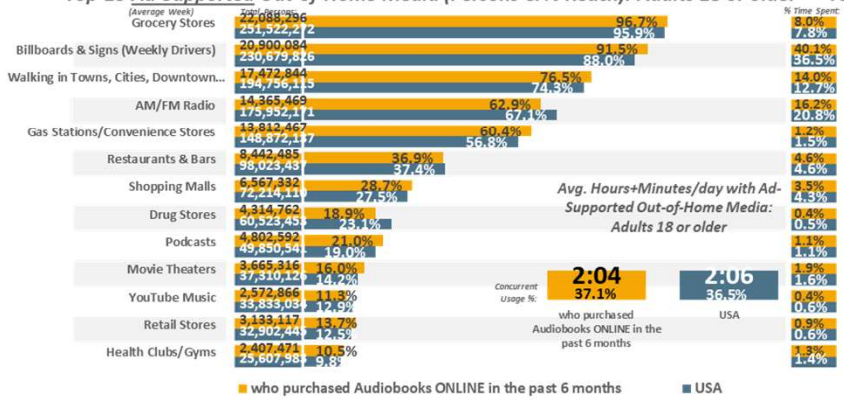
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



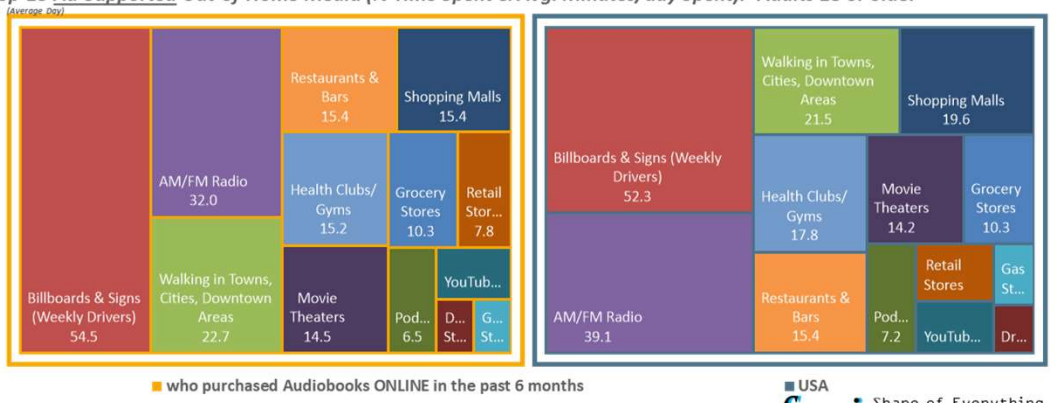
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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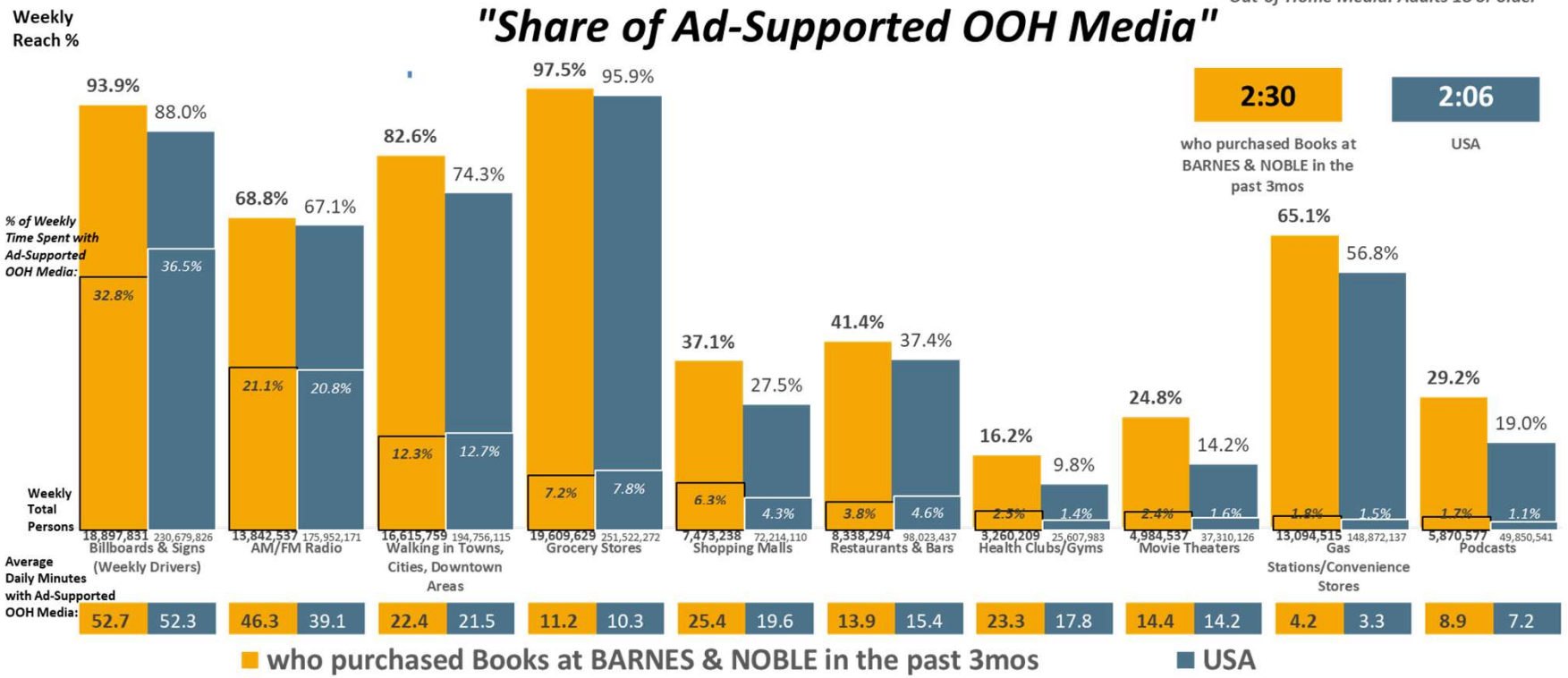
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Items bought on the Internet past 6 months:Entertainment: Audiobooks

BARNES & NOBLE

18,897,831 or 93.9% of Adults 18 or older who purchased Books at BARNES & NOBLE in the past 3mos spend an average of 52.7 minutes per day driving, seeing Billboards and Signs representing 32.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

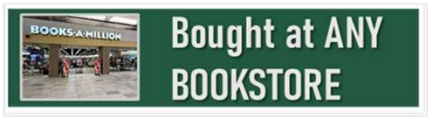


WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2465

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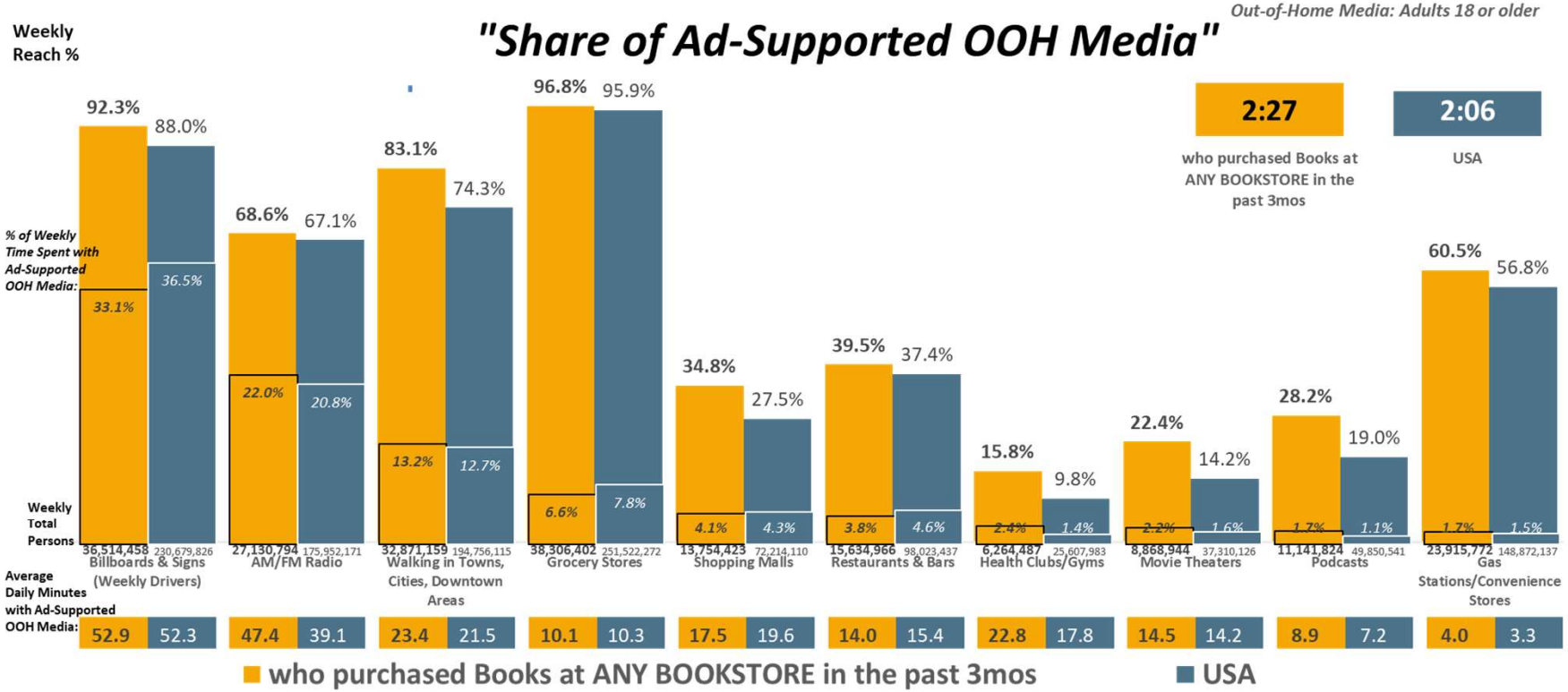
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Stores/services bought past 3 months: Barnes & Noble



36,514,458 or 92.3% of Adults 18 or older who purchased Books at ANY BOOKSTORE in the past 3mos spend an average of 52.9 minutes per day driving, seeing Billboards and Signs representing 33.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2465

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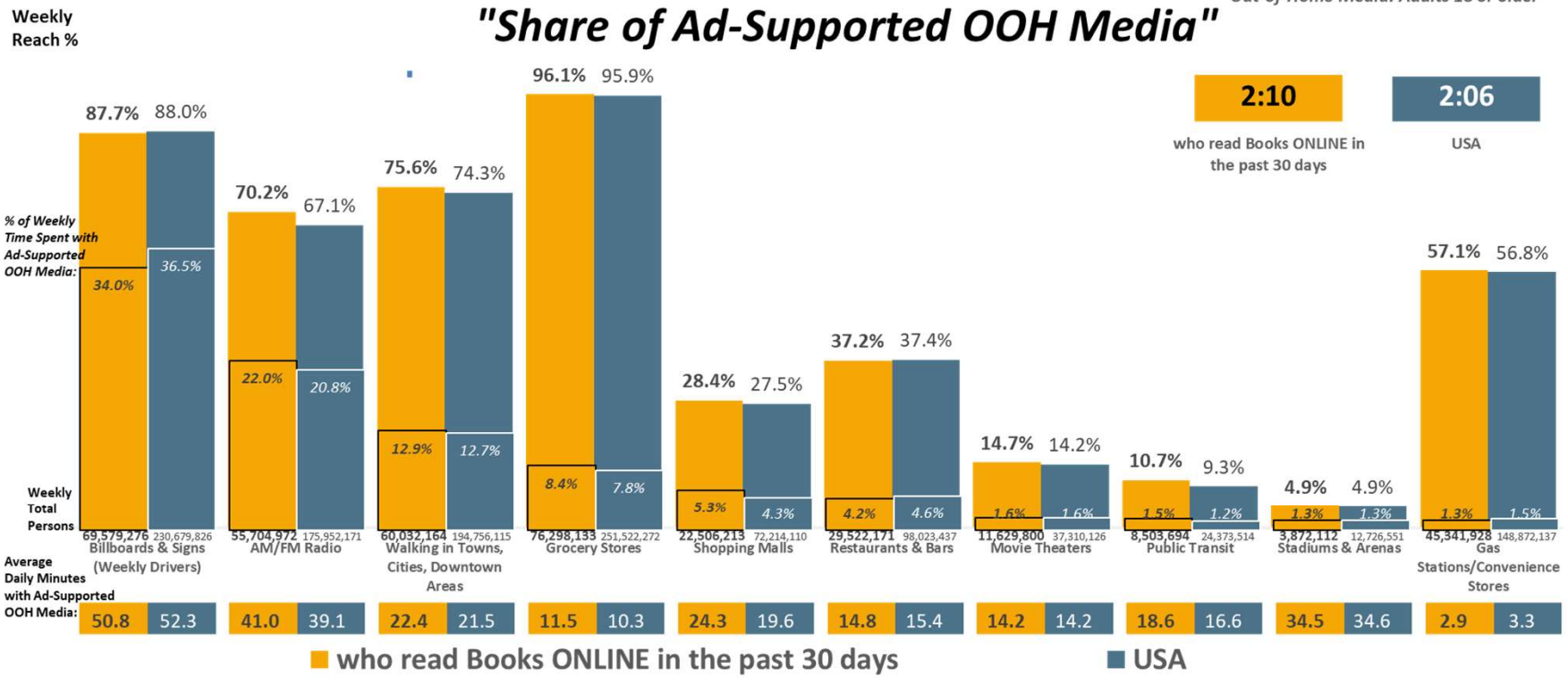
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Stores/services bought past 3 months: Any bookstore



69,579,276 or 87.7% of Adults 18 or older who read Books ONLINE in the past 30 days spend an average of 50.8 minutes per day driving, seeing Billboards and Signs representing 34.% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2465

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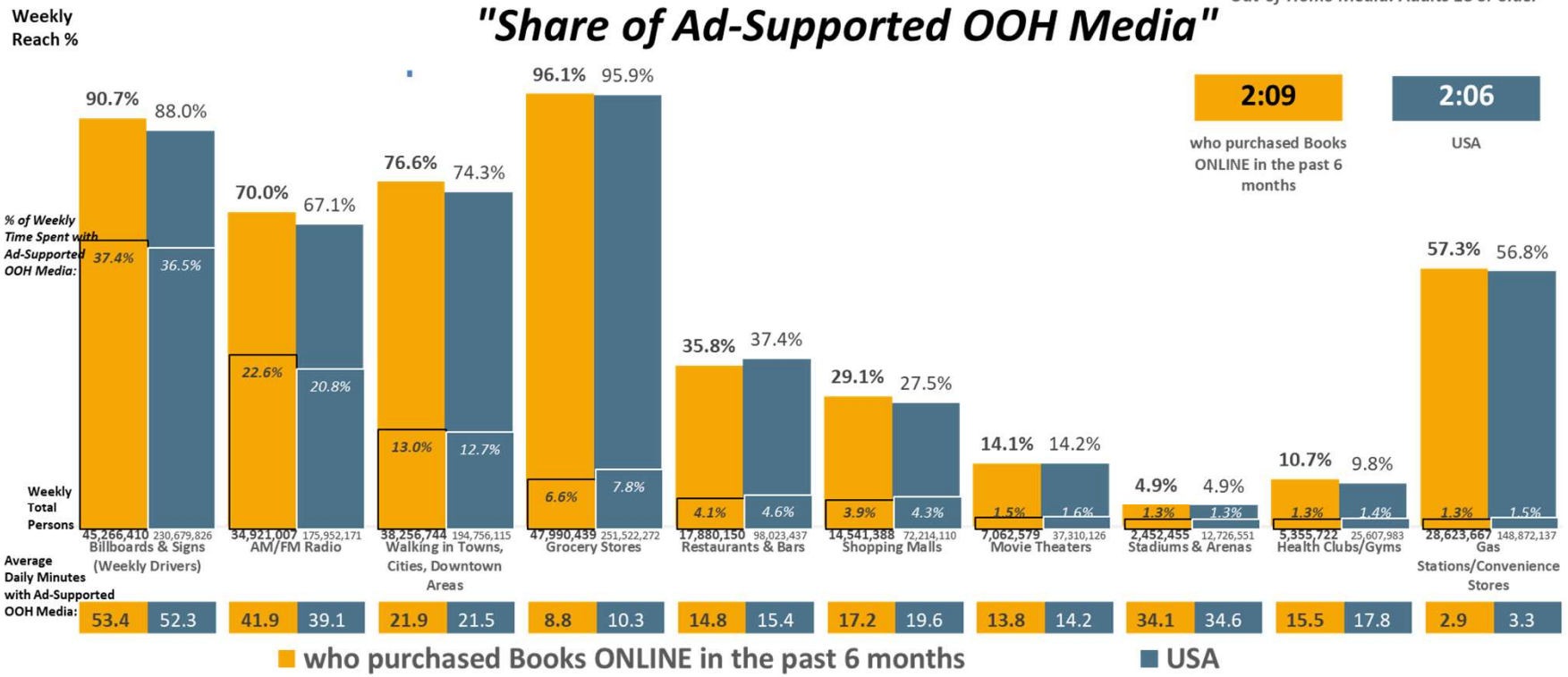
Ways used Internet/apps past 30 days on any device:Entertainment: Read books



45,266,410 or 90.7% of Adults 18 or older who purchased Books ONLINE in the past 6 months spend an average of 53.4 minutes per day driving, seeing Billboards and Signs representing 37.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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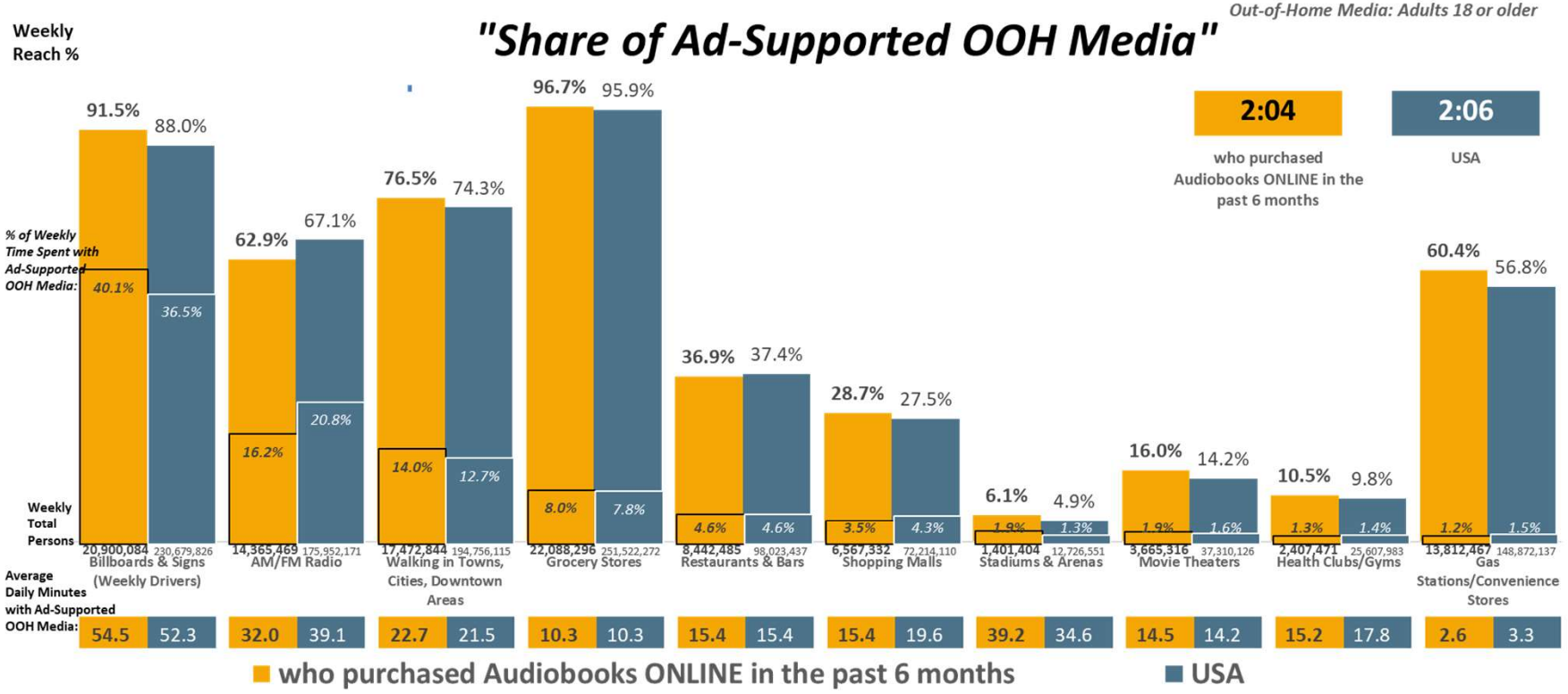
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Items bought on the Internet past 6 months:Entertainment: Books



20,900,084 or 91.5% of Adults 18 or older who purchased Audiobooks ONLINE in the past 6 months spend an average of 54.5 minutes per day driving, seeing Billboards and Signs representing 40.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 168 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2465

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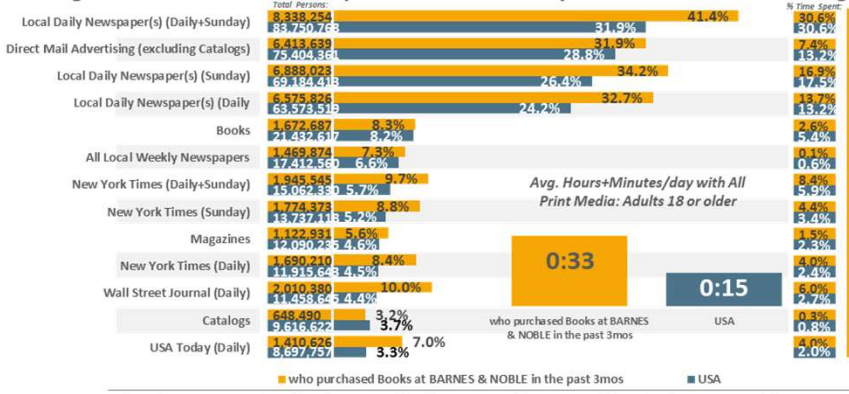
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Items bought on the Internet past 6 months:Entertainment: Audiobooks

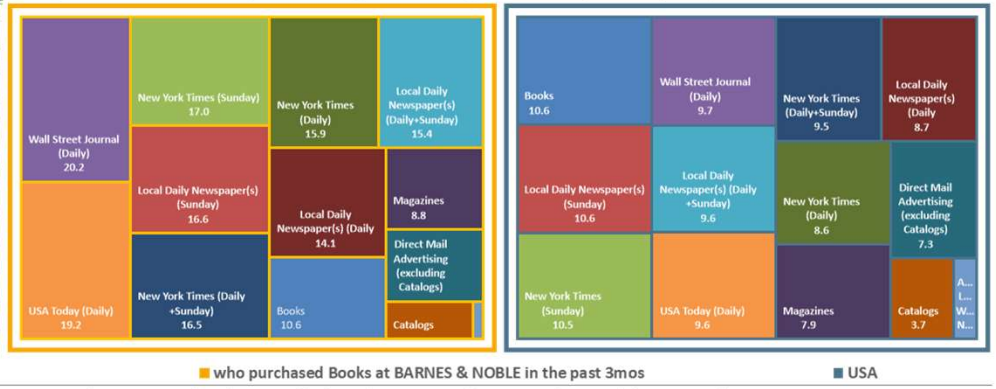
BARNES & NOBLE

8,338,254 or 41.4% of Adults 18 or older who purchased Books at BARNES & NOBLE in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 15.4 minutes every day representing 31.5% of all time spent daily with All forms of Print Media

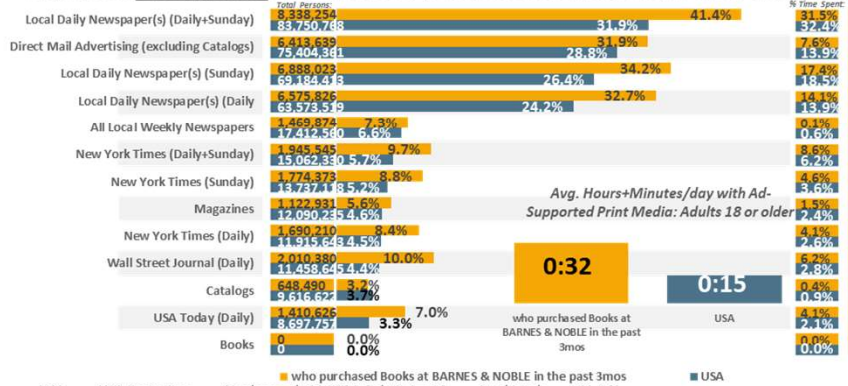
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



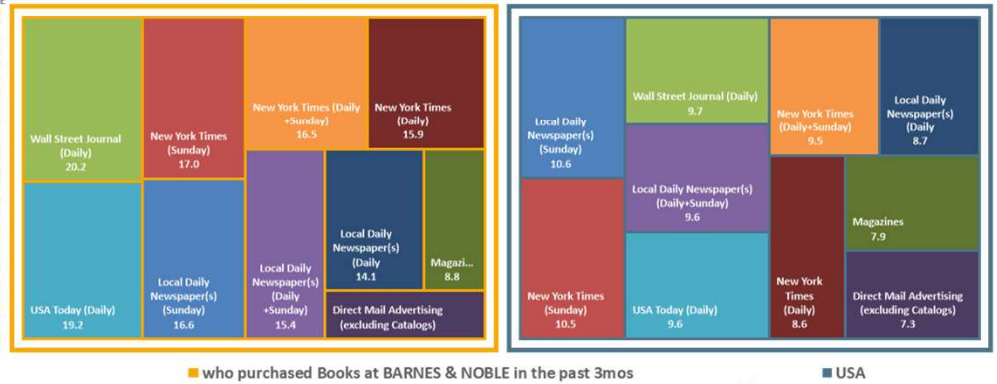
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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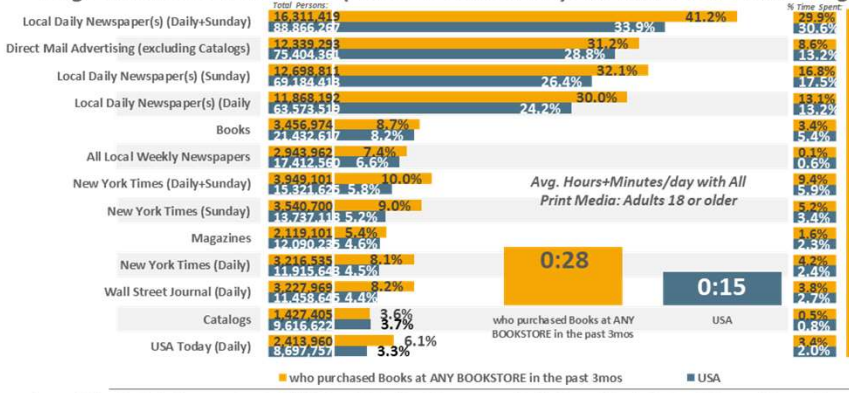
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Stores/services bought past 3 months: Barnes & Noble

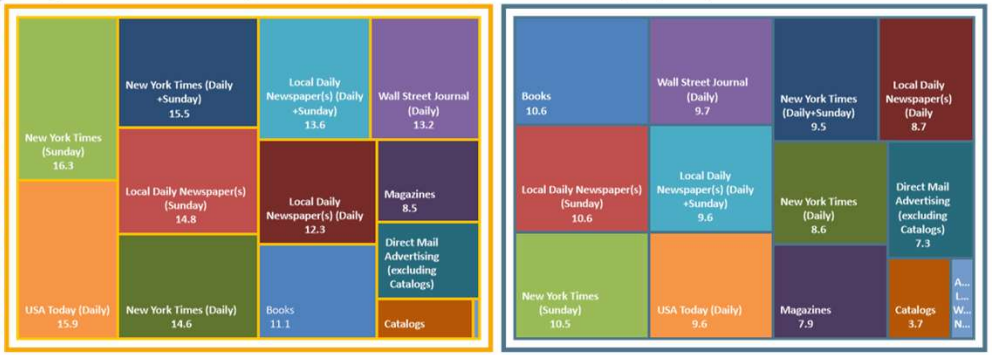
Bought at ANY BOOKSTORE

16,311,419 or 41.2% of Adults 18 or older who purchased Books at ANY BOOKSTORE in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.6 minutes every day representing 31.% of all time spent daily with All forms of Print Media.

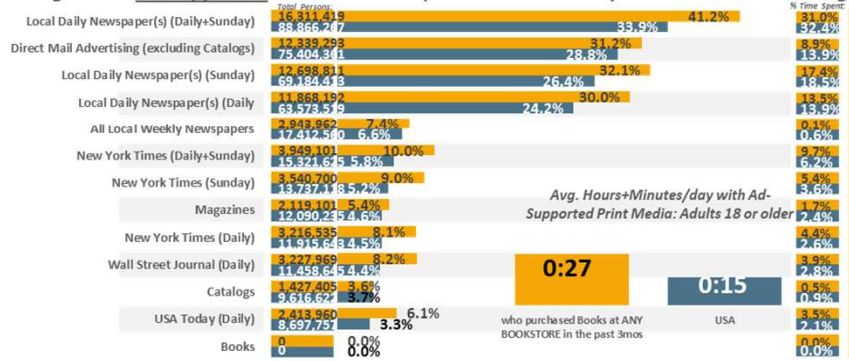
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



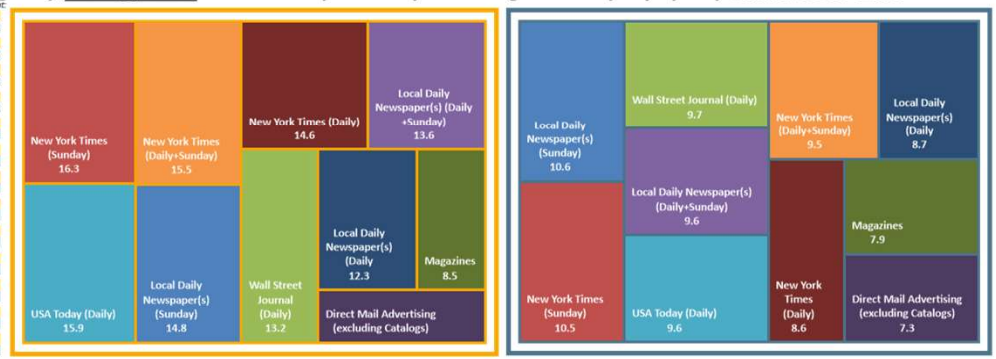
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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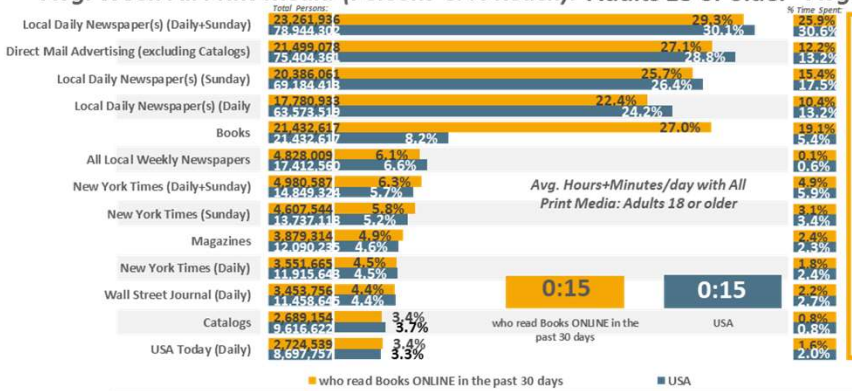
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Stores/services bought past 3 months: Any bookstore



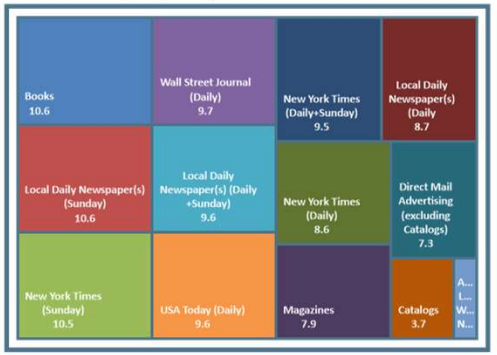
23,261,936 or 29.3% of Adults 18 or older who read Books ONLINE in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 32.% of all time spent daily with All forms of Print Media.

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

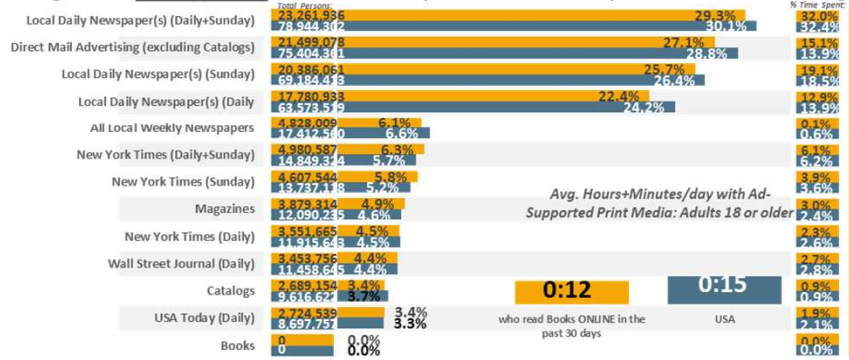


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



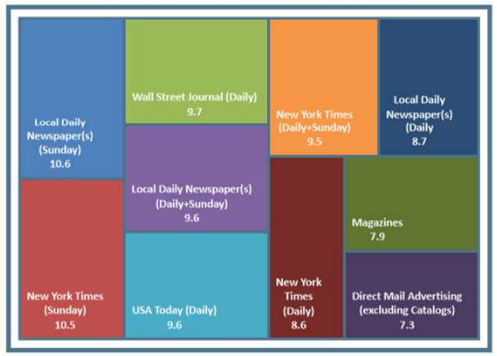


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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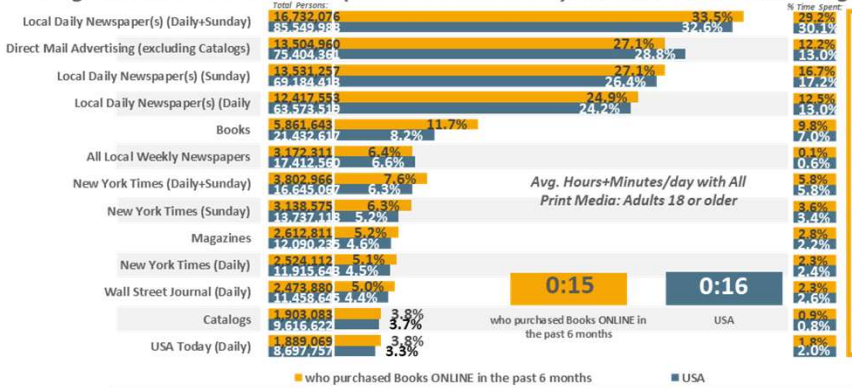
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Ways used Internet/apps past 30 days on any device:Entertainment: Read books

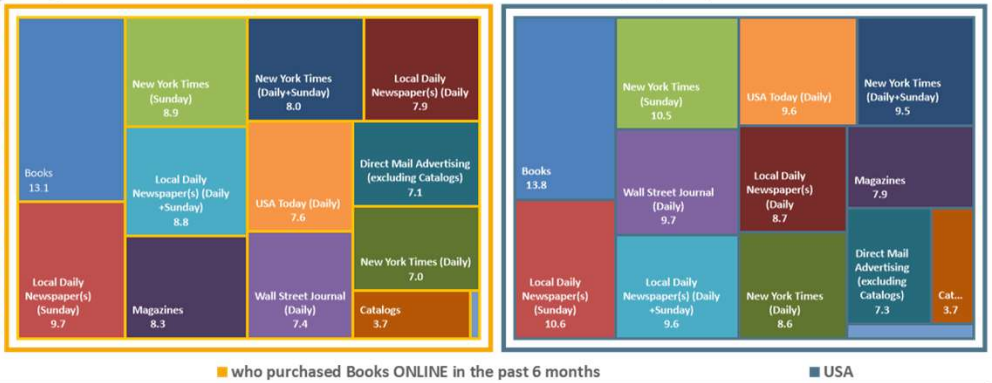


16,732,076 or 33.5% of Adults 18 or older who purchased Books ONLINE in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 32.4% of all time spent daily with All forms of Print Media.

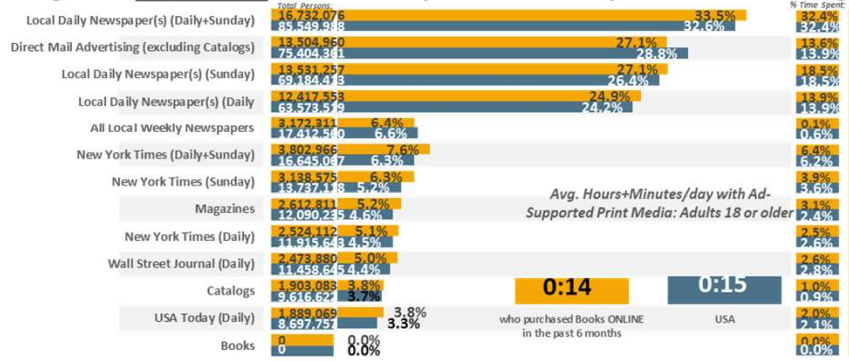
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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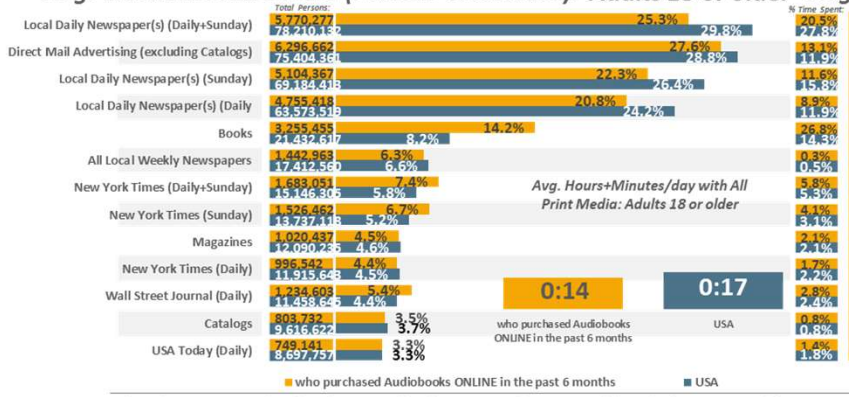
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Items bought on the Internet past 6 months:Entertainment: Books



5,770,277 or 25.3% of Adults 18 or older who purchased Audiobooks ONLINE in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.1 minutes every day representing 28.% of all time spent daily with All forms of Print Media.

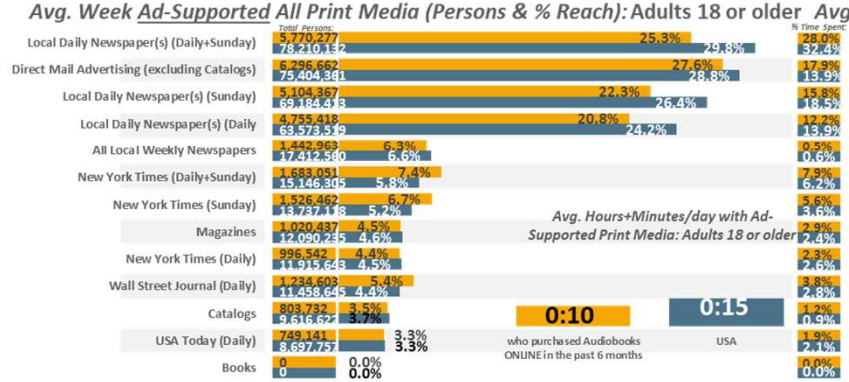
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



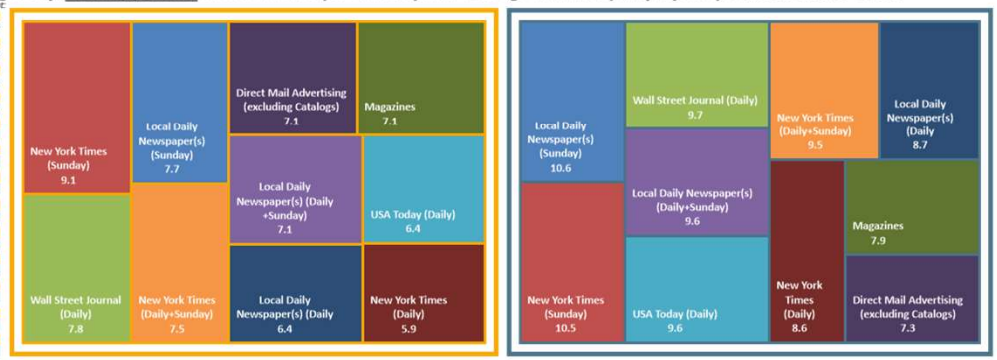
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,841

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Items bought on the Internet past 6 months:Entertainment: Audiobooks