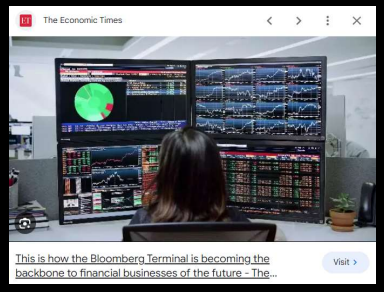
USA+4 MORE DMAs - P18+ past 3mo Purchasers at BASS PRO SHOPS and/or CABELA'S!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, and PHOENIX DMA P18+ who Bought Items past 3 months at BASS PRO SHOPS and/or CABELA'S as of April 2024!



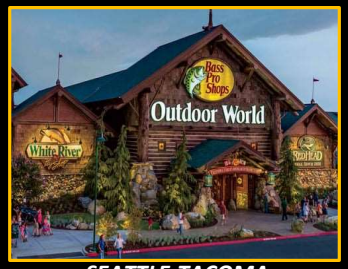
P18+



CHICAGO



WASHINGTON, DC



SEATTLE-TACOMA



PHOENIX

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

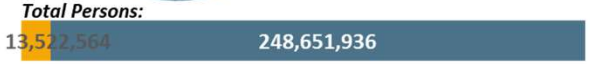
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

5.2% or 13,522,564 of USA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Typical Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 49.6 years old (1.6% older than average) and have a $102,578 (14.4% higher than average) annual household income.

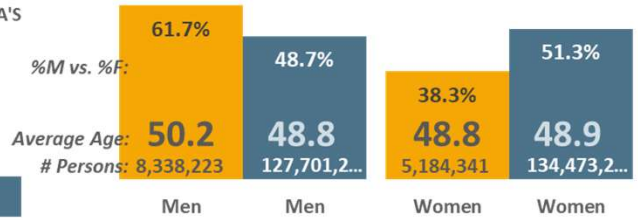
Percent of Market: Adults 18 or older



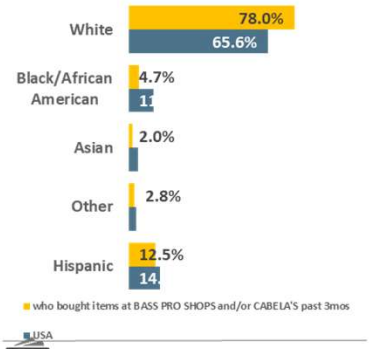
Total Persons:



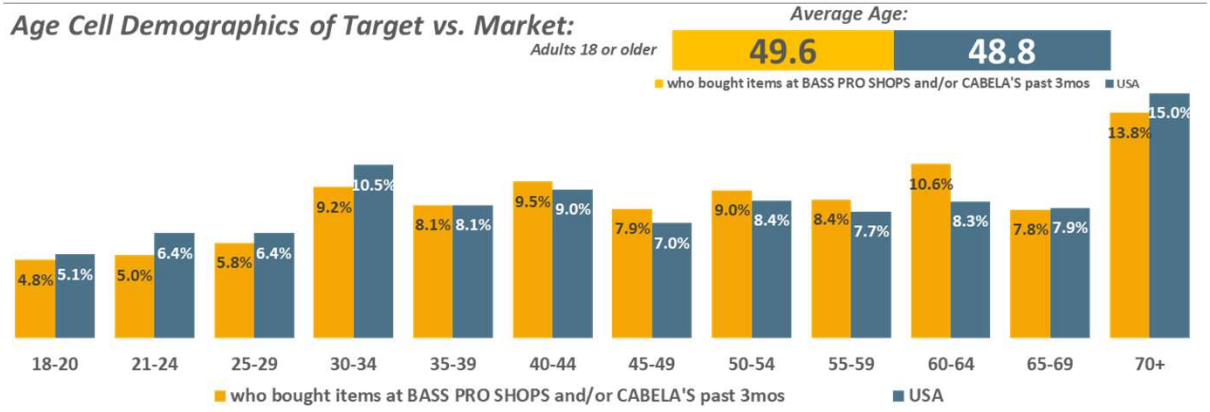
Gender of Target vs. Market: Adults 18 or older



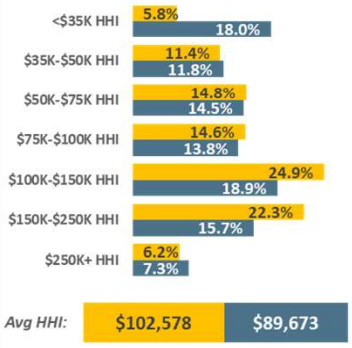
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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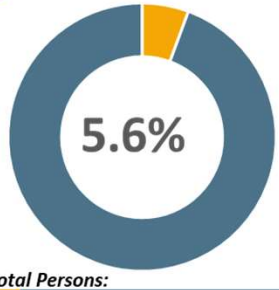
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Bass Pro Shops Cabela's **CHI**

5.6% or 425,152 of CHI DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Typical Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 48.9 years old (.9% older than average) and have a $120,394 (17.5% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos
- Remainder of CHI DMA

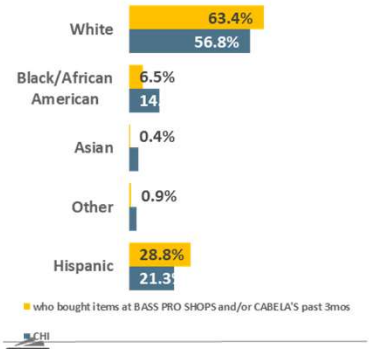
Total Persons:

425,152 | 7,132,044

Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	49.0%	48.4%	51.0%	51.6%
Average Age:	53.5	48.6	45.2	48.3
# Persons:	208,274	3,657,350	216,878	3,899,846

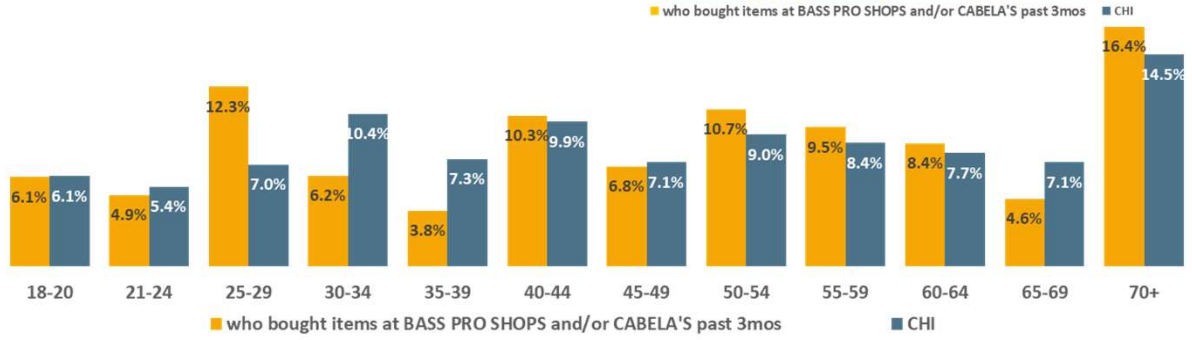
Ethnicity of Target vs. Market:



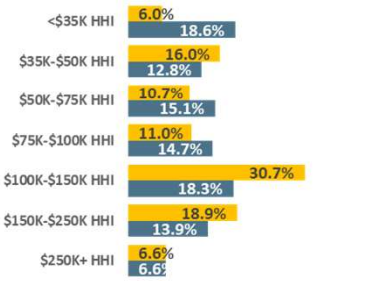
Age Cell Demographics of Target vs. Market:

Average Age:

	who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos	CHI
Adults 18 or older	48.9	48.4



HHI of Target vs. Market:



Avg HHI:	$120,394	$102,448

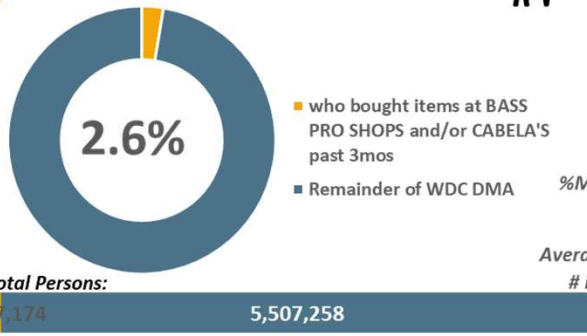
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 168

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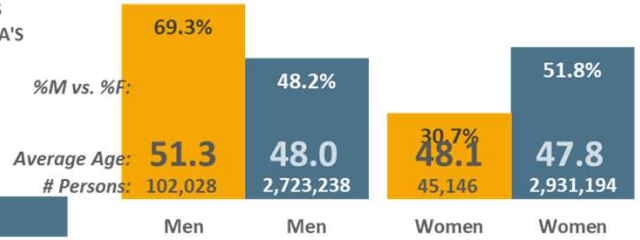
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

2.6% or 147,174 of WDC DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Typical Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 50.3 years old (5.1% older than average) and have a $137,214 (6.9% higher than average) annual household income.

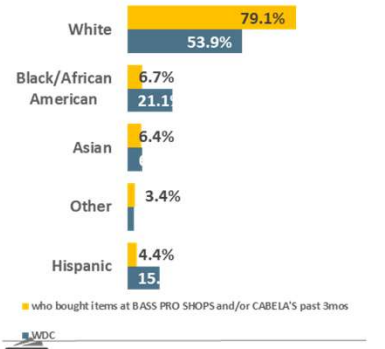
Percent of Market: Adults 18 or older



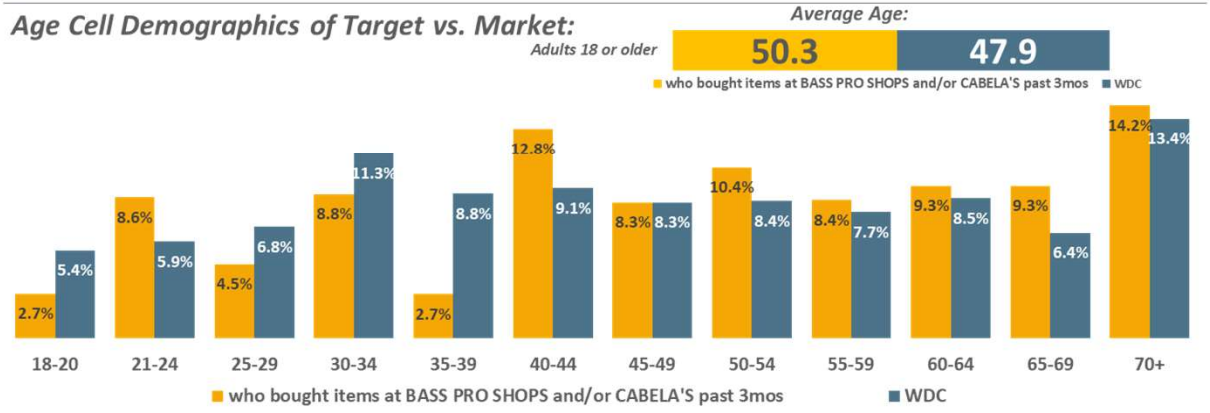
Gender of Target vs. Market: Adults 18 or older



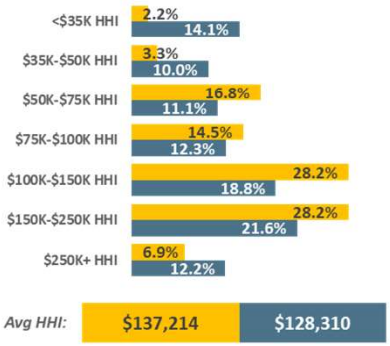
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 162

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Bass Pro Shops Cabela's SEA

4.6% or 205,664 of SEA DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Typical Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 52.1 years old (8.1% older than average) and have a $130,783 (10.3% higher than average) annual household income.

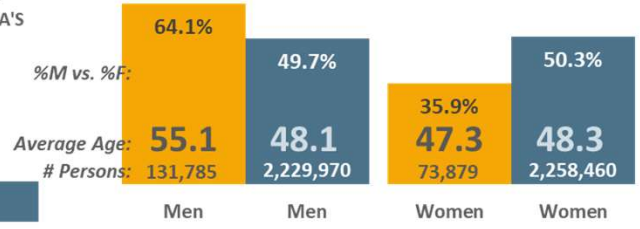
Percent of Market: Adults 18 or older



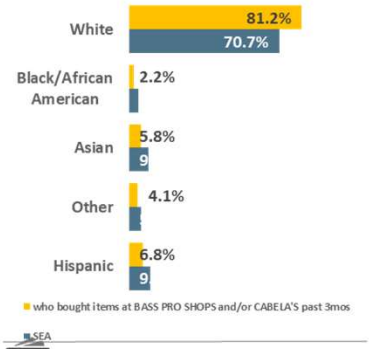
Total Persons:

205,664 | 4,282,766

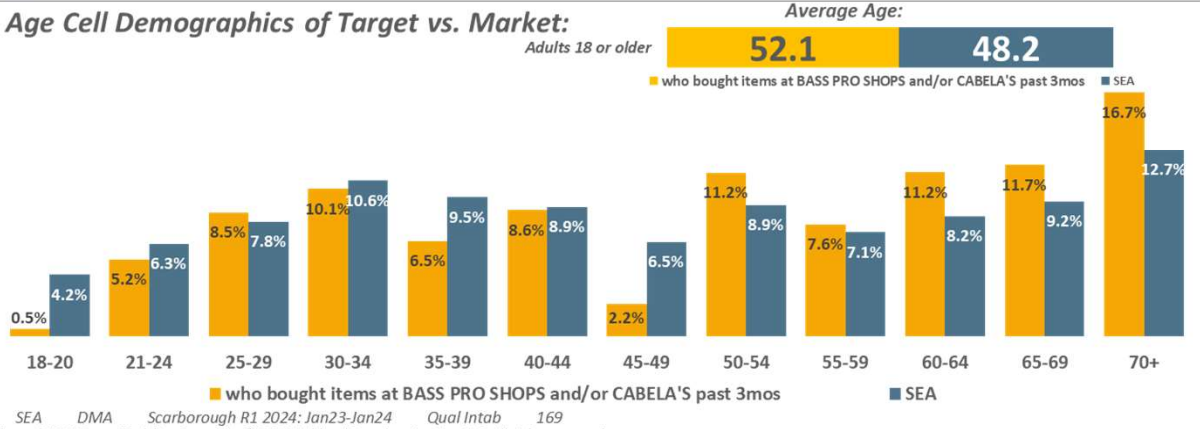
Gender of Target vs. Market: Adults 18 or older



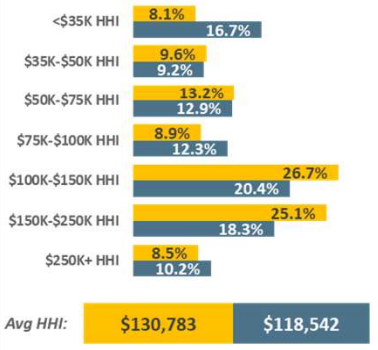
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 169

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Bass Pro Shops Cabela's **PHX**

6.5% or 298,857 of PHX DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Typical Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 46.6 years old (5.1% younger than average) and have a $113,554 (22.1% higher than average) annual household…

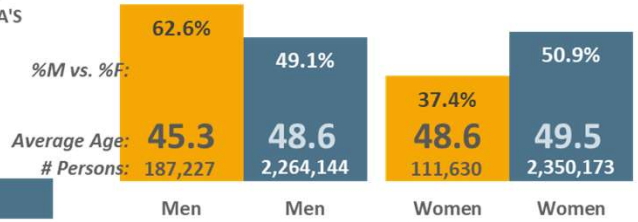
Percent of Market: Adults 18 or older



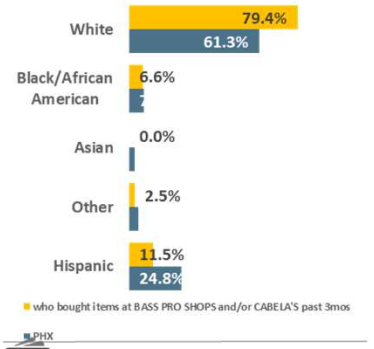
Total Persons:



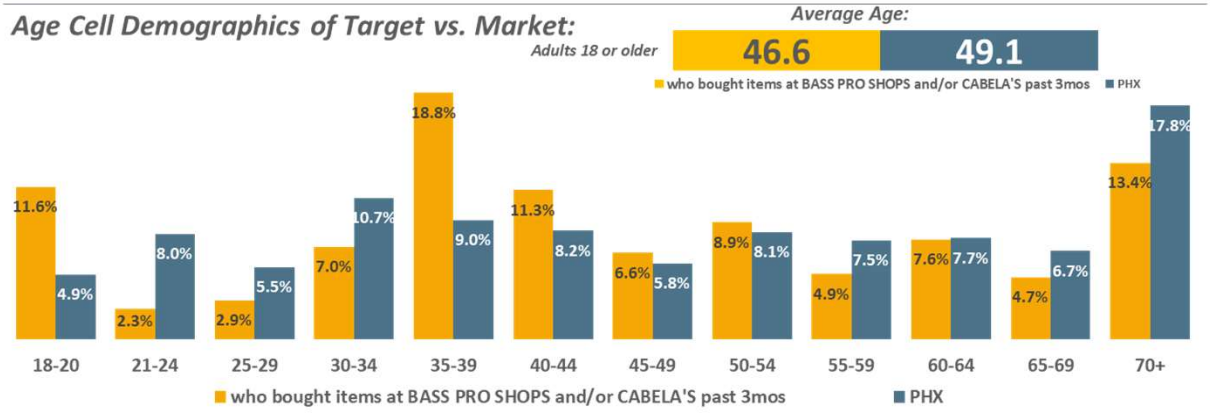
Gender of Target vs. Market: Adults 18 or older



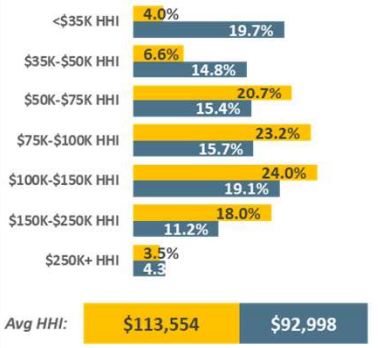
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



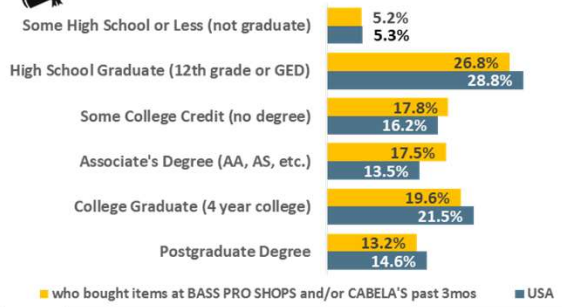
PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 130

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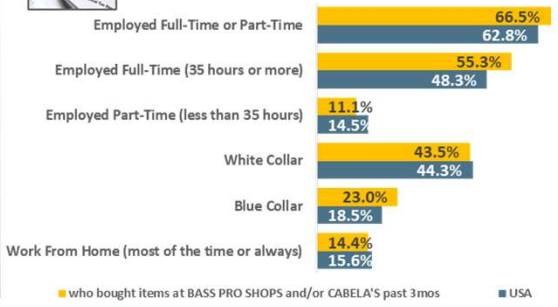
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

5.2% or 13,522,564 of USA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 9.2% less likely to be a college graduate, 14.6% more likely to work full-time, 24.5% more likely to be married, 7.6% more likely to be a parent of 1 or more children unde

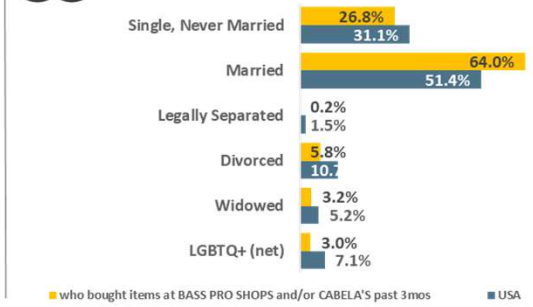
Education Levels: Adults 18 or older



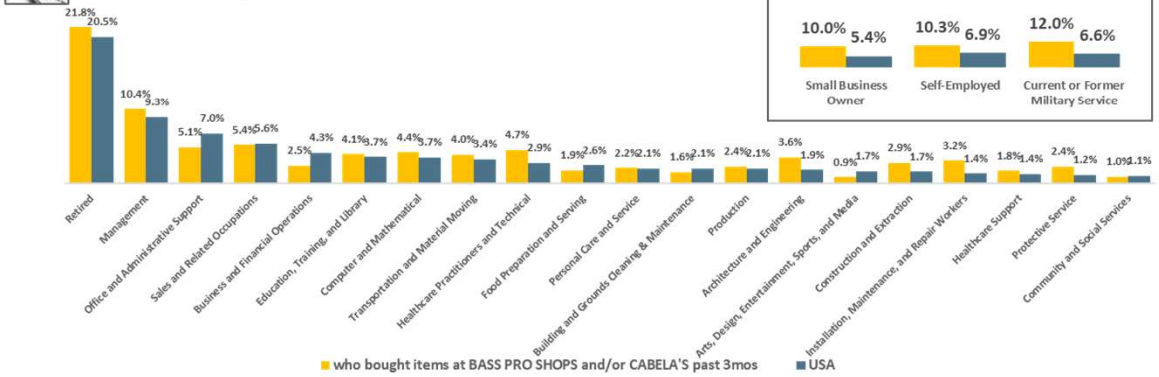
Employment: Adults 18 or older



Marital Status: Adults 18 or older

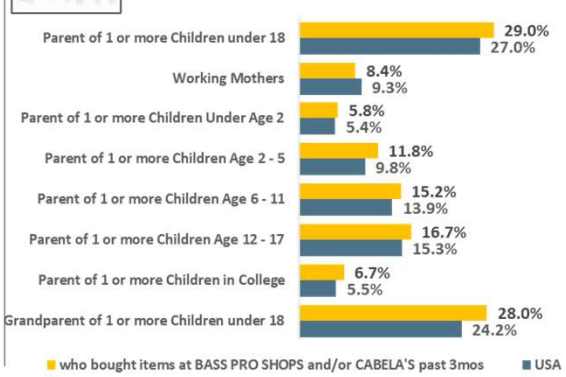


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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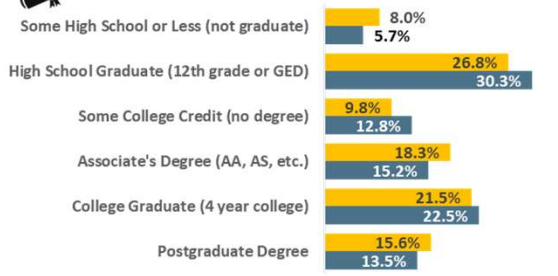
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

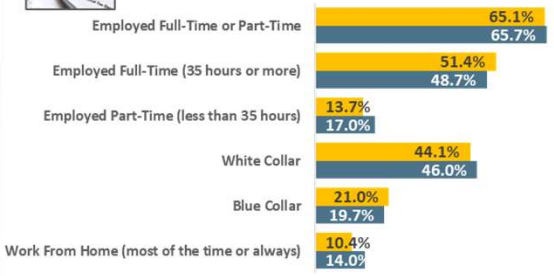
Bass Pro Shops Cabela's CHI

5.6% or 425,152 of CHI DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 2.8% more likely to be a college graduate, 5.5% more likely to work full-time, 23.2% more likely to be married, 2.4% more likely to be a parent of 1 or more children under

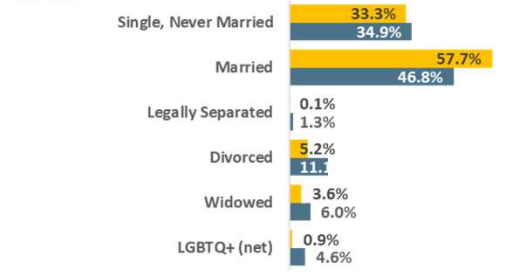
Education Levels: Adults 18 or older



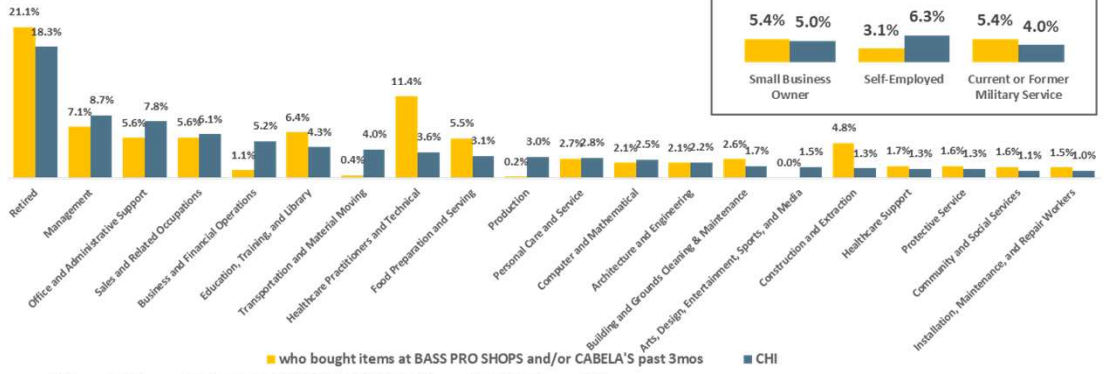
Employment: Adults 18 or older



Marital Status: Adults 18 or older

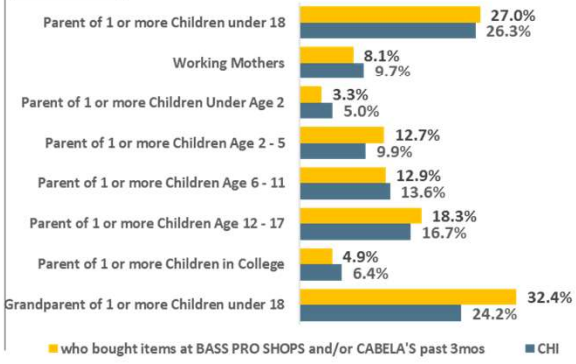


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 168

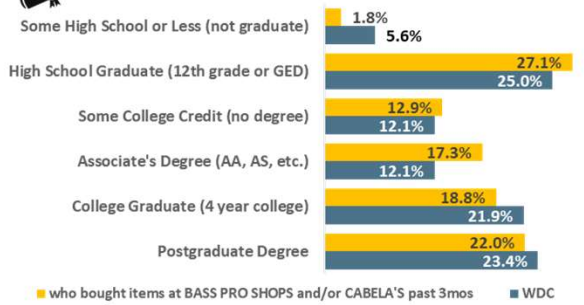
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

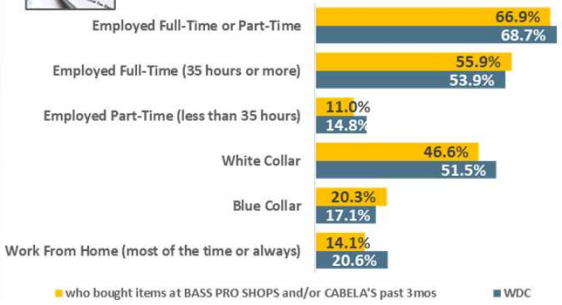
Bass Pro Shops Cabela's WDC

2.6% or 147,174 of WDC DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 9.8% less likely to be a college graduate, 3.7% more likely to work full-time, 34.4% more likely to be married, 1.6% more likely to be a parent of 1 or more children under

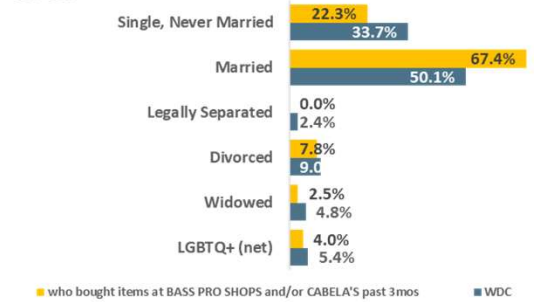
Education Levels: Adults 18 or older



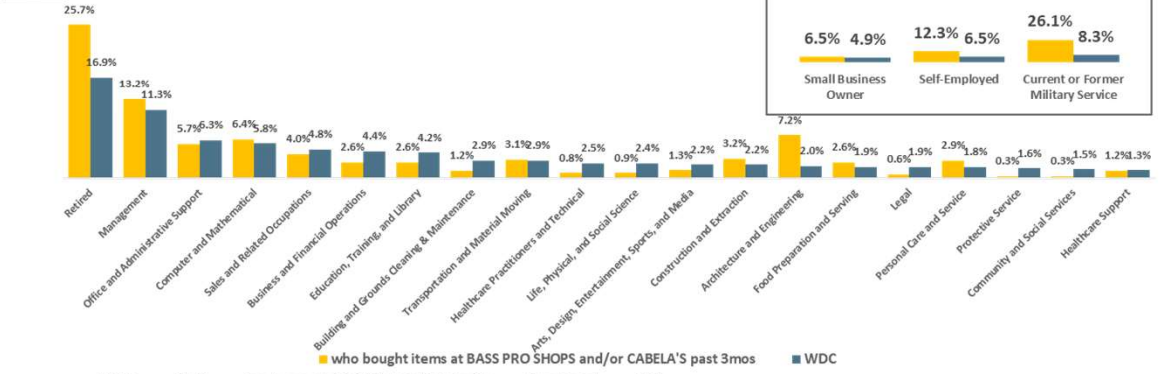
Employment: Adults 18 or older



Marital Status: Adults 18 or older

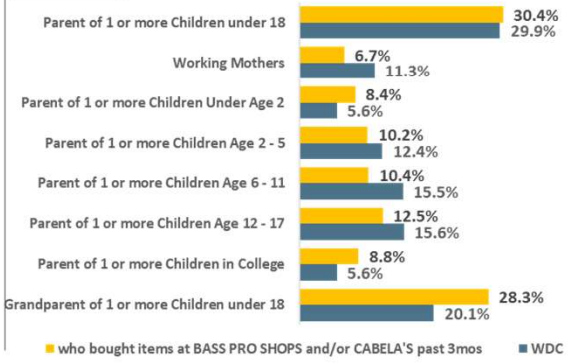


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 162

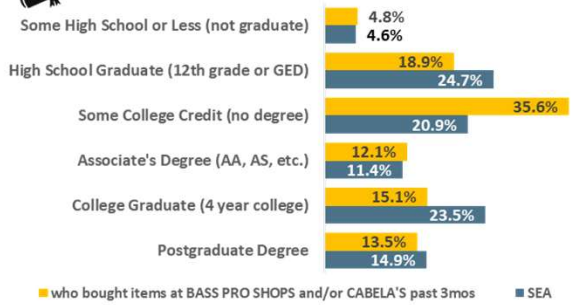
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

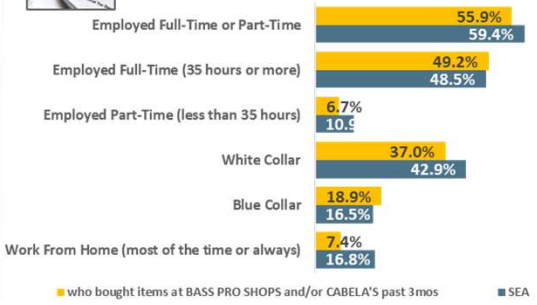
Bass Pro Shops Cabela's SEA

4.6% or 205,664 of SEA DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 25.5% less likely to be a college graduate, 1.4% more likely to work full-time, 9.% more likely to be married, 11.9% more likely to be a parent of 1 or more children under

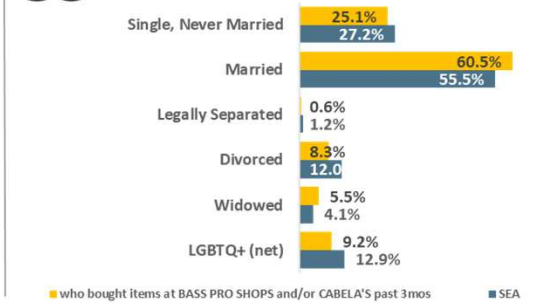
Education Levels: Adults 18 or older



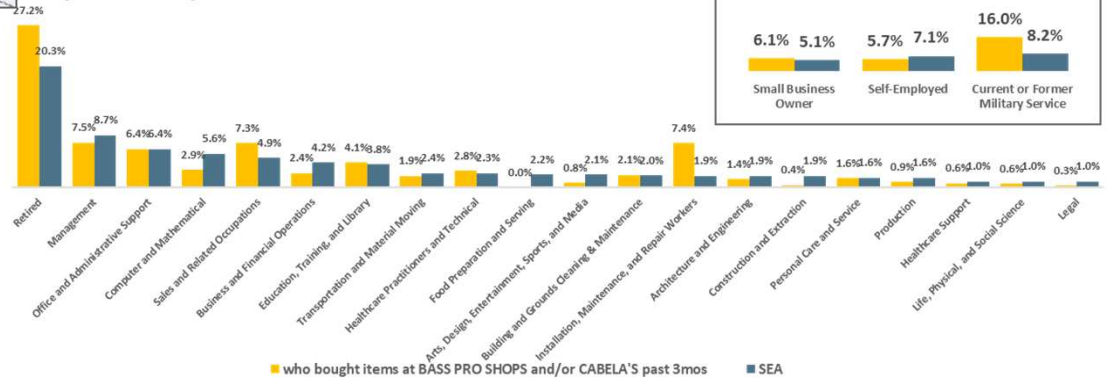
Employment: Adults 18 or older



Marital Status: Adults 18 or older

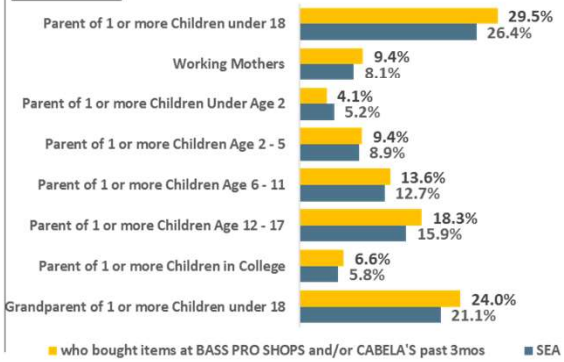


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 169

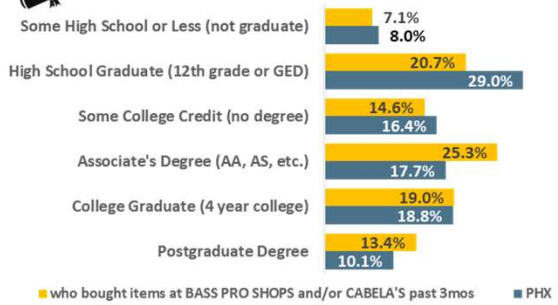
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

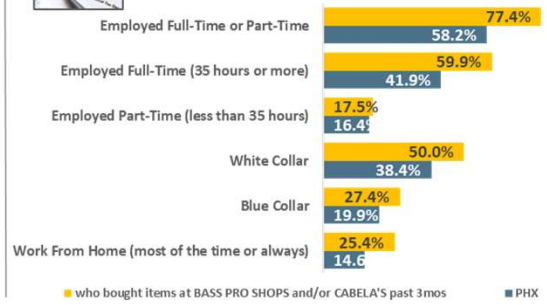
Bass Pro Shops Cabela's PHX

6.5% or 298,857 of PHX DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 12.3% more likely to be a college graduate, 43.% more likely to work full-time, 11.% more likely to be married, 1.% less likely to be a parent of 1 or more children under

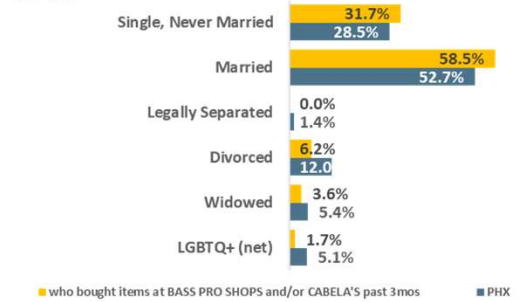
Education Levels: Adults 18 or older



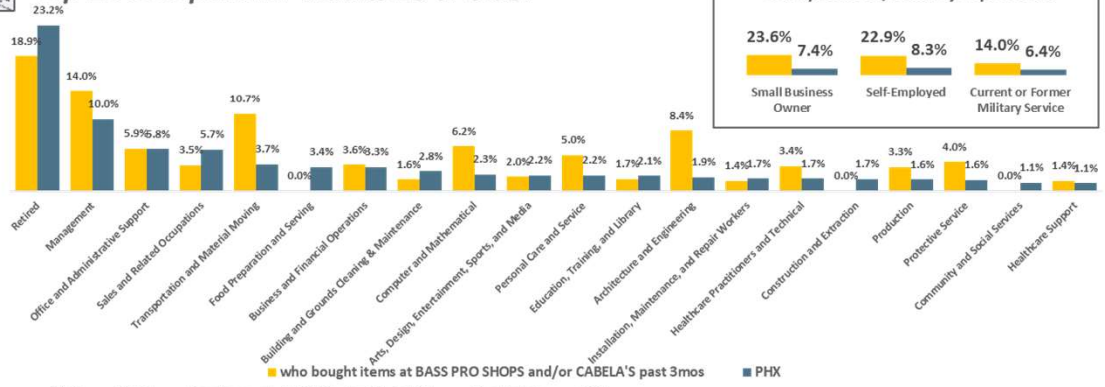
Employment: Adults 18 or older



Marital Status: Adults 18 or older

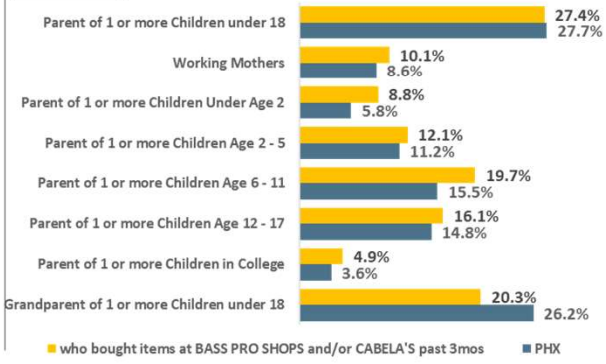


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



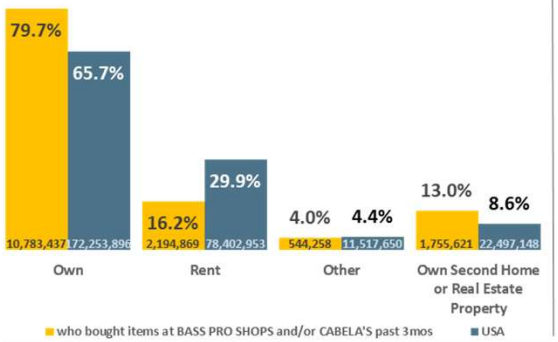
PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 130

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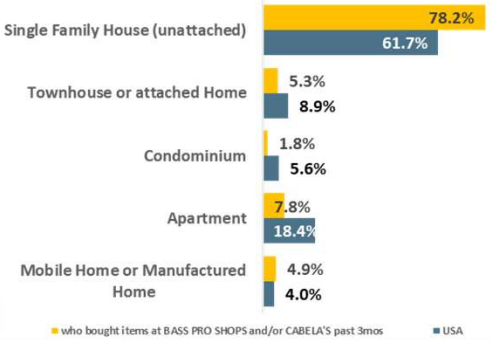
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

5.2% or 13,522,564 of USA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 21.4% more likely to own their home, 10.8% more likely to own a higher valued home, 26.8% more likely to have a single-family home, 36.3% more likely to have a dog.

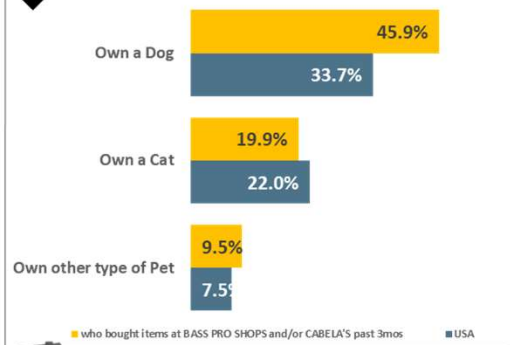
Own/Rent/Other: Adults 18 or older



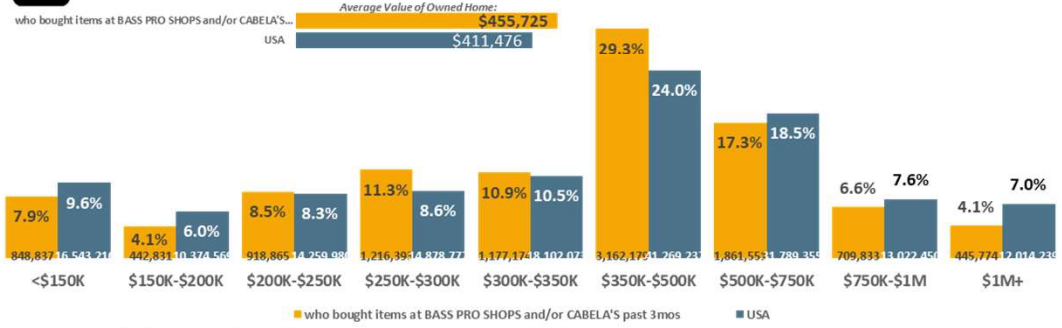
Type of Home: Adults 18 or older



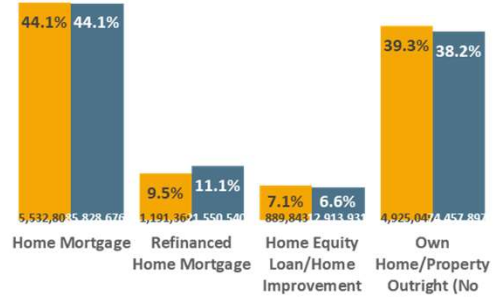
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *1,099*

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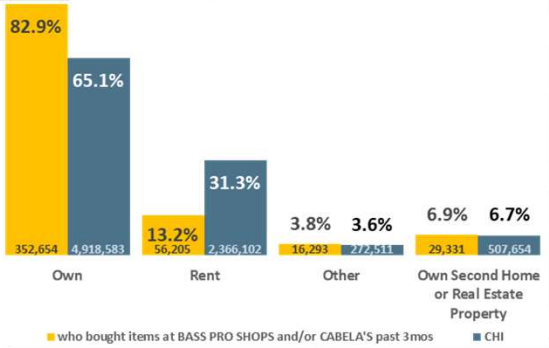
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

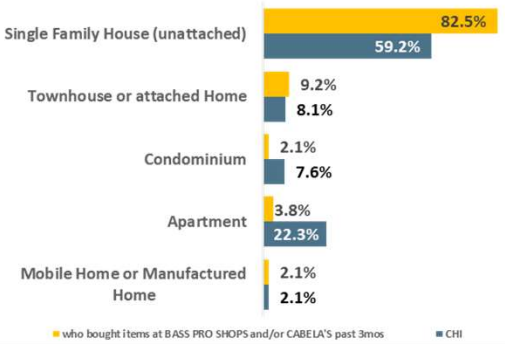
Bass Pro Shops Cabela's CHI

5.6% or 425,152 of CHI DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 27.4% more likely to own their home, 4.5% more likely to own a lower valued home, 39.4% more likely to have a single-family home, 57.4% more likely to have a dog.

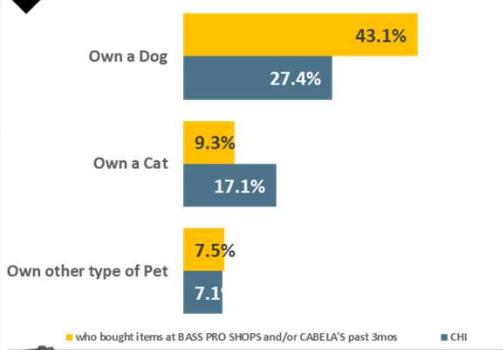
Own/Rent/Other: Adults 18 or older



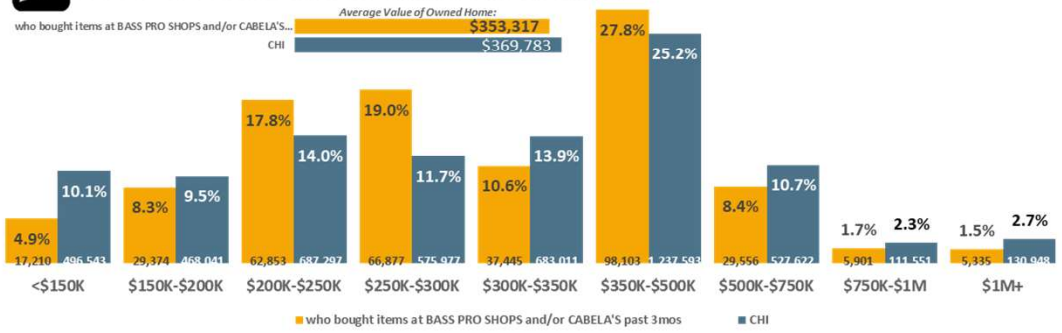
Type of Home: Adults 18 or older



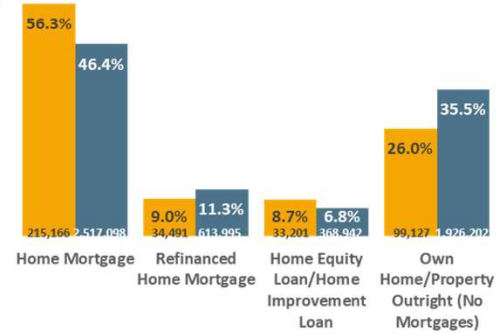
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 168

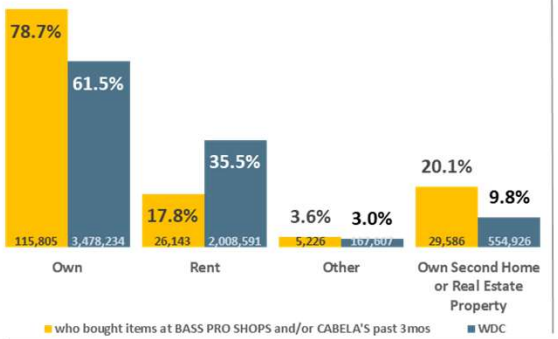
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

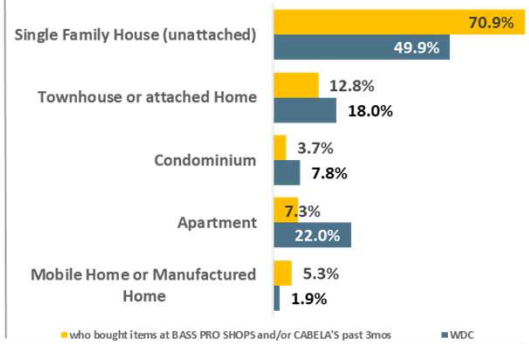
Cabela's WDC

2.6% or 147,174 of WDC DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 27.9% more likely to own their home, 11.4% more likely to own a lower valued home, 42.1% more likely to have a single-family home, 32.9% more likely to have a dog.

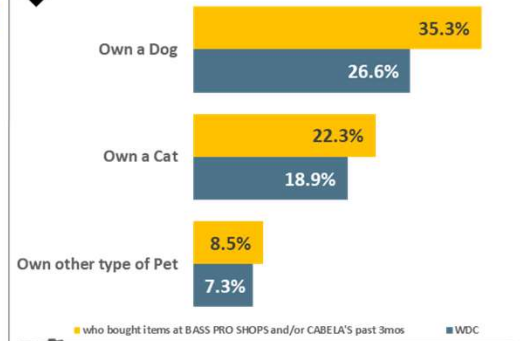
Own/Rent/Other: Adults 18 or older



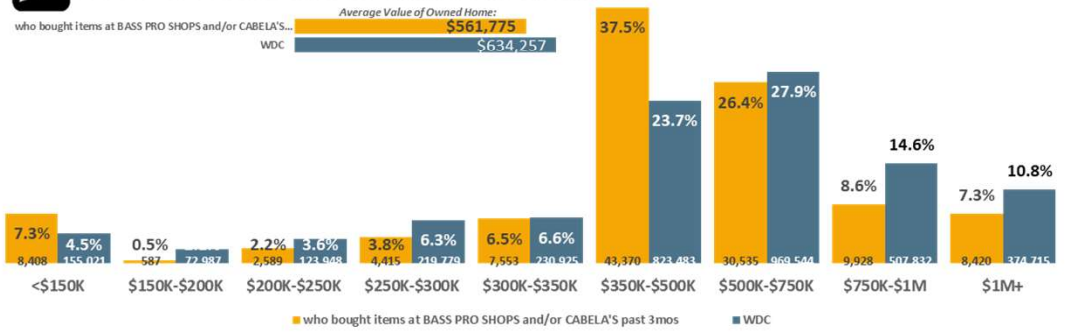
Type of Home: Adults 18 or older



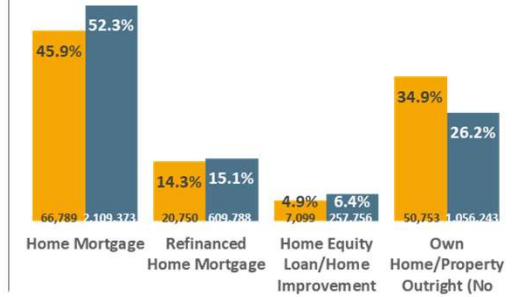
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 162

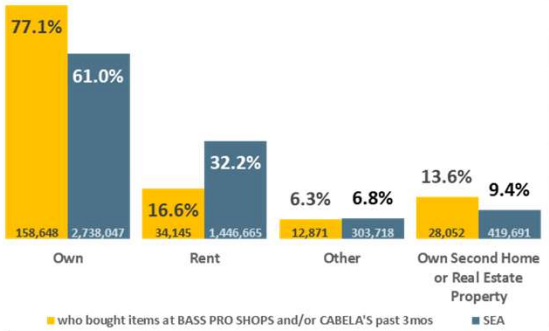
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

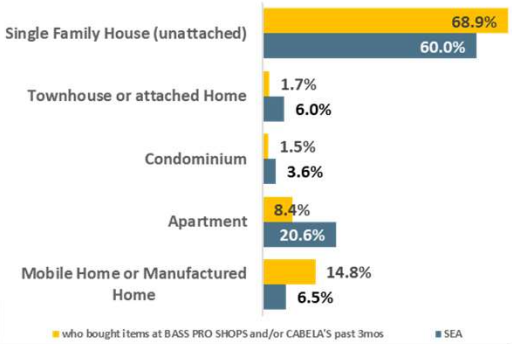
Cabela's SEA

4.6% or 205,664 of SEA DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 26.5% more likely to own their home, 12.8% more likely to own a lower valued home, 14.9% more likely to have a single-family home, 49.7% more likely to have a dog.

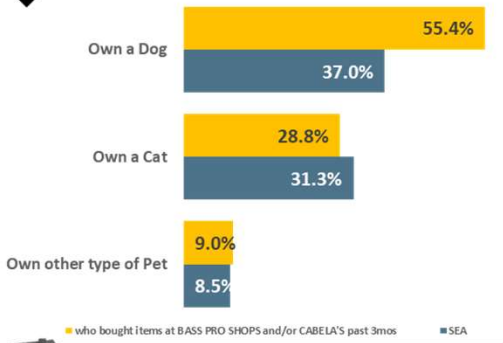
Own/Rent/Other: Adults 18 or older



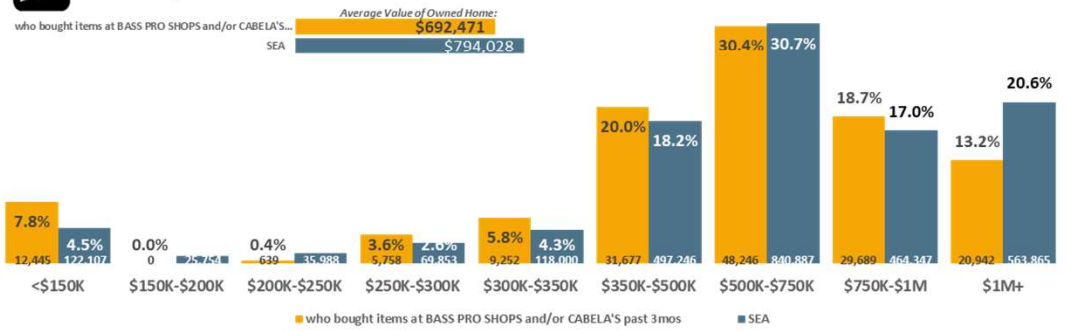
Type of Home: Adults 18 or older



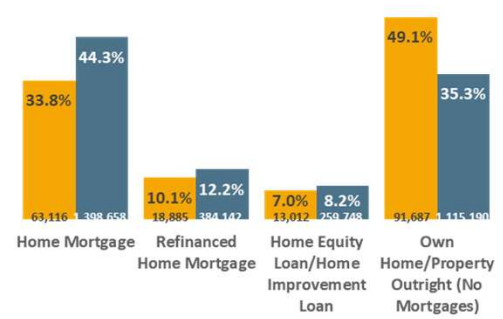
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 169

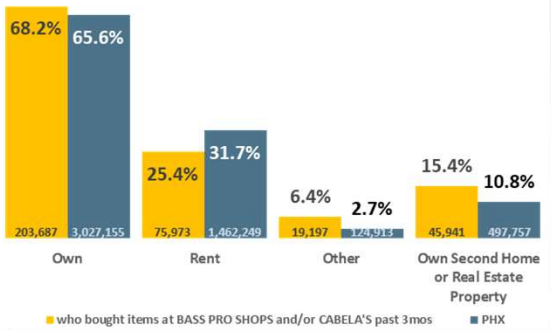
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

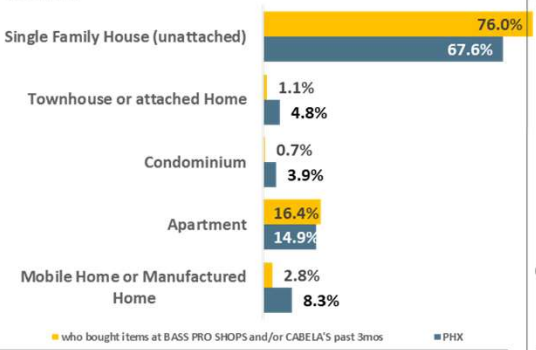
Cabela's PHX

6.5% or 298,857 of PHX DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 3.9% more likely to own their home, 6.8% more likely to own a higher valued home, 12.3% more likely to have a single-family home, 21.% more likely to have a dog.

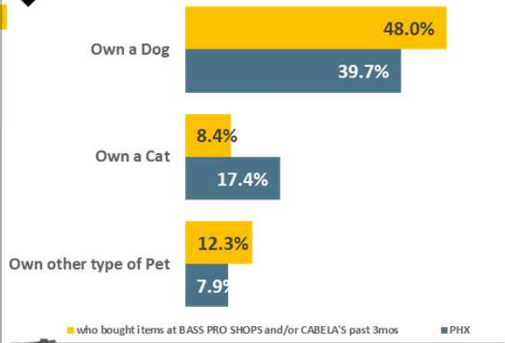
Own/Rent/Other: Adults 18 or older



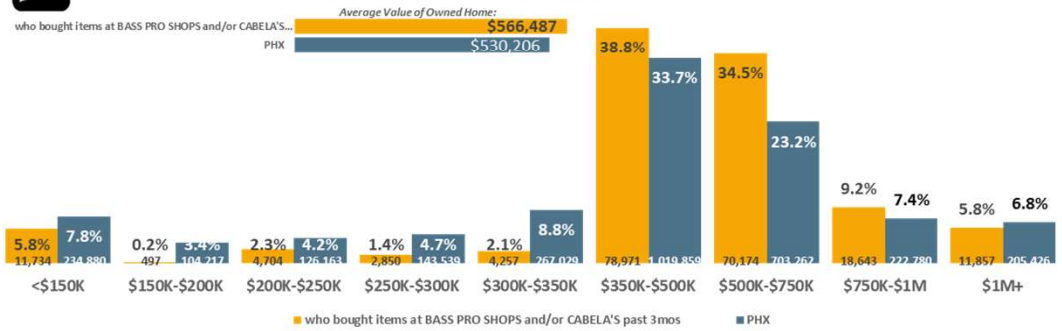
Type of Home: Adults 18 or older



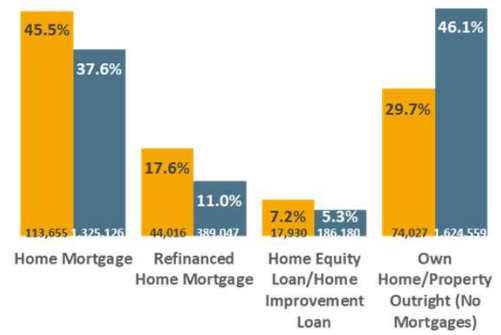
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



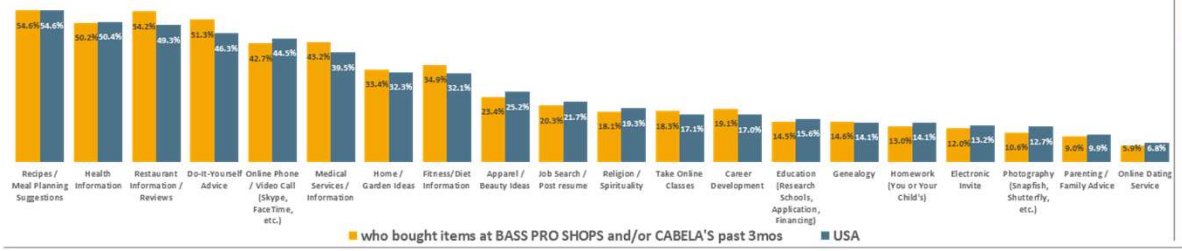
PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 130

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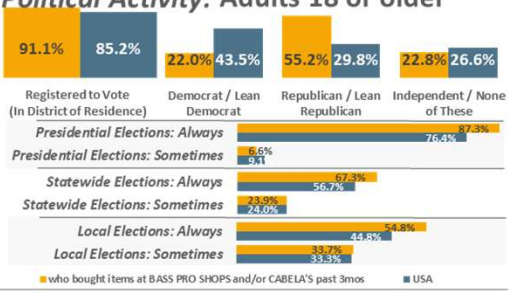
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

5.2% or 13,522,564 of USA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 10.8% more likely to look up D-I-Y advice online, 22.2% more likely to always vote in local elections, 11.4% more likely to belong to a gym, 6.1% more likely to fly domest

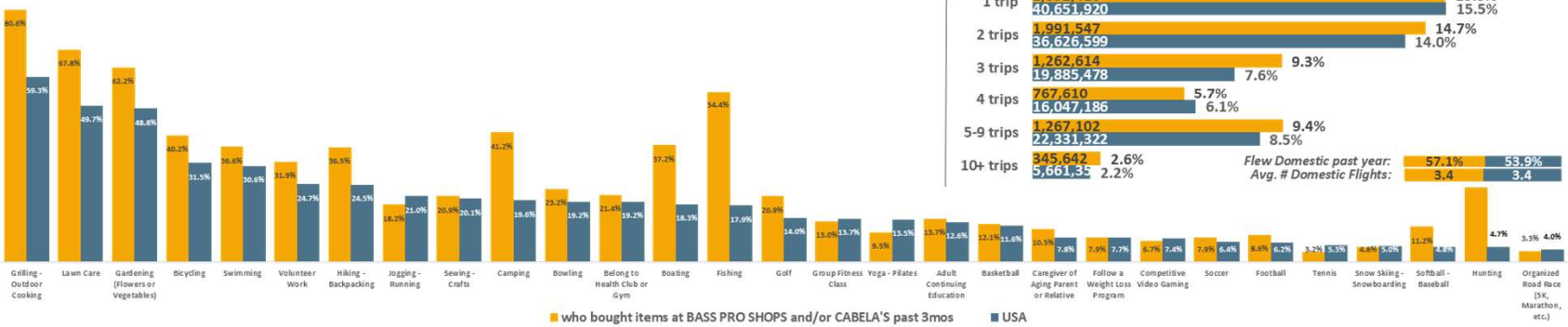
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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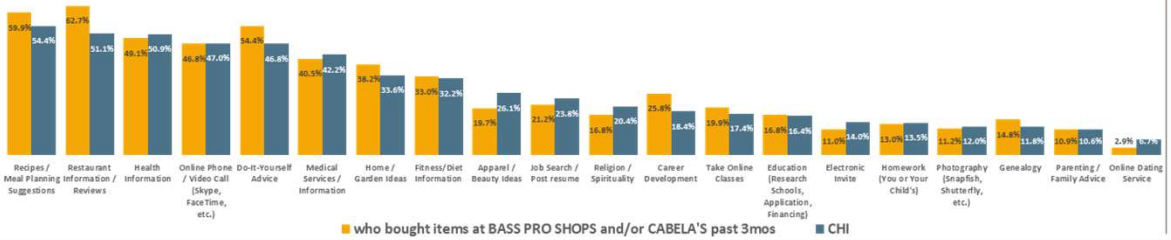
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

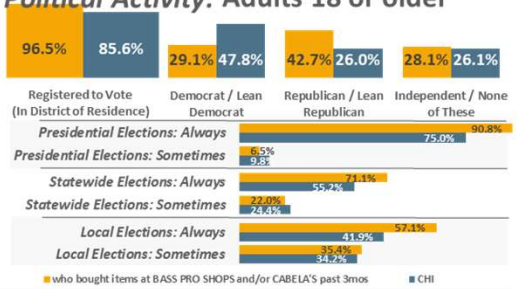
Bass Pro Shops Cabela's **CHI**

5.6% or 425,152 of CHI DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 16.2% more likely to look up D-I-Y advice online, 36.1% more likely to always vote in local elections, 2.2% more likely to belong to a gym, 8.4% more likely to fly domesti

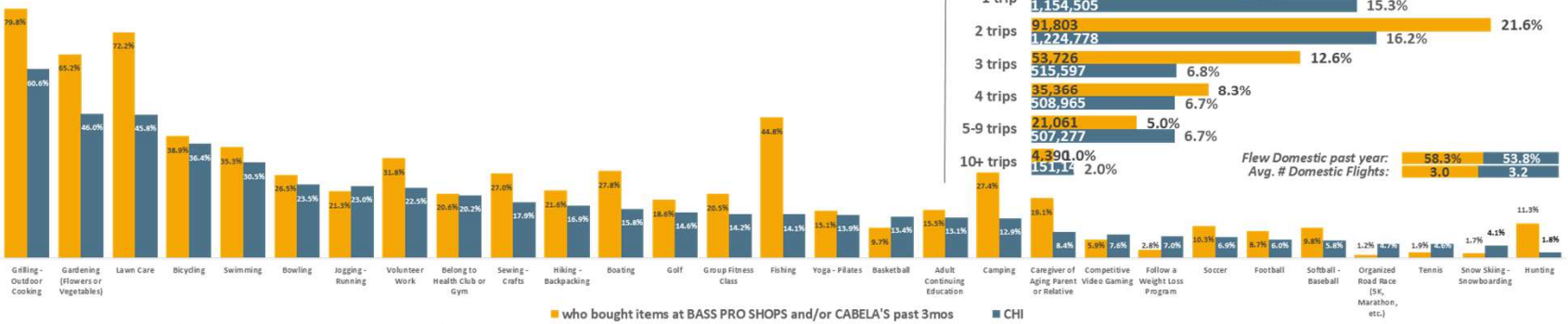
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

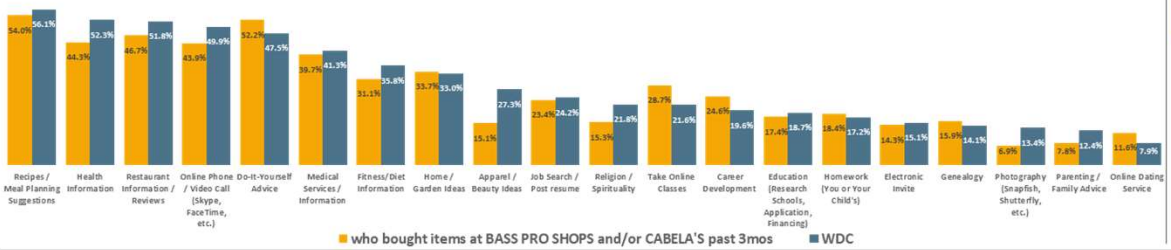
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 168

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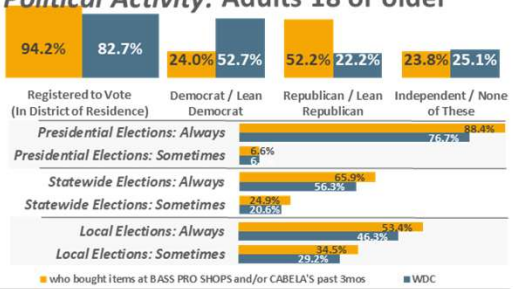
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

2.6% or 147,174 of WDC DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past... Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 9.9% more likely to look up D-I-Y advice online, 15.3% more likely to always vote in local elections, 8.6% less likely to belong to a gym, 3.% more likely to fly domestic

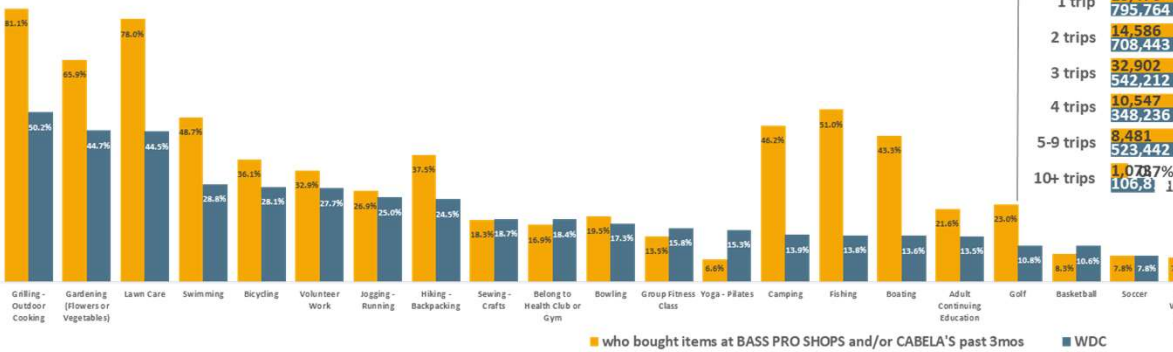
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



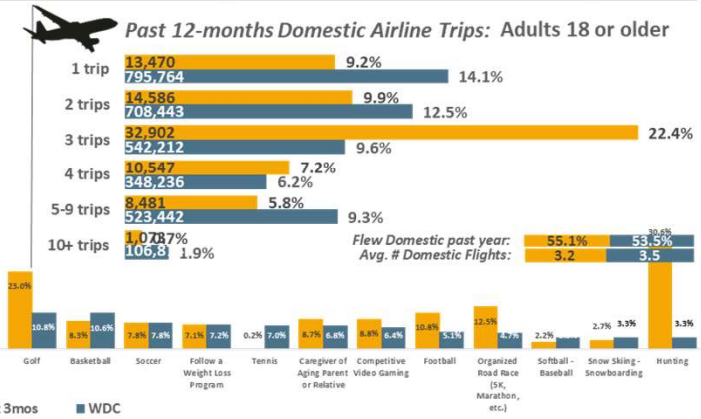
Political Activity: Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 162

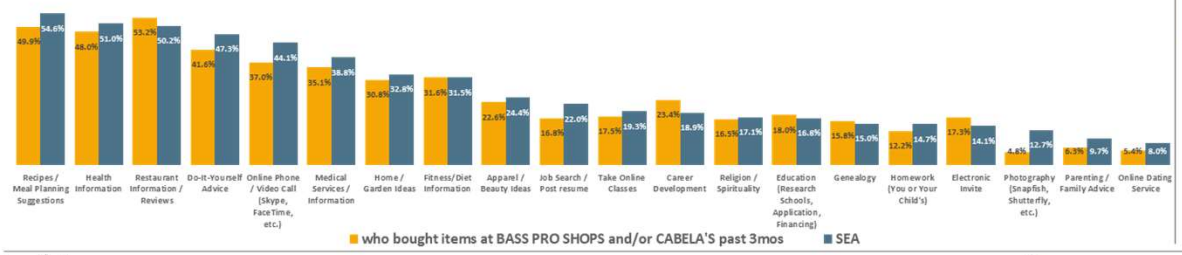
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

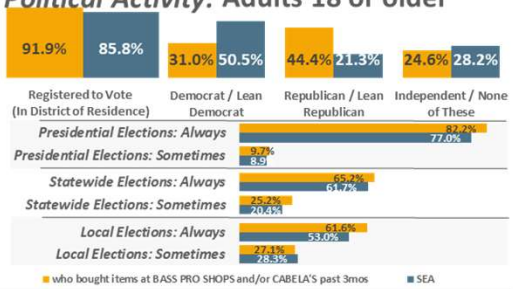
Bass Pro Shops Cabela's SEA

4.6% or 205,664 of SEA DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 12.% less likely to look up D-I-Y advice online, 16.3% more likely to always vote in local elections, 3.4% less likely to belong to a gym, 14.1% more likely to fly domesti

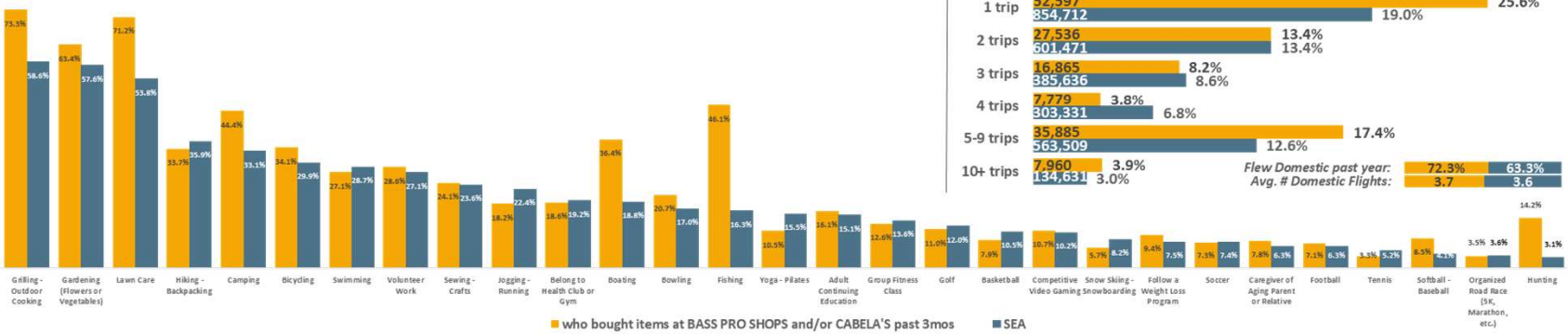
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 169

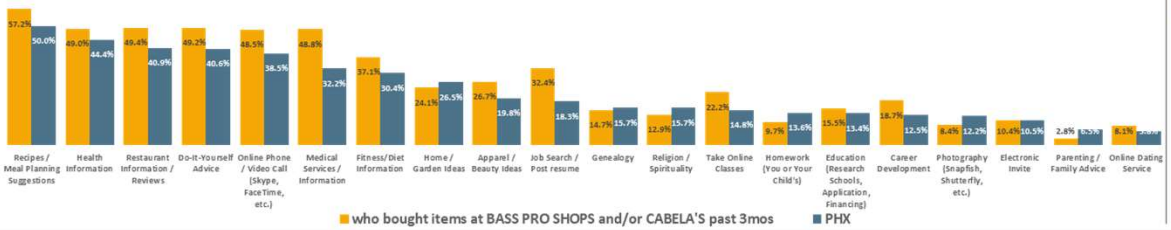
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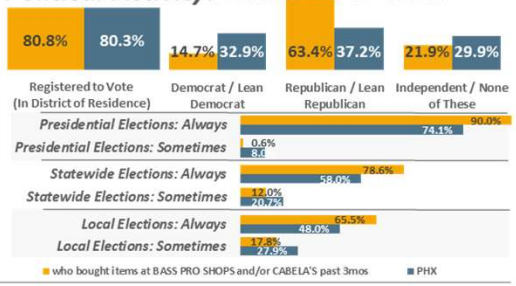
Bass Pro Shops Cabela's **PHX**

6.5% or 298,857 of PHX DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 21.3% more likely to look up D-I-Y advice online, 36.4% more likely to always vote in local elections, 39.3% more likely to belong to a gym, .5% more likely to fly domesti

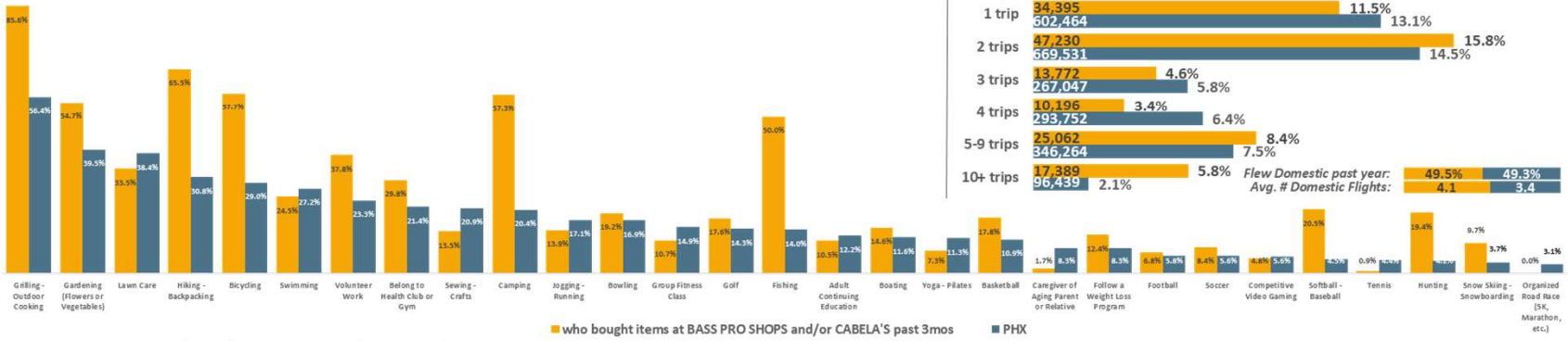
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 130

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

5.2% or 13,522,564 of USA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 4.6% more likely to use QSRs past mo., 15.5% more likely to use Sit-Down Restaurants past mo., 26.3% more likely to use Casinos past yr., 24.5% less likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

92.8%
88.7%
12,547,573
232,484,369

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:

87.8%
76.0%
11,874,831
199,361,135

Avg. Monthly Sit-Down Restaurant Meals:

4.3
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 bought items at BASS PRO SHOPS and/or... 1,725,321 12.8%

USA 17.4%

Drank Past 30-days: Adults 18 or older

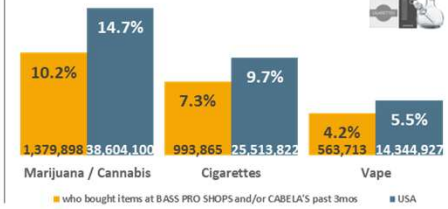


Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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

(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Bass Pro Shops Cabela's CHI

5.6% or 425,152 of CHI DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 5.4% more likely to use QSRs past mo., 15.8% more likely to use Sit-Down Restaurants past mo., 78.4% more likely to use Casinos past yr., 49.2% less likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



	who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos	CHI
1 time	0.0%	6.6%
2 times	6.0%	7.6%
3 times	13.9%	12.2%
4 times	11.4%	10.7%
5 times	12.4%	9.7%
6 - 9 times	24.3%	23.1%
10 times or more	27.7%	21.0%

Total Monthly QSR Users:		Avg. Monthly QSR Meals:	
95.7%	90.9%	7.9	7.0
407,076	6,865,933		

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



	who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos	CHI
1 time	18.7%	16.1%
2 times	13.9%	14.6%
3 times	9.8%	13.0%
4 times	18.5%	10.4%
5 times	11.7%	7.2%
6 - 9 times	11.1%	8.9%
10 times or more	4.0%	5.4%

Total Monthly Sit-Down Restaurant Users:		Avg. Monthly Sit-Down Restaurant Meals:	
87.7%	75.7%	4.0	4.1
372,973	5,724,044		

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 bought items at BASS PRO SHOPS and/or...	CHI
	30,461 7.2%	1,511,418 20.0%

Drank Past 30-days: Adults 18 or older



	who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos	CHI
Liquor	218,421 51.4%	3,584,522 47.4%
Any Type of Beer	210,225 49.4%	3,207,733 42.4%
Wine	174,160 41.0%	2,674,383 35.4%
Domestic Light Beer	136,079 32.0%	1,798,824 23.8%
Imported Beer	125,829 29.6%	1,745,278 23.1%
Domestic Regular Beer	134,674 31.7%	1,605,748 21.2%
Microbrew / Craft Beer	37,678 8.9%	651,633 8.6%

Past 12 months Casino Activities: Adults 18 or older



	who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos	CHI
Slot Machines	156,777 36.9%	1,520,603 20.1%
Table Games (Craps, Poker, etc.)	68,019 16.0%	658,644 8.7%
Bar / Nightclub	37,737 8.9%	508,374 6.7%
Upscale Restaurant	42,824 10.1%	507,245 6.7%
Stage Show / Concert	33,657 7.9%	290,865 3.8%
Sports Betting	14,132 3.3%	266,494 3.5%
Other Gambling	3,880 0.9%	135 1.8%
Spa	7,704 1.8%	82 1.1%

Casinos visited past 12 months:

Yes		No	
46.3%	196,647	25.9%	1,959,836

Used Past 30-days: Adults 18 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 168

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Bass Pro Shops Cabela's WDC

2.6% or 147,174 of WDC DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 11.2% more likely to use QSRs past mo., 23.4% more likely to use Sit-Down Restaurants past mo., 10.3% less likely to use Casinos past yr., 12.7% more likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 99.5% 146,447 | 89.5% 5,059,794

Avg. Monthly QSR Meals: 8.7 | 6.8

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



Total Monthly Sit-Down Restaurant Users: 93.9% 138,239 | 76.1% 4,303,414

Avg. Monthly Sit-Down Restaurant Meals: 5.3 | 4.3

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 bought items at BASS PRO SHOPS and/or... 30,698 20.9%

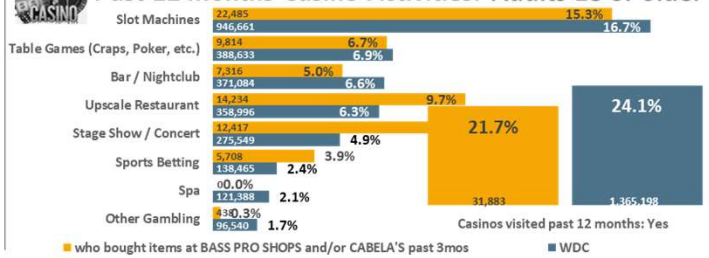
WDC 1,438,719 25.4%

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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 162

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Bass Pro Shops Cabela's SEA

4.6% or 205,664 of SEA DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 3.9% more likely to use QSRs past mo., 9.% more likely to use Sit-Down Restaurants past mo., 18.2% more likely to use Casinos past yr., 31.9% less likely to smoke cigarett

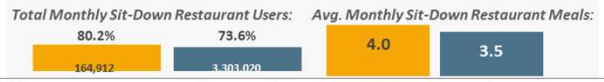
Past 30-days QSR Users: Adults 18 or older





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





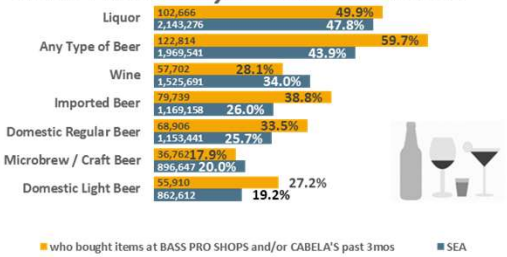
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



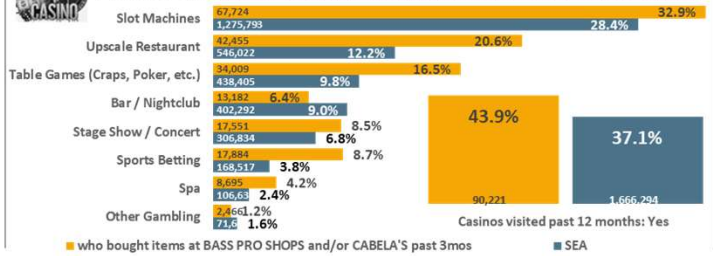


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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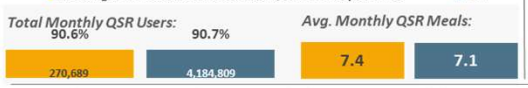
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Bass Pro Shops Cabela's PHX

6.5% or 298,857 of PHX DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are .1% less likely to use QSRs past mo., 24.2% more likely to use Sit-Down Restaurants past mo., 15.2% more likely to use Casinos past yr., 1.5% less likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older





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





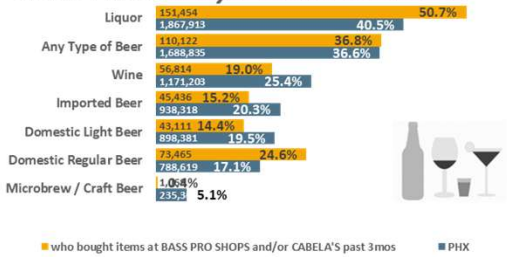
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



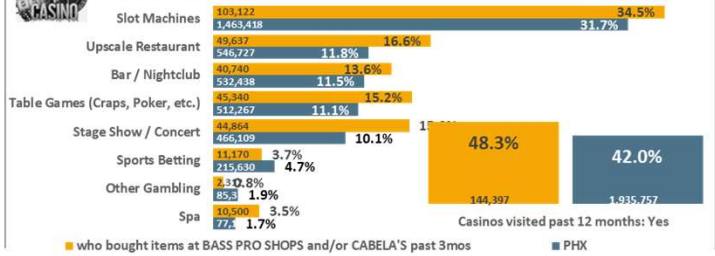


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



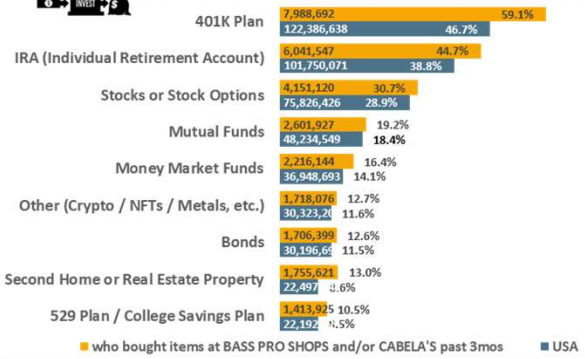
PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 130

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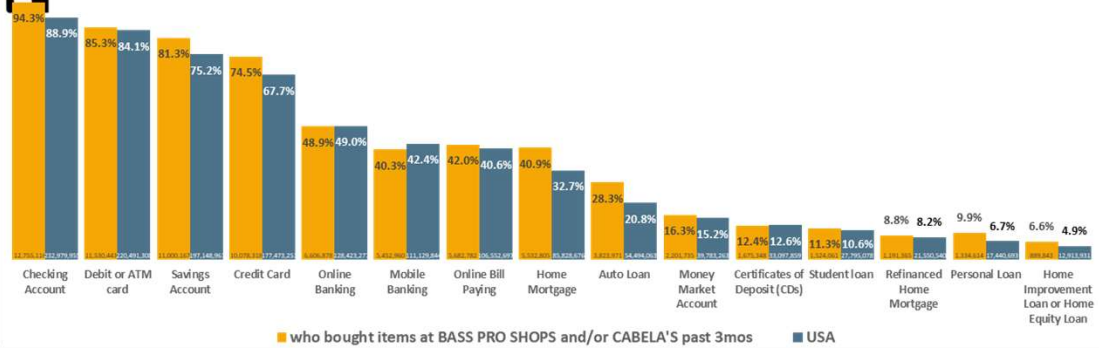
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Investments Owned: Adults 18 or older



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

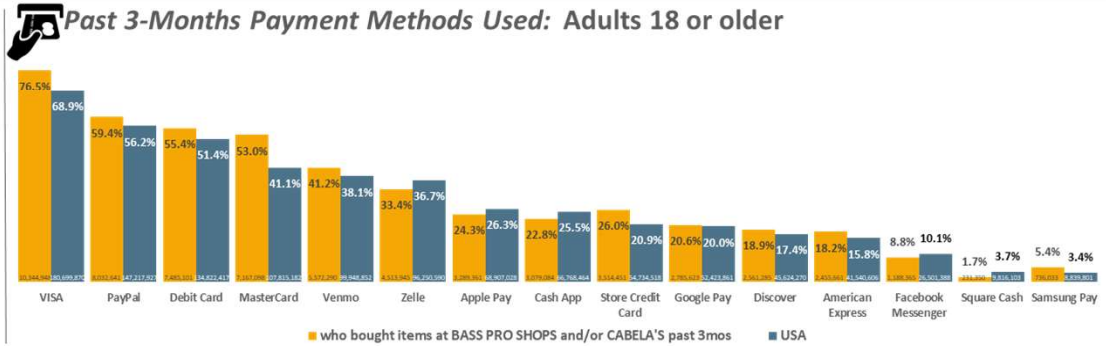


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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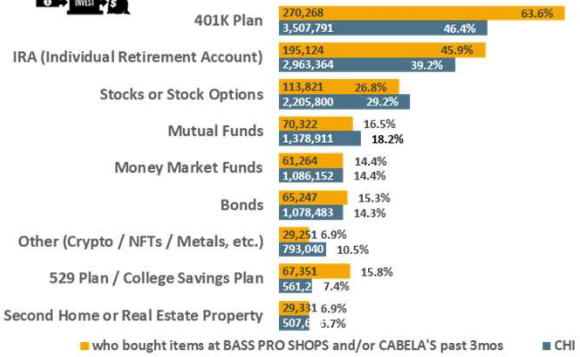
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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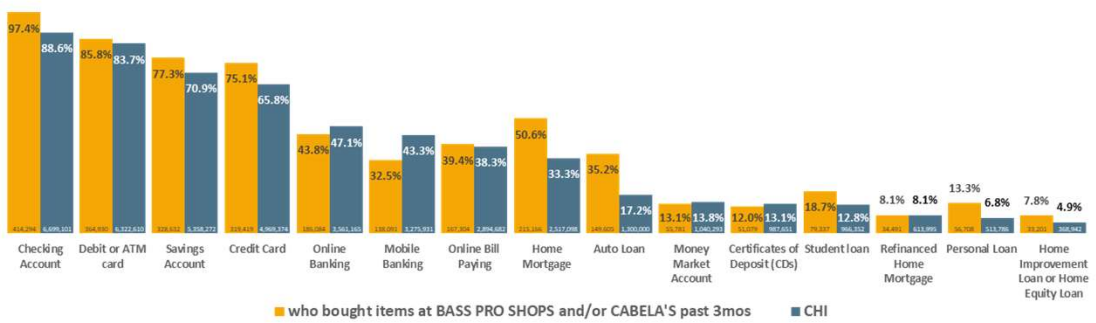
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Investments Owned: Adults 18 or older



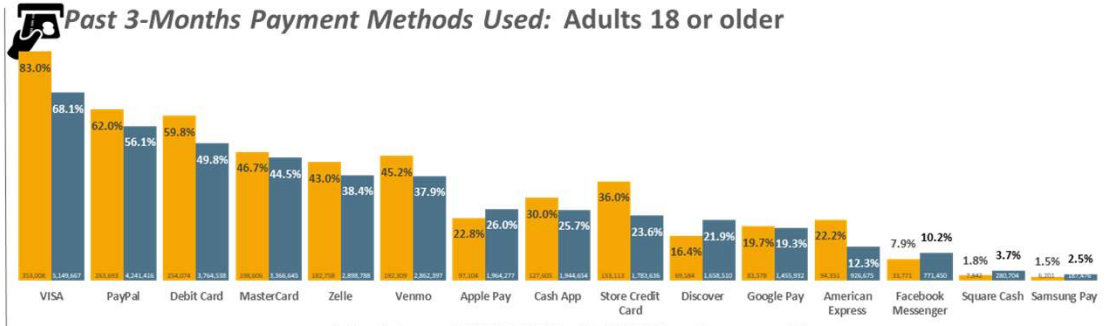
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



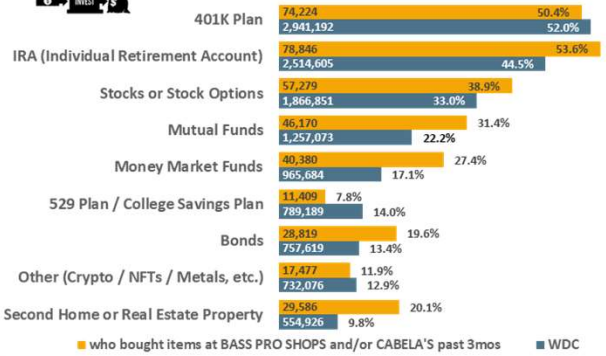
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 168

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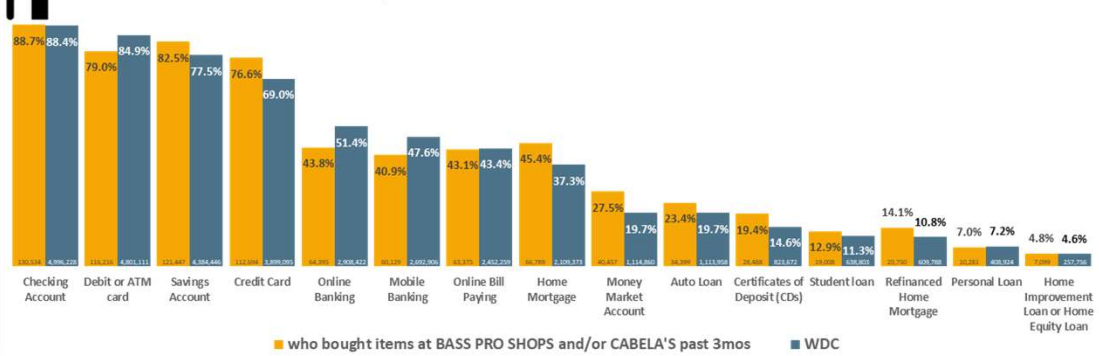
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Investments Owned: Adults 18 or older



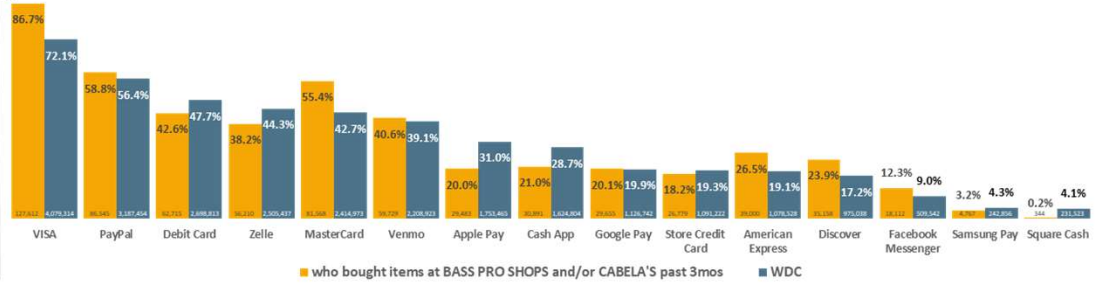
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 162

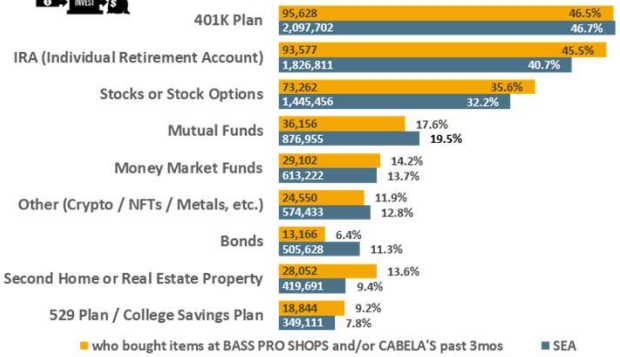
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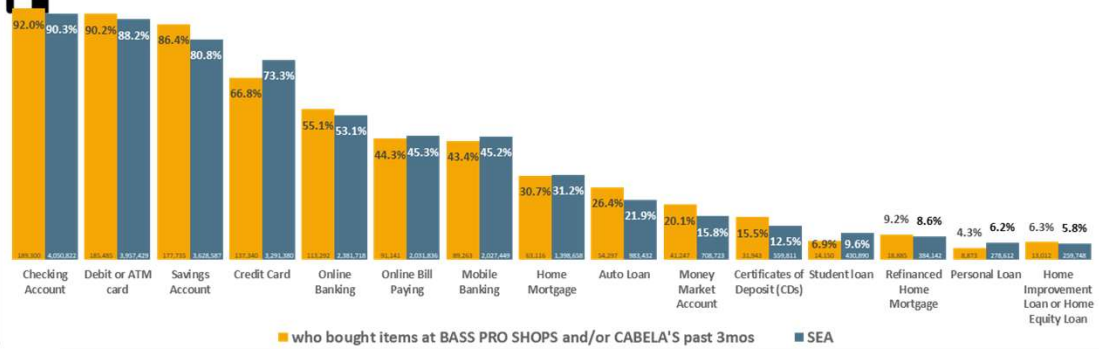
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Investments Owned: Adults 18 or older



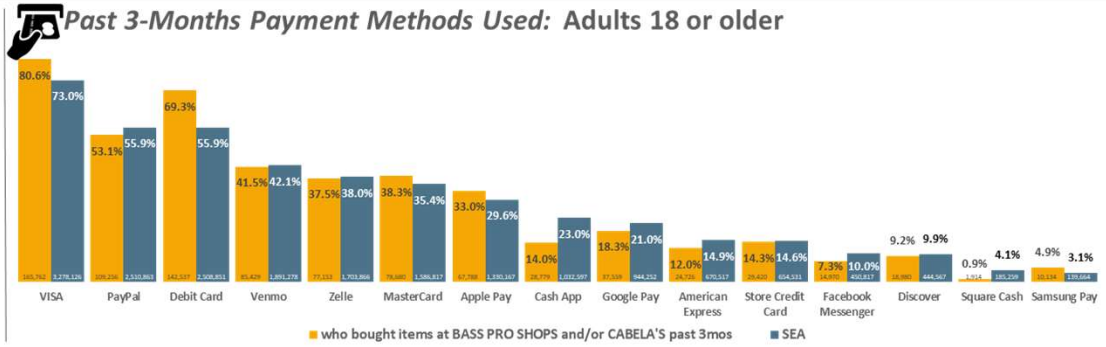
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 169

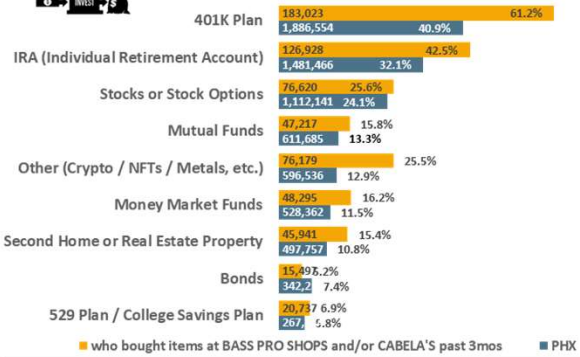
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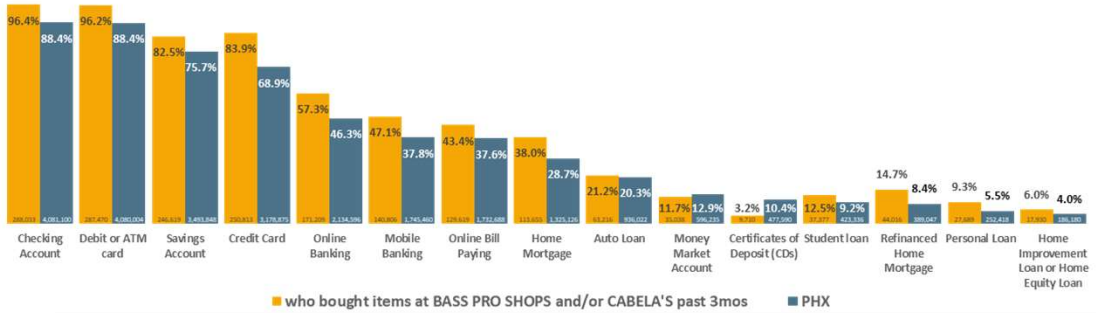
Bass Pro Shops Cabela's PHX

6.5% or 298,857 of PHX DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 49.8% more likely to have a 401K, 4.3% more likely to have an Auto Loan, 18.2% less likely to Invest/Trade Stocks Online, 1.2% less likely to pay with their Debit Card.

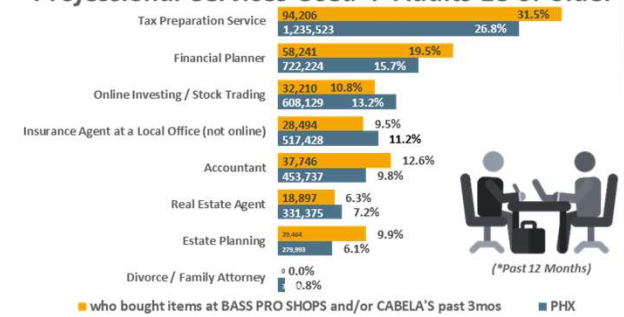
Investments Owned: Adults 18 or older



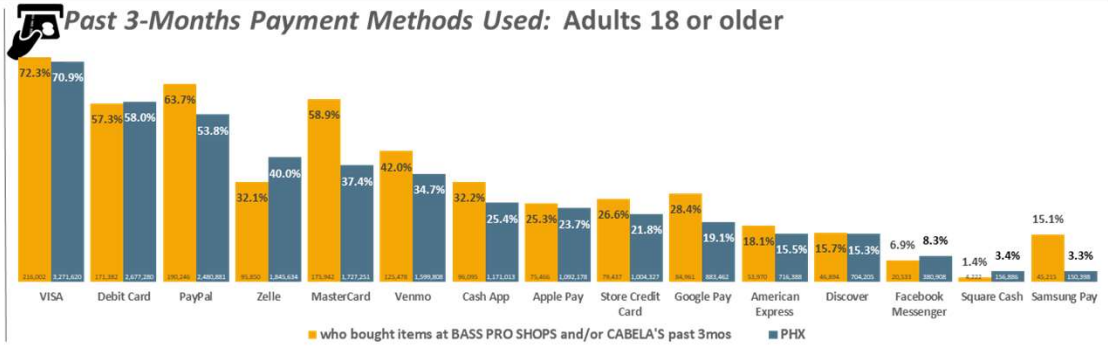
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



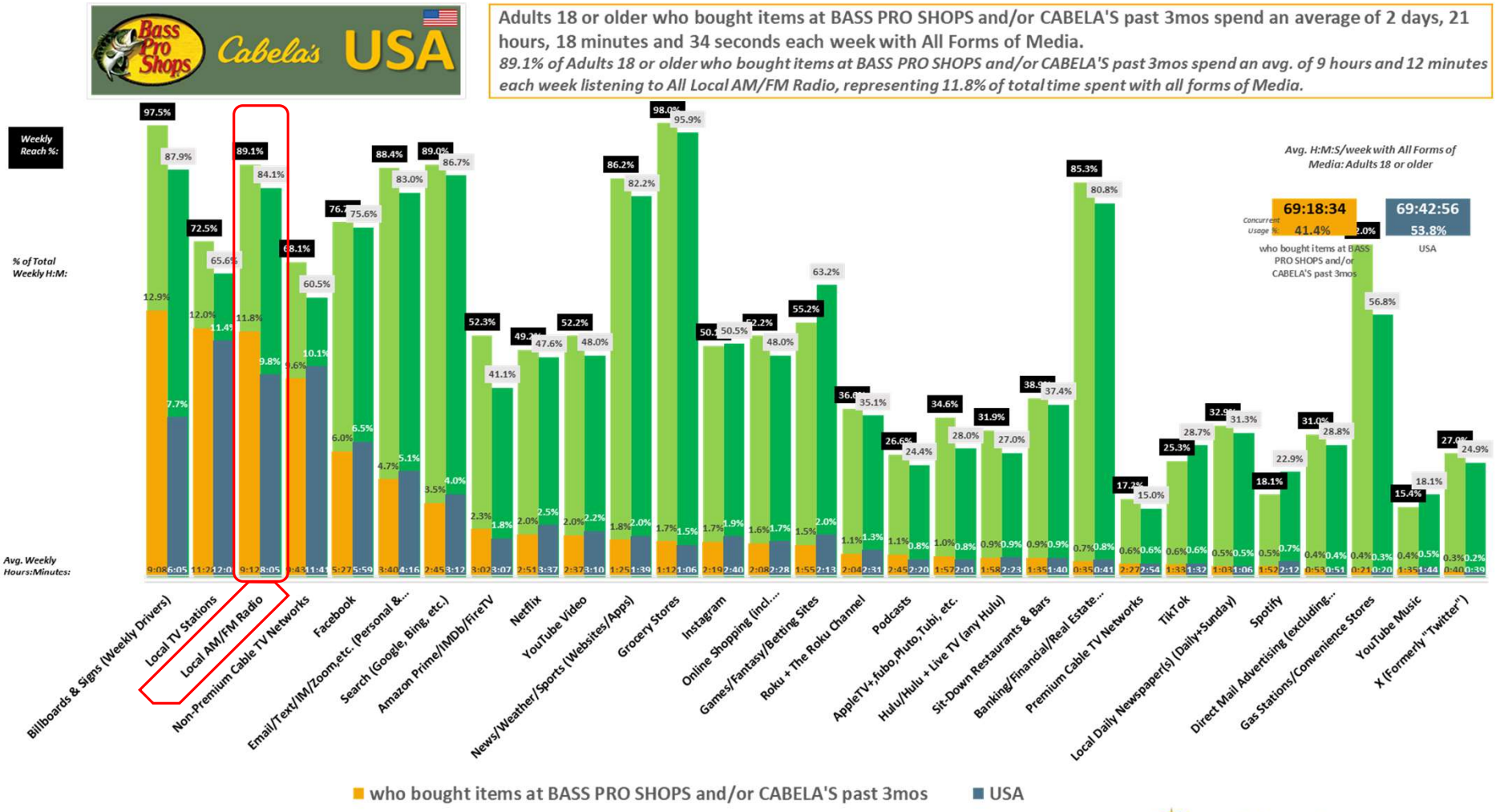
Past 3-Months Payment Methods Used: Adults 18 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 130

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

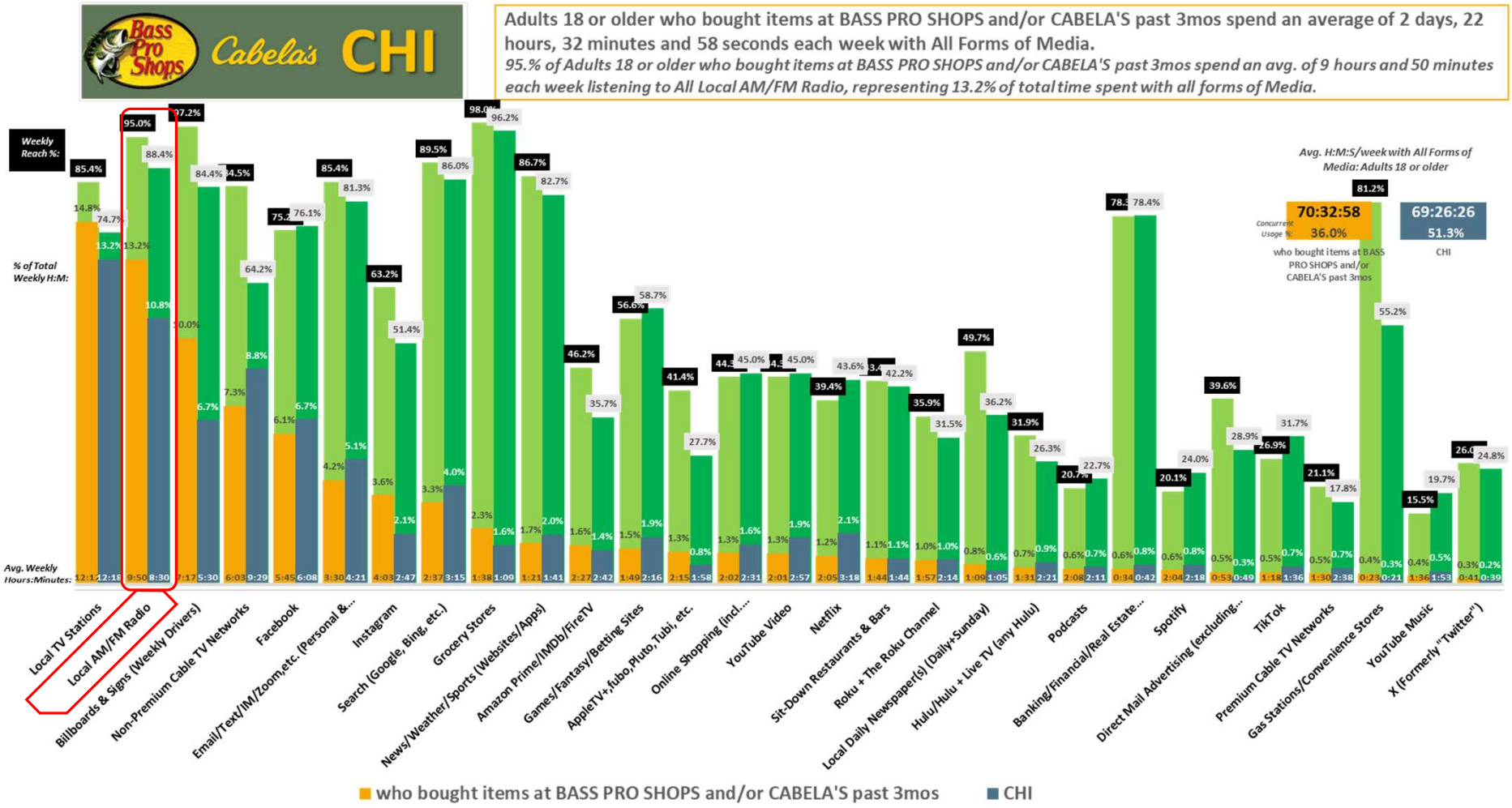


USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

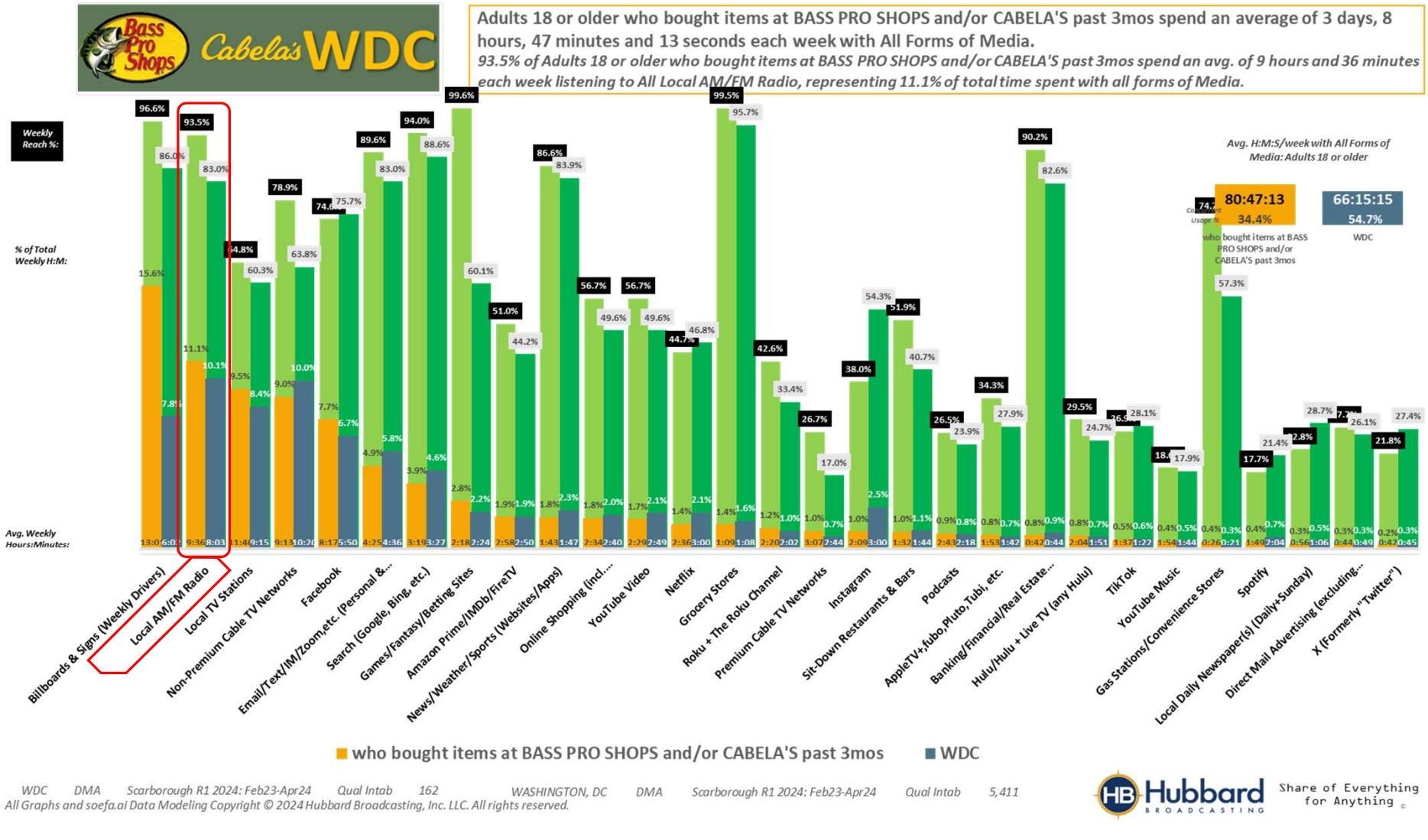


CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 168 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

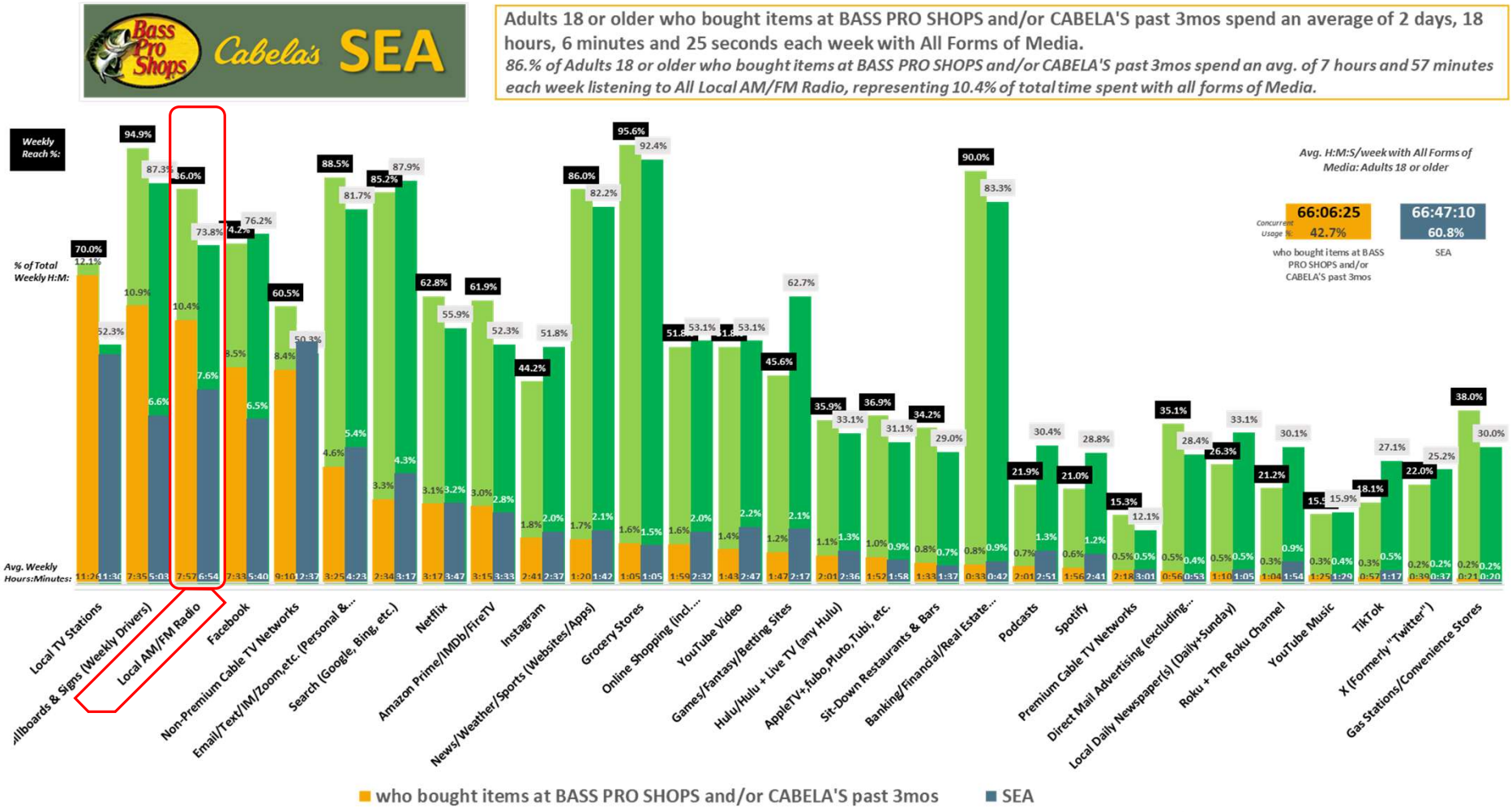
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)



(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 169 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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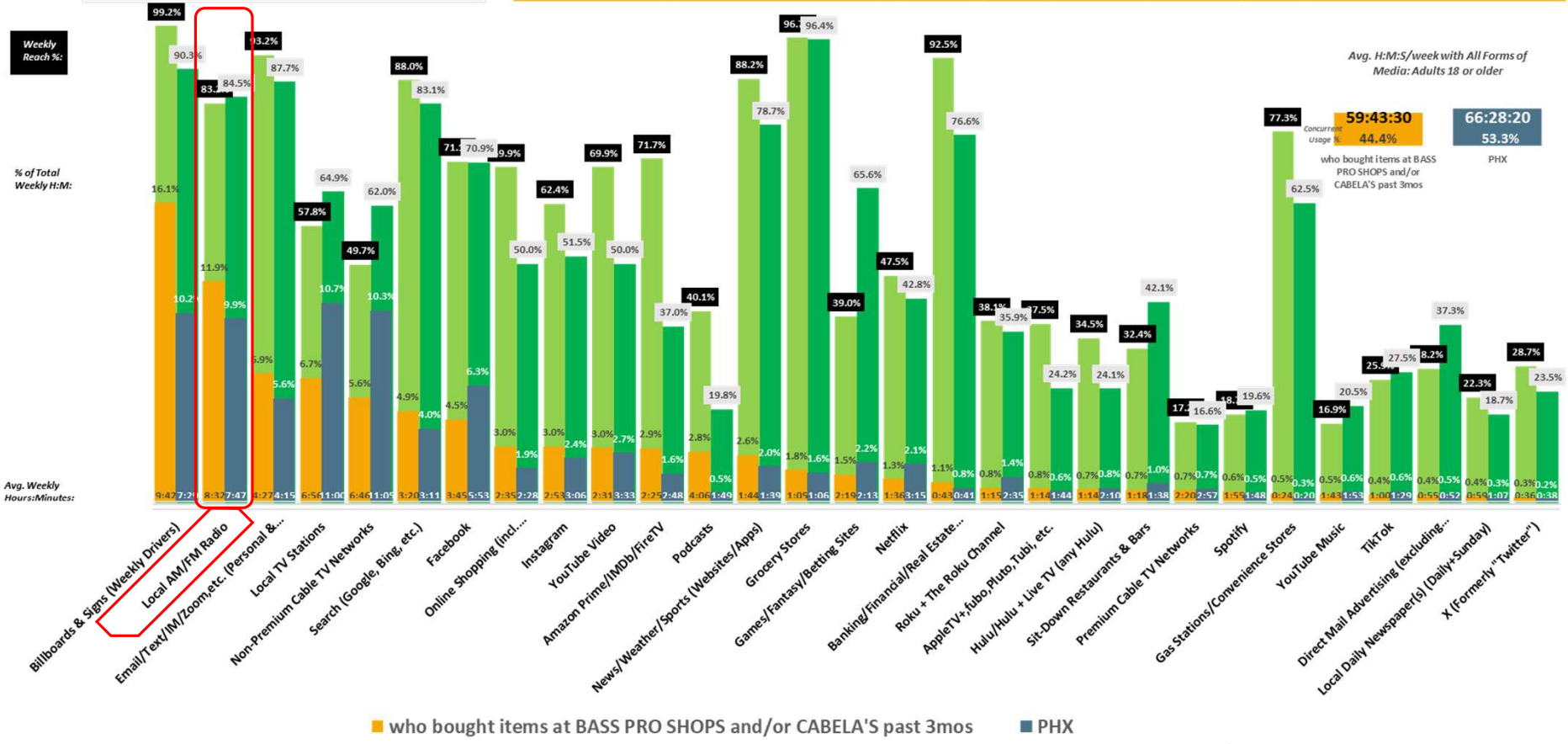
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Bass Pro Shops Cabela's PHX

Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 2 days, 11 hours, 43 minutes and 30 seconds each week with All Forms of Media.

83.2% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an avg. of 8 hours and 32 minutes each week listening to All Local AM/FM Radio, representing 11.9% of total time spent with all forms of Media.



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 130 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

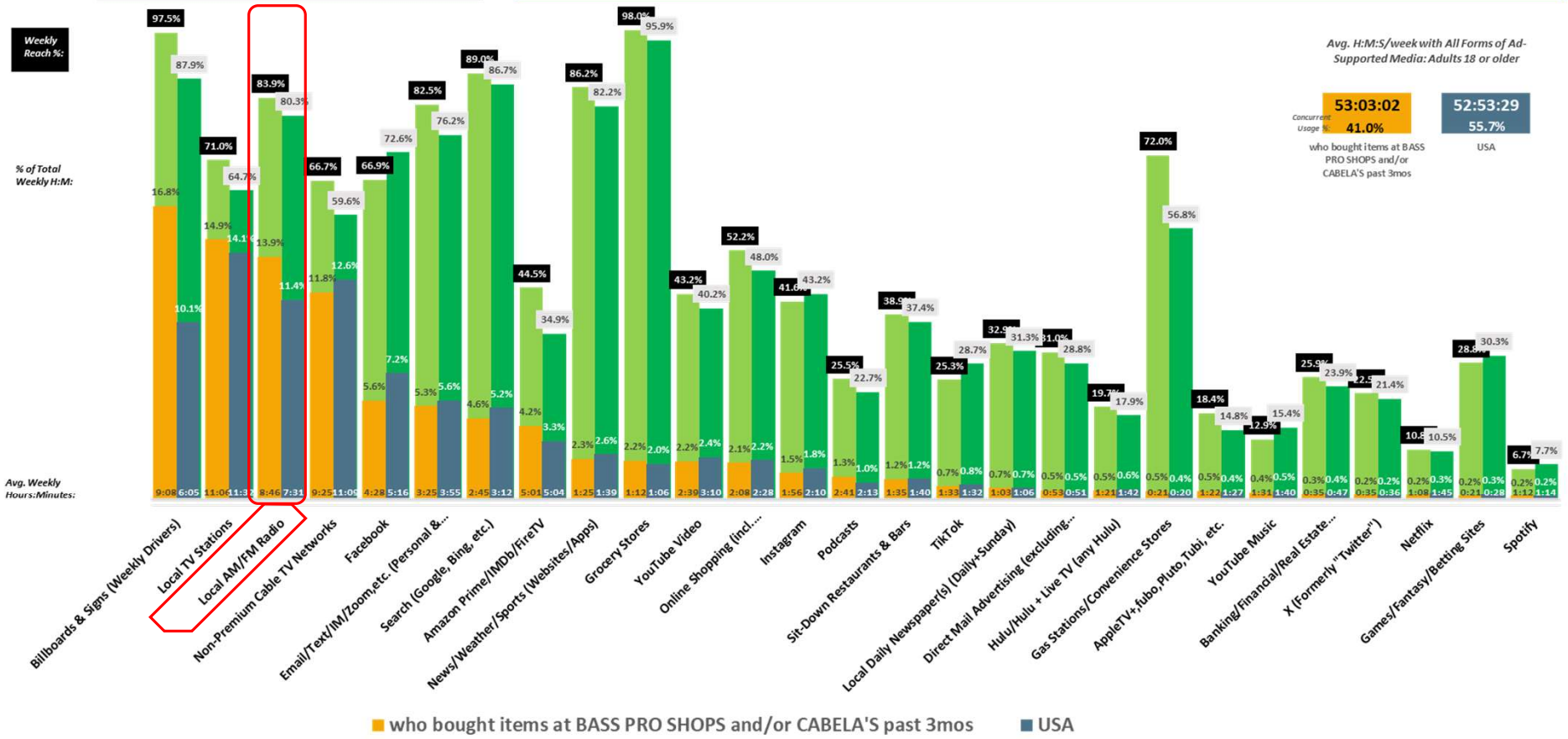
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 2 days, 5 hours, 3 minutes and 2 seconds each week with All Forms of Ad-Supported Media.

83.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an avg. of 8 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.9% of total time spent with all forms of Ad-Supported M

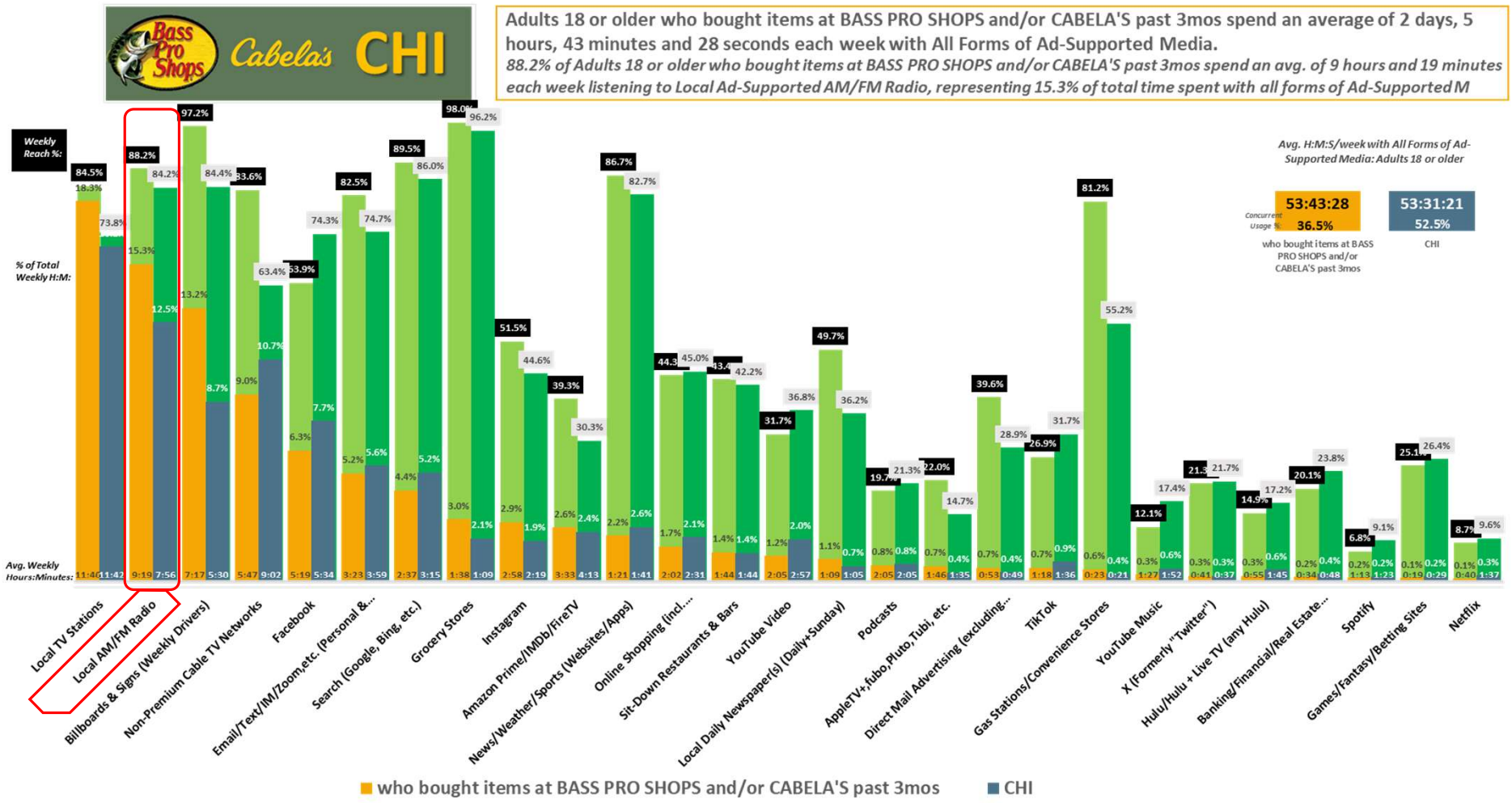


USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

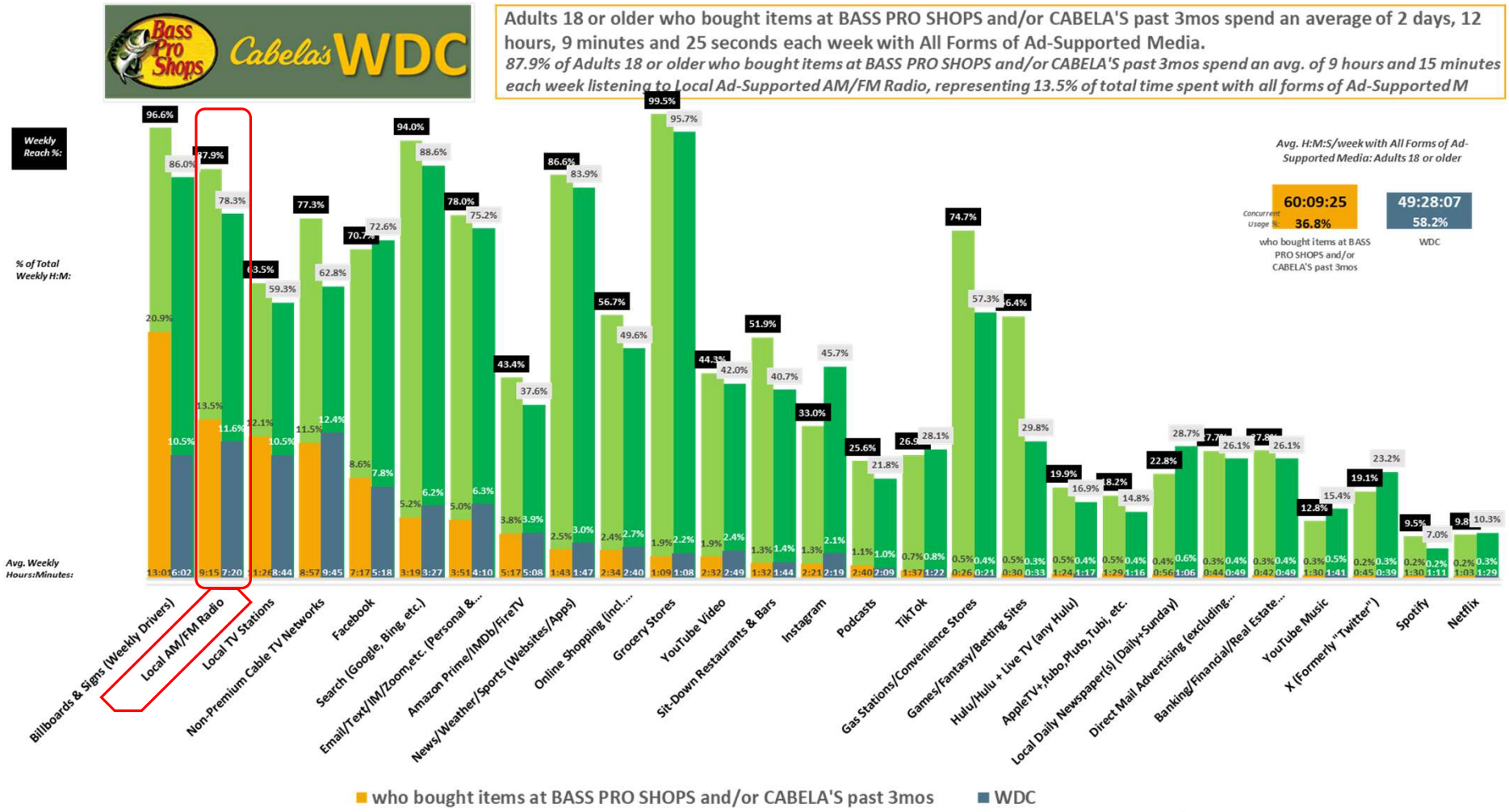


CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 168 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

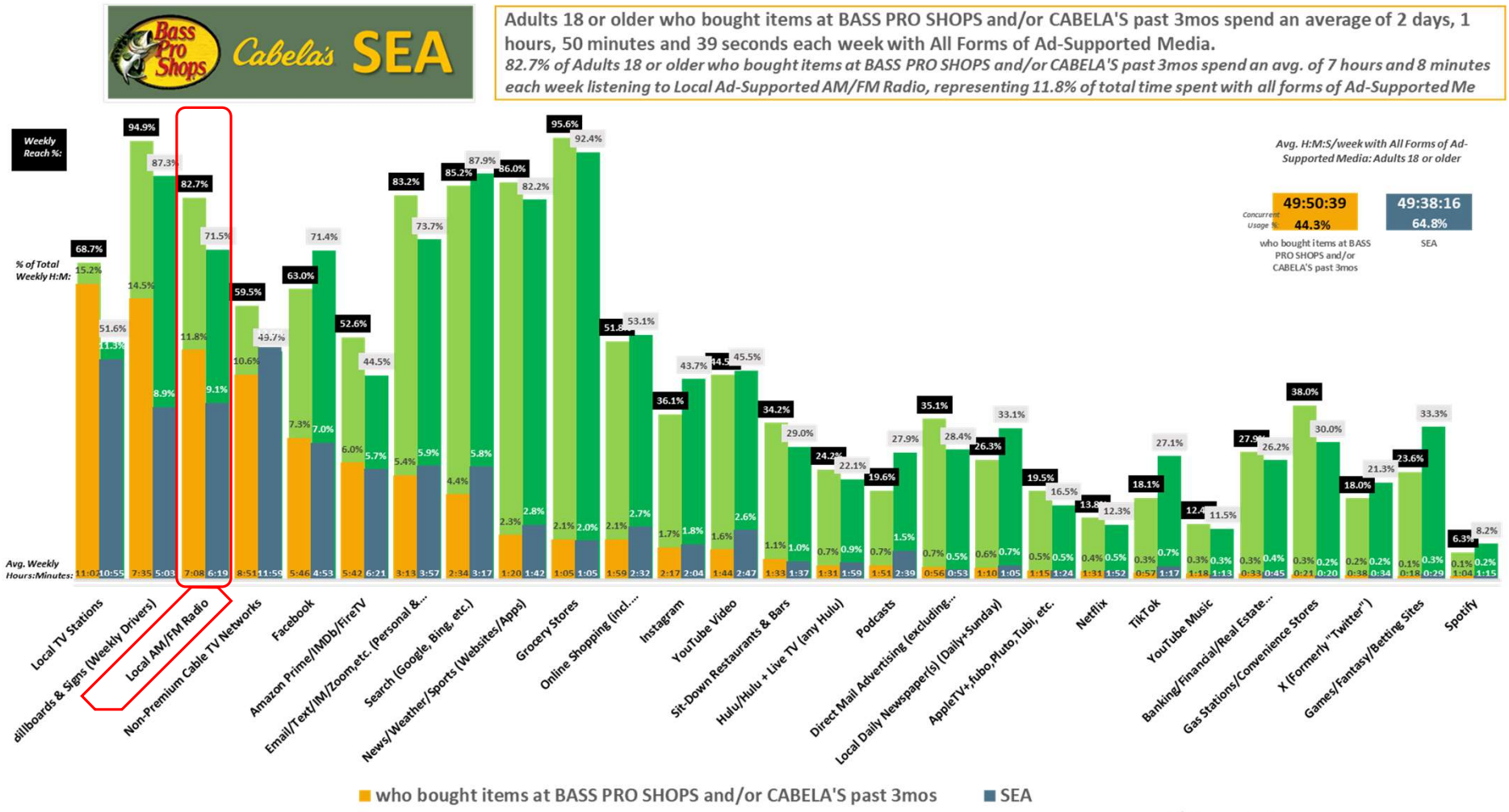


WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 162 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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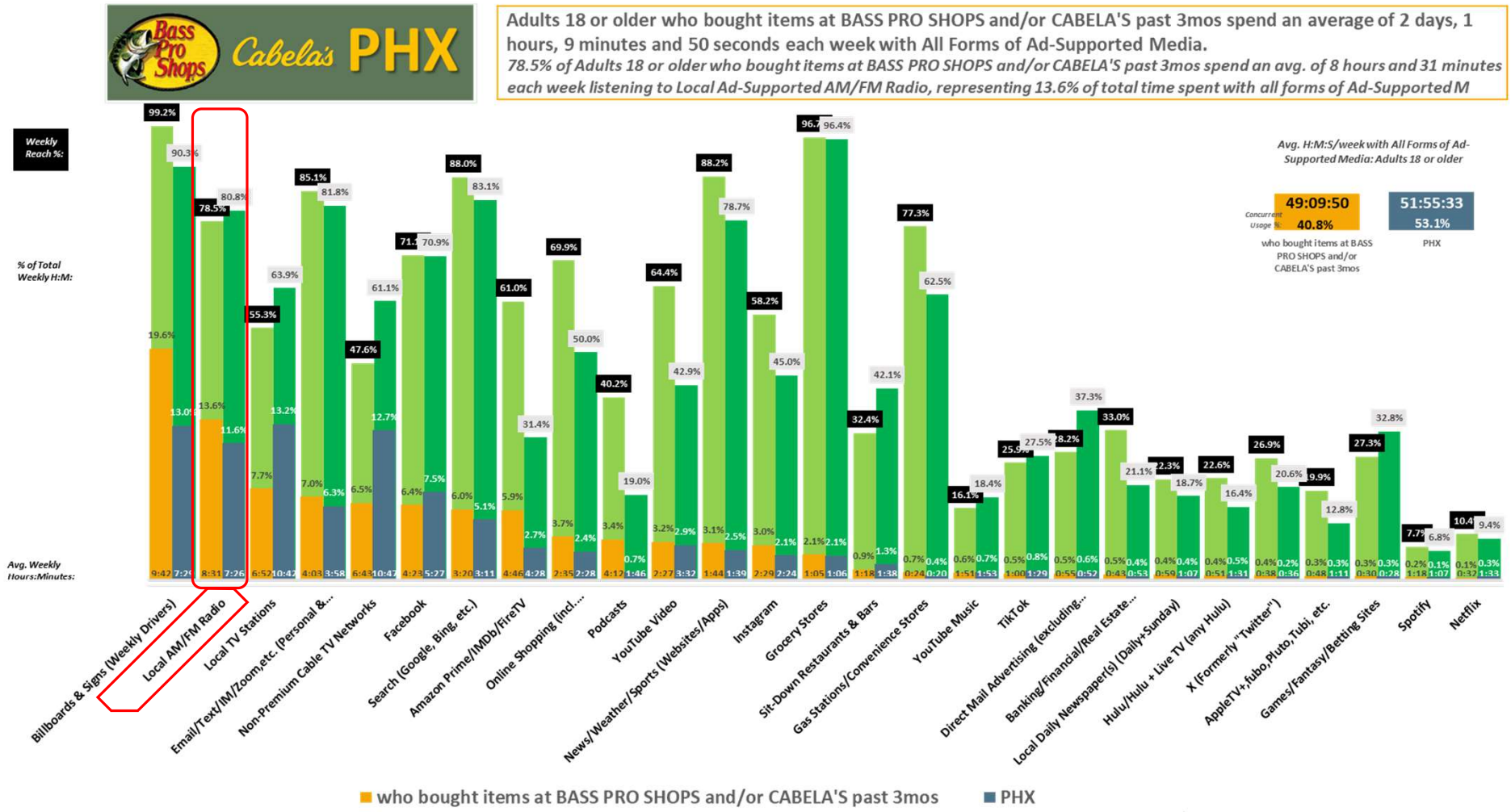


SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 169 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 130 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

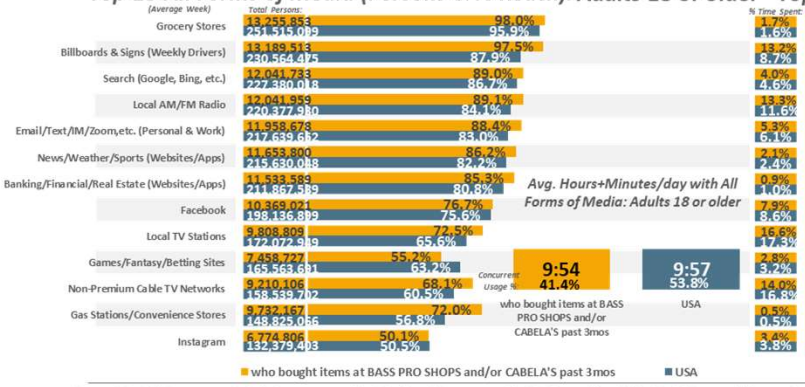
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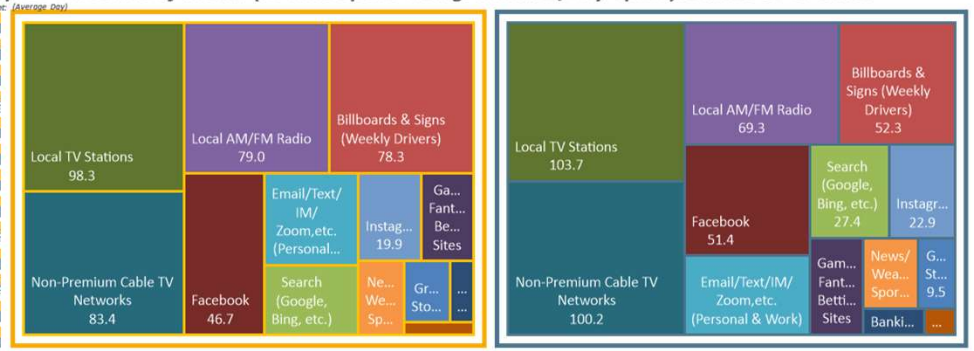
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 7 hours and 34 minutes each day with All Forms of Ad-Supported Media. 83.9% listen to Local AM/FM Radio for an avg. of 75.2 minutes/day. *(Local Radio delivers 13.9% of Time with Ad-Supported Media.)*

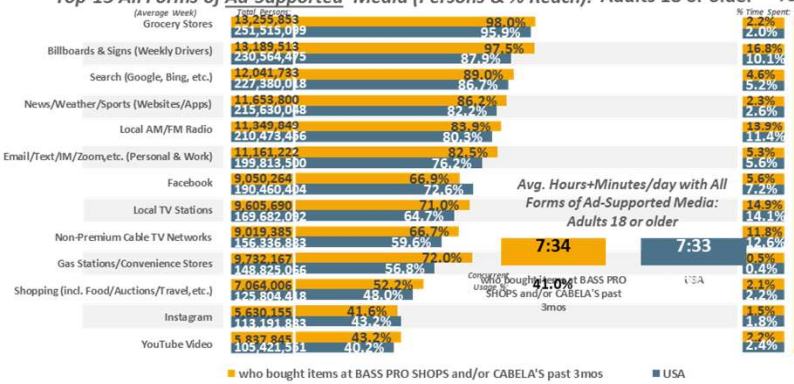
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



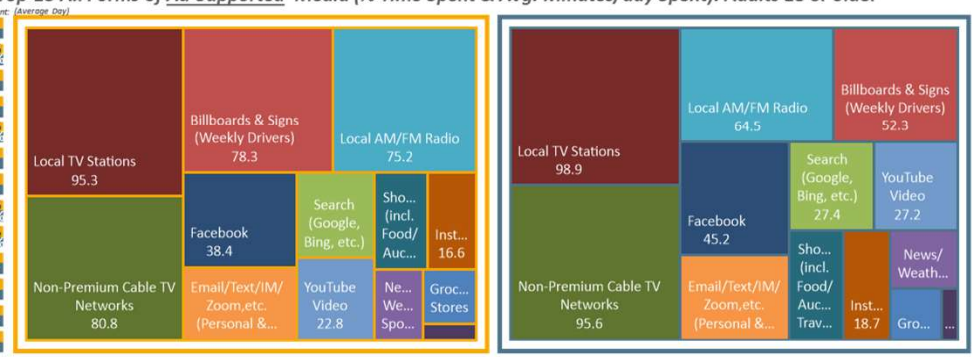
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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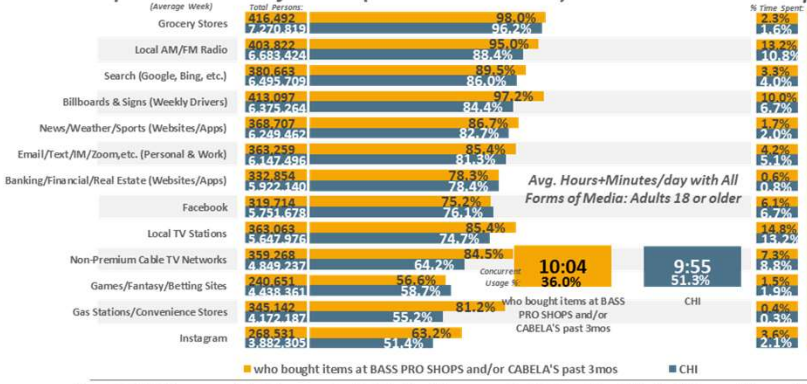
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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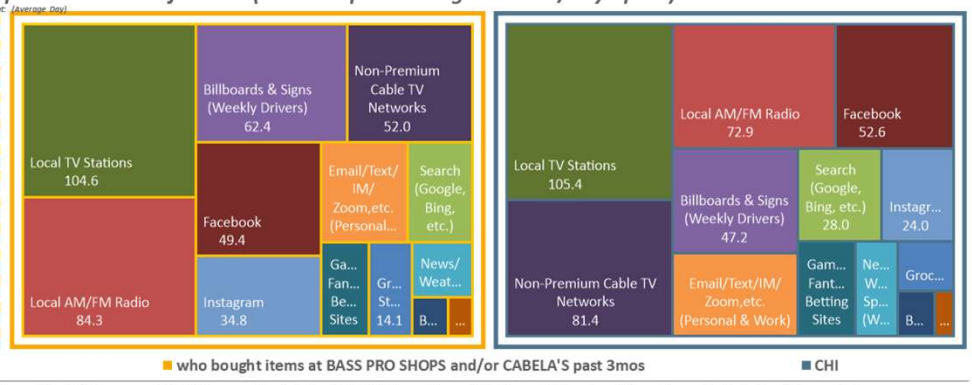
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 7 hours and 40 minutes each day with All Forms of Ad-Supported Media. 88.2% listen to Local AM/FM Radio for an avg. of 79.9 minutes/day. *(Local Radio delivers 15.3% of Time with Ad-Supported Media.)*

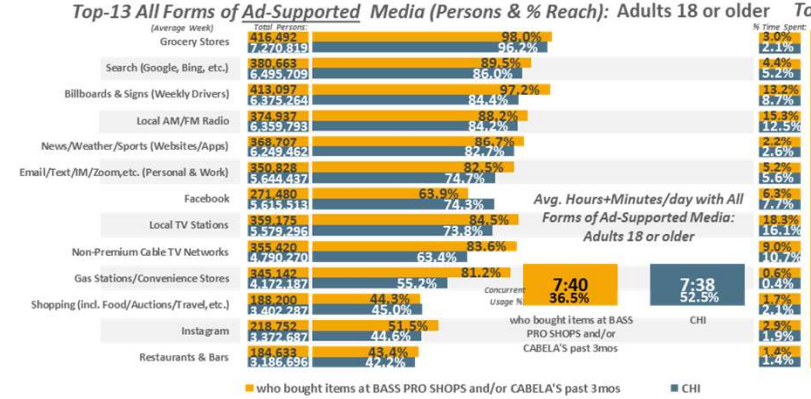
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



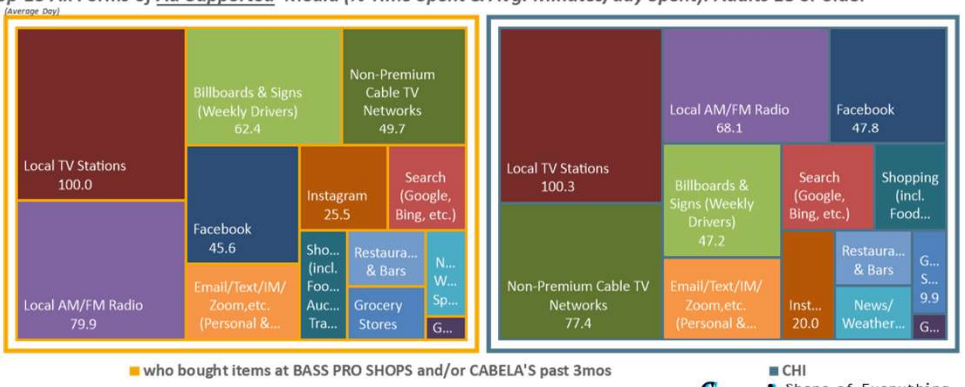
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 168

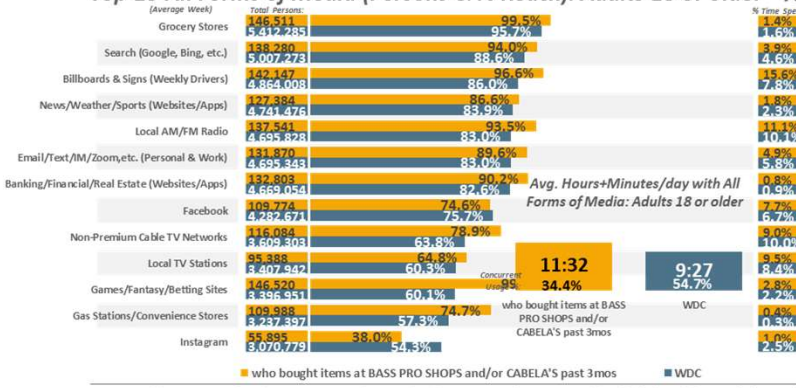
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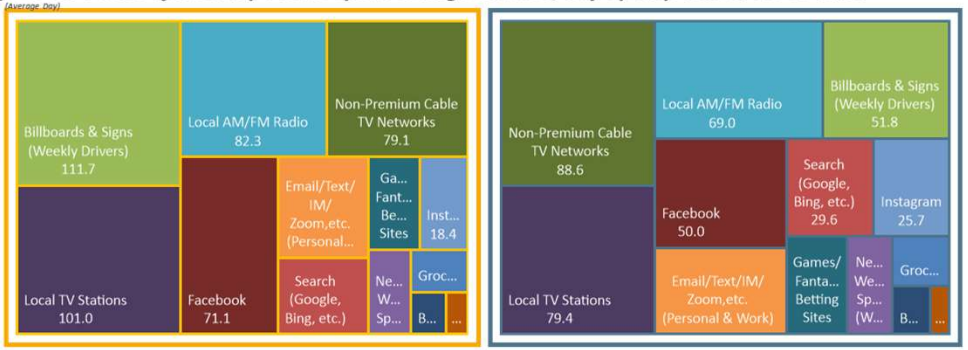
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 8 hours and 35 minutes each day with All Forms of Ad-Supported Media. 87.9% listen to Local AM/FM Radio for an avg. of 79.3 minutes/day. *(Local Radio delivers 13.5% of Time with Ad-Supported Media.)*

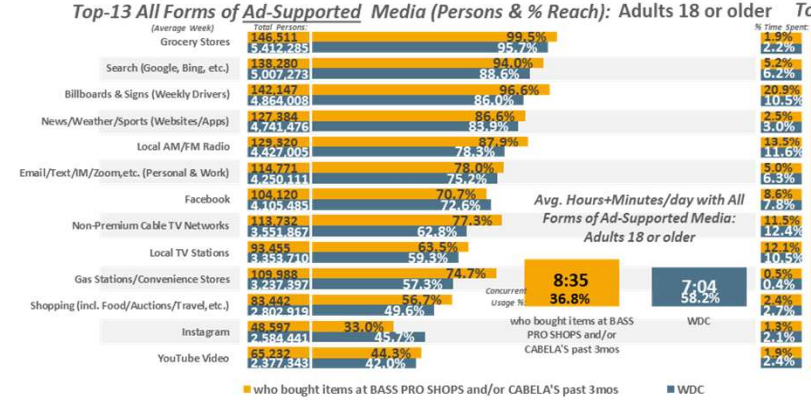
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



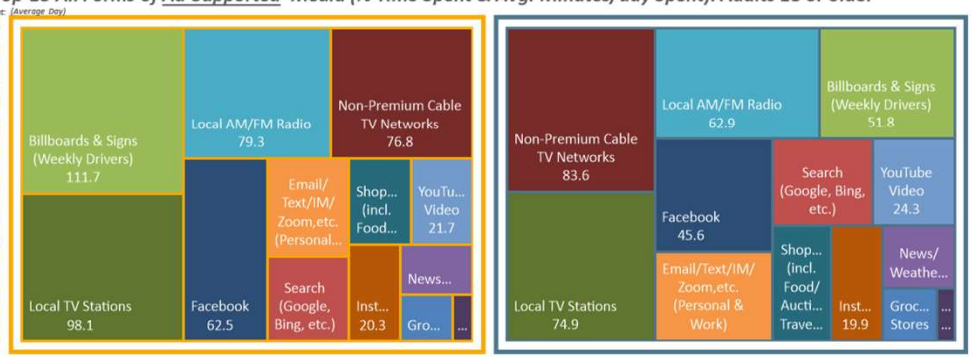
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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**



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 162

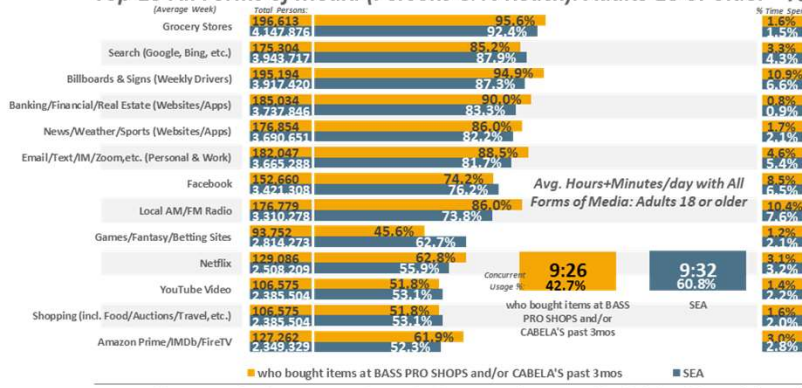
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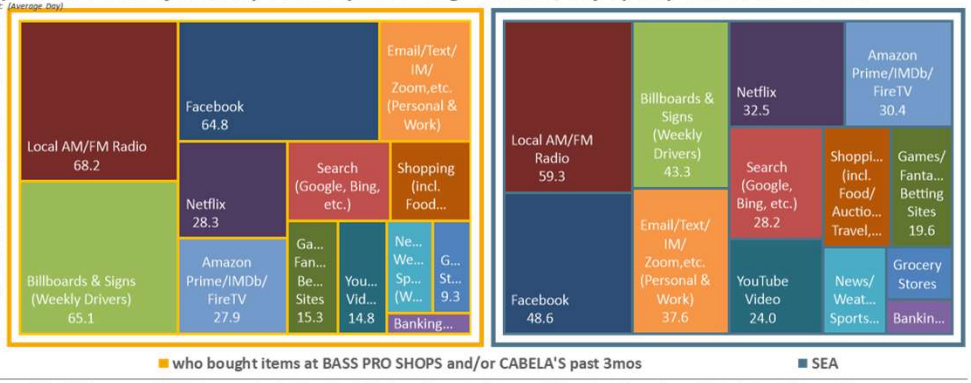
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 7 hours and 7 minutes each day with All Forms of Ad-Supported Media. 82.7% listen to Local AM/FM Radio for an avg. of 61.1 minutes/day. *(Local Radio delivers 11.8% of Time with Ad-Supported Media.)*

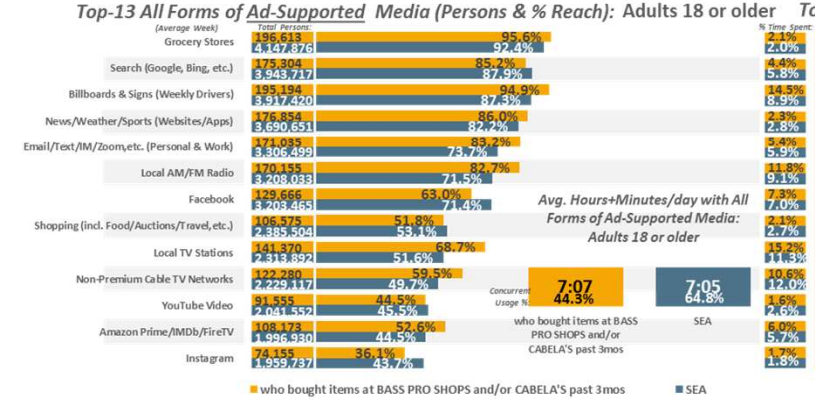
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



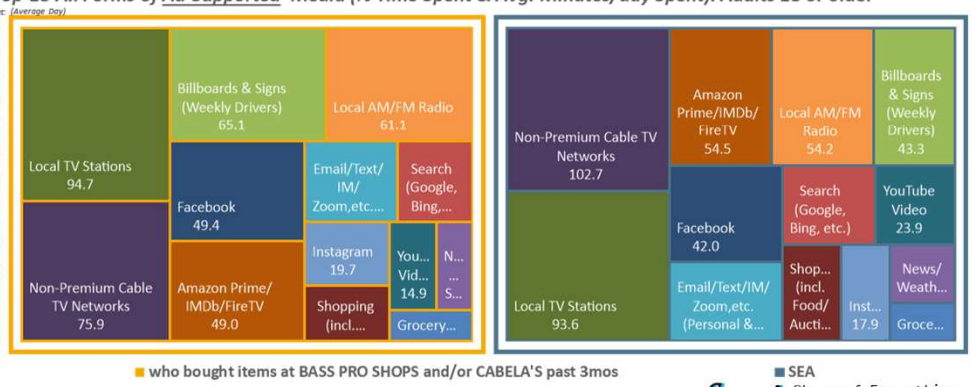
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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**



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 169

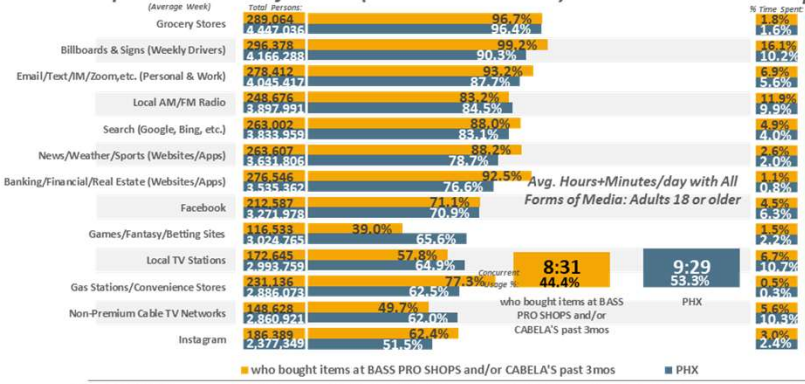
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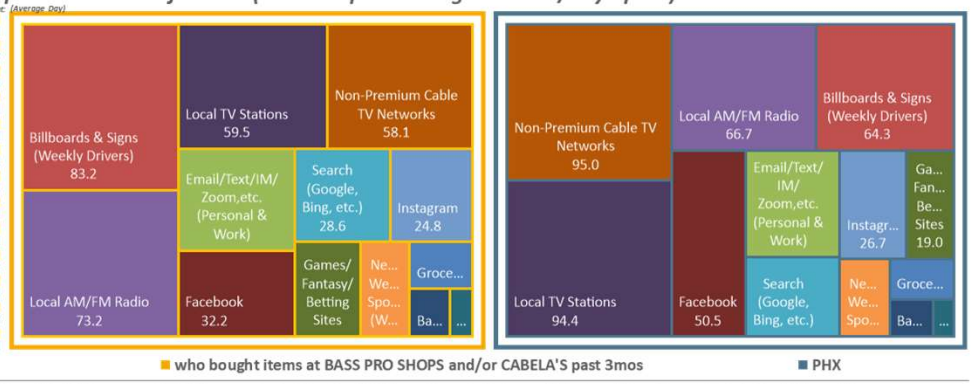
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 7 hours and 1 minutes each day with All Forms of Ad-Supported Media. 78.5% listen to Local AM/FM Radio for an avg. of 73. minutes/day. *(Local Radio delivers 13.6% of Time with Ad-Supported Media.)*

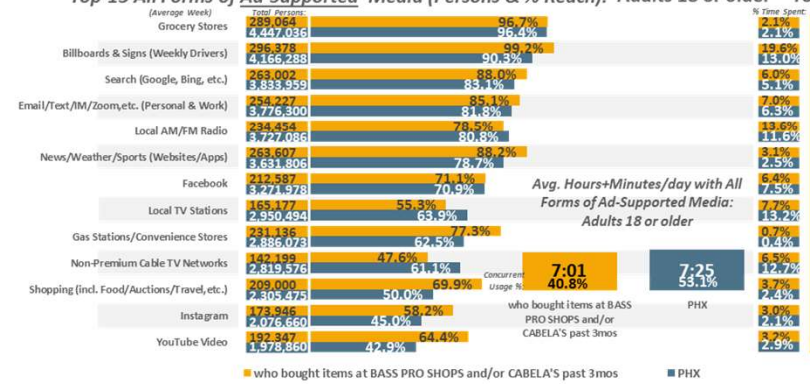
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



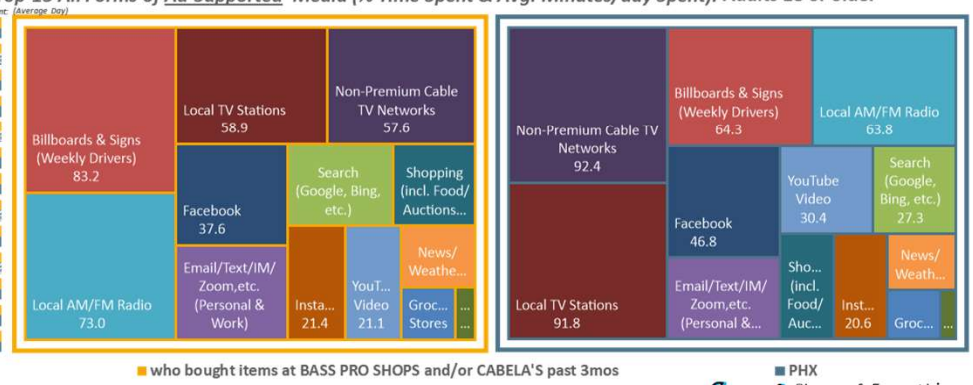
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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**



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 130

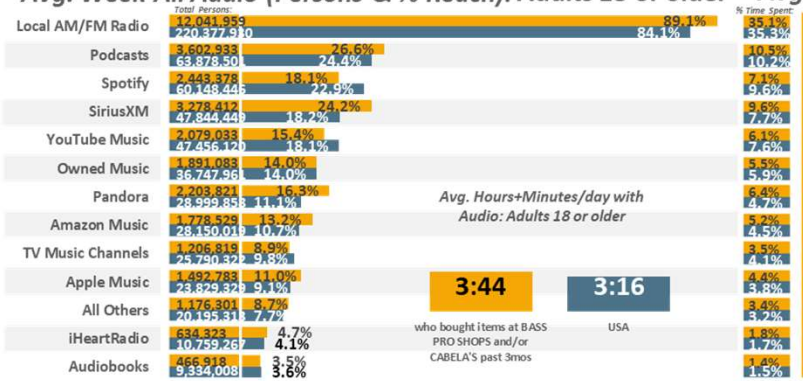
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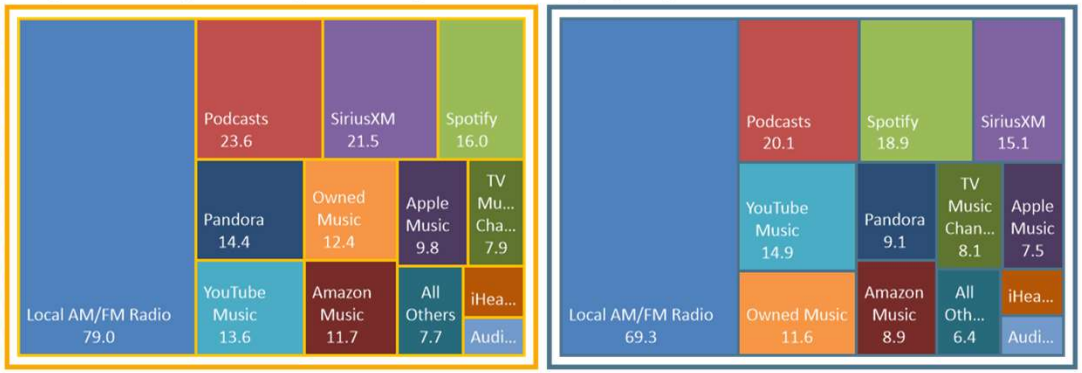
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

11,349,849 or 83.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 75.2 minutes every day representing 44.8% of all time spent daily with Ad-Supported Audio.

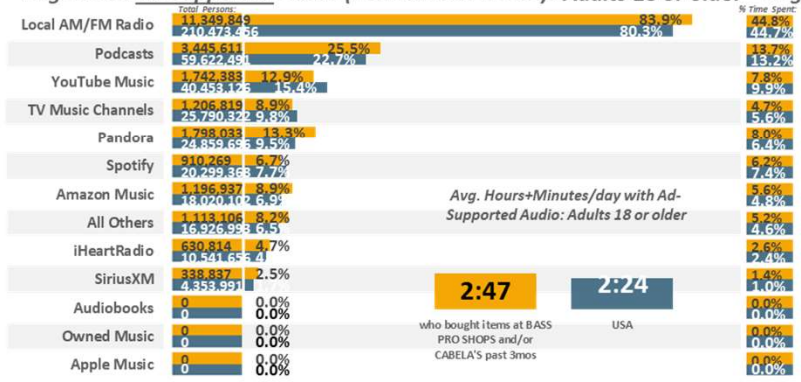
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



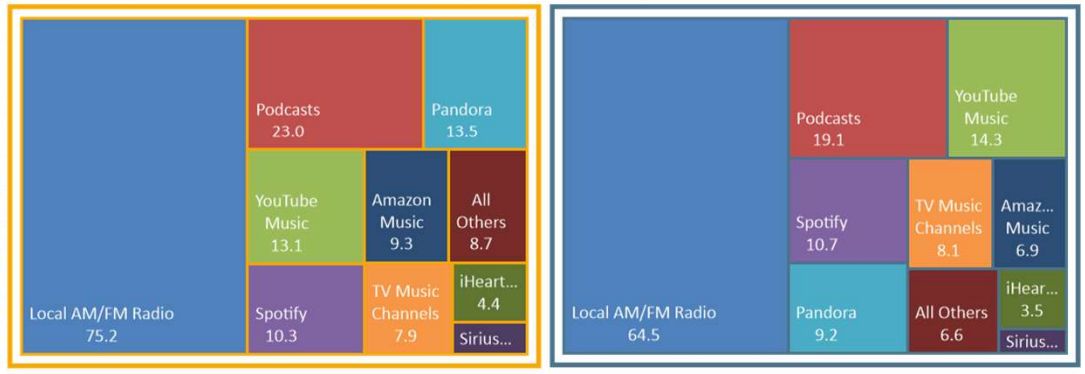
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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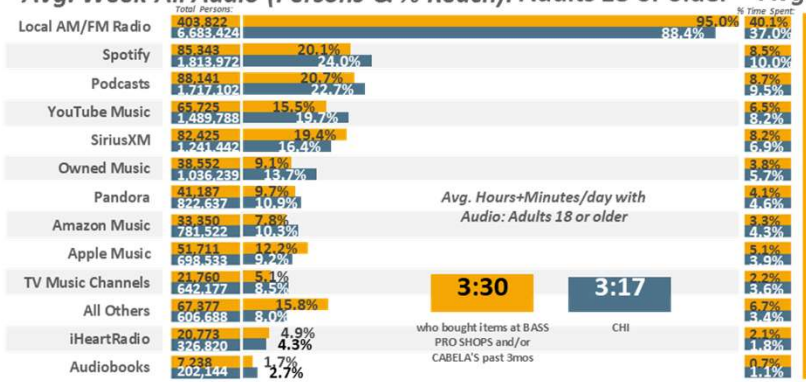
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

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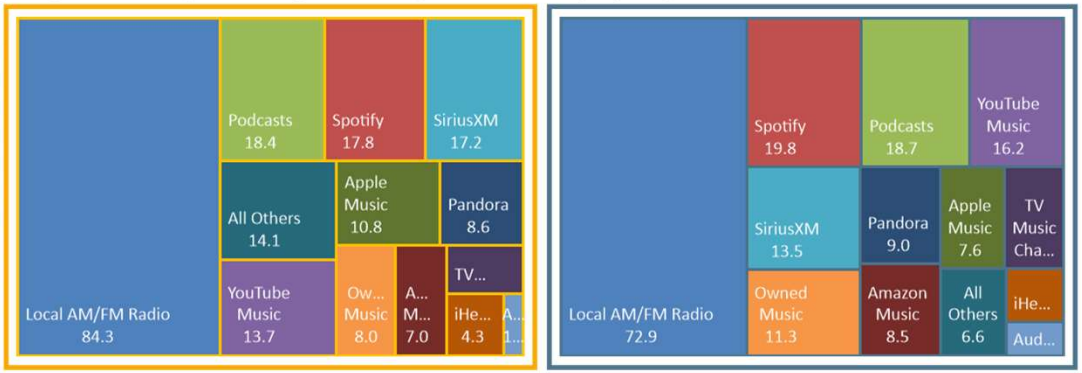
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

374,937 or 88.2% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 79.9 minutes every day representing 49.8% of all time spent daily with Ad-Supported Audio.

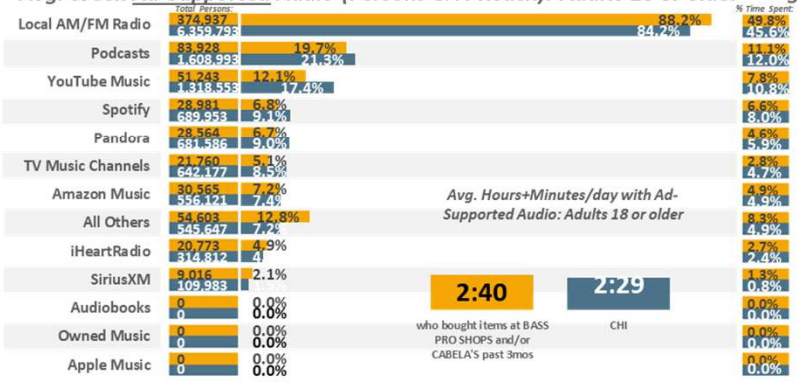
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



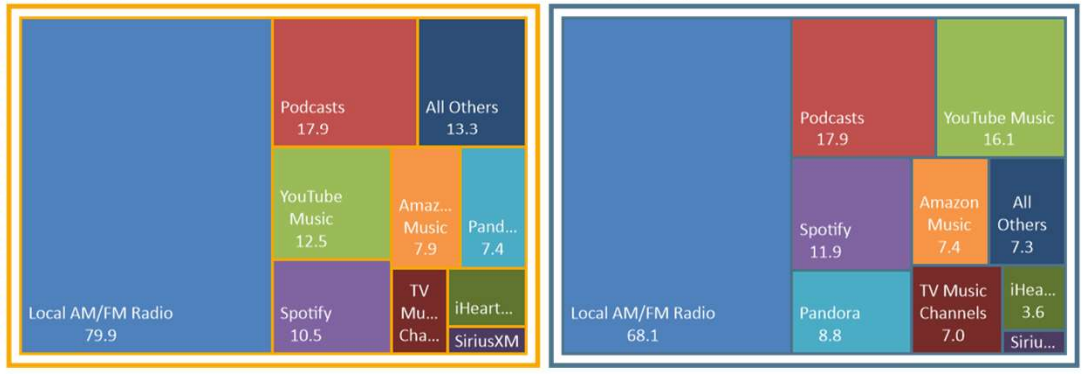
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 168

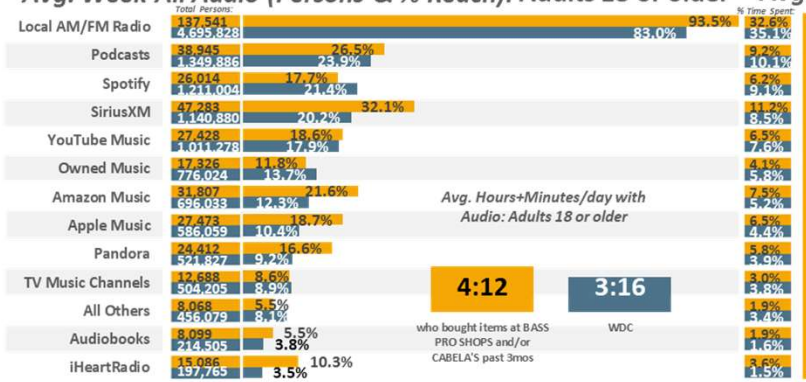
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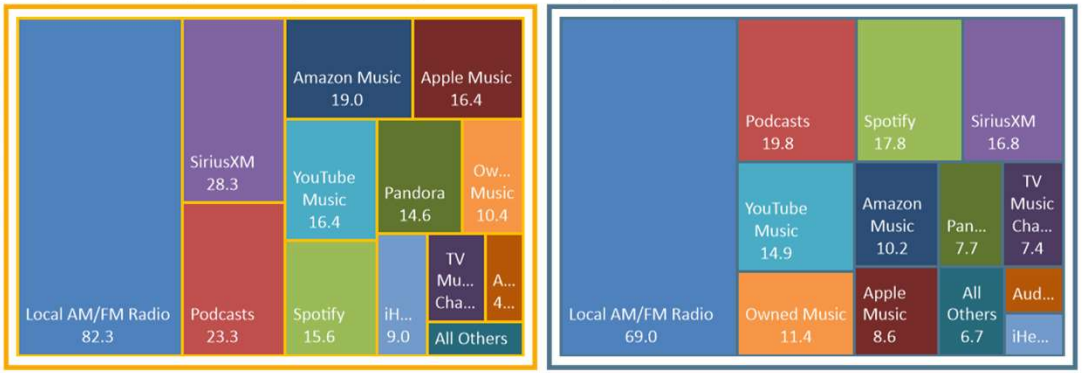
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

129,320 or 87.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 79.3 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.

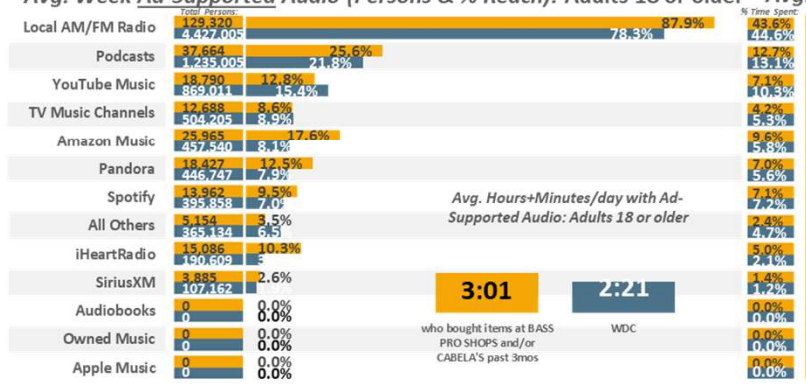
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



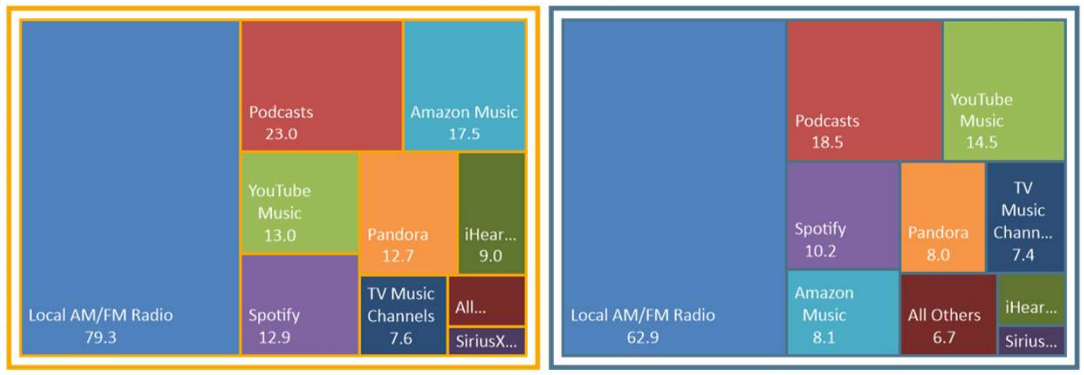
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 162

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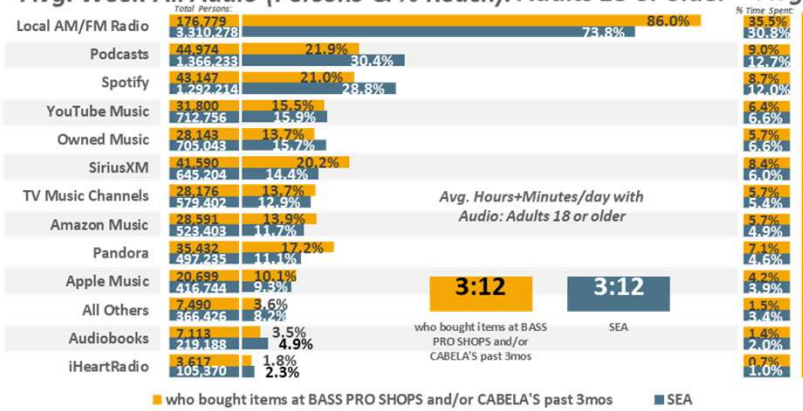
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

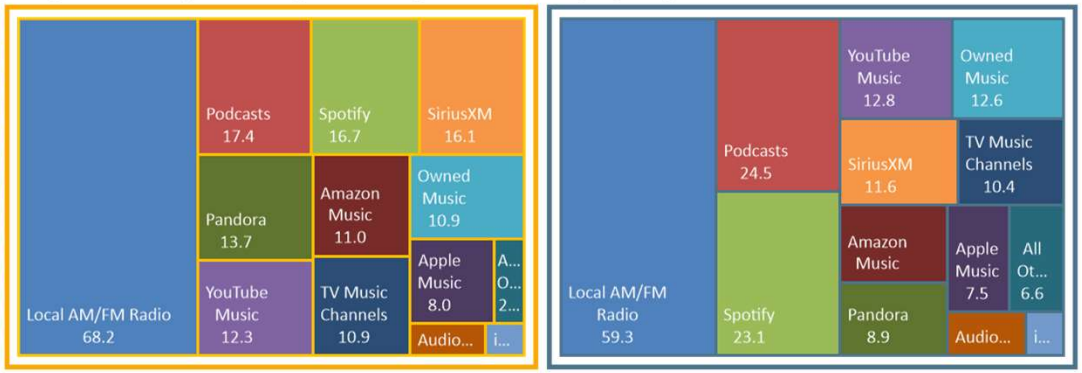
Bass Pro Shops Cabela's SEA

170,155 or 82.7% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 61.1 minutes every day representing 44.2% of all time spent daily with Ad-Supported Audio.

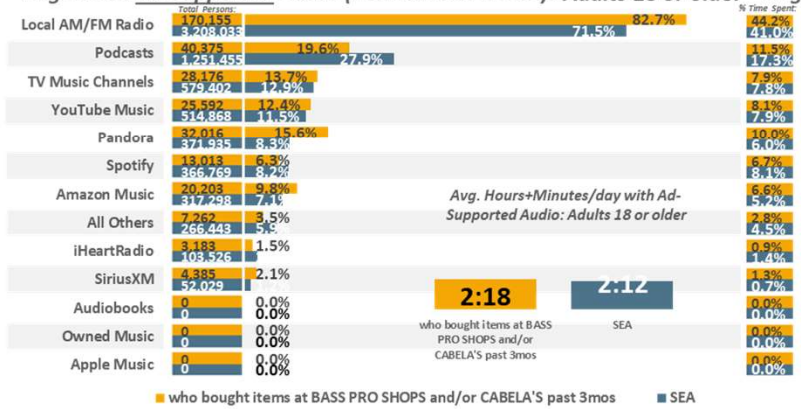
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



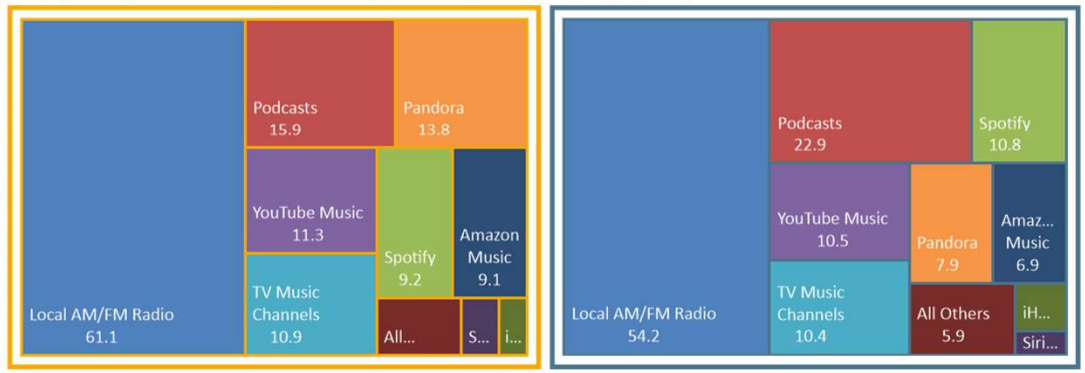
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 169

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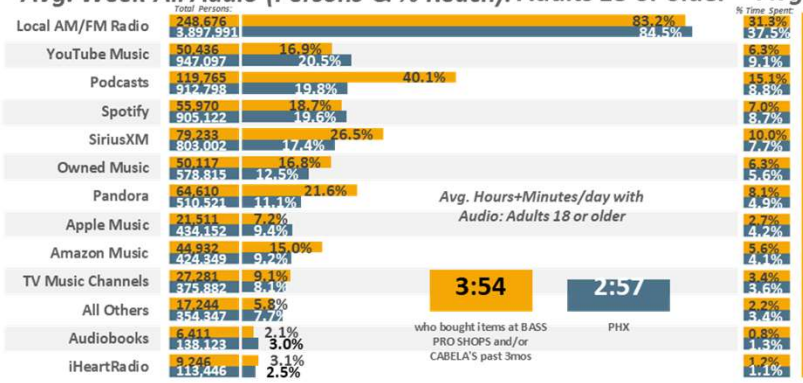
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

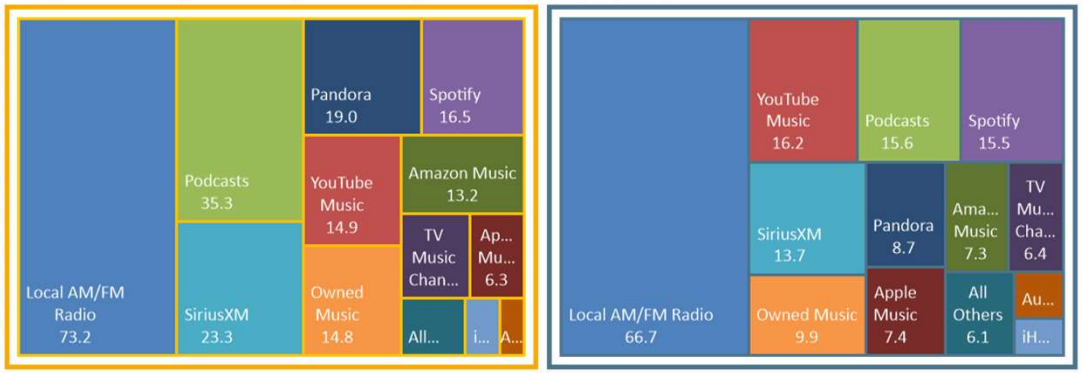
Bass Pro Shops Cabela's PHX

234,454 or 78.5% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 73. minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.

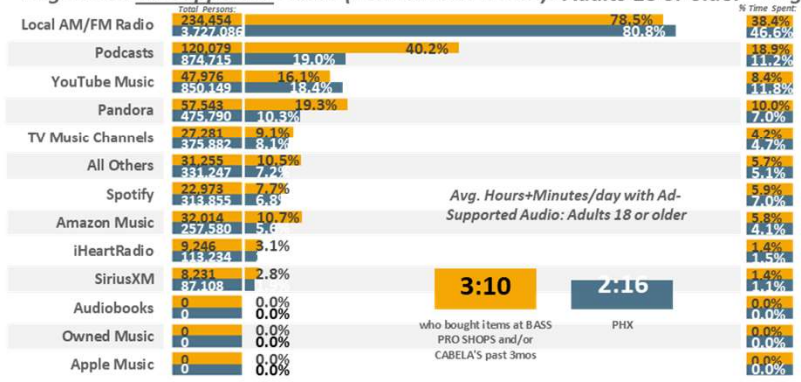
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



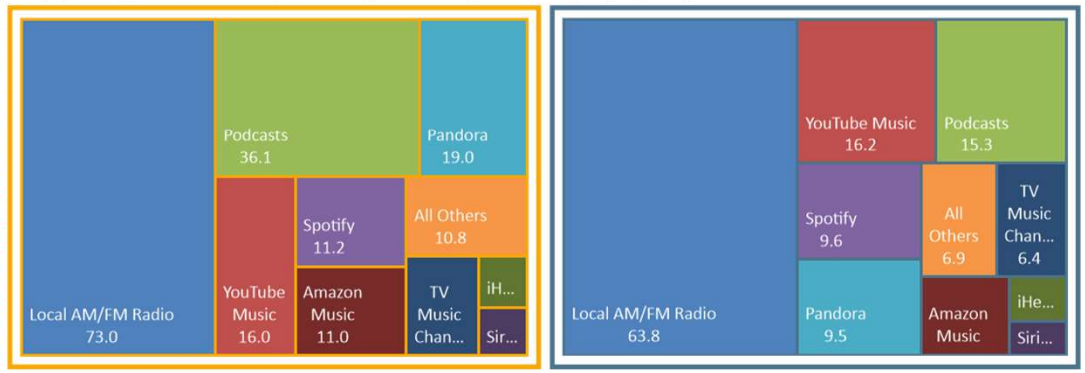
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



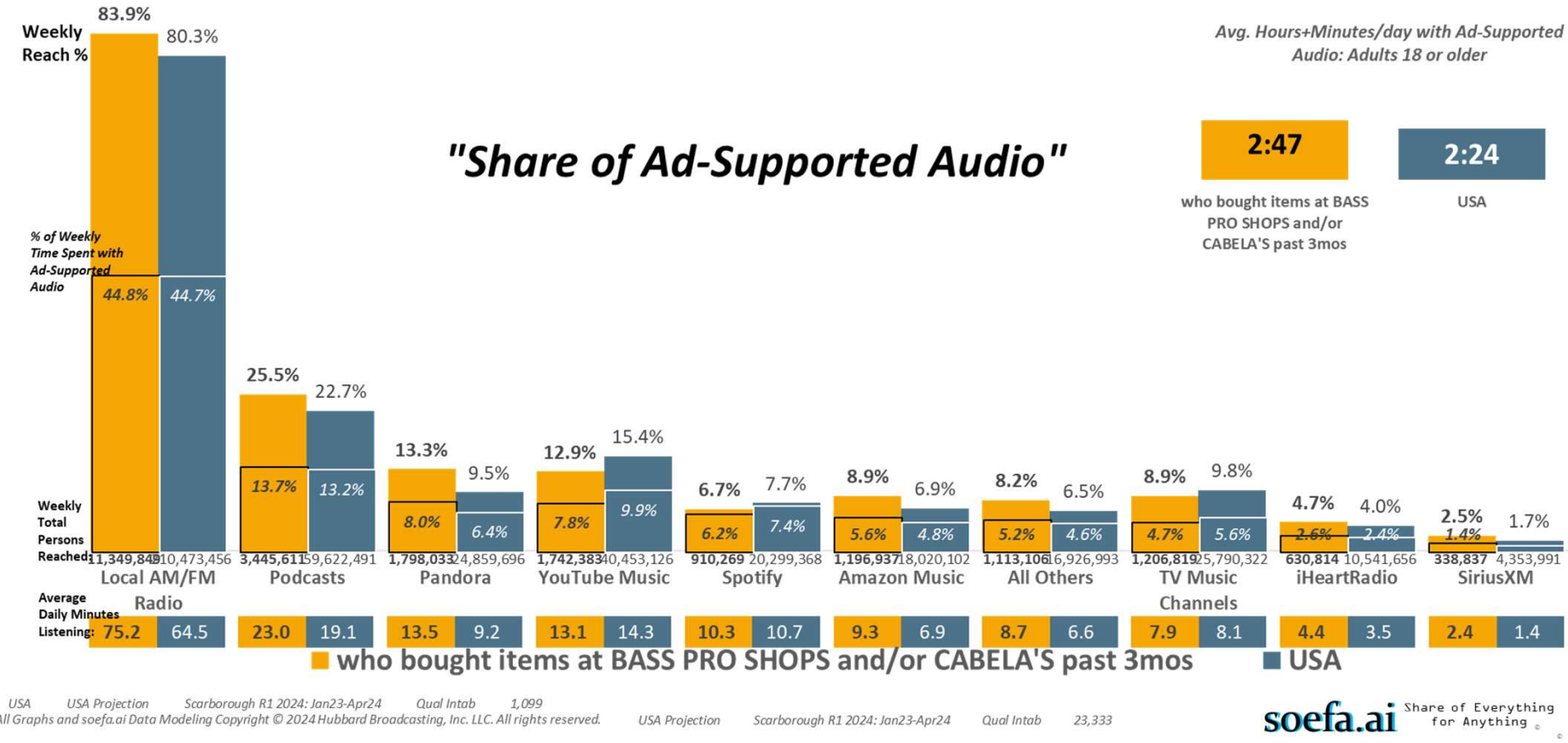
PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 130

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

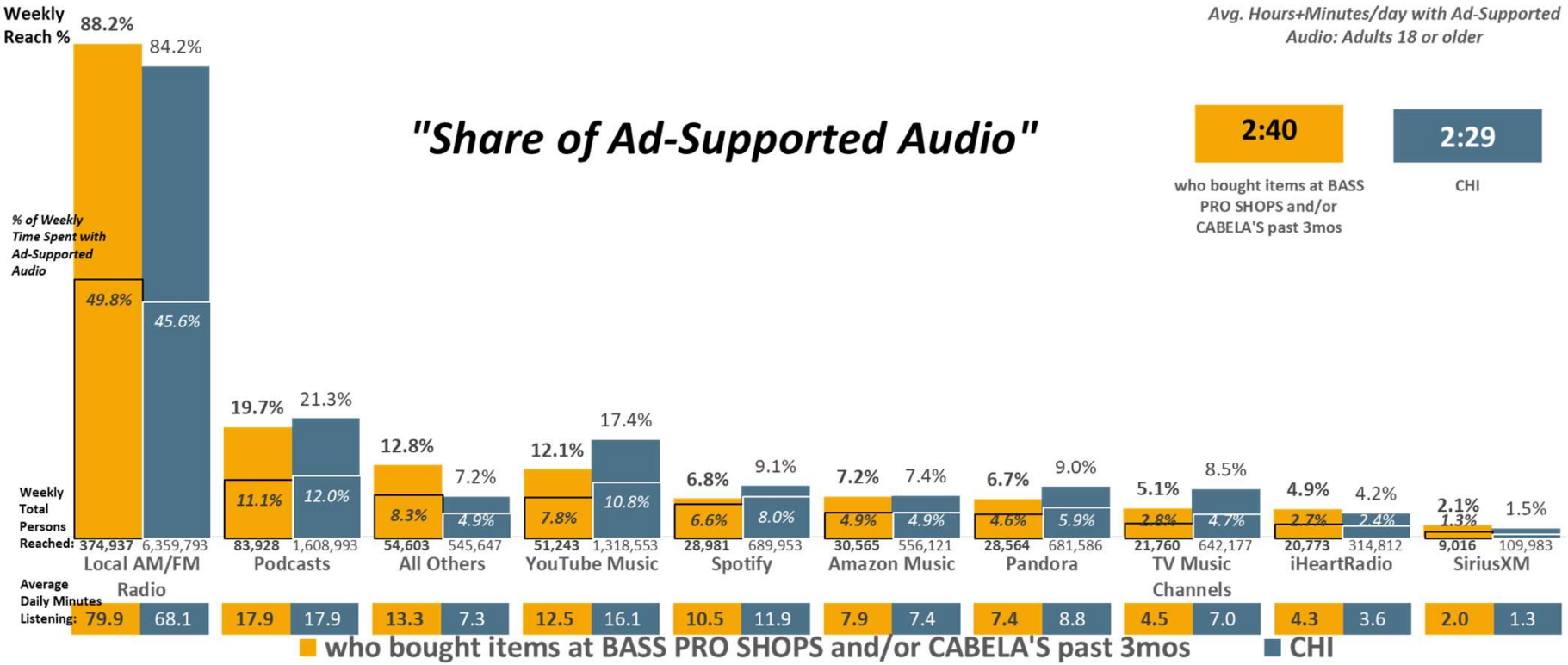
11,349,849 or 83.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 75.2 minutes every day representing 44.8% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

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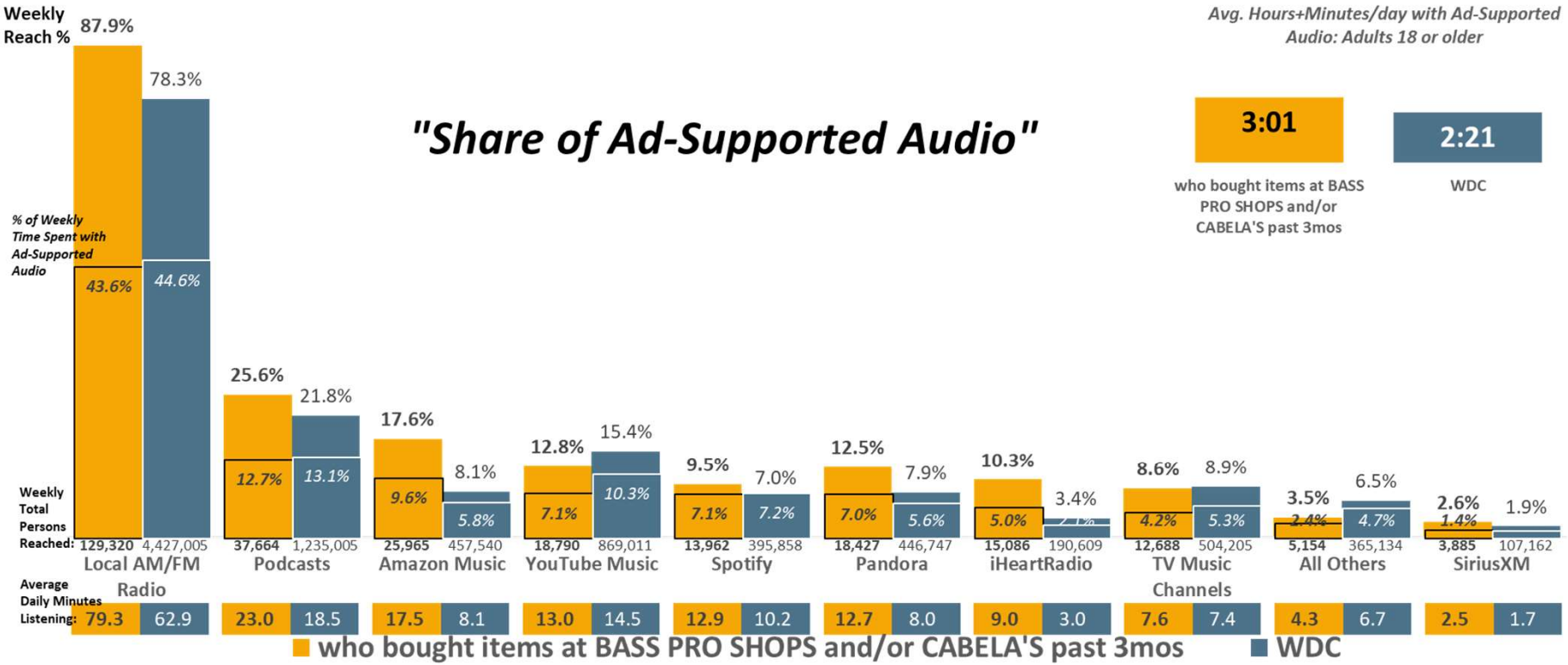
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 168 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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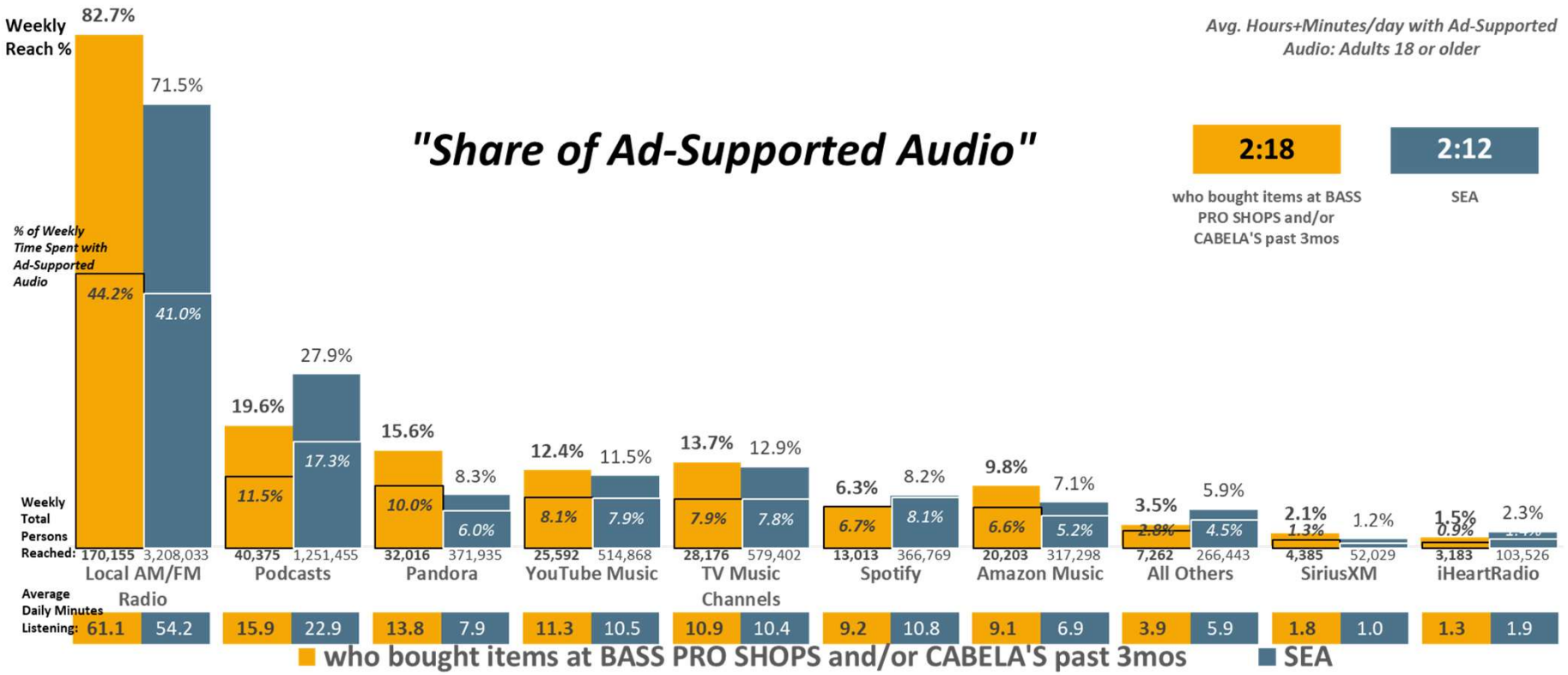
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 162 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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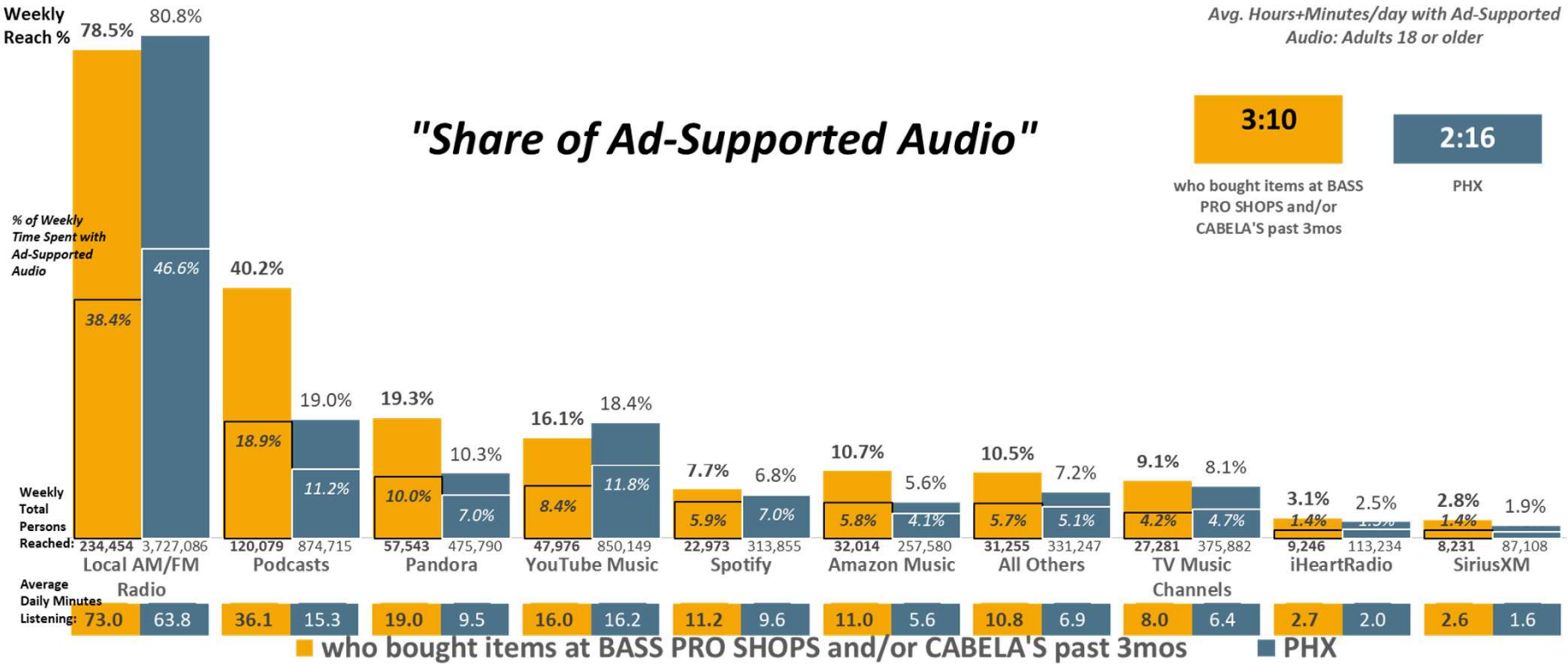
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 169 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

234,454 or 78.5% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 73. minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 130 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

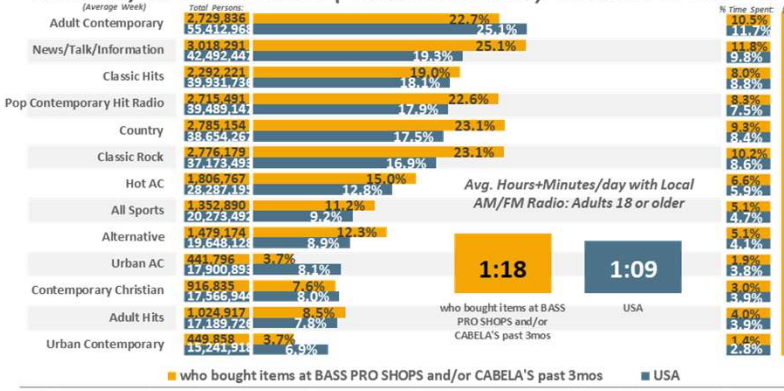
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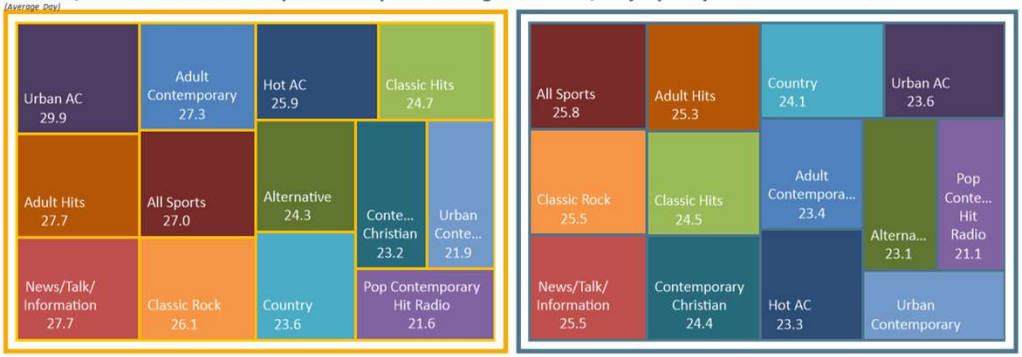
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

11,349,849 or 83.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Rock, Adult Contemporary, Pop Contemporary Hit Radio, and News/Talk/Inf

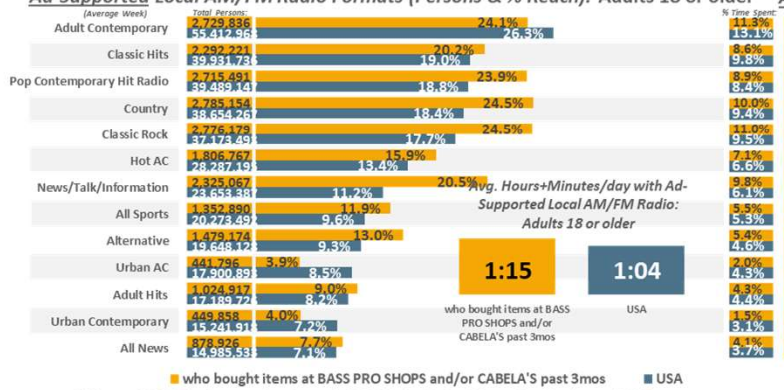
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



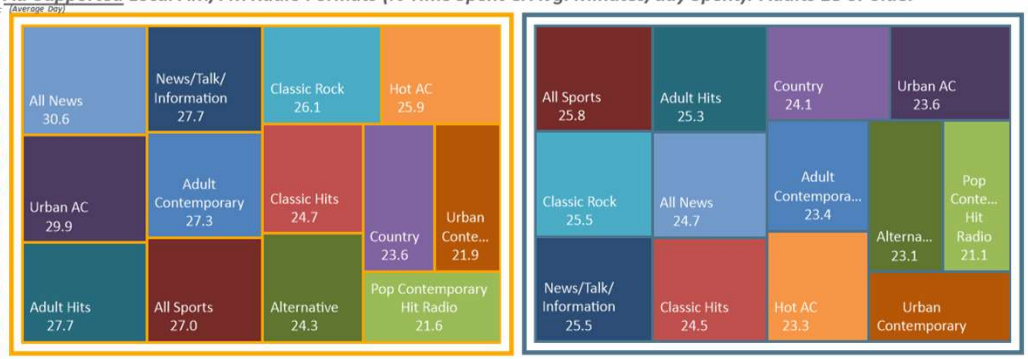
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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

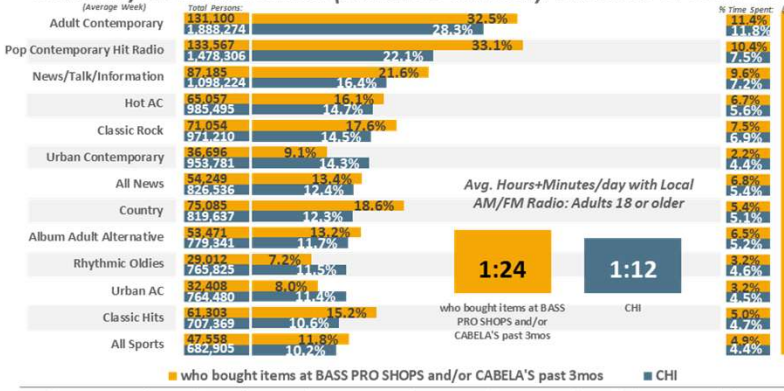
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

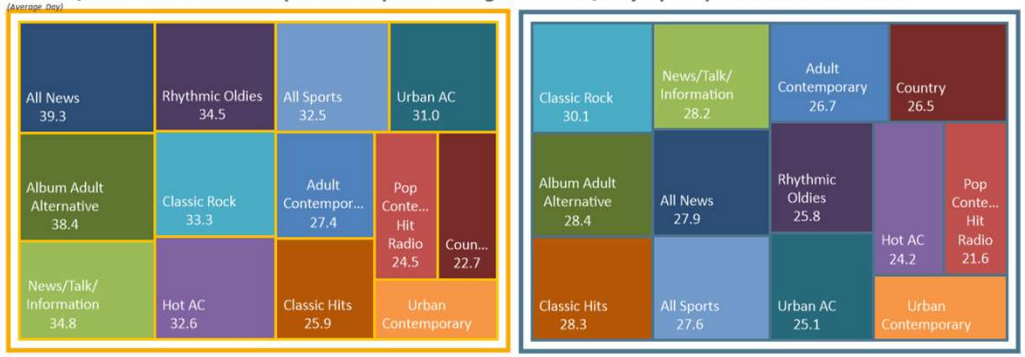
Bass Pro Shops Cabela's CHI

374,937 or 88.2% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Classic Rock, and Hot AC.

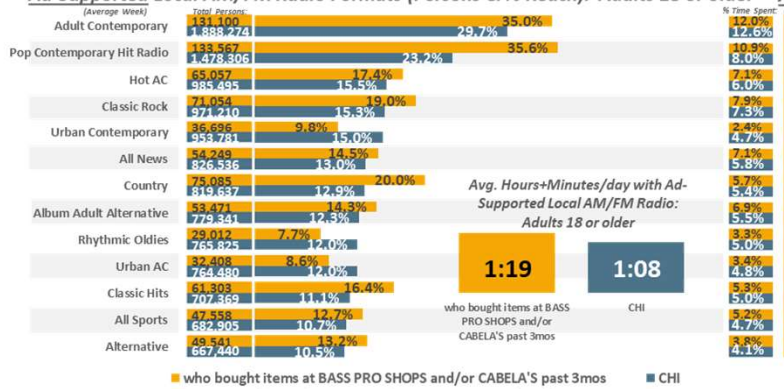
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



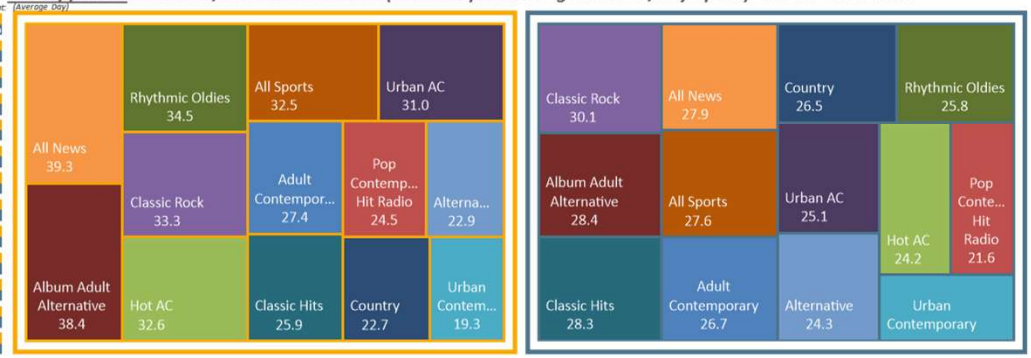
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 168

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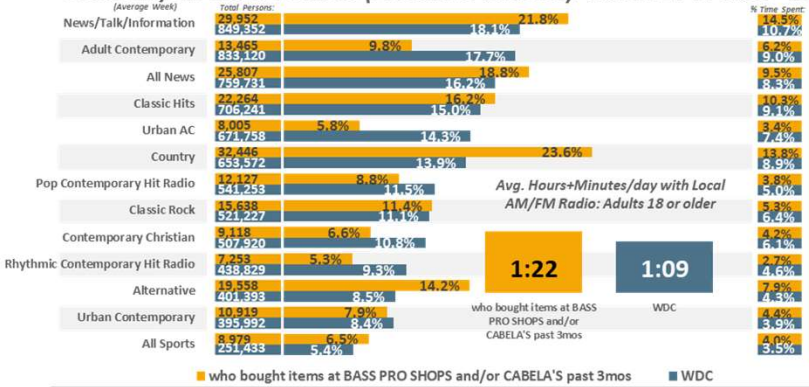
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

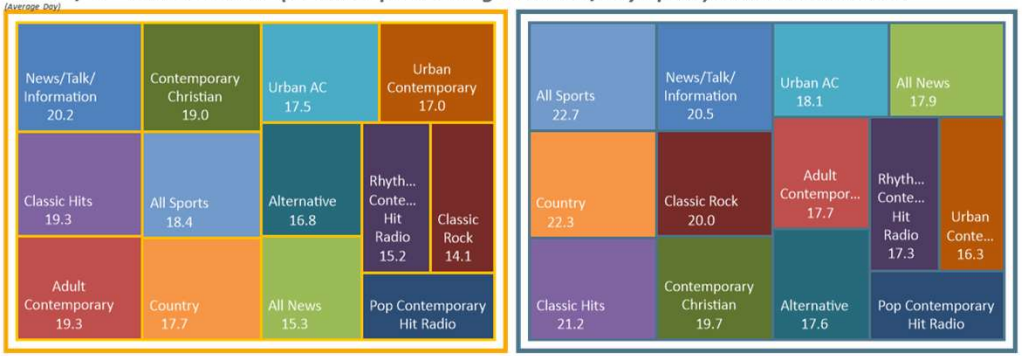
Bass Pro Shops Cabela's WDC

129,320 or 87.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, All News, News/Talk/Information, Classic Hits, and Alternative.

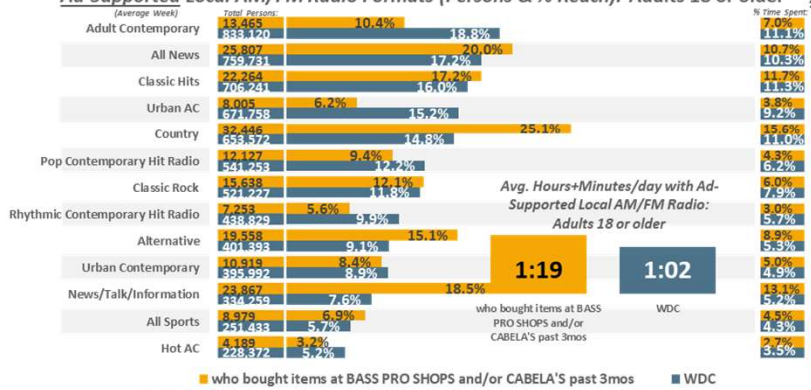
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



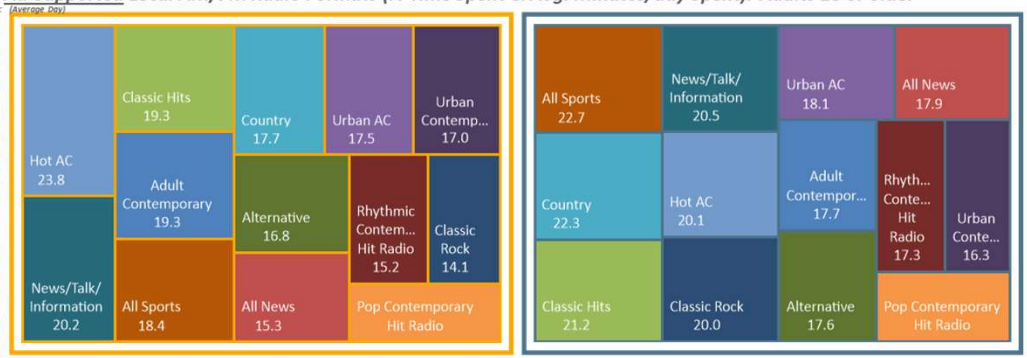
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 162

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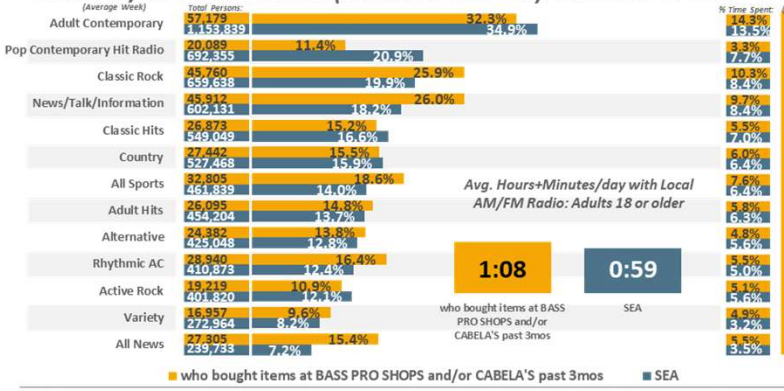
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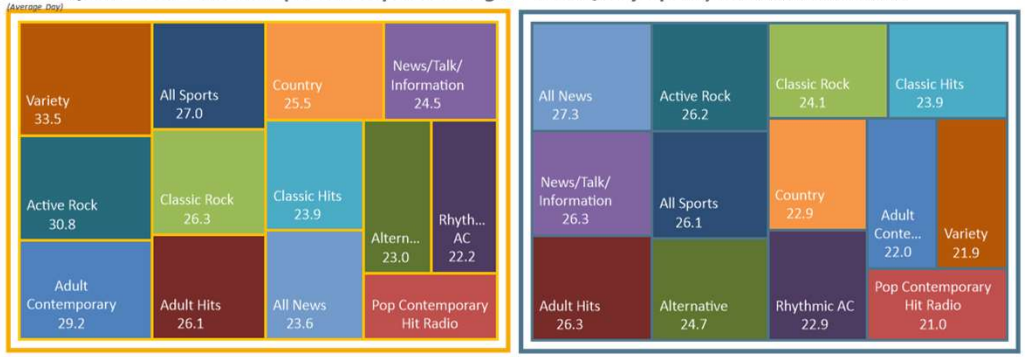
Bass Pro Shops Cabela's SEA

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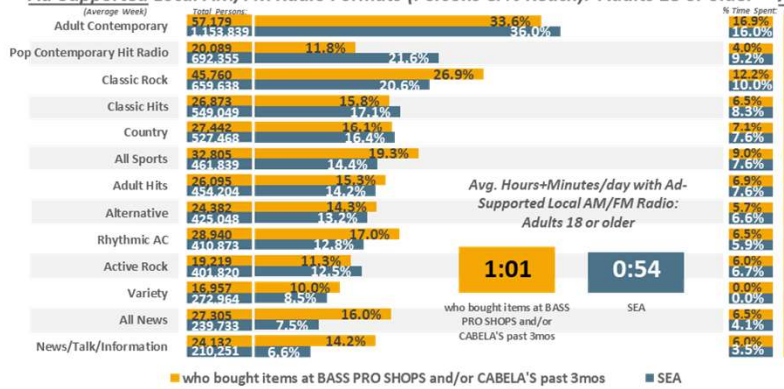
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



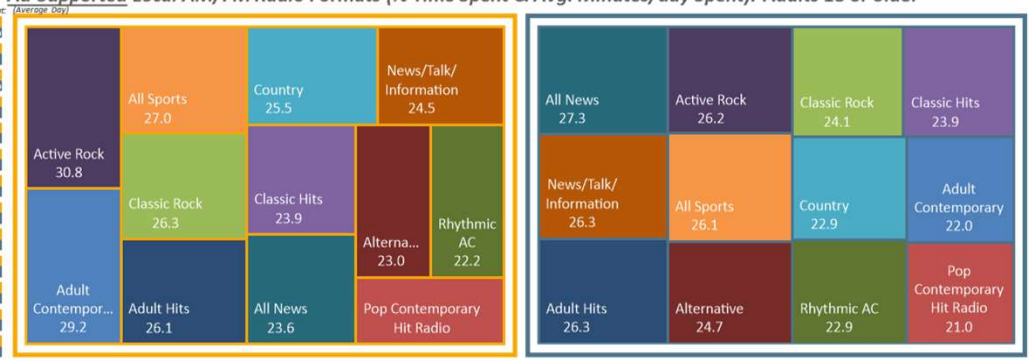
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 169

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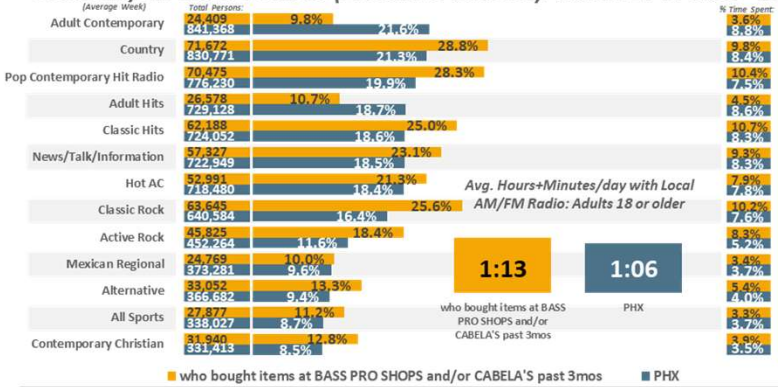
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

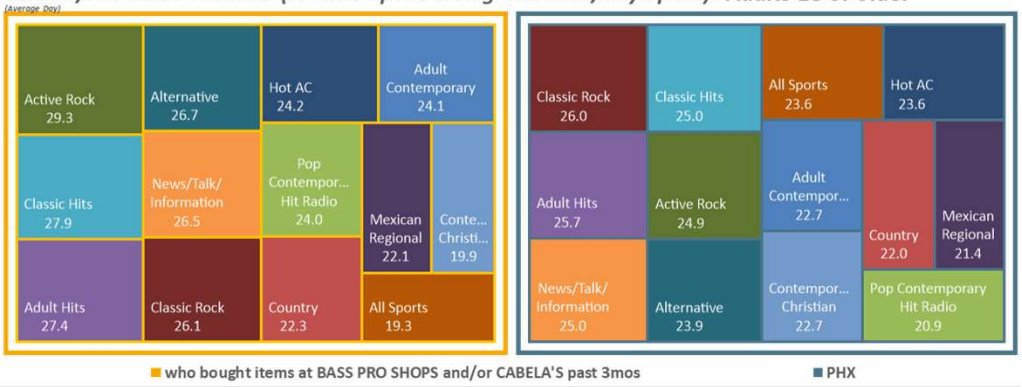
Bass Pro Shops Cabela's PHX

234,454 or 78.5% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Pop Contemporary Hit Radio, Classic Rock, Classic Hits, and News/Talk/Information.

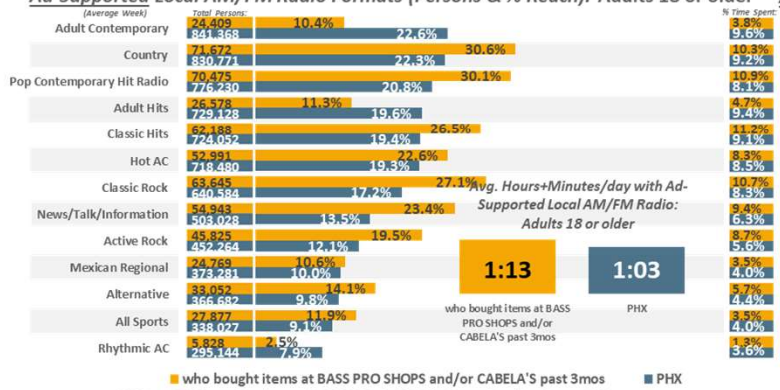
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



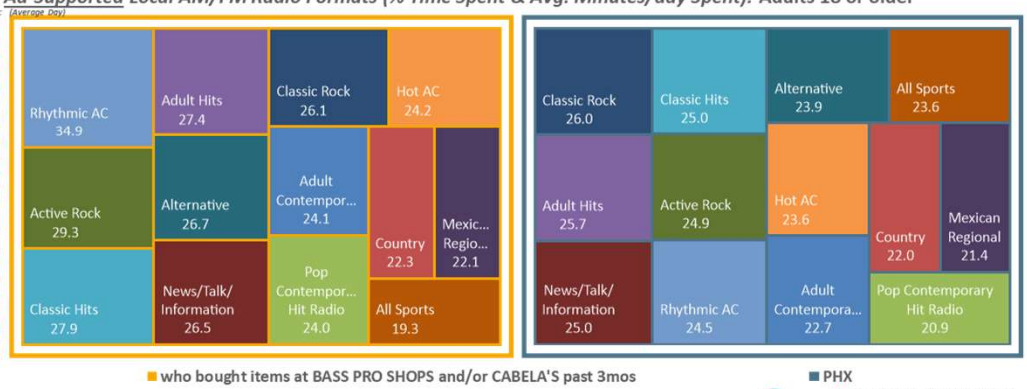
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 130

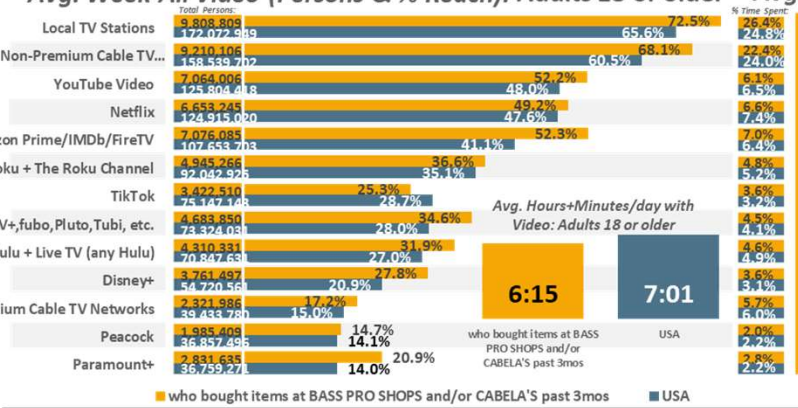
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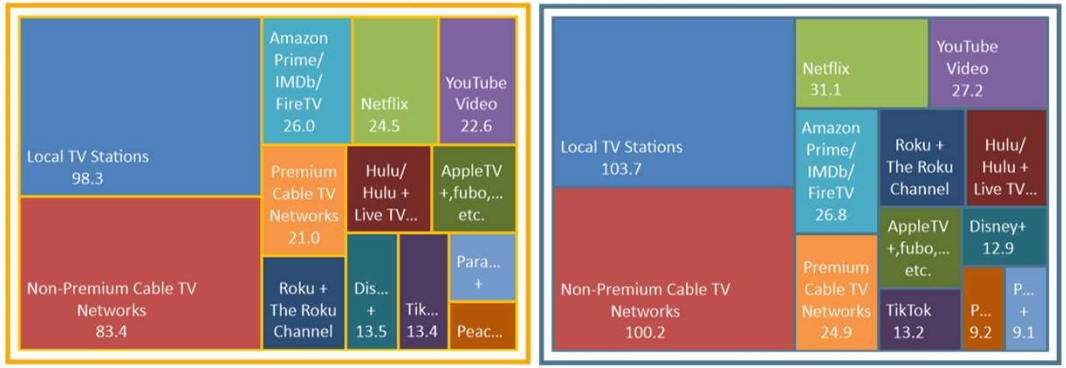
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

9,605,690 or 71.% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos watch Ad-Supported Local TV Stations for an average of 95.3 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

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

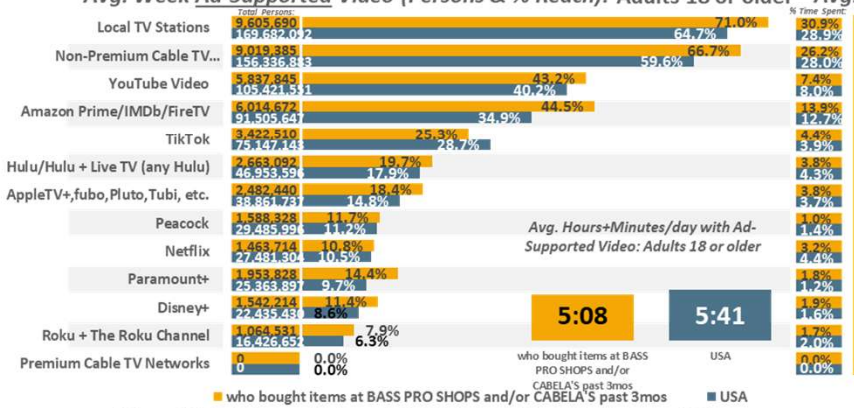


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

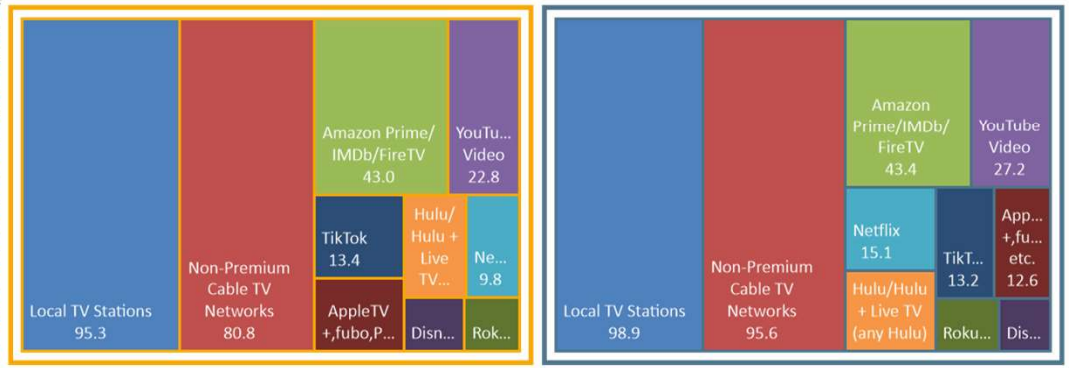


who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos ■ USA

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 bought items at BASS PRO SHOPS and/or CABELA'S past 3mos ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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

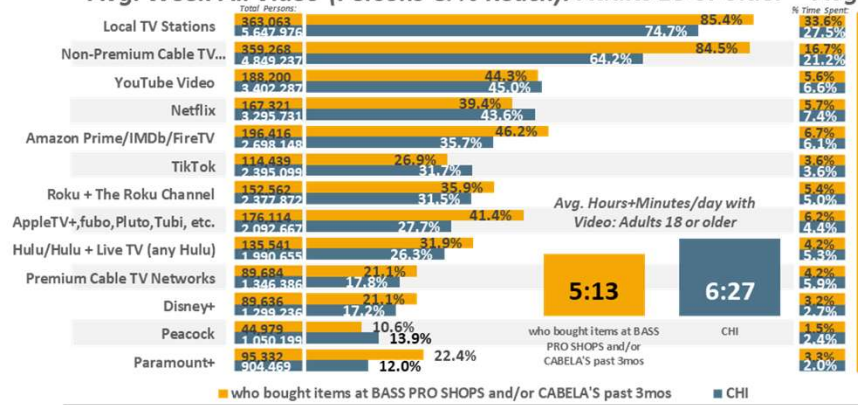
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

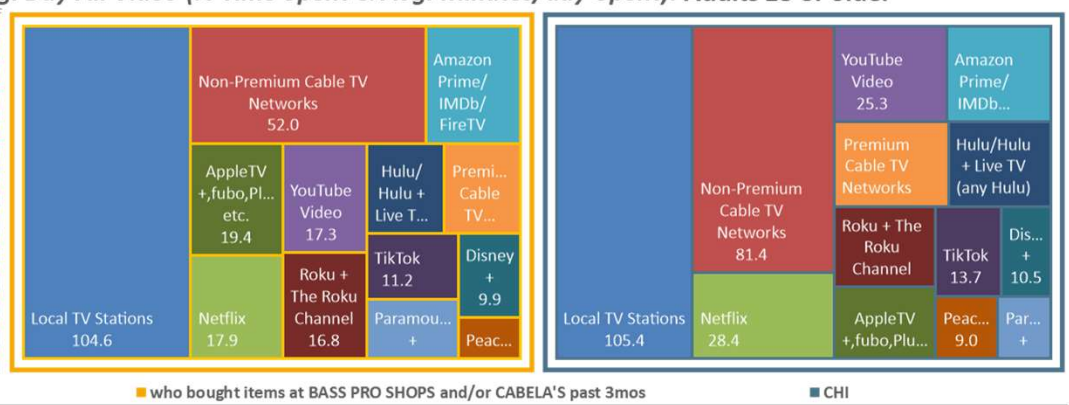
Bass Pro Shops Cabela's **CHI**

359,175 or 84.5% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos watch Ad-Supported Local TV Stations for an average of 100. minutes every day representing 39.4% of all time spent daily with Ad-Supported Video.

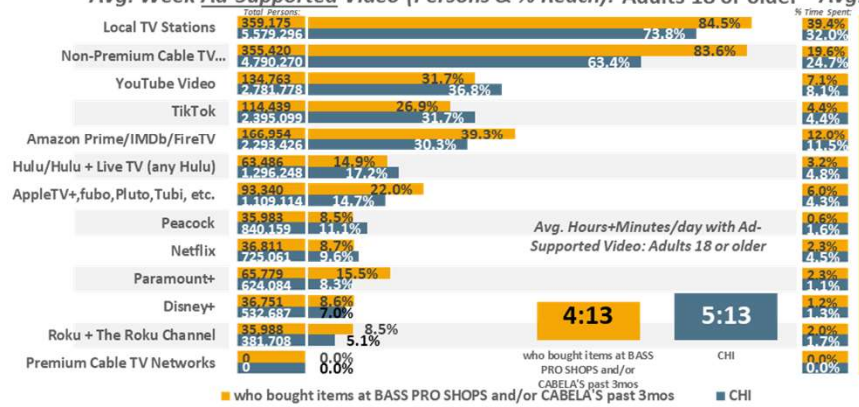
Avg. Week All Video (Persons & % Reach): Adults 18 or older



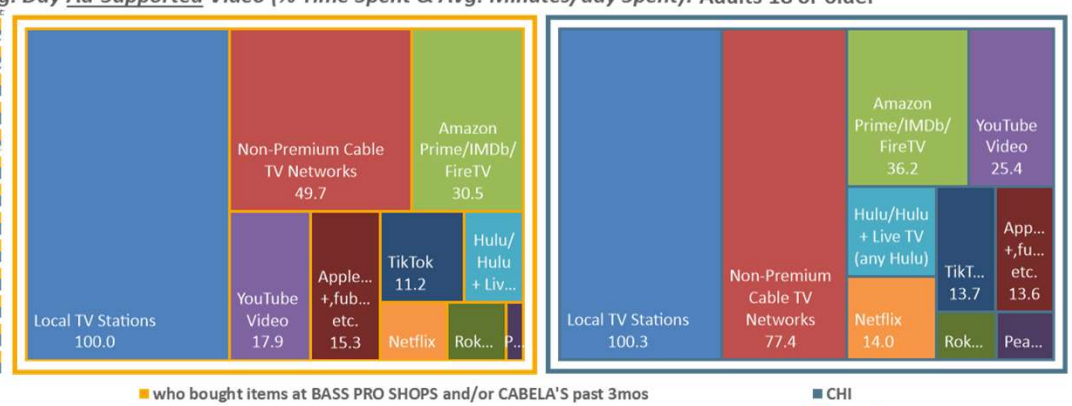
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 168

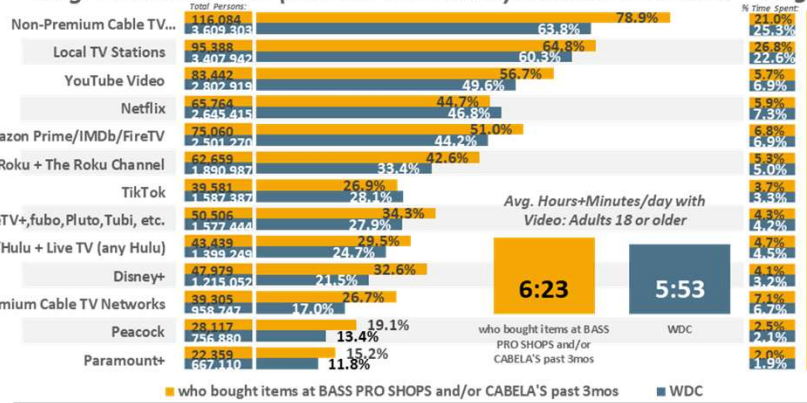
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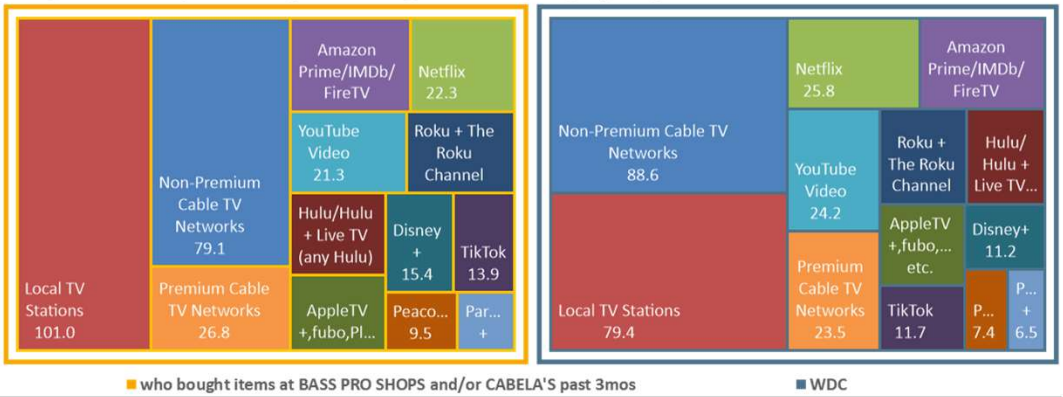
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

93,455 or 63.5% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos watch Ad-Supported Local TV Stations for an average of 98.1 minutes every day representing 31.5% of all time spent daily with Ad-Supported Video.

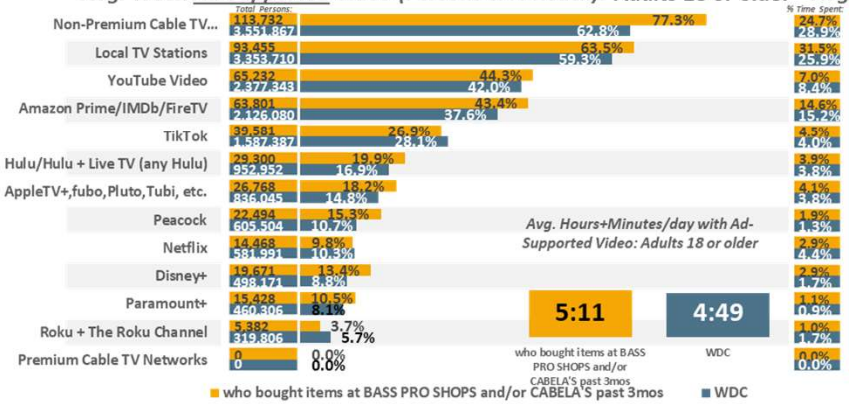
Avg. Week All Video (Persons & % Reach): Adults 18 or older



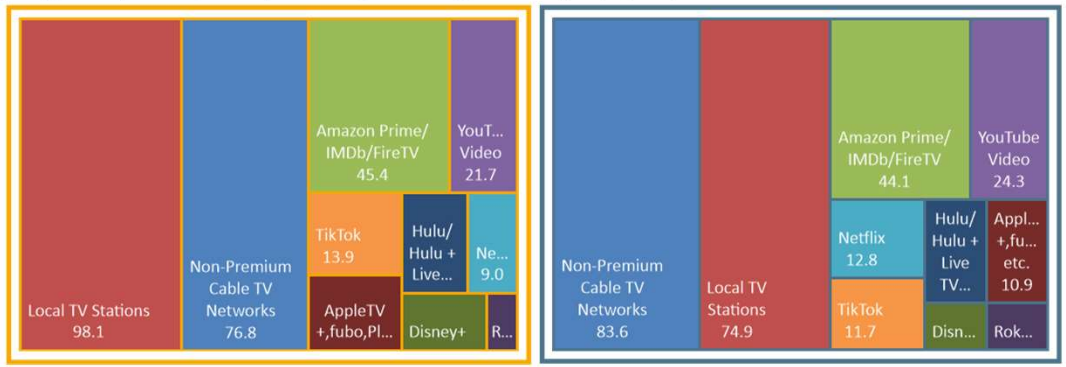
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 162

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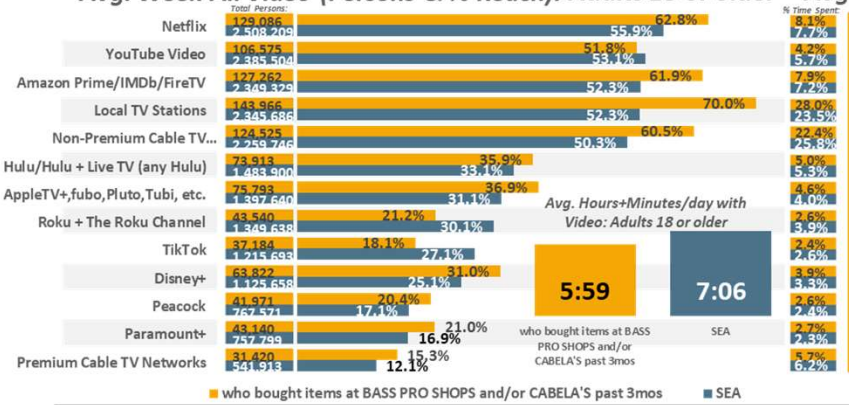
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

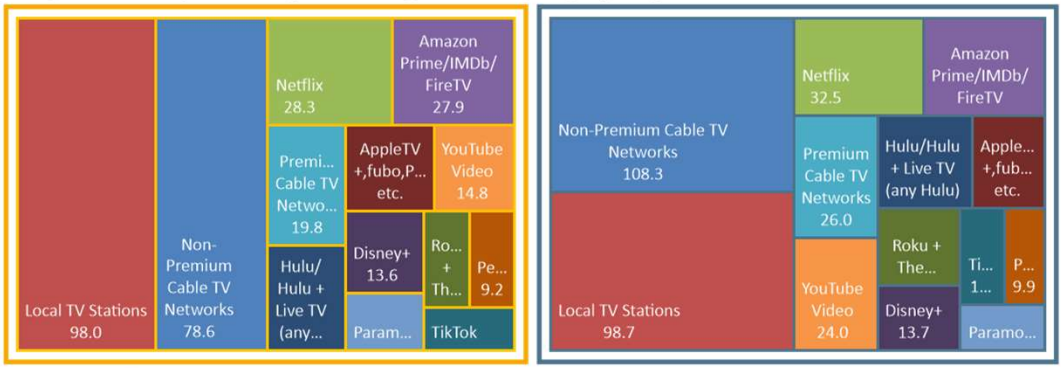
Bass Pro Shops Cabela's SEA

141,370 or 68.7% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos watch Ad-Supported Local TV Stations for an average of 94.7 minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.

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

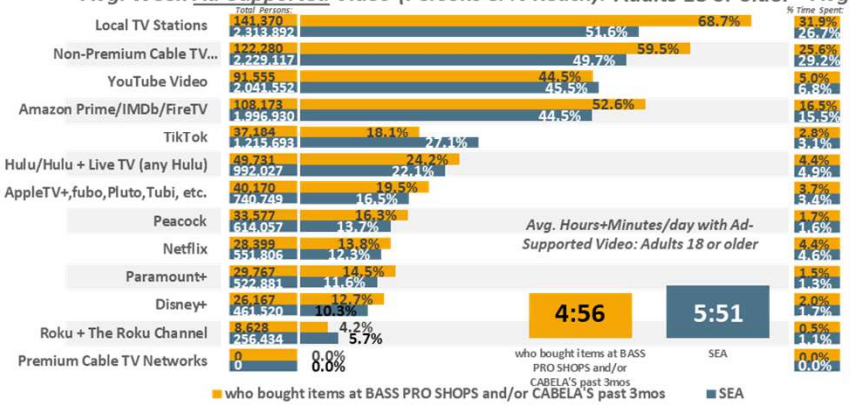


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

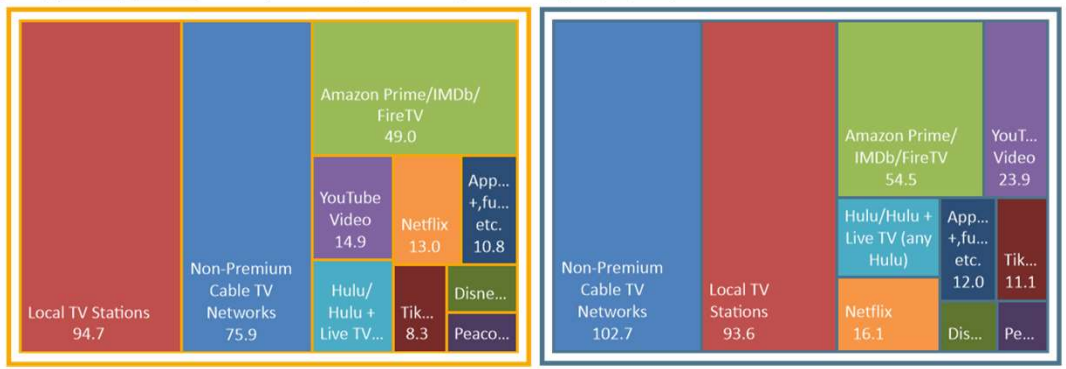


■ who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos ■ SEA

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



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



■ who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos ■ SEA

SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 169

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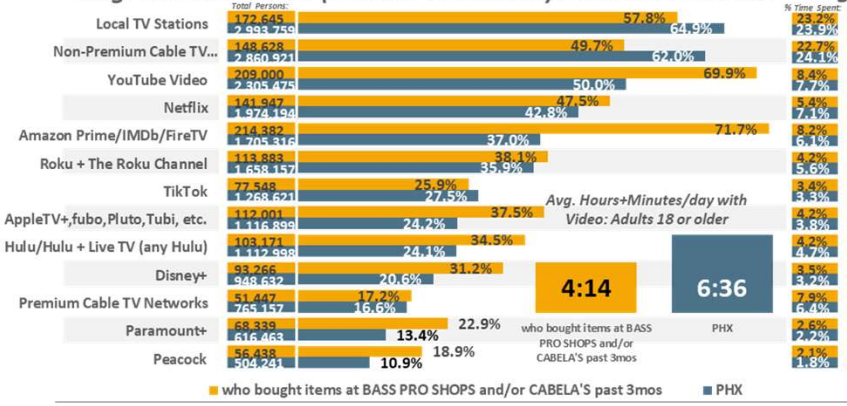
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

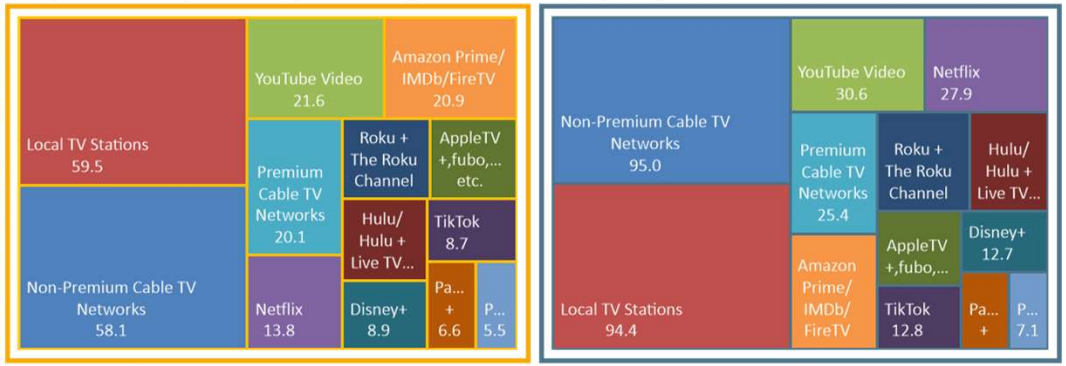
Bass Pro Shops Cabela's **PHX**

165,177 or 55.3% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos watch Ad-Supported Local TV Stations for an average of 58.9 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

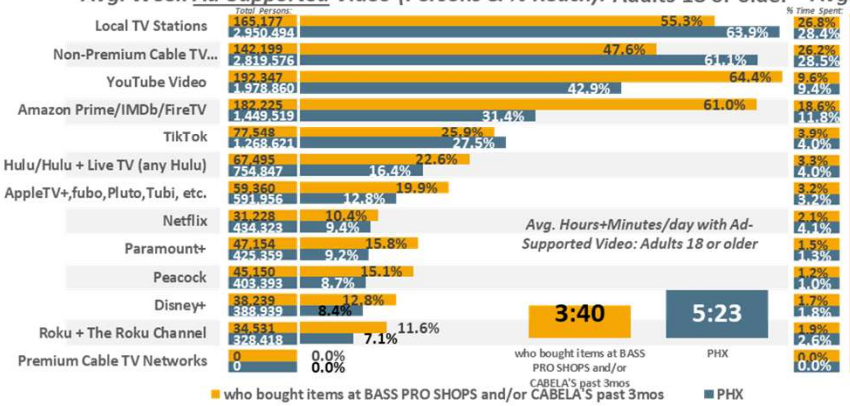
Avg. Week All Video (Persons & % Reach): Adults 18 or older



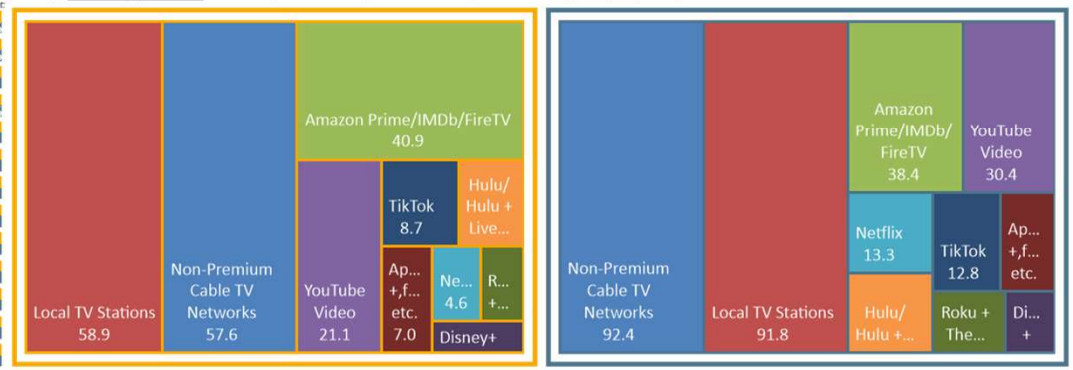
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



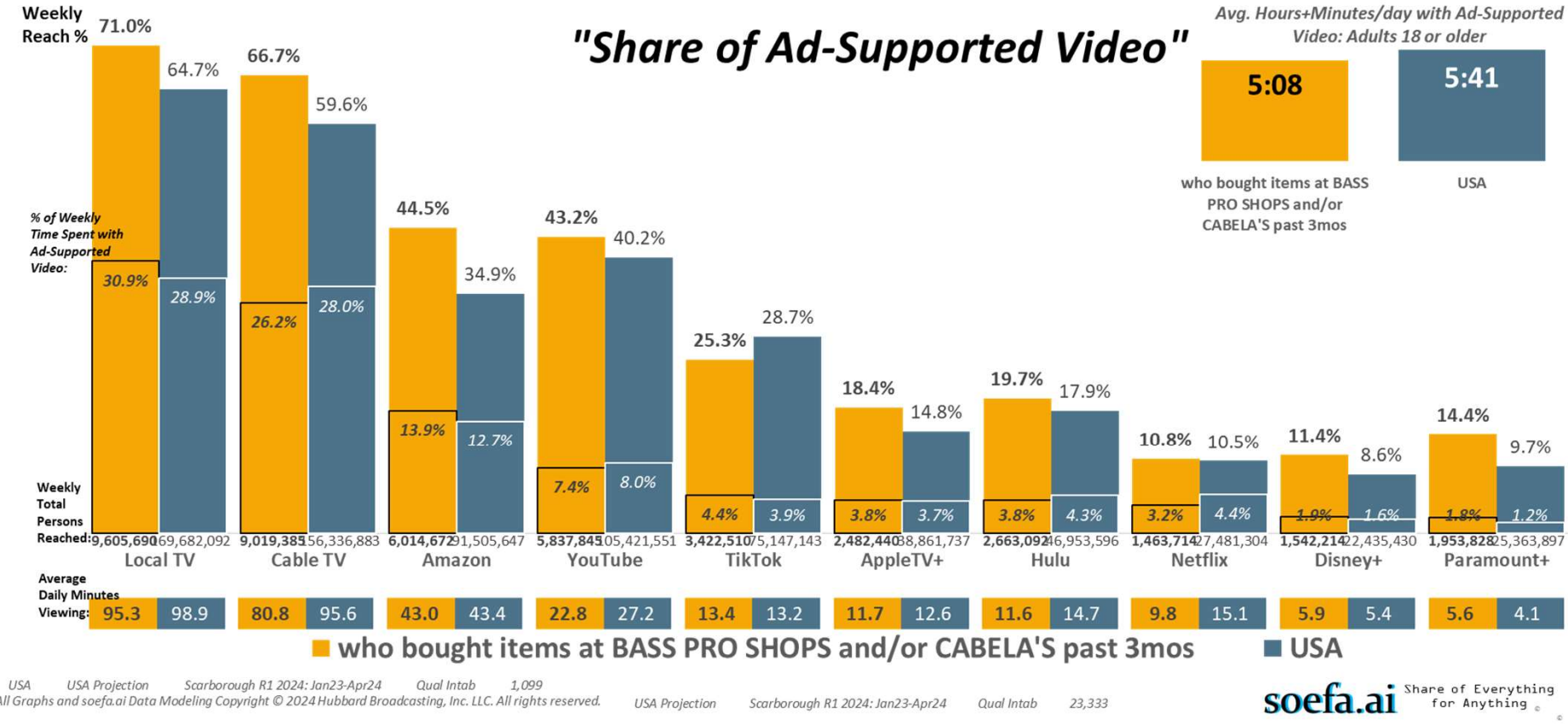
PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 130

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9,605,690 or 71.% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos watch Ad-Supported Local TV Stations for an average of 95.3 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

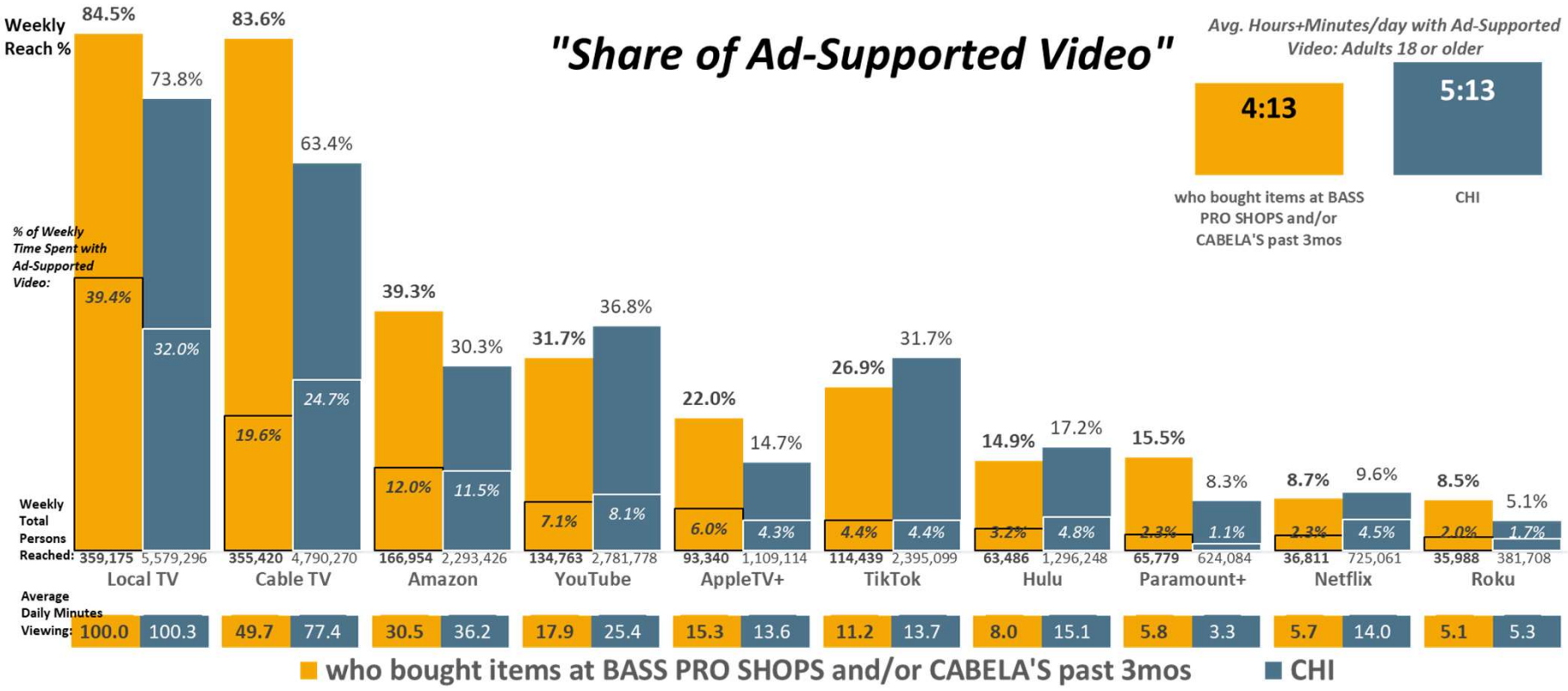
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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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359,175 or 84.5% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos watch Ad-Supported Local TV Stations for an average of 100. minutes every day representing 39.4% of all time spent daily with Ad-Supported Video.



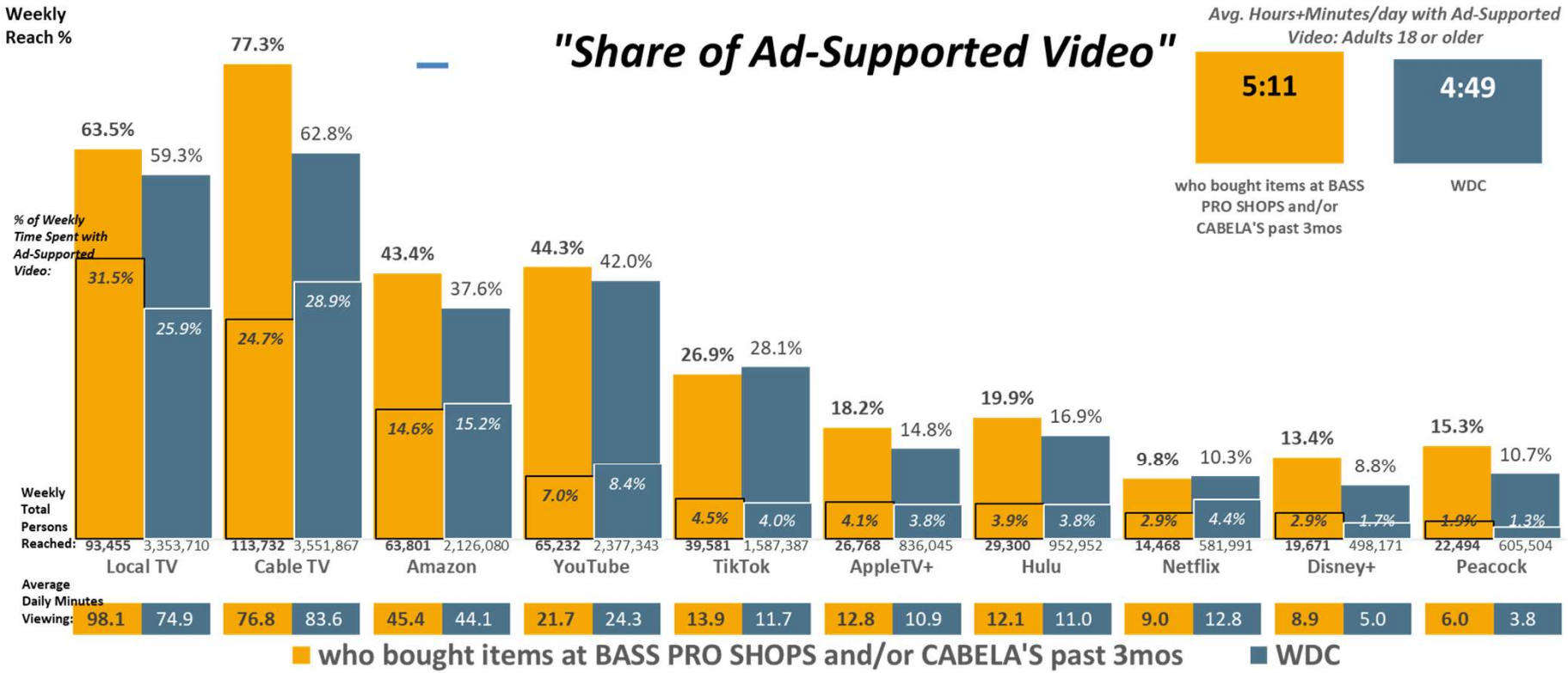
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 168 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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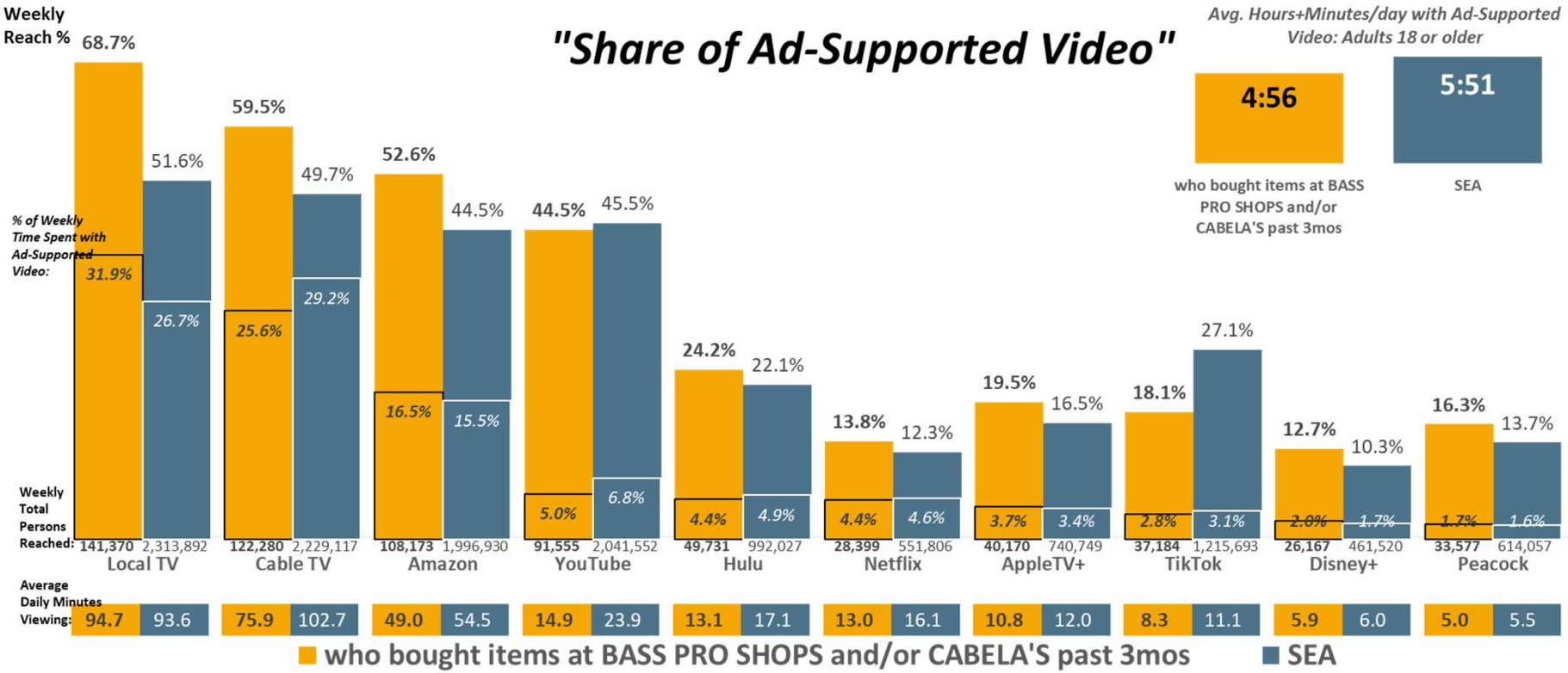
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 162 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 169 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

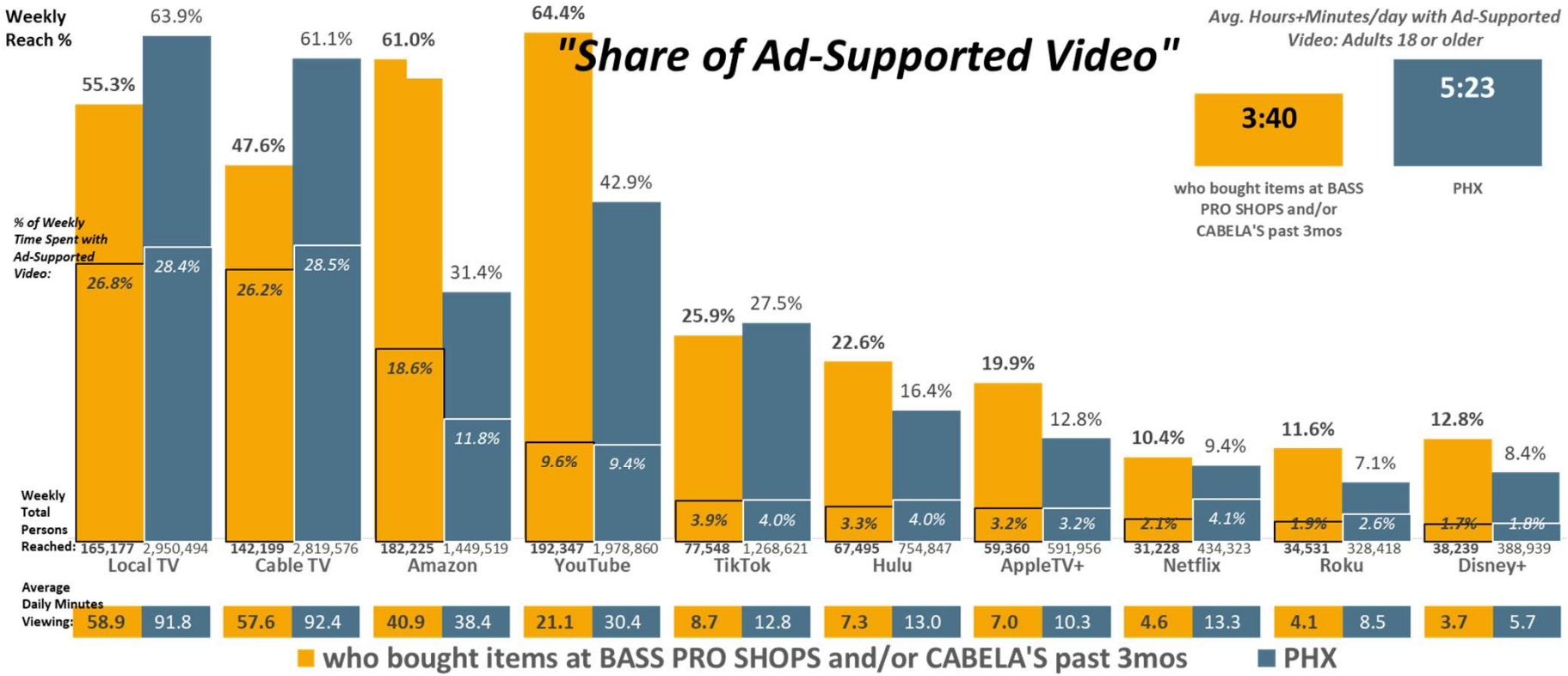
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Cabela's PHX

165,177 or 55.3% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos watch Ad-Supported Local TV Stations for an average of 58.9 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 130 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

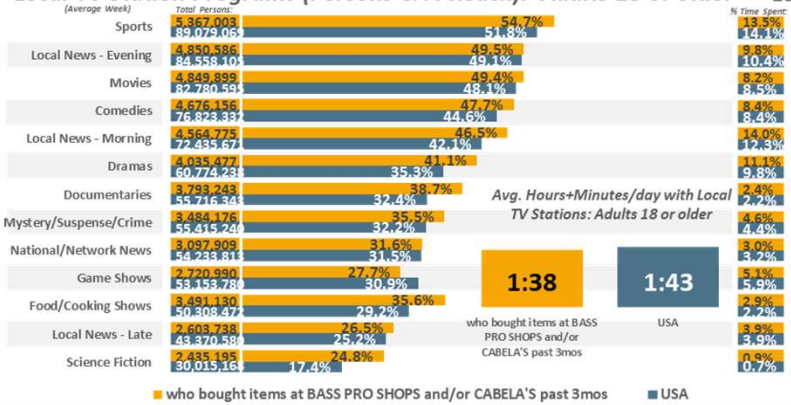
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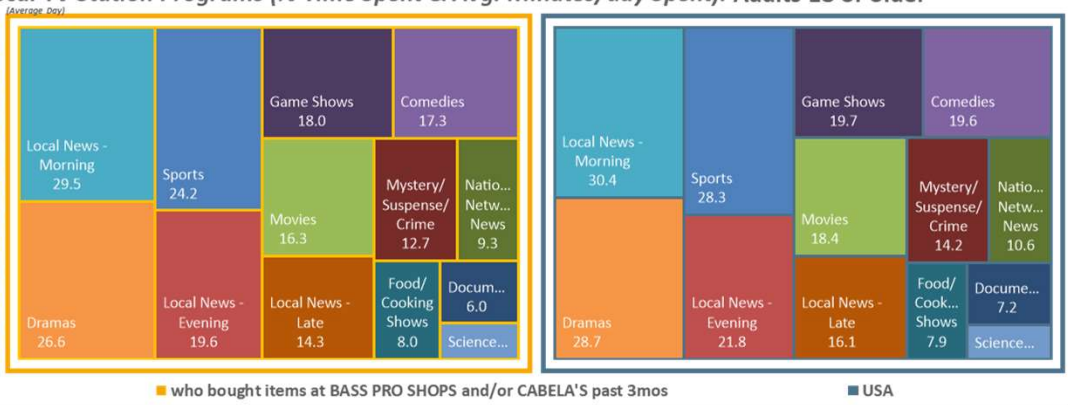
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

9,605,690 or 71.% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Dramas.

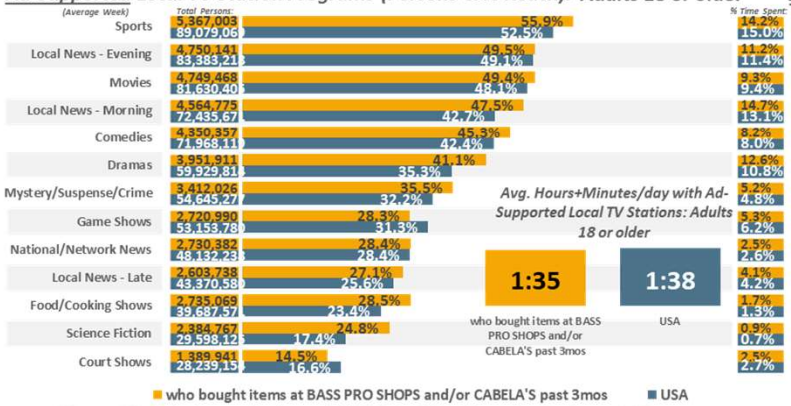
Local TV Station Programs (Persons & % Reach): Adults 18 or older



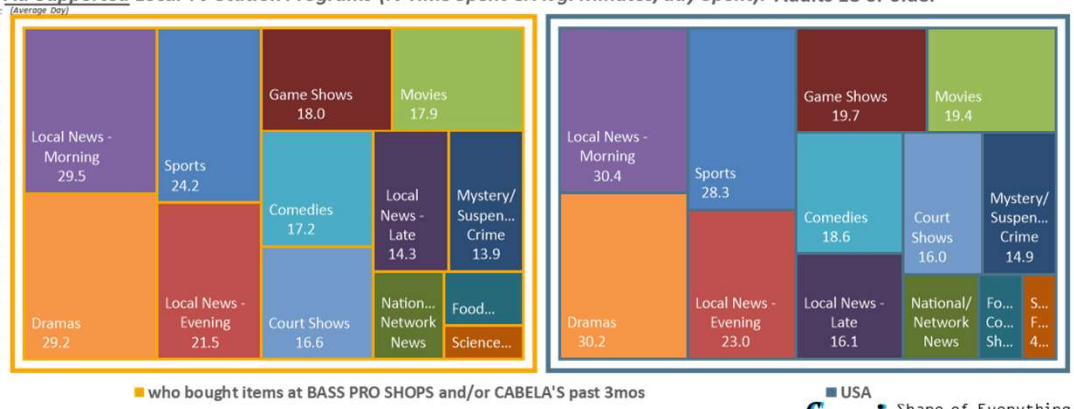
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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

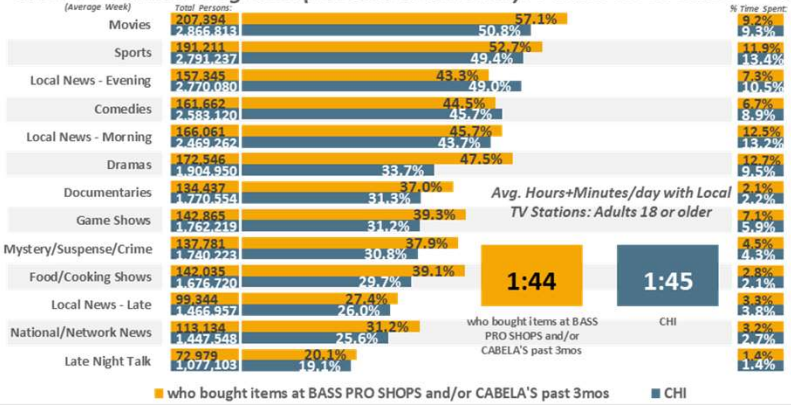
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

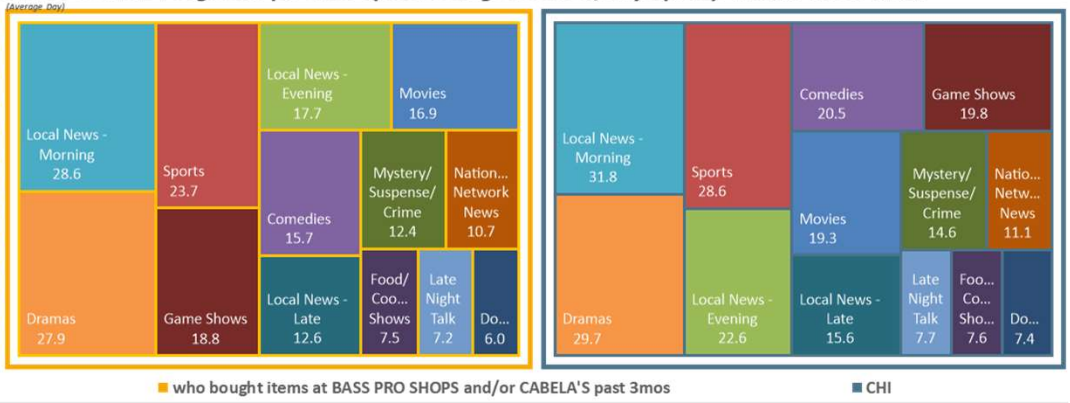
Bass Pro Shops Cabela's **CHI**

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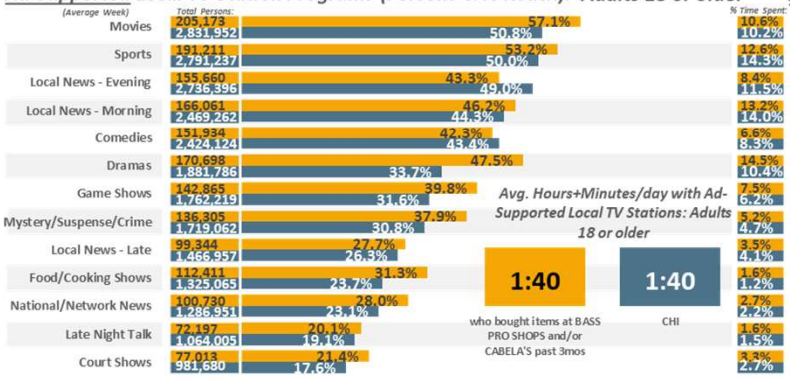
Local TV Station Programs (Persons & % Reach): Adults 18 or older



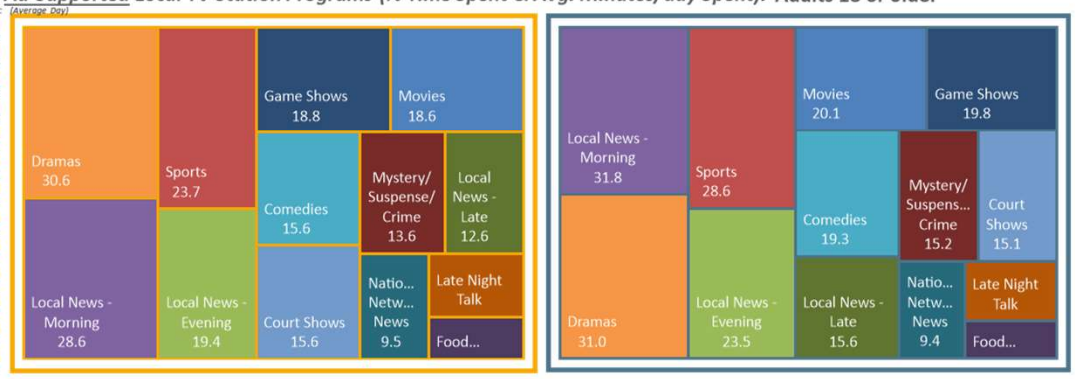
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 168

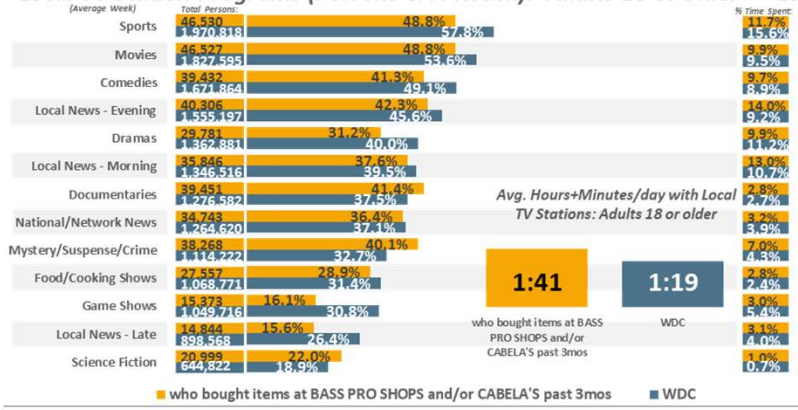
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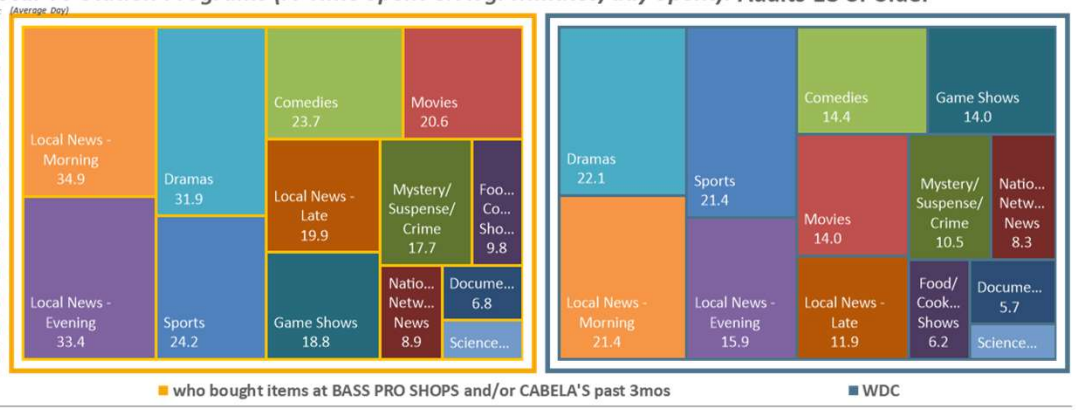
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

93,455 or 63.5% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Mystery/Suspense/Crime, Comedies, and Local News - Mornin

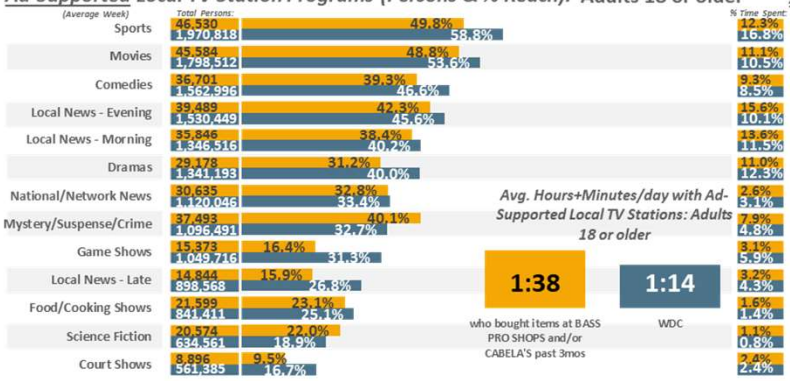
Local TV Station Programs (Persons & % Reach): Adults 18 or older



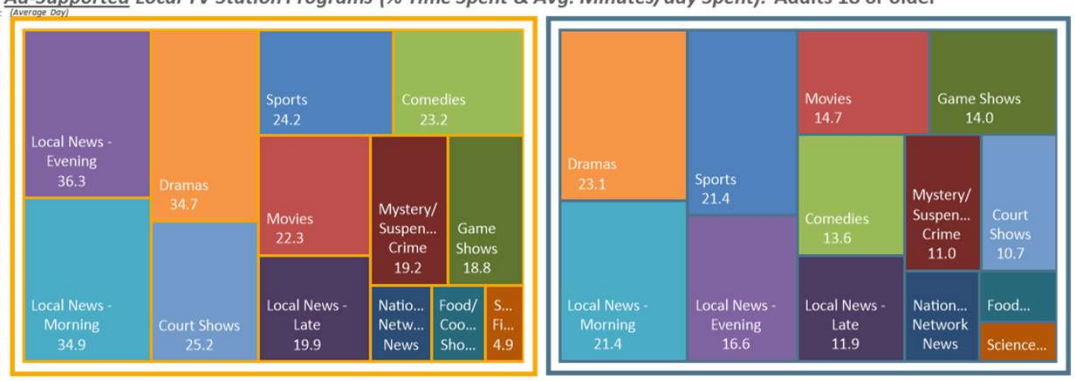
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 162

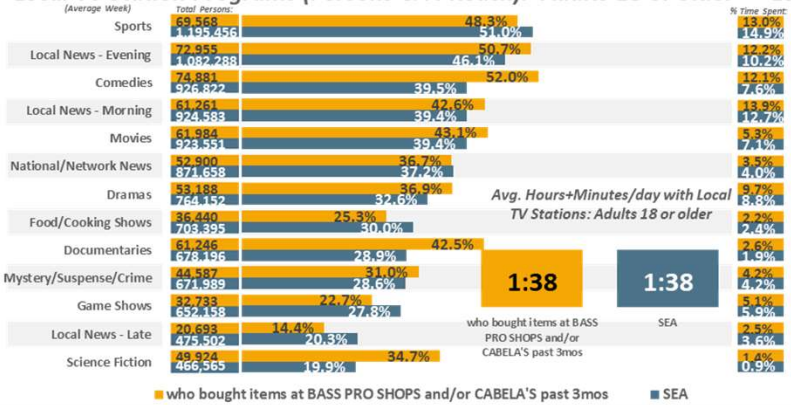
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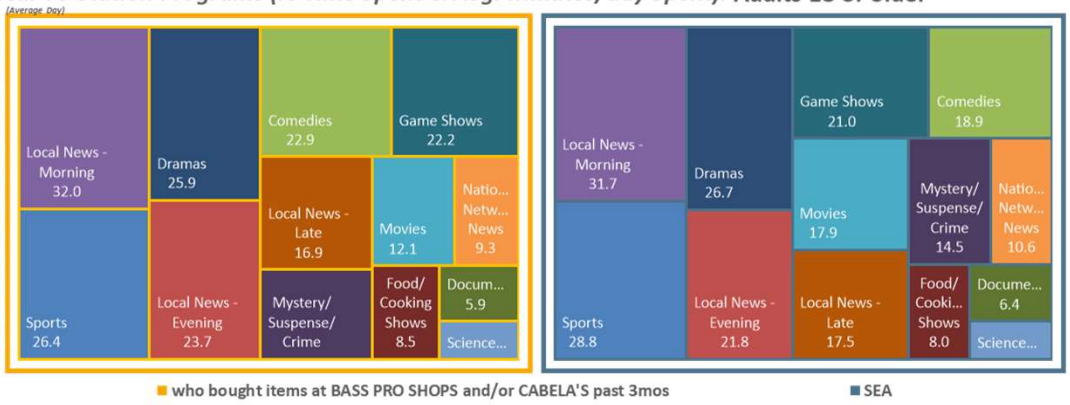
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

141,370 or 68.7% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Movies, and Dramas.

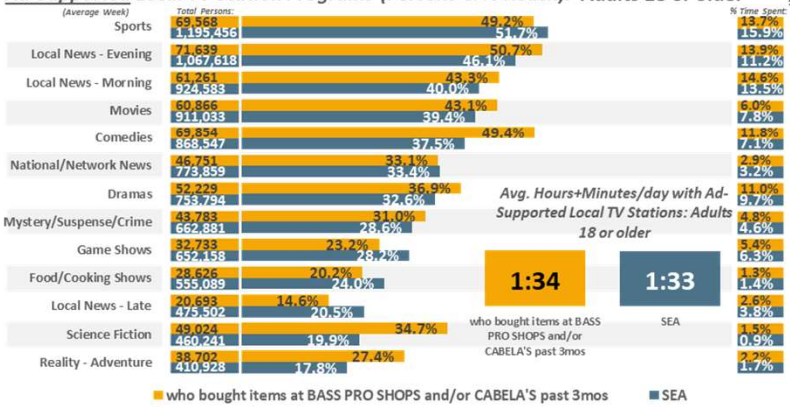
Local TV Station Programs (Persons & % Reach): Adults 18 or older



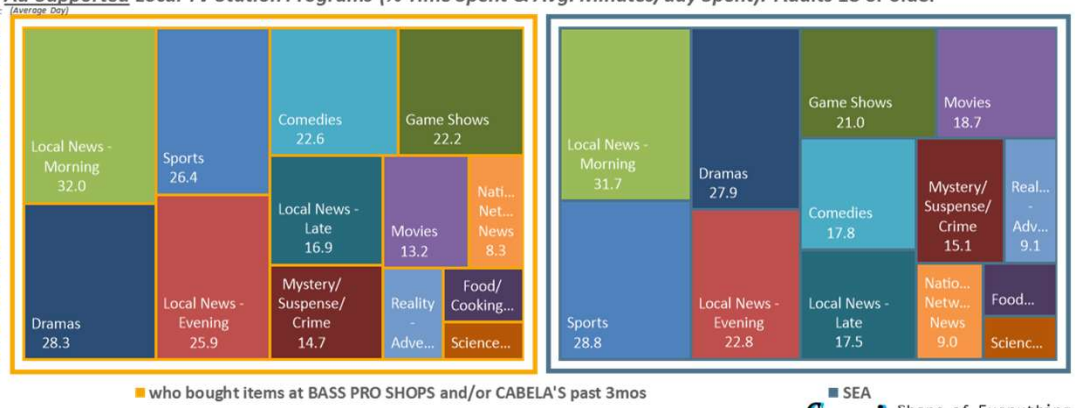
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 169

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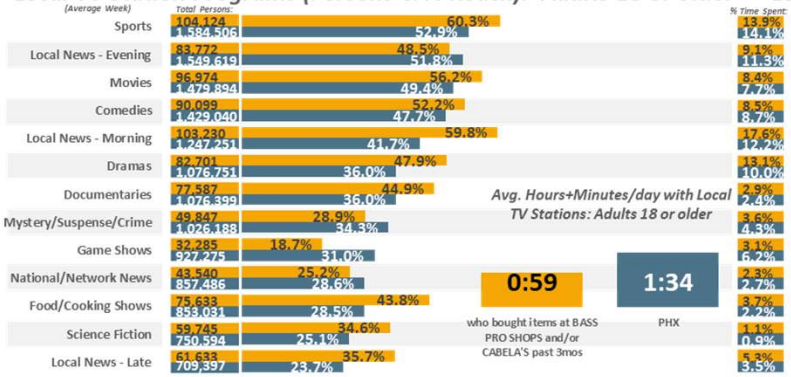
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

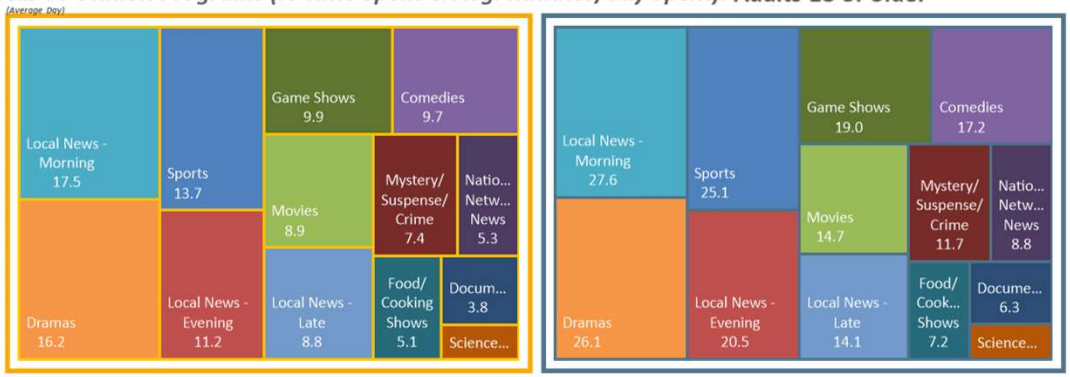
Bass Pro Shops Cabela's PHX

165,177 or 55.3% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Movies, Comedies, Local News - Evening, and Dramas.

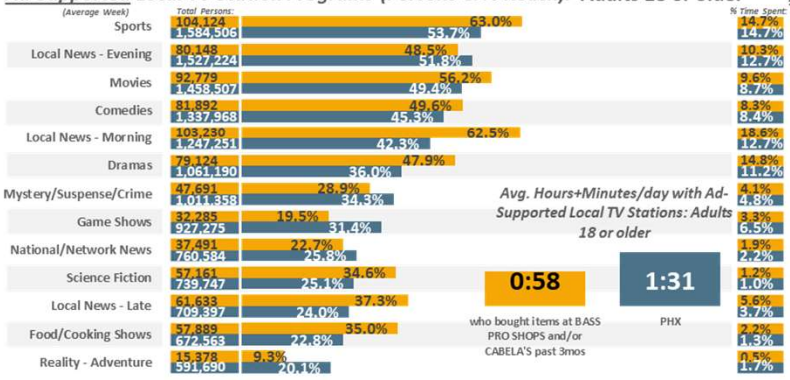
Local TV Station Programs (Persons & % Reach): Adults 18 or older



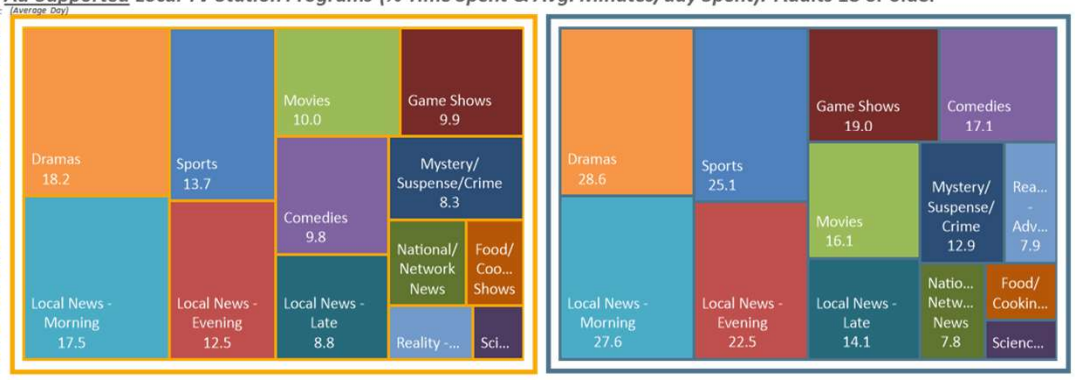
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 130

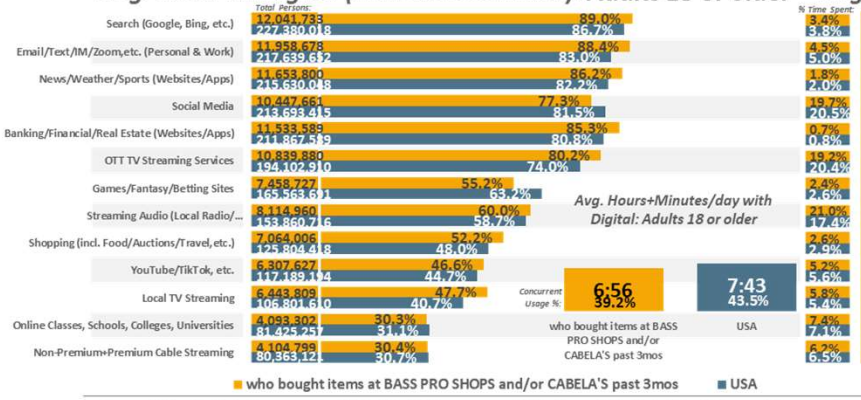
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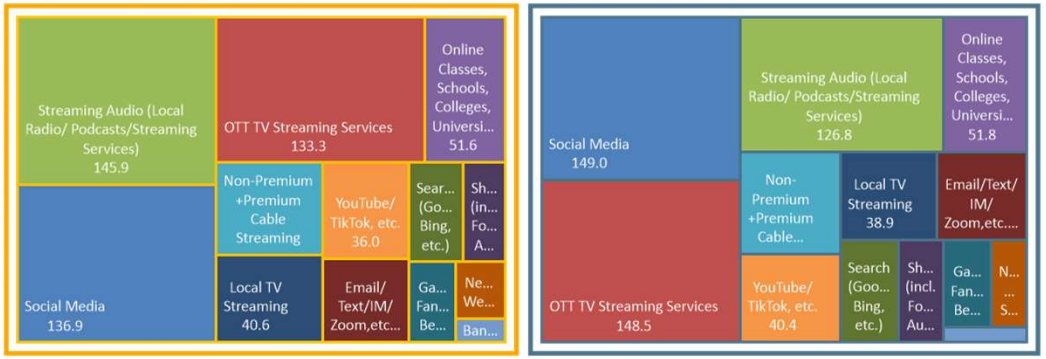
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

9,050,264 or 66.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported Social Media for an average of 118.6 minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

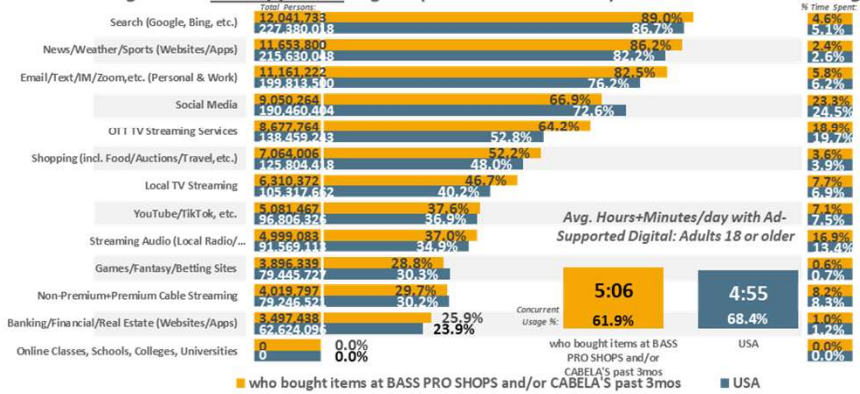
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



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



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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

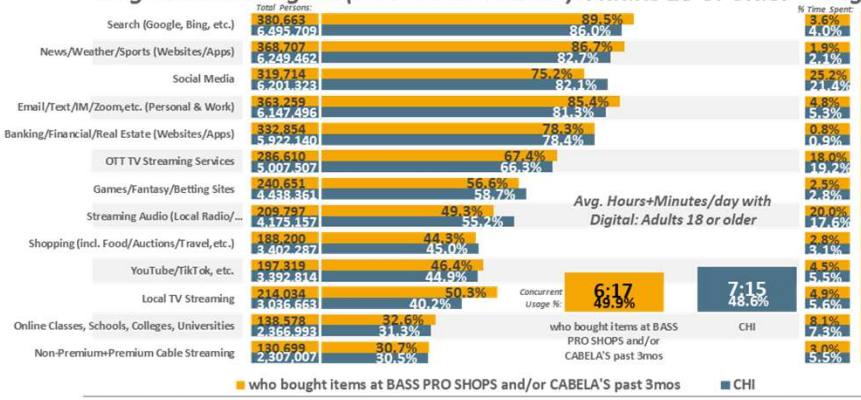
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

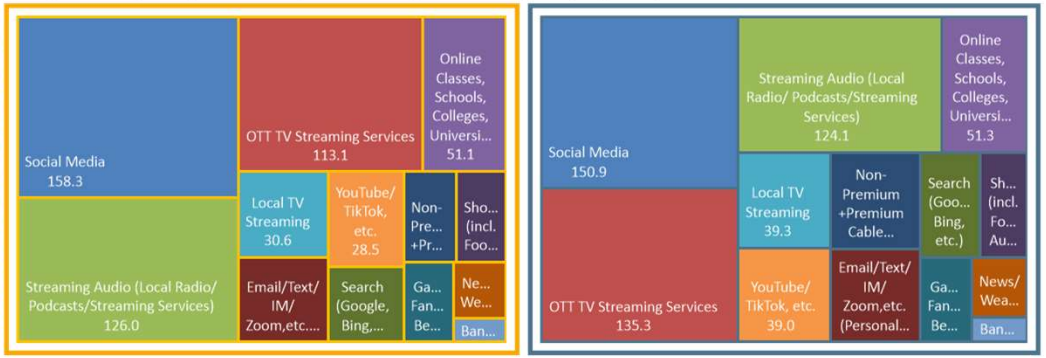
Bass Pro Shops Cabela's **CHI**

271,480 or 63.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported Social Media for an average of 134.4 minutes every day representing 30.% of all time spent daily with Ad-Supported Digital Media.

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



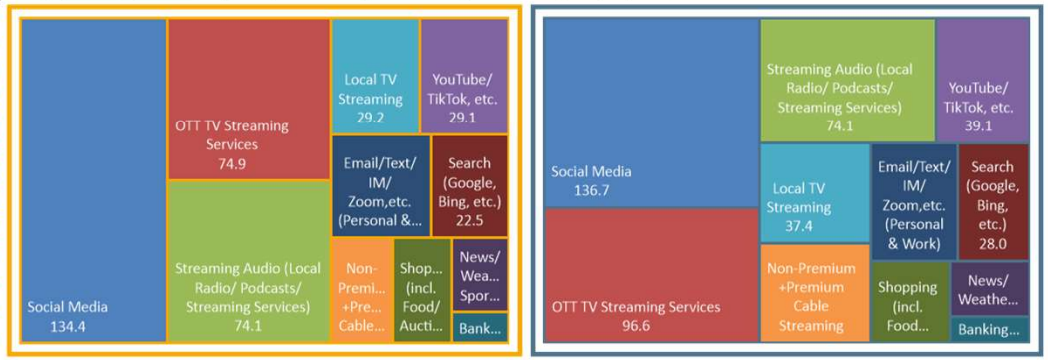
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 168

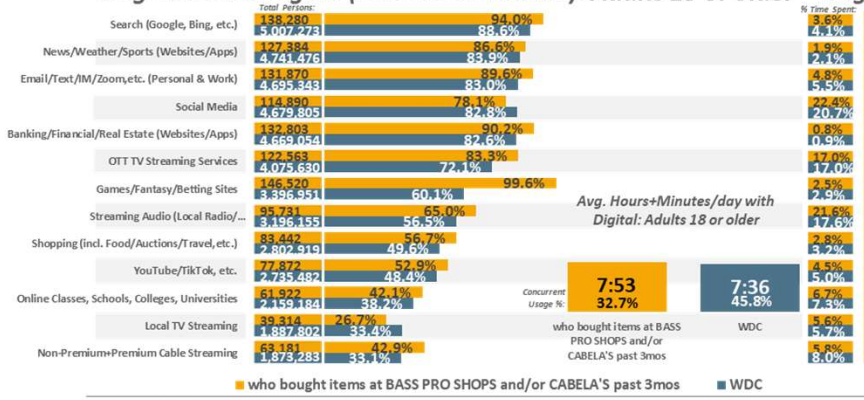
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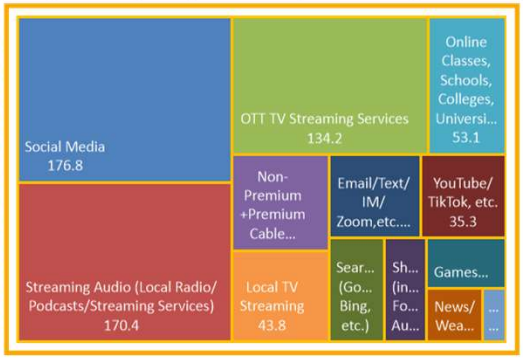
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

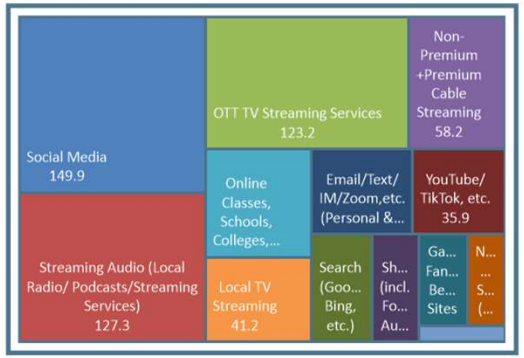
104,120 or 70.7% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported Social Media for an average of 160.2 minutes every day representing 27.2% of all time spent daily with Ad-Supported Digital Media.

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

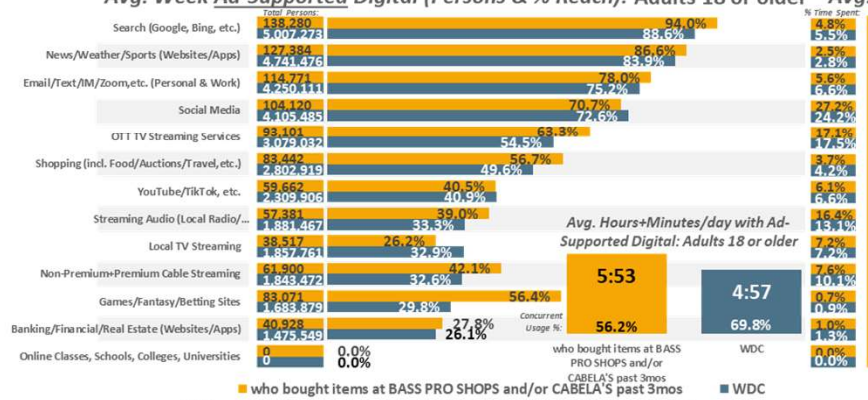


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

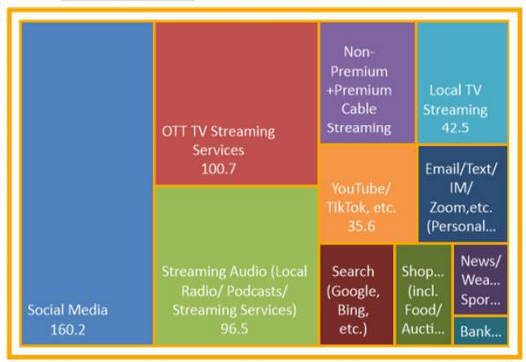


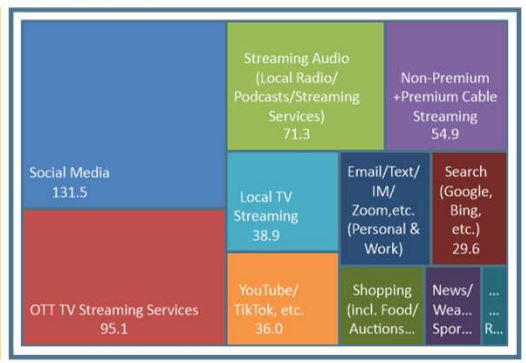


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 162

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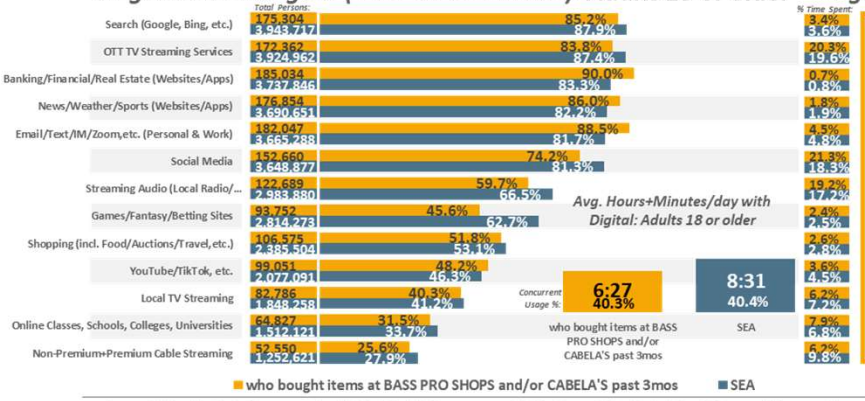
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

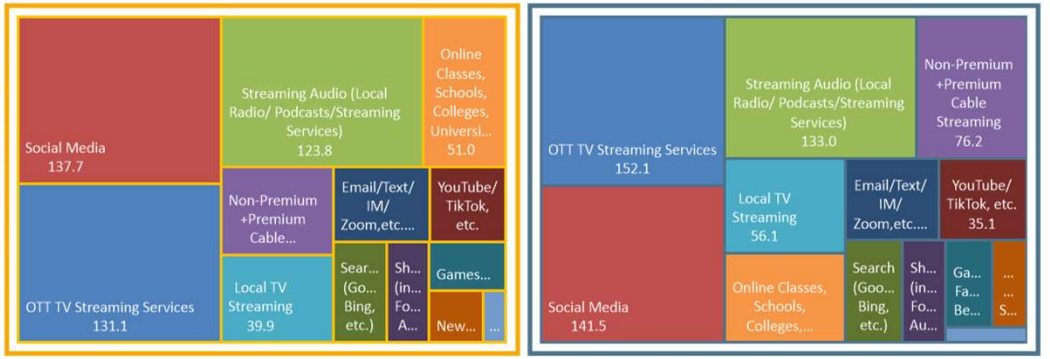
Bass Pro Shops Cabela's SEA

129,666 or 63.% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported Social Media for an average of 117. minutes every day representing 24.6% of all time spent daily with Ad-Supported Digital Media.

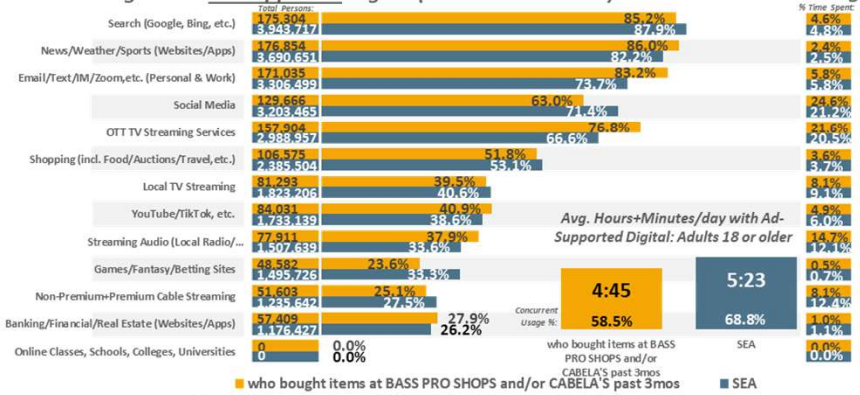
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



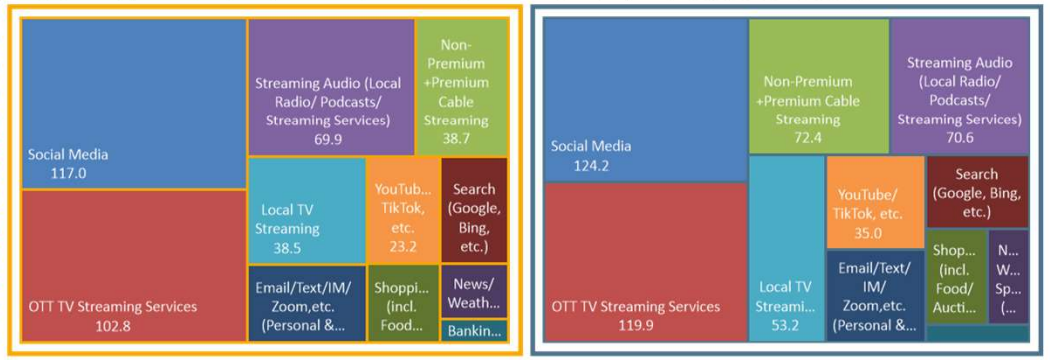
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 169

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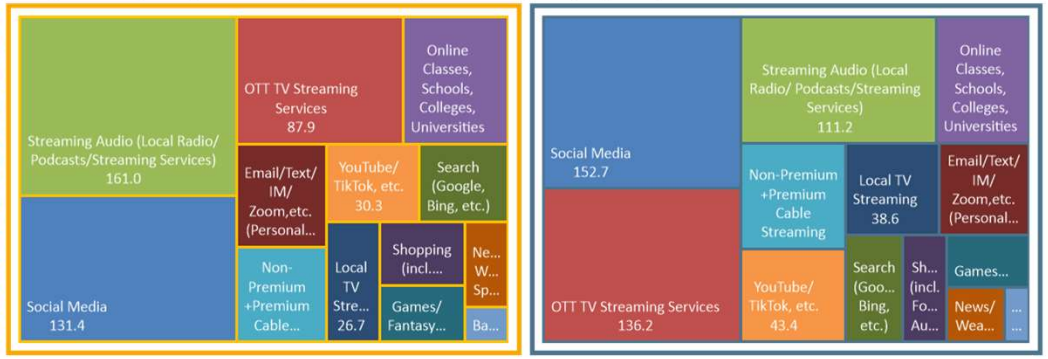
Bass Pro Shops Cabela's **PHX**

233,952 or 78.3% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported Social Media for an average of 127.8 minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

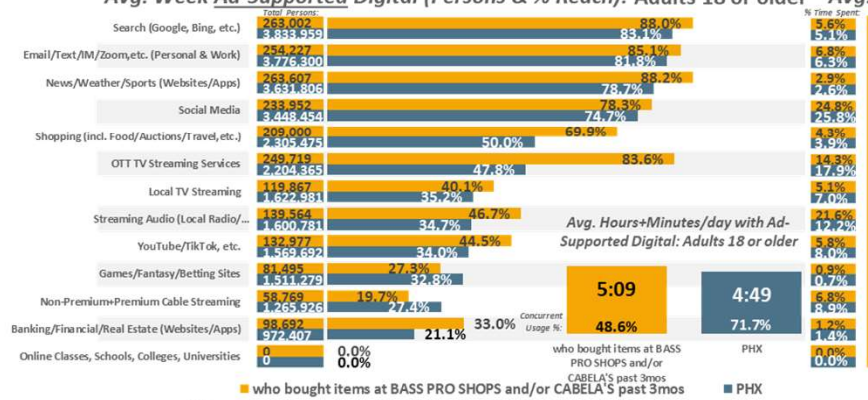
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



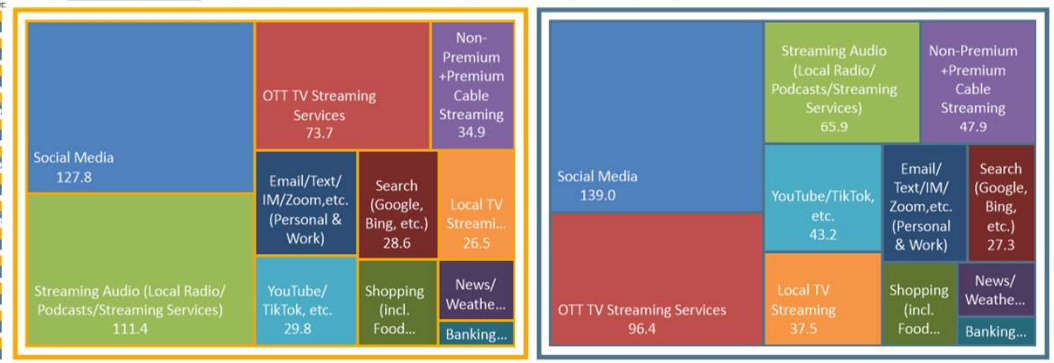
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 130

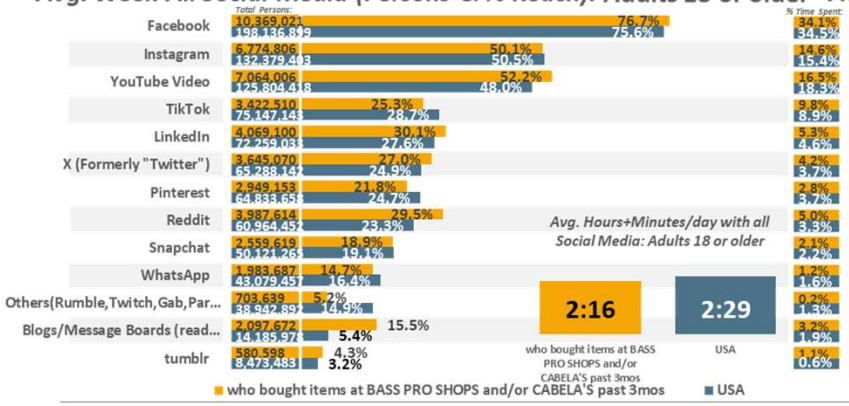
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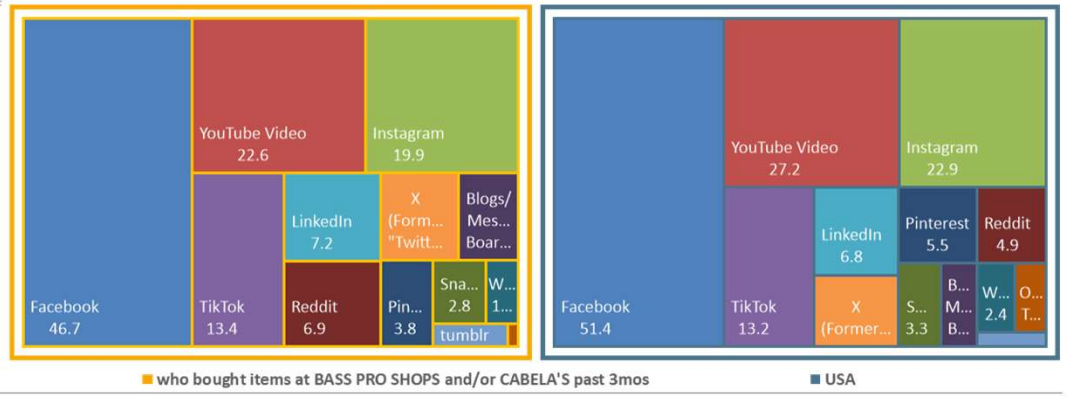
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

9,050,264 or 66.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported Facebook for an average of 38.4 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.

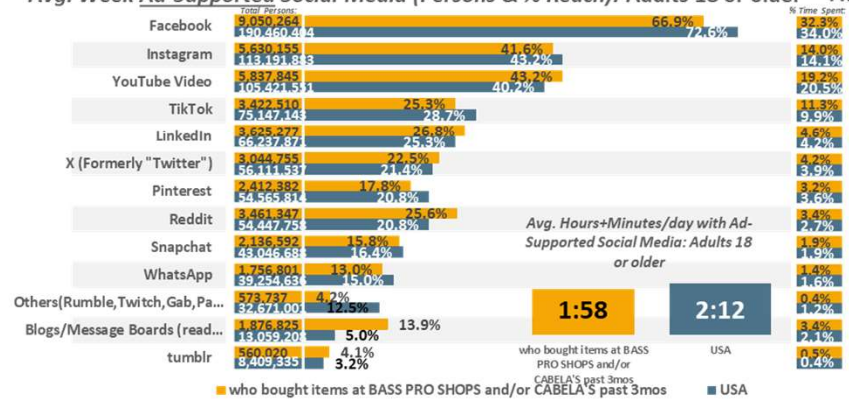
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



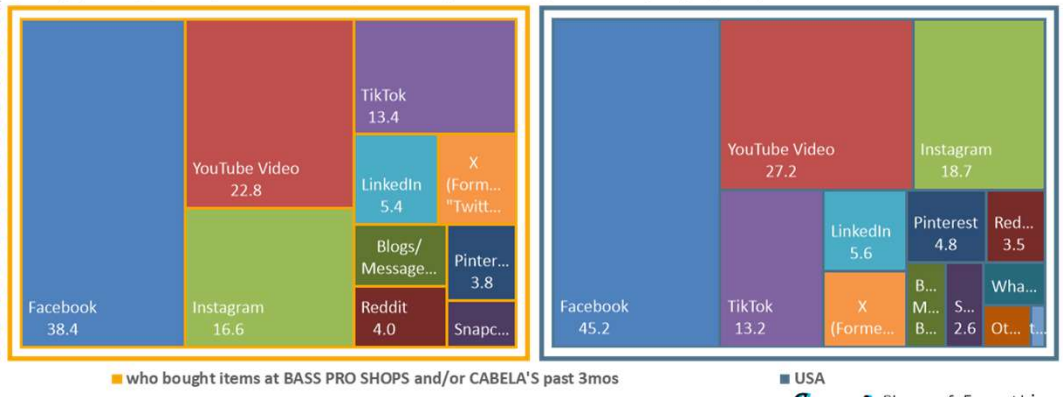
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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

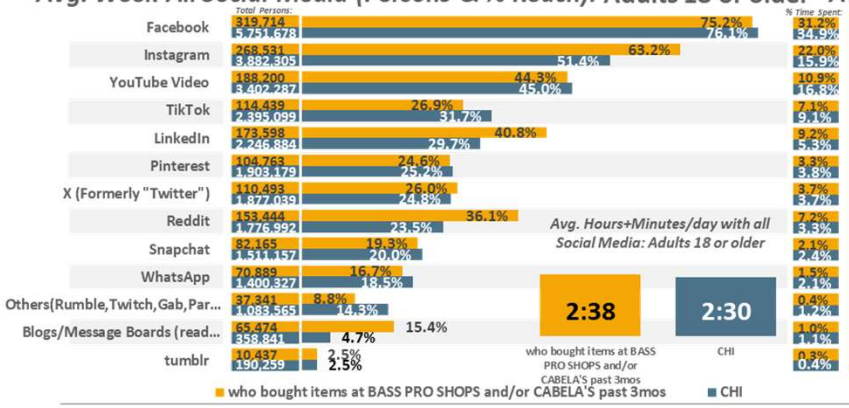
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

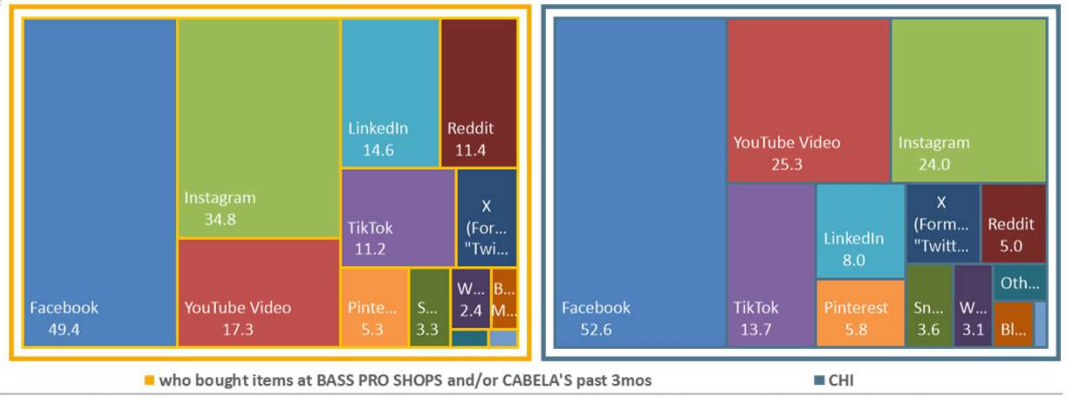
Bass Pro Shops Cabela's **CHI**

271,480 or 63.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported Facebook for an average of 45.6 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.

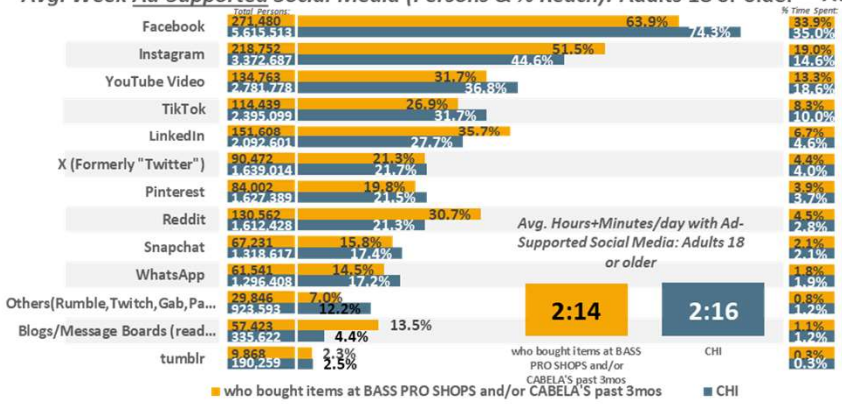
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



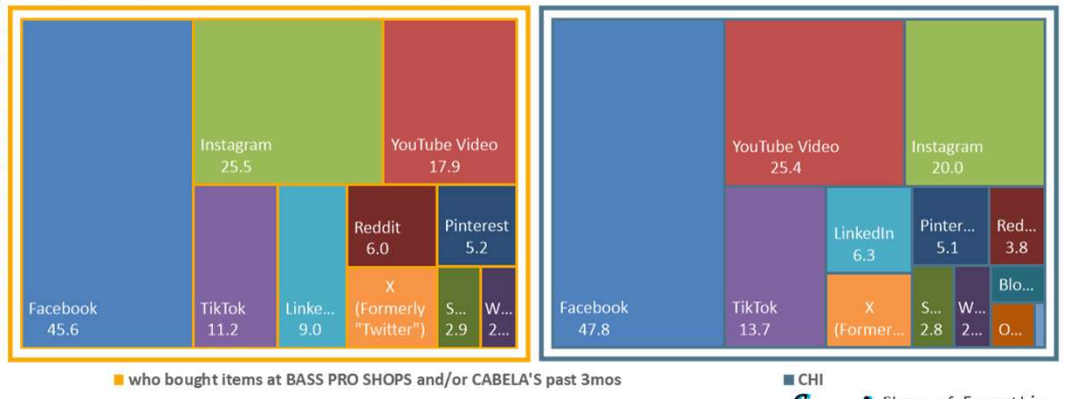
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 168

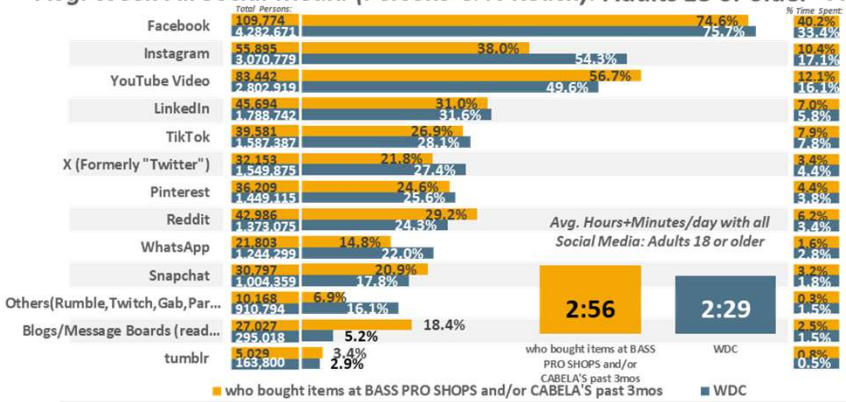
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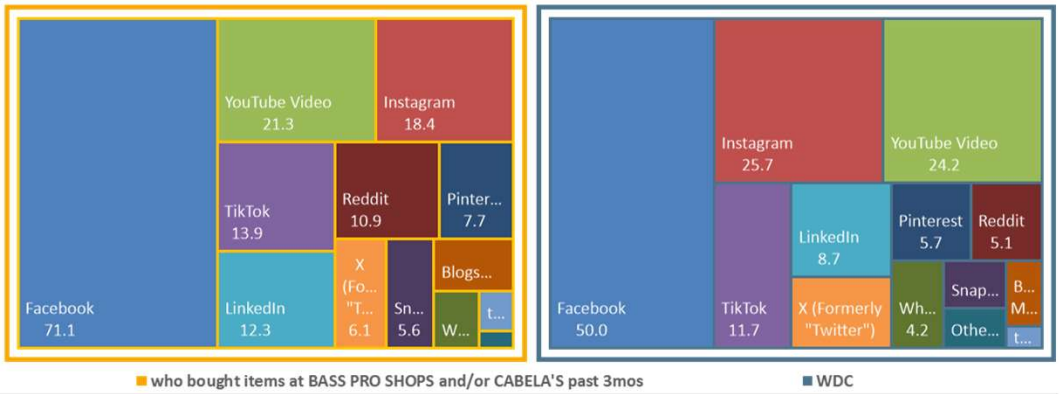
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

104,120 or 70.7% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported Facebook for an average of 62.5 minutes every day representing 39.7% of all time spent daily with Ad-Supported Social Media.

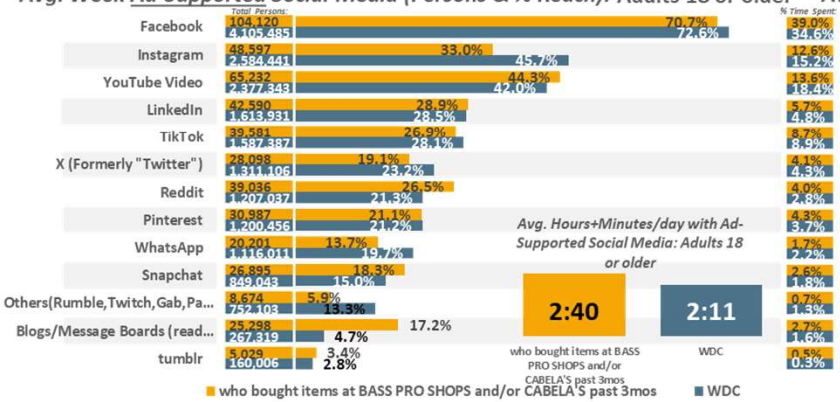
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



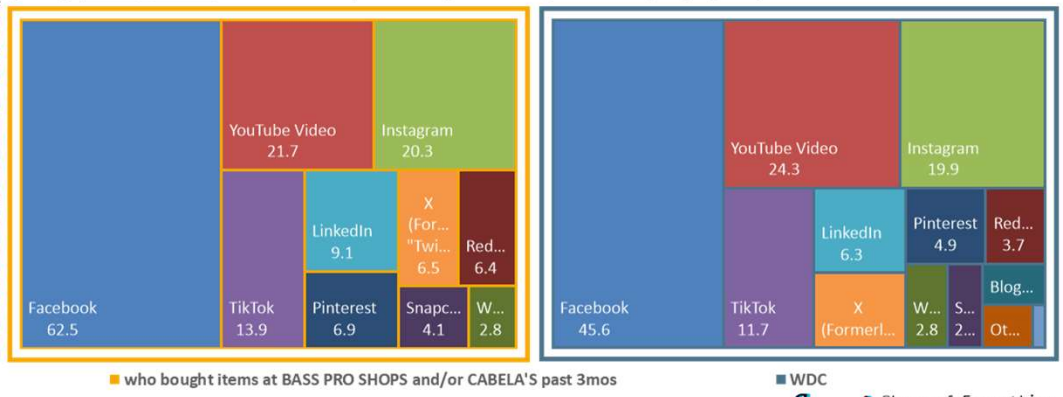
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 162

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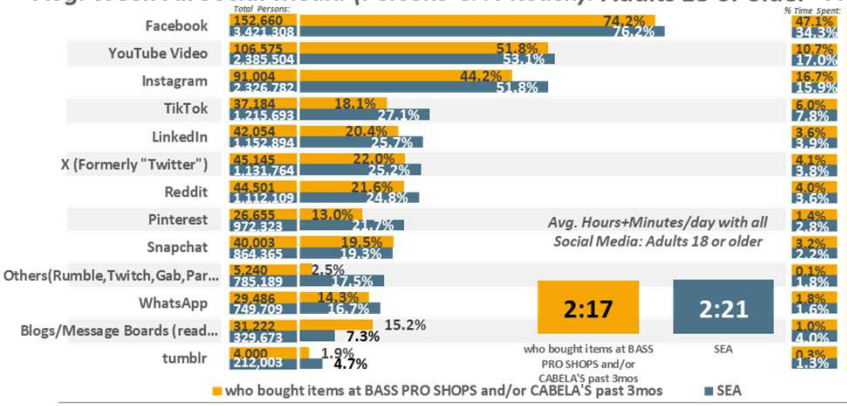
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

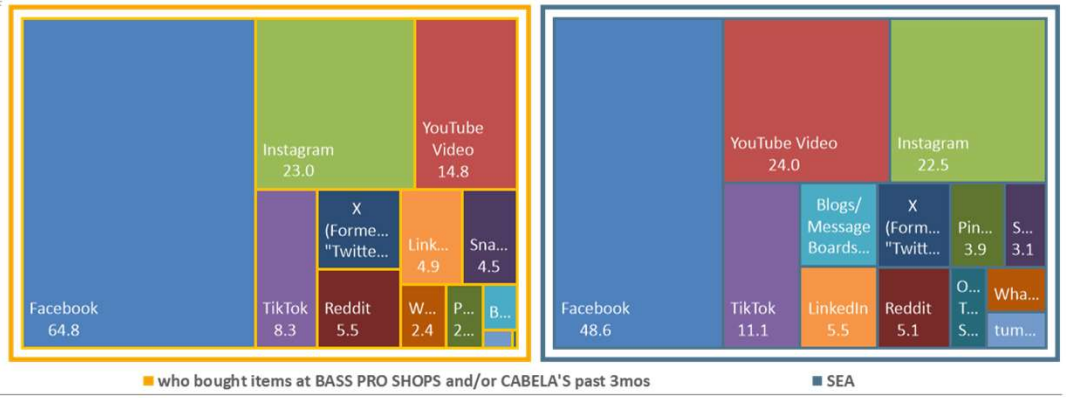
Bass Pro Shops Cabela's **SEA**

129,666 or 63.% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported Facebook for an average of 49.4 minutes every day representing 42.3% of all time spent daily with Ad-Supported Social Media.

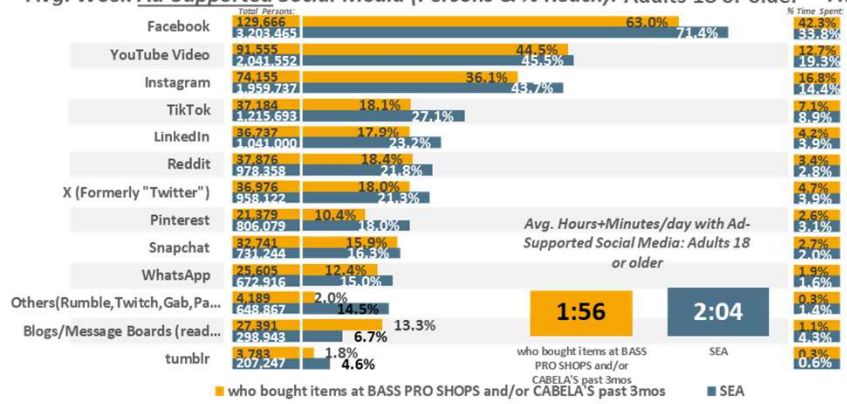
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



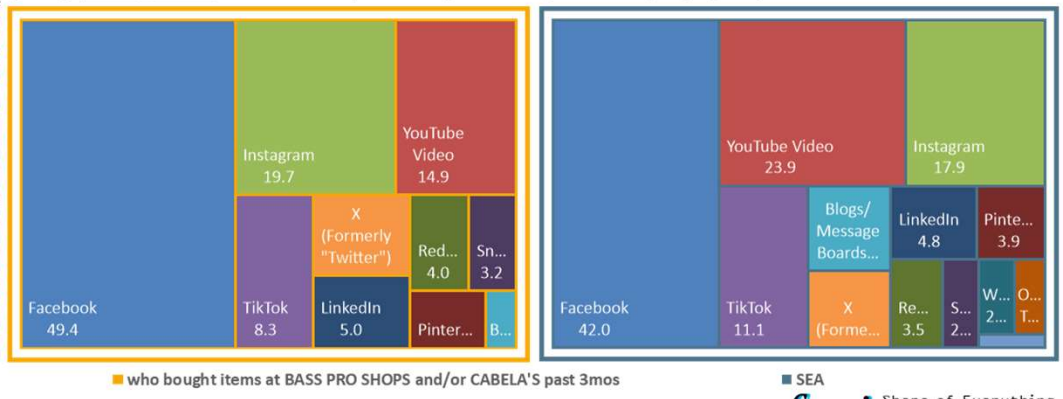
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 169

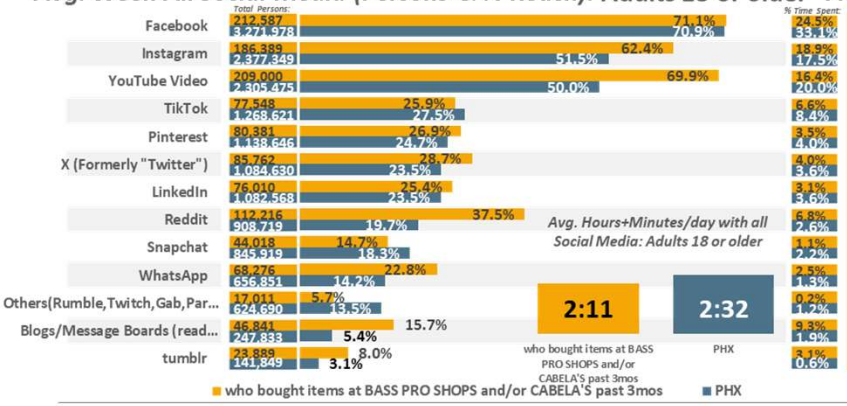
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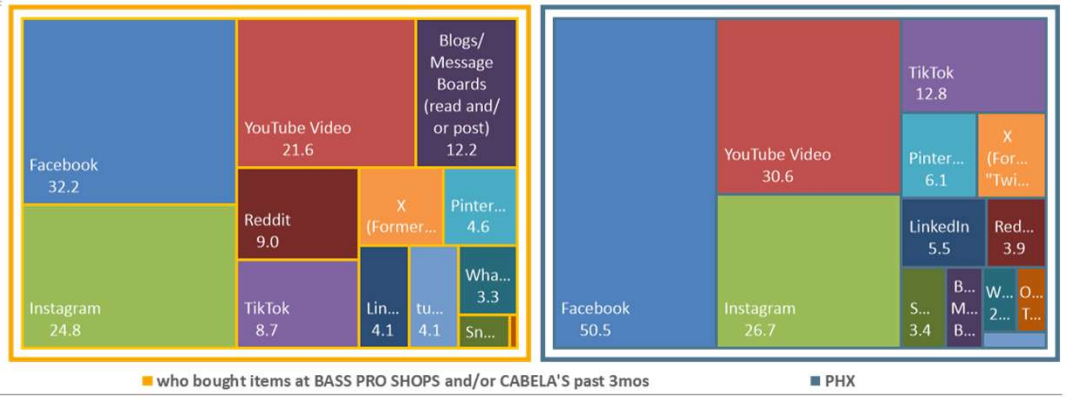
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

212,587 or 71.1% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported Facebook for an average of 37.6 minutes every day representing 29.4% of all time spent daily with Ad-Supported Social Media.

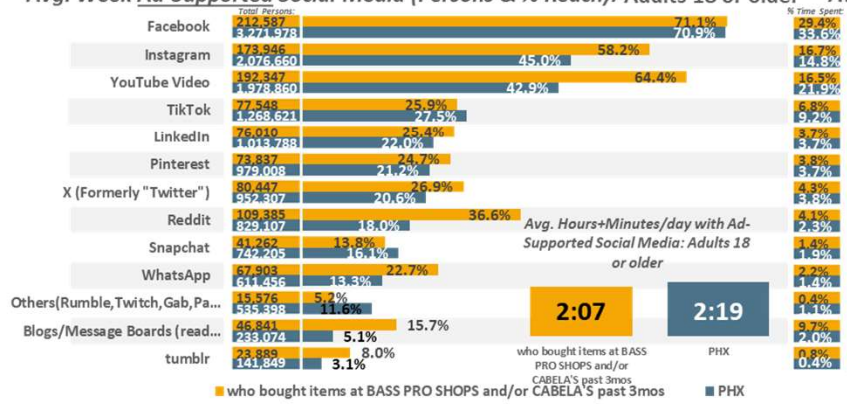
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



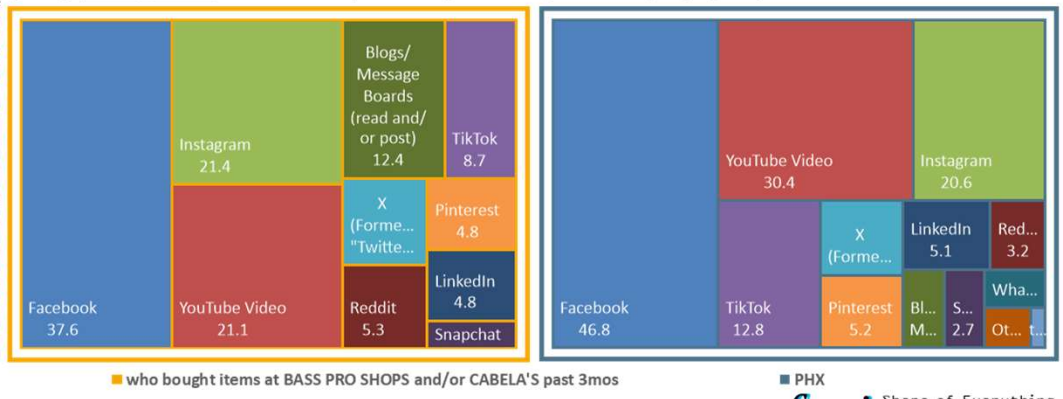
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



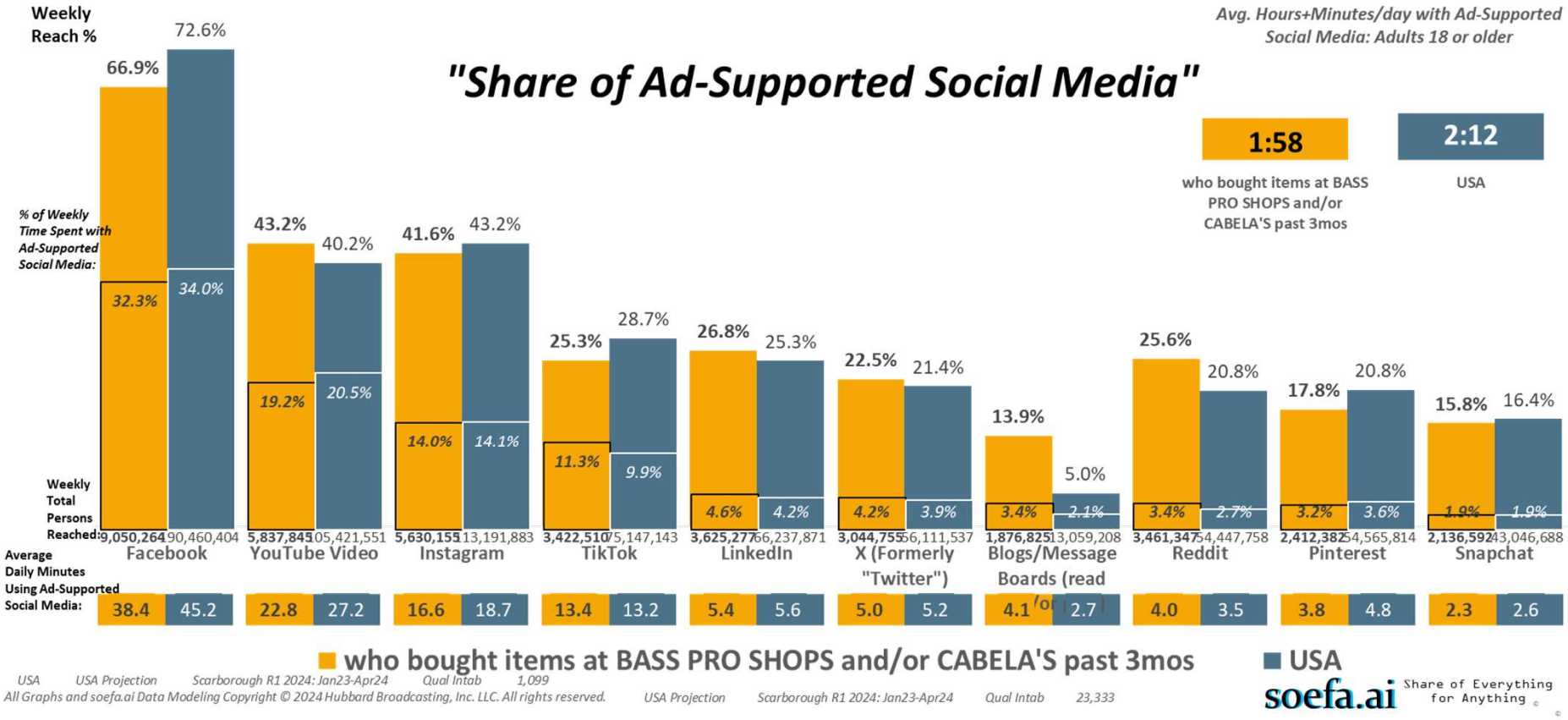
PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 130

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

9,050,264 or 66.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported Facebook for an average of 38.4 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

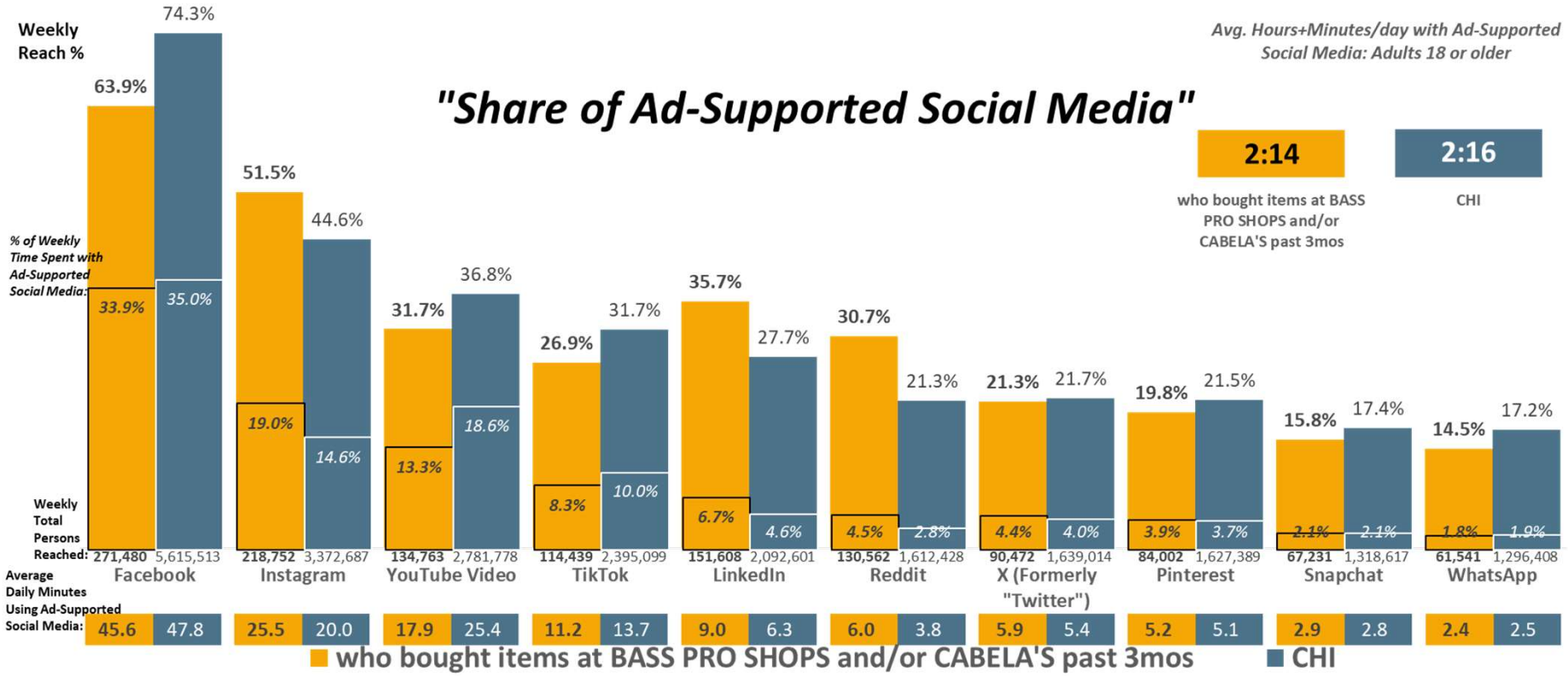
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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

271,480 or 63.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported Facebook for an average of 45.6 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.



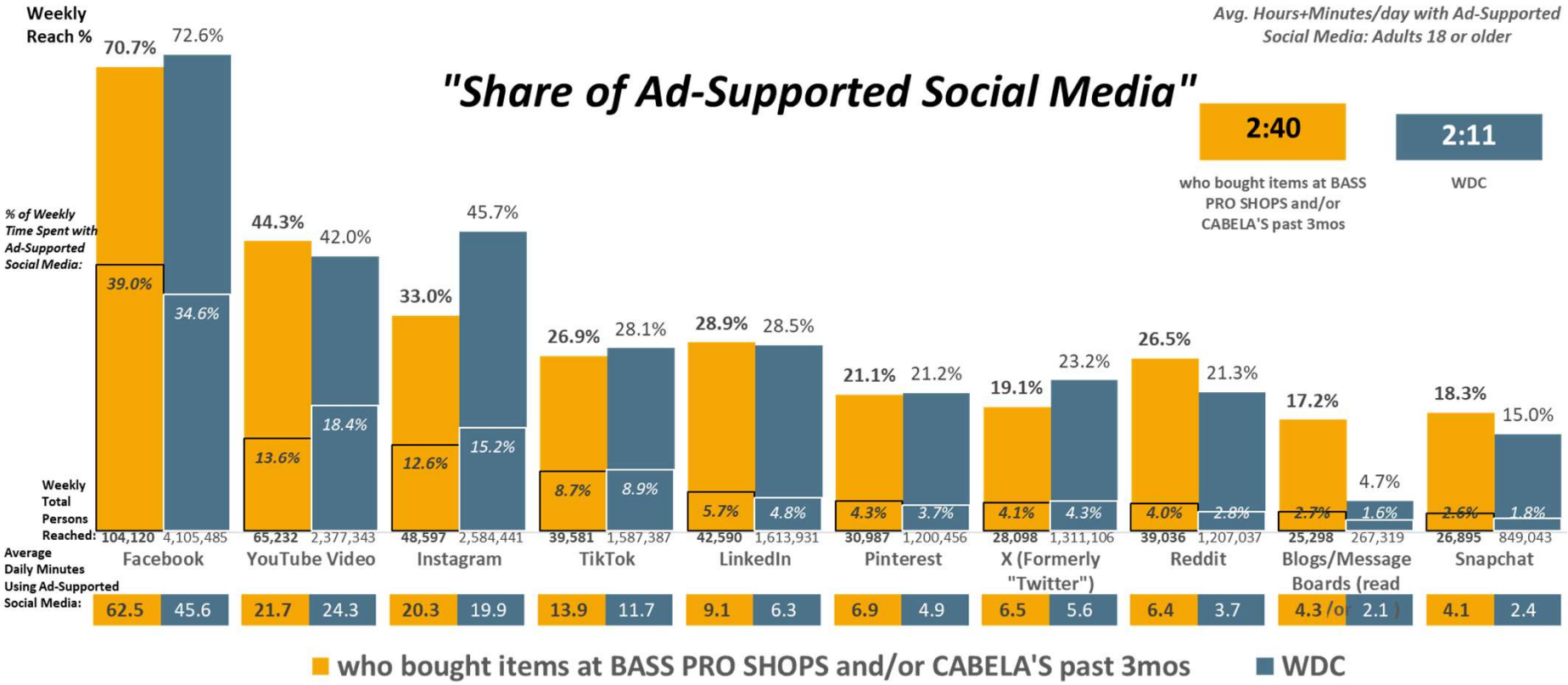
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 168 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

104,120 or 70.7% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported Facebook for an average of 62.5 minutes every day representing 39.% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 162 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

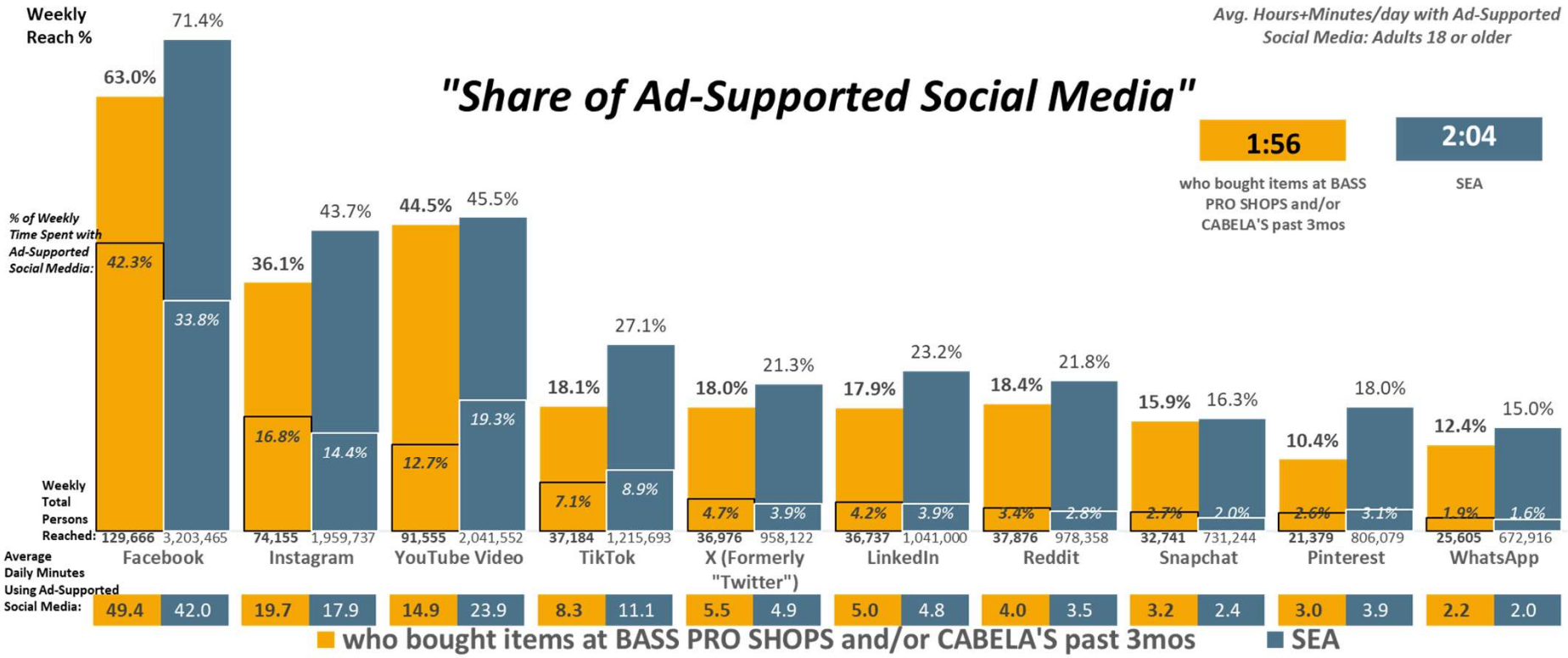
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Bass Pro Shops Cabela's SEA

129,666 or 63.% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported Facebook for an average of 49.4 minutes every day representing 42.3% of all time spent daily with Ad-Supported Social Media.



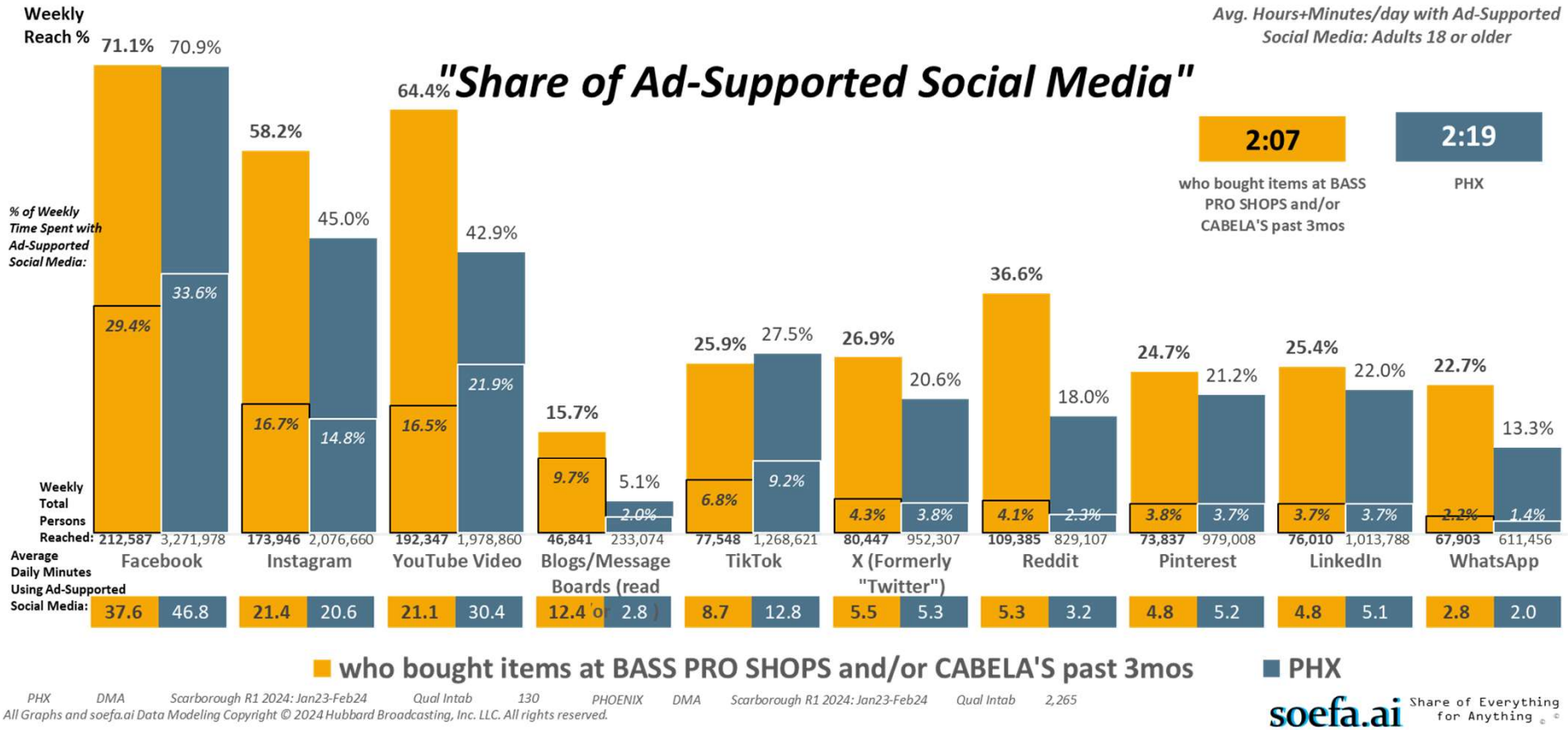
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 169 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

212,587 or 71.1% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported Facebook for an average of 37.6 minutes every day representing 29.4% of all time spent daily with Ad-Supported Social Media.



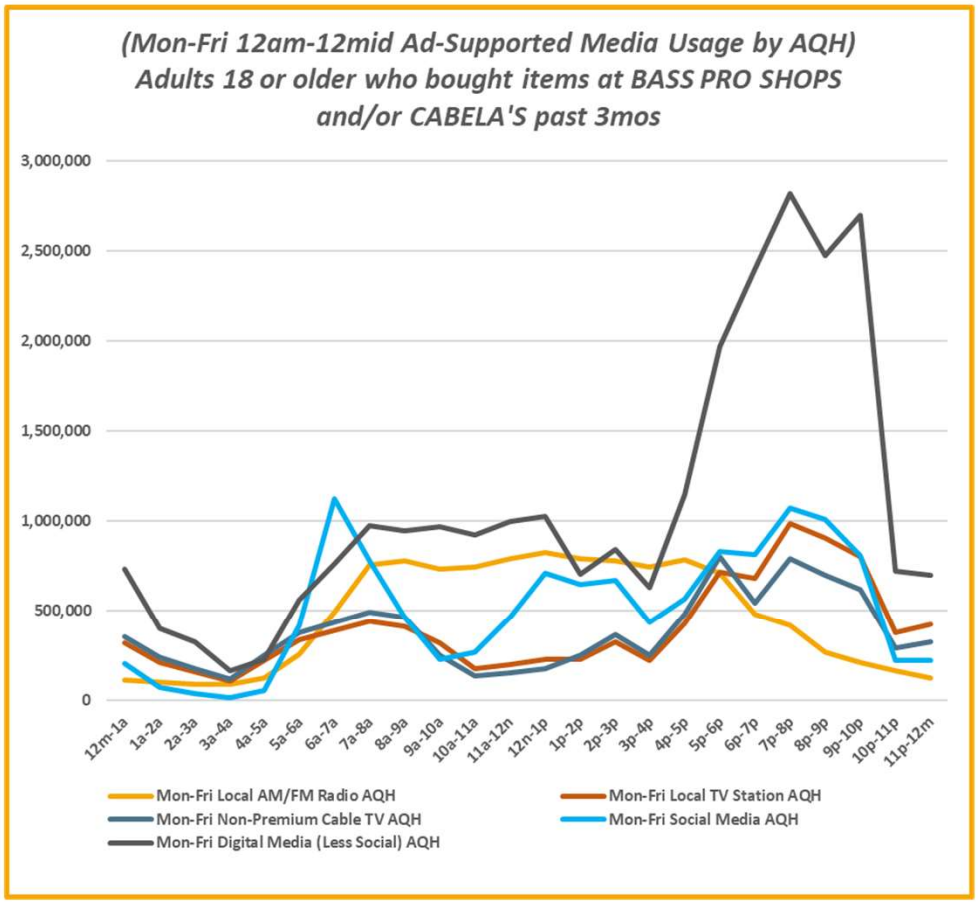
PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 130 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

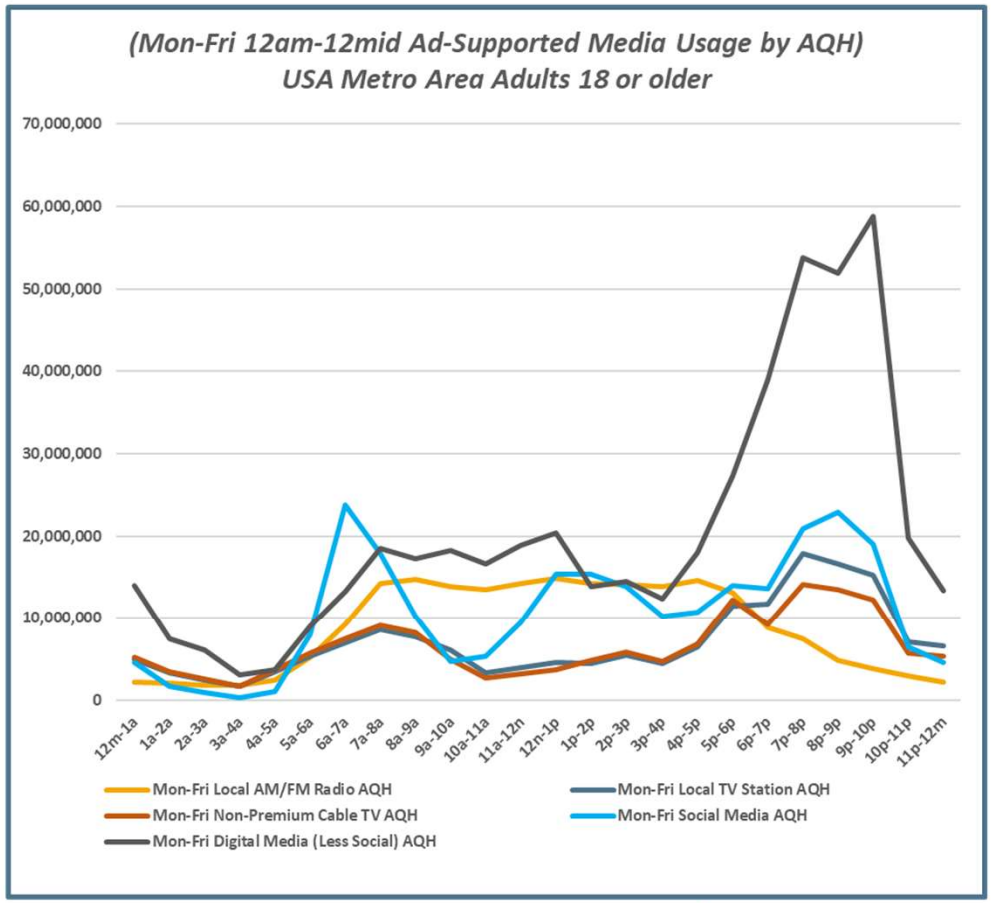
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,098,700; Local Radio: 723,644; Social Media: 614,731; Non-Prem. Cable: 367,825; Local TV: 365,885 reaching Adults 18 or older who bought items at BASS PRO SHOPS and/or





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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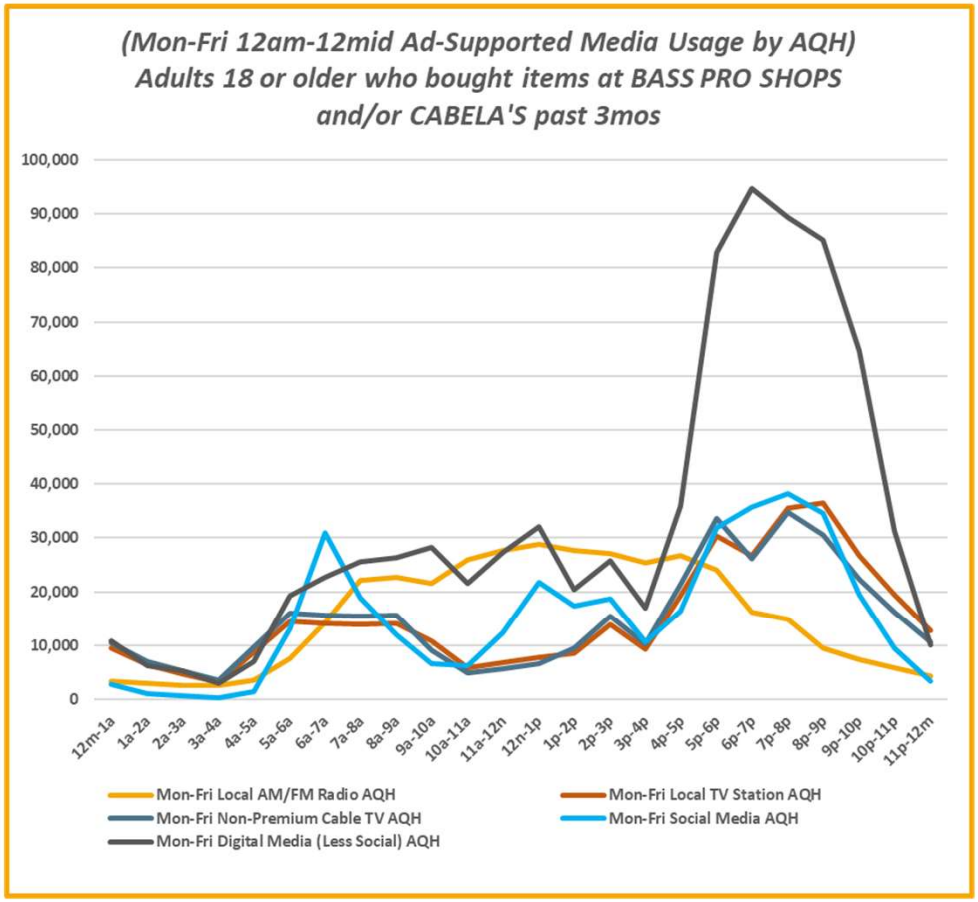
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

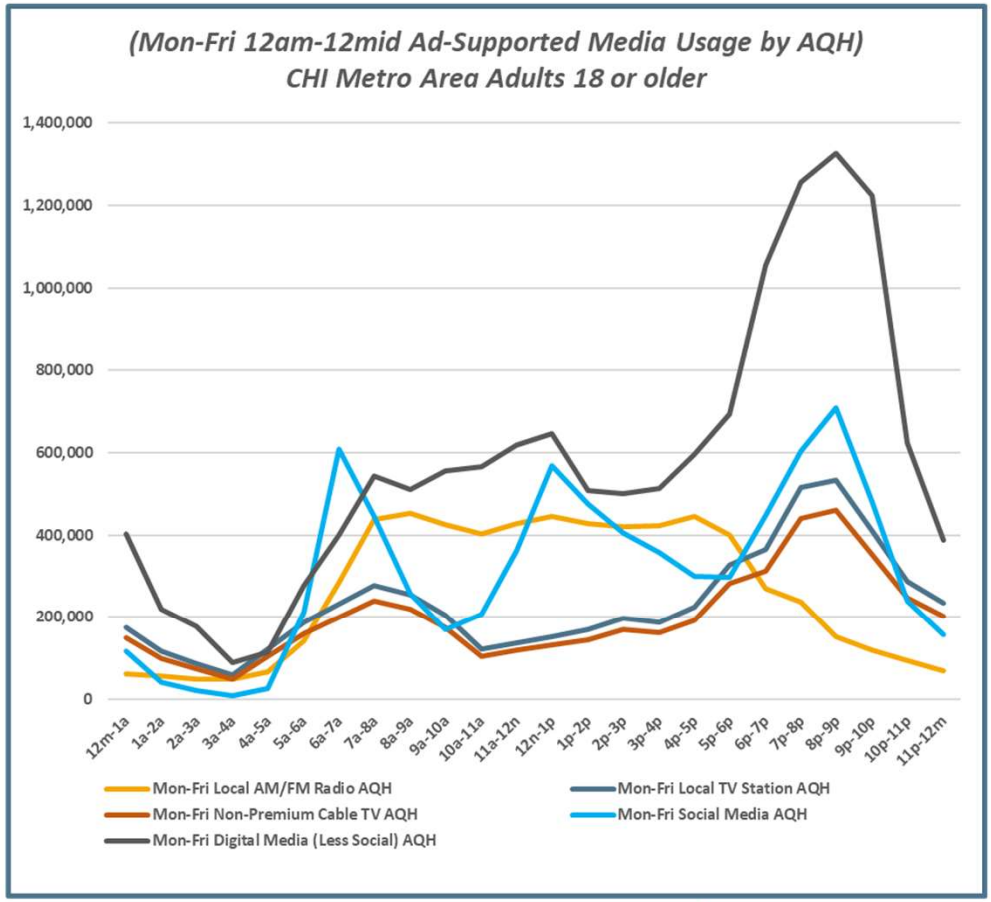
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Bass Pro Shops Cabela's **CHI**

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 35,402; Local Radio: 23,878; Social Media: 18,425; Non-Prem. Cable: 14,538; Local TV: 13,964 reaching Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'





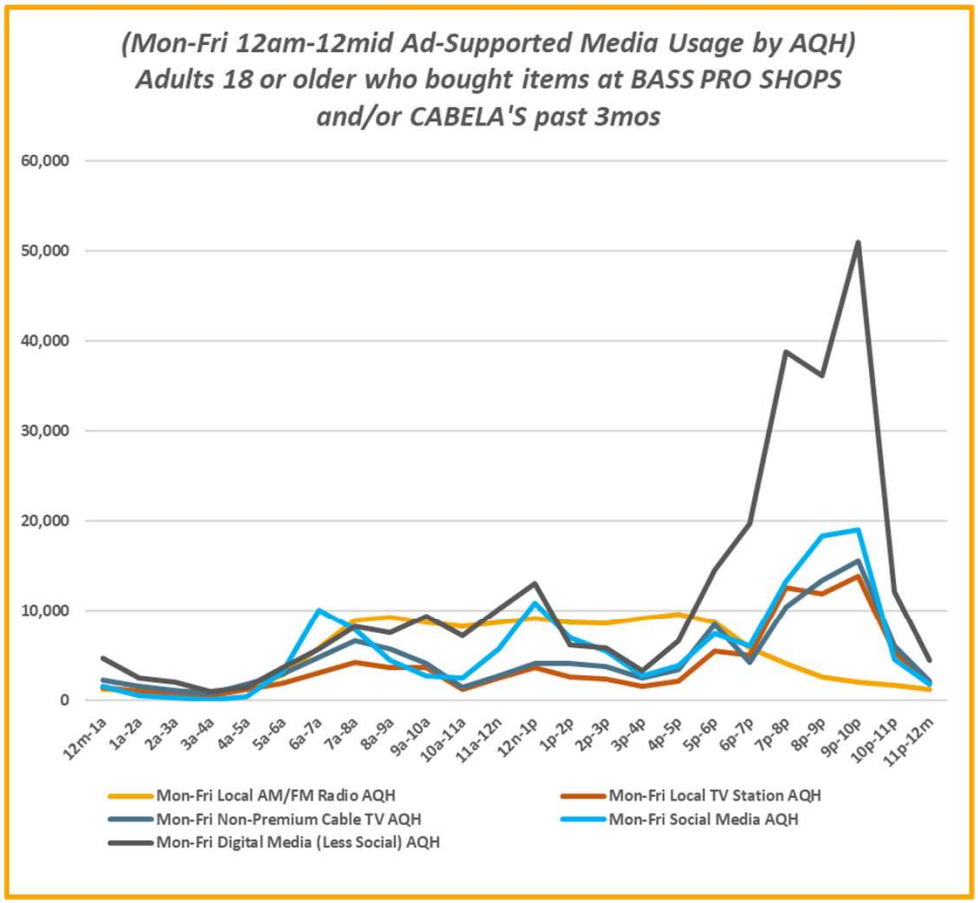
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 168

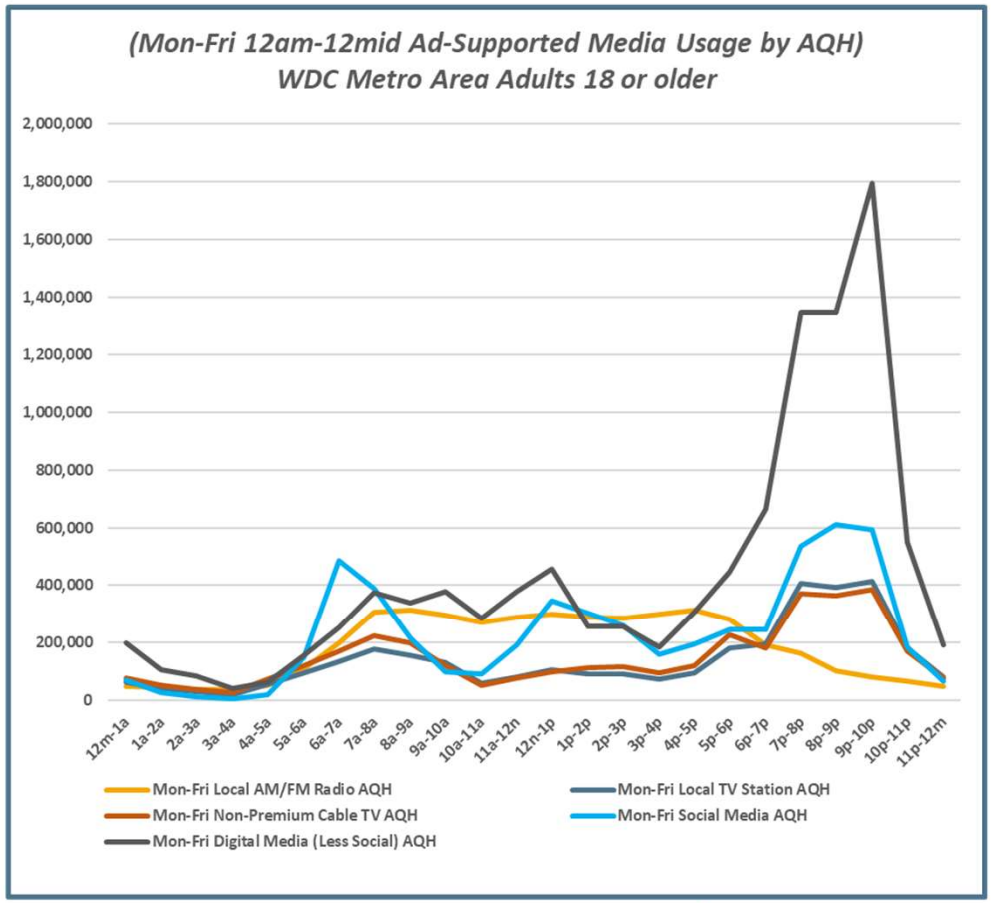
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,011; Local Radio: 8,406; Social Media: 5,888; Non-Prem. Cable: 4,284; Local TV: 3,160 reaching Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S pas





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 162

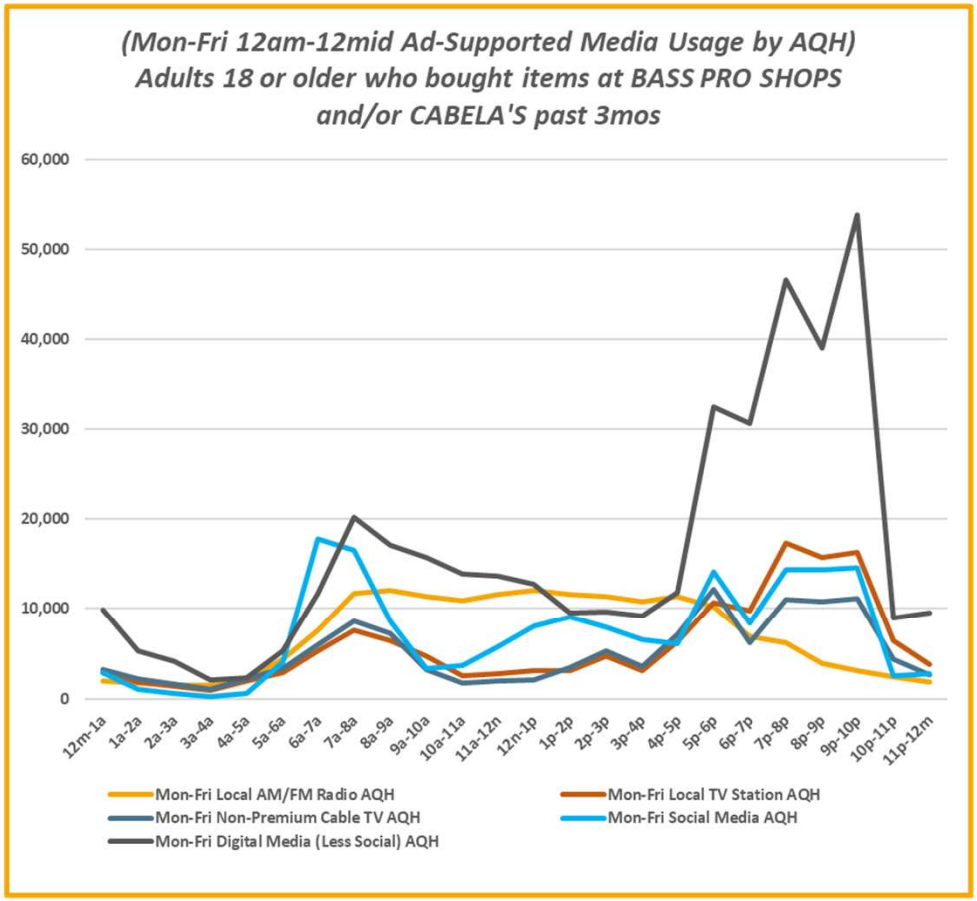
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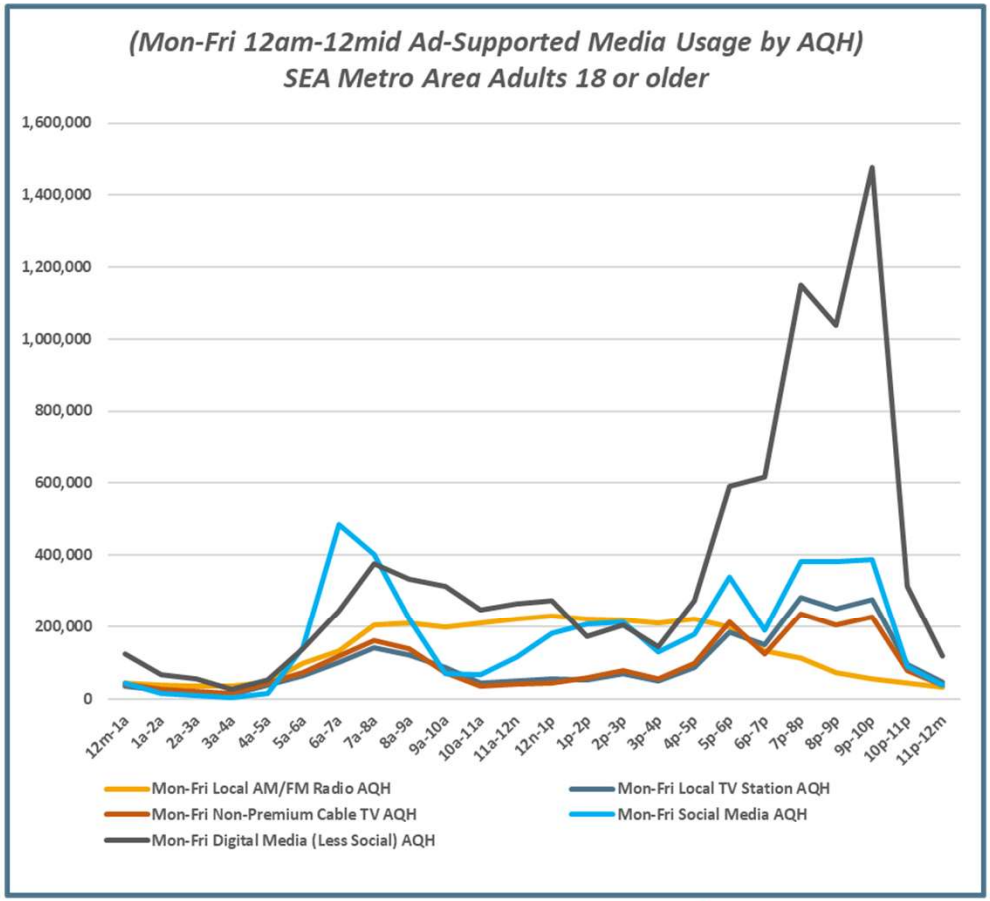
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Bass Pro Shops Cabela's SEA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,035; Local Radio: 10,721; Social Media: 8,920; Local TV: 5,373; Non-Prem. Cable: 5,281 reaching Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S p





SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 169

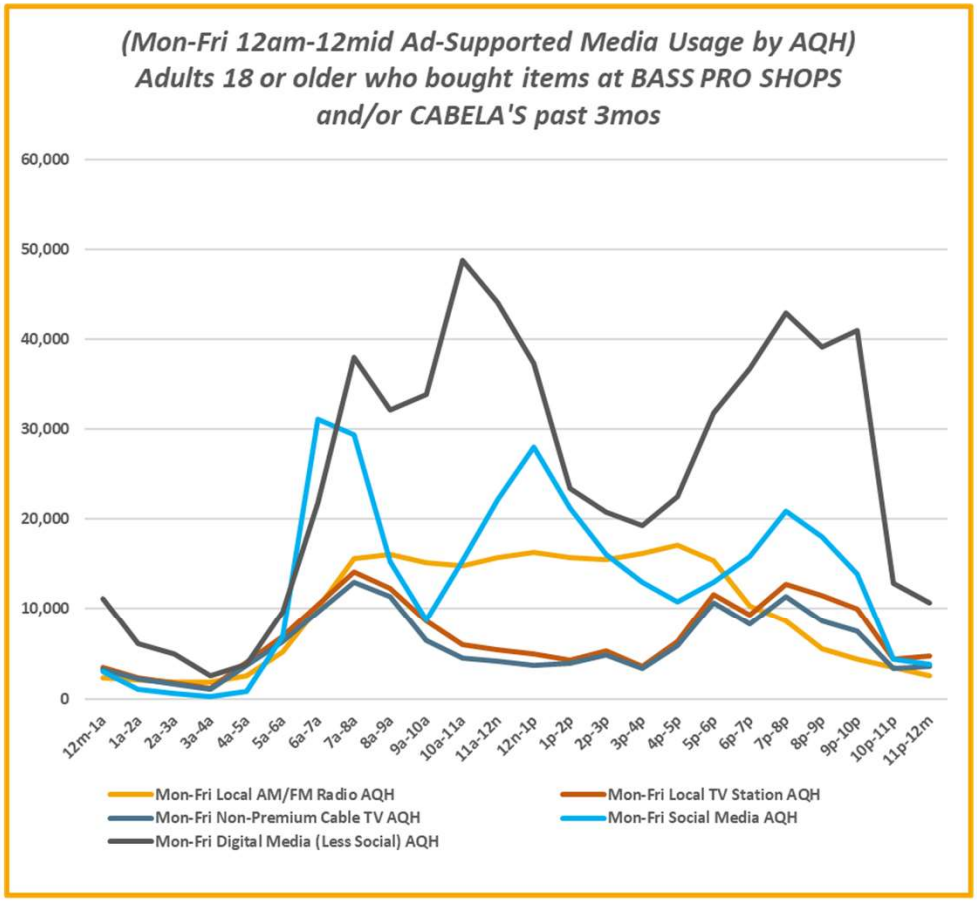
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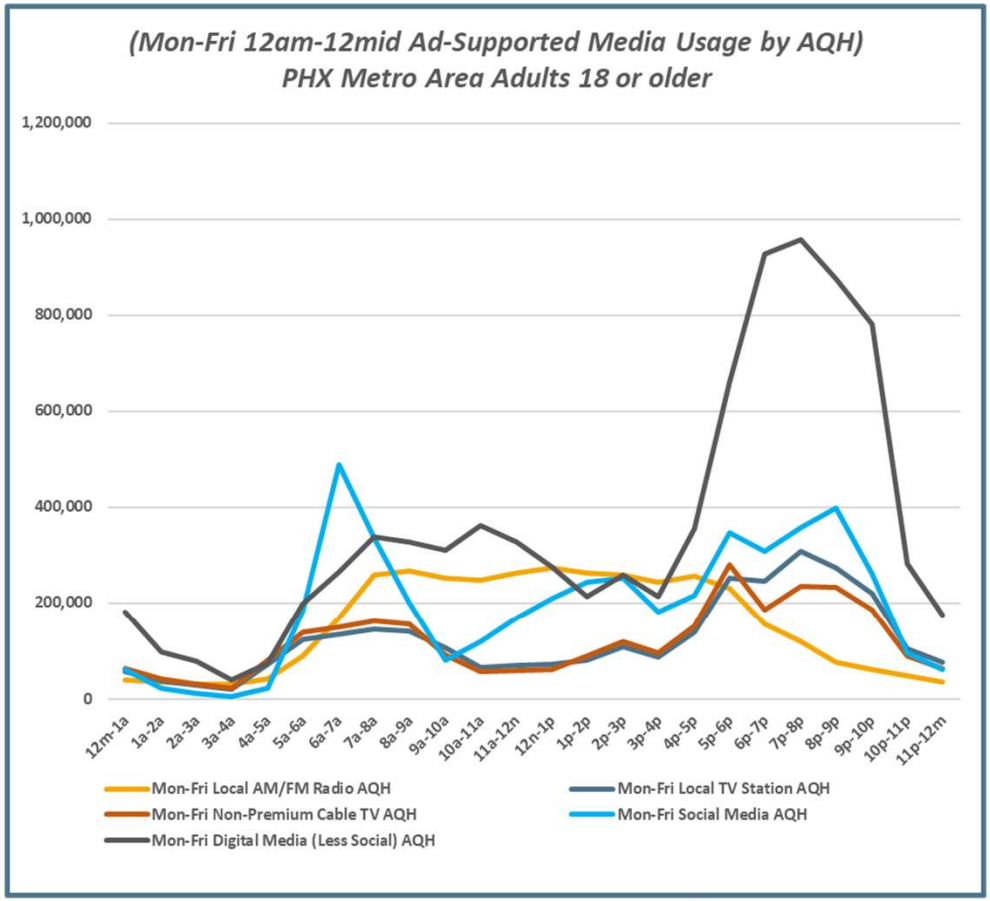
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Bass Pro Shops Cabela's PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 31,601; Social Media: 18,464; Local Radio: 14,947; Local TV: 7,856; Non-Prem. Cable: 6,897 reaching Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S





PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 130

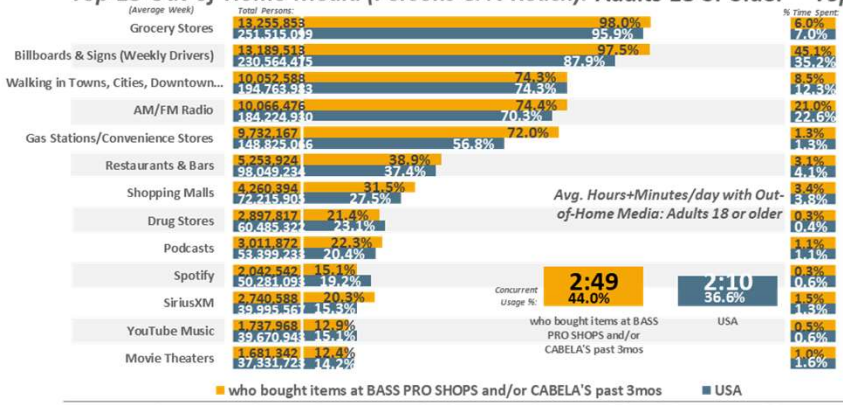
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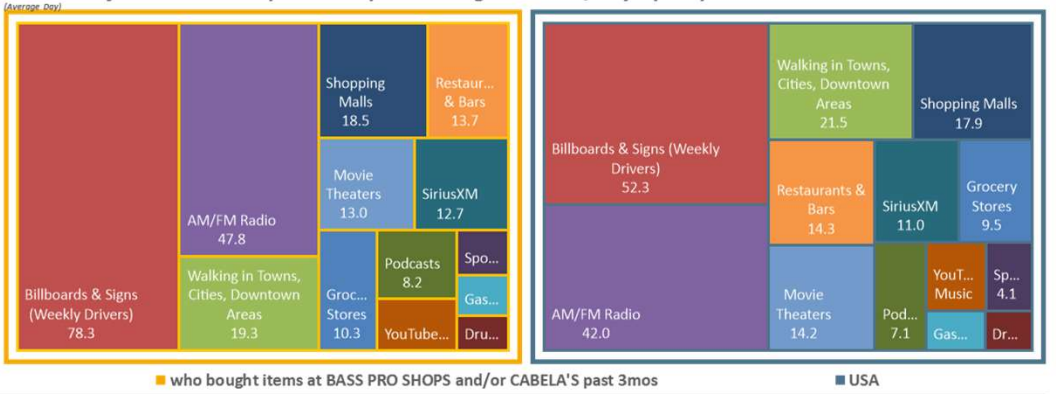
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

13,189,513 or 97.5% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 78.3 minutes per day driving, seeing Billboards and Signs. 70.2% Listen to Local Radio Stations Out-of-Home for an average of 45.6 m

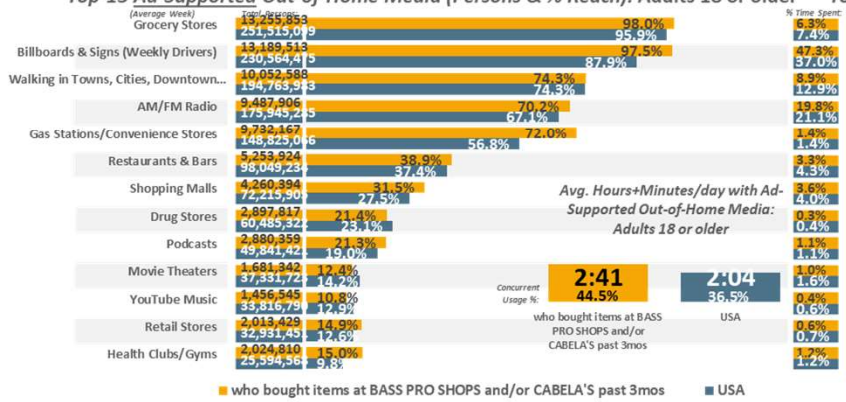
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



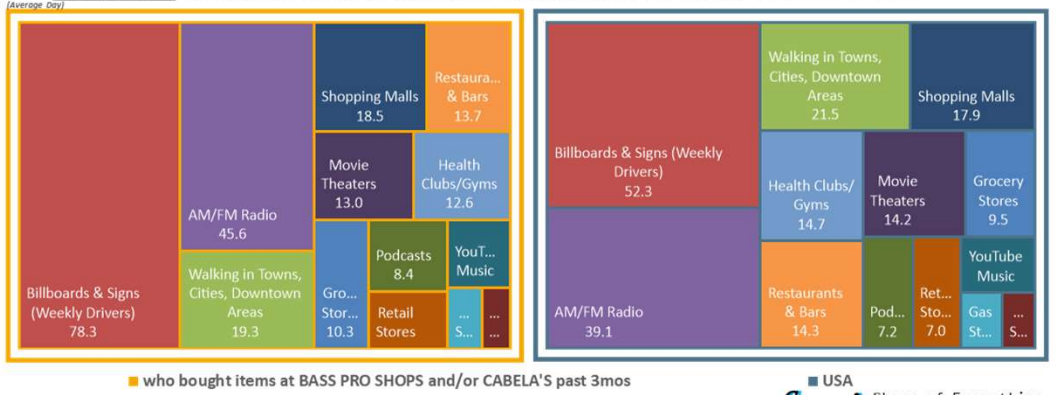
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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

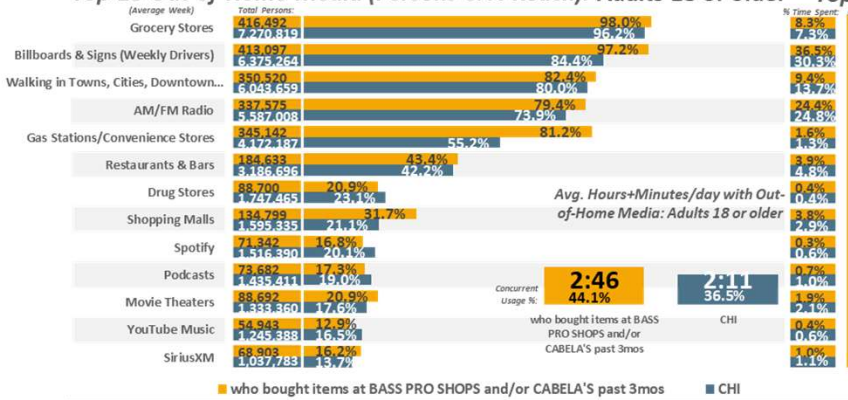
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

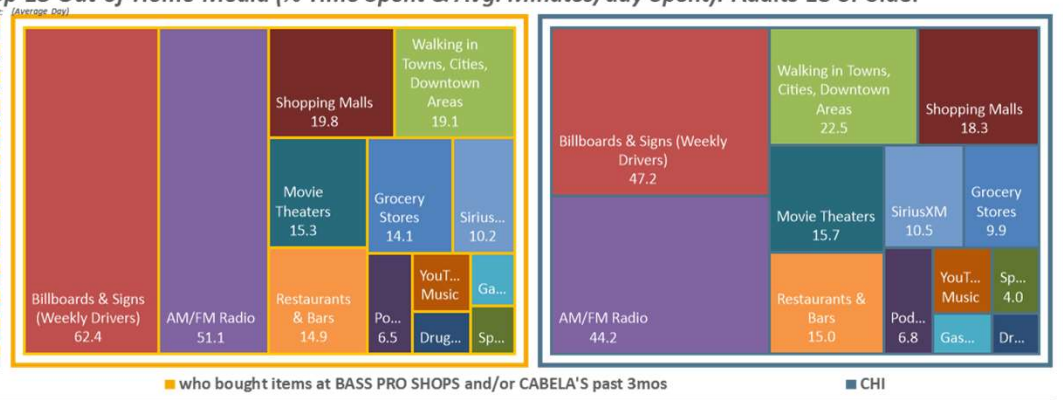
Bass Pro Shops Cabela's **CHI**

413,097 or 97.2% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 62.4 minutes per day driving, seeing Billboards and Signs. 73.7% Listen to Local Radio Stations Out-of-Home for an average of 48.4 minu

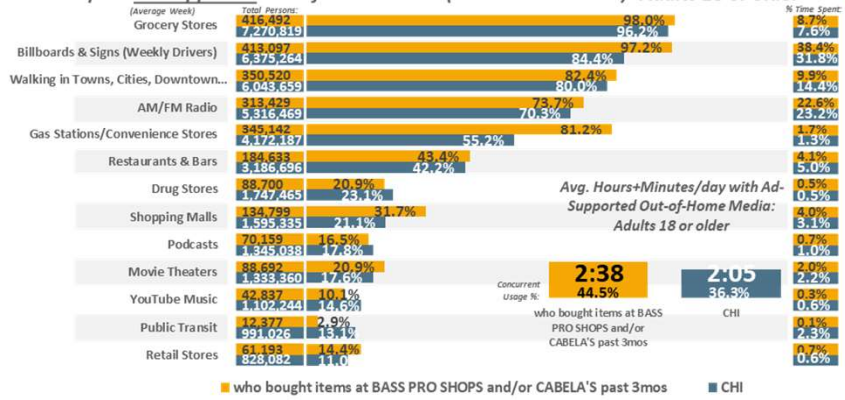
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



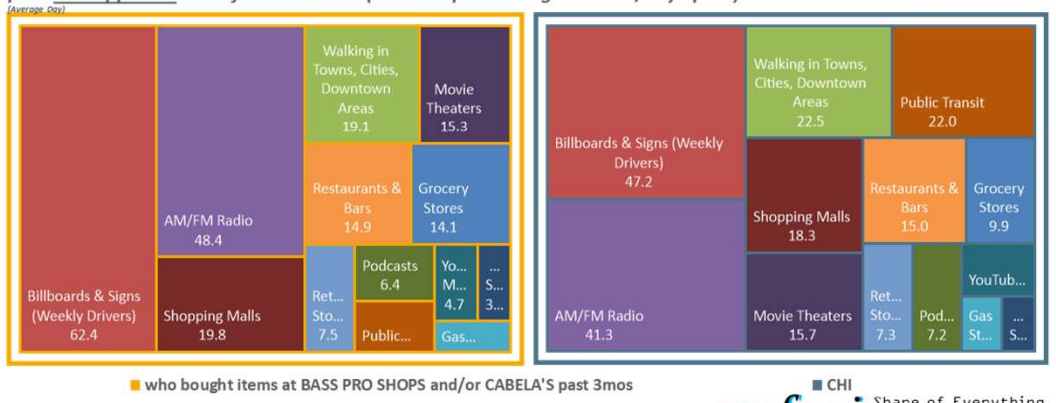
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 168

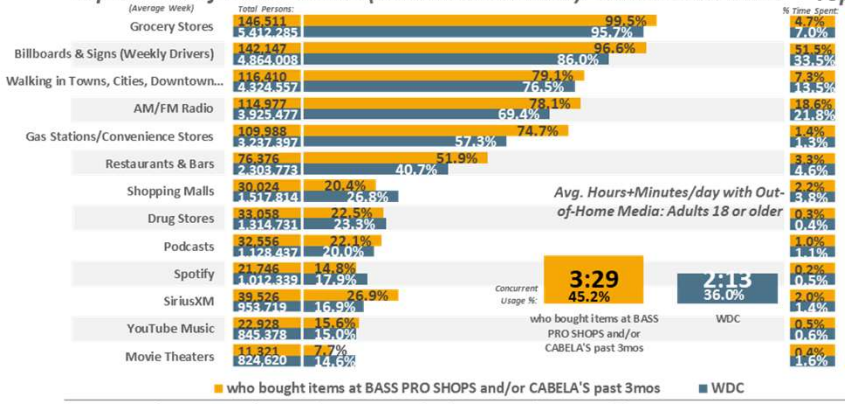
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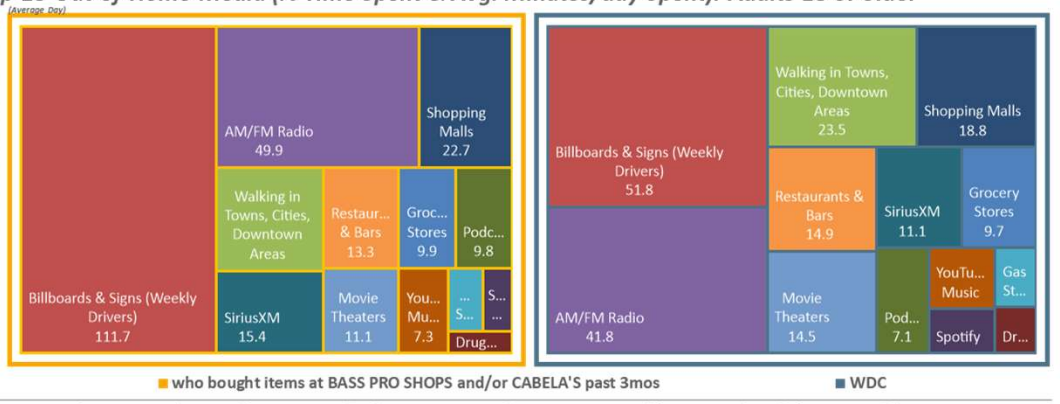
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

142,147 or 96.6% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 111.7 minutes per day driving, seeing Billboards and Signs. 73.5% Listen to Local Radio Stations Out-of-Home for an average of 48. minu

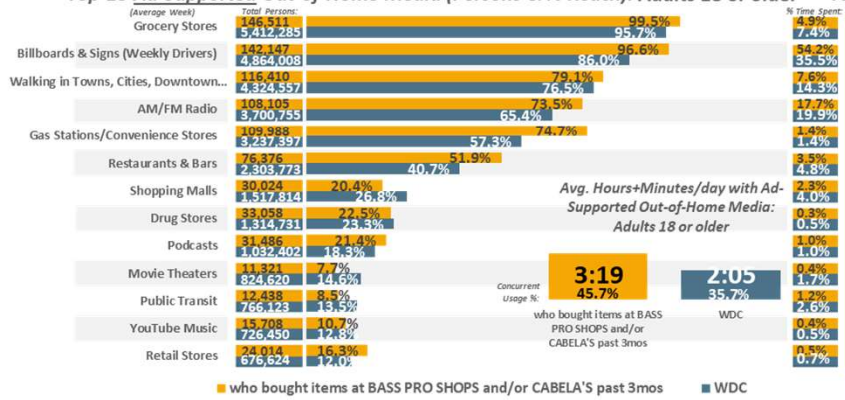
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 162

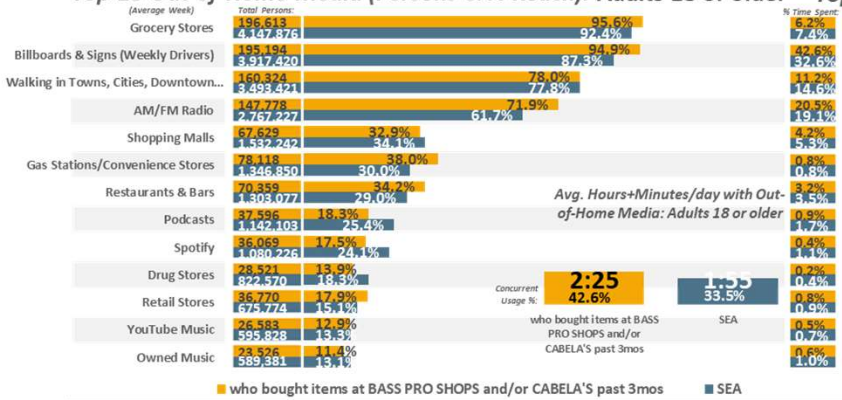
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

195,194 or 94.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 65.1 minutes per day driving, seeing Billboards and Signs. 69.2% Listen to Local Radio Stations Out-of-Home for an average of 37. minut

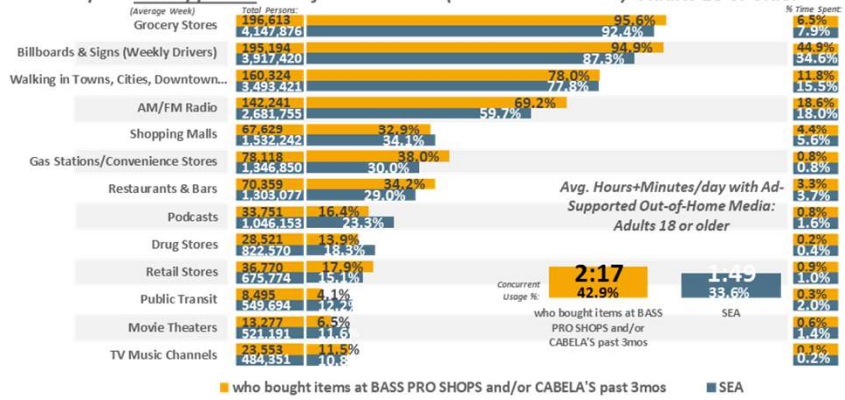
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



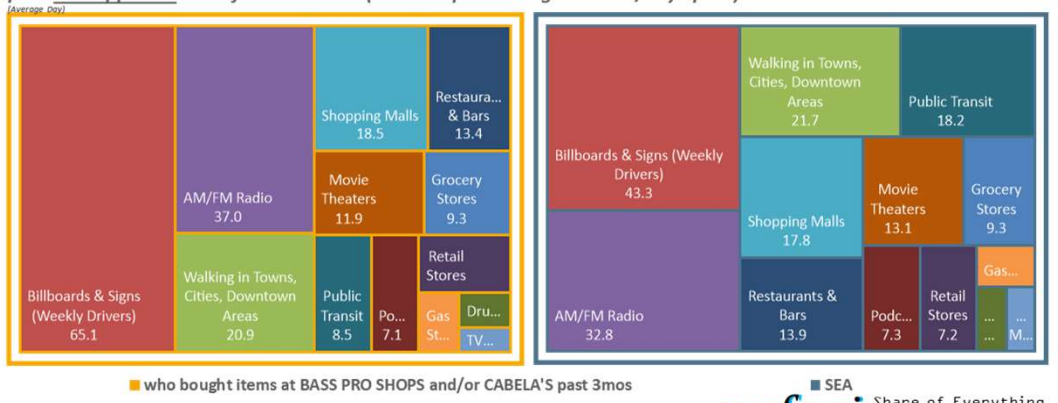
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 169

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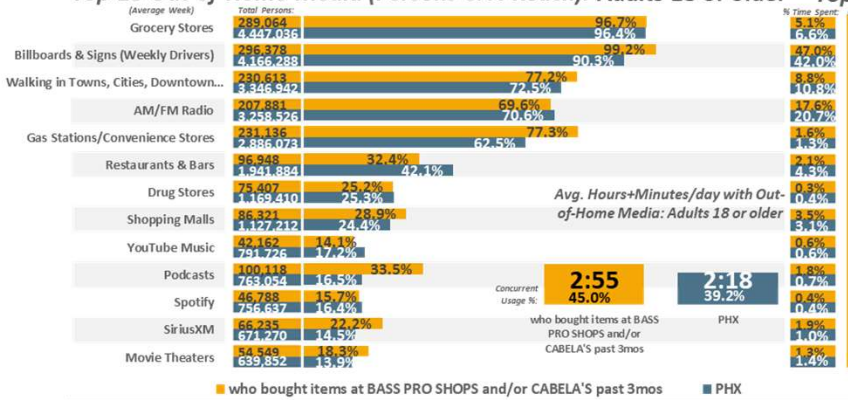
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

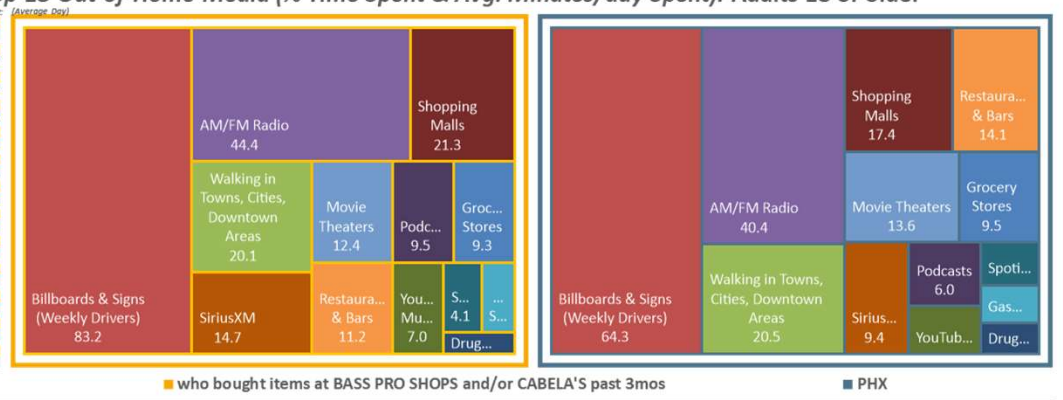
Bass Pro Shops Cabela's **PHX**

296,378 or 99.2% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 83.2 minutes per day driving, seeing Billboards and Signs. 65.6% Listen to Local Radio Stations Out-of-Home for an average of 44.3 minu

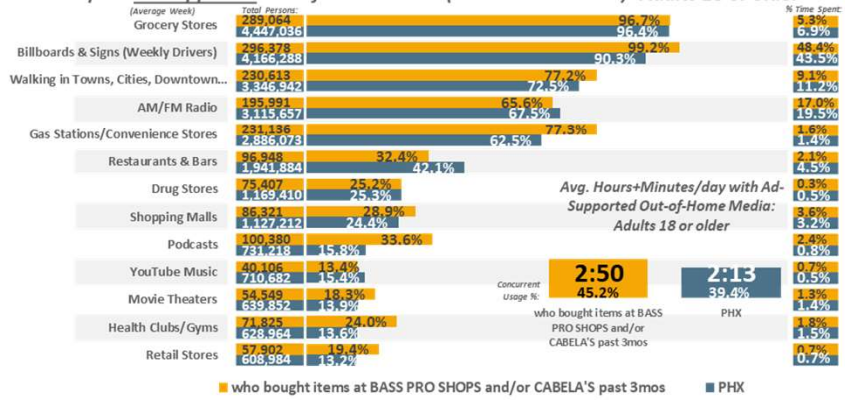
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



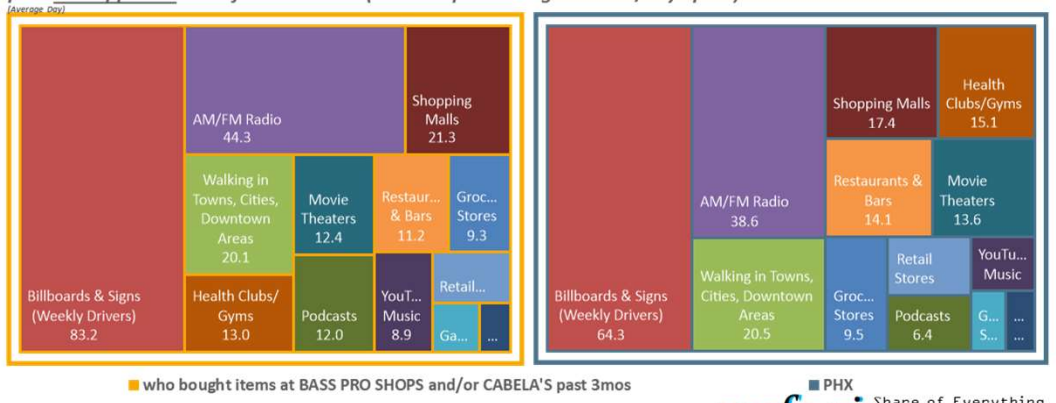
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 130

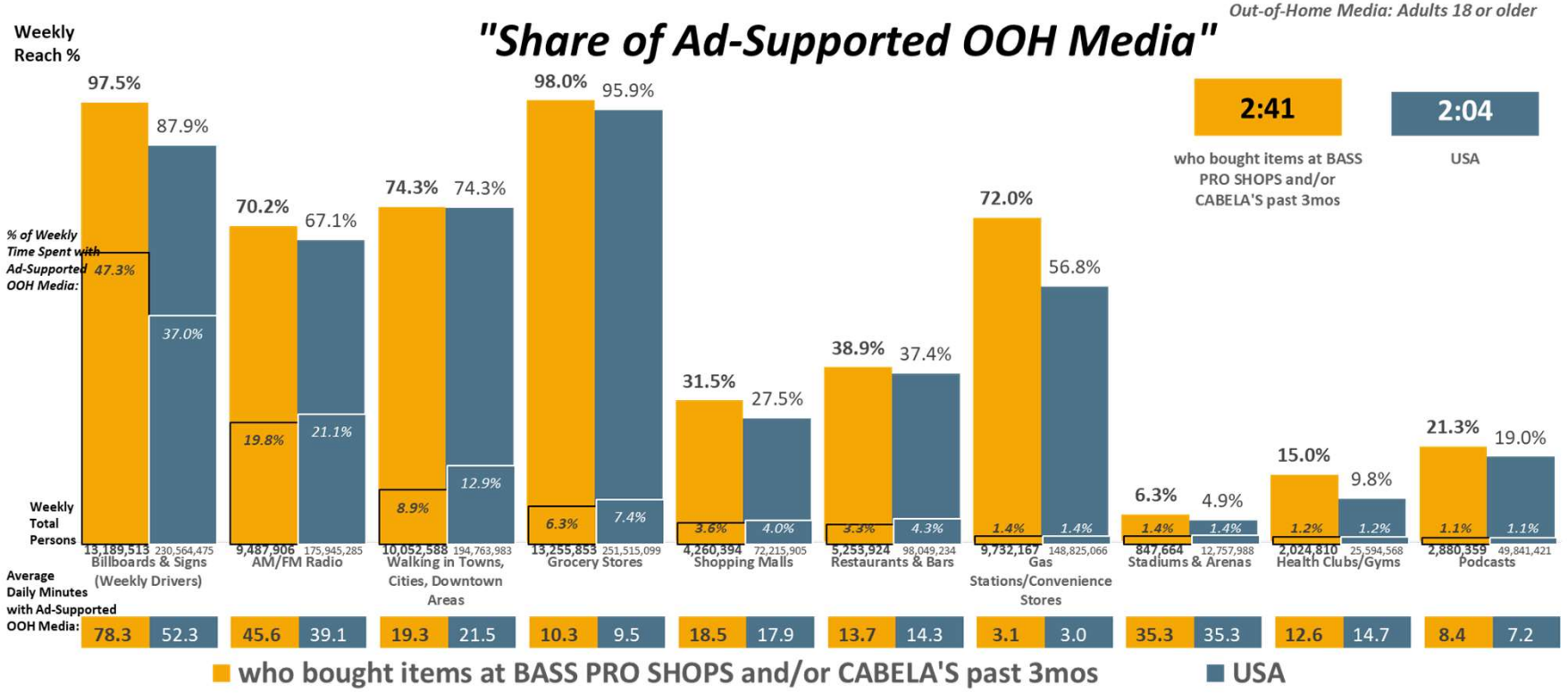
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13,189,513 or 97.5% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 78.3 minutes per day driving, seeing Billboards and Signs representing 47.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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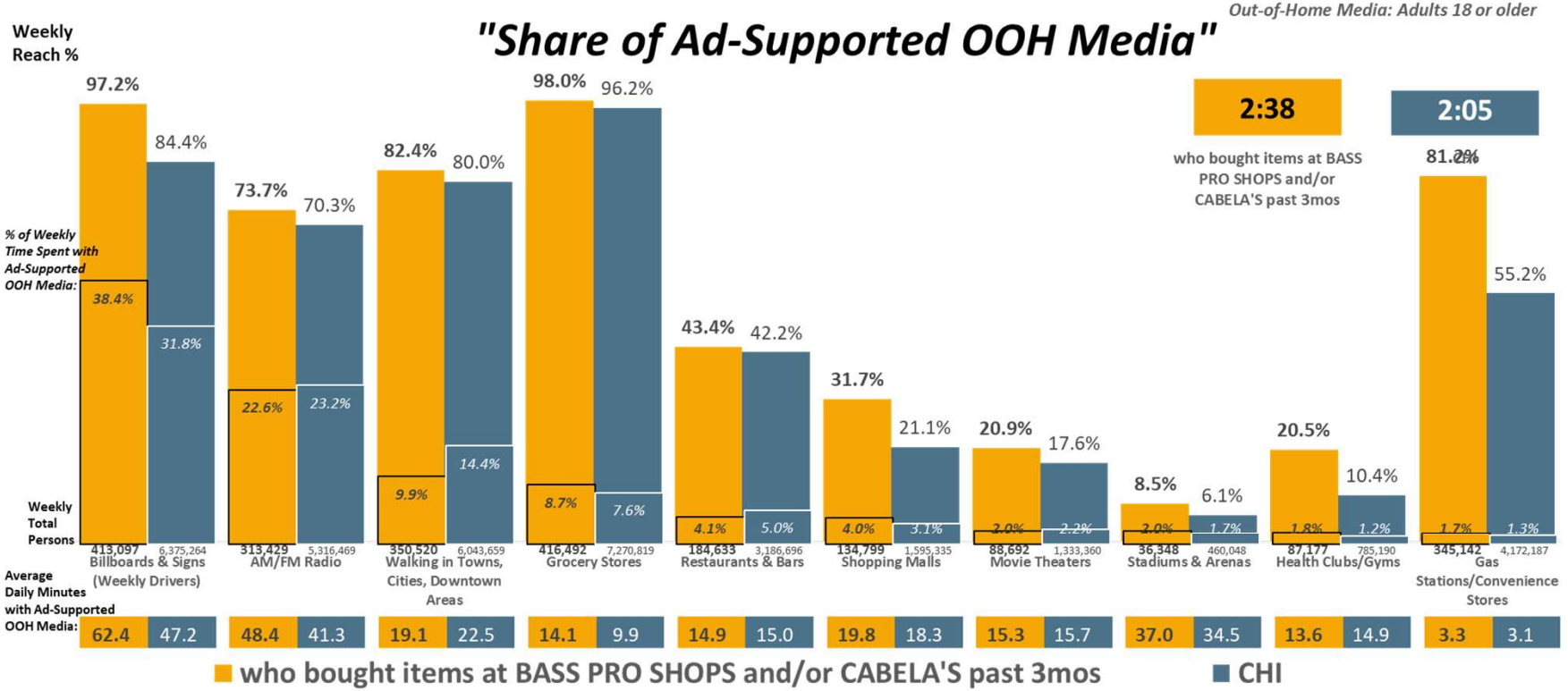
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

413,097 or 97.2% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 62.4 minutes per day driving, seeing Billboards and Signs representing 38.4% 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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 168 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

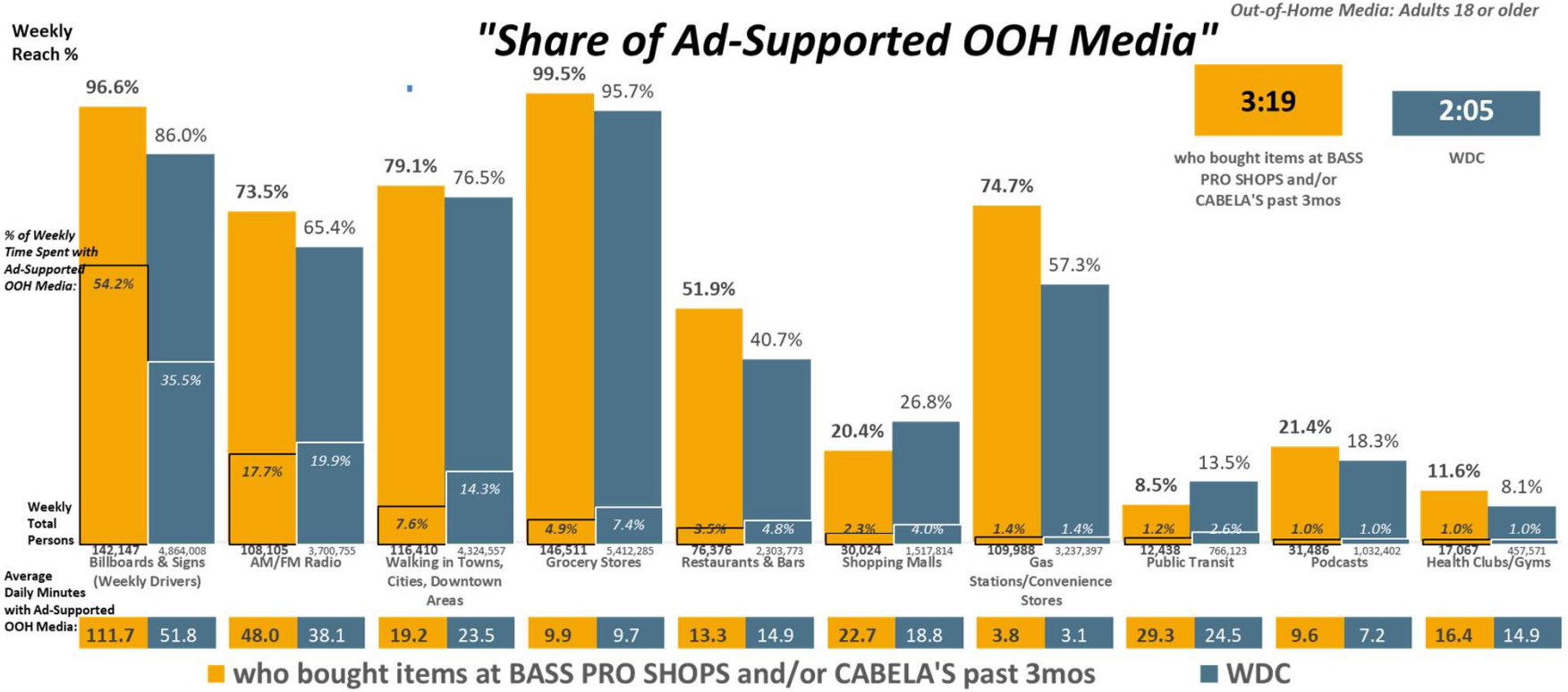
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

142,147 or 96.6% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 111.7 minutes per day driving, seeing Billboards and Signs representing 54.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 162 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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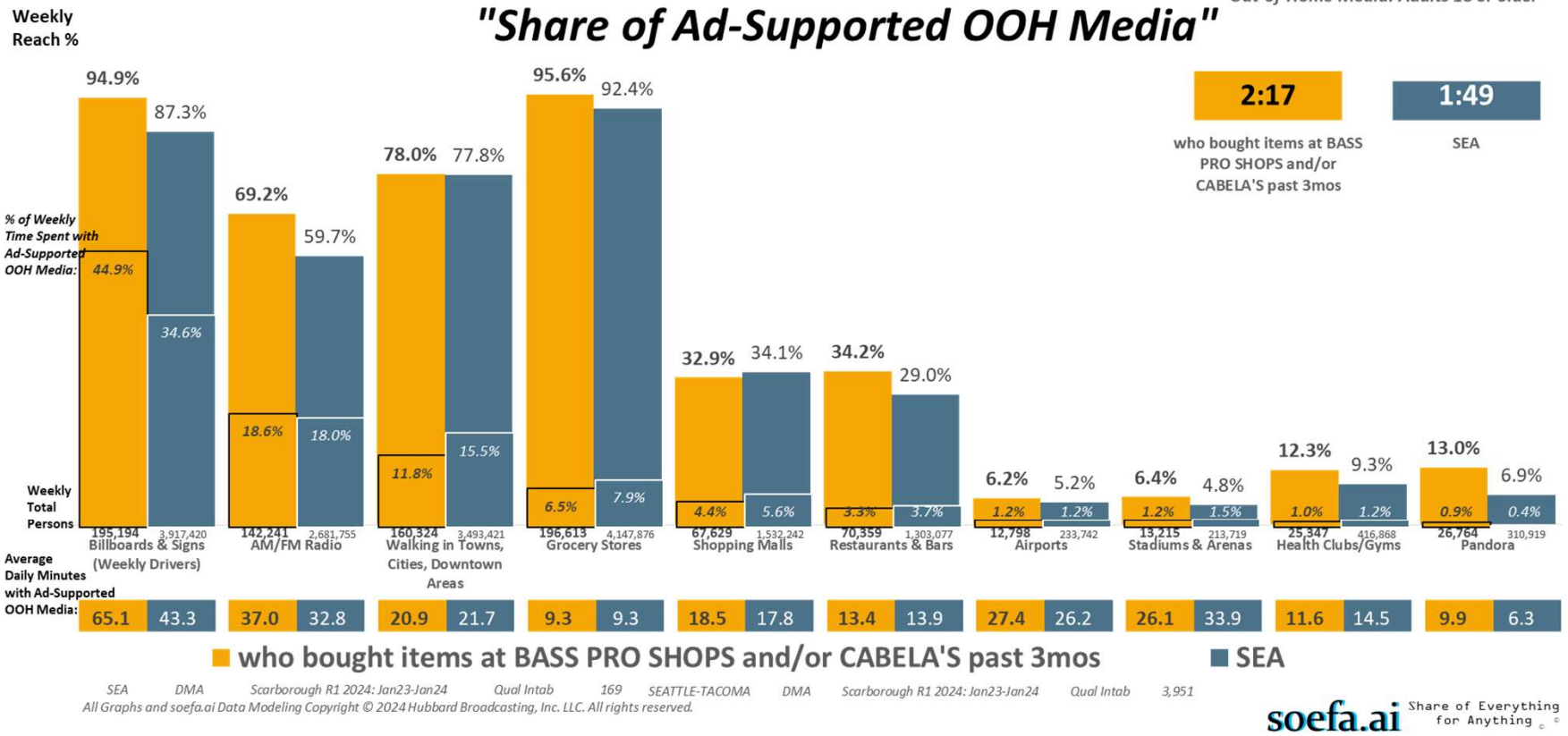
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

195,194 or 94.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 65.1 minutes per day driving, seeing Billboards and Signs representing 44.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 169 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

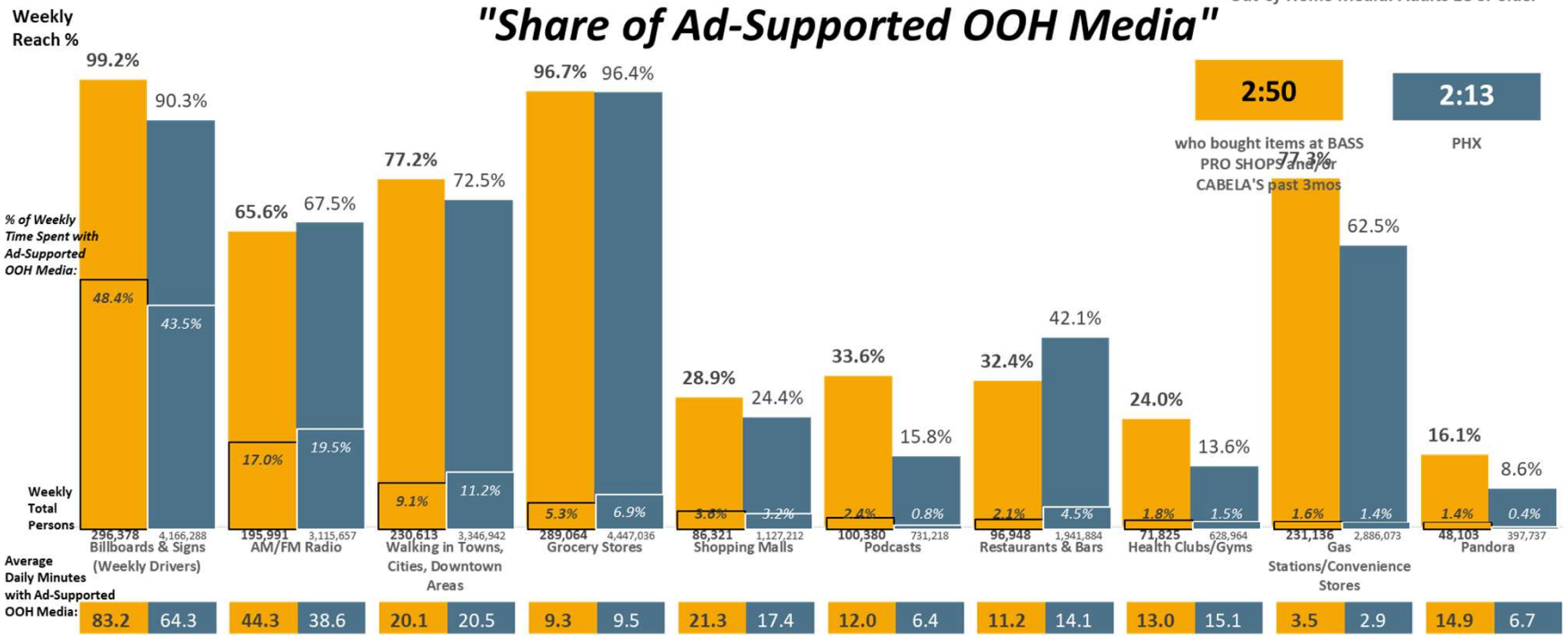
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

296,378 or 99.2% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 83.2 minutes per day driving, seeing Billboards and Signs representing 48.4% 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



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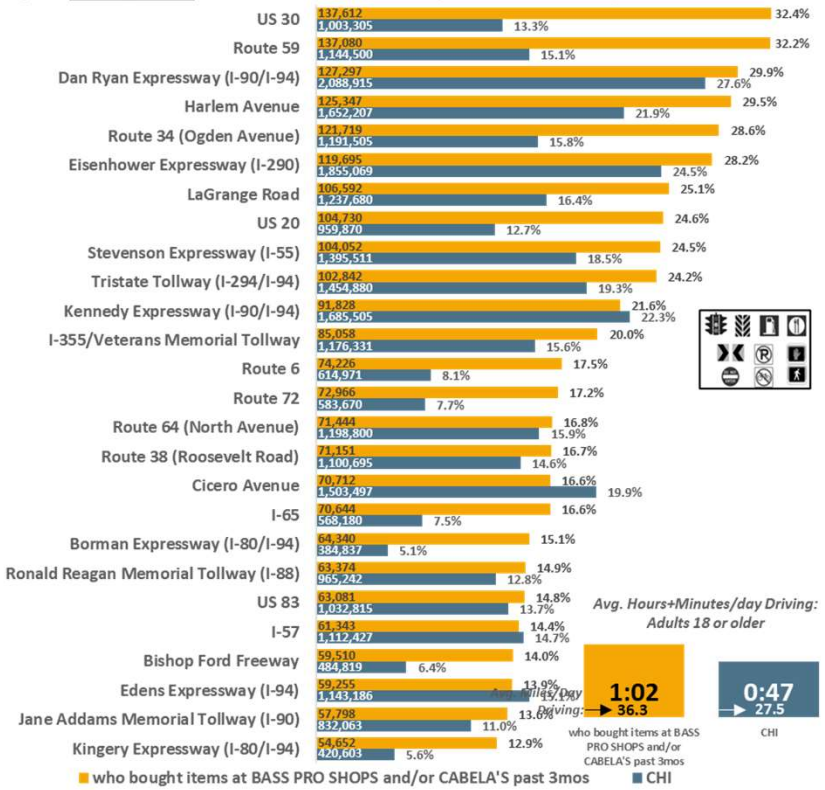
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)



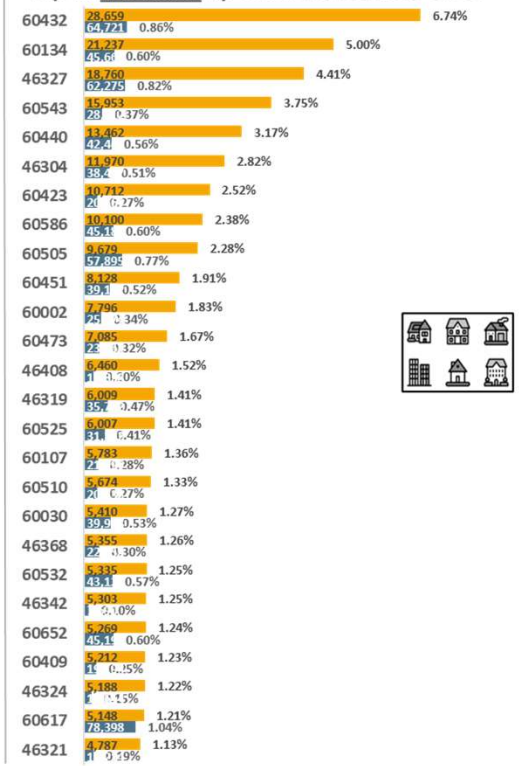
413,097 or 97.2% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 62.4 minutes per day driving an average of 36.3 miles each day and are 197.2% more likely to use Borman Expressway (I-80/I-94) than the

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

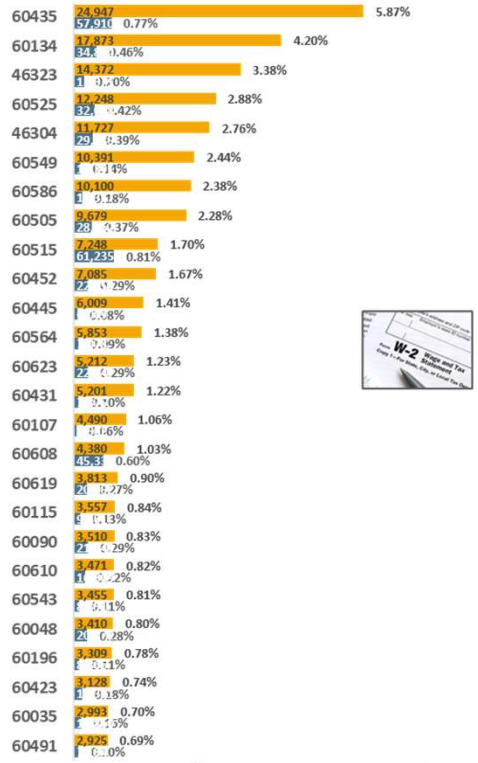


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: **Adults 18 or older**



Top-26 Employment Zip Codes: **Adults 18 or older**



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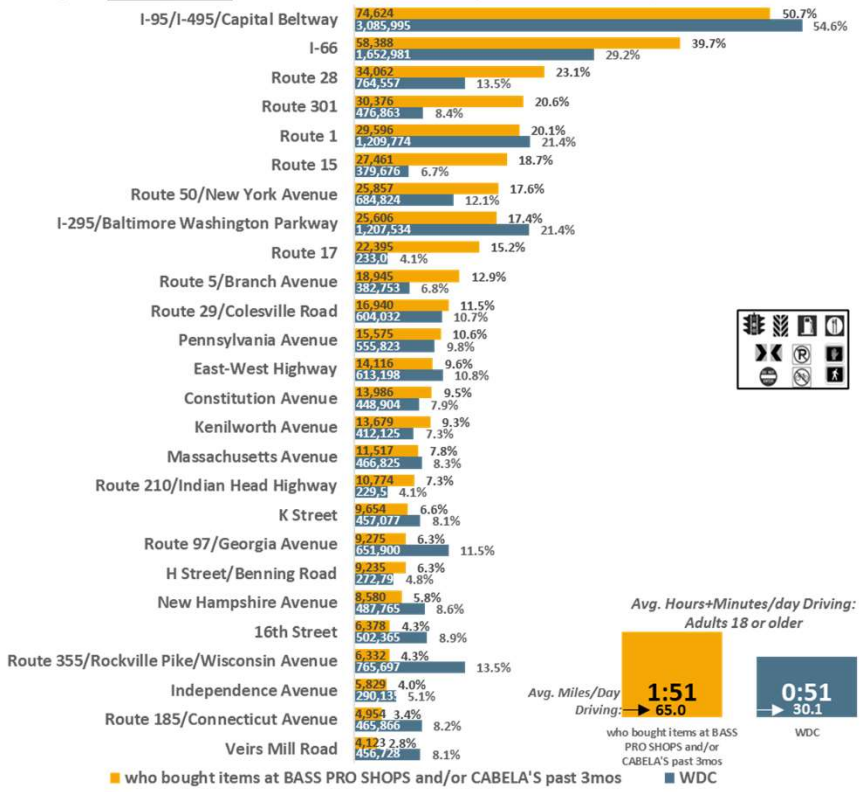
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 168

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

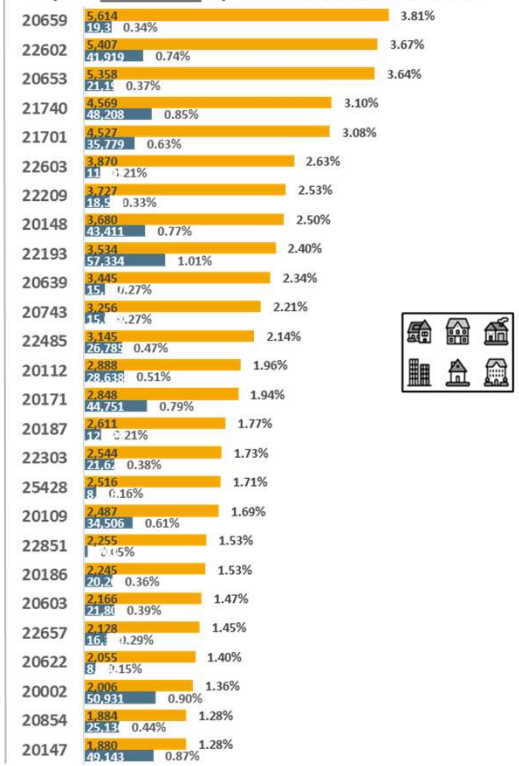
142,147 or 96.6% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 111.7 minutes per day driving an average of 65. miles each day and are 269.1% more likely to use Route 17 than the Metro average.

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

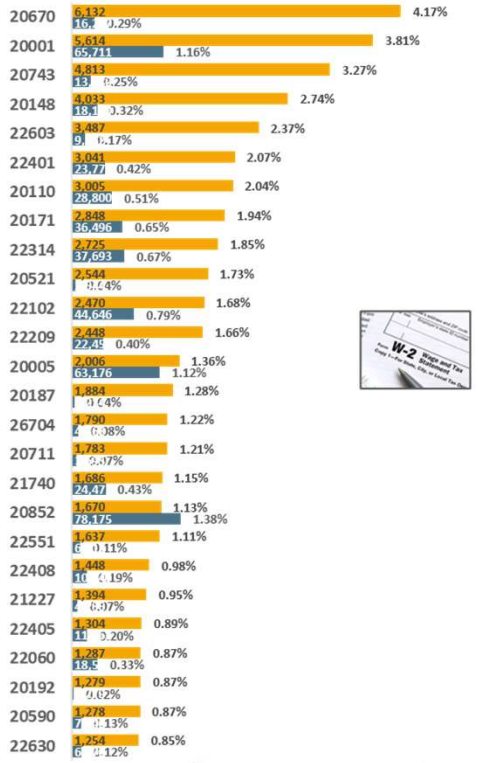


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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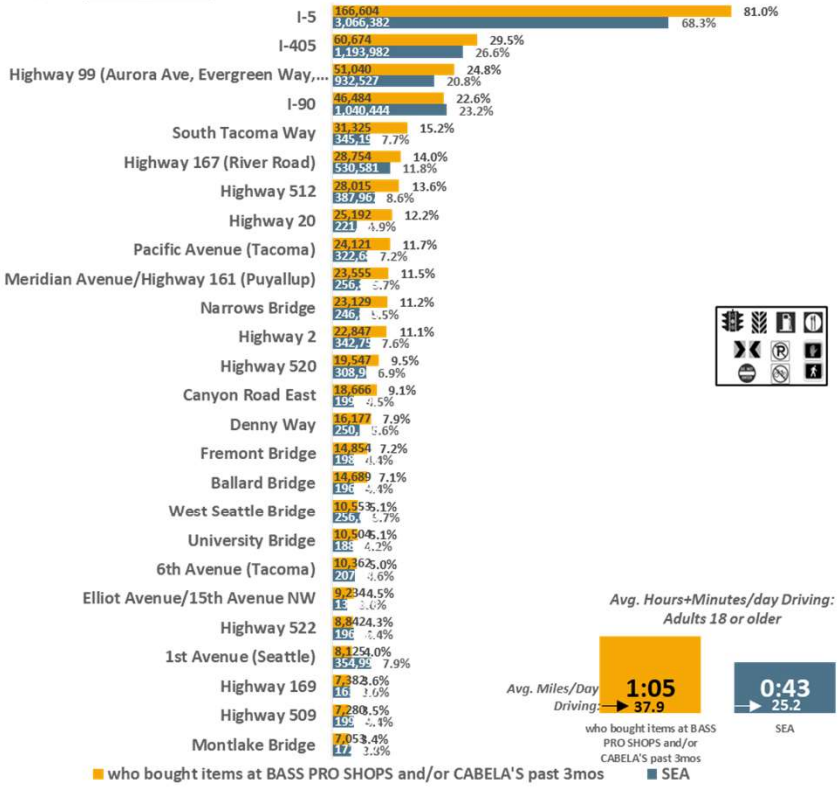
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 162

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

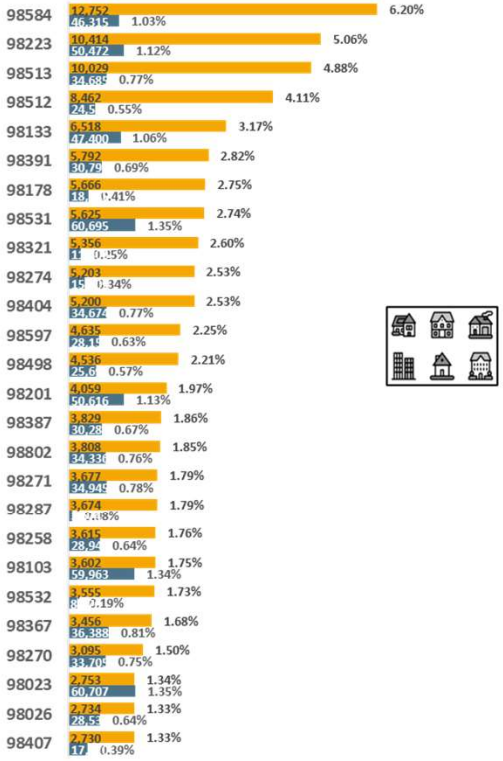
195,194 or 94.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 65.1 minutes per day driving an average of 37.9 miles each day and are 148.3% more likely to use Highway 20 than the Metro average.

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

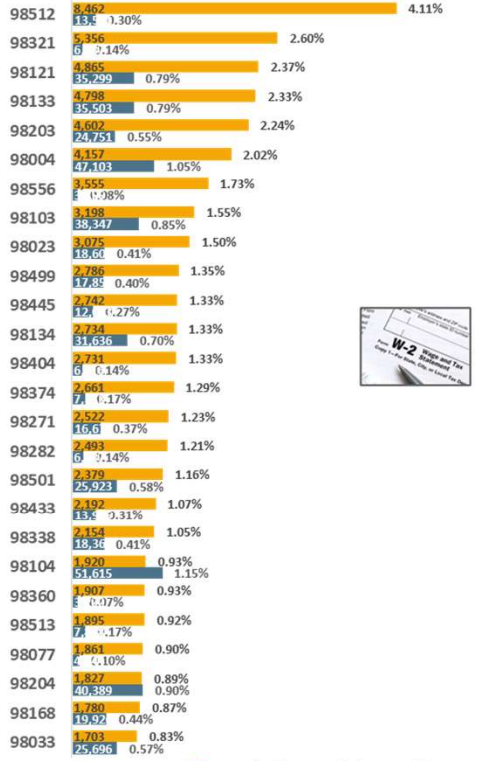


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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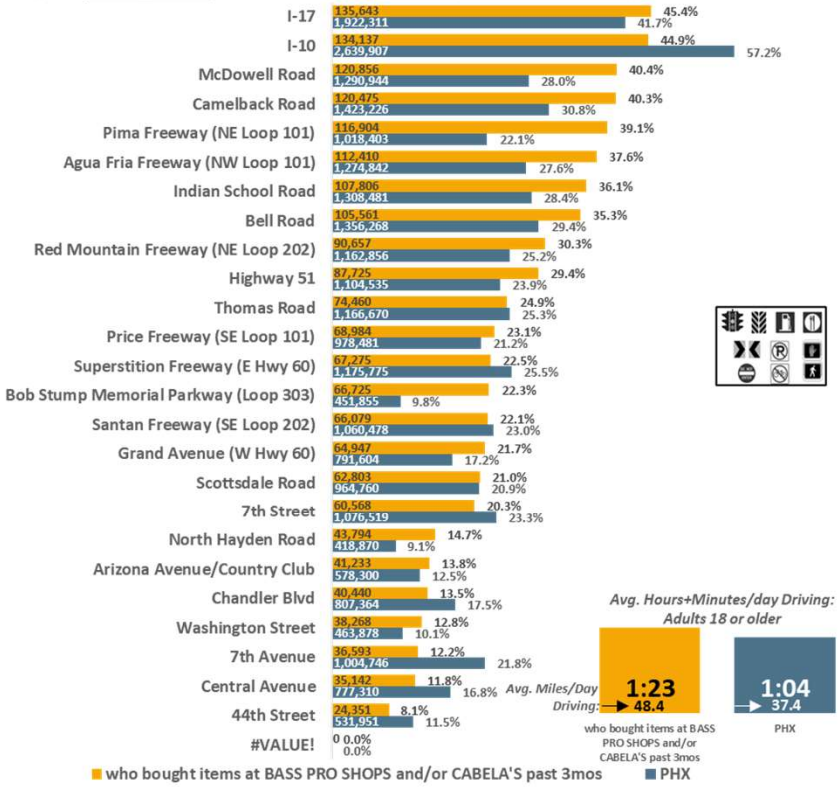
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 169

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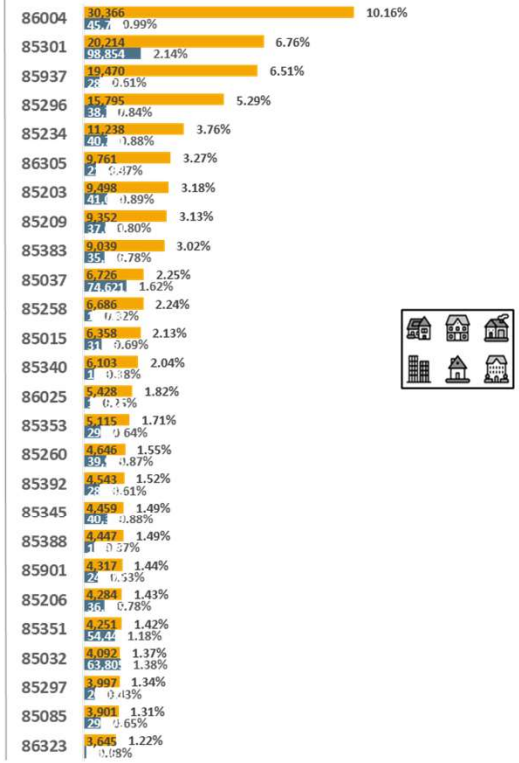
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

296,378 or 99.2% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 83.2 minutes per day driving an average of 48.4 miles each day and are 128.% more likely to use Bob Stump Memorial Parkway (Loop 303) t

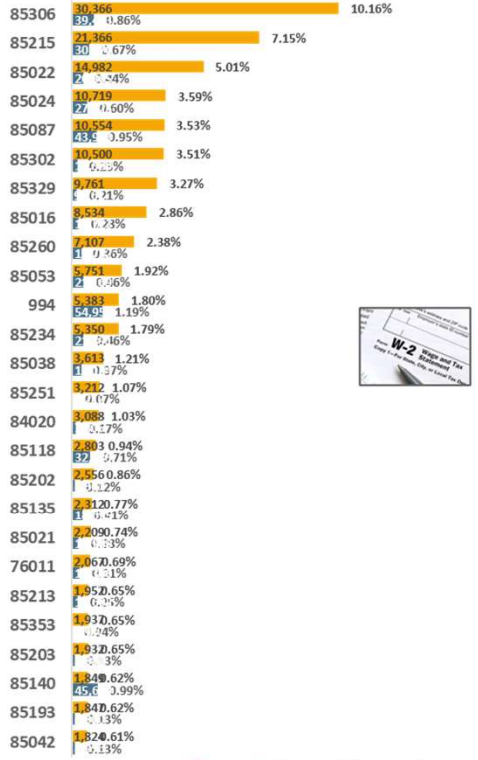
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



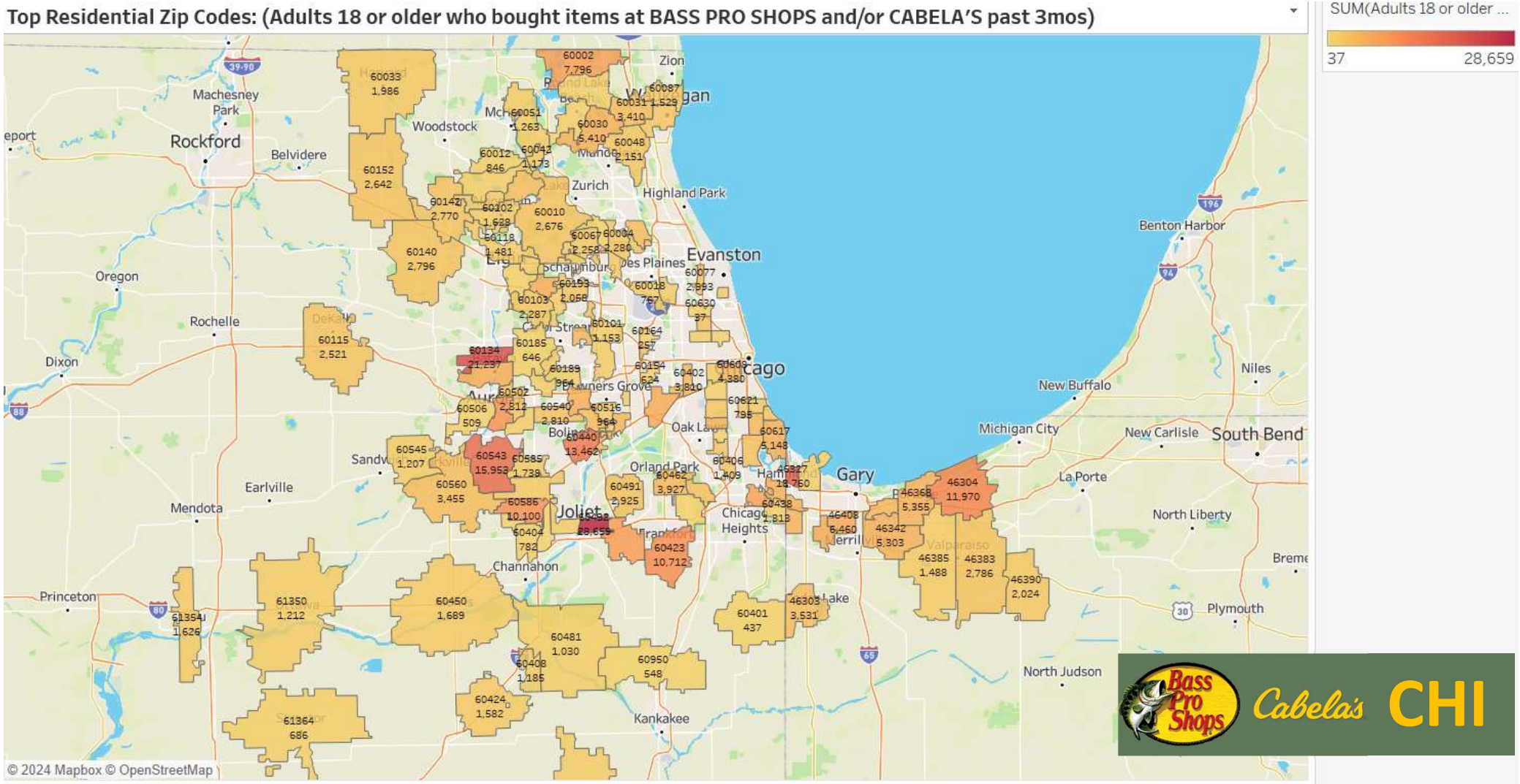
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PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 130

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Top Residential Zip Codes: (Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos)



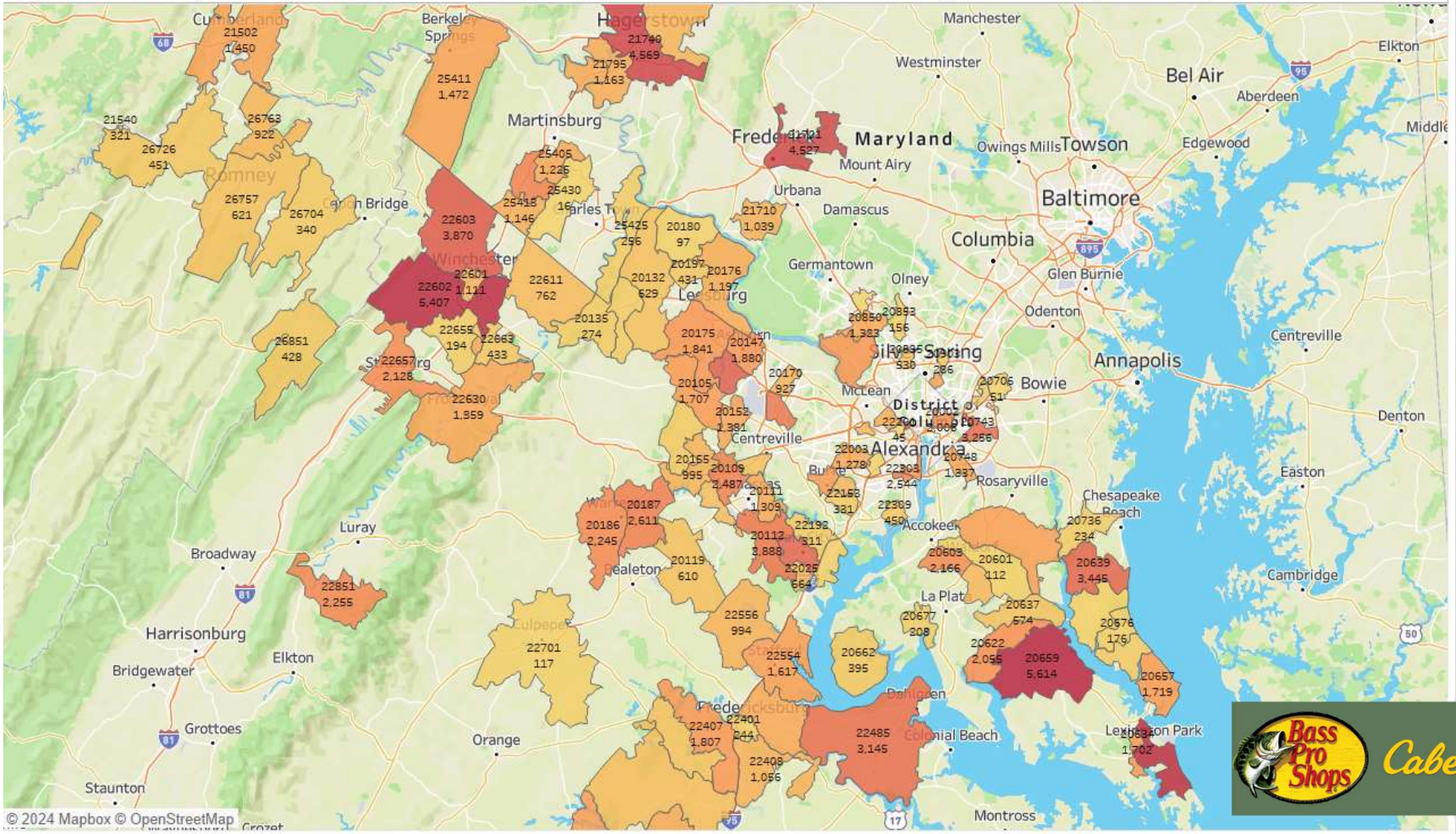
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 168

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Top Residential Zip Codes: (Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos)

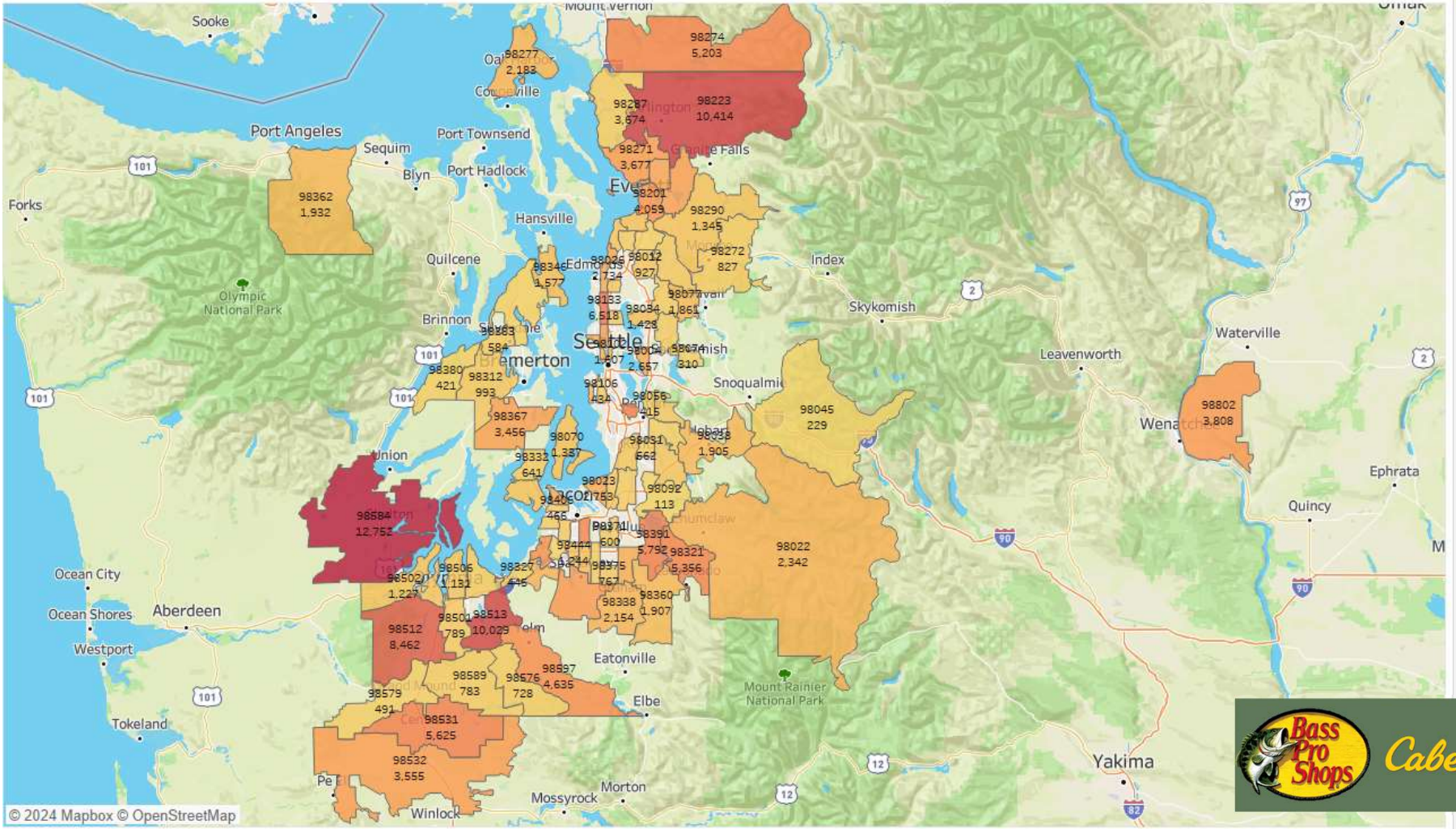


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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Top Residential Zip Codes: (Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos)



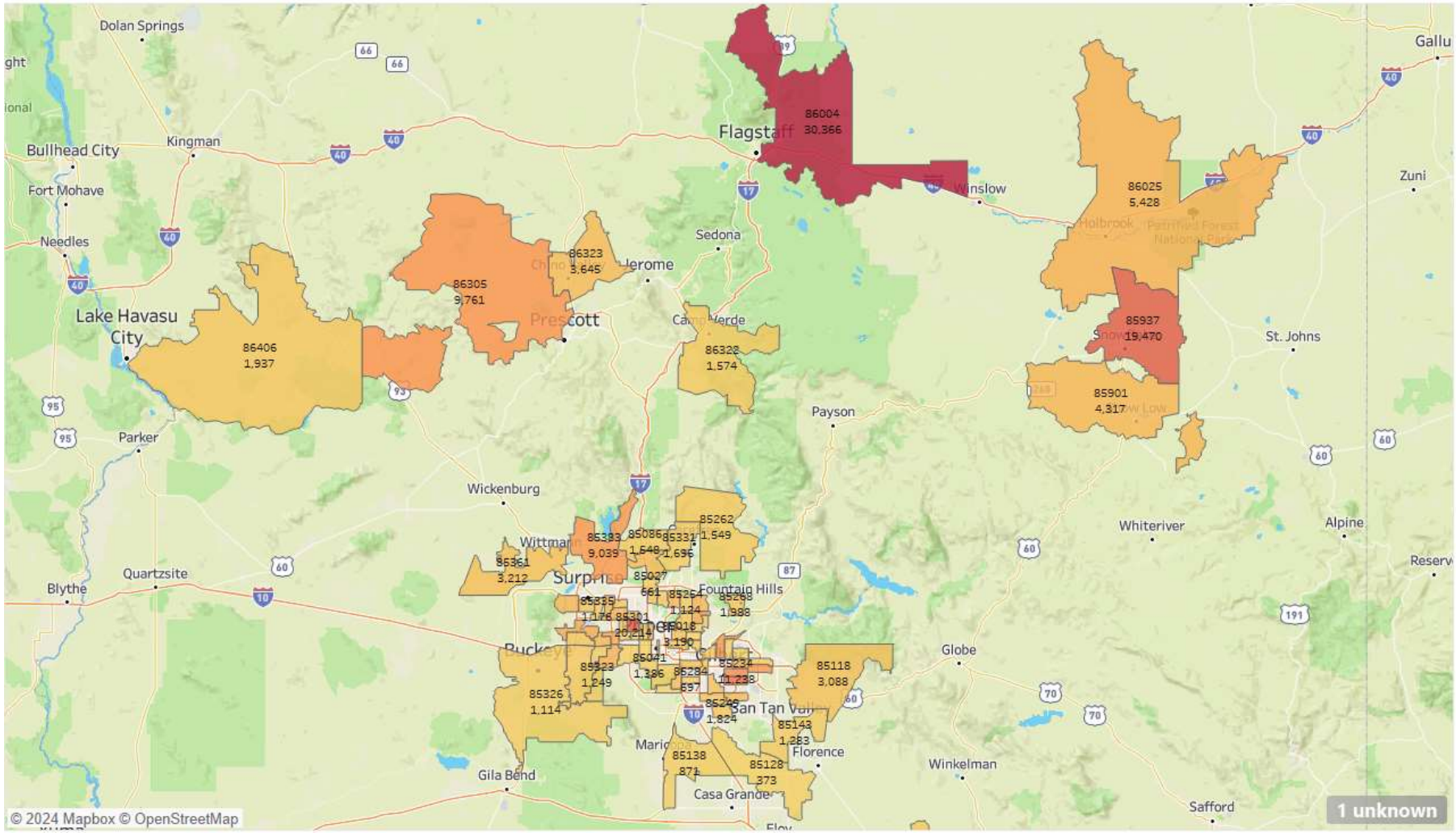
Bass Pro Shops Cabela's SEA

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Top Residential Zip Codes: (Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos)



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 130

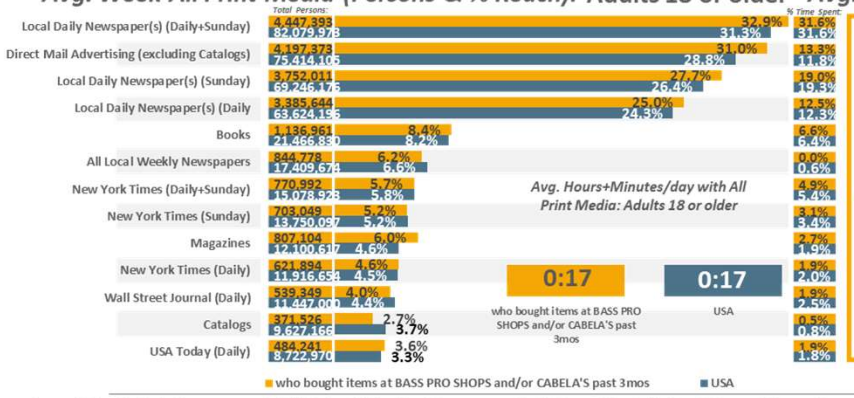
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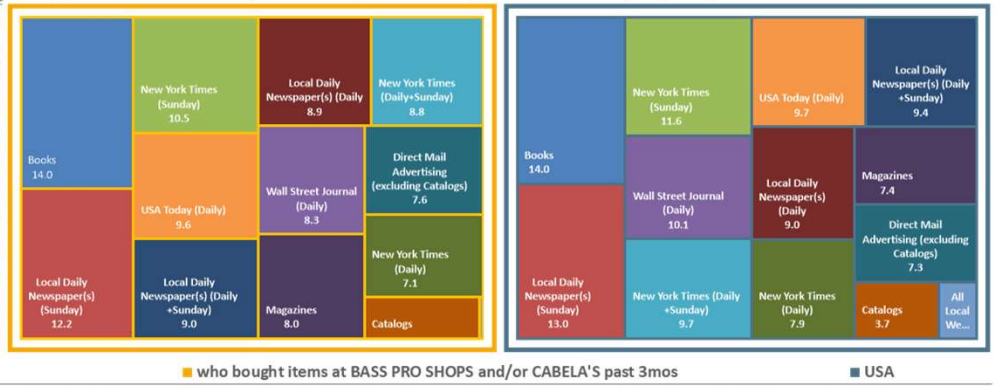
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

4,447,393 or 32.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 33.8% of all time spent daily with All forms of Print M

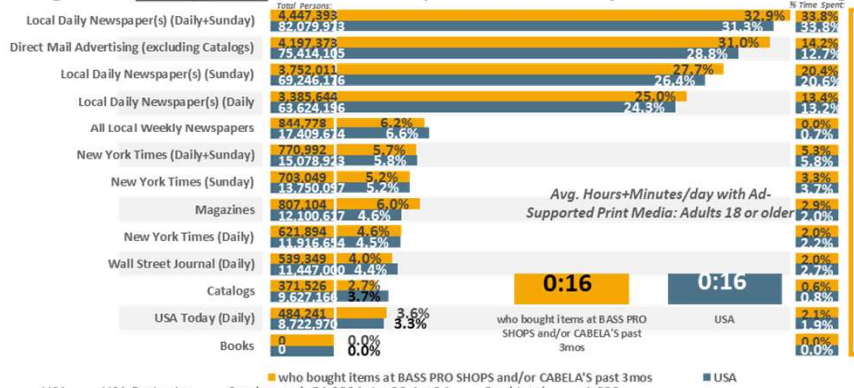
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



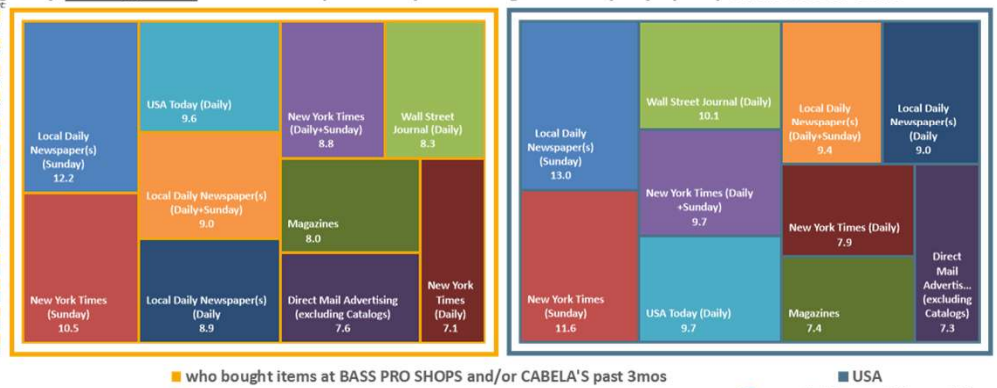
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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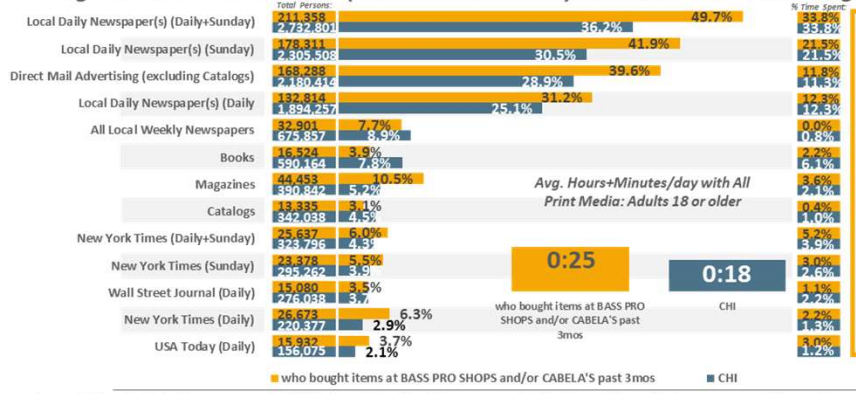
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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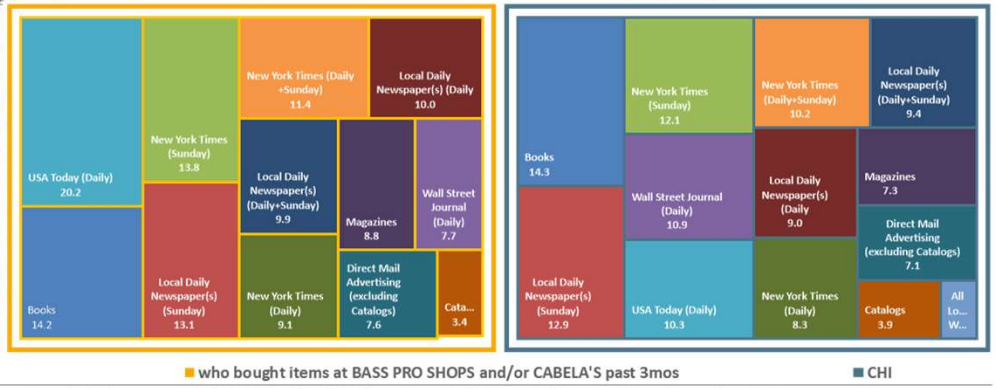
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

211,358 or 49.7% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 34.5% of all time spent daily with All forms of Print Me

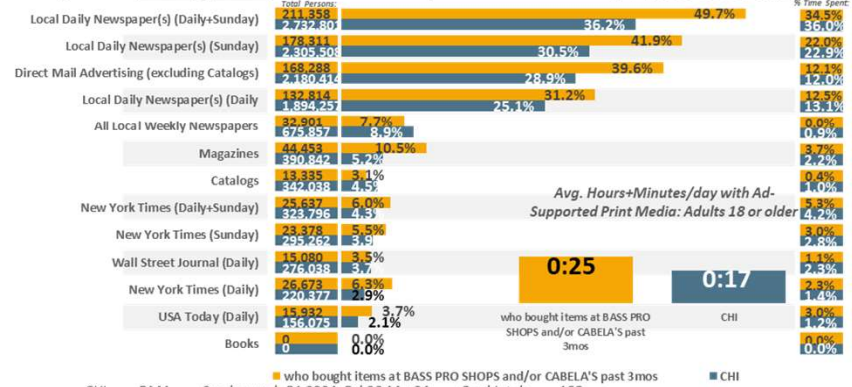
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



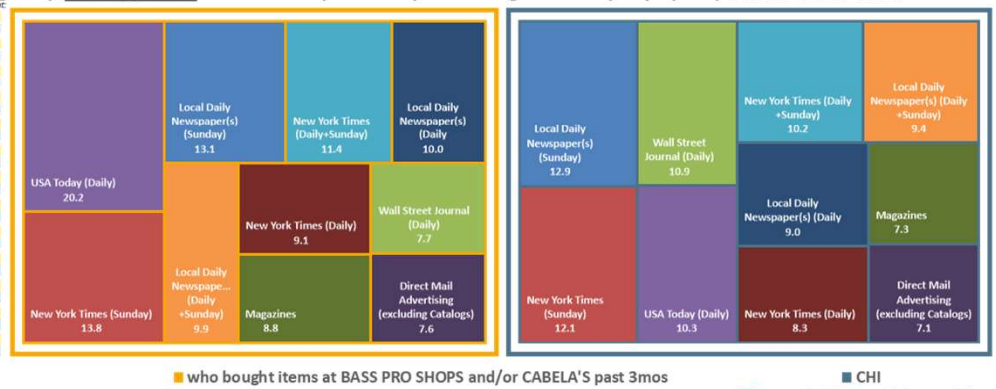
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 168

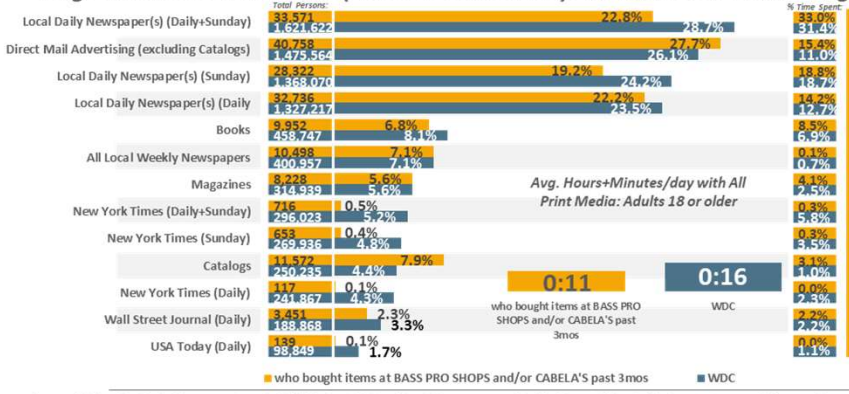
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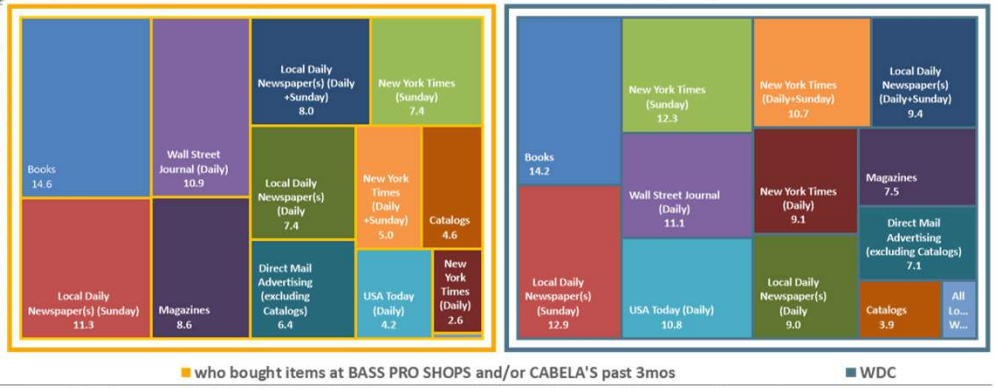
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

33,571 or 22.8% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 36.% of all time spent daily with All forms of Print Media

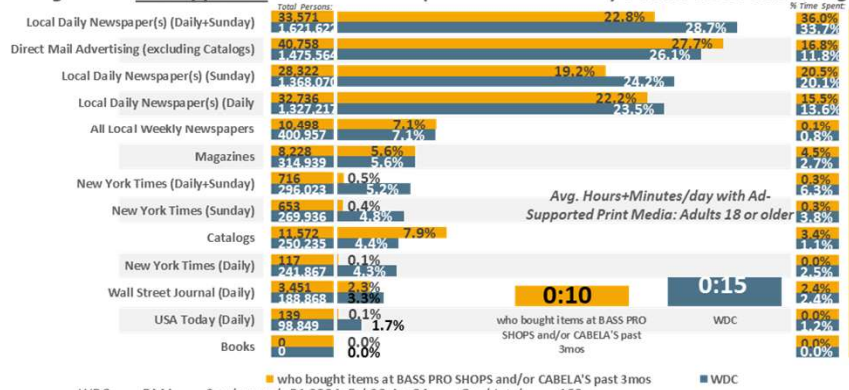
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



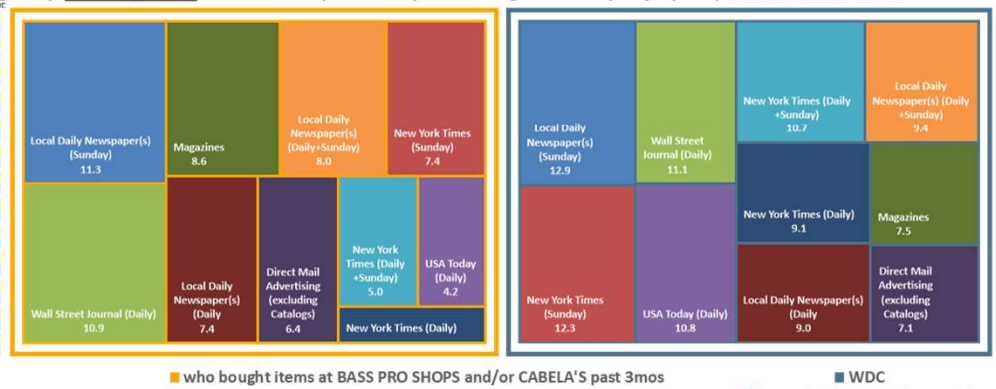
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 162

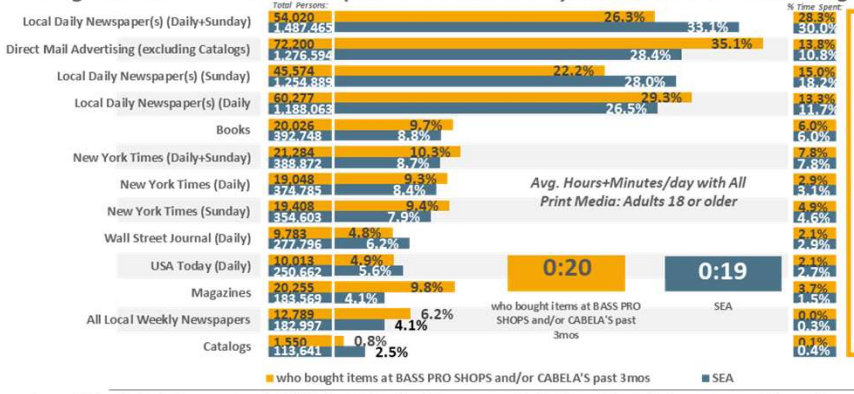
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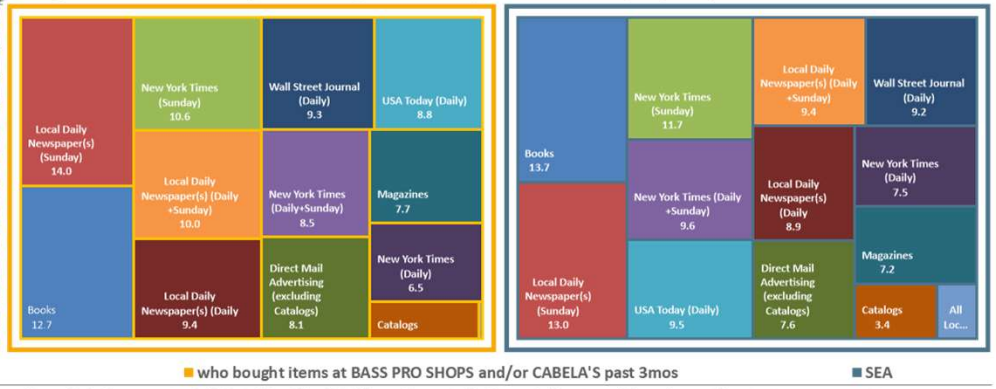
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

54,020 or 26.3% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 30.1% of all time spent daily with All forms of Print Med

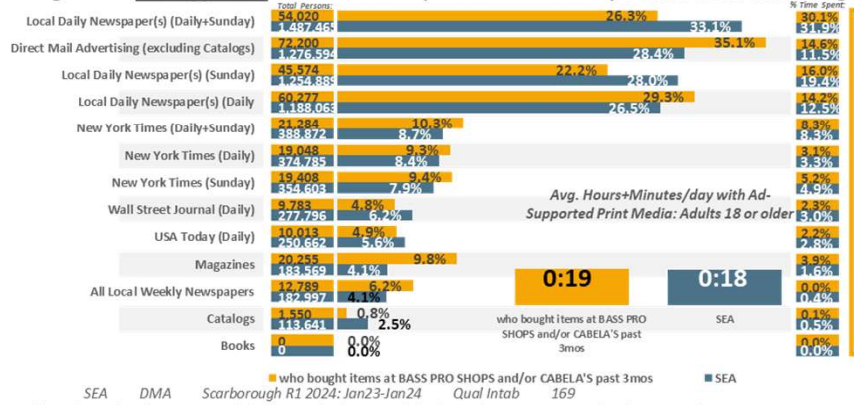
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



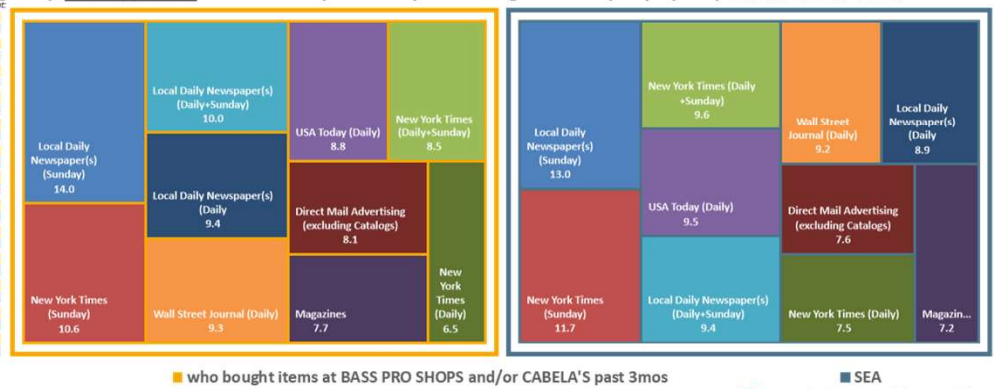
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 169

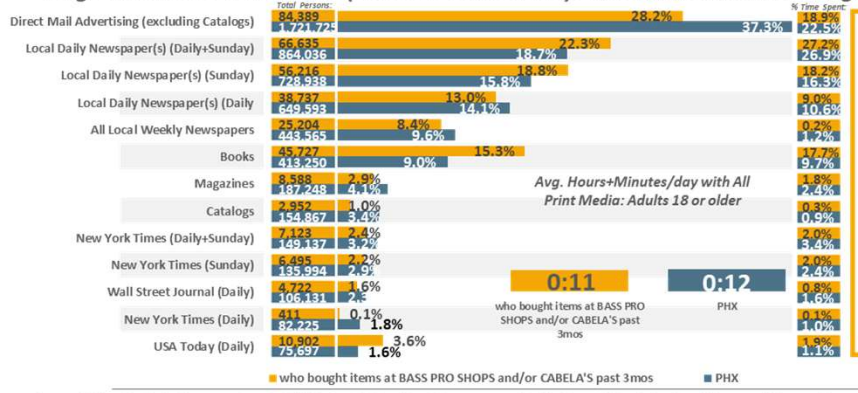
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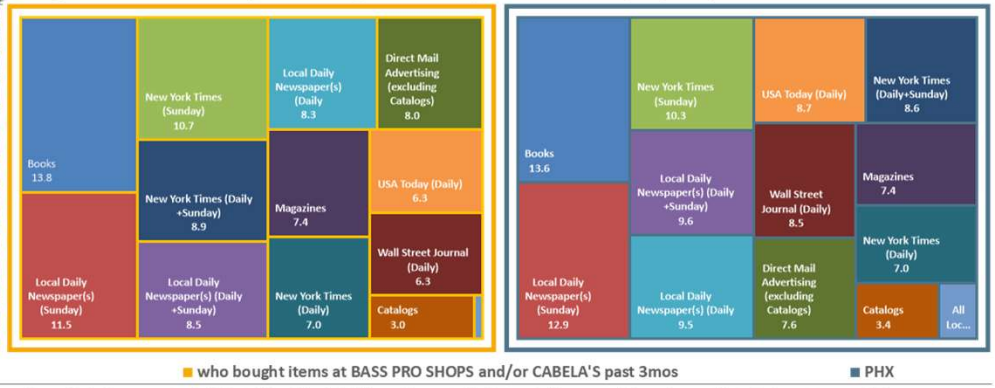
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

66,635 or 22.3% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 33.% of all time spent daily with All forms of Print Medi

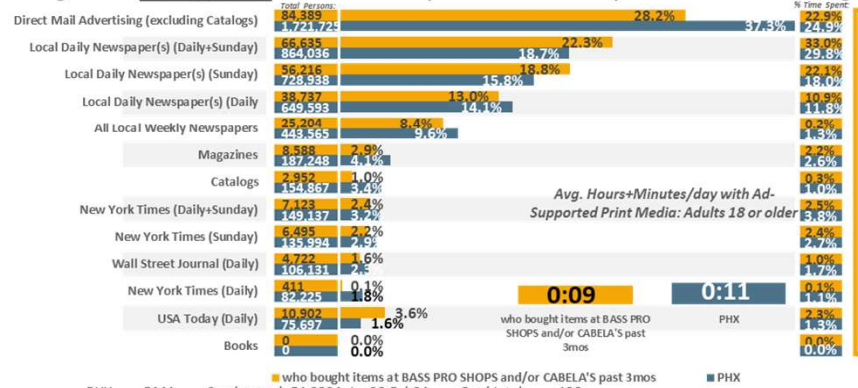
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



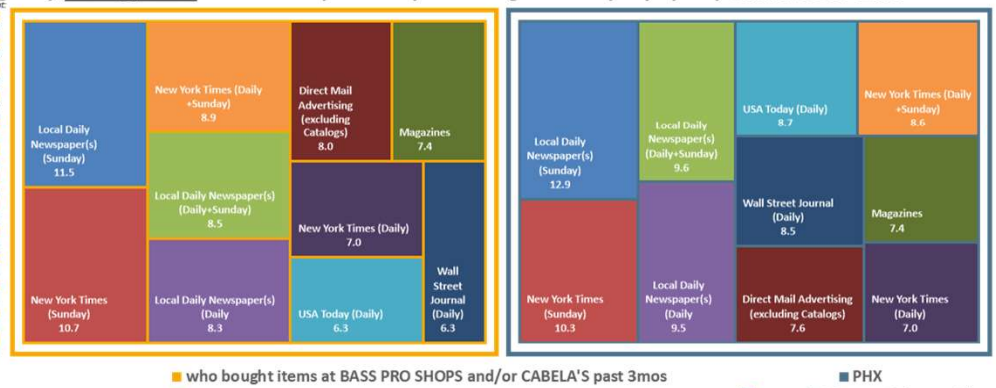
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 130

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