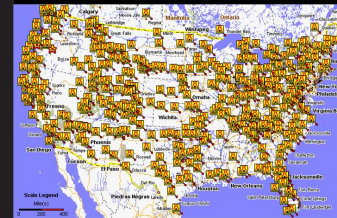
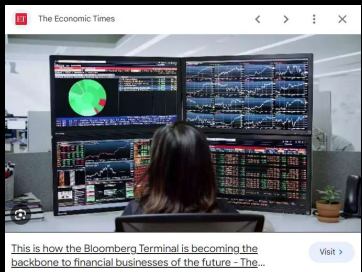


USA+4 More DMAs – P35+ who Own an RV or MOTOR HOME!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS CINCINNATI, and WEST PALM BEACH DMA** **P35+ who Own an RV or MOTOR HOME** as of August 31, 2025.



P35+

Oscar Liu-Chien Tang, Agnes Hsin Mei Hsu-Tang, and Family

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

Items/services household currently has (HHLD): RV (motor home)





4.1% or 7,734,652 of USA Adults 35 or older Own an RV or MOTOR HOME.

Typical Adults 35 or older who Own an RV or MOTOR HOME are 59.6 years old (3.8% older than average) and have a \$105,362 (6.6% higher than average) annual household income.

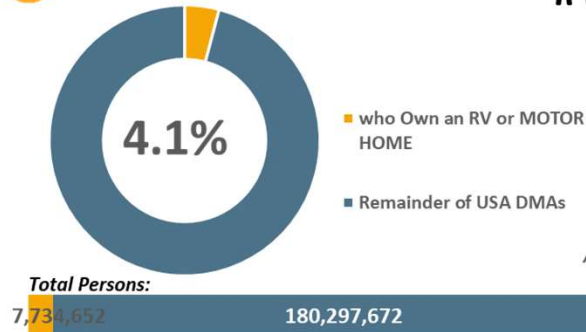


Percent of Market: Adults 35 or older



Gender of Target vs. Market: Adults 35 or older

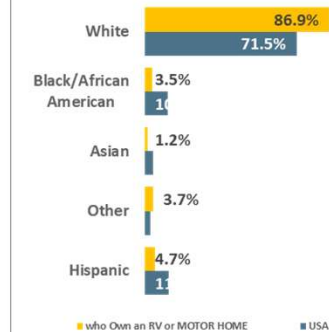
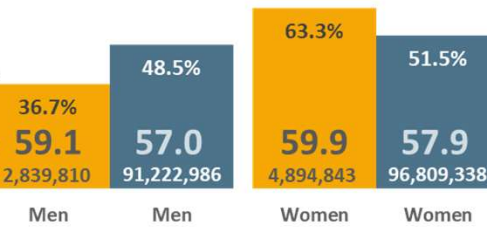
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

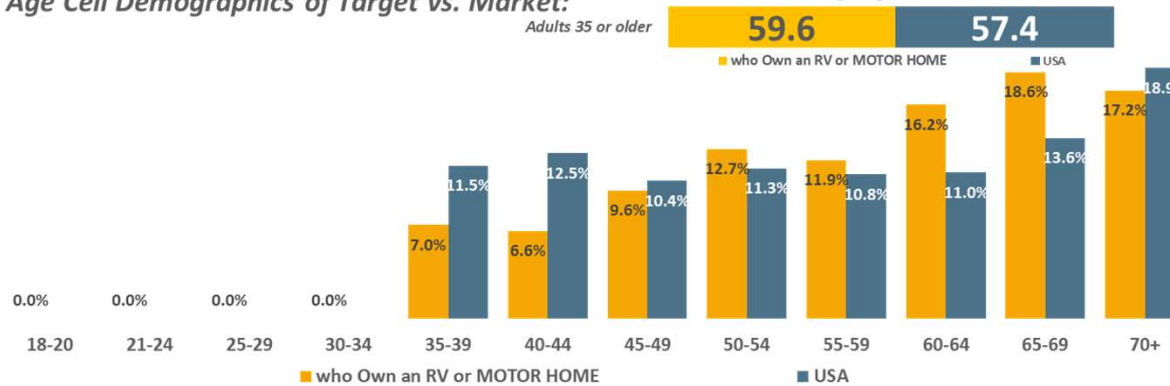
Persons:



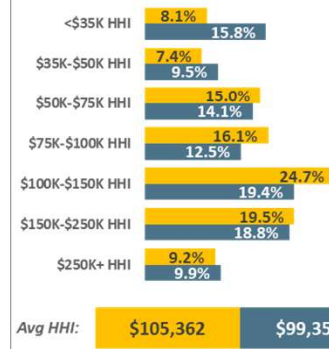
Age Cell Demographics of Target vs. Market:

Adults 35 or older

Average Age:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 732
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

Items/services household currently has (HHLD): RV (motor home)



5.4% or 151,765 of MINNEAPOLIS-ST. PAUL DMA Adults 35 or older Own an RV or MOTOR HOME.
 Typical Adults 35 or older who Own an RV or MOTOR HOME are 60.3 years old (4.9% older than average)
 and have a \$121,852 (5.5% higher than average) annual household income.

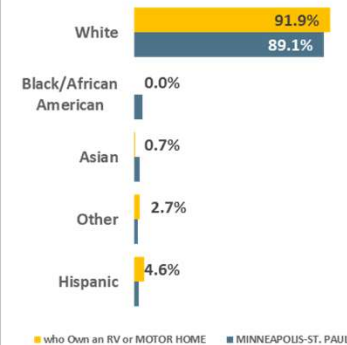
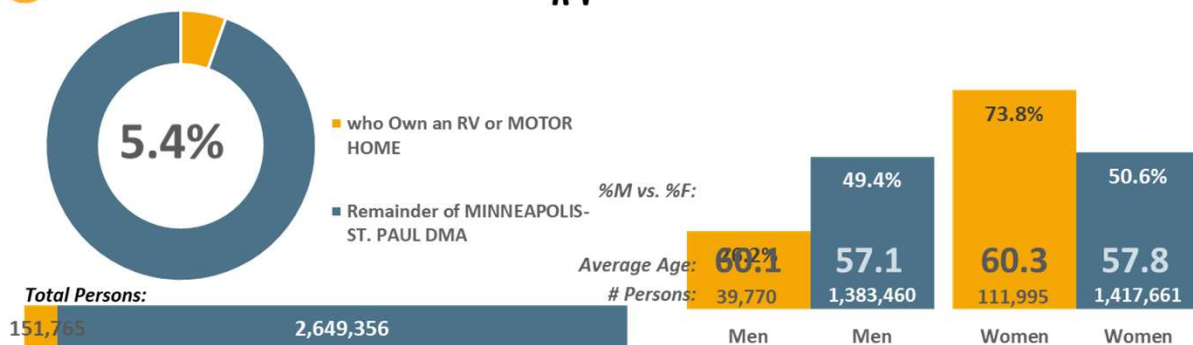


Percent of Market: Adults 35 or older

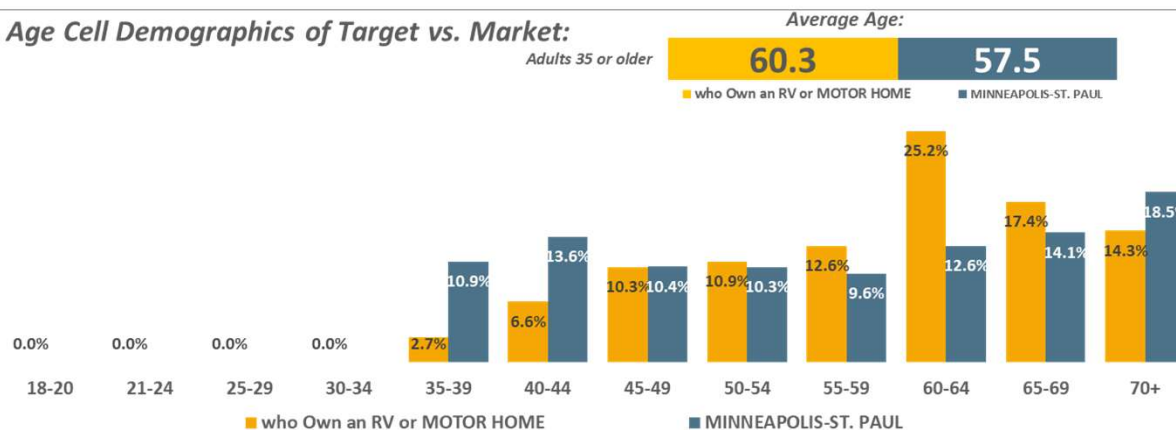


Gender of Target vs. Market: Adults 35 or older

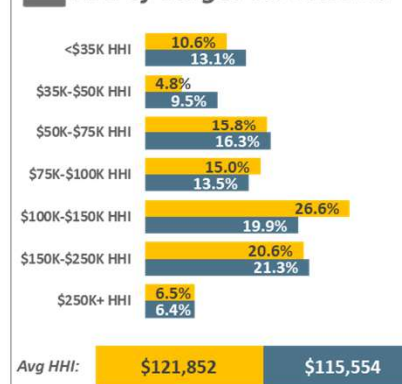
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





4.9% or 89,293 of ST. LOUIS DMA Adults 35 or older Own an RV or MOTOR HOME.
 Typical Adults 35 or older who Own an RV or MOTOR HOME are 54. years old (6.5% younger than average)
 and have a \$115,804 (11.1% higher than average) annual household income.

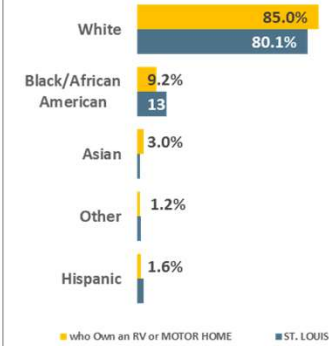
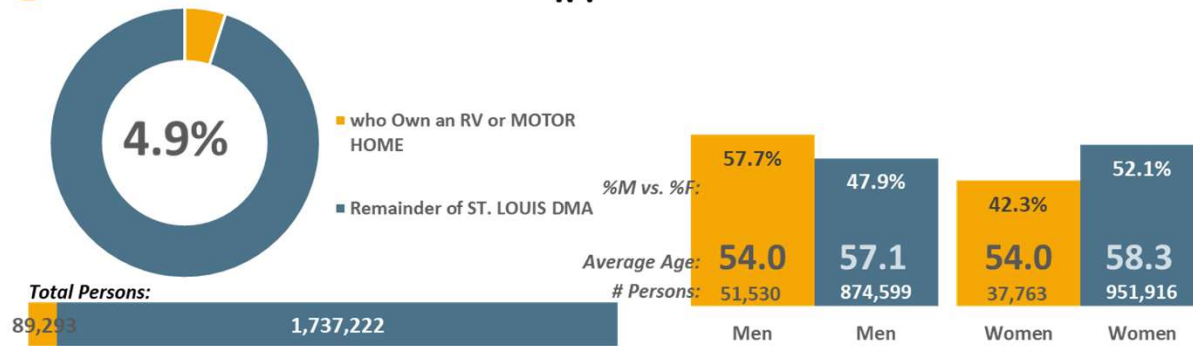


Percent of Market: Adults 35 or older

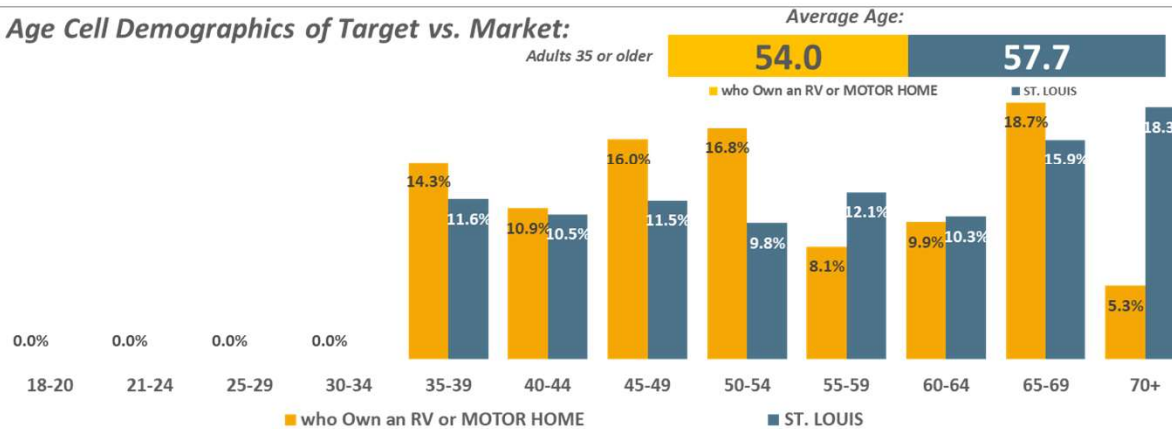


Gender of Target vs. Market: Adults 35 or older

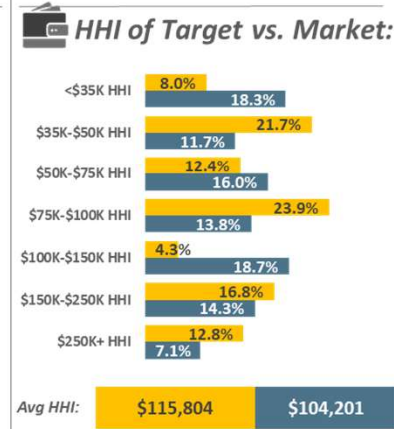
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





3.5% or 47,698 of CINCINNATI DMA Adults 35 or older Own an RV or MOTOR HOME.
 Typical Adults 35 or older who Own an RV or MOTOR HOME are 59.4 years old (3.1% older than average)
 and have a \$101,703 (3.6% lower than average) annual household income.

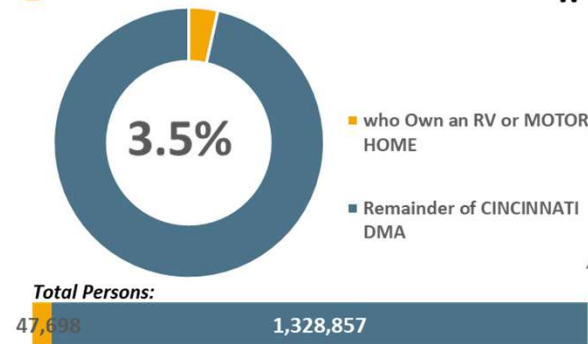


Percent of Market: Adults 35 or older



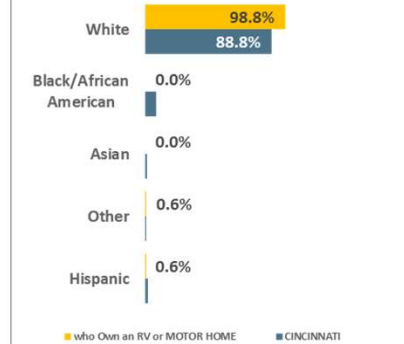
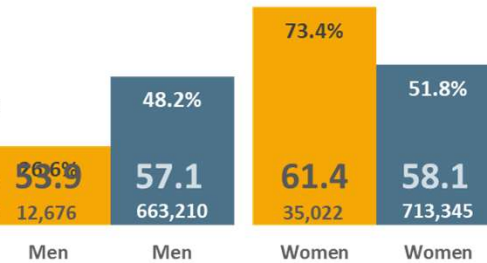
Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:



%M vs. %F:

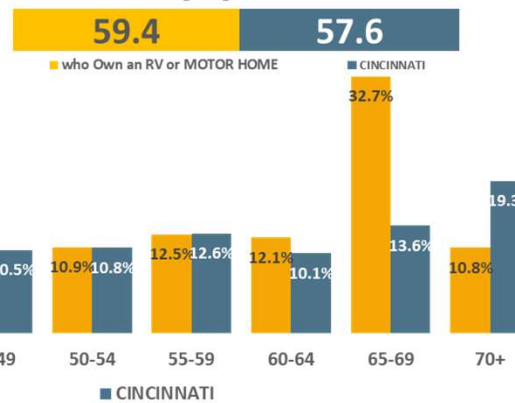
Average Age:
 # Persons:



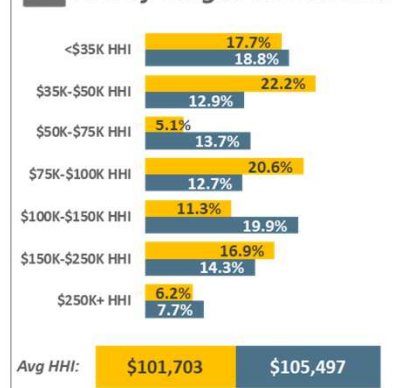
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 35 or older



HHI of Target vs. Market:





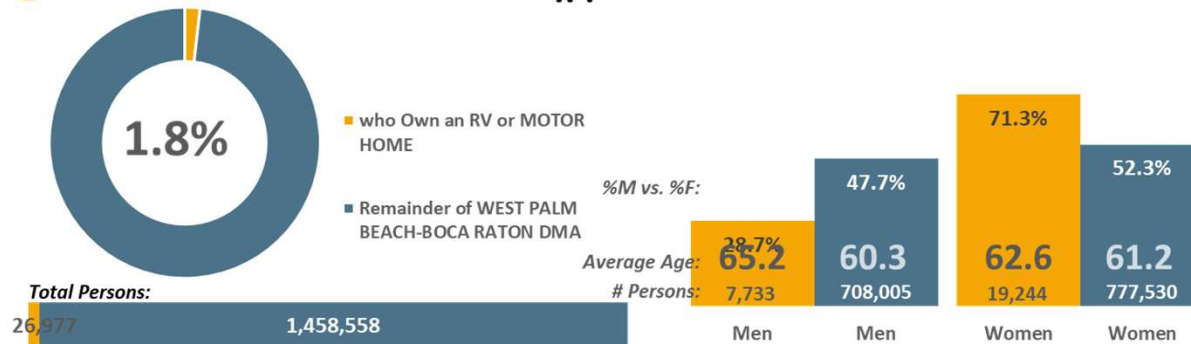
1.8% or 26,977 of WEST PALM BEACH-BOCA RATON DMA Adults 35 or older Own an RV or MOTOR HOME.
Typical Adults 35 or older who Own an RV or MOTOR HOME are 63.4 years old (4.3% older than average)
and have a \$101,478 (4.6% lower than average) annual household income.



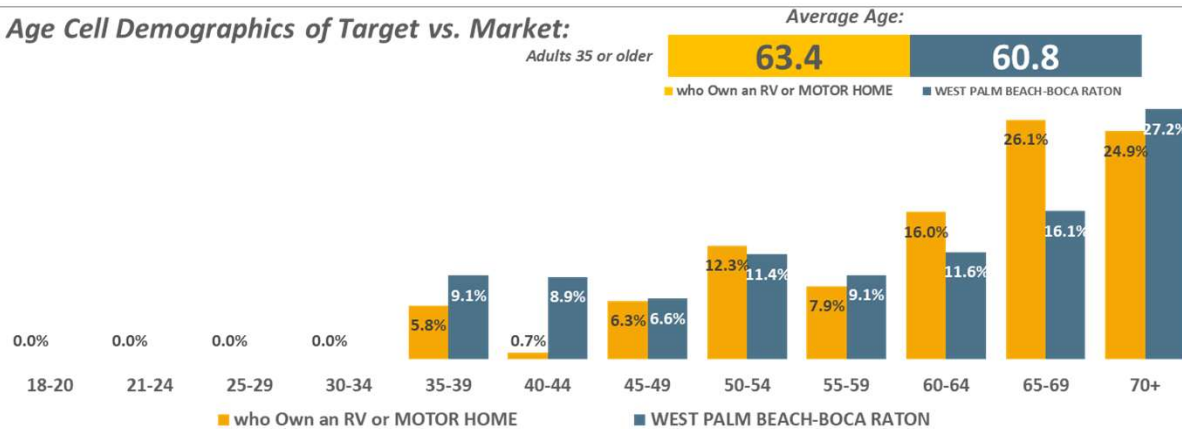
Percent of Market: Adults 35 or older



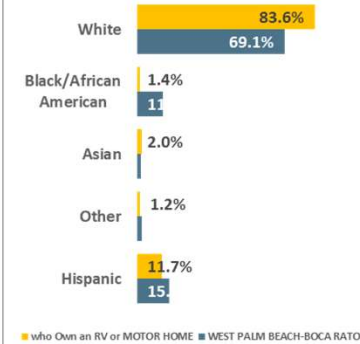
Gender of Target vs. Market: Adults 35 or older



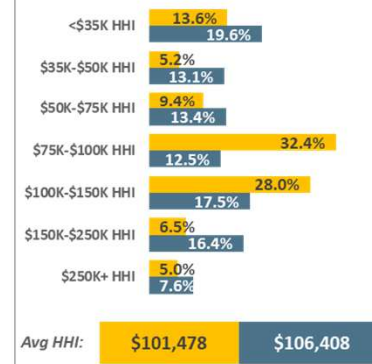
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:

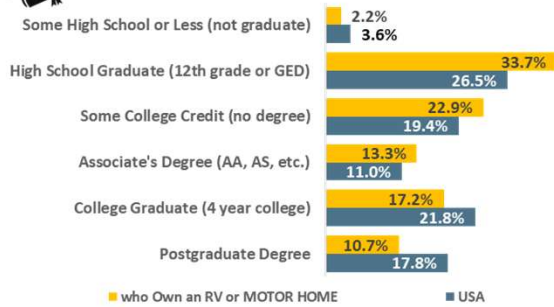




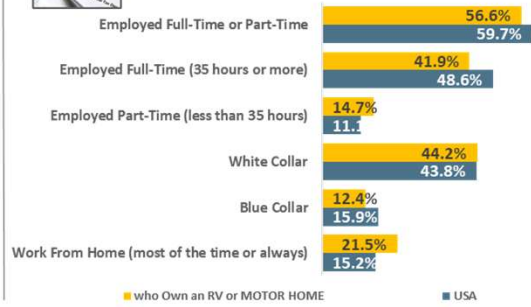
4.1% or 7,734,652 of USA Adults 35 or older Own an RV or MOTOR HOME.
Adults 35 or older who Own an RV or MOTOR HOME are 29.5% less likely to be a college graduate, 13.9% less likely to work full-time, 28.8% more likely to be married, 53.% more likely to be a grandparent of 1 or more children under 18.



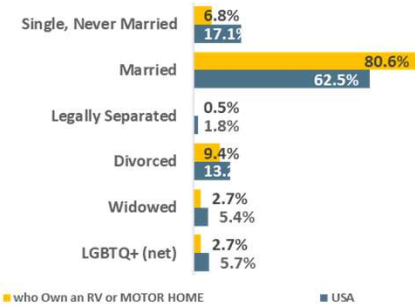
Education Levels: Adults 35 or older



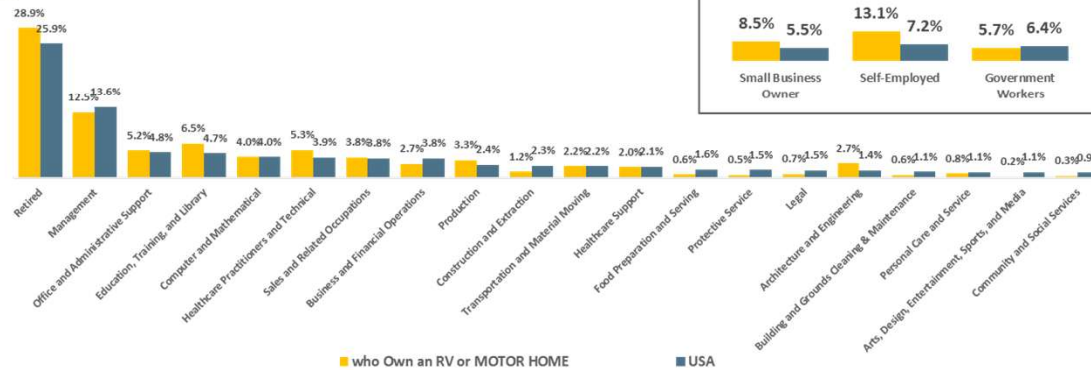
Employment: Adults 35 or older



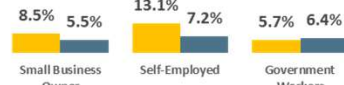
Marital Status: Adults 35 or older



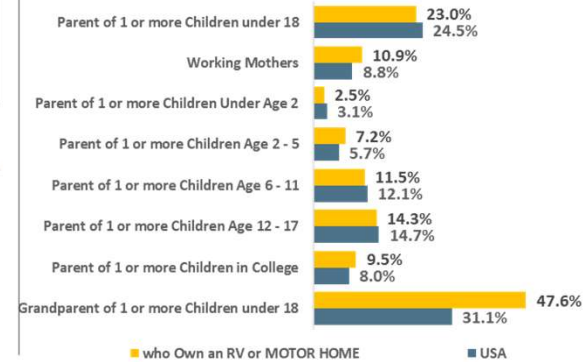
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

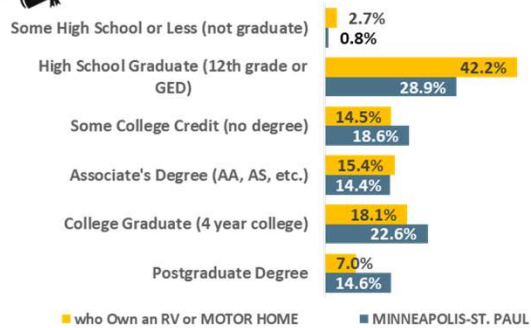




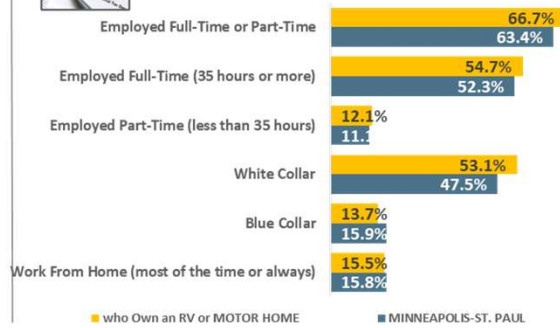
5.4% or 151,765 of MINNEAPOLIS-ST. PAUL DMA Adults 35 or older Own an RV or MOTOR HOME. Adults 35 or older who Own an RV or MOTOR HOME are 32.5% less likely to be a college graduate, 4.6% more likely to work full-time, 32.7% more likely to be married, 106.8% more likely to be a grandparent of 1 or more children under 18.



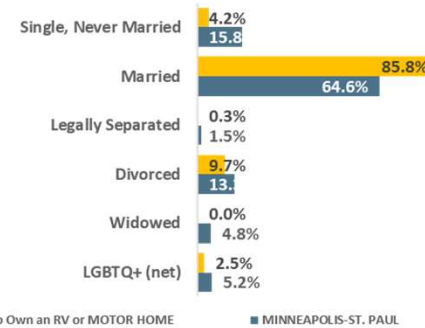
Education Levels: Adults 35 or older



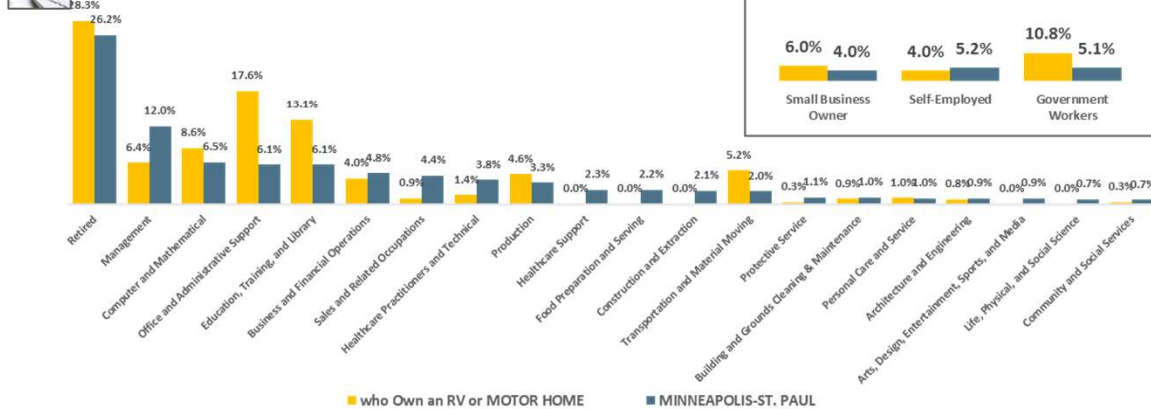
Employment: Adults 35 or older



Marital Status: Adults 35 or older



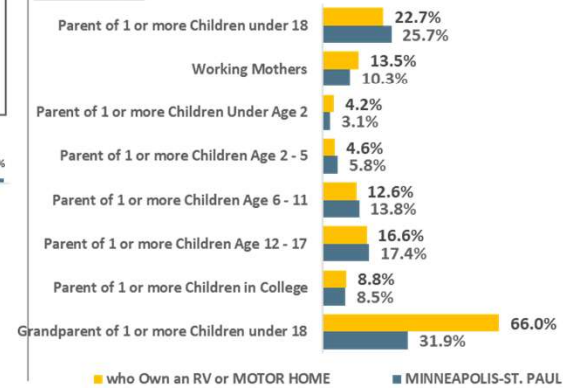
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

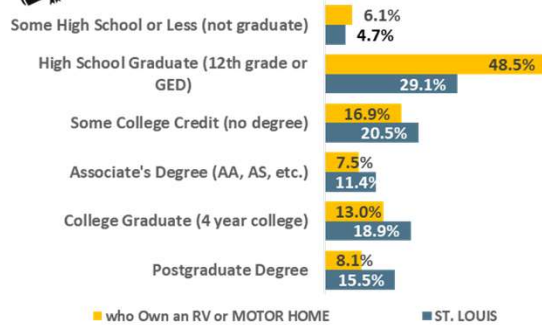




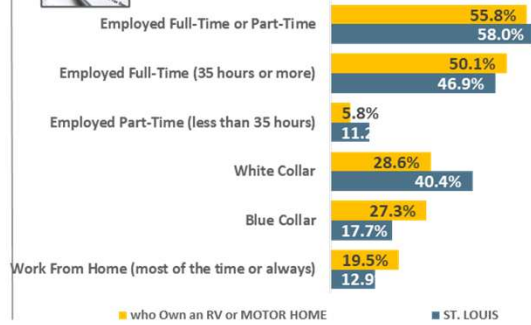
4.9% or 89,293 of ST. LOUIS DMA Adults 35 or older Own an RV or MOTOR HOME.
 Adults 35 or older who Own an RV or MOTOR HOME are 38.7% less likely to be a college graduate, 6.8% more likely to work full-time, 10.9% more likely to be married, 4.5% more likely to be a grandparent of 1 or more children under 18.



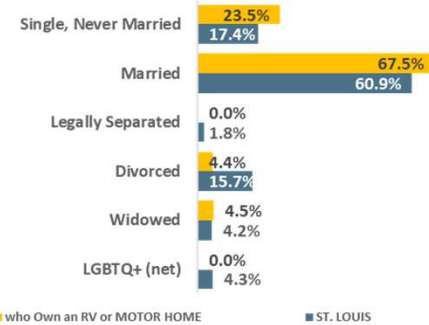
Education Levels: Adults 35 or older



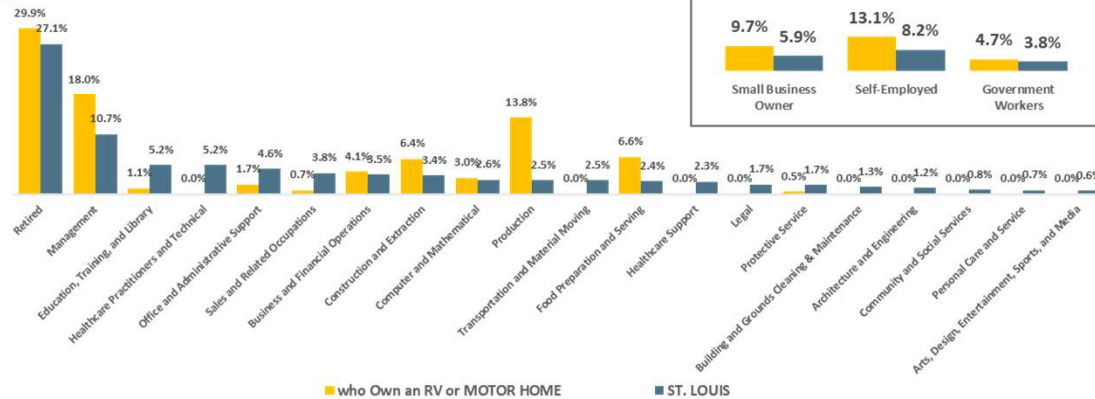
Employment: Adults 35 or older



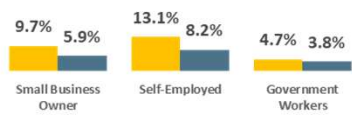
Marital Status: Adults 35 or older



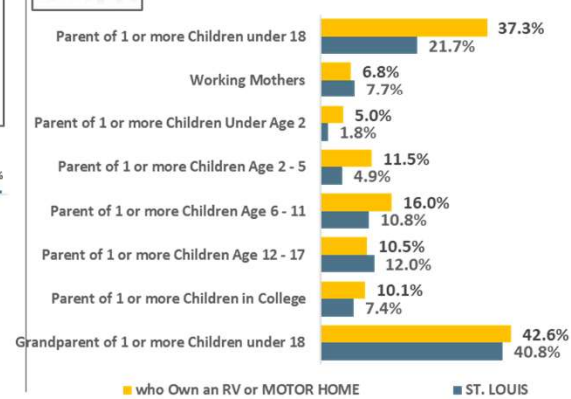
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

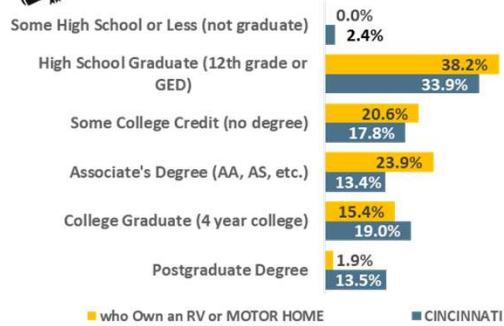




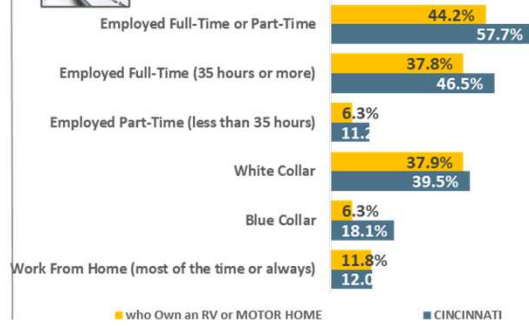
3.5% or 47,698 of CINCINNATI DMA Adults 35 or older Own an RV or MOTOR HOME.
Adults 35 or older who Own an RV or MOTOR HOME are 46.8% less likely to be a college graduate, 18.6% less likely to work full-time, 34.8% more likely to be married, 17.4% more likely to be a grandparent of 1 or more children under 18.



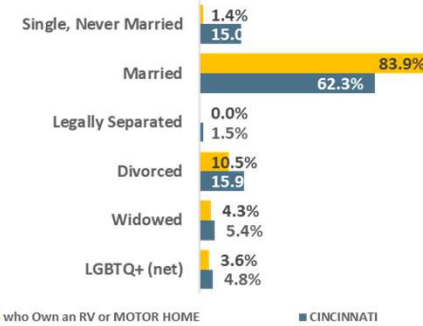
Education Levels: Adults 35 or older



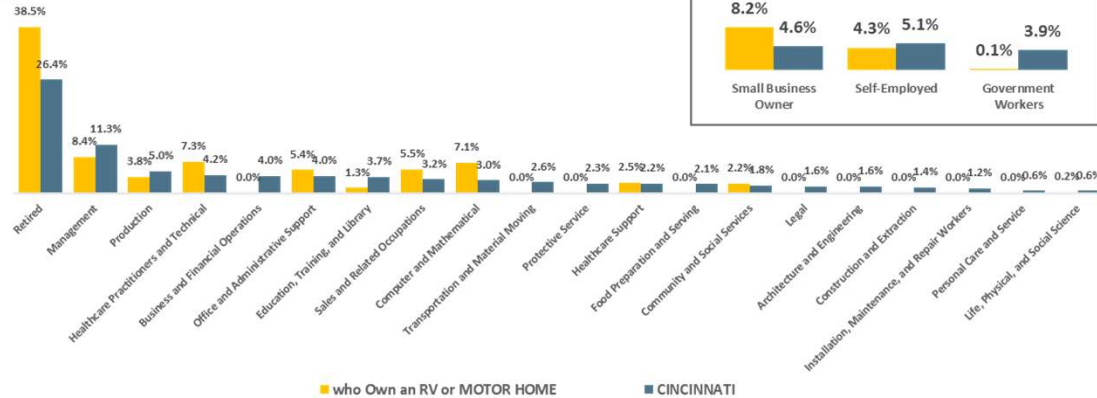
Employment: Adults 35 or older



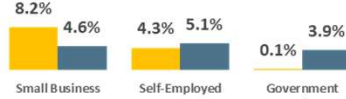
Marital Status: Adults 35 or older



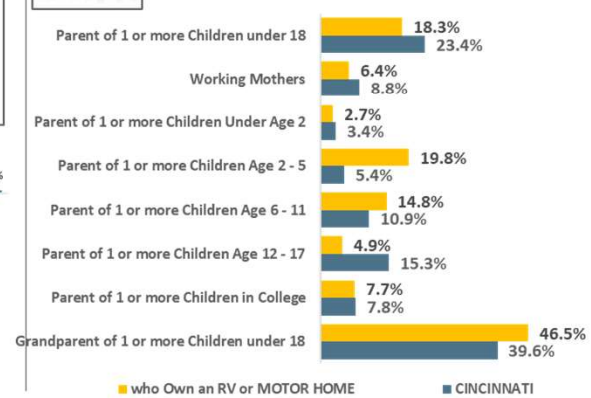
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

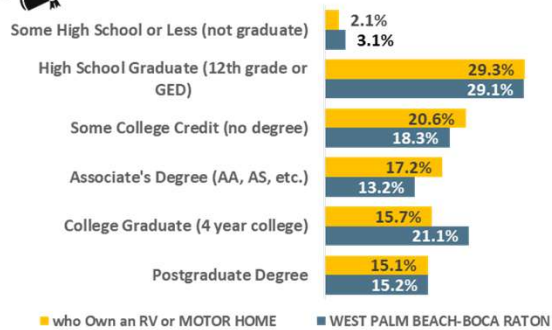




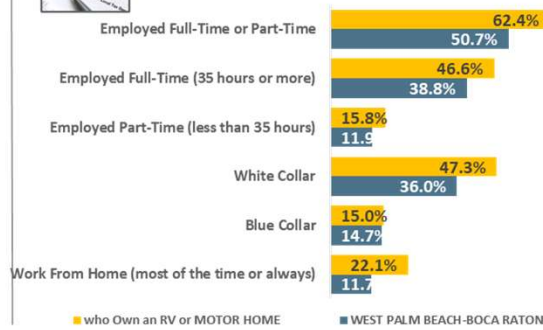
1.8% or 26,977 of WEST PALM BEACH-BOCA RATON DMA Adults 35 or older Own an RV or MOTOR HOME. Adults 35 or older who Own an RV or MOTOR HOME are 15.2% less likely to be a college graduate, 20.1% more likely to work full-time, 3.6% more likely to be married, 64.6% more likely to be a grandparent of 1 or more children under 18.



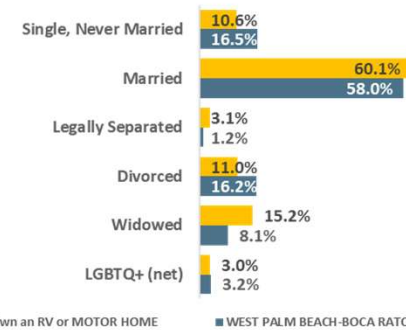
Education Levels: Adults 35 or older



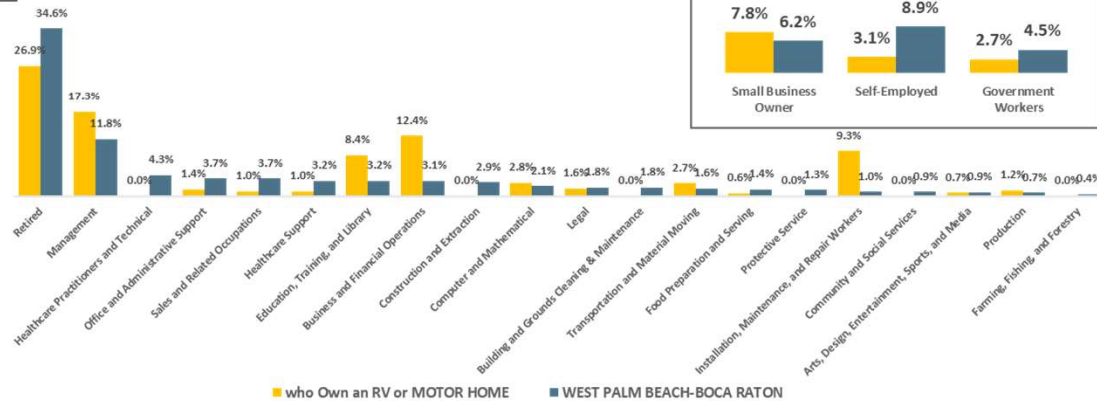
Employment: Adults 35 or older



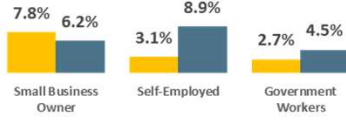
Marital Status: Adults 35 or older



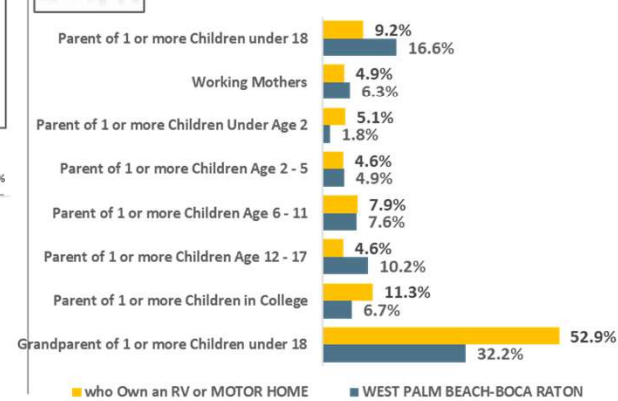
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



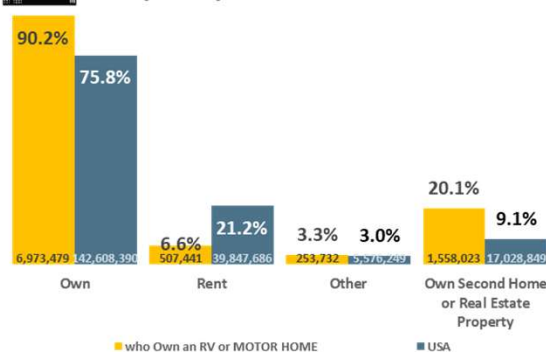
Stage in Life: Adults 35 or older



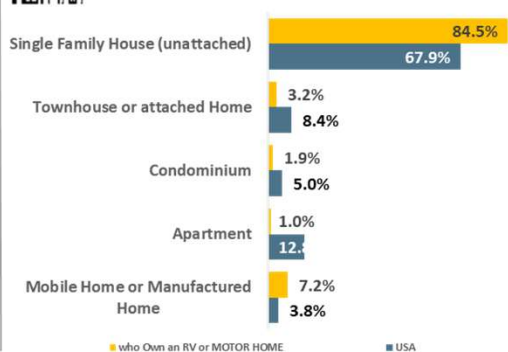


4.1% or 7,734,652 of USA Adults 35 or older Own an RV or MOTOR HOME.
Adults 35 or older who Own an RV or MOTOR HOME are 18.9% more likely to own their home, 25.1% more likely to own a higher valued home, 24.5% more likely to have a single-family home, 67.% more likely to have a dog.

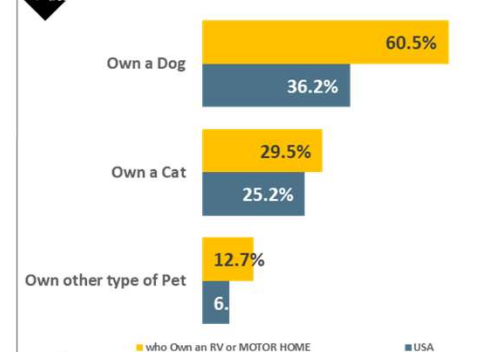
Own/Rent/Other: Adults 35 or older



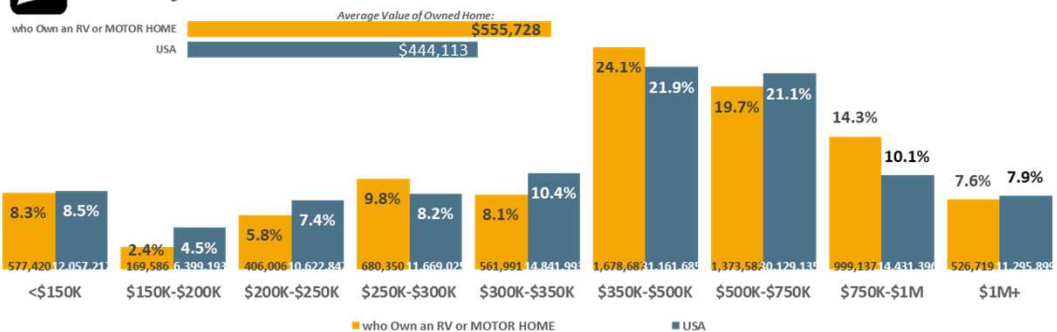
Type of Home: Adults 35 or older



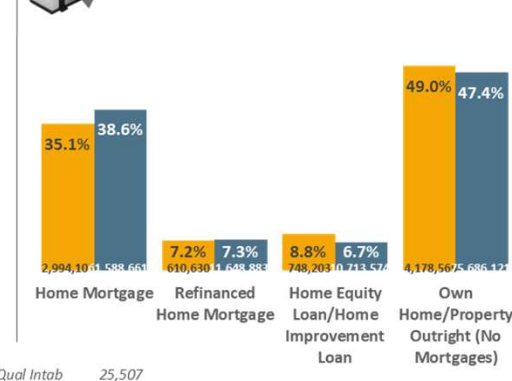
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 732
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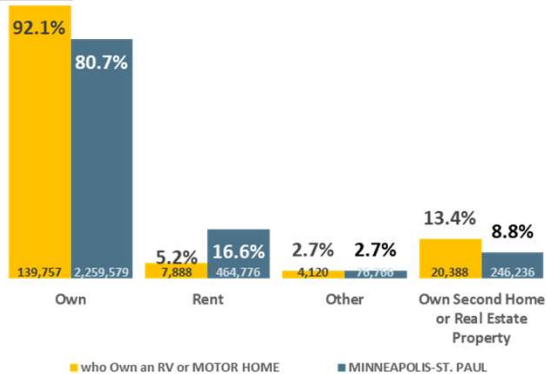
USA Projection Scarborough R2 2025: Sep24-Aug25
Qual Intab 25,507

Items/services household currently has (HHLI): RV (motor home)

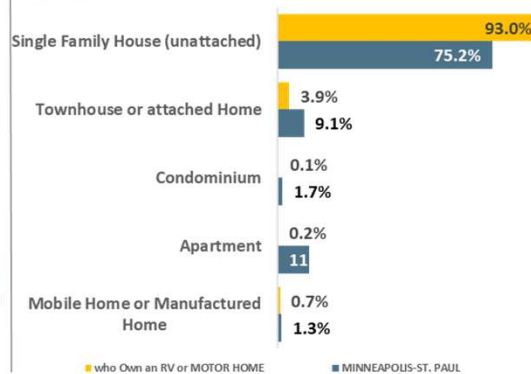


5.4% or 151,765 of MINNEAPOLIS-ST. PAUL DMA Adults 35 or older Own an RV or MOTOR HOME. Adults 35 or older who Own an RV or MOTOR HOME are 14.2% more likely to own their home, 9.% more likely to own a higher valued home, 23.6% more likely to have a single-family home, 52.3% more likely to have a dog.

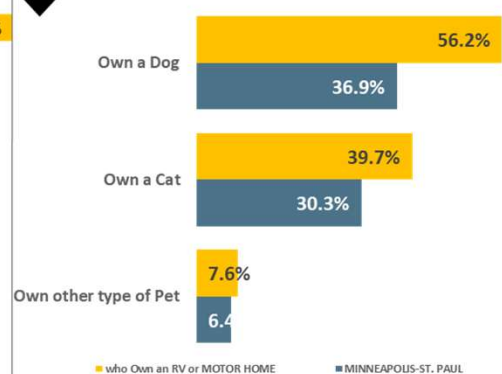
Own/Rent/Other: Adults 35 or older



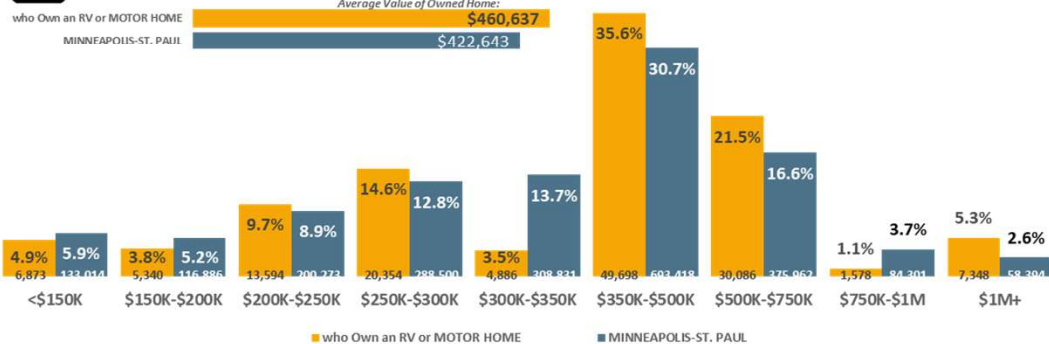
Type of Home: Adults 35 or older



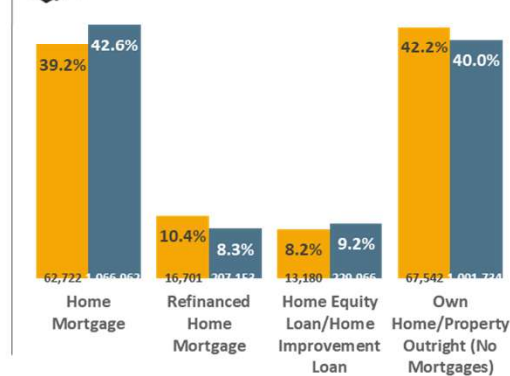
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

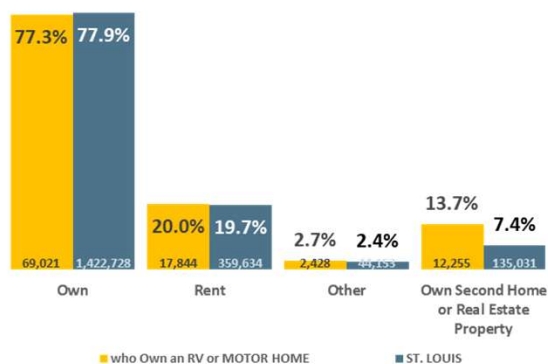




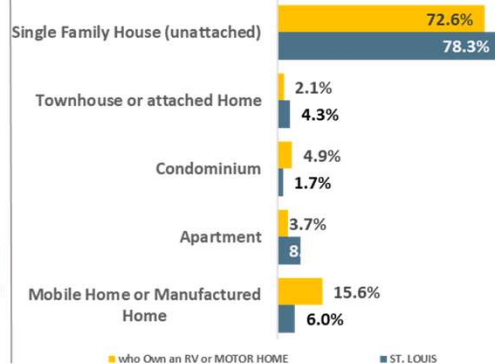
4.9% or 89,293 of ST. LOUIS DMA Adults 35 or older Own an RV or MOTOR HOME. Adults 35 or older who Own an RV or MOTOR HOME are .8% less likely to own their home, 36.5% more likely to own a higher valued home, 7.4% less likely to have a single-family home, 46.8% more likely to have a dog.



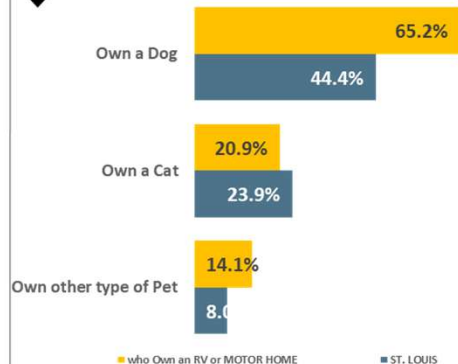
Own/Rent/Other: Adults 35 or older



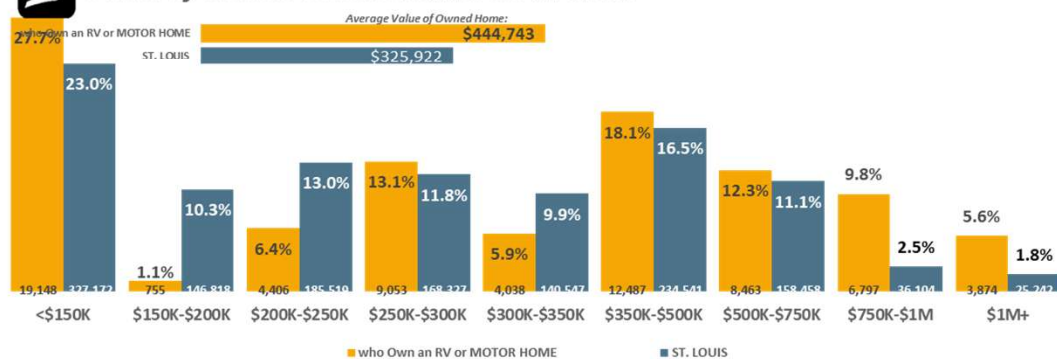
Type of Home: Adults 35 or older



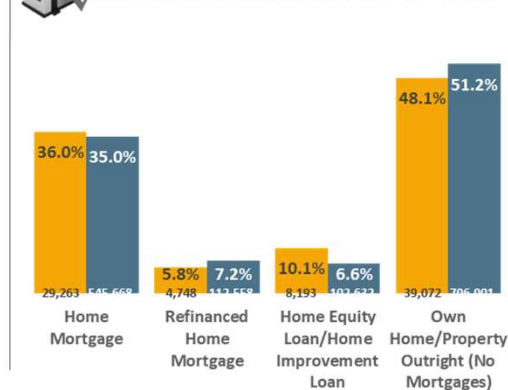
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older

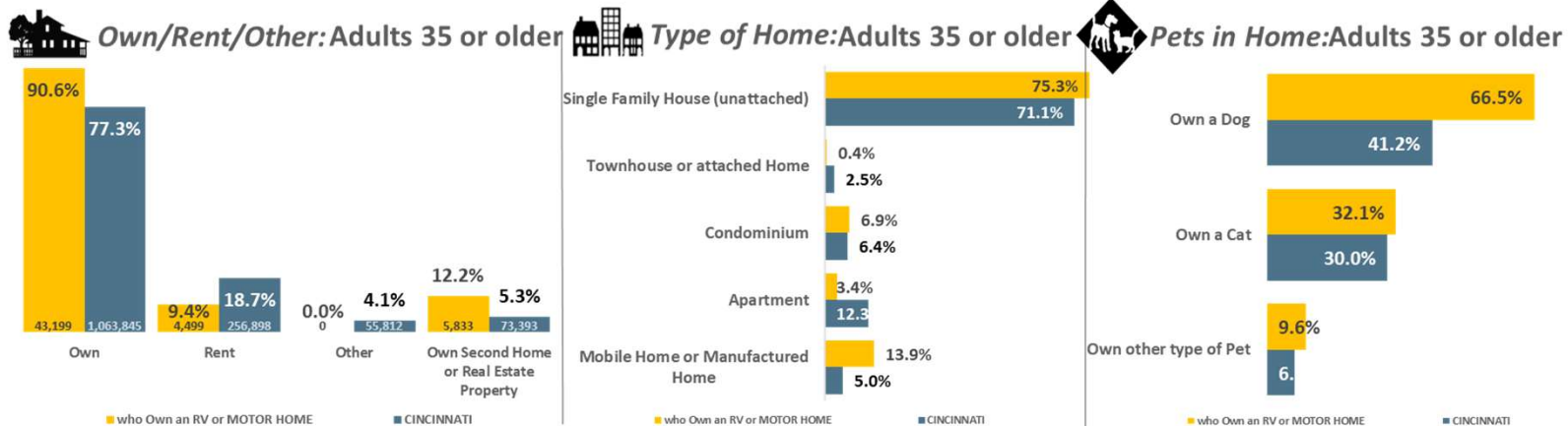


Home Loans: Adults 35 or older

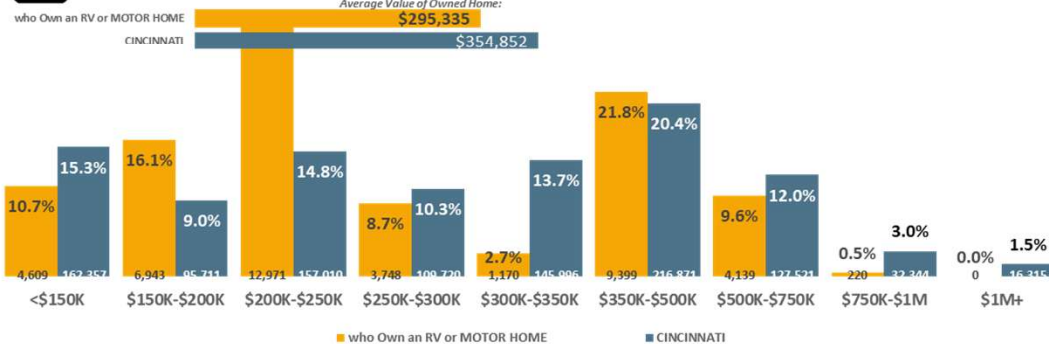




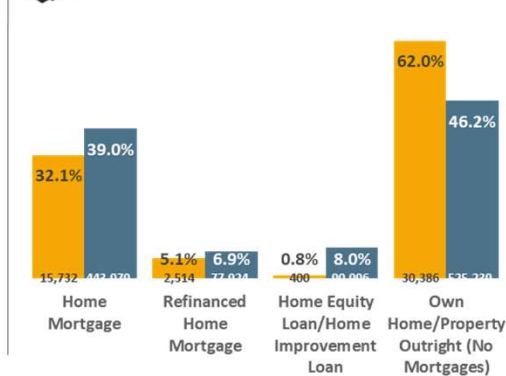
3.5% or 47,698 of CINCINNATI DMA Adults 35 or older Own an RV or MOTOR HOME. Adults 35 or older who Own an RV or MOTOR HOME are 17.2% more likely to own their home, 16.8% more likely to own a lower valued home, 5.9% more likely to have a single-family home, 61.5% more likely to have a dog.



Value of Owned Home: Adults 35 or older



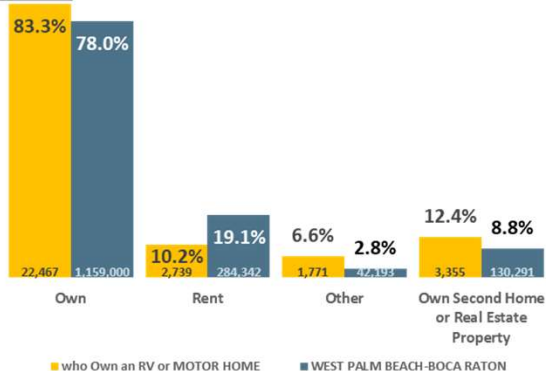
Home Loans: Adults 35 or older



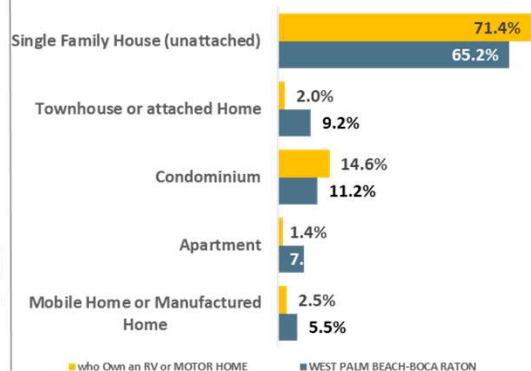


1.8% or 26,977 of WEST PALM BEACH-BOCA RATON DMA Adults 35 or older Own an RV or MOTOR HOME. Adults 35 or older who Own an RV or MOTOR HOME are 6.7% more likely to own their home, 23.5% more likely to own a lower valued home, 9.6% more likely to have a single-family home, 59.3% more likely to have a dog.

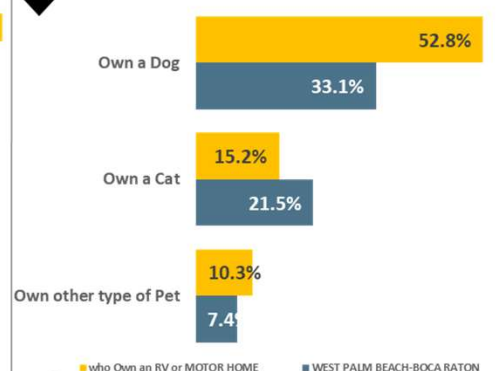
Own/Rent/Other: Adults 35 or older



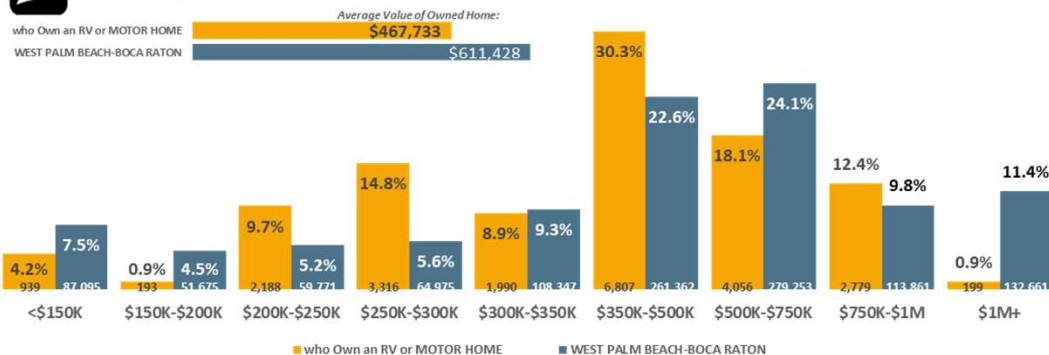
Type of Home: Adults 35 or older



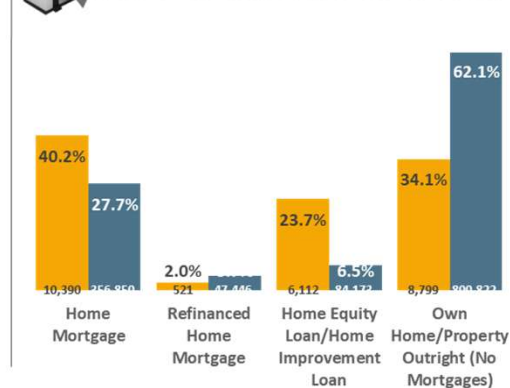
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



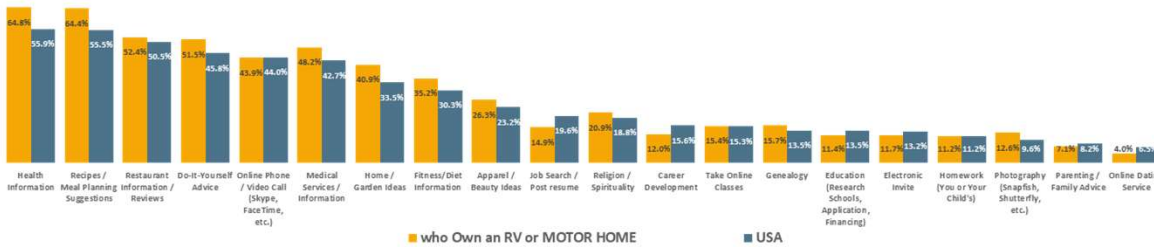
Home Loans: Adults 35 or older



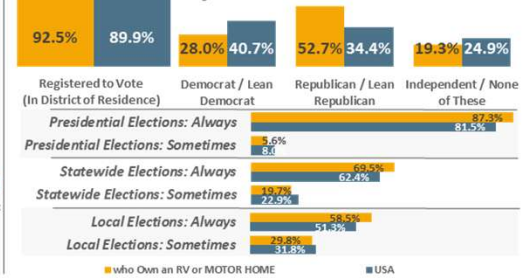


4.1% or 7,734,652 of USA Adults 35 or older Own an RV or MOTOR HOME.
 Adults 35 or older who Own an RV or MOTOR HOME are 12.5% more likely to look up D-I-Y advice online,
 14.1% more likely to always vote in local elections, 17.1% less likely to belong to a gym, 2.8% less likely to
 fly domestic past yr.

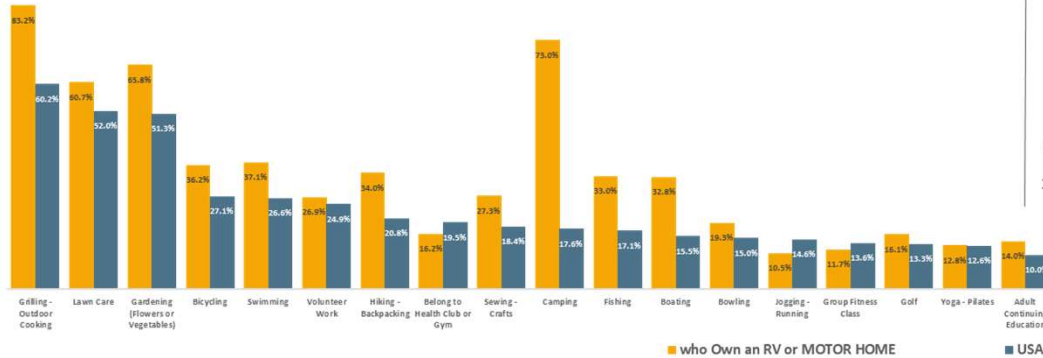
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



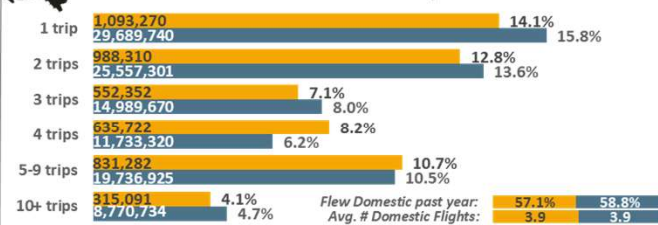
Political Activity: Adults 35 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 35 or older



Past 12-months Domestic Airline Trips: Adults 35 or older

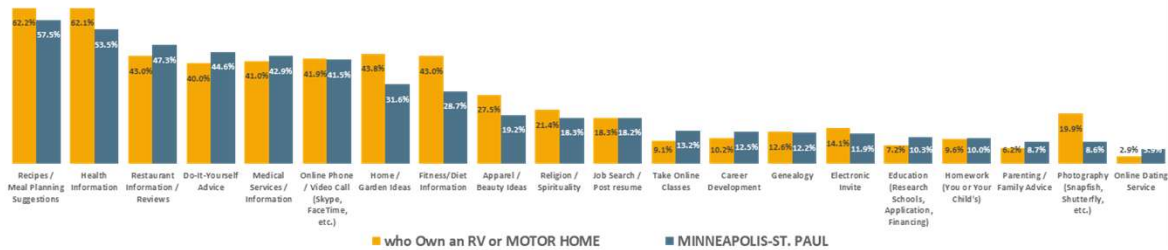




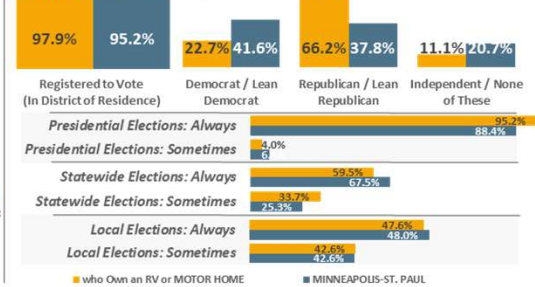
5.4% or 151,765 of MINNEAPOLIS-ST. PAUL DMA Adults 35 or older Own an RV or MOTOR HOME.
Adults 35 or older who Own an RV or MOTOR HOME are 10.4% less likely to look up D-I-Y advice online,
.8% less likely to always vote in local elections, 24.% less likely to belong to a gym, 2.1% less likely to fly
domestic past yr.



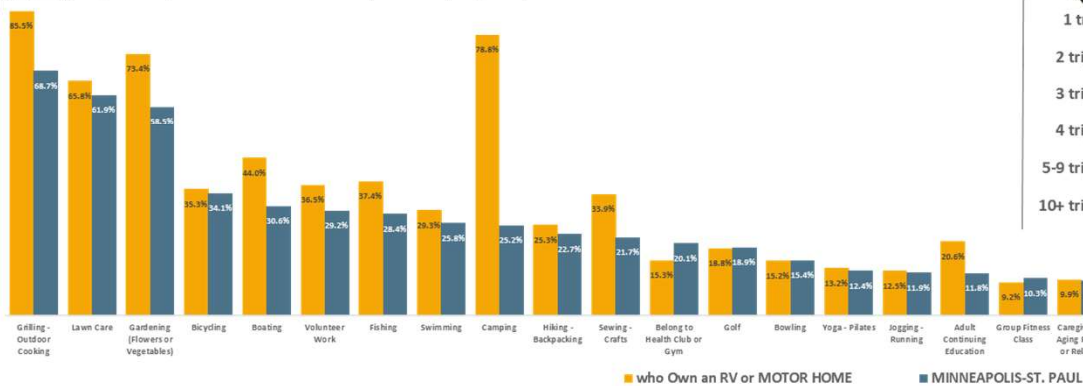
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



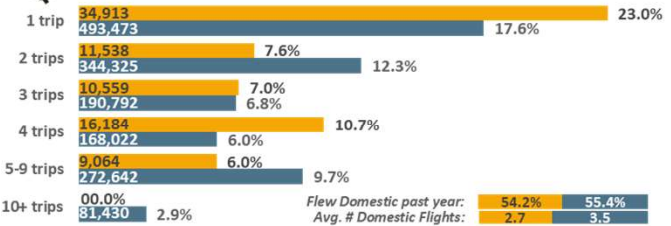
Political Activity: Adults 35 or older



Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



Past 12-months Domestic Airline Trips: Adults 35 or older

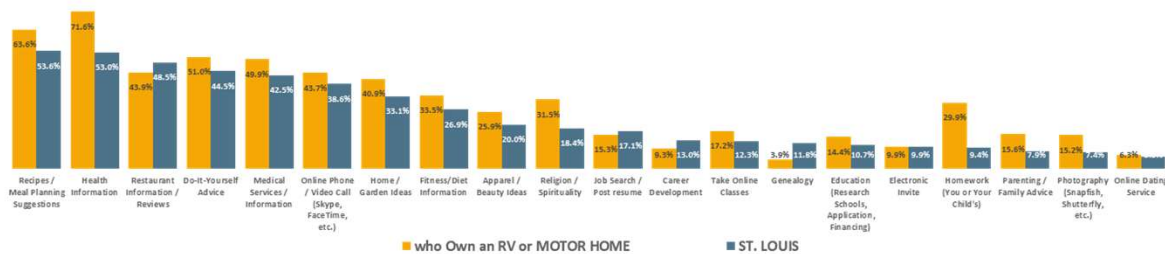




4.9% or 89,293 of ST. LOUIS DMA Adults 35 or older Own an RV or MOTOR HOME.
Adults 35 or older who Own an RV or MOTOR HOME are 14.8% more likely to look up D-I-Y advice online, 32.6% less likely to always vote in local elections, 26.4% less likely to belong to a gym, 6.8% less likely to fly domestic past yr.

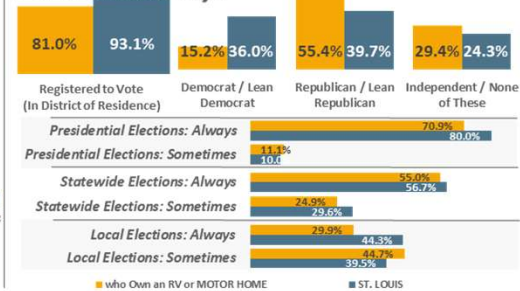


Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older

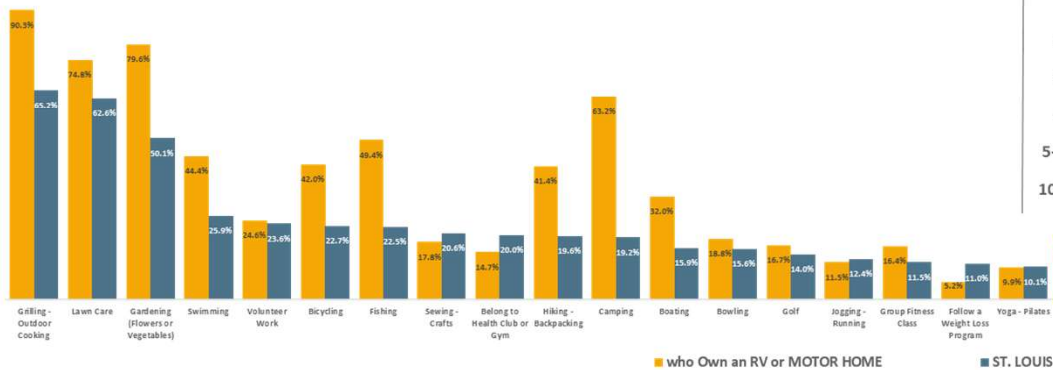


Adults 35 or older

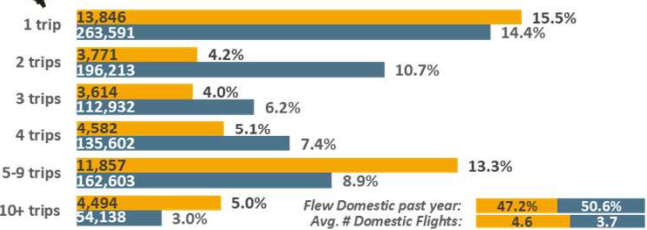
Political Activity:



Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



Past 12-months Domestic Airline Trips: Adults 35 or older

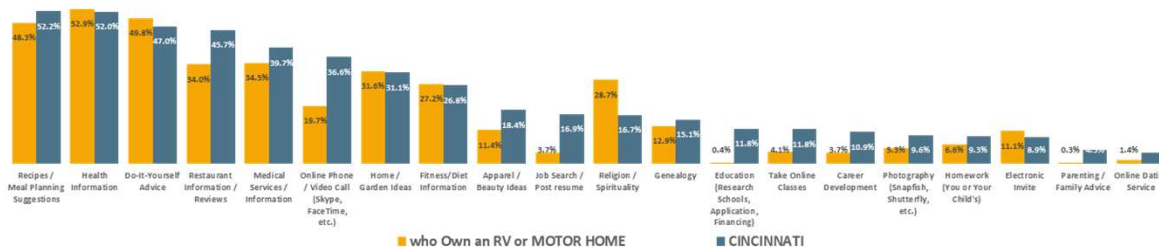




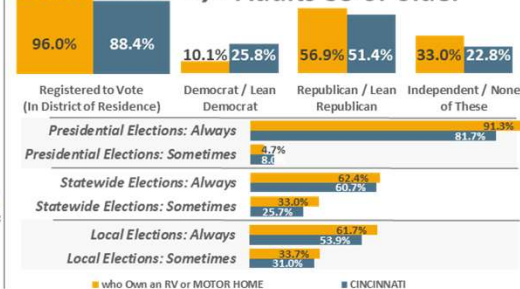
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Adults 35 or older who Own an RV or MOTOR HOME are 5.8% more likely to look up D-I-Y advice online,
14.6% more likely to always vote in local elections, 14.2% more likely to belong to a gym, 6.7% more likely to fly domestic past yr.



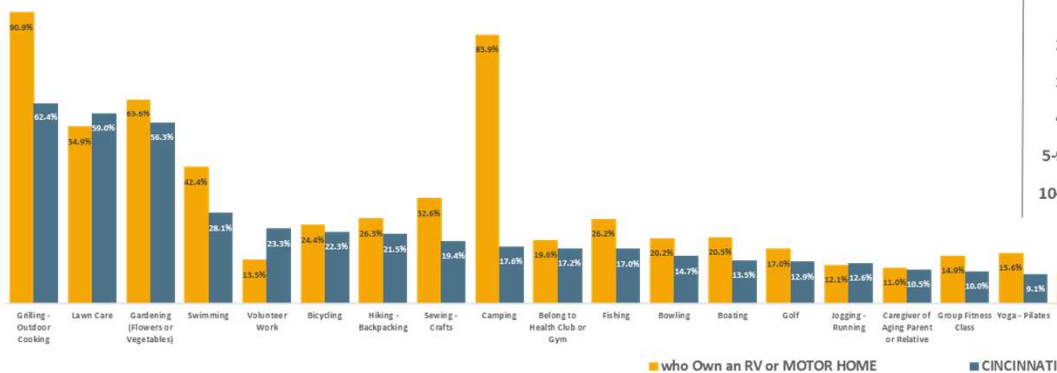
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



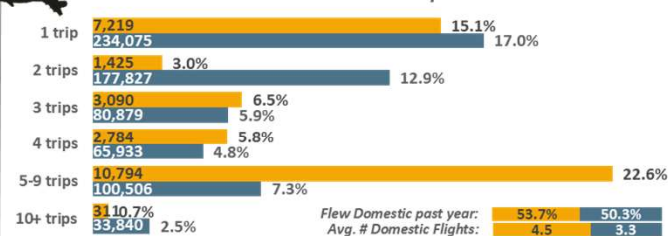
Political Activity: Adults 35 or older



Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



Past 12-months Domestic Airline Trips: Adults 35 or older

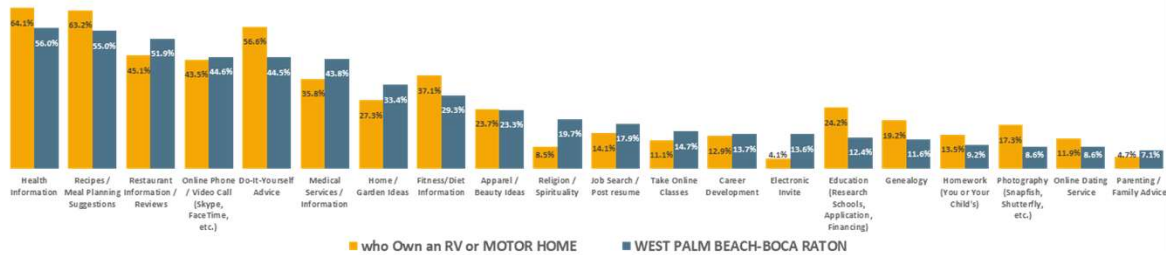




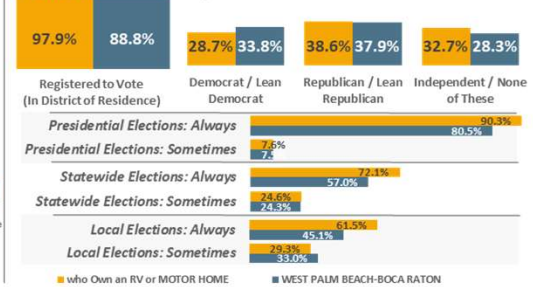
1.8% or 26,977 of WEST PALM BEACH-BOCA RATON DMA Adults 35 or older Own an RV or MOTOR HOME. Adults 35 or older who Own an RV or MOTOR HOME are 27.2% more likely to look up D-I-Y advice online, 36.2% more likely to always vote in local elections, 59.4% more likely to belong to a gym, 2.8% less likely to fly domestic past yr.



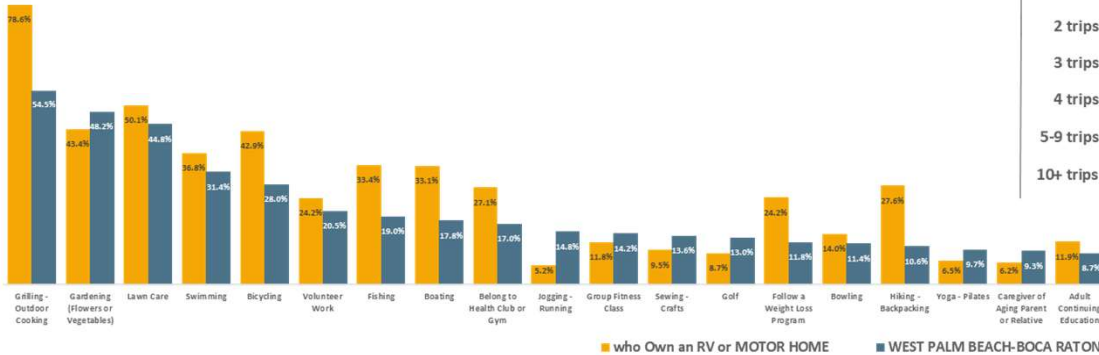
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



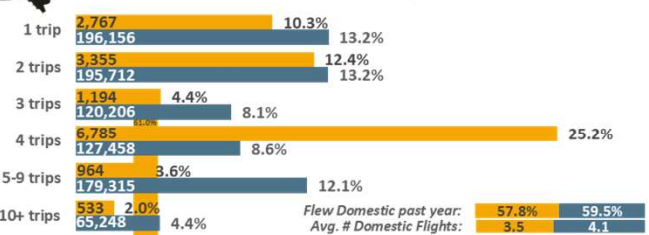
Political Activity: Adults 35 or older



Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



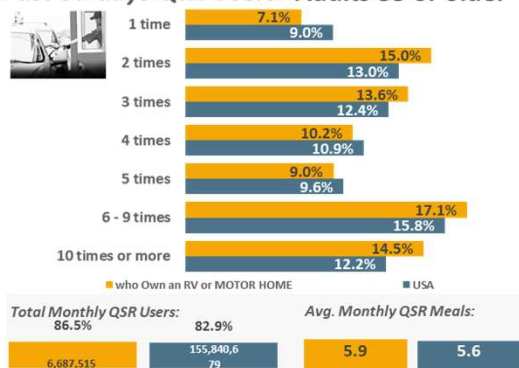
Past 12-months Domestic Airline Trips: Adults 35 or older



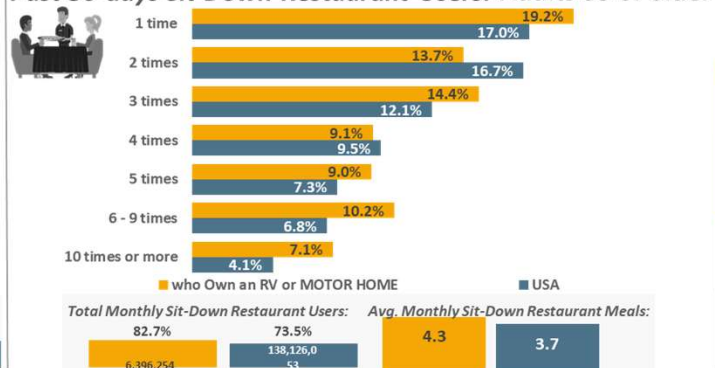


4.1% or 7,734,652 of USA Adults 35 or older Own an RV or MOTOR HOME.
 Adults 35 or older who Own an RV or MOTOR HOME are 4.3% more likely to use QSRs past mo., 12.6% more likely to use Sit-Down Restaurants past mo., 46.6% more likely to use Casinos past yr, 28.3% more likely to smoke cigarettes.

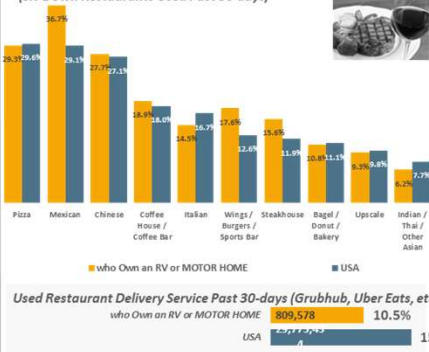
Past 30-days QSR Users: Adults 35 or older



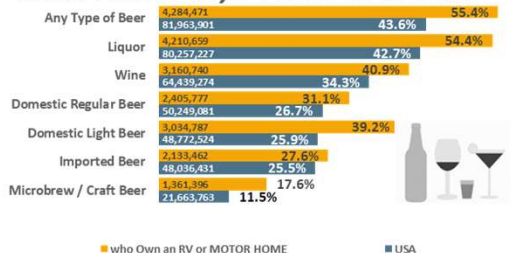
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



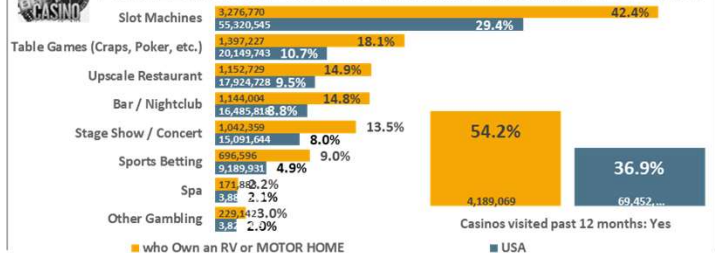
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



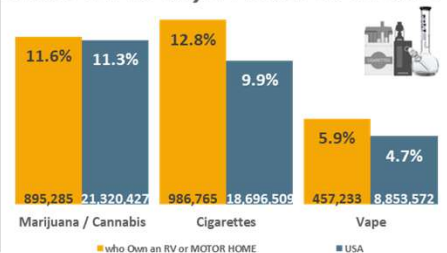
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



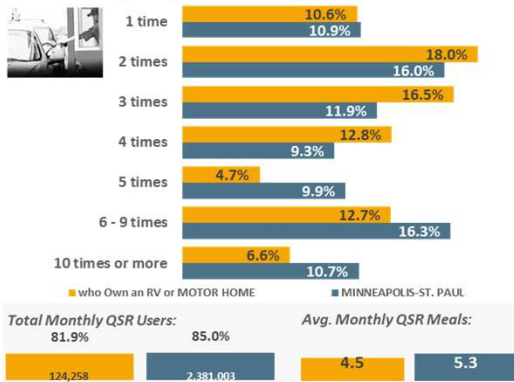
Used Past 30-days: Adults 35 or older



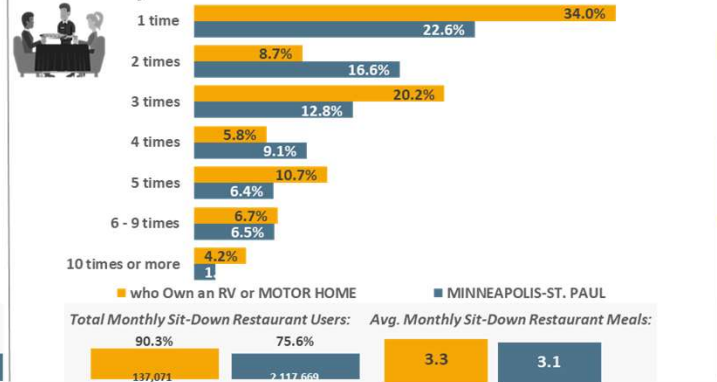


5.4% or 151,765 of MINNEAPOLIS-ST. PAUL DMA Adults 35 or older Own an RV or MOTOR HOME.
Adults 35 or older who Own an RV or MOTOR HOME are 3.7% less likely to use QSRs past mo., 19.5% more likely to use Sit-Down Restaurants past mo., 16.6% more likely to use Casinos past yr, 21.% more likely to smoke cigarettes.

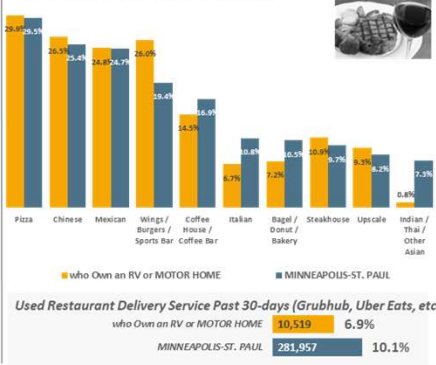
Past 30-days QSR Users: Adults 35 or older



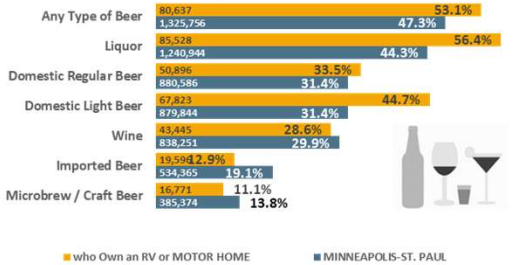
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



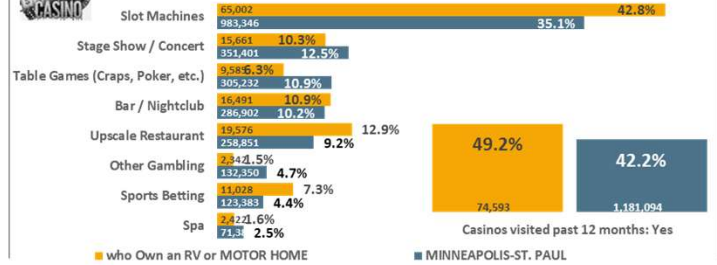
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



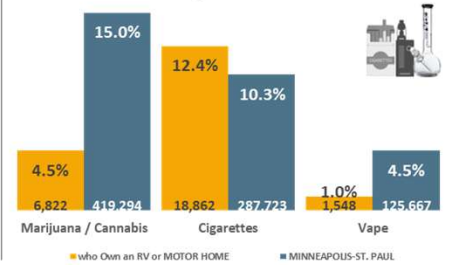
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



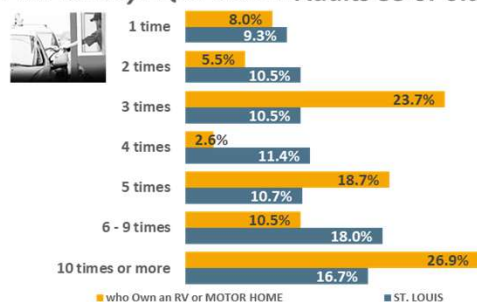
Used Past 30-days: Adults 35 or older



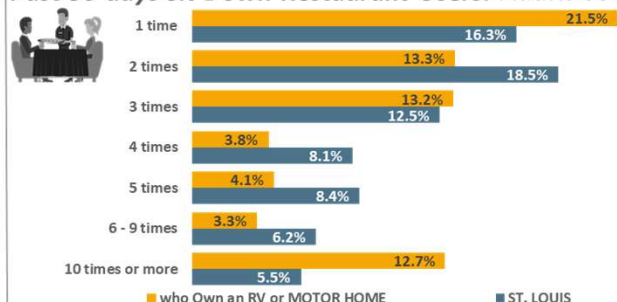


4.9% or 89,293 of ST. LOUIS DMA Adults 35 or older Own an RV or MOTOR HOME.
Adults 35 or older who Own an RV or MOTOR HOME are 9.9% more likely to use QSRs past mo., 4.8% less likely to use Sit-Down Restaurants past mo., 24.5% more likely to use Casinos past yr, 109.4% more likely to smoke cigarettes.

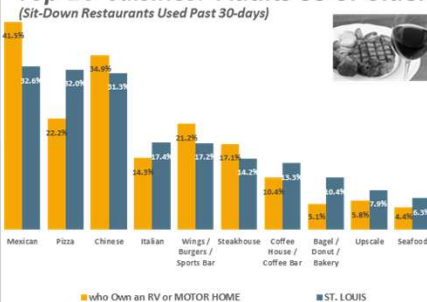
Past 30-days QSR Users: Adults 35 or older



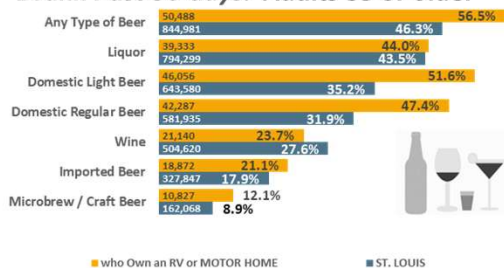
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



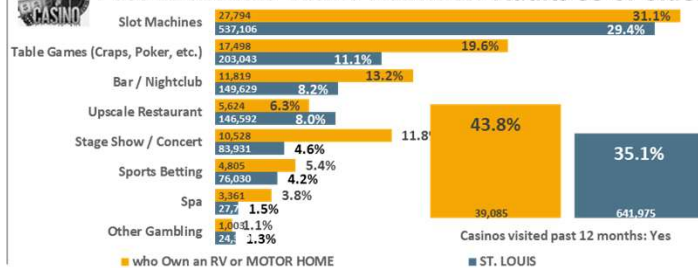
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



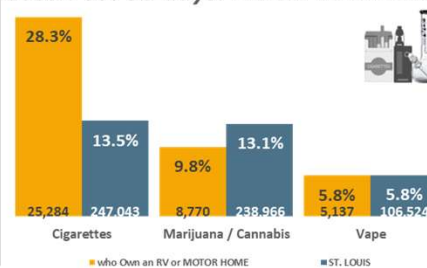
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



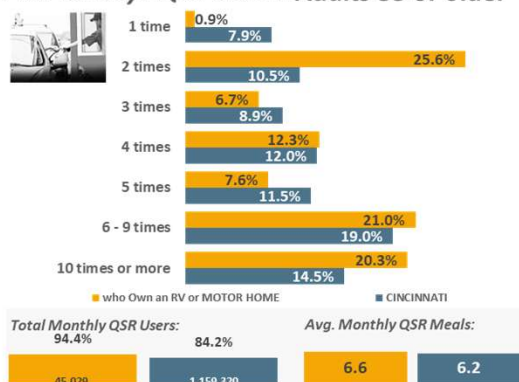
Used Past 30-days: Adults 35 or older



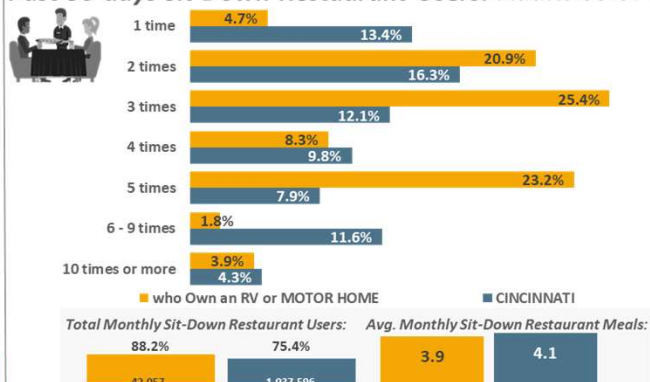


3.5% or 47,698 of CINCINNATI DMA Adults 35 or older Own an RV or MOTOR HOME.
 Adults 35 or older who Own an RV or MOTOR HOME are 12.1% more likely to use QSRs past mo., 17% more likely to use Sit-Down Restaurants past mo., 30% more likely to use Casinos past yr., 15.5% more likely to smoke cigarettes.

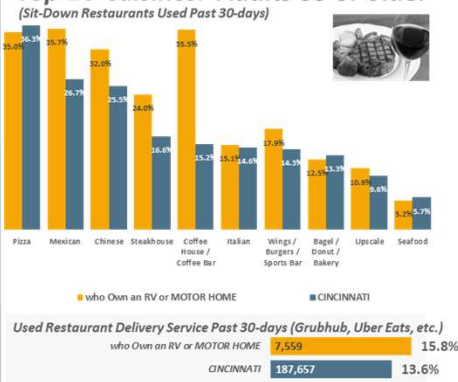
Past 30-days QSR Users: Adults 35 or older



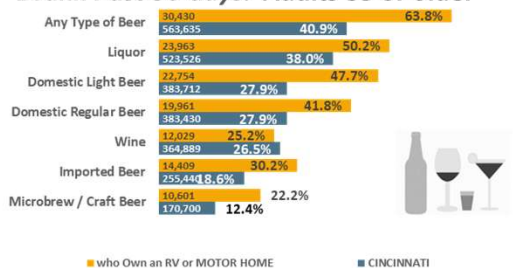
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



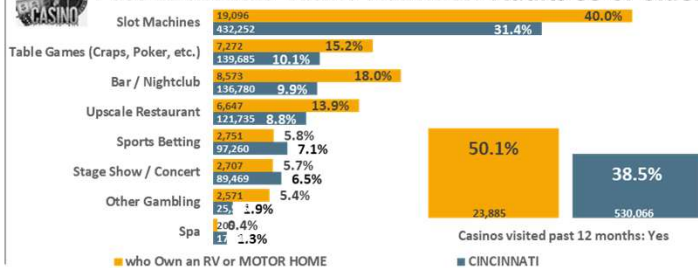
Top-10 Cuisines: Adults 35 or older



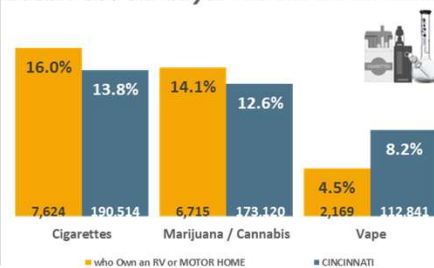
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



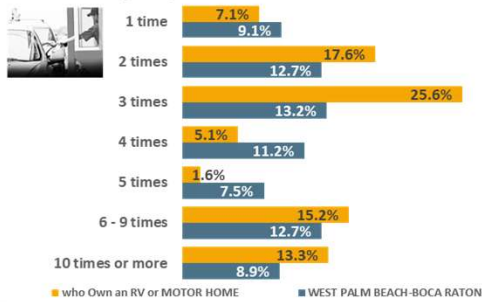
Used Past 30-days: Adults 35 or older





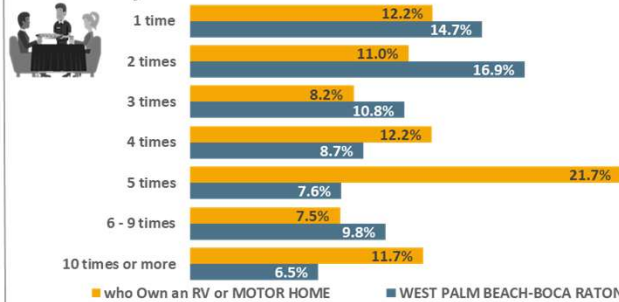
1.8% or 26,977 of WEST PALM BEACH-BOCA RATON DMA Adults 35 or older Own an RV or MOTOR HOME. Adults 35 or older who Own an RV or MOTOR HOME are 13.7% more likely to use QSRs past mo., 12.8% more likely to use Sit-Down Restaurants past mo., 7.1% less likely to use Casinos past yr., 69.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



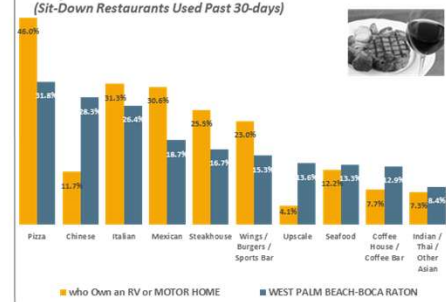
Total Monthly QSR Users: 85.6% (23,088) vs. 75.3% (1,118,145)
Avg. Monthly QSR Meals: 5.4 vs. 5.1

Past 30-days Sit-Down Restaurant Users: Adults 35 or older



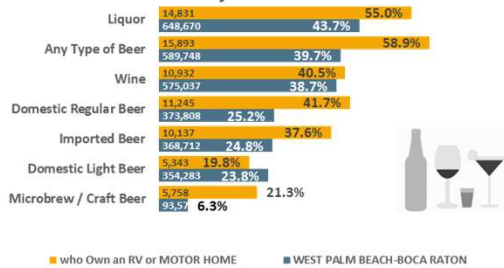
Total Monthly Sit-Down Restaurant Users: 84.6% (22,826) vs. 75.0% (1,114,222)
Avg. Monthly Sit-Down Restaurant Meals: 5.3 vs. 4.3

Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



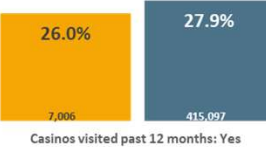
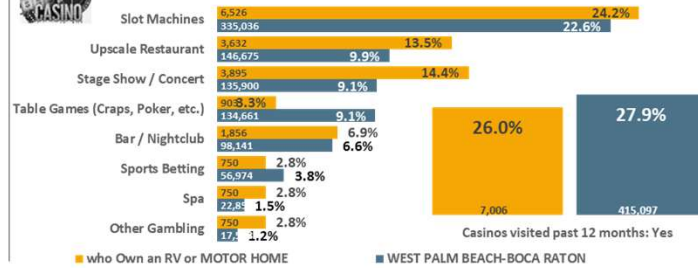
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.): 17.9% (4,821) vs. 13.5% (200,969)

Drank Past 30-days: Adults 35 or older

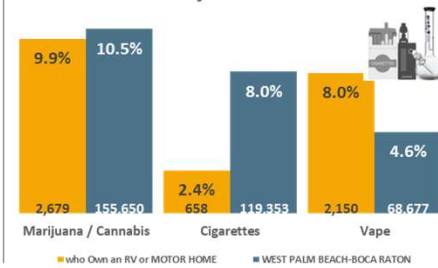


WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 53
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Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older



Items/services household currently has (HHLD): RV (motor home)



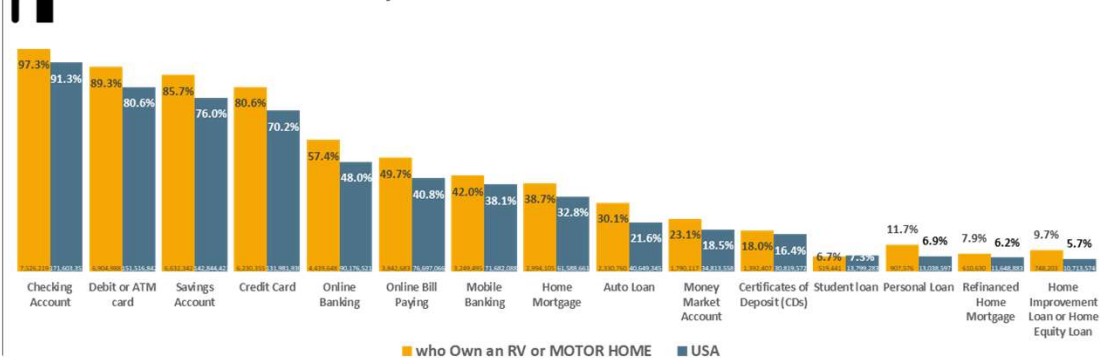
4.1% or 7,734,652 of USA Adults 35 or older Own an RV or MOTOR HOME.
Adults 35 or older who Own an RV or MOTOR HOME are 10.6% more likely to have a 401K, 39.4% more likely to have an Auto Loan, 8.8% less likely to Invest/Trade Stocks Online, 10.1% more likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



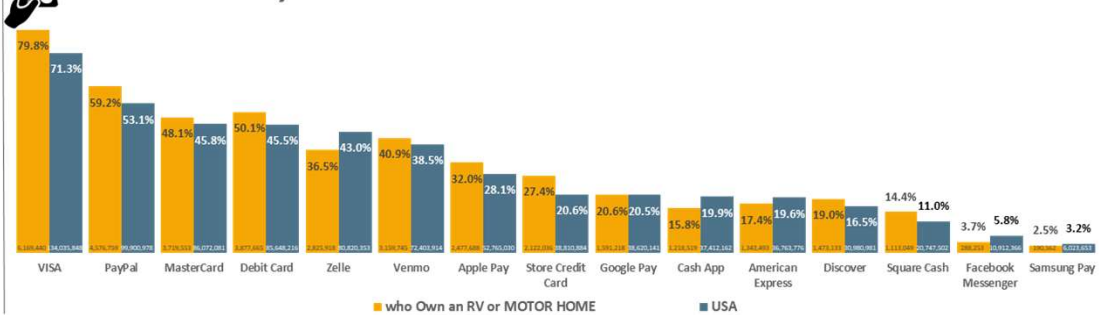
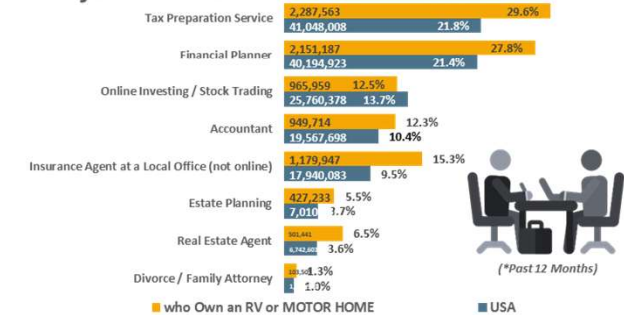
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older

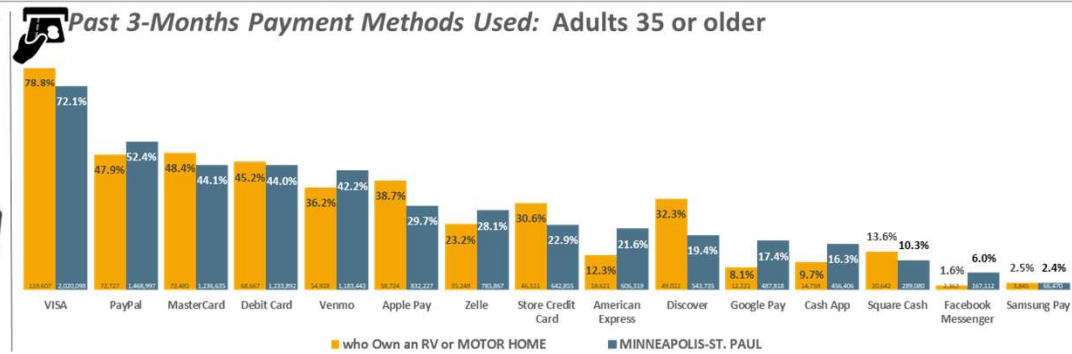
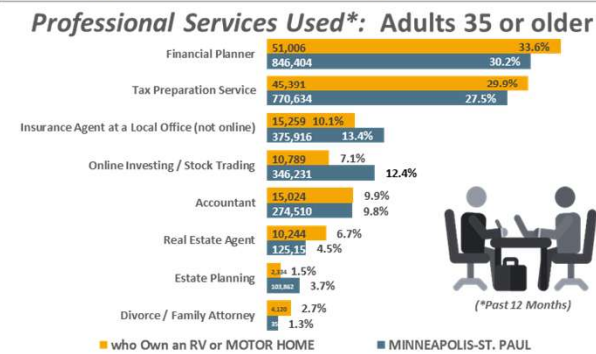
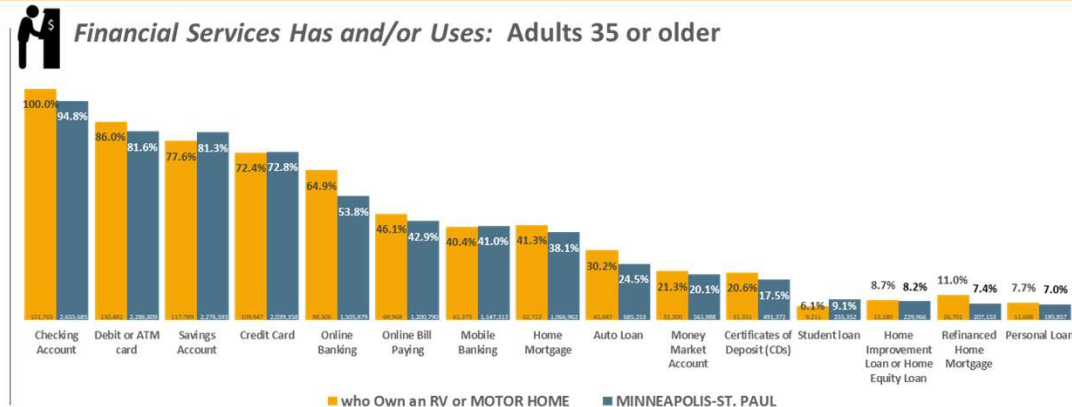
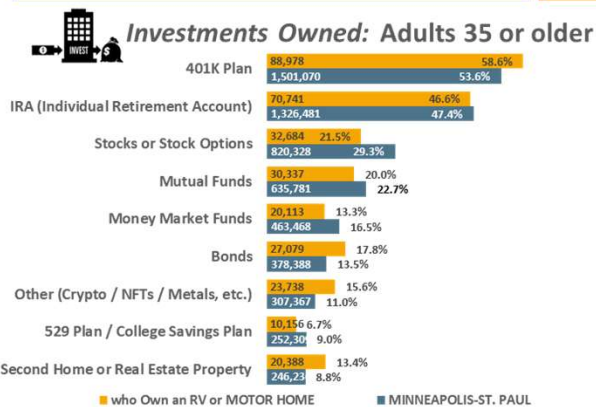


Past 3-Months Payment Methods Used: Adults 35 or older





5.4% or 151,765 of MINNEAPOLIS-ST. PAUL DMA Adults 35 or older Own an RV or MOTOR HOME. Adults 35 or older who Own an RV or MOTOR HOME are 9.4% more likely to have a 401K, 23.5% more likely to have an Auto Loan, 42.5% less likely to Invest/Trade Stocks Online, 2.7% more likely to pay with their Debit Card.

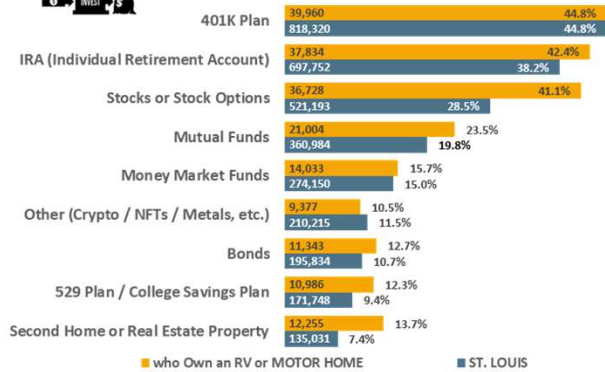




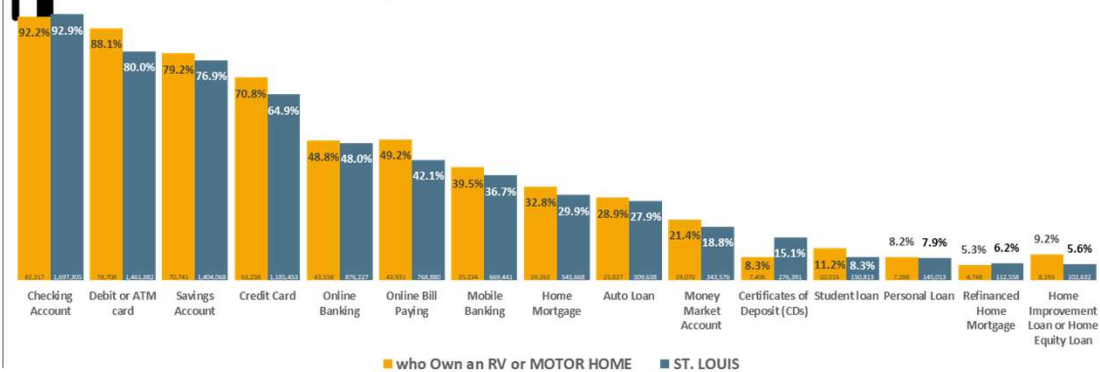
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Adults 35 or older who Own an RV or MOTOR HOME are .1% less likely to have a 401K, 3.7% more likely to have an Auto Loan, 28.5% more likely to Invest/Trade Stocks Online, 9.1% more likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



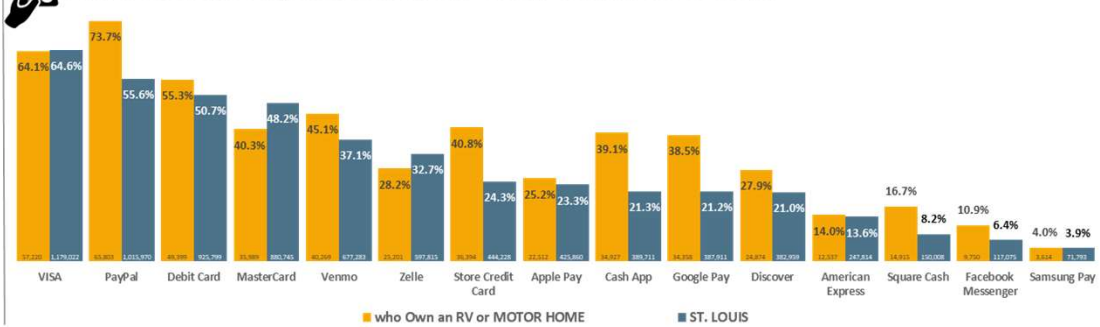
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



Past 3-Months Payment Methods Used: Adults 35 or older





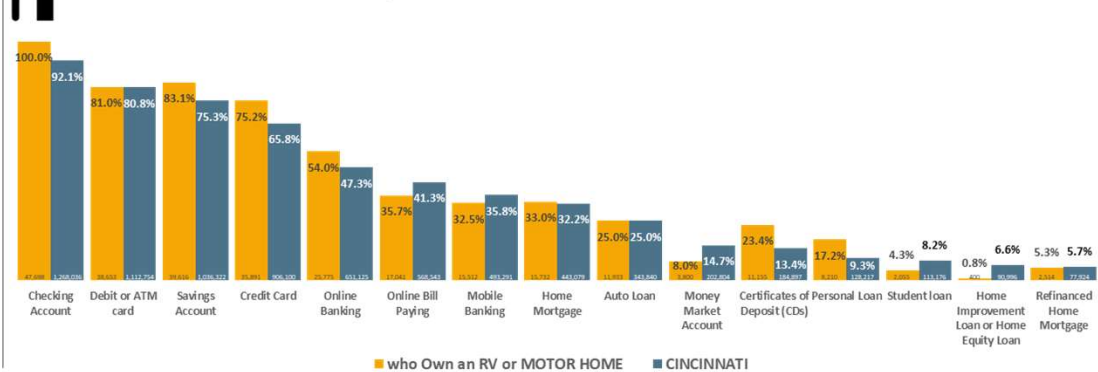
3.5% or 47,698 of CINCINNATI DMA Adults 35 or older Own an RV or MOTOR HOME.
Adults 35 or older who Own an RV or MOTOR HOME are .3% less likely to have a 401K, .2% more likely to have an Auto Loan, 34.6% more likely to Invest/Trade Stocks Online, 3.5% more likely to pay with their Debit Card.



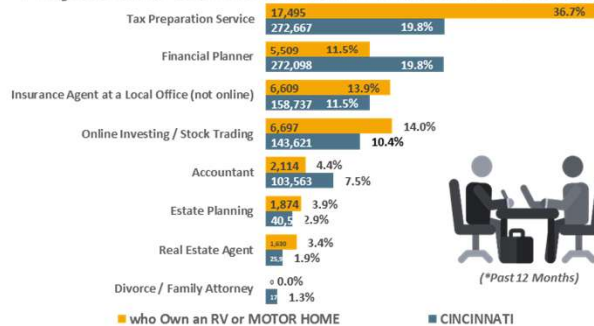
Investments Owned: Adults 35 or older



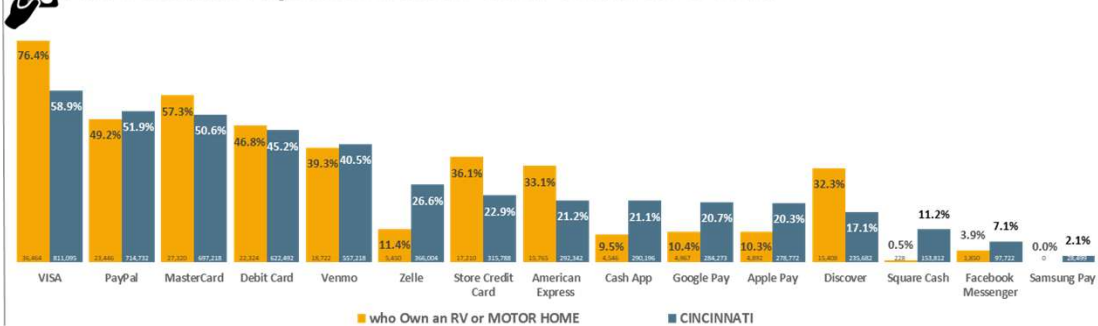
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



Past 3-Months Payment Methods Used: Adults 35 or older

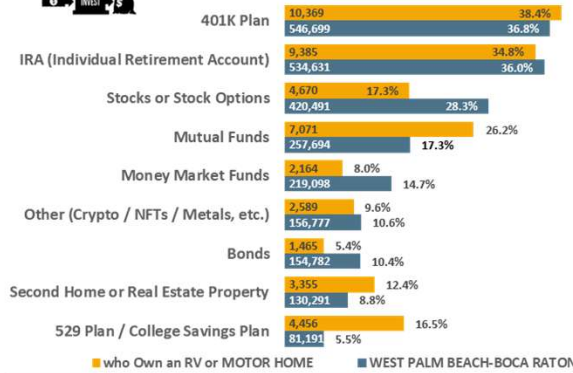




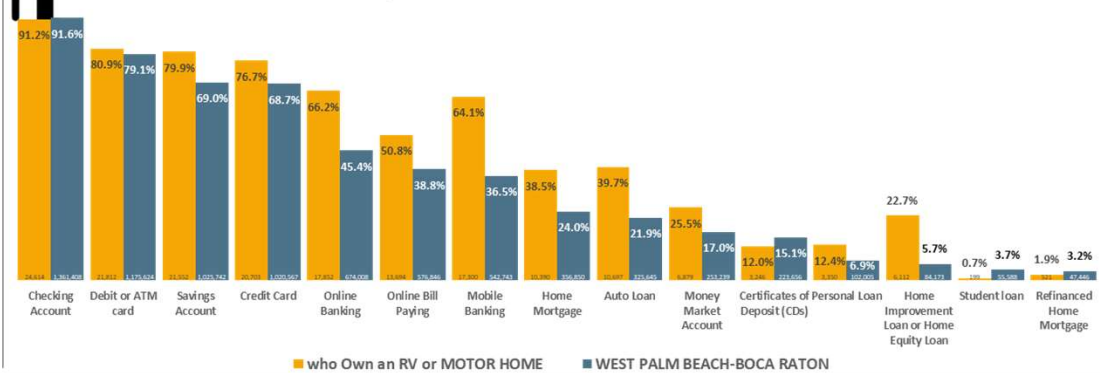
1.8% or 26,977 of WEST PALM BEACH-BOCA RATON DMA Adults 35 or older Own an RV or MOTOR HOME. Adults 35 or older who Own an RV or MOTOR HOME are 4.4% more likely to have a 401K, 80.9% more likely to have an Auto Loan, 65.9% less likely to Invest/Trade Stocks Online, 6.7% more likely to pay with their Debit Card.



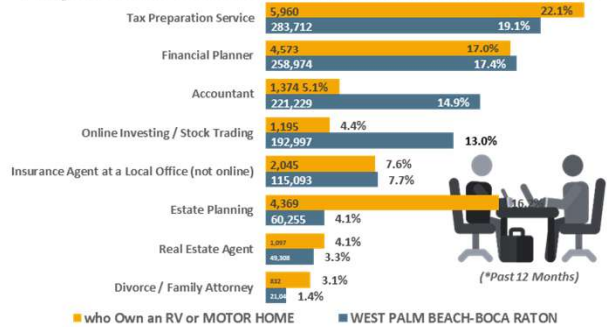
Investments Owned: Adults 35 or older



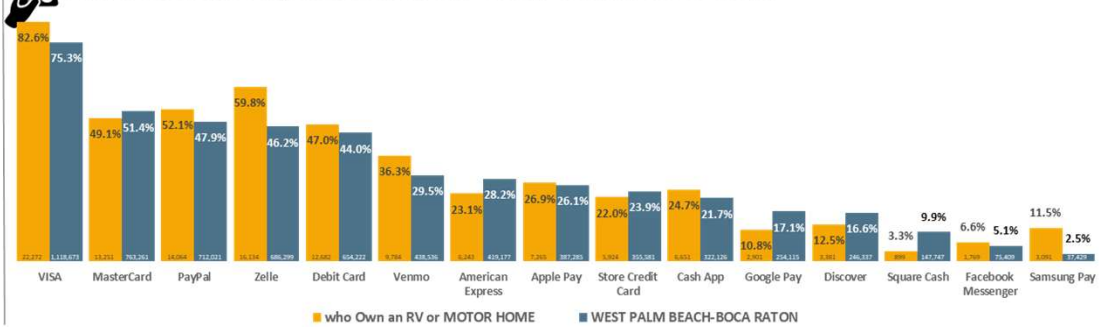
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older

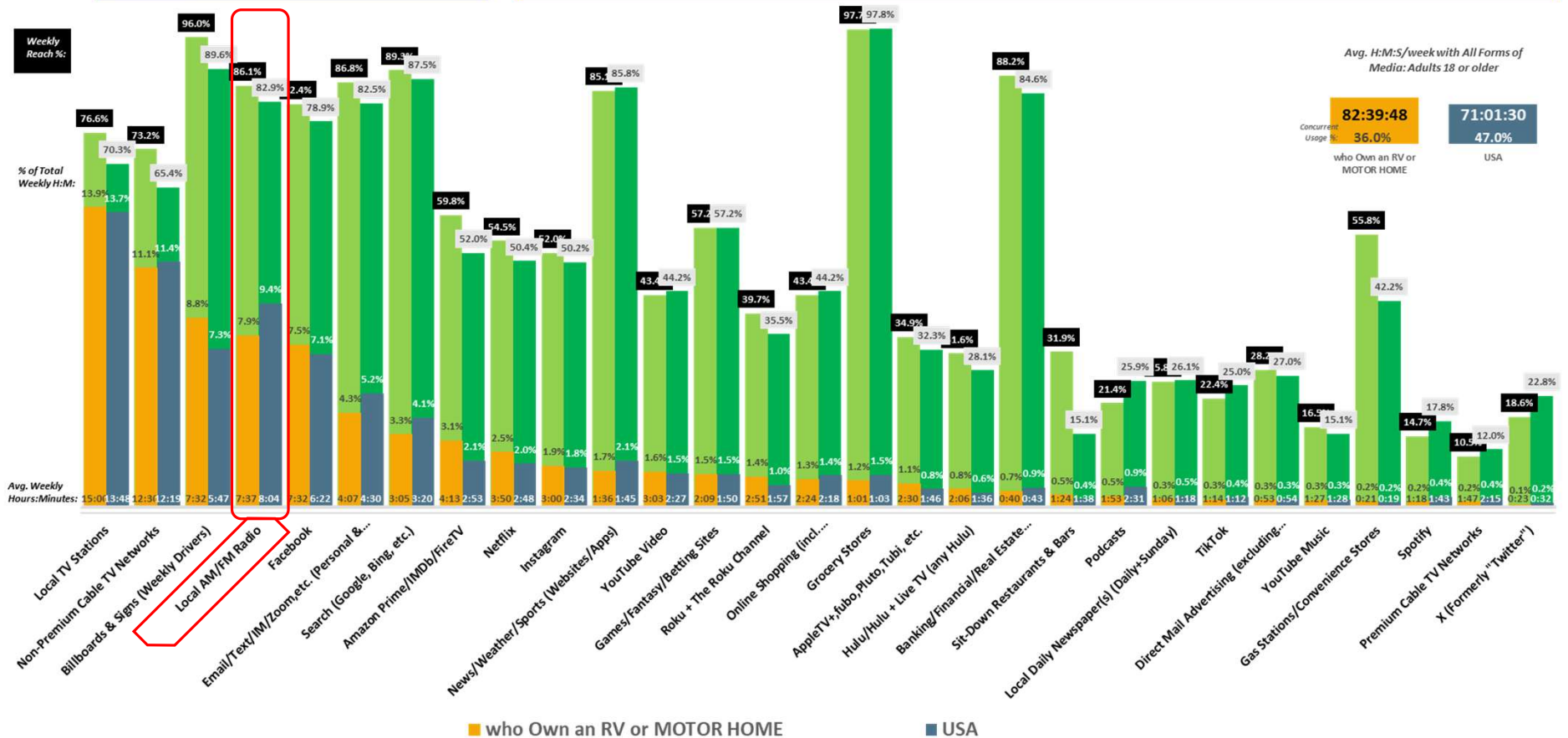


Past 3-Months Payment Methods Used: Adults 35 or older





Adults 35 or older who Own an RV or MOTOR HOME spend an average of 3 days, 10 hours, 39 minutes and 48 seconds each week with All Forms of Media.
 86.1% of Adults 35 or older who Own an RV or MOTOR HOME spend an avg. of 7 hours and 37 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.

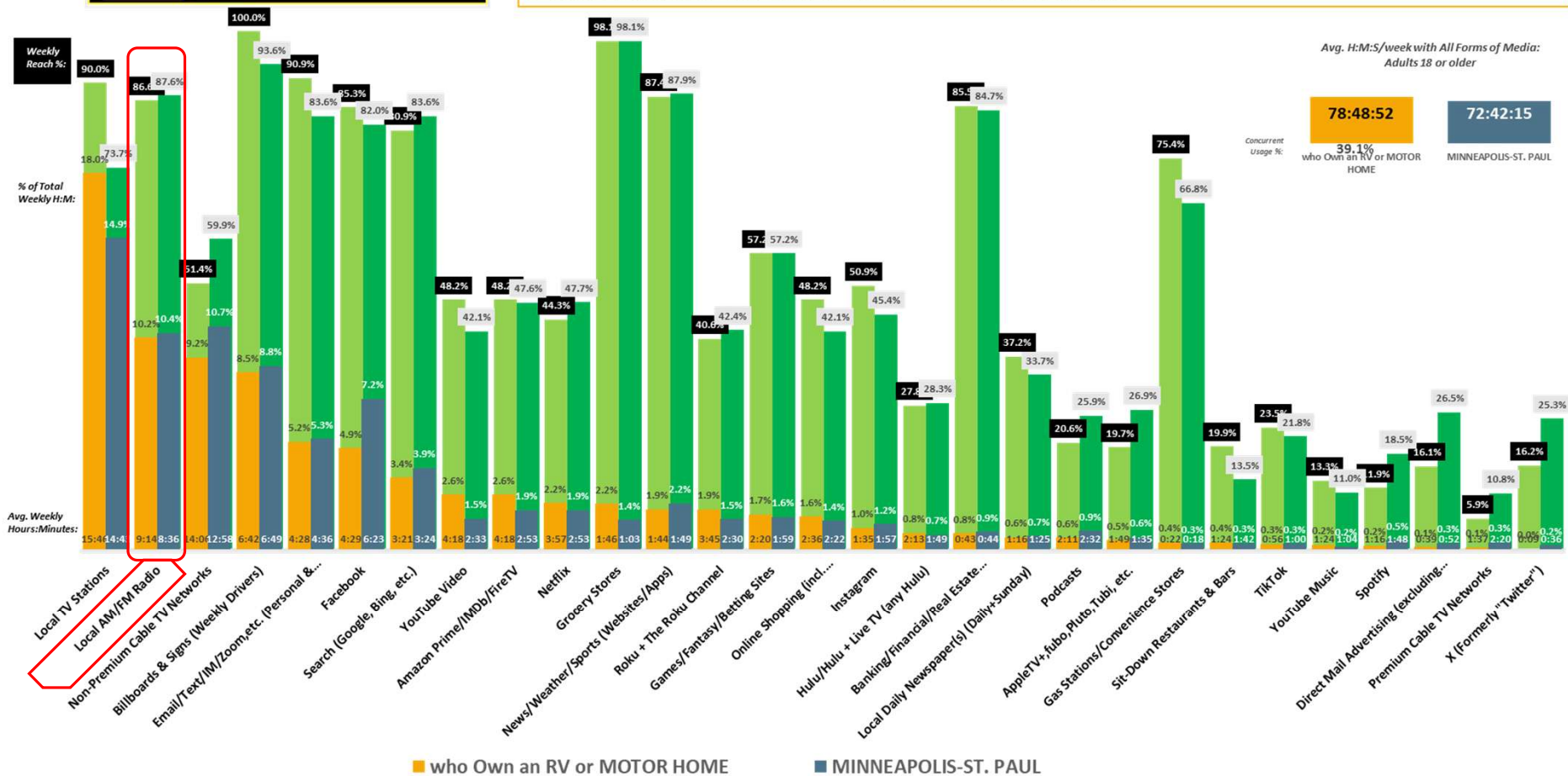


Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage: 82:39:48 (who Own an RV or MOTOR HOME) vs 71:01:30 (USA)

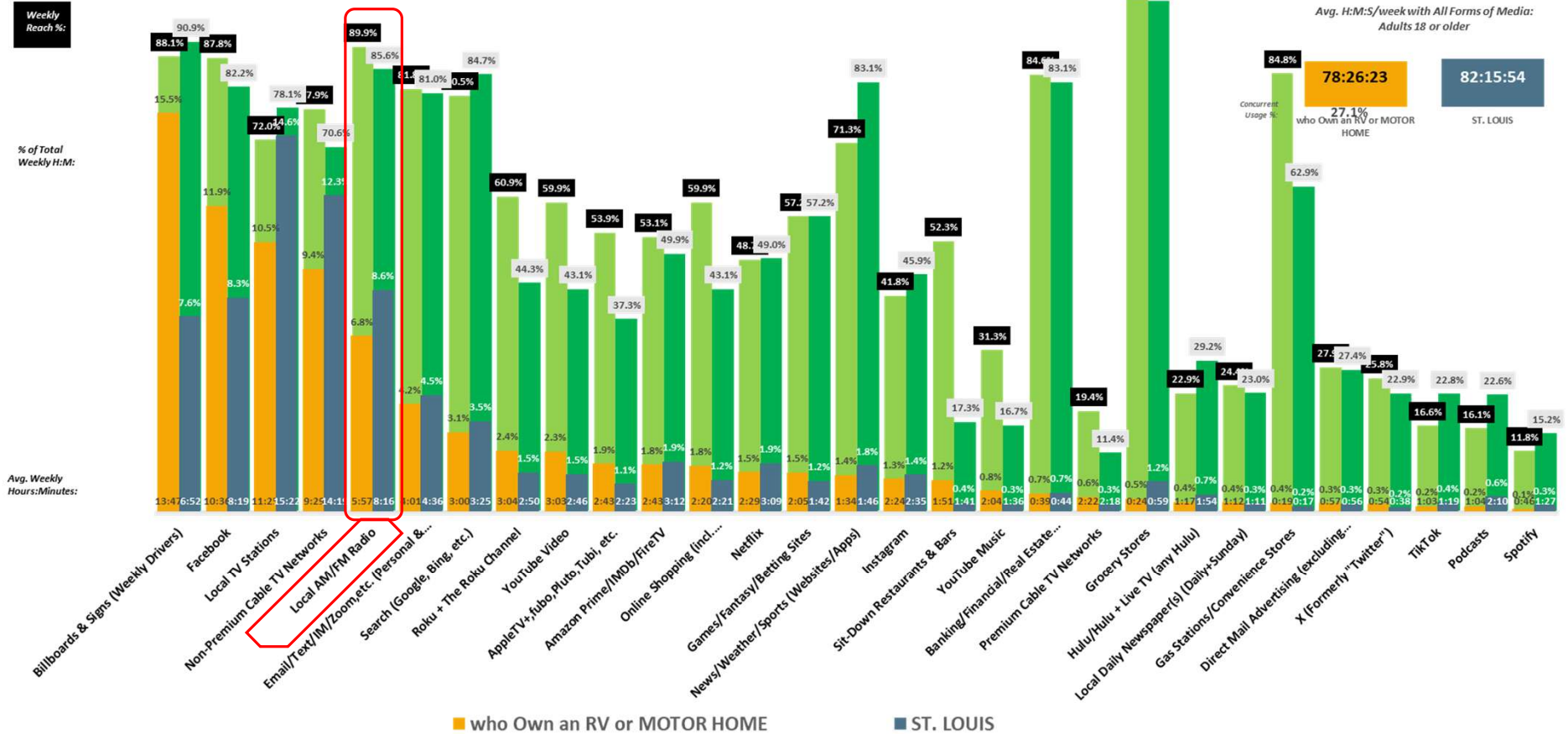


Adults 35 or older who Own an RV or MOTOR HOME spend an average of 3 days, 6 hours, 48 minutes and 52 seconds each week with All Forms of Media.
 86.6% of Adults 35 or older who Own an RV or MOTOR HOME spend an avg. of 9 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



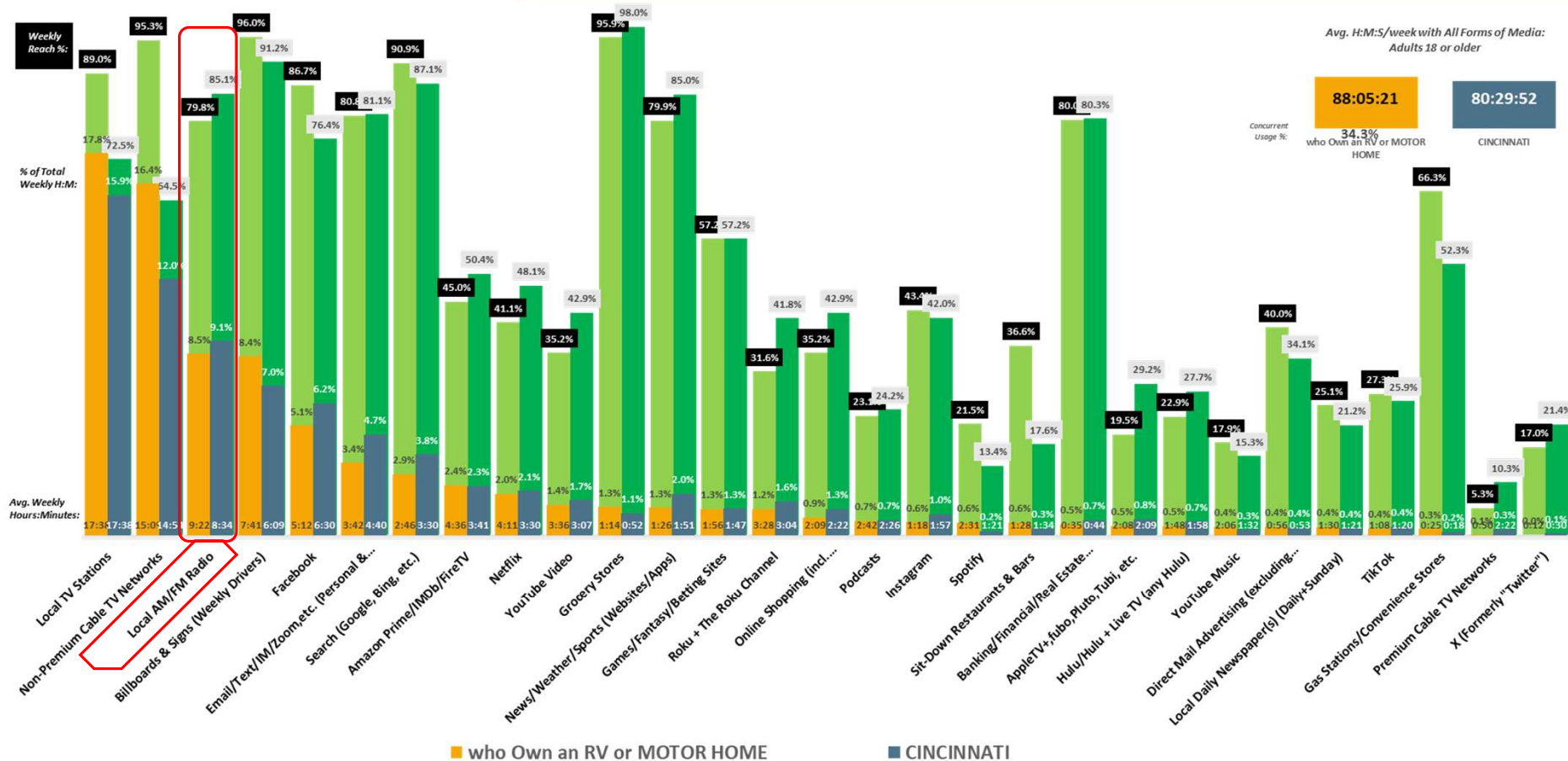


Adults 35 or older who Own an RV or MOTOR HOME spend an average of 3 days, 6 hours, 26 minutes and 23 seconds each week with All Forms of Media.
 89.9% of Adults 35 or older who Own an RV or MOTOR HOME spend an avg. of 5 hours and 57 minutes each week listening to All Local AM/FM Radio, representing 6.8% of total time spent with all forms of Media.





Adults 35 or older who Own an RV or MOTOR HOME spend an average of 3 days, 16 hours, 5 minutes and 21 seconds each week with All Forms of Media.
 79.8% of Adults 35 or older who Own an RV or MOTOR HOME spend an avg. of 9 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



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

88:05:21

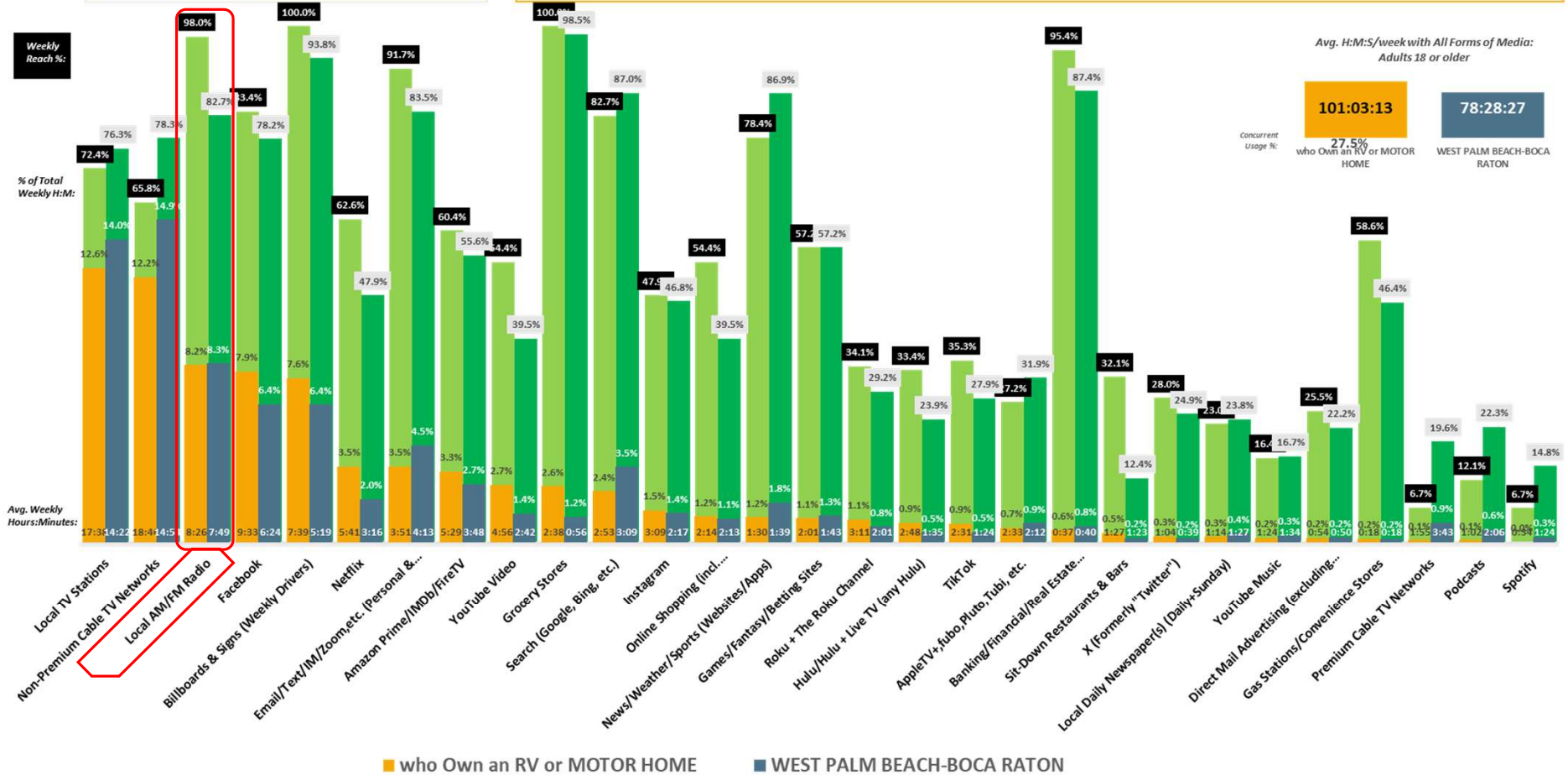
34.3% who Own an RV or MOTOR HOME

CINCINNATI

Concurrent Usage %:

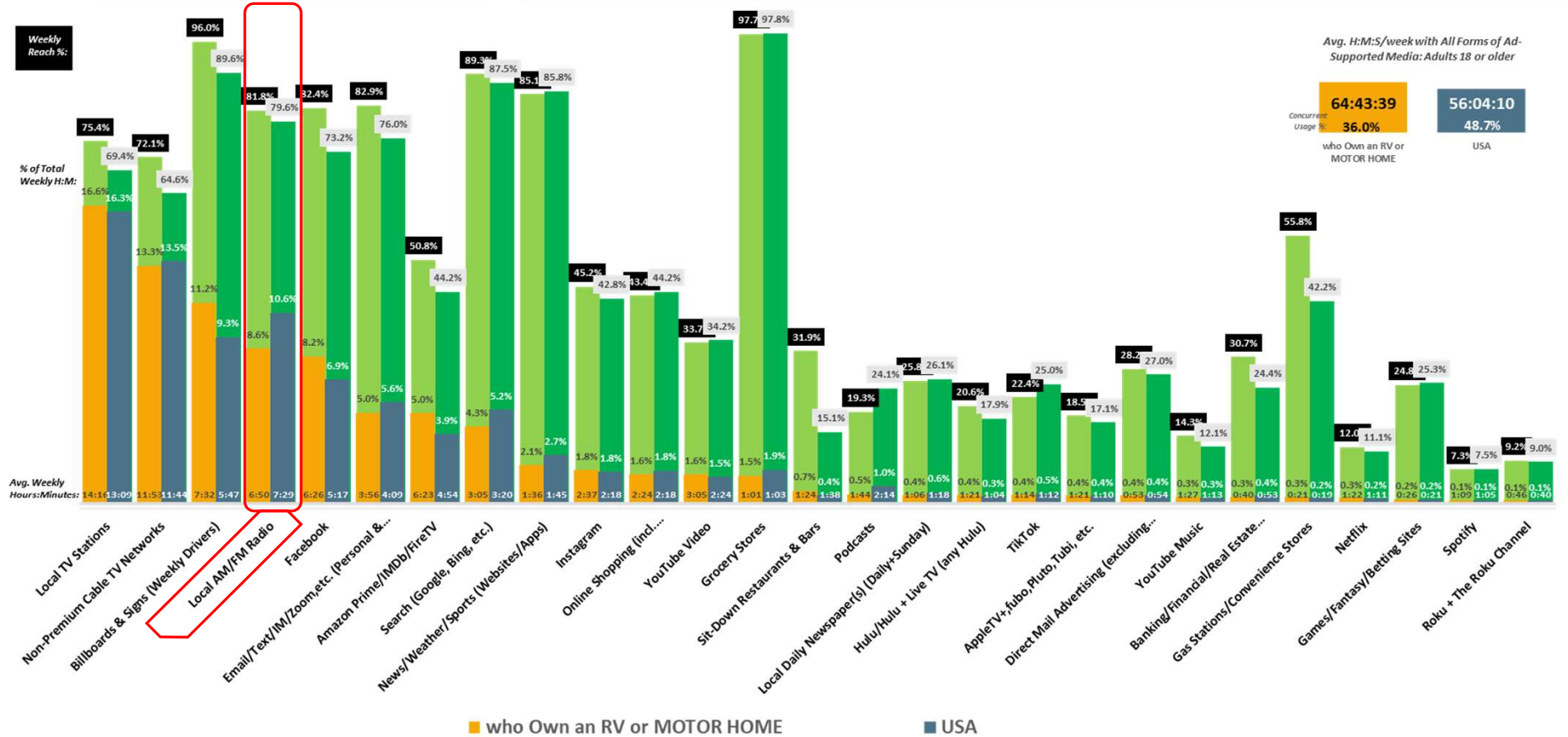


Adults 35 or older who Own an RV or MOTOR HOME spend an average of 4 days, 5 hours, 3 minutes and 13 seconds each week with All Forms of Media.
 98.% of Adults 35 or older who Own an RV or MOTOR HOME spend an avg. of 8 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



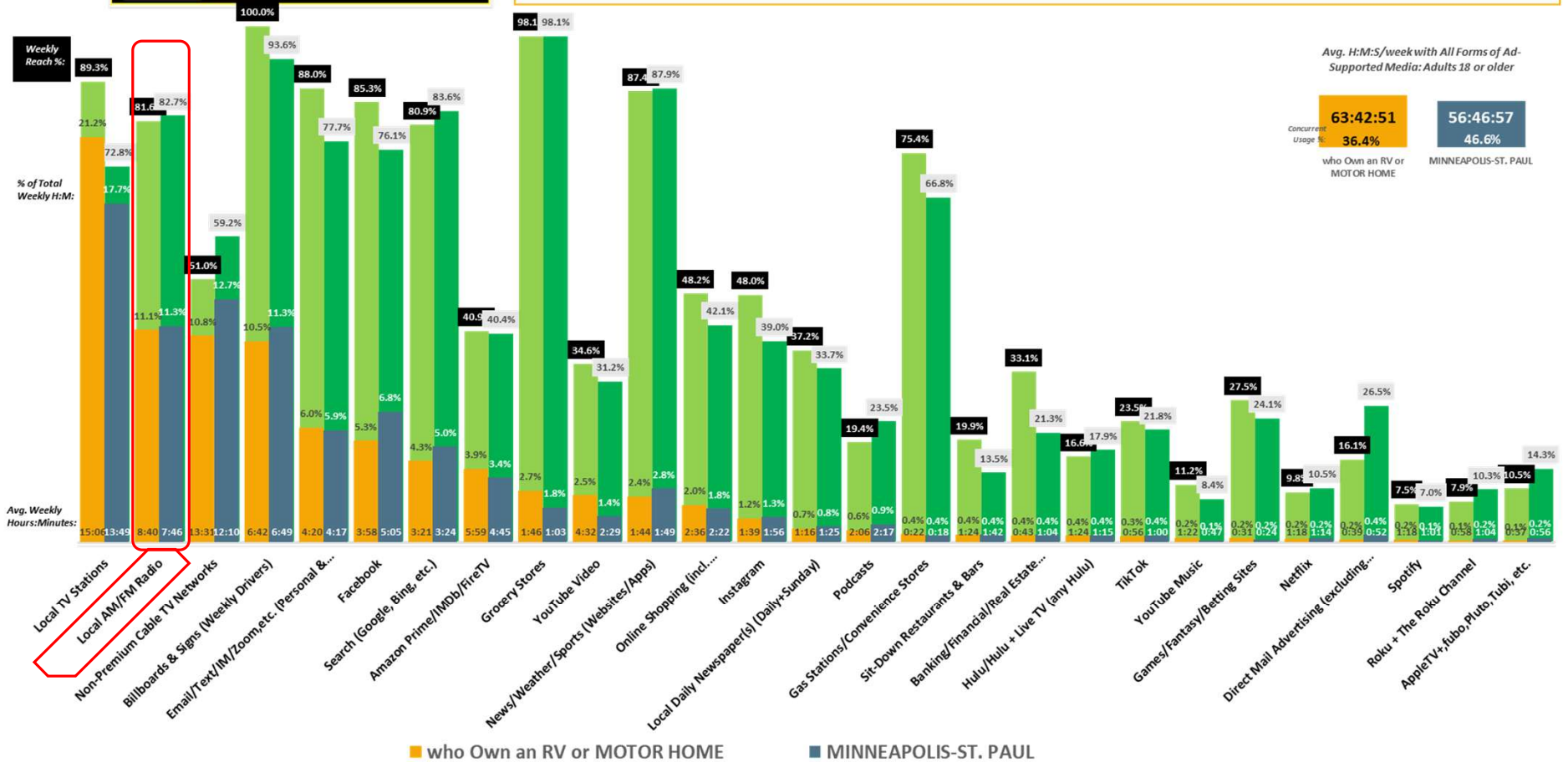


Adults 35 or older who Own an RV or MOTOR HOME spend an average of 2 days, 16 hours, 43 minutes and 39 seconds each week with All Forms of Ad-Supported Media.
 81.8% of Adults 35 or older who Own an RV or MOTOR HOME spend an avg. of 6 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.6% of total time spent with all forms of Ad-Supported Media.



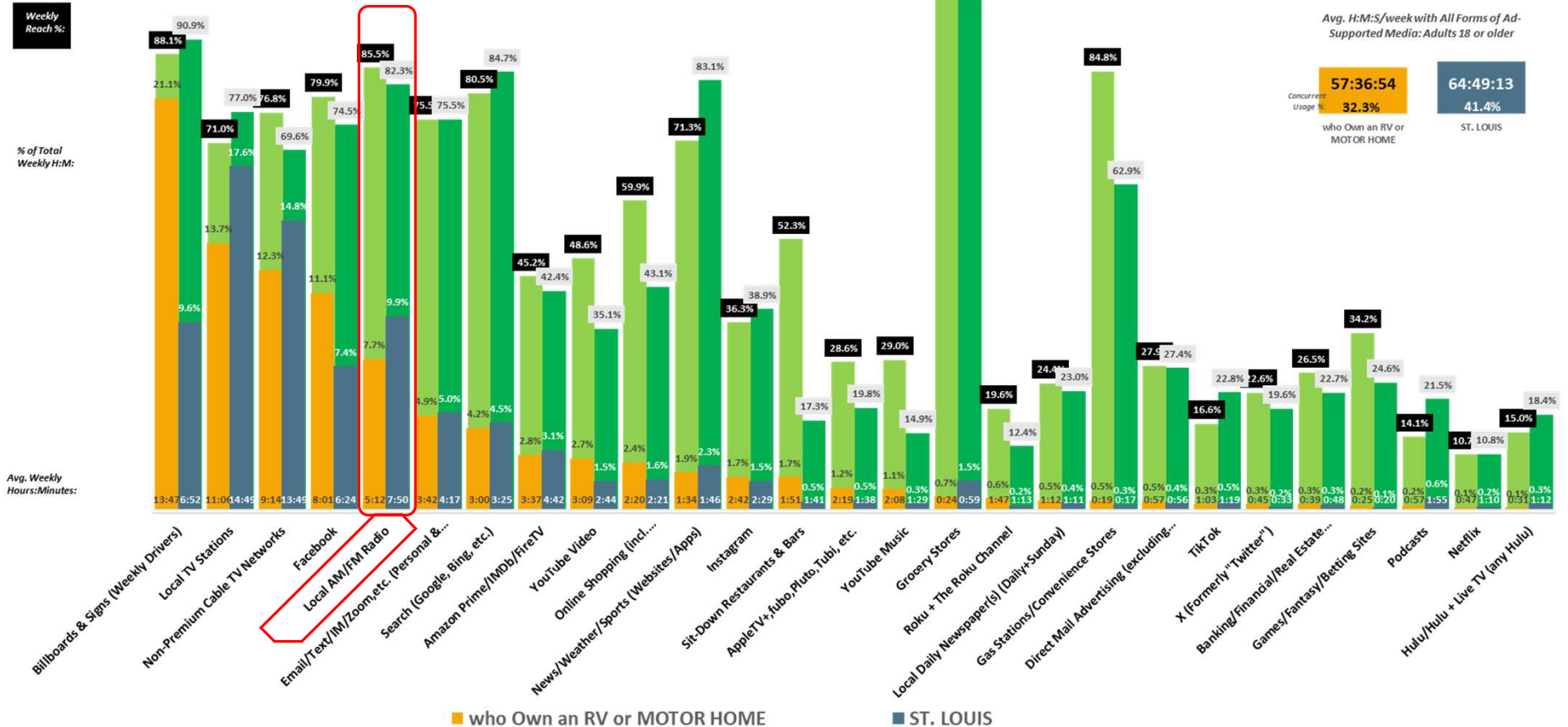


Adults 35 or older who Own an RV or MOTOR HOME spend an average of 2 days, 15 hours, 42 minutes and 51 seconds each week with All Forms of Ad-Supported Media.
 81.6% of Adults 35 or older who Own an RV or MOTOR HOME spend an avg. of 8 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.



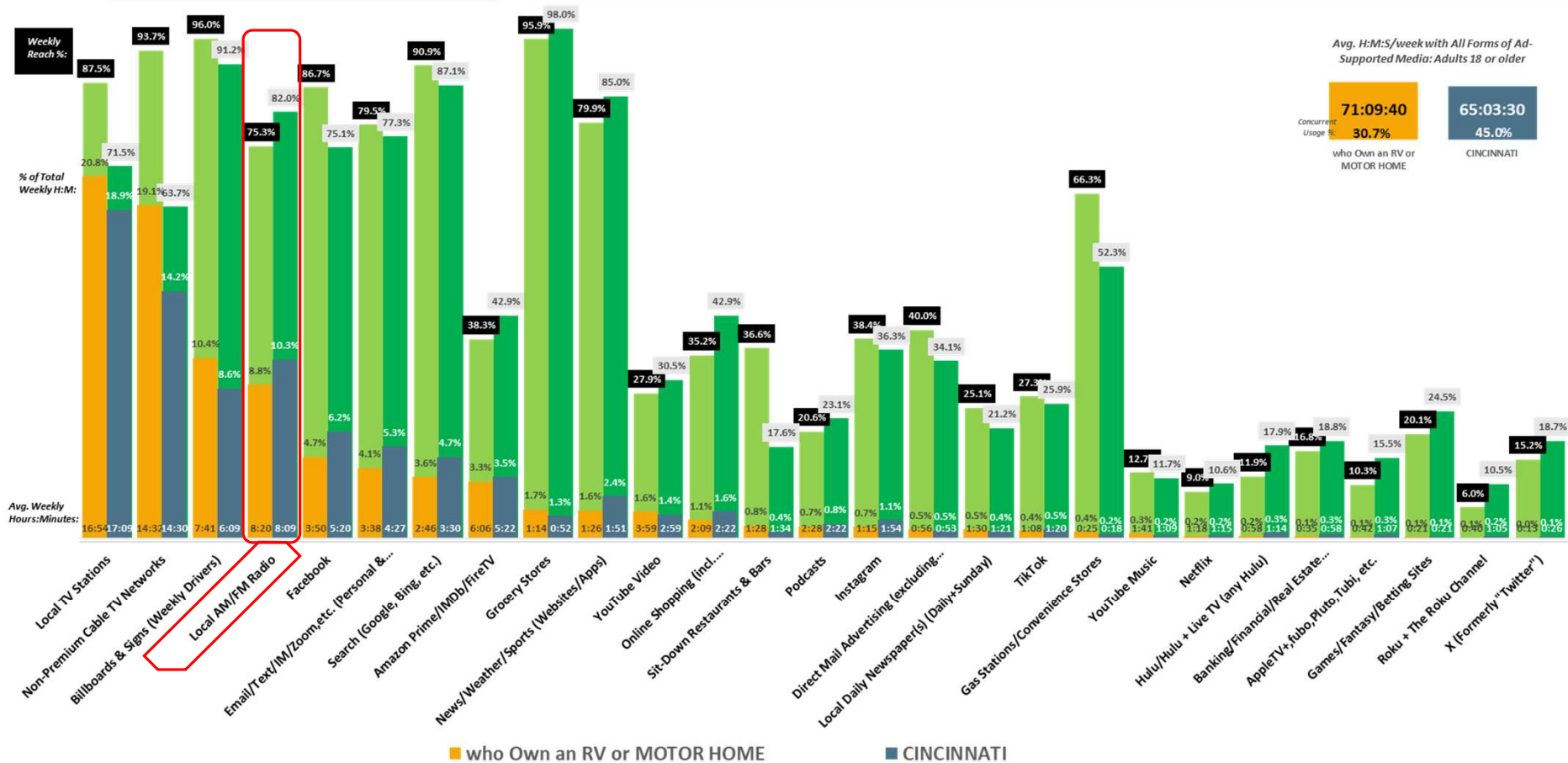


Adults 35 or older who Own an RV or MOTOR HOME spend an average of 2 days, 9 hours, 36 minutes and 54 seconds each week with All Forms of Ad-Supported Media.
 85.5% of Adults 35 or older who Own an RV or MOTOR HOME spend an avg. of 5 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.7% of total time spent with all forms of Ad-Supported Media.



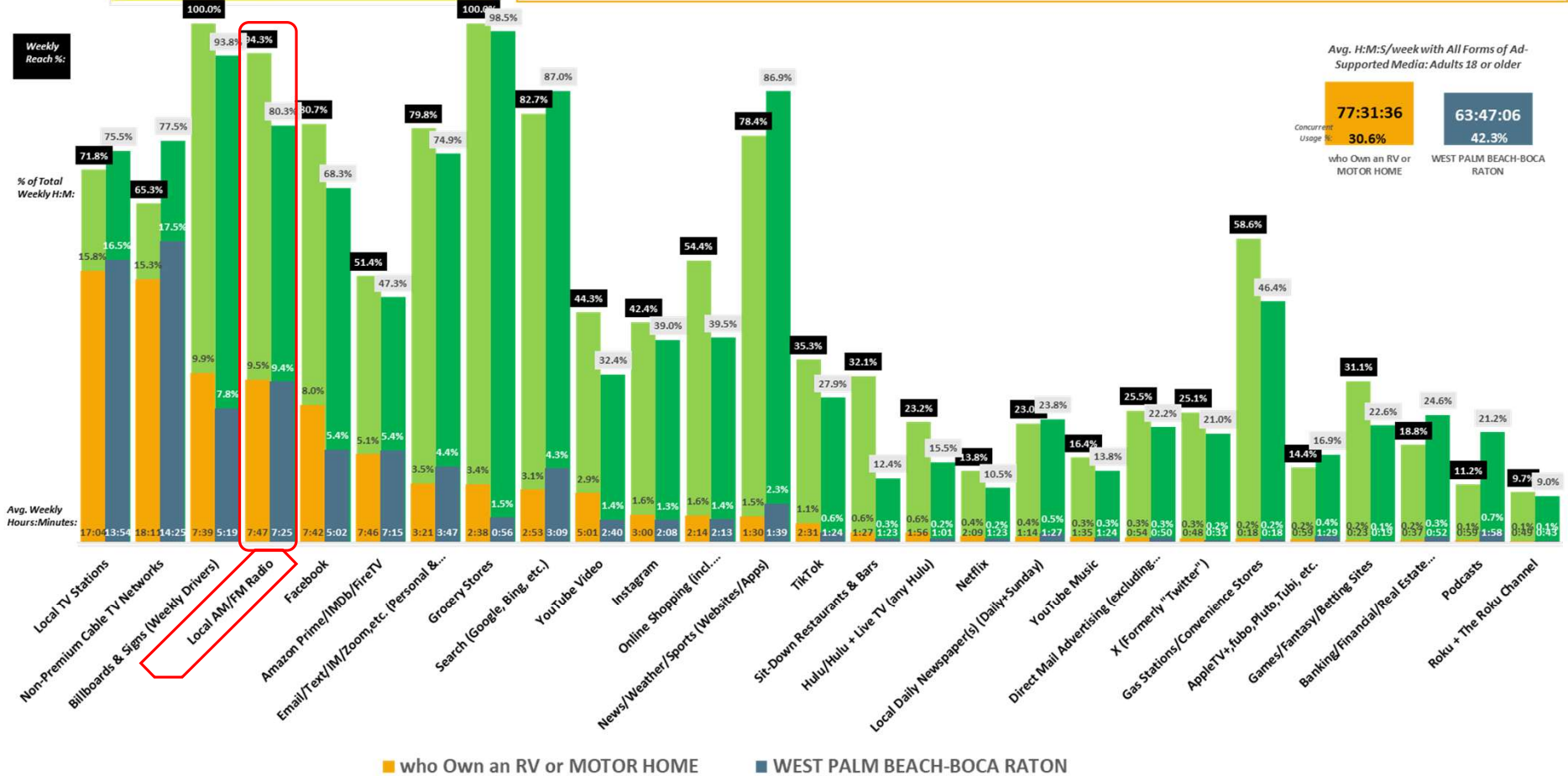


Adults 35 or older who Own an RV or MOTOR HOME spend an average of 2 days, 23 hours, 9 minutes and 40 seconds each week with All Forms of Ad-Supported Media.
 75.3% of Adults 35 or older who Own an RV or MOTOR HOME spend an avg. of 8 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.8% of total time spent with all forms of Ad-Supported Media.





Adults 35 or older who Own an RV or MOTOR HOME spend an average of 3 days, 5 hours, 31 minutes and 36 seconds each week with All Forms of Ad-Supported Media.
 94.3% of Adults 35 or older who Own an RV or MOTOR HOME spend an avg. of 7 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported Media.



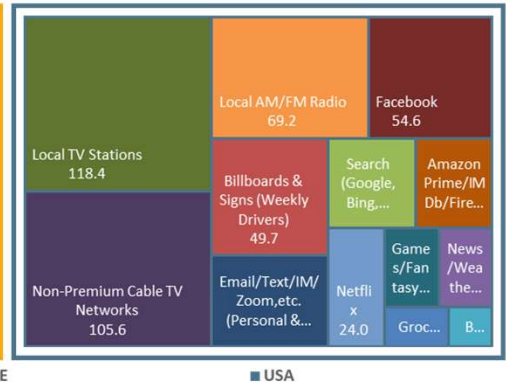
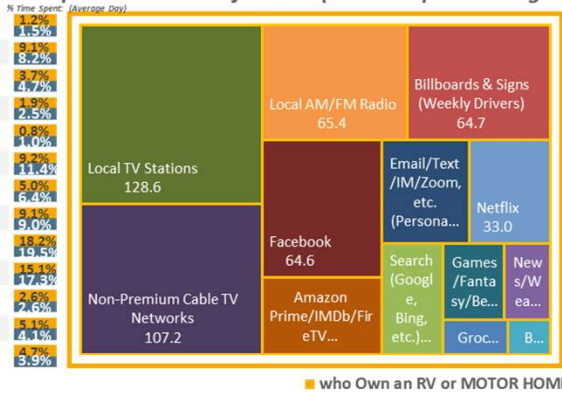
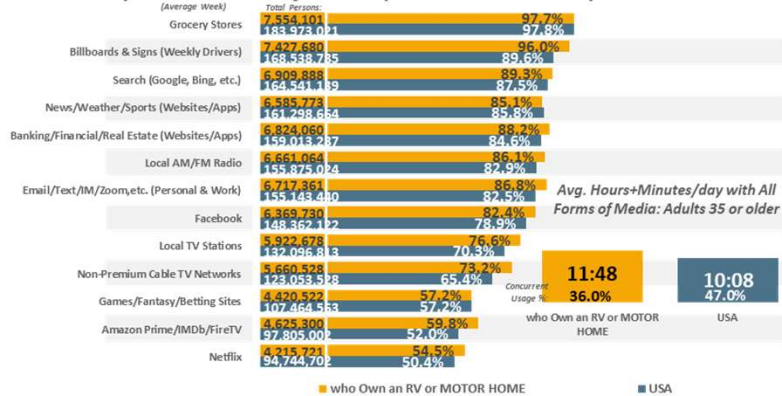
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

77:31:36	63:47:06
30.6%	42.3%
who Own an RV or MOTOR HOME	WEST PALM BEACH-BOCA RATON

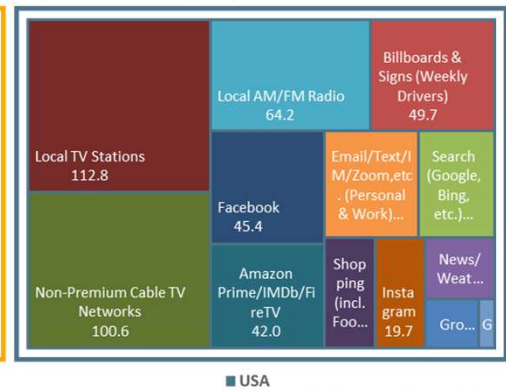
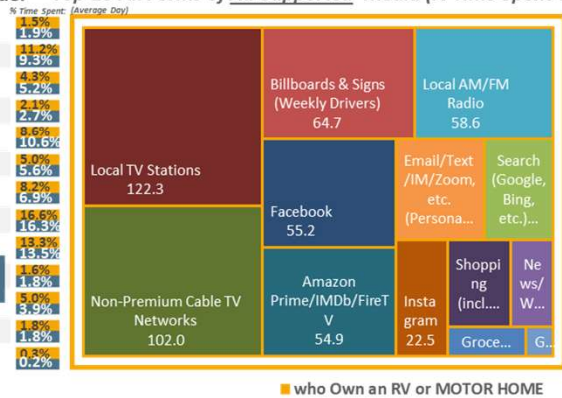
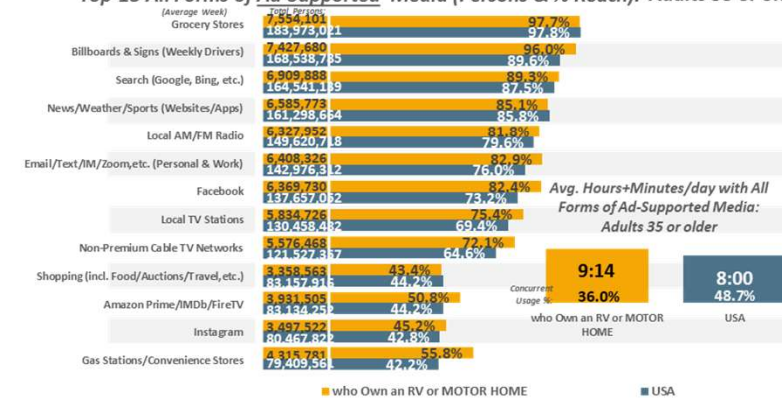


Adults 35 or older who Own an RV or MOTOR HOME spend an average of 9 hours and 14 minutes each day with All Forms of Ad-Supported Media. 81.8% listen to Local AM/FM Radio for an avg. of 58.6 minutes/day. (Local Radio delivers 8.6% of Time with Ad-Supported Media.)

Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 732
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

soefa.ai Share of Everything for Anything

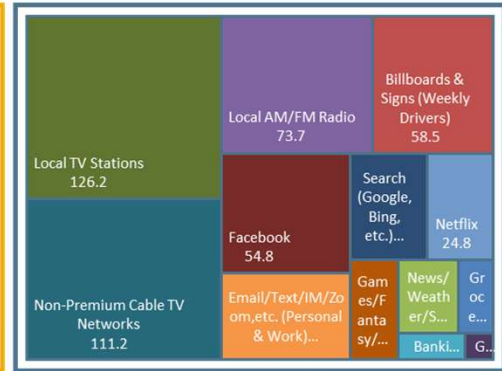
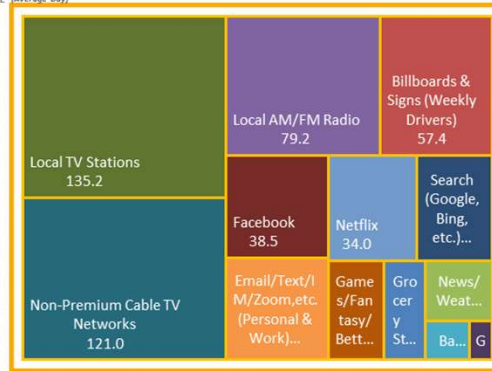
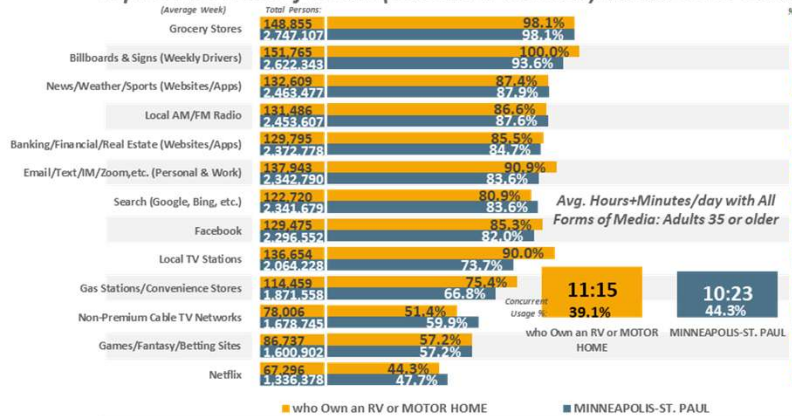
Items/services household currently has (HHLI): RV (motor home)



Adults 35 or older who Own an RV or MOTOR HOME spend an average of 9 hours and 6 minutes each day with All Forms of Ad-Supported Media. 81.6% listen to Local AM/FM Radio for an avg. of 74.4 minutes/day.
(Local Radio delivers 11.1% of Time with Ad-Supported Media.)

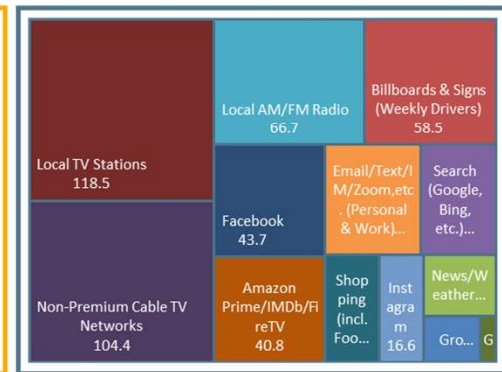
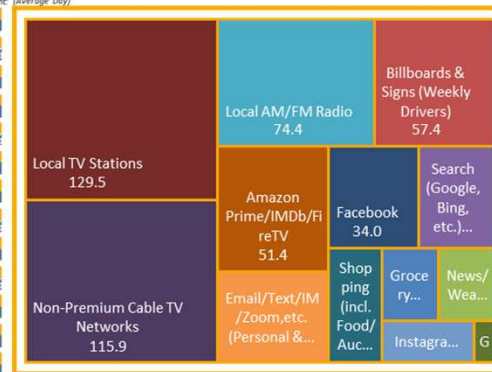
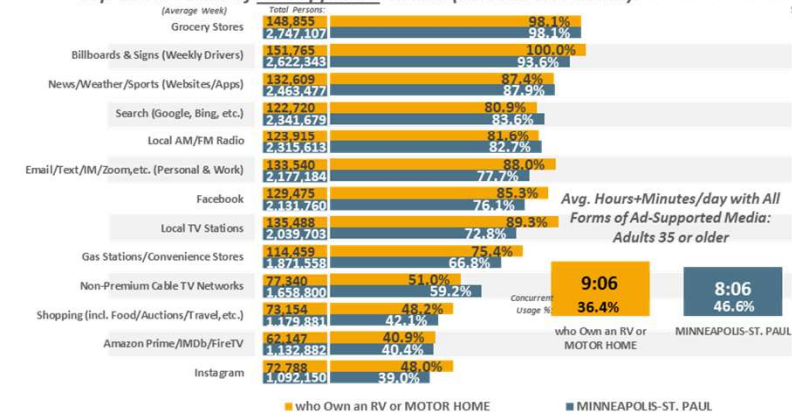
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older

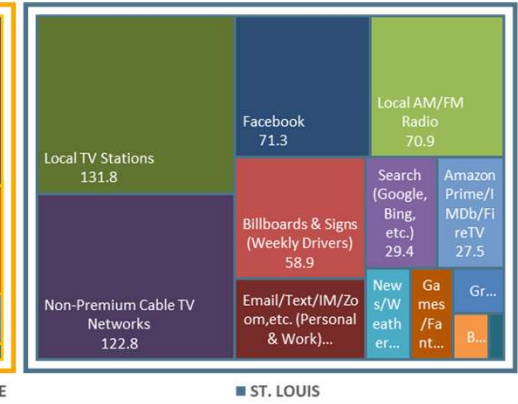
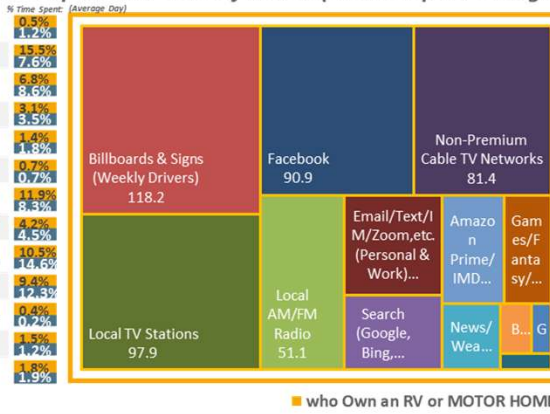
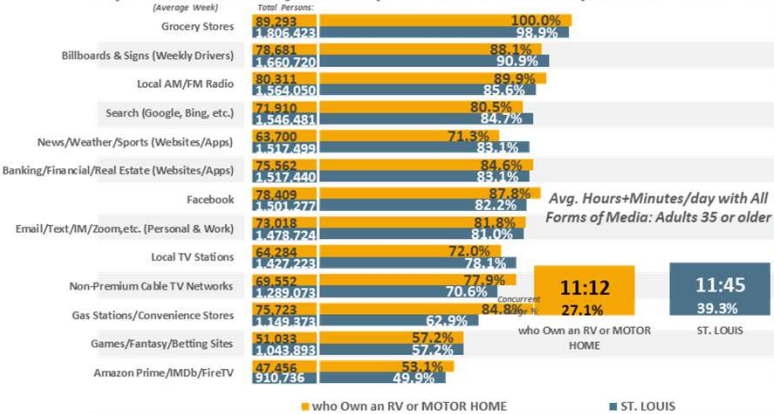
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



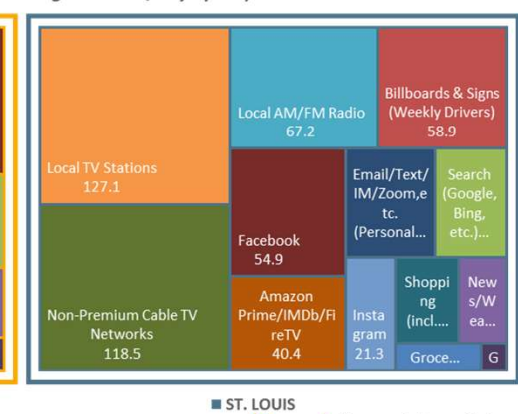
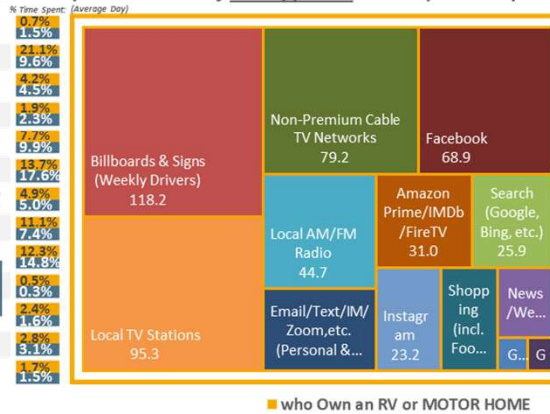
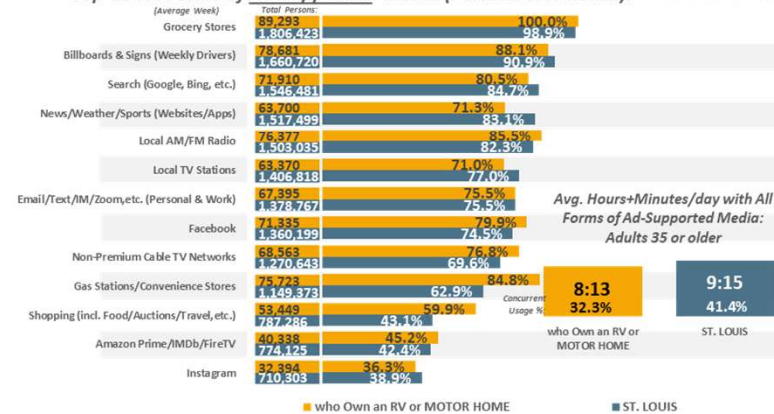


Adults 35 or older who Own an RV or MOTOR HOME spend an average of 8 hours and 13 minutes each day with All Forms of Ad-Supported Media. 85.5% listen to Local AM/FM Radio for an avg. of 44.7 minutes/day.
(Local Radio delivers 7.7% of Time with Ad-Supported Media.)

Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



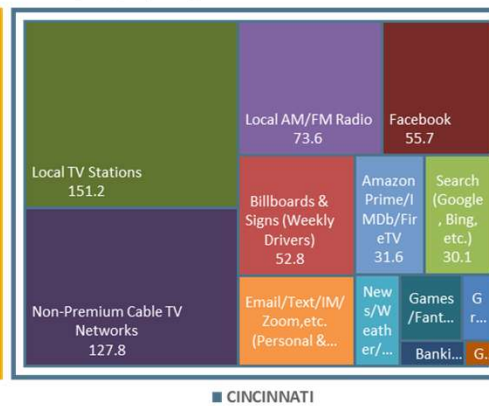
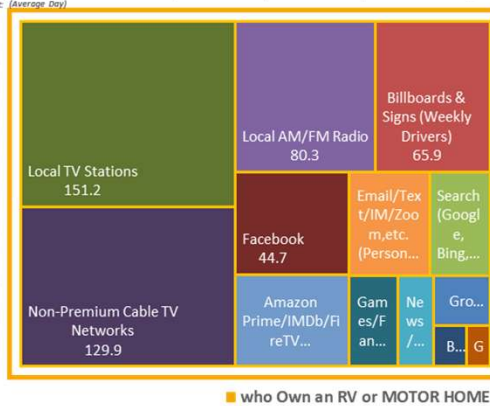
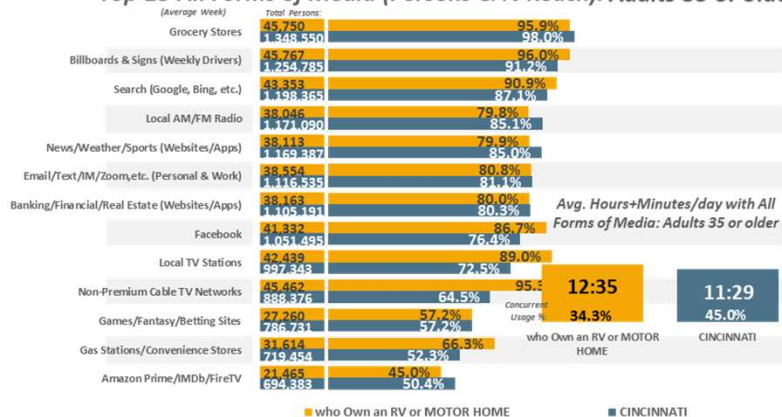
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



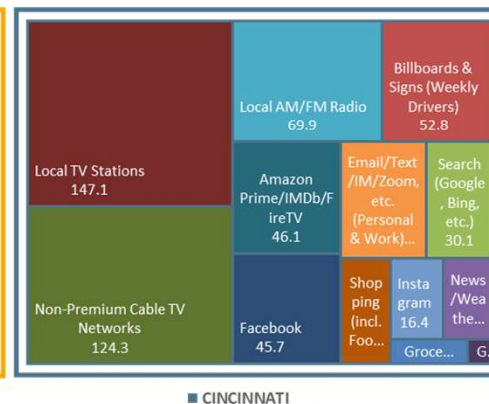
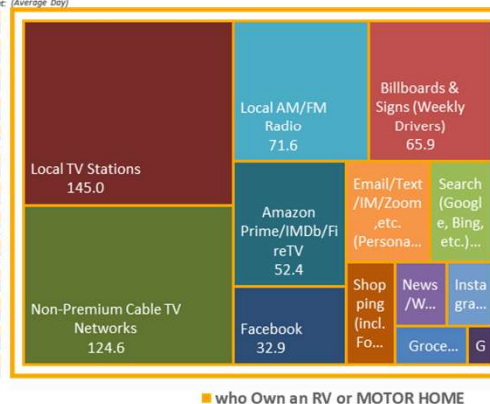
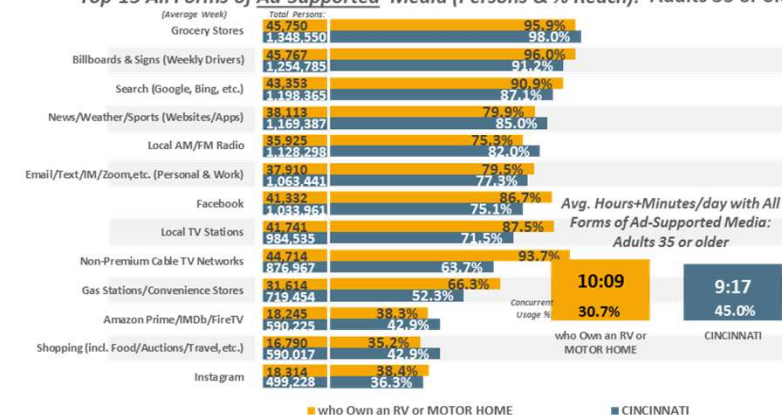


Adults 35 or older who Own an RV or MOTOR HOME spend an average of 10 hours and 9 minutes each day with All Forms of Ad-Supported Media. 75.3% listen to Local AM/FM Radio for an avg. of 71.6 minutes/day.
(Local Radio delivers 8.8% of Time with Ad-Supported Media.)

Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older **Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**

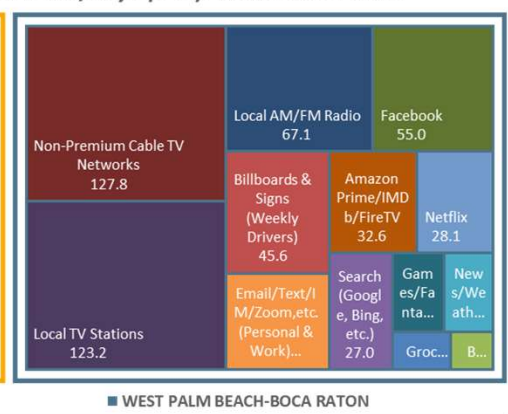
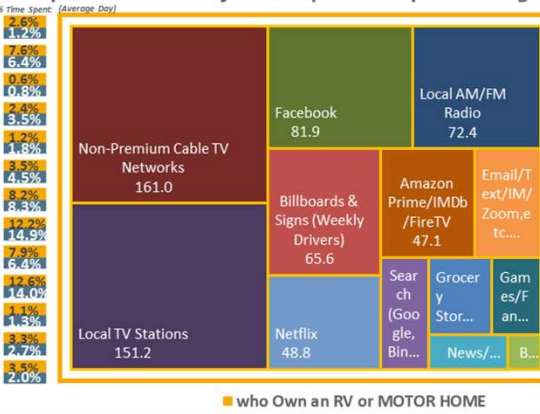
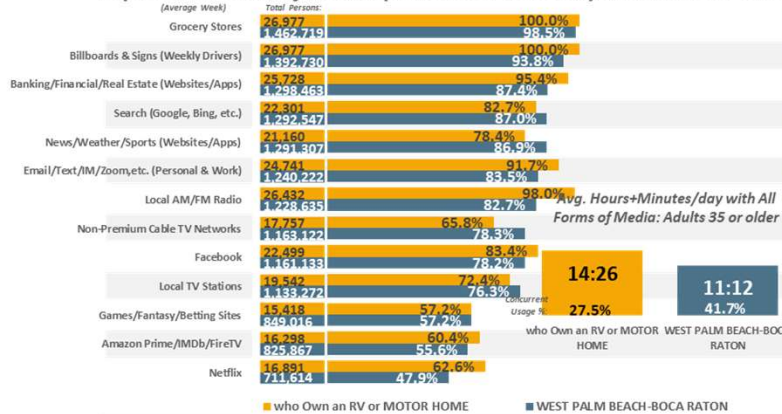




Adults 35 or older who Own an RV or MOTOR HOME spend an average of 11 hours and 4 minutes each day with All Forms of Ad-Supported Media. 94.3% listen to Local AM/FM Radio for an avg. of 66.8 minutes/day.
(Local Radio delivers 9.5% of Time with Ad-Supported Media.)

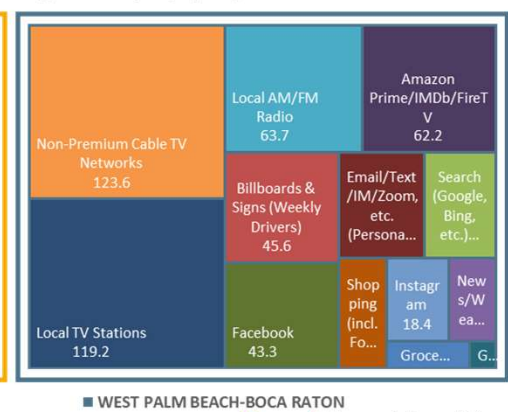
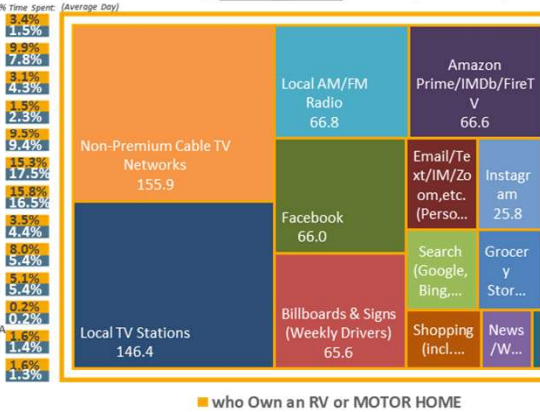
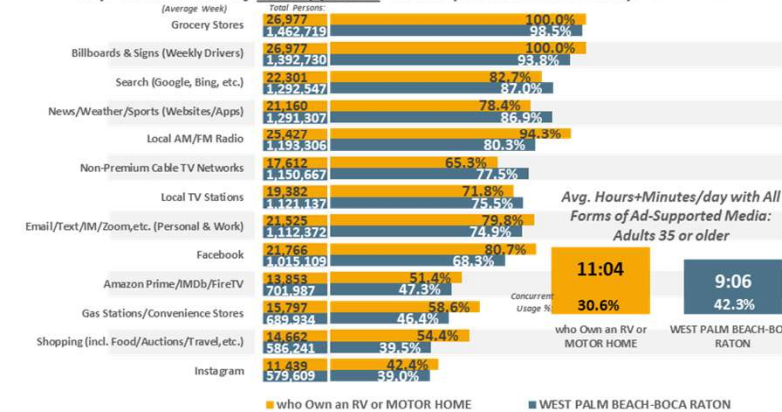
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



WEST PALM BEACH-BOCA RATON DMA
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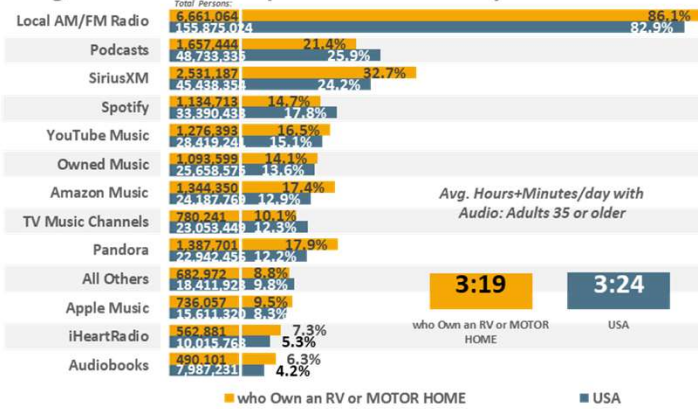
soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): RV (motor home)

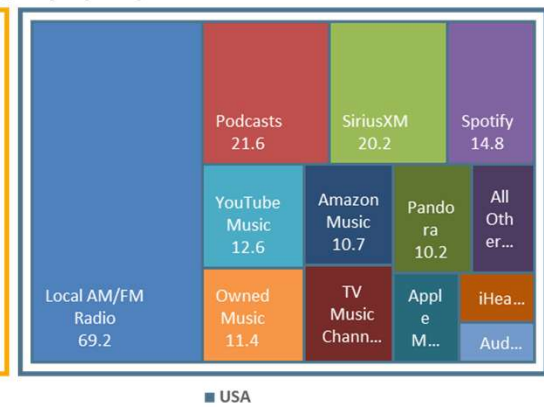
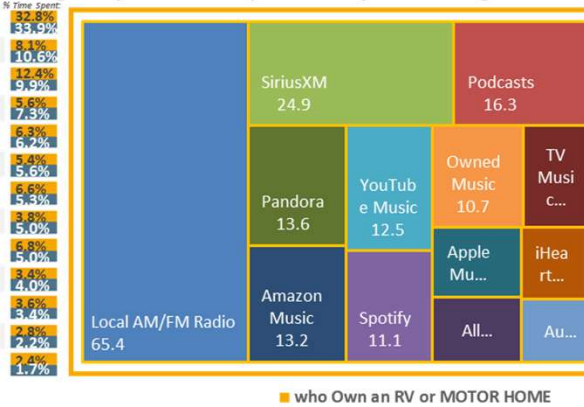


6,327,952 or 81.8% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.

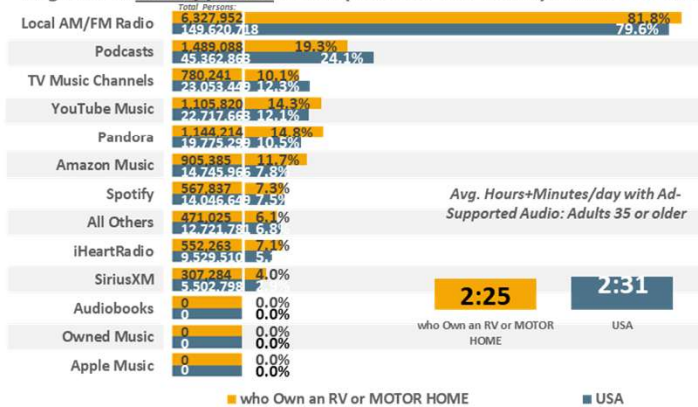
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



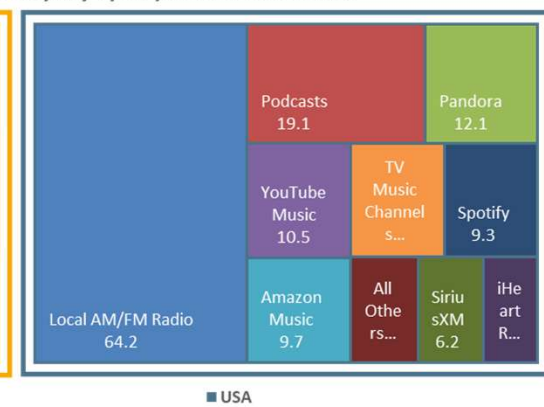
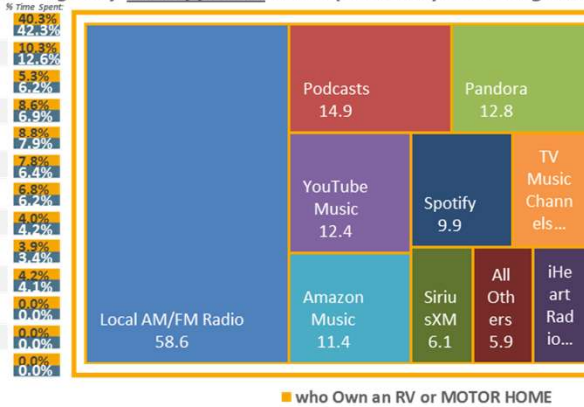
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



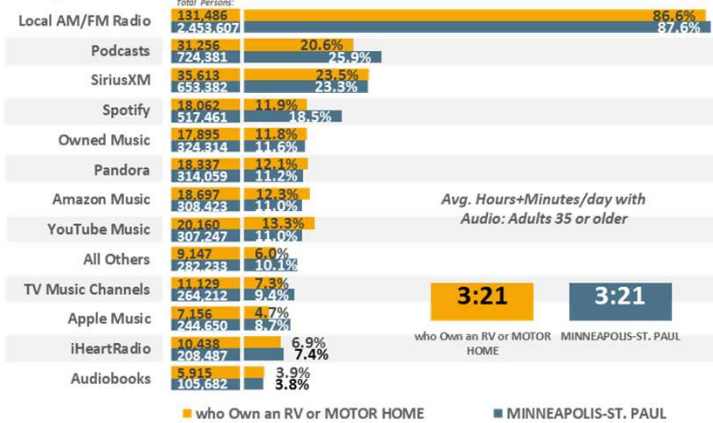
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



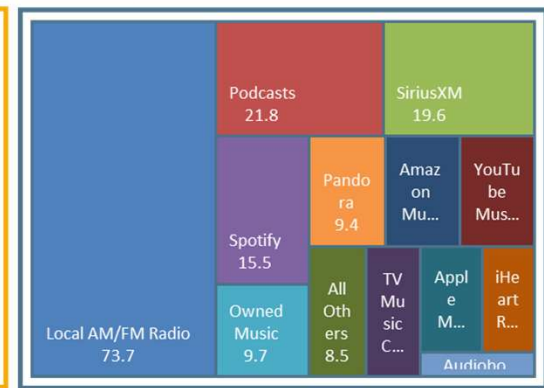
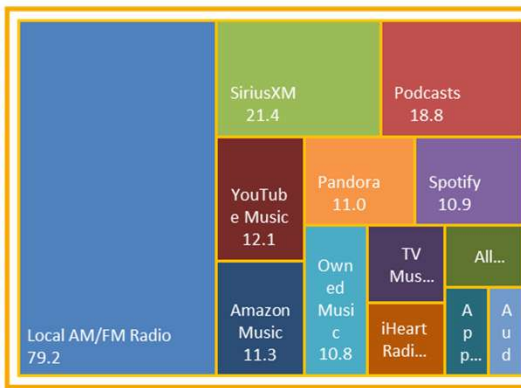


123,915 or 81.6% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio for an average of 74.4 minutes every day representing 46.5% of all time spent daily with Ad-Supported Audio.

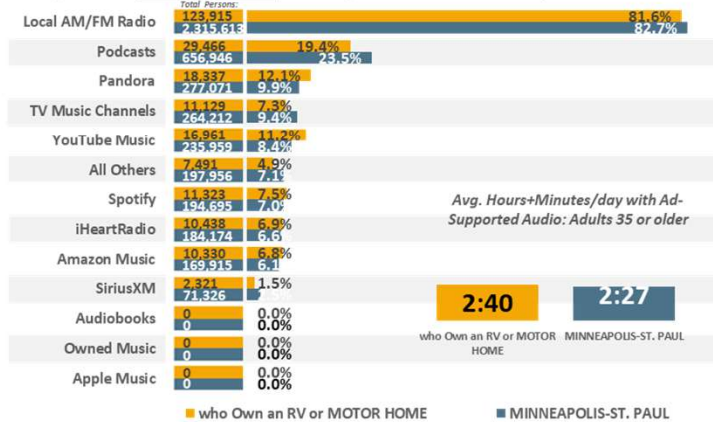
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



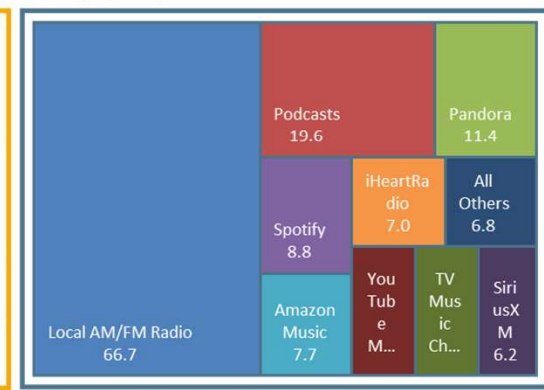
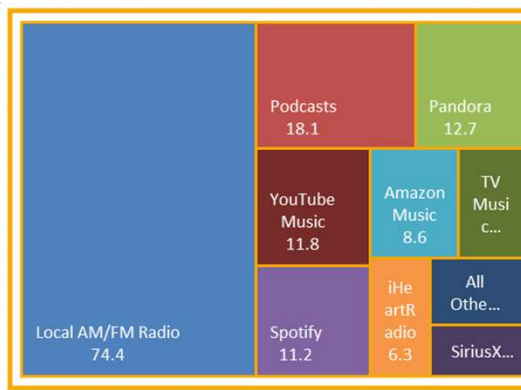
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



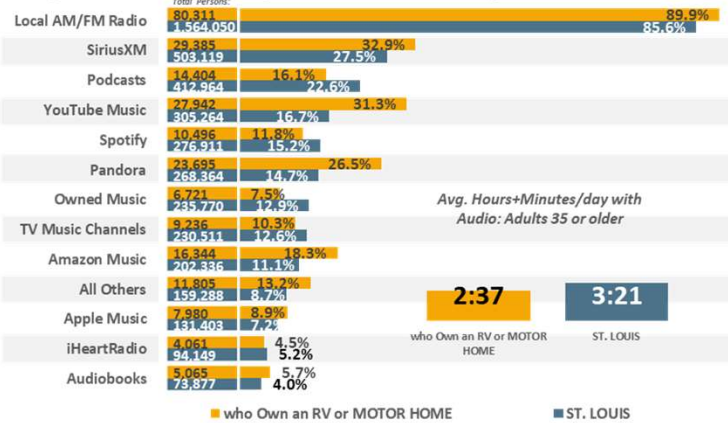
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



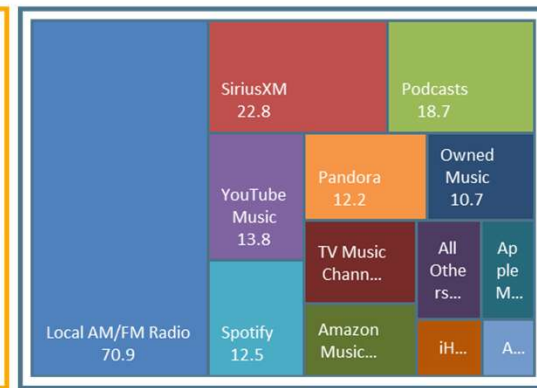
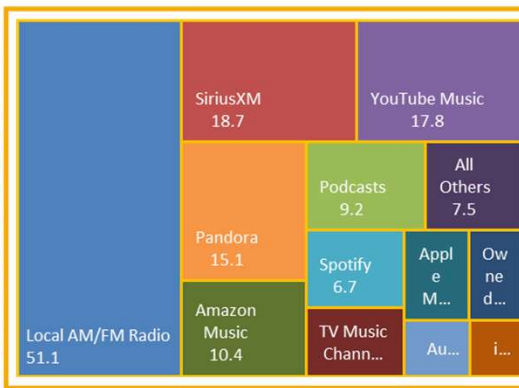


76,377 or 85.5% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio for an average of 44.7 minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.

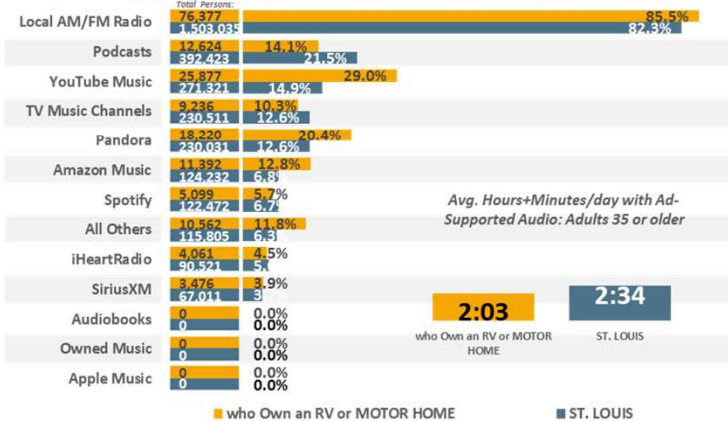
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



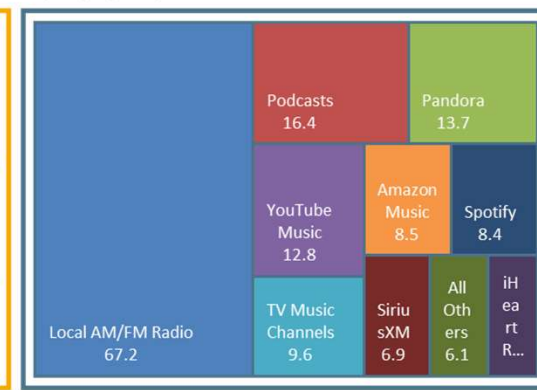
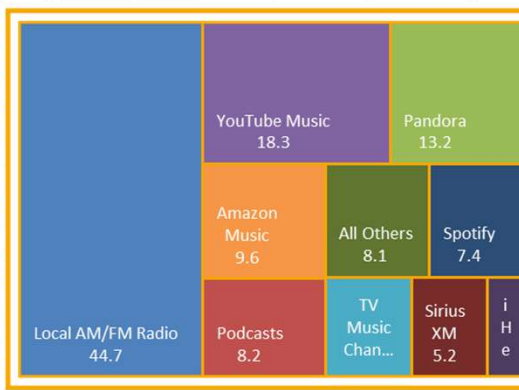
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



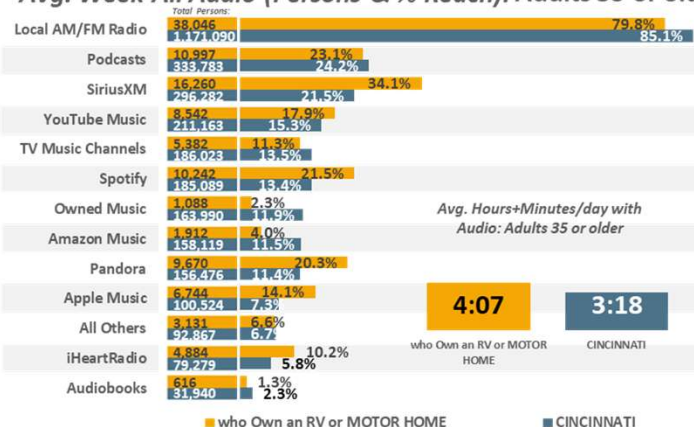
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



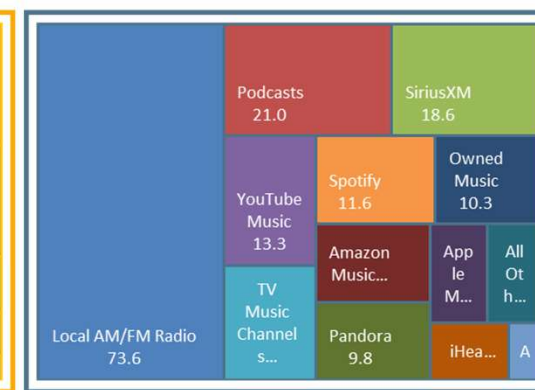
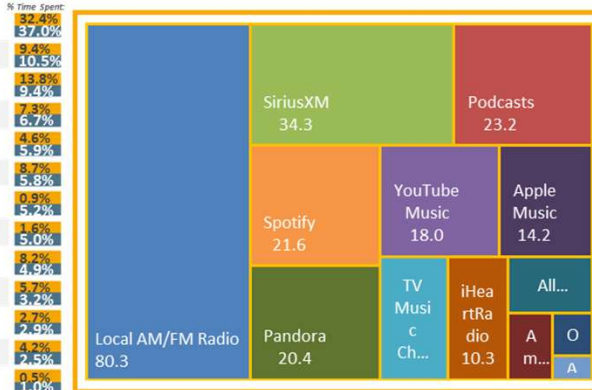


35,925 or 75.3% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio for an average of 71.6 minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.

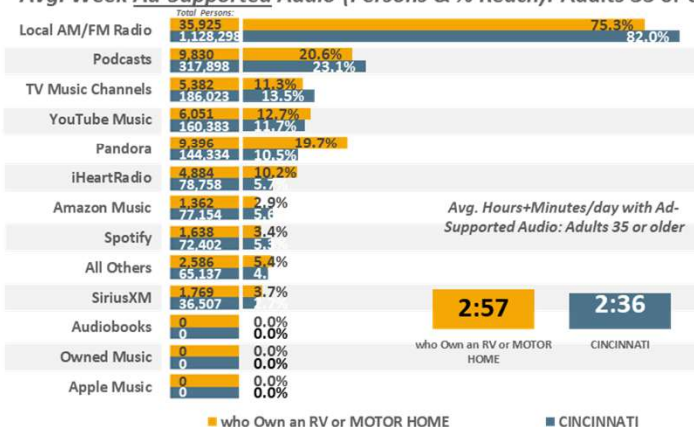
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



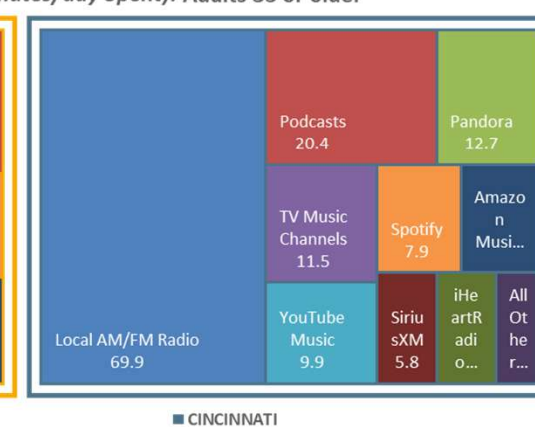
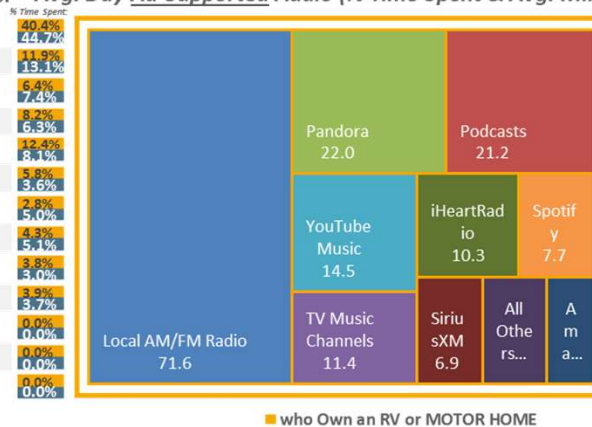
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



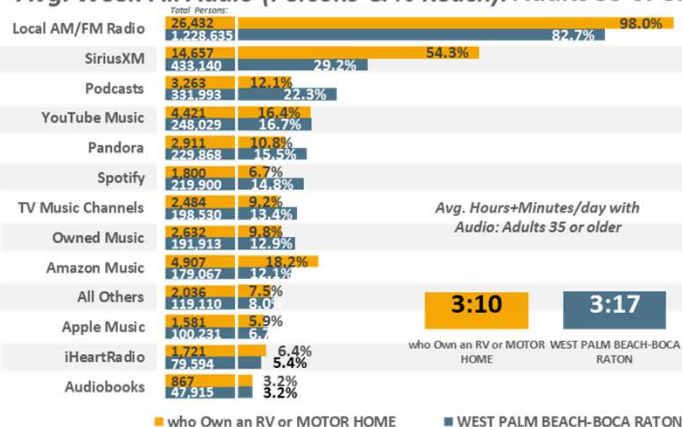
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



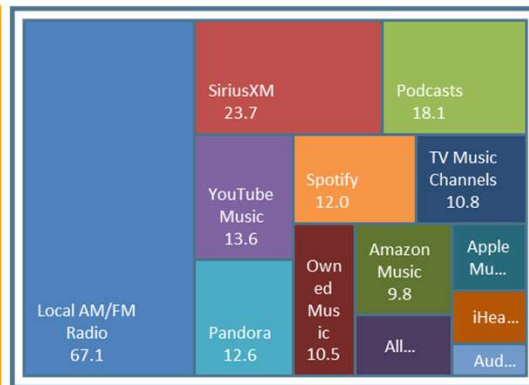
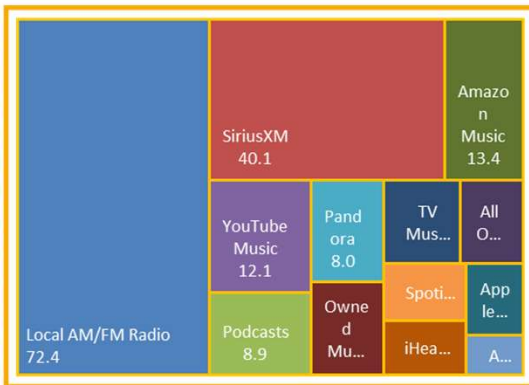


25,427 or 94.3% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 47.6% of all time spent daily with Ad-Supported Audio.

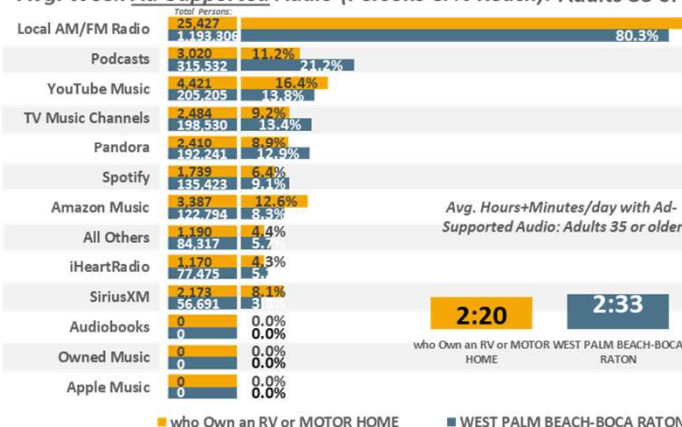
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



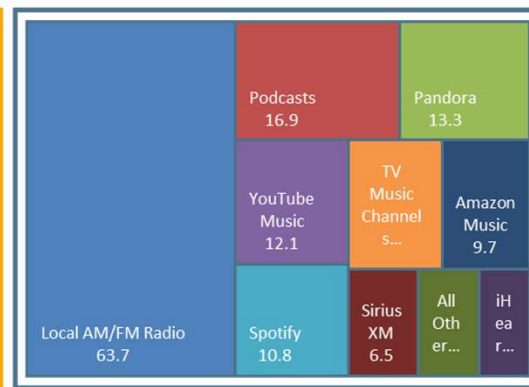
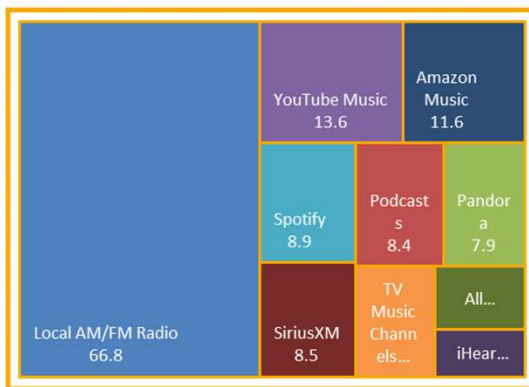
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



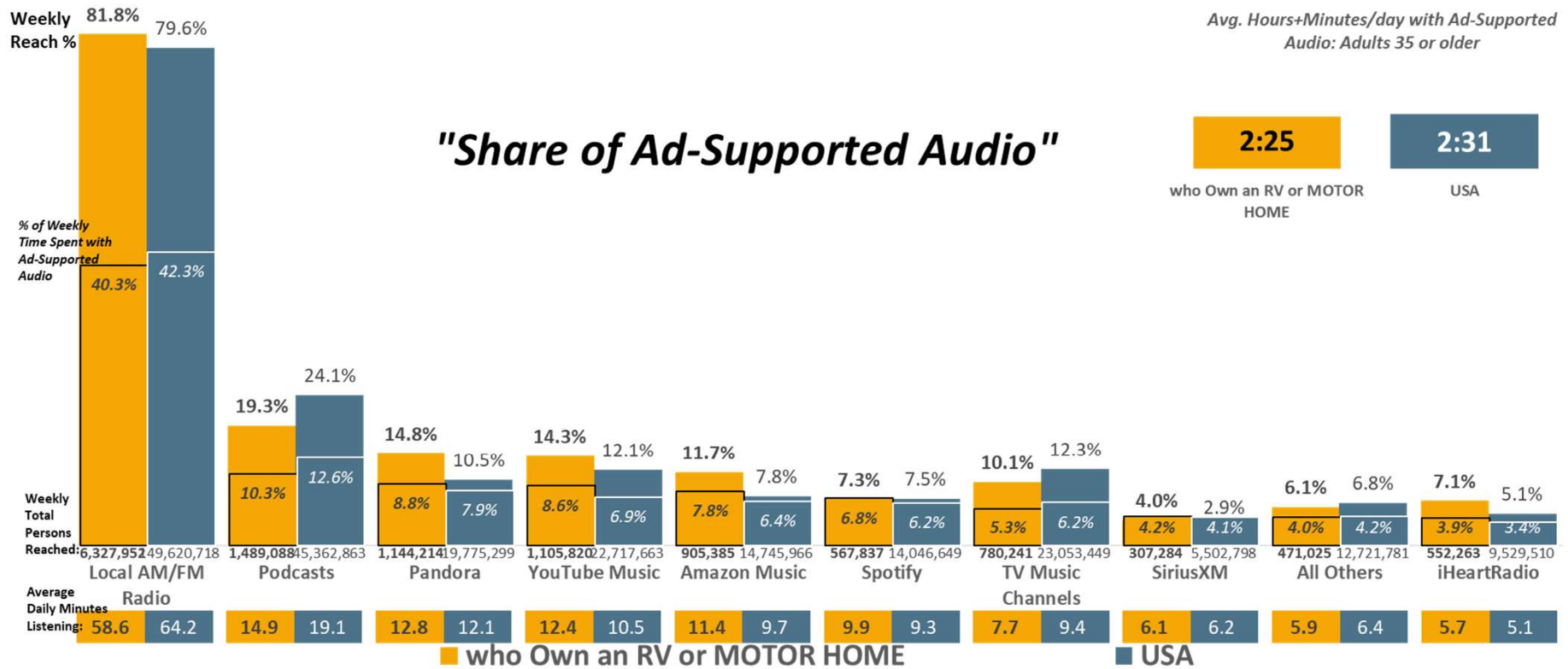
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





6,327,952 or 81.8% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 732
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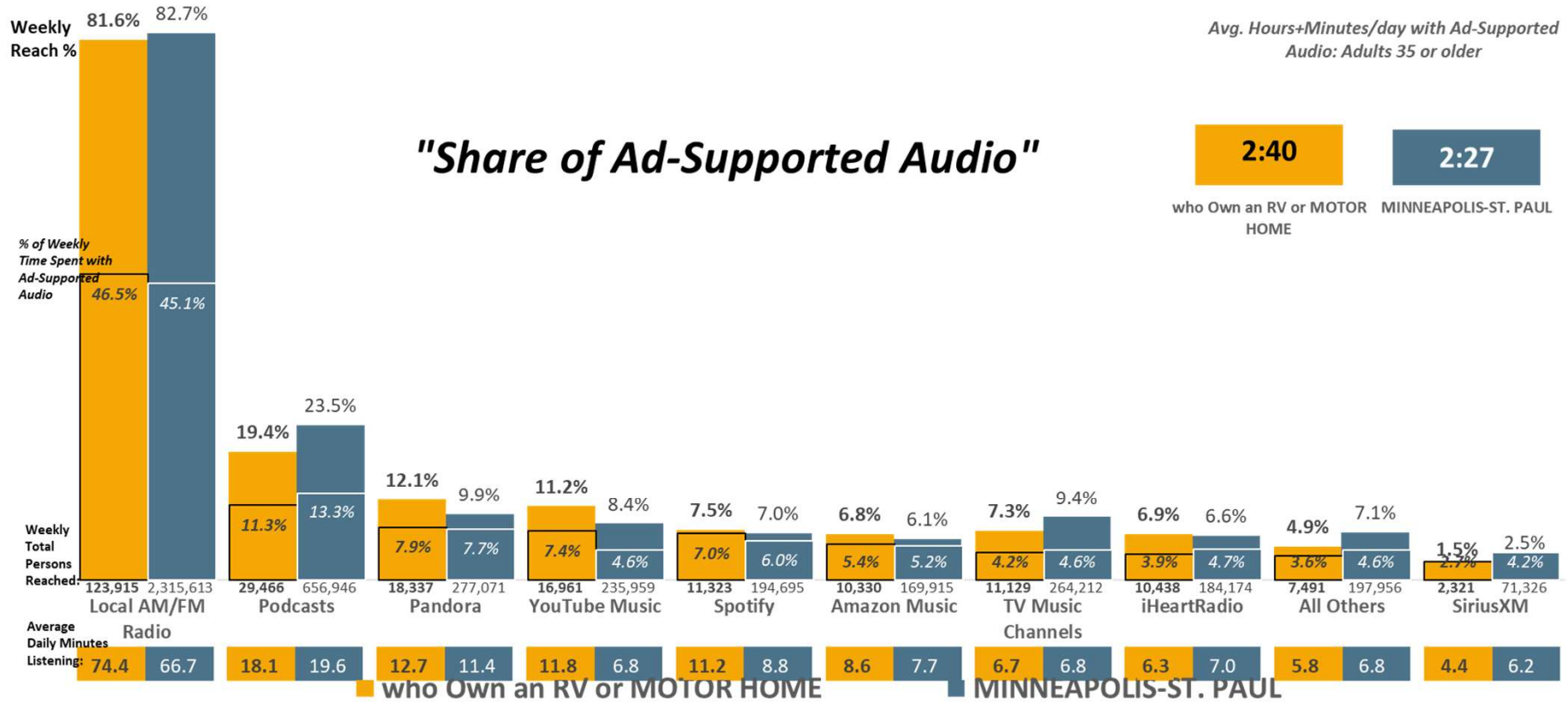
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): RV (motor home)

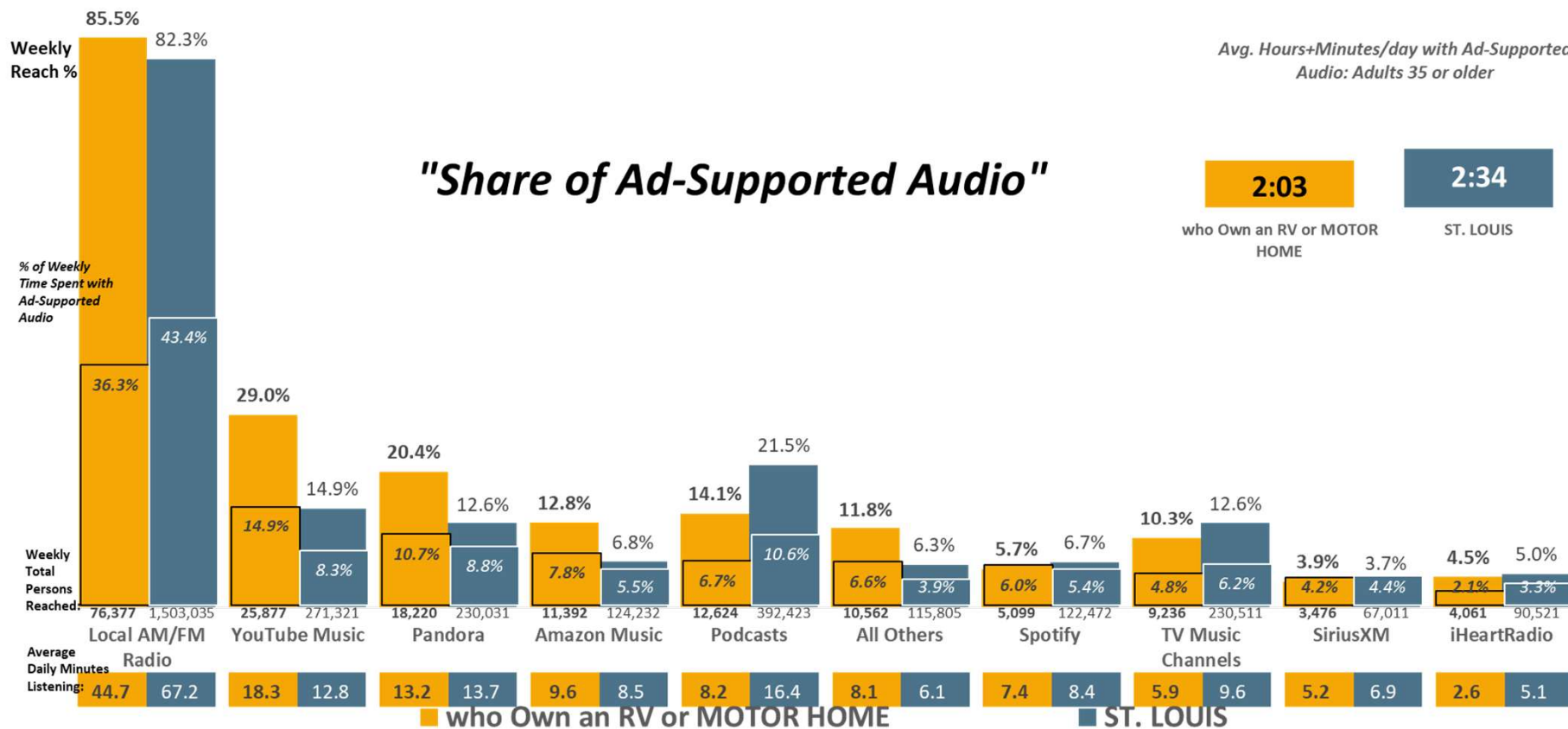


123,915 or 81.6% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio for an average of 74.4 minutes every day representing 46.5% of all time spent daily with Ad-Supported Audio.



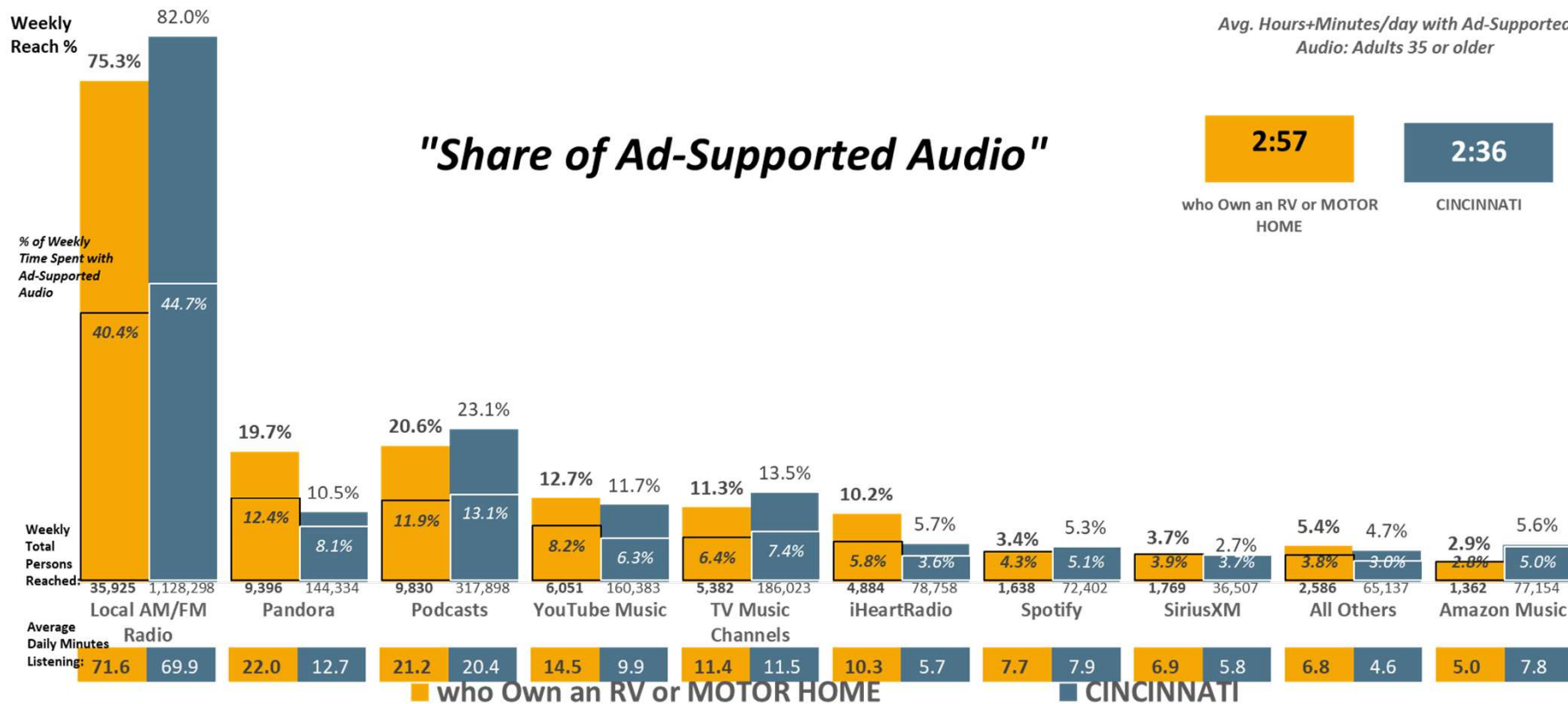


76,377 or 85.5% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio for an average of 44.7 minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.



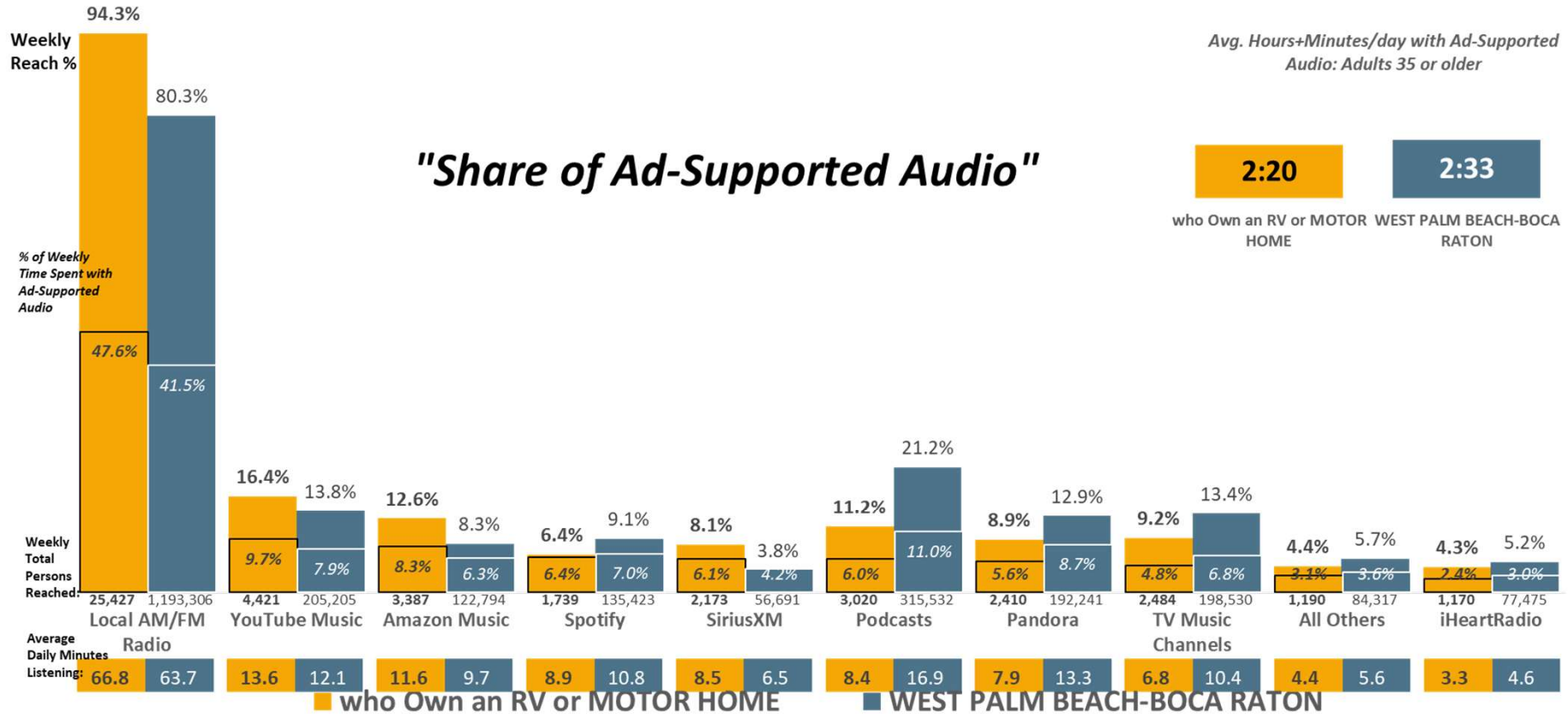


35,925 or 75.3% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio for an average of 71.6 minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.





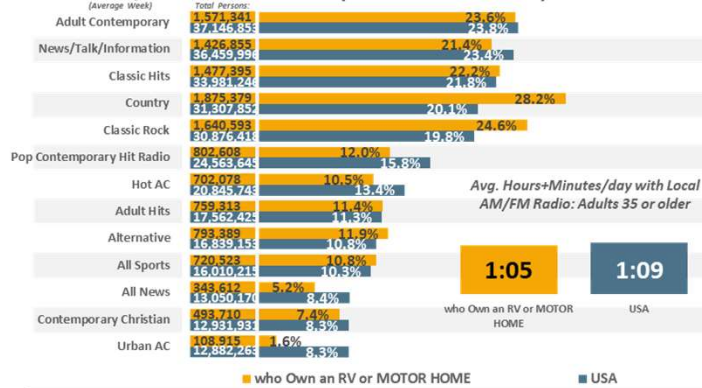
25,427 or 94.3% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 47.6% of all time spent daily with Ad-Supported Audio.



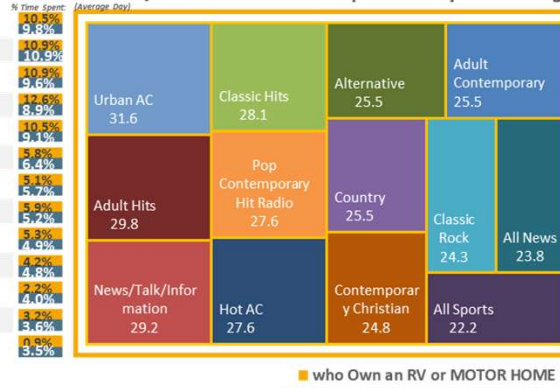


6,327,952 or 81.8% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Rock, Adult Contemporary, Classic Hits, and Pop Contemporary Hit Radio.

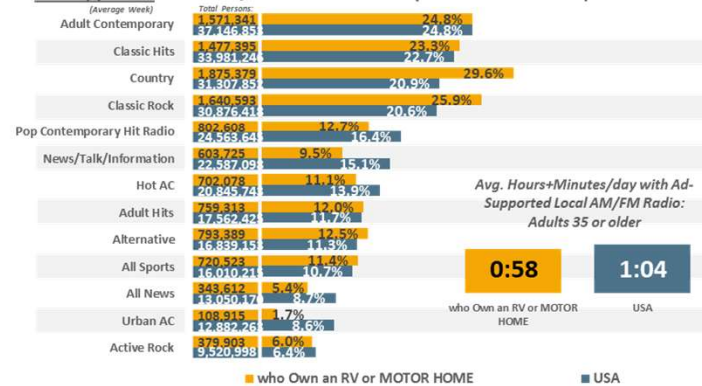
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



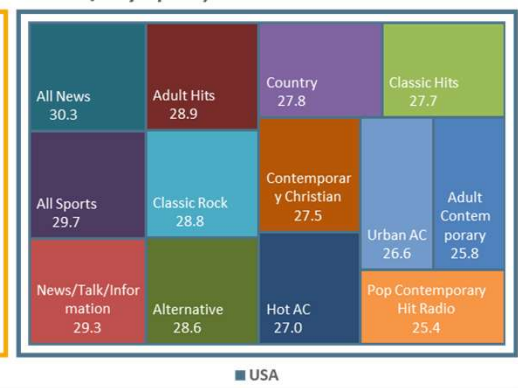
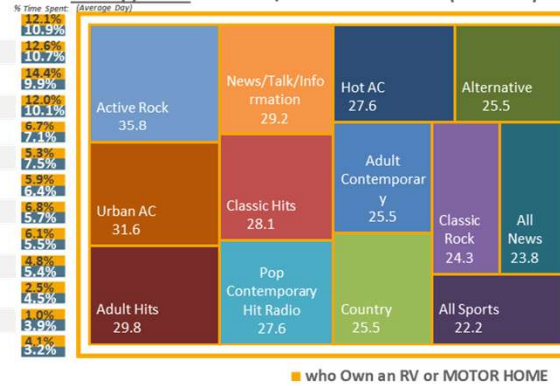
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



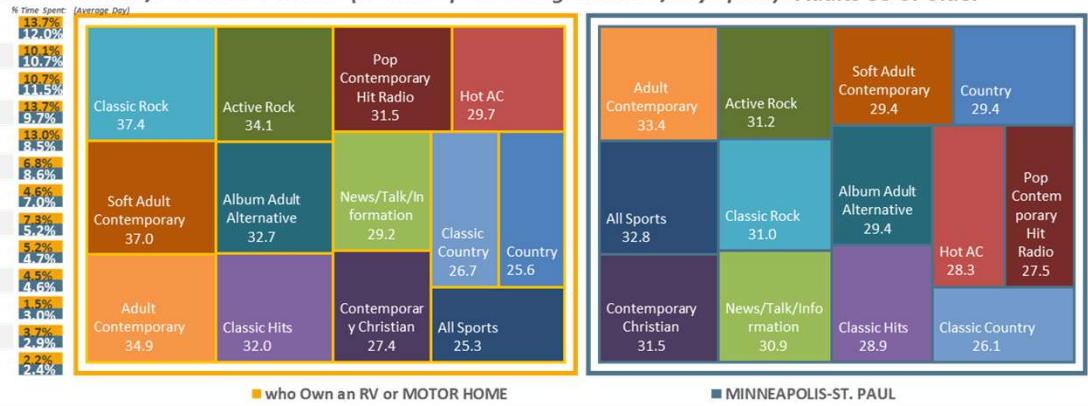
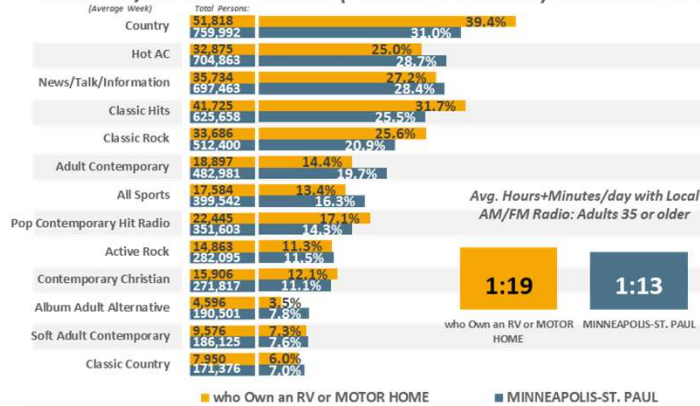
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



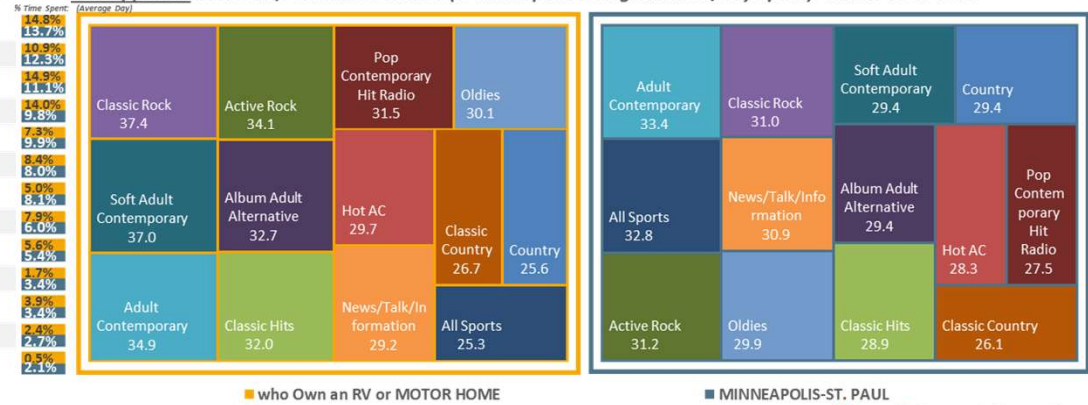
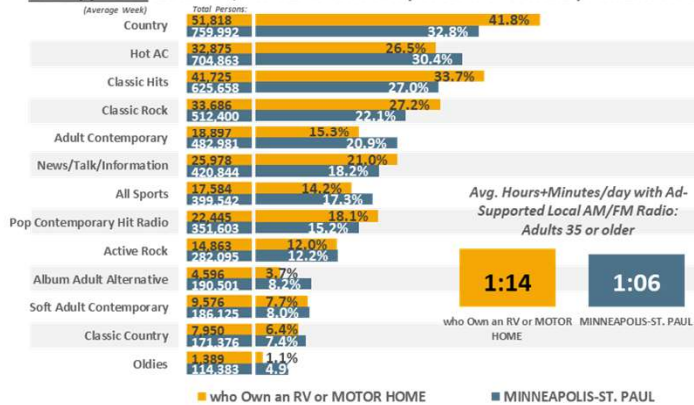


123,915 or 81.6% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Classic Rock, Hot AC, and News/Talk/Information.

Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



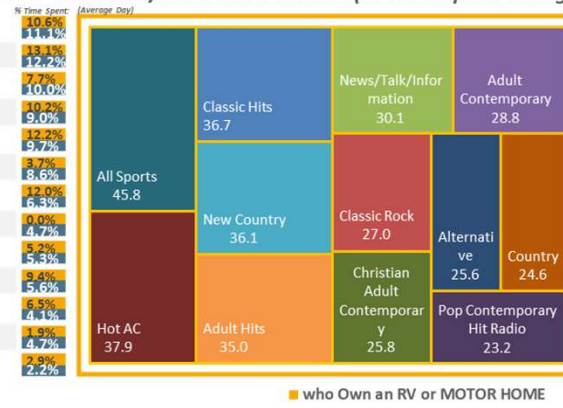
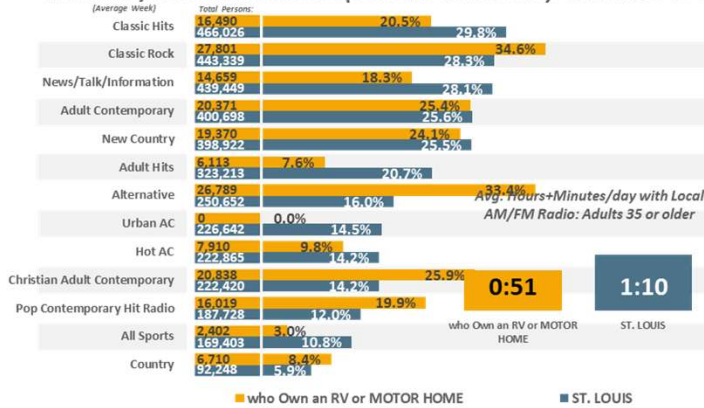
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



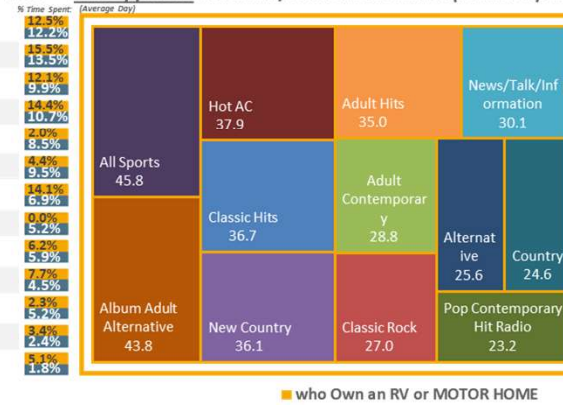
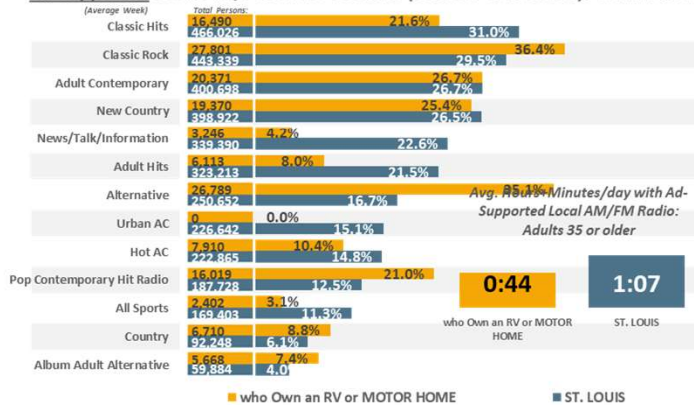


76,377 or 85.5% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Alternative, Adult Contemporary, New Country, and Classic Hits.

Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



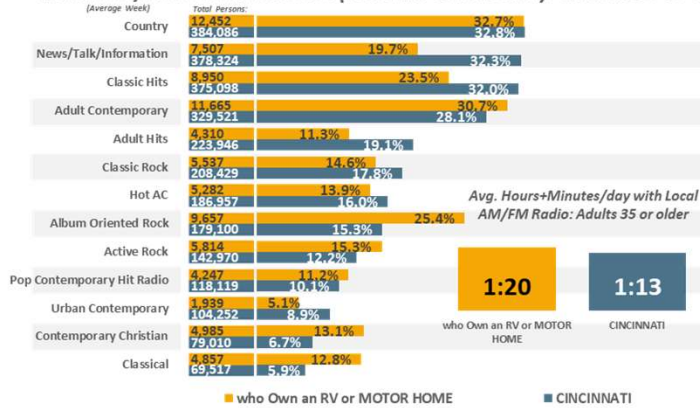
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



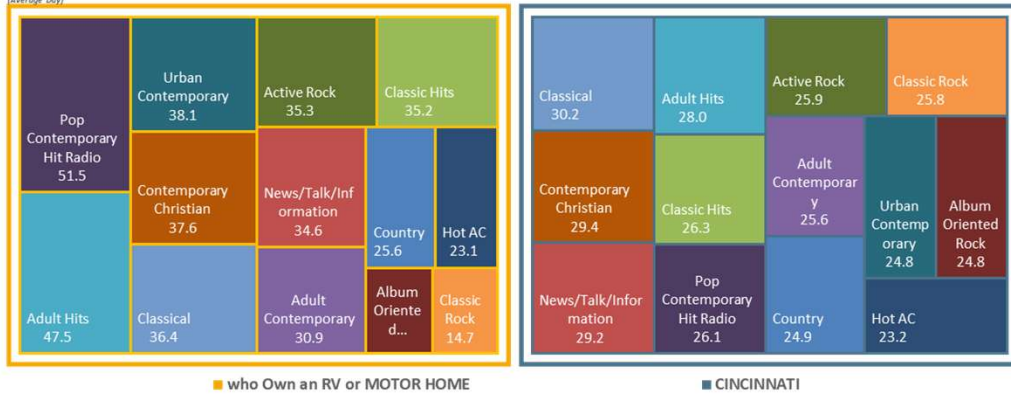


35,925 or 75.3% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Album Oriented Rock, Classic Hits, and Active Rock.

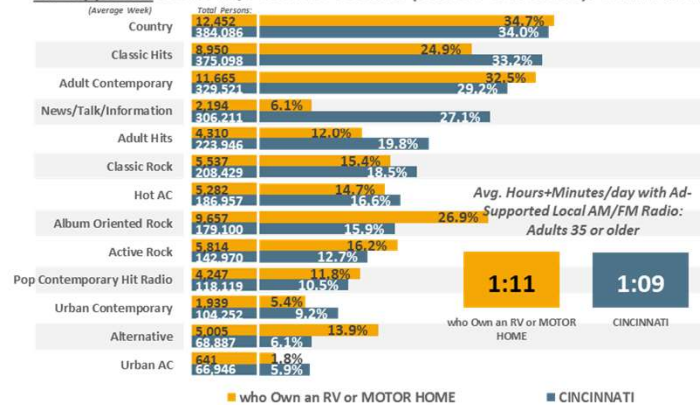
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



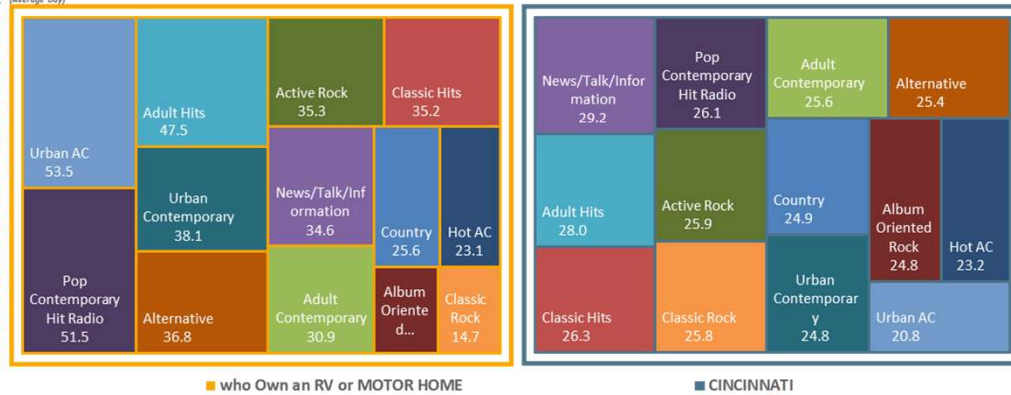
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



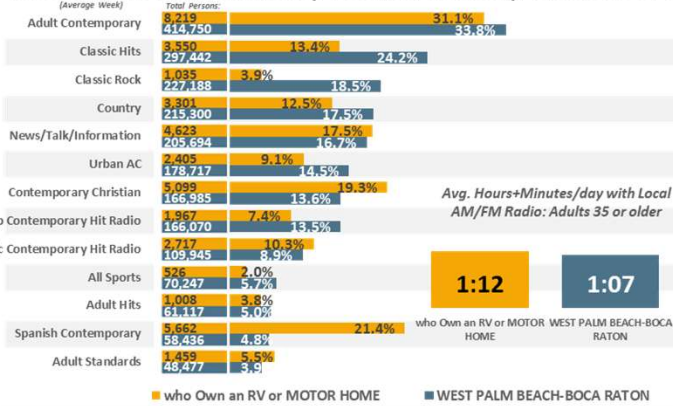
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



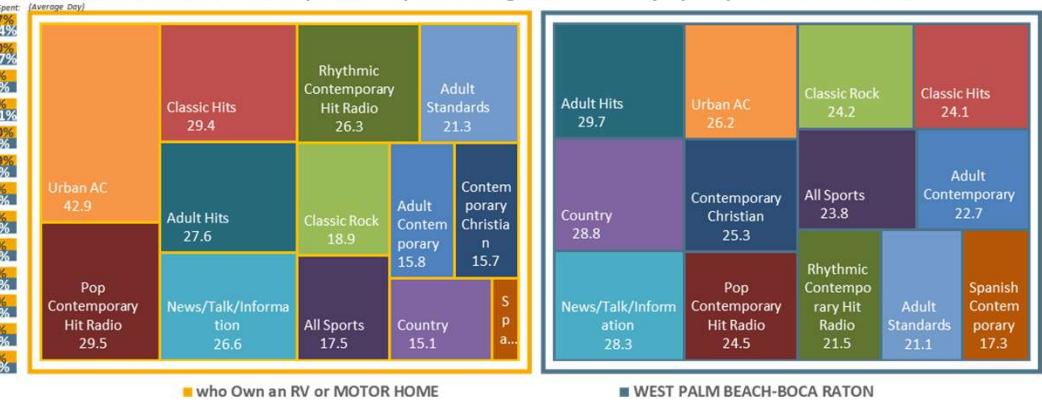


25,427 or 94.3% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Spanish Contemporary, Classic Hits, Country, and Rhythmic Contemporary Hit Radio.

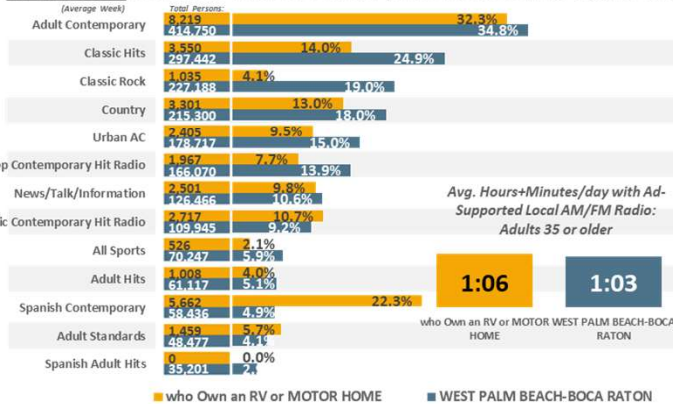
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



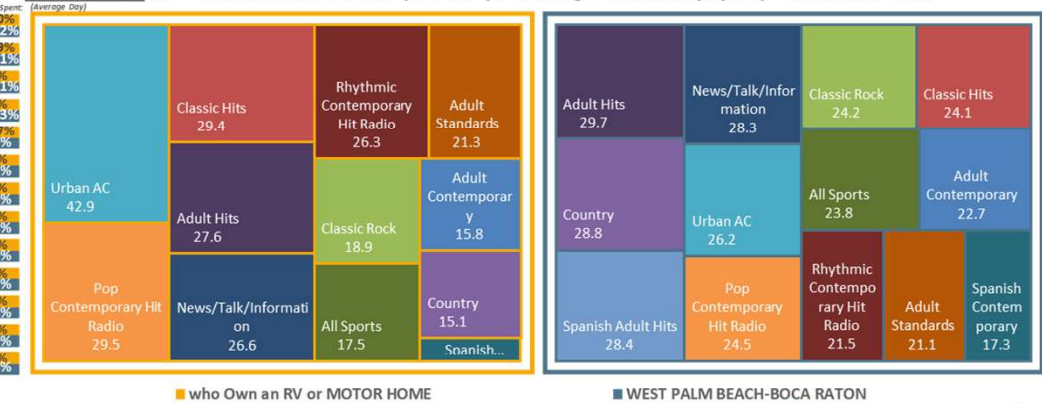
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

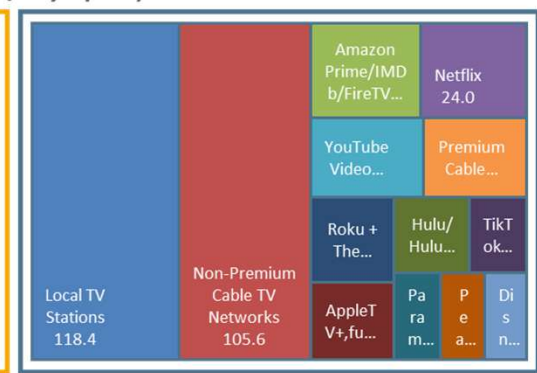
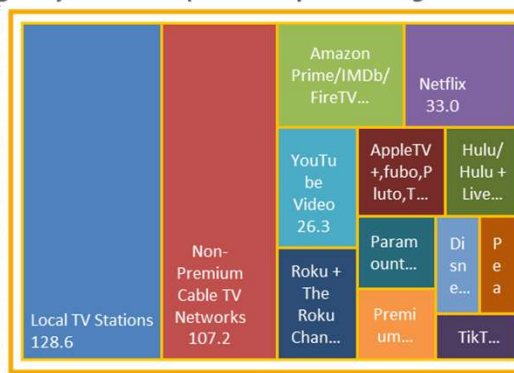
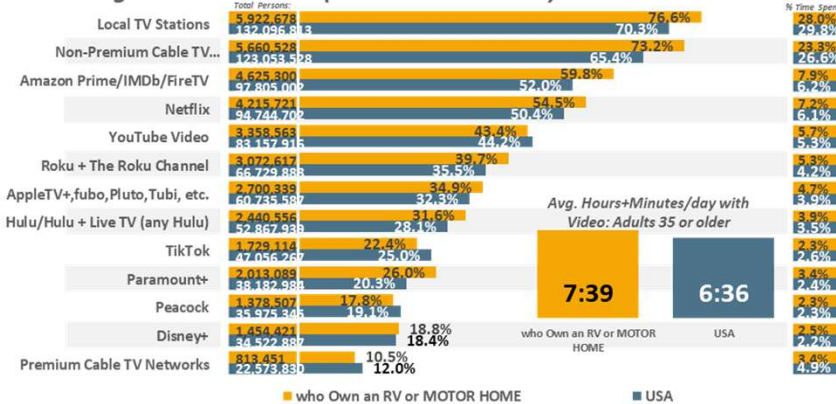




5,834,726 or 75.4% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations for an average of 122.3 minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.

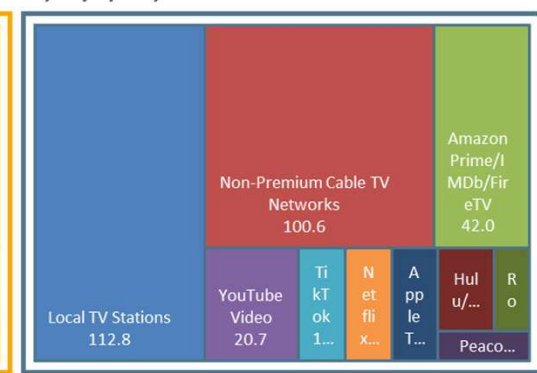
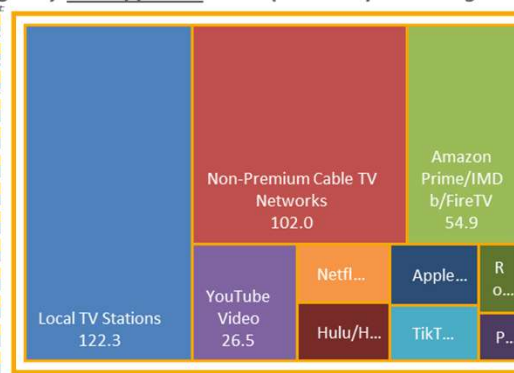
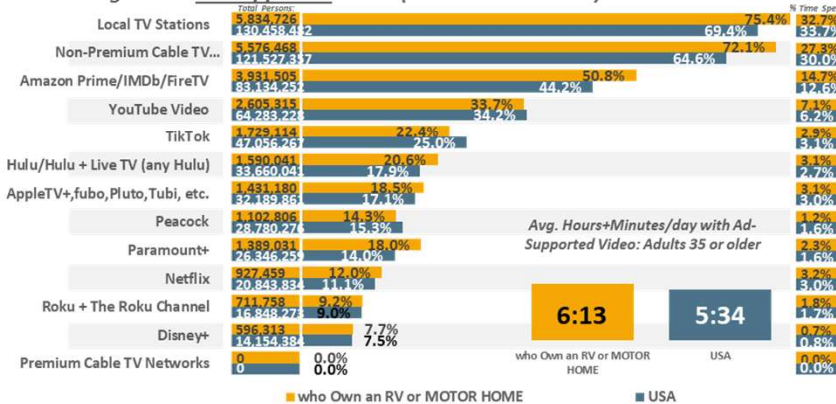
Avg. Week All Video (Persons & % Reach): Adults 35 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

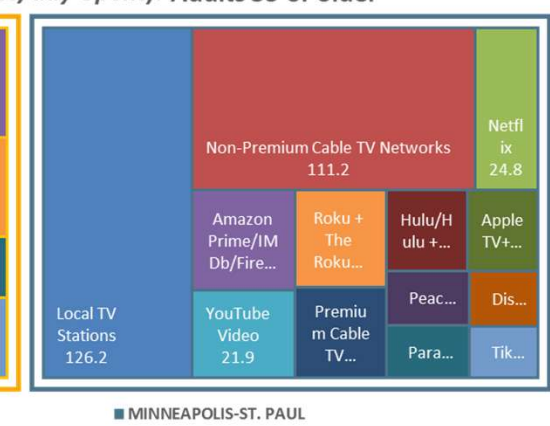
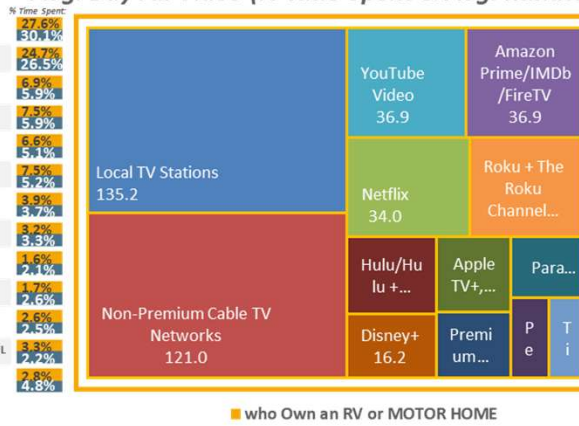
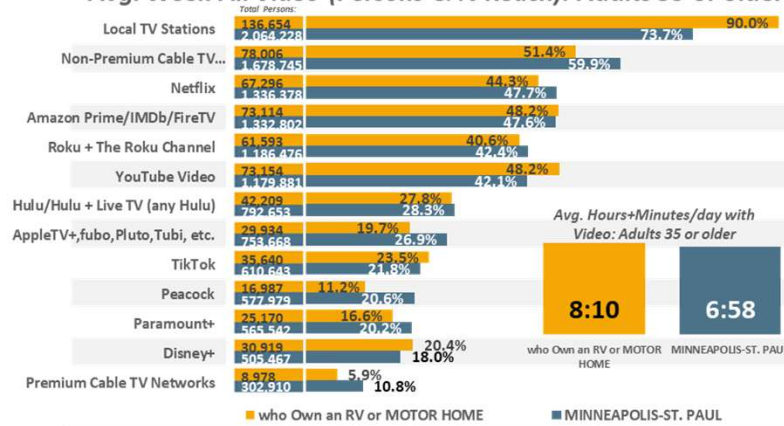




135,488 or 89.3% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations for an average of 129.5 minutes every day representing 33.% of all time spent daily with Ad-Supported Video.

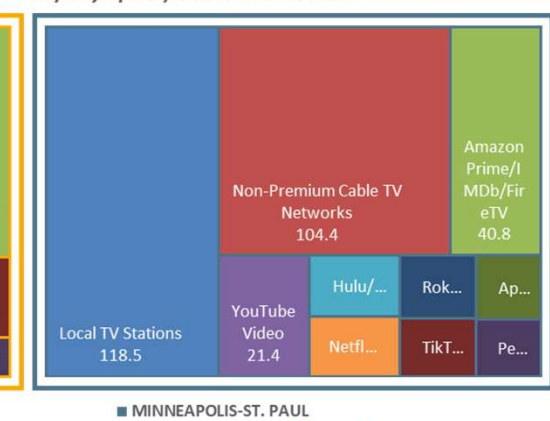
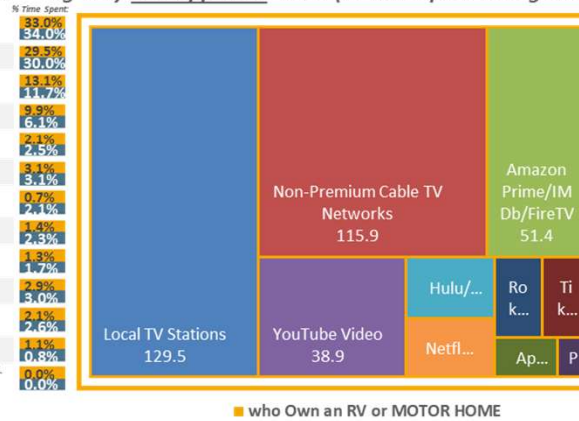
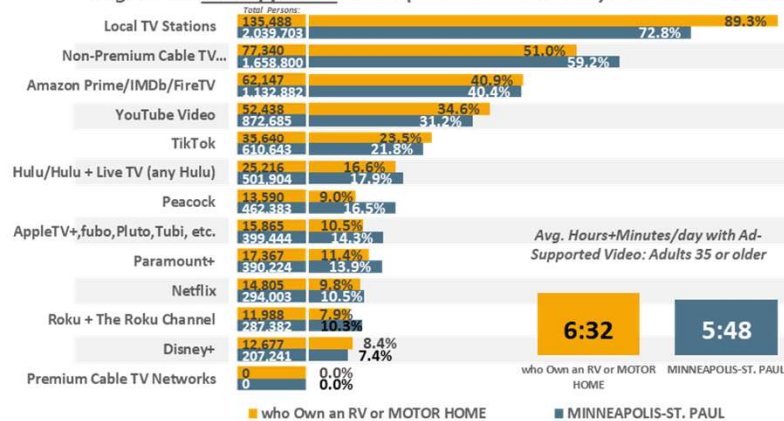
Avg. Week All Video (Persons & % Reach): Adults 35 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 81
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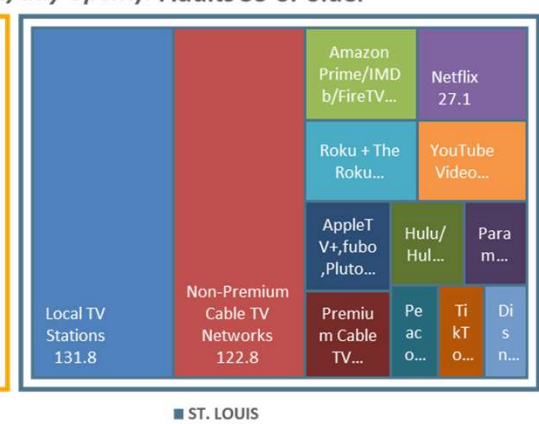
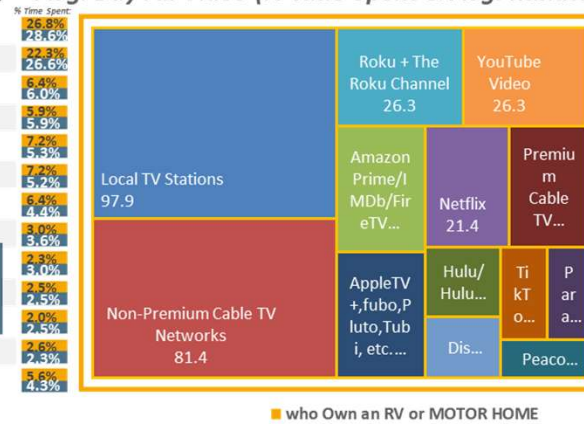
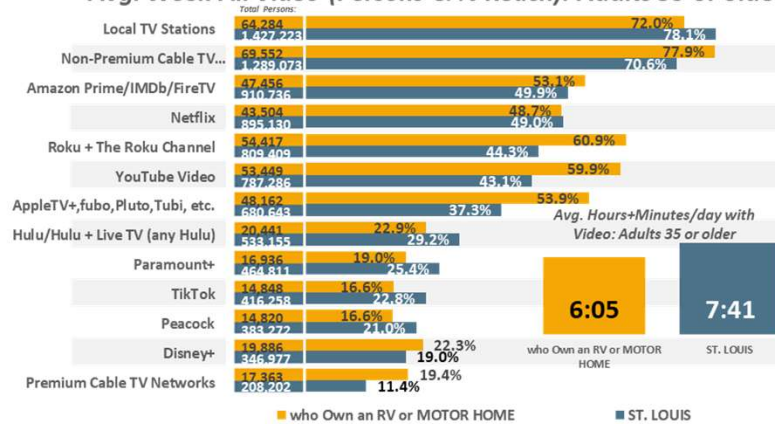
Items/services household currently has (HHL): RV (motor home)



63,370 or 71.% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations for an average of 95.3 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

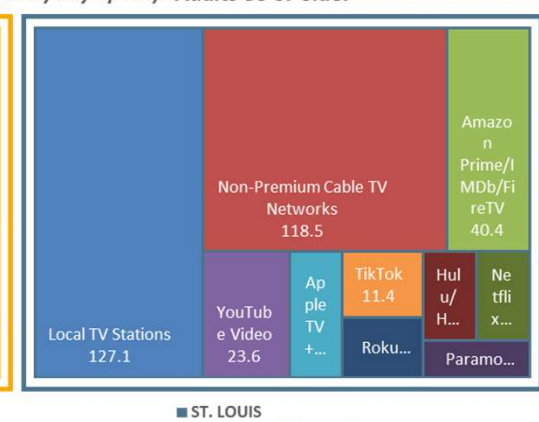
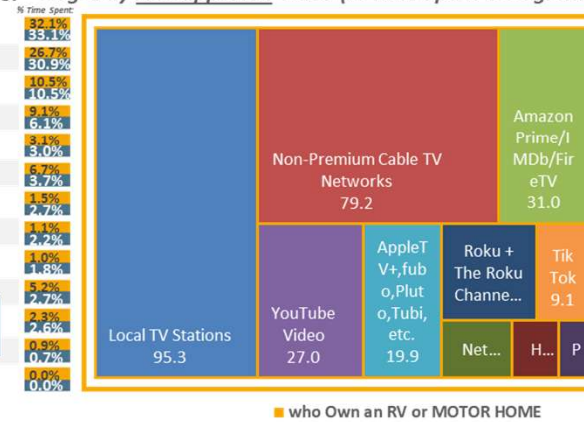
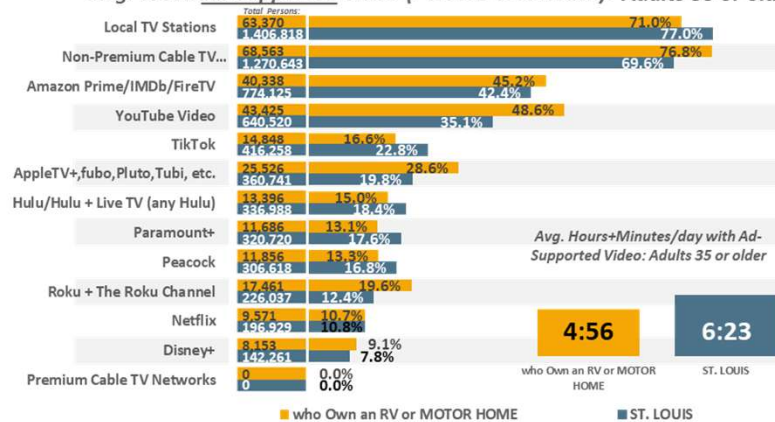
Avg. Week All Video (Persons & % Reach): Adults 35 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 65
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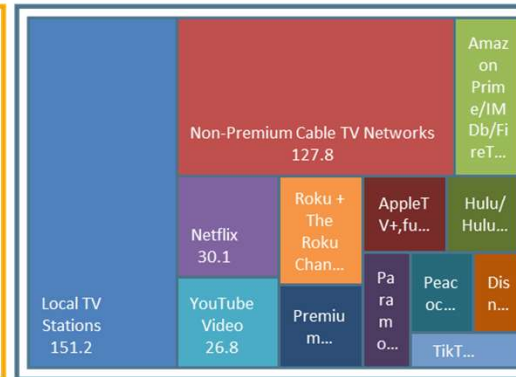
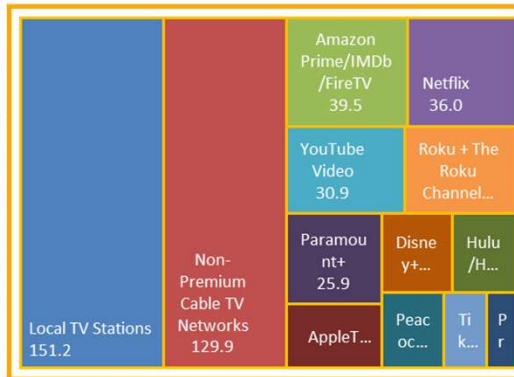
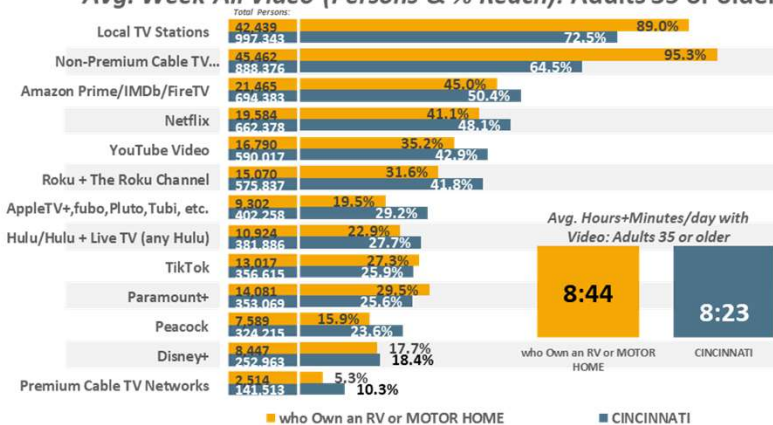
Items/services household currently has (HHLD): RV (motor home)



41,741 or 87.5% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations for an average of 145. minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.

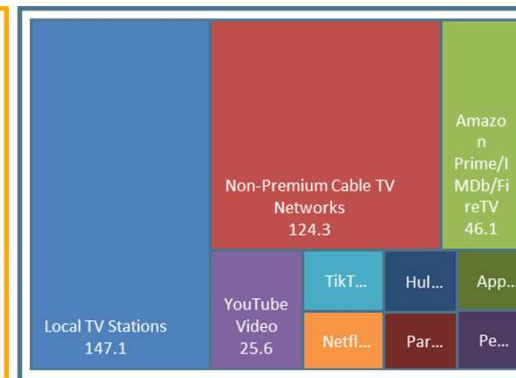
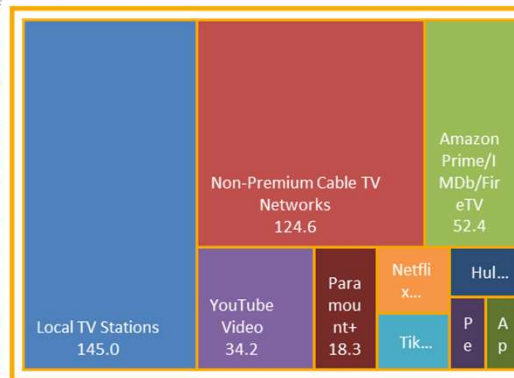
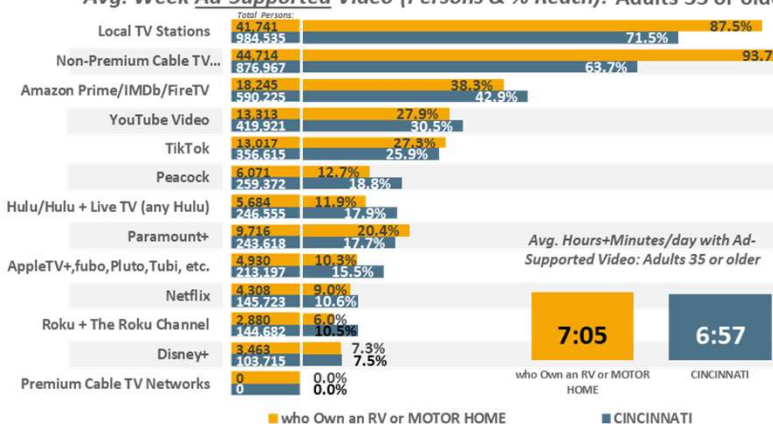
Avg. Week All Video (Persons & % Reach): Adults 35 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

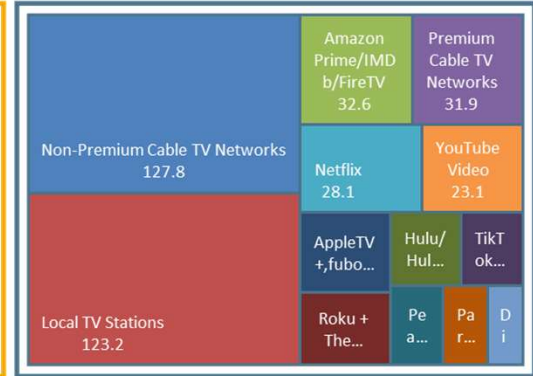
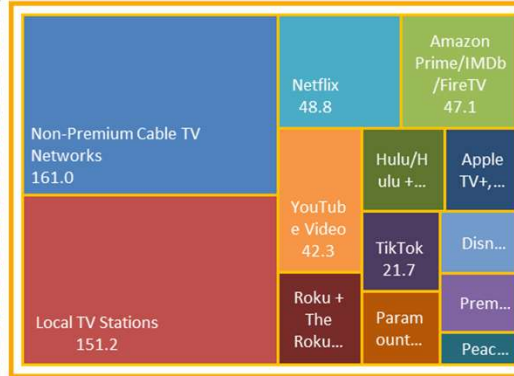
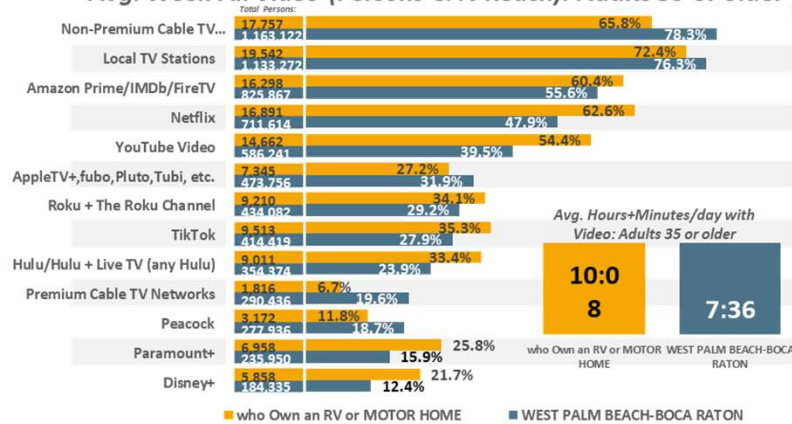




19,382 or 71.8% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations for an average of 146.4 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

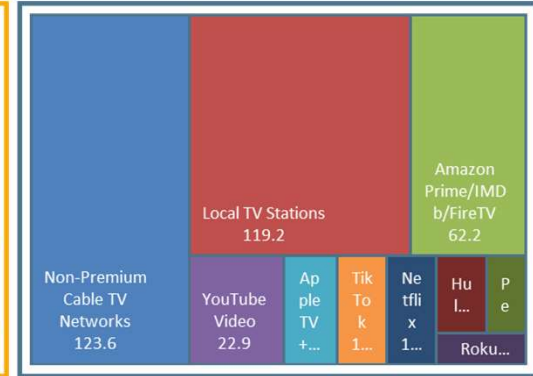
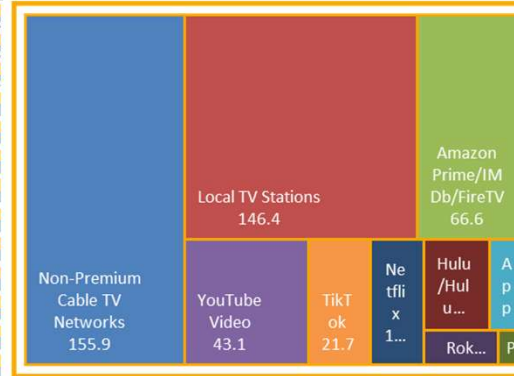
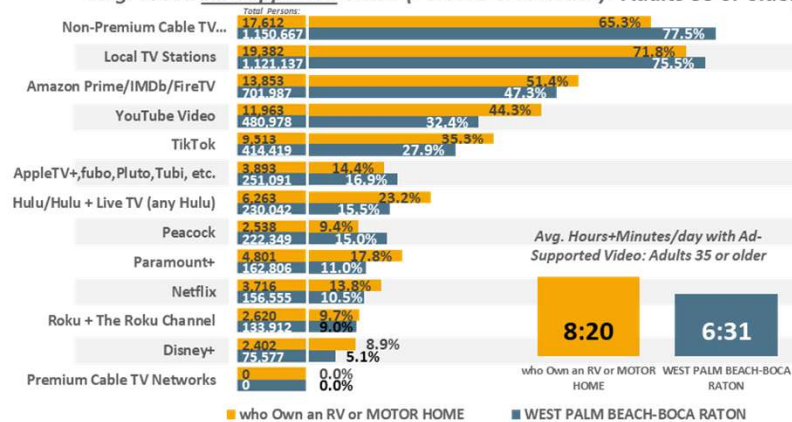
Avg. Week All Video (Persons & % Reach): Adults 35 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 or older

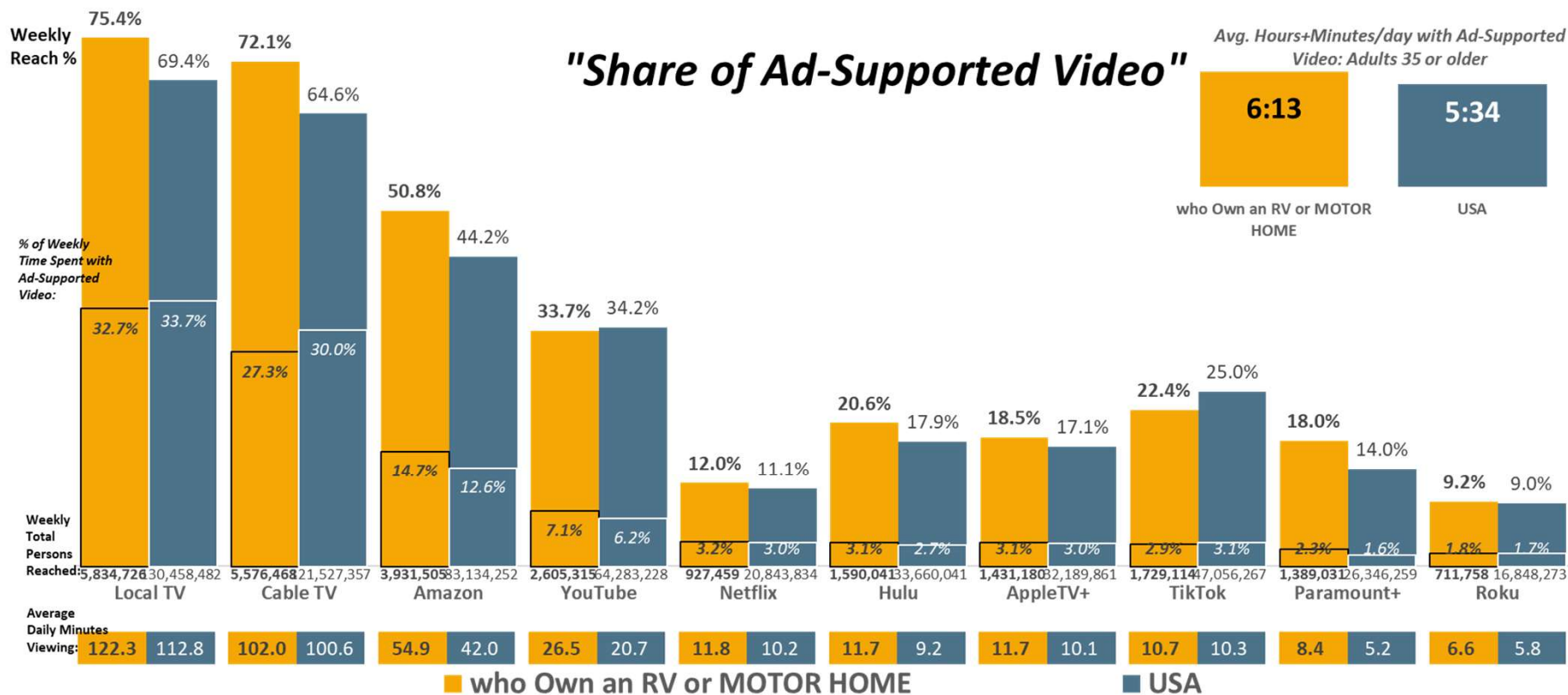
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





5,834,726 or 75.4% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations for an average of 122.3 minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 732
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

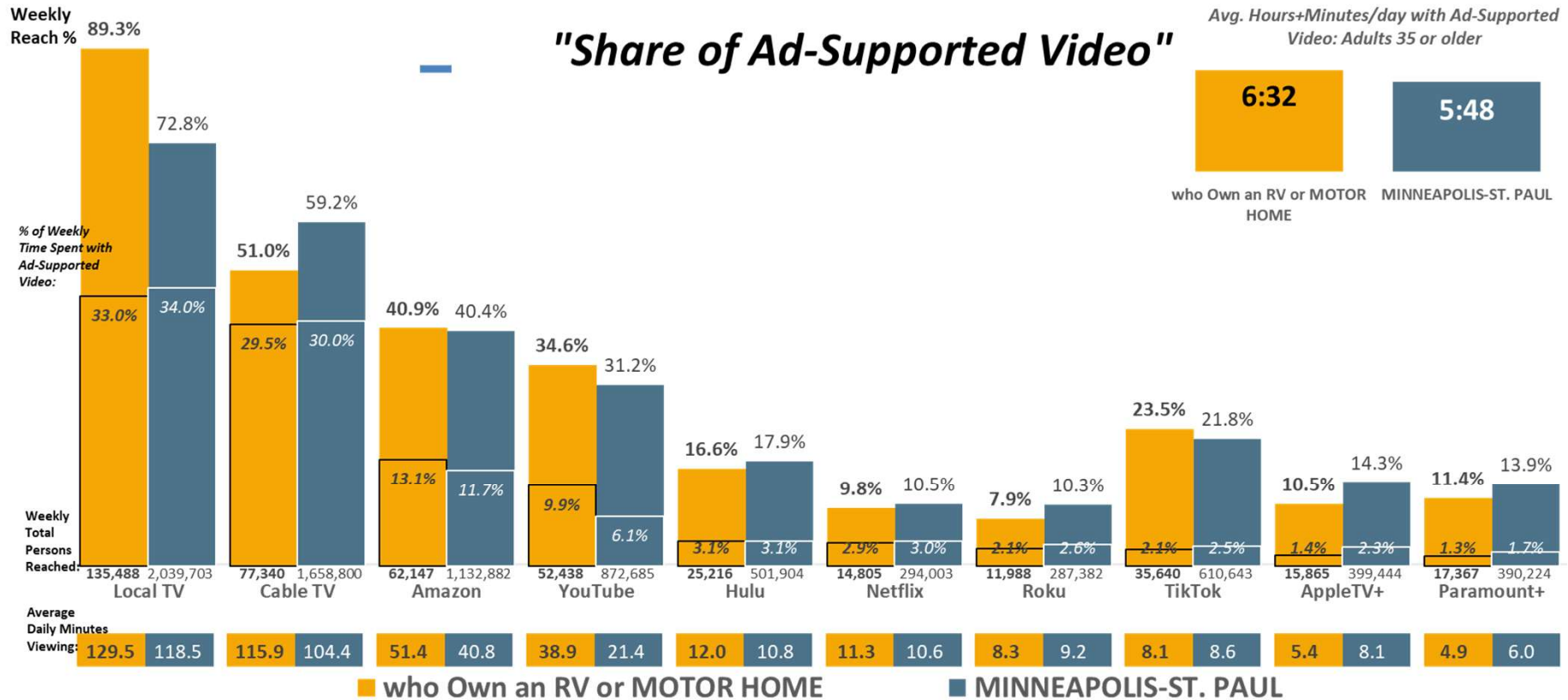
soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): RV (motor home)



135,488 or 89.3% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations for an average of 129.5 minutes every day representing 33.% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 81 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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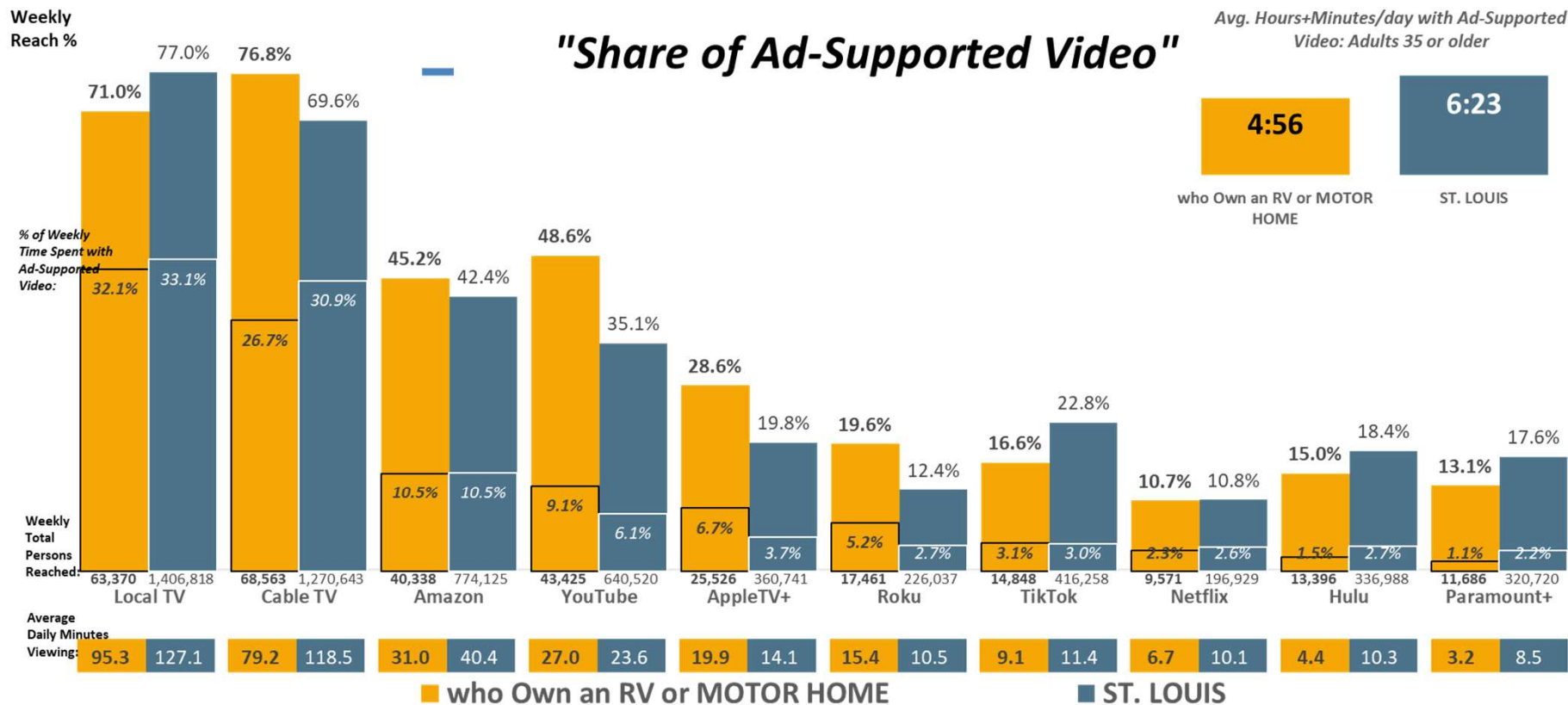
soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): RV (motor home)



63,370 or 71.1% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations for an average of 95.3 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

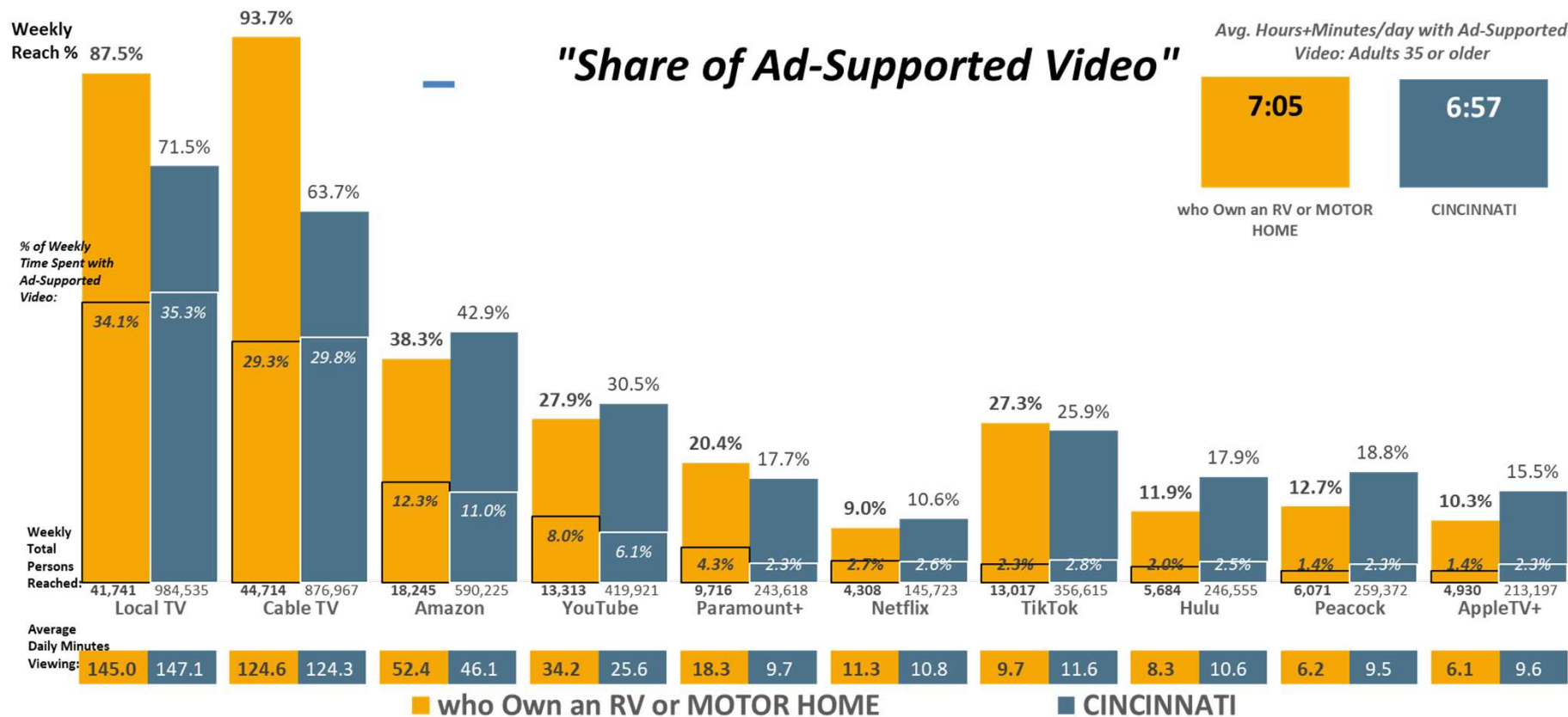
"Share of Ad-Supported Video"





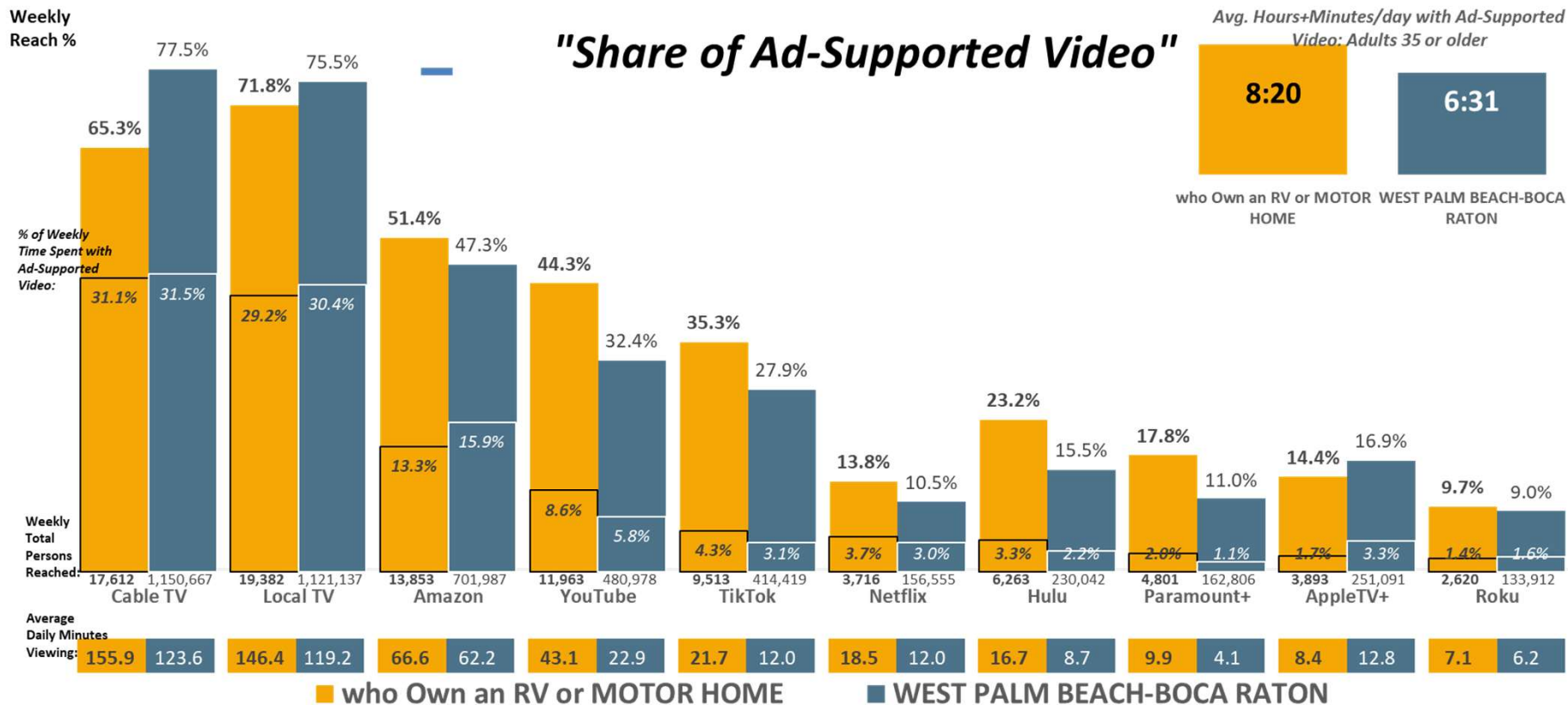
41,741 or 87.5% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations for an average of 145. minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





19,382 or 71.8% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations for an average of 146.4 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 53 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687
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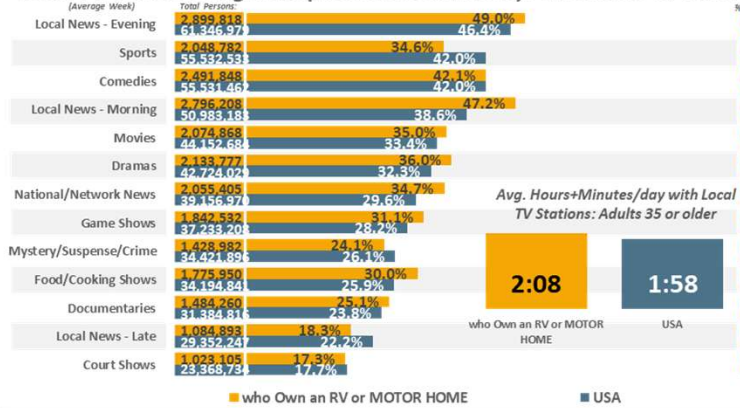
soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): RV (motor home)

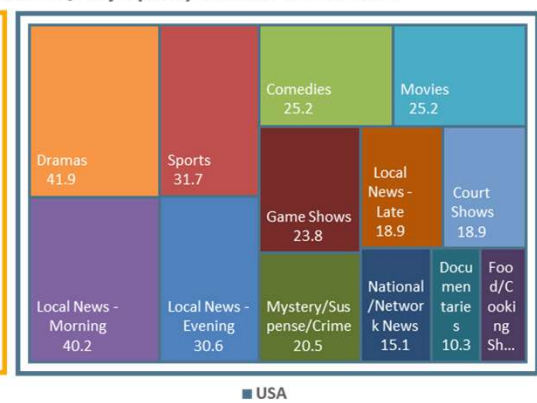
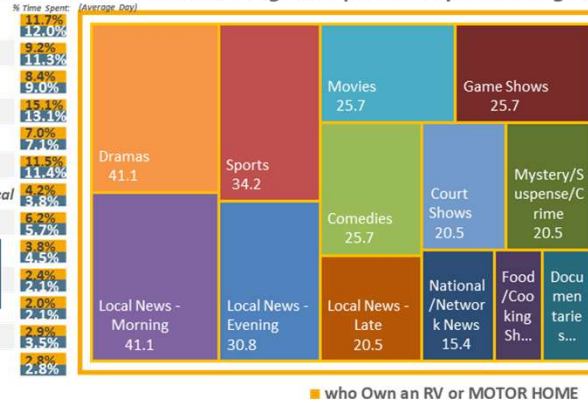


5,834,726 or 75.4% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Comedies, Dramas, Sports, and Movies.

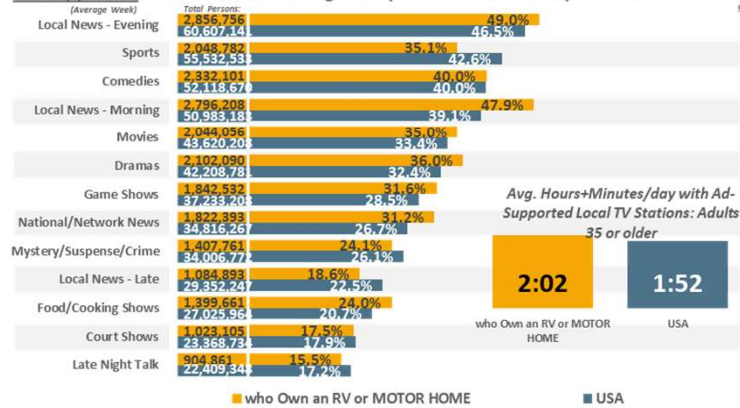
Local TV Station Programs (Persons & % Reach): Adults 35 or older



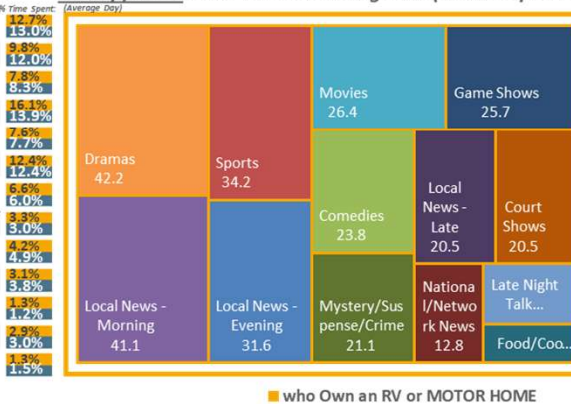
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older



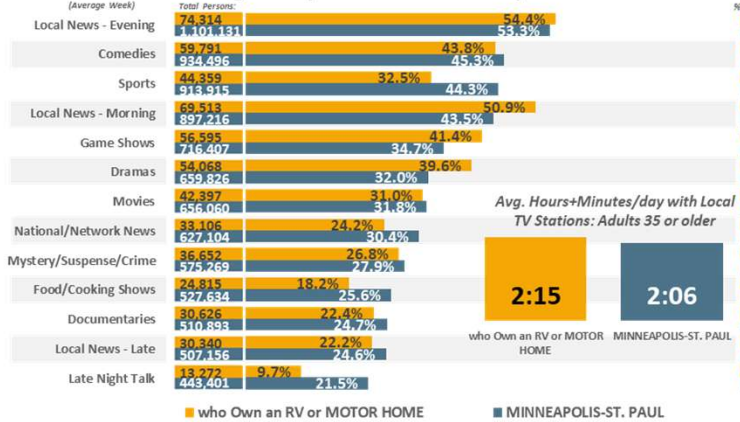
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



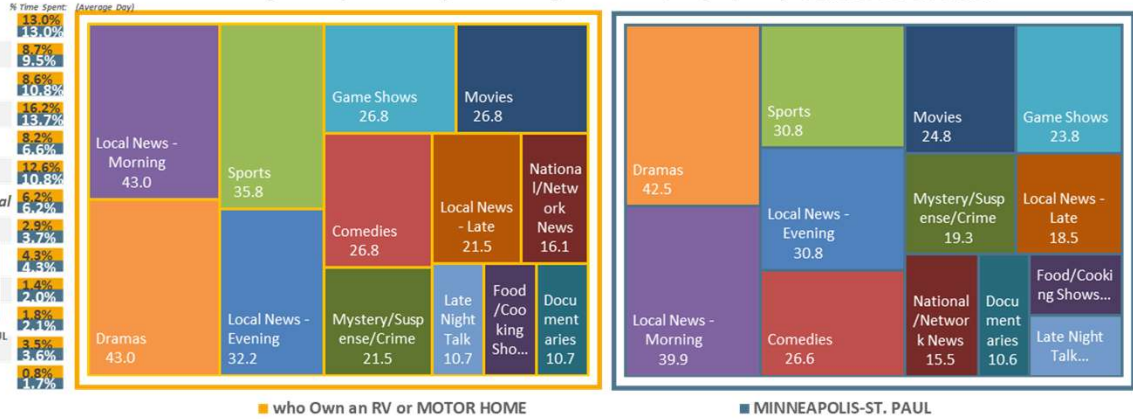


135,488 or 89.3% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Game Shows, Comedies, Dramas, and Sports.

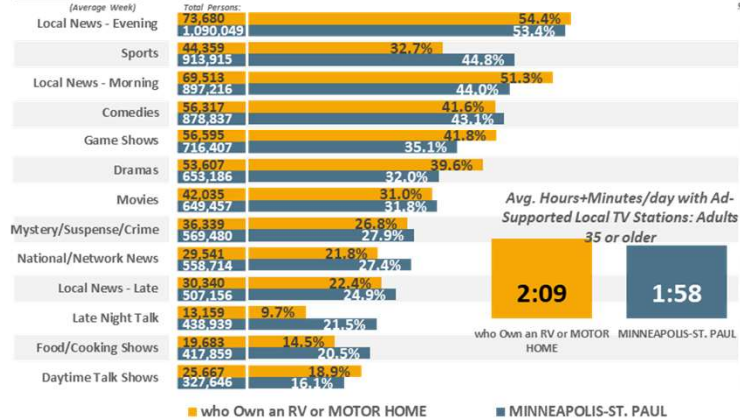
Local TV Station Programs (Persons & % Reach): Adults 35 or older



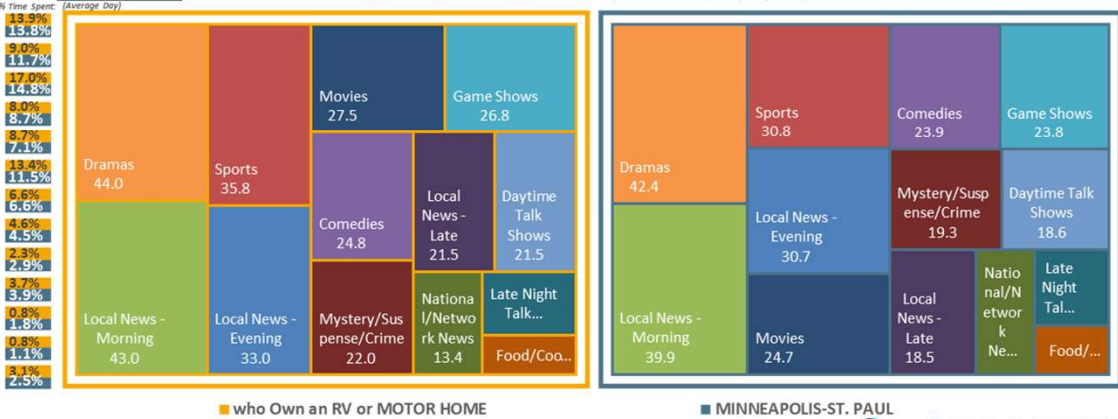
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older



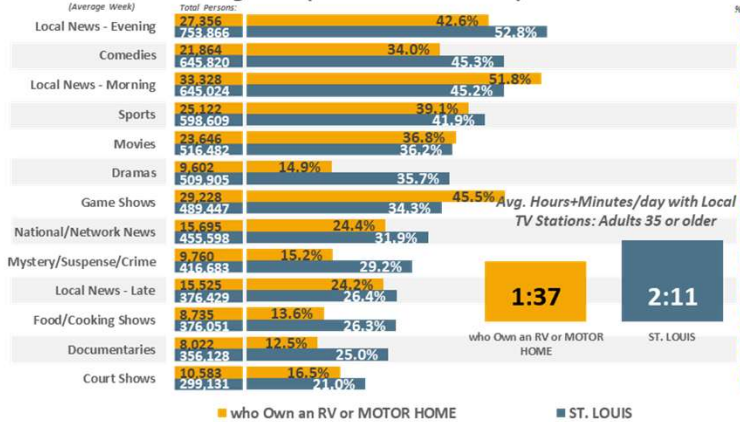
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



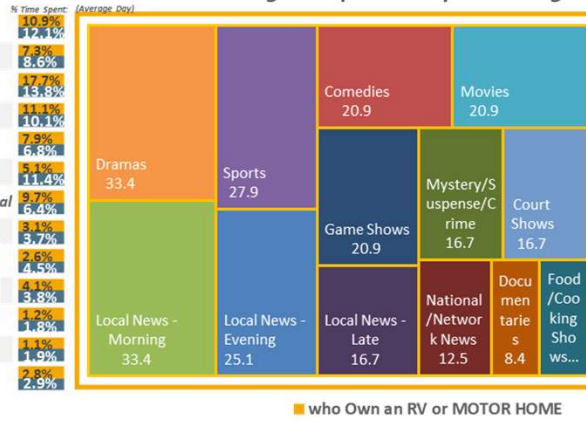


63,370 or 71.% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Game Shows, Local News - Evening, Sports, Movies, and Comedies.

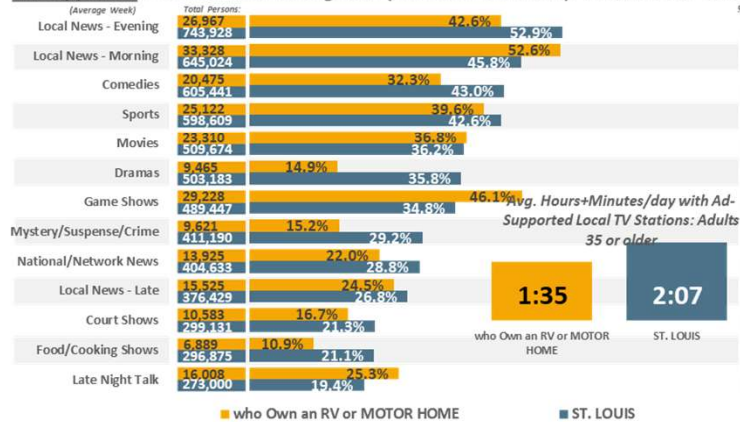
Local TV Station Programs (Persons & % Reach): Adults 35 or older



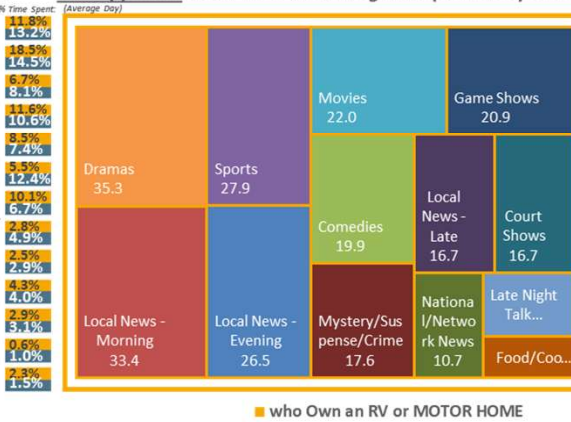
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older



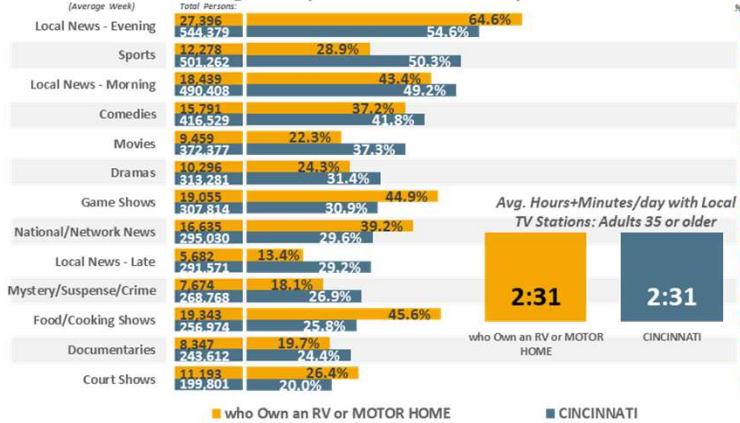
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



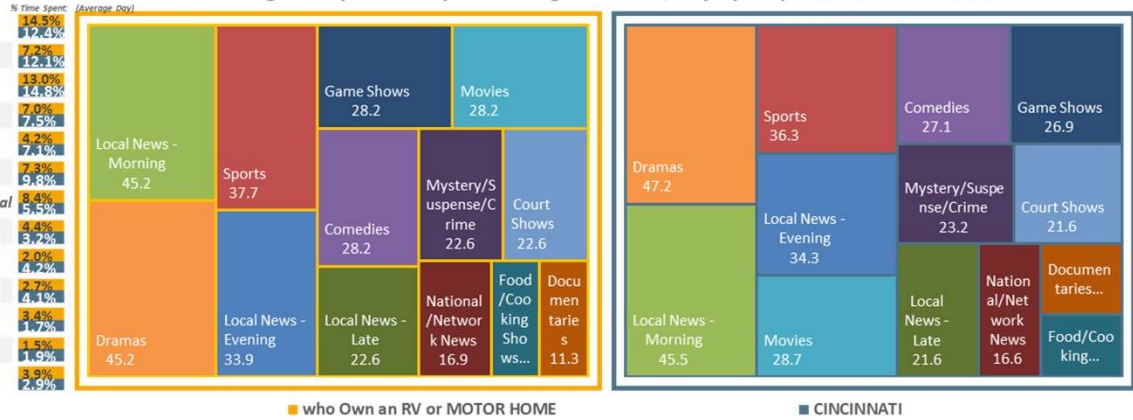


41,741 or 87.5% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Game Shows, Local News - Morning, Reality - Adventure, Food/Cooking Shows, and Comedies.

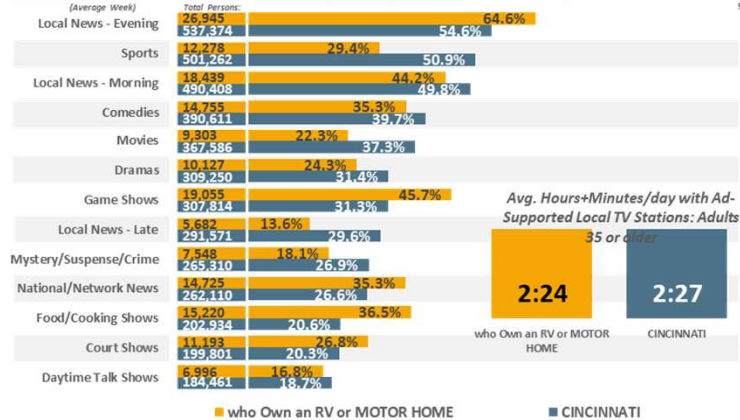
Local TV Station Programs (Persons & % Reach): Adults 35 or older



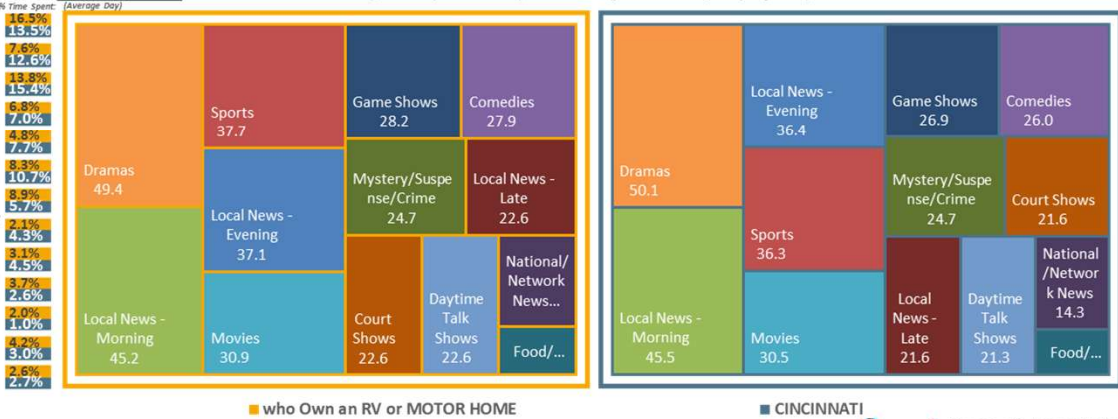
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older



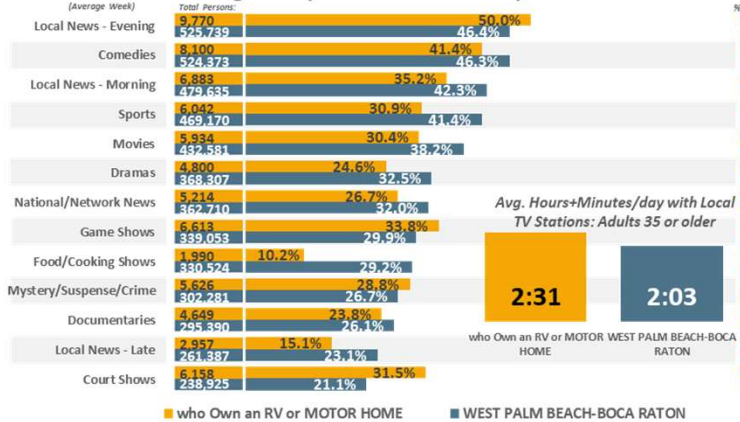
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



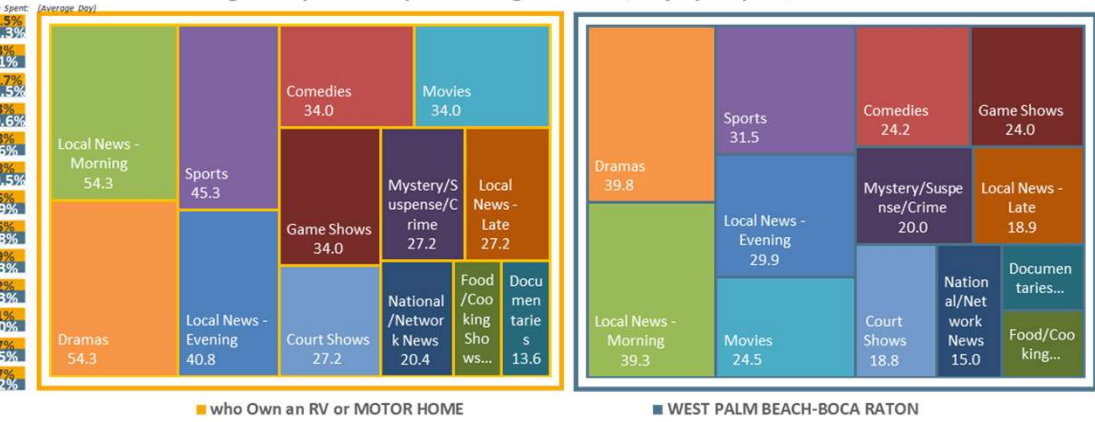


19,382 or 71.8% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Game Shows, Court Shows, and Sports.

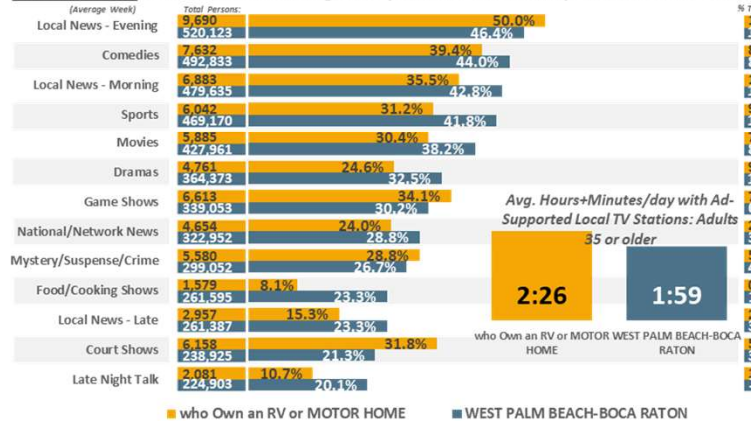
Local TV Station Programs (Persons & % Reach): Adults 35 or older



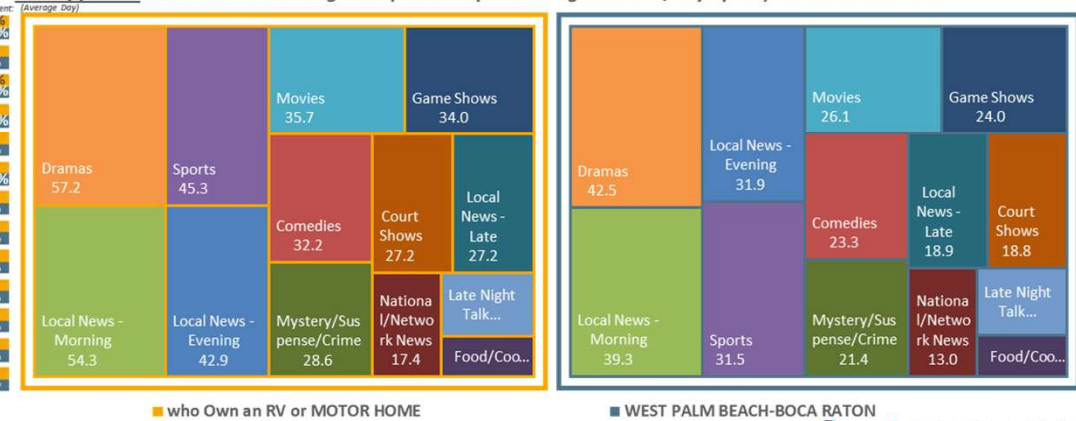
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

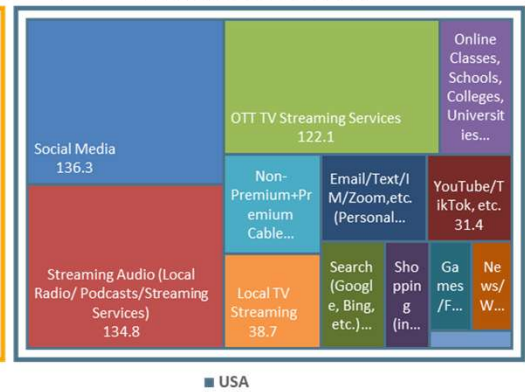
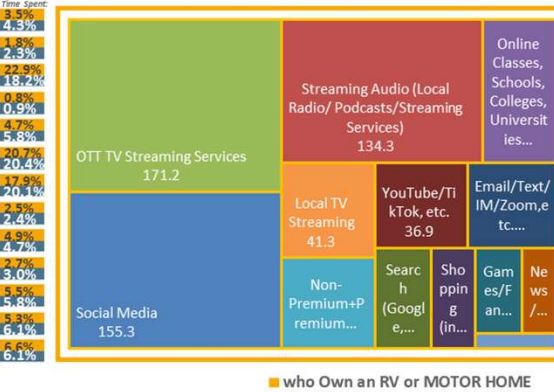
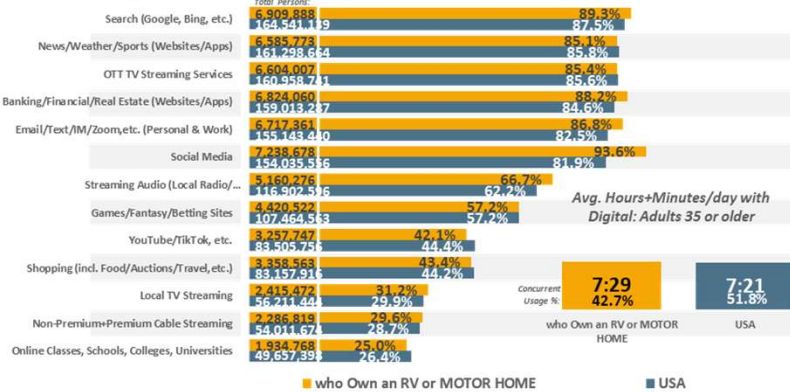




6,597,077 or 85.3% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Social Media for an average of 142.9 minutes every day representing 26.% of all time spent daily with Ad-Supported Digital Media.

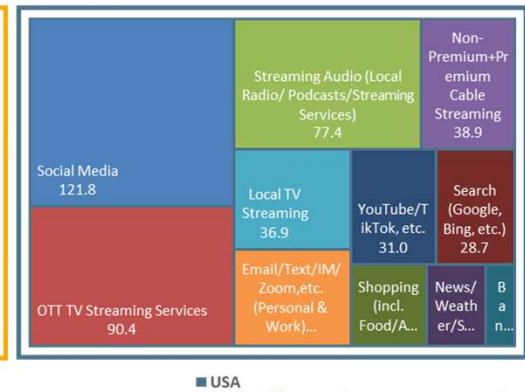
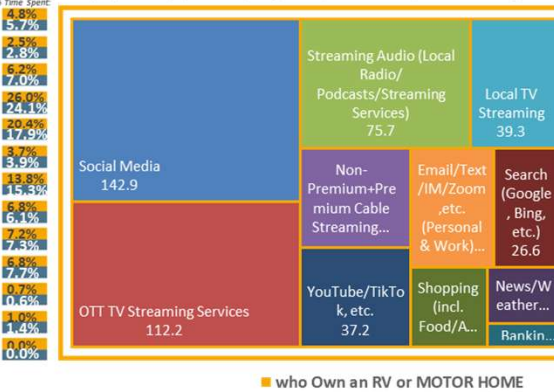
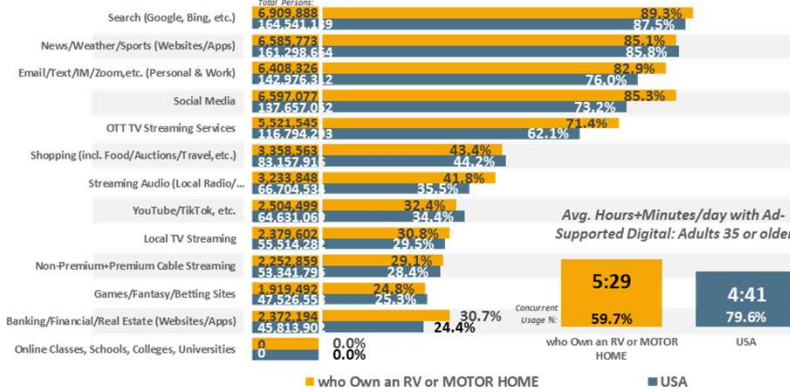
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

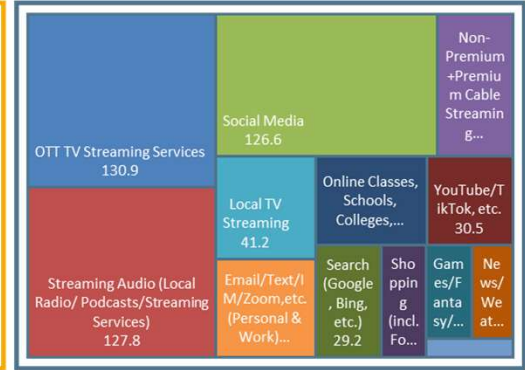
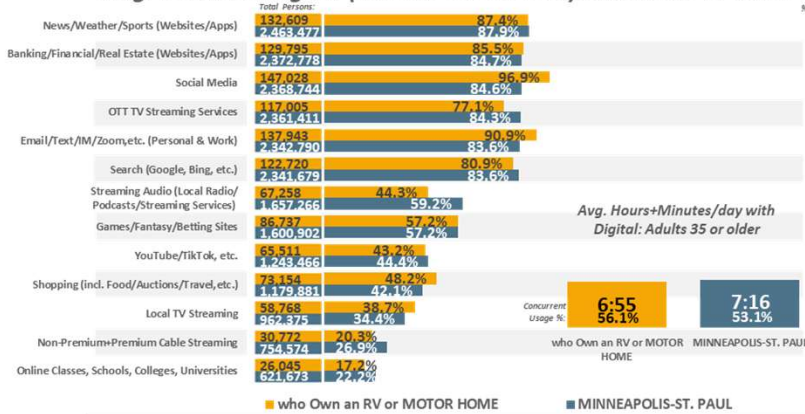




145,238 or 95.7% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Social Media for an average of 105.7 minutes every day representing 21.3% of all time spent daily with Ad-Supported Digital Media.

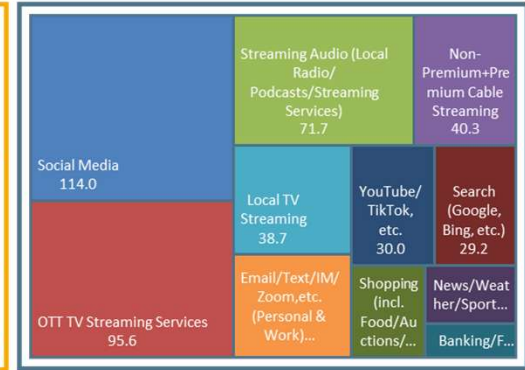
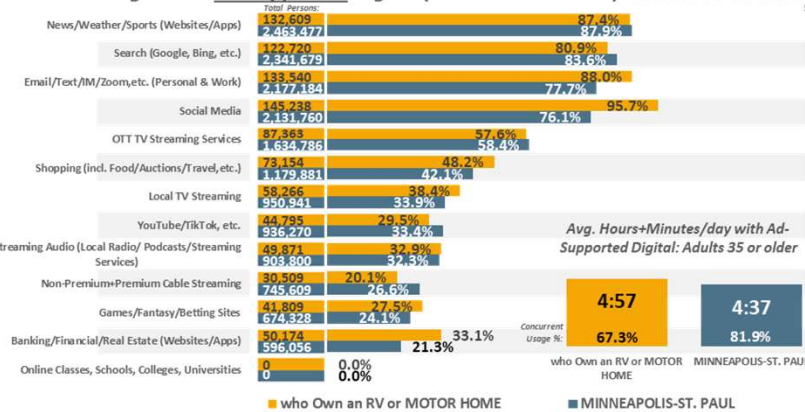
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug 24-Jul 25 Qual Intab 81
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soefa.ai Share of Everything for Anything

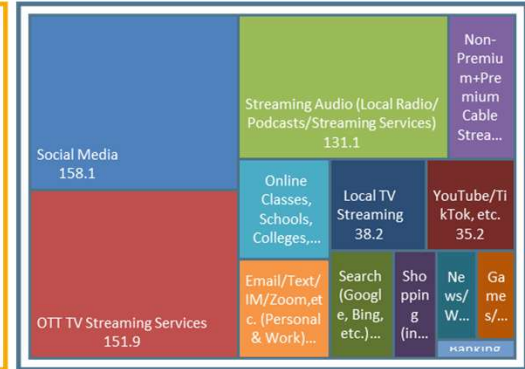
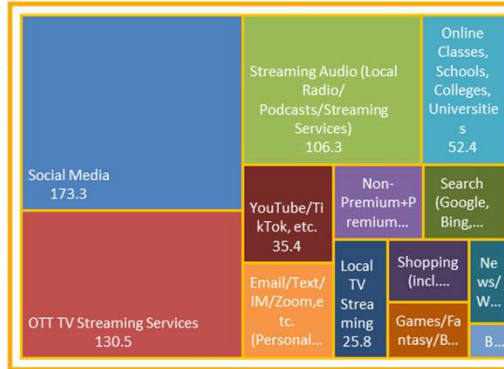
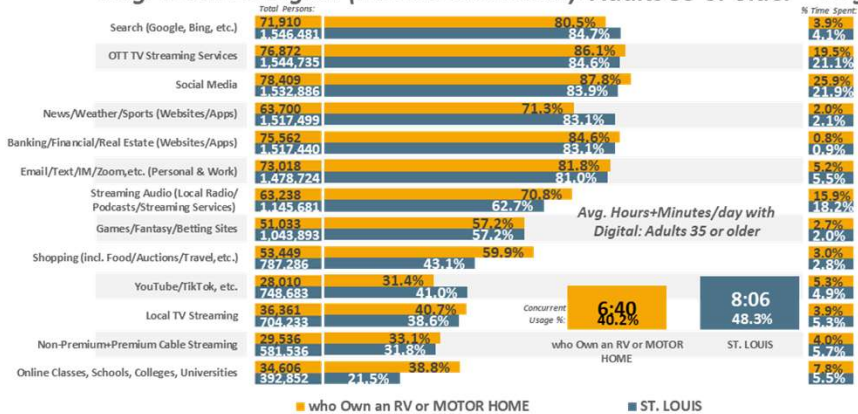
Items/services household currently has (HHLD): RV (motor home)



71,335 or 79.9% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Social Media for an average of 159.4 minutes every day representing 31.9% of all time spent daily with Ad-Supported Digital Media.

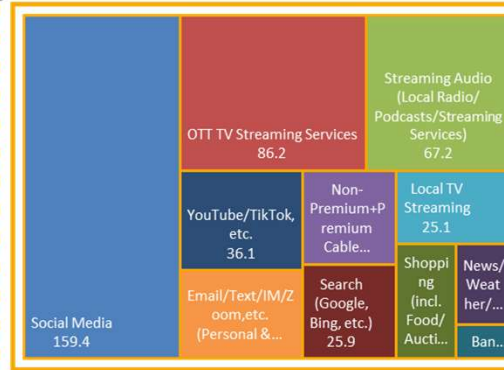
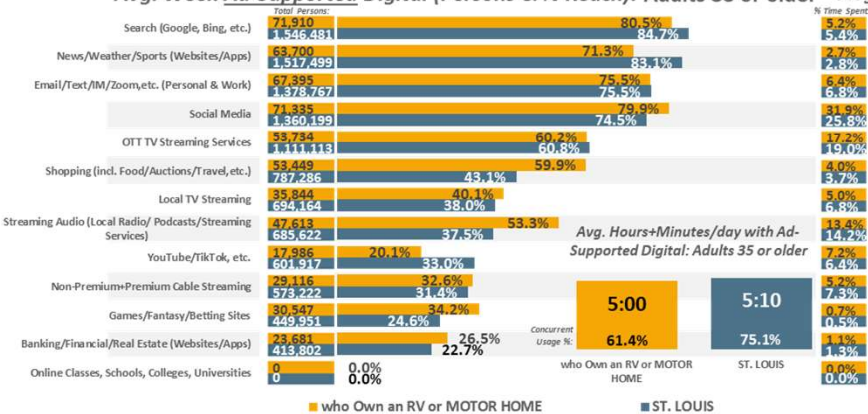
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

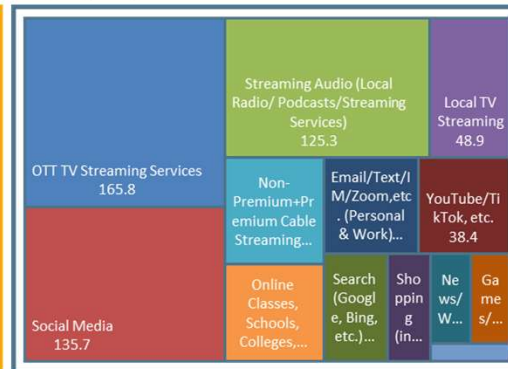
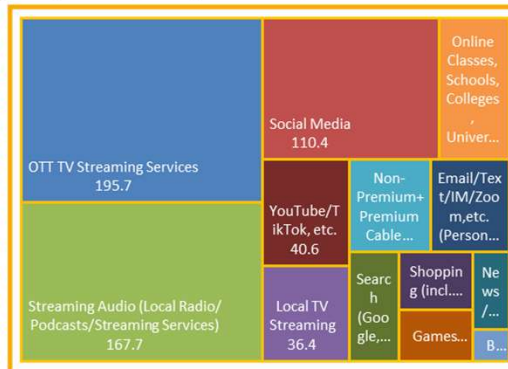
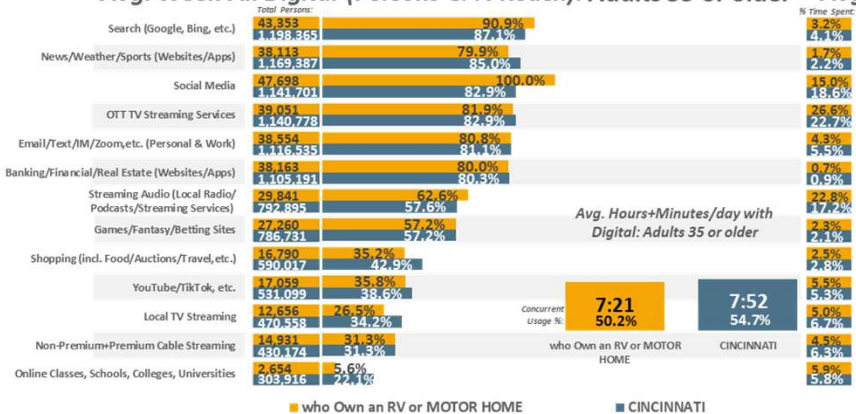




44,124 or 92.5% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Social Media for an average of 101.5 minutes every day representing 19.7% of all time spent daily with Ad-Supported Digital Media.

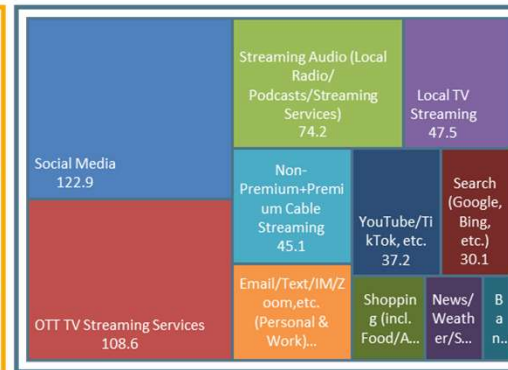
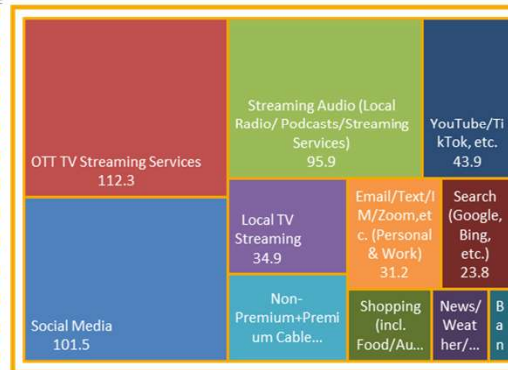
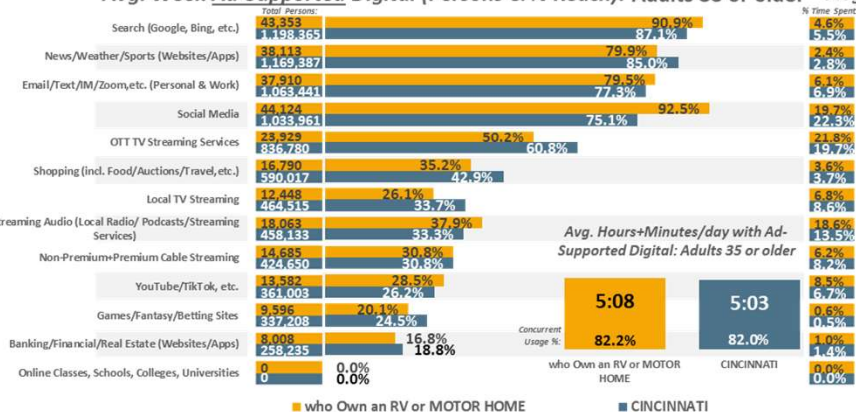
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

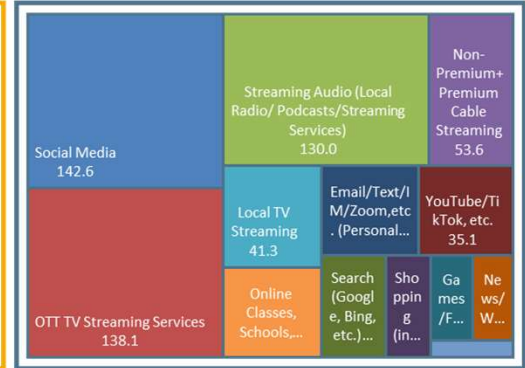
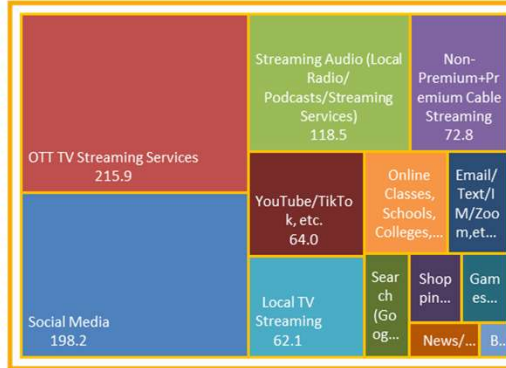
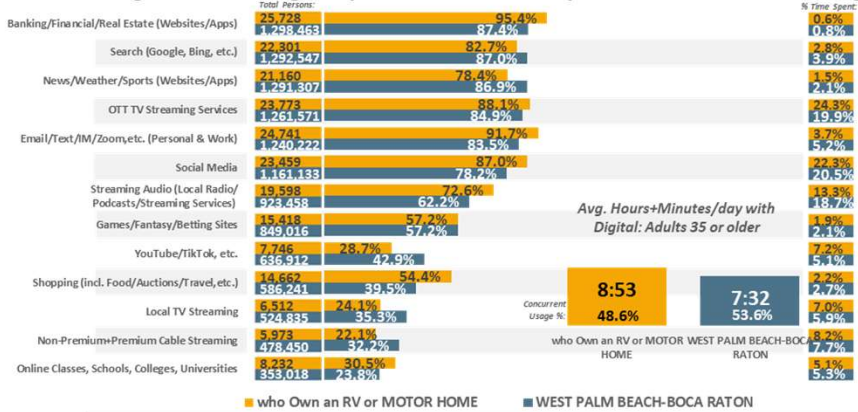




21,766 or 80.7% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Social Media for an average of 182.4 minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media.

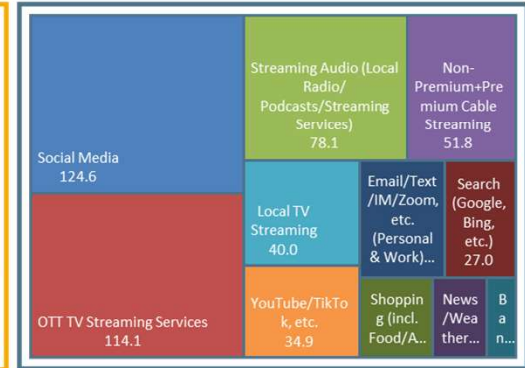
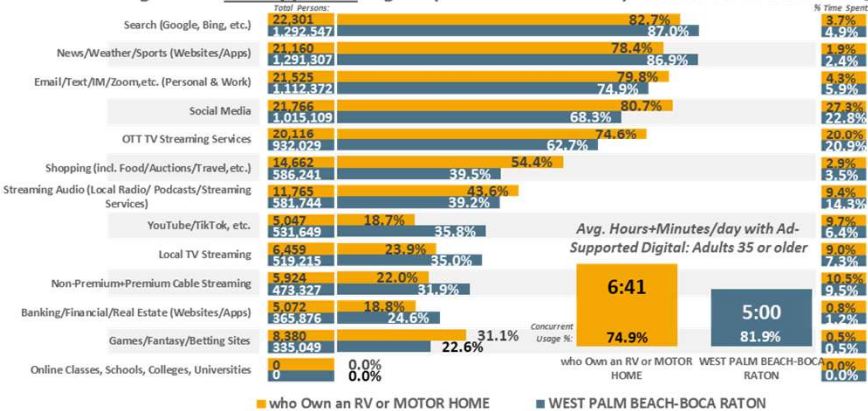
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 53
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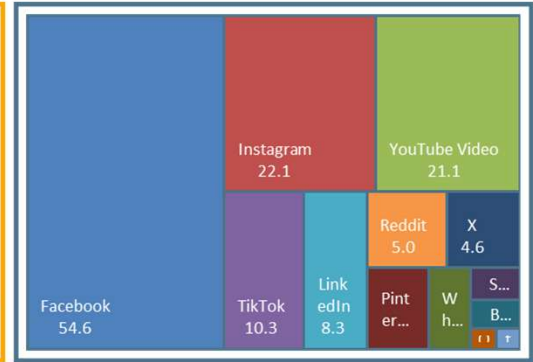
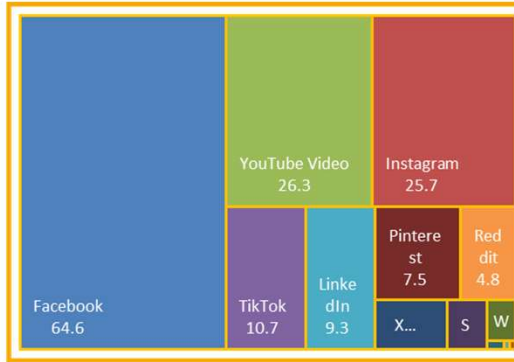
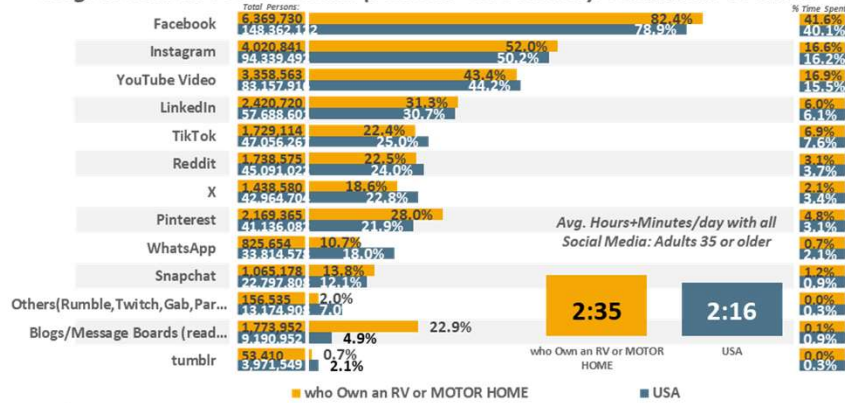
soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): RV (motor home)

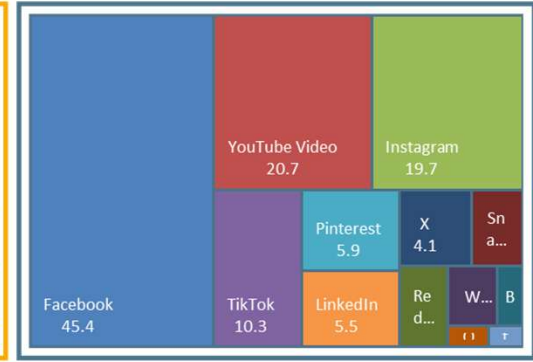
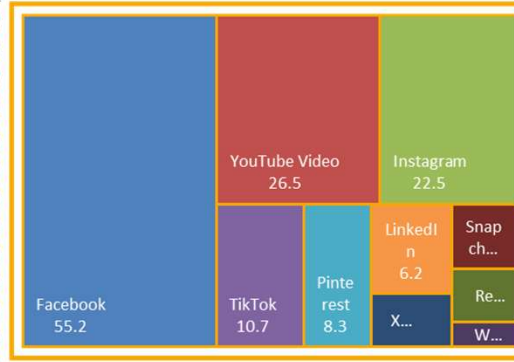
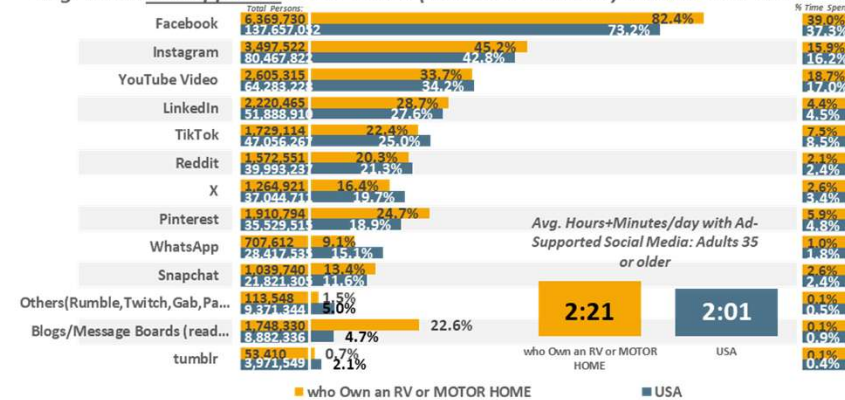


6,369,730 or 82.4% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Facebook for an average of 55.2 minutes every day representing 39.% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 35 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



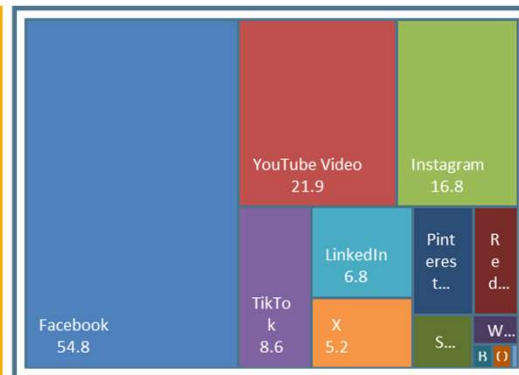
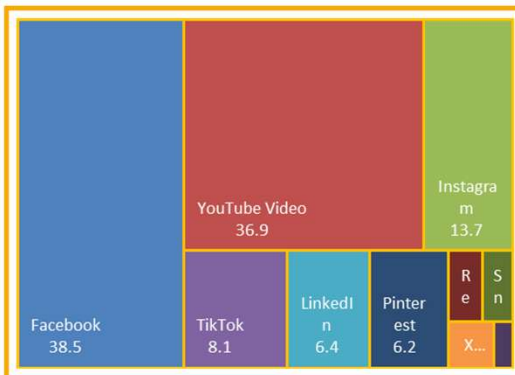
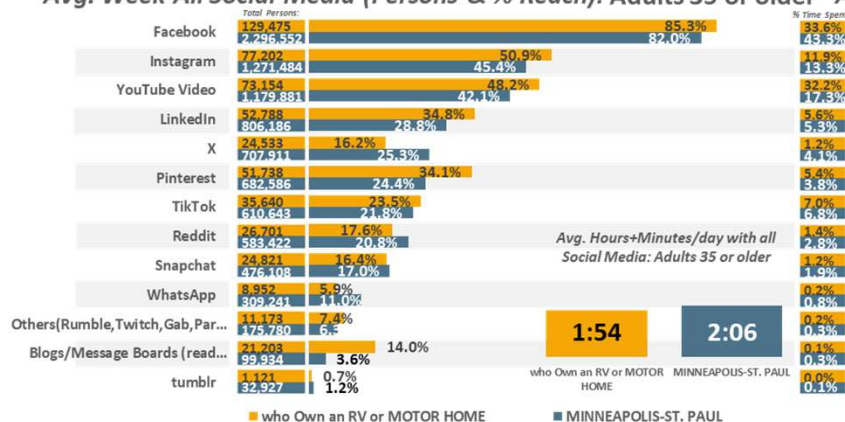
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



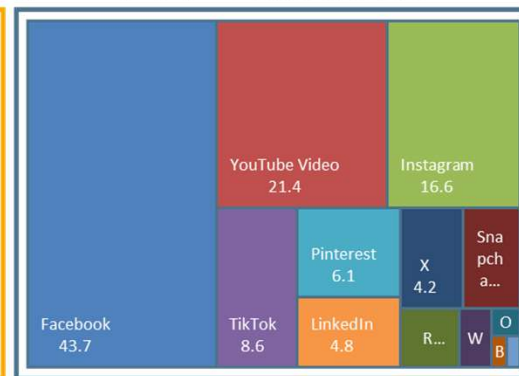
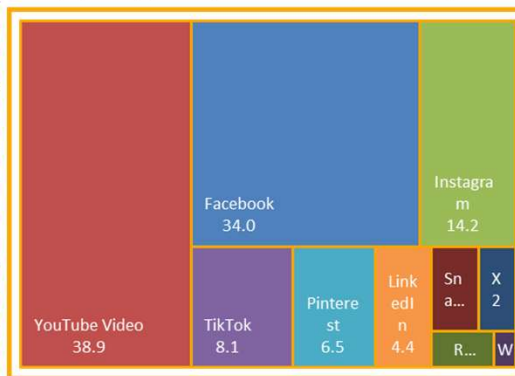
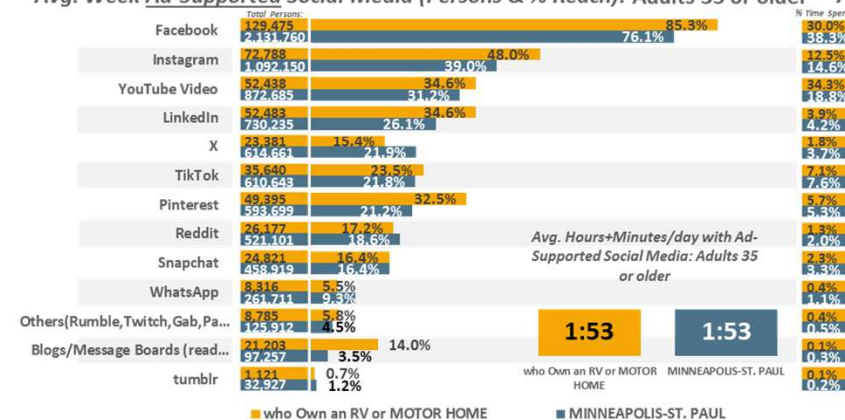


52,438 or 34.6% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported YouTube Video for an average of 38.9 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 35 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



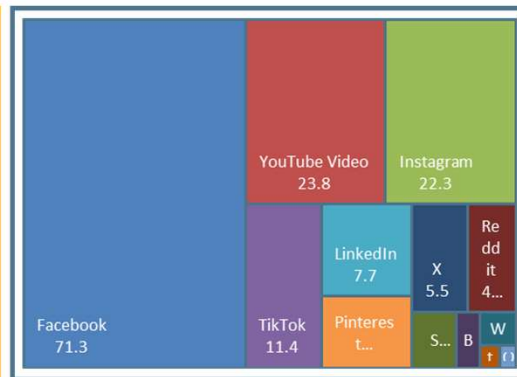
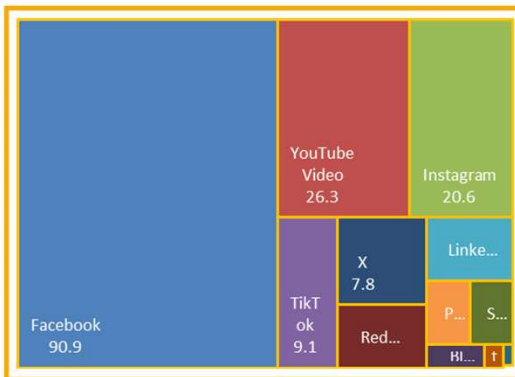
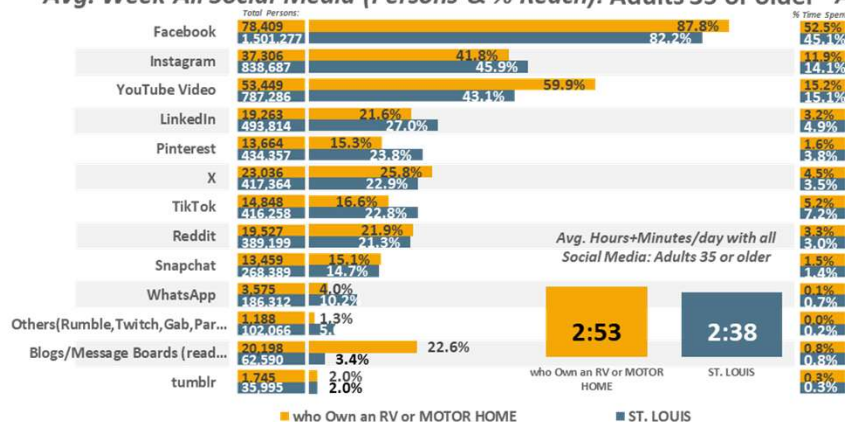
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



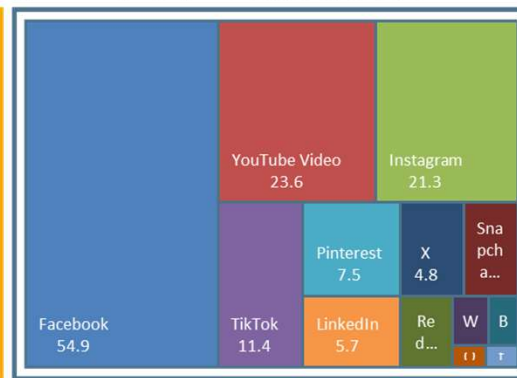
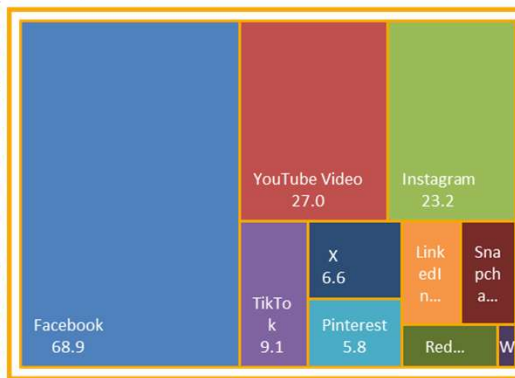
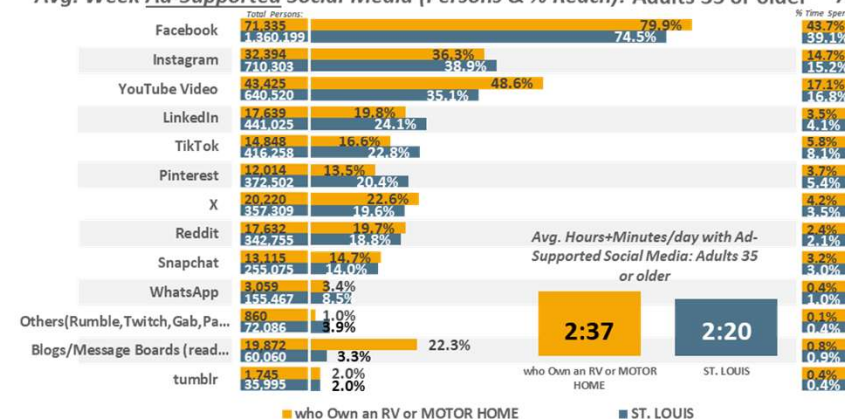


71,335 or 79.9% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Facebook for an average of 68.9 minutes every day representing 43.7% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 35 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



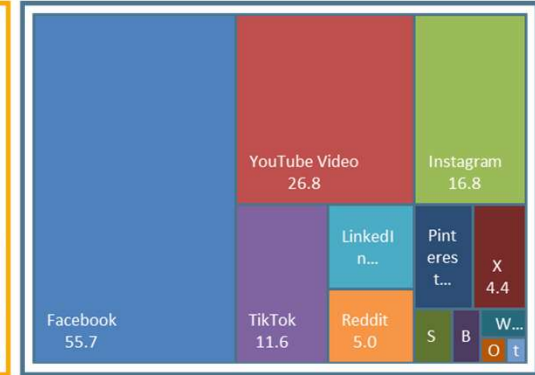
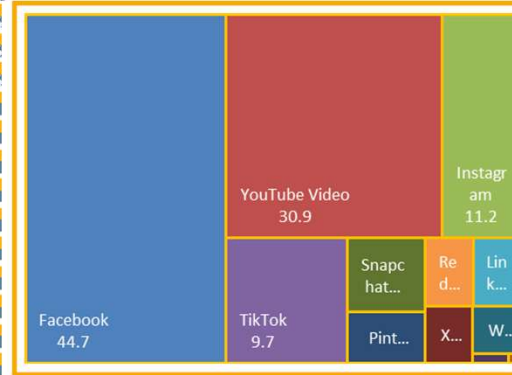
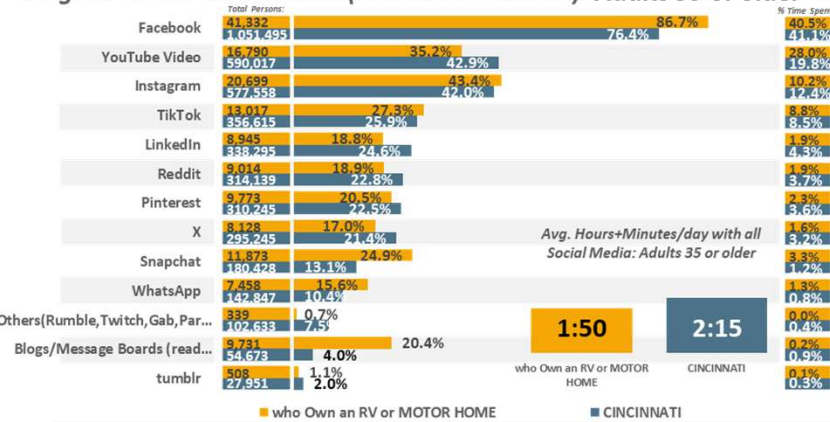
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



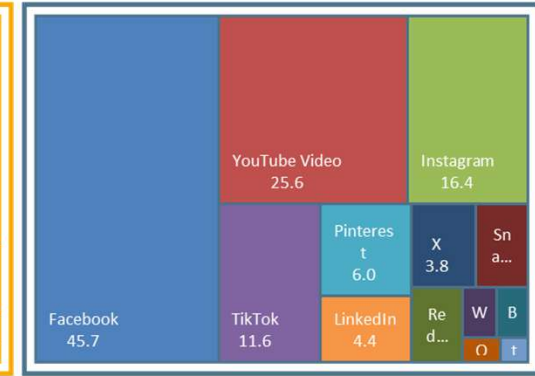
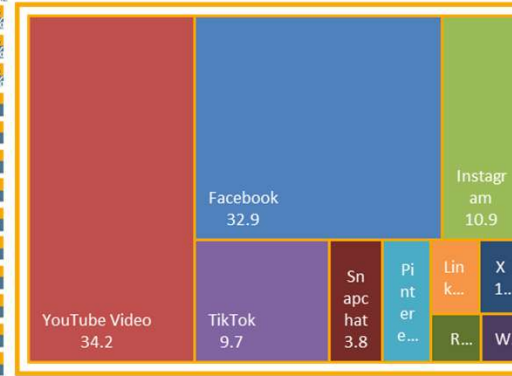
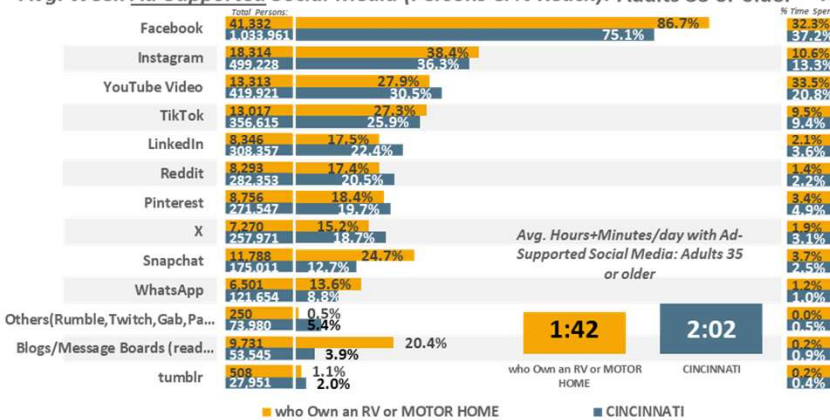


13,313 or 27.9% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported YouTube Video for an average of 34.2 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 35 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



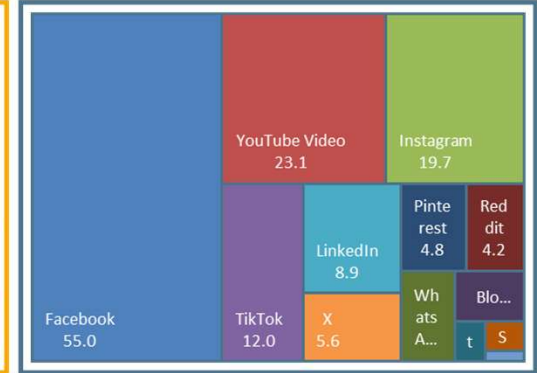
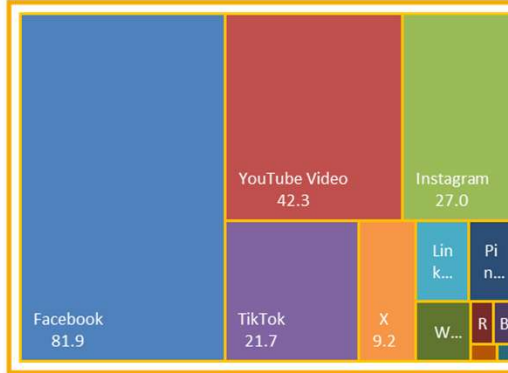
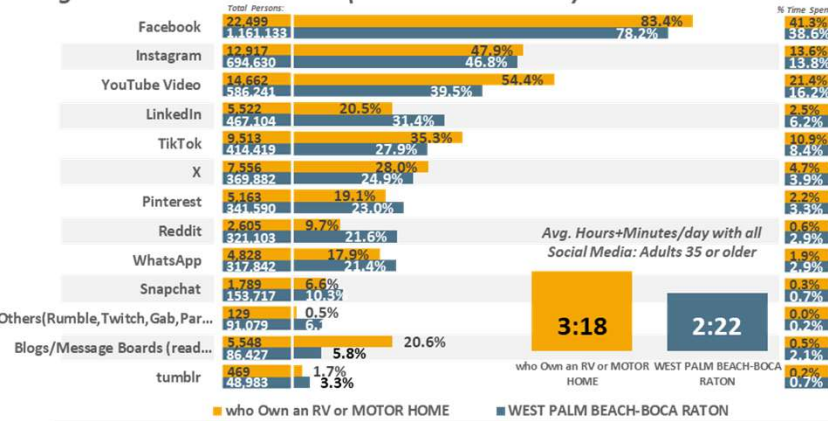
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



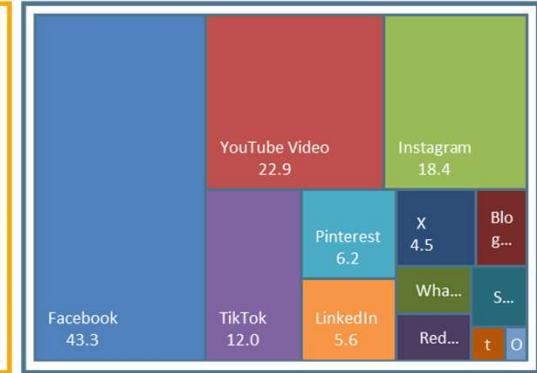
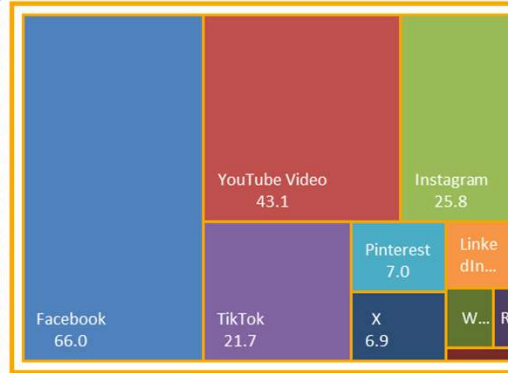
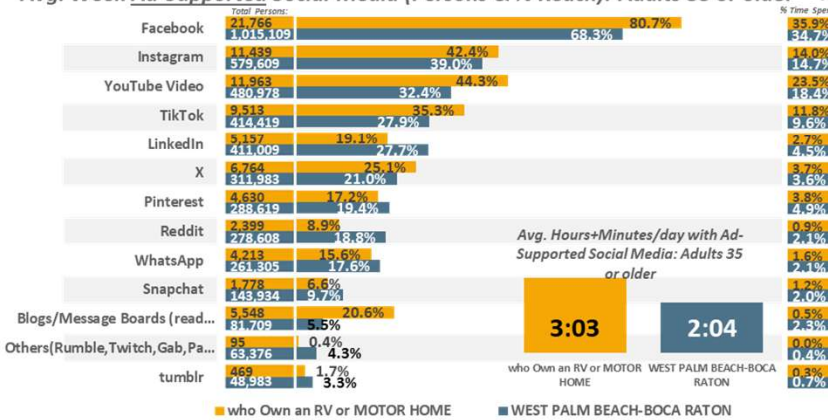


21,766 or 80.7% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Facebook for an average of 66. minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 35 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



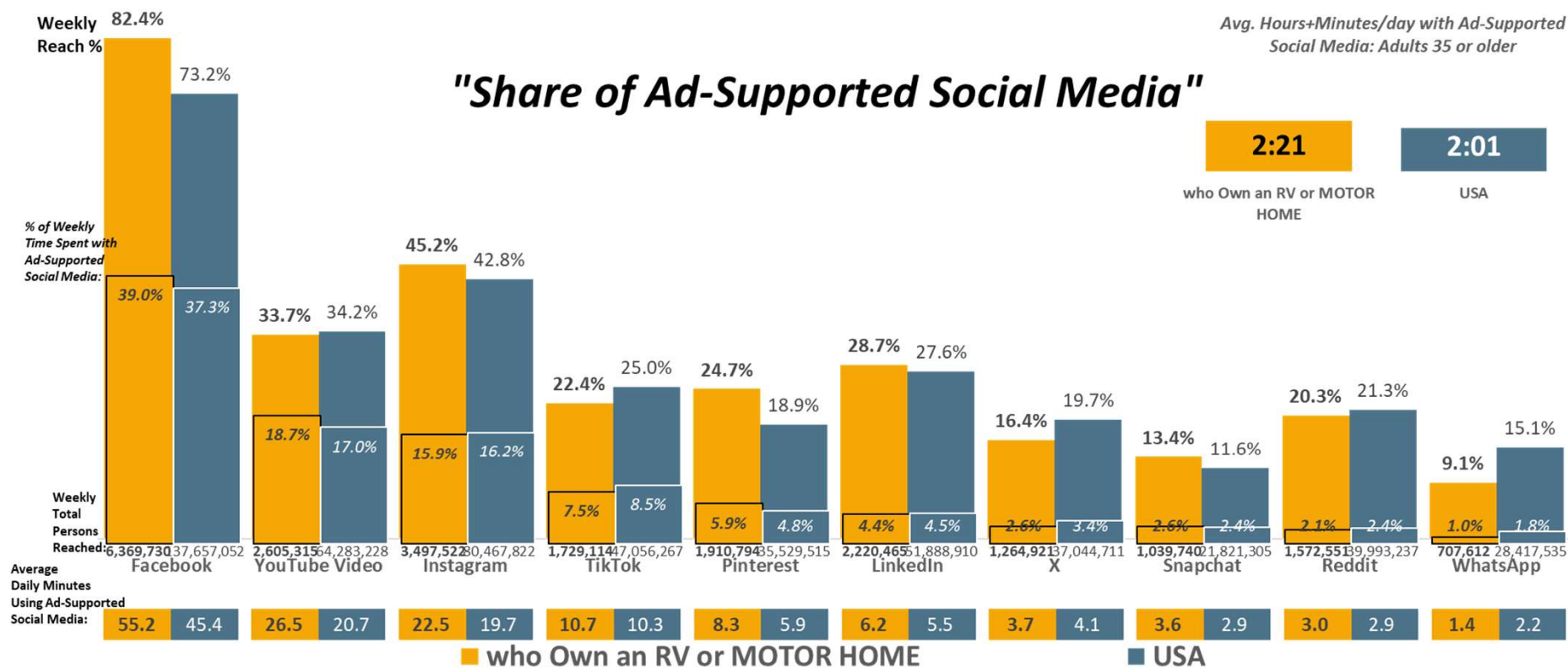
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





6,369,730 or 82.4% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Facebook for an average of 55.2 minutes every day representing 39.% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 732
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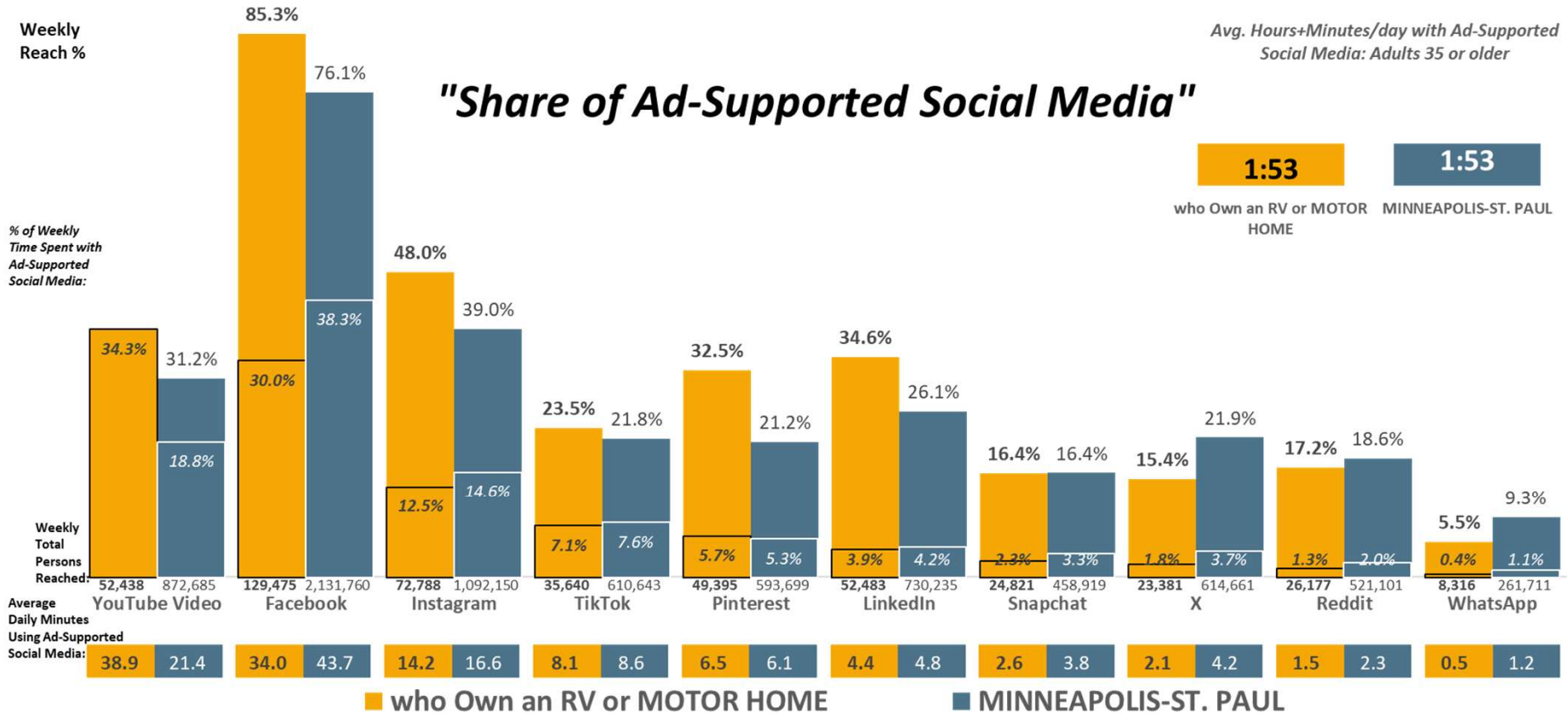
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): RV (motor home)



52,438 or 34.6% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported YouTube Video for an average of 38.9 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.



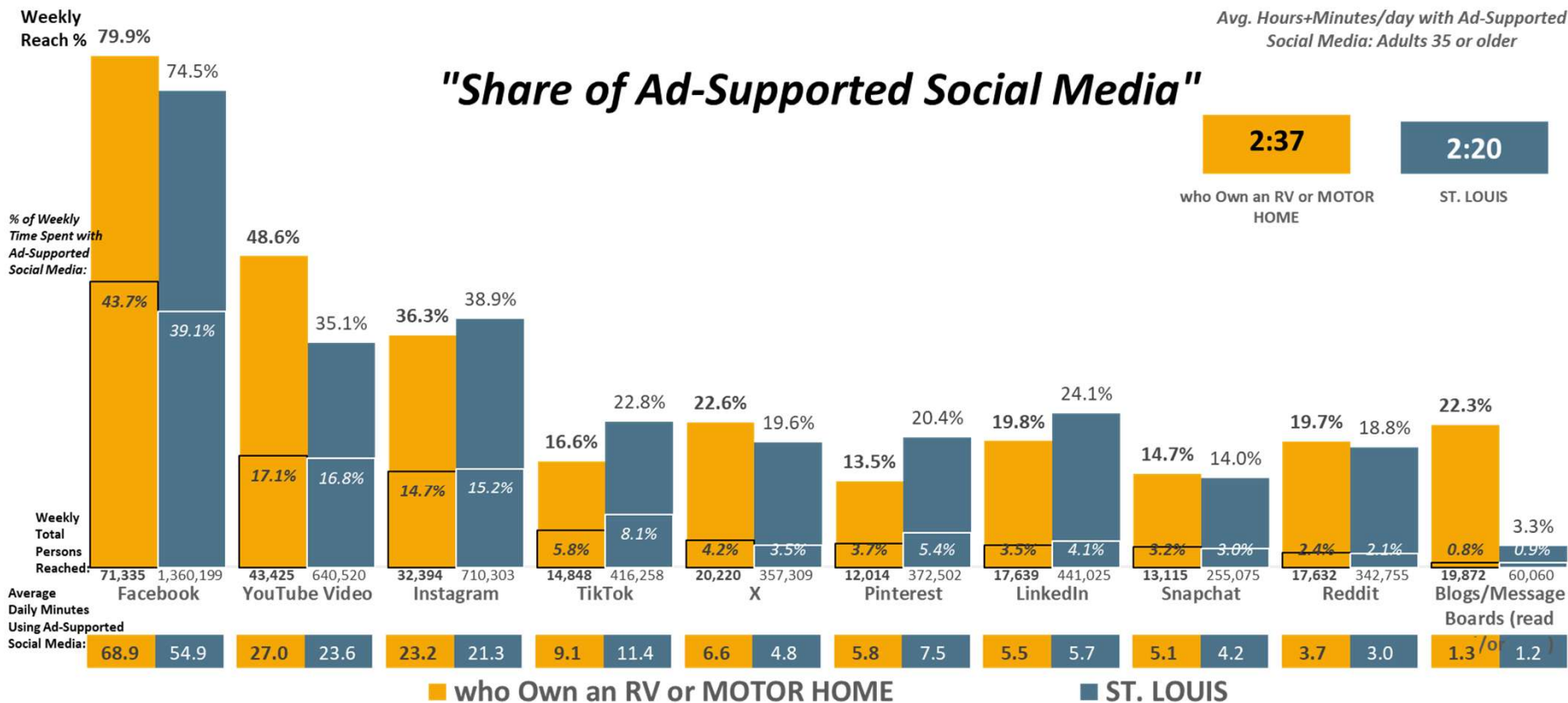
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 81 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): RV (motor home)



71,335 or 79.9% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Facebook for an average of 68.9 minutes every day representing 43.7% of all time spent daily with Ad-Supported Social Media.



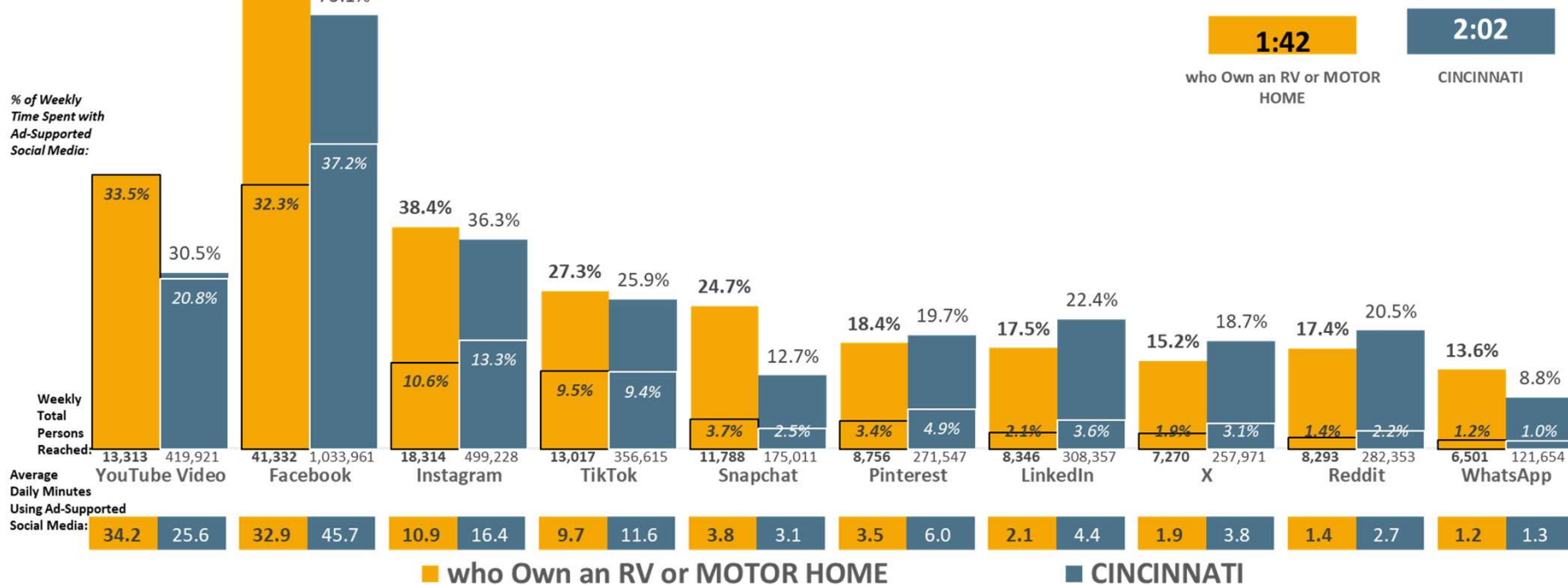


13,313 or 27.9% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported YouTube Video for an average of 34.2 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

Avg. Hours+Minutes/day with Ad-Supported
Social Media: Adults 35 or older

"Share of Ad-Supported Social Media"



1:42

who Own an RV or MOTOR
HOME

2:02

CINCINNATI

■ who Own an RV or MOTOR HOME

■ CINCINNATI

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 51
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CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

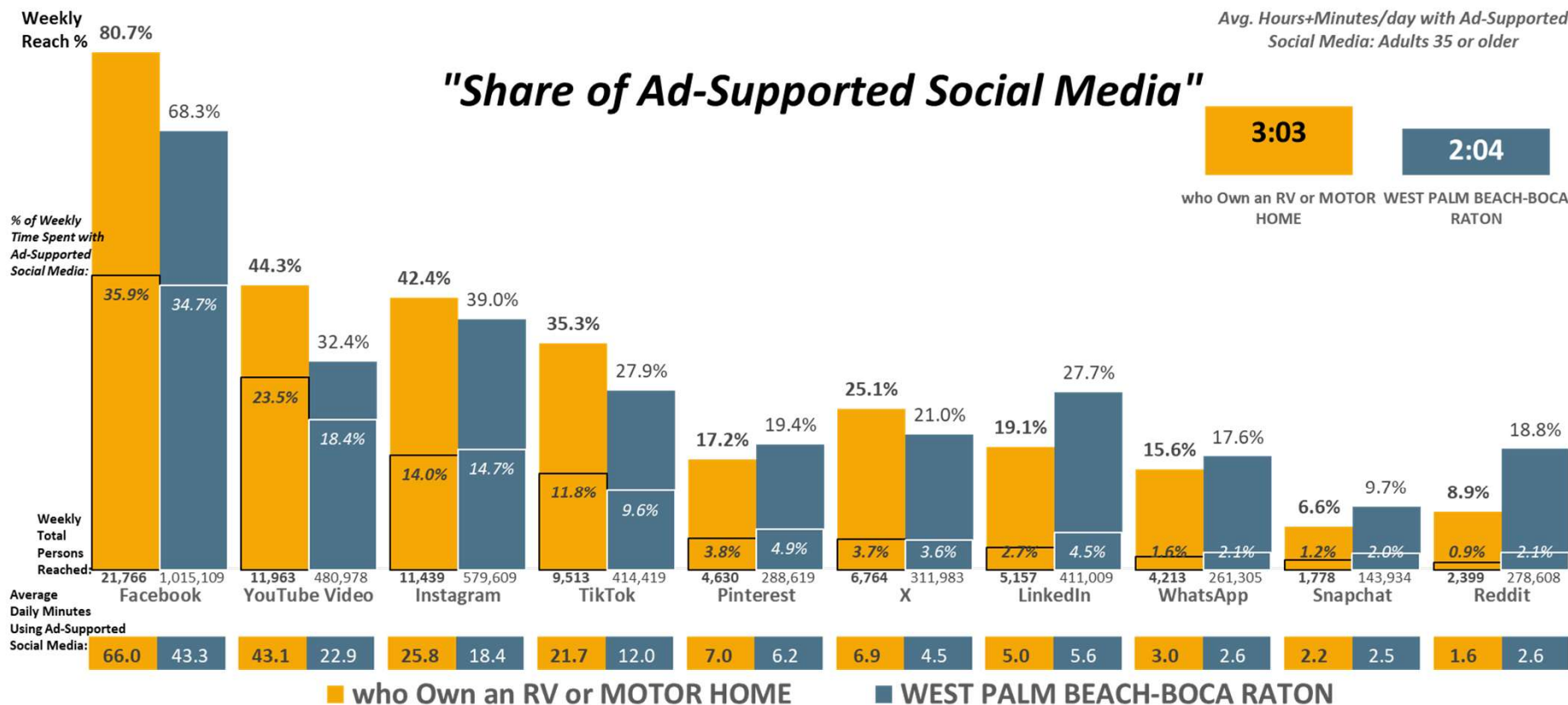
soefa.ai Share of Everything
for Anything

Items/services household currently has (HHLD): RV (motor home)



21,766 or 80.7% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Facebook for an average of 66. minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 53 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687
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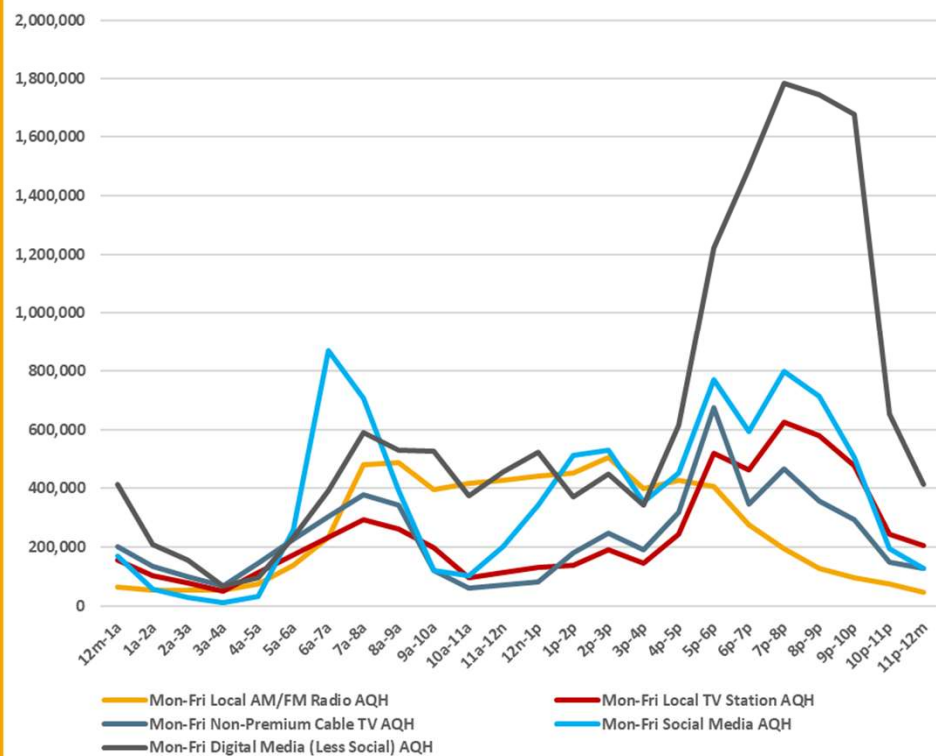
soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): RV (motor home)

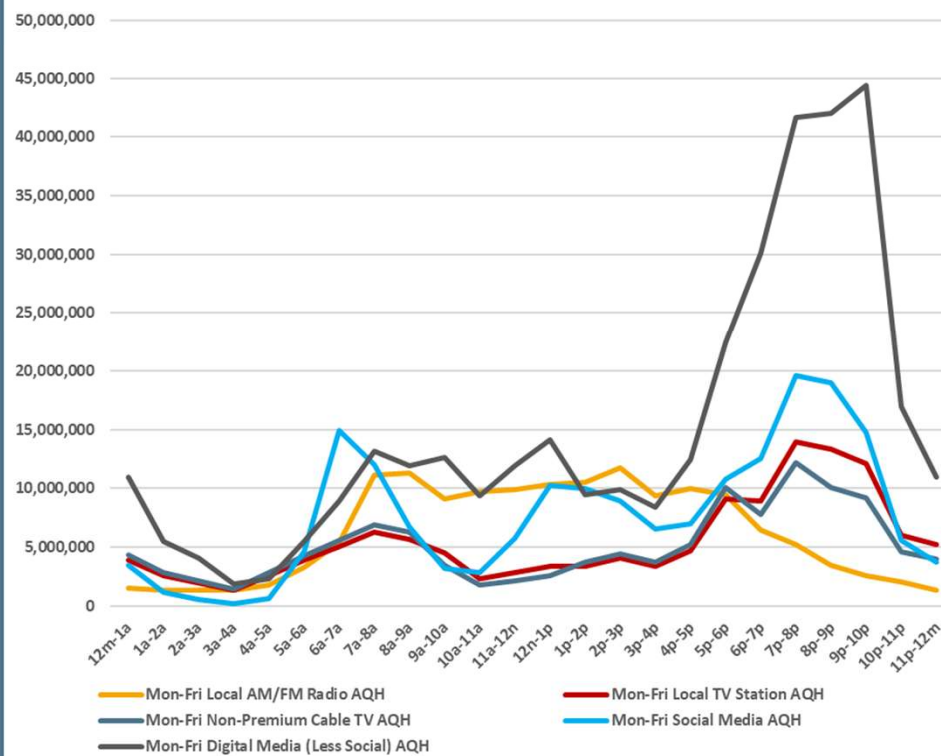


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 606,666; Social Media: 457,337; Local Radio: 411,152; Non-Prem. Cable: 254,600; Local TV: 233,218 reaching Adults 35 or older who Own an RV or MOTOR HOME.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Own an RV or MOTOR HOME



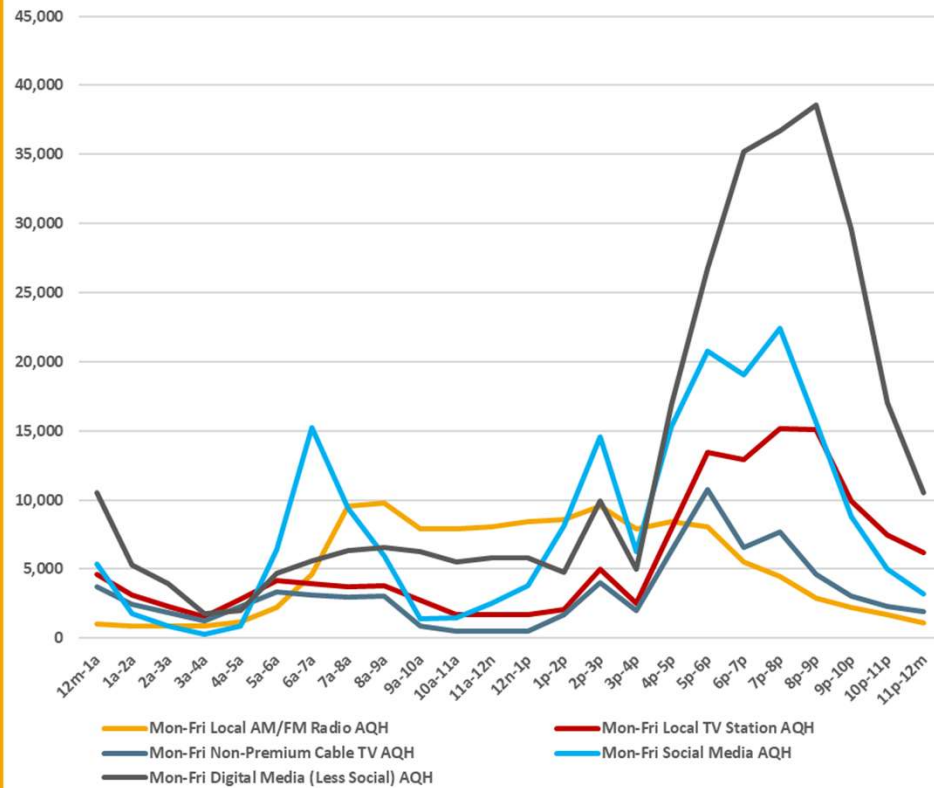
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Adults 35 or older



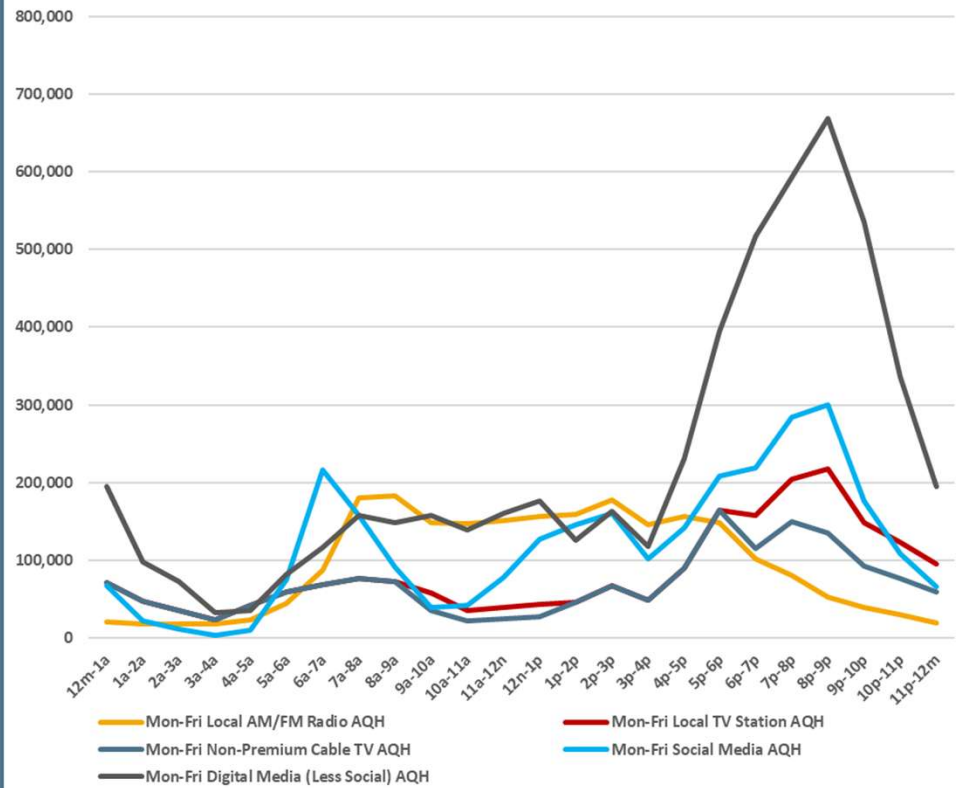


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,802;
Social Media: 9,533; Local Radio: 8,026; Local TV: 4,857; Non-Prem. Cable: 3,302 reaching
Adults 35 or older who Own an RV or MOTOR HOME.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Own an RV or MOTOR HOME



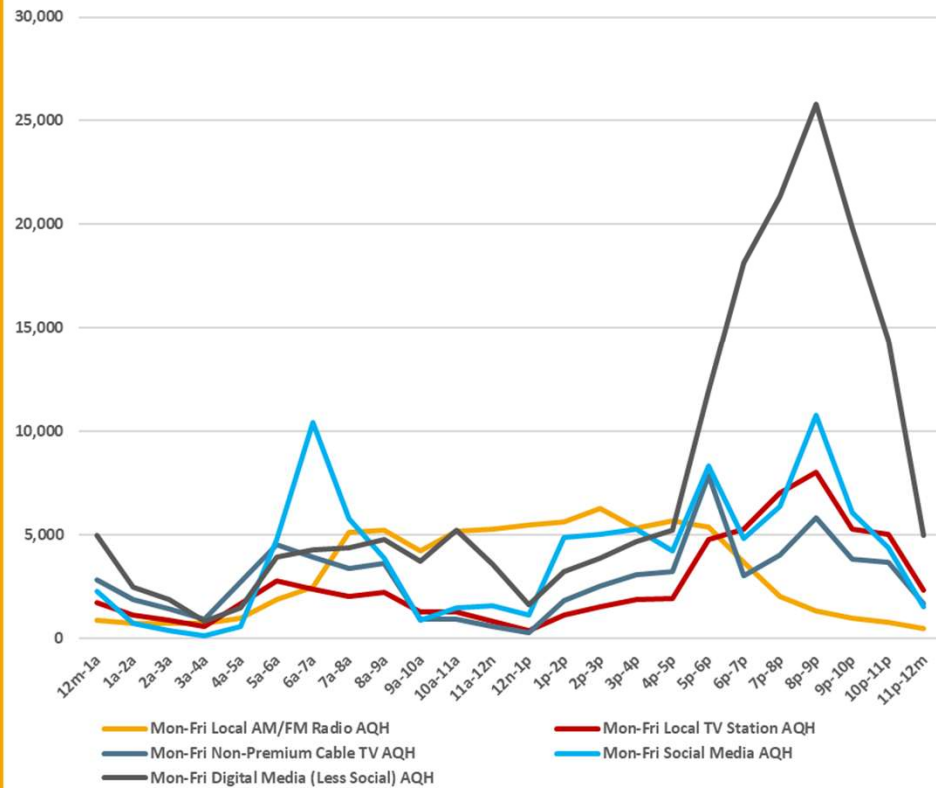
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MINNEAPOLIS-ST. PAUL Metro Area Adults 35 or older



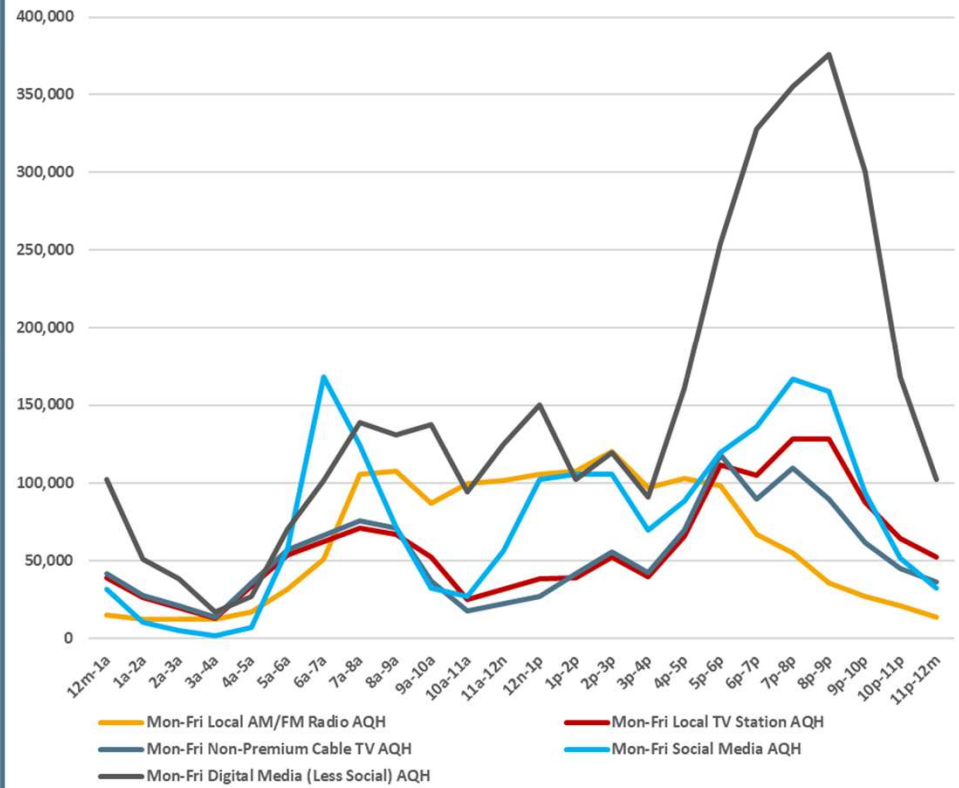


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,740; Local Radio: 4,985; Social Media: 4,430; Non-Prem. Cable: 2,708; Local TV: 2,076 reaching Adults 35 or older who Own an RV or MOTOR HOME.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Own an RV or MOTOR HOME



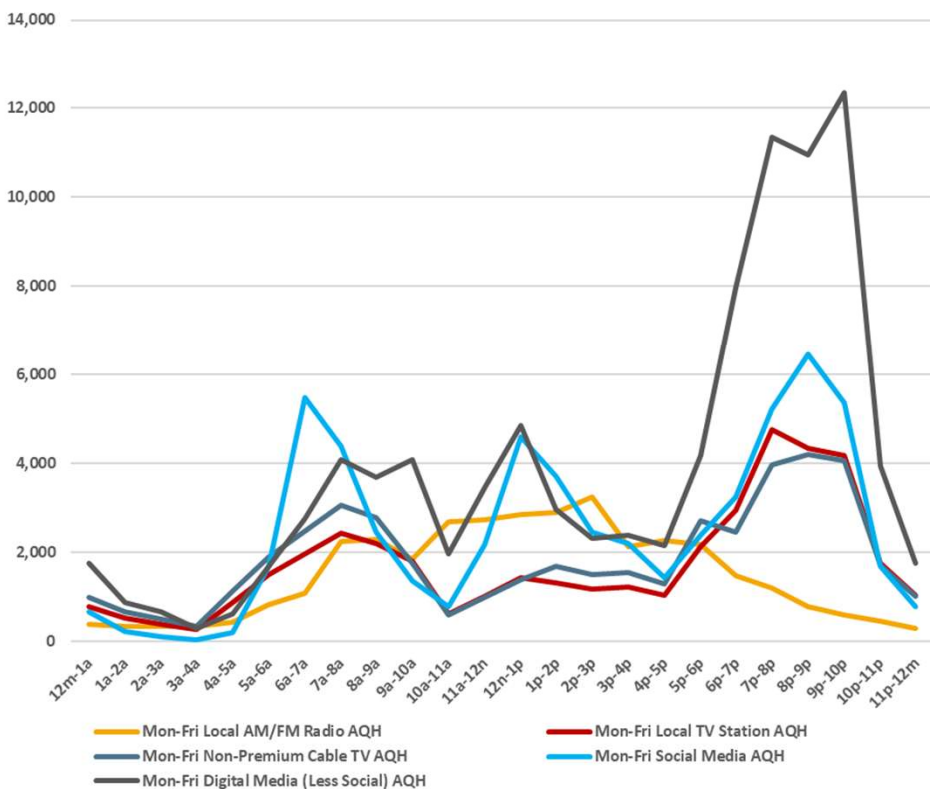
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
ST. LOUIS Metro Area Adults 35 or older



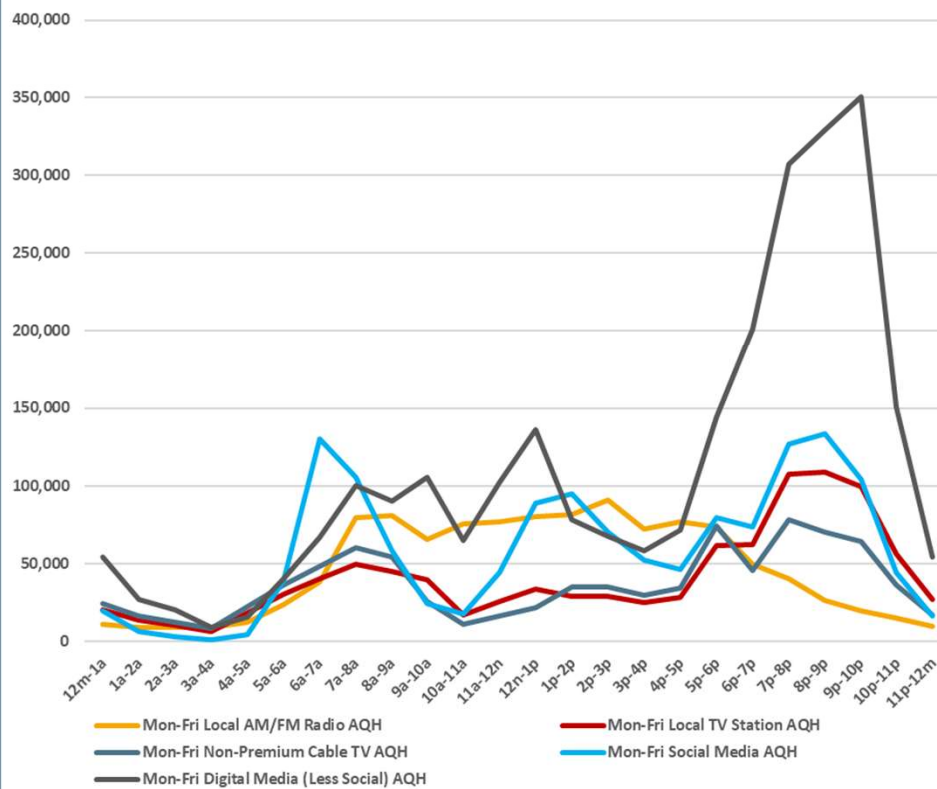


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,607;
Social Media: 2,823; Local Radio: 2,304; Non-Prem. Cable: 1,867; Local TV: 1,639 reaching
Adults 35 or older who Own an RV or MOTOR HOME.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Own an RV or MOTOR HOME



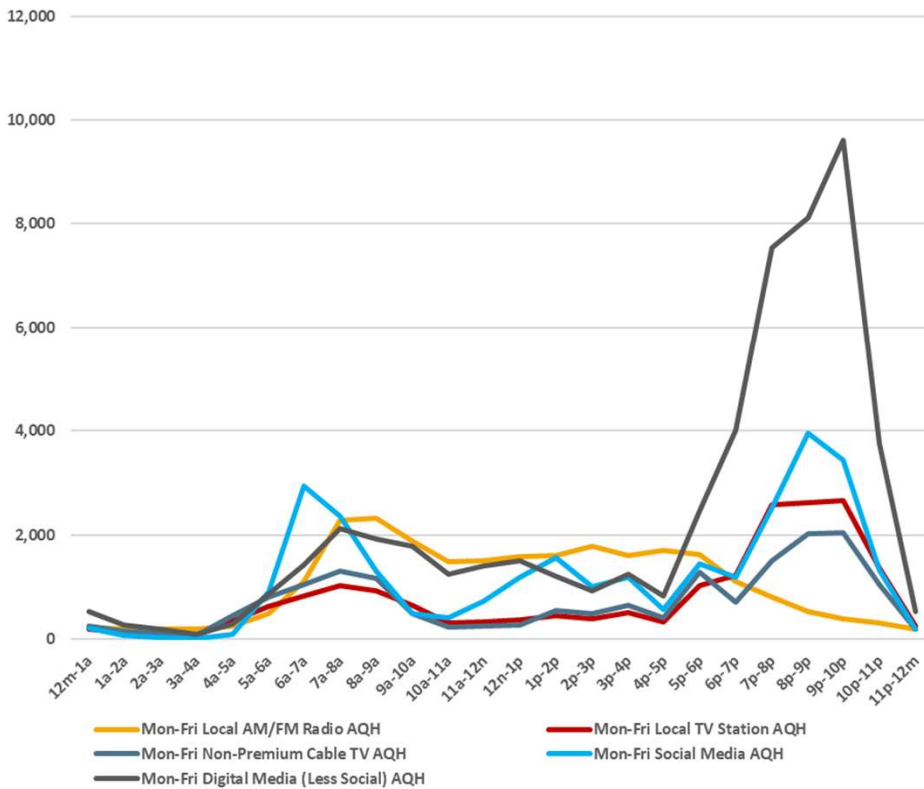
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CINCINNATI Metro Area Adults 35 or older



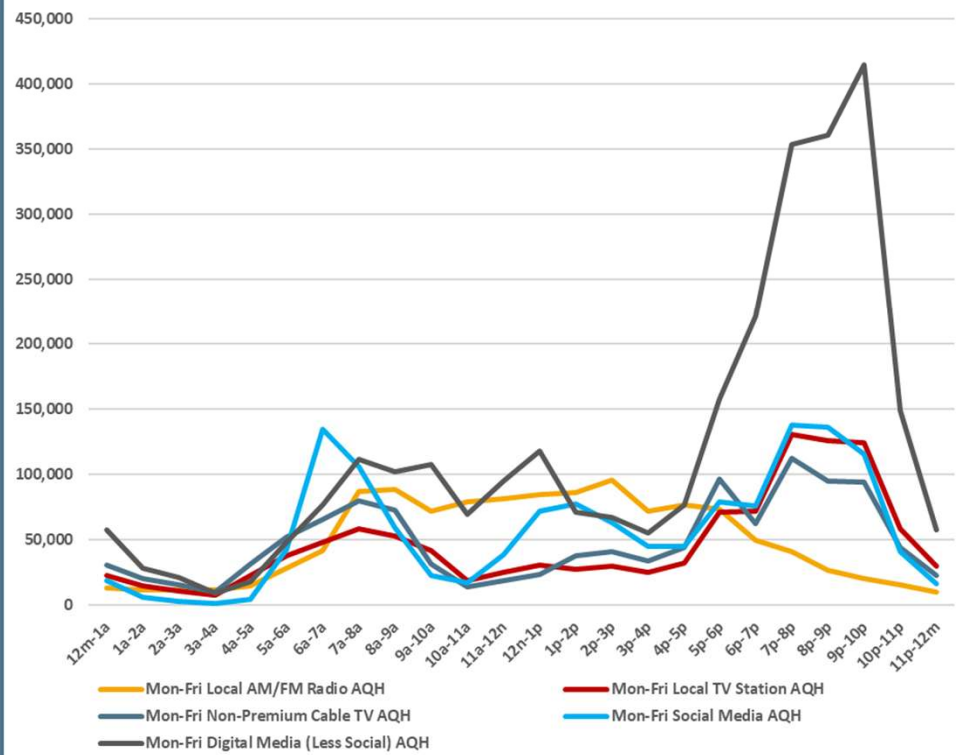


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,702; Local Radio: 1,664; Social Media: 1,263; Non-Prem. Cable: 687; Local TV: 646 reaching Adults 35 or older who Own an RV or MOTOR HOME.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Own an RV or MOTOR HOME



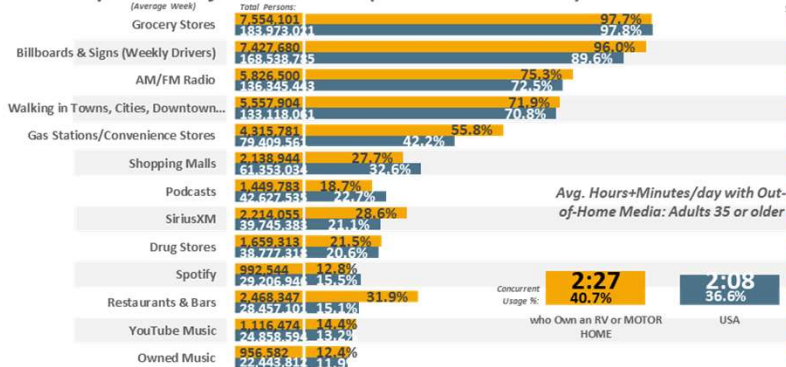
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WEST PALM BEACH-BOCA RATON Metro Area Adults 35 or older



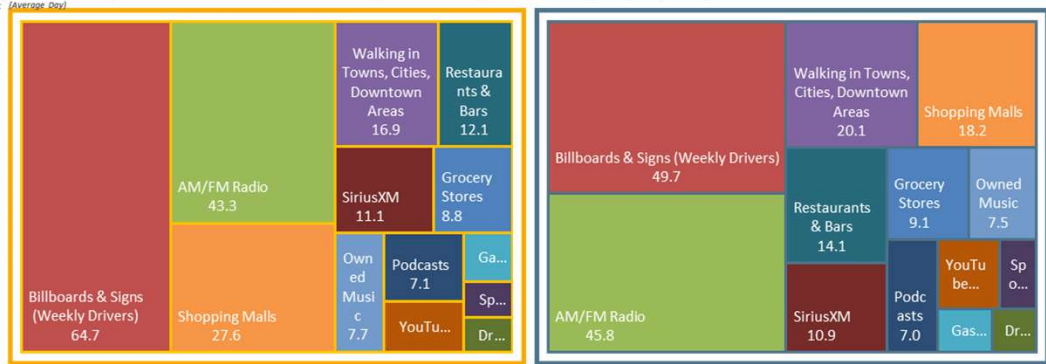


7,427,680 or 96.% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 64.7 minutes per day driving, seeing Billboards and Signs. 71.6% Listen to Local Radio Stations Out-of-Home for an average of 38.8 minutes/day.

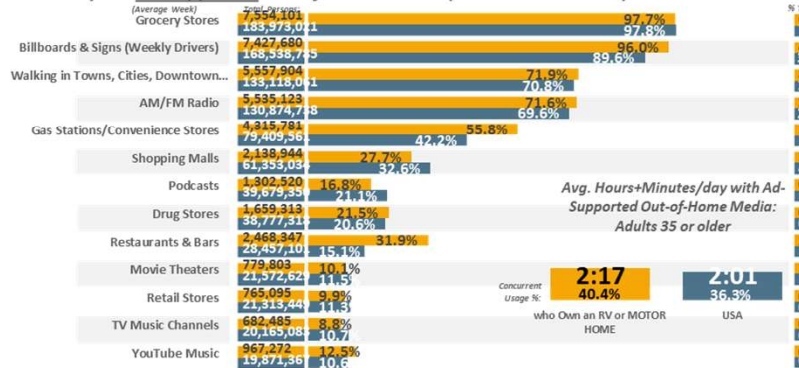
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



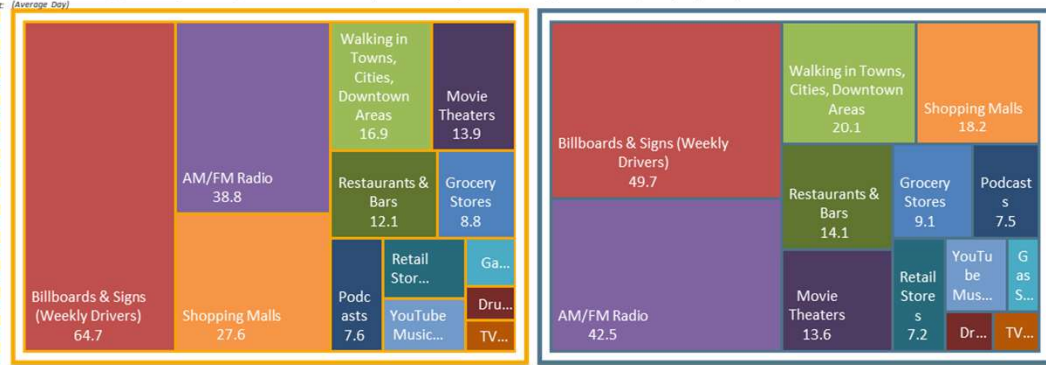
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 or older



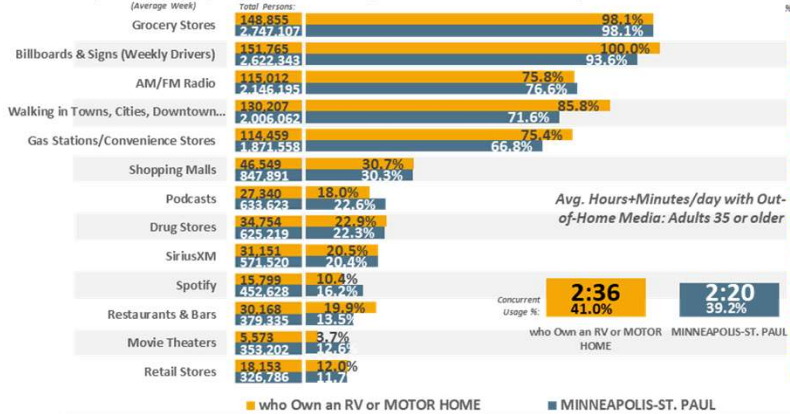
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



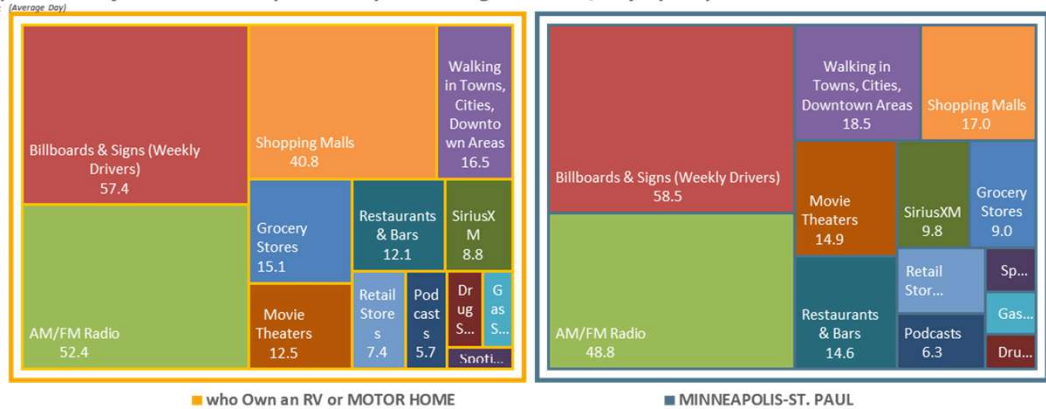


151,765 or 100.% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 57.4 minutes per day driving, seeing Billboards and Signs. 71.4% Listen to Local Radio Stations Out-of-Home for an average of 49.2 minutes/day.

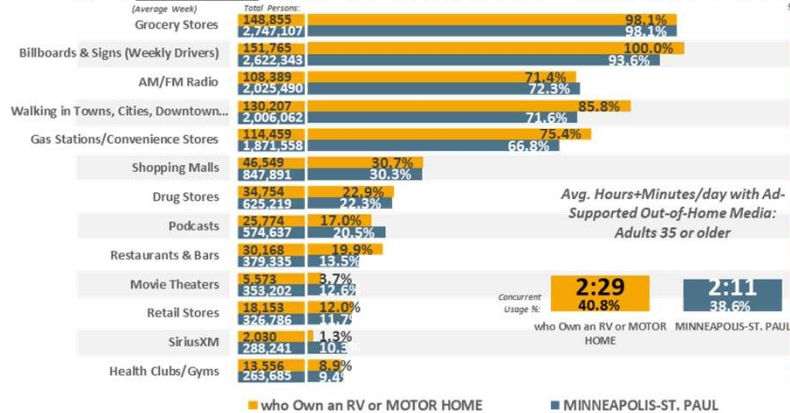
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



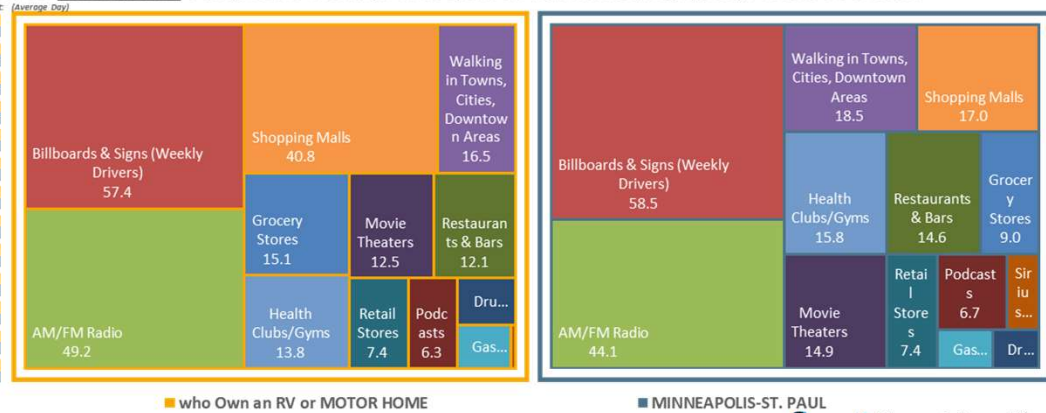
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 or older



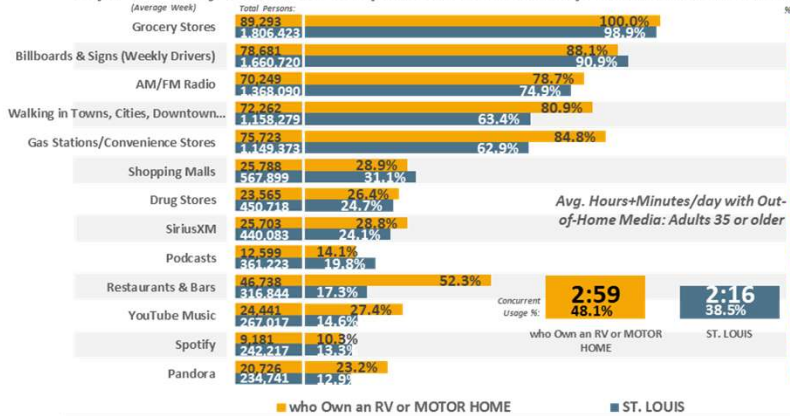
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



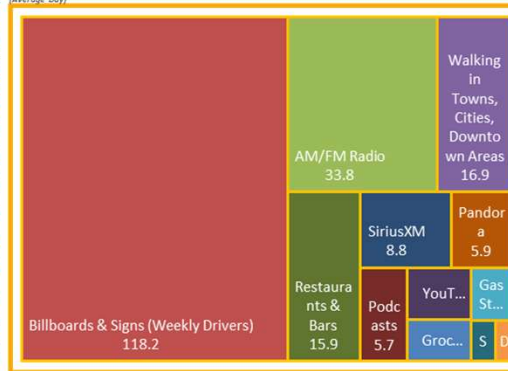


78,681 or 88.1% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 118.2 minutes per day driving, seeing Billboards and Signs. 74.8% Listen to Local Radio Stations Out-of-Home for an average of 29.5 minutes/day.

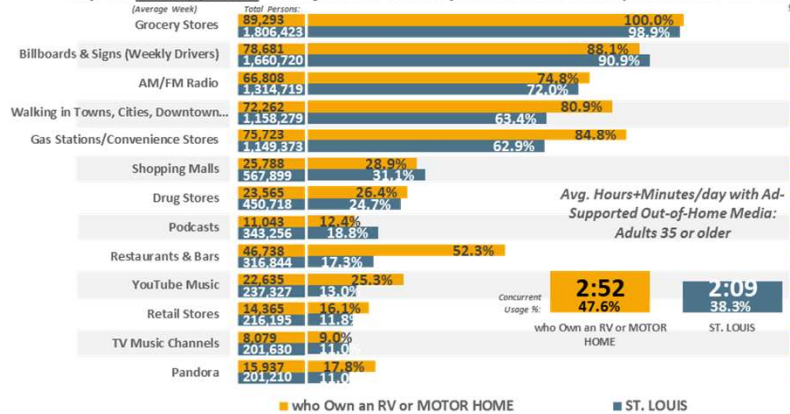
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



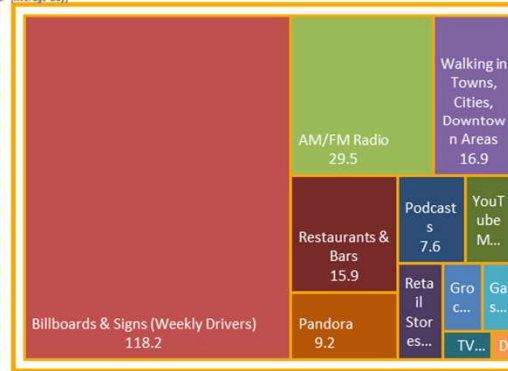
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

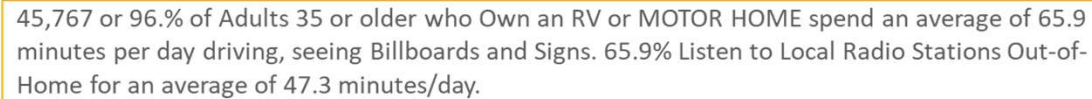


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 or older

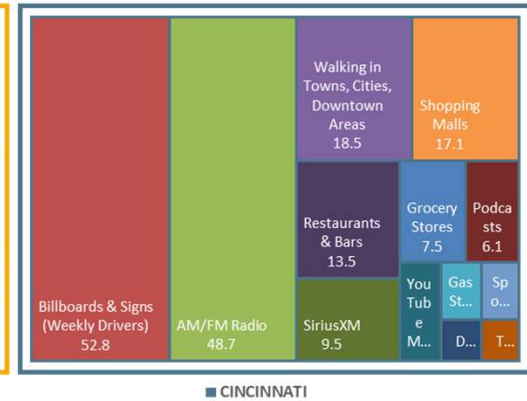
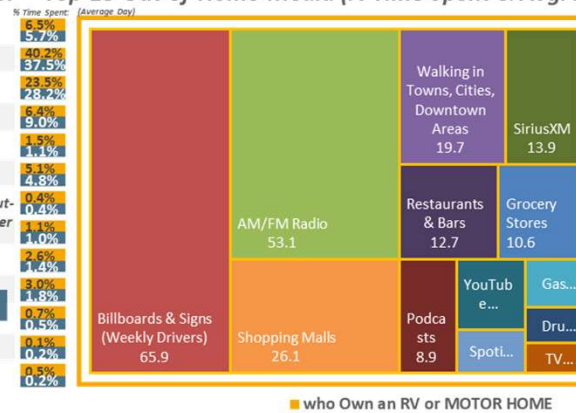


Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

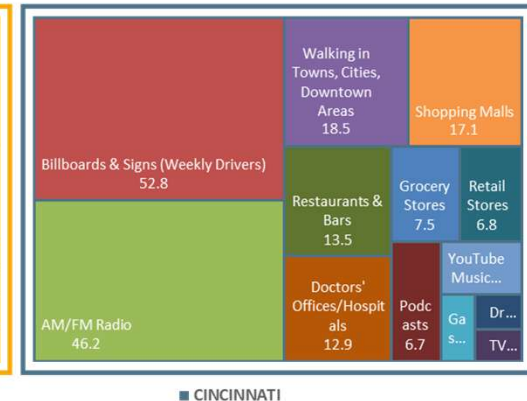
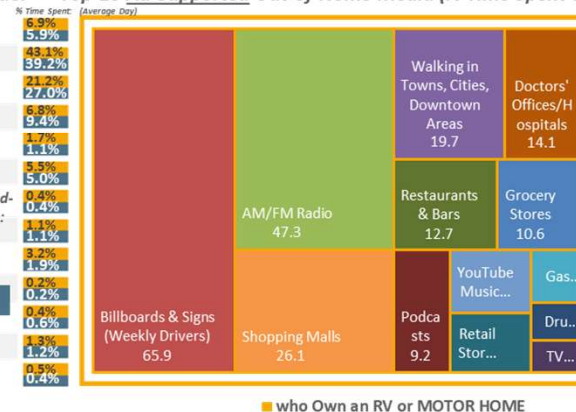




Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



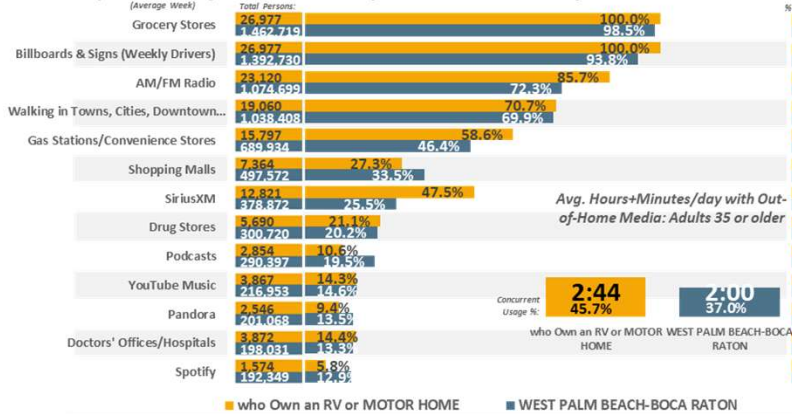
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



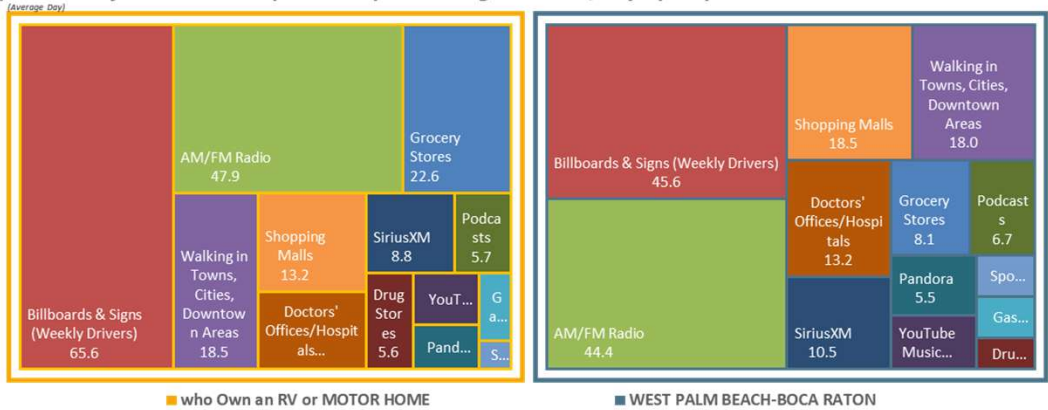


26,977 or 100.% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 65.6 minutes per day driving, seeing Billboards and Signs. 82.4% Listen to Local Radio Stations Out-of-Home for an average of 44.2 minutes/day.

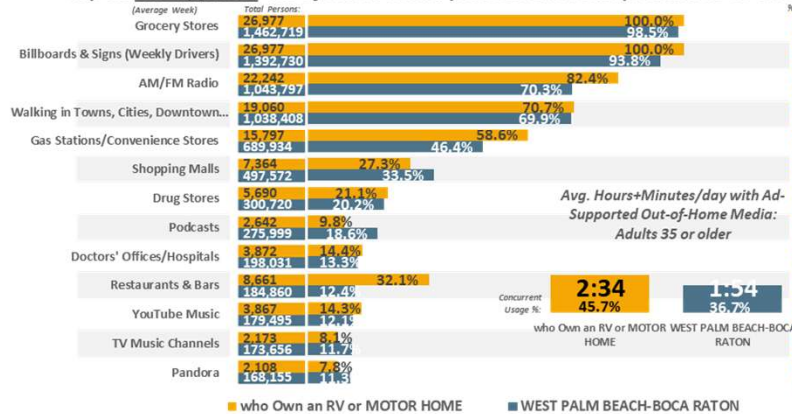
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



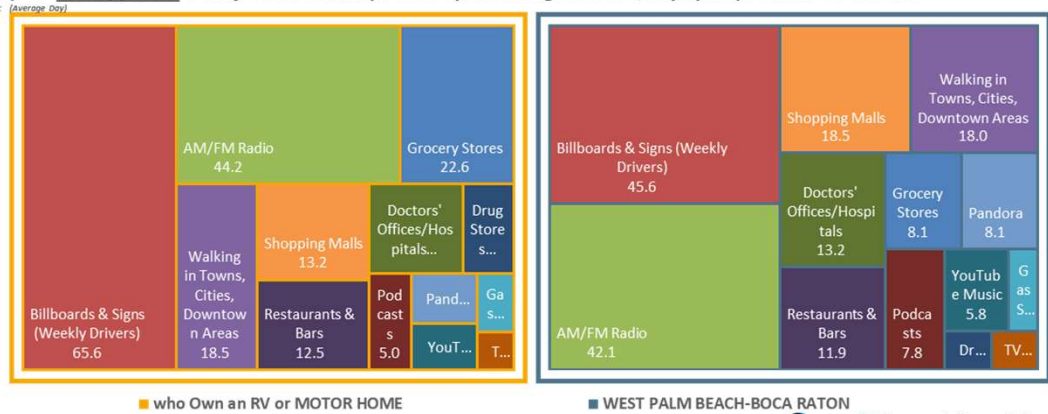
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 or older



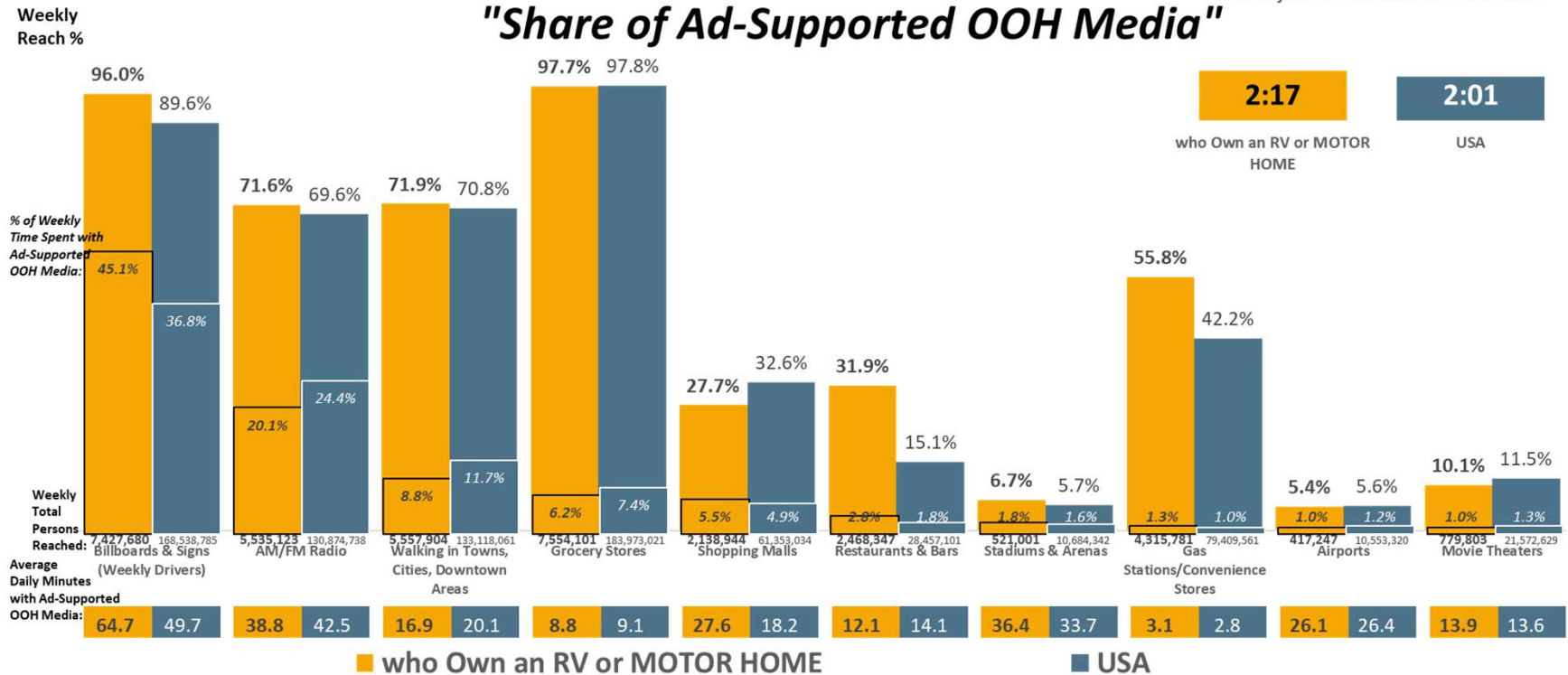
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





7,427,680 or 96.% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 64.7 minutes per day driving, seeing Billboards and Signs representing 45.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 or older



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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

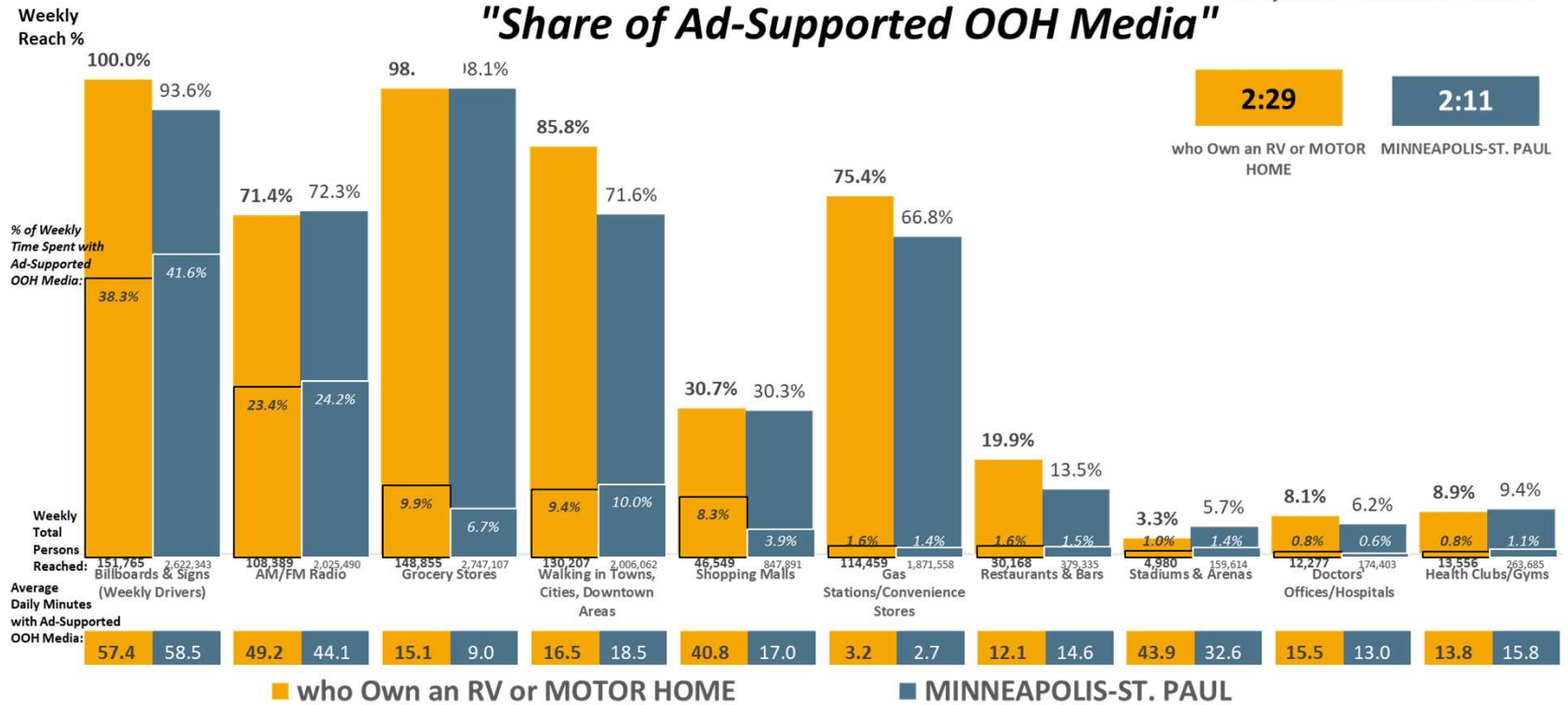
soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): RV (motor home)



151,765 or 100.% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 57.4 minutes per day driving, seeing Billboards and Signs representing 38.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 or older



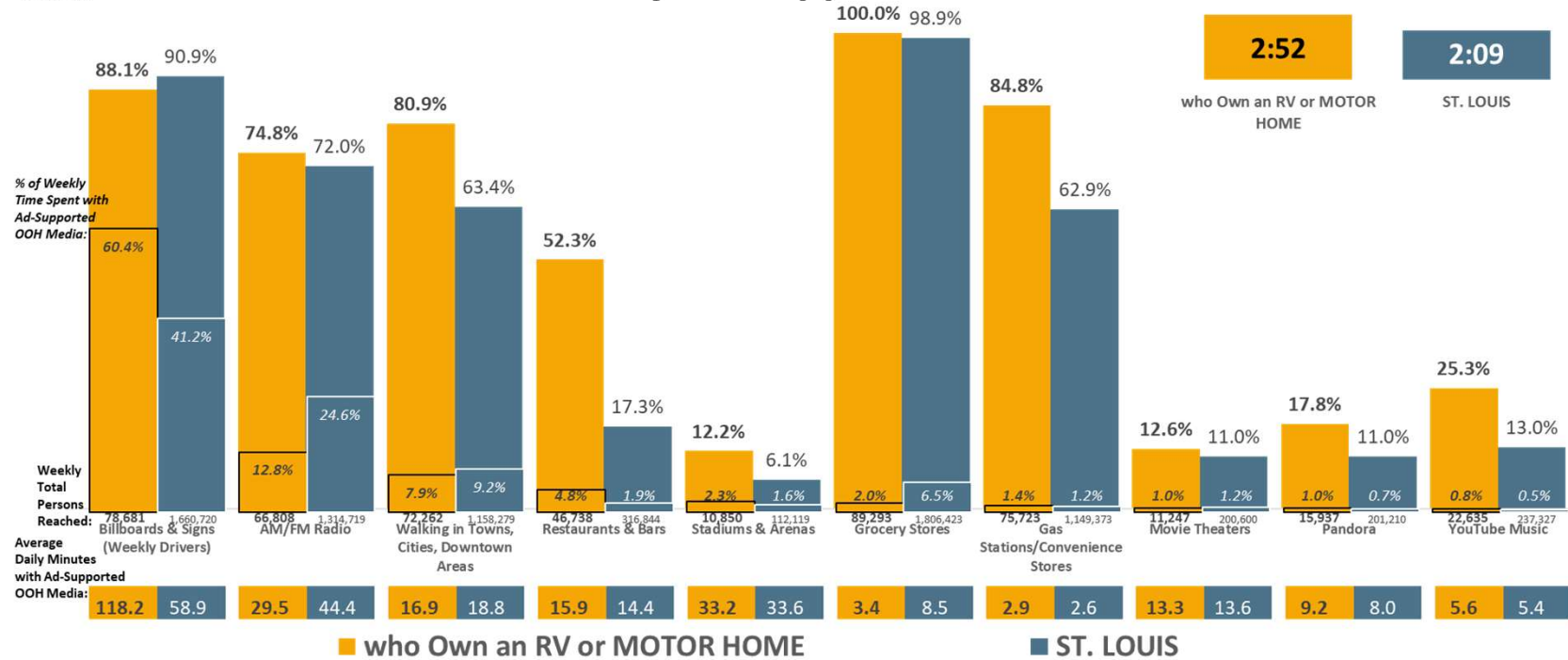


78,681 or 88.1% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 118.2 minutes per day driving, seeing Billboards and Signs representing 60.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:52

who Own an RV or MOTOR HOME

2:09

ST. LOUIS

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 65
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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Items/services household currently has (HHLD): RV (motor home)

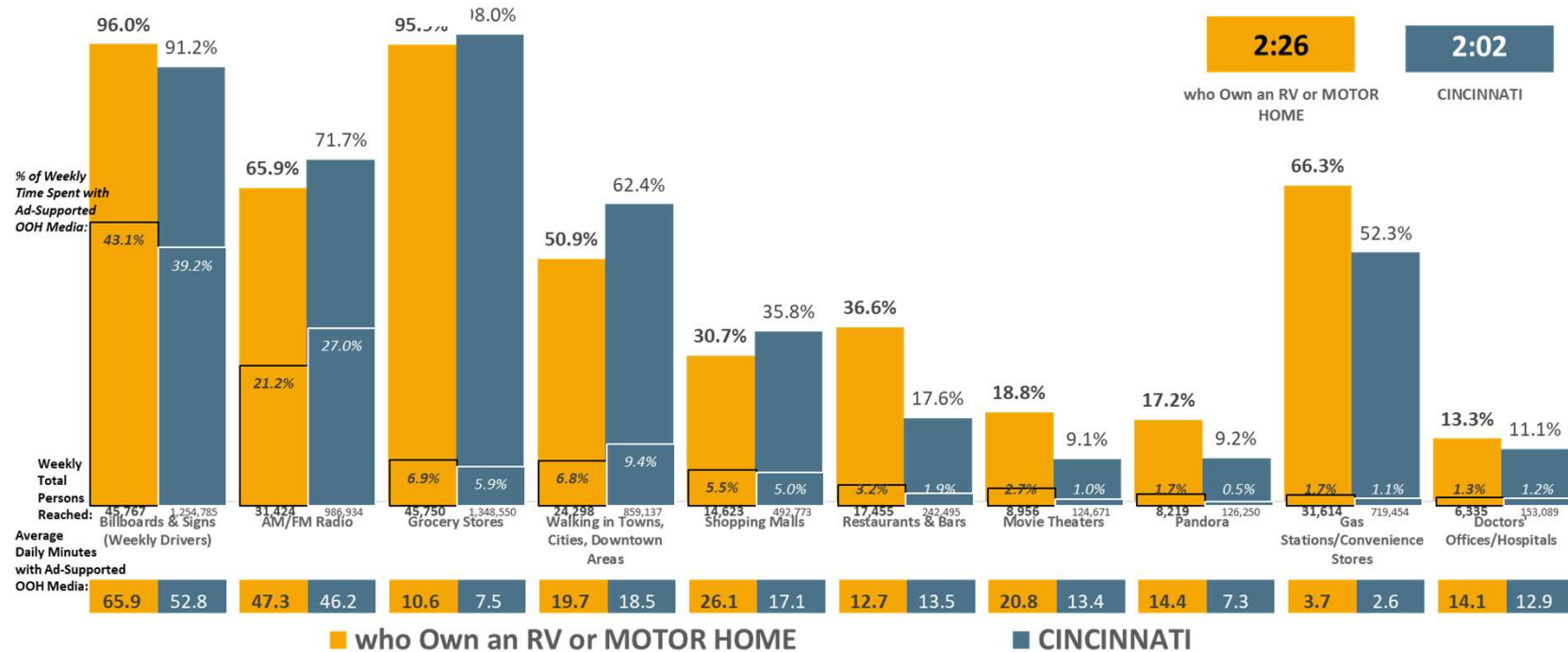


45,767 or 96.% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 65.9 minutes per day driving, seeing Billboards and Signs representing 43.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 51
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CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

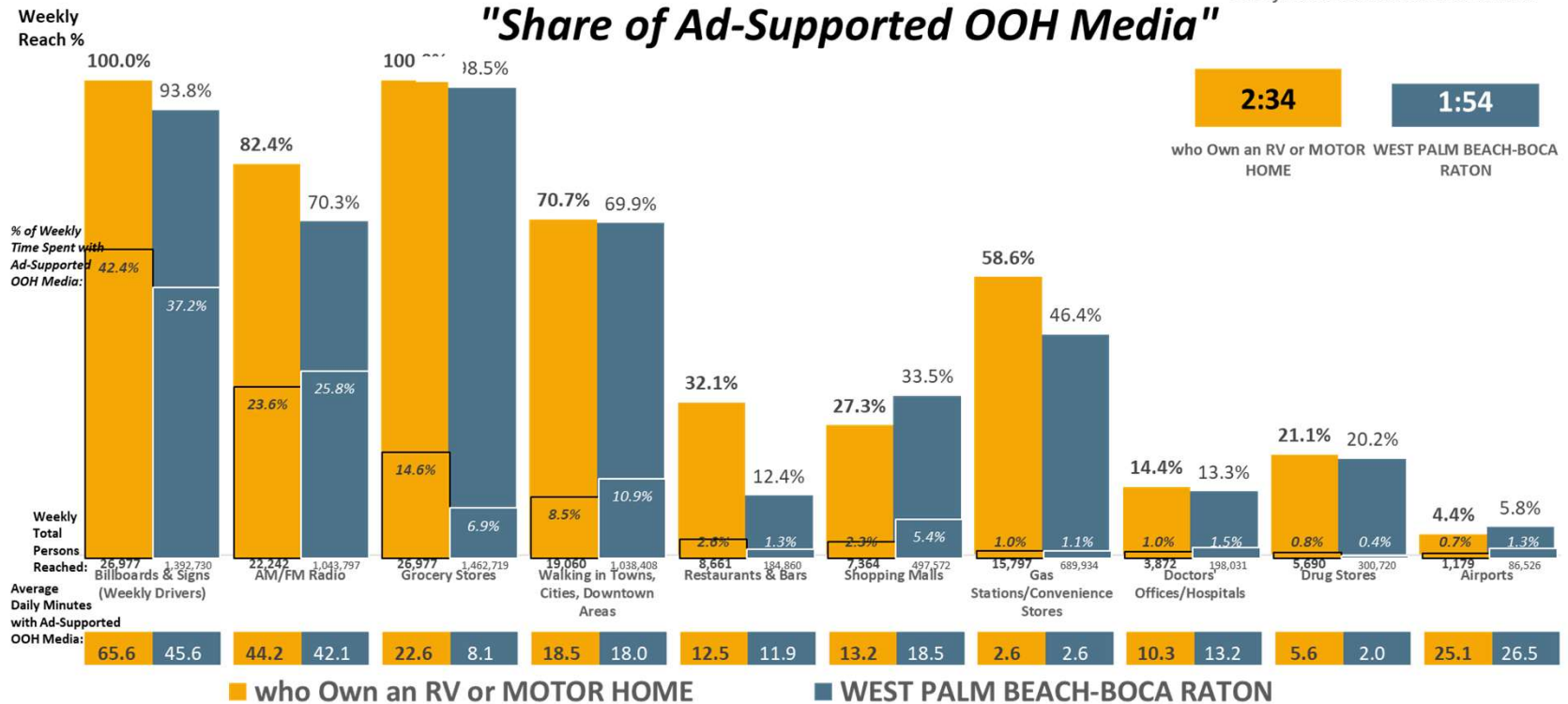
soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): RV (motor home)



26,977 or 100.% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 65.6 minutes per day driving, seeing Billboards and Signs representing 42.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 53 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687
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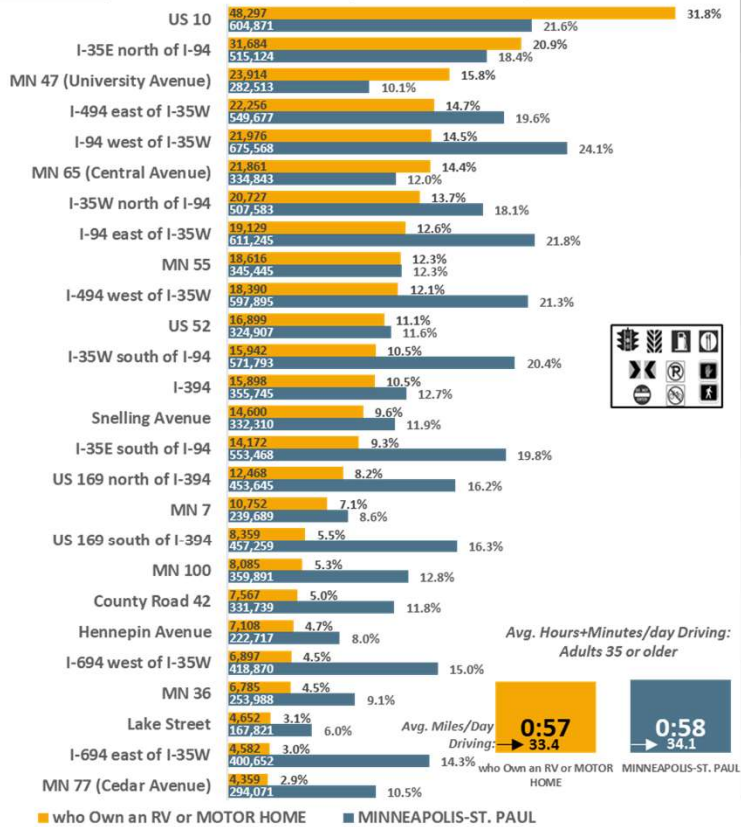
soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): RV (motor home)

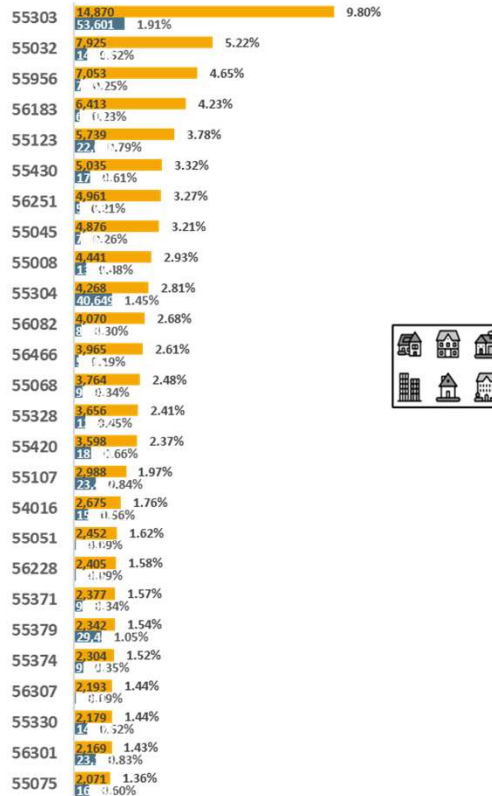


151,765 or 100.% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 57.4 minutes per day driving an average of 33.4 miles each day and are 56.2% more likely to use MN 47 (University Avenue) than the Metro average.

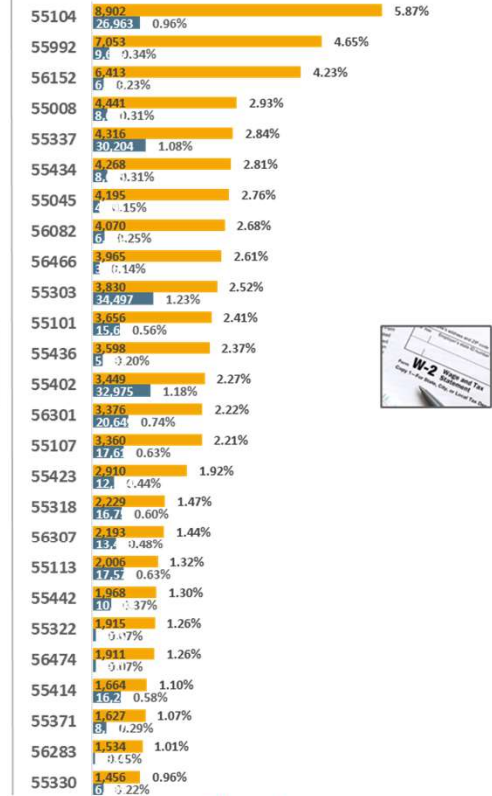
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



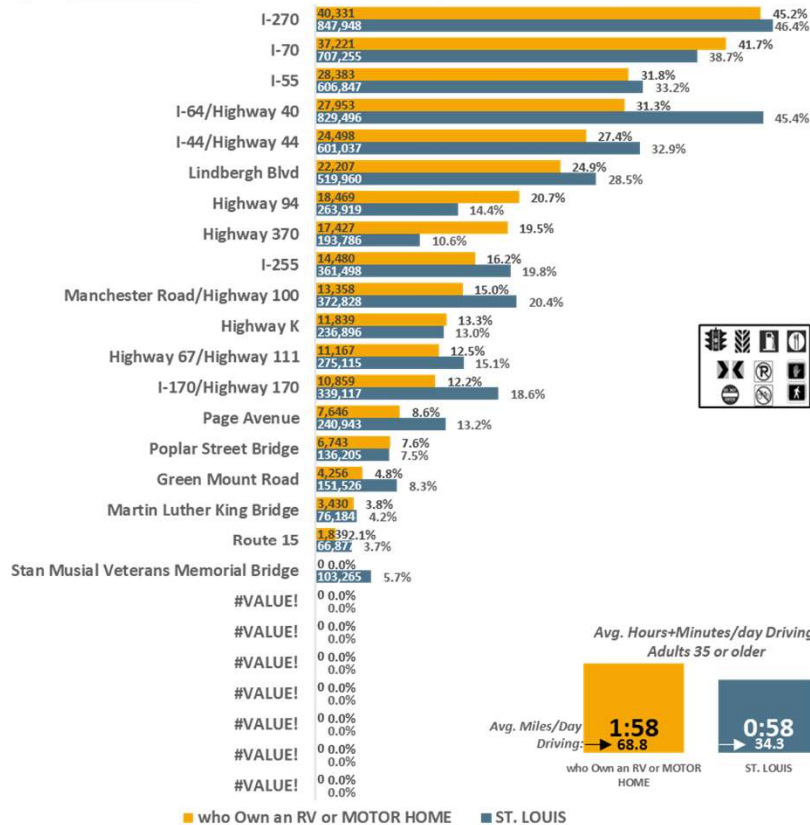
Top-26 Employment Zip Codes: Adults 35 or older



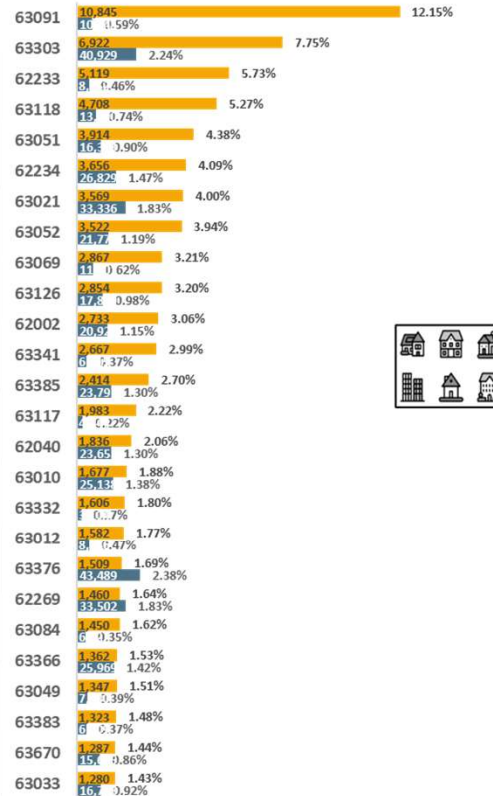


78,681 or 88.1% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 118.2 minutes per day driving an average of 68.8 miles each day and are 84.% more likely to use Highway 370 than the Metro average.

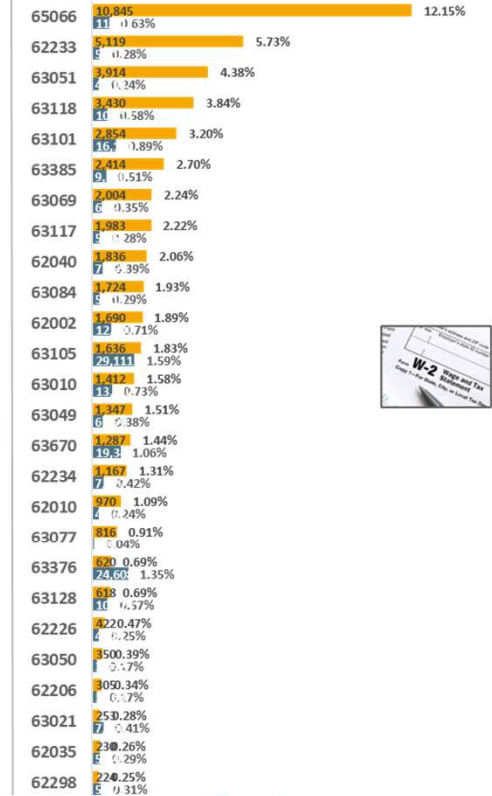
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



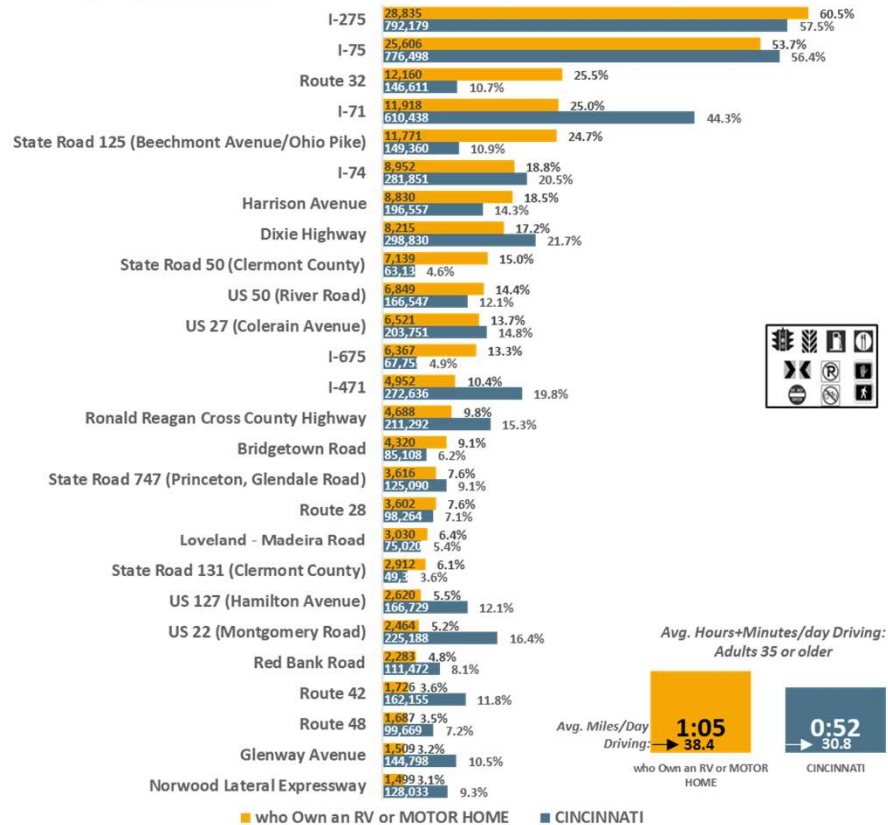
Top-26 Employment Zip Codes: Adults 35 or older



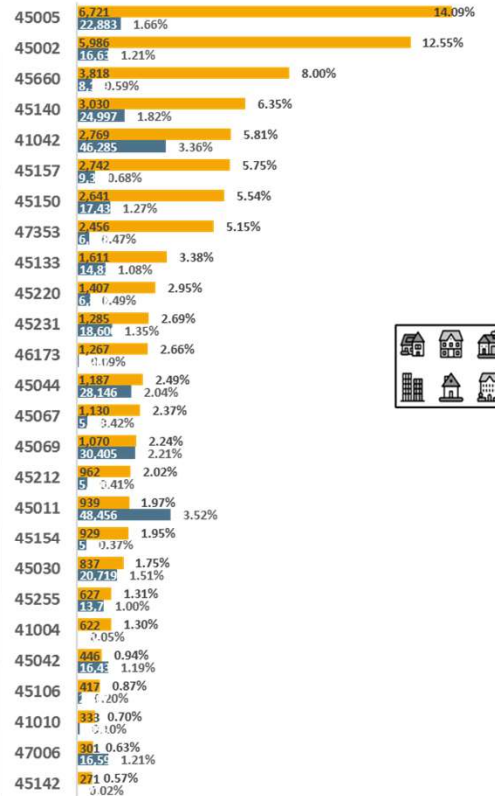


45,767 or 96.% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 65.9 minutes per day driving an average of 38.4 miles each day and are 226.3% more likely to use State Road 50 (Clermont County) than the Metro average.

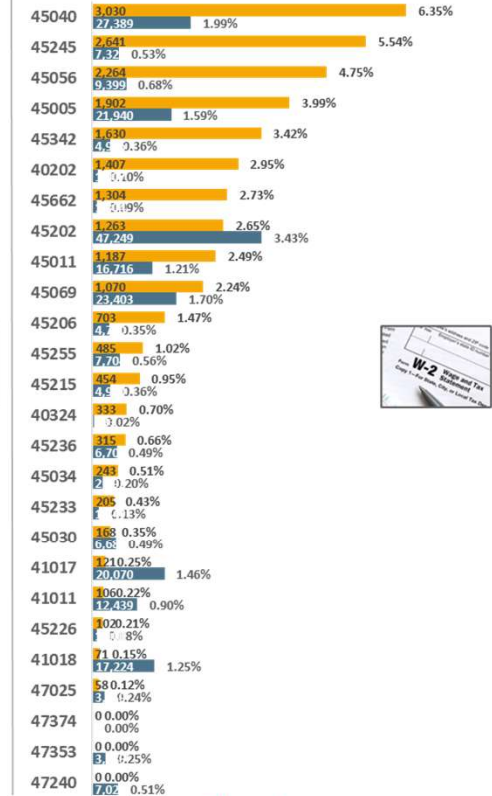
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



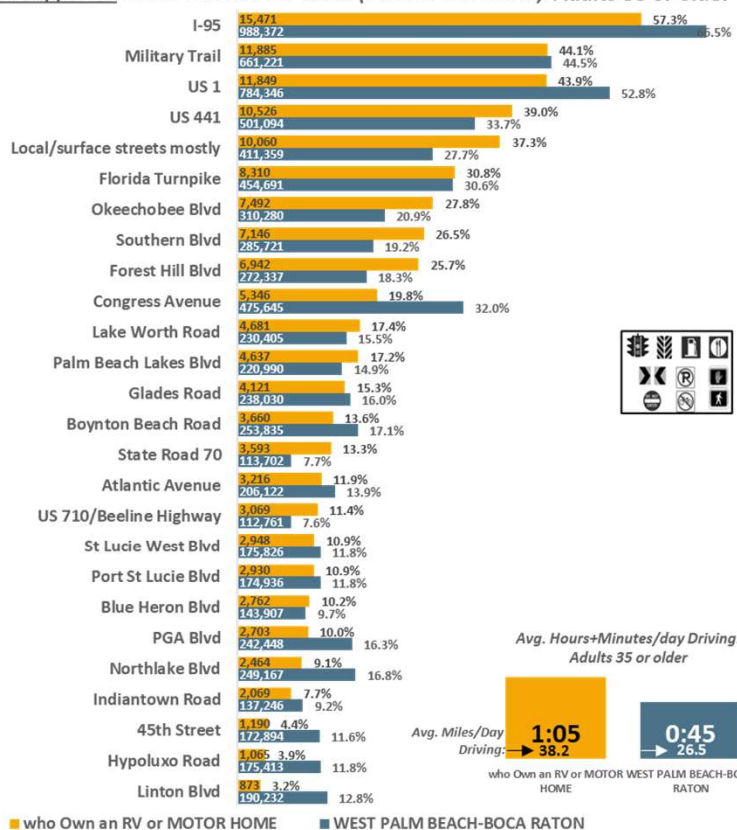
Top-26 Employment Zip Codes: Adults 35 or older



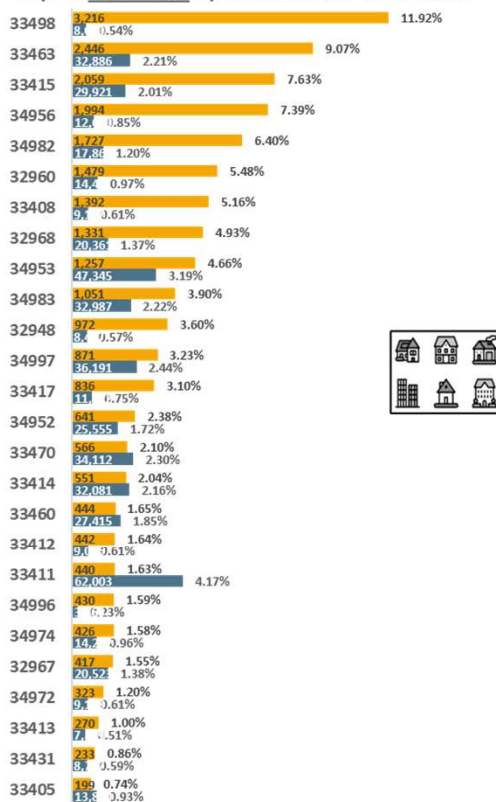


26,977 or 100.% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 65.6 minutes per day driving an average of 38.2 miles each day and are 74.% more likely to use State Road 70 than the Metro average.

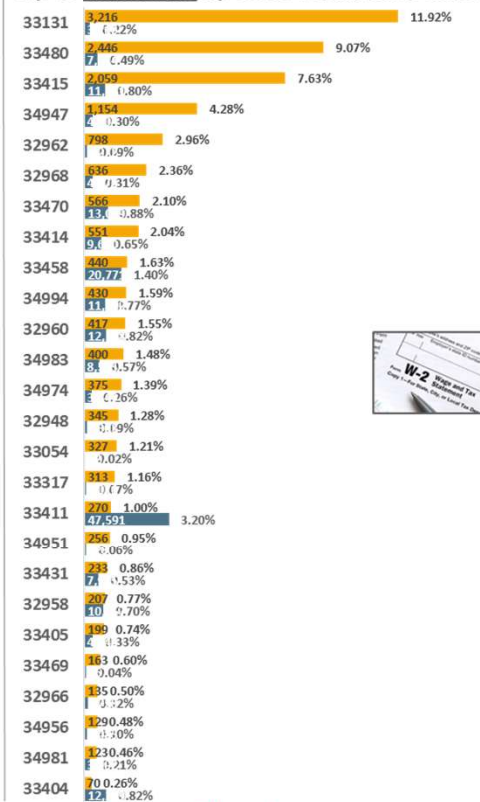
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older



Top Residential Zip Codes: (Adults 35 or older who Own an RV or MOTOR HOME)

SUM(Adults 35 or older ...



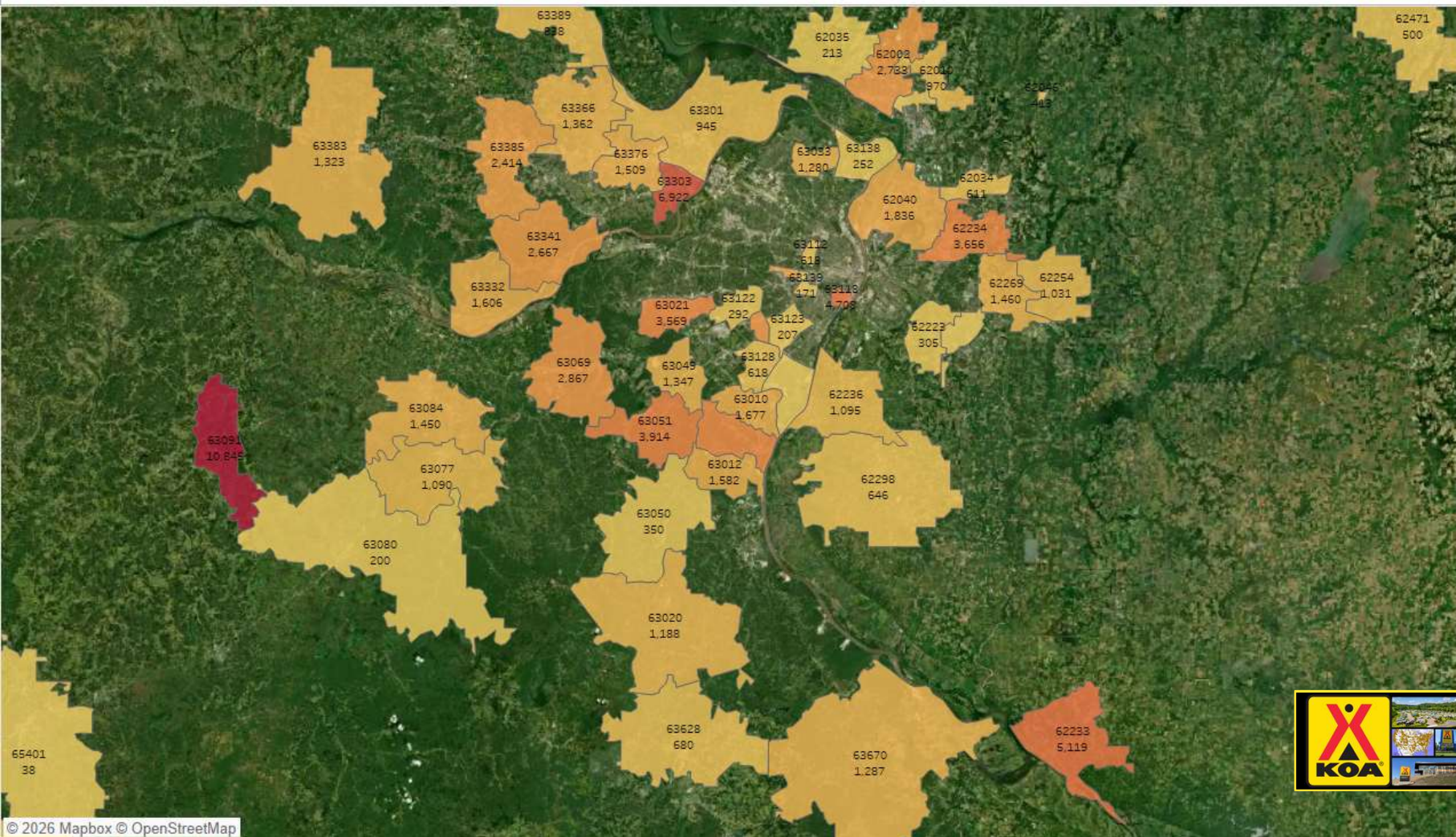
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MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 81
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Items/services household currently has (HHLD): RV (motor home)

Top Residential Zip Codes: (Adults 35 or older who Own an RV or MOTOR HOME)



SUM(Adults 35 or older ...



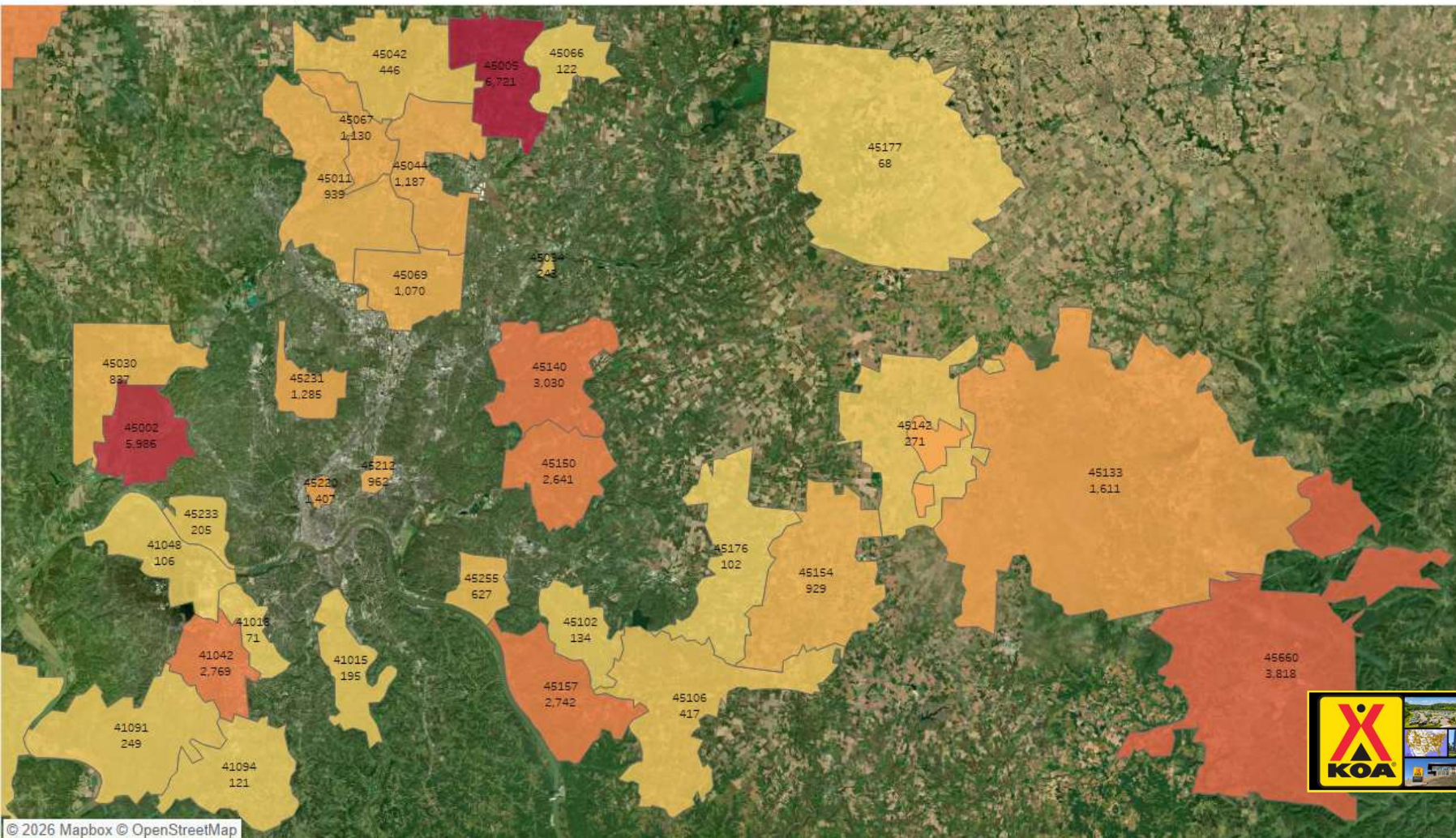
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 65
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Items/services household currently has (HHLD): RV (motor home)

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Top Residential Zip Codes: (Adults 35 or older who Own an RV or MOTOR HOME)



SUM(Adults 35 or older ...
58 6,721



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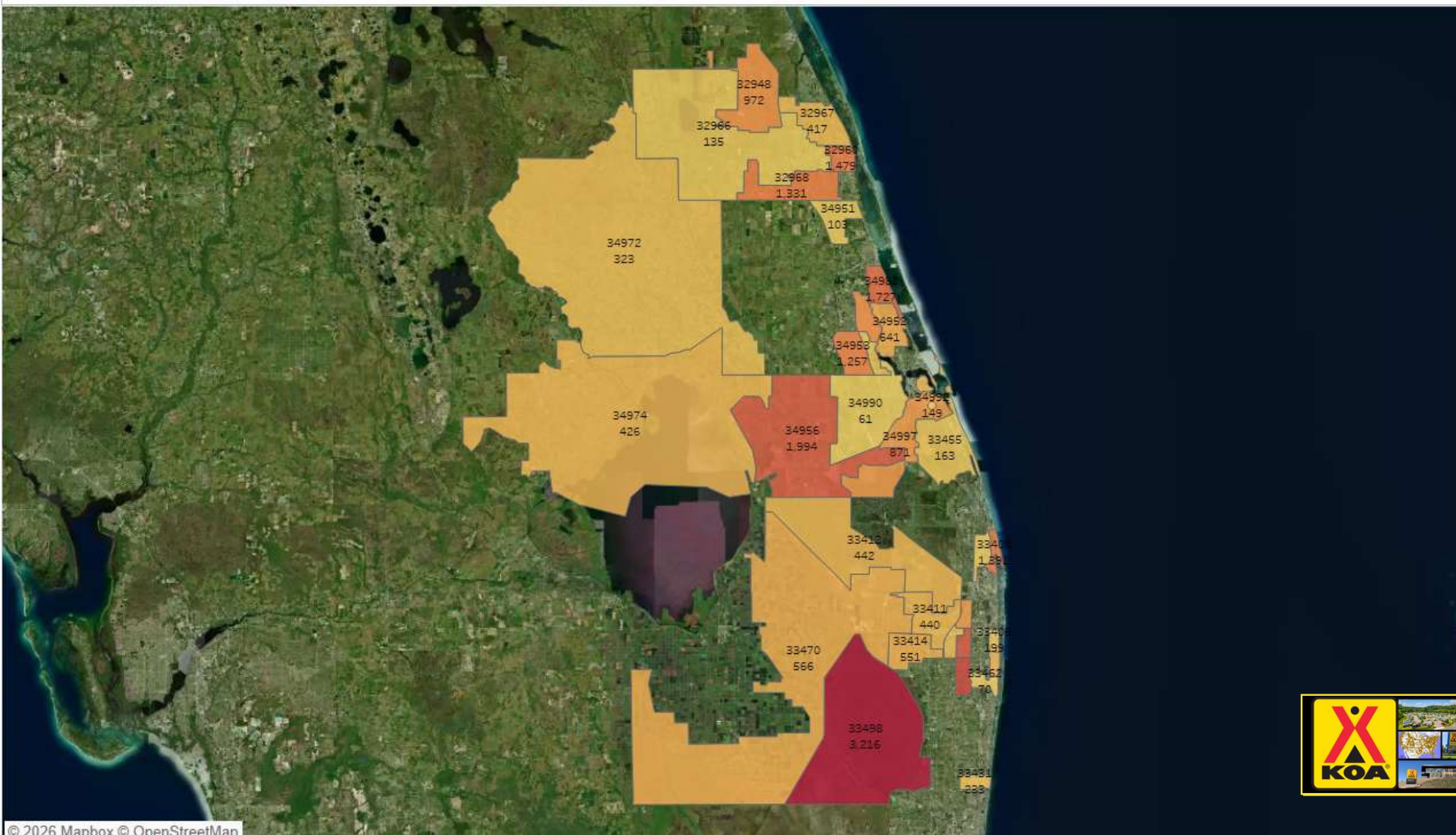
CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 51
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Items/services household currently has (HHLD): RV (motor home)

Top Residential Zip Codes: (Adults 35 or older who Own an RV or MOTOR HOME)

SUM(Adults 35 or older ...



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WEST PALM BEACH-BOCA RATON

DMA

Scarborough R2 2025: Aug24-Jun25

Qual Intab

53

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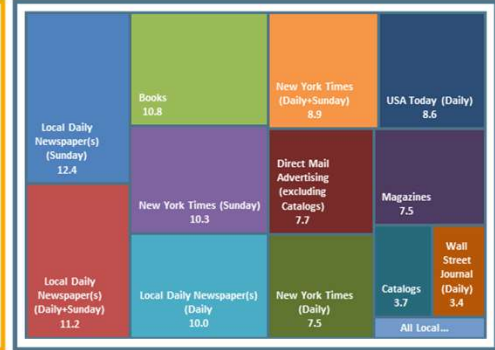
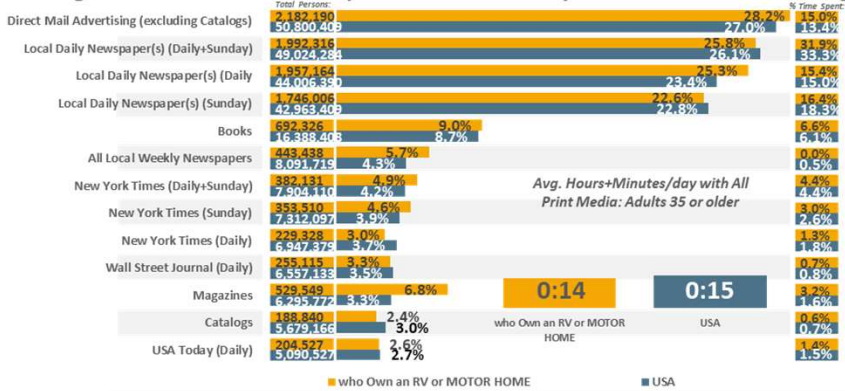
Items/services household currently has (HHLD): RV (motor home)

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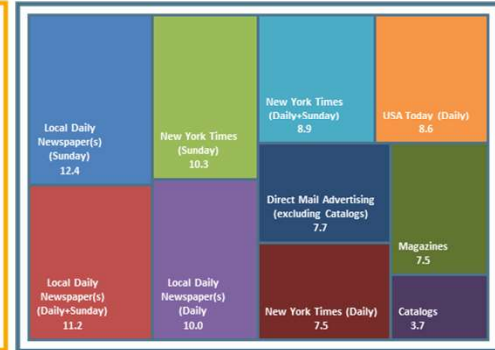
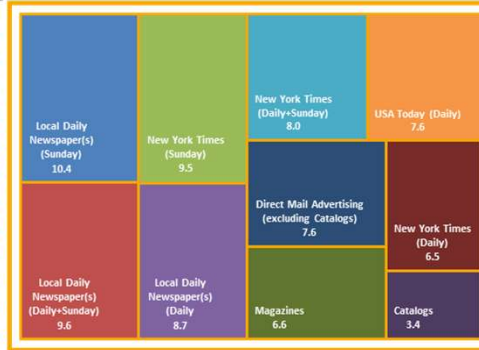
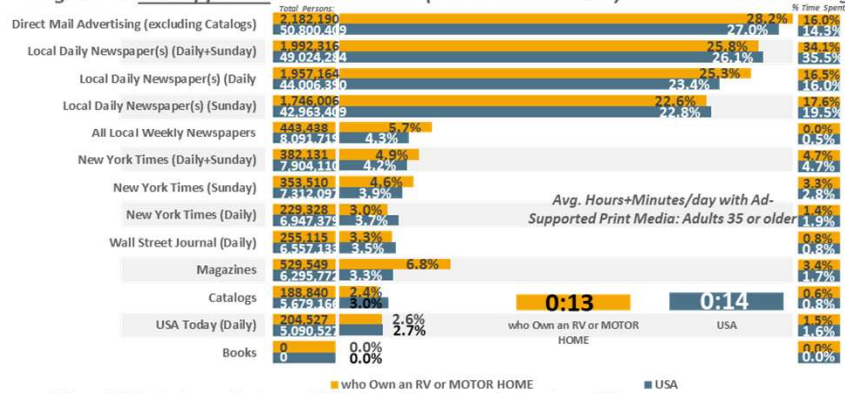


1,992,316 or 25.8% of Adults 35 or older who Own an RV or MOTOR HOME read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 34.1% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



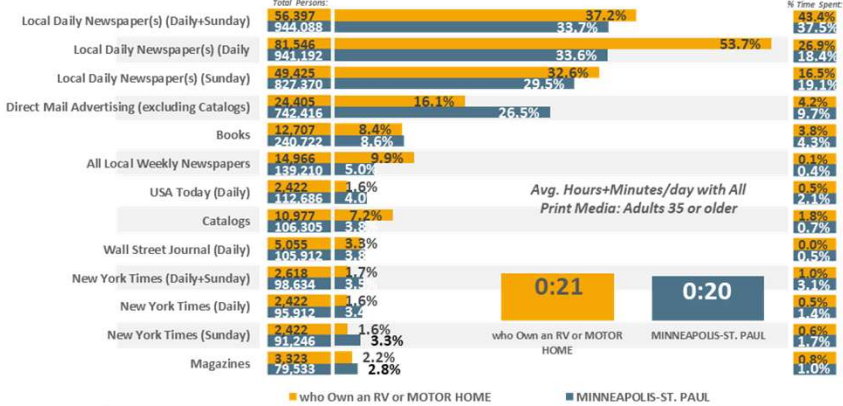
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



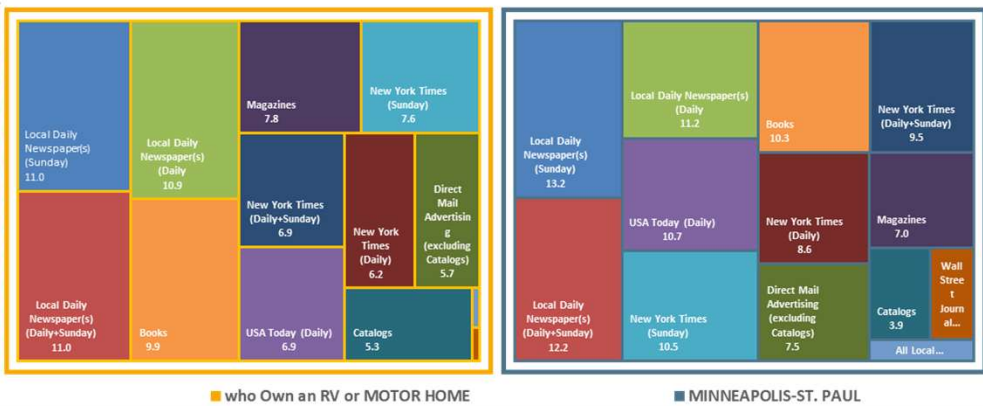


56,397 or 37.2% of Adults 35 or older who Own an RV or MOTOR HOME read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11. minutes every day representing 45.1% of all time spent daily with All forms of Print Media.

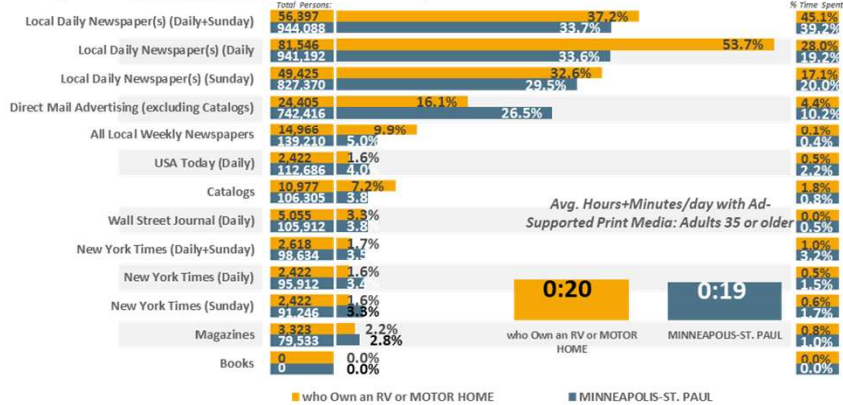
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



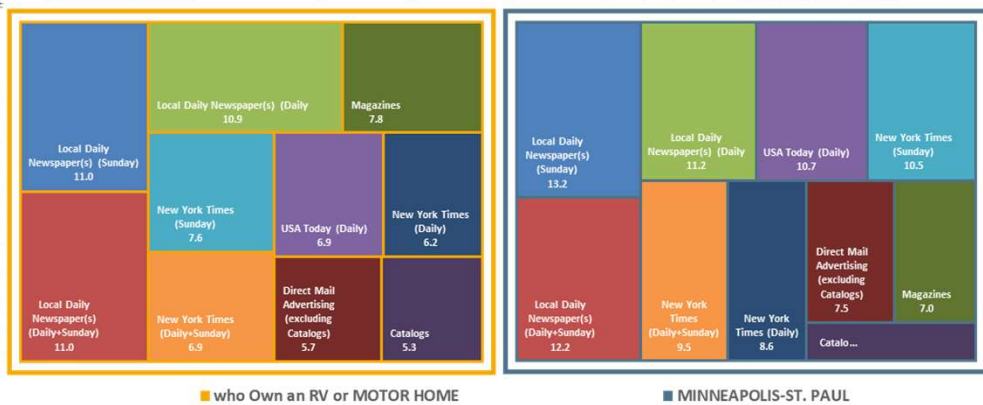
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older



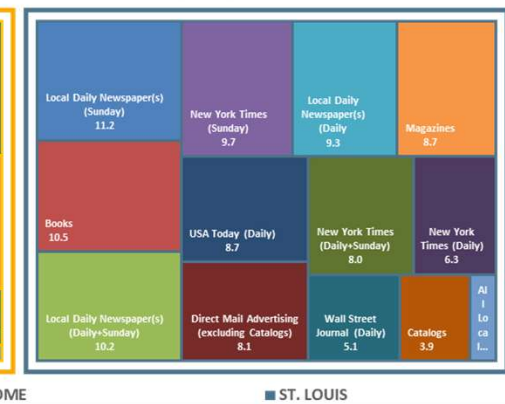
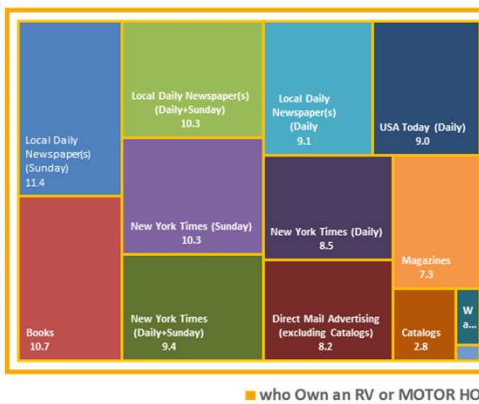
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



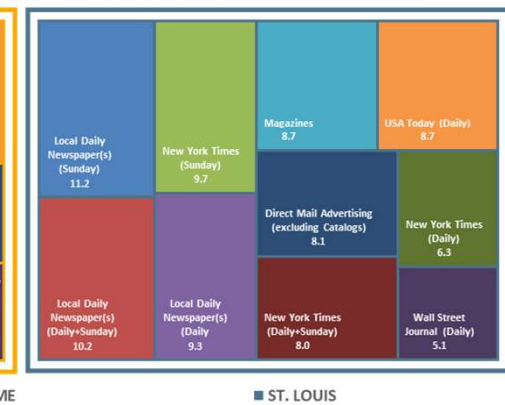
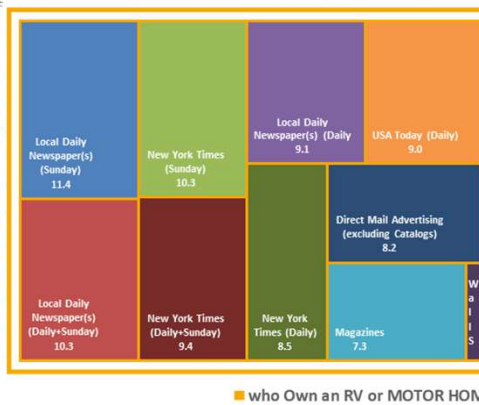
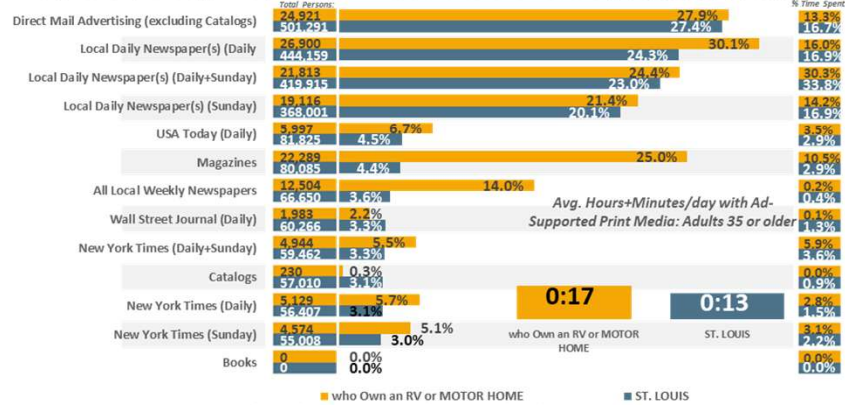


21,813 or 24.4% of Adults 35 or older who Own an RV or MOTOR HOME read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 30.3% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



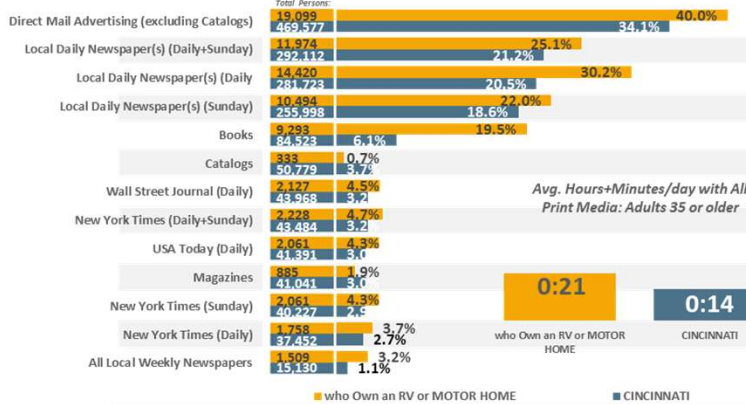
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



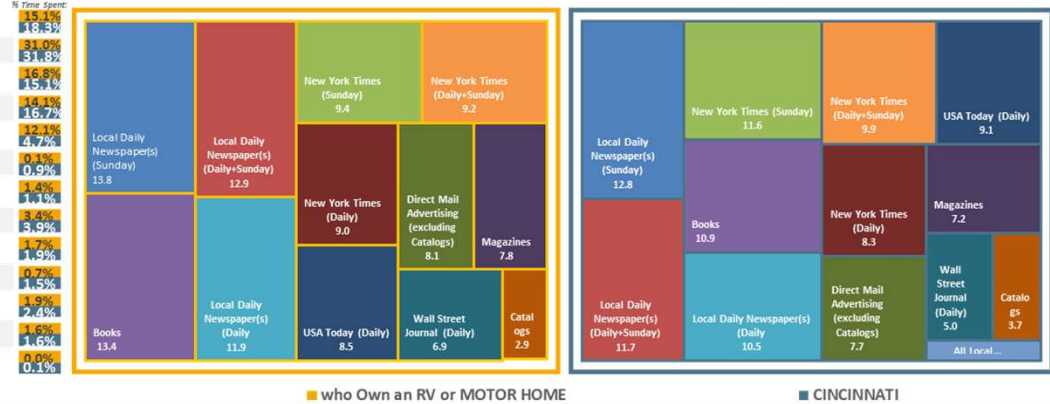


11,974 or 25.1% of Adults 35 or older who Own an RV or MOTOR HOME read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.9 minutes every day representing 35.2% of all time spent daily with All forms of Print Media.

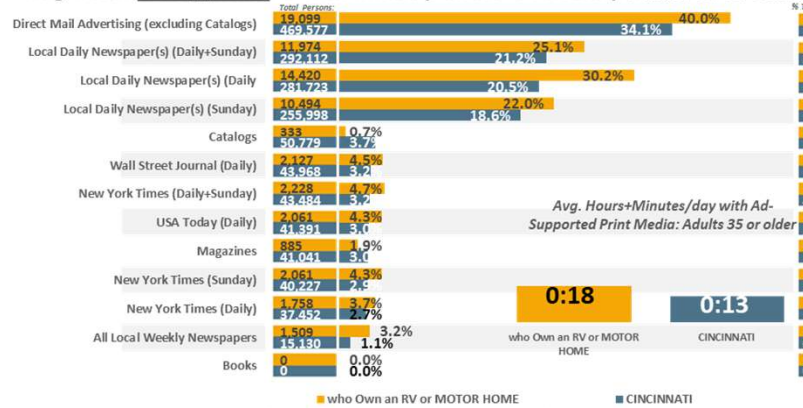
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



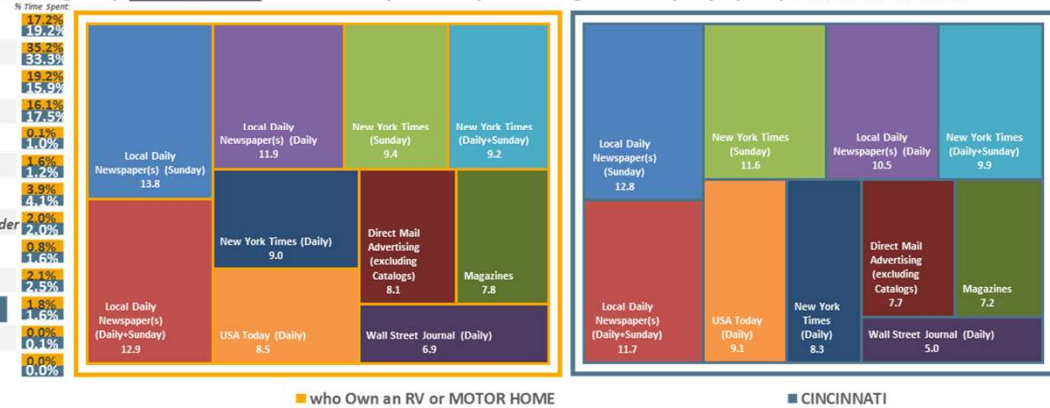
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older



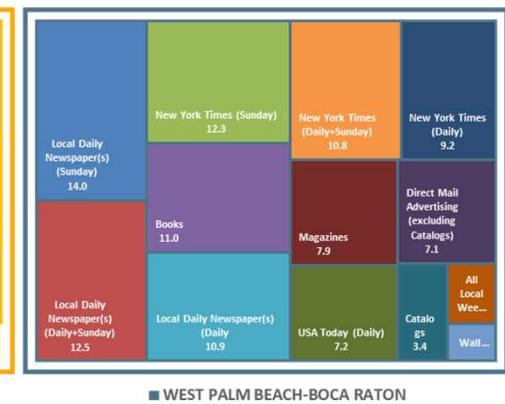
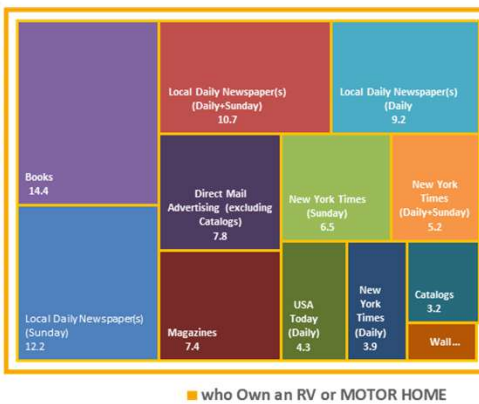
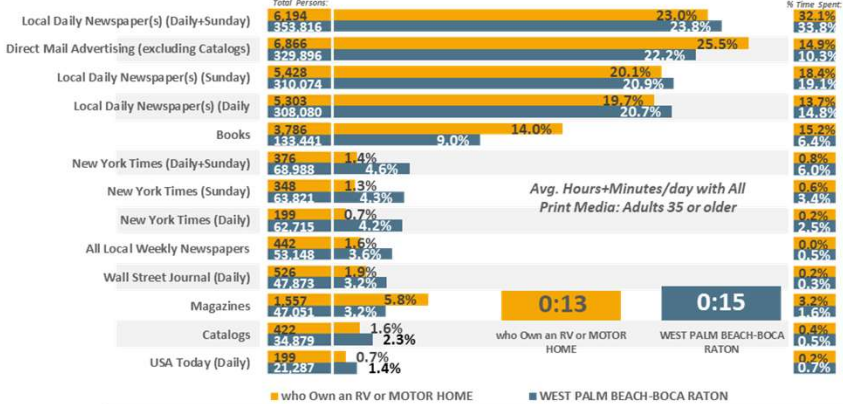
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



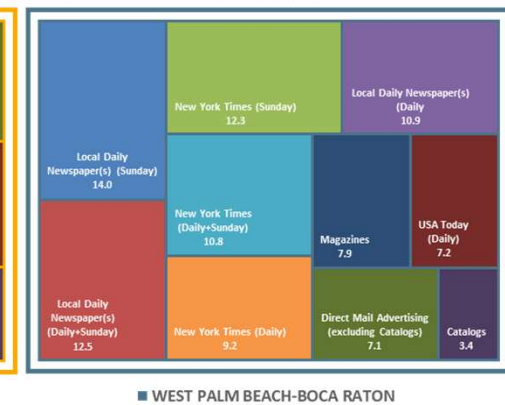
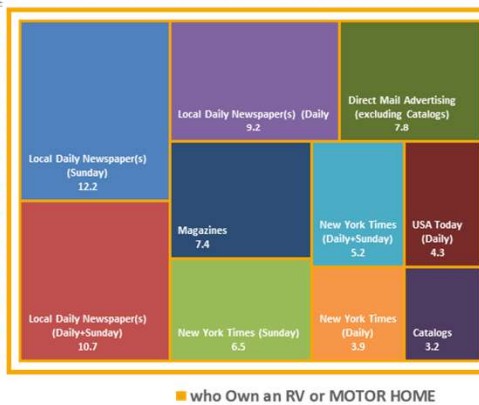
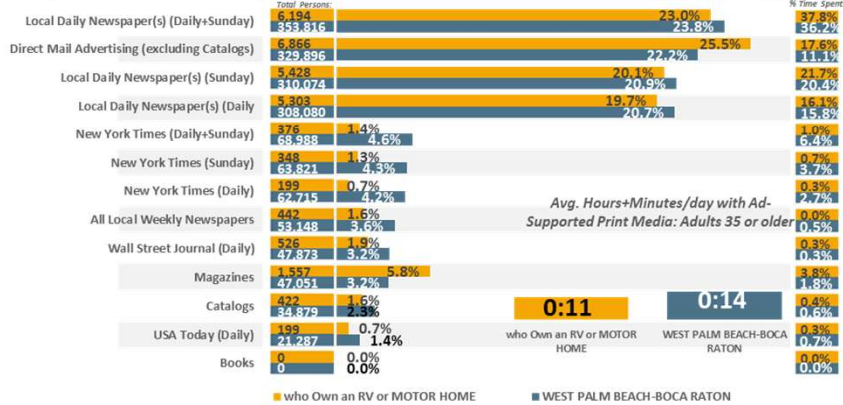


6,194 or 23.% of Adults 35 or older who Own an RV or MOTOR HOME read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 37.8% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



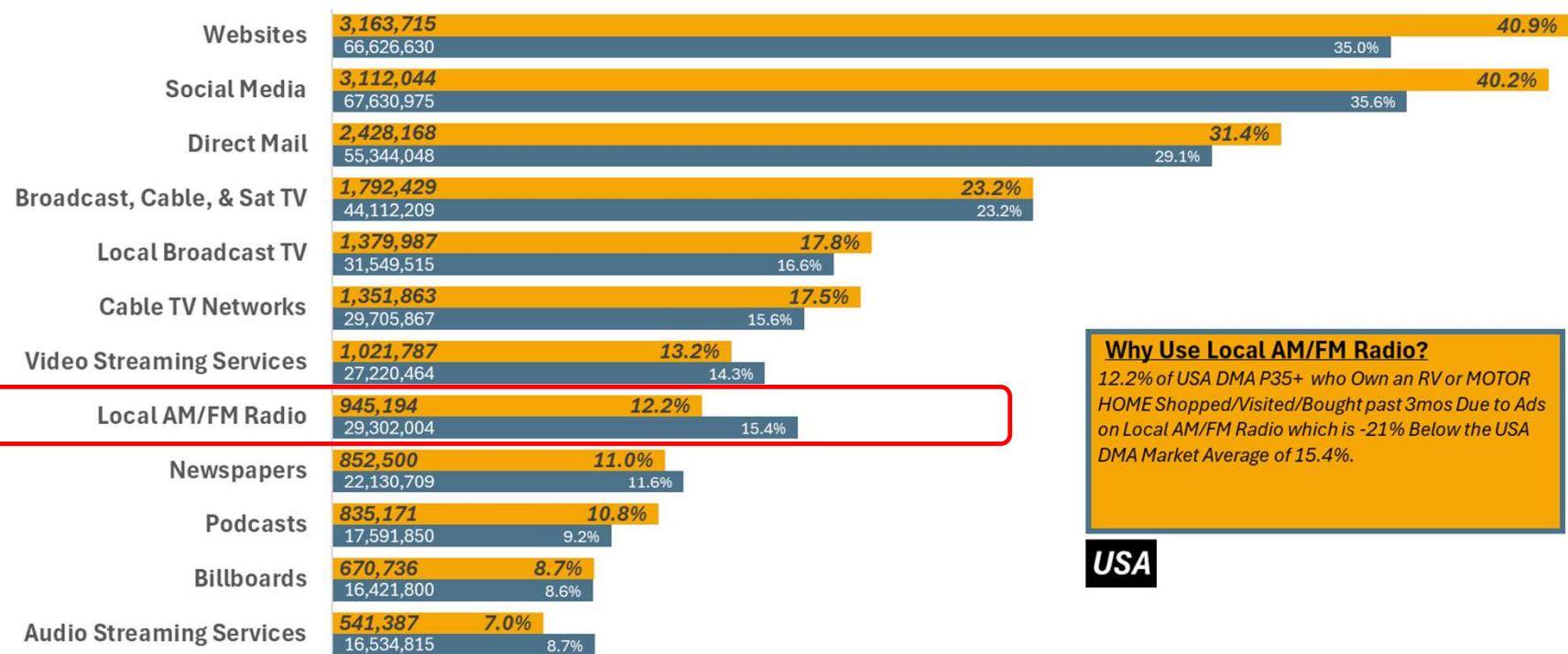
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





"Advertising Actions"

P35+ who Own an RV or MOTOR HOME (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
12.2% of USA DMA P35+ who Own an RV or MOTOR HOME Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -21% Below the USA DMA Market Average of 15.4%.

USA

■ P35+ who Own an RV or MOTOR HOME (Shopped/Visited/Bought past 3mos Due to Ads on %) ■ P35+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA ScarboroughR2 2025: Sep24-Aug25 Qual Intab: 732
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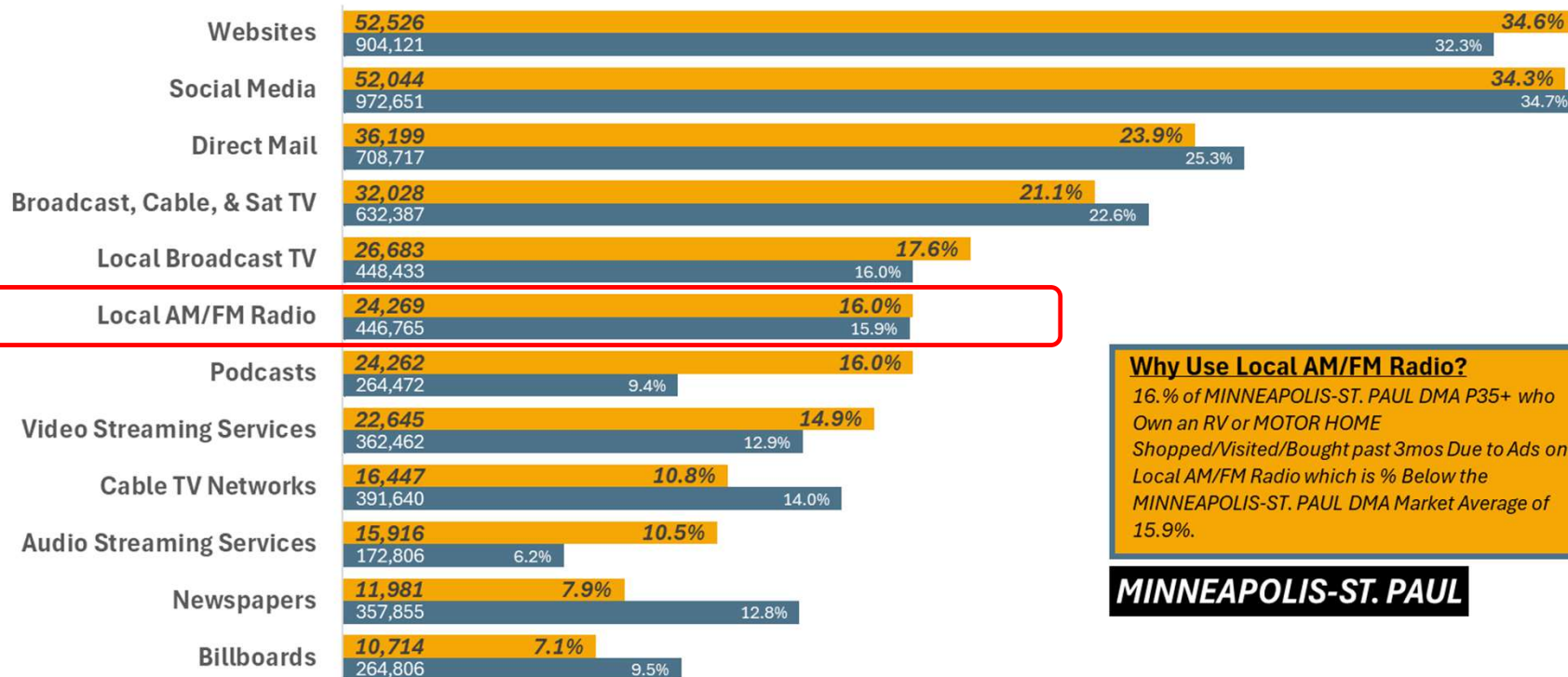
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Items/services household currently has (HHL): RV (motor home)



"Advertising Actions"

P35+ who Own an RV or MOTOR HOME (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16. % of MINNEAPOLIS-ST. PAUL DMA P35+ who Own an RV or MOTOR HOME Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 15.9%.

MINNEAPOLIS-ST. PAUL

■ P35+ who Own an RV or MOTOR HOME (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P35+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 81
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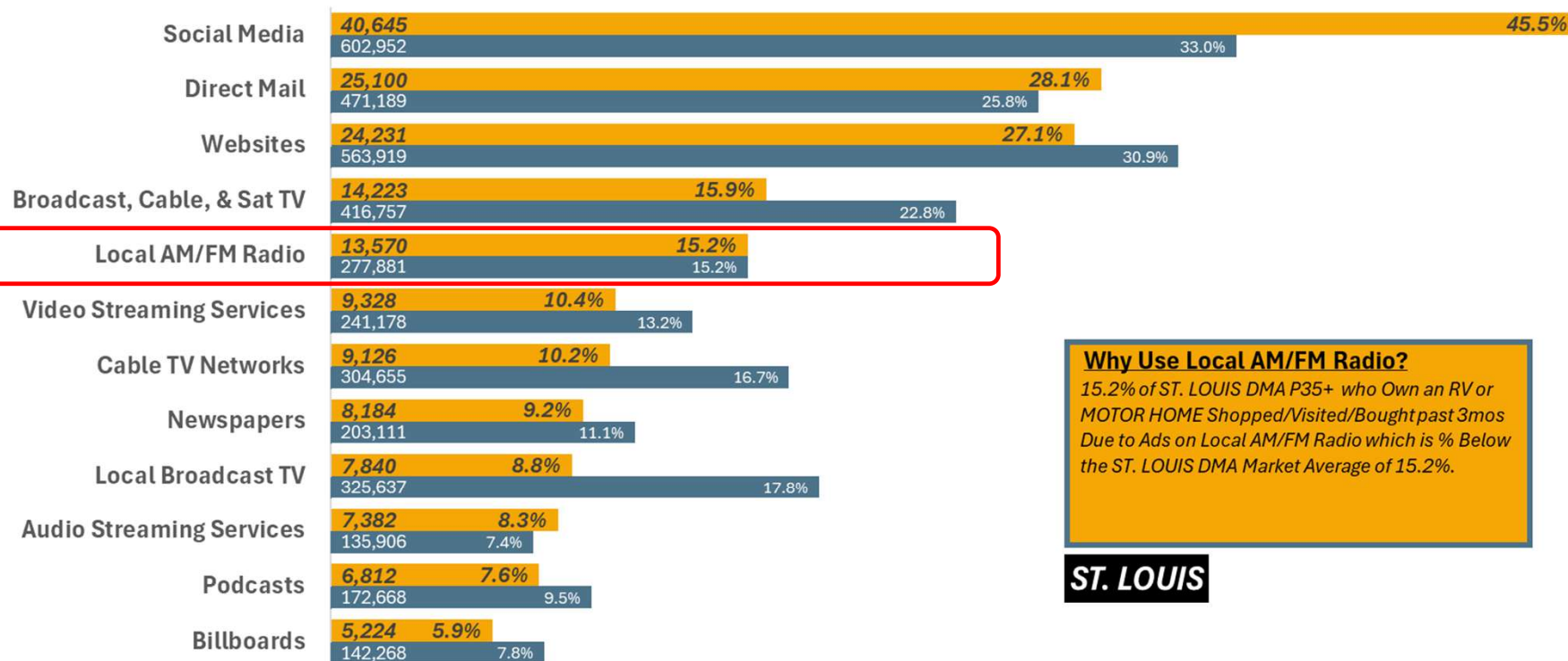
soefa.ai Share of Everything for Anything ®

Items/services household currently has (HHL): RV (motor home)



"Advertising Actions"

P35+ who Own an RV or MOTOR HOME (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.2% of ST. LOUIS DMA P35+ who Own an RV or MOTOR HOME Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Below the ST. LOUIS DMA Market Average of 15.2%.

ST. LOUIS

■ P35+ who Own an RV or MOTOR HOME (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P35+ ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

ST. LOUIS DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 65
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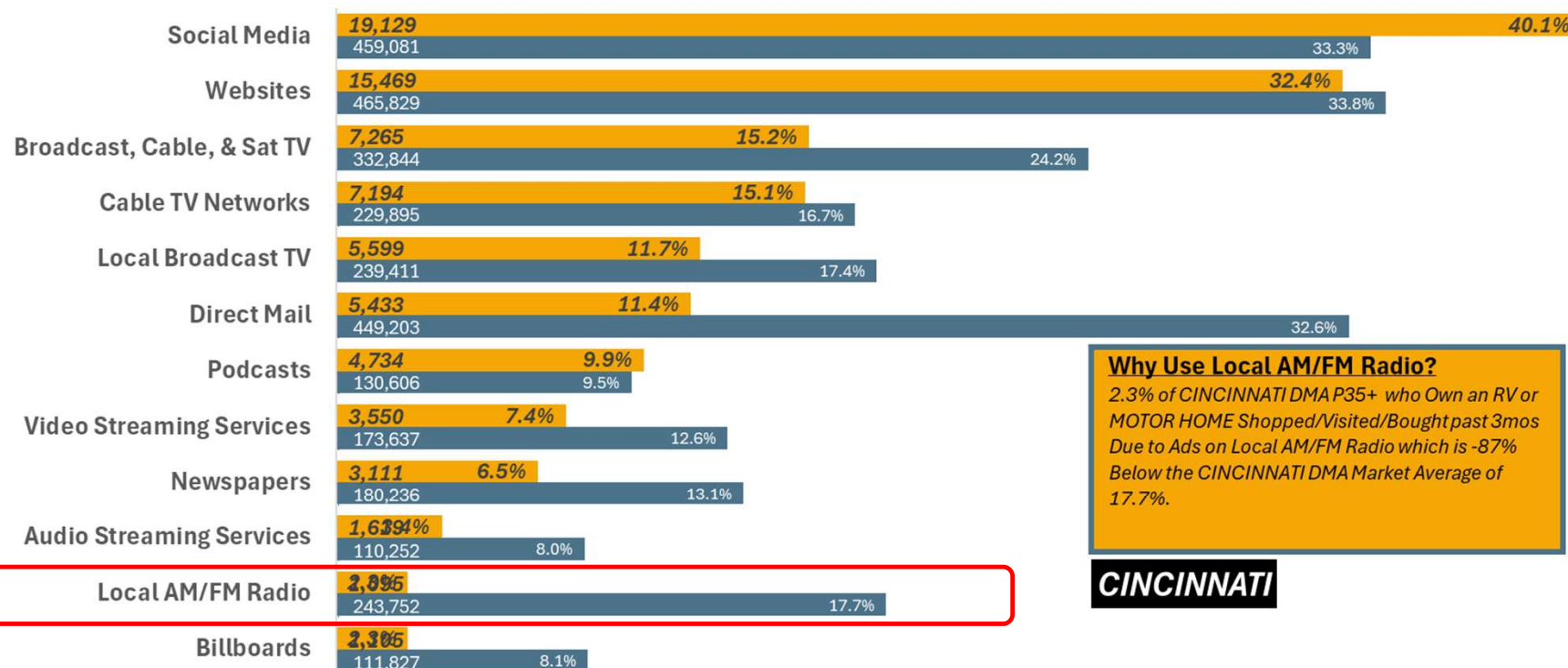
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Items/services household currently has (HHLD): RV (motor home)



"Advertising Actions"

P35+ who Own an RV or MOTOR HOME (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

2.3% of CINCINNATI DMA P35+ who Own an RV or MOTOR HOME Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -87% Below the CINCINNATI DMA Market Average of 17.7%.

CINCINNATI

■ P35+ who Own an RV or MOTOR HOME (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P35+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 51
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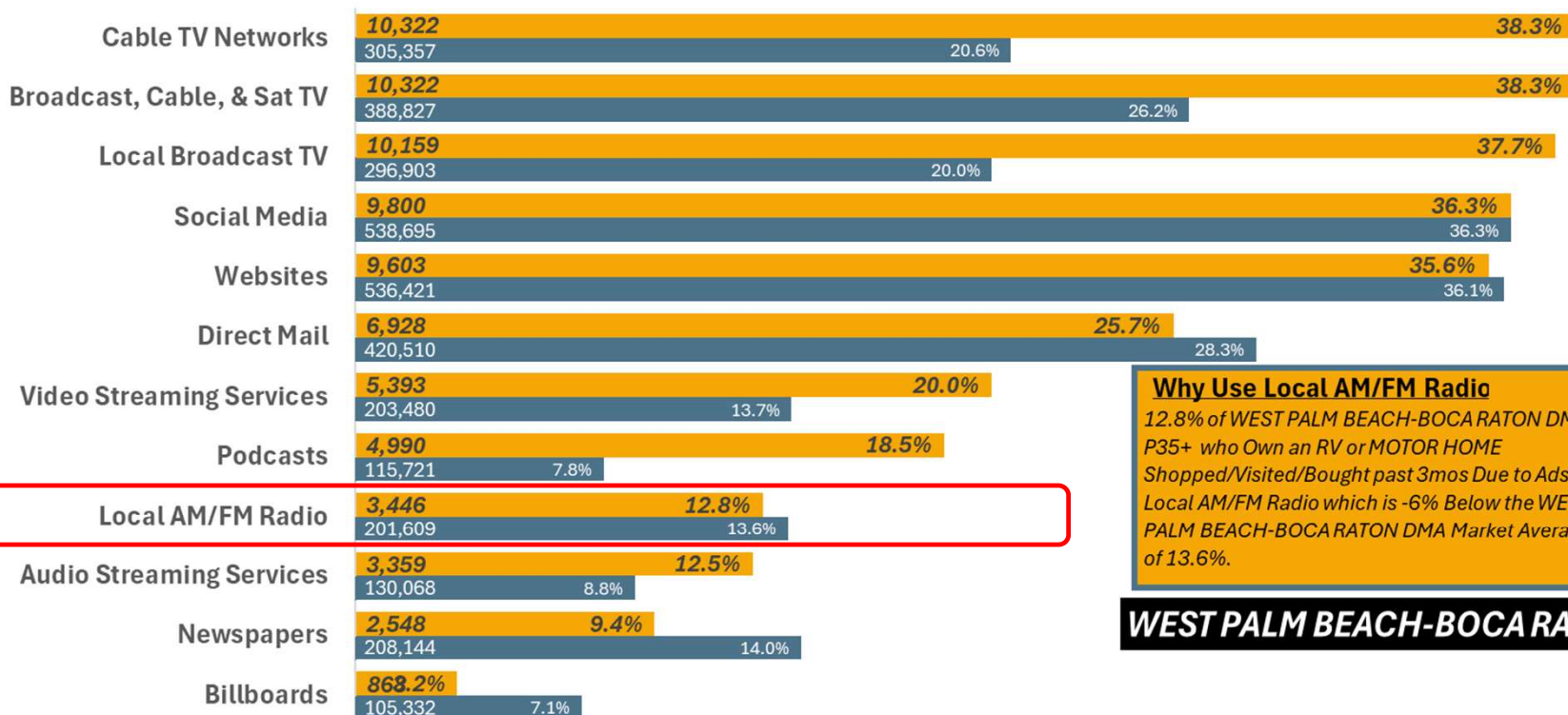
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Items/services household currently has (HHL): RV (motor home)



"Advertising Actions"

P35+ who Own an RV or MOTOR HOME (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio

12.8% of WEST PALM BEACH-BOCA RATON DMA
P35+ who Own an RV or MOTOR HOME
Shopped/Visited/Bought past 3mos Due to Ads on
Local AM/FM Radio which is -6% Below the WEST
PALM BEACH-BOCA RATON DMA Market Average
of 13.6%.

WEST PALM BEACH-BOCA RATON

■ P35+ who Own an RV or MOTOR HOME (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P35+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 53
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for Anything ®

Items/services household currently has (HHLD): RV (motor home)