

USA+4 DMAs – P35+ Upscale Planned New Furniture & Bedding Buyers! Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P35+ \$150K+HHI and/or \$500K+ HH Net Worth Homeowners who Plan to Buy New Furniture and/or Bedding in the next 12 months as of March 31, 2026.



ARHAUS®



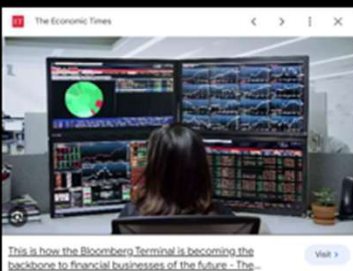
P35+



Vanguard® BlackRock®

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

[[[Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)]]]





5.6% or 11,057,646 of USA DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture...
Typical Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 55.3 years old (3.7% younger than average) and have a \$185,009 (52.2% higher than average) annual...

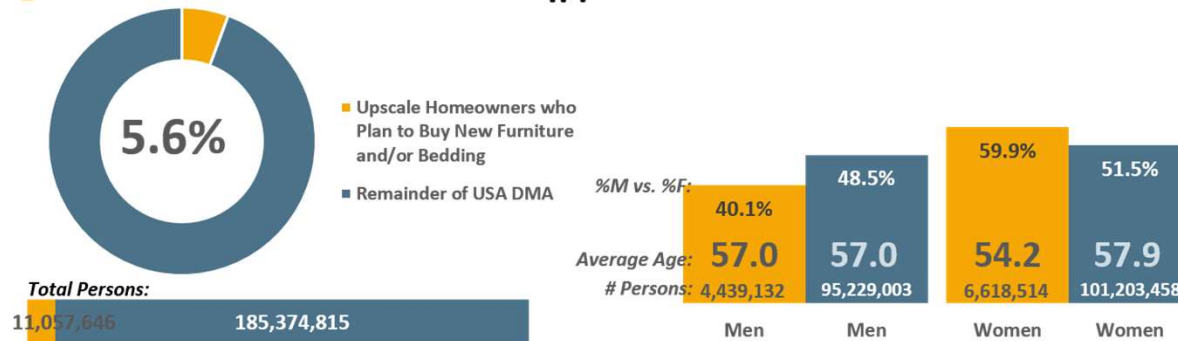


Percent of Market: Adults 35 or older



Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:



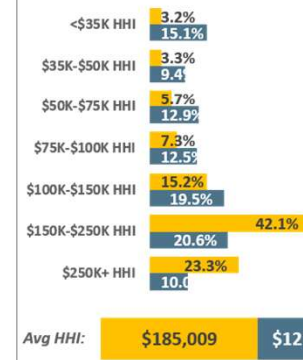
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 35 or older



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



5.3% or 289,163 of CHI DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture and/or...
Typical Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 55.6 years old (2.6% younger than average) and have a \$182,819 (62.7% higher than average) annual...

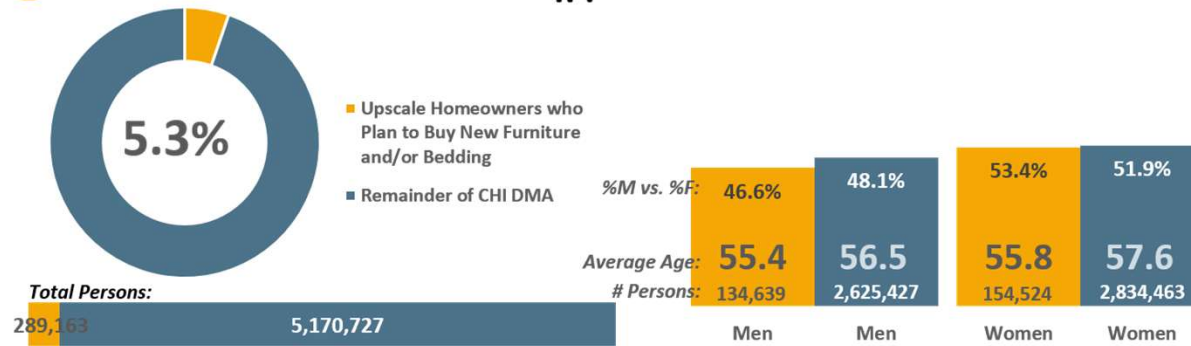


Percent of Market: Adults 35 or older



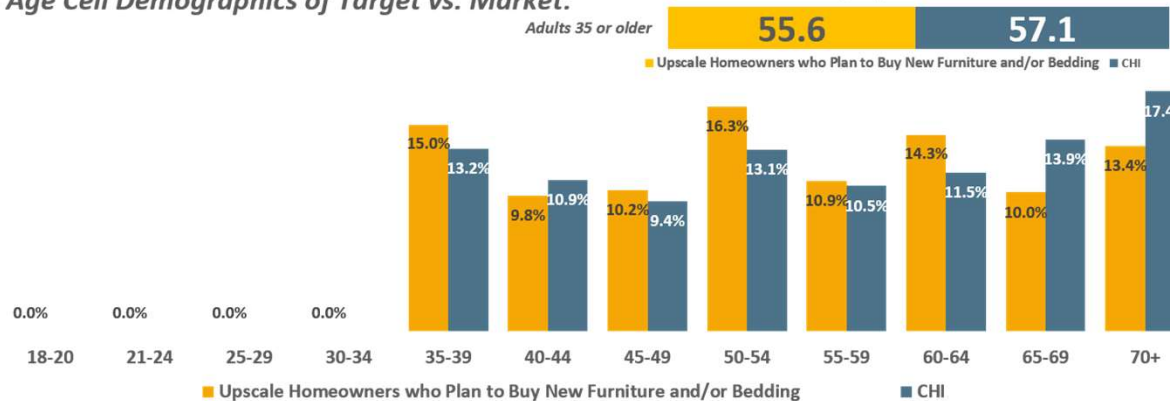
Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:

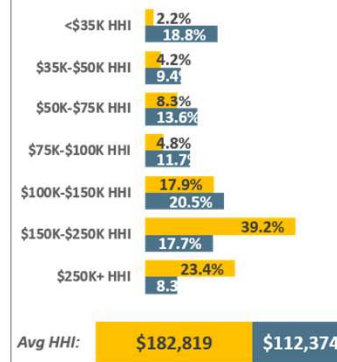


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 187
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



5.8% or 240,857 of WDC DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture...
Typical Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 57.2 years old (1.1% older than average) and have a \$199,411 (34.% higher than average) annual household...

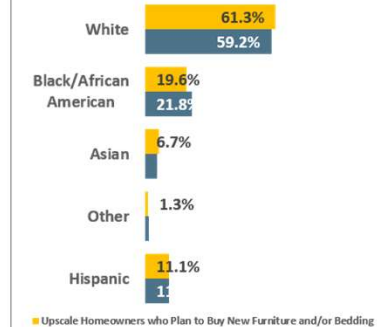
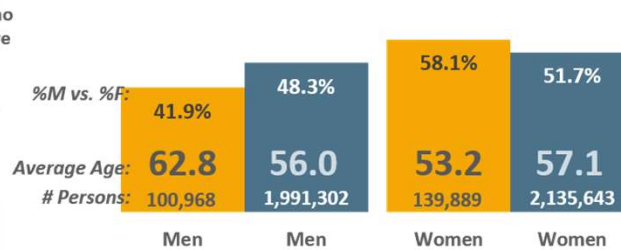
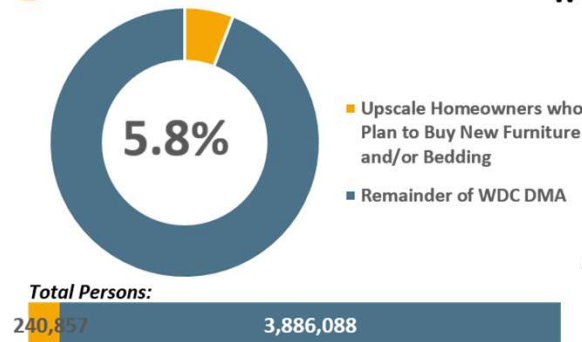


Percent of Market: Adults 35 or older



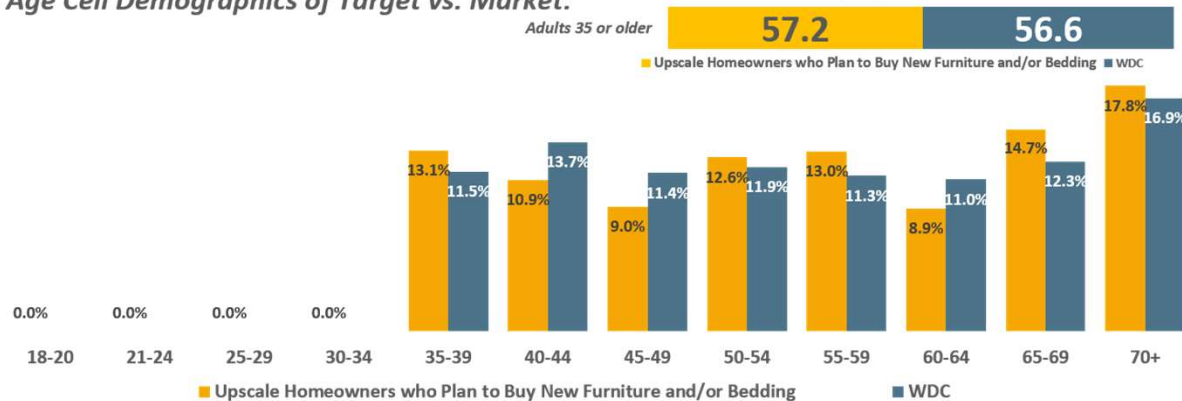
Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:

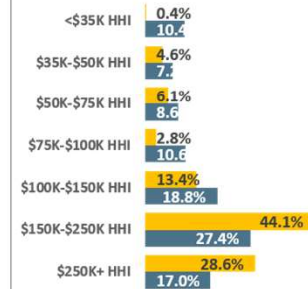


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



Avg HHI:

Category	Avg HHI
Upscale Homeowners who Plan to Buy New Furniture and/or Bedding	\$199,411
Remainder of WDC DMA	\$148,836

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 341
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



6.5% or 210,799 of SEA DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture and/or...
Typical Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 54.1 years old (4.6% younger than average) and have a \$193,573 (45.5% higher than average) annual...

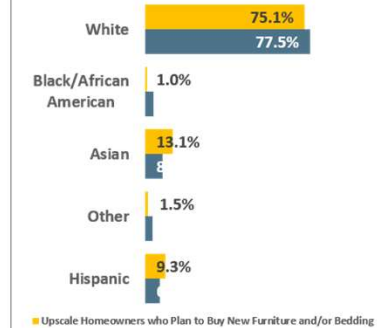
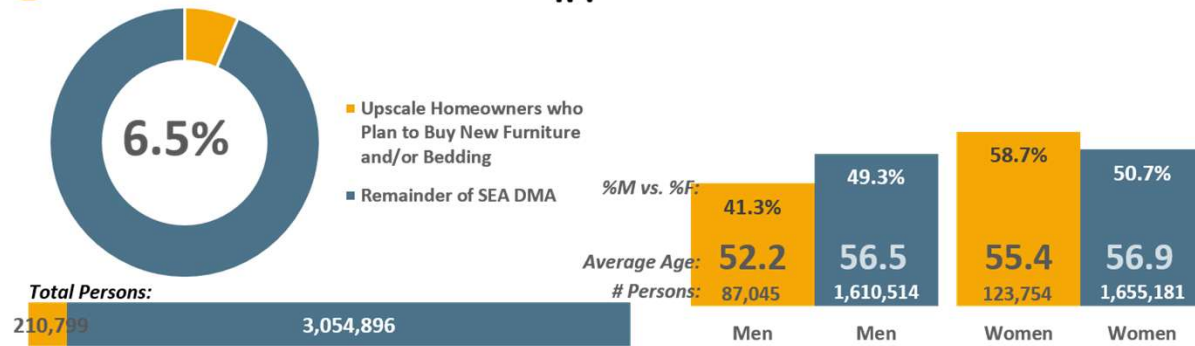


Percent of Market: Adults 35 or older



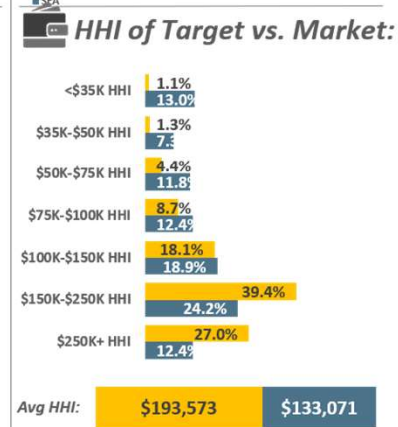
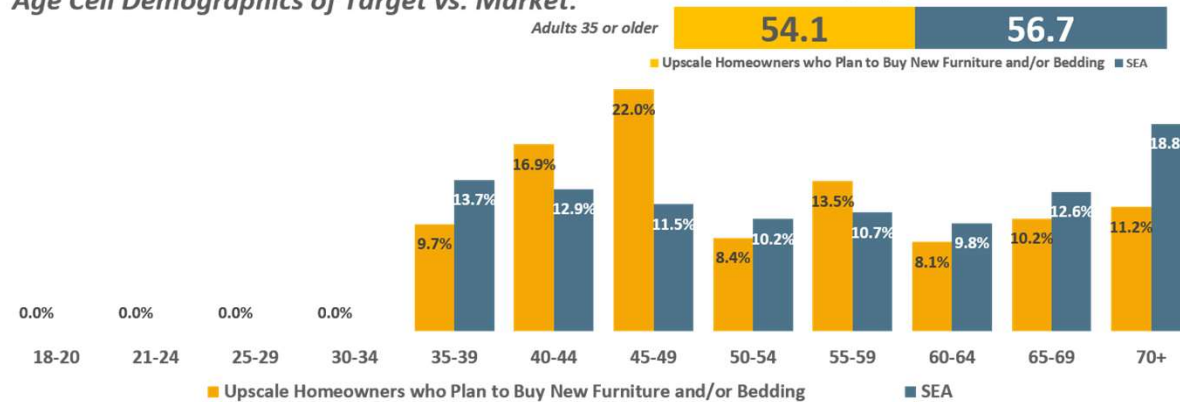
Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

Average Age:



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 222
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



6.5% or 222,282 of PHX DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture and/or...
 Typical Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 52.1 years old (10.4% younger than average) and have a \$182,887 (62.5% higher than average) annual...

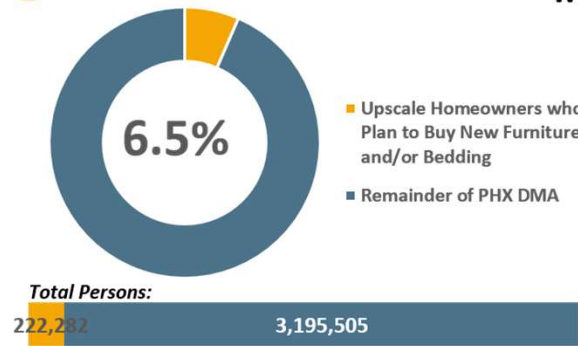


Percent of Market: Adults 35 or older



Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

Persons:

Men

Men

Women

Women

53.9%

53,018

57.6%

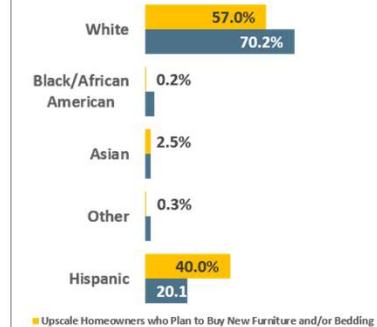
1,665,508

51.5%

169,264

58.5%

1,752,279



Age Cell Demographics of Target vs. Market:

Average Age:

Adults 35 or older

52.1

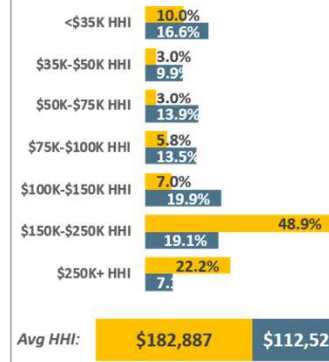
58.1

Upscale Homeowners who Plan to Buy New Furniture and/or Bedding

PHX



HHI of Target vs. Market:



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 99
 All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

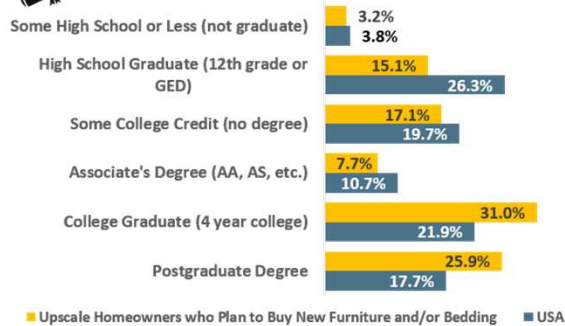
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



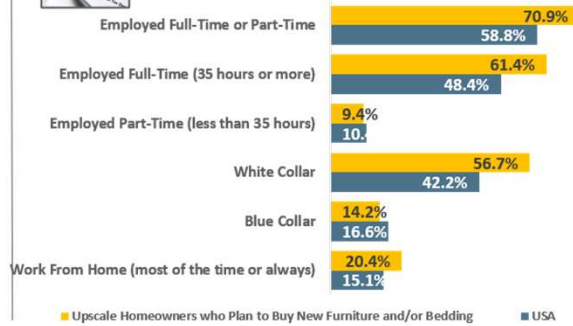
5.6% or 11,057,646 of USA DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New...
 Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 43.5% more likely to be a college graduate, 26.9% more likely to work full-time, 30.1% more likely to be married, 39.9% more likely to be a parent of 1 or more children



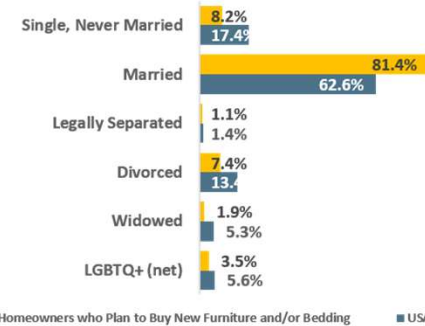
Education Levels: Adults 35 or older



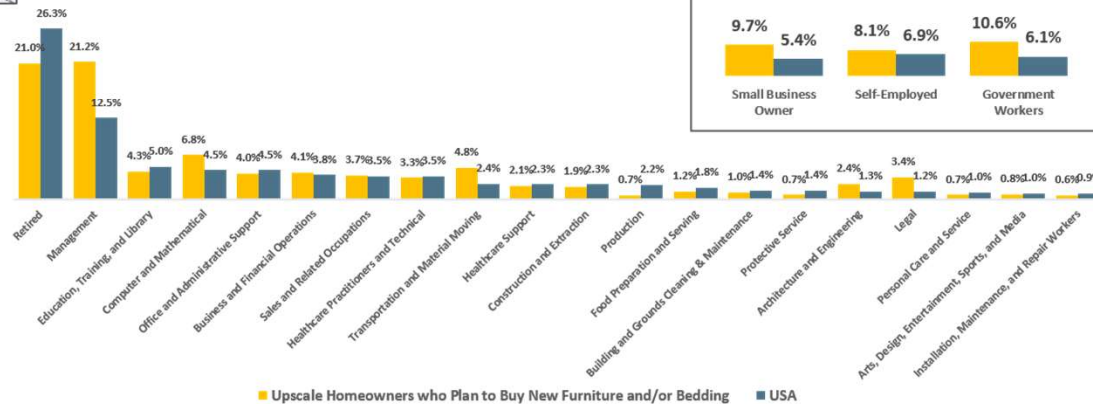
Employment: Adults 35 or older



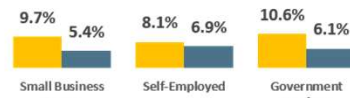
Marital Status: Adults 35 or older



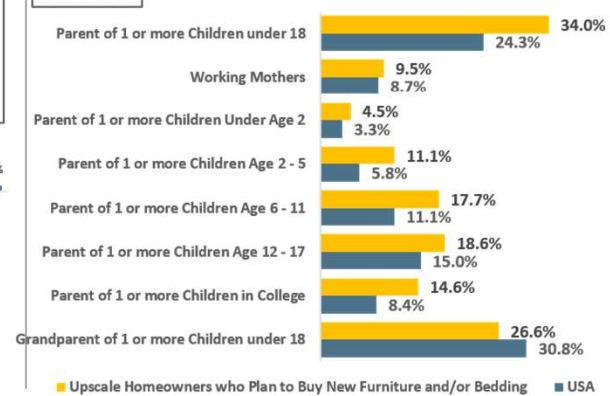
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230
 All Graphs and HBAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved

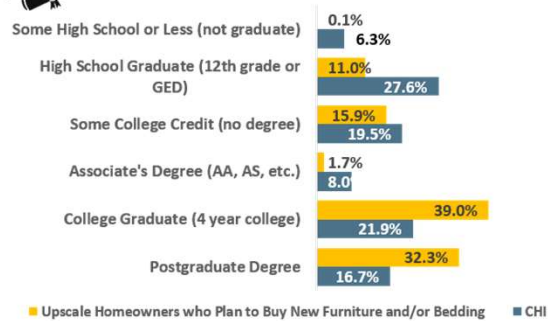
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



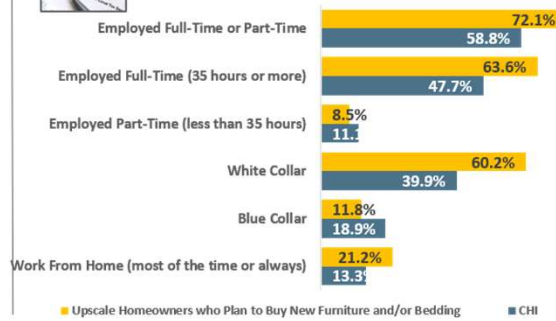
5.3% or 289,163 of CHI DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 84.9% more likely to be a college graduate, 33.3% more likely to work full-time, 32.8% more likely to be married, 1.6% more likely to be a grandparent of 1 or more chil



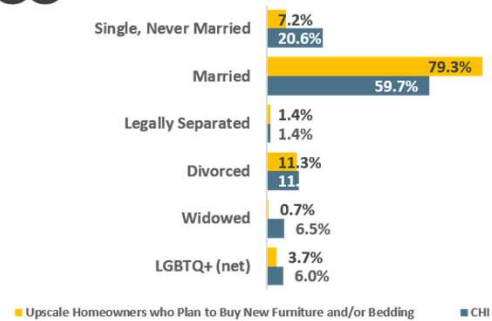
Education Levels: Adults 35 or older



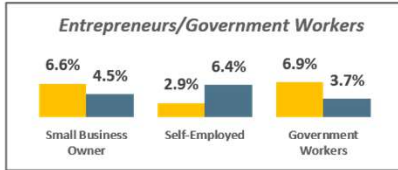
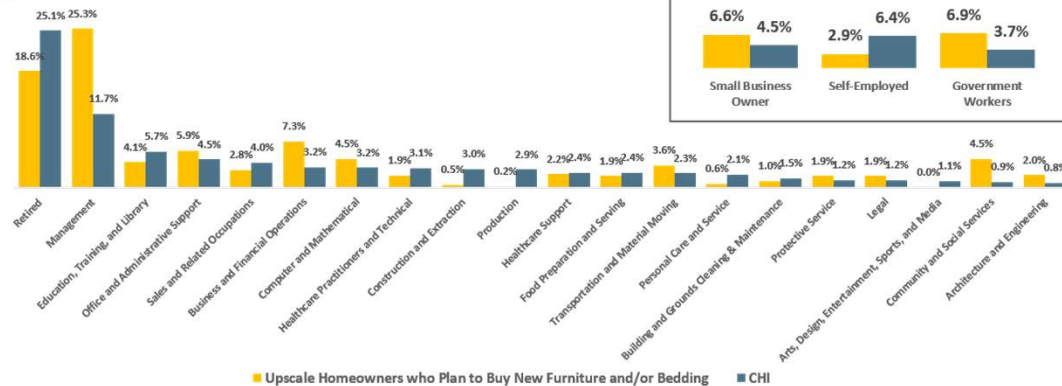
Employment: Adults 35 or older



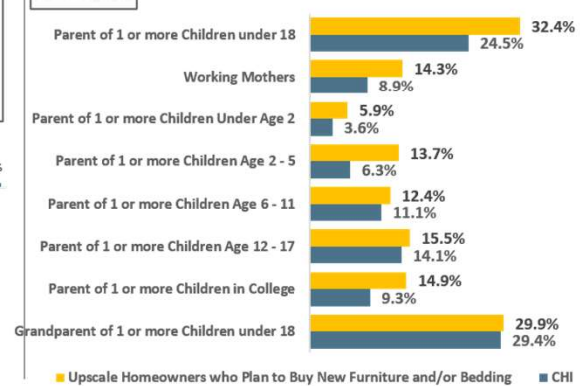
Marital Status: Adults 35 or older



Top-20 Occupations: Adults 35 or older



Stage in Life: Adults 35 or older

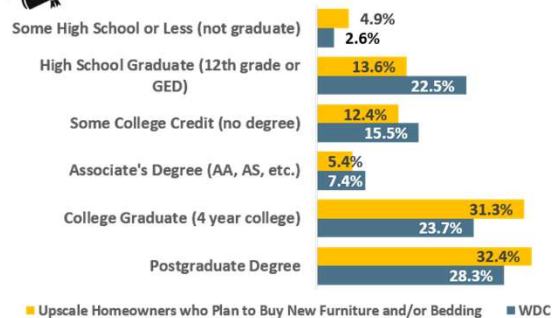




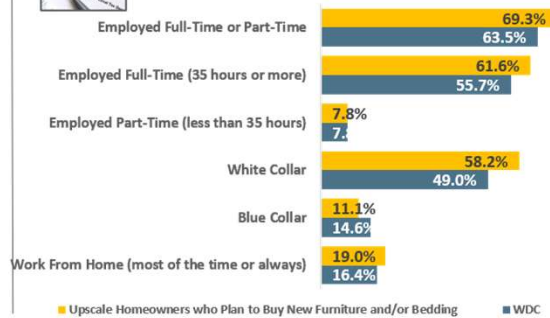
5.8% or 240,857 of WDC DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 22.5% more likely to be a college graduate, 10.5% more likely to work full-time, 13.9% more likely to be married, 10.3% more likely to be a grandparent of 1 or more chi



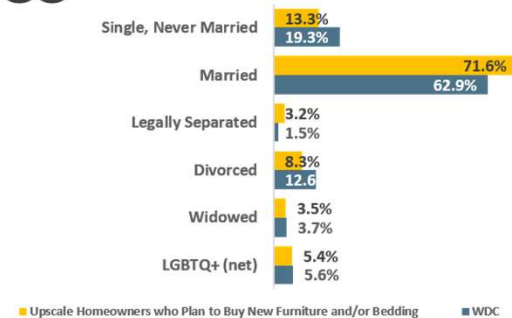
Education Levels: Adults 35 or older



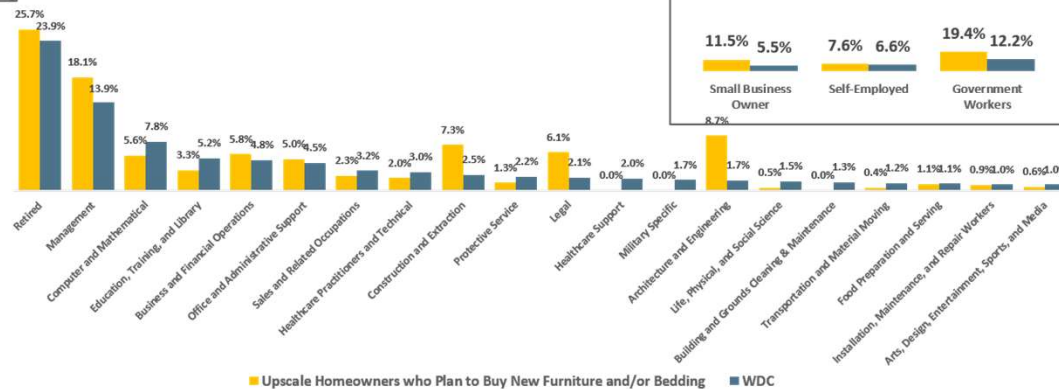
Employment: Adults 35 or older



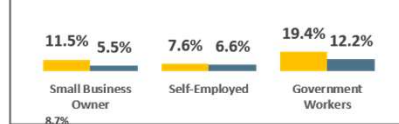
Marital Status: Adults 35 or older



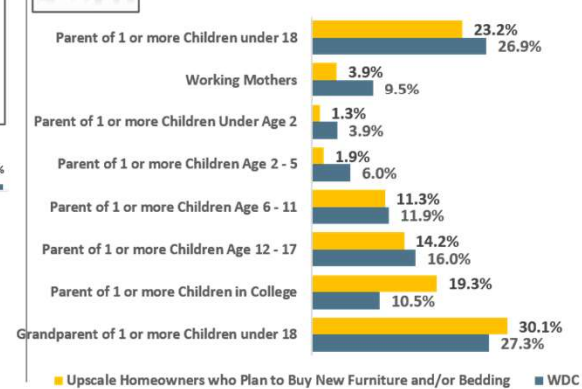
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

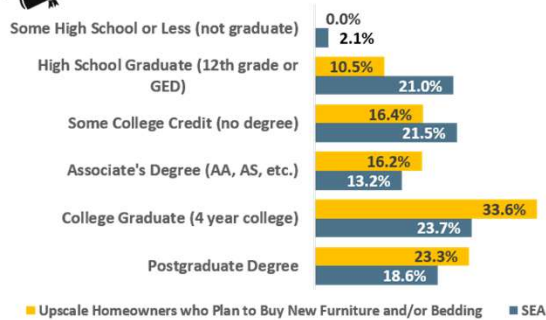




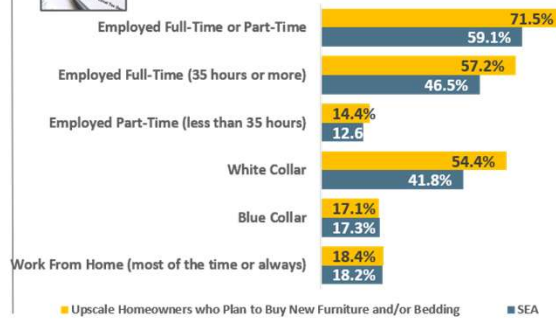
6.5% or 210,799 of SEA DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 34.5% more likely to be a college graduate, 22.9% more likely to work full-time, 31.9% more likely to be married, 39.2% less likely to be a grandparent of 1 or more chi



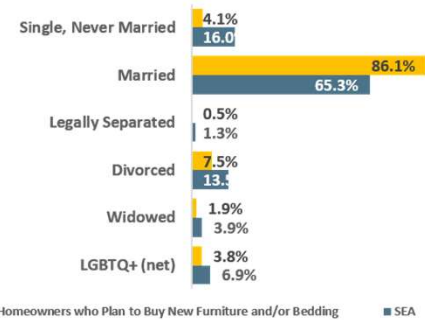
Education Levels: Adults 35 or older



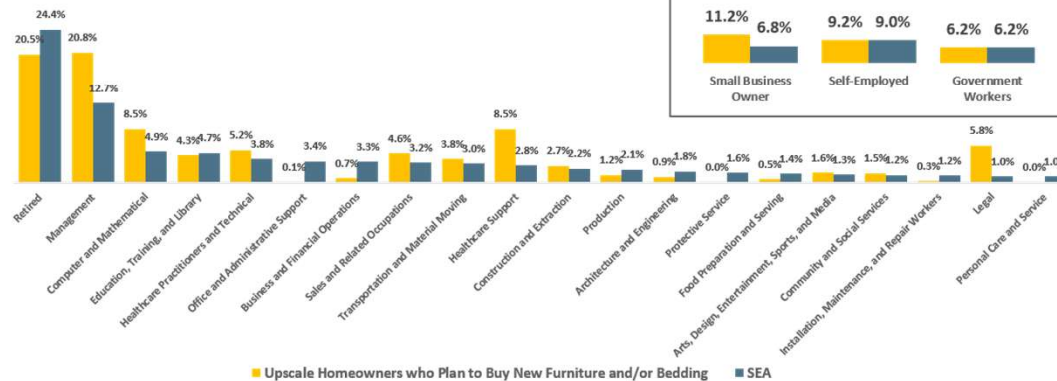
Employment: Adults 35 or older



Marital Status: Adults 35 or older



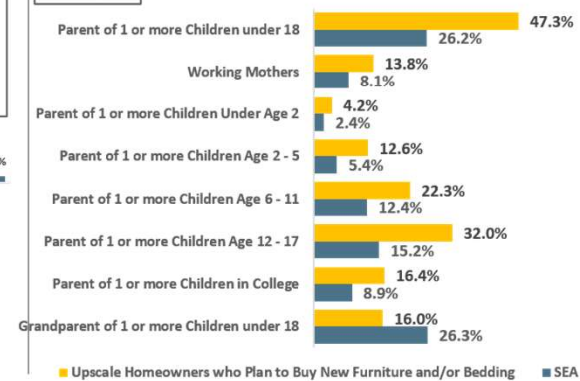
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



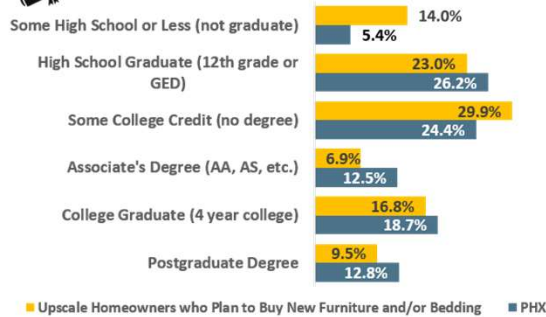
Stage in Life: Adults 35 or older



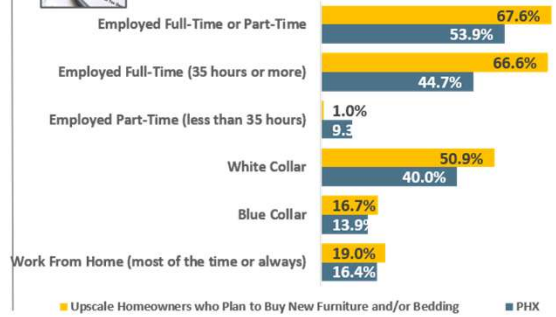


6.5% or 222,282 of PHX DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 16.3% less likely to be a college graduate, 49.1% more likely to work full-time, 43.9% more likely to be married, 28.7% less likely to be a grandparent of 1 or more chi

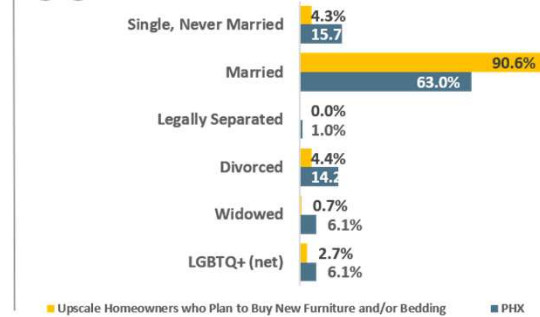
Education Levels: Adults 35 or older



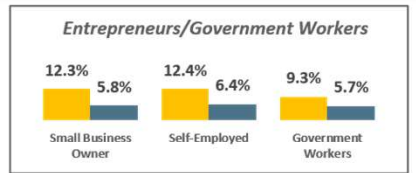
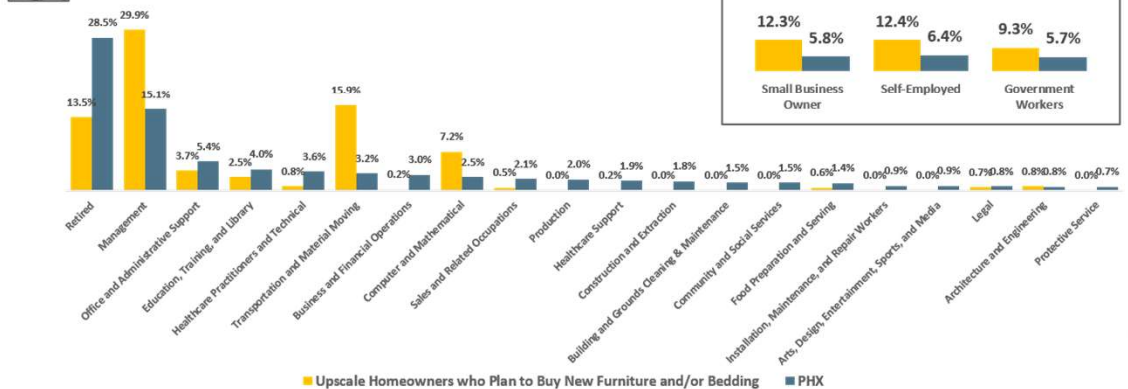
Employment: Adults 35 or older



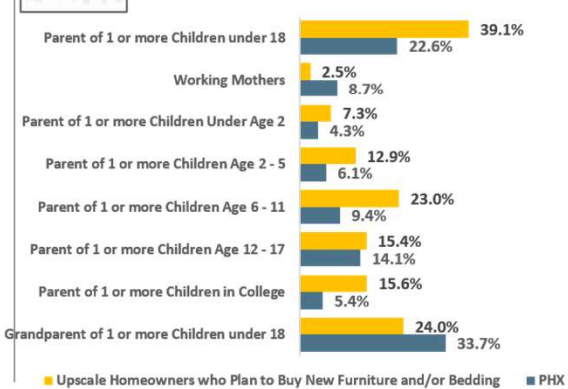
Marital Status: Adults 35 or older



Top-20 Occupations: Adults 35 or older

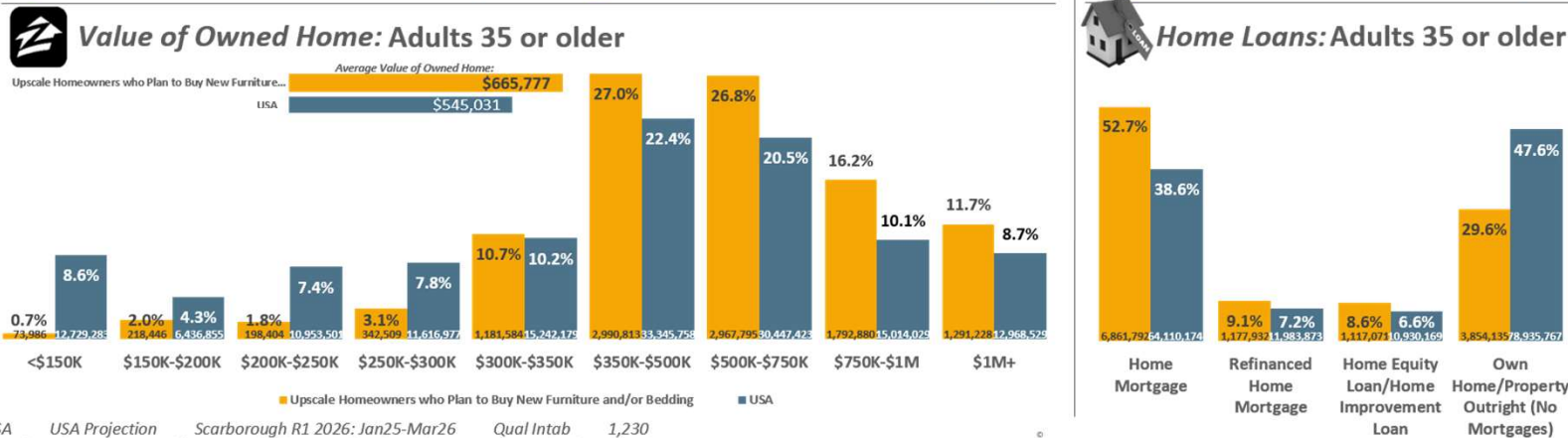
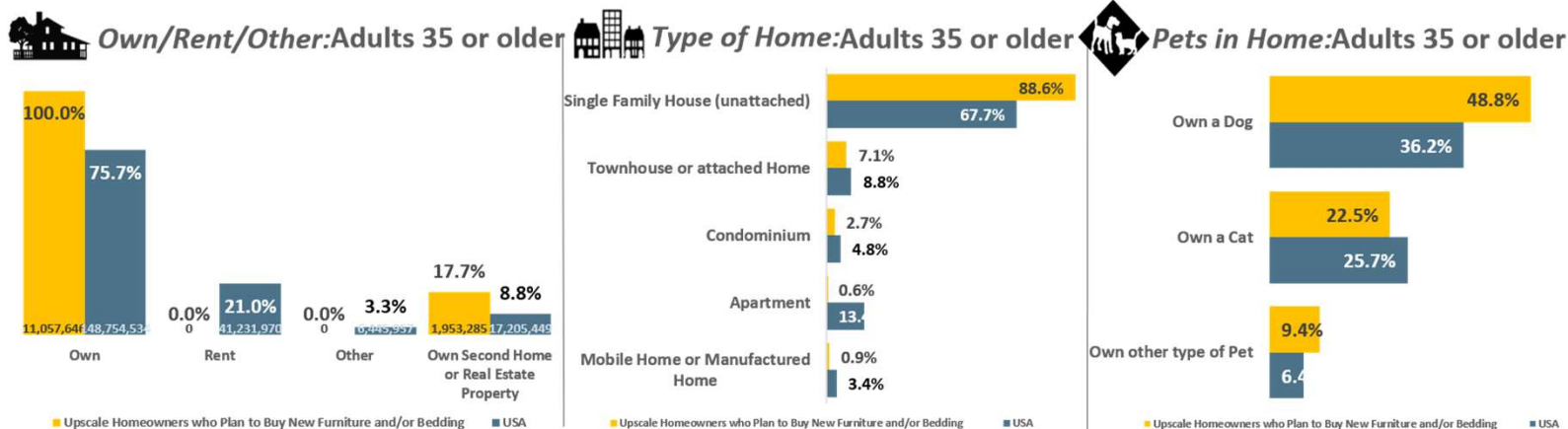


Stage in Life: Adults 35 or older





5.6% or 11,057,646 of USA DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 32.1% more likely to own their home, 22.2% more likely to own a higher valued home, 30.9% more likely to have a single-family home, 34.5% more likely to have a dog.



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved

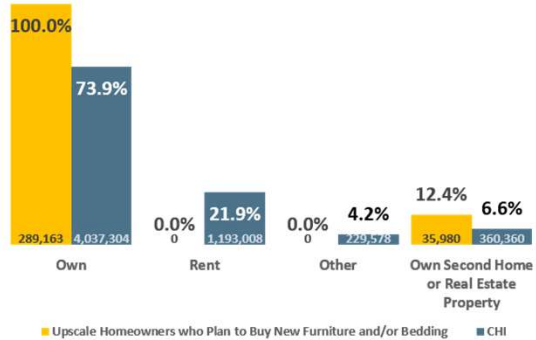
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



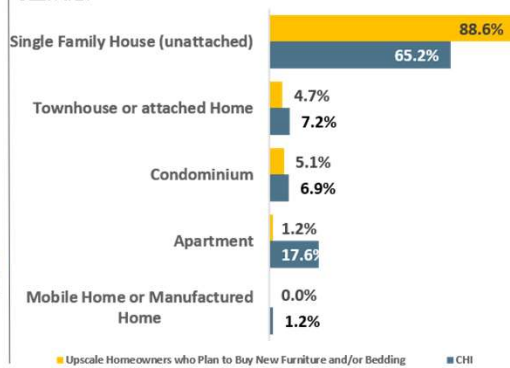
5.3% or 289,163 of CHI DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 35.2% more likely to own their home, 32.5% more likely to own a higher valued home, 35.9% more likely to have a single-family home, 8.8% more likely to have a dog.



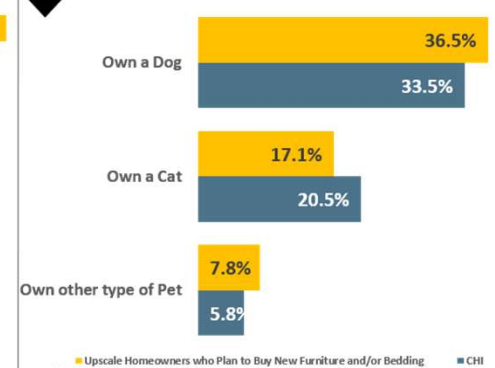
Own/Rent/Other: Adults 35 or older



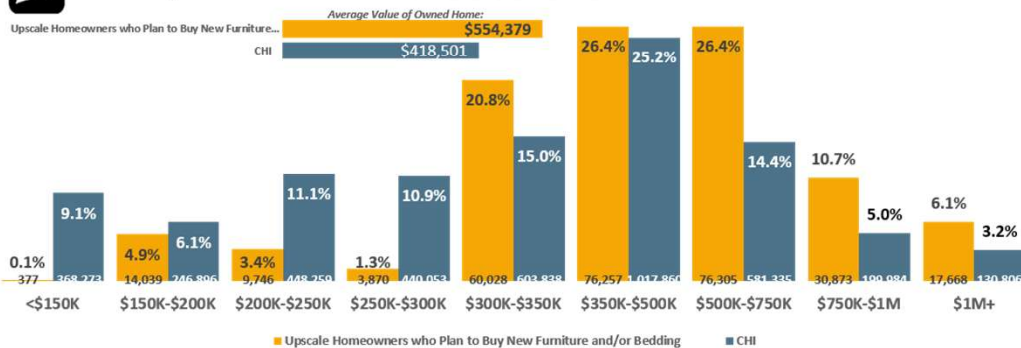
Type of Home: Adults 35 or older



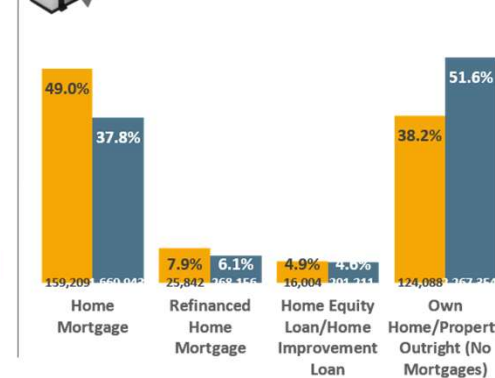
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

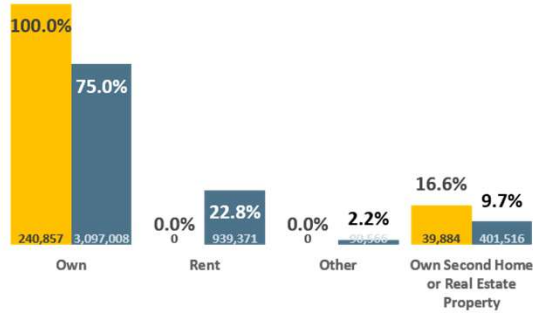




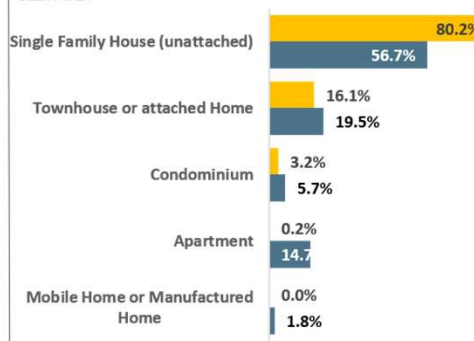
5.8% or 240,857 of WDC DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 33.3% more likely to own their home, 11.6% more likely to own a higher valued home, 41.4% more likely to have a single-family home, 27.5% more likely to have a dog.



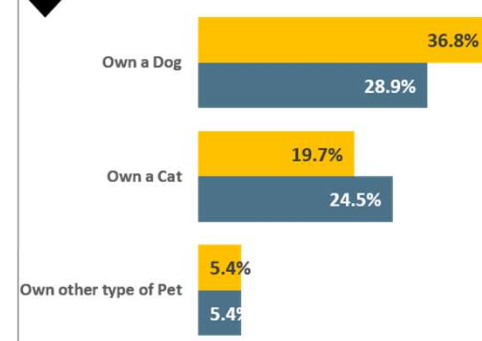
Own/Rent/Other: Adults 35 or older



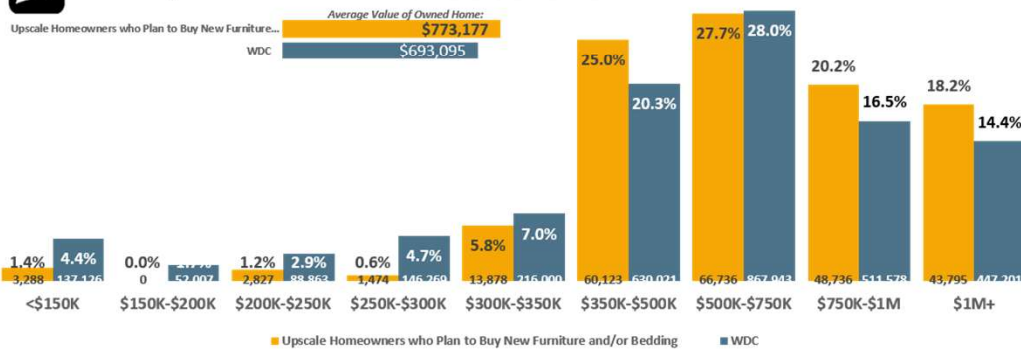
Type of Home: Adults 35 or older



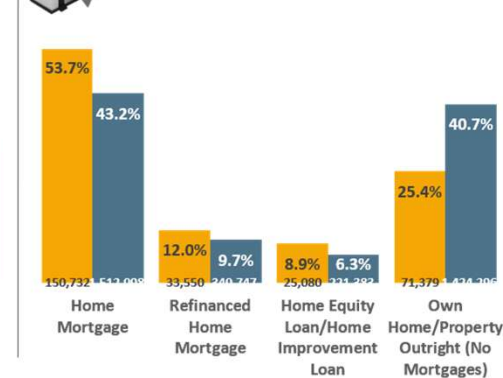
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

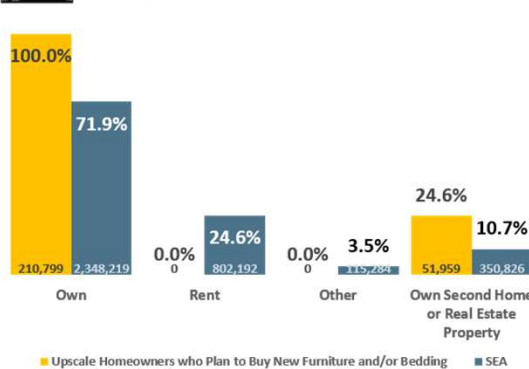




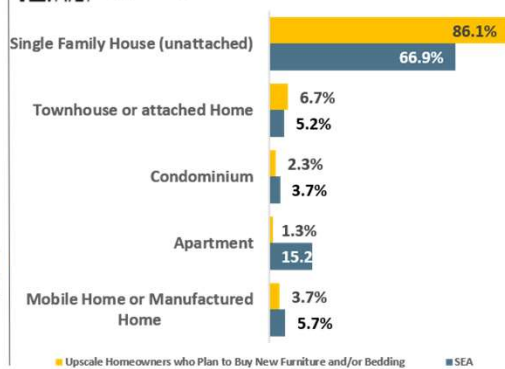
6.5% or 210,799 of SEA DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 39.1% more likely to own their home, 11.2% more likely to own a higher valued home, 28.7% more likely to have a single-family home, 49.4% more likely to have a dog.



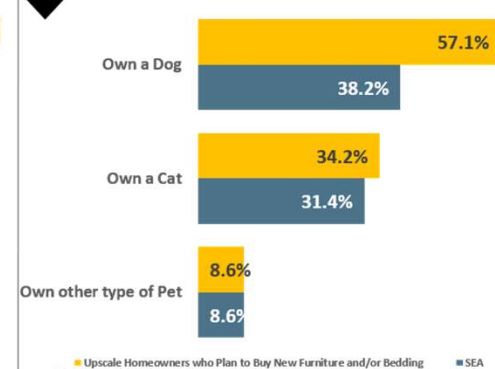
Own/Rent/Other: Adults 35 or older



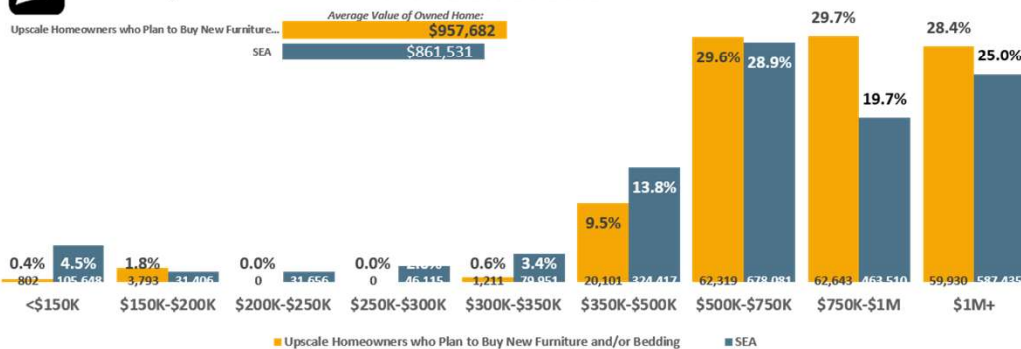
Type of Home: Adults 35 or older



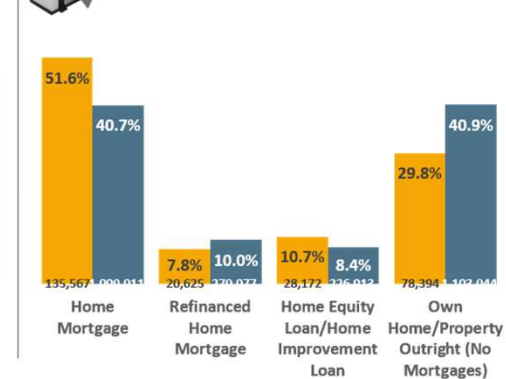
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

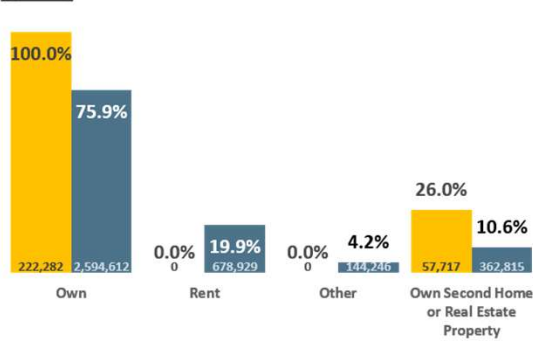




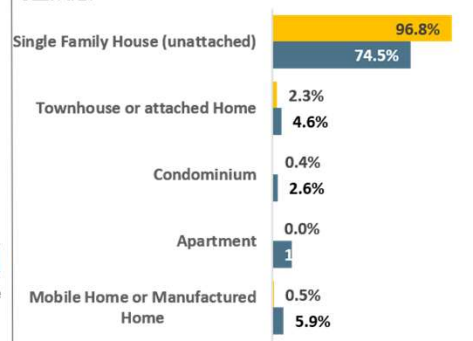
6.5% or 222,282 of PHX DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 31.7% more likely to own their home, 13.6% more likely to own a higher valued home, 30.% more likely to have a single-family home, 67.1% more likely to have a dog.



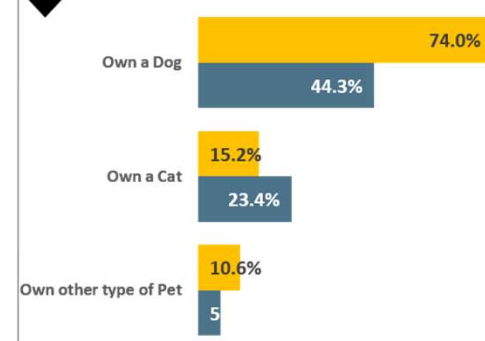
Own/Rent/Other: Adults 35 or older



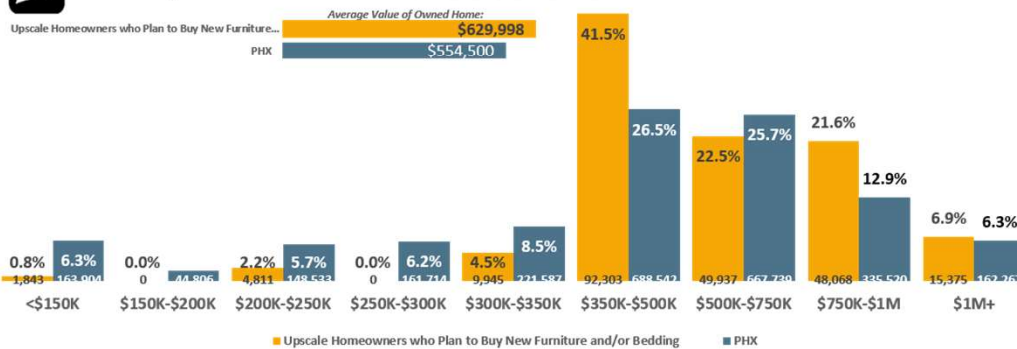
Type of Home: Adults 35 or older



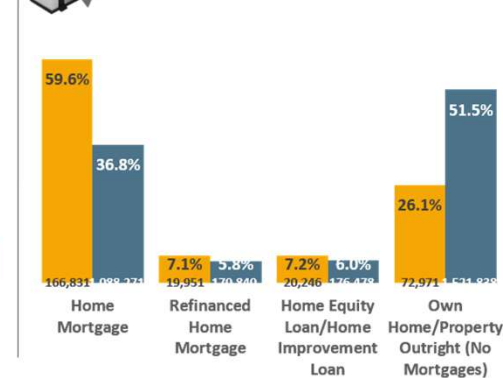
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

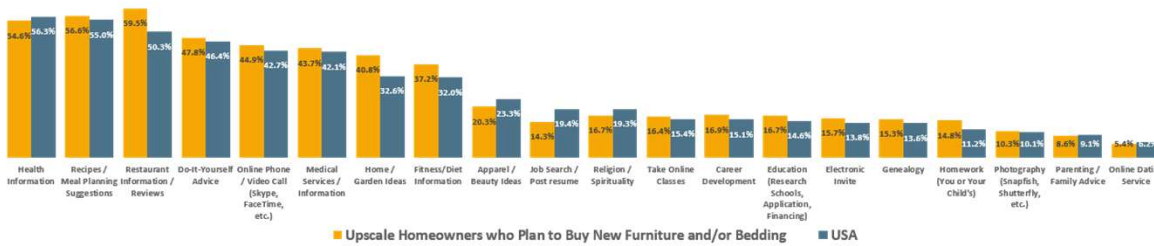




5.6% or 11,057,646 of USA DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 2.9% more likely to look up D-I-Y advice online, 14.6% more likely to always vote in local elections, 43.9% more likely to belong to a gym, 26.5% more likely to fly dom



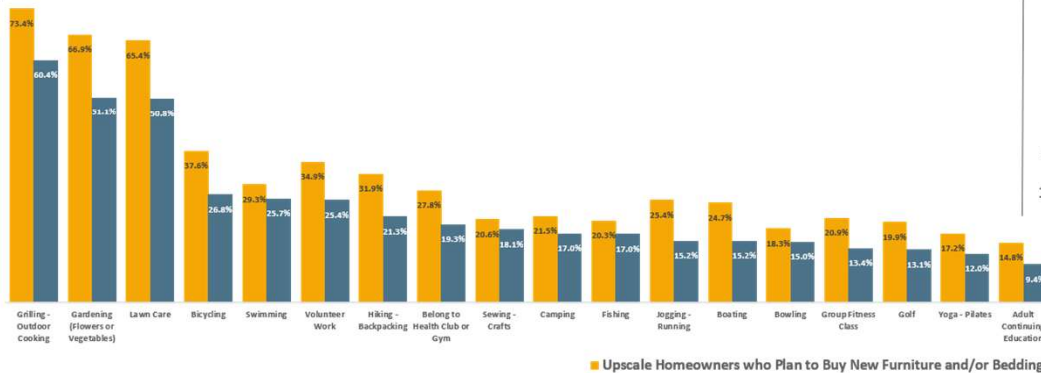
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



■ Upscale Homeowners who Plan to Buy New Furniture and/or Bedding ■ USA

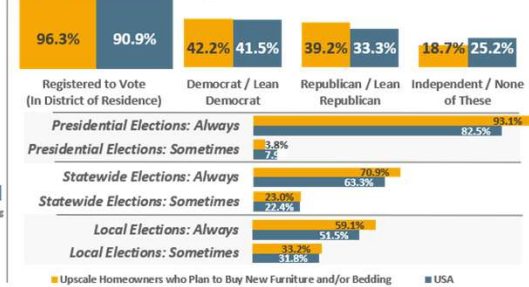


Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



■ Upscale Homeowners who Plan to Buy New Furniture and/or Bedding ■ USA

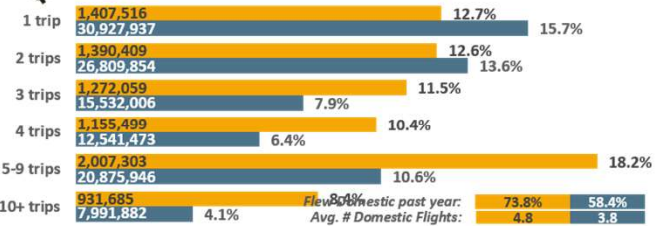
Political Activity: Adults 35 or older



■ Upscale Homeowners who Plan to Buy New Furniture and/or Bedding ■ USA



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



Flew Domestic past year: 73.8%
Avg. # Domestic Flights: 4.8

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

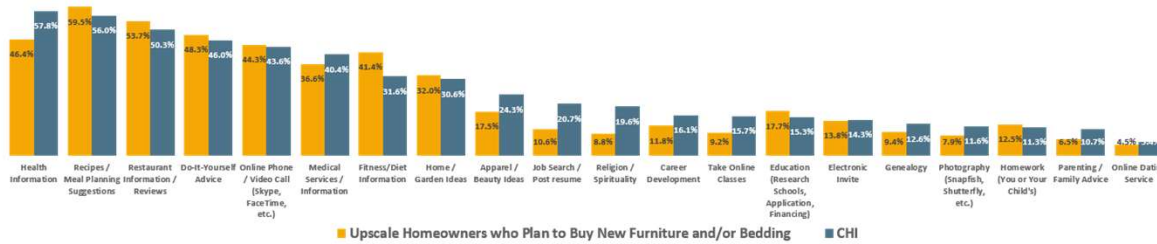
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



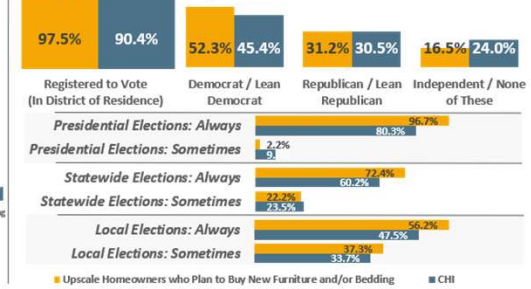
5.3% or 289,163 of CHI DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 5.3% more likely to look up D-I-Y advice online, 18.2% more likely to always vote in local elections, 35.4% more likely to belong to a gym, 33.8% more likely to fly dome



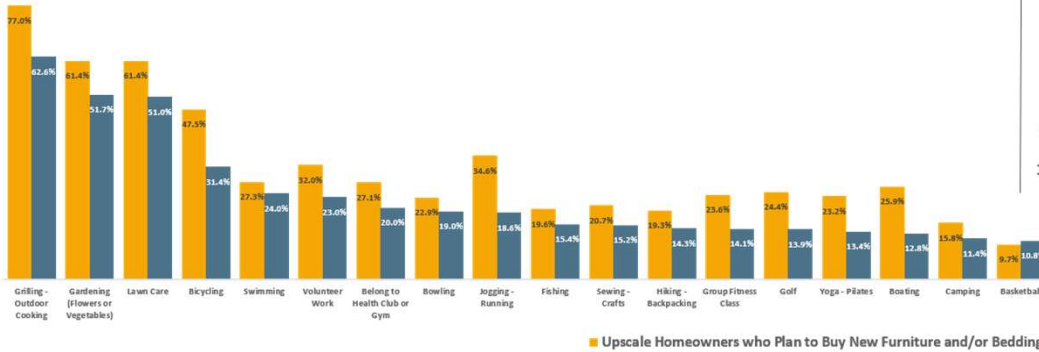
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



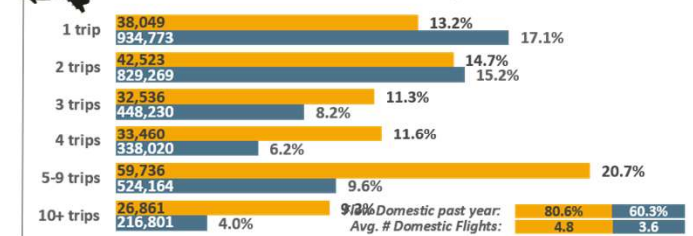
Political Activity: Adults 35 or older



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



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

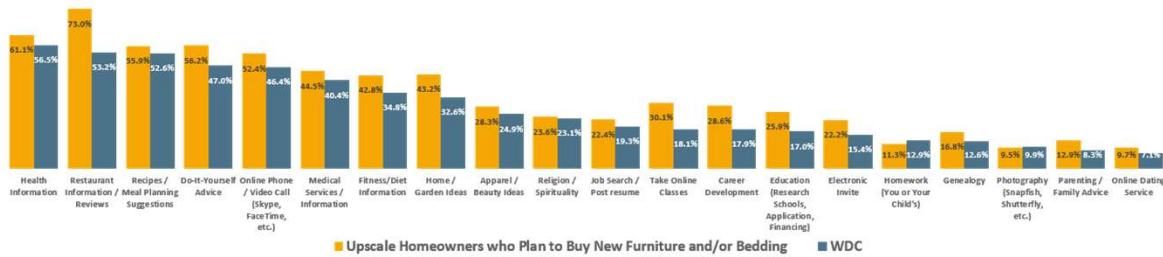




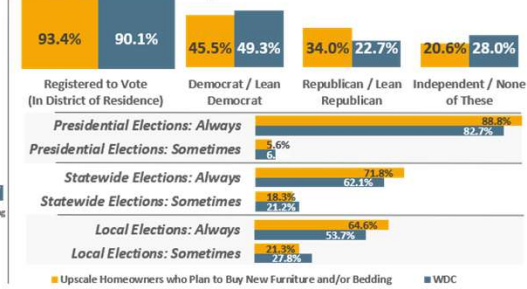
5.8% or 240,857 of WDC DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 19.5% more likely to look up D-I-Y advice online, 20.2% more likely to always vote in local elections, 41.2% more likely to belong to a gym, 17.1% more likely to fly do



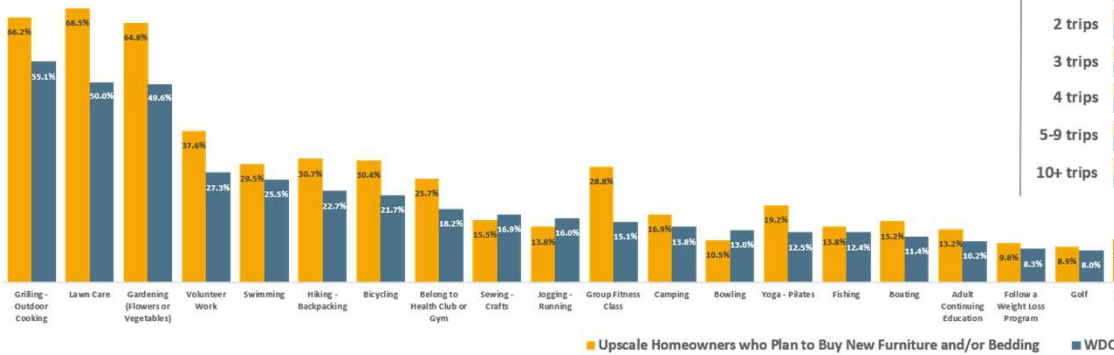
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



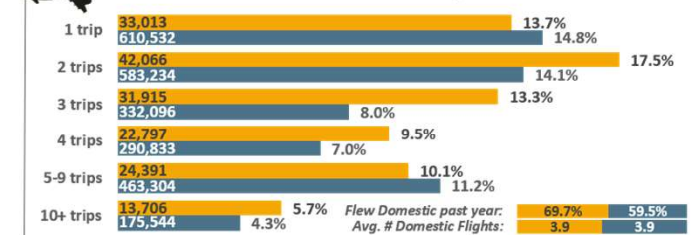
Political Activity: Adults 35 or older



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



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

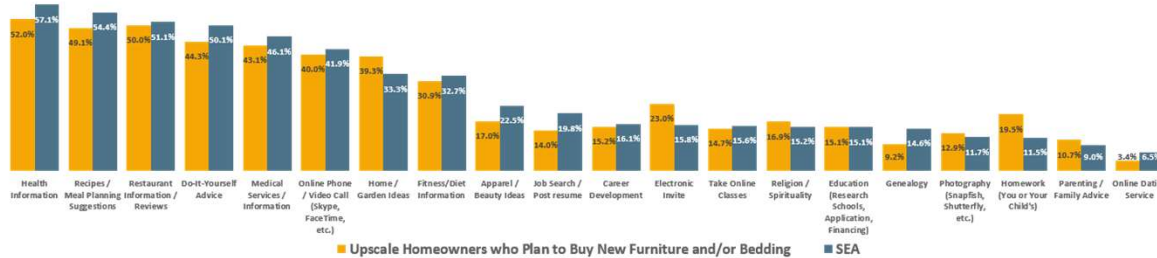




6.5% or 210,799 of SEA DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 11.6% less likely to look up D-I-Y advice online, 20.% more likely to always vote in local elections, 38.2% more likely to belong to a gym, 25.4% more likely to fly dom

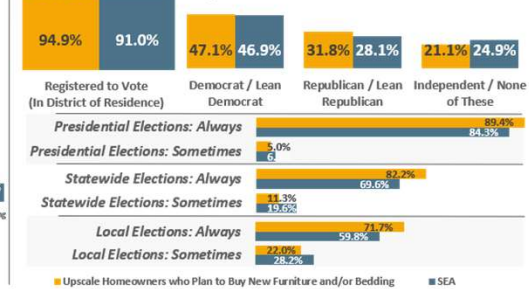


Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



Upscale Homeowners who Plan to Buy New Furniture and/or Bedding SEA

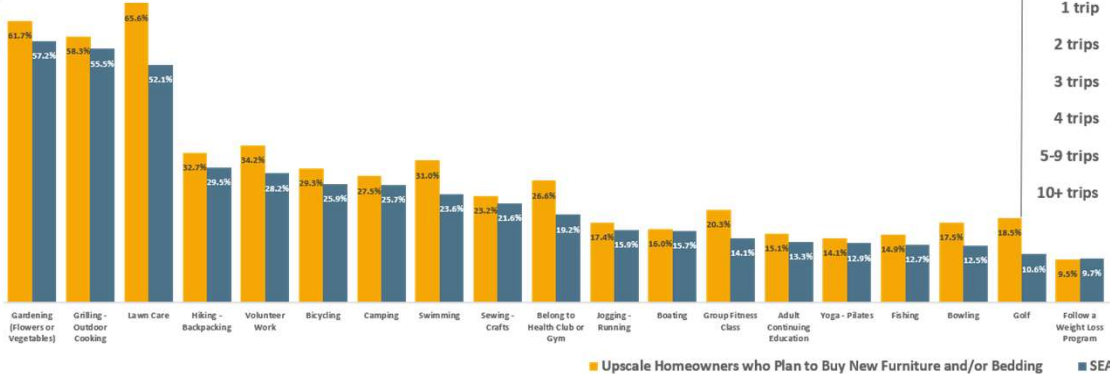
Political Activity: Adults 35 or older



Upscale Homeowners who Plan to Buy New Furniture and/or Bedding SEA



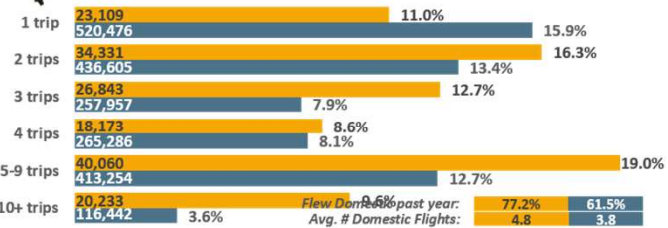
Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



Upscale Homeowners who Plan to Buy New Furniture and/or Bedding SEA



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



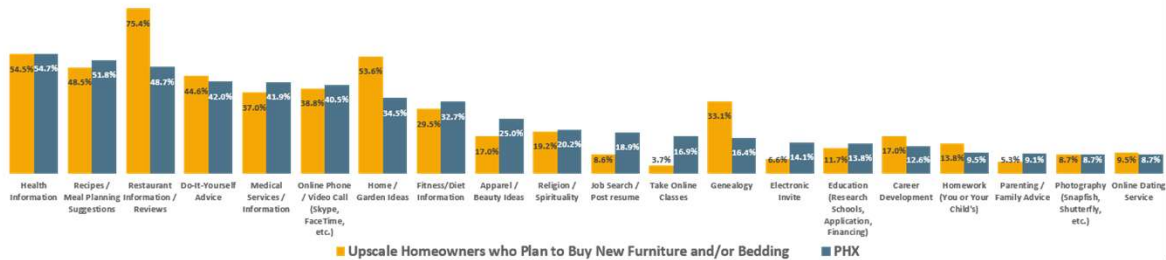
Flew Domestic last year: 77.2% (Upscale) vs 61.5% (SEA)
Avg. # Domestic Flights: 4.8 (Upscale) vs 3.8 (SEA)



6.5% or 222,282 of PHX DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 6.1% more likely to look up D-I-Y advice online, 4.2% less likely to always vote in local elections, 8.8% less likely to belong to a gym, 20.4% more likely to fly domes



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

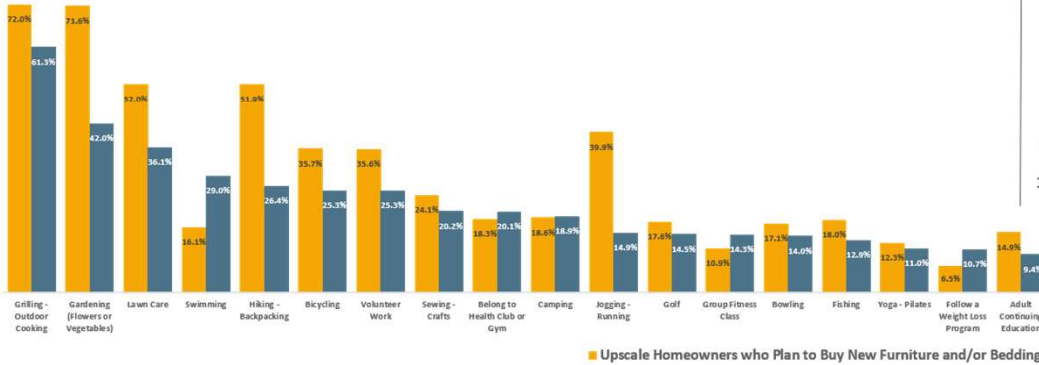


Upscale Homeowners who Plan to Buy New Furniture and/or Bedding

PHX



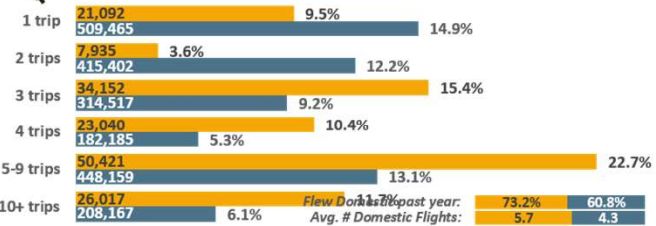
Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



Upscale Homeowners who Plan to Buy New Furniture and/or Bedding



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

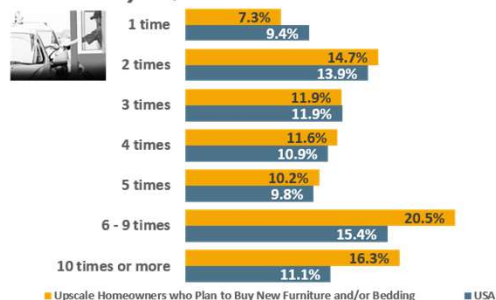


Flew Domestic last year: 73.2% vs 60.8%
Avg. # Domestic Flights: 5.7 vs 4.3



5.6% or 11,057,646 of USA DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 12.4% more likely to use QSRs past mo., 17.6% more likely to use Sit-Down Restaurants past mo., 6.5% more likely to use Casinos past yr., 37.9% less likely to smoke cig

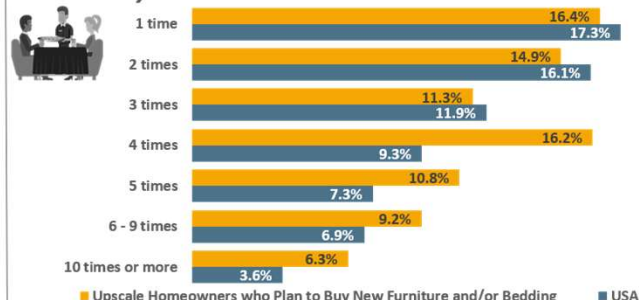
Past 30-days QSR Users: Adults 35 or older



Total Monthly QSR Users: 92.5%
Avg. Monthly QSR Meals: 6.1

Category	Upscale Homeowners who Plan to Buy New Furniture and/or Bedding	USA
Total Monthly QSR Users	10,228,810	161,710,087
Avg. Monthly QSR Meals	6.1	5.4

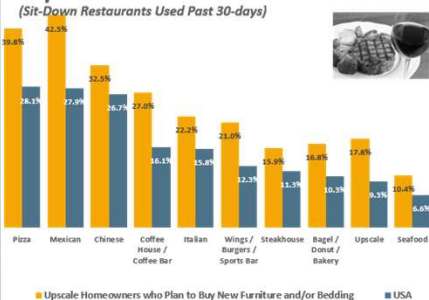
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



Total Monthly Sit-Down Restaurant Users: 85.1%
Avg. Monthly Sit-Down Restaurant Meals: 4.3

Category	Upscale Homeowners who Plan to Buy New Furniture and/or Bedding	USA
Total Monthly Sit-Down Restaurant Users	9,408,623	142,089,686
Avg. Monthly Sit-Down Restaurant Meals	4.3	3.7

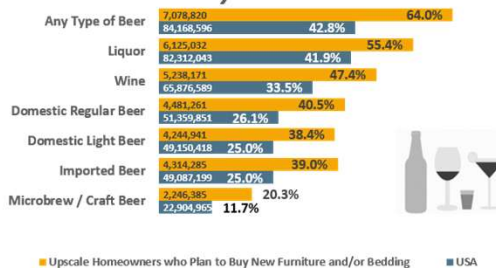
Top-10 Cuisines: Adults 35 or older



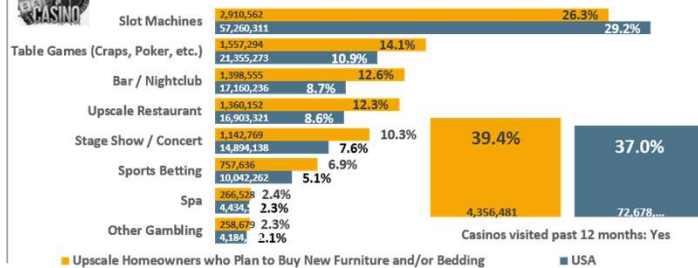
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 Upscale Homeowners who Plan to Buy New Furniture... 23.5%

Category	Upscale Homeowners who Plan to Buy New Furniture and/or Bedding	USA
Used Restaurant Delivery Service	2,594,088	30,567,661
Percentage	23.5%	15.6%

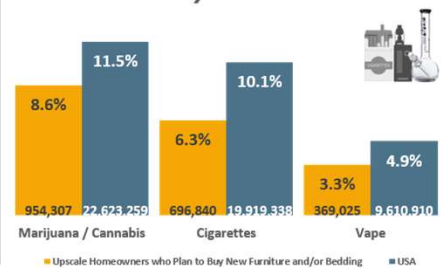
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older



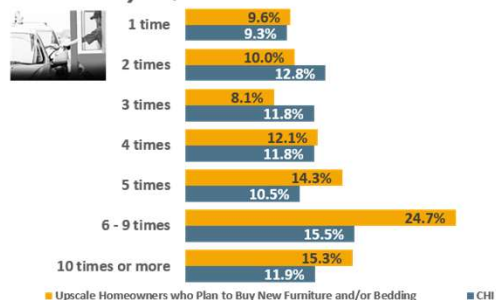
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230
 All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

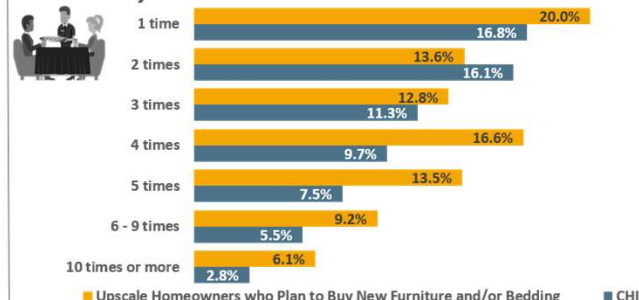


5.3% or 289,163 of CHI DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture and/or...
 Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 12.8% more likely to use QSRs past mo., 32.1% more likely to use Sit-Down Restaurants past mo., 2.3% less likely to use Casinos past yr., 41.2% less likely to smoke cig

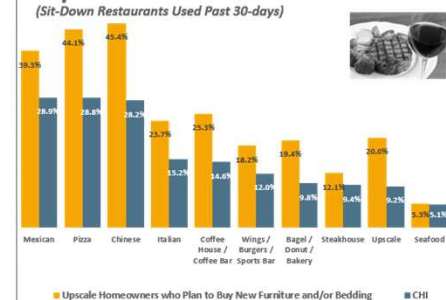
Past 30-days QSR Users: Adults 35 or older



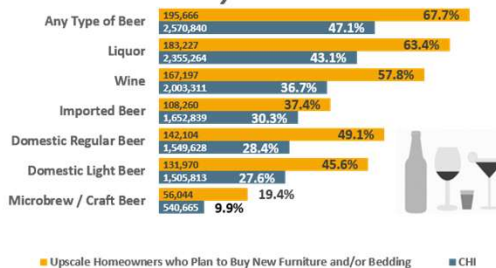
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



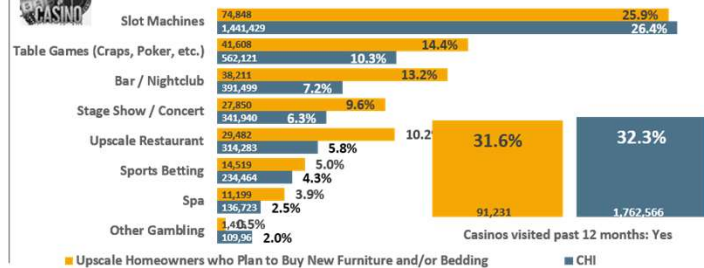
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



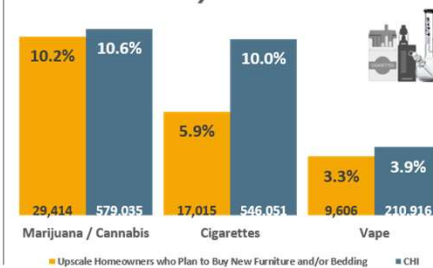
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older



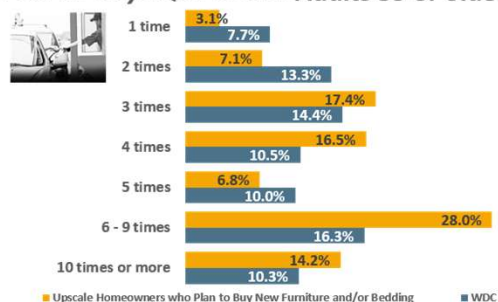
CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 187
 All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

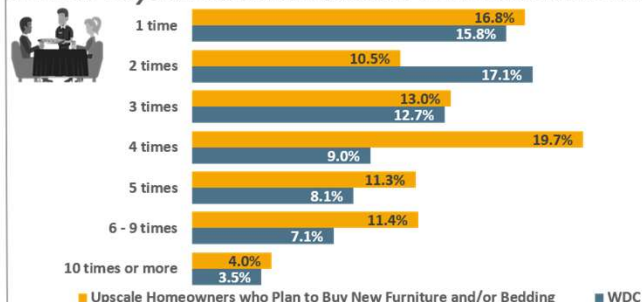


5.8% or 240,857 of WDC DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture and/or... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 12.5% more likely to use QSRs past mo., 18.1% more likely to use Sit-Down Restaurants past mo., 31.2% more likely to use Casinos past yr., 9.5% less likely to smoke cig

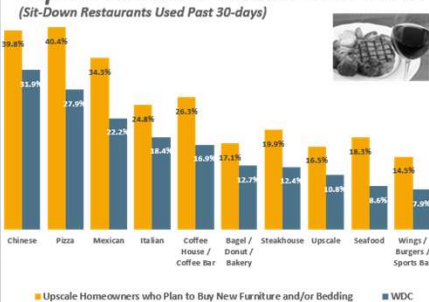
Past 30-days QSR Users: Adults 35 or older



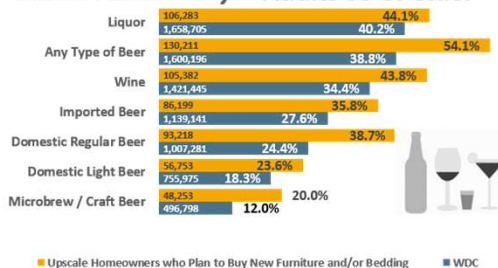
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



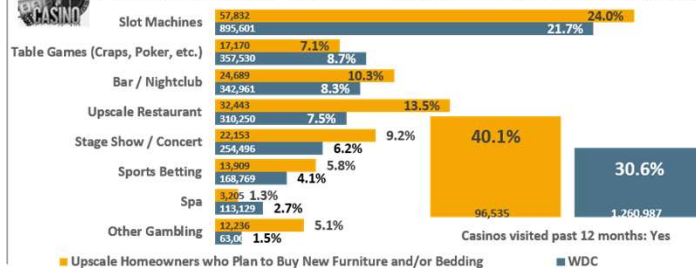
Top-10 Cuisines: Adults 35 or older



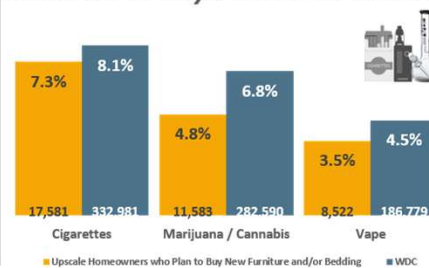
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



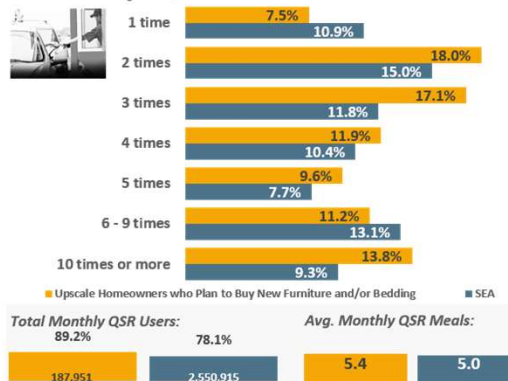
Used Past 30-days: Adults 35 or older



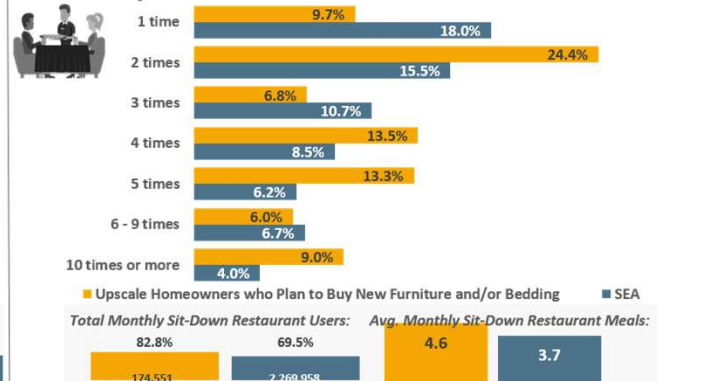


6.5% or 210,799 of SEA DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture and/or...
 Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 14.1% more likely to use QSRs past mo., 19.1% more likely to use Sit-Down Restaurants past mo., 15.4% more likely to use Casinos past yr., 35.2% less likely to smoke ci

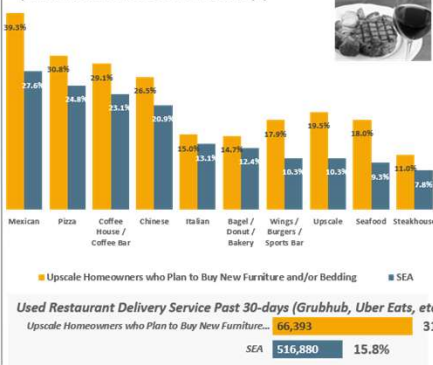
Past 30-days QSR Users: Adults 35 or older



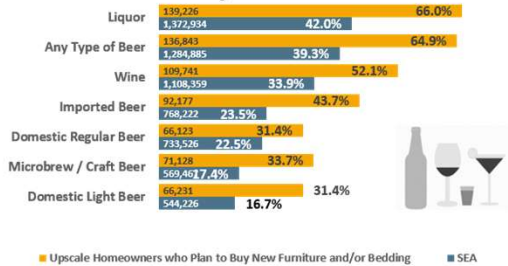
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



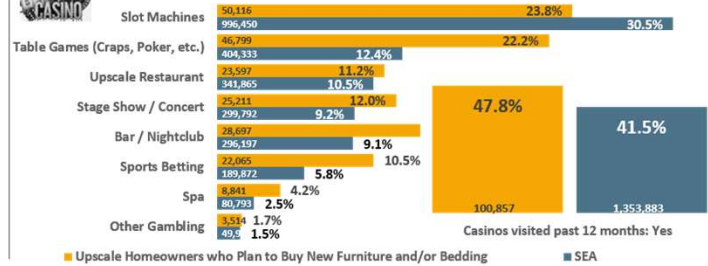
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



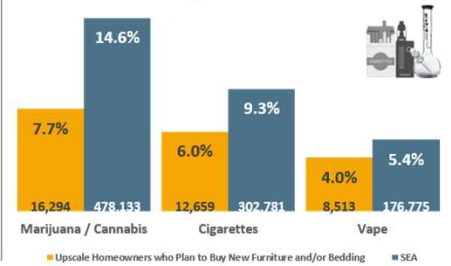
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



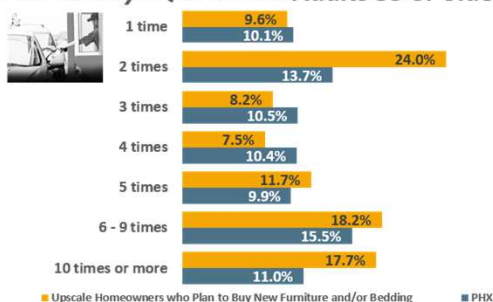
Used Past 30-days: Adults 35 or older



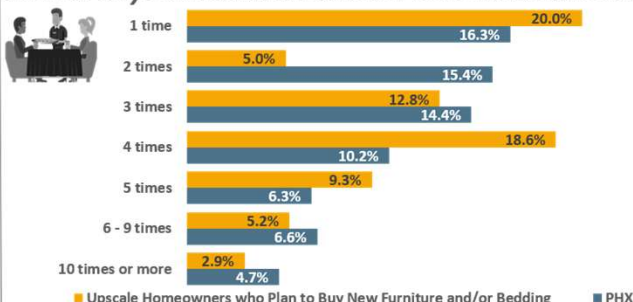


6.5% or 222,282 of PHX DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture and/or... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 19.4% more likely to use QSRs past mo., .1% less likely to use Sit-Down Restaurants past mo., 26.5% less likely to use Casinos past yr., 11.7% more likely to smoke ciga

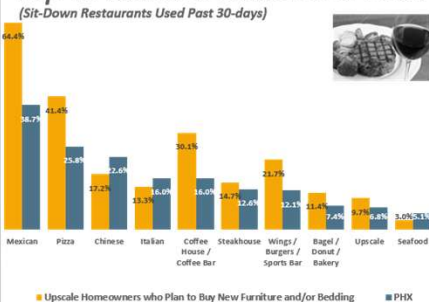
Past 30-days QSR Users: Adults 35 or older



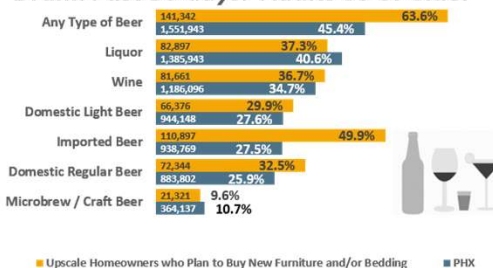
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



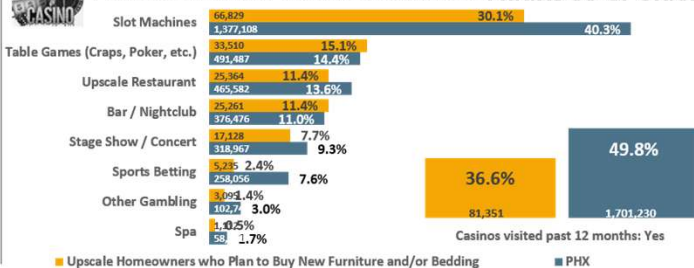
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



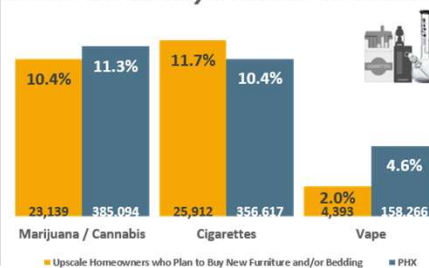
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older

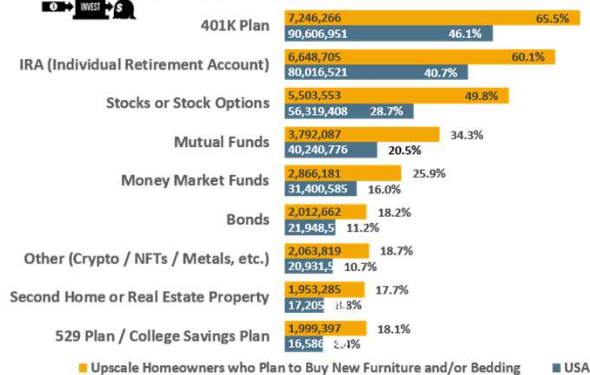




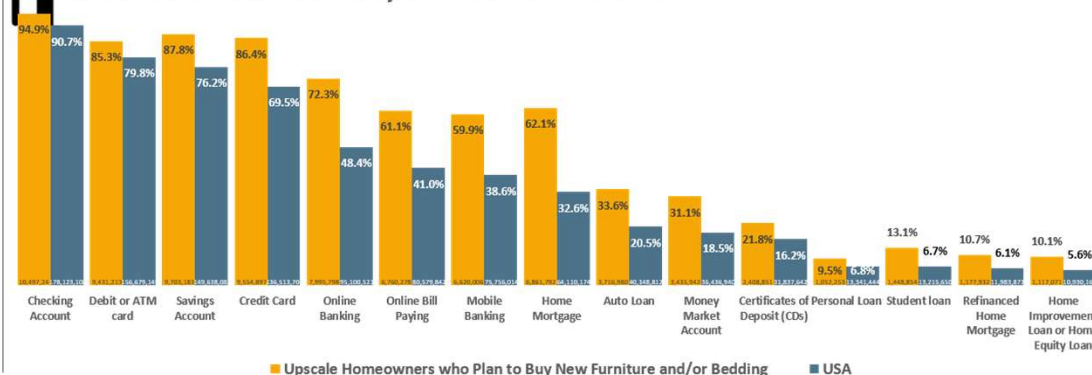
5.6% or 11,057,646 of USA DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 42.1% more likely to have a 401K, 63.6% more likely to have an Auto Loan, 78.5% more likely to Invest/Trade Stocks Online, 2.3% more likely to pay with their Debit Card



Investments Owned: Adults 35 or older



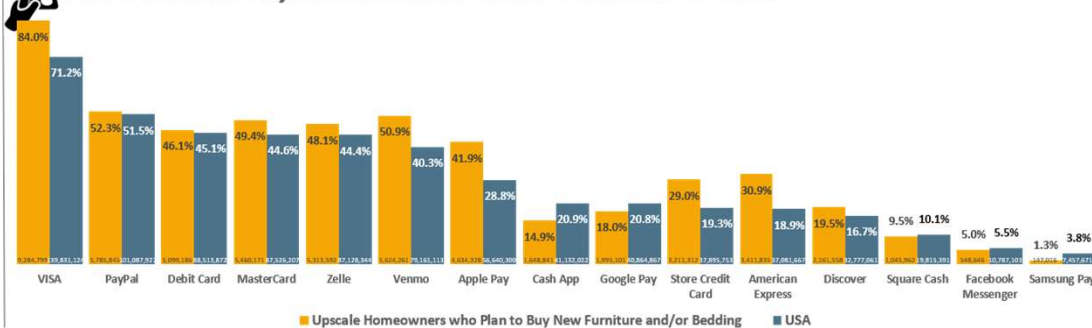
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress))]



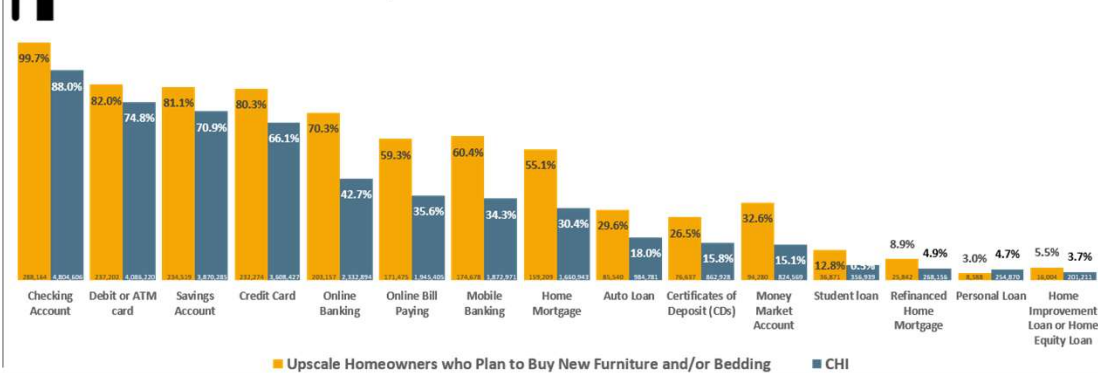
5.3% or 289,163 of CHI DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 59.7% more likely to have a 401K, 64.% more likely to have an Auto Loan, 118.3% more likely to Invest/Trade Stocks Online, 14.6% less likely to pay with their Debit Car



Investments Owned: Adults 35 or older



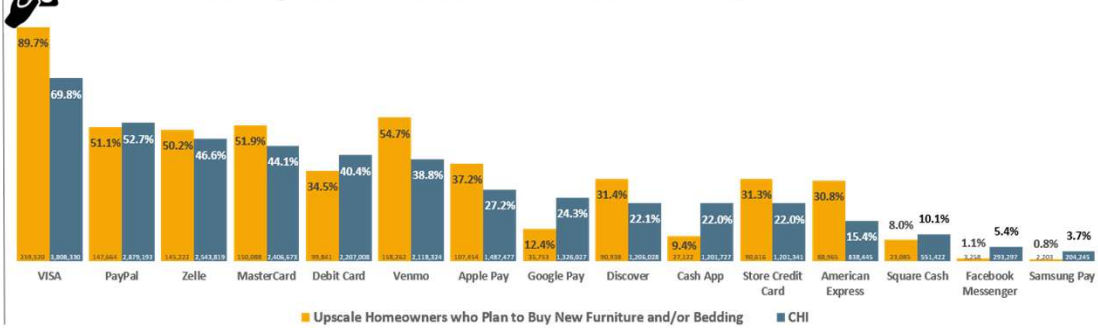
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 187
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

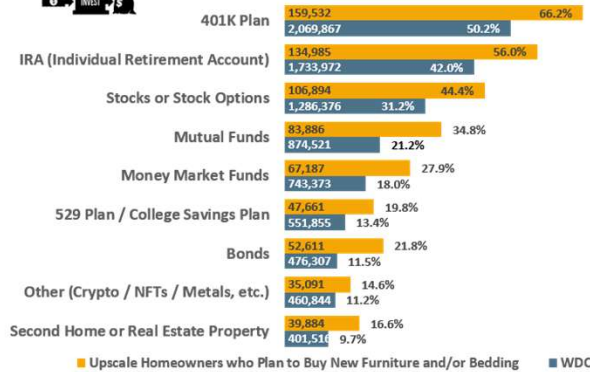
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



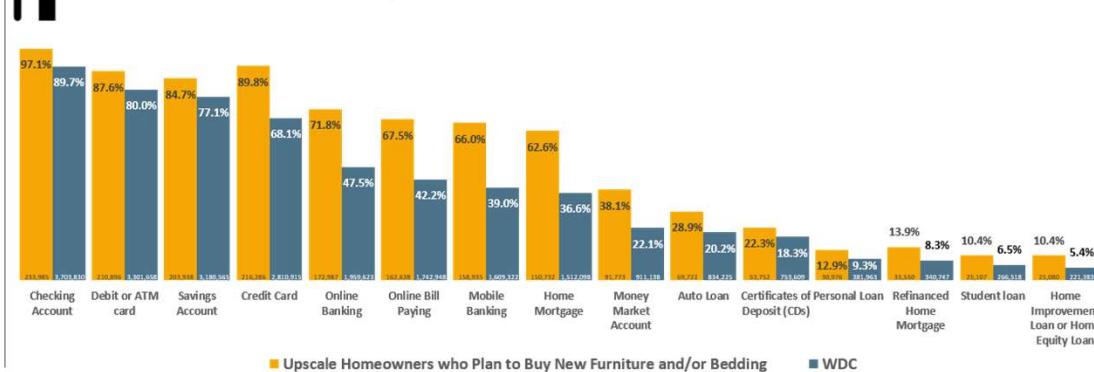
5.8% or 240,857 of WDC DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 32.1% more likely to have a 401K, 43.2% more likely to have an Auto Loan, 30.3% more likely to Invest/Trade Stocks Online, 16.9% more likely to pay with their Debit Car



Investments Owned: Adults 35 or older



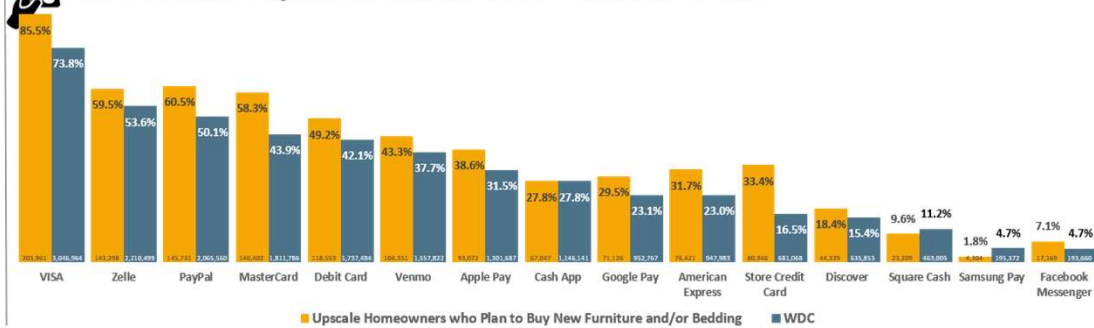
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 341
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



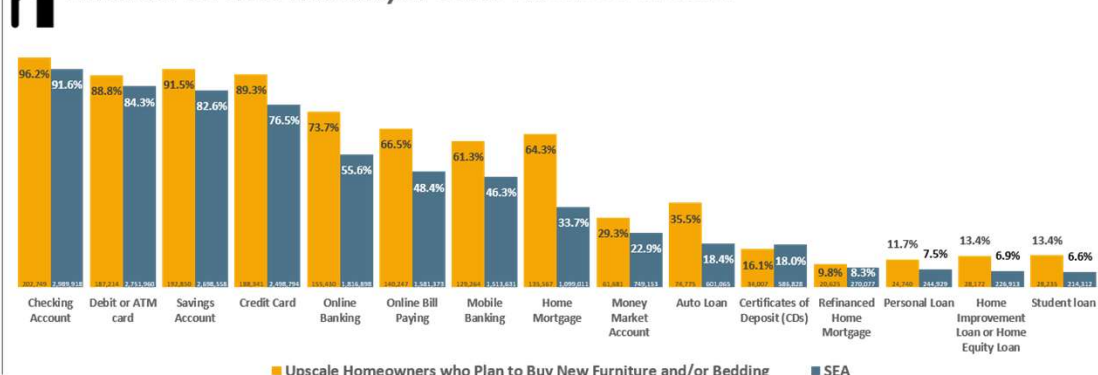
6.5% or 210,799 of SEA DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 37.% more likely to have a 401K, 92.7% more likely to have an Auto Loan, 72.6% more likely to Invest/Trade Stocks Online, .9% more likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



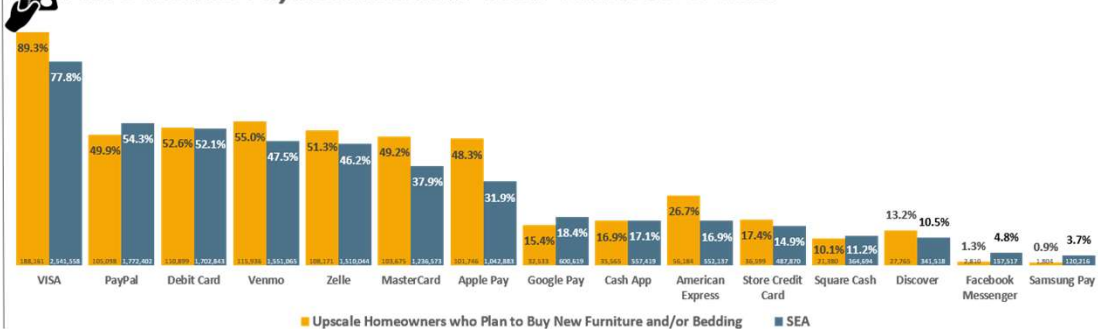
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 222
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

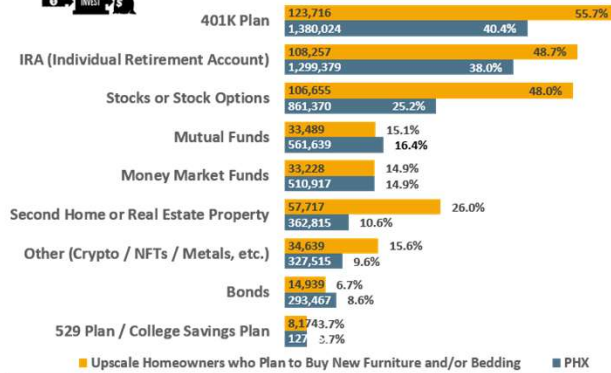
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



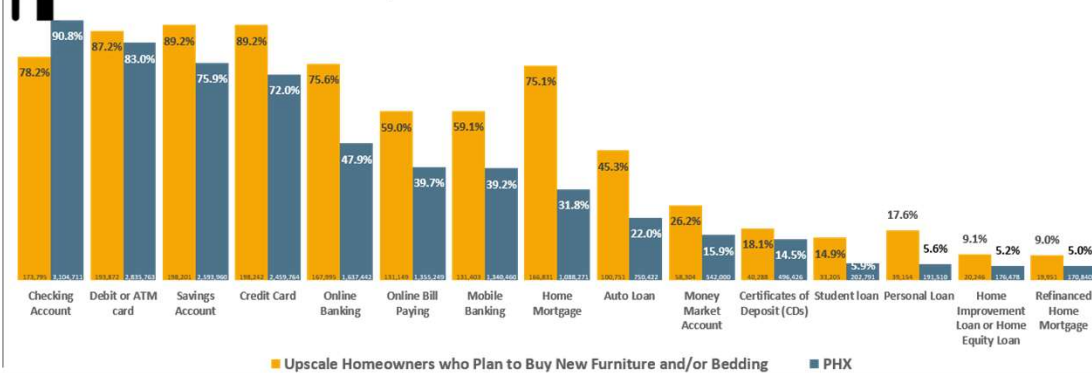
6.5% or 222,282 of PHX DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 37.8% more likely to have a 401K, 106.4% more likely to have an Auto Loan, 103.% more likely to Invest/Trade Stocks Online, 39.9% more likely to pay with their Debit Ca



Investments Owned: Adults 35 or older



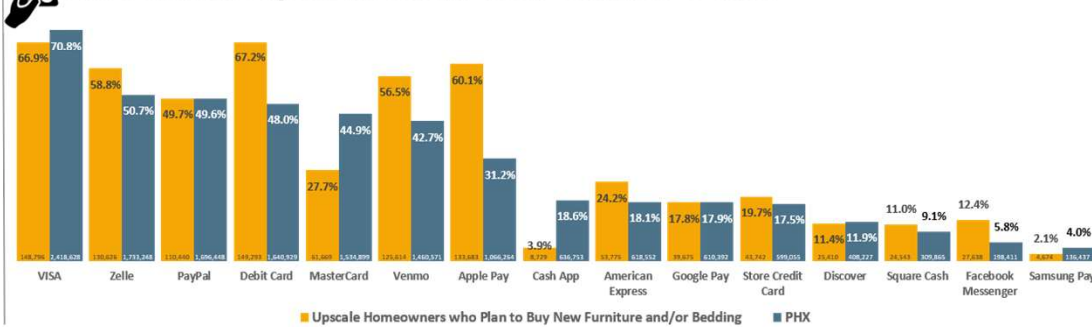
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

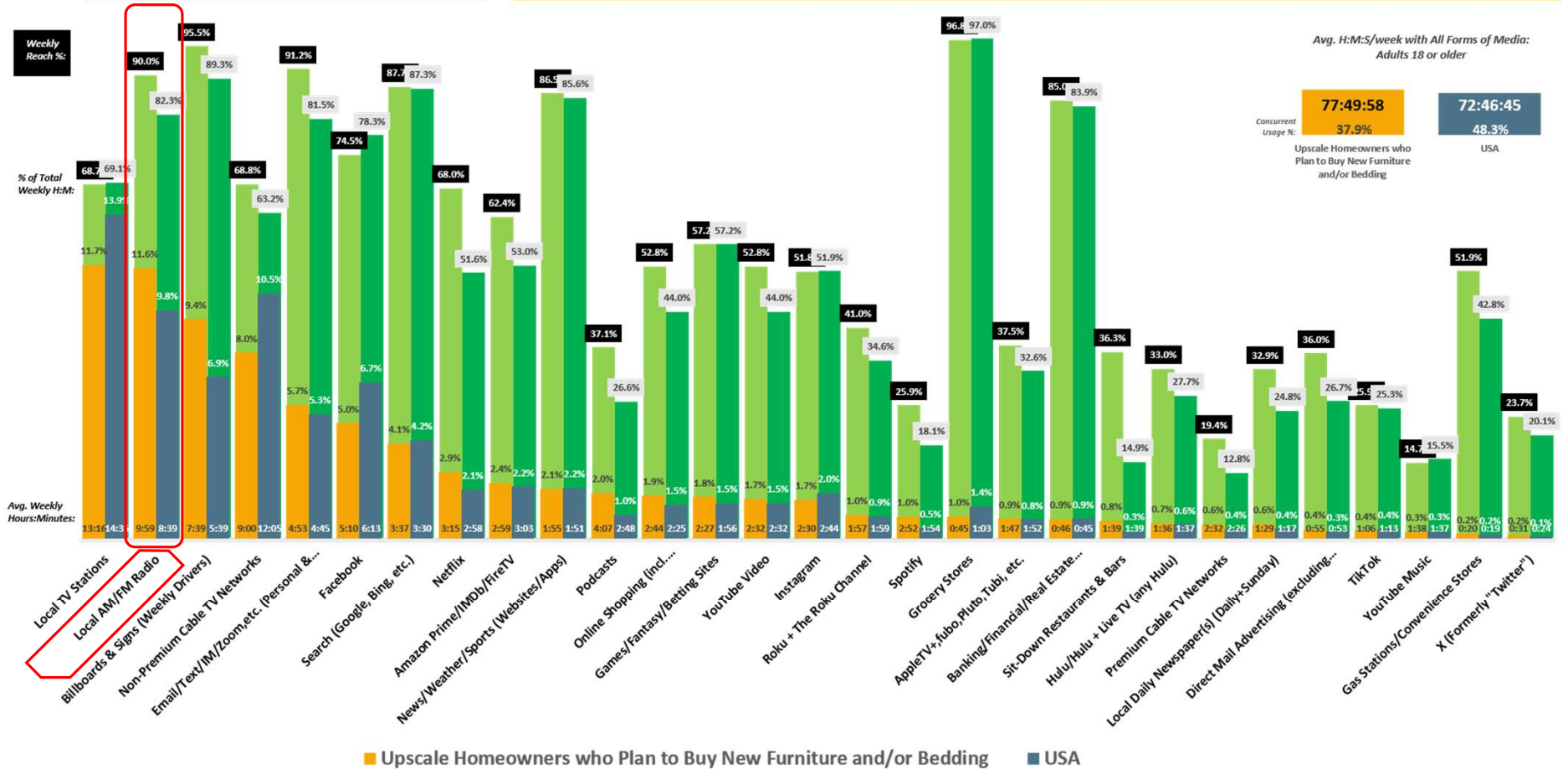


PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 99
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

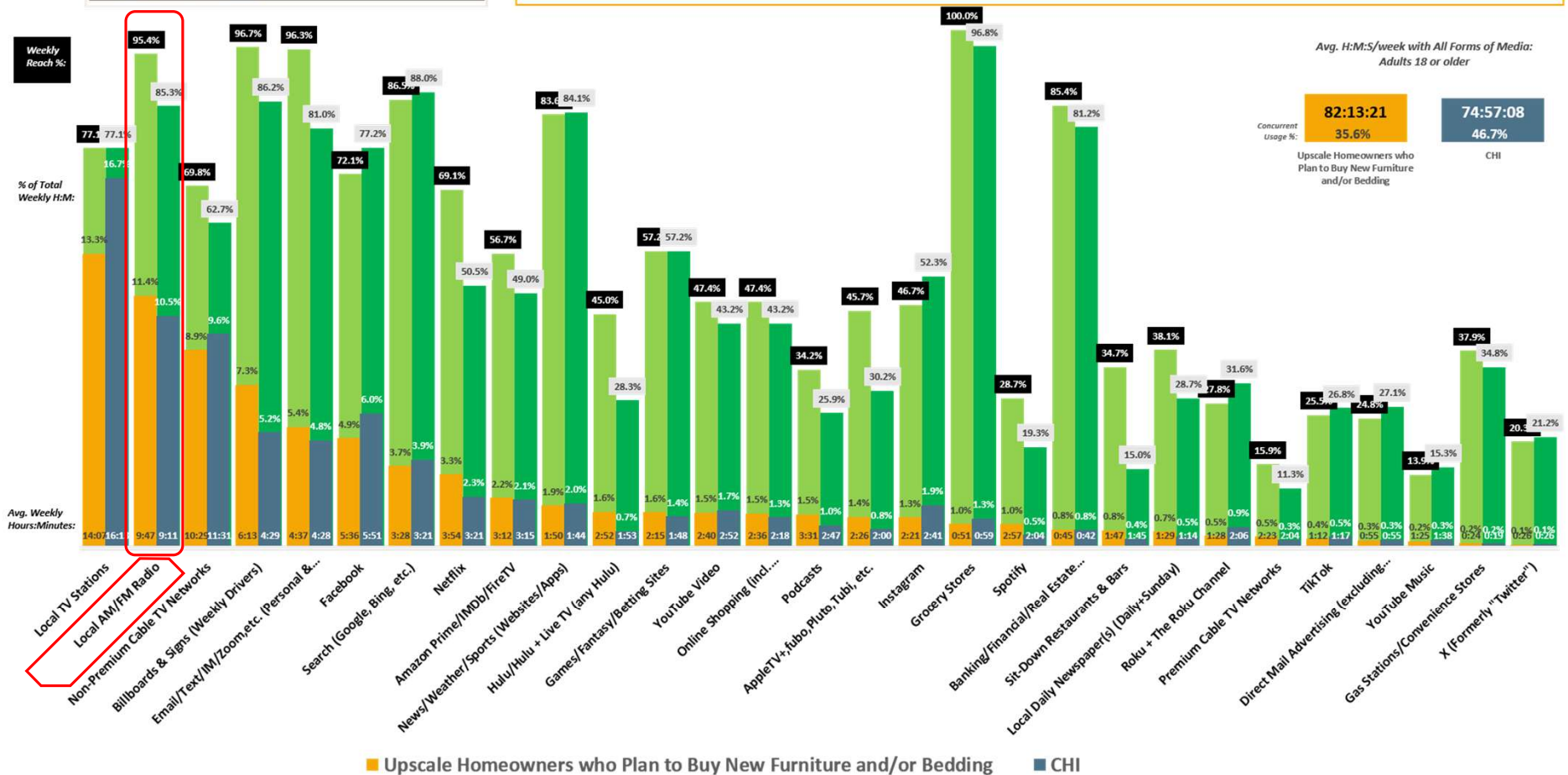


Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 3 days, 5 hours, 49 minutes and 58 seconds each week with All Forms of Media.
90.0% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an avg. of 9 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 11.6% of total time spent with all forms of Media.





Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 3 days, 10 hours, 13 minutes and 21 seconds each week with All Forms of Media.
 95.4% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an avg. of 9 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 11.4% of total time spent with all forms of Media.



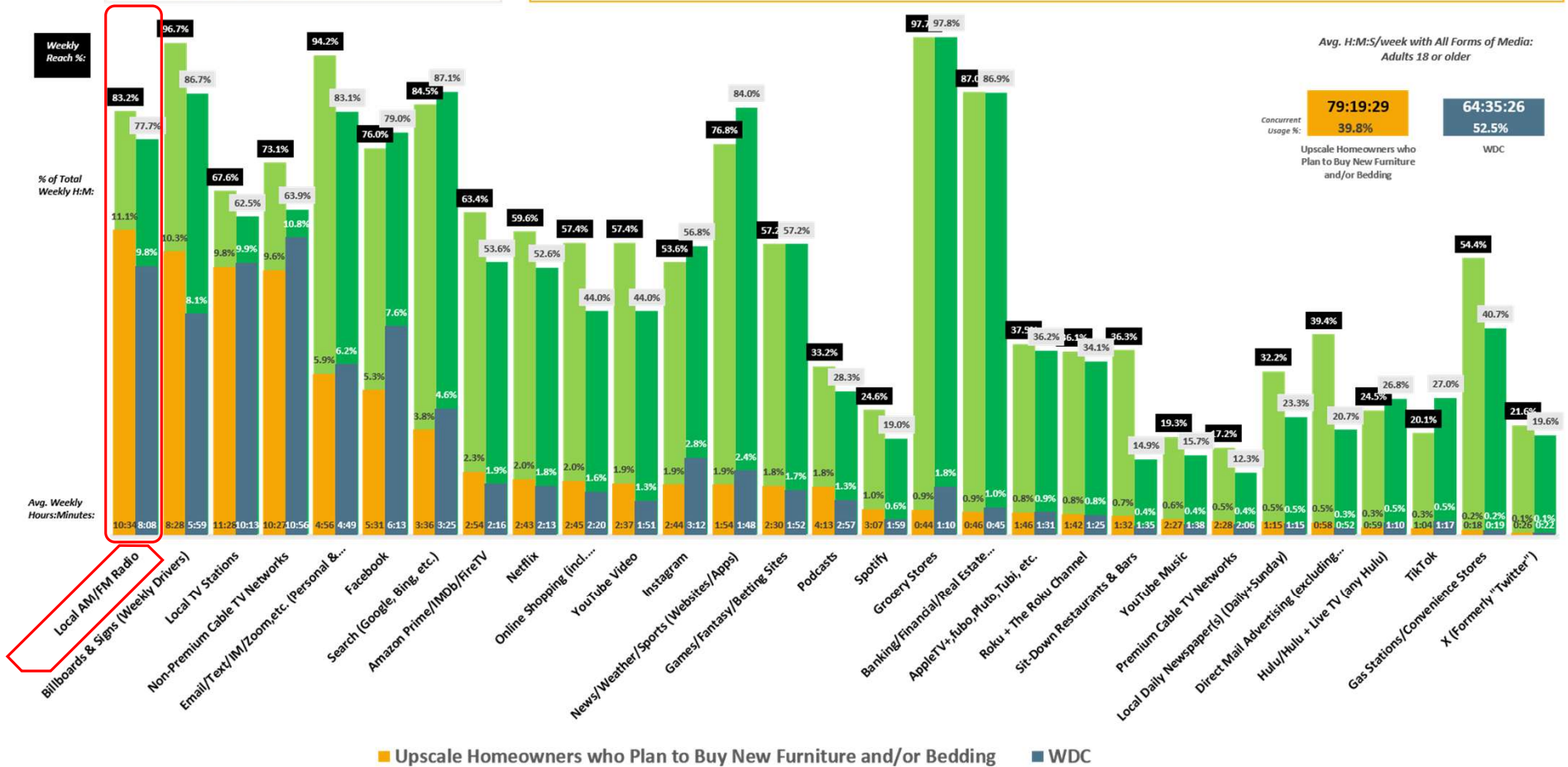
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage %:

- Upscale Homeowners who Plan to Buy New Furniture and/or Bedding: 82:13:21 (35.6%)
- CHI: 74:57:08 (46.7%)

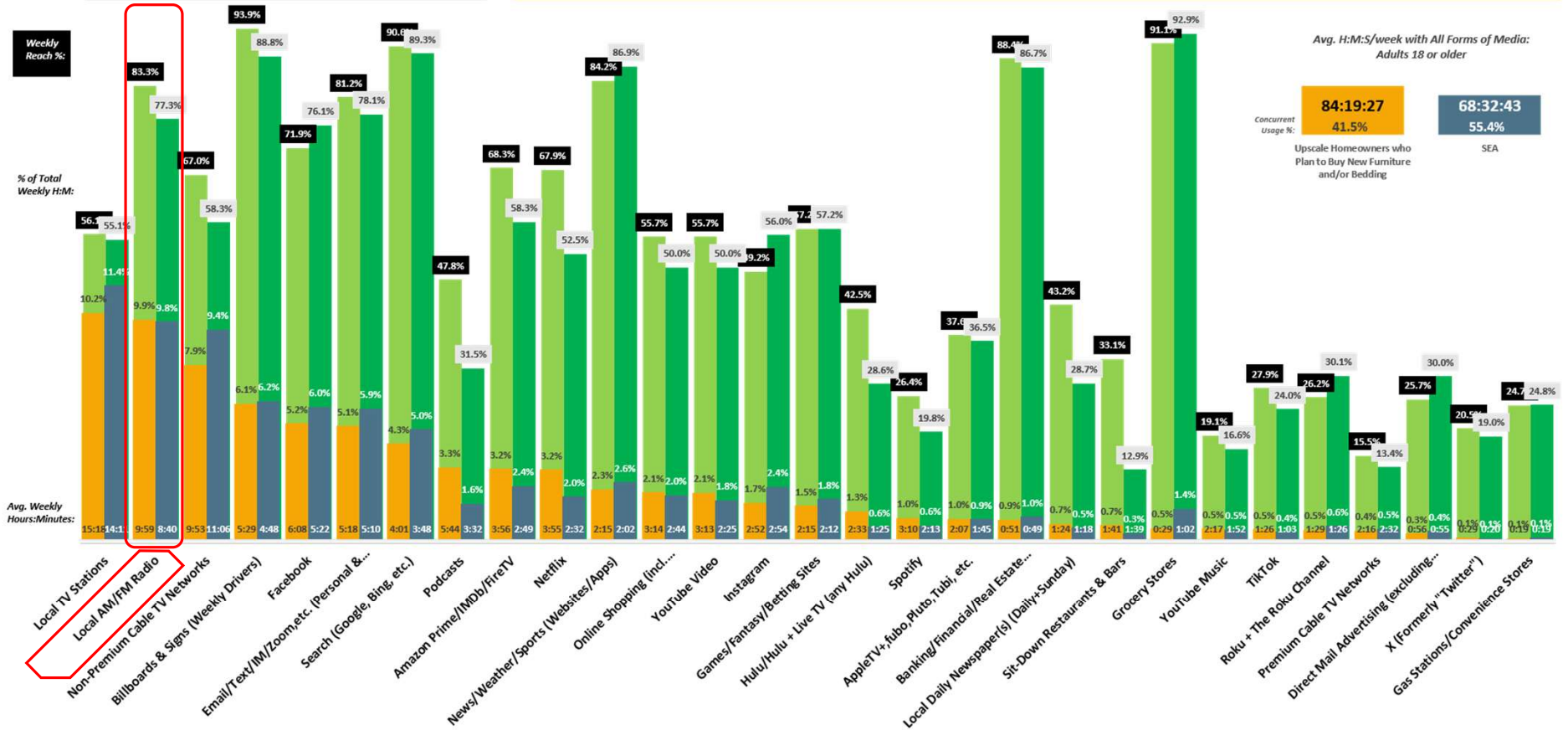


Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 3 days, 7 hours, 19 minutes and 29 seconds each week with All Forms of Media.
83.2% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an avg. of 10 hours and 34 minutes each week listening to All Local AM/FM Radio, representing 11.1% of total time spent with all forms of Media.





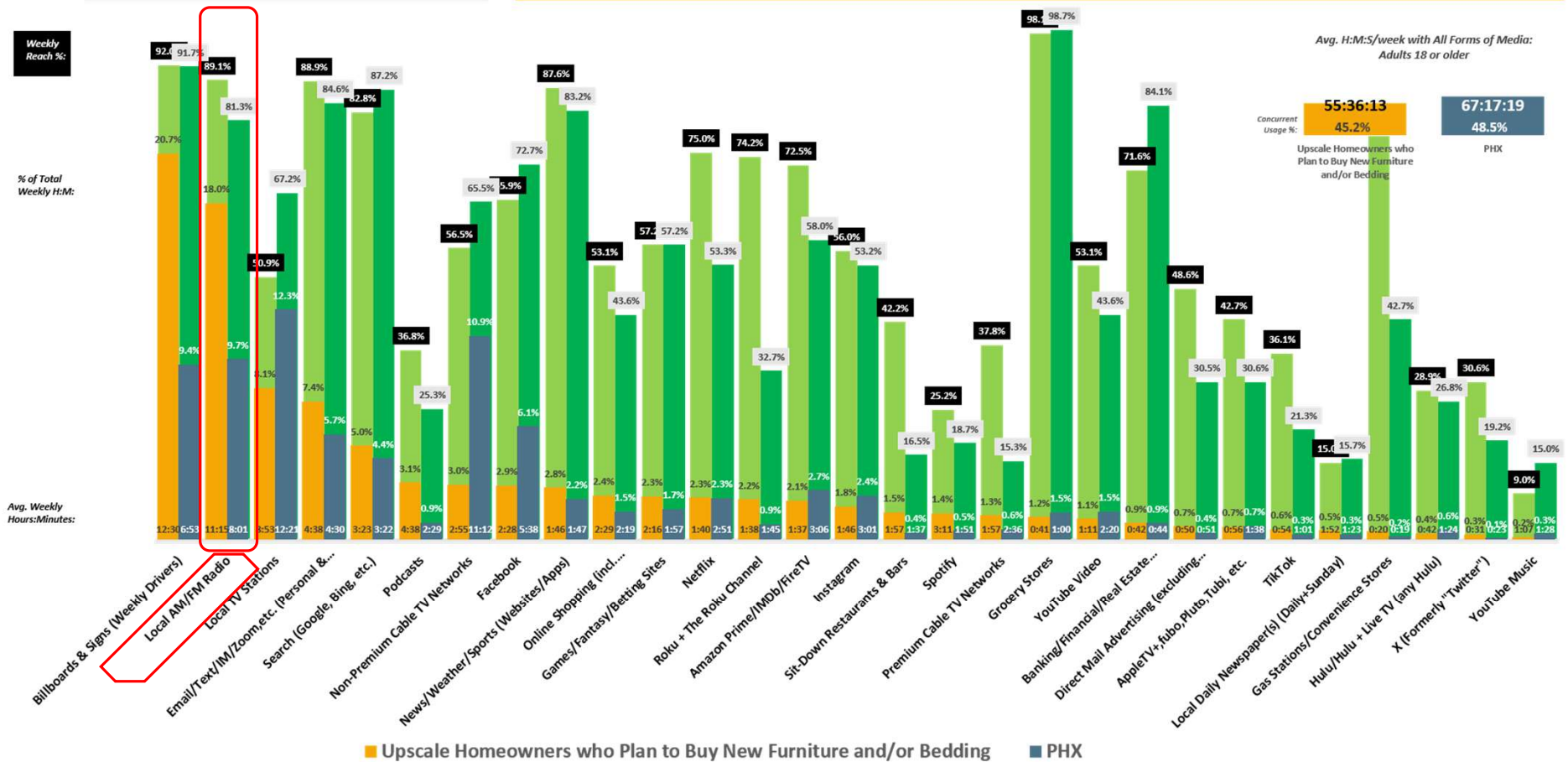
Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 3 days, 12 hours, 19 minutes and 27 seconds each week with All Forms of Media.
83.3% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an avg. of 9 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



■ Upscale Homeowners who Plan to Buy New Furniture and/or Bedding ■ SEA

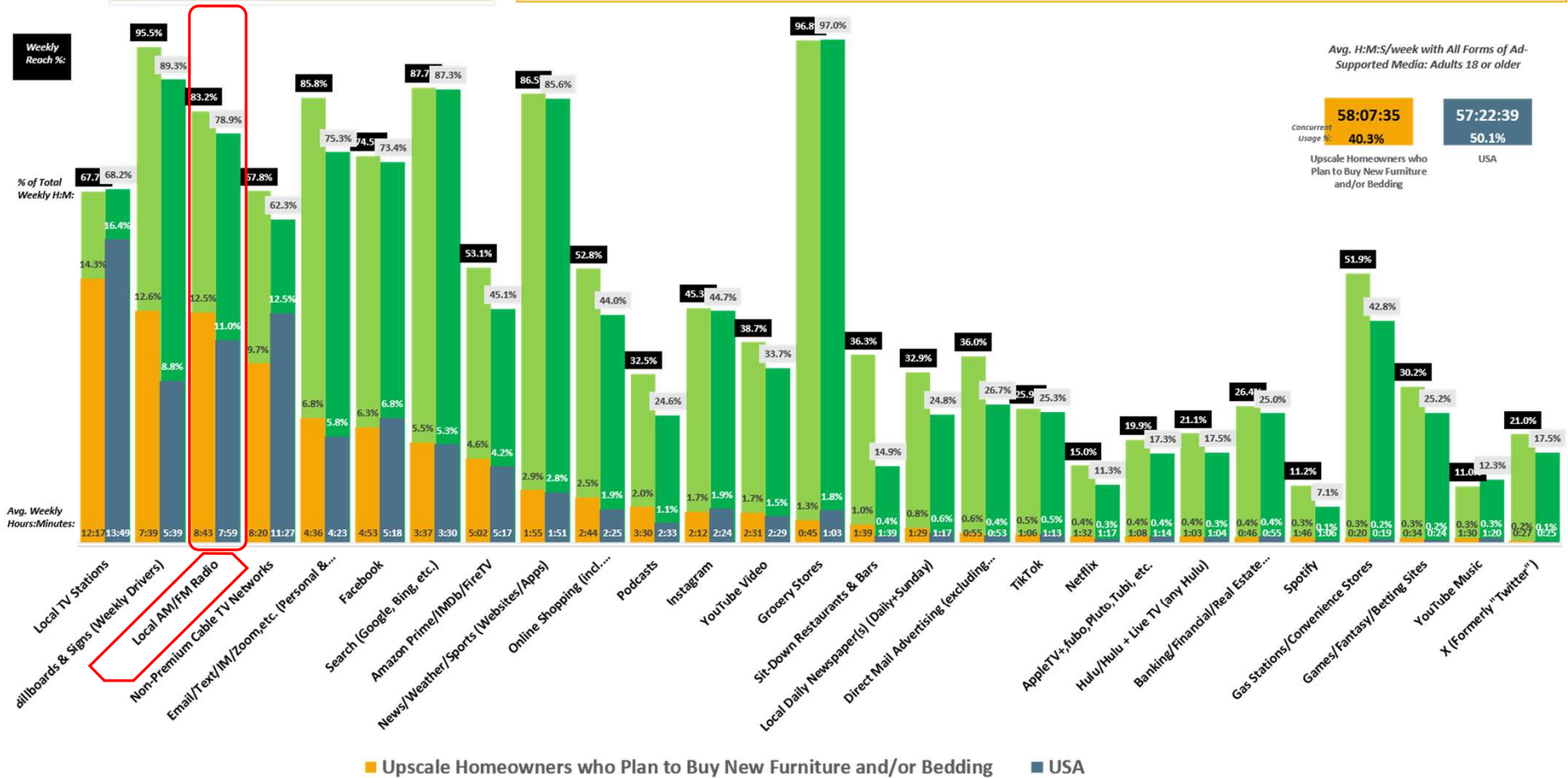


Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 2 days, 7 hours, 36 minutes and 13 seconds each week with All Forms of Media.
89.1% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an avg. of 11 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 18.0% of total time spent with all forms of Media.



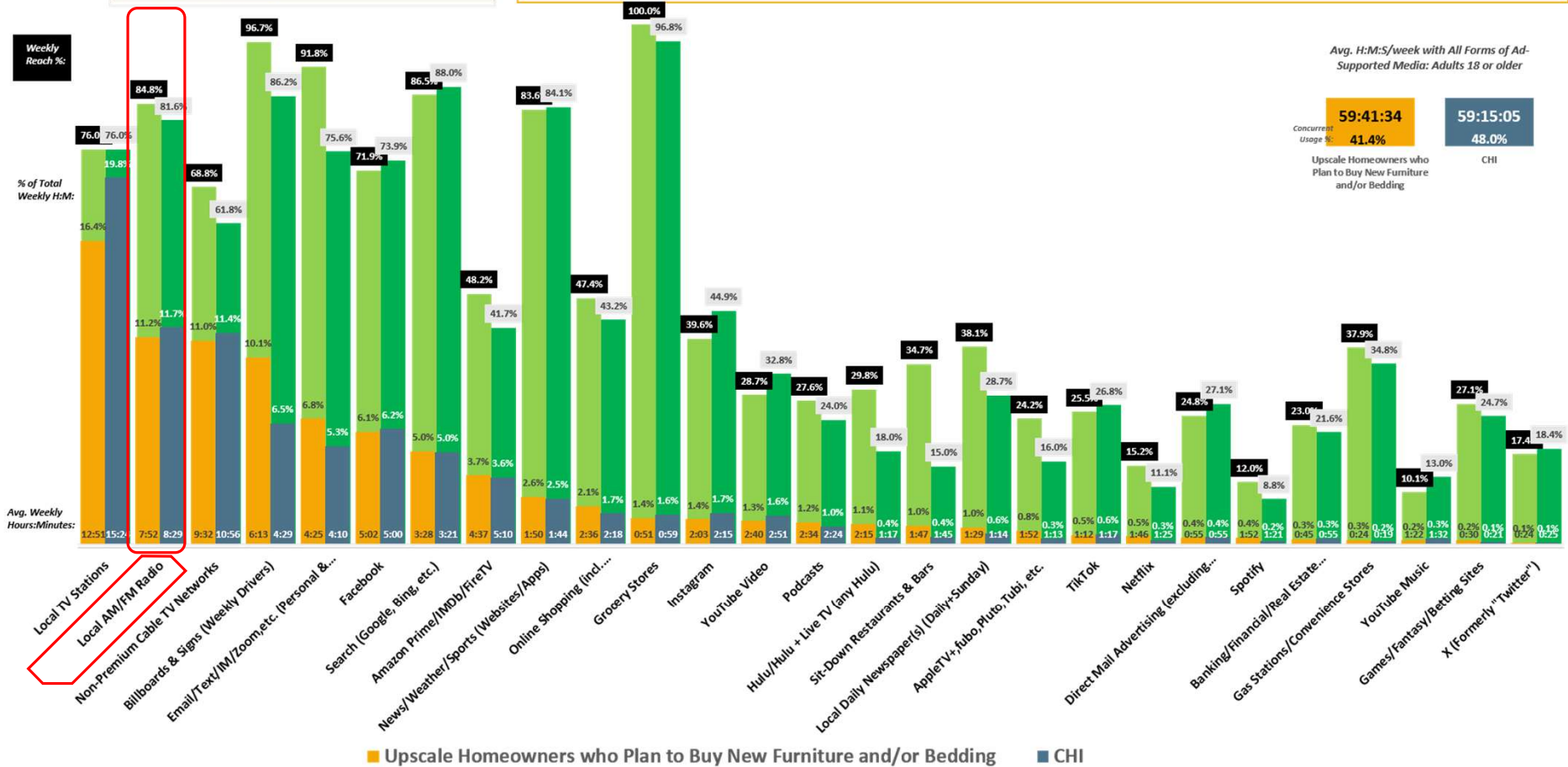


Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 2 days, 10 hours, 7 minutes and 35 seconds each week with All Forms of Ad-Supported Media.
83.2% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an avg. of 8 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.5% of total time spent with all forms of Ad-Supporte



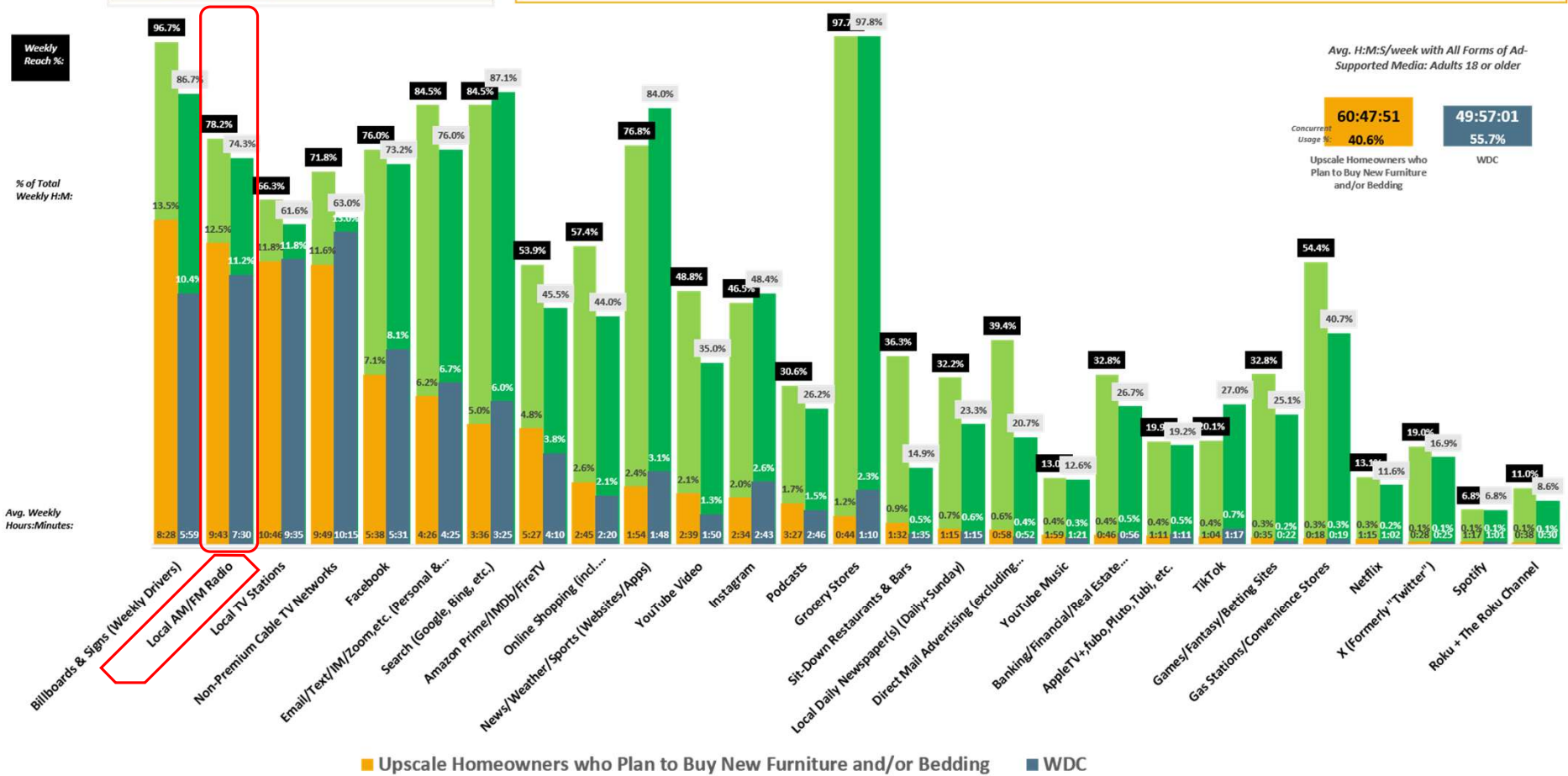


Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 2 days, 11 hours, 41 minutes and 34 seconds each week with All Forms of Ad-Supported Media.
84.8% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an avg. of 7 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supporte



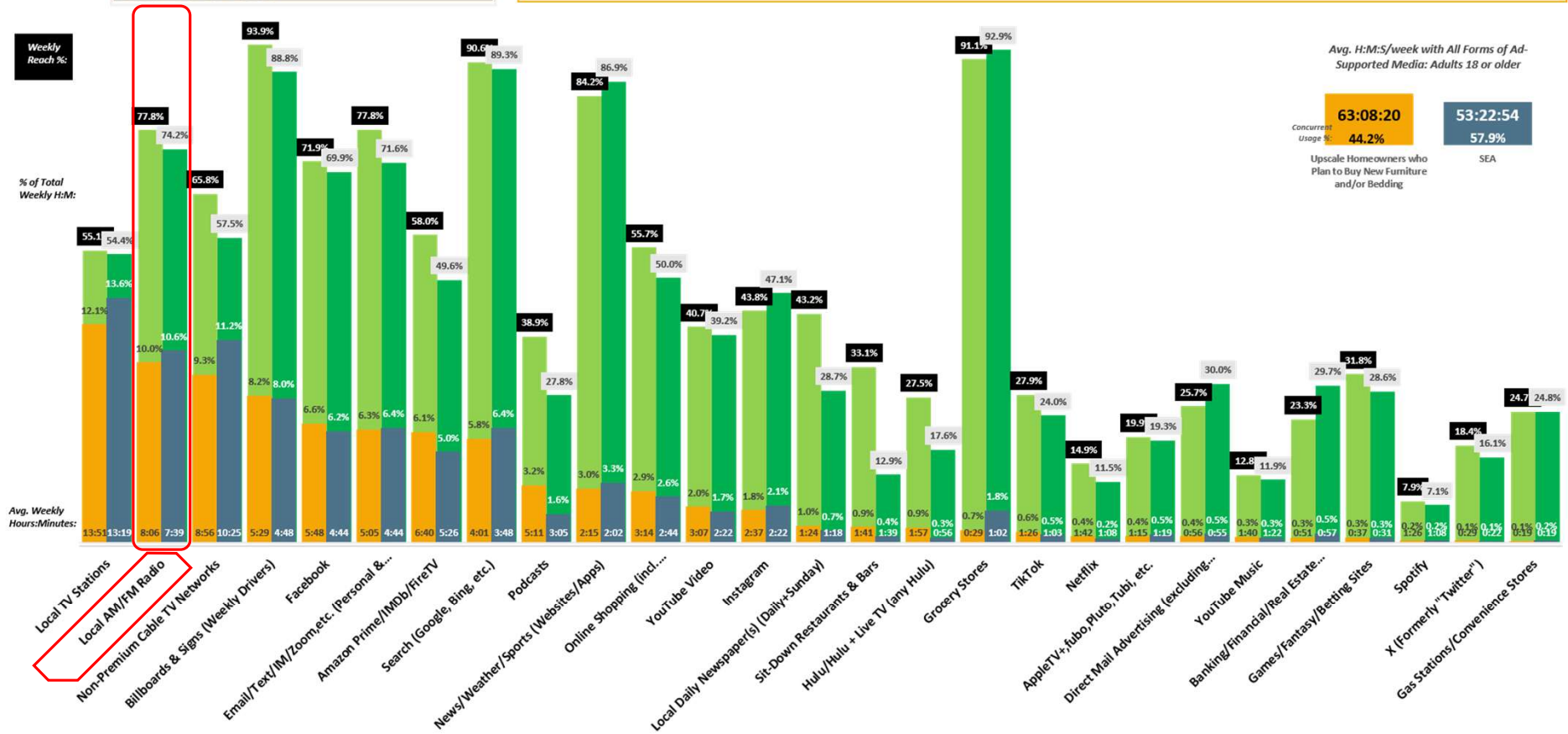


Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 2 days, 12 hours, 47 minutes and 51 seconds each week with All Forms of Ad-Supported Media.
 78.2% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an avg. of 9 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.5% of total time spent with all forms of Ad-Supporte





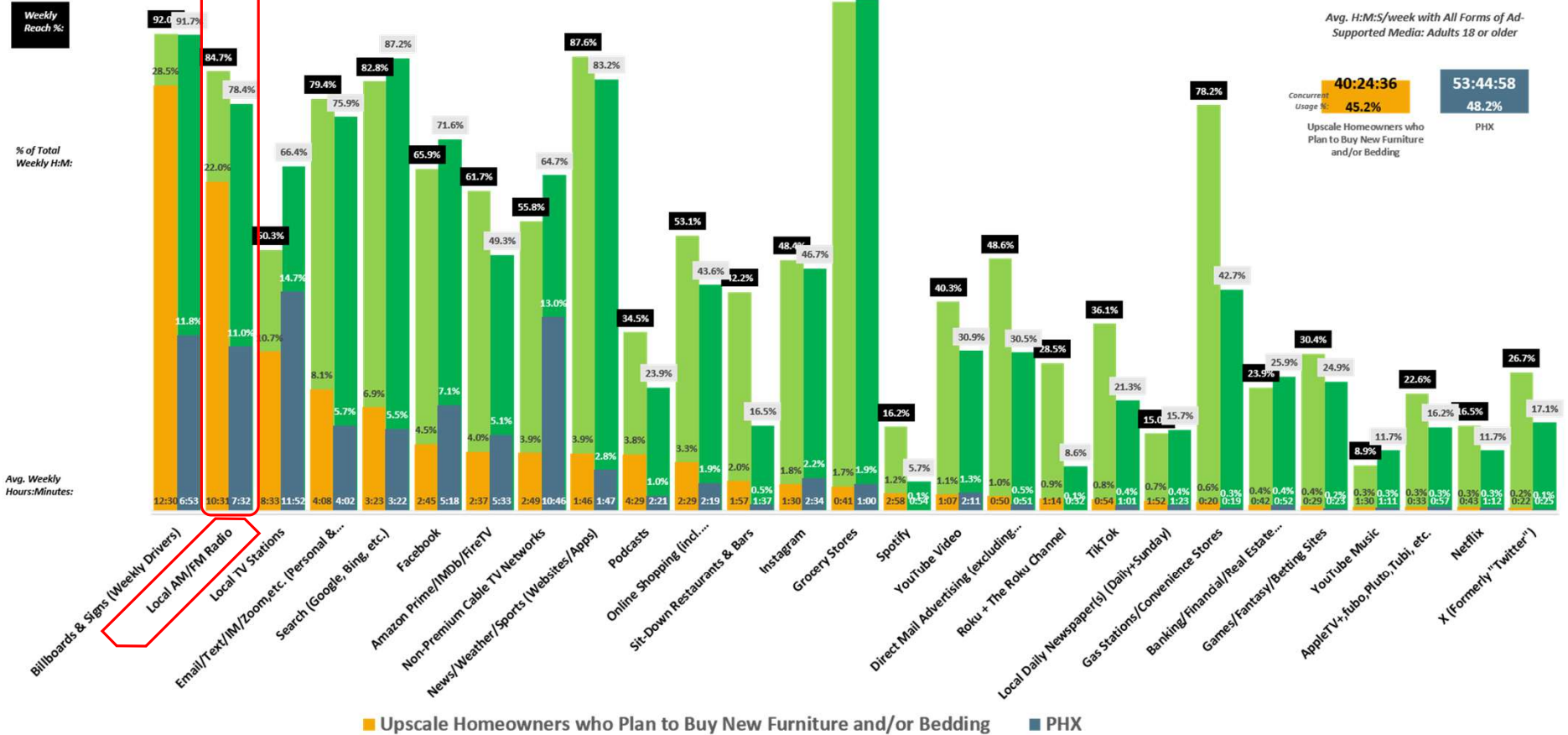
Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 2 days, 15 hours, 8 minutes and 20 seconds each week with All Forms of Ad-Supported Media.
77.8% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an avg. of 8 hours and 6 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported



■ Upscale Homeowners who Plan to Buy New Furniture and/or Bedding ■ SEA



Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 1 days, 16 hours, 24 minutes and 36 seconds each week with All Forms of Ad-Supported Media.
84.7% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an avg. of 10 hours and 31 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 22.% of total time spent with all forms of Ad-Supporte

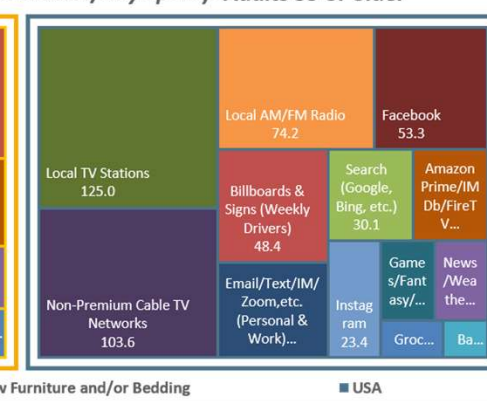
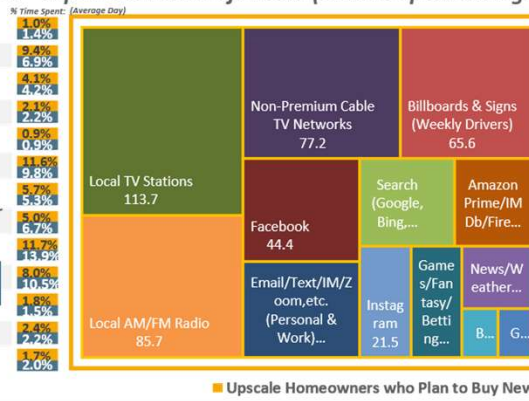
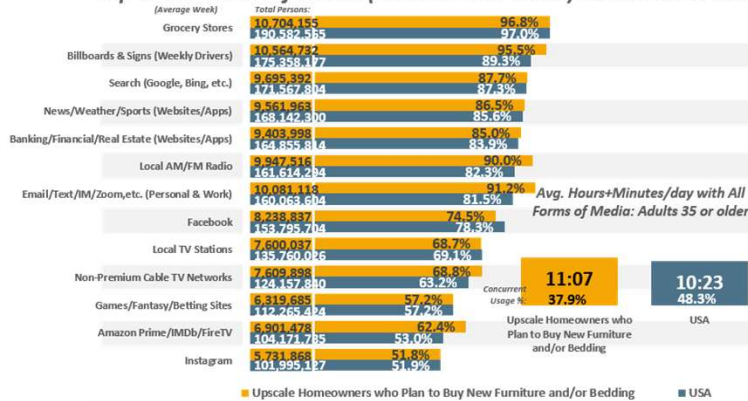




Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 8 hours and 18 minutes each day with All Forms of Ad-Supported Media. 83.2% listen to Local AM/FM Radio for an avg. of 74.8 minutes/day.(Local Radio delivers 12.5% of Time with Ad-Supported Media.)

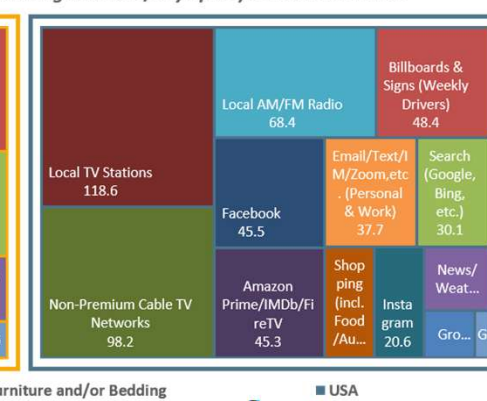
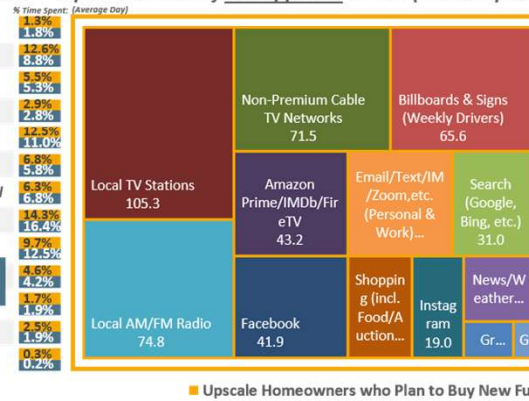
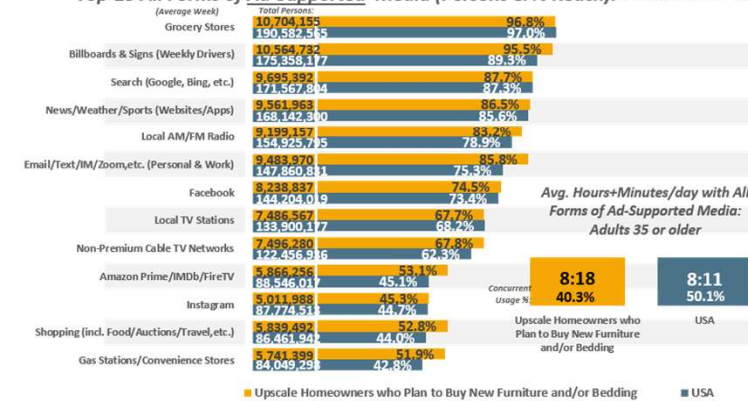
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

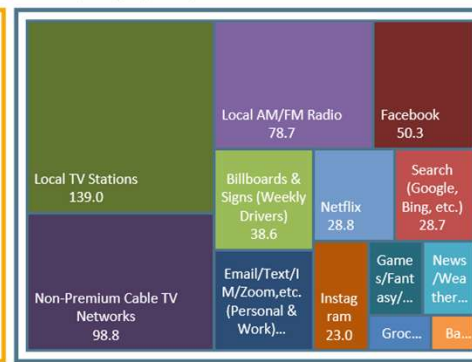
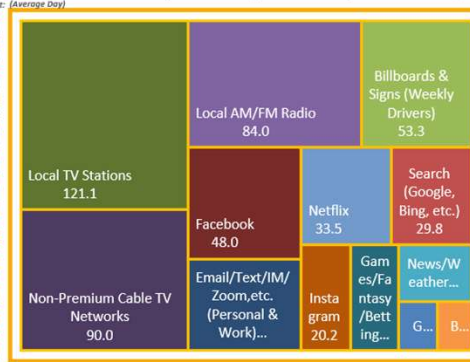
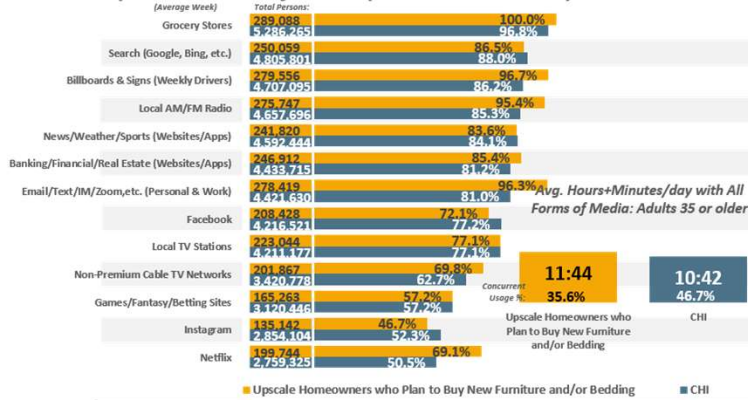
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 8 hours and 31 minutes each day with All Forms of Ad-Supported Media. 84.8% listen to Local AM/FM Radio for an avg. of 67.5 minutes/day. (Local Radio delivers 11.2% of Time with Ad-Supported Media.)

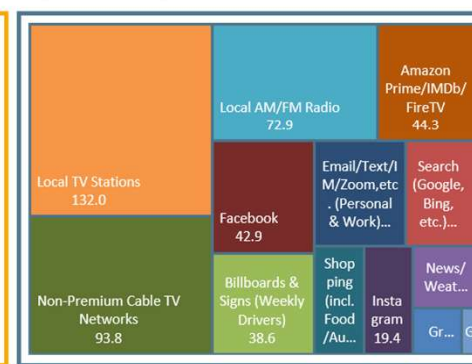
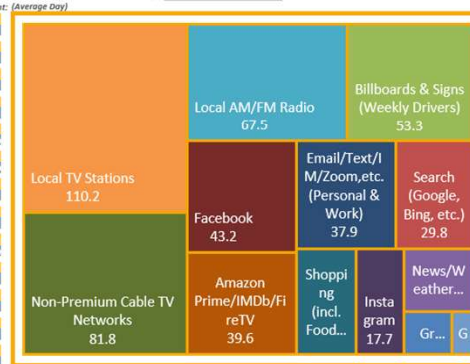
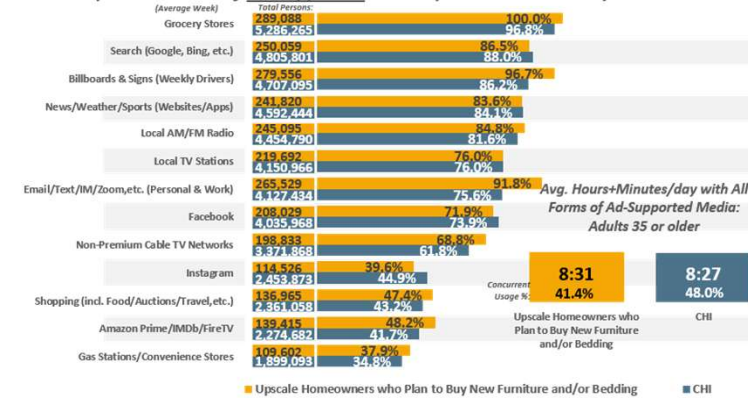
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 187
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

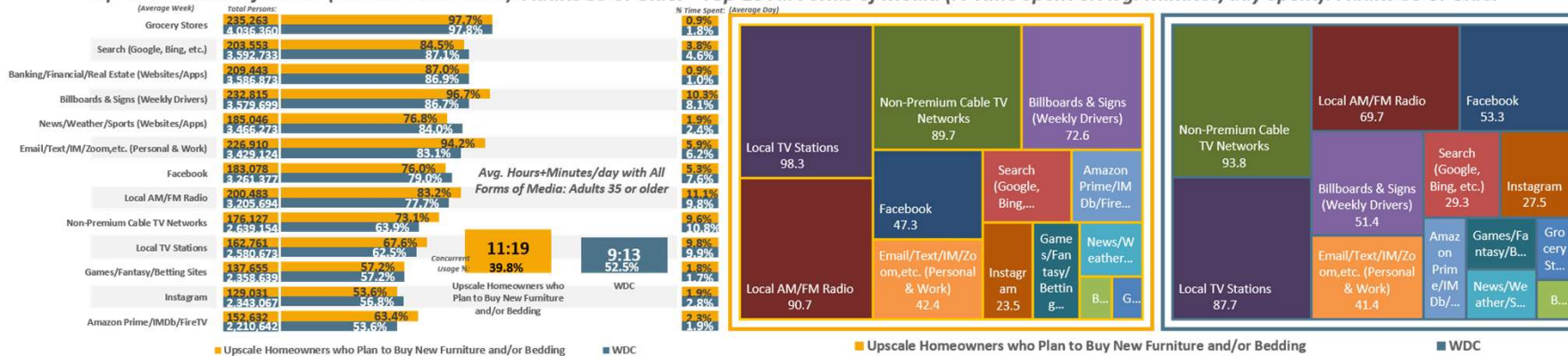
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

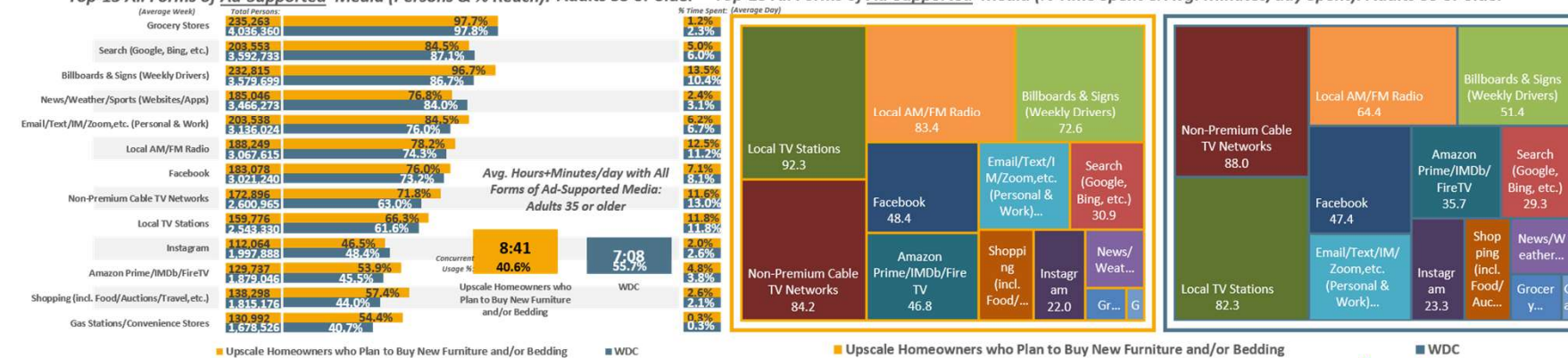


Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 8 hours and 41 minutes each day with All Forms of Ad-Supported Media. 78.2% listen to Local AM/FM Radio for an avg. of 83.4 minutes/day.(Local Radio delivers 12.5% of Time with Ad-Supported Media.)

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**



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 341
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

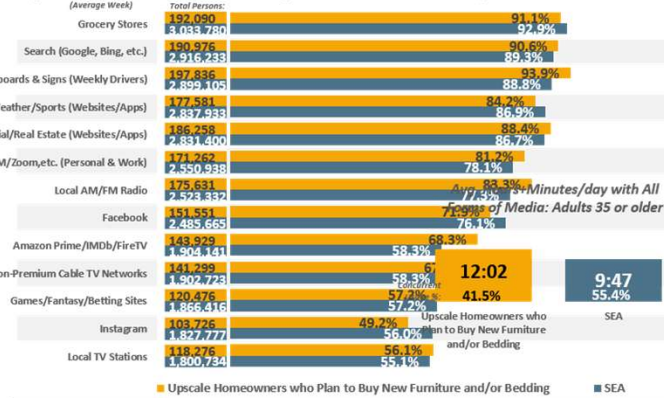
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

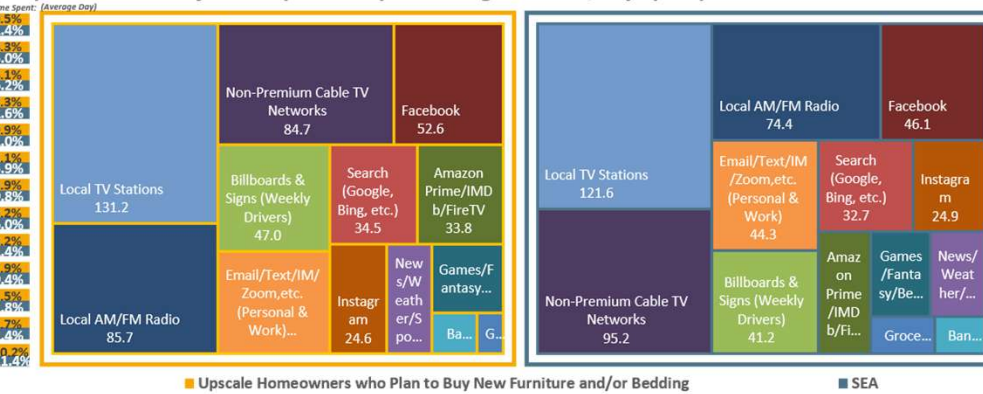


Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 9 hours and 1 minutes each day with All Forms of Ad-Supported Media. 77.8% listen to Local AM/FM Radio for an avg. of 69.5 minutes/day. (Local Radio delivers 10.% of Time with Ad-Supported Media.)

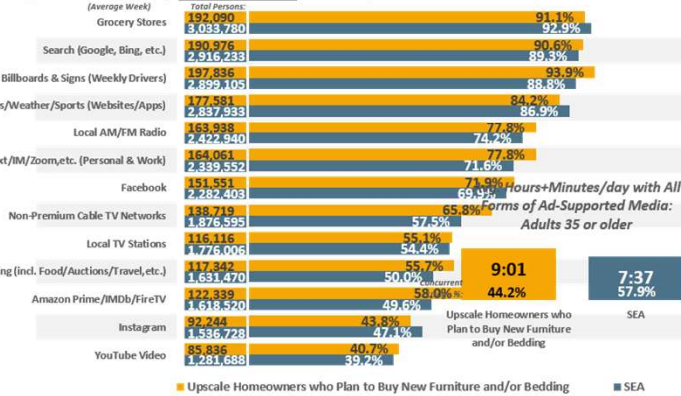
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



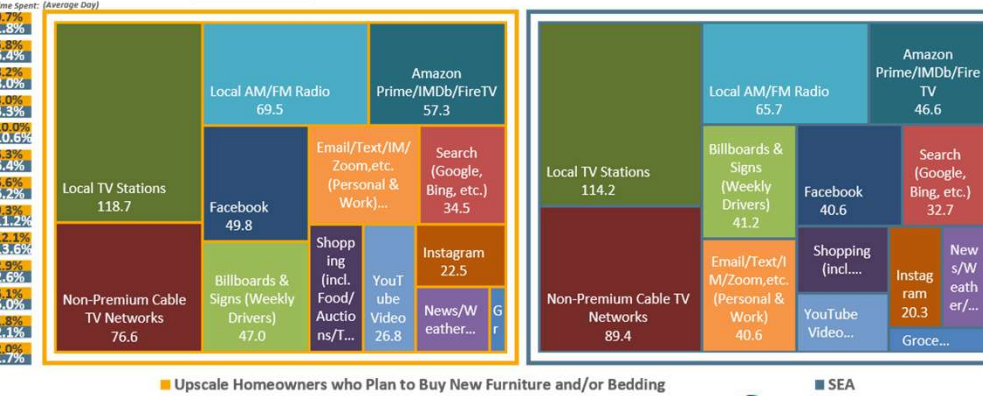
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



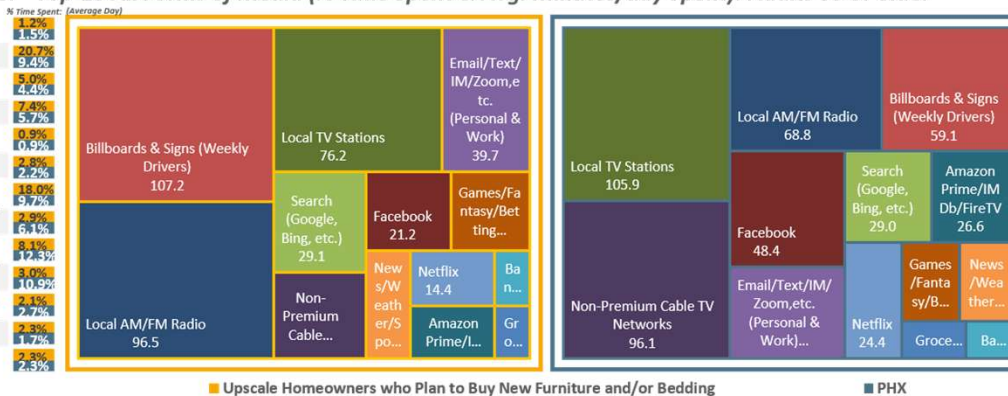
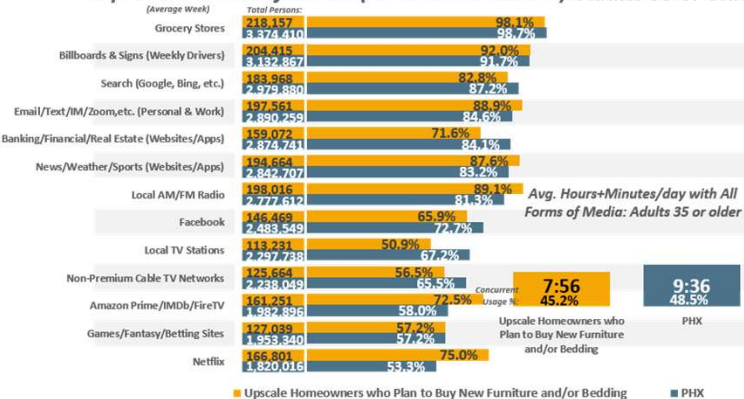
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



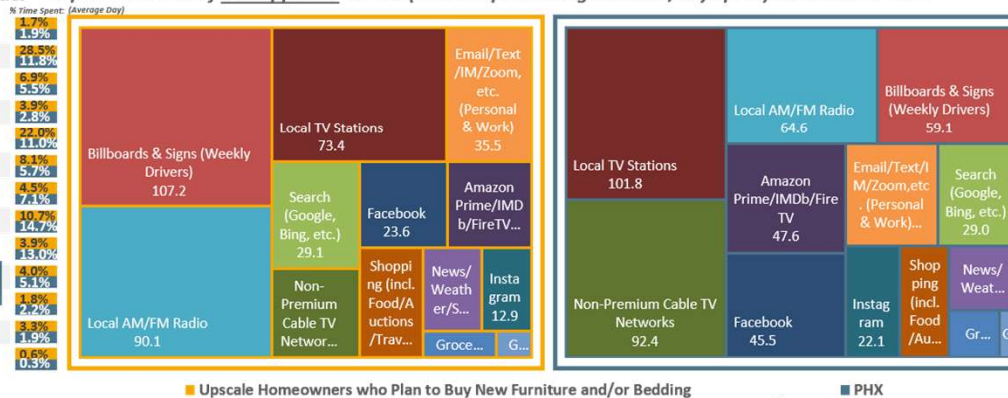
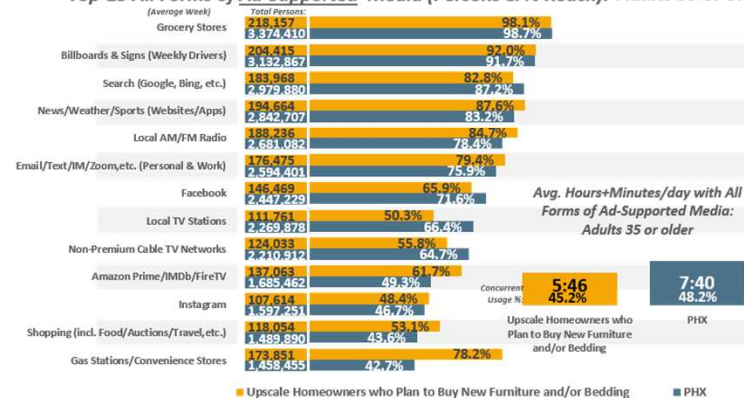


Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 5 hours and 46 minutes each day with All Forms of Ad-Supported Media. 84.7% listen to Local AM/FM Radio for an avg. of 90.1 minutes/day.(Local Radio delivers 22.% of Time with Ad-Supported Media.)

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**



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 99
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

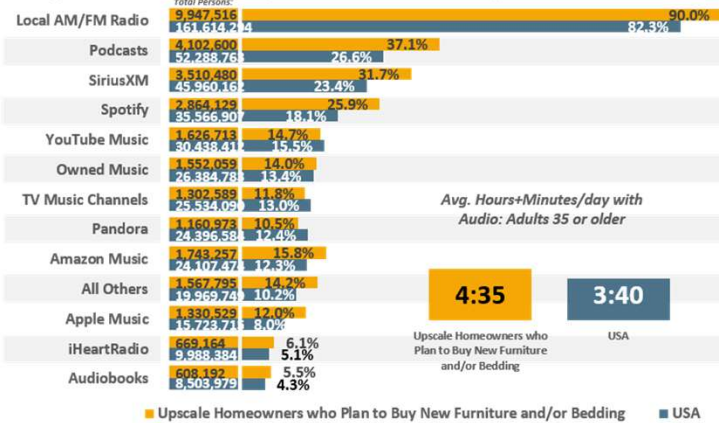
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

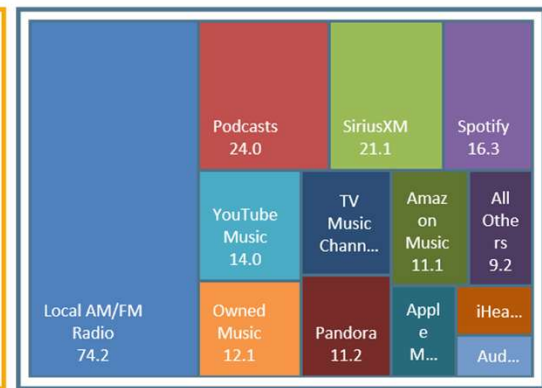
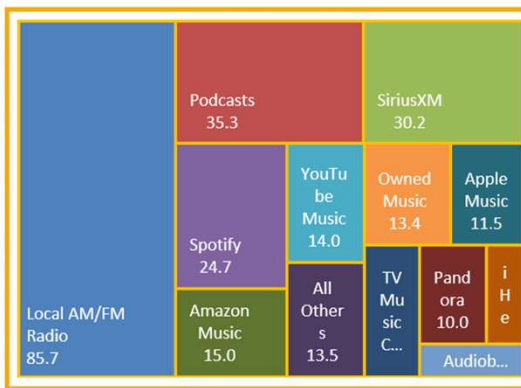


9,199,157 or 83.2% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding listen to Ad-Supported Local AM/FM Radio for an average of 74.8 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.

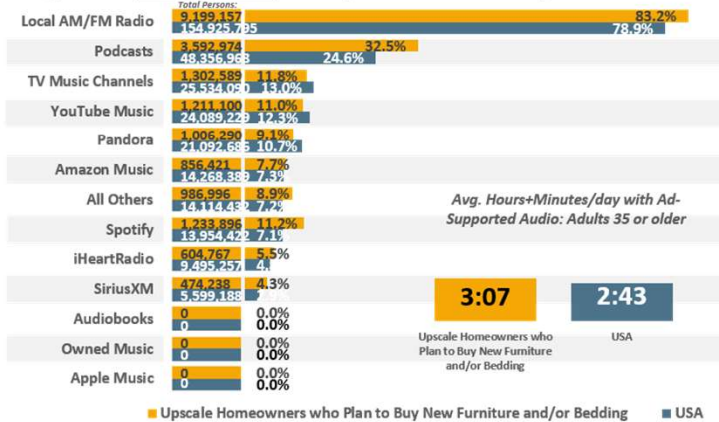
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



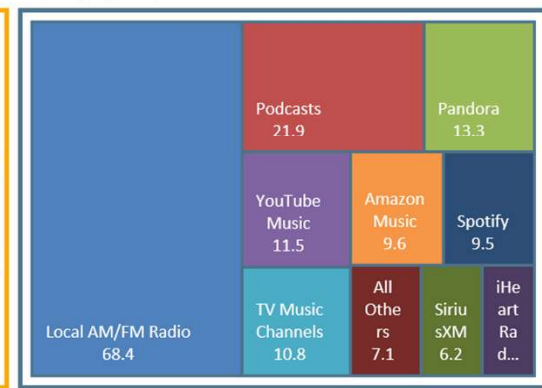
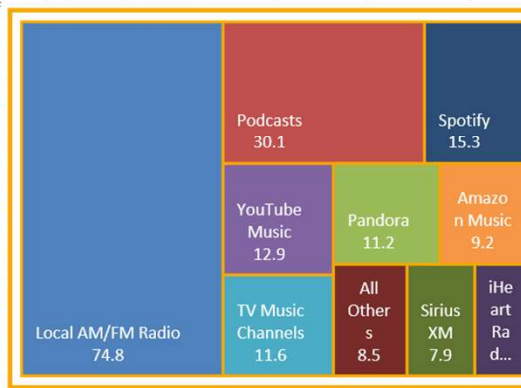
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

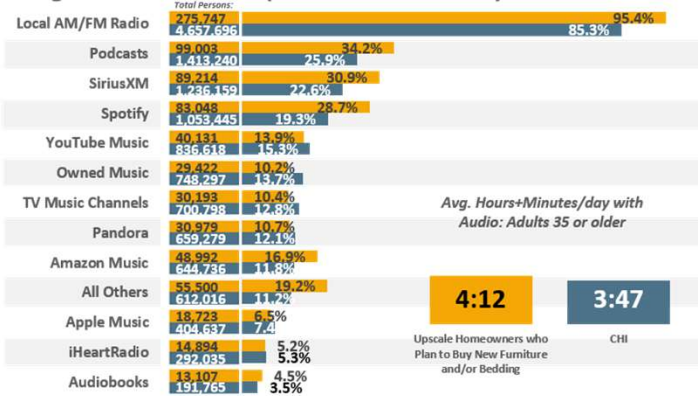
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



245,095 or 84.8% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding listen to Ad-Supported Local AM/FM Radio for an average of 67.5 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.

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



Avg. Hours+Minutes/day with Audio: Adults 35 or older

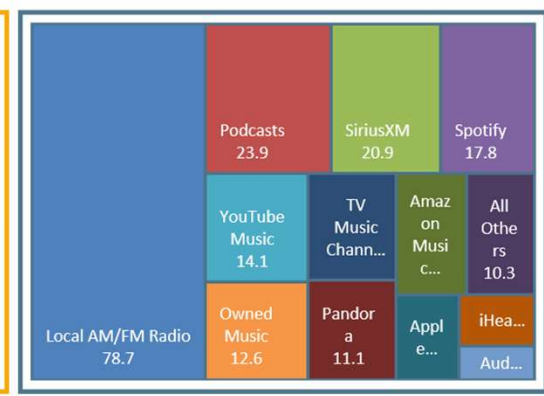
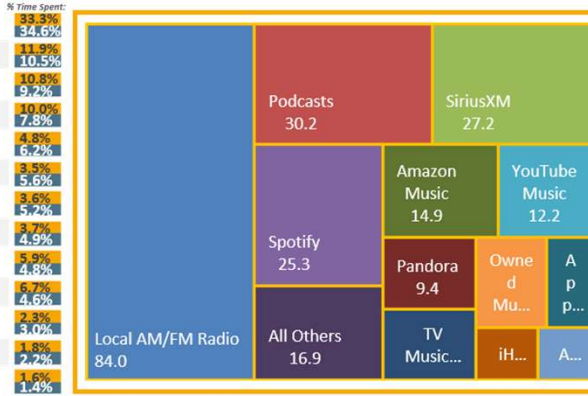
4:12

3:47

Upscale Homeowners who Plan to Buy New Furniture and/or Bedding

CHI

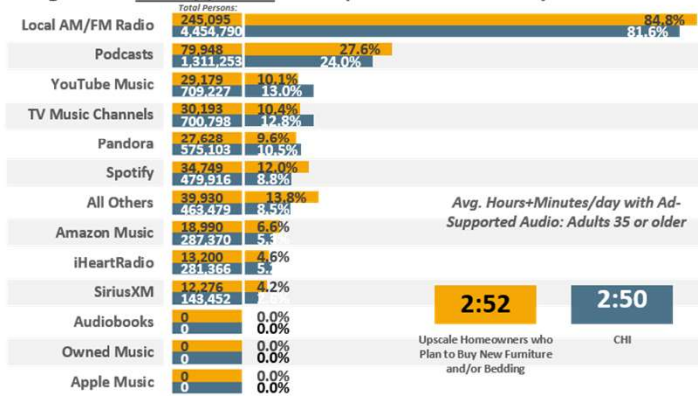
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Upscale Homeowners who Plan to Buy New Furniture and/or Bedding

CHI

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



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

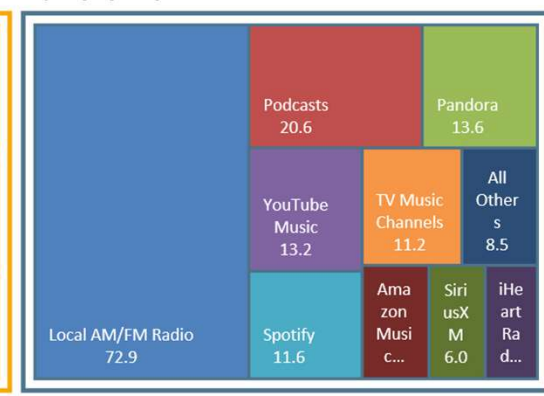
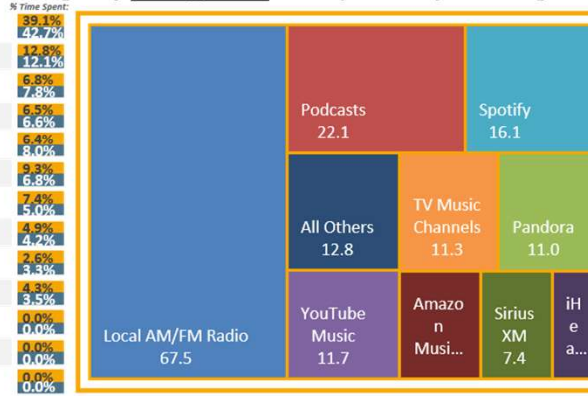
2:52

2:50

Upscale Homeowners who Plan to Buy New Furniture and/or Bedding

CHI

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



Upscale Homeowners who Plan to Buy New Furniture and/or Bedding

CHI

CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 187
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

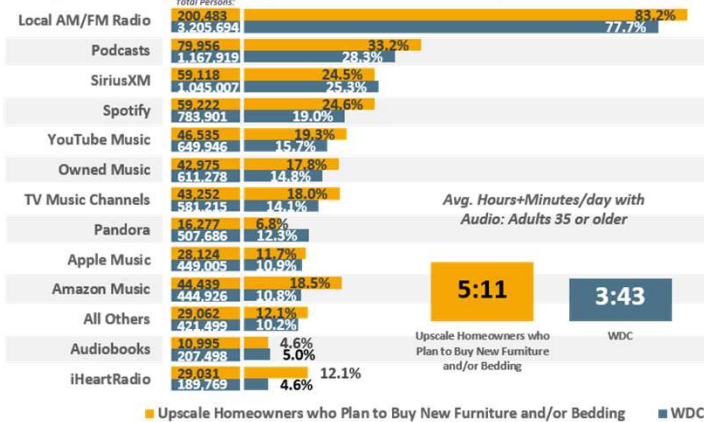
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

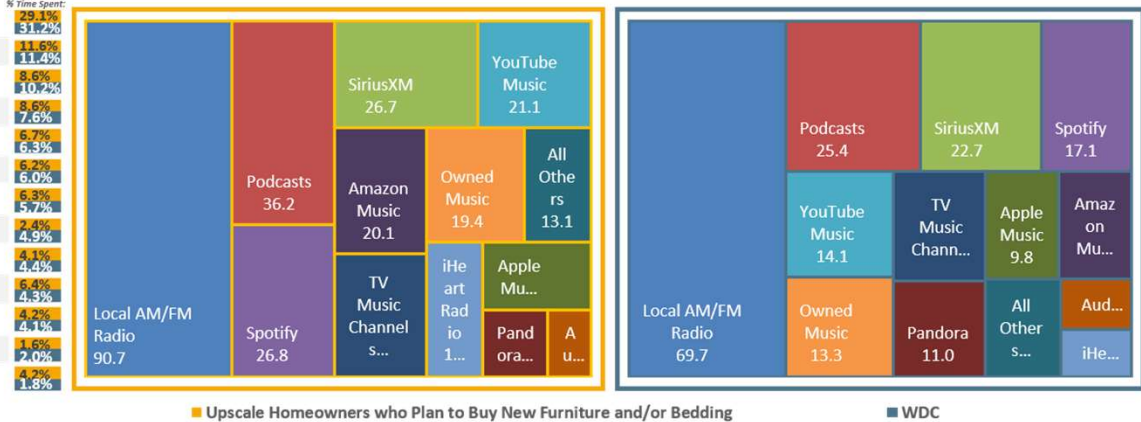


188,249 or 78.2% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding listen to Ad-Supported Local AM/FM Radio for an average of 83.4 minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.

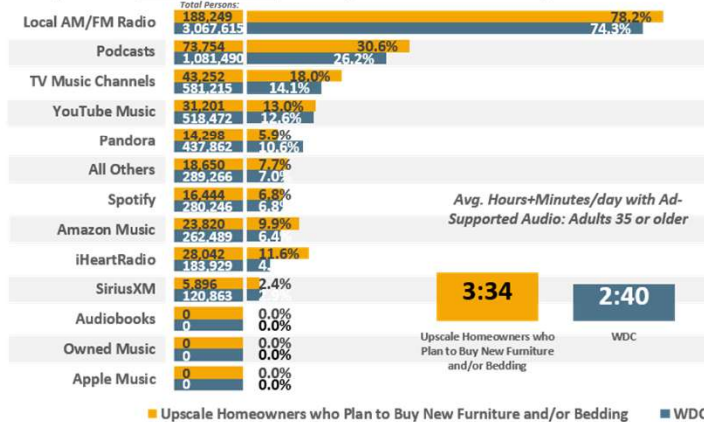
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



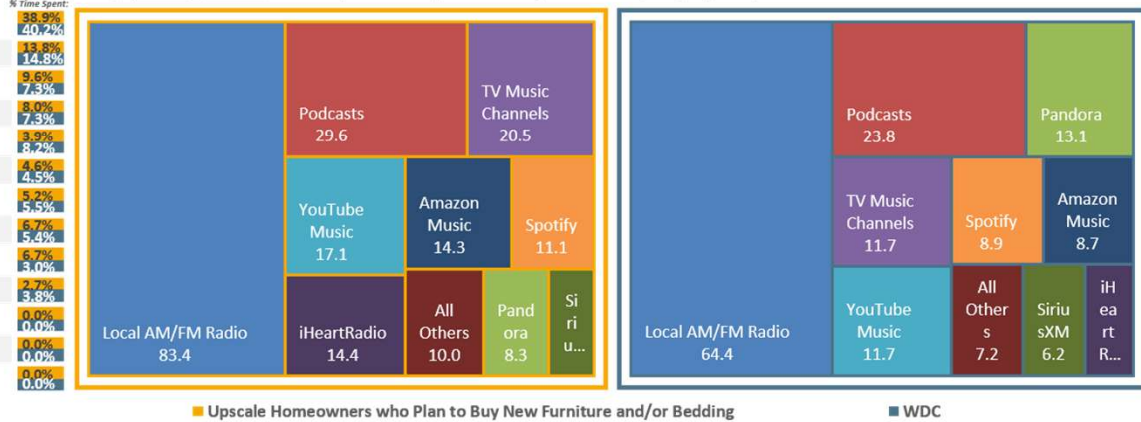
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 341
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

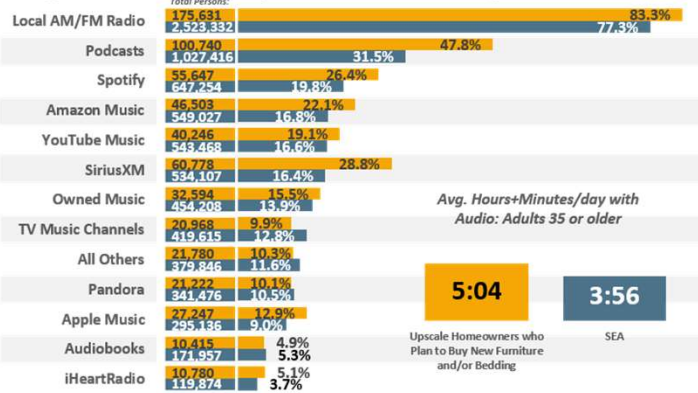
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

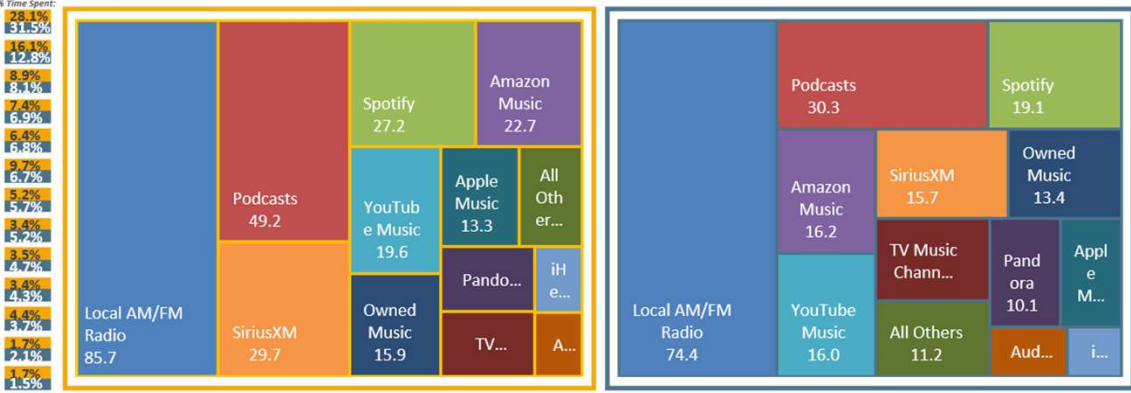


163,938 or 77.8% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding listen to Ad-Supported Local AM/FM Radio for an average of 69.5 minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.

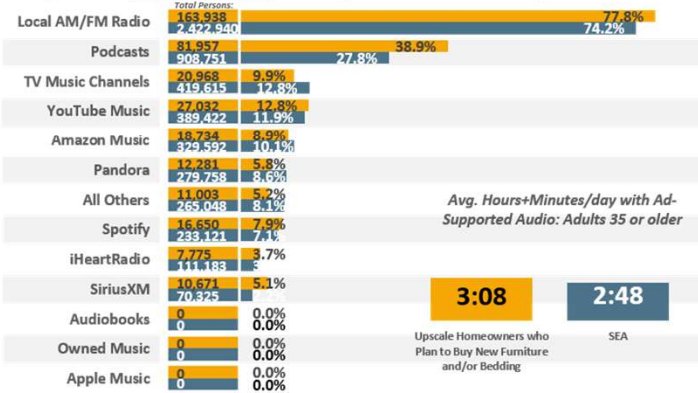
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



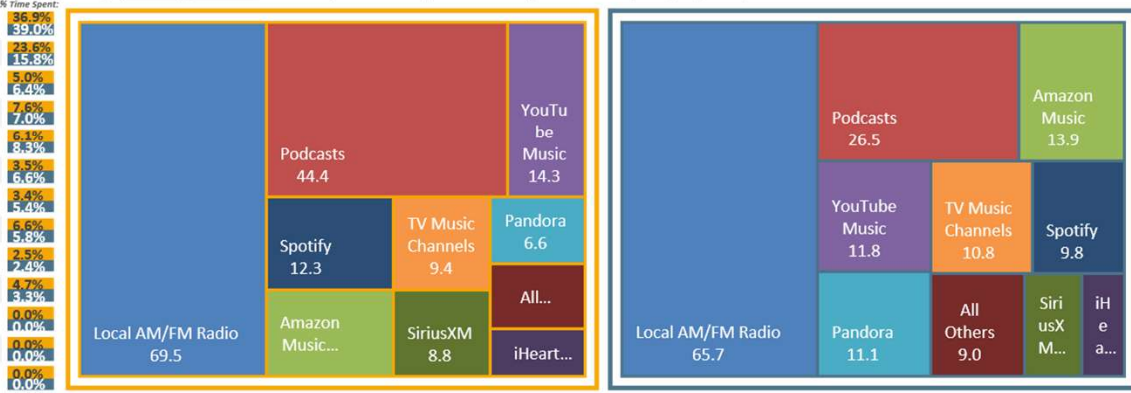
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

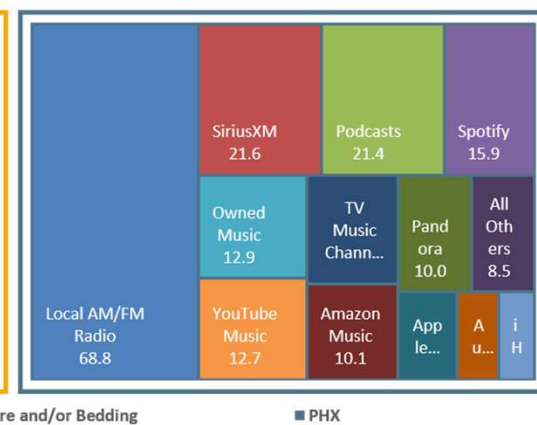
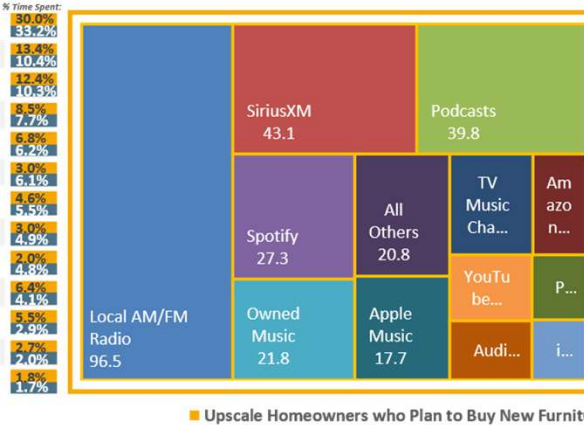


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

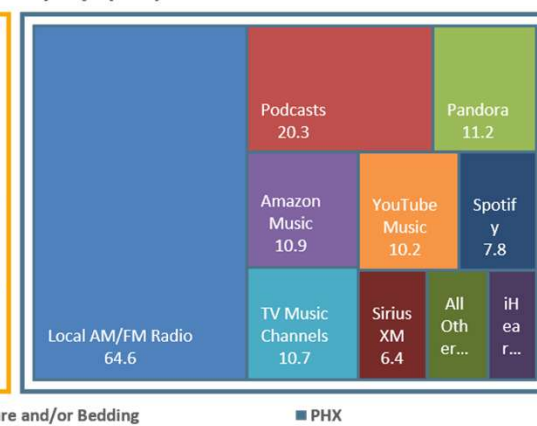
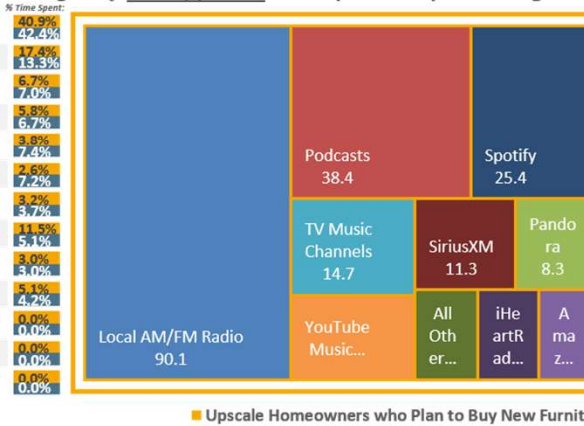




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

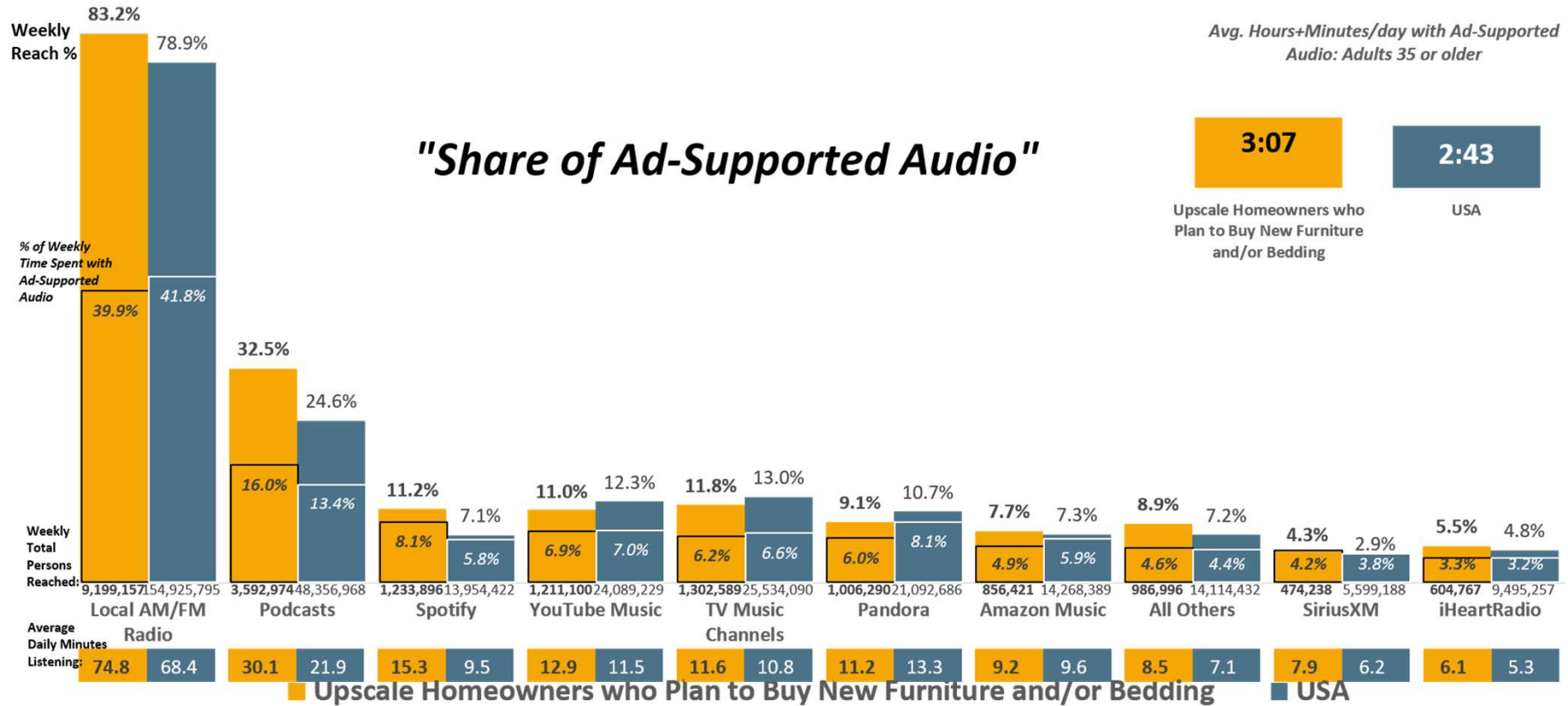


soefa.ai Share of Everything
for Anything.

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own)
AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



9,199,157 or 83.2% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding listen to Ad-Supported Local AM/FM Radio for an average of 74.8 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.



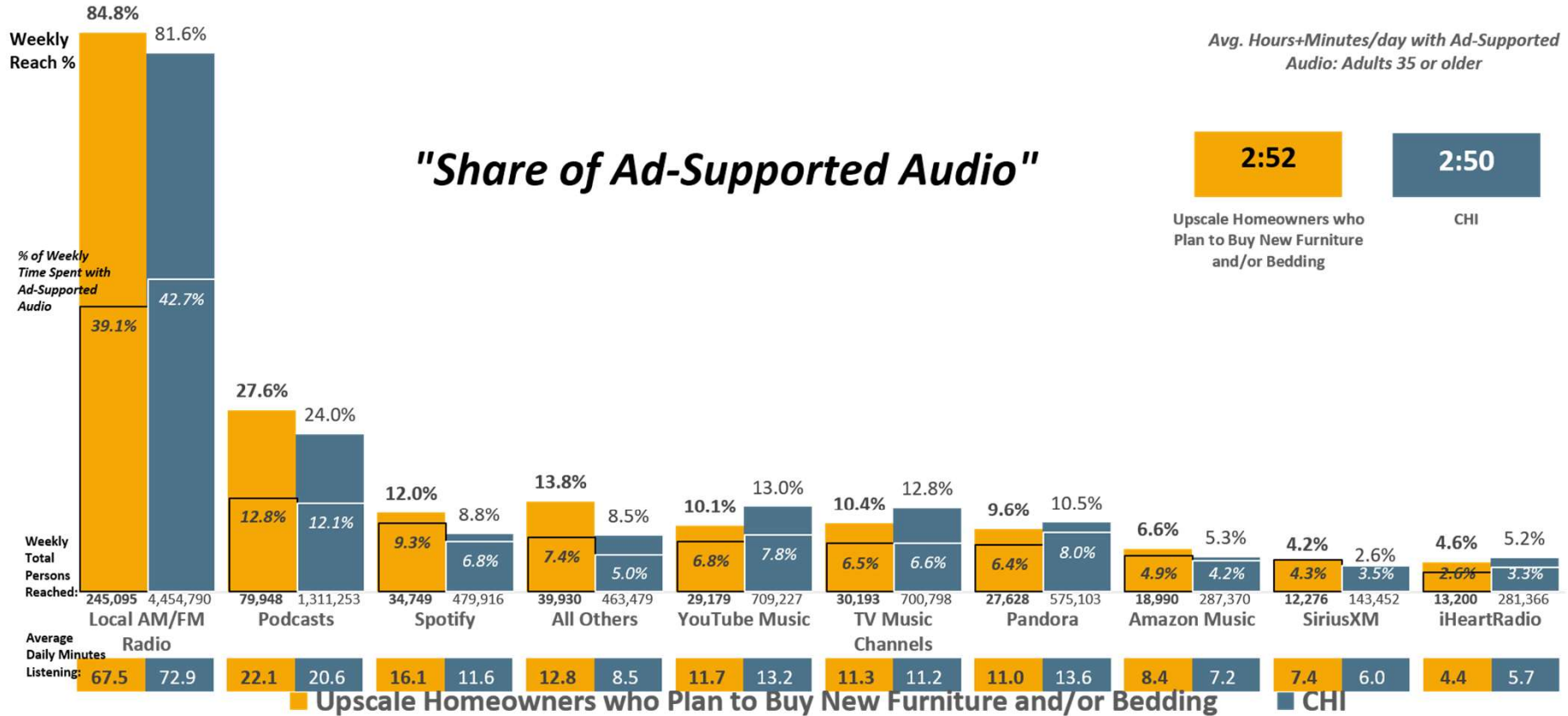
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ®

[[[Household income (HHID): \$150,000 - \$249,999 OR Household income (HHID): \$250,000 or more OR Acxiom NetWorth Gold (HHID): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHID): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHID): \$2,000,000 +) AND Own or rent residence (HHID): Own] AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)]]

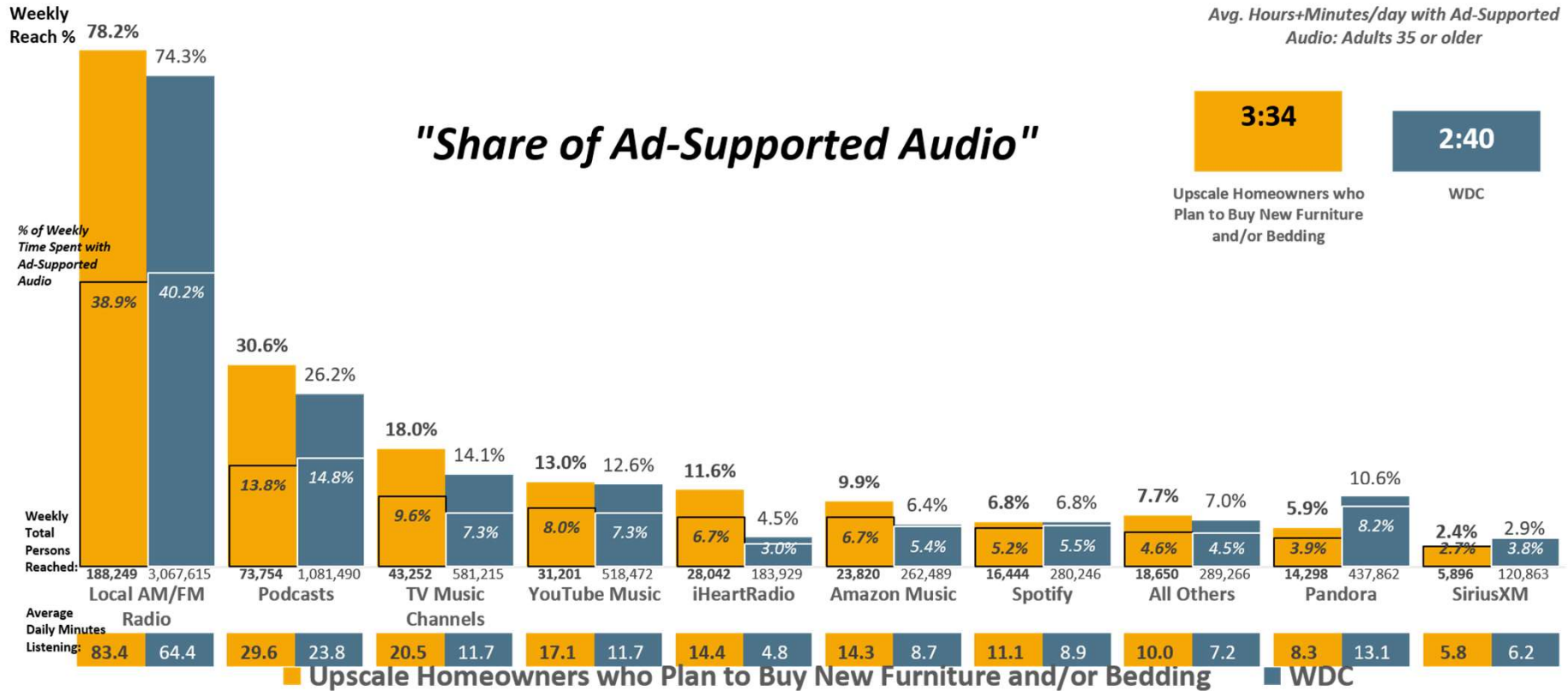


245,095 or 84.8% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding listen to Ad-Supported Local AM/FM Radio for an average of 67.5 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.





188,249 or 78.2% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding listen to Ad-Supported Local AM/FM Radio for an average of 83.4 minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.



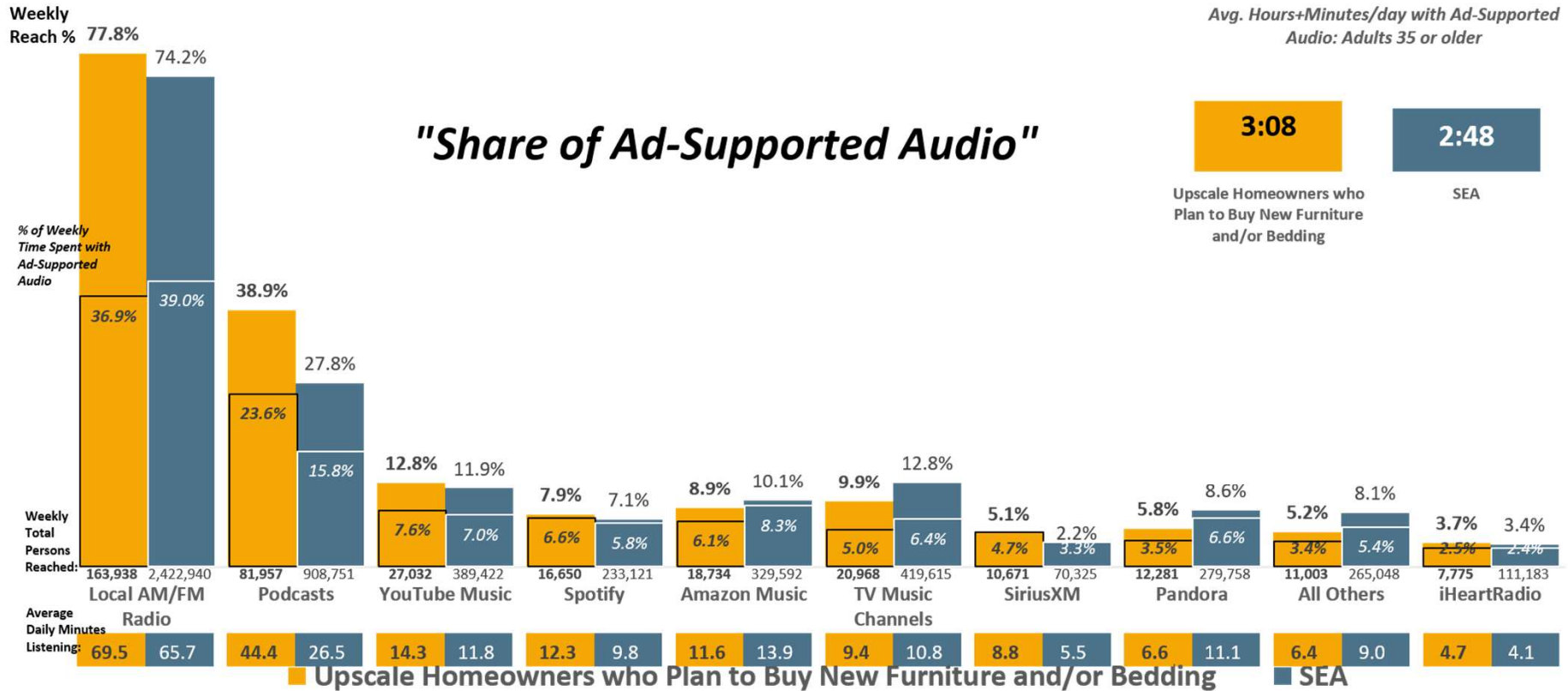
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 341 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

[[[Household income (HHID): \$150,000 - \$249,999 OR Household income (HHID): \$250,000 or more OR Acxiom NetWorth Gold (HHID): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHID): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHID): \$2,000,000 +) AND Own or rent residence (HHID): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)]]]



163,938 or 77.8% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding listen to Ad-Supported Local AM/FM Radio for an average of 69.5 minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.



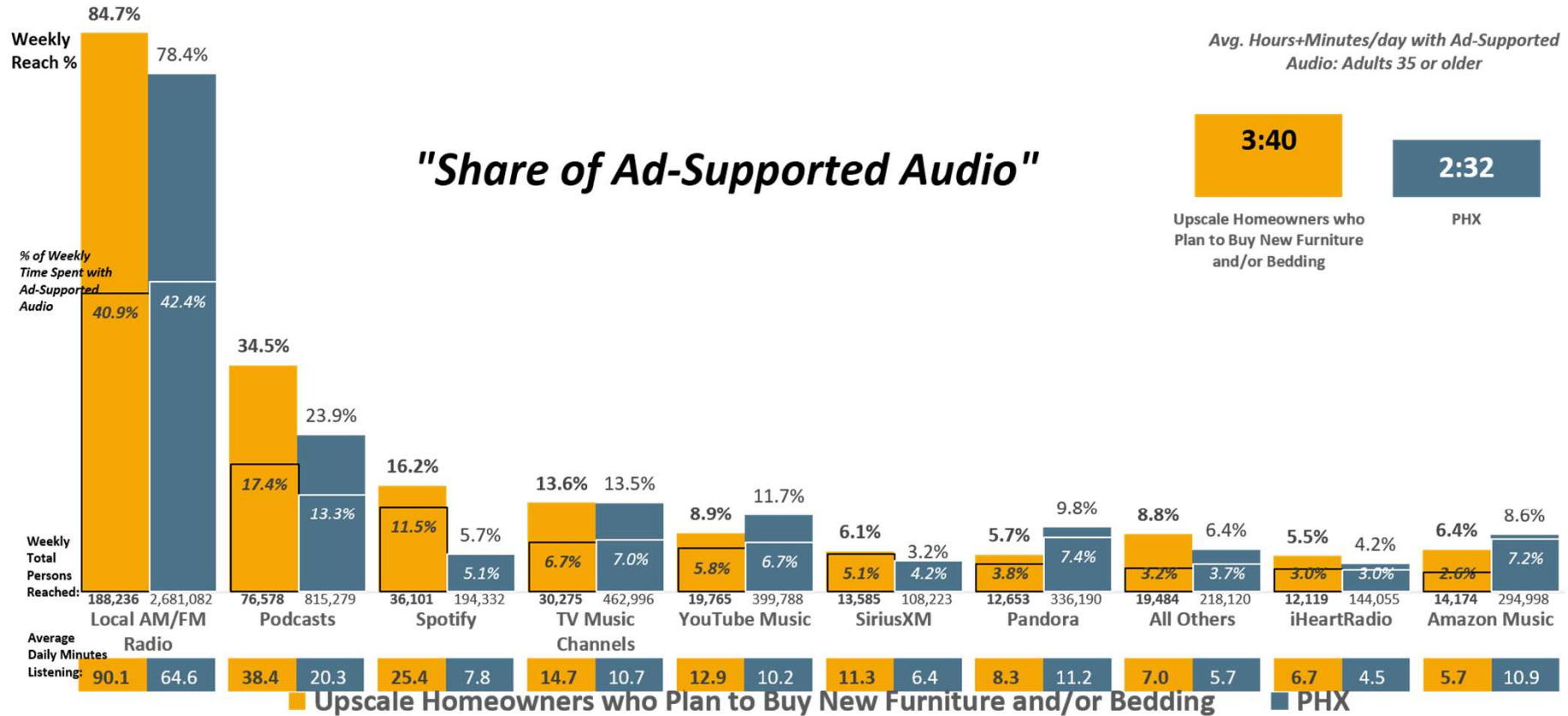
SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 222 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

[[[Household income (HHI D): \$150,000 - \$249,999 OR Household income (HHI D): \$250,000 or more OR Acxiom NetWorth Gold (HHI D): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHI D): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHI D): \$2,000,000 +) AND Own or rent residence (HHI D): Own] AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)]]



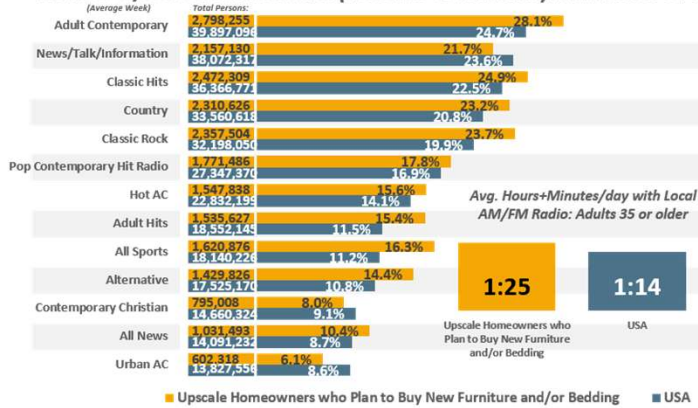
188,236 or 84.7% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding listen to Ad-Supported Local AM/FM Radio for an average of 90.1 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.





9,199,157 or 83.2% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Pop Contemporary Hit Radi

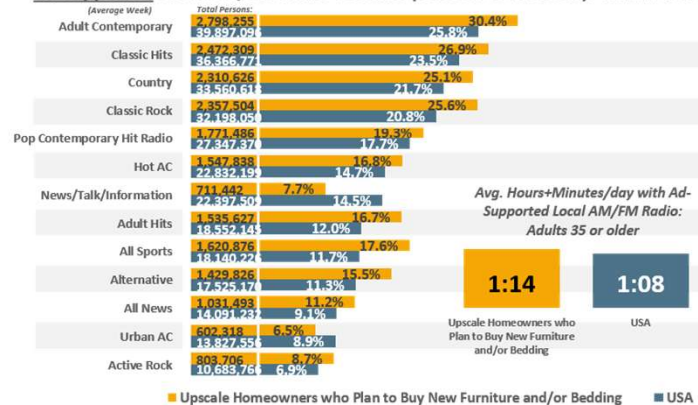
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



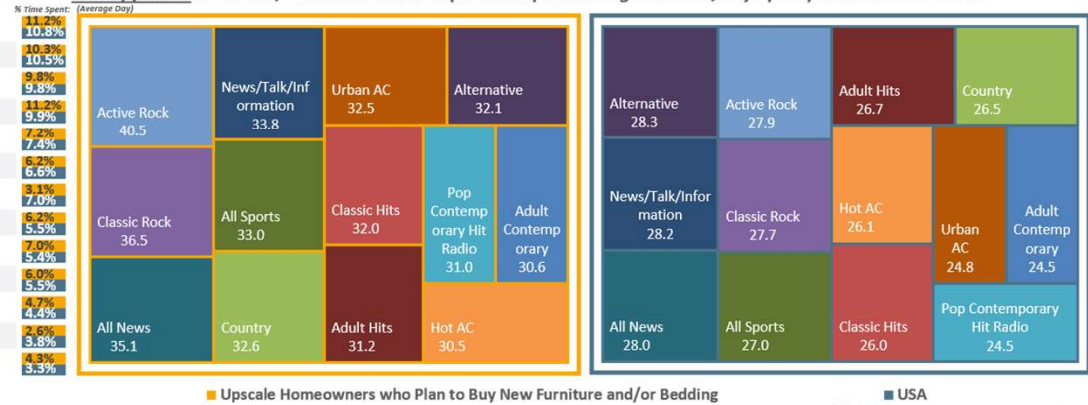
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

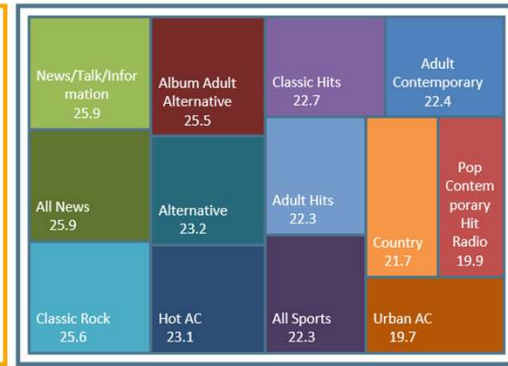
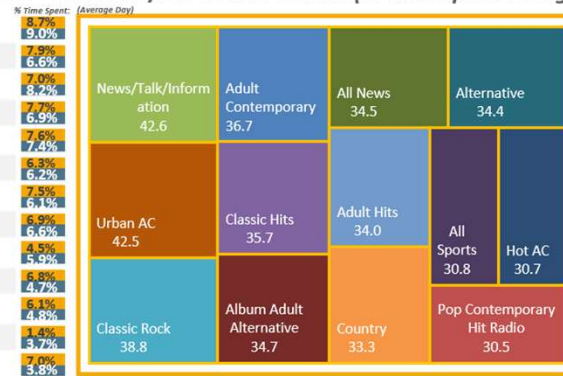
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

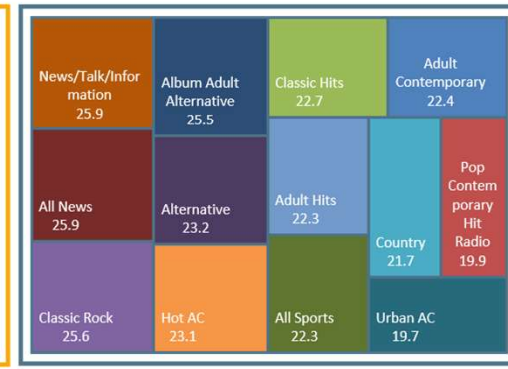
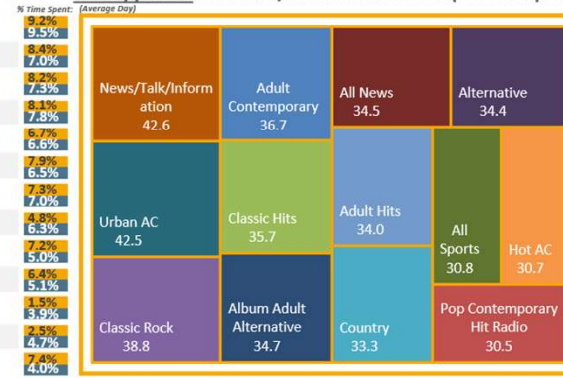
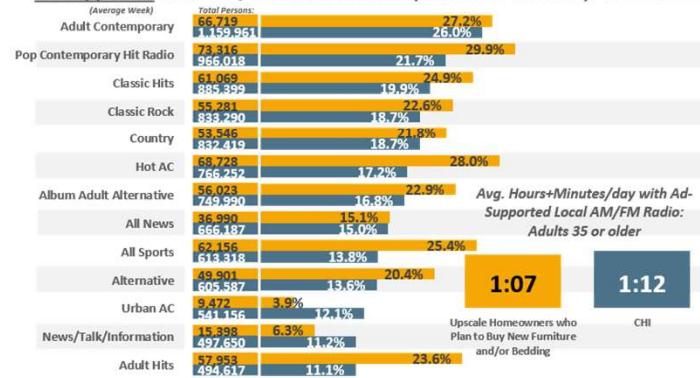


245,095 or 84.8% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Adult Contemporary, All Sports, and Classic Hits.

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**



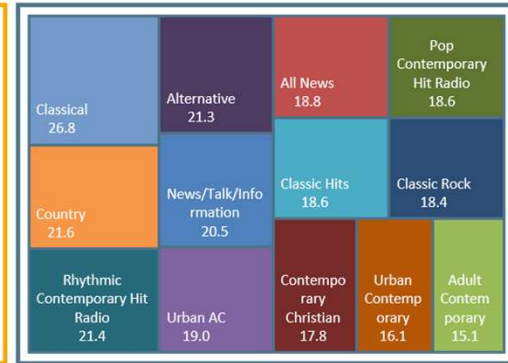
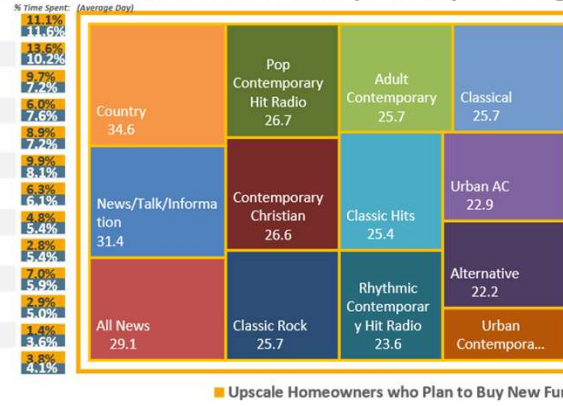
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



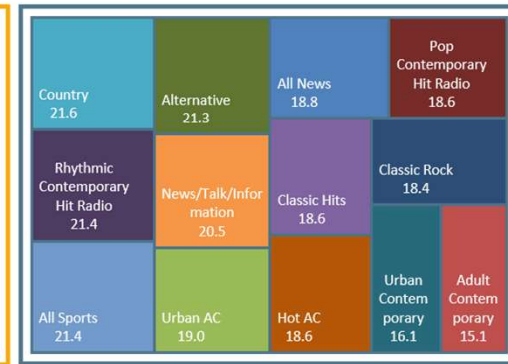
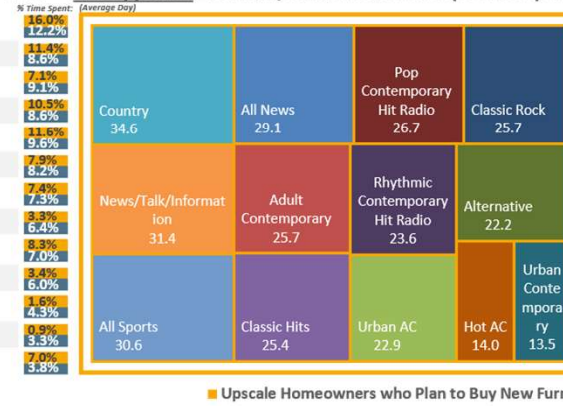
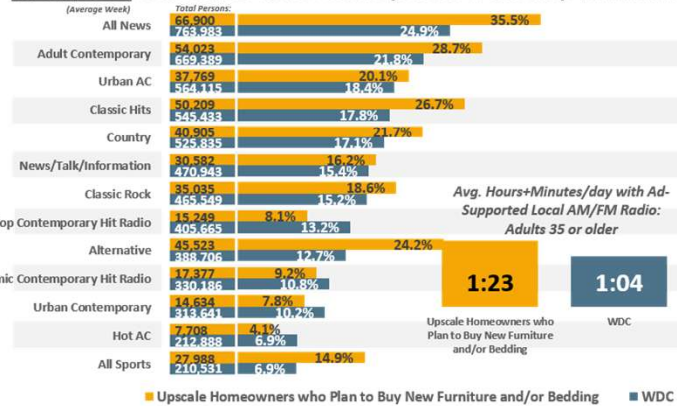


188,249 or 78.2% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Adult Contemporary, Classic Hits, Alternative, and Country.

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**



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 341
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

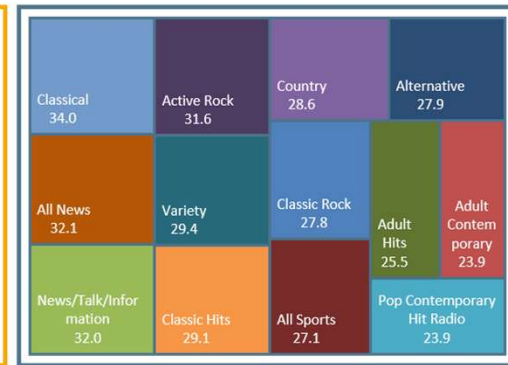
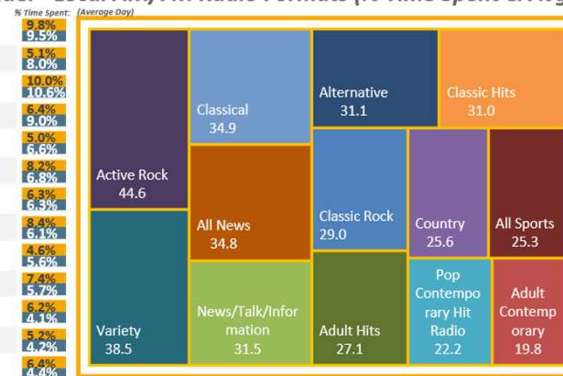
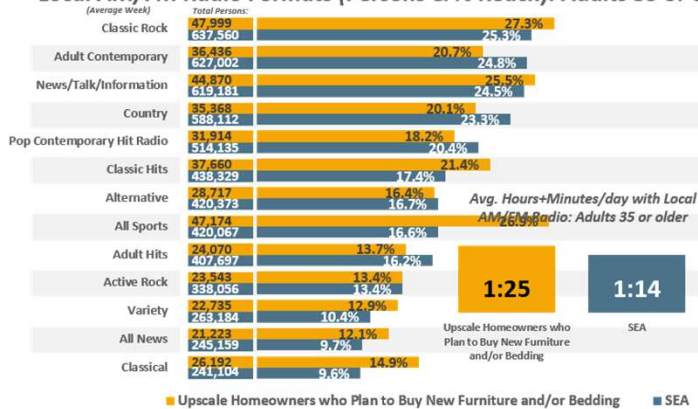
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

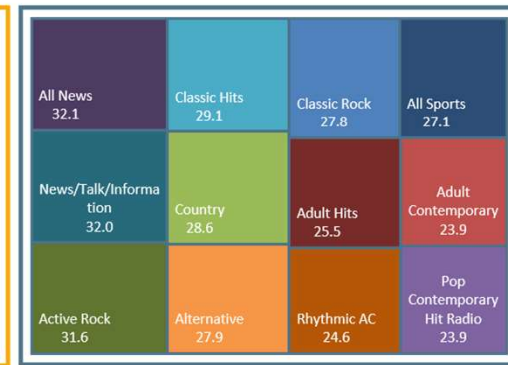
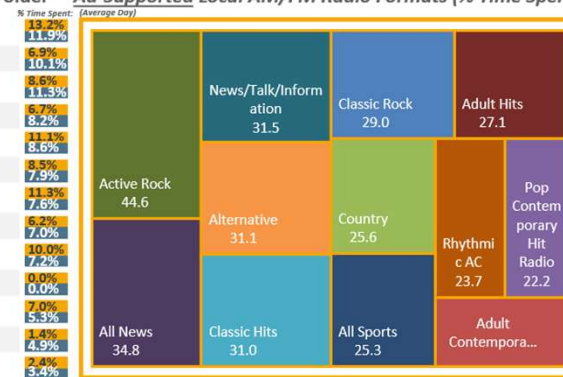
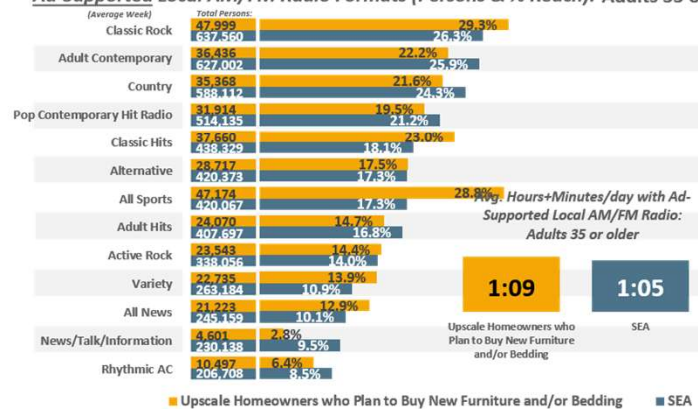


163,938 or 77.8% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, All Sports, Classic Hits, Adult Contemporary, and Country.

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**



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 222
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

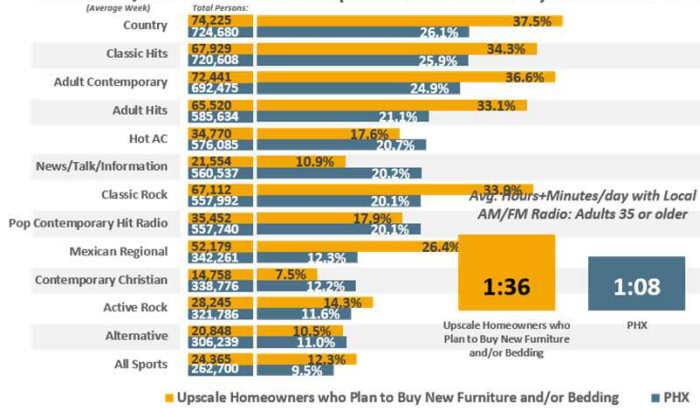
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

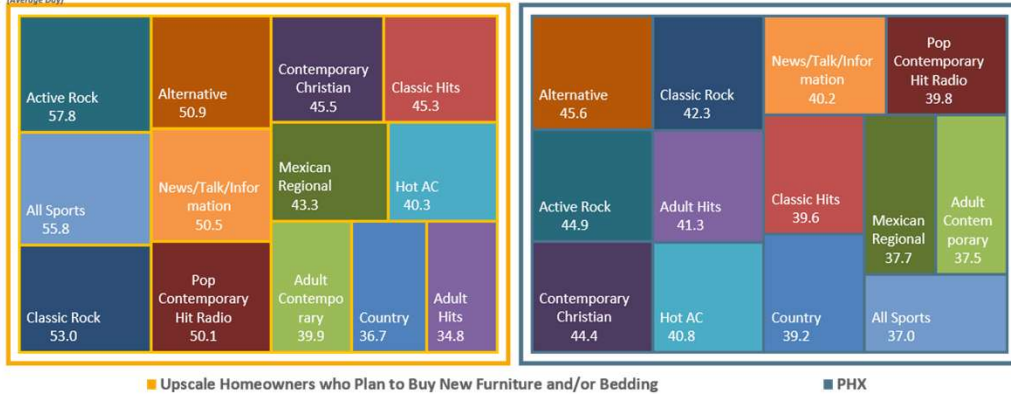


188,236 or 84.7% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Classic Rock, and Adult Hits.

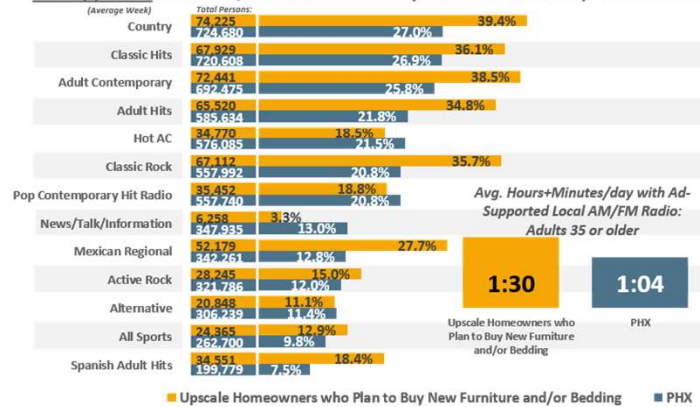
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



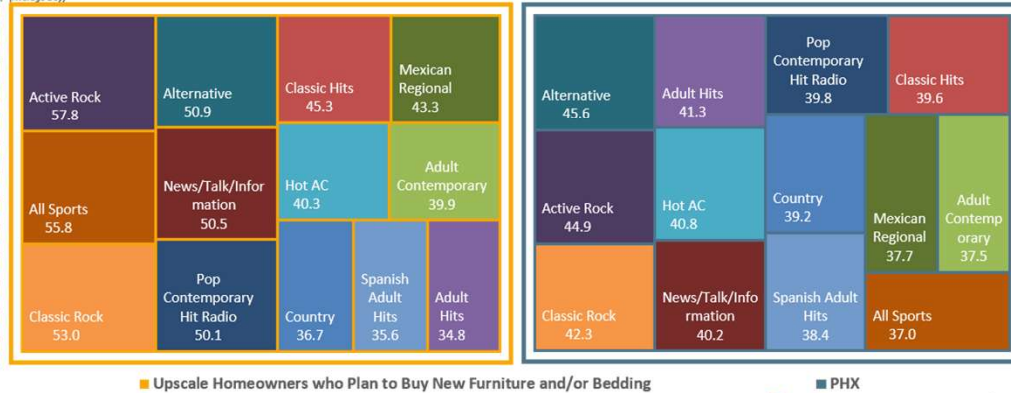
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 99
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

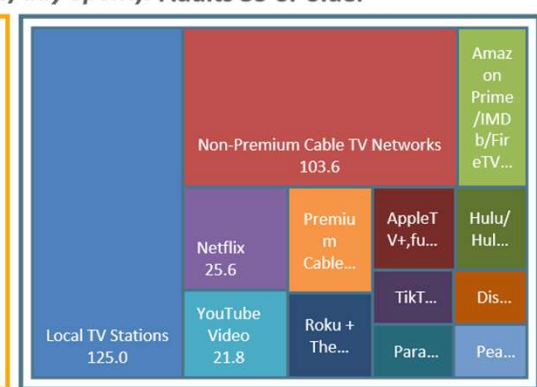
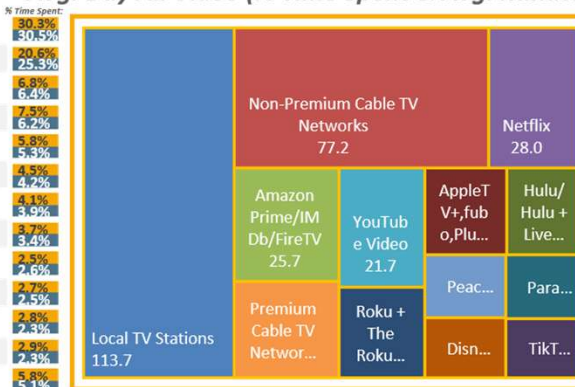
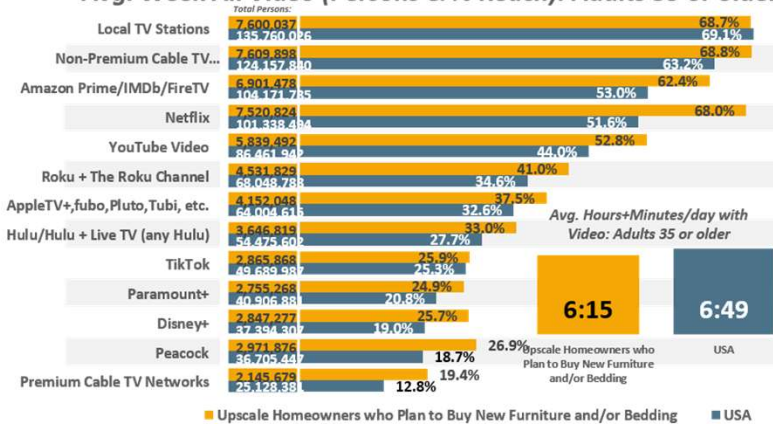
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



7,486,567 or 67.7% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding watch Ad-Supported Local TV Stations for an average of 105.3 minutes every day representing 34.5% of all time spent daily with Ad-Supported Video.

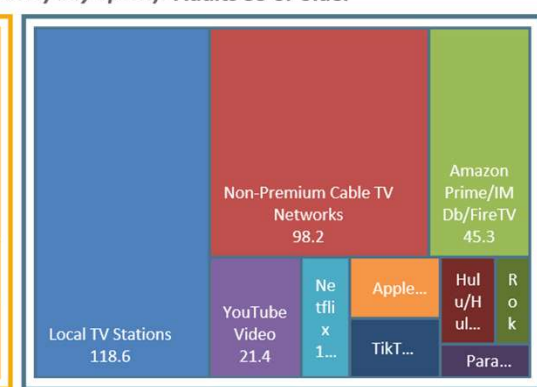
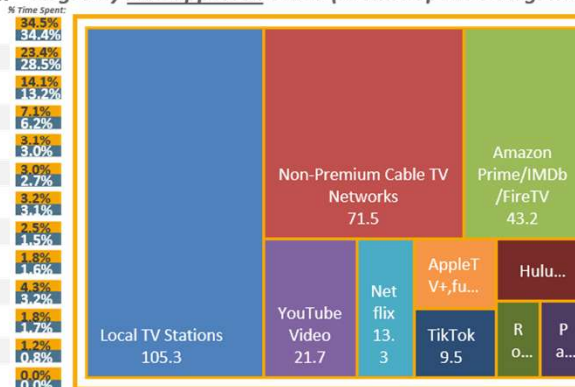
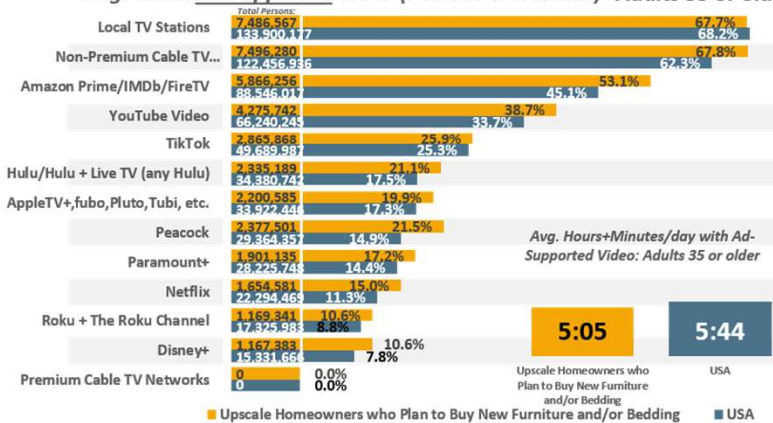
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Upscale Homeowners who Plan to Buy New Furniture and/or Bedding

soefa.ai Share of Everything for Anything

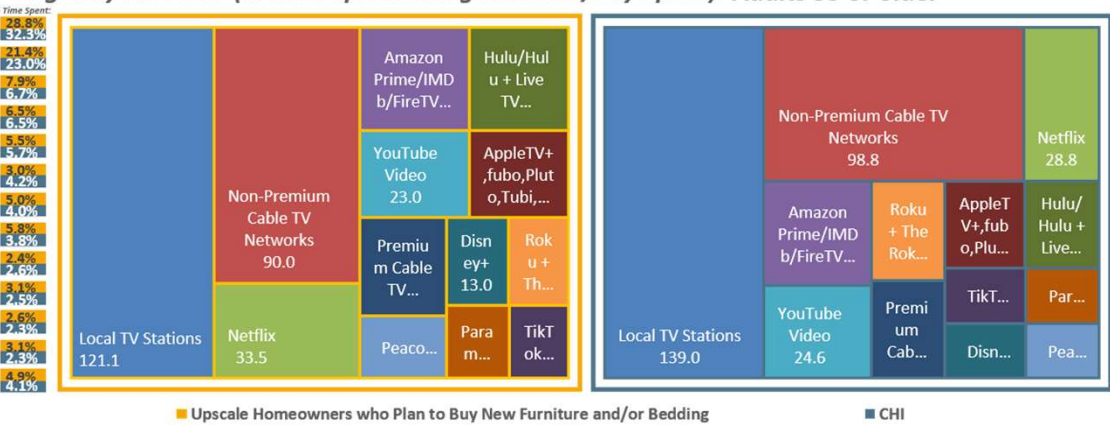
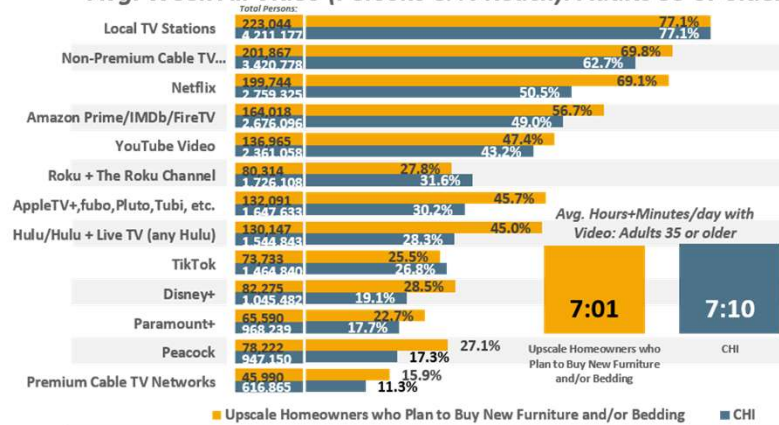
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



219,692 or 76.% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding watch Ad-Supported Local TV Stations for an average of 110.2 minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.

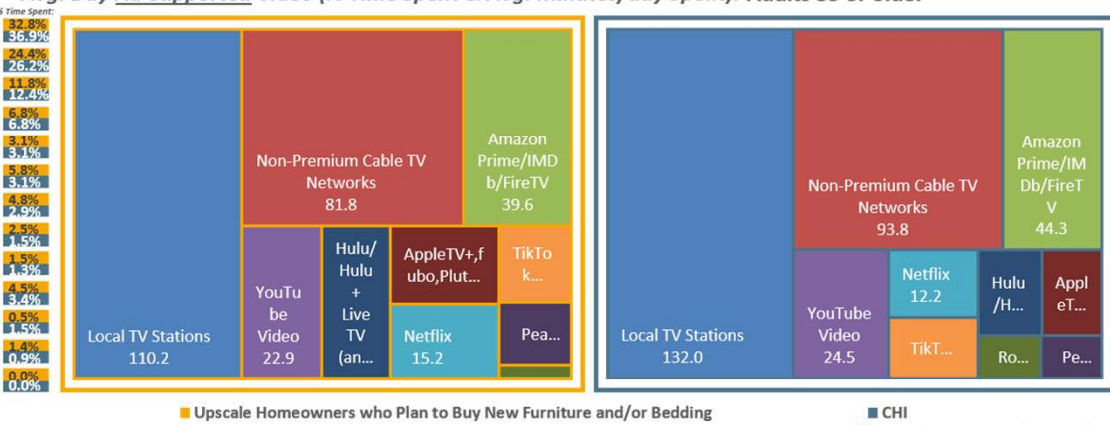
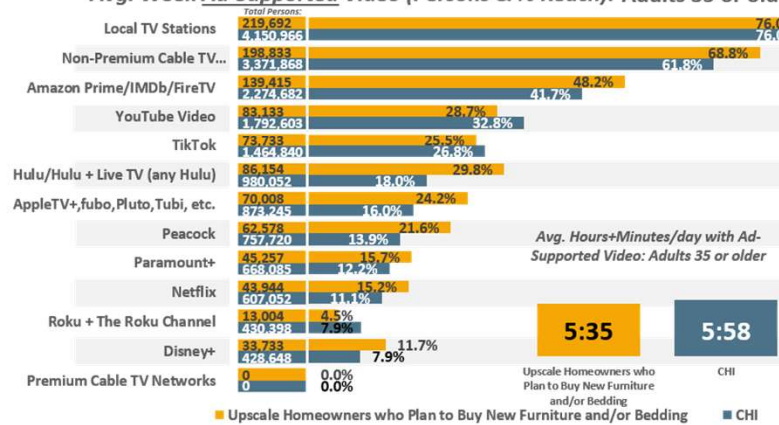
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 187
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

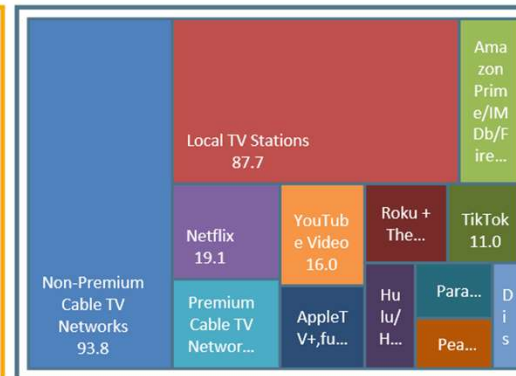
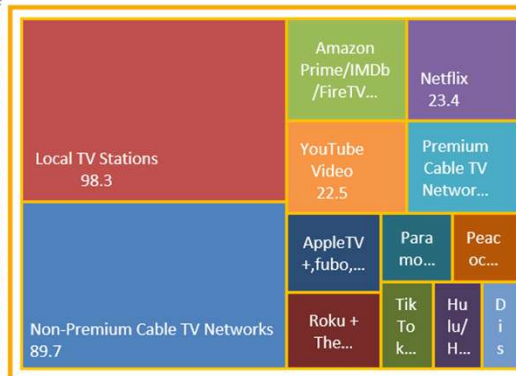
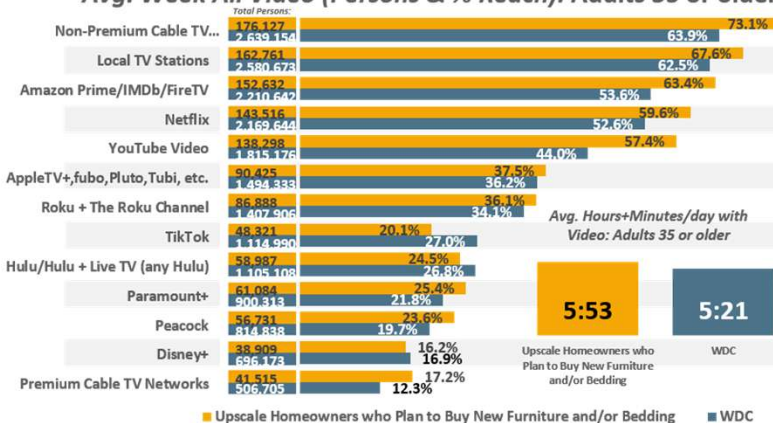
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



159,776 or 66.3% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding watch Ad-Supported Local TV Stations for an average of 92.3 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

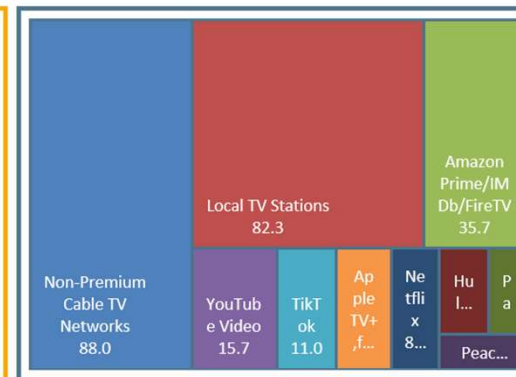
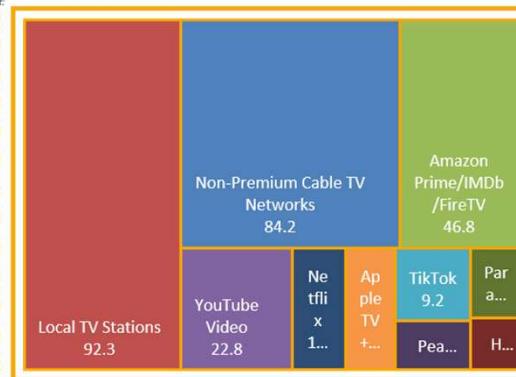
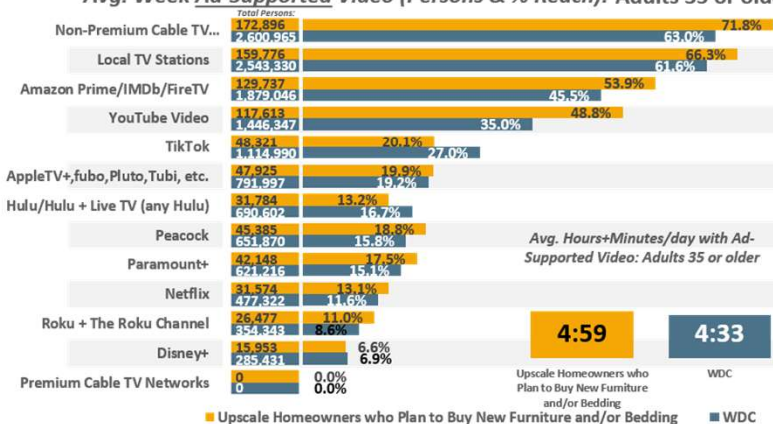
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 341
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

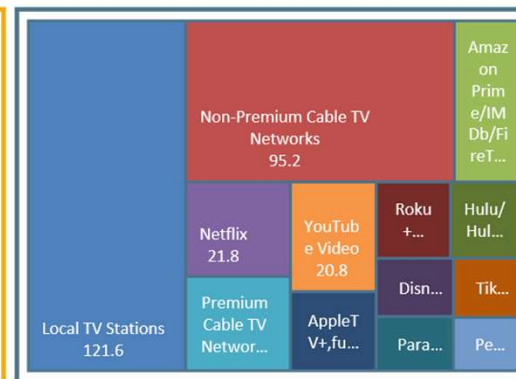
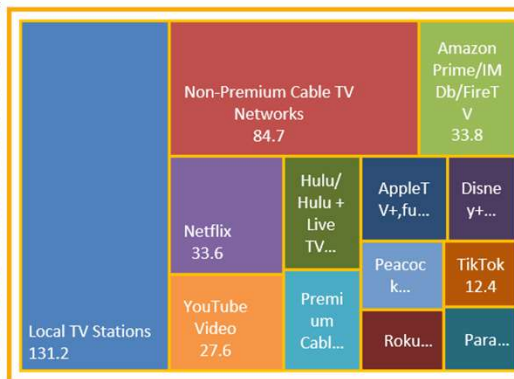
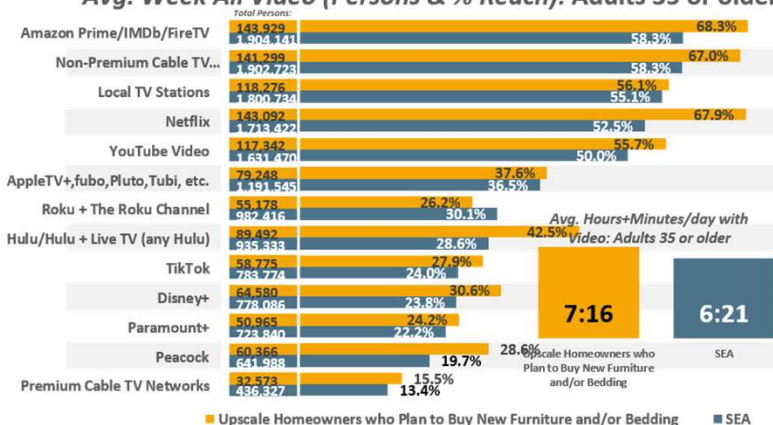
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



116,116 or 55.1% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding watch Ad-Supported Local TV Stations for an average of 118.7 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

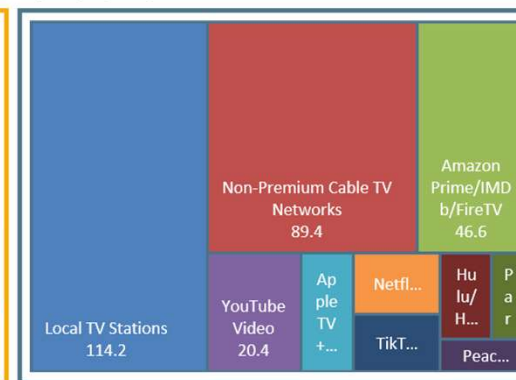
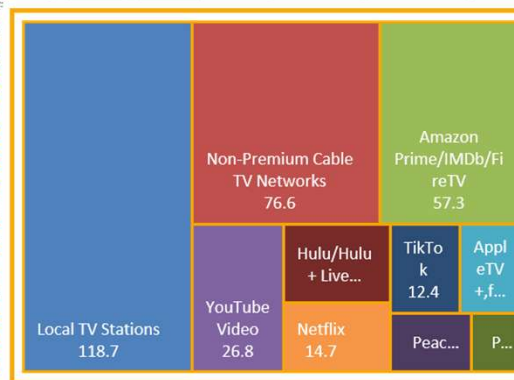
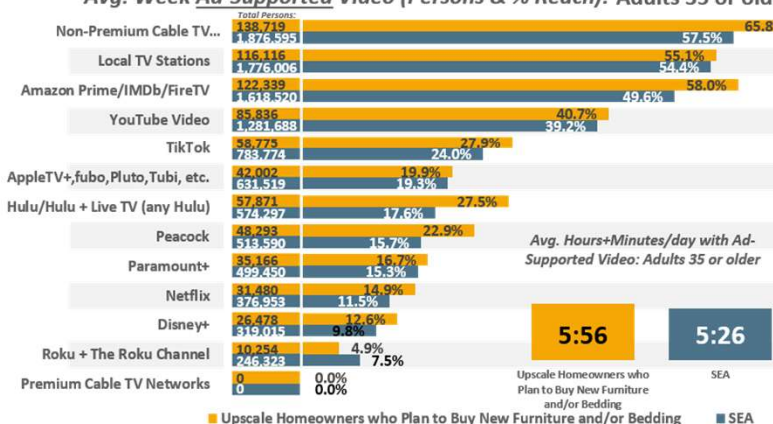
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 222
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

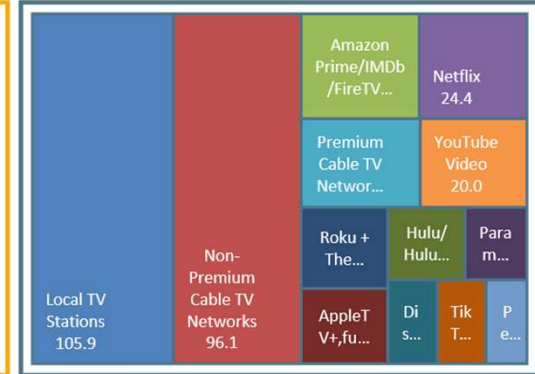
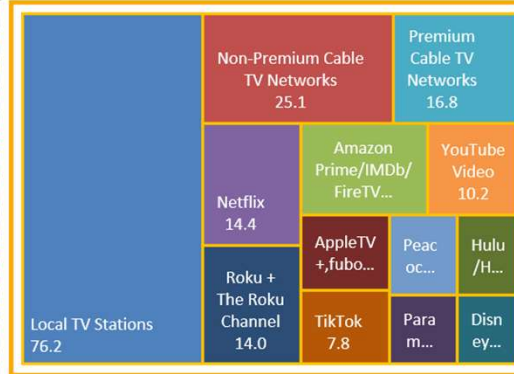
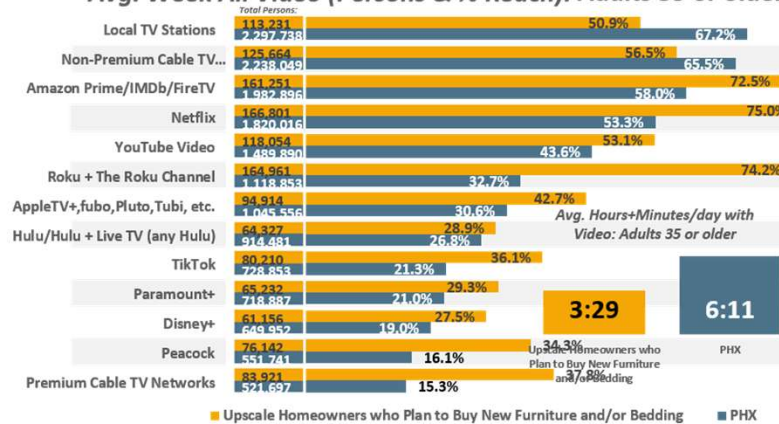
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



111,761 or 50.3% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding watch Ad-Supported Local TV Stations for an average of 73.4 minutes every day representing 42.8% of all time spent daily with Ad-Supported Video.

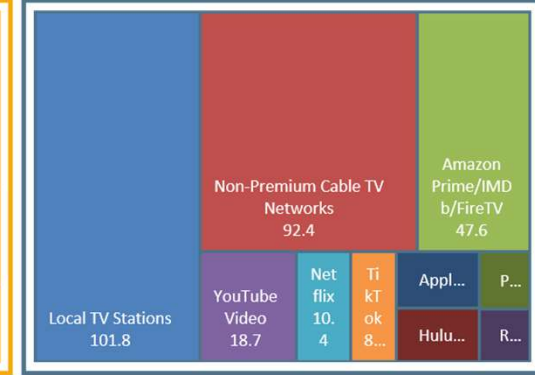
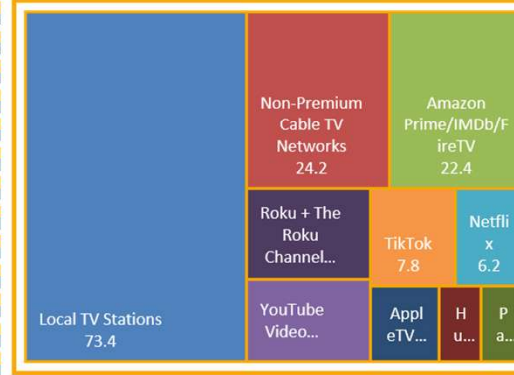
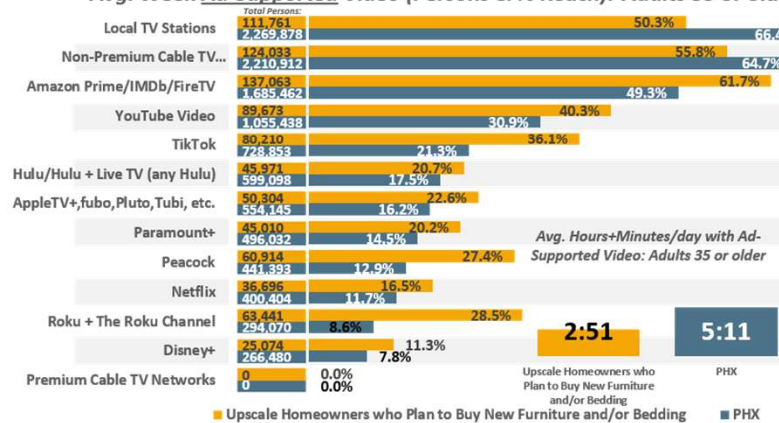
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 99
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

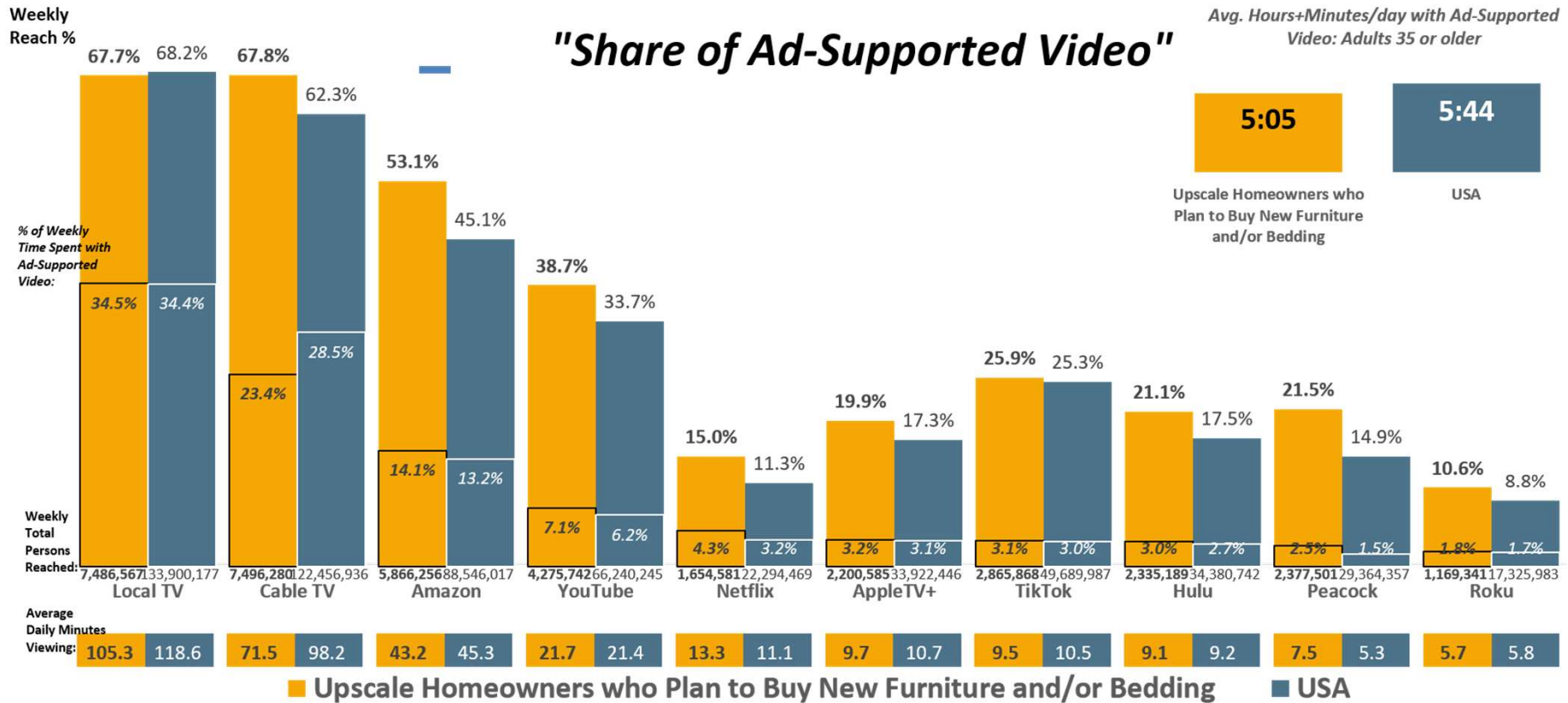
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



7,486,567 or 67.7% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding watch Ad-Supported Local TV Stations for an average of 105.3 minutes every day representing 34.5% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



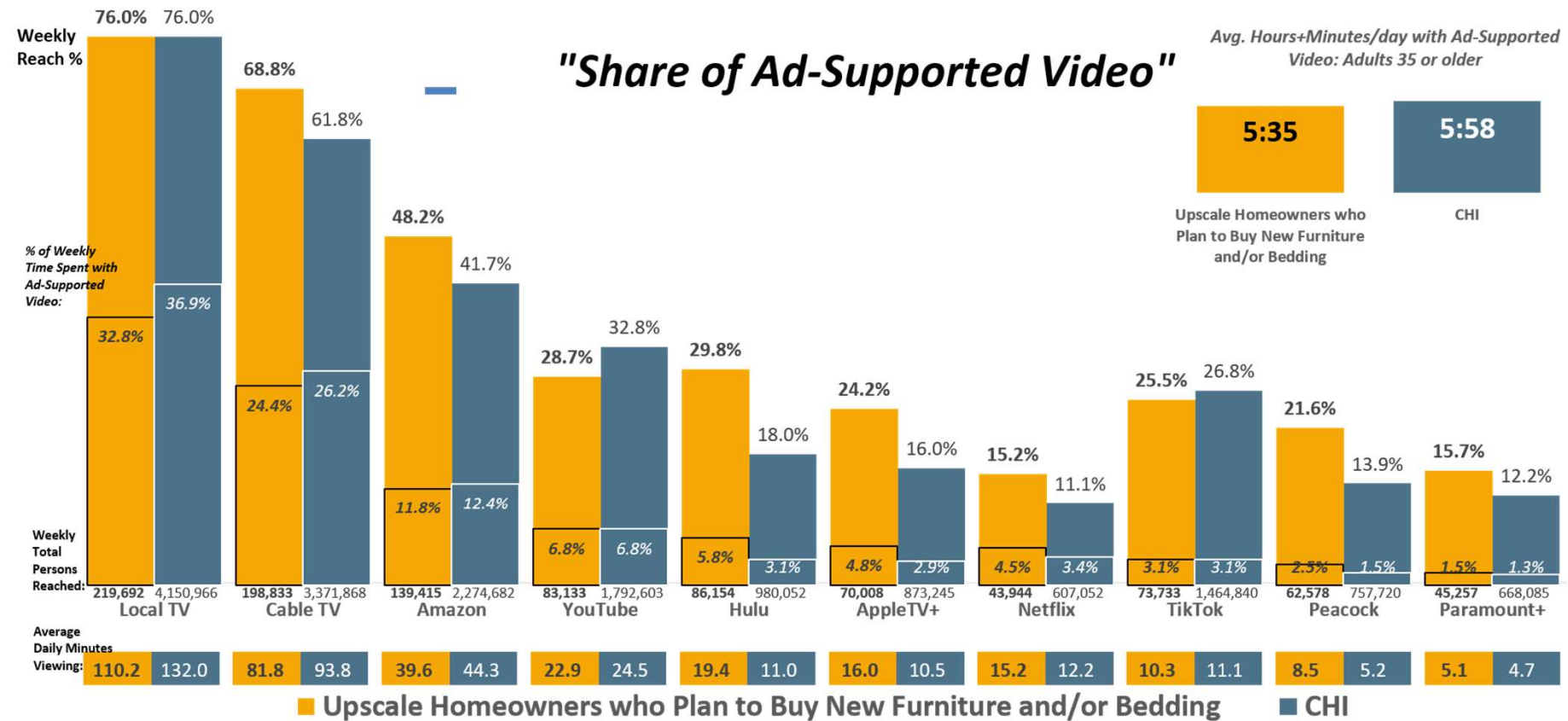
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(((Household income (HHI D): \$150,000 - \$249,999 OR Household income (HHI D): \$250,000 or more OR Acxiom NetWorth Gold (HHI D): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHI D): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHI D): \$2,000,000 +) AND Own or rent residence (HHI D): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



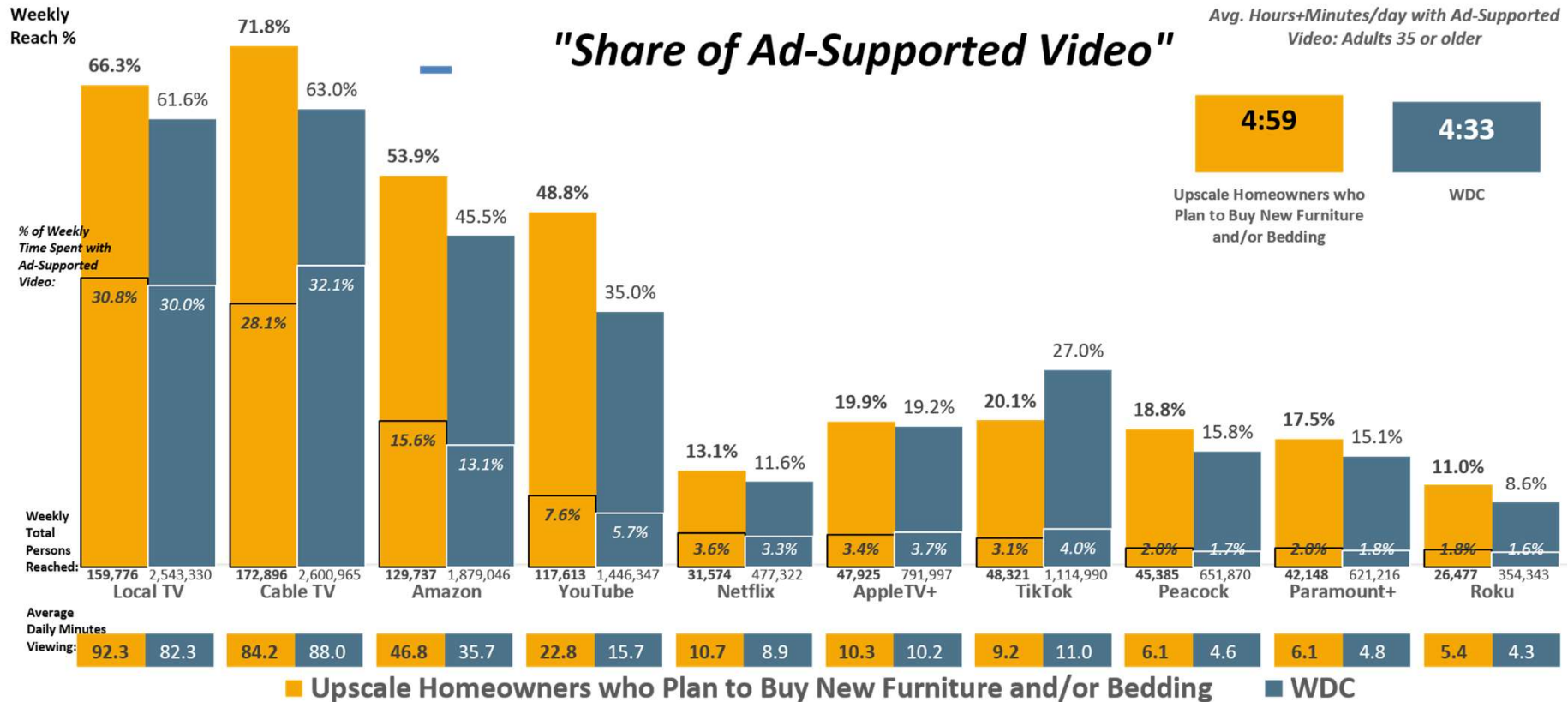
219,692 or 76.0% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding watch Ad-Supported Local TV Stations for an average of 110.2 minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.





159,776 or 66.3% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding watch Ad-Supported Local TV Stations for an average of 92.3 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 341 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

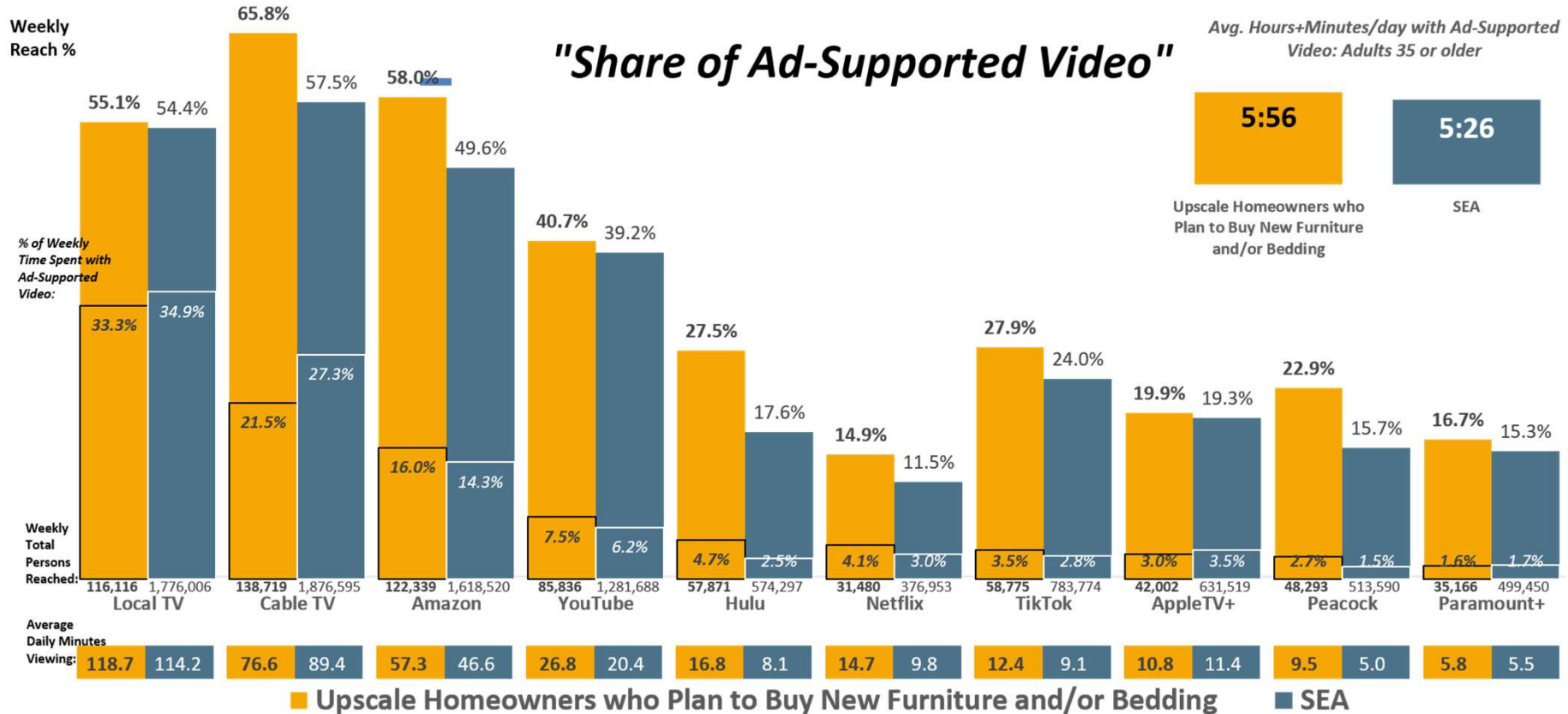
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



116,116 or 55.1% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding watch Ad-Supported Local TV Stations for an average of 118.7 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 222 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

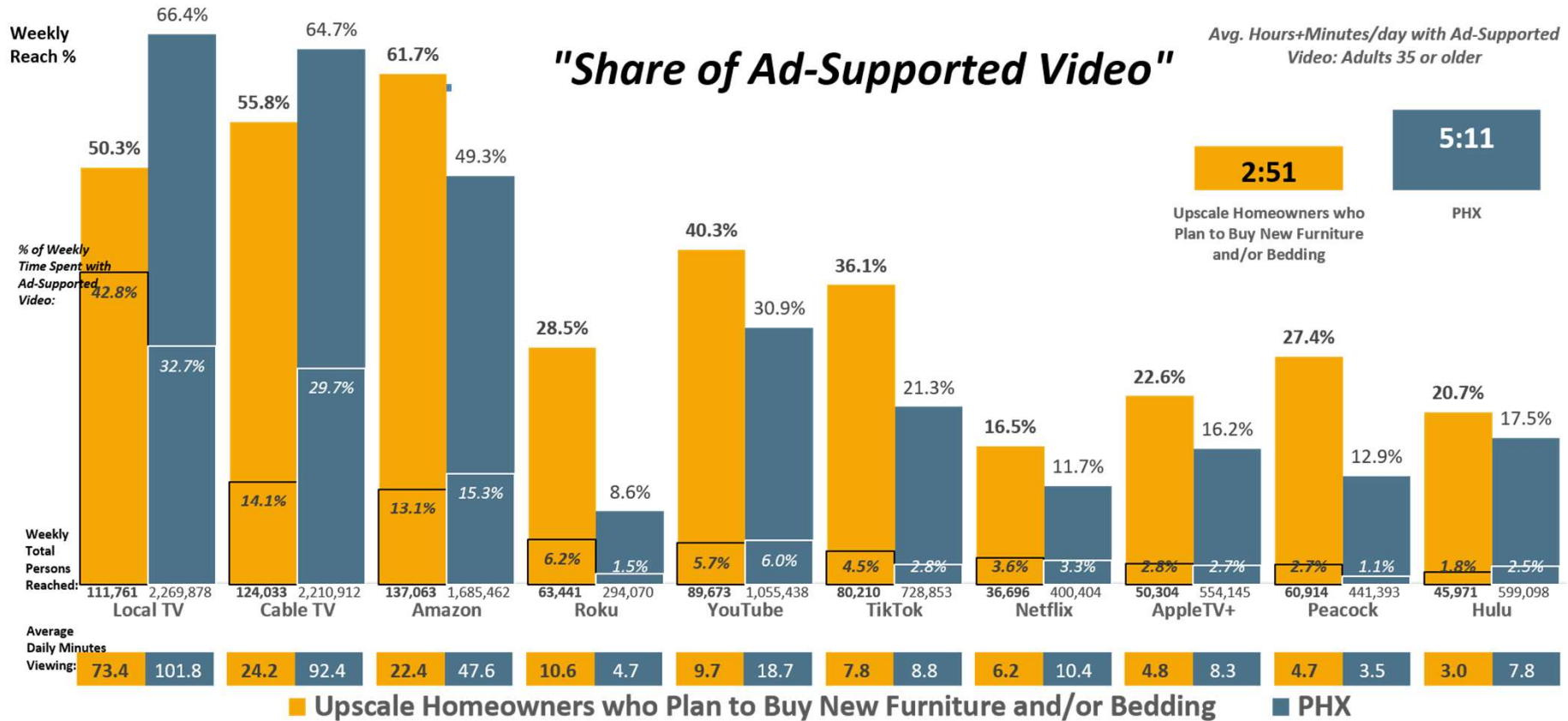
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



111,761 or 50.3% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding watch Ad-Supported Local TV Stations for an average of 73.4 minutes every day representing 42.8% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 99
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

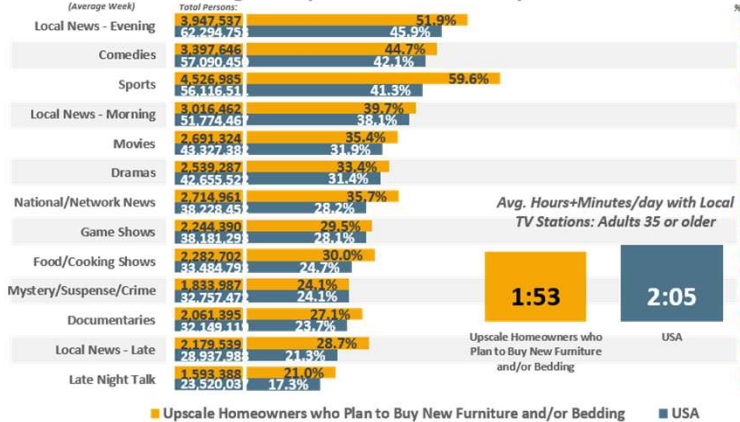
soefa.ai Share of Everything for Anything

(((Household income (HHI D): \$150,000 - \$249,999 OR Household income (HHI D): \$250,000 or more OR Acxiom NetWorth Gold (HHI D): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHI D): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHI D): \$2,000,000 +) AND Own or rent residence (HHI D): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

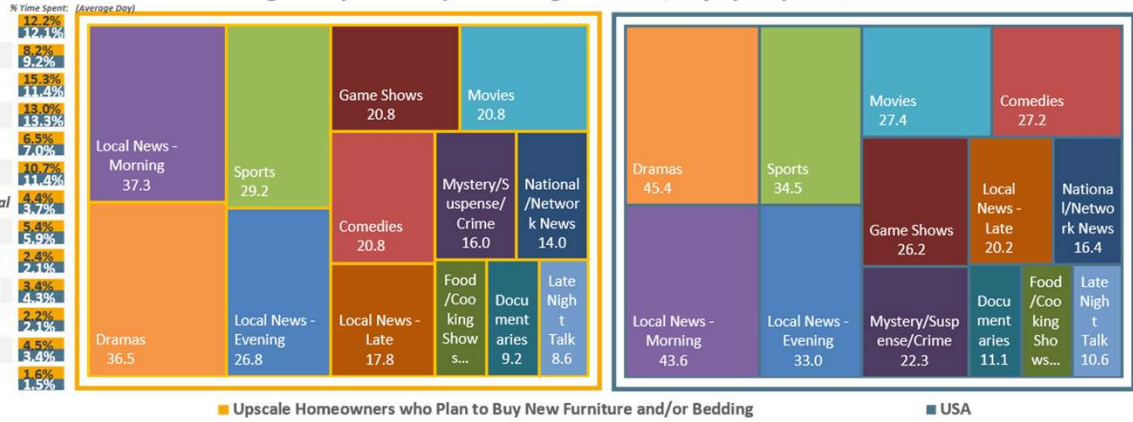


7,486,567 or 67.7% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

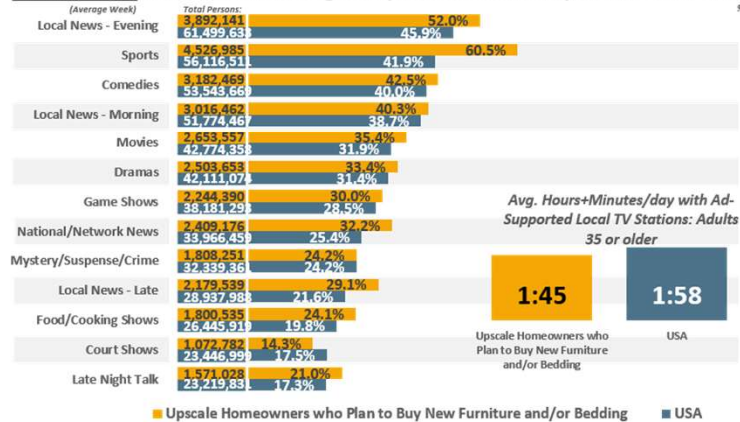
Local TV Station Programs (Persons & % Reach): Adults 35 or older



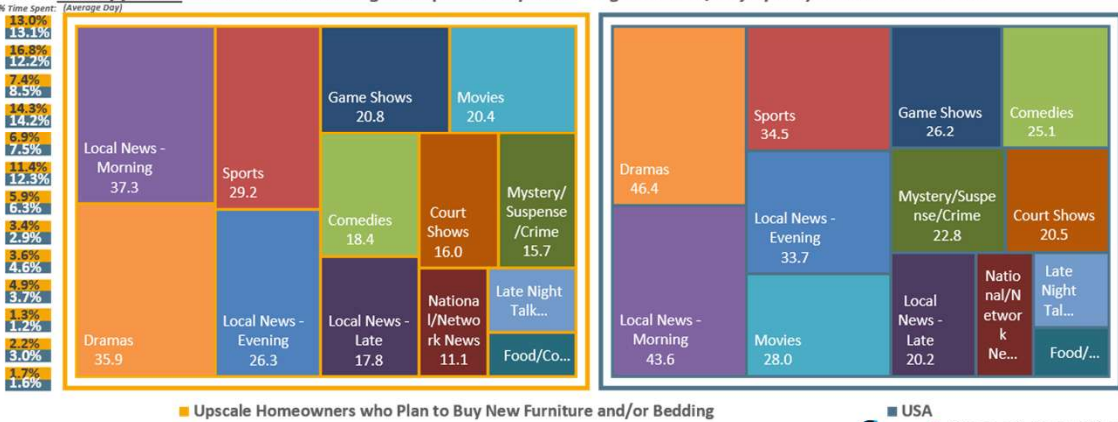
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

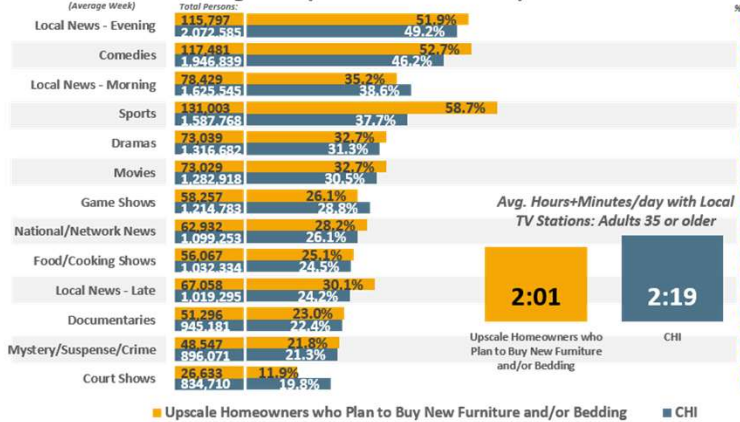
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

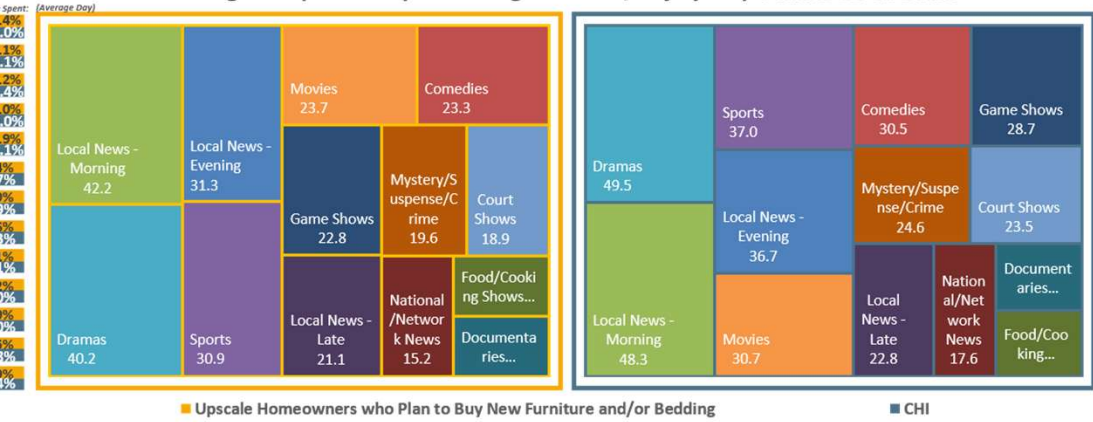


219,692 or 76.% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Dramas, and Movies.

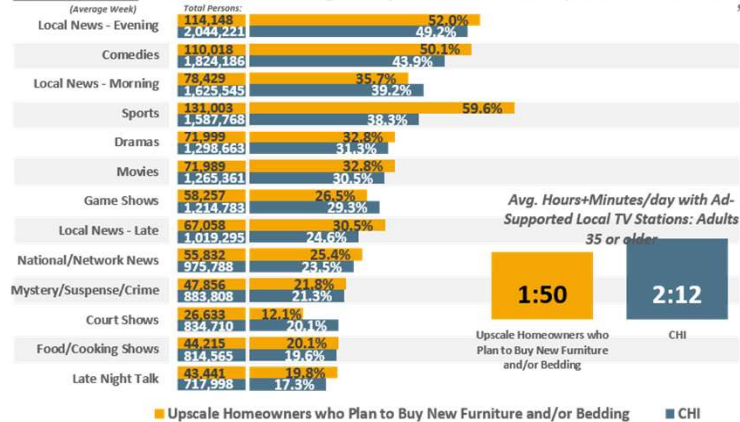
Local TV Station Programs (Persons & % Reach): Adults 35 or older



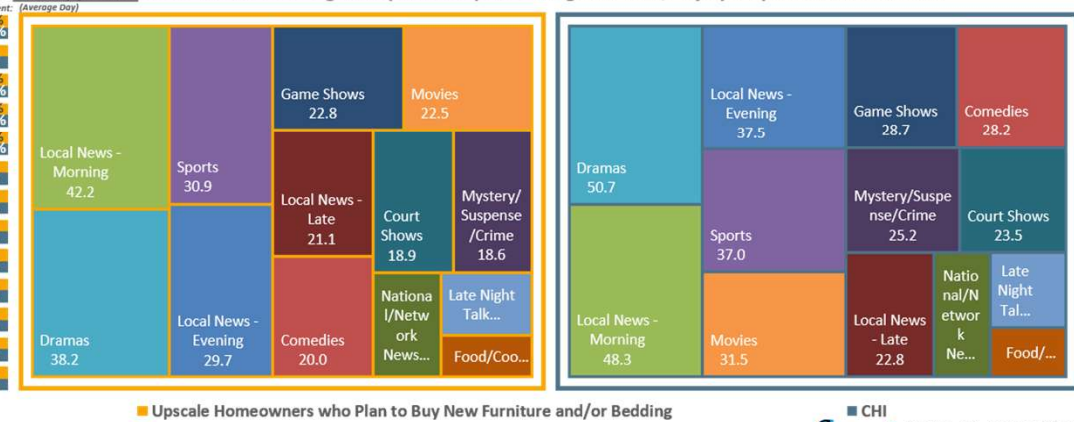
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 187
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

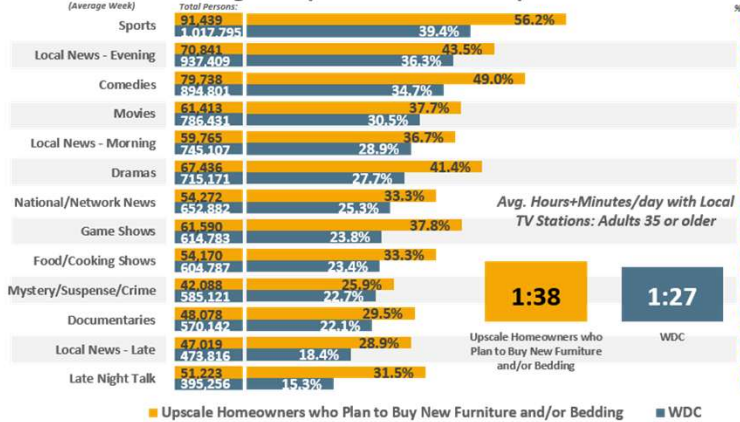
soefa.ai CHI
Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

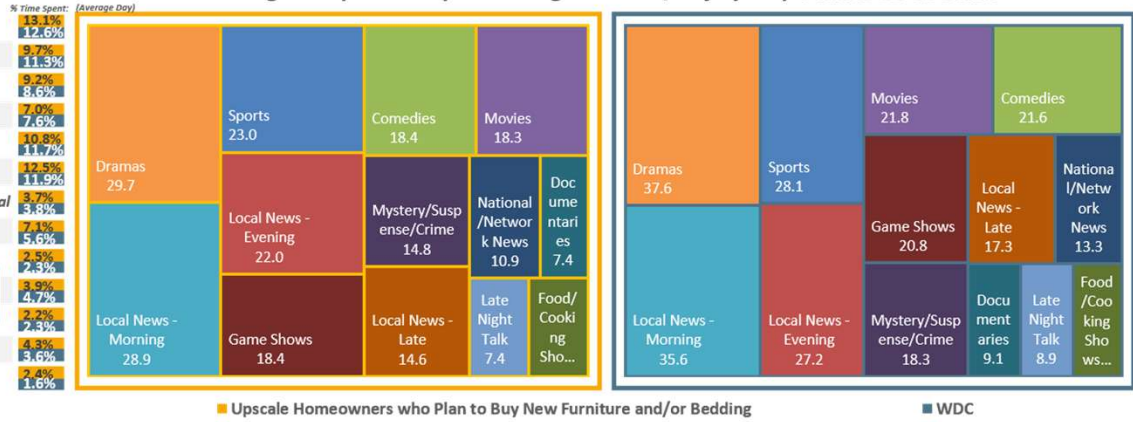


159,776 or 66.3% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Dramas, Game Shows, and Movies.

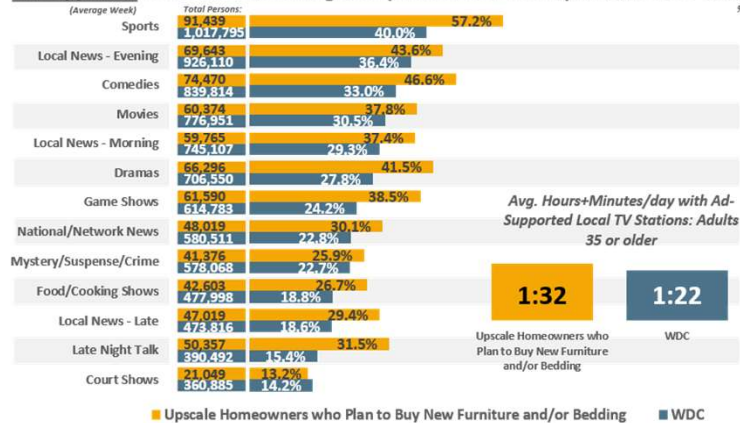
Local TV Station Programs (Persons & % Reach): Adults 35 or older



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 341
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

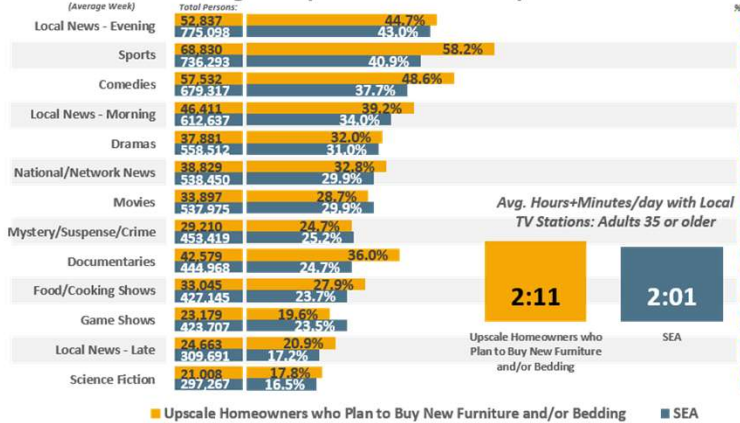
soefa.ai WDC Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



116,116 or 55.1% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Dramas, and National/Network

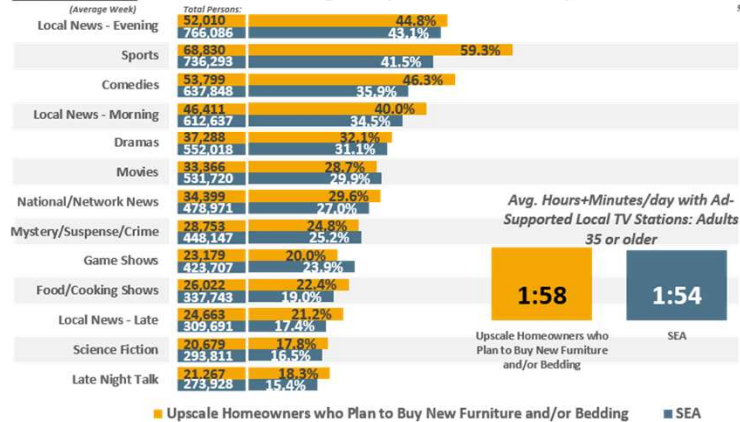
Local TV Station Programs (Persons & % Reach): Adults 35 or older



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 222
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

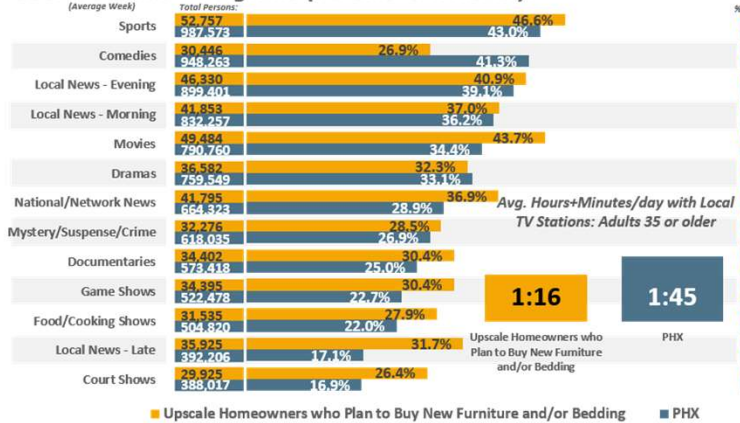
SEA
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

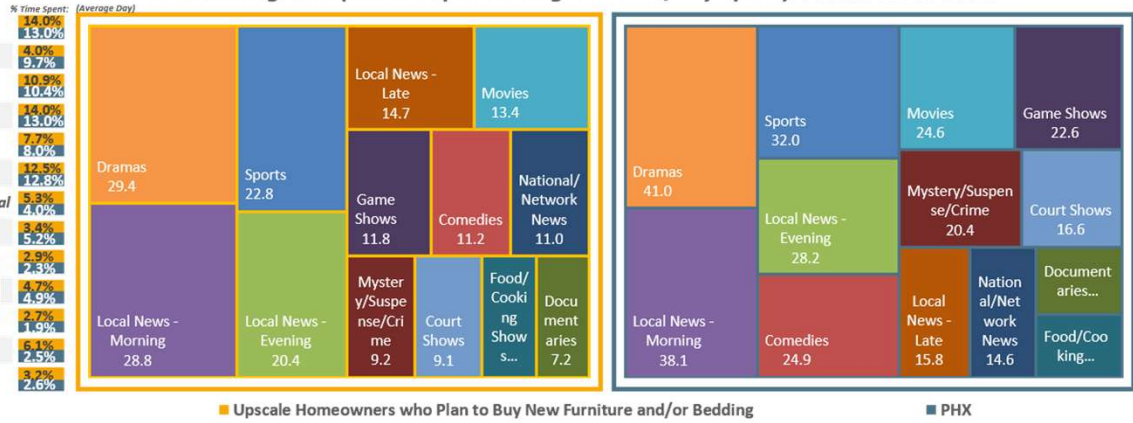


111,761 or 50.3% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Local News - Morning, National/Network News, and Dram

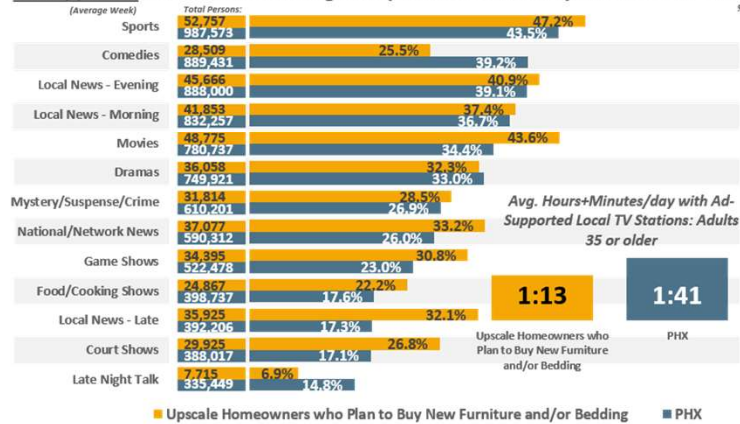
Local TV Station Programs (Persons & % Reach): Adults 35 or older



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 99
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai PHX Share of Everything for Anything

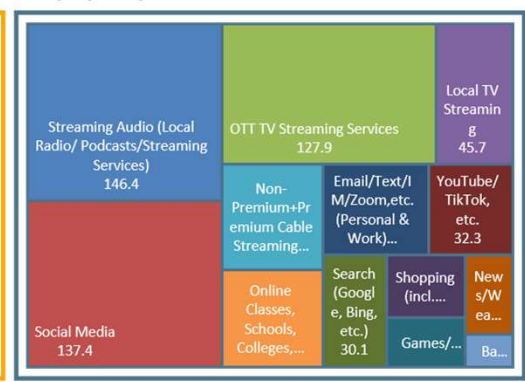
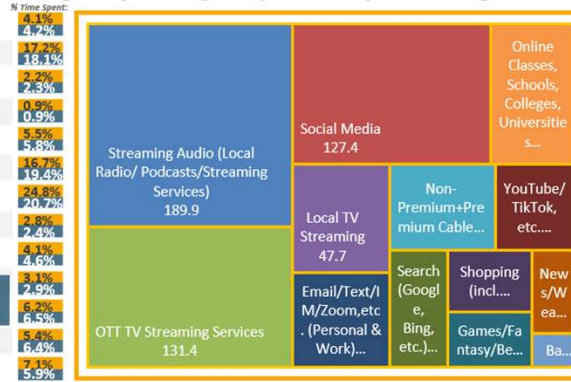
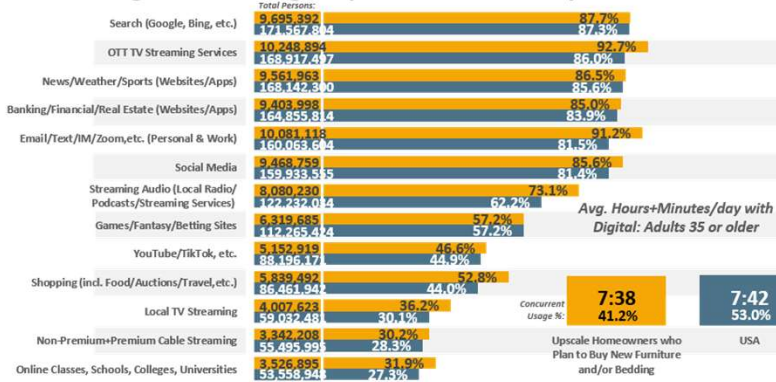
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



8,674,723 or 78.5% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding use Ad-Supported Social Media for an average of 117.2 minutes every day representing 21.1% of all time spent daily with Ad-Supported Digital Media.

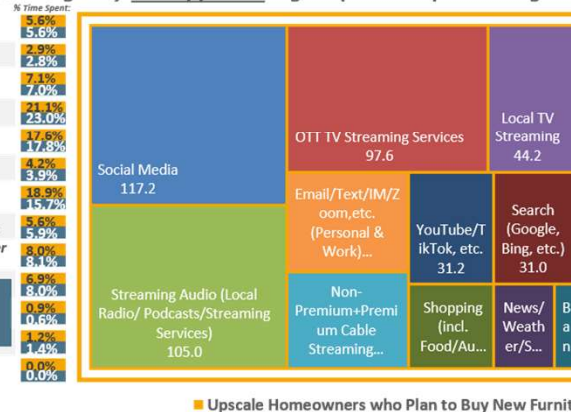
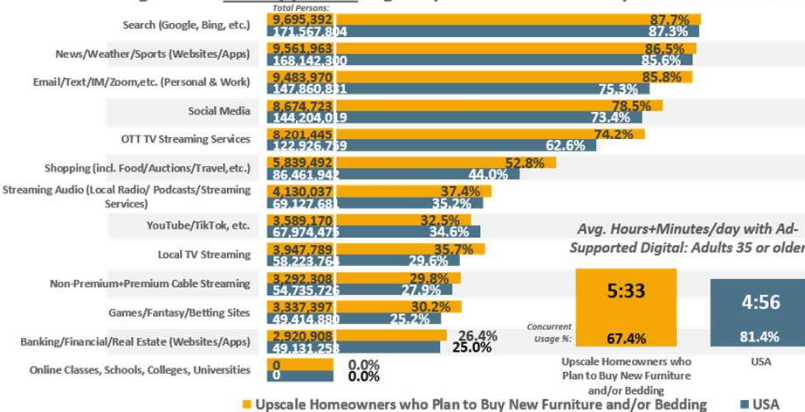
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

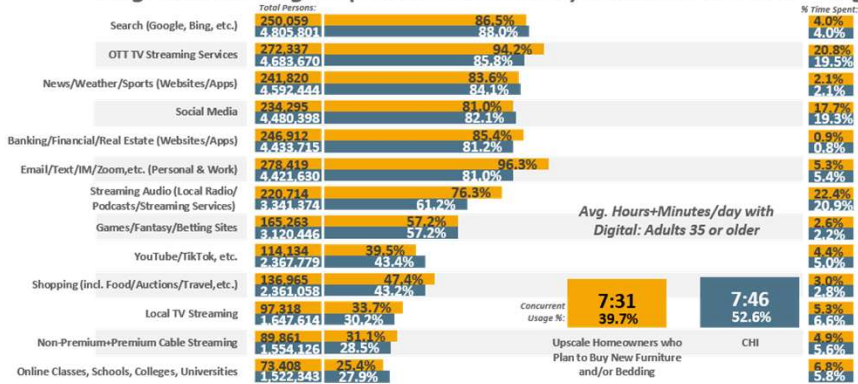
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



208,029 or 71.9% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding use Ad-Supported Social Media for an average of 122.4 minutes every day representing 22.2% of all time spent daily with Ad-Supported Digital Media.

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

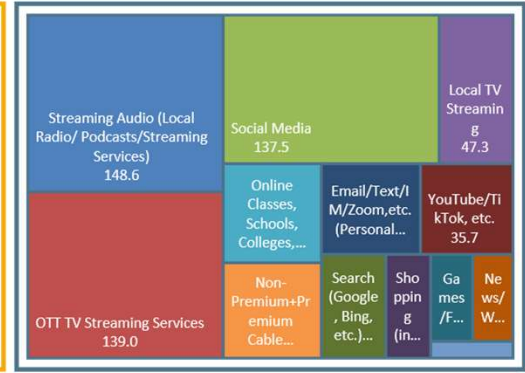
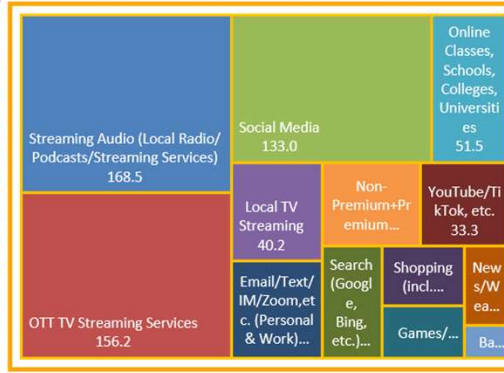
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Hours+Minutes/day with Digital: Adults 35 or older

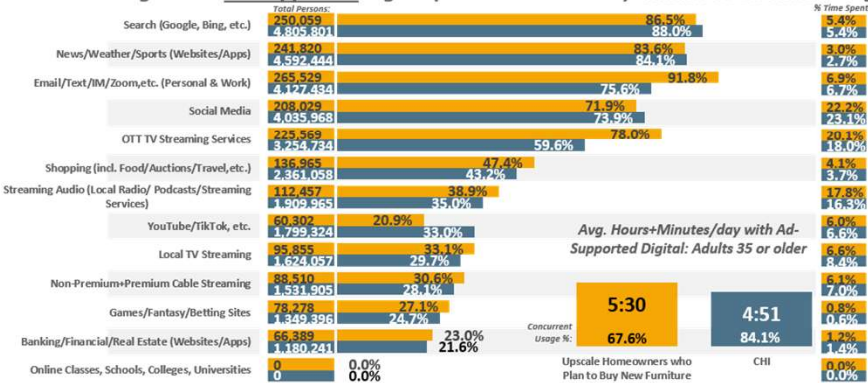
Concurrent Usage %: 7:31 39.7%

CHI 7:46 52.6%



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

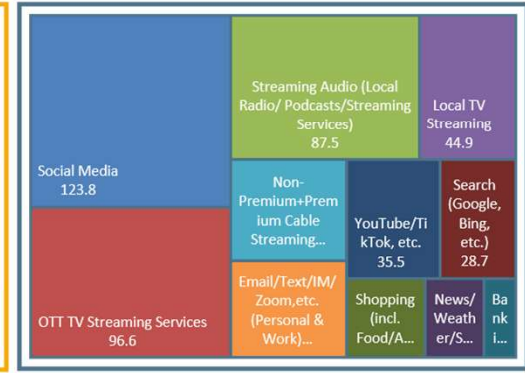
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

Concurrent Usage %: 5:30 67.6%

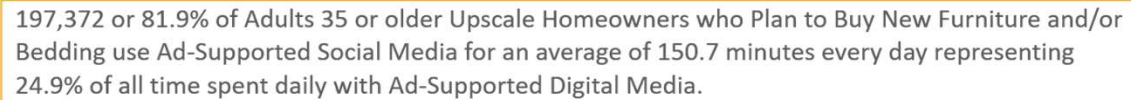
CHI 4:51 84.1%



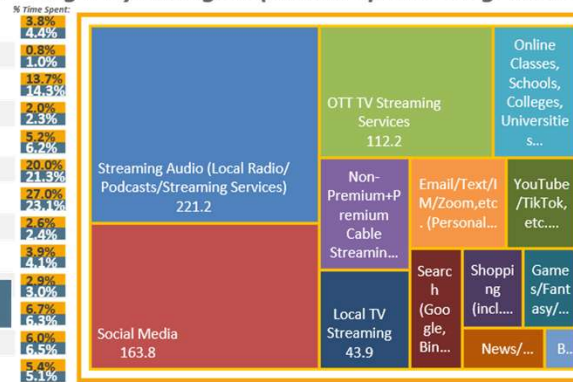
CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 187
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



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



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



■ WDC
soefa.ai Share of Everything
for Anything. ®

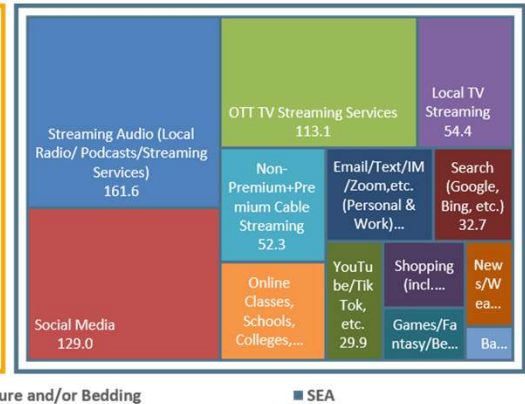
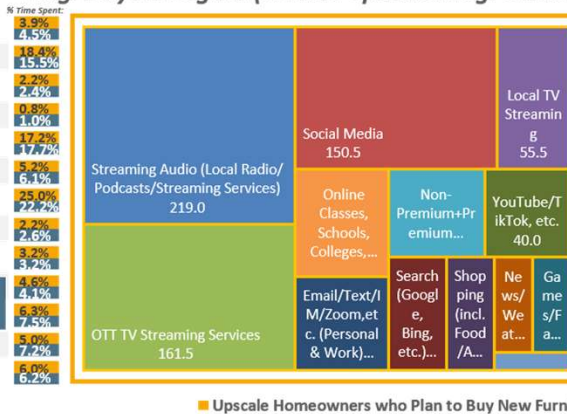
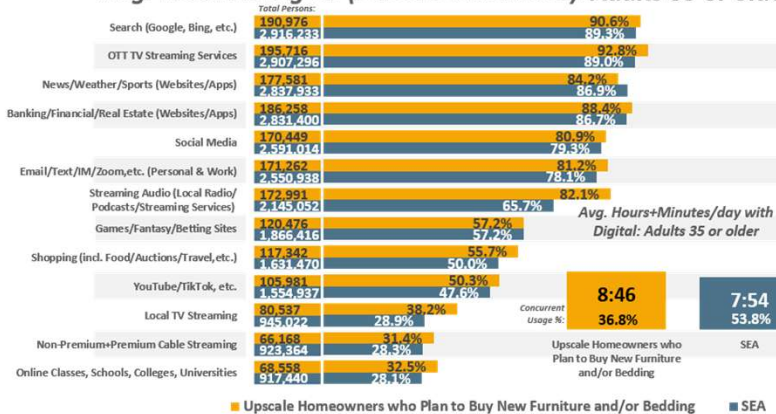
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



158,815 or 75.3% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding use Ad-Supported Social Media for an average of 138.5 minutes every day representing 21.8% of all time spent daily with Ad-Supported Digital Media.

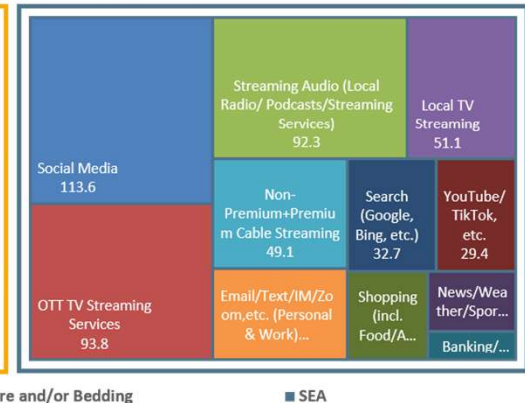
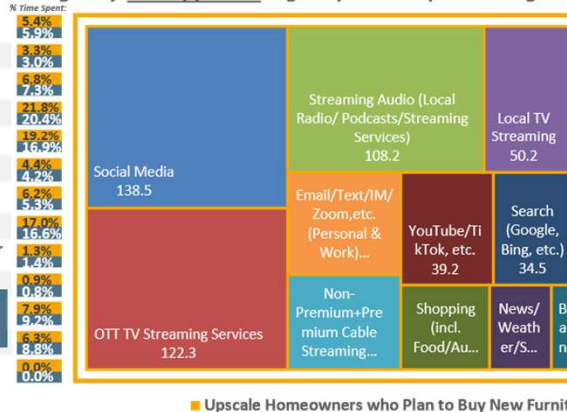
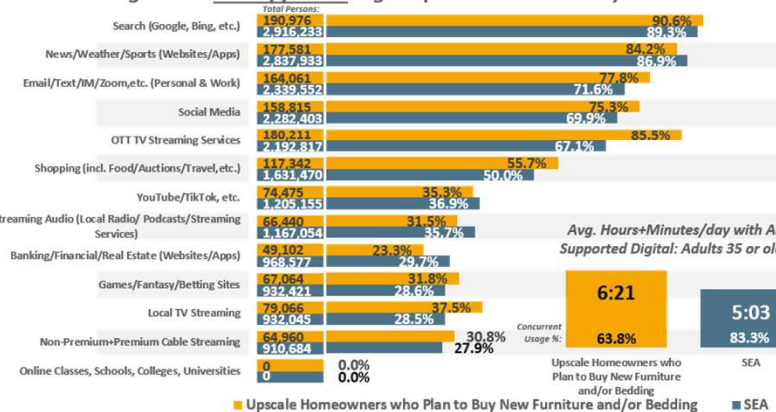
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 222
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

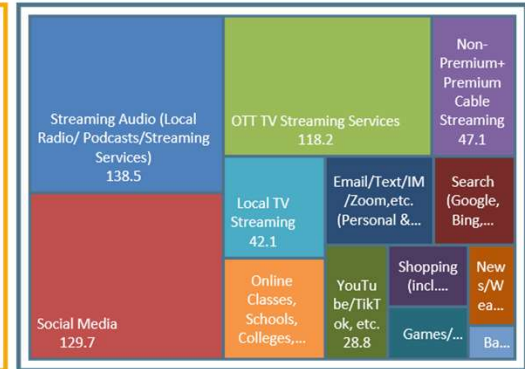
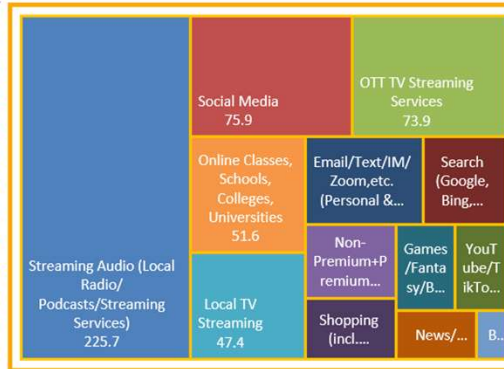
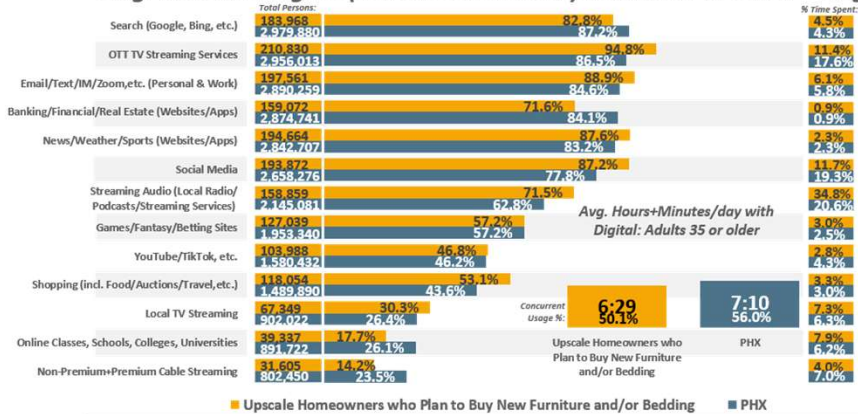
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



175,657 or 79.% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding use Ad-Supported Social Media for an average of 69.8 minutes every day representing 15.6% of all time spent daily with Ad-Supported Digital Media.

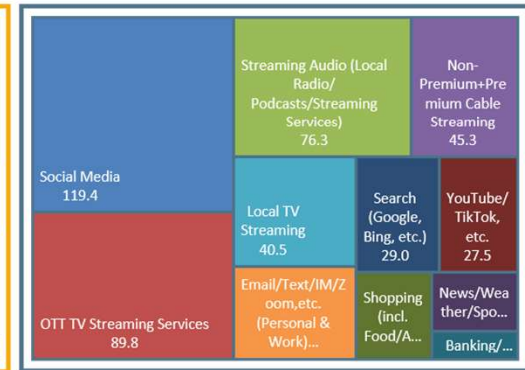
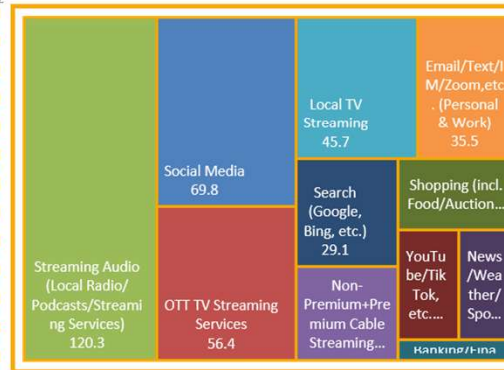
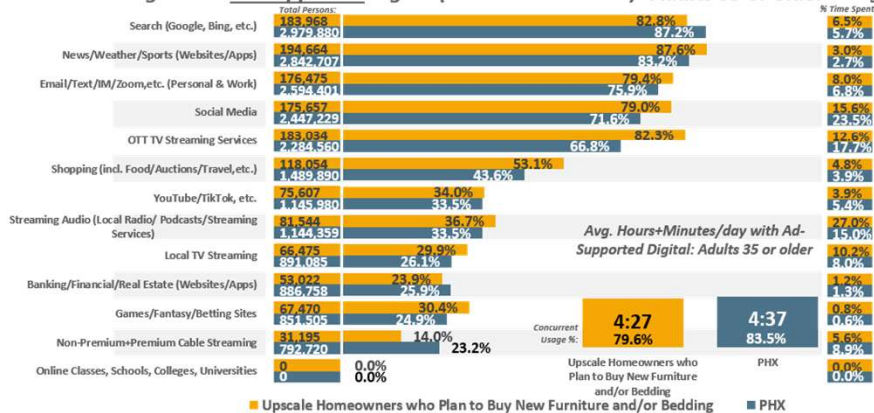
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 99
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

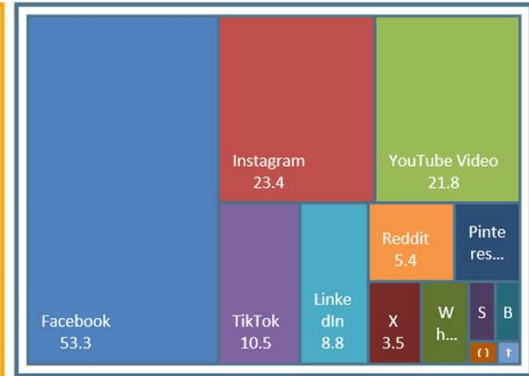
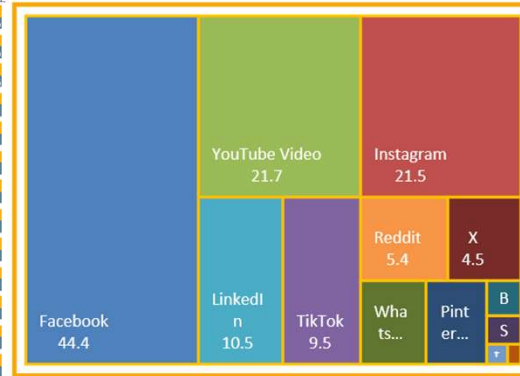
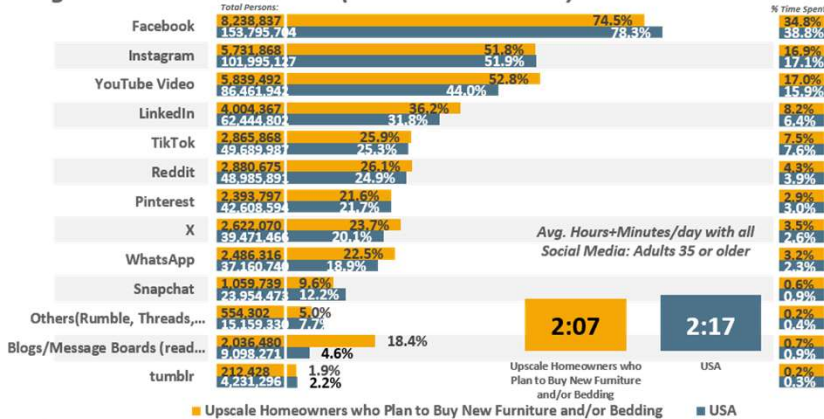
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

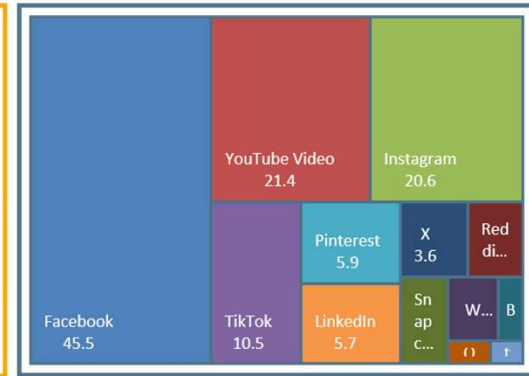
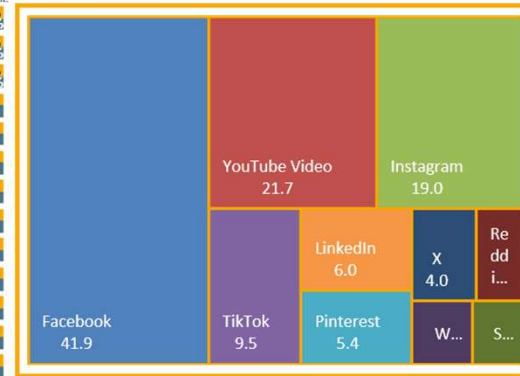
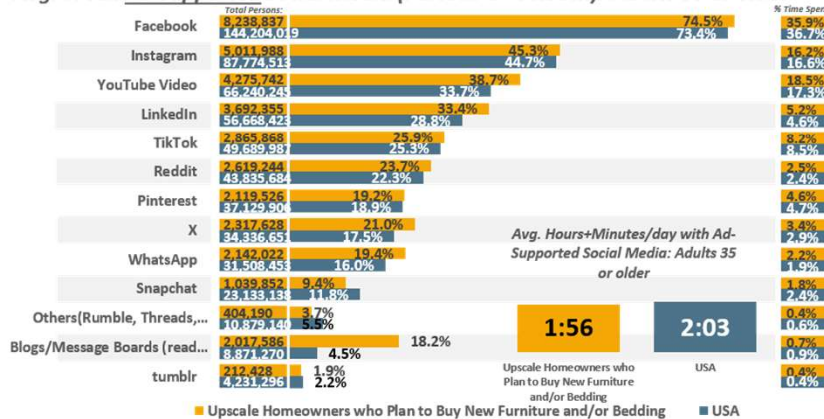


8,238,837 or 74.5% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding use Ad-Supported Facebook for an average of 41.9 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

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**



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

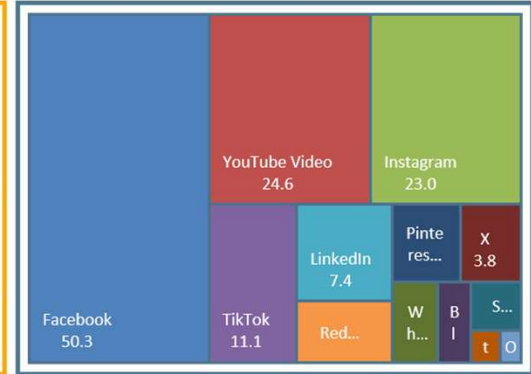
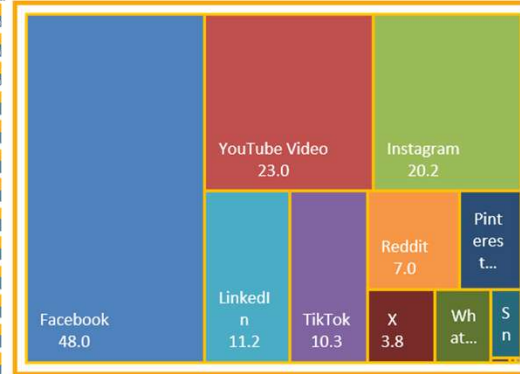
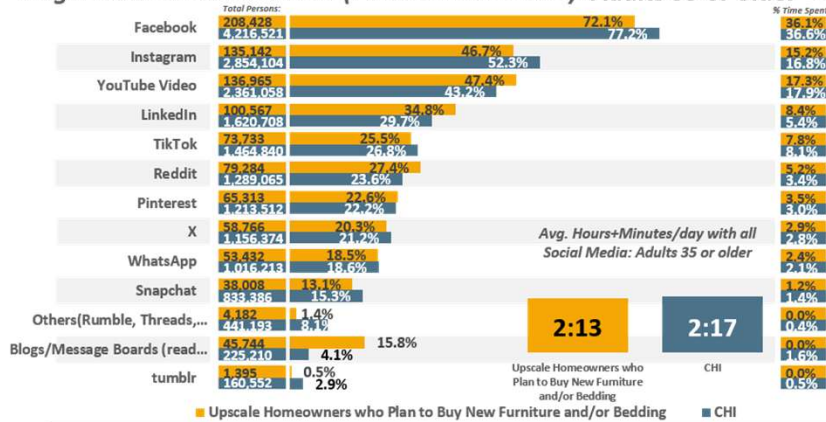
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

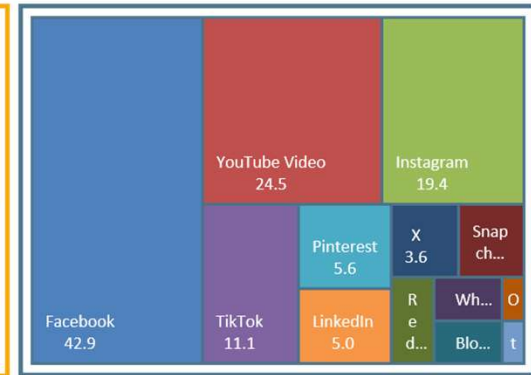
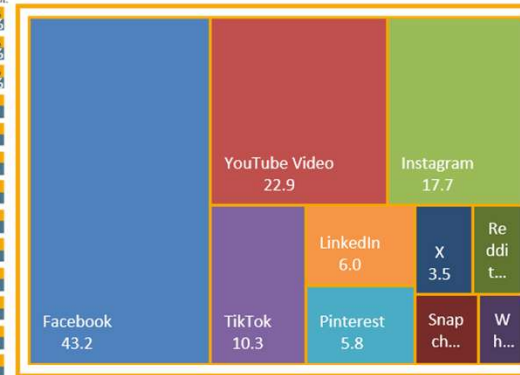
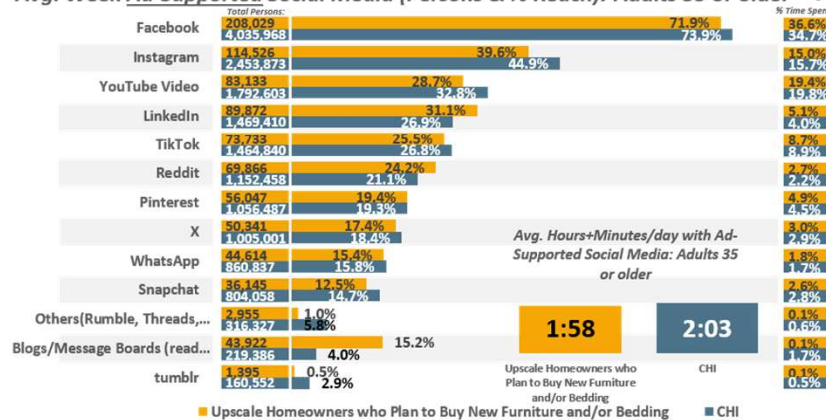


208,029 or 71.9% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding use Ad-Supported Facebook for an average of 43.2 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

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**



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 187
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

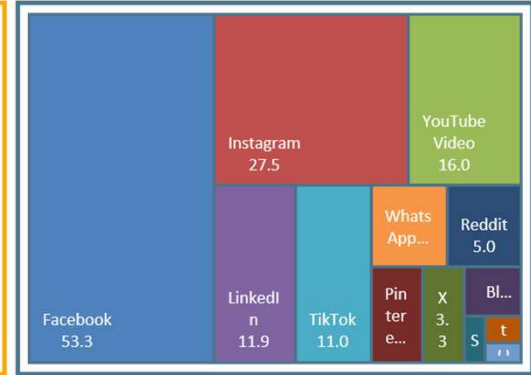
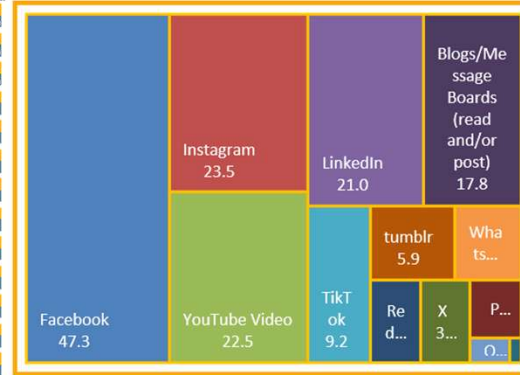
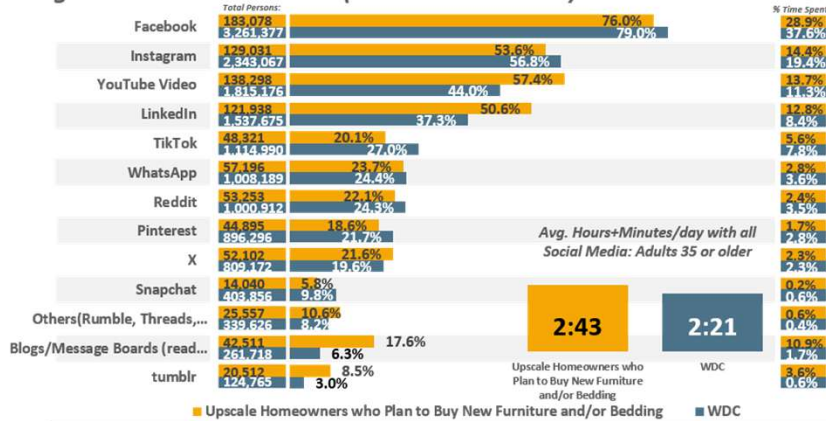
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

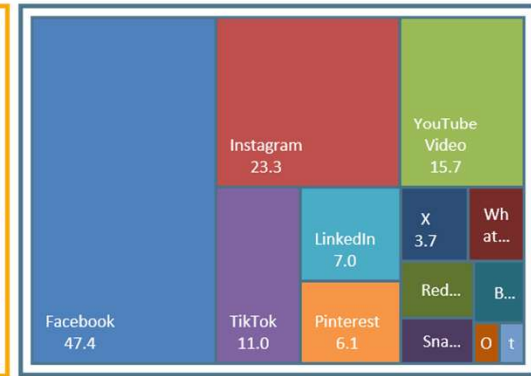
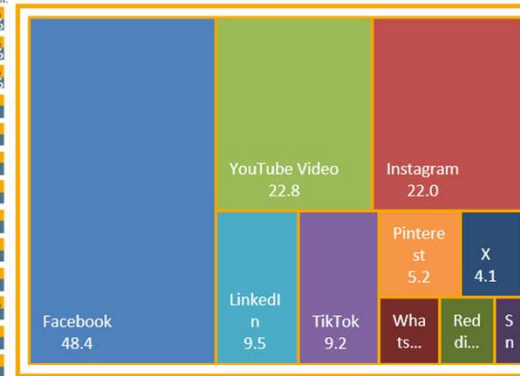
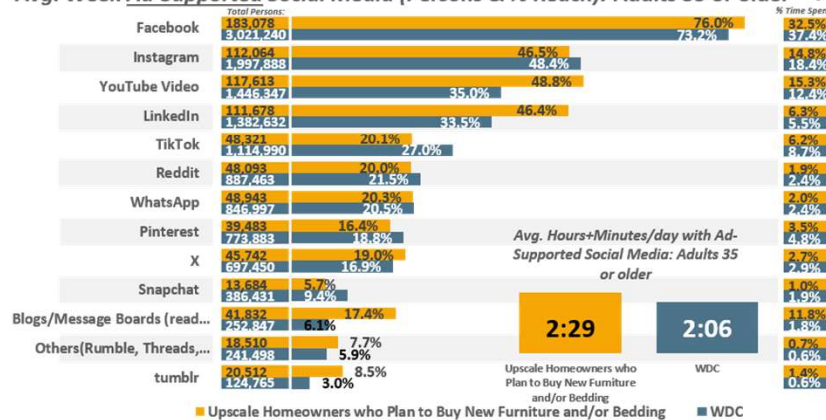


183,078 or 76.% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding use Ad-Supported Facebook for an average of 48.4 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.

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**



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 341
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

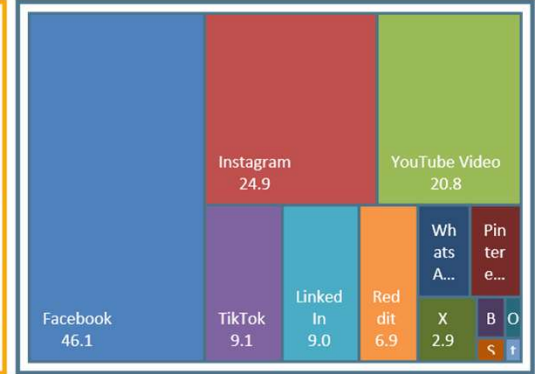
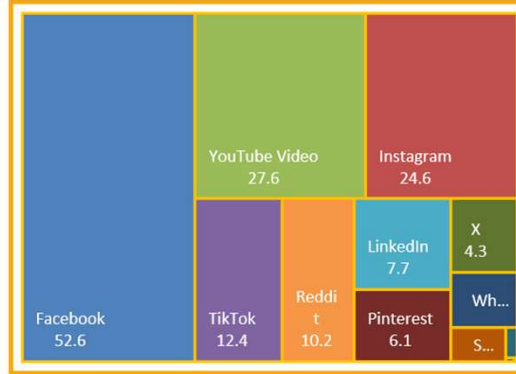
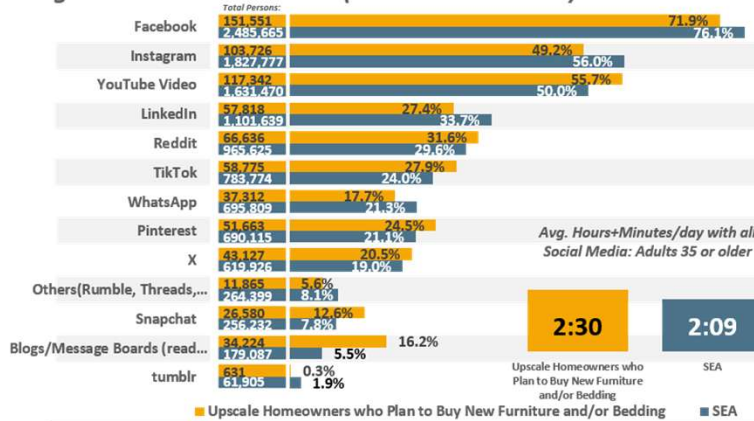
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

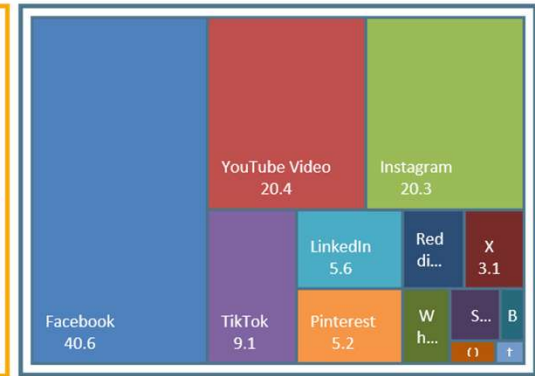
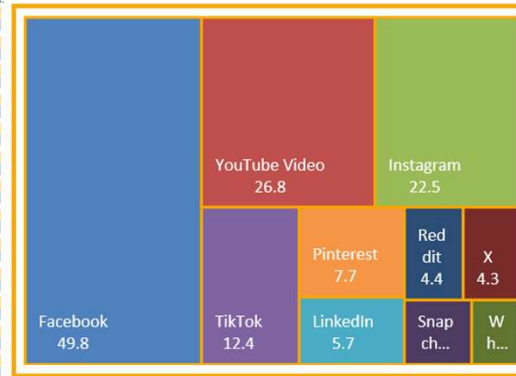
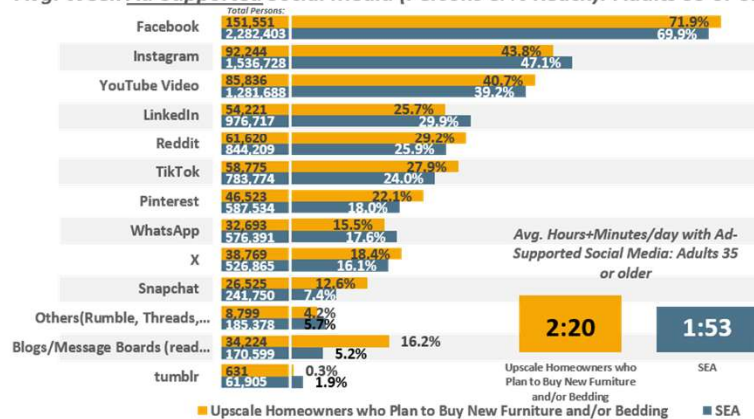


151,551 or 71.9% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding use Ad-Supported Facebook for an average of 49.8 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.

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**



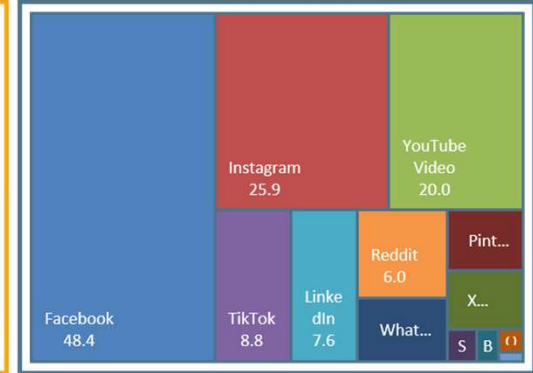
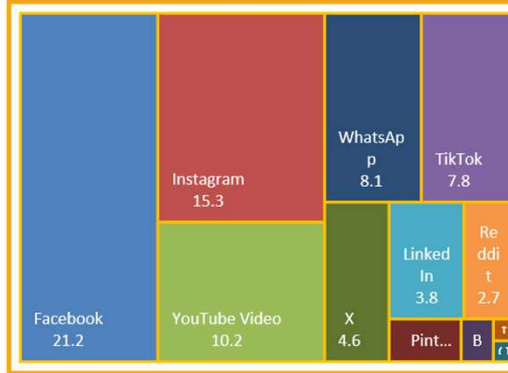
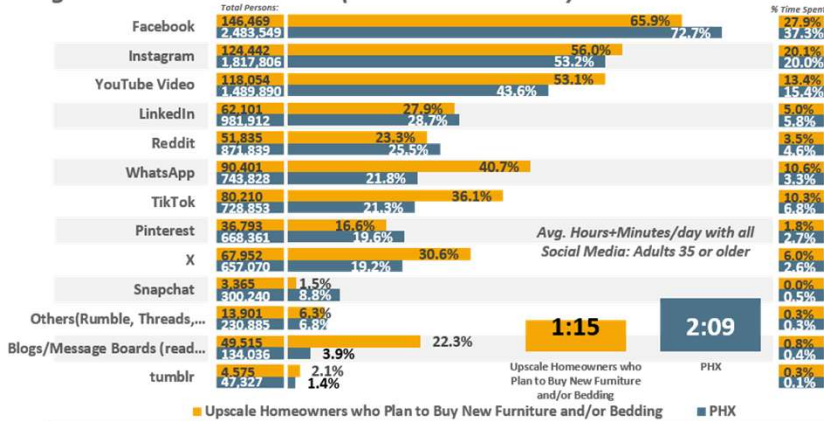
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



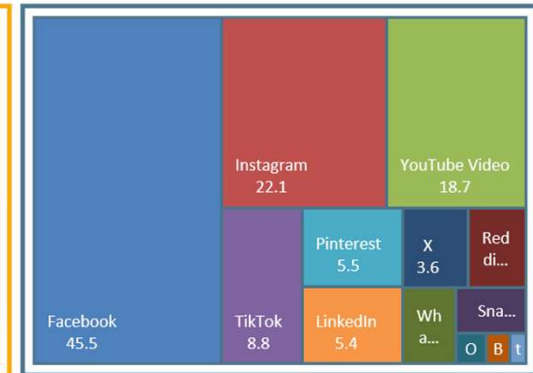
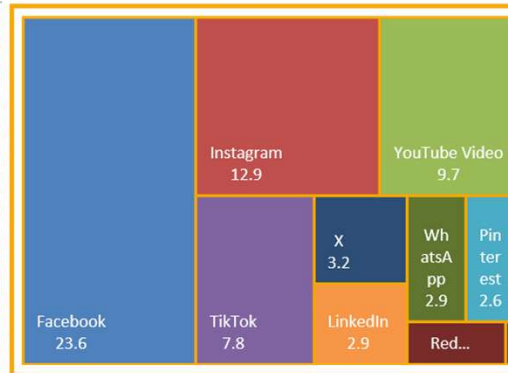
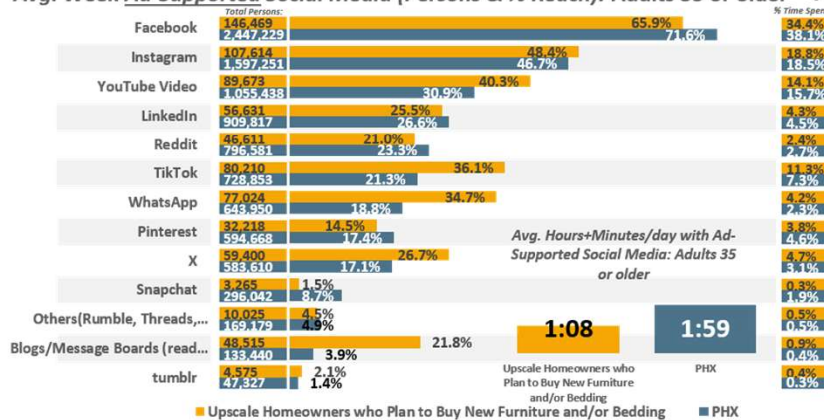


146,469 or 65.9% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding use Ad-Supported Facebook for an average of 23.6 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

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**



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 99
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

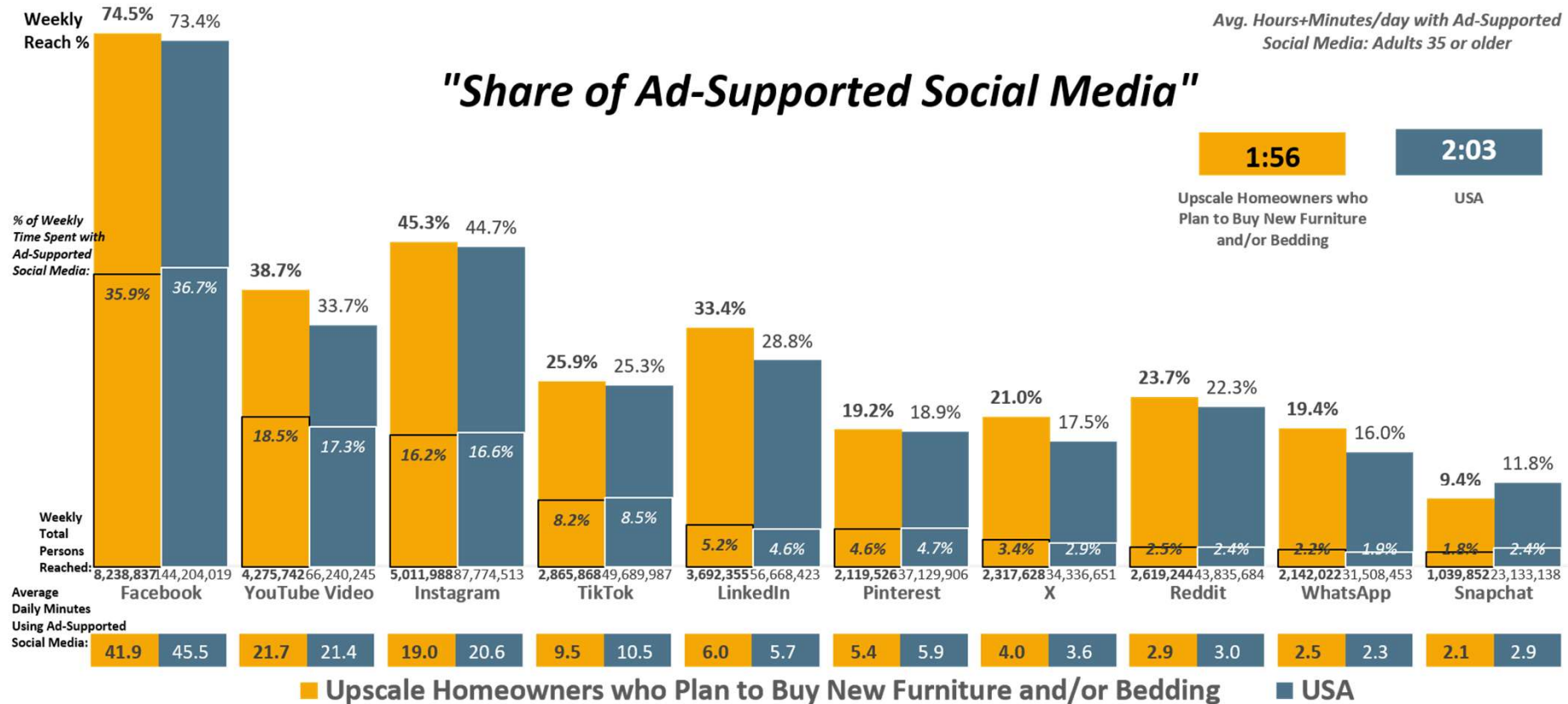
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



8,238,837 or 74.5% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding use Ad-Supported Facebook for an average of 41.9 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230 Scarborough R1 2026: Jan25-Mar26
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

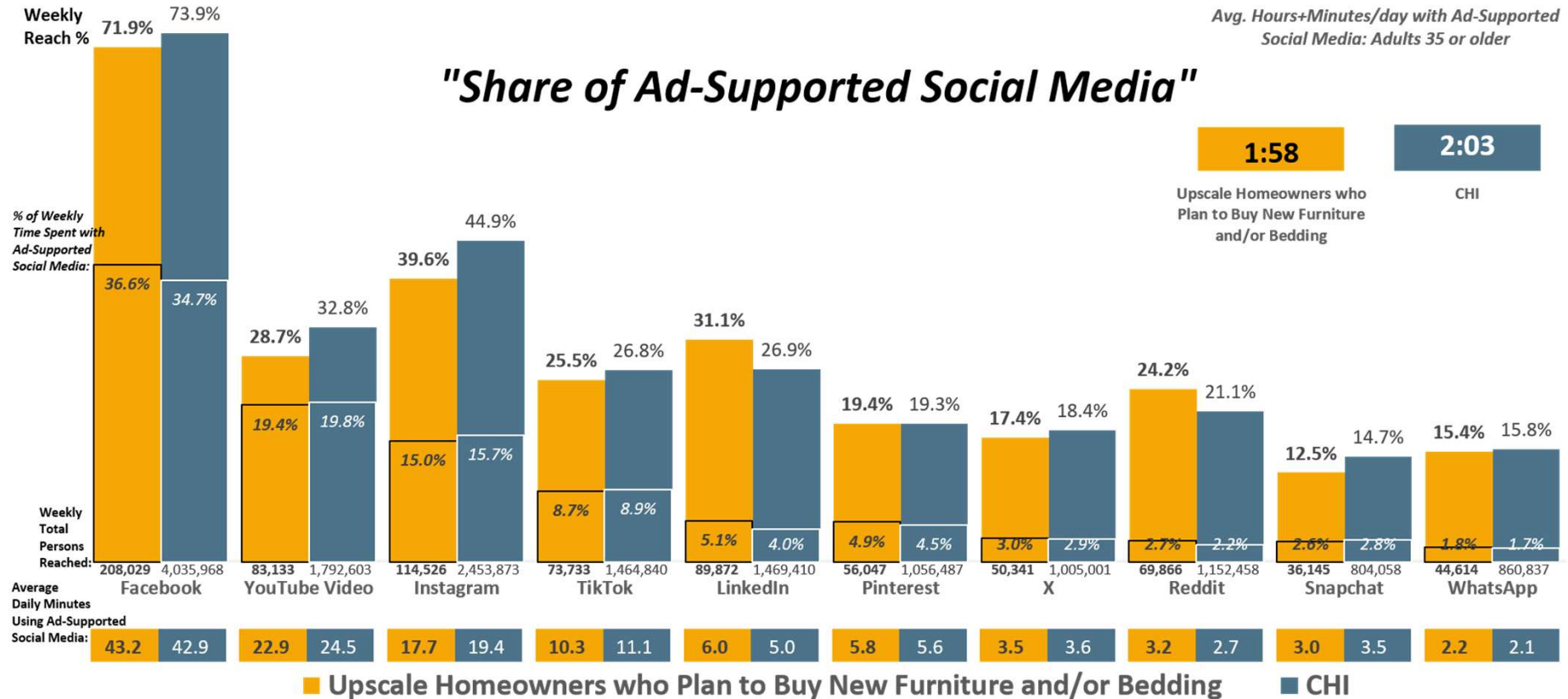
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



208,029 or 71.9% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding use Ad-Supported Facebook for an average of 43.2 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 187
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

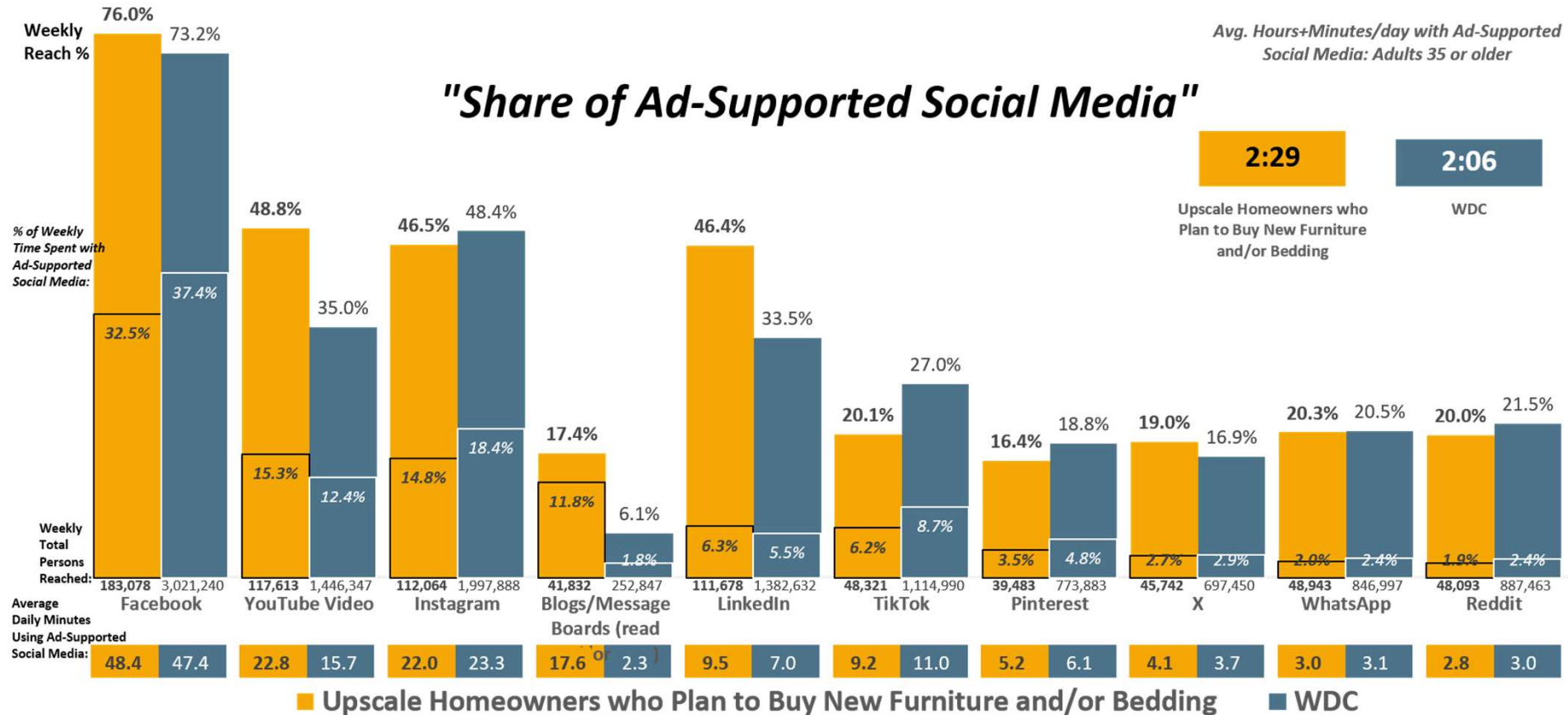
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



183,078 or 76.% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding use Ad-Supported Facebook for an average of 48.4 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



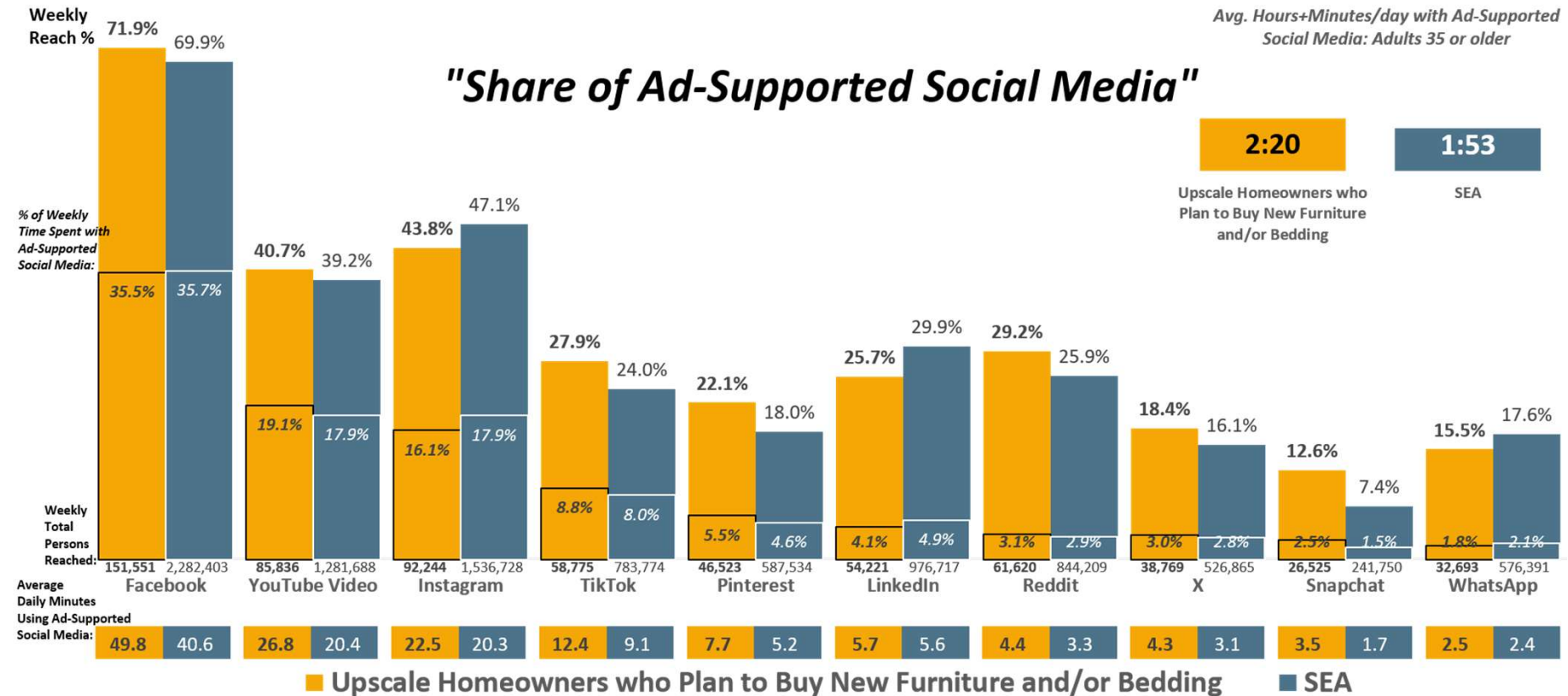
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 341 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



151,551 or 71.9% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding use Ad-Supported Facebook for an average of 49.8 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 222 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

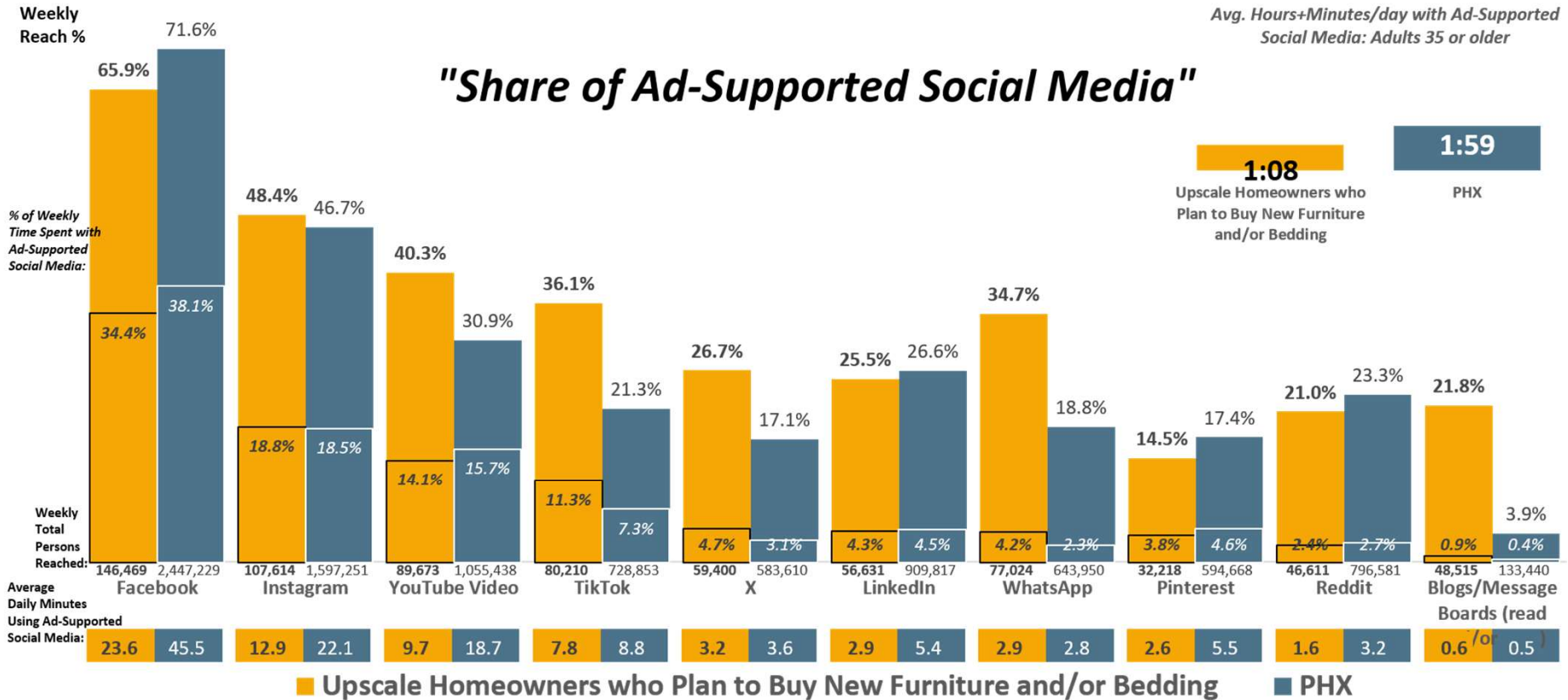
soefa.ai Share of Everything for Anything ®

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



146,469 or 65.9% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding use Ad-Supported Facebook for an average of 23.6 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 99 PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

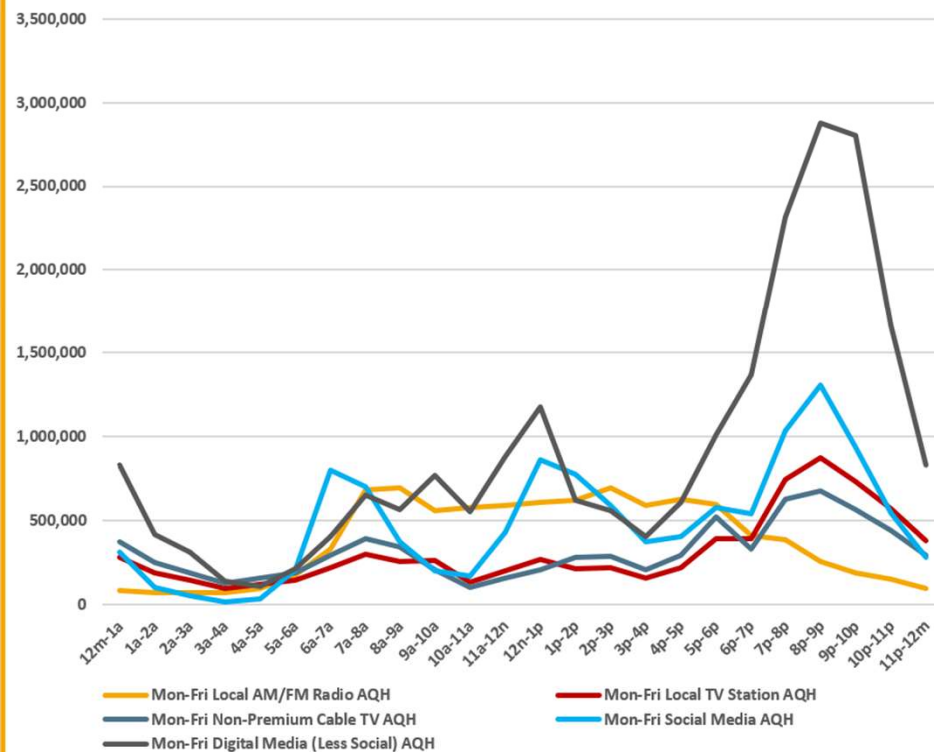
soefa.ai Share of Everything for Anything

(((Household income (HHI D): \$150,000 - \$249,999 OR Household income (HHI D): \$250,000 or more OR Acxiom NetWorth Gold (HHI D): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHI D): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHI D): \$2,000,000 +) AND Own or rent residence (HHI D): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

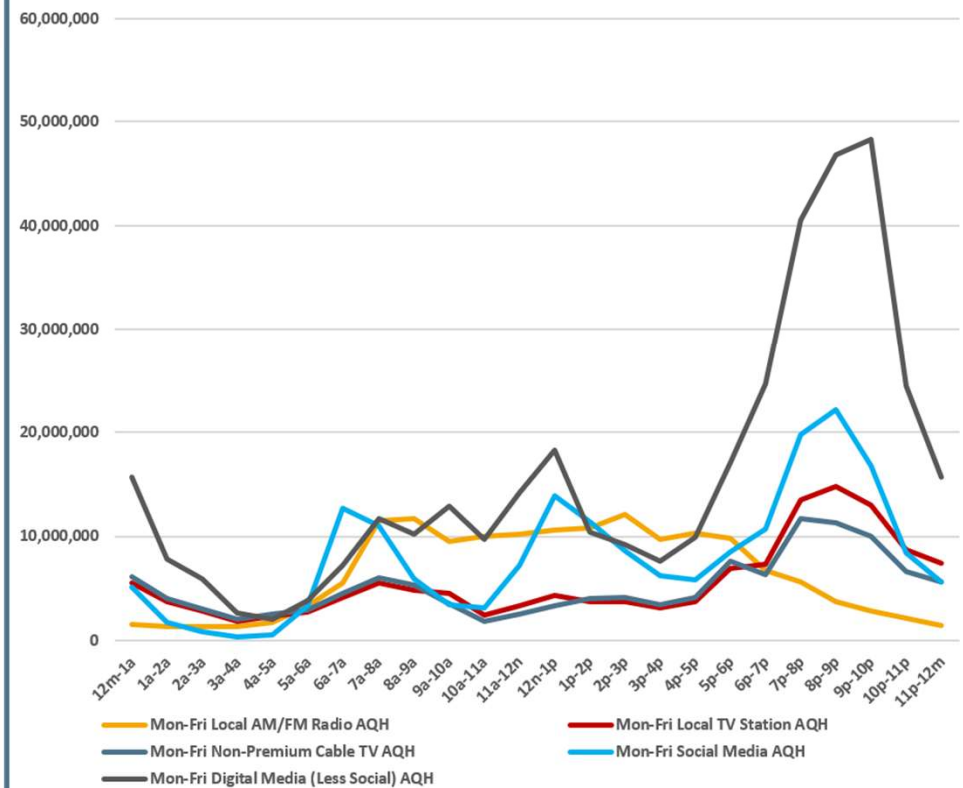


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 735,492;
Local Radio: 582,891; Social Media: 522,172; Non-Prem. Cable: 277,547; Local TV: 248,073
reaching Adults 35 or older Upscale Homeowners who Plan to Buy New Furni

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Upscale Homeowners who Plan to Buy
New Furniture and/or Bedding



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

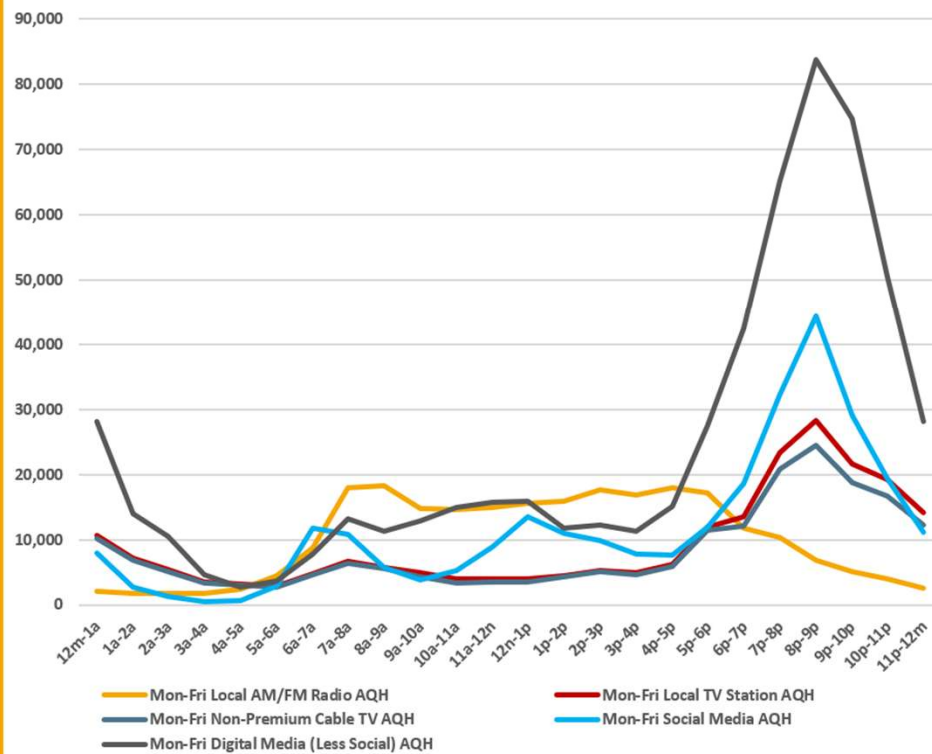
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own)
AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

soefa.ai Share of Everything
for Anything ®

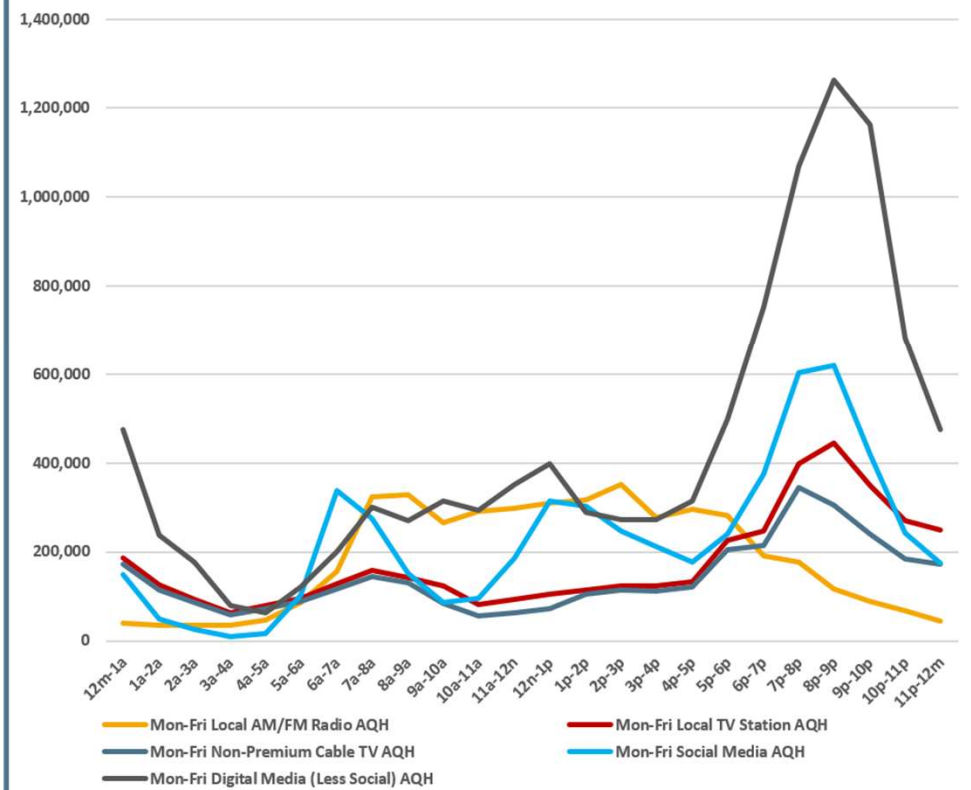


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,326;
Local Radio: 15,557; Social Media: 9,751; Local TV: 6,176; Non-Prem. Cable: 5,730
reaching Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Upscale Homeowners who Plan to Buy
New Furniture and/or Bedding



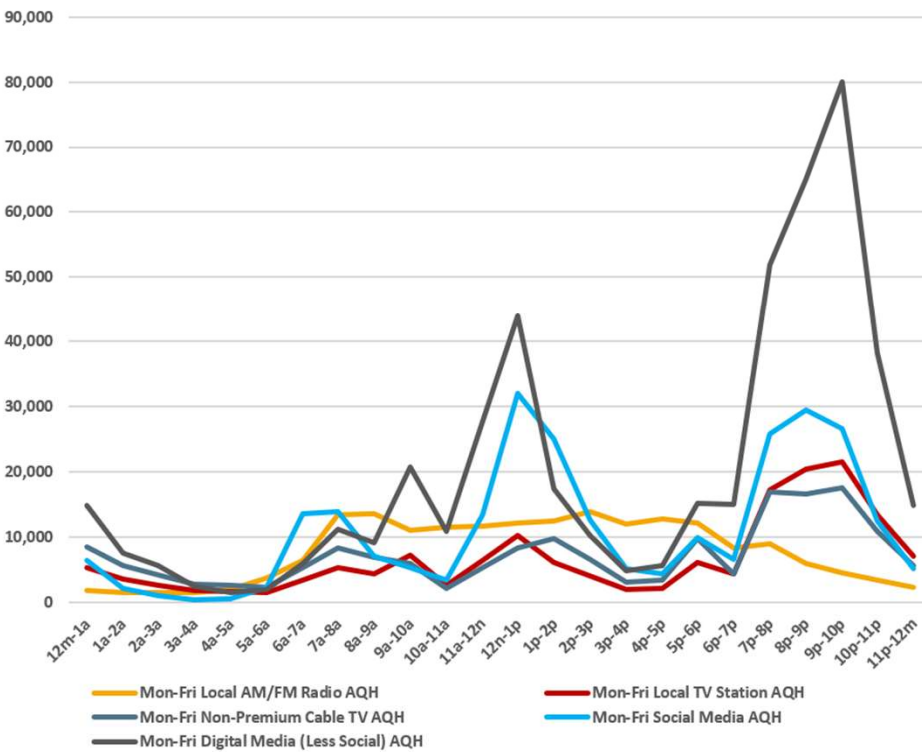
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 35 or older



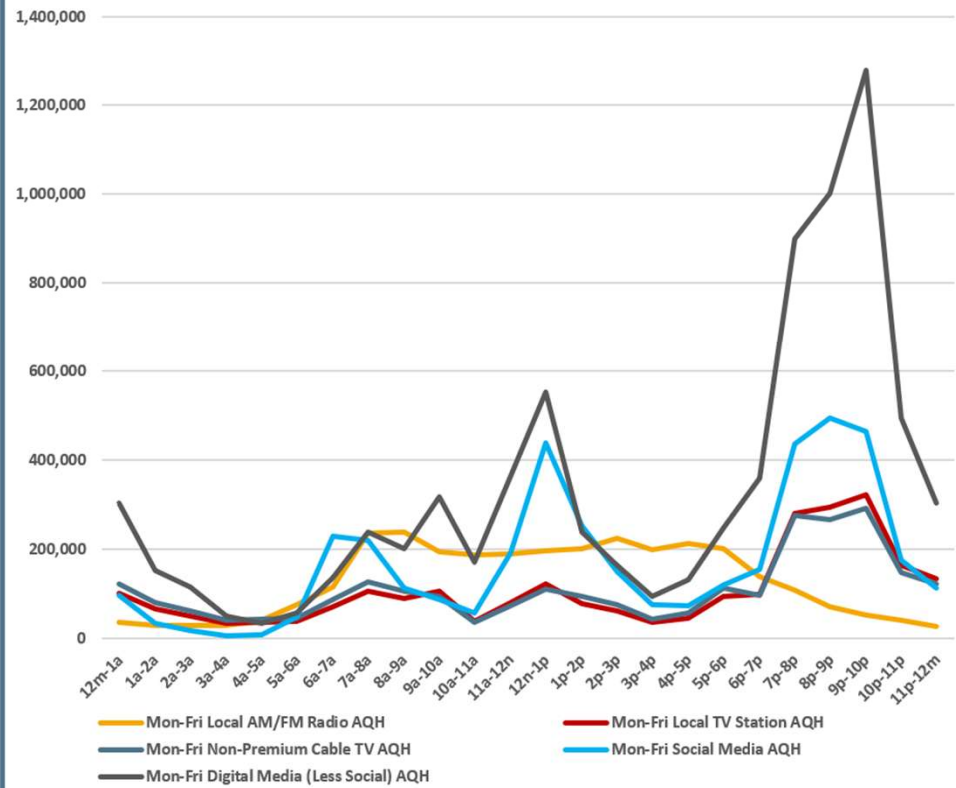


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,188;
Social Media: 11,698; Local Radio: 11,643; Non-Prem. Cable: 6,107; Local TV: 4,944
reaching Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture an

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Upscale Homeowners who Plan to Buy
New Furniture and/or Bedding



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 341
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

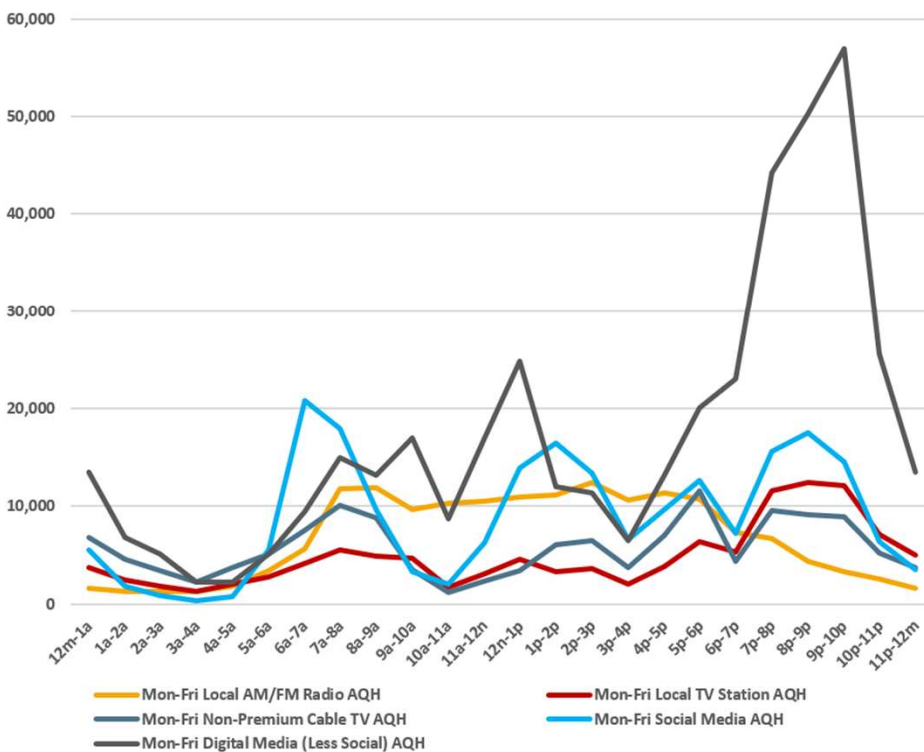
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own)
AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

soefa.ai Share of Everything
for Anything

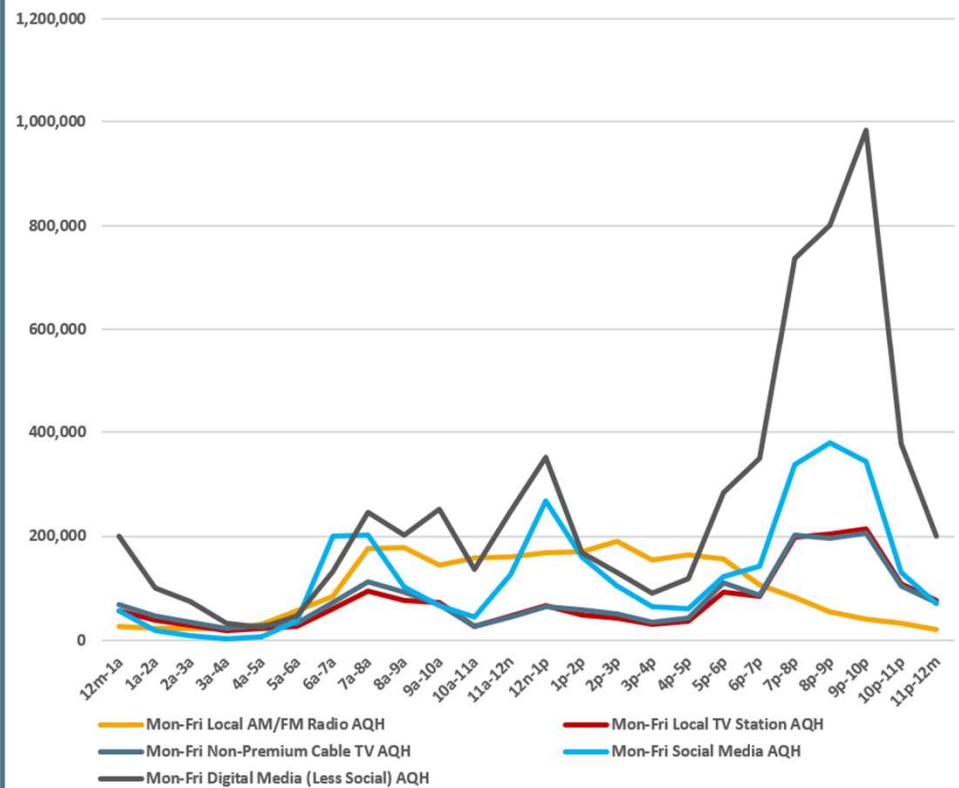


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 14,709;
Social Media: 10,770; Local Radio: 10,349; Non-Prem. Cable: 5,871; Local TV: 4,118
reaching Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture an

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Upscale Homeowners who Plan to Buy
New Furniture and/or Bedding**



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 222
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

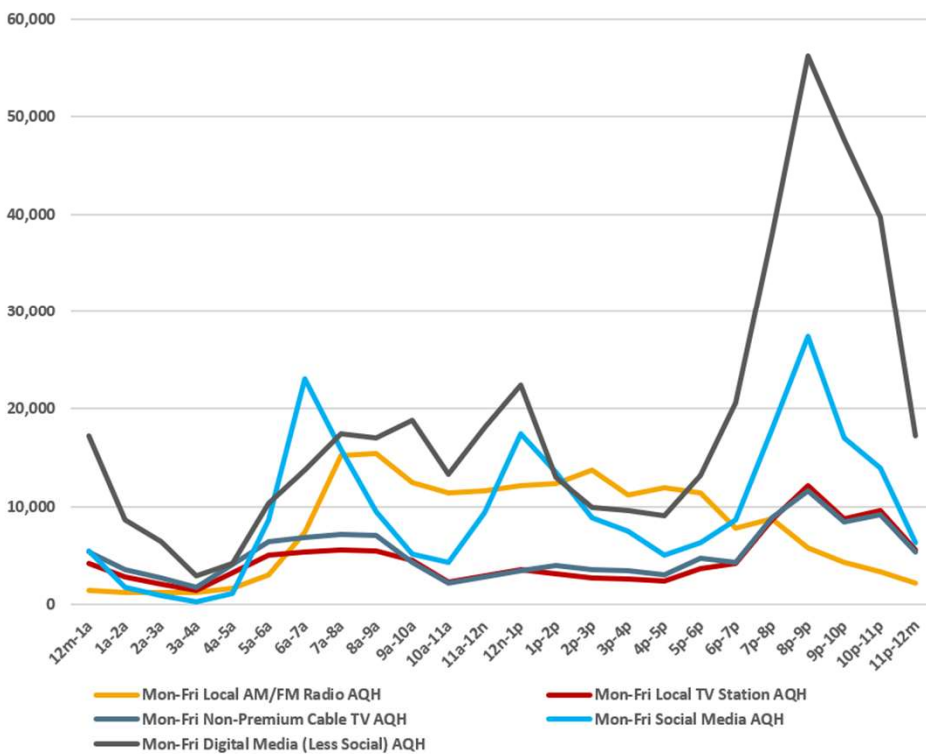
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own)
AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

soefa.ai Share of Everything
for Anything

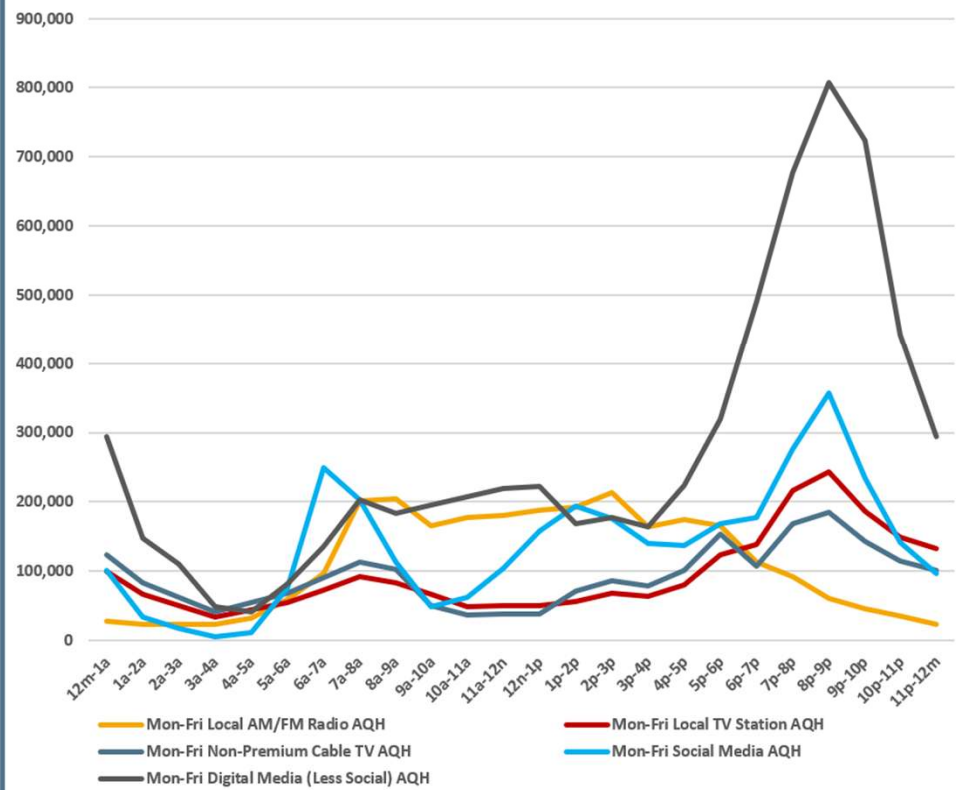


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,089;
Local Radio: 11,854; Social Media: 10,359; Non-Prem. Cable: 4,363; Local TV: 3,725
reaching Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture an

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Upscale Homeowners who Plan to Buy
New Furniture and/or Bedding



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 99
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

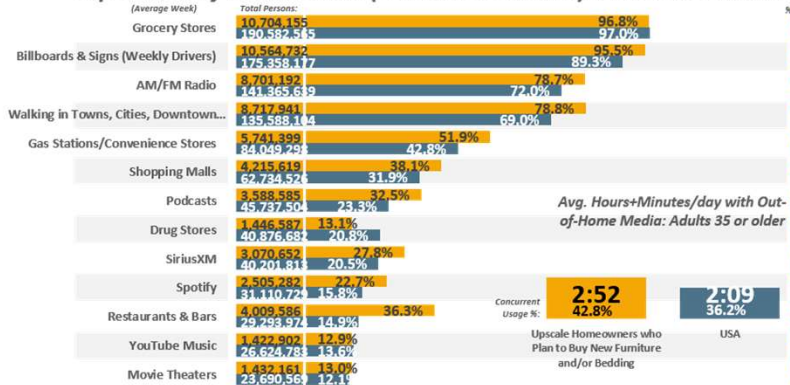
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own)
AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

soefa.ai Share of Everything
for Anything ®

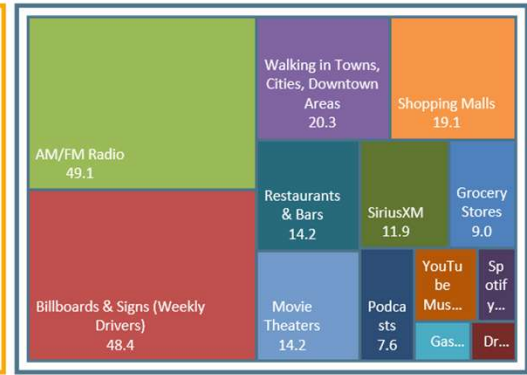
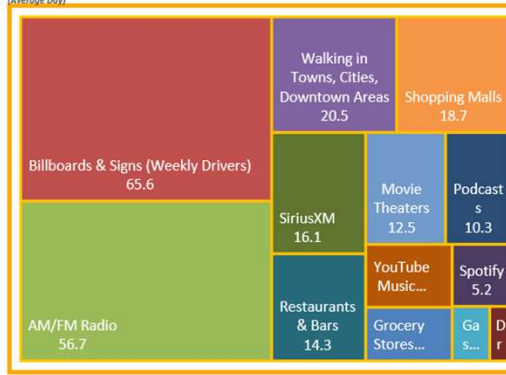


10,564,732 or 95.5% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 65.6 minutes per day driving, seeing Billboards and Signs.
72.8% Listen to Local Radio Stations Out-of-Home for an average of 49.

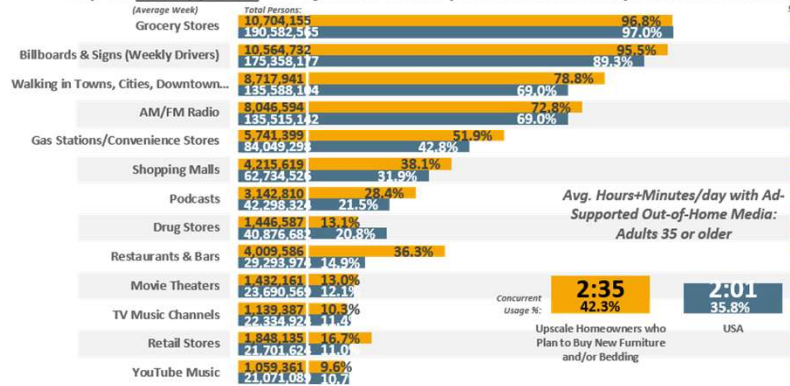
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



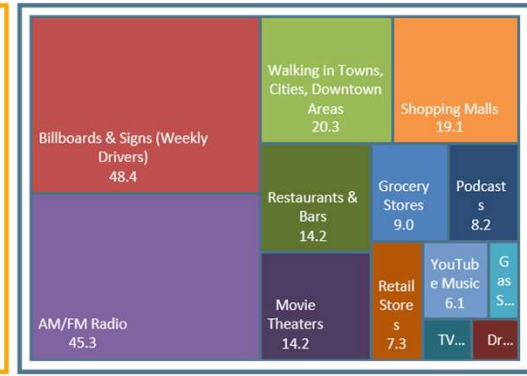
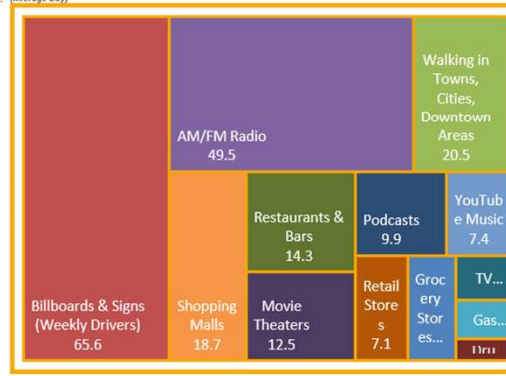
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

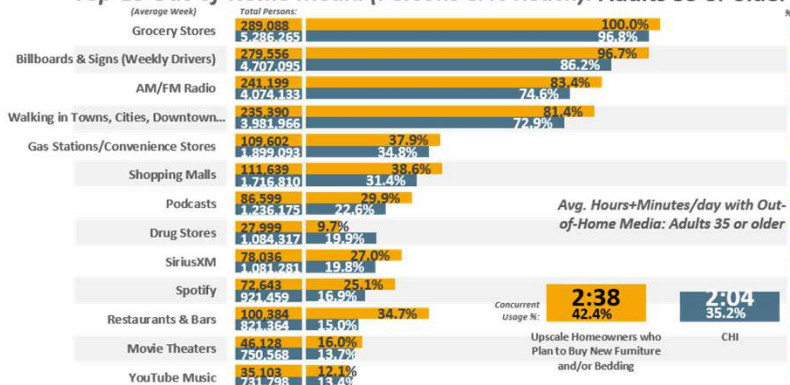
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

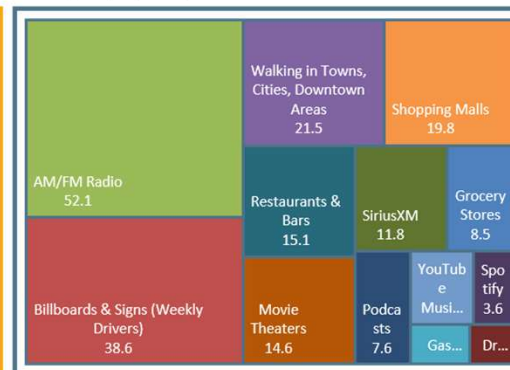
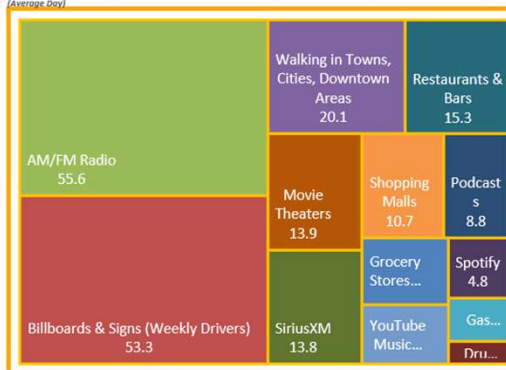


279,556 or 96.7% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 53.3 minutes per day driving, seeing Billboards and Signs. 74.1% Listen to Local Radio Stations Out-of-Home for an average of 44.7 m

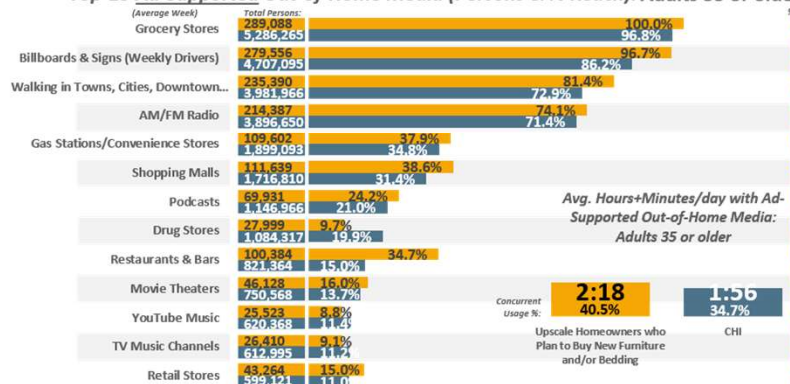
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



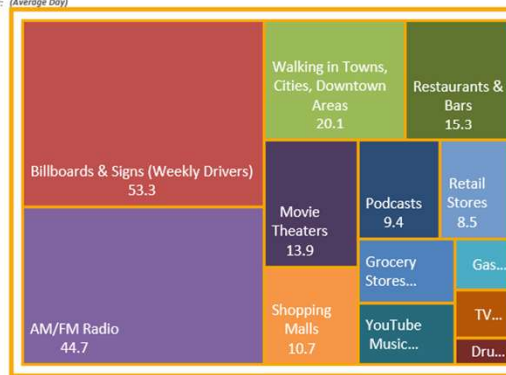
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



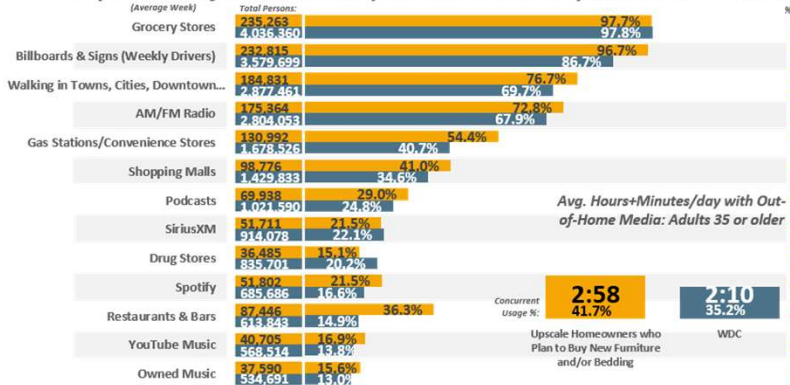
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



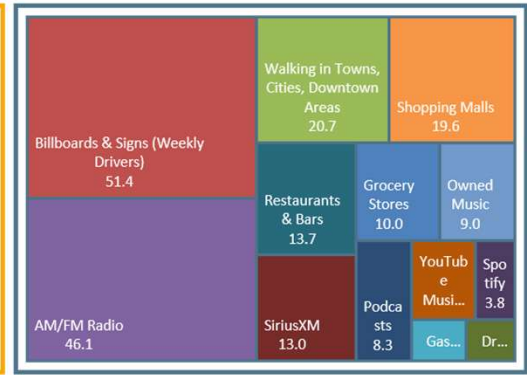
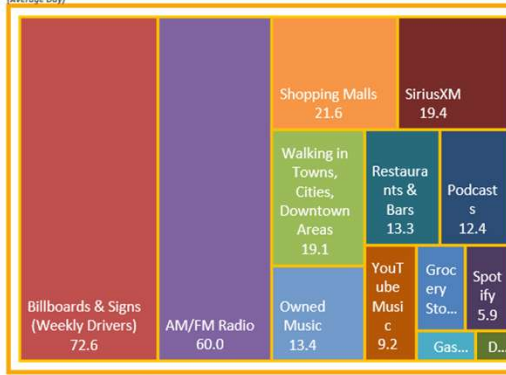


232,815 or 96.7% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 72.6 minutes per day driving, seeing Billboards and Signs. 68.4% Listen to Local Radio Stations Out-of-Home for an average of 55.2 m

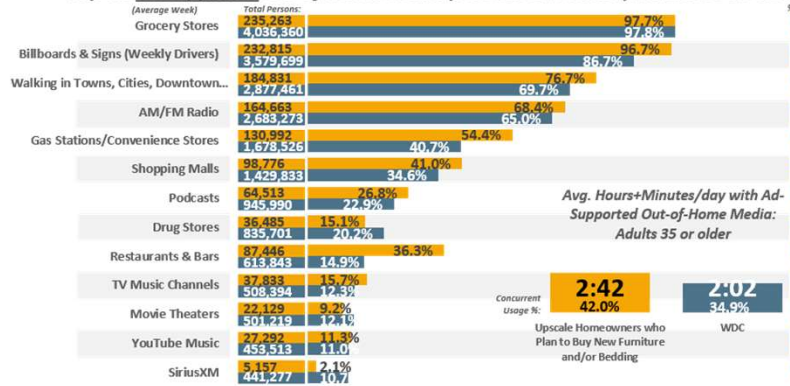
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



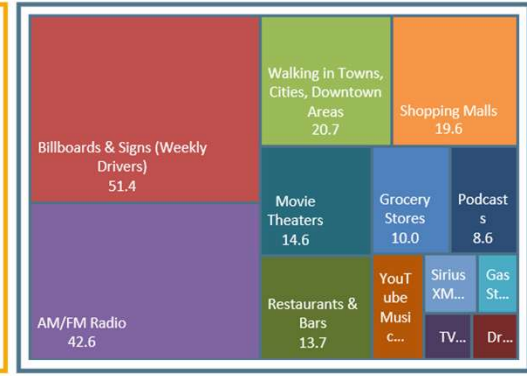
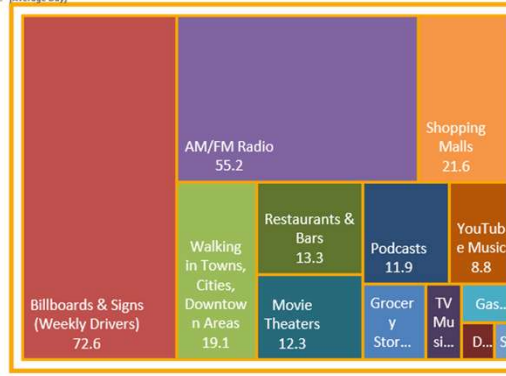
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 341
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

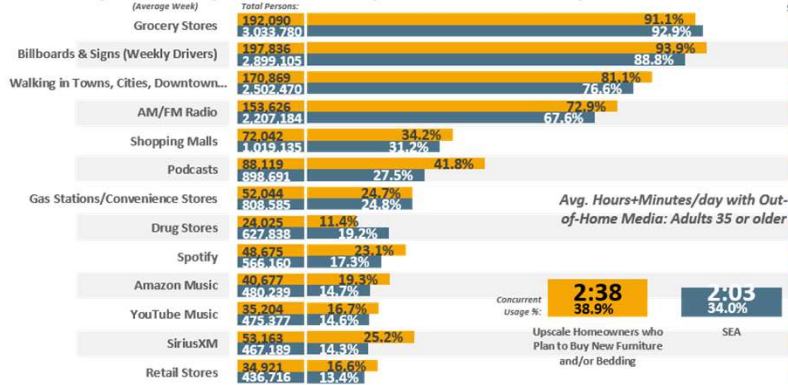
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

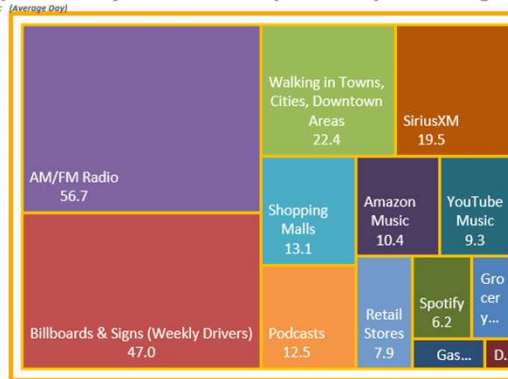


197,836 or 93.9% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 47. minutes per day driving, seeing Billboards and Signs. 68.% Listen to Local Radio Stations Out-of-Home for an average of 46. minu

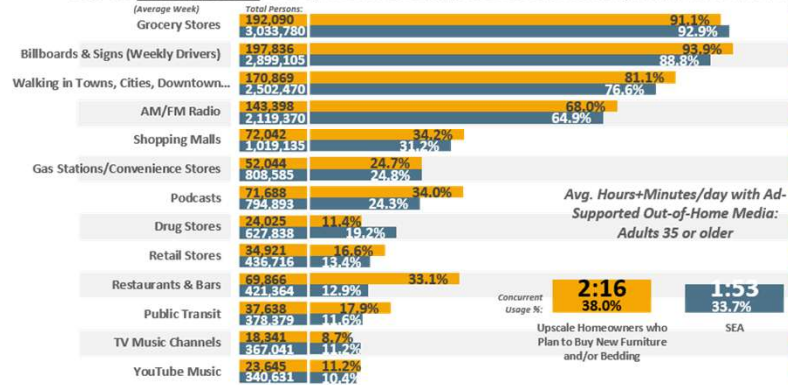
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



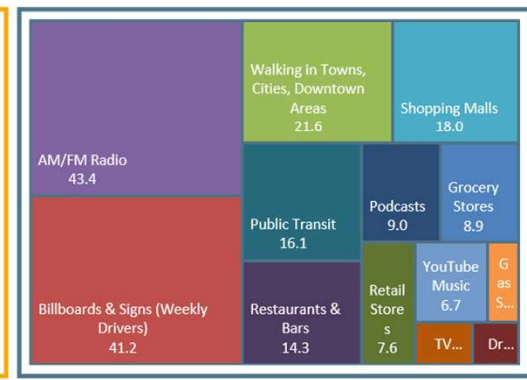
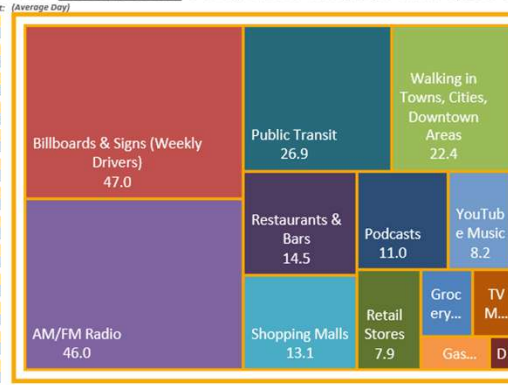
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



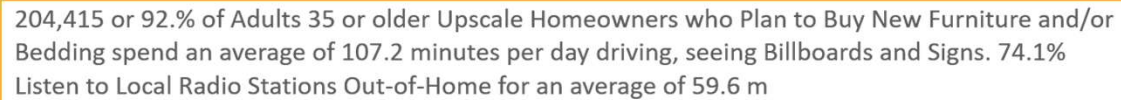
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



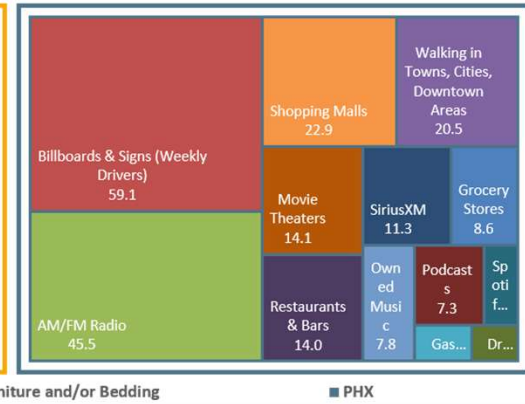
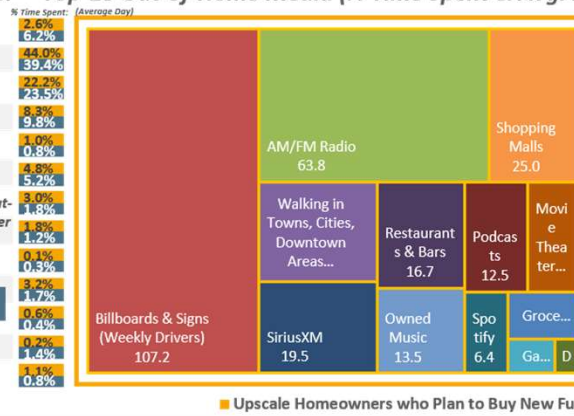
SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 222
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

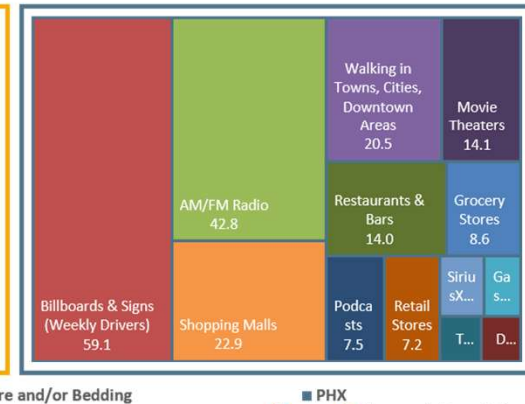
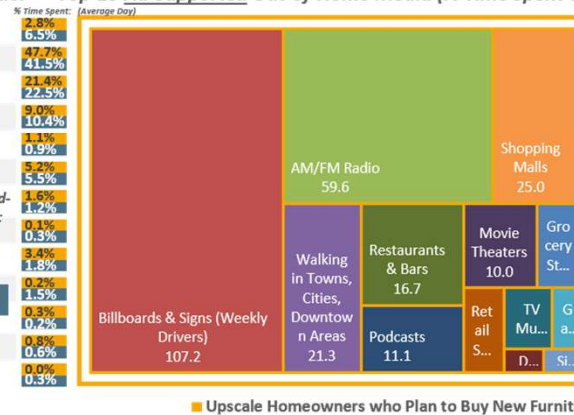
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



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



■ PHX
soefa.ai Share of Everything
for Anything. ©

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

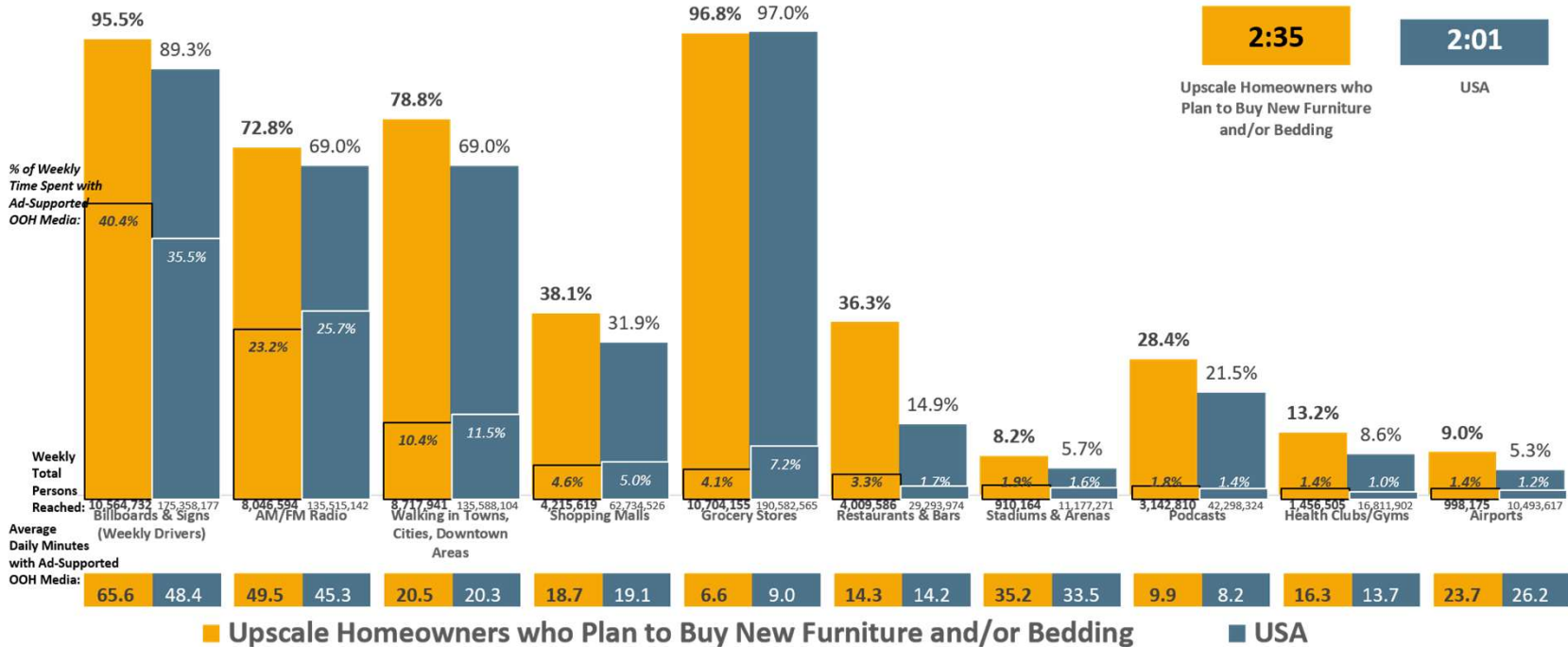


10,564,732 or 95.5% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 65.6 minutes per day driving, seeing Billboards and Signs representing 40.4% of all Time Spent with Ad-Supported Out-of-Home Media

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:35

Upscale Homeowners who Plan to Buy New Furniture and/or Bedding

2:01

USA

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

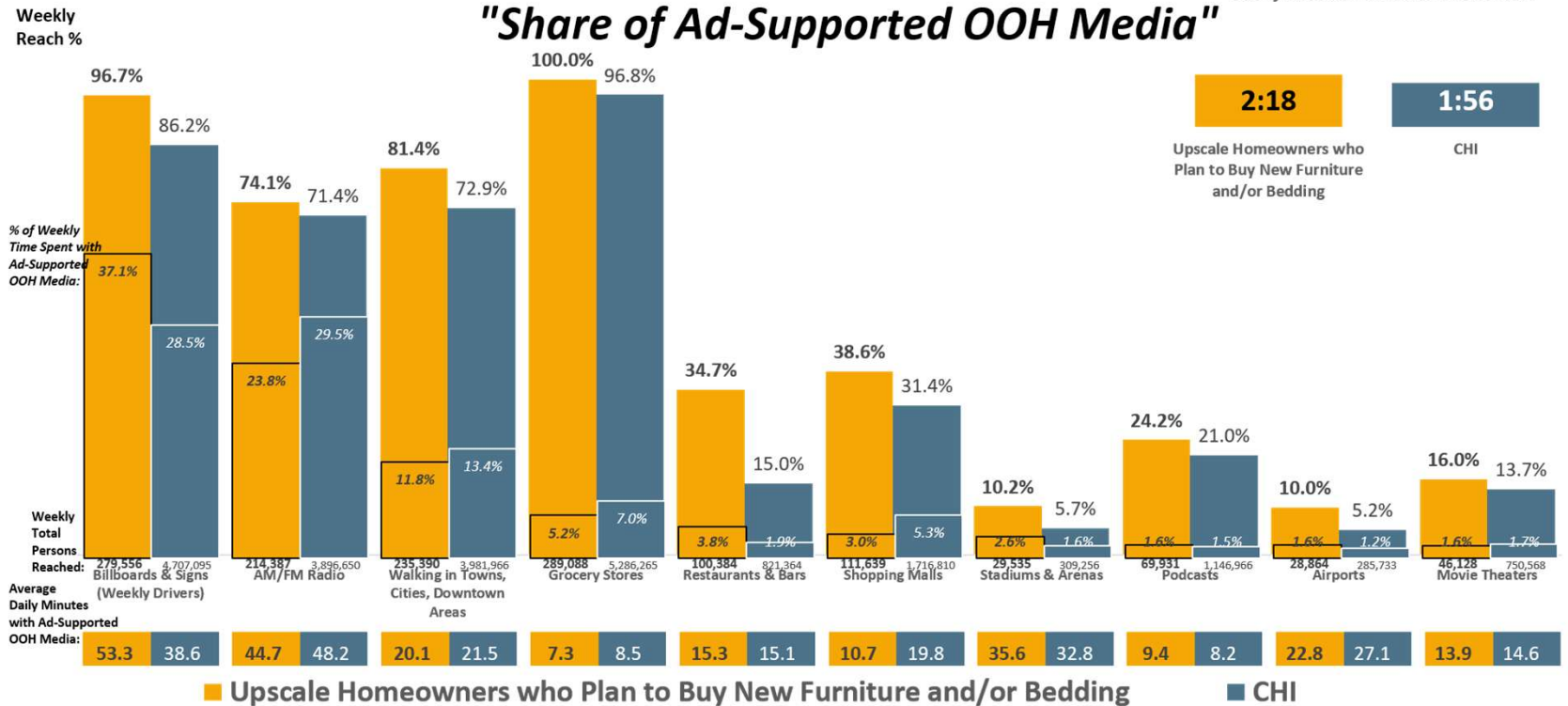
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



279,556 or 96.7% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 53.3 minutes per day driving, seeing Billboards and Signs representing 37.1% 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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 187
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

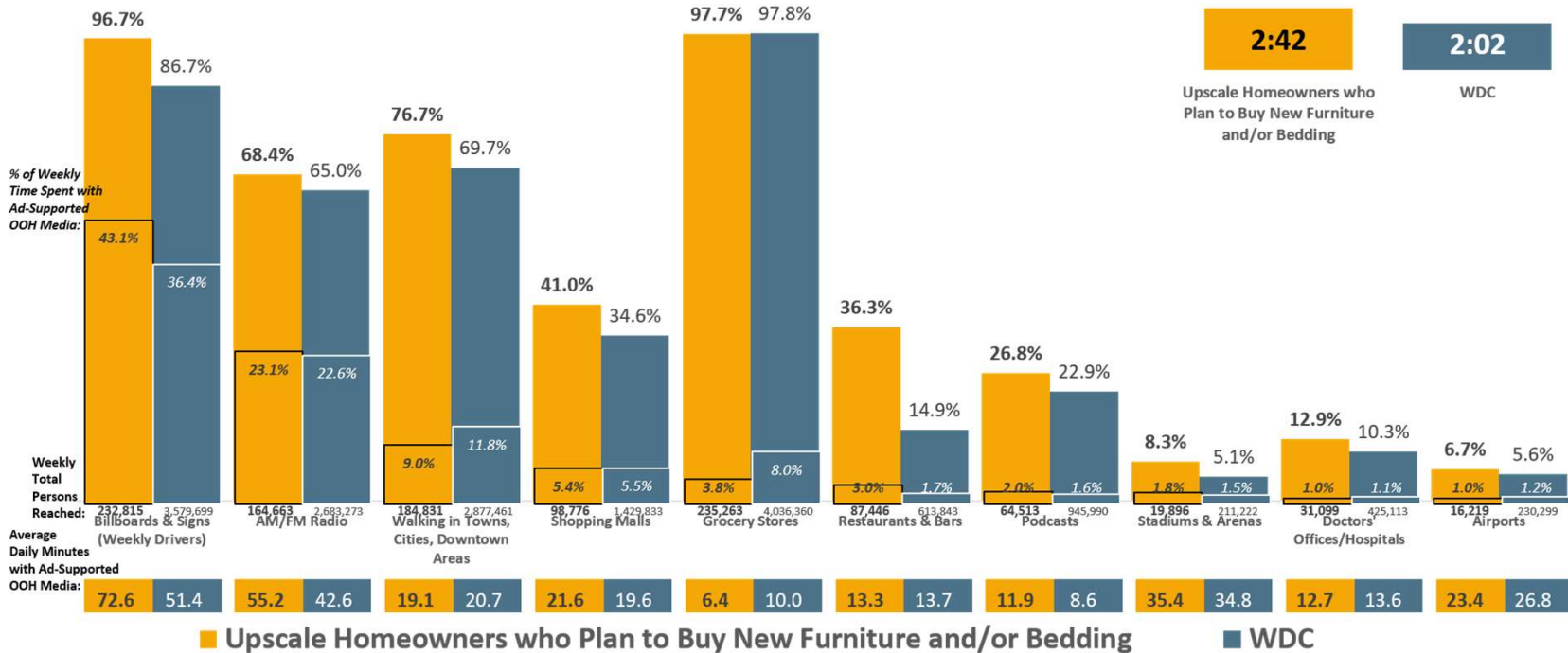


232,815 or 96.7% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 72.6 minutes per day driving, seeing Billboards and Signs representing 43.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:42

Upscale Homeowners who Plan to Buy New Furniture and/or Bedding

2:02

WDC

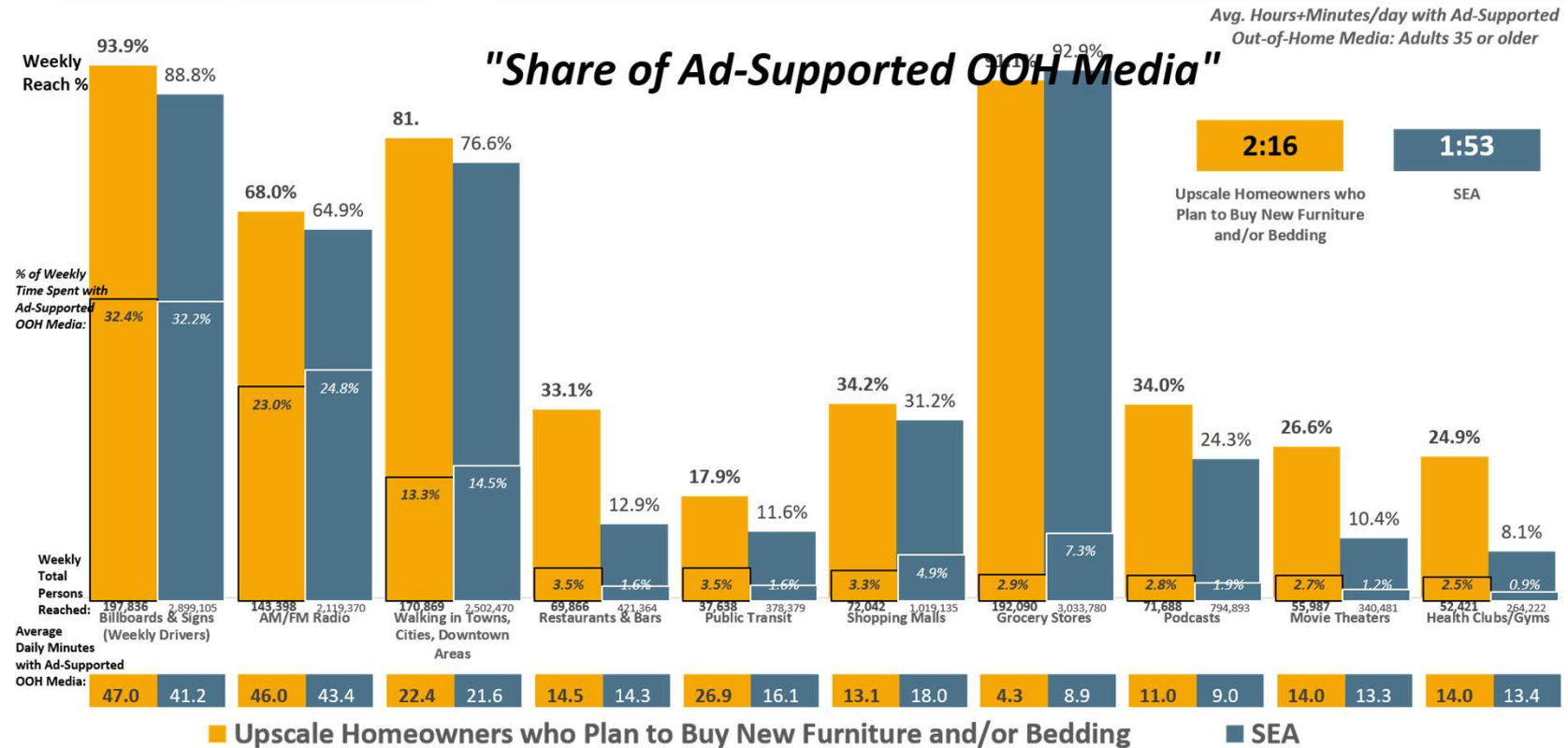
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 341 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



197,836 or 93.9% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 47. minutes per day driving, seeing Billboards and Signs representing 32.4% of all Time Spent with Ad-Supported Out-of-Home Media.



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 222 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

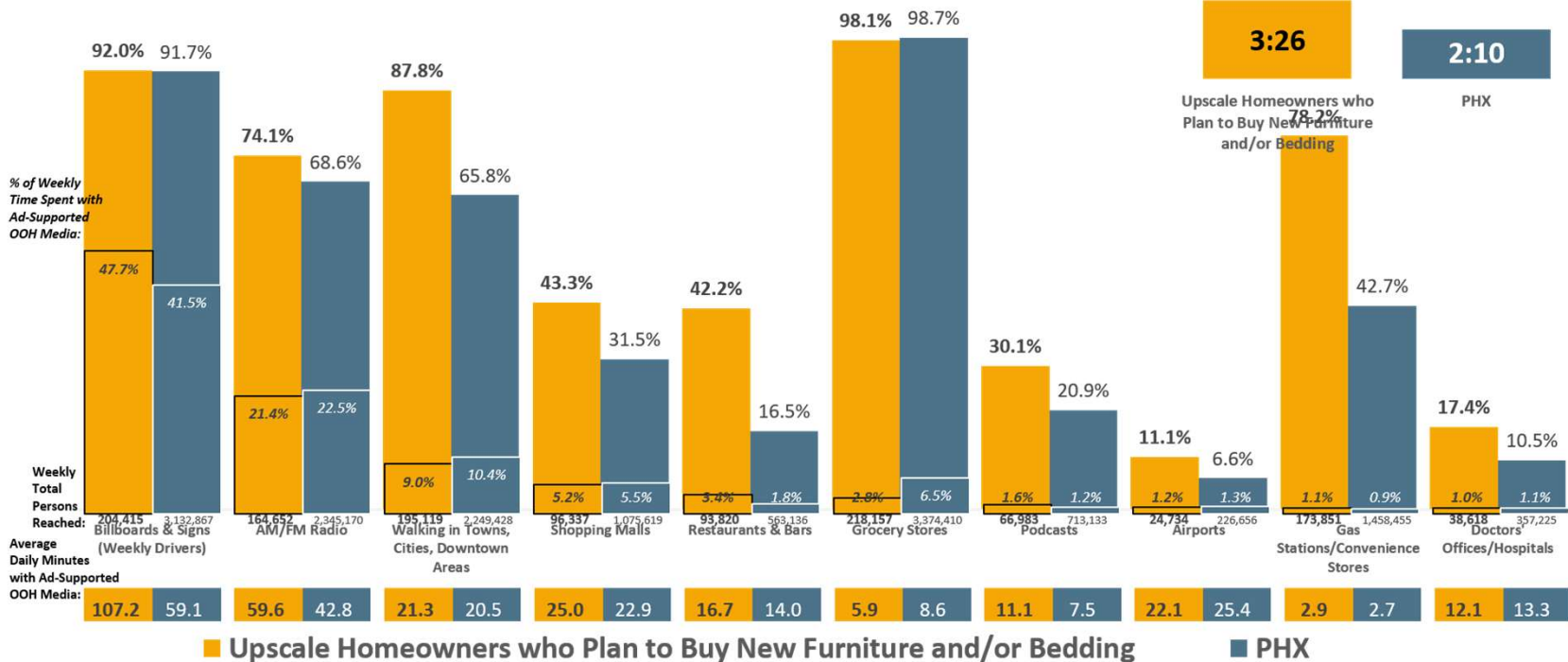


204,415 or 92.0% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 107.2 minutes per day driving, seeing Billboards and Signs representing 47.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"

Weekly Reach %



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 99
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

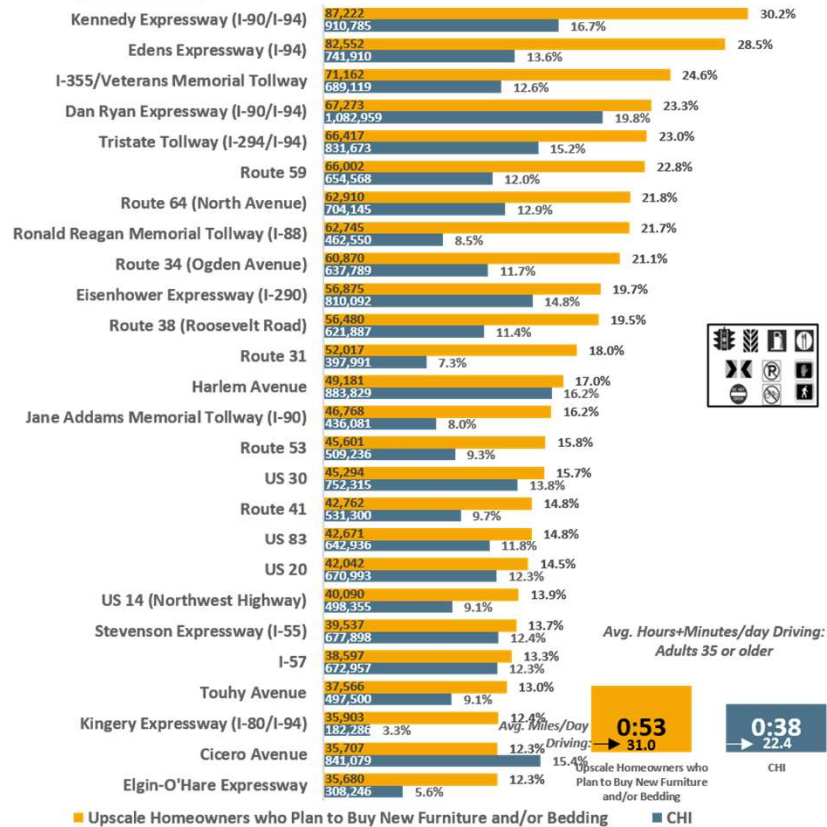
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

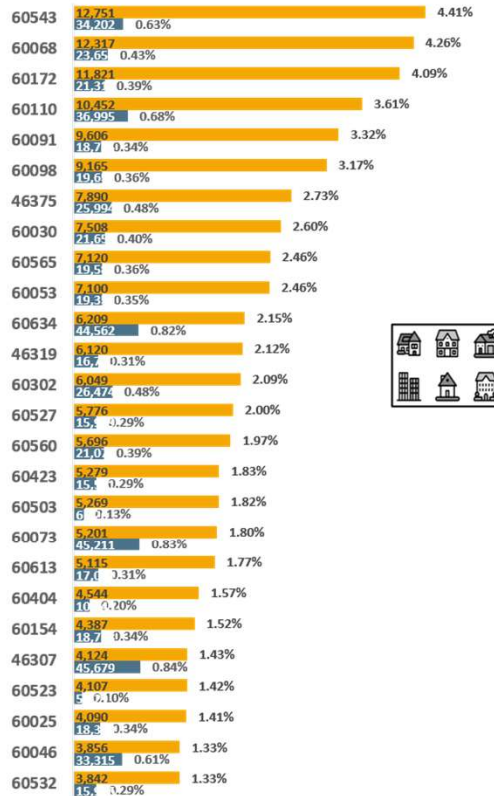


279,556 or 96.7% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 53.3 minutes per day driving an average of 31. miles each day and are 156.1% more likely to use Ronald Reagan Memorial Tollway (I-88)

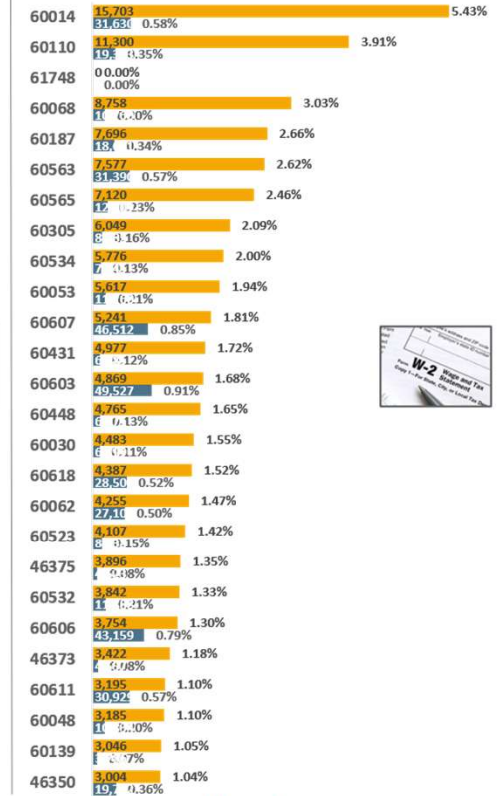
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



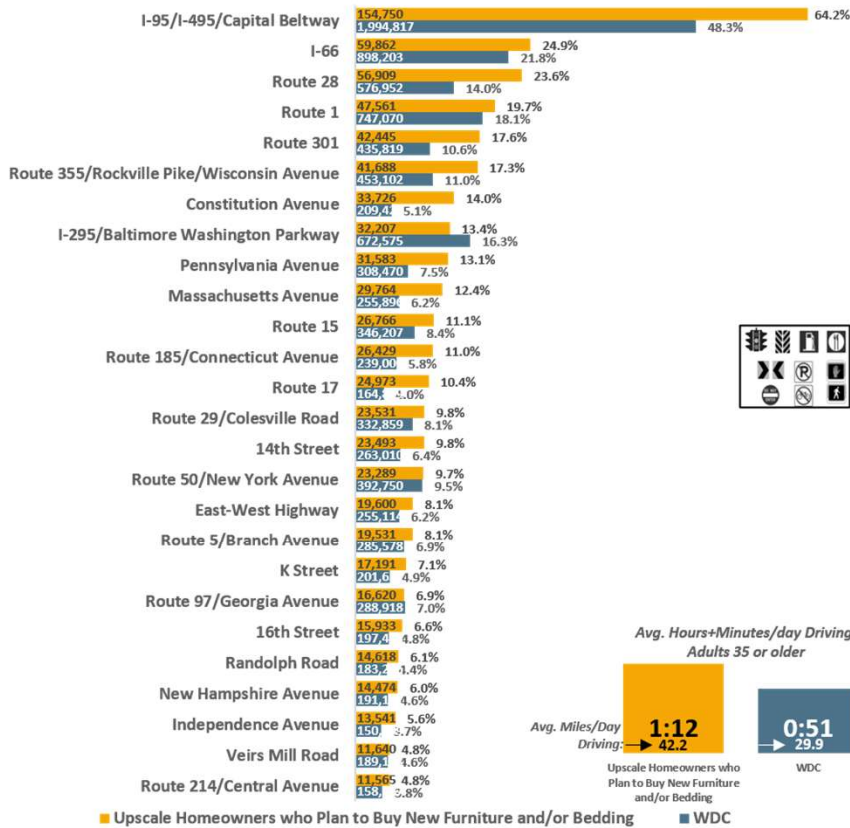
Top-26 Employment Zip Codes: Adults 35 or older



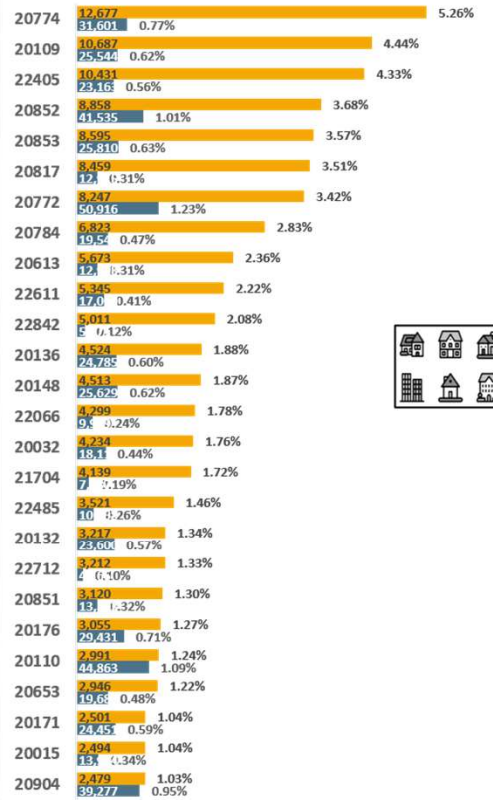


232,815 or 96.7% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 72.6 minutes per day driving an average of 42.2 miles each day and are 175.9% more likely to use Constitution Avenue than the Metro

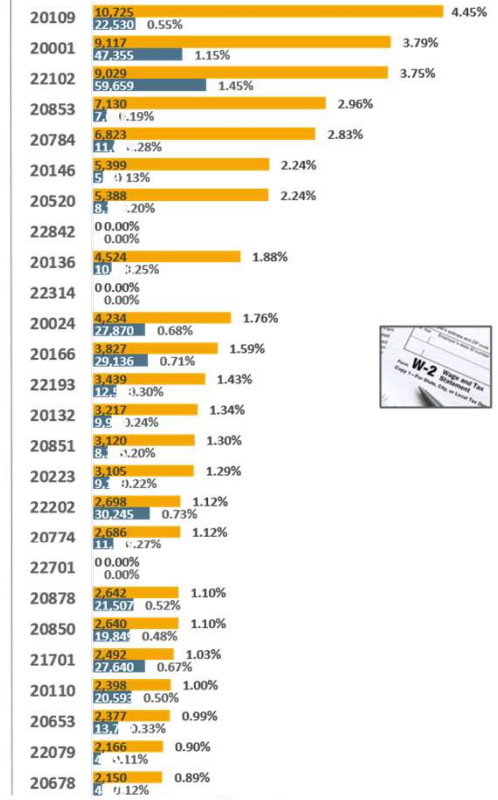
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older

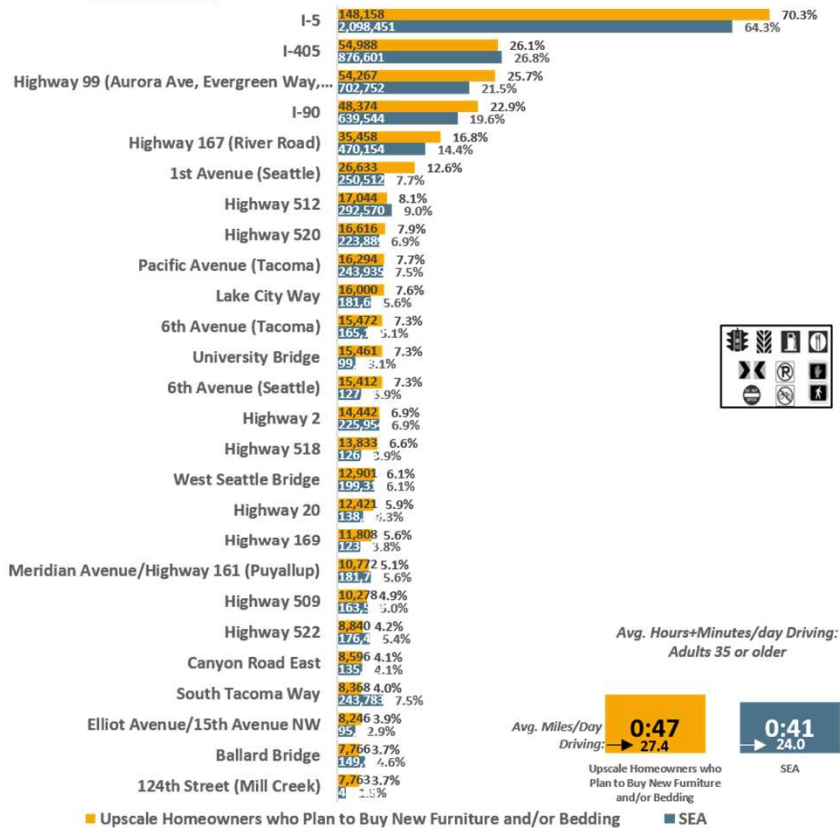


soefa.ai Share of Everything for Anything



197,836 or 93.9% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 47. minutes per day driving an average of 27.4 miles each day and are 140.4% more likely to use University Bridge than the Metro ave

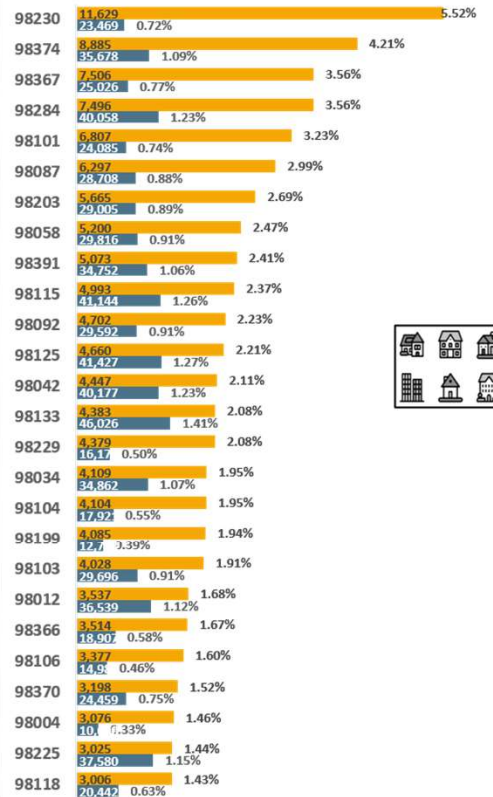
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



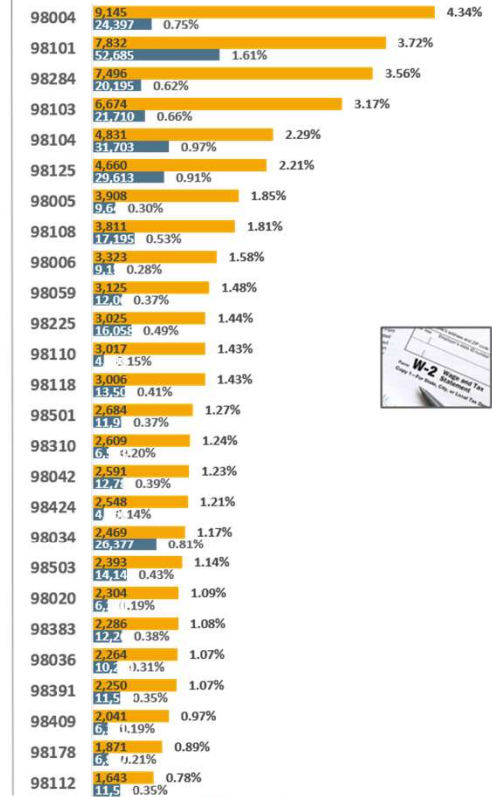
Avg. Hours+Minutes/day Driving:
Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older



soefa.ai Share of Everything for Anything

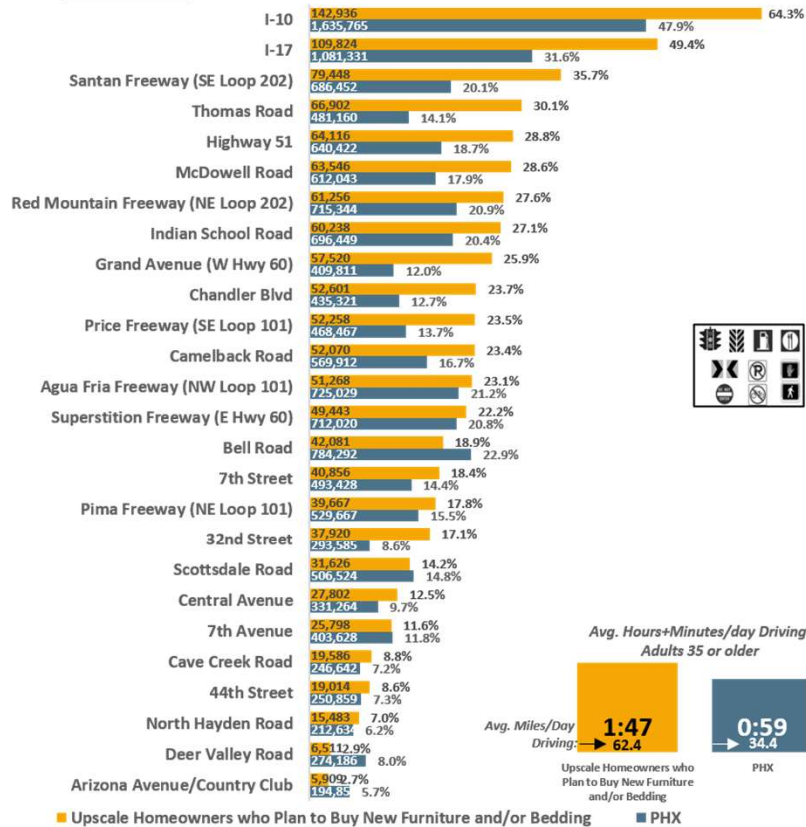
SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 222
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

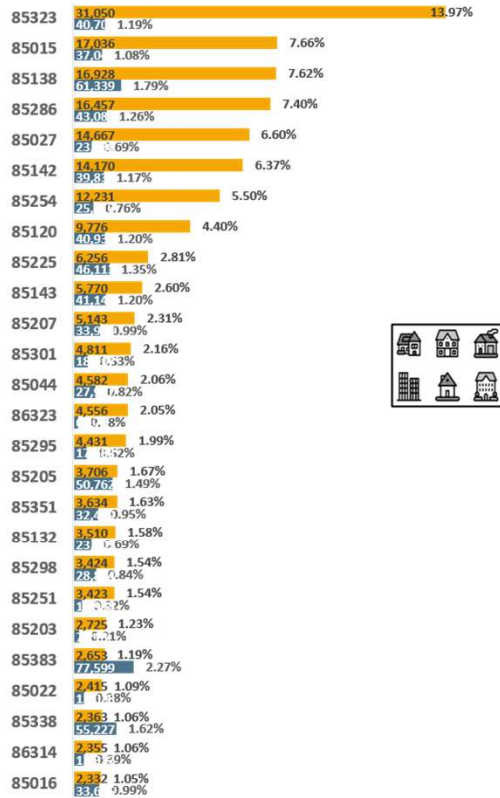


204,415 or 92.% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 107.2 minutes per day driving an average of 62.4 miles each day and are 115.8% more likely to use Grand Avenue (W Hwy 60) than the Me

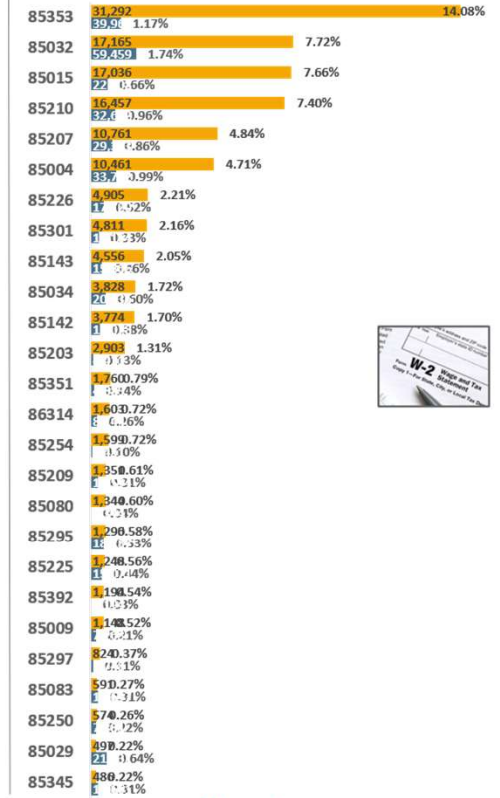
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



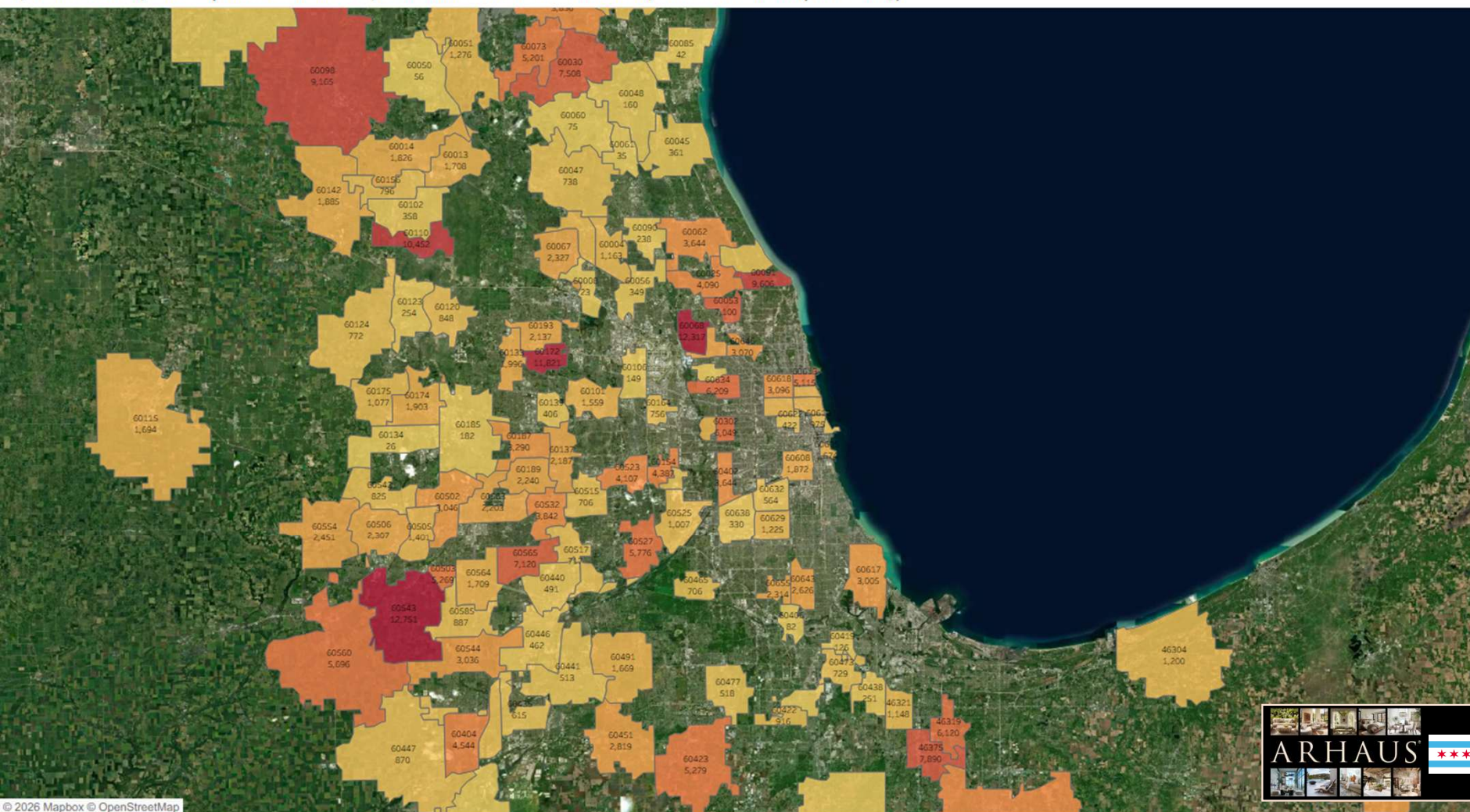
Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older



Top Residential Zip Codes: (Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding)



© 2026 Mapbox © OpenStreetMap

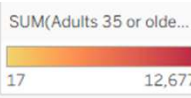
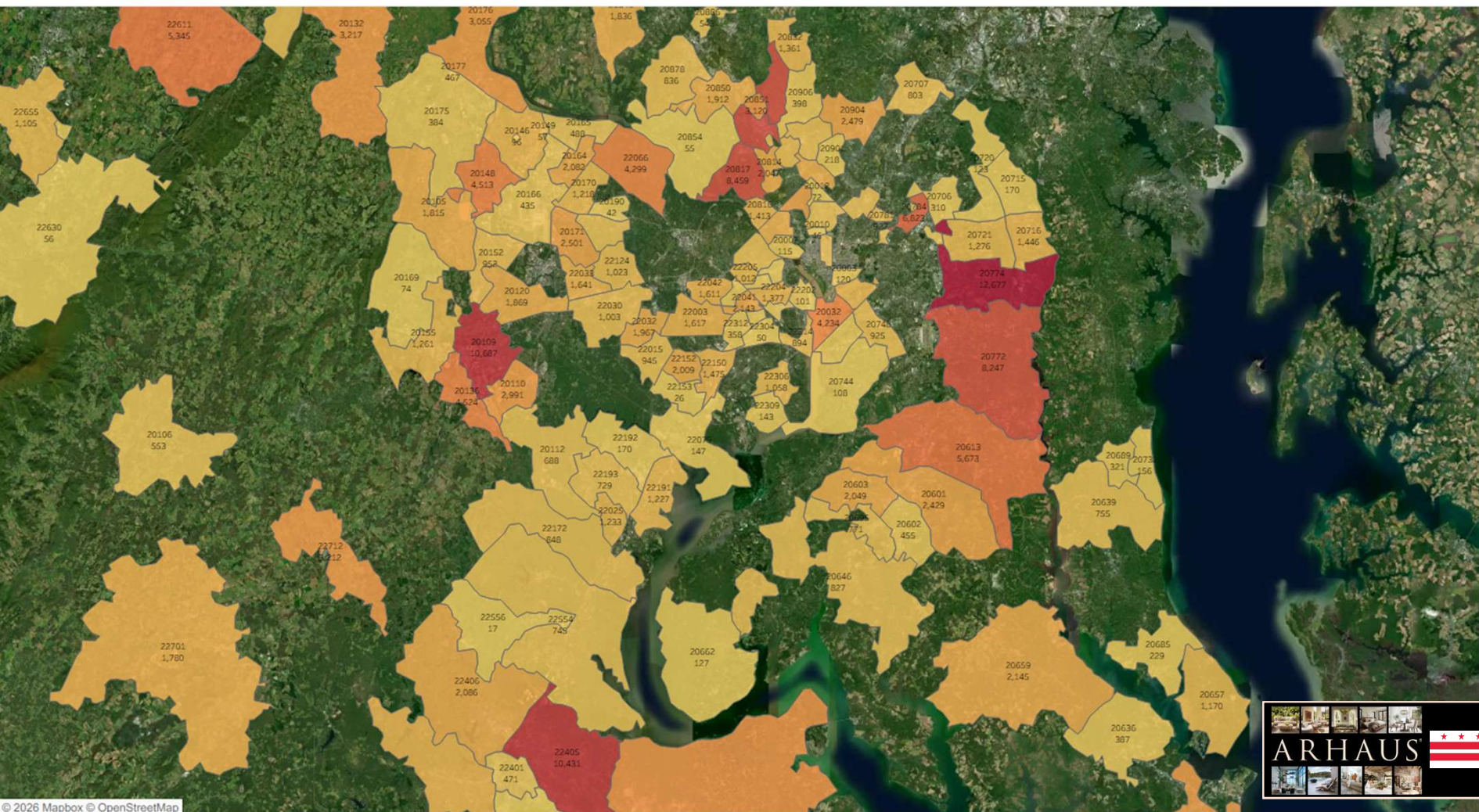


CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 187
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

Top Residential Zip Codes: (Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding)



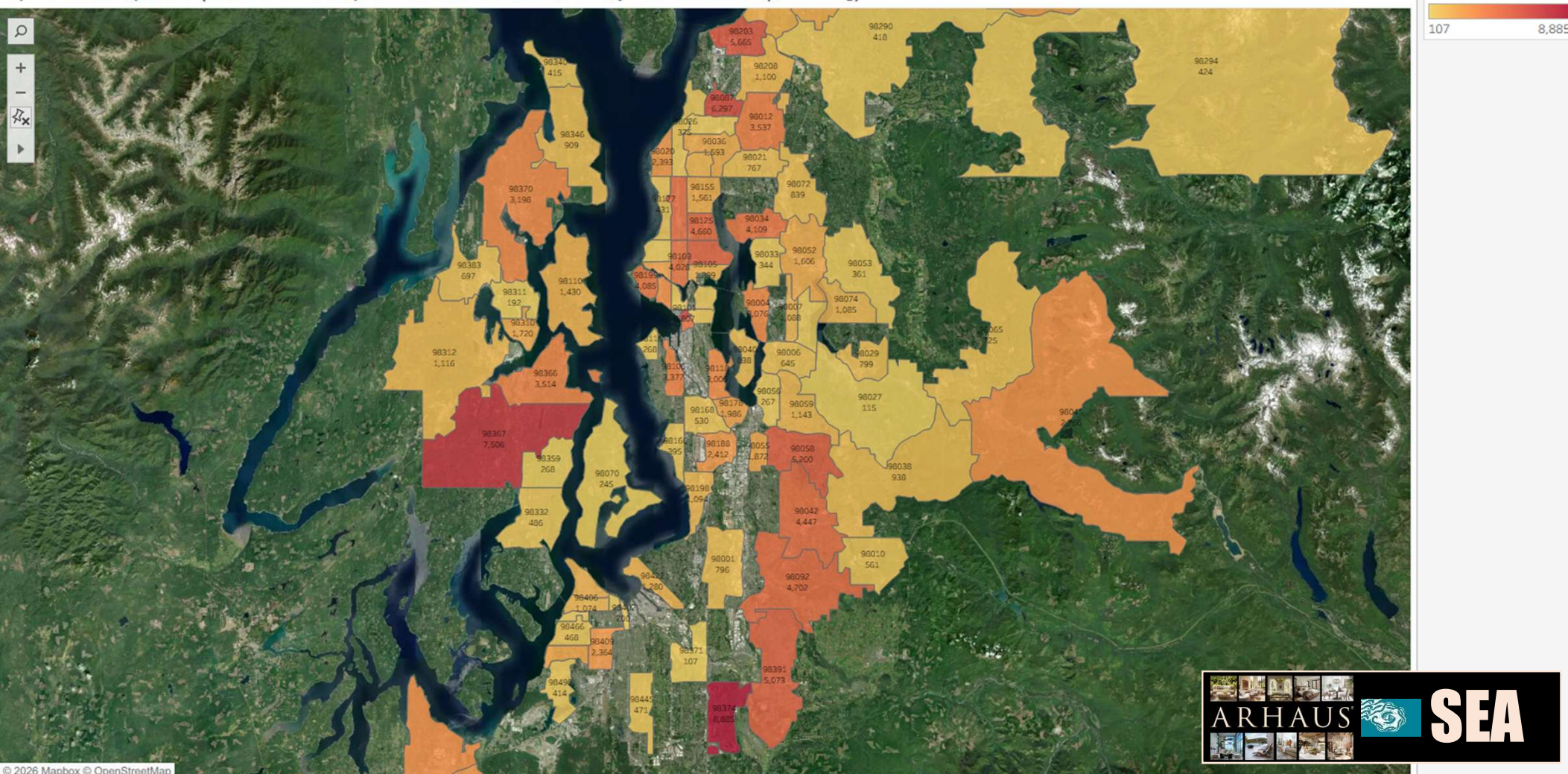
© 2026 Mapbox © OpenStreetMap

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 341
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything®

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

Top Residential Zip Codes: (Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding)



© 2026 Mapbox © OpenStreetMap

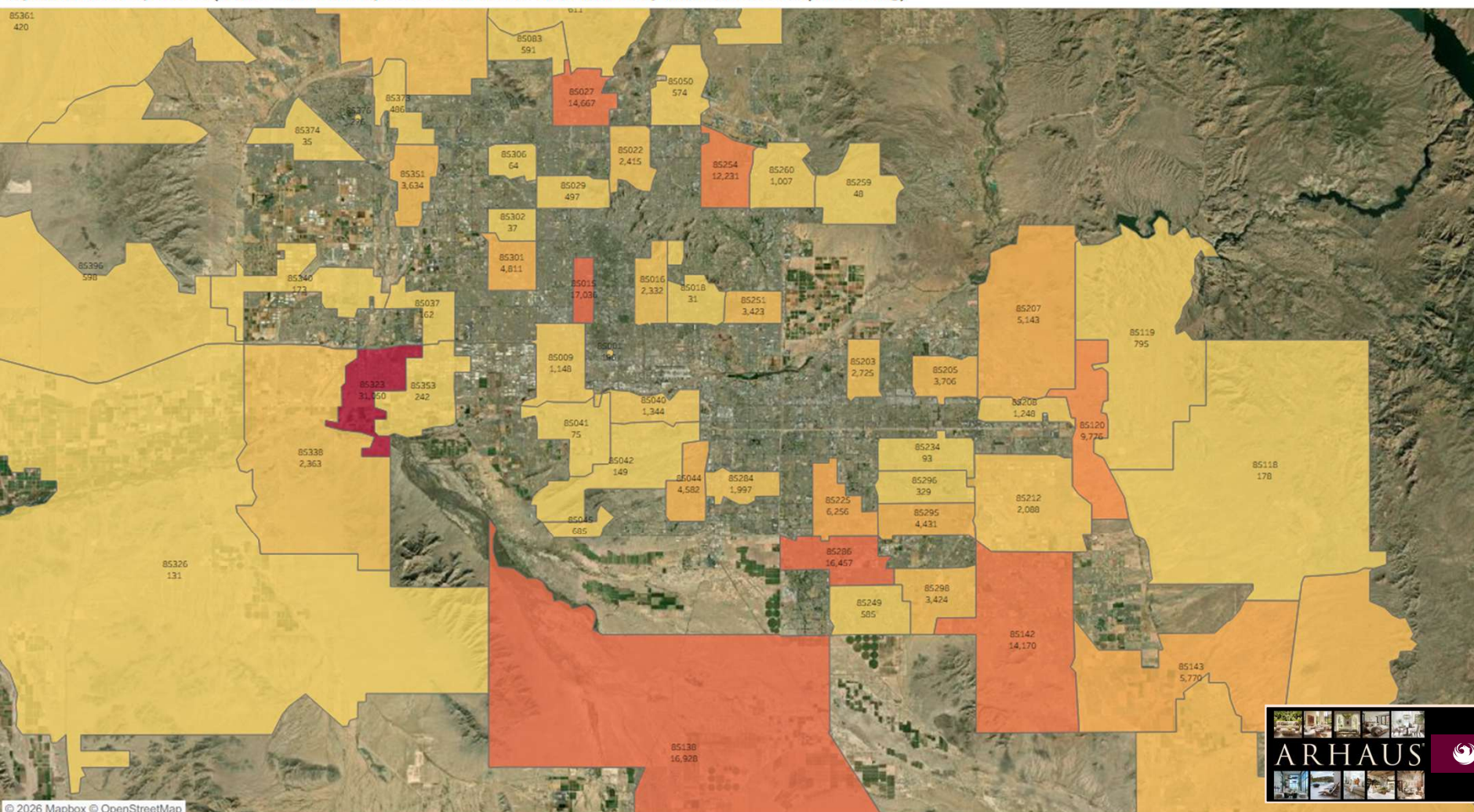
SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 222

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

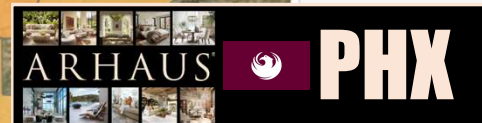
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

soefa.ai Share of Everything for Anything

Top Residential Zip Codes: (Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding)



SUM(Adults 35 or olde...
31 31,050



© 2026 Mapbox © OpenStreetMap

PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 99

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

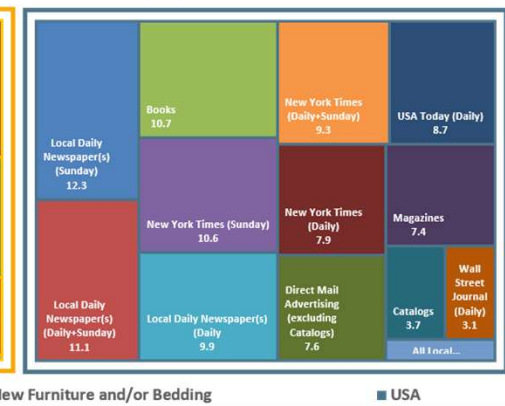
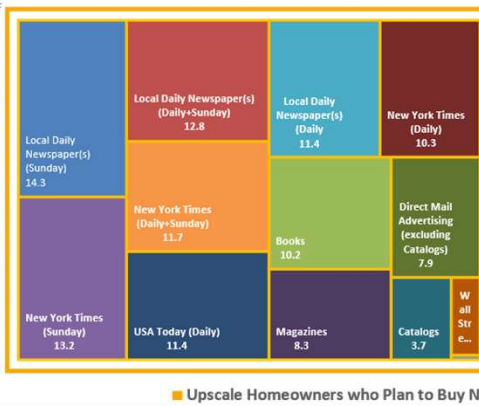
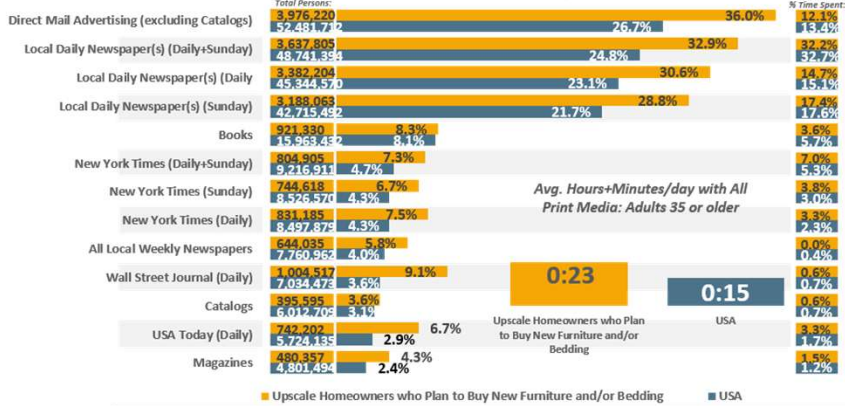
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

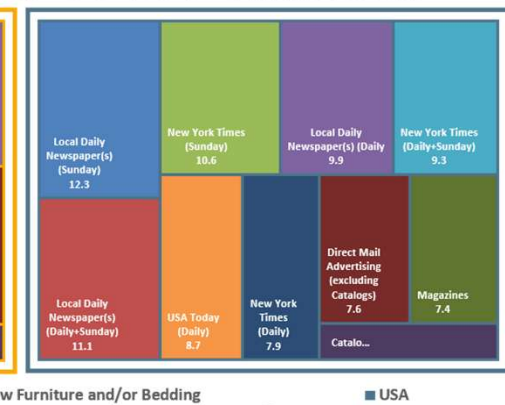
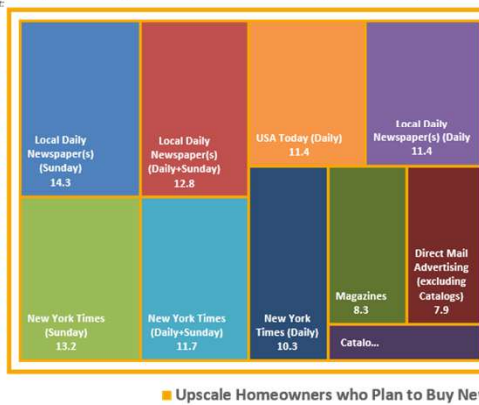
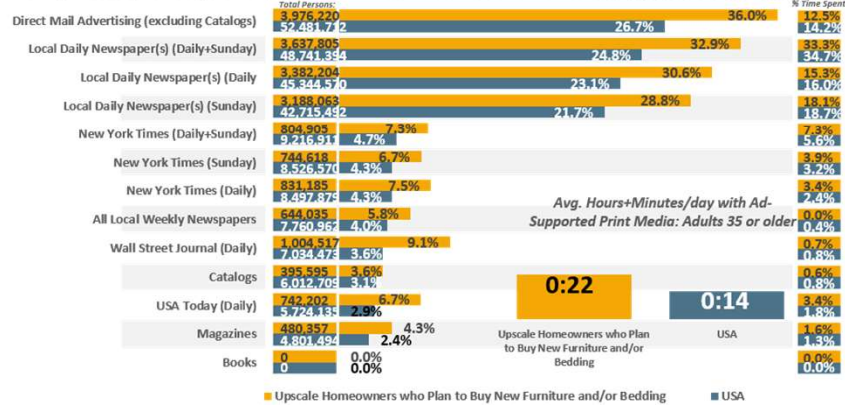


3,637,805 or 32.9% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.8 minutes every day representing 33.3% of all time spent daily with All forms of Pr

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**



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

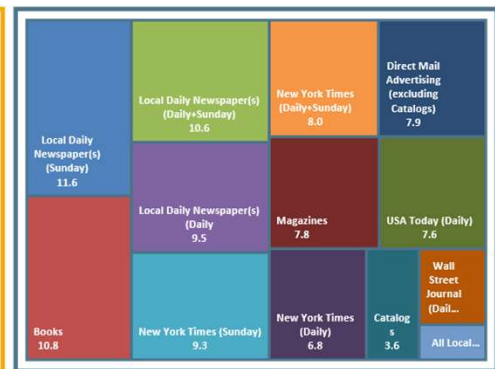
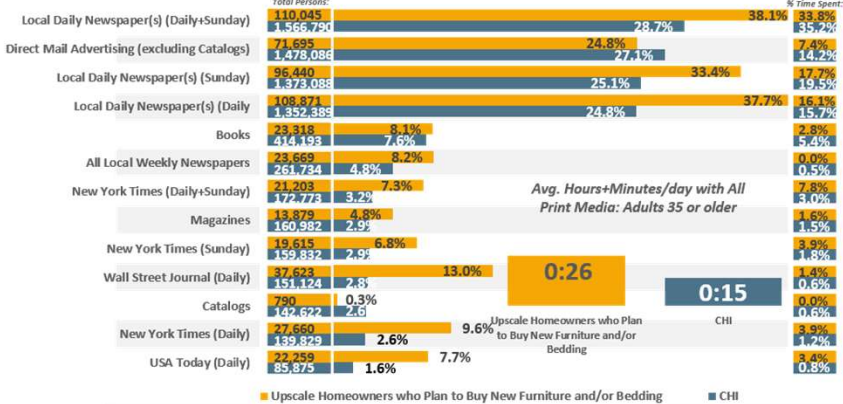
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

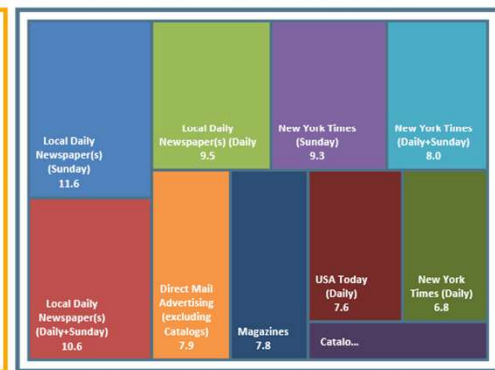
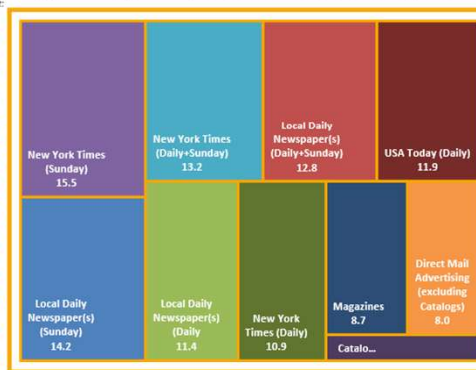
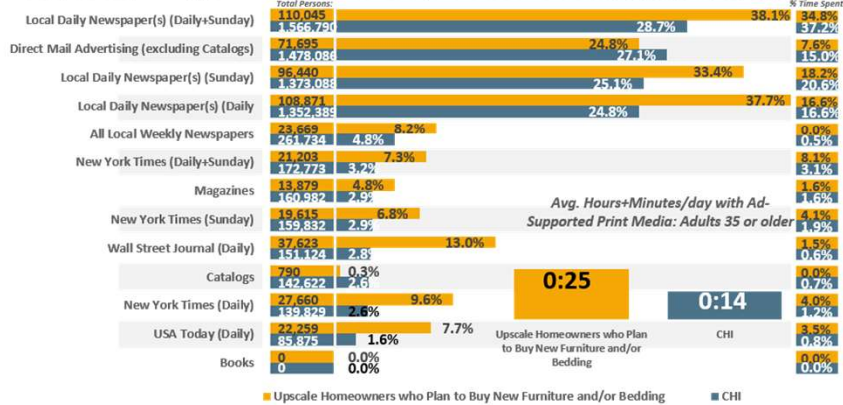


110,045 or 38.1% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.8 minutes every day representing 34.8% of all time spent daily with All forms of Print

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**



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 187
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

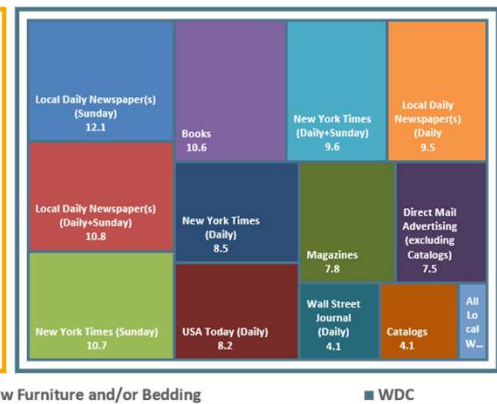
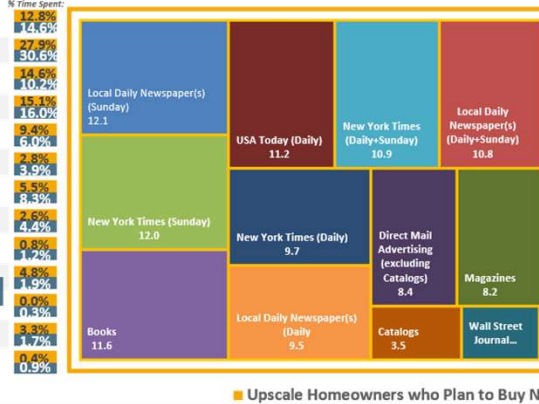
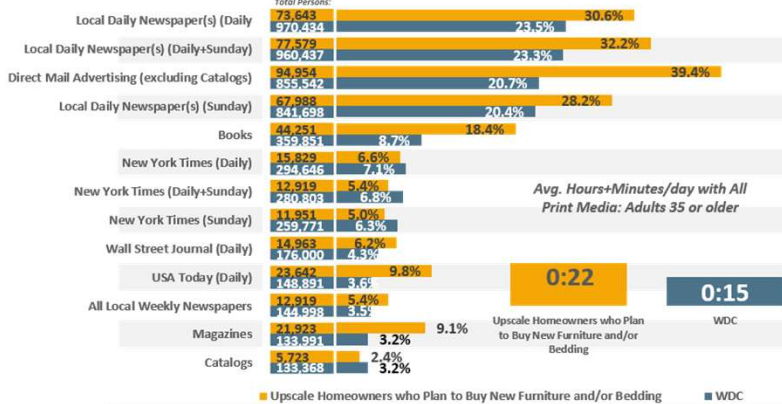
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

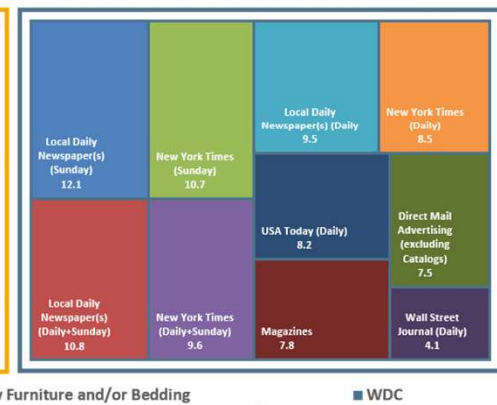
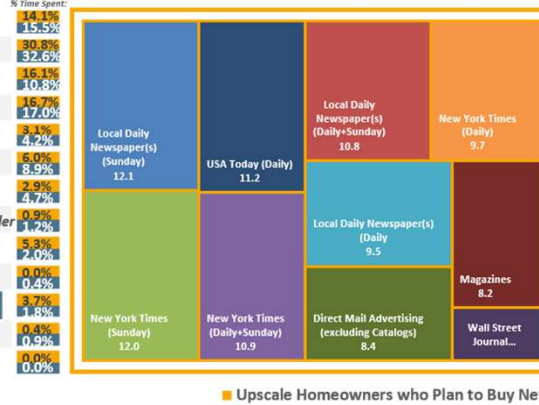
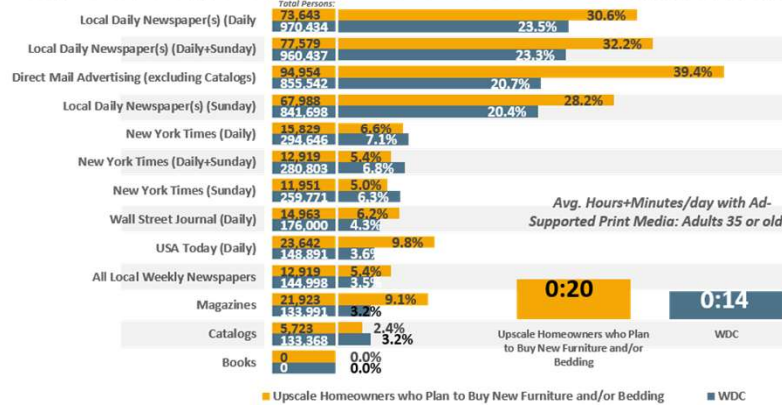


77,579 or 32.2% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.8 minutes every day representing 30.8% of all time spent daily with All forms of Print

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**



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 341
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

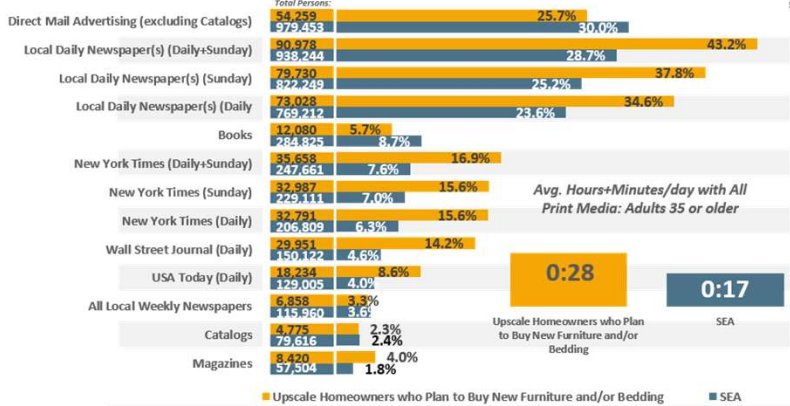
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



90,978 or 43.2% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12. minutes every day representing 31.3% of all time spent daily with All forms of Print

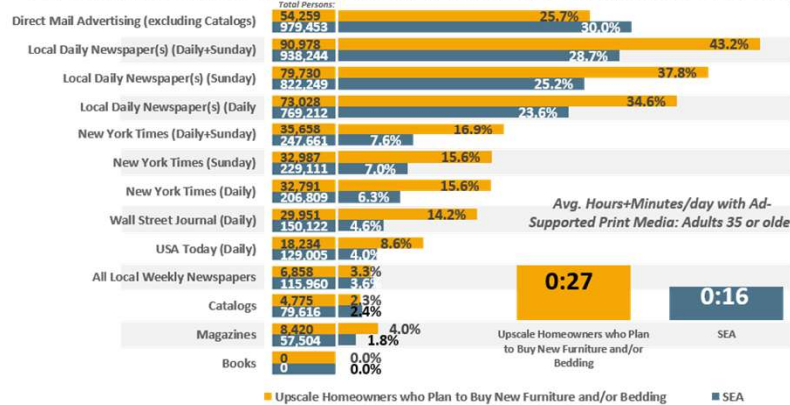
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 222
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

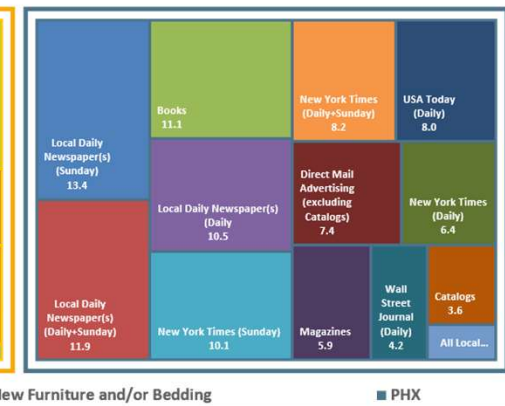
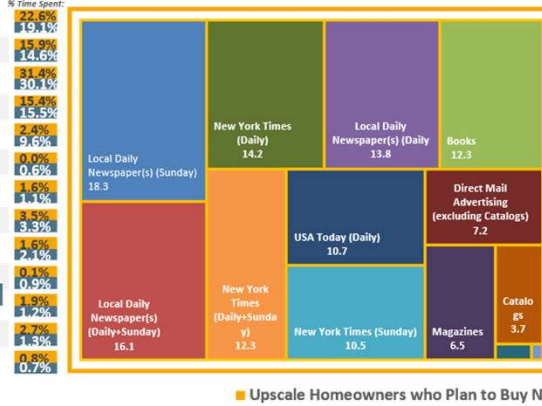
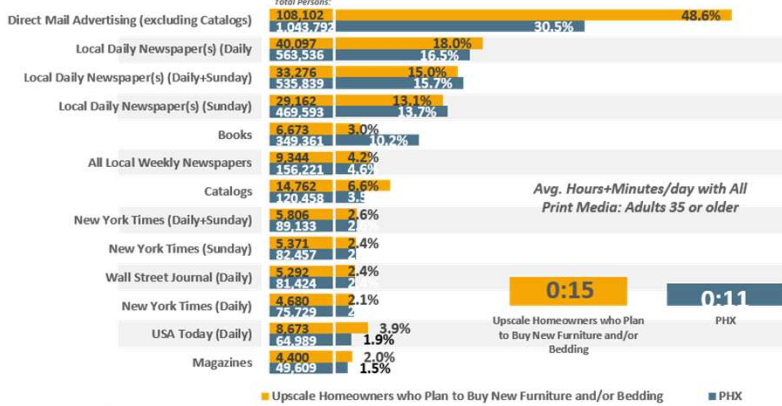
soefa.ai Share of Everything for Anything

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

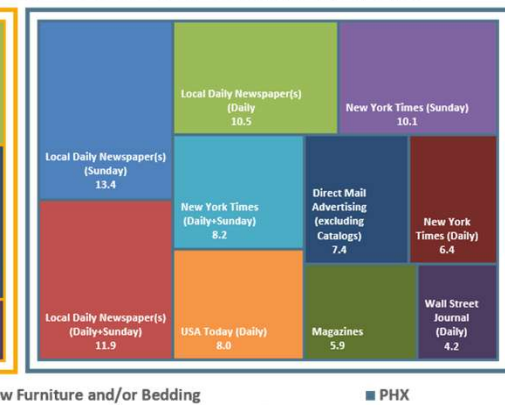
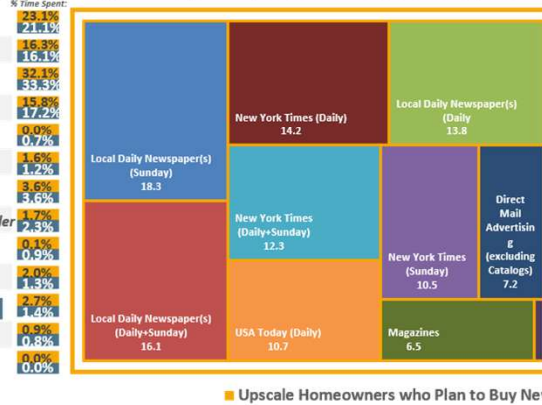
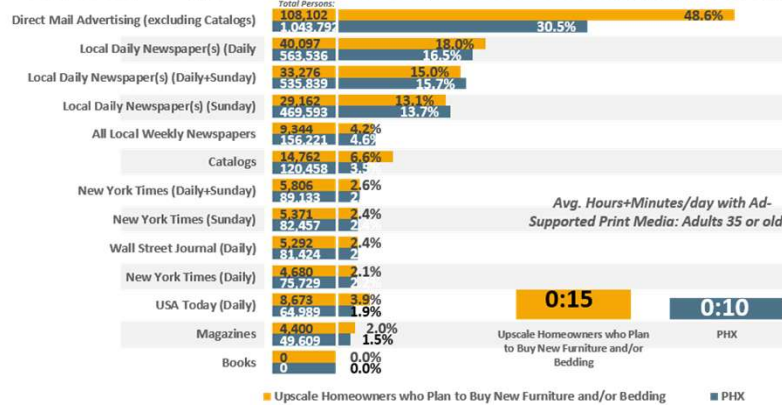


33,276 or 15.% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding read Local Daily Newspaper(s) (Daily+Sunday) for an average of 16.1 minutes every day representing 32.1% of all time spent daily with All forms of Print

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**



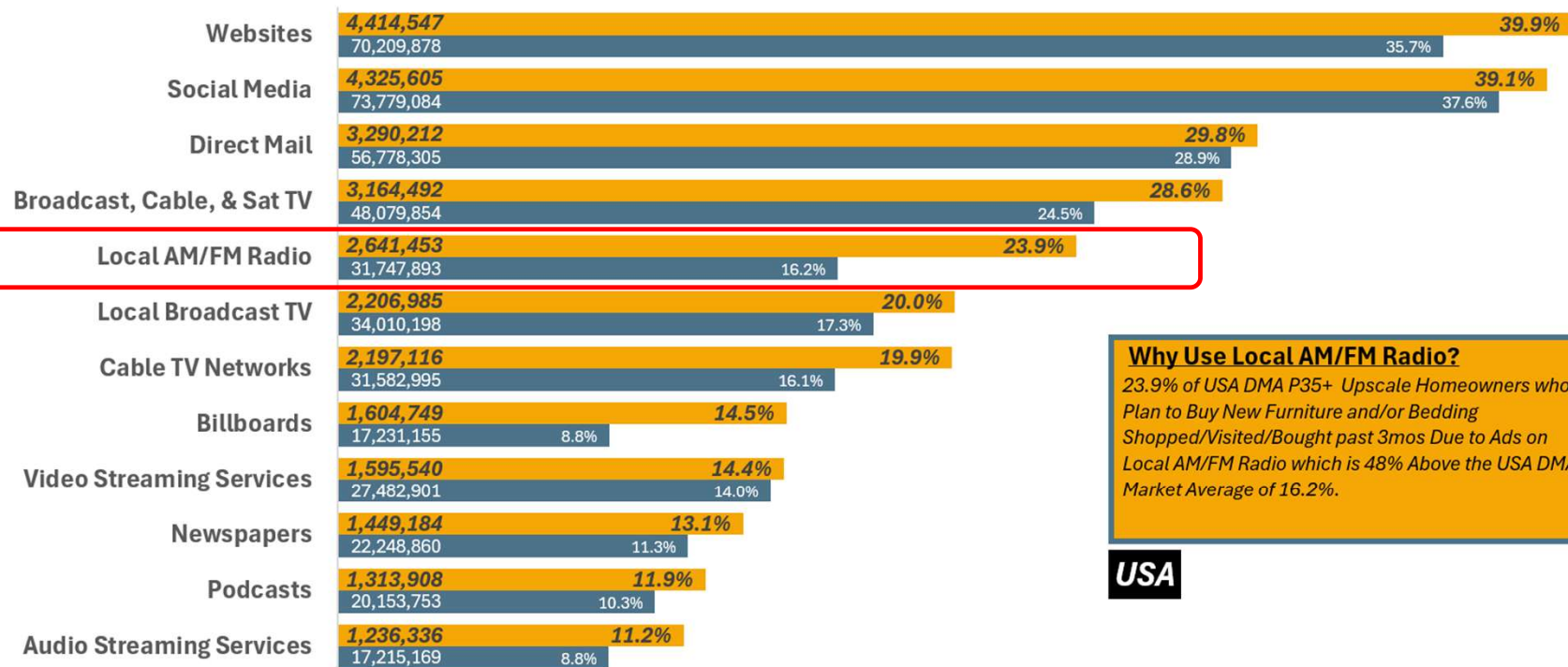
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





"Advertising Actions"

P35+ Upscale Homeowners who Plan to Buy New Furniture and/or Bedding (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

23.9% of USA DMA P35+ Upscale Homeowners who Plan to Buy New Furniture and/or Bedding Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 48% Above the USA DMA Market Average of 16.2%.

USA

■ P35+ Upscale Homeowners who Plan to Buy New Furniture and/or Bedding (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1109

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

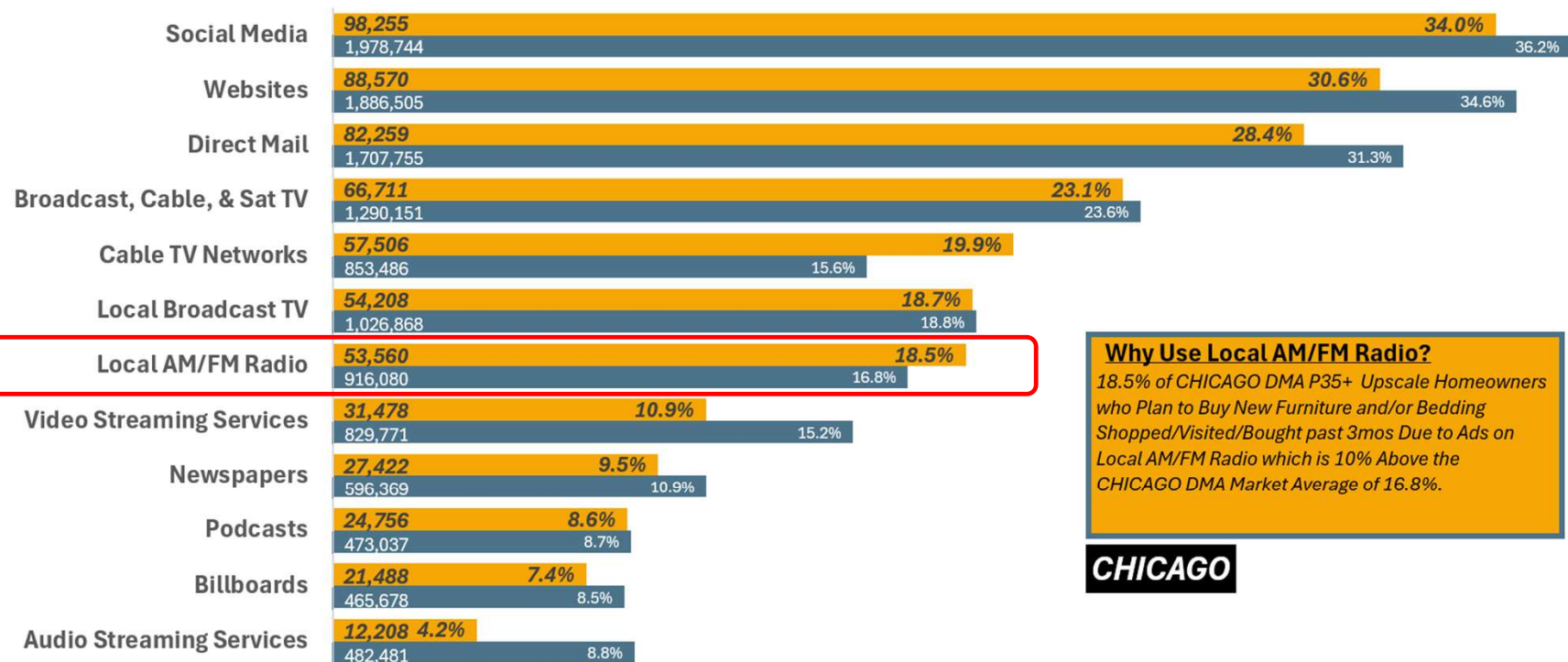
soefa.ai Share of Everything
for Anything ®

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



"Advertising Actions"

P35+ Upscale Homeowners who Plan to Buy New Furniture and/or Bedding (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.5% of CHICAGO DMA P35+ Upscale Homeowners who Plan to Buy New Furniture and/or Bedding Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 10% Above the CHICAGO DMA Market Average of 16.8%.

CHICAGO

■ P35+ Upscale Homeowners who Plan to Buy New Furniture and/or Bedding (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 167
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

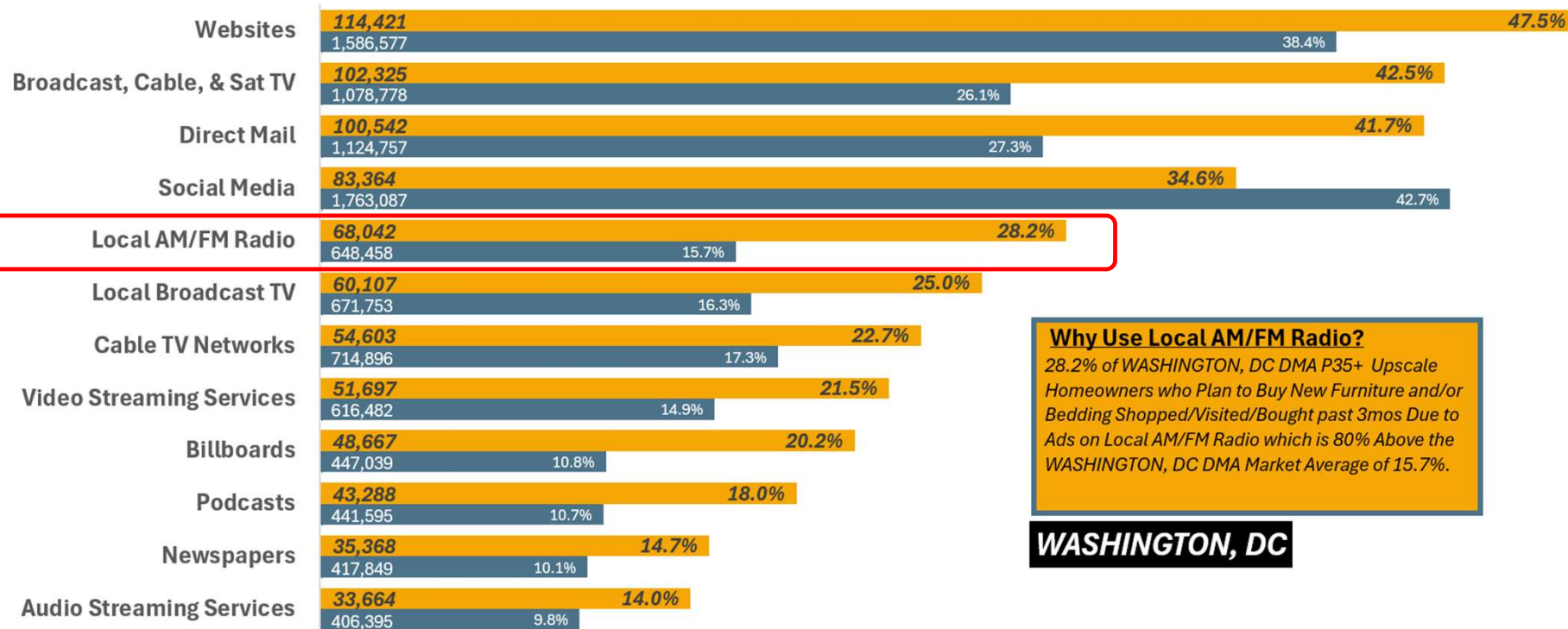
soefa.ai Share of Everything for Anything ®

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



"Advertising Actions"

P35+ Upscale Homeowners who Plan to Buy New Furniture and/or Bedding (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

28.2% of WASHINGTON, DC DMA P35+ Upscale Homeowners who Plan to Buy New Furniture and/or Bedding Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 80% Above the WASHINGTON, DC DMA Market Average of 15.7%.

WASHINGTON, DC

■ P35+ Upscale Homeowners who Plan to Buy New Furniture and/or Bedding (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 302

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

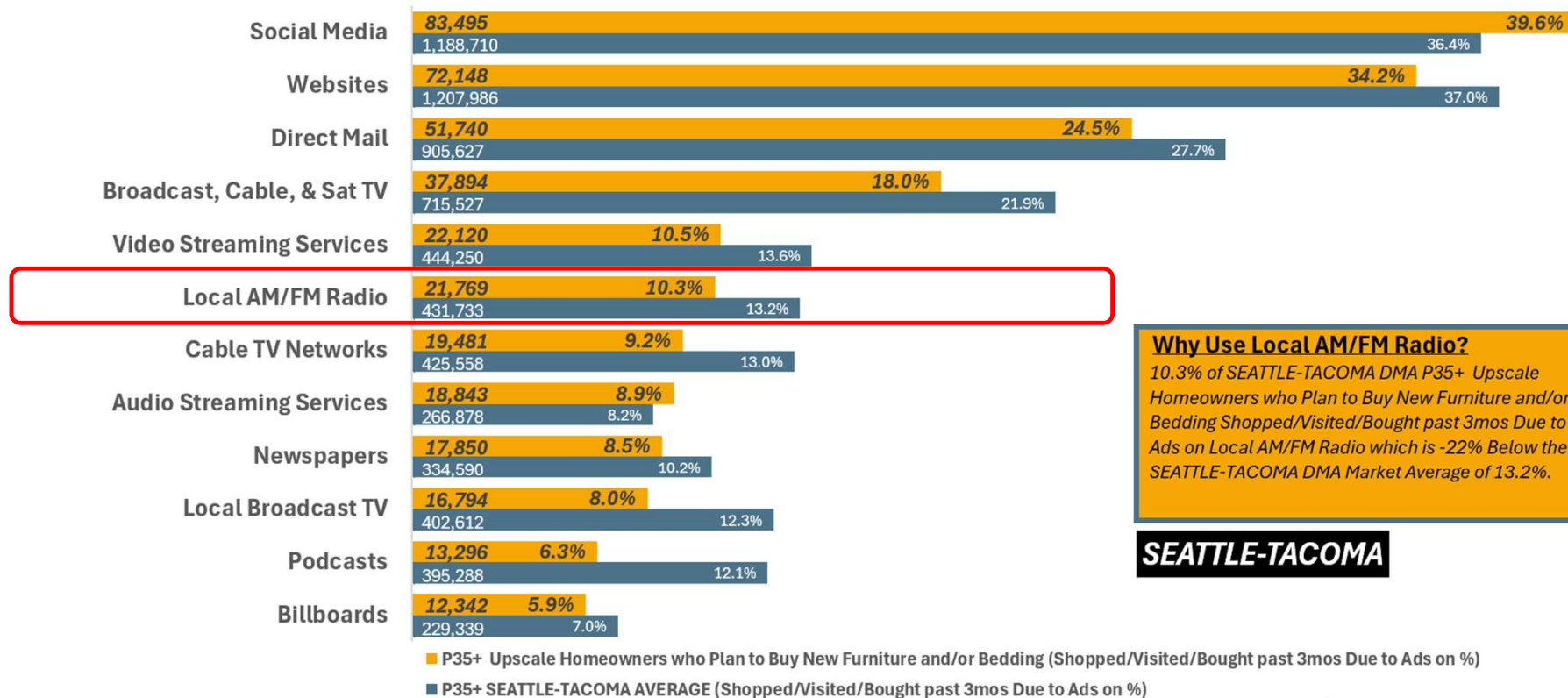
soefa.ai Share of Everything
for Anything ®

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



"Advertising Actions"

P35+ Upscale Homeowners who Plan to Buy New Furniture and/or Bedding (Shopped/Visited/Bought past 3mos Due to Ads on %)



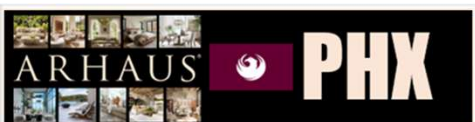
Why Use Local AM/FM Radio?
10.3% of SEATTLE-TACOMA DMA P35+ Upscale Homeowners who Plan to Buy New Furniture and/or Bedding Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -22% Below the SEATTLE-TACOMA DMA Market Average of 13.2%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 201
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

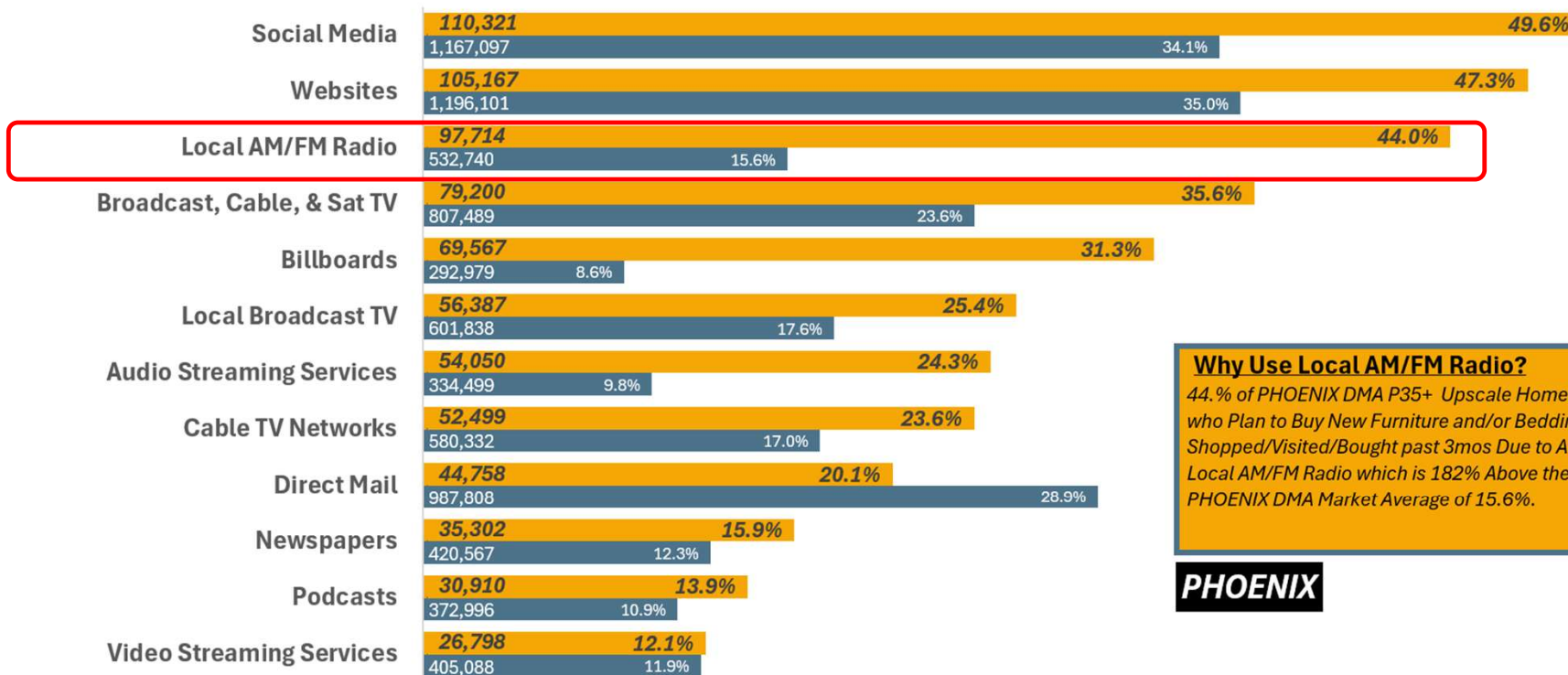
soefa.ai Share of Everything
for Anything ®

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



"Advertising Actions"

P35+ Upscale Homeowners who Plan to Buy New Furniture and/or Bedding (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

44.% of PHOENIX DMA P35+ Upscale Homeowners who Plan to Buy New Furniture and/or Bedding Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 182% Above the PHOENIX DMA Market Average of 15.6%.

PHOENIX

■ P35+ Upscale Homeowners who Plan to Buy New Furniture and/or Bedding (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 90
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything
for Anything ®

(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))