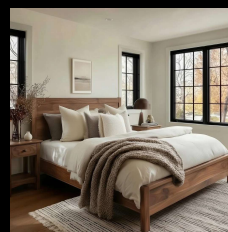


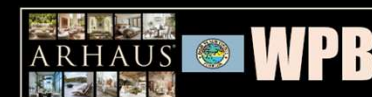
USA+4 More DMAs – P35+ Upscale Planned New Furniture & Bedding Buyers! Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P35+ \$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®



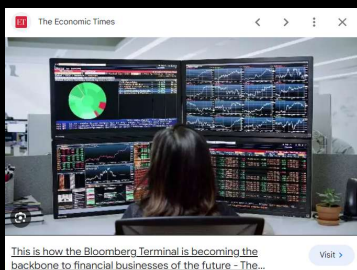
P35+



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 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 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...

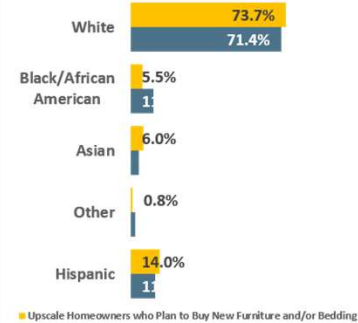
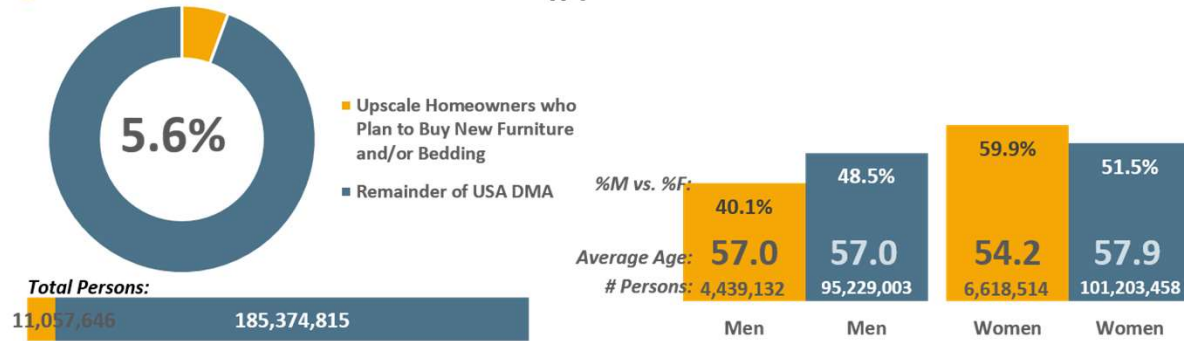


Percent of Market: Adults 35 or older



Gender of Target vs. Market: Adults 35 or older

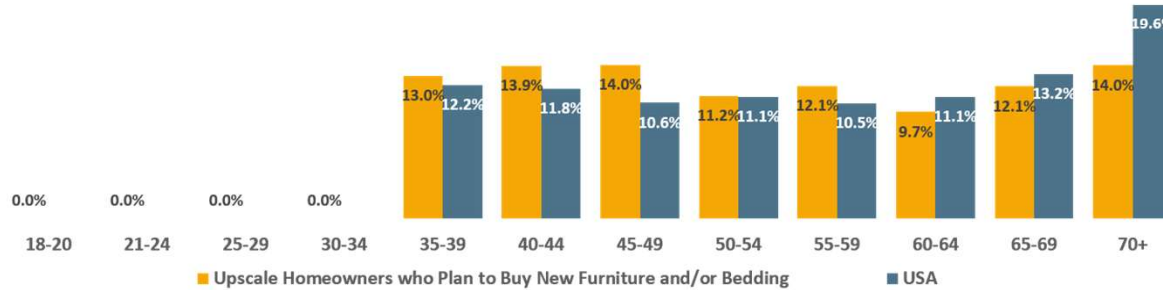
Ethnicity of Target vs. Market:



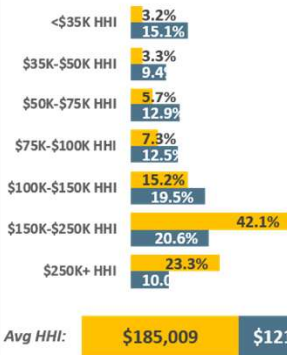
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 35 or older



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230
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(((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)))



6.2% or 176,036 of MSP 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 55.4 years old (3.6% younger than average) and have a \$173,417 (45.1% higher than average) annual...

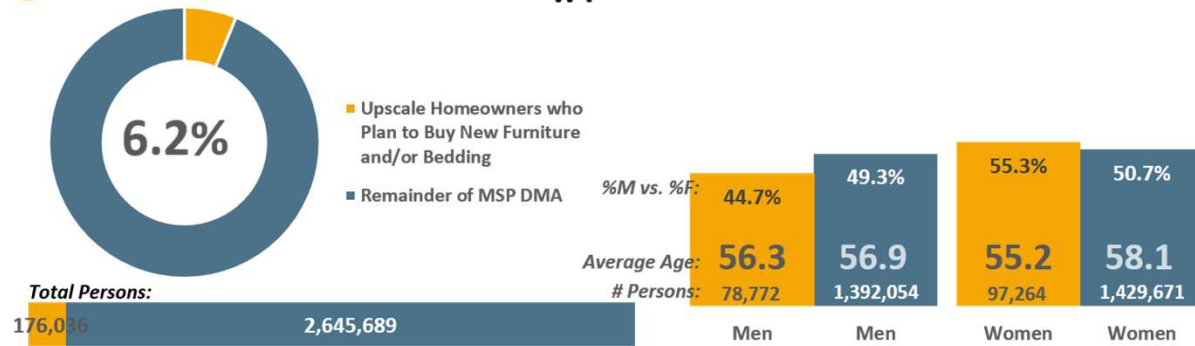


Percent of Market: Adults 35 or older



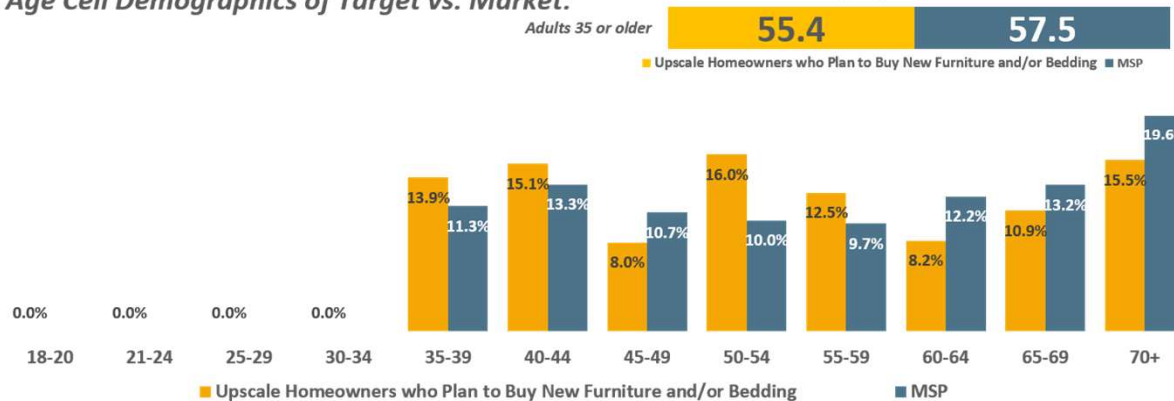
Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:

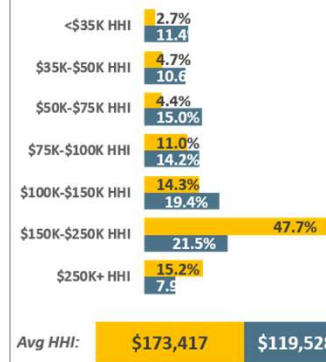


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 110
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(((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)))



4.4% or 80,367 of STL 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 56.3 years old (2.8% younger than average) and have a \$180,461 (64.8% higher than average) annual...

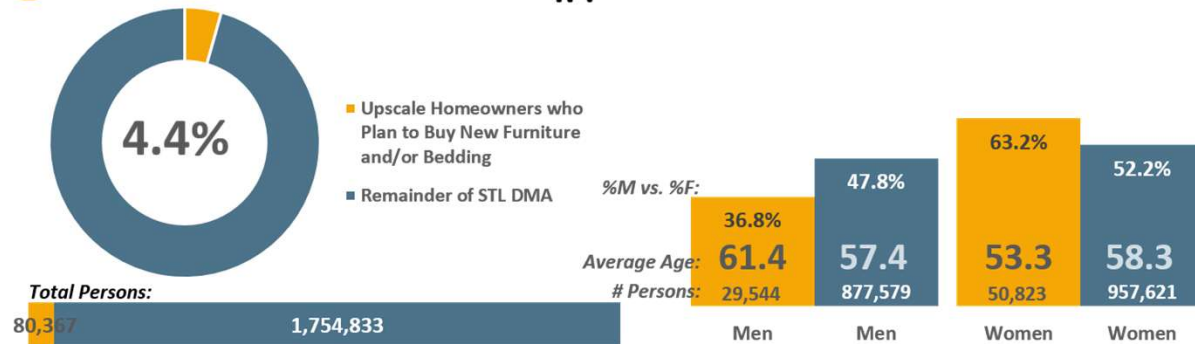


Percent of Market: Adults 35 or older

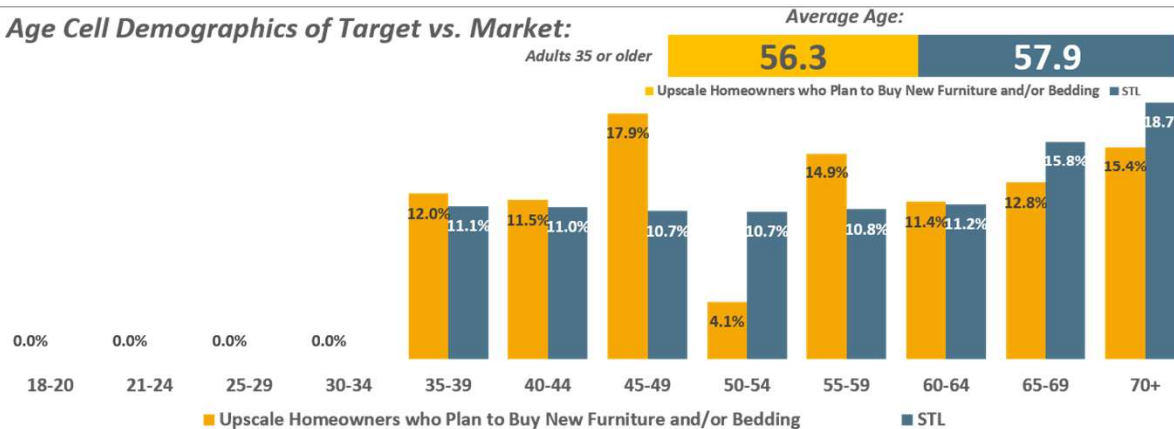


Gender of Target vs. Market: Adults 35 or older

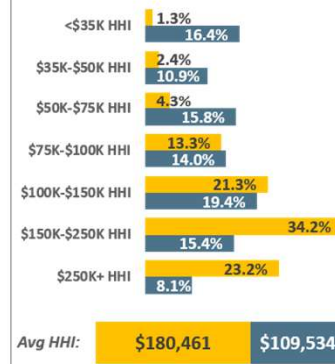
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 80
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(((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)))



4.7% or 65,728 of CIN 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 57.5 years old (.1% younger than average) and have a \$168,984 (59.% higher than average) annual household...

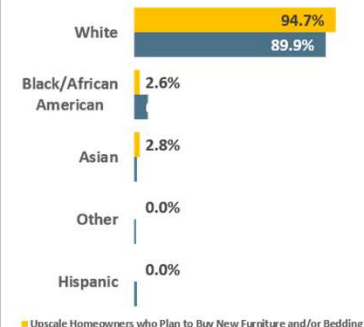
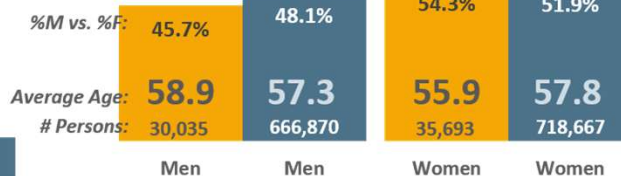
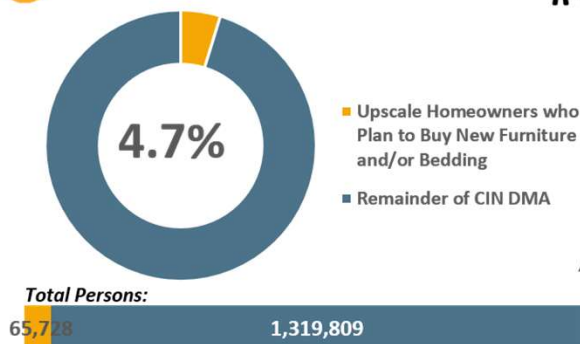


Percent of Market: Adults 35 or older



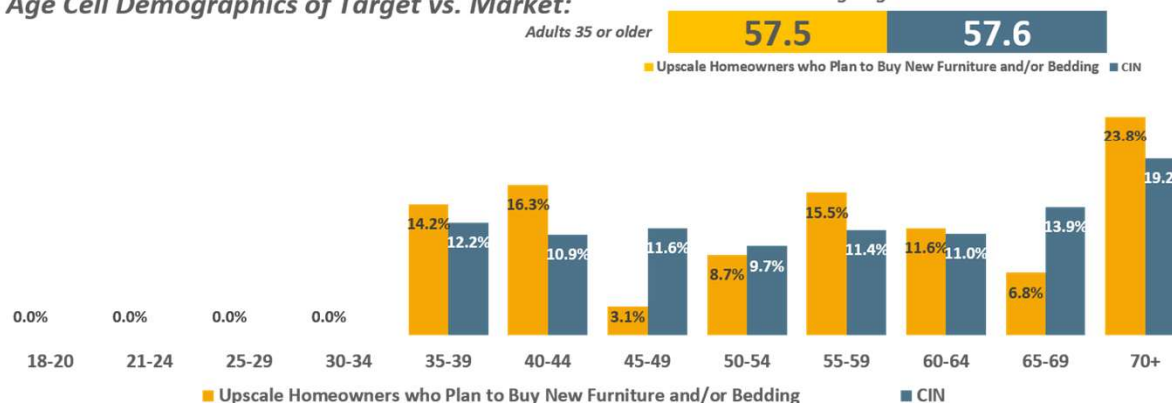
Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:

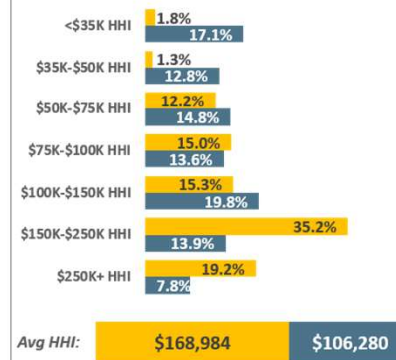


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88
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(((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)))



3.7% or 55,984 of WPB 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 59.5
years old (2.2% younger than average) and have a \$172,322 (59.2% higher than average) annual...

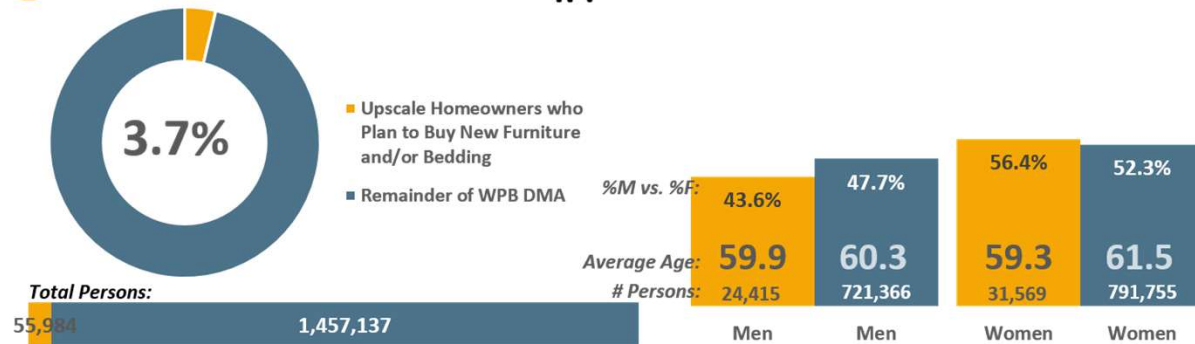


Percent of Market: Adults 35 or older



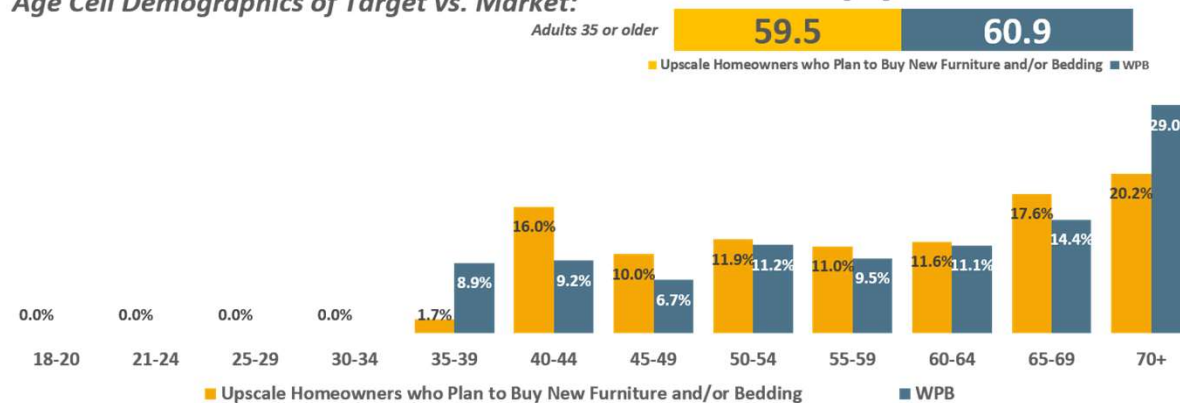
Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:

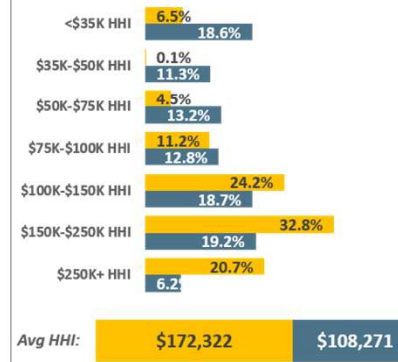


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 103
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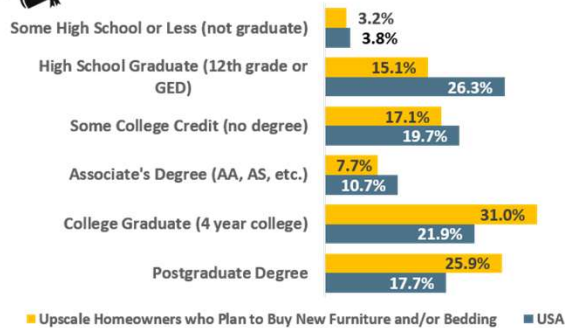
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



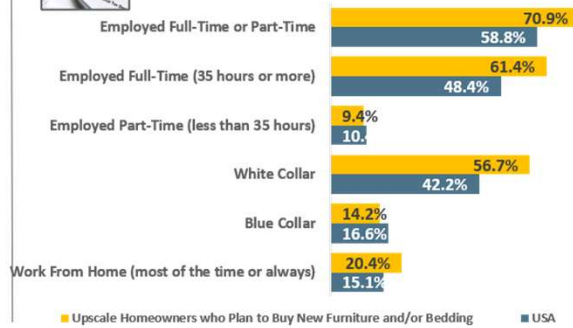
5.6% or 11,057,646 of USA DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New...
 Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 43.5% more likely to be a college graduate, 26.9% more likely to work full-time, 30.1% more likely to be married, 39.9%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



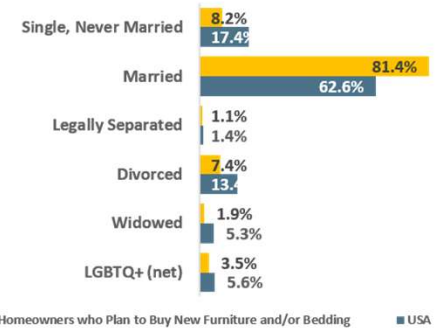
Education Levels: Adults 35 or older



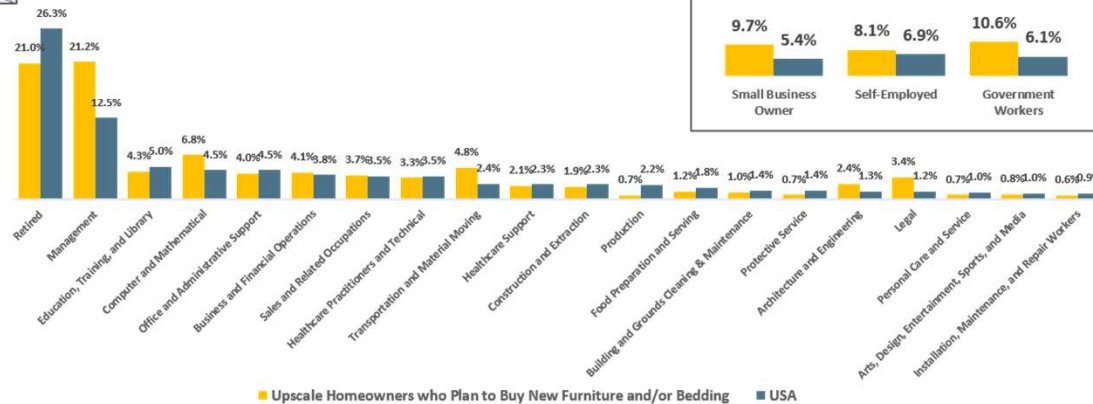
Employment: Adults 35 or older



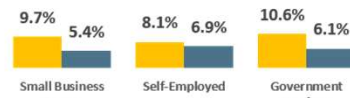
Marital Status: Adults 35 or older



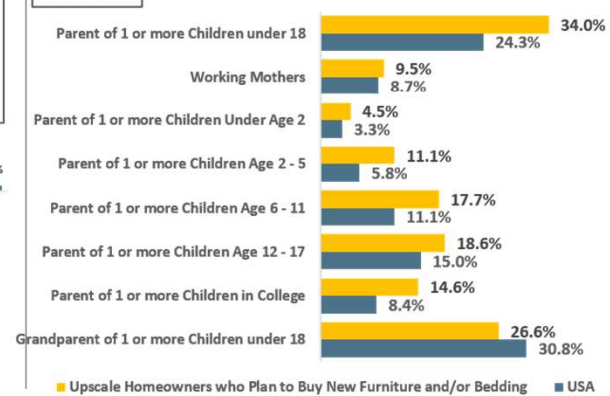
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older



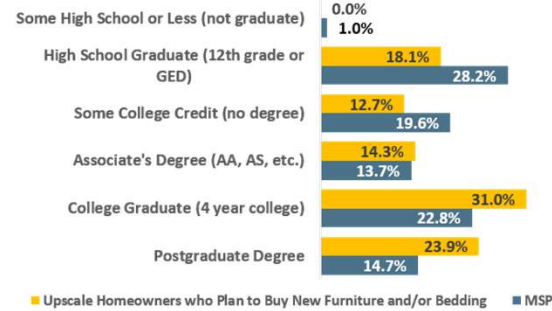
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230
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(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$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)))

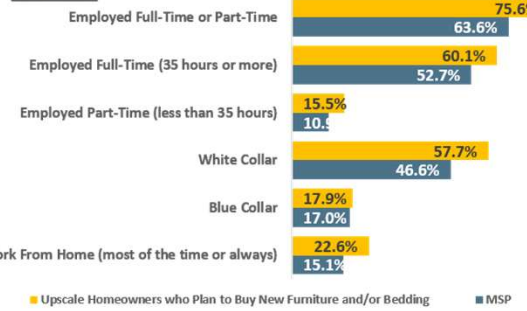


6.2% or 176,036 of MSP DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture.. Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 46.4% more likely to be a college graduate, 14.1% more likely to work full-time, 27.9% more likely to be married, 1.3% less likely to be a grandparent of 1 or more chil

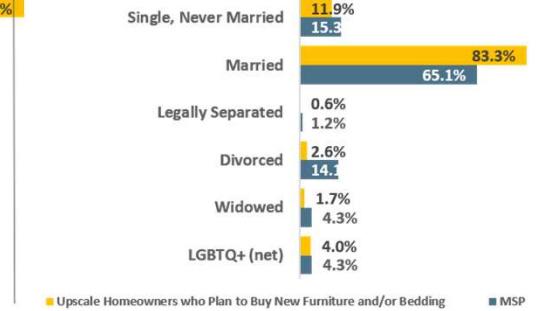
Education Levels: Adults 35 or older



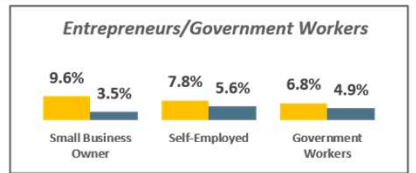
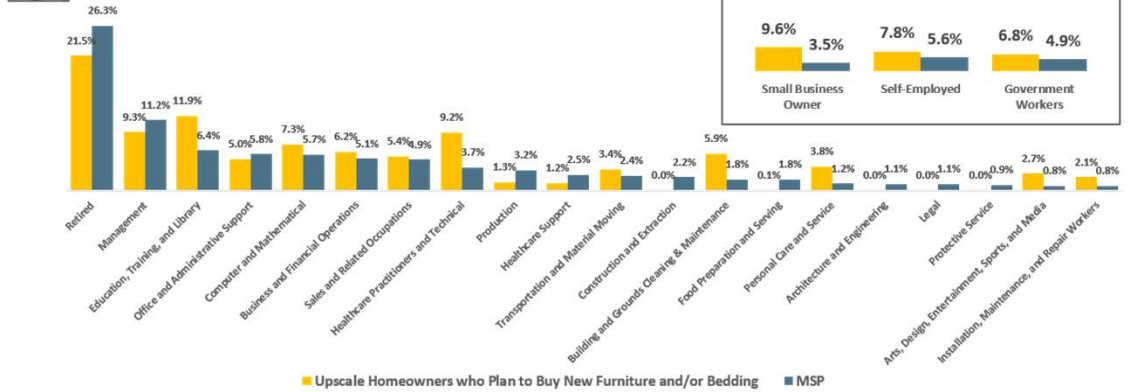
Employment: Adults 35 or older



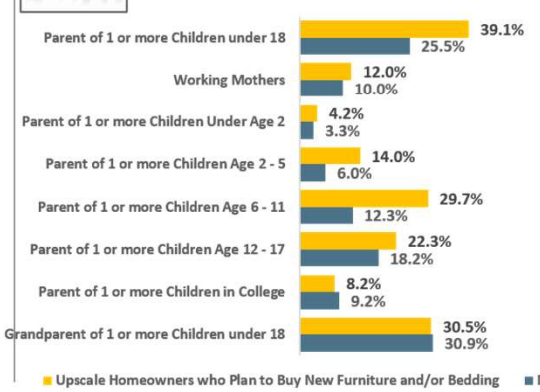
Marital Status: Adults 35 or older



Top-20 Occupations: Adults 35 or older



Stage in Life: Adults 35 or older

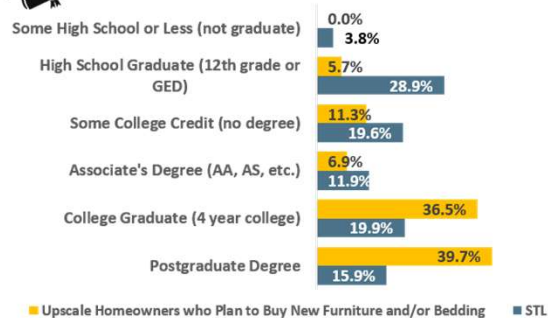




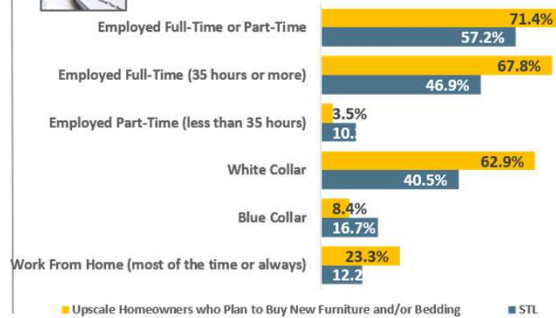
4.4% or 80,367 of STL DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 112.8% more likely to be a college graduate, 44.5% more likely to work full-time, 26.1% more likely to be married, 17.9% less likely to be a grandparent of 1 or more ch



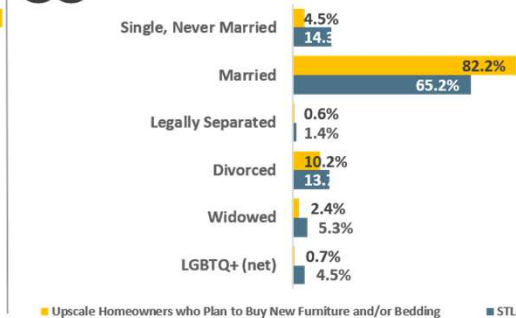
Education Levels: Adults 35 or older



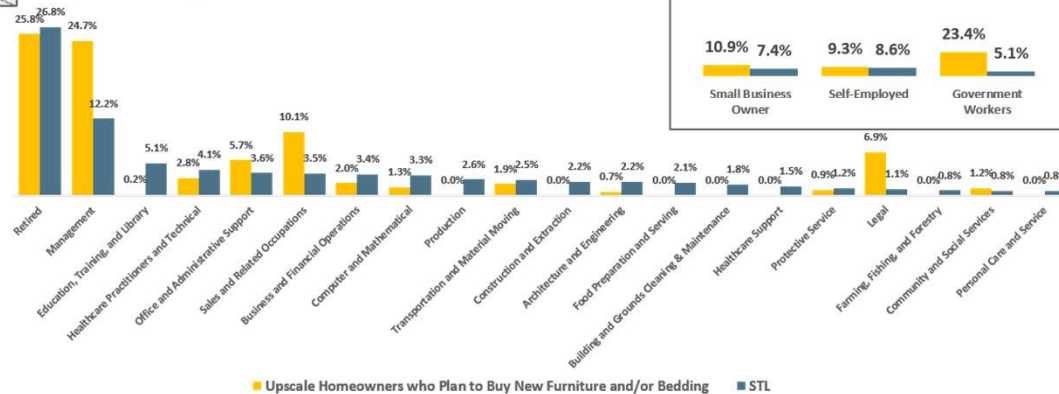
Employment: Adults 35 or older



Marital Status: Adults 35 or older



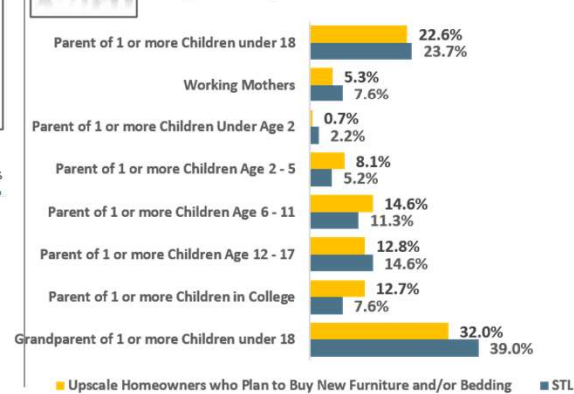
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



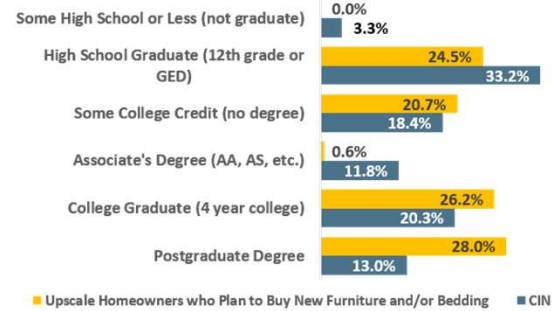
Stage in Life: Adults 35 or older



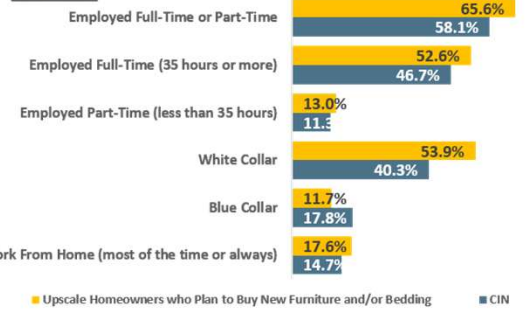


4.7% or 65,728 of CIN DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 62.9% more likely to be a college graduate, 12.5% more likely to work full-time, 34.2% more likely to be married, 27.4% less likely to be a grandparent of 1 or more chi

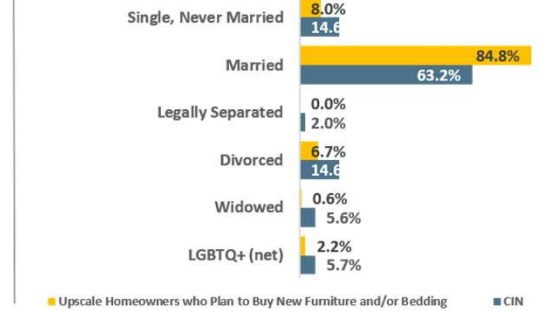
Education Levels: Adults 35 or older



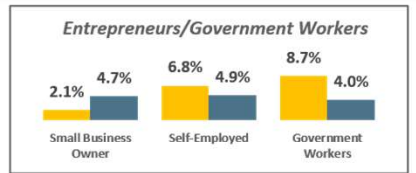
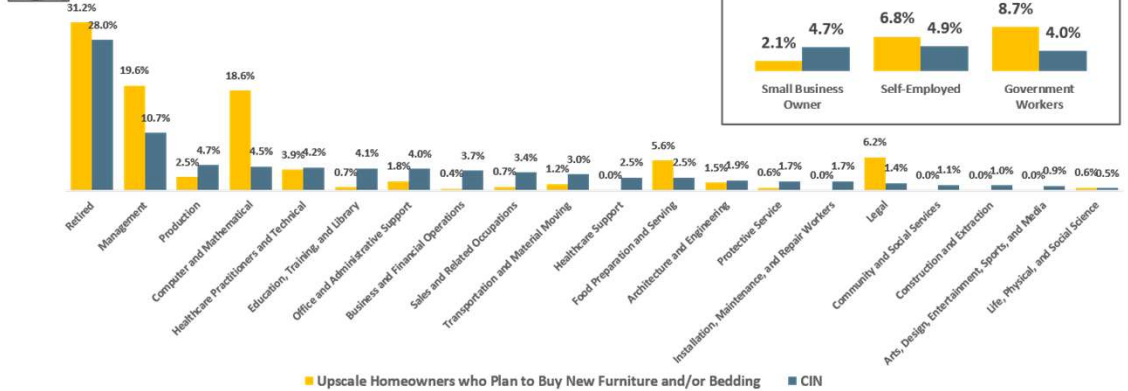
Employment: Adults 35 or older



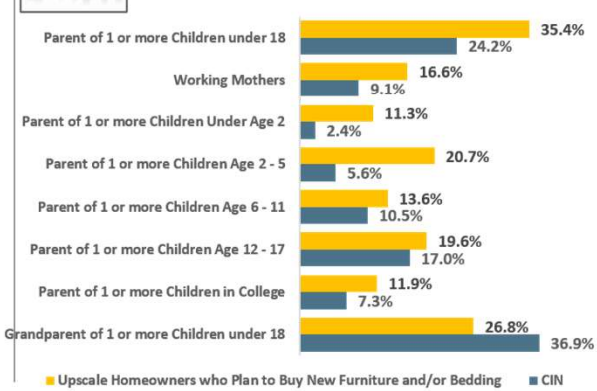
Marital Status: Adults 35 or older



Top-20 Occupations: Adults 35 or older



Stage in Life: Adults 35 or older

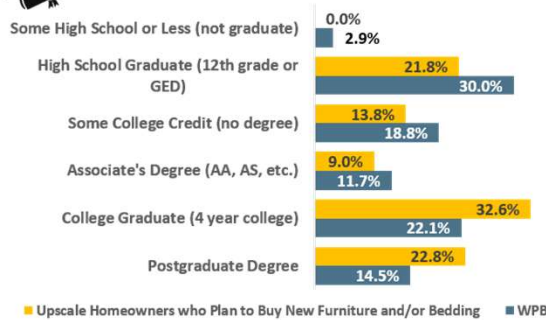




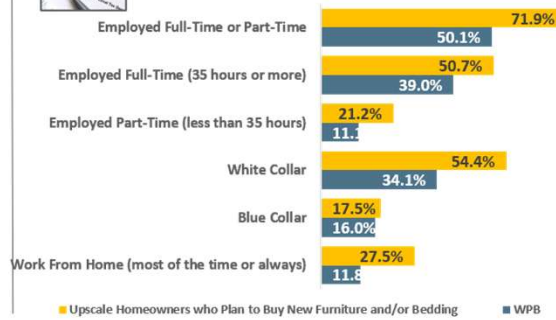
3.7% or 55,984 of WPB DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 51.2% more likely to be a college graduate, 30.0% more likely to work full-time, 21.3% more likely to be married, 24.% less likely to be a grandparent of 1 or more child



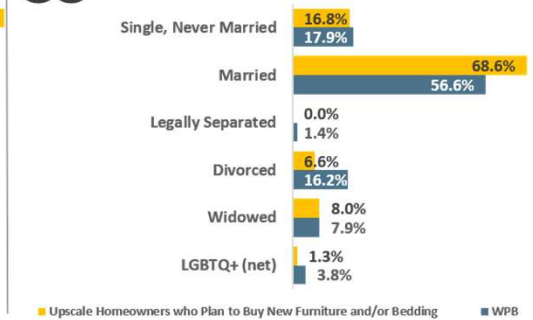
Education Levels: Adults 35 or older



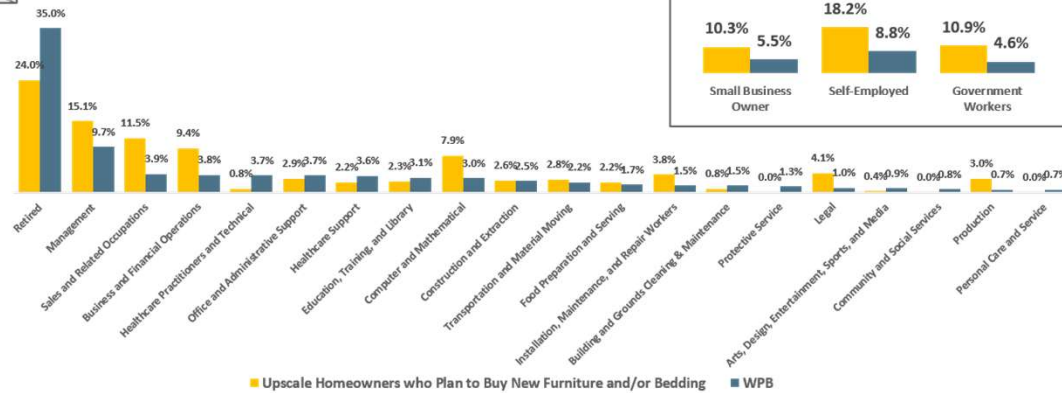
Employment: Adults 35 or older



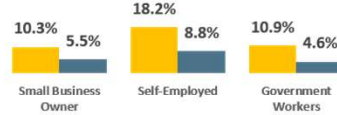
Marital Status: Adults 35 or older



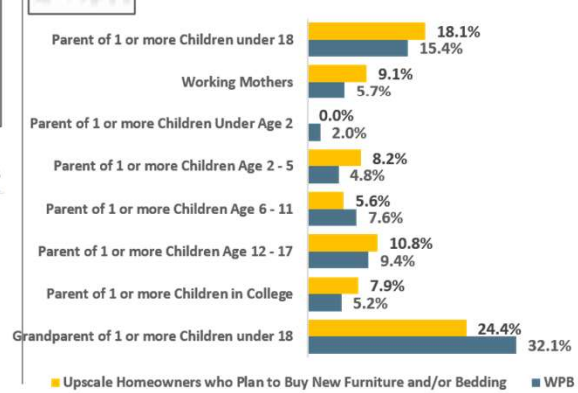
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers

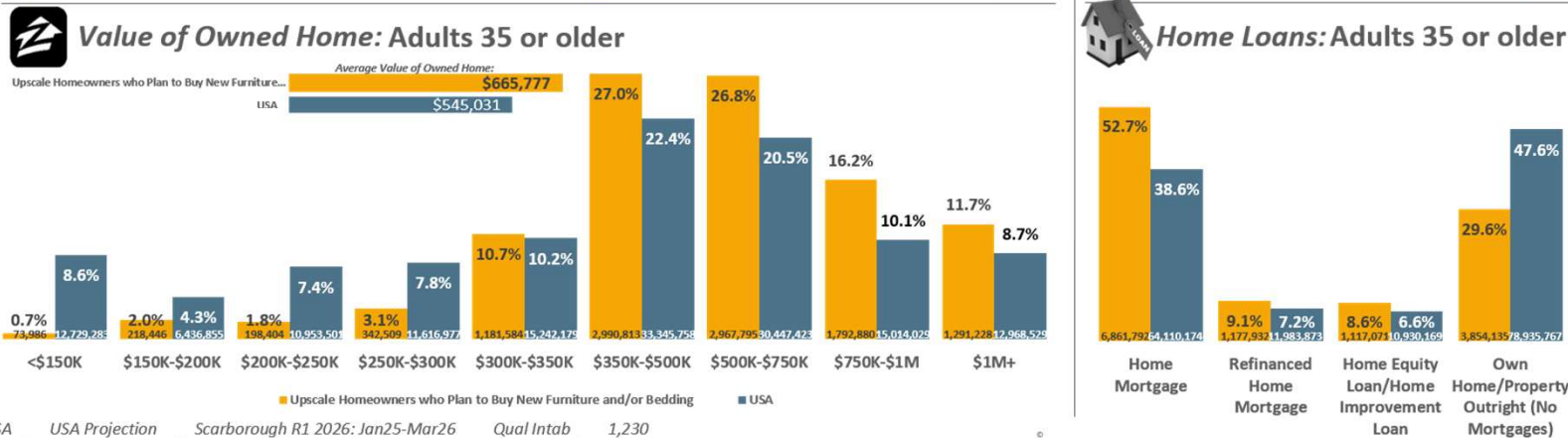
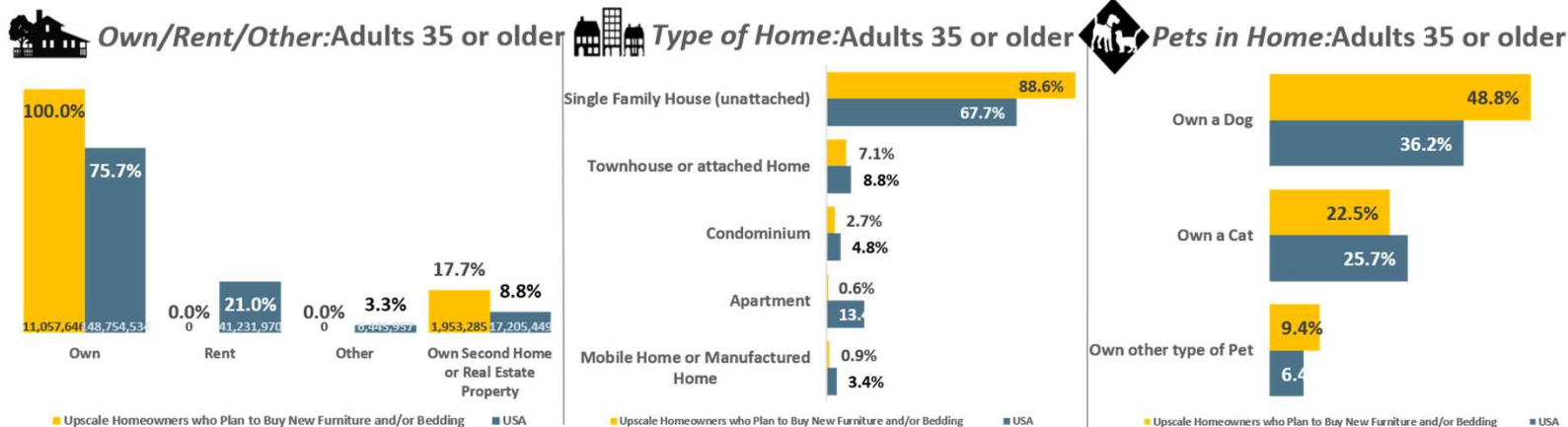


Stage in Life: Adults 35 or older





5.6% 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.



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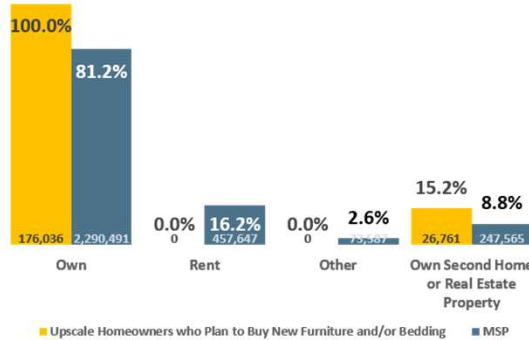
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services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



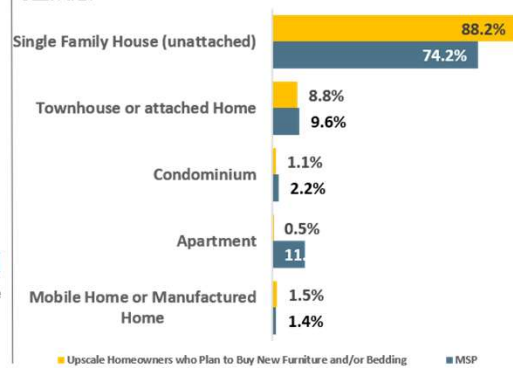
6.2% or 176,036 of MSP DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 23.2% more likely to own their home, 16.8% more likely to own a higher valued home, 18.9% more likely to have a single-family home, 26.5% more likely to have a dog.



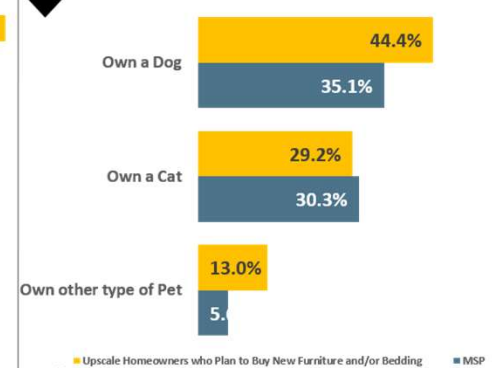
Own/Rent/Other: Adults 35 or older



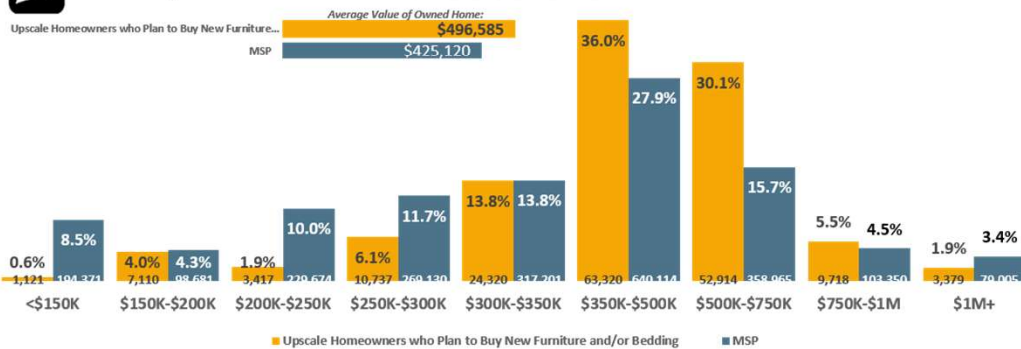
Type of Home: Adults 35 or older



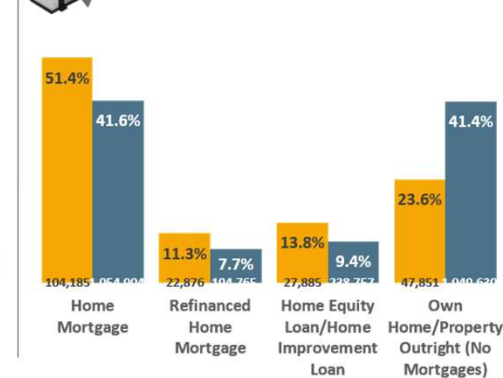
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

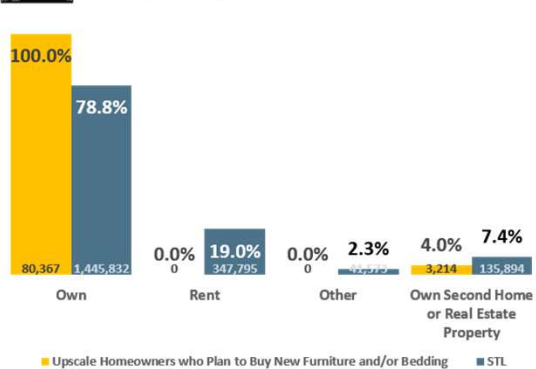




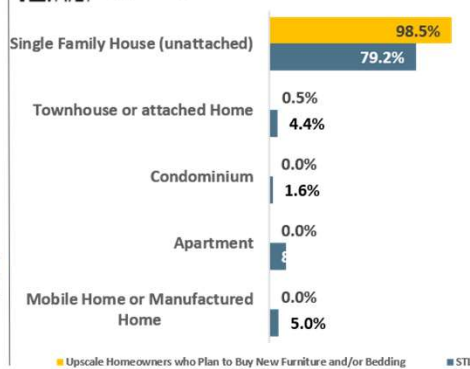
4.4% or 80,367 of STL DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture and/or... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 26.9% more likely to own their home, 49.5% more likely to own a higher valued home, 24.4% more likely to have a single-family home, 10.2% more likely to have a dog.



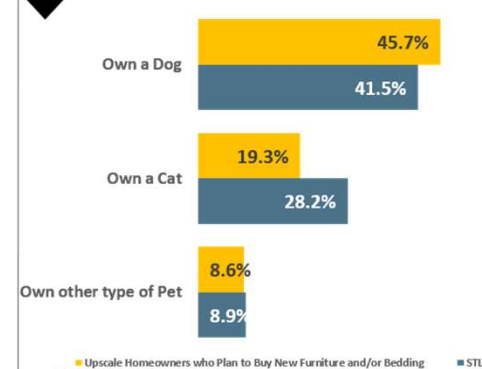
Own/Rent/Other: Adults 35 or older



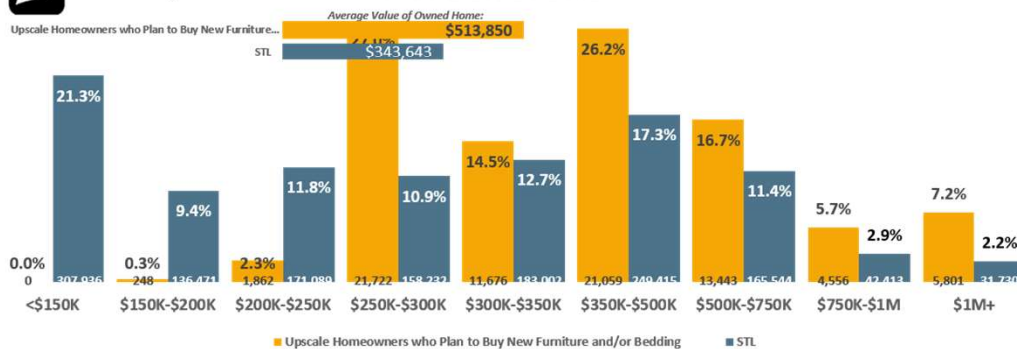
Type of Home: Adults 35 or older



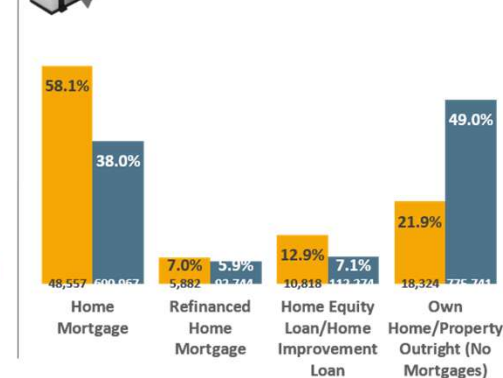
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 80
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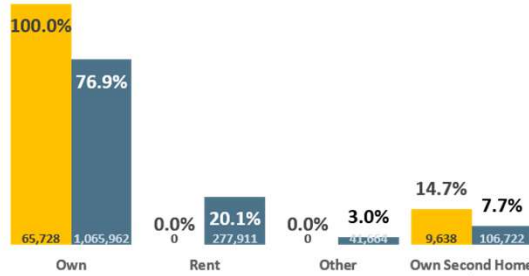
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



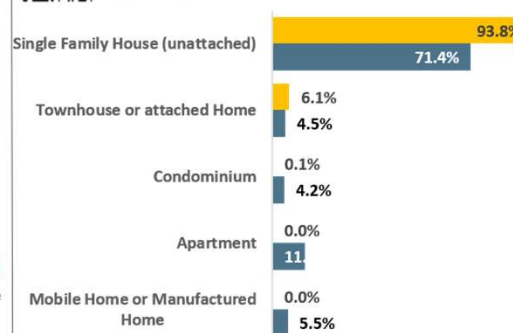
4.7% or 65,728 of CIN DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 30.% more likely to own their home, 36.7% more likely to own a higher valued home, 31.3% more likely to have a single-family home, 31.1% more likely to have a dog.



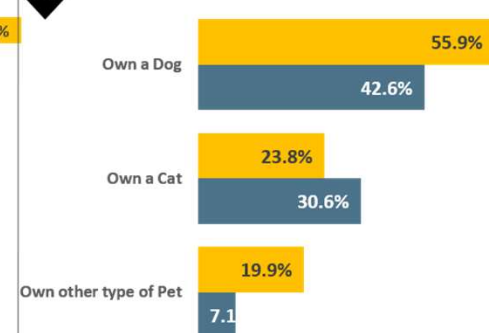
Own/Rent/Other: Adults 35 or older



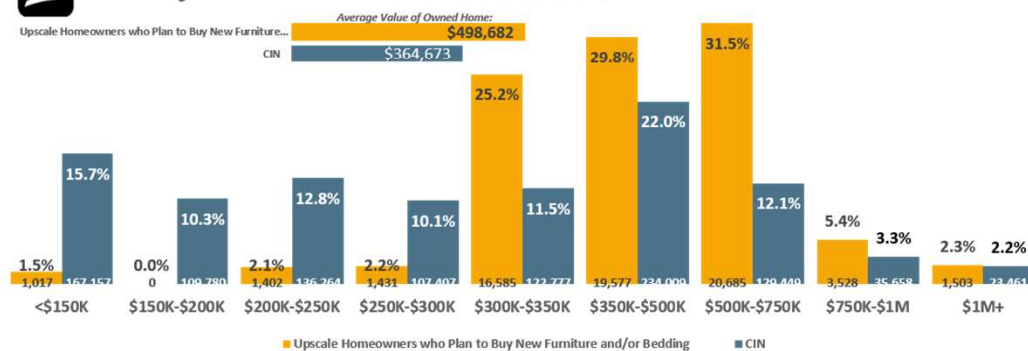
Type of Home: Adults 35 or older



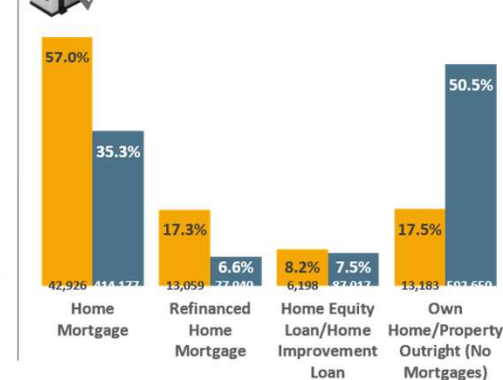
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

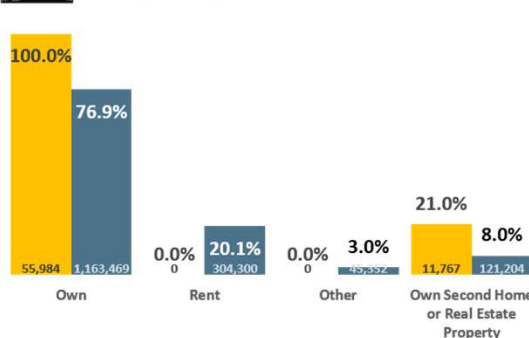




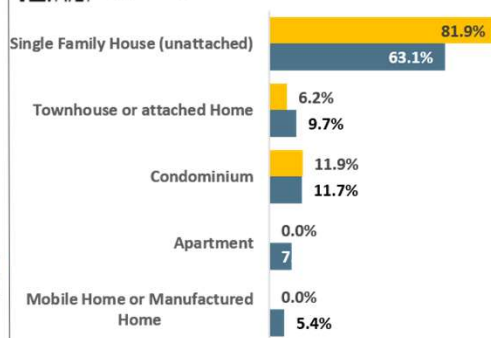
3.7% or 55,984 of WPB DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 30.1% more likely to own their home, 32.1% more likely to own a higher valued home, 29.9% more likely to have a single-family home, 24.1% more likely to have a dog.



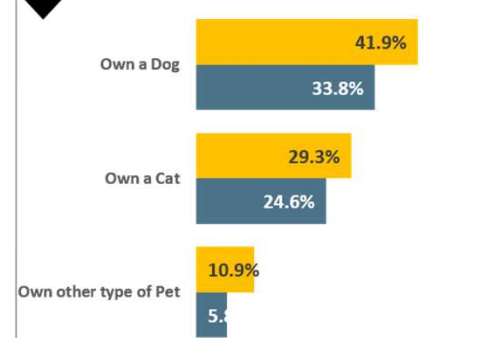
Own/Rent/Other: Adults 35 or older



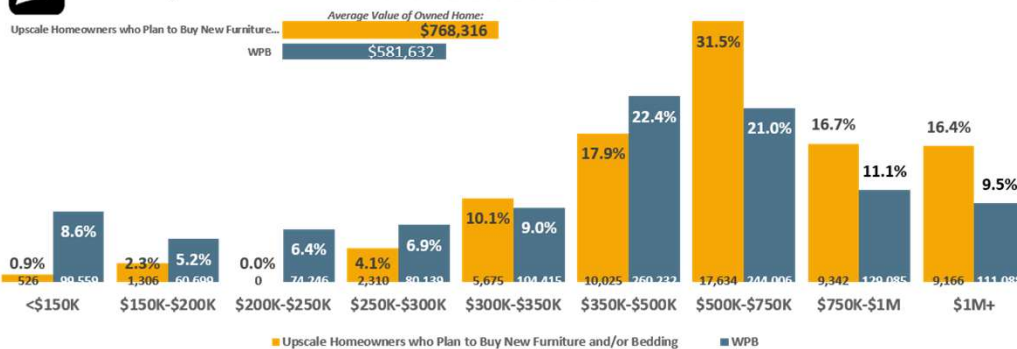
Type of Home: Adults 35 or older



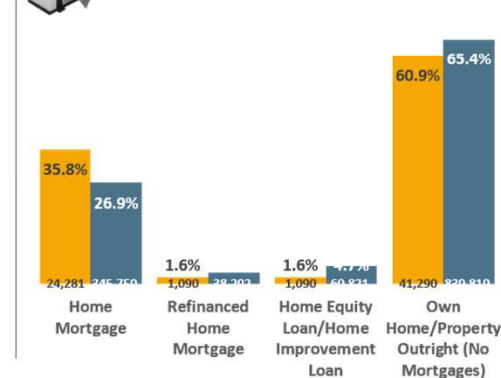
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

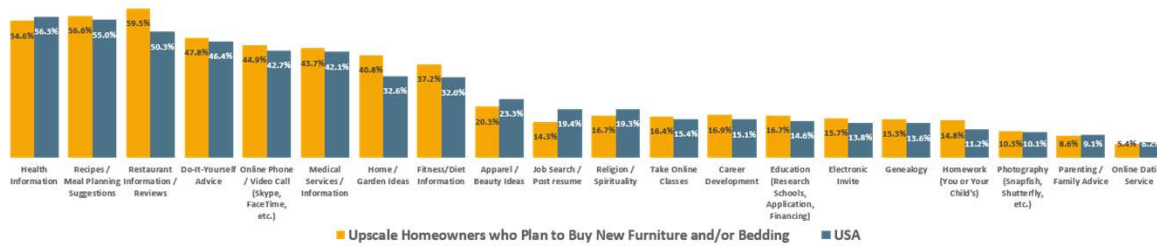




5.6% or 11,057,646 of USA DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 2.9% more likely to look up D-I-Y advice online, 14.6% more likely to always vote in local elections, 43.9% more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



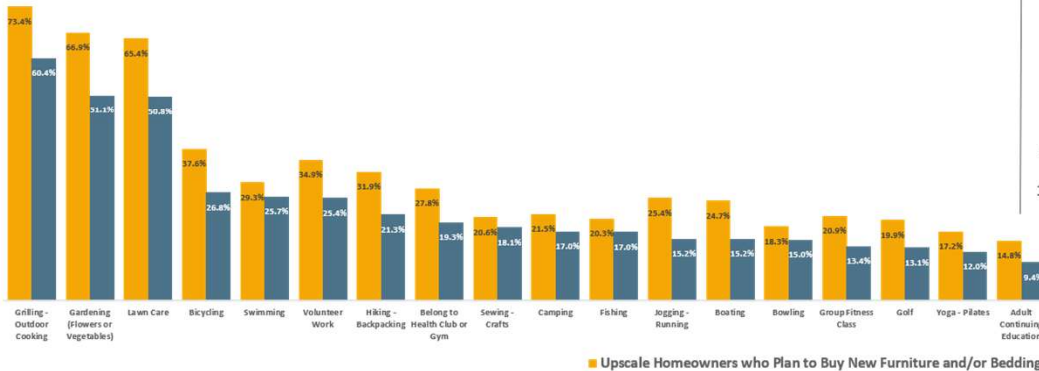
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



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



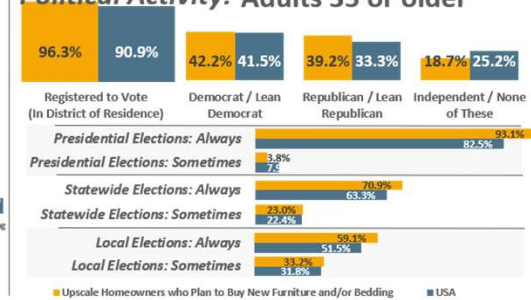
Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



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

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230
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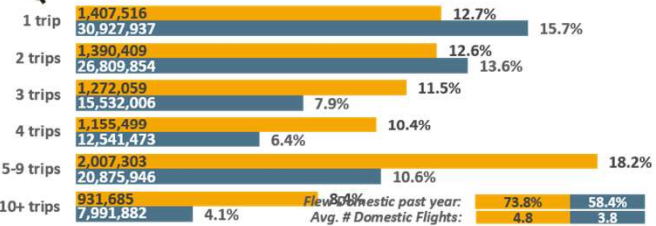
Political Activity: Adults 35 or older



■ 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

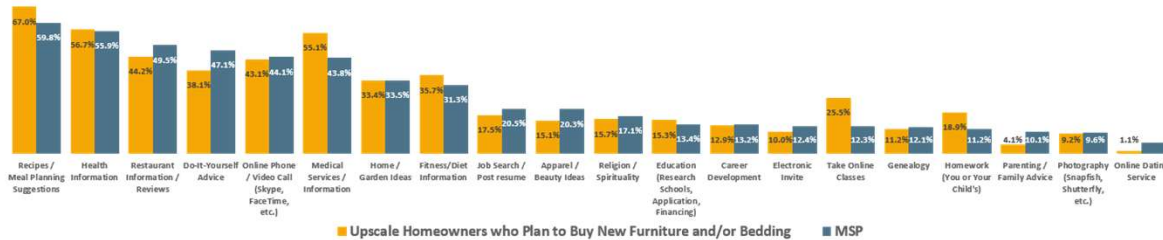
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services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



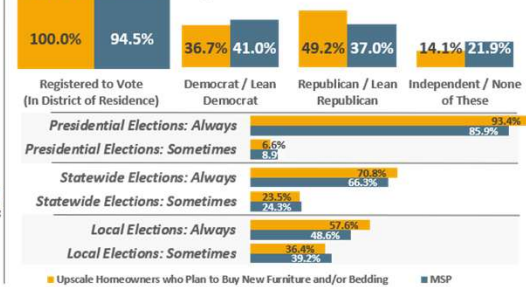
6.2% or 176,036 of MSP DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 19.2% less likely to look up D-I-Y advice online, 18.5% more likely to always vote in local elections, 82.2% more likely to belong to a gym, 26.5% more likely to fly do



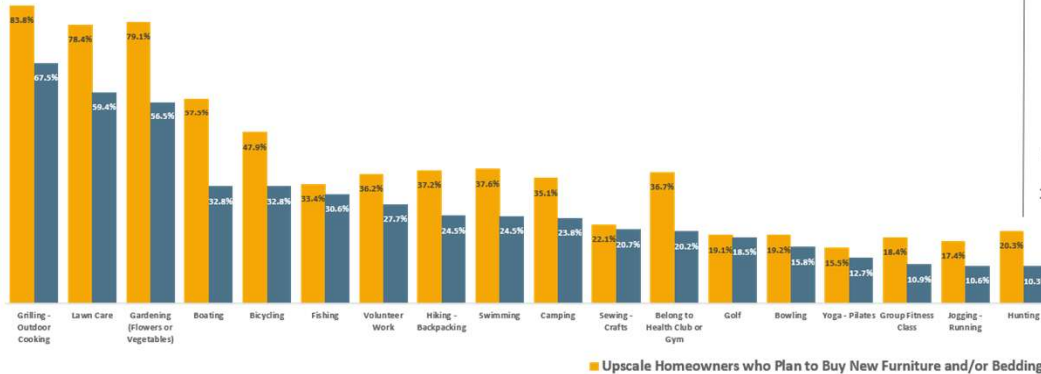
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



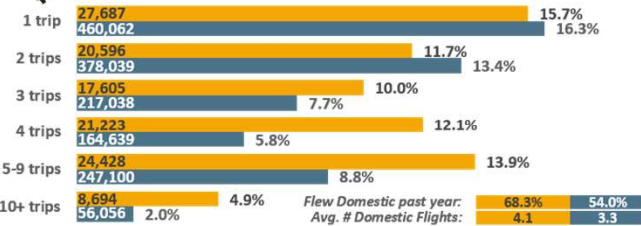
Political Activity: Adults 35 or older



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



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

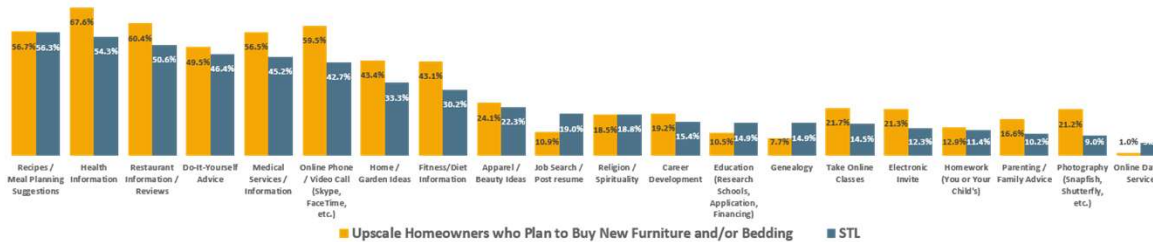




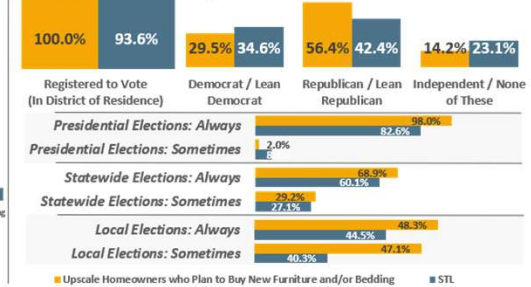
4.4% or 80,367 of STL DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 6.7% more likely to look up D-I-Y advice online, 8.5% more likely to always vote in local elections, 146.1% more likely to belong to a gym, 52.4% more likely to fly dom



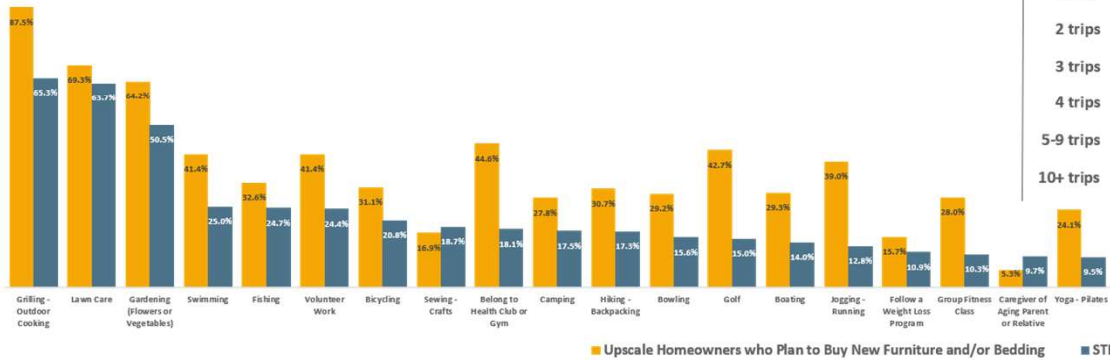
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



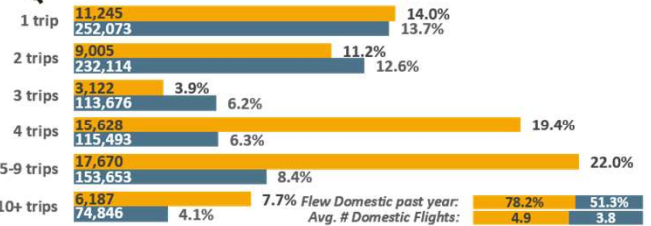
Political Activity: Adults 35 or older



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



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

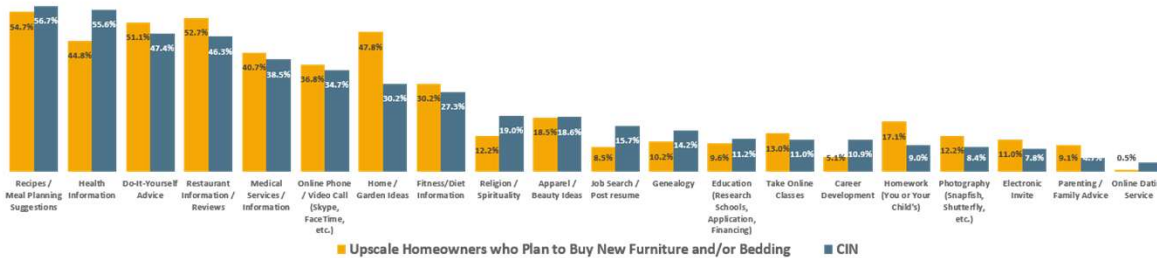




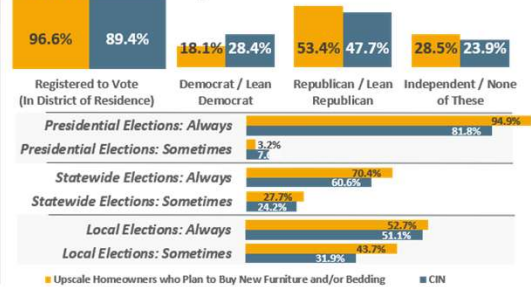
4.7% or 65,728 of CIN DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 7.9% more likely to look up D-I-Y advice online, 3.1% more likely to always vote in local elections, 81.9% more likely to belong to a gym, 34.3% more likely to fly dome



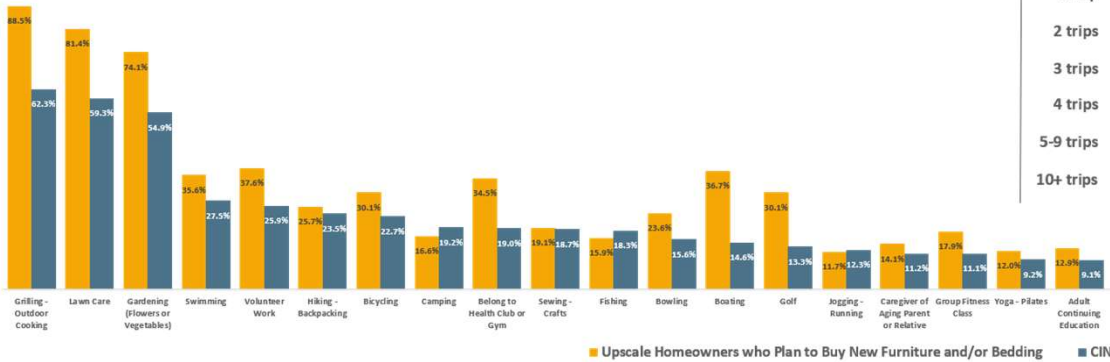
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



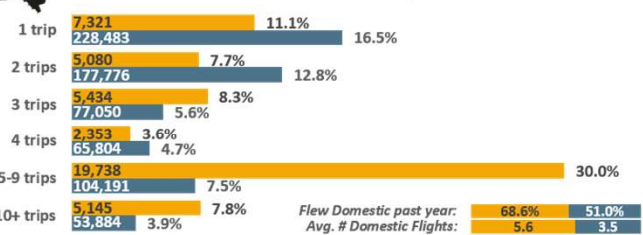
Political Activity: Adults 35 or older



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



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

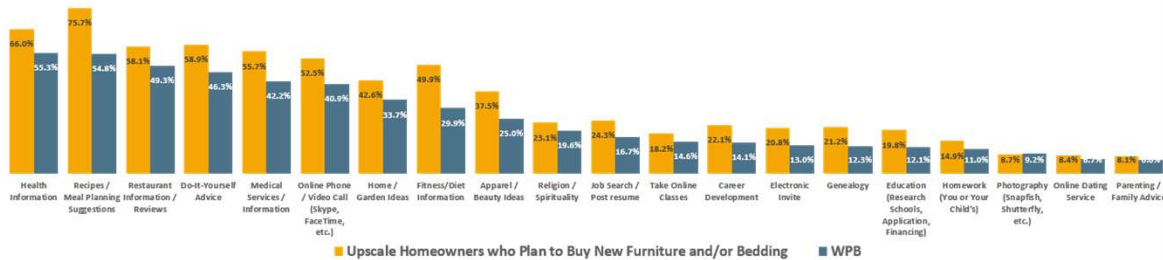




3.7% or 55,984 of WPB DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 27.2% more likely to look up D-I-Y advice online, 9.4% more likely to always vote in local elections, 22.8% more likely to belong to a gym, 6.8% more likely to fly dome



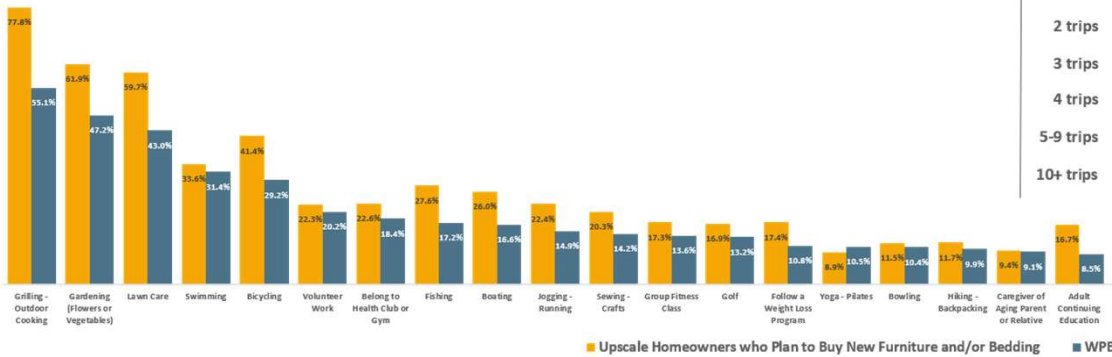
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



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

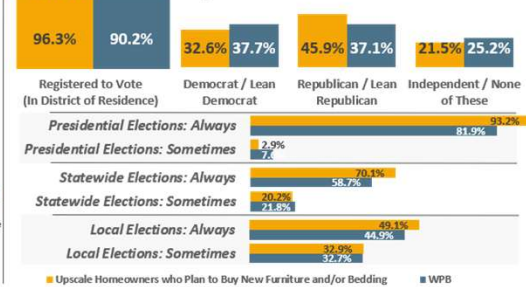


Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



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

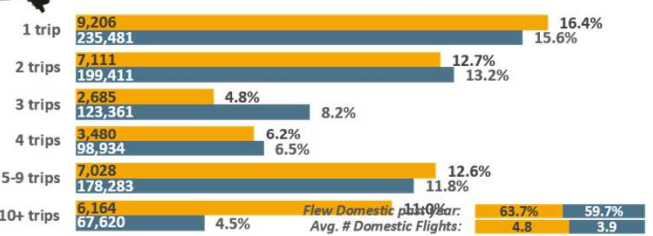
Political Activity: Adults 35 or older



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



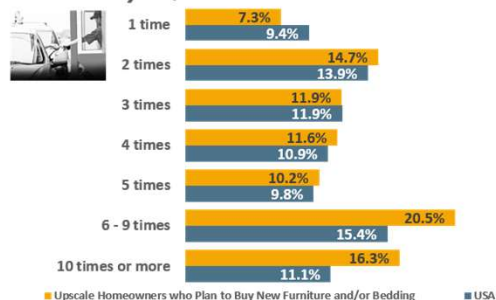
Past 12-months Domestic Airline Trips: Adults 35 or older





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 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

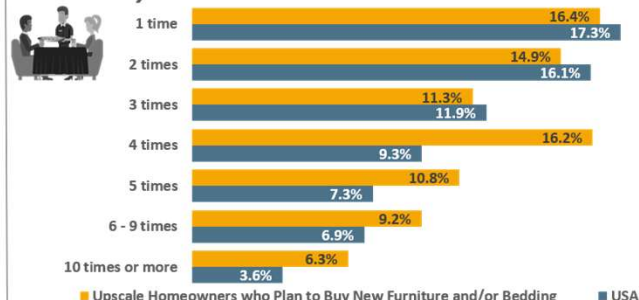
Past 30-days QSR Users: Adults 35 or older



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

Upscale Homeowners who Plan to Buy New Furniture and/or Bedding	USA
10,228,810	161,710,087

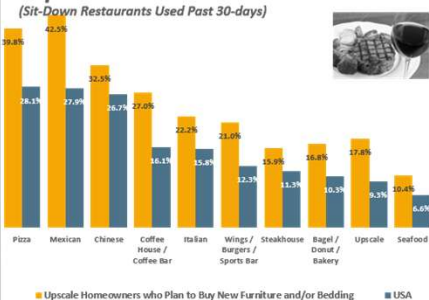
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



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

Upscale Homeowners who Plan to Buy New Furniture and/or Bedding	USA
9,408,623	142,089,686

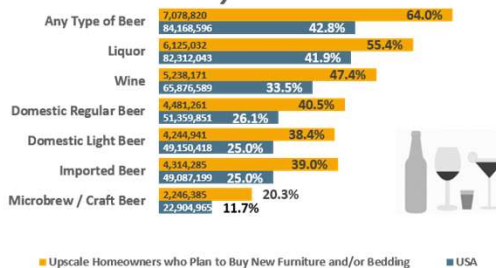
Top-10 Cuisines: Adults 35 or older



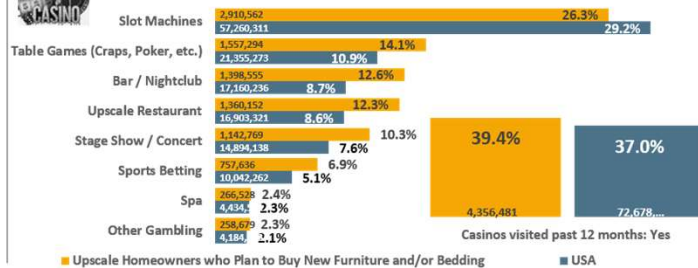
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 Upscale Homeowners who Plan to Buy New Furniture... 23.5%

Upscale Homeowners who Plan to Buy New Furniture and/or Bedding	USA
2,594,088	30,567,661

Drank Past 30-days: Adults 35 or older



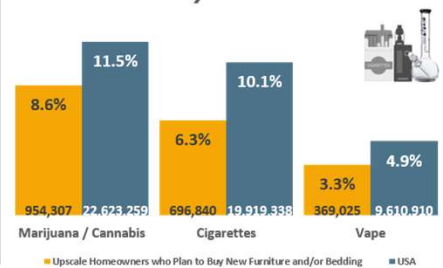
Past 12 months Casino Activities: Adults 35 or older



Casinos visited past 12 months: Yes

Upscale Homeowners who Plan to Buy New Furniture and/or Bedding	USA
4,356,481	72,678,111

Used Past 30-days: Adults 35 or older



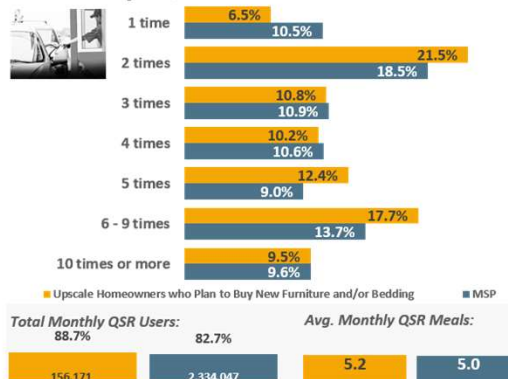
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230
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(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$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)))

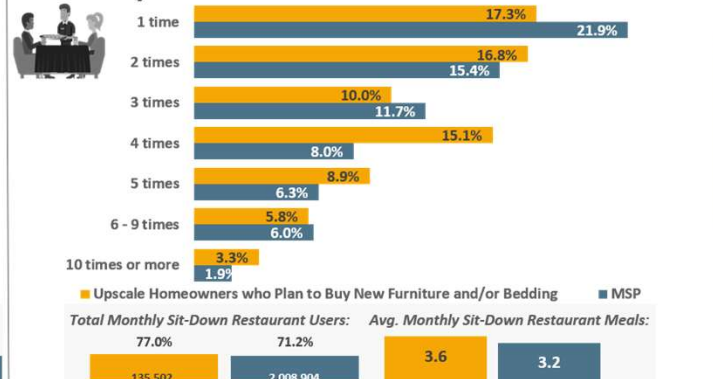


6.2% or 176,036 of MSP DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture and/or...
 Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 7.3% more
 likely to use QSRs past mo., 8.1% more likely to use Sit-Down Restaurants past mo., 2.9% less likely to use
 Casinos past yr., 76.% less likely to smoke cigare

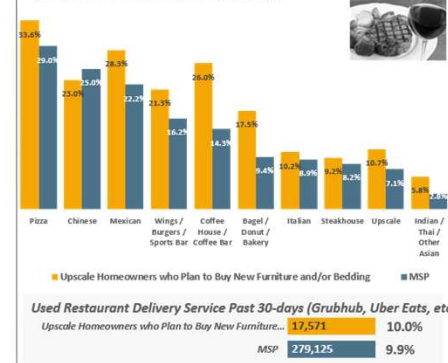
Past 30-days QSR Users: Adults 35 or older



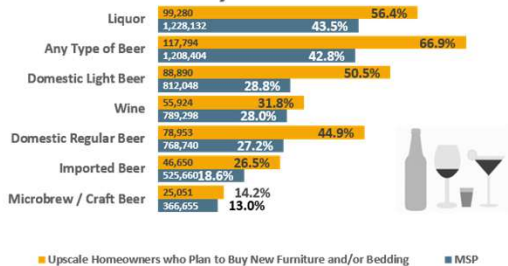
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



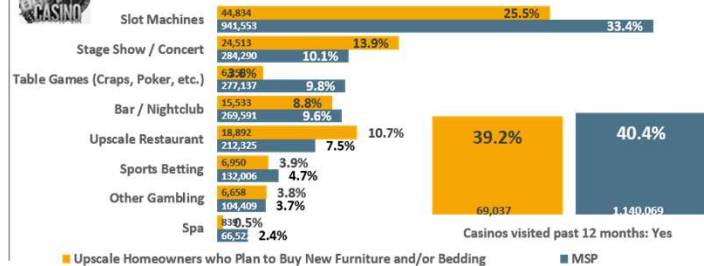
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



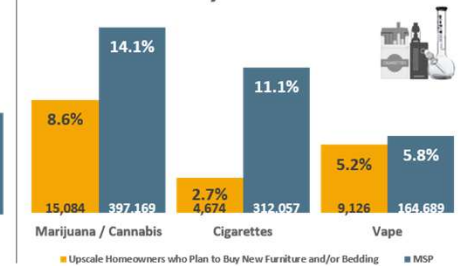
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



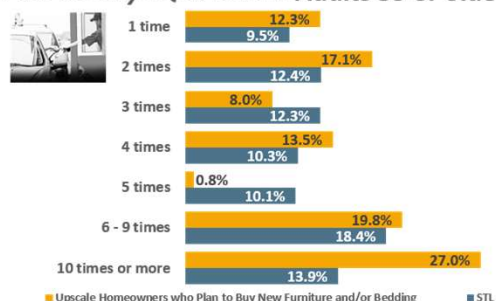
Used Past 30-days: Adults 35 or older



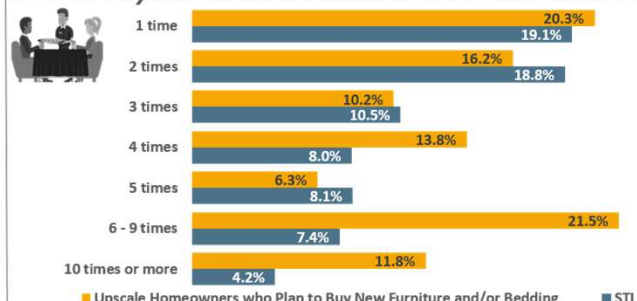


4.4% or 80,367 of STL DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture and/or...
 Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 13.3% more likely to use QSRs past mo., 31.4% more likely to use Sit-Down Restaurants past mo., 51.3% more likely to use Casinos past yr., 84.9% less likely to smoke ci

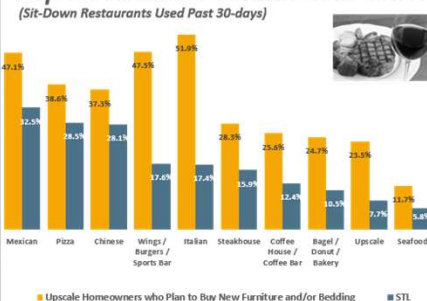
Past 30-days QSR Users: Adults 35 or older



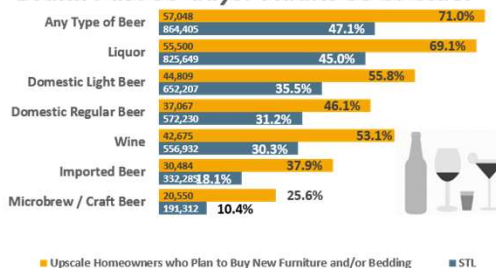
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



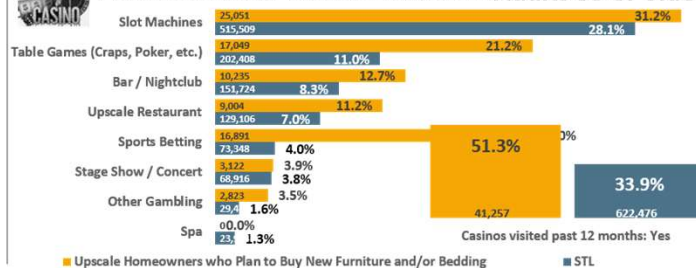
Top-10 Cuisines: Adults 35 or older



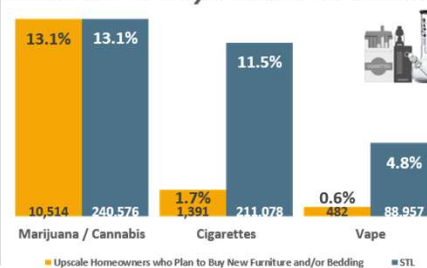
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



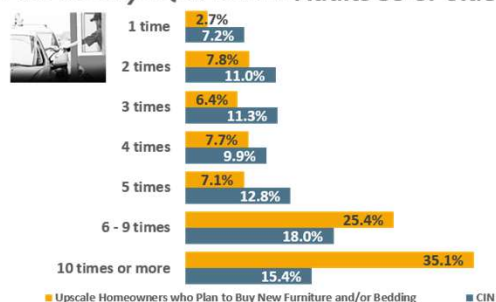
Used Past 30-days: Adults 35 or older



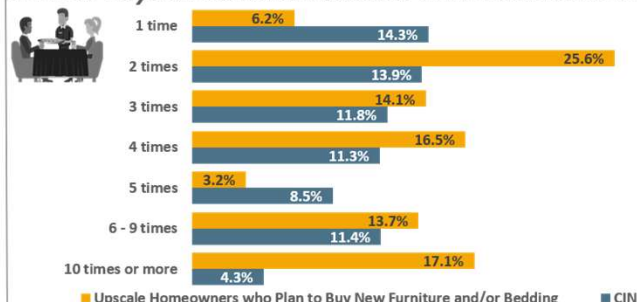


4.7% or 65,728 of CIN DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture and/or... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 7.7% more likely to use QSRs past mo., 27.6% more likely to use Sit-Down Restaurants past mo., 18.% more likely to use Casinos past yr., 89.5% less likely to smoke ciga

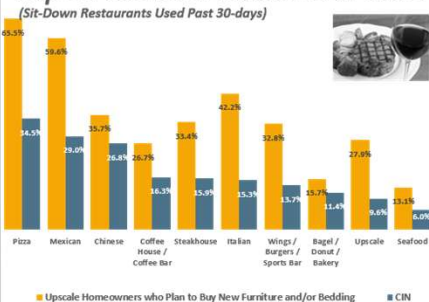
Past 30-days QSR Users: Adults 35 or older



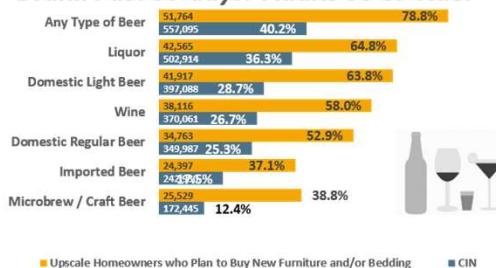
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



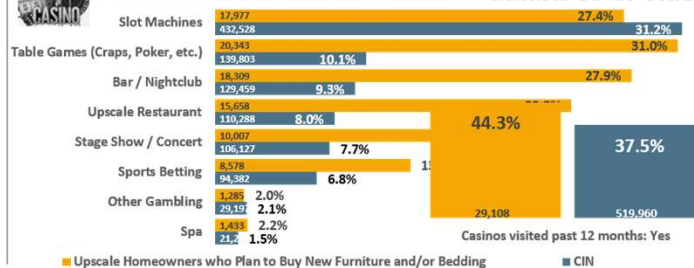
Top-10 Cuisines: Adults 35 or older



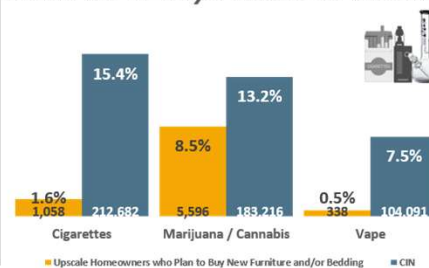
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



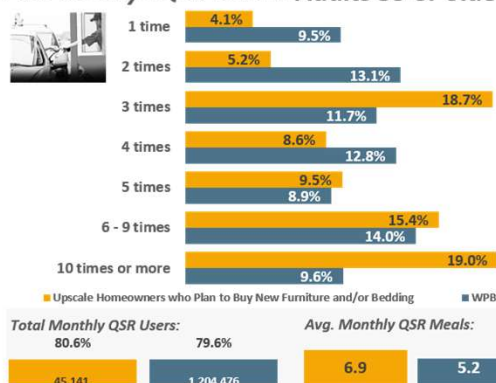
Used Past 30-days: Adults 35 or older



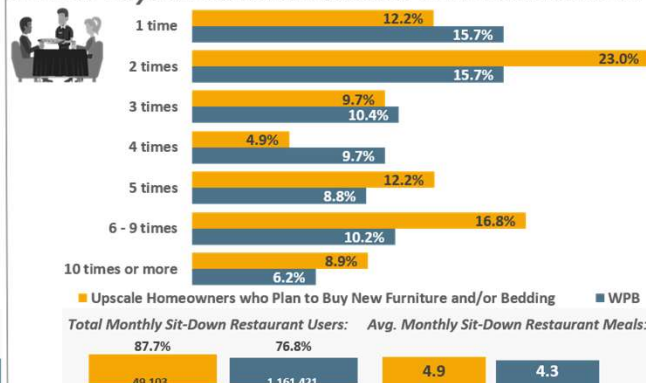


3.7% or 55,984 of WPB DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture and/or... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 1.3% more likely to use QSRs past mo., 14.3% more likely to use Sit-Down Restaurants past mo., 13.3% more likely to use Casinos past yr., 13.7% less likely to smoke cig

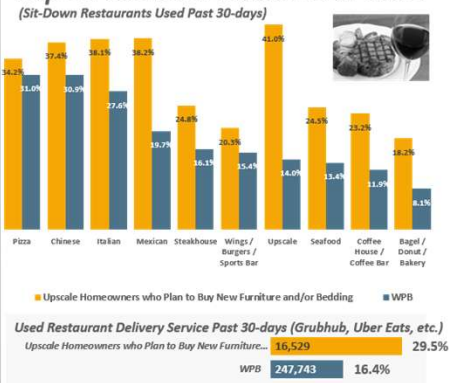
Past 30-days QSR Users: Adults 35 or older



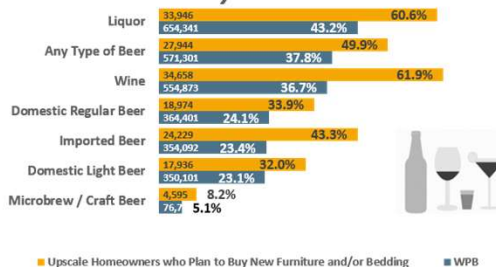
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



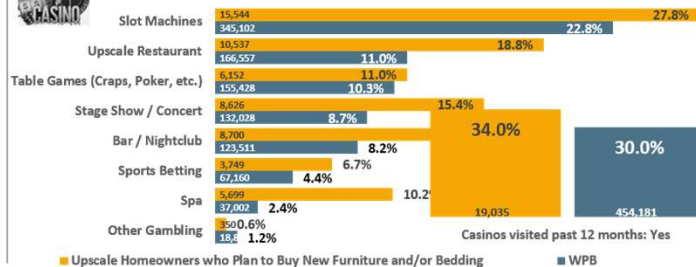
Top-10 Cuisines: Adults 35 or older



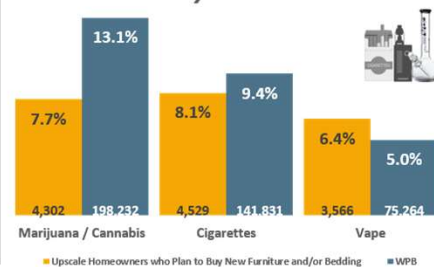
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older

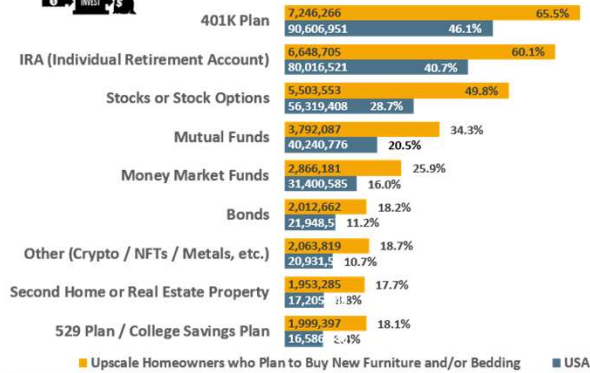




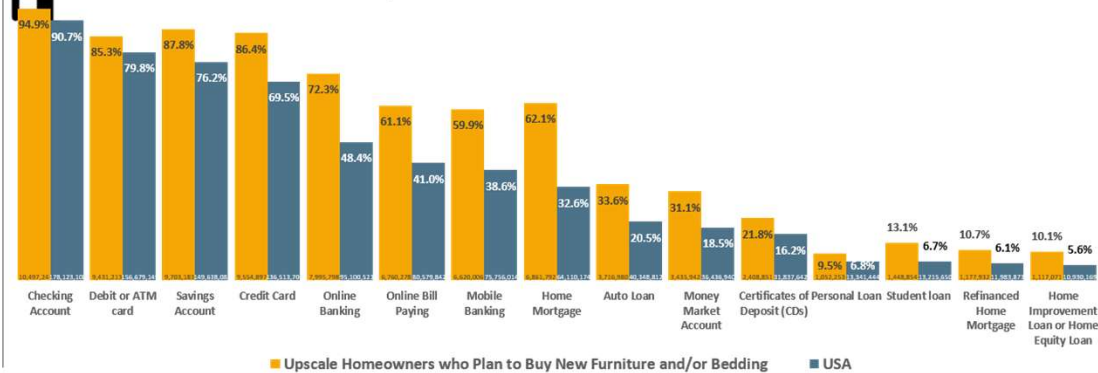
5.6% or 11,057,646 of USA DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 42.1% more likely to have a 401K, 63.6% more likely to have an Auto Loan, 78.5% more likely to Invest/Trade Stocks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



Investments Owned: Adults 35 or older



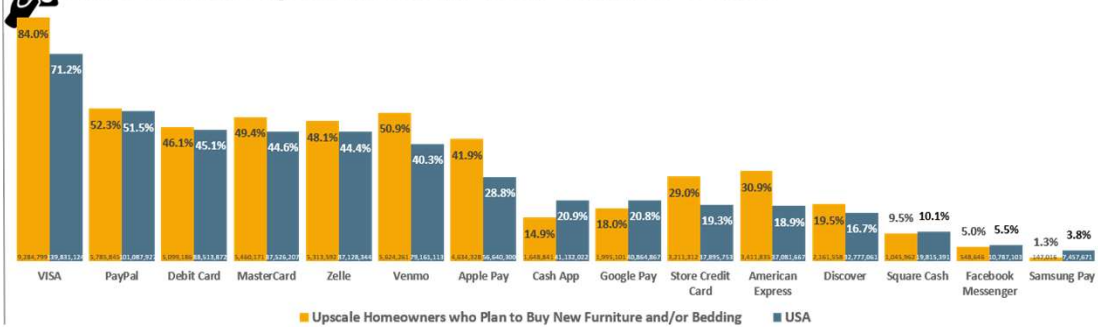
Financial Services Has and/or Uses: Adults 35 or older



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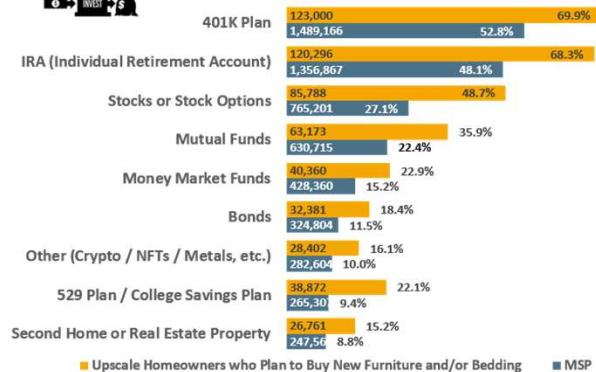
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services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



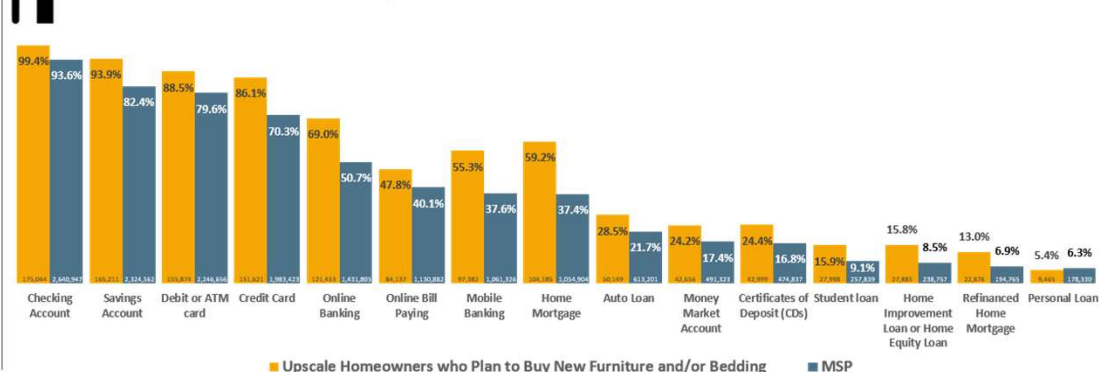
6.2% or 176,036 of MSP DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 32.4% more likely to have a 401K, 31.1% more likely to have an Auto Loan, 41.1% more likely to Invest/Trade Stocks Online, 24.6% less likely to pay with their Debit Car



Investments Owned: Adults 35 or older



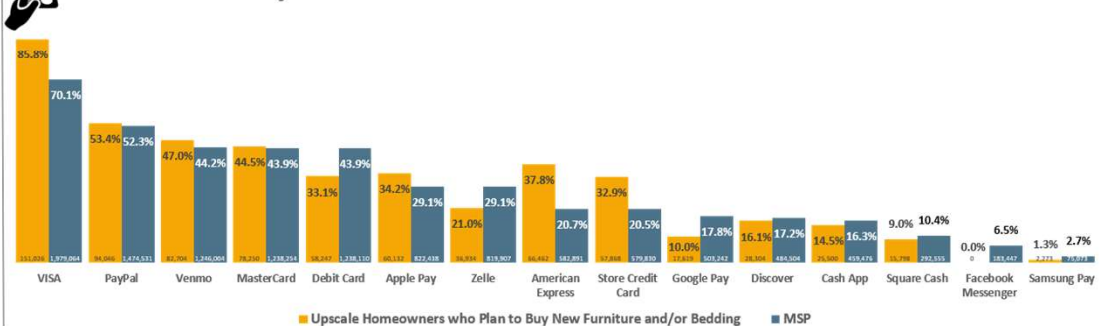
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

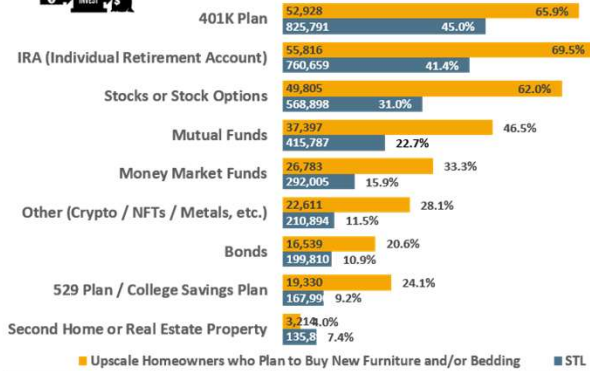




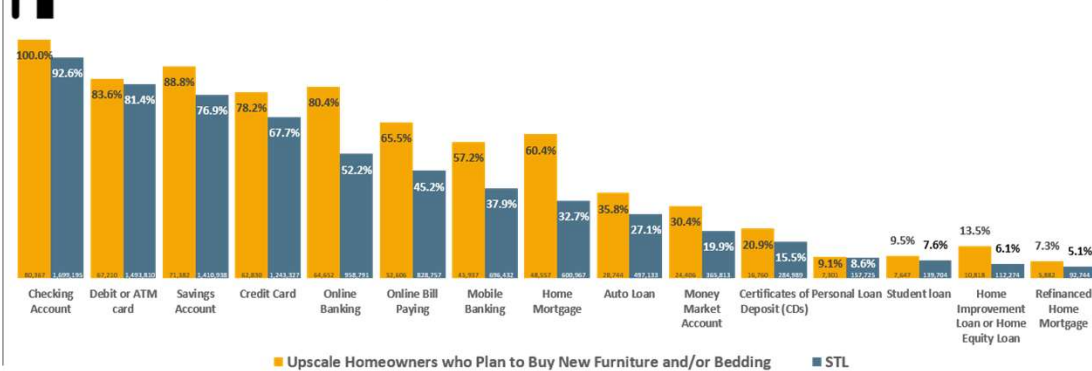
4.4% or 80,367 of STL DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 46.4% more likely to have a 401K, 32.2% more likely to have an Auto Loan, 58.2% more likely to Invest/Trade Stocks Online, 18.4% less likely to pay with their Debit Card



Investments Owned: Adults 35 or older



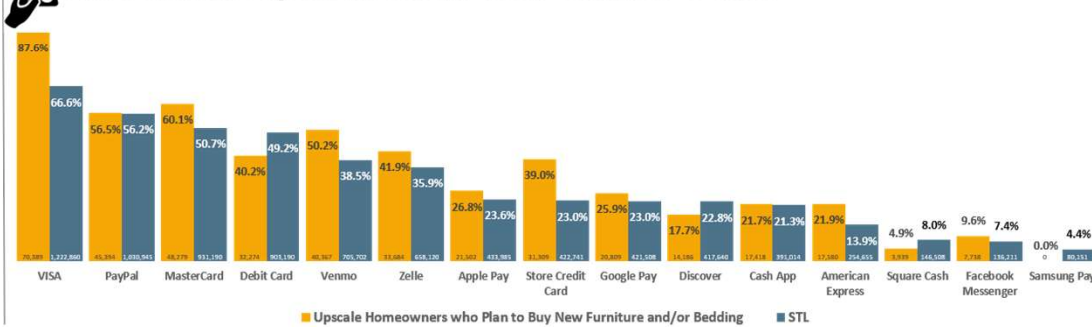
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 80
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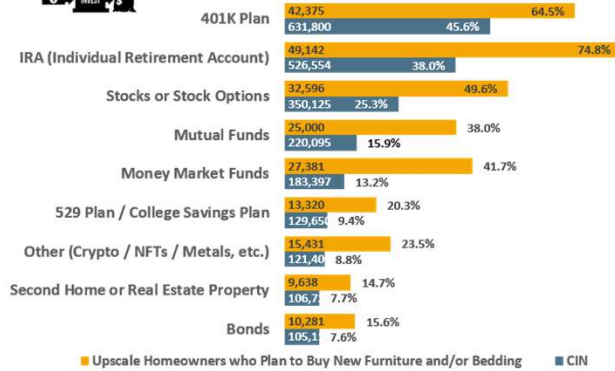
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress))



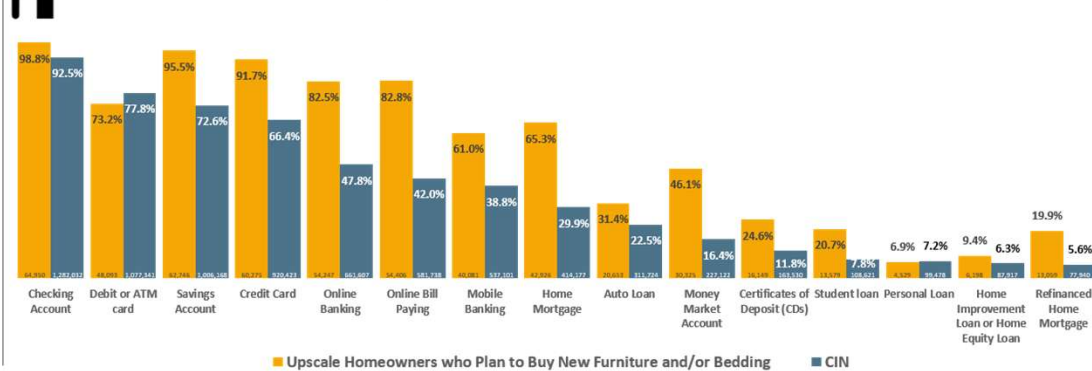
4.7% or 65,728 of CIN DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 41.4% more likely to have a 401K, 39.7% more likely to have an Auto Loan, 122.7% more likely to Invest/Trade Stocks Online, .6% less likely to pay with their Debit Card



Investments Owned: Adults 35 or older



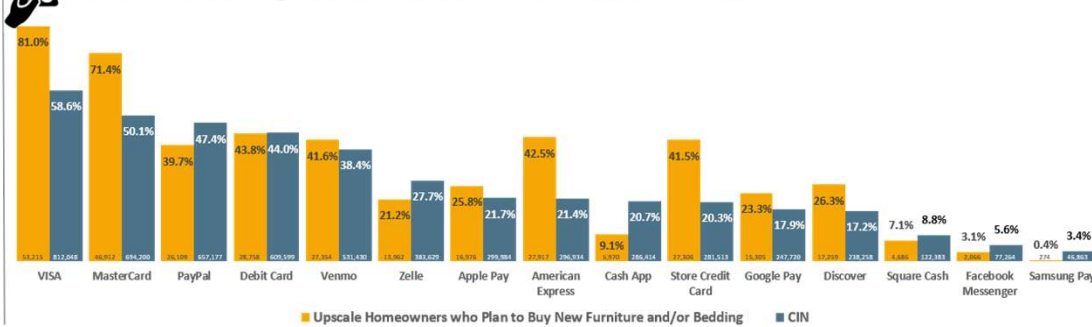
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88
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(((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)))



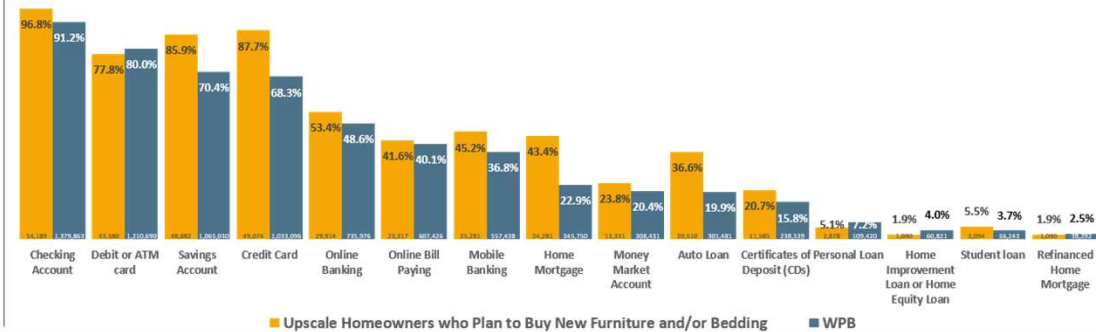
3.7% or 55,984 of WPB DMA Adults 35 or older are Upscale Homeowners who Plan to Buy New Furniture... Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding are 50.3% more likely to have a 401K, 83.9% more likely to have an Auto Loan, 81.% more likely to Invest/Trade Stocks Online, 20.% less likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



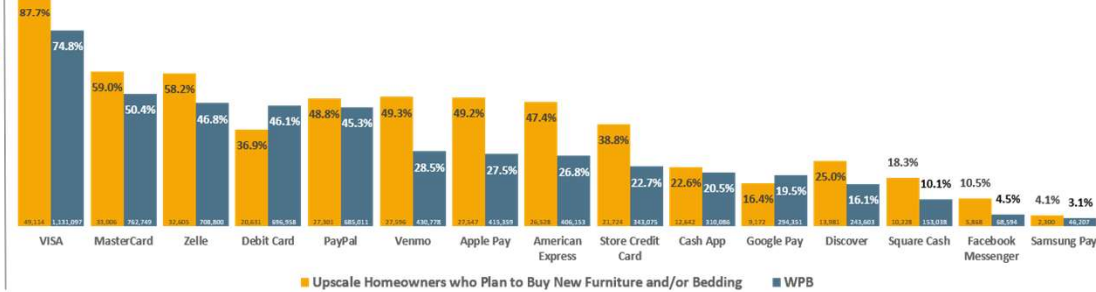
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

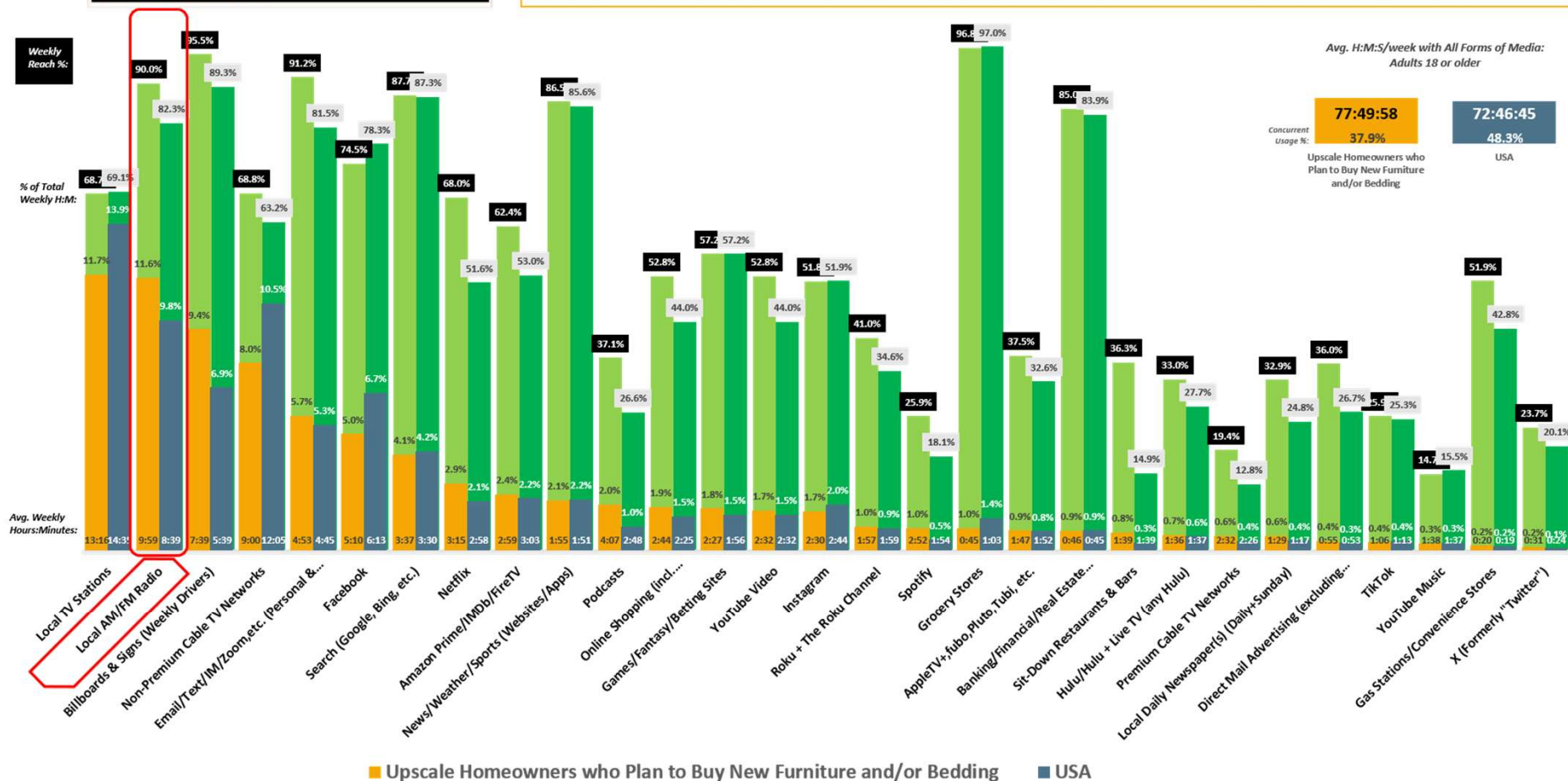


WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 103
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(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$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)))

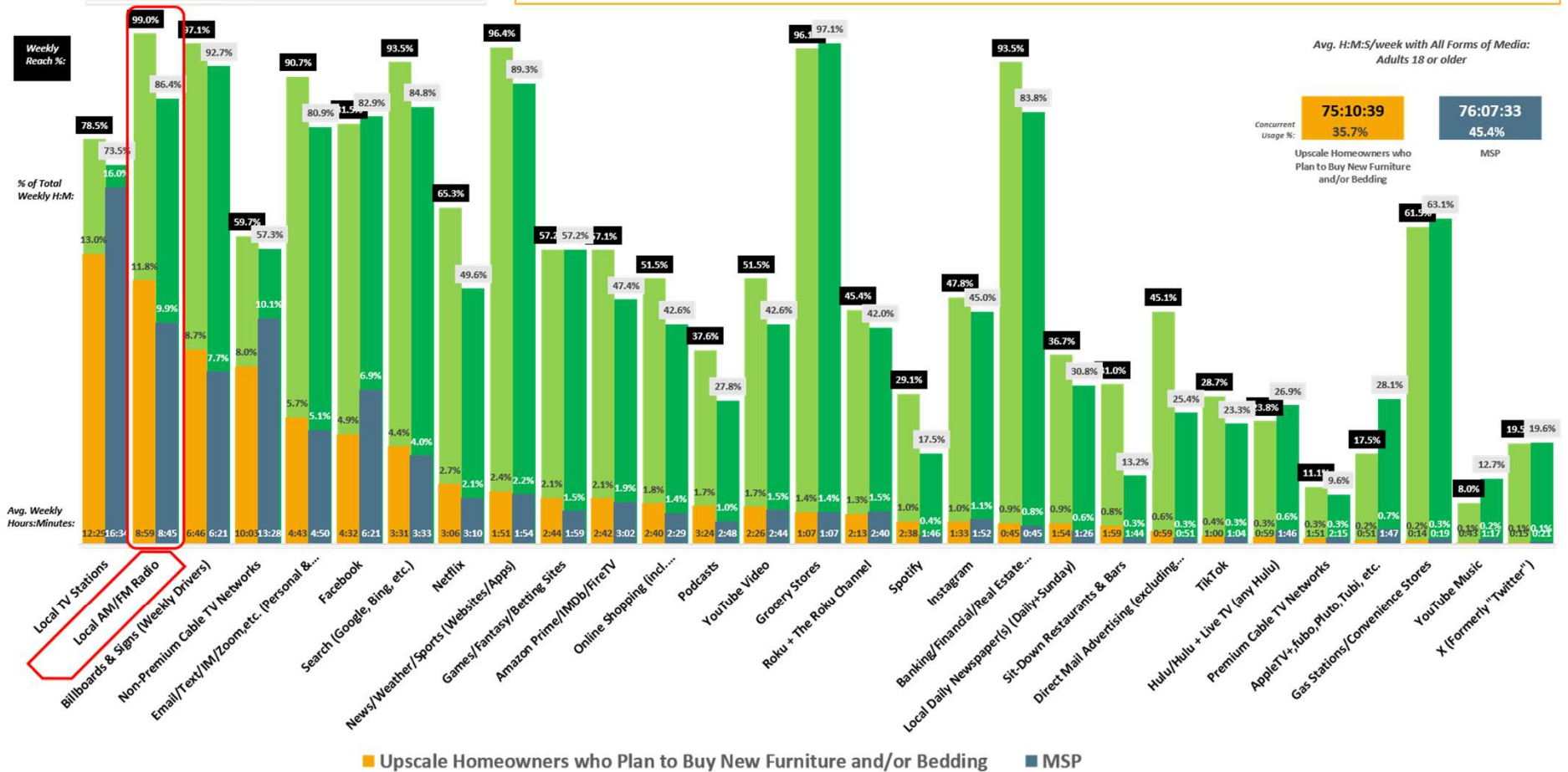


Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 3 days, 5 hours, 49 minutes and 58 seconds each week with All Forms of Media.
90.0% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an avg. of 9 hours and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



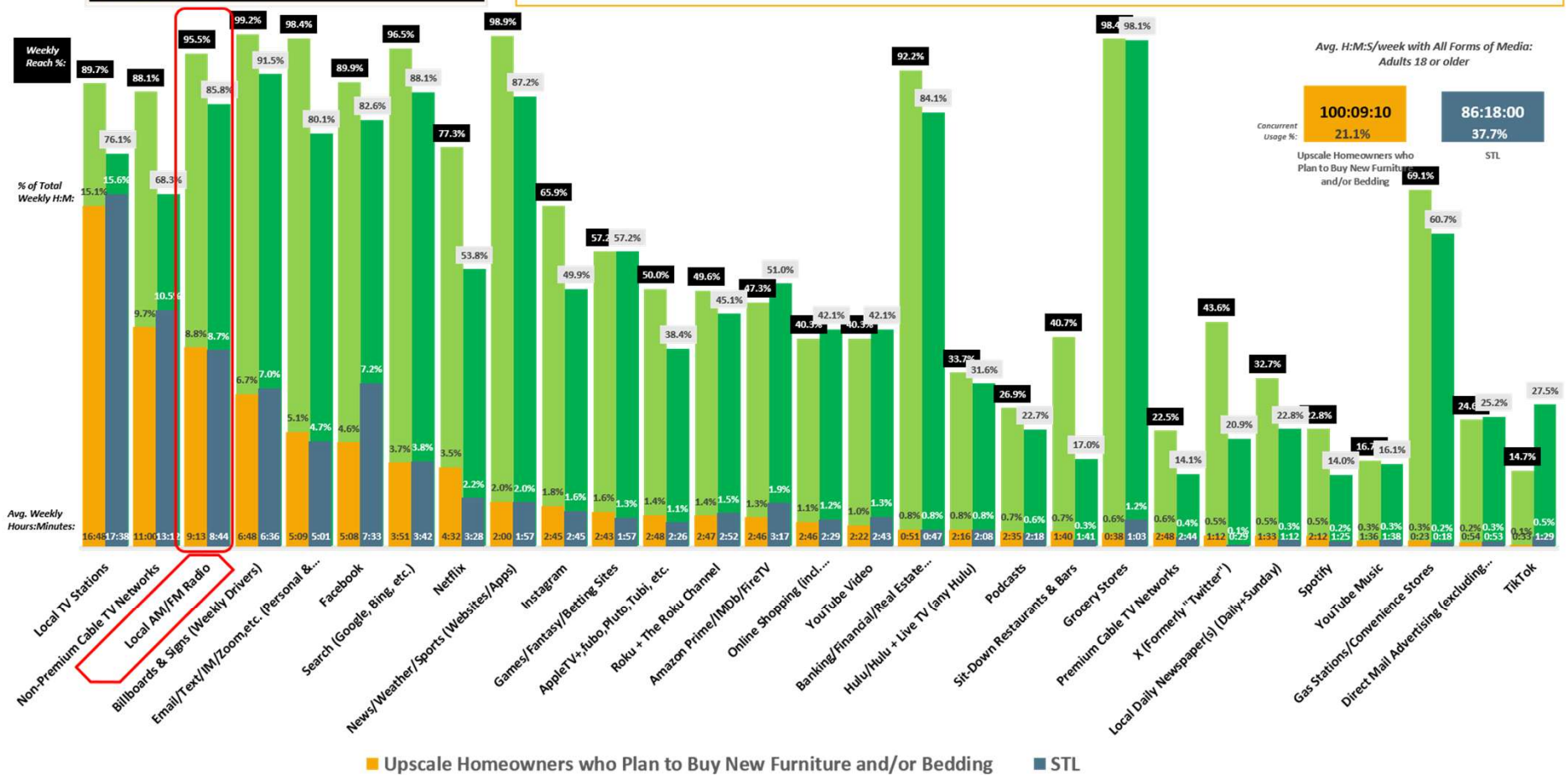


Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 3 days, 3 hours, 10 minutes and 39 seconds each week with All Forms of Media.
99.9% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an avg. of 8 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 11.8% 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 4 days, 4 hours, 9 minutes and 10 seconds each week with All Forms of Media.
 95.5% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an avg. of 9 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 8.8% 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 %:

100:09:10
 21.1%

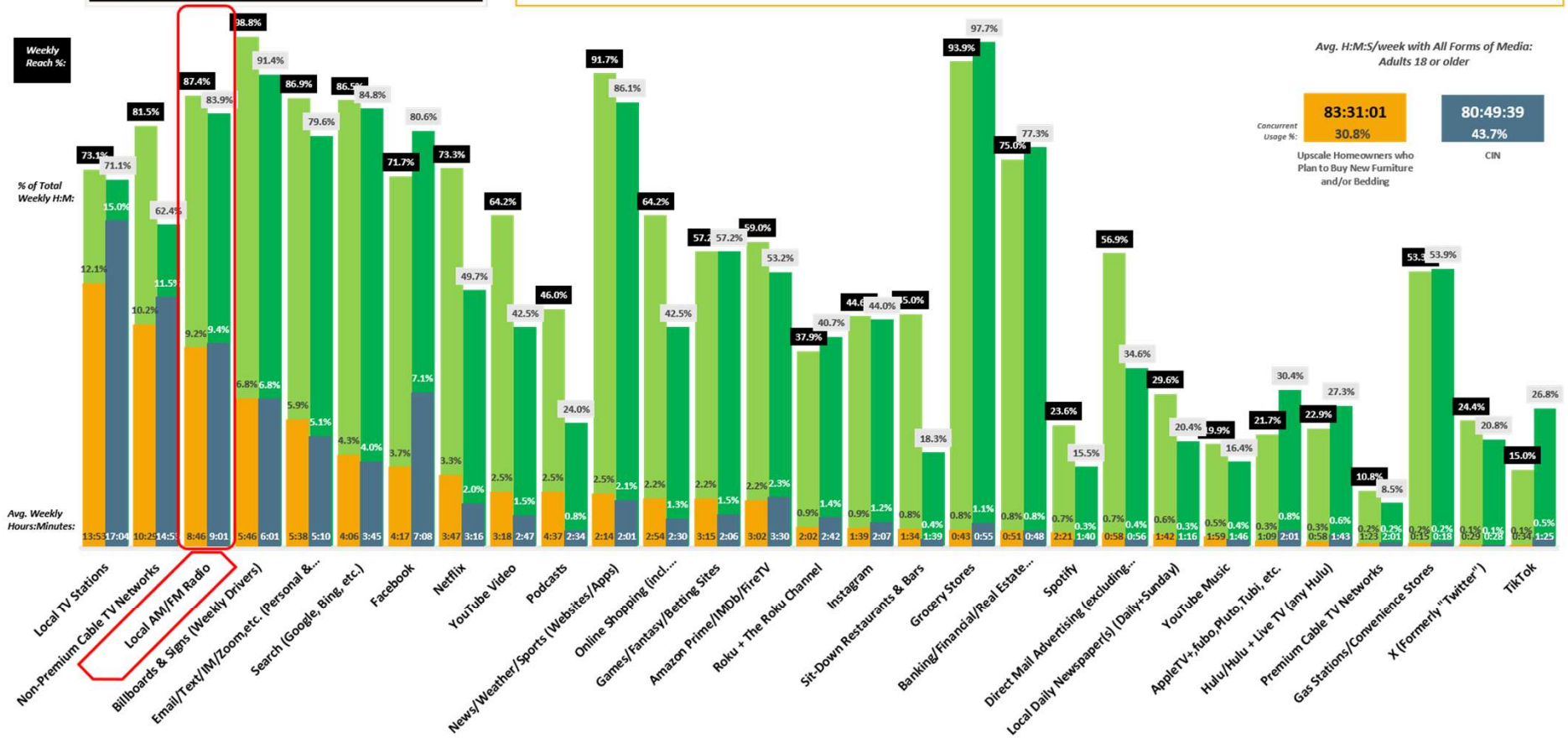
86:18:00
 37.7%

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

STL



Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 3 days, 11 hours, 31 minutes and 1 seconds each week with All Forms of Media.
87.4% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an avg. of 8 hours and 46 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



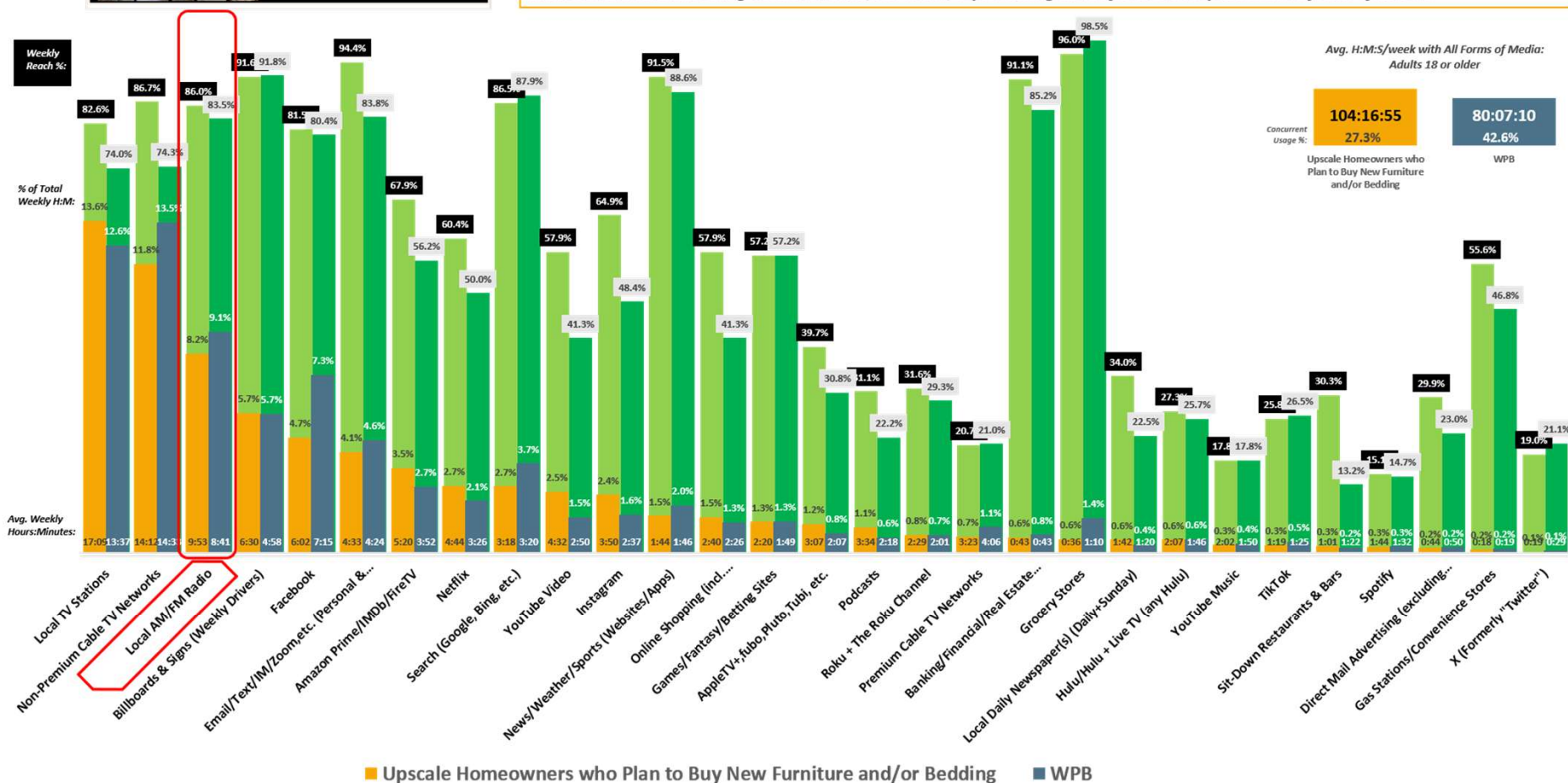
Avg. H:M:S/week with All Forms of Media:
Adults 18 or older

Concurrent Usage %:
Upscale Homeowners who Plan to Buy New Furniture and/or Bedding: 83:31:01 (30.8%)
CIN: 80:49:39 (43.7%)

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

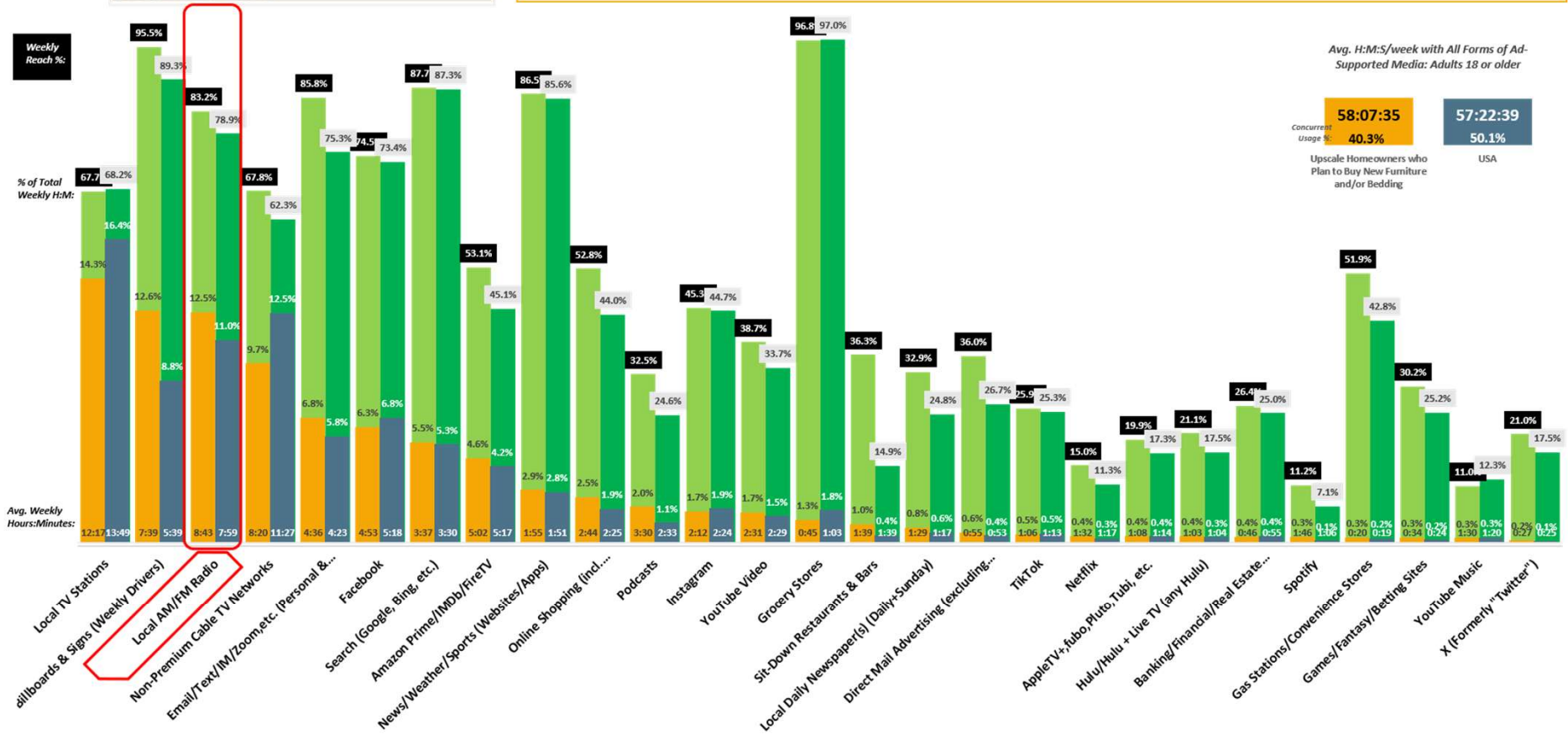


Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 4 days, 8 hours, 16 minutes and 55 seconds each week with All Forms of Media.
86.6% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an avg. of 9 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.





Adults 35 or older 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

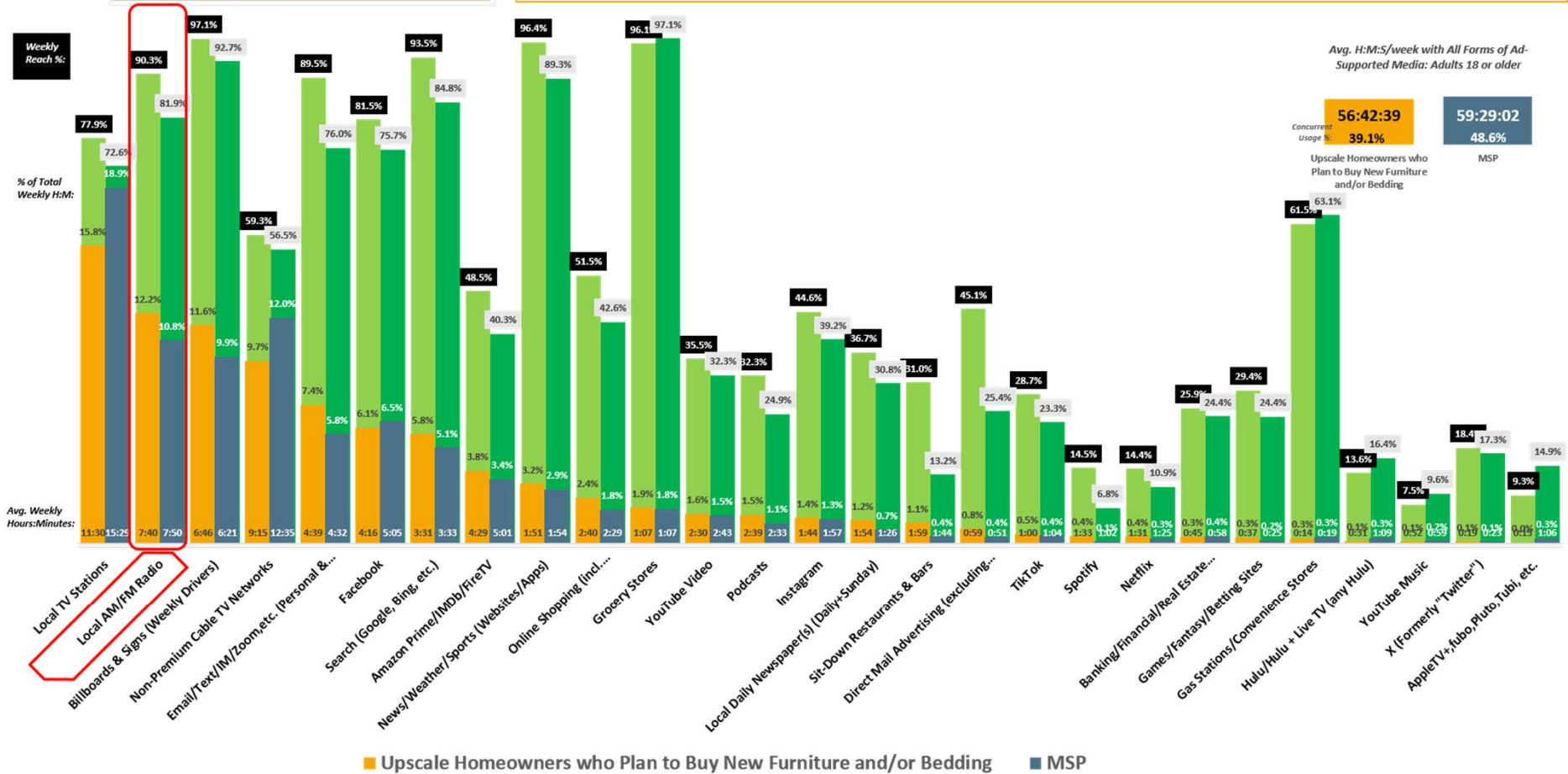


■ Upscale Homeowners who Plan to Buy New Furniture and/or Bedding ■ USA





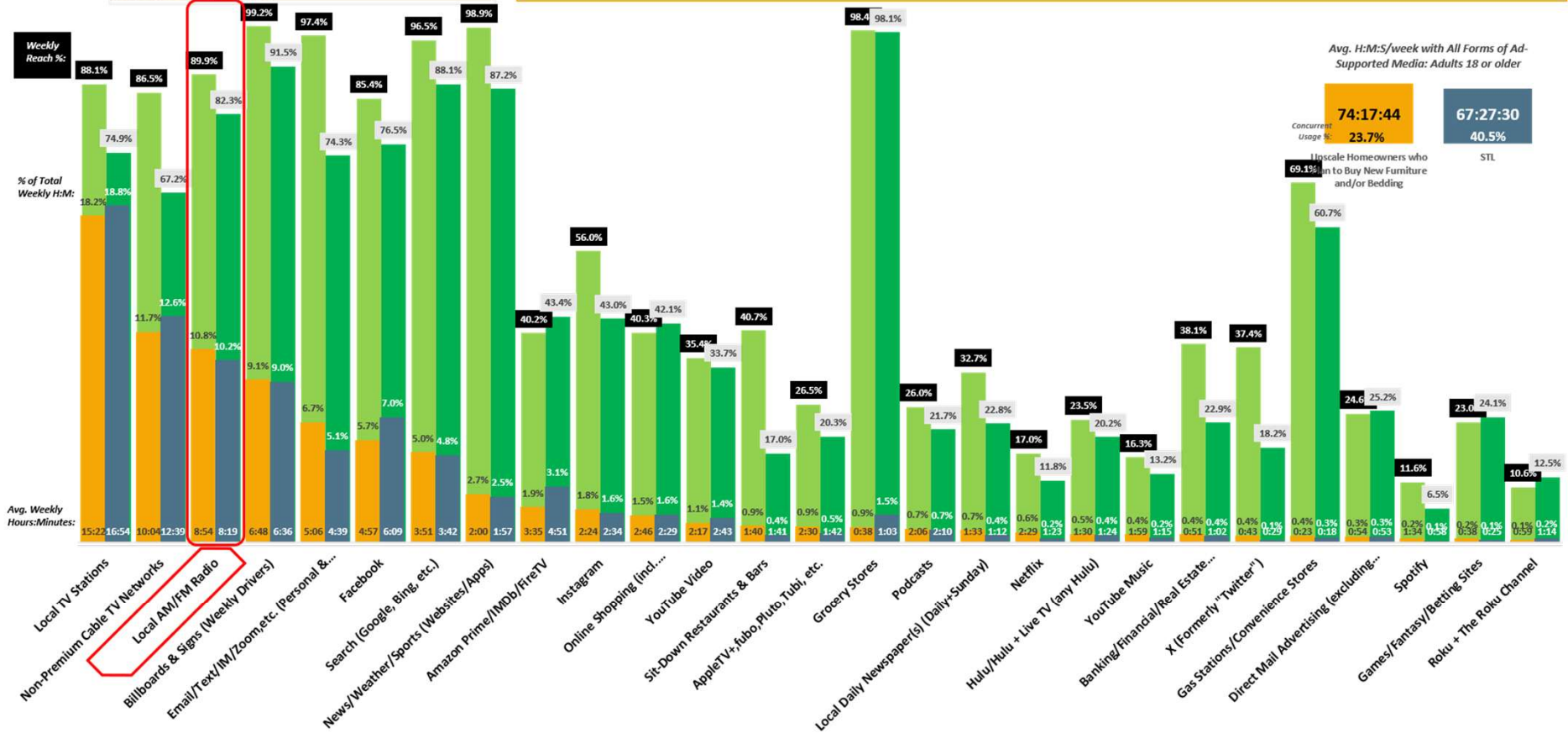
Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 2 days, 8 hours, 42 minutes and 39 seconds each week with All Forms of Ad-Supported Media.
 90.3% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an avg. of 7 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.2% of total time spent with all forms of Ad-Supporte



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



Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 3 days, 2 hours, 17 minutes and 44 seconds each week with All Forms of Ad-Supported Media.
89.9% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an avg. of 8 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supporte

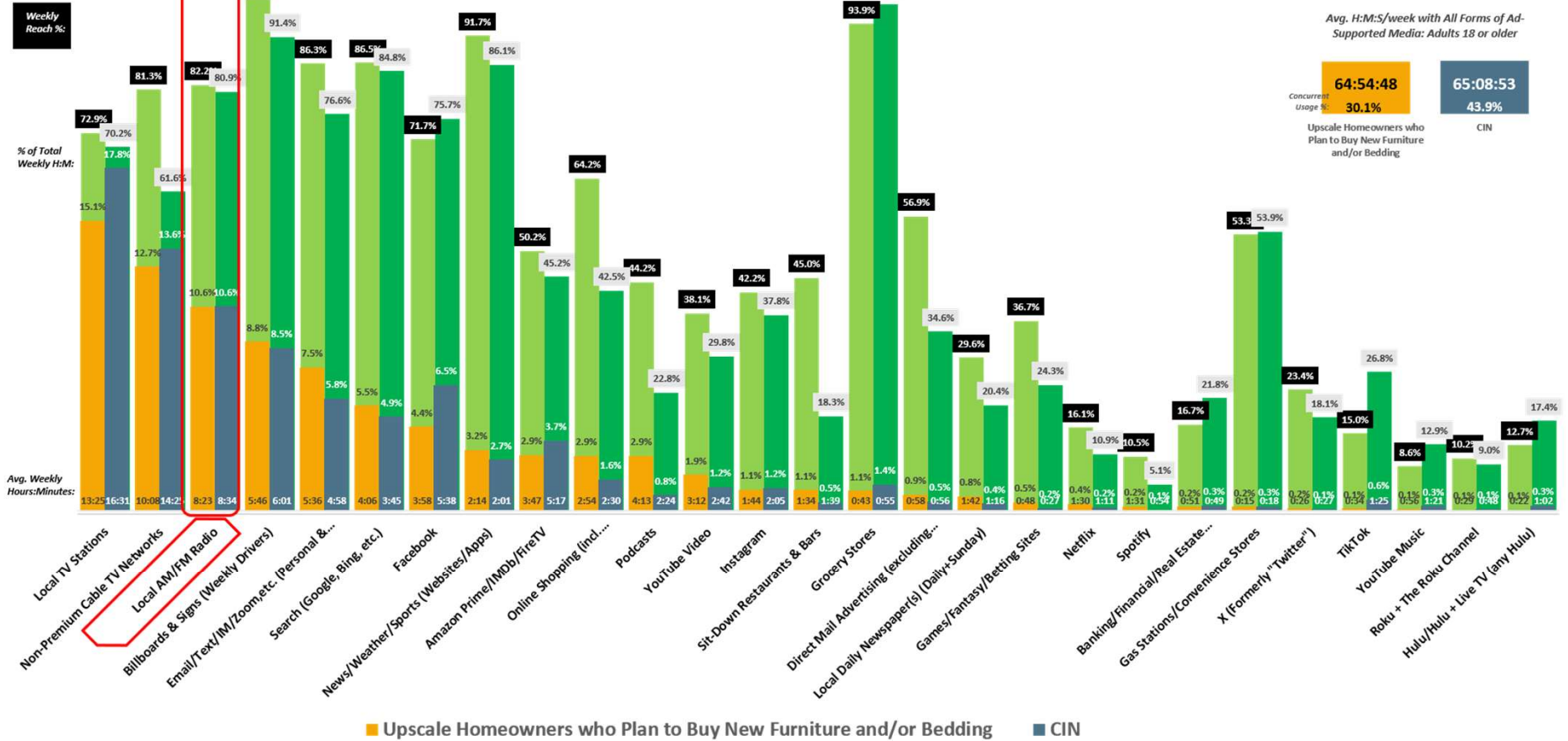


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older
74:17:44
23.7%
Upscale Homeowners who Plan to Buy New Furniture and/or Bedding
69.1%
STL
40.5%

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



Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 2 days, 16 hours, 54 minutes and 48 seconds each week with All Forms of Ad-Supported Media.
82.2% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an avg. of 8 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supporte



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

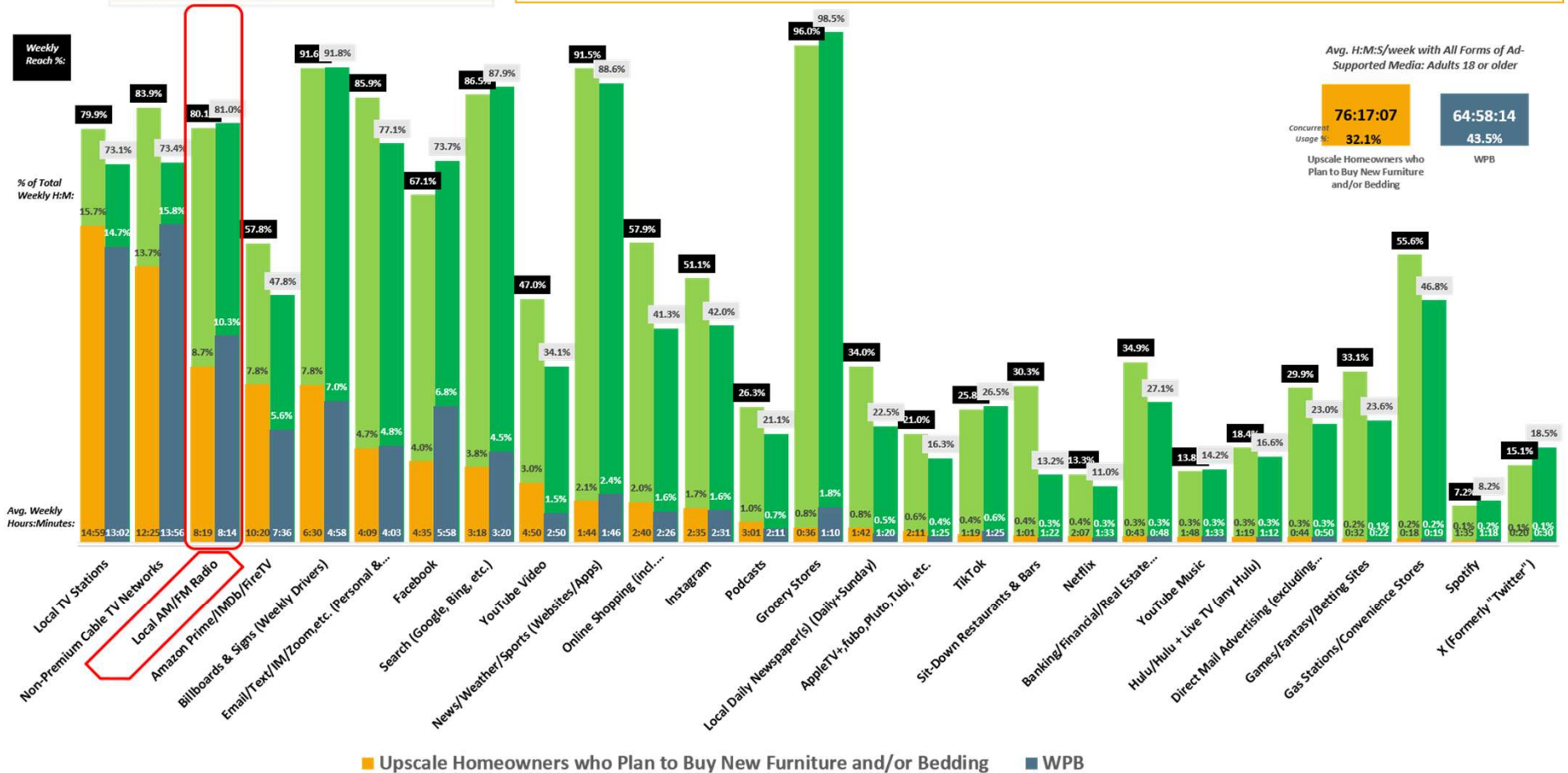
Concurrent Usage %: 30.1%

Upscale Homeowners who Plan to Buy New Furniture and/or Bedding: 64:54:48

CIN: 65:08:53



Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 3 days, 4 hours, 17 minutes and 7 seconds each week with All Forms of Ad-Supported Media.
80.1% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an avg. of 8 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.7% of total time spent with all forms of Ad-Supported

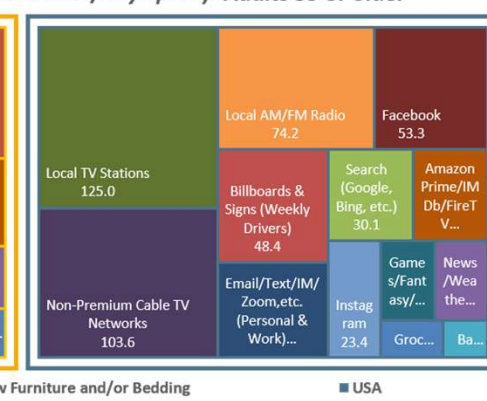
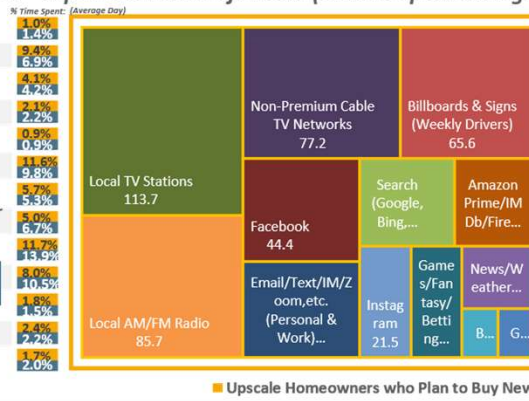
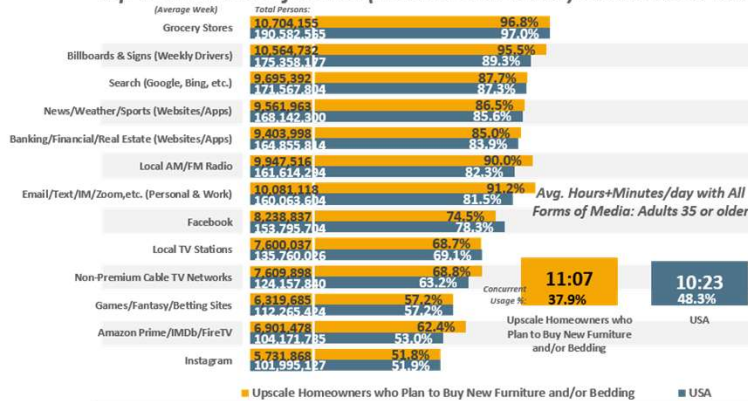




Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 8 hours and 18 minutes each day with All Forms of Ad-Supported Media. 83.2% listen to Local AM/FM Radio for an avg. of 74.8 minutes/day.(Local Radio delivers 12.5% of Time with Ad-Supported Media.)

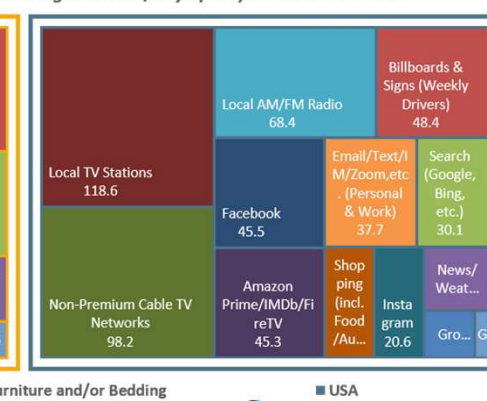
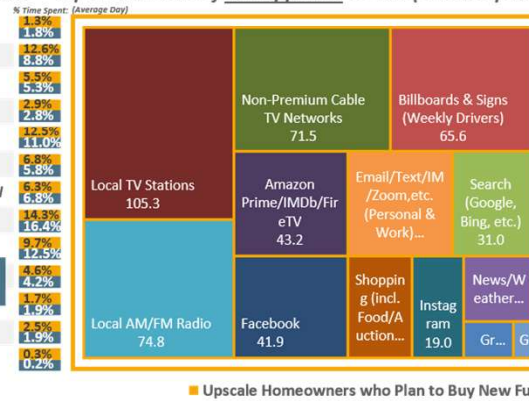
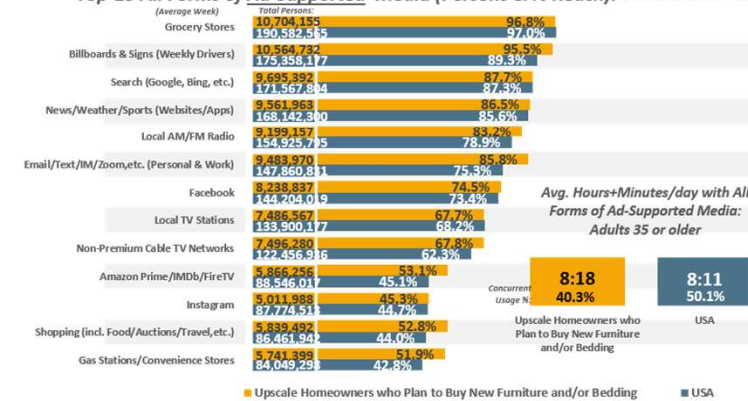
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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
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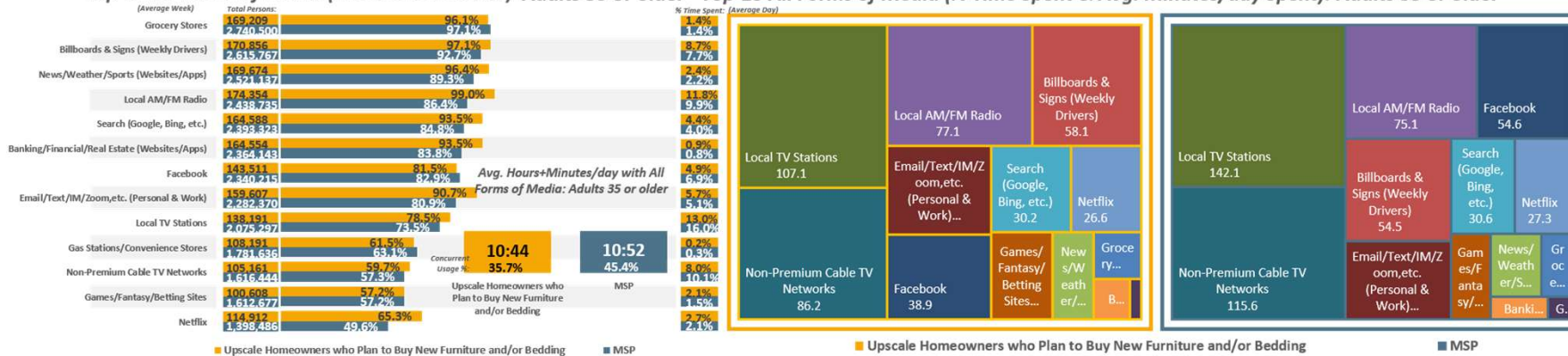
soefa.ai Share of Everything for Anything

(((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)))

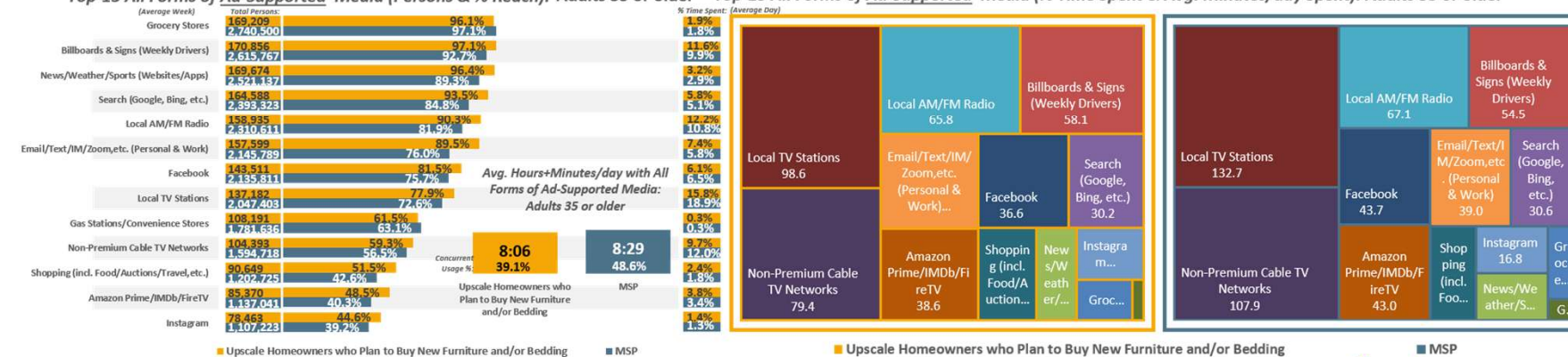


Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 8 hours and 6 minutes each day with All Forms of Ad-Supported Media. 90.3% listen to Local AM/FM Radio for an avg. of 65.8 minutes/day. (Local Radio delivers 12.2% of Time with Ad-Supported Media.)

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**



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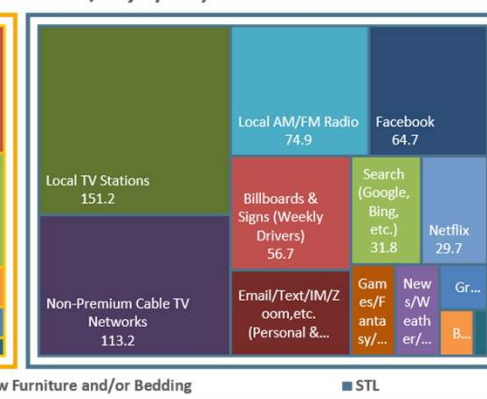
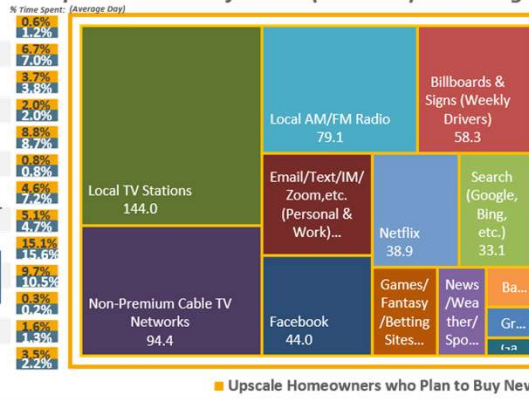
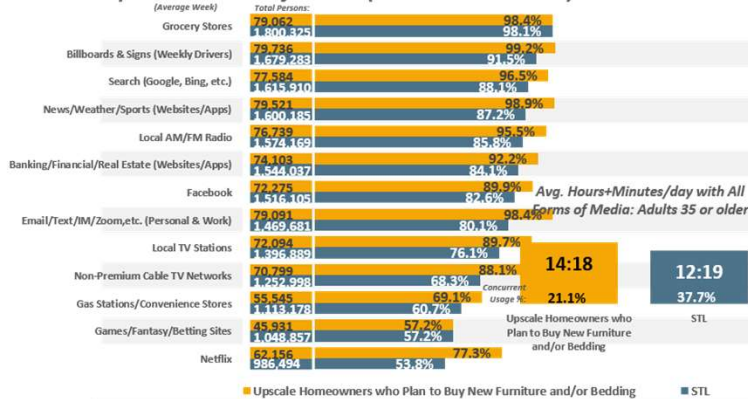
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services 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 10 hours and 36 minutes each day with All Forms of Ad-Supported Media. 89.9% listen to Local AM/FM Radio for an avg. of 76.3 minutes/day.(Local Radio delivers 10.8% of Time with Ad-Supported Media.)

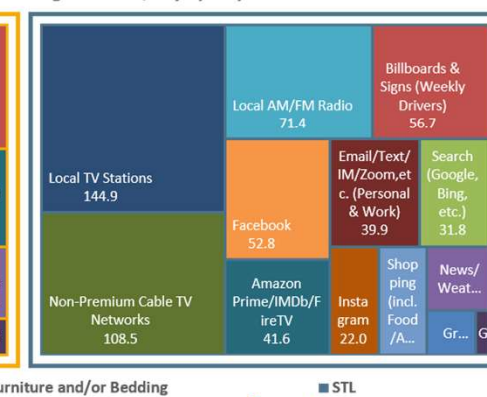
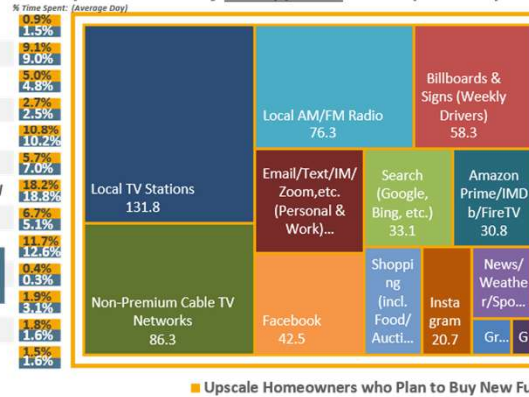
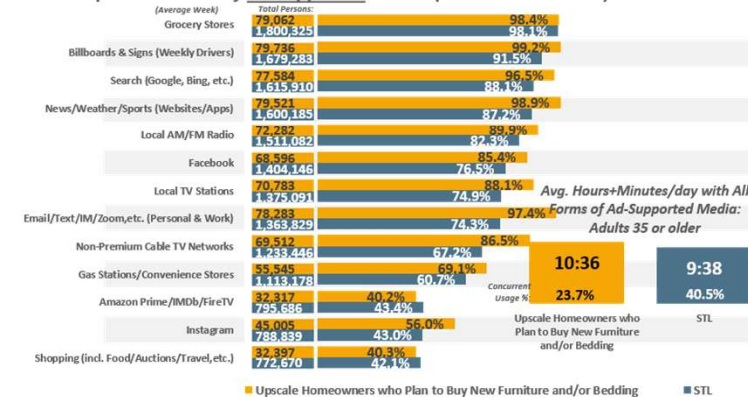
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 80
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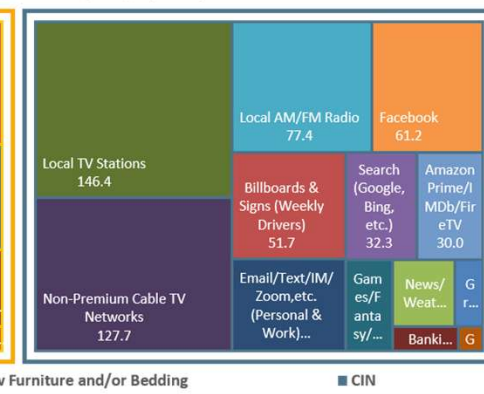
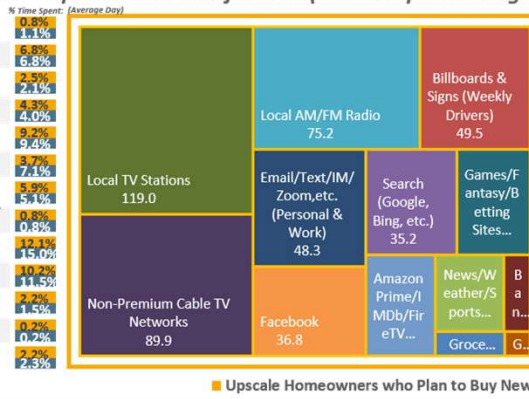
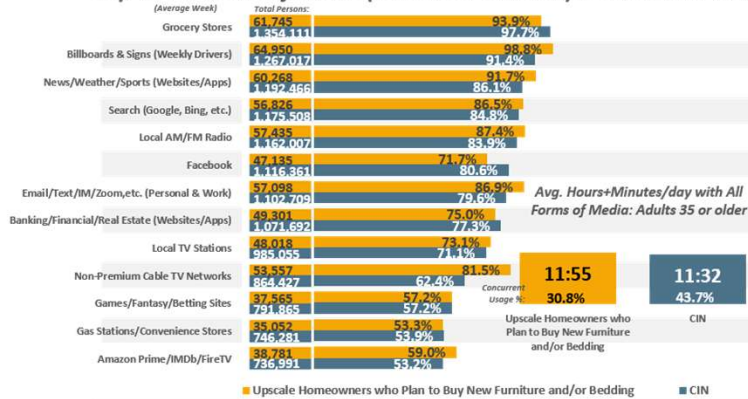
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Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 9 hours and 16 minutes each day with All Forms of Ad-Supported Media. 82.2% listen to Local AM/FM Radio for an avg. of 71.9 minutes/day. (Local Radio delivers 10.6% of Time with Ad-Supported Media.)

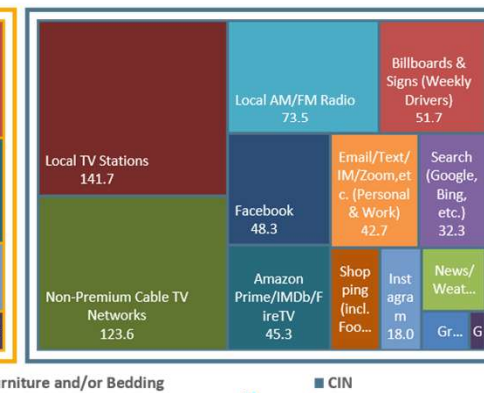
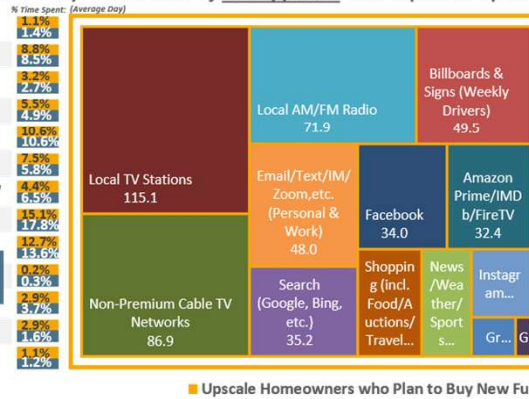
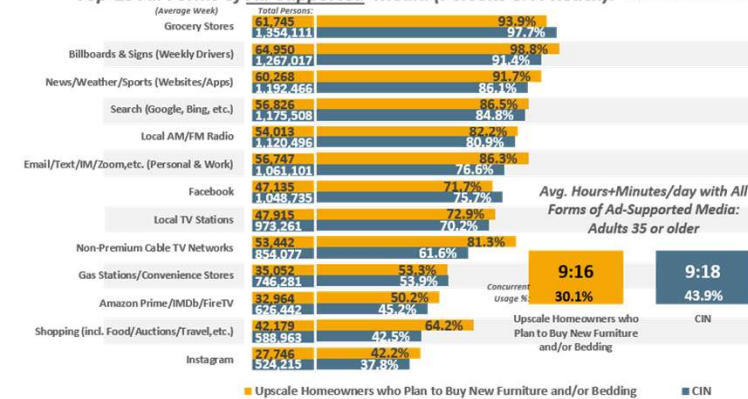
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88
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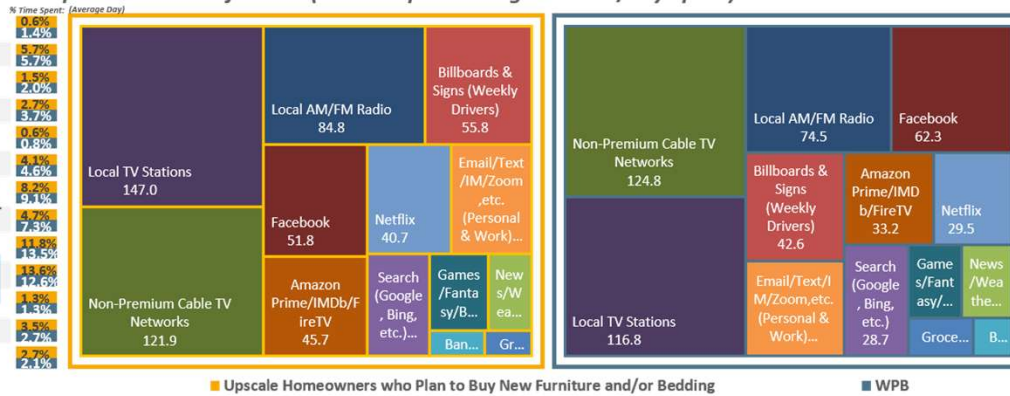
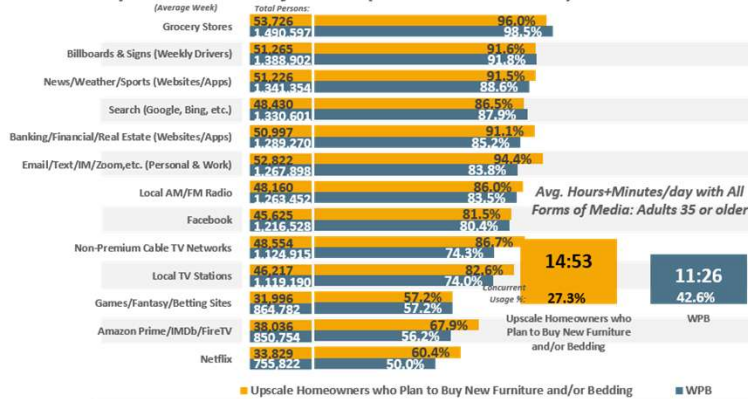
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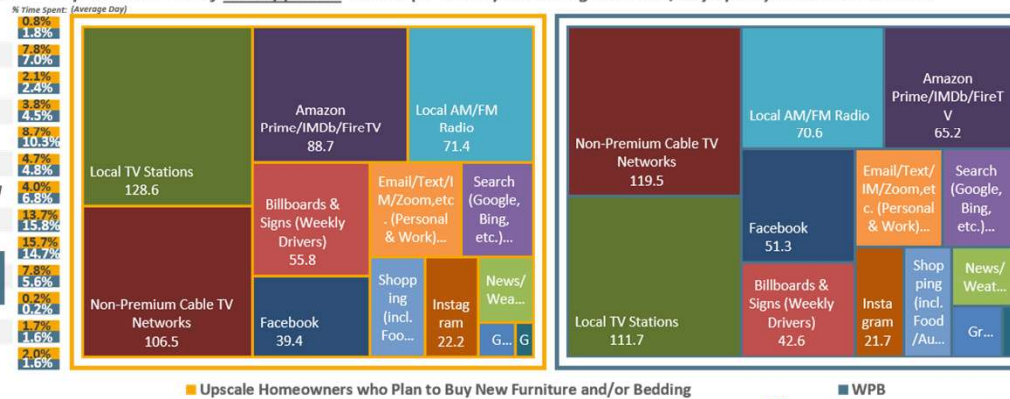
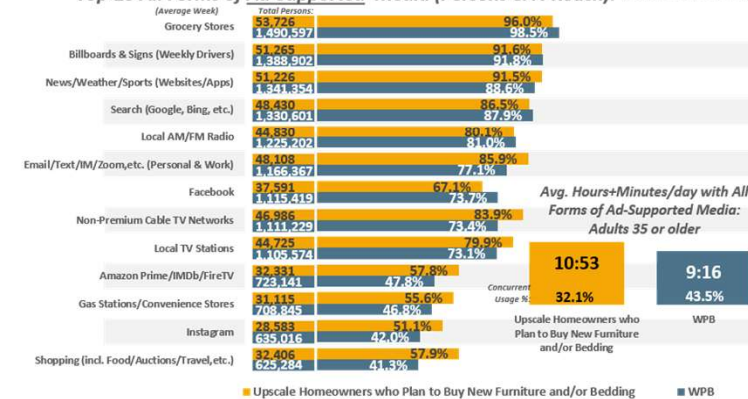


Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 10 hours and 53 minutes each day with All Forms of Ad-Supported Media. 80.1% listen to Local AM/FM Radio for an avg. of 71.4 minutes/day. (Local Radio delivers 8.7% of Time with Ad-Supported Media.)

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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 103
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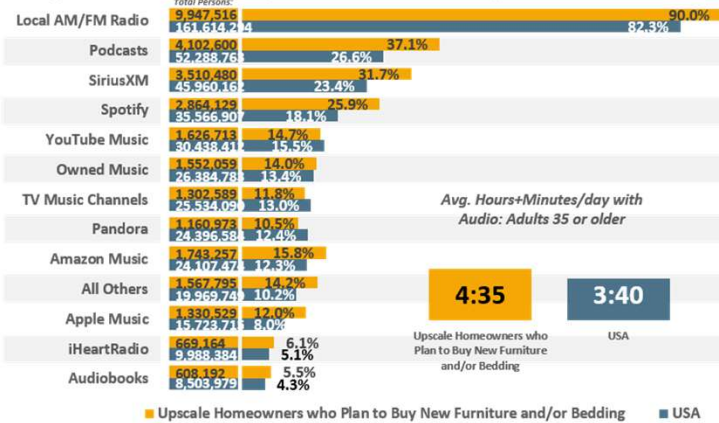
soefa.ai Share of Everything for Anything

(((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)))

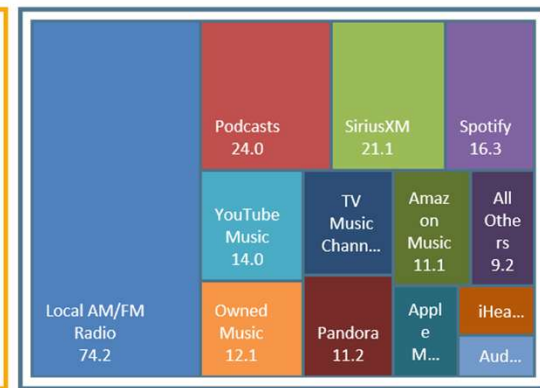
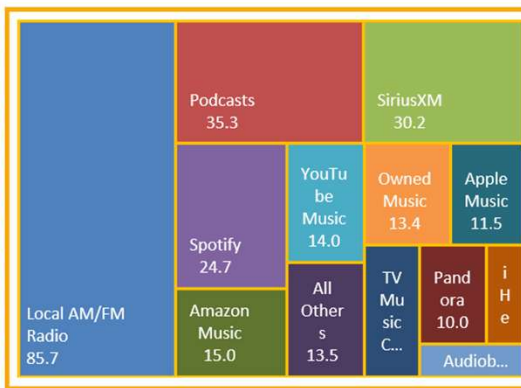


9,199,157 or 83.2% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding listen to Ad-Supported Local AM/FM Radio for an average of 74.8 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.

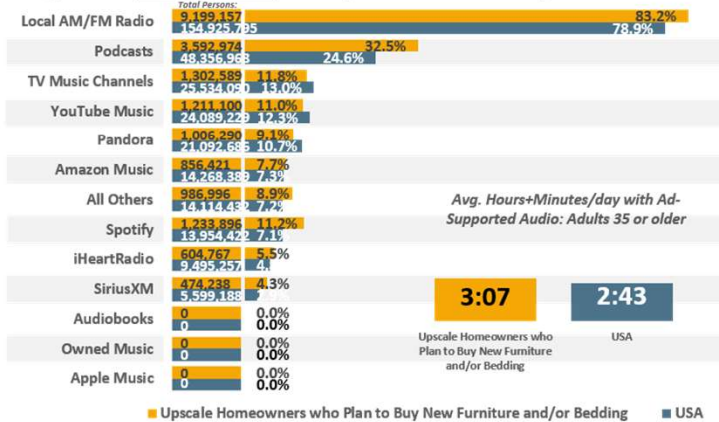
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



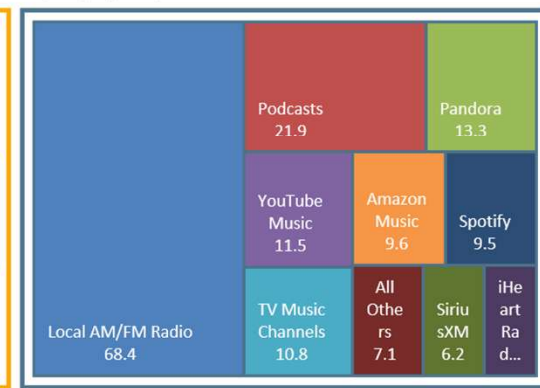
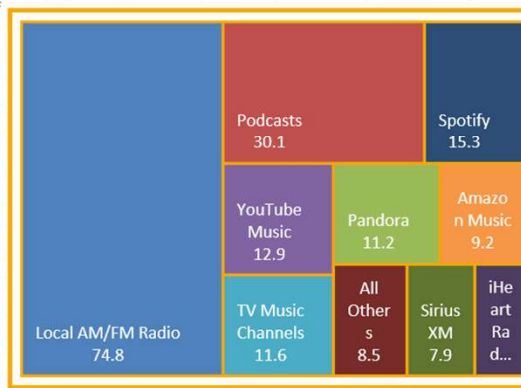
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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
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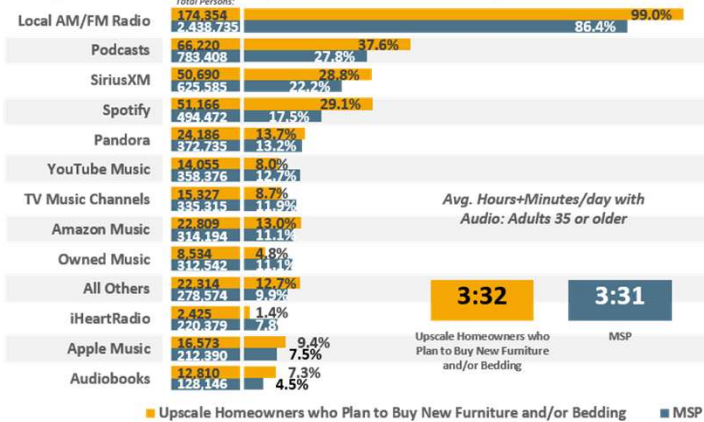
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(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) 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)))

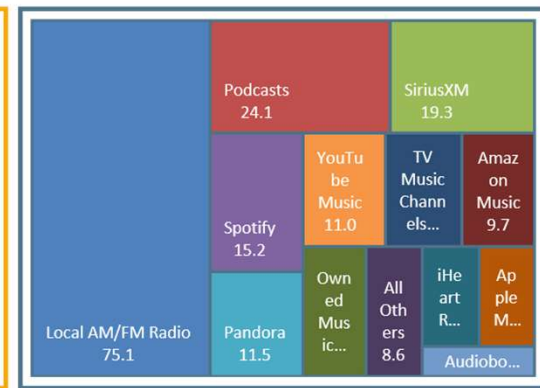
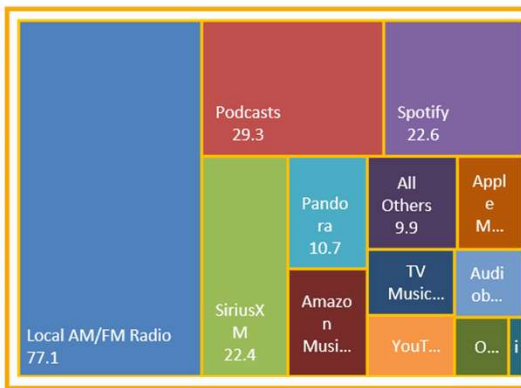


158,935 or 90.3% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding listen to Ad-Supported Local AM/FM Radio for an average of 65.8 minutes every day representing 43.3% of all time spent daily with Ad-Supported Audio.

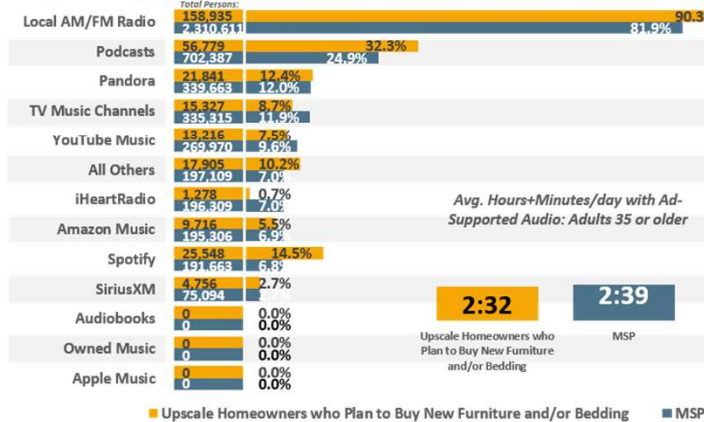
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



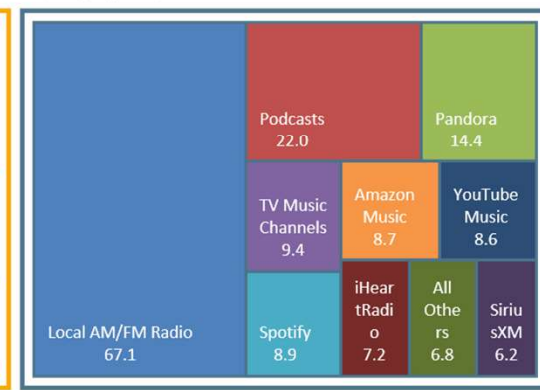
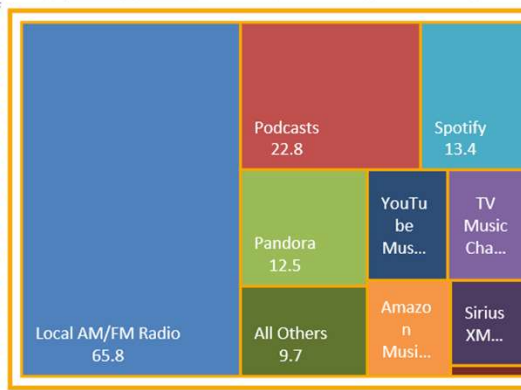
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



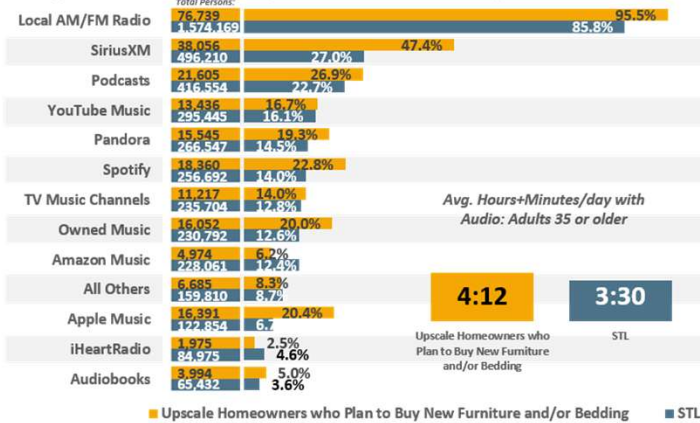
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



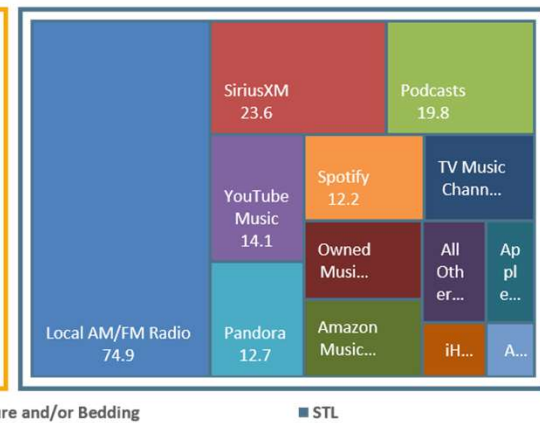
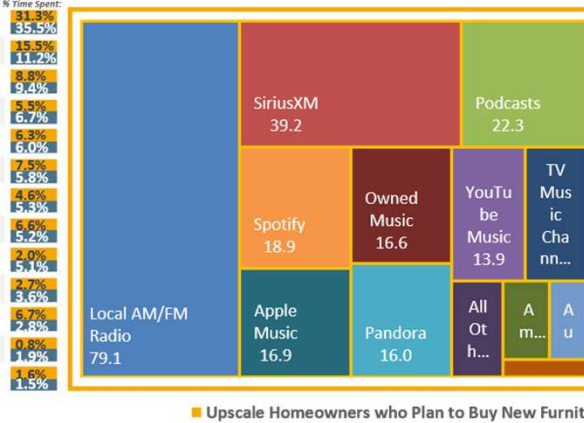


72,282 or 89.9% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding listen to Ad-Supported Local AM/FM Radio for an average of 76.3 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.

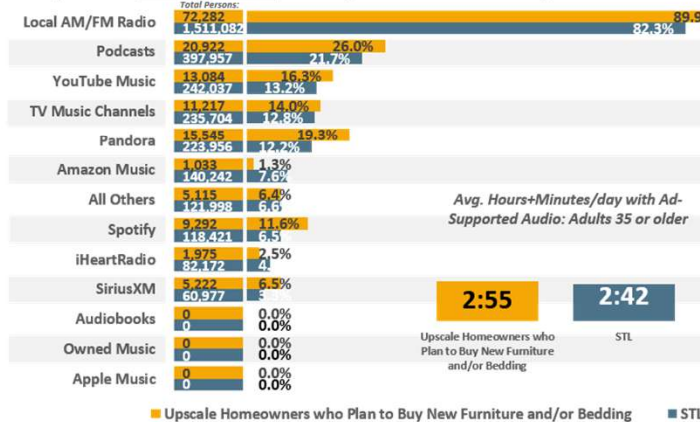
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



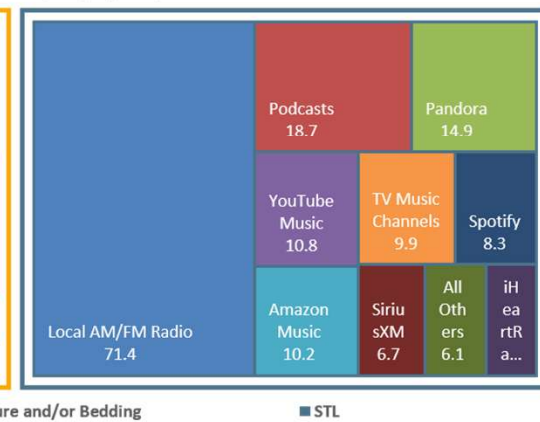
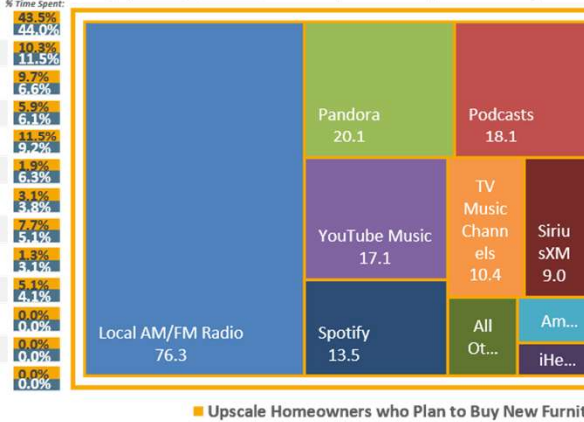
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



STL DMA Scarborough R1 2026; Feb25-Feb26 Qual Intab 80
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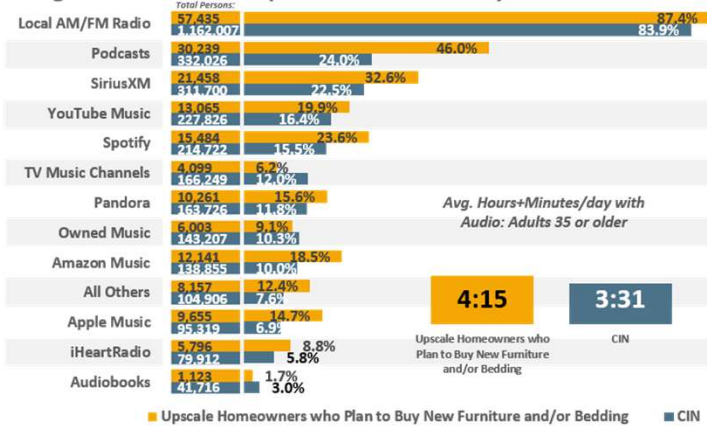
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(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) 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)))

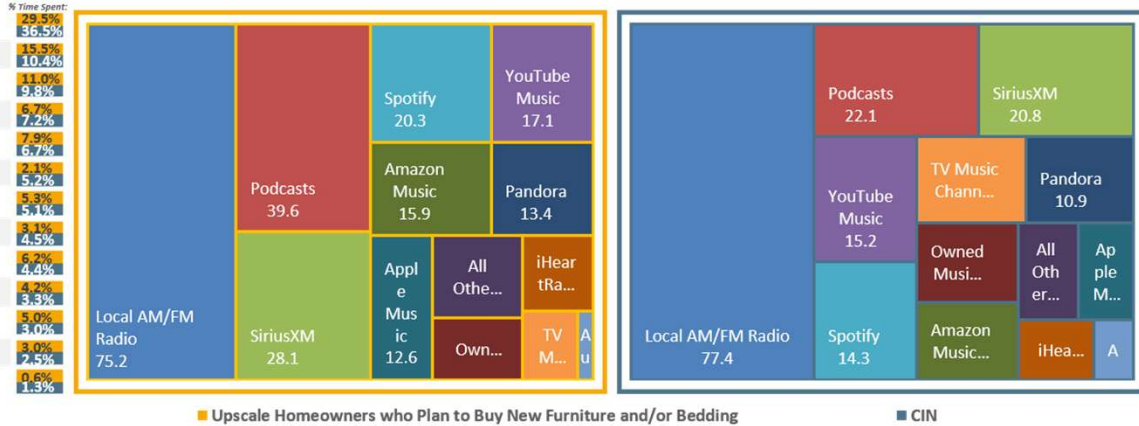


54,013 or 82.2% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding listen to Ad-Supported Local AM/FM Radio for an average of 71.9 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.

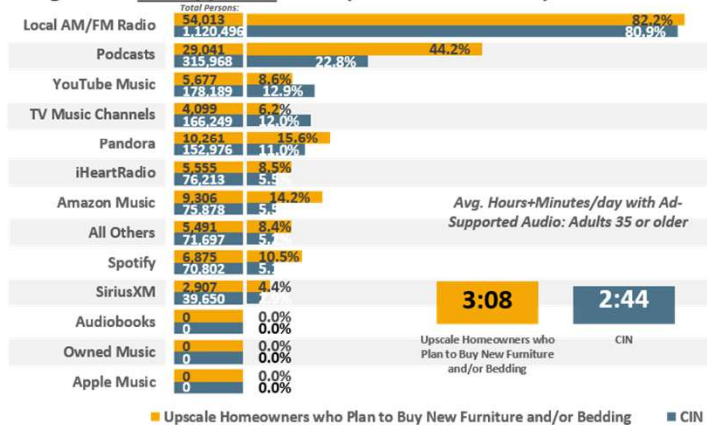
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



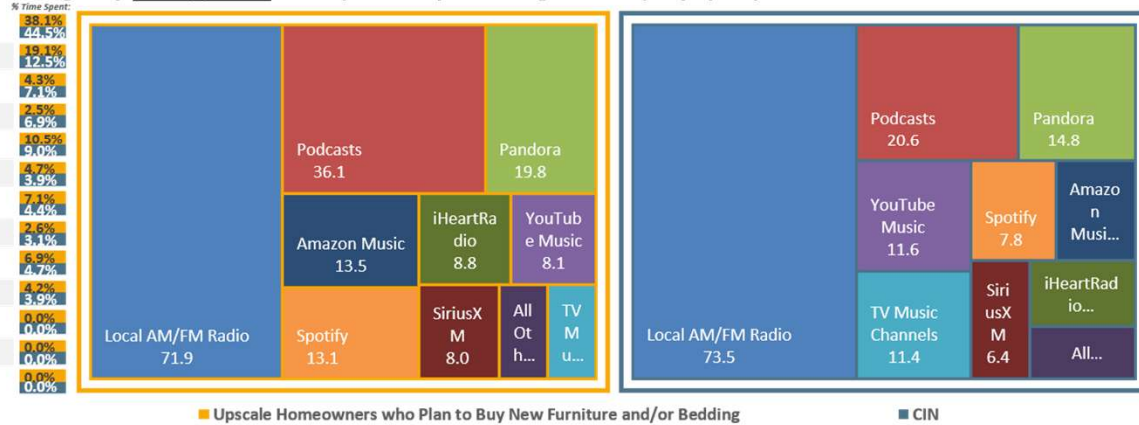
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



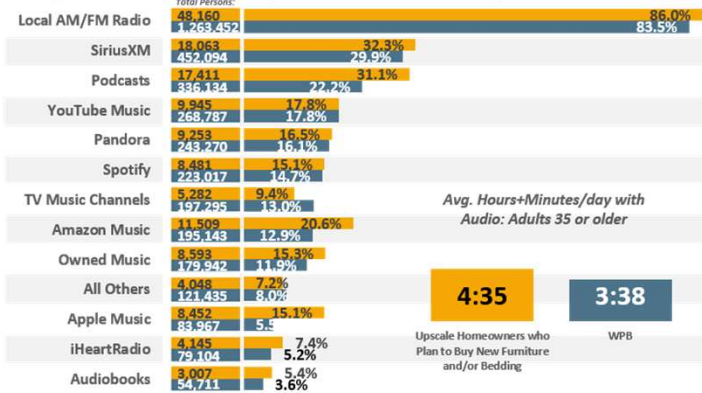
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





44,830 or 80.1% 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 71.4 minutes every day representing 38.% 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

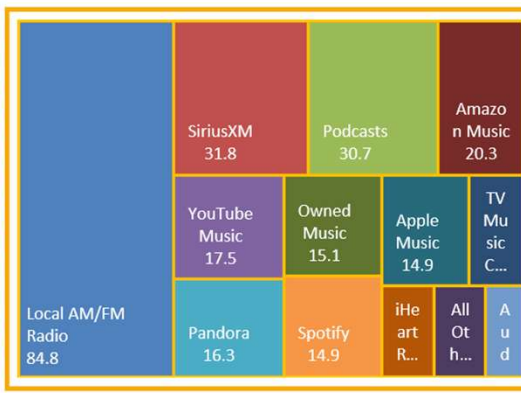
4:35

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

3:38

WPB

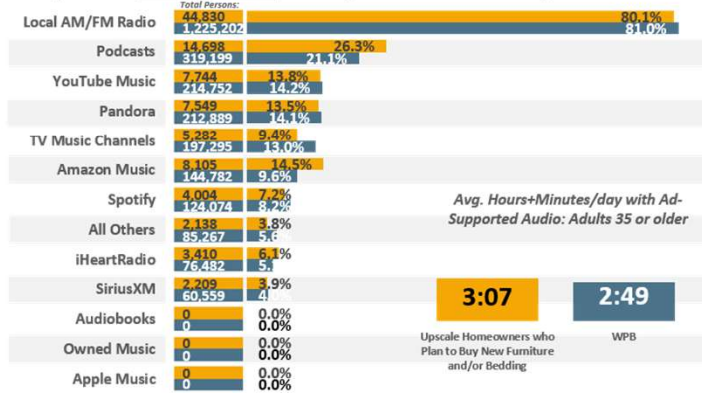
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

WPB

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



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

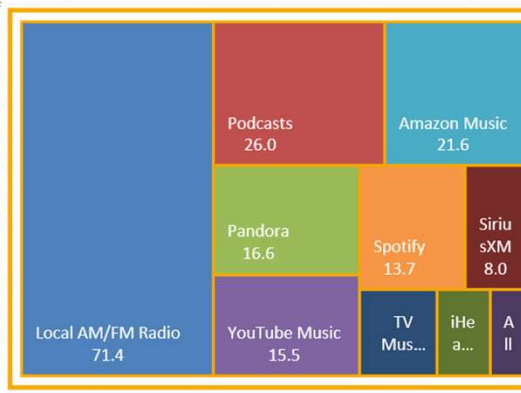
3:07

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

2:49

WPB

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

WPB

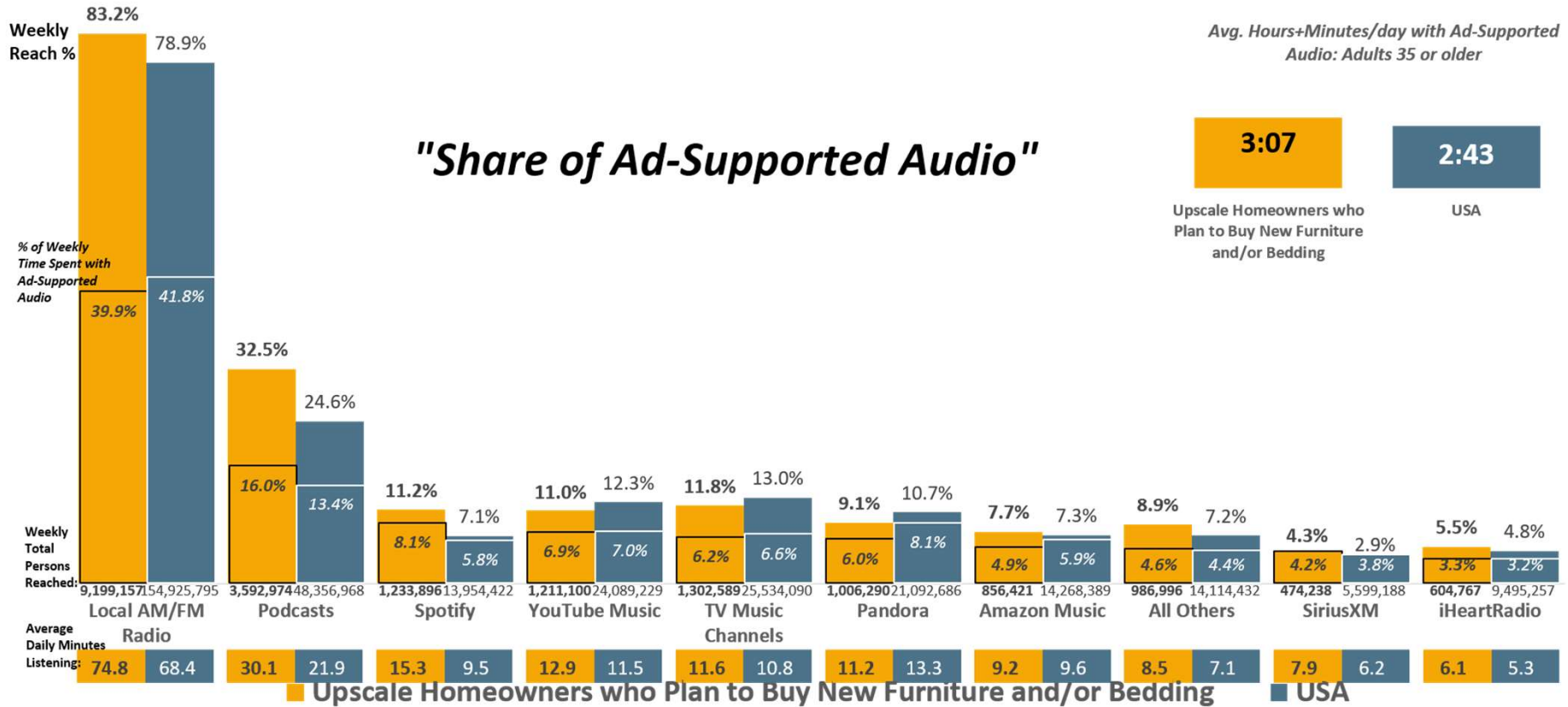
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 103
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(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$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.



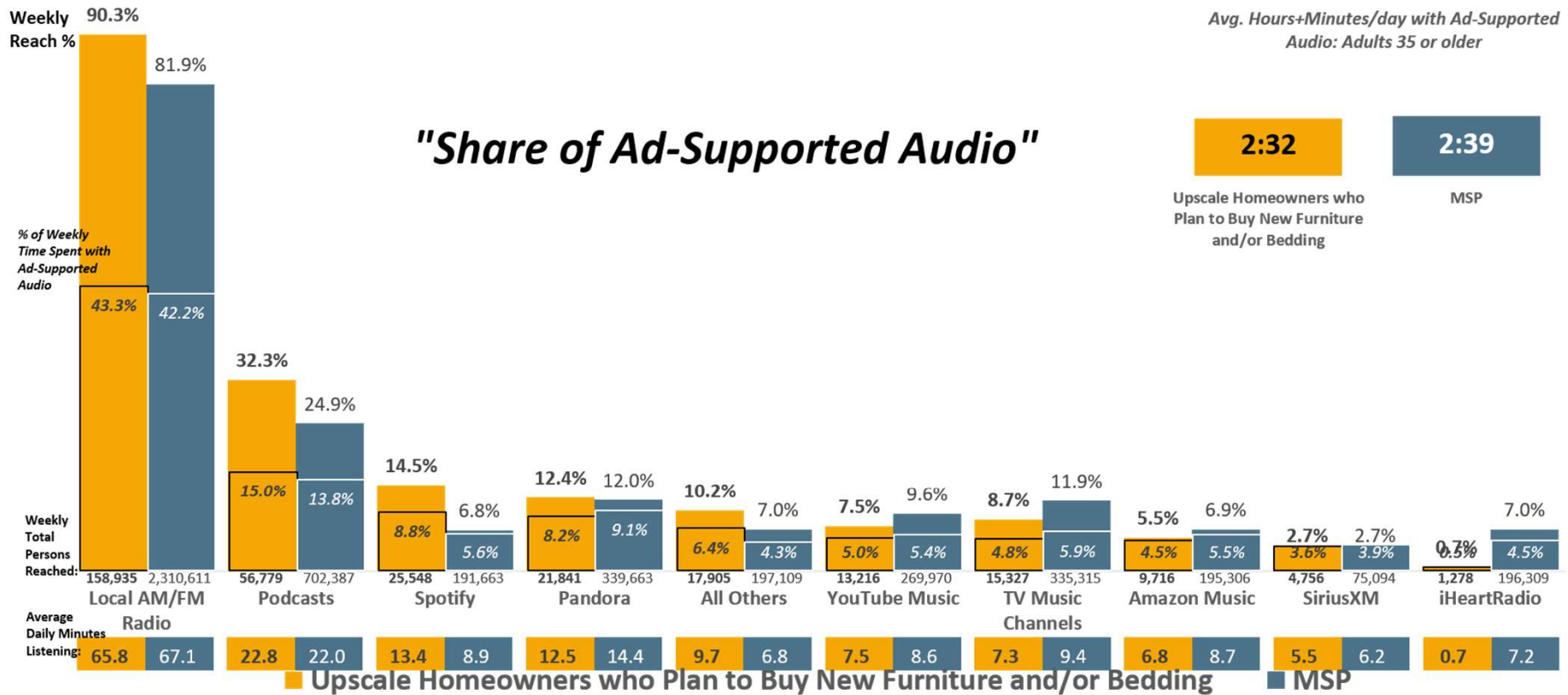
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
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[[[Household income (HHID): \$150,000 - \$249,999 OR Household income (HHID): \$250,000 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)]]



158,935 or 90.3% 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 65.8 minutes every day representing 43.3% of all time spent daily with Ad-Supported Audio.



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 110 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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[[[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)]]



72,282 or 89.9% 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 76.3 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached:

Average Daily Minutes Listening:

"Share of Ad-Supported Audio"

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

2:55

2:42

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

STL

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

STL

STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 80
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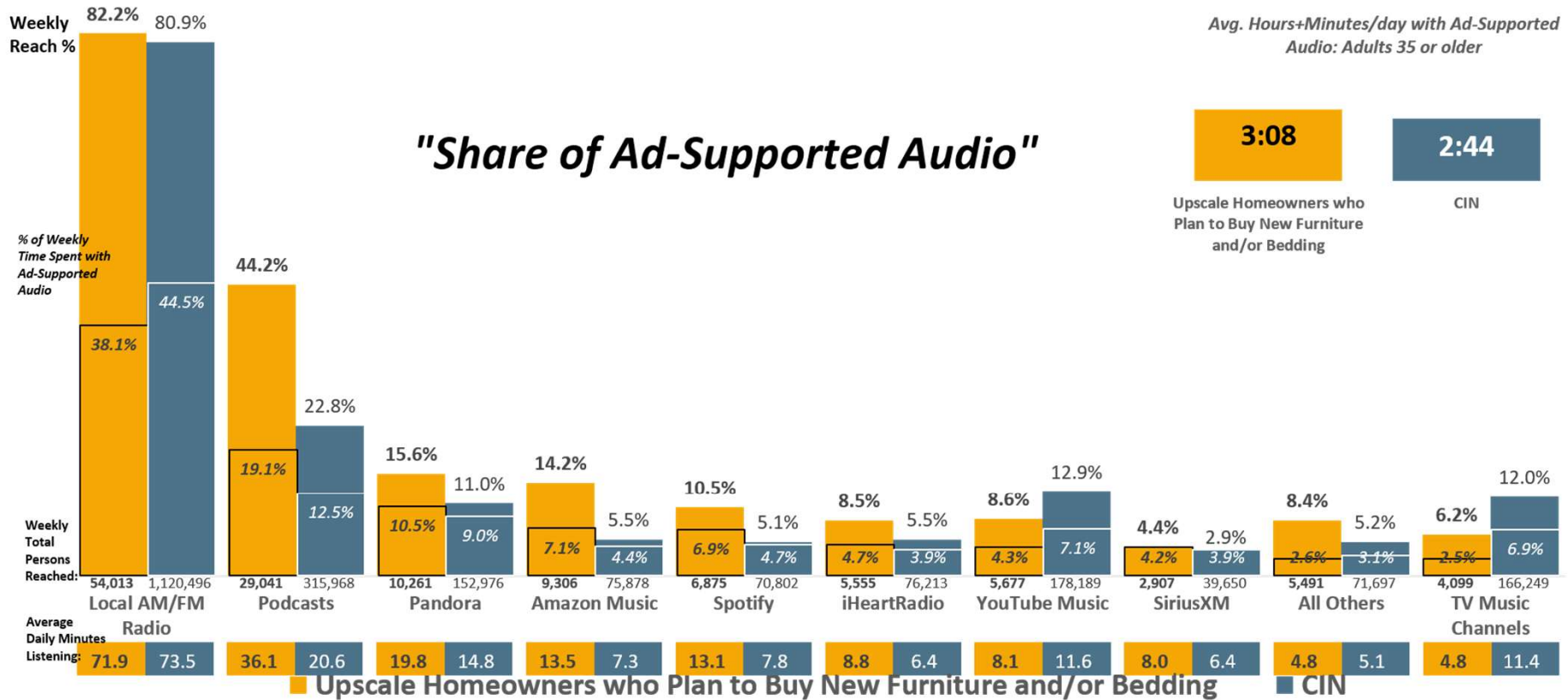
ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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54,013 or 82.2% 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 71.9 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88 CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900
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44,830 or 80.1% 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 71.4 minutes every day representing 38.0% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached:

Average Daily Minutes Listening:

"Share of Ad-Supported Audio"

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

3:07

2:49

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

WPB

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

WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 103 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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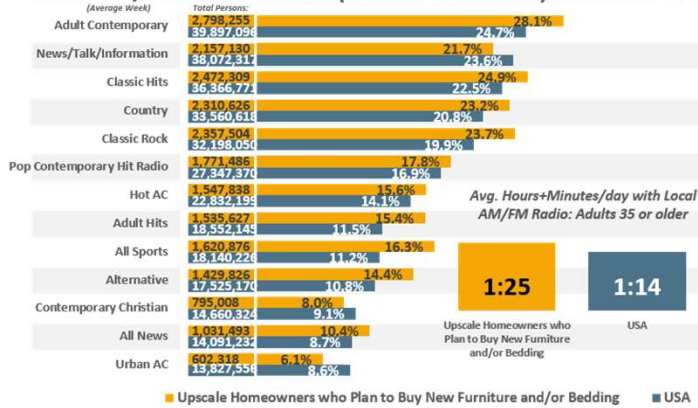
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9,199,157 or 83.2% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Pop Contemporary Hit Radi

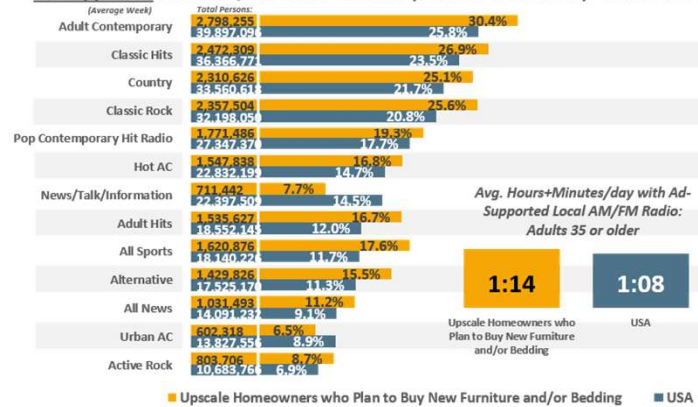
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



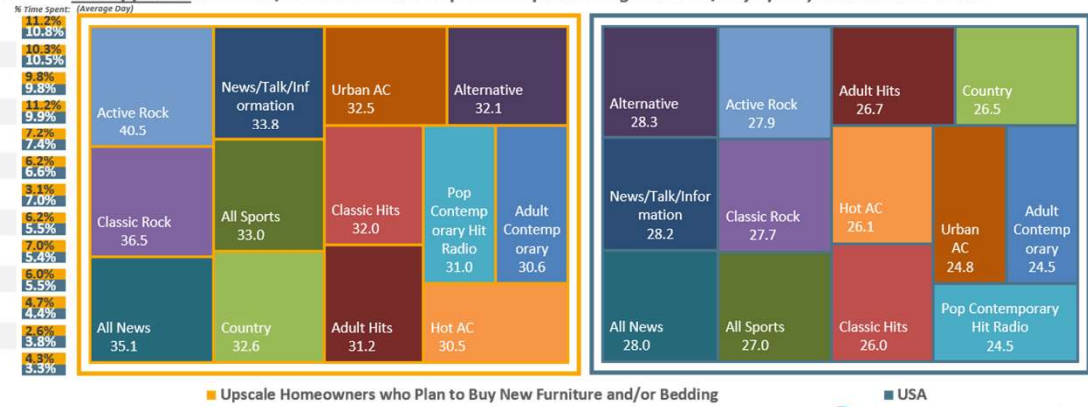
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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
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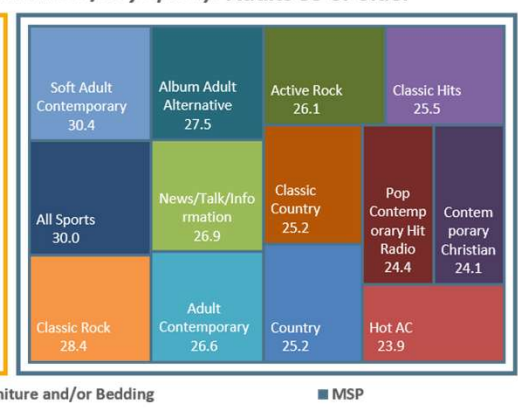
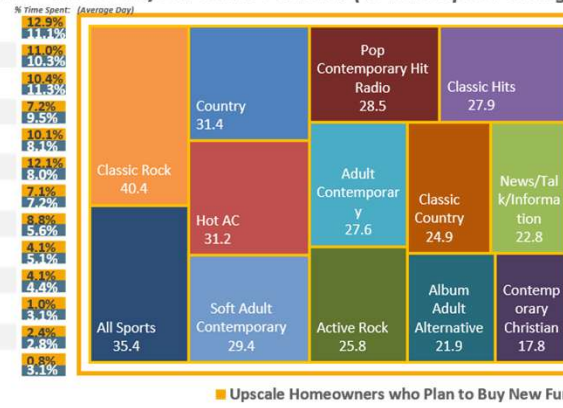
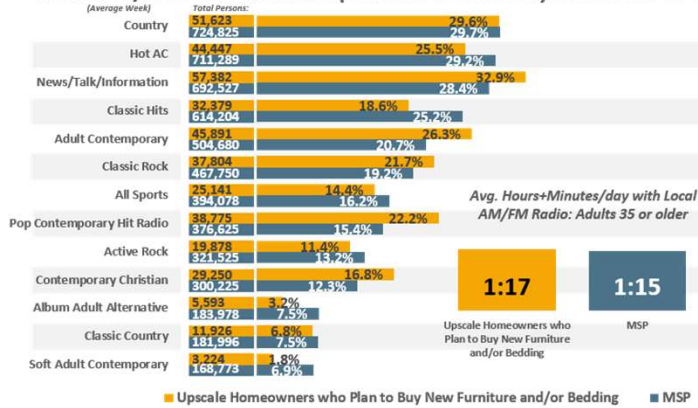
soefa.ai Share of Everything for Anything

(((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)))

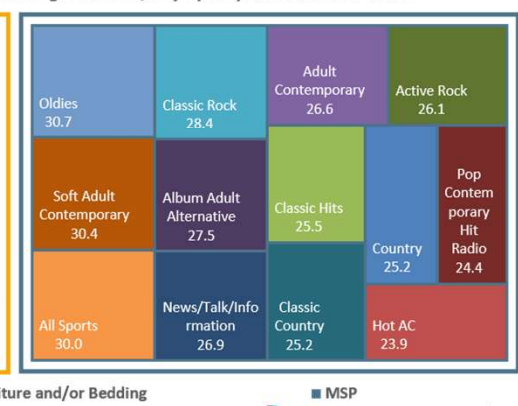
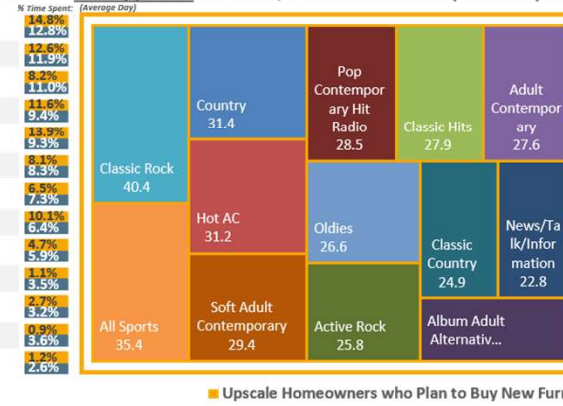
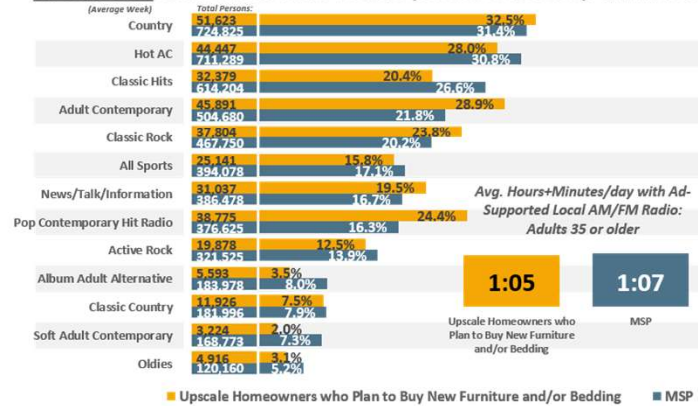


158,935 or 90.3% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Hot AC, Pop Contemporary Hit Radio, and Classic Rock.

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



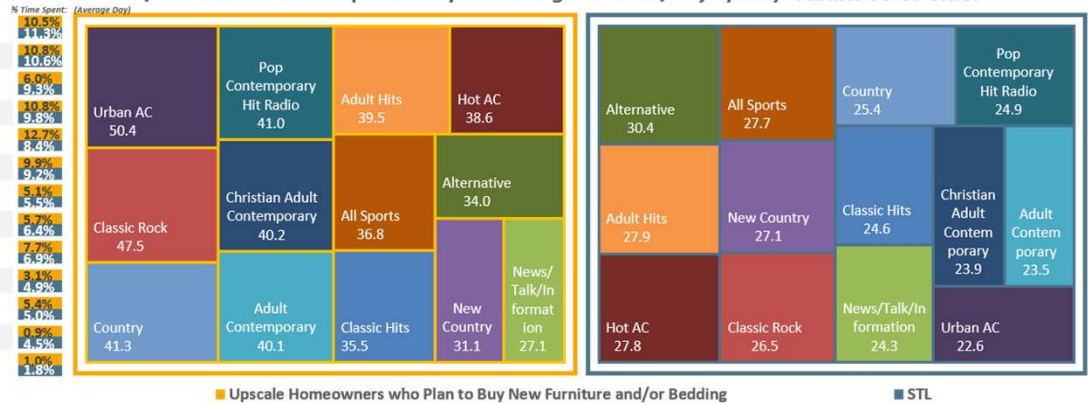
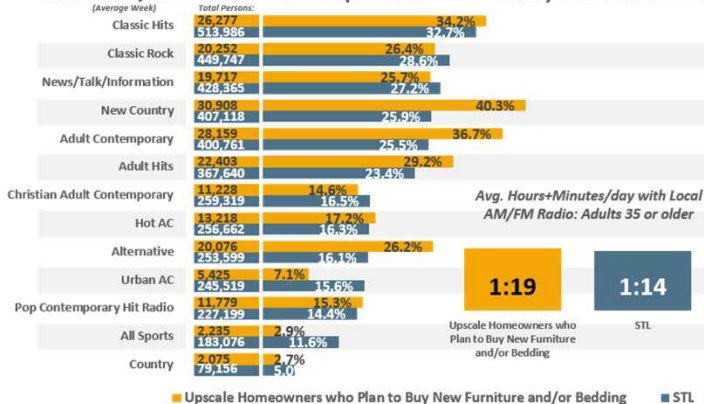
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



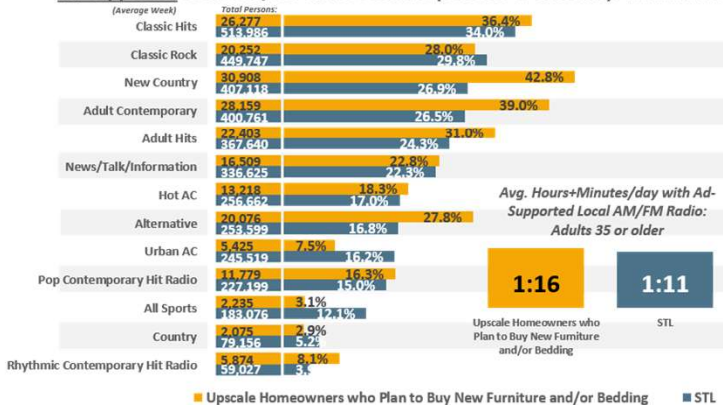


72,282 or 89.9% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Adult Contemporary, Classic Hits, Adult Hits, and Classic Rock.

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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 80
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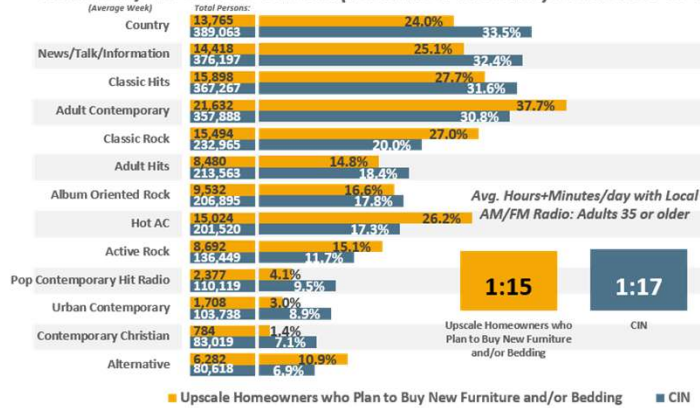
soefa.ai Share of Everything for Anything

(((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)))



54,013 or 82.2% 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, Hot AC, and Country.

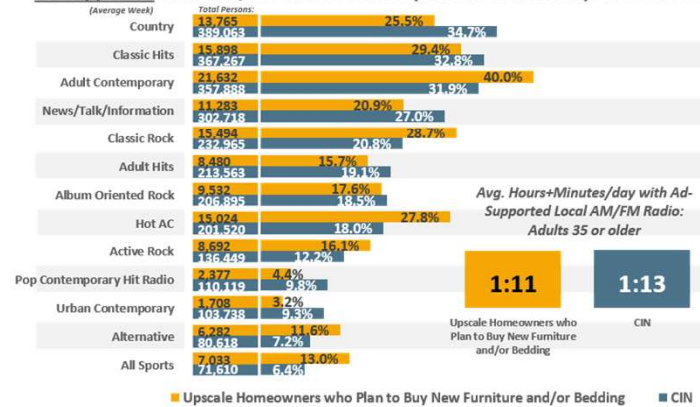
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



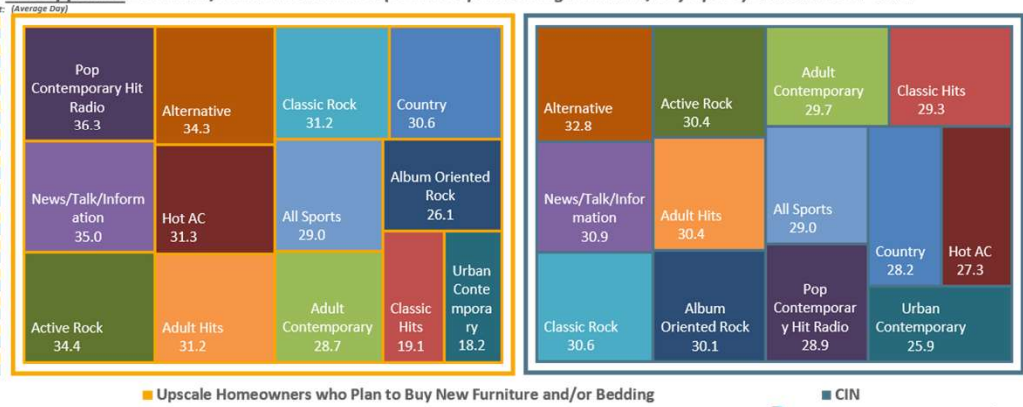
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88
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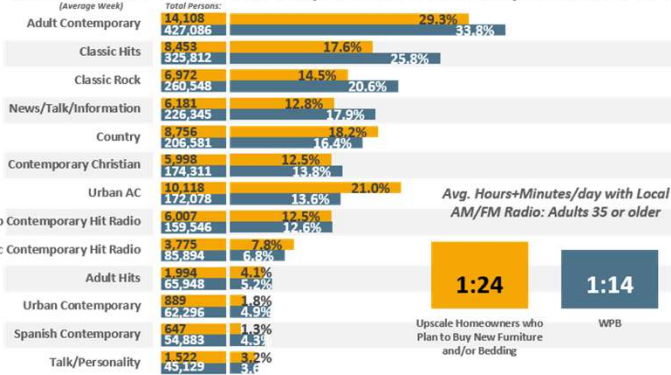
soefa.ai Share of Everything for Anything

(((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)))



44,830 or 80.1% 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, Urban AC, Country, Classic Hits, and Classic Rock.

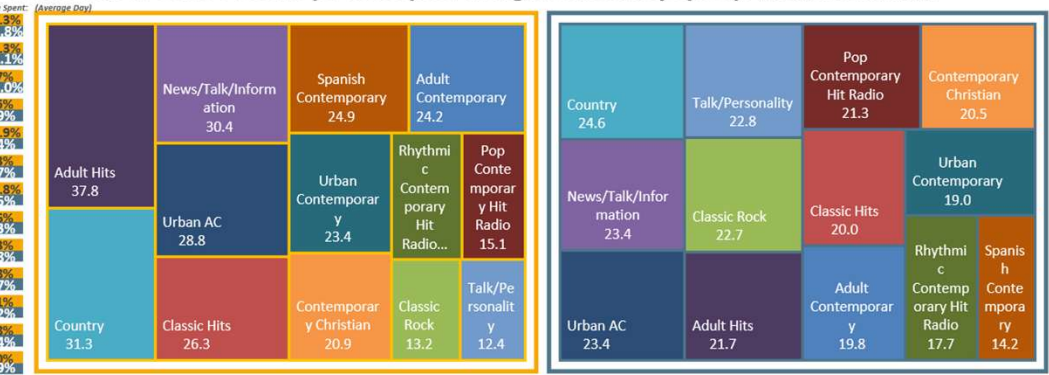
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



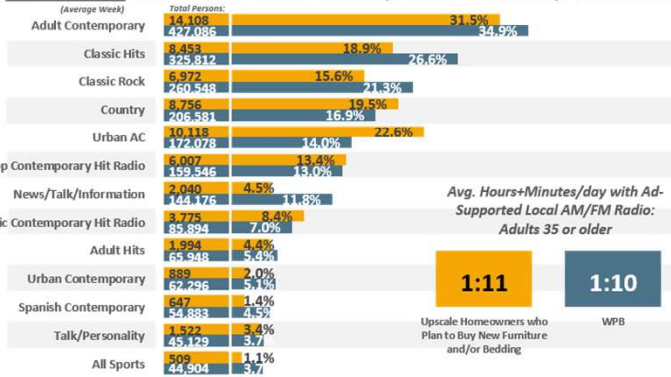
Avg. Hours+Minutes/day with Local AM/FM Radio: Adults 35 or older

1:24 WPB 1:14

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



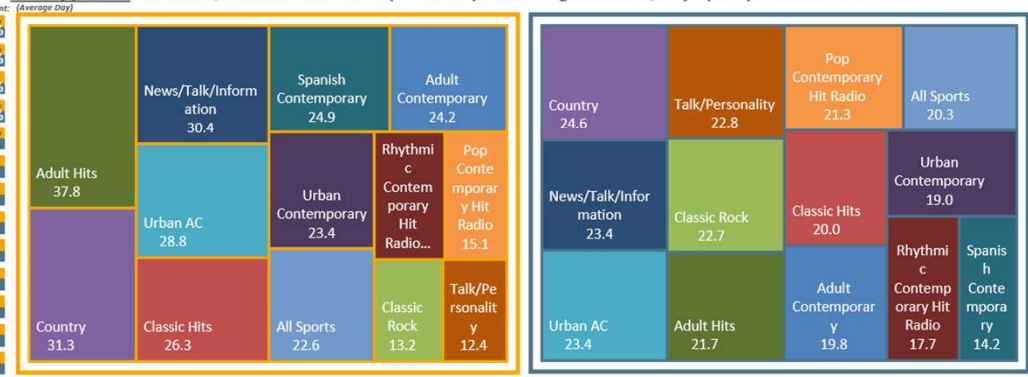
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



Avg. Hours+Minutes/day with Ad-Supported Local AM/FM Radio: Adults 35 or older

1:11 WPB 1:10

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

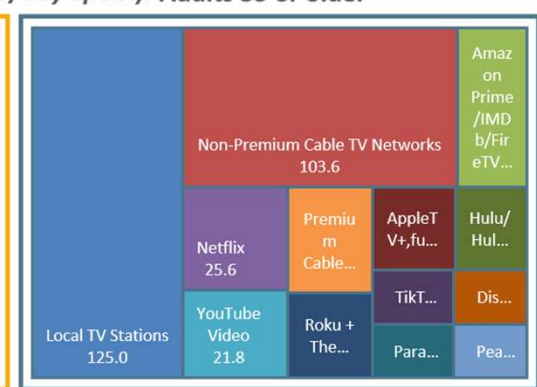
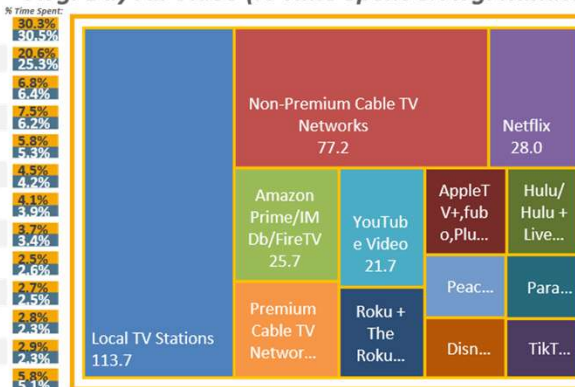
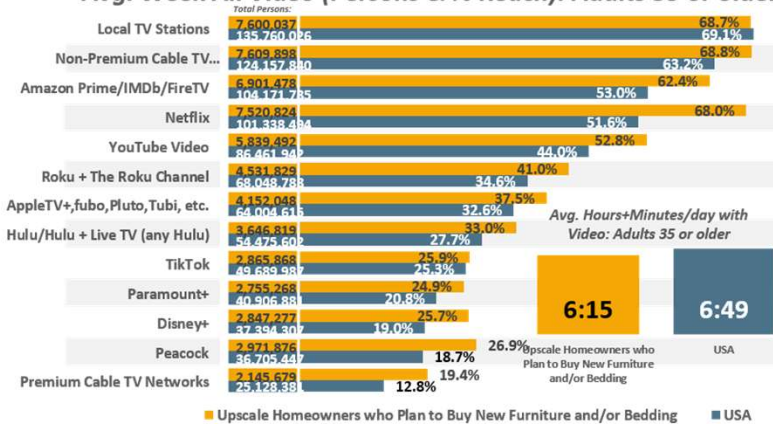




7,486,567 or 67.7% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding watch Ad-Supported Local TV Stations for an average of 105.3 minutes every day representing 34.5% of all time spent daily with Ad-Supported Video.

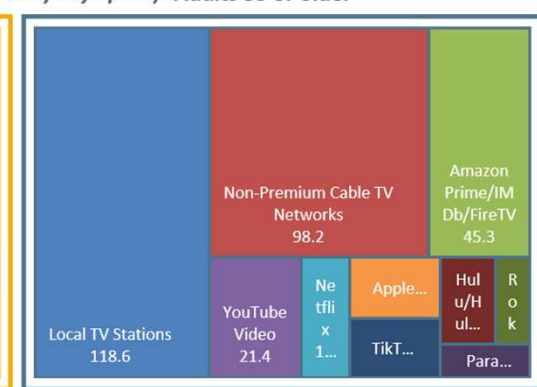
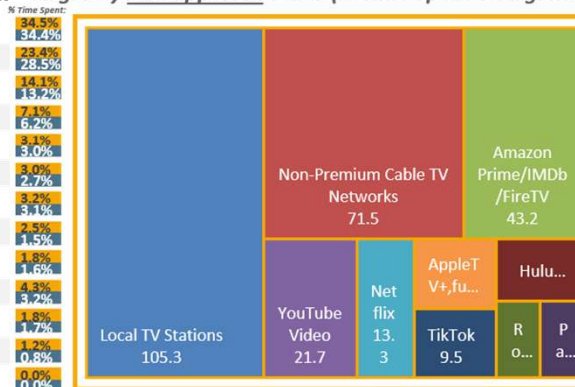
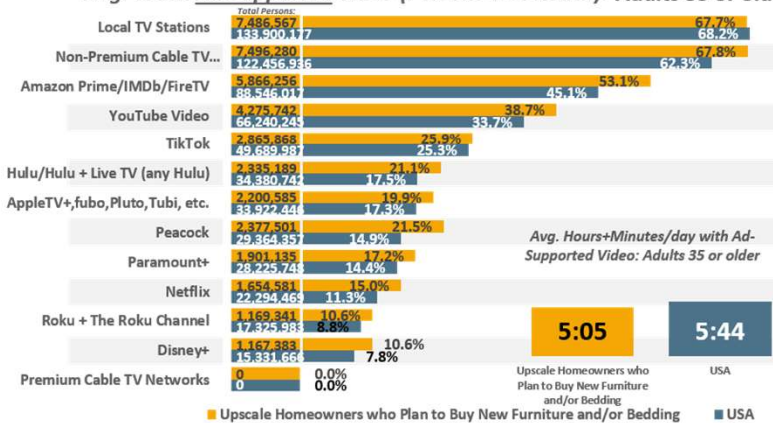
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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

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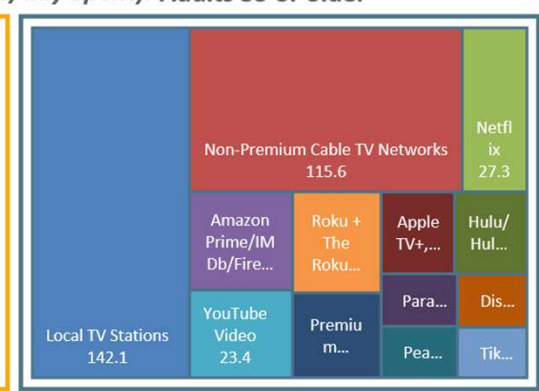
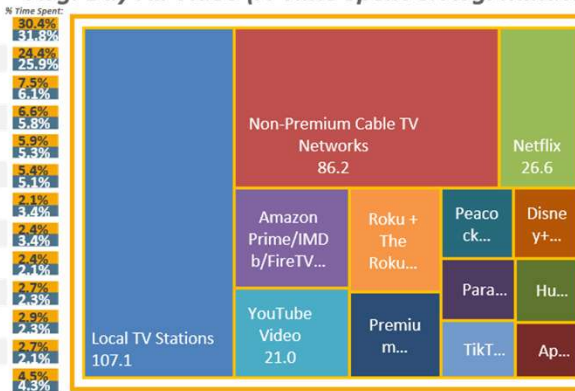
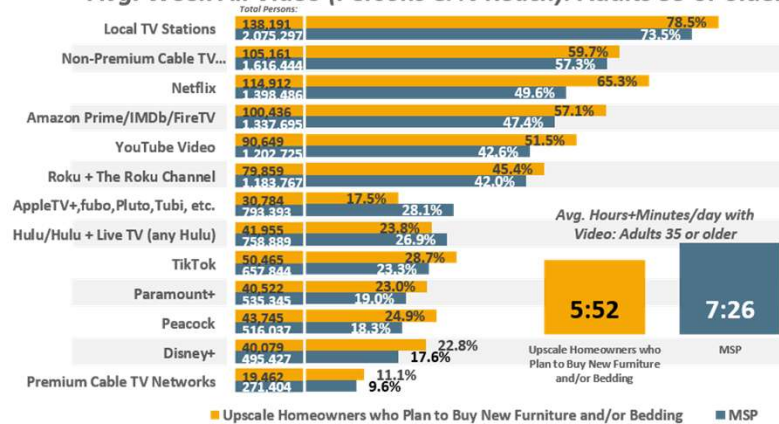
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137,182 or 77.9% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding watch Ad-Supported Local TV Stations for an average of 98.6 minutes every day representing 34.6% of all time spent daily with Ad-Supported Video.

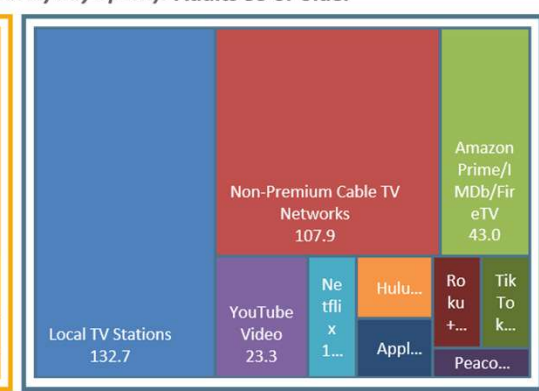
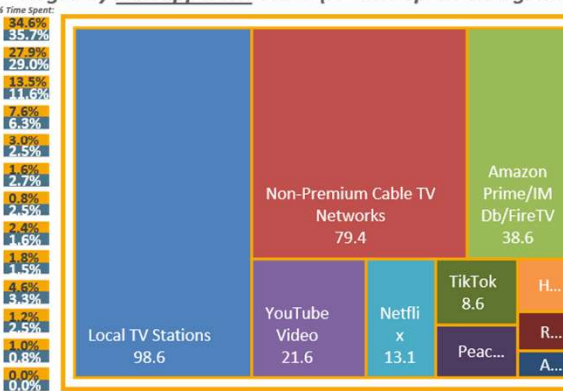
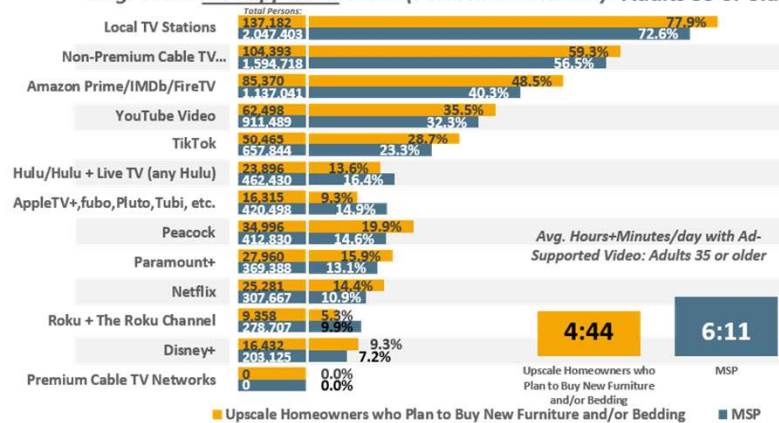
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 110
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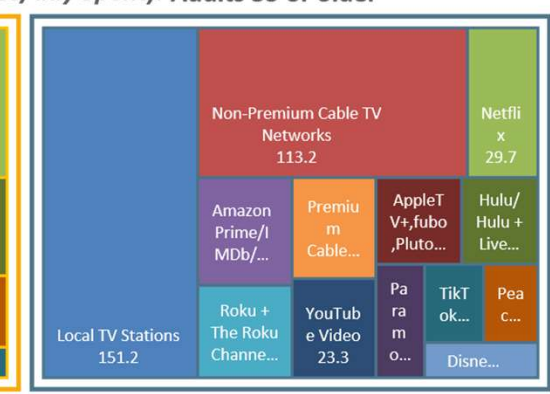
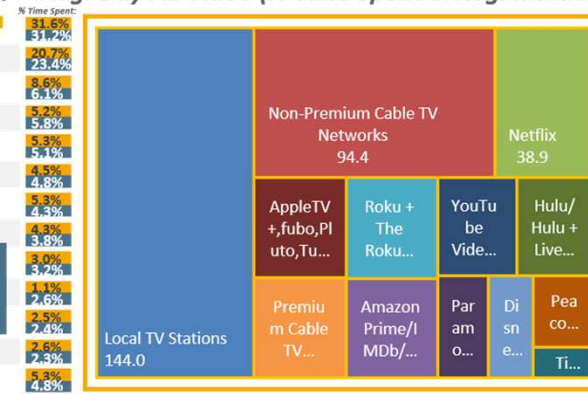
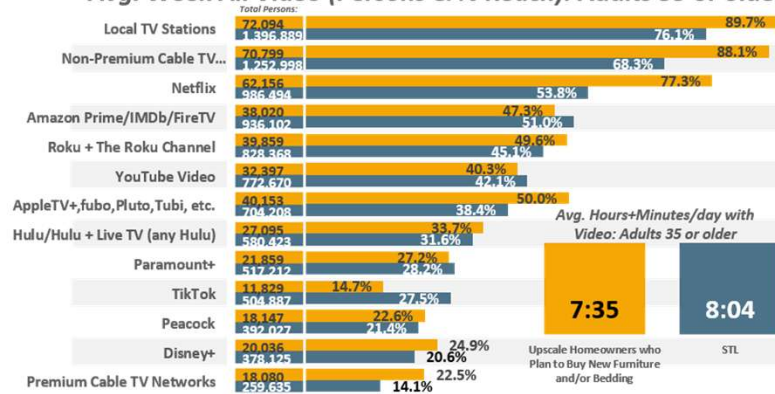
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70,783 or 88.1% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding watch Ad-Supported Local TV Stations for an average of 131.8 minutes every day representing 37.% of all time spent daily with Ad-Supported Video.

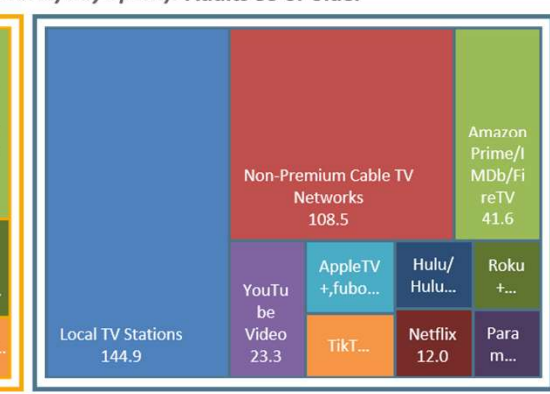
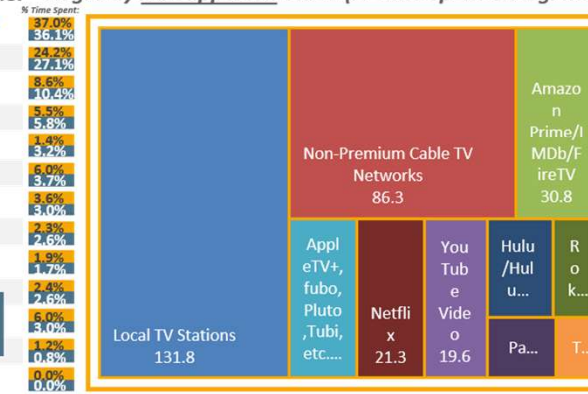
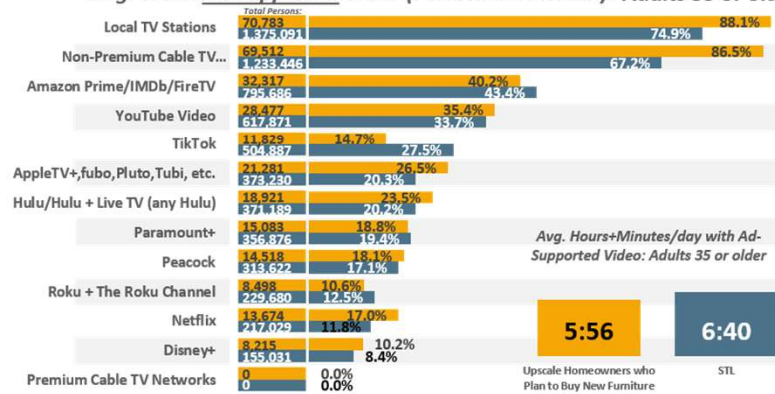
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 80
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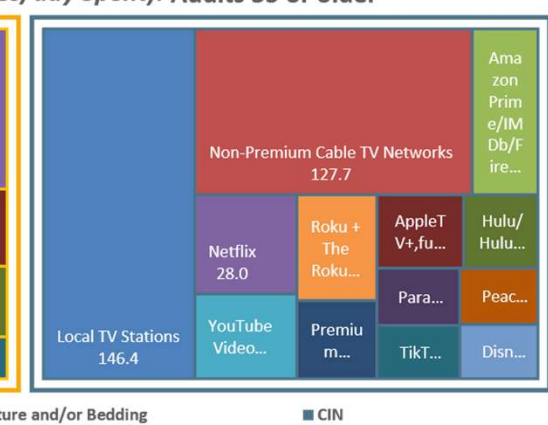
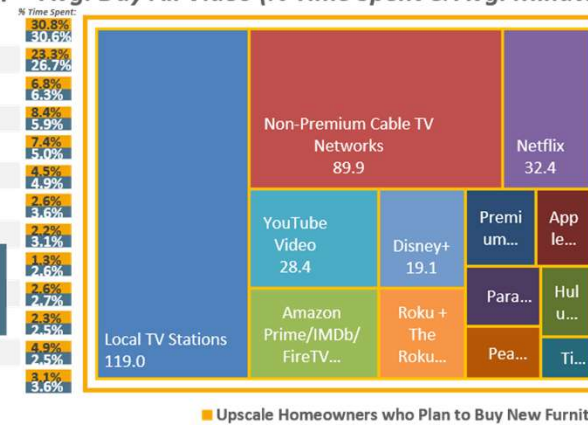
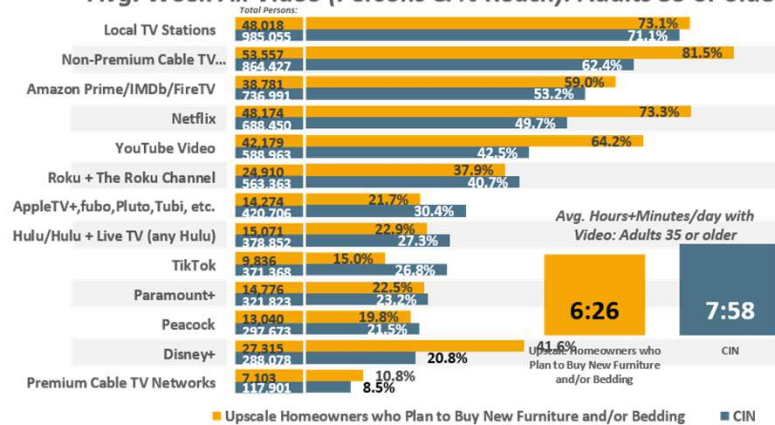
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47,915 or 72.9% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding watch Ad-Supported Local TV Stations for an average of 115.1 minutes every day representing 37.7% of all time spent daily with Ad-Supported Video.

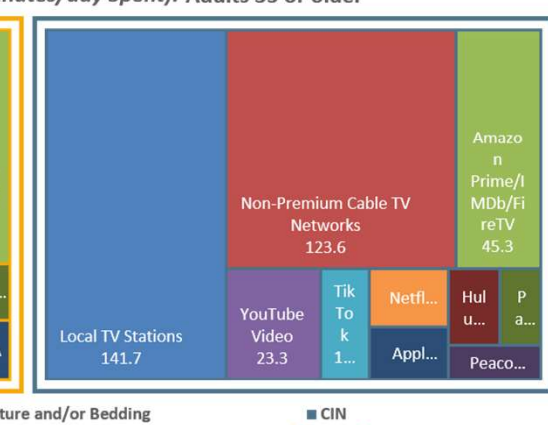
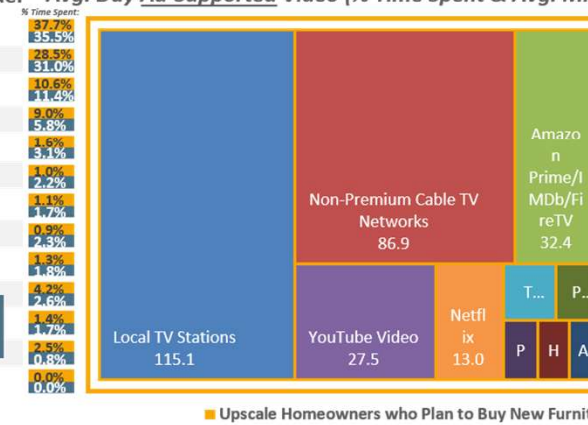
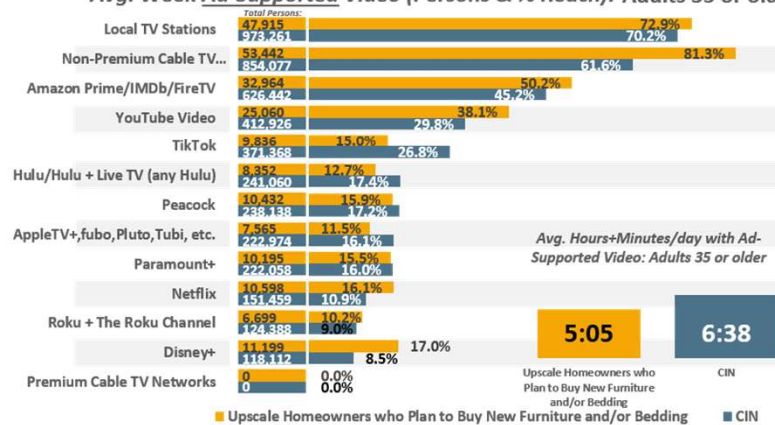
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88
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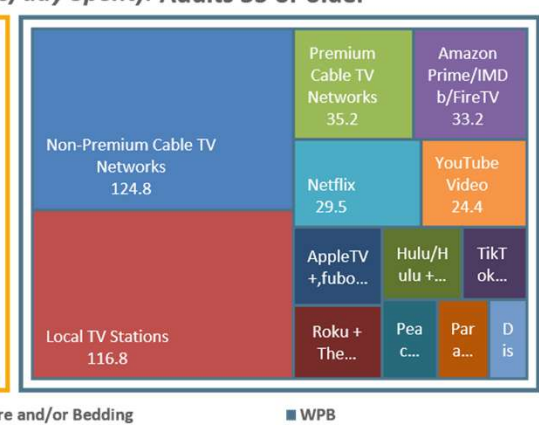
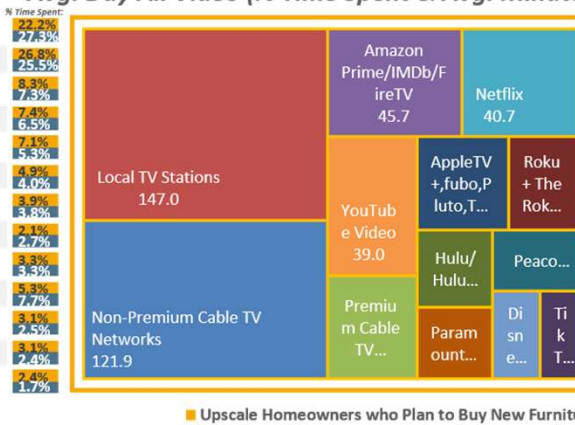
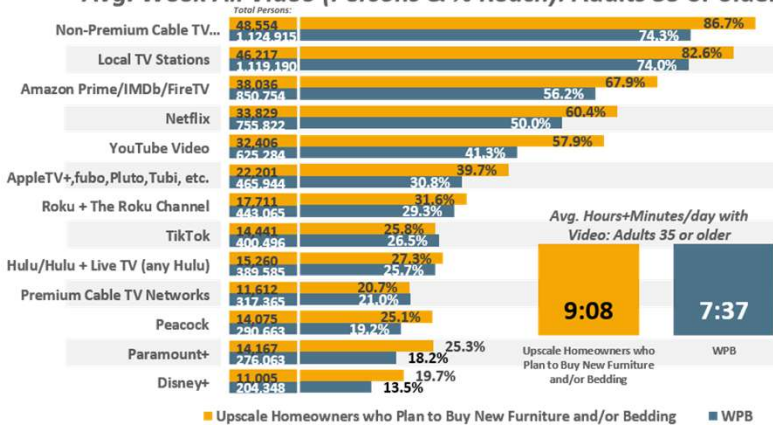
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44,725 or 79.9% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding watch Ad-Supported Local TV Stations for an average of 128.6 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

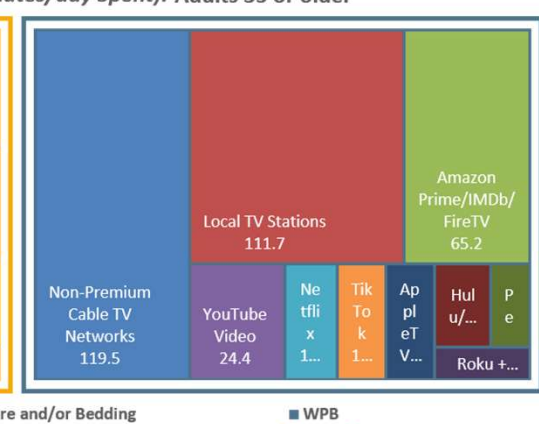
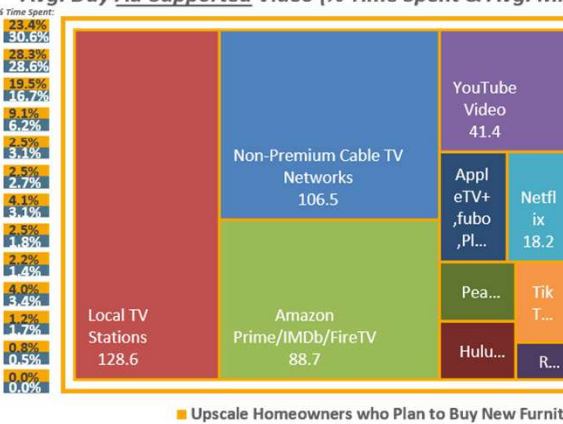
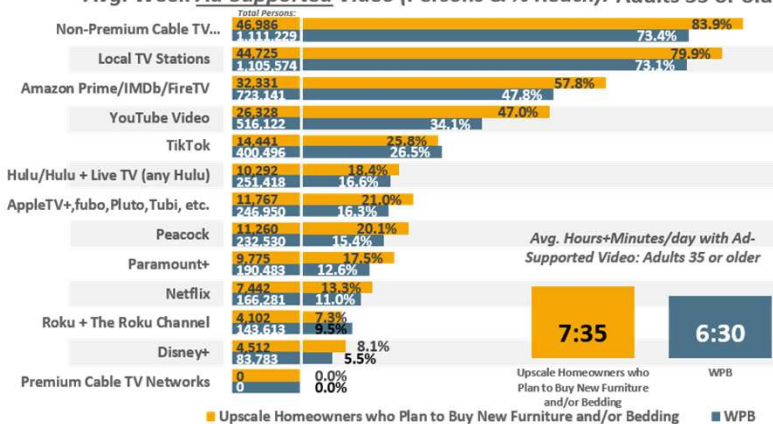
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 103
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Upscale Homeowners who Plan to Buy New Furniture and/or Bedding

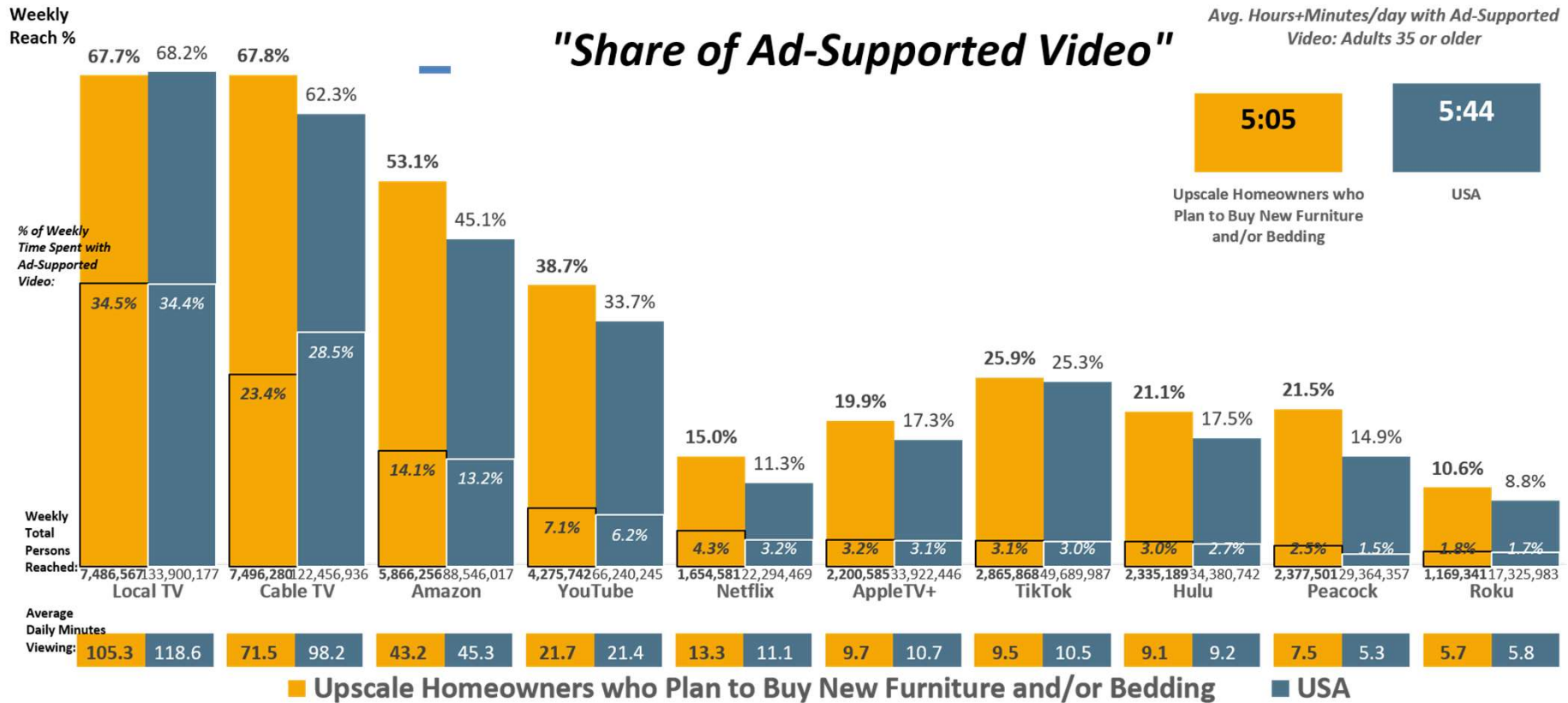
WPB
soefa.ai Share of Everything for Anything

(((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
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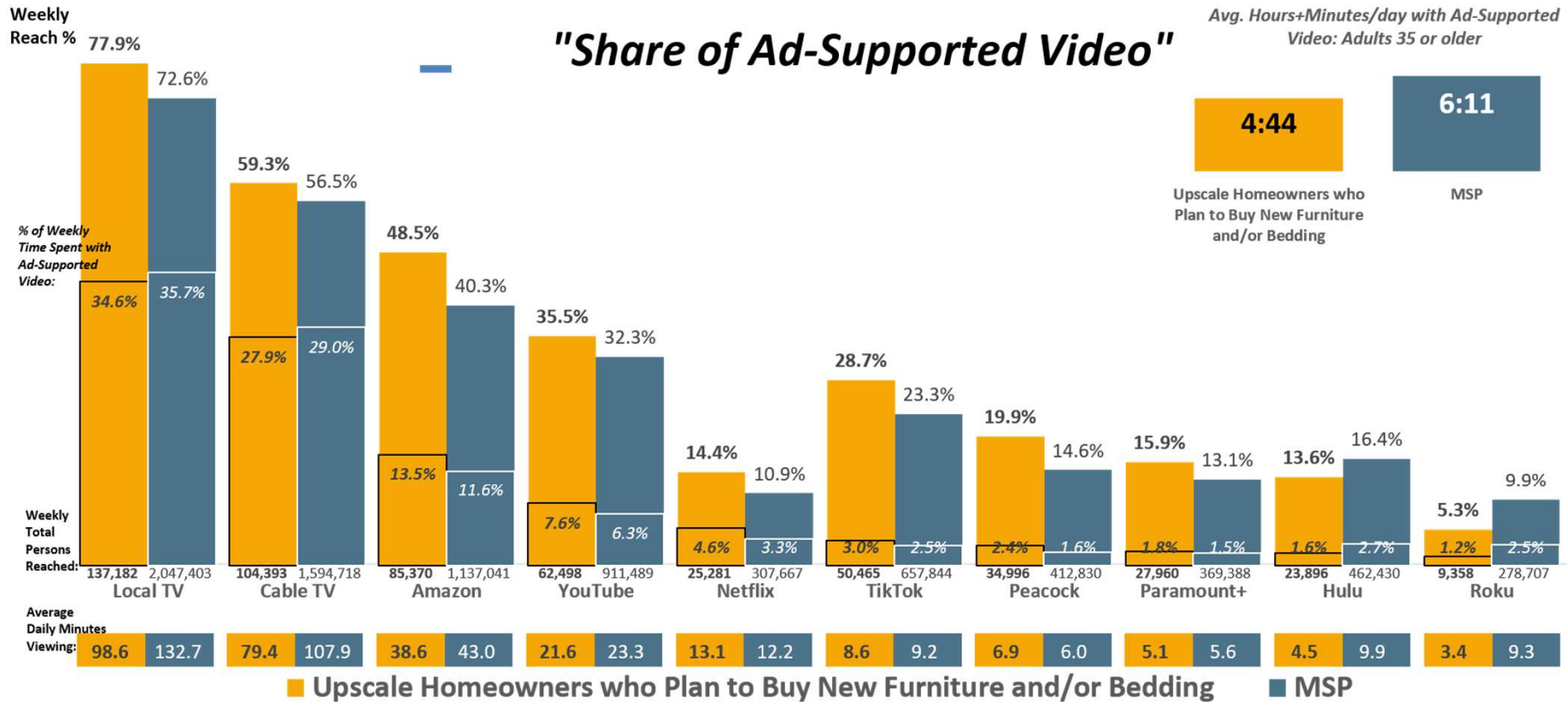
soefa.ai Share of Everything for Anything

(((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)))



137,182 or 77.9% 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 98.6 minutes every day representing 34.6% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 110 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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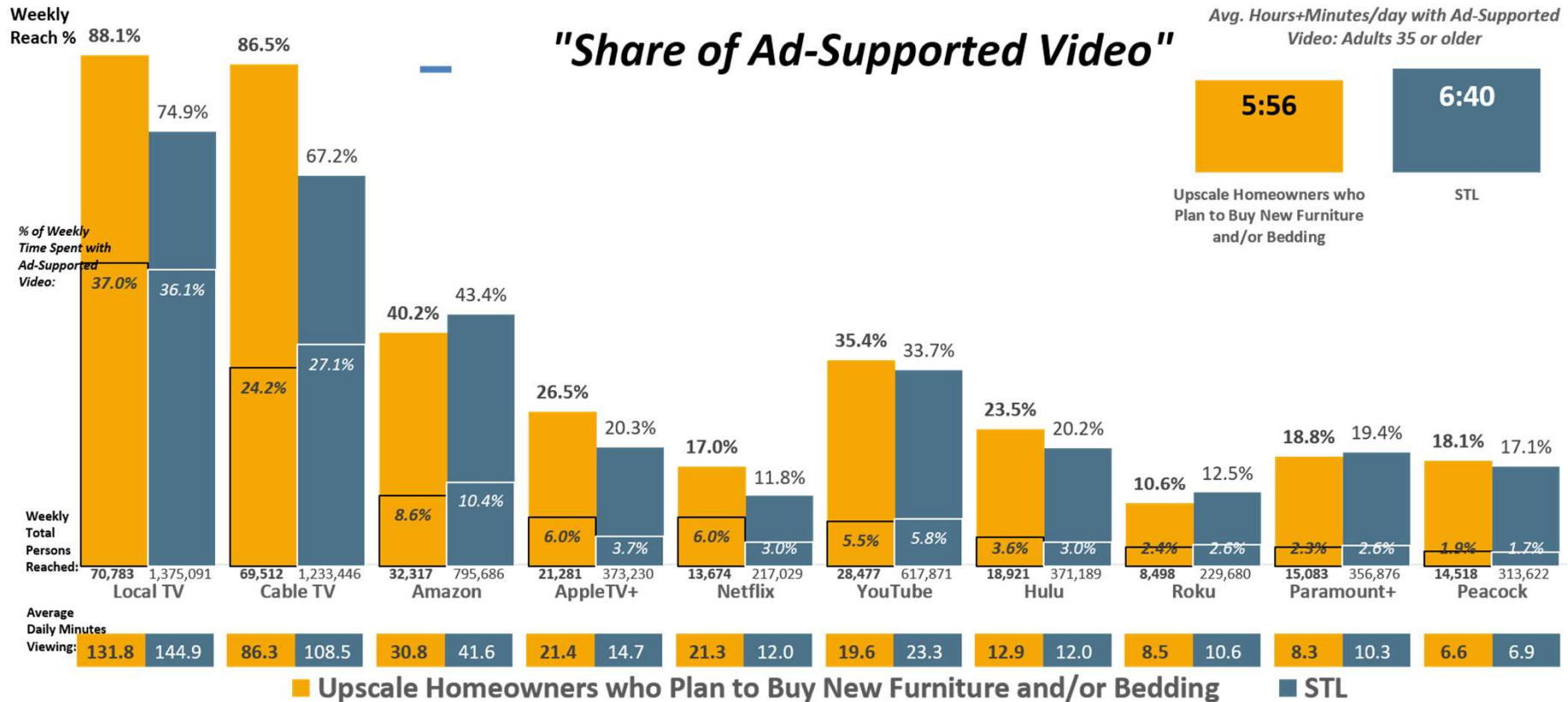
soefa.ai Share of Everything for Anything

(((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)))



70,783 or 88.1% 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 131.8 minutes every day representing 37.0% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 80
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

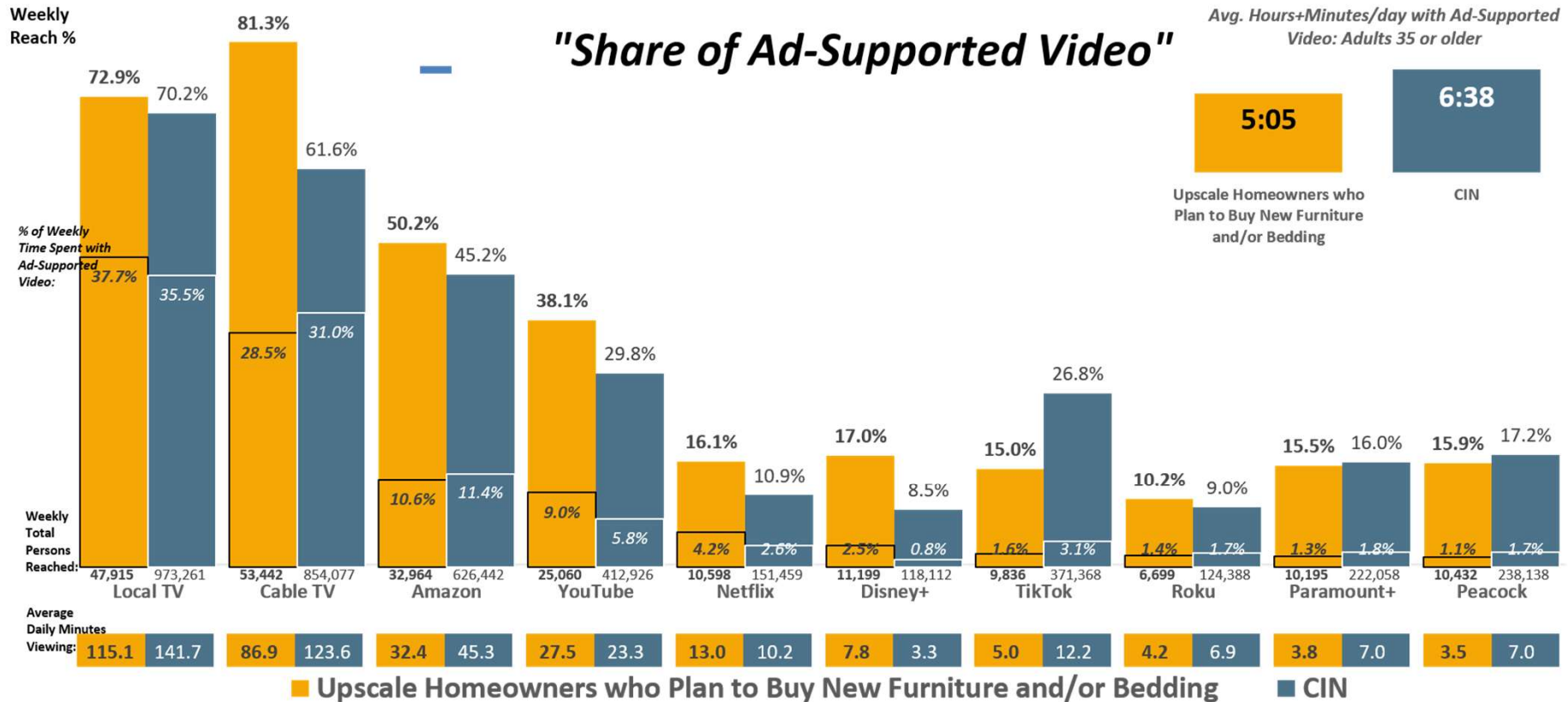
soefa.ai Share of Everything for Anything

(((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)))



47,915 or 72.9% 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 115.1 minutes every day representing 37.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

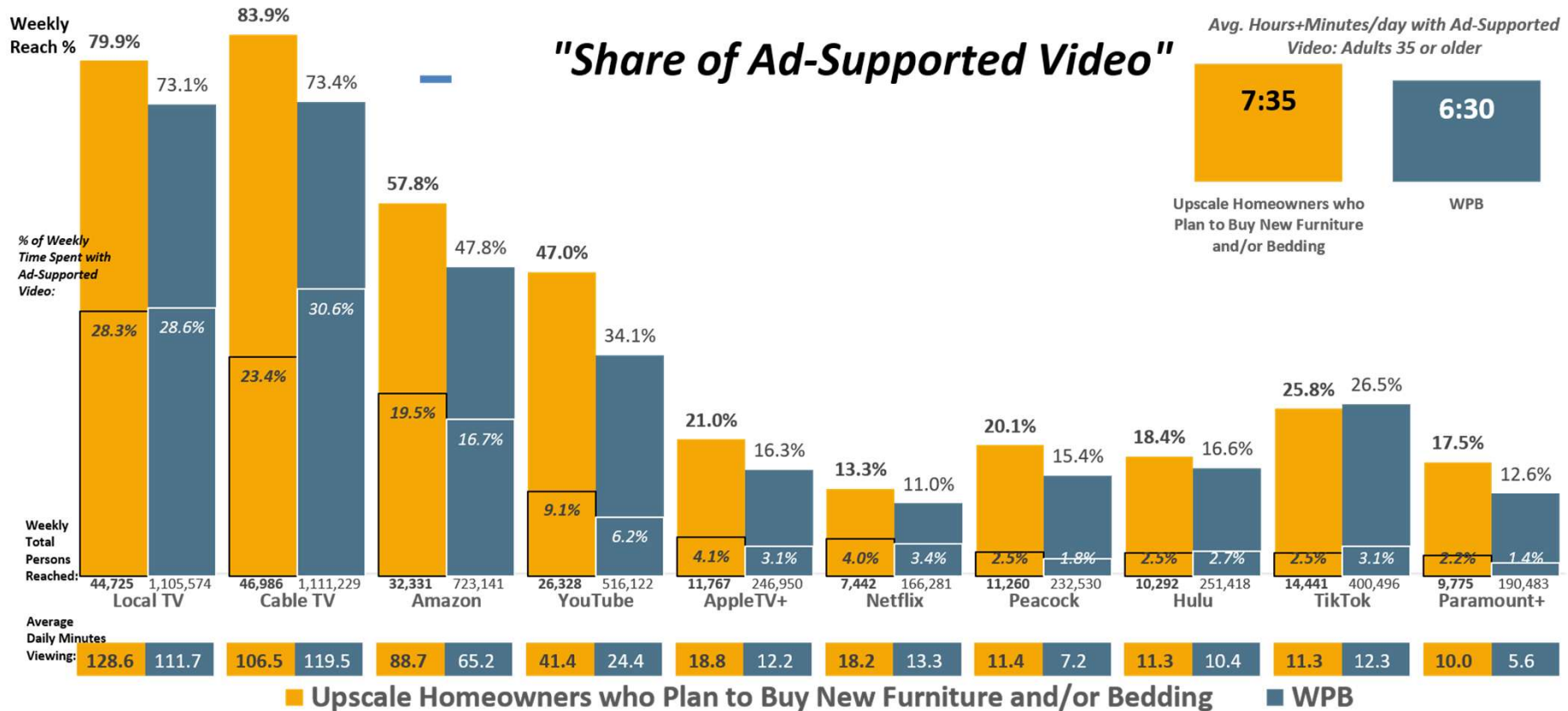
soefa.ai Share of Everything for Anything

(((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)))



44,725 or 79.9% 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 128.6 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

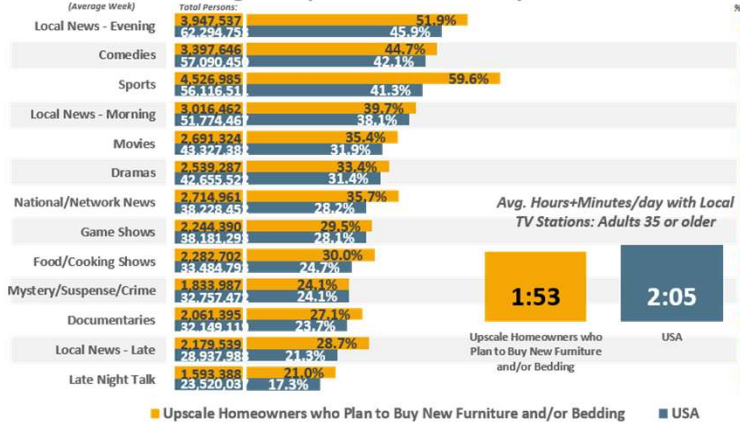
"Share of Ad-Supported Video"





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.

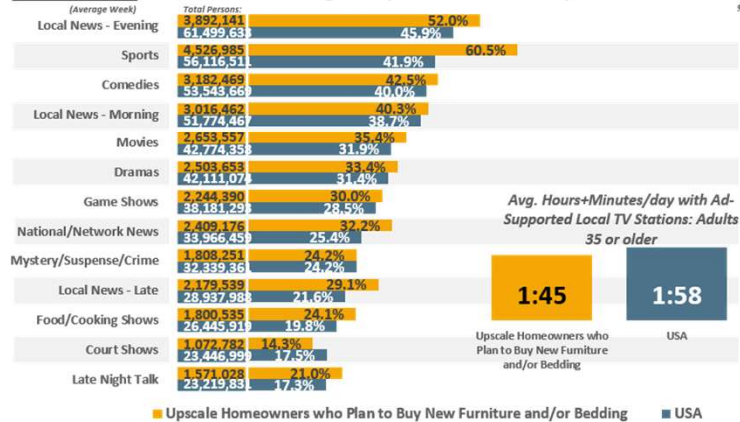
Local TV Station Programs (Persons & % Reach): Adults 35 or older



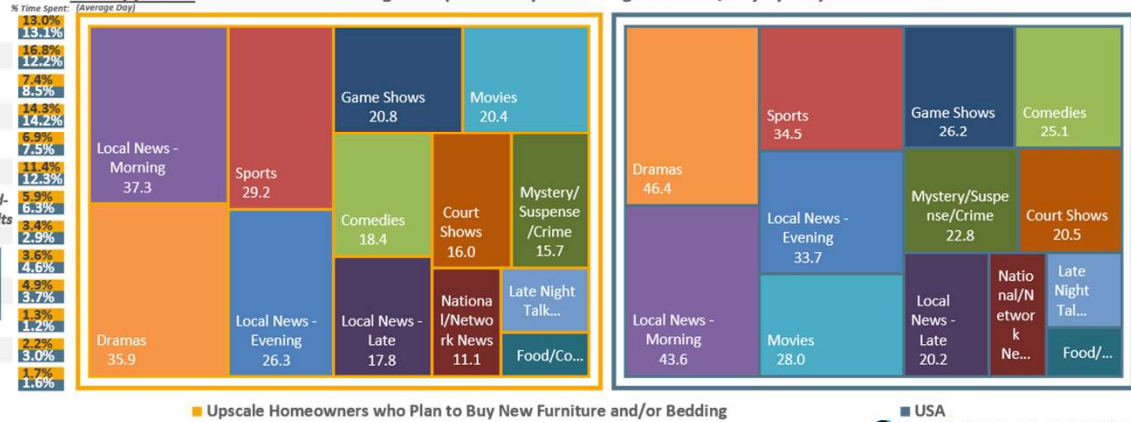
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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
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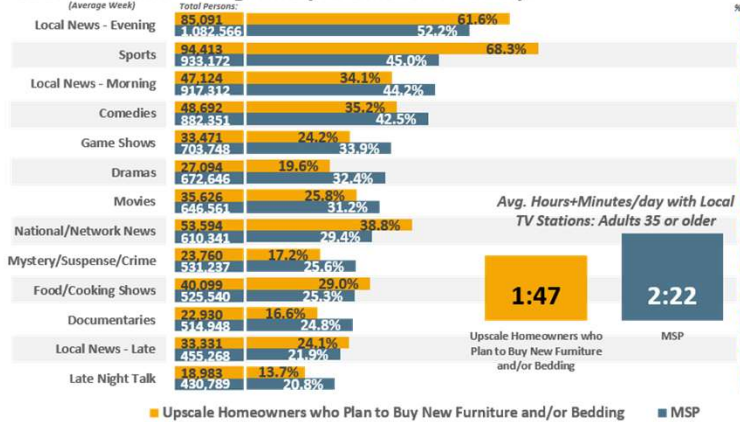
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(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) 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)))



137,182 or 77.9% 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, National/Network News, Local News - Morning, Comedies, and Mo

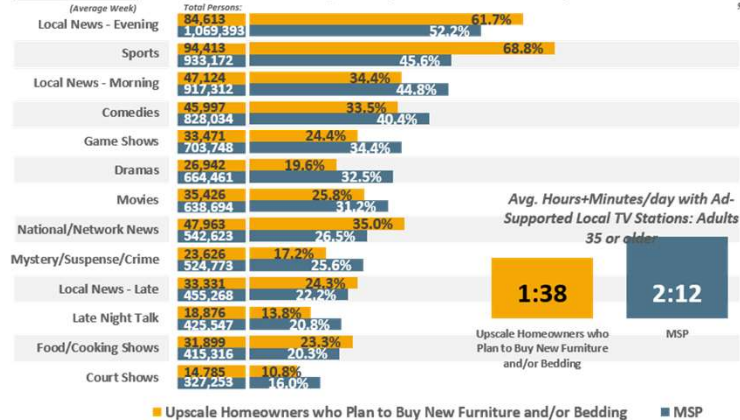
Local TV Station Programs (Persons & % Reach): Adults 35 or older



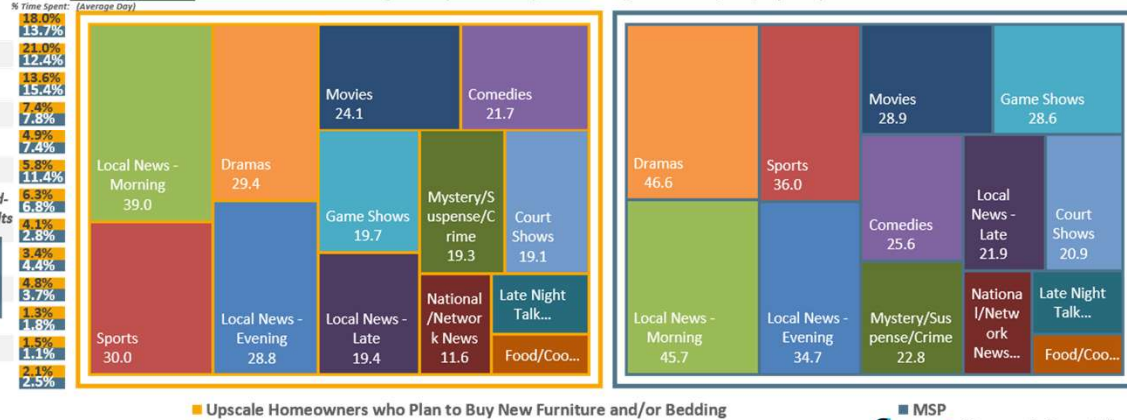
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 110
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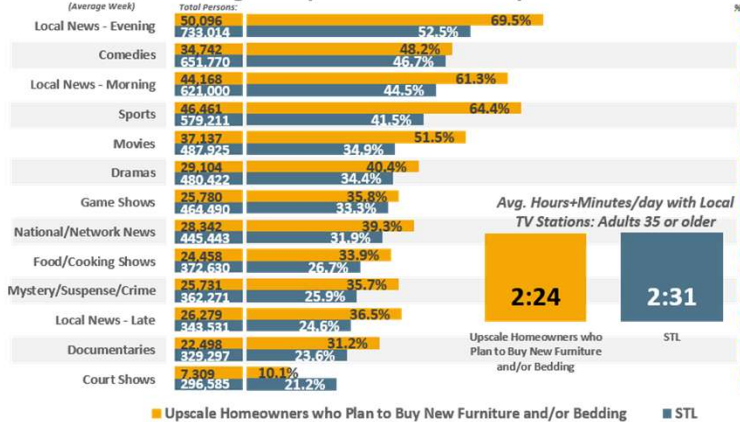
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(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) 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)))

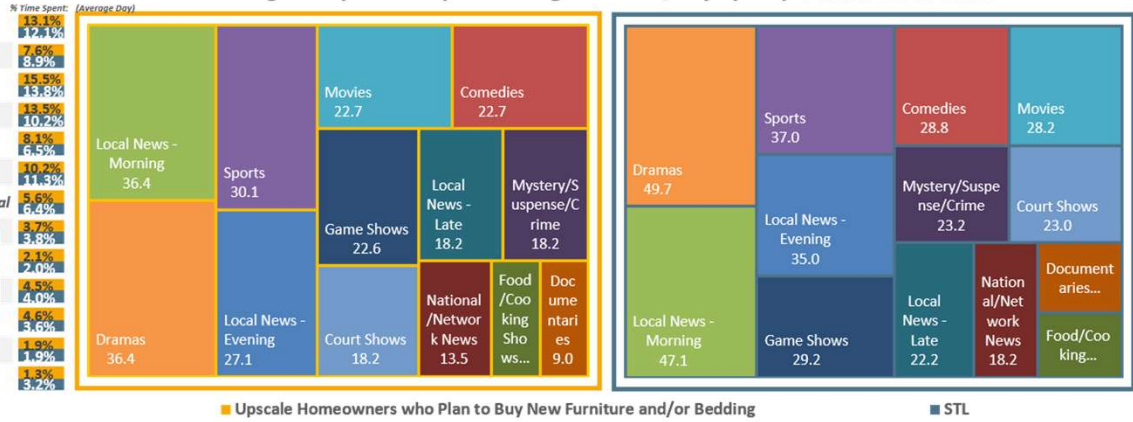


70,783 or 88.1% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Movies, Comedies, and Dramas.

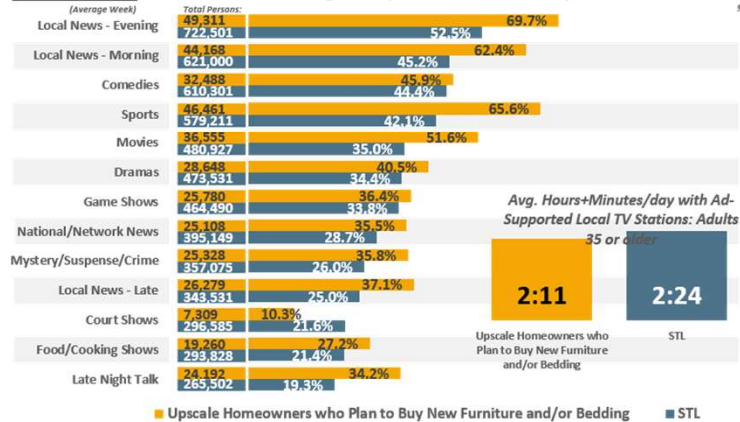
Local TV Station Programs (Persons & % Reach): Adults 35 or older



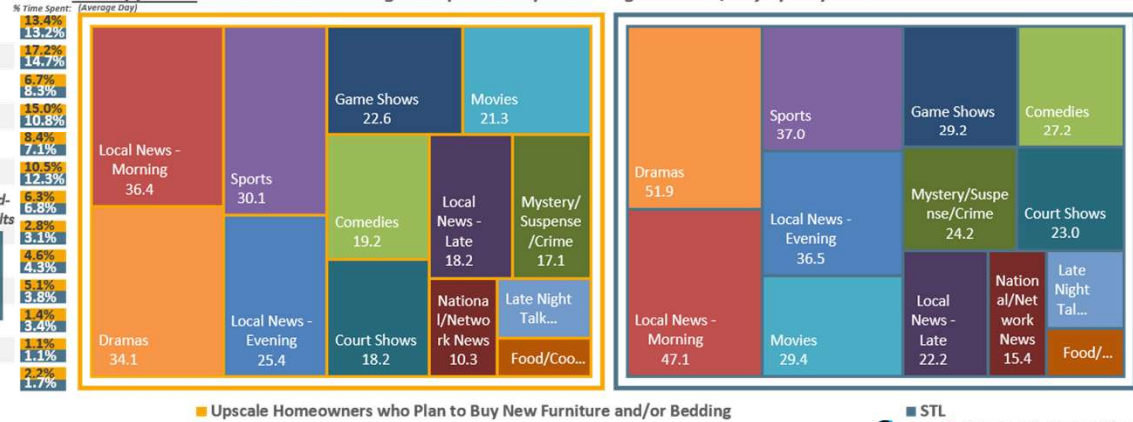
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 80
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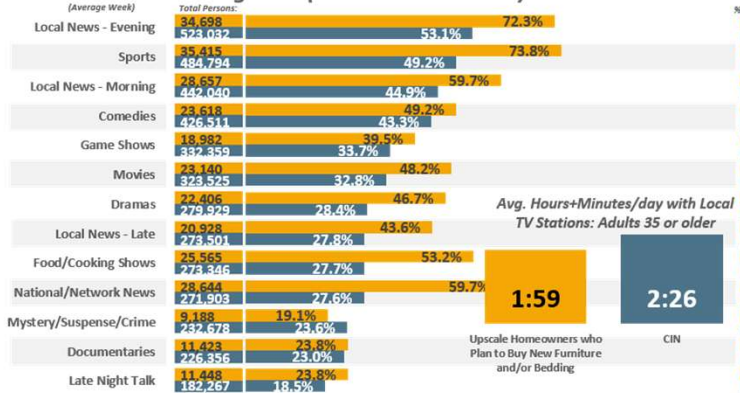
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(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) 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)))

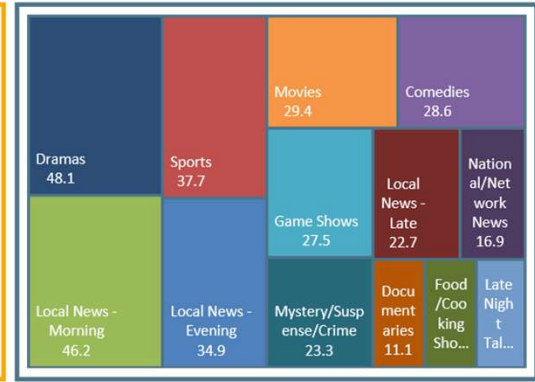
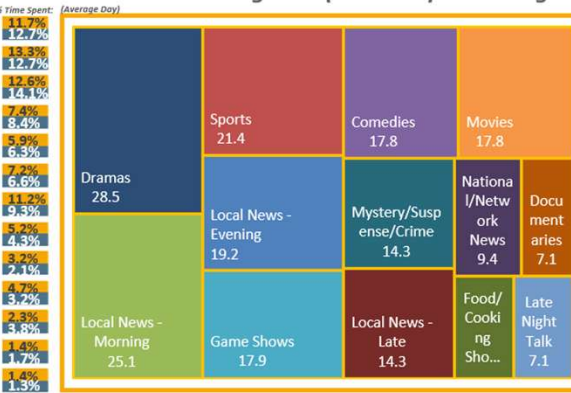


47,915 or 72.9% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, National/Network News, Movies, and Comed

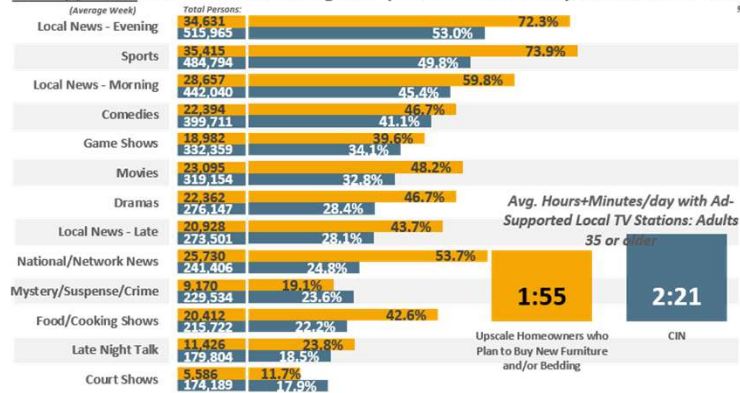
Local TV Station Programs (Persons & % Reach): Adults 35 or older



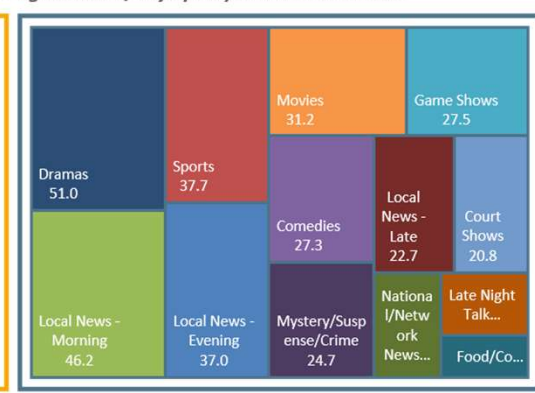
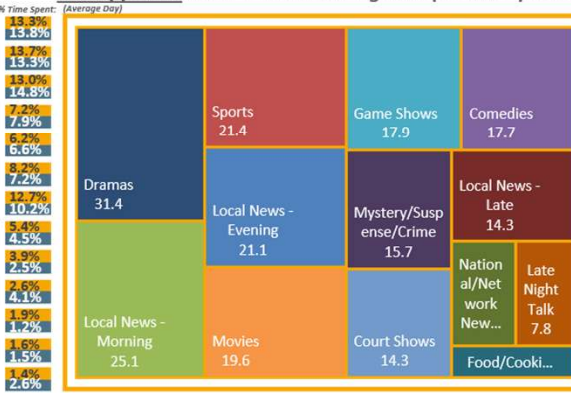
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



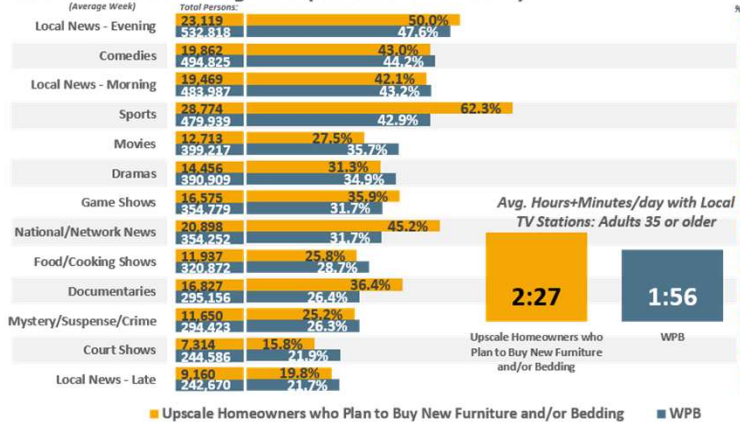
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



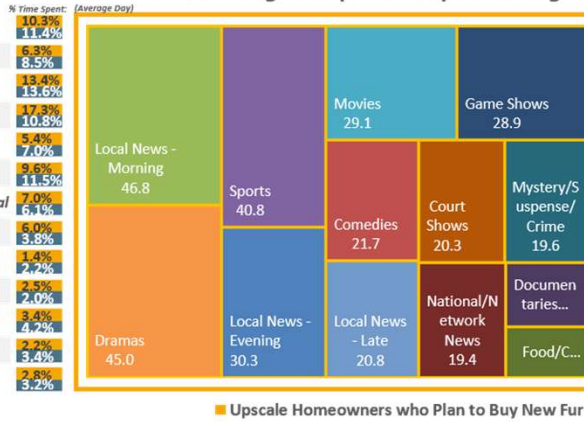


44,725 or 79.9% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, National/Network News, and Gam

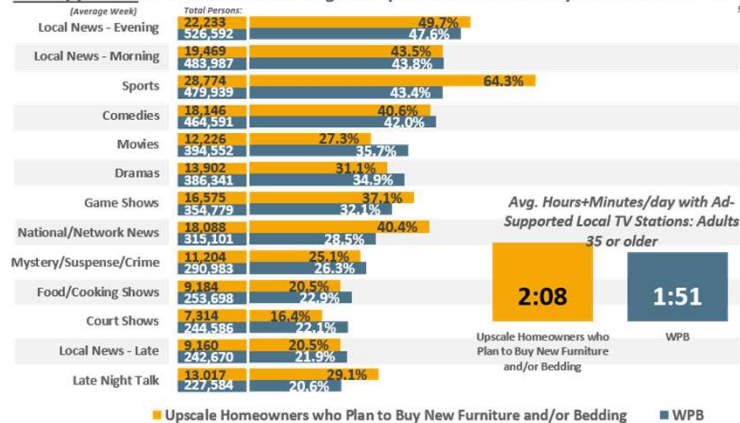
Local TV Station Programs (Persons & % Reach): Adults 35 or older



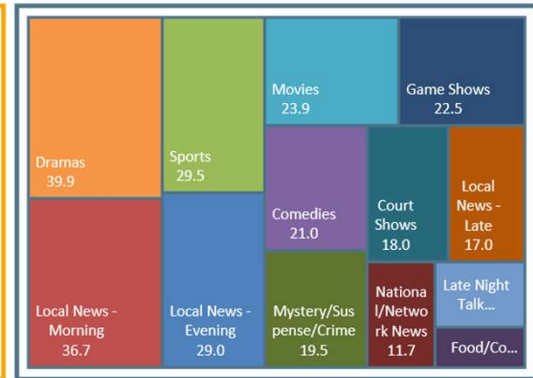
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

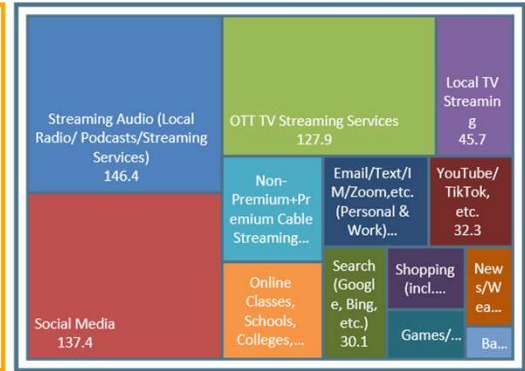


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

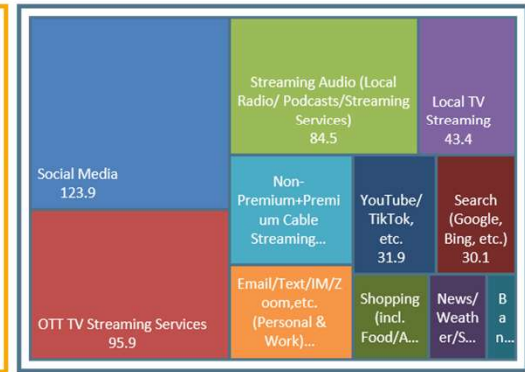




Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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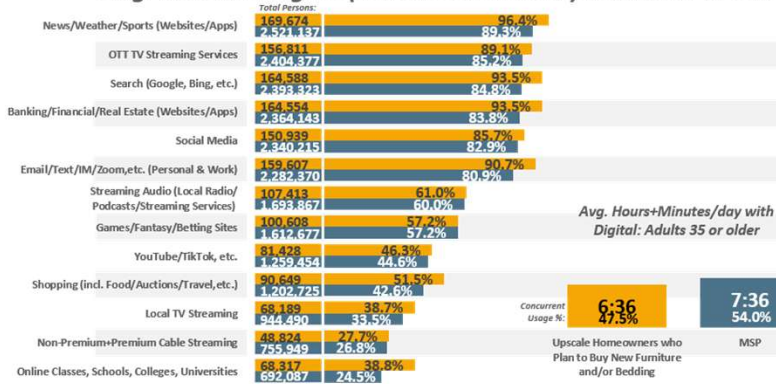
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services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



147,318 or 83.7% 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 96.1 minutes every day representing 20.1% 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

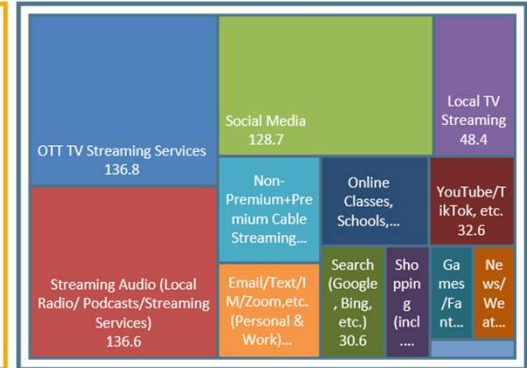
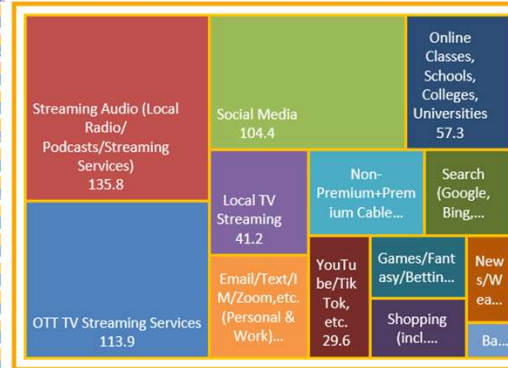


Avg. Hours+Minutes/day with Digital: Adults 35 or older

Concurrent Usage %: 6:36 47.5%

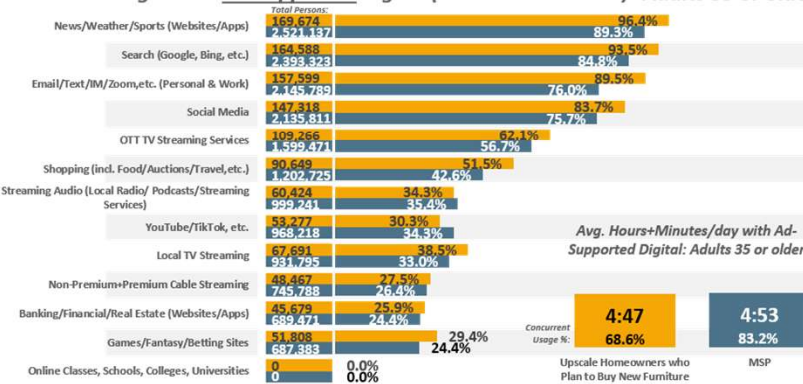
Upscale Homeowners who Plan to Buy New Furniture and/or Bedding

MSP 7:36 54.0%



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

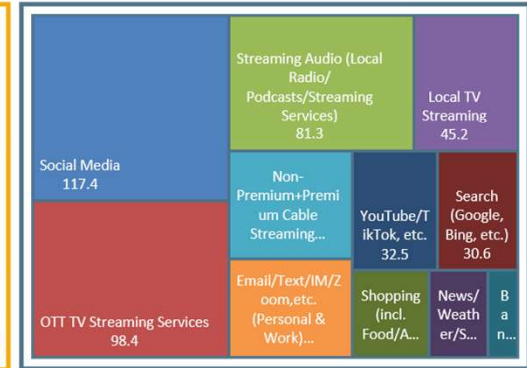


Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 35 or older

Concurrent Usage %: 4:47 68.6%

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

MSP 4:53 83.2%



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 110
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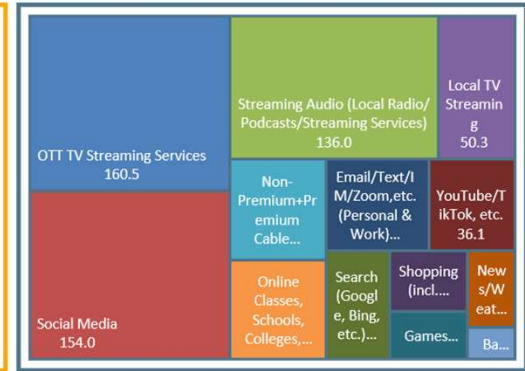
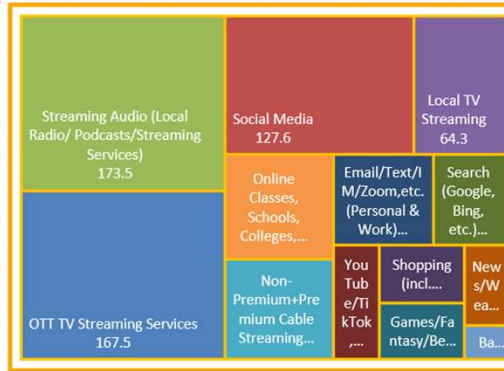
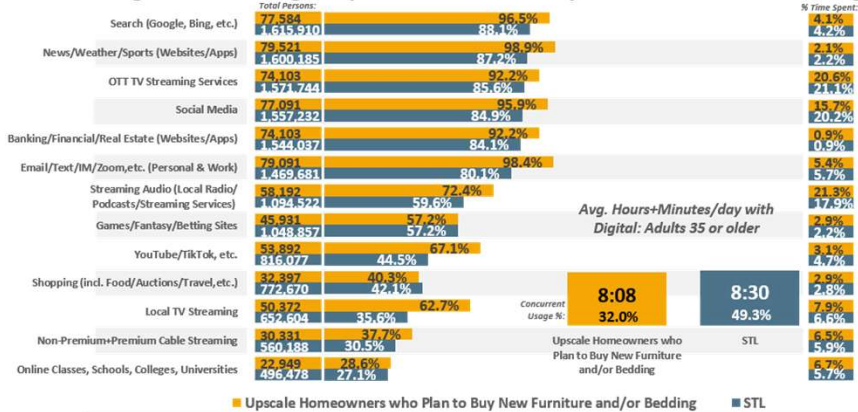
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



68,596 or 85.4% 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 117.4 minutes every day representing 20.1% of all time spent daily with Ad-Supported Digital Media.

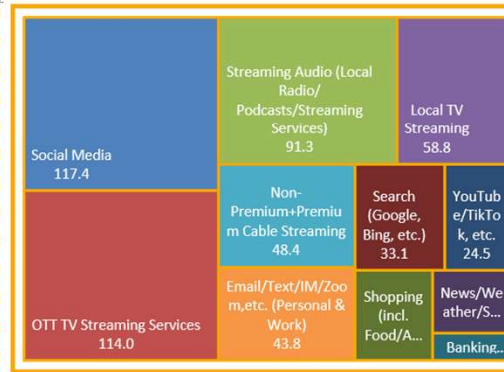
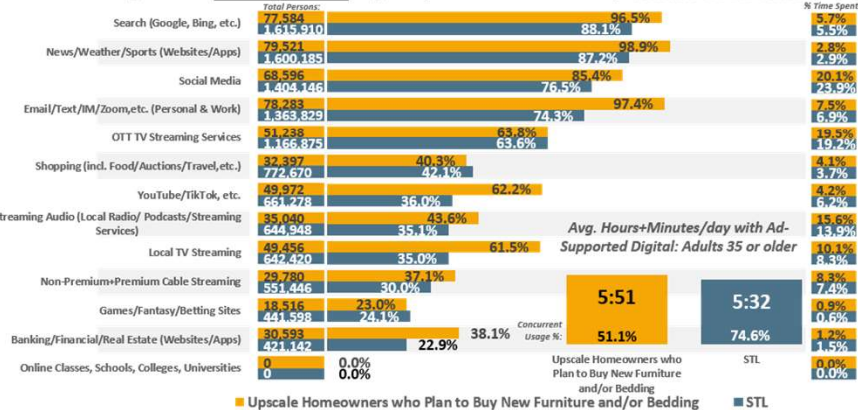
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 80
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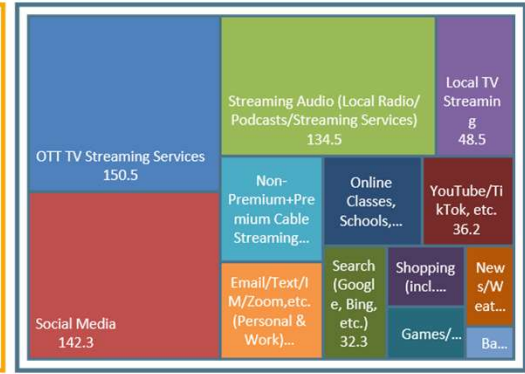
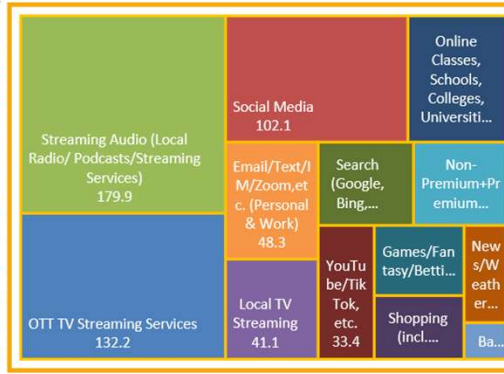
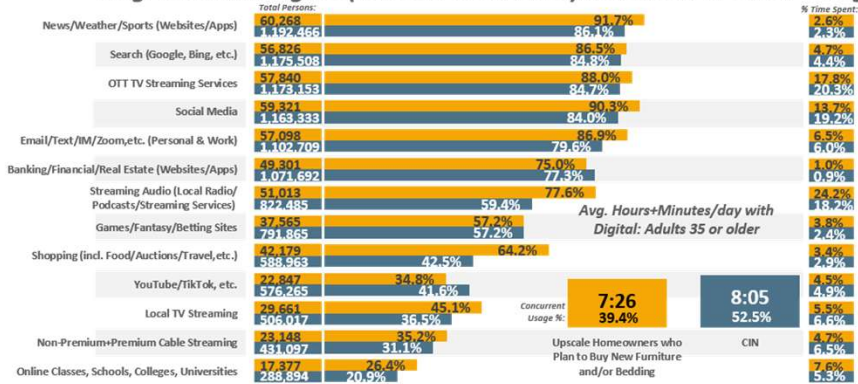
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))



58,806 or 89.5% 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 94. minutes every day representing 18.8% of all time spent daily with Ad-Supported Digital Media.

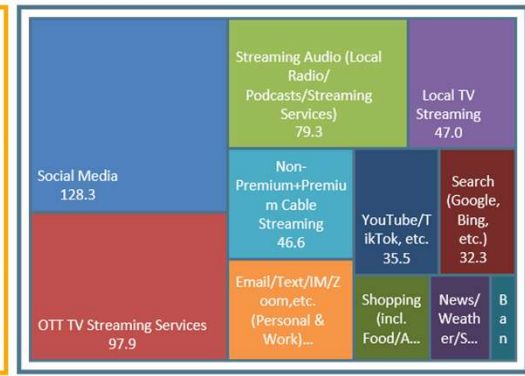
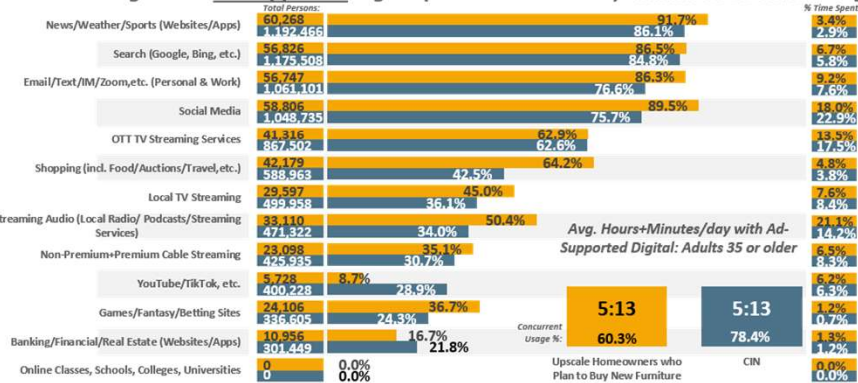
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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

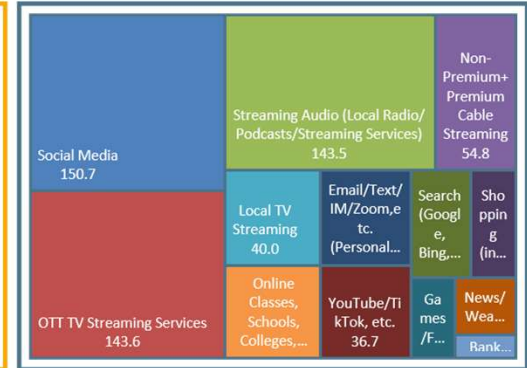
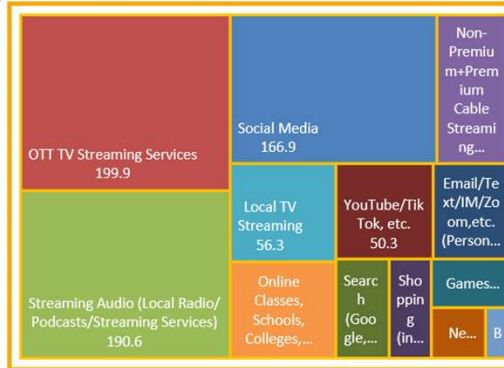
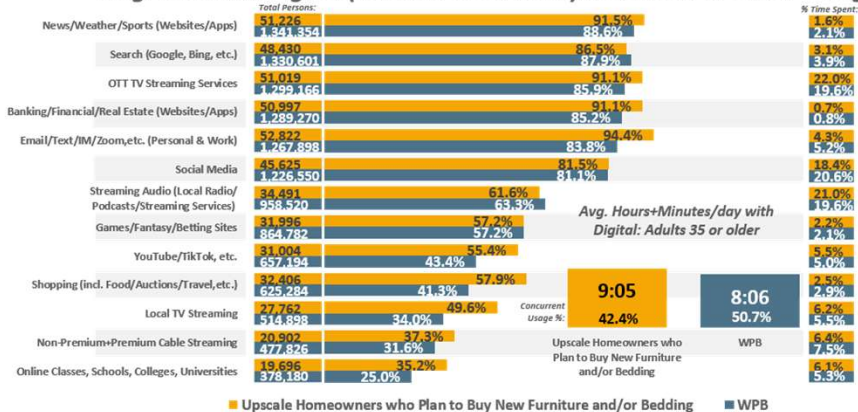




37,591 or 67.1% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding use Ad-Supported Social Media for an average of 153.6 minutes every day representing 22.2% of all time spent daily with Ad-Supported Digital Media.

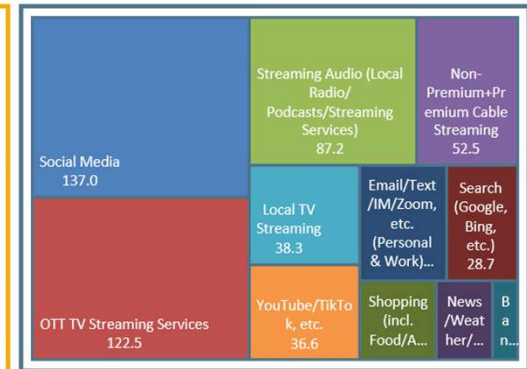
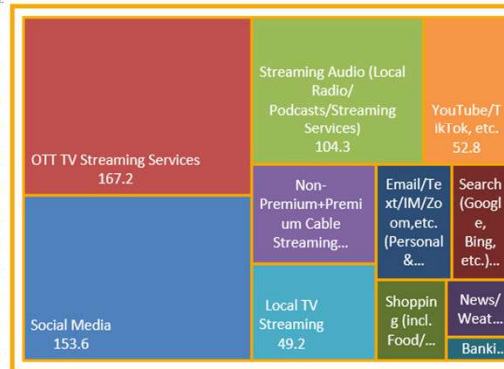
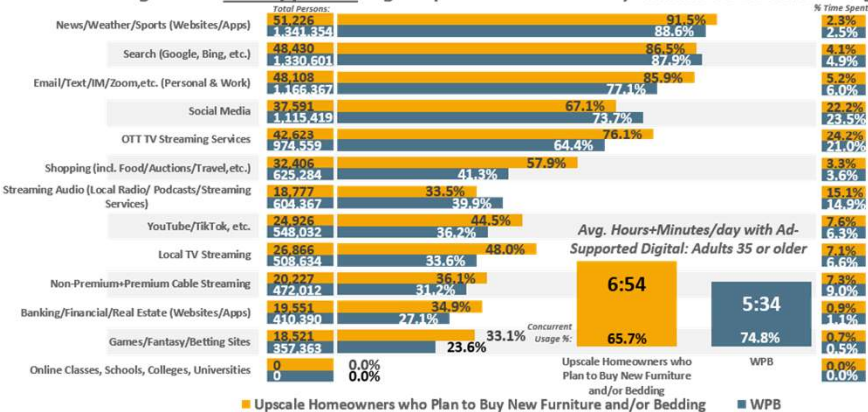
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



Avg. 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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 103
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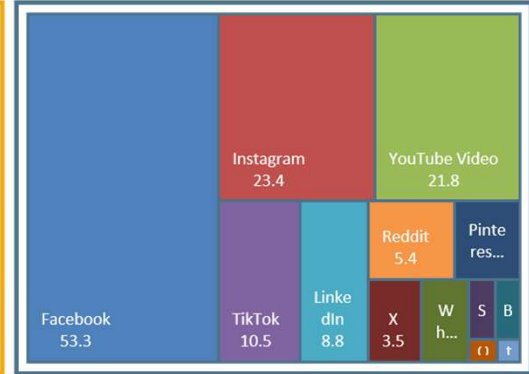
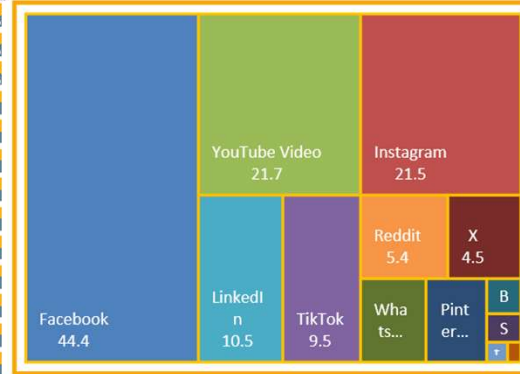
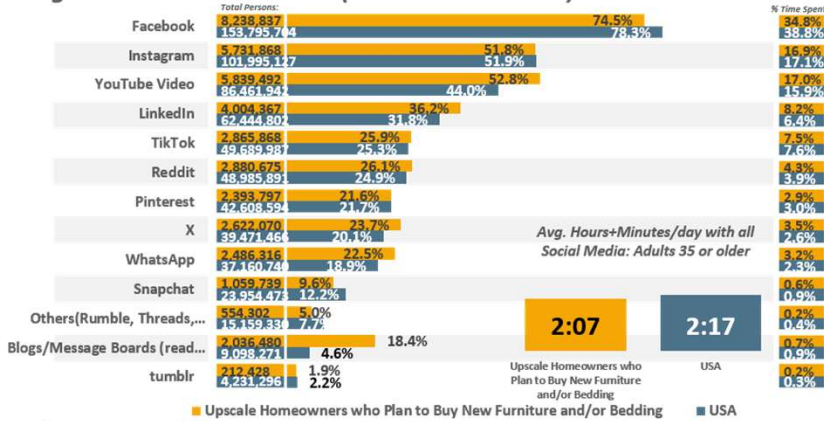
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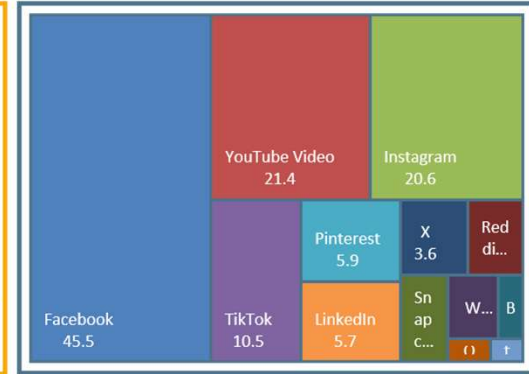
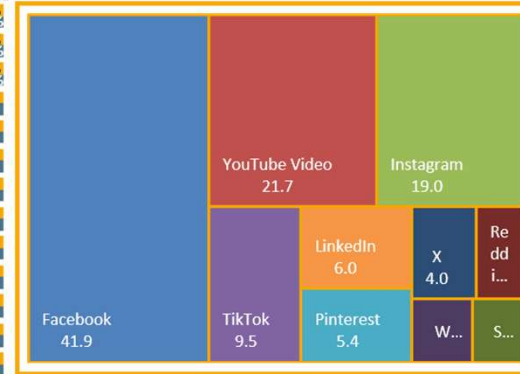
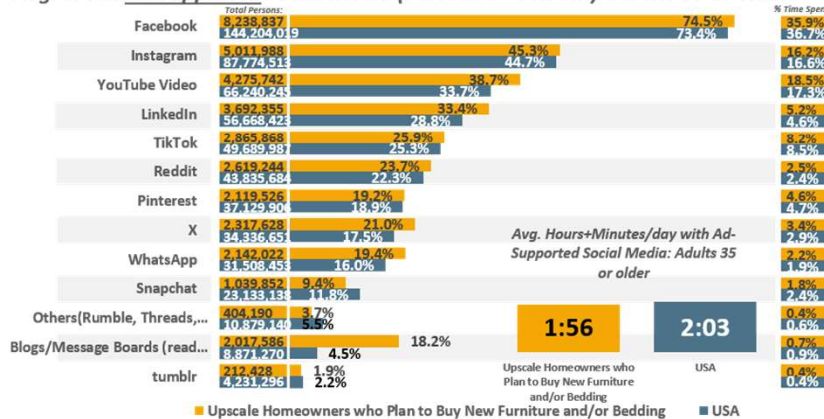


8,238,837 or 74.5% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding use Ad-Supported Facebook for an average of 41.9 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

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
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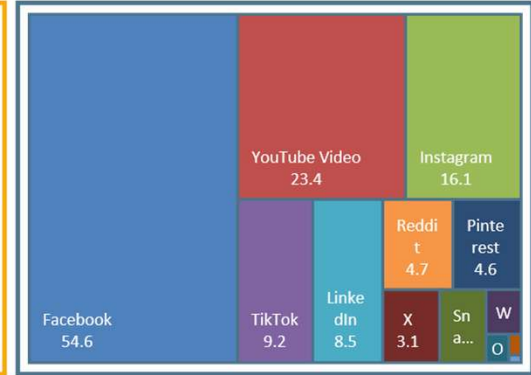
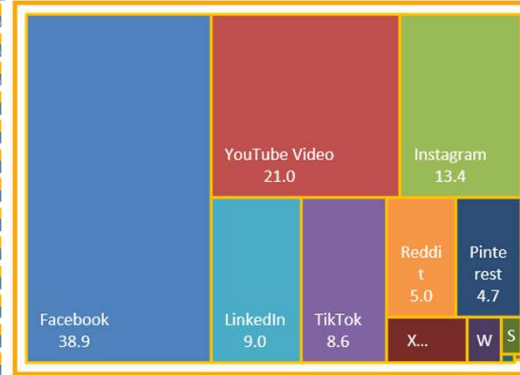
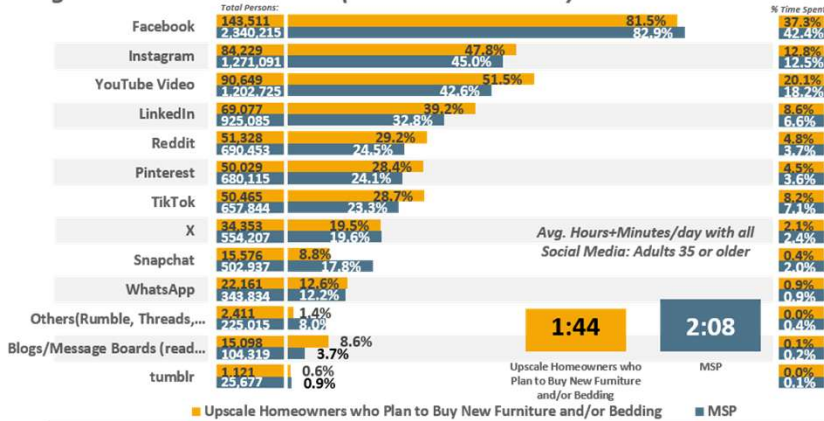
soefa.ai Share of Everything for Anything

(((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)))

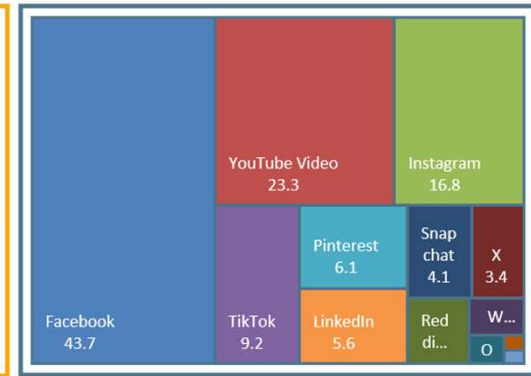
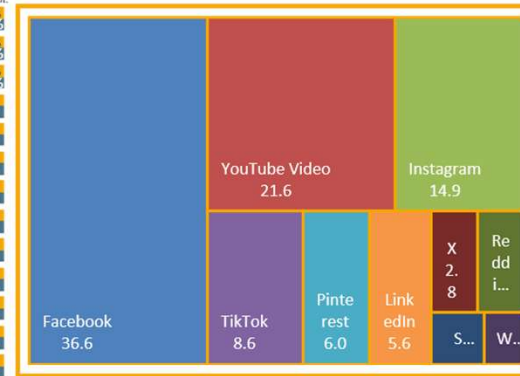
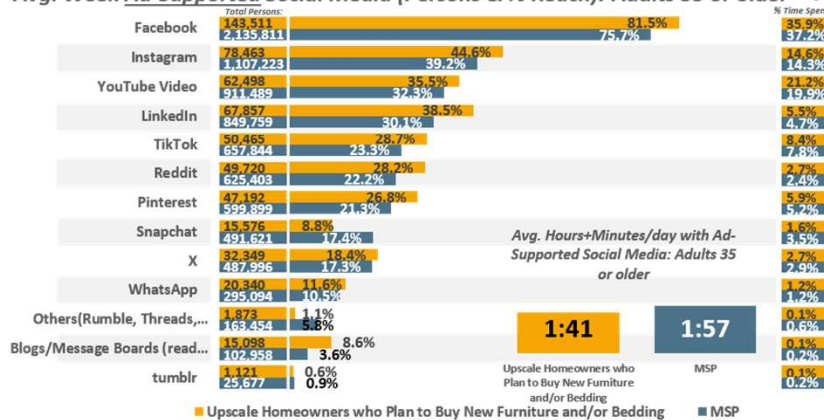


143,511 or 81.5% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding use Ad-Supported Facebook for an average of 36.6 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

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**





Platform	Total Persons:	% Time Spent	% of Total Time Spent
Facebook	72,275 1,516,105	89.9%	34.5%
Instagram	52,993 916,595	49.9%	18.5%
YouTube Video	39,397 772,570	40.3%	15.8%
LinkedIn	39,040 596,351	47.4%	10.1%
TikTok	11,829 505,887	37.5%	6.5%
Reddit	27,189 471,019	14.7%	3.8%
Pinterest	14,451 215,724	27.5%	8.3%
X	35,065 384,088	33.8%	4.9%
Snapchat	10,524 249,613	25.7%	4.1%
WhatsApp	13,708 209,123	18.0%	1.4%
Others (Rumble, Threads, etc.)	4,893 140,515	22.6%	3.4%
Blogs/Message Boards (read-only)	28,360 77,829	20.9%	2.7%
tumblr	544 26,911	13.1%	0.7%
		13.6%	1.1%
		17.1%	1.2%
		11.4%	0.8%
		6.1%	0.2%
		6.4%	0.5%
		2.0%	0.2%
		1.5%	0.1%

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

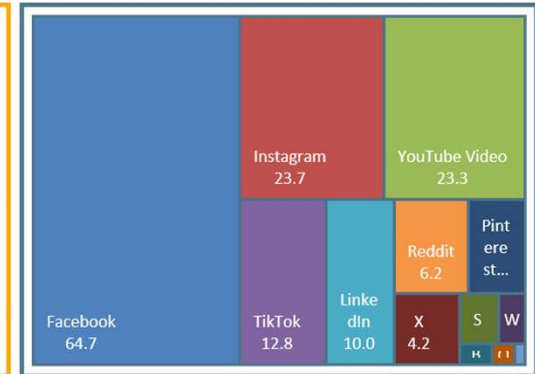
2:07

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

2:34

STL

Avg. Hours+Minutes/day with all Social Media: Adults 35 or older

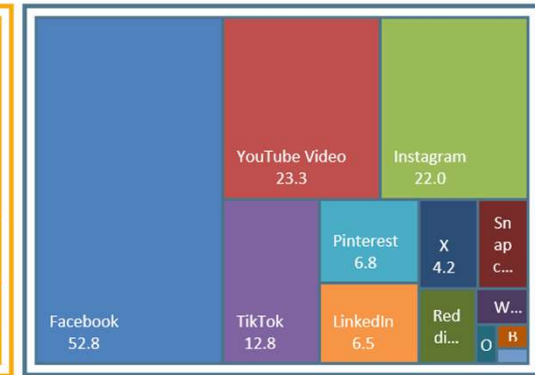


Platform	Total Persons	Upscale Homeowners who Plan to Buy New Furniture and/or Bedding (%)	Upscale Homeowners who Plan to Buy New Furniture and/or Bedding (Count)	STL (%)	STL (Count)
Facebook	68,596	85.4%	58,596	76.5%	44,146
Instagram	45,005	56.0%	25,203	43.0%	19,802
YouTube Video	28,477	35.7%	10,166	35.4%	9,721
LinkedIn	34,954	43.5%	15,203	29.5%	541,222
TikTok	11,829	27.5%	3,255	14.7%	504,887
Reddit	24,011	29.9%	7,181	23.0%	421,518
Pinterest	12,227	15.5%	1,905	9.7%	335,453
X	39,094	37.4%	14,621	18.2%	334,139
Snapchat	10,039	12.5%	1,255	13.1%	241,066
WhatsApp	11,470	14.3%	1,651	9.7%	177,323
Others[Rumble, Threads,...]	3,465	4.3%	149	4.7%	36,492
Blogs/Message Boards (read...)	27,289	34.0%	9,299	4.1%	76,143
tumblr	1,644	2.0%	33	1.5%	26,911

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

1:53 (Upscale Homeowners who Plan to Buy New Furniture and/or Bedding)

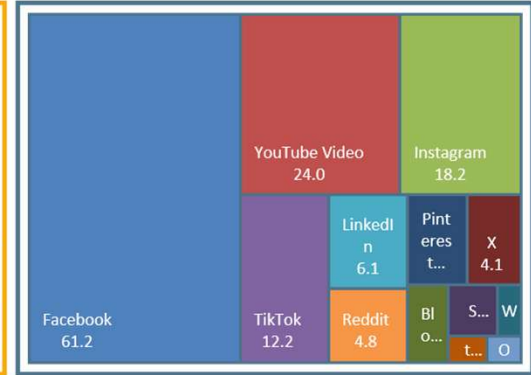
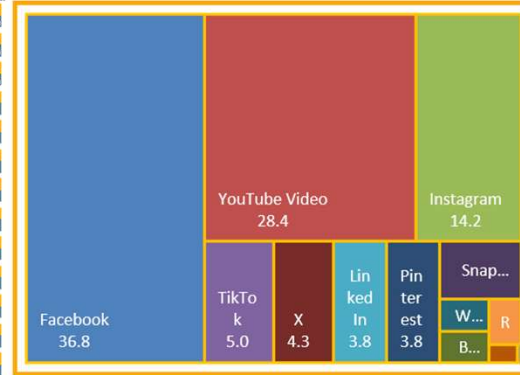
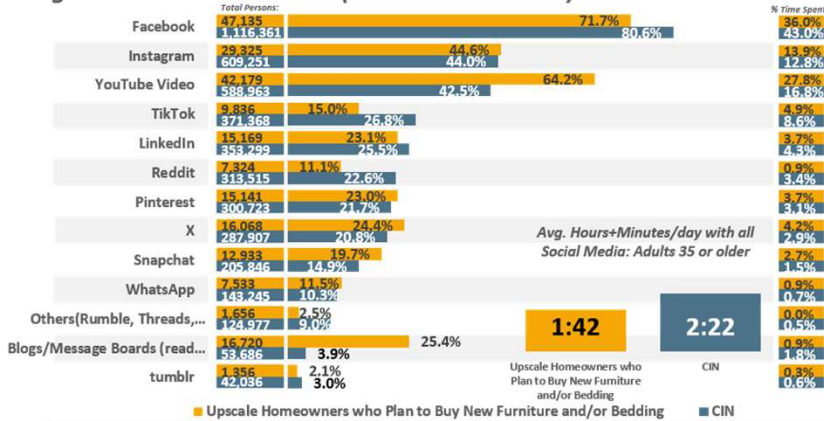
2:18 (STL)



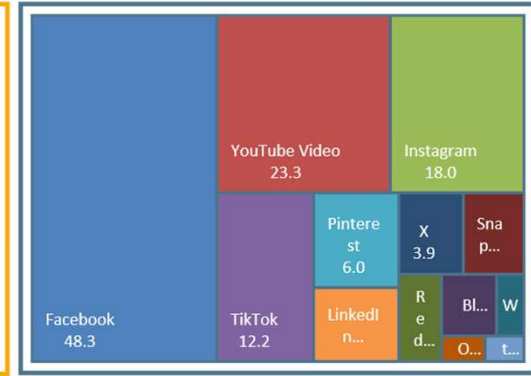
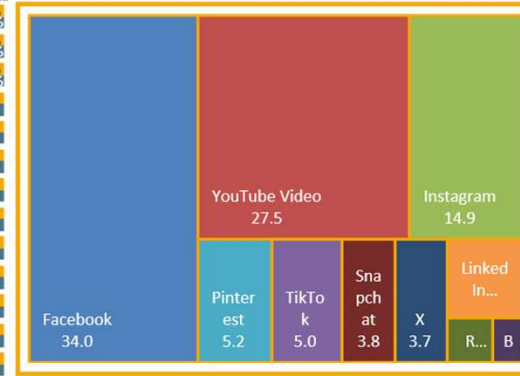
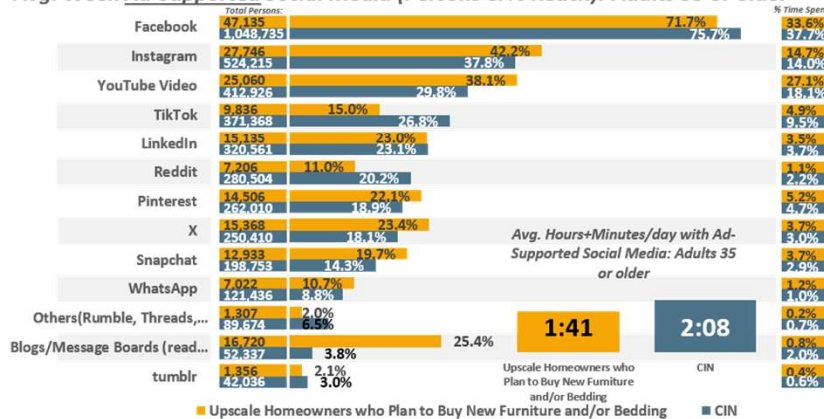


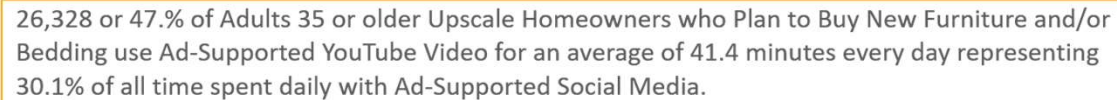
47,135 or 71.7% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding use Ad-Supported Facebook for an average of 34. minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

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**





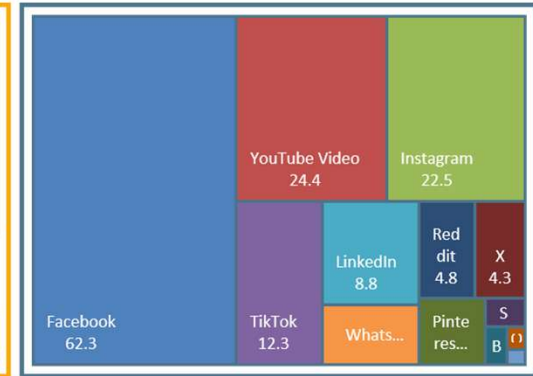
Social Media Platform	Upscale Homeowners who Plan to Buy New Furniture and/or Bedding (%)	WPB (%)
Facebook	81.5%	31.1%
Instagram	64.9%	14.5%
YouTube Video	57.9%	23.3%
LinkedIn	35.7%	6.0%
TikTok	26.5%	8.1%
WhatsApp	35.4%	5.9%
Reddit	22.4%	2.4%
X	21.1%	1.7%
Pinterest	21.6%	2.2%
Snapchat	20.1%	2.6%
Others (Rumble, Threads, etc.)	13.4%	0.8%
Blogs/Message Boards (readme.com, etc.)	4.5%	0.1%
tumblr	0.8%	0.4%
	1.6%	0.2%

Avg. Hours+Minutes/day with all Social Media: Adults 35 or older

2:46 (Upscale Homeowners who Plan to Buy New Furniture and/or Bedding)

2:30 (WPB)

Legend:
■ Upscale Homeowners who Plan to Buy New Furniture and/or Bedding
■ WPB



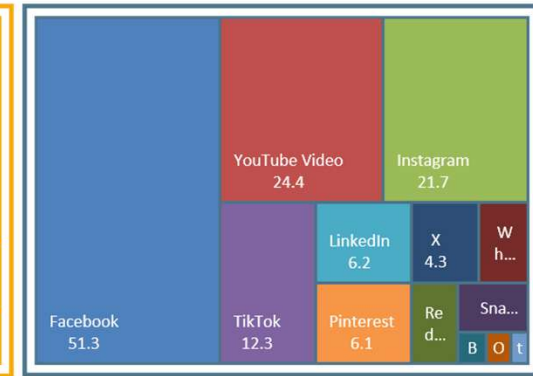
Platform	Total Persons	Upscale Homeowners who Plan to Buy New Furniture and/or Bedding (%)	Upscale Homeowners who Plan to Buy New Furniture and/or Bedding (%)
Facebook	37,591	67.1%	75.7%
Instagram	25,839	51.1%	42.0%
YouTube Video	535,016	47.0%	34.1%
LinkedIn	25,323	29.6%	27.7%
TikTok	418,695	25.8%	26.5%
Reddit	14,441	18.3%	20.2%
WhatsApp	10,268	19.6%	27.4%
X	305,165	15.1%	18.5%
Pinterest	15,354	17.2%	17.6%
Snapchat	6,439	11.8%	9.9%
Blogs/Message Boards (read...)	9,608	23.6%	4.4%
Others (Rumble, Threads,...)	266,995	3.2%	4.4%
tumblr	6,621	0.8%	1.6%

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

2:17

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

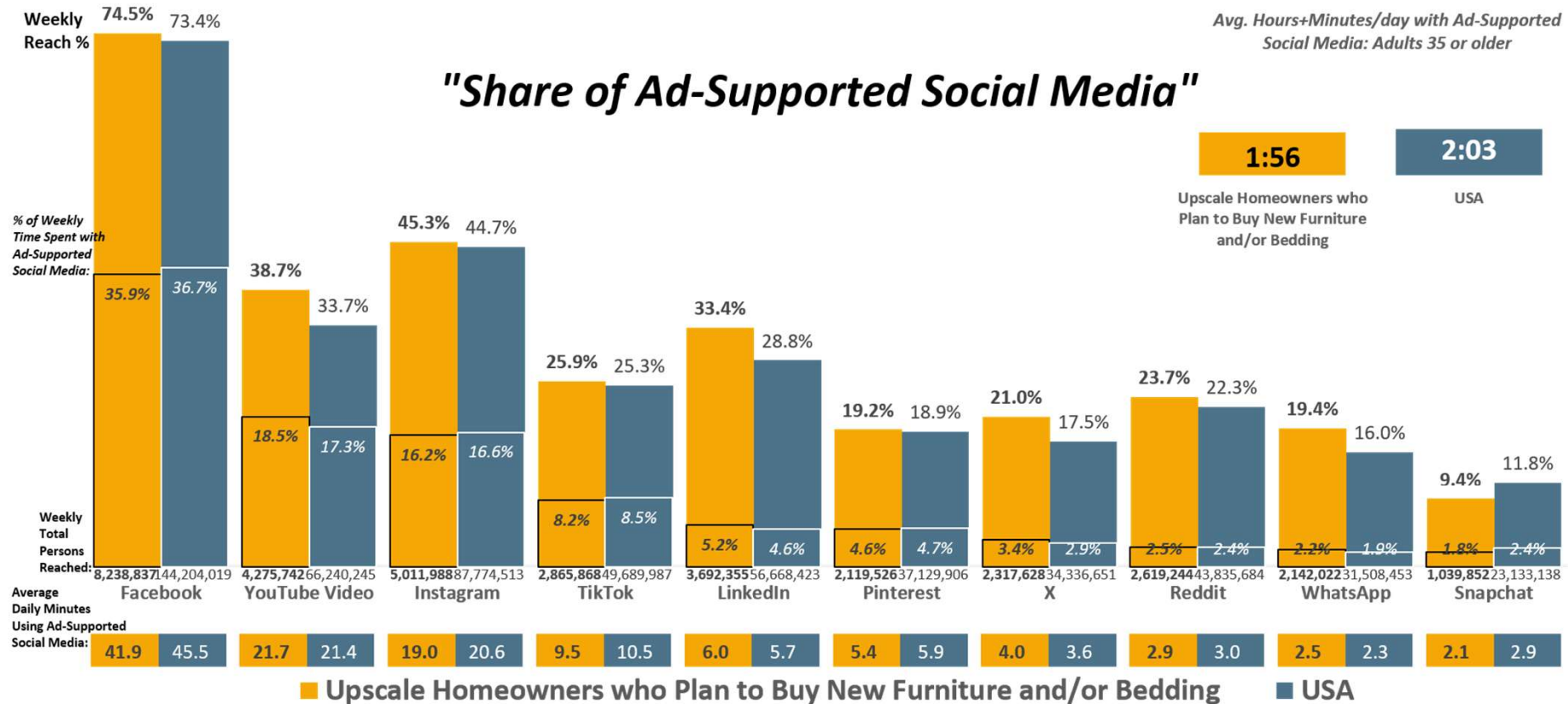
WPB





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

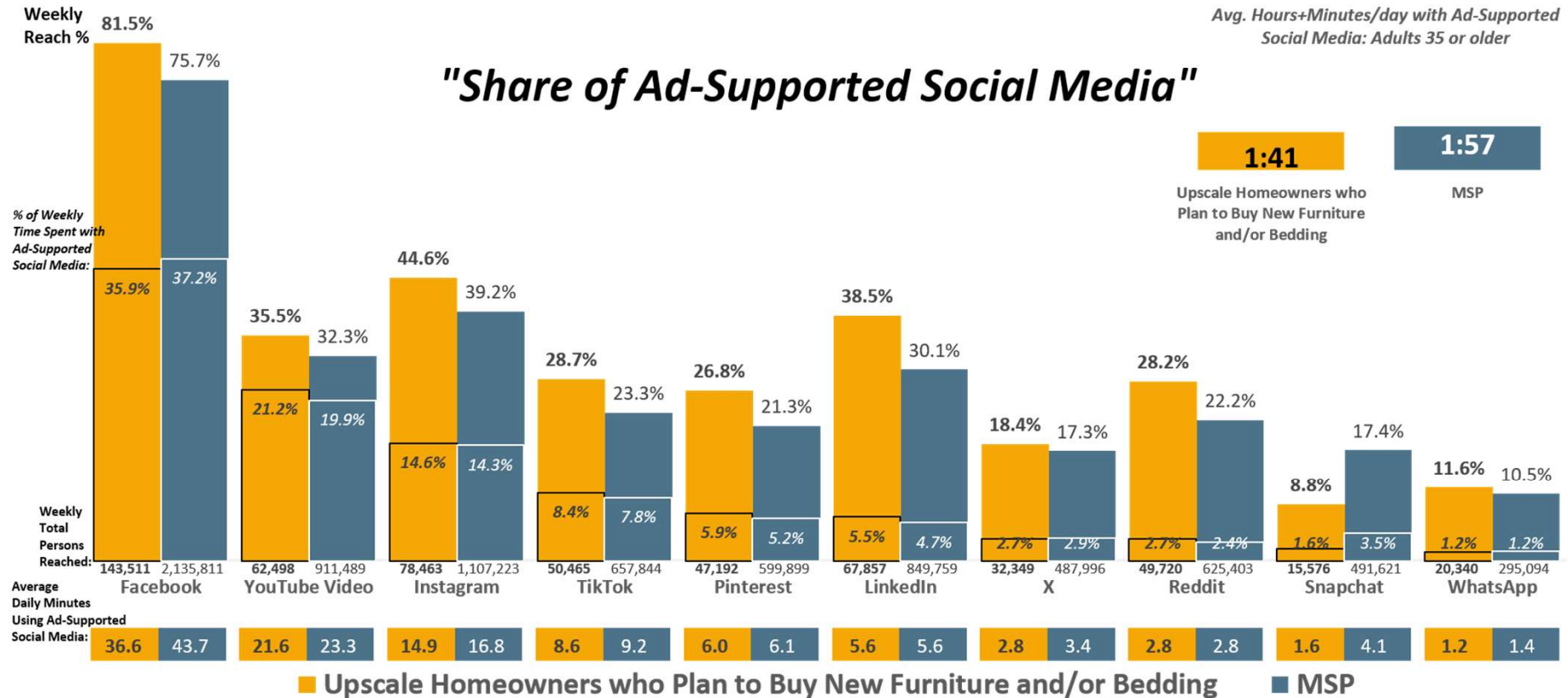
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(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) 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)))



143,511 or 81.5% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding use Ad-Supported Facebook for an average of 36.6 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 110 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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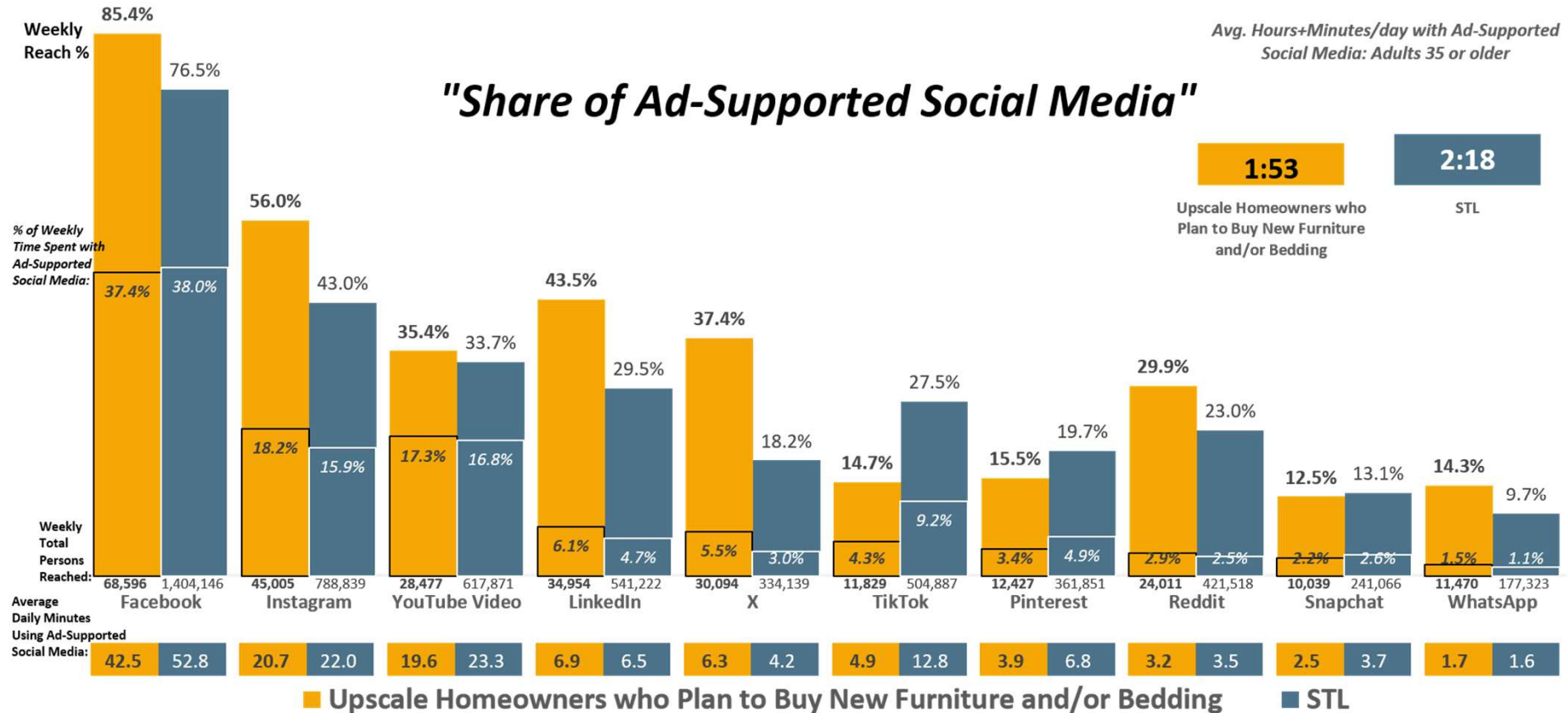
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(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) 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)))



68,596 or 85.4% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding use Ad-Supported Facebook for an average of 42.5 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 80 ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956
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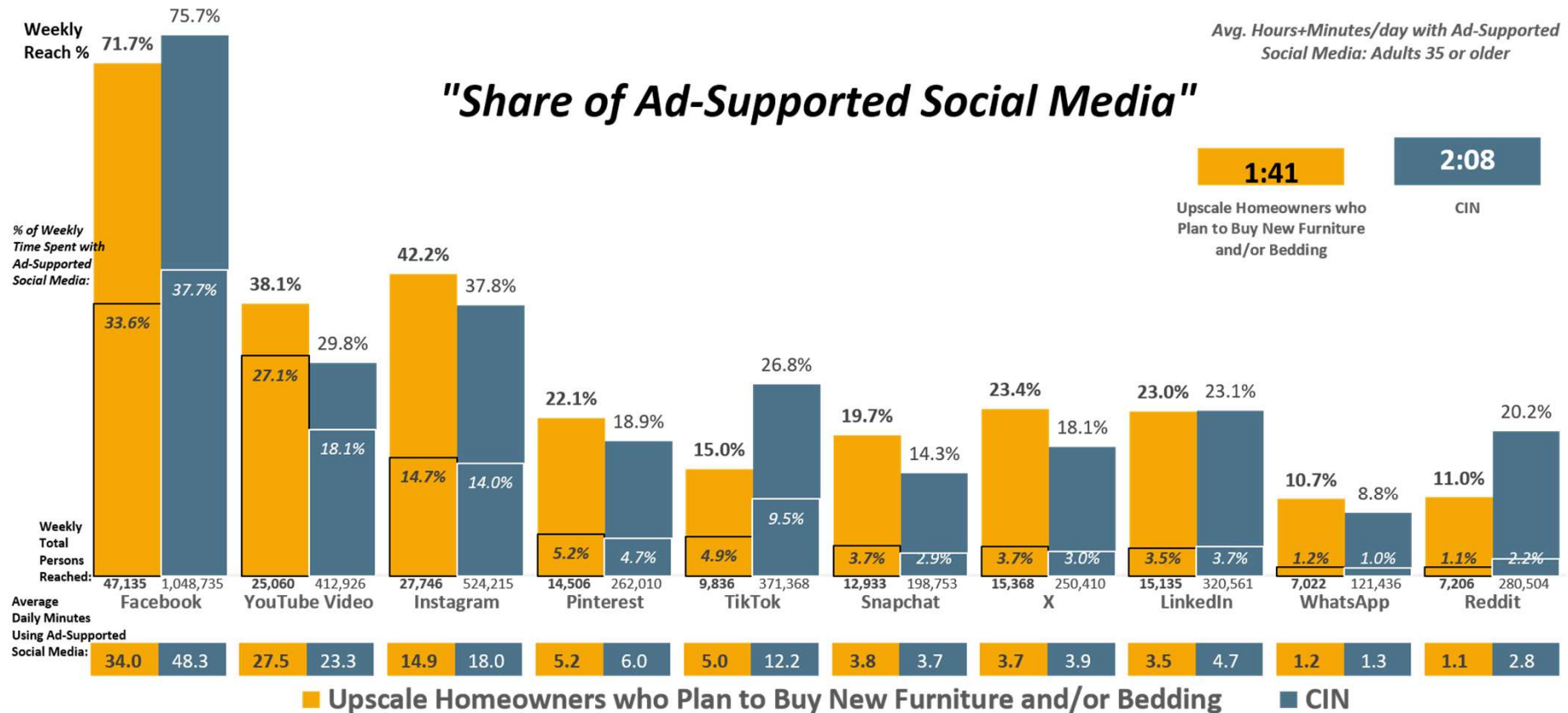
soefa.ai Share of Everything for Anything

(((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)))



47,135 or 71.7% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding use Ad-Supported Facebook for an average of 34. minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88 CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900
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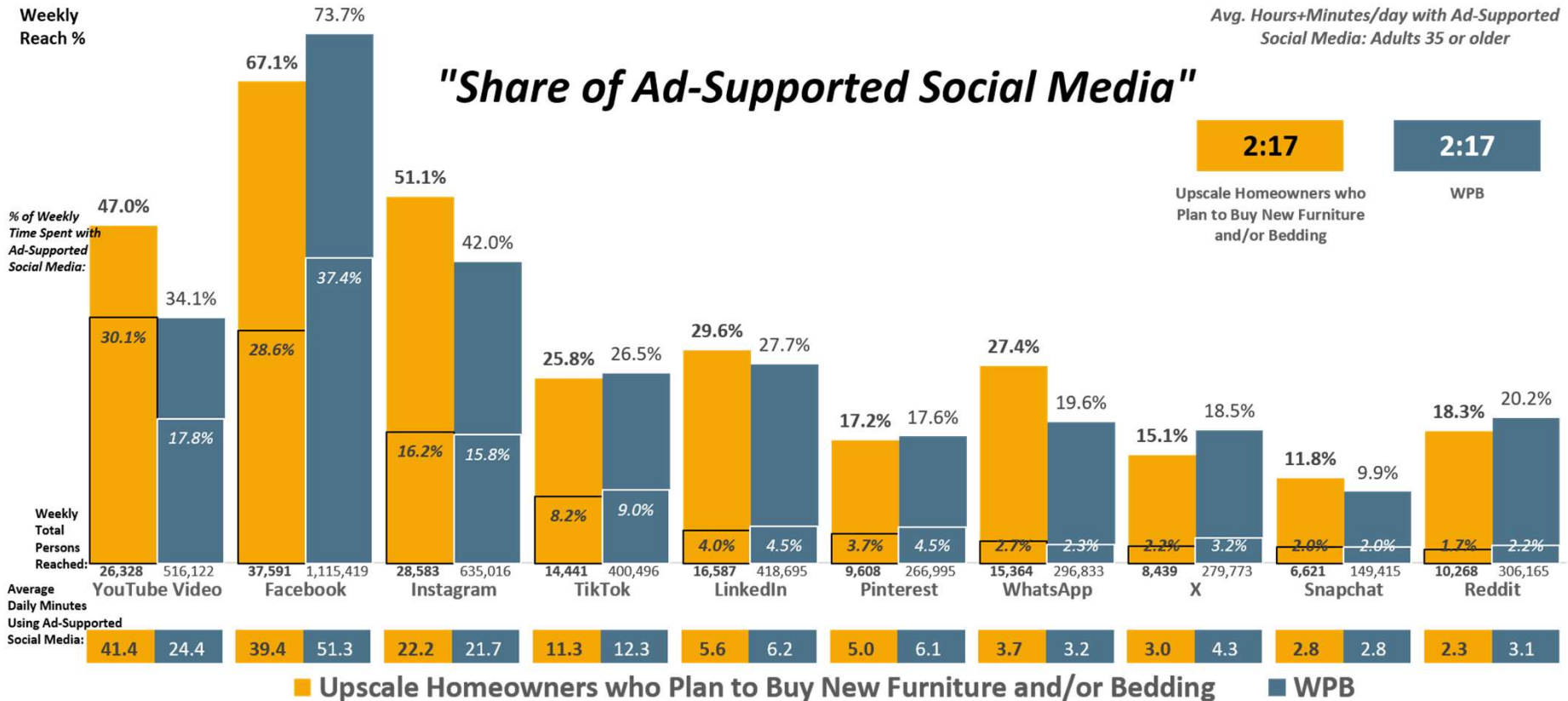
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(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) 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)))



26,328 or 47.% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding use Ad-Supported YouTube Video for an average of 41.4 minutes every day representing 30.1% of all time spent daily with Ad-Supported Social Media.

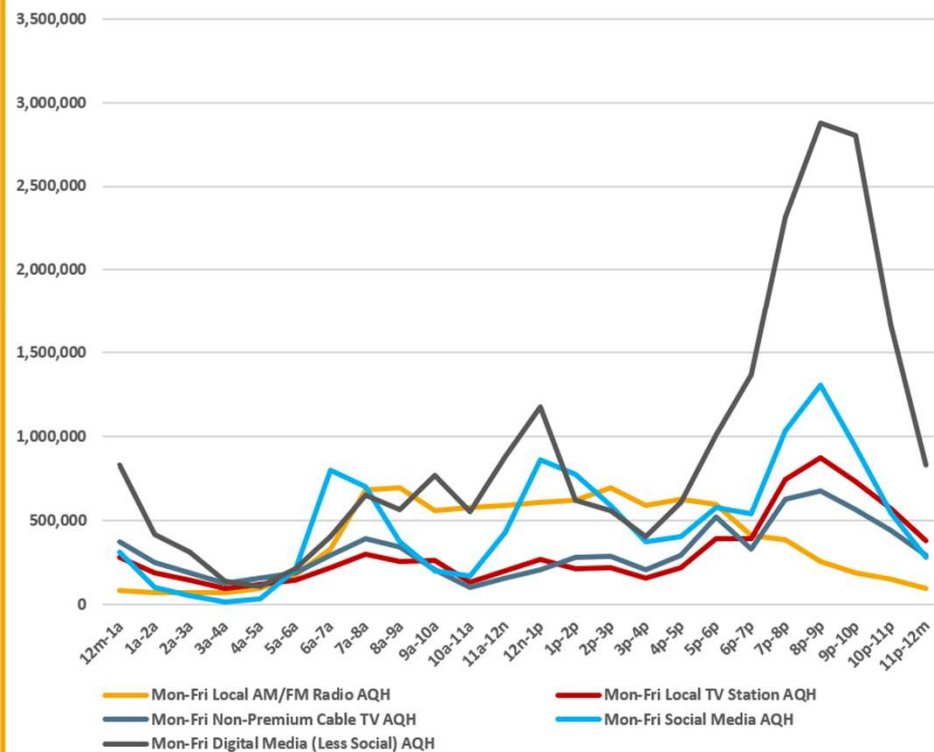
"Share of Ad-Supported Social Media"



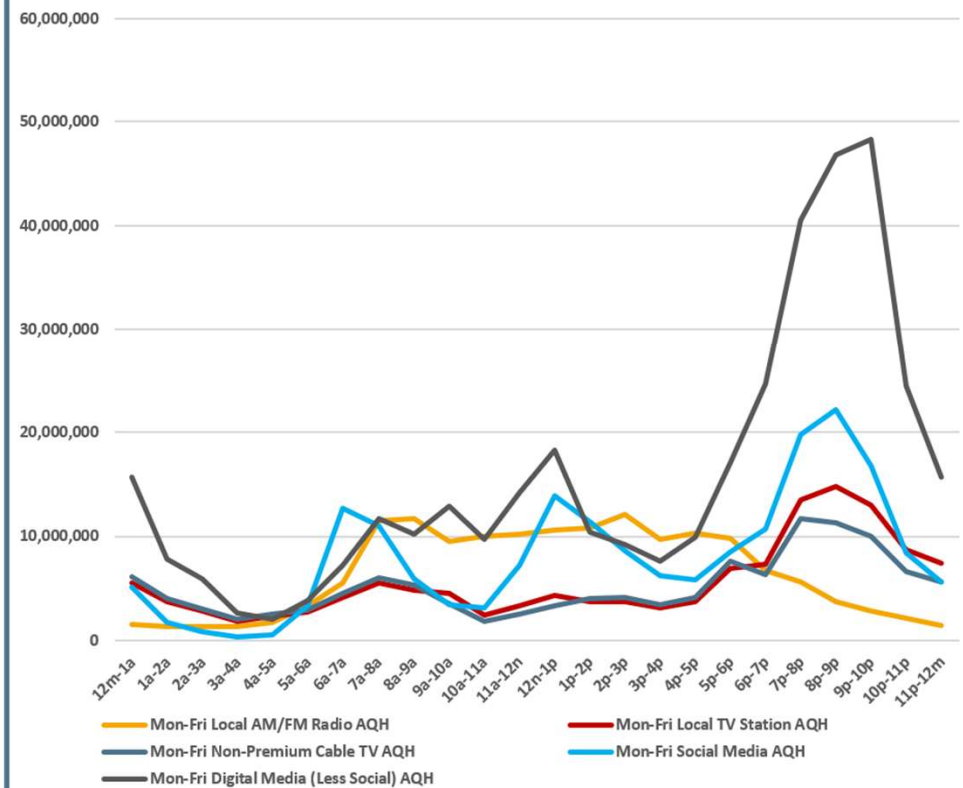


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 735,492;
Local Radio: 582,891; Social Media: 522,172; Non-Prem. Cable: 277,547; Local TV: 248,073
reaching Adults 35 or older Upscale Homeowners who Plan to Buy New Furni

**(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
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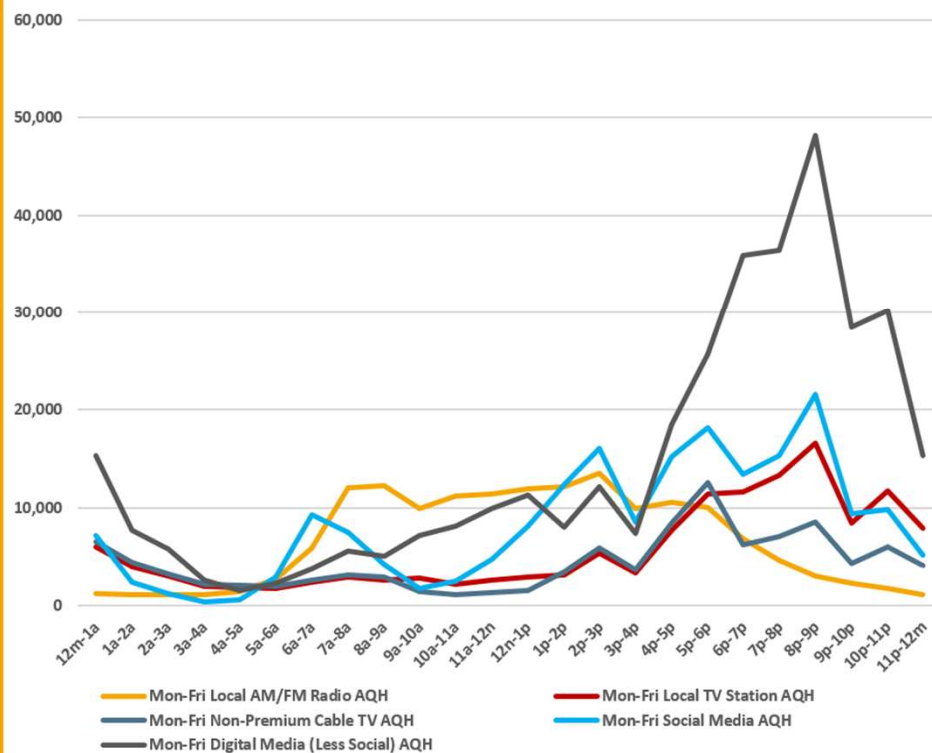
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AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

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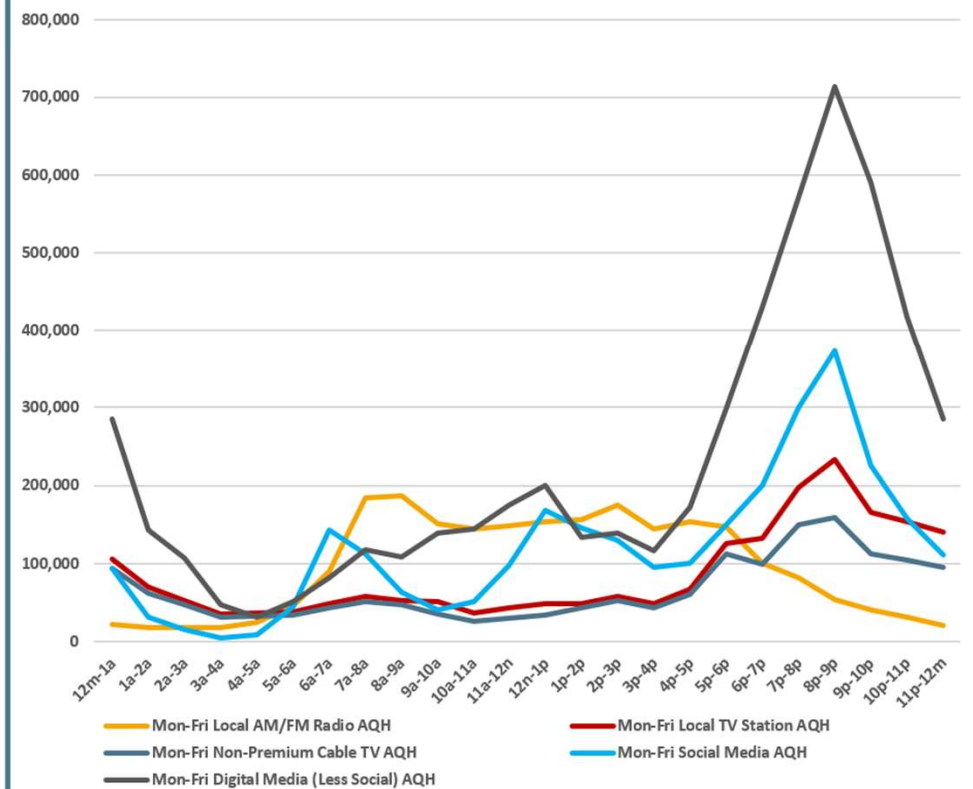


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,179;
Local Radio: 10,571; Social Media: 9,358; Local TV: 4,665; Non-Prem. Cable: 4,153
reaching Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and

(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)
MSP Metro Area Adults 35 or older



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 110
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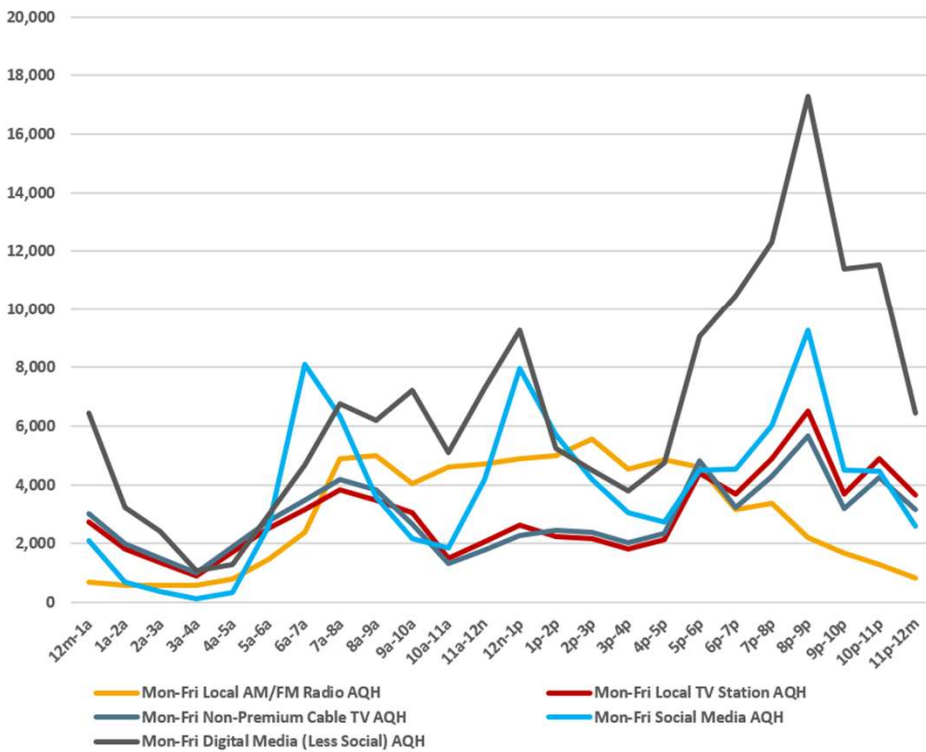
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AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

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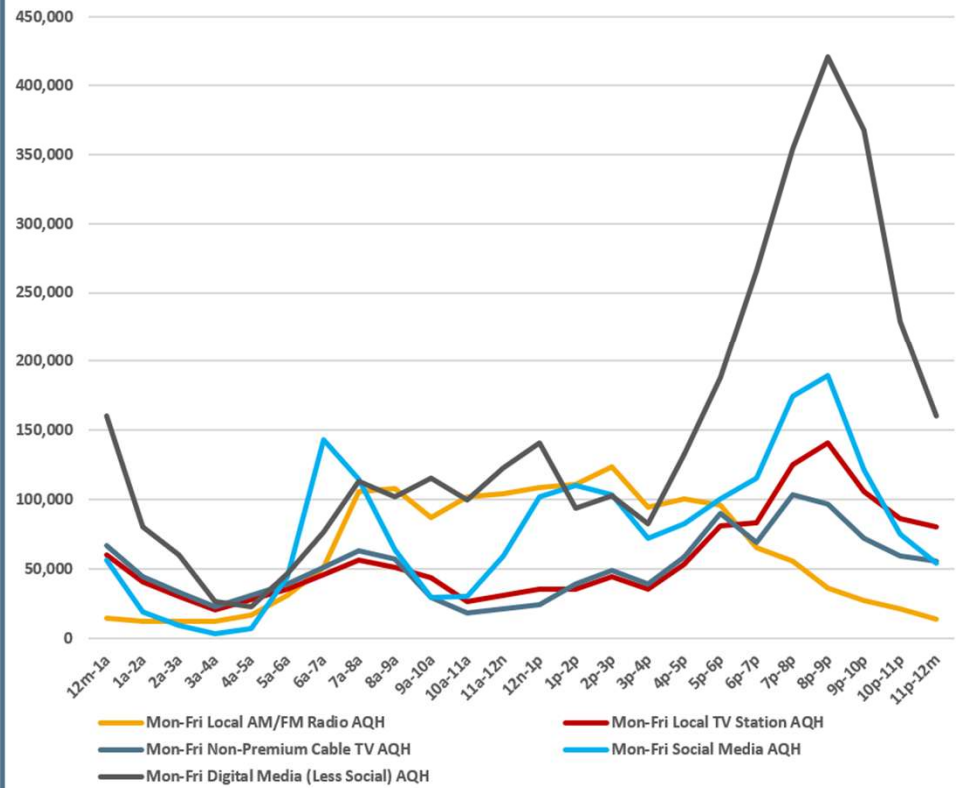


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,485;
Social Media: 4,531; Local Radio: 4,477; Non-Prem. Cable: 2,828; Local TV: 2,779 reaching
Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/o

(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)
STL Metro Area Adults 35 or older



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 80
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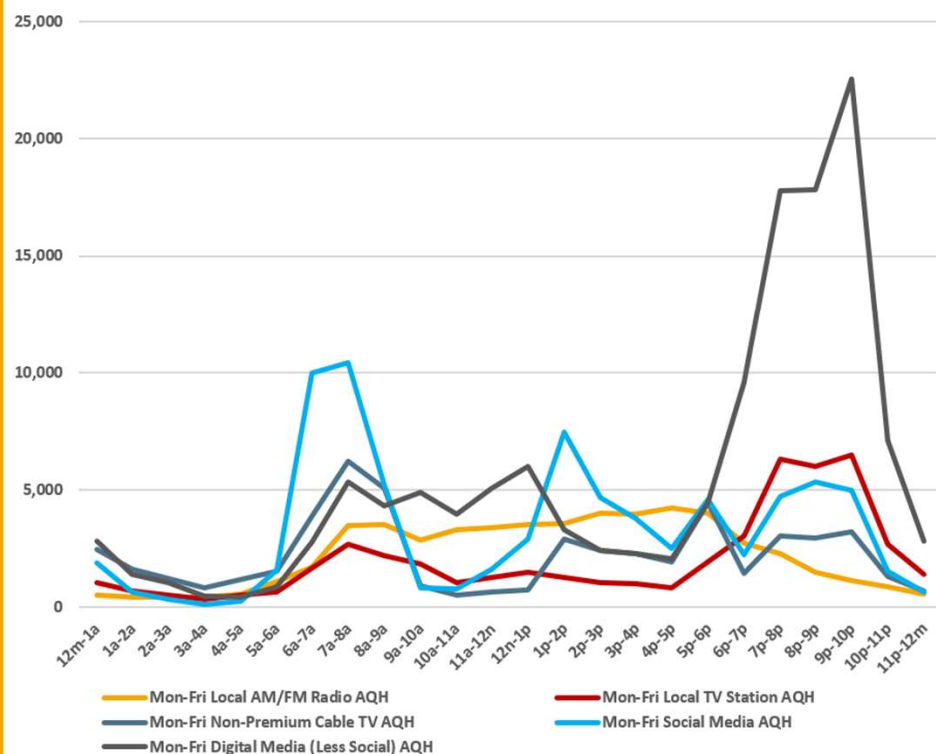
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AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

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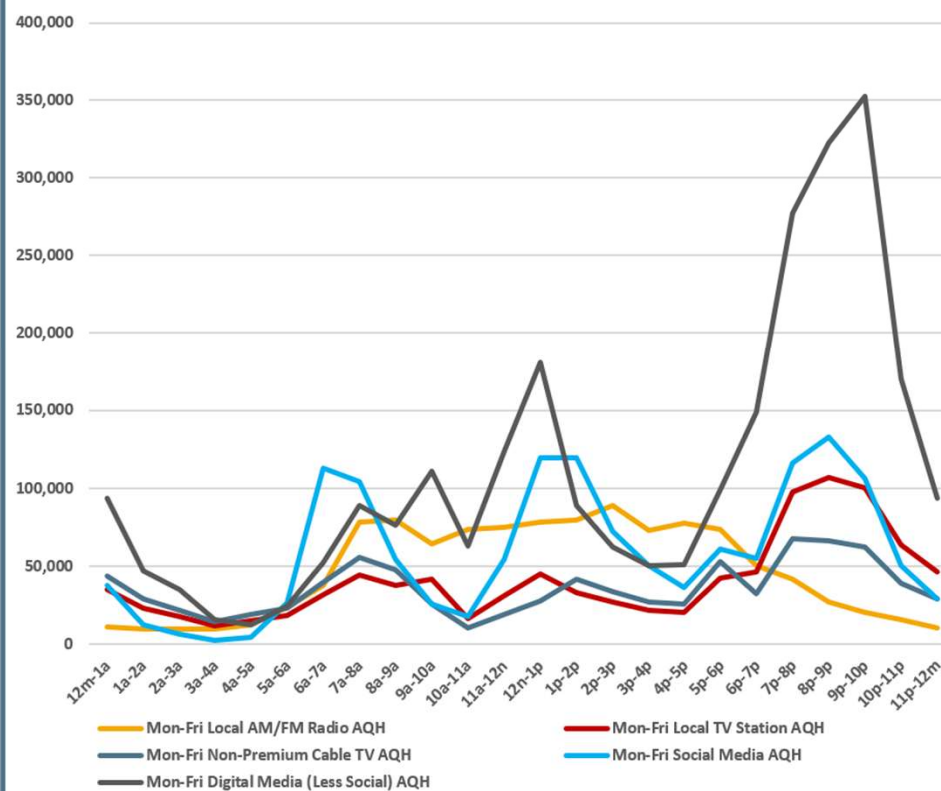


M-F 6a-7p Avg. Available Impressions per 15-min. are... Social Media: 4,376; All Other Digital Media: 4,335; Local Radio: 3,404; Non-Prem. Cable: 2,566; Local TV: 1,632 reaching Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or

**(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)
CIN Metro Area Adults 35 or older**



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88
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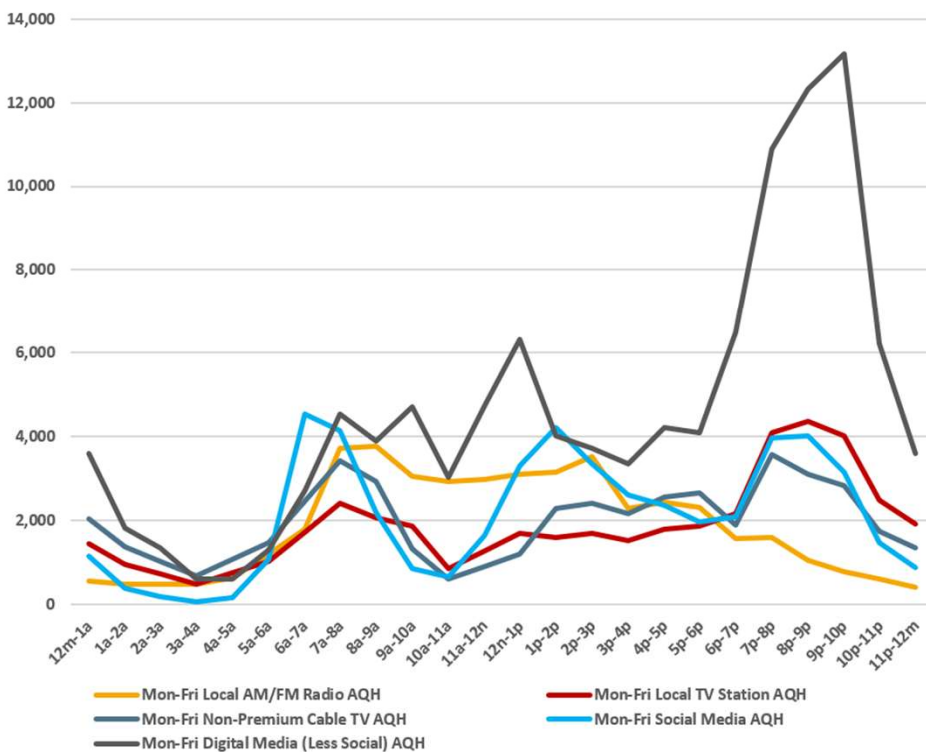
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services HHLD plans to buy in next 12 months (HHLD): Furniture OR Items/services HHLD plans to buy in next 12 months (HHLD): Mattress)))

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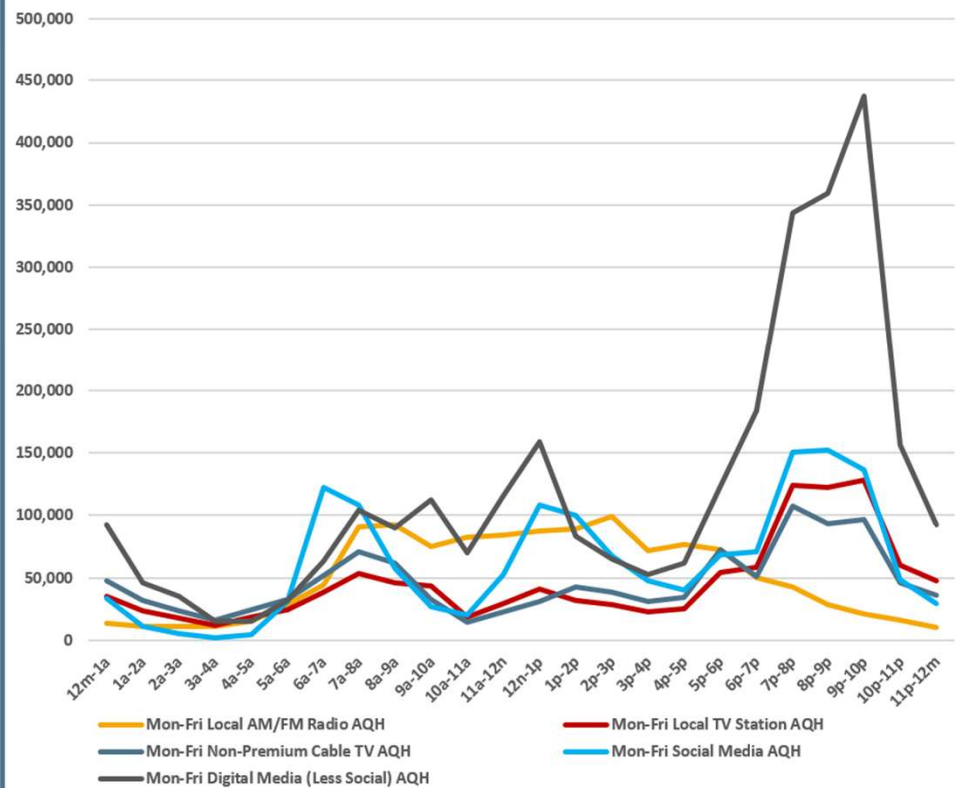


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,288; Local Radio: 2,814; Social Media: 2,608; Non-Prem. Cable: 2,057; Local TV: 1,730 reaching Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or

(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



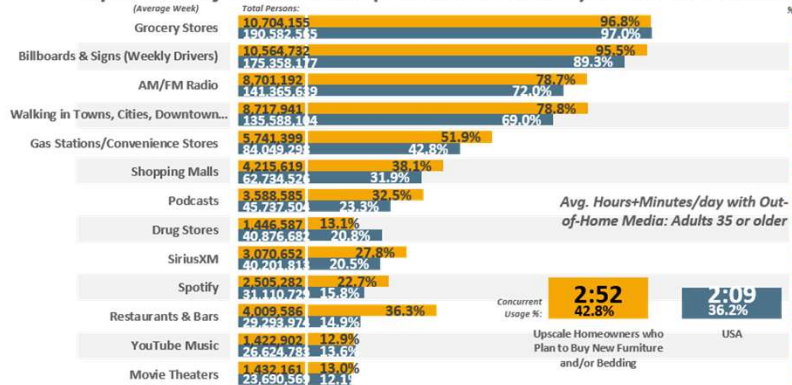
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 35 or older



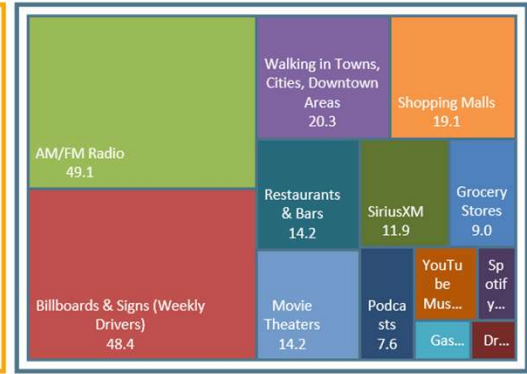
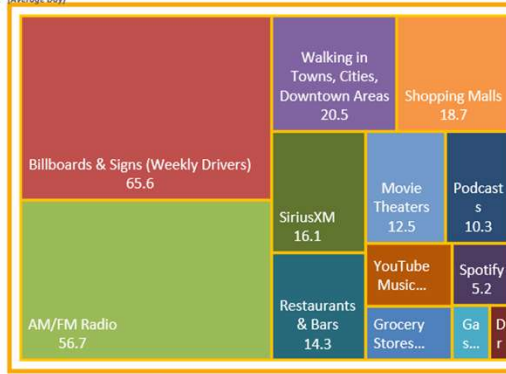


10,564,732 or 95.5% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 65.6 minutes per day driving, seeing Billboards and Signs.
72.8% Listen to Local Radio Stations Out-of-Home for an average of 49.

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



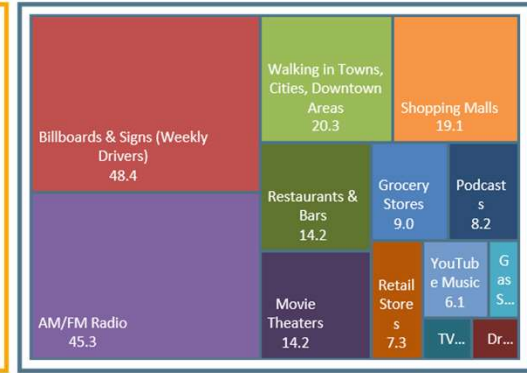
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



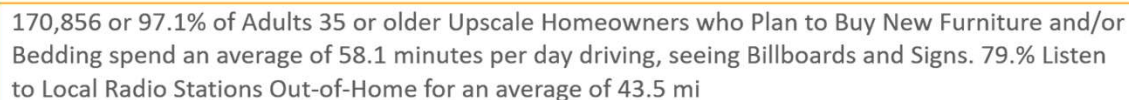
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



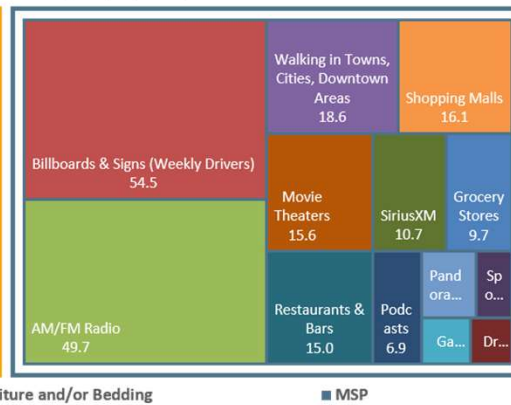
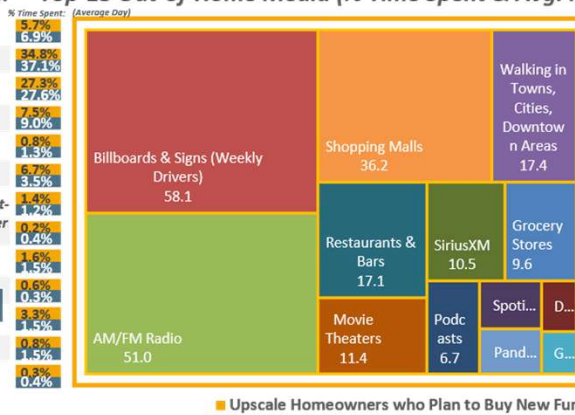
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,230
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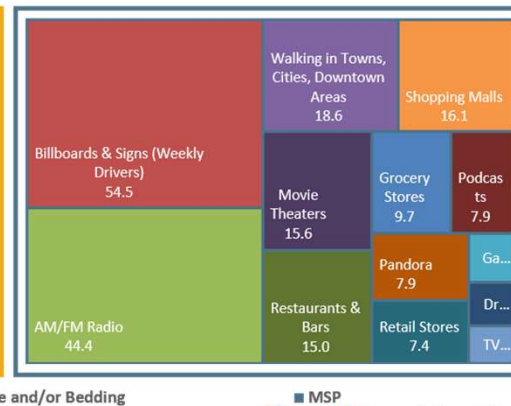
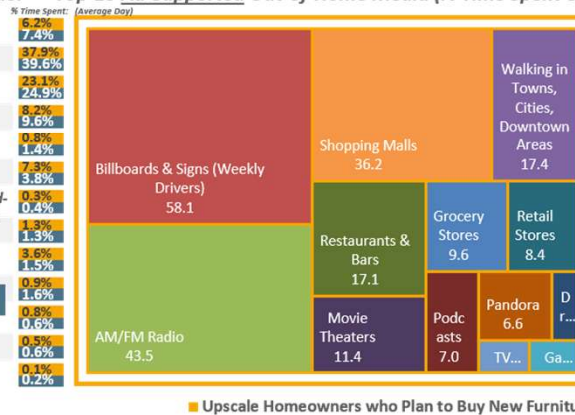
(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) AND Own or rent residence (HHLD): Own) AND (Items/services 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



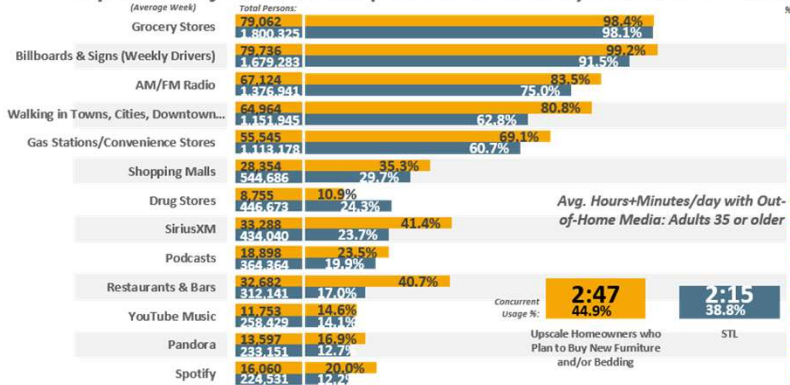
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(((Household income (HHLI): \$150,000 - \$249,999 OR Household income (HHLI): \$250,000 or more OR Axiom NetWorth Gold (HHLI): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLI): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLI): \$2,000,000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

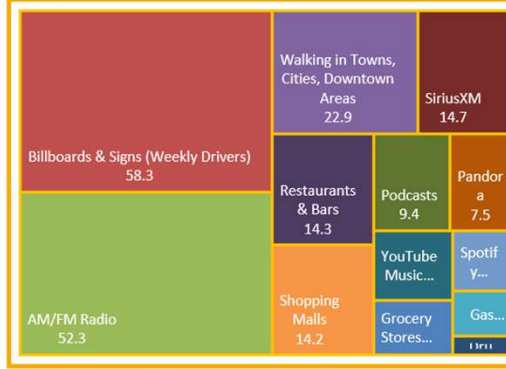


79,736 or 99.2% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 58.3 minutes per day driving, seeing Billboards and Signs. 78.7% Listen to Local Radio Stations Out-of-Home for an average of 50.5 mi

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



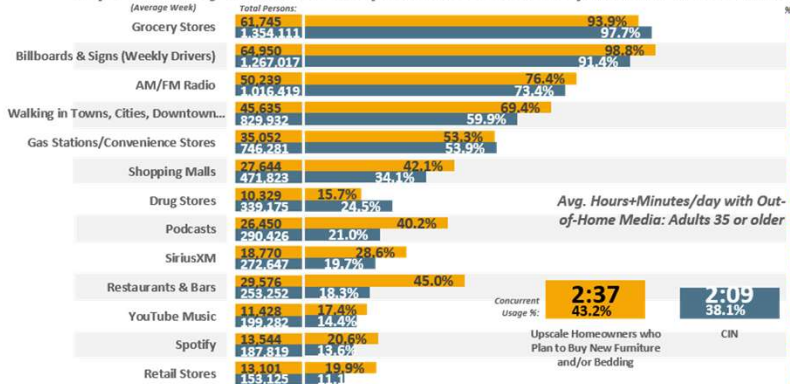
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



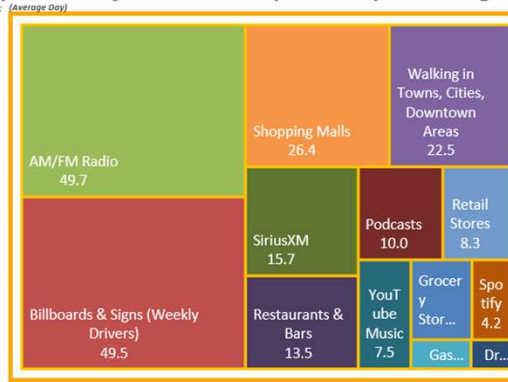


64,950 or 98.8% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 49.5 minutes per day driving, seeing Billboards and Signs. 71.9% Listen to Local Radio Stations Out-of-Home for an average of 47.6 mi

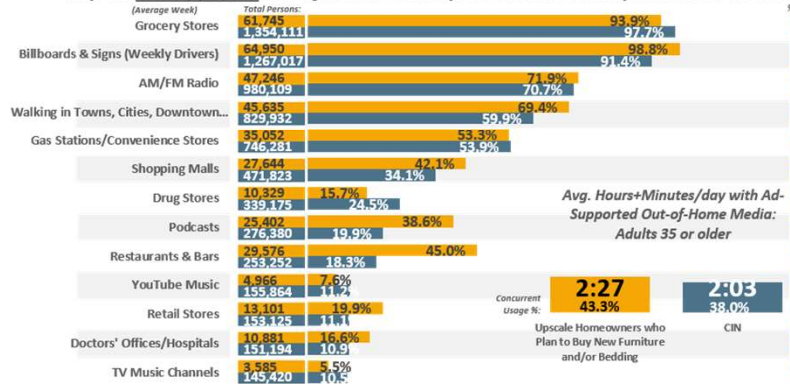
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



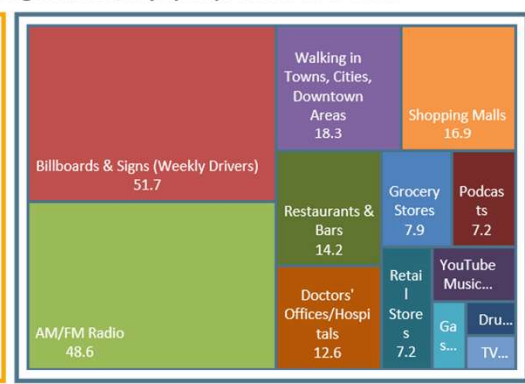
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



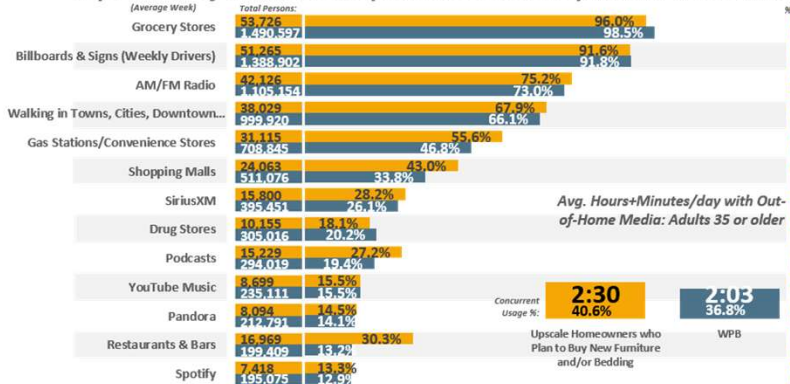
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



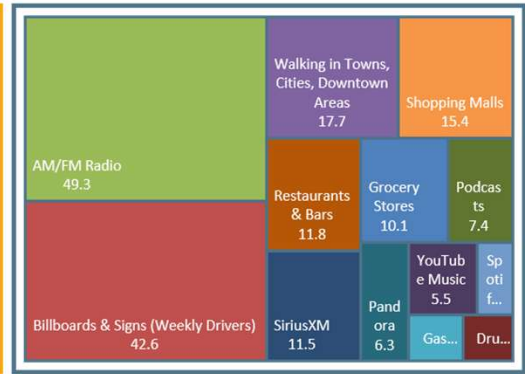
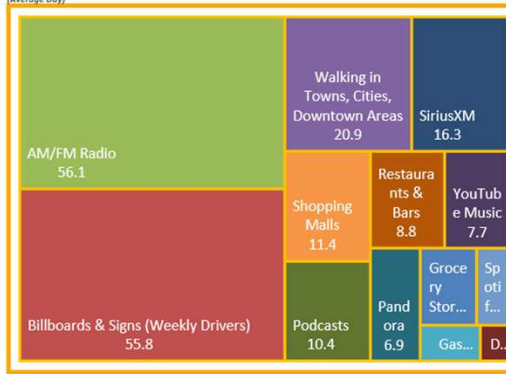


51,265 or 91.6% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 55.8 minutes per day driving, seeing Billboards and Signs. 70.% Listen to Local Radio Stations Out-of-Home for an average of 47.2 min

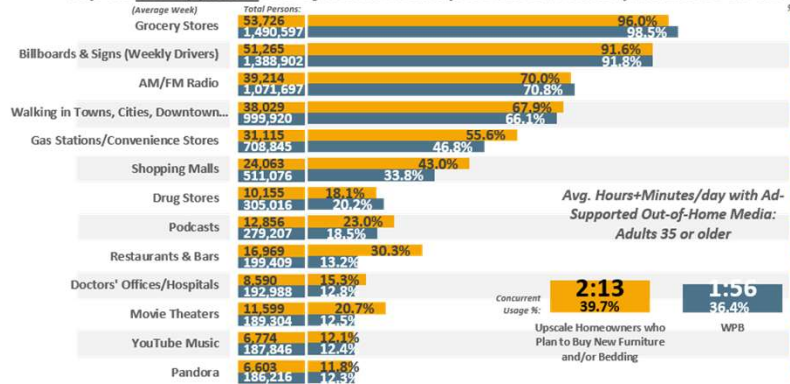
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



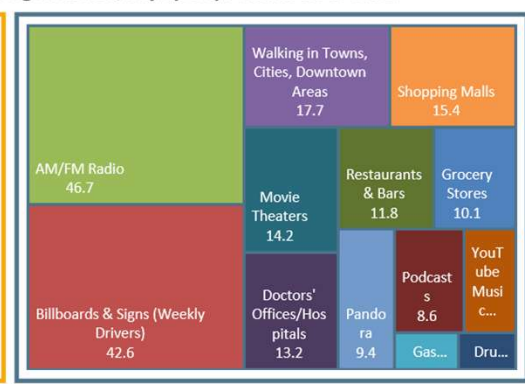
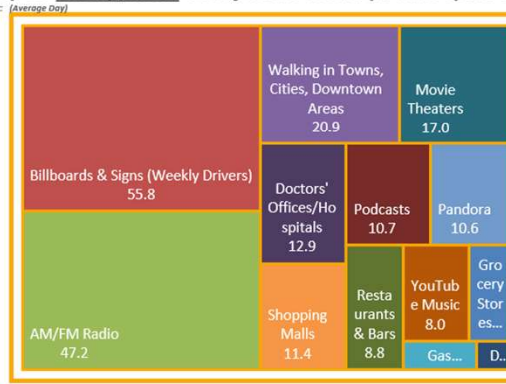
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



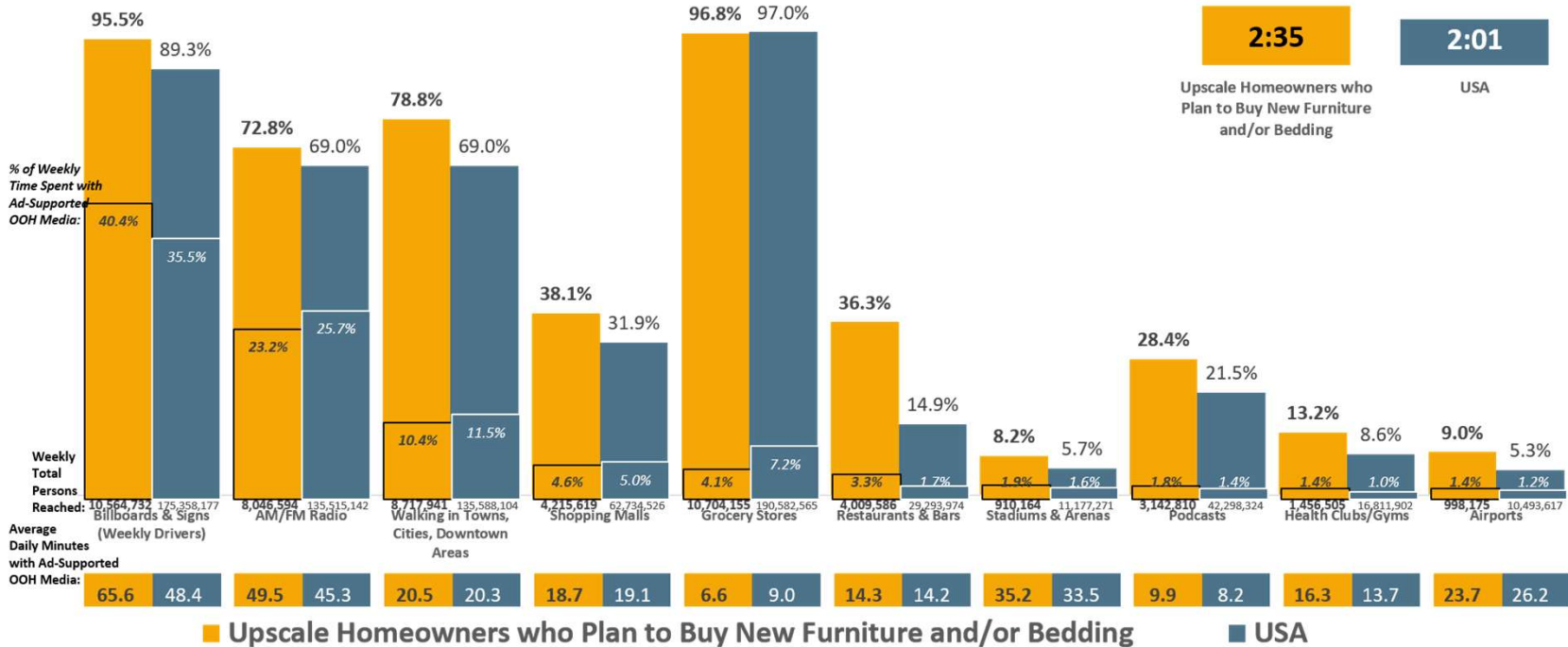


10,564,732 or 95.5% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 65.6 minutes per day driving, seeing Billboards and Signs representing 40.4% of all Time Spent with Ad-Supported Out-of-Home Media

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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
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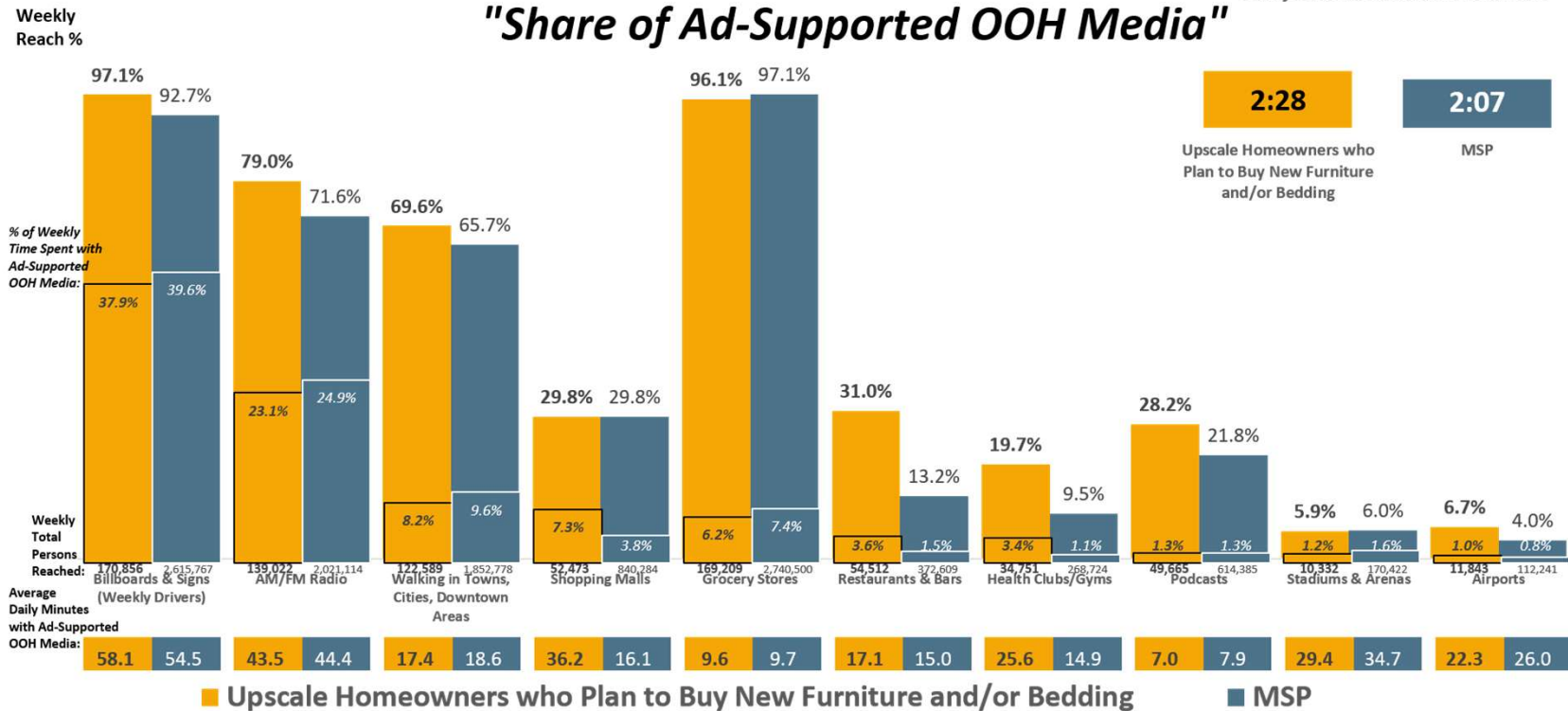
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(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) 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)))



170,856 or 97.1% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 58.1 minutes per day driving, seeing Billboards and Signs representing 37.9% 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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 110 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

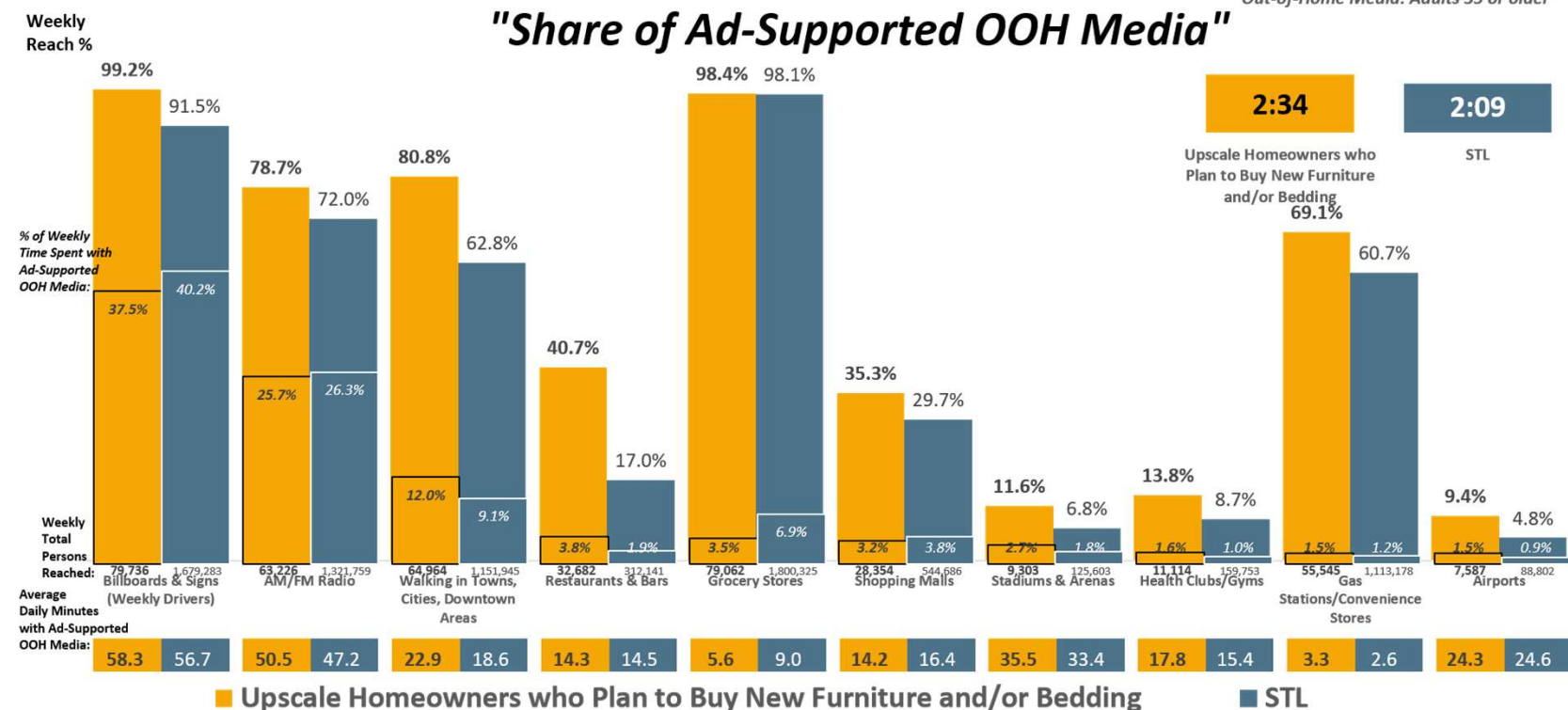
soefa.ai Share of Everything for Anything

(((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)))



79,736 or 99.2% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 58.3 minutes per day driving, seeing Billboards and Signs representing 37.5% 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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 80
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

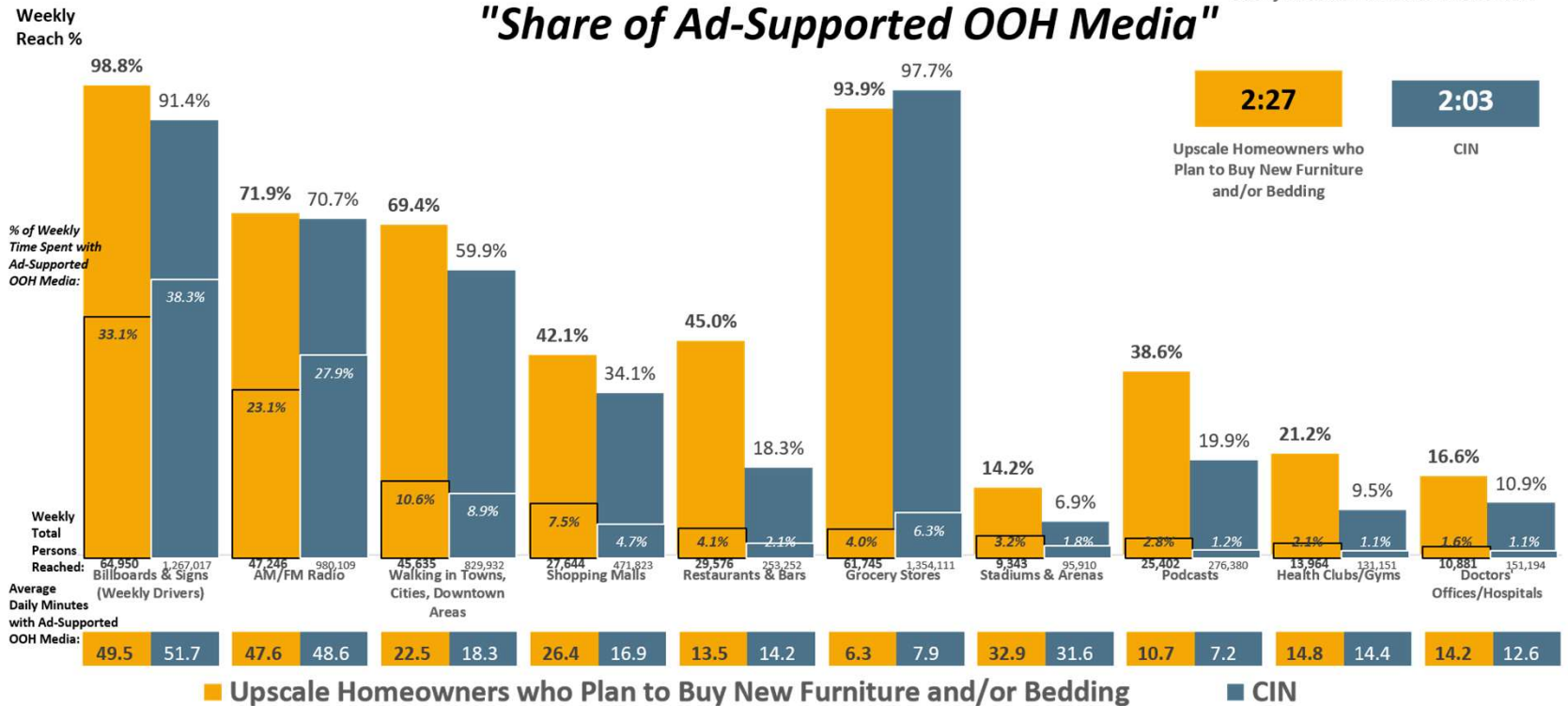
soefa.ai Share of Everything for Anything

(((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)))



64,950 or 98.8% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 49.5 minutes per day driving, seeing Billboards and Signs representing 33.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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(((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)))

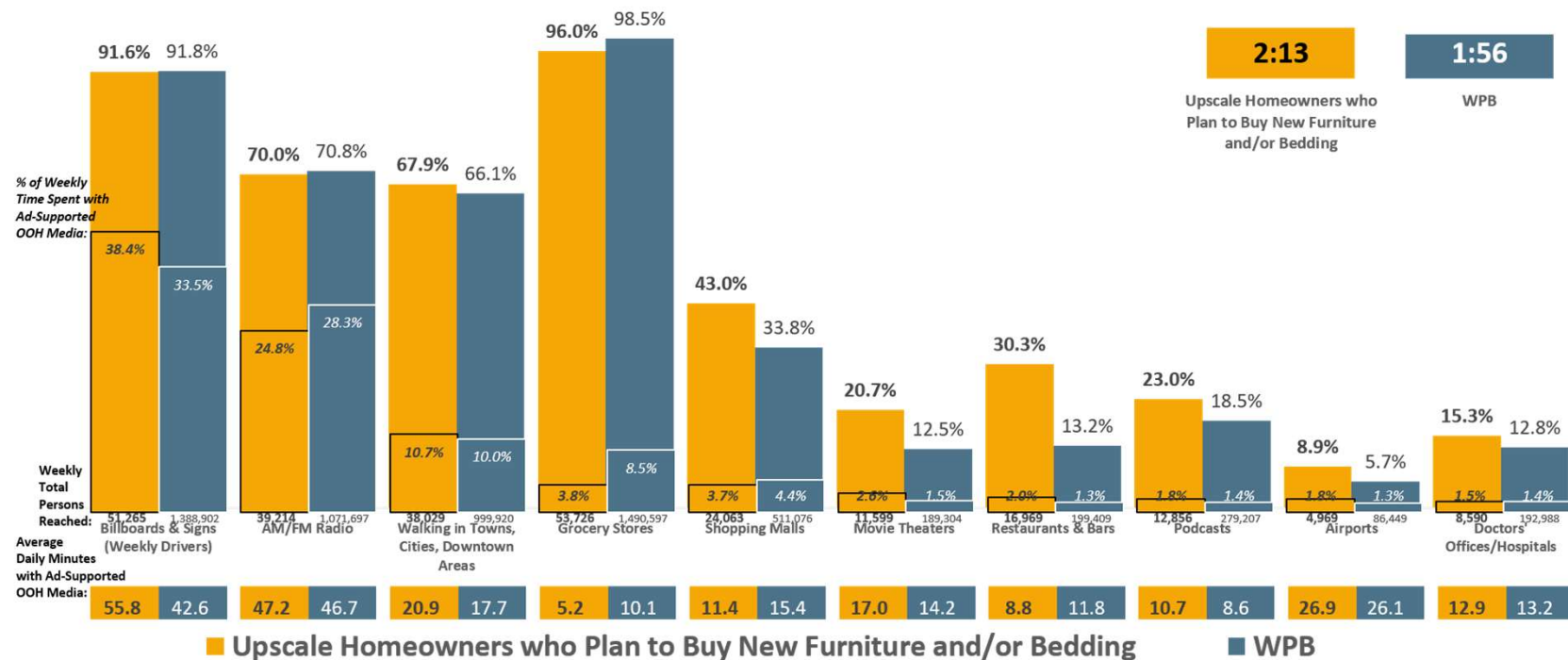


51,265 or 91.6% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 55.8 minutes per day driving, seeing Billboards and Signs representing 38.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:13
Upscale Homeowners who Plan to Buy New Furniture and/or Bedding

1:56
WPB

WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 103 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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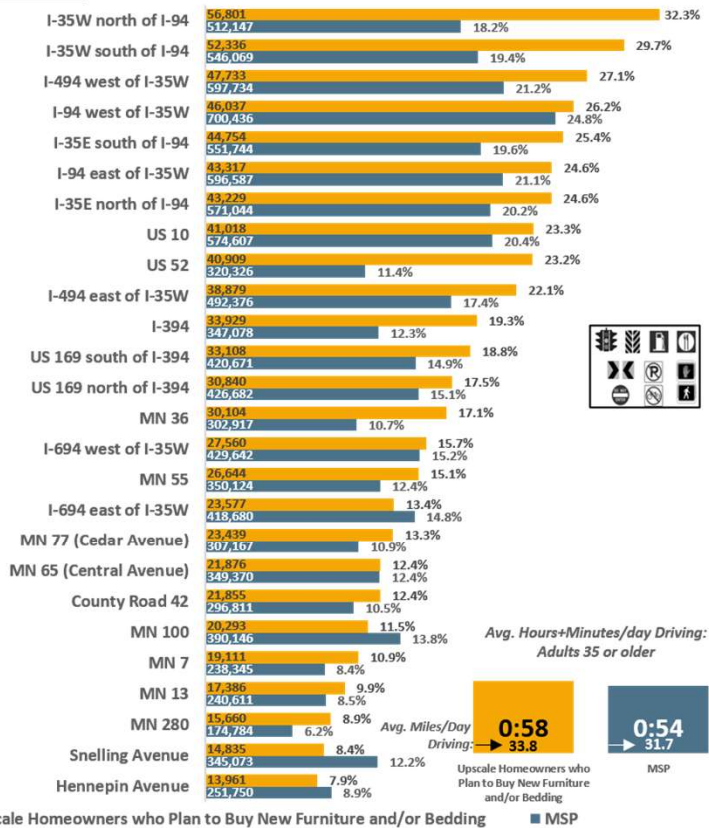
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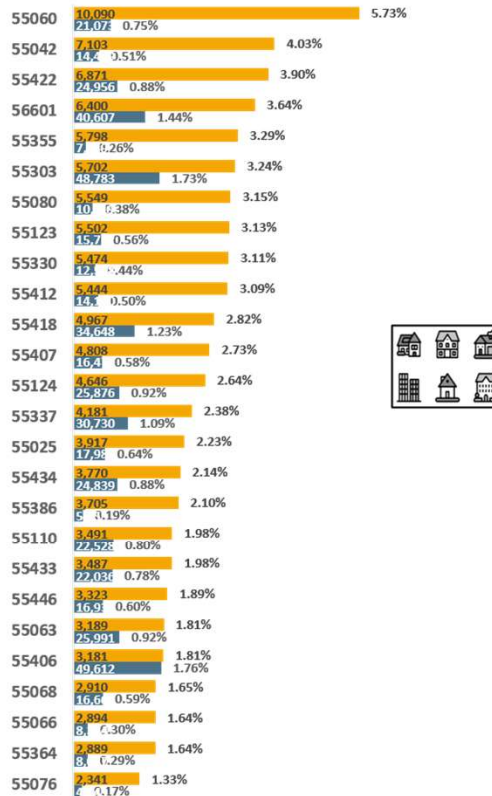


170,856 or 97.1% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 58.1 minutes per day driving an average of 33.8 miles each day and are 104.7% more likely to use US 52 than the Metro average.

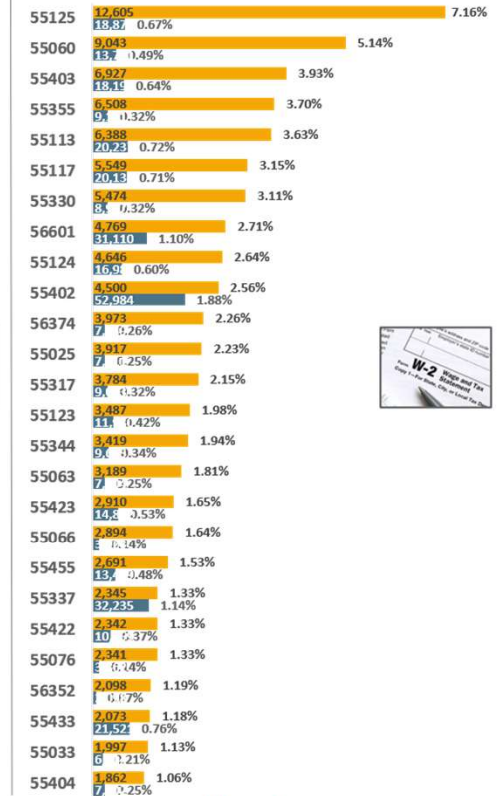
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



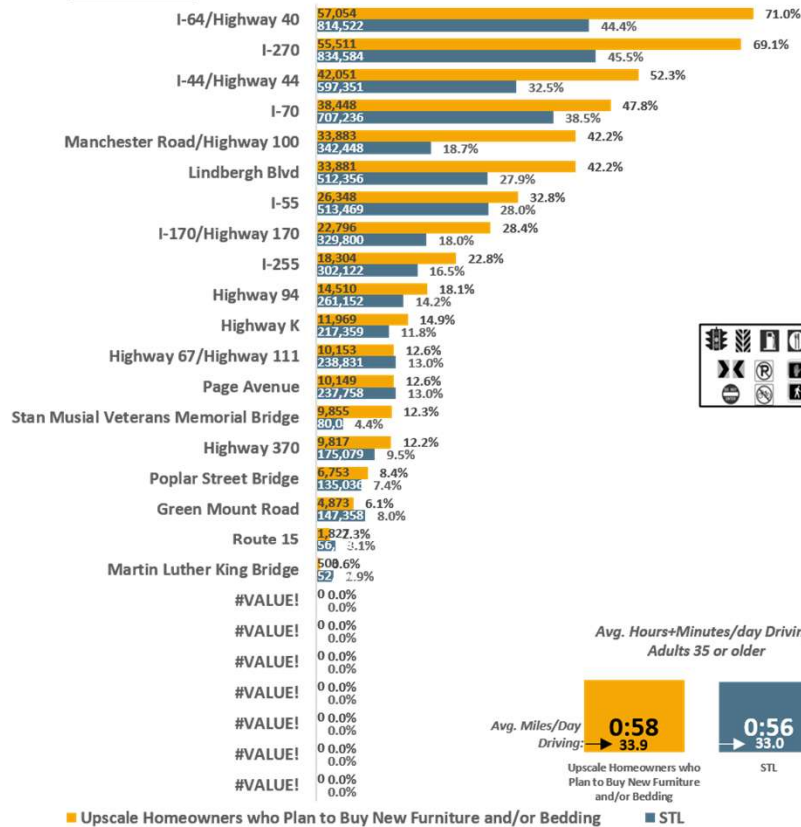
Top-26 Employment Zip Codes: Adults 35 or older



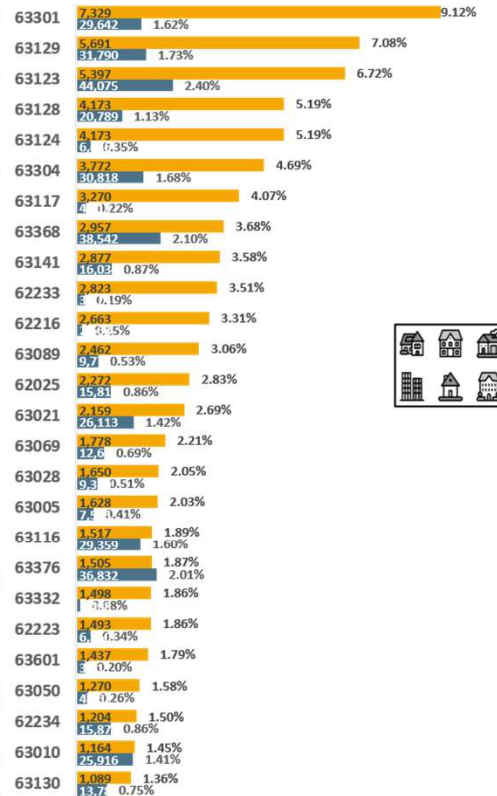


79,736 or 99.2% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 58.3 minutes per day driving an average of 33.9 miles each day and are 181.% more likely to use Stan Musial Veterans Memorial Bridge

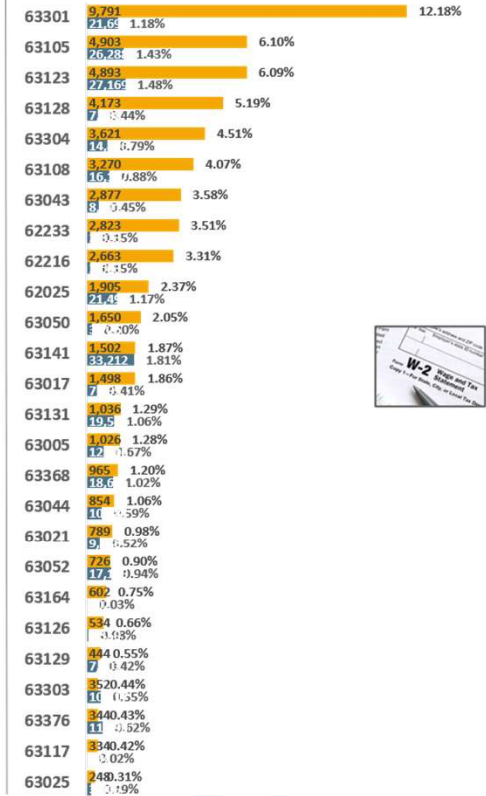
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older

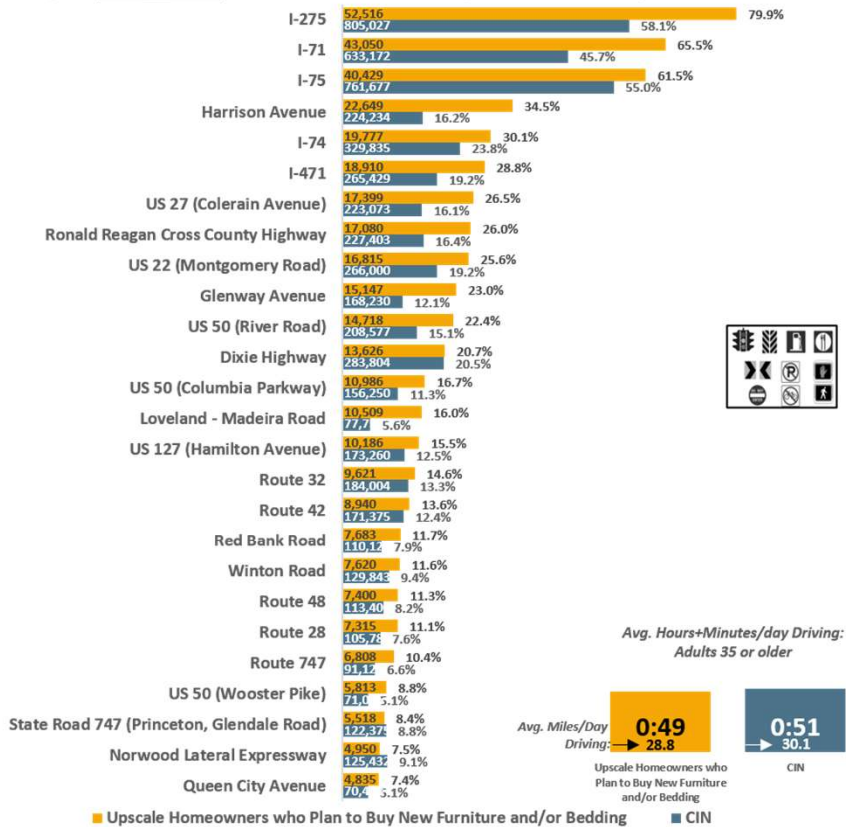


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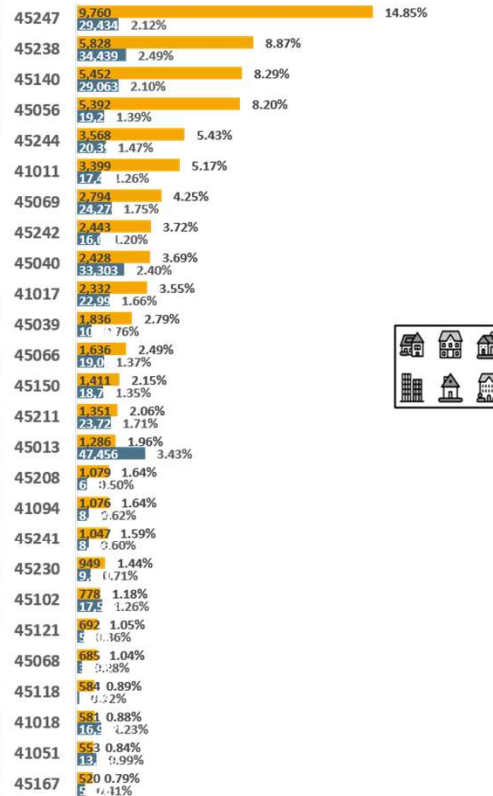


64,950 or 98.8% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 49.5 minutes per day driving an average of 28.8 miles each day and are 184.9% more likely to use Loveland - Madeira Road than the Met

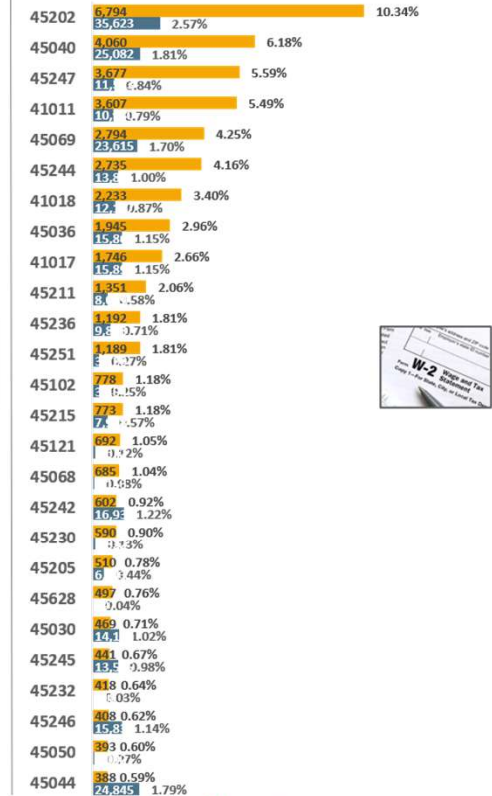
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older

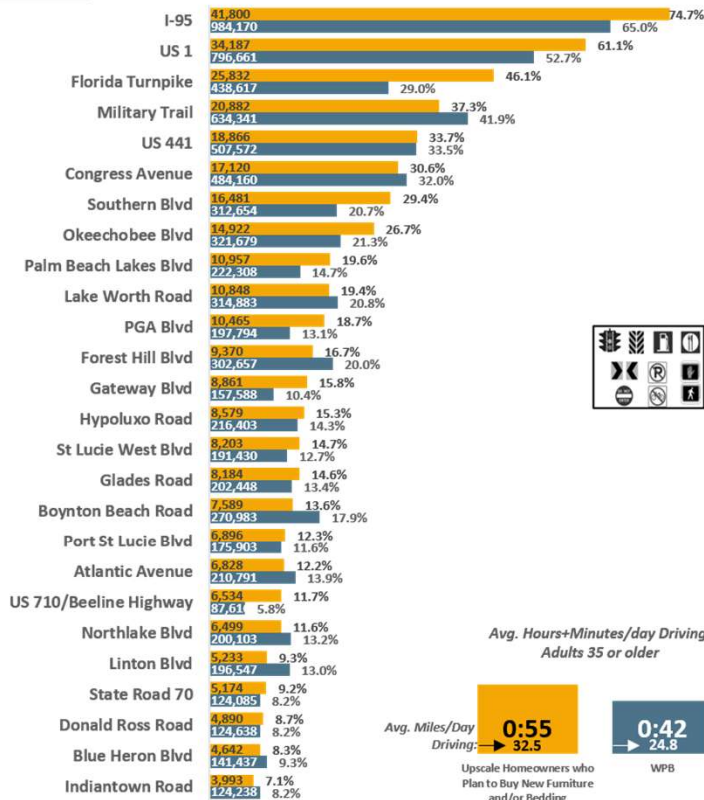


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51,265 or 91.6% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding spend an average of 55.8 minutes per day driving an average of 32.5 miles each day and are 59.2% more likely to use Florida Turnpike than the Metro avera

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

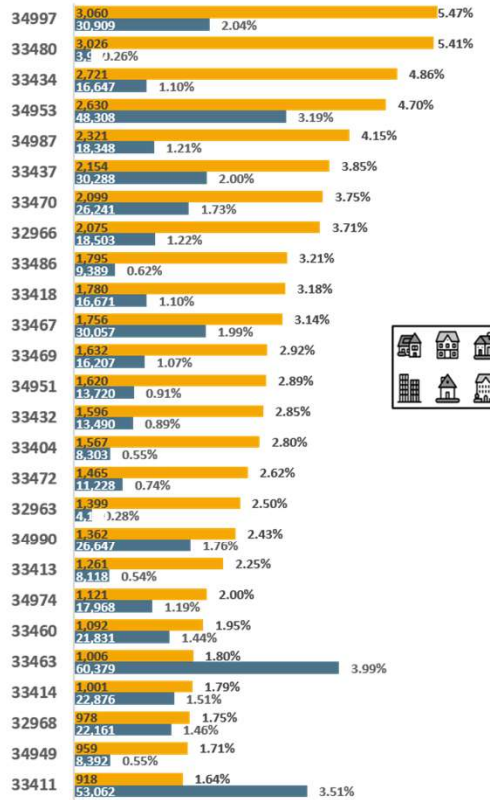


Avg. Hours+Minutes/day Driving:
Adults 35 or older

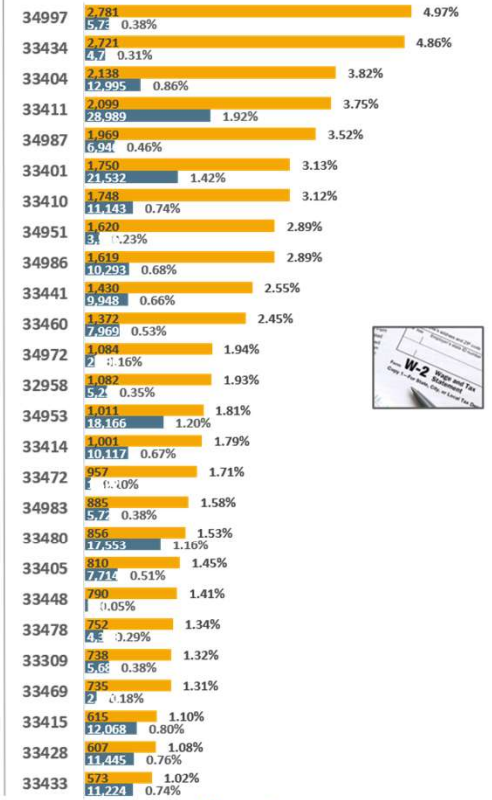


■ Upscale Homeowners who Plan to Buy New Furniture and/or Bedding ■ WPB

Top-26 Residential Zip Codes: Adults 35 or older

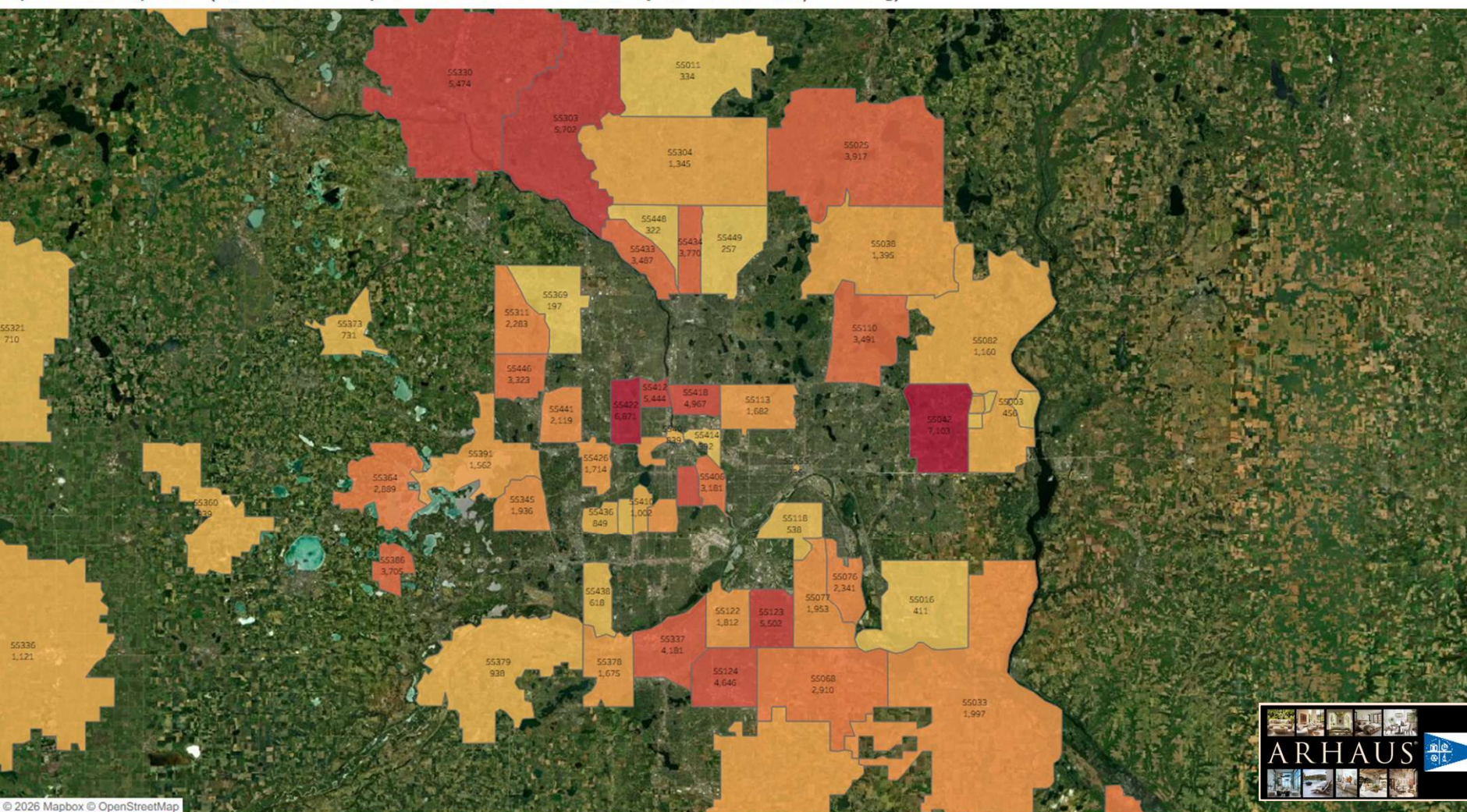


Top-26 Employment Zip Codes: Adults 35 or older



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



SUM(Adults 35 or olde...



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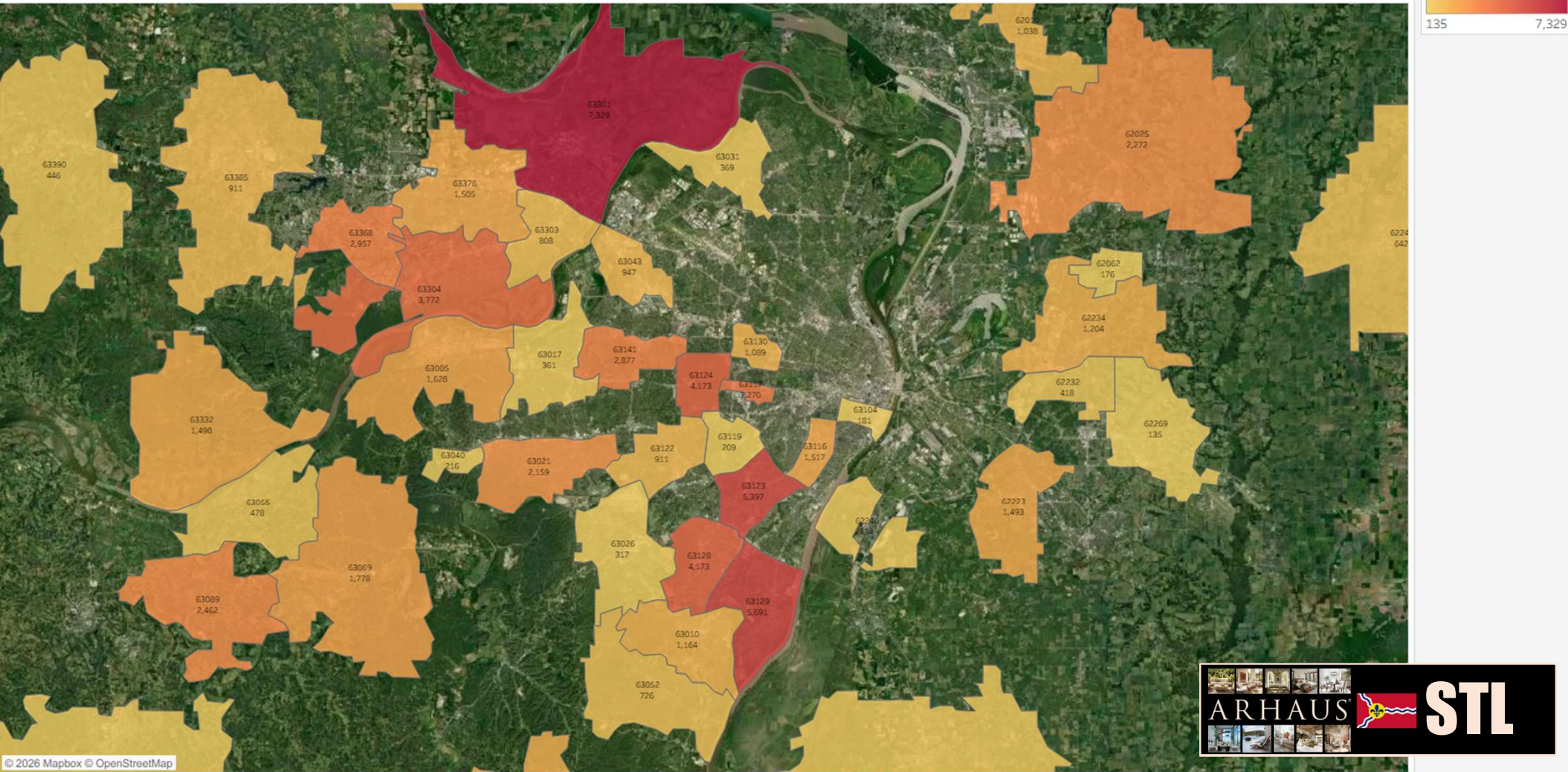
MSP DMA Scarborough R1 2025: Feb25-Feb26 Qual Intab 110

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(((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)))

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



SUM(Adults 35 or olde...
135 7,329

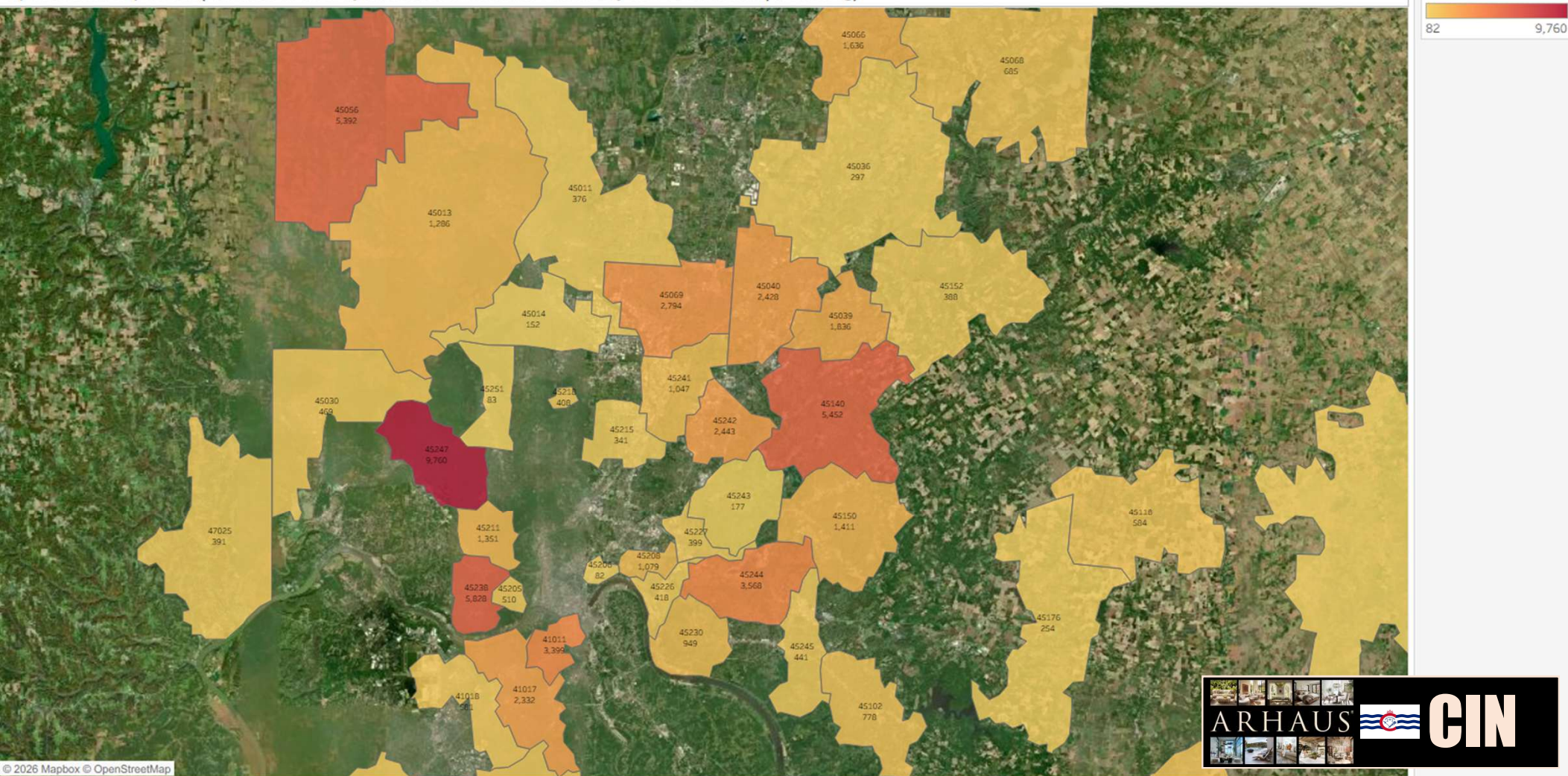


STL DMA Scarborough R1 2025: Feb25-Feb26 Qual Intab 80
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(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$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)

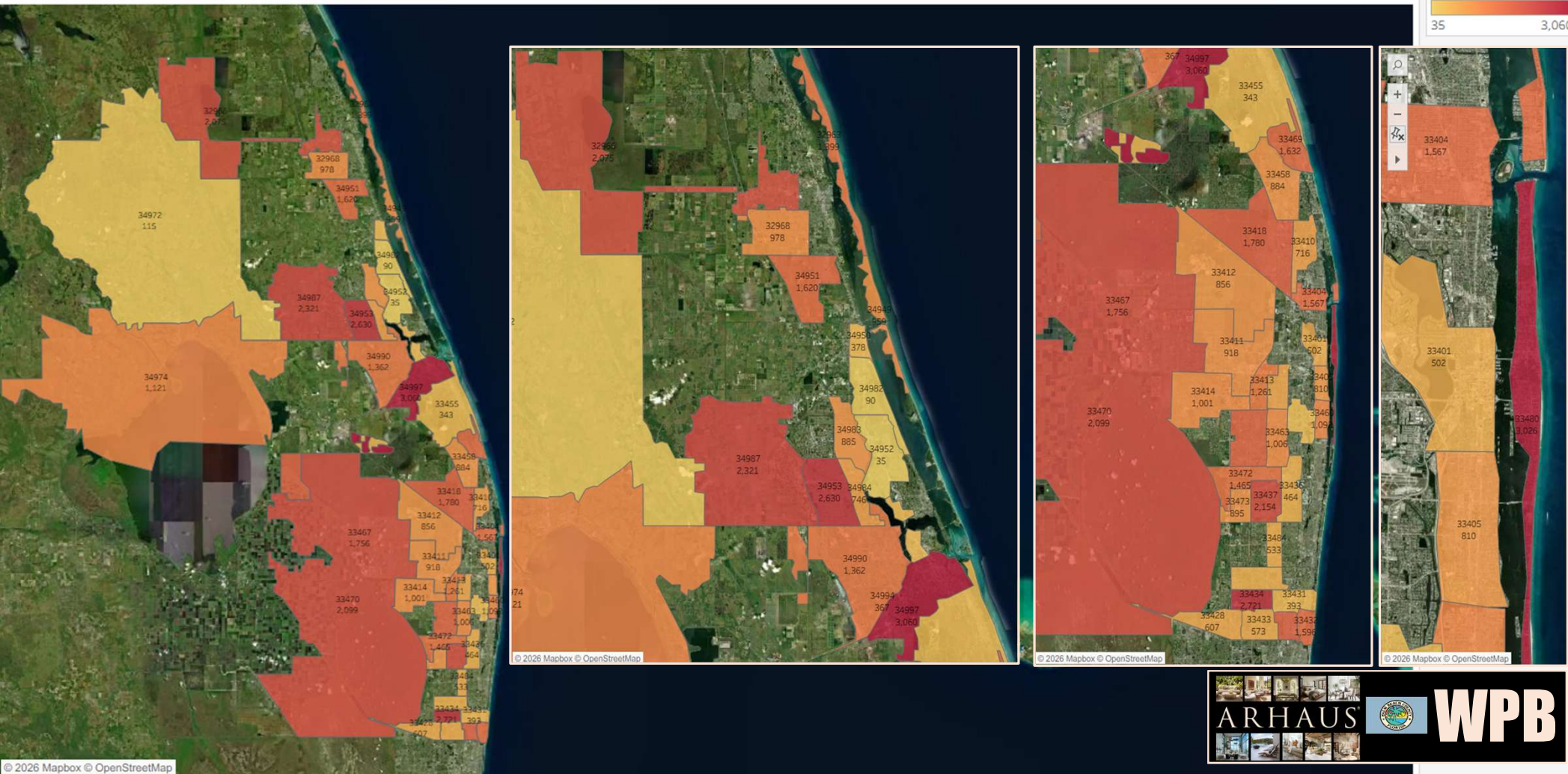


CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88
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Top Residential Zip Codes: (Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding)

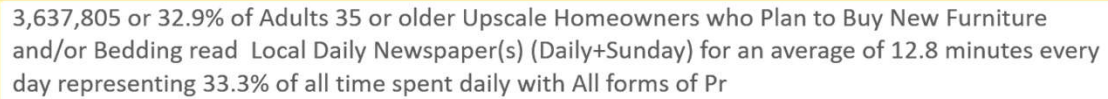


WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 103

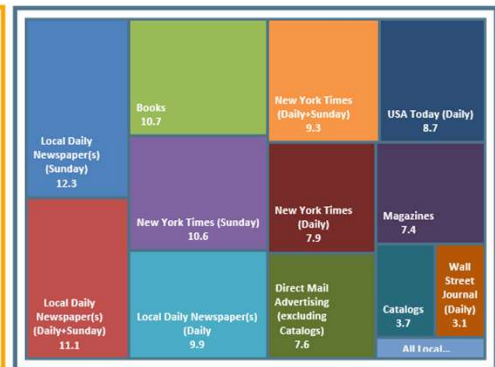
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(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Acxiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Acxiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Acxiom NetWorth Gold (HHLD): \$2,000,000 +) 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)))

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Media Type	Total Persons	Percentage of Total Persons	Avg. Hours+Minutes/day with All Print Media: Adults 35 or older
Direct Mail Advertising (excluding Catalogs)	3,976,220	36.0%	1:06
Local Daily Newspaper(s) (Daily+Sunday)	3,637,805	32.9%	32.2%
Local Daily Newspaper(s) (Daily)	3,382,204	30.6%	14.7%
Local Daily Newspaper(s) (Sunday)	3,188,069	28.8%	17.4%
Books	921,330	8.3%	3.6%
New York Times (Daily+Sunday)	804,905	7.3%	7.0%
New York Times (Sunday)	745,618	6.8%	3.8%
New York Times (Daily)	831,185	7.5%	3.3%
All Local Weekly Newspapers	644,035	5.8%	0.0%
Wall Street Journal (Daily)	4,004,847	9.1%	0.6%
Catalogs	742,202	6.7%	3.3%
USA Today (Daily)	480,357	4.3%	1.8%
Magazines	350,154	2.4%	1.4%



Category	Upscale Homeowners who Plan to Buy New Furniture and/or Bedding	USA
Direct Mail Advertising (excluding Catalogs)	3,976,220 (7.2%)	36.0% (12.5%)
Local Daily Newspaper(s) (Daily+Sunday)	3,637,805 (6.8%)	32.9% (33.3%)
Local Daily Newspaper(s) (Daily)	3,392,204 (6.3%)	30.6% (15.3%)
Local Daily Newspaper(s) (Sunday)	3,188,063 (5.9%)	28.8% (18.7%)
New York Times (Daily+Sunday)	804,903 (1.5%)	7.3% (5.6%)
New York Times (Sunday)	744,618 (1.4%)	6.7% (3.9%)
New York Times (Daily)	831,185 (1.5%)	7.5% (4.4%)
All Local Weekly Newspapers	644,038 (1.2%)	5.8% (0.9%)
Wall Street Journal (Daily)	1,004,517 (1.9%)	9.1% (0.7%)
Catalogs	395,595 (0.7%)	3.6% (0.6%)
USA Today (Daily)	742,202 (1.4%)	6.7% (3.4%)
Magazines	480,357 (0.9%)	4.3% (1.6%)
Books	0 (0.0%)	0.0% (0.0%)

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

0:22 (Upscale Homeowners who Plan to Buy New Furniture and/or Bedding) vs **0:14** (USA)



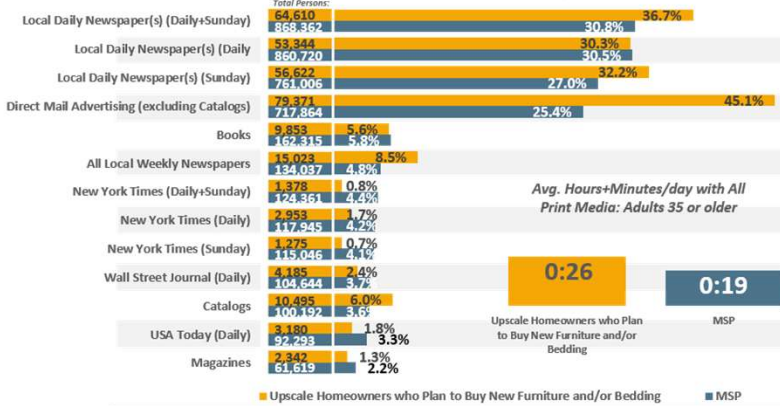
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(((Household income (HHLD): \$150,000 - \$249,999 OR Household income (HHLD): \$250,000 or more OR Axiom NetWorth Gold (HHLD): \$500,000 - \$999,999 OR Axiom NetWorth Gold (HHLD): \$1,000,000 - \$1,999,999 OR Axiom NetWorth Gold (HHLD): \$2,000,000 +) 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)))



64,610 or 36.7% 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 16.4 minutes every day representing 39.9% of all time spent daily with All forms of Print

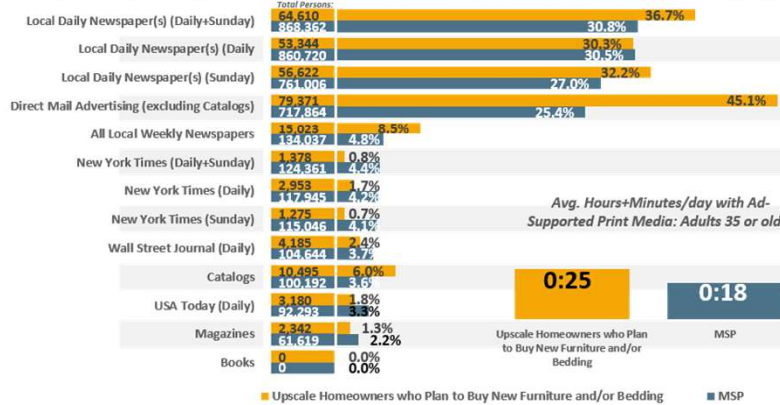
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



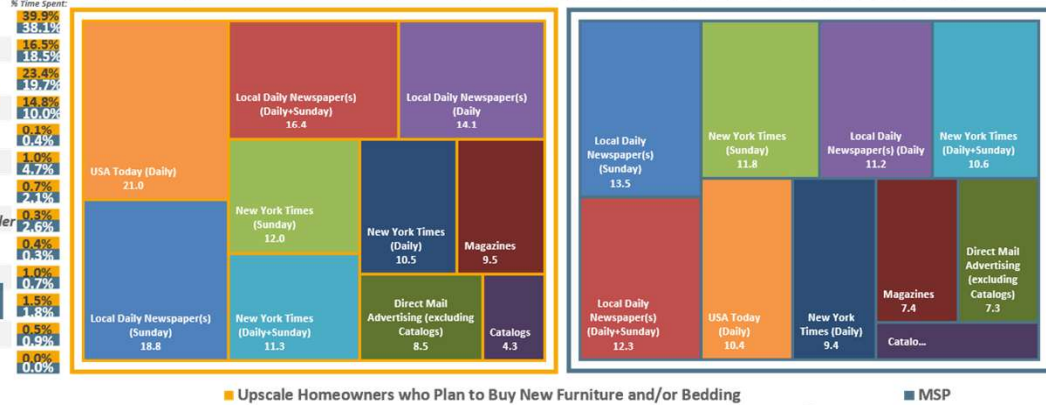
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



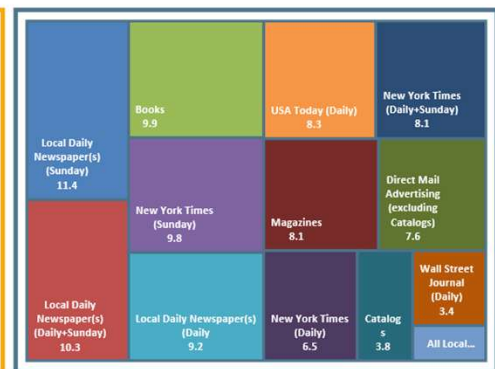
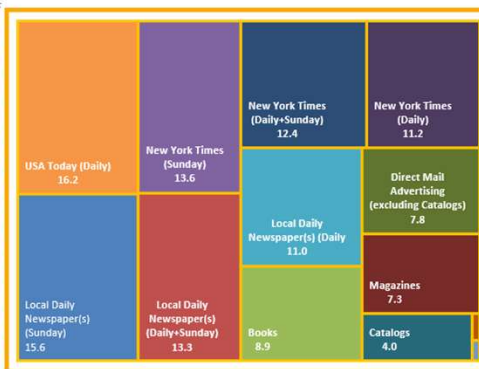
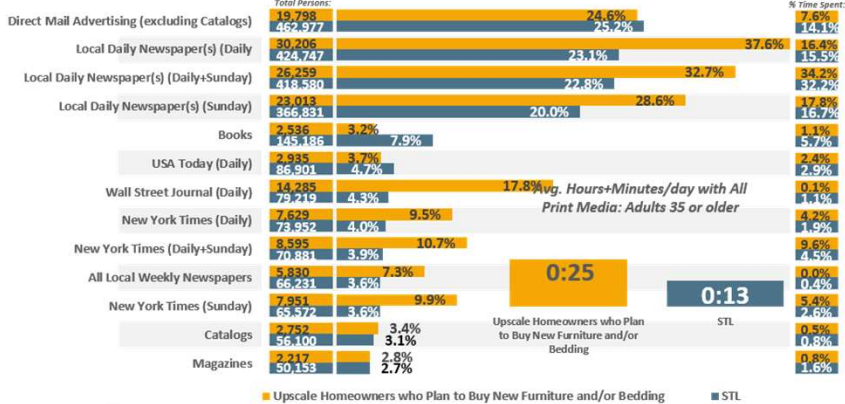
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



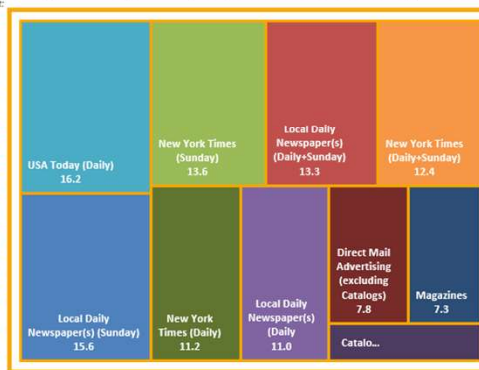
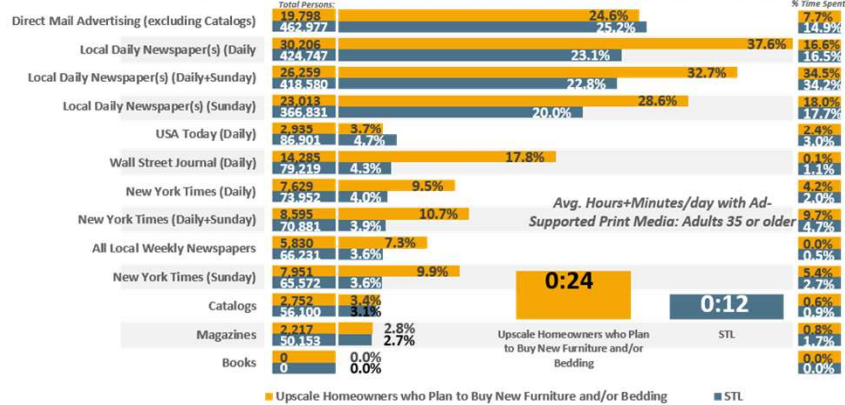


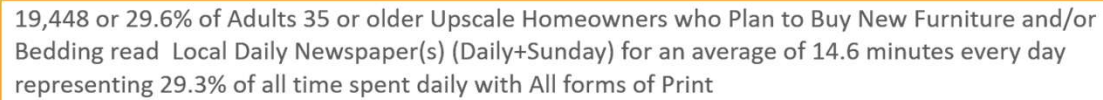
26,259 or 32.7% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.3 minutes every day representing 34.5% of all time spent daily with All forms of Print

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**



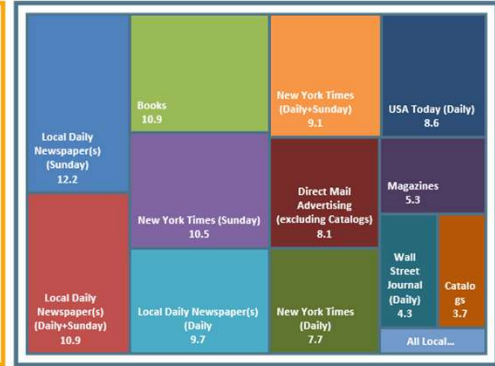


Media Type	Total Persons	Upscale Homeowners who Plan to Buy New Furniture and/or Bedding	CIN	% Time Spent
Direct Mail Advertising (excluding Catalogs)	77,467	174,656	34.6%	56.9%
Local Daily Newspaper(s) (Daily+Sunday)	19,448	283,142	20.4%	29.6%
Local Daily Newspaper(s) (Daily)	15,373	240,453	18.1%	23.4%
Local Daily Newspaper(s) (Sunday)	4,075	42,689	17.9%	25.9%
Books	105,806	11,304	4.1%	6.2%
Wall Street Journal (Daily)	56,939	4,652	7.1%	17.2%
New York Times (Daily+Sunday)	54,161	6,793	10.3%	1.8%
USA Today (Daily)	53,200	4,101	6.2%	6.5%
New York Times (Daily)	52,475	4,304	6.5%	3.1%
New York Times (Sunday)	6,825	5,014	3.1%	7.2%
Catalogs	424,655	85	0.1%	3.4%
Magazines	21,247	1,297	2.0%	2.0%
All Local Weekly Newspapers	174,656	1,338	1.3%	0.8%

0:25 Upscale Homeowners who Plan to Buy New Furniture and/or Bedding

0:13 CIN

Avg. Hours+Minutes/day with All Print Media: Adults 35 or older



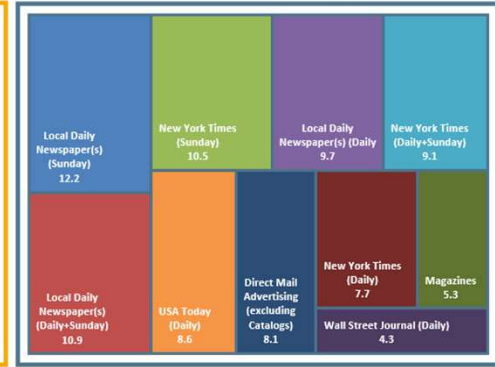
	Total Persons	%	N Time Spent	%
Direct Mail Advertising (excluding Catalogs)	37,967	47.8%	24,650	19.3%
Local Daily Newspaper(s) (Daily+Sunday)	19,448	24.6%	12,462	24.6%
Local Daily Newspaper(s) (Daily)	289,142	20.4%	29,888	50.5%
Local Daily Newspaper(s) (Daily)	15,373	23.4%	13,311	13.3%
Local Daily Newspaper(s) (Sunday)	250,865	18.1%	18,577	18.5%
Local Daily Newspaper(s) (Sunday)	17,044	25.9%	16,191	16.1%
Wall Street Journal (Daily)	2,193,177	17.9%	1,742,177	17.4%
Wall Street Journal (Daily)	11,304	17.2%	1,485	1.4%
New York Times (Daily+Sunday)	56,939	4% 4,652 54,161	7.1% 3% 3%	6.7% 5.6%
USA Today (Daily)	6,795	10.3%	5,537	5.2%
New York Times (Daily)	4,101	6.2%	3,475	3.4%
New York Times (Sunday)	4,304	6.5%	3,004	3.5%
Catalogs	6,825	10.4%	4,655	2.0%
Magazines	21,247	1.5%	2,247	0.6%
All Local Weekly Newspapers	1,297	2.0%	1,788	0.2%
Books	0	0.0%	0	0.0%

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

Upscale Homeowners who Plan to Buy New Furniture and/or Bedding: 0:24

CIN: 0:12

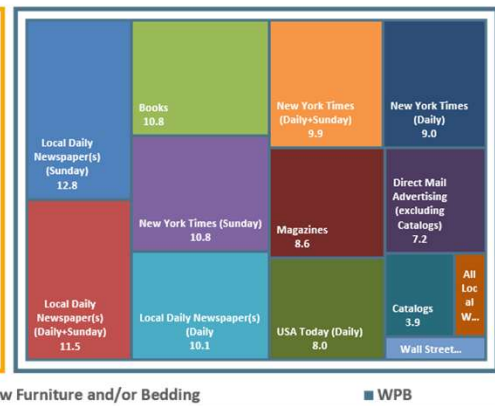
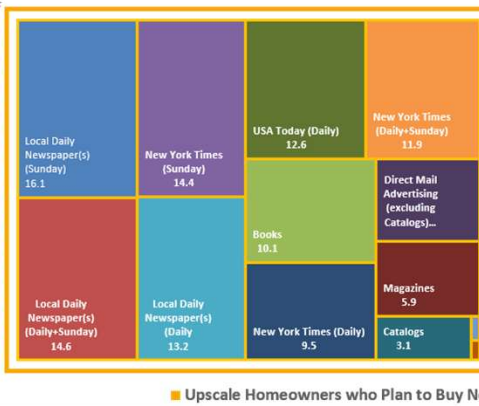
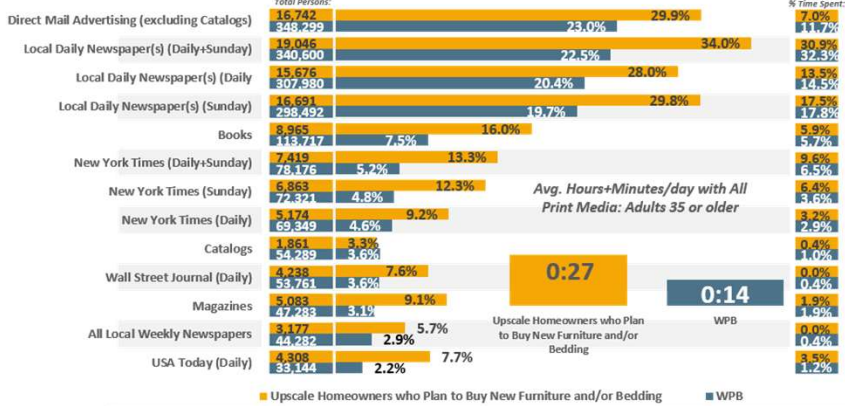
Legend: Upscale Homeowners who Plan to Buy New Furniture and/or Bedding (Orange), CIN (Dark Blue)



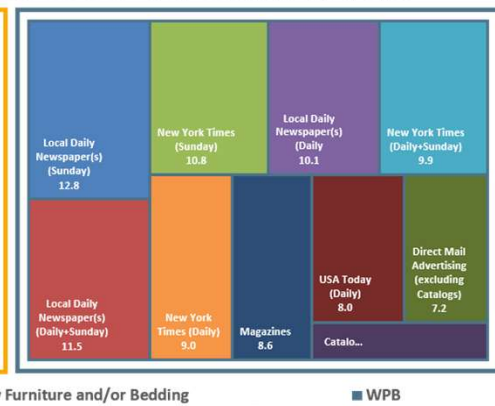
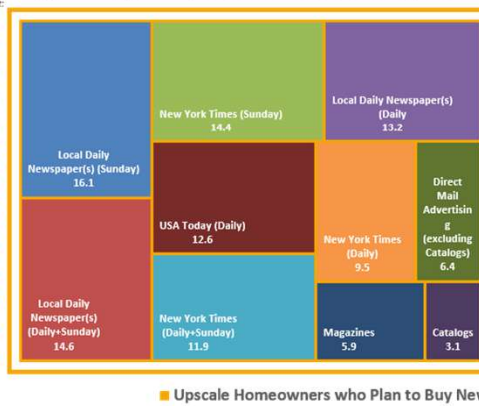
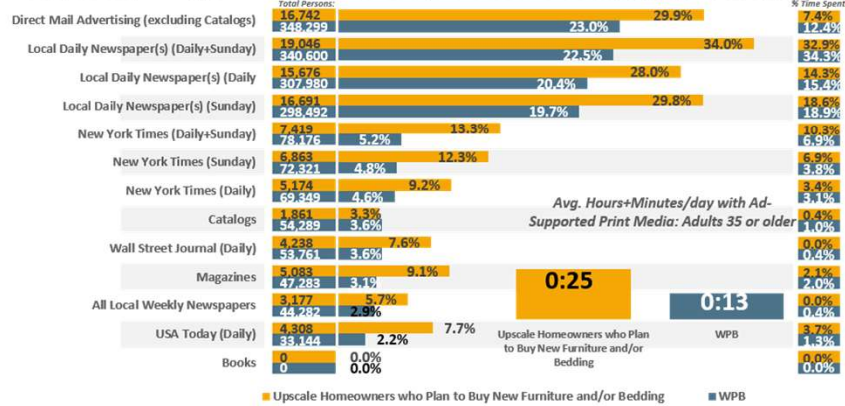


19,046 or 34.% of Adults 35 or older Upscale Homeowners who Plan to Buy New Furniture and/or Bedding read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.6 minutes every day representing 32.9% of all time spent daily with All forms of Print

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**



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 103
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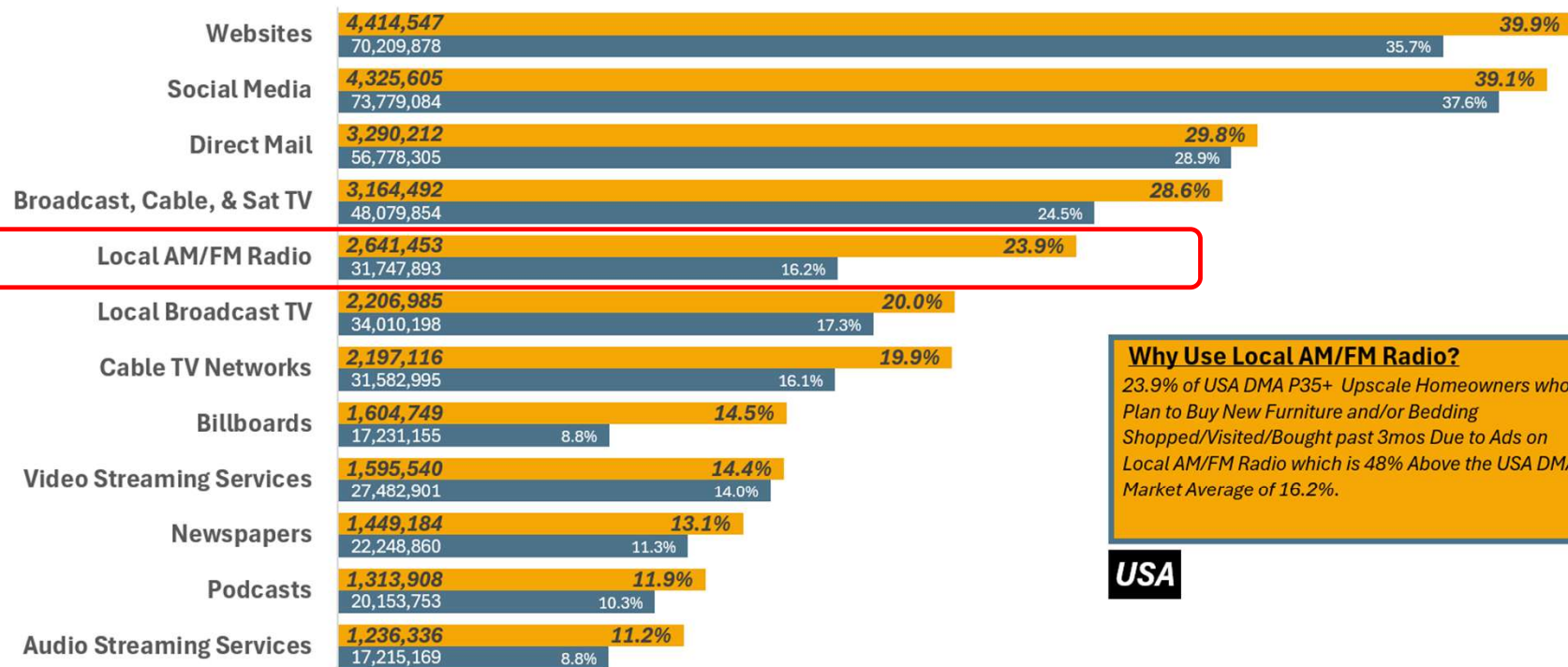
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"Advertising Actions"

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

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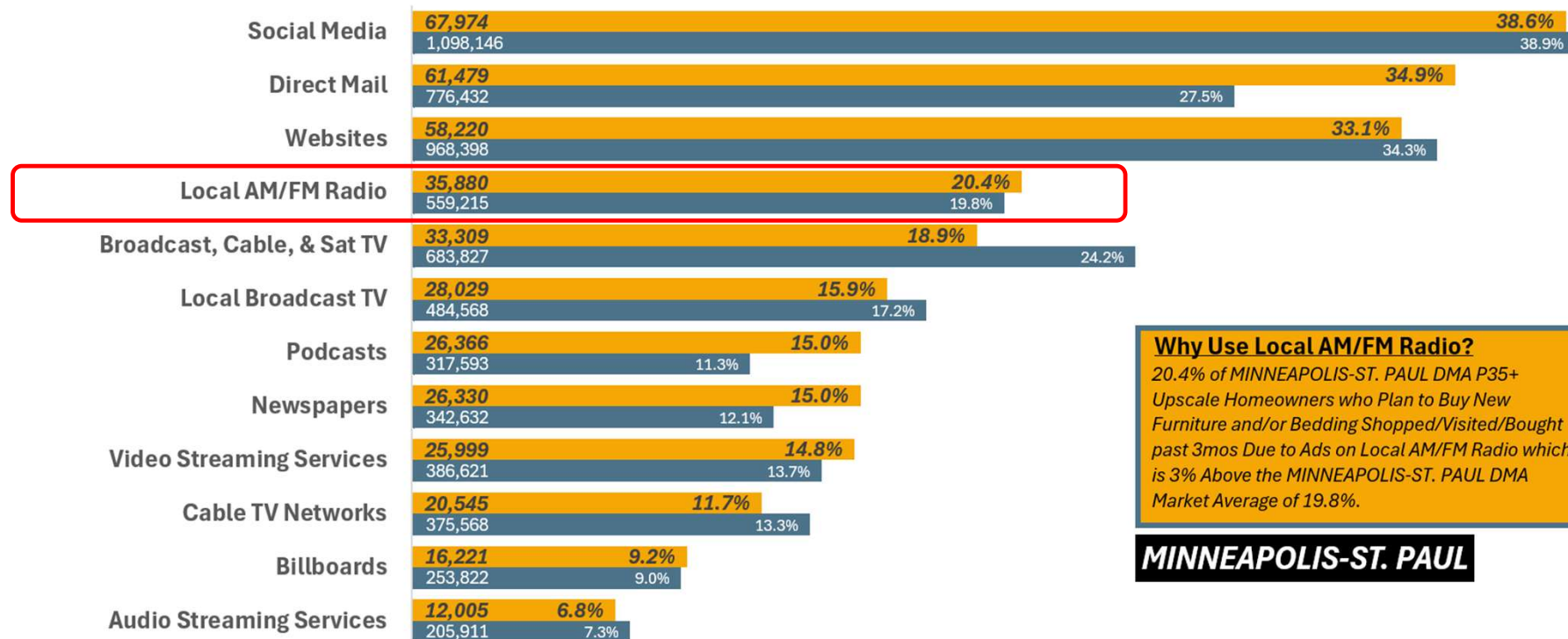
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"Advertising Actions"

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?

20.4% of MINNEAPOLIS-ST. PAUL 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 3% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 19.8%.

MINNEAPOLIS-ST. PAUL

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

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 102

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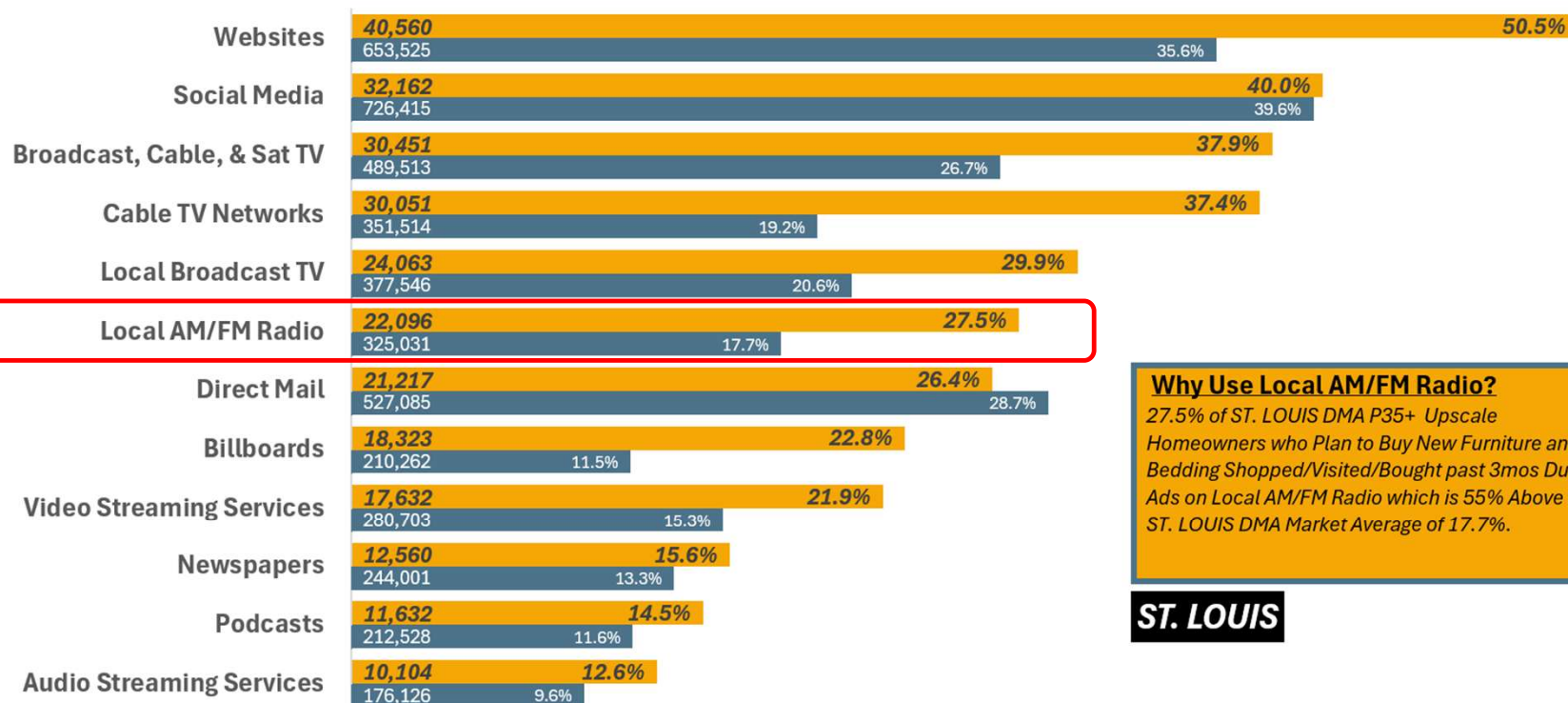
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"Advertising Actions"

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?

27.5% of ST. LOUIS 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 55% Above the ST. LOUIS DMA Market Average of 17.7%.

ST. LOUIS

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

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

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 75

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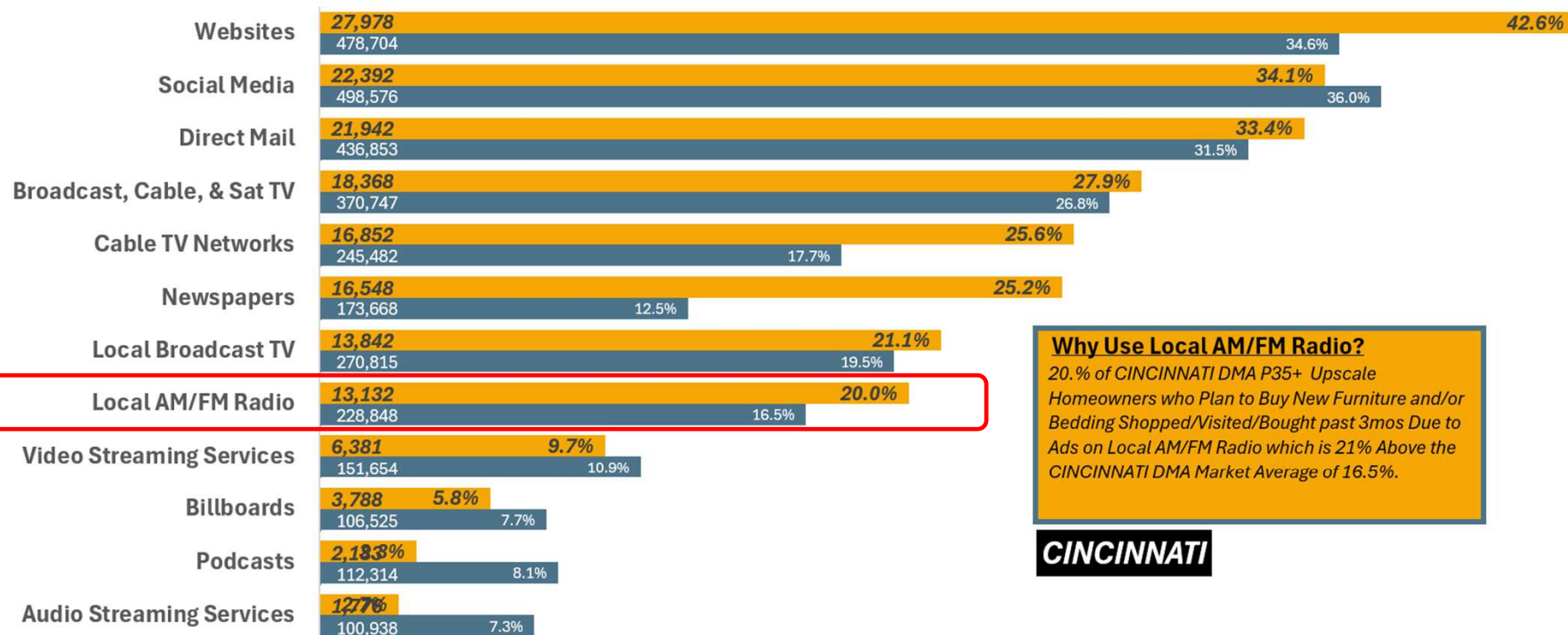
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"Advertising Actions"

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?

20.% of CINCINNATI 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 21% Above the CINCINNATI DMA Market Average of 16.5%.

CINCINNATI

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

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 80

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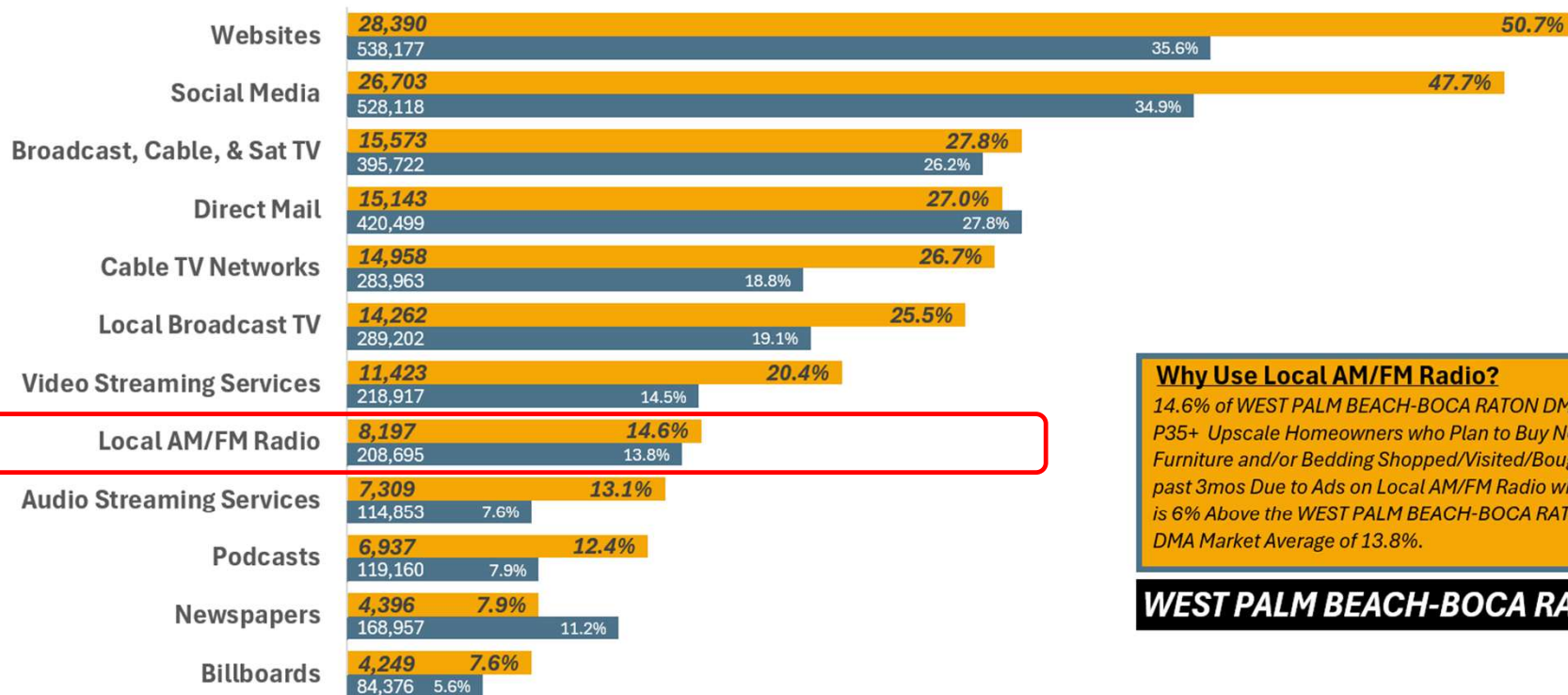
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"Advertising Actions"

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?

14.6% of WEST PALM BEACH-BOCA RATON 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 6% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.8%.

WEST PALM BEACH-BOCA RATON

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

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 92

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