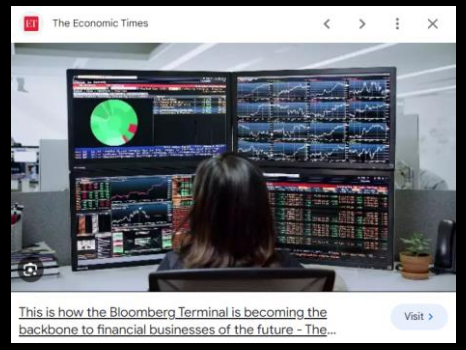
USA – FIVE of AMERICA'S Top MATTRESS RETAILERS in 2023

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of the P18+ past 12 months Purchasers (In-Store and/or Online) of a New Mattress from FIVE of the USA's Top Mattress Retailers.





Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Ashley HomeStore
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Crate & Barrel
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): IKEA
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Mattress Firm
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Sleep Number

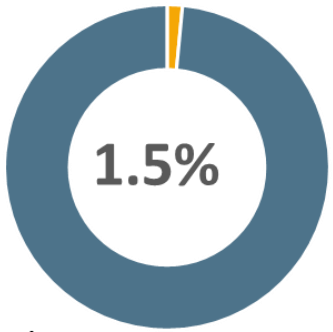
Ashley HOMESTORE
Crate&Barrel
IKEA
MATTRESSFIRM
sleep number by SELECT COMFORT

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

HUBBARD BROADCASTING INC. HB INC.

1.5% or 3,990,147 of USA Adults 18 or older Purchased a New Mattress from MATTRESS FIRM in 2023. Typical Adults 18 or older who Purchased a New Mattress from MATTRESS FIRM in 2023 are 48.7 years old (.9% older than average) and have a $106,027 (18.1% higher than average) annual household income.

Percent of Market: Adults 18 or older

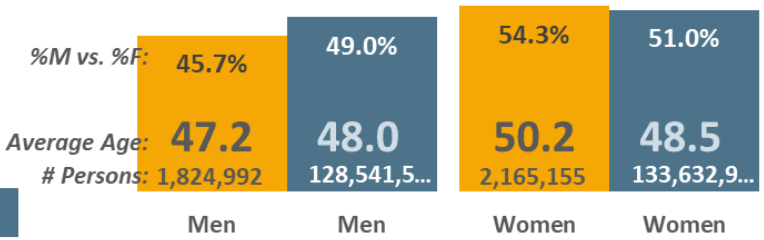


- who Purchased a New Mattress from MATTRESS FIRM in 2023
- Remainder of USA

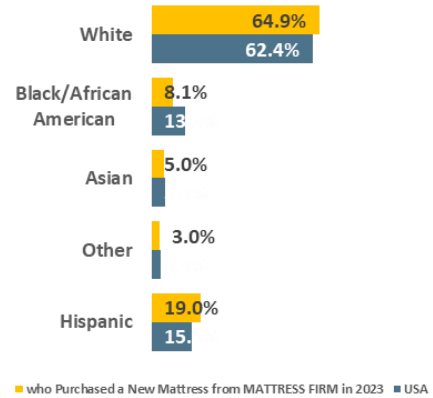
Total Persons:



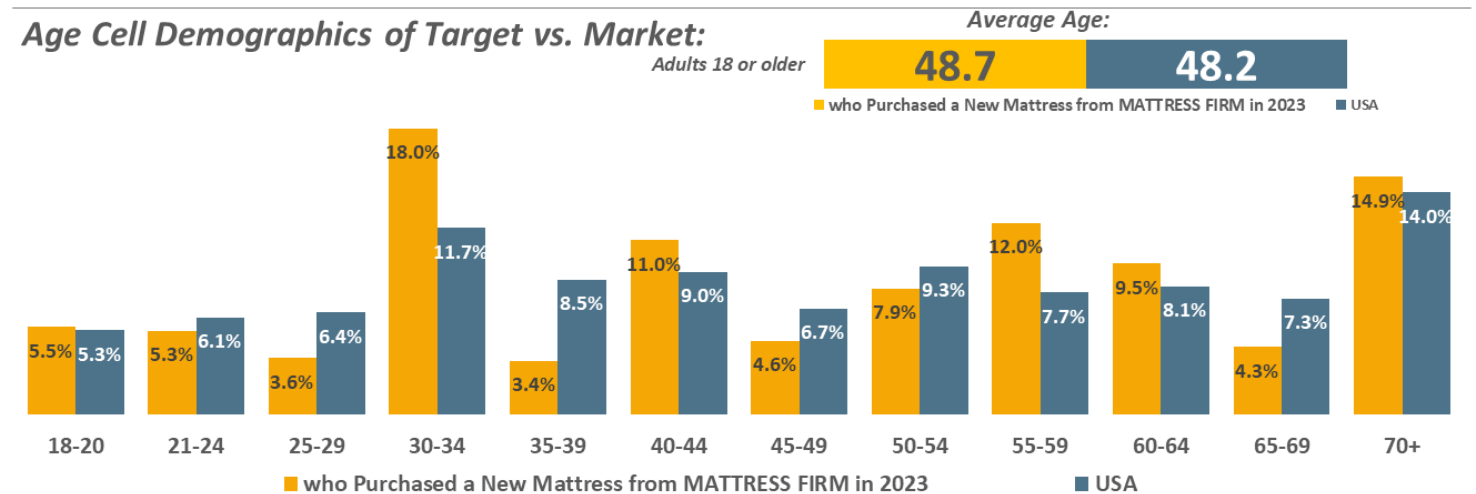
Gender of Target vs. Market: Adults 18 or older



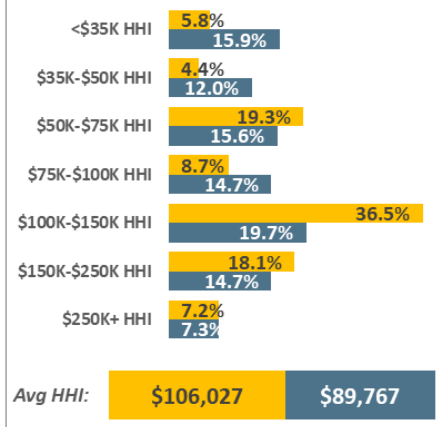
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $106,027 | $89,767

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 171

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Mattress Firm

.7% or 1,806,233 of USA Adults 18 or older Purchased a New Mattress from IKEA in 2023.
Typical Adults 18 or older who Purchased a New Mattress from IKEA in 2023 are 41.1 years old (14.7% younger than average) and have a $106,393 (18.5% higher than average) annual household income.

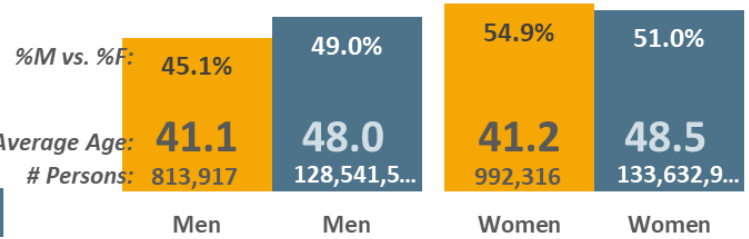
Percent of Market: Adults 18 or older



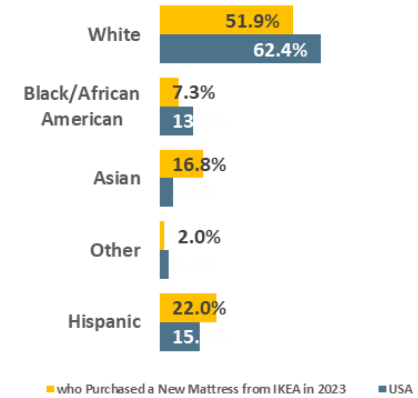
Total Persons:



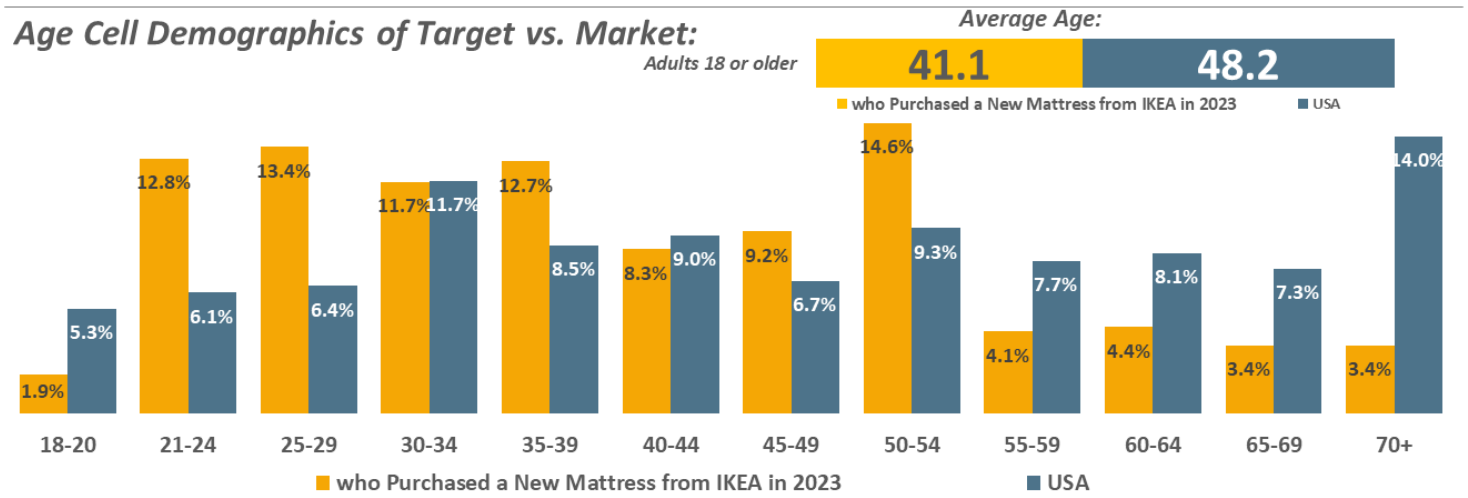
Gender of Target vs. Market: Adults 18 or older



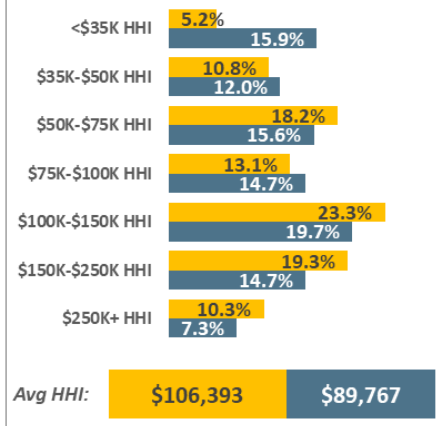
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $106,393 | $89,767

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 257

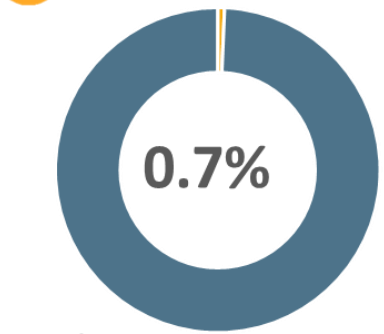
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): IKEA

.7% or 1,769,742 of USA Adults 18 or older Purchased a New Mattress from ASHLEY HOMESTORE in 2023. Typical Adults 18 or older who Purchased a New Mattress from ASHLEY HOMESTORE in 2023 are 51. years old (5.8% older than average) and have a $100,721 (12.2% higher than average) annual household income.

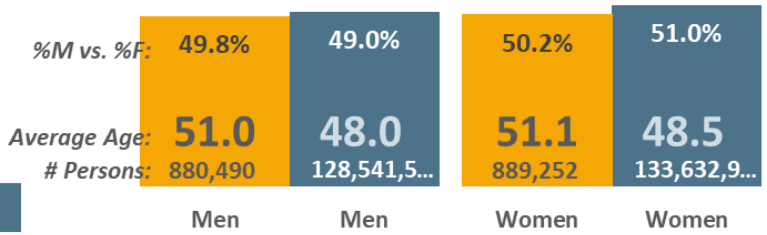
Percent of Market: Adults 18 or older



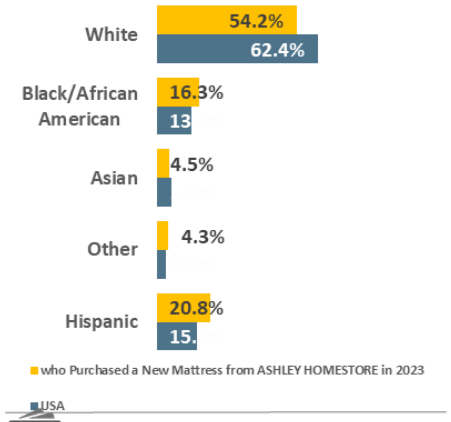
Total Persons:



Gender of Target vs. Market: Adults 18 or older

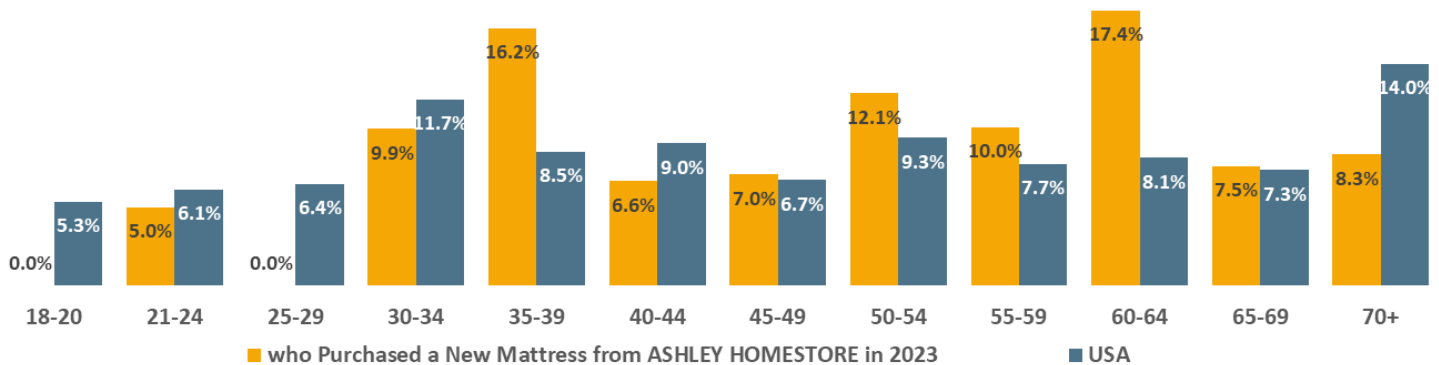


Ethnicity of Target vs. Market:

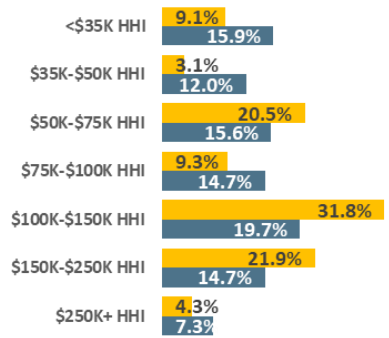


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



Avg HHI: $100,721 | $89,767

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *77*

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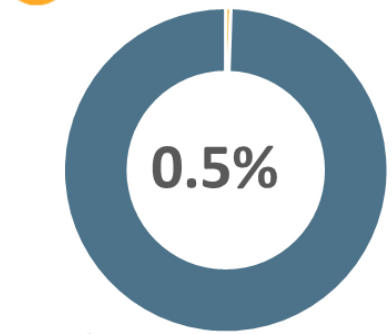
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Ashley HomeStore

Crate&Barrel

.5% or 1,349,948 of USA Adults 18 or older Purchased a New Mattress from CRATE & BARREL in 2023. Typical Adults 18 or older who Purchased a New Mattress from CRATE & BARREL in 2023 are 48. years old (.4% younger than average) and have a $141,571 (57.7% higher than average) annual household income.

Percent of Market: Adults 18 or older



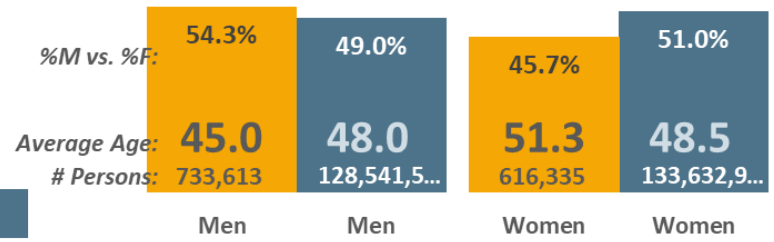
who Purchased a New Mattress from CRATE & BARREL in 2023

Remainder of USA

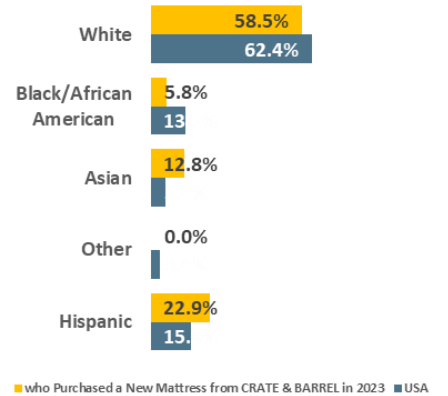
Total Persons:

1,349,948 | 260,824,552

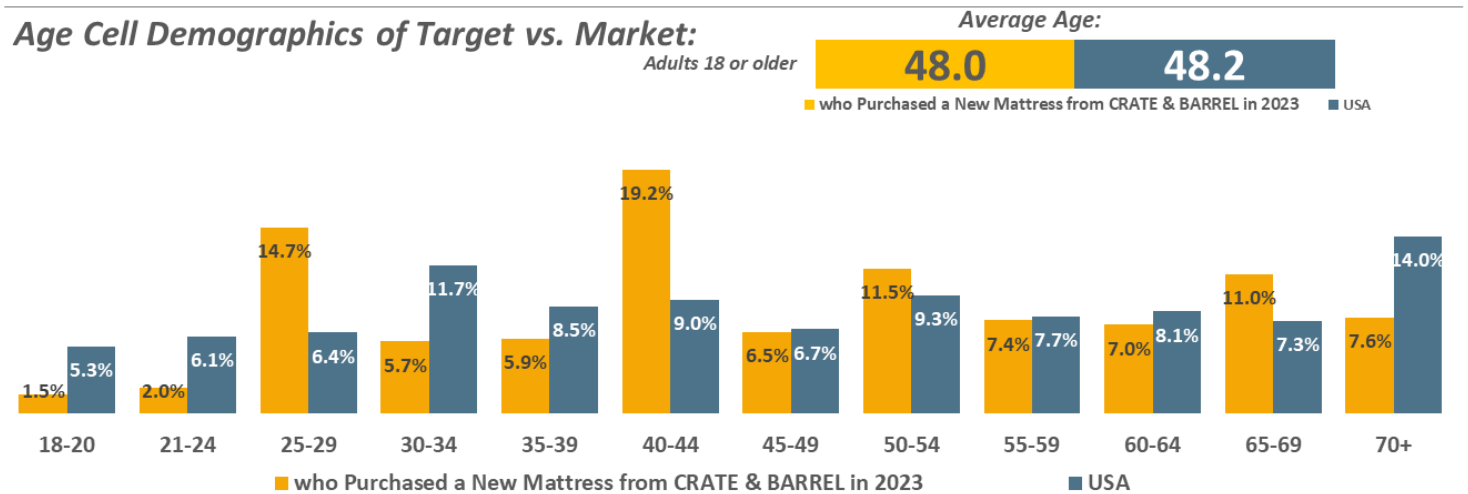
Gender of Target vs. Market: Adults 18 or older



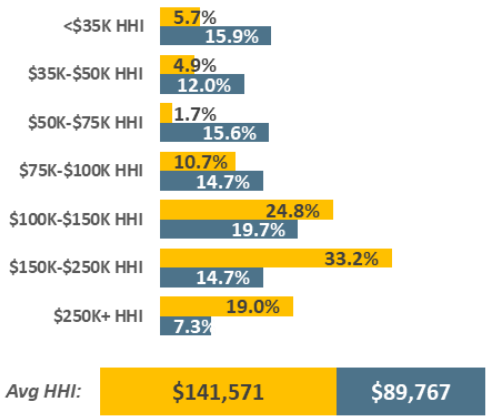
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $141,571 | $89,767

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 52

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Crate & Barrel

.3% or 661,032 of USA Adults 18 or older Purchased a New Mattress from SLEEP NUMBER in 2023.
Typical Adults 18 or older who Purchased a New Mattress from SLEEP NUMBER in 2023 are 54.7 years old (13.4% older than average) and have a $102,754 (14.5% higher than average) annual household income.

Percent of Market: Adults 18 or older



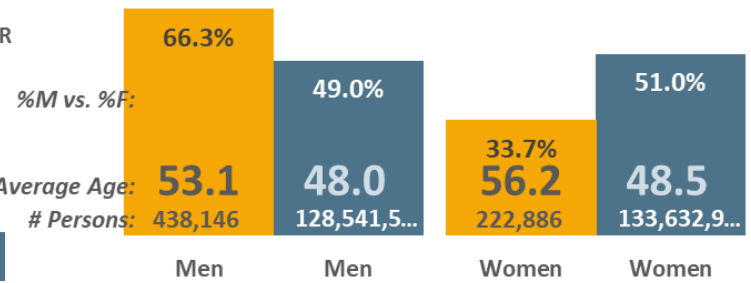
who Purchased a New Mattress from SLEEP NUMBER in 2023

Remainder of USA

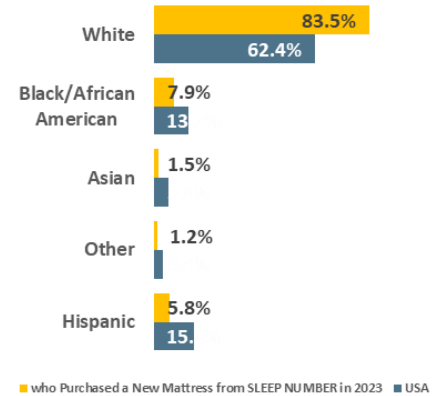
Total Persons:

661,032 | 261,513,468

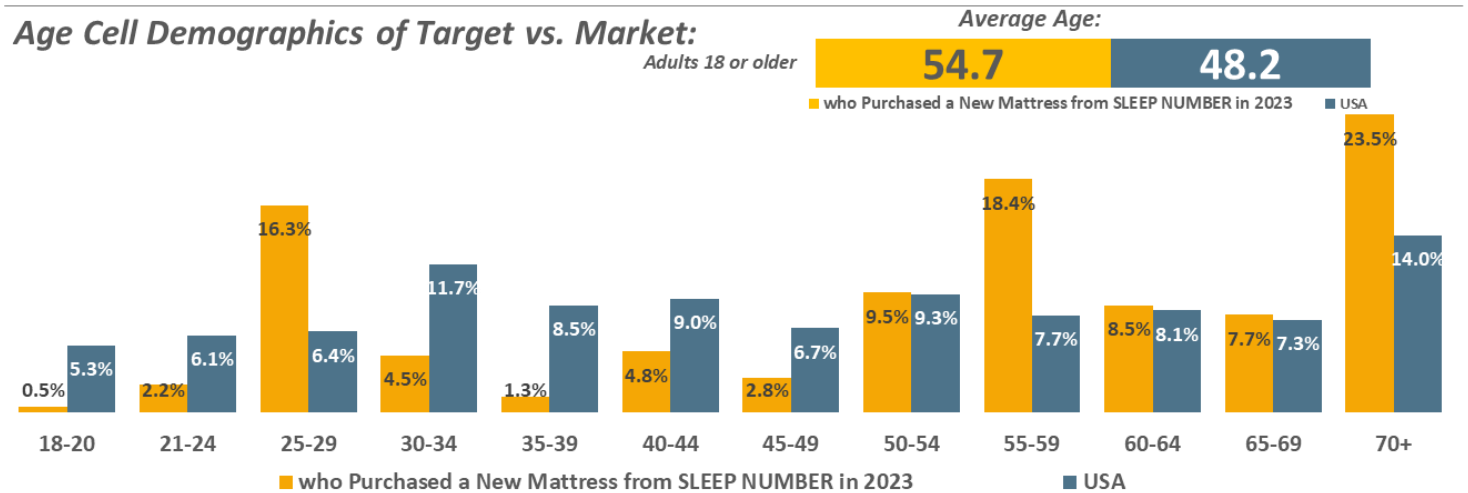
Gender of Target vs. Market: Adults 18 or older



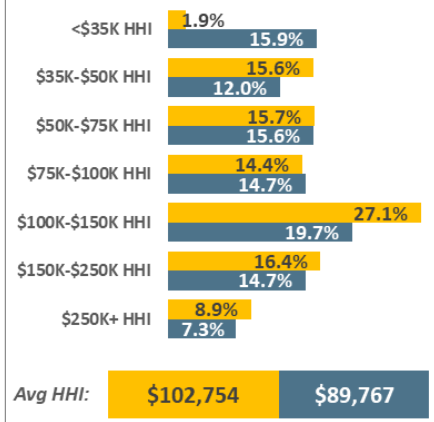
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $102,754 | $89,767

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 37

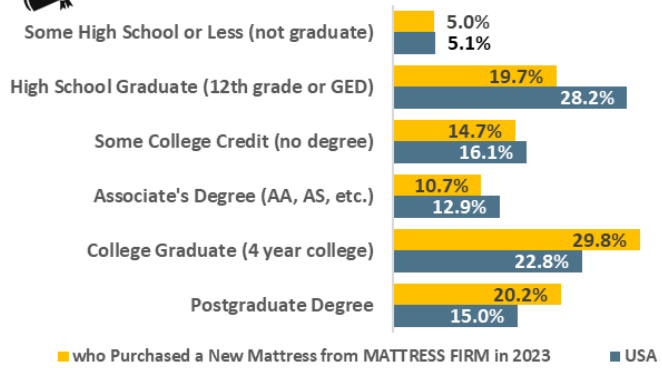
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

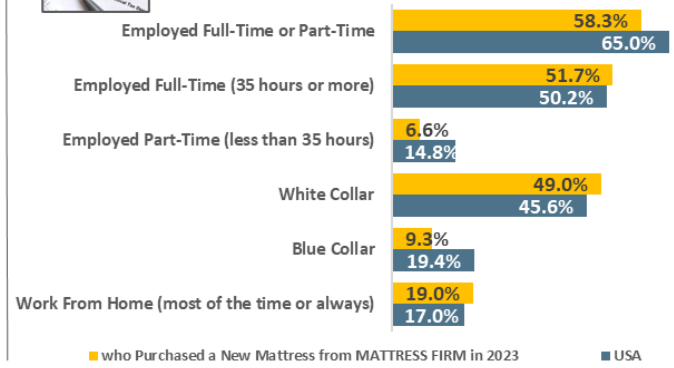
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Sleep Number

1.5% or 3,990,147 of USA Adults 18 or older Purchased a New Mattress from MATTRESS FIRM in 2023. Adults 18 or older who Purchased a New Mattress from MATTRESS FIRM in 2023 are 32.4% more likely to be a college graduate, 3.% more likely to work full-time, 5.% more likely to be married, 3.4% less likely to be a parent of 1 or more children under 18.

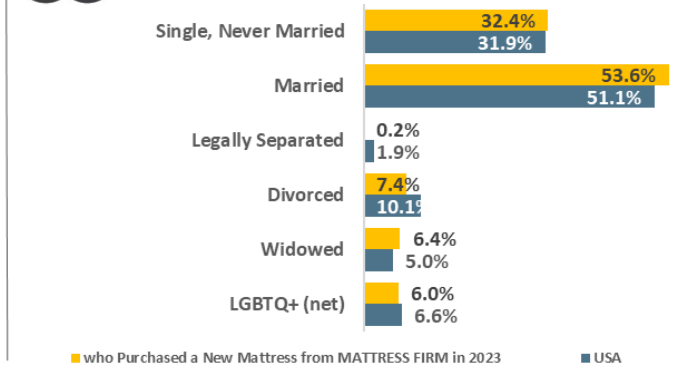
Education Levels: Adults 18 or older



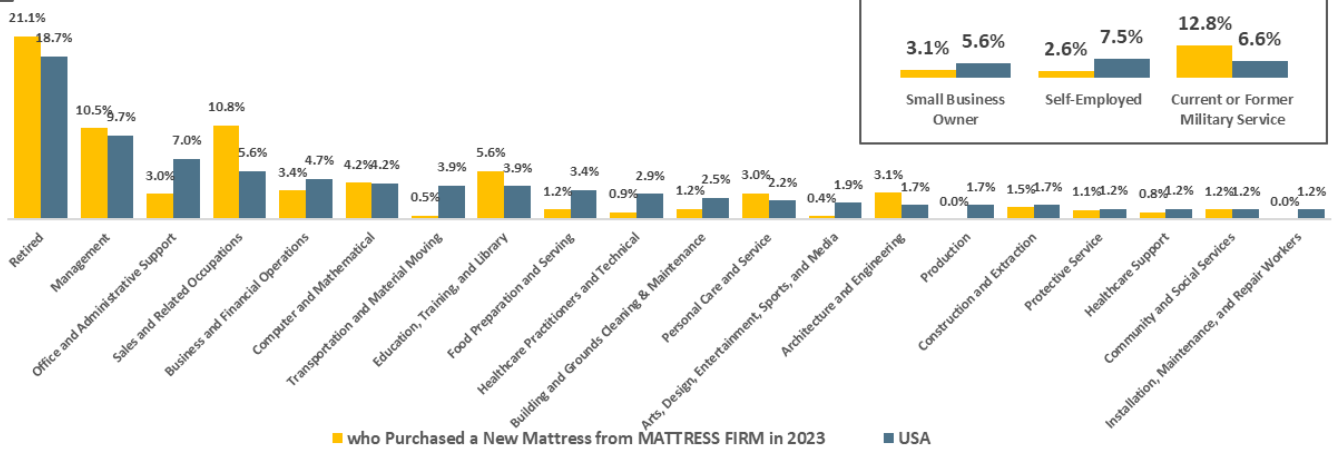
Employment: Adults 18 or older



Marital Status: Adults 18 or older

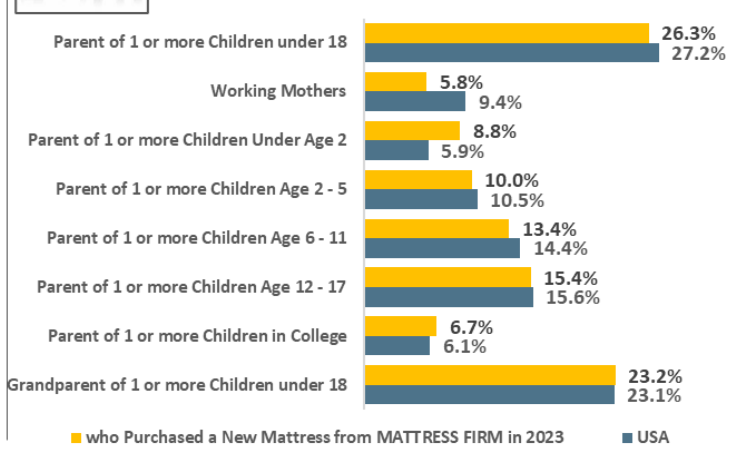


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 171

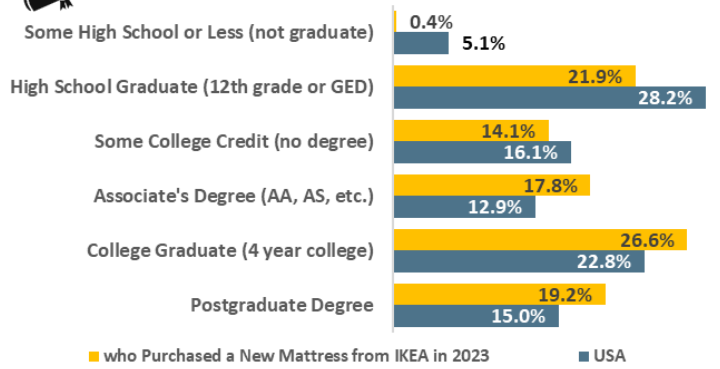
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

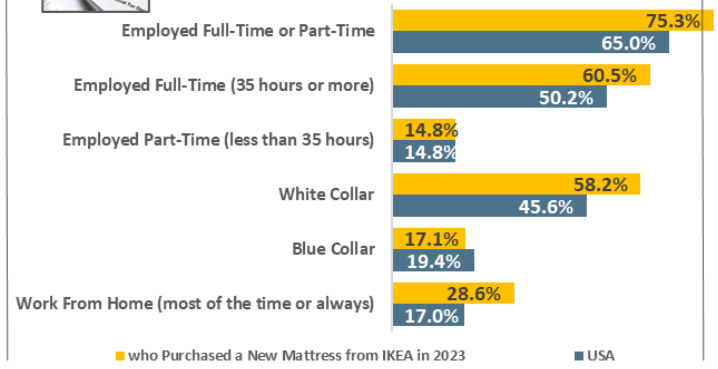
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Mattress Firm

.7% or 1,806,233 of USA Adults 18 or older Purchased a New Mattress from IKEA in 2023.
Adults 18 or older who Purchased a New Mattress from IKEA in 2023 are 21.3% more likely to be a college graduate, 20.5% more likely to work full-time, 10.6% more likely to be married, 49.5% more likely to be a parent of 1 or more children under 18.

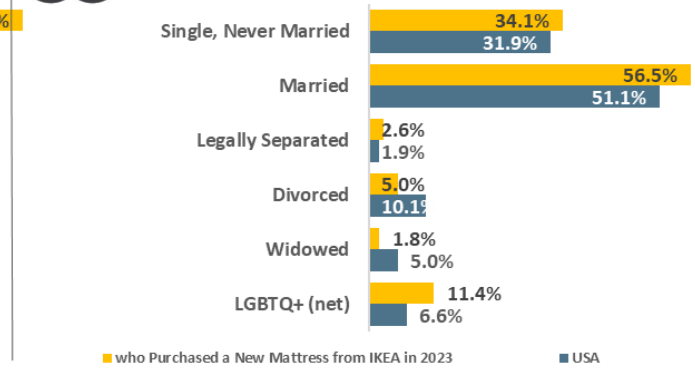
Education Levels: Adults 18 or older



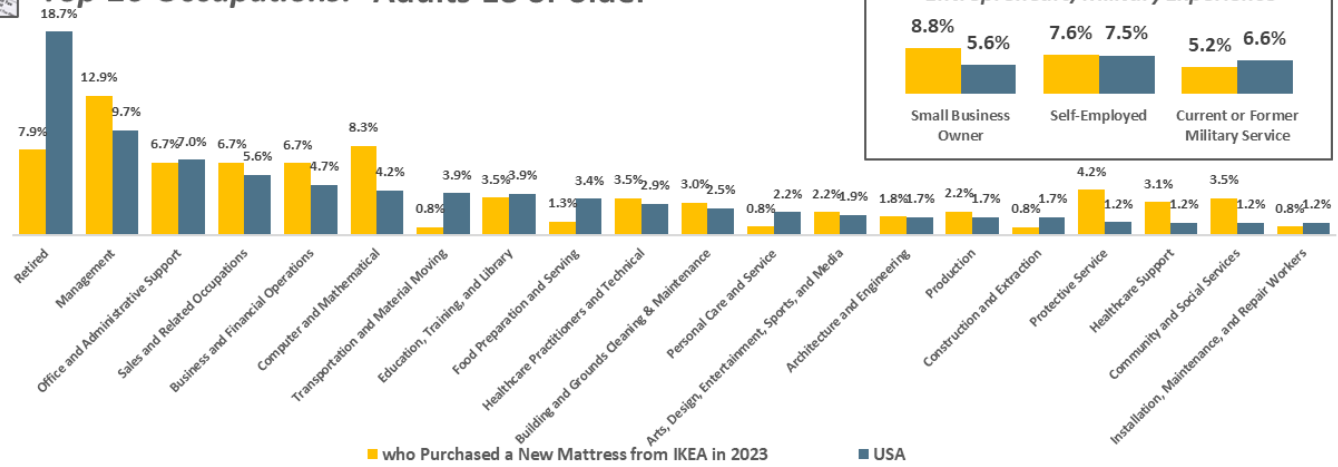
Employment: Adults 18 or older



Marital Status: Adults 18 or older

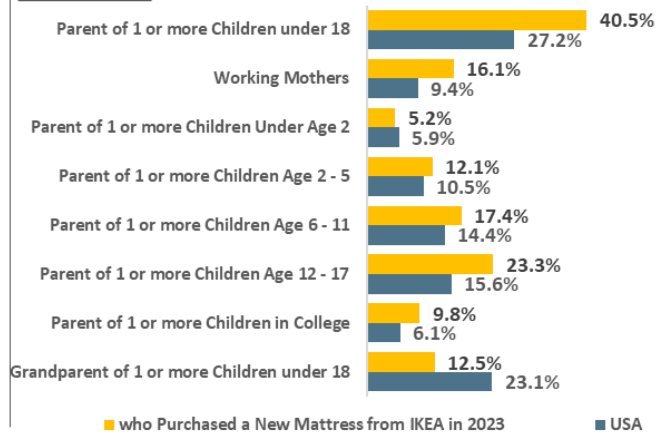


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *257*

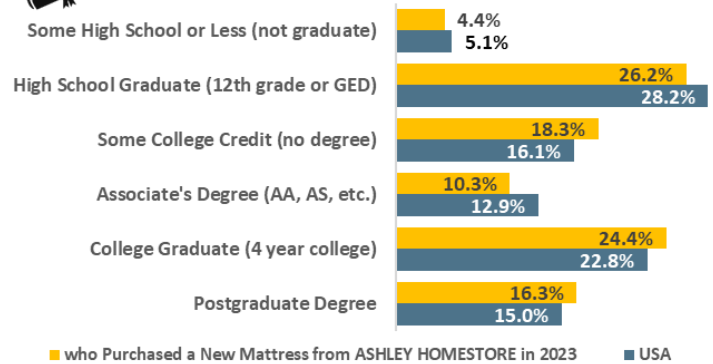
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

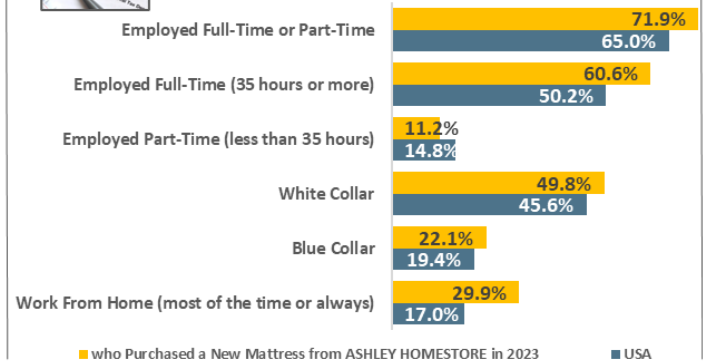
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): IKEA

.7% or 1,769,742 of USA Adults 18 or older Purchased a New Mattress from ASHLEY HOMESTORE in 2023. Adults 18 or older who Purchased a New Mattress from ASHLEY HOMESTORE in 2023 are 7.9% more likely to be a college graduate, 20.7% more likely to work full-time, 32.3% more likely to be married, 11.9% more likely to be a parent of 1 or more children under

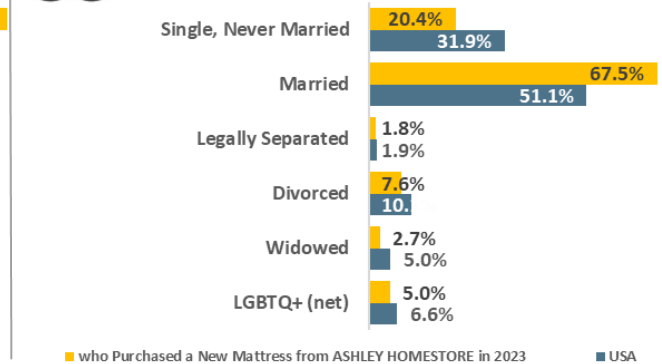
Education Levels: Adults 18 or older



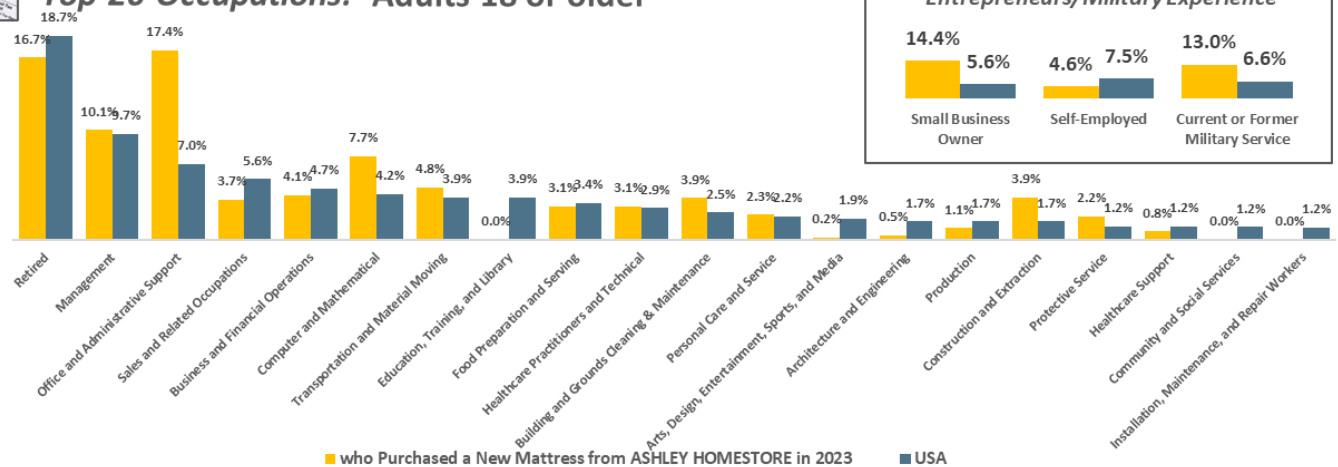
Employment: Adults 18 or older



Marital Status: Adults 18 or older

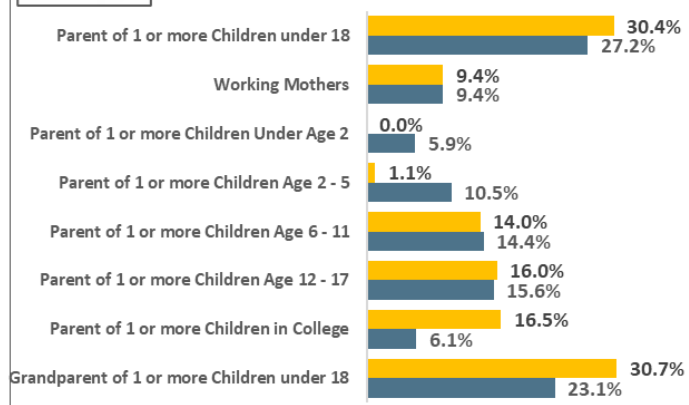


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 77

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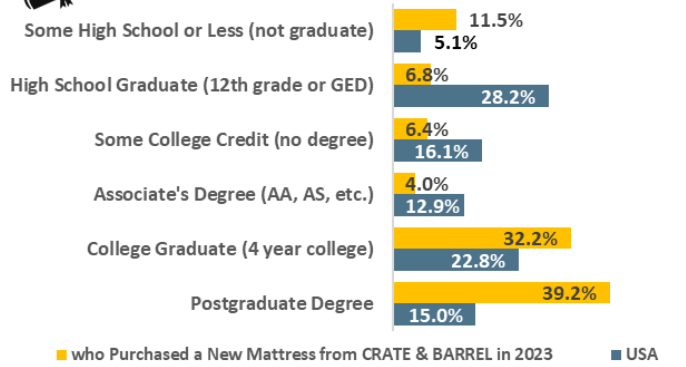
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Ashley HomeStore

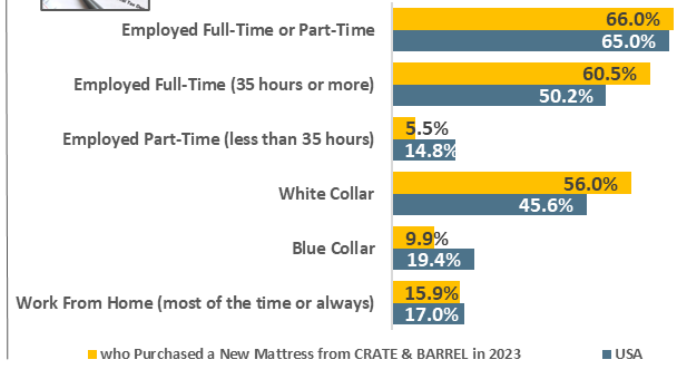
Crate&Barrel

.5% or 1,349,948 of USA Adults 18 or older Purchased a New Mattress from CRATE & BARREL in 2023. Adults 18 or older who Purchased a New Mattress from CRATE & BARREL in 2023 are 89.% more likely to be a college graduate, 20.4% more likely to work full-time, 30.9% more likely to be married, 11.2% more likely to be a parent of 1 or more children under 1

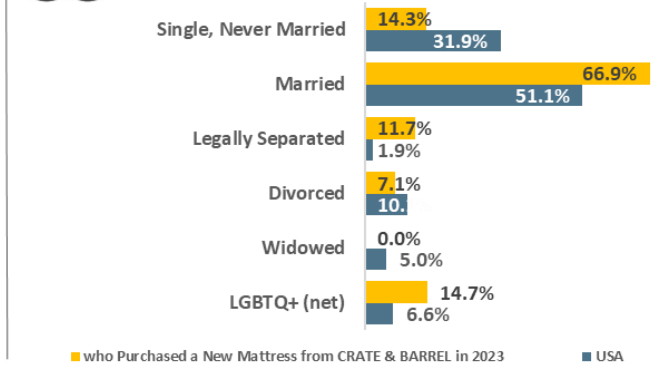
Education Levels: Adults 18 or older



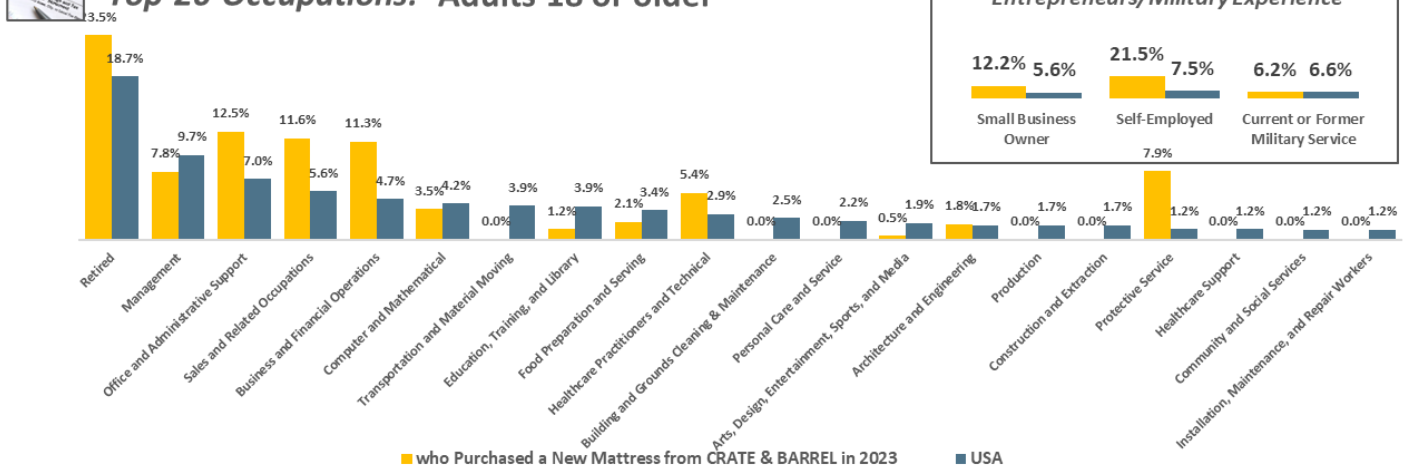
Employment: Adults 18 or older



Marital Status: Adults 18 or older

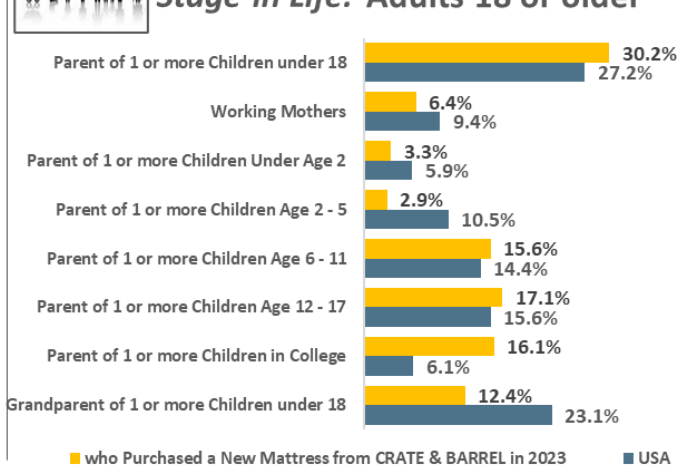


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



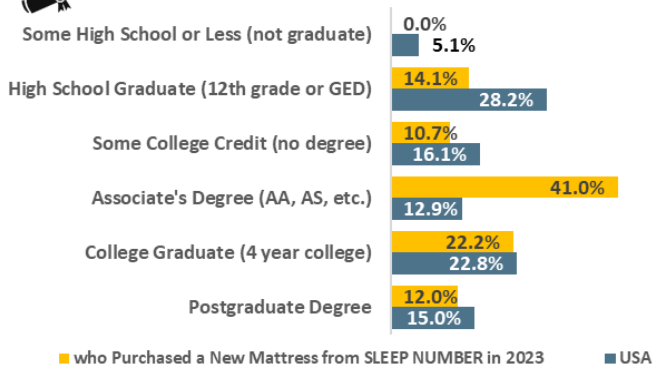
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 52

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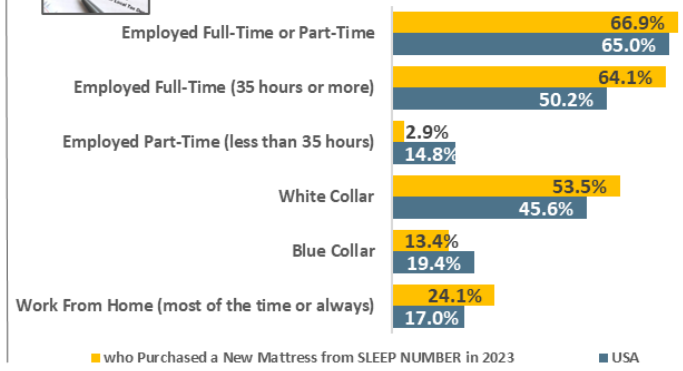
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Crate & Barrel

.3% or 661,032 of USA Adults 18 or older Purchased a New Mattress from SLEEP NUMBER in 2023.
Adults 18 or older who Purchased a New Mattress from SLEEP NUMBER in 2023 are 9.4% less likely to be a college graduate, 27.6% more likely to work full-time, 3.4% less likely to be married, 60.5% less likely to be a parent of 1 or more children under 18.

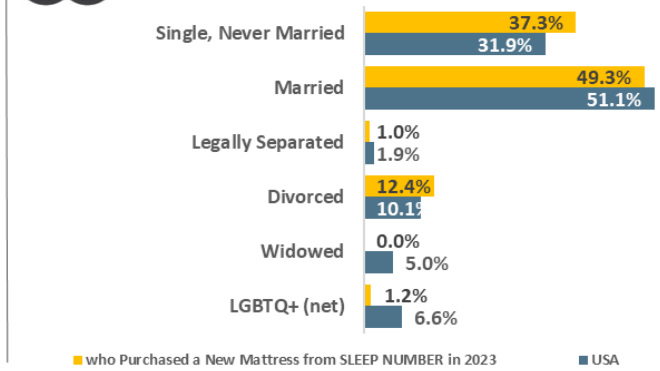
Education Levels: Adults 18 or older



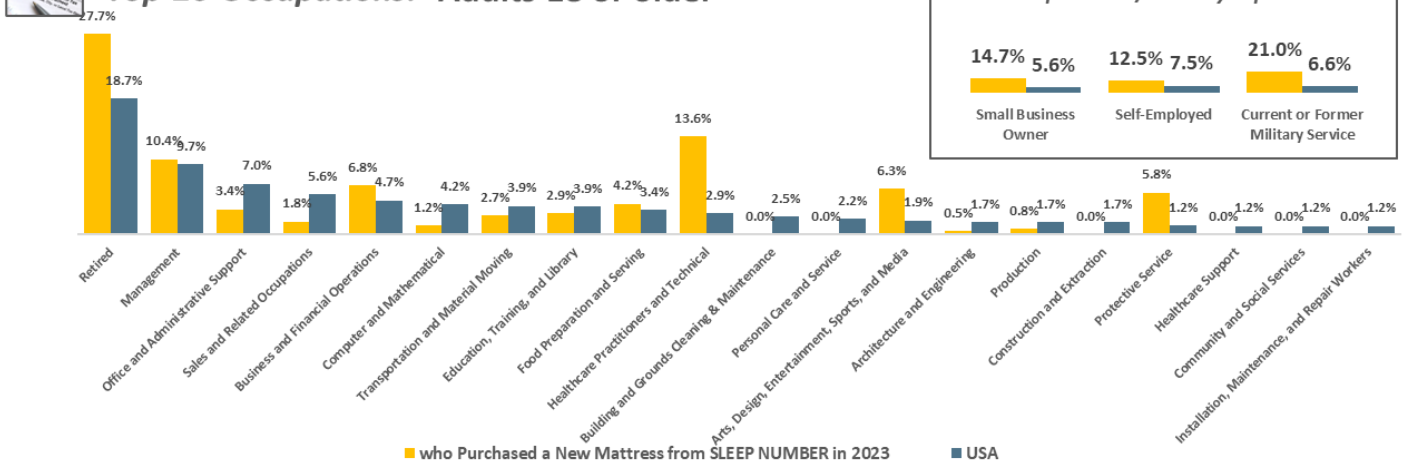
Employment: Adults 18 or older



Marital Status: Adults 18 or older

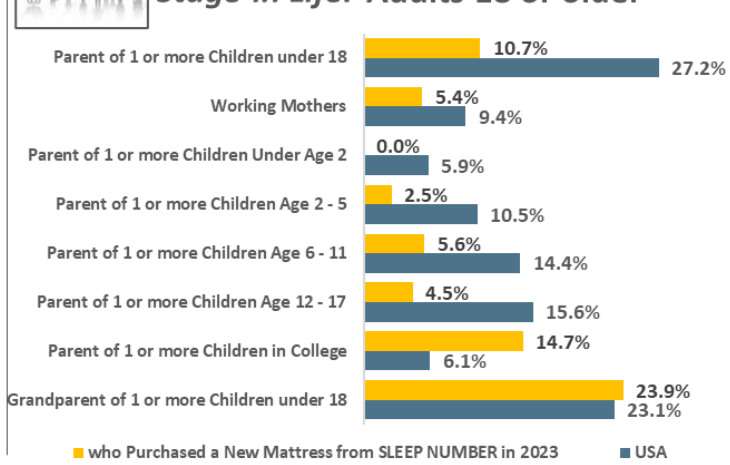


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 37

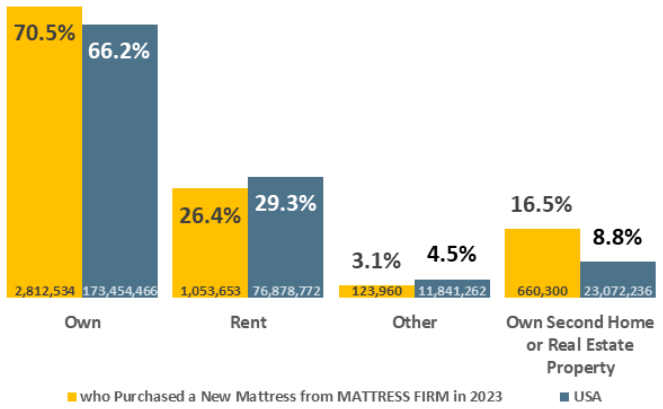
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

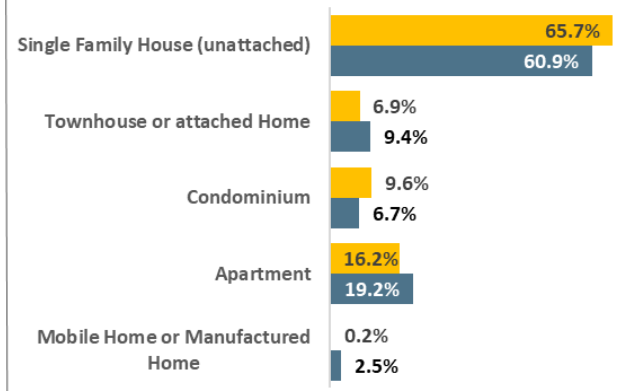
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Sleep Number

1.5% or 3,990,147 of USA Adults 18 or older Purchased a New Mattress from MATTRESS FIRM in 2023. Adults 18 or older who Purchased a New Mattress from MATTRESS FIRM in 2023 are 6.5% more likely to own their home, 9.7% more likely to own a higher valued home, 7.9% more likely to have a single-family home, 2.1% more likely to have a dog.

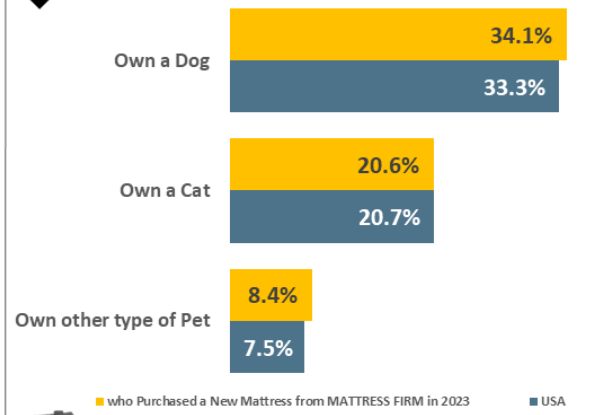
Own/Rent/Other: Adults 18 or older



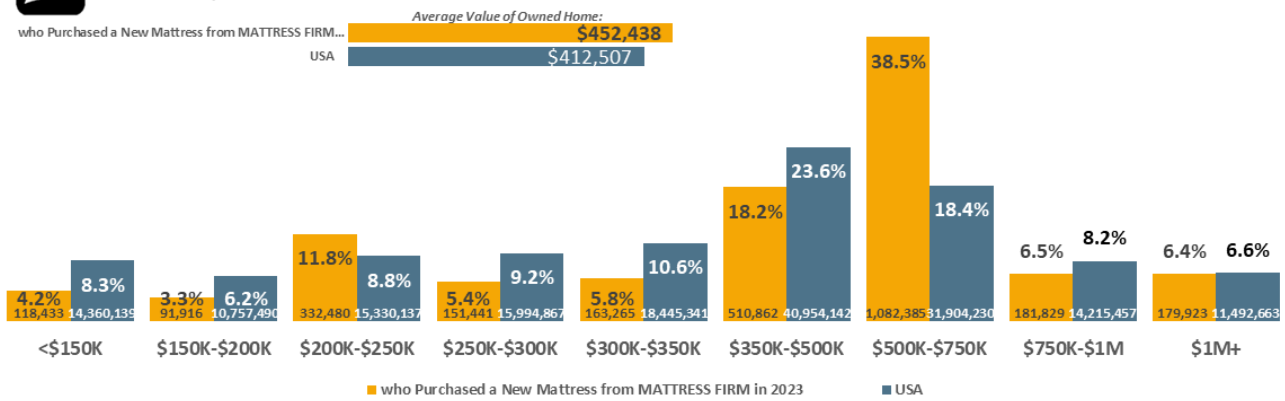
Type of Home: Adults 18 or older



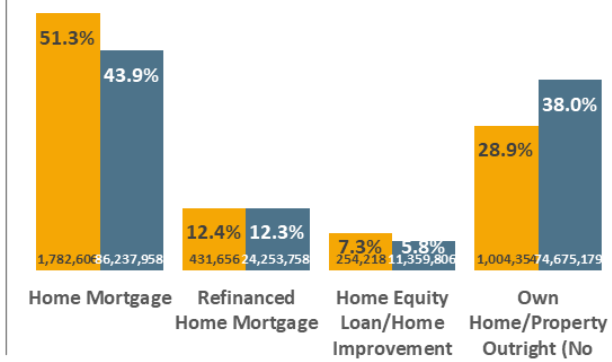
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



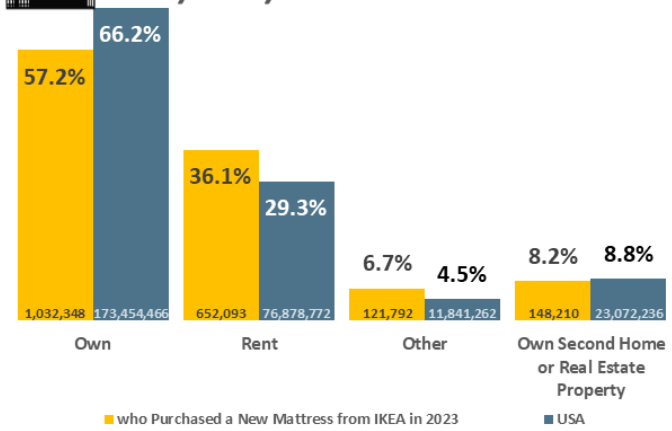
USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *171*

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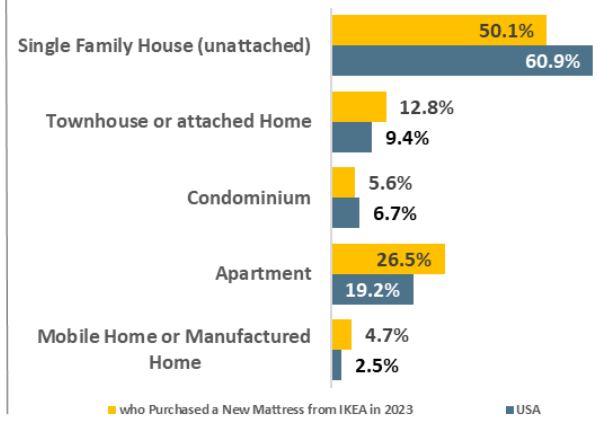
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Mattress Firm

.7% or 1,806,233 of USA Adults 18 or older Purchased a New Mattress from IKEA in 2023.
Adults 18 or older who Purchased a New Mattress from IKEA in 2023 are 13.6% less likely to own their home, 6.3% more likely to own a higher valued home, 17.6% less likely to have a single-family home, 23.5% more likely to have a dog.

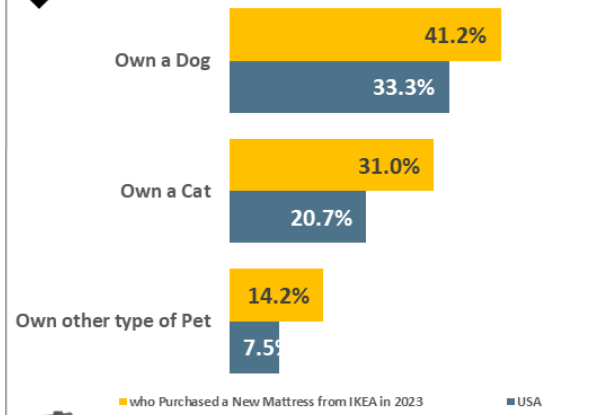
Own/Rent/Other: Adults 18 or older



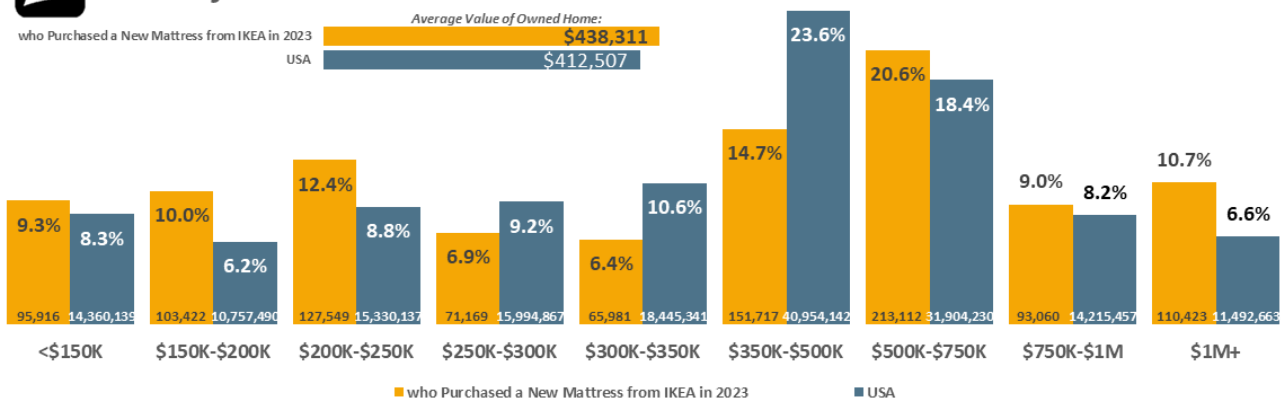
Type of Home: Adults 18 or older



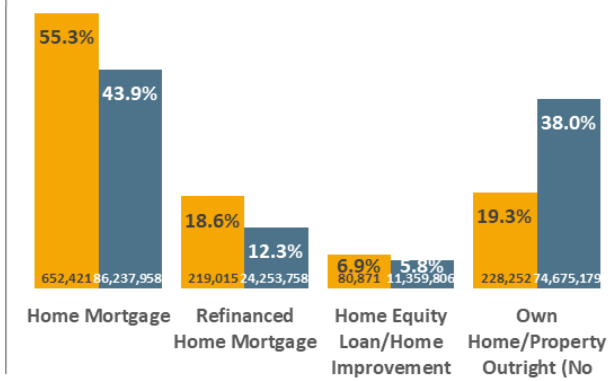
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



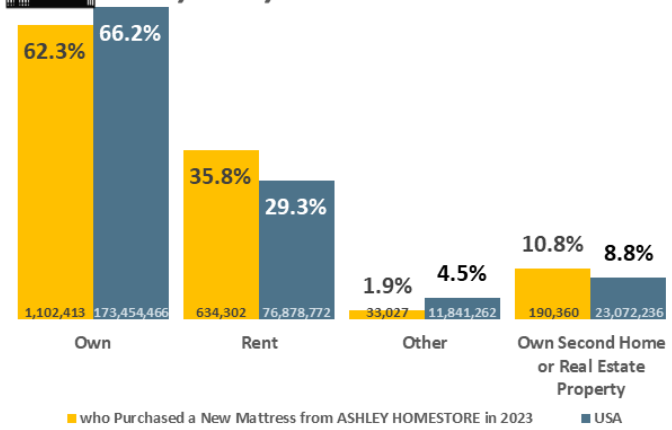
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 257

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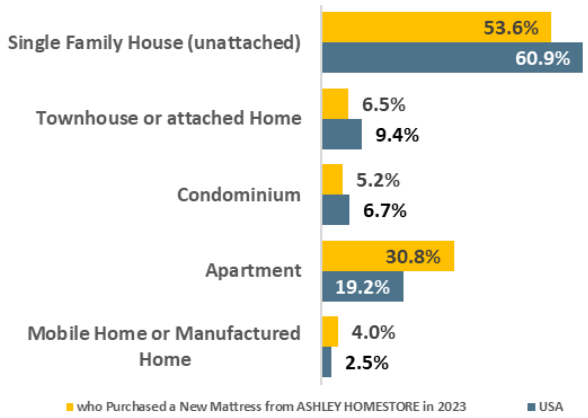
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): IKEA

.7% or 1,769,742 of USA Adults 18 or older Purchased a New Mattress from ASHLEY HOMESTORE in 2023. Adults 18 or older who Purchased a New Mattress from ASHLEY HOMESTORE in 2023 are 5.8% less likely to own their home, 6.7% more likely to own a higher valued home, 12.% less likely to have a single-family home, 1.6% less likely to have a dog.

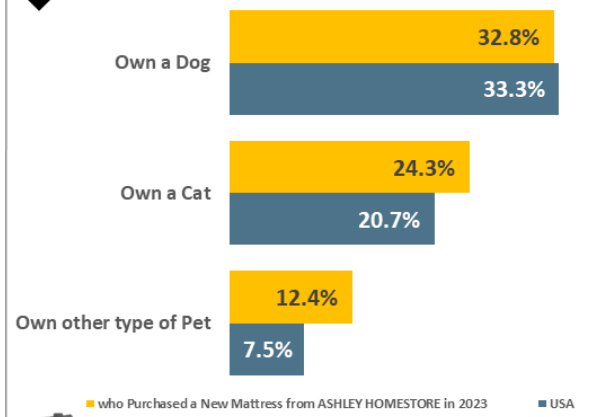
Own/Rent/Other: Adults 18 or older



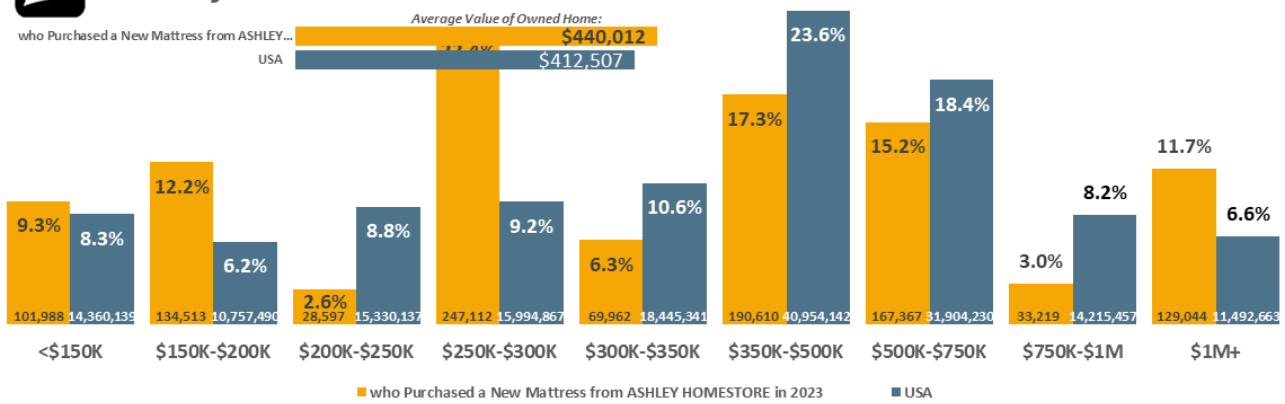
Type of Home: Adults 18 or older



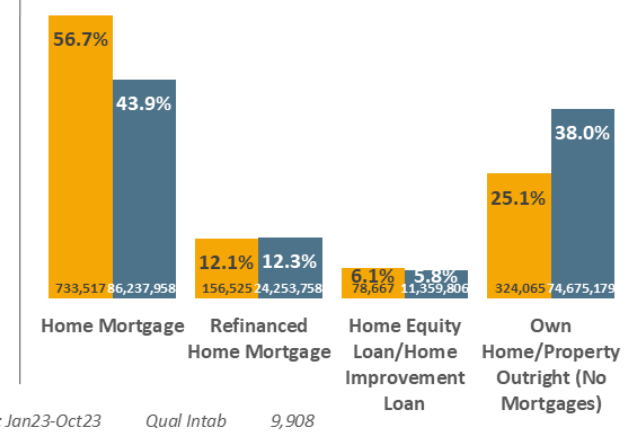
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *77*

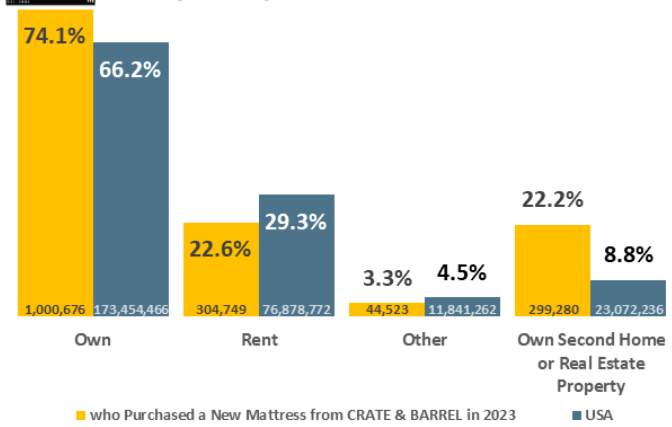
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Ashley HomeStore

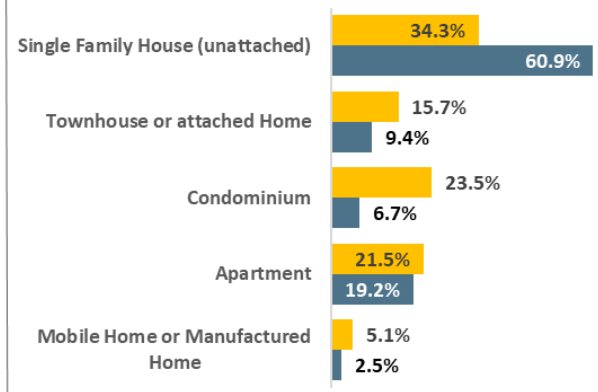
Crate&Barrel

.5% or 1,349,948 of USA Adults 18 or older Purchased a New Mattress from CRATE & BARREL in 2023. Adults 18 or older who Purchased a New Mattress from CRATE & BARREL in 2023 are 12.% more likely to own their home, 22.5% more likely to own a higher valued home, 43.7% less likely to have a single-family home, 5.7% less likely to have a dog.

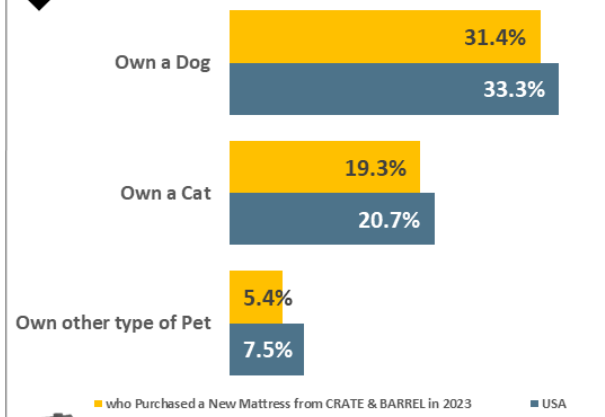
Own/Rent/Other: Adults 18 or older



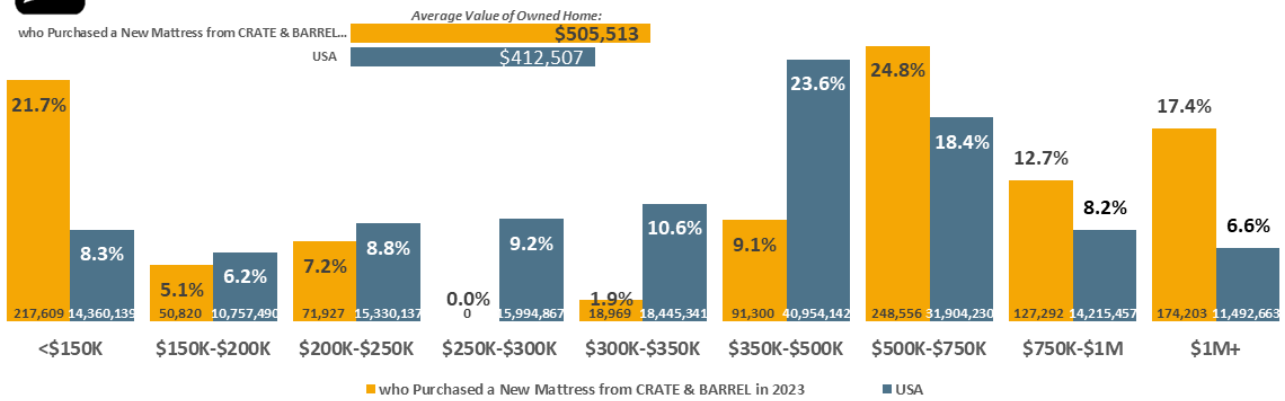
Type of Home: Adults 18 or older



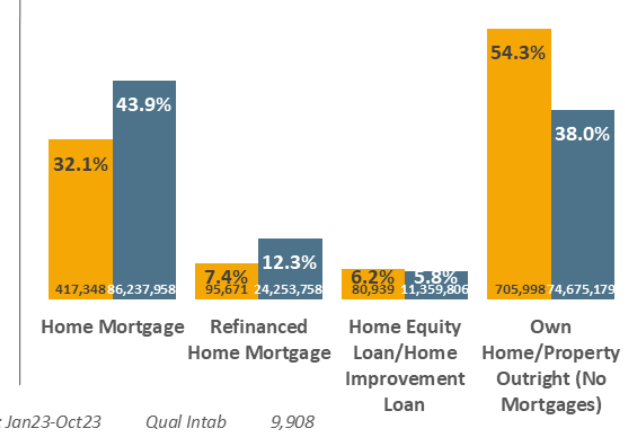
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



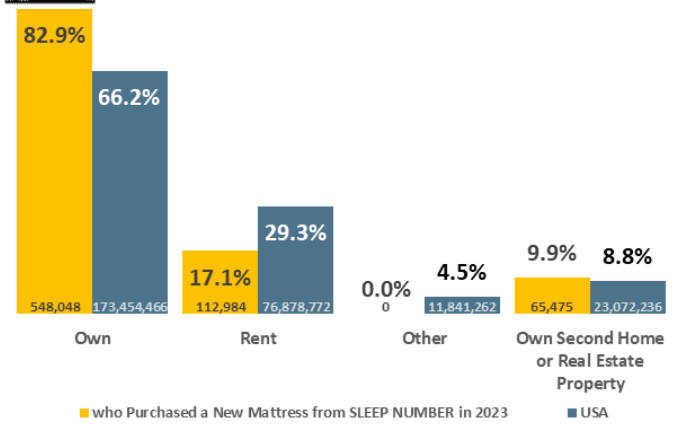
USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *52*

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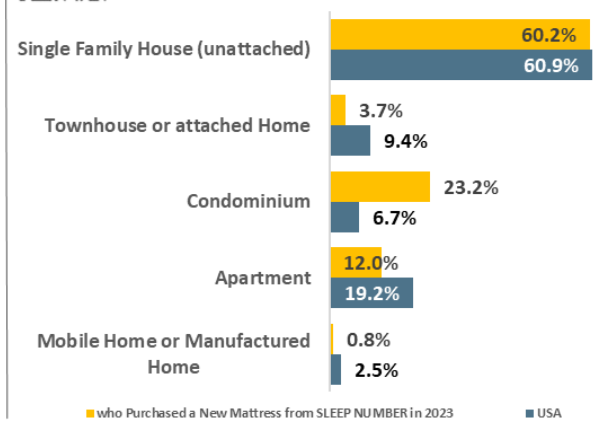
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Crate & Barrel

.3% or 661,032 of USA Adults 18 or older Purchased a New Mattress from SLEEP NUMBER in 2023.
Adults 18 or older who Purchased a New Mattress from SLEEP NUMBER in 2023 are 25.3% more likely to own their home, 1.3% more likely to own a higher valued home, 1.% less likely to have a single-family home, 45.4% more likely to have a dog.

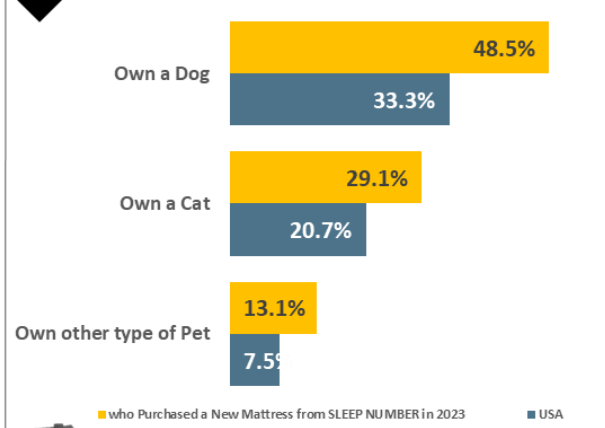
Own/Rent/Other: Adults 18 or older



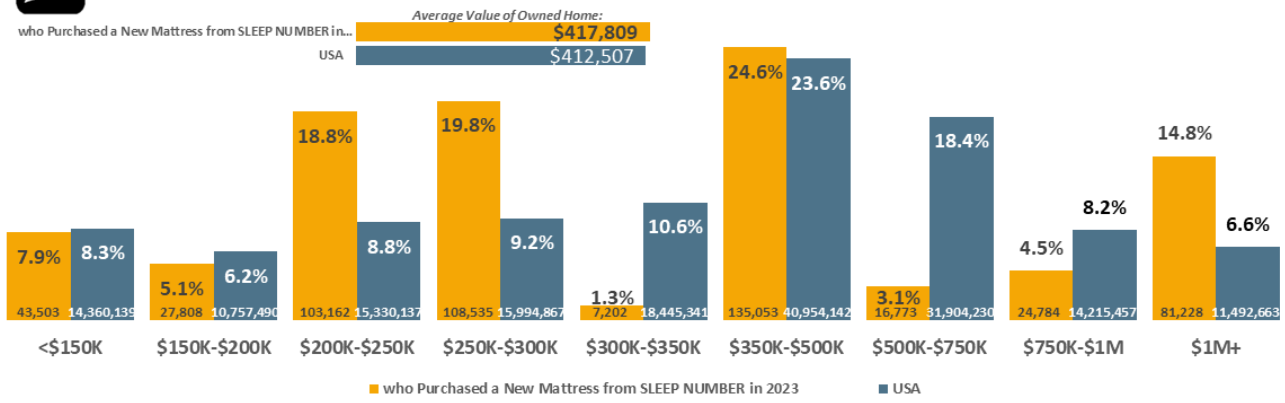
Type of Home: Adults 18 or older



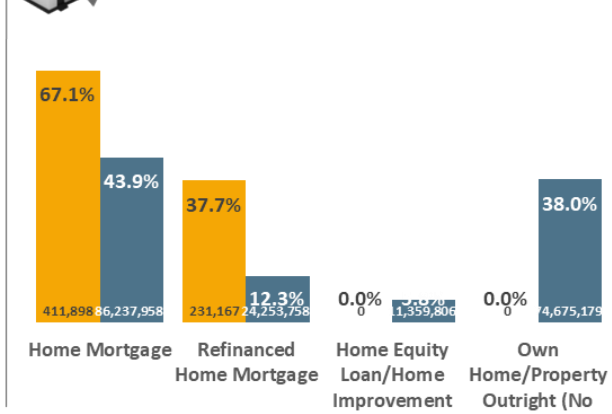
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



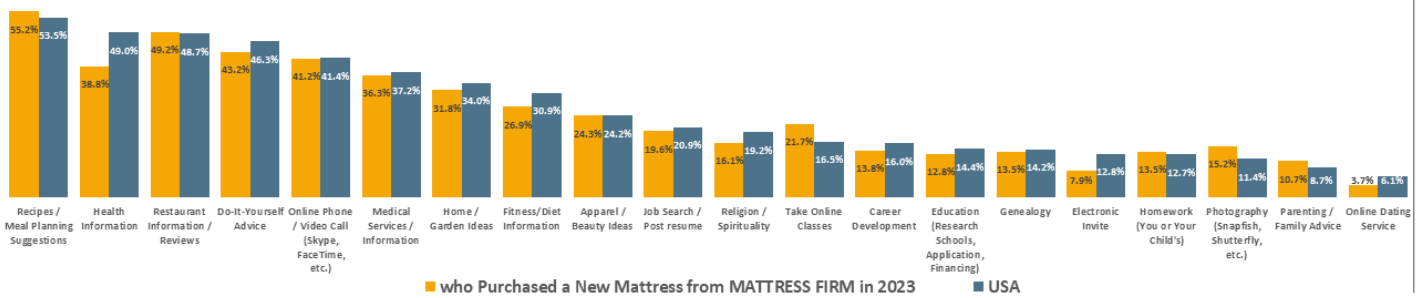
USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *37*

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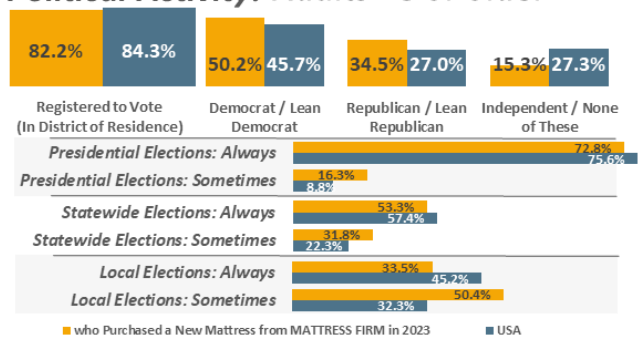
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Sleep Number

1.5% or 3,990,147 of USA Adults 18 or older Purchased a New Mattress from MATTRESS FIRM in 2023. Adults 18 or older who Purchased a New Mattress from MATTRESS FIRM in 2023 are 6.7% less likely to look up D-I-Y advice online, 26.% less likely to always vote in local elections, 31.9% more likely to belong to a gym, 15.9% more likely to fly domestic pas

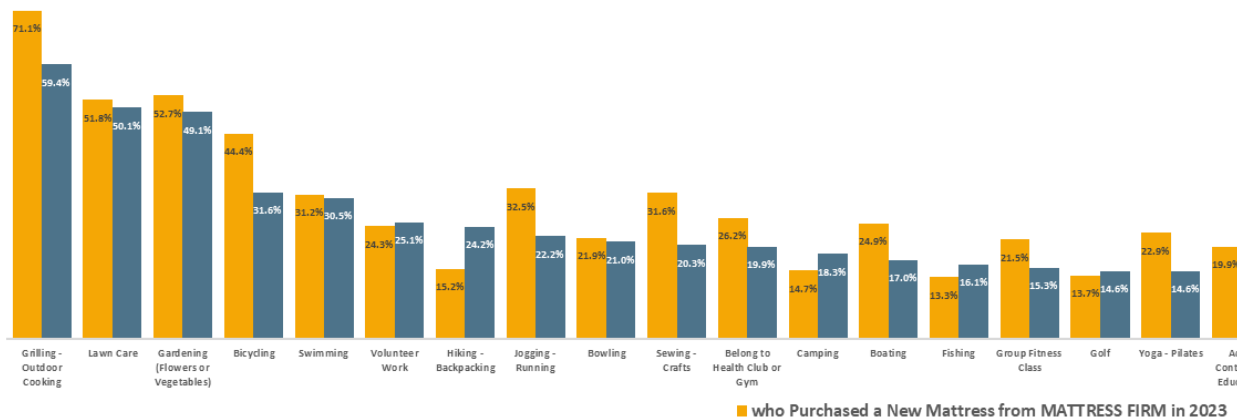
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



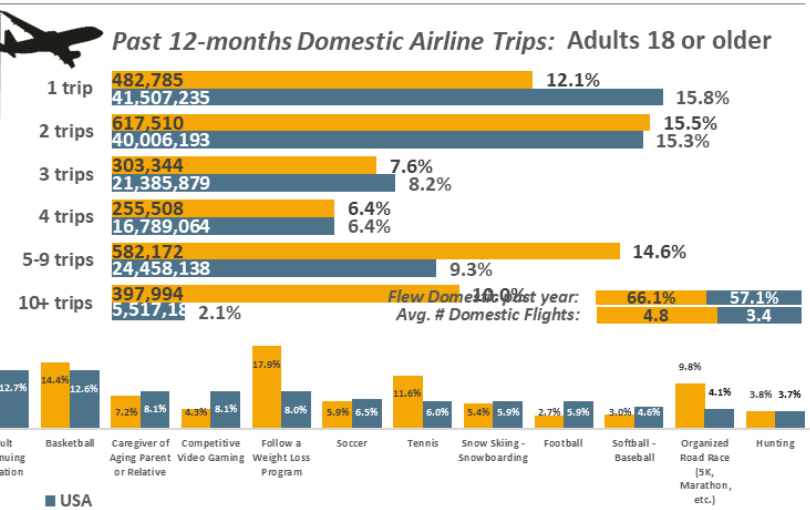
Political Activity: Adults 18 or older



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



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



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *171*

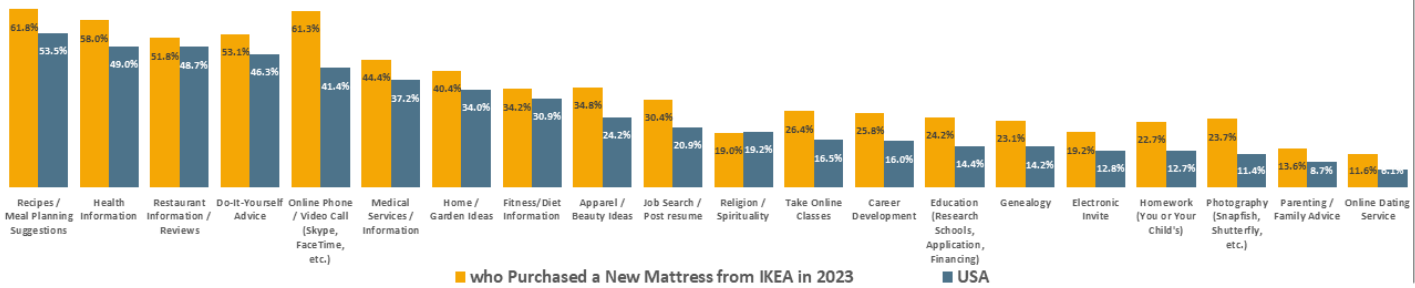
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

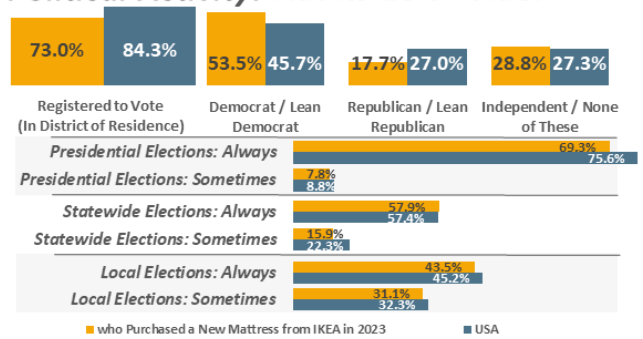
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Mattress Firm

.7% or 1,806,233 of USA Adults 18 or older Purchased a New Mattress from IKEA in 2023.
Adults 18 or older who Purchased a New Mattress from IKEA in 2023 are 14.8% more likely to look up D-I-Y advice online, 3.8% less likely to always vote in local elections, 44.7% more likely to belong to a gym, 19.2% more likely to fly domestic past yr.

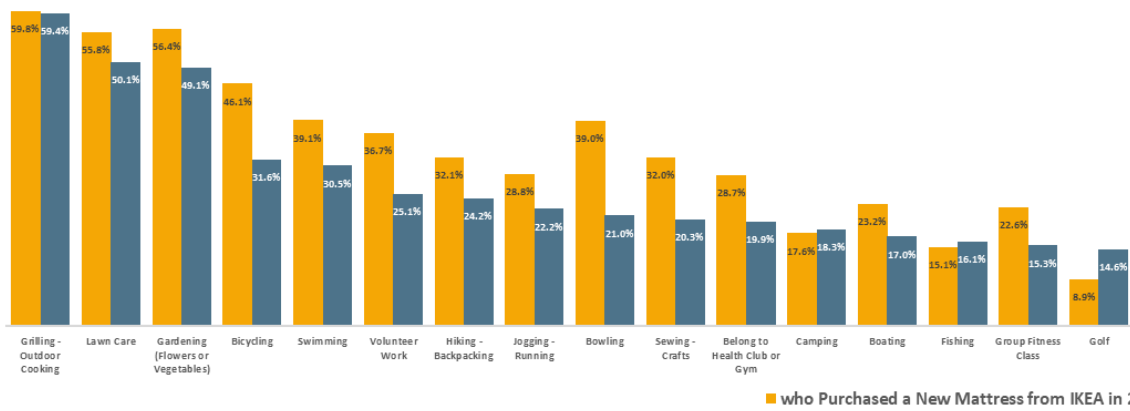
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



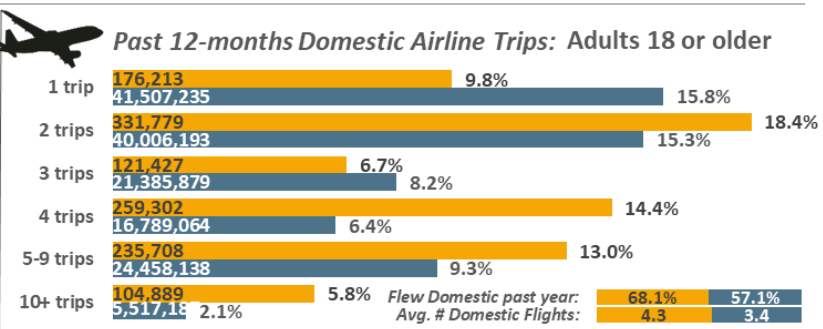
Political Activity: Adults 18 or older



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



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



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *257*

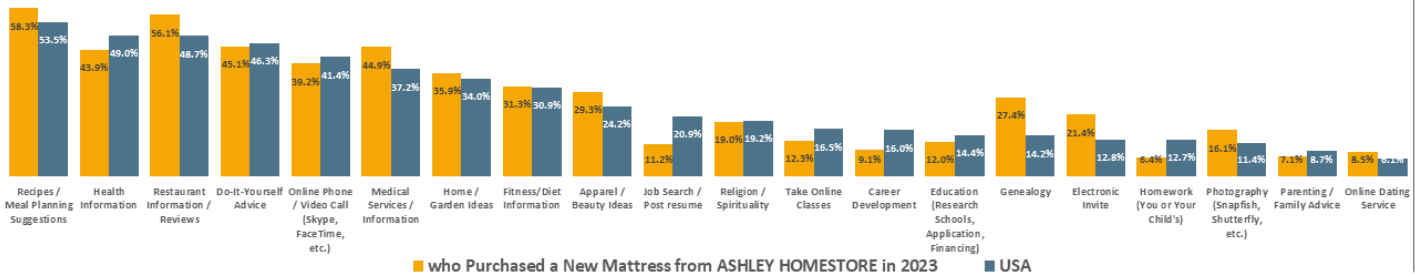
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

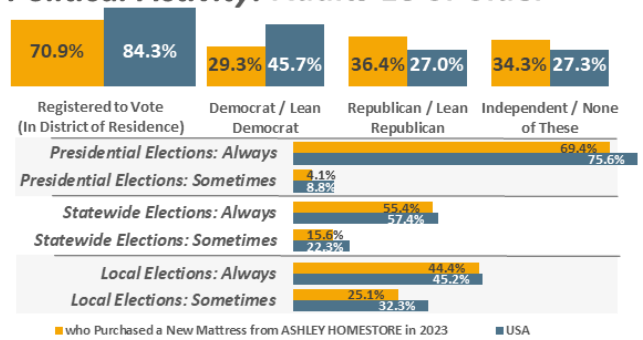
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): IKEA

.7% or 1,769,742 of USA Adults 18 or older Purchased a New Mattress from ASHLEY HOMESTORE in 2023. Adults 18 or older who Purchased a New Mattress from ASHLEY HOMESTORE in 2023 are 2.6% less likely to look up D-I-Y advice online, 1.9% less likely to always vote in local elections, 35.% less likely to belong to a gym, 27.2% more likely to fly domestic p

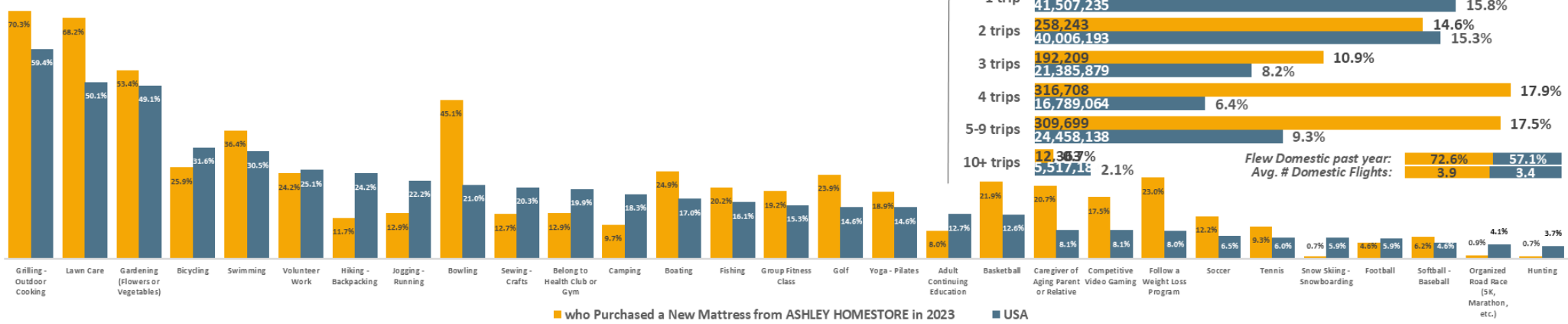
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *77*

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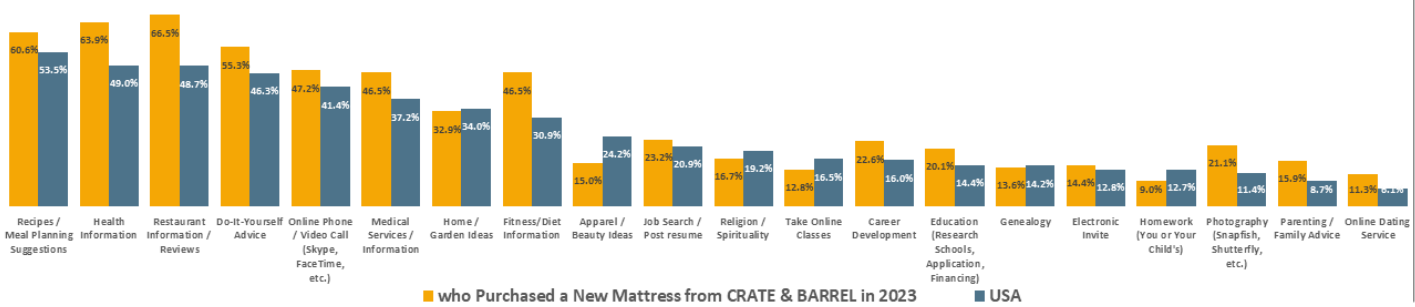
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Ashley HomeStore

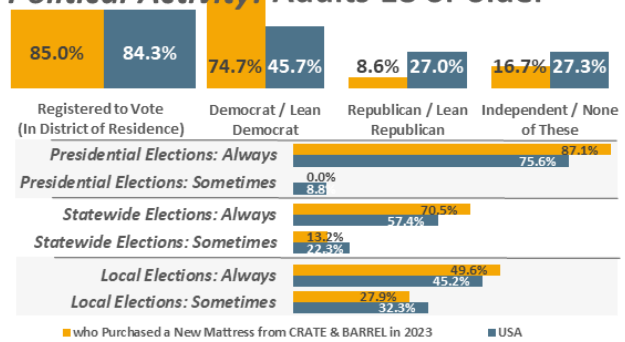
Crate&Barrel

.5% or 1,349,948 of USA Adults 18 or older Purchased a New Mattress from CRATE & BARREL in 2023. Adults 18 or older who Purchased a New Mattress from CRATE & BARREL in 2023 are 19.4% more likely to look up D-I-Y advice online, 9.6% more likely to always vote in local elections, 56.2% more likely to belong to a gym, 45.9% more likely to fly domestic p

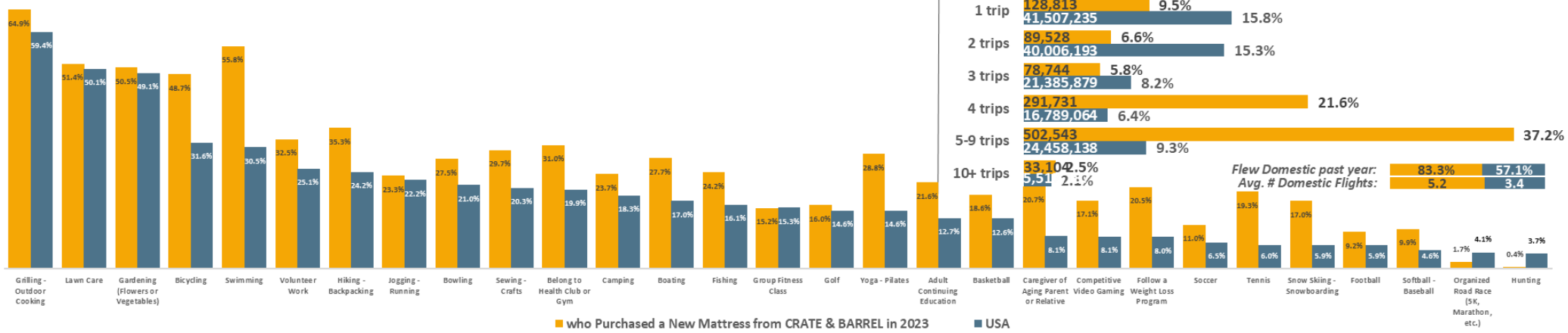
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



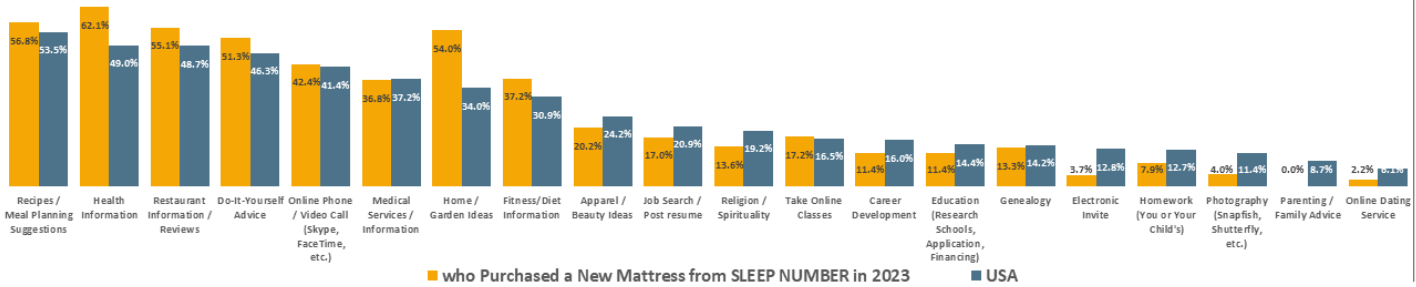
Past 12-months Domestic Airline Trips: Adults 18 or older

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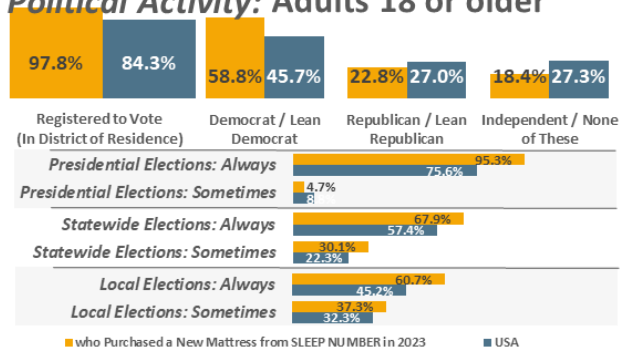
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Crate & Barrel

.3% or 661,032 of USA Adults 18 or older Purchased a New Mattress from SLEEP NUMBER in 2023. Adults 18 or older who Purchased a New Mattress from SLEEP NUMBER in 2023 are 10.9% more likely to look up D-I-Y advice online, 34.3% more likely to always vote in local elections, 59.2% more likely to belong to a gym, 22.2% more likely to fly domestic pa

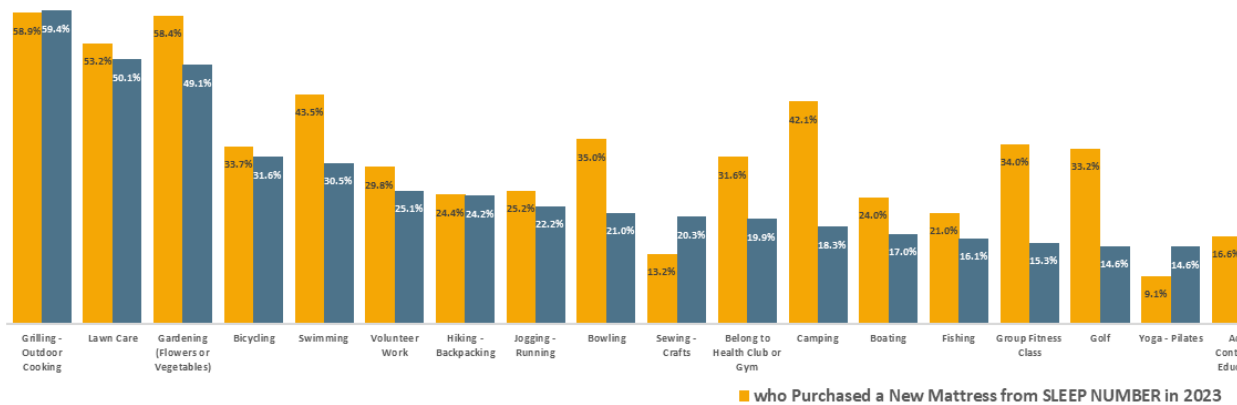
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



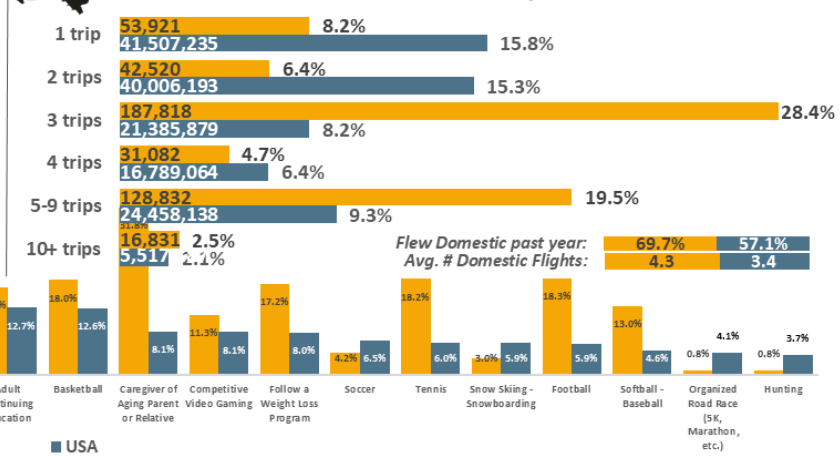
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 37

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Sleep Number

1.5% or 3,990,147 of USA Adults 18 or older Purchased a New Mattress from MATTRESS FIRM in 2023. Adults 18 or older who Purchased a New Mattress from MATTRESS FIRM in 2023 are 8.% more likely to use QSRs past mo., 10.2% more likely to use Sit-Down Restaurants past mo., 9.4% less likely to use Casinos past yr., 31.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

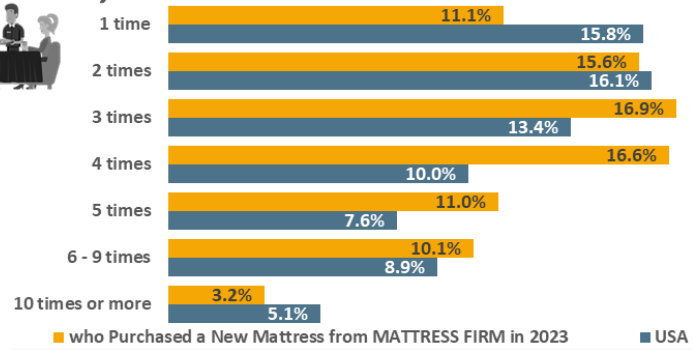


Avg. Monthly QSR Meals:



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





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

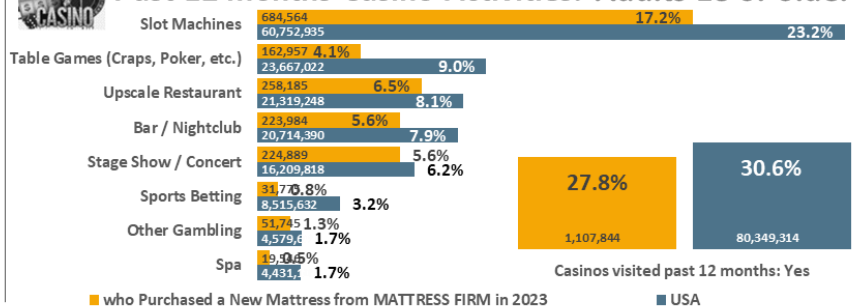


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 171

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Mattress Firm

.7% or 1,806,233 of USA Adults 18 or older Purchased a New Mattress from IKEA in 2023.
Adults 18 or older who Purchased a New Mattress from IKEA in 2023 are 8.7% more likely to use QSRs past mo., 17.1% more likely to use Sit-Down Restaurants past mo., 27.2% less likely to use Casinos past yr., 2.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older

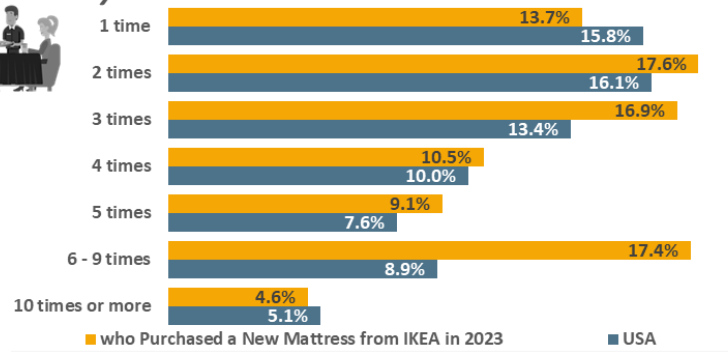


Total Monthly QSR Users:
96.3% 1,738,776
88.6% 232,201,120

Avg. Monthly QSR Meals:
8.1
6.6

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





Total Monthly Sit-Down Restaurant Users:
89.9% 1,624,367
76.8% 201,275,400

Avg. Monthly Sit-Down Restaurant Meals:
4.3
4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



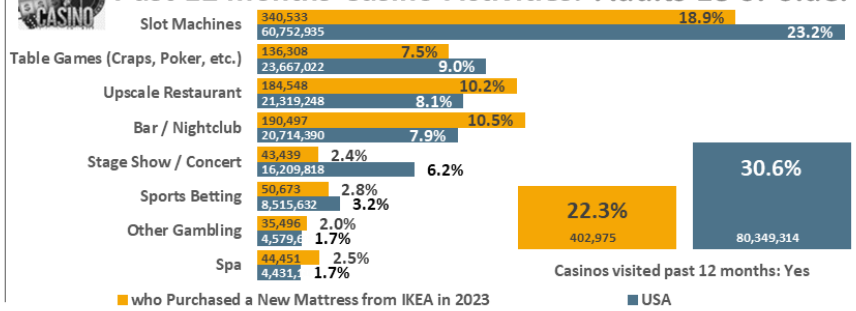
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Purchased a New Mattress from IKEA in 2023 650,166 36.0%
USA 51,814,293 19.8%

Drank Past 30-days: Adults 18 or older



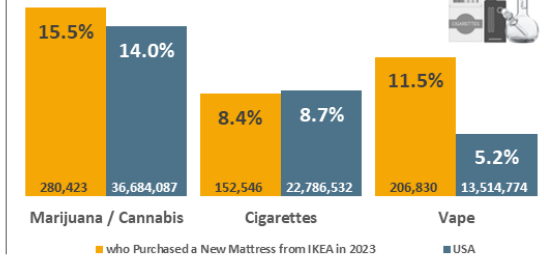
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *257*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): IKEA

.7% or 1,769,742 of USA Adults 18 or older Purchased a New Mattress from ASHLEY HOMESTORE in 2023. Adults 18 or older who Purchased a New Mattress from ASHLEY HOMESTORE in 2023 are 12.2% more likely to use QSRs past mo., 21.6% more likely to use Sit-Down Restaurants past mo., 72.1% more likely to use Casinos past yr., 4.1% less likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



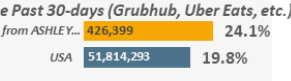
Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

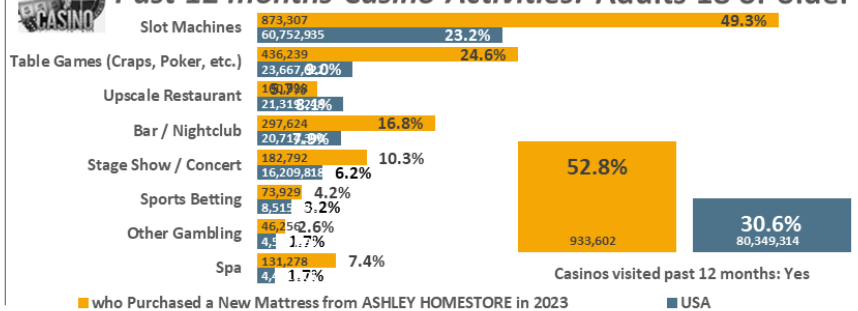


Drank Past 30-days: Adults 18 or older





Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 77

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Ashley HomeStore

Crate&Barrel

.5% or 1,349,948 of USA Adults 18 or older Purchased a New Mattress from CRATE & BARREL in 2023. Adults 18 or older who Purchased a New Mattress from CRATE & BARREL in 2023 are 10.7% more likely to use QSRs past mo., 24.8% more likely to use Sit-Down Restaurants past mo., 11.1% less likely to use Casinos past yr., 130.4% more likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

98.0% 1,323,604

88.6% 232,201,120

Avg. Monthly QSR Meals:

7.5 6.6

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



Total Monthly Sit-Down Restaurant Users:

95.8% 1,292,966

76.8% 201,275,400

Avg. Monthly Sit-Down Restaurant Meals:

5.9 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Purchased a New Mattress from CRATE & BARREL... 462,680 34.3%

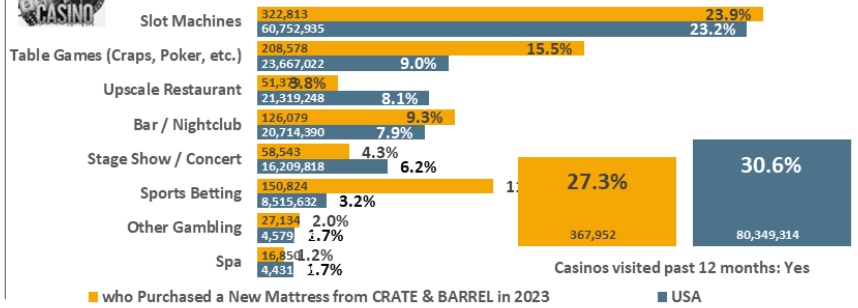
USA 51,814,293 19.8%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 52

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

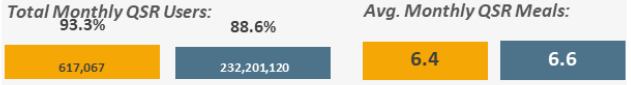
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Crate & Barrel

.3% or 661,032 of USA Adults 18 or older Purchased a New Mattress from SLEEP NUMBER in 2023.
Adults 18 or older who Purchased a New Mattress from SLEEP NUMBER in 2023 are 5.4% more likely to use QSRs past mo., .5% less likely to use Sit-Down Restaurants past mo., 17.6% less likely to use Casinos past yr., 56.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

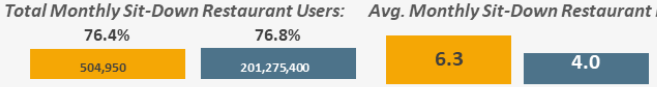


Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

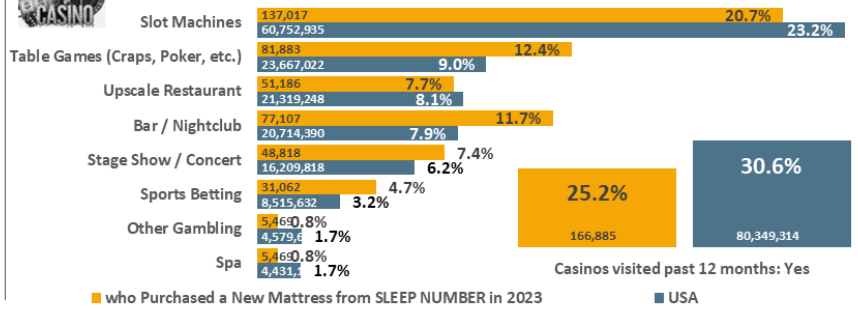


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *37*

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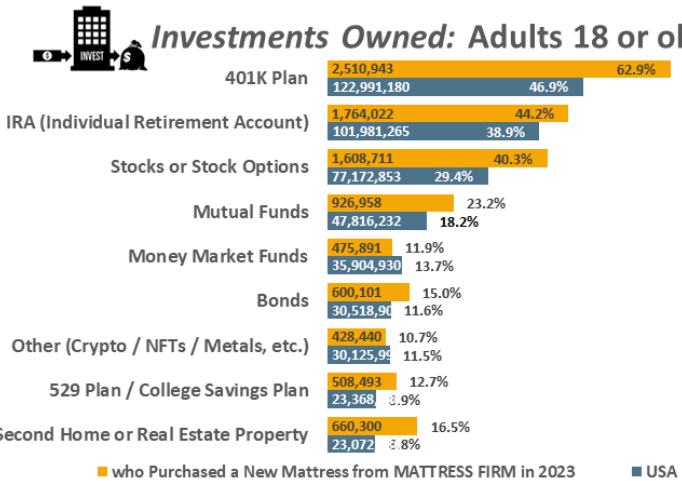
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Sleep Number

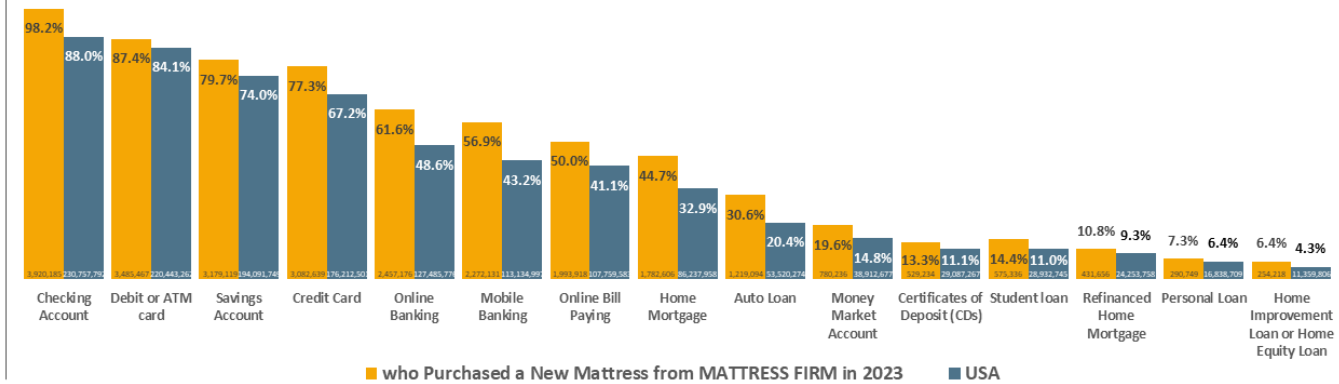
MATTRESS FIRM

1.5% or 3,990,147 of USA Adults 18 or older Purchased a New Mattress from MATTRESS FIRM in 2023. Adults 18 or older who Purchased a New Mattress from MATTRESS FIRM in 2023 are 34.1% more likely to have a 401K, 49.7% more likely to have an Auto Loan, 14.4% more likely to Invest/Trade Stocks Online, 4.6% more likely to pay with their Debit Card.

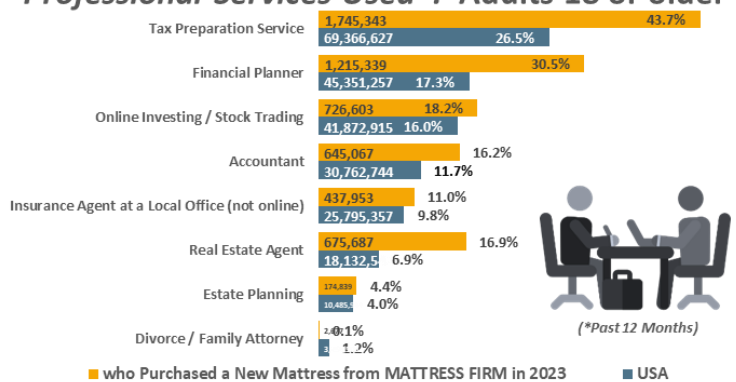
Investments Owned: Adults 18 or older



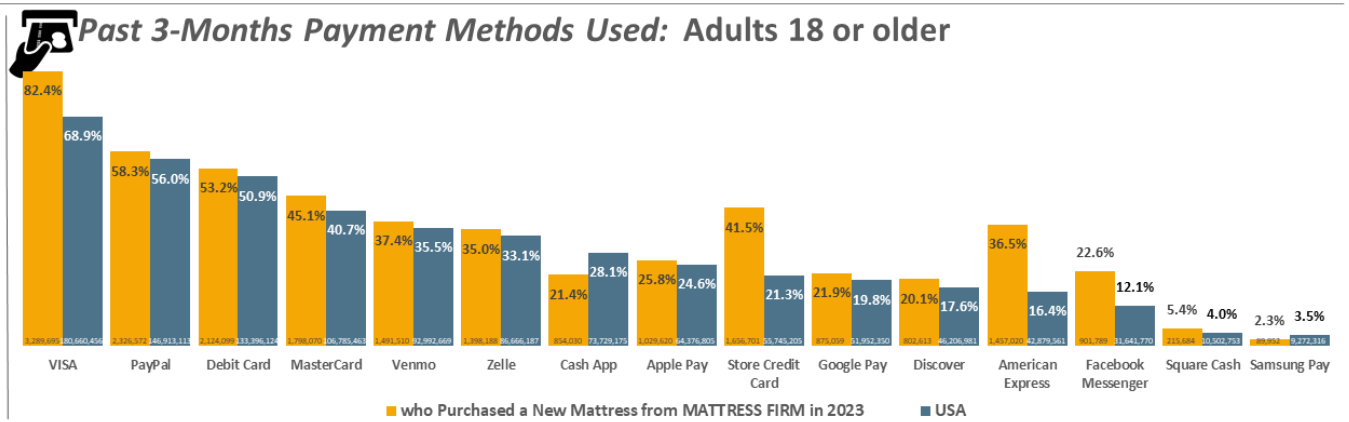
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 171

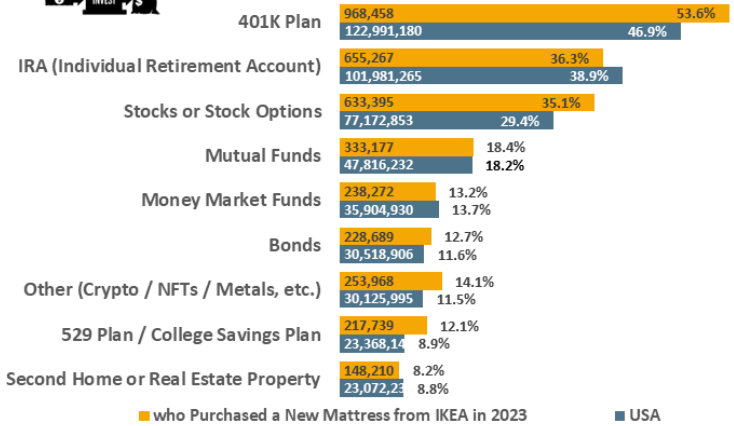
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

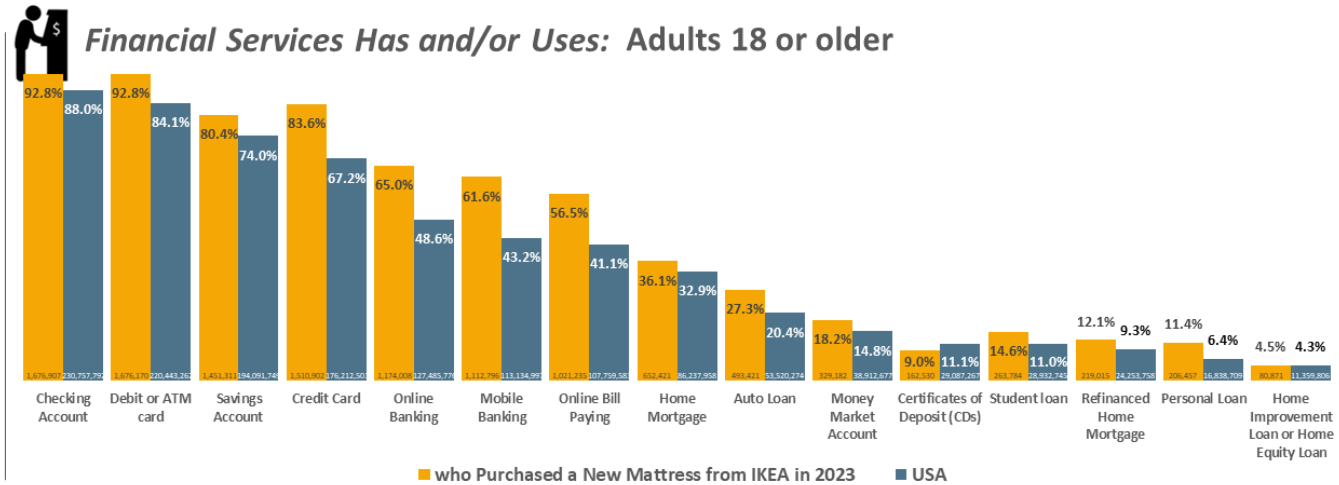
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Mattress Firm

.7% or 1,806,233 of USA Adults 18 or older Purchased a New Mattress from IKEA in 2023.
Adults 18 or older who Purchased a New Mattress from IKEA in 2023 are 14.3% more likely to have a 401K, 33.8% more likely to have an Auto Loan, 37.2% more likely to Invest/Trade Stocks Online, 1.7% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



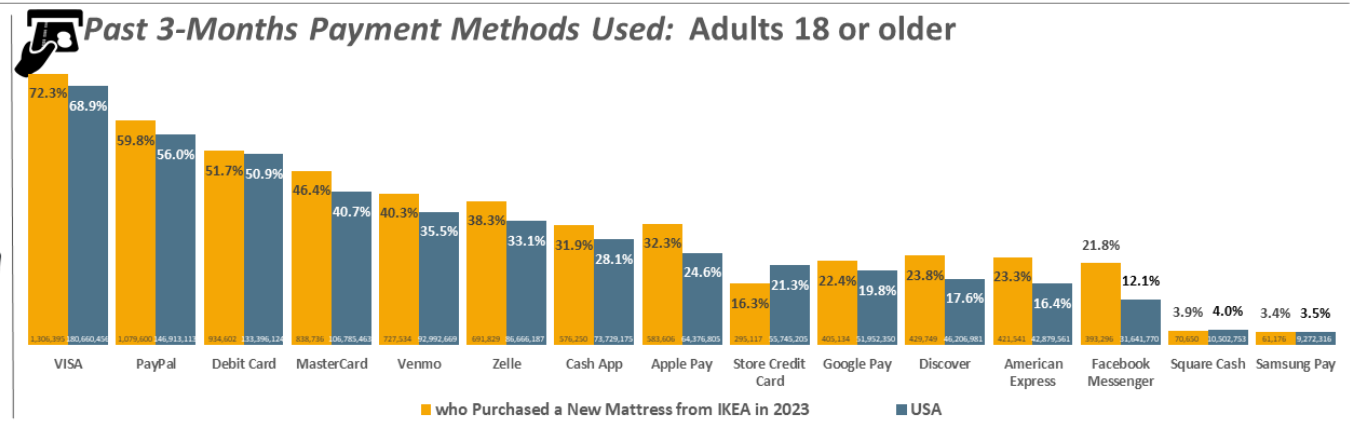
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *257*

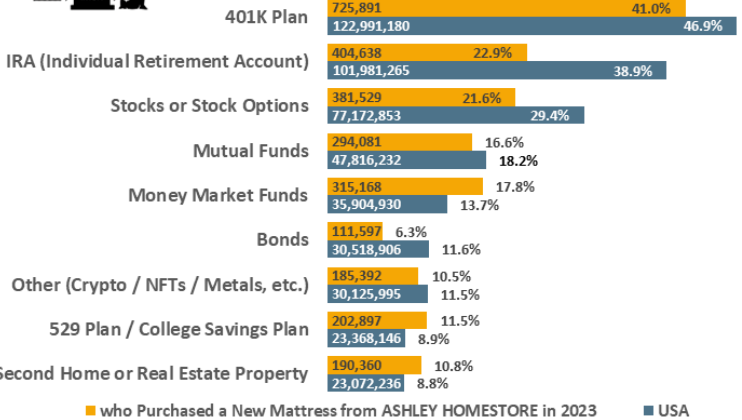
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

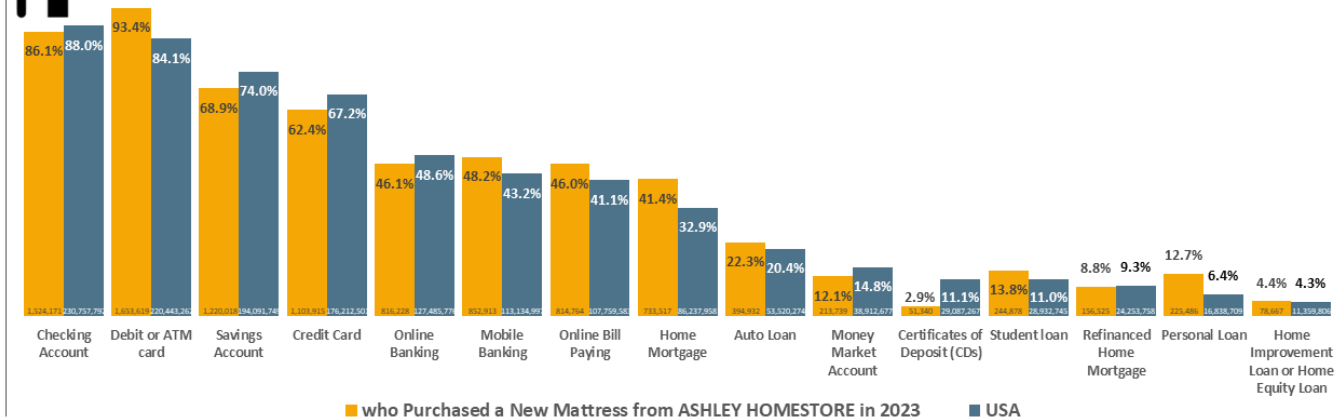
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): IKEA

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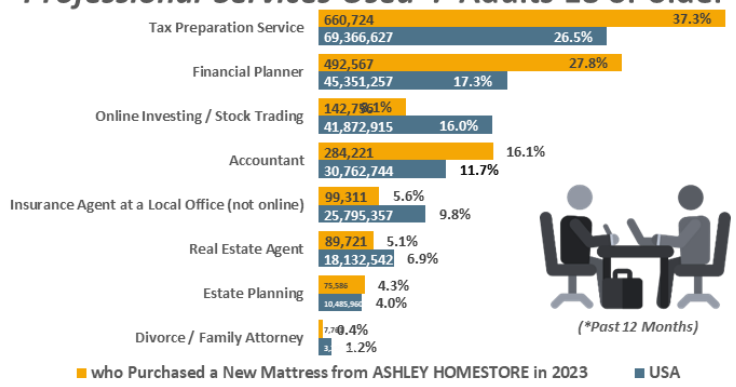
Investments Owned: Adults 18 or older



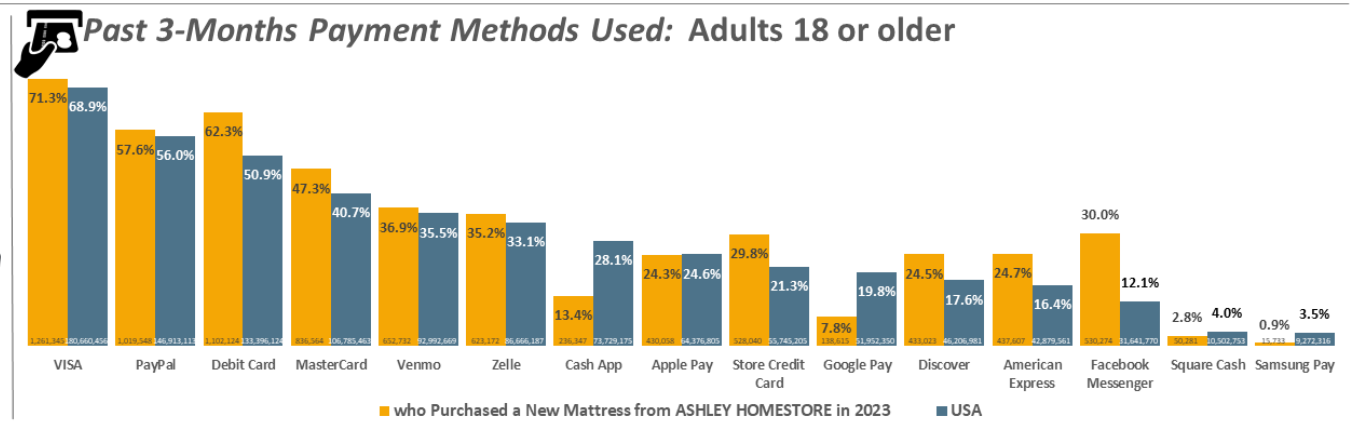
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 77

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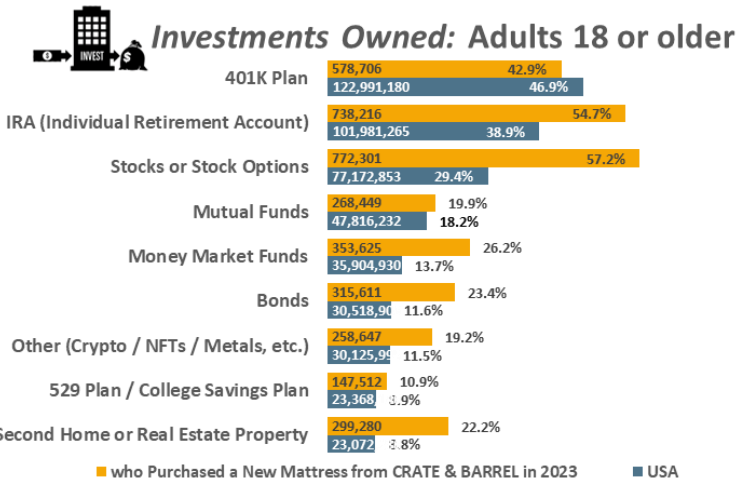
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Ashley HomeStore

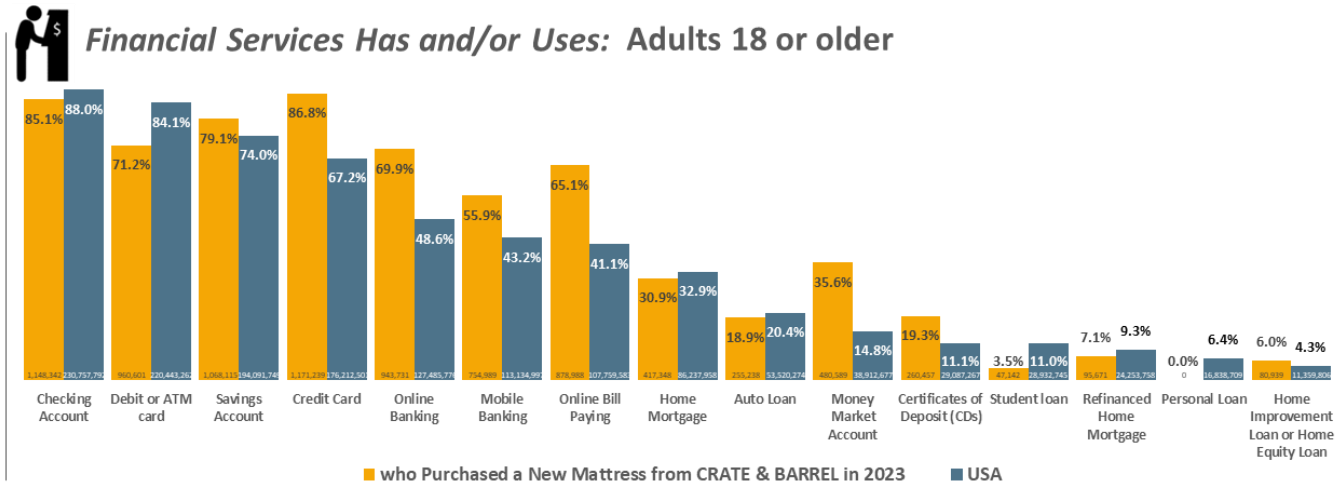
Crate&Barrel

.5% or 1,349,948 of USA Adults 18 or older Purchased a New Mattress from CRATE & BARREL in 2023. Adults 18 or older who Purchased a New Mattress from CRATE & BARREL in 2023 are 8.6% less likely to have a 401K, 7.4% less likely to have an Auto Loan, 1.3% more likely to Invest/Trade Stocks Online, 43.6% less likely to pay with their Debit Card.

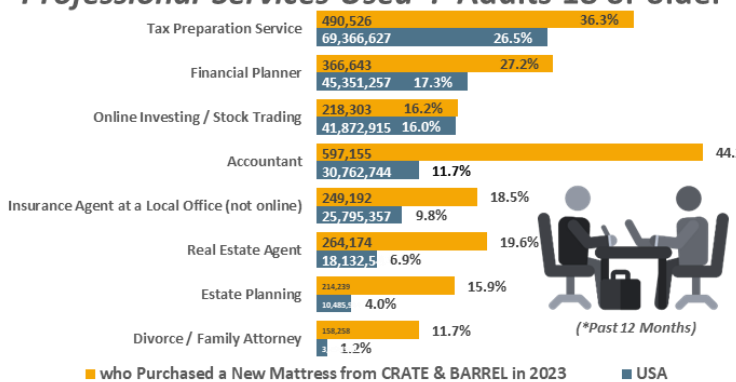
Investments Owned: Adults 18 or older



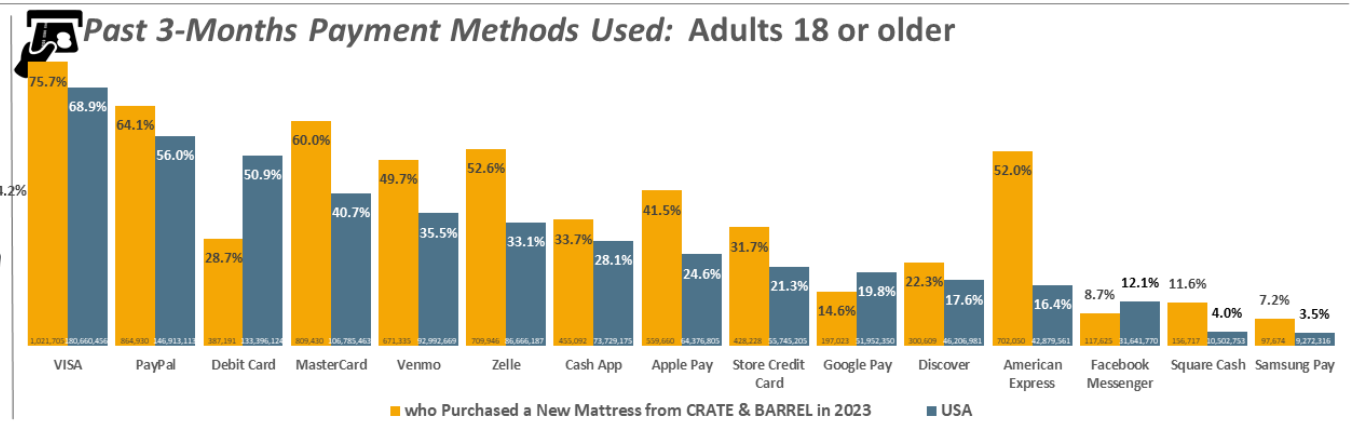
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 52

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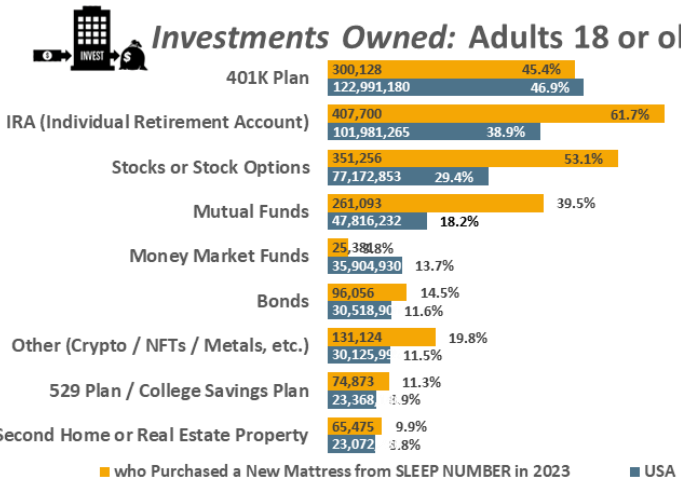
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Crate & Barrel

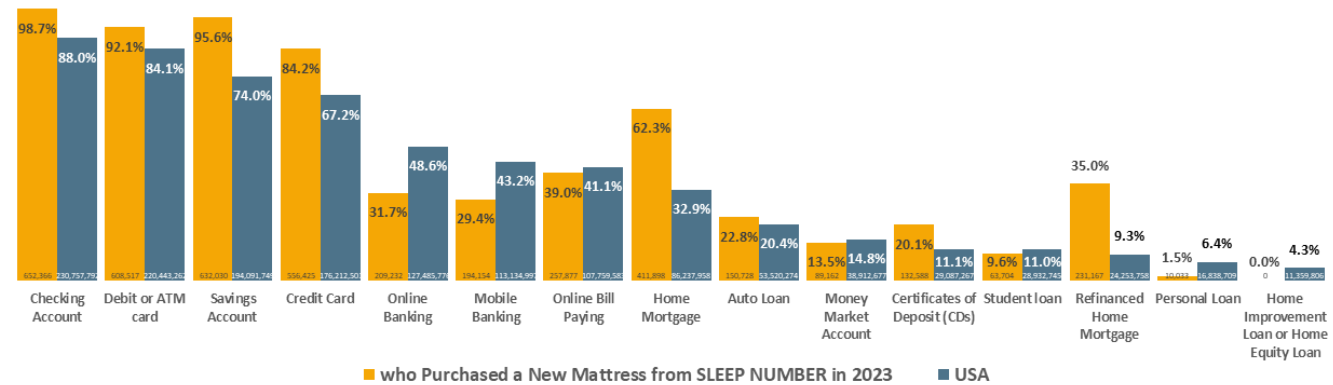
sleep number by SELECT COMFORT

.3% or 661,032 of USA Adults 18 or older Purchased a New Mattress from SLEEP NUMBER in 2023.
Adults 18 or older who Purchased a New Mattress from SLEEP NUMBER in 2023 are 3.2% less likely to have a 401K, 11.7% more likely to have an Auto Loan, 8.1% less likely to Invest/Trade Stocks Online, 2.9% more likely to pay with their Debit Card.

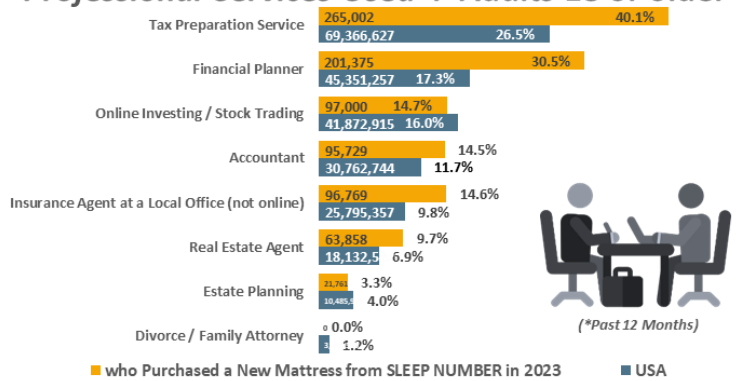
Investments Owned: Adults 18 or older



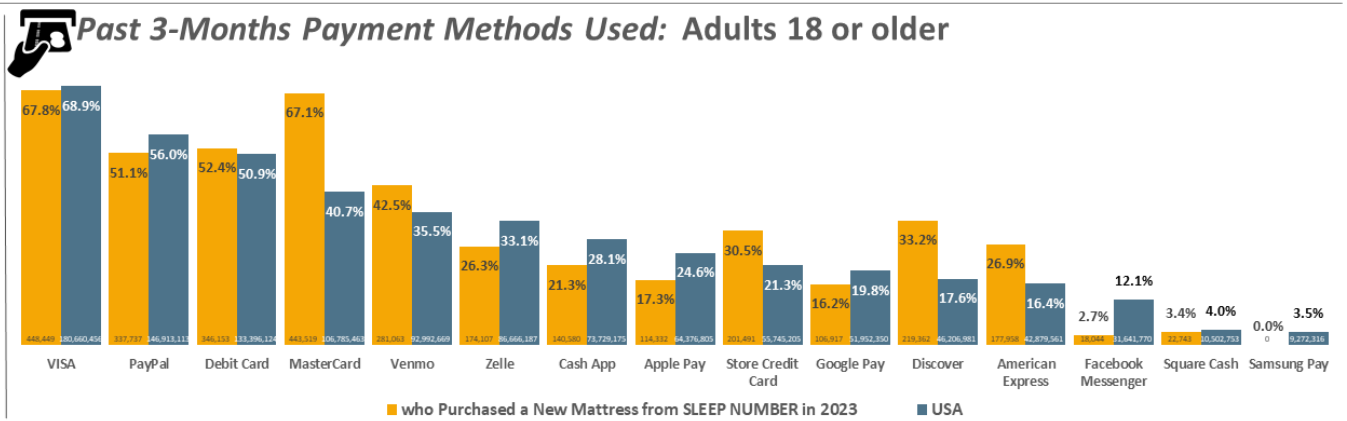
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 37

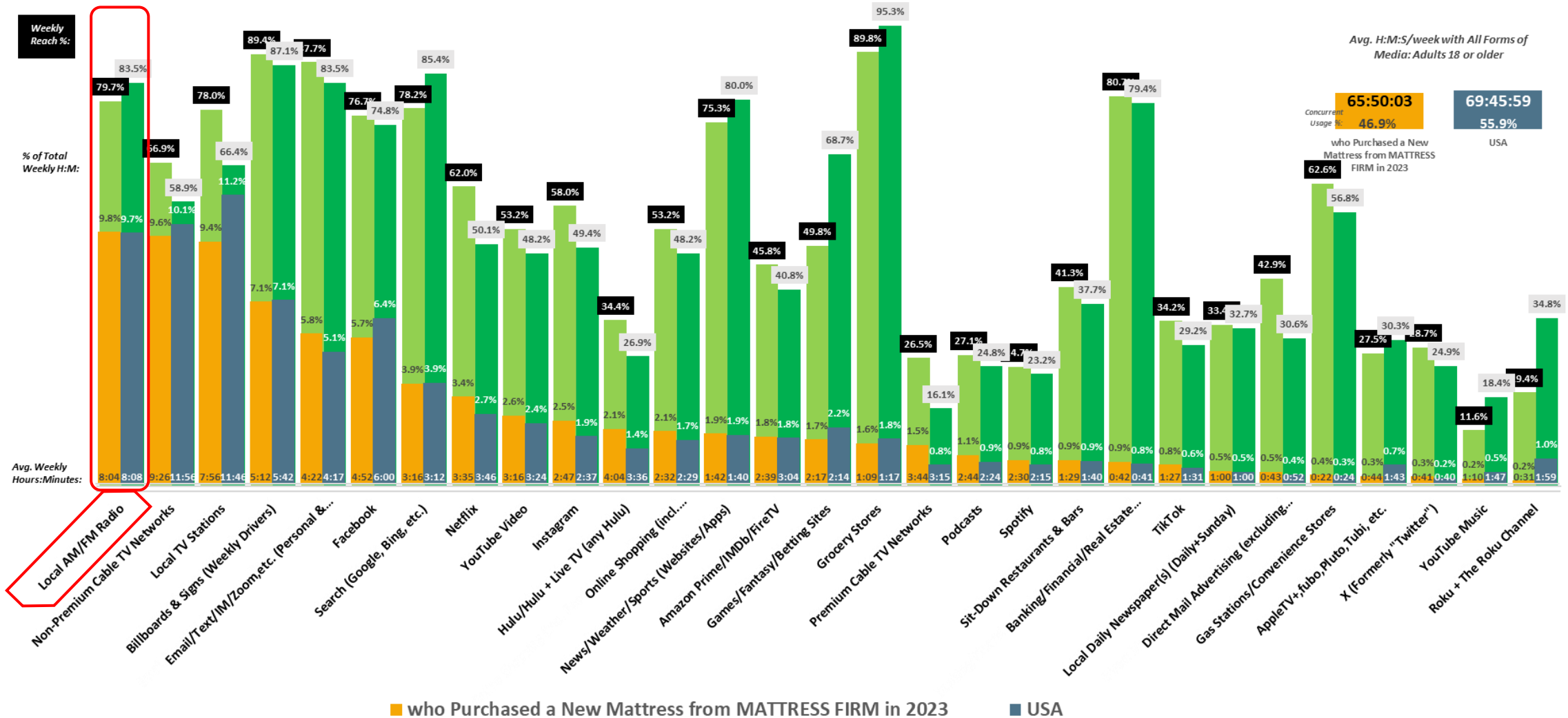
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Sleep Number

Adults 18 or older who Purchased a New Mattress from MATTRESS FIRM in 2023 spend an average of 2 days, 17 hours, 50 minutes and 3 seconds each week with All Forms of Media.

79.7% of Adults 18 or older who Purchased a New Mattress from MATTRESS FIRM in 2023 spend an avg. of 8 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 171 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

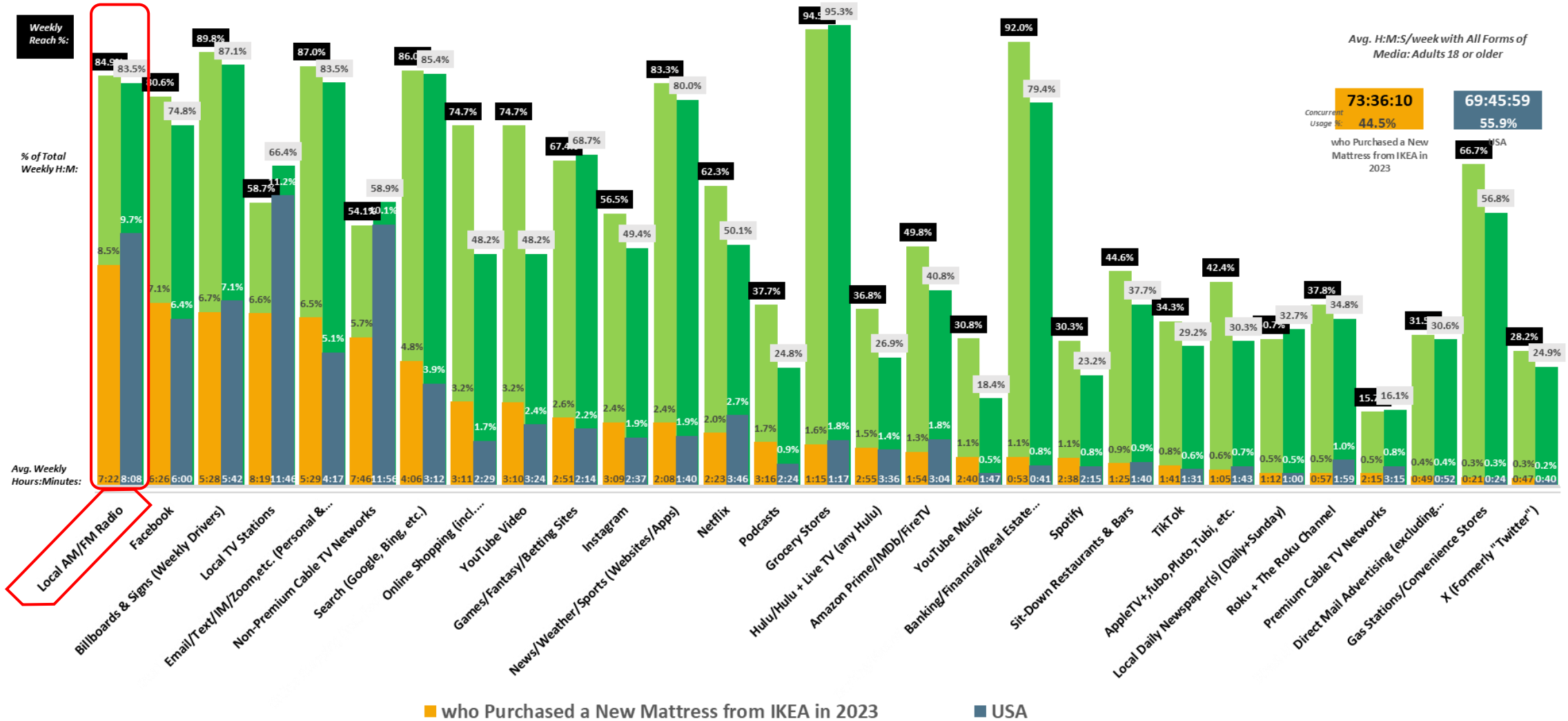
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Share of Everything for Anything ©

Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Mattress Firm

Adults 18 or older who Purchased a New Mattress from IKEA in 2023 spend an average of 3 days, 1 hours, 36 minutes and 10 seconds each week with All Forms of Media.

84.9% of Adults 18 or older who Purchased a New Mattress from IKEA in 2023 spend an avg. of 7 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 257 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

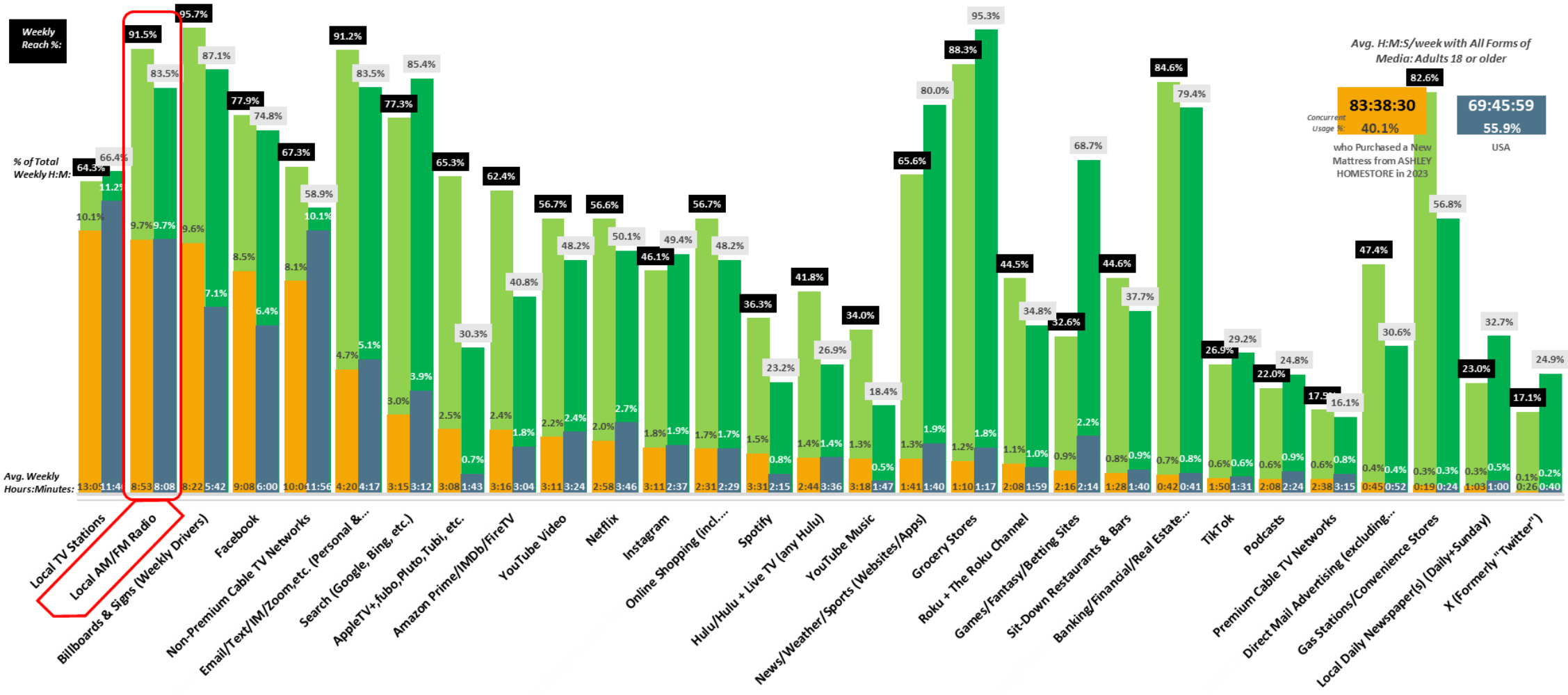
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): IKEA

Adults 18 or older who Purchased a New Mattress from ASHLEY HOMESTORE in 2023 spend an average of 3 days, 11 hours, 38 minutes and 30 seconds each week with All Forms of Media.

91.5% of Adults 18 or older who Purchased a New Mattress from ASHLEY HOMESTORE in 2023 spend an avg. of 8 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 77 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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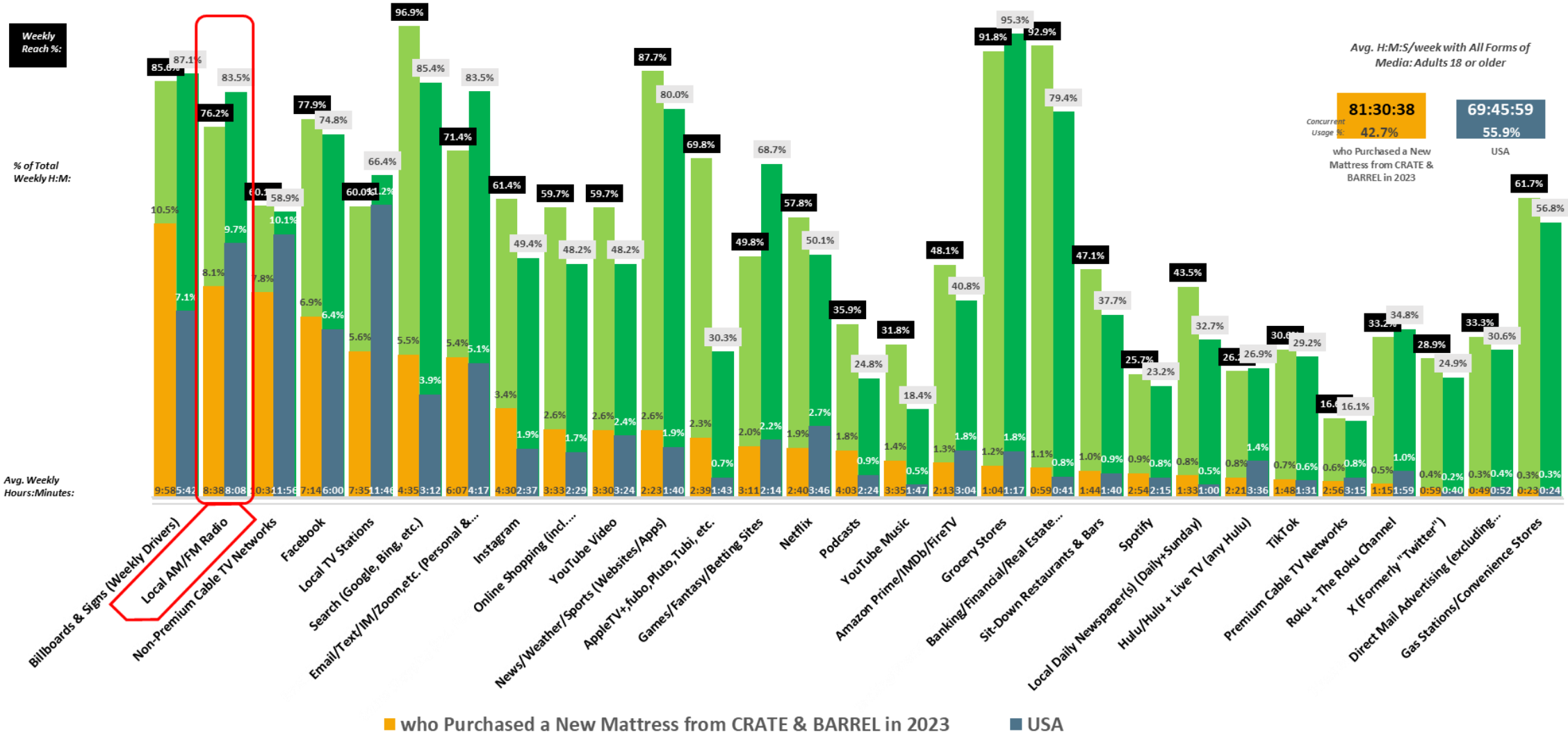
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Ashley HomeStore

Crate&Barrel

Adults 18 or older who Purchased a New Mattress from CRATE & BARREL in 2023 spend an average of 3 days, 9 hours, 30 minutes and 38 seconds each week with All Forms of Media.

76.2% of Adults 18 or older who Purchased a New Mattress from CRATE & BARREL in 2023 spend an avg. of 8 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 52 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

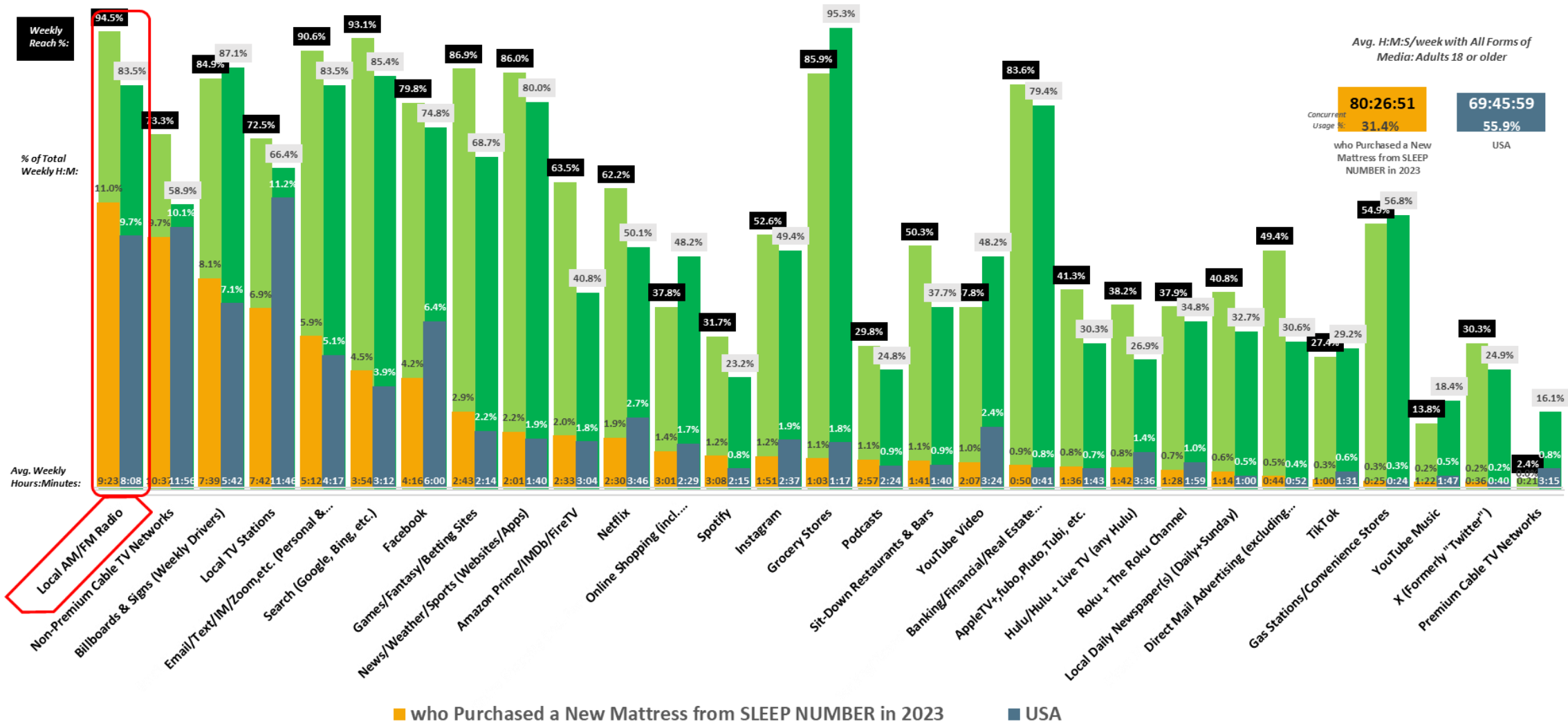
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Crate & Barrel

Adults 18 or older who Purchased a New Mattress from SLEEP NUMBER in 2023 spend an average of 3 days, 8 hours, 26 minutes and 51 seconds each week with All Forms of Media.

94.5% of Adults 18 or older who Purchased a New Mattress from SLEEP NUMBER in 2023 spend an avg. of 9 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 11.% of total time spent with all forms of Media.



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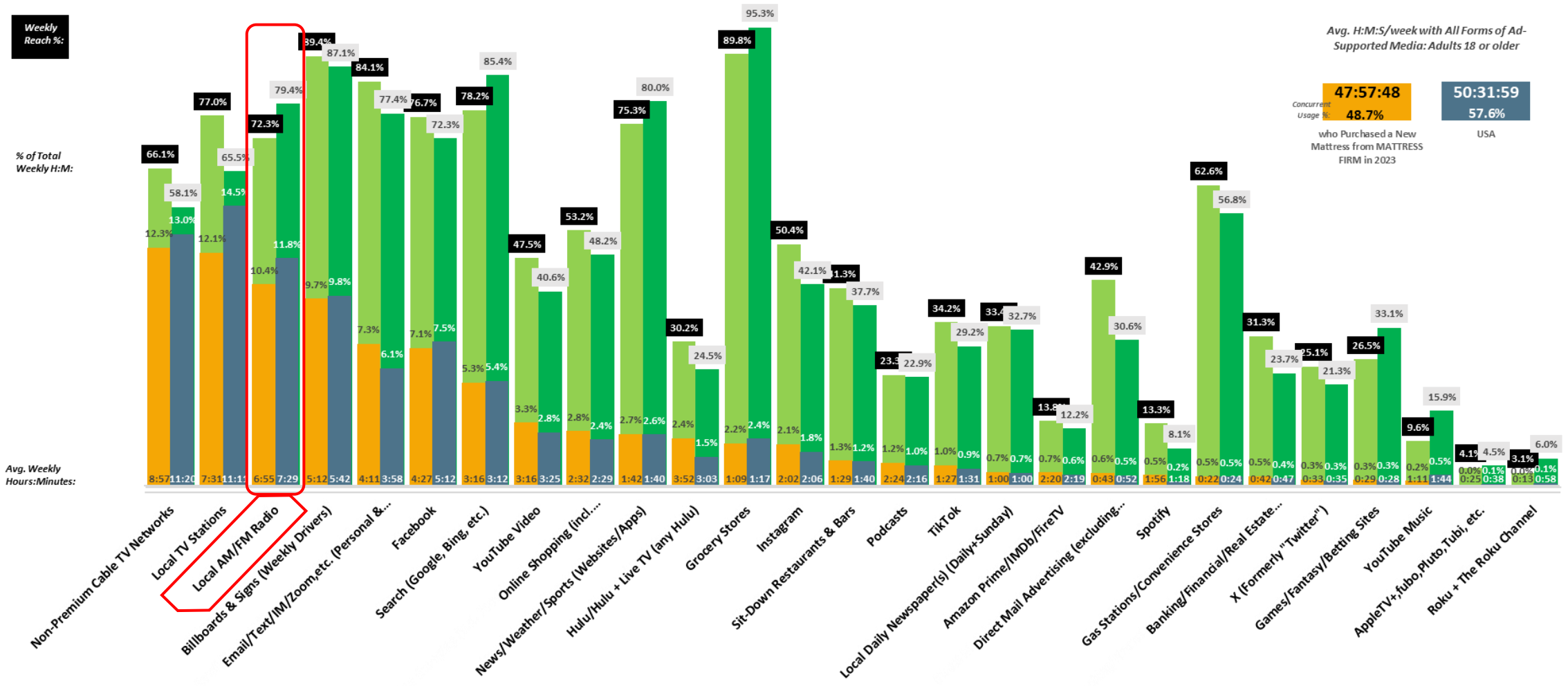
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Sleep Number

MATTRESSFIRM®

Adults 18 or older who Purchased a New Mattress from MATTRESS FIRM in 2023 spend an average of 1 days, 23 hours, 57 minutes and 48 seconds each week with All Forms of Ad-Supported Media.

72.3% of Adults 18 or older who Purchased a New Mattress from MATTRESS FIRM in 2023 spend an avg. of 6 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 171 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

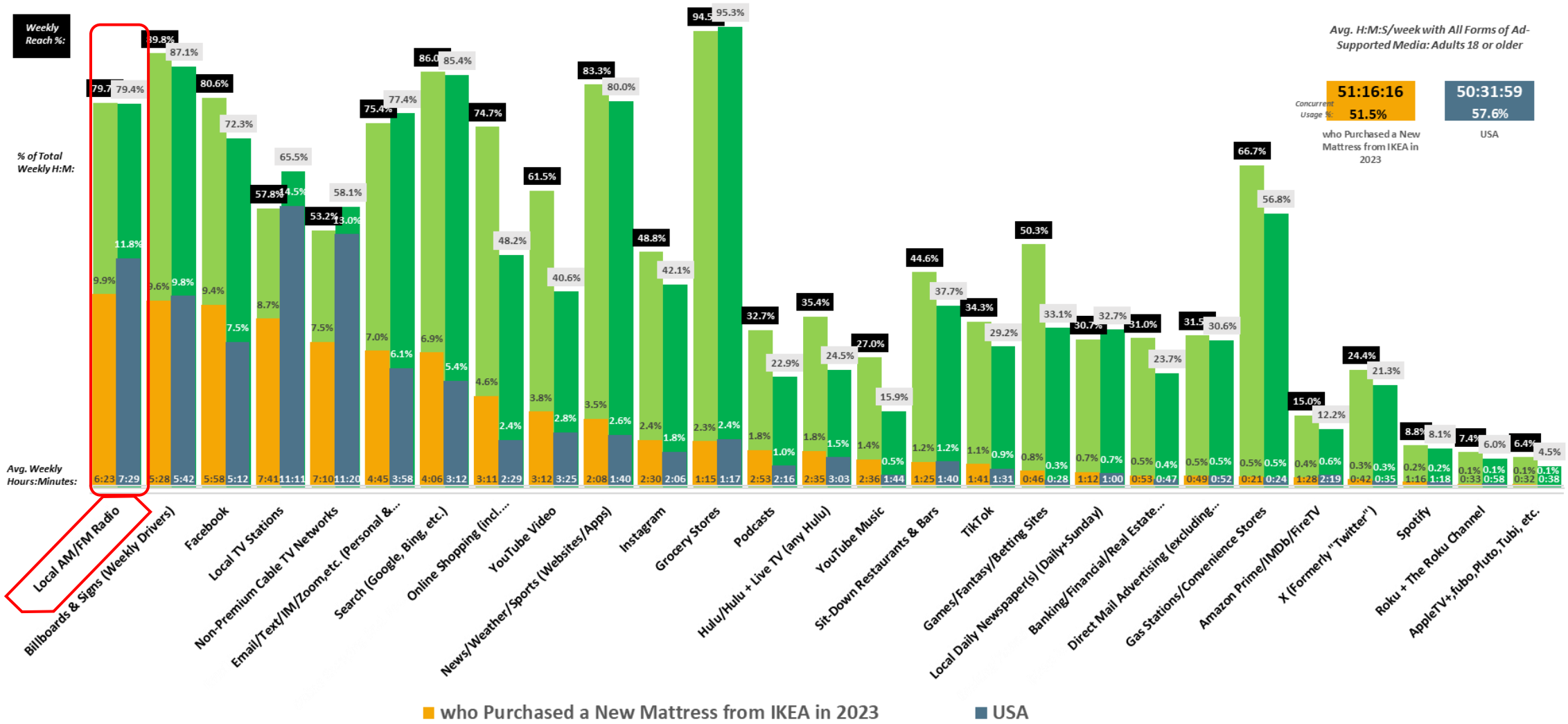
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Mattress Firm

Adults 18 or older who Purchased a New Mattress from IKEA in 2023 spend an average of 2 days, 3 hours, 16 minutes and 16 seconds each week with All Forms of Ad-Supported Media.

79.7% of Adults 18 or older who Purchased a New Mattress from IKEA in 2023 spend an avg. of 6 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 257 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

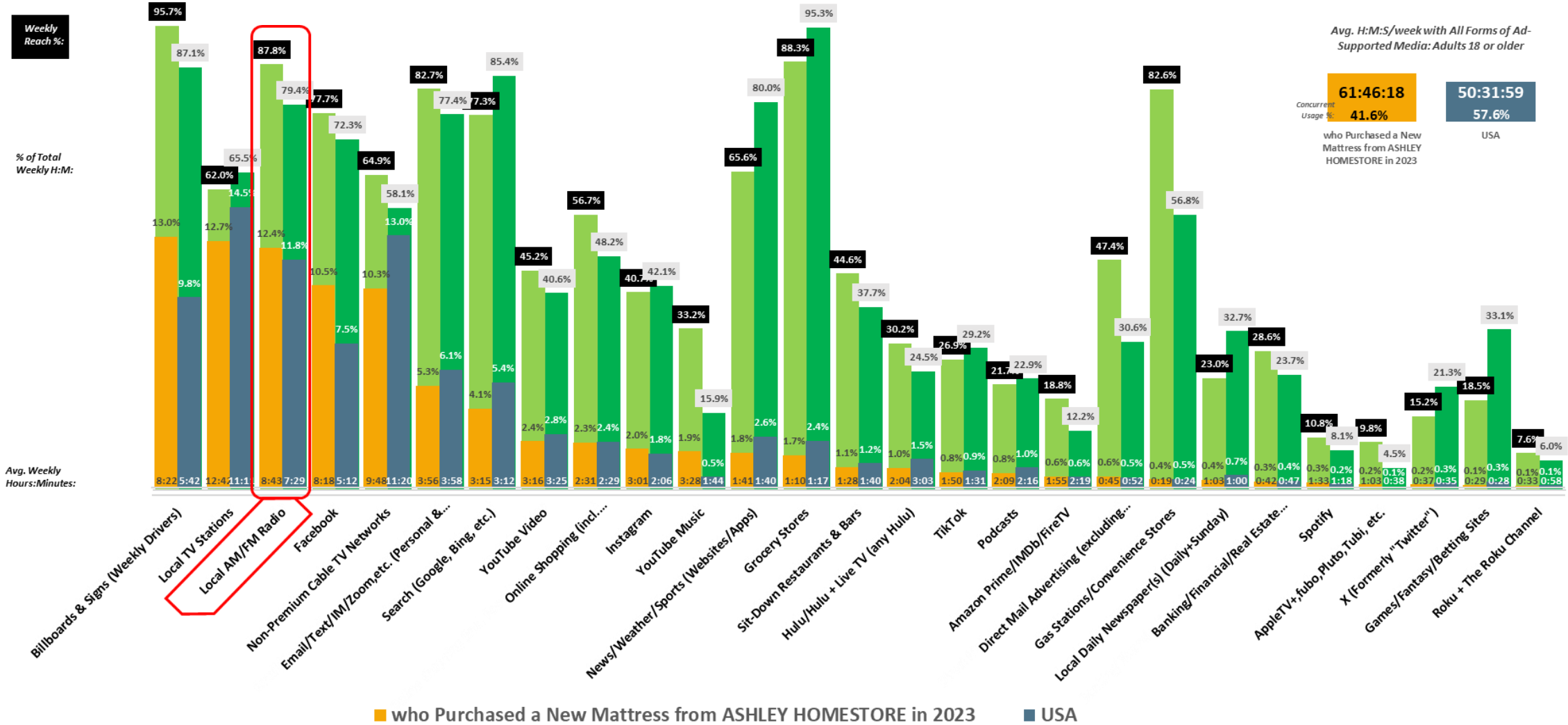
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): IKEA

Adults 18 or older who Purchased a New Mattress from ASHLEY HOMESTORE in 2023 spend an average of 2 days, 13 hours, 46 minutes and 18 seconds each week with All Forms of Ad-Supported Media.

87.8% of Adults 18 or older who Purchased a New Mattress from ASHLEY HOMESTORE in 2023 spend an avg. of 8 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.4% of total time spent with all forms of Ad-Supported Med



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 77 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908
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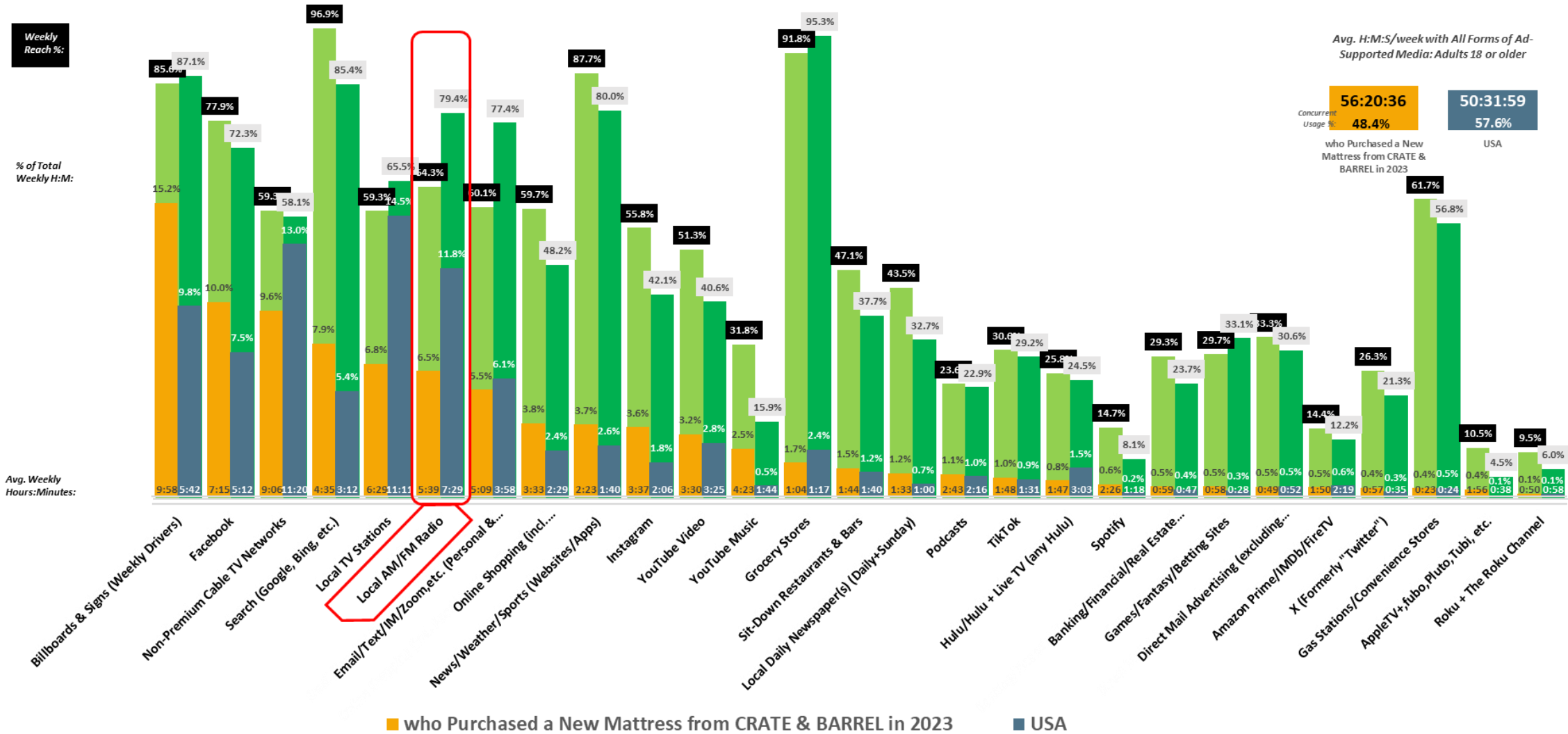
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Ashley HomeStore

Crate&Barrel

Adults 18 or older who Purchased a New Mattress from CRATE & BARREL in 2023 spend an average of 2 days, 8 hours, 20 minutes and 36 seconds each week with All Forms of Ad-Supported Media.

64.3% of Adults 18 or older who Purchased a New Mattress from CRATE & BARREL in 2023 spend an avg. of 5 hours and 39 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.5% of total time spent with all forms of Ad-Supported Media.



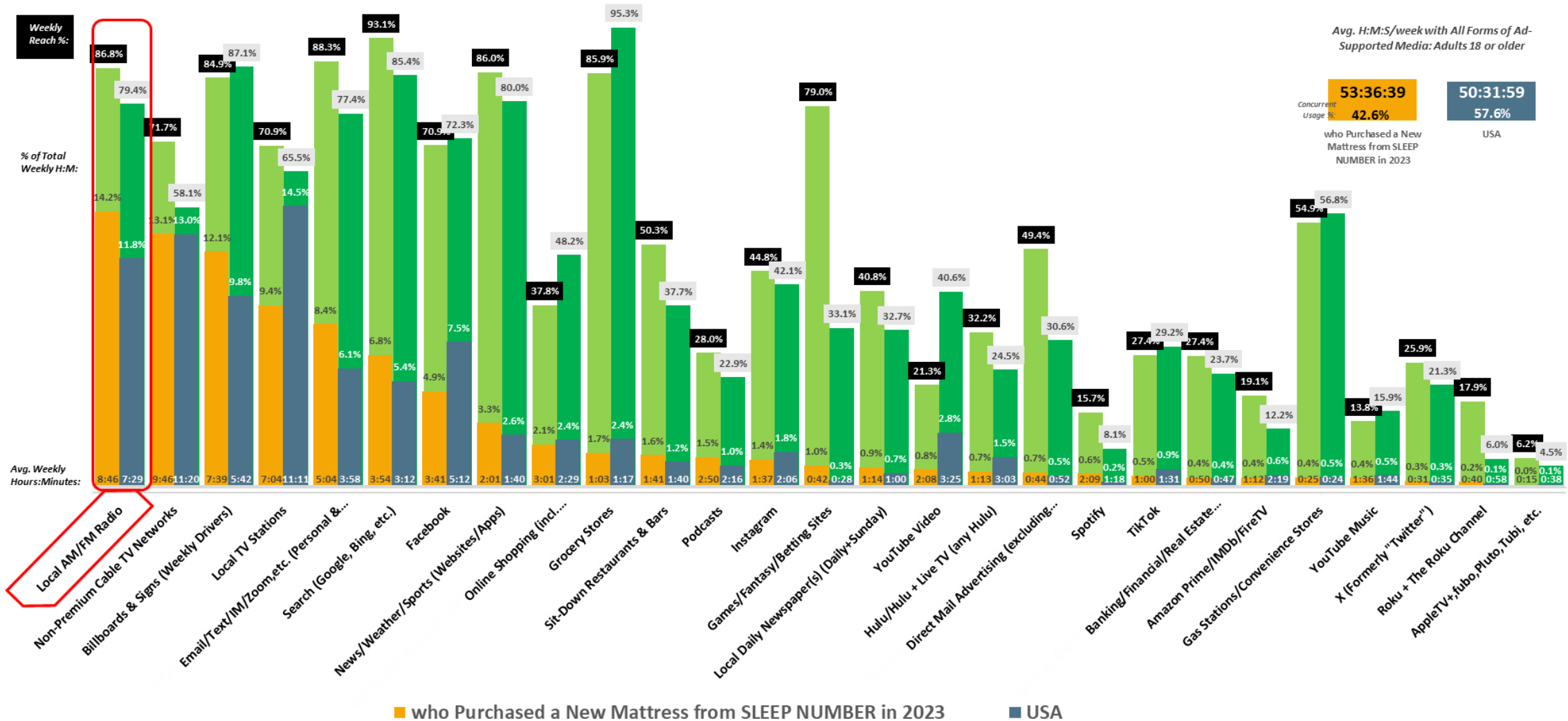
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 52 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Crate & Barrel

Adults 18 or older who Purchased a New Mattress from SLEEP NUMBER in 2023 spend an average of 2 days, 5 hours, 36 minutes and 39 seconds each week with All Forms of Ad-Supported Media.

86.8% of Adults 18 or older who Purchased a New Mattress from SLEEP NUMBER in 2023 spend an avg. of 8 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.2% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 37 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

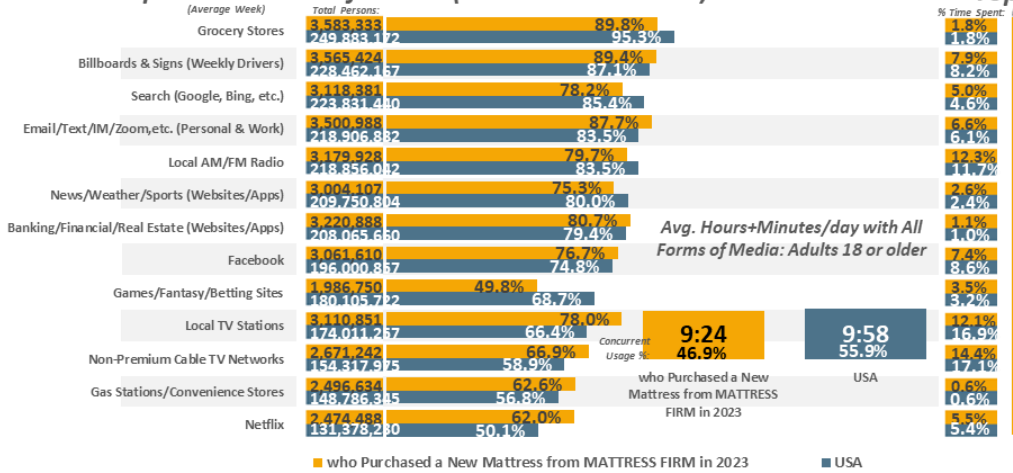
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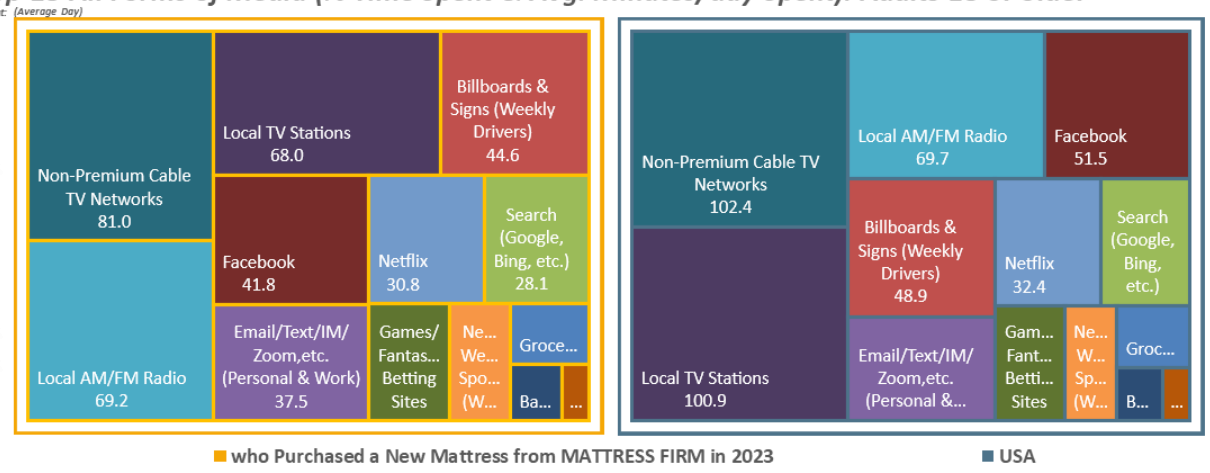
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Sleep Number

Adults 18 or older who Purchased a New Mattress from MATTRESS FIRM in 2023 spend an average of 6 hours and 51 minutes each day with All Forms of Ad-Supported Media. 72.3% listen to Local AM/FM Radio for an avg. of 59.3 minutes/day. *(Local Radio delivers 10.4% of Time with Ad-Supported Media.)*

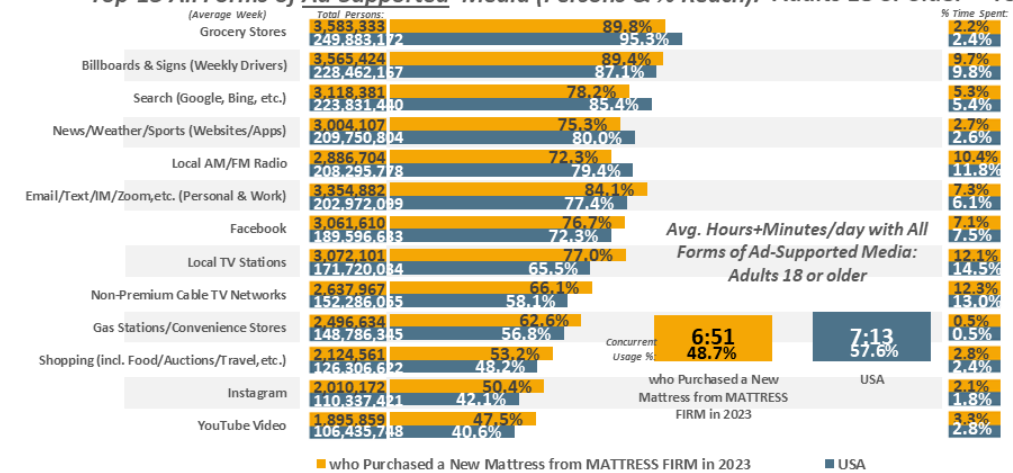
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



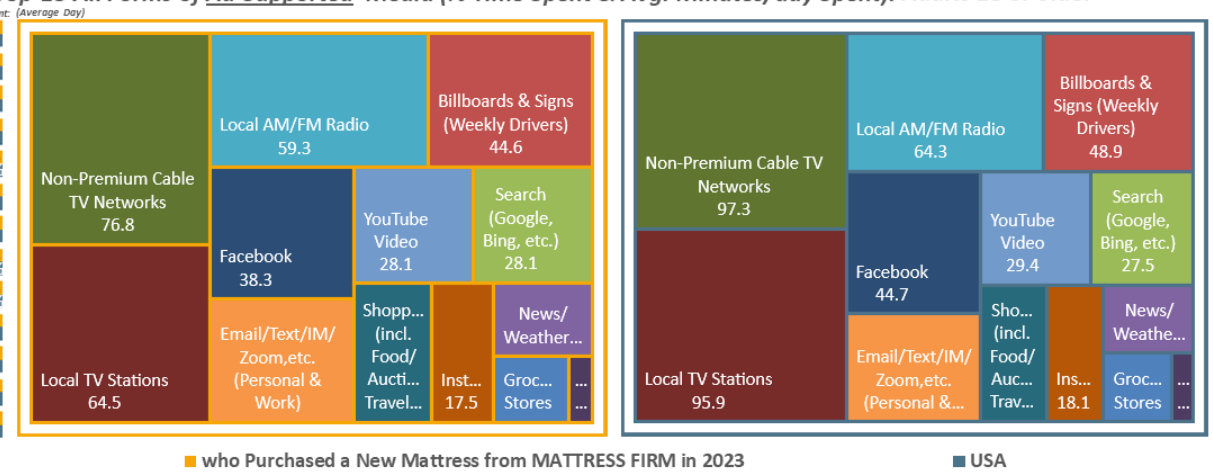
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 171

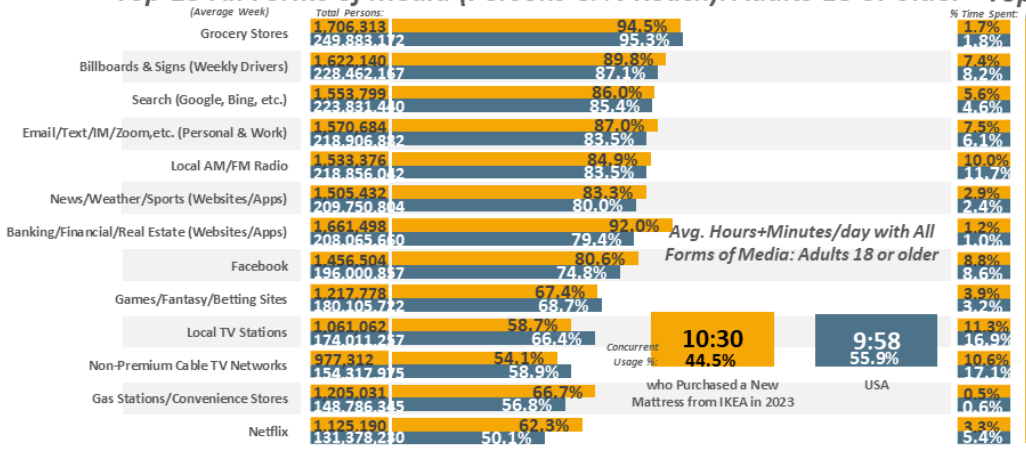
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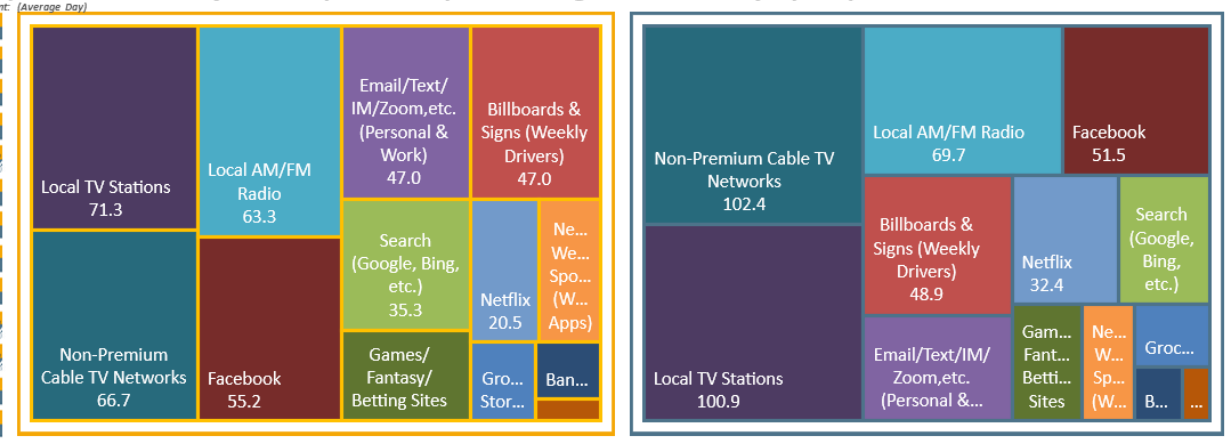
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Mattress Firm

Adults 18 or older who Purchased a New Mattress from IKEA in 2023 spend an average of 7 hours and 19 minutes each day with All Forms of Ad-Supported Media. 79.7% listen to Local AM/FM Radio for an avg. of 54.7 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

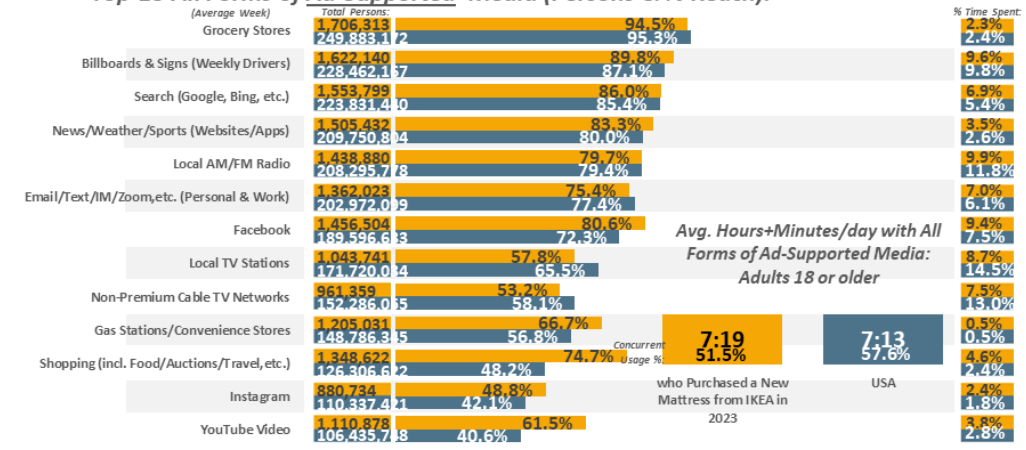
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



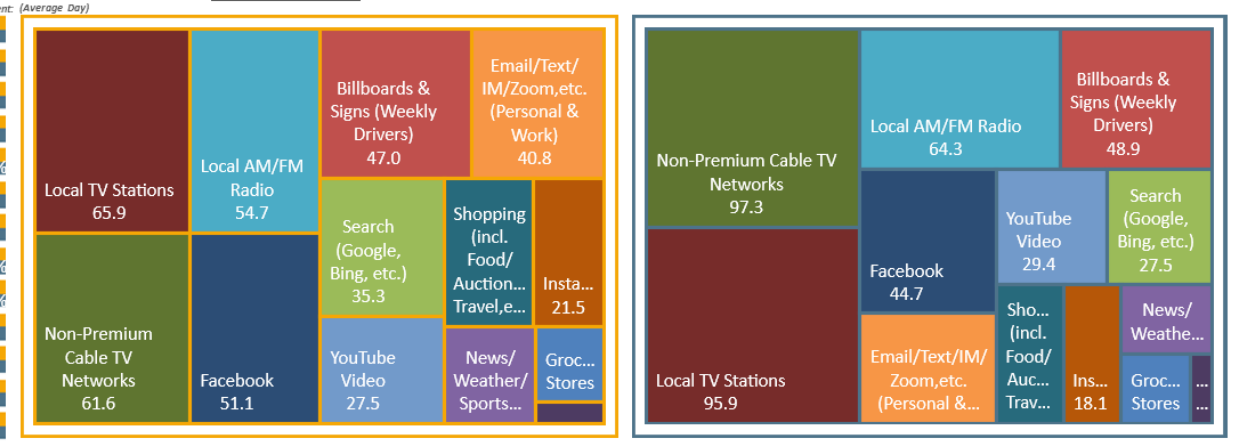
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 257

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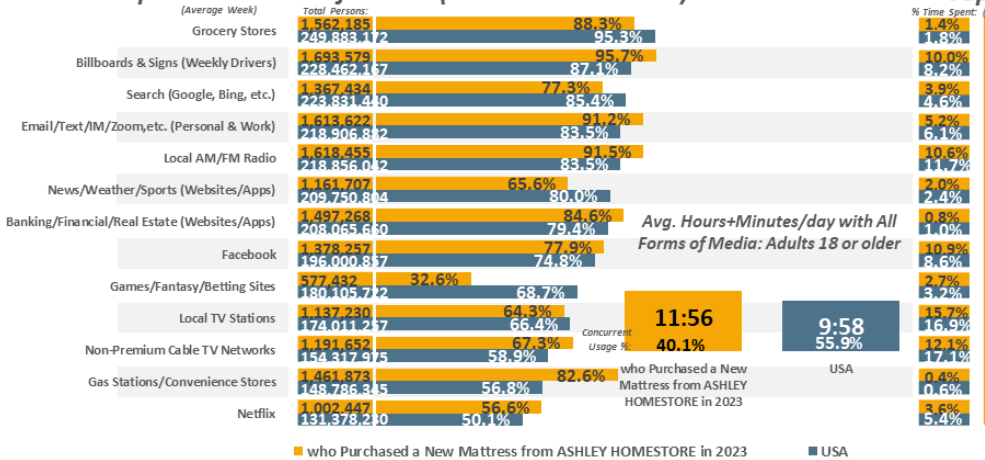
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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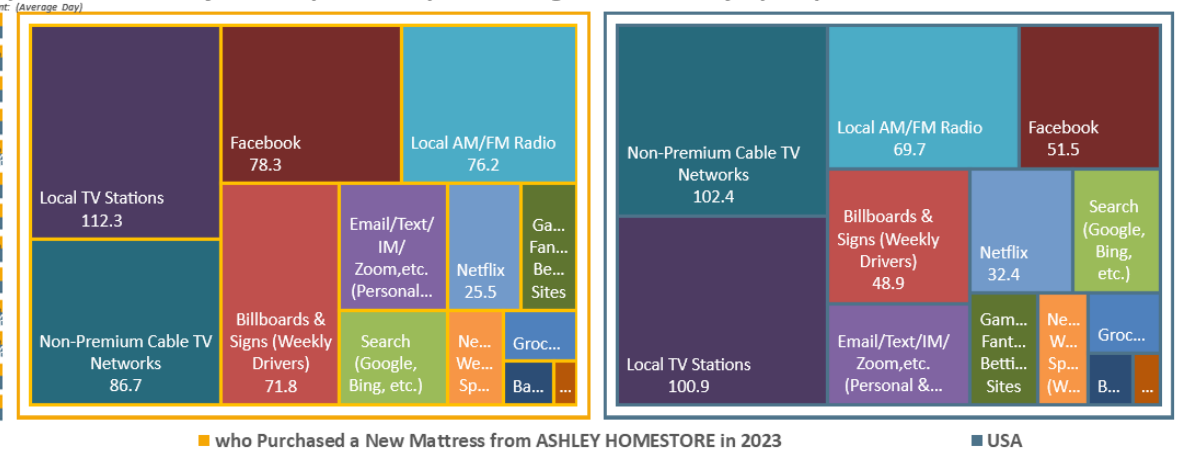
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): IKEA

Adults 18 or older who Purchased a New Mattress from ASHLEY HOMESTORE in 2023 spend an average of 8 hours and 49 minutes each day with All Forms of Ad-Supported Media. 87.8% listen to Local AM/FM Radio for an avg. of 74.8 minutes/day. *(Local Radio delivers 12.4% of Time with Ad-Supported Media.)*

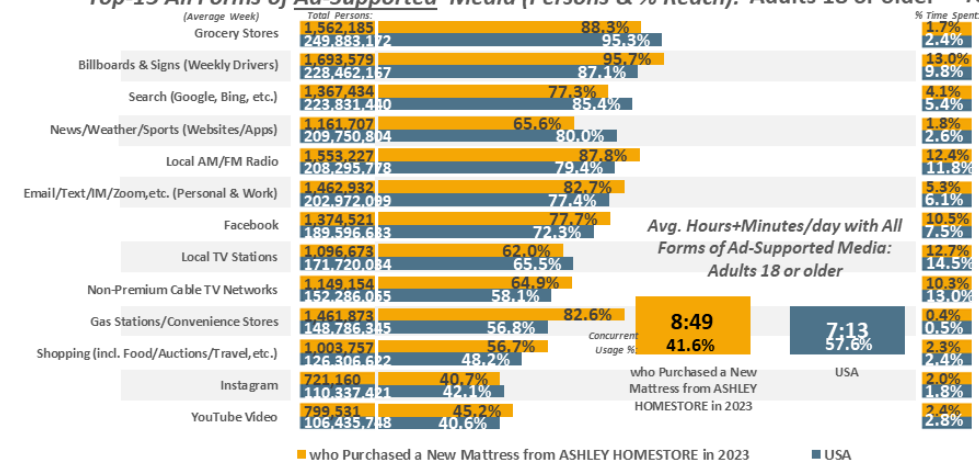
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



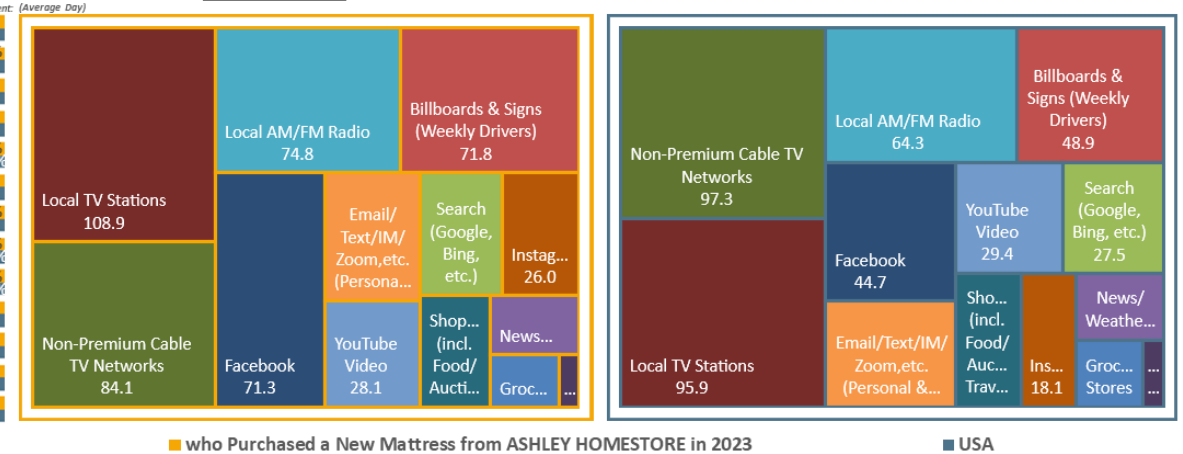
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 77

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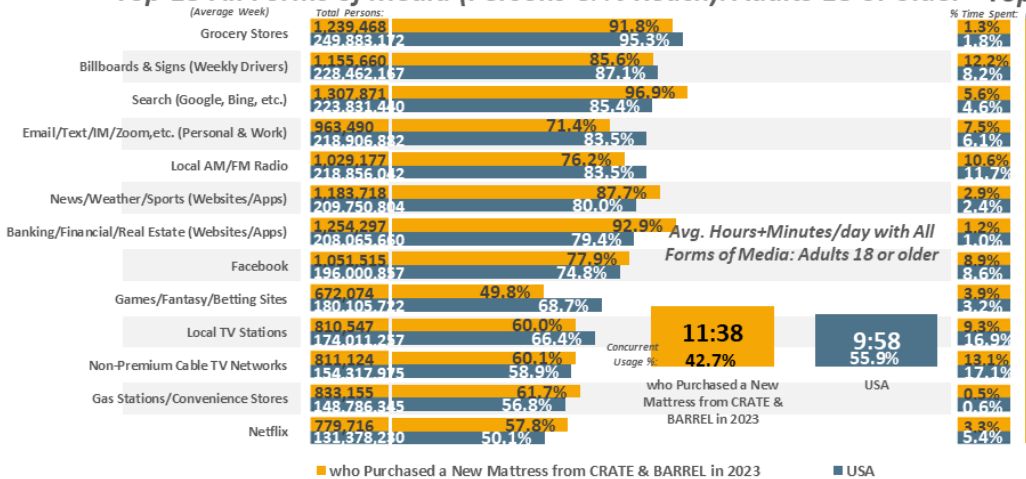
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Ashley HomeStore

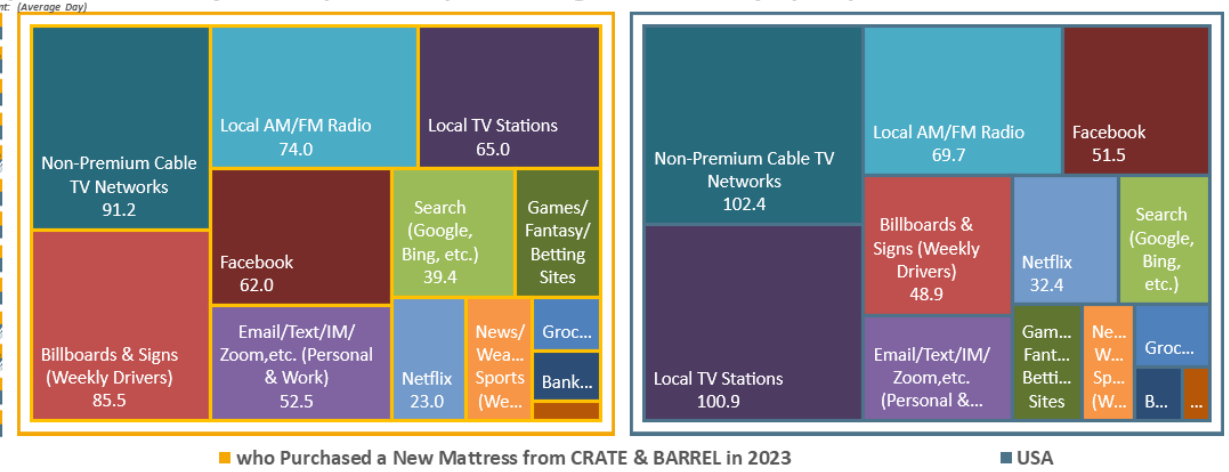
Crate&Barrel

Adults 18 or older who Purchased a New Mattress from CRATE & BARREL in 2023 spend an average of 8 hours and 2 minutes each day with All Forms of Ad-Supported Media. 64.3% listen to Local AM/FM Radio for an avg. of 48.5 minutes/day. *(Local Radio delivers 6.5% of Time with Ad-Supported Media.)*

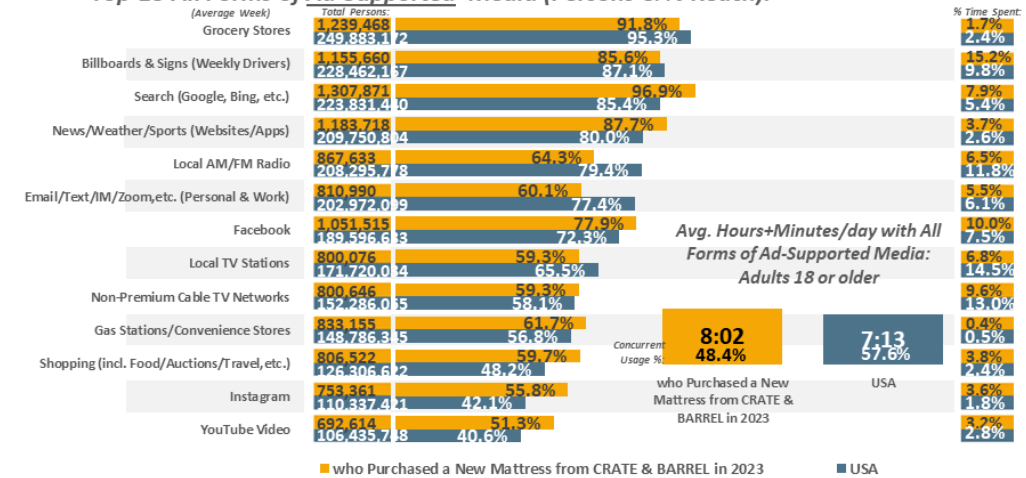
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



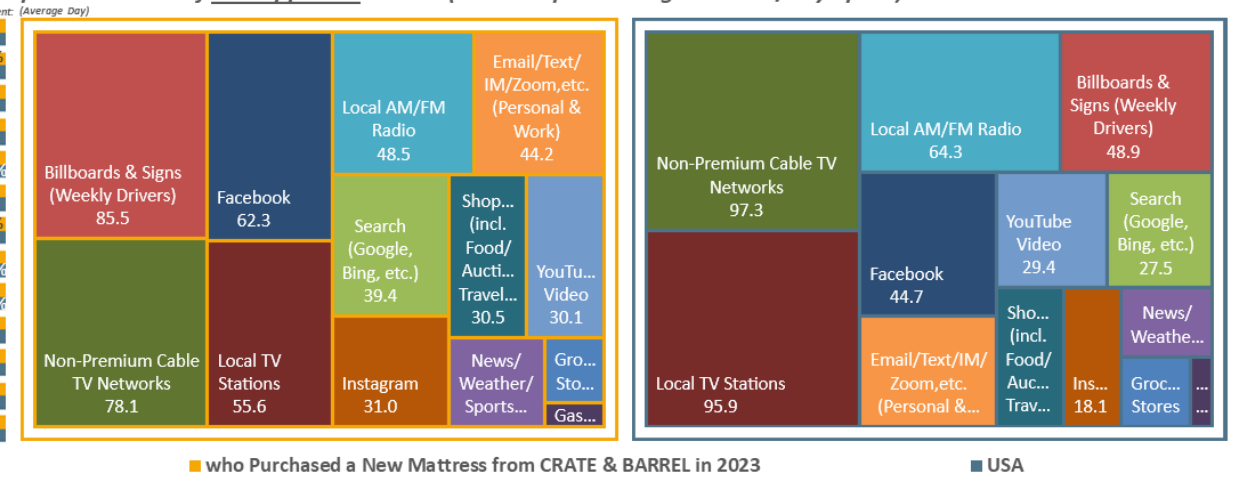
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 52

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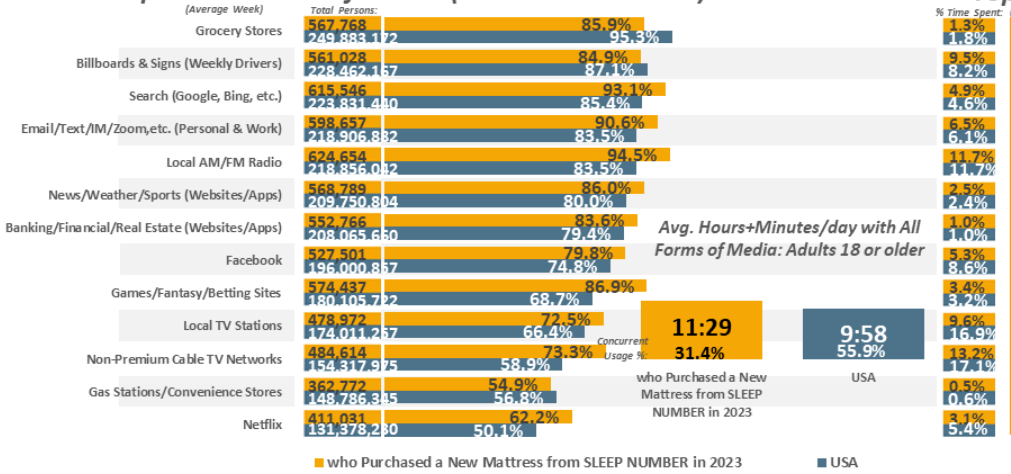
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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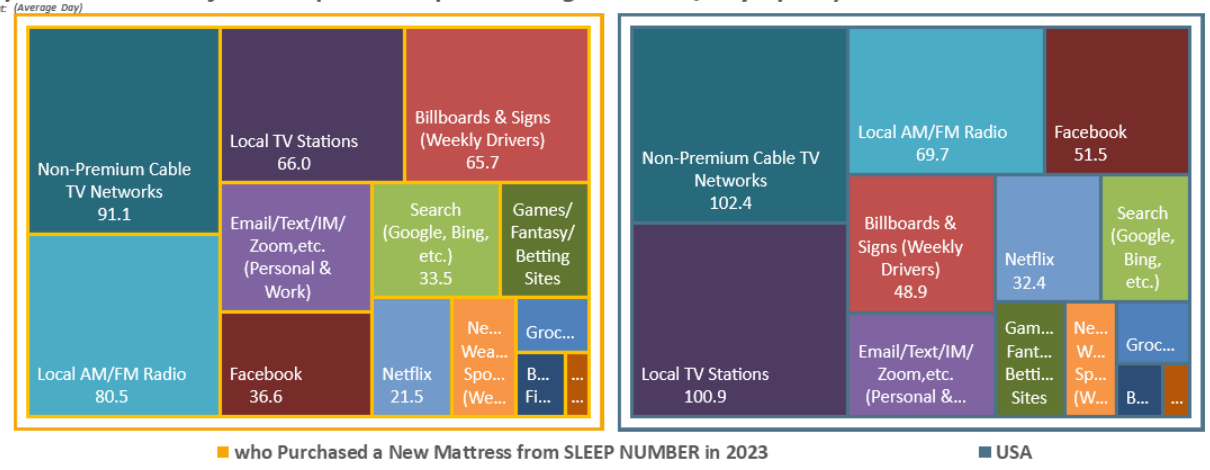
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Crate & Barrel

Adults 18 or older who Purchased a New Mattress from SLEEP NUMBER in 2023 spend an average of 7 hours and 39 minutes each day with All Forms of Ad-Supported Media. 86.8% listen to Local AM/FM Radio for an avg. of 75.3 minutes/day. *(Local Radio delivers 14.2% of Time with Ad-Supported Media.)*

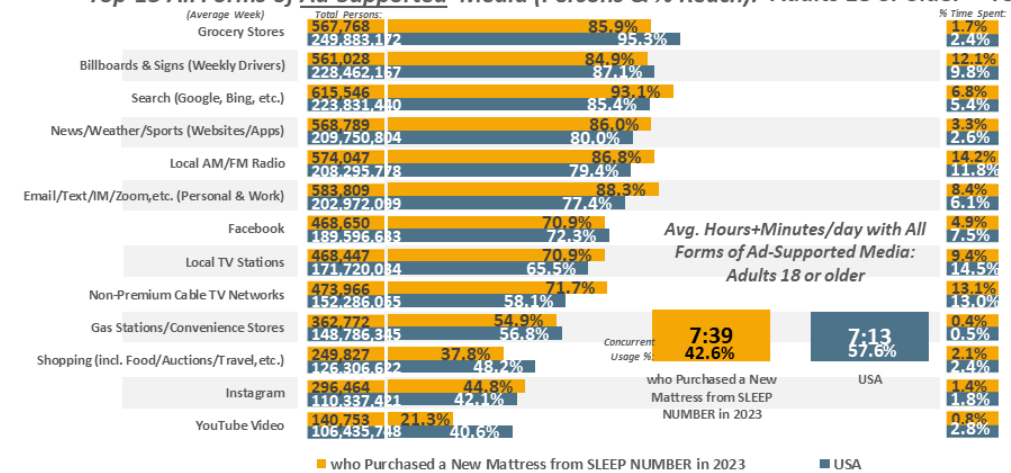
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



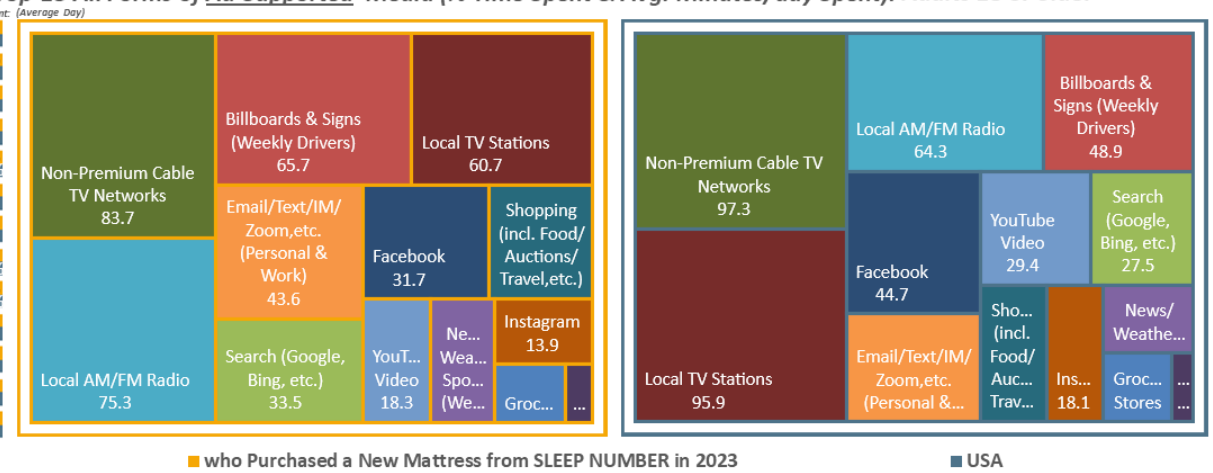
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 37

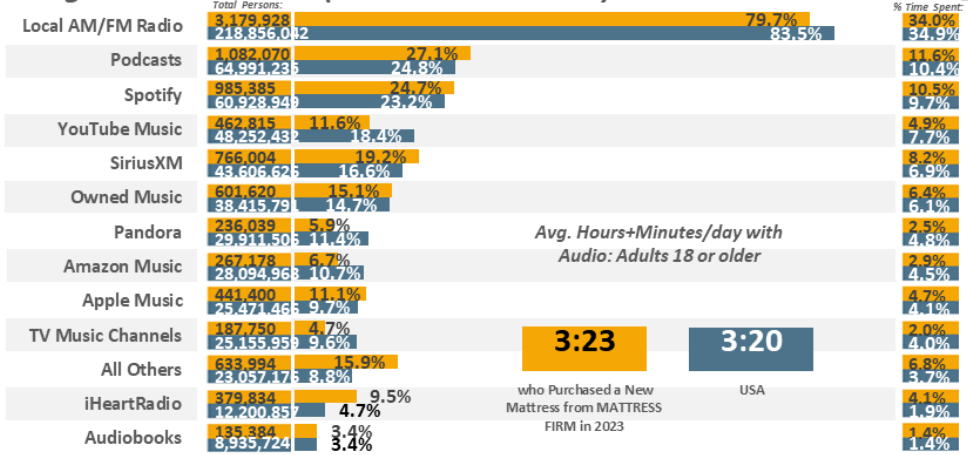
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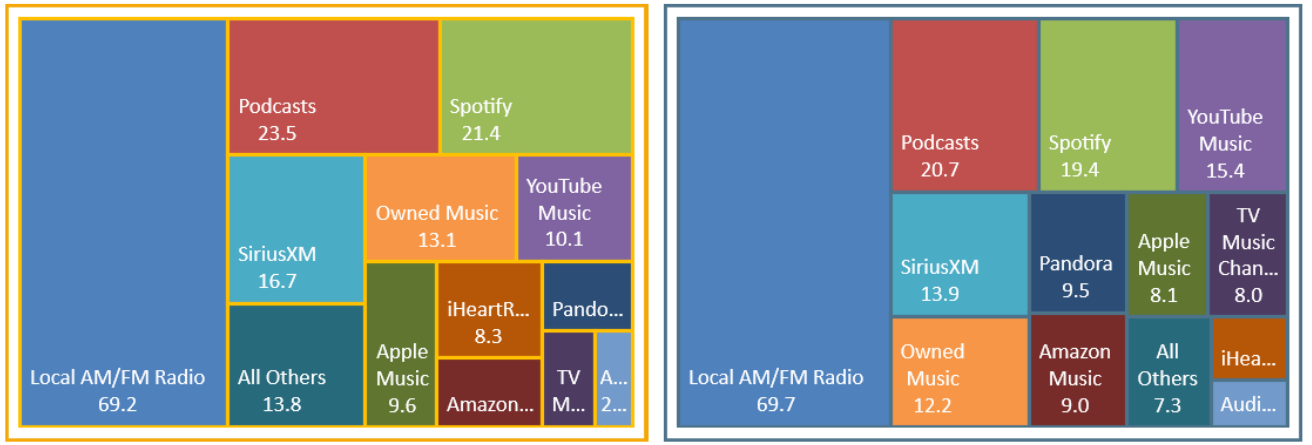
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Sleep Number

2,886,704 or 72.3% of Adults 18 or older who Purchased a New Mattress from MATTRESS FIRM in 2023 listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.

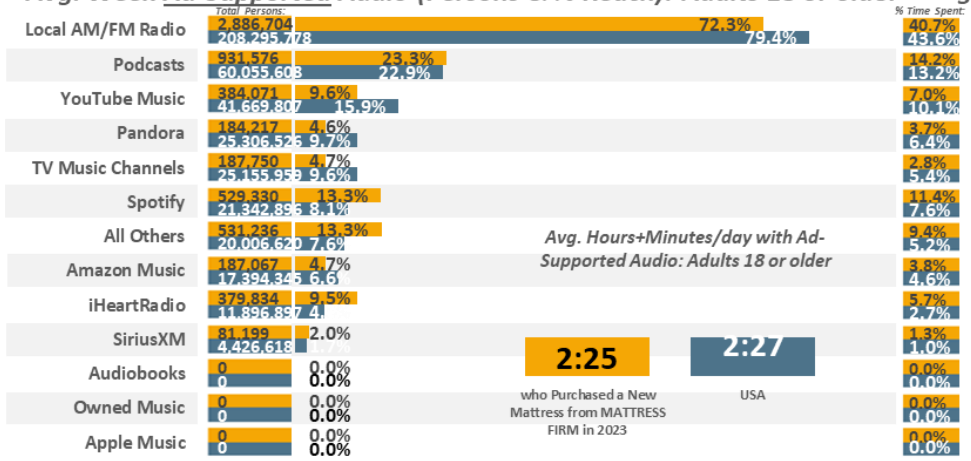
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



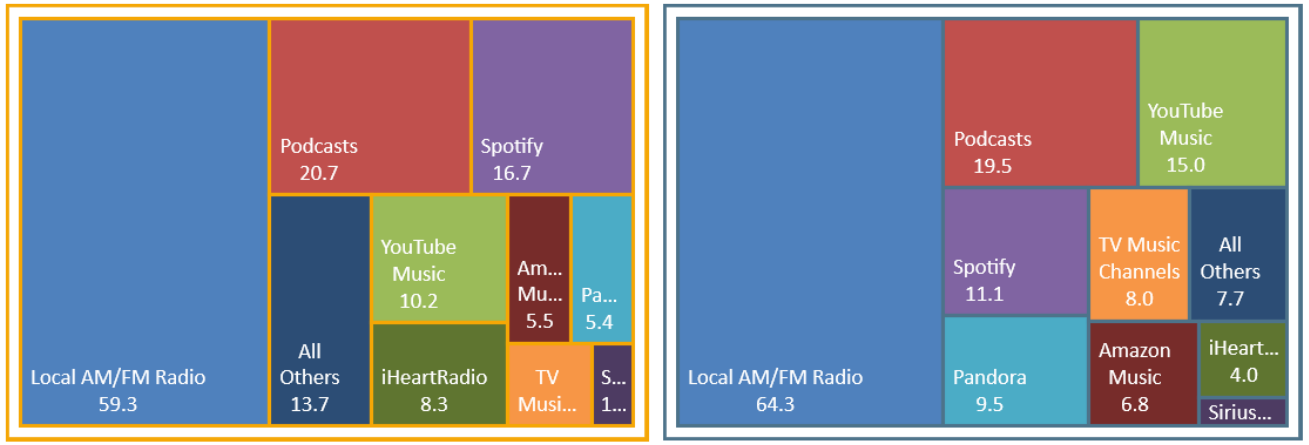
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 171

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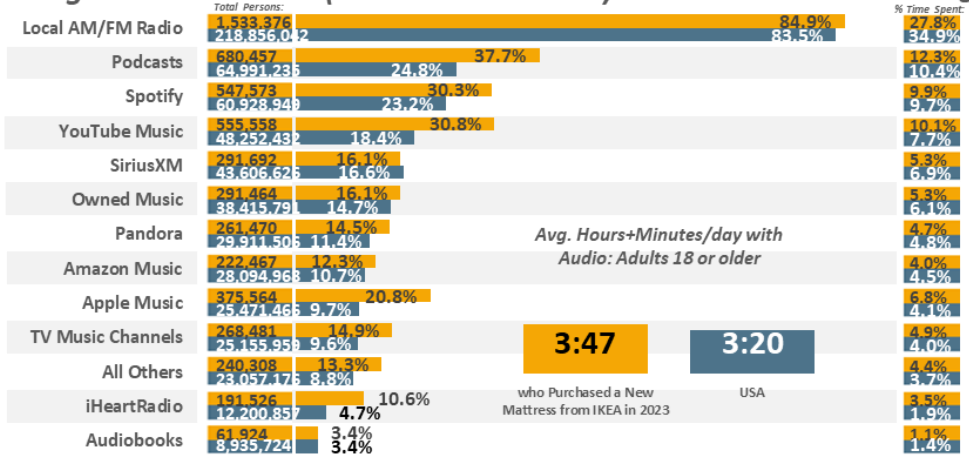
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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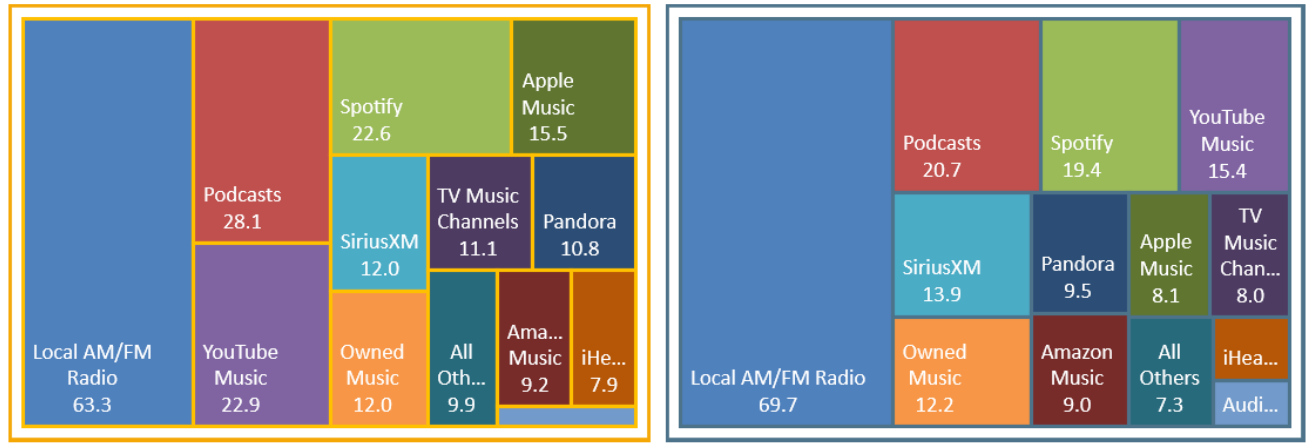
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Mattress Firm

1,438,880 or 79.7% of Adults 18 or older who Purchased a New Mattress from IKEA in 2023 listen to Ad-Supported Local AM/FM Radio for an average of 54.7 minutes every day representing 34.7% of all time spent daily with Ad-Supported Audio.

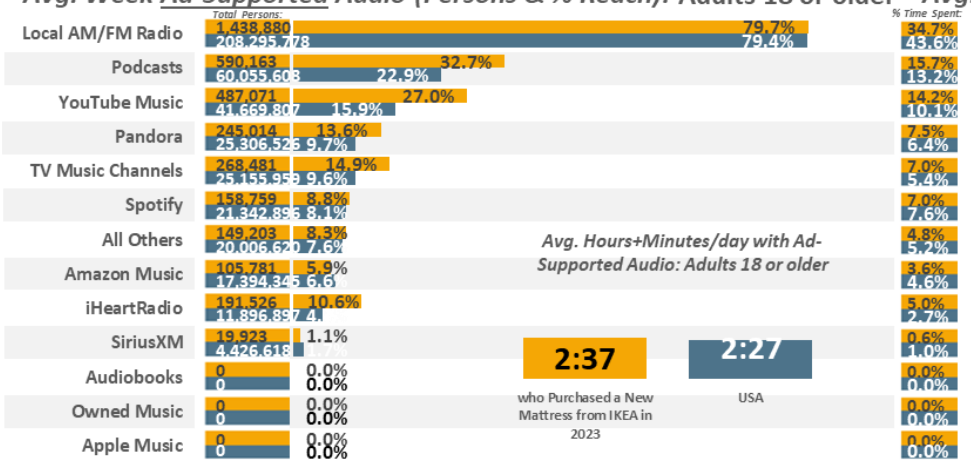
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



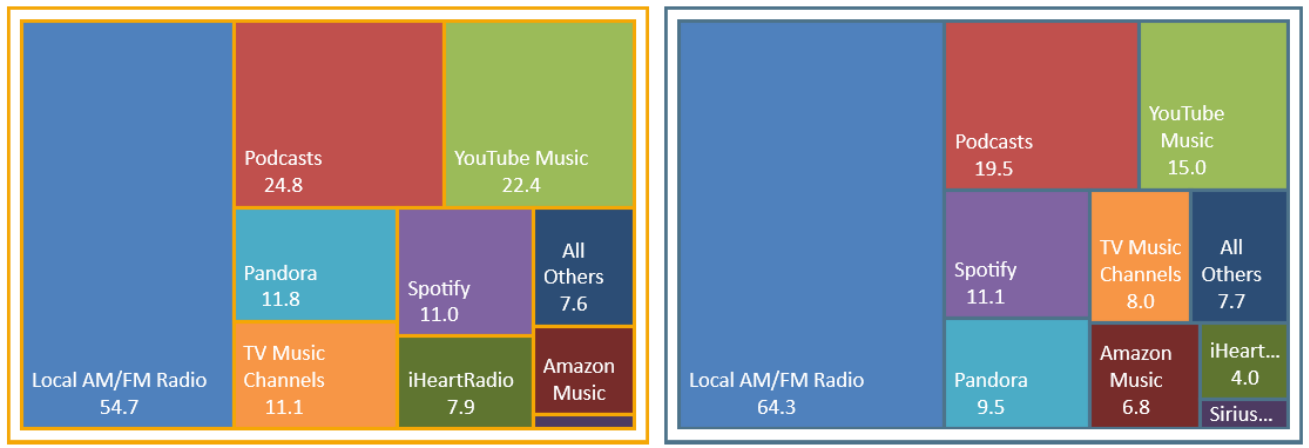
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 257

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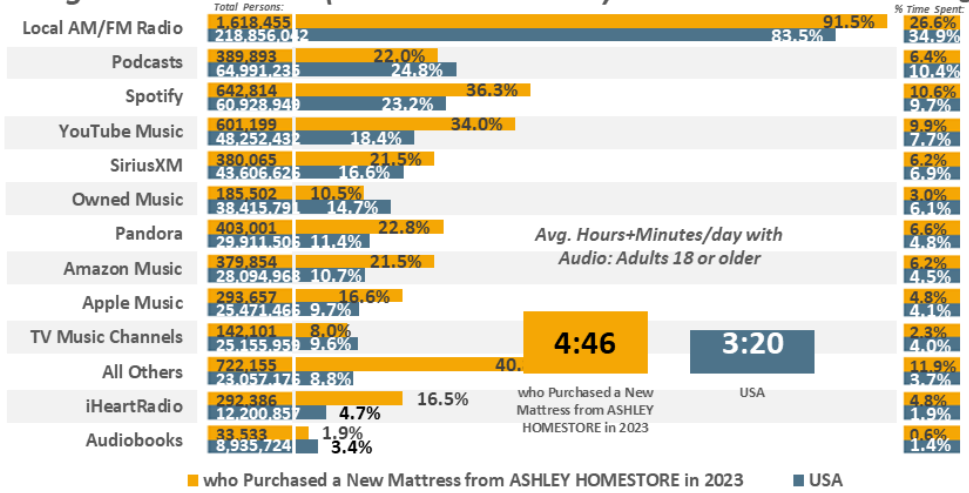
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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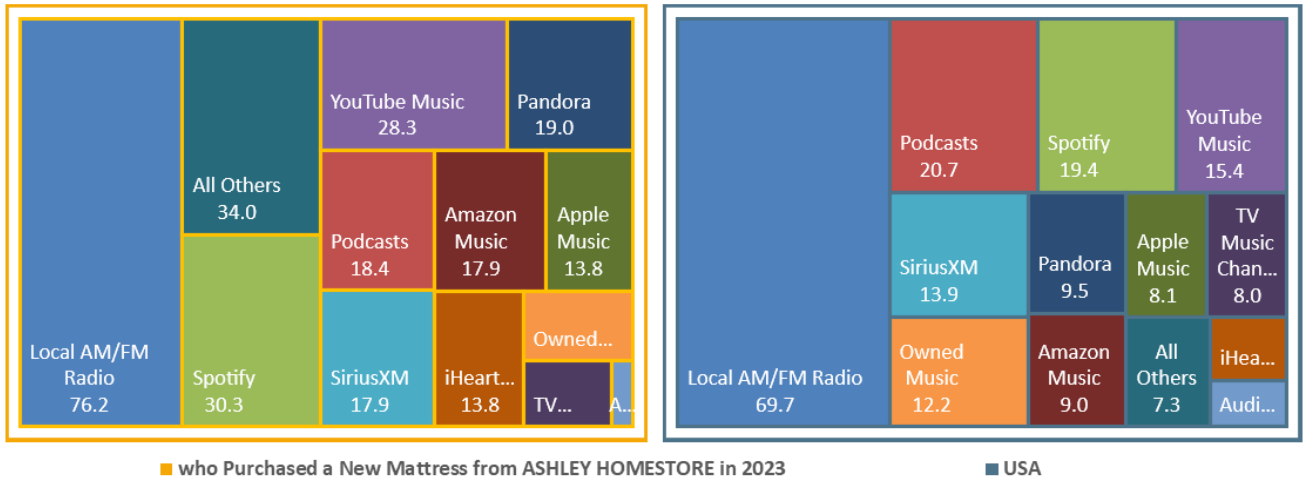
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): IKEA

1,553,227 or 87.8% of Adults 18 or older who Purchased a New Mattress from ASHLEY HOMESTORE in 2023 listen to Ad-Supported Local AM/FM Radio for an average of 74.8 minutes every day representing 32.% of all time spent daily with Ad-Supported Audio.

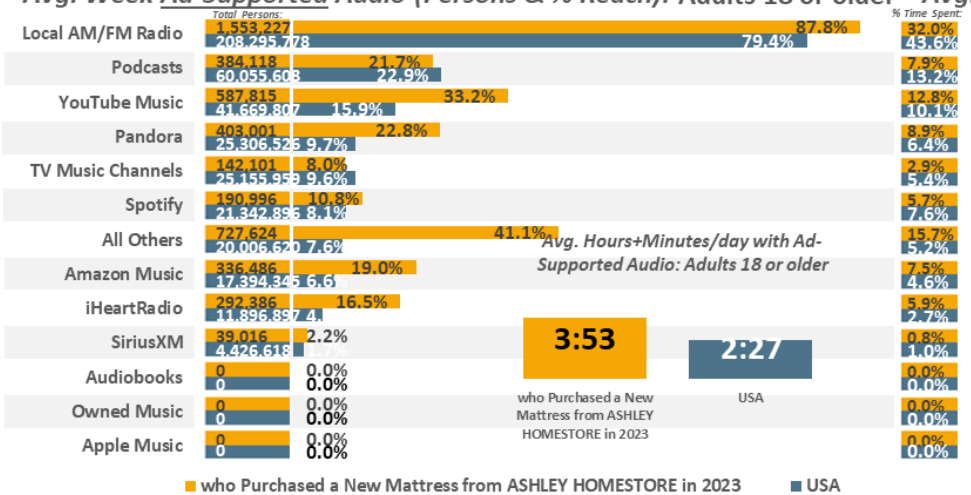
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



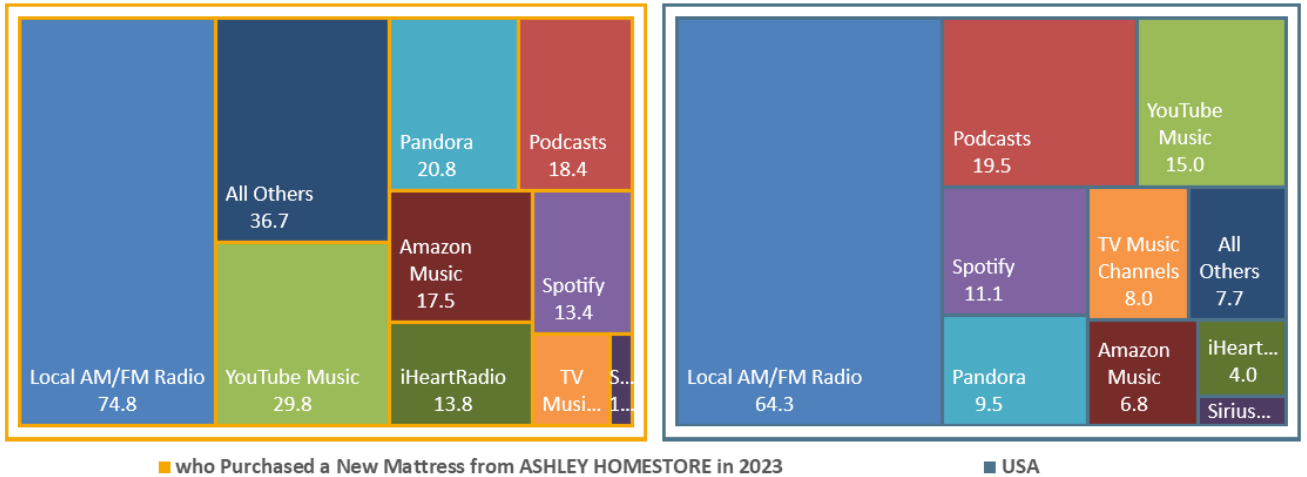
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 77

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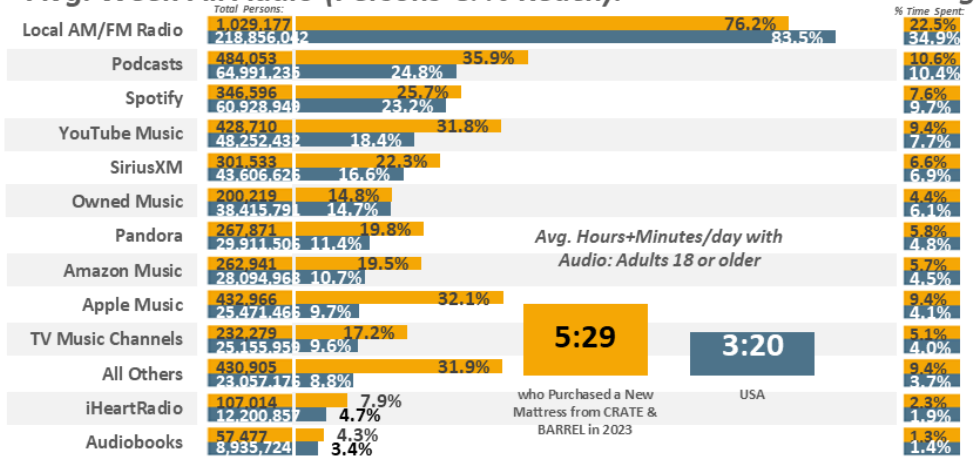
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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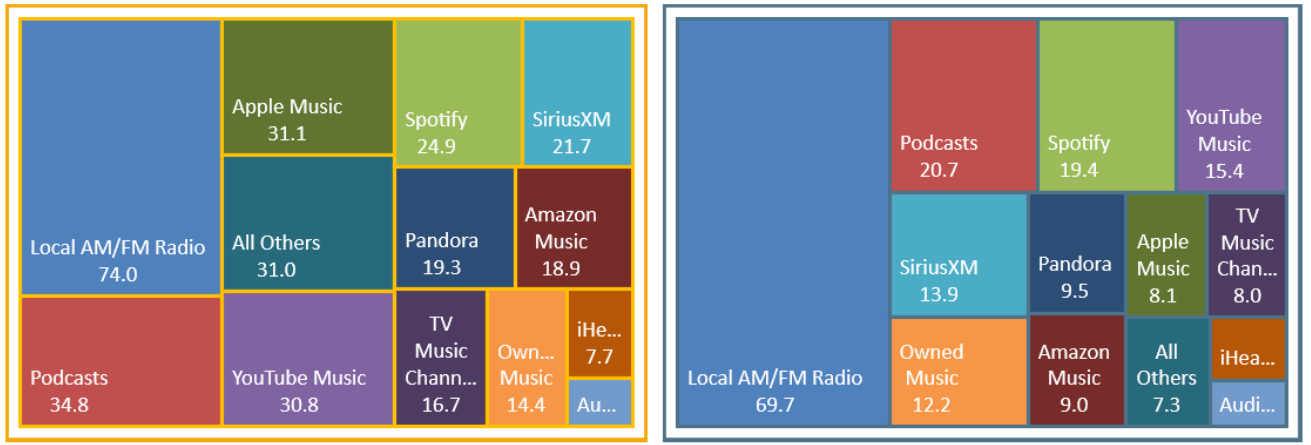
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Ashley HomeStore

867,633 or 64.3% of Adults 18 or older who Purchased a New Mattress from CRATE & BARREL in 2023 listen to Ad-Supported Local AM/FM Radio for an average of 48.5 minutes every day representing 20.8% of all time spent daily with Ad-Supported Audio.

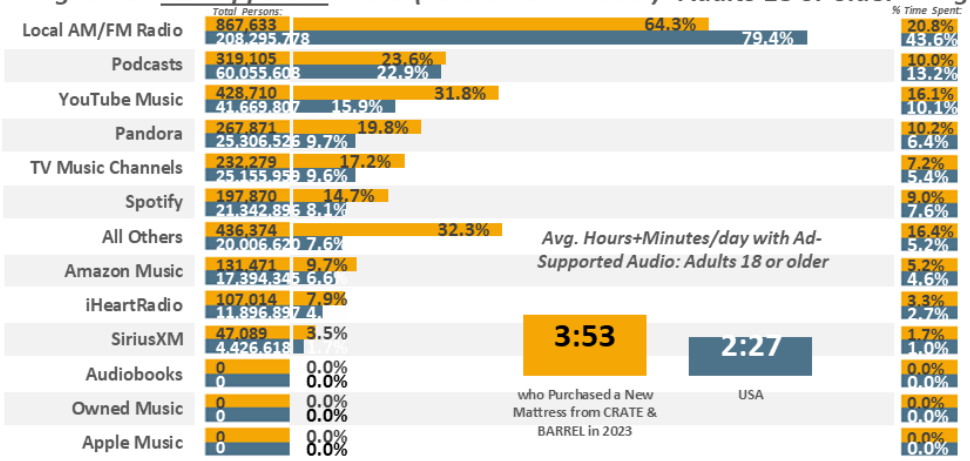
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



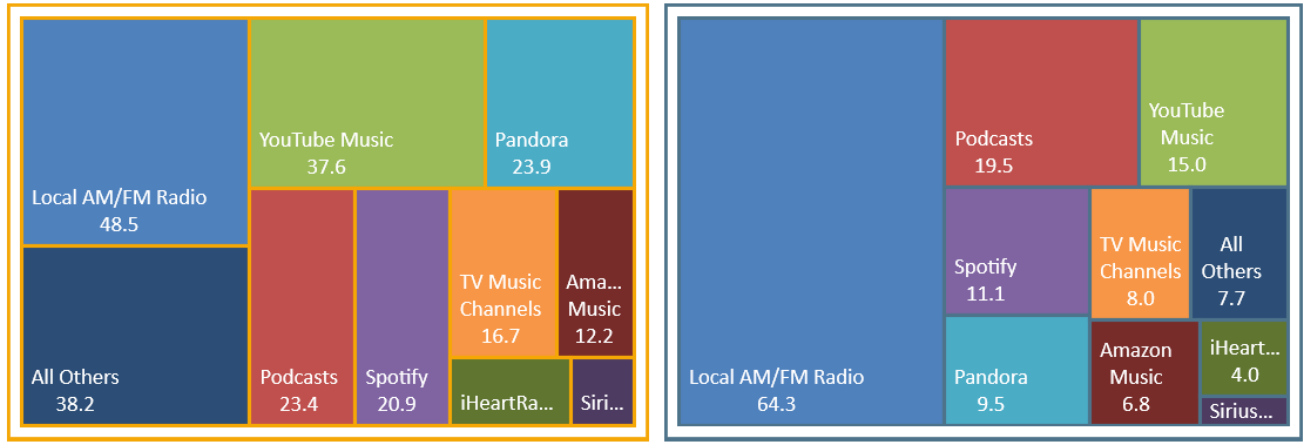
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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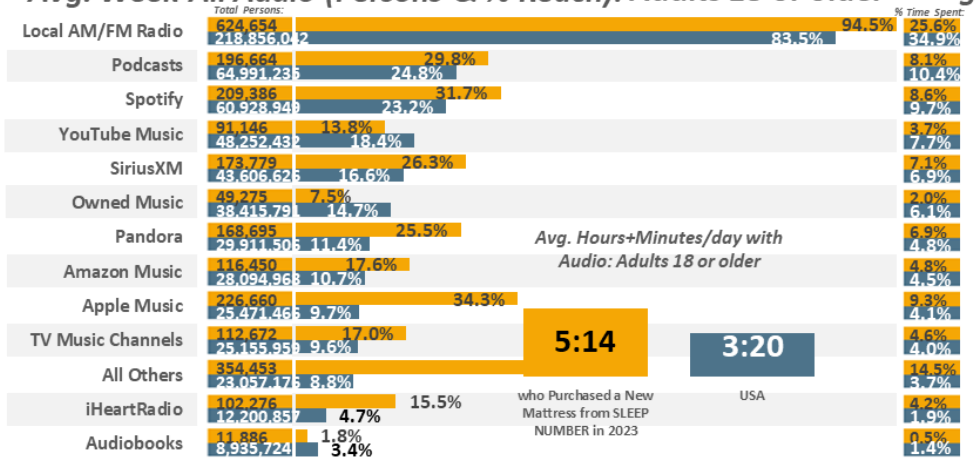
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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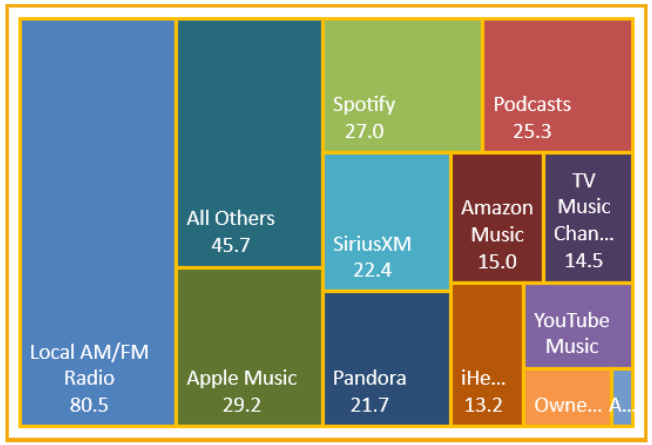
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Crate & Barrel

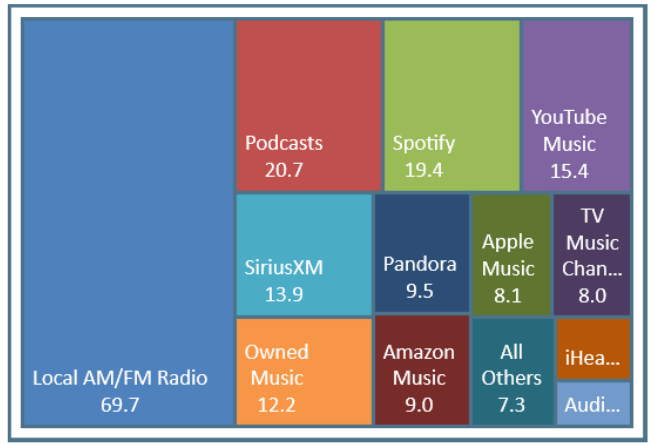
574,047 or 86.8% of Adults 18 or older who Purchased a New Mattress from SLEEP NUMBER in 2023 listen to Ad-Supported Local AM/FM Radio for an average of 75.3 minutes every day representing 29.7% of all time spent daily with Ad-Supported Audio.

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

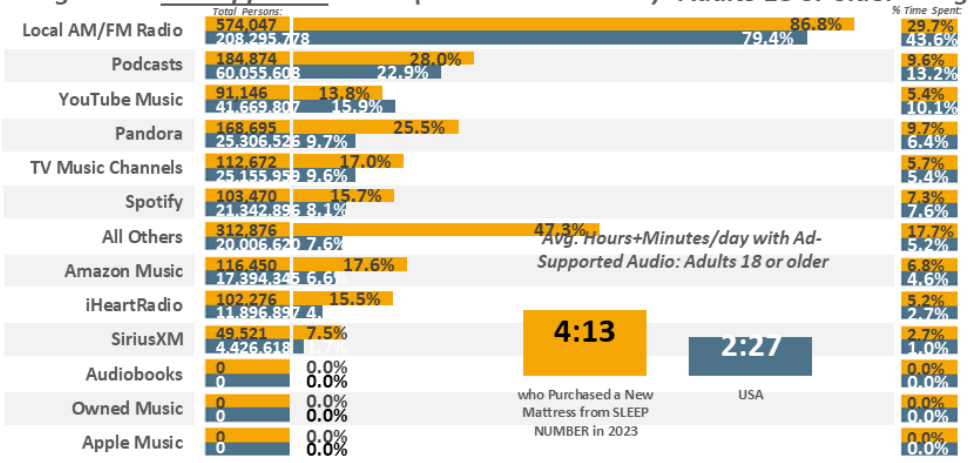


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

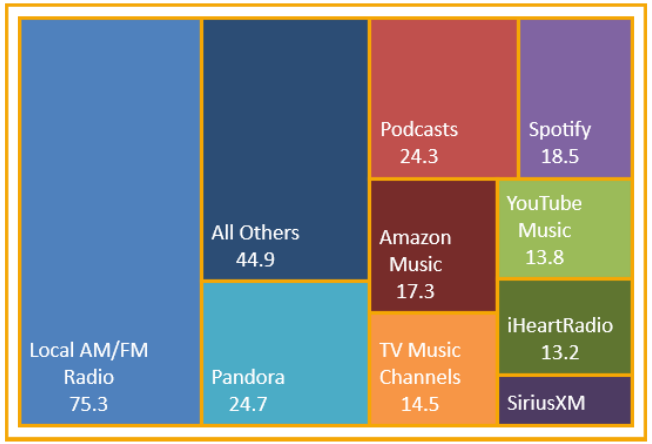


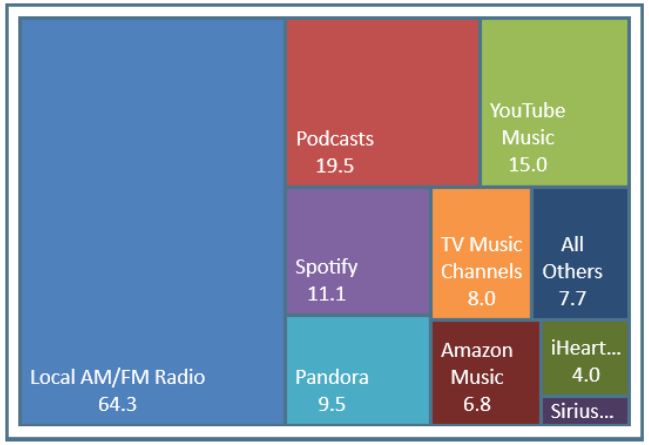


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 37

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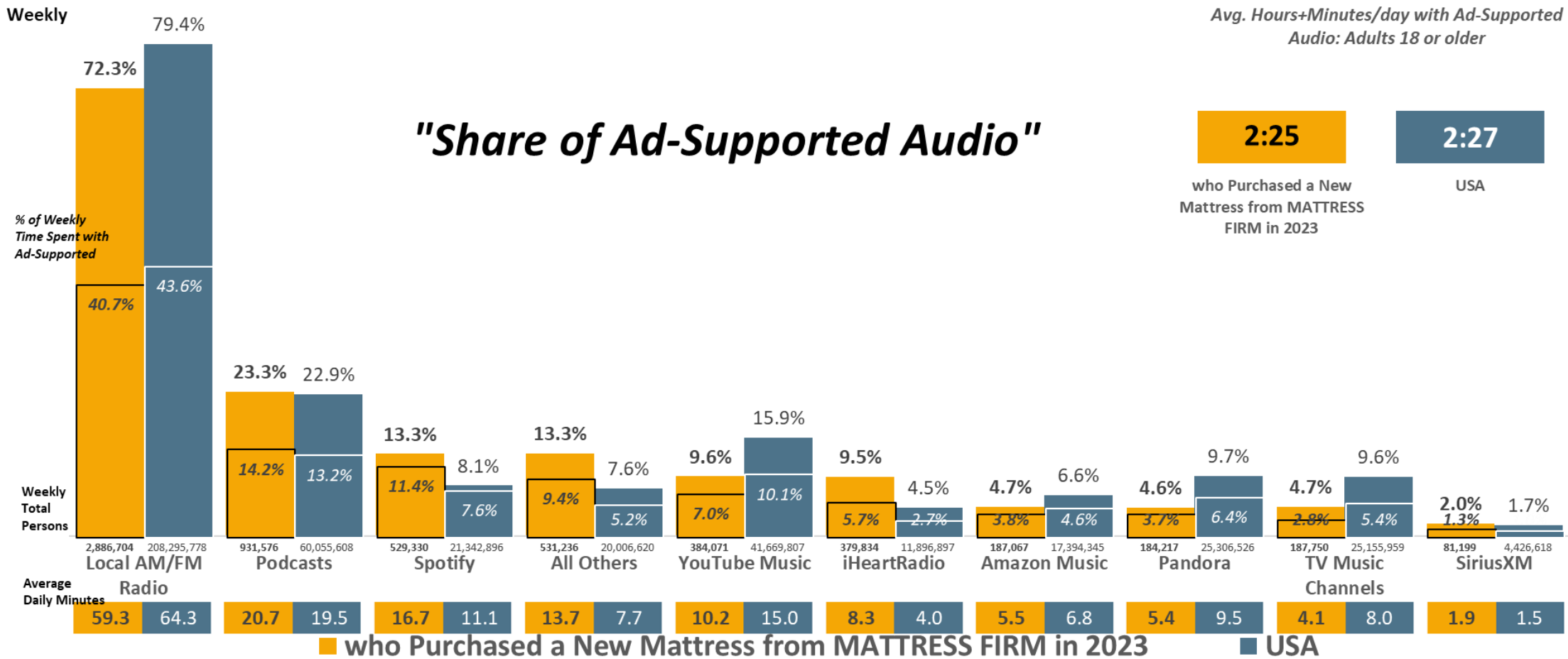
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Sleep Number

MATTRESSFIRM

2,886,704 or 72.3% of Adults 18 or older who Purchased a New Mattress from MATTRESS FIRM in 2023 listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.



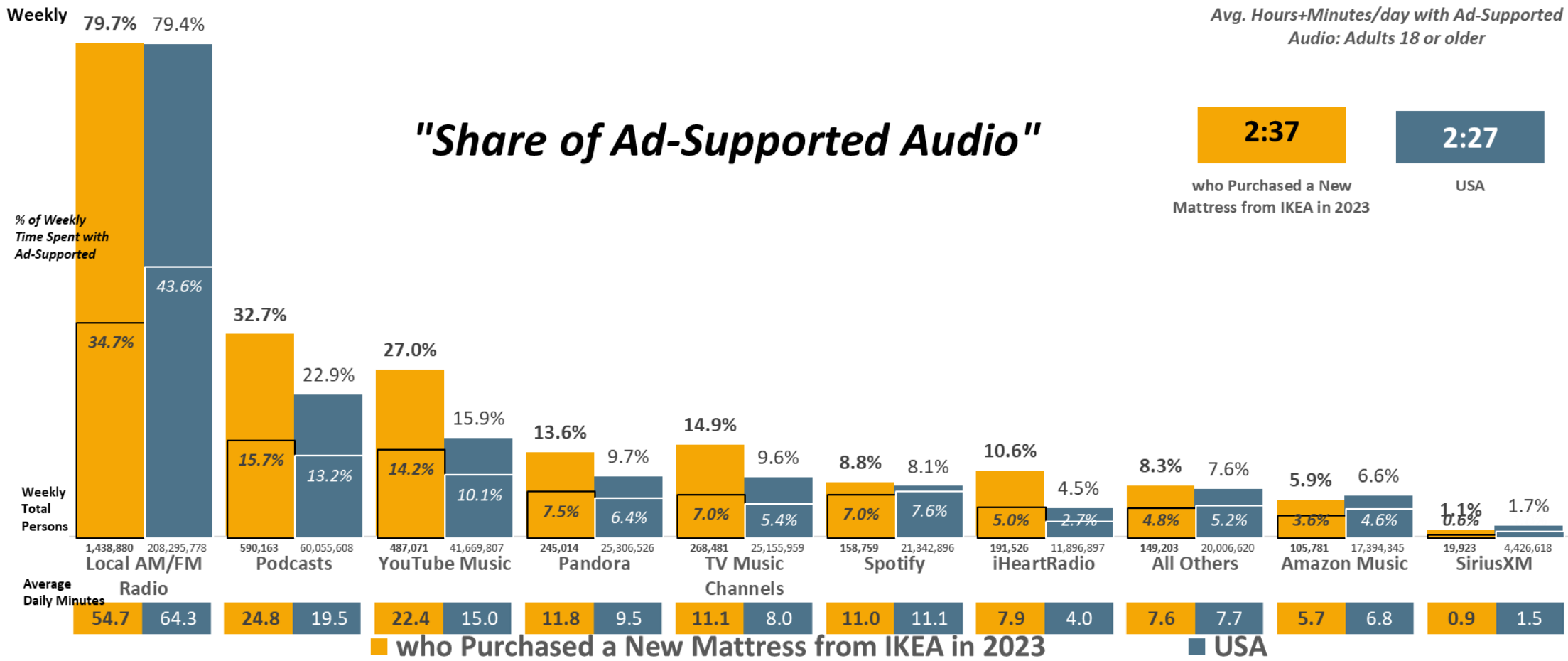
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 171

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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Mattress Firm

1,438,880 or 79.7% of Adults 18 or older who Purchased a New Mattress from IKEA in 2023 listen to Ad-Supported Local AM/FM Radio for an average of 54.7 minutes every day representing 34.7% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 257

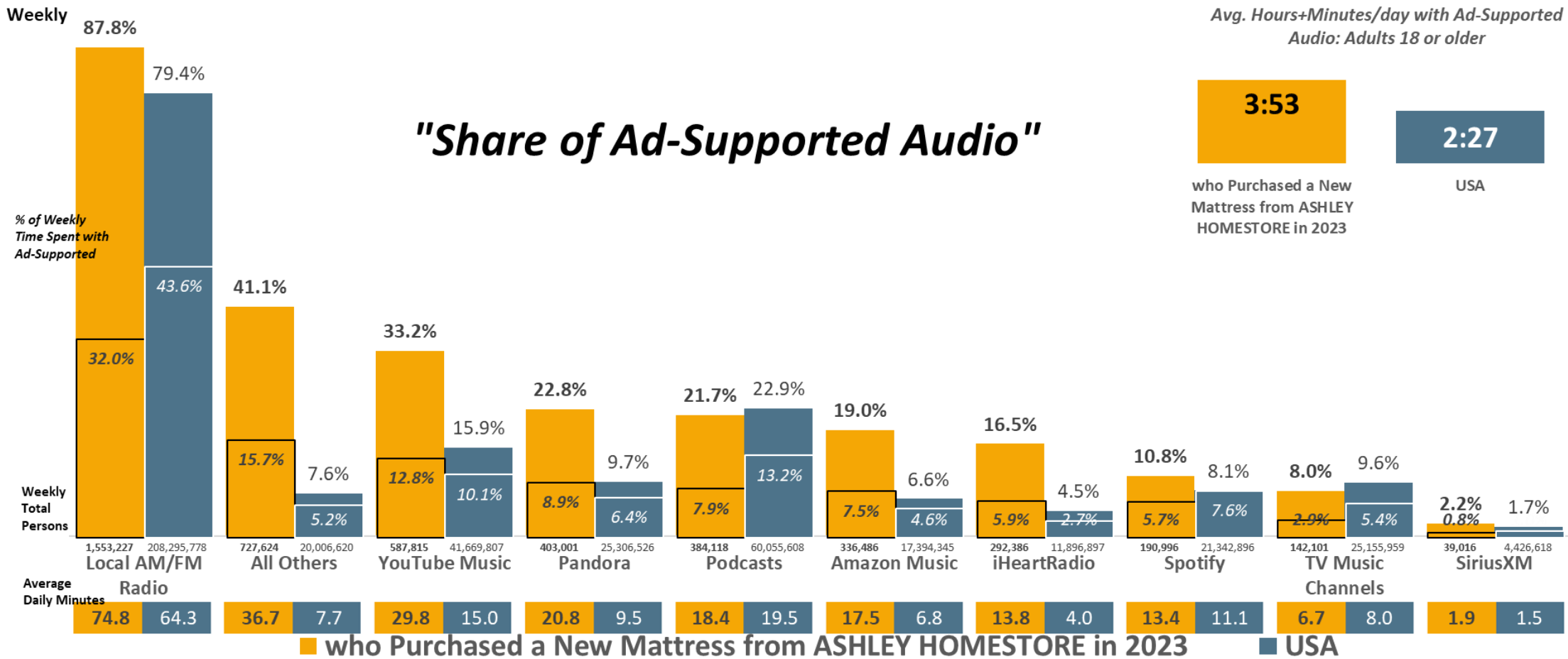
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): IKEA

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USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 77

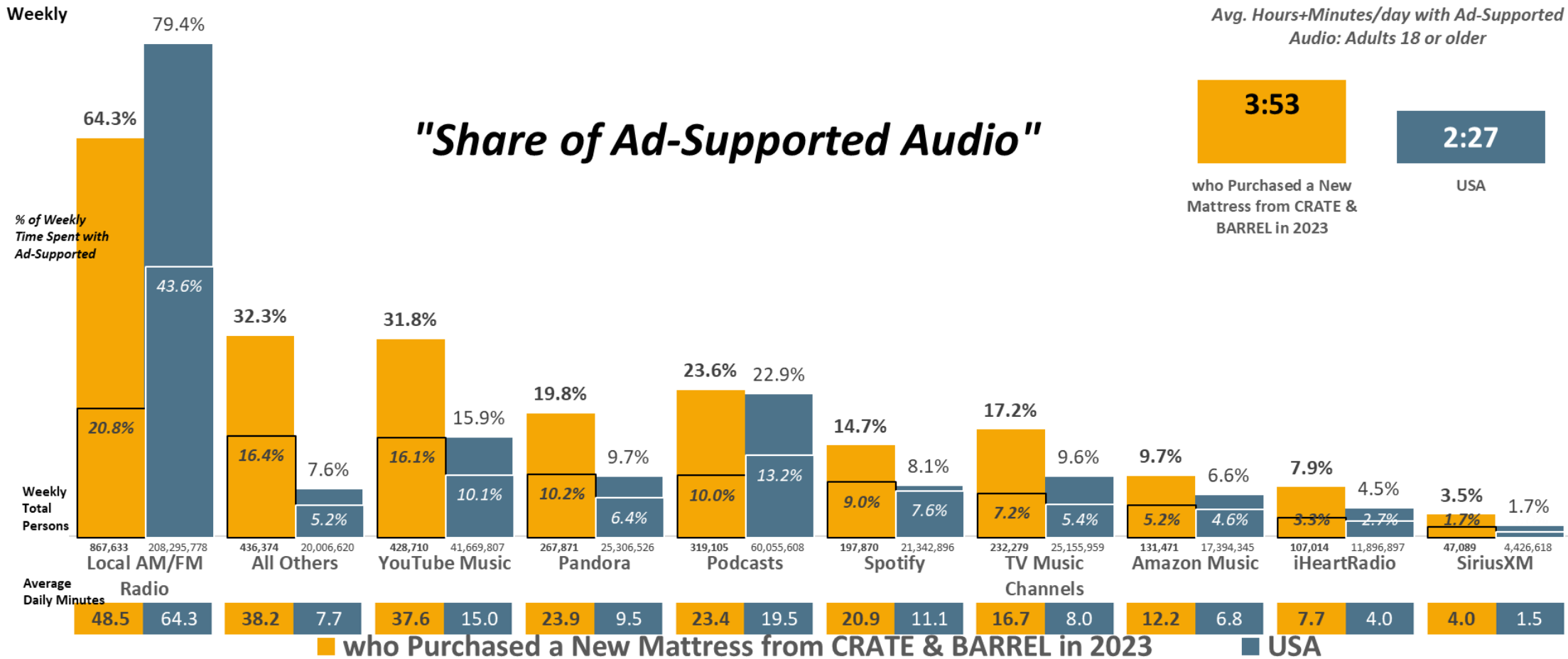
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Ashley HomeStore

Crate&Barrel

867,633 or 64.3% of Adults 18 or older who Purchased a New Mattress from CRATE & BARREL in 2023 listen to Ad-Supported Local AM/FM Radio for an average of 48.5 minutes every day representing 20.8% of all time spent daily with Ad-Supported Audio.

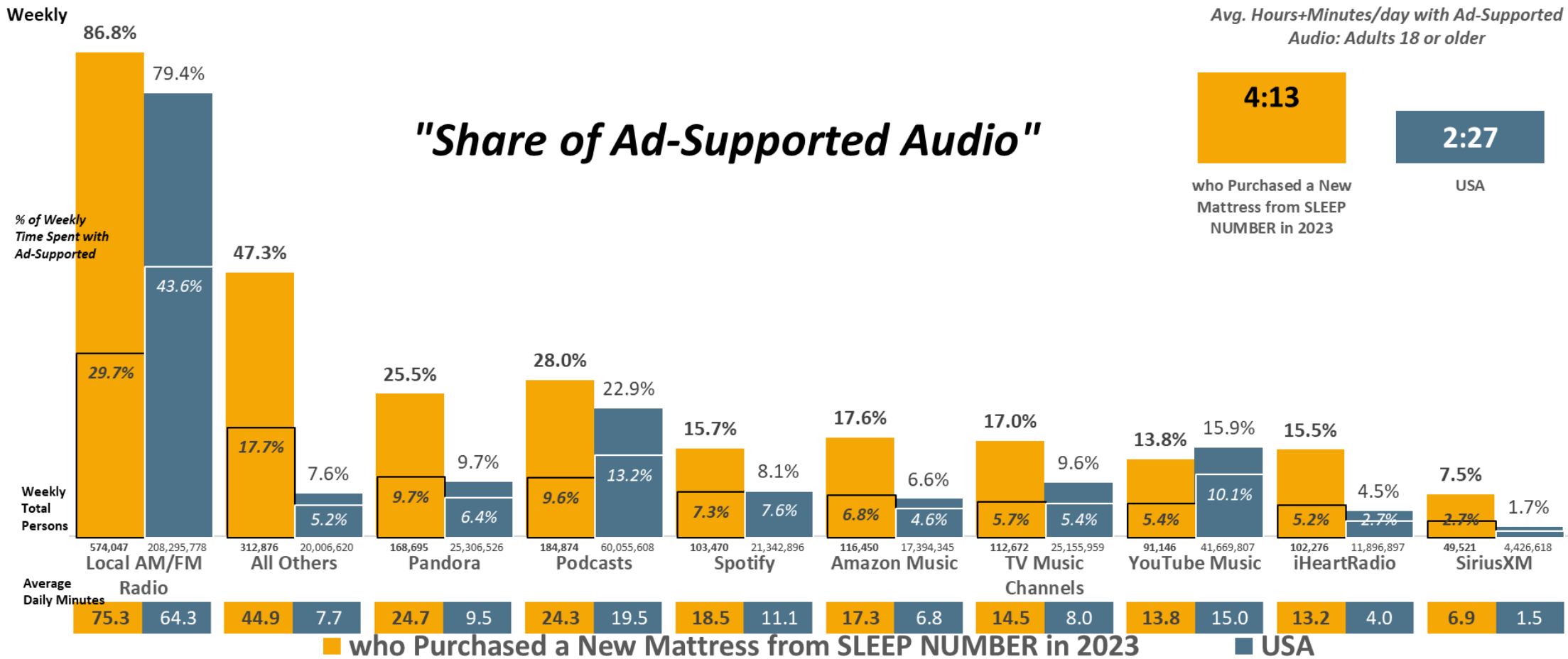


USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 52
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Crate & Barrel

574,047 or 86.8% of Adults 18 or older who Purchased a New Mattress from SLEEP NUMBER in 2023 listen to Ad-Supported Local AM/FM Radio for an average of 75.3 minutes every day representing 29.7% of all time spent daily with Ad-Supported Audio.



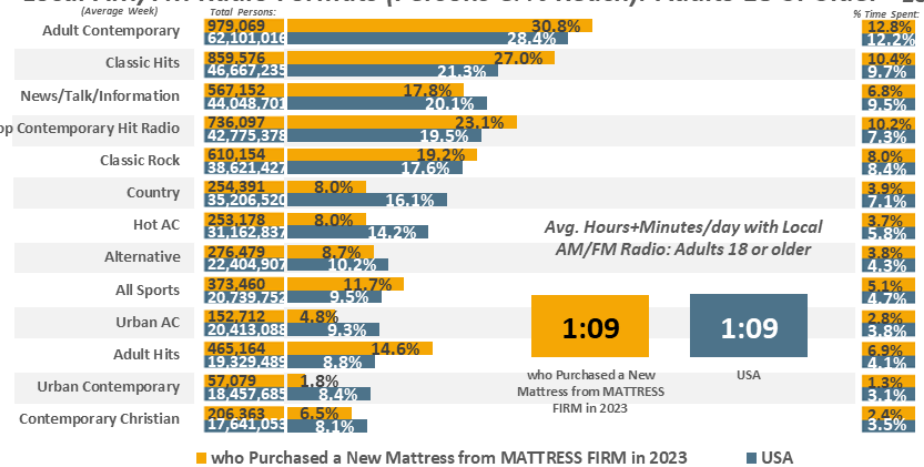
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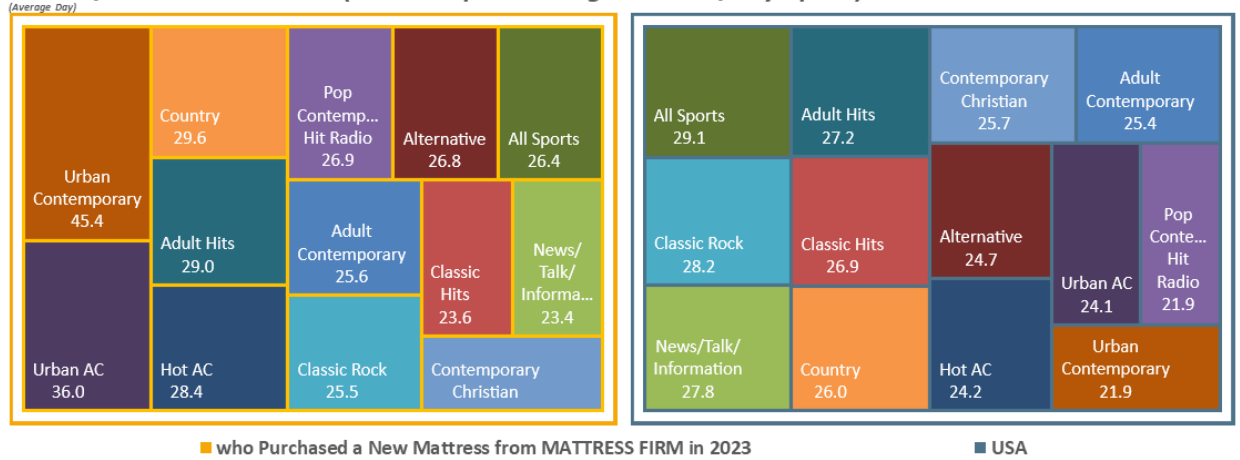
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Sleep Number

2,886,704 or 72.3% of Adults 18 or older who Purchased a New Mattress from MATTRESS FIRM in 2023 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Adult Hits.

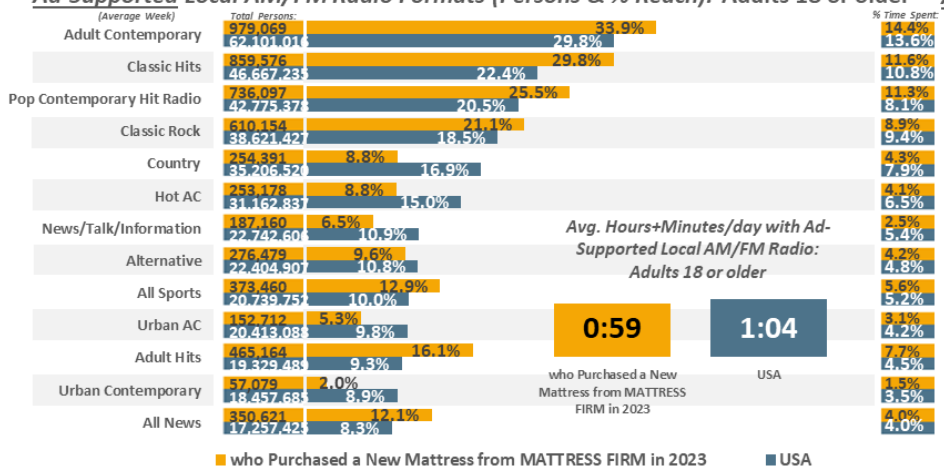
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



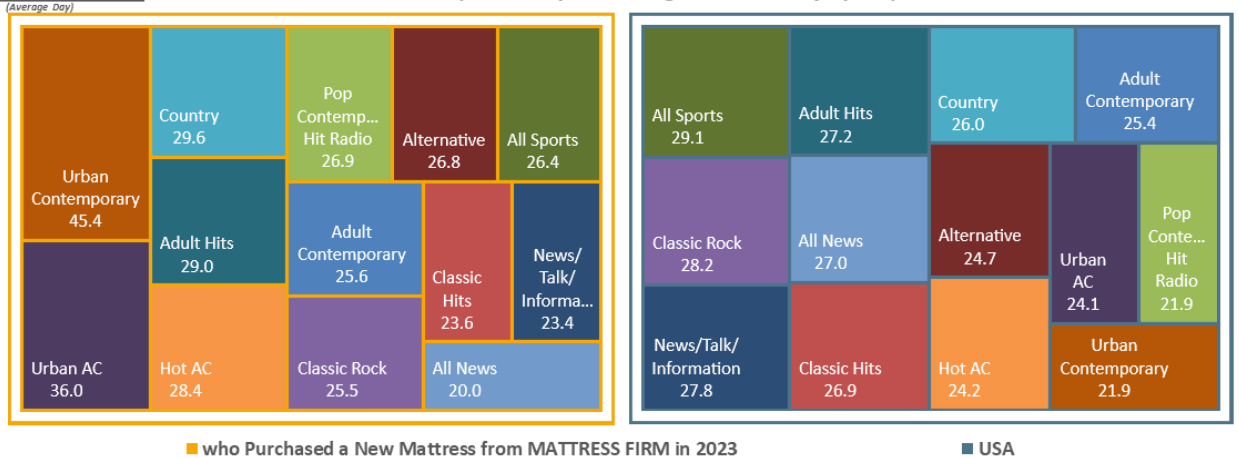
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 171

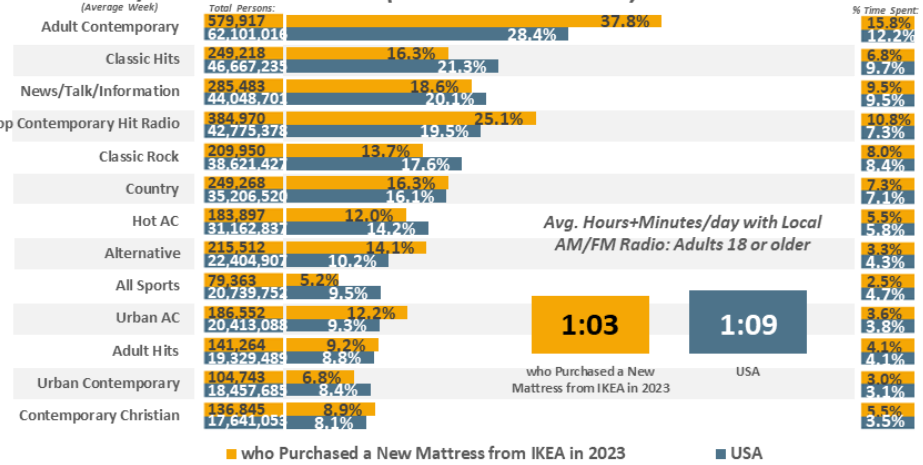
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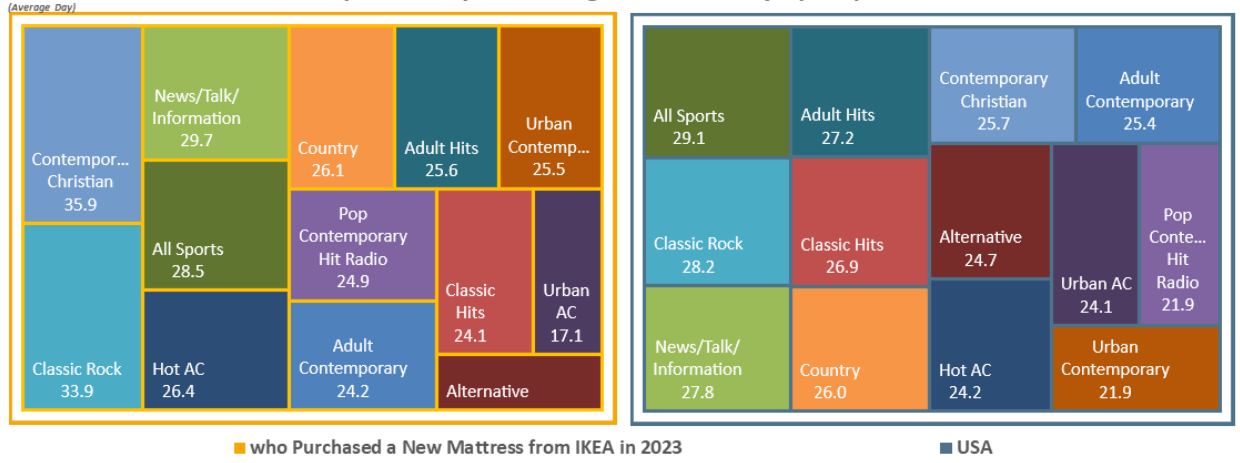
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Mattress Firm

1,438,880 or 79.7% of Adults 18 or older who Purchased a New Mattress from IKEA in 2023 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Alternative.

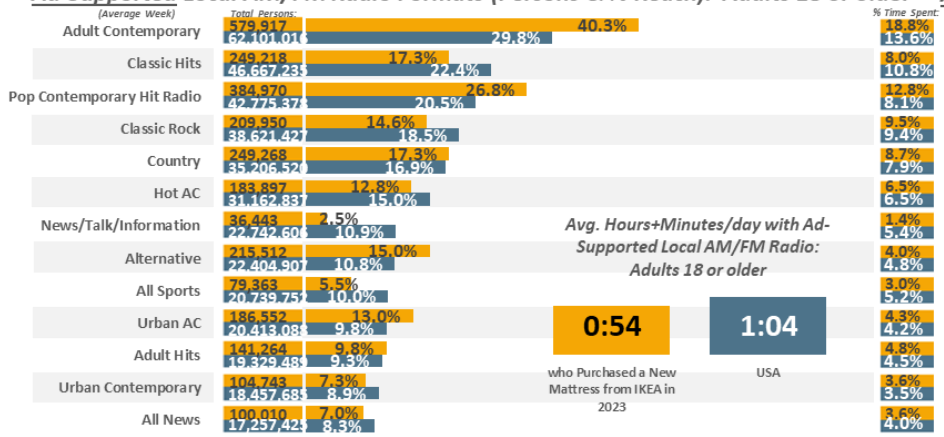
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



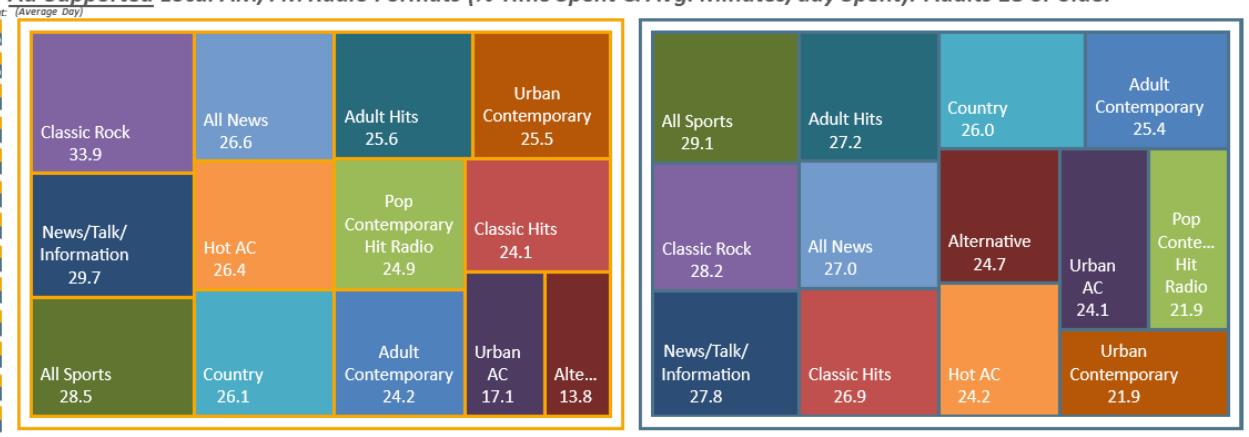
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 257

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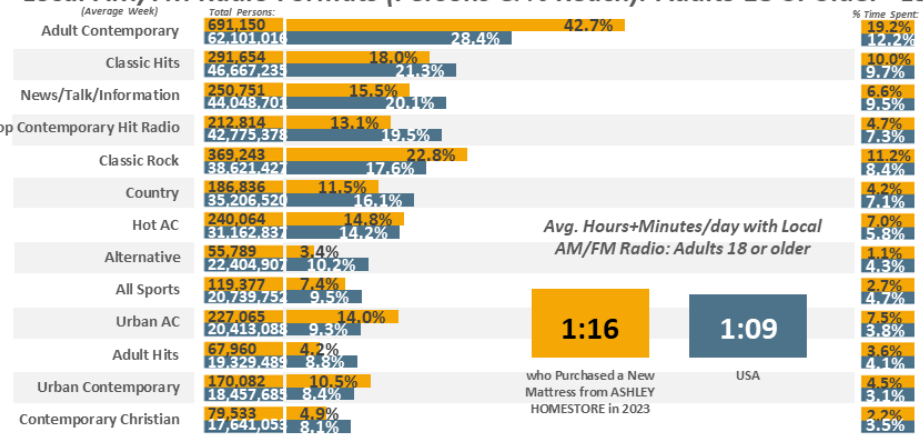
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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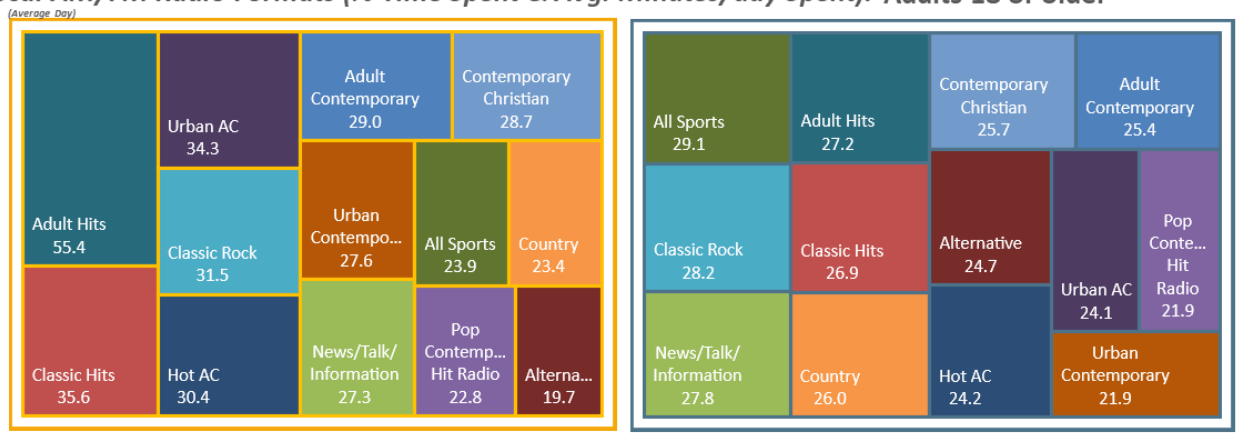
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): IKEA

1,553,227 or 87.8% of Adults 18 or older who Purchased a New Mattress from ASHLEY HOMESTORE in 2023 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Active Rock, and Hot AC.

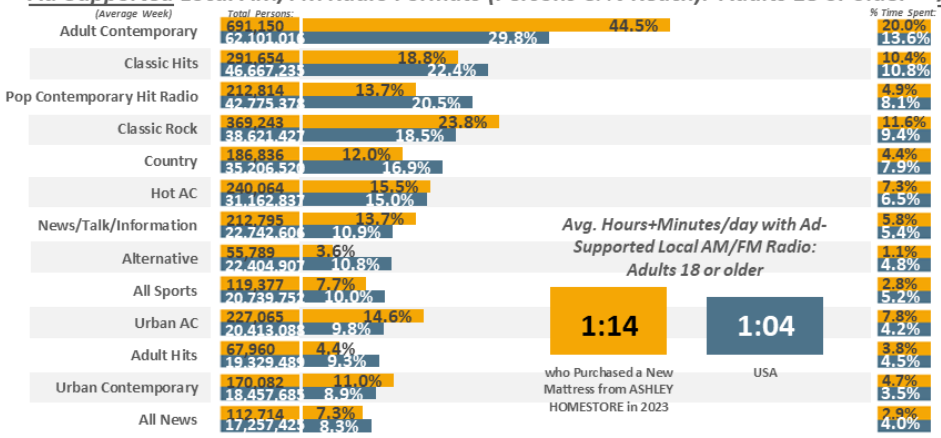
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



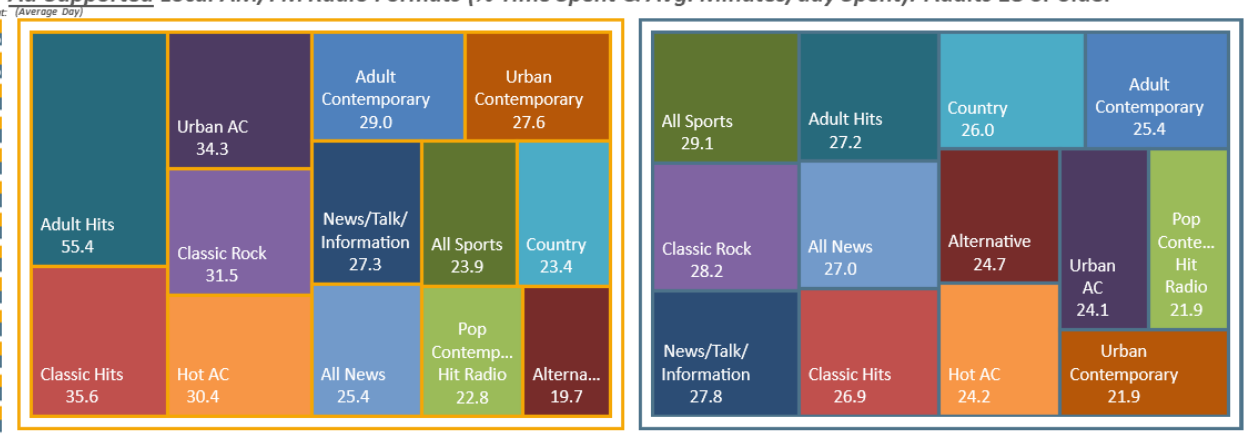
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 77

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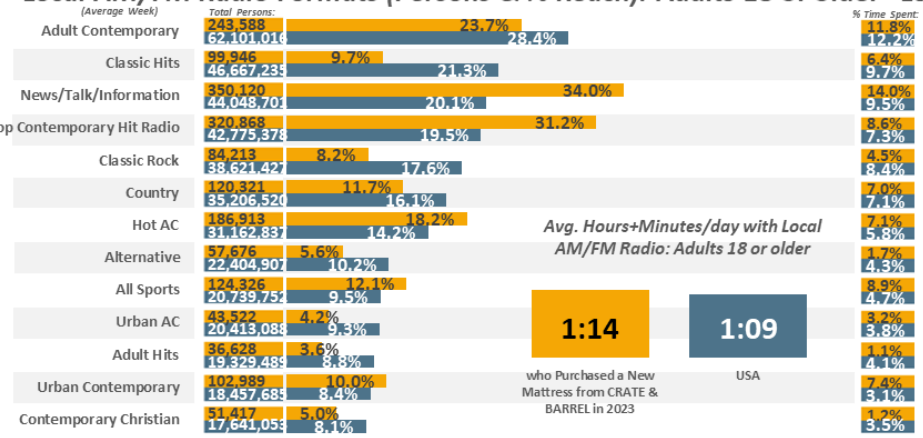
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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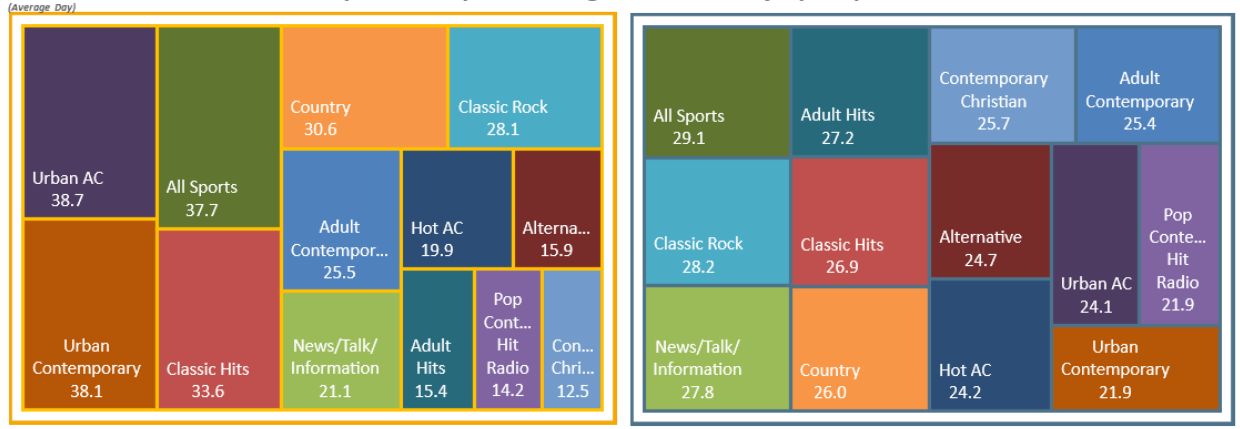
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Ashley HomeStore

867,633 or 64.3% of Adults 18 or older who Purchased a New Mattress from CRATE & BARREL in 2023 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, All News, and All Sports.

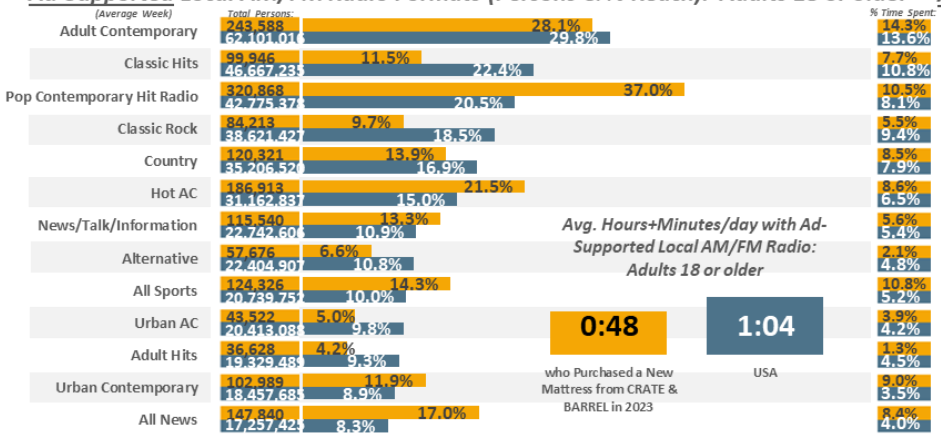
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



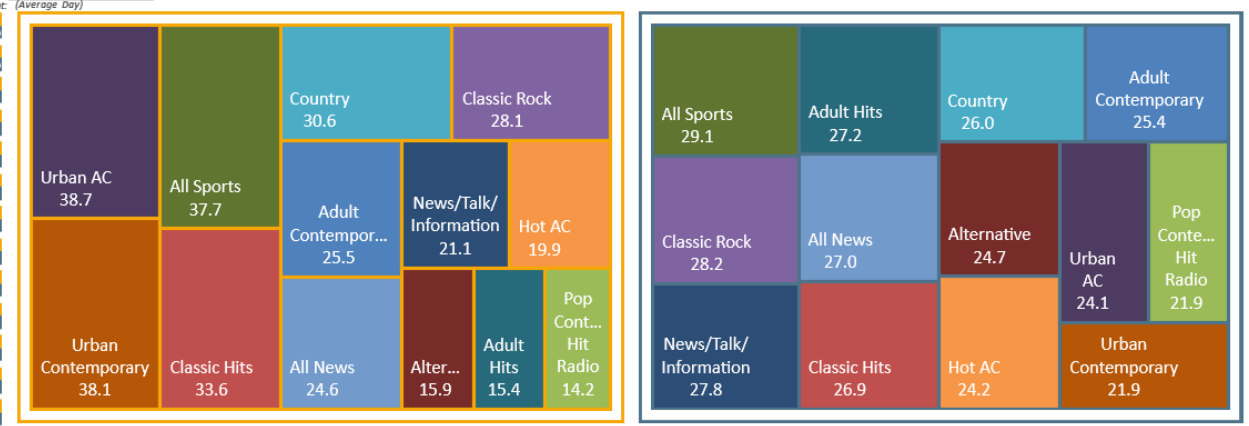
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 52

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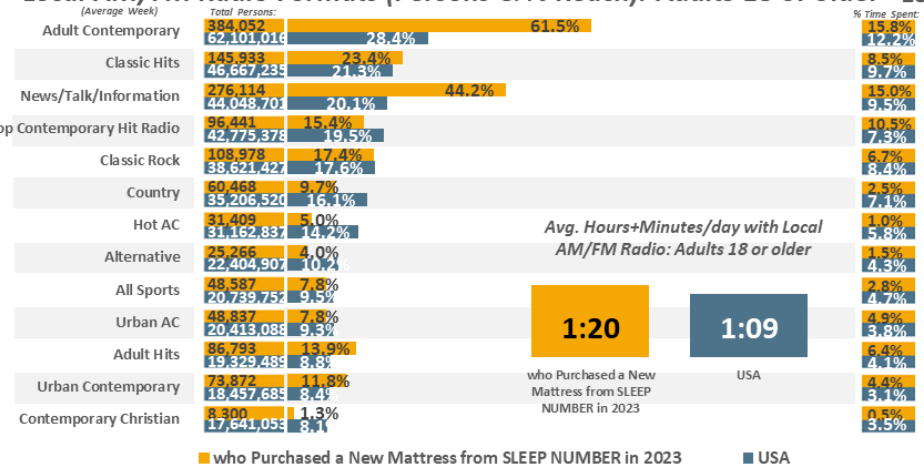
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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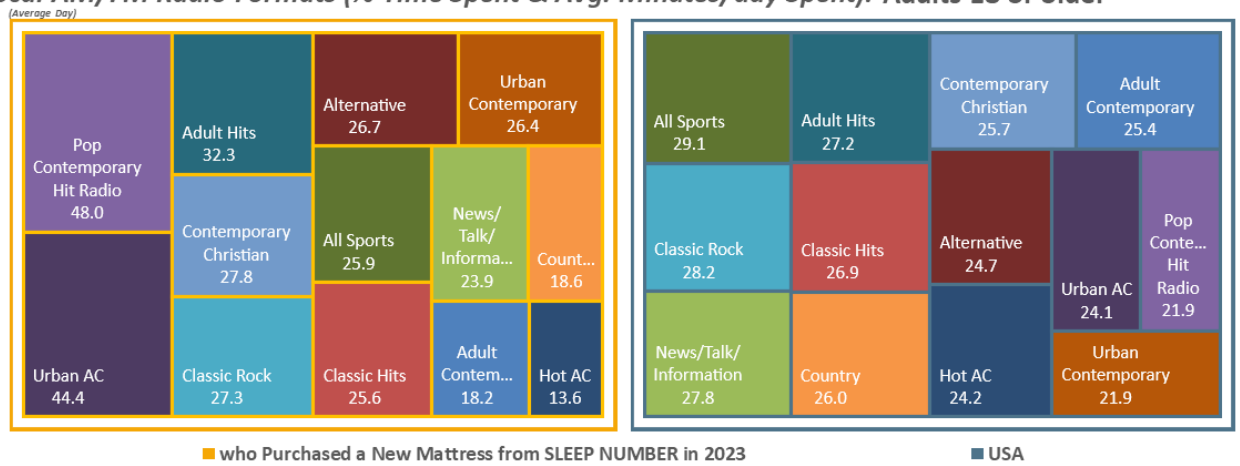
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Crate & Barrel

574,047 or 86.8% of Adults 18 or older who Purchased a New Mattress from SLEEP NUMBER in 2023 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, News/Talk/Information, Classic Hits, Classic Rock, and Pop Contemporary Hit R

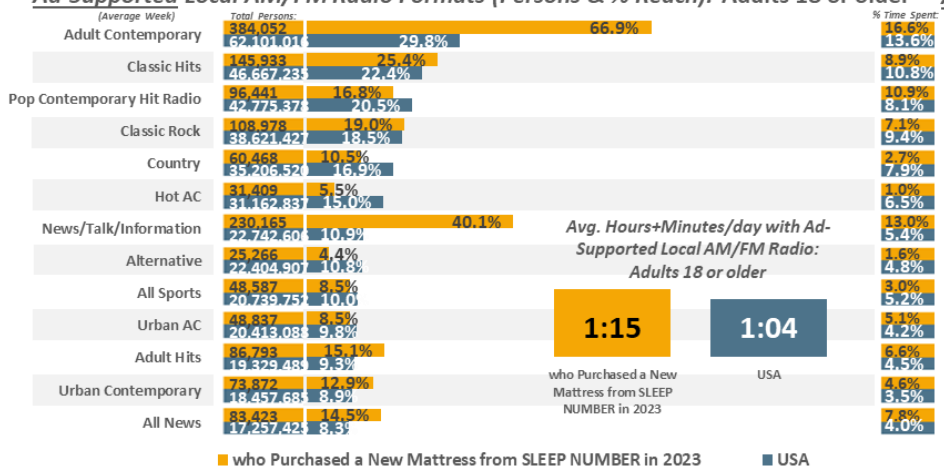
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



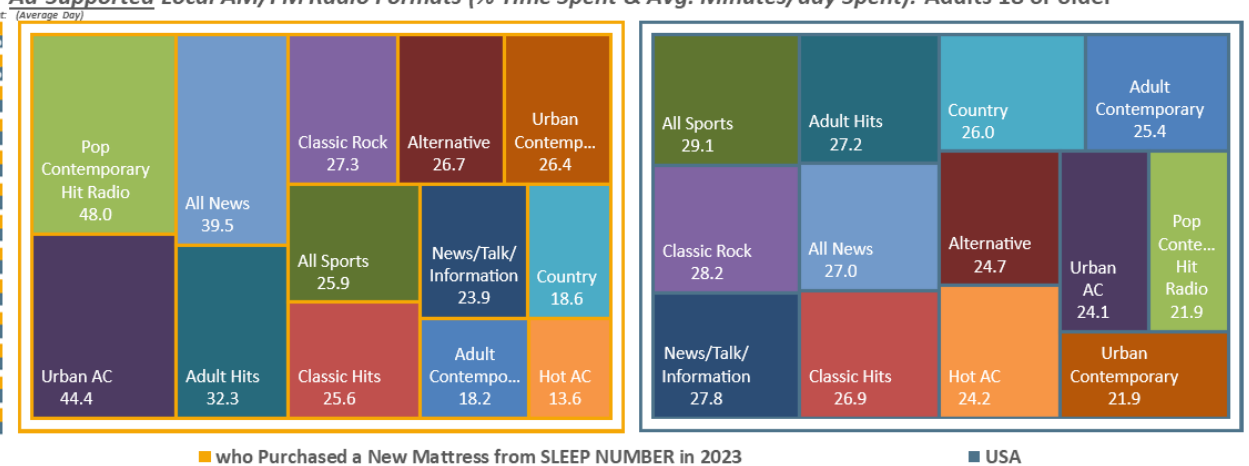
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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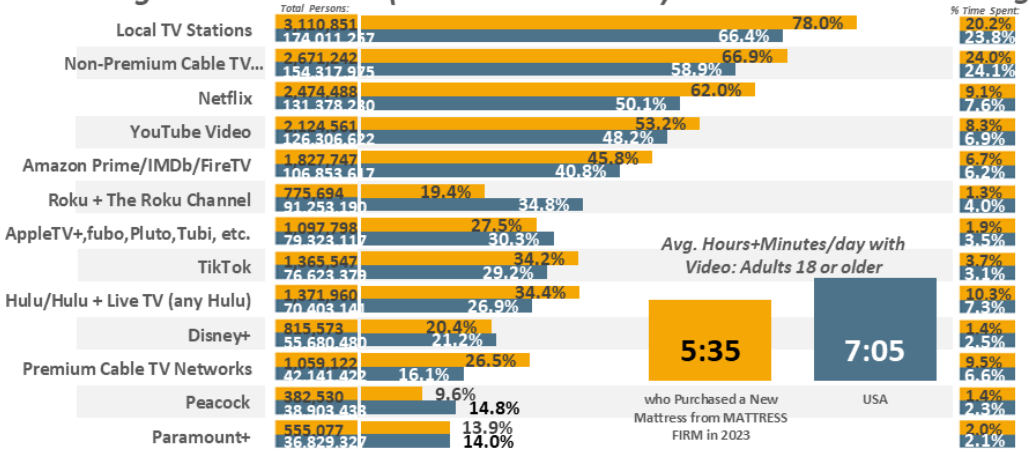
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Sleep Number

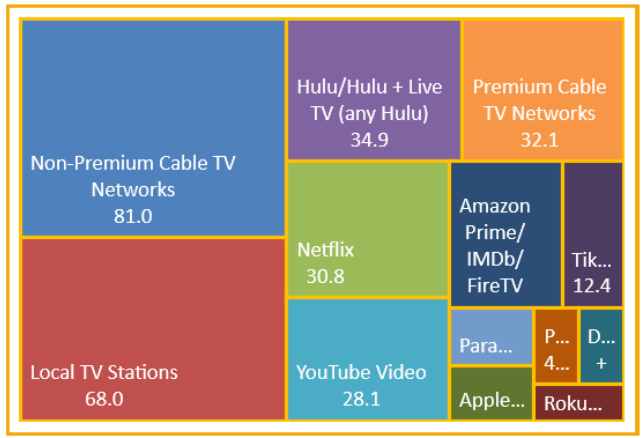
MATTRESSFIRM®

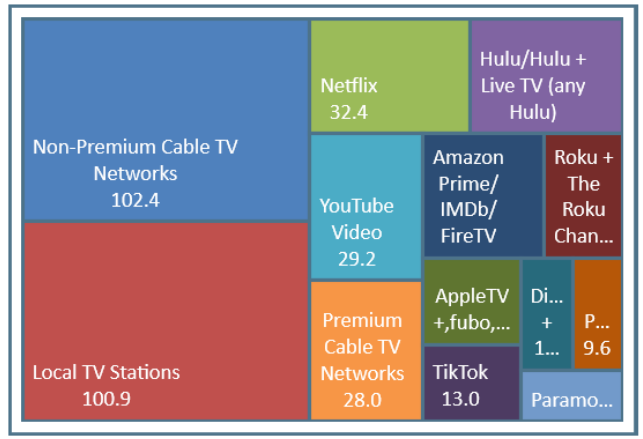
3,072,101 or 77.7% of Adults 18 or older who Purchased a New Mattress from MATTRESS FIRM in 2023 watch Ad-Supported Local TV Stations for an average of 64.5 minutes every day representing 25.8% of all time spent daily with Ad-Supported Video.

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

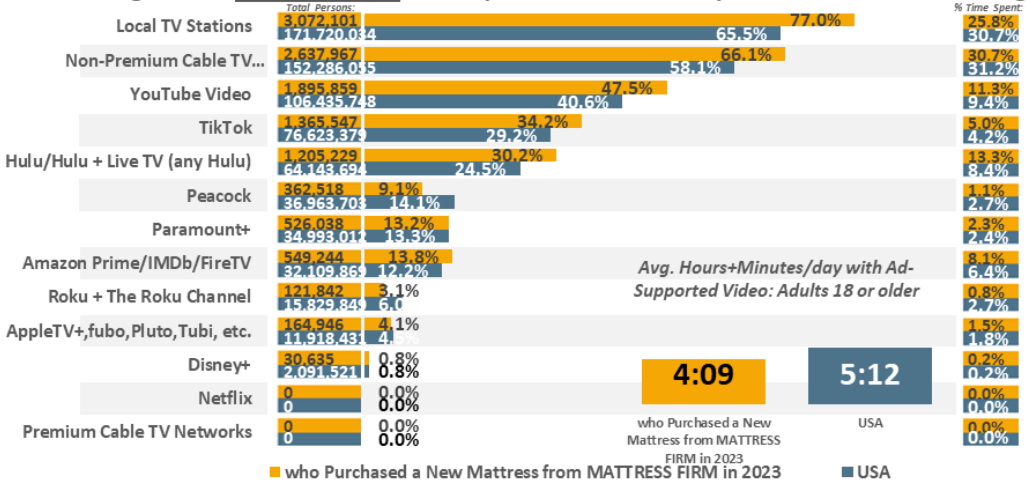


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

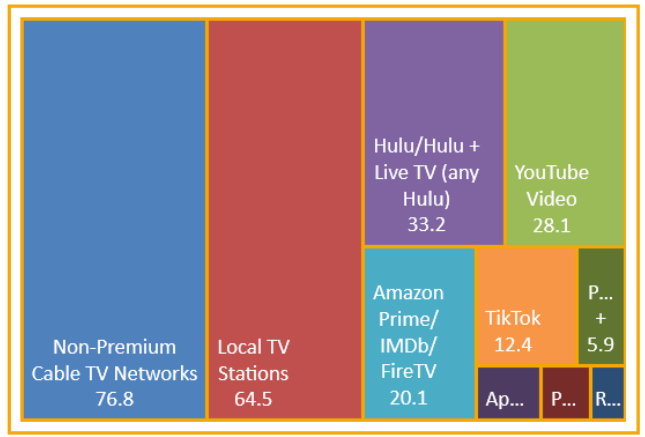


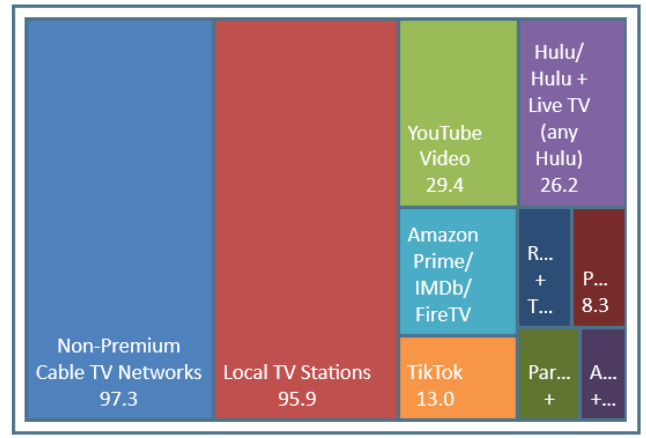


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 171

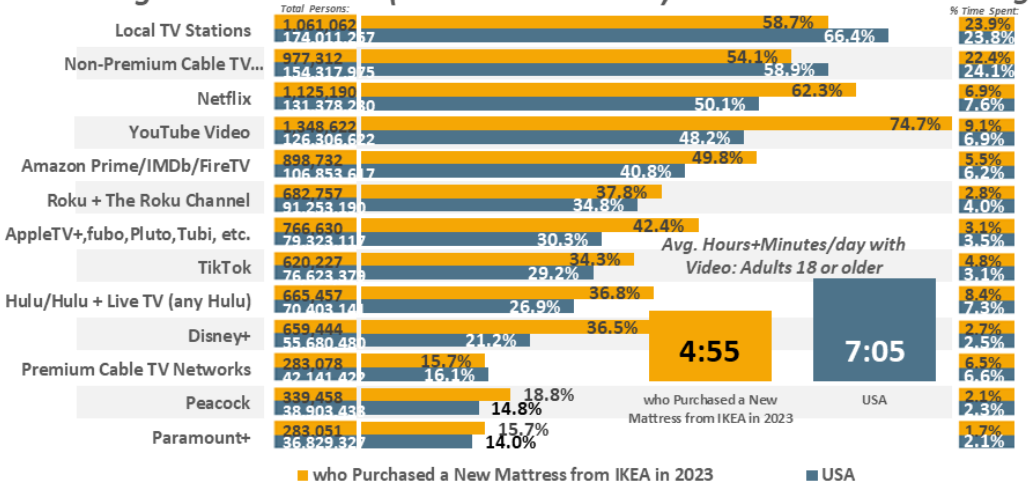
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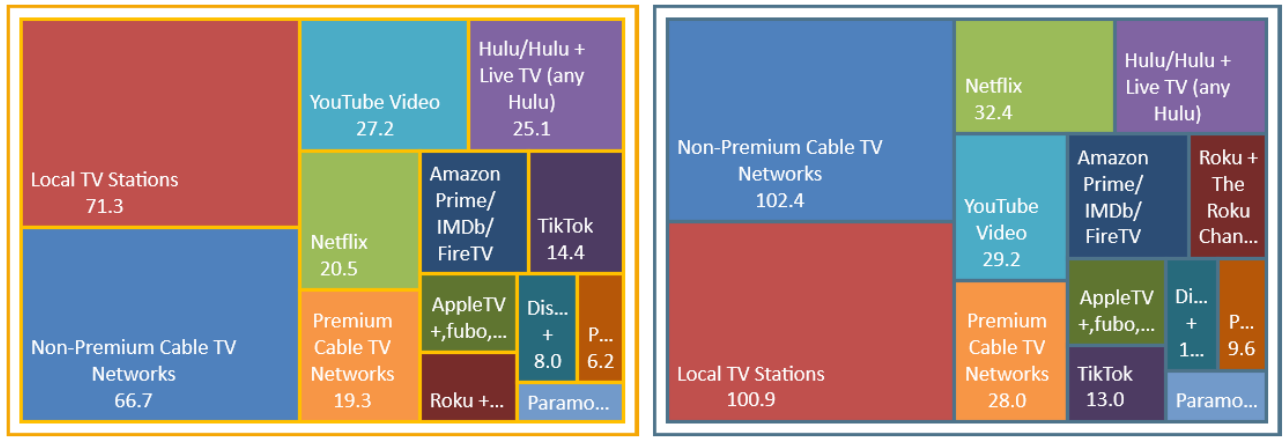
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Mattress Firm

1,043,741 or 57.8% of Adults 18 or older who Purchased a New Mattress from IKEA in 2023 watch Ad-Supported Local TV Stations for an average of 65.9 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.

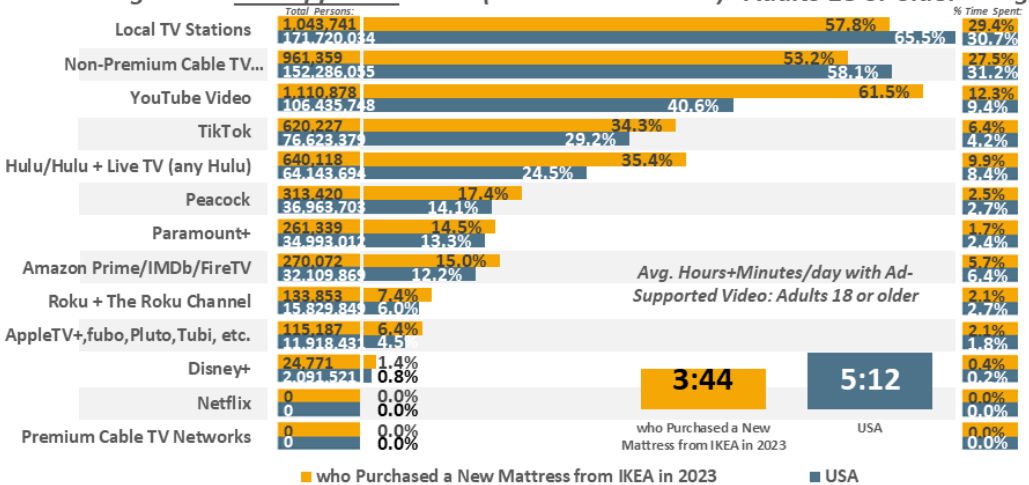
Avg. Week All Video (Persons & % Reach): Adults 18 or older



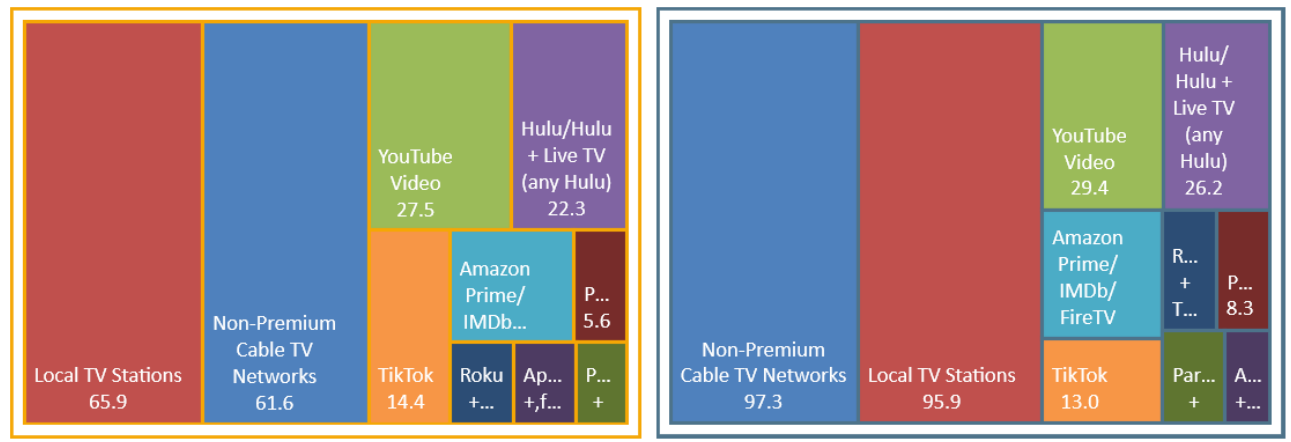
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 257

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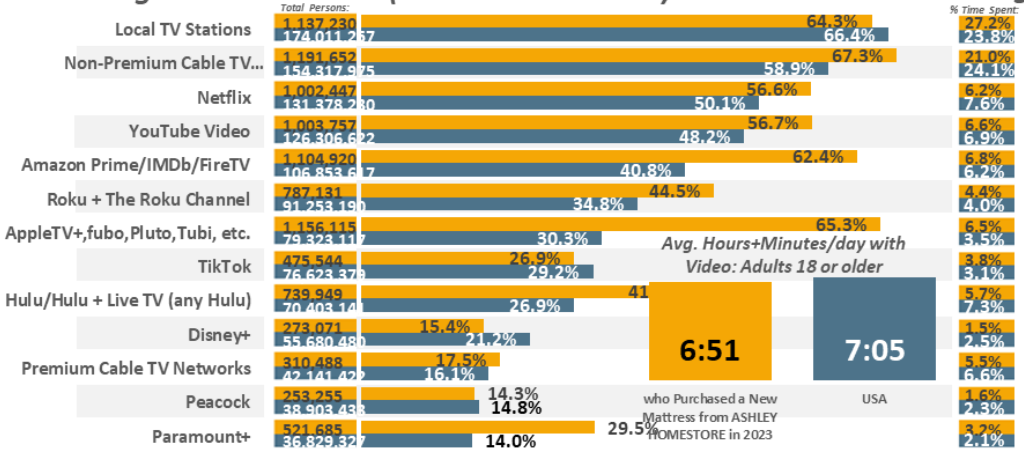
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

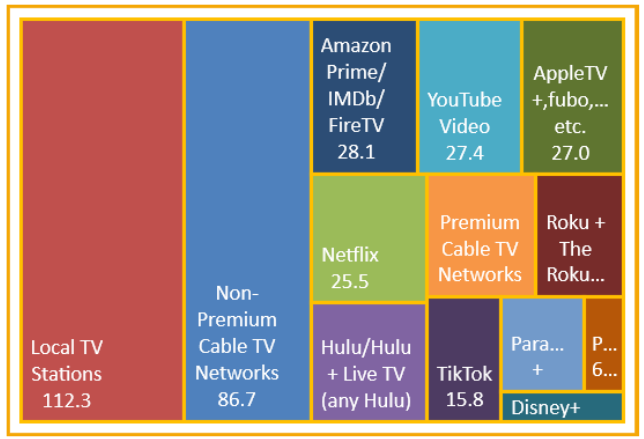
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): IKEA

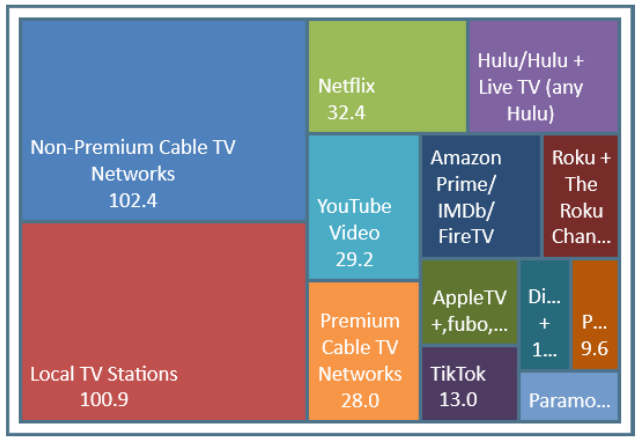
1,096,673 or 62.7% of Adults 18 or older who Purchased a New Mattress from ASHLEY HOMESTORE in 2023 watch Ad-Supported Local TV Stations for an average of 108.9 minutes every day representing 36.3% of all time spent daily with Ad-Supported Video.

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



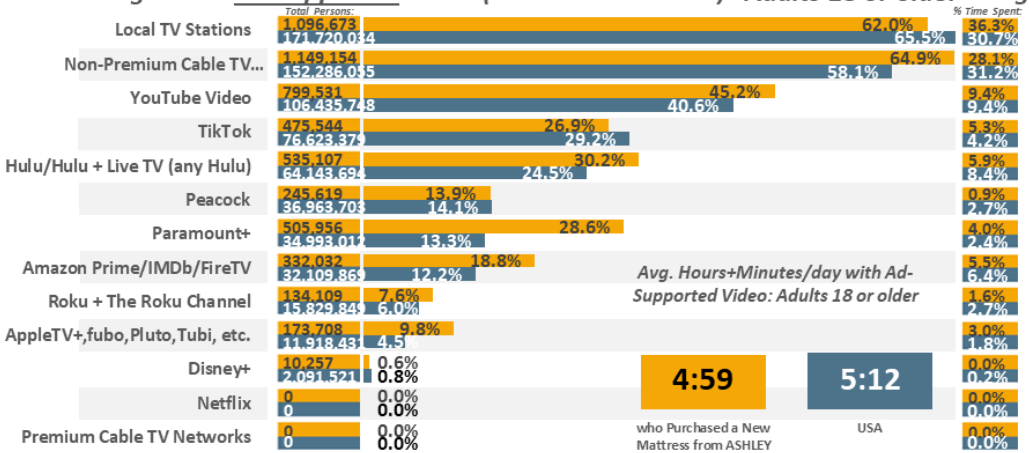


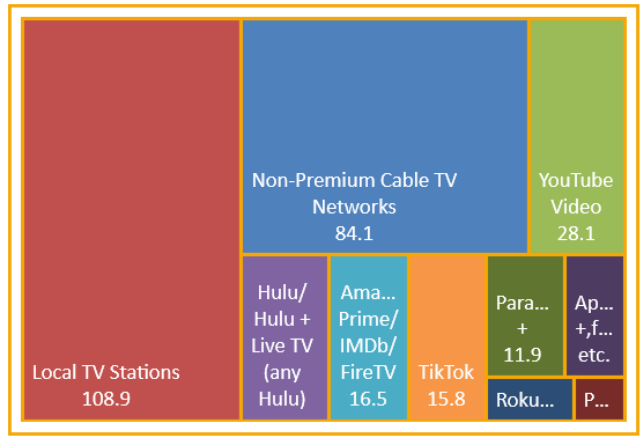
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



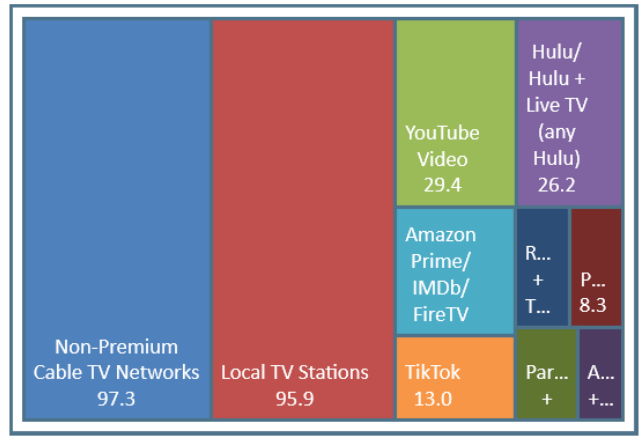
who Purchased a New Mattress from ASHLEY HOMESTORE in 2023 ■ USA

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





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



who Purchased a New Mattress from ASHLEY HOMESTORE in 2023 ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 77

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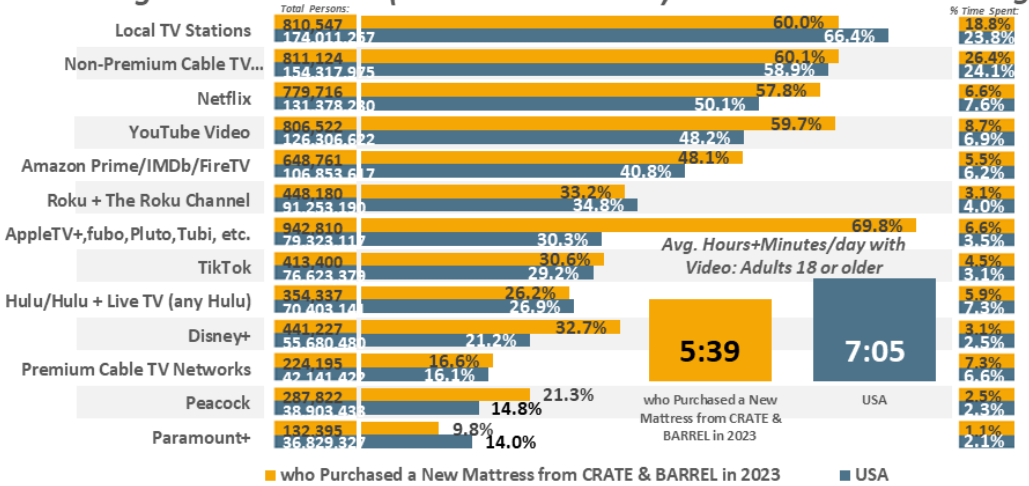
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Ashley HomeStore

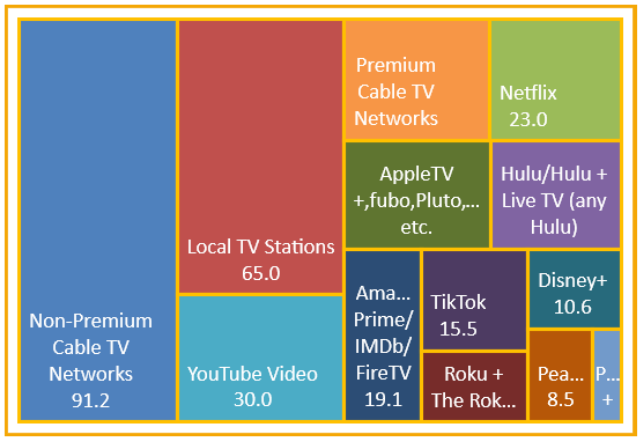
Crate&Barrel

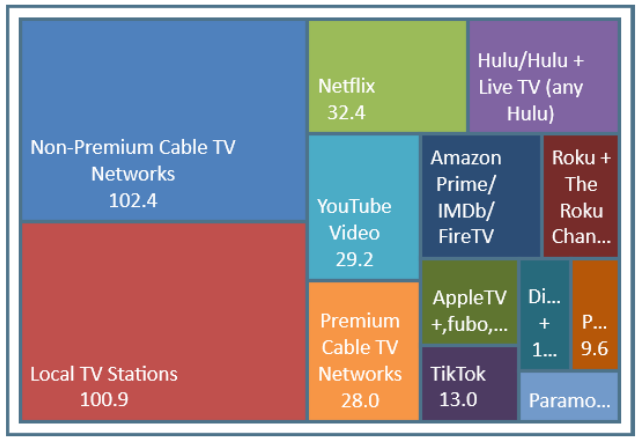
800,076 or 59.3% of Adults 18 or older who Purchased a New Mattress from CRATE & BARREL in 2023 watch Ad-Supported Local TV Stations for an average of 55.6 minutes every day representing 22.6% of all time spent daily with Ad-Supported Video.

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

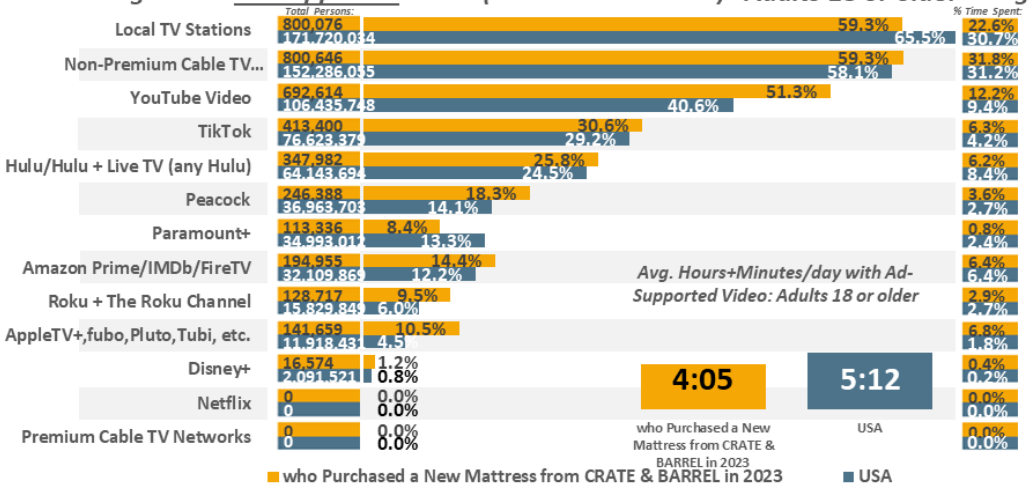


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

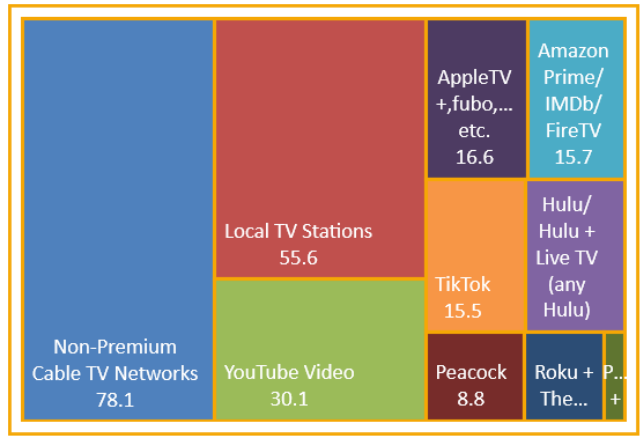


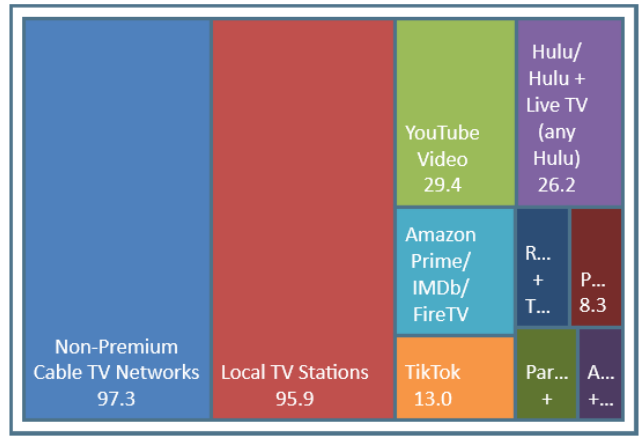


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 52

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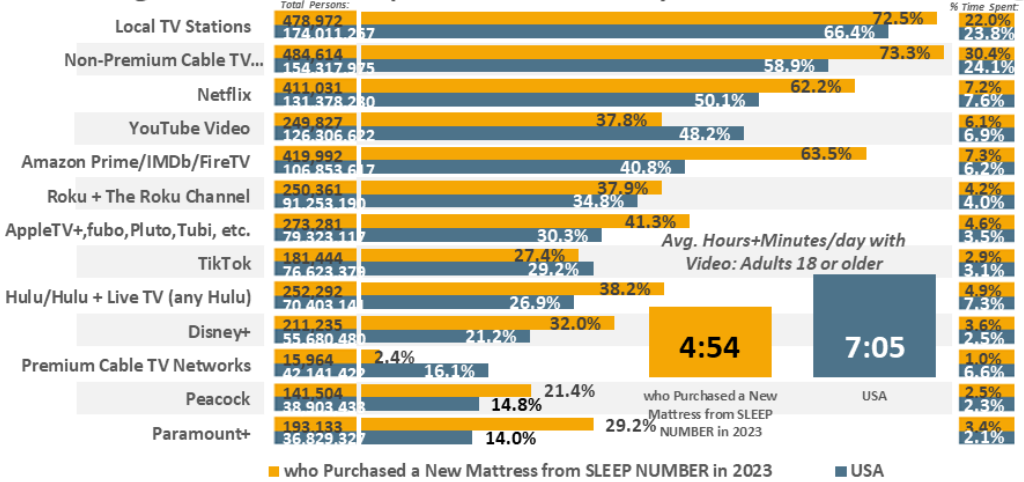
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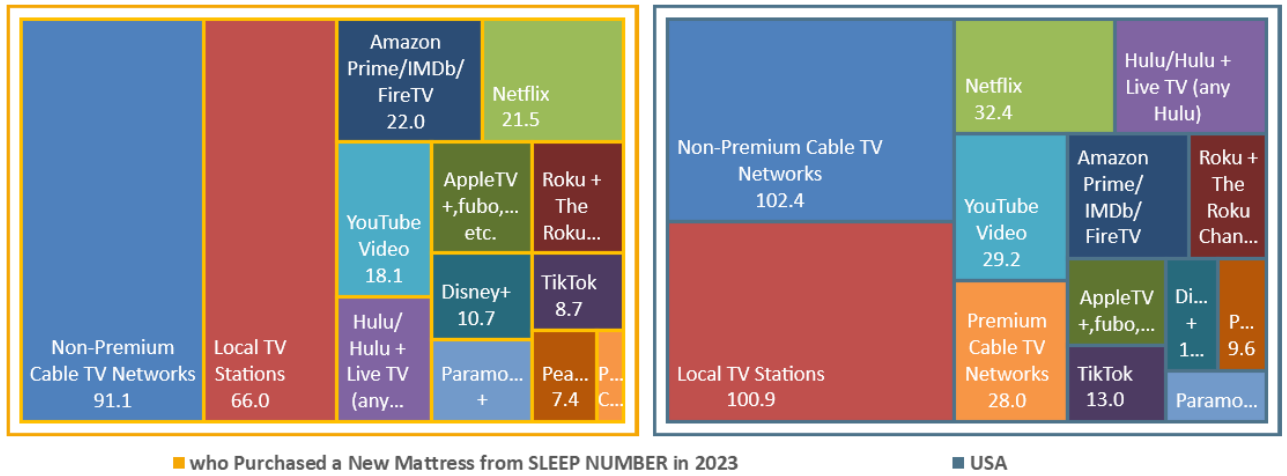
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Crate & Barrel

468,447 or 70.9% of Adults 18 or older who Purchased a New Mattress from SLEEP NUMBER in 2023 watch Ad-Supported Local TV Stations for an average of 60.7 minutes every day representing 28.8% of all time spent daily with Ad-Supported Video.

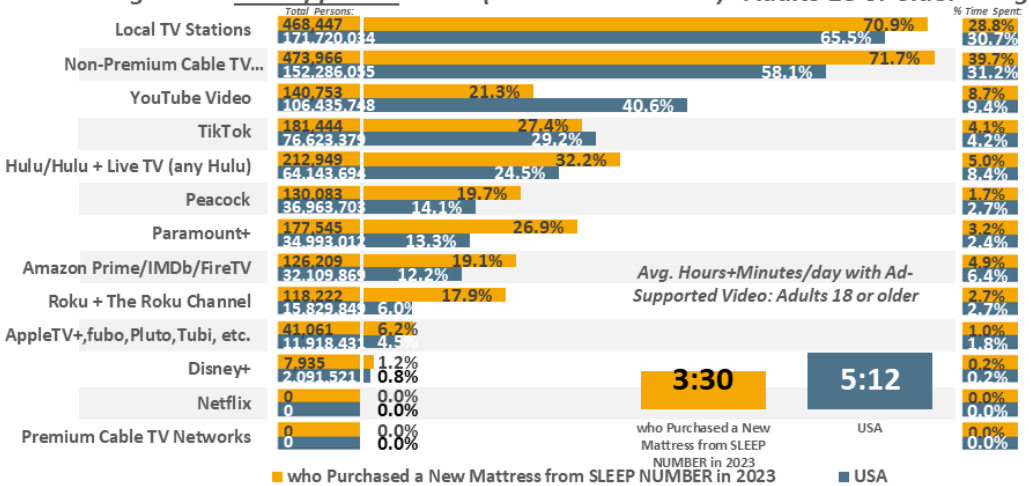
Avg. Week All Video (Persons & % Reach): Adults 18 or older



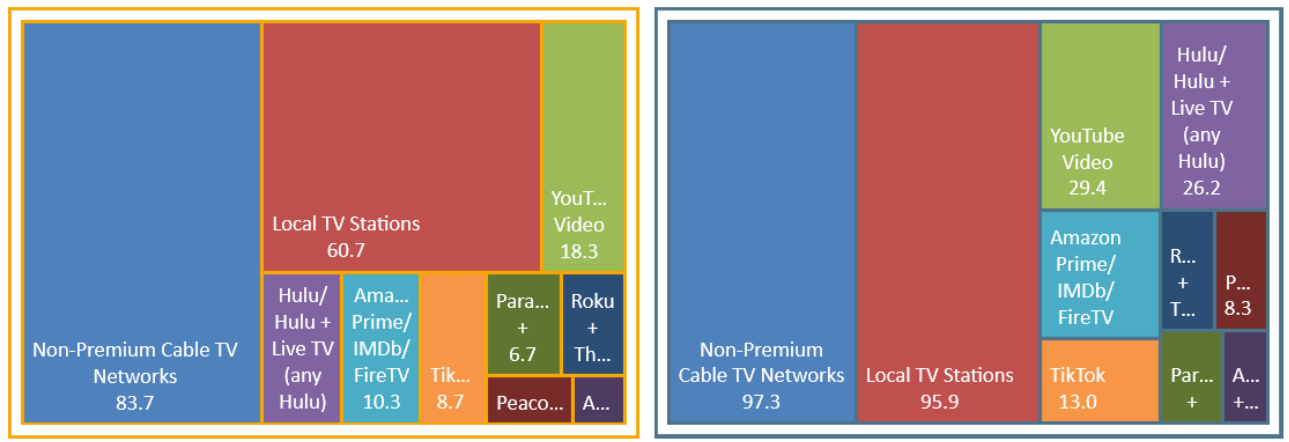
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



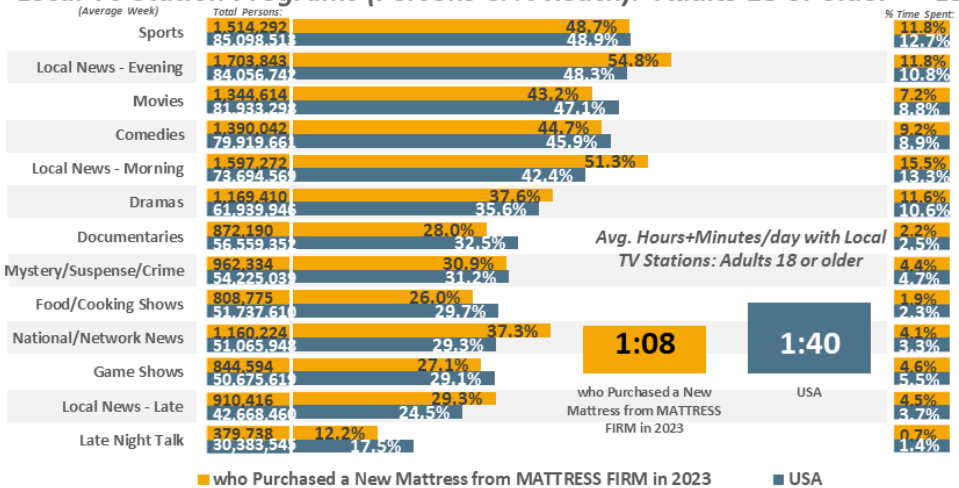
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 37
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Sleep Number

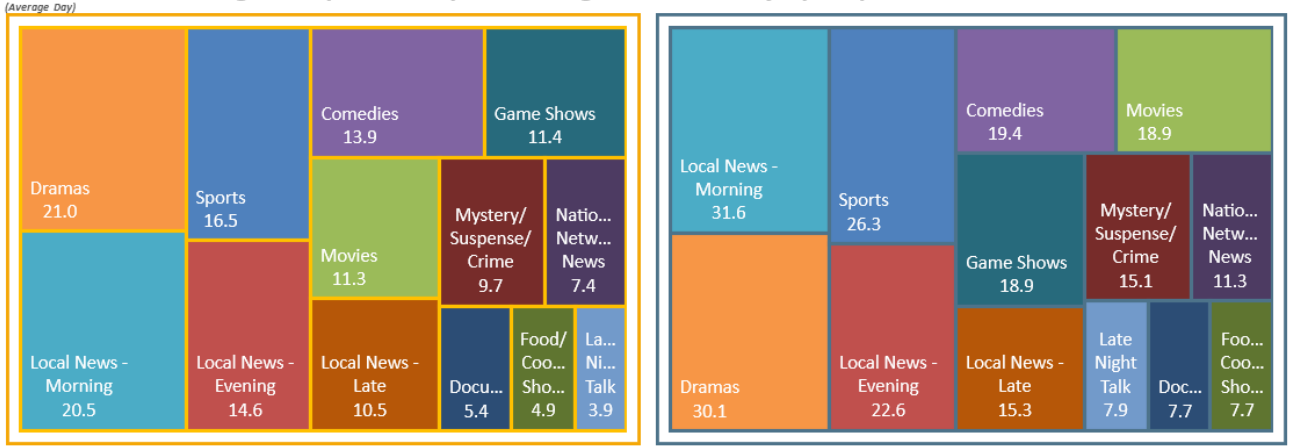
MATTRESSFIRM

3,072,101 or 77.% of Adults 18 or older who Purchased a New Mattress from MATTRESS FIRM in 2023 watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Movies, Comedies, and Dramas.

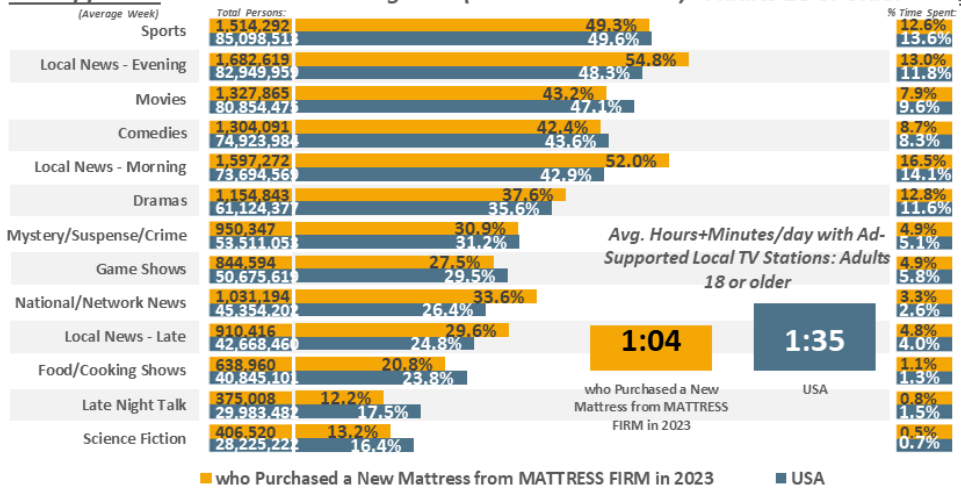
Local TV Station Programs (Persons & % Reach): Adults 18 or older



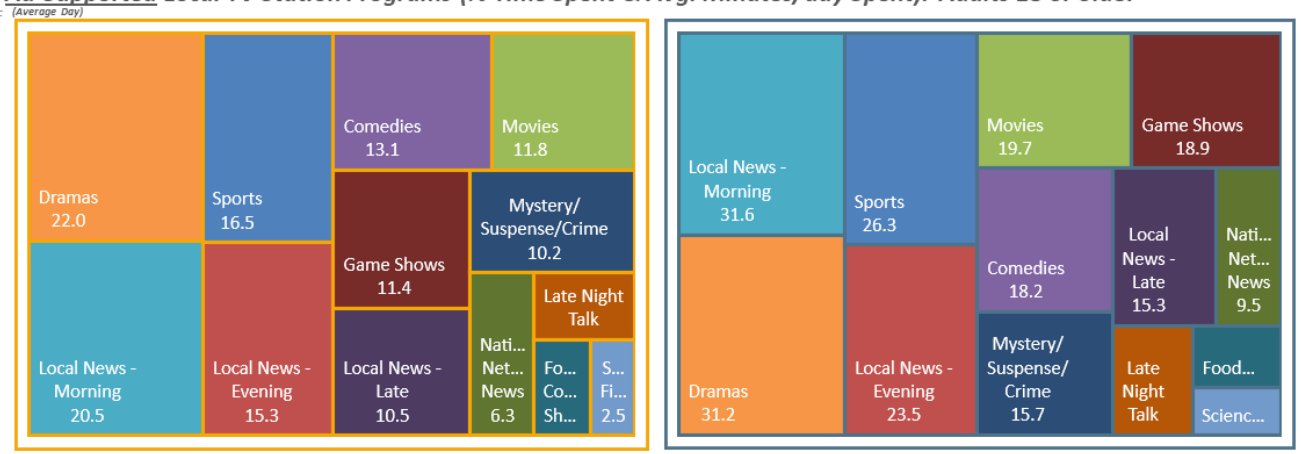
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 171

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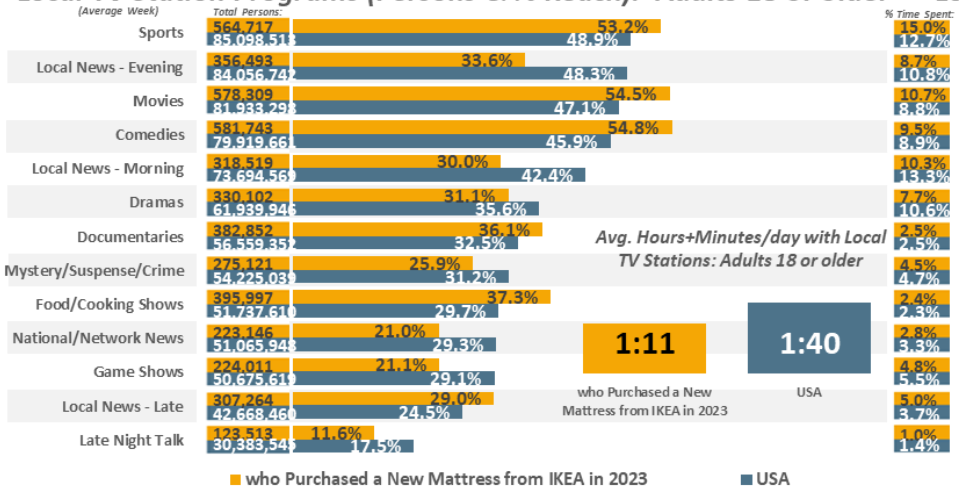
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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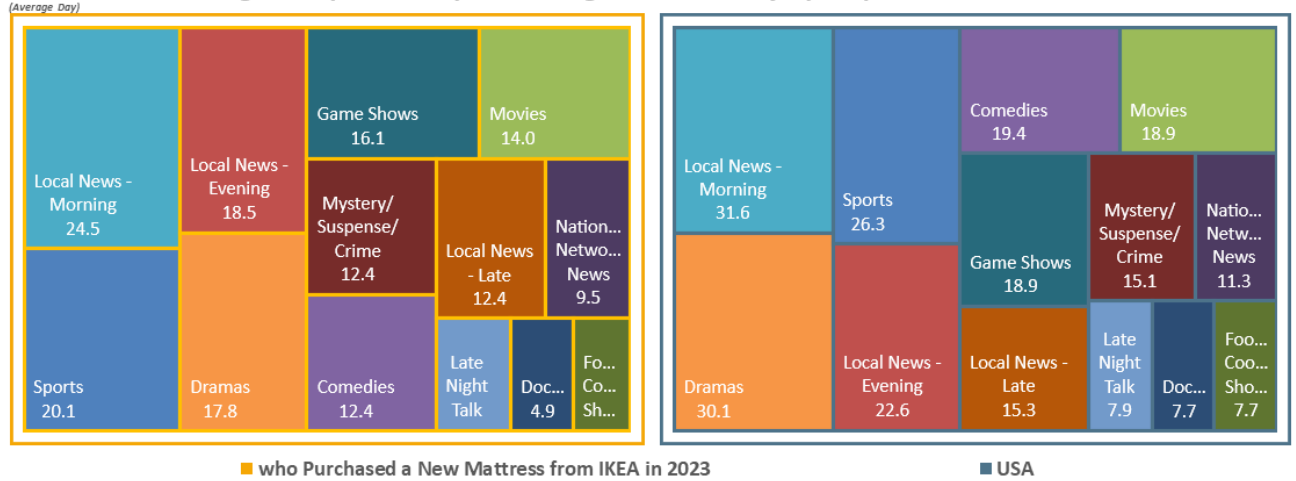
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Mattress Firm

1,043,741 or 57.8% of Adults 18 or older who Purchased a New Mattress from IKEA in 2023 watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Comedies, Local News - Evening, Dramas, and Local News - Morning.

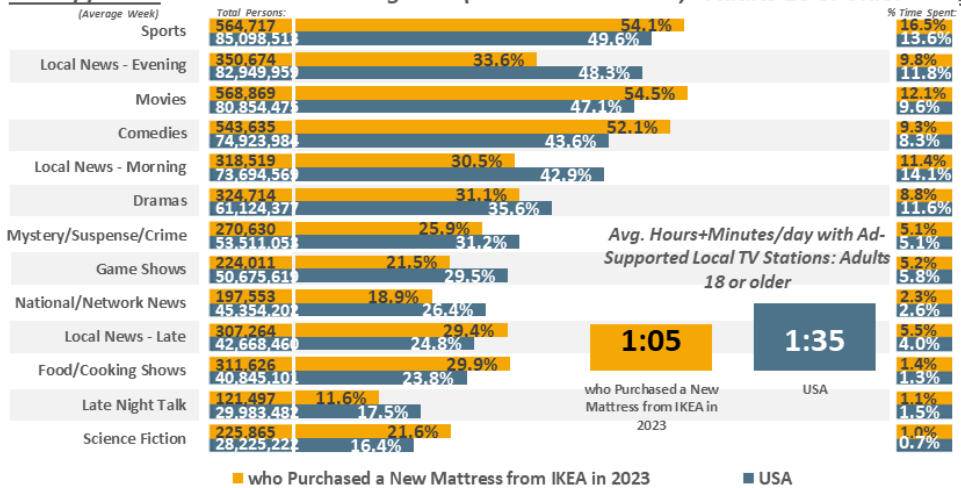
Local TV Station Programs (Persons & % Reach): Adults 18 or older



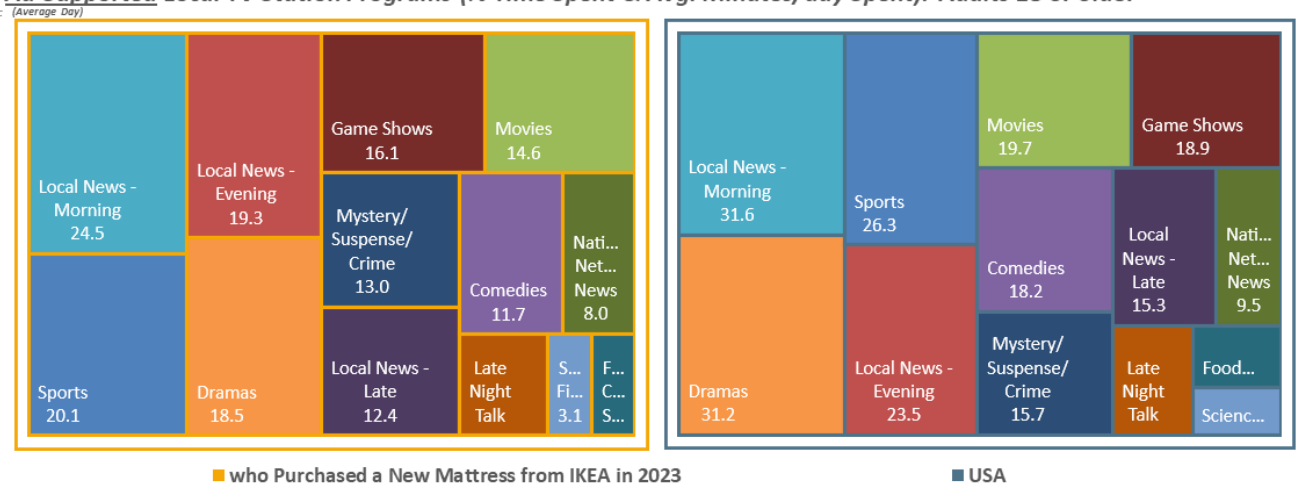
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 257

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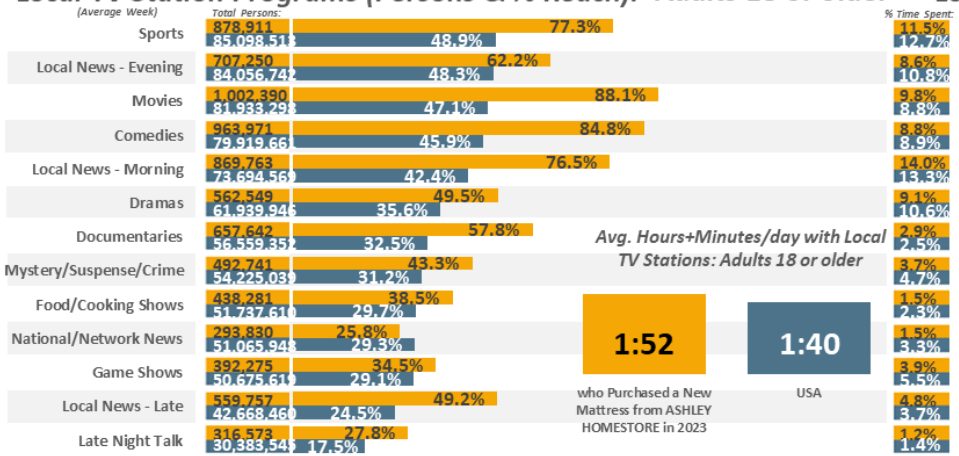
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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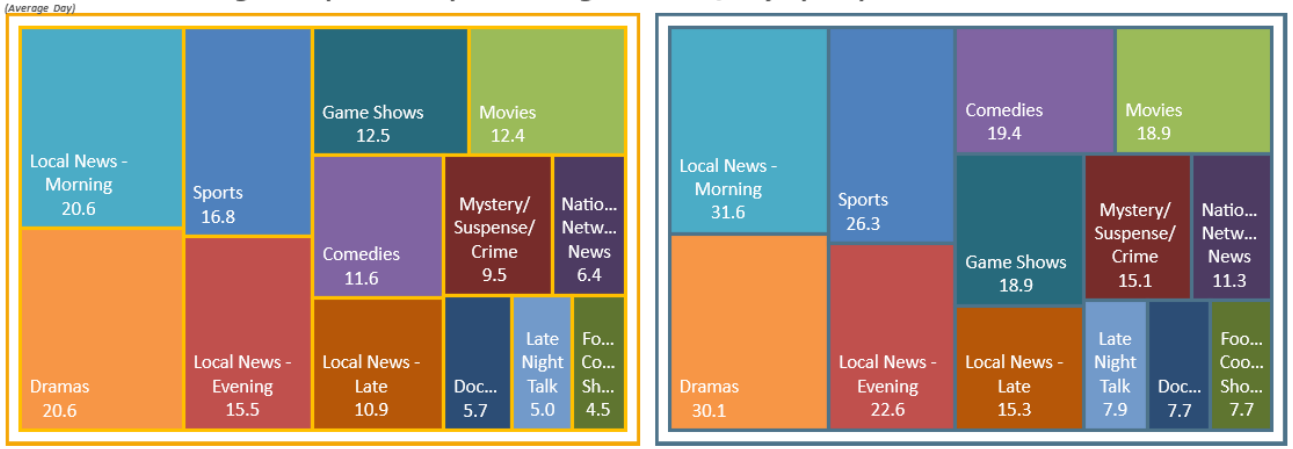
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): IKEA

1,096,673 or 62.% of Adults 18 or older who Purchased a New Mattress from ASHLEY HOMESTORE in 2023 watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Comedies, Sports, Local News - Morning, Local News - Evening, and Local News - Late.

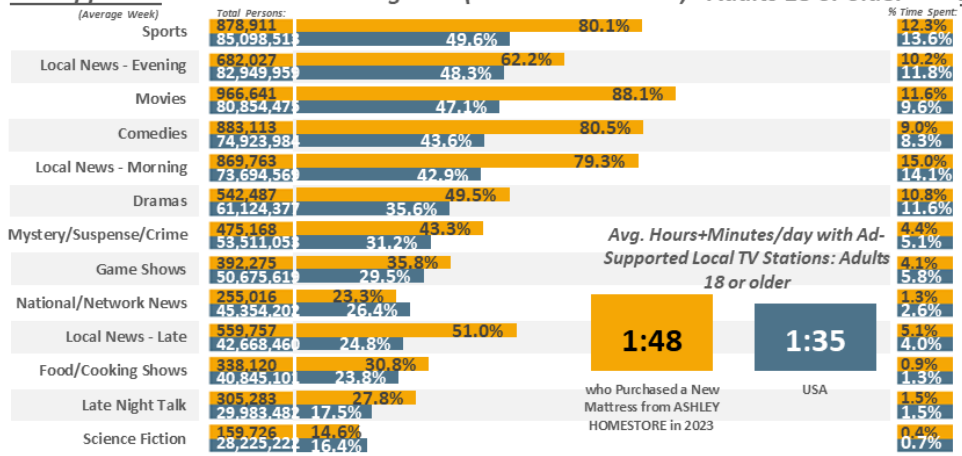
Local TV Station Programs (Persons & % Reach): Adults 18 or older



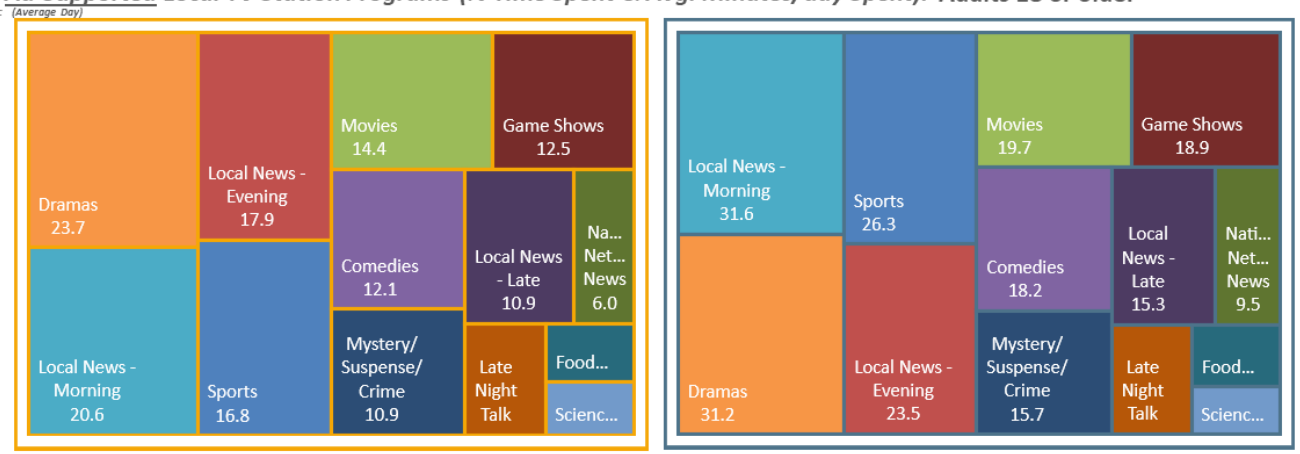
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

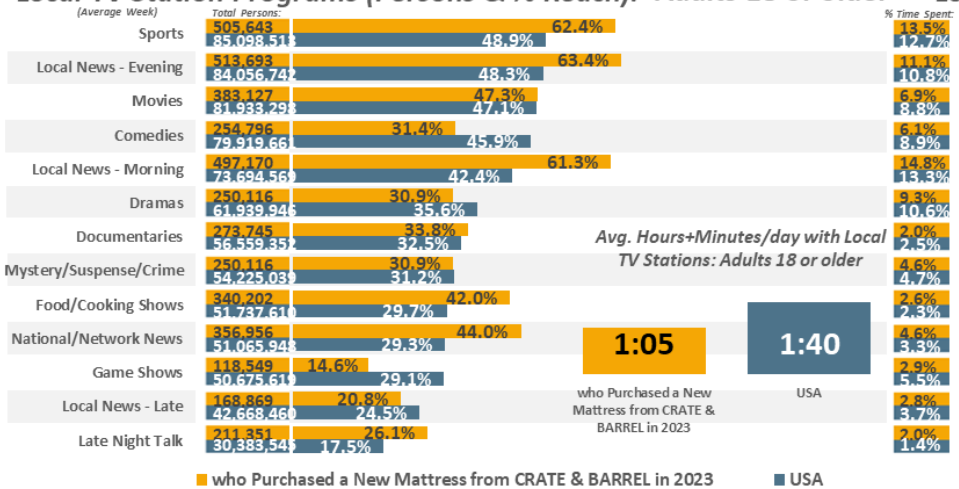
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Ashley HomeStore

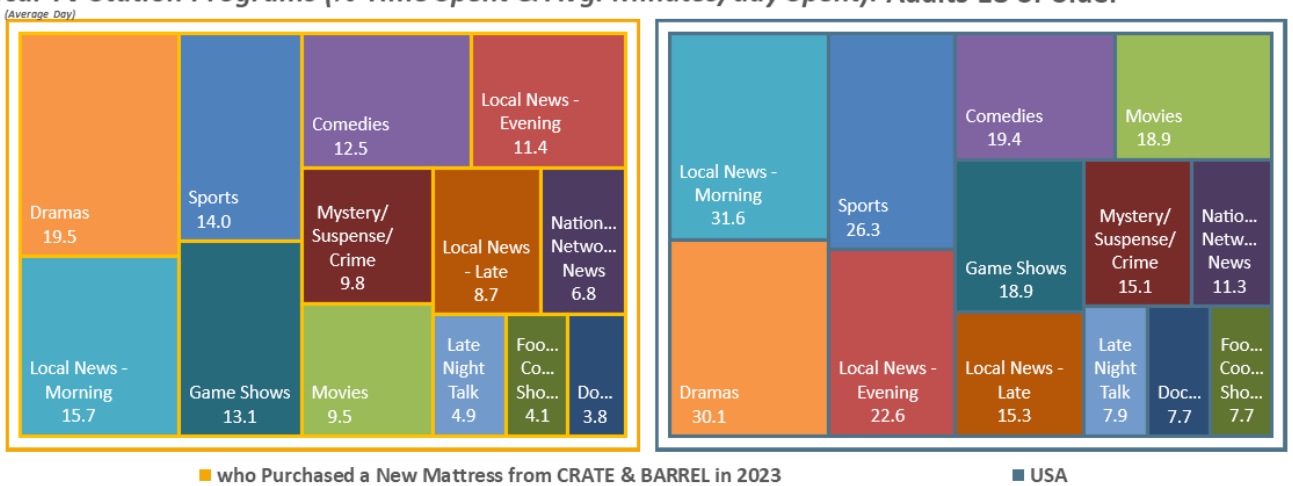
Crate&Barrel

800,076 or 59.3% of Adults 18 or older who Purchased a New Mattress from CRATE & BARREL in 2023 watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Movies, National/Network News, and Food/Cookin

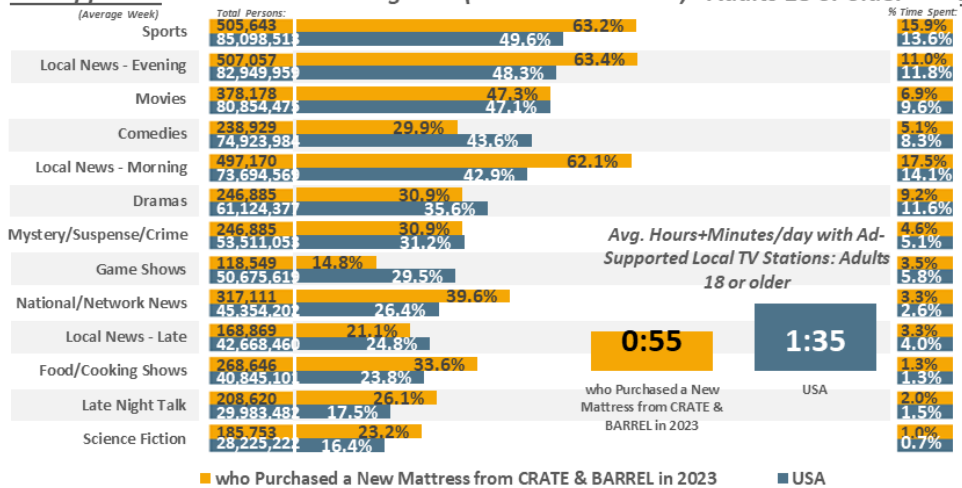
Local TV Station Programs (Persons & % Reach): Adults 18 or older



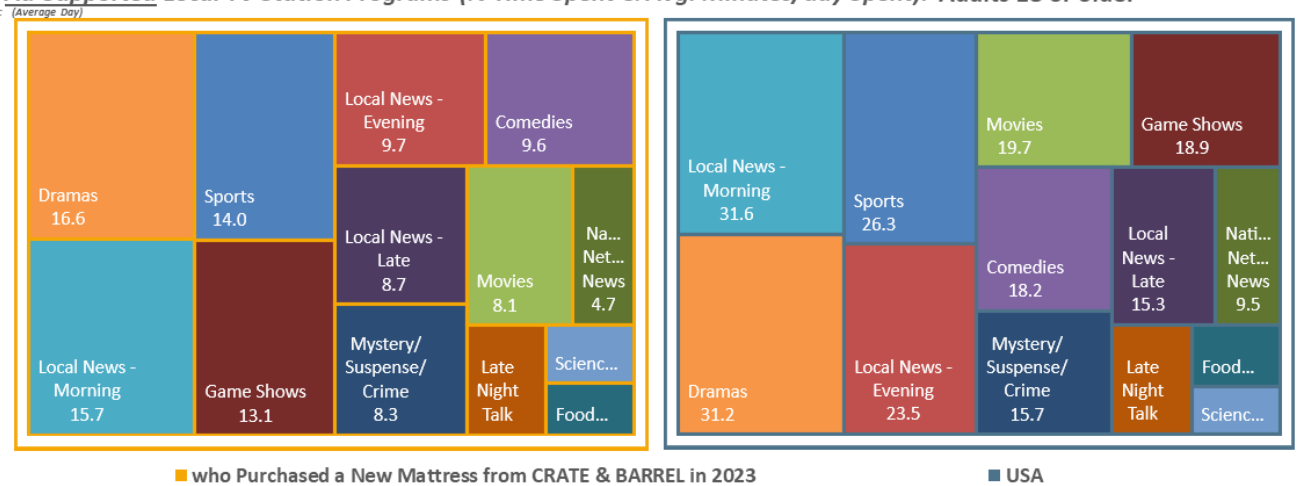
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 52

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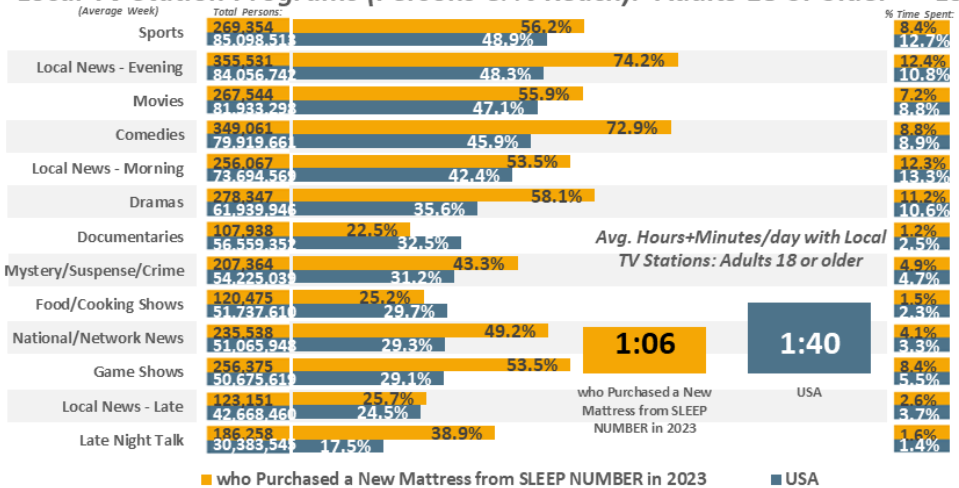
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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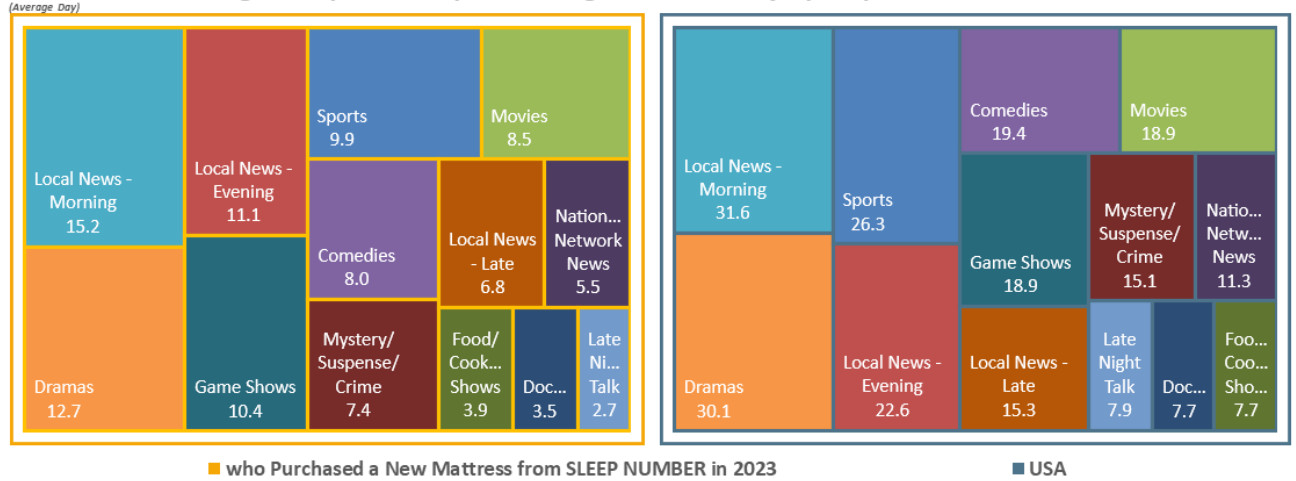
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Crate & Barrel

468,447 or 70.9% of Adults 18 or older who Purchased a New Mattress from SLEEP NUMBER in 2023 watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Dramas, Sports, Movies, and Game Shows.

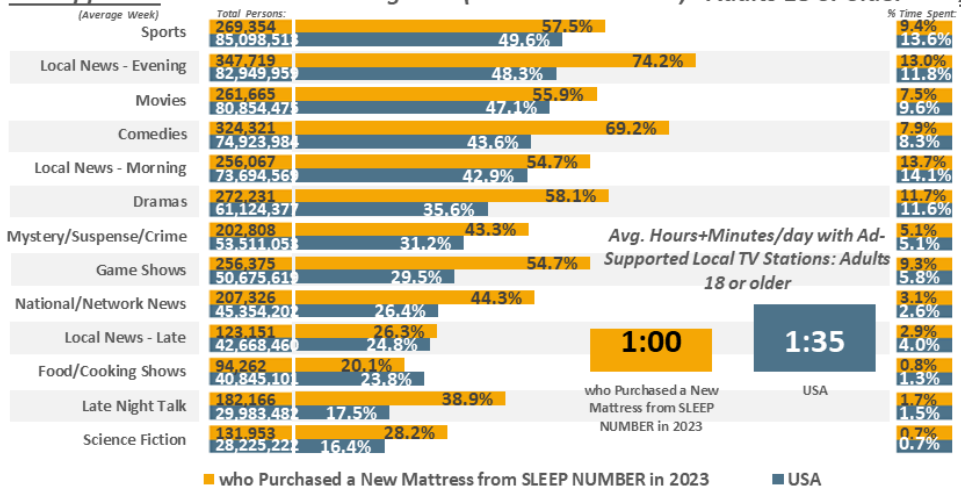
Local TV Station Programs (Persons & % Reach): Adults 18 or older



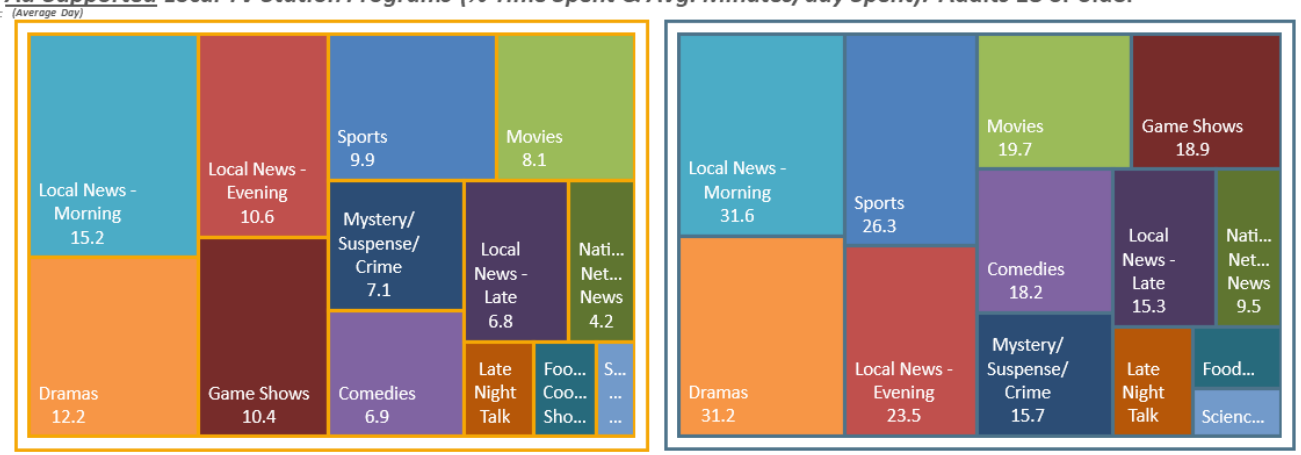
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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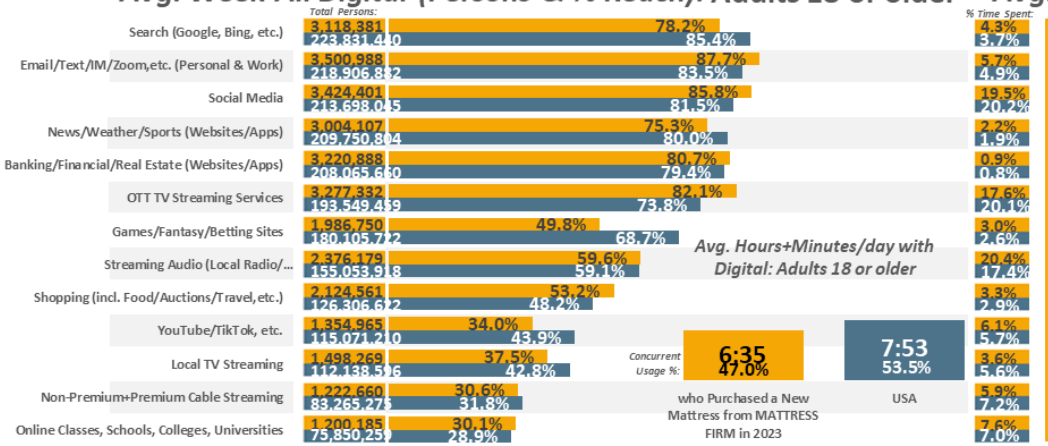
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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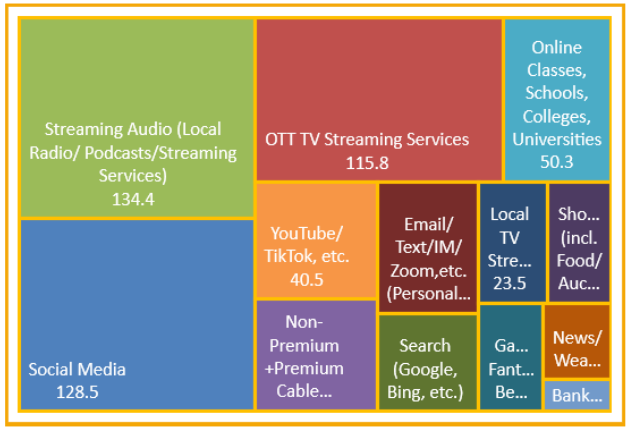
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Sleep Number

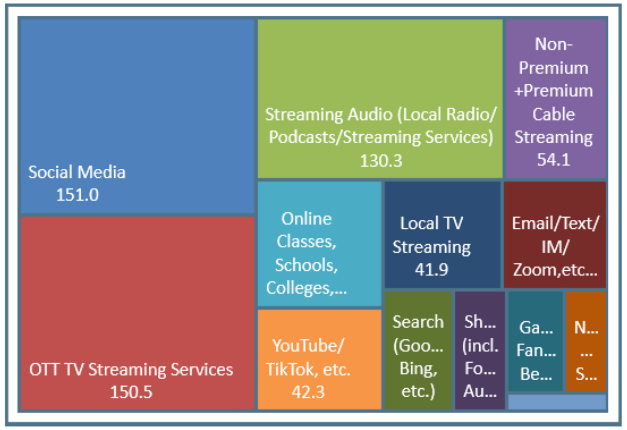
3,098,738 or 77.7% of Adults 18 or older who Purchased a New Mattress from MATTRESS FIRM in 2023 use Ad-Supported Social Media for an average of 116.3 minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

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

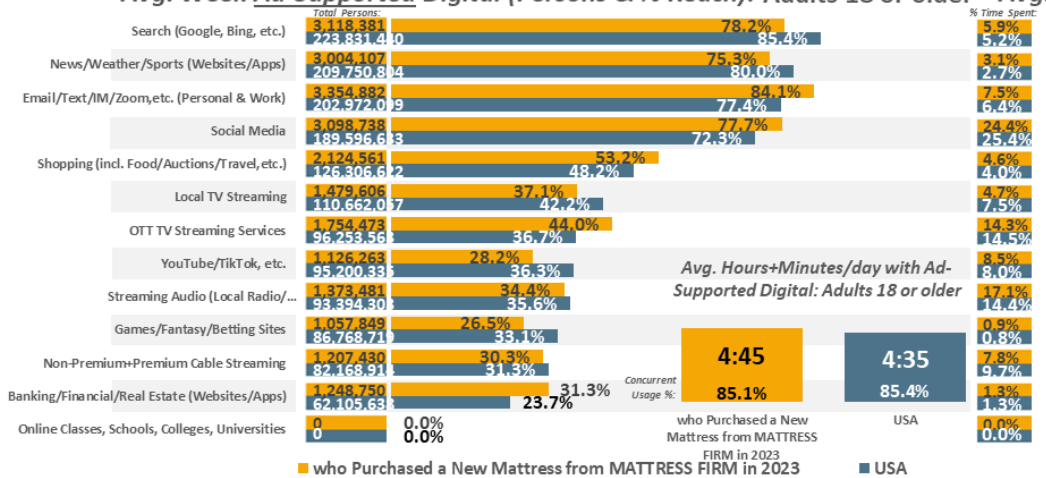


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

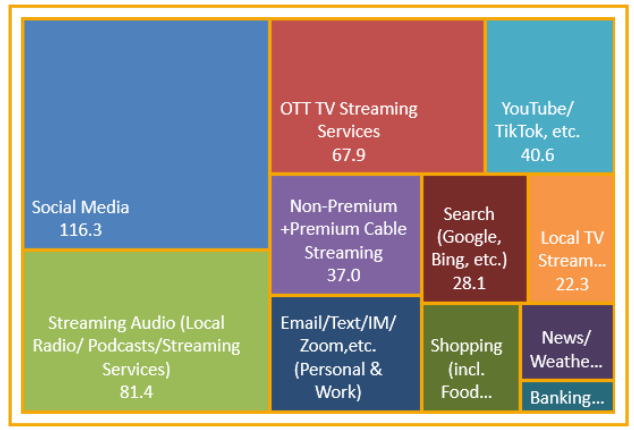


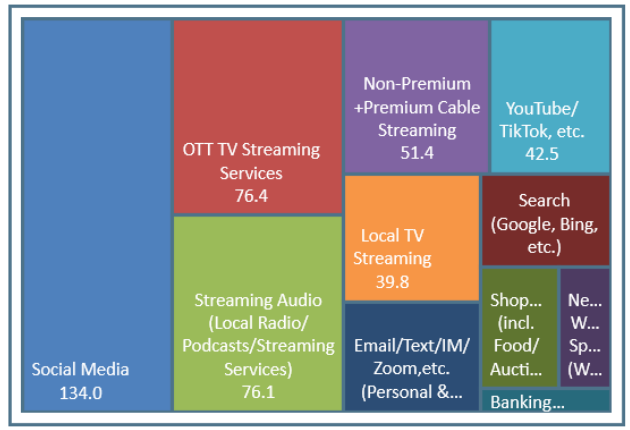


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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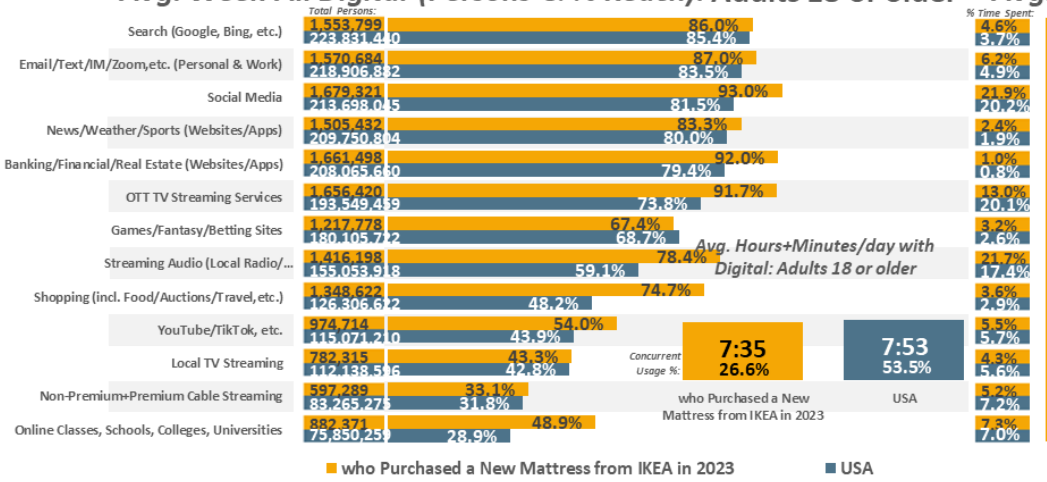
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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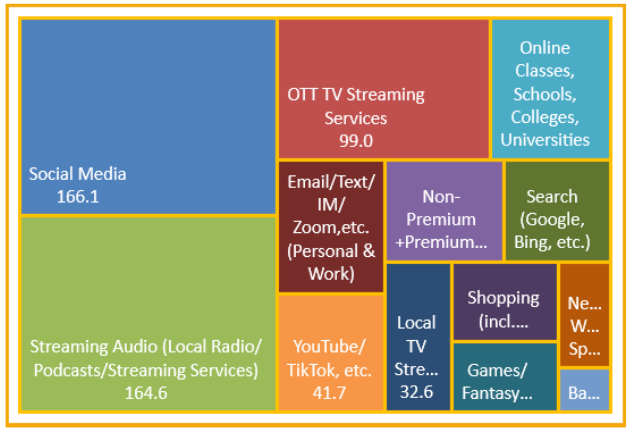
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Mattress Firm

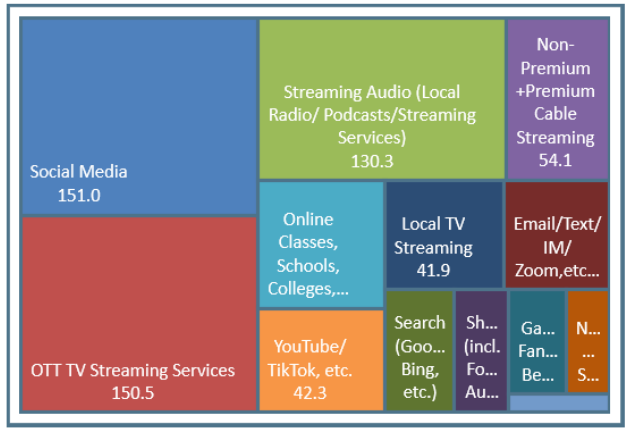
1,509,863 or 83.6% of Adults 18 or older who Purchased a New Mattress from IKEA in 2023 use Ad-Supported Social Media for an average of 149.3 minutes every day representing 27.4% of all time spent daily with Ad-Supported Digital Media.

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



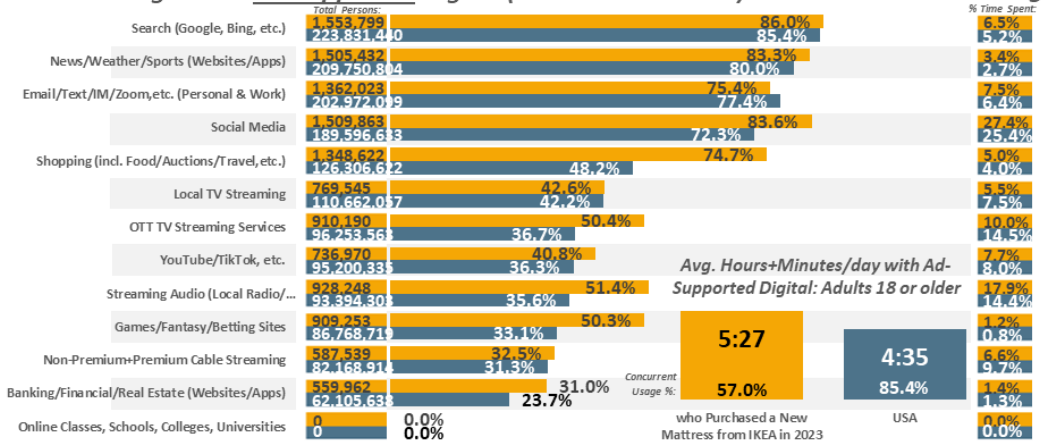
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



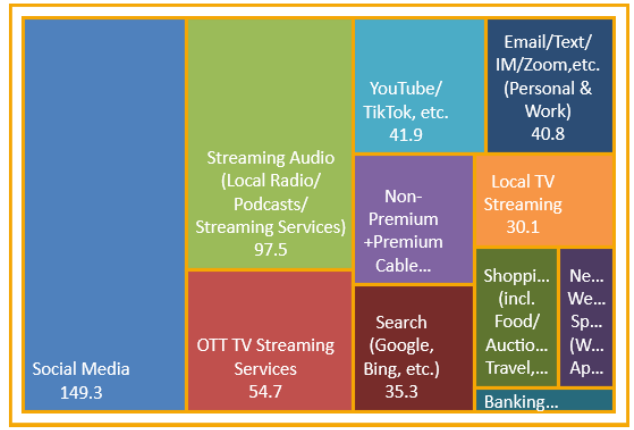


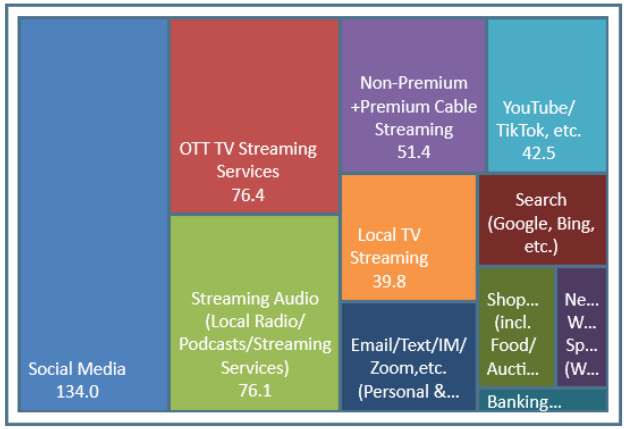
who Purchased a New Mattress from IKEA in 2023 ■ USA

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



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





who Purchased a New Mattress from IKEA in 2023 ■ USA

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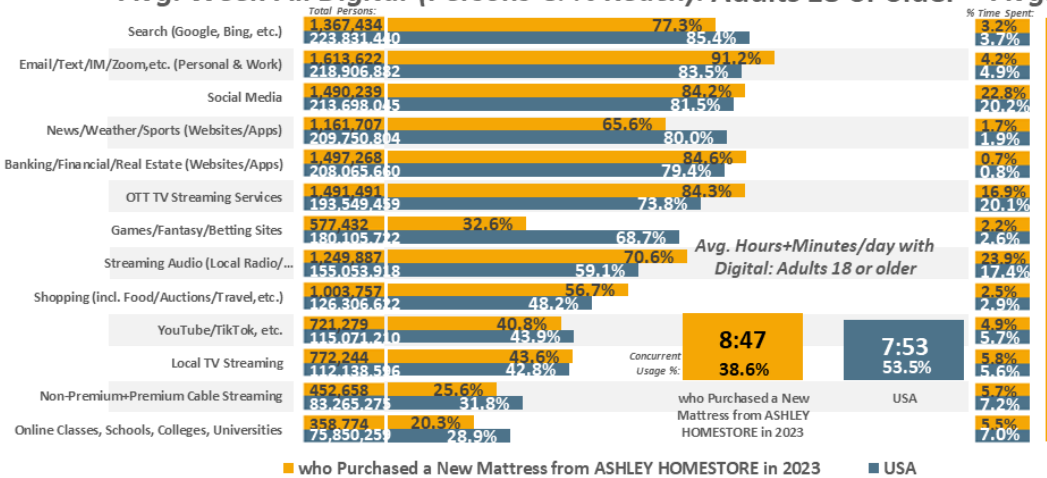
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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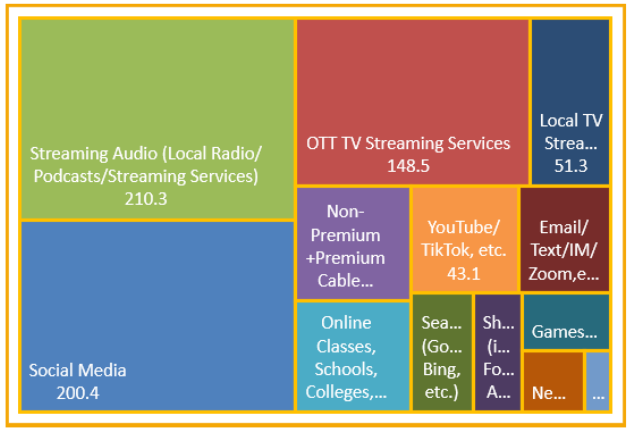
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): IKEA

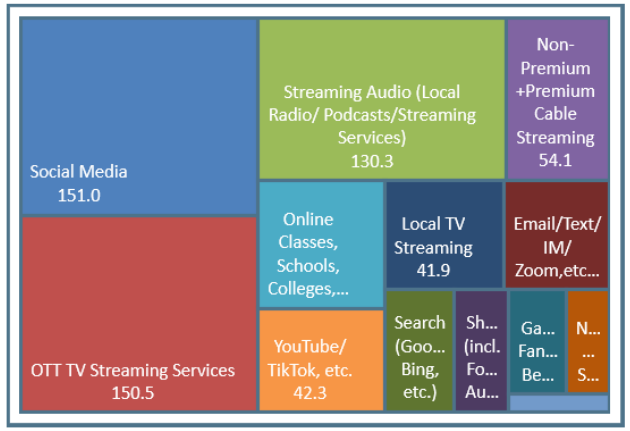
1,374,521 or 77.7% of Adults 18 or older who Purchased a New Mattress from ASHLEY HOMESTORE in 2023 use Ad-Supported Social Media for an average of 184.9 minutes every day representing 28.4% of all time spent daily with Ad-Supported Digital Media.

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

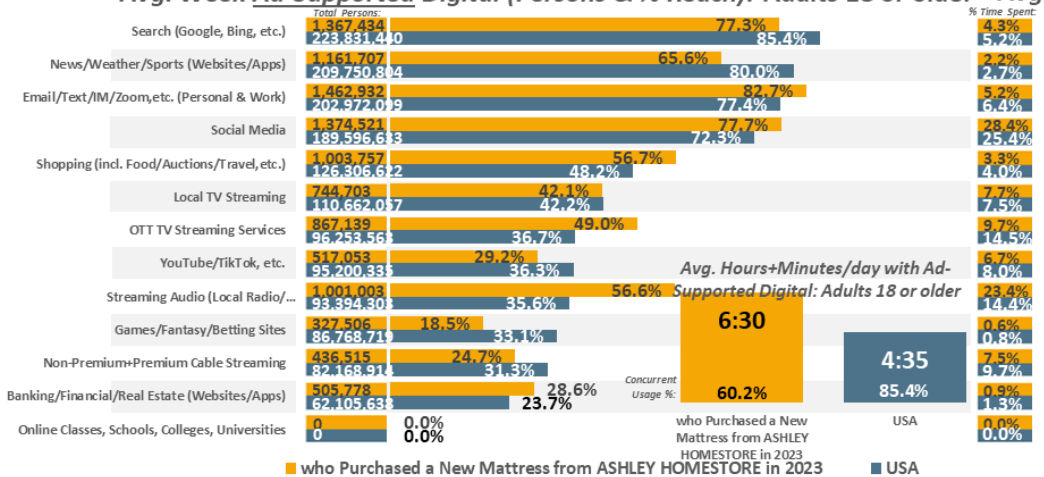


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

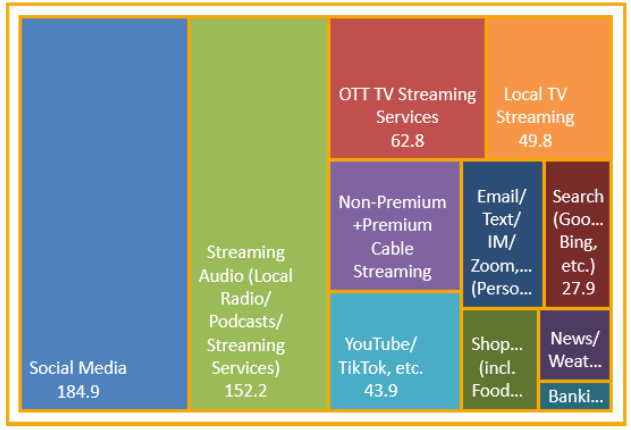


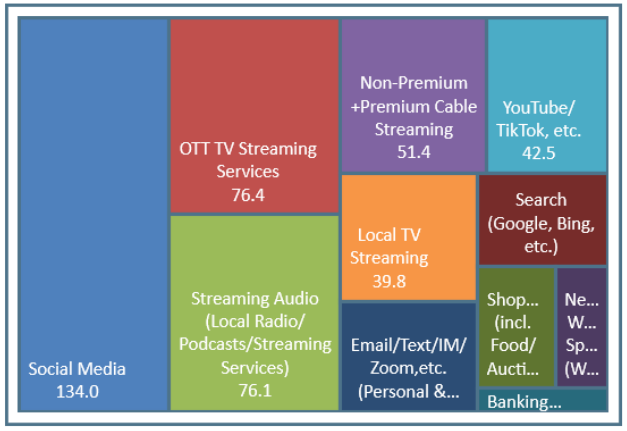


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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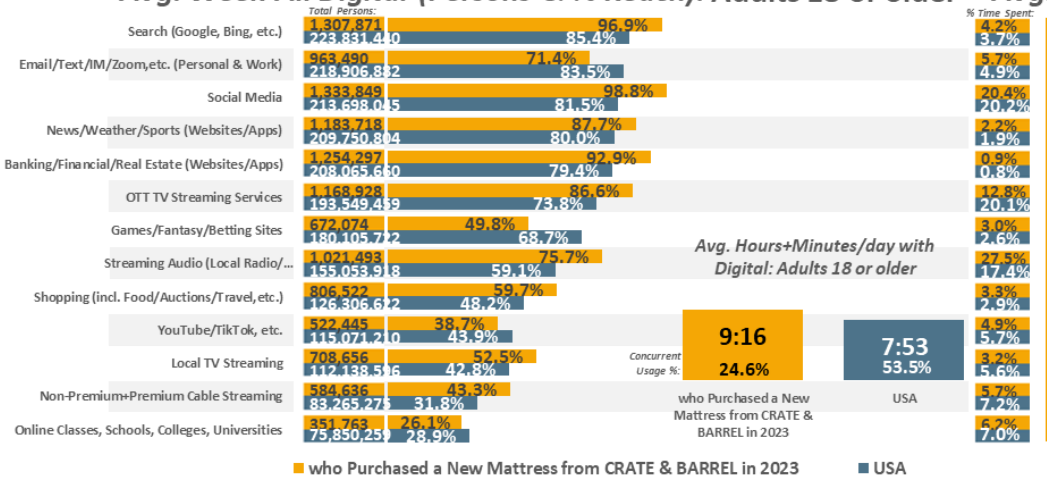
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Ashley HomeStore

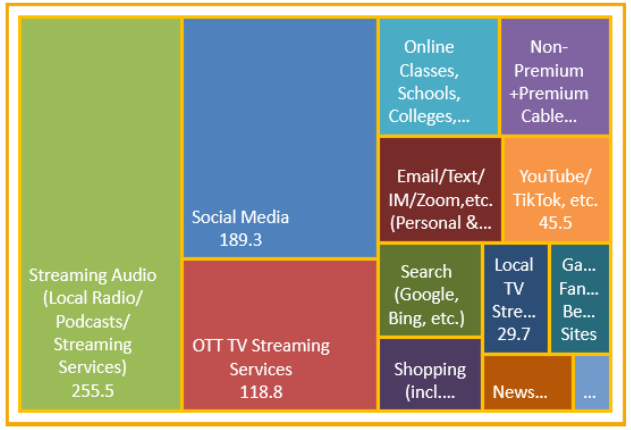
Crate&Barrel

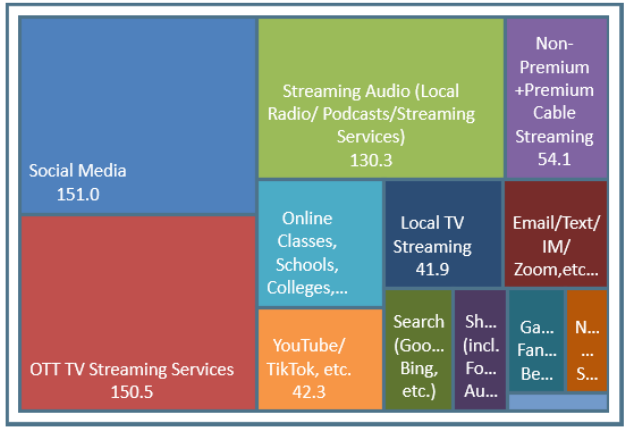
1,262,712 or 93.5% of Adults 18 or older who Purchased a New Mattress from CRATE & BARREL in 2023 use Ad-Supported Social Media for an average of 179.2 minutes every day representing 25.6% of all time spent daily with Ad-Supported Digital Media.

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

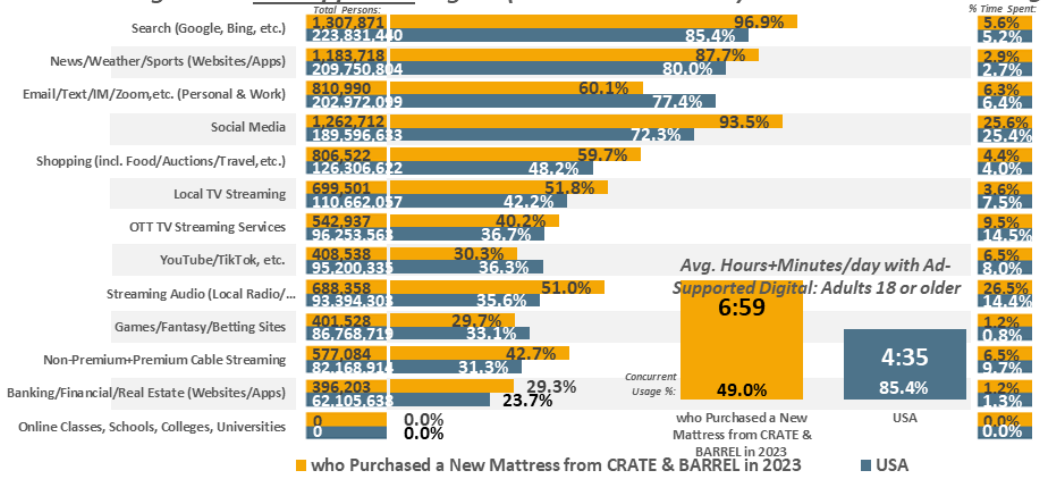


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

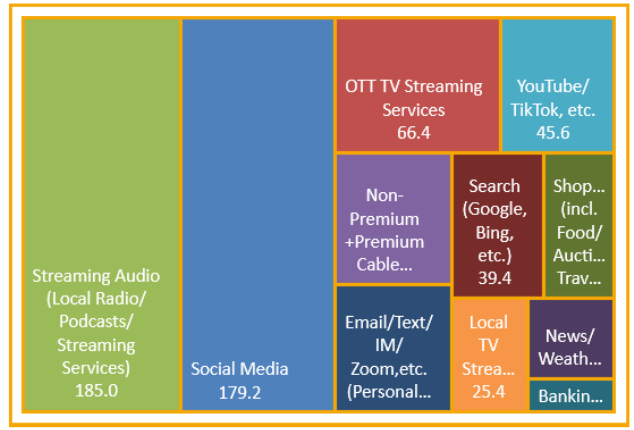


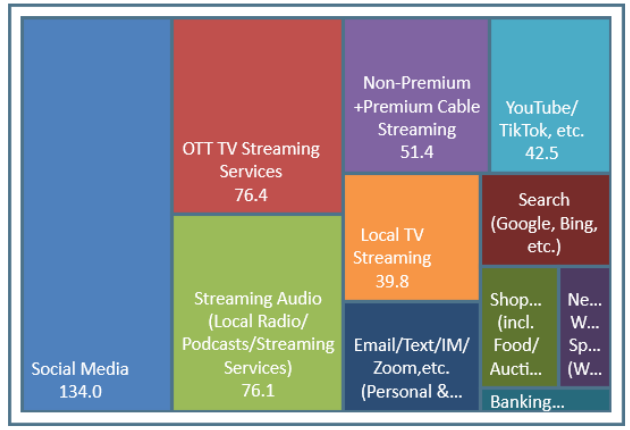


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 52

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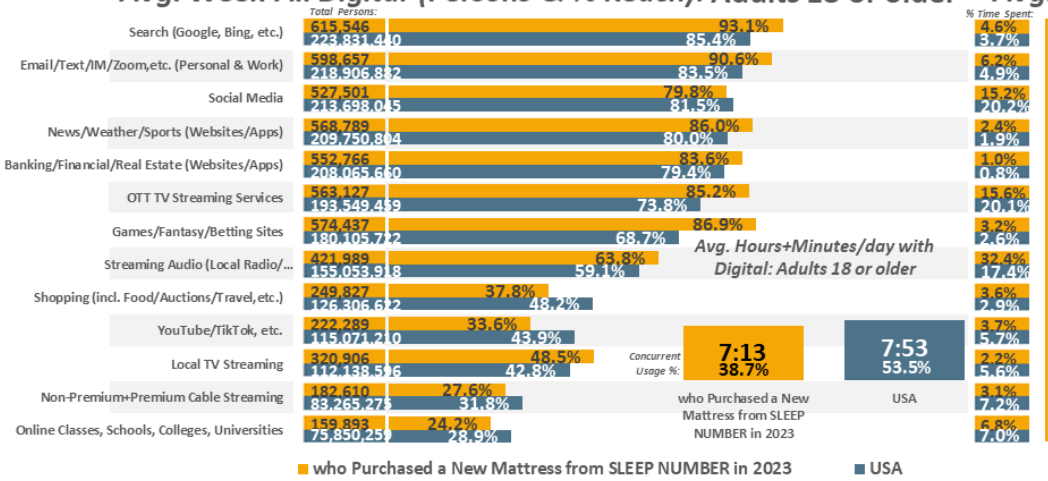
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Crate & Barrel

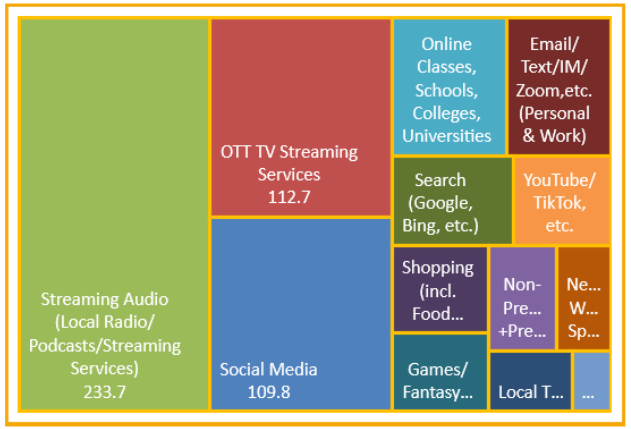
sleep number by SELECT COMFORT

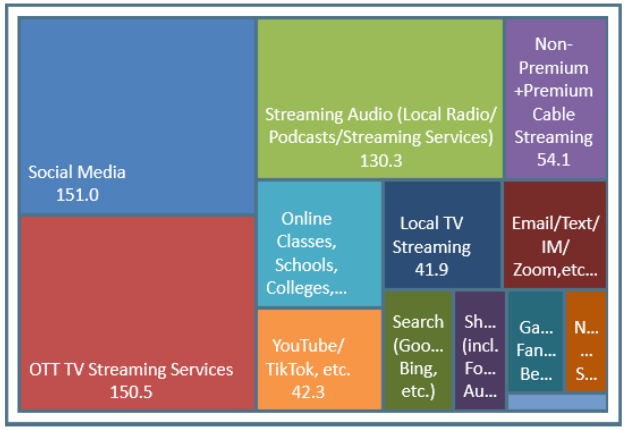
468,650 or 70.9% of Adults 18 or older who Purchased a New Mattress from SLEEP NUMBER in 2023 use Ad-Supported Social Media for an average of 97.5 minutes every day representing 19.2% of all time spent daily with Ad-Supported Digital Media.

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

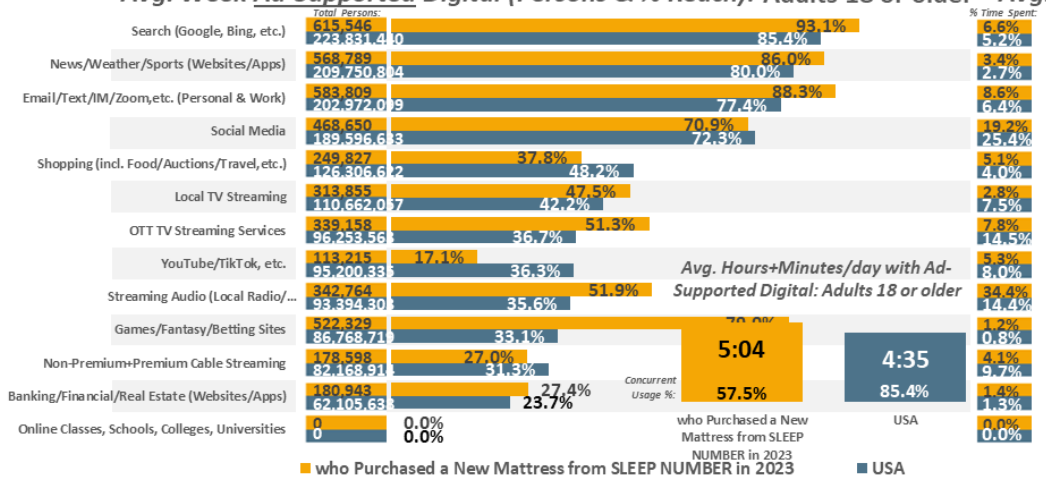


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

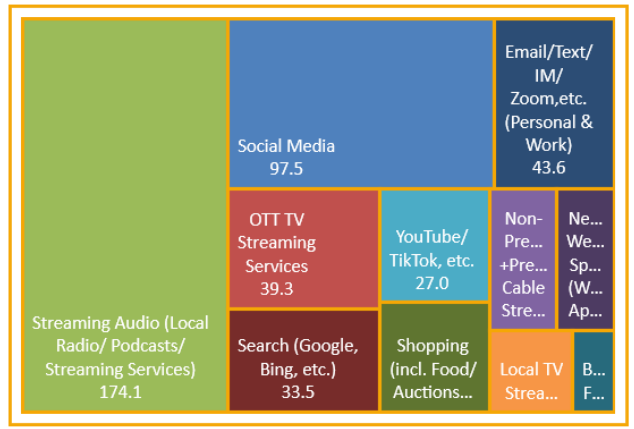


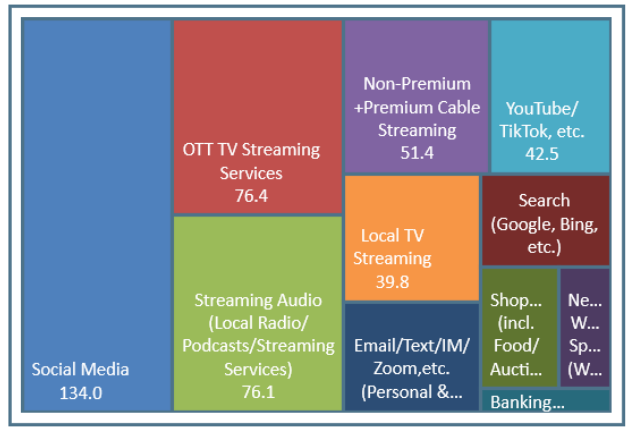


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 37

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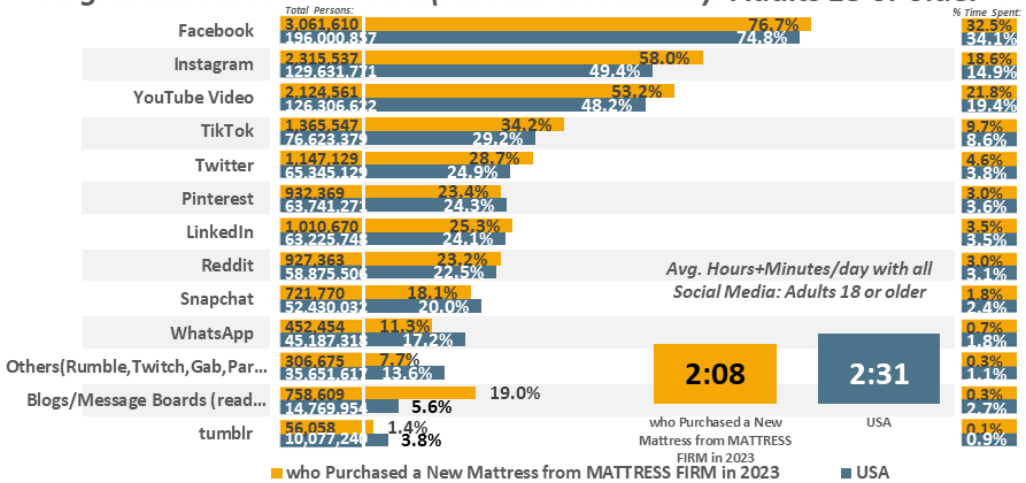
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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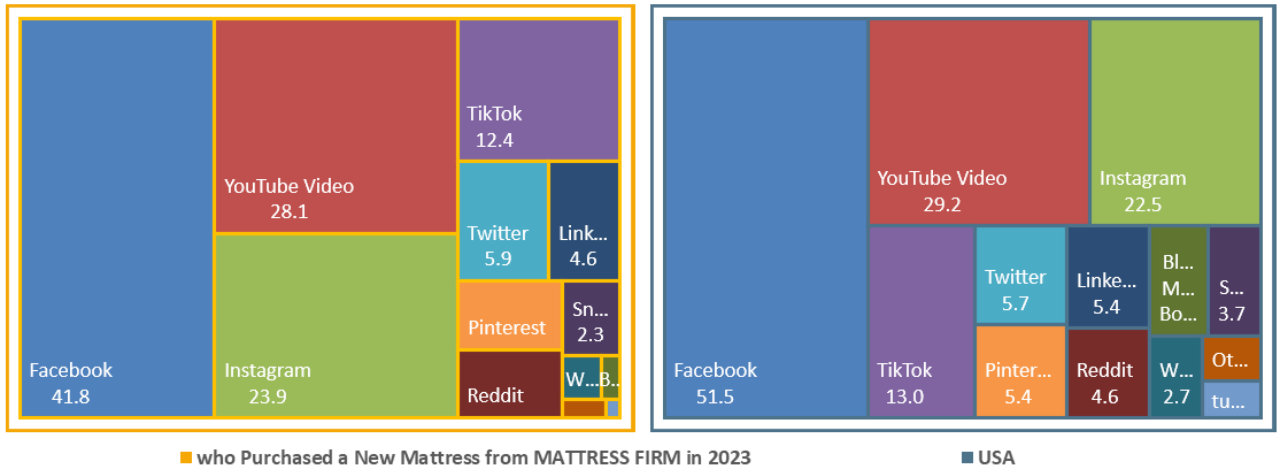
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Sleep Number

3,061,610 or 76.7% of Adults 18 or older who Purchased a New Mattress from MATTRESS FIRM in 2023 use Ad-Supported Facebook for an average of 38.3 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

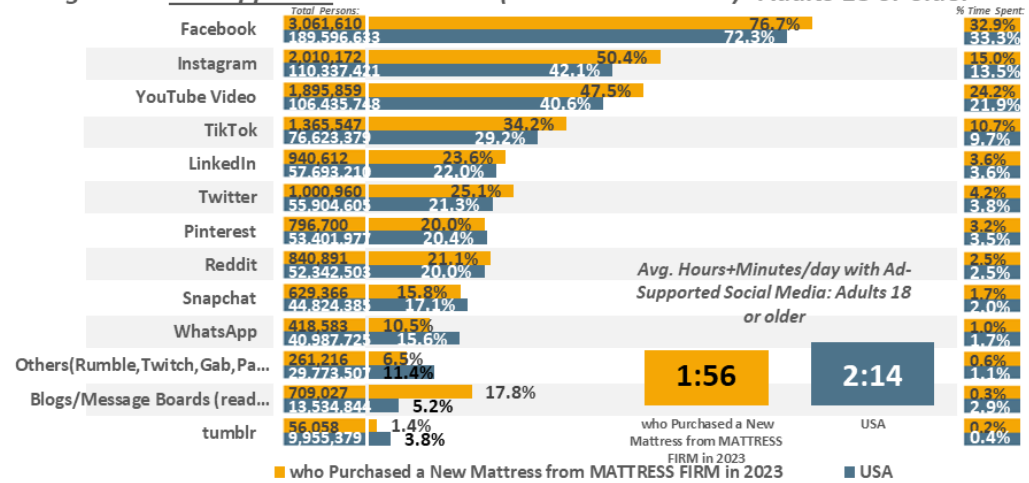
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



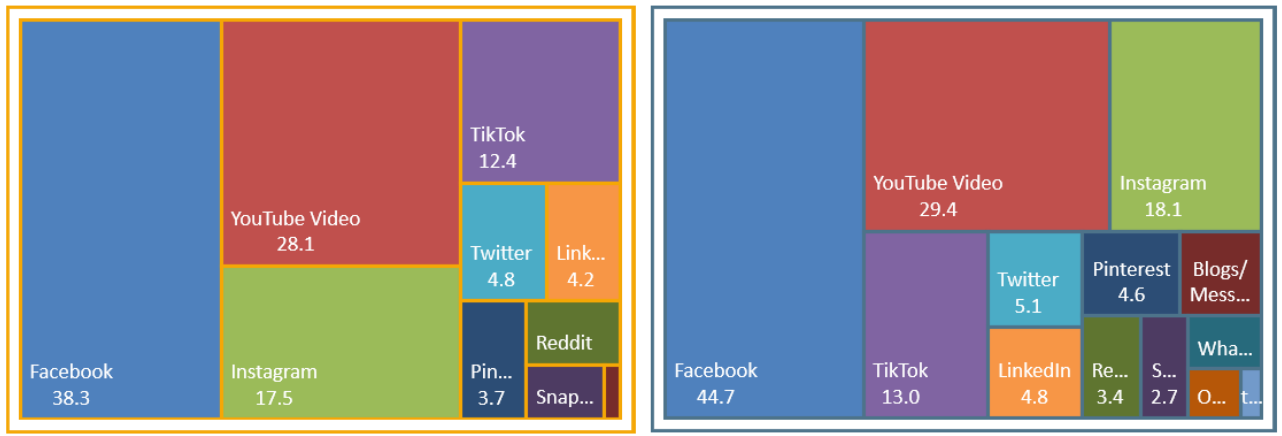
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 171

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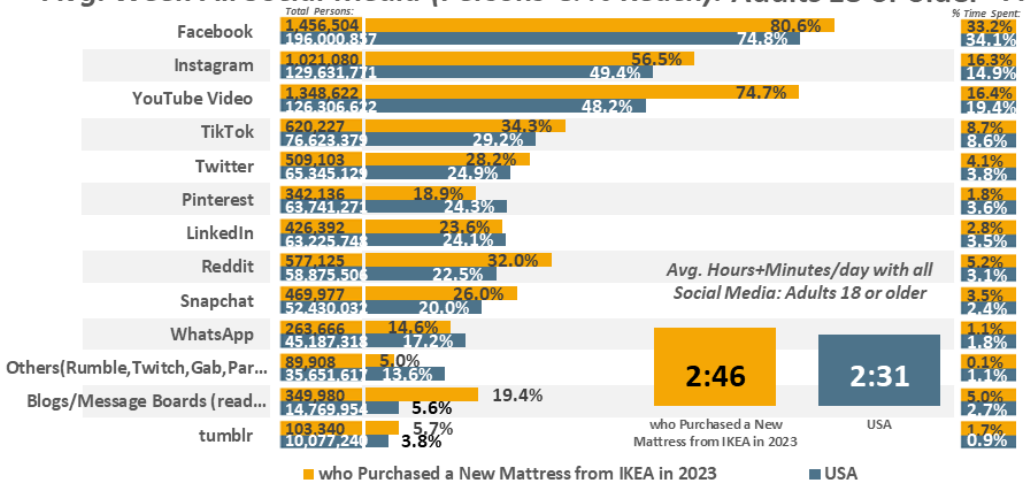
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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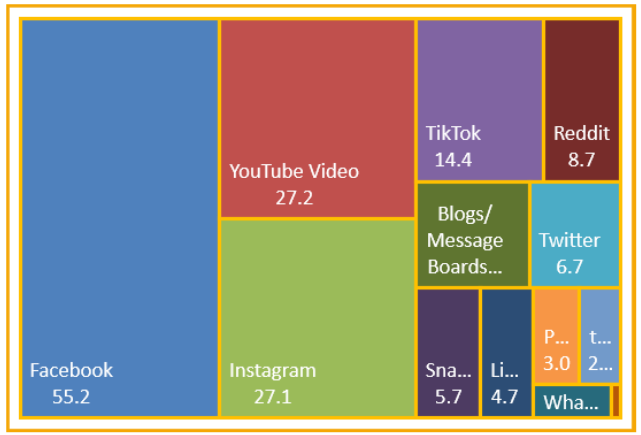
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Mattress Firm

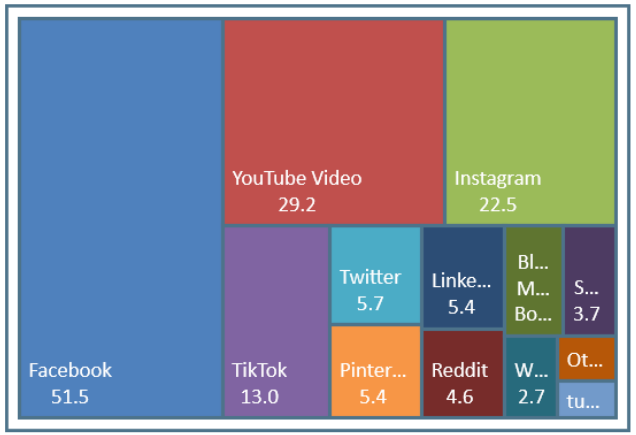
1,456,504 or 80.6% of Adults 18 or older who Purchased a New Mattress from IKEA in 2023 use Ad-Supported Facebook for an average of 51.1 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.

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

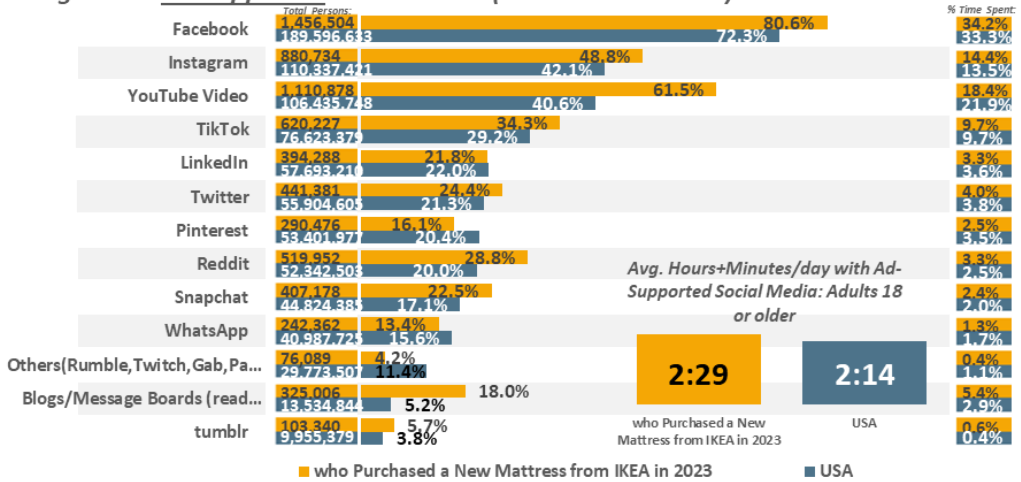


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

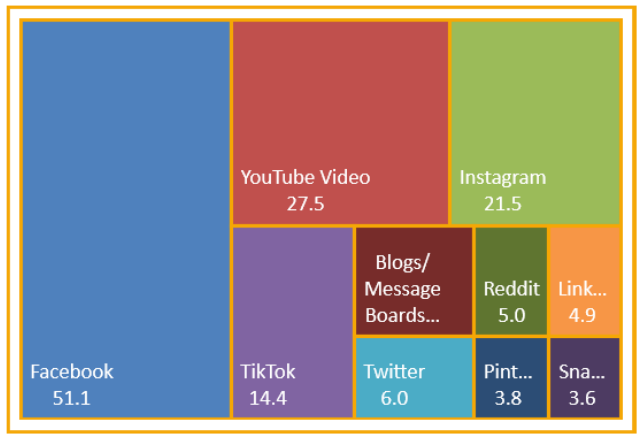


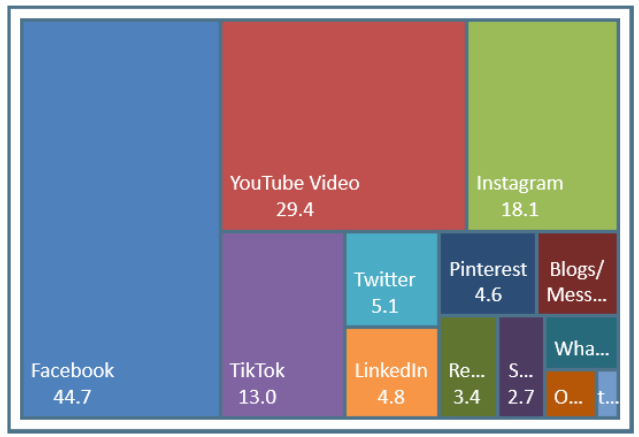


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 257

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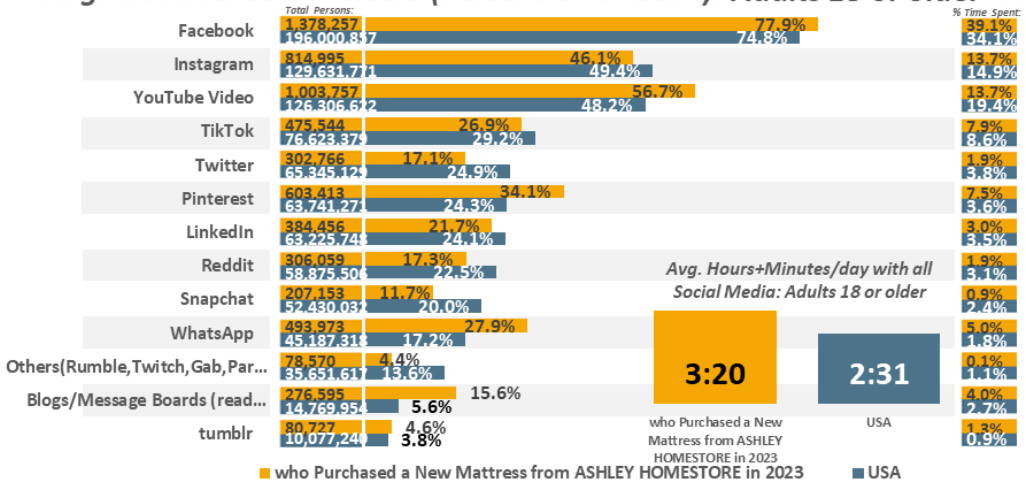
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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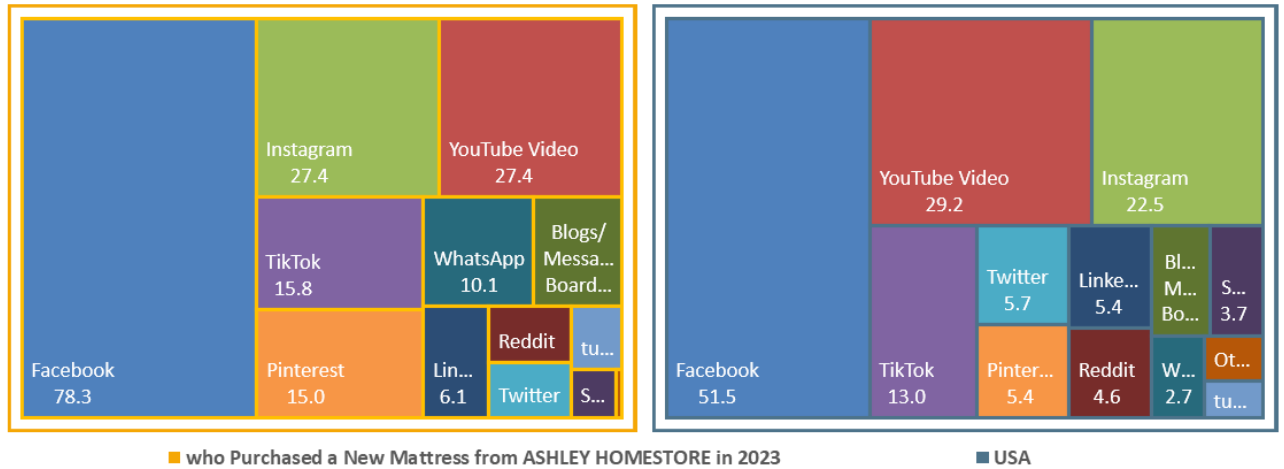
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): IKEA

1,374,521 or 77.7% of Adults 18 or older who Purchased a New Mattress from ASHLEY HOMESTORE in 2023 use Ad-Supported Facebook for an average of 71.3 minutes every day representing 38.5% of all time spent daily with Ad-Supported Social Media.

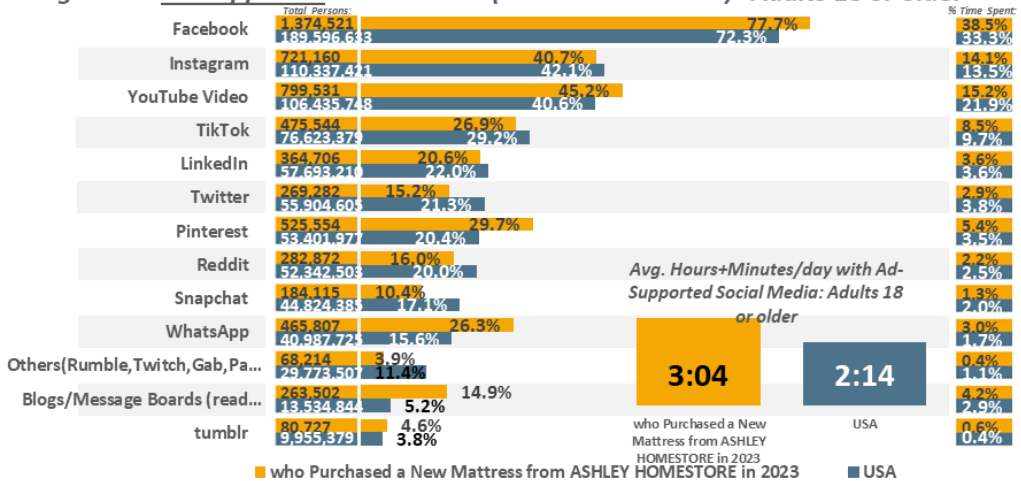
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



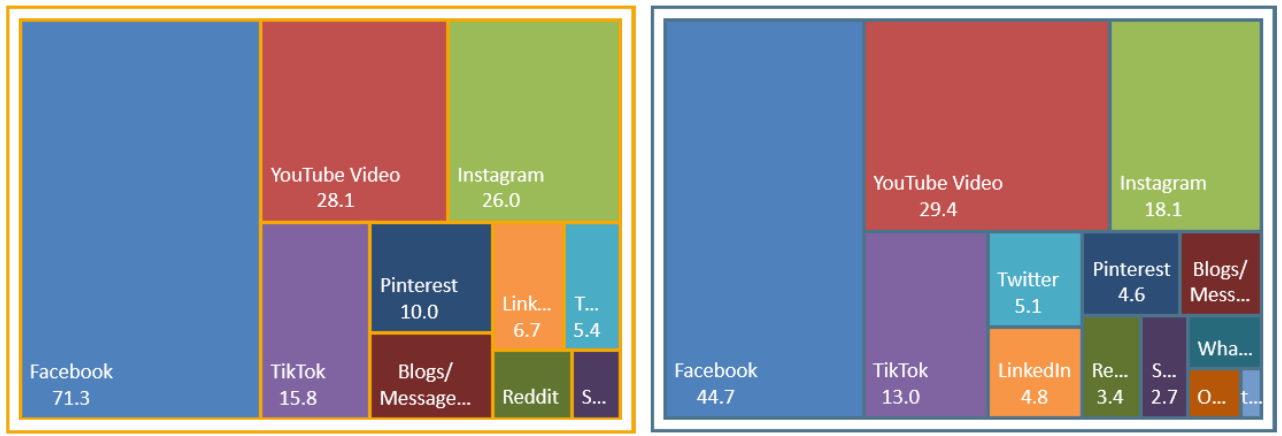
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 77

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

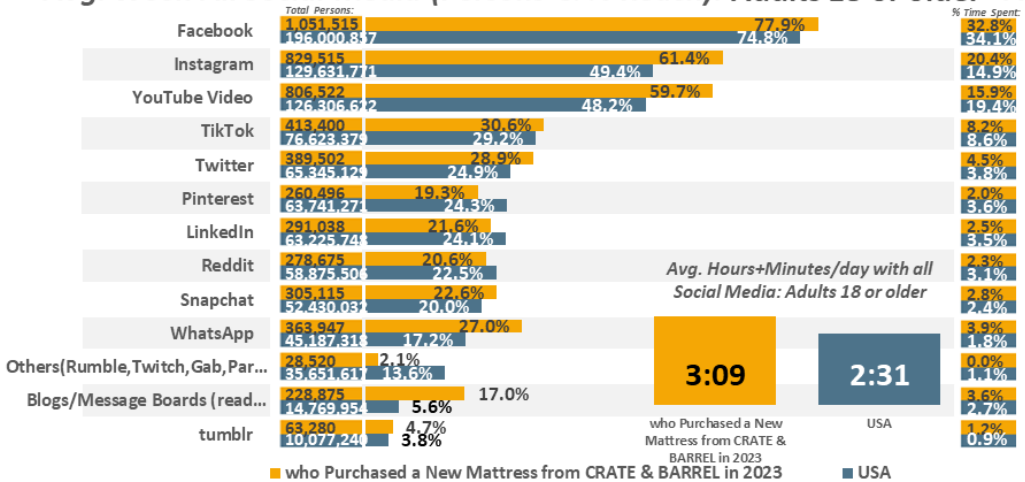
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Ashley HomeStore

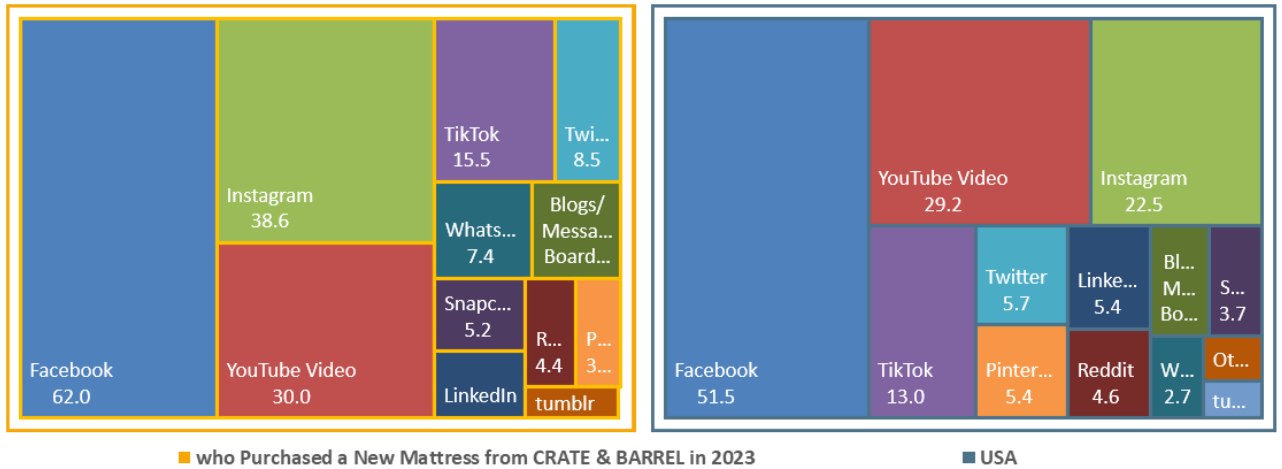
Crate&Barrel

1,051,515 or 77.9% of Adults 18 or older who Purchased a New Mattress from CRATE & BARREL in 2023 use Ad-Supported Facebook for an average of 62.3 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

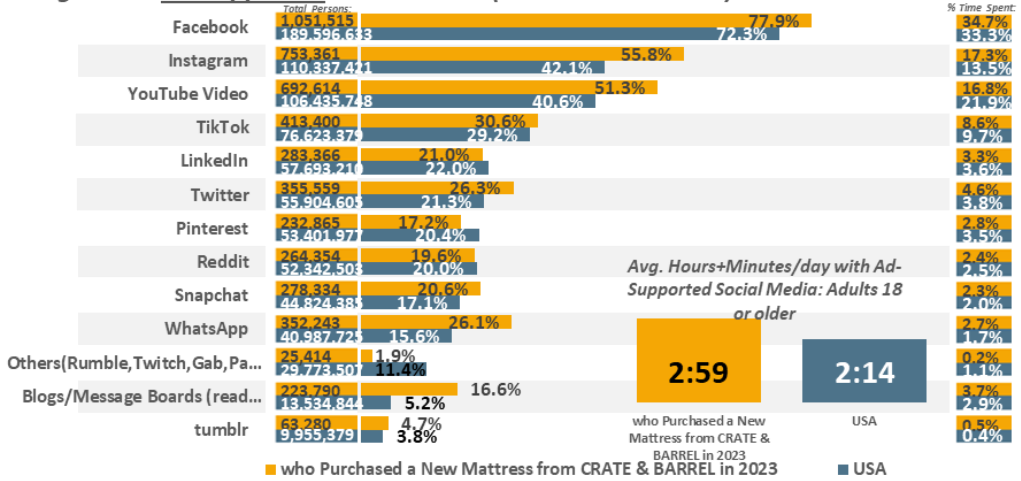
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



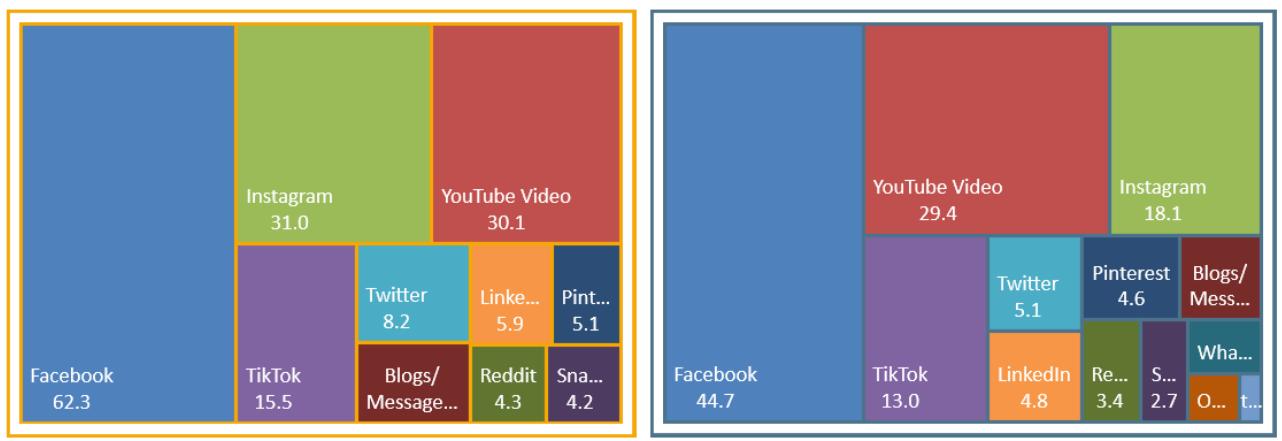
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 52

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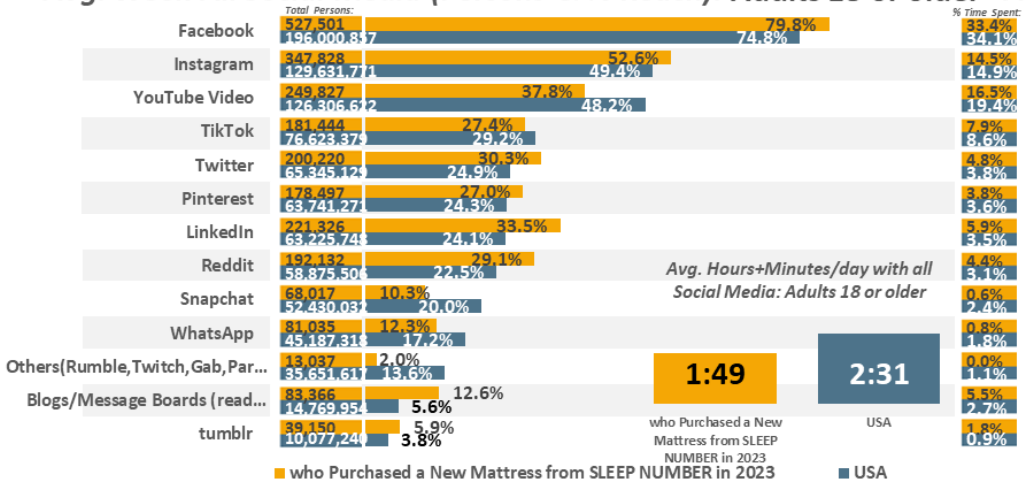
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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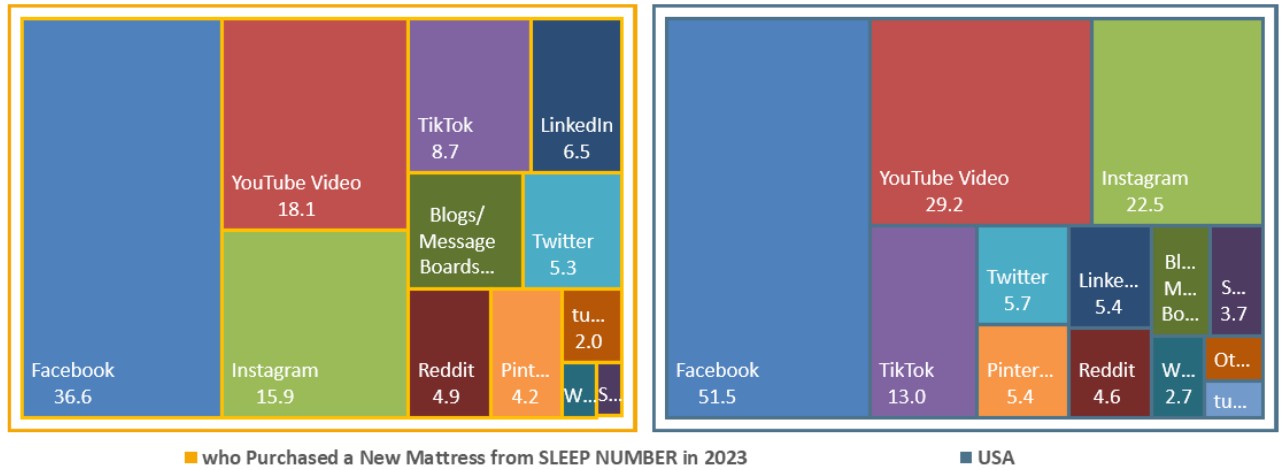
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Crate & Barrel

468,650 or 70.9% of Adults 18 or older who Purchased a New Mattress from SLEEP NUMBER in 2023 use Ad-Supported Facebook for an average of 31.7 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.

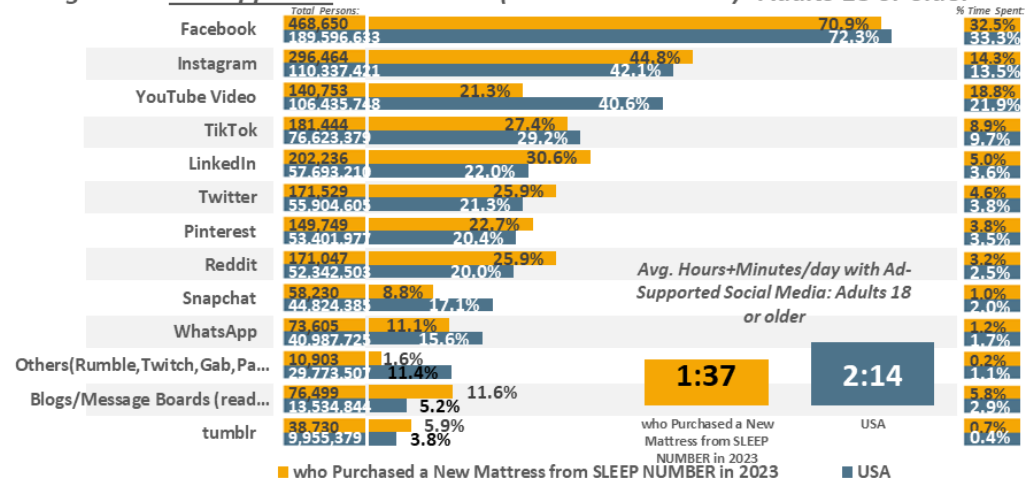
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



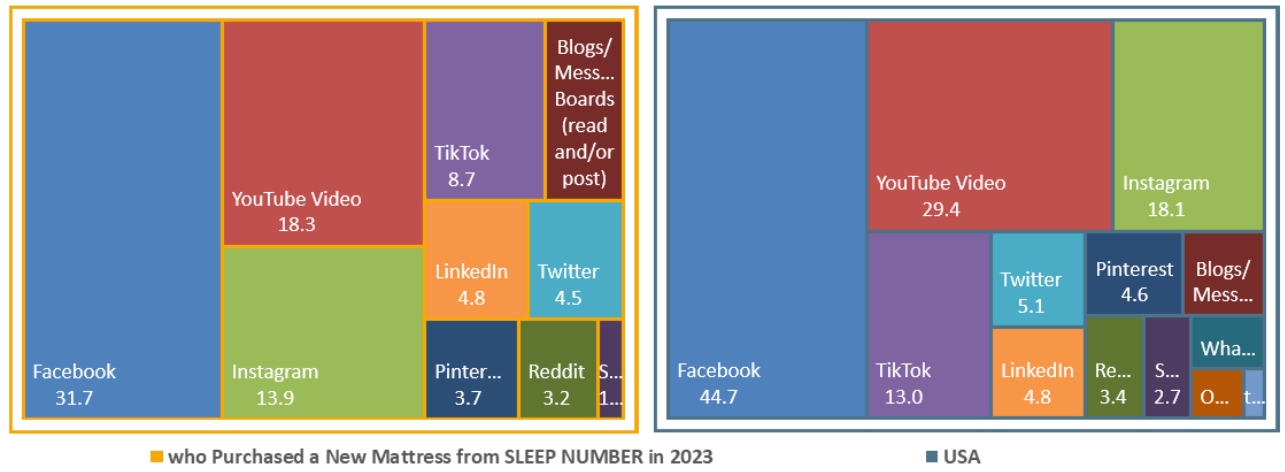
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 37

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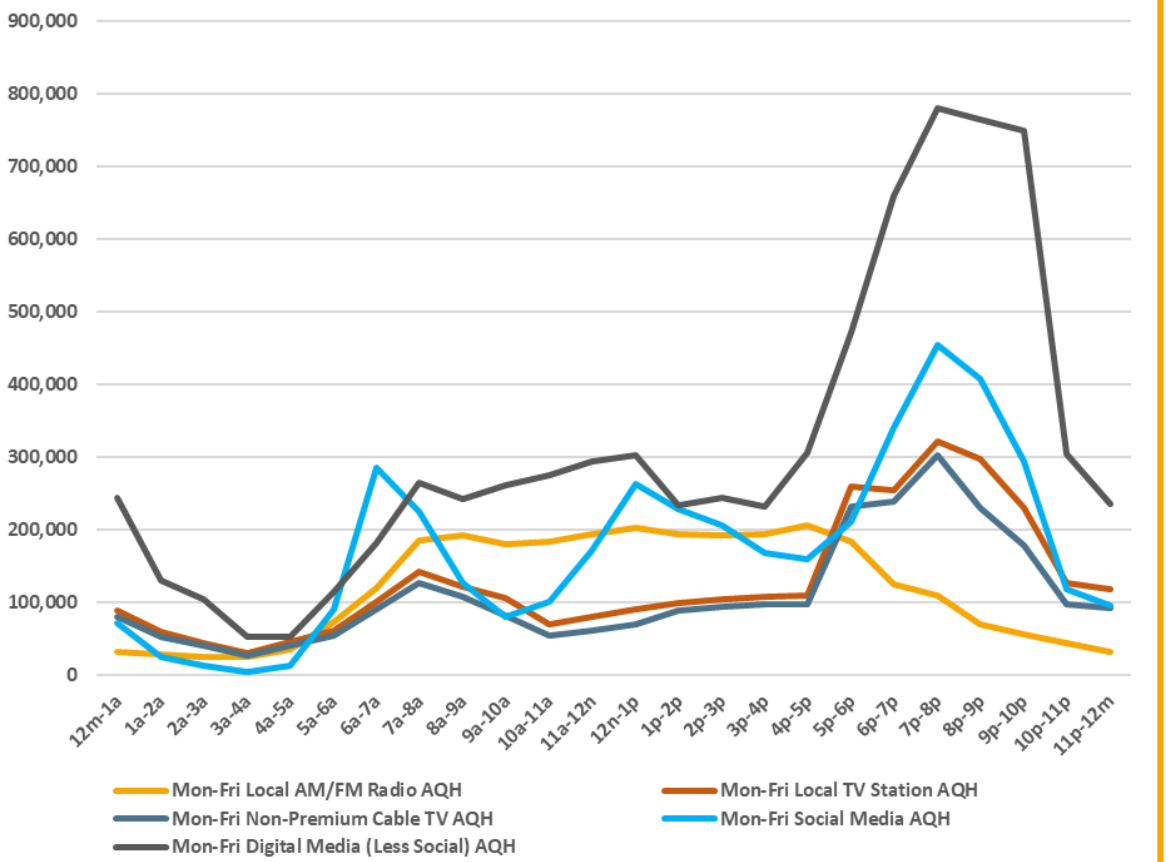
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Sleep Number

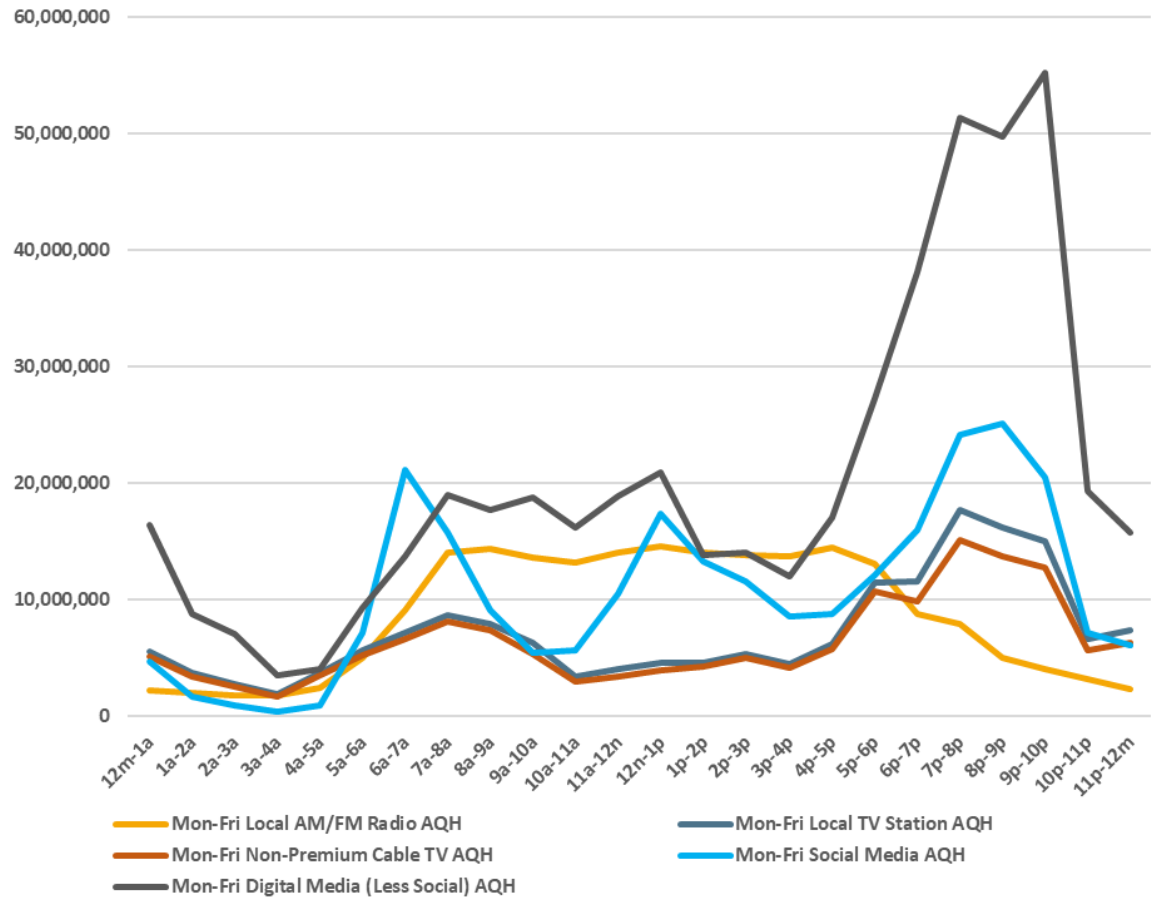
MATTRESSFIRM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 305,245; Social Media: 197,229; Local Radio: 181,025; Local TV: 126,764; Non-Prem. Cable: 110,918 reaching Adults 18 or older who Purchased a New Mattress from MATTRESS F

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Purchased a New Mattress from MATTRESS FIRM in 2023



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 171

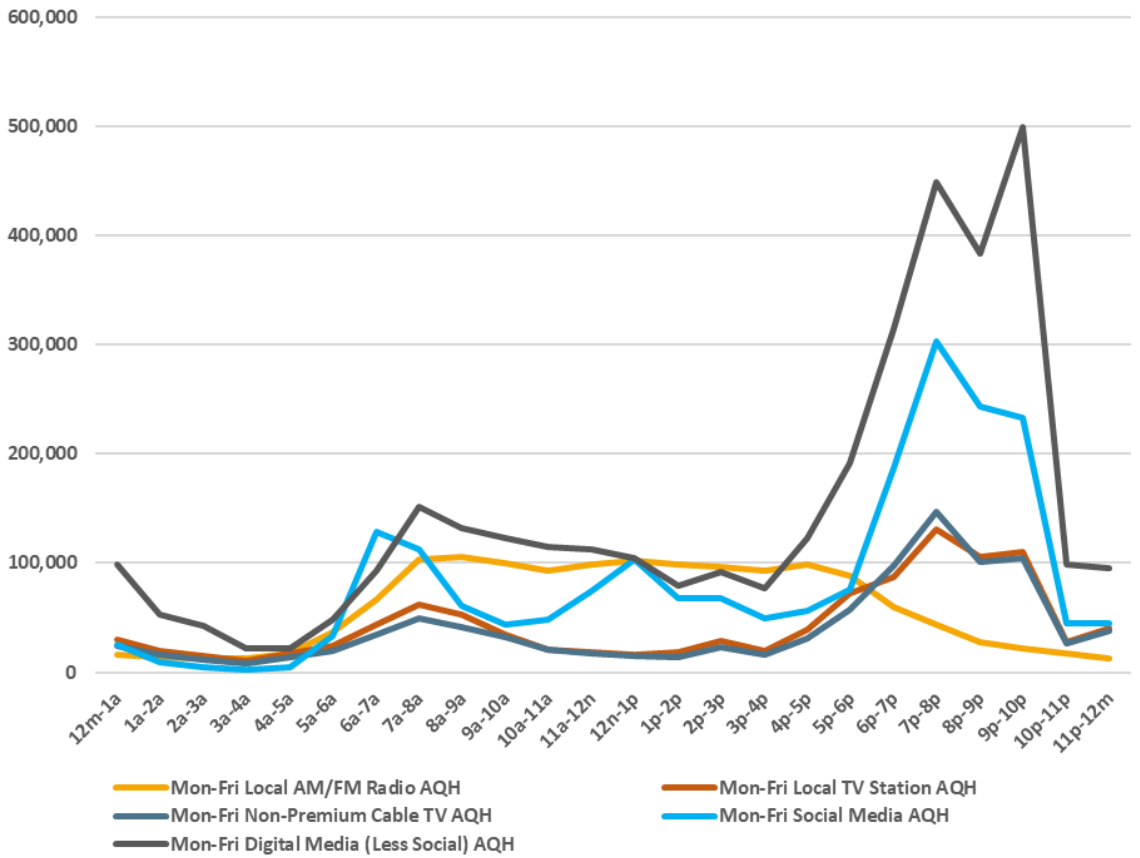
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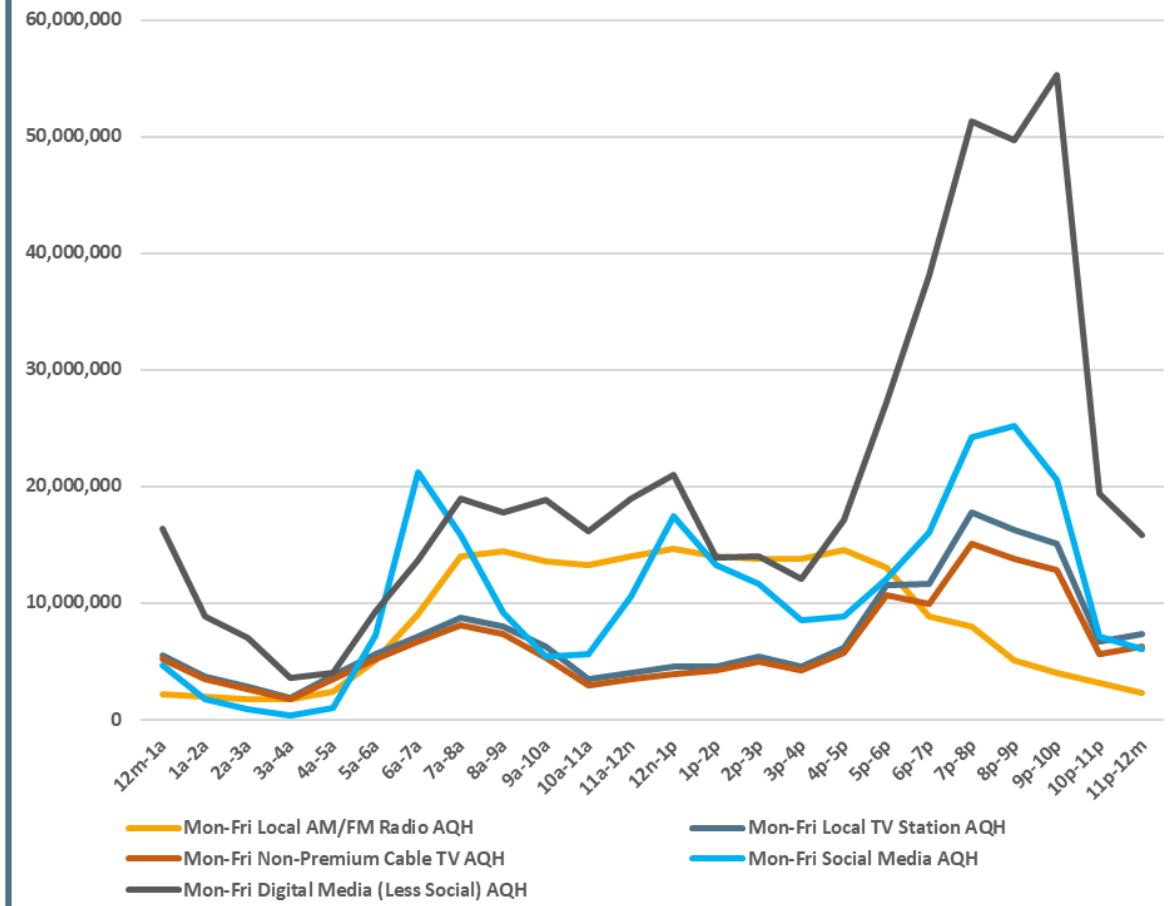
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Mattress Firm

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 131,742; Local Radio: 92,696; Social Media: 82,741; Local TV: 39,374; Non-Prem. Cable: 34,645 reaching Adults 18 or older who Purchased a New Mattress from IKEA in 2023.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Purchased a New Mattress from IKEA in 2023



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 257

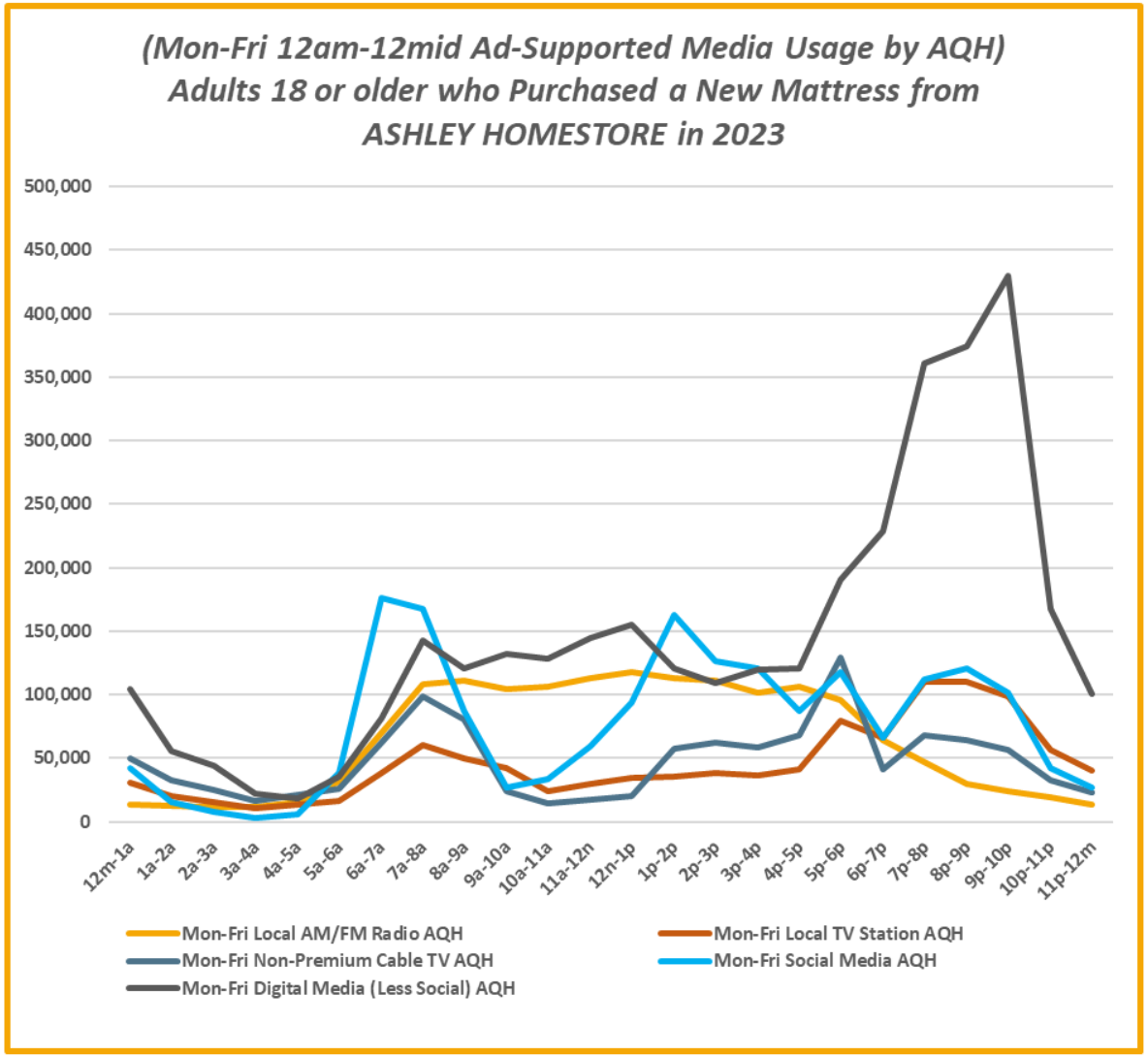
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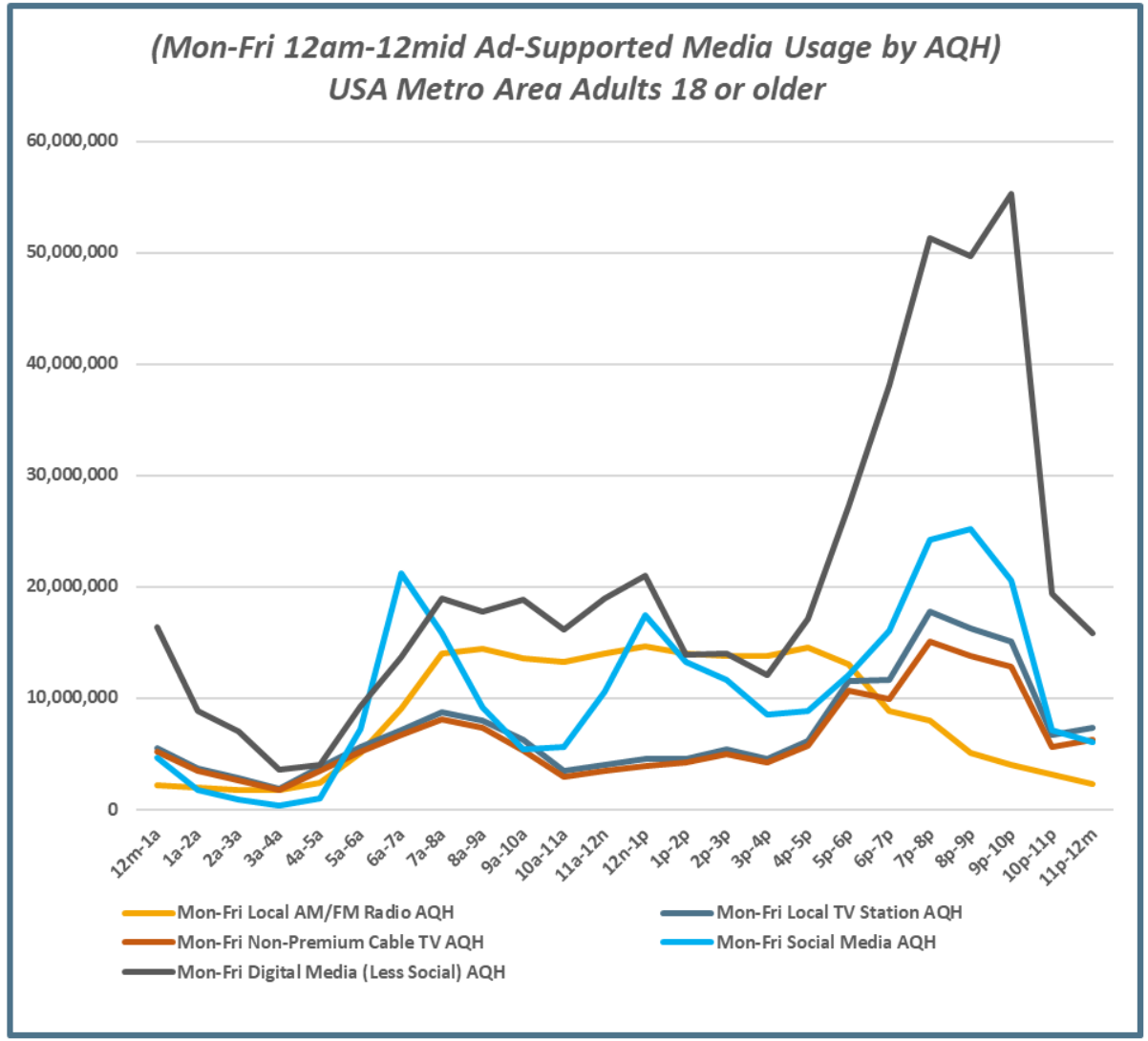
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): IKEA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 138,018; Social Media: 101,888; Local Radio: 101,826; Non-Prem. Cable: 56,447; Local TV: 44,282 reaching Adults 18 or older who Purchased a New Mattress from ASHLEY HOMES





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 77

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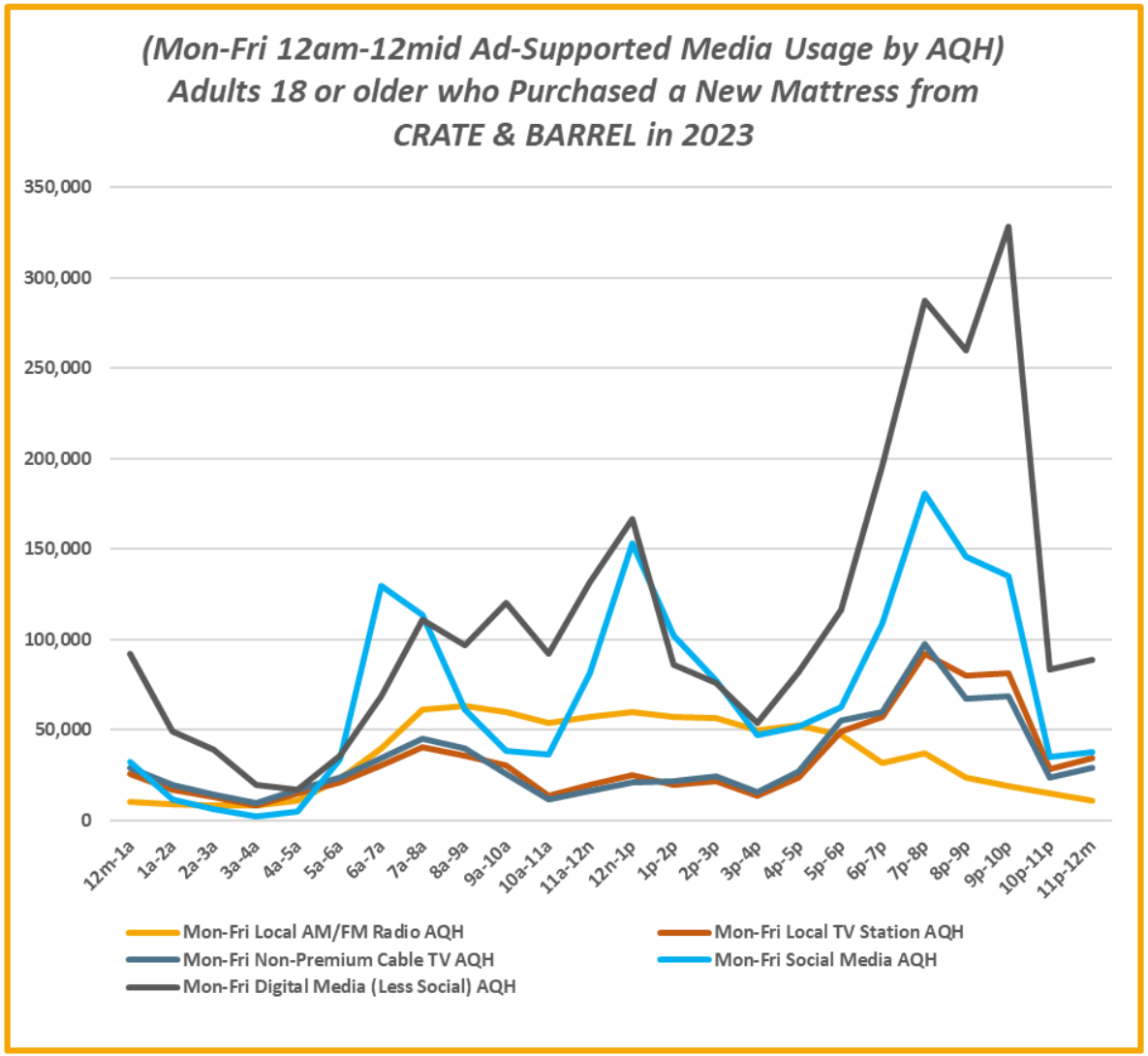
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

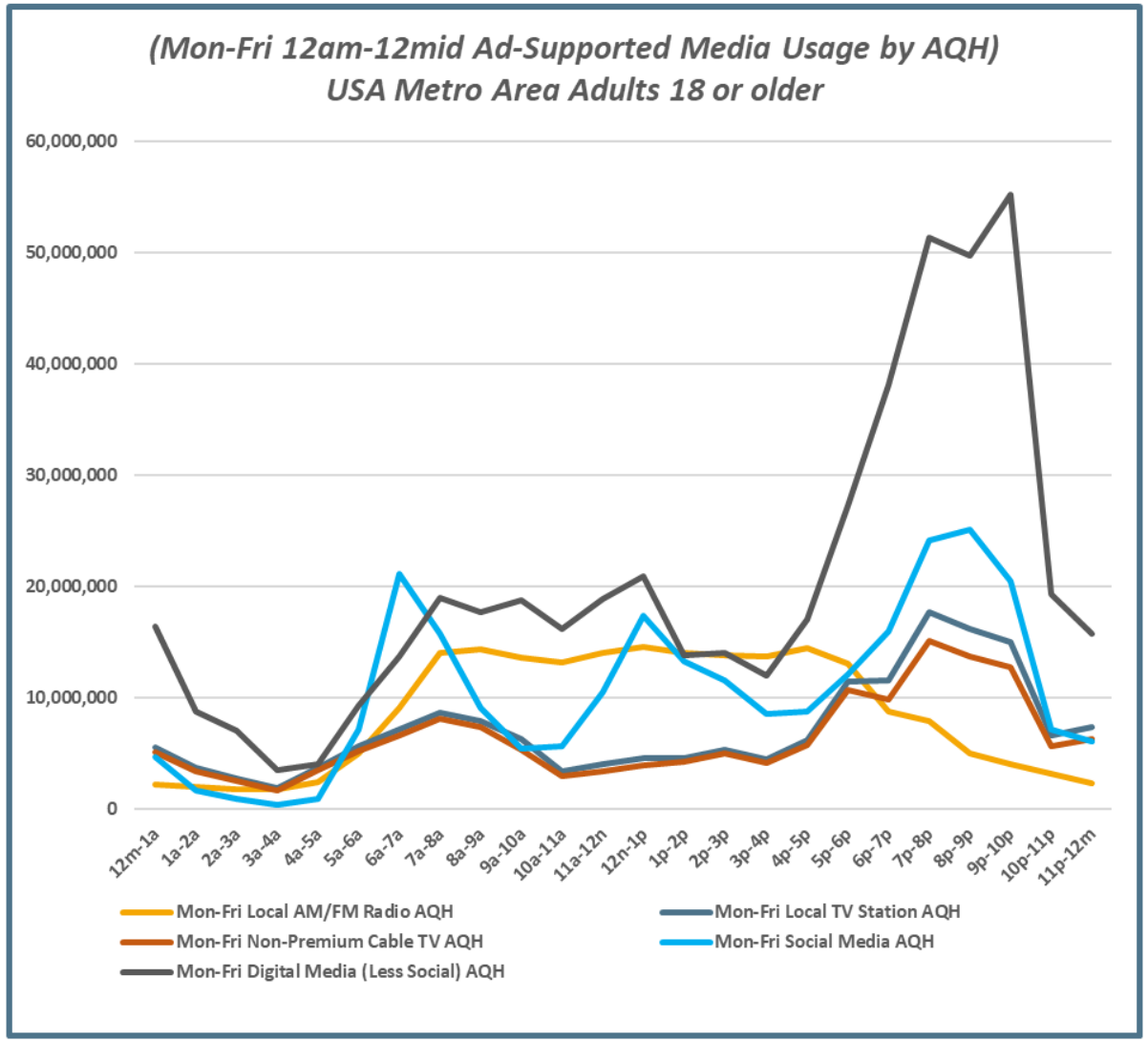
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Ashley HomeStore

Crate&Barrel

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 107,574; Social Media: 81,956; Local Radio: 53,202; Non-Prem. Cable: 30,768; Local TV: 29,356 reaching Adults 18 or older who Purchased a New Mattress from CRATE & BARREL





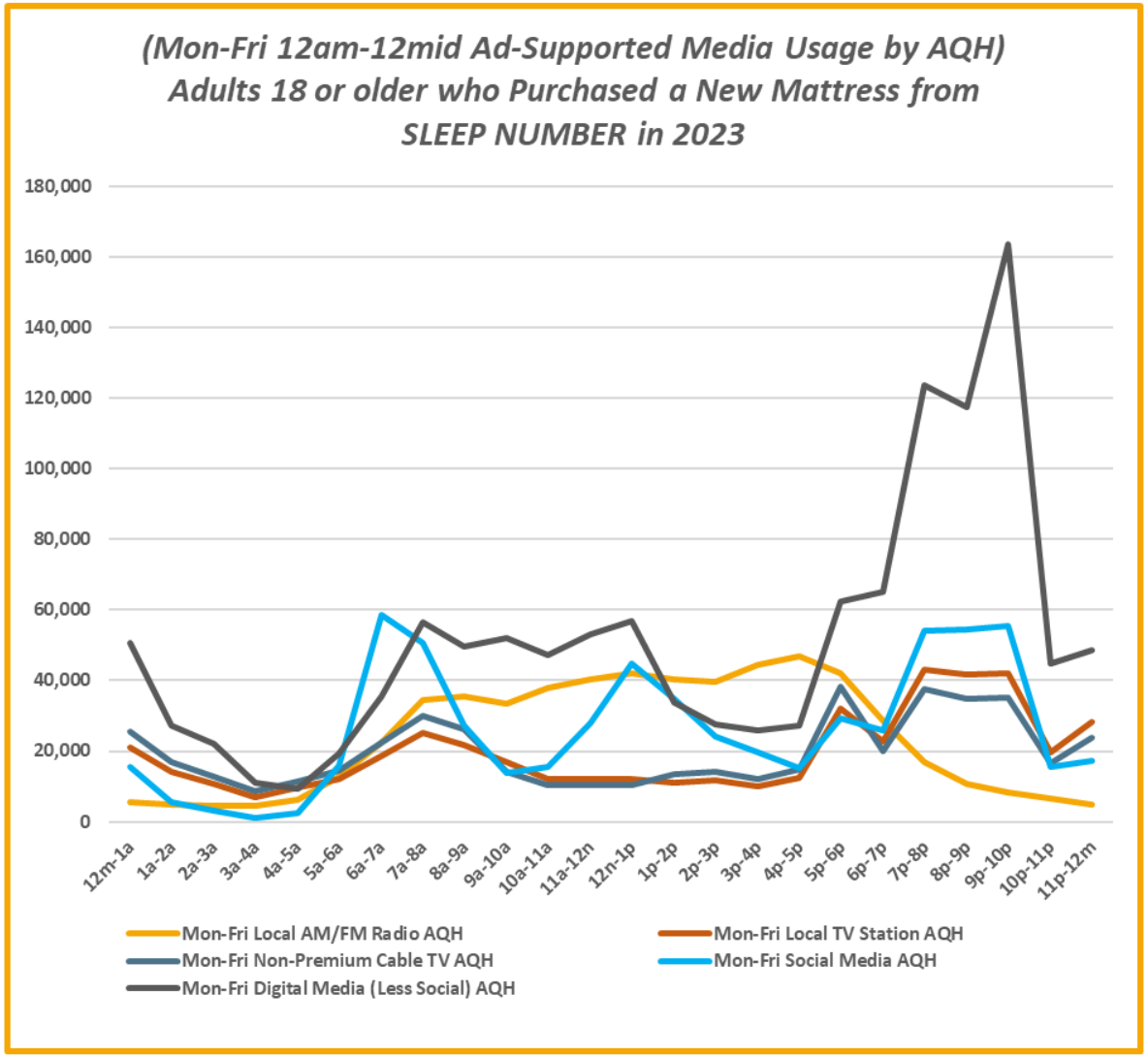
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 52

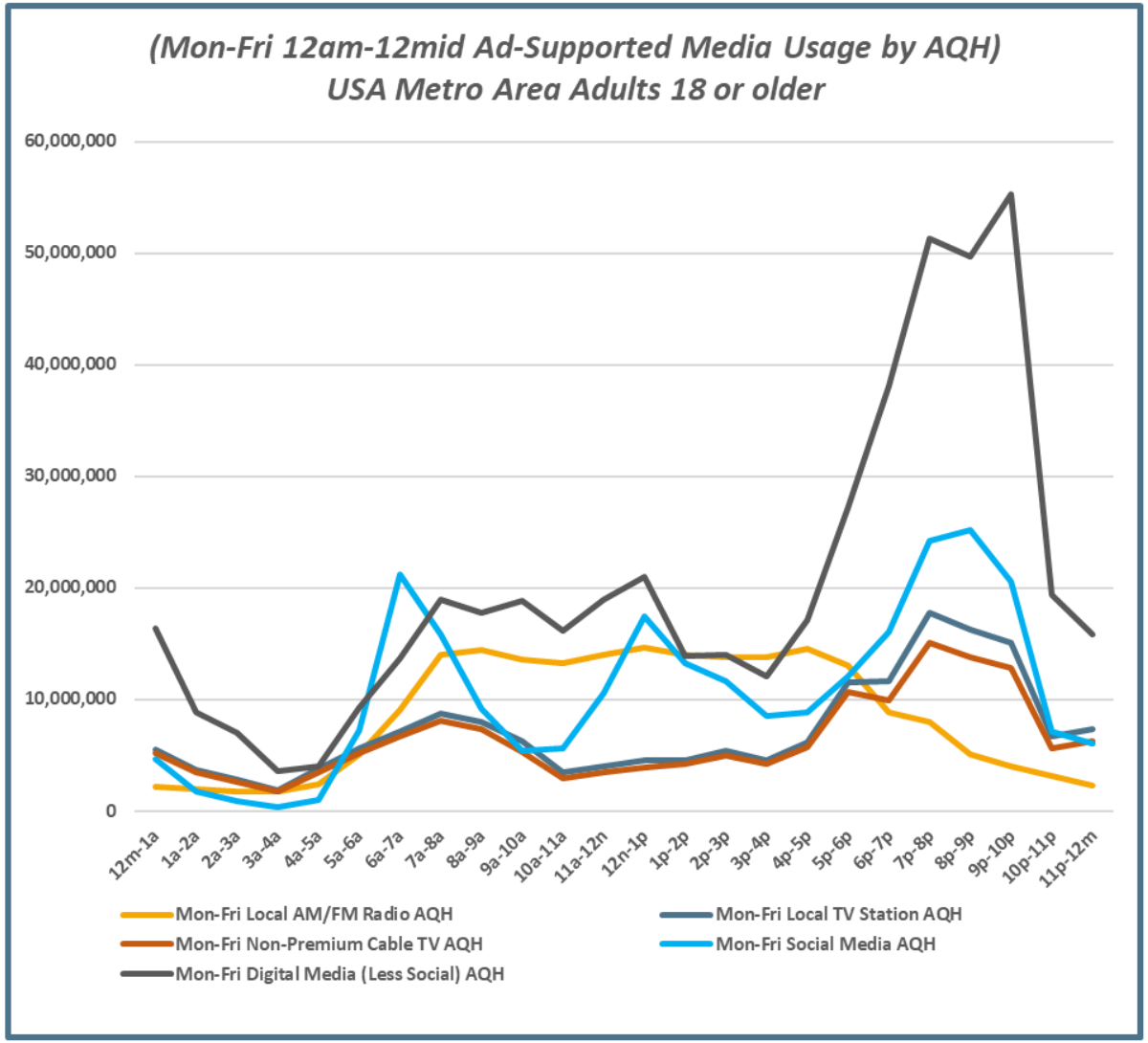
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Crate & Barrel

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 45,612; Local Radio: 37,569; Social Media: 29,827; Non-Prem. Cable: 18,165; Local TV: 16,842 reaching Adults 18 or older who Purchased a New Mattress from SLEEP NUMBER in





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 37

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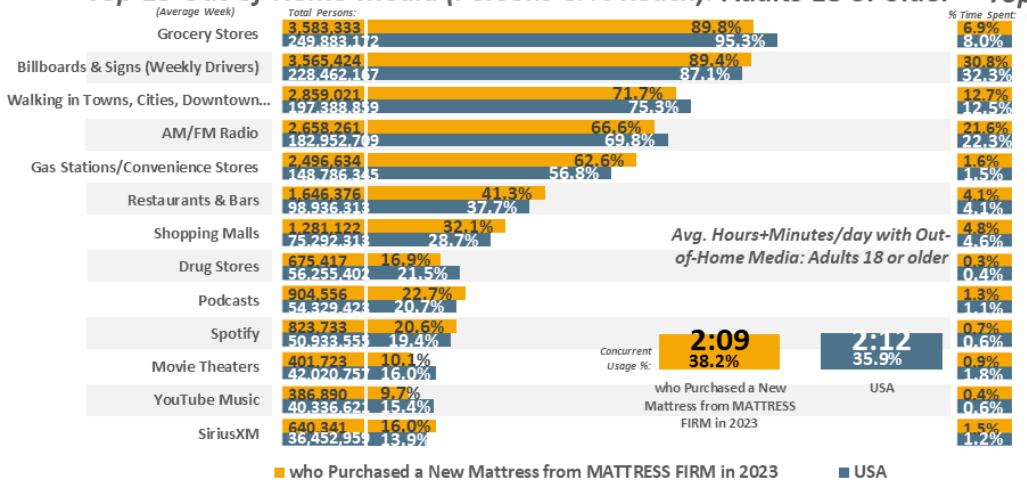
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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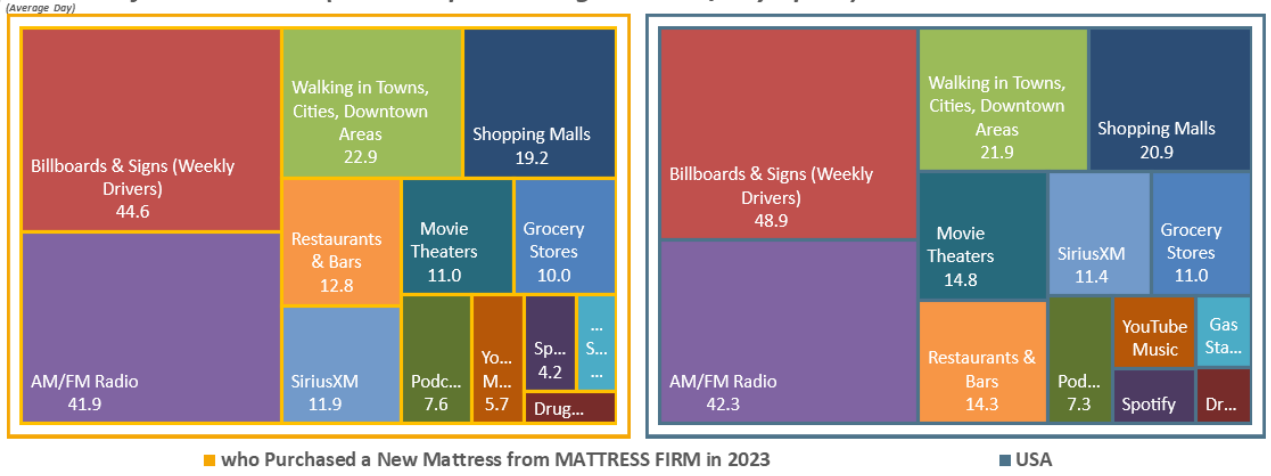
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Sleep Number

3,565,424 or 89.4% of Adults 18 or older who Purchased a New Mattress from MATTRESS FIRM in 2023 spend an average of 44.6 minutes per day driving, seeing Billboards and Signs. 60.5% Listen to Local Radio Stations Out-of-Home for an average of 35.9 minutes

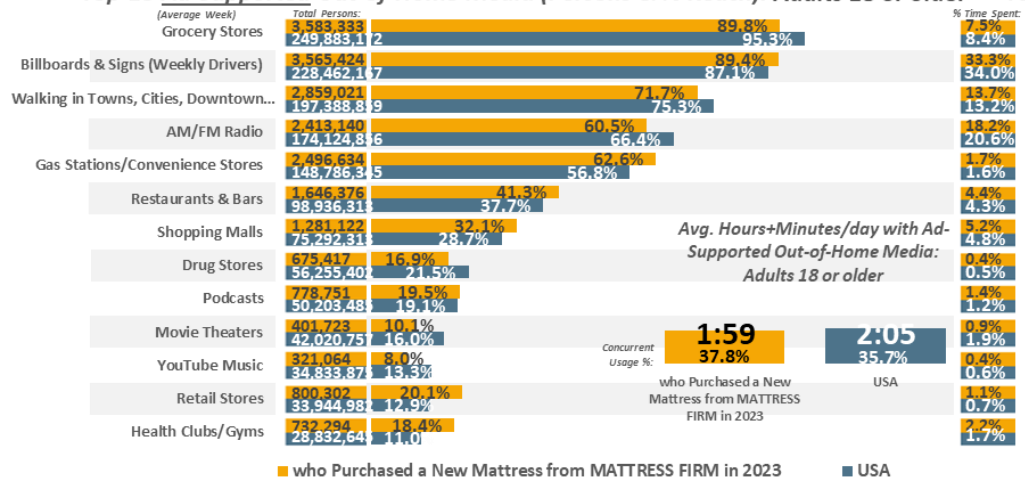
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



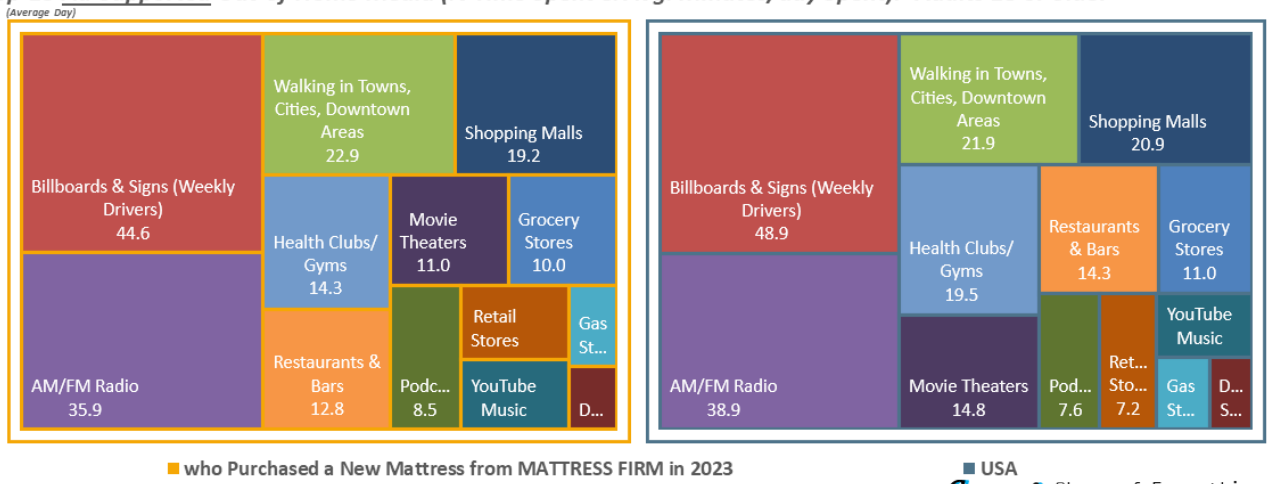
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 171

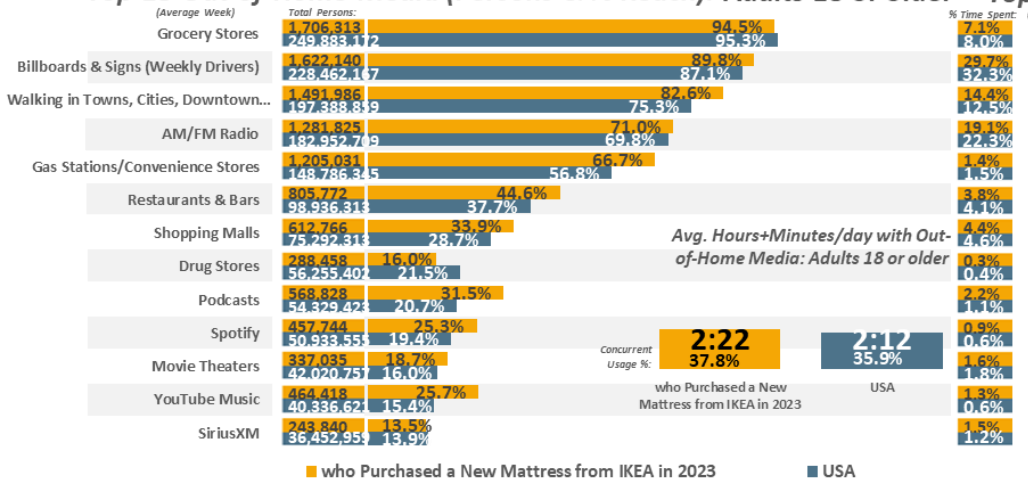
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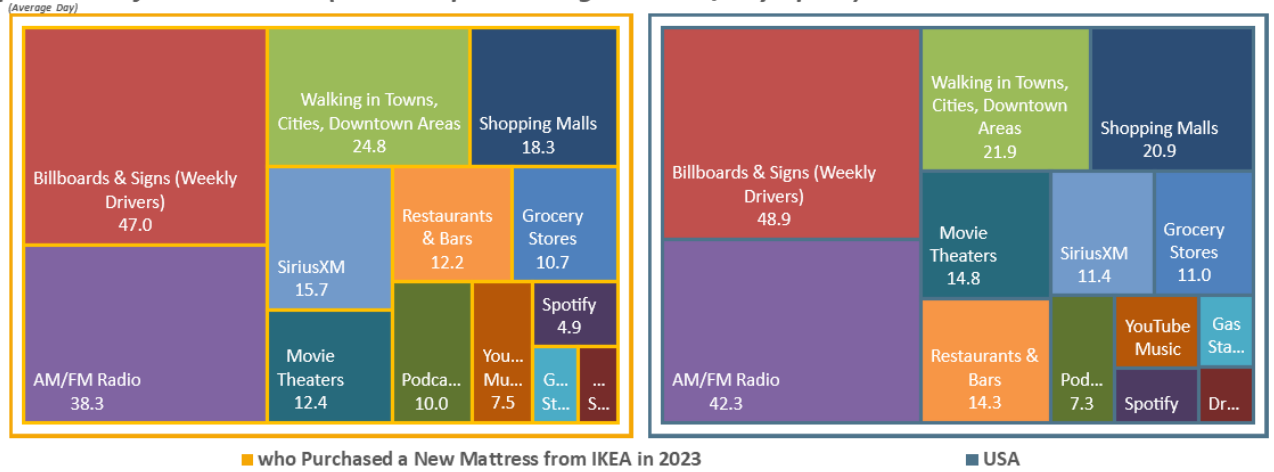
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Mattress Firm

1,622,140 or 89.8% of Adults 18 or older who Purchased a New Mattress from IKEA in 2023 spend an average of 47. minutes per day driving, seeing Billboards and Signs. 66.6% Listen to Local Radio Stations Out-of-Home for an average of 33.2 minutes/day.

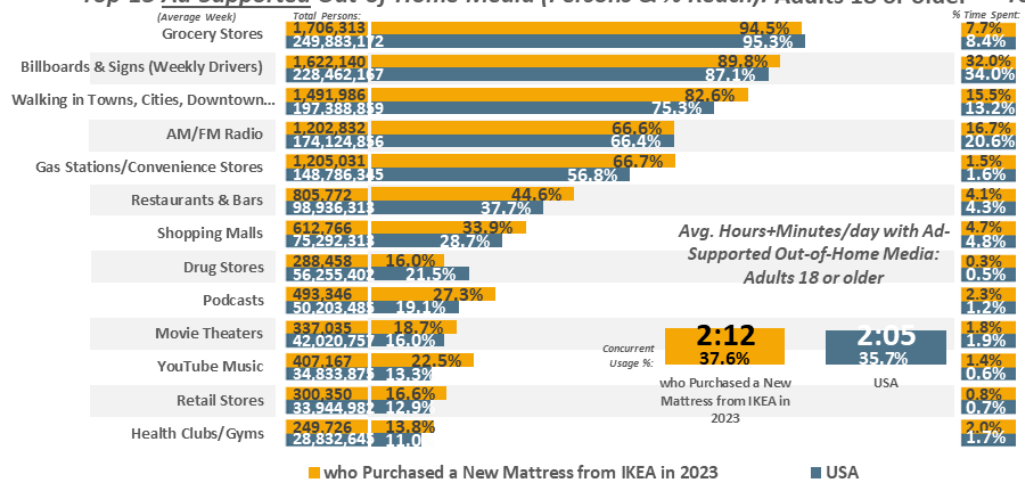
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



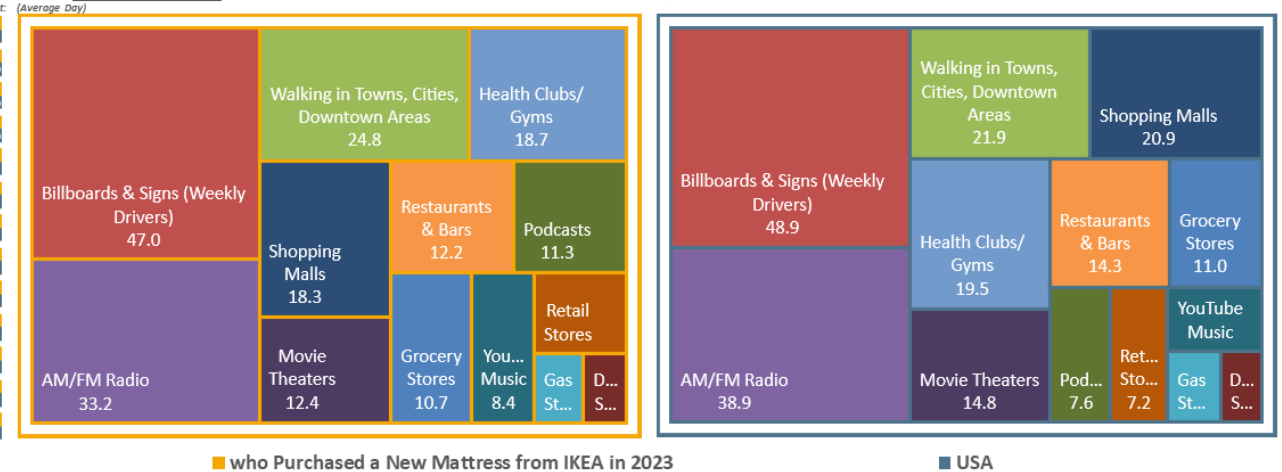
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 257

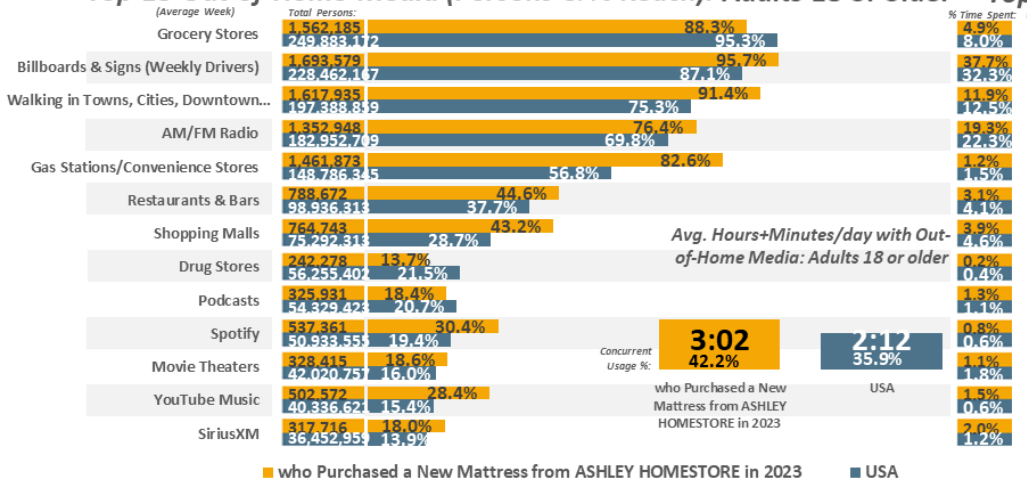
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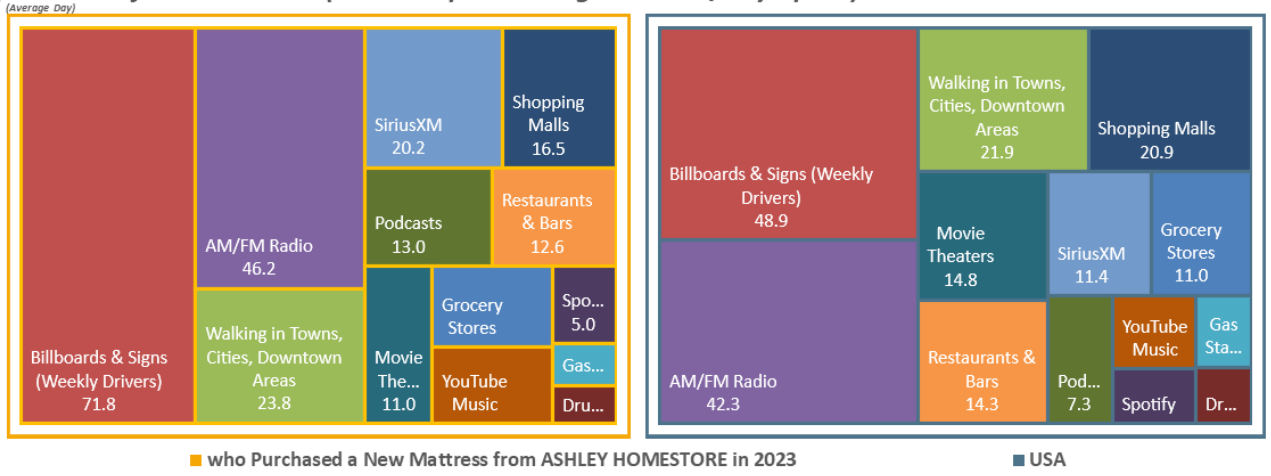
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): IKEA

1,693,579 or 95.7% of Adults 18 or older who Purchased a New Mattress from ASHLEY HOMESTORE in 2023 spend an average of 71.8 minutes per day driving, seeing Billboards and Signs. 73.4% Listen to Local Radio Stations Out-of-Home for an average of 45.3 minu

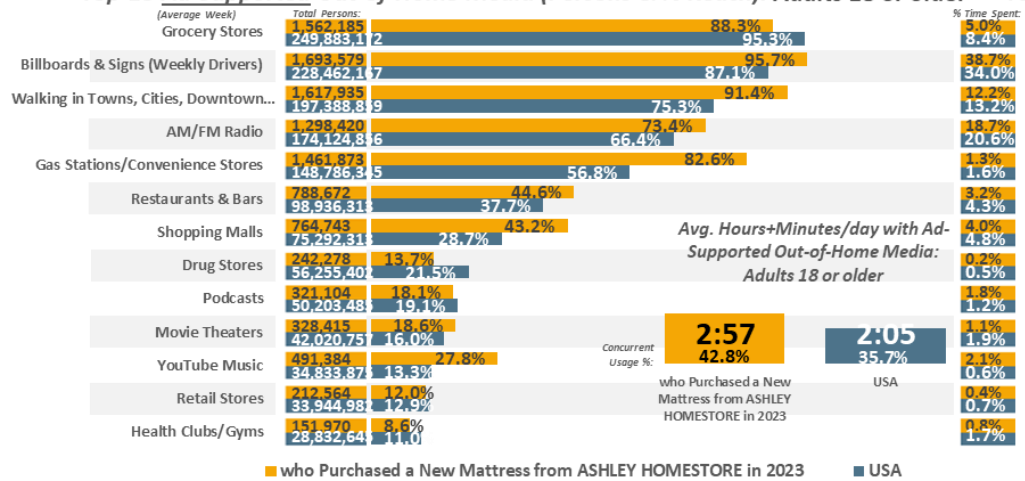
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



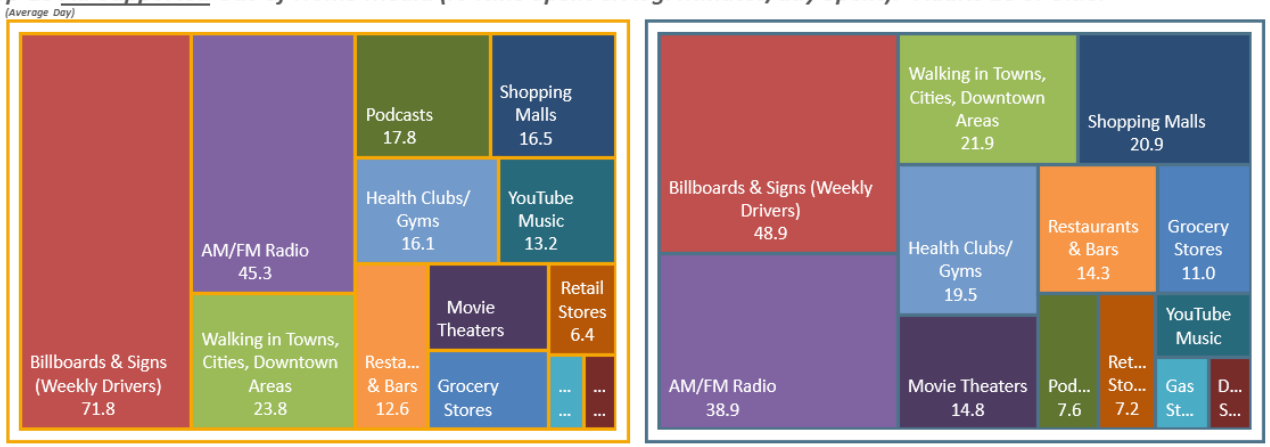
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 77

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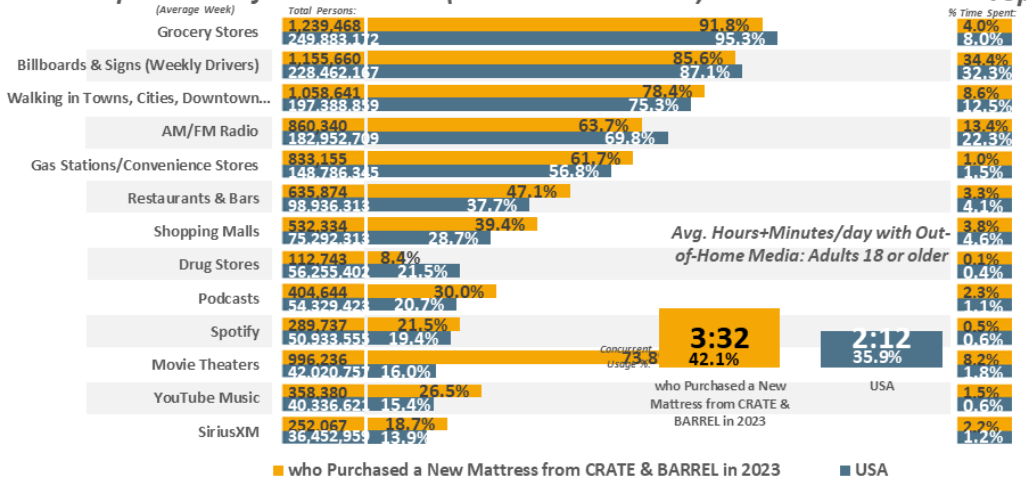
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Ashley HomeStore

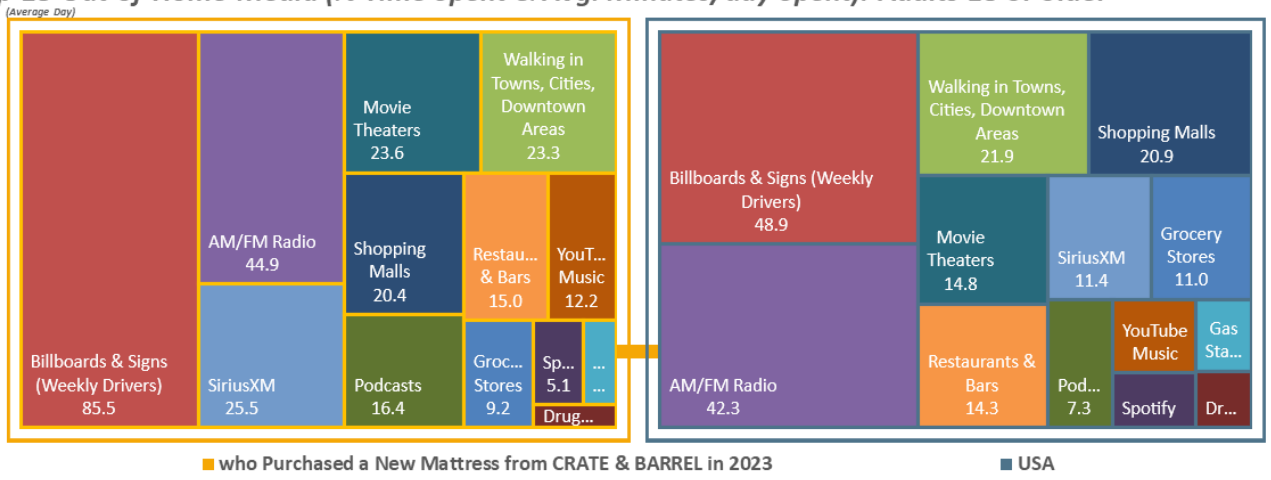
Crate&Barrel

1,155,660 or 85.6% of Adults 18 or older who Purchased a New Mattress from CRATE & BARREL in 2023 spend an average of 85.5 minutes per day driving, seeing Billboards and Signs. 53.7% Listen to Local Radio Stations Out-of-Home for an average of 29.4 minute

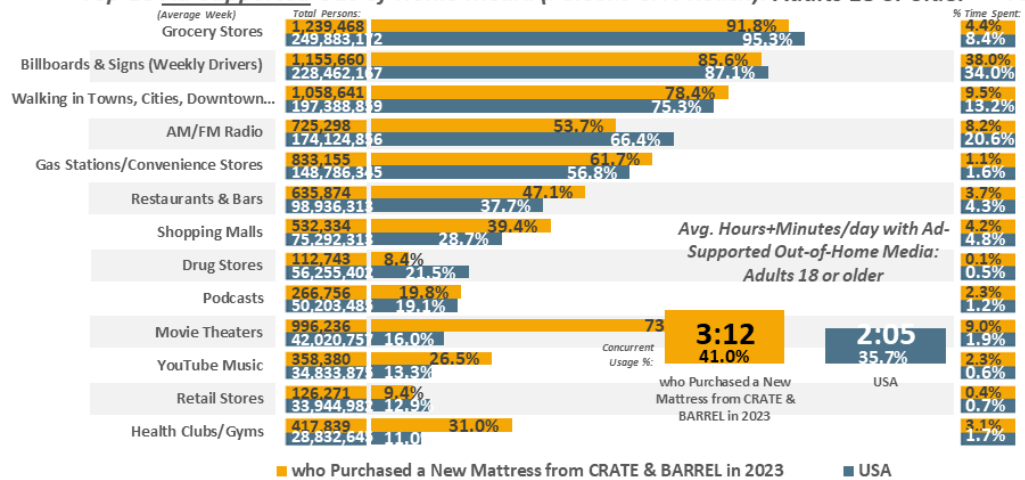
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



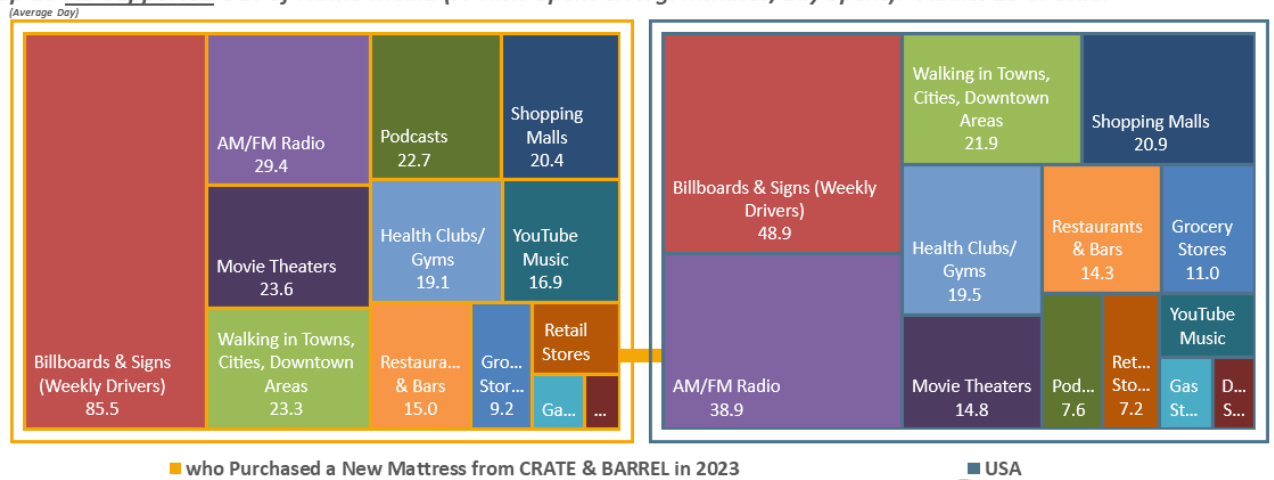
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 52

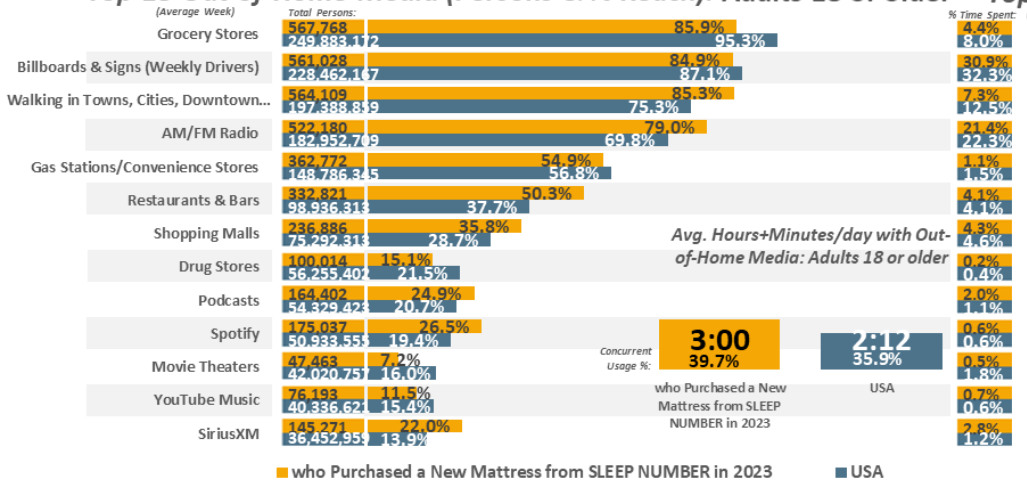
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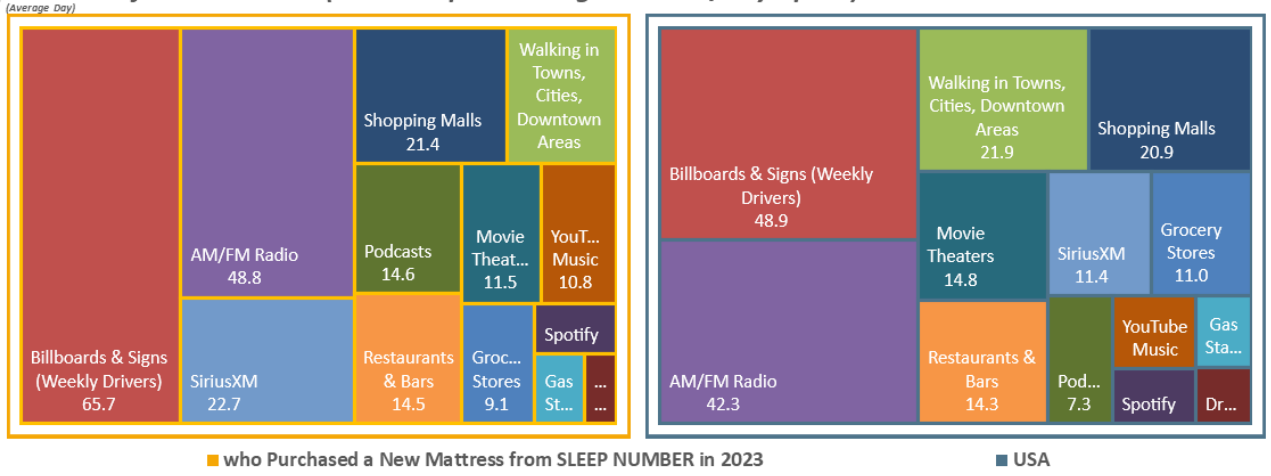
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Crate & Barrel

561,028 or 84.9% of Adults 18 or older who Purchased a New Mattress from SLEEP NUMBER in 2023 spend an average of 65.7 minutes per day driving, seeing Billboards and Signs. 72.6% Listen to Local Radio Stations Out-of-Home for an average of 45.6 minutes/da

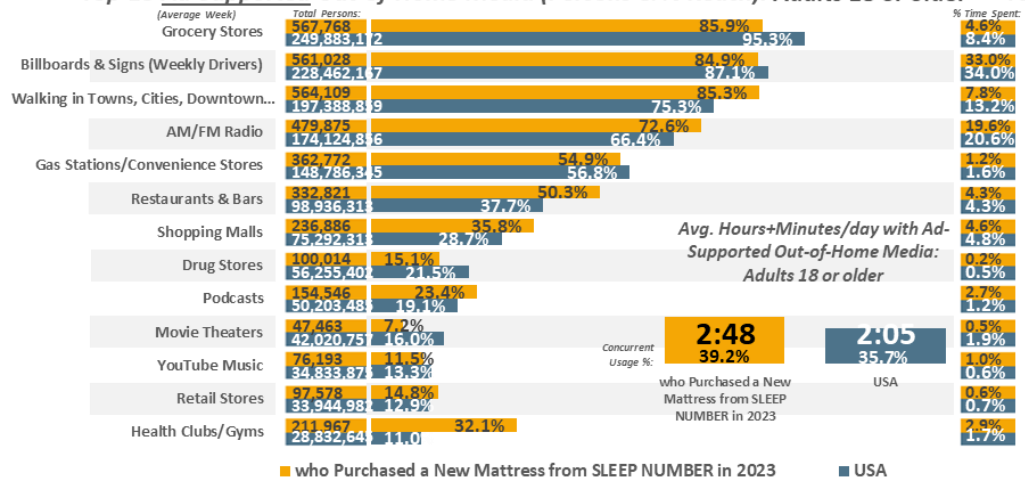
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



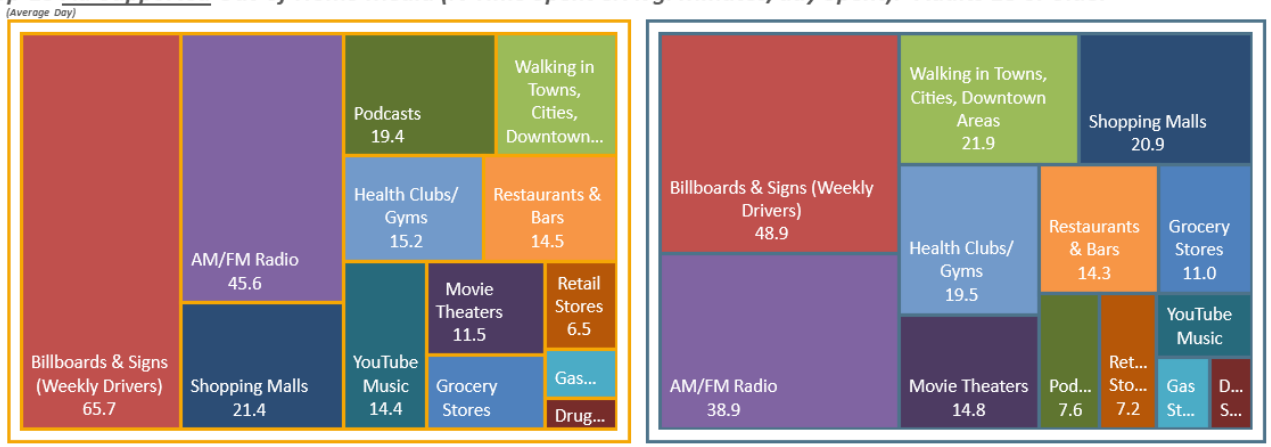
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 37

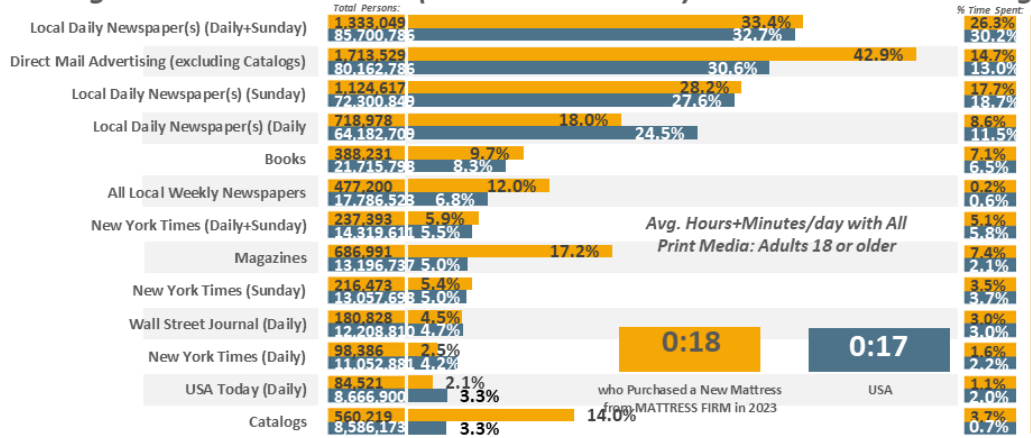
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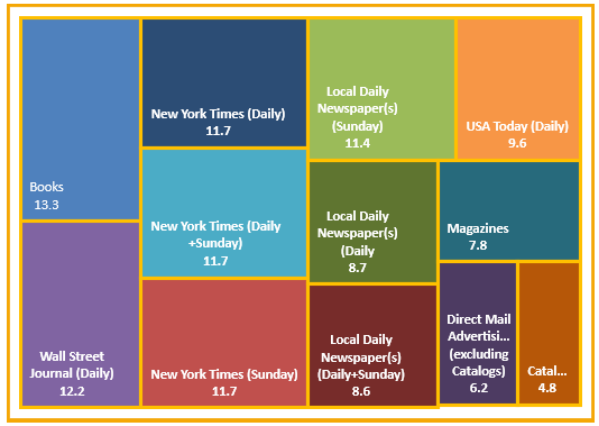
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Sleep Number

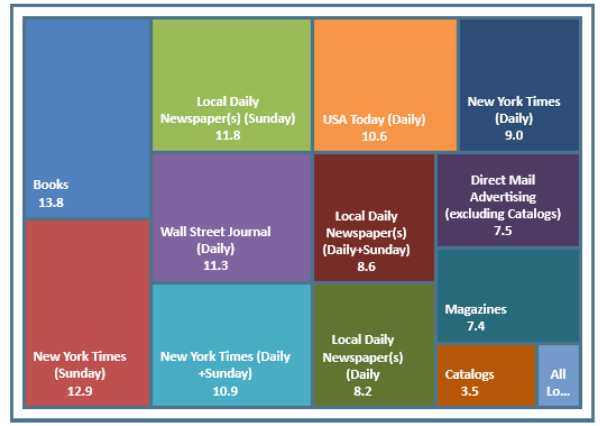
1,333,049 or 33.4% of Adults 18 or older who Purchased a New Mattress from MATTRESS FIRM in 2023 read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 28.3% of all time spent daily with All forms of Print Media

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

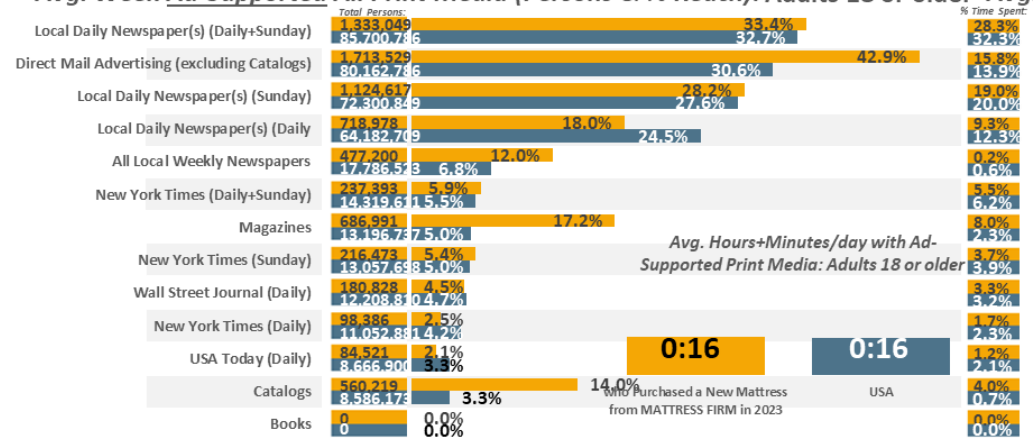


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

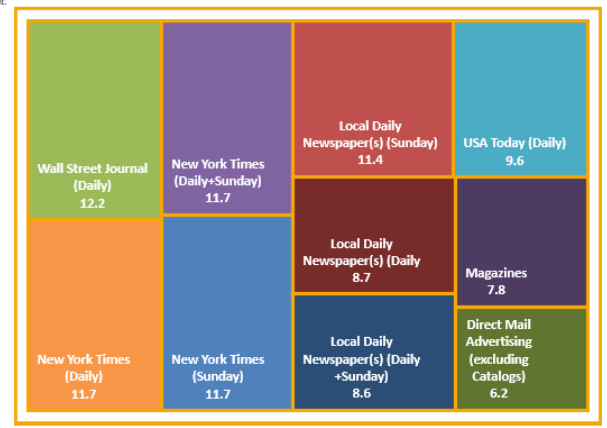


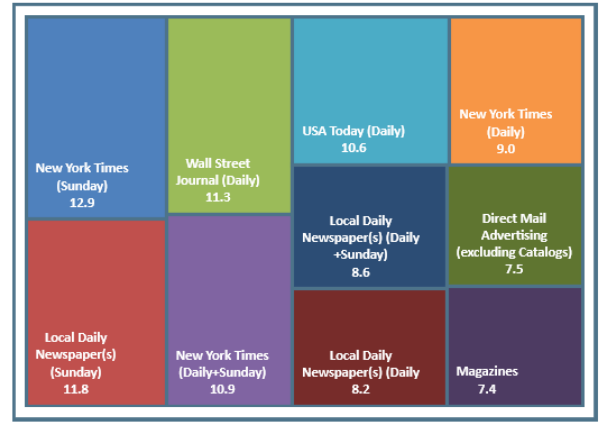


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 171

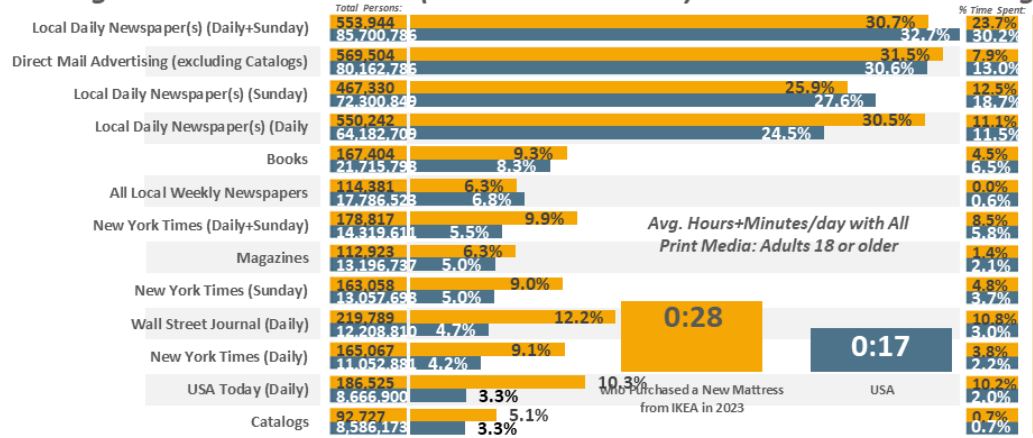
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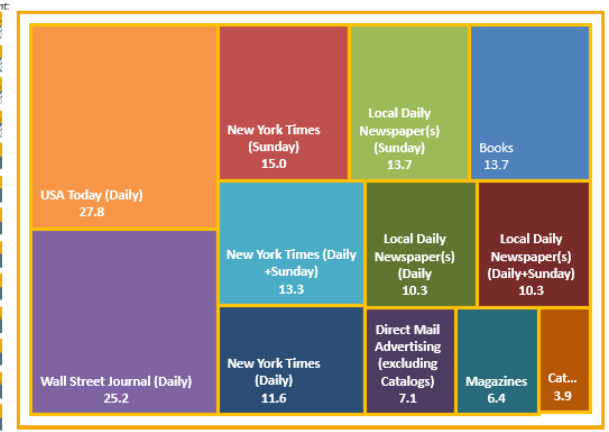
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Mattress Firm

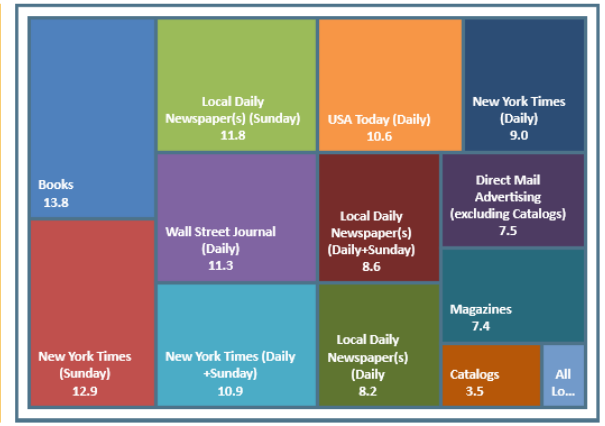
553,944 or 30.7% of Adults 18 or older who Purchased a New Mattress from IKEA in 2023 read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 24.8% of all time spent daily with All forms of Print Media.

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

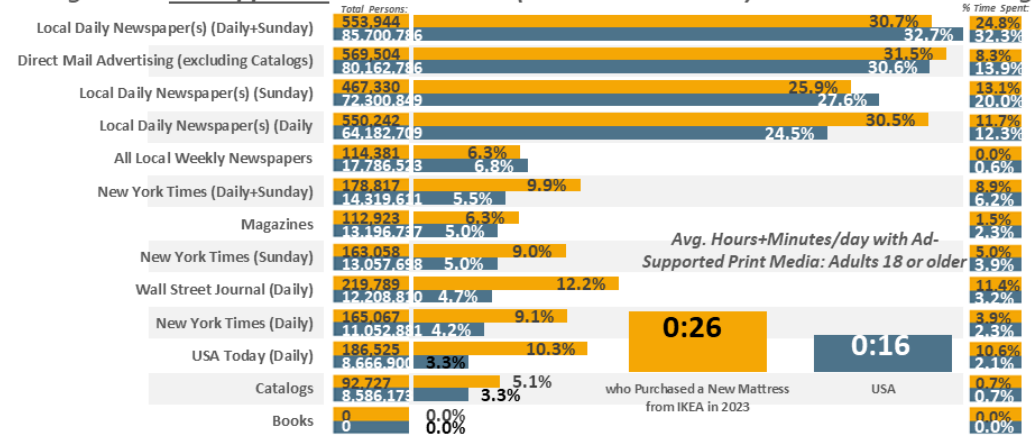


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

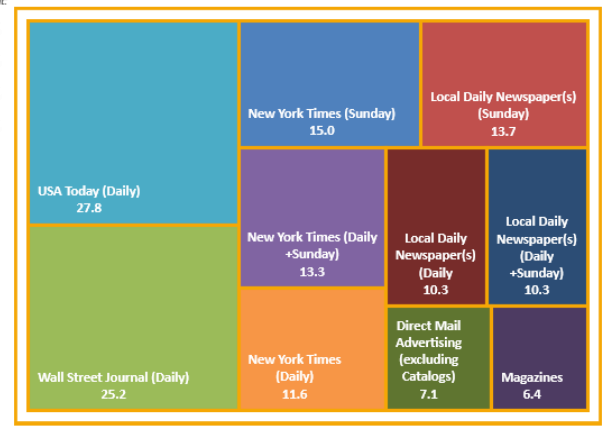


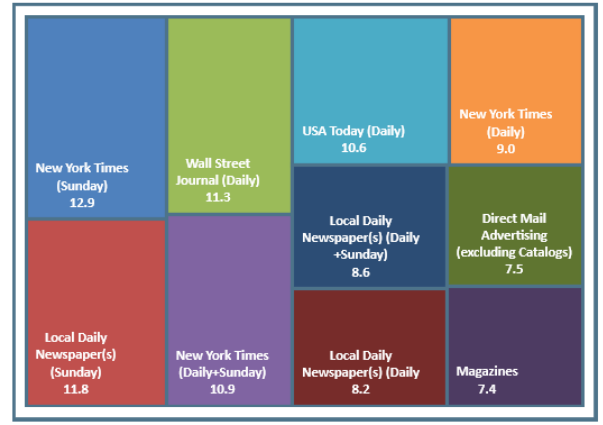


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 257

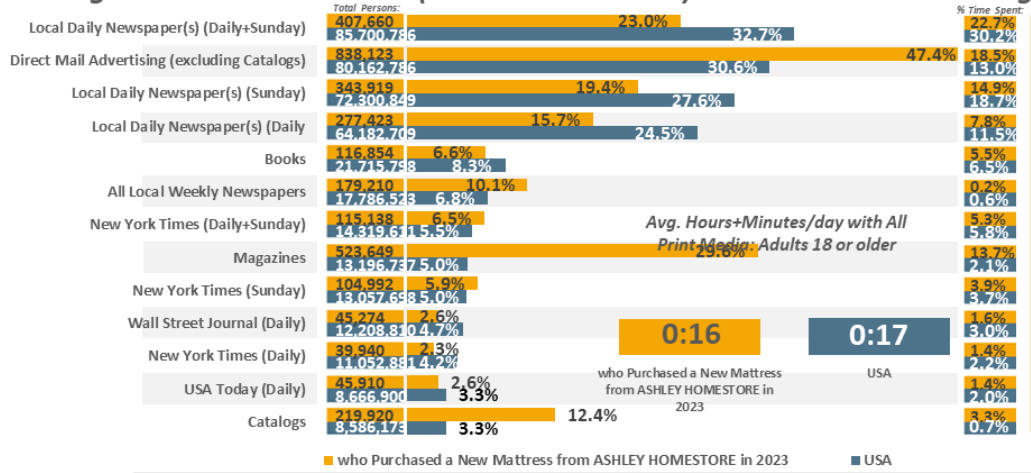
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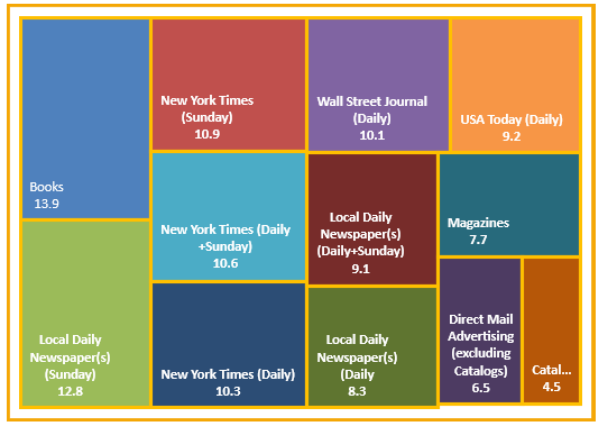
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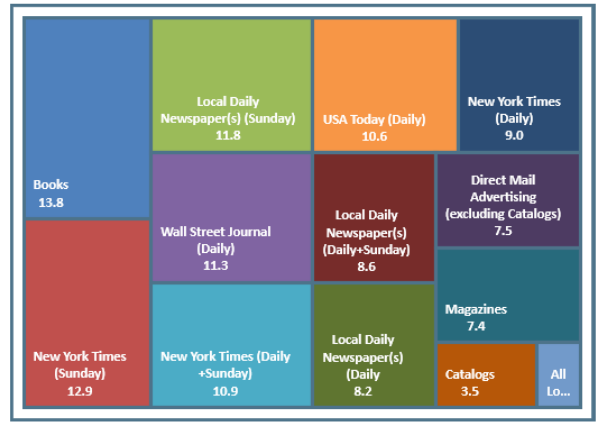
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): IKEA

407,660 or 23.% of Adults 18 or older who Purchased a New Mattress from ASHLEY HOMESTORE in 2023 read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 24.% of all time spent daily with All forms of Print Media.

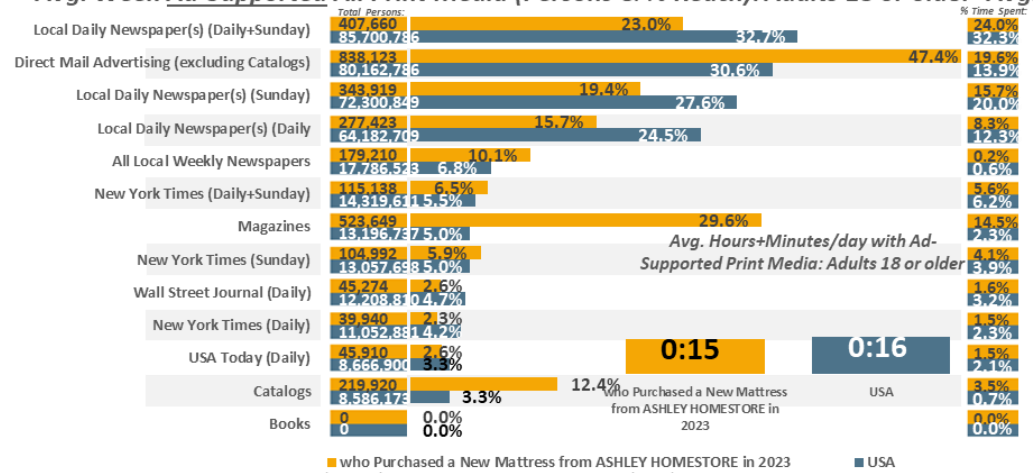
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

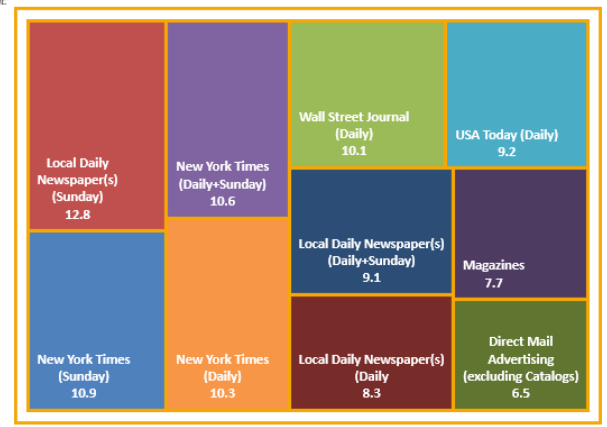


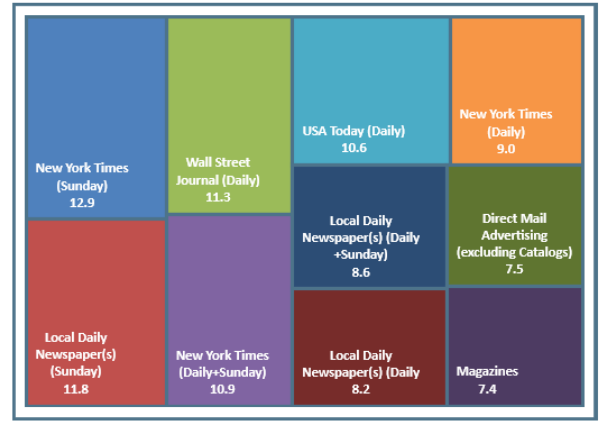




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 77

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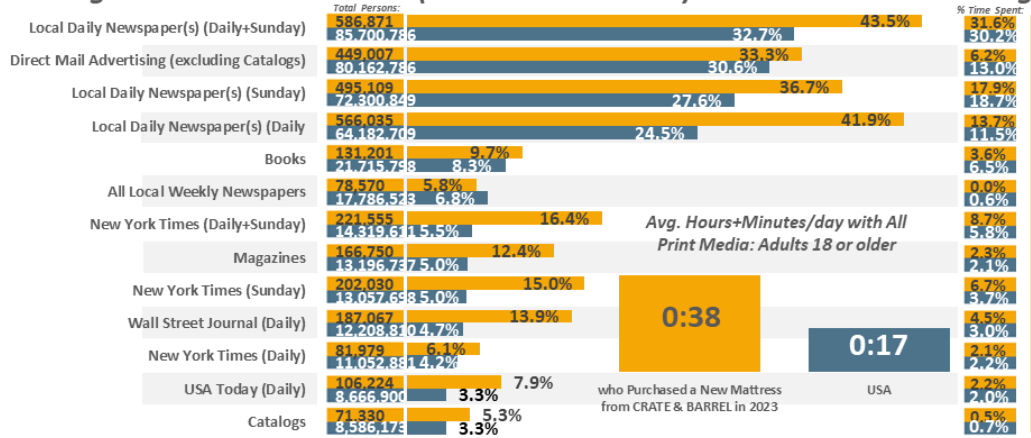
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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Ashley HomeStore

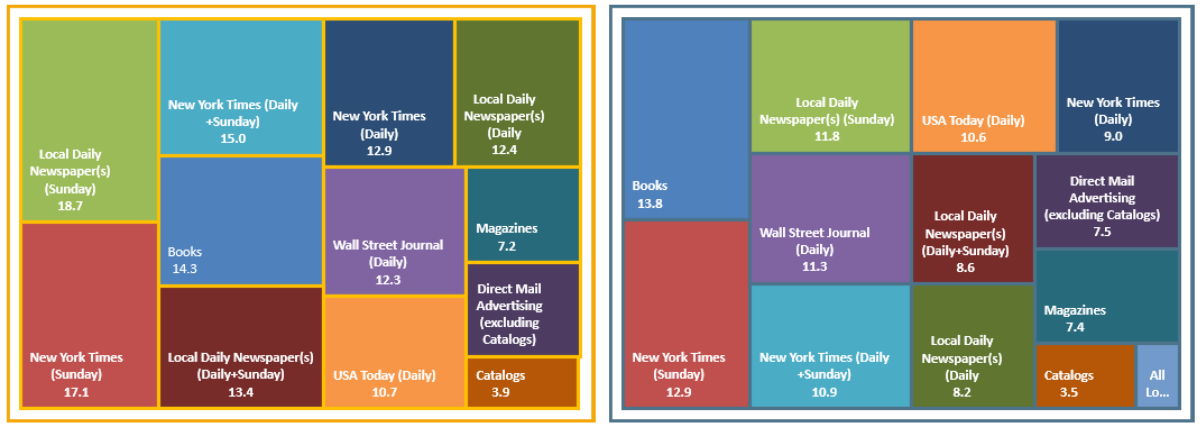
Crate&Barrel

586,871 or 43.5% of Adults 18 or older who Purchased a New Mattress from CRATE & BARREL in 2023 read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.4 minutes every day representing 32.8% of all time spent daily with All forms of Print Media

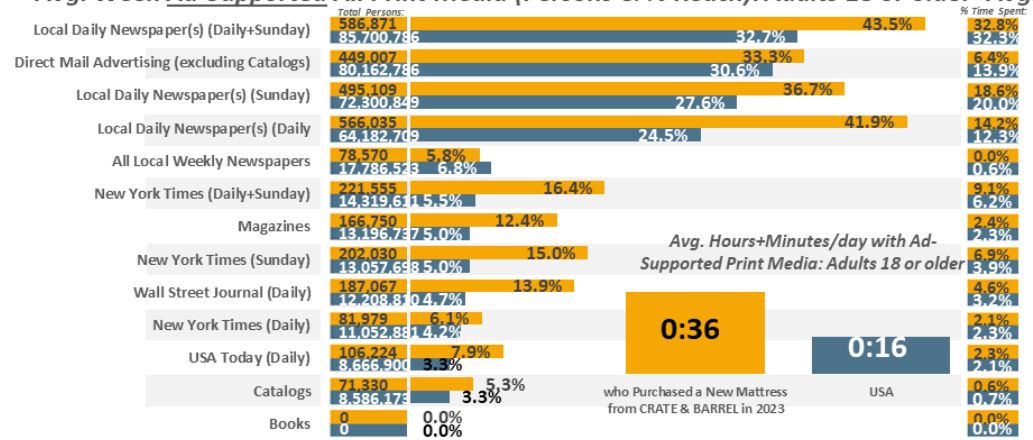
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



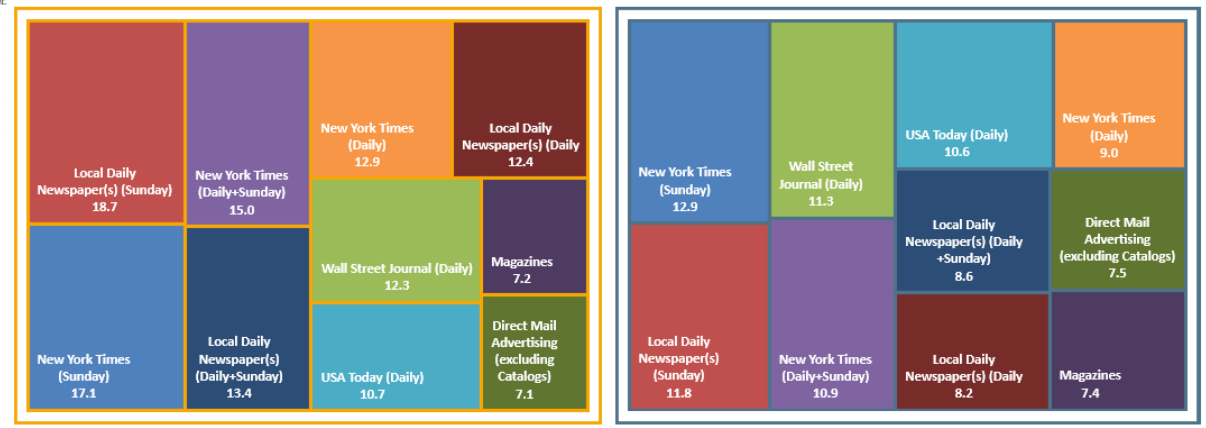
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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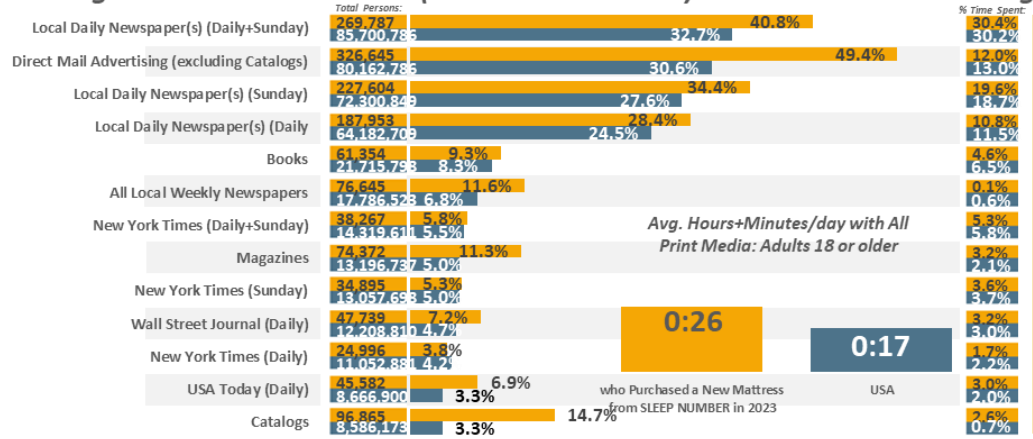
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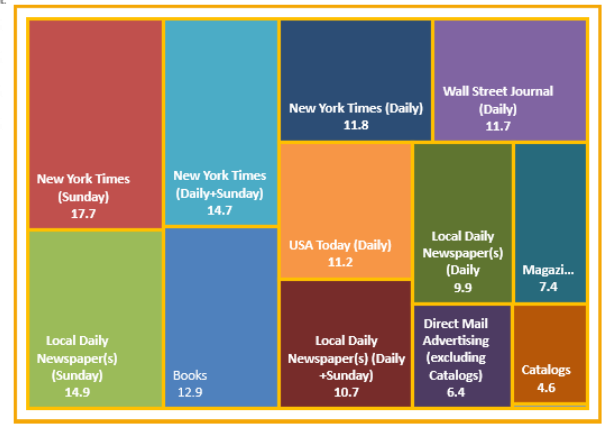
Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Crate & Barrel

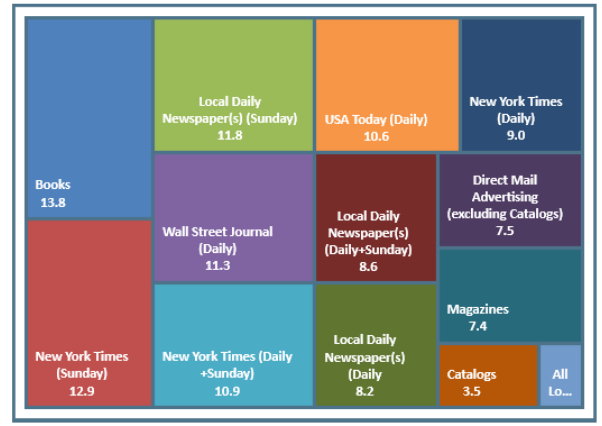
269,787 or 40.8% of Adults 18 or older who Purchased a New Mattress from SLEEP NUMBER in 2023 read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

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

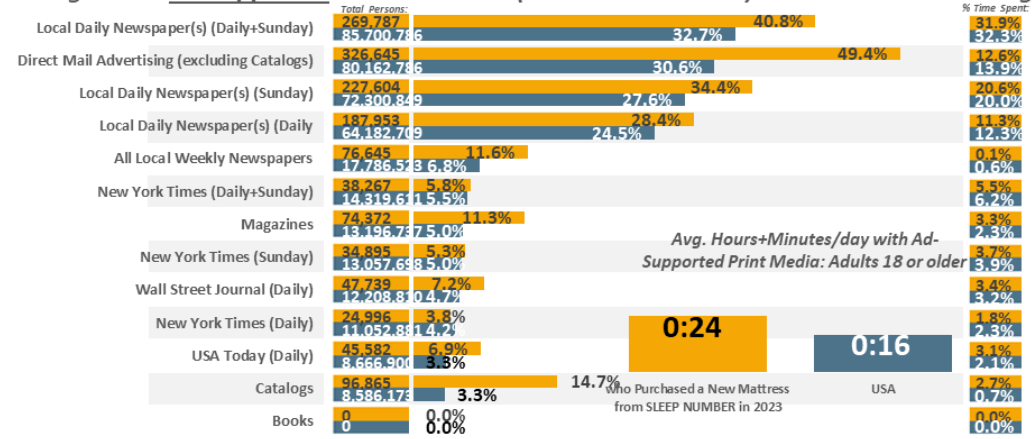


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

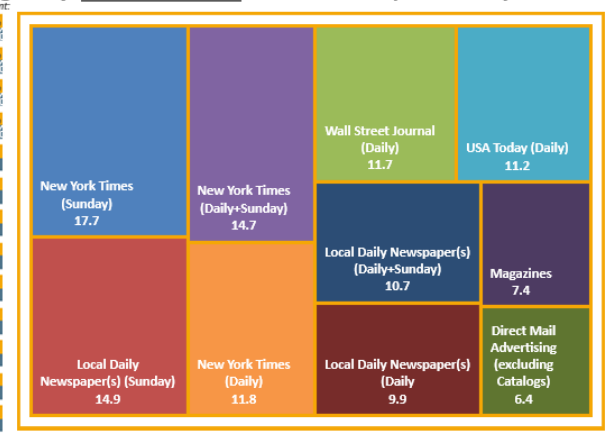




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 37

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Household items bought past 12 months (HHLD): Mattress AND Furniture/mattress:Stores bought past 12 months (HHLD): Sleep Number