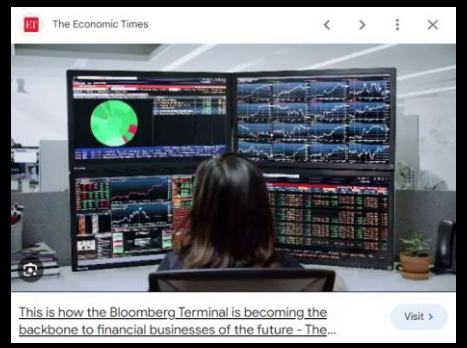
USA – 5 Demographics who Bought Items at HOMEGOODS in the past 3 months!

Complete Demographic & Media Use Profiles



HomeGoods®

Complete Demographic, Psychographic, and Total Media Usage Profiles of P25-54, W25-54, M25-54, P35-64, P50+ who Purchased Items at HOMEGOODS in the past 3 months as of April 2024!





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

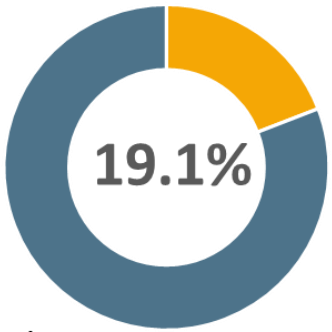
HUBBARD BROADCASTING INC. HB INC.

Stores/services bought past 3 months: HomeGoods

HomeGoods® **P25-54**

19.1% or 24,836,698 of USA Adults 25 - 54 purchased items at HOMEGOODS in the past 3 months. Typical Adults 25 - 54 who purchased items at HOMEGOODS in the past 3 months are 40.5 years old (1.1% older than average) and have a $111,167 (11.5% higher than average) annual household income.

Percent of Market: Adults 25 - 54



- who purchased items at HOMEGOODS in the past 3 months
- Remainder of USA Metro

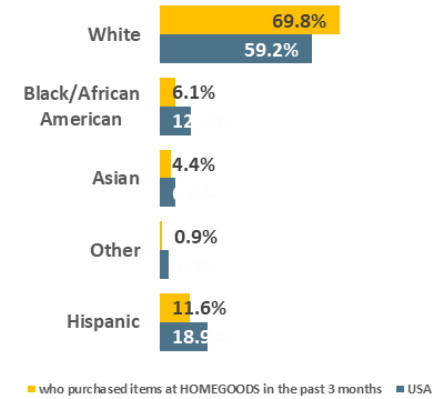
Total Persons:

24,836,698	104,959,118

Gender of Target vs. Market: Adults 25 - 54

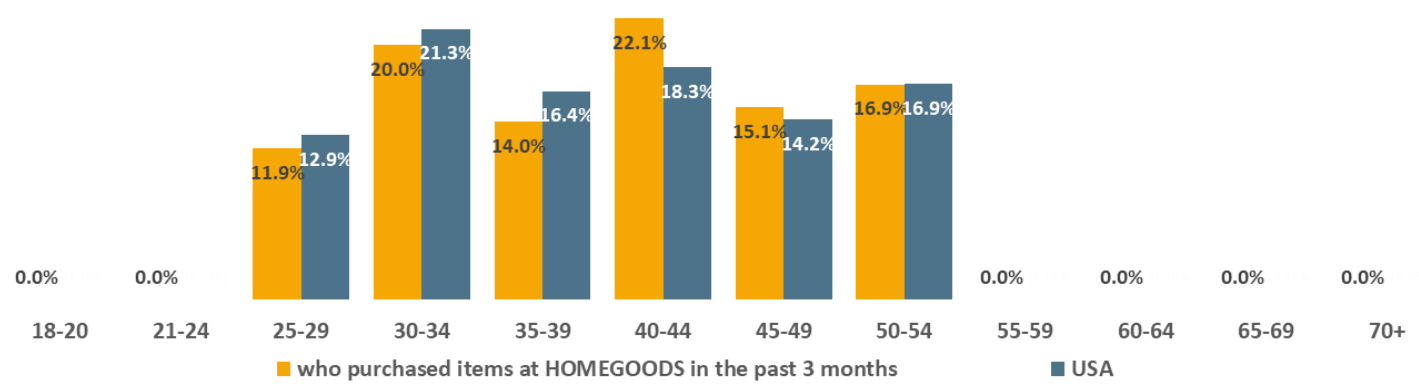
	Men	Men	Women	Women
%M vs. %F:	43.8%	50.1%	56.2%	49.9%
Average Age:	40.5	39.9	40.5	40.1
# Persons:	10,887,314	65,030,439	13,949,384	64,765,378

Ethnicity of Target vs. Market:

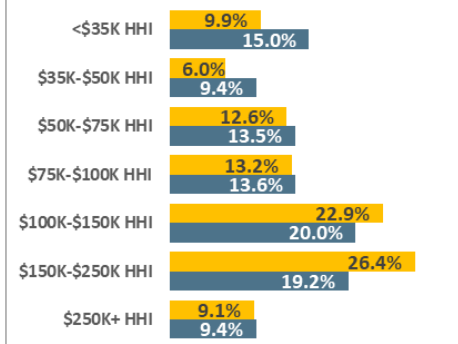


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 25 - 54
who purchased items at HOMEGOODS in the past 3 months	40.5
USA	40.0



HHI of Target vs. Market:



Avg HHI:	$111,167	$99,683

USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,173*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

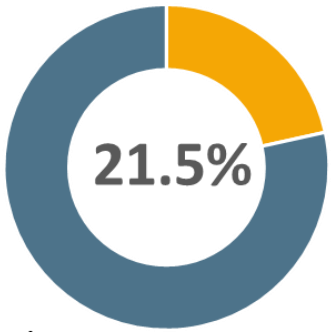
Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*

Stores/services bought past 3 months: HomeGoods

HomeGoods W25-54

21.5% or 13,949,384 of USA Women 25 - 54 purchased items at HOMEGOODS in the past 3 months.
Typical Women 25 - 54 who purchased items at HOMEGOODS in the past 3 months are 40.5 years old (.9% older than average) and have a $109,670 (21.9% higher than average) annual household income.

Percent of Market: Women 25 - 54

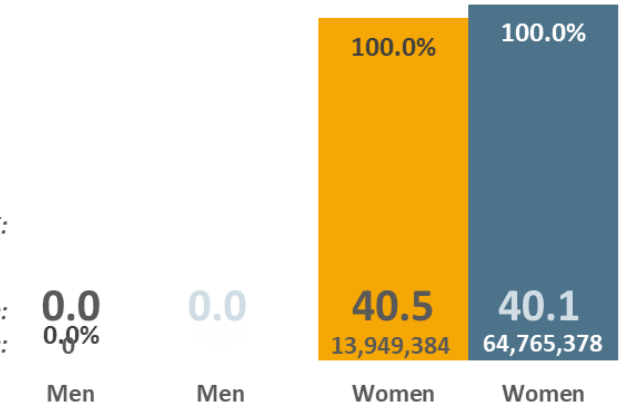


- who purchased items at HOMEGOODS in the past 3 months
- Remainder of USA Metro

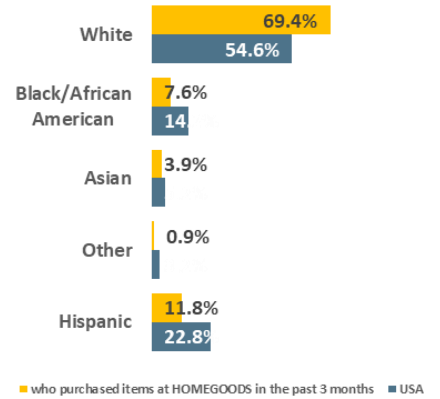
Total Persons:



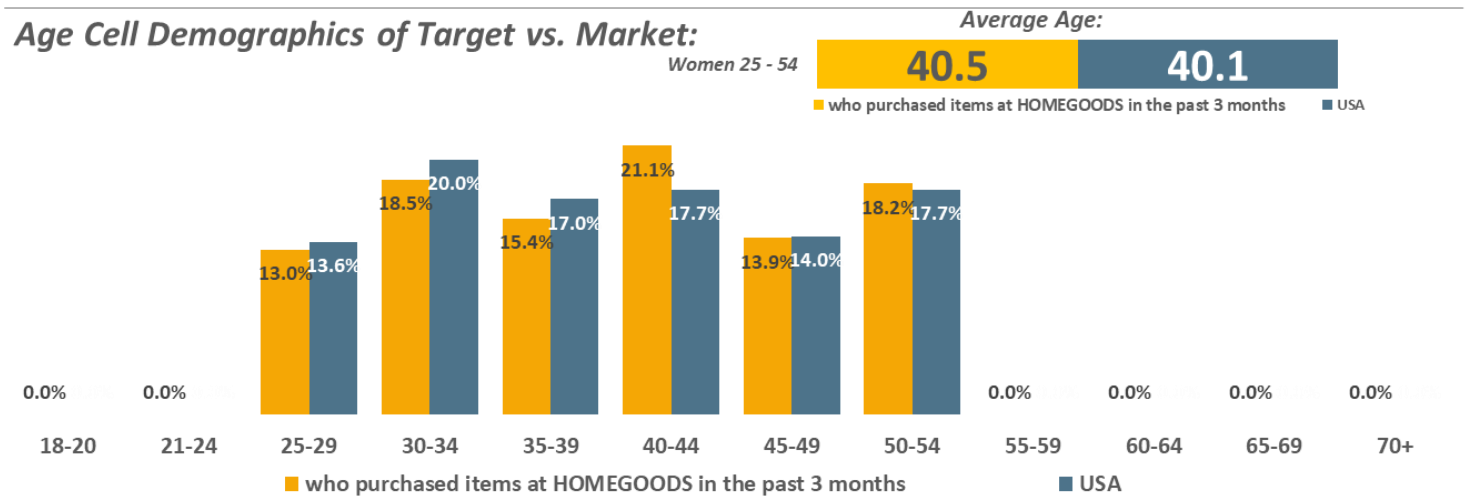
Gender of Target vs. Market: Women 25 - 54



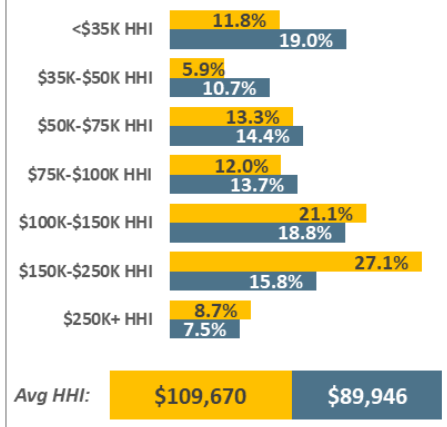
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $109,670 | $89,946

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

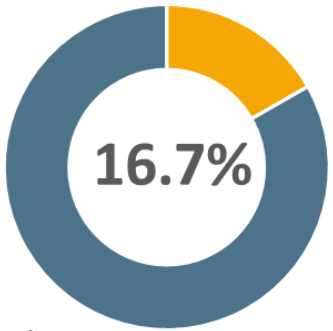
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

Stores/services bought past 3 months: HomeGoods

HomeGoods® **M25-54**

16.7% or 10,887,314 of USA Men 25 - 54 purchased items at HOMEGOODS in the past 3 months.
Typical Men 25 - 54 who purchased items at HOMEGOODS in the past 3 months are 40.5 years old (1.3% older than average) and have a $113,084 (3.4% higher than average) annual household income.

Percent of Market: Men 25 - 54

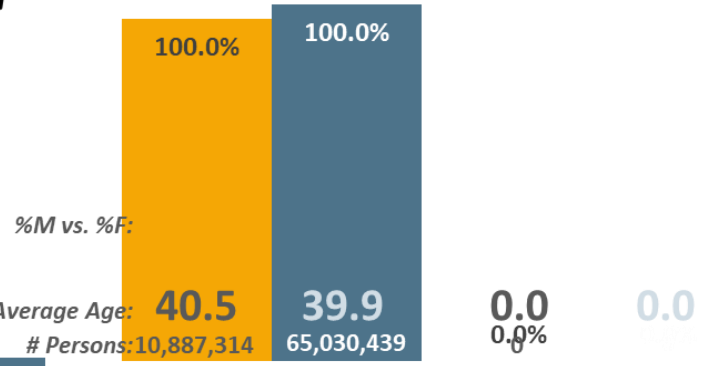


- who purchased items at HOMEGOODS in the past 3 months
- Remainder of USA Metro

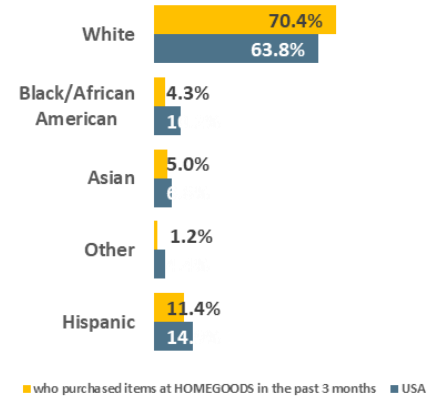
Total Persons:



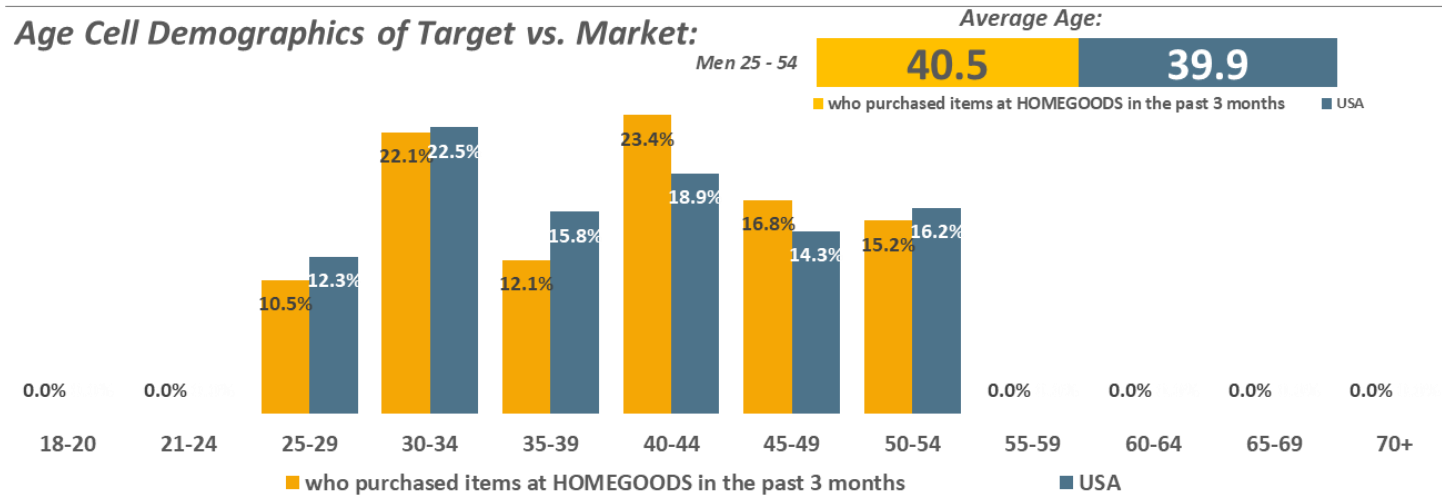
Gender of Target vs. Market: Men 25 - 54



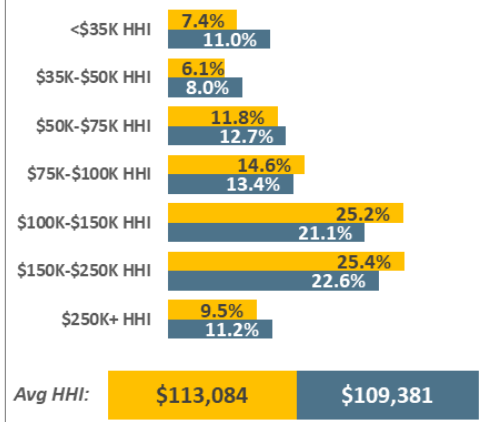
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $113,084 | $109,381

USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,173*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

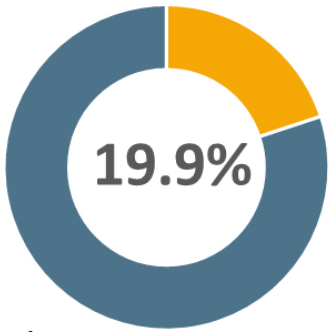
Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*

Stores/services bought past 3 months: HomeGoods

HomeGoods® **P35-64**

19.9% or 25,411,118 of USA Adults 35 - 64 purchased items at HOMEGOODS in the past 3 months.
Typical Adults 35 - 64 who purchased items at HOMEGOODS in the past 3 months are 50.4 years old (1.% older than average) and have a $115,799 (14.3% higher than average) annual household income.

Percent of Market: Adults 35 - 64



- who purchased items at HOMEGOODS in the past 3 months
- Remainder of USA Metro

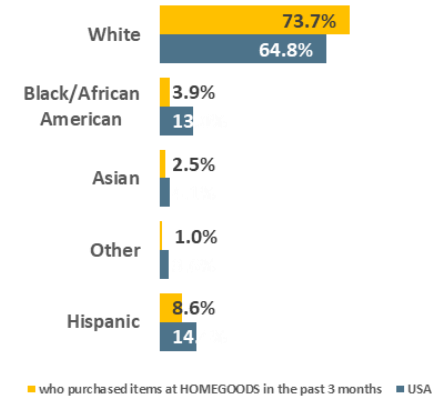
Total Persons:

25,411,118	102,076,273

Gender of Target vs. Market: Adults 35 - 64

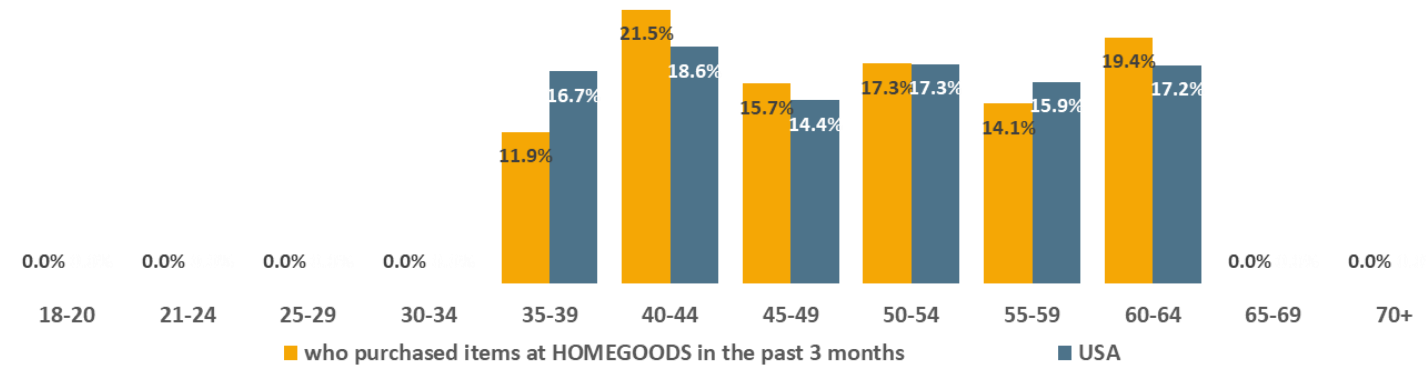
	Men	Men	Women	Women
%M vs. %F:	43.0%	49.3%	57.0%	50.7%
Average Age:	50.4	49.8	50.4	50.0
# Persons:	10,930,754	62,838,092	14,480,364	64,649,298

Ethnicity of Target vs. Market:

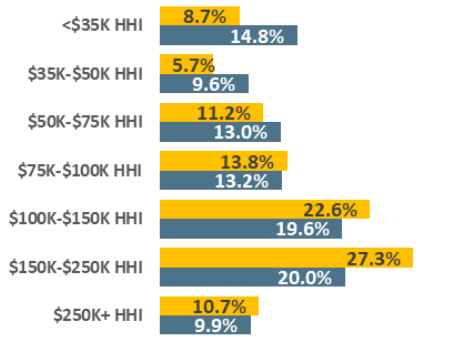


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 35 - 64
	50.4
who purchased items at HOMEGOODS in the past 3 months	49.9
USA	



HHI of Target vs. Market:



Avg HHI:	$115,799	$101,314

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

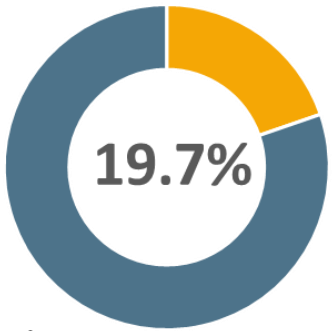
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

Stores/services bought past 3 months: HomeGoods

HomeGoods® **P50+**

19.7% or 24,506,251 of USA Adults 50 or older purchased items at HOMEGOODS in the past 3 months. Typical Adults 50 or older who purchased items at HOMEGOODS in the past 3 months are 66.7 years old (1.8% older than average) and have a $94,302 (11.% higher than average) annual household income.

Percent of Market: Adults 50 or older

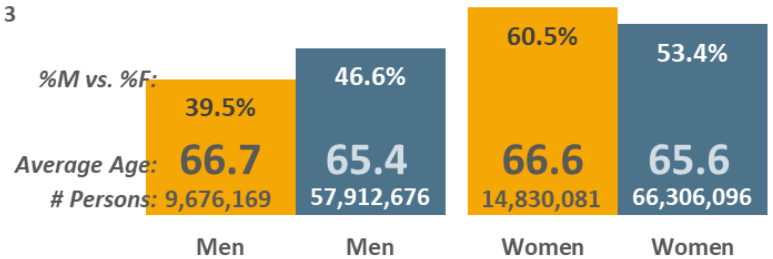


- who purchased items at HOMEGOODS in the past 3 months
- Remainder of USA Metro

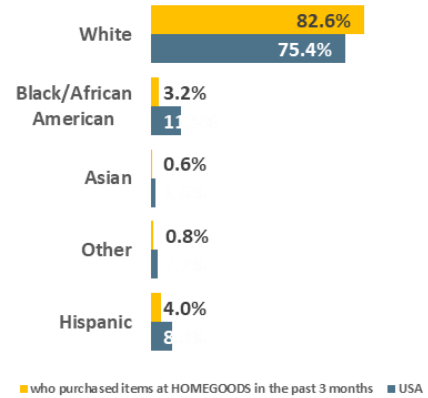
Total Persons:



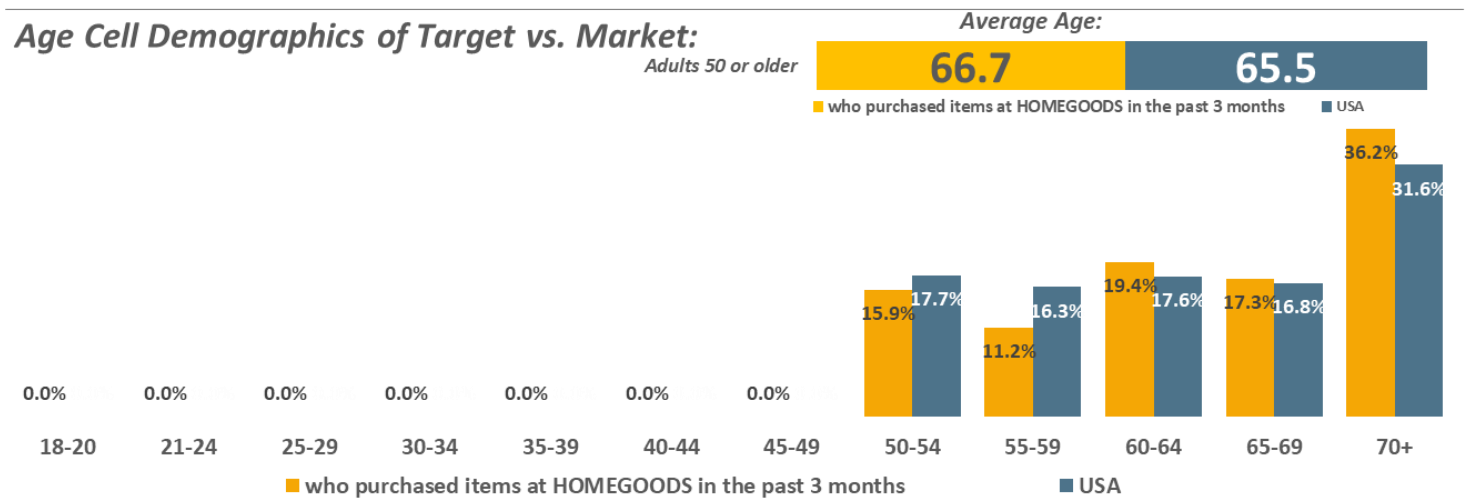
Gender of Target vs. Market: Adults 50 or older



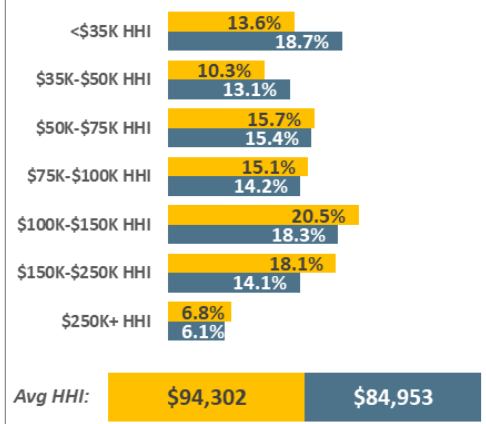
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

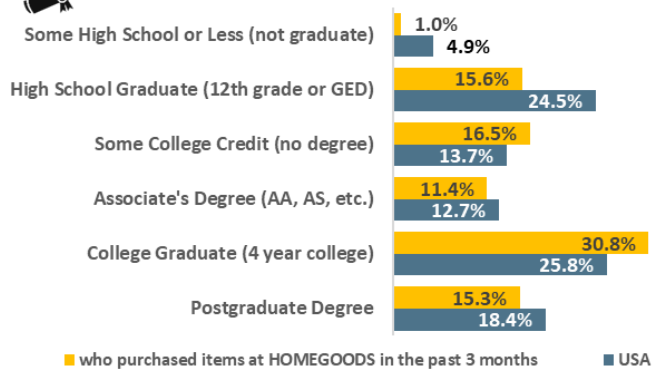
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

Stores/services bought past 3 months: HomeGoods

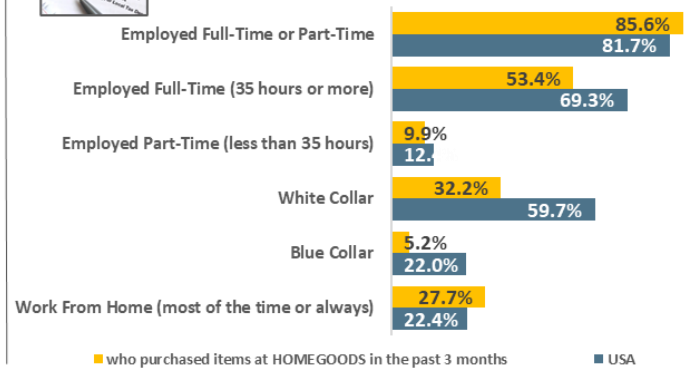
HomeGoods P25-54

19.1% or 24,836,698 of USA Adults 25 - 54 purchased items at HOMEGOODS in the past 3 months.
Adults 25 - 54 who purchased items at HOMEGOODS in the past 3 months are 4.3% more likely to be a college graduate, 22.9% less likely to work full-time, 9.4% more likely to be married, 3.7% less likely to be a parent of 1 or more children under 18.

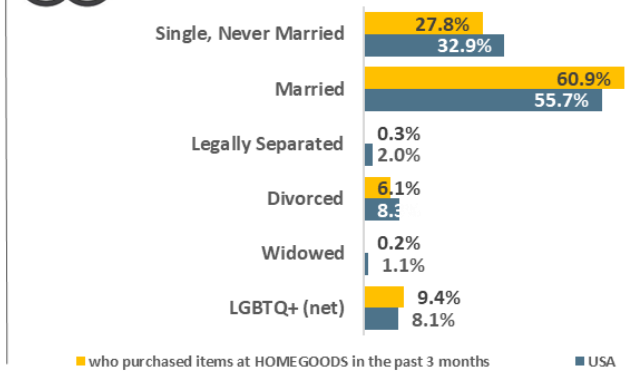
Education Levels: Adults 25 - 54



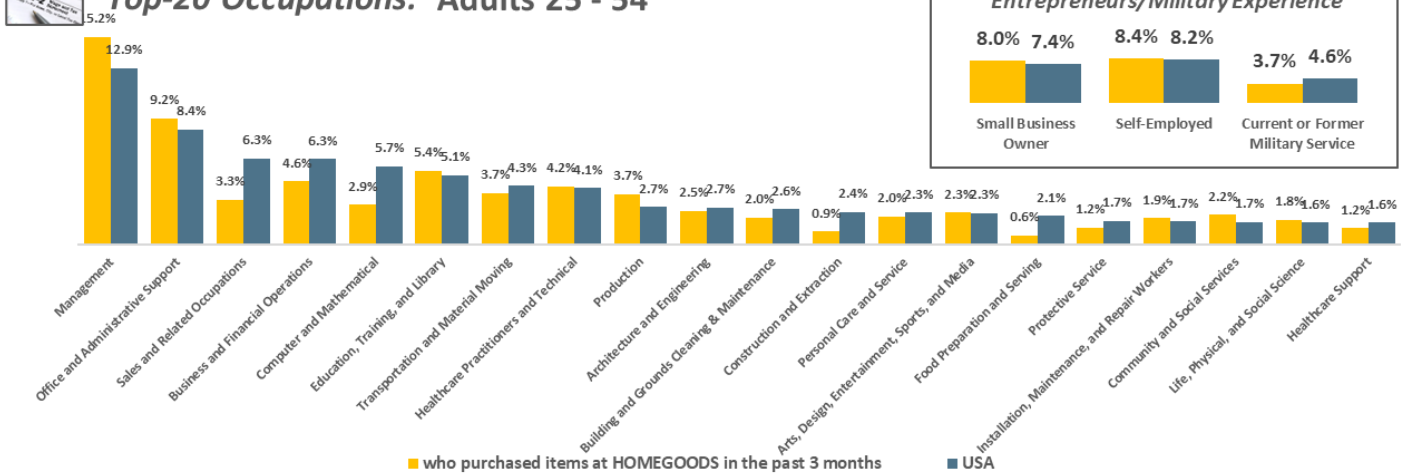
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

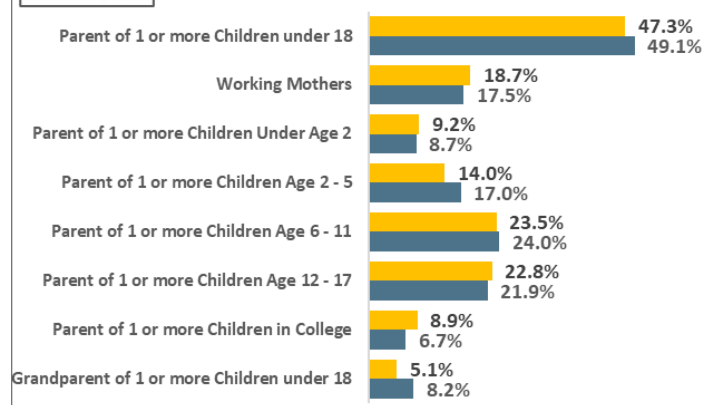


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

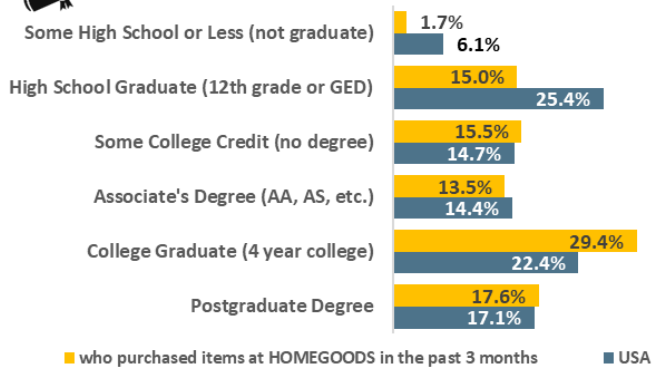
©

Stores/services bought past 3 months: HomeGoods

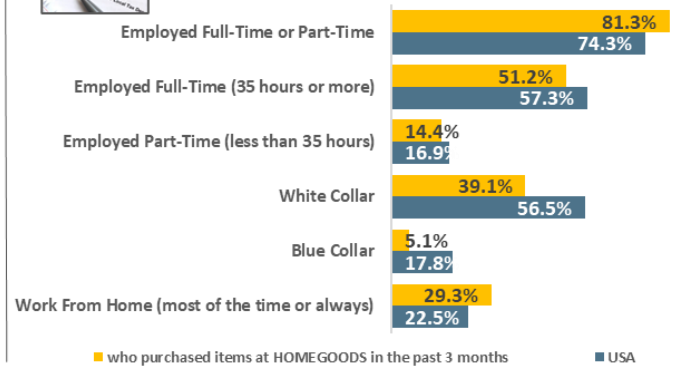
HomeGoods W25-54

21.5% or 13,949,384 of USA Women 25 - 54 purchased items at HOMEGOODS in the past 3 months. Women 25 - 54 who purchased items at HOMEGOODS in the past 3 months are 19.1% more likely to be a college graduate, 10.8% less likely to work full-time, 9.2% more likely to be married, 45.7% less likely to be a grandparent of 1 or more children under 18.

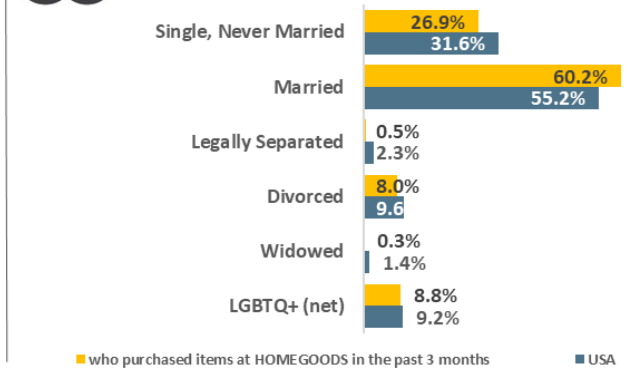
Education Levels: Women 25 - 54



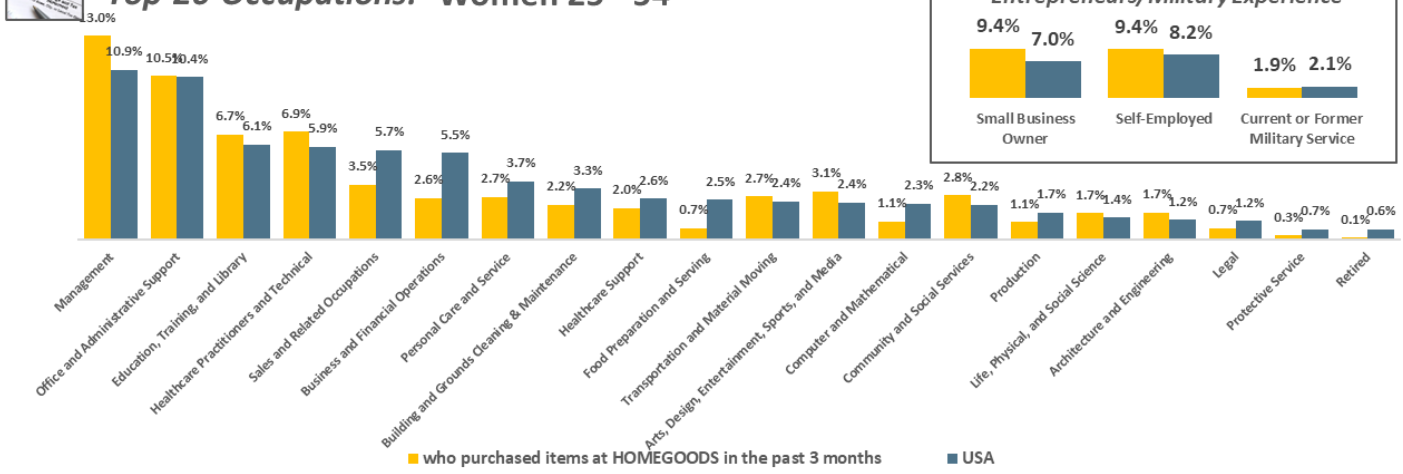
Employment: Women 25 - 54



Marital Status: Women 25 - 54

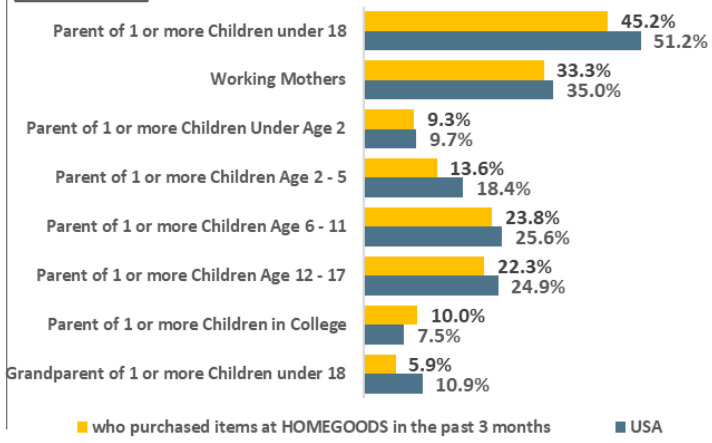


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

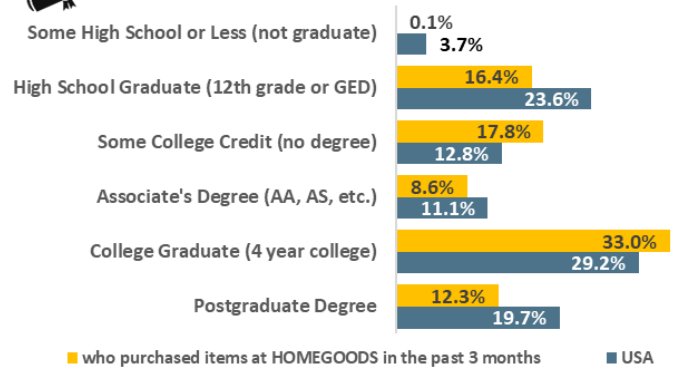
©

Stores/services bought past 3 months: HomeGoods

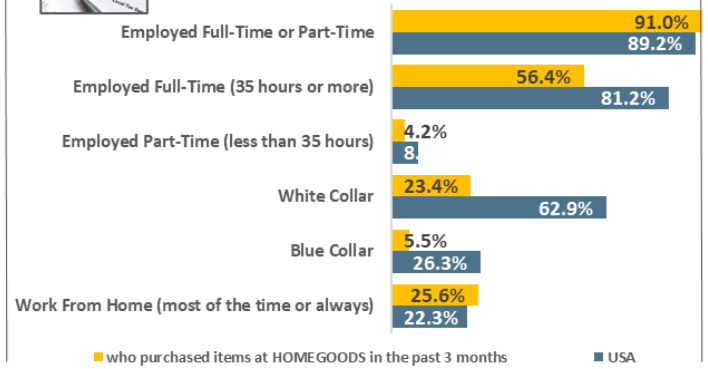
HomeGoods® M25-54

16.7% or 10,887,314 of USA Men 25 - 54 purchased items at HOMEGOODS in the past 3 months.
Men 25 - 54 who purchased items at HOMEGOODS in the past 3 months are 7.3% less likely to be a college graduate, 30.6% less likely to work full-time, 10.% more likely to be married, 6.4% more likely to be a parent of 1 or more children under 18.

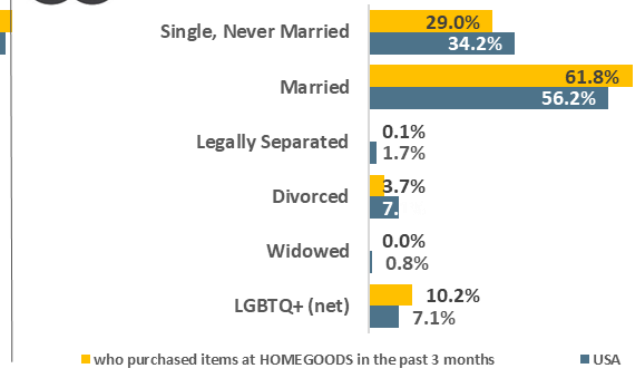
Education Levels: Men 25 - 54



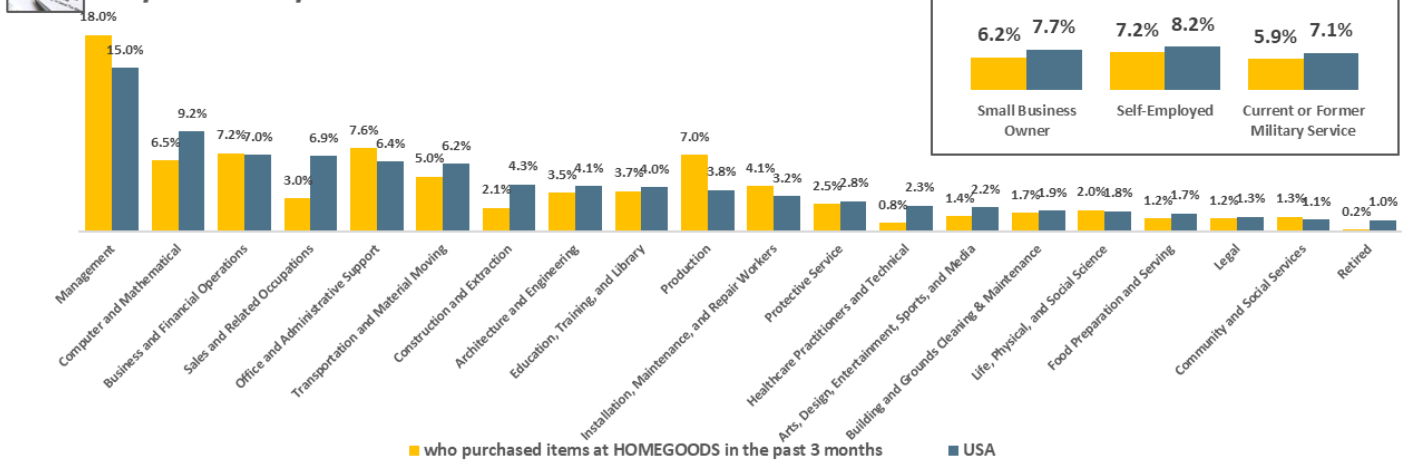
Employment: Men 25 - 54



Marital Status: Men 25 - 54

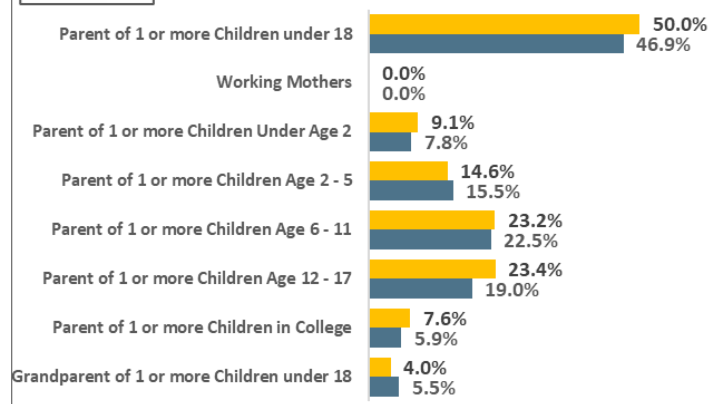


Top-20 Occupations: Men 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Men 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

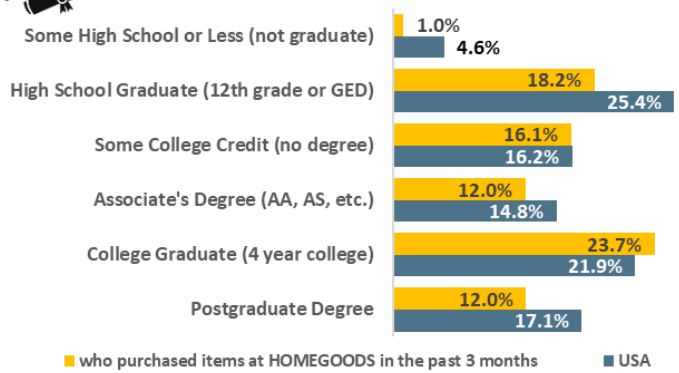
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

Stores/services bought past 3 months: HomeGoods

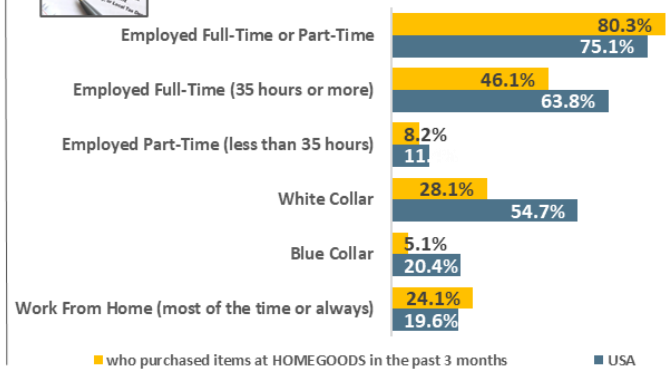
HomeGoods P35-64

19.9% or 25,411,118 of USA Adults 35 - 64 purchased items at HOMEGOODS in the past 3 months. Adults 35 - 64 who purchased items at HOMEGOODS in the past 3 months are 8.4% less likely to be a college graduate, 27.8% less likely to work full-time, 8.6% more likely to be married, 15.6% less likely to be a grandparent of 1 or more children under 18.

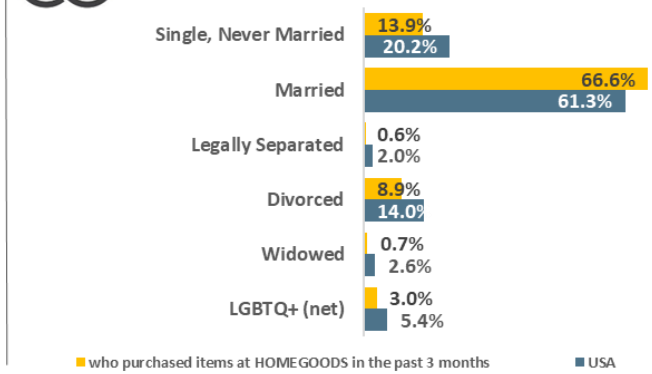
Education Levels: Adults 35 - 64



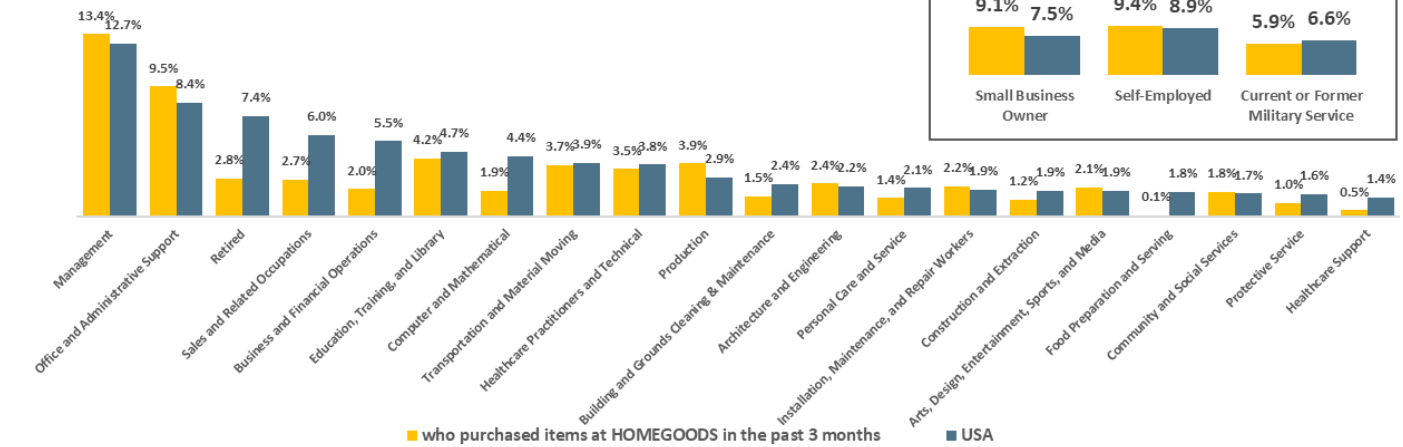
Employment: Adults 35 - 64



Marital Status: Adults 35 - 64

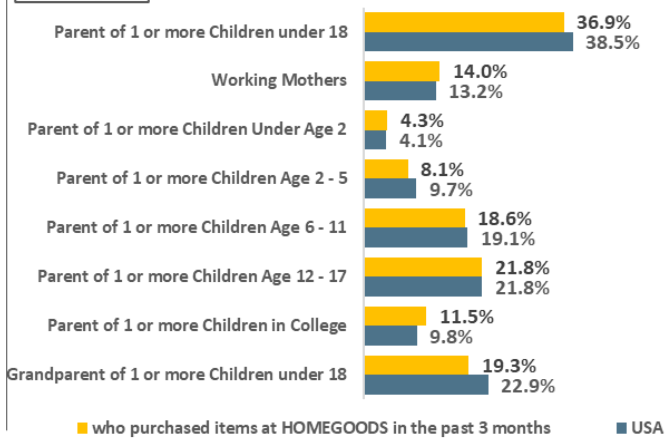


Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 35 - 64



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

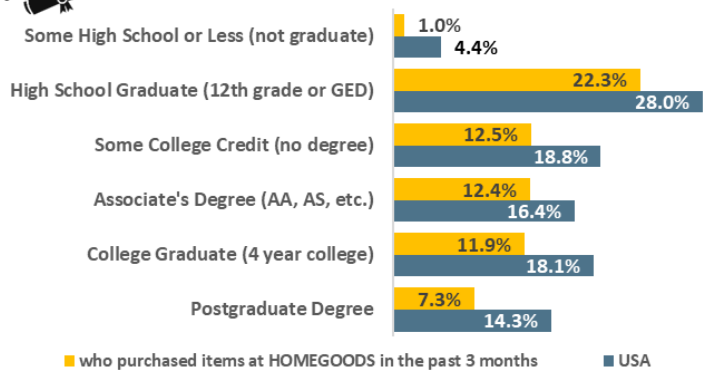
©

Stores/services bought past 3 months: HomeGoods

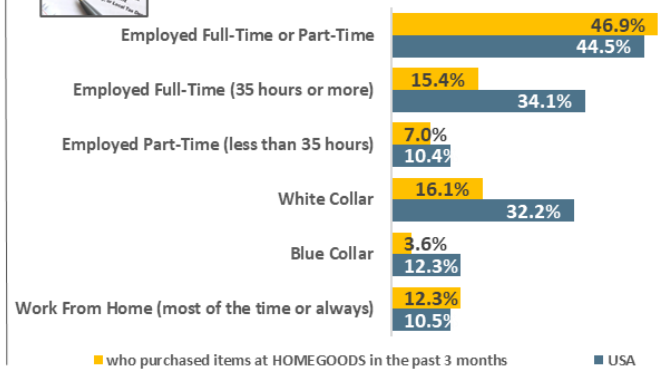
HomeGoods P50+

19.7% or 24,506,251 of USA Adults 50 or older purchased items at HOMEGOODS in the past 3 months. Adults 50 or older who purchased items at HOMEGOODS in the past 3 months are 40.8% less likely to be a college graduate, 54.9% less likely to work full-time, 4.3% more likely to be married, 3.% less likely to be a grandparent of 1 or more children under 1

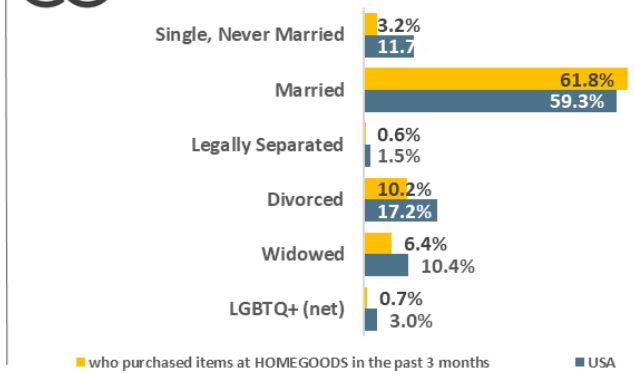
Education Levels: Adults 50 or older



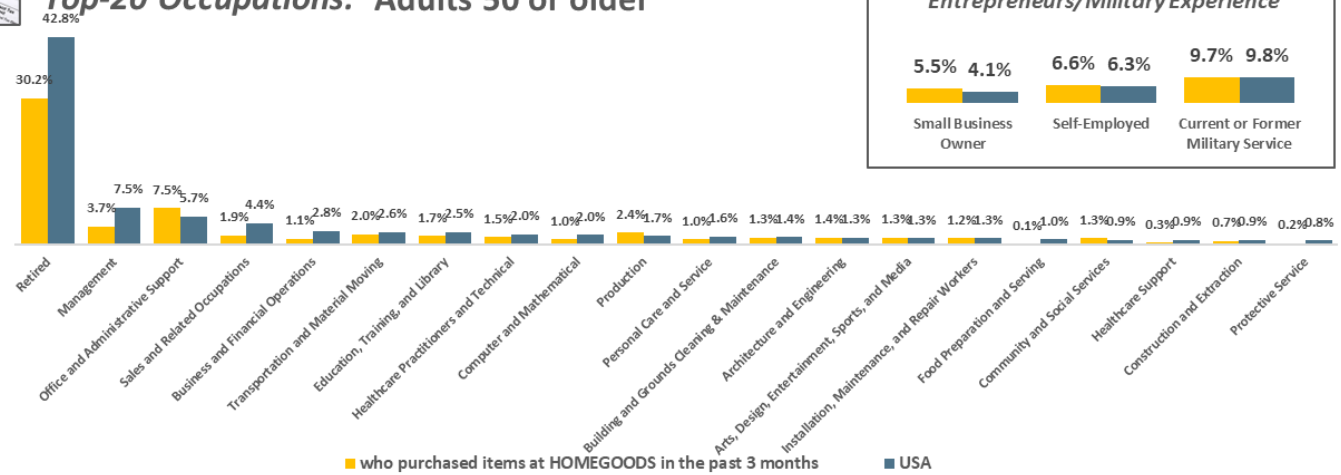
Employment: Adults 50 or older



Marital Status: Adults 50 or older

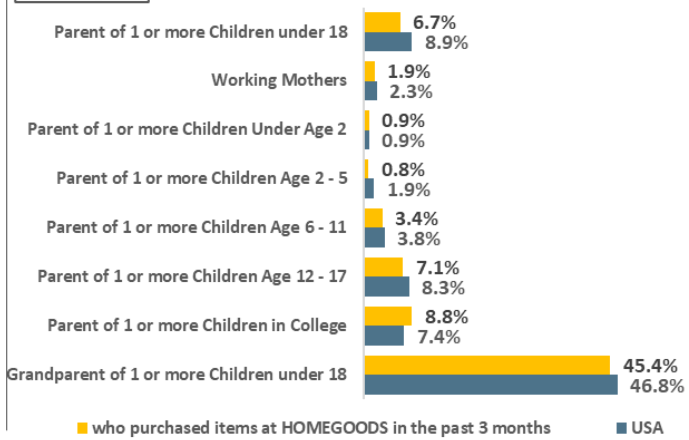


Top-20 Occupations: Adults 50 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 50 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

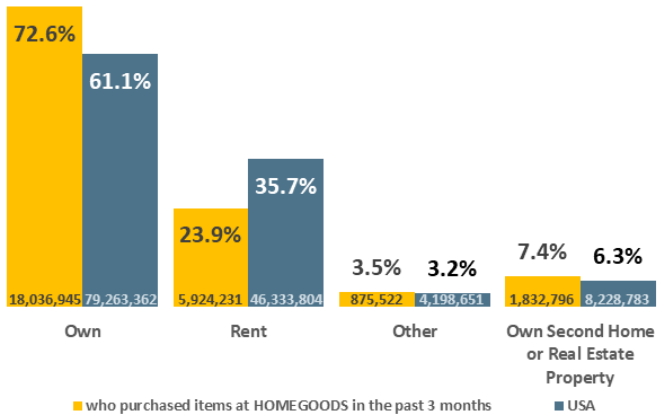
©

Stores/services bought past 3 months: HomeGoods

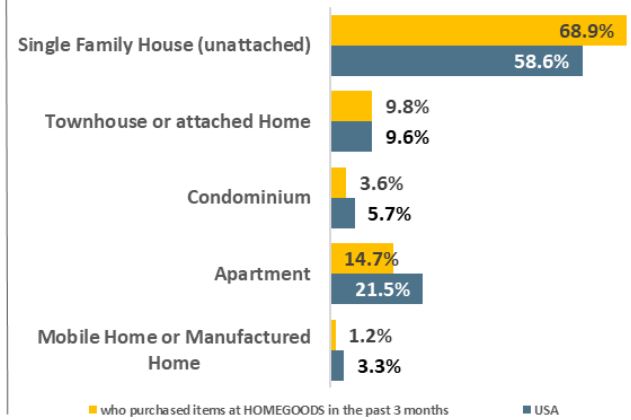
HomeGoods® P25-54

19.1% or 24,836,698 of USA Adults 25 - 54 purchased items at HOMEGOODS in the past 3 months.
Adults 25 - 54 who purchased items at HOMEGOODS in the past 3 months are 18.9% more likely to own their home, 12.5% more likely to own a higher valued home, 17.6% more likely to have a single-family home, 13.7% more likely to have a dog.

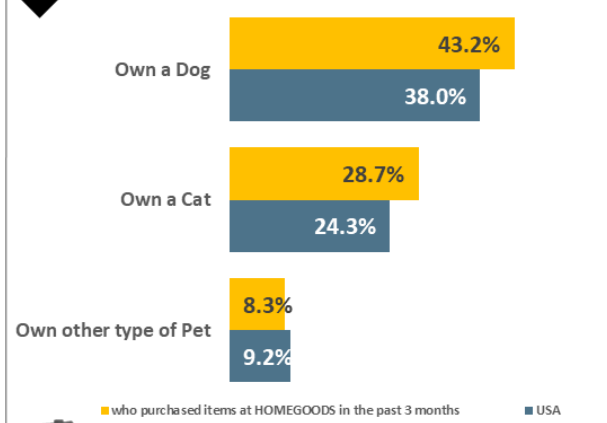
Own/Rent/Other: Adults 25 - 54



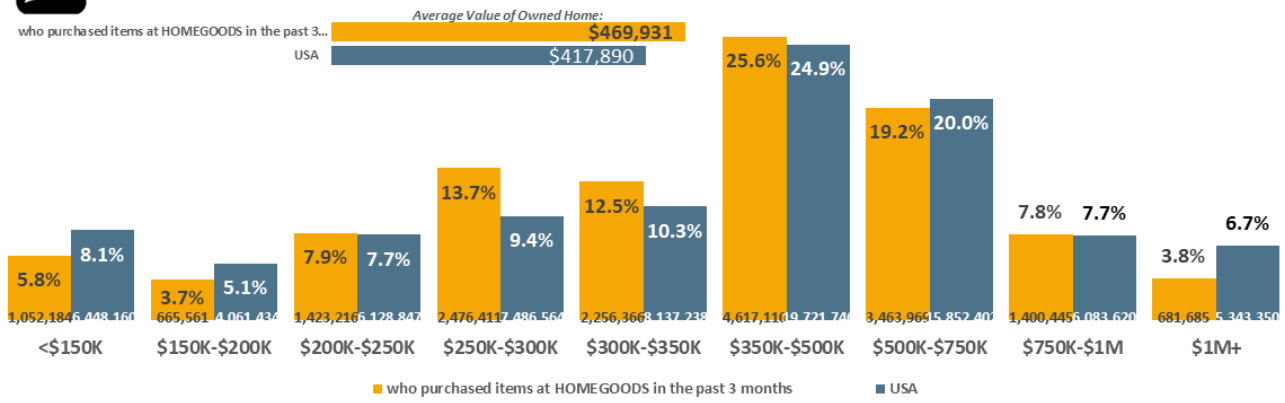
Type of Home: Adults 25 - 54



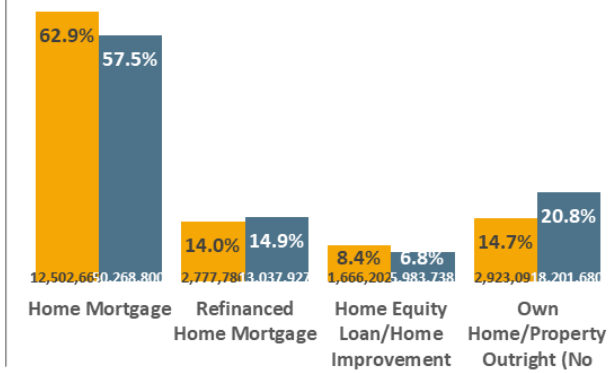
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,173*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Apr24 *USA Projection*

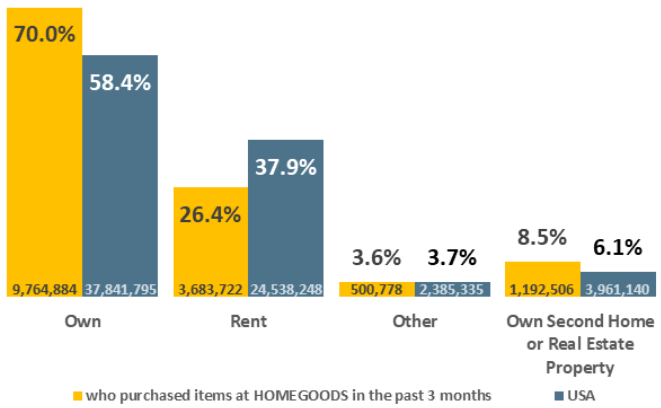
Scarborough R1 2024: Jan23-Apr24

Stores/services bought past 3 months: HomeGoods

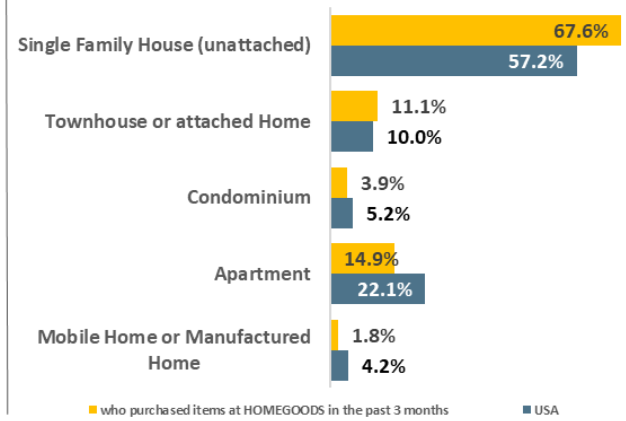
HomeGoods® W25-54

21.5% or 13,949,384 of USA Women 25 - 54 purchased items at HOMEGOODS in the past 3 months. Women 25 - 54 who purchased items at HOMEGOODS in the past 3 months are 19.8% more likely to own their home, 22.2% more likely to own a higher valued home, 18.1% more likely to have a single-family home, 13.2% more likely to have a dog.

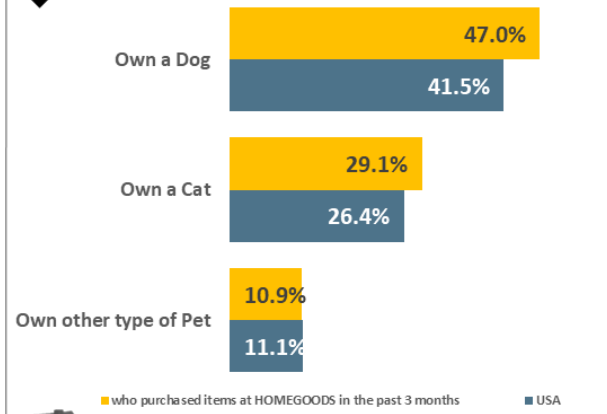
Own/Rent/Other: Women 25 - 54



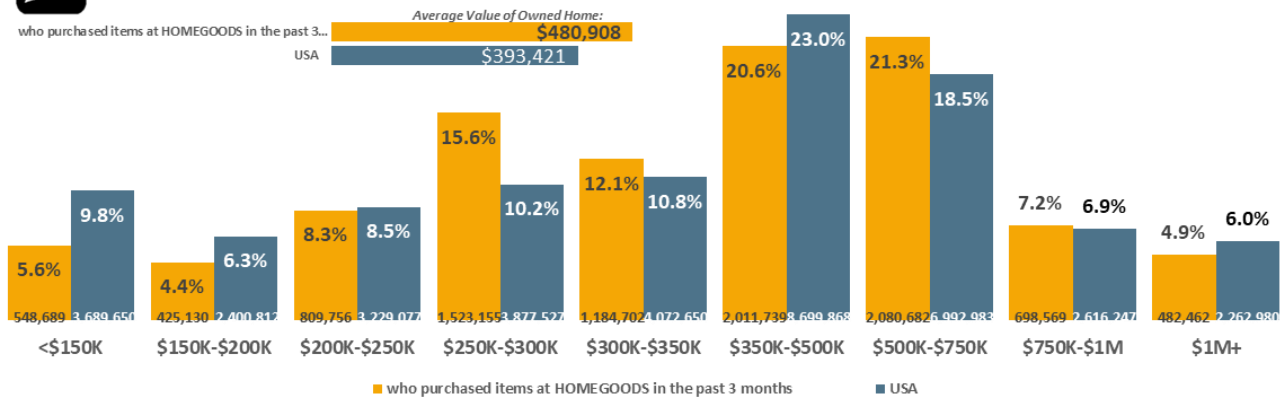
Type of Home: Women 25 - 54



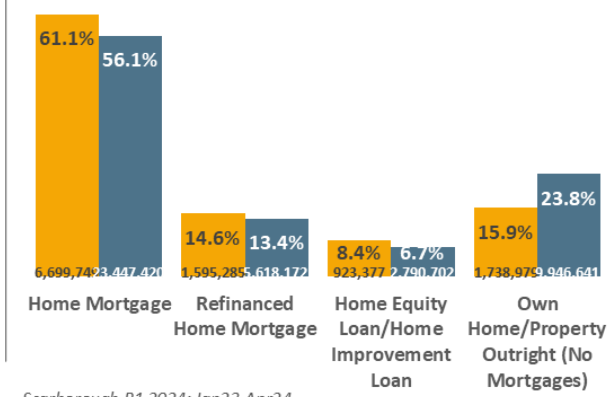
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,173*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

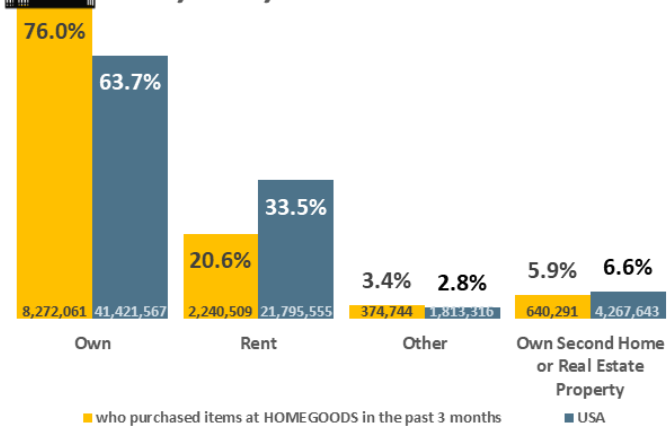
Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*

Stores/services bought past 3 months: HomeGoods

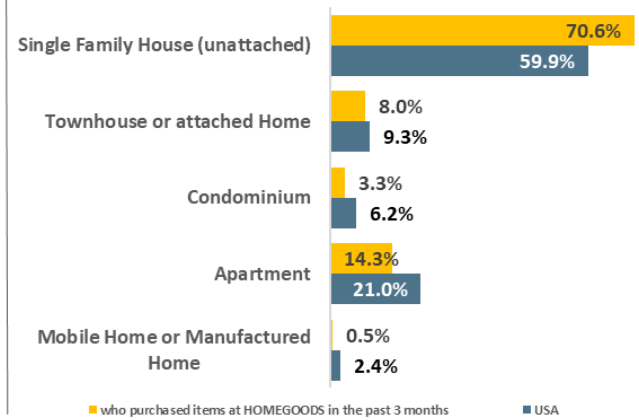
HomeGoods M25-54

16.7% or 10,887,314 of USA Men 25 - 54 purchased items at HOMEGOODS in the past 3 months.
Men 25 - 54 who purchased items at HOMEGOODS in the past 3 months are 19.3% more likely to own their home, 3.8% more likely to own a higher valued home, 17.8% more likely to have a single-family home, 11.2% more likely to have a dog.

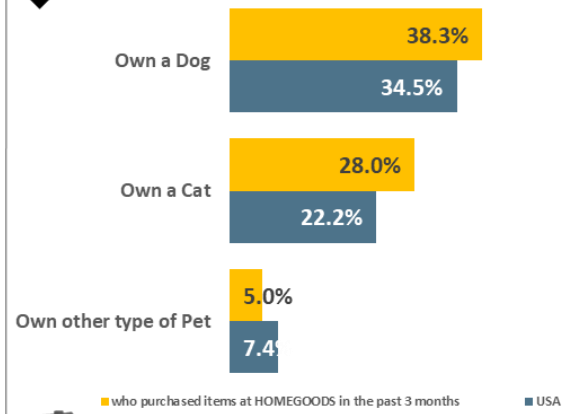
Own/Rent/Other: Men 25 - 54



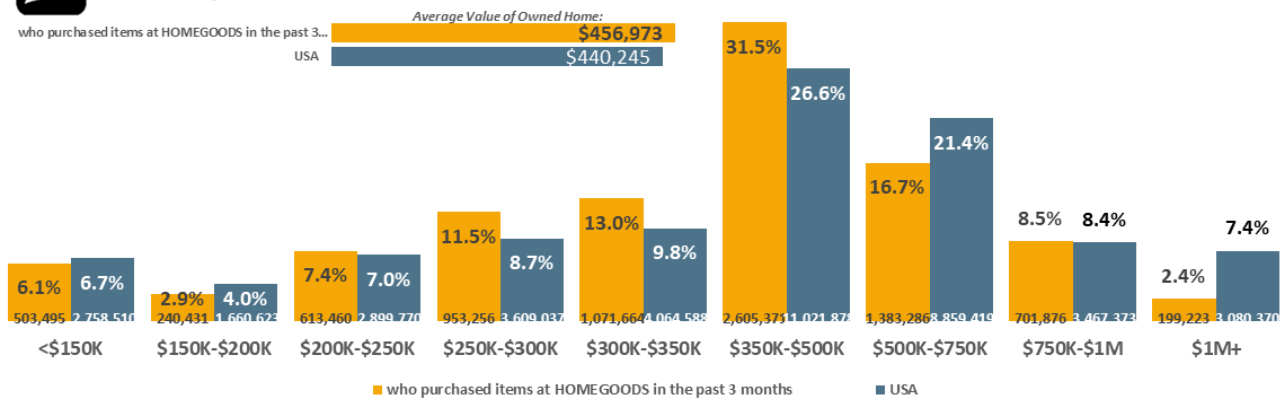
Type of Home: Men 25 - 54



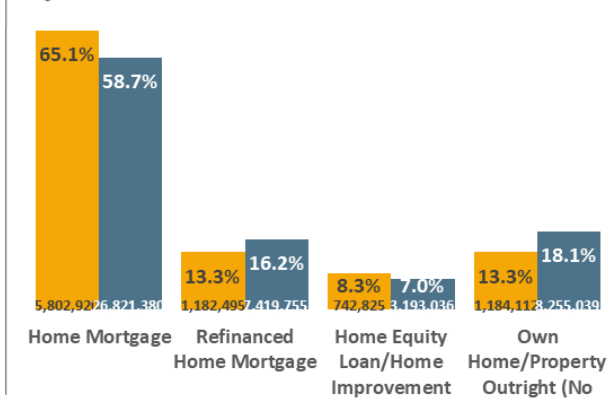
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Apr24 USA Projection

©

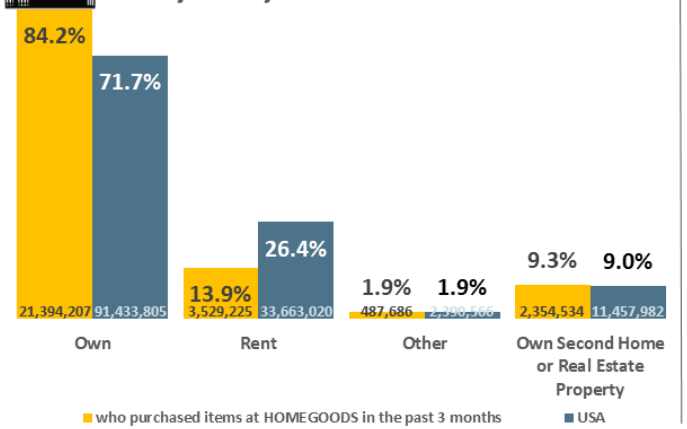
Scarborough R1 2024: Jan23-Apr24

Stores/services bought past 3 months: HomeGoods

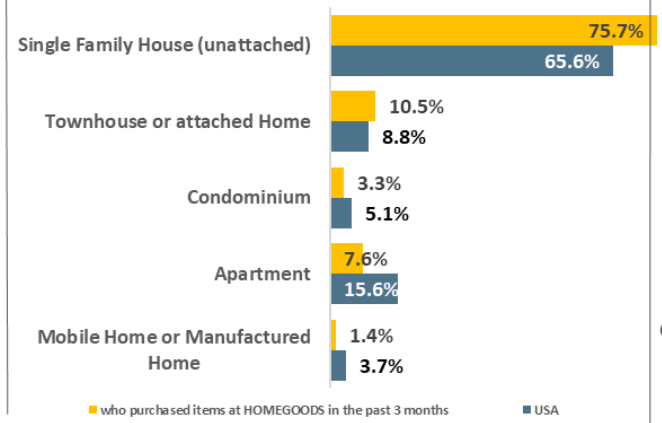
HomeGoods® **P35-64**

19.9% or 25,411,118 of USA Adults 35 - 64 purchased items at HOMEGOODS in the past 3 months.
Adults 35 - 64 who purchased items at HOMEGOODS in the past 3 months are 17.4% more likely to own their home, 14.3% more likely to own a higher valued home, 15.5% more likely to have a single-family home, 8.5% more likely to have a dog.

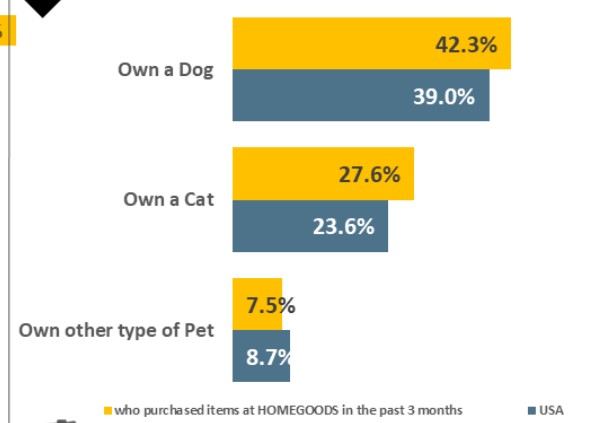
Own/Rent/Other: Adults 35 - 64



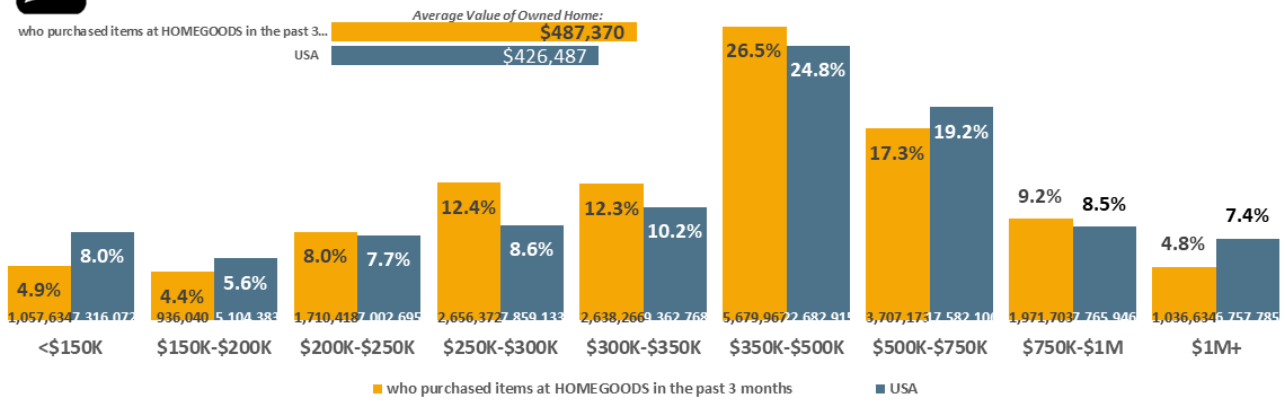
Type of Home: Adults 35 - 64



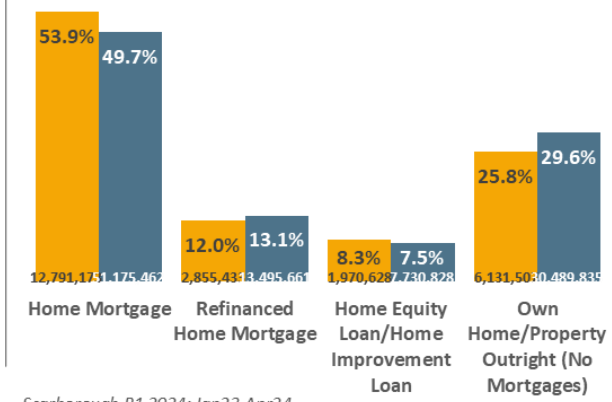
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,173*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Apr24 *USA Projection*

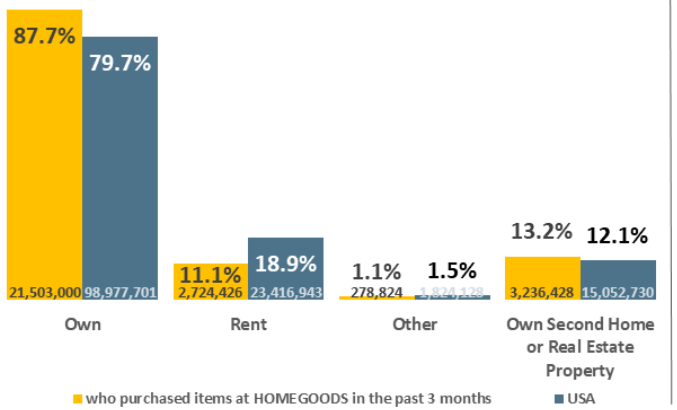
Scarborough R1 2024: Jan23-Apr24

Stores/services bought past 3 months: HomeGoods

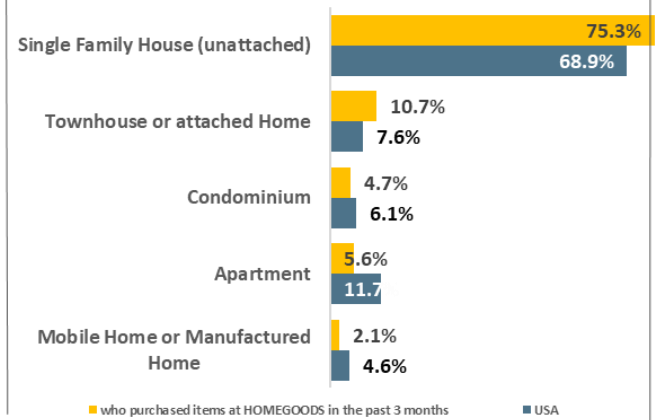
HomeGoods® **P50+**

19.7% or 24,506,251 of USA Adults 50 or older purchased items at HOMEGOODS in the past 3 months. Adults 50 or older who purchased items at HOMEGOODS in the past 3 months are 10.1% more likely to own their home, 15.4% more likely to own a higher valued home, 9.3% more likely to have a single-family home, 5.9% more likely to have a dog.

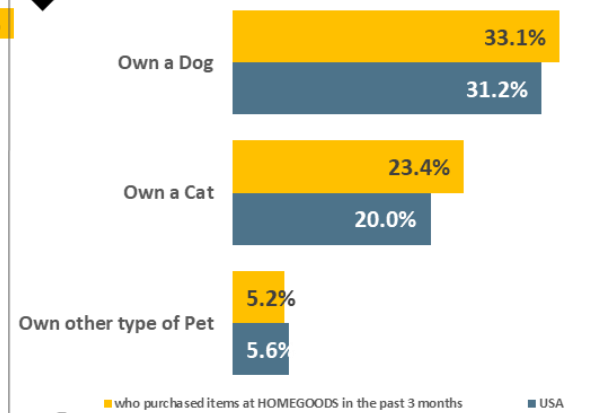
Own/Rent/Other: Adults 50 or older



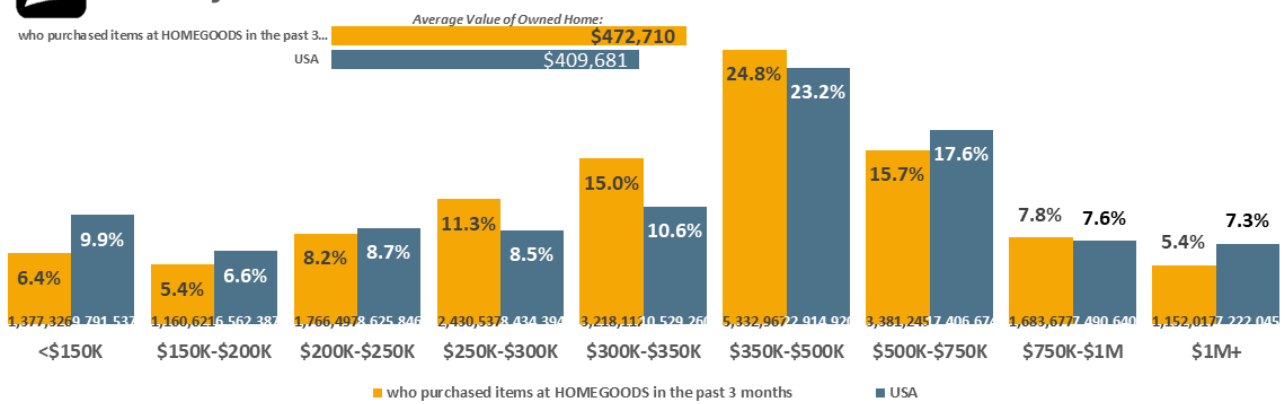
Type of Home: Adults 50 or older



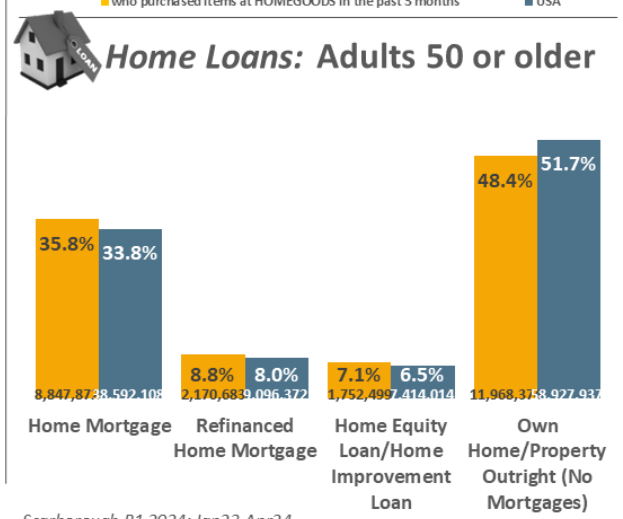
Pets in Home: Adults 50 or older



Value of Owned Home: Adults 50 or older



Home Loans: Adults 50 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Apr24 USA Projection

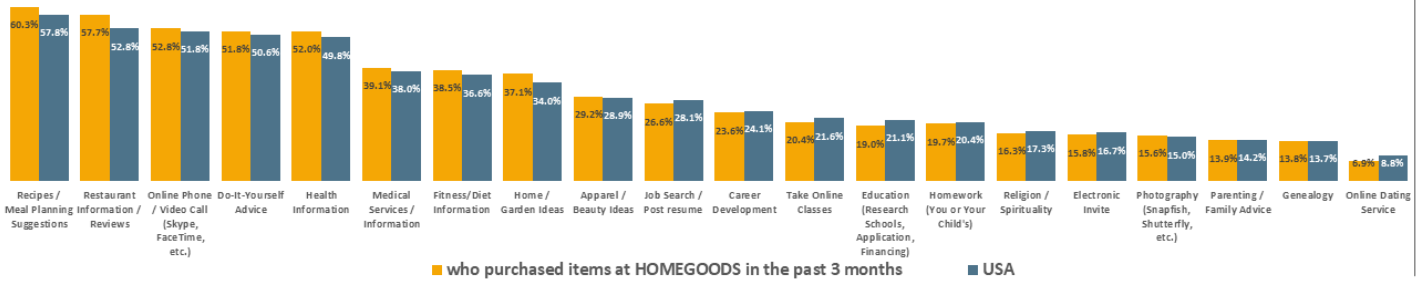
Scarborough R1 2024: Jan23-Apr24

Stores/services bought past 3 months: HomeGoods

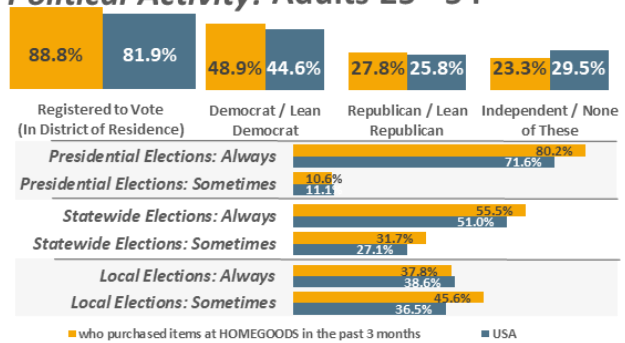
HomeGoods® **P25-54**

19.1% or 24,836,698 of USA Adults 25 - 54 purchased items at HOMEGOODS in the past 3 months. Adults 25 - 54 who purchased items at HOMEGOODS in the past 3 months are 2.3% more likely to look up D-I-Y advice online, 2.1% less likely to always vote in local elections, 2.2% more likely to belong to a gym, 11.9% more likely to fly domestic past yr.

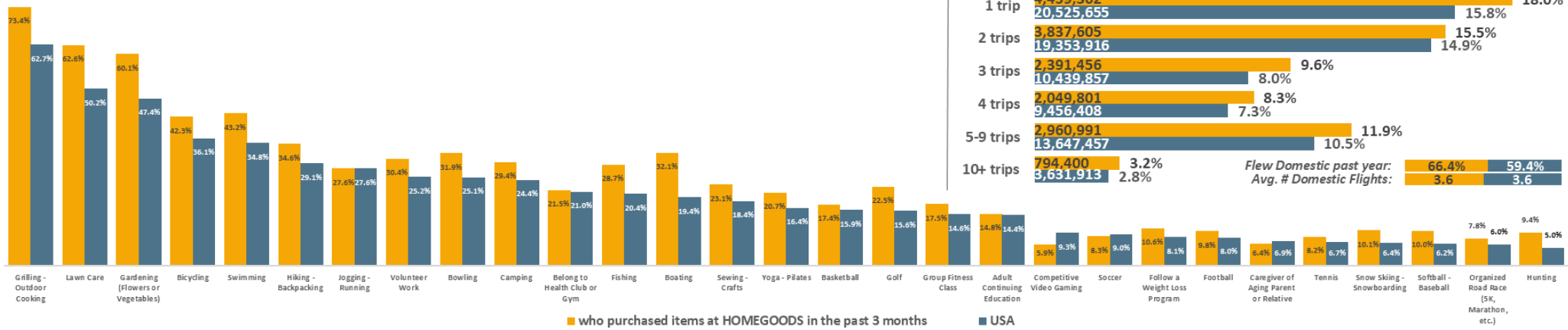
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,173*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

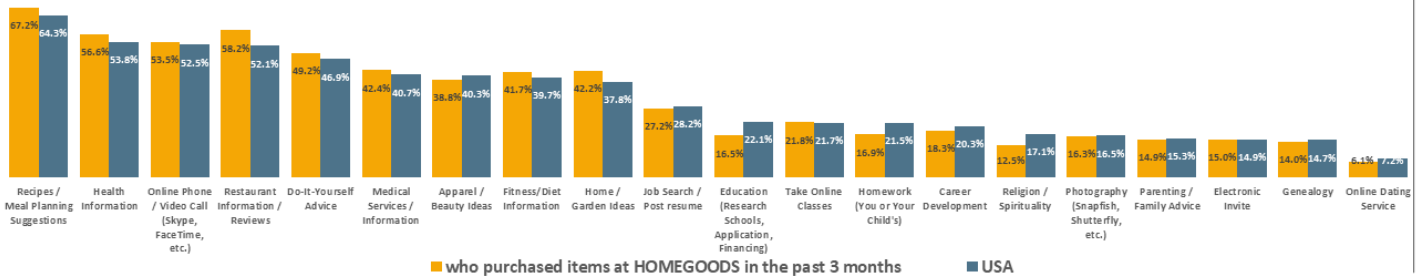
Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*

Stores/services bought past 3 months: HomeGoods

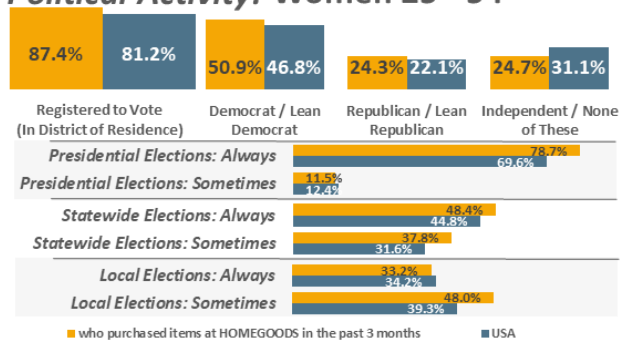
HomeGoods® **W25-54**

21.5% or 13,949,384 of USA Women 25 - 54 purchased items at HOMEGOODS in the past 3 months. Women 25 - 54 who purchased items at HOMEGOODS in the past 3 months are 5.% more likely to look up D-I-Y advice online, 2.9% less likely to always vote in local elections, 12.2% more likely to belong to a gym, 16.7% more likely to fly domestic past yr.

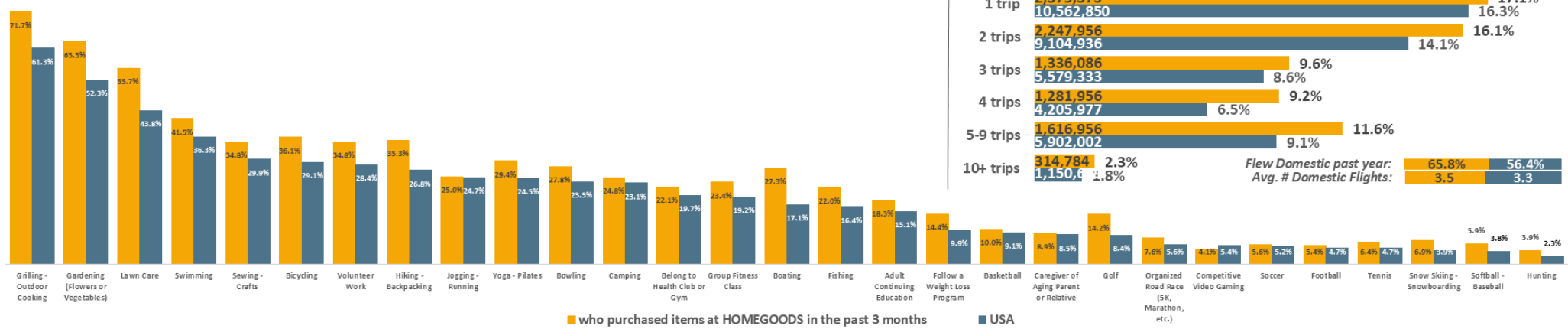
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 54



Past 12-months Domestic Airline Trips: Women 25 - 54

USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,173*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

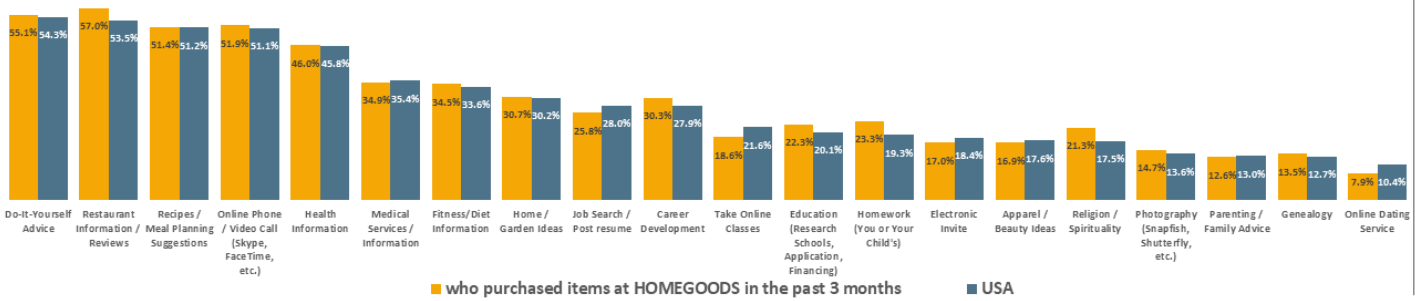
Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*

Stores/services bought past 3 months: HomeGoods

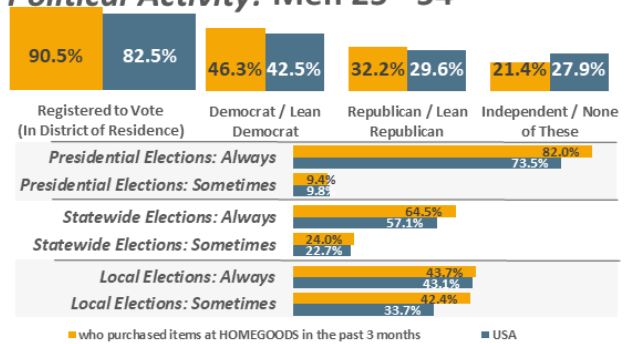
HomeGoods® **M25-54**

16.7% or 10,887,314 of USA Men 25 - 54 purchased items at HOMEGOODS in the past 3 months.
Men 25 - 54 who purchased items at HOMEGOODS in the past 3 months are 1.4% more likely to look up D-I-Y advice online, 1.5% more likely to always vote in local elections, 7.3% less likely to belong to a gym, 7.8% more likely to fly domestic past yr.

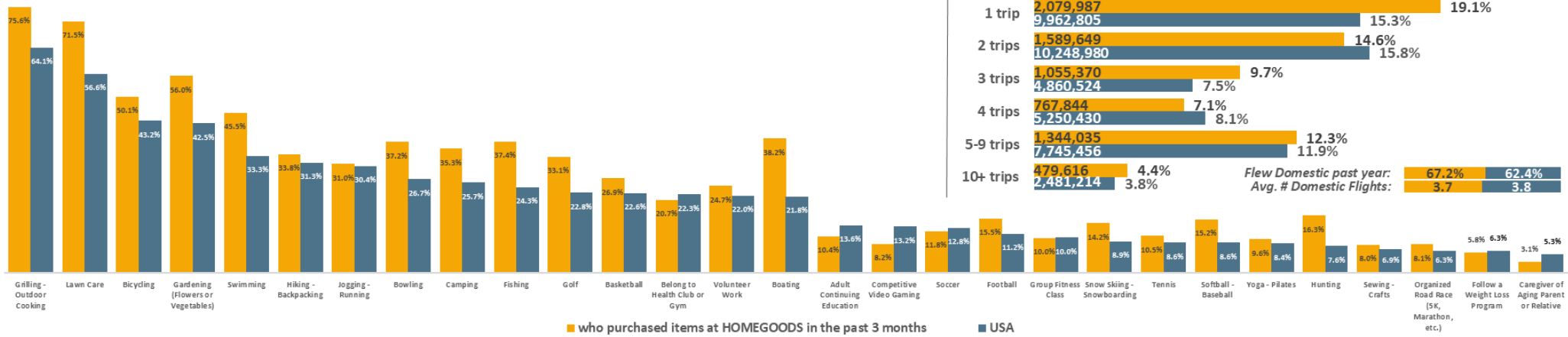
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



Political Activity: Men 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Men 25 - 54



Past 12-months Domestic Airline Trips: Men 25 - 54

USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,173*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

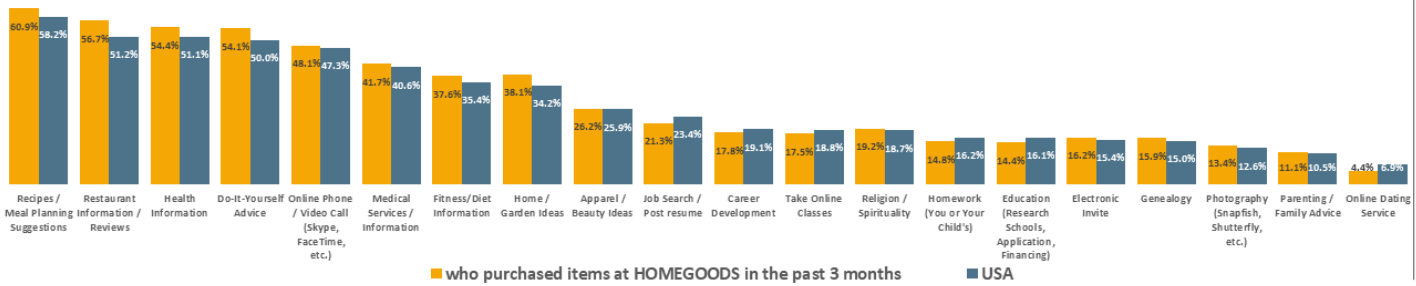
Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*

Stores/services bought past 3 months: HomeGoods

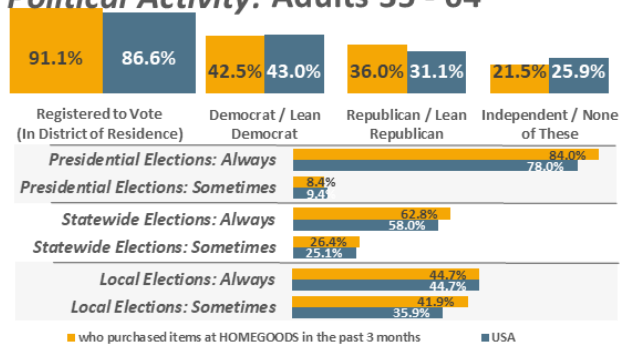
HomeGoods® **P35-64**

19.9% or 25,411,118 of USA Adults 35 - 64 purchased items at HOMEGOODS in the past 3 months. Adults 35 - 64 who purchased items at HOMEGOODS in the past 3 months are 8.2% more likely to look up D-I-Y advice online, .1% less likely to always vote in local elections, 3.3% more likely to belong to a gym, 13.9% more likely to fly domestic past yr.

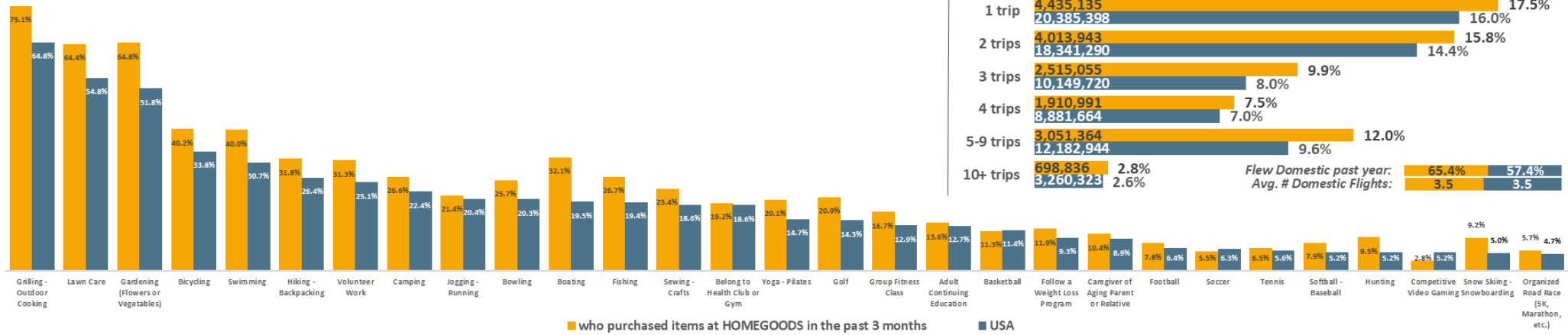
Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



Political Activity: Adults 35 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 35 - 64



Past 12-months Domestic Airline Trips: Adults 35 - 64

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

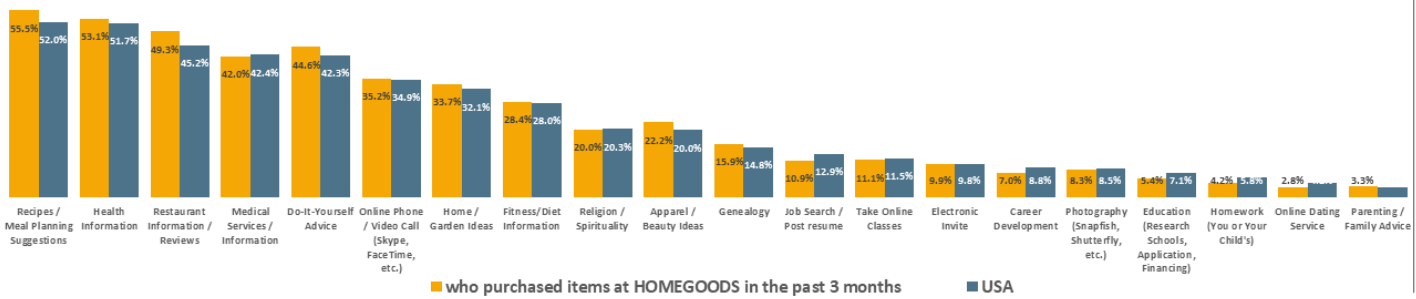
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

Stores/services bought past 3 months: HomeGoods

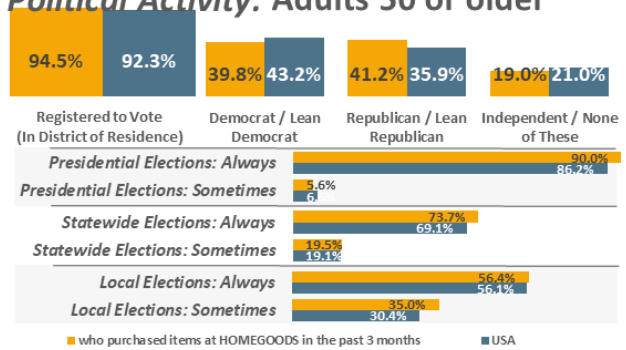
HomeGoods® **P50+**

19.7% or 24,506,251 of USA Adults 50 or older purchased items at HOMEGOODS in the past 3 months. Adults 50 or older who purchased items at HOMEGOODS in the past 3 months are 5.6% more likely to look up D-I-Y advice online, .5% more likely to always vote in local elections, 27.4% more likely to belong to a gym, 14.2% more likely to fly domestic past y

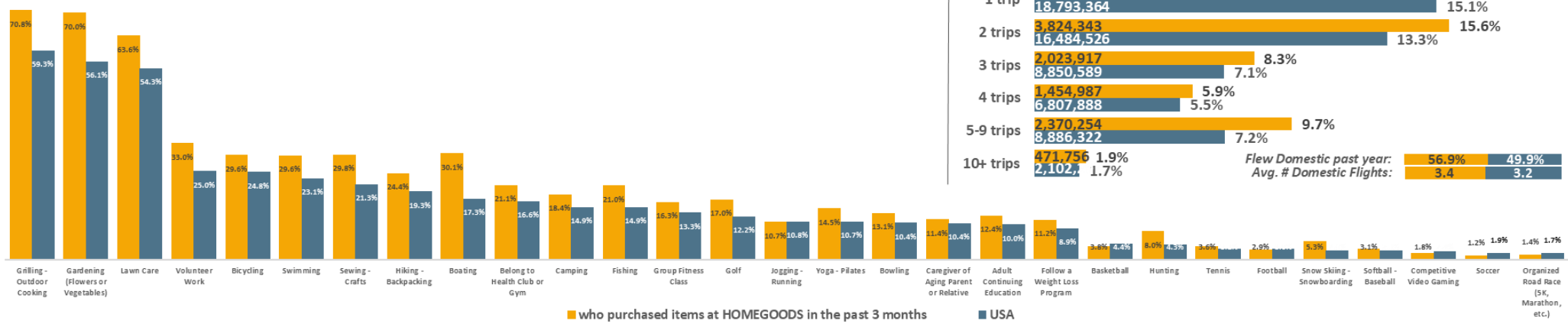
Top-20 past 30-days Online Lifestyle Activites: Adults 50 or older



Political Activity: Adults 50 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 50 or older



Past 12-months Domestic Airline Trips: Adults 50 or older

USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,173*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

Stores/services bought past 3 months: HomeGoods

HomeGoods® **P25-54**

19.1% or 24,836,698 of USA Adults 25 - 54 purchased items at HOMEGOODS in the past 3 months.
Adults 25 - 54 who purchased items at HOMEGOODS in the past 3 months are 1.1% more likely to use QSRs past mo., 6.1% more likely to use Sit-Down Restaurants past mo., 10.2% more likely to use Casinos past yr., 17.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



	who purchased items at HOMEGOODS in the past 3 months	USA
1 time	7.0%	7.2%
2 times	10.2%	9.5%
3 times	9.7%	10.8%
4 times	10.2%	10.4%
5 times	13.0%	10.7%
6 - 9 times	22.5%	23.0%
10 times or more	19.5%	19.6%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
92.2%	91.3%		
22,910,974	118,471,866	6.8	6.8

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



	who purchased items at HOMEGOODS in the past 3 months	USA
1 time	16.5%	15.6%
2 times	18.3%	16.2%
3 times	15.2%	14.1%
4 times	8.6%	9.5%
5 times	8.4%	7.2%
6 - 9 times	9.5%	9.6%
10 times or more	5.5%	5.0%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
82.0%	77.3%		
20,358,657	100,283,811	4.0	4.0

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



who purchased items at HOMEGOODS in the past 3 months ■ USA

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

who purchased items at HOMEGOODS in the past 3...		
	4,790,092	19.3%
USA	25,590,476	22.6%

Drank Past 30-days: Adults 25 - 54

	who purchased items at HOMEGOODS in the past 3 months	USA
Liquor	13,685,487	55.1% / 50.1% (65,030,706)
Any Type of Beer	12,440,210	50.1% / 45.0% (58,375,294)
Wine	9,098,531	36.6% / 32.7% (42,461,937)
Domestic Regular Beer	7,653,967	30.8% / 25.8% (33,506,452)
Imported Beer	6,008,587	24.2% / 24.7% (31,998,936)
Domestic Light Beer	7,146,510	28.8% / 23.5% (30,487,846)
Microbrew / Craft Beer	4,389,351	17.7% / 13.9% (18,091,480)



who purchased items at HOMEGOODS in the past 3 months ■ USA

Past 12 months Casino Activities: Adults 25 - 54



	who purchased items at HOMEGOODS in the past 3 months	USA
Slot Machines	7,269,721	29.3% / 24.5% (31,756,096)
Table Games (Craps, Poker, etc.)	3,396,229	13.7% / 11.2% (14,474,874)
Bar / Nightclub	2,952,129	11.9% / 10.7% (13,853,262)
Upscale Restaurant	2,653,639	10.7% / 9.2% (11,904,233)
Stage Show / Concert	2,277,172	9.2% / 6.6% (8,558,543)
Sports Betting	1,174,578	4.7% / 4.6% (5,914,139)
Spa	533,357	2.1% / 2.3% (3,001,1[illegible])
Other Gambling	383,32[illegible]	1.5% / 1.9% (2,50[illegible])

Casinos visited past 12 months: Yes	
35.7%	32.4%
8,861,643	42,023,...

who purchased items at HOMEGOODS in the past 3 months ■ USA

Used Past 30-days: Adults 25 - 54



who purchased items at HOMEGOODS in the past 3 months ■ USA

USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,173*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

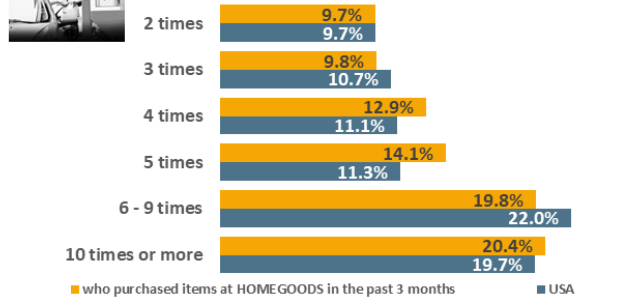
Stores/services bought past 3 months: HomeGoods

HomeGoods® W25-54

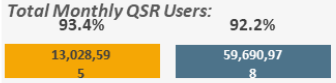
21.5% or 13,949,384 of USA Women 25 - 54 purchased items at HOMEGOODS in the past 3 months. Women 25 - 54 who purchased items at HOMEGOODS in the past 3 months are 1.3% more likely to use QSRs past mo., 9.2% more likely to use Sit-Down Restaurants past mo., 14.1% more likely to use Casinos past yr., 36.% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54





Total Monthly QSR Users:

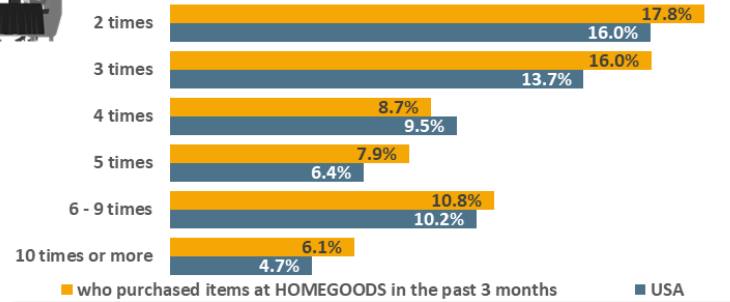


Avg. Monthly QSR Meals:

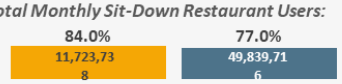


Past 30-days Sit-Down Restaurant Users: Women 25 - 54

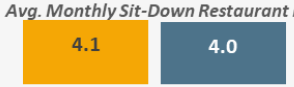




Total Monthly Sit-Down Restaurant Users:



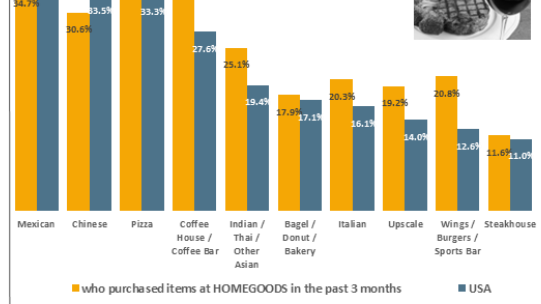
Avg. Monthly Sit-Down Restaurant Meals:



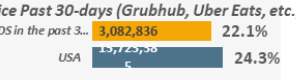
Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)





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

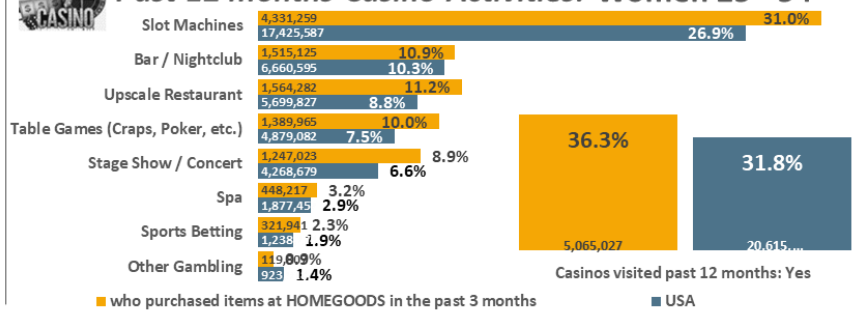


Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

Stores/services bought past 3 months: HomeGoods

HomeGoods® **M25-54**

16.7% or 10,887,314 of USA Men 25 - 54 purchased items at HOMEGOODS in the past 3 months.
Men 25 - 54 who purchased items at HOMEGOODS in the past 3 months are .4% more likely to use QSRs past mo., 2.2% more likely to use Sit-Down Restaurants past mo., 5.9% more likely to use Casinos past yr., 5.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



Total Monthly QSR Users: 90.8% 9,882,379 | 90.4% 58,780,887

Avg. Monthly QSR Meals: 6.8 | 6.9

Past 30-days Sit-Down Restaurant Users: Men 25 - 54



Total Monthly Sit-Down Restaurant Users: 79.3% 8,634,918 | 77.6% 50,444,095

Avg. Monthly Sit-Down Restaurant Meals: 3.9 | 4.1

Top-10 Cuisines: Men 25 - 54

(Sit-Down Restaurants Used Past 30-days)

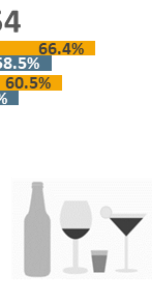


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who purchased items at HOMEGOODS in the past 3... 1,707,256 15.7%

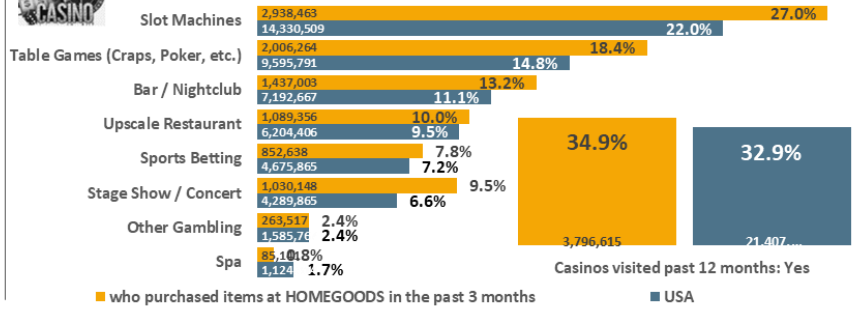
USA 21.0%

Drank Past 30-days: Men 25 - 54



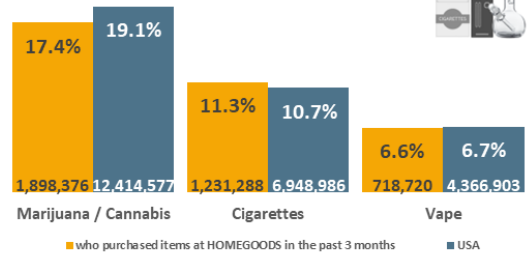
Past 12 months Casino Activities: Men 25 - 54





Used Past 30-days: Men 25 - 54





USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,173*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

Stores/services bought past 3 months: HomeGoods

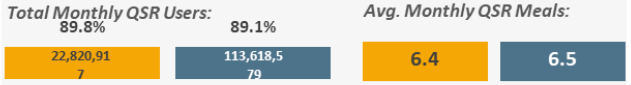
HomeGoods® **P35-64**

19.9% or 25,411,118 of USA Adults 35 - 64 purchased items at HOMEGOODS in the past 3 months.
Adults 35 - 64 who purchased items at HOMEGOODS in the past 3 months are .8% more likely to use QSRs past mo., 7.7% more likely to use Sit-Down Restaurants past mo., 9.7% more likely to use Casinos past yr., 28.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 - 64



Total Monthly QSR Users:

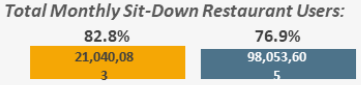


Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 35 - 64

(Sit-Down Restaurants Used Past 30-days)



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

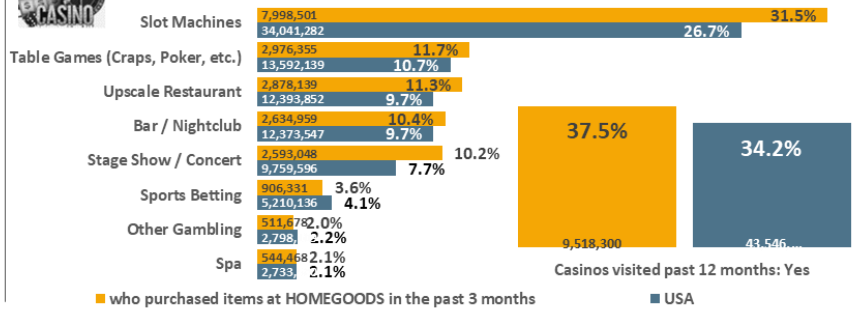


Drank Past 30-days: Adults 35 - 64



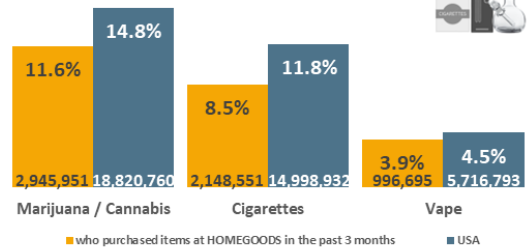
Past 12 months Casino Activities: Adults 35 - 64





Used Past 30-days: Adults 35 - 64





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

Stores/services bought past 3 months: HomeGoods

HomeGoods® **P50+**

19.7% or 24,506,251 of USA Adults 50 or older purchased items at HOMEGOODS in the past 3 months. Adults 50 or older who purchased items at HOMEGOODS in the past 3 months are 2.7% more likely to use QSRs past mo., 9.5% more likely to use Sit-Down Restaurants past mo., 14.6% more likely to use Casinos past yr., 27.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 50 or older



Total Monthly QSR Users: 87.6% 85.2%

21,461,364 105,893,056

Avg. Monthly QSR Meals: 5.5 5.8

Past 30-days Sit-Down Restaurant Users: Adults 50 or older



Total Monthly Sit-Down Restaurant Users: 82.3% 75.2%

20,173,424 93,405,435

Avg. Monthly Sit-Down Restaurant Meals: 4.2 4.0

Top-10 Cuisines: Adults 50 or older

(Sit-Down Restaurants Used Past 30-days)



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

who purchased items at HOMEGOODS in the past 3... 1,777,947 7.3%

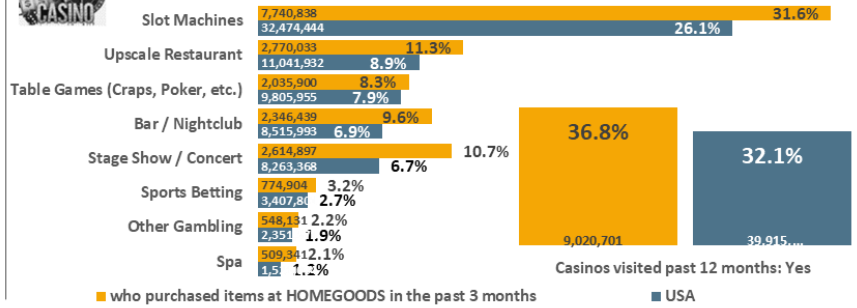
USA 9.4%

Drank Past 30-days: Adults 50 or older



Past 12 months Casino Activities: Adults 50 or older





Used Past 30-days: Adults 50 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,173*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

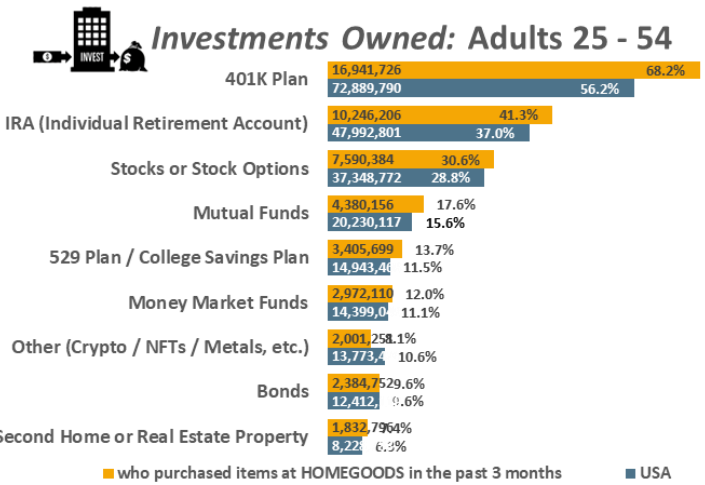
Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*

Stores/services bought past 3 months: HomeGoods

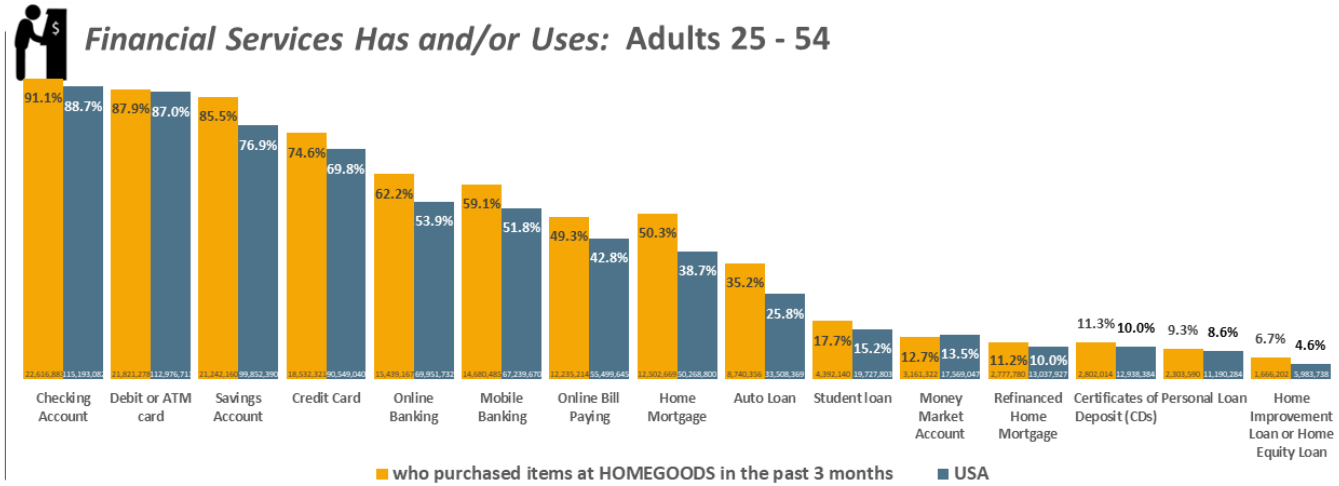
HomeGoods® **P25-54**

19.1% or 24,836,698 of USA Adults 25 - 54 purchased items at HOMEGOODS in the past 3 months.
Adults 25 - 54 who purchased items at HOMEGOODS in the past 3 months are 21.5% more likely to have a 401K, 36.3% more likely to have an Auto Loan, 3.2% less likely to Invest/Trade Stocks Online, 3.8% less likely to pay with their Debit Card.

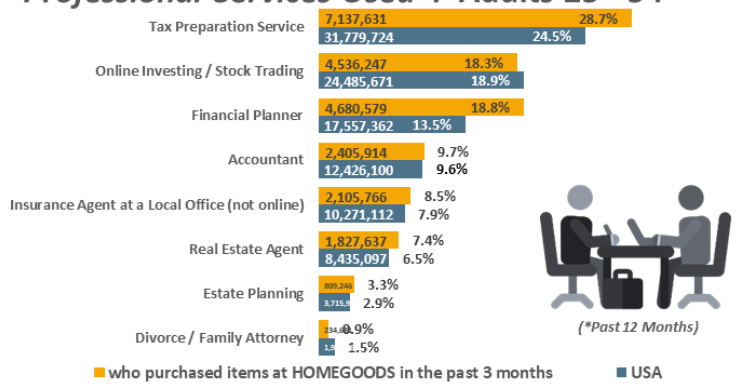
Investments Owned: Adults 25 - 54



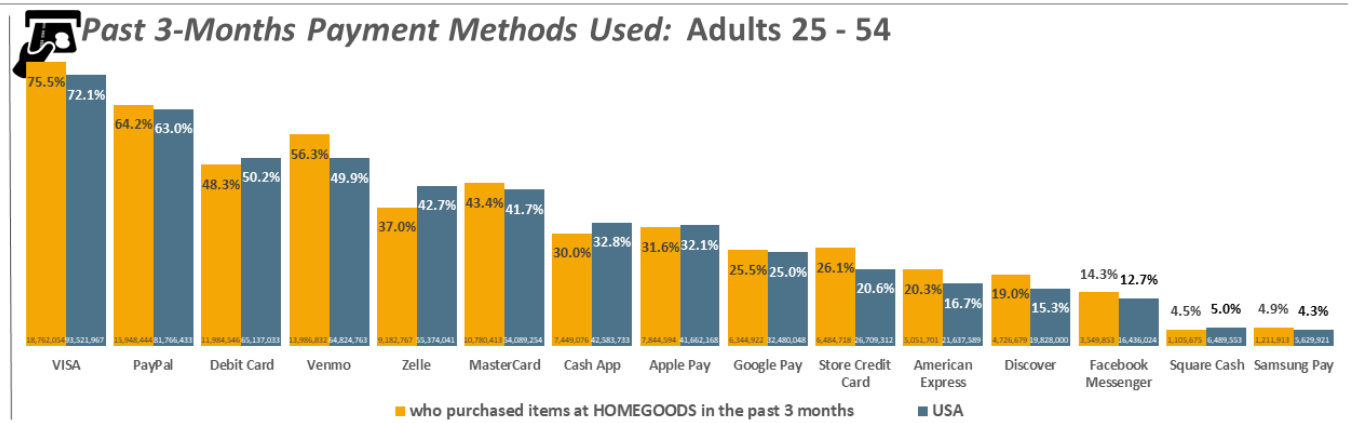
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

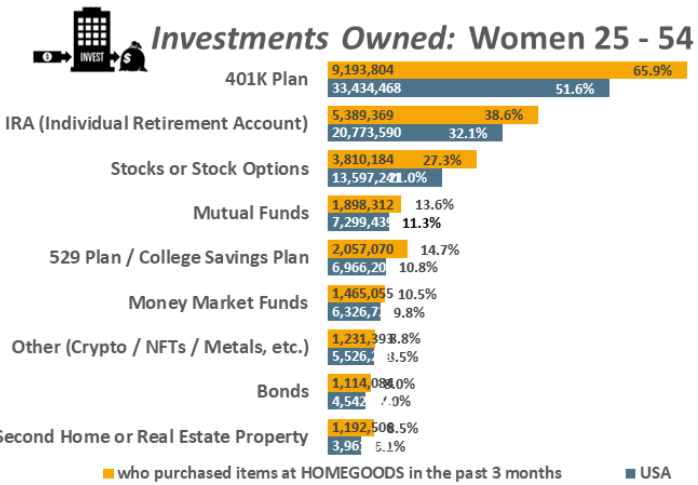
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

Stores/services bought past 3 months: HomeGoods

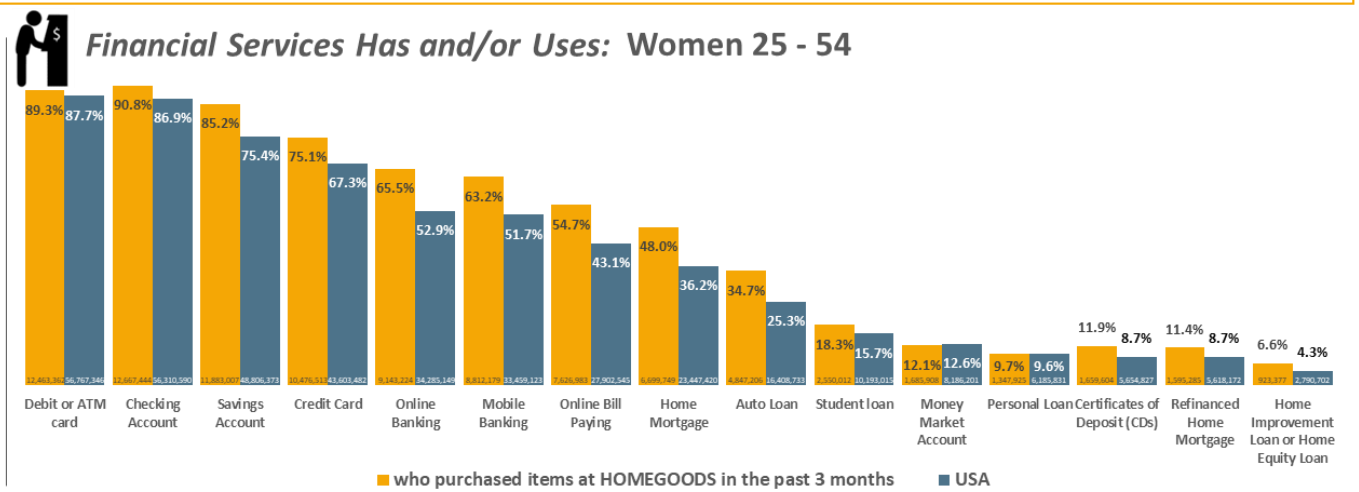
HomeGoods® W25-54

21.5% or 13,949,384 of USA Women 25 - 54 purchased items at HOMEGOODS in the past 3 months.
Women 25 - 54 who purchased items at HOMEGOODS in the past 3 months are 27.7% more likely to have a 401K, 37.2% more likely to have an Auto Loan, 4.8% more likely to Invest/Trade Stocks Online, 1.5% less likely to pay with their Debit Card.

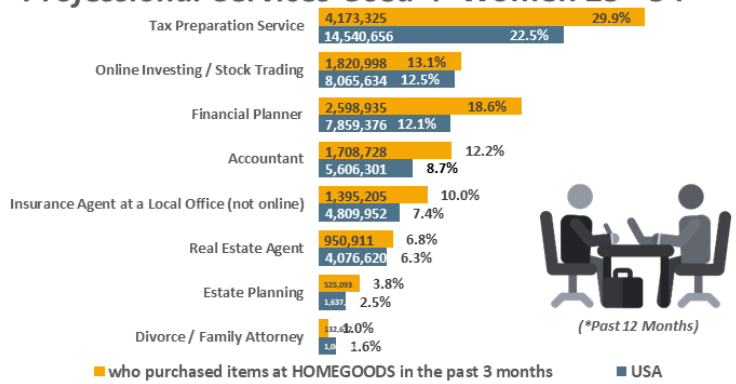
Investments Owned: Women 25 - 54



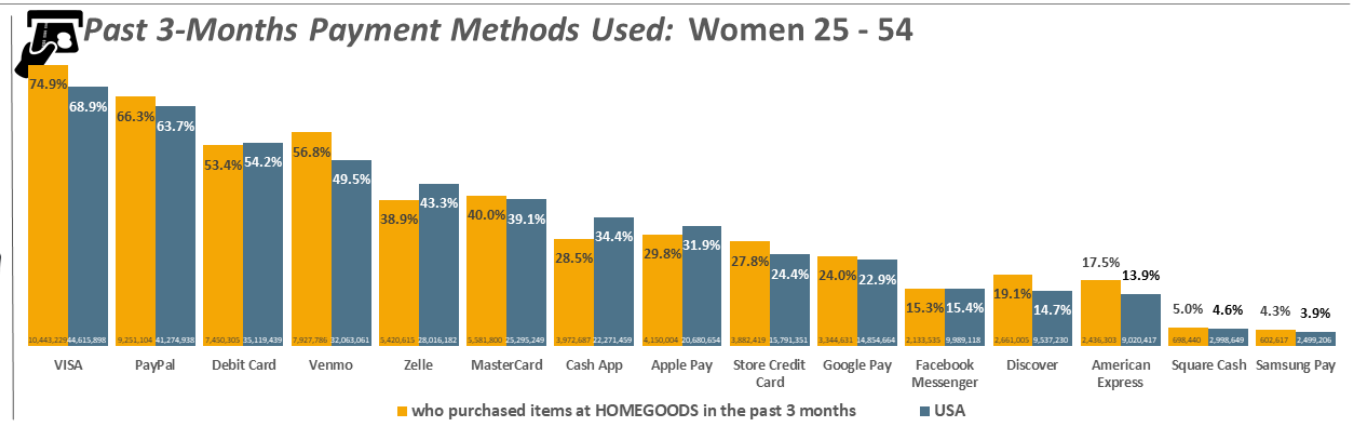
Financial Services Has and/or Uses: Women 25 - 54



Professional Services Used:* Women 25 - 54



Past 3-Months Payment Methods Used: Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

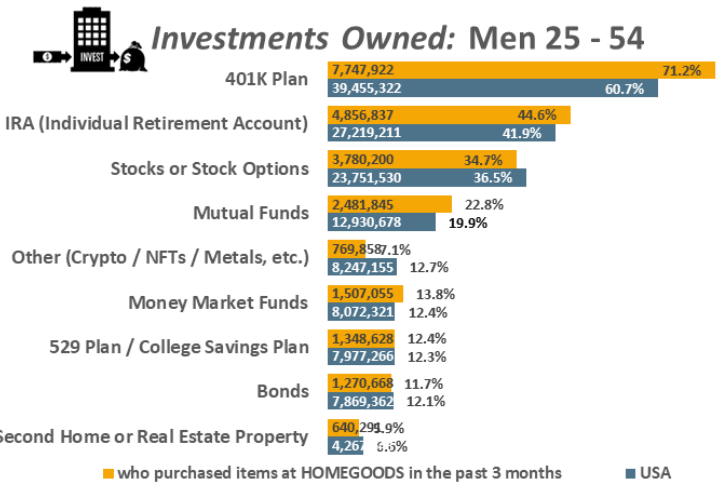
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

Stores/services bought past 3 months: HomeGoods

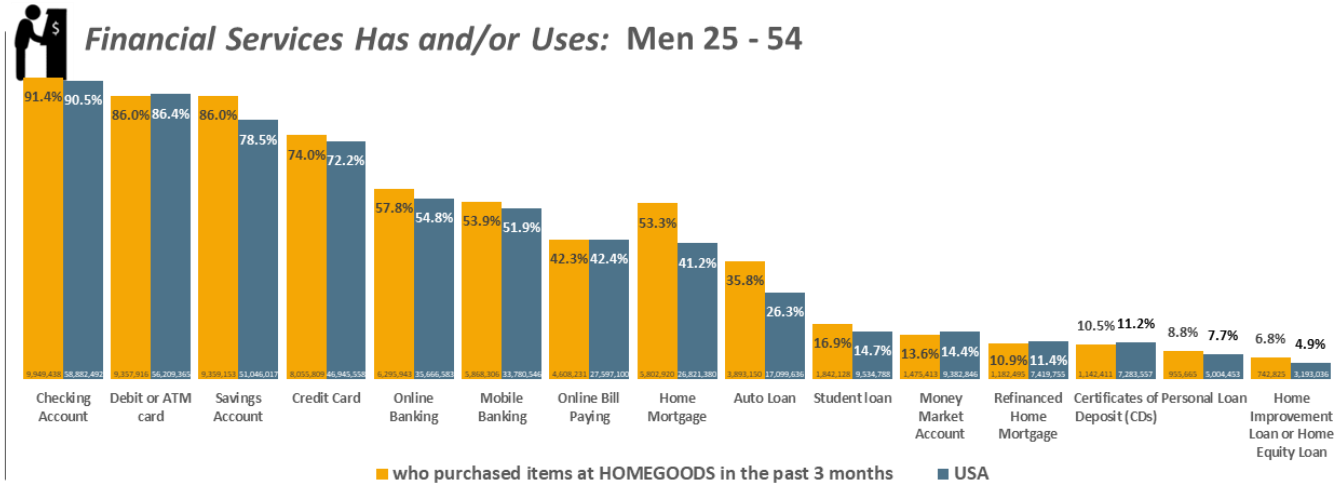
HomeGoods® M25-54

16.7% or 10,887,314 of USA Men 25 - 54 purchased items at HOMEGOODS in the past 3 months.
Men 25 - 54 who purchased items at HOMEGOODS in the past 3 months are 17.3% more likely to have a 401K, 36.% more likely to have an Auto Loan, 1.2% less likely to Invest/Trade Stocks Online, 9.8% less likely to pay with their Debit Card.

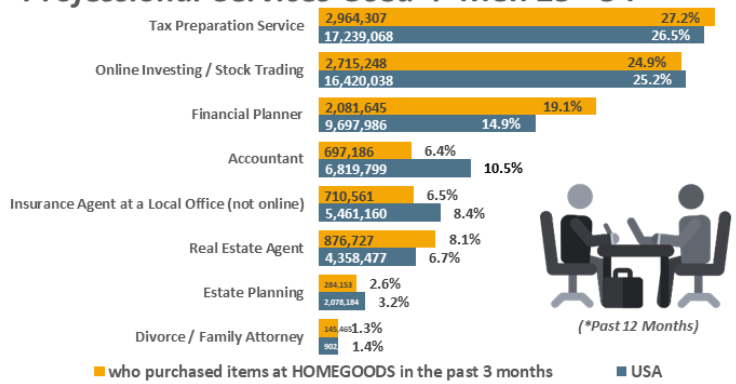
Investments Owned: Men 25 - 54



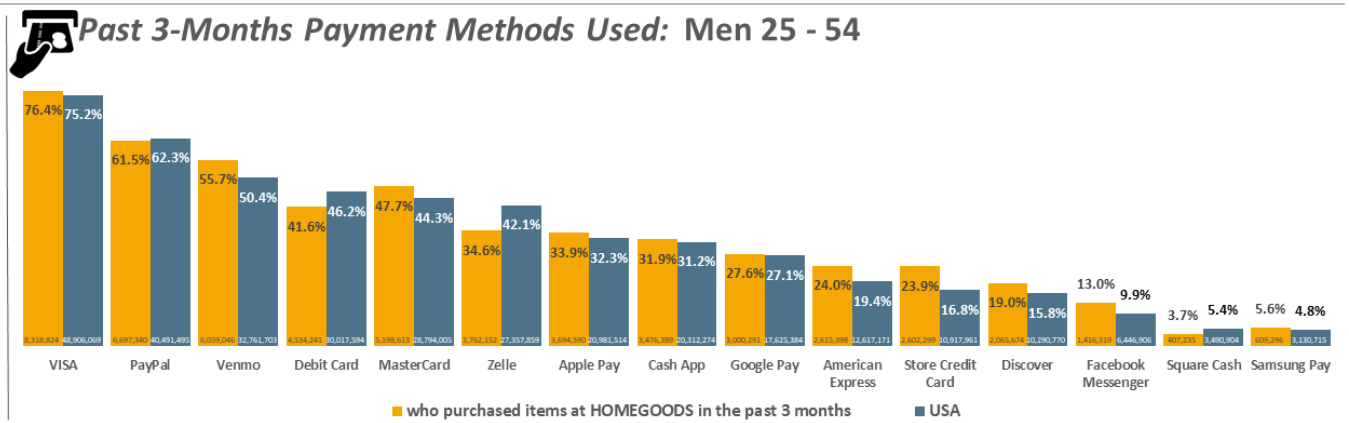
Financial Services Has and/or Uses: Men 25 - 54



Professional Services Used:* Men 25 - 54



Past 3-Months Payment Methods Used: Men 25 - 54



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,173*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

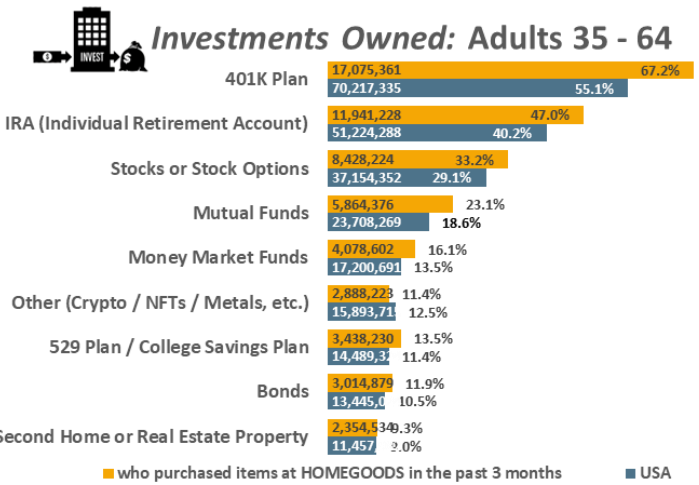
Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*

Stores/services bought past 3 months: HomeGoods

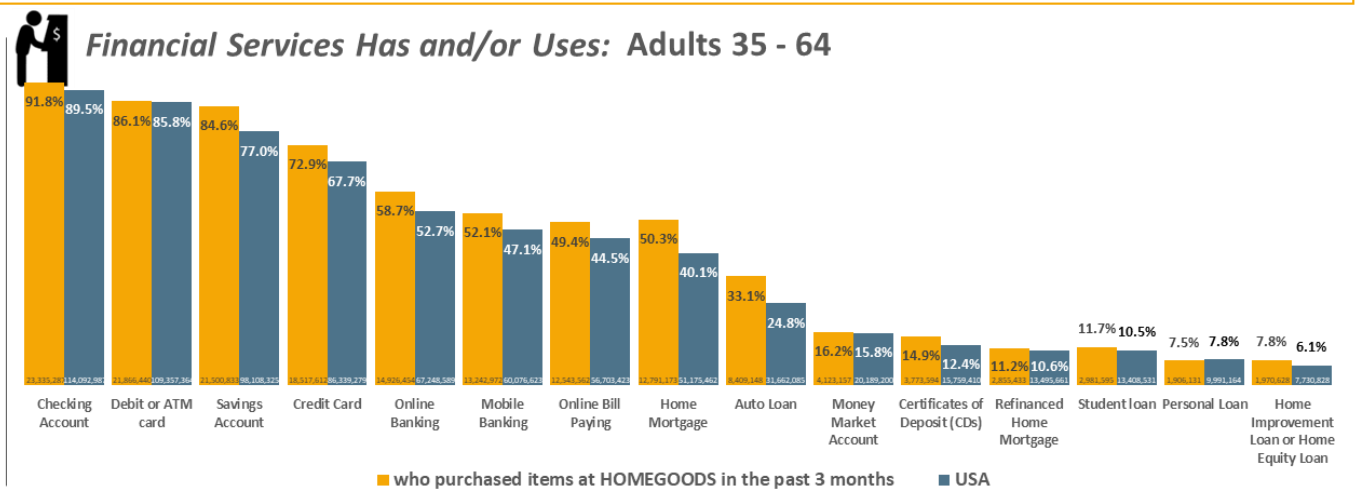
HomeGoods® P35-64

19.9% or 25,411,118 of USA Adults 35 - 64 purchased items at HOMEGOODS in the past 3 months.
Adults 35 - 64 who purchased items at HOMEGOODS in the past 3 months are 22.% more likely to have a 401K, 33.2% more likely to have an Auto Loan, 9.8% more likely to Invest/Trade Stocks Online, 1.3% less likely to pay with their Debit Card.

Investments Owned: Adults 35 - 64



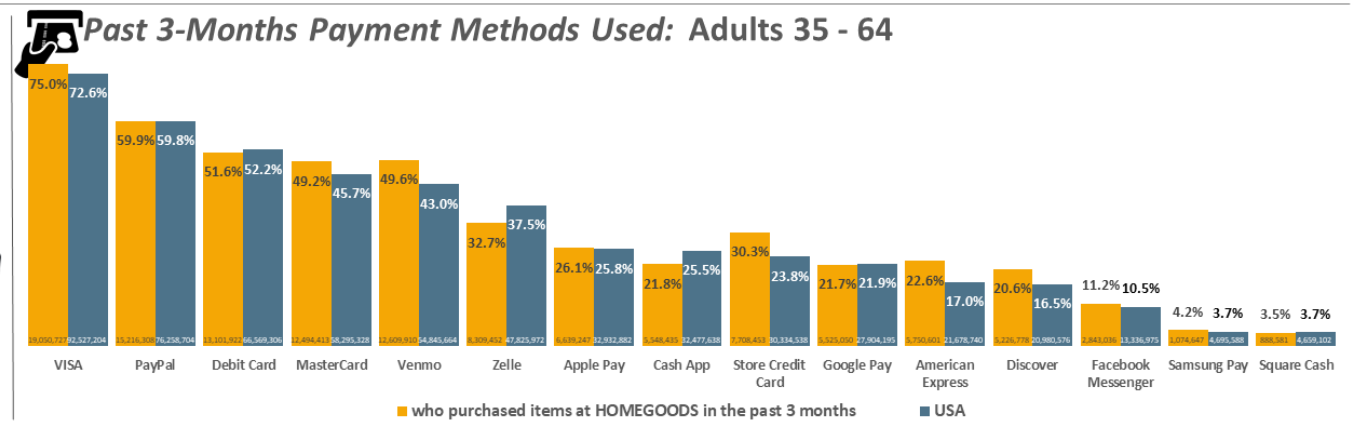
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used:* Adults 35 - 64



Past 3-Months Payment Methods Used: Adults 35 - 64



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

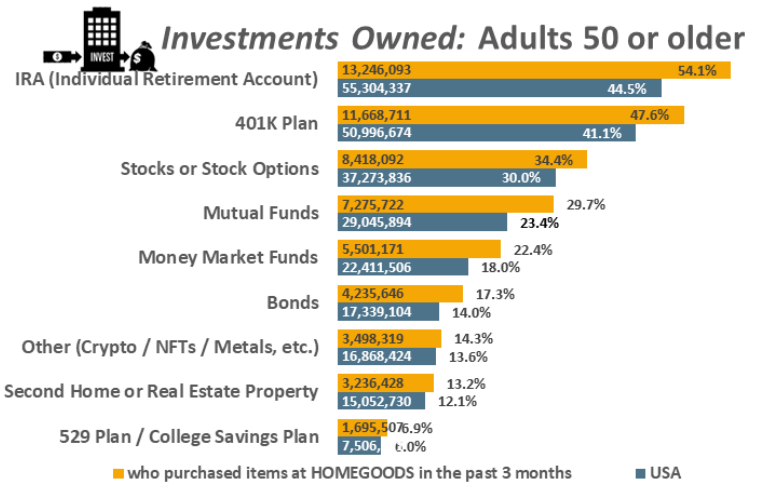
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

Stores/services bought past 3 months: HomeGoods

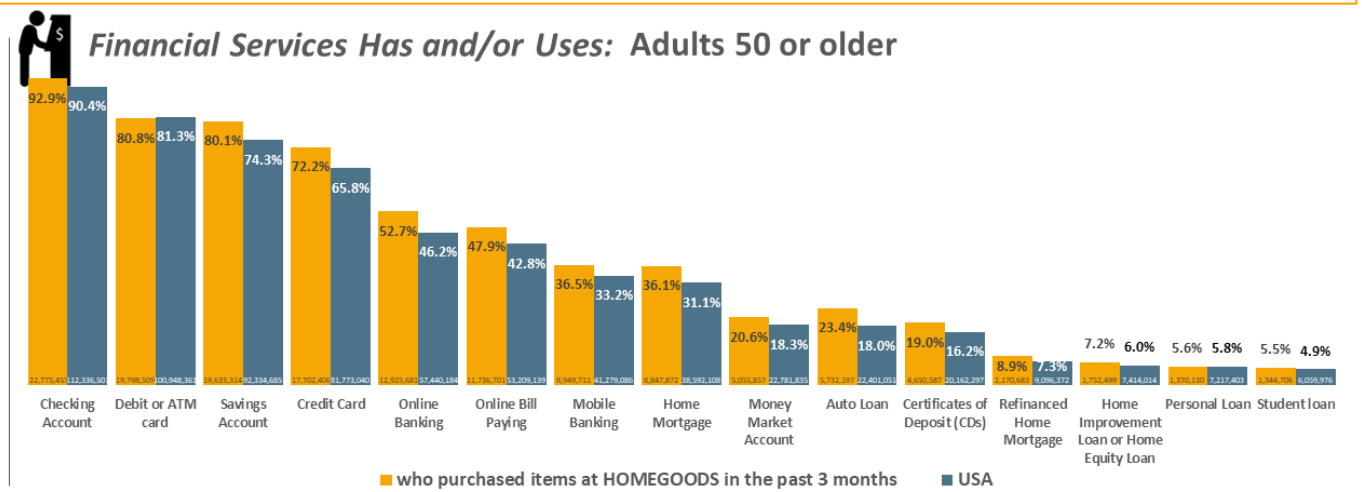
HomeGoods® **P50+**

19.7% or 24,506,251 of USA Adults 50 or older purchased items at HOMEGOODS in the past 3 months. Adults 50 or older who purchased items at HOMEGOODS in the past 3 months are 16.% more likely to have a 401K, 29.7% more likely to have an Auto Loan, 1.6% more likely to Invest/Trade Stocks Online, 3.6% less likely to pay with their Debit Card.

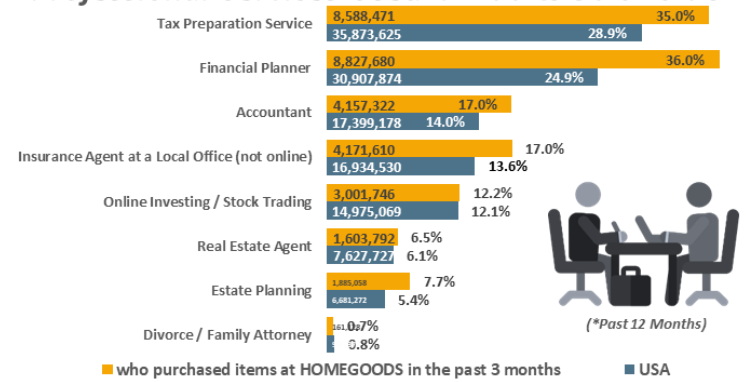
Investments Owned: Adults 50 or older



Financial Services Has and/or Uses: Adults 50 or older

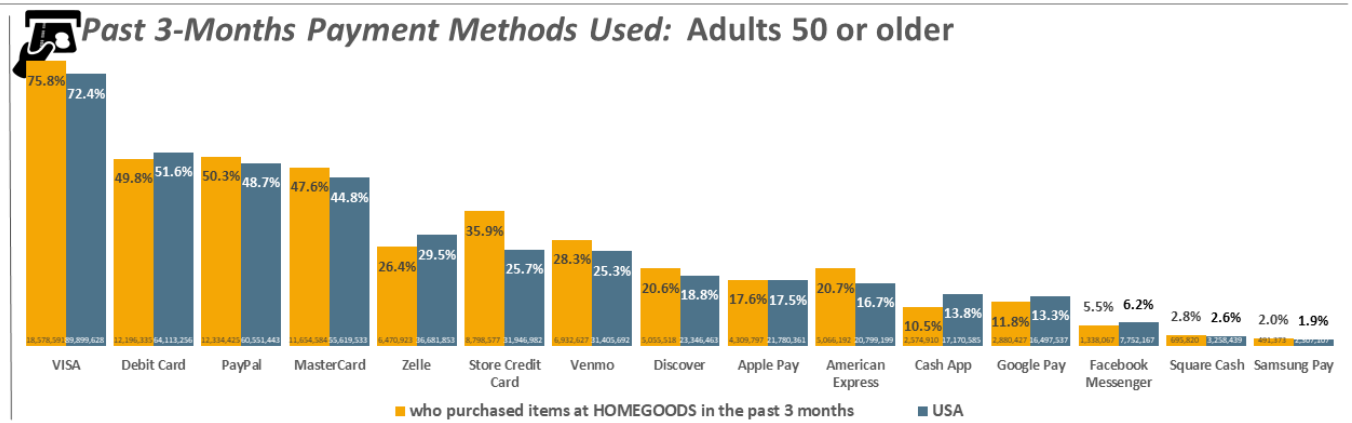


Professional Services Used:* Adults 50 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 50 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

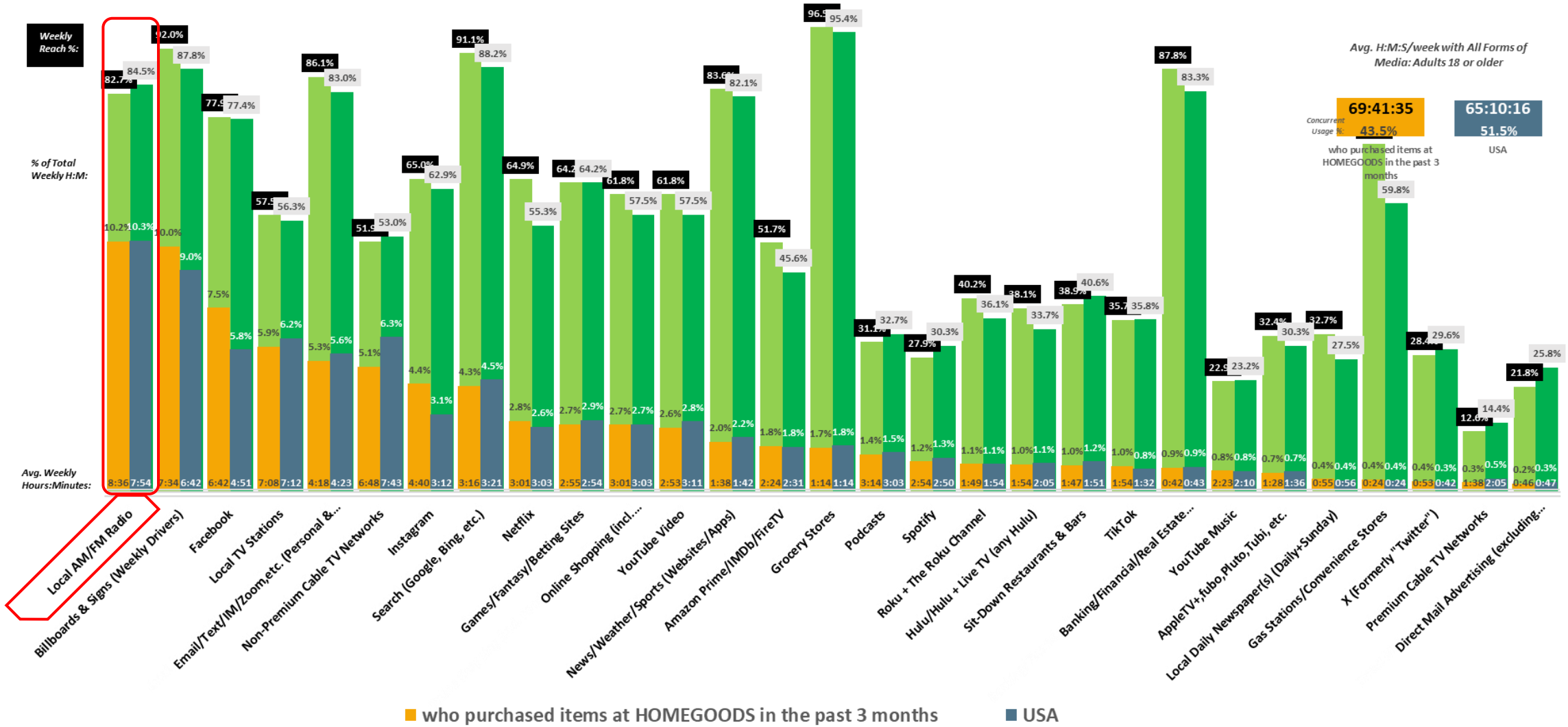
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

Stores/services bought past 3 months: HomeGoods

HomeGoods® P25-54

Adults 25 - 54 who purchased items at HOMEGOODS in the past 3 months spend an average of 2 days, 21 hours, 41 minutes and 35 seconds each week with All Forms of Media.

82.7% of Adults 25 - 54 who purchased items at HOMEGOODS in the past 3 months spend an avg. of 8 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173 Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

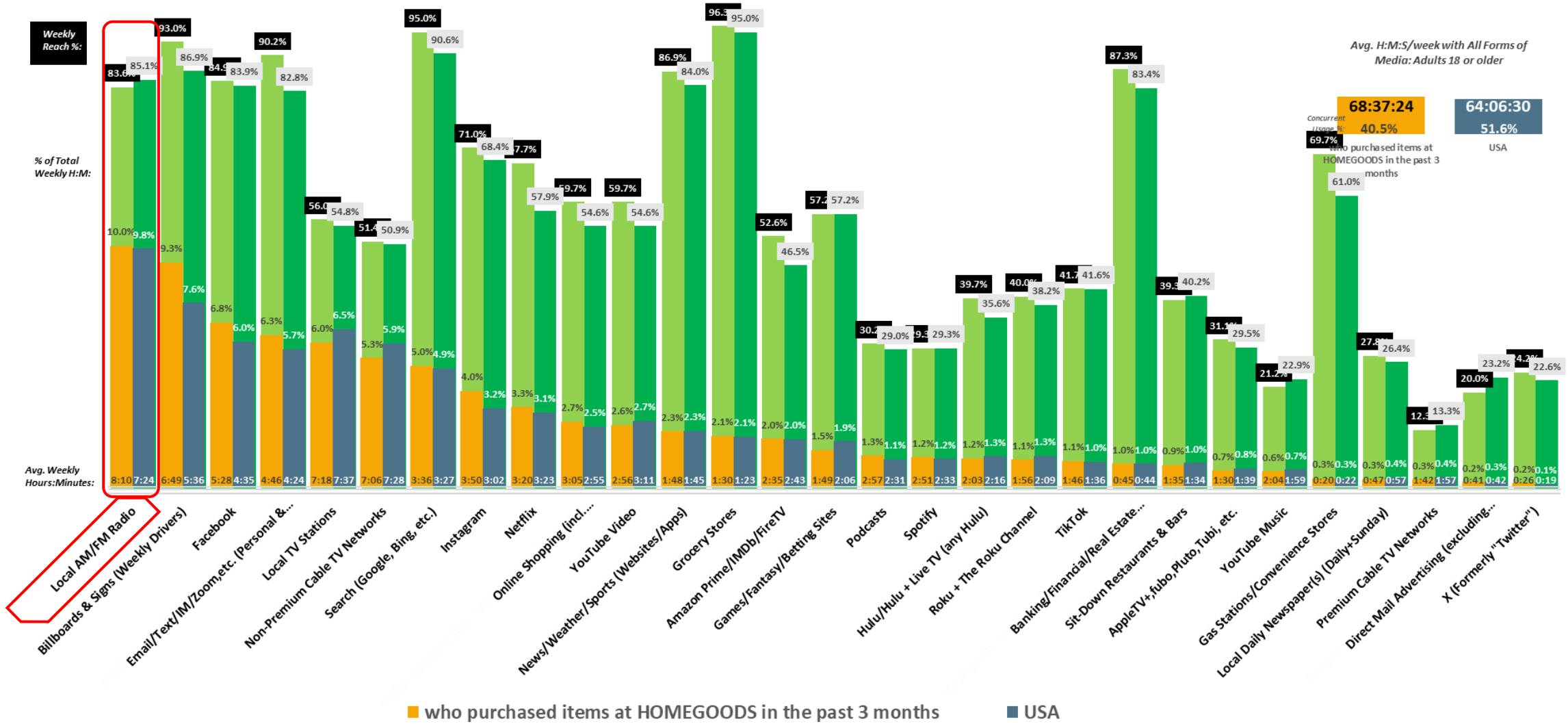
Hubbard BROADCASTING Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

HomeGoods W25-54

Women 25 - 54 who purchased items at HOMEGOODS in the past 3 months spend an average of 2 days, 20 hours, 37 minutes and 24 seconds each week with All Forms of Media.

83.6% of Women 25 - 54 who purchased items at HOMEGOODS in the past 3 months spend an avg. of 8 hours and 10 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173 Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

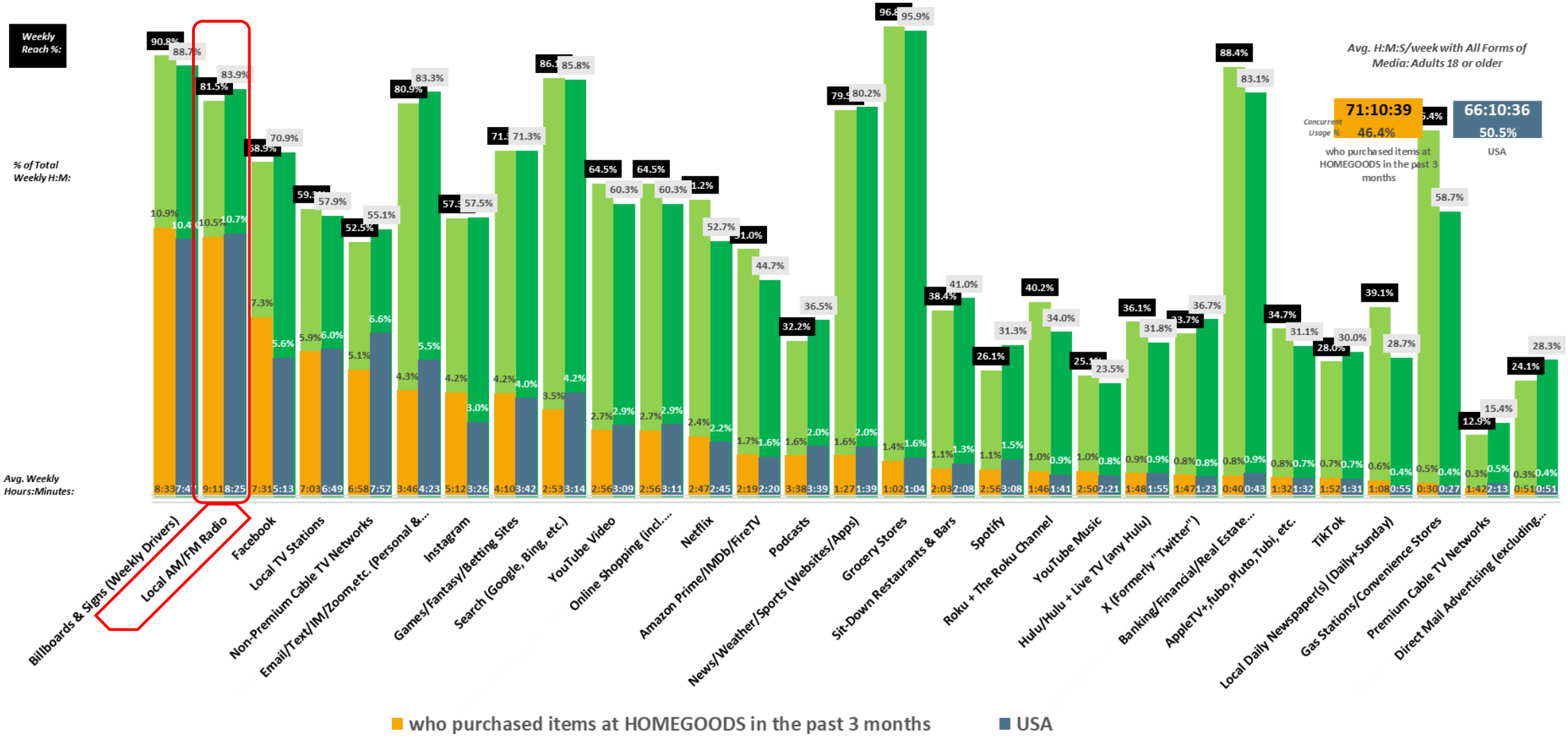
Hubbard BROADCASTING Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

HomeGoods® M25-54

Men 25 - 54 who purchased items at HOMEGOODS in the past 3 months spend an average of 2 days, 23 hours, 10 minutes and 39 seconds each week with All Forms of Media.

81.5% of Men 25 - 54 who purchased items at HOMEGOODS in the past 3 months spend an avg. of 9 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173 Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

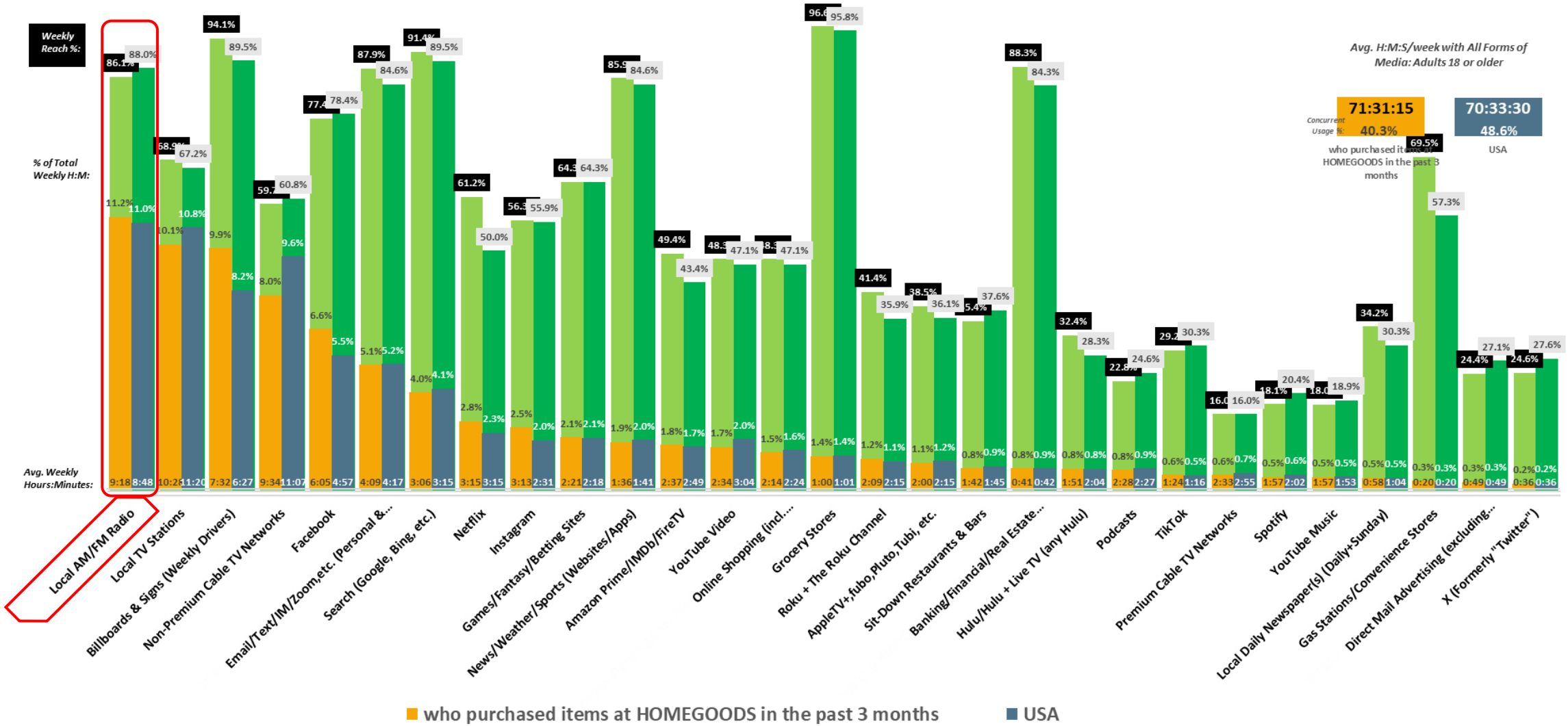
Hubbard BROADCASTING Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

HomeGoods® **P35-64**

Adults 35 - 64 who purchased items at HOMEGOODS in the past 3 months spend an average of 2 days, 23 hours, 31 minutes and 15 seconds each week with All Forms of Media.

86.1% of Adults 35 - 64 who purchased items at HOMEGOODS in the past 3 months spend an avg. of 9 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 11.2% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173 Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

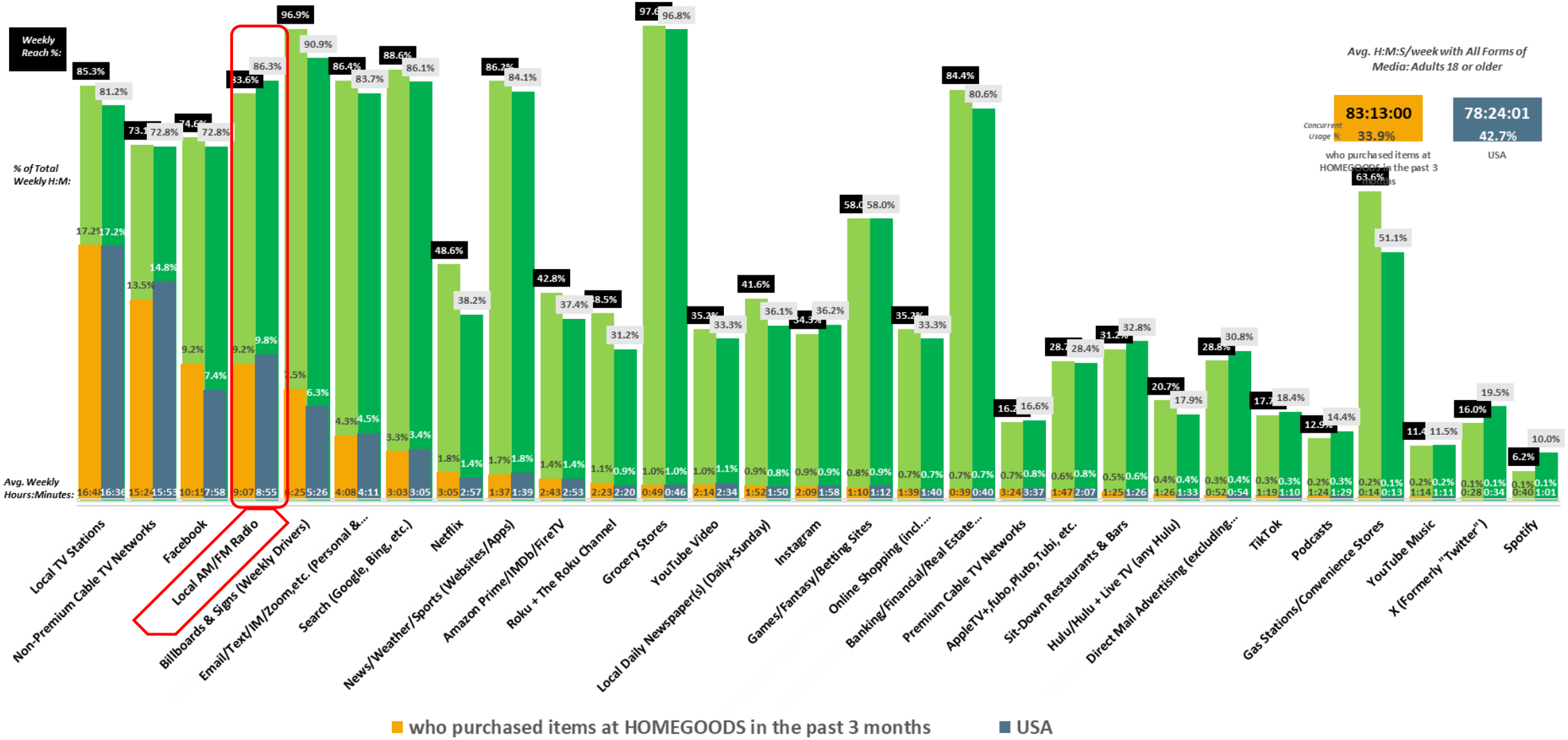
Hubbard BROADCASTING Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

HomeGoods P50+

Adults 50 or older who purchased items at HOMEGOODS in the past 3 months spend an average of 3 days, 11 hours, 13 minutes and 0 seconds each week with All Forms of Media.

83.6% of Adults 50 or older who purchased items at HOMEGOODS in the past 3 months spend an avg. of 9 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173 Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

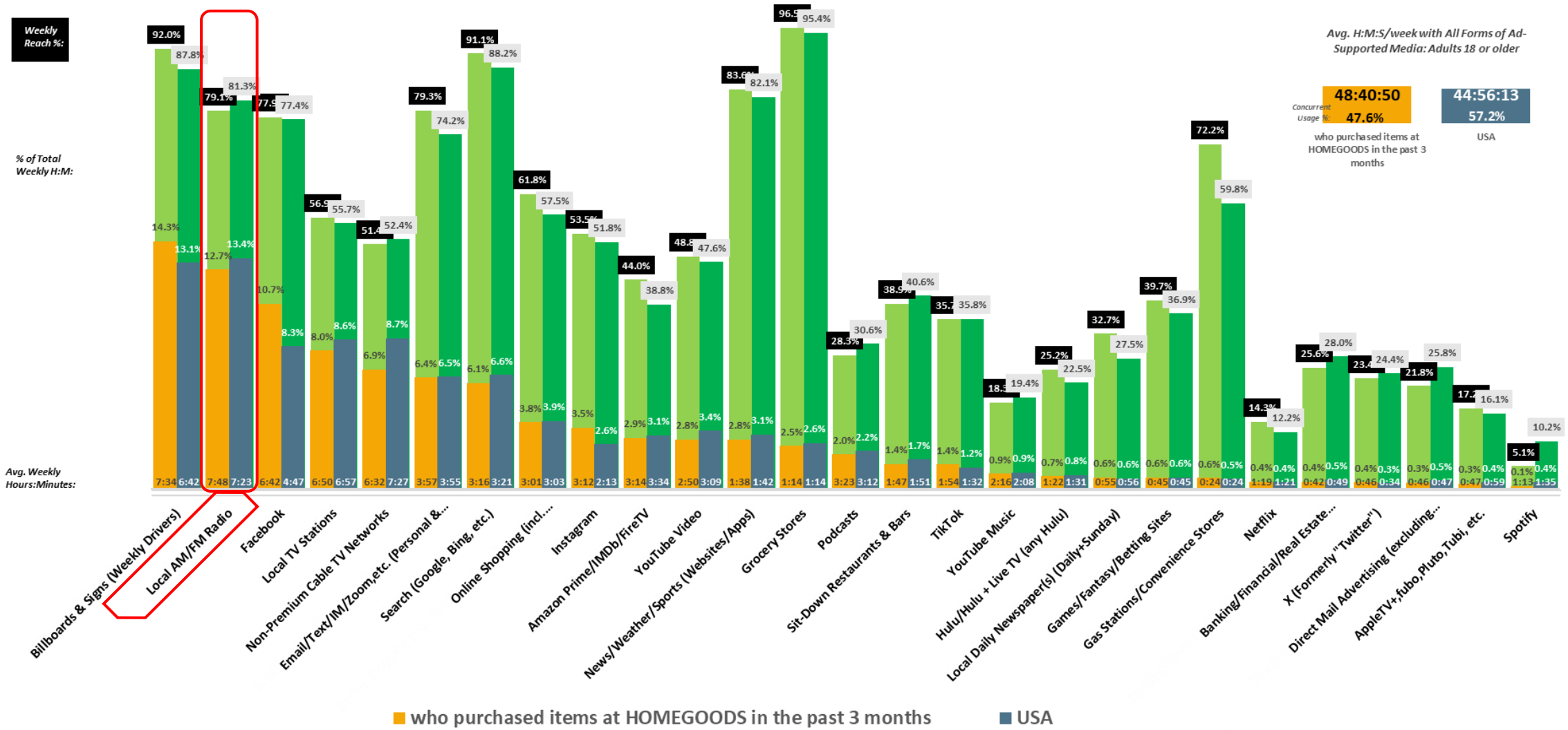
Hubbard BROADCASTING Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

HomeGoods P25-54

Adults 25 - 54 who purchased items at HOMEGOODS in the past 3 months spend an average of 2 days, 0 hours, 40 minutes and 50 seconds each week with All Forms of Ad-Supported Media.

79.1% of Adults 25 - 54 who purchased items at HOMEGOODS in the past 3 months spend an avg. of 7 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173 Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

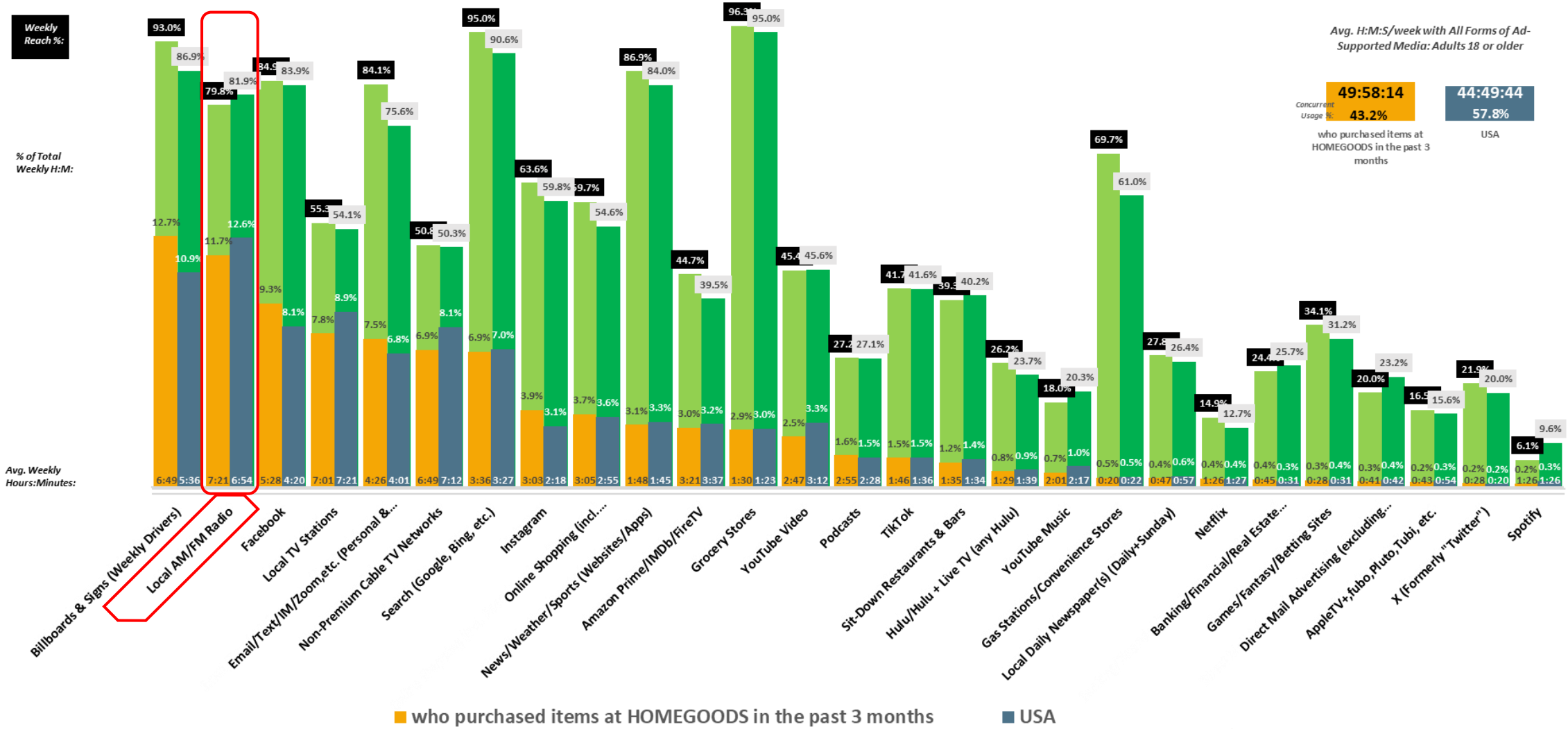
Hubbard BROADCASTING Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

HomeGoods W25-54

Women 25 - 54 who purchased items at HOMEGOODS in the past 3 months spend an average of 2 days, 1 hours, 58 minutes and 14 seconds each week with All Forms of Ad-Supported Media.

79.8% of Women 25 - 54 who purchased items at HOMEGOODS in the past 3 months spend an avg. of 7 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173 Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

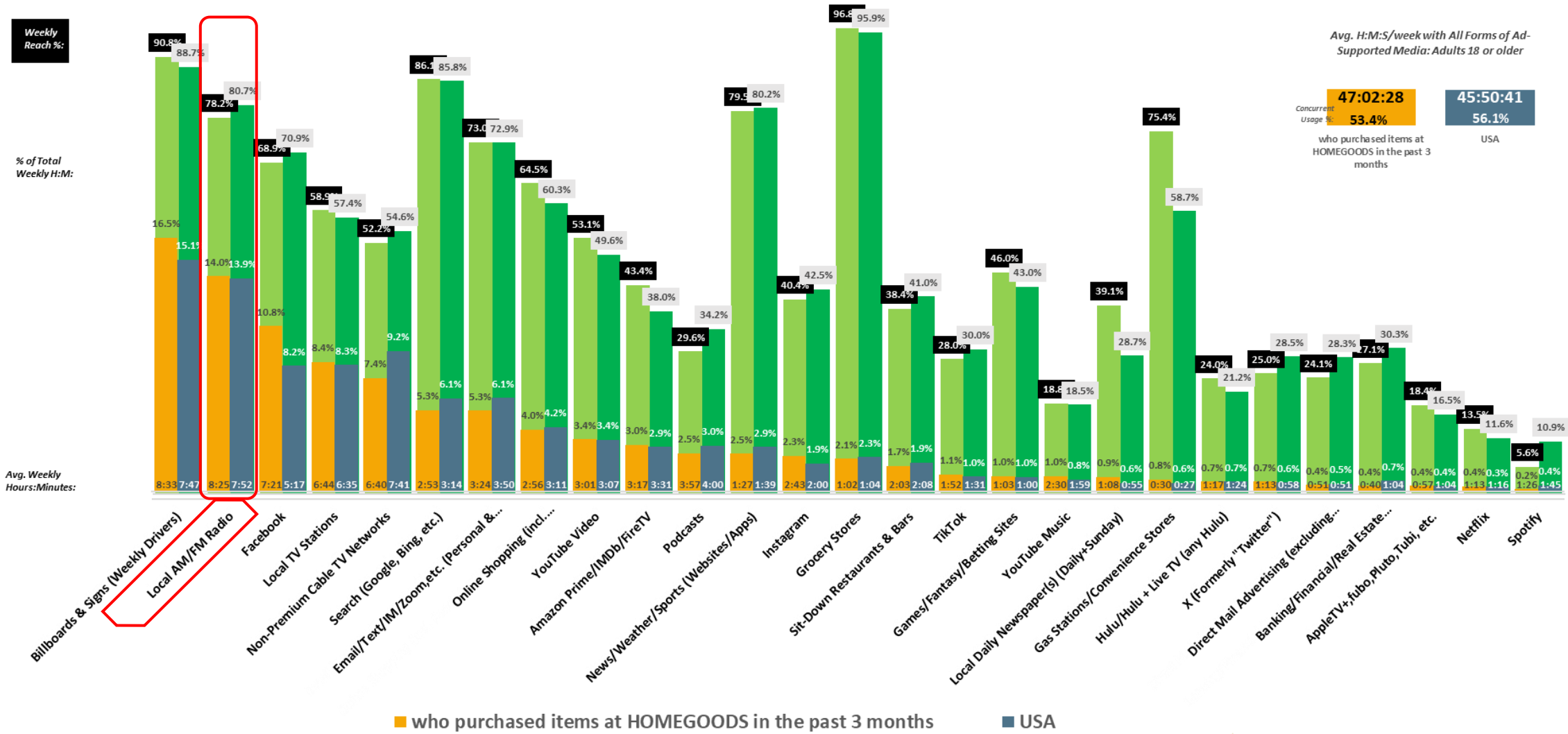
Hubbard BROADCASTING Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

HomeGoods® M25-54

Men 25 - 54 who purchased items at HOMEGOODS in the past 3 months spend an average of 1 days, 23 hours, 2 minutes and 28 seconds each week with All Forms of Ad-Supported Media.

78.2% of Men 25 - 54 who purchased items at HOMEGOODS in the past 3 months spend an avg. of 8 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173 Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

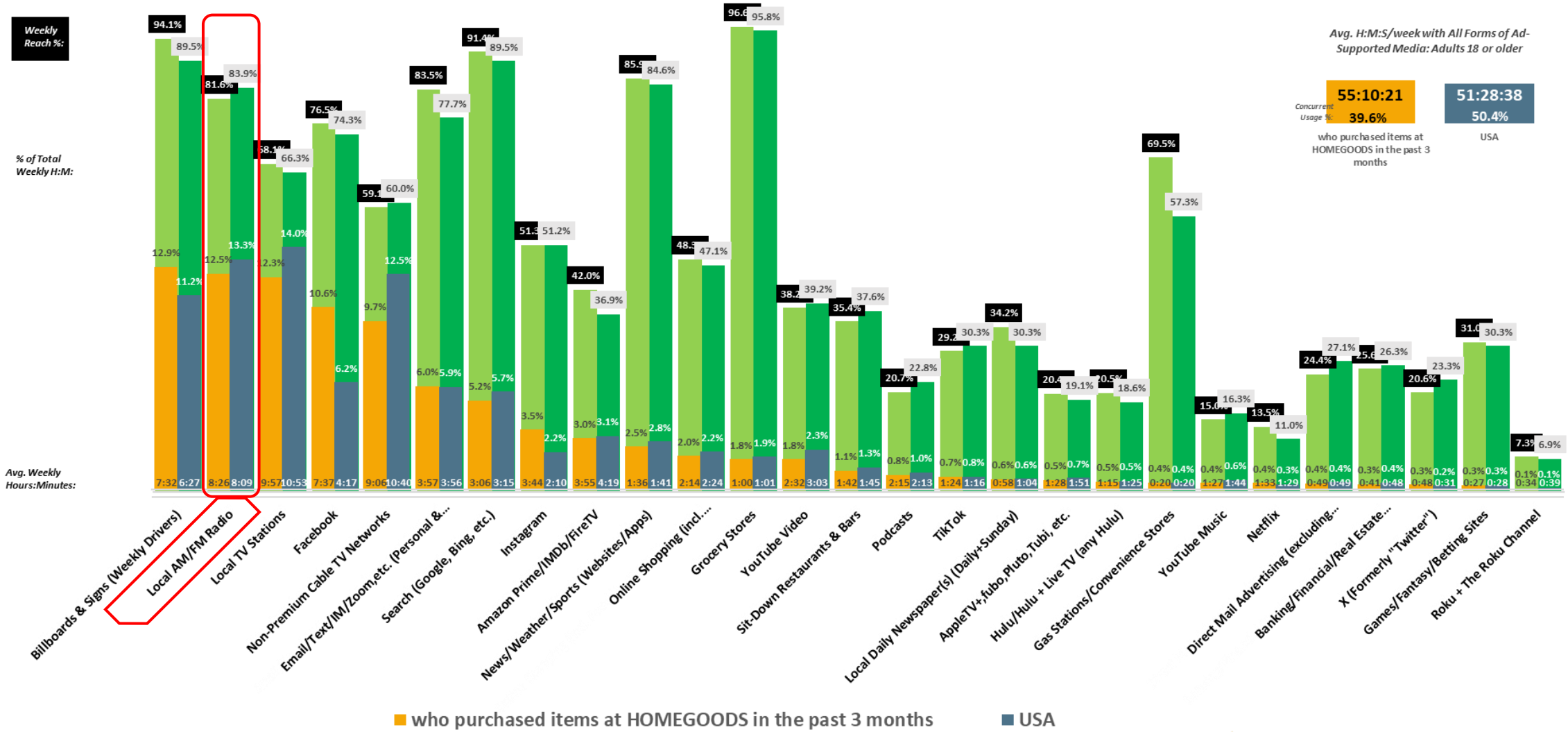
Hubbard BROADCASTING Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

HomeGoods P35-64

Adults 35 - 64 who purchased items at HOMEGOODS in the past 3 months spend an average of 2 days, 7 hours, 10 minutes and 21 seconds each week with All Forms of Ad-Supported Media.

81.6% of Adults 35 - 64 who purchased items at HOMEGOODS in the past 3 months spend an avg. of 8 hours and 26 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.5% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173 Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

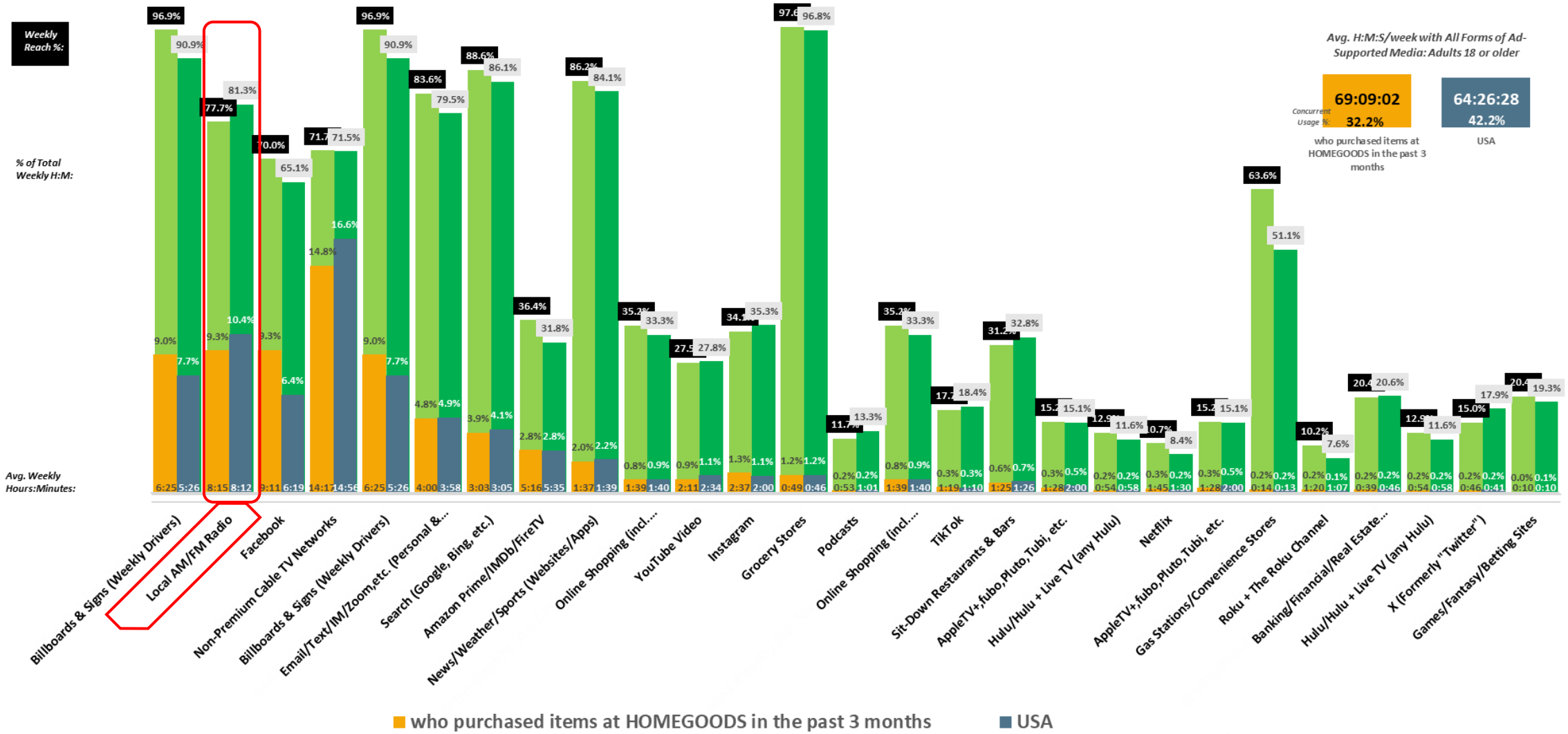
Hubbard BROADCASTING Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

HomeGoods P50+

Adults 50 or older who purchased items at HOMEGOODS in the past 3 months spend an average of 2 days, 7 hours, 10 minutes and 21 seconds each week with All Forms of Ad-Supported Media.

77.7% of Adults 50 or older who purchased items at HOMEGOODS in the past 3 months spend an avg. of 8 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173 Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

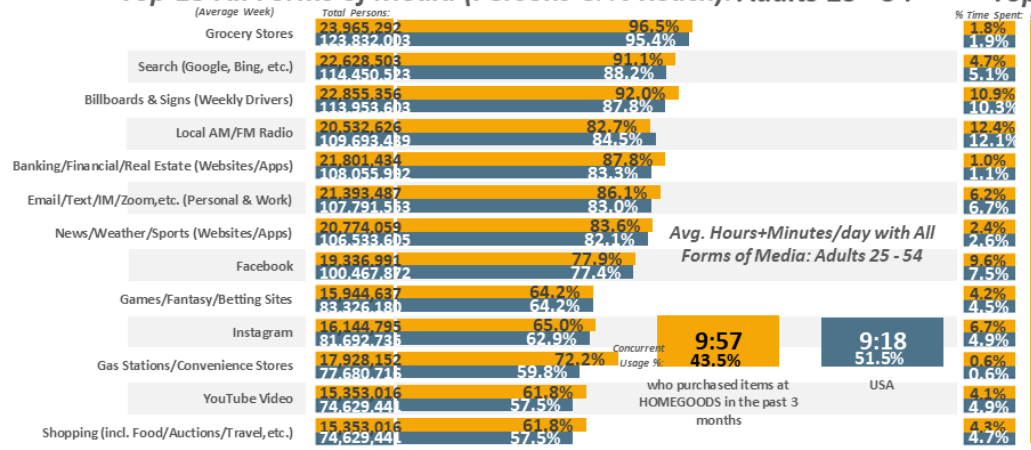
Hubbard BROADCASTING Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

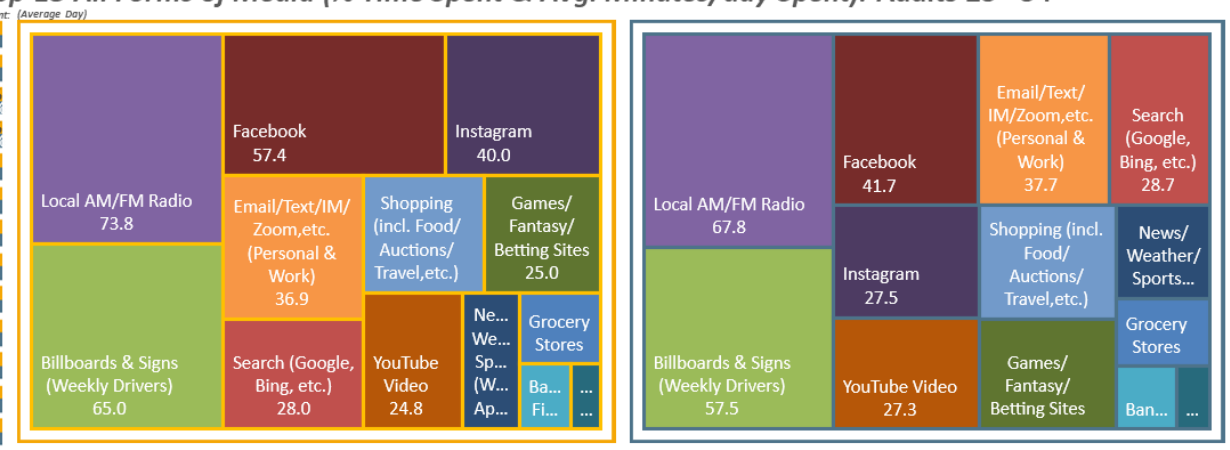
HomeGoods® **P25-54**

Adults 25 - 54 who purchased items at HOMEGOODS in the past 3 months spend an average of 6 hours and 57 minutes each day with All Forms of Ad-Supported Media. 79.1% listen to Local AM/FM Radio for an avg. of 67. minutes/day. *(Local Radio delivers 12.7% of Time with Ad-Supported Media.)*

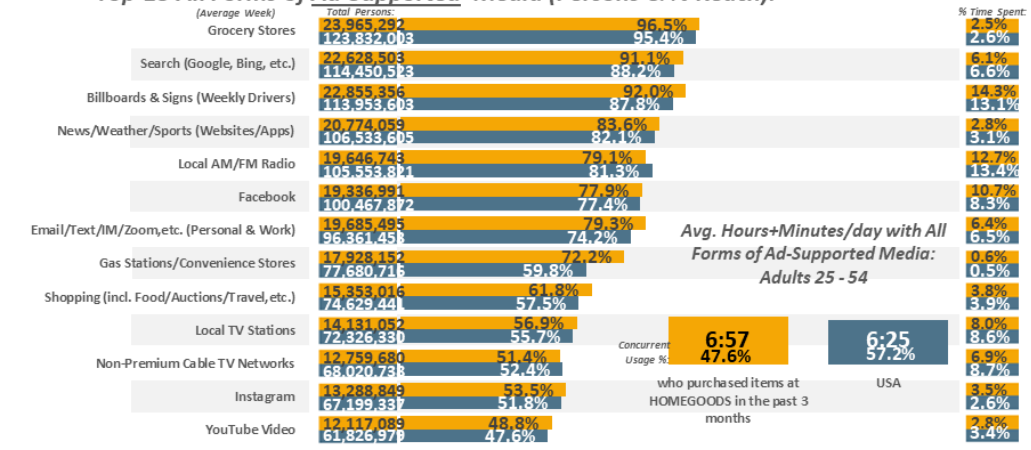
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



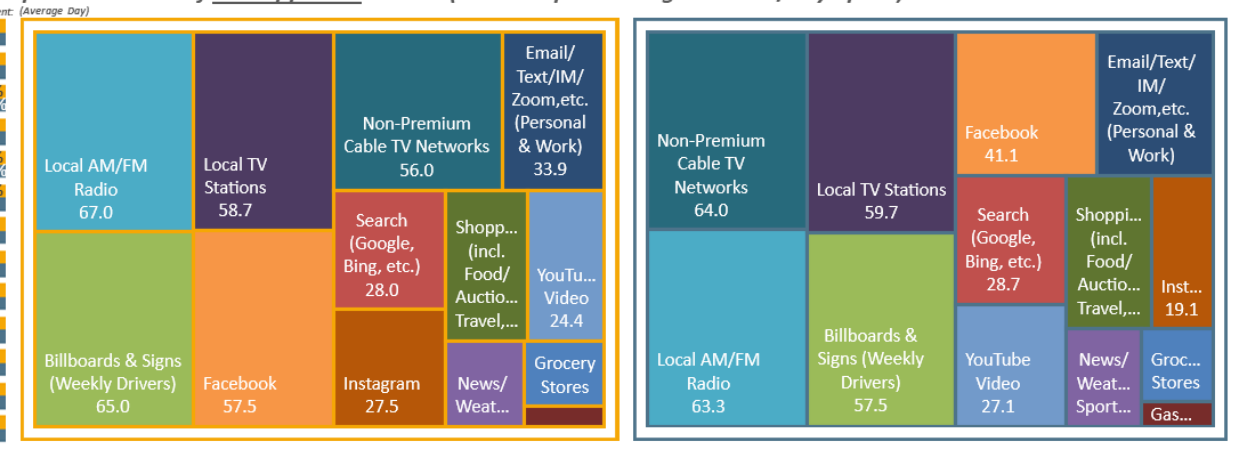
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

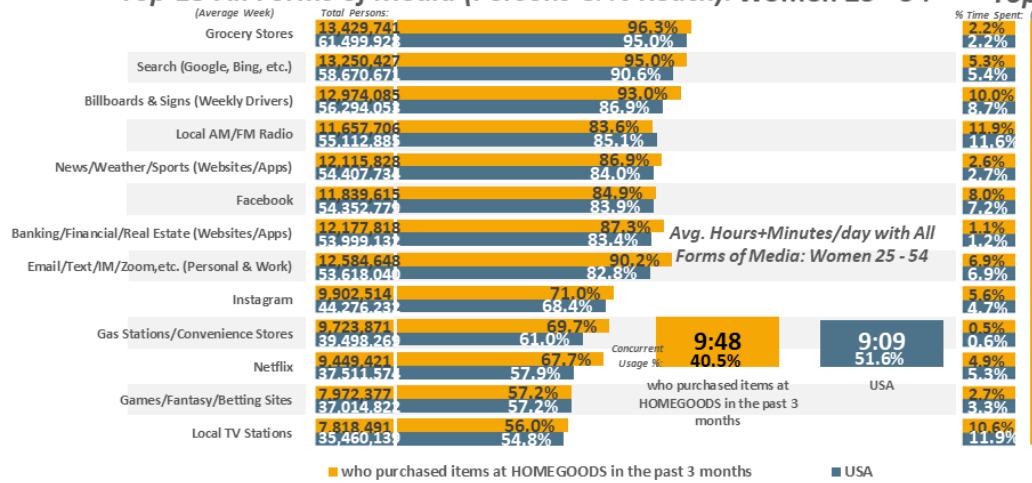
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

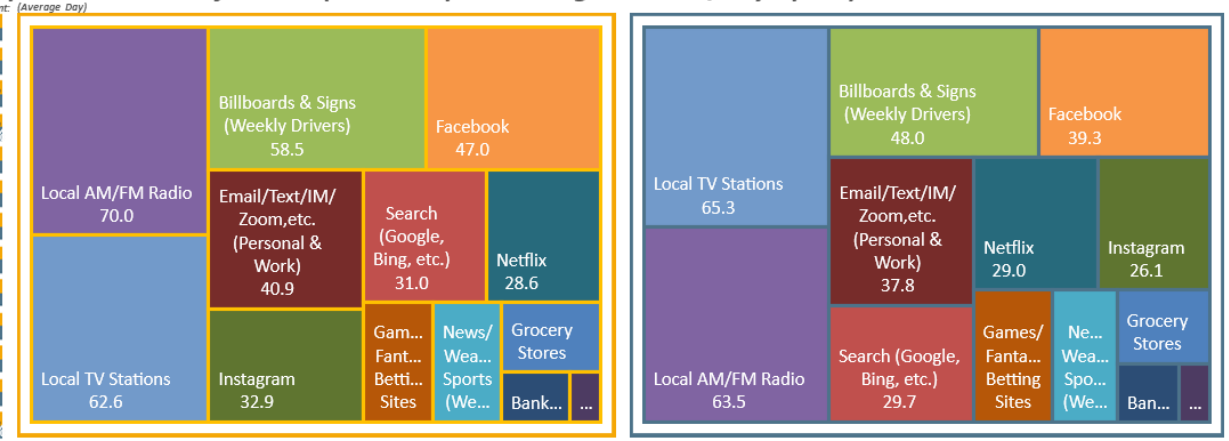
HomeGoods® W25-54

Women 25 - 54 who purchased items at HOMEGOODS in the past 3 months spend an average of 7 hours and 8 minutes each day with All Forms of Ad-Supported Media. 79.8% listen to Local AM/FM Radio for an avg. of 63. minutes/day. *(Local Radio delivers 11.7% of Time with Ad-Supported Media.)*

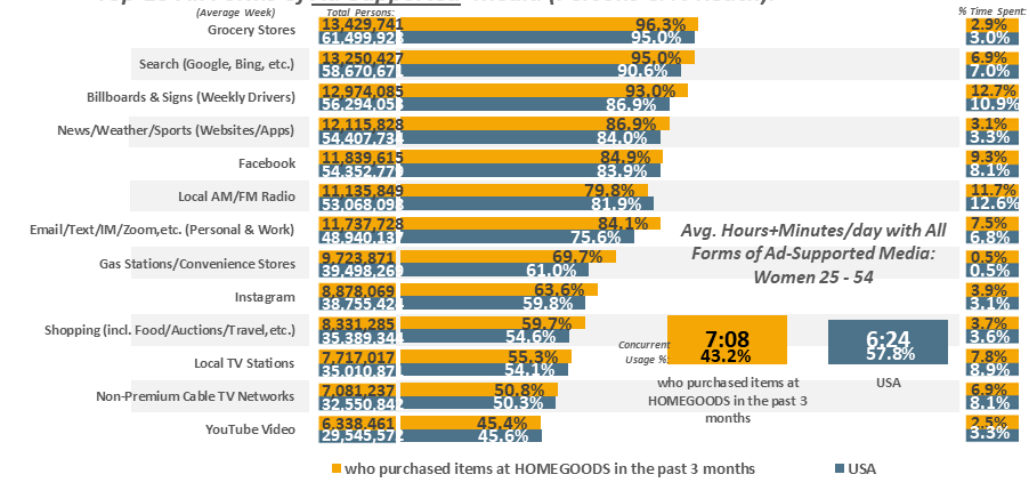
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



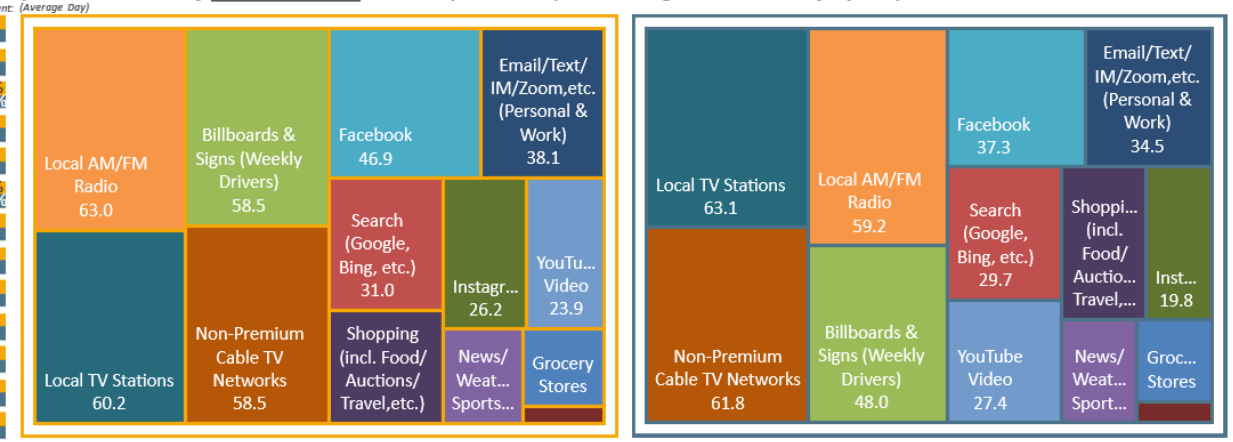
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

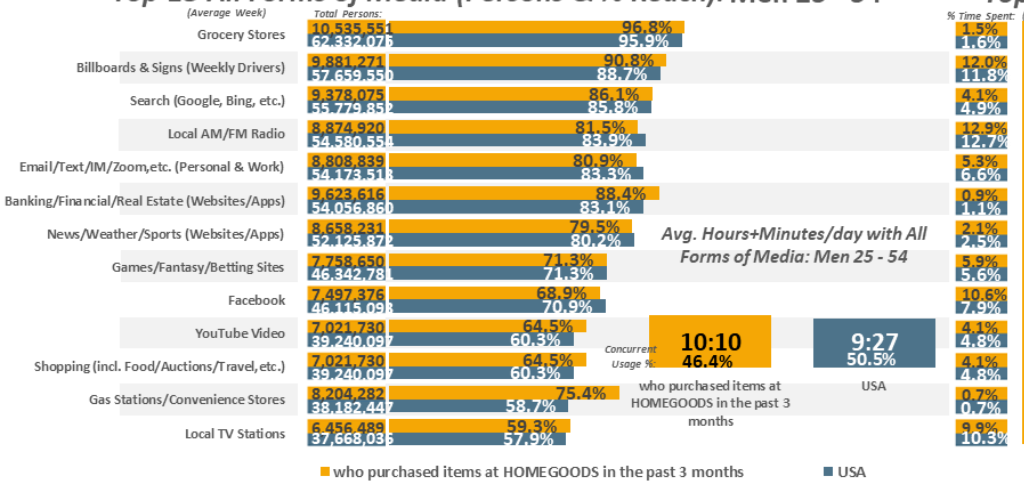
soefa.ai Share of Everything for Anything ©

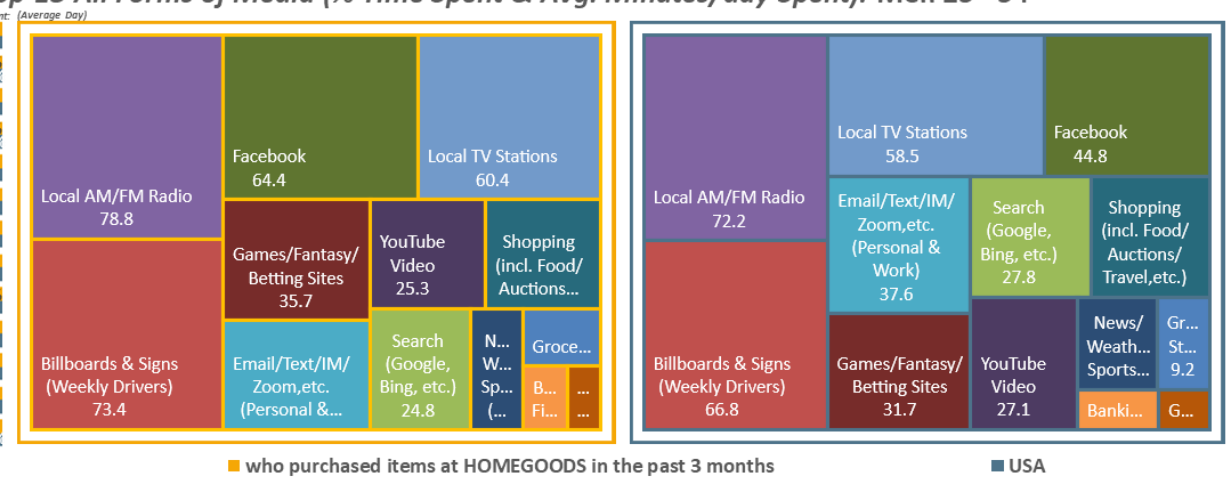
Stores/services bought past 3 months: HomeGoods

HomeGoods® **M25-54**

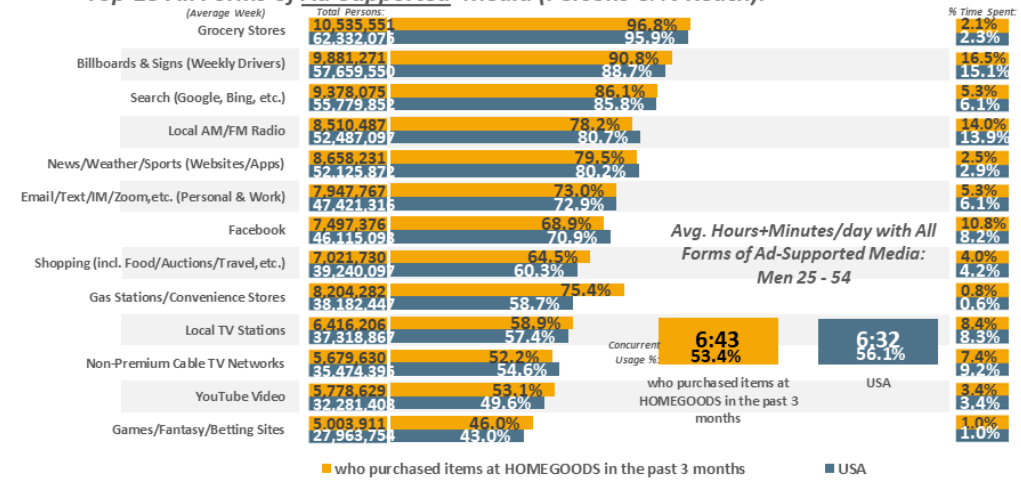
Men 25 - 54 who purchased items at HOMEGOODS in the past 3 months spend an average of 6 hours and 43 minutes each day with All Forms of Ad-Supported Media. 78.2% listen to Local AM/FM Radio for an avg. of 72.3 minutes/day. *(Local Radio delivers 14.% of Time with Ad-Supported Media.)*

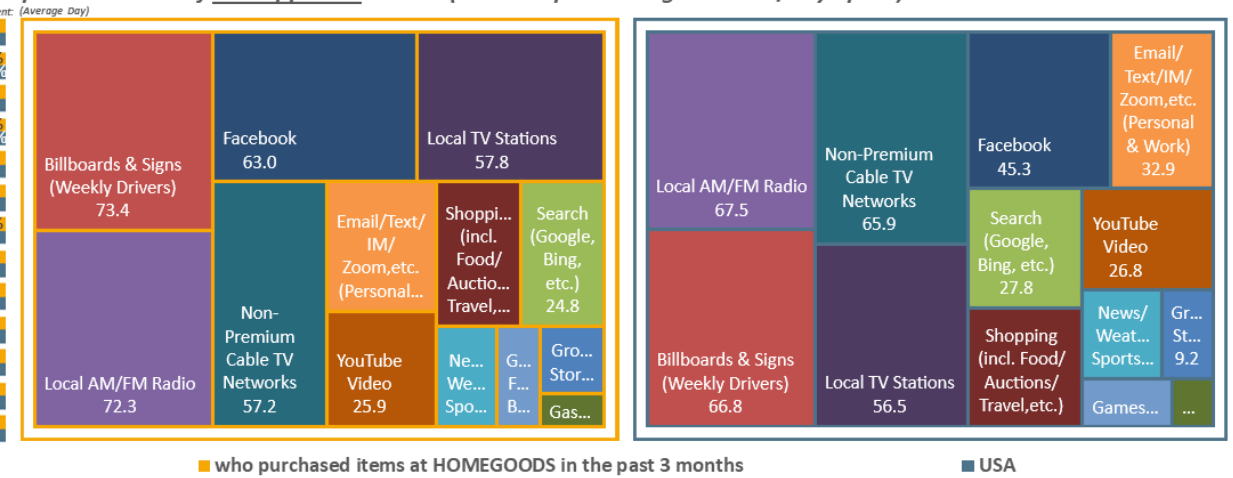
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54





Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Men 25 - 54





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

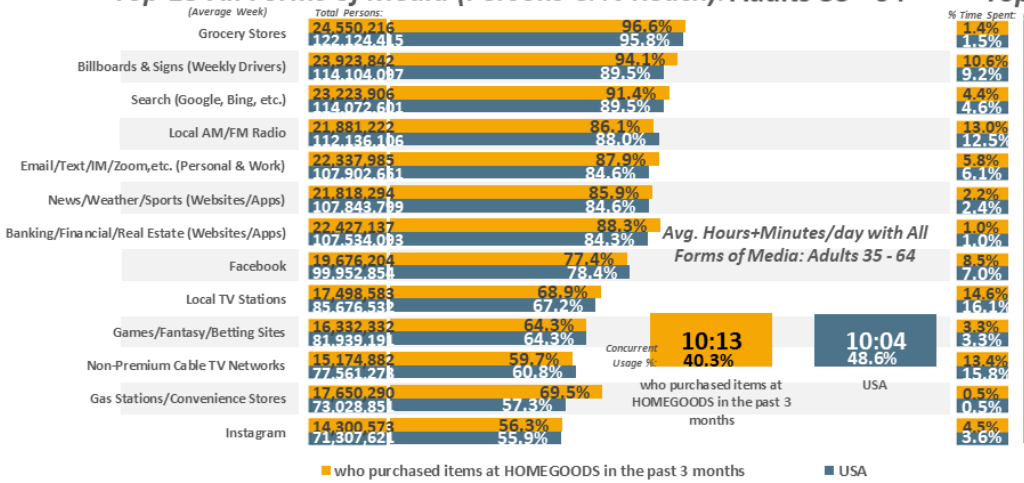
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

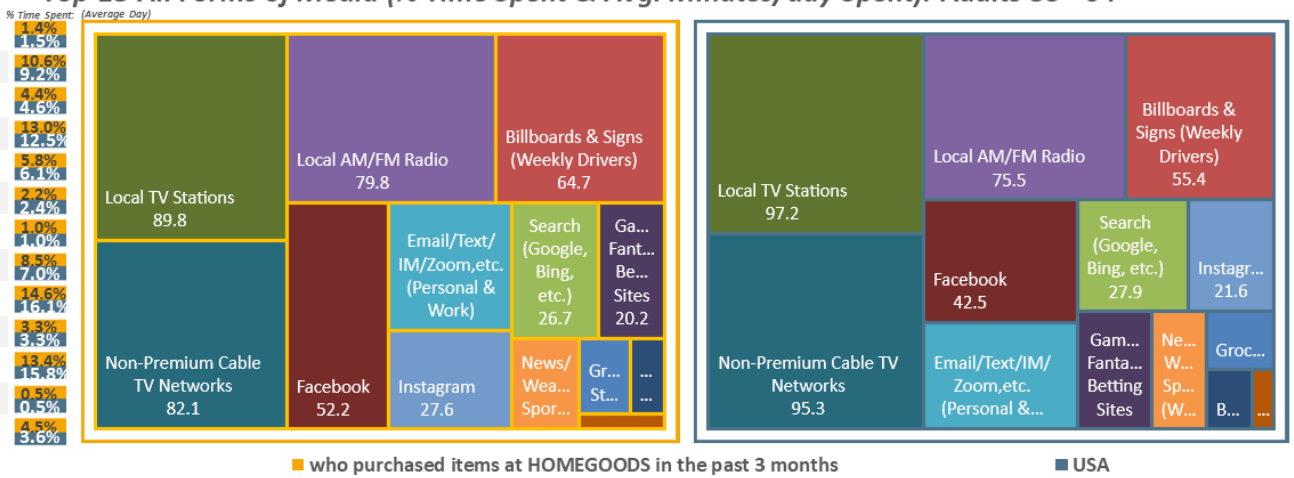
HomeGoods® **P35-64**

Adults 35 - 64 who purchased items at HOMEGOODS in the past 3 months spend an average of 7 hours and 52 minutes each day with All Forms of Ad-Supported Media. 81.6% listen to Local AM/FM Radio for an avg. of 72.3 minutes/day. *(Local Radio delivers 12.5% of Time with Ad-Supported Media.)*

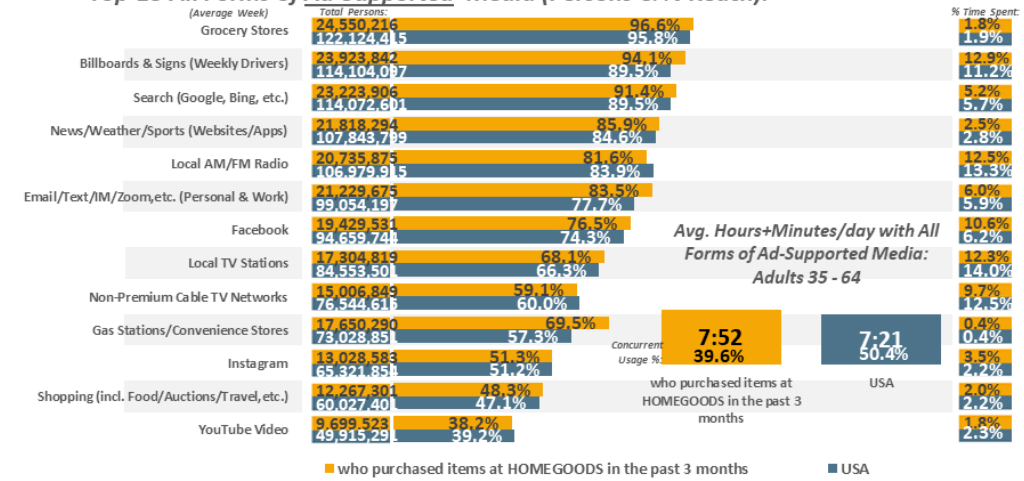
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



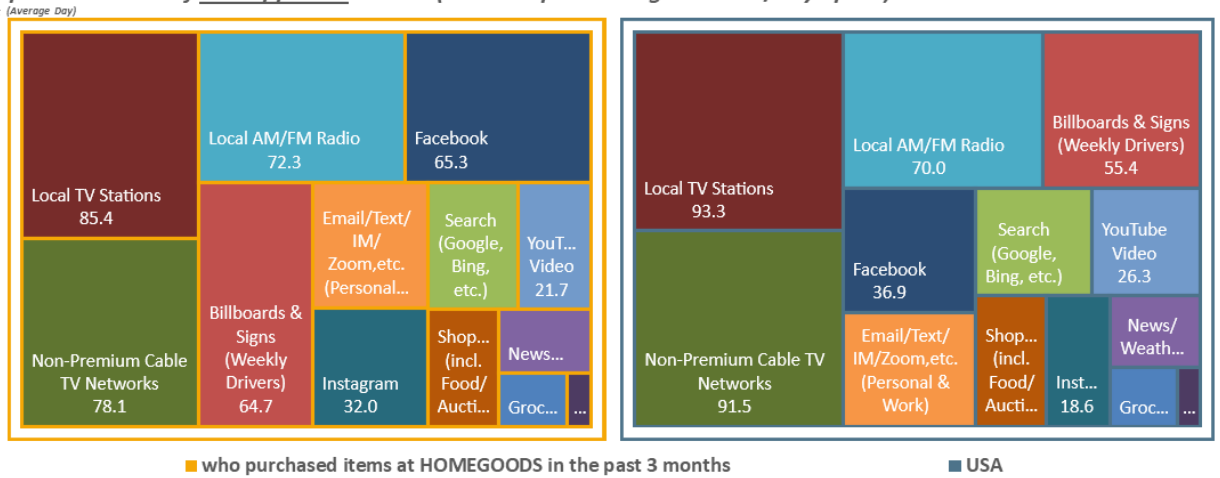
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

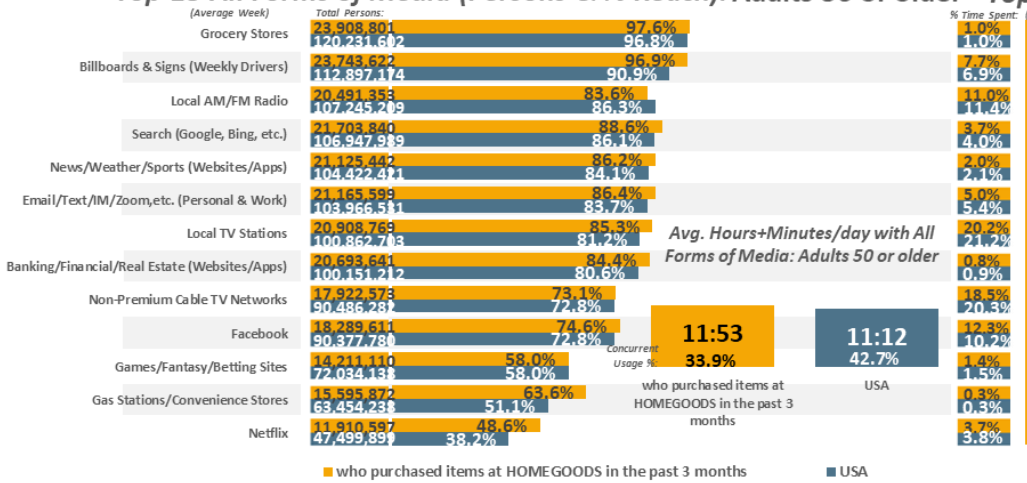
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

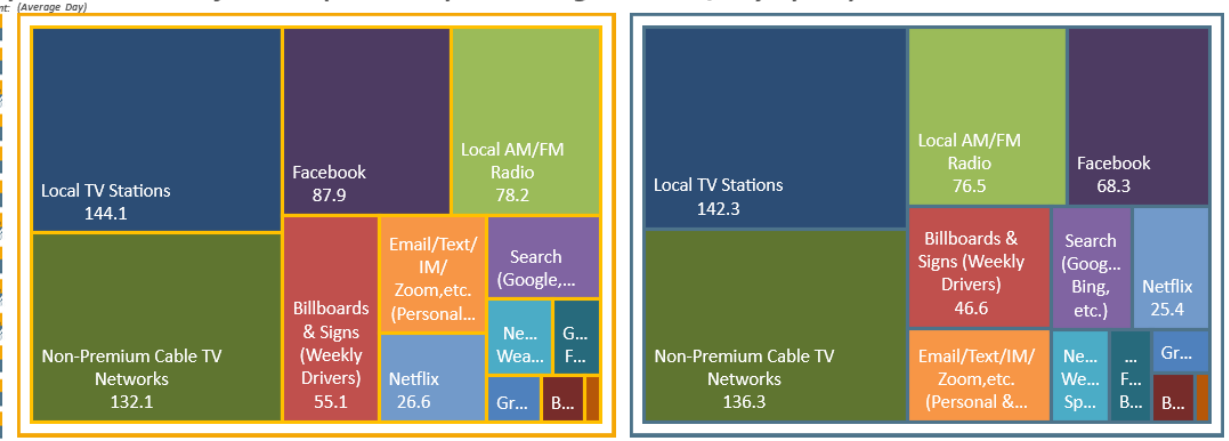
HomeGoods **P50+**

Adults 50 or older who purchased items at HOMEGOODS in the past 3 months spend an average of 9 hours and 52 minutes each day with All Forms of Ad-Supported Media. 77.7% listen to Local AM/FM Radio for an avg. of 70.8 minutes/day. *(Local Radio delivers 9.3% of Time with Ad-Supported Media.)*

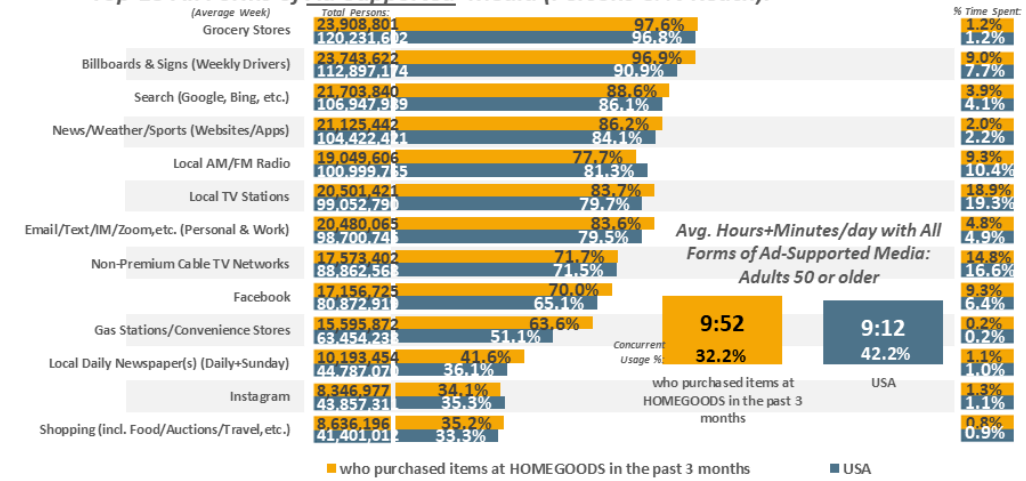
Top-13 All Forms of Media (Persons & % Reach): Adults 50 or older



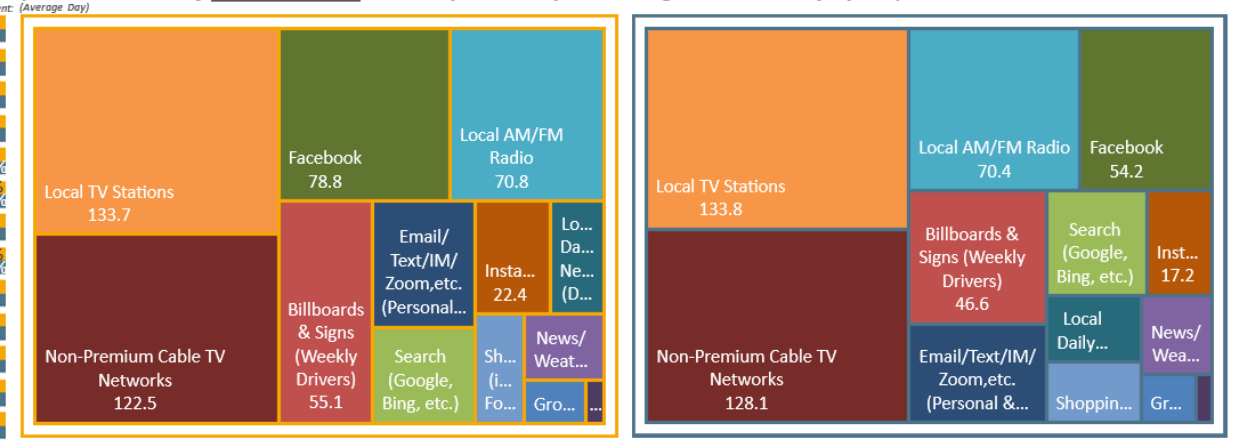
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 50 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

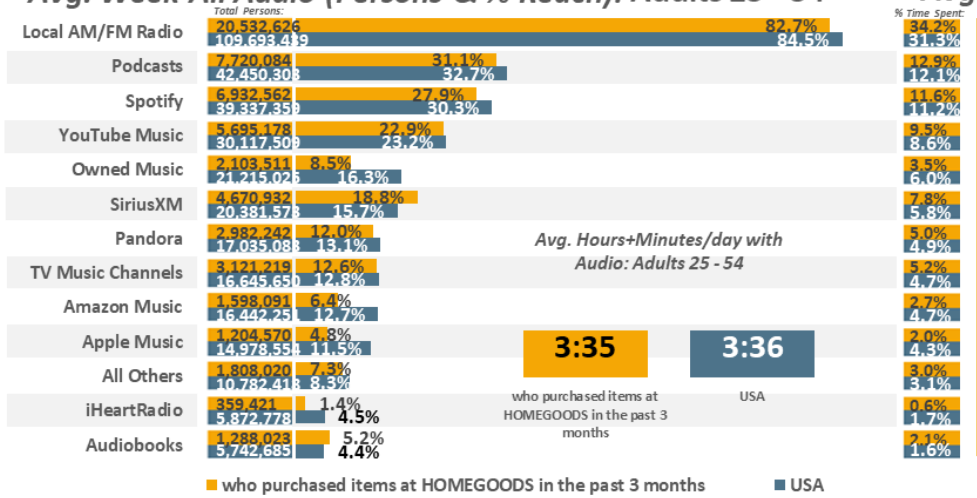
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

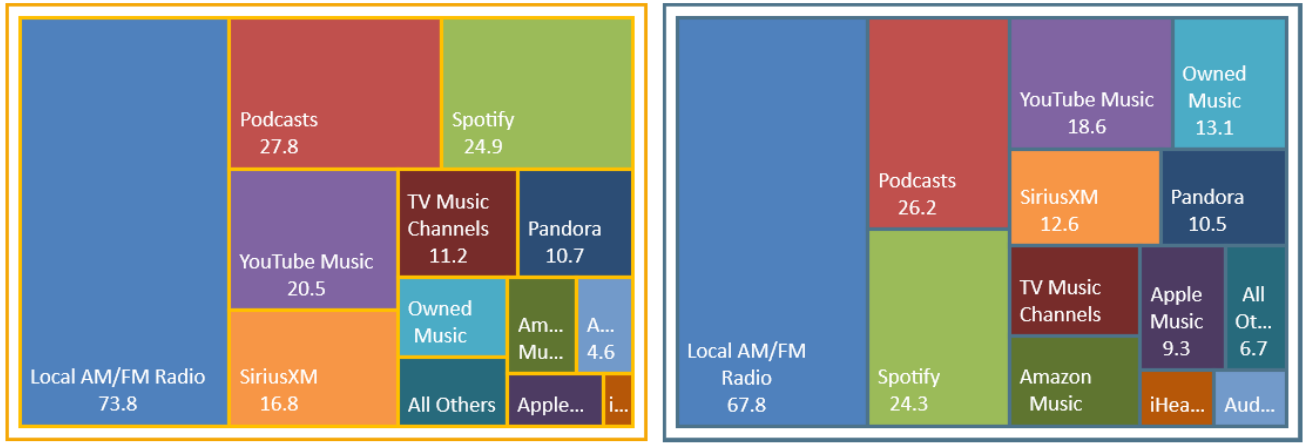
HomeGoods® **P25-54**

19,646,743 or 79.1% of Adults 25 - 54 who purchased items at HOMEGOODS in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 67. minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.

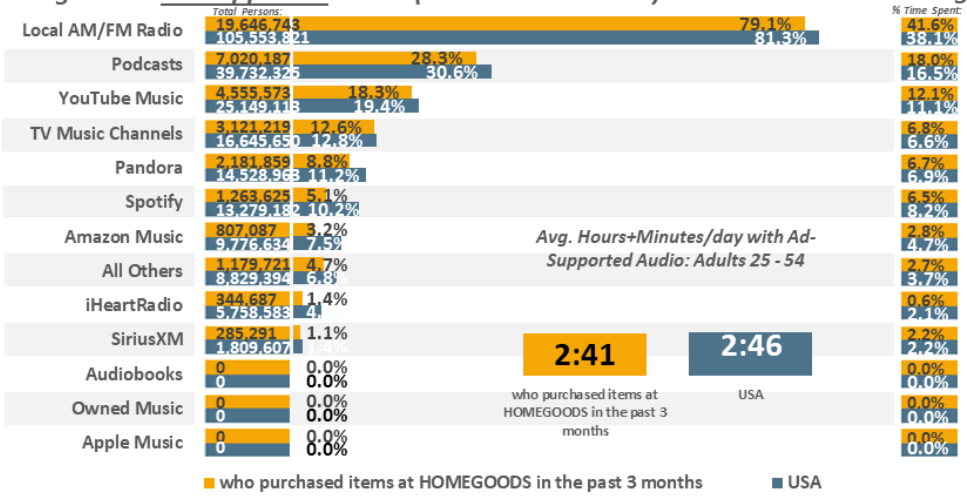
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



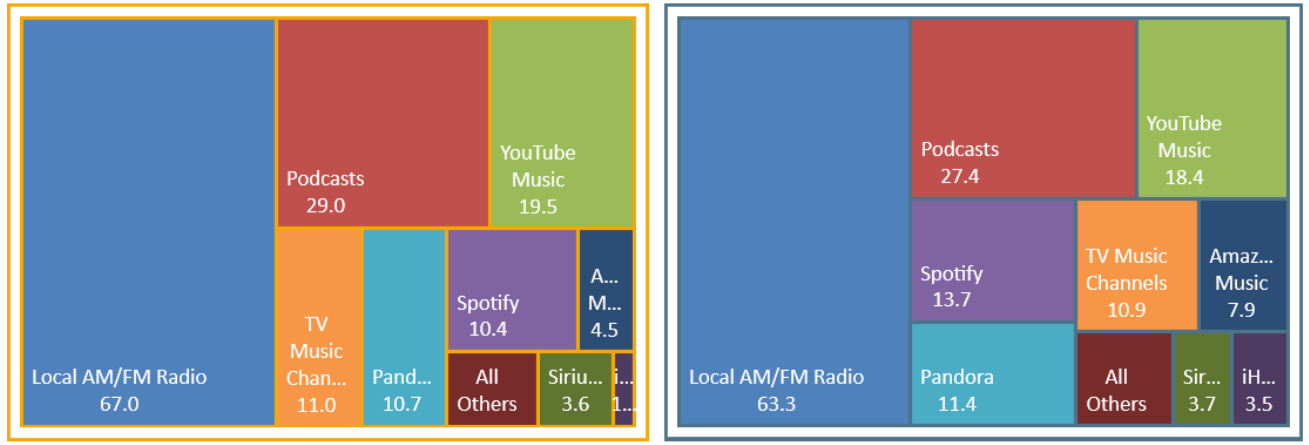
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

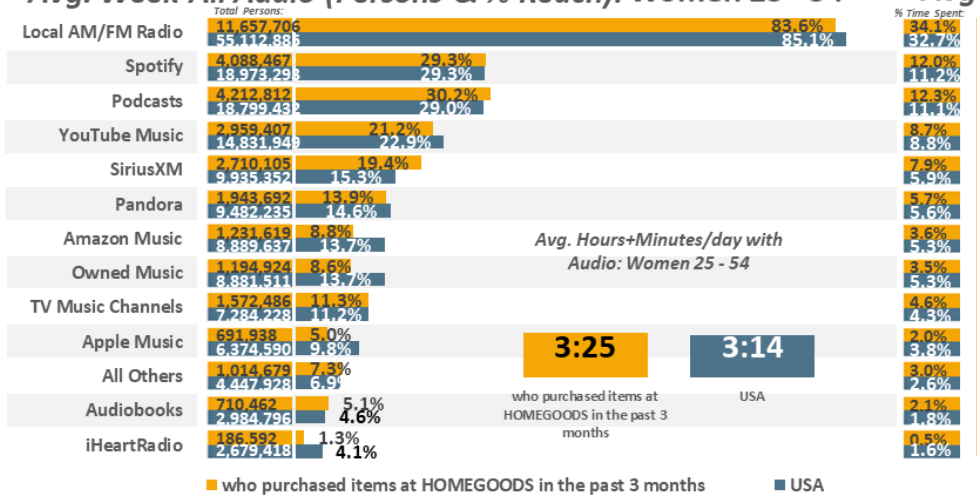
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

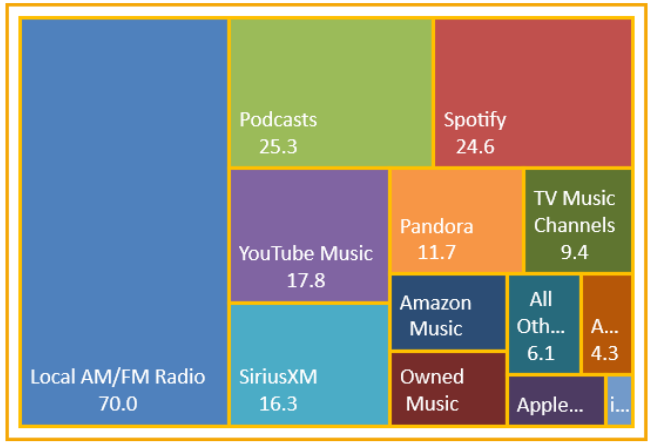
HomeGoods® **W25-54**

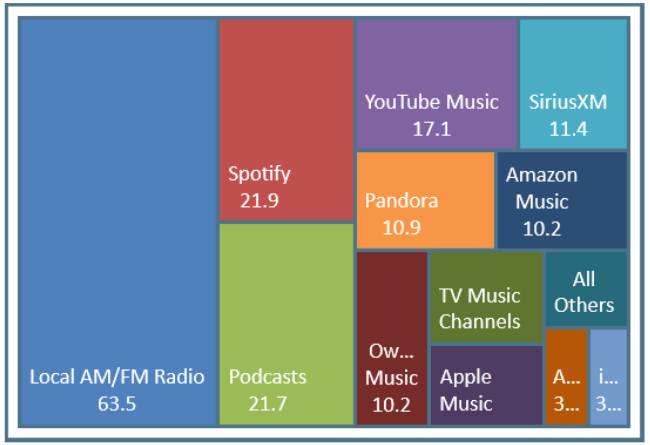
11,135,849 or 79.8% of Women 25 - 54 who purchased items at HOMEGOODS in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 63. minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Women 25 - 54

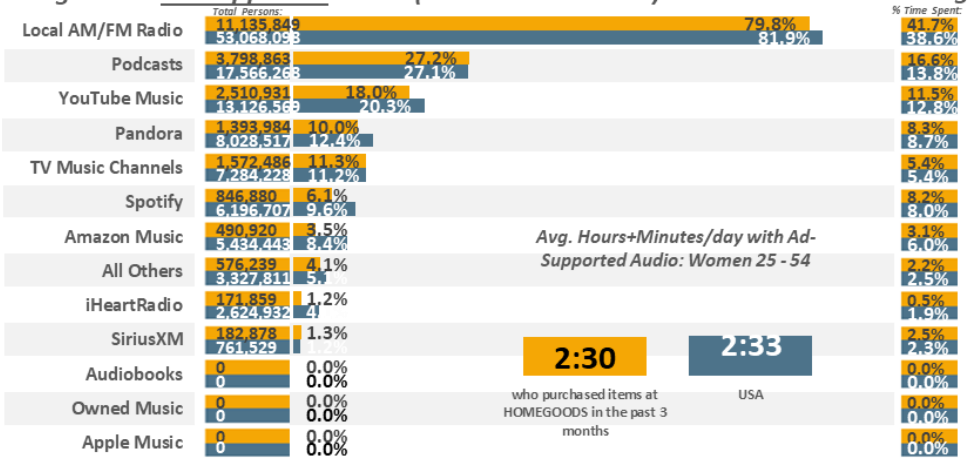


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

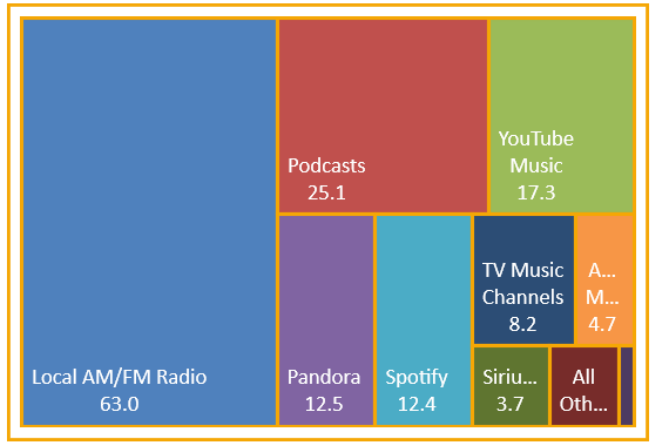


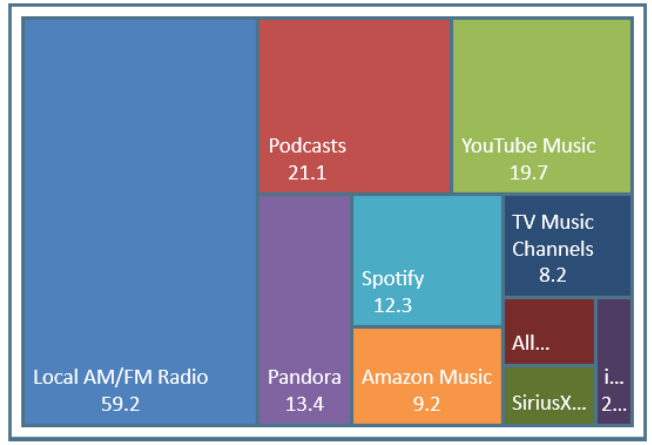


Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

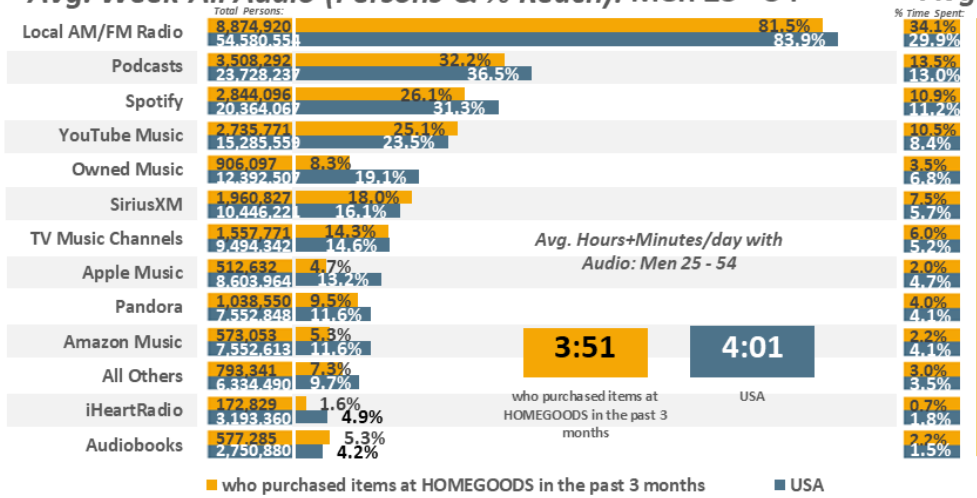
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

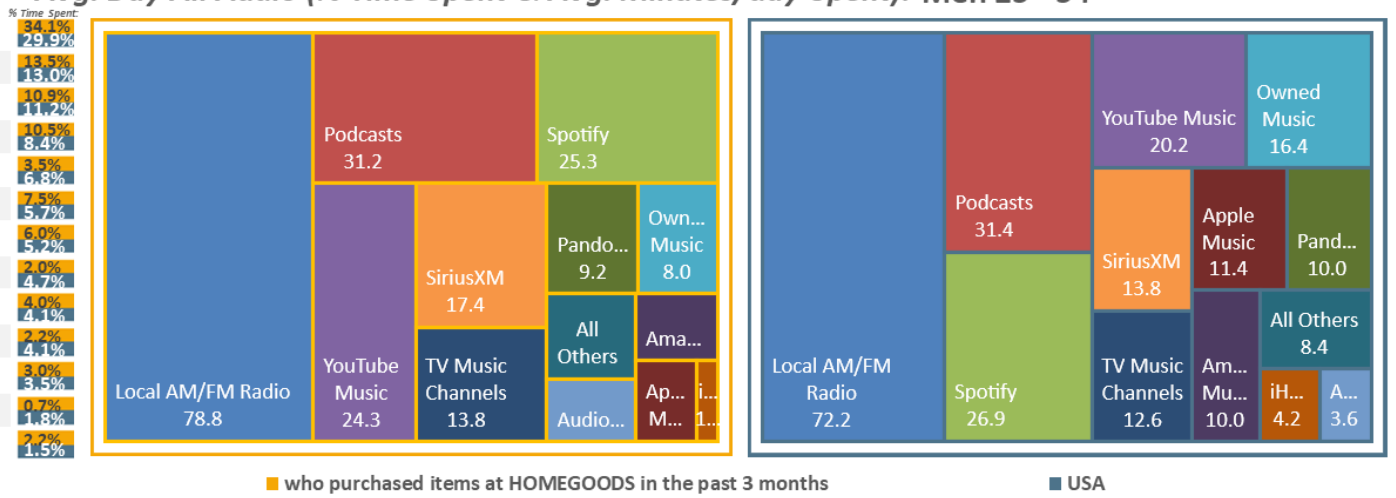
HomeGoods® **M25-54**

8,510,487 or 78.2% of Men 25 - 54 who purchased items at HOMEGOODS in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 72.3 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.

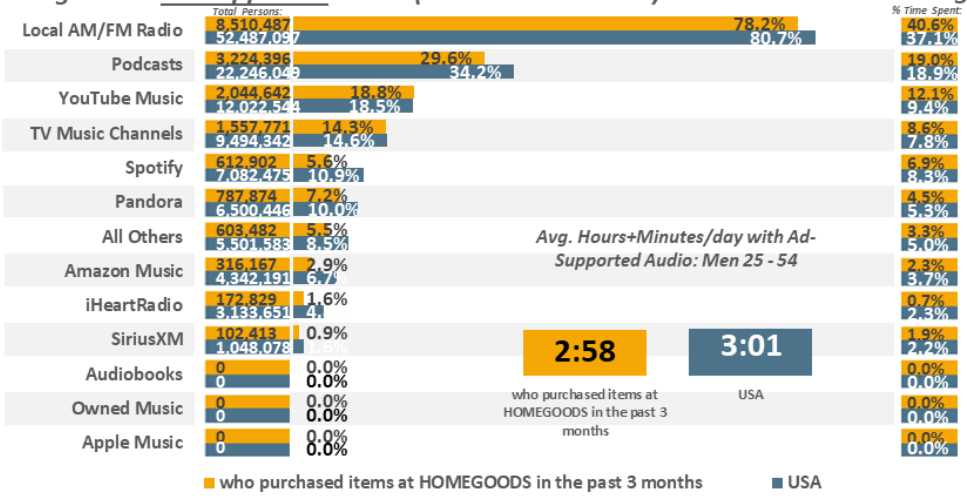
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



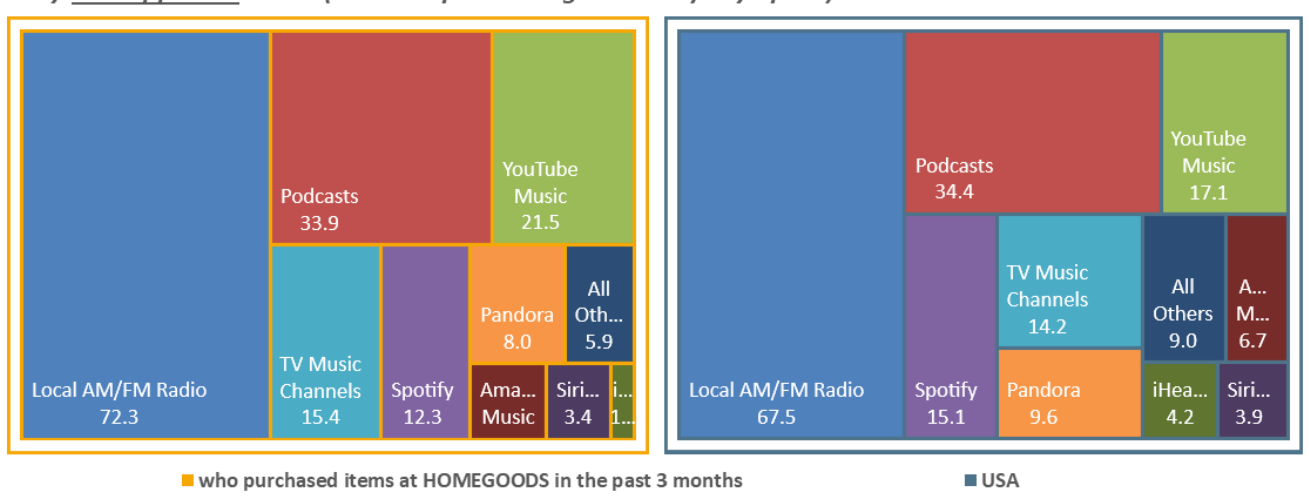
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,173*

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

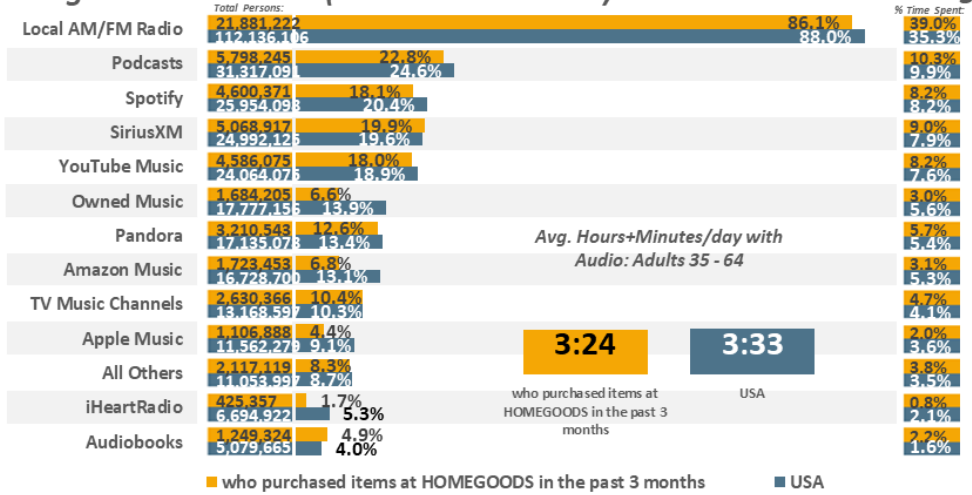
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

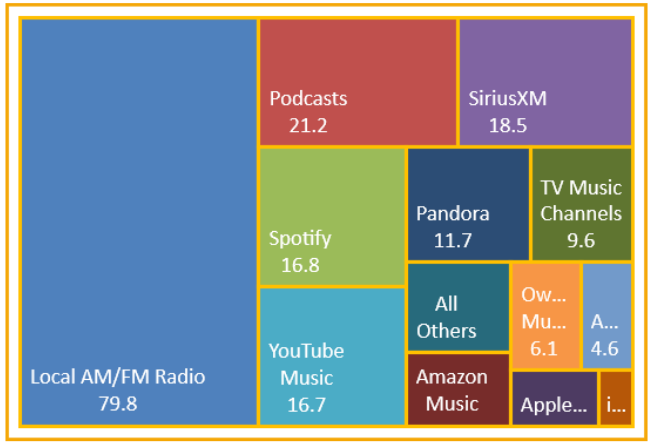
HomeGoods® **P35-64**

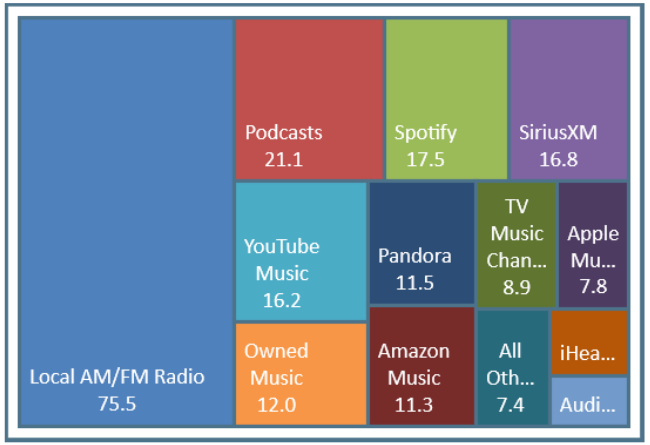
20,735,875 or 81.6% of Adults 35 - 64 who purchased items at HOMEGOODS in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 72.3 minutes every day representing 49.8% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 35 - 64

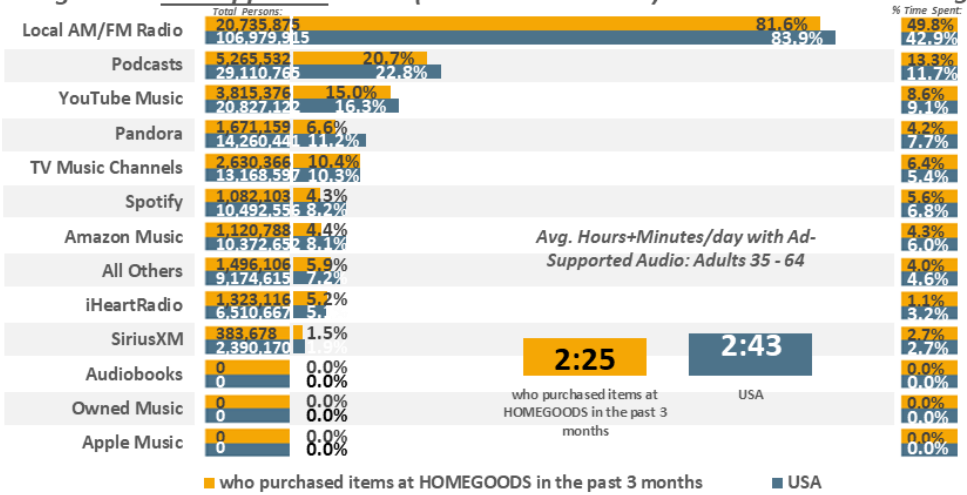


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

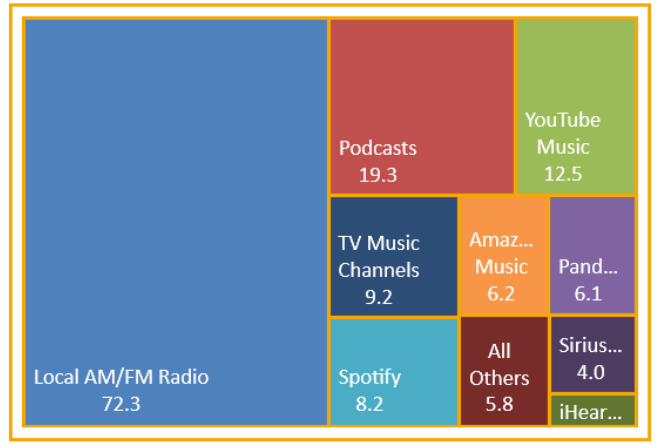


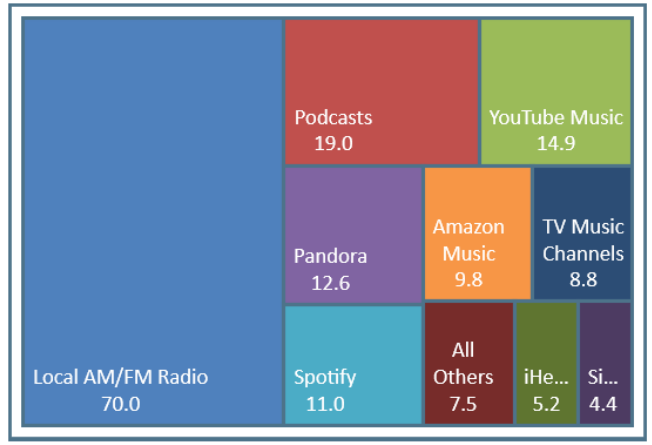


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64





USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,173*

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

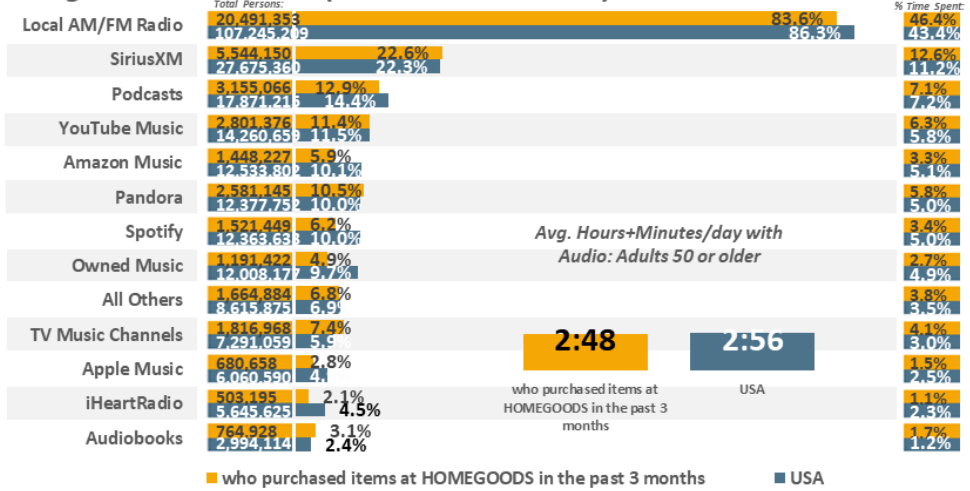
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

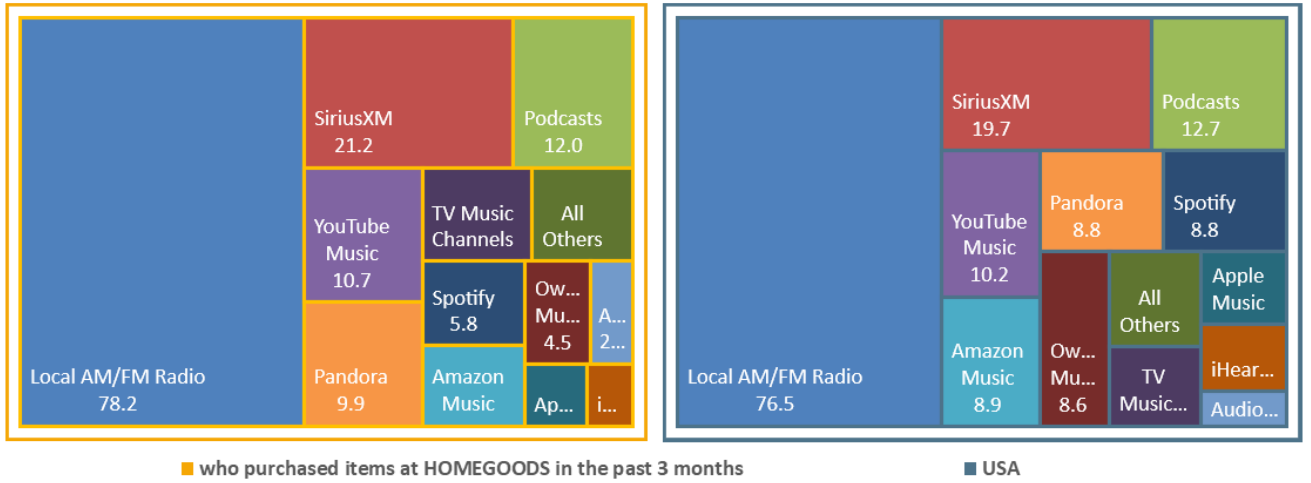
HomeGoods® **P50+**

19,049,606 or 77.7% of Adults 50 or older who purchased items at HOMEGOODS in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 70.8 minutes every day representing 57.4% of all time spent daily with Ad-Supported Audio.

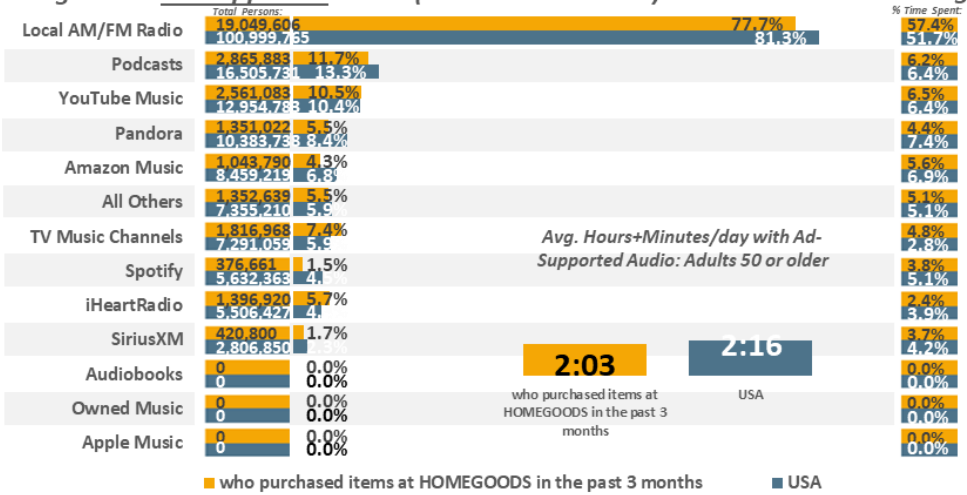
Avg. Week All Audio (Persons & % Reach): Adults 50 or older



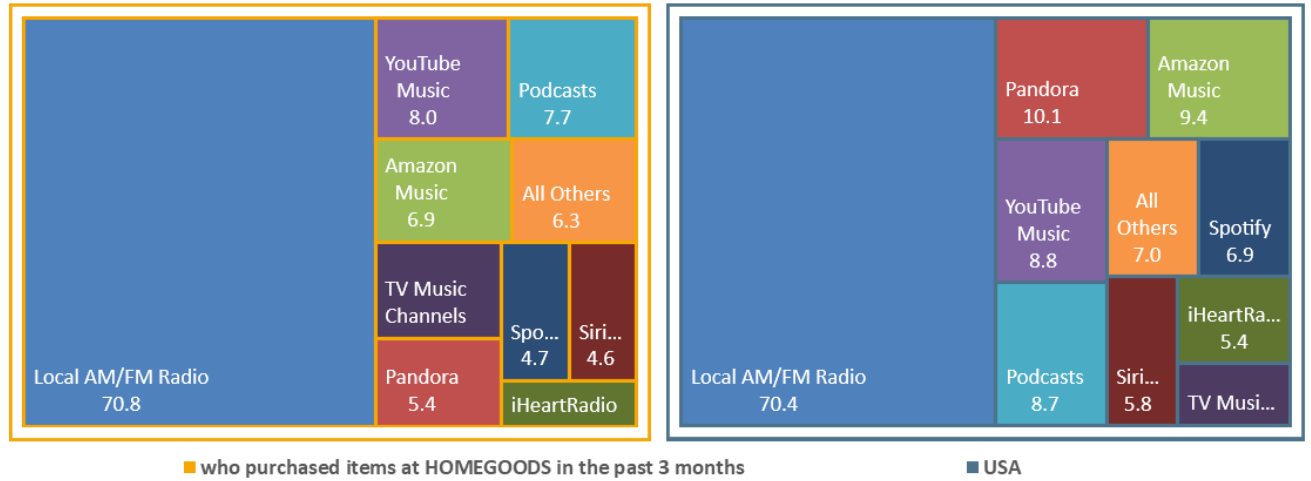
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

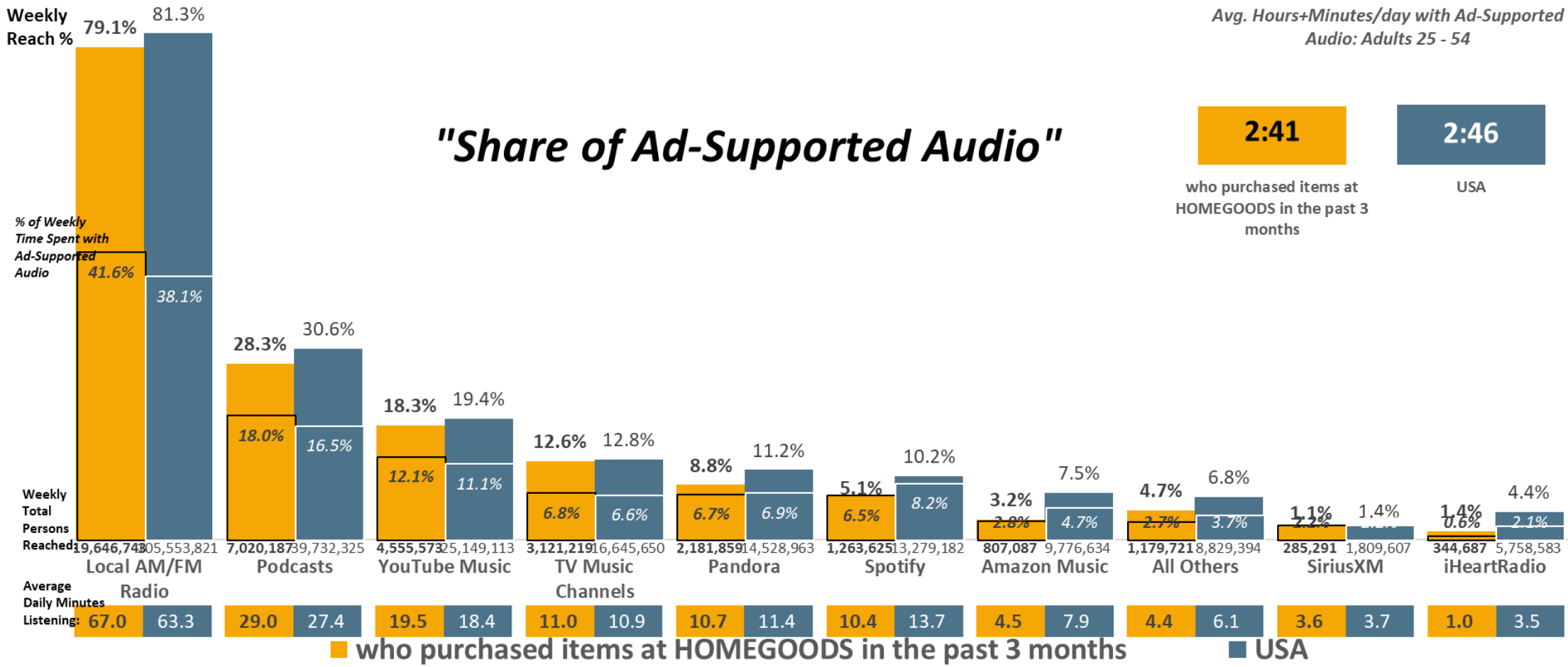
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

HomeGoods® **P25-54**

19,646,743 or 79.1% of Adults 25 - 54 who purchased items at HOMEGOODS in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 67. minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

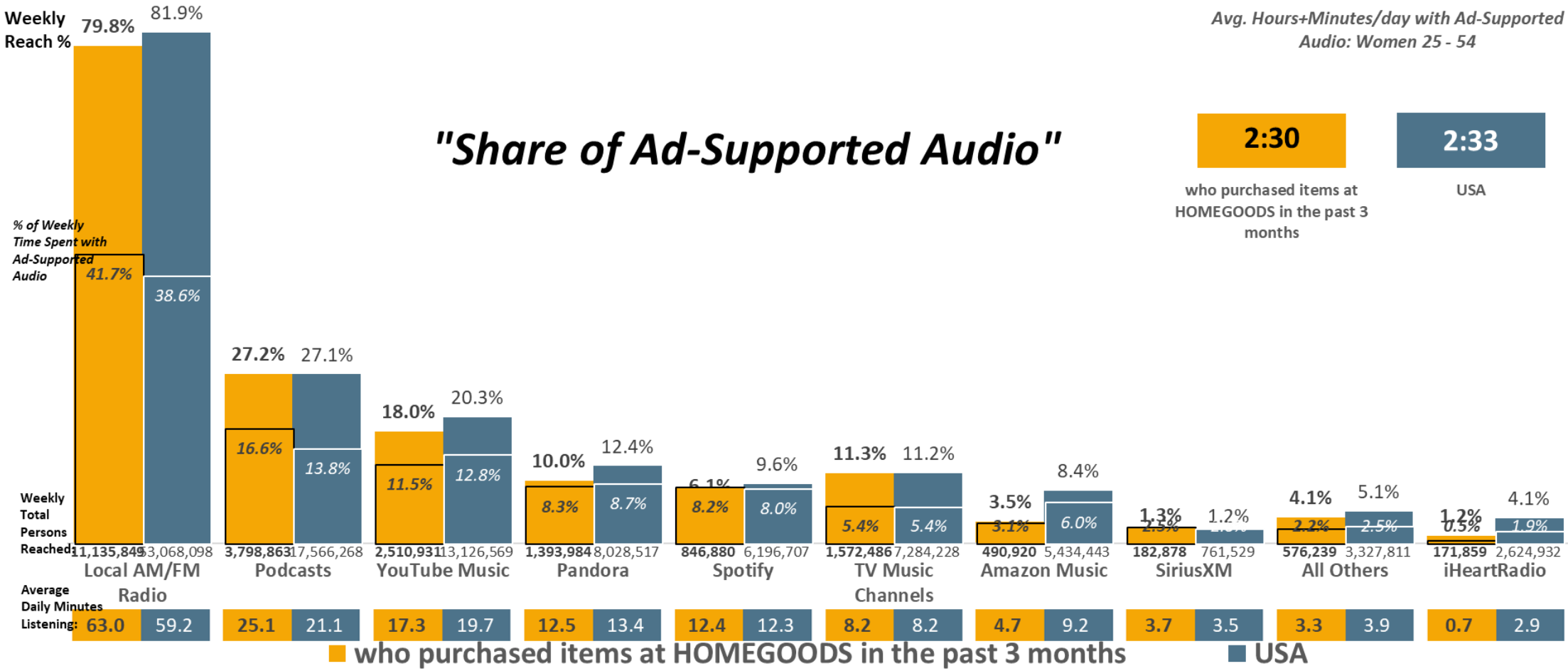
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

HomeGoods® W25-54

11,135,849 or 79.8% of Women 25 - 54 who purchased items at HOMEGOODS in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 63. minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

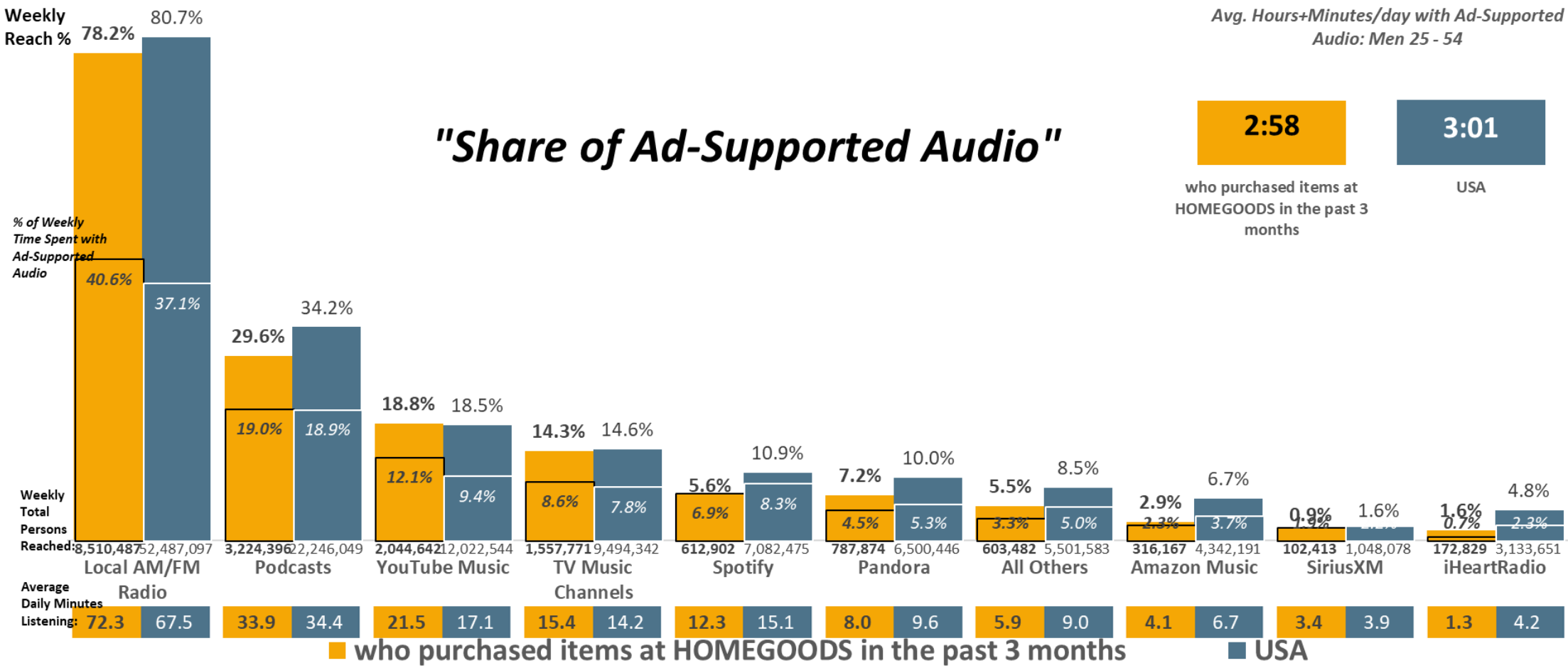
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

HomeGoods® M25-54

8,510,487 or 78.2% of Men 25 - 54 who purchased items at HOMEGOODS in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 72.3 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

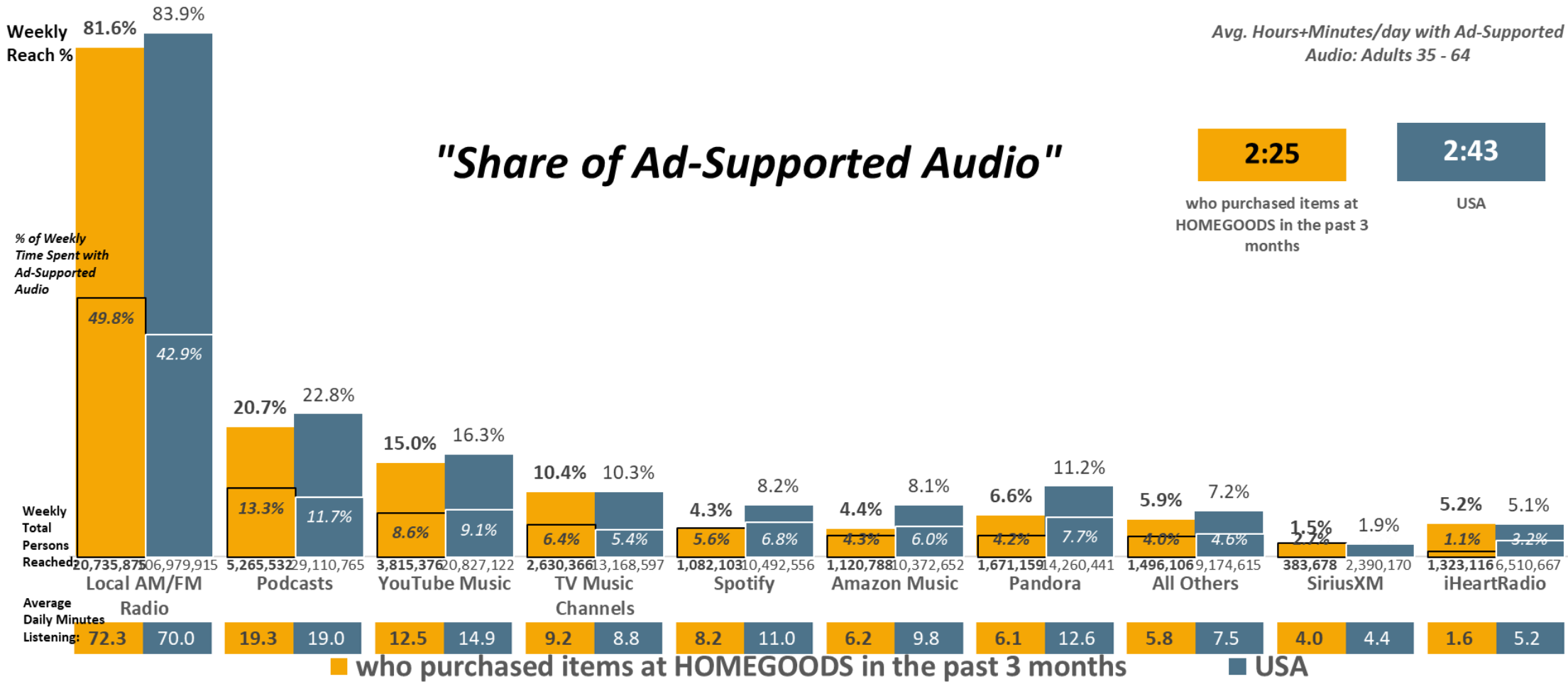
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

HomeGoods® **P35-64**

20,735,875 or 81.6% of Adults 35 - 64 who purchased items at HOMEGOODS in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 72.3 minutes every day representing 49.8% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

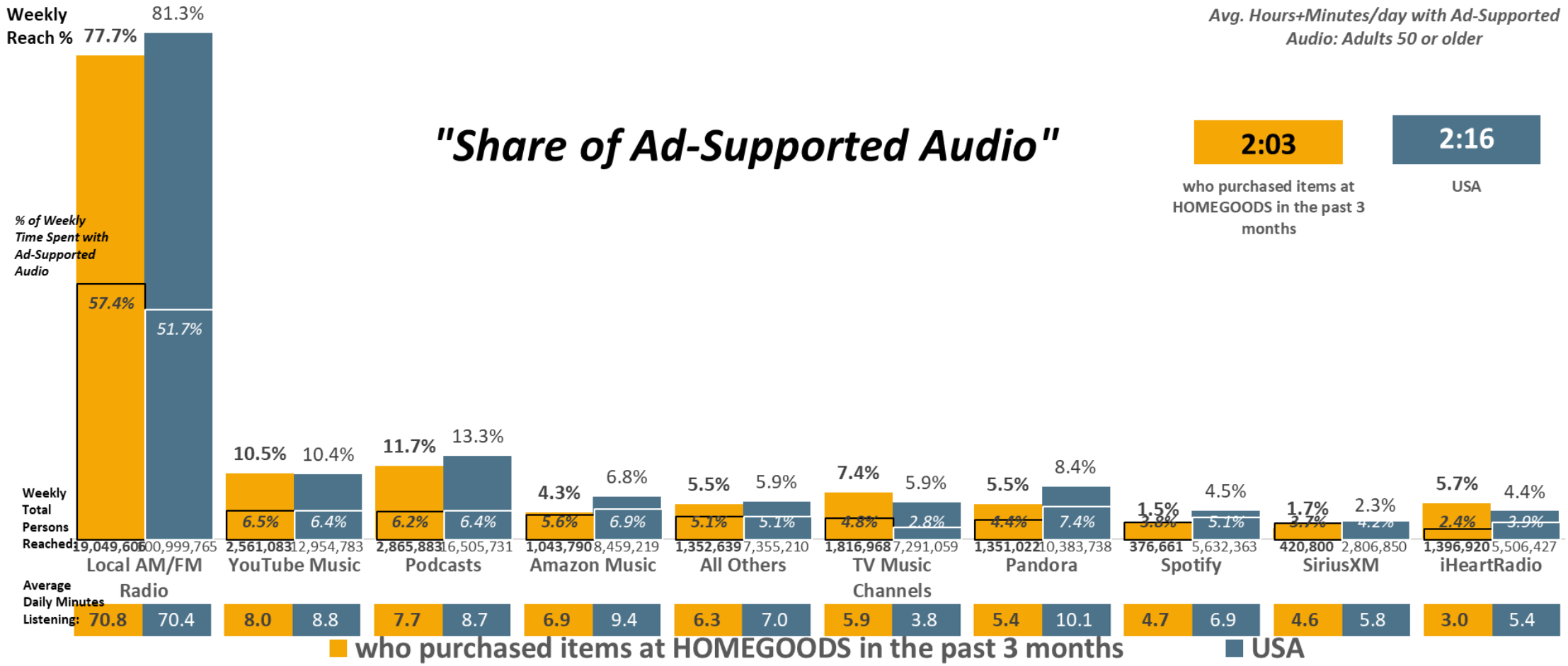
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

HomeGoods® **P50+**

19,049,606 or 77.7% of Adults 50 or older who purchased items at HOMEGOODS in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 70.8 minutes every day representing 57.4% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

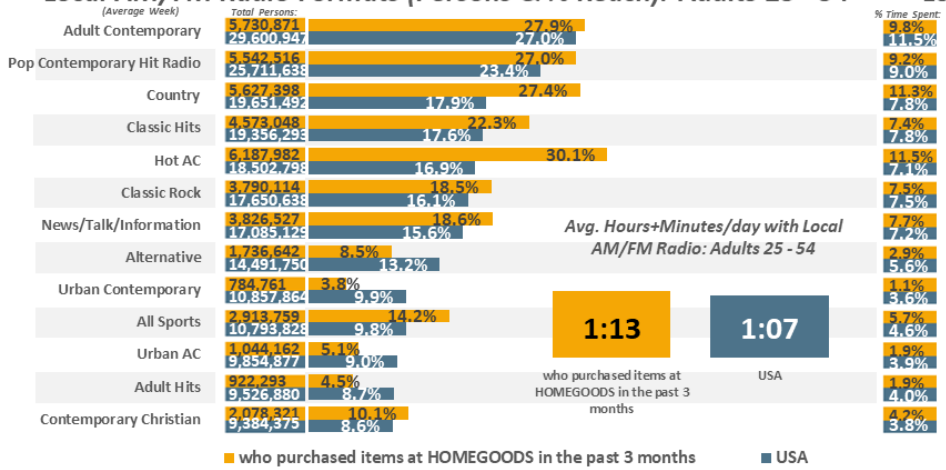
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

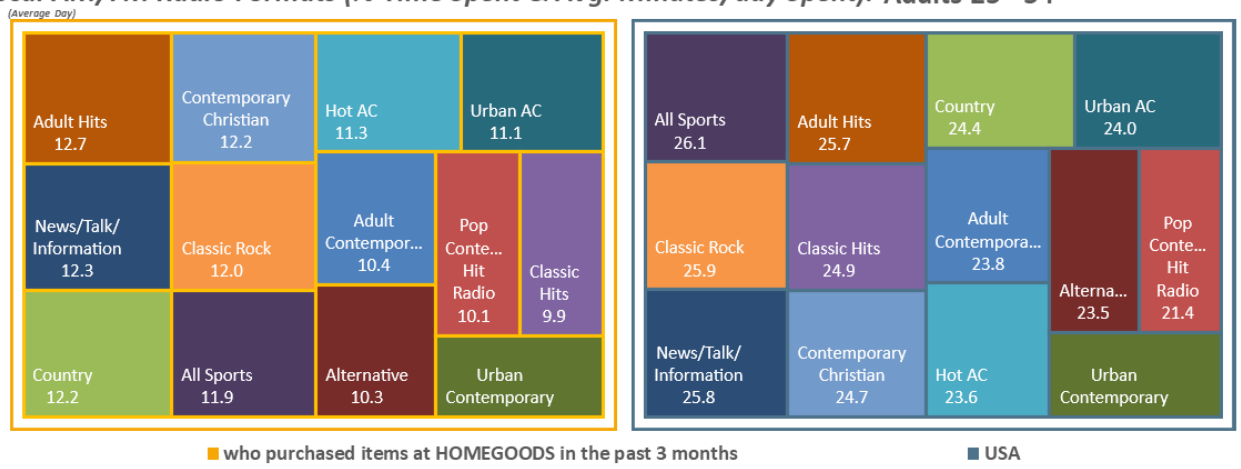
HomeGoods® **P25-54**

19,646,743 or 79.1% of Adults 25 - 54 who purchased items at HOMEGOODS in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Contemporary, Country, Pop Contemporary Hit Radio, and Classic Hits.

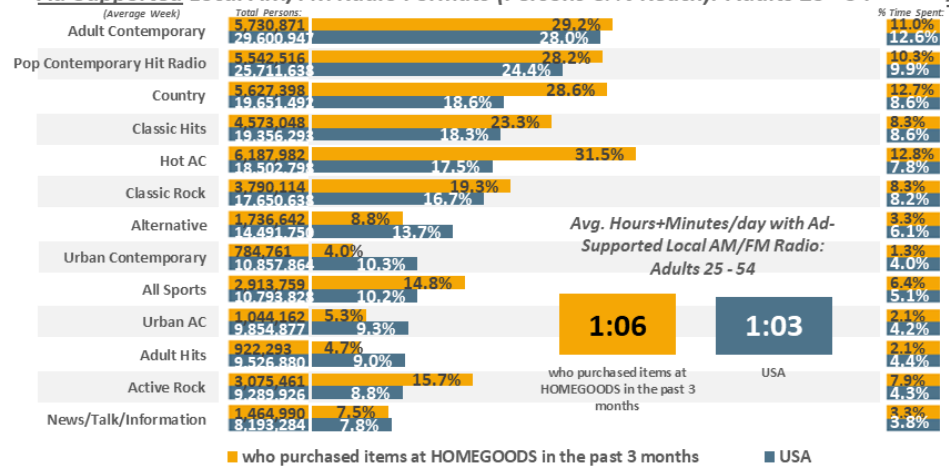
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



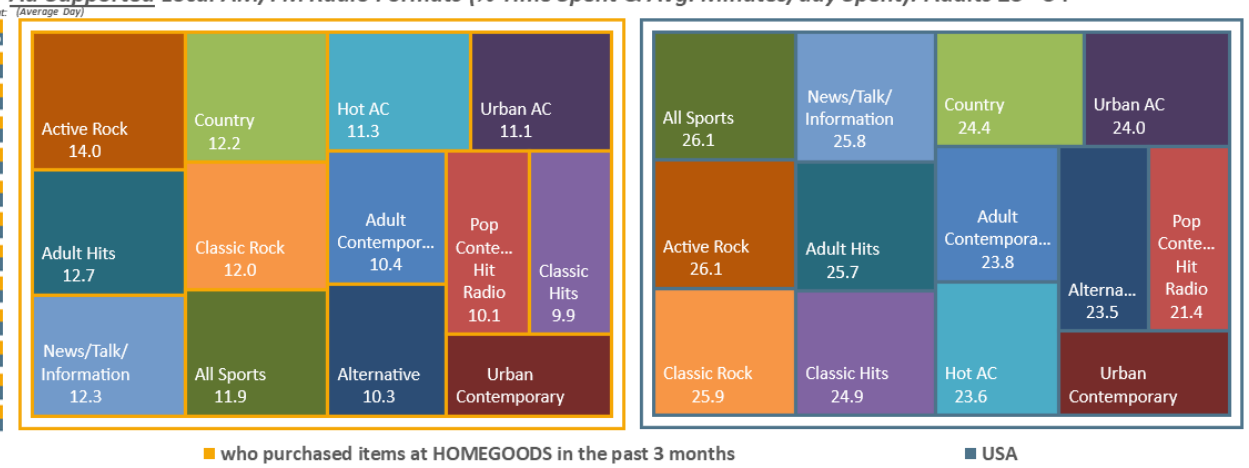
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

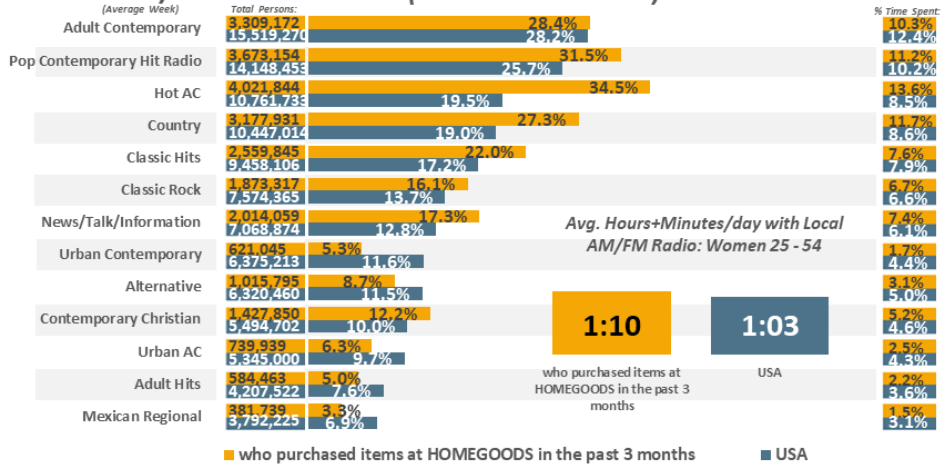
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

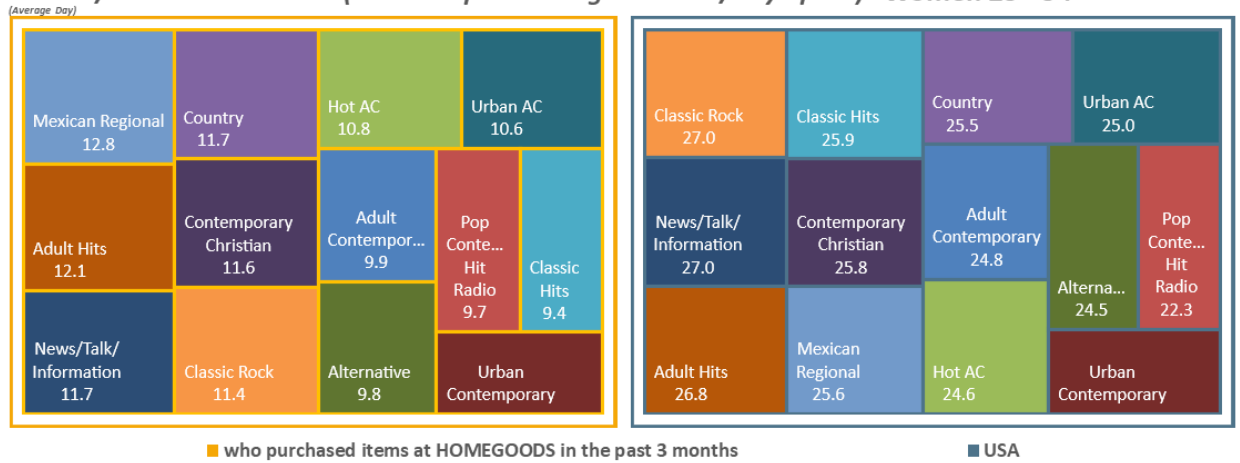
HomeGoods® W25-54

11,135,849 or 79.8% of Women 25 - 54 who purchased items at HOMEGOODS in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Pop Contemporary Hit Radio, Adult Contemporary, Country, and Classic Hits.

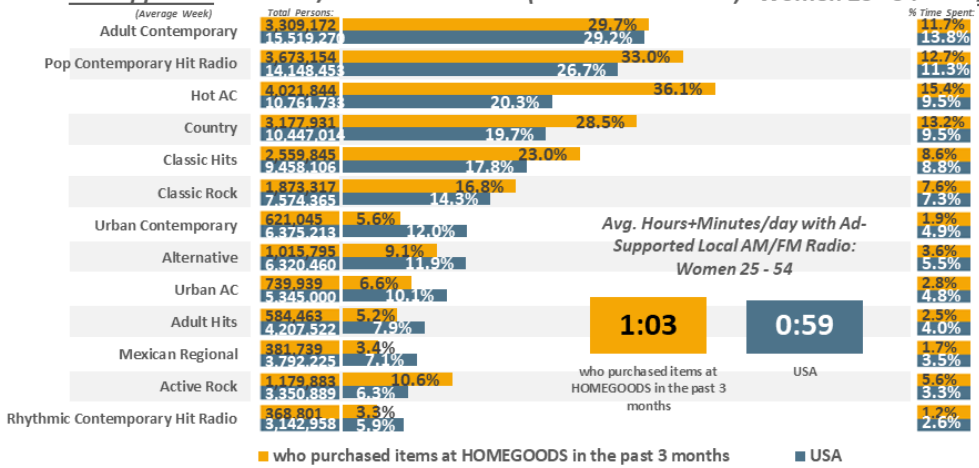
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



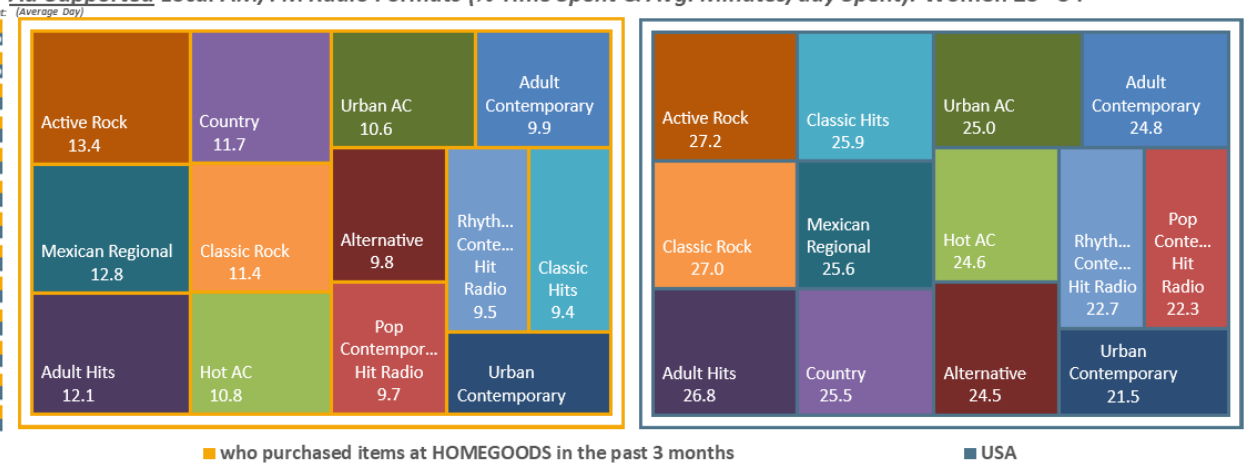
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

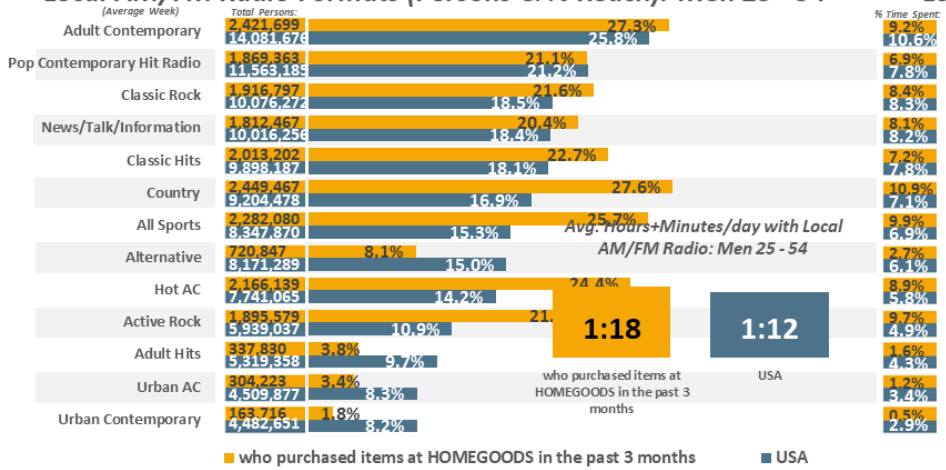
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

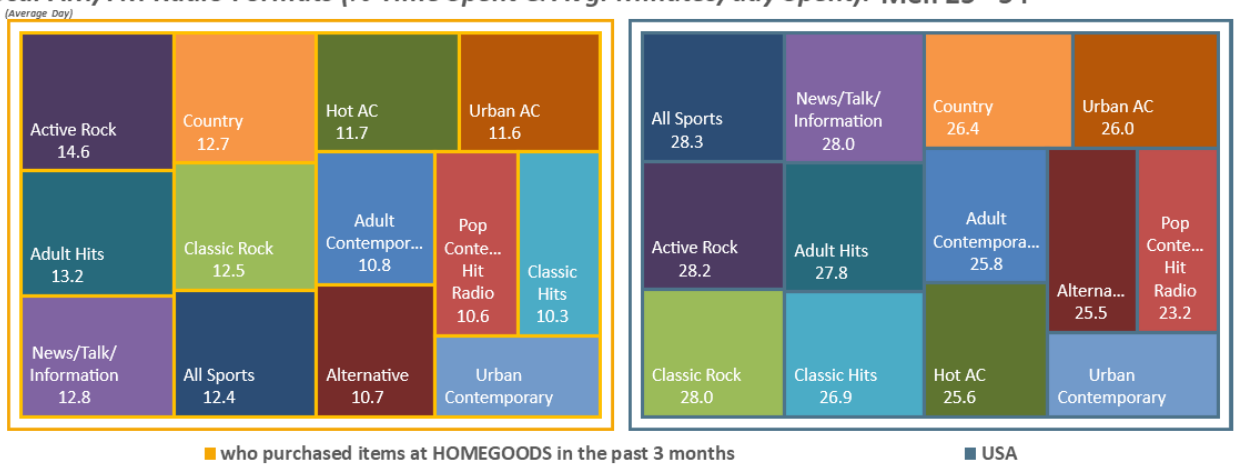
HomeGoods® **M25-54**

8,510,487 or 78.2% of Men 25 - 54 who purchased items at HOMEGOODS in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, All Sports, Hot AC, and Classic Hits.

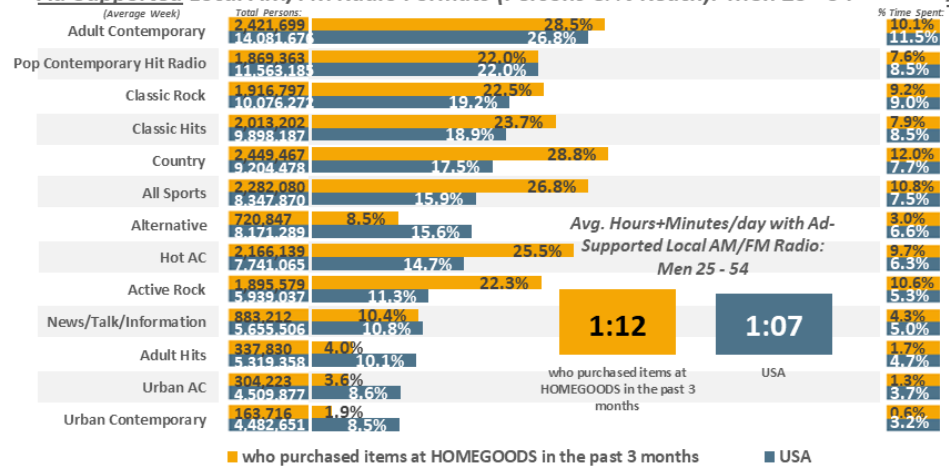
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



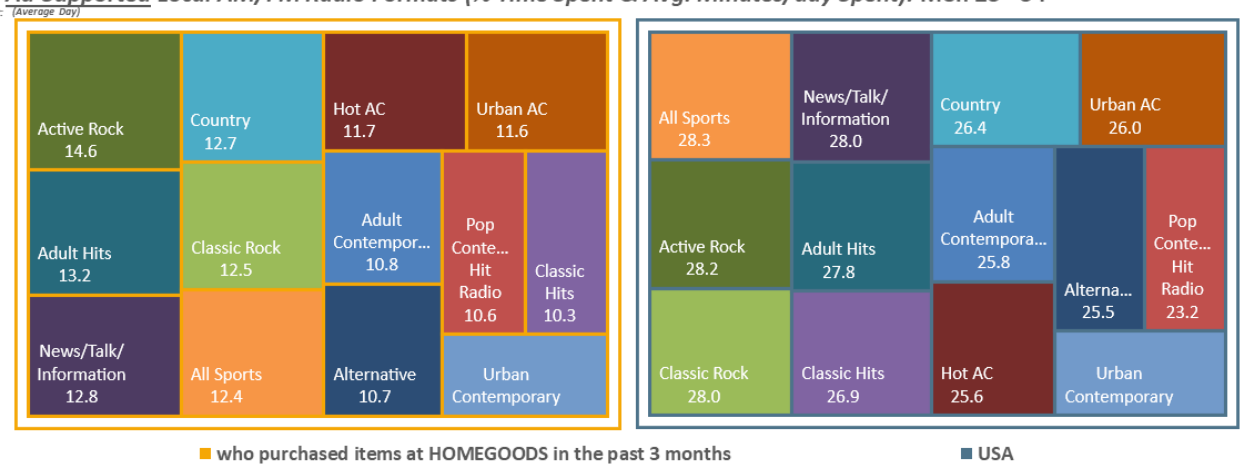
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

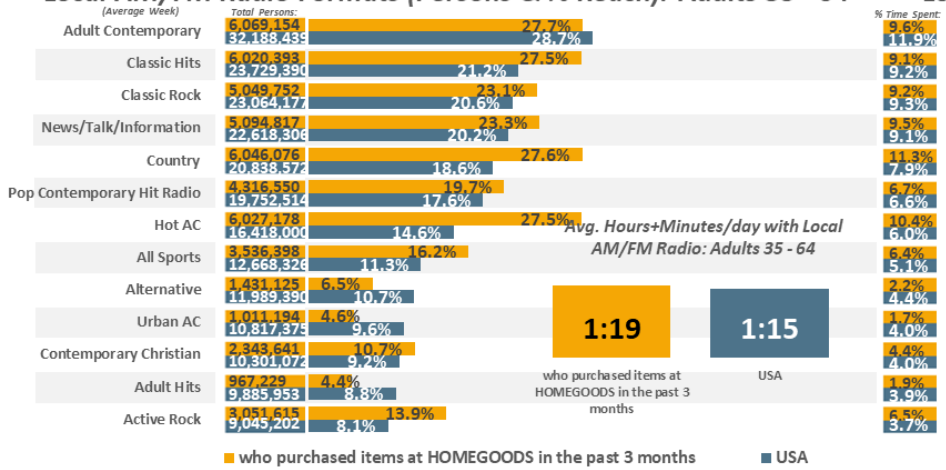
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

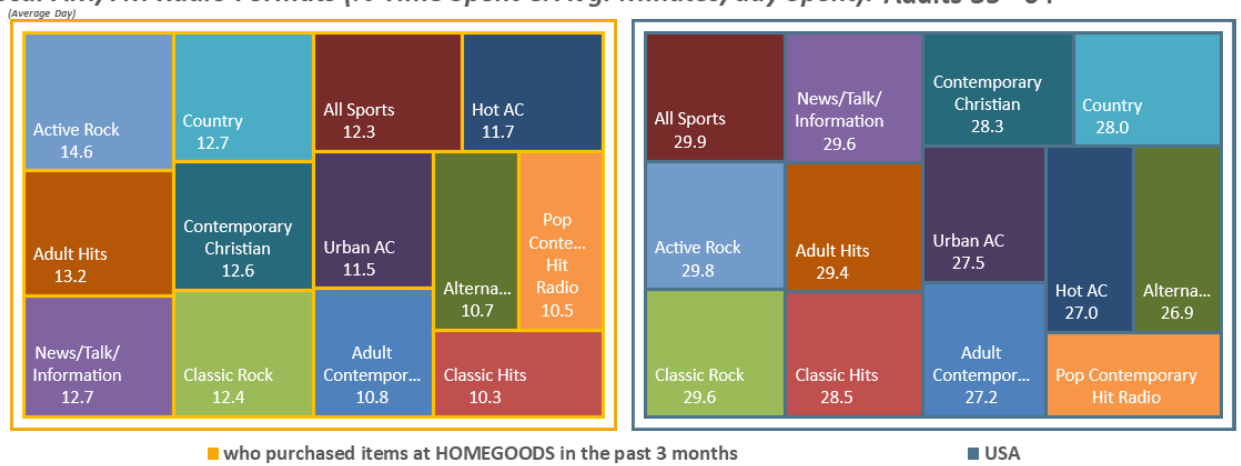
HomeGoods® **P35-64**

20,735,875 or 81.6% of Adults 35 - 64 who purchased items at HOMEGOODS in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Hot AC, Classic Hits, and Classic Rock.

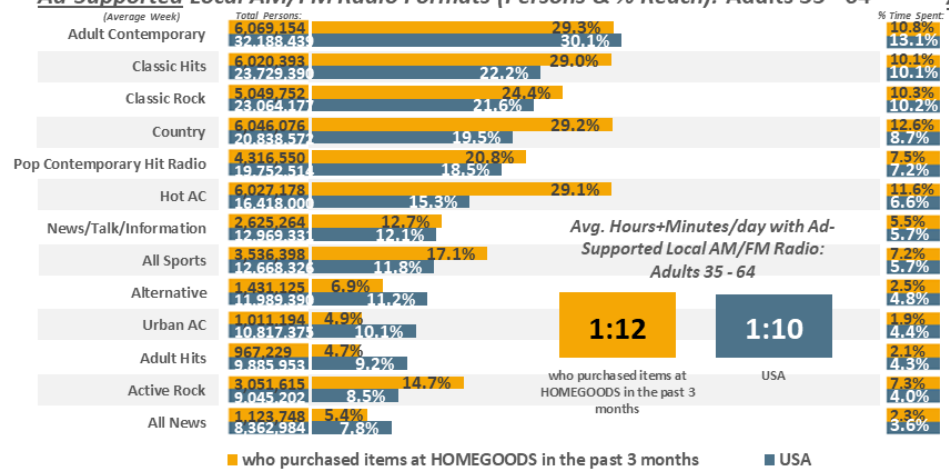
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



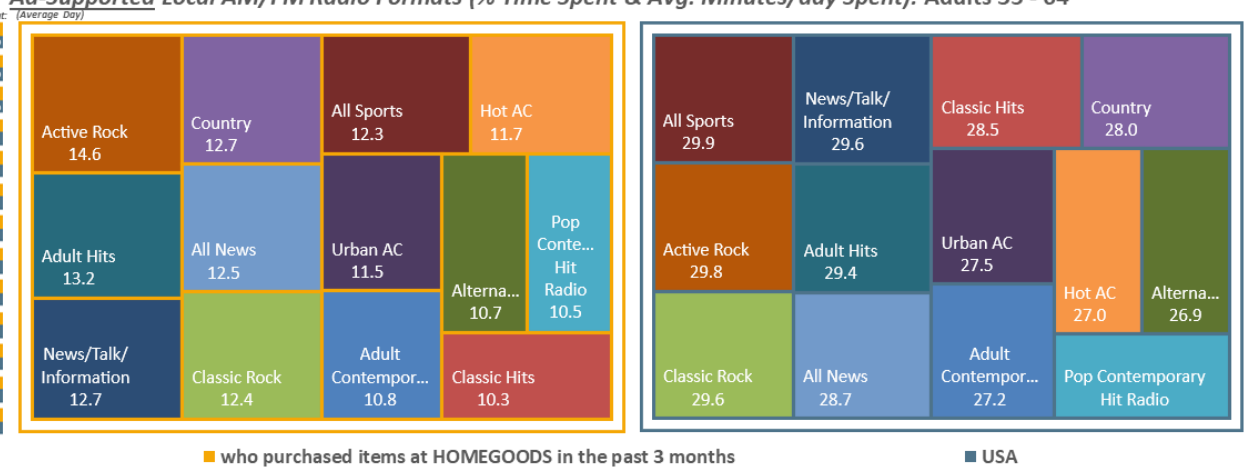
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

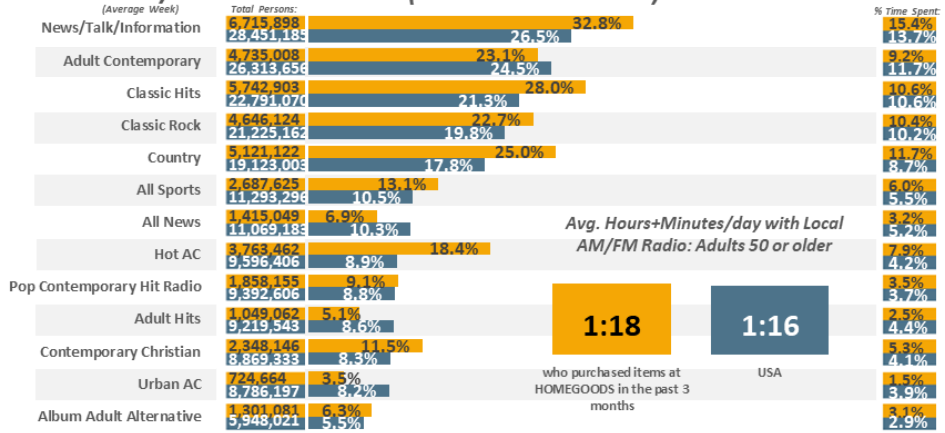
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

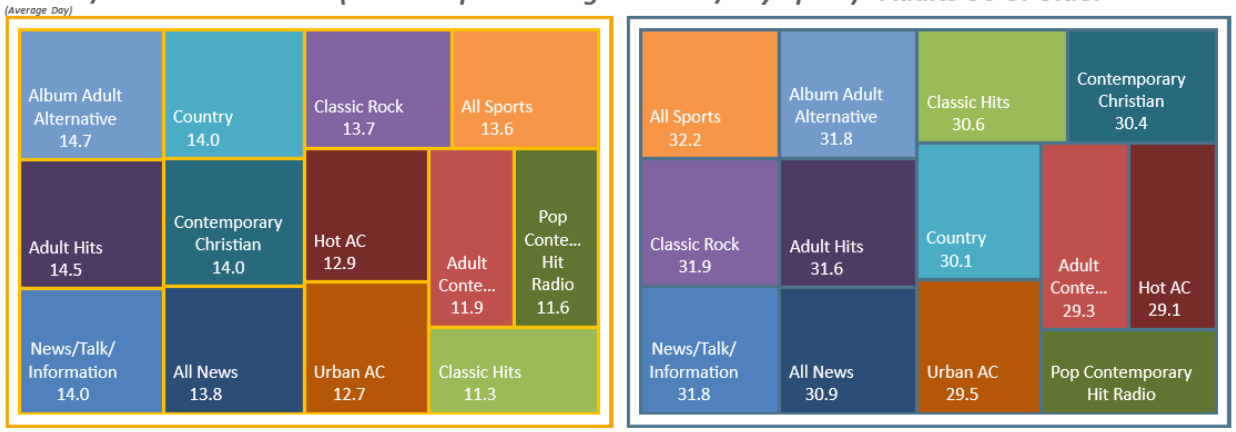
HomeGoods® **P50+**

19,049,606 or 77.7% of Adults 50 or older who purchased items at HOMEGOODS in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, Adult Contemporary, Classic Rock, and News/Talk/Information.

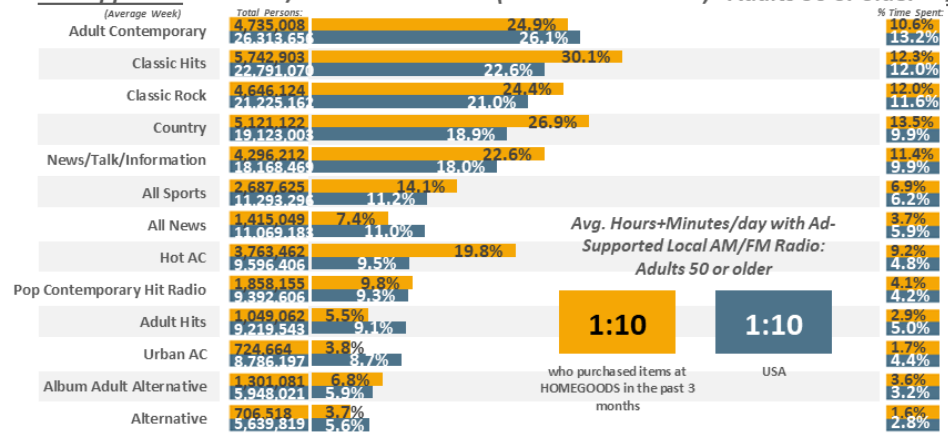
Local AM/FM Radio Formats (Persons & % Reach): Adults 50 or older



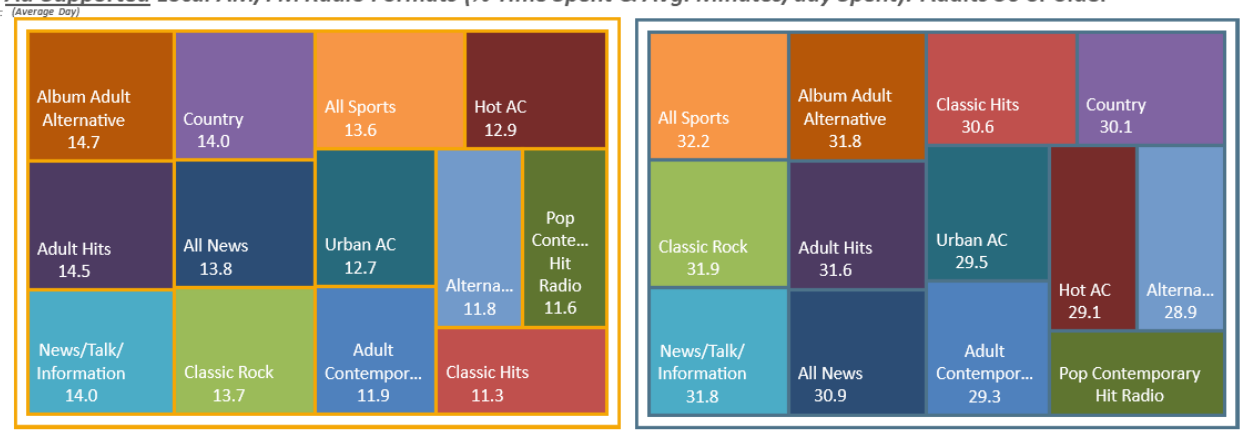
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 50 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

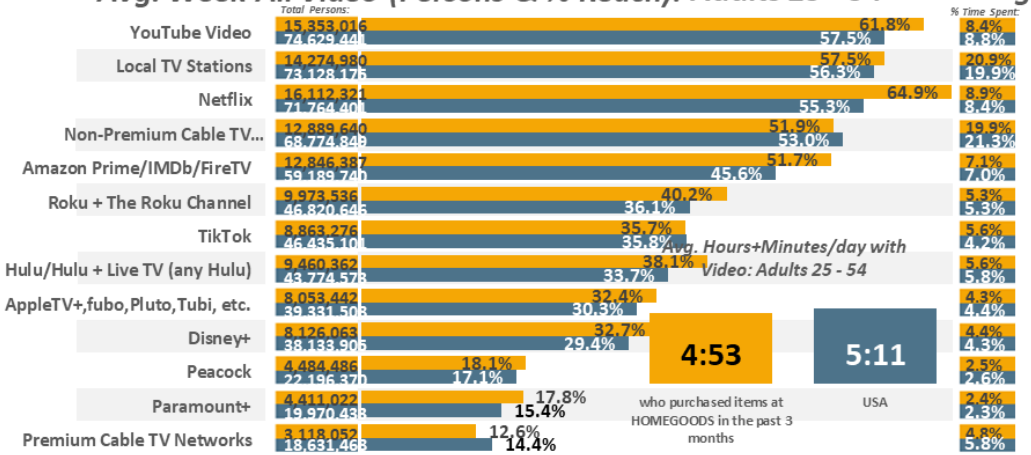
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

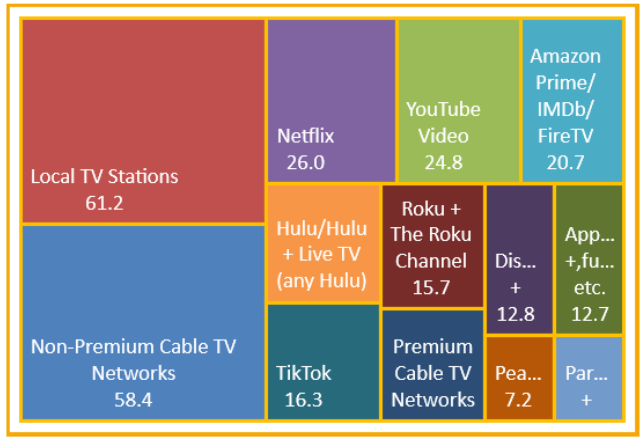
HomeGoods® **P25-54**

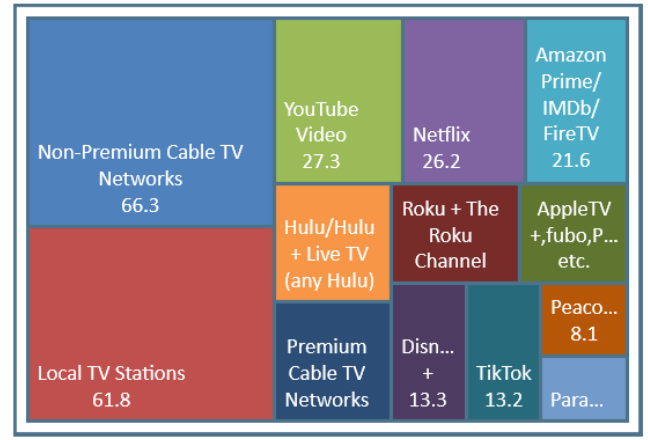
14,131,052 or 56.9% of Adults 25 - 54 who purchased items at HOMEGOODS in the past 3 months watch Ad-Supported Local TV Stations for an average of 58.7 minutes every day representing 25.9% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 54

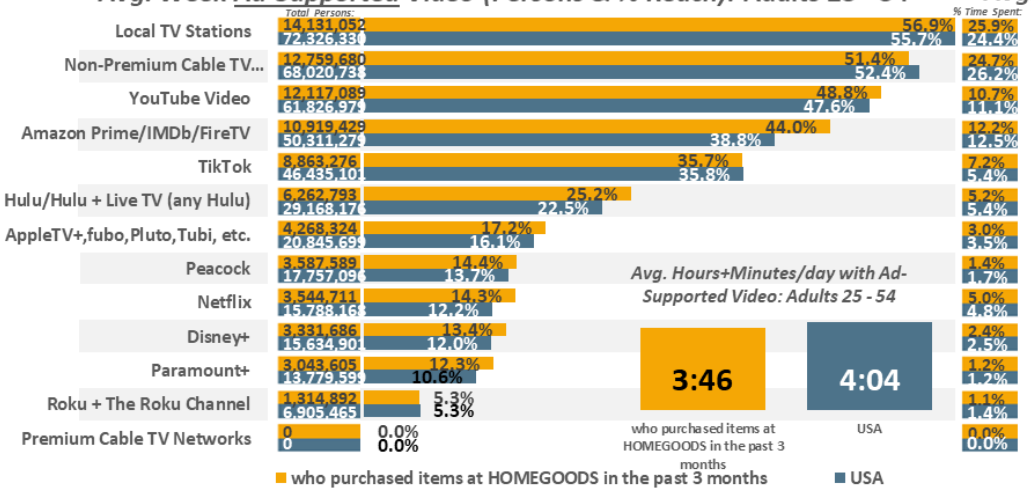


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

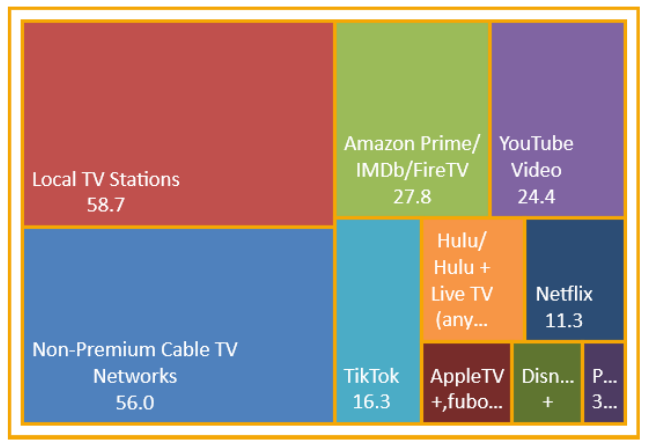


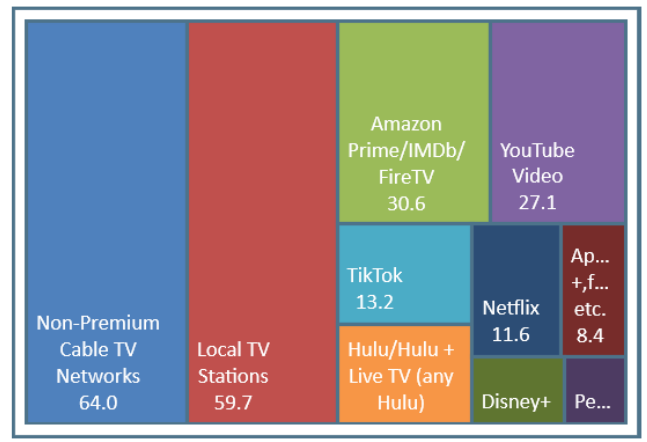


Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 25 - 54



Avg. Day <u>Ad-Supported</u> Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

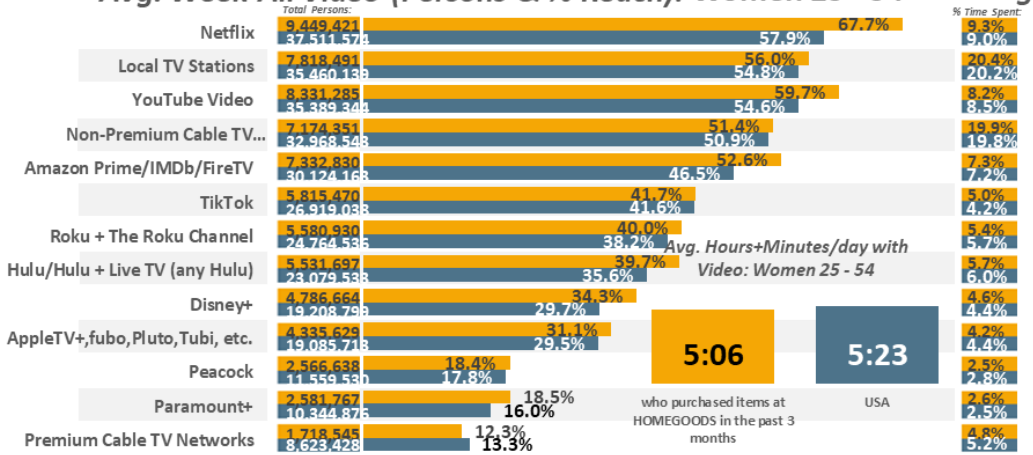
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

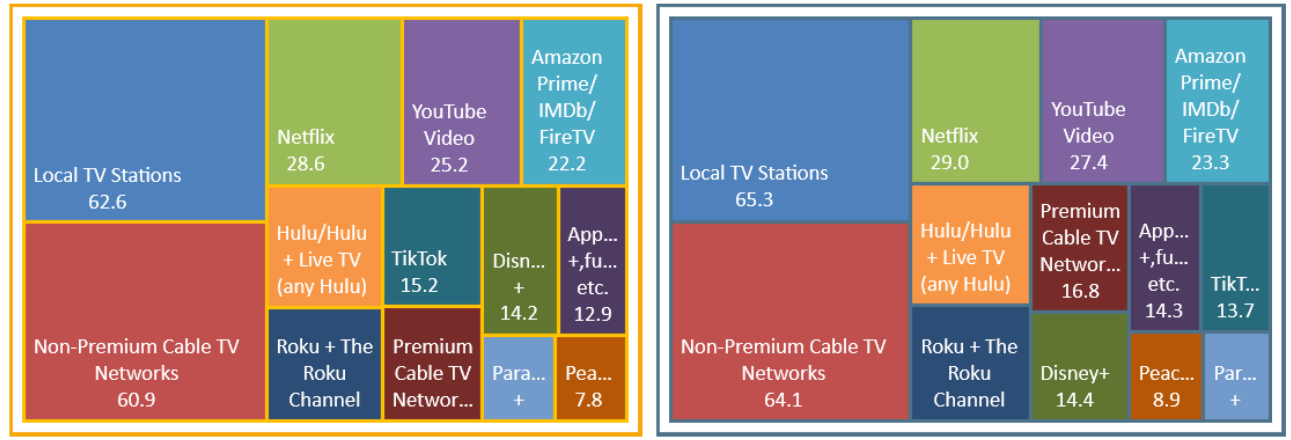
HomeGoods® **W25-54**

7,717,017 or 55.3% of Women 25 - 54 who purchased items at HOMEGOODS in the past 3 months watch Ad-Supported Local TV Stations for an average of 60.2 minutes every day representing 25.8% of all time spent daily with Ad-Supported Video.

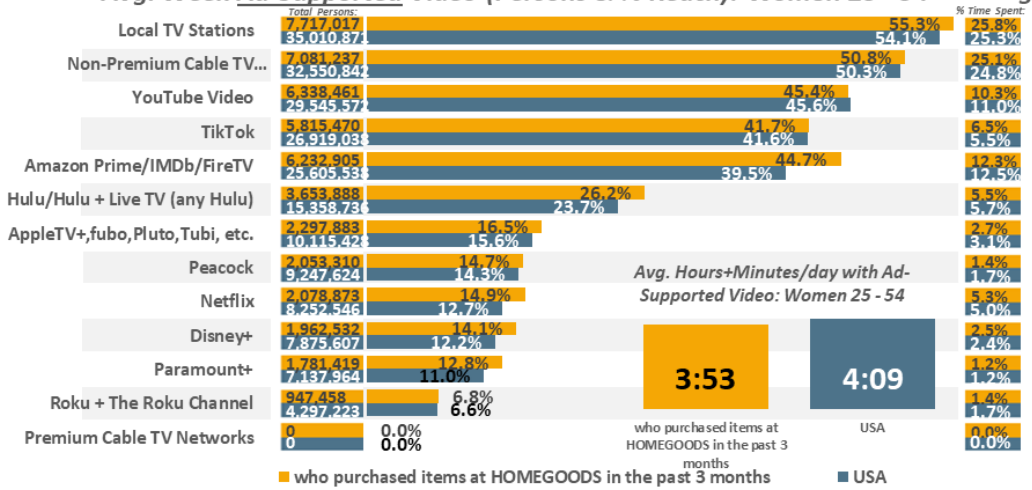
Avg. Week All Video (Persons & % Reach): Women 25 - 54



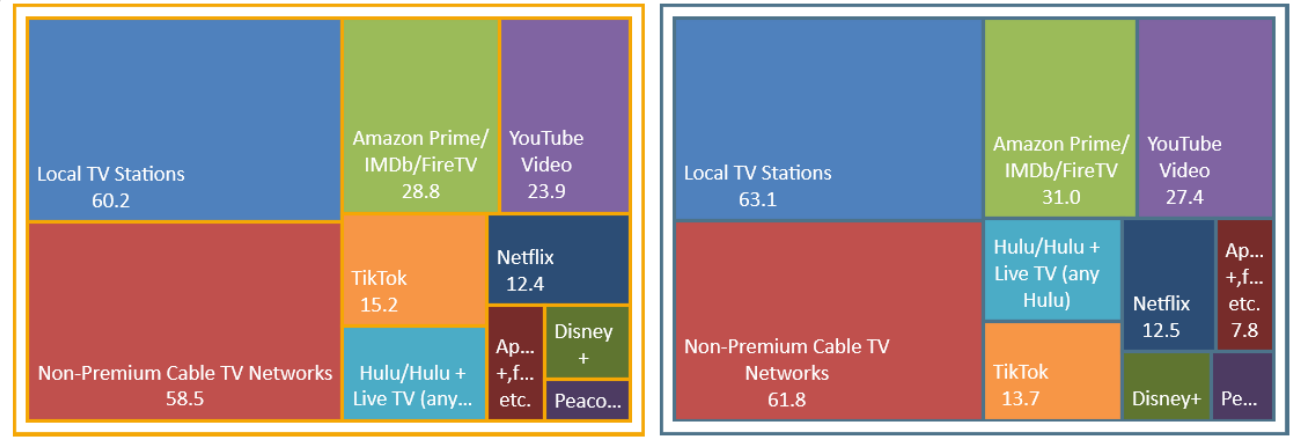
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

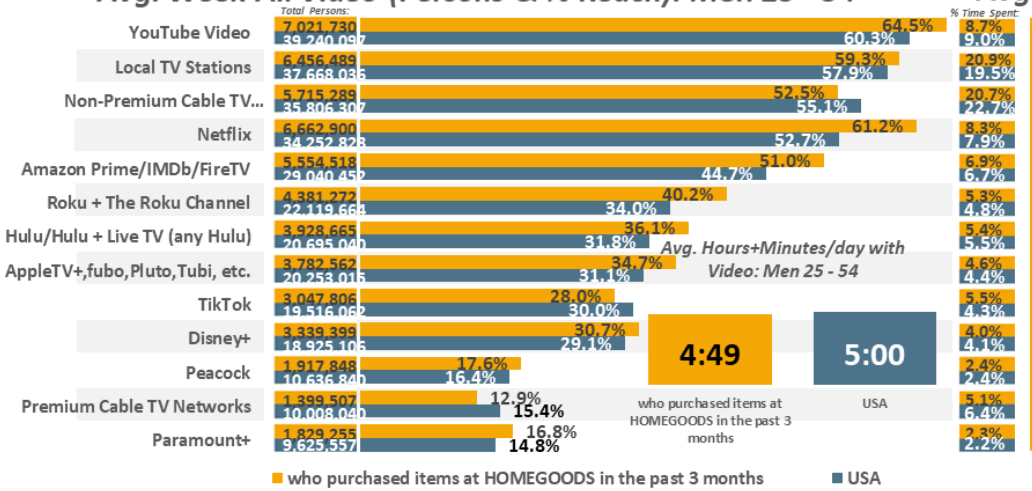
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

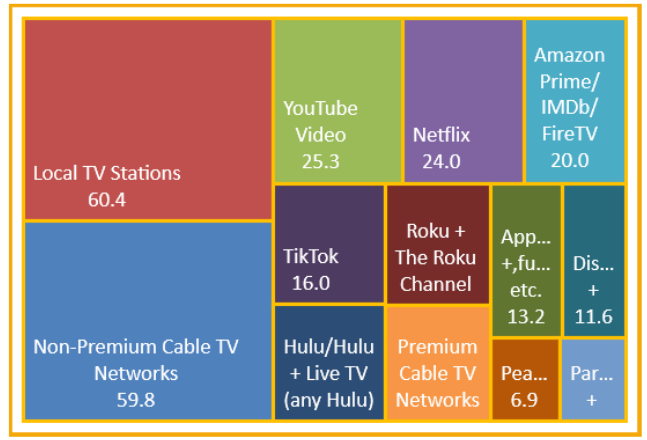
HomeGoods® **M25-54**

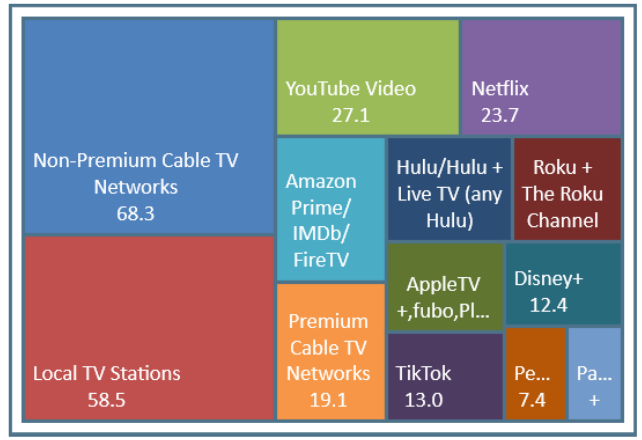
6,416,206 or 58.9% of Men 25 - 54 who purchased items at HOMEGOODS in the past 3 months watch Ad-Supported Local TV Stations for an average of 57.8 minutes every day representing 25.4% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Men 25 - 54

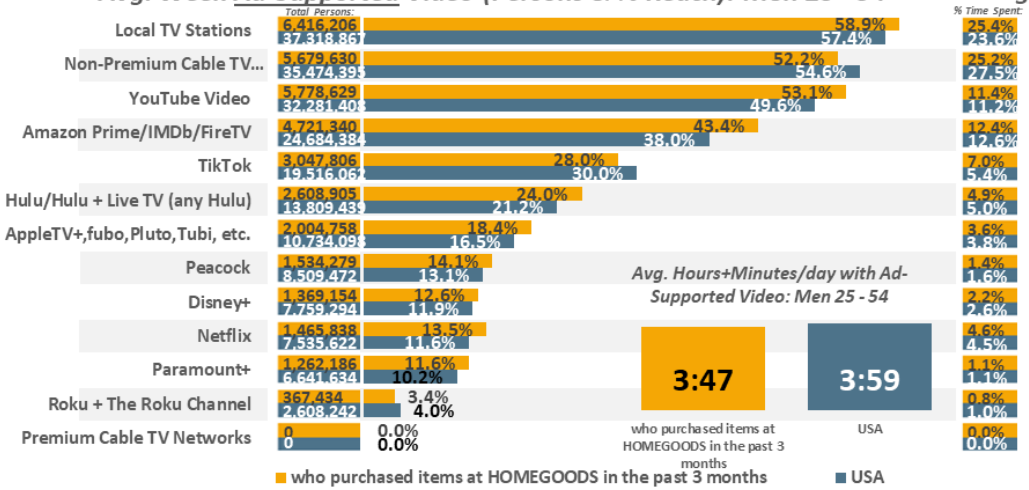


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54

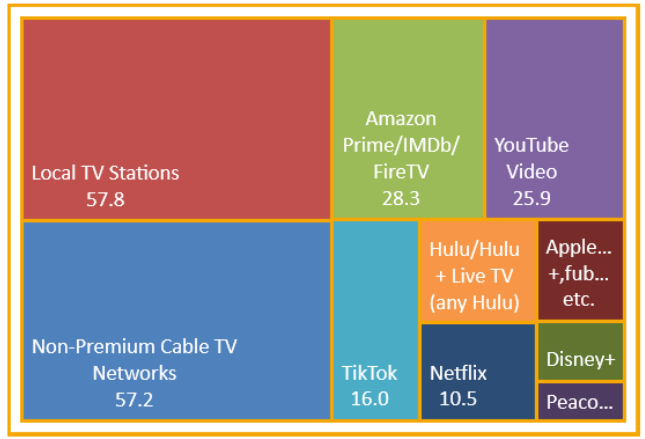


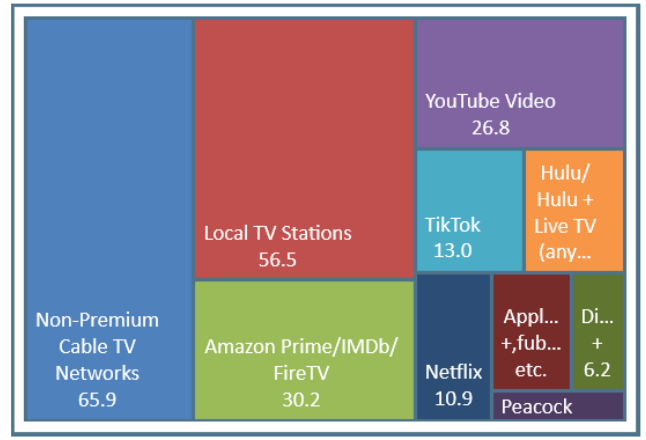


Avg. Week Ad-Supported Video (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

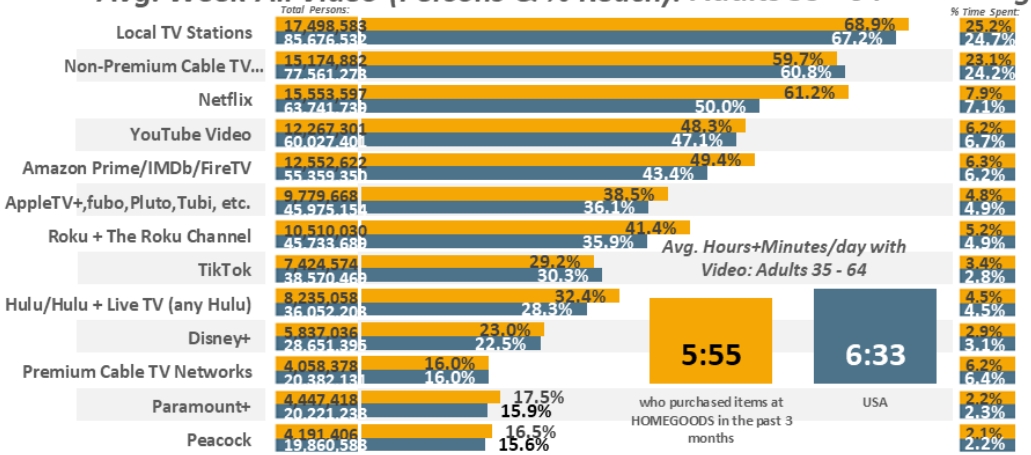
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

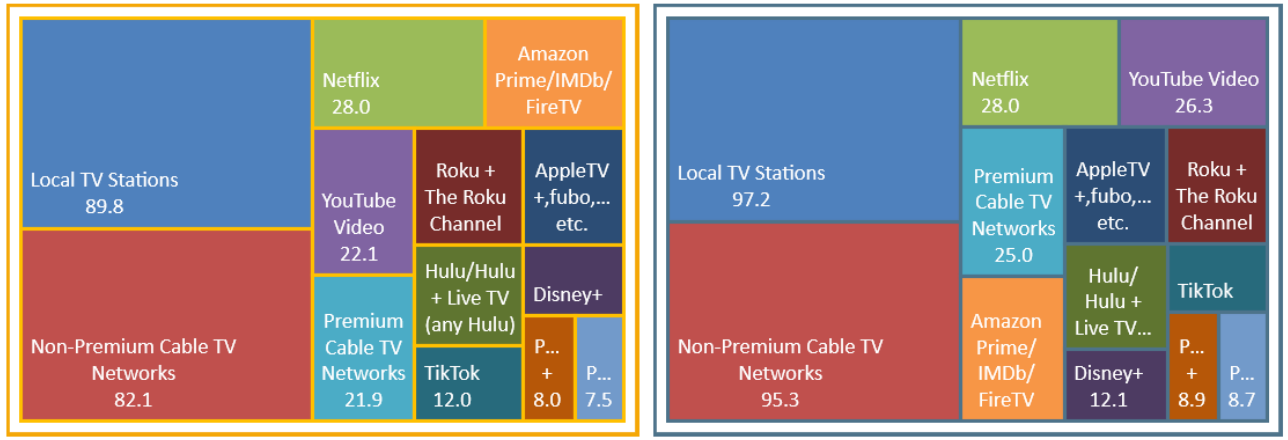
HomeGoods® **P35-64**

17,304,819 or 68.1% of Adults 35 - 64 who purchased items at HOMEGOODS in the past 3 months watch Ad-Supported Local TV Stations for an average of 85.4 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.

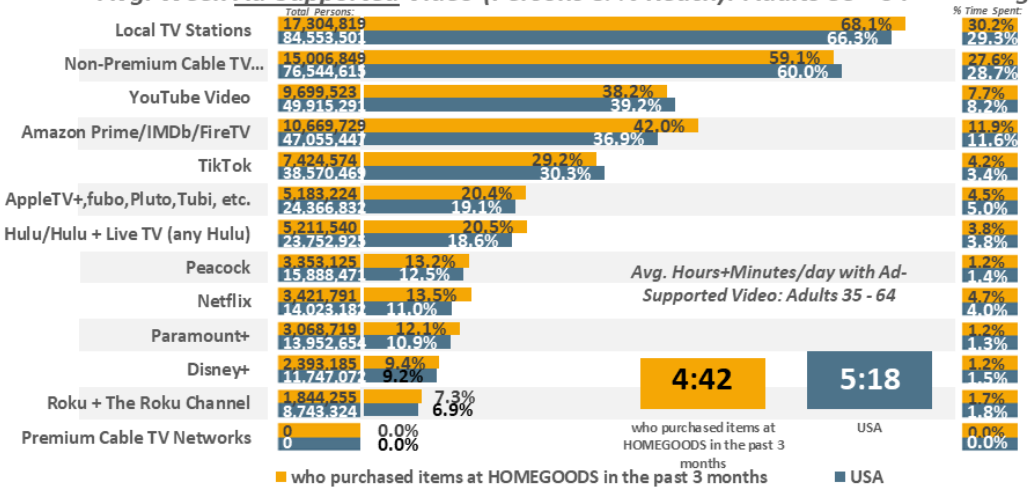
Avg. Week All Video (Persons & % Reach): Adults 35 - 64



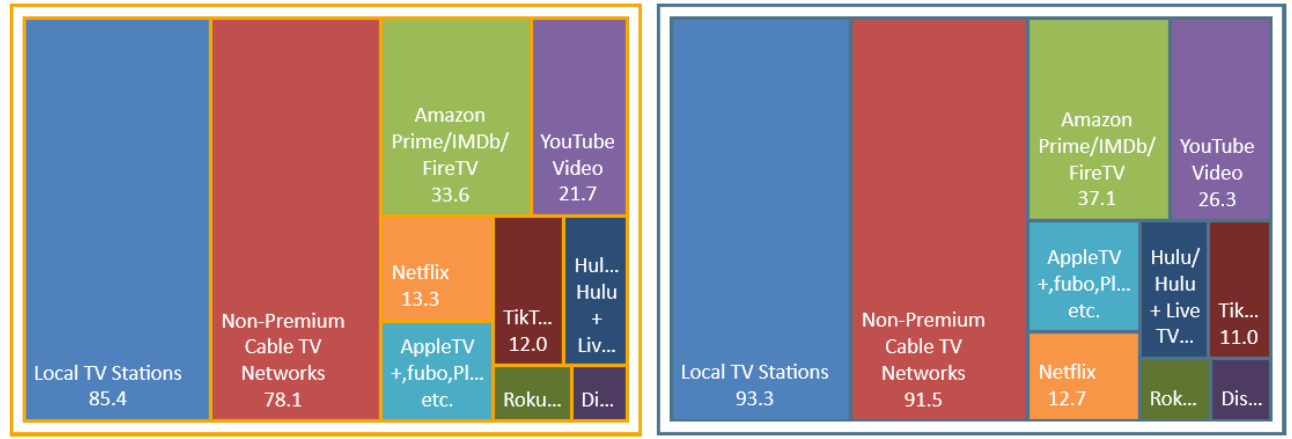
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

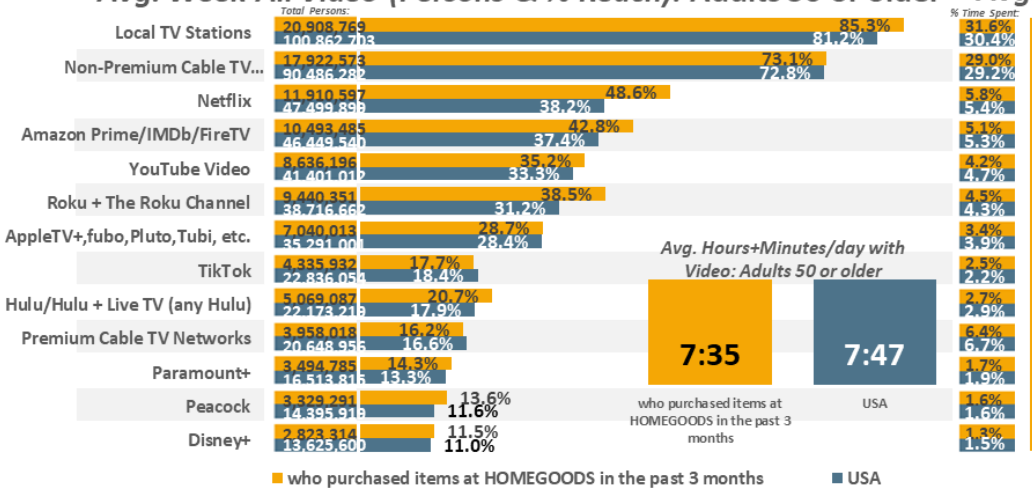
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

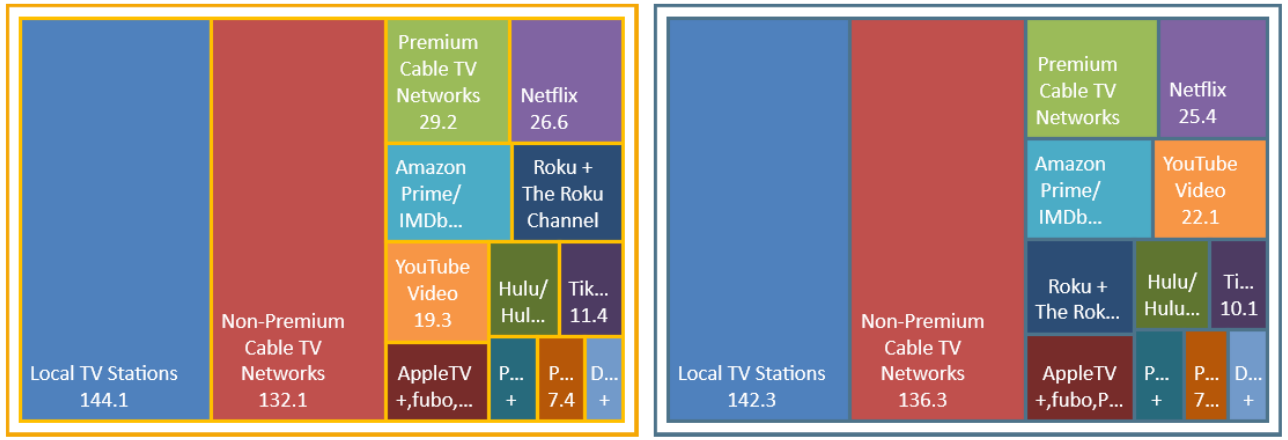
HomeGoods® **P50+**

20,501,421 or 83.7% of Adults 50 or older who purchased items at HOMEGOODS in the past 3 months watch Ad-Supported Local TV Stations for an average of 133.7 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.

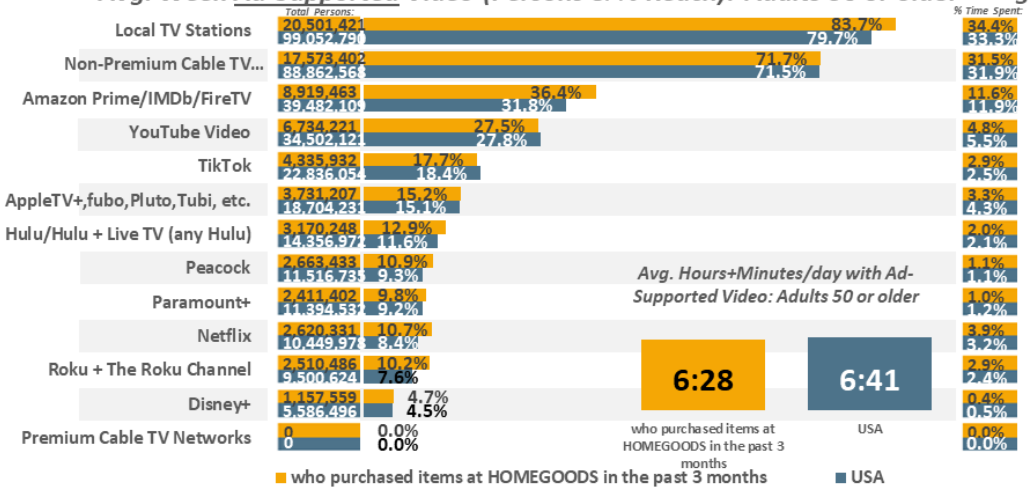
Avg. Week All Video (Persons & % Reach): Adults 50 or older



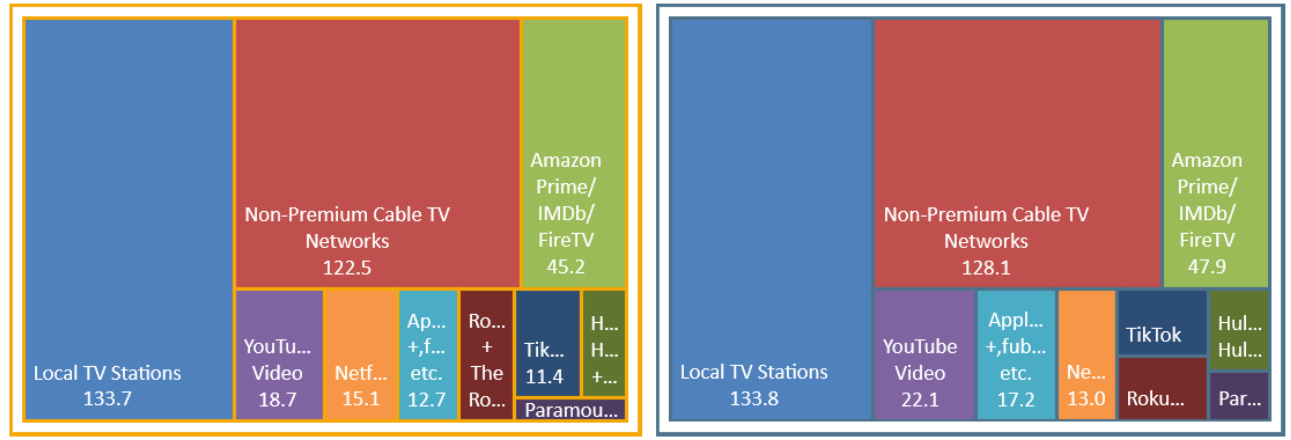
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

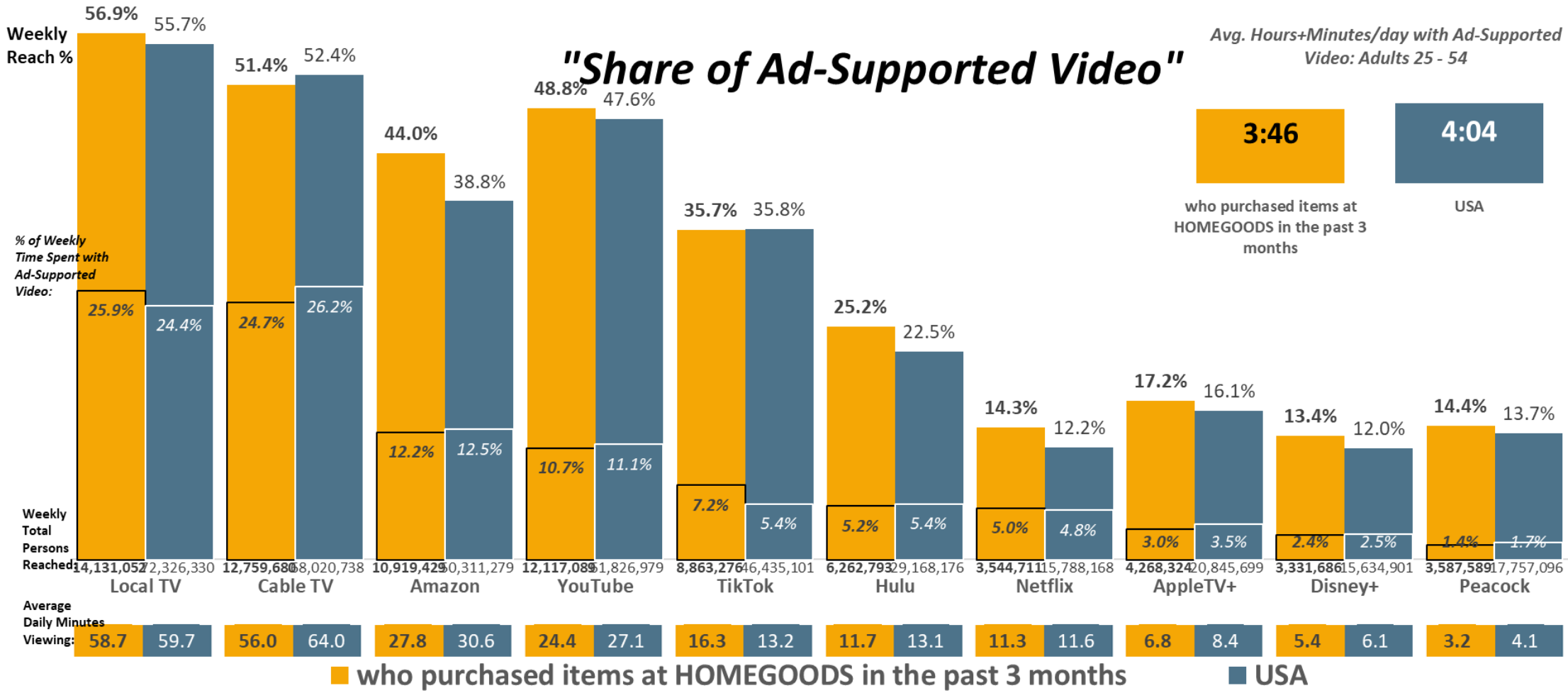
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

HomeGoods P25-54

14,131,052 or 56.9% of Adults 25 - 54 who purchased items at HOMEGOODS in the past 3 months watch Ad-Supported Local TV Stations for an average of 58.7 minutes every day representing 25.9% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

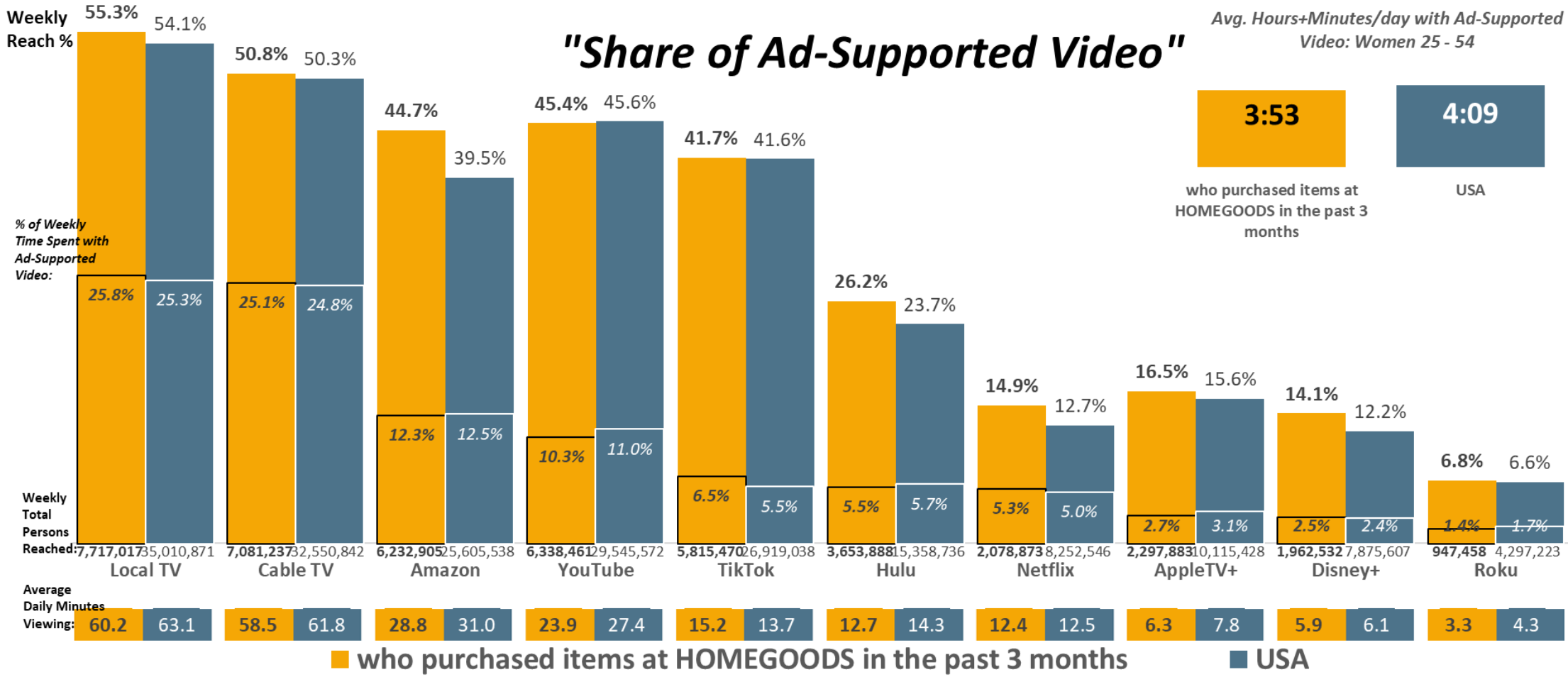
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

HomeGoods® W25-54

7,717,017 or 55.3% of Women 25 - 54 who purchased items at HOMEGOODS in the past 3 months watch Ad-Supported Local TV Stations for an average of 60.2 minutes every day representing 25.8% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

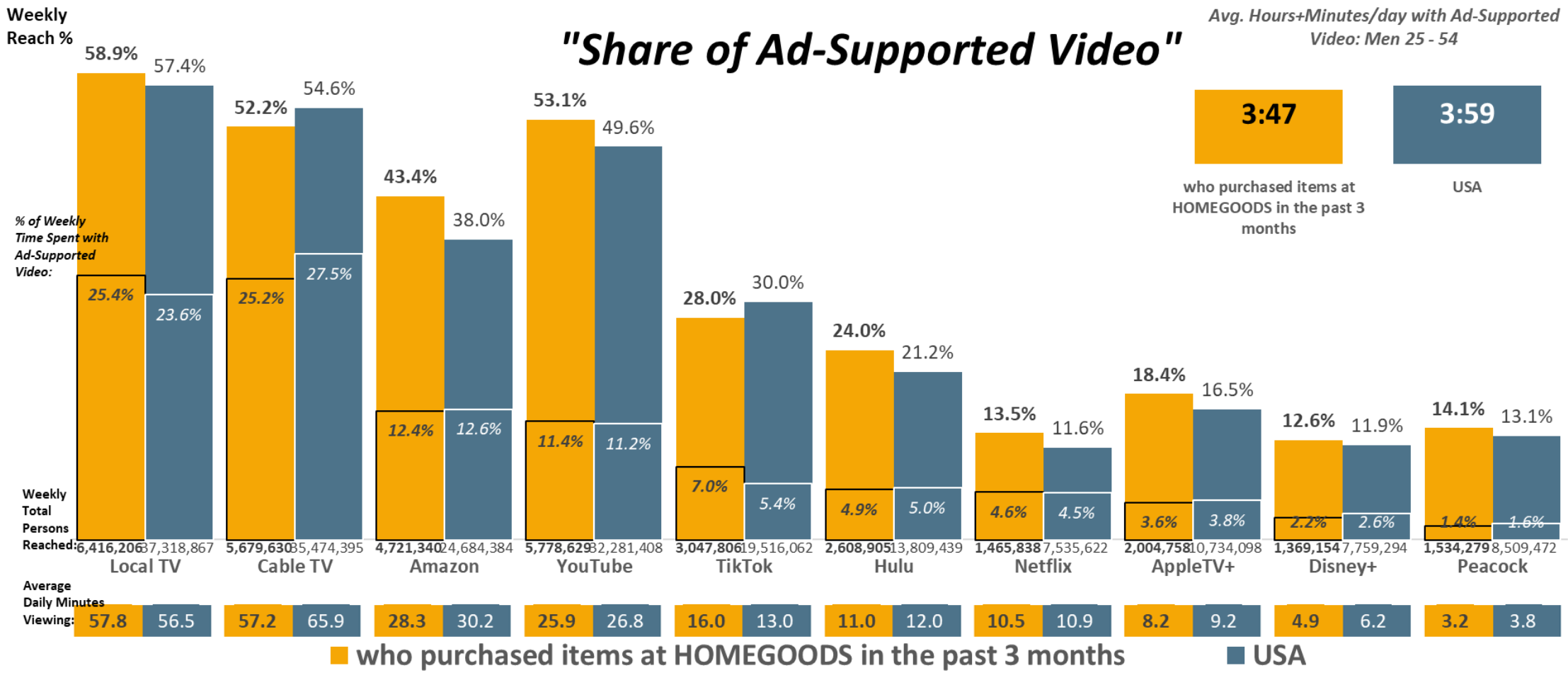
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

HomeGoods® M25-54

6,416,206 or 58.9% of Men 25 - 54 who purchased items at HOMEGOODS in the past 3 months watch Ad-Supported Local TV Stations for an average of 57.8 minutes every day representing 25.4% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

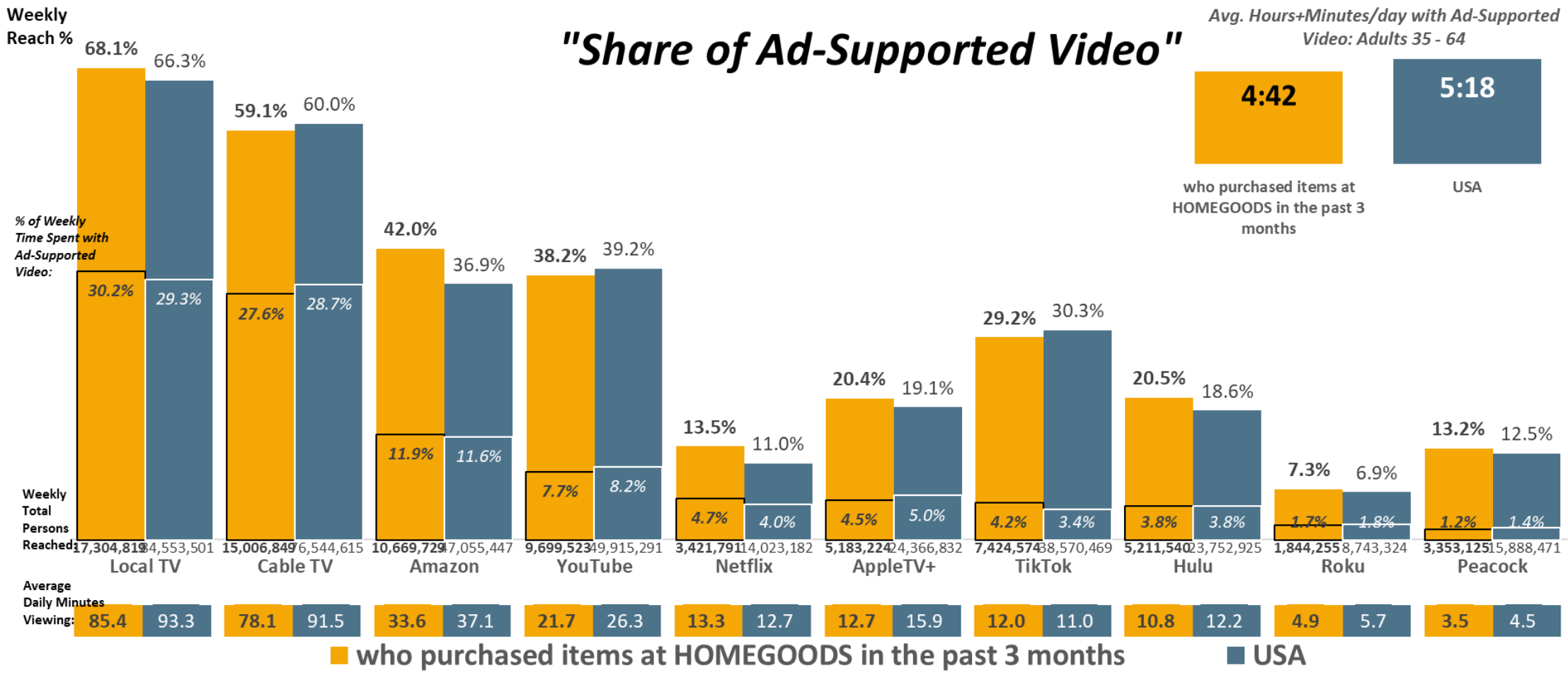
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

HomeGoods® **P35-64**

17,304,819 or 68.1% of Adults 35 - 64 who purchased items at HOMEGOODS in the past 3 months watch Ad-Supported Local TV Stations for an average of 85.4 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

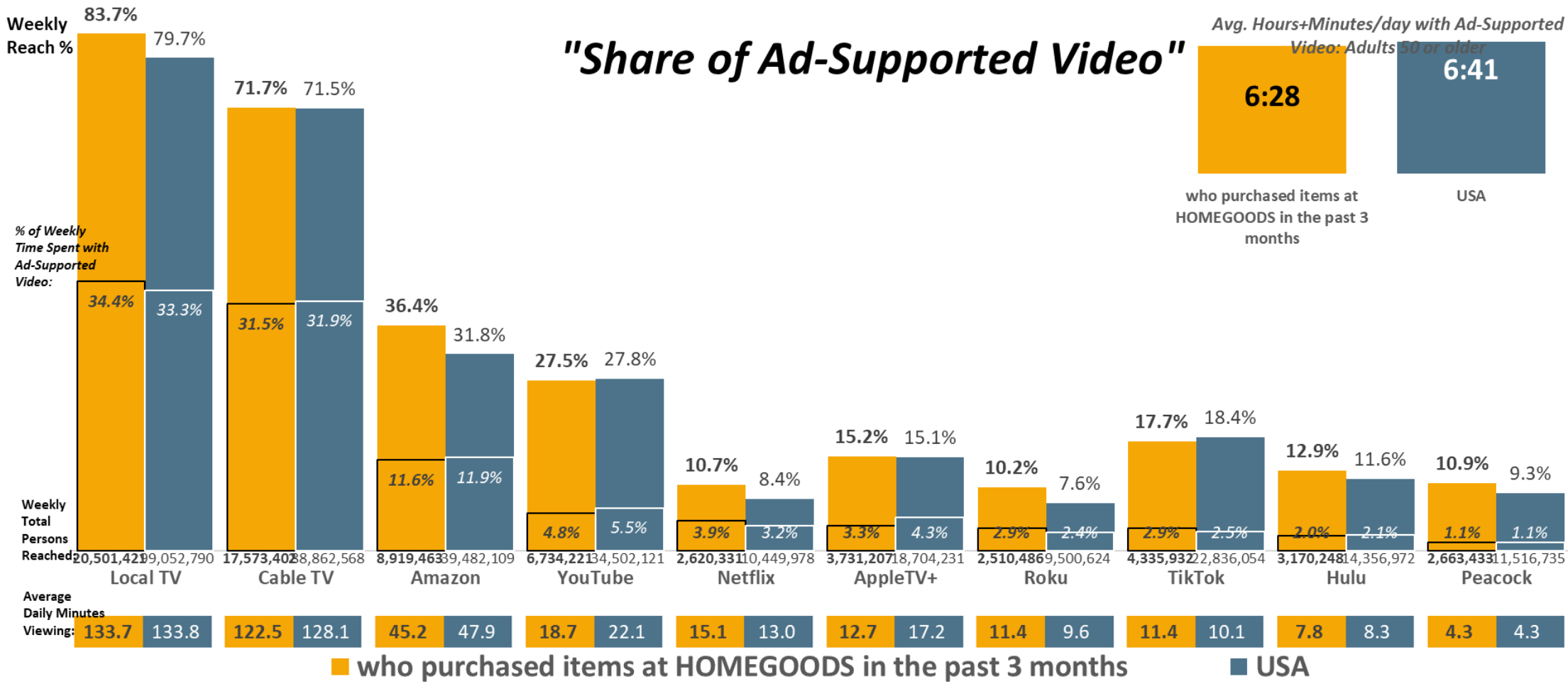
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

HomeGoods® **P50+**

20,501,421 or 83.7% of Adults 50 or older who purchased items at HOMEGOODS in the past 3 months watch Ad-Supported Local TV Stations for an average of 133.7 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

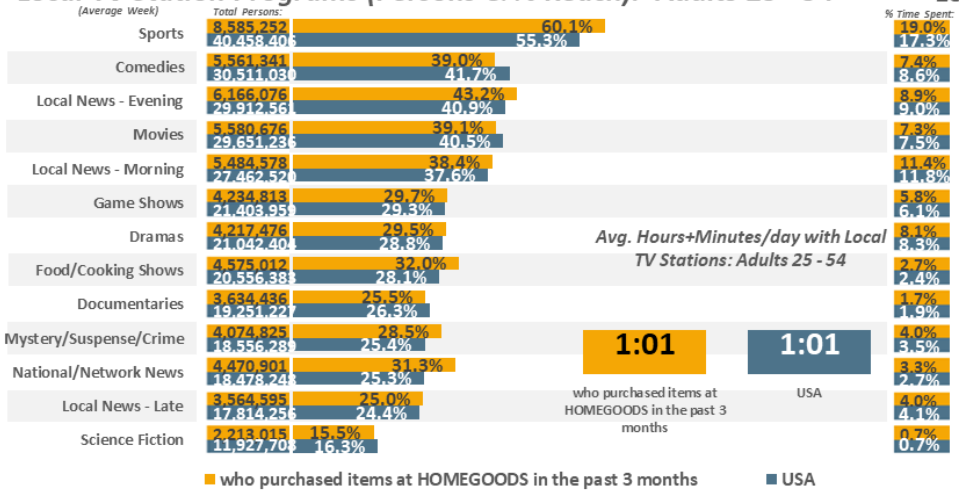
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

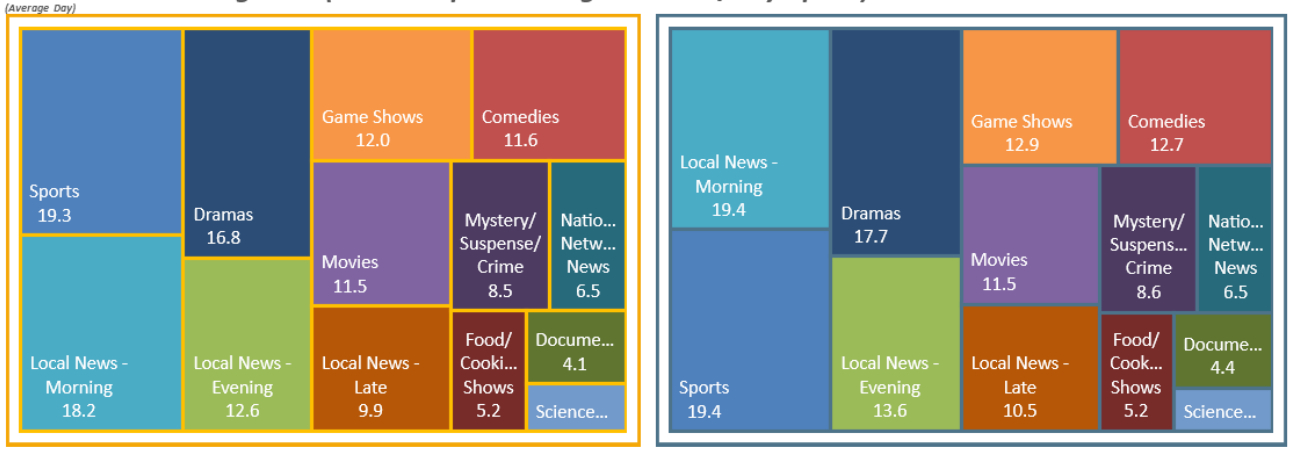
HomeGoods P25-54

14,131,052 or 56.9% of Adults 25 - 54 who purchased items at HOMEGOODS in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Game Shows.

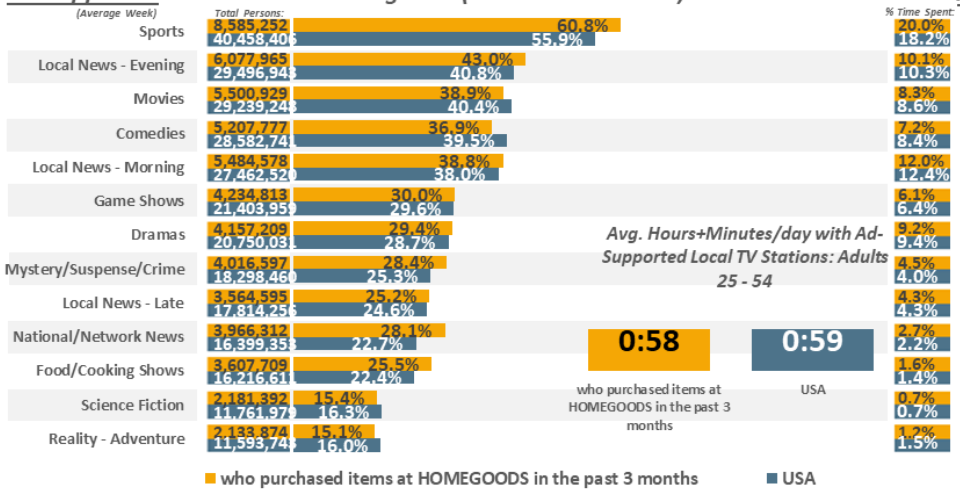
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



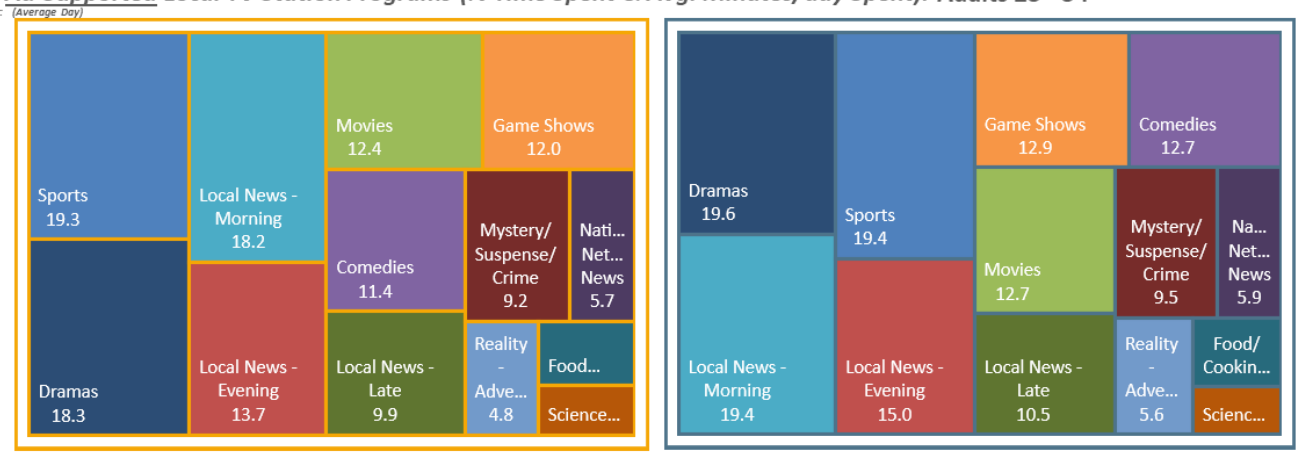
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

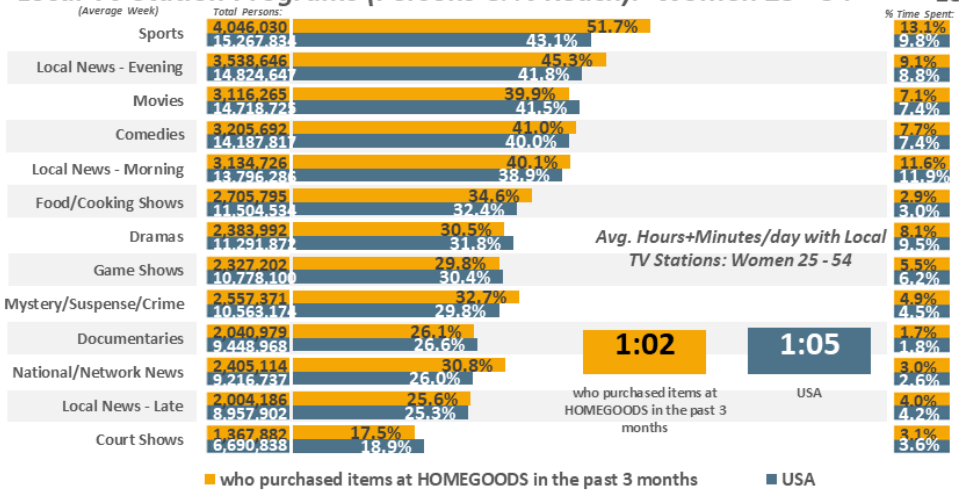
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

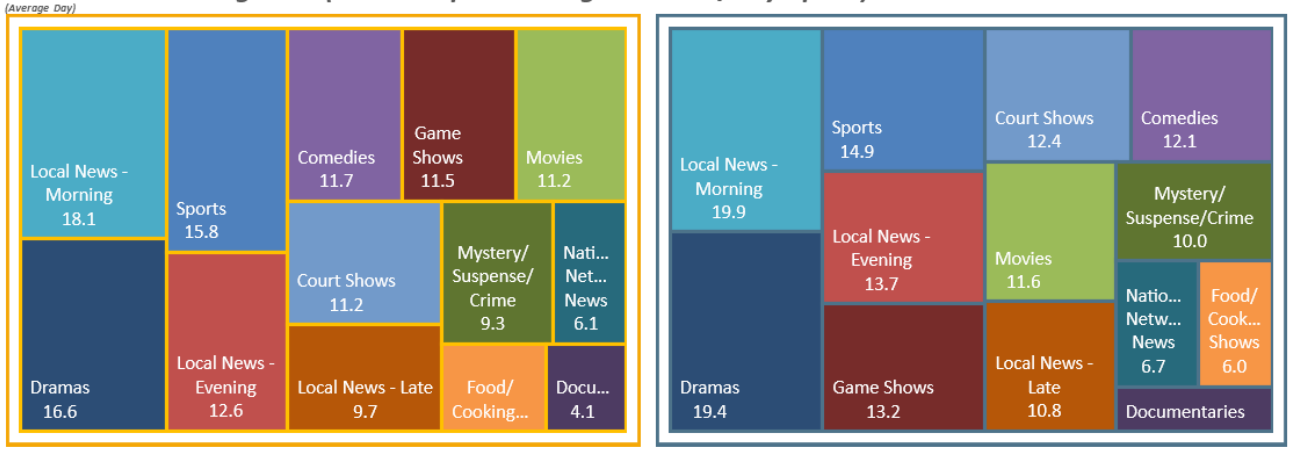
HomeGoods W25-54

7,717,017 or 55.3% of Women 25 - 54 who purchased items at HOMEGOODS in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Mystery/Suspense/Crime.

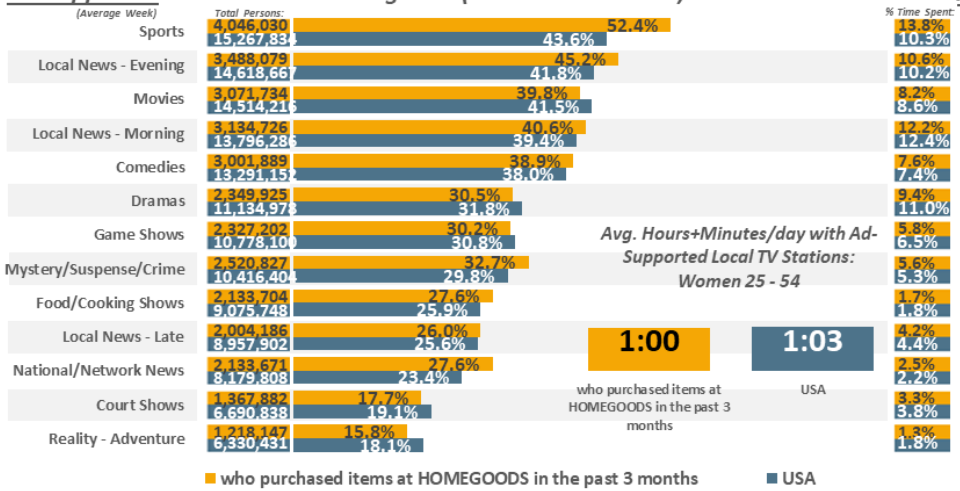
Local TV Station Programs (Persons & % Reach): Women 25 - 54



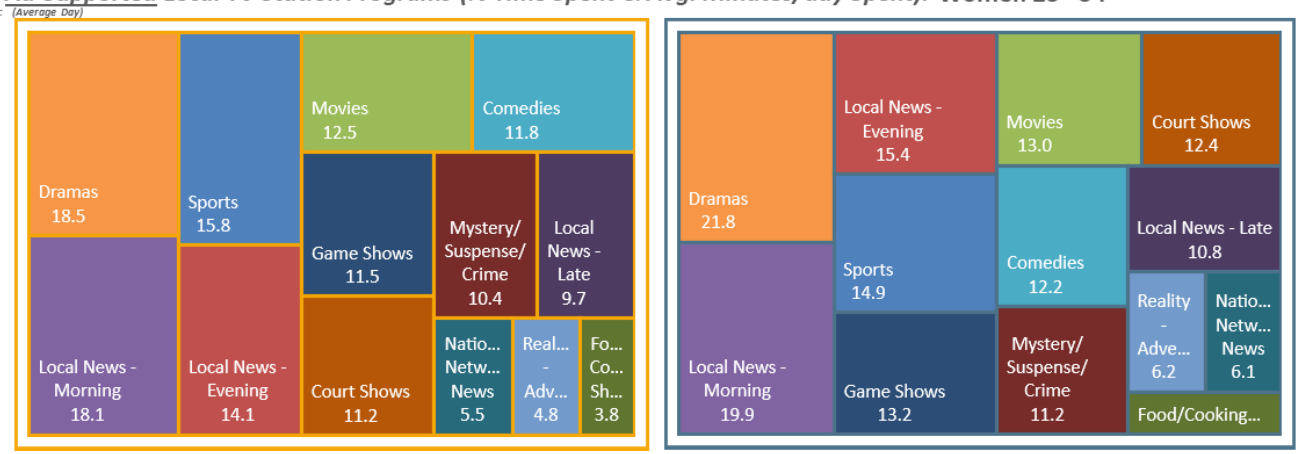
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

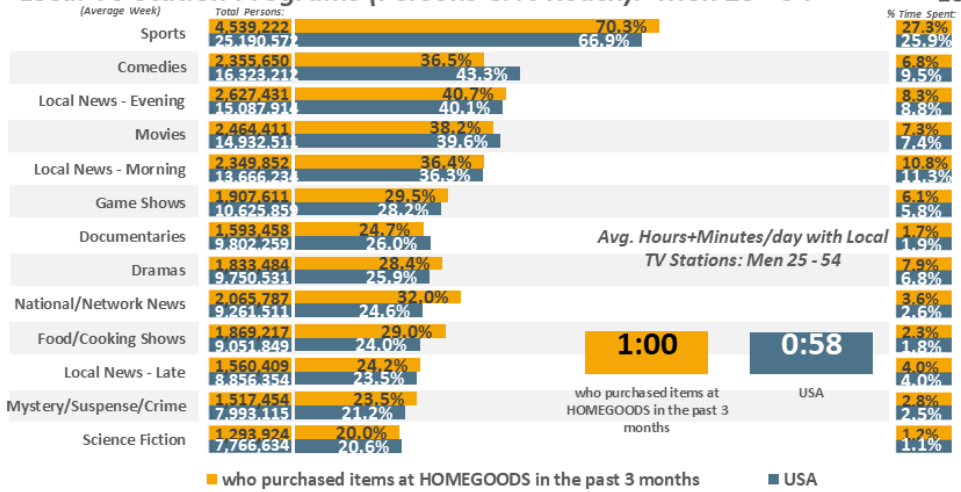
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

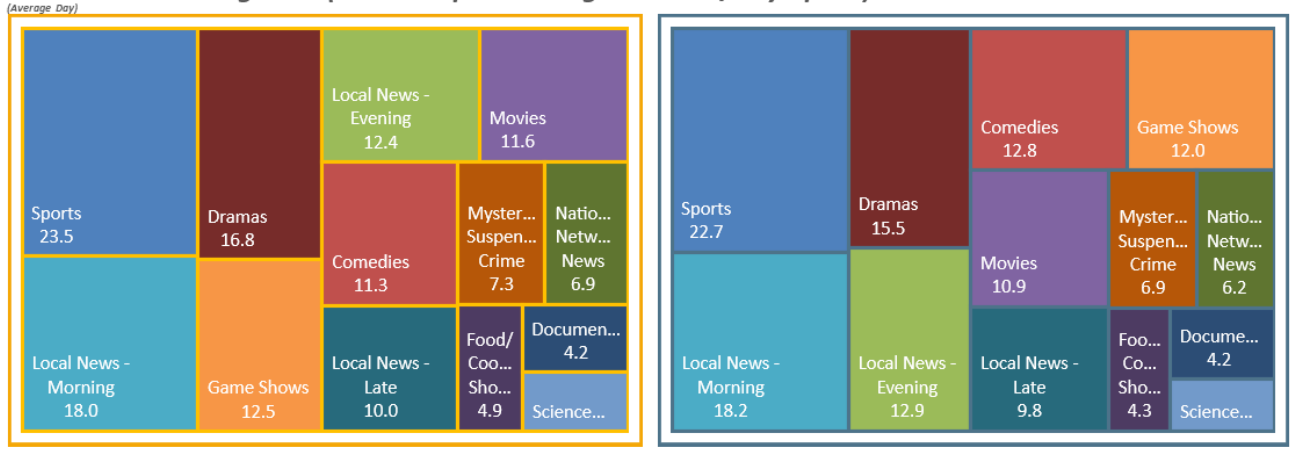
HomeGoods® **M25-54**

6,416,206 or 58.9% of Men 25 - 54 who purchased items at HOMEGOODS in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Game Shows.

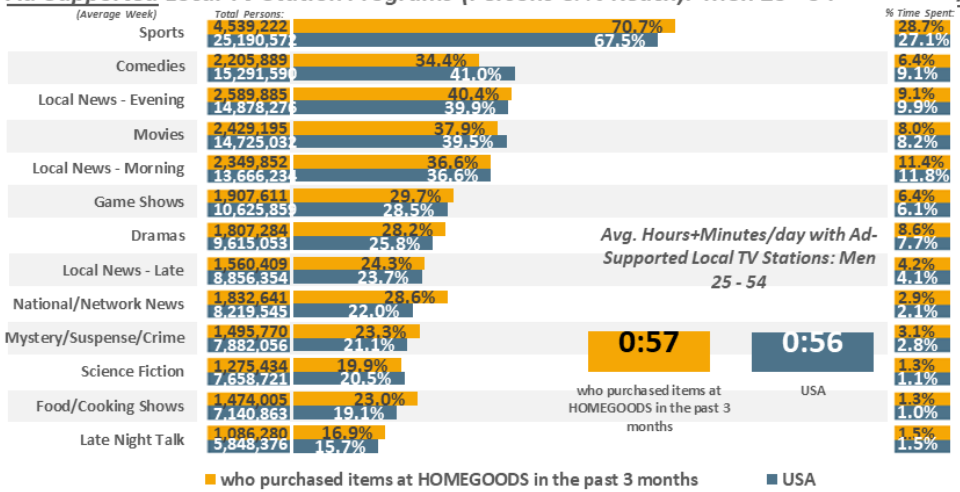
Local TV Station Programs (Persons & % Reach): Men 25 - 54



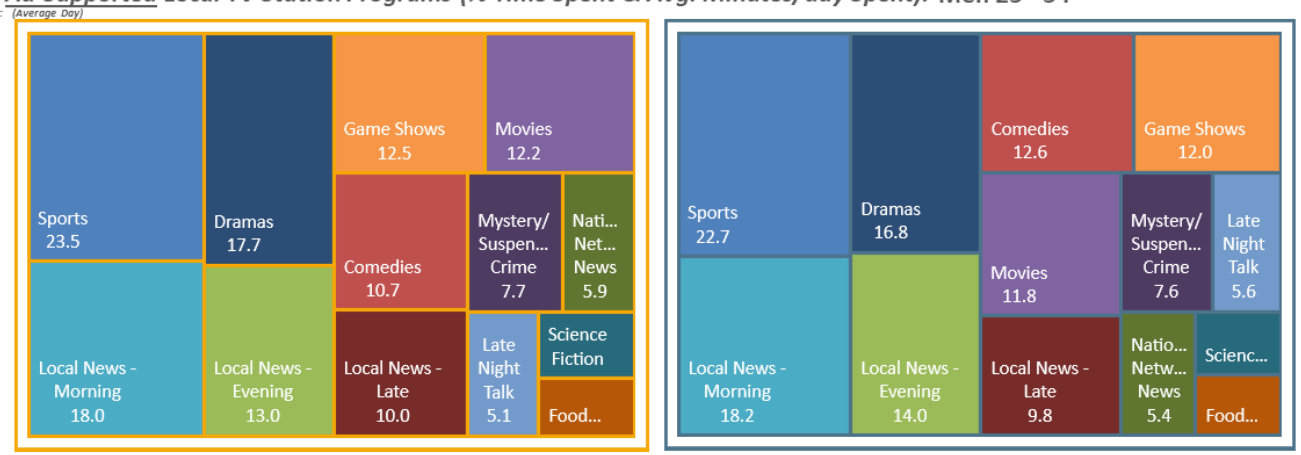
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Men 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,173*

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

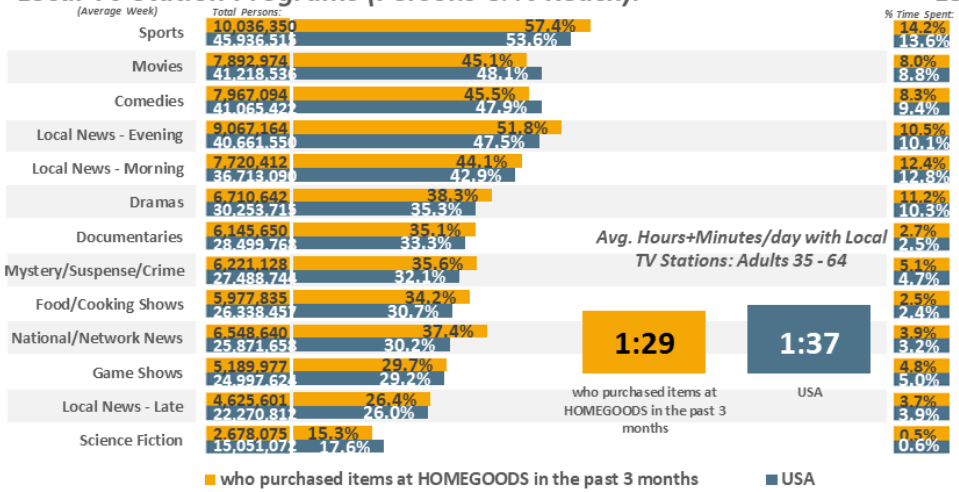
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

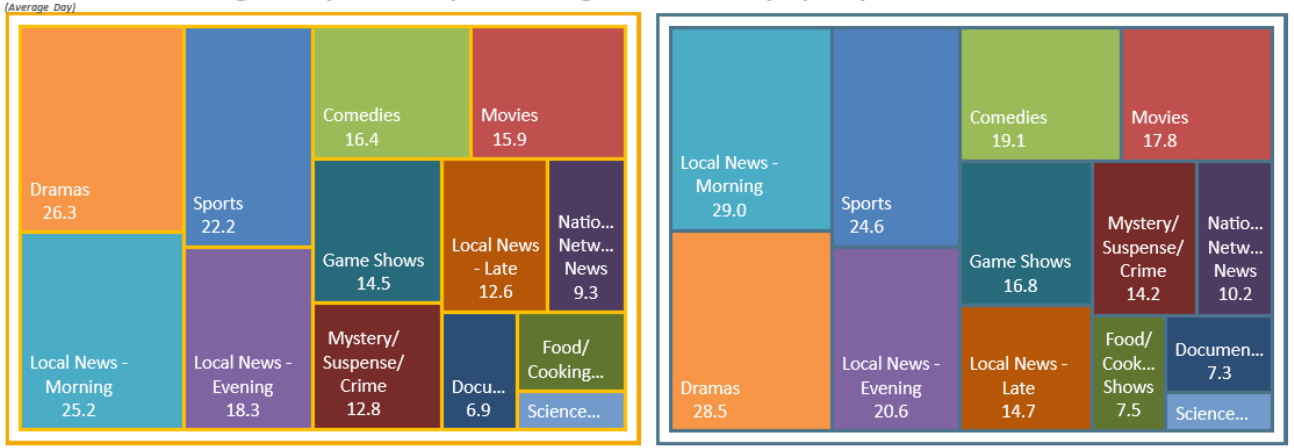
HomeGoods P35-64

17,304,819 or 68.1% of Adults 35 - 64 who purchased items at HOMEGOODS in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Dramas.

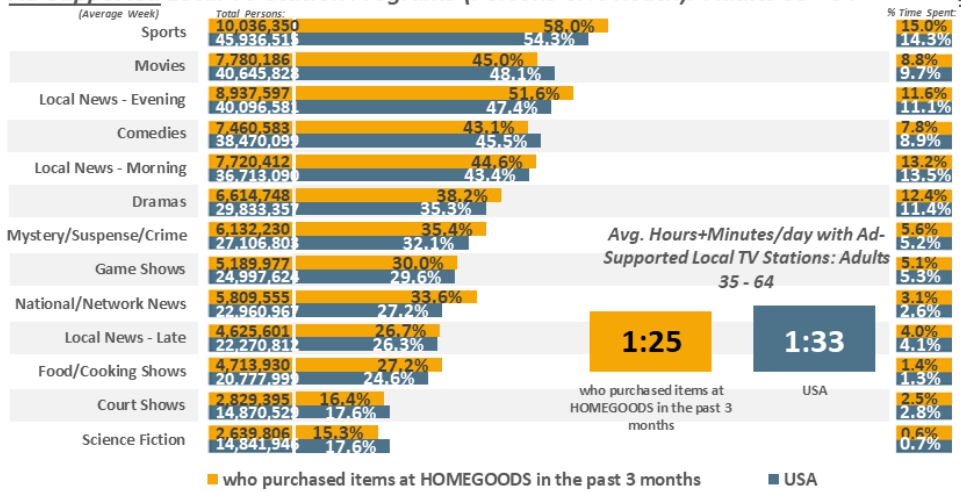
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



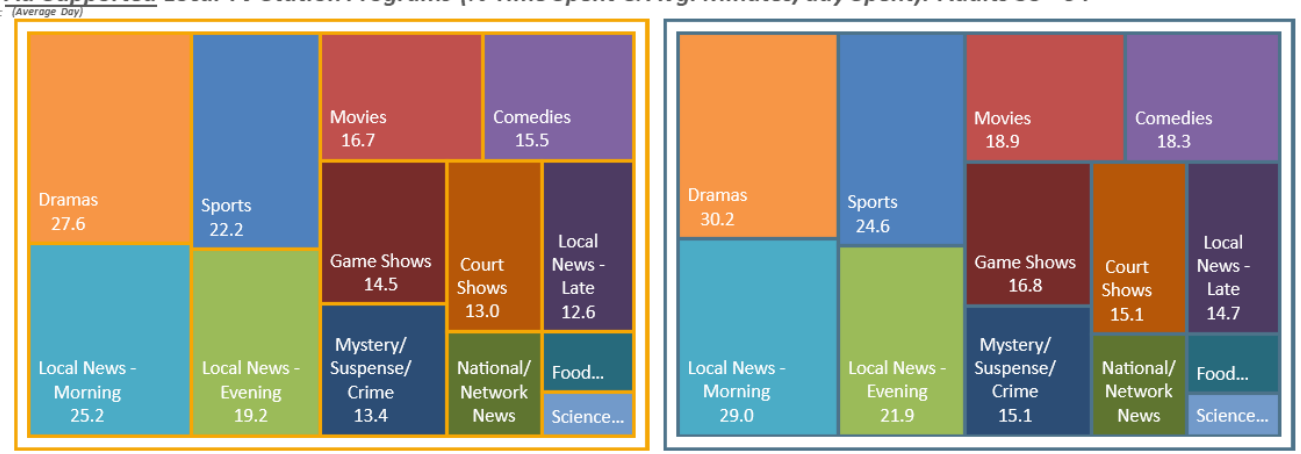
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

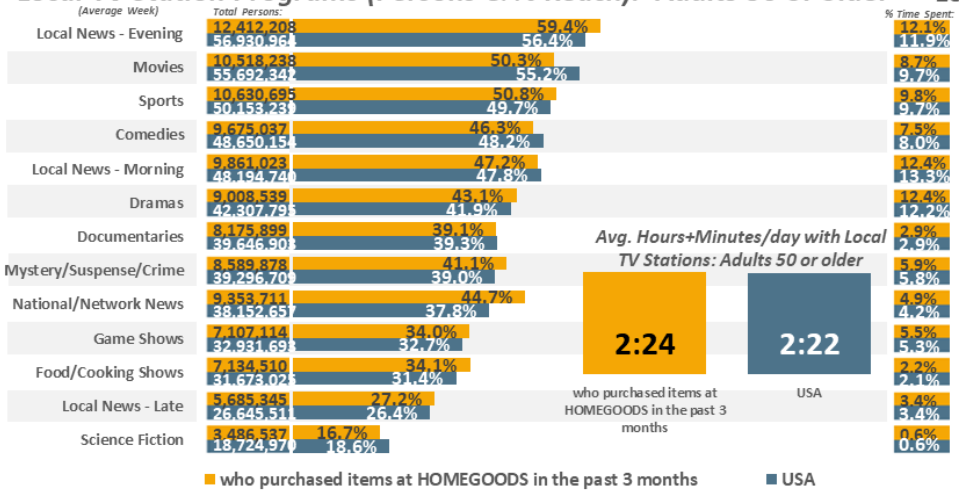
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

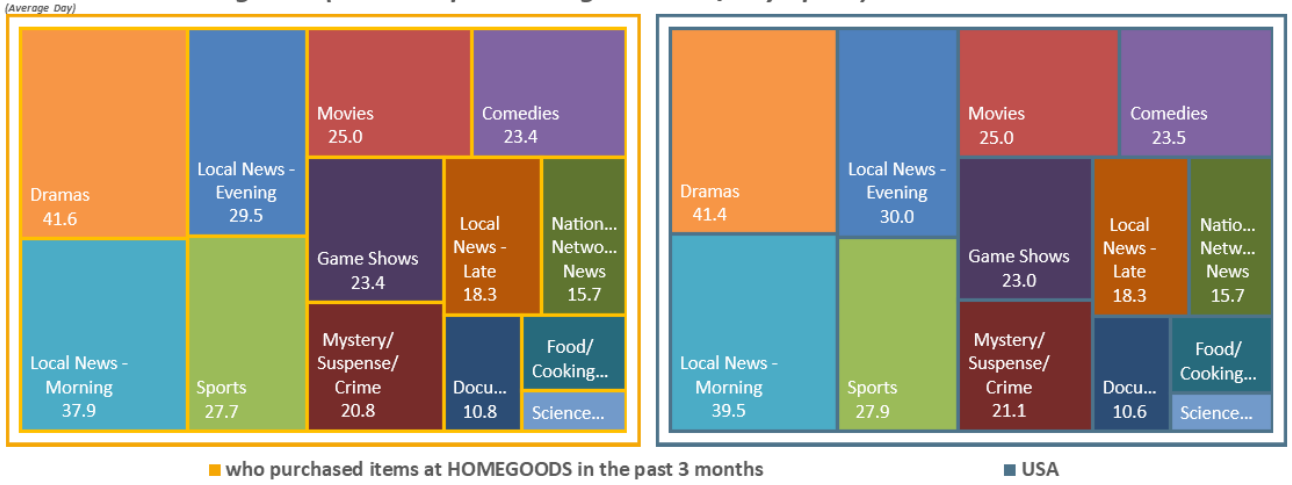
HomeGoods® **P50+**

20,501,421 or 83.7% of Adults 50 or older who purchased items at HOMEGOODS in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and Dramas.

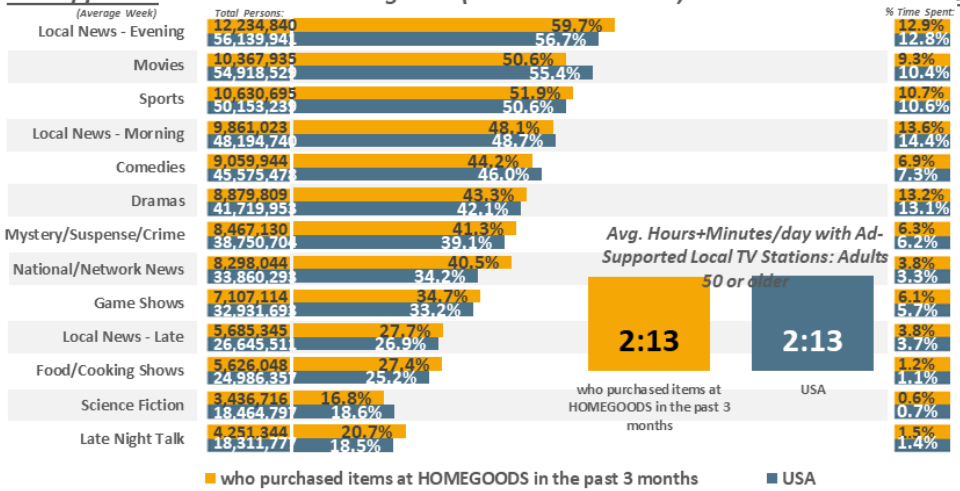
Local TV Station Programs (Persons & % Reach): Adults 50 or older



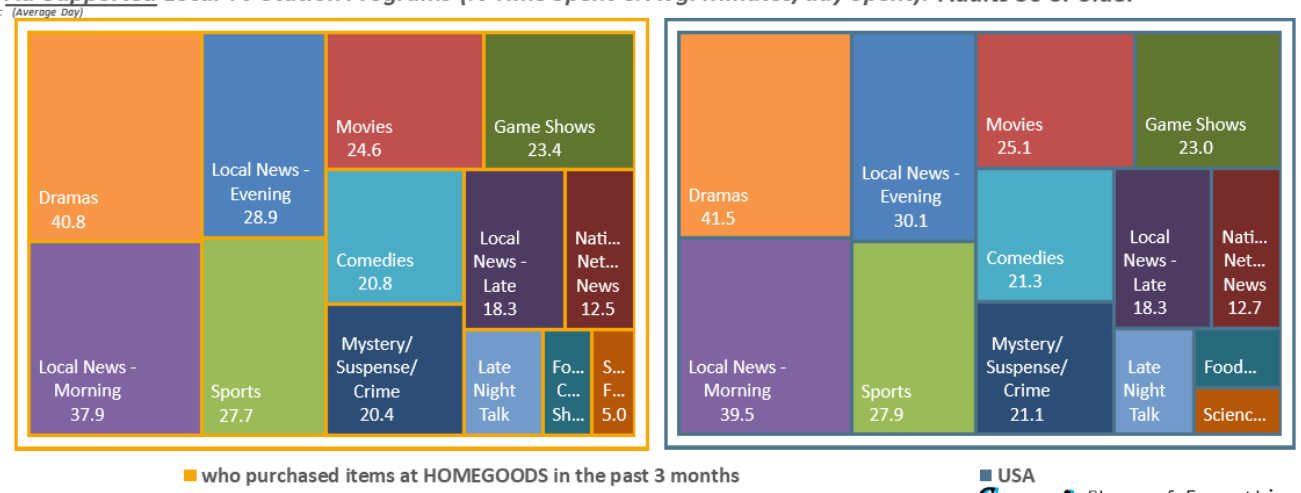
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 50 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,173*

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

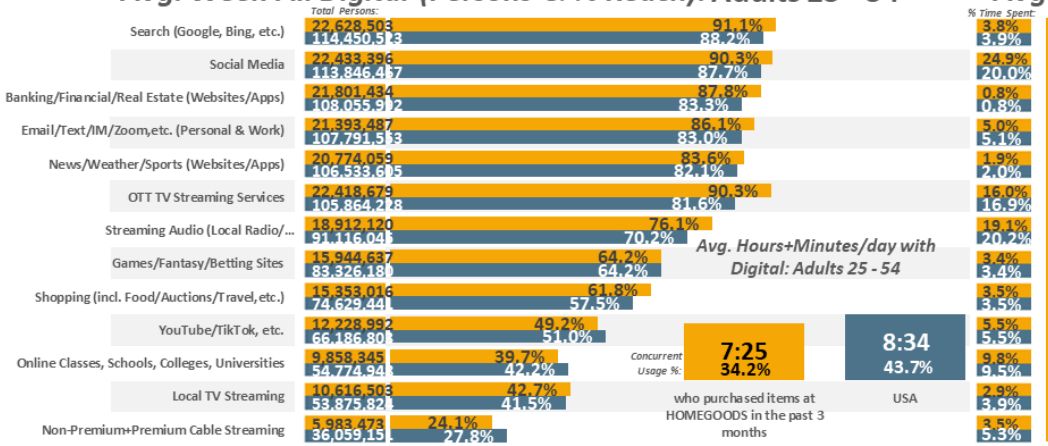
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

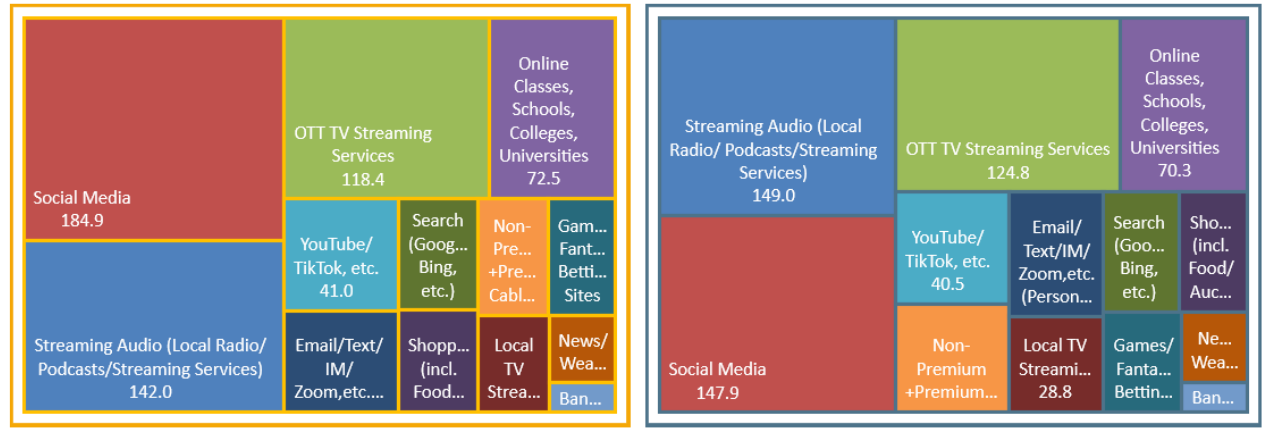
HomeGoods® **P25-54**

19,908,386 or 80.2% of Adults 25 - 54 who purchased items at HOMEGOODS in the past 3 months use Ad-Supported Social Media for an average of 170.1 minutes every day representing 32.7% of all time spent daily with Ad-Supported Digital Media.

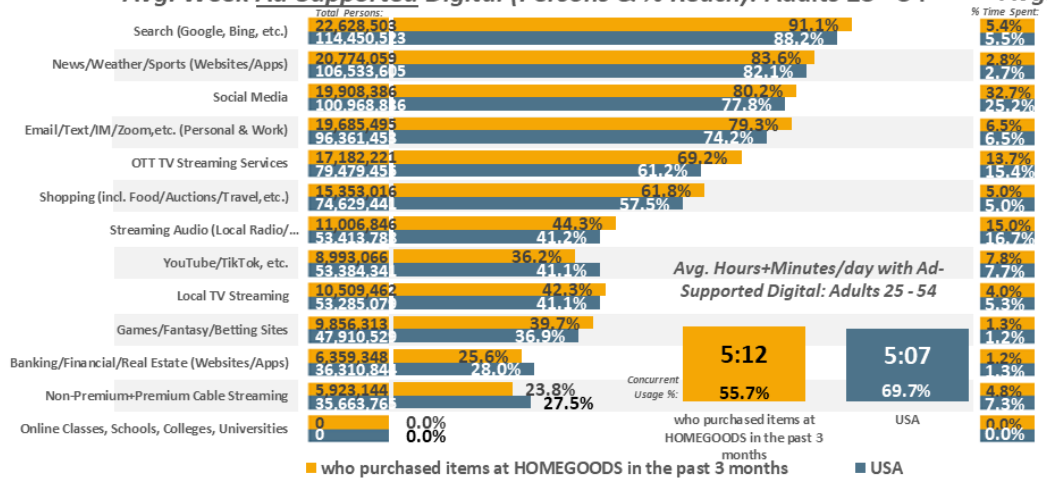
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



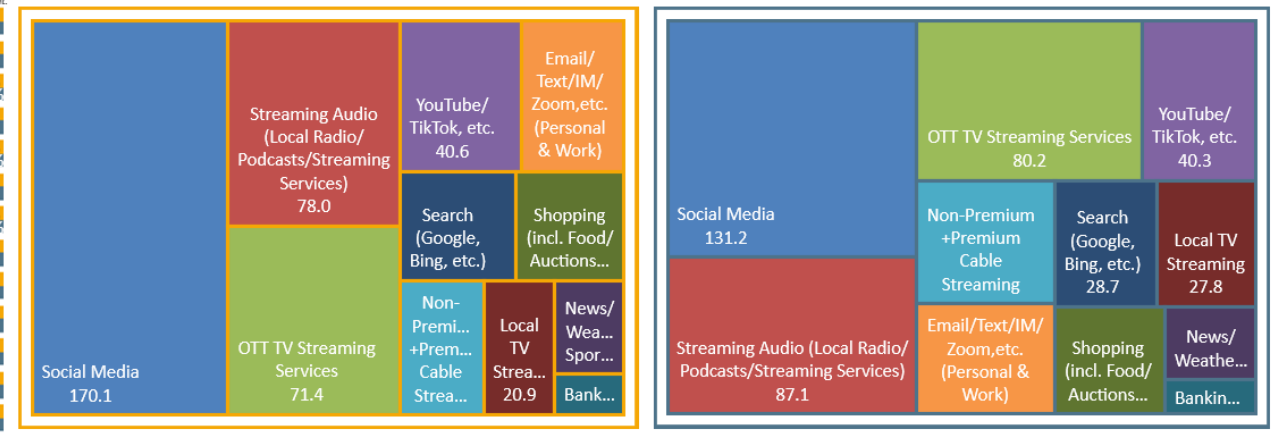
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

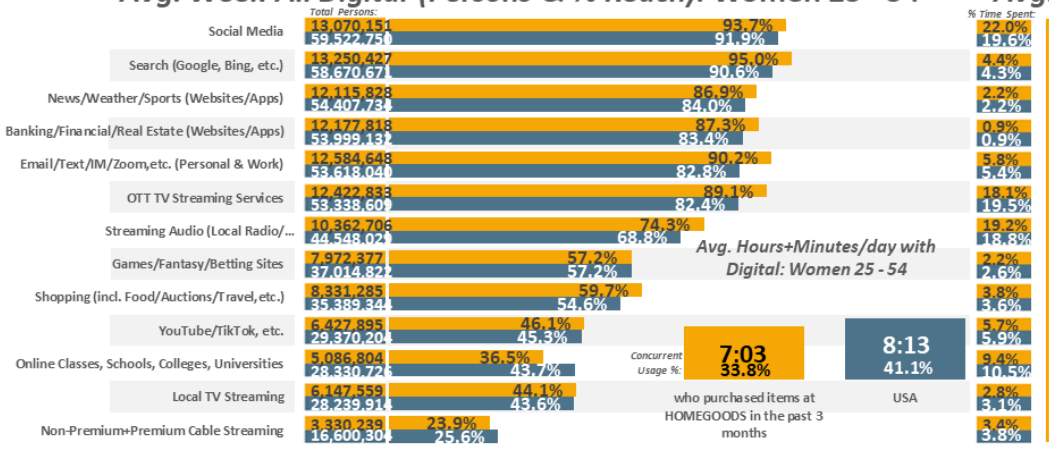
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

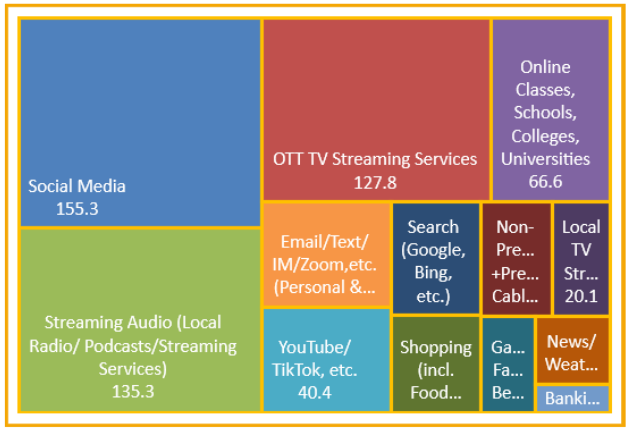
HomeGoods® **W25-54**

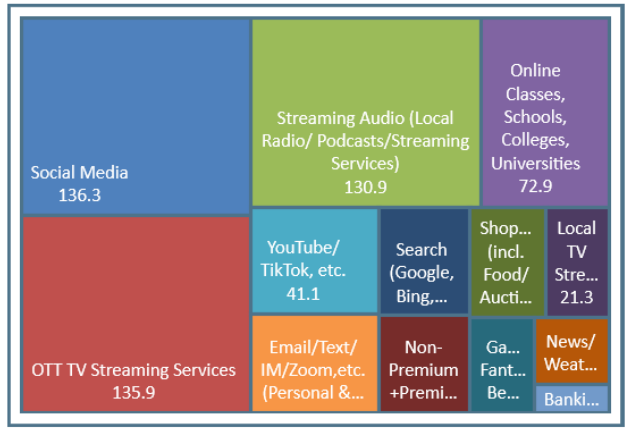
12,277,287 or 88.% of Women 25 - 54 who purchased items at HOMEGOODS in the past 3 months use Ad-Supported Social Media for an average of 142.9 minutes every day representing 28.9% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Women 25 - 54

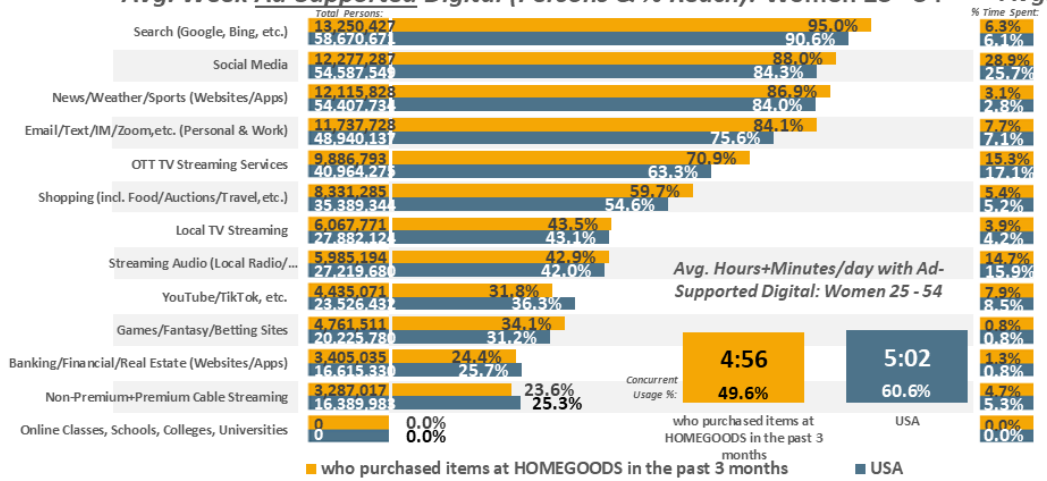


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

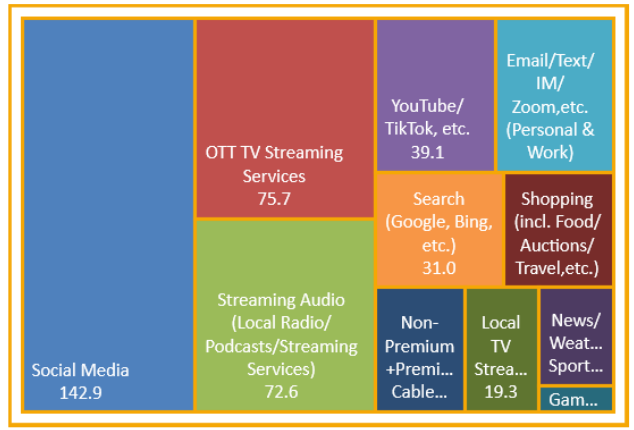


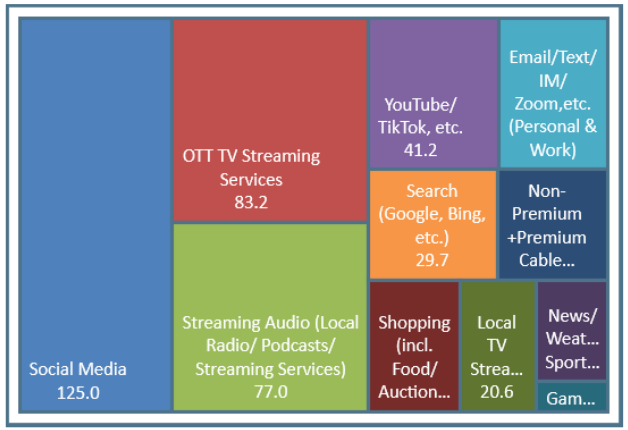


Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

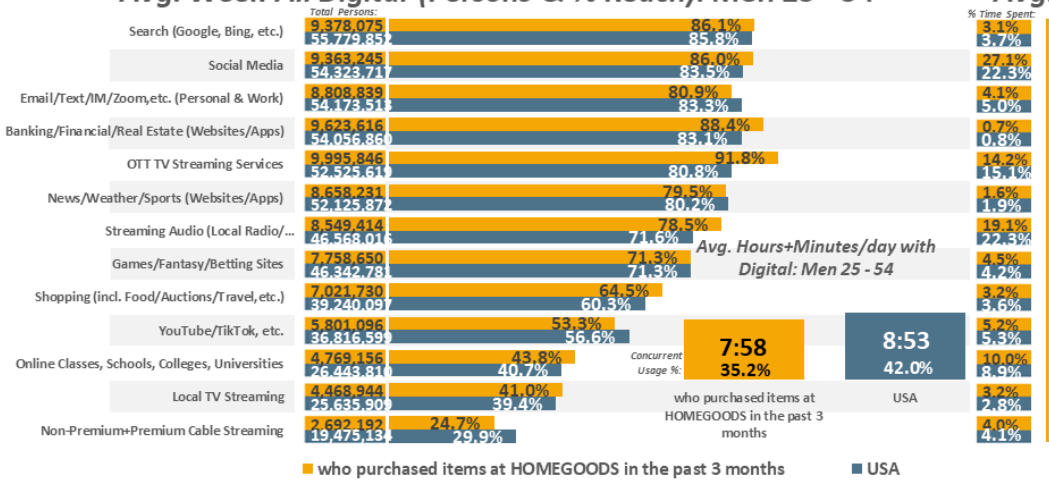
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

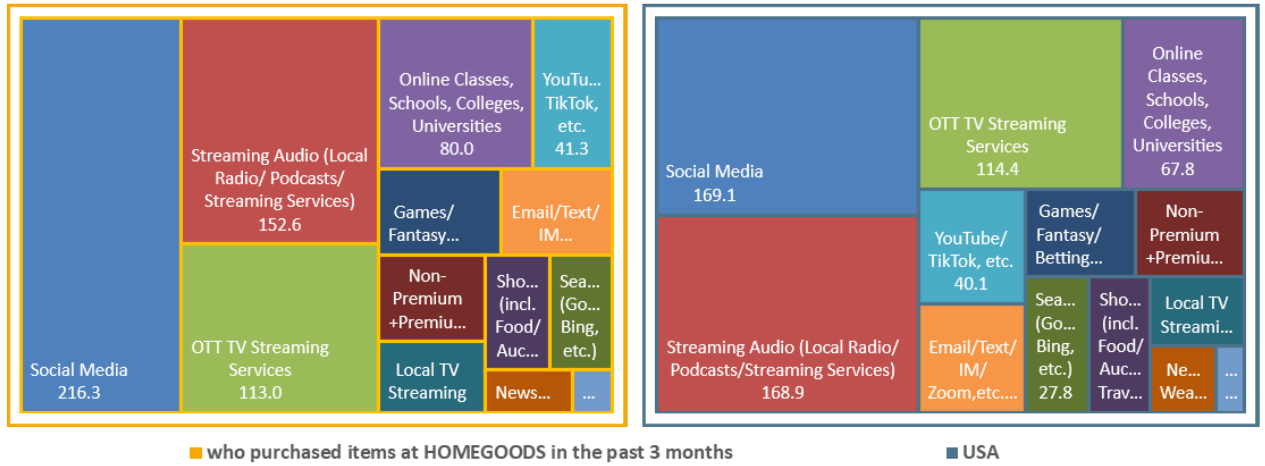
HomeGoods® **M25-54**

7,631,099 or 70.1% of Men 25 - 54 who purchased items at HOMEGOODS in the past 3 months use Ad-Supported Social Media for an average of 199. minutes every day representing 35.5% of all time spent daily with Ad-Supported Digital Media.

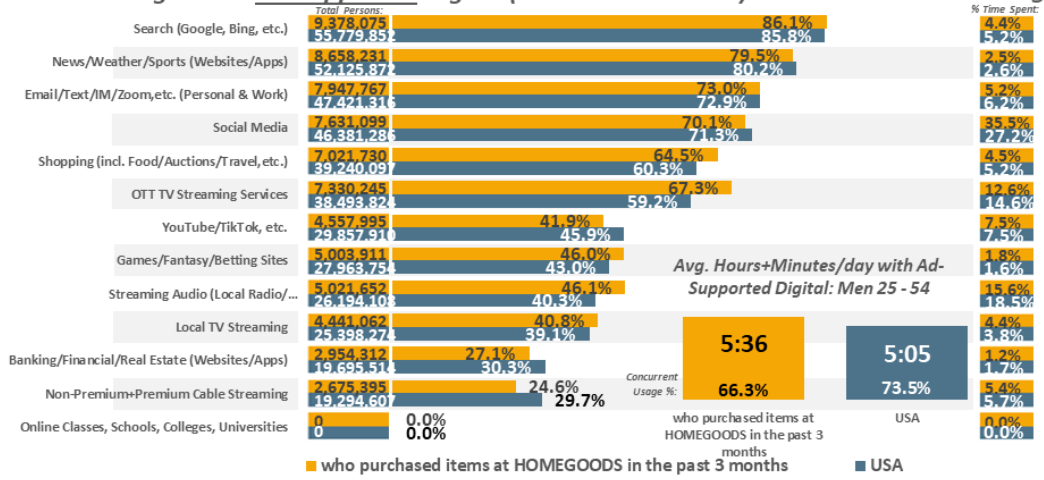
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



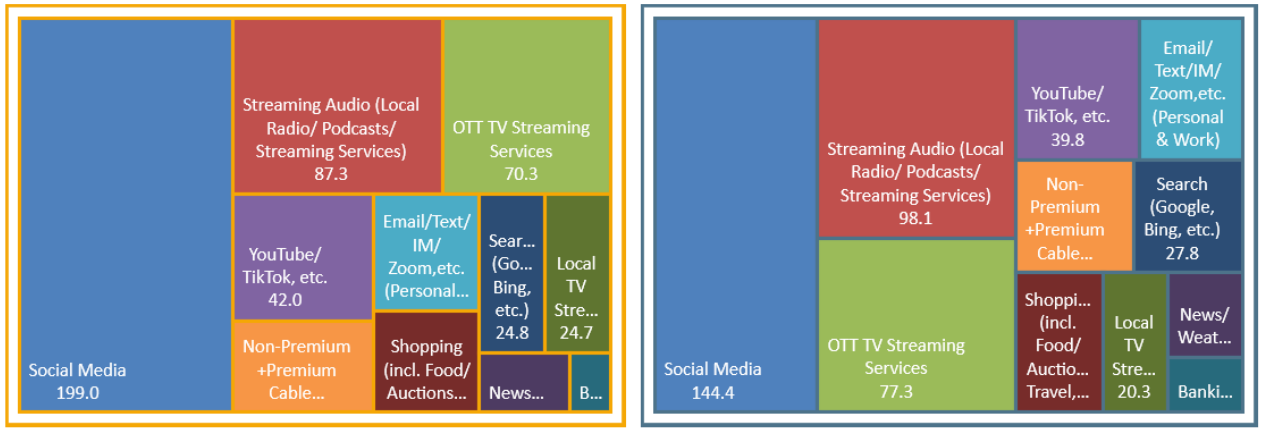
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

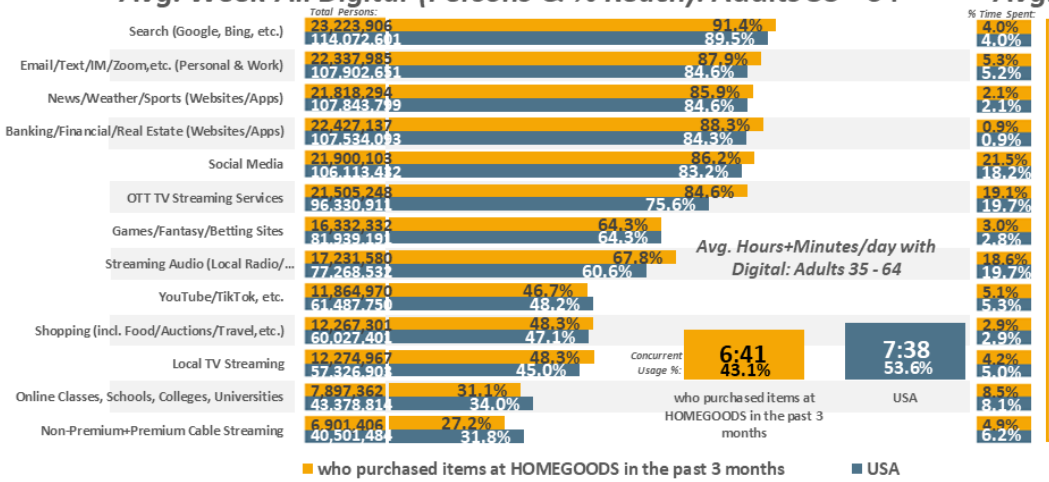
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

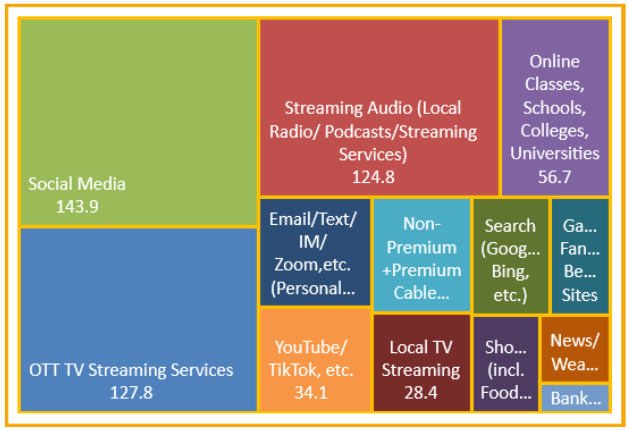
HomeGoods® **P35-64**

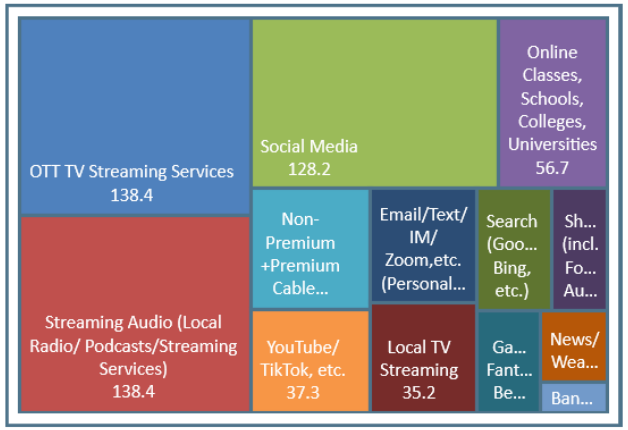
19,429,531 or 76.5% of Adults 35 - 64 who purchased items at HOMEGOODS in the past 3 months use Ad-Supported Social Media for an average of 132.4 minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 35 - 64

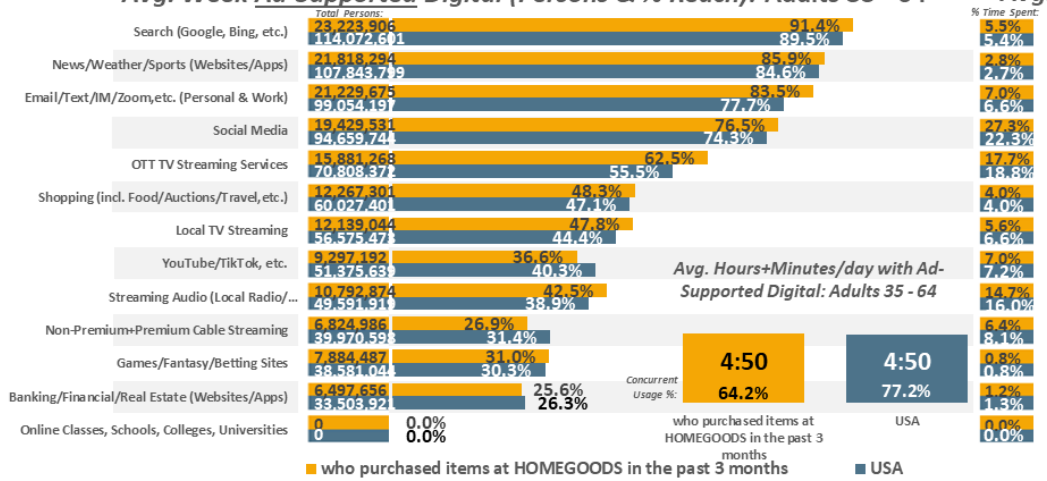


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

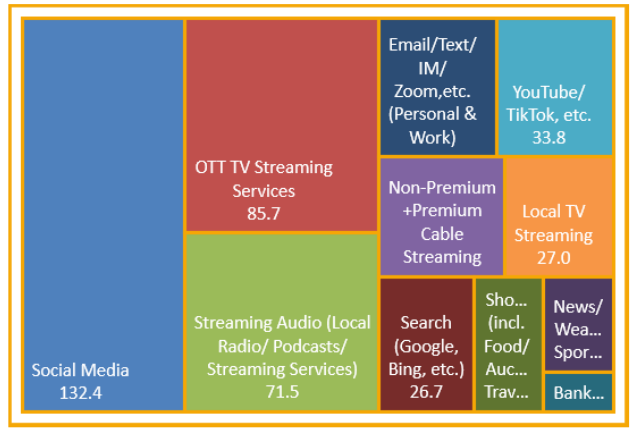


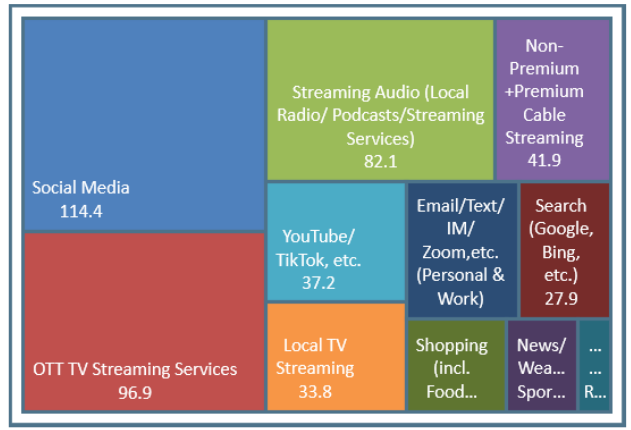


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

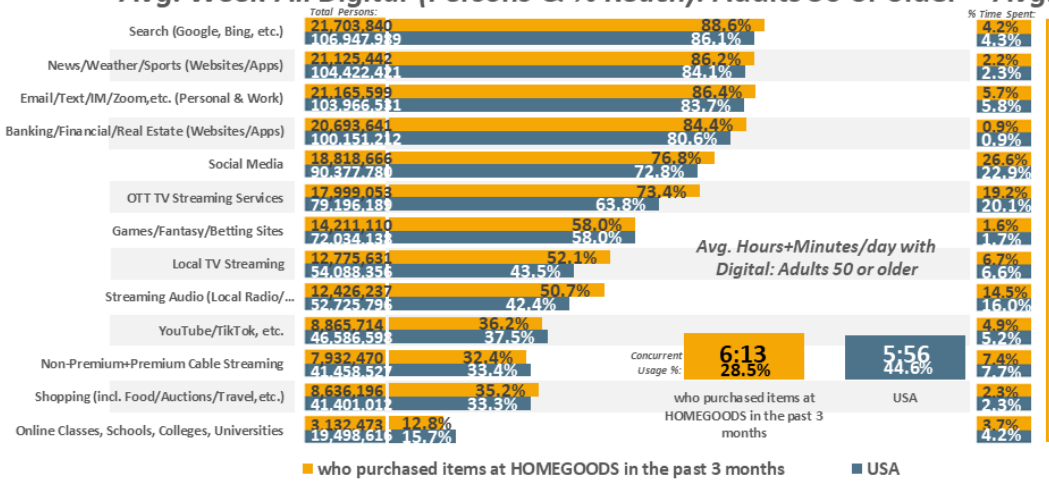
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

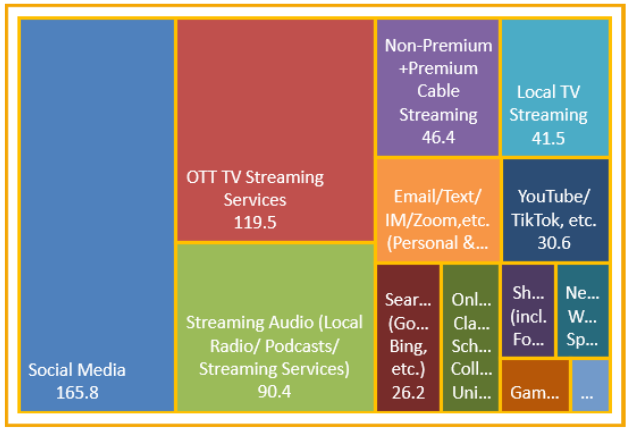
HomeGoods P50+

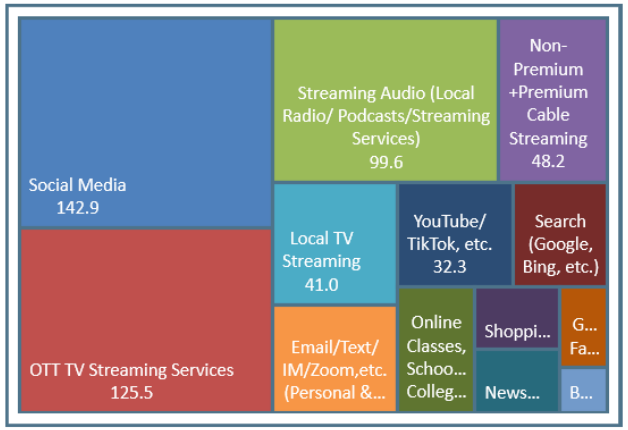
17,156,725 or 70.% of Adults 50 or older who purchased items at HOMEGOODS in the past 3 months use Ad-Supported Social Media for an average of 151.2 minutes every day representing 29.4% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 50 or older

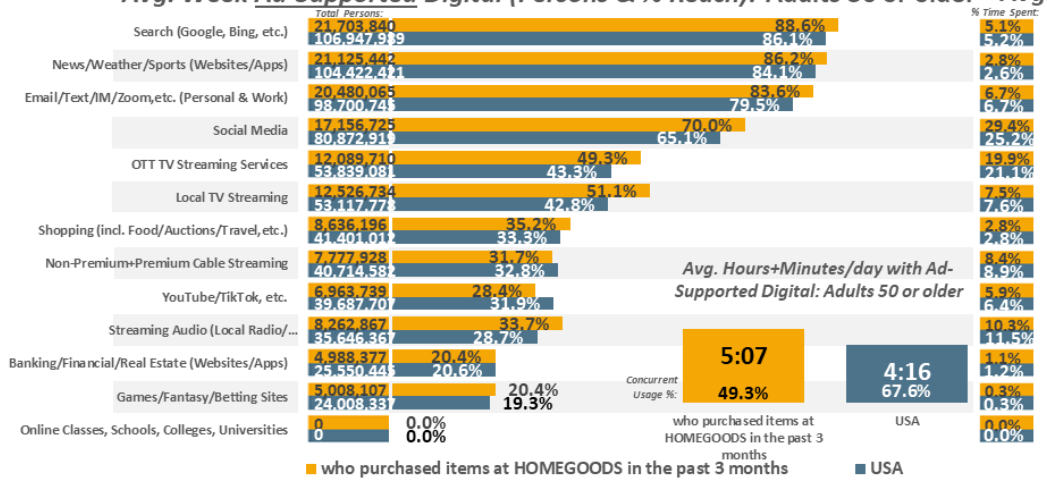


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older

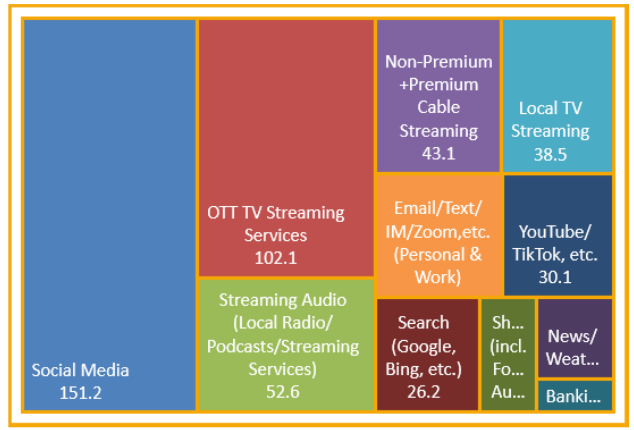


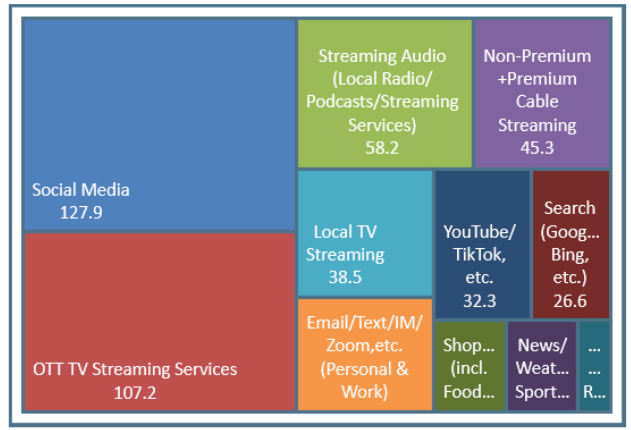


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

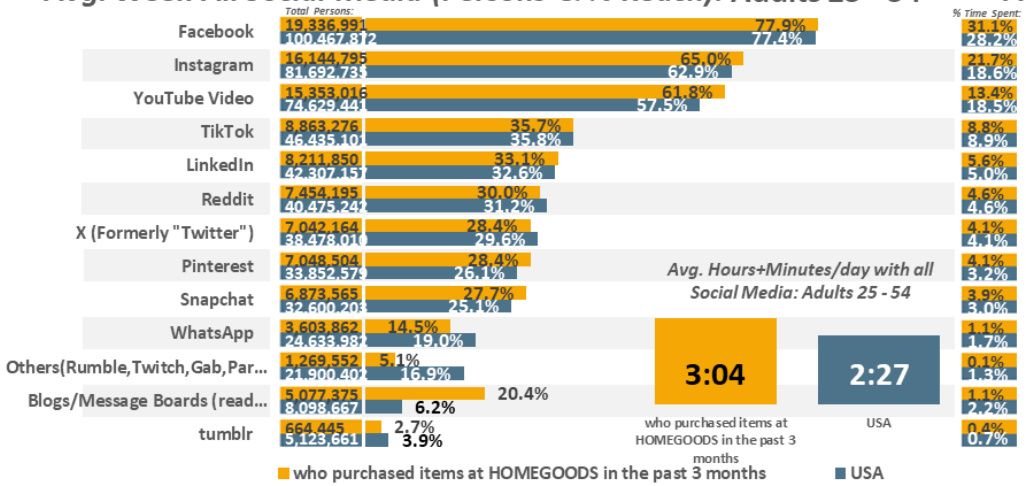
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

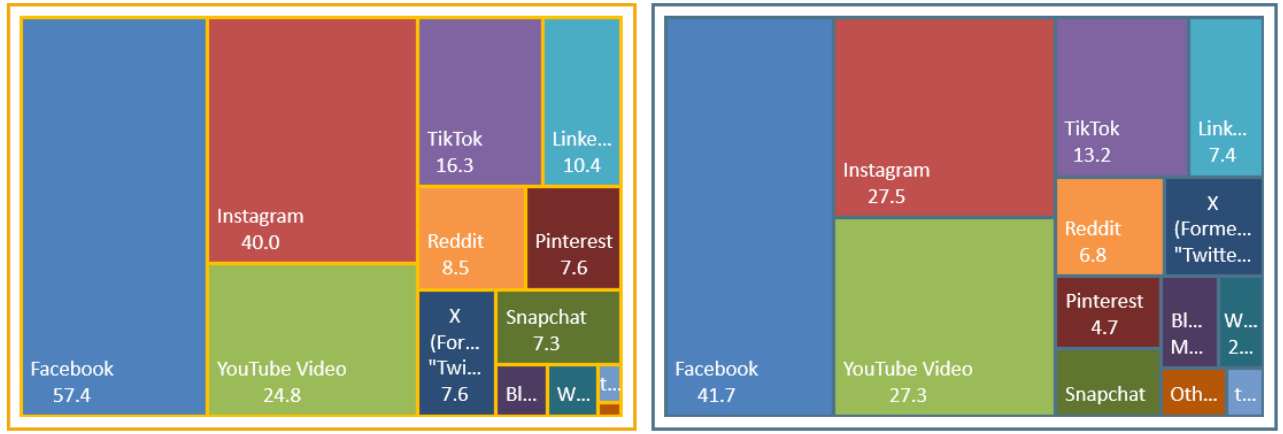
HomeGoods® **P25-54**

19,336,991 or 77.9% of Adults 25 - 54 who purchased items at HOMEGOODS in the past 3 months use Ad-Supported Facebook for an average of 57.5 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

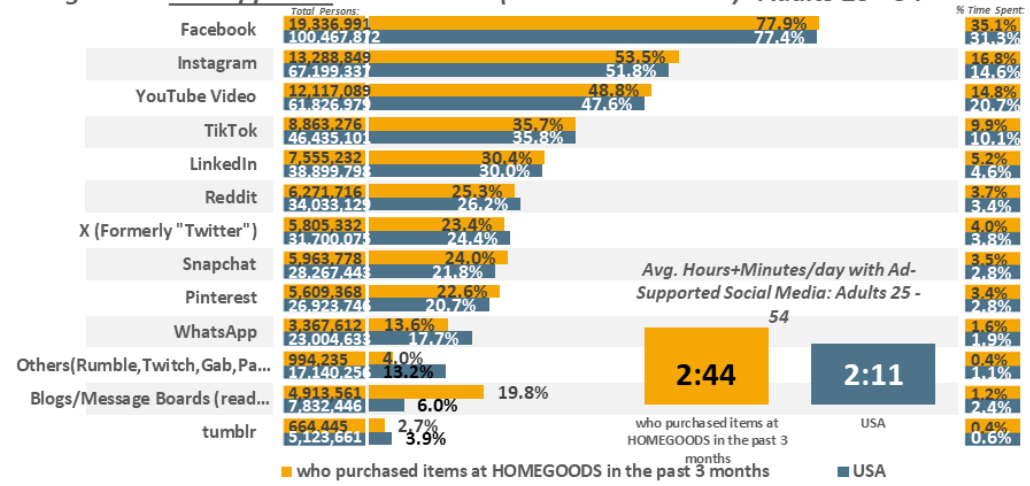
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



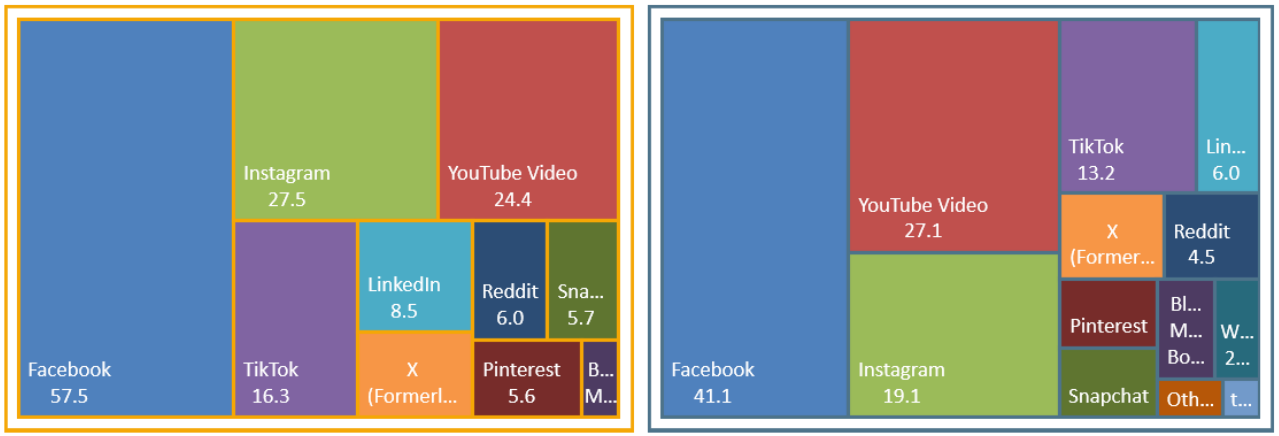
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

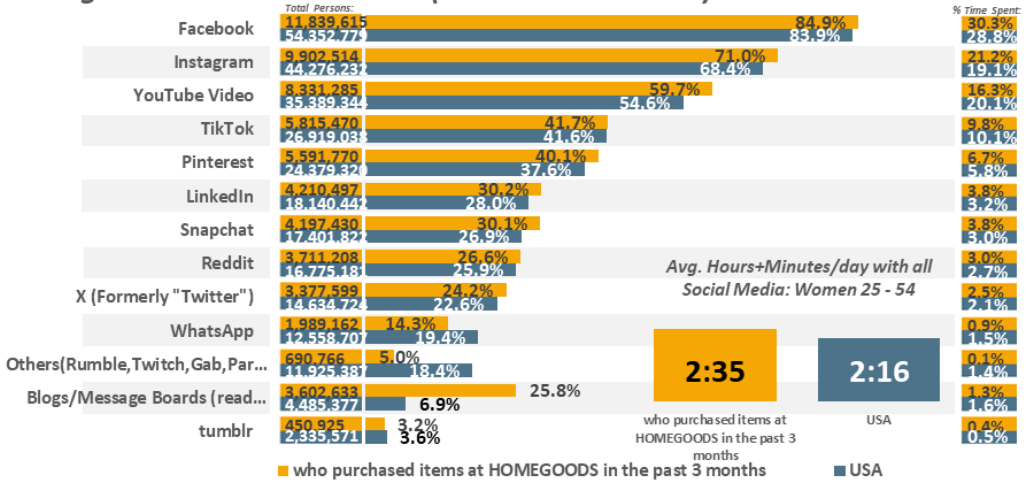
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

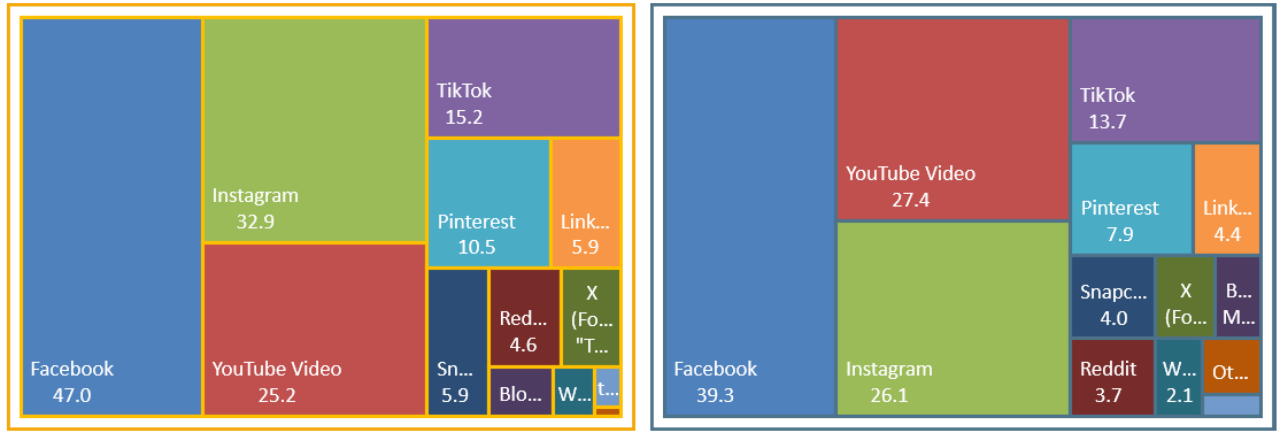
HomeGoods® **W25-54**

11,839,615 or 84.9% of Women 25 - 54 who purchased items at HOMEGOODS in the past 3 months use Ad-Supported Facebook for an average of 46.9 minutes every day representing 32.2% of all time spent daily with Ad-Supported Social Media.

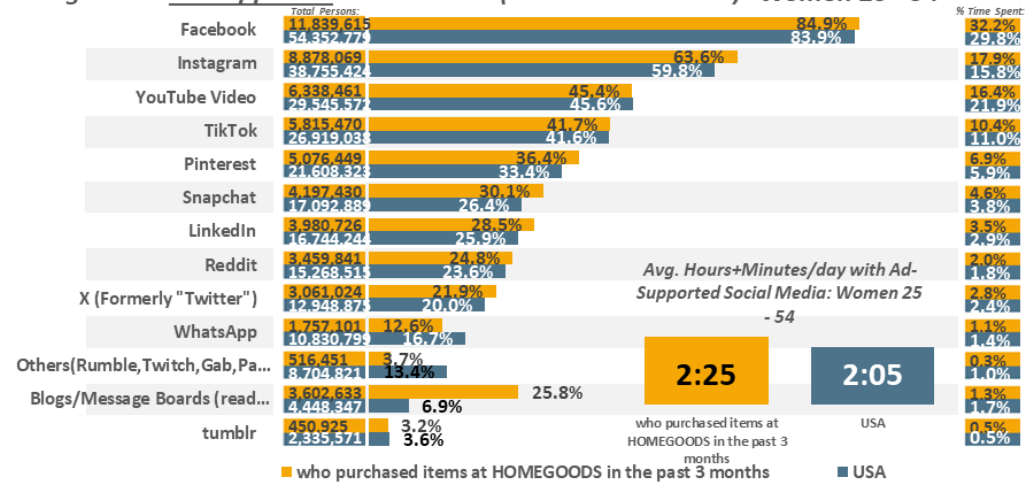
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



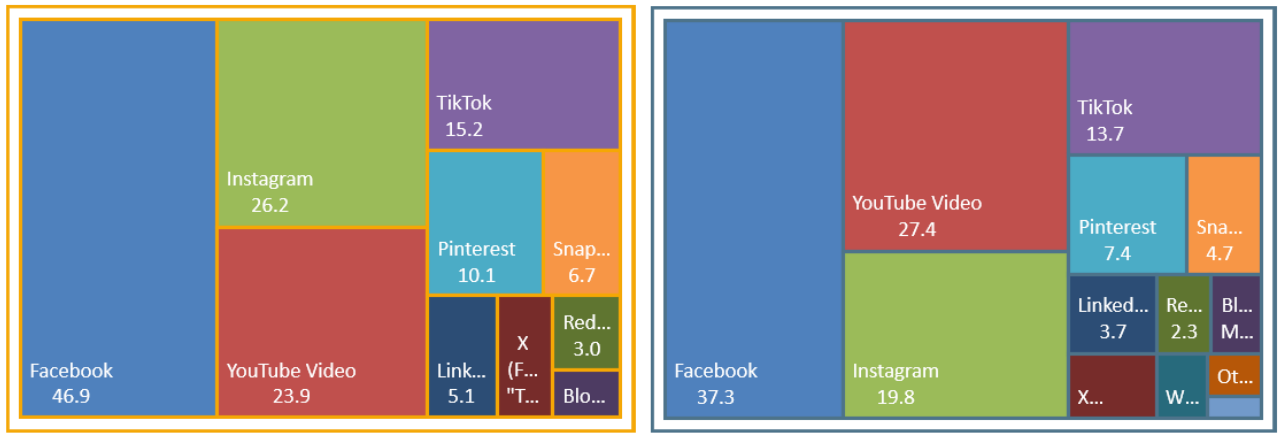
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

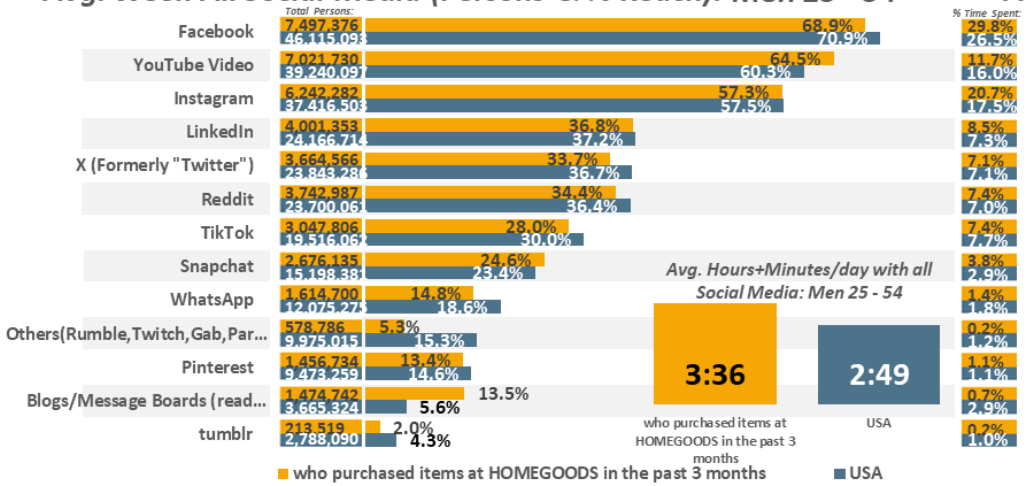
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

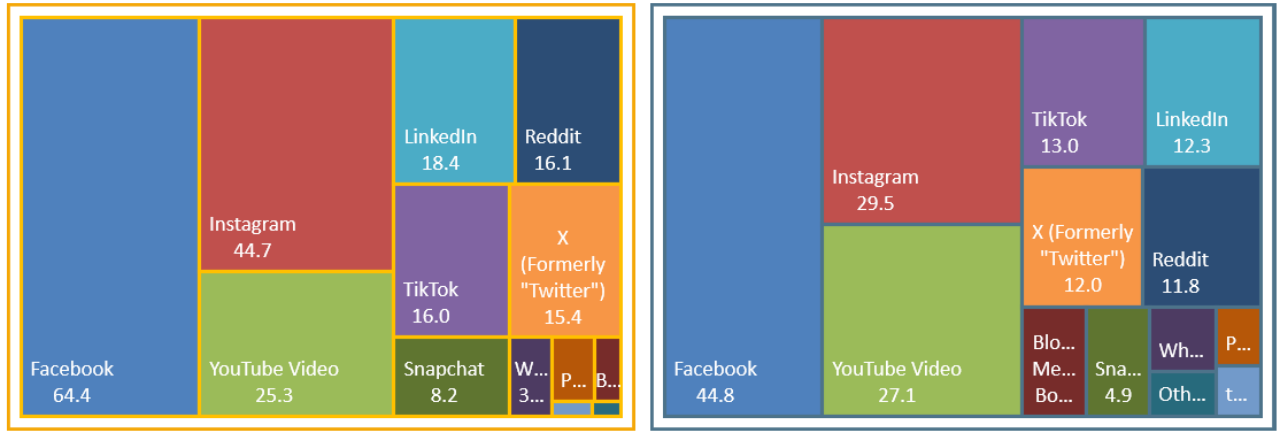
HomeGoods® **M25-54**

7,497,376 or 68.9% of Men 25 - 54 who purchased items at HOMEGOODS in the past 3 months use Ad-Supported Facebook for an average of 63. minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

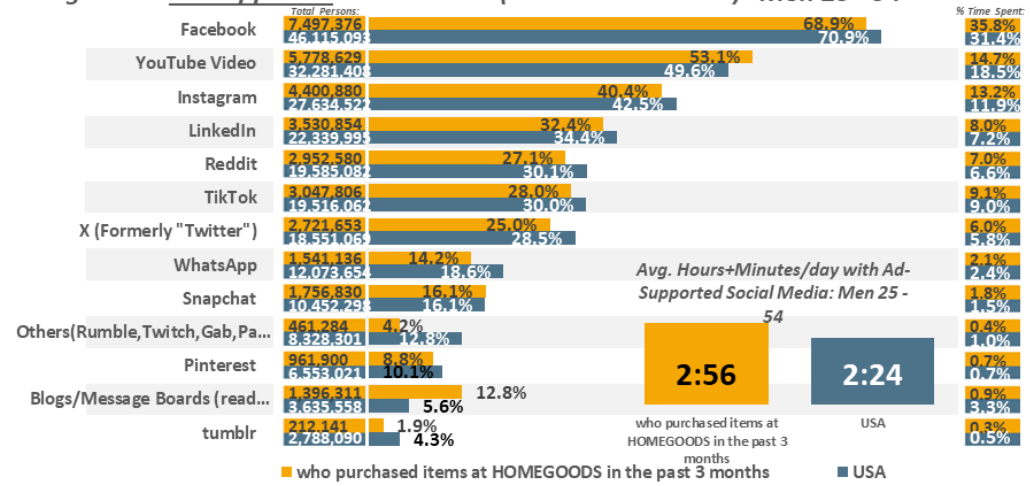
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



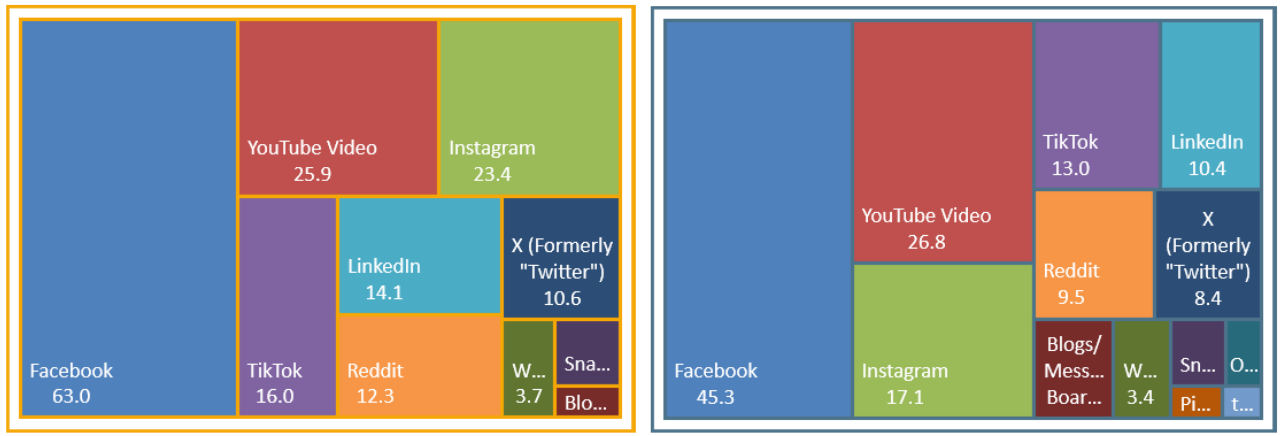
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

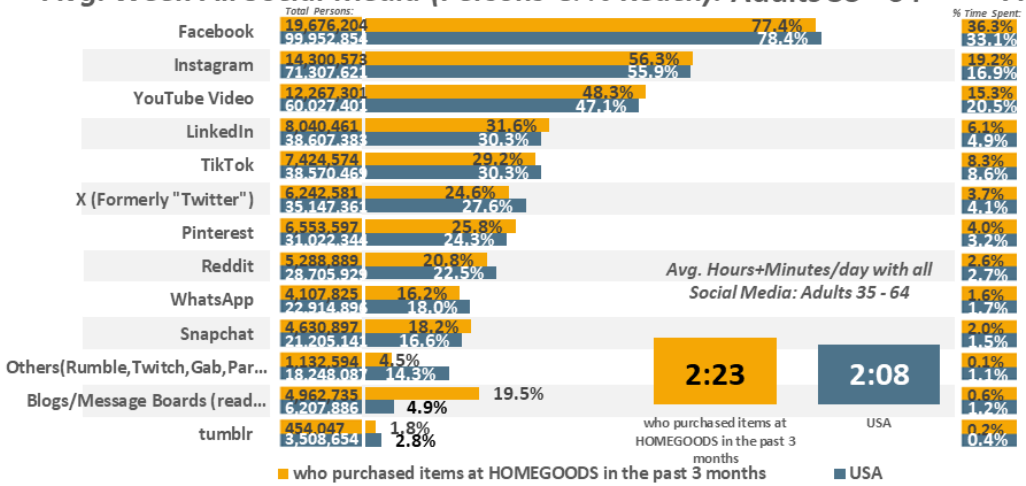
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

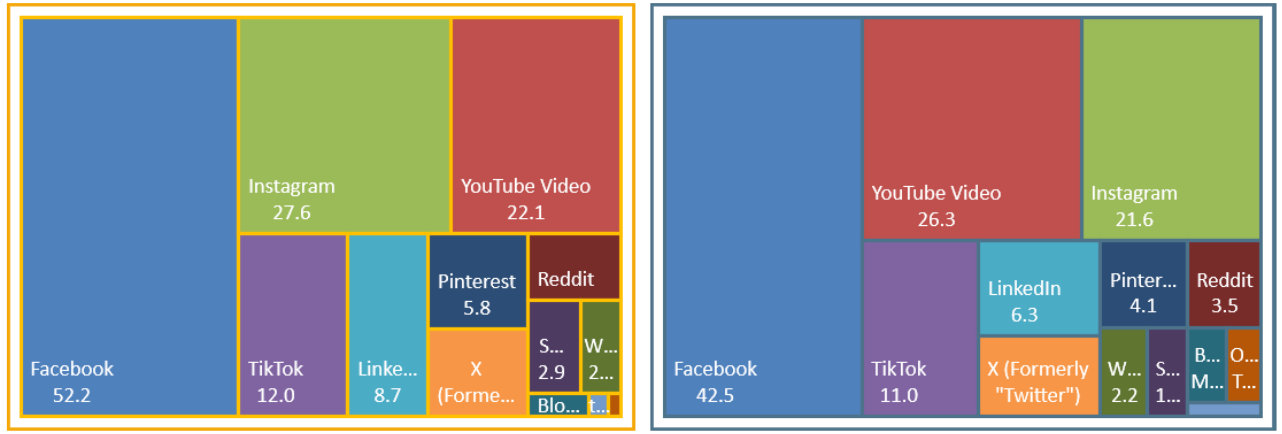
HomeGoods® **P35-64**

19,429,531 or 76.5% of Adults 35 - 64 who purchased items at HOMEGOODS in the past 3 months use Ad-Supported Facebook for an average of 65.3 minutes every day representing 39.8% of all time spent daily with Ad-Supported Social Media.

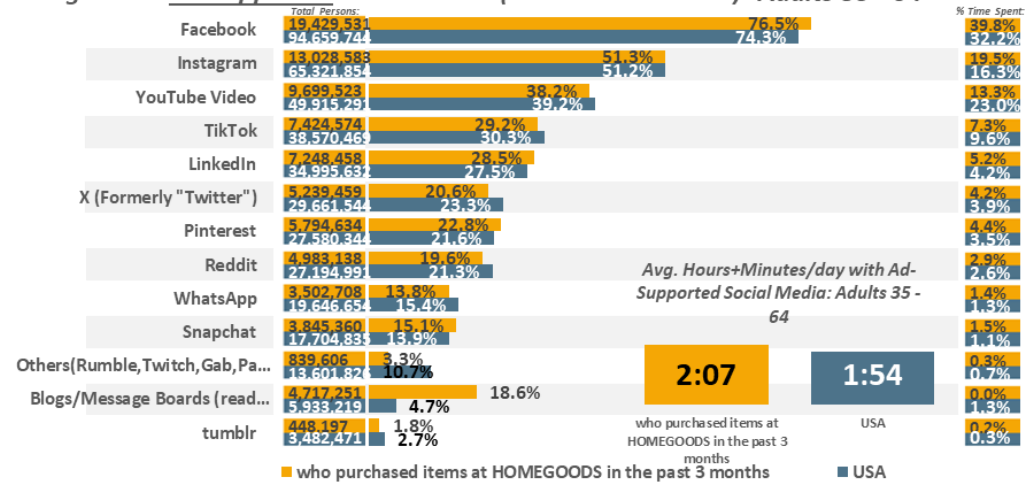
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



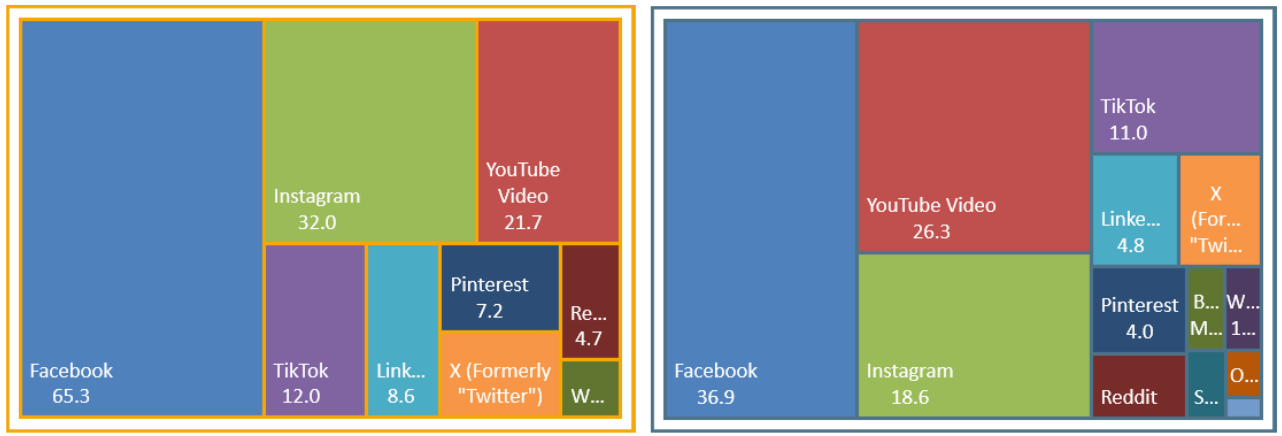
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

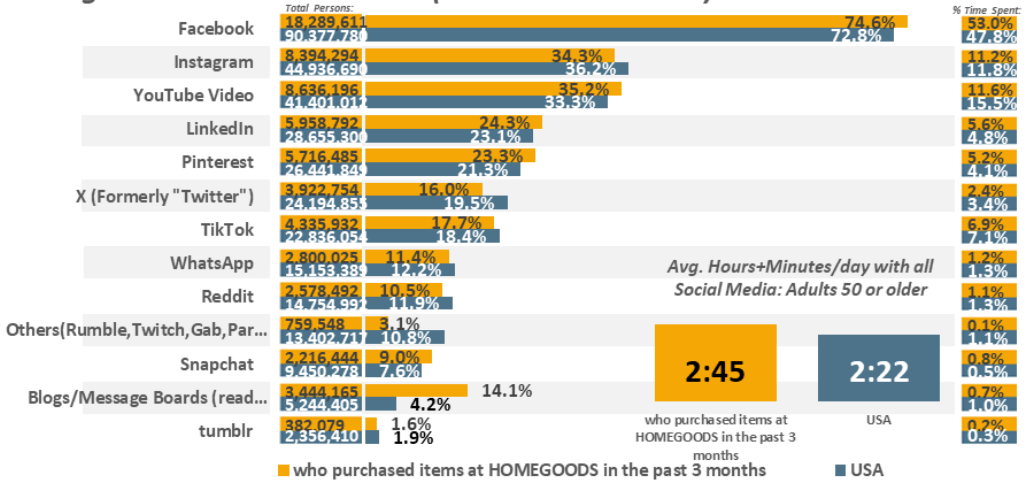
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

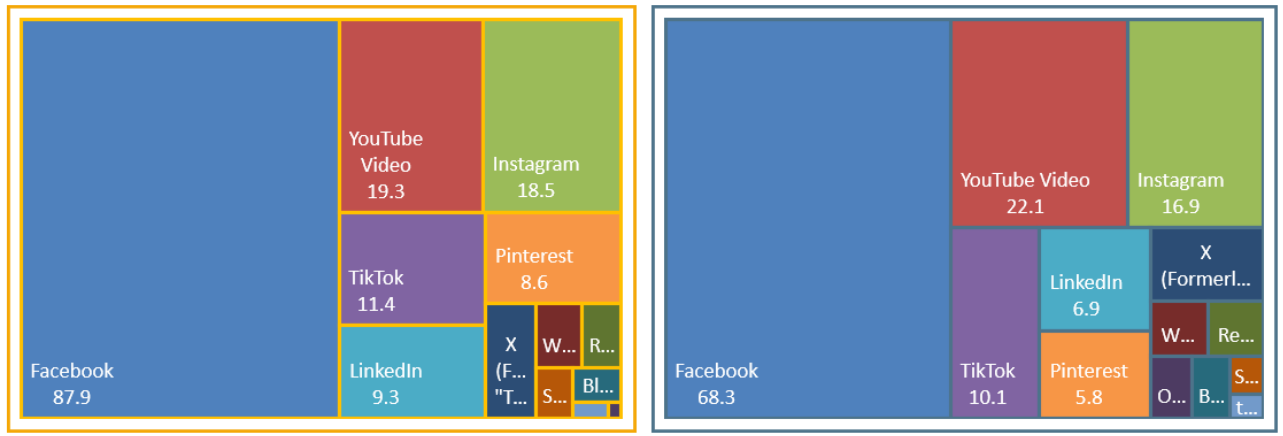
HomeGoods® **P50+**

17,156,725 or 70.% of Adults 50 or older who purchased items at HOMEGOODS in the past 3 months use Ad-Supported Facebook for an average of 78.8 minutes every day representing 52.1% of all time spent daily with Ad-Supported Social Media.

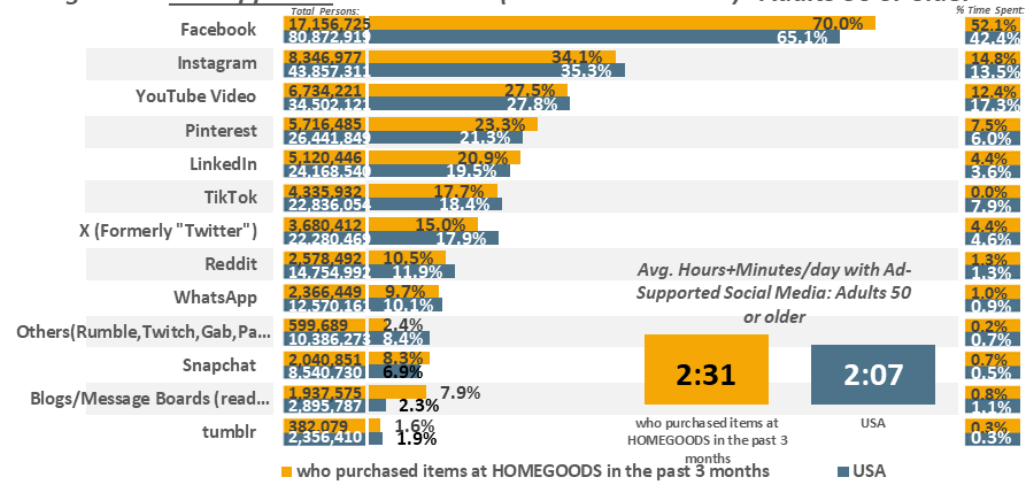
Avg. Week All Social Media (Persons & % Reach): Adults 50 or older



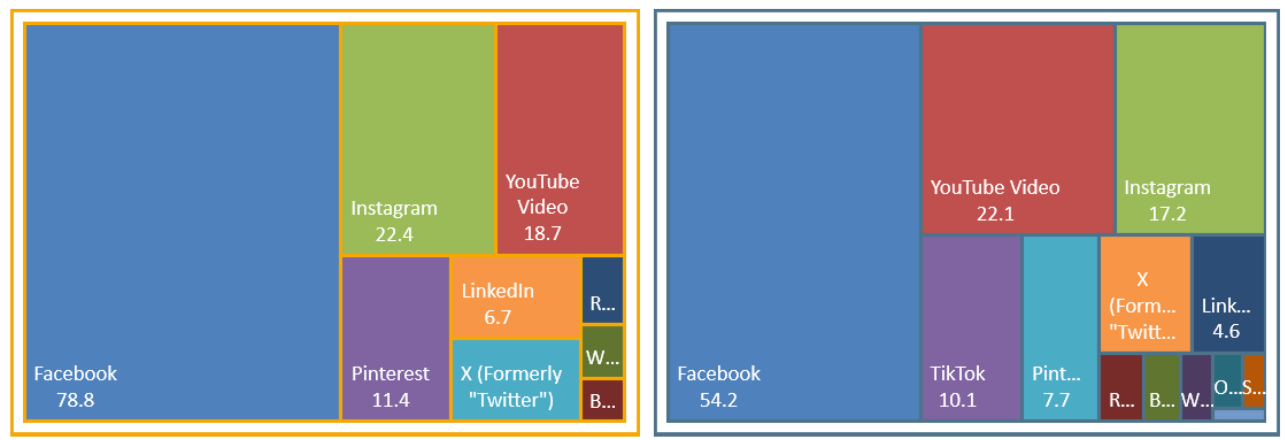
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

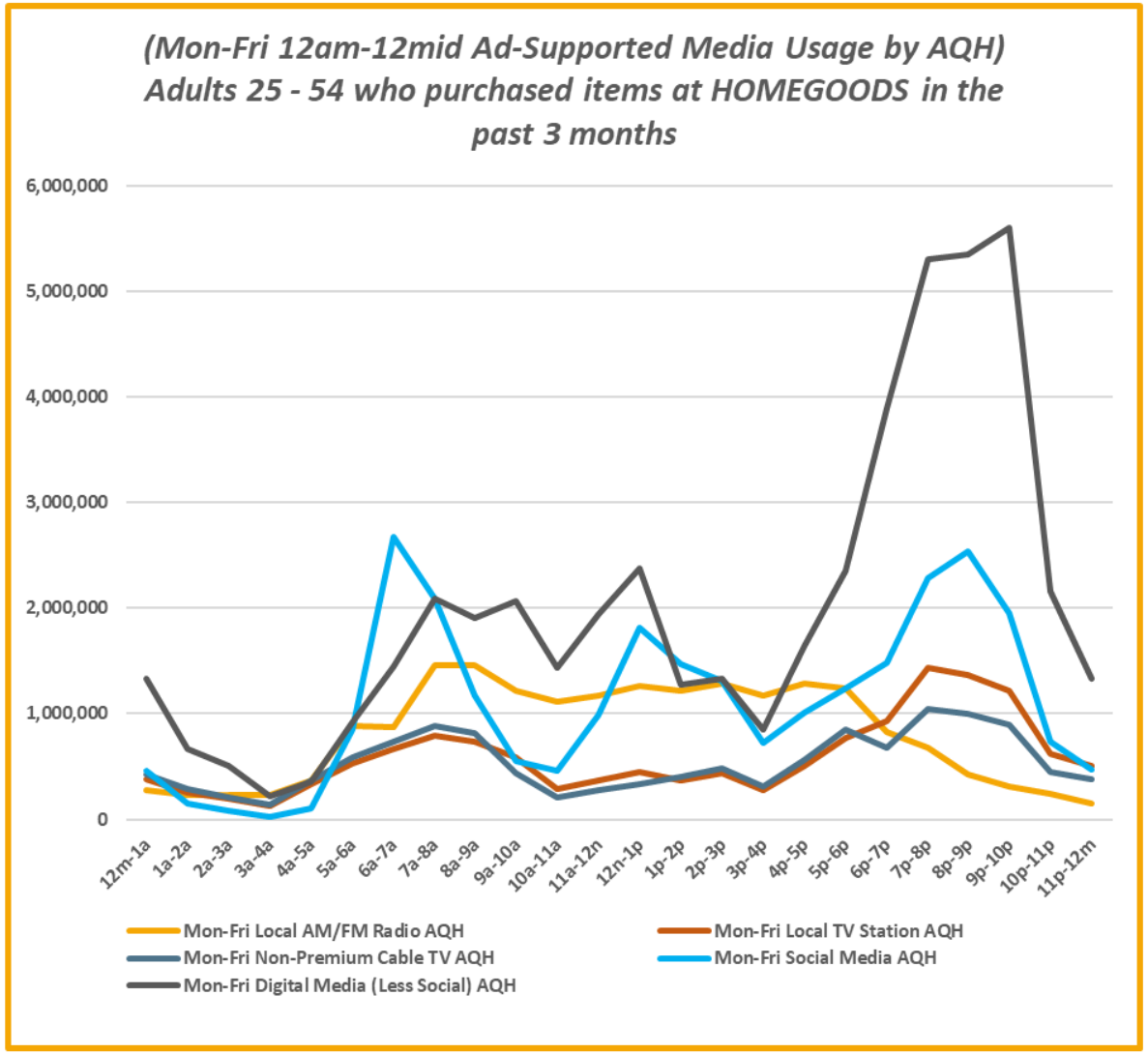
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

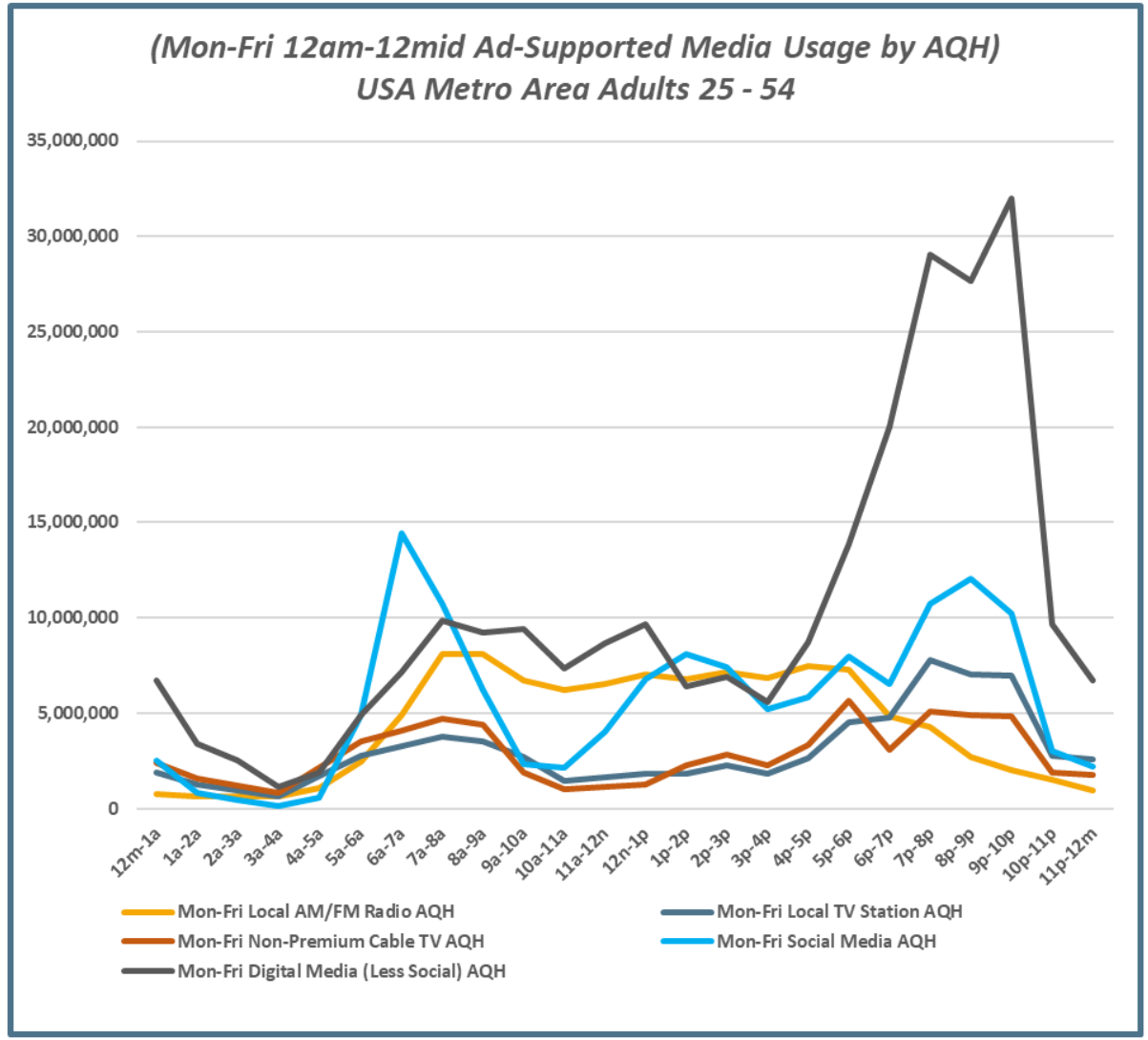
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

HomeGoods® **P25-54**

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,893,650; Social Media: 1,307,986; Local Radio: 1,200,497; Local TV: 551,707; Non-Prem. Cable: 536,329 reaching Adults 25 - 54 who purchased items at HOMEGOODS in the pa





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

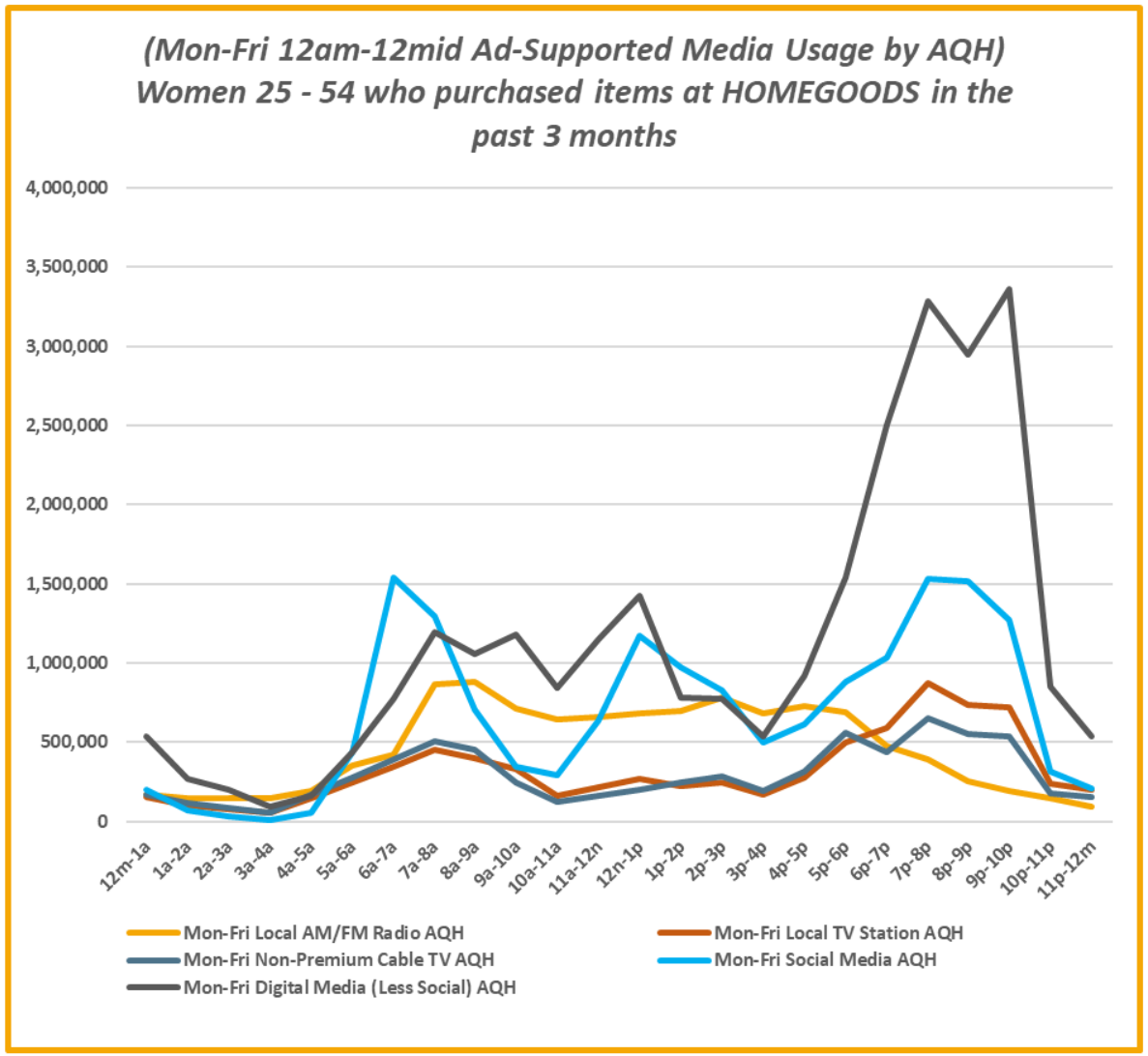
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

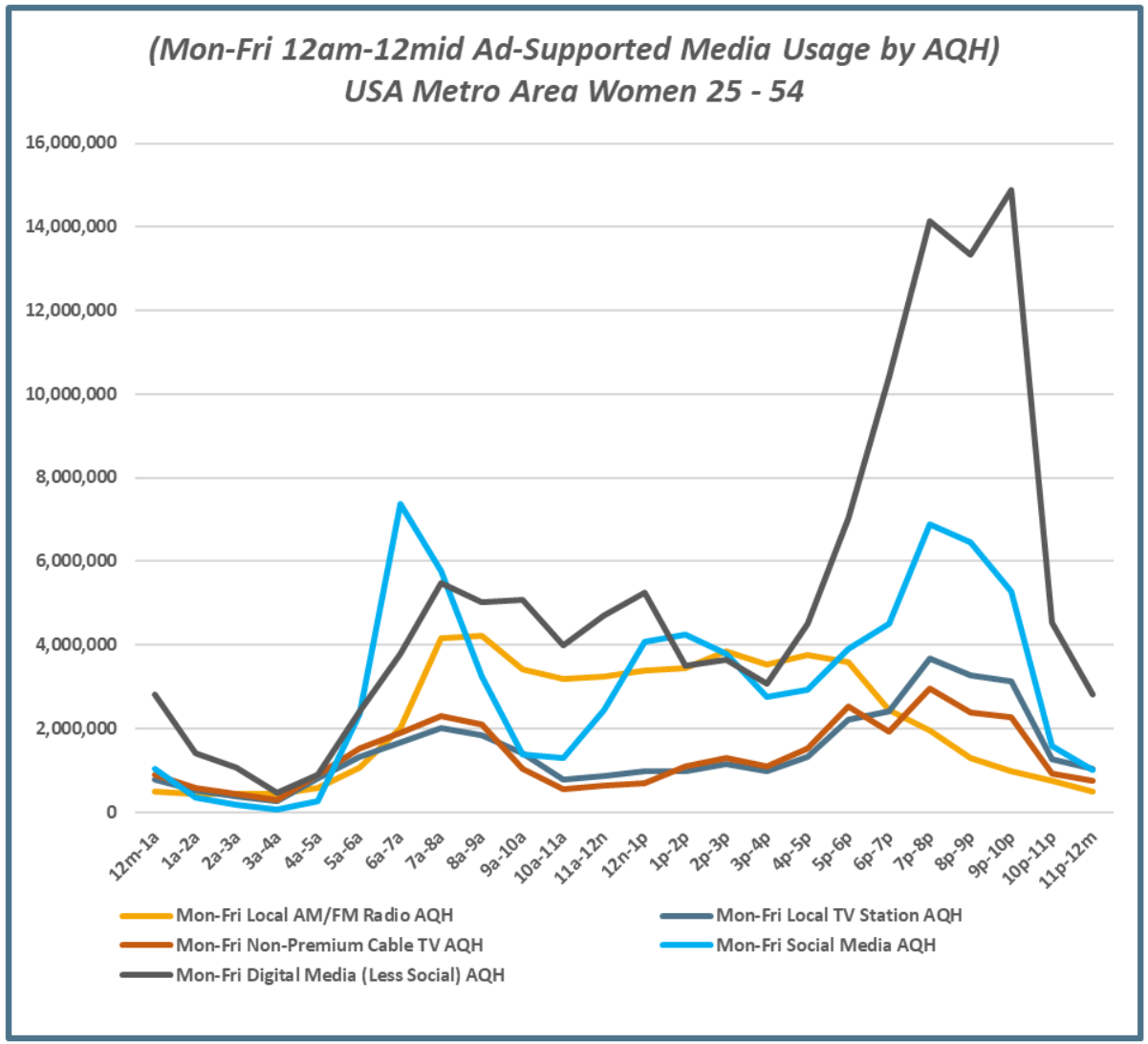
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

HomeGoods® W25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,128,220; Social Media: 831,534; Local Radio: 685,766; Local TV: 320,970; Non-Prem. Cable: 317,560 reaching Women 25 - 54 who purchased items at HOMEGOODS in the past 3





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

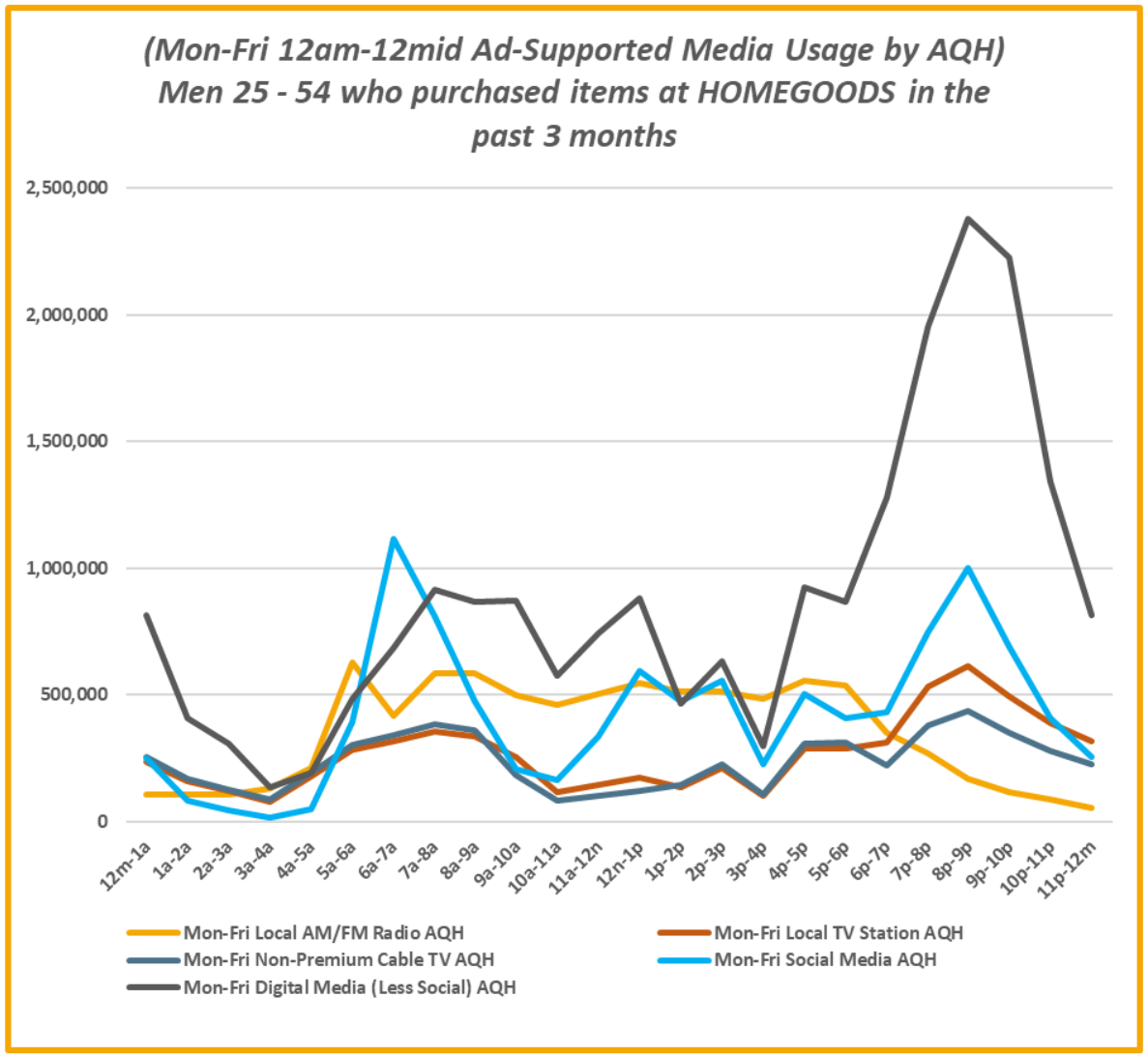
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

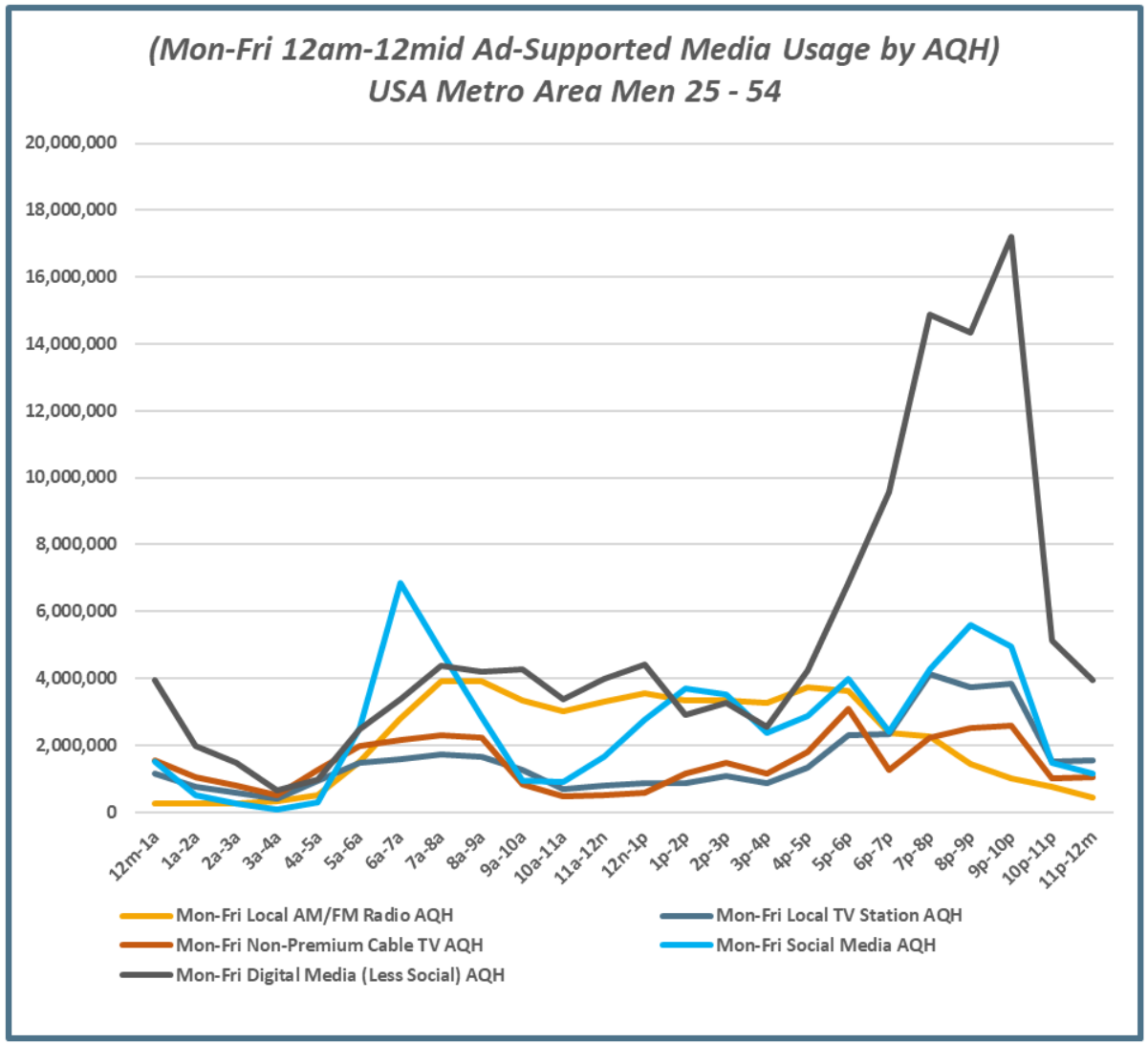
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

HomeGoods® **M25-54**

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 769,234; Local Radio: 503,128; Social Media: 484,354; Local TV: 232,263; Non-Prem. Cable: 221,825 reaching Men 25 - 54 who purchased items at HOMEGOODS in the past 3 mont





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

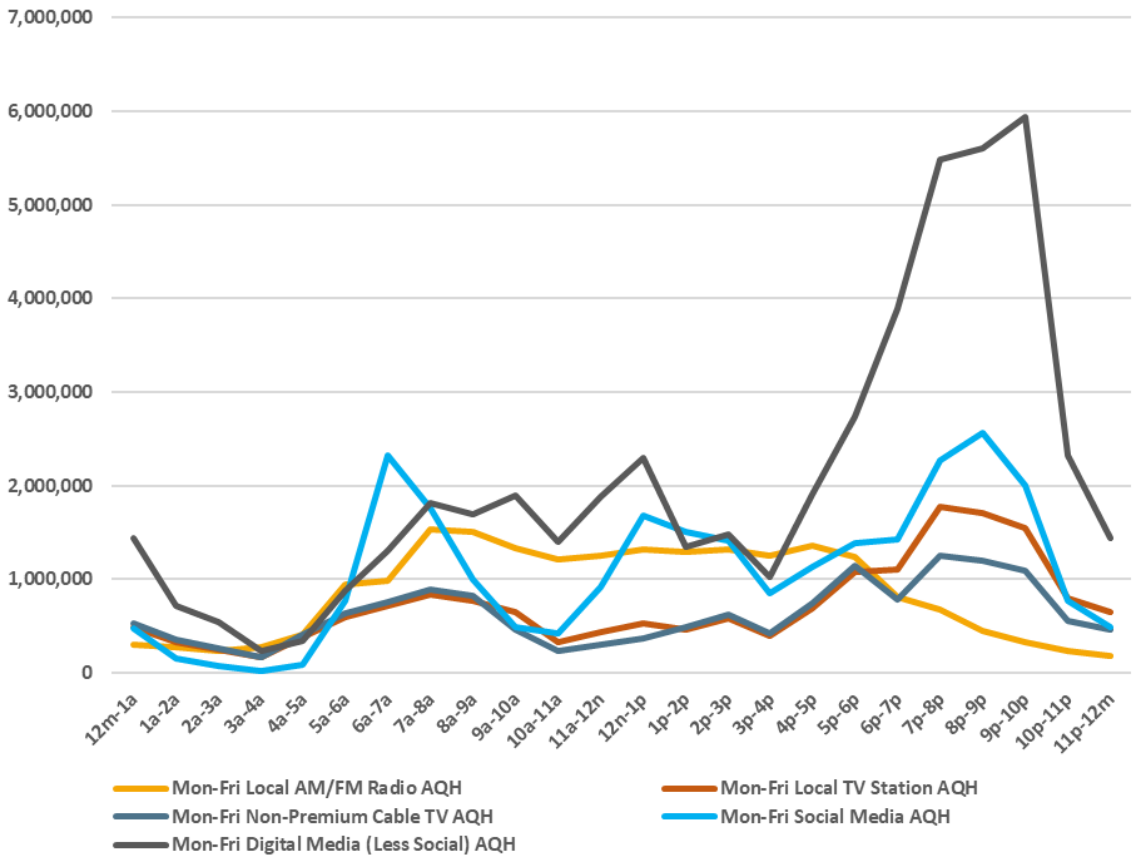
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

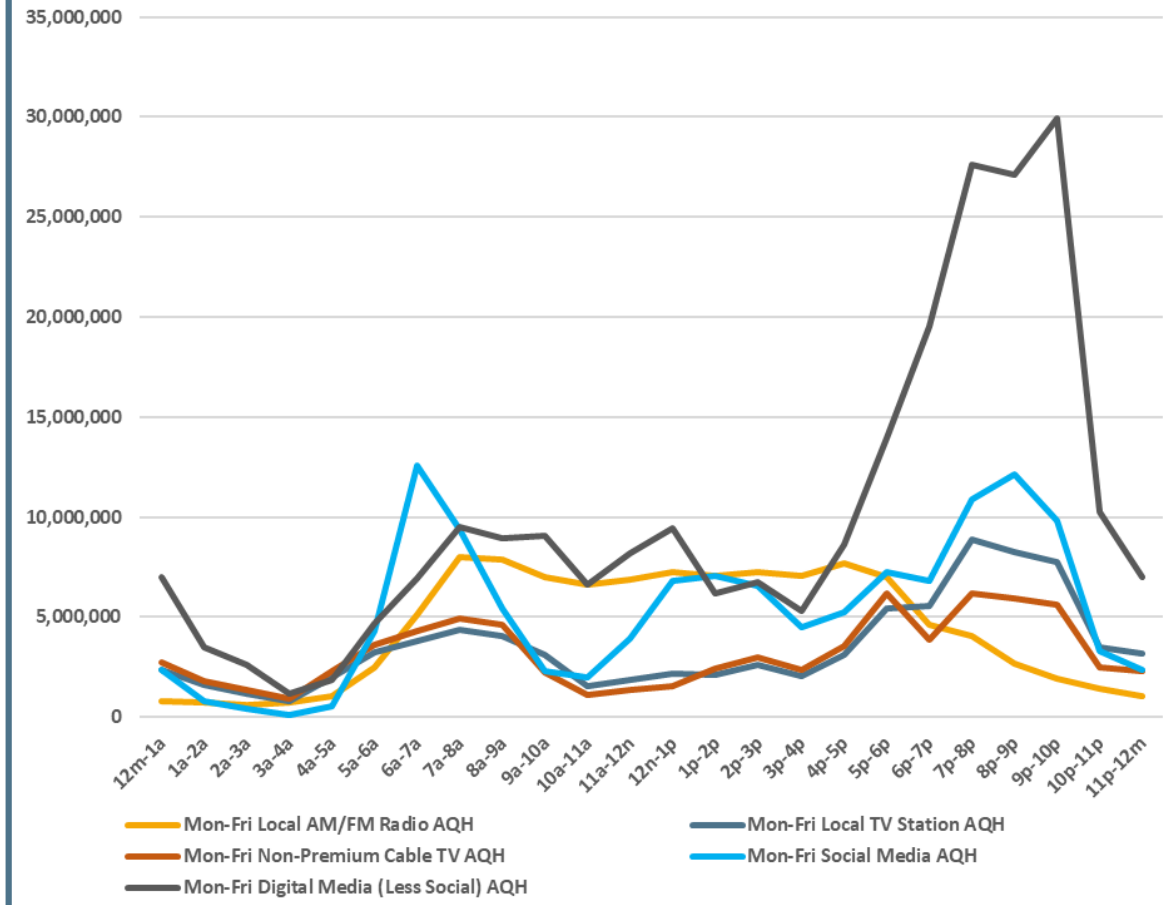
HomeGoods® **P35-64**

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,897,808; Local Radio: 1,262,687; Social Media: 1,255,550; Local TV: 661,392; Non-Prem. Cable: 620,625 reaching Adults 35 - 64 who purchased items at HOMEGOODS in the pa

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 35 - 64 who purchased items at HOMEGOODS in the past 3 months



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 35 - 64



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

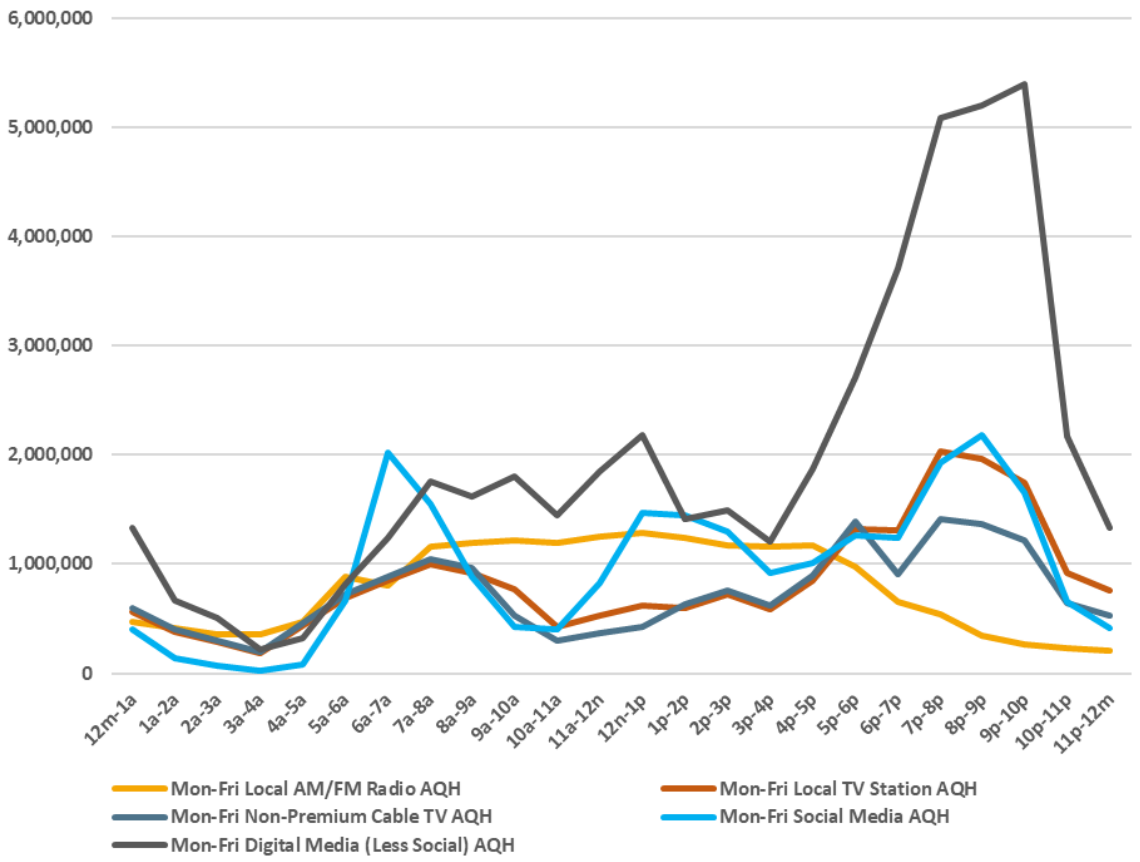
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

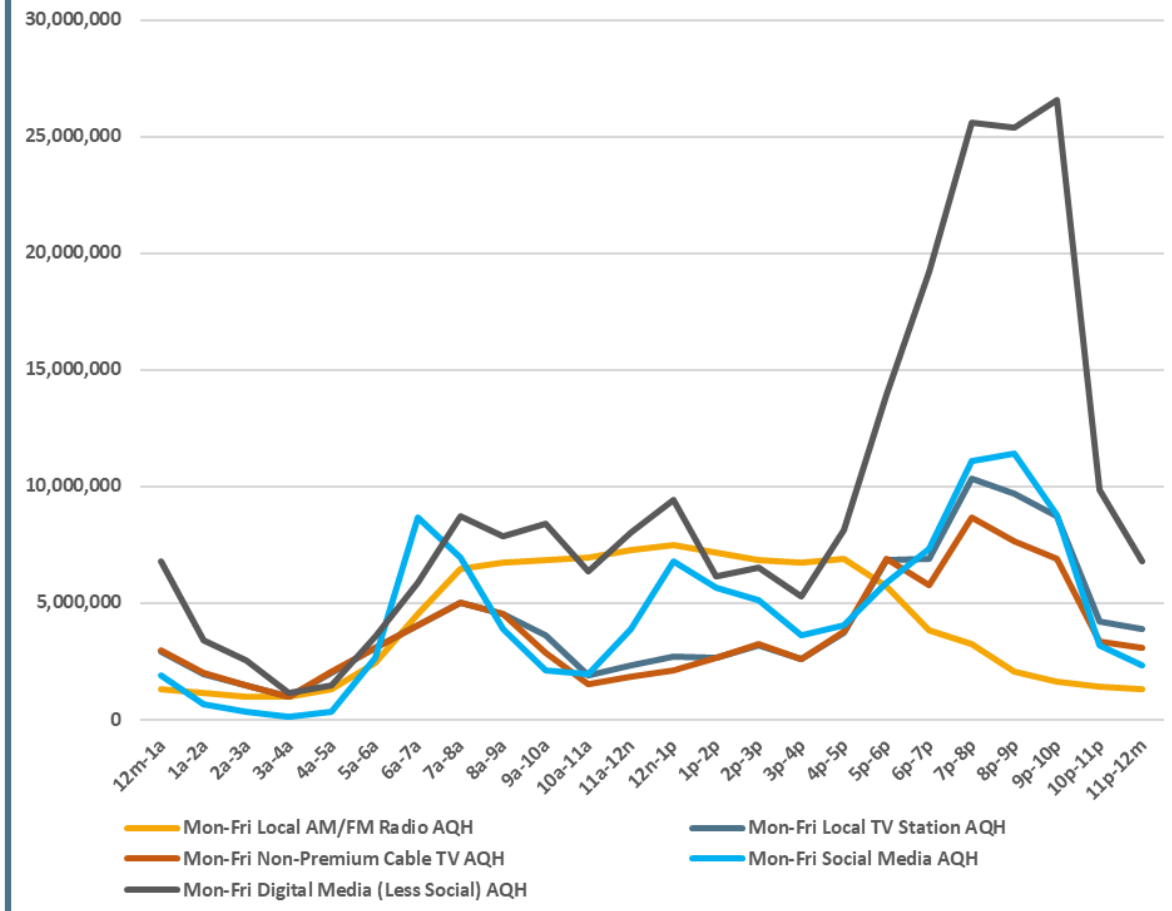
HomeGoods P50+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,870,644; Social Media: 1,135,706; Local Radio: 1,113,992; Local TV: 808,097; Non-Prem. Cable: 748,334 reaching Adults 50 or older who purchased items at HOMEGOODS in th

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 50 or older who purchased items at HOMEGOODS in the past 3 months



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 50 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

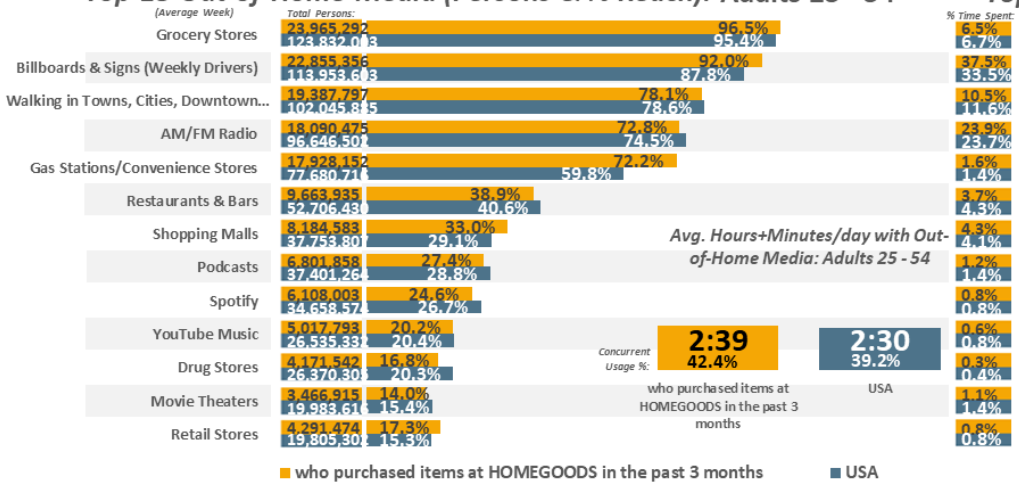
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

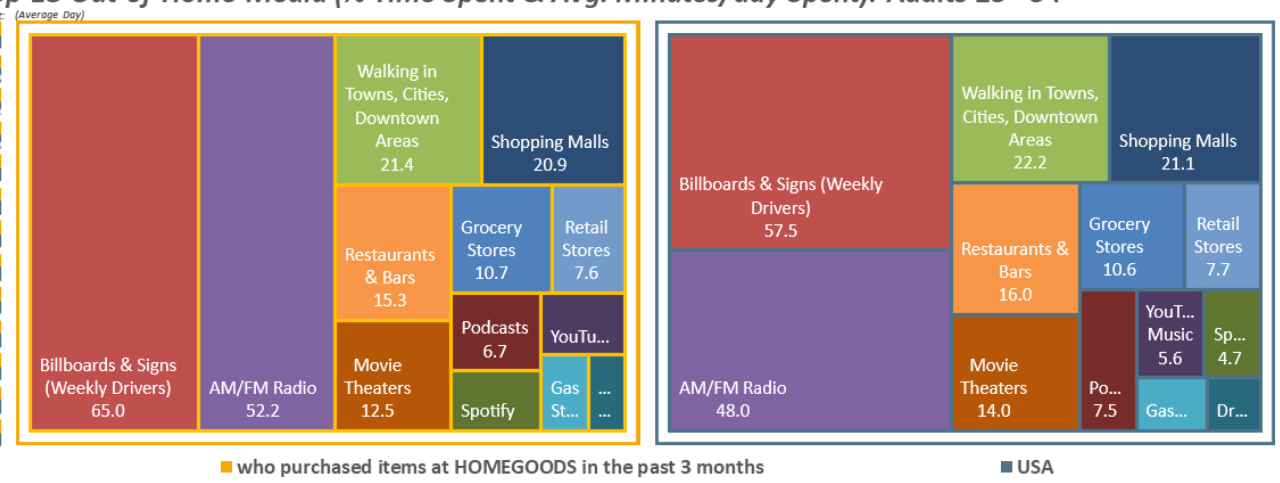
HomeGoods® **P25-54**

22,855,356 or 92.% of Adults 25 - 54 who purchased items at HOMEGOODS in the past 3 months spend an average of 65. minutes per day driving, seeing Billboards and Signs. 69.7% Listen to Local Radio Stations Out-of-Home for an average of 47.4 minutes/day.

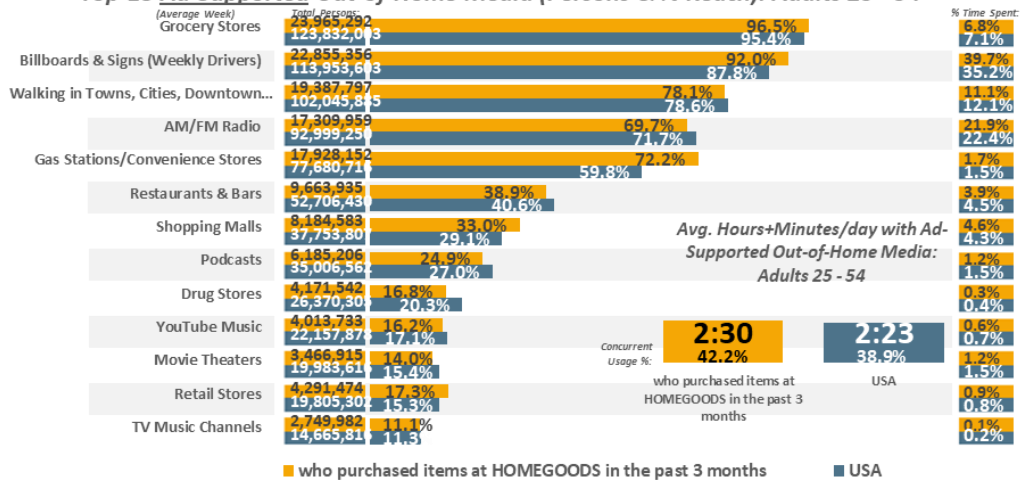
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



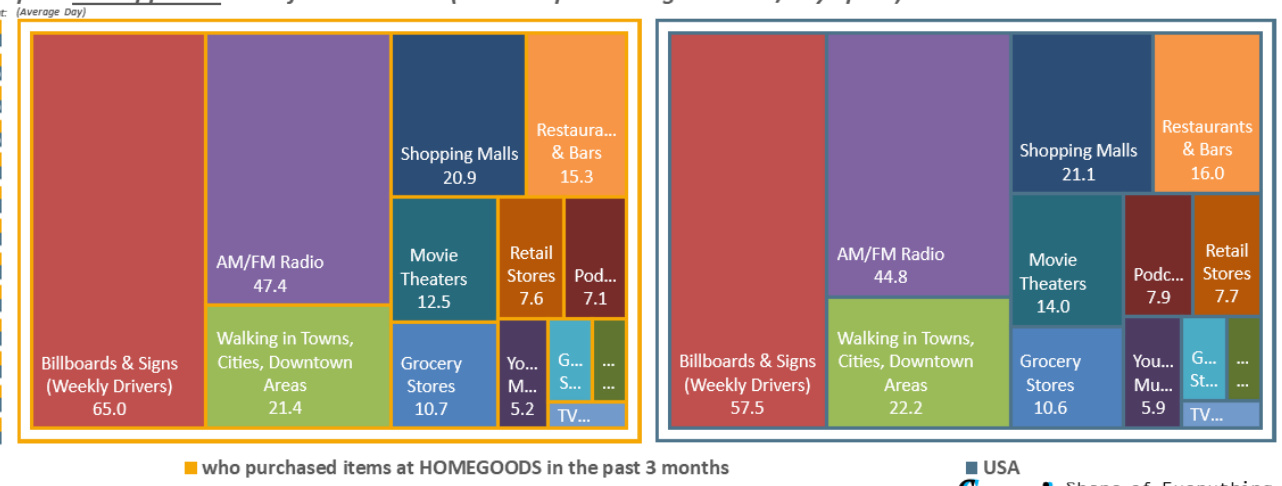
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

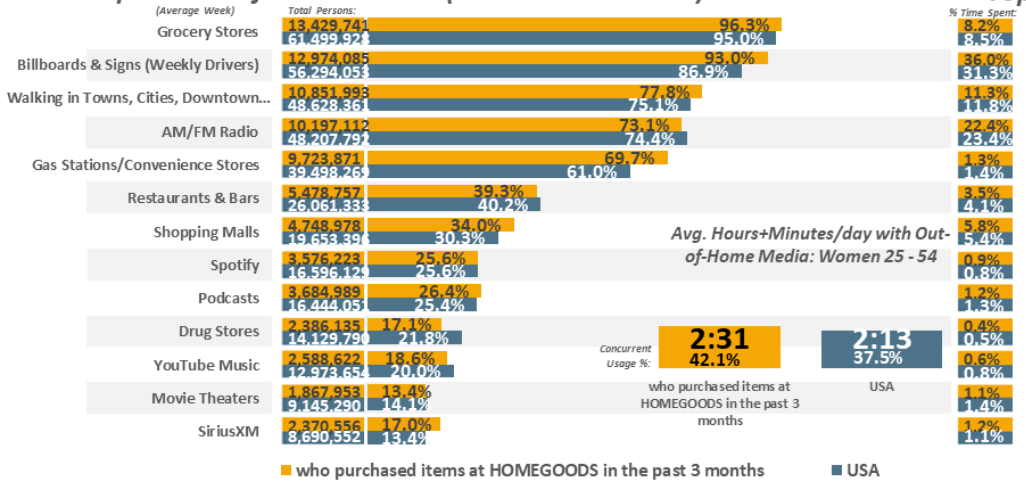
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

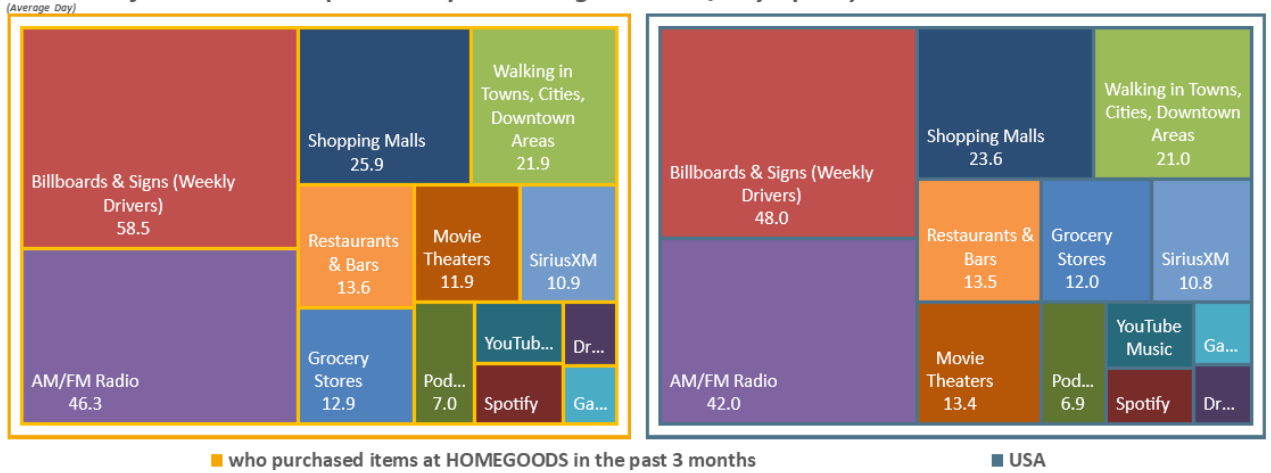
HomeGoods® W25-54

12,974,085 or 93.% of Women 25 - 54 who purchased items at HOMEGOODS in the past 3 months spend an average of 58.5 minutes per day driving, seeing Billboards and Signs. 69.8% Listen to Local Radio Stations Out-of-Home for an average of 41.7 minutes/day.

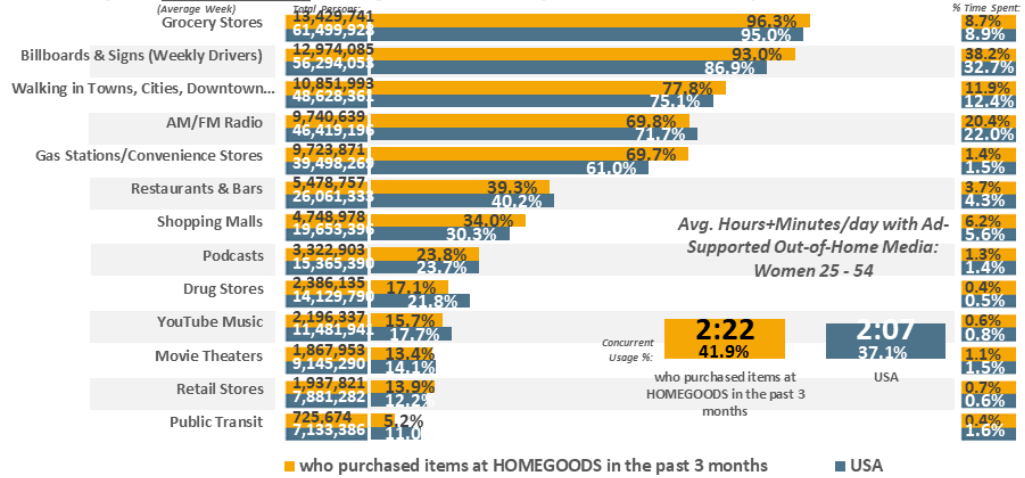
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



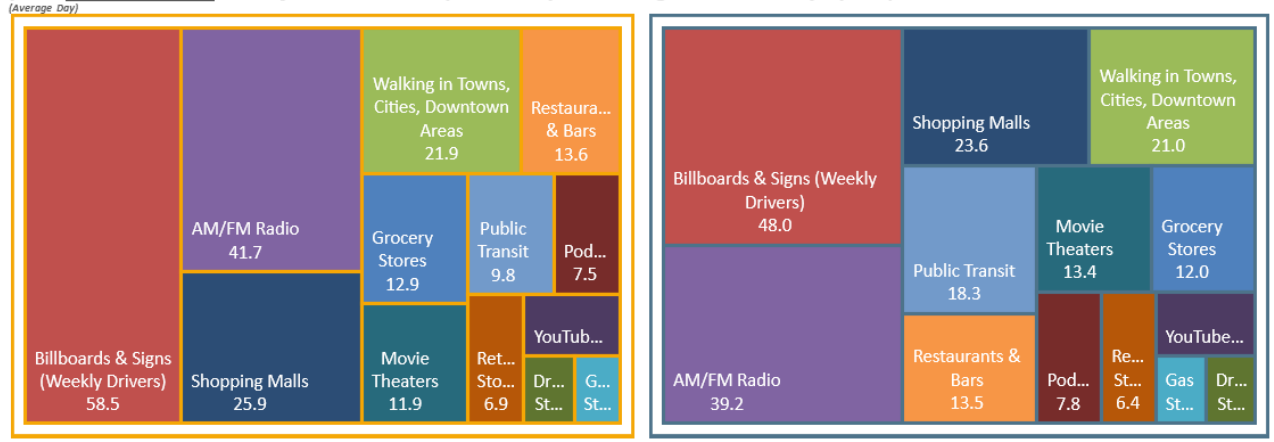
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

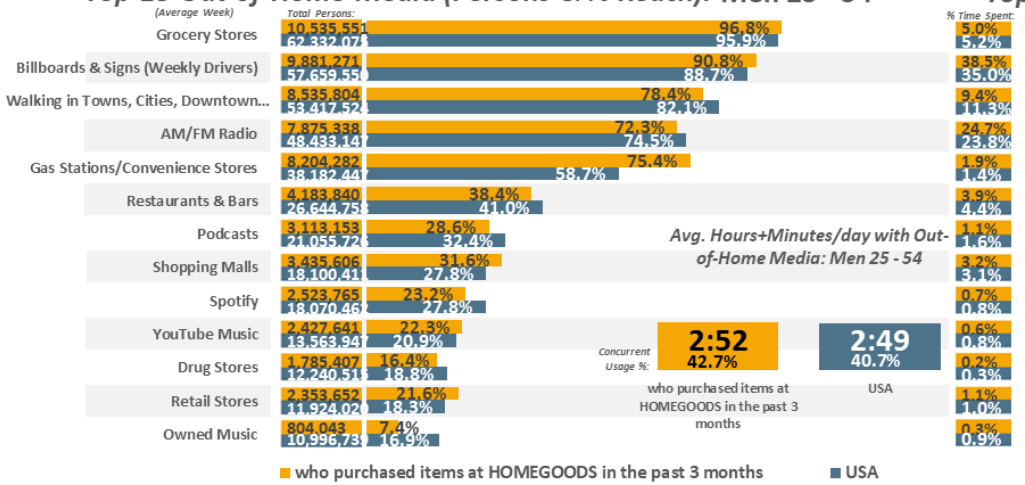
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

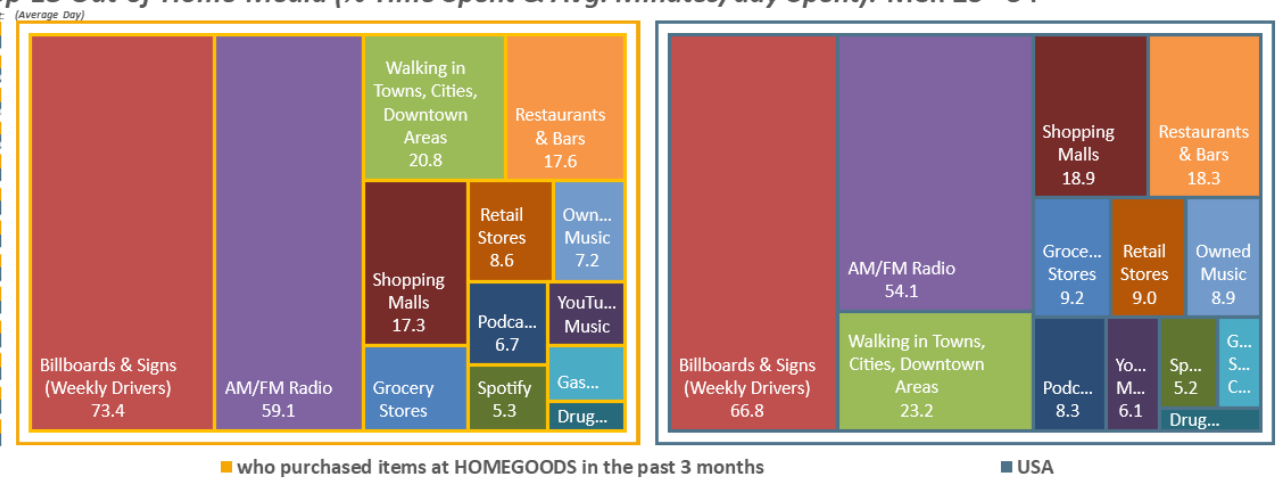
HomeGoods® M25-54

9,881,271 or 90.8% of Men 25 - 54 who purchased items at HOMEGOODS in the past 3 months spend an average of 73.4 minutes per day driving, seeing Billboards and Signs. 69.4% Listen to Local Radio Stations Out-of-Home for an average of 54.2 minutes/day.

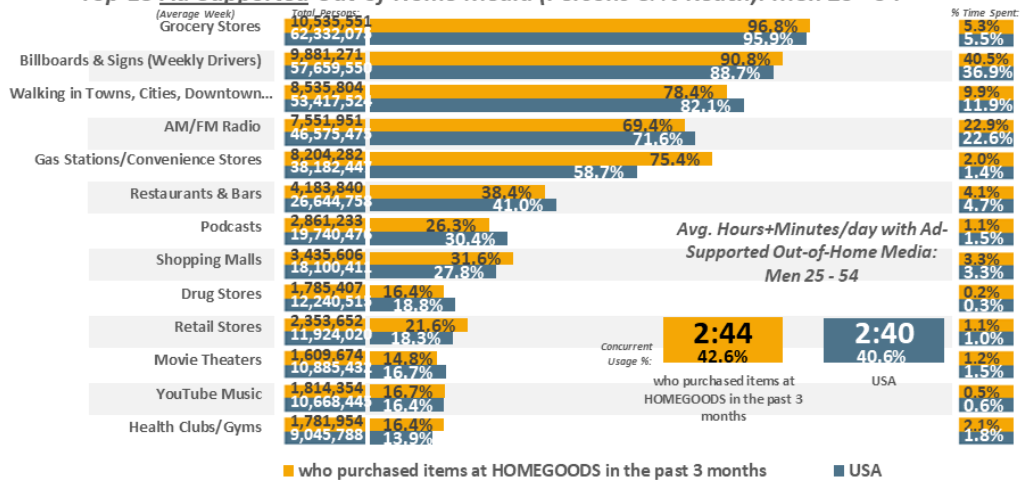
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



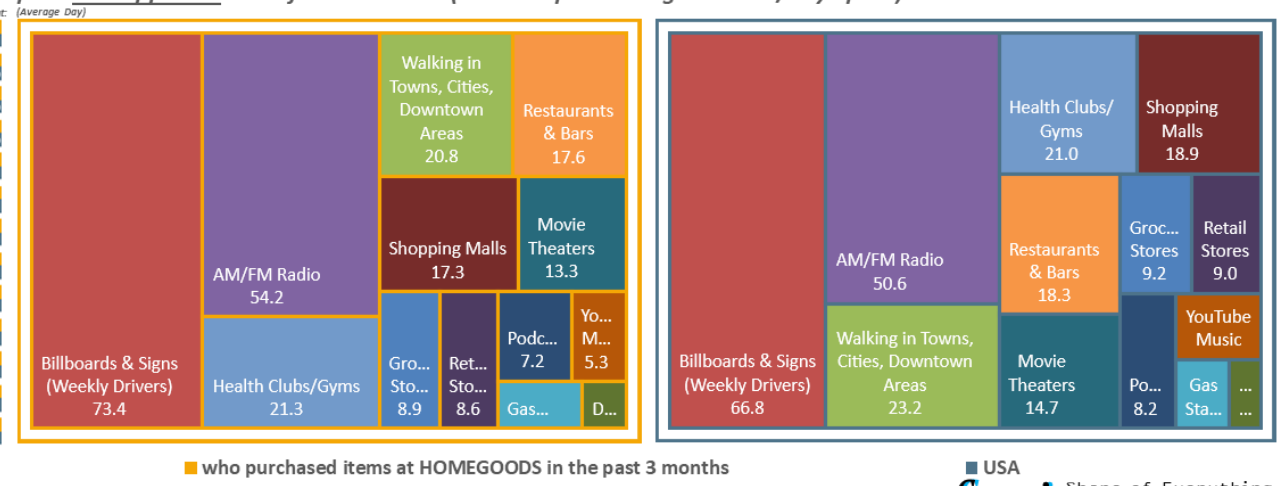
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

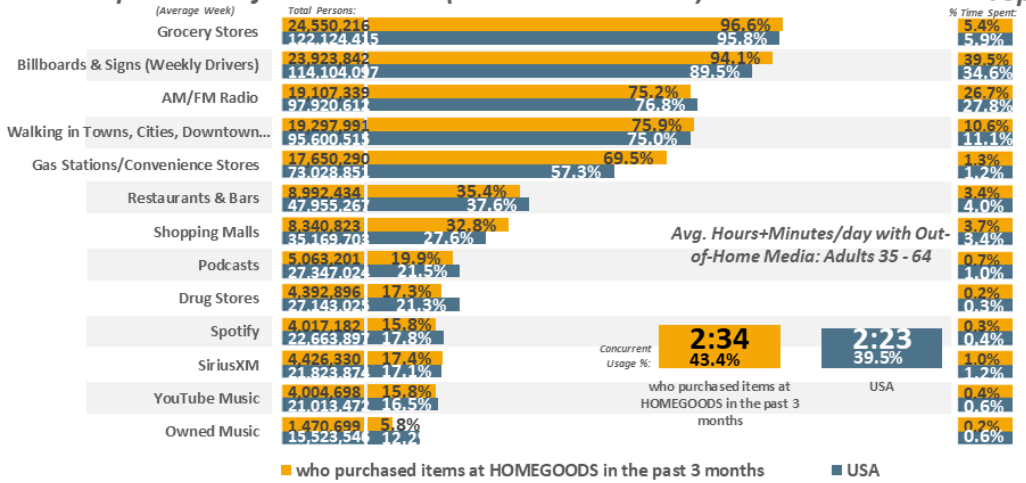
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

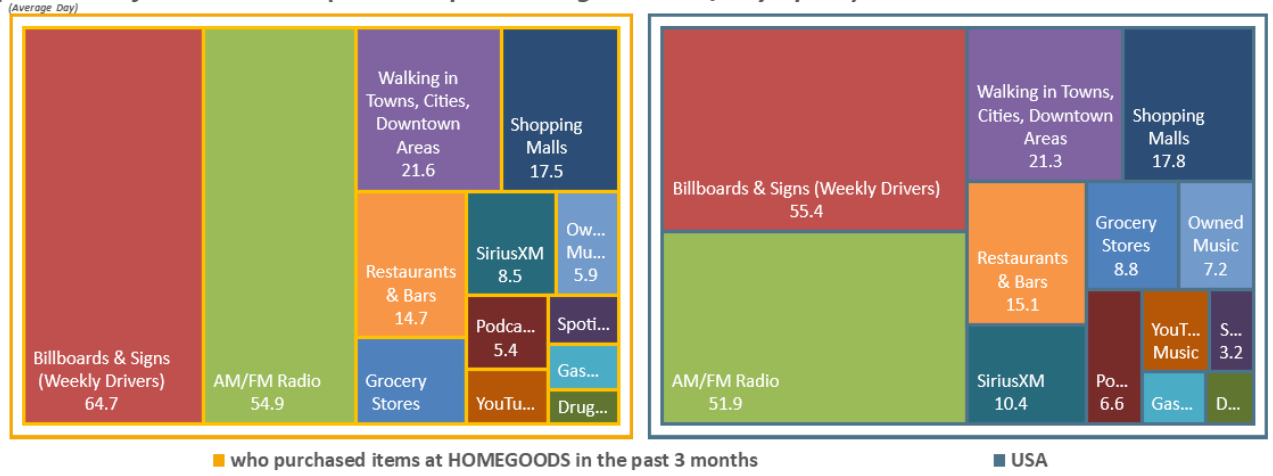
HomeGoods® **P35-64**

23,923,842 or 94.1% of Adults 35 - 64 who purchased items at HOMEGOODS in the past 3 months spend an average of 64.7 minutes per day driving, seeing Billboards and Signs. 71.3% Listen to Local Radio Stations Out-of-Home for an average of 49.7 minutes/day.

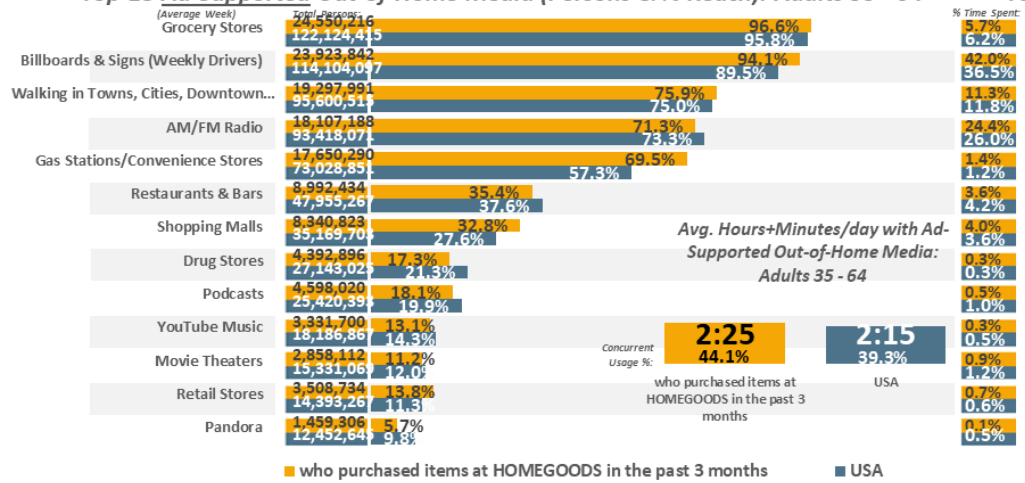
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



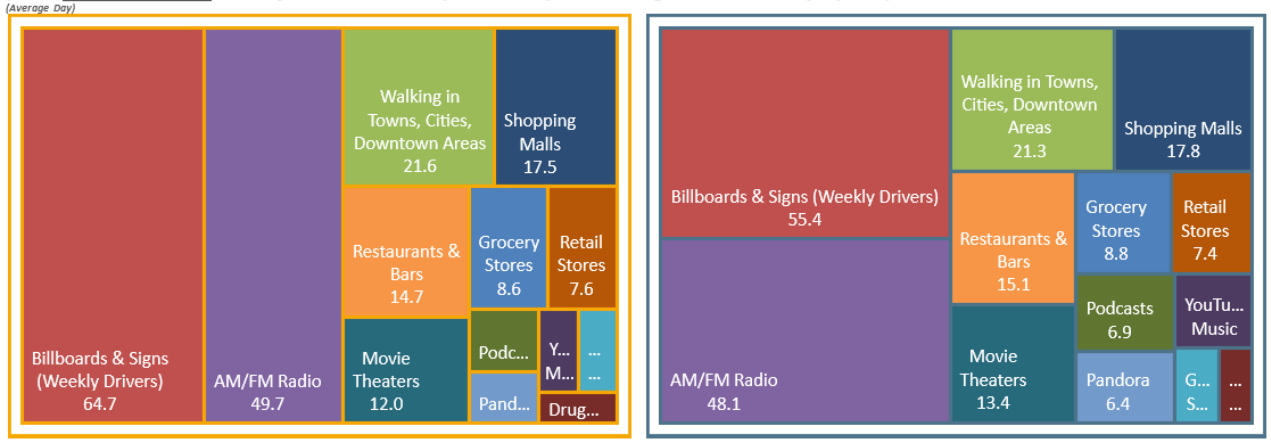
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

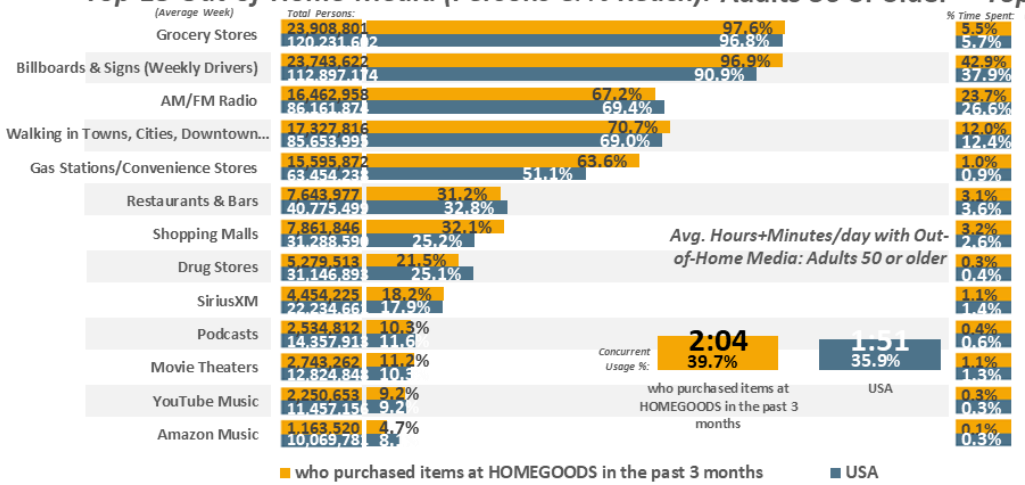
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

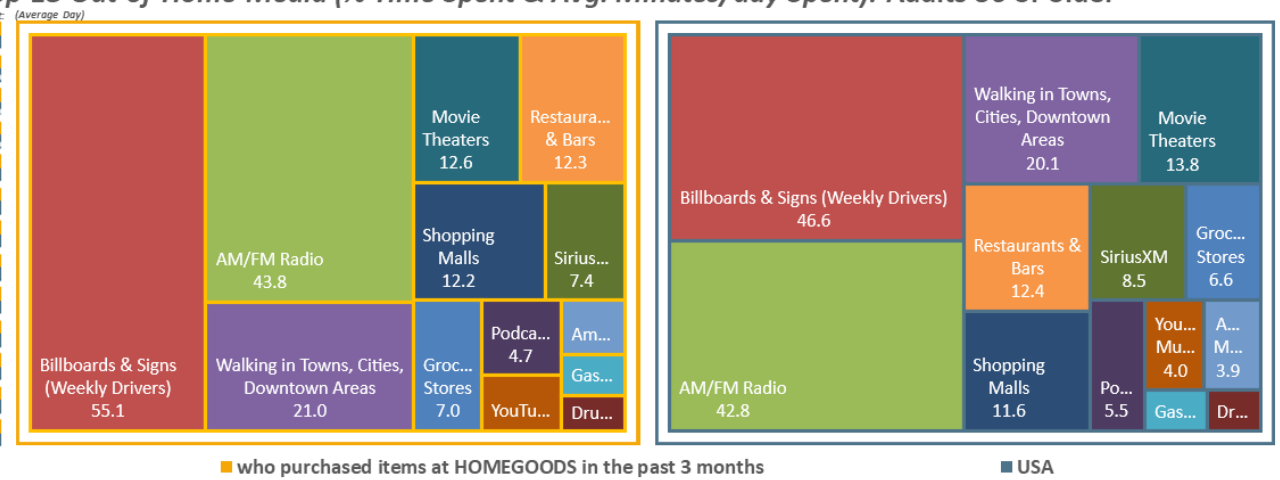
HomeGoods® **P50+**

23,743,622 or 96.9% of Adults 50 or older who purchased items at HOMEGOODS in the past 3 months spend an average of 55.1 minutes per day driving, seeing Billboards and Signs. 62.5% Listen to Local Radio Stations Out-of-Home for an average of 39.6 minutes/

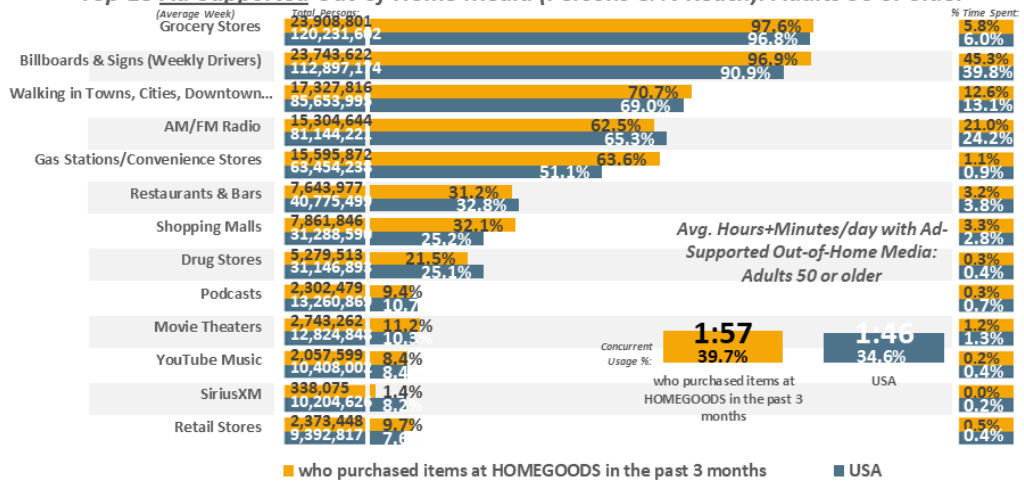
Top-13 Out-of-Home Media (Persons & % Reach): Adults 50 or older



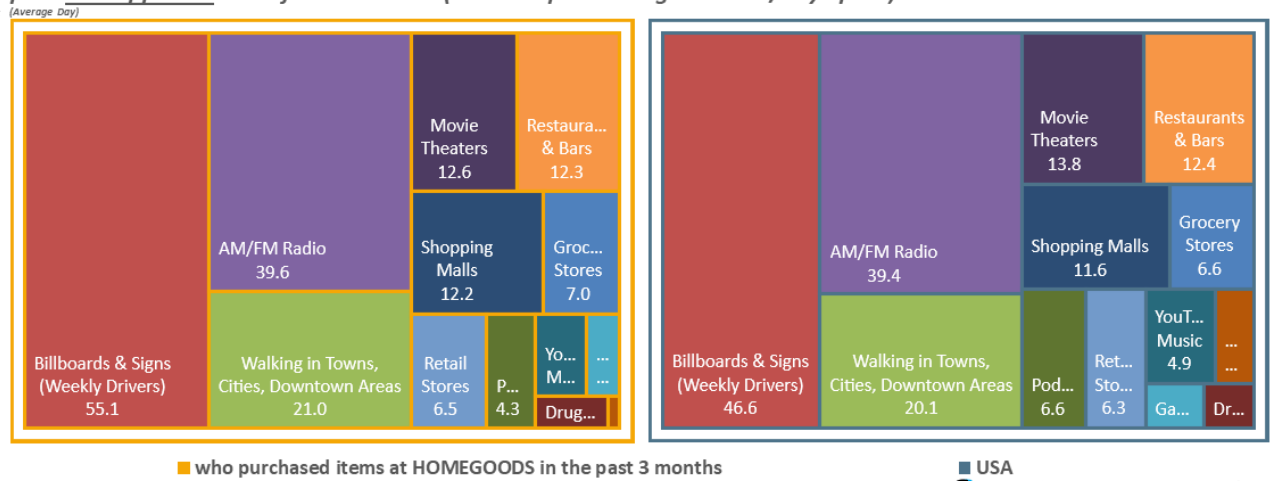
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 50 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

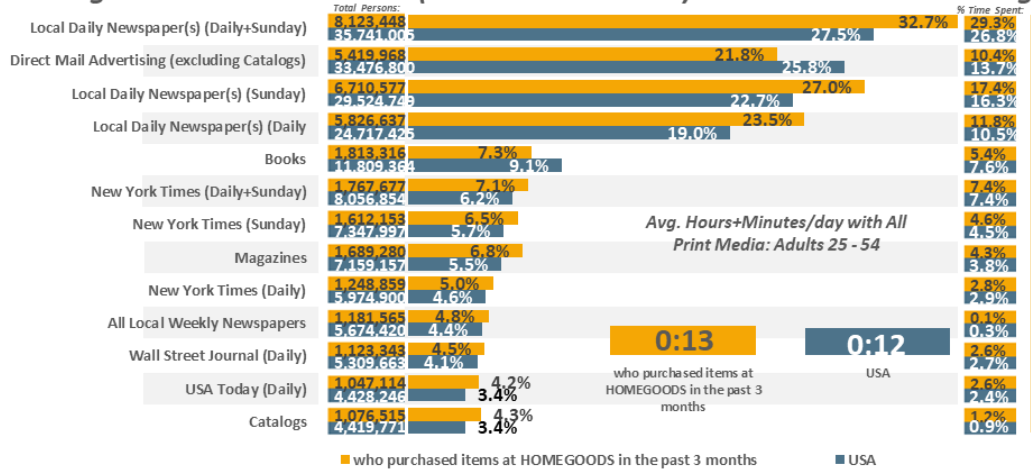
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

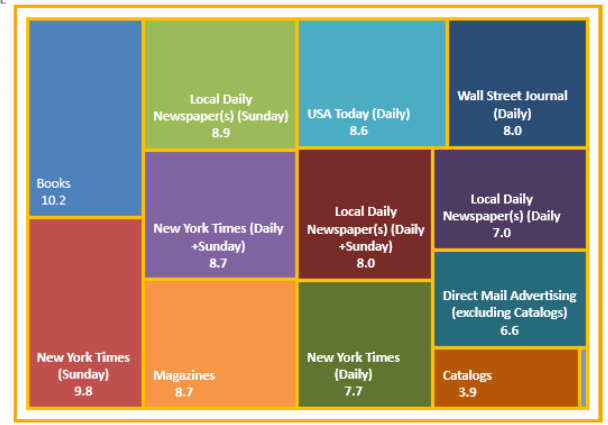
HomeGoods® **P25-54**

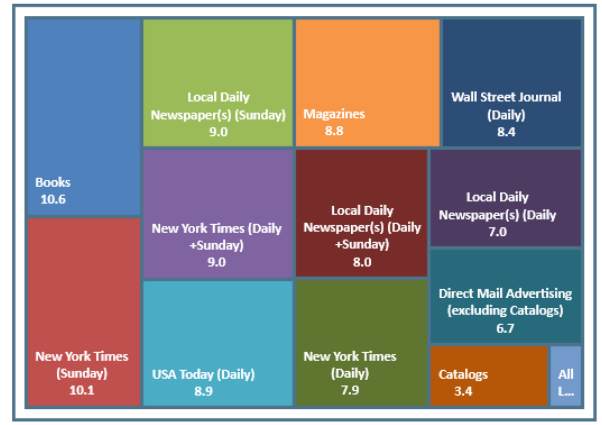
8,123,448 or 32.7% of Adults 25 - 54 who purchased items at HOMEGOODS in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 31.% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54

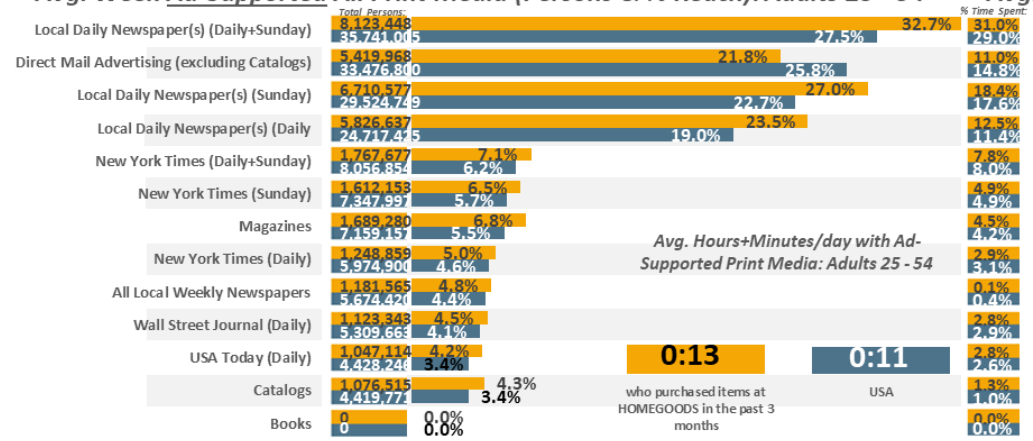


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



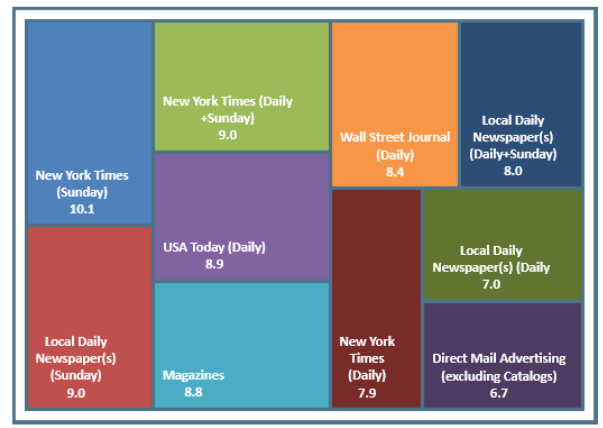


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

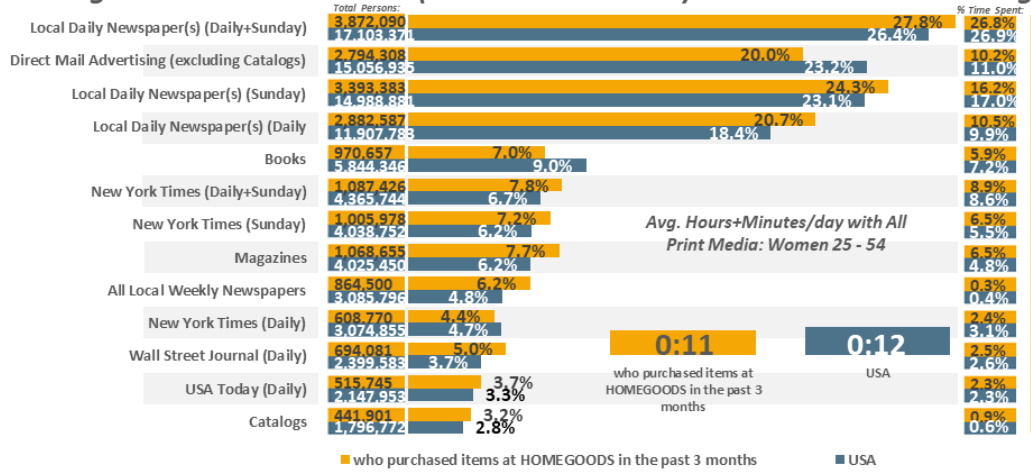
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

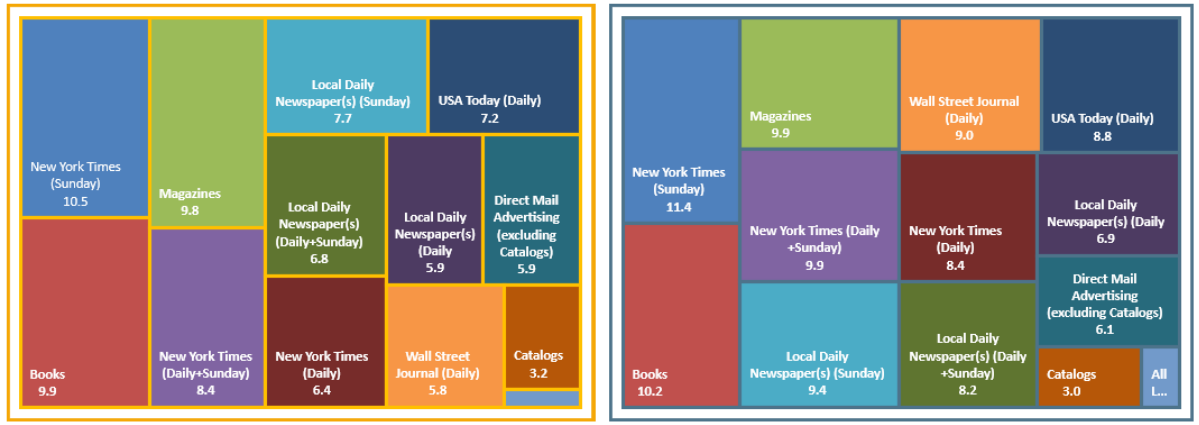
HomeGoods® **W25-54**

3,872,090 or 27.8% of Women 25 - 54 who purchased items at HOMEGOODS in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.8 minutes every day representing 28.5% of all time spent daily with All forms of Print Media.

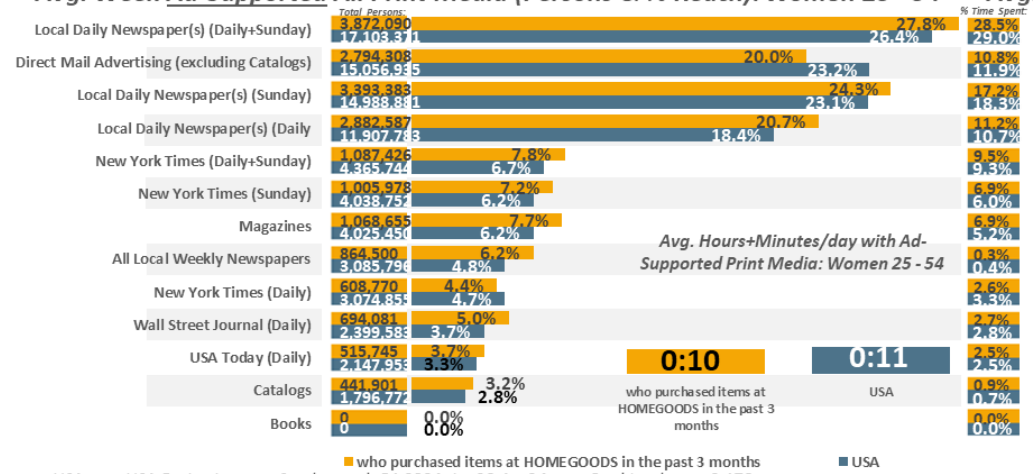
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



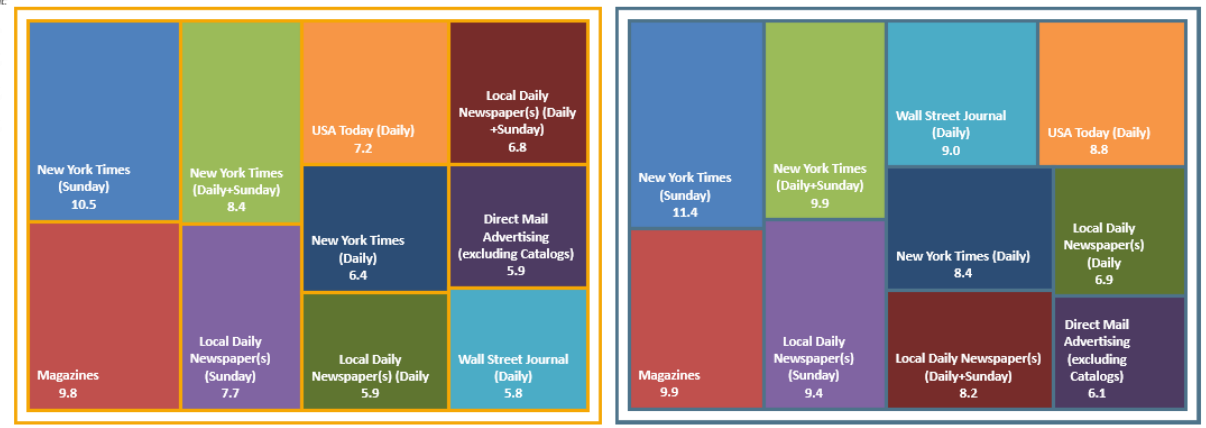
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

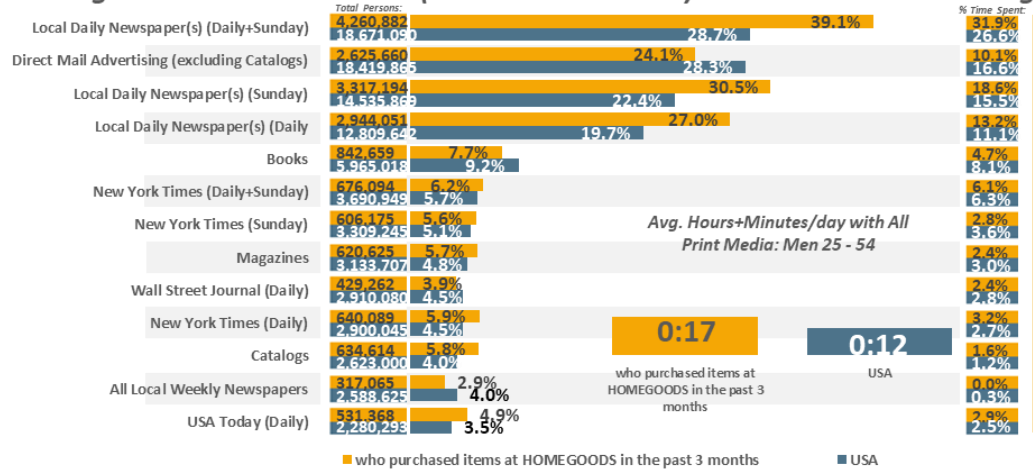
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

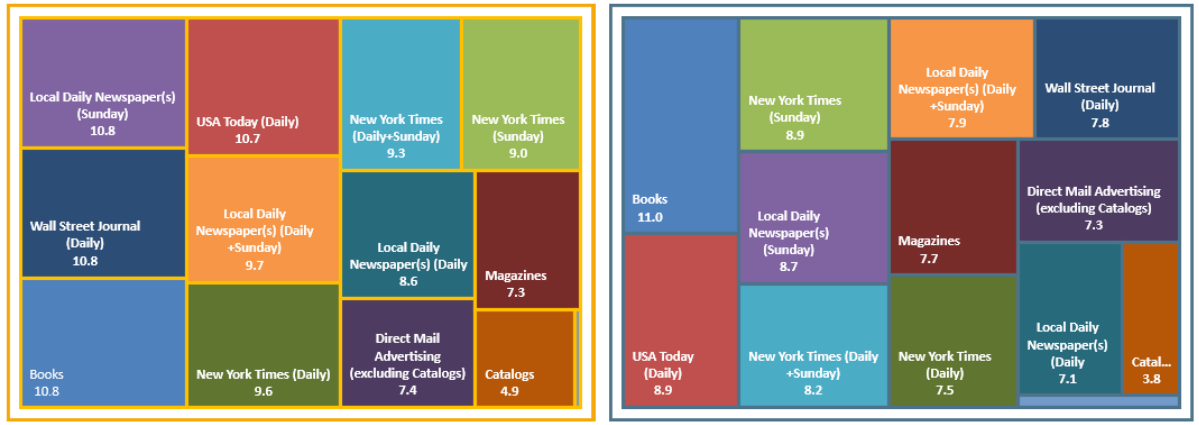
HomeGoods® **M25-54**

4,260,882 or 39.1% of Men 25 - 54 who purchased items at HOMEGOODS in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 33.4% of all time spent daily with All forms of Print Media.

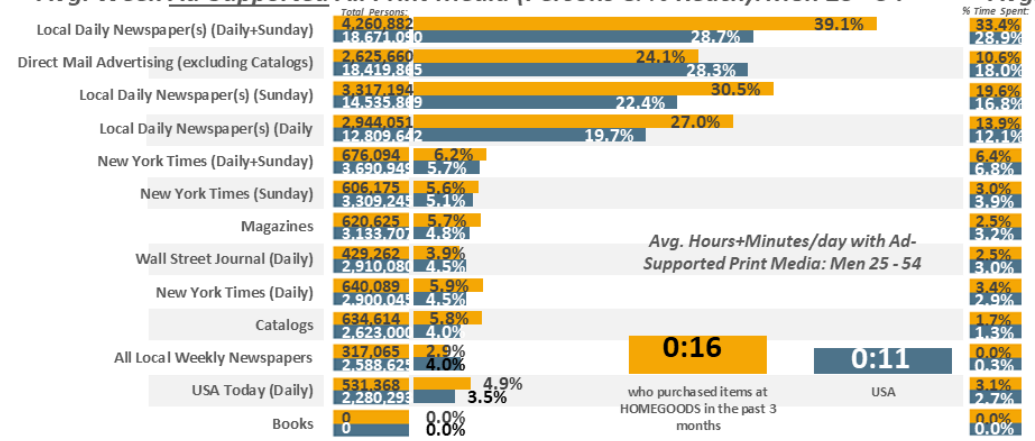
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



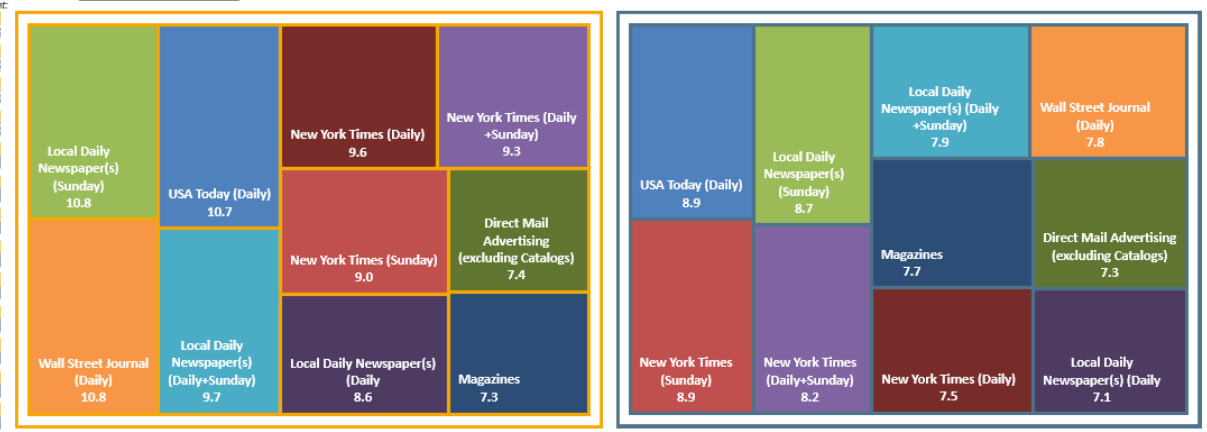
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

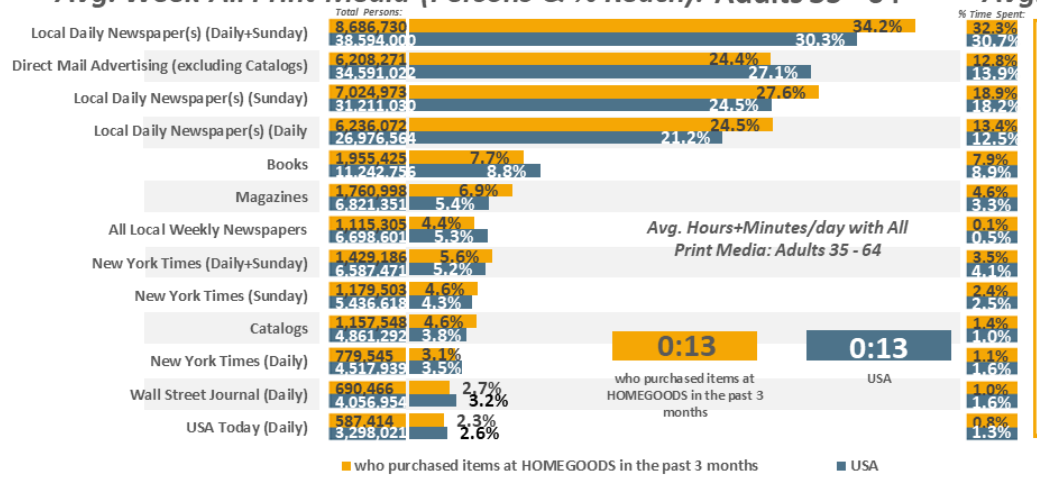
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

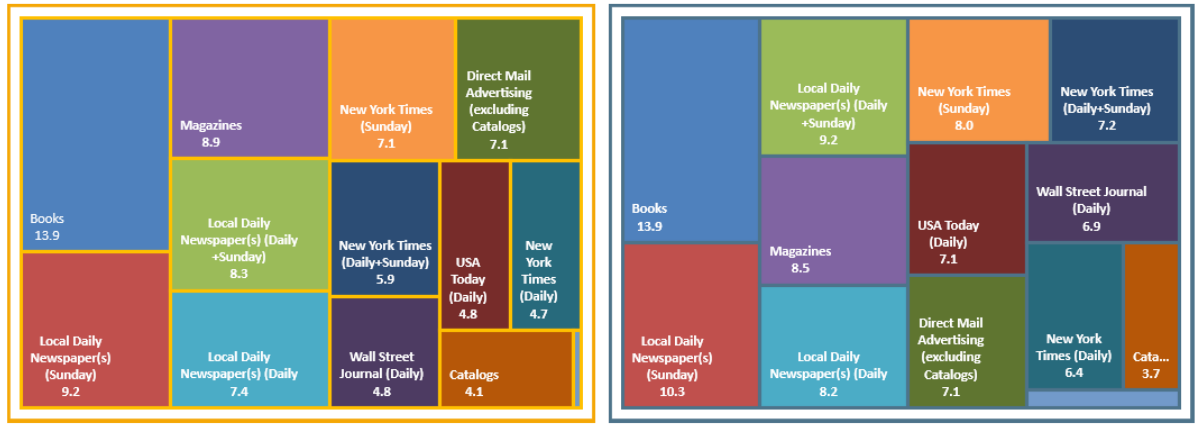
HomeGoods® **P35-64**

8,686,730 or 34.2% of Adults 35 - 64 who purchased items at HOMEGOODS in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 35.% of all time spent daily with All forms of Print Media.

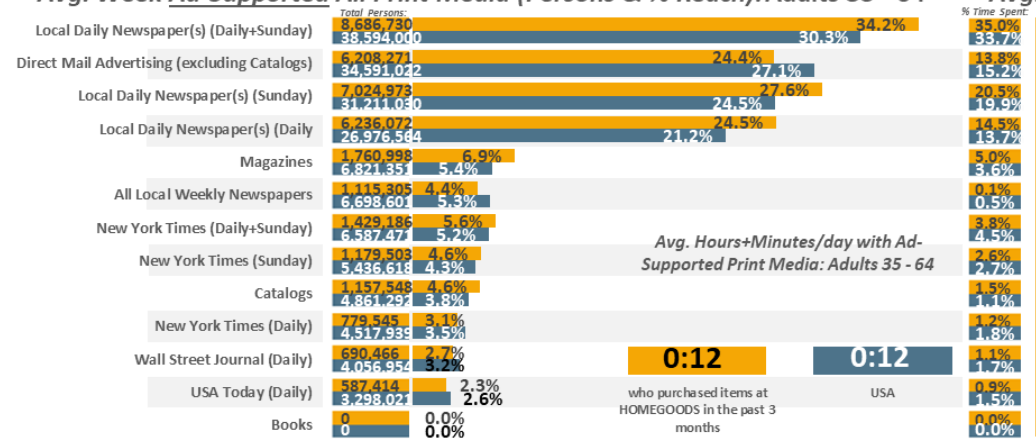
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



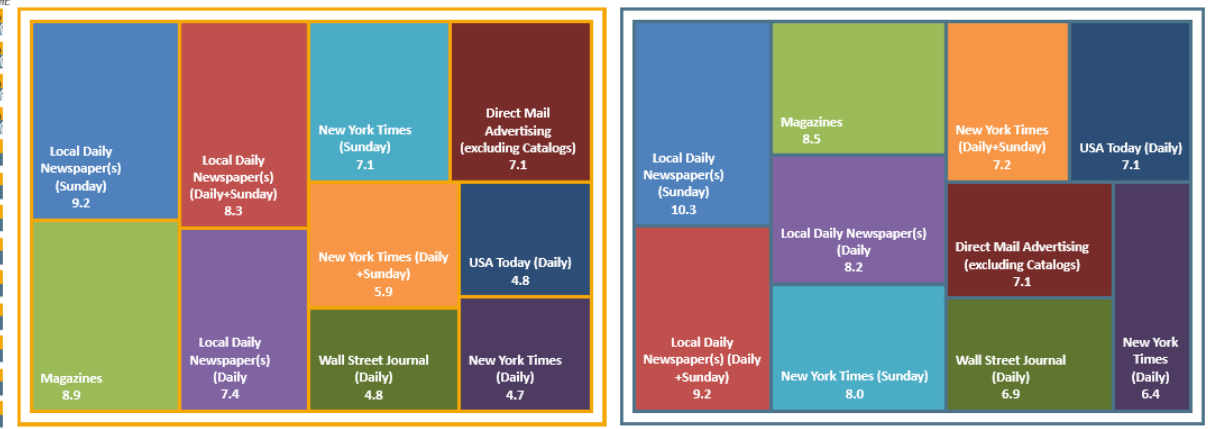
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

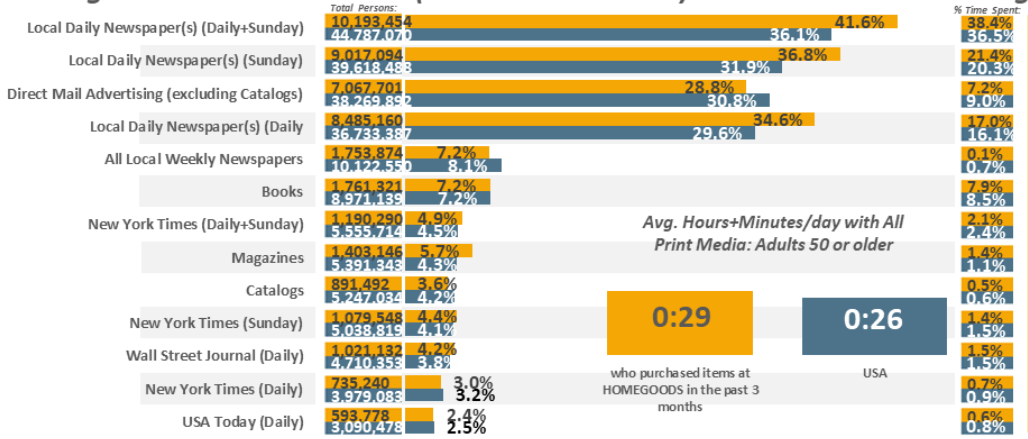
soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods

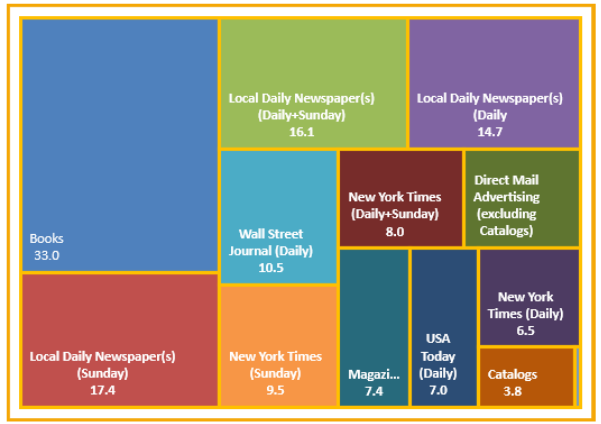
HomeGoods® **P50+**

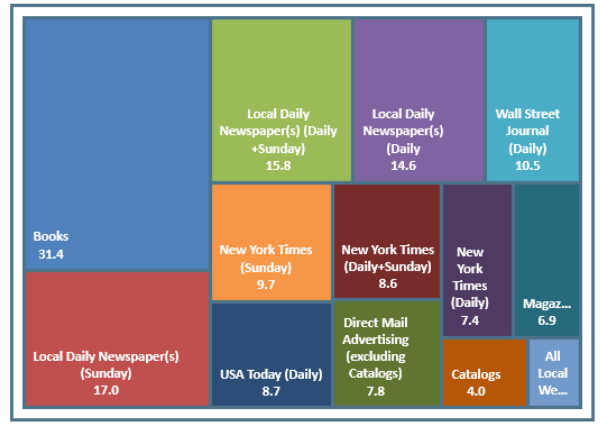
10,193,454 or 41.6% of Adults 50 or older who purchased items at HOMEGOODS in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 16.1 minutes every day representing 41.7% of all time spent daily with All forms of Print Media

Avg. Week All Print Media (Persons & % Reach): Adults 50 or older

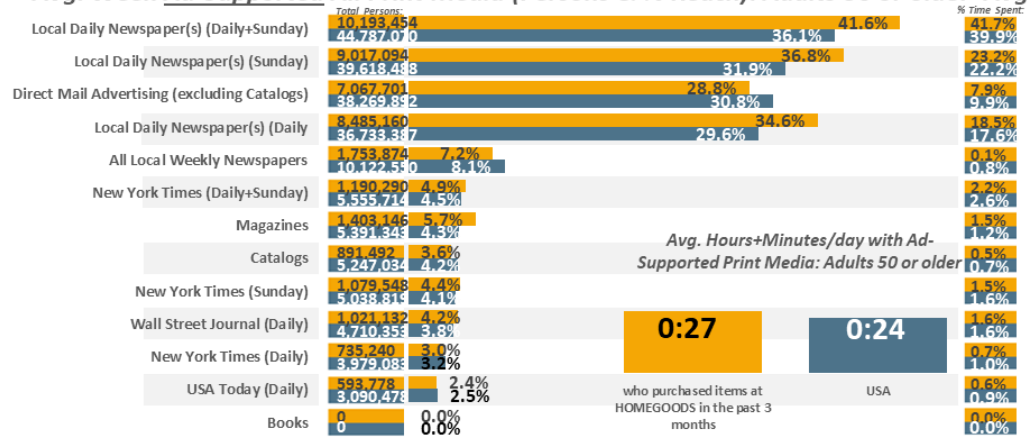


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older

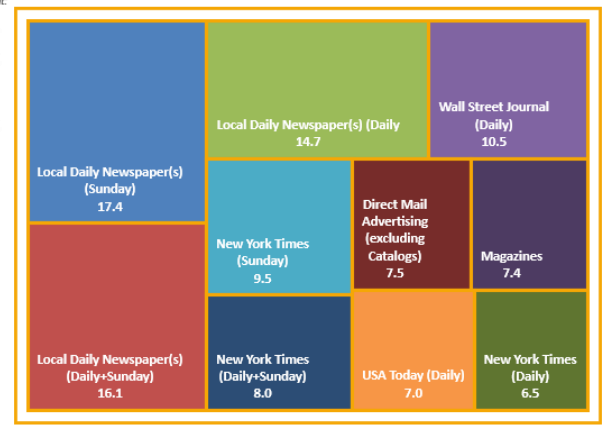


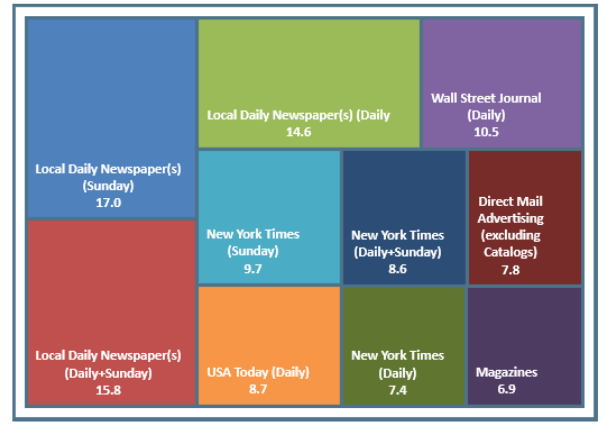


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,173

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

soefa.ai Share of Everything for Anything ©

Stores/services bought past 3 months: HomeGoods