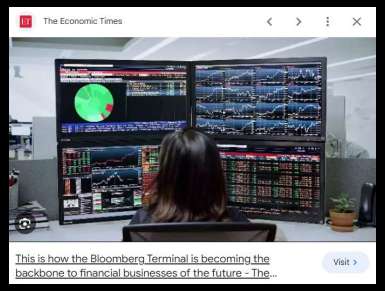
USA – 5 DWELLING TYPES who Bought Items at HOMEGOODS in the past 3 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P25-54s Living in Single Family Homes, Condominiums, Townhomes, Apartments, or Living in their Home Less than one year who Purchased Items at HOMEGOODS in the past 3 months as of April 2024!



HomeGoods® Single Family House



HomeGoods® Condominium



HomeGoods® Townhouse



Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Single family house (unattached)
Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Condominium
Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Townhouse or attached home
Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Apartment
Stores/services bought past 3 months: HomeGoods AND...Years in present home summaries (HHLD): Less than 1 year

HomeGoods® Apartment



HomeGoods® Less than 1 year



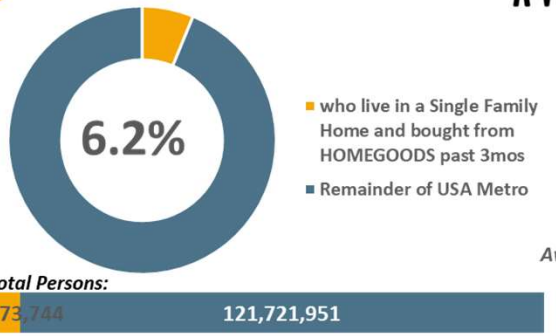
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Stores/services bought past 3 months: HomeGoods

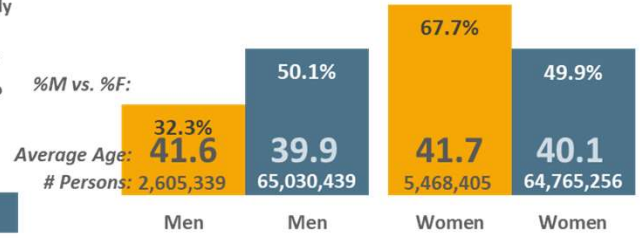


6.2% or 8,073,744 of USA Adults 25 - 54 live in a Single Family Home and bought from HOMEGOODS past 3mos. Typical Adults 25 - 54 who live in a Single Family Home and bought from HOMEGOODS past 3mos are 41.6 years old (4.% older than average) and have a $160,874 (61.3% higher than average) annual household …

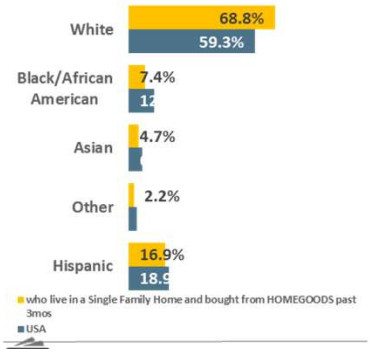
Percent of Market: Adults 25 - 54



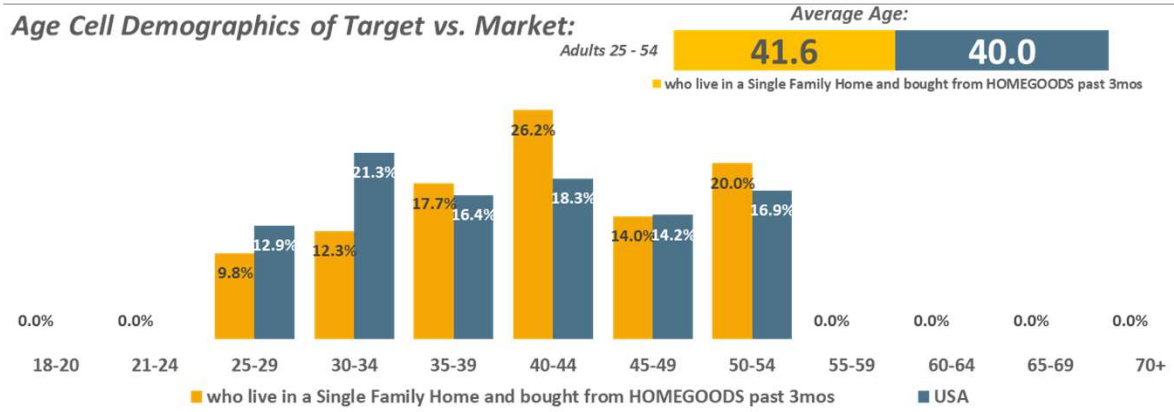
Gender of Target vs. Market: Adults 25 - 54



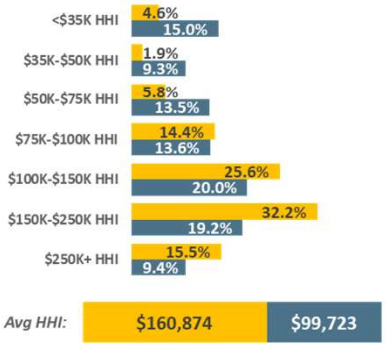
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

Stores/services bought past 3 months: HomeGoods AND…Type of dwelling (HHLD): Single family house (unattached)



.5% or 637,024 of USA Adults 25 - 54 live in a Condominium and bought from HOMEGOODS past 3mos. Typical Adults 25 - 54 who live in a Condominium and bought from HOMEGOODS past 3mos are 36.4 years old (9.% younger than average) and have a $159,334 (59.8% higher than average) annual household income.

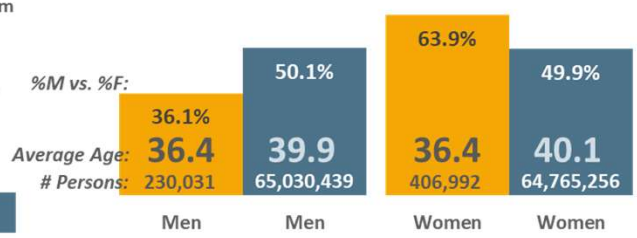
Percent of Market: Adults 25 - 54



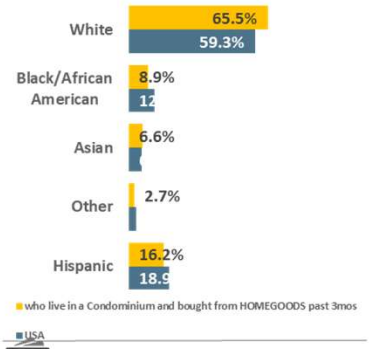
Total Persons:

637,024 | 129,158,671

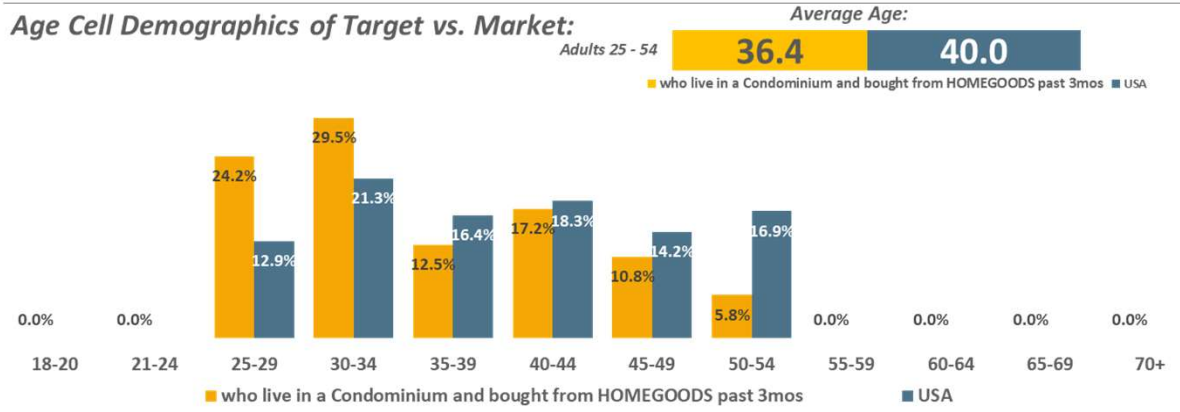
Gender of Target vs. Market: Adults 25 - 54



Ethnicity of Target vs. Market:



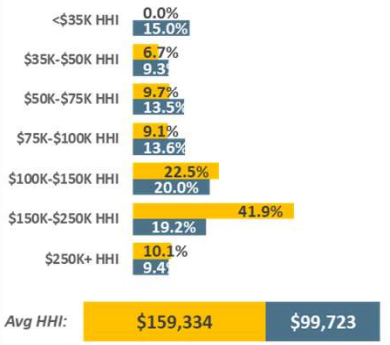
Age Cell Demographics of Target vs. Market:



USA | USA Projection | Scarborough R1 2024: Feb23-Apr24 | Qual Intab | 874

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HHI of Target vs. Market:



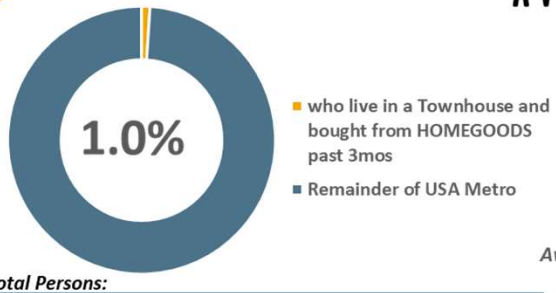
USA Jan23-Feb24 | USA Projection | Qual Intab | 9,480

Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Condominium



1.% or 1,312,976 of USA Adults 25 - 54 live in a Townhouse and bought from HOMEGOODS past 3mos.
Typical Adults 25 - 54 who live in a Townhouse and bought from HOMEGOODS past 3mos are 40.7 years old (1.6% older than average) and have a $145,718 (46.1% higher than average) annual household income.

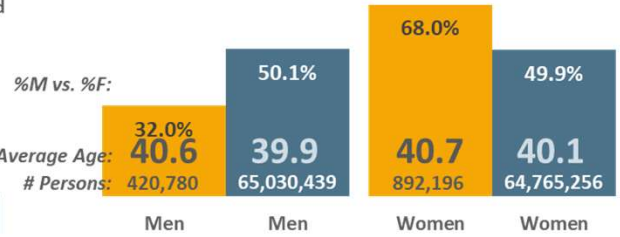
Percent of Market: Adults 25 - 54



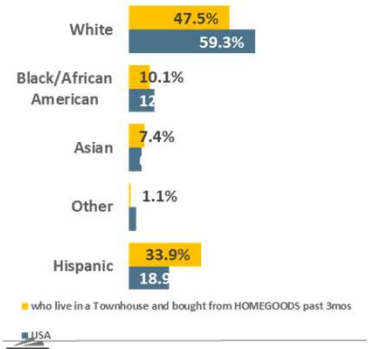
Total Persons:

1,312,976 | 128,482,720

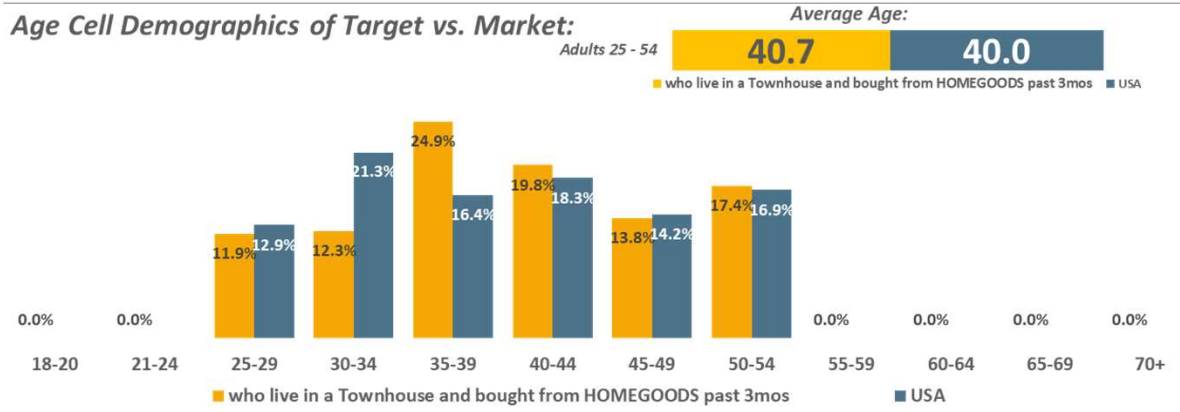
Gender of Target vs. Market: Adults 25 - 54



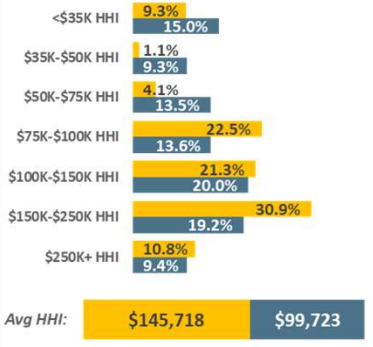
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $145,718 | $99,723

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *874*

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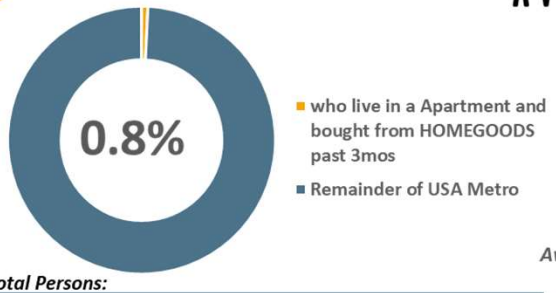
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

Stores/services bought past 3 months: HomeGoods AND…Type of dwelling (HHLD): Townhouse or attached home

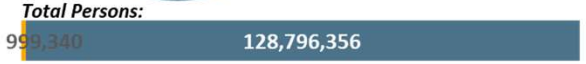


.8% or 999,340 of USA Adults 25 - 54 live in a Apartment and bought from HOMEGOODS past 3mos.
Typical Adults 25 - 54 who live in a Apartment and bought from HOMEGOODS past 3mos are 34.8 years old (13.1% younger than average) and have a $103,503 (3.8% higher than average) annual household income.

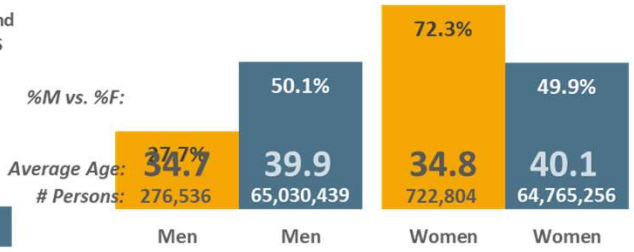
Percent of Market: Adults 25 - 54



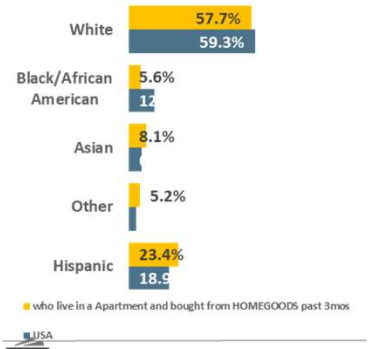
Total Persons:



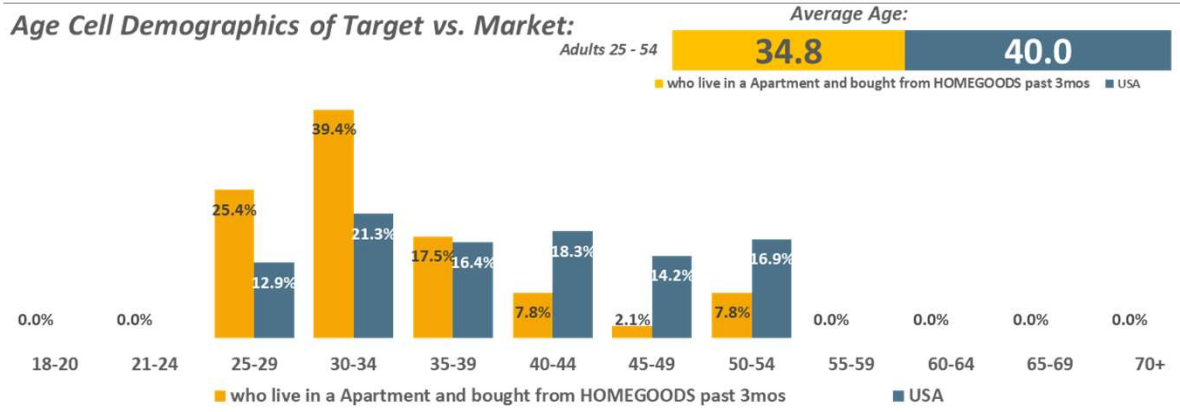
Gender of Target vs. Market: Adults 25 - 54



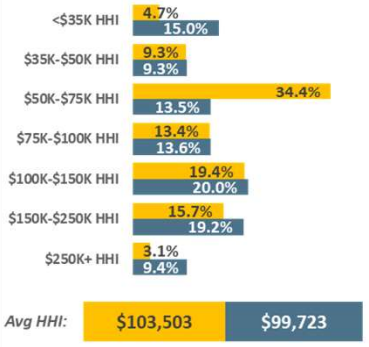
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $103,503 | $99,723

USA Jan23-Feb24 USA Projection Qual Intab 9,480

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874

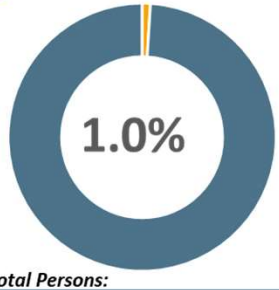
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Apartment



1.% or 1,295,250 of USA Adults 25 - 54 have lived in their home <1yr and bought from HOMEGOODS past 3mos. Typical Adults 25 - 54 who have lived in their home <1yr and bought from HOMEGOODS past 3mos are 37.1 years old (7.3% younger than average) and have a $99,587 (.1% lower than average) annual household…

Percent of Market: Adults 25 - 54

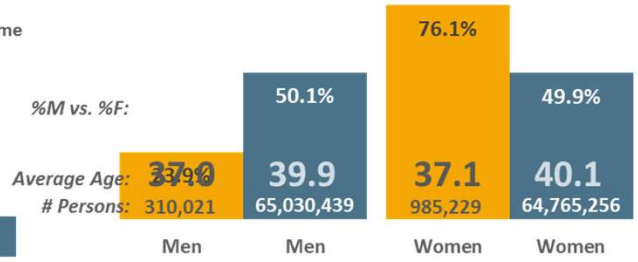


- who have lived in their home <1yr and bought from HOMEGOODS past 3mos
- Remainder of USA Metro

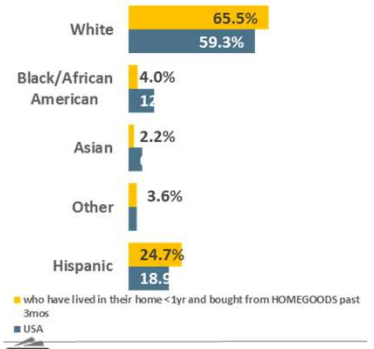
Total Persons:

1,295,250	128,500,445

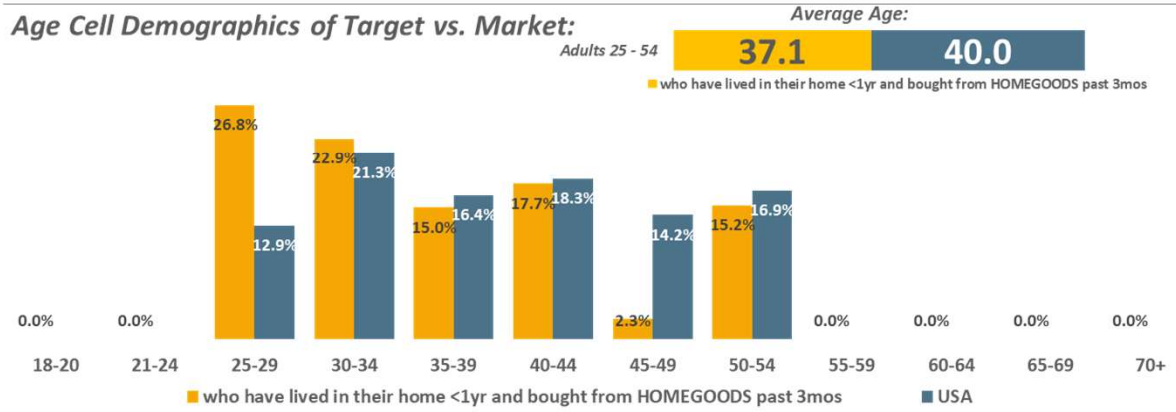
Gender of Target vs. Market: Adults 25 - 54



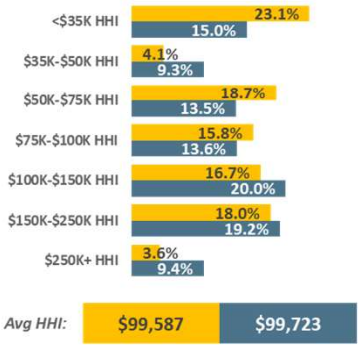
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874

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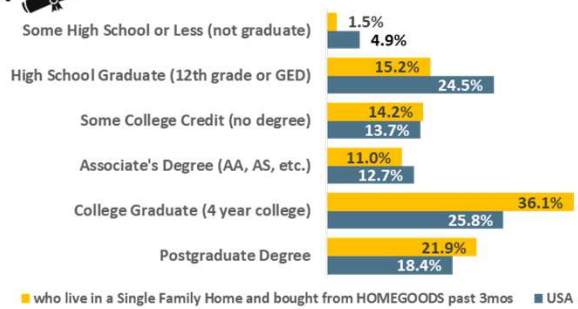
USA Jan23-Feb24 USA Projection Qual Intab 9,480

Stores/services bought past 3 months: HomeGoods AND…Years in present home summaries (HHLD): Less than 1 year

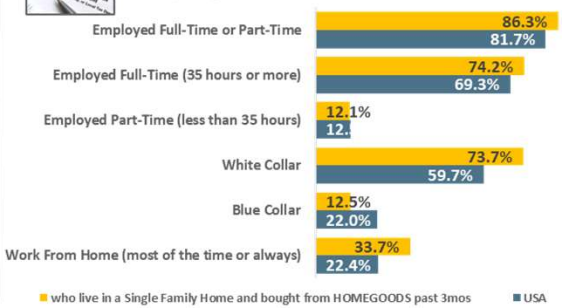


6.2% or 8,073,744 of USA Adults 25 - 54 live in a Single Family Home and bought from HOMEGOODS past 3mos. Adults 25 - 54 who live in a Single Family Home and bought from HOMEGOODS past 3mos are 31.2% more likely to be a college graduate, 7.% more likely to work full-time, 38.5% more likely to be married, 5.5% more likely to be a parent of 1 or more children u

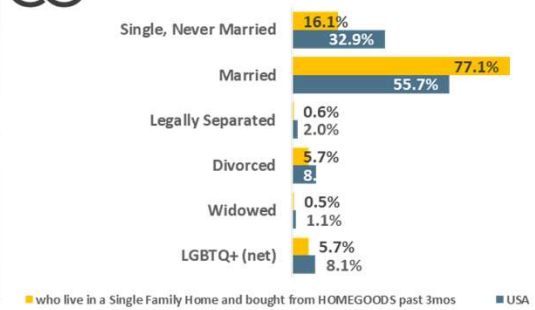
Education Levels: Adults 25 - 54



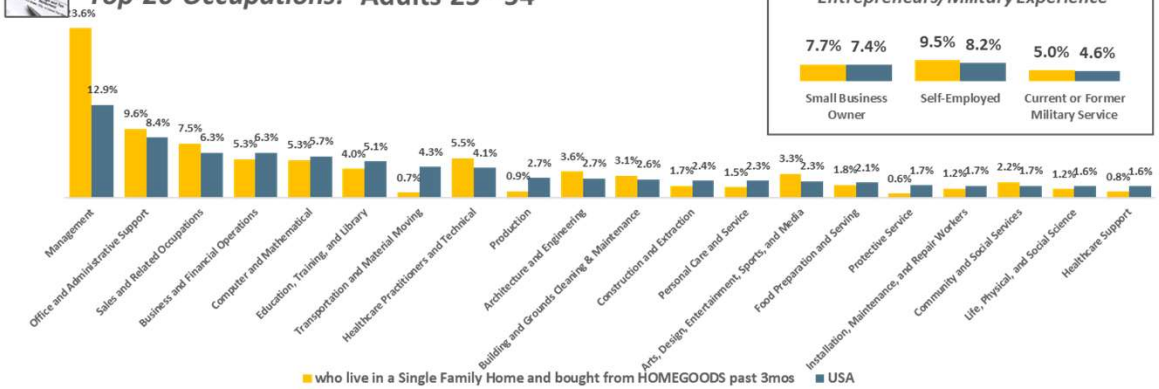
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

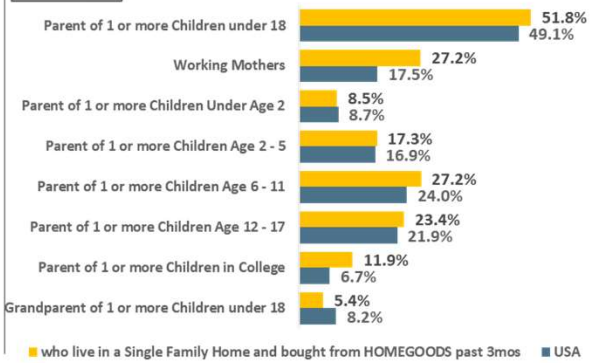


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874

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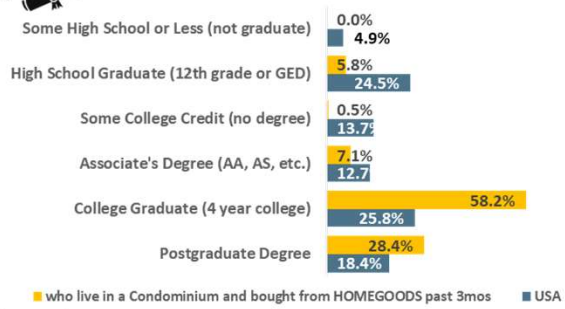
USA Jan23-Feb24 USA Projection Qual Intab 9,480

Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Single family house (unattached)

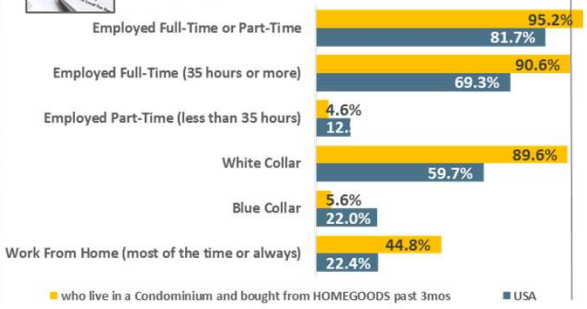


.5% or 637,024 of USA Adults 25 - 54 live in a Condominium and bought from HOMEGOODS past 3mos. Adults 25 - 54 who live in a Condominium and bought from HOMEGOODS past 3mos are 95.6% more likely to be a college graduate, 30.7% more likely to work full-time, 3.2% less likely to be married, 77.9% less likely to be a parent of 1 or more children under

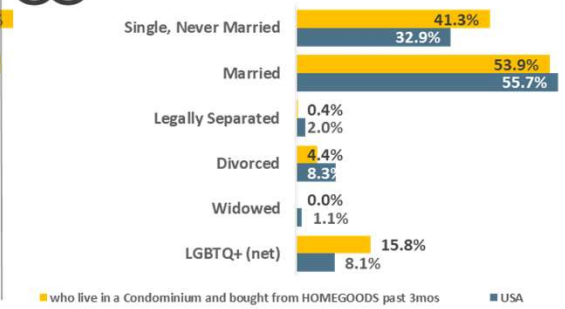
Education Levels: Adults 25 - 54



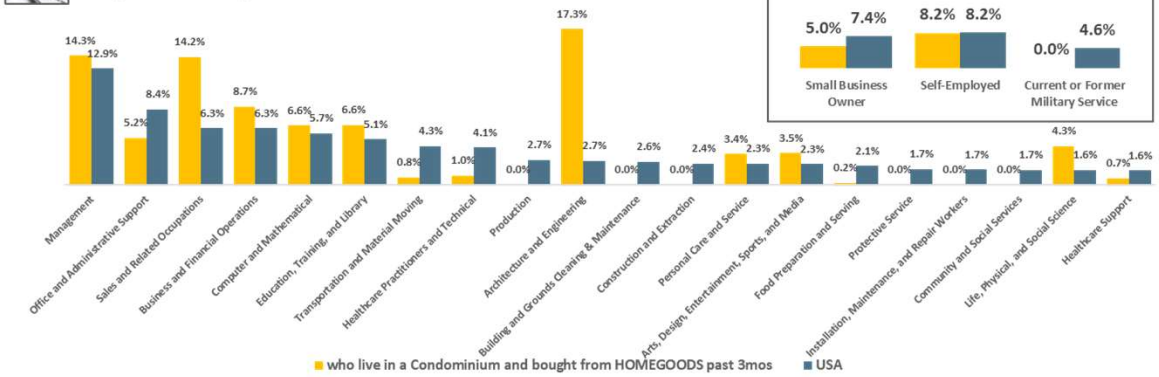
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

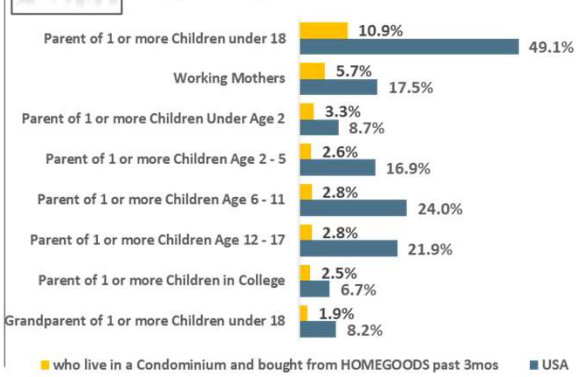


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

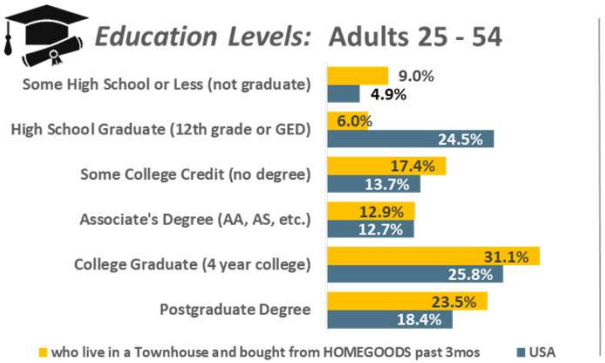
Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Condominium

HomeGoods®
Townhouse

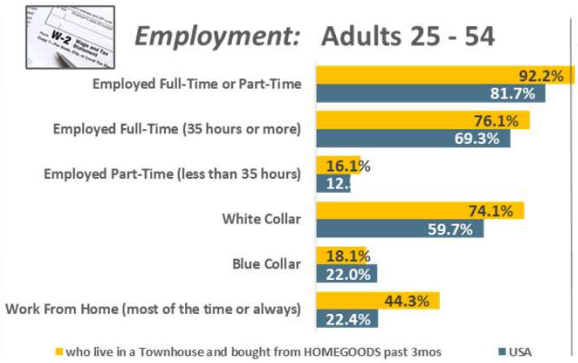


1.% or 1,312,976 of USA Adults 25 - 54 live in a Townhouse and bought from HOMEGOODS past 3mos. Adults 25 - 54 who live in a Townhouse and bought from HOMEGOODS past 3mos are 23.5% more likely to be a college graduate, 9.8% more likely to work full-time, 14.5% more likely to be married, 11.3% less likely to be a parent of 1 or more children under 18

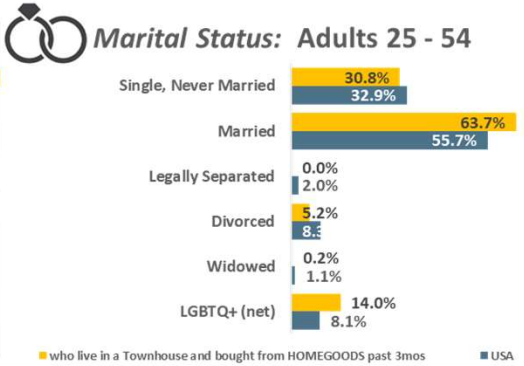
Education Levels: Adults 25 - 54



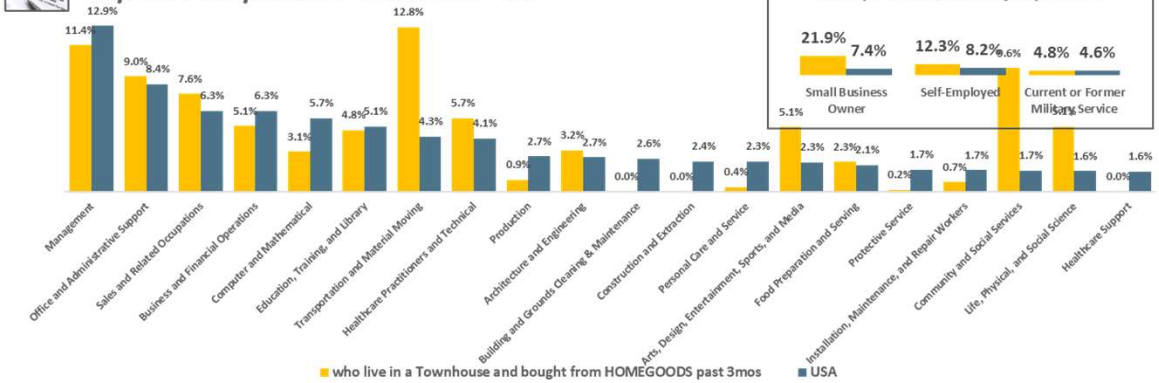
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

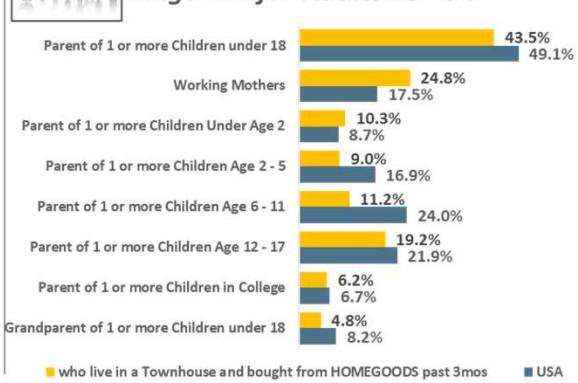


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874

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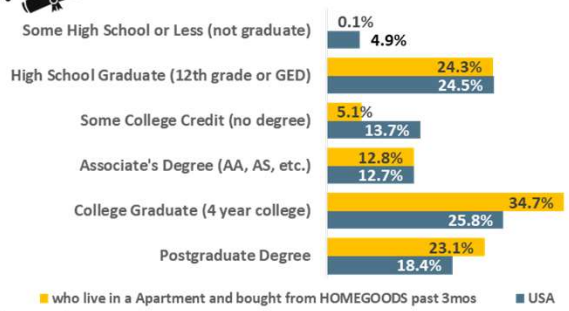
USA Jan23-Feb24 USA Projection Qual Intab 9,480

Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Townhouse or attached home

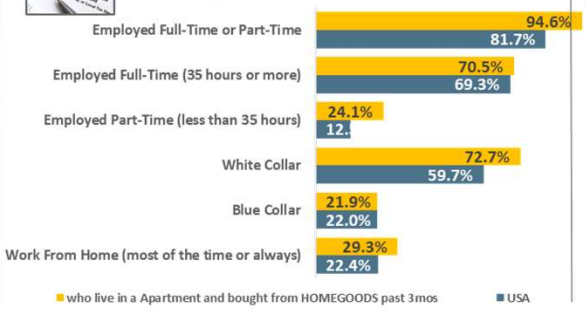


.8% or 999,340 of USA Adults 25 - 54 live in a Apartment and bought from HOMEGOODS past 3mos. Adults 25 - 54 who live in a Apartment and bought from HOMEGOODS past 3mos are 30.5% more likely to be a college graduate, 1.7% more likely to work full-time, 47.% less likely to be married, 37.8% less likely to be a parent of 1 or more children under 18.

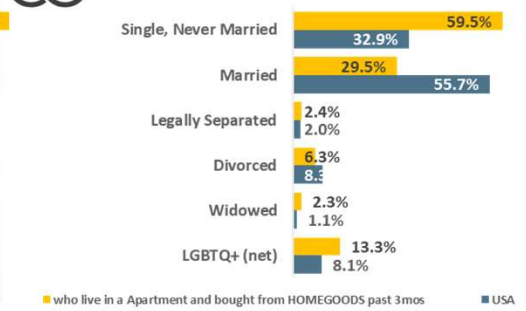
Education Levels: Adults 25 - 54



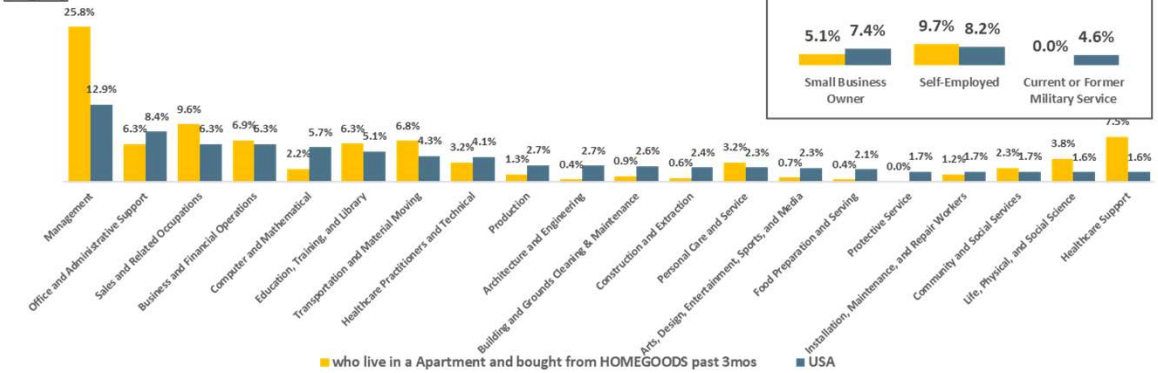
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

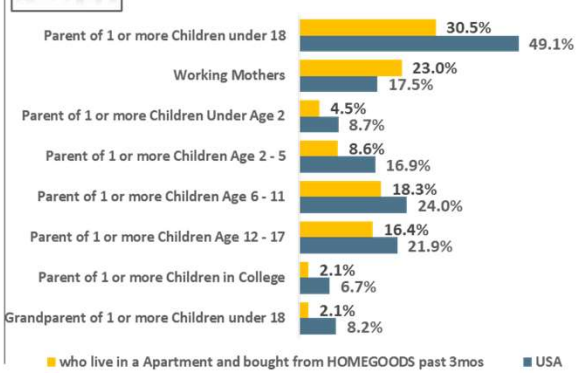


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874

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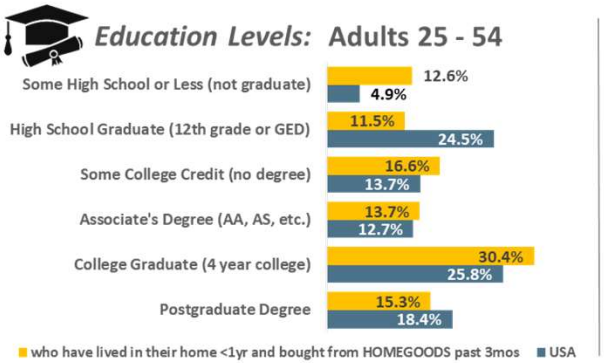
USA Jan23-Feb24 USA Projection Qual Intab 9,480

Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Apartment

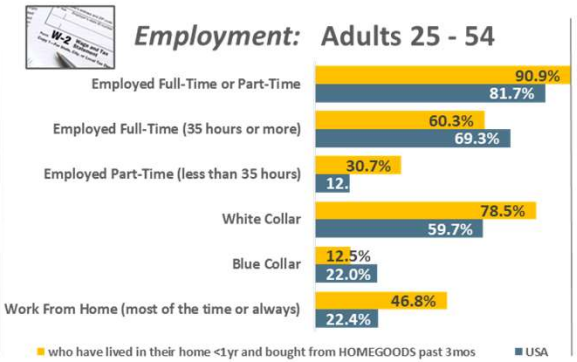


1.% or 1,295,250 of USA Adults 25 - 54 have lived in their home <1yr and bought from HOMEGOODS past 3mos. Adults 25 - 54 who have lived in their home <1yr and bought from HOMEGOODS past 3mos are 3.2% more likely to be a college graduate, 13.% less likely to work full-time, 28.% more likely to be married, 7.3% more likely to be a parent of 1 or more children u

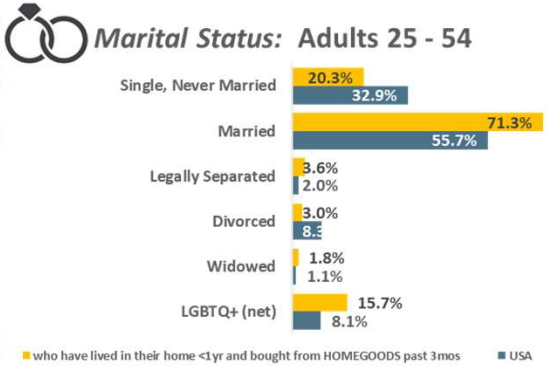
Education Levels: Adults 25 - 54



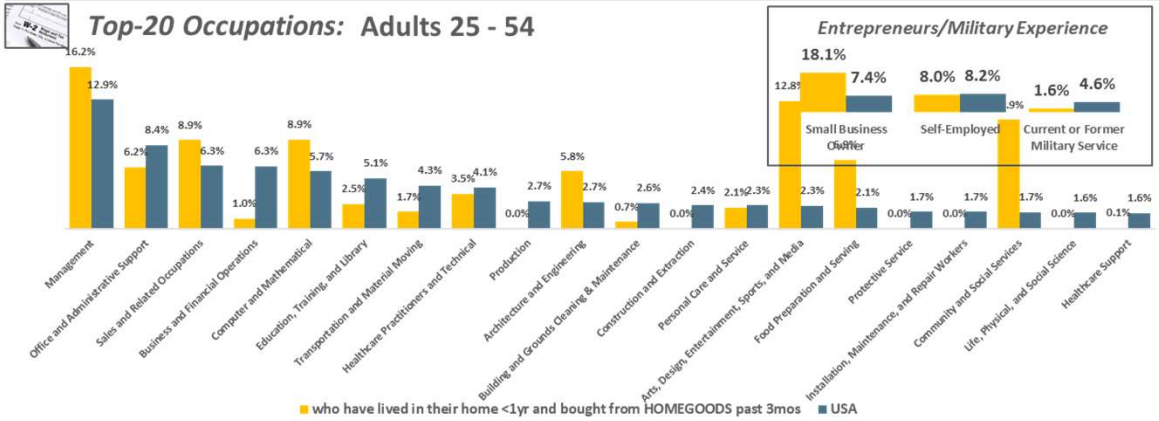
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

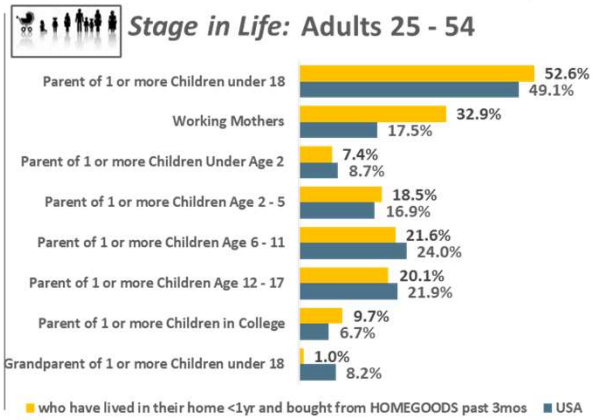


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874

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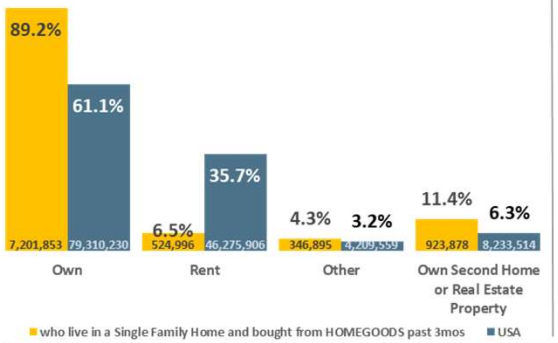
USA Jan23-Feb24 USA Projection Qual Intab 9,480

Stores/services bought past 3 months: HomeGoods AND...Years in present home summaries (HHLD): Less than 1 year

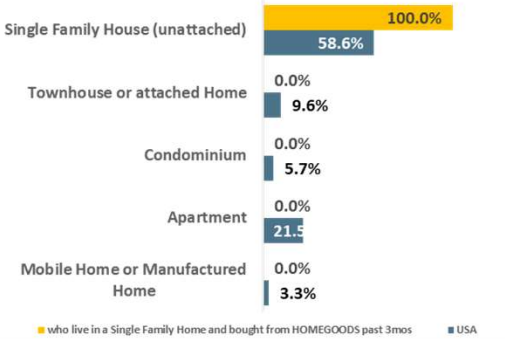


6.2% or 8,073,744 of USA Adults 25 - 54 live in a Single Family Home and bought from HOMEGOODS past 3mos. Adults 25 - 54 who live in a Single Family Home and bought from HOMEGOODS past 3mos are 46.% more likely to own their home, 40.9% more likely to own a higher valued home, 70.6% more likely to have a single-family home, 39.5% more likely to have a dog.

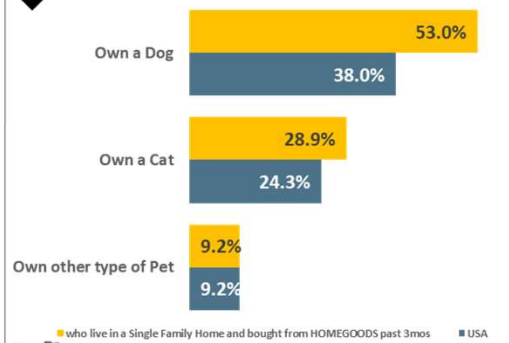
Own/Rent/Other: Adults 25 - 54



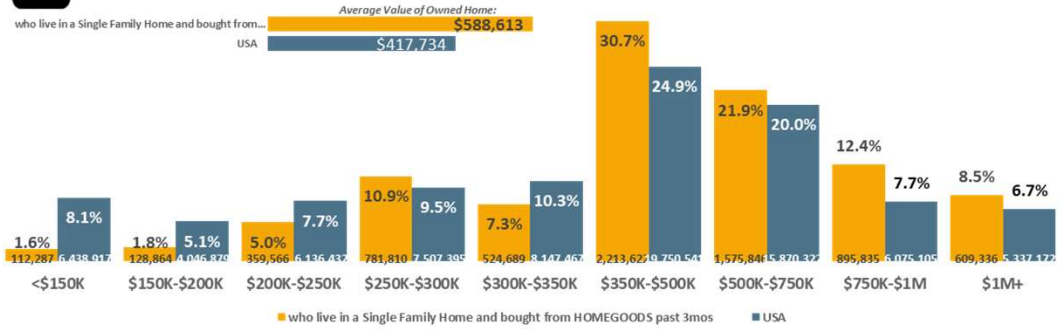
Type of Home: Adults 25 - 54



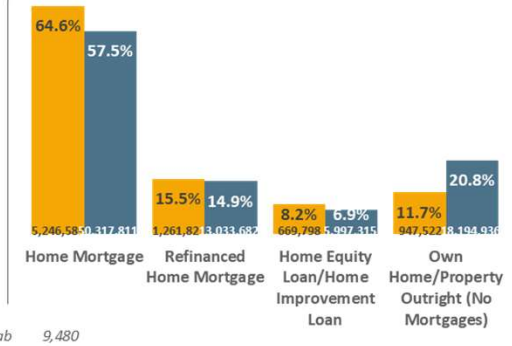
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *874*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

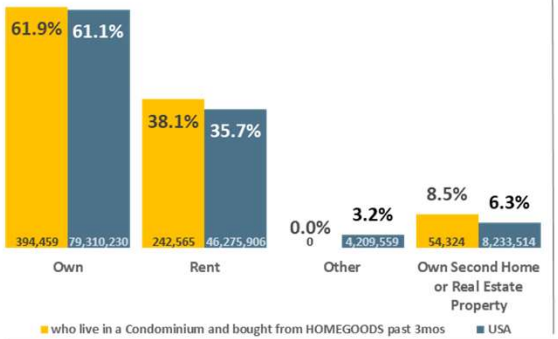
Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Single family house (unattached)

HomeGoods®
Condominium

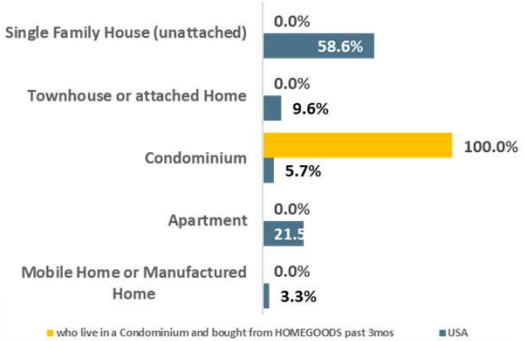


.5% or 637,024 of USA Adults 25 - 54 live in a Condominium and bought from HOMEGOODS past 3mos. Adults 25 - 54 who live in a Condominium and bought from HOMEGOODS past 3mos are 1.3% more likely to own their home, 1.4% more likely to own a higher valued home, 100.% less likely to have a single-family home, 4.1% less likely to have a dog.

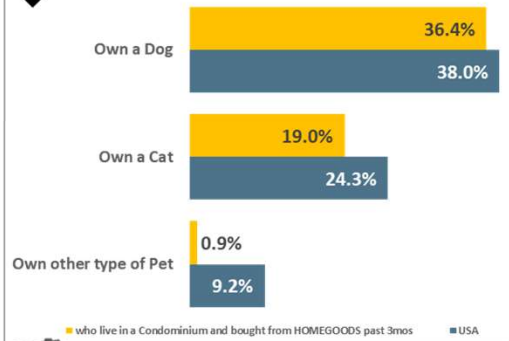
Own/Rent/Other: Adults 25 - 54



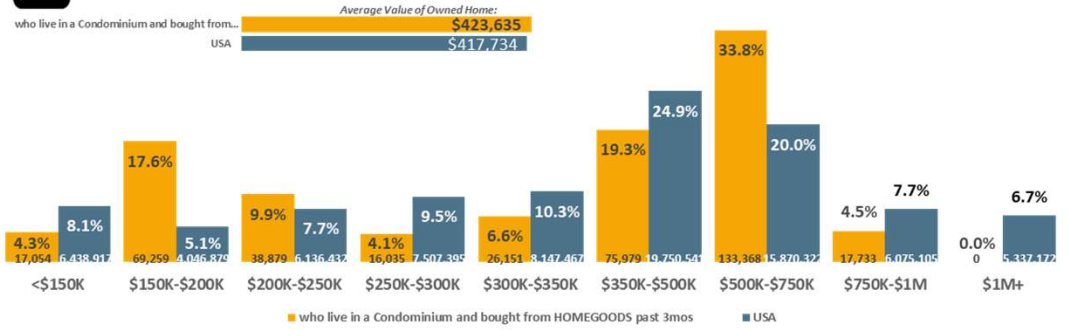
Type of Home: Adults 25 - 54



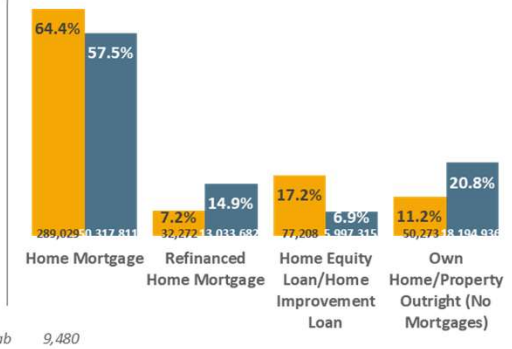
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *874*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

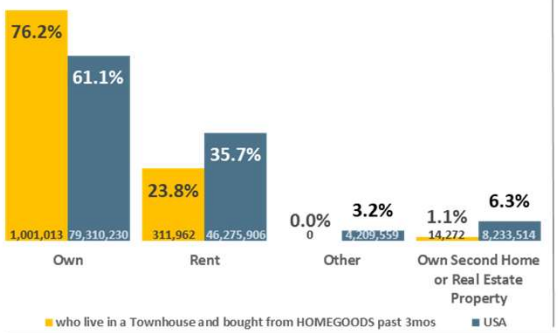
Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Condominium

HomeGoods®
Townhouse

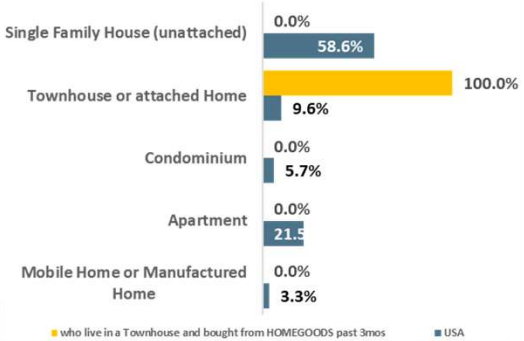


1.% or 1,312,976 of USA Adults 25 - 54 live in a Townhouse and bought from HOMEGOODS past 3mos. Adults 25 - 54 who live in a Townhouse and bought from HOMEGOODS past 3mos are 24.8% more likely to own their home, 24.3% more likely to own a higher valued home, 100.% less likely to have a single-family home, 49.1% more likely to have a dog.

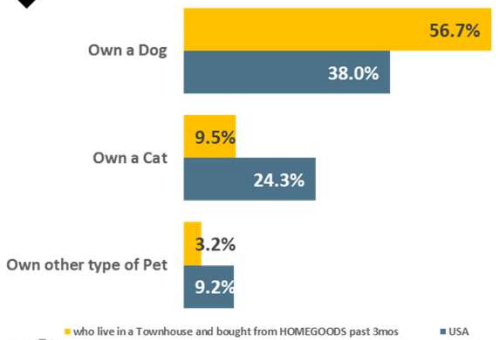
Own/Rent/Other: Adults 25 - 54



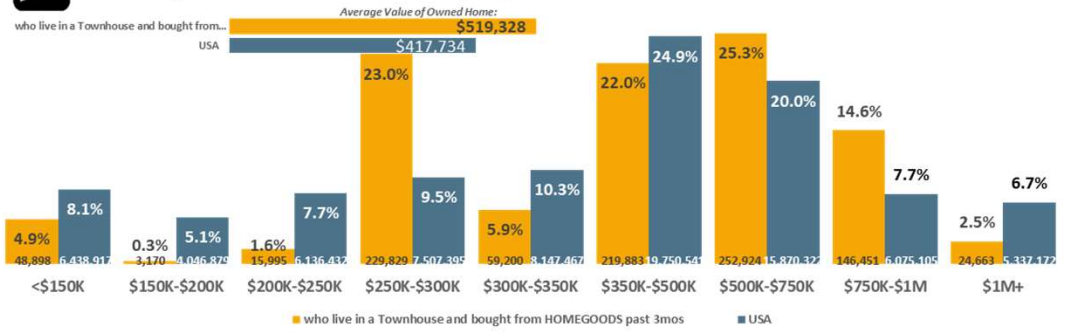
Type of Home: Adults 25 - 54



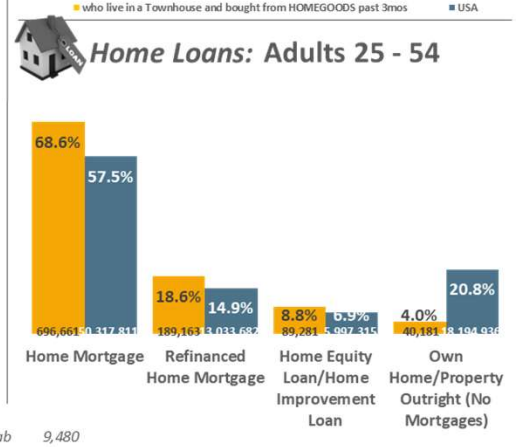
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *874*

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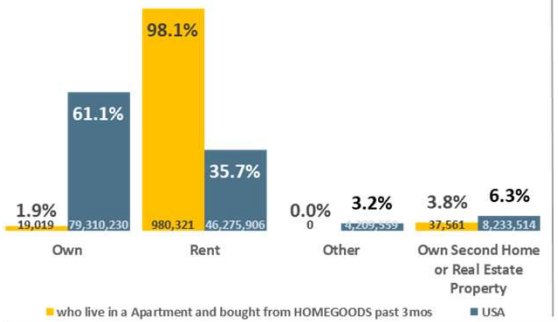
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Townhouse or attached home

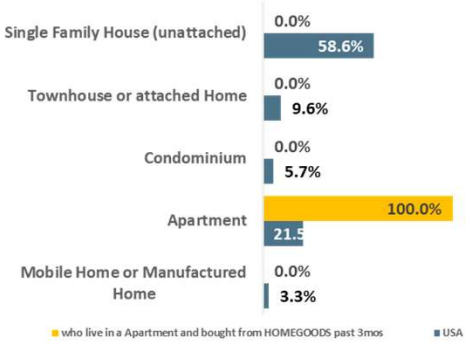


.8% or 999,340 of USA Adults 25 - 54 live in a Apartment and bought from HOMEGOODS past 3mos. Adults 25 - 54 who live in a Apartment and bought from HOMEGOODS past 3mos are 96.9% less likely to own their home, 9.1% more likely to own a lower valued home, 100.% less likely to have a single-family home, 13.7% less likely to have a dog.

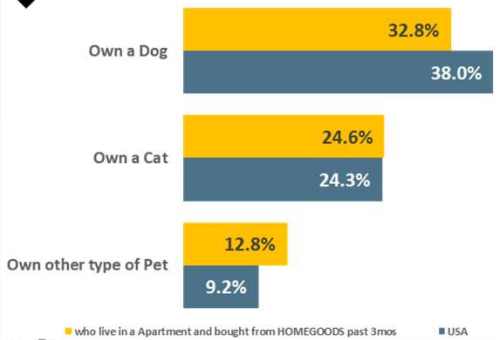
Own/Rent/Other: Adults 25 - 54



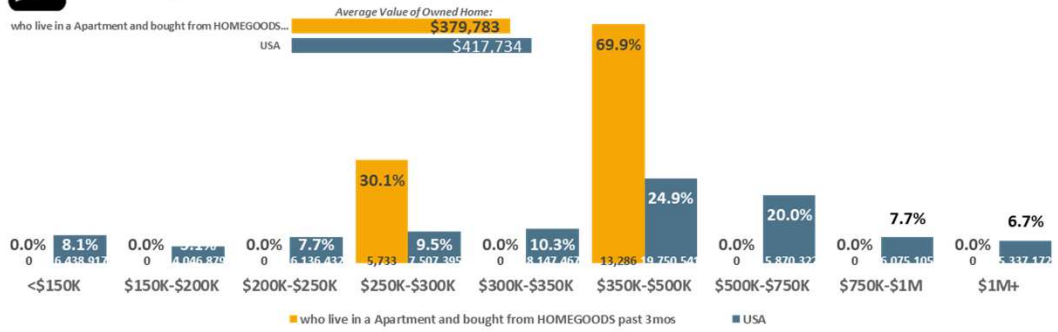
Type of Home: Adults 25 - 54



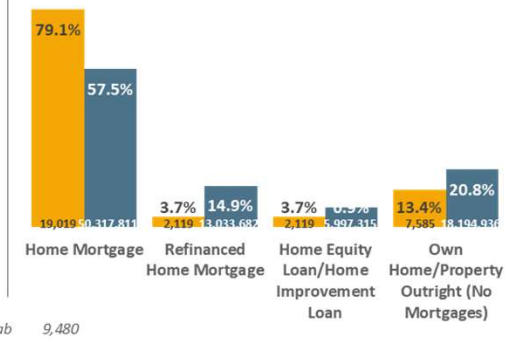
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874

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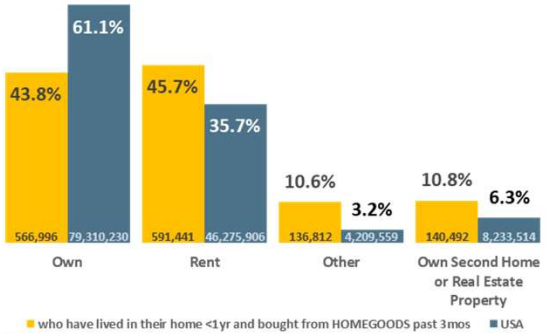
USA Jan23-Feb24 USA Projection Qual Intab 9,480

Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Apartment

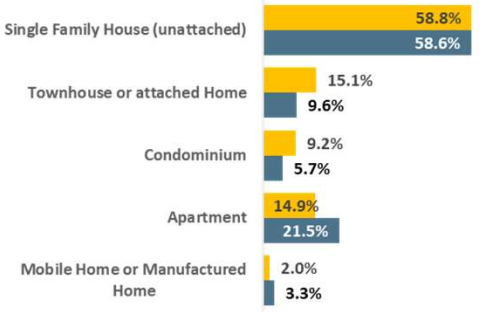


1.% or 1,295,250 of USA Adults 25 - 54 have lived in their home <1yr and bought from HOMEGOODS past 3mos. Adults 25 - 54 who have lived in their home <1yr and bought from HOMEGOODS past 3mos are 28.4% less likely to own their home, 14.4% more likely to own a higher valued home, .3% more likely to have a single-family home, 51.% more likely to have a dog.

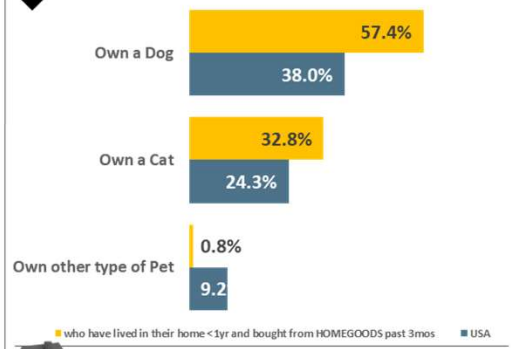
Own/Rent/Other: Adults 25 - 54



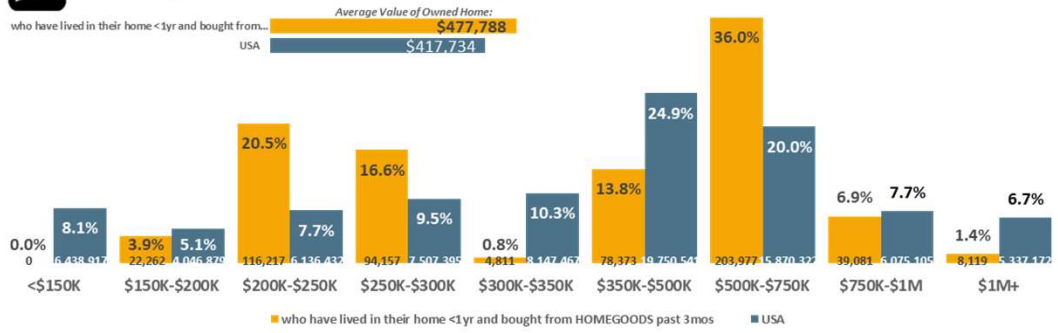
Type of Home: Adults 25 - 54



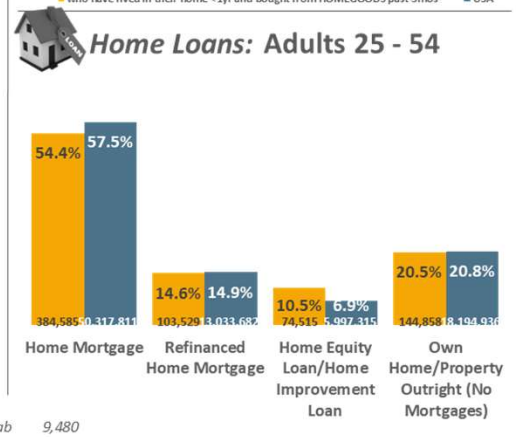
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

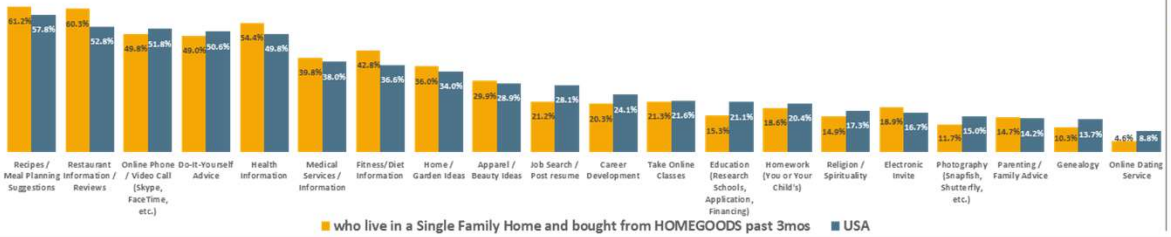
Stores/services bought past 3 months: HomeGoods AND...Years in present home summaries (HHLD): Less than 1 year

HomeGoods®
Single Family House

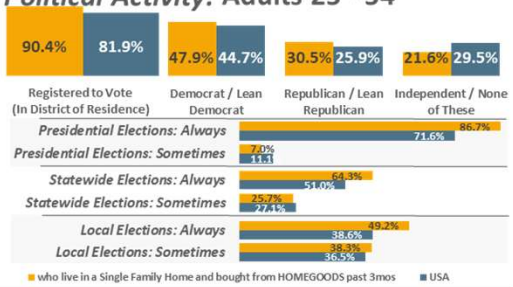


6.2% or 8,073,744 of USA Adults 25 - 54 live in a Single Family Home and bought from HOMEGOODS past… Adults 25 - 54 who live in a Single Family Home and bought from HOMEGOODS past 3mos are 3.2% less likely to look up D-I-Y advice online, 27.2% more likely to always vote in local elections, 29.8% more likely to belong to a gym, 31.4% more likely to fly do

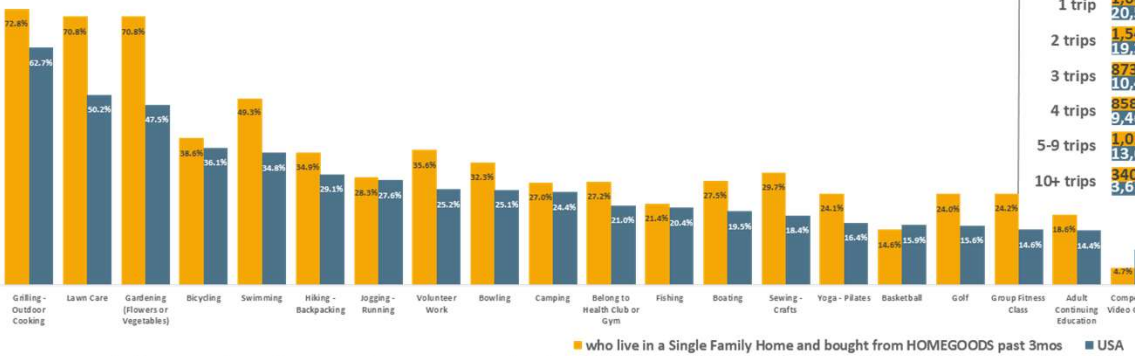
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



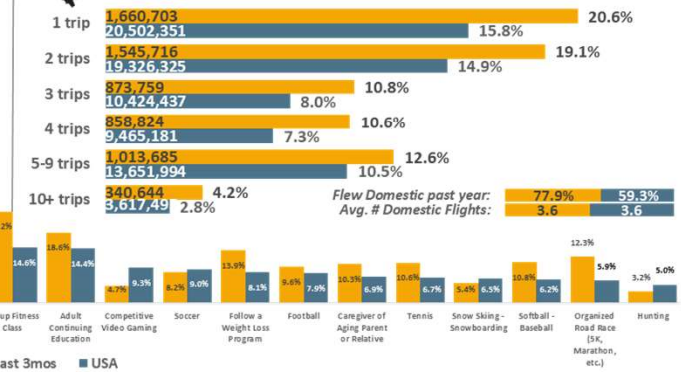
Political Activity: Adults 25 - 54



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: Feb23-Apr24* *Qual Intab* *874*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

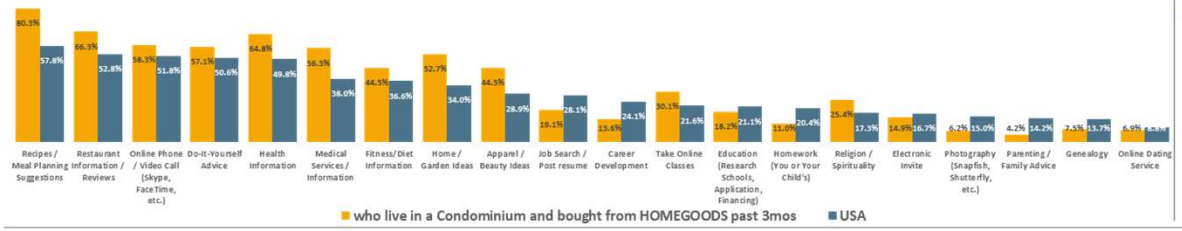
Stores/services bought past 3 months: HomeGoods AND…Type of dwelling (HHLD): Single family house (unattached)

HomeGoods®
Condominium

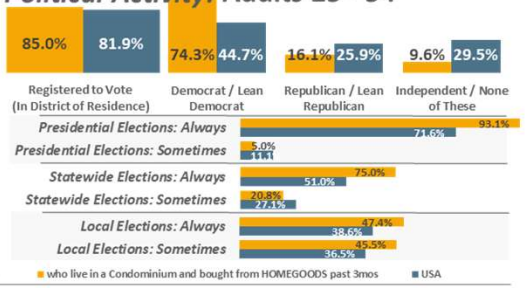


.5% or 637,024 of USA Adults 25 - 54 live in a Condominium and bought from HOMEGOODS past 3mos. Adults 25 - 54 who live in a Condominium and bought from HOMEGOODS past 3mos are 12.7% more likely to look up D-I-Y advice online, 22.8% more likely to always vote in local elections, 55.5% more likely to belong to a gym, 47.5% more likely to fly domestic

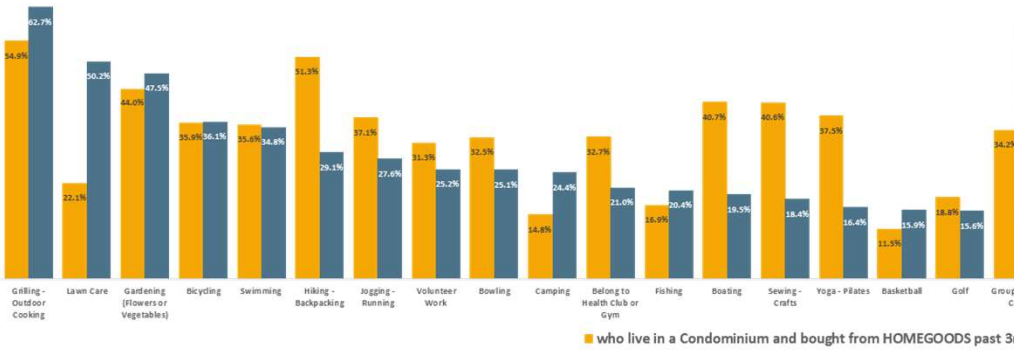
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



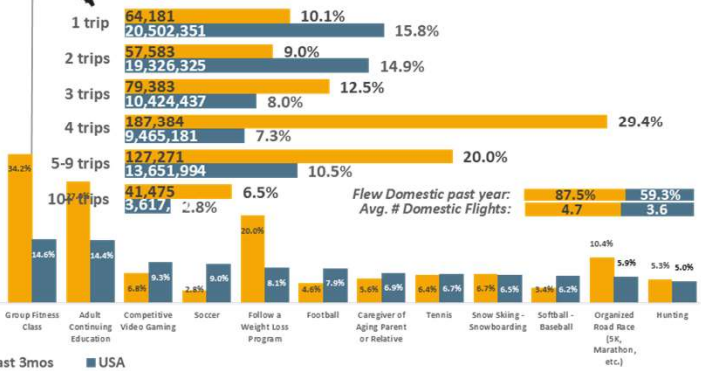
Political Activity: Adults 25 - 54



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: Feb23-Apr24 Qual Intab 874

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

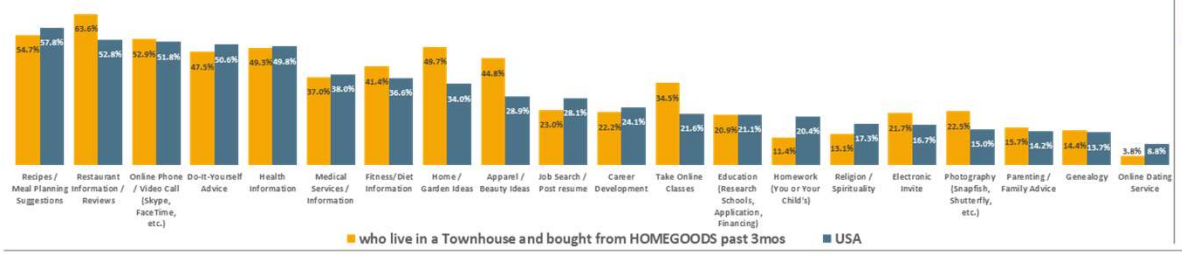
Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Condominium

HomeGoods®
Townhouse

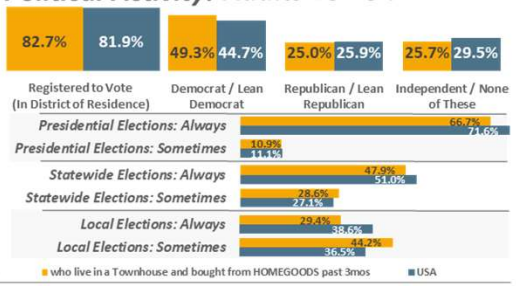


1.% or 1,312,976 of USA Adults 25 - 54 live in a Townhouse and bought from HOMEGOODS past 3mos. Adults 25 - 54 who live in a Townhouse and bought from HOMEGOODS past 3mos are 6.2% less likely to look up D-I-Y advice online, 23.9% less likely to always vote in local elections, 37.% more likely to belong to a gym, 4.1% less likely to fly domestic past

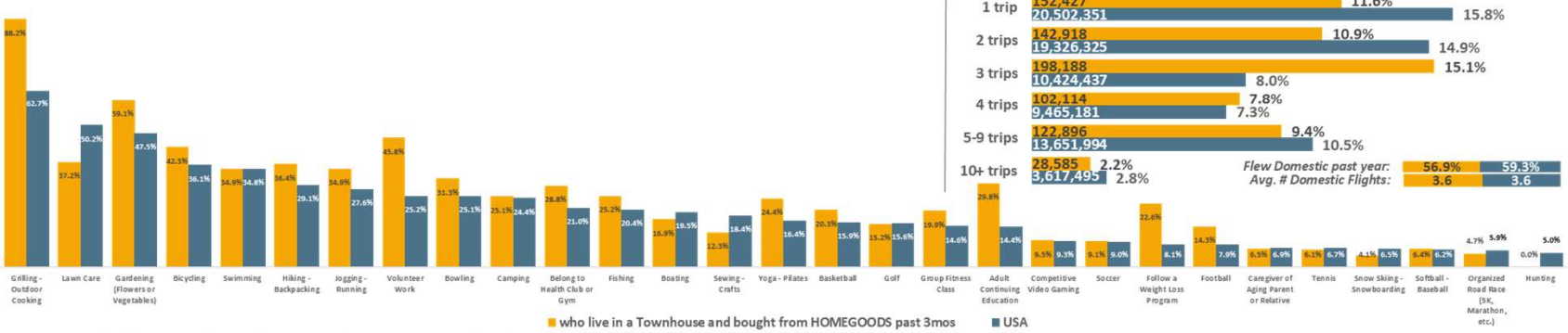
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



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: Feb23-Apr24 Qual Intab 874

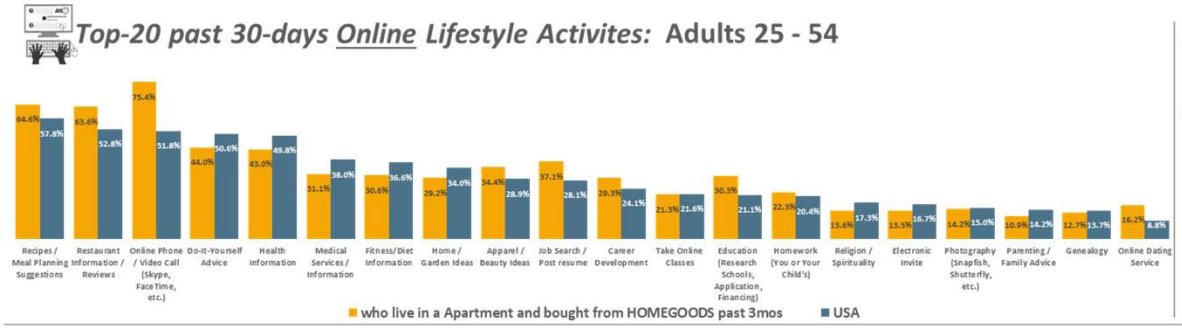
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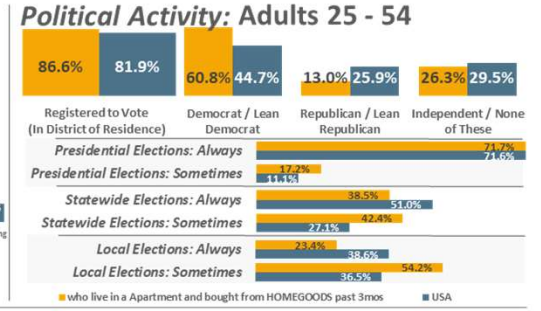
USA Jan23-Feb24 USA Projection Qual Intab 9,480

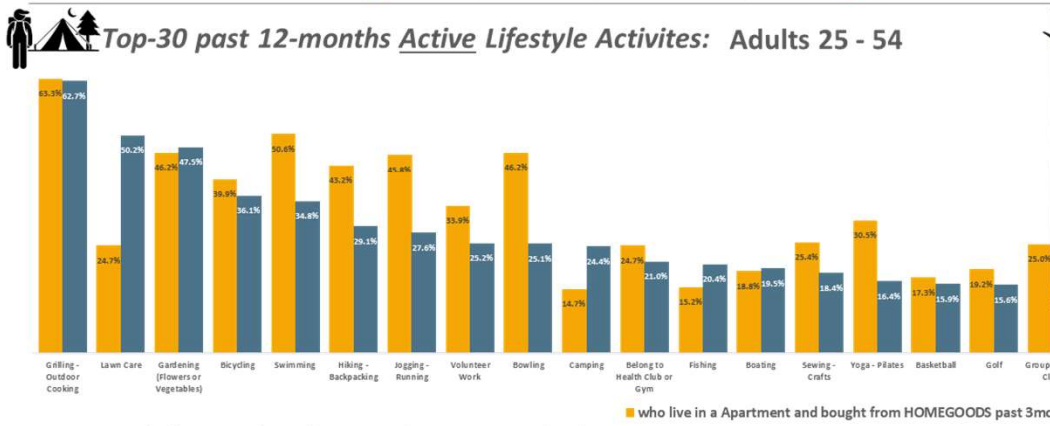
Stores/services bought past 3 months: HomeGoods AND…Type of dwelling (HHLD): Townhouse or attached home

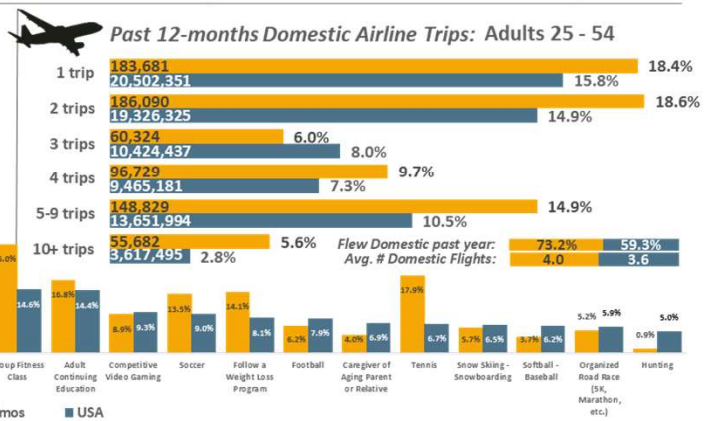


.8% or 999,340 of USA Adults 25 - 54 live in a Apartment and bought from HOMEGOODS past 3mos. Adults 25 - 54 who live in a Apartment and bought from HOMEGOODS past 3mos are 13.1% less likely to look up D-I-Y advice online, 39.4% less likely to always vote in local elections, 17.5% more likely to belong to a gym, 23.4% more likely to fly domestic p









USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874

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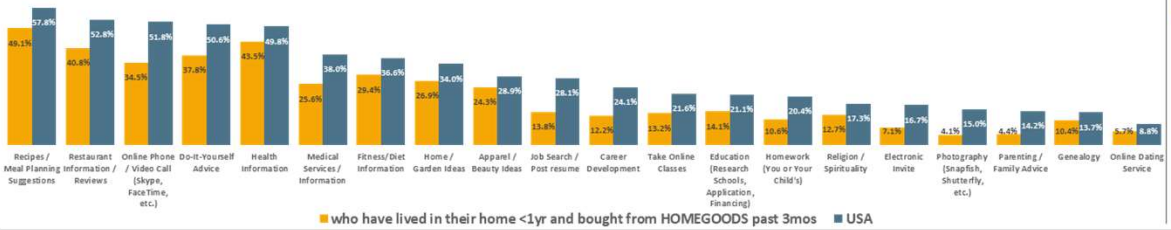
USA Jan23-Feb24 USA Projection Qual Intab 9,480

Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Apartment

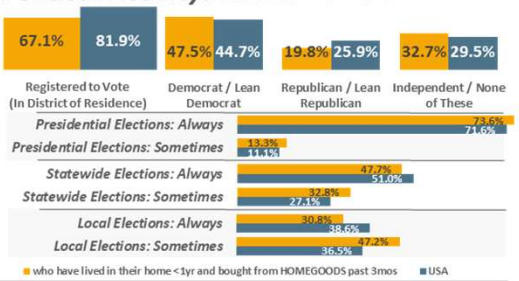


1.% or 1,295,250 of USA Adults 25 - 54 have lived in their home <1yr and bought from HOMEGOODS past… Adults 25 - 54 who have lived in their home <1yr and bought from HOMEGOODS past 3mos are 25.4% less likely to look up D-I-Y advice online, 20.4% less likely to always vote in local elections, 91.8% more likely to belong to a gym, 3.2% more likely to fly d

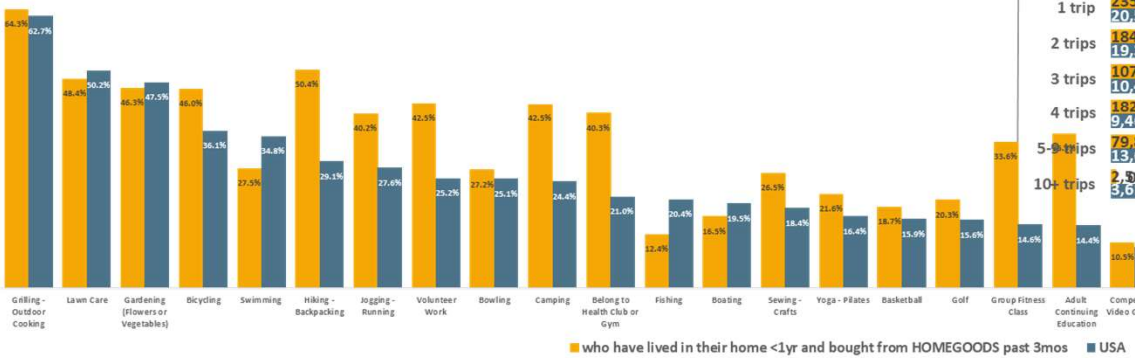
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



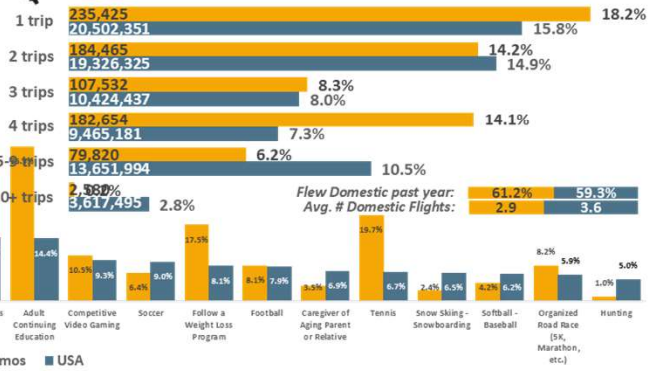
Political Activity: Adults 25 - 54



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: Feb23-Apr24* *Qual Intab* *874*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

Stores/services bought past 3 months: HomeGoods AND…Years in present home summaries (HHLD): Less than 1 year



6.2% or 8,073,744 of USA Adults 25 - 54 live in a Single Family Home and bought from HOMEGOODS past 3mos. Adults 25 - 54 who live in a Single Family Home and bought from HOMEGOODS past 3mos are 5.6% more likely to use QSRs past mo., 17.6% more likely to use Sit-Down Restaurants past mo., 8.9% more likely to use Casinos past yr., 61.6% less likely to smoke cig

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users: 96.4% 7,781,262 | 91.3% 47

Avg. Monthly QSR Meals: 7.8 | 6.8

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



Total Monthly Sit-Down Restaurant Users: 90.9% 7,336,191 | 77.3% 100,319,3 83

Avg. Monthly Sit-Down Restaurant Meals: 4.8 | 4.0

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

who live in a Single Family Home and bought from... 1,638,636 20.3%

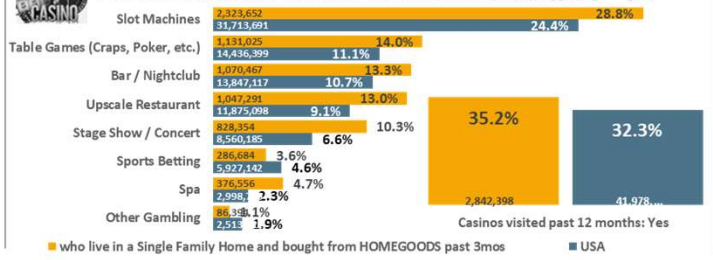
USA 22.6%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



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USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Single family house (unattached)



.5% or 637,024 of USA Adults 25 - 54 live in a Condominium and bought from HOMEGOODS past 3mos. Adults 25 - 54 who live in a Condominium and bought from HOMEGOODS past 3mos are 6.5% more likely to use QSRs past mo., 26.% more likely to use Sit-Down Restaurants past mo., 14.3% more likely to use Casinos past yr., 61.6% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users: 97.2% 619,202 | 91.3% 47

Avg. Monthly QSR Meals: 8.4 | 6.8

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



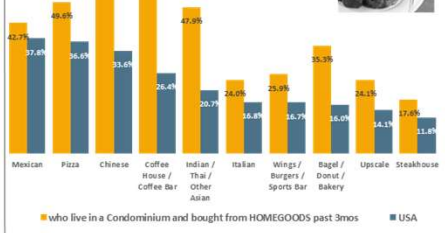
Total Monthly Sit-Down Restaurant Users: 97.4% 620,447 | 77.3% 83

Avg. Monthly Sit-Down Restaurant Meals: 4.4 | 4.0

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)





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

who live in a Condominium and bought from... 213,487 33.5%

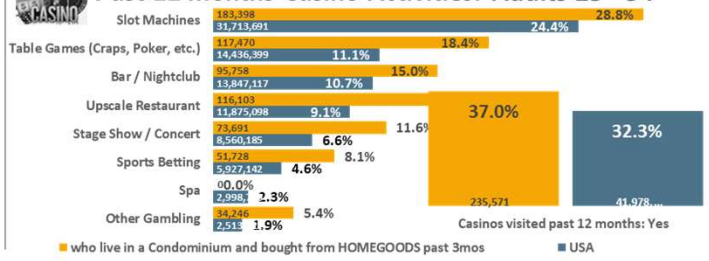
USA 22.6%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



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USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Condominium

HomeGoods®
Townhouse



1.% or 1,312,976 of USA Adults 25 - 54 live in a Townhouse and bought from HOMEGOODS past 3mos. Adults 25 - 54 who live in a Townhouse and bought from HOMEGOODS past 3mos are 7.% more likely to use QSRs past mo., 22.6% more likely to use Sit-Down Restaurants past mo., 3.1% less likely to use Casinos past yr., 45.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 25 - 54

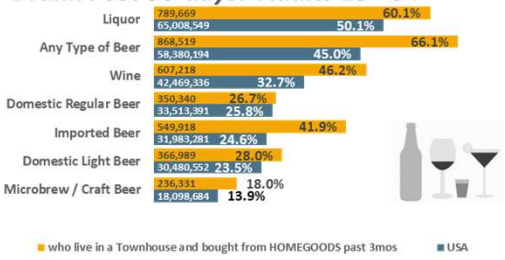
(Sit-Down Restaurants Used Past 30-days)



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

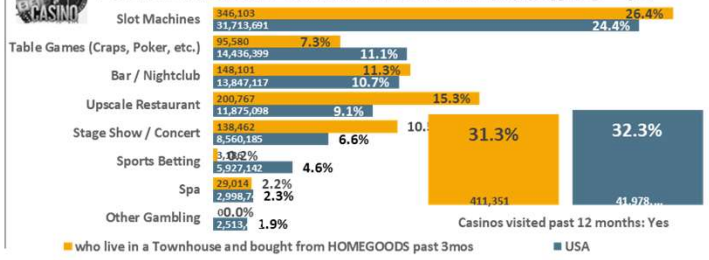


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



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USA Jan23-Feb24 USA Projection Qual Intab 9,480

Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Townhouse or attached home



.8% or 999,340 of USA Adults 25 - 54 live in a Apartment and bought from HOMEGOODS past 3mos. Adults 25 - 54 who live in a Apartment and bought from HOMEGOODS past 3mos are 8.3% more likely to use QSRs past mo., 21.3% more likely to use Sit-Down Restaurants past mo., 19.9% more likely to use Casinos past yr., 32.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:

98.8% 987,639 | 91.3% 47

Avg. Monthly QSR Meals:

8.0 | 6.8

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



Total Monthly Sit-Down Restaurant Users:

93.7% 936,687 | 77.3% 100,319,3 83

Avg. Monthly Sit-Down Restaurant Meals:

4.4 | 4.0

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

who live in a Apartment and bought from... 400,596 40.1%

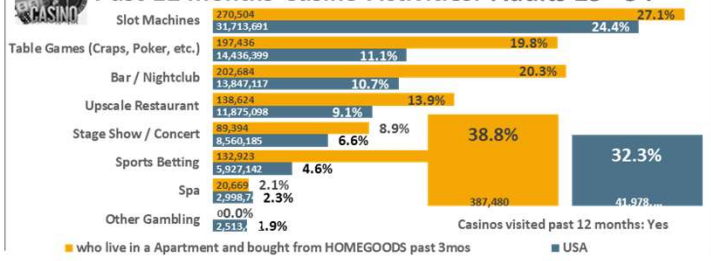
USA 22.6%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *874*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

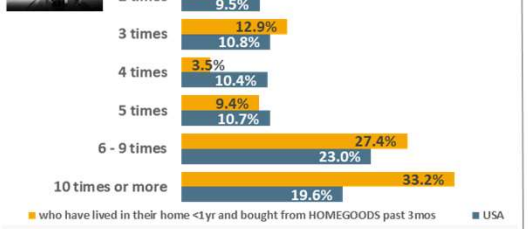
Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Apartment



1.% or 1,295,250 of USA Adults 25 - 54 have lived in their home <1yr and bought from HOMEGOODS past 3mos. Adults 25 - 54 who have lived in their home <1yr and bought from HOMEGOODS past 3mos are 8.% more likely to use QSRs past mo., 19.% more likely to use Sit-Down Restaurants past mo., 12.3% more likely to use Casinos past yr., 59.9% less likely to smoke cig

Past 30-days QSR Users: Adults 25 - 54





Total Monthly QSR Users:

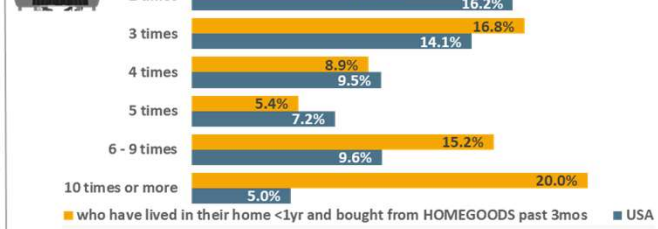


Avg. Monthly QSR Meals:



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

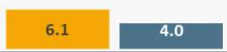




Total Monthly Sit-Down Restaurant Users:



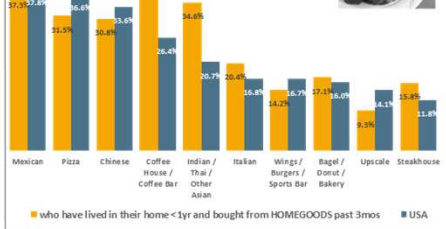
Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)

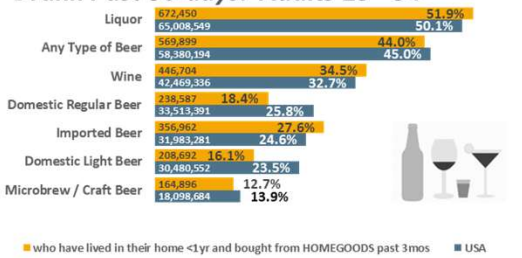




Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

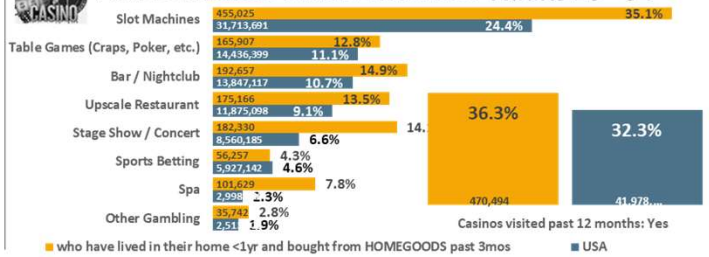


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874

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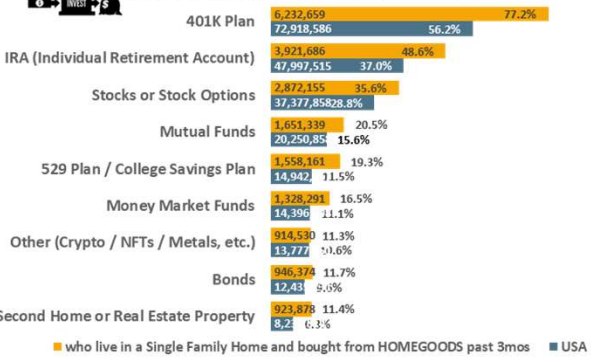
USA Jan23-Feb24 USA Projection Qual Intab 9,480

Stores/services bought past 3 months: HomeGoods AND...Years in present home summaries (HHLD): Less than 1 year

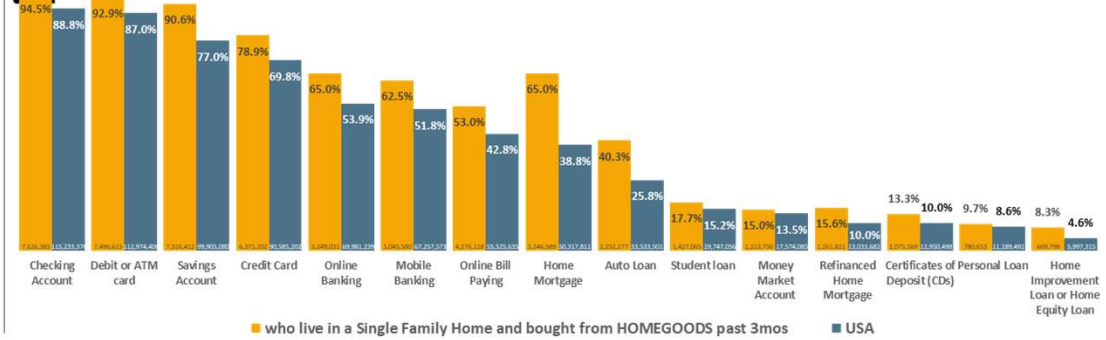


6.2% or 8,073,744 of USA Adults 25 - 54 live in a Single Family Home and bought from HOMEGOODS past… Adults 25 - 54 who live in a Single Family Home and bought from HOMEGOODS past 3mos are 37.4% more likely to have a 401K, 55.9% more likely to have an Auto Loan, 9.1% more likely to Invest/Trade Stocks Online, 5.2% more likely to pay with their Debit Card

Investments Owned: Adults 25 - 54



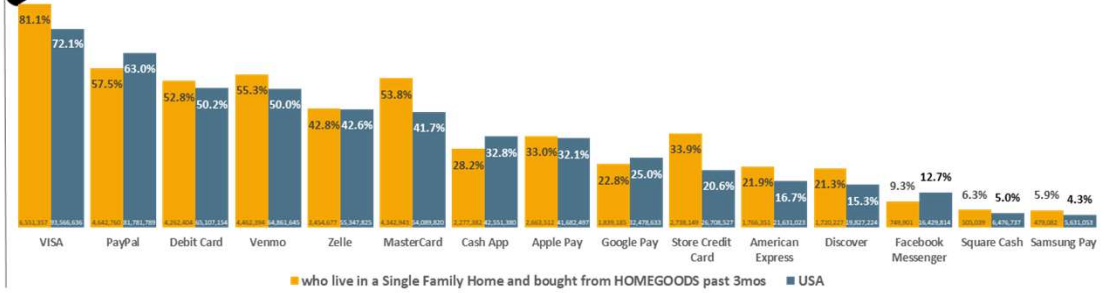
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



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



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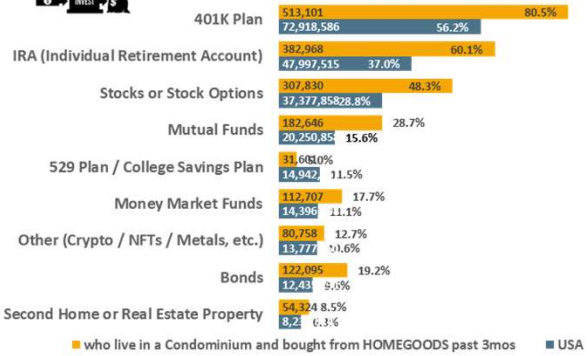
USA Jan23-Feb24 USA Projection Qual Intab 9,480

Stores/services bought past 3 months: HomeGoods AND…Type of dwelling (HHLD): Single family house (unattached)

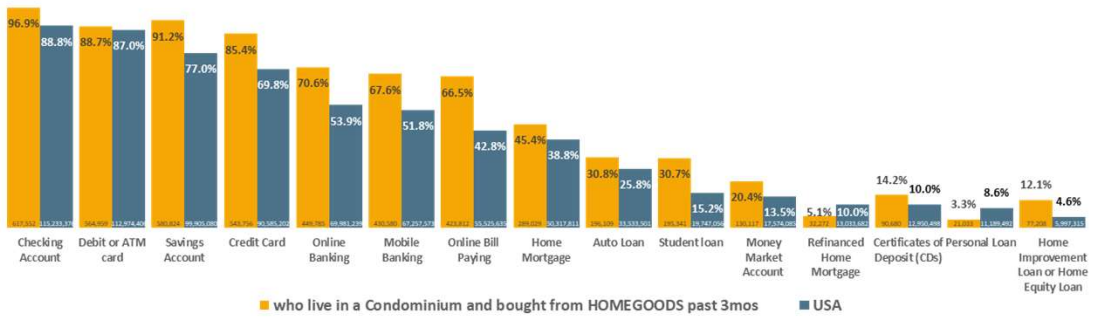


.5% or 637,024 of USA Adults 25 - 54 live in a Condominium and bought from HOMEGOODS past 3mos. Adults 25 - 54 who live in a Condominium and bought from HOMEGOODS past 3mos are 43.4% more likely to have a 401K, 19.2% more likely to have an Auto Loan, 45.9% more likely to Invest/Trade Stocks Online, 45.4% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



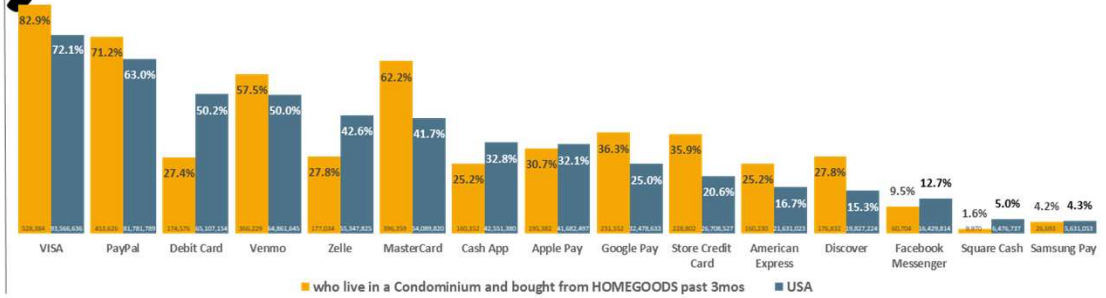
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Condominium

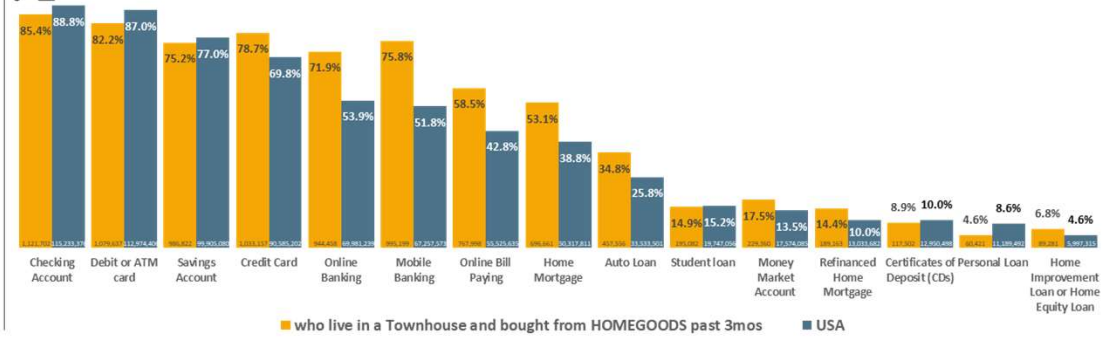


1.% or 1,312,976 of USA Adults 25 - 54 live in a Townhouse and bought from HOMEGOODS past 3mos. Adults 25 - 54 who live in a Townhouse and bought from HOMEGOODS past 3mos are 21.9% more likely to have a 401K, 34.9% more likely to have an Auto Loan, 51.4% more likely to Invest/Trade Stocks Online, 5.2% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



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

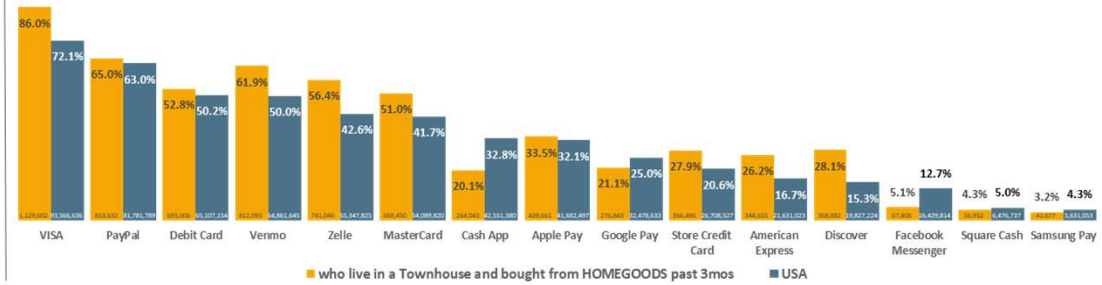


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874

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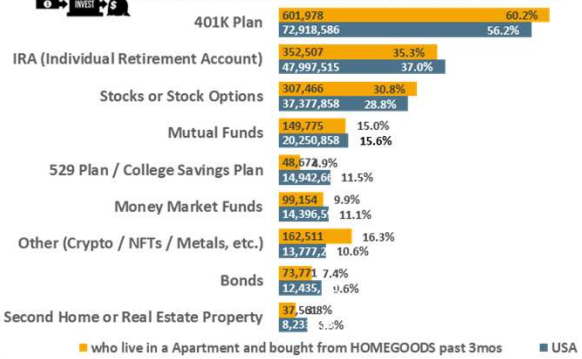
USA Jan23-Feb24 USA Projection Qual Intab 9,480

Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Townhouse or attached home

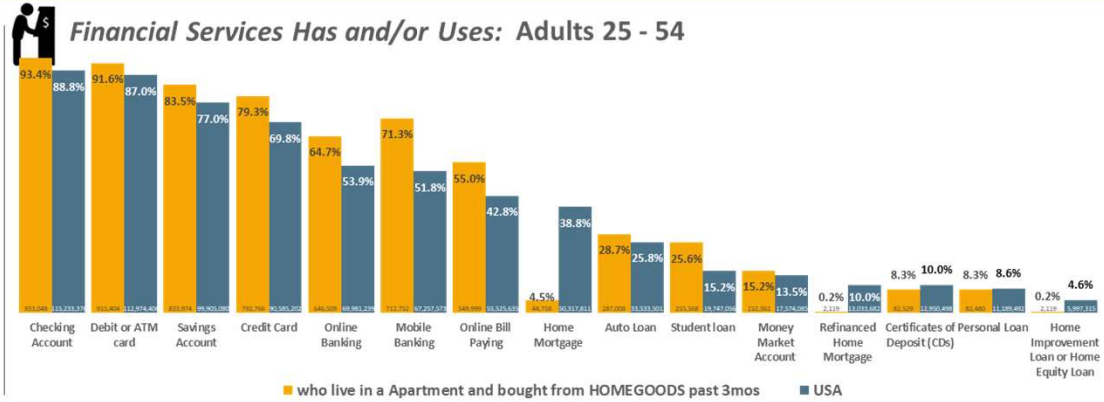


.8% or 999,340 of USA Adults 25 - 54 live in a Apartment and bought from HOMEGOODS past 3mos. Adults 25 - 54 who live in a Apartment and bought from HOMEGOODS past 3mos are 7.2% more likely to have a 401K, 11.2% more likely to have an Auto Loan, 11.% more likely to Invest/Trade Stocks Online, 8.3% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



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

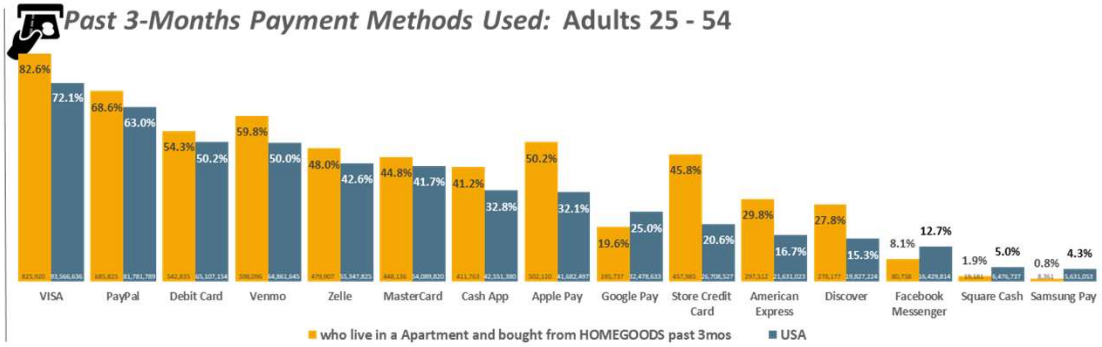


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874

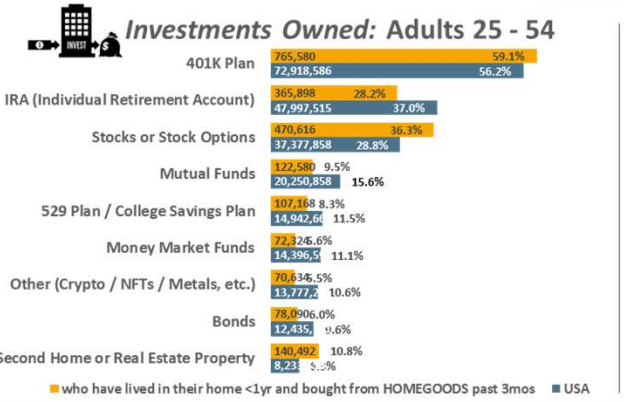
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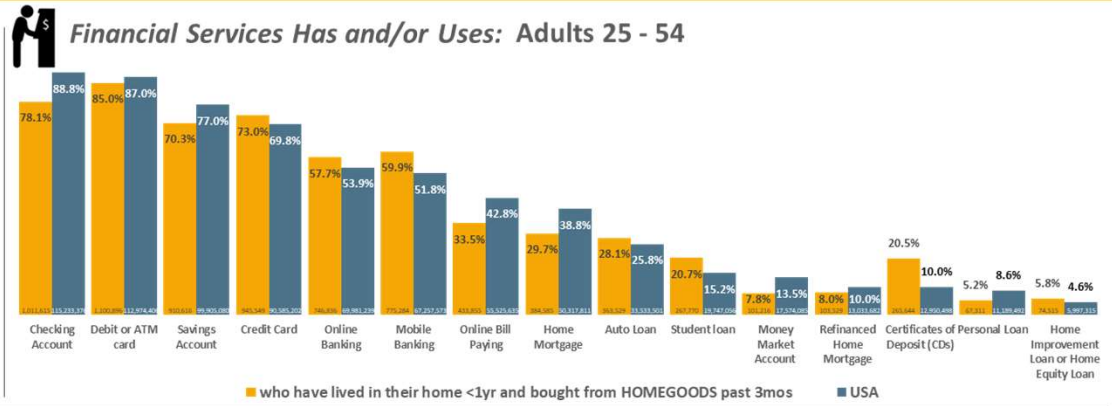
USA Jan23-Feb24 USA Projection Qual Intab 9,480

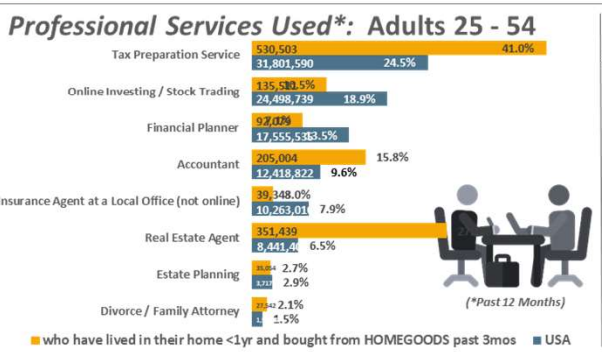
Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Apartment

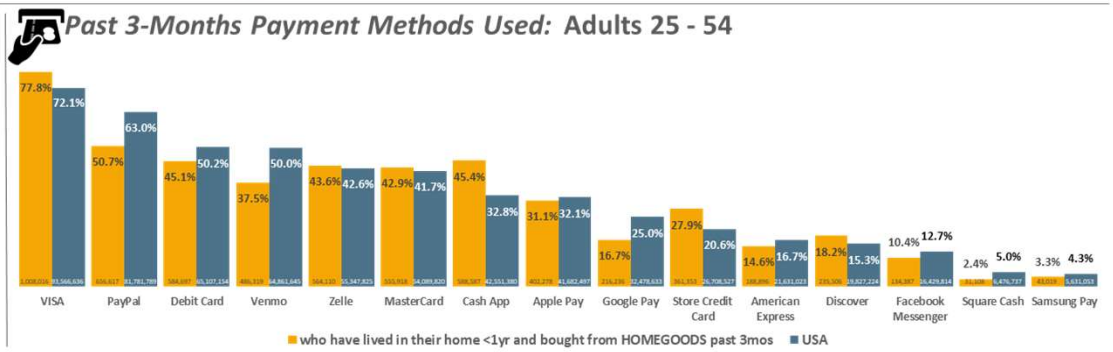


1.% or 1,295,250 of USA Adults 25 - 54 have lived in their home <1yr and bought from HOMEGOODS past… Adults 25 - 54 who have lived in their home <1yr and bought from HOMEGOODS past 3mos are 5.2% more likely to have a 401K, 8.6% more likely to have an Auto Loan, 44.6% less likely to Invest/Trade Stocks Online, 10.% less likely to pay with their Debit Card







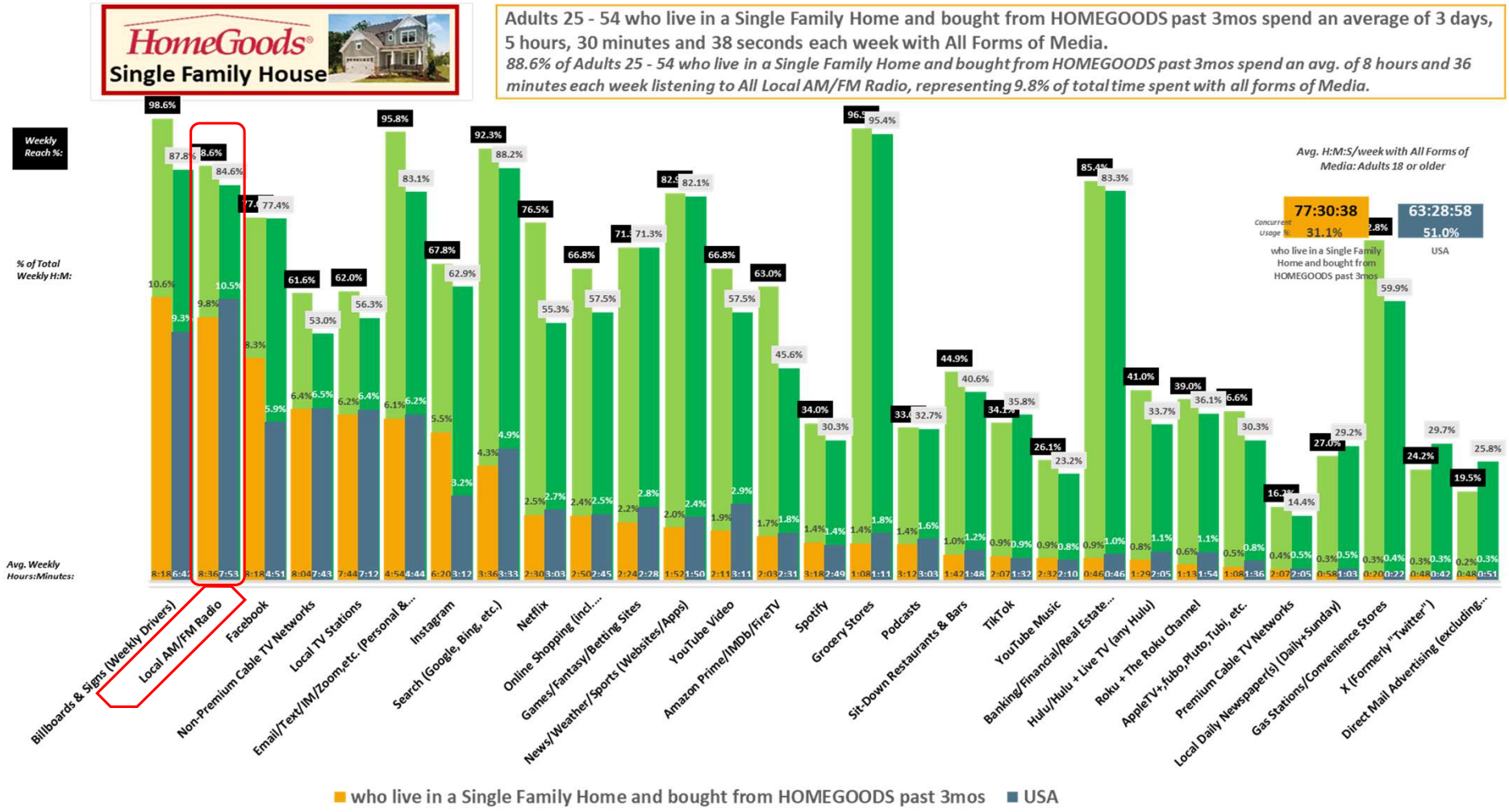


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

Stores/services bought past 3 months: HomeGoods AND…Years in present home summaries (HHLD): Less than 1 year

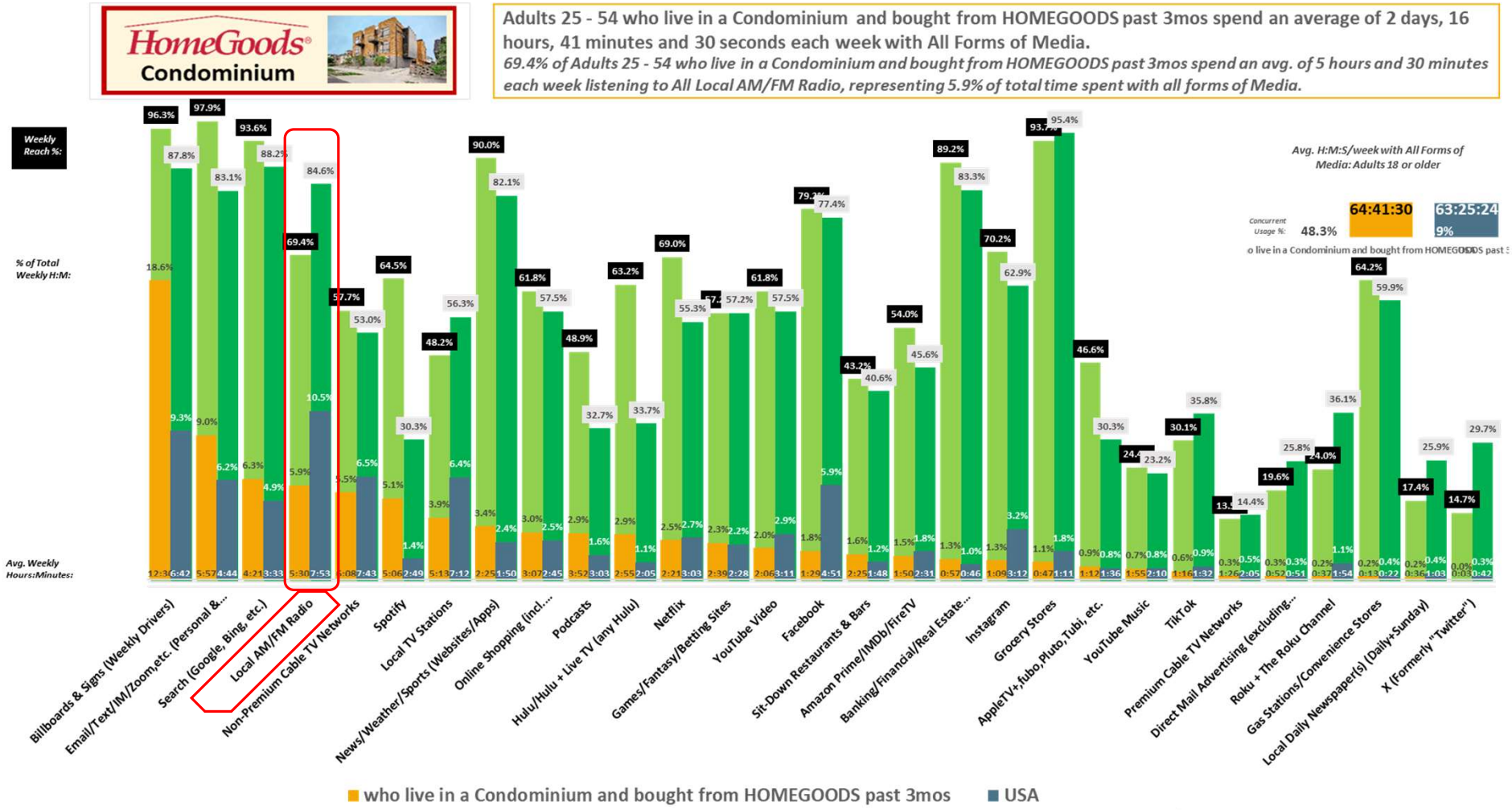


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874 USA Jan23-Feb24 USA Projection Qual Intab 9,480

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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Single family house (unattached)

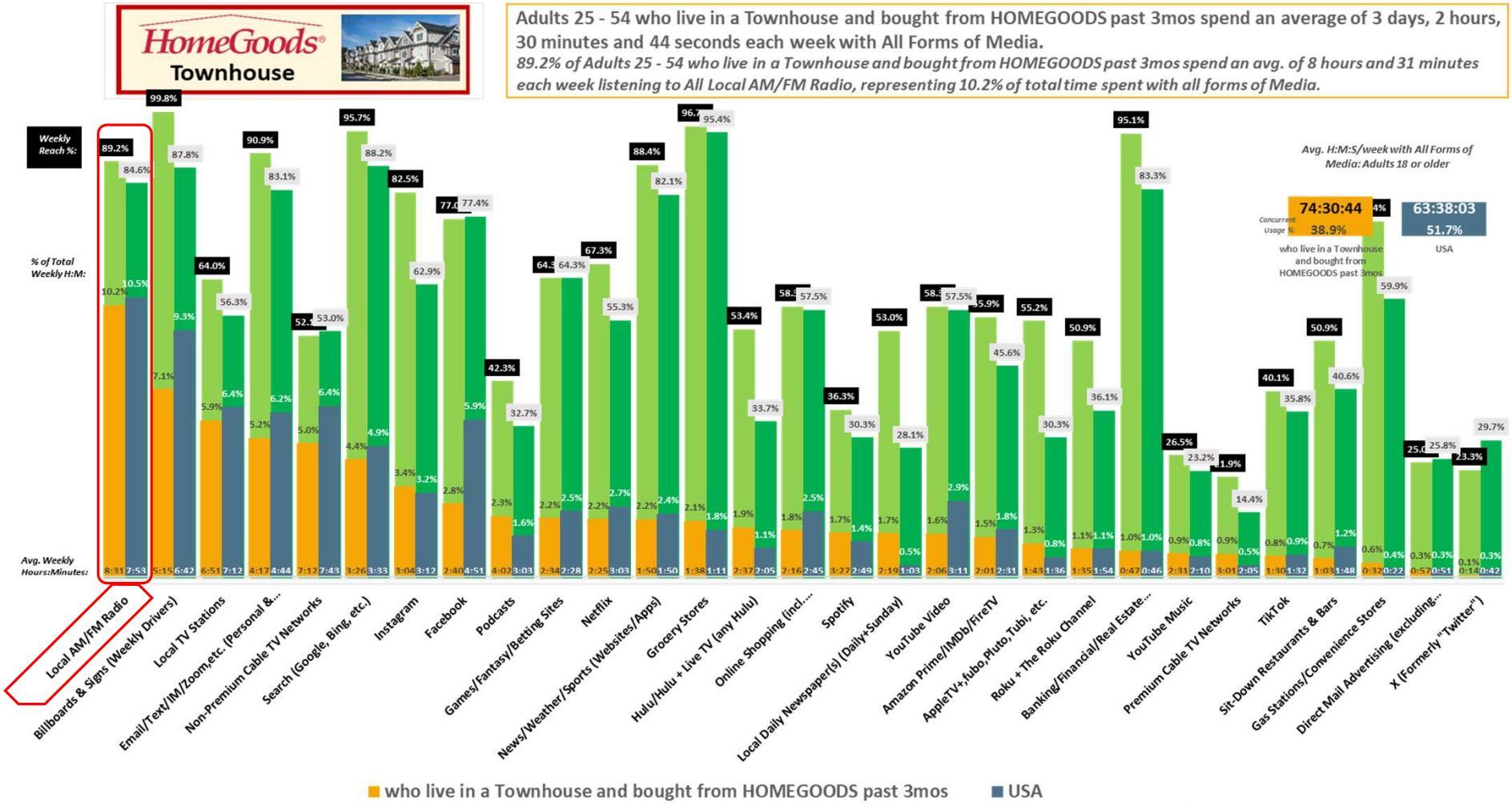


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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Condominium

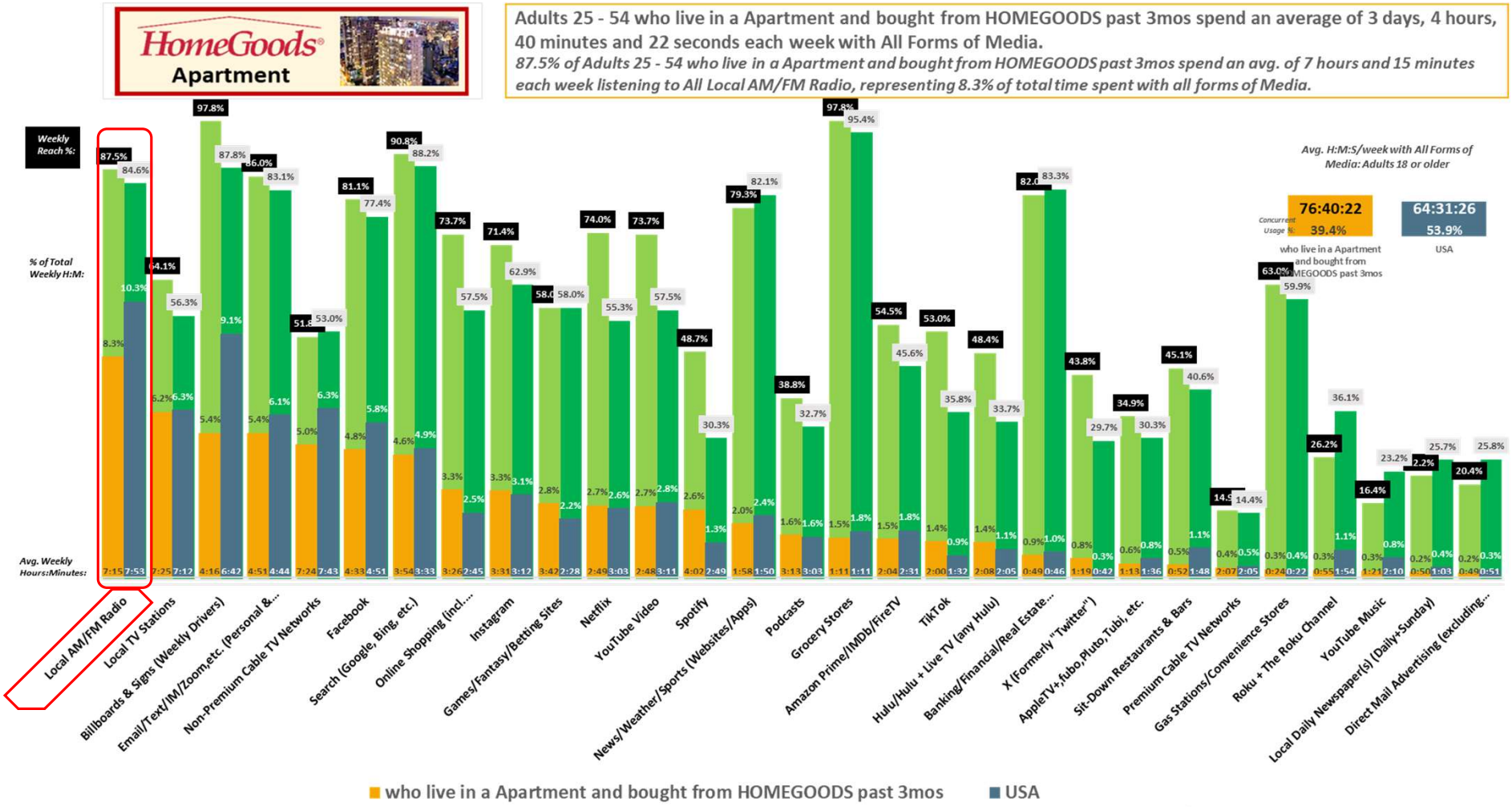


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874 USA Jan23-Feb24 USA Projection Qual Intab 9,480

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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Townhouse or attached home

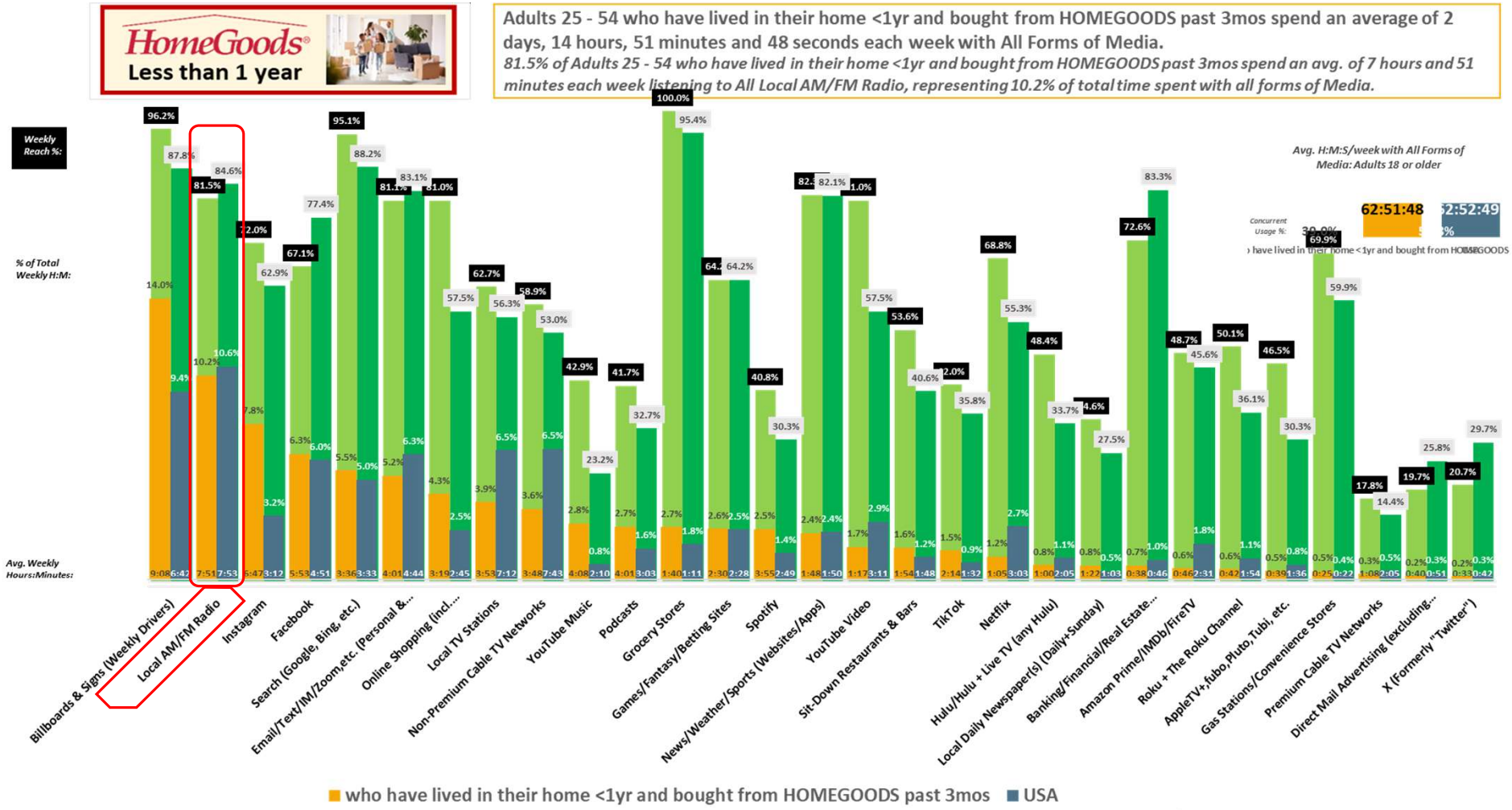


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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Apartment

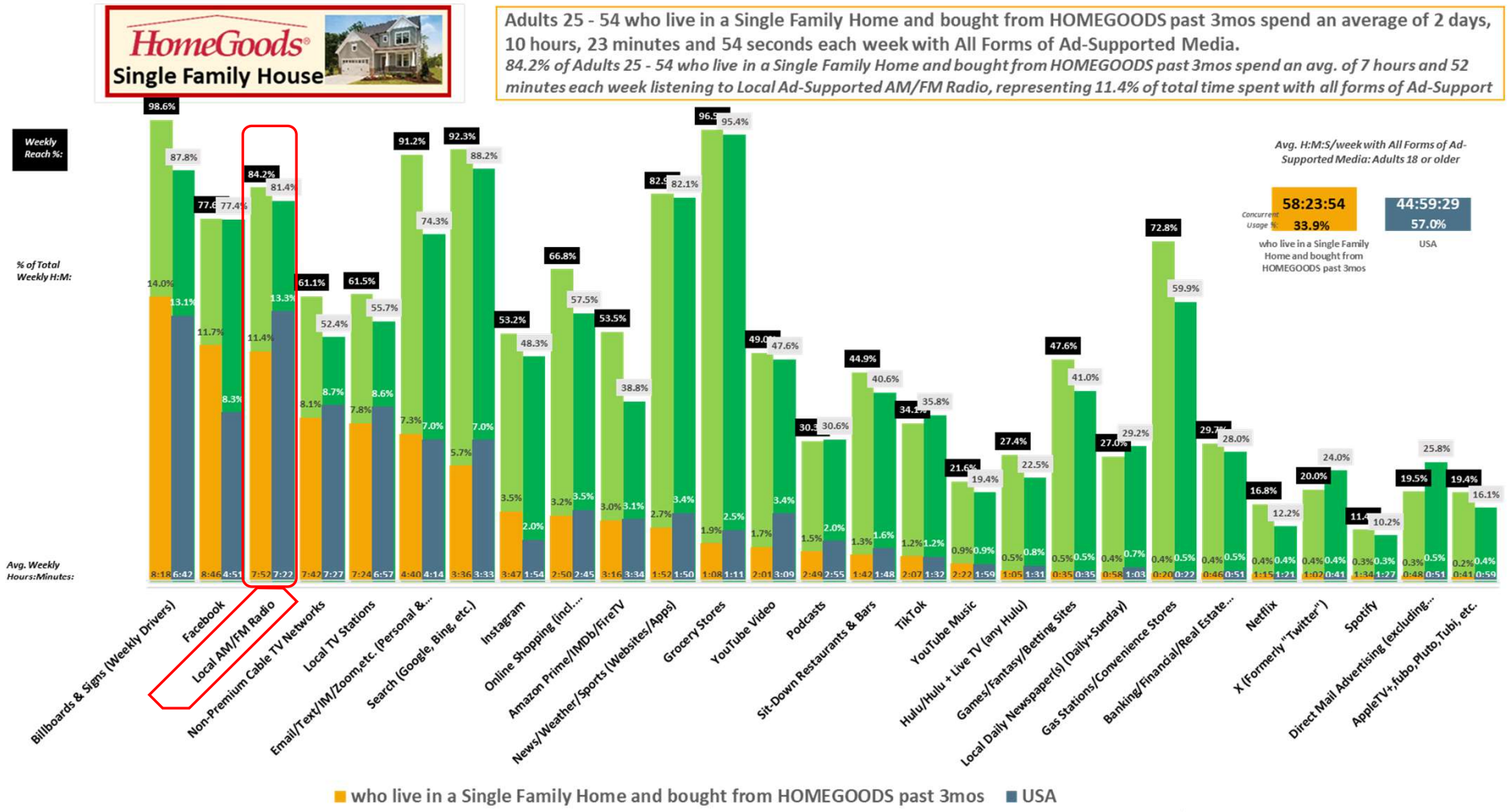


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Stores/services bought past 3 months: HomeGoods AND...Years in present home summaries (HHLD): Less than 1 year

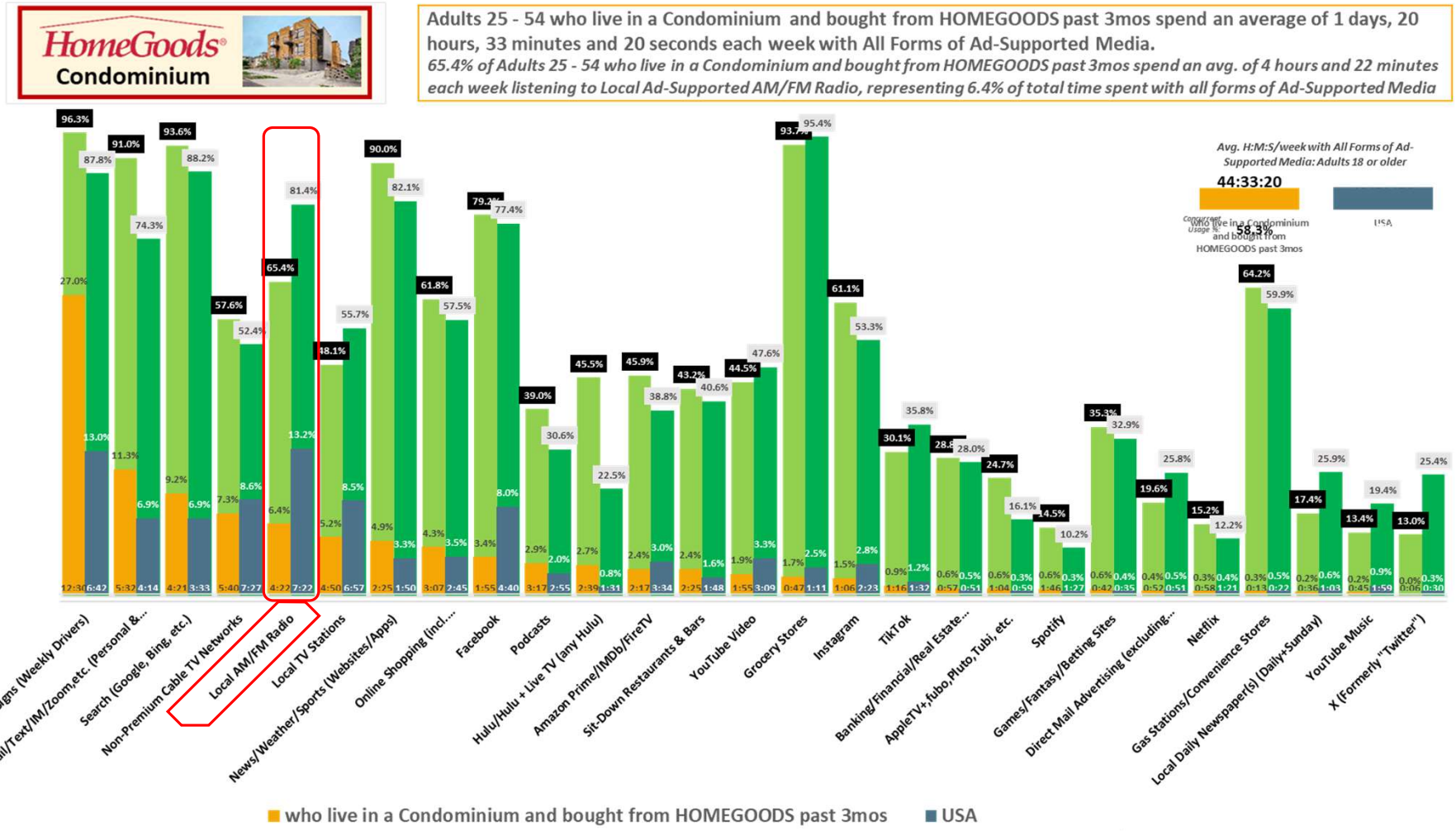


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874 USA Jan23-Feb24 USA Projection Qual Intab 9,480

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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Single family house (unattached)

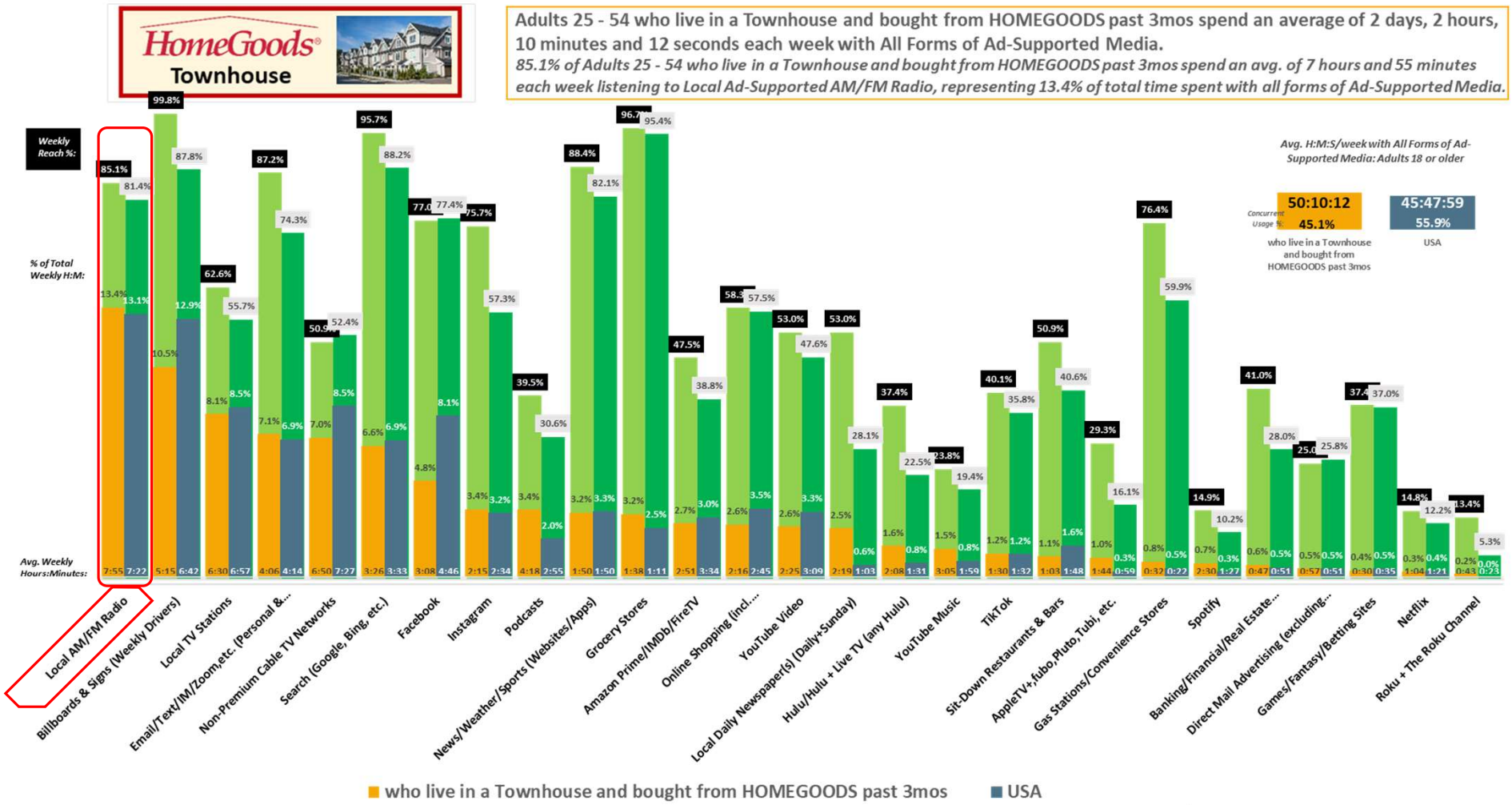


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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Condominium

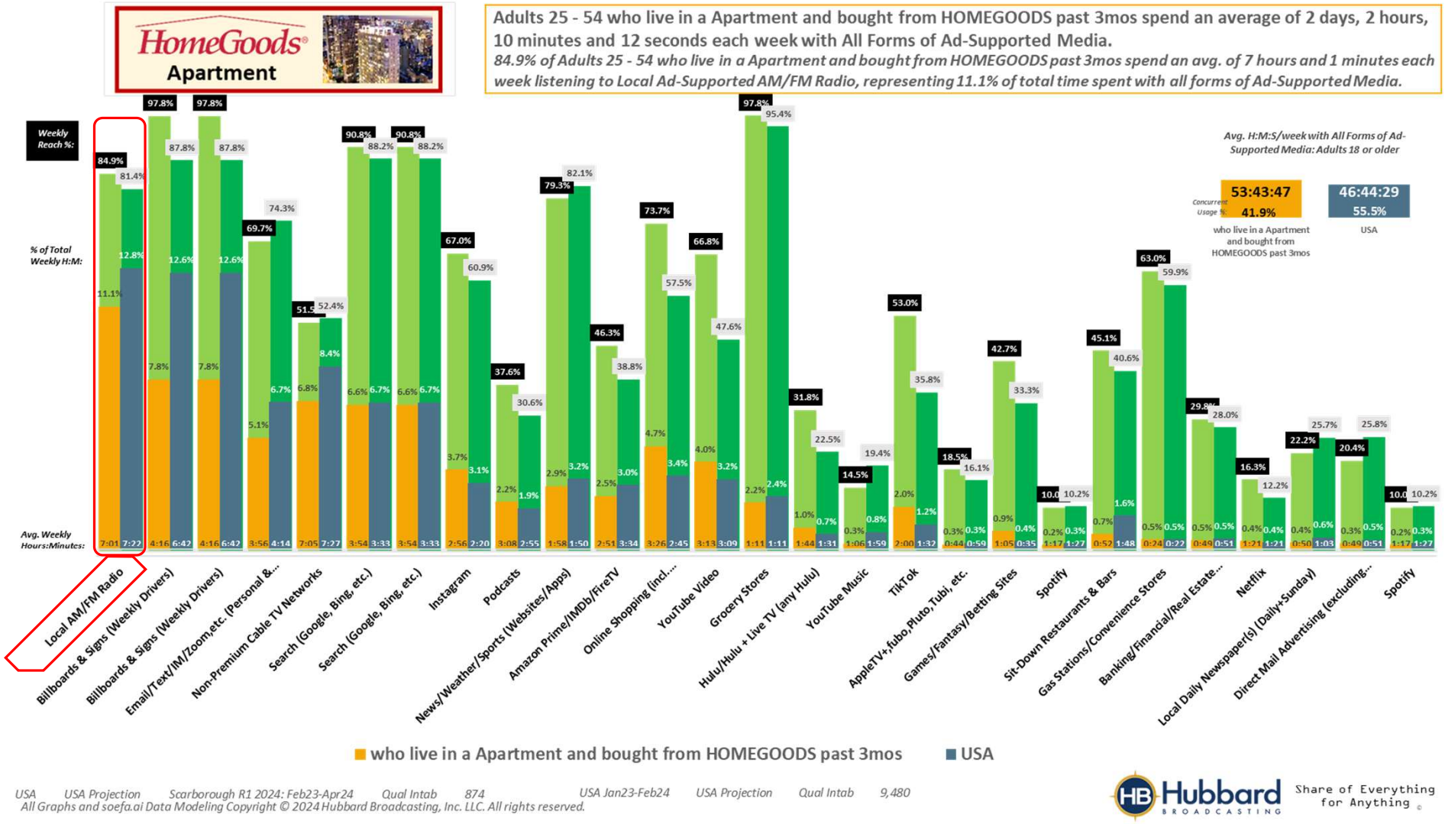


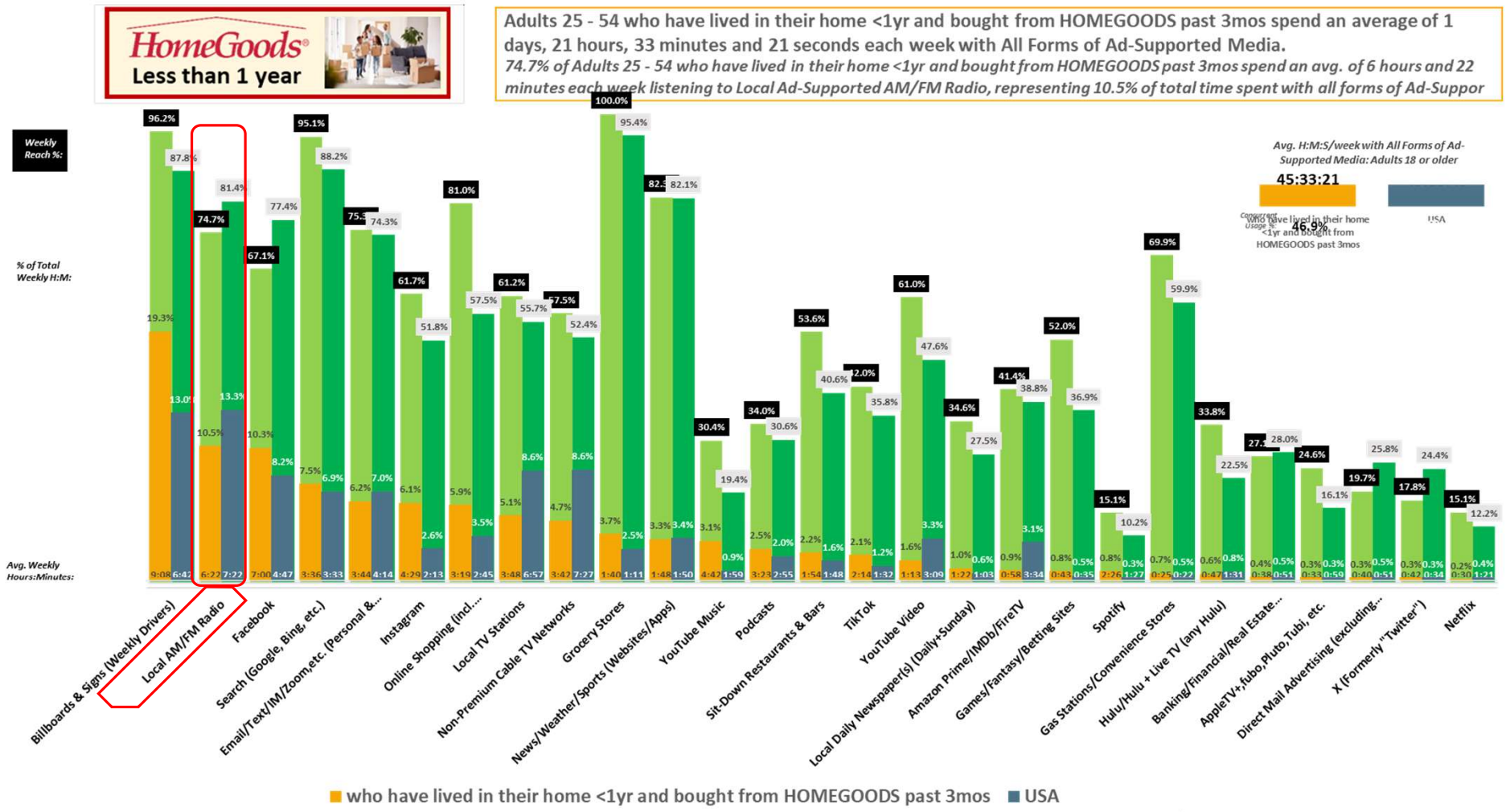
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Townhouse or attached home


HomeGoods
Apartment
Adults 25 - 54 who live in a Apartment and bought from HOMEGOODS past 3mos spend an average of 2 days, 2 hours, 10 minutes and 12 seconds each week with All Forms of Ad-Supported Media.
84.9% of Adults 25 - 54 who live in a Apartment and bought from HOMEGOODS past 3mos spend an avg. of 7 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.
Weekly Reach %:
% of Total Weekly H:M:
Avg. Weekly Hours:Minutes:
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older
Concurrent Usage %
53:43:47
41.9%
who live in a Apartment and bought from HOMEGOODS past 3mos
46:44:29
55.5%
USA
Local AM/FM Radio
Billboards & Signs (Weekly Drivers)
Billboards & Signs (Weekly Drivers)
Email/Text/IM/Zoom,etc. (Personal &...
Non-Premium Cable TV Networks
Search (Google, Bing, etc.)
Search (Google, Bing, etc.)
Instagram
Podcasts
News/Weather/Sports (Websites/Apps)
Amazon Prime/IMDb/FireTV
Online Shopping (incl....
YouTube Video
Grocery Stores
Hulu/Hulu + Live TV (any Hulu)
YouTube Music
TikTok
AppleTV+,fubo,Pluto,Tubi, etc.
Games/Fantasy/Betting Sites
Spotify
Sit-Down Restaurants & Bars
Gas Stations/Convenience Stores
Banking/Financial/Real Estate...
Netflix
Local Daily Newspaper(s) (Daily+Sunday)
Direct Mail Advertising (excluding...
Spotify
who live in a Apartment and bought from HOMEGOODS past 3mos
USA
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Apartment



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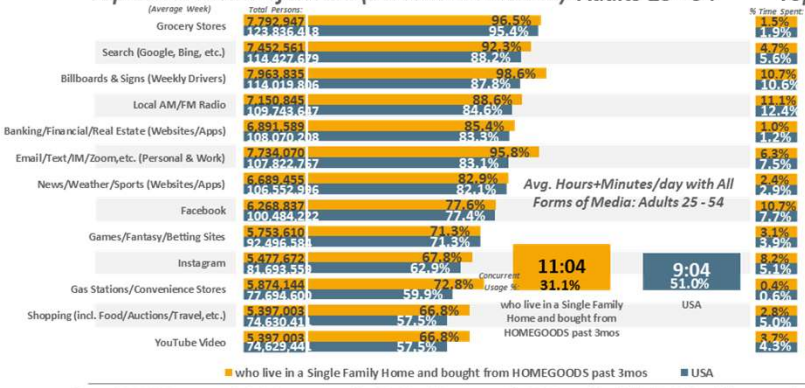
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Stores/services bought past 3 months: HomeGoods AND...Years in present home summaries (HHLD): Less than 1 year

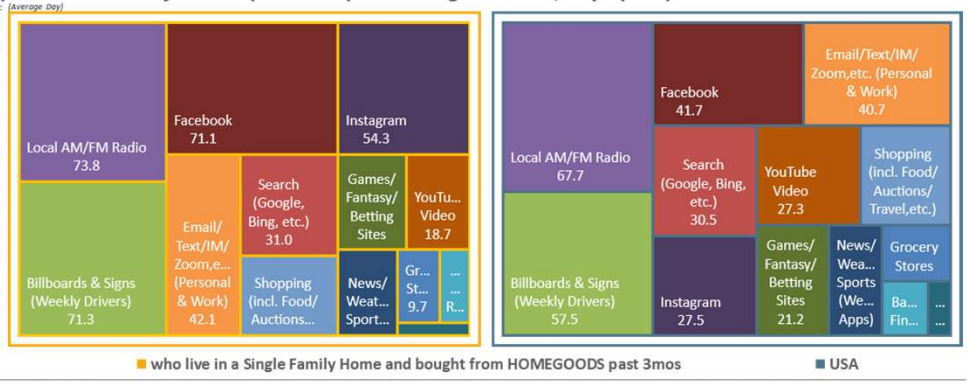


Adults 25 - 54 who live in a Single Family Home and bought from HOMEGOODS past 3mos spend an average of 8 hours and 20 minutes each day with All Forms of Ad-Supported Media. 84.2% listen to Local AM/FM Radio for an avg. of 67.5 minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

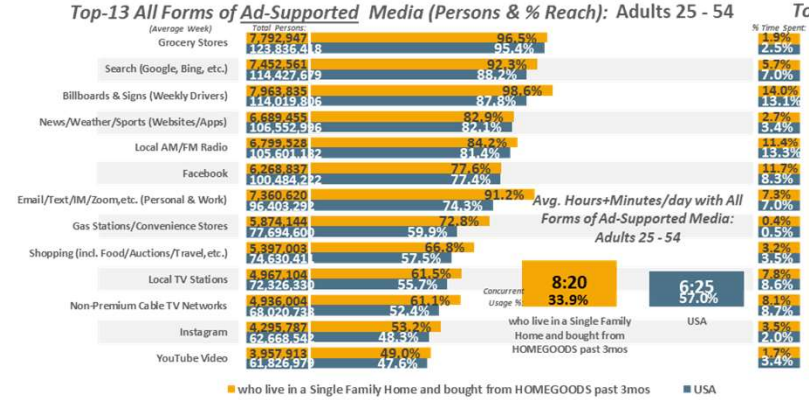
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



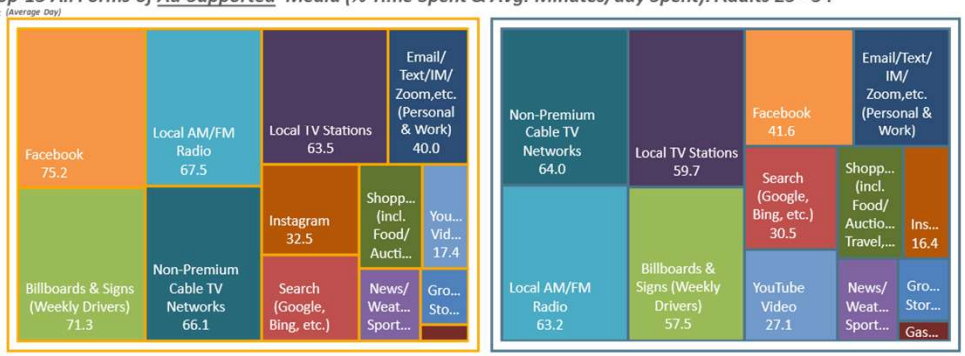
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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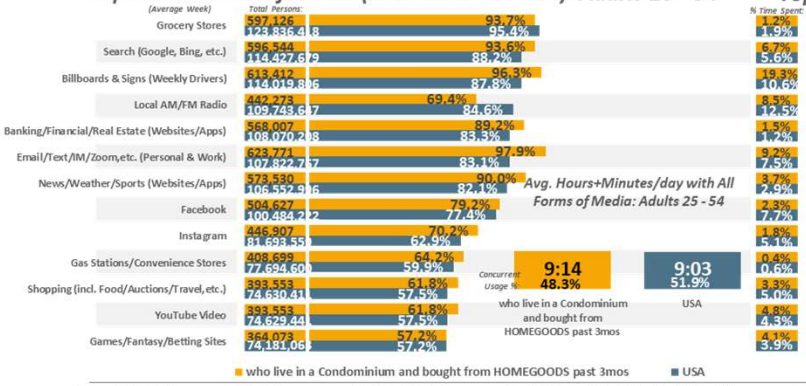
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Single family house (unattached)

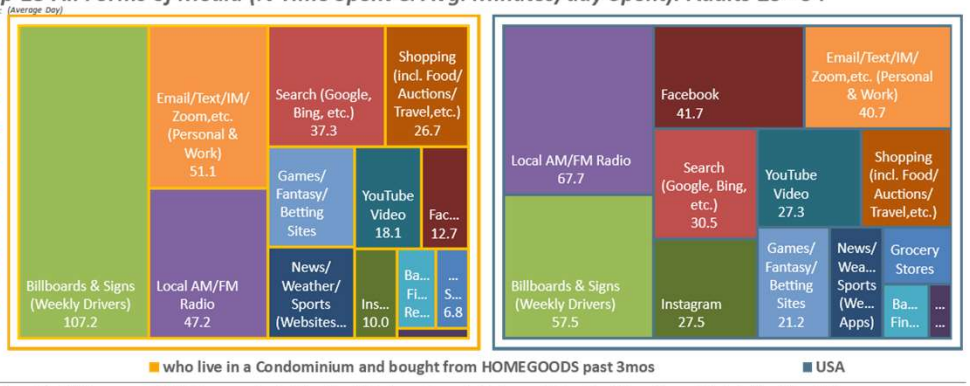


Adults 25 - 54 who live in a Condominium and bought from HOMEGOODS past 3mos spend an average of 6 hours and 21 minutes each day with All Forms of Ad-Supported Media. 65.4% listen to Local AM/FM Radio for an avg. of 37.5 minutes/day. *(Local Radio delivers 6.4% of Time with Ad-Supported Media.)*

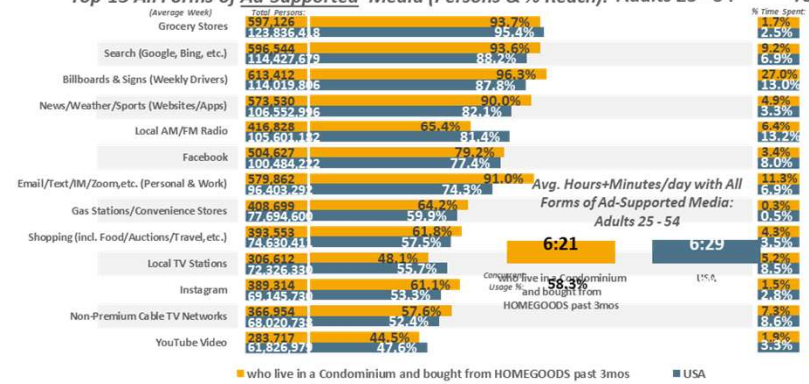
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



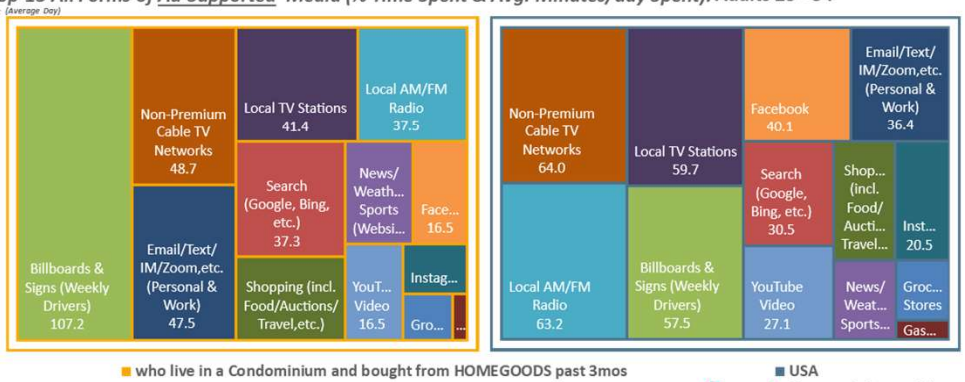
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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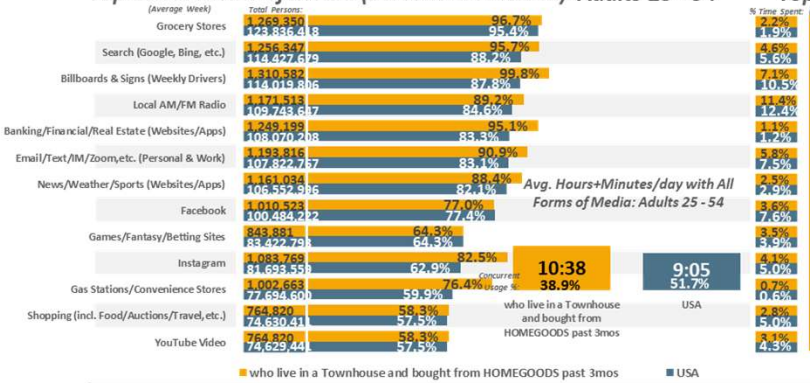
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Condominium

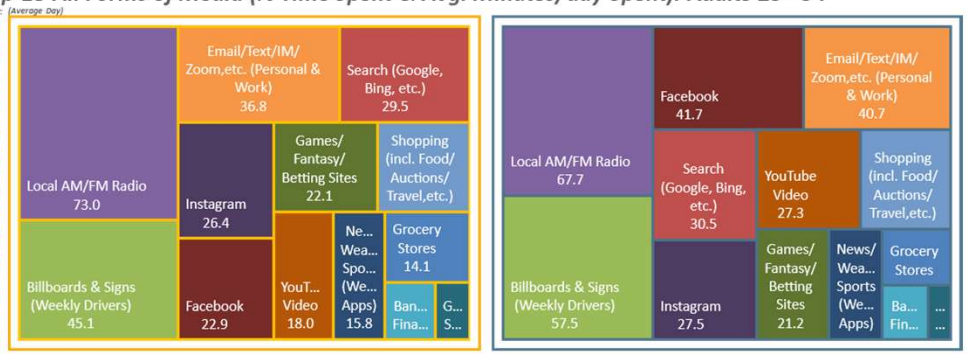


Adults 25 - 54 who live in a Townhouse and bought from HOMEGOODS past 3mos spend an average of 7 hours and 10 minutes each day with All Forms of Ad-Supported Media. 85.1% listen to Local AM/FM Radio for an avg. of 67.9 minutes/day. *(Local Radio delivers 13.4% of Time with Ad-Supported Media.)*

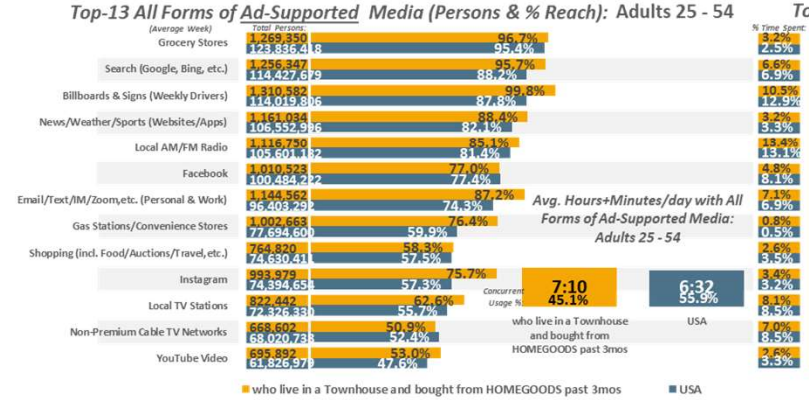
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



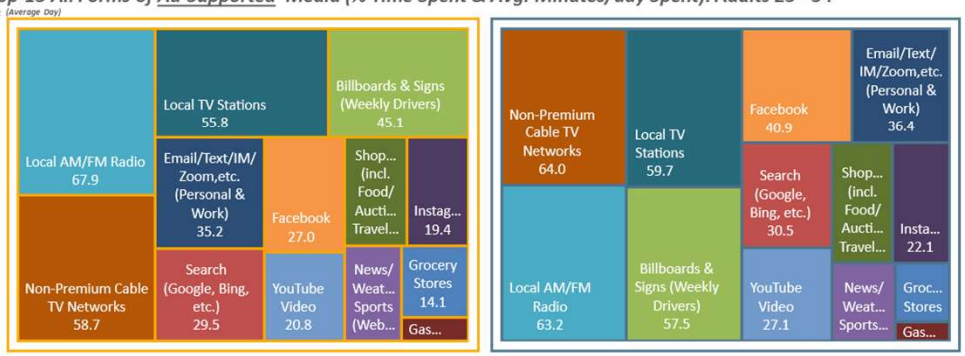
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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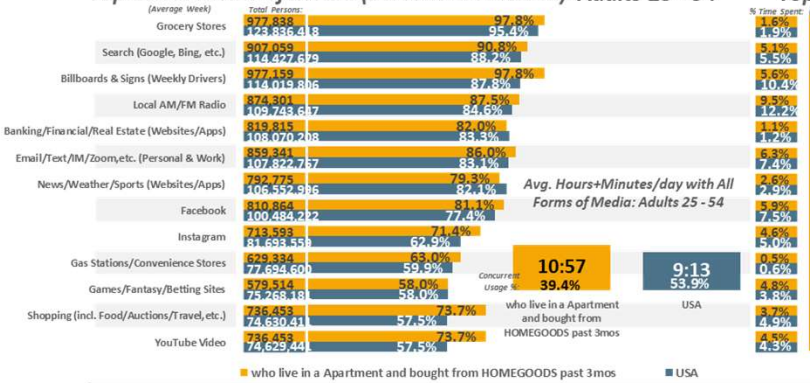
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Townhouse or attached home

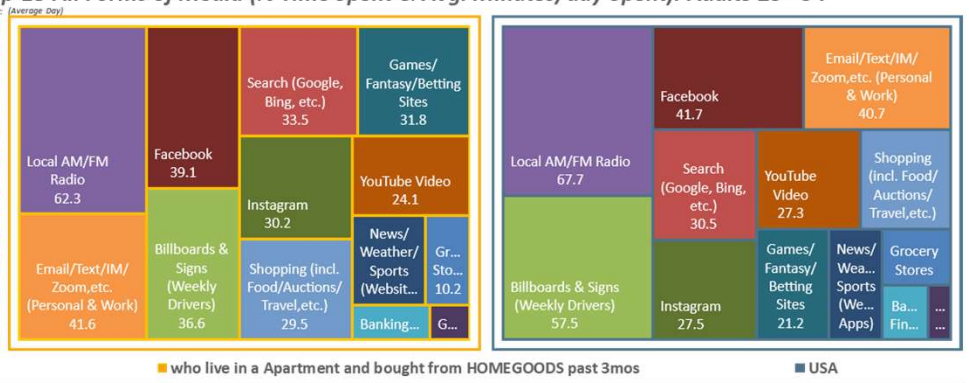


Adults 25 - 54 who live in a Apartment and bought from HOMEGOODS past 3mos spend an average of 7 hours and 40 minutes each day with All Forms of Ad-Supported Media. 84.9% listen to Local AM/FM Radio for an avg. of 60.1 minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

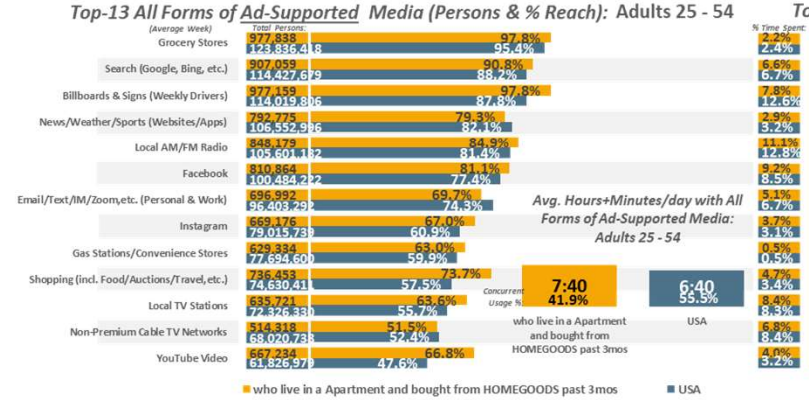
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



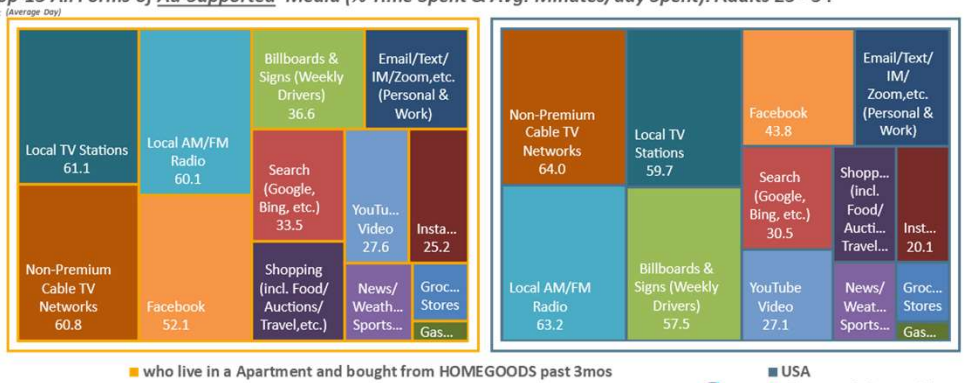
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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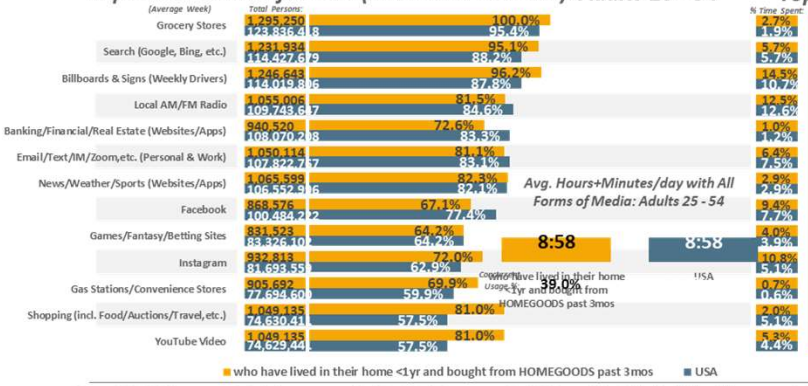
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Apartment

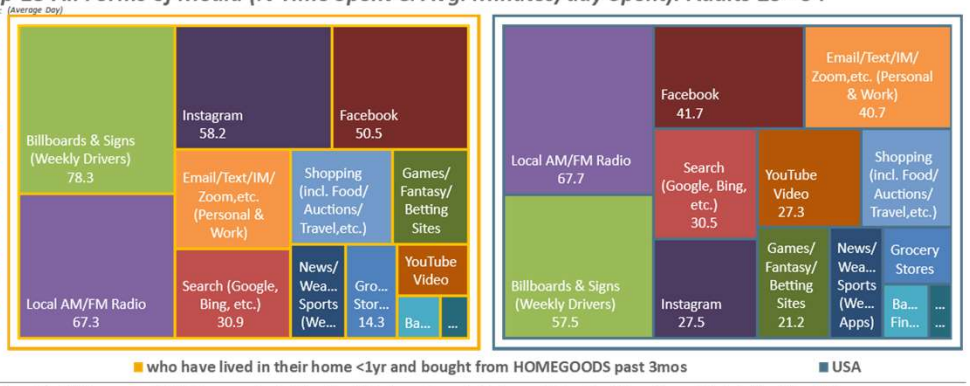


Adults 25 - 54 who have lived in their home <1yr and bought from HOMEGOODS past 3mos spend an average of 6 hours and 30 minutes each day with All Forms of Ad-Supported Media. 74.7% listen to Local AM/FM Radio for an avg. of 54.7 minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

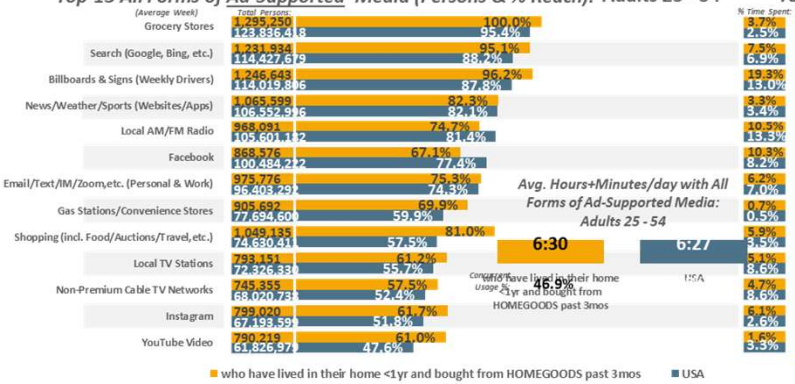
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



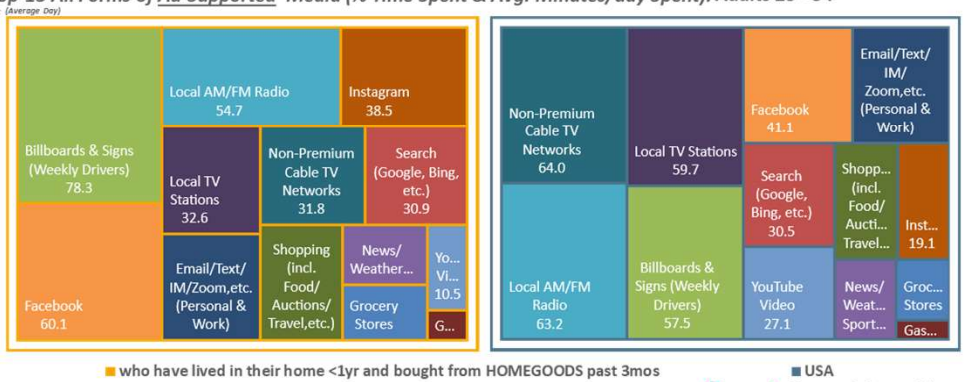
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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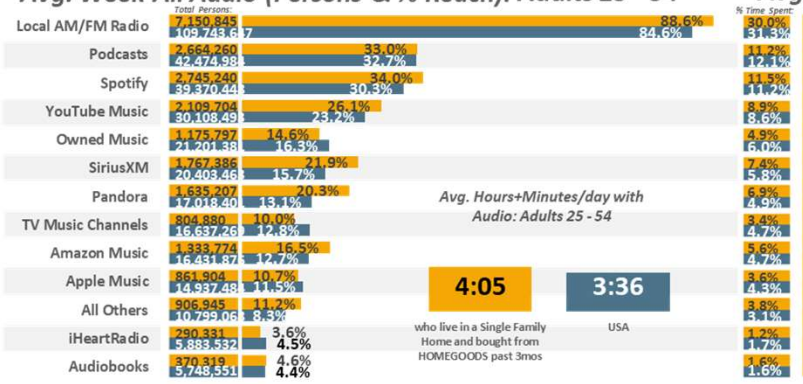
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Stores/services bought past 3 months: HomeGoods AND...Years in present home summaries (HHLD): Less than 1 year

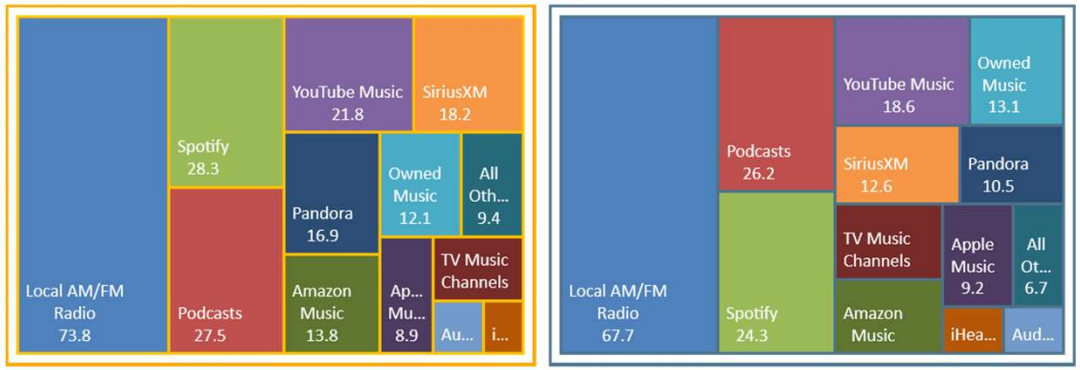
HomeGoods®
Single Family House

6,799,528 or 84.2% of Adults 25 - 54 who live in a Single Family Home and bought from HOMEGOODS past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 67.5 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

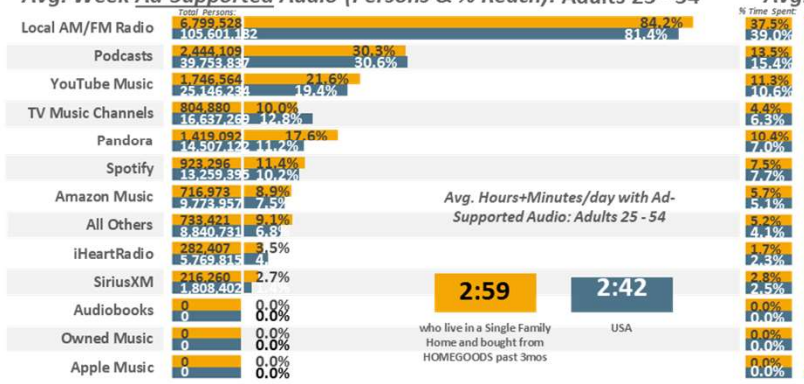
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



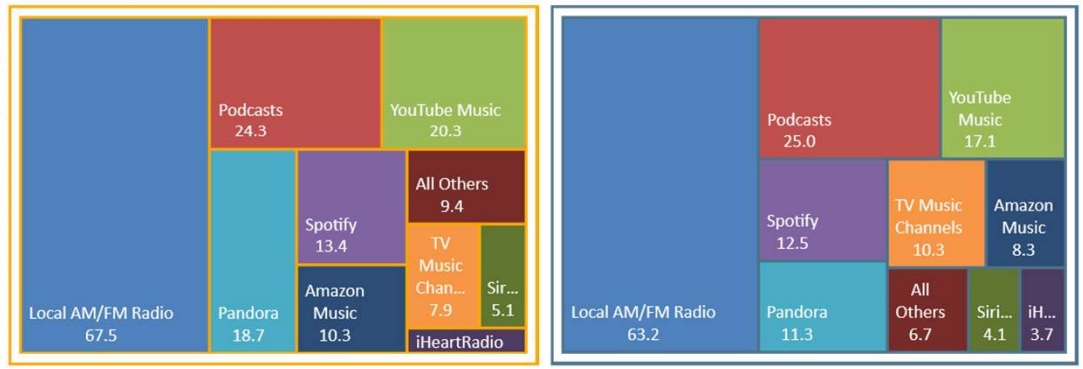
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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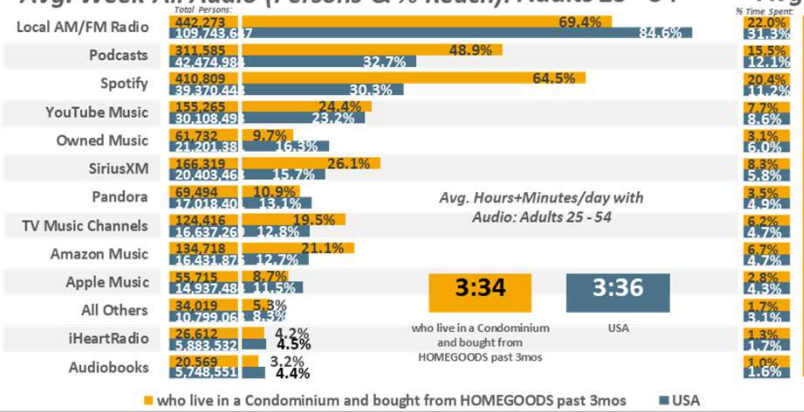
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Single family house (unattached)

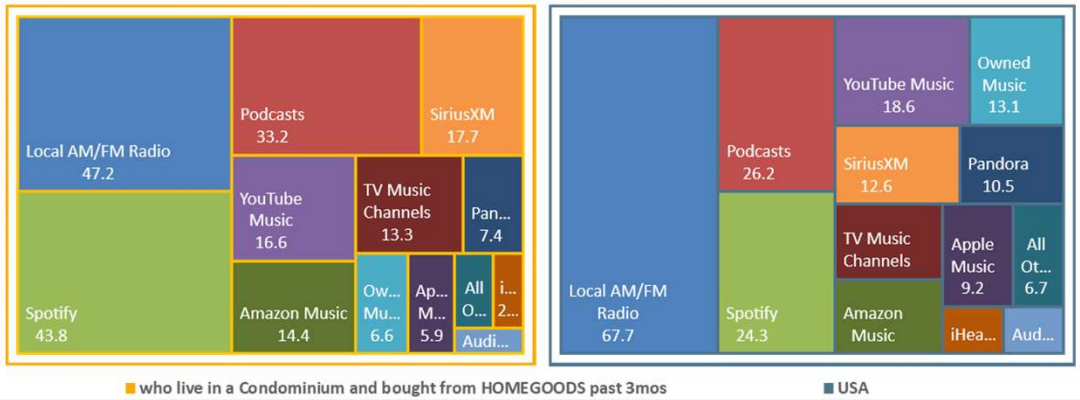


416,828 or 65.4% of Adults 25 - 54 who live in a Condominium and bought from HOMEGOODS past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 37.5 minutes every day representing 27.6% of all time spent daily with Ad-Supported Audio.

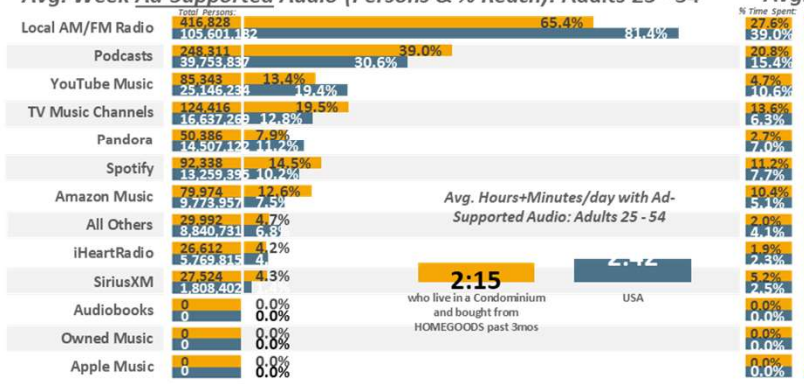
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



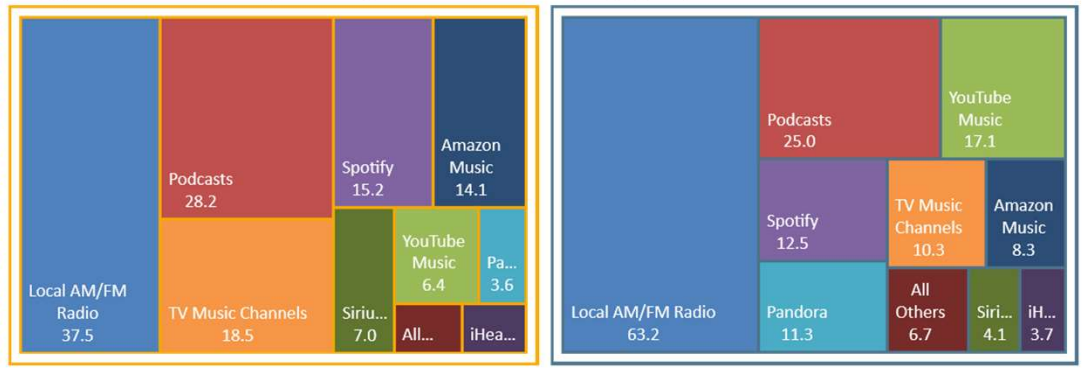
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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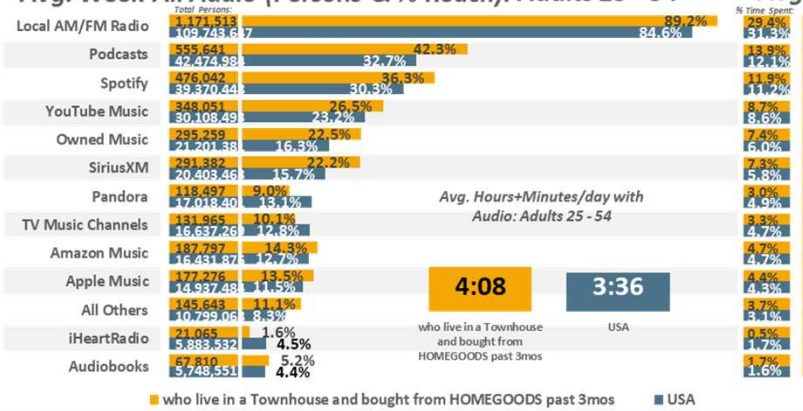
Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Condominium

HomeGoods Townhouse

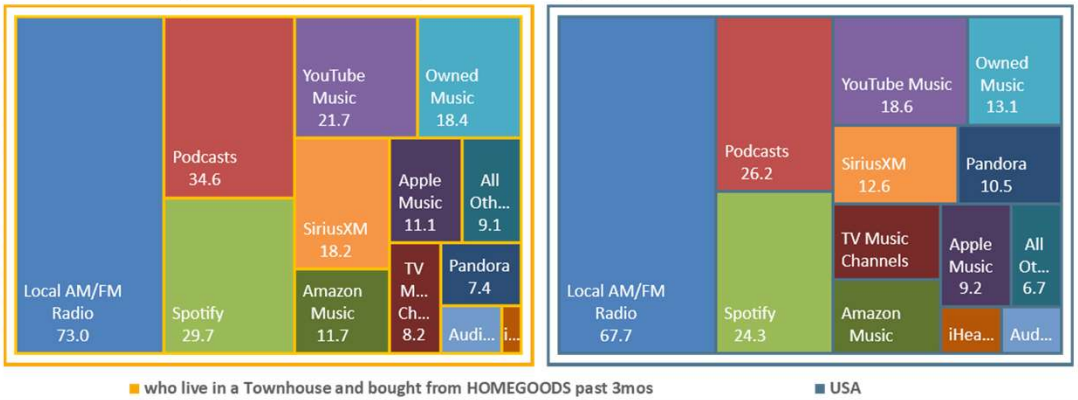


1,116,750 or 85.1% of Adults 25 - 54 who live in a Townhouse and bought from HOMEGOODS past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 67.9 minutes every day representing 36.8% of all time spent daily with Ad-Supported Audio.

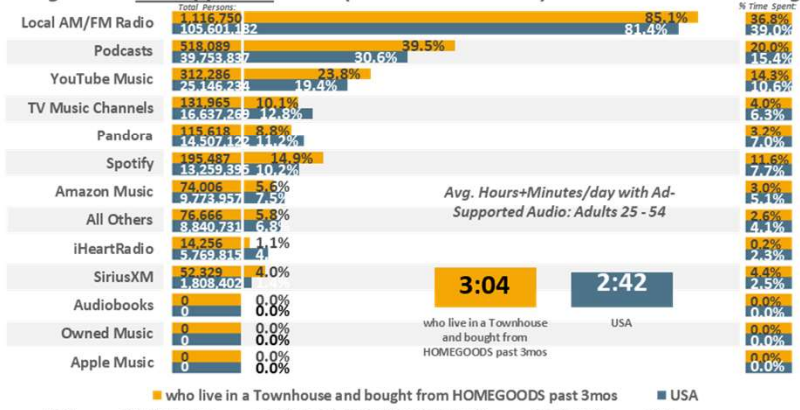
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



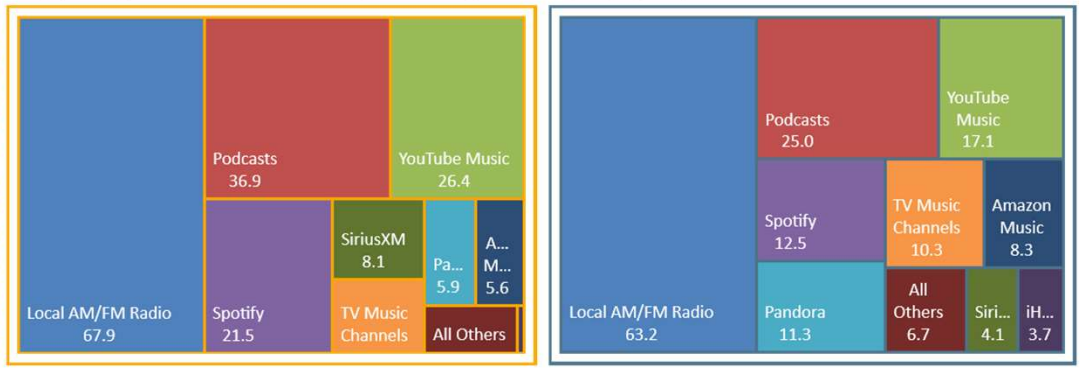
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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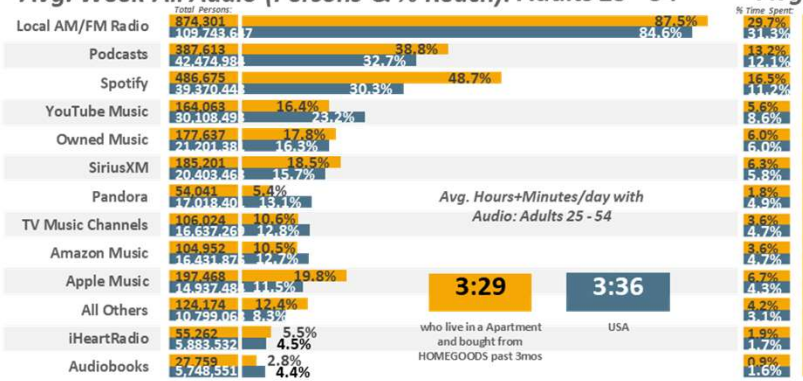
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Stores/services bought past 3 months: HomeGoods AND…Type of dwelling (HHLD): Townhouse or attached home

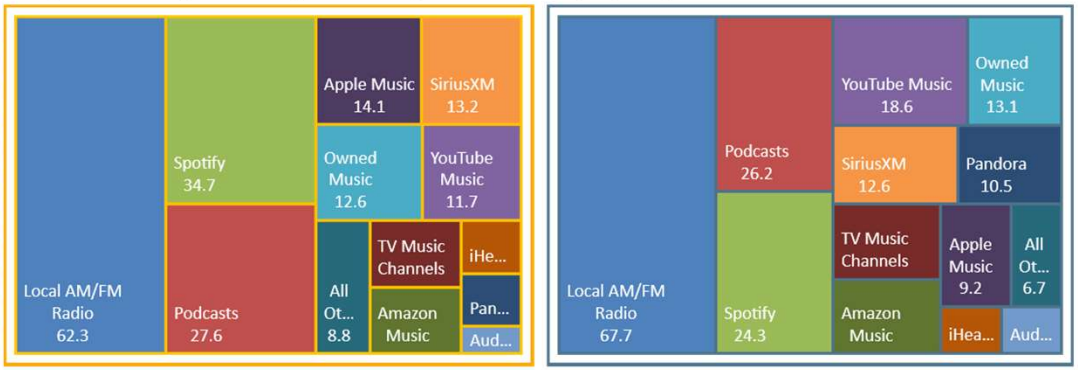


848,179 or 84.9% of Adults 25 - 54 who live in a Apartment and bought from HOMEGOODS past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 42.9% of all time spent daily with Ad-Supported Audio.

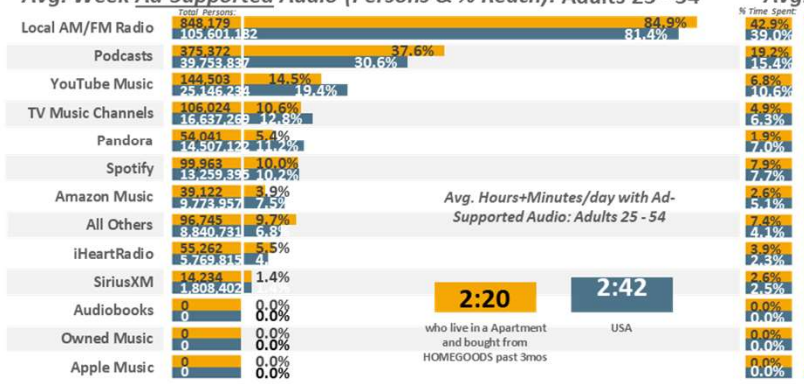
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



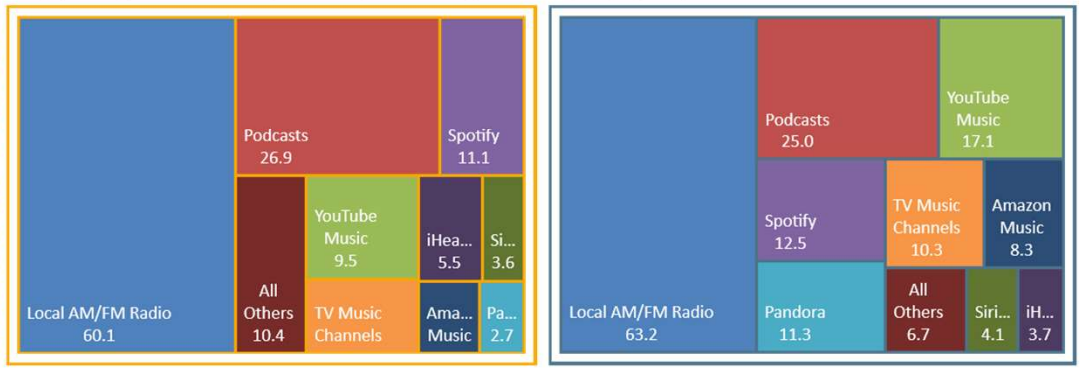
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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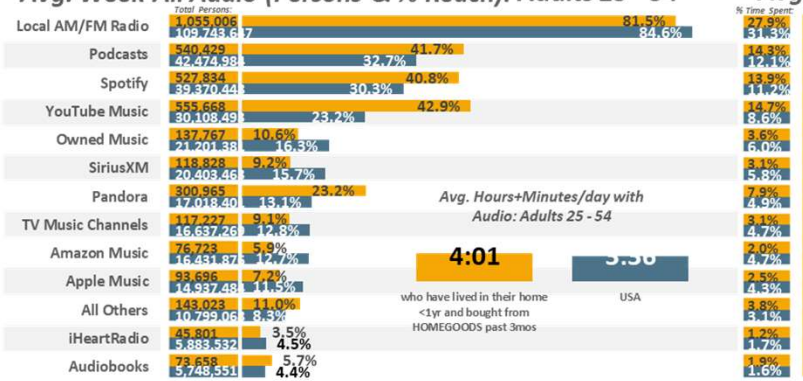
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Apartment

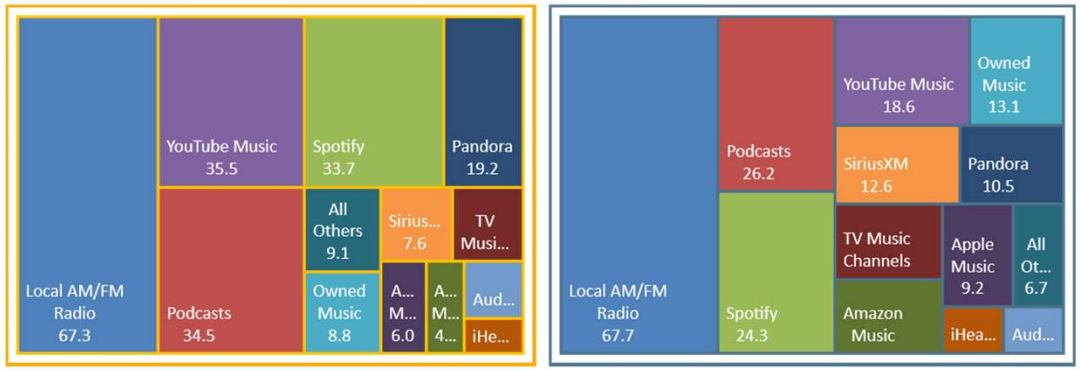


968,091 or 74.7% of Adults 25 - 54 who have lived in their home <1yr and bought from HOMEGOODS past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 54.7 minutes every day representing 27.6% of all time spent daily with Ad-Supported Audio.

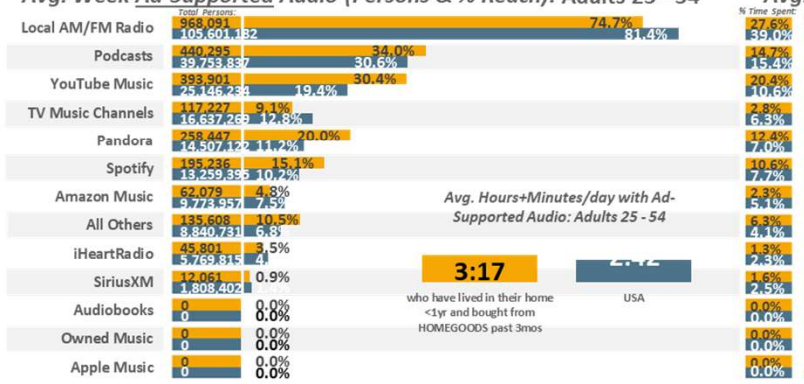
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



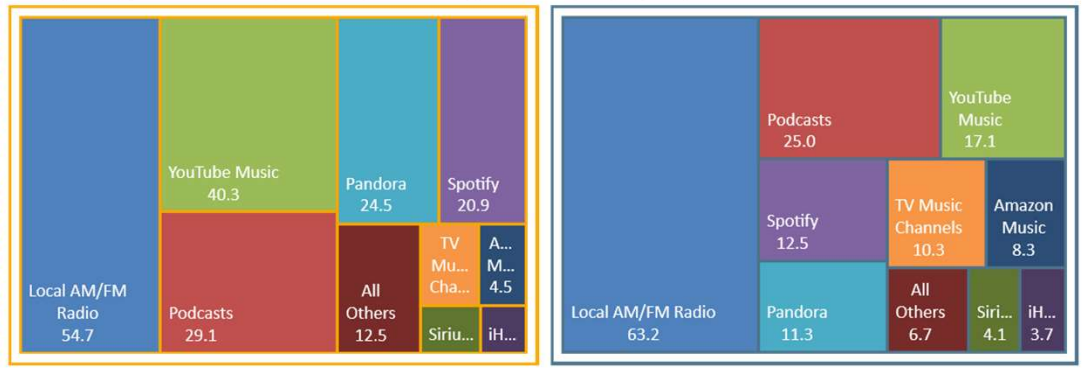
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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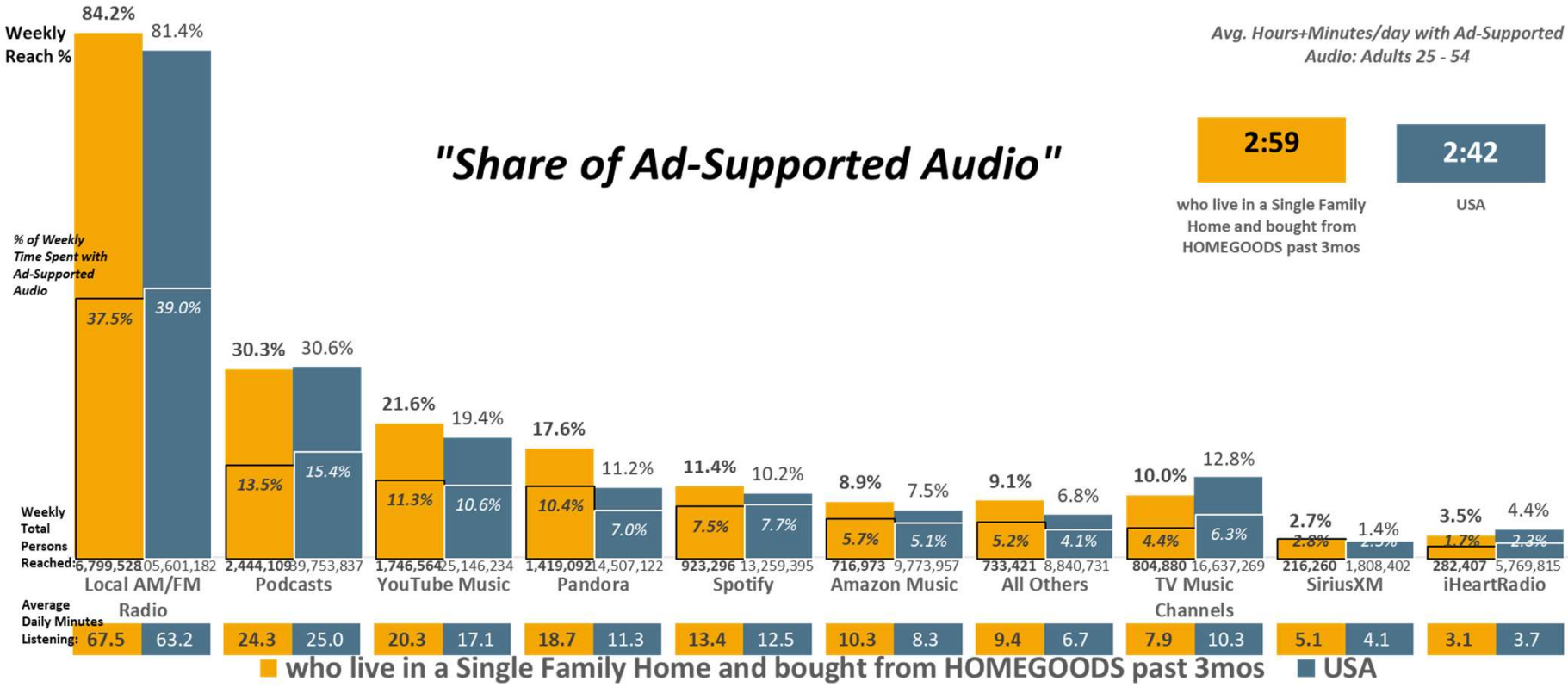
USA Jan23-Feb24 USA Projection Qual Intab 9,480

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Stores/services bought past 3 months: HomeGoods AND...Years in present home summaries (HHLD): Less than 1 year

HomeGoods
Single Family House

6,799,528 or 84.2% of Adults 25 - 54 who live in a Single Family Home and bought from HOMEGOODS past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 67.5 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.



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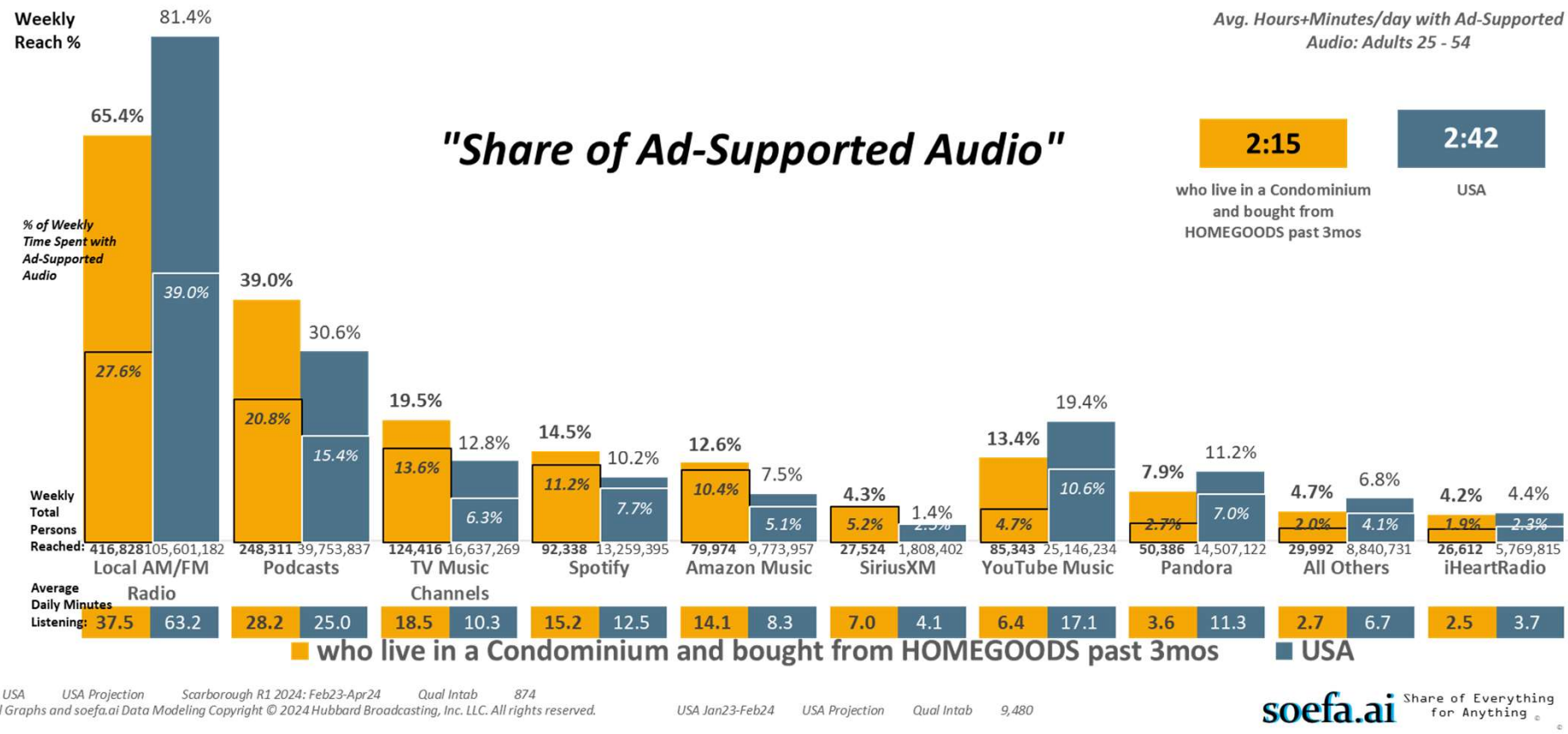
USA Jan23-Feb24 USA Projection Qual Intab 9,480

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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Single family house (unattached)



416,828 or 65.4% of Adults 25 - 54 who live in a Condominium and bought from HOMEGOODS past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 37.5 minutes every day representing 27.6% of all time spent daily with Ad-Supported Audio.



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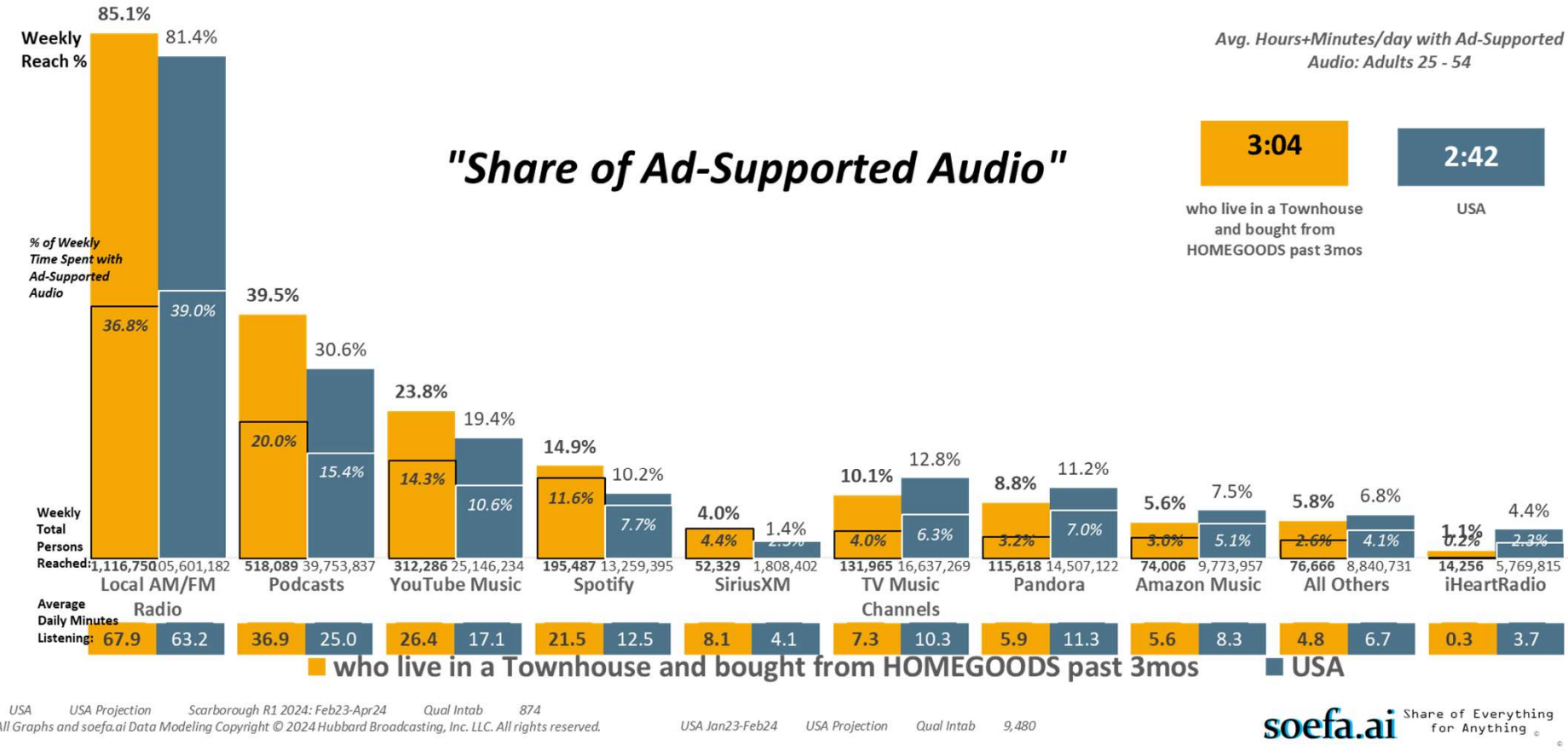
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Condominium

HomeGoods Townhouse

1,116,750 or 85.1% of Adults 25 - 54 who live in a Townhouse and bought from HOMEGOODS past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 67.9 minutes every day representing 36.8% of all time spent daily with Ad-Supported Audio.



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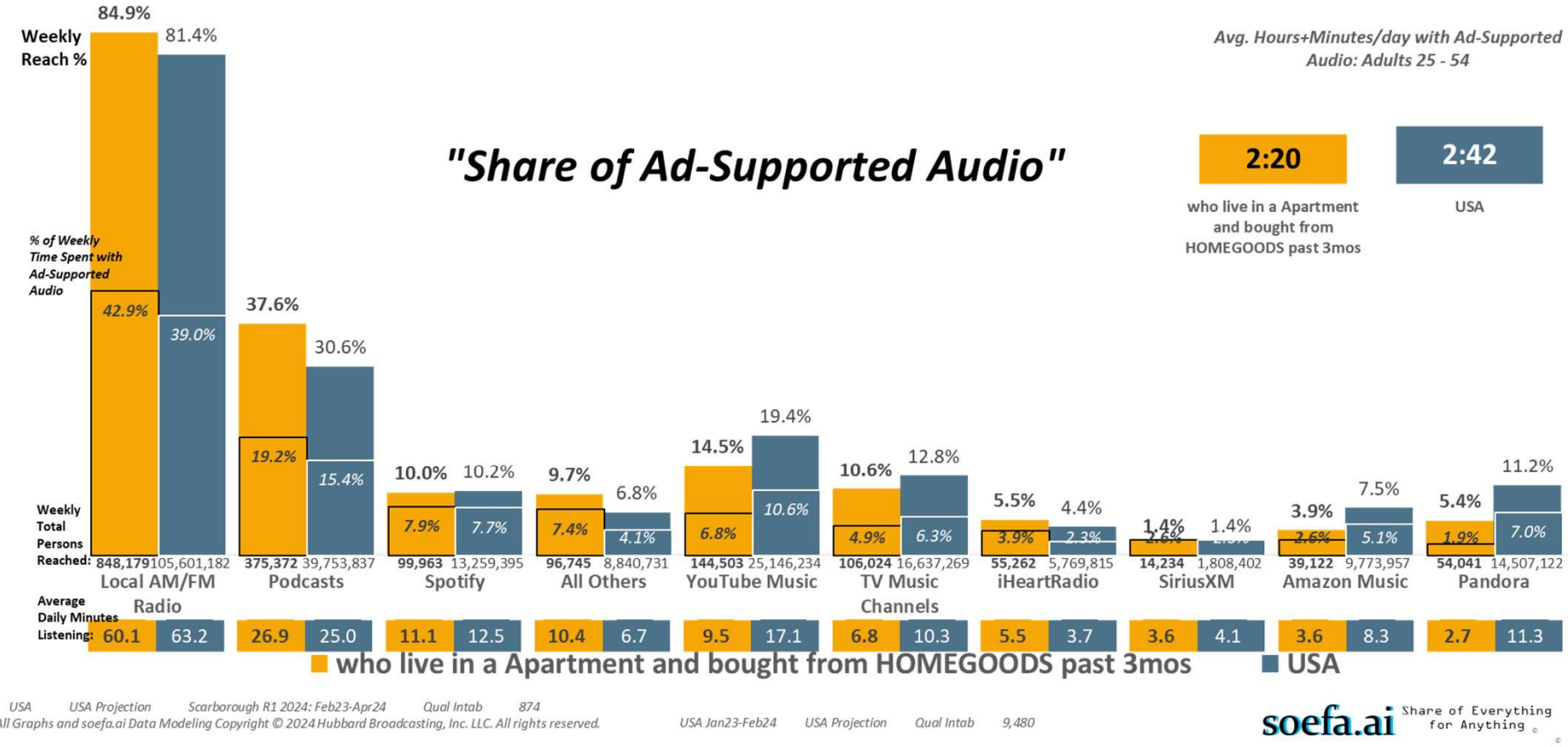
USA Jan23-Feb24 USA Projection Qual Intab 9,480

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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Townhouse or attached home



848,179 or 84.9% of Adults 25 - 54 who live in a Apartment and bought from HOMEGOODS past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 42.9% of all time spent daily with Ad-Supported Audio.



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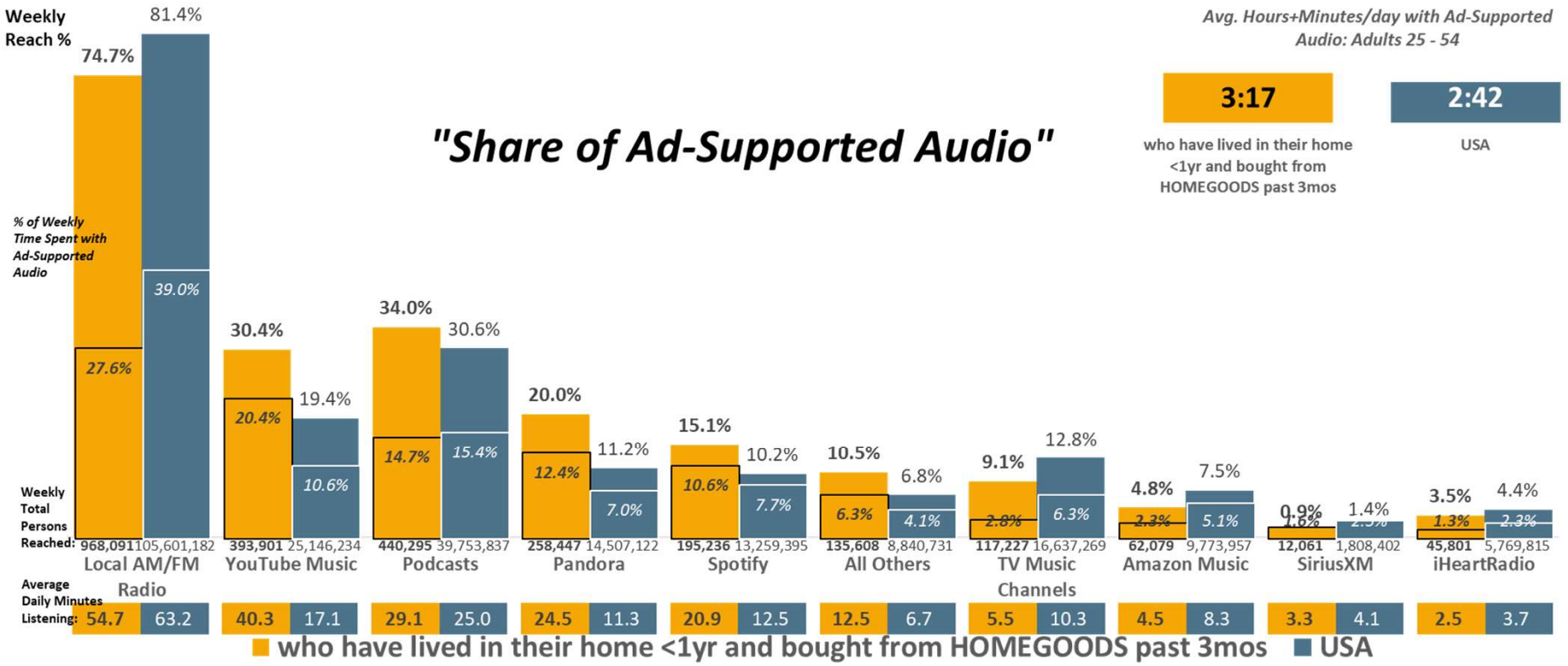
USA Jan23-Feb24 USA Projection Qual Intab 9,480

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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Apartment



968,091 or 74.7% of Adults 25 - 54 who have lived in their home <1yr and bought from HOMEGOODS past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 54.7 minutes every day representing 27.6% of all time spent daily with Ad-Supported Audio.



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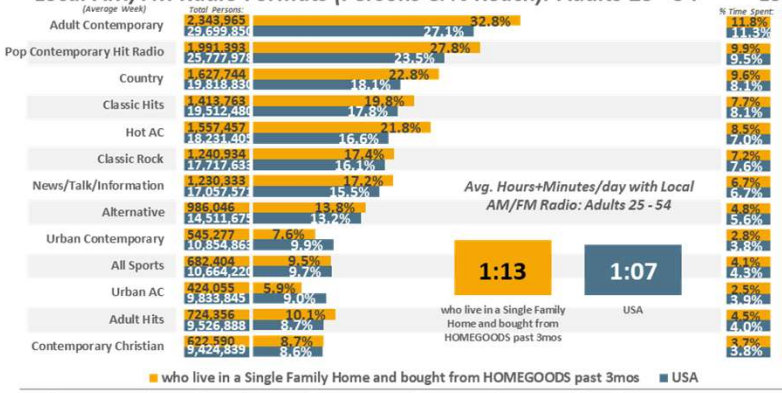
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Stores/services bought past 3 months: HomeGoods AND...Years in present home summaries (HHLD): Less than 1 year

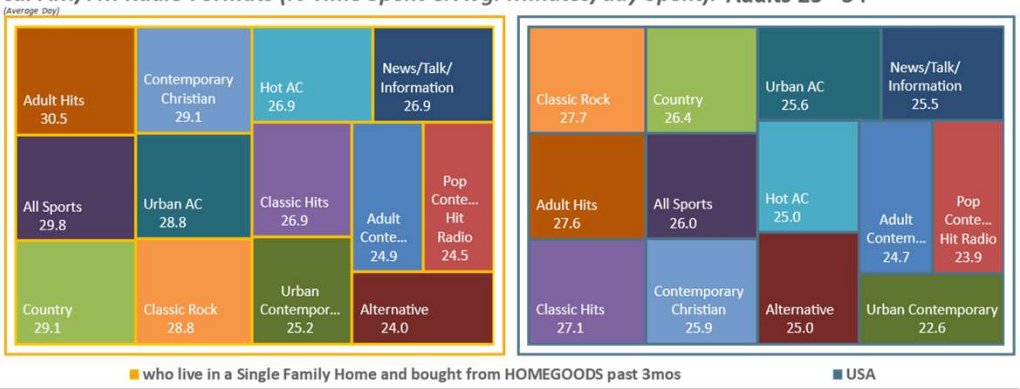


6,799,528 or 84.2% of Adults 25 - 54 who live in a Single Family Home and bought from HOMEGOODS past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Hot AC, and Classic Hits.

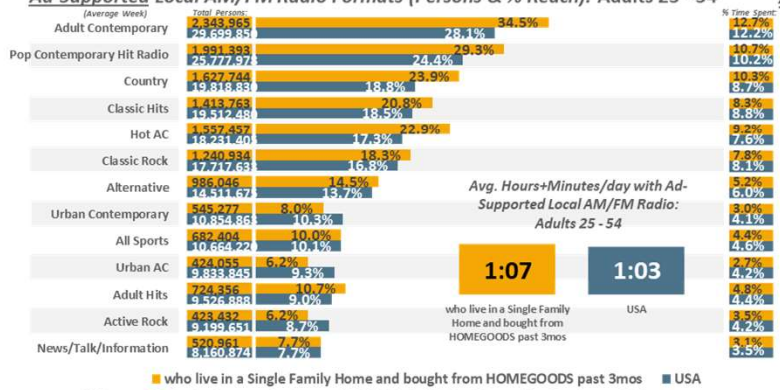
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



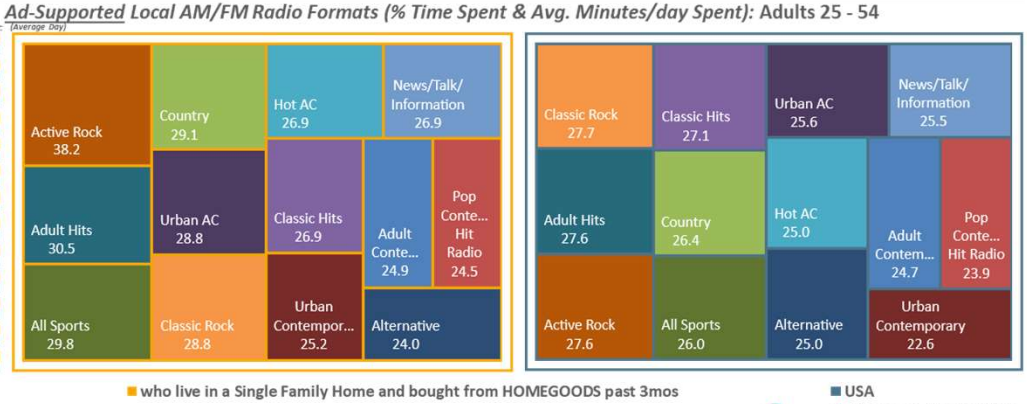
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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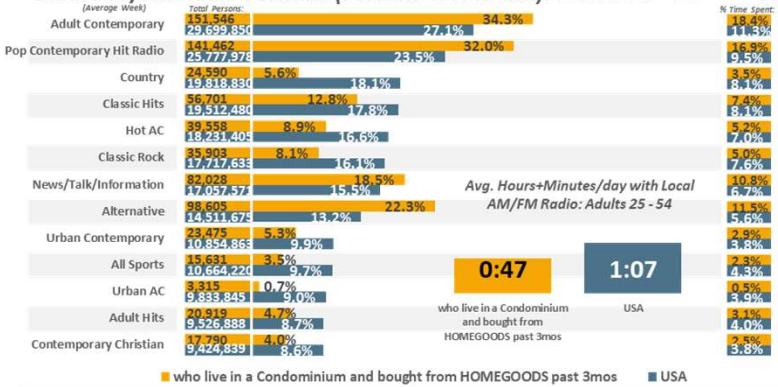
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Single family house (unattached)

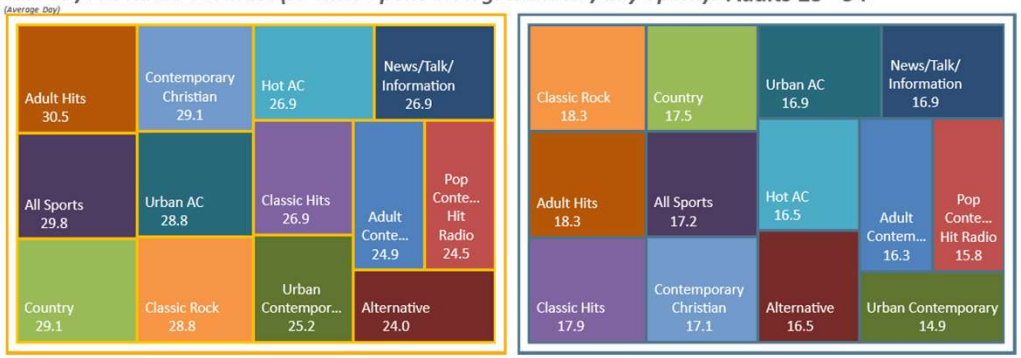


416,828 or 65.4% of Adults 25 - 54 who live in a Condominium and bought from HOMEGOODS past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Alternative, Classic Hits, and Hot AC.

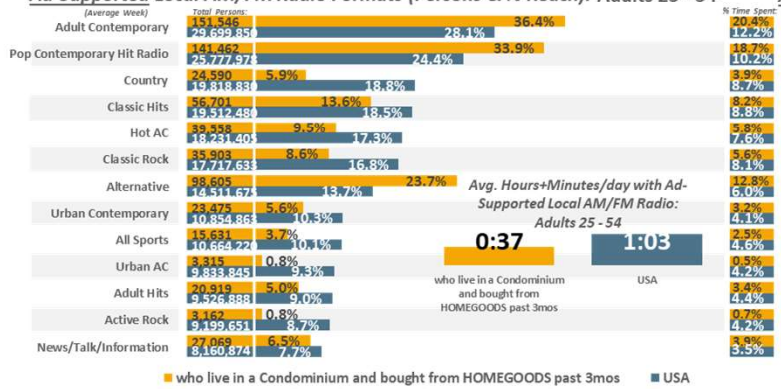
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



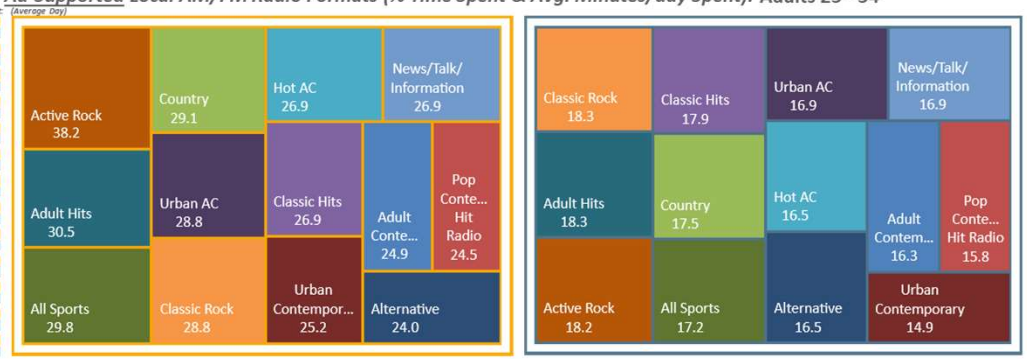
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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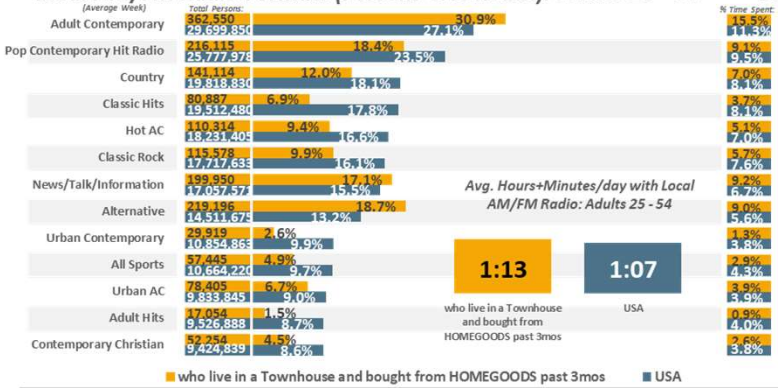
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Condominium

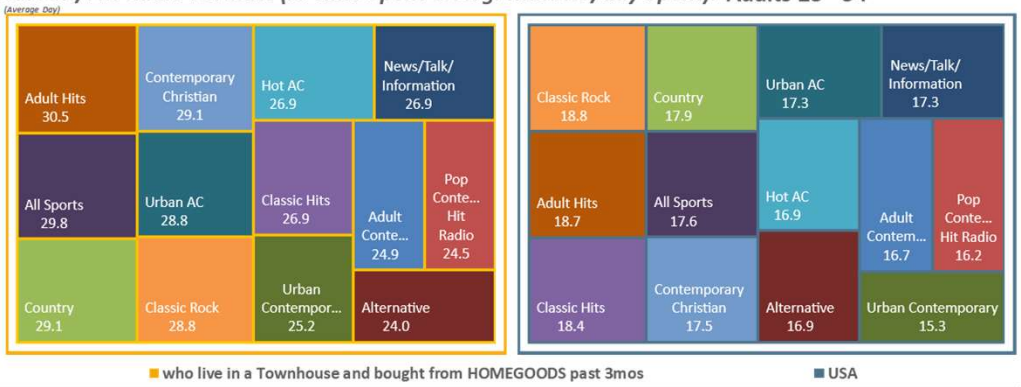


1,116,750 or 85.1% of Adults 25 - 54 who live in a Townhouse and bought from HOMEGOODS past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Alternative, Pop Contemporary Hit Radio, Rhythmic Contemporary Hit Radio,

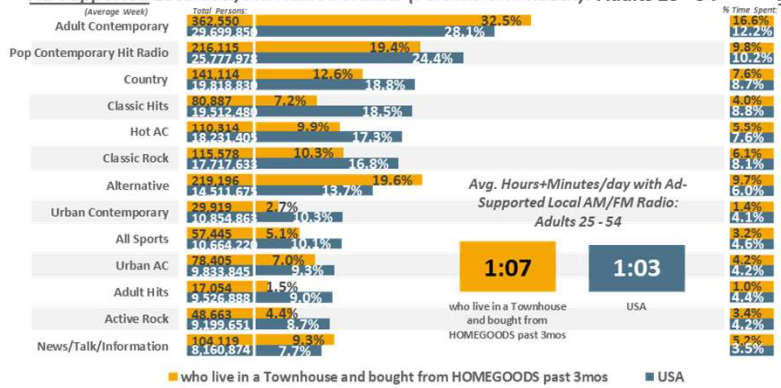
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



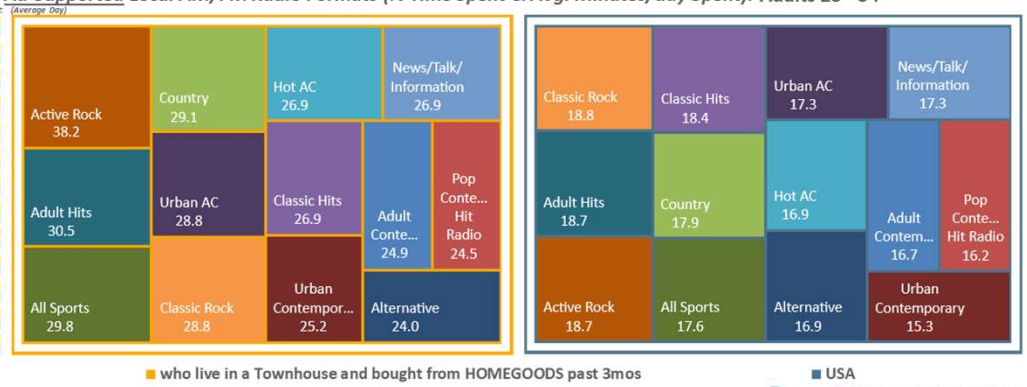
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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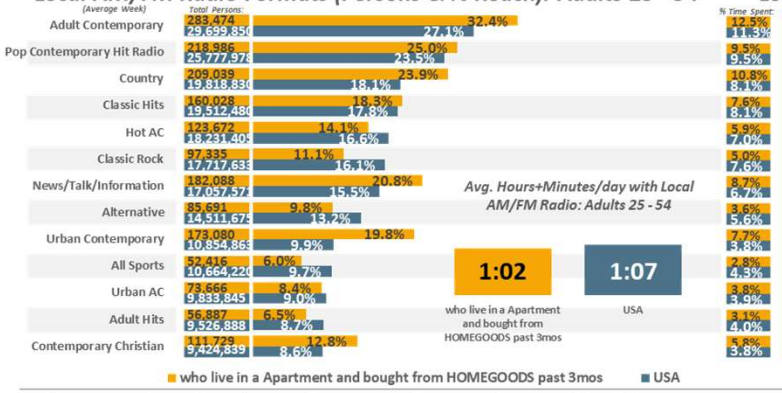
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Townhouse or attached home

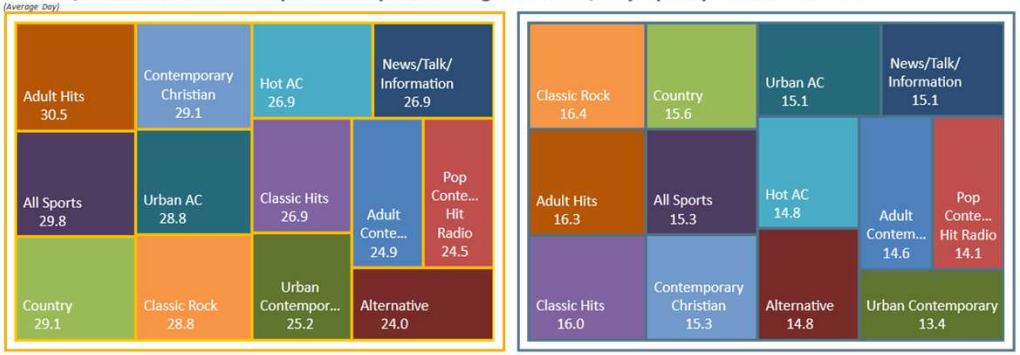


848,179 or 84.9% of Adults 25 - 54 who live in a Apartment and bought from HOMEGOODS past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Urban Contemporary, and Classic Hits.

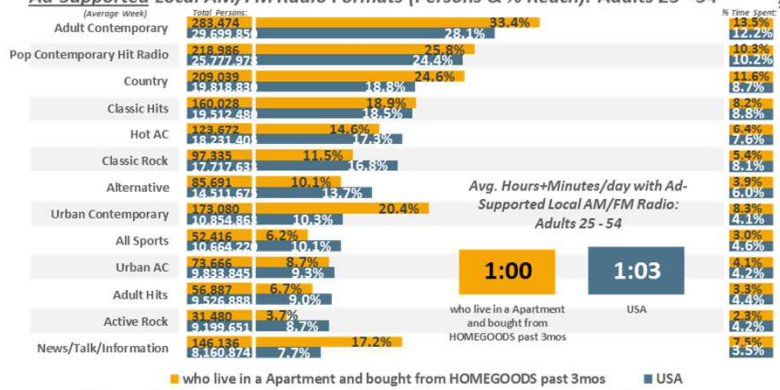
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



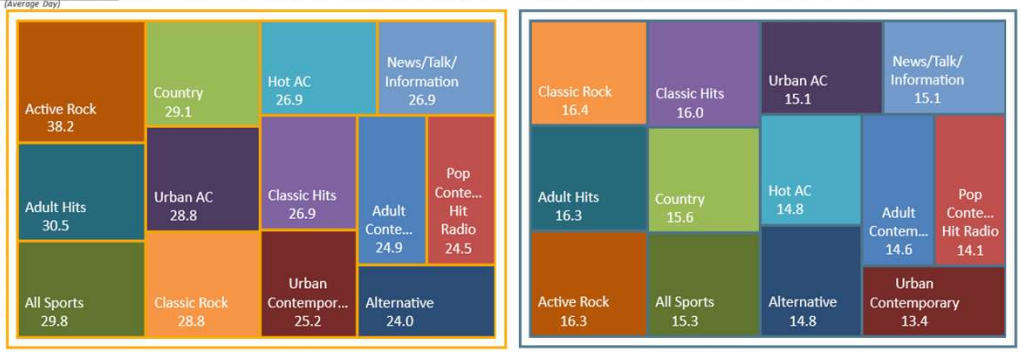
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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: Feb23-Apr24 Qual Intab 874

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

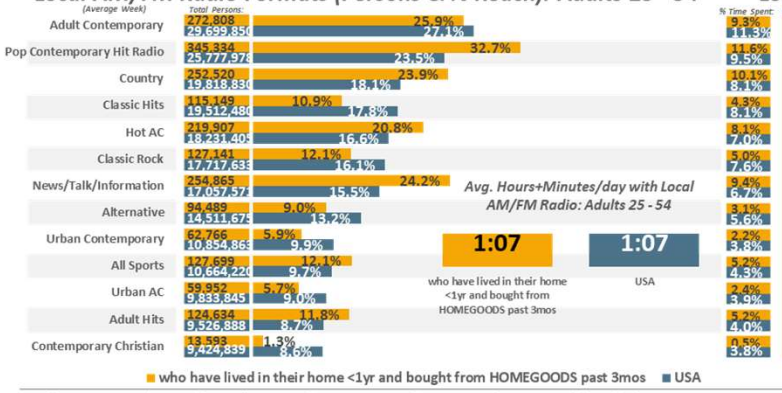
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Apartment

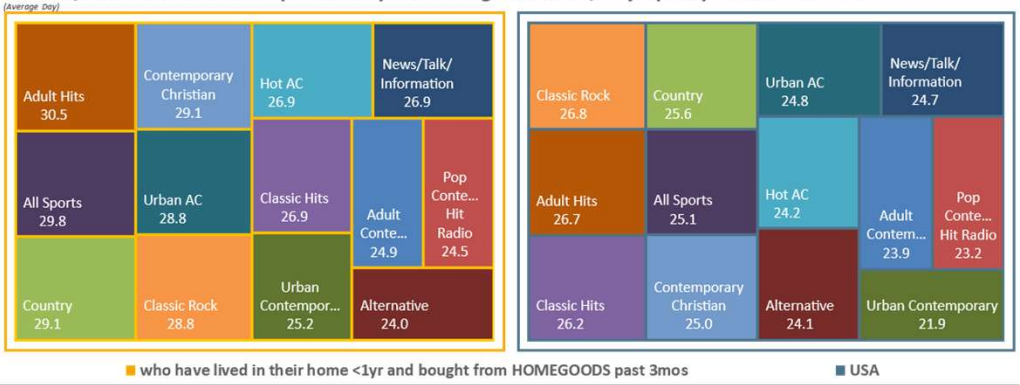


968,091 or 74.7% of Adults 25 - 54 who have lived in their home <1yr and bought from HOMEGOODS past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Mexican Regional, Country, and Hot AC.

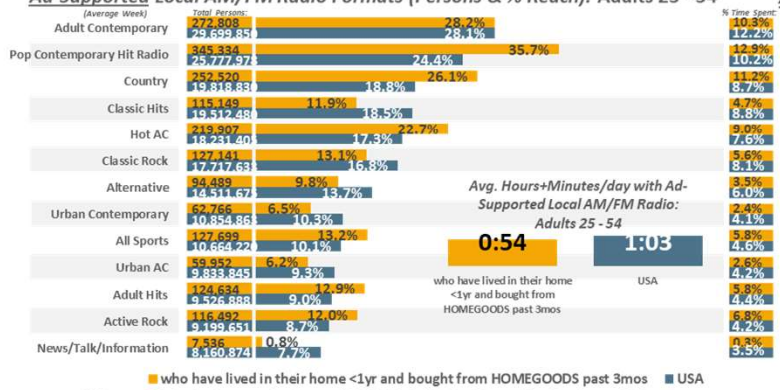
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



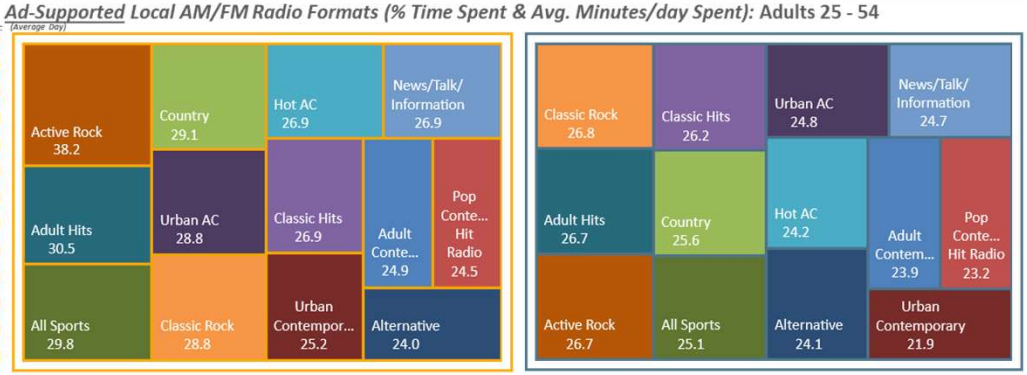
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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USA Jan23-Feb24 USA Projection Qual Intab 9,480

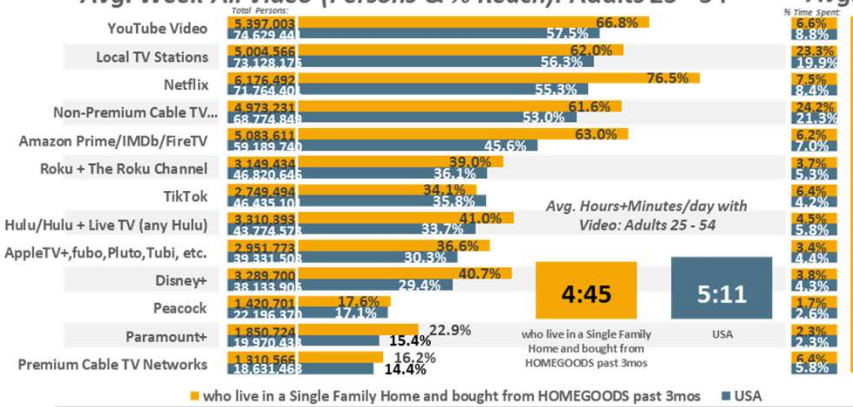
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Stores/services bought past 3 months: HomeGoods AND...Years in present home summaries (HHLD): Less than 1 year

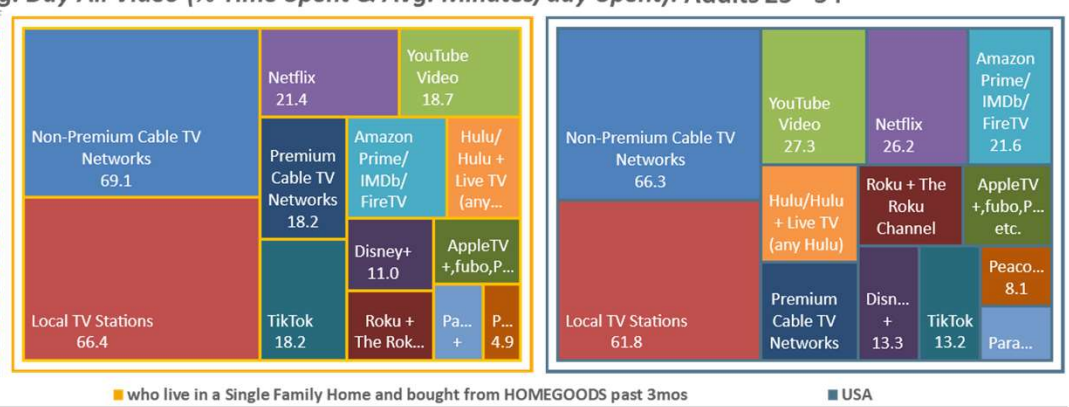
HomeGoods
Single Family House

4,967,104 or 61.5% of Adults 25 - 54 who live in a Single Family Home and bought from HOMEGOODS past 3mos watch Ad-Supported Local TV Stations for an average of 63.5 minutes every day representing 27.4% of all time spent daily with Ad-Supported Video.

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

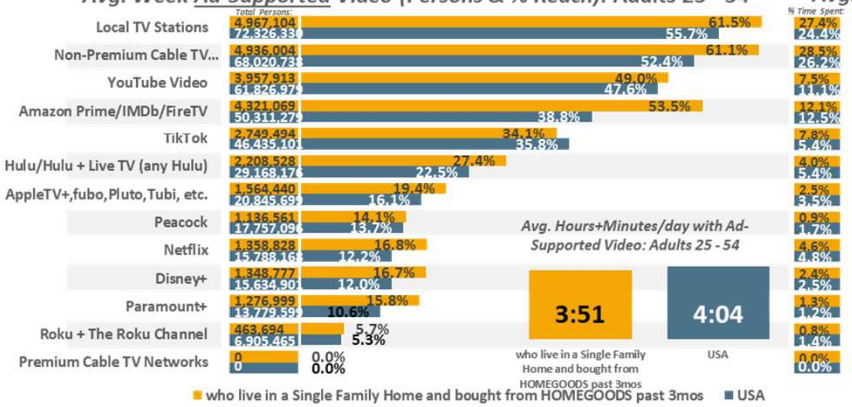


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

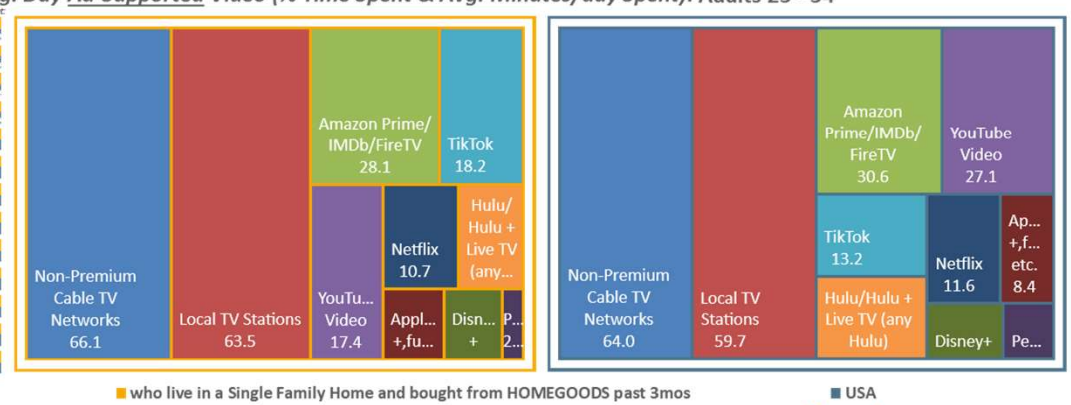


who live in a Single Family Home and bought from HOMEGOODS past 3mos ■ USA

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



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



who live in a Single Family Home and bought from HOMEGOODS past 3mos ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

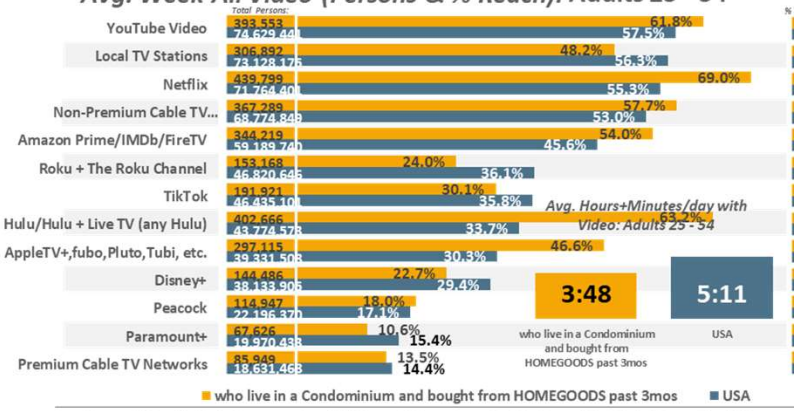
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Single family house (unattached)

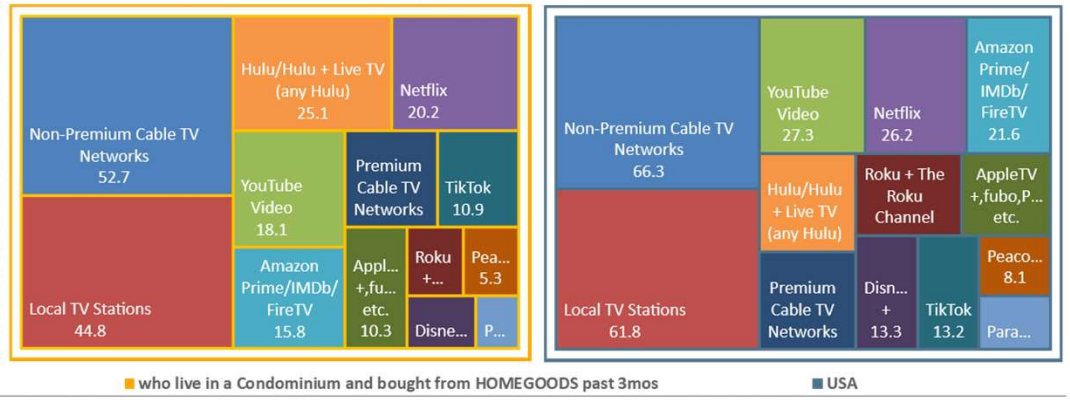


306,612 or 48.1% of Adults 25 - 54 who live in a Condominium and bought from HOMEGOODS past 3mos watch Ad-Supported Local TV Stations for an average of 41.4 minutes every day representing 22.8% of all time spent daily with Ad-Supported Video.

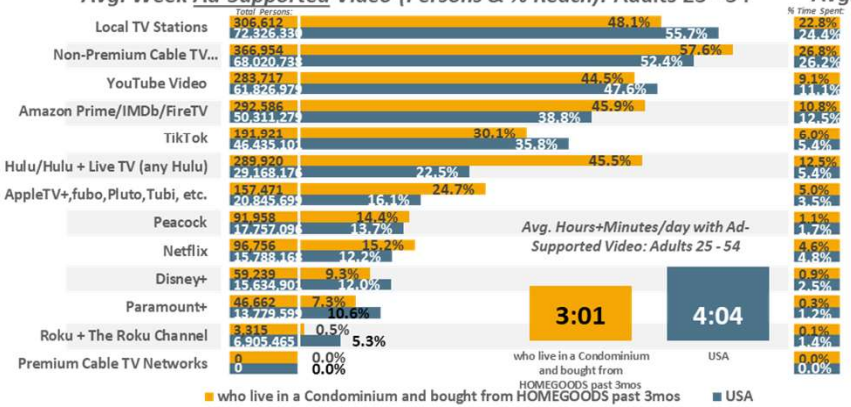
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



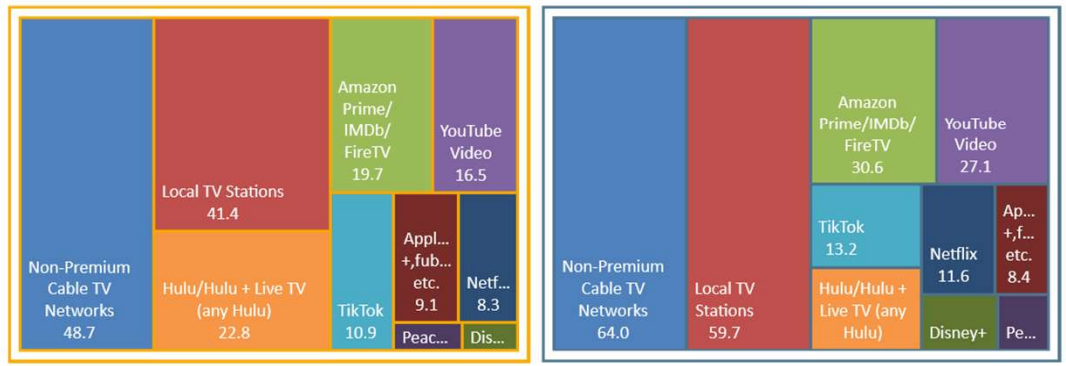
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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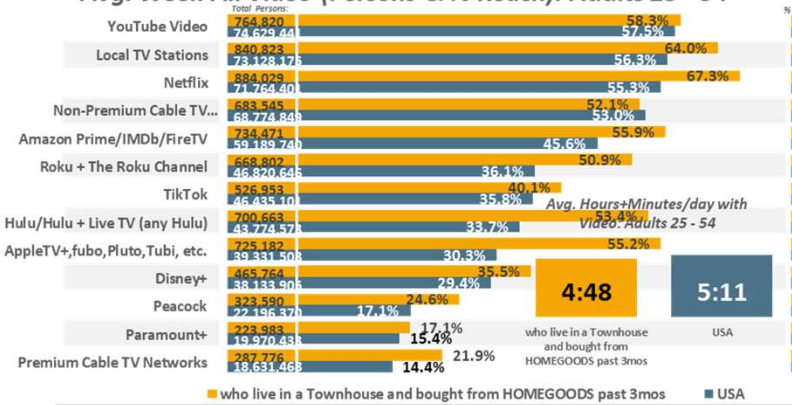
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Condominium

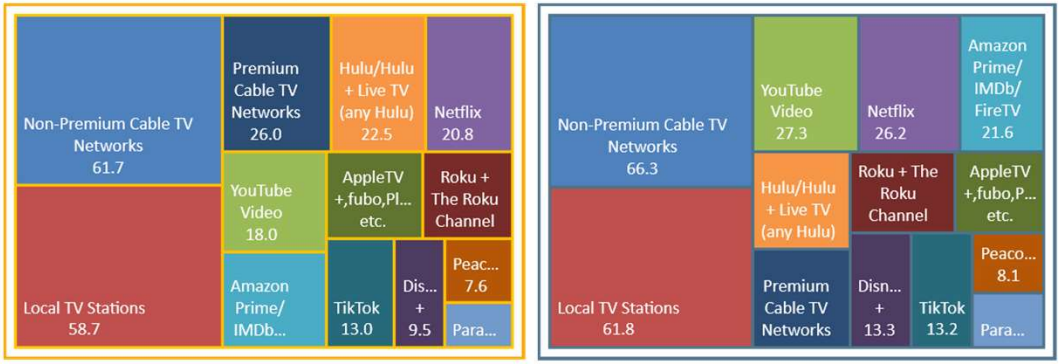


822,442 or 62.6% of Adults 25 - 54 who live in a Townhouse and bought from HOMEGOODS past 3mos watch Ad-Supported Local TV Stations for an average of 55.8 minutes every day representing 24.% of all time spent daily with Ad-Supported Video.

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

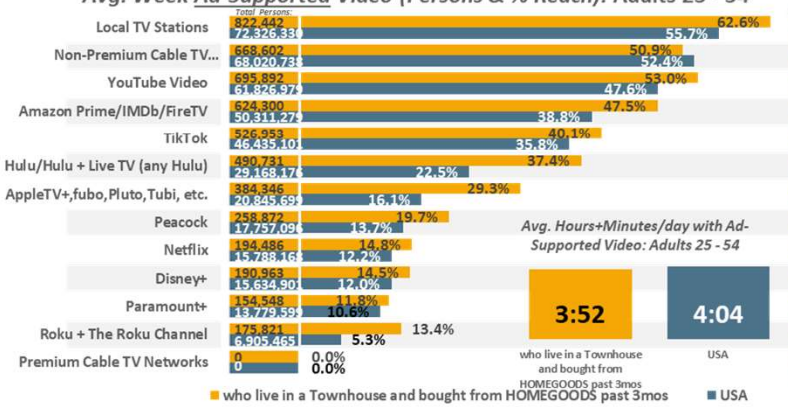


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

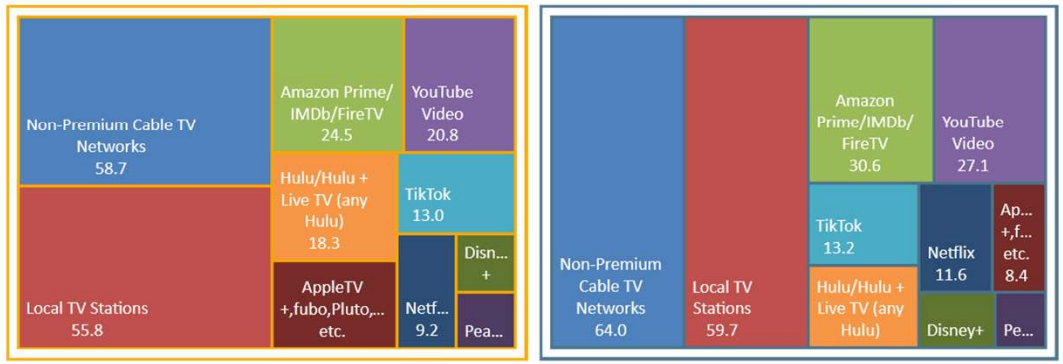


who live in a Townhouse and bought from HOMEGOODS past 3mos ■ USA

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



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



who live in a Townhouse and bought from HOMEGOODS past 3mos ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

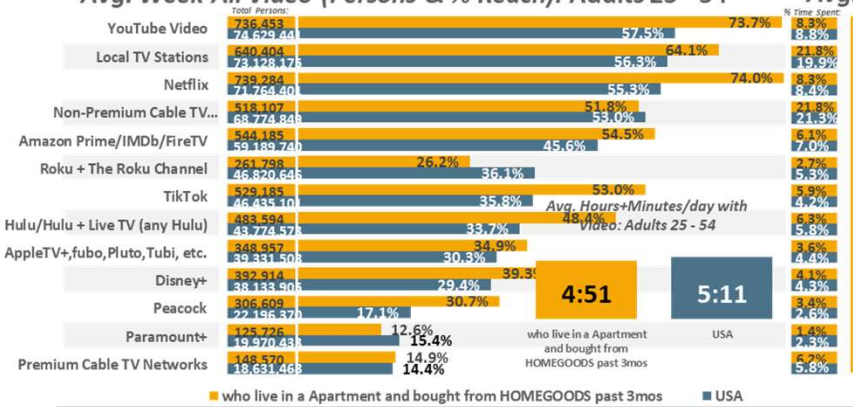
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Townhouse or attached home

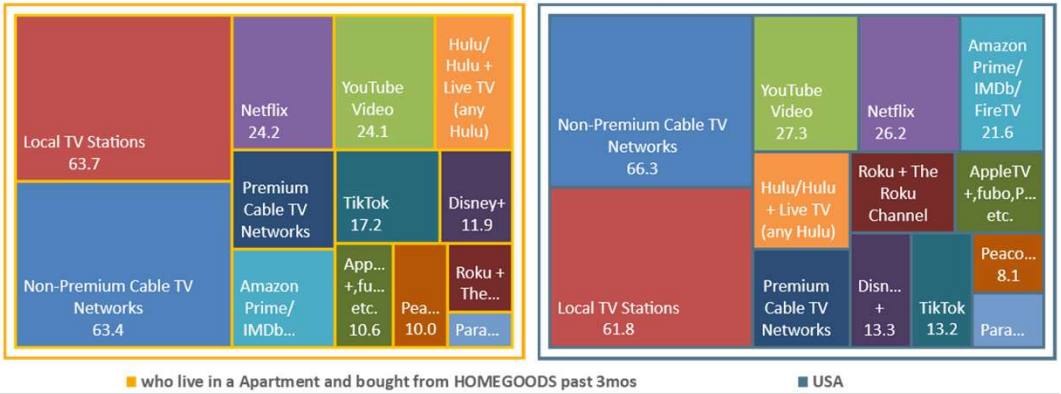


635,721 or 63.6% of Adults 25 - 54 who live in a Apartment and bought from HOMEGOODS past 3mos watch Ad-Supported Local TV Stations for an average of 61.1 minutes every day representing 25.5% of all time spent daily with Ad-Supported Video.

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

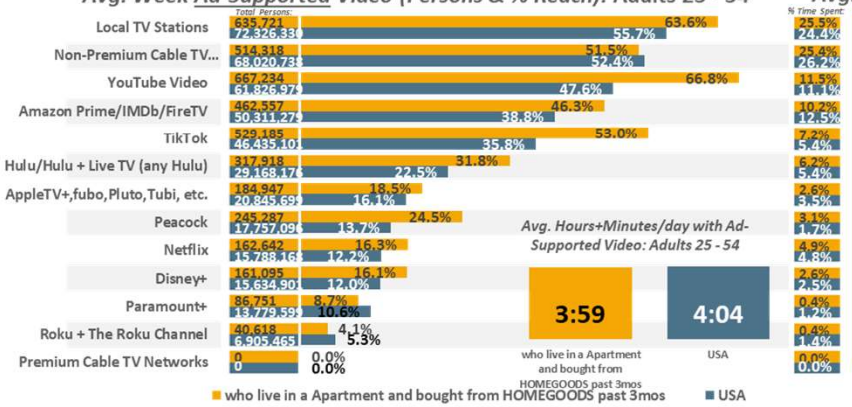


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

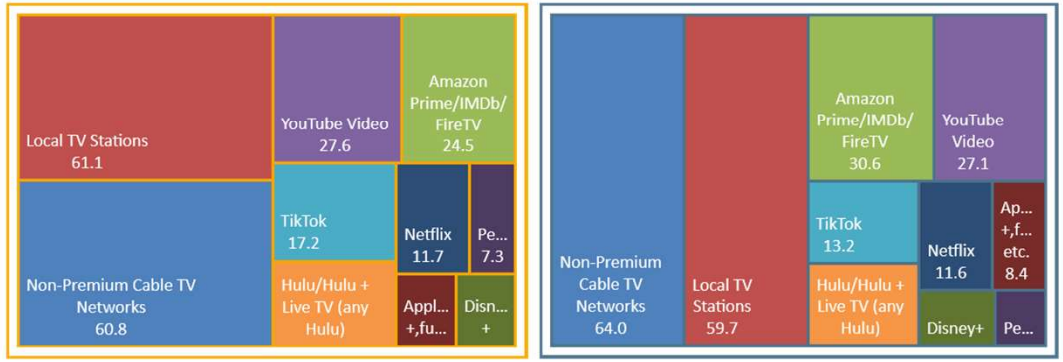


who live in a Apartment and bought from HOMEGOODS past 3mos ■ USA

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



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



who live in a Apartment and bought from HOMEGOODS past 3mos ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

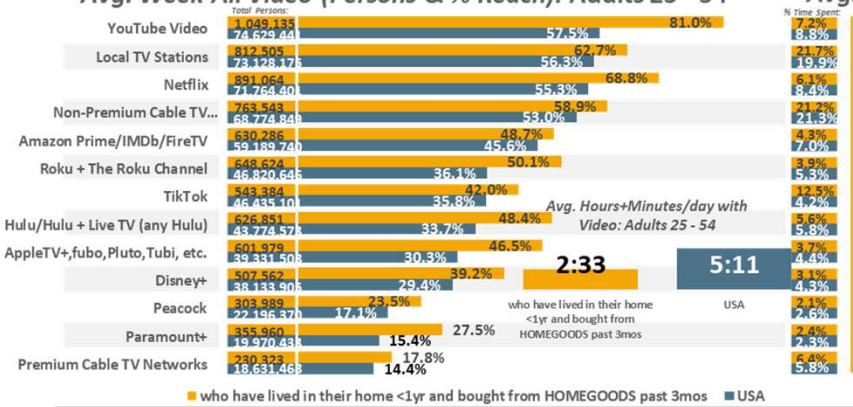
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Apartment

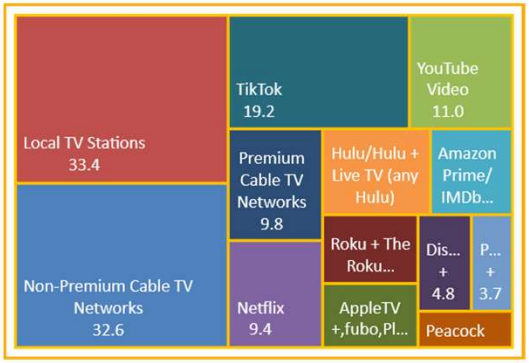


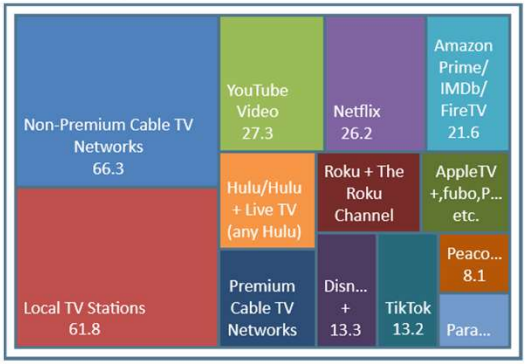
793,151 or 61.2% of Adults 25 - 54 who have lived in their home <1yr and bought from HOMEGOODS past 3mos watch Ad-Supported Local TV Stations for an average of 32.6 minutes every day representing 25.5% of all time spent daily with Ad-Supported Video.

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

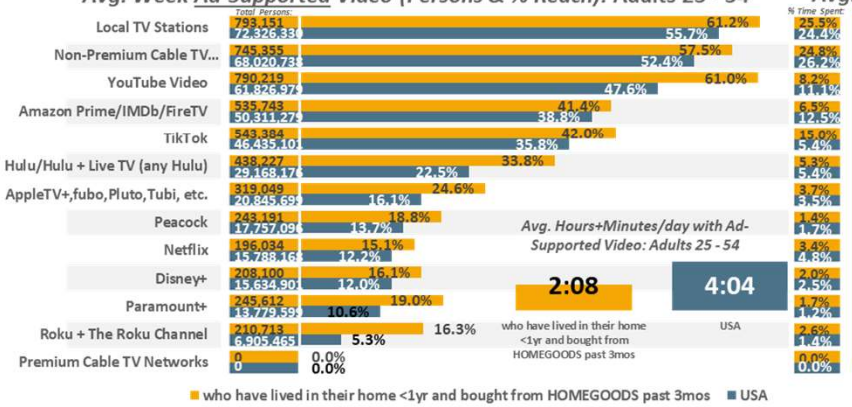


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

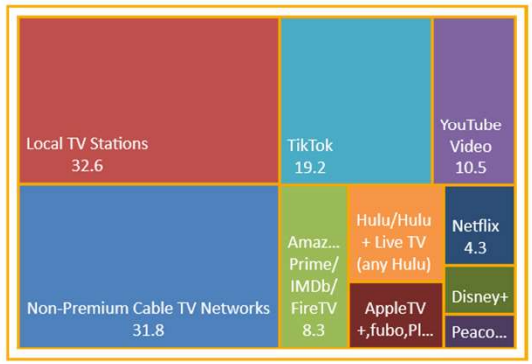


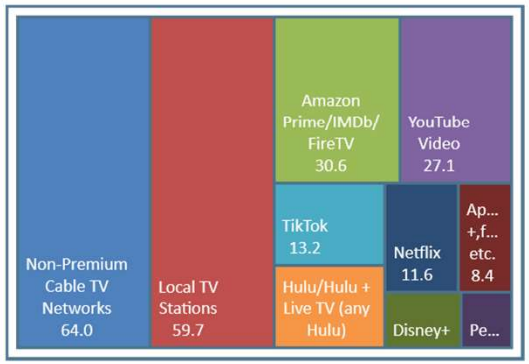


Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 25 - 54



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





USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *874*

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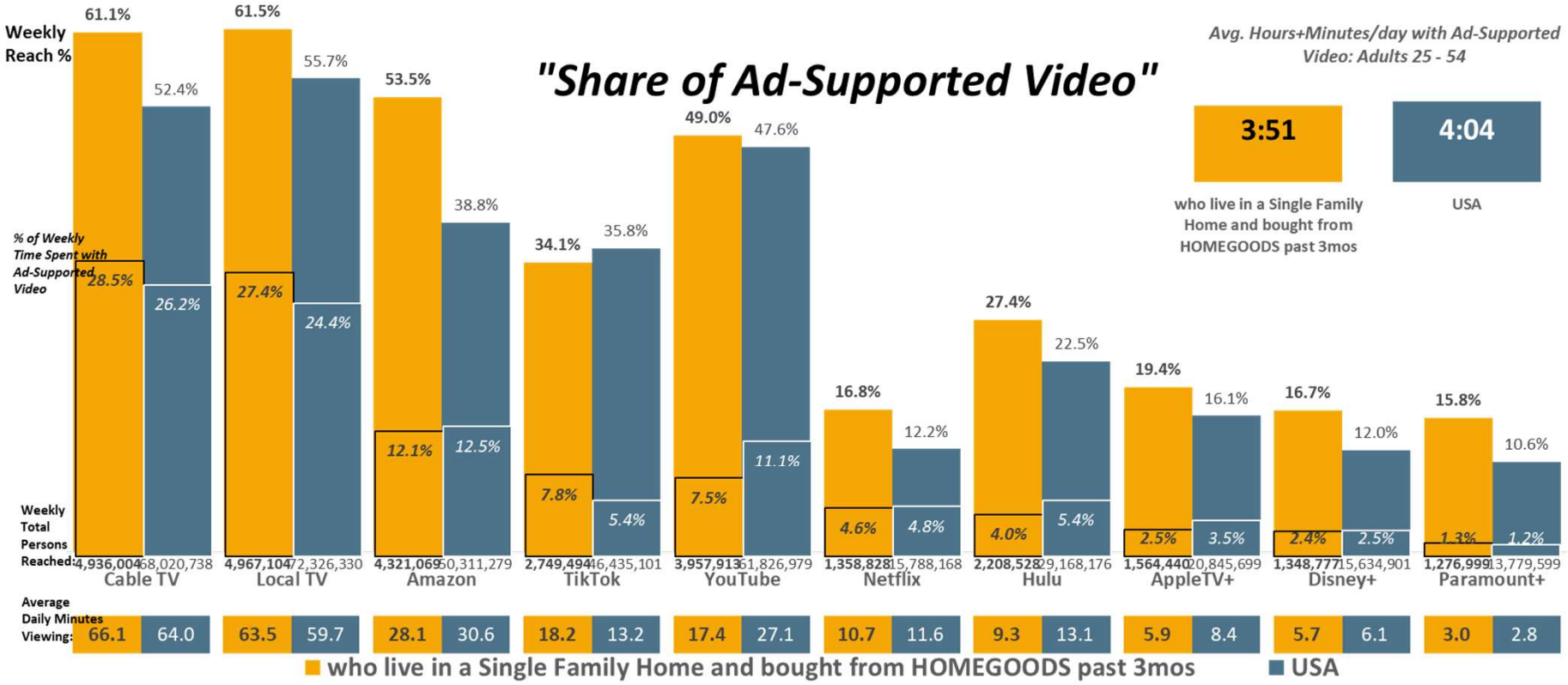
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

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Stores/services bought past 3 months: HomeGoods AND...Years in present home summaries (HHLD): Less than 1 year

HomeGoods
Single Family House

4,967,104 or 61.5% of Adults 25 - 54 who live in a Single Family Home and bought from HOMEGOODS past 3mos watch Ad-Supported Local TV Stations for an average of 63.5 minutes every day representing 27.4% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874

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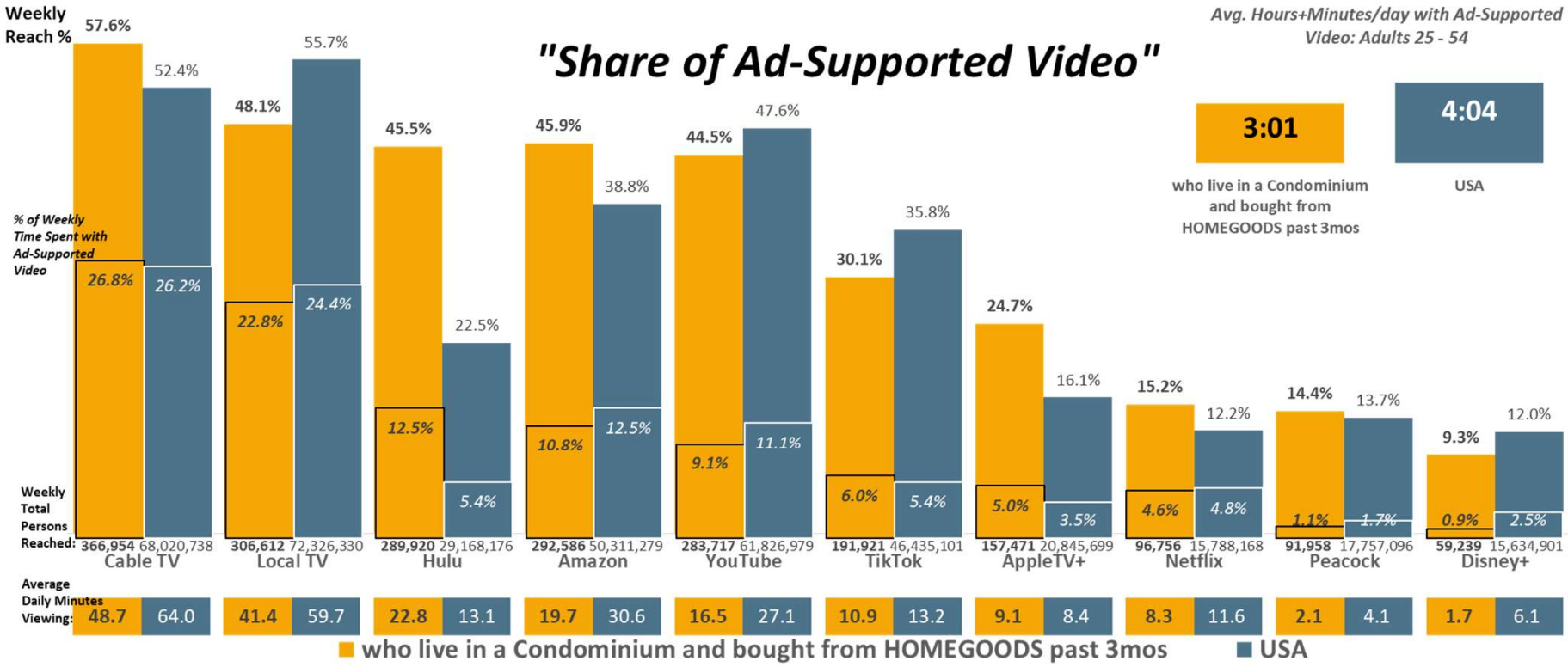
USA Jan23-Feb24 USA Projection Qual Intab 9,480

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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Single family house (unattached)

HomeGoods Condominium

306,612 or 48.1% of Adults 25 - 54 who live in a Condominium and bought from HOMEGOODS past 3mos watch Ad-Supported Local TV Stations for an average of 41.4 minutes every day representing 22.8% of all time spent daily with Ad-Supported Video.



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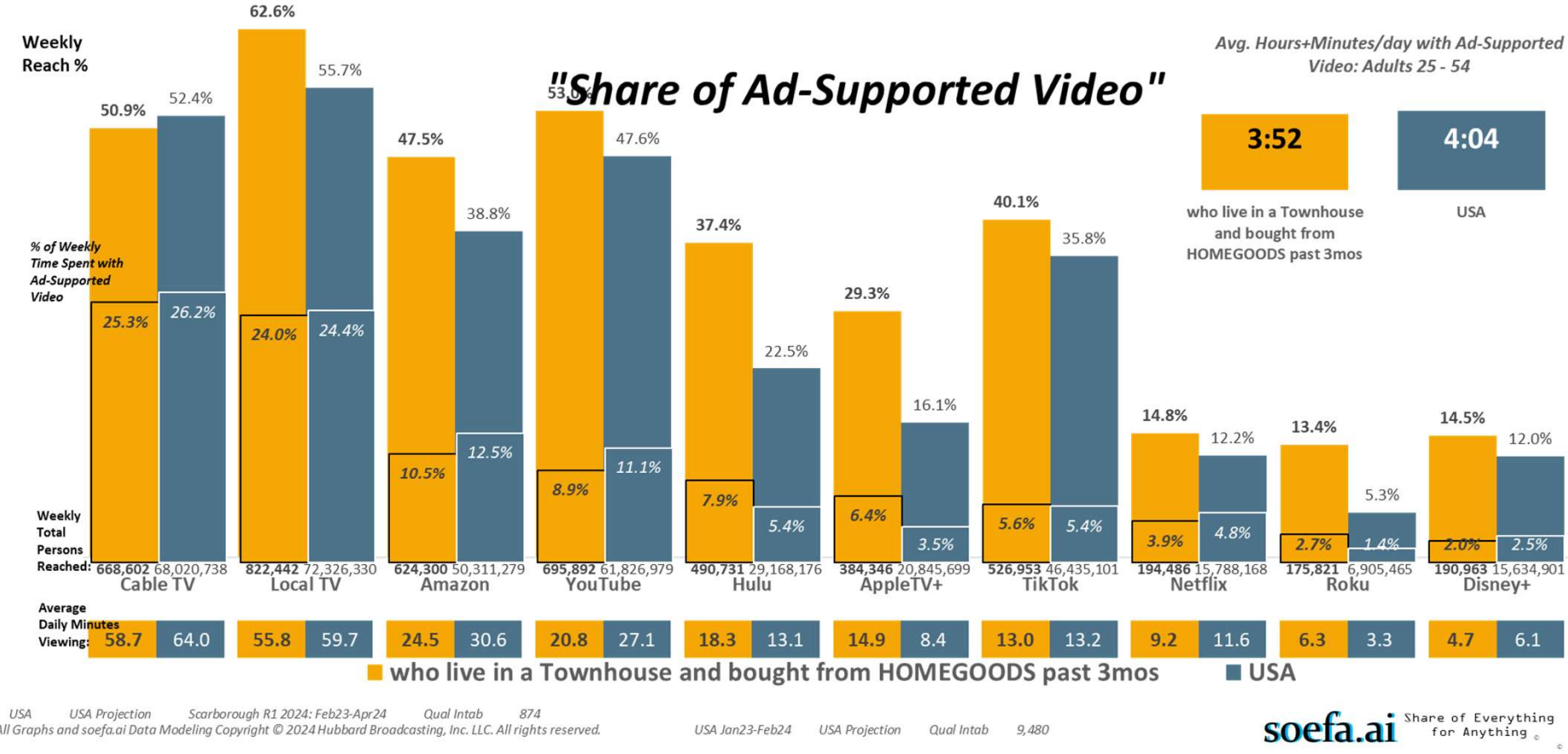
USA Jan23-Feb24 USA Projection Qual Intab 9,480

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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Condominium



822,442 or 62.6% of Adults 25 - 54 who live in a Townhouse and bought from HOMEGOODS past 3mos watch Ad-Supported Local TV Stations for an average of 55.8 minutes every day representing 24.4% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874

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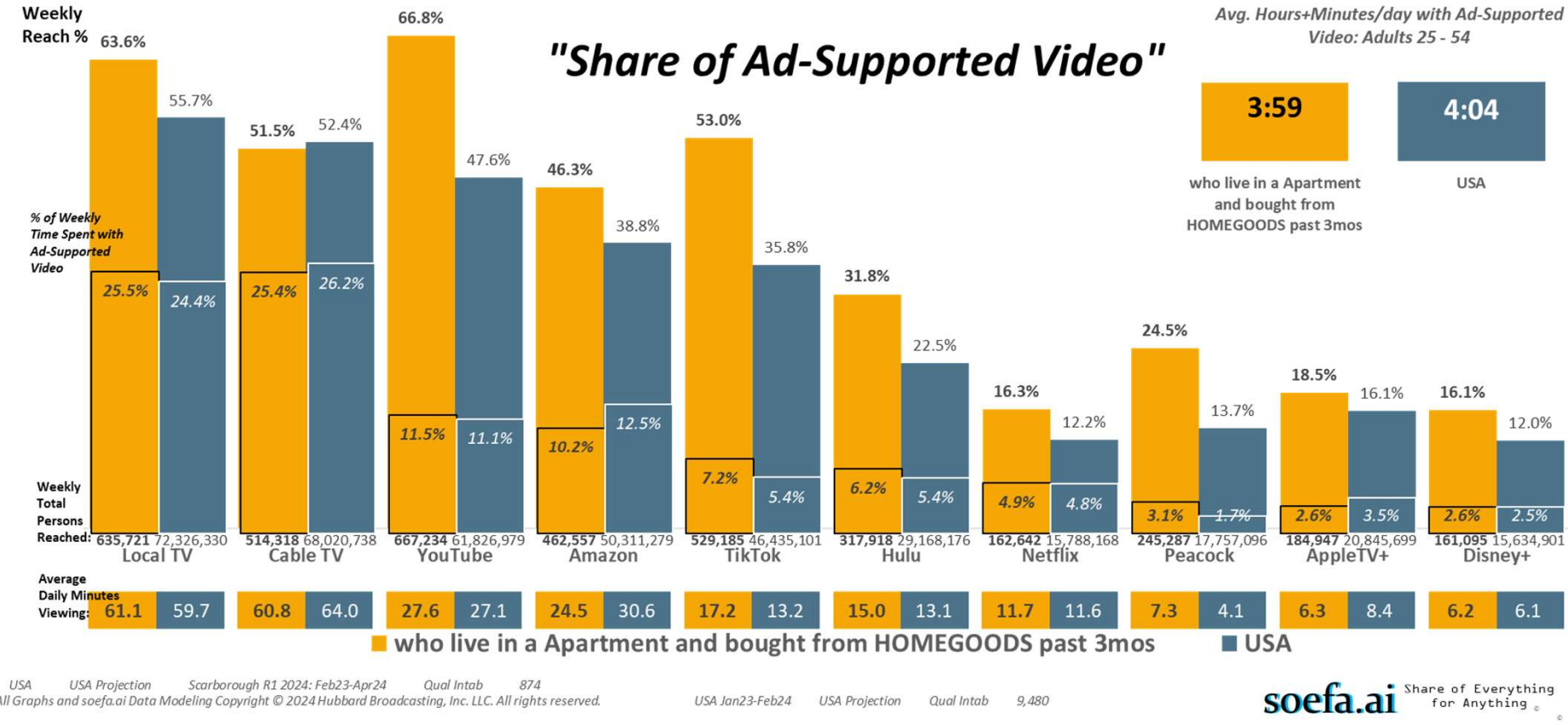
USA Jan23-Feb24 USA Projection Qual Intab 9,480

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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Townhouse or attached home



635,721 or 63.6% of Adults 25 - 54 who live in a Apartment and bought from HOMEGOODS past 3mos watch Ad-Supported Local TV Stations for an average of 61.1 minutes every day representing 25.5% of all time spent daily with Ad-Supported Video.



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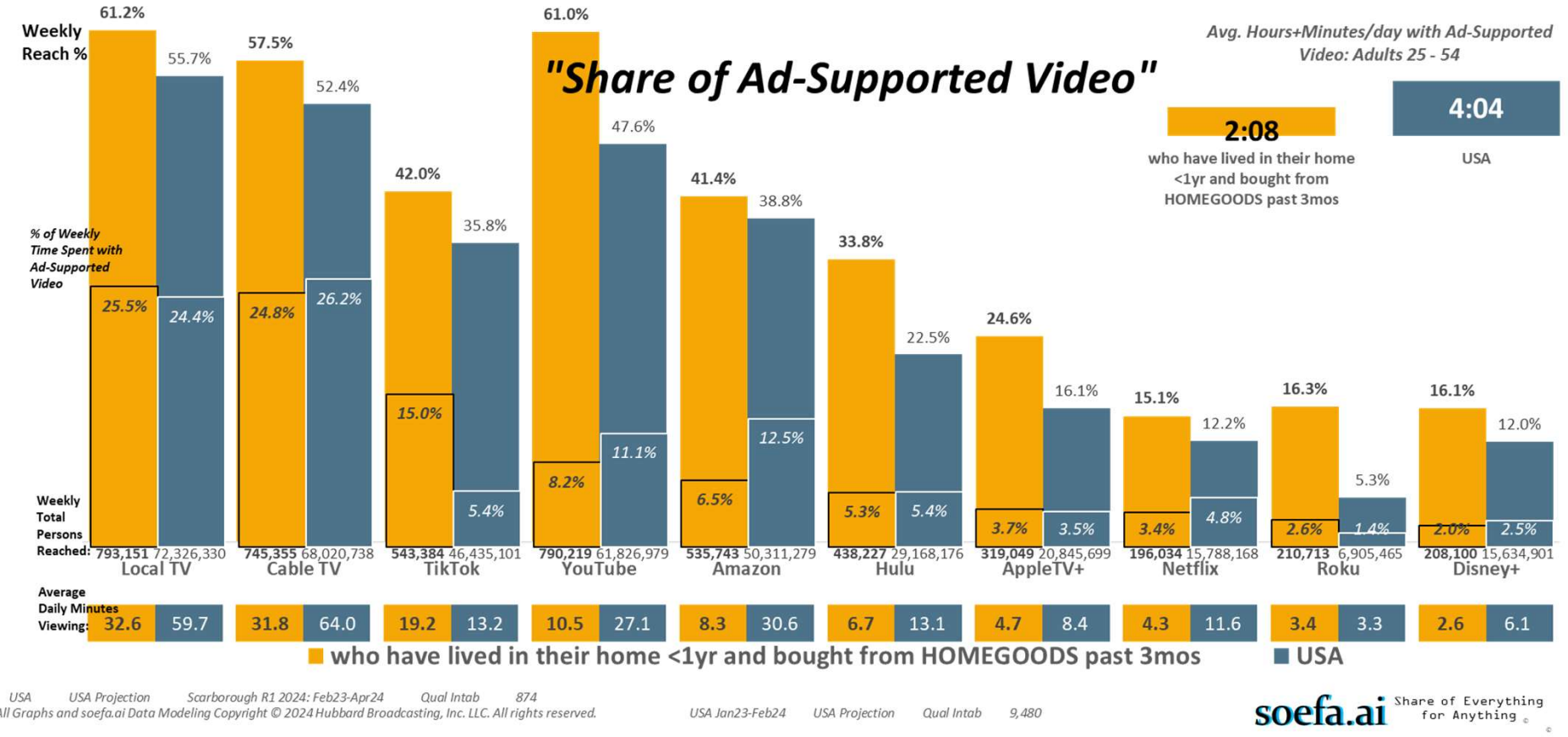
USA Jan23-Feb24 USA Projection Qual Intab 9,480

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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Apartment



793,151 or 61.2% of Adults 25 - 54 who have lived in their home <1yr and bought from HOMEGOODS past 3mos watch Ad-Supported Local TV Stations for an average of 32.6 minutes every day representing 25.5% of all time spent daily with Ad-Supported Video.



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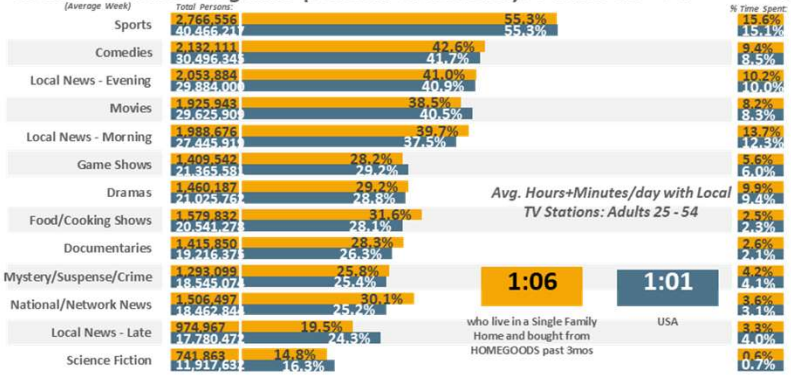
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Stores/services bought past 3 months: HomeGoods AND...Years in present home summaries (HHLD): Less than 1 year

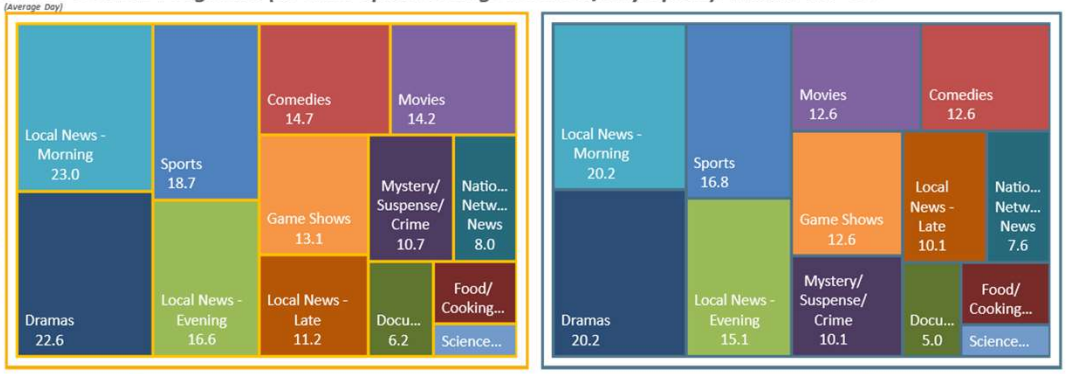


4,967,104 or 61.5% of Adults 25 - 54 who live in a Single Family Home and bought from HOMEGOODS past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

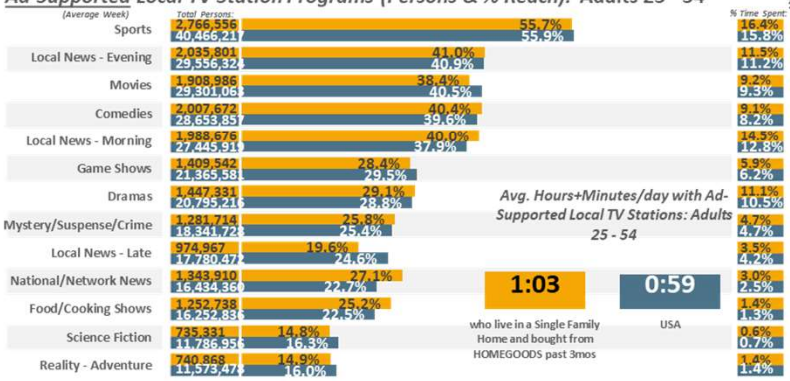
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



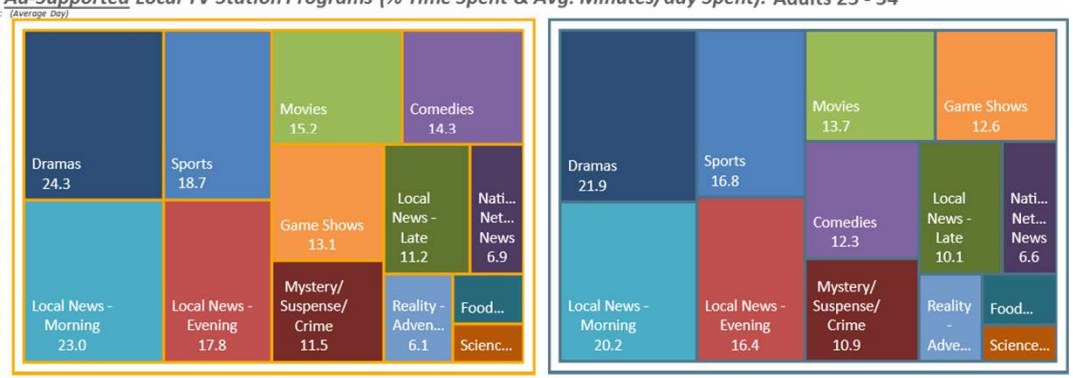
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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: Feb23-Apr24* *Qual Intab* *874*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

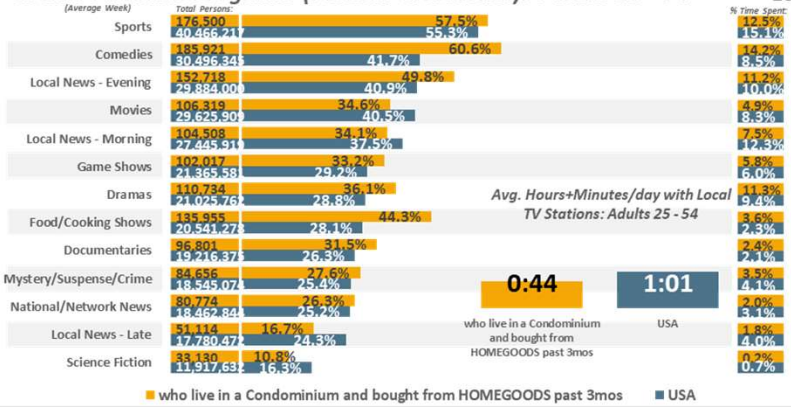
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Single family house (unattached)

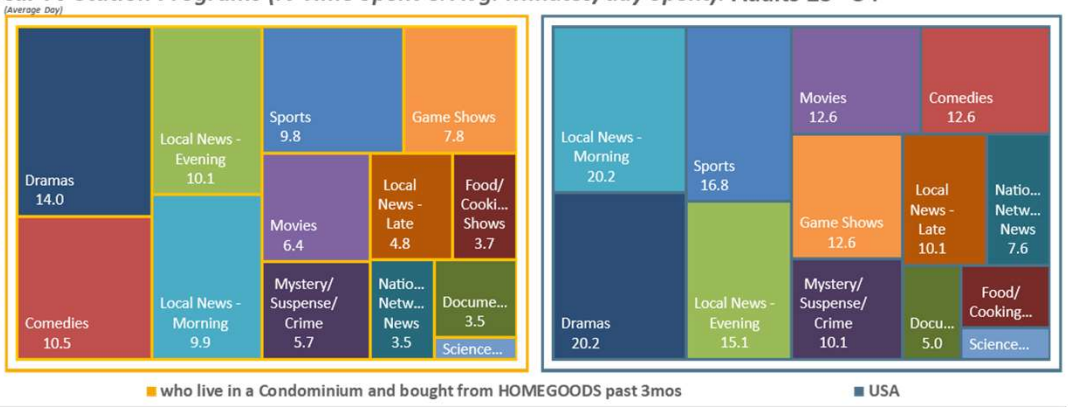


306,612 or 48.1% of Adults 25 - 54 who live in a Condominium and bought from HOMEGOODS past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Dramas, Food/Cooking Shows, and Movies.

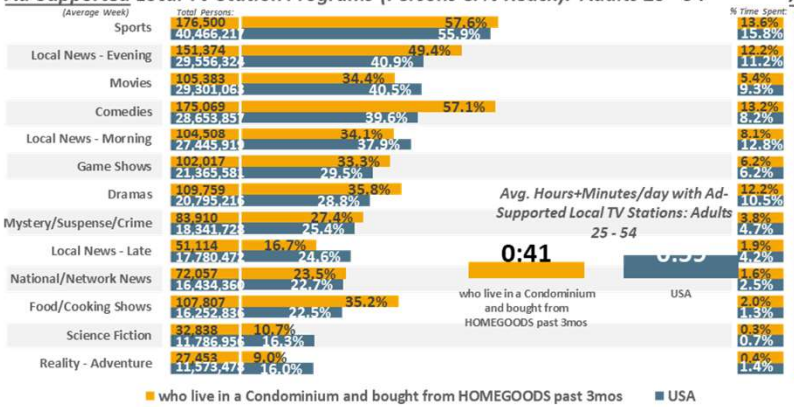
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



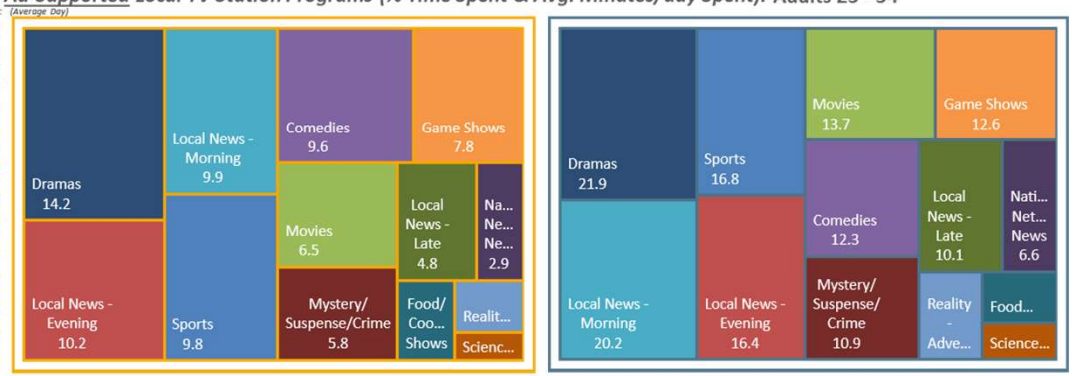
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

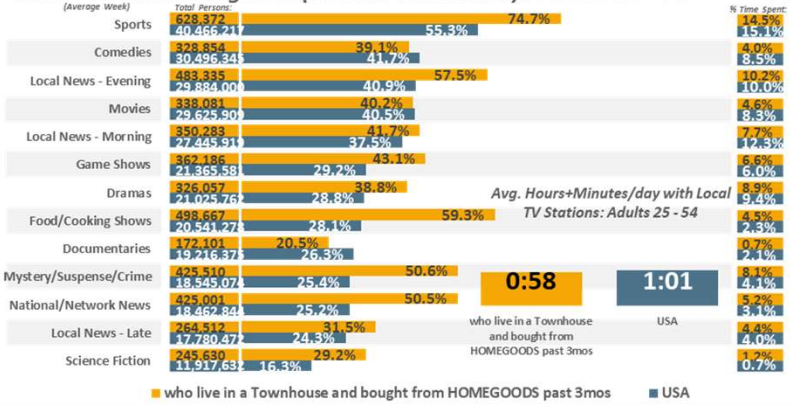
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Condominium

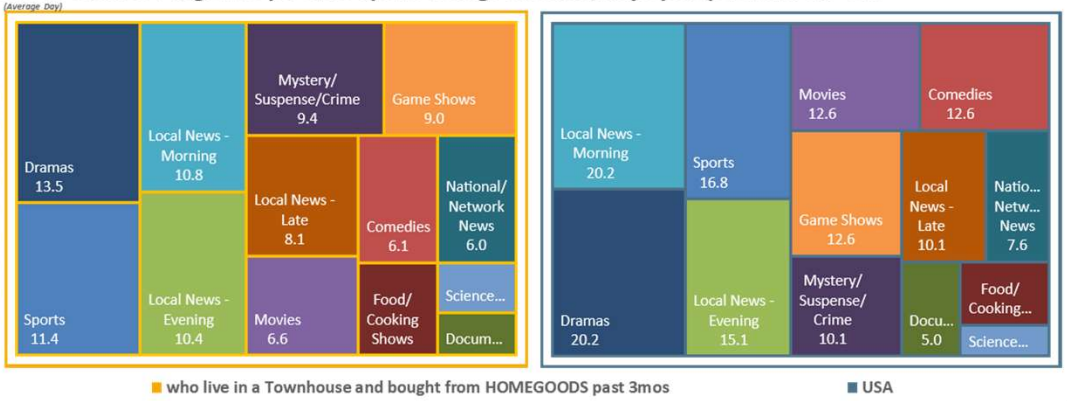
HomeGoods Townhouse

822,442 or 62.6% of Adults 25 - 54 who live in a Townhouse and bought from HOMEGOODS past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Mystery/Suspense/Crime, Food/Cooking Shows, National/Network News, an

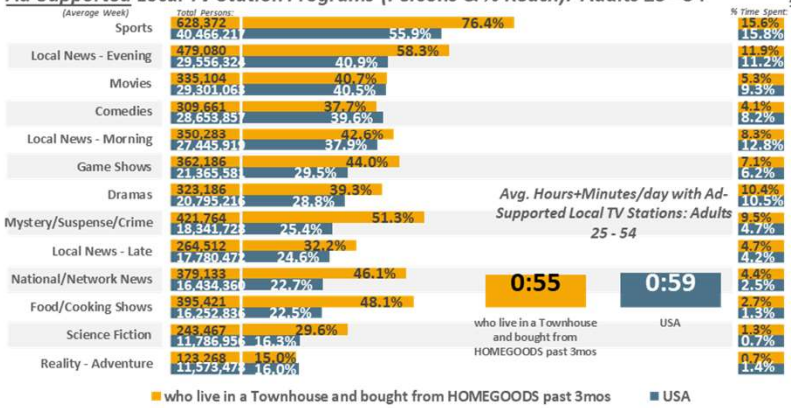
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



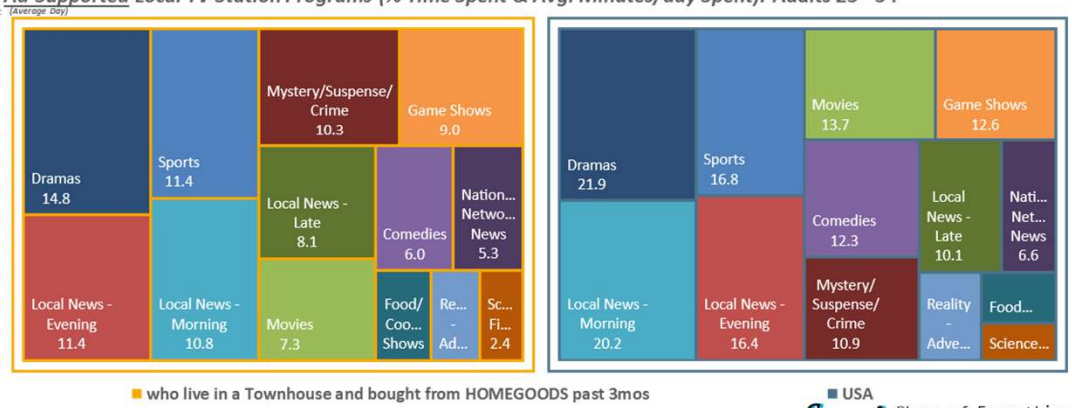
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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USA Jan23-Feb24 USA Projection Qual Intab 9,480

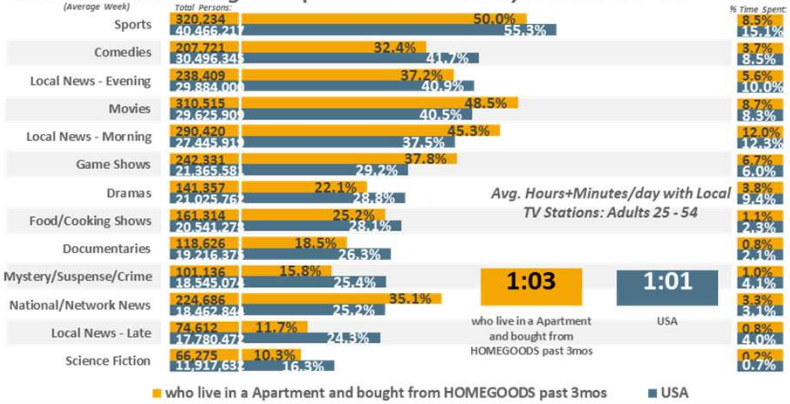
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Townhouse or attached home

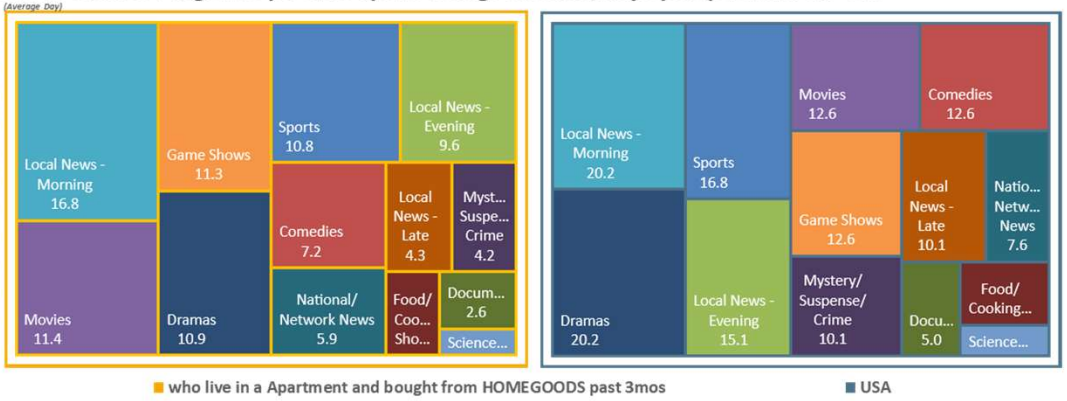


635,721 or 63.6% of Adults 25 - 54 who live in a Apartment and bought from HOMEGOODS past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Morning, Game Shows, Local News - Evening, and Reality - Dating.

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



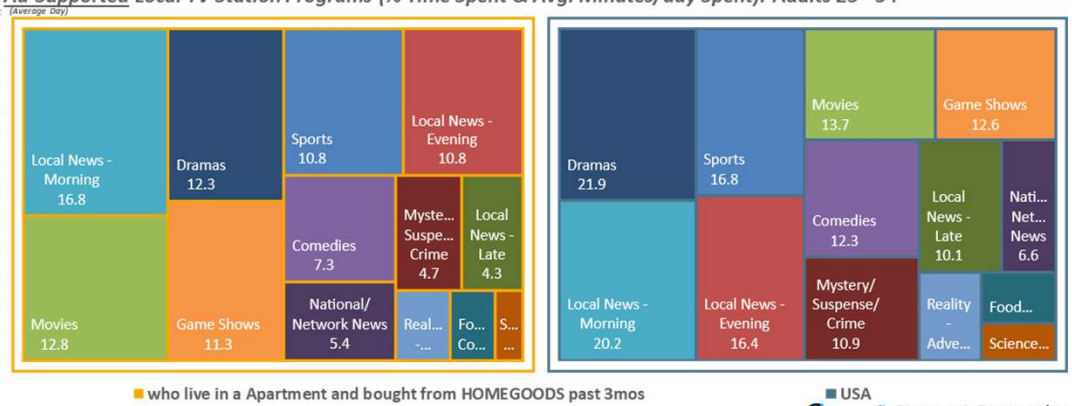
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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: Feb23-Apr24 Qual Intab 874

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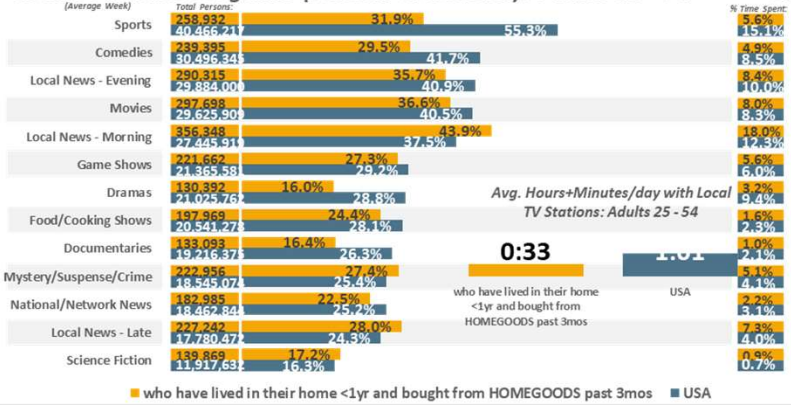
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Apartment

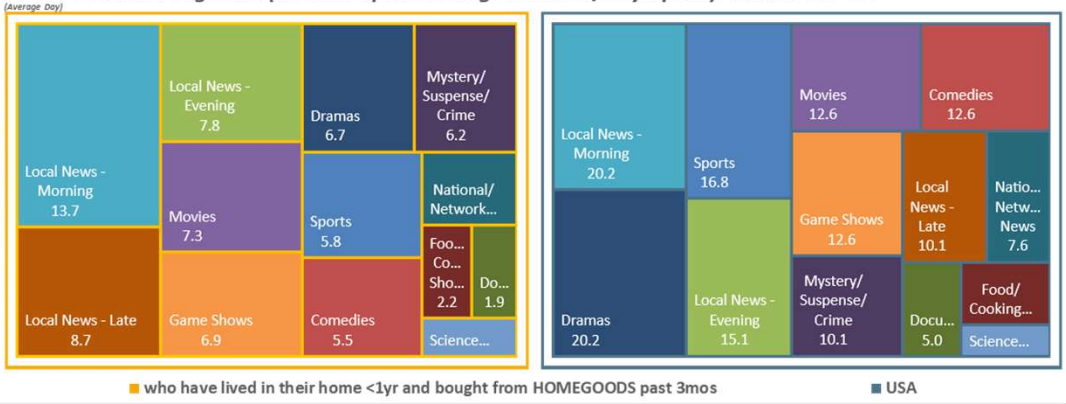


793,151 or 61.2% of Adults 25 - 54 who have lived in their home <1yr and bought from HOMEGOODS past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Movies, Local News - Evening, Sports, Local News - Late, and Comedi

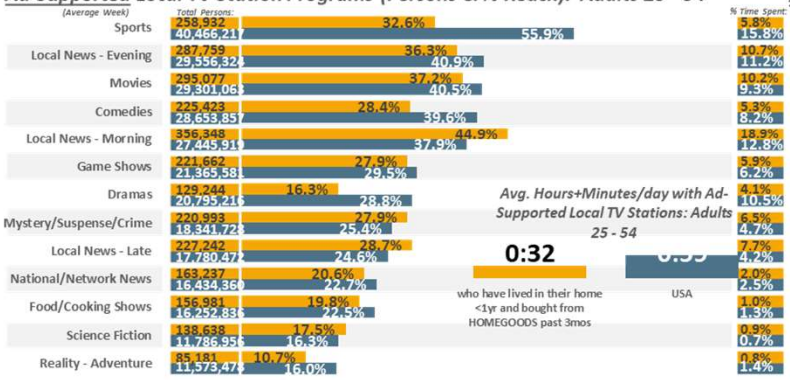
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



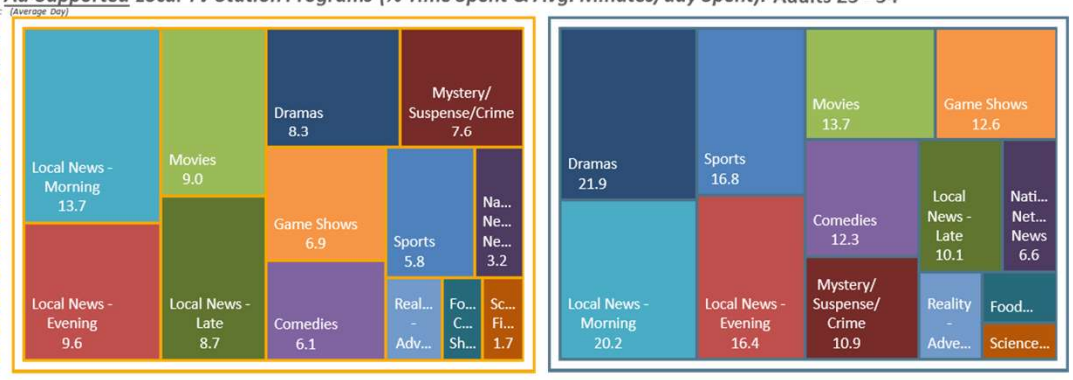
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

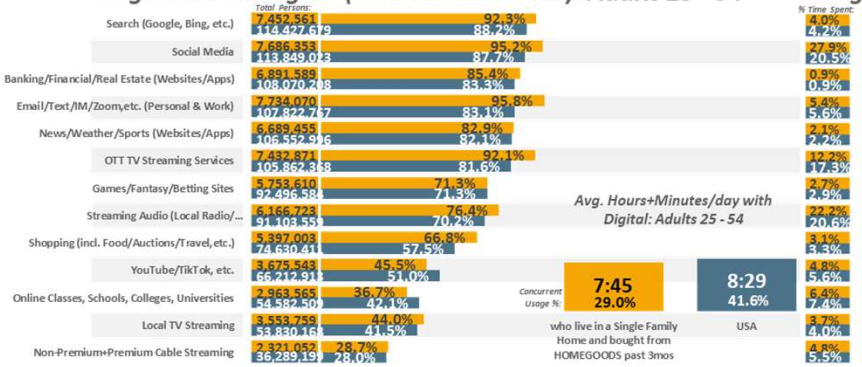
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Stores/services bought past 3 months: HomeGoods AND...Years in present home summaries (HHLD): Less than 1 year

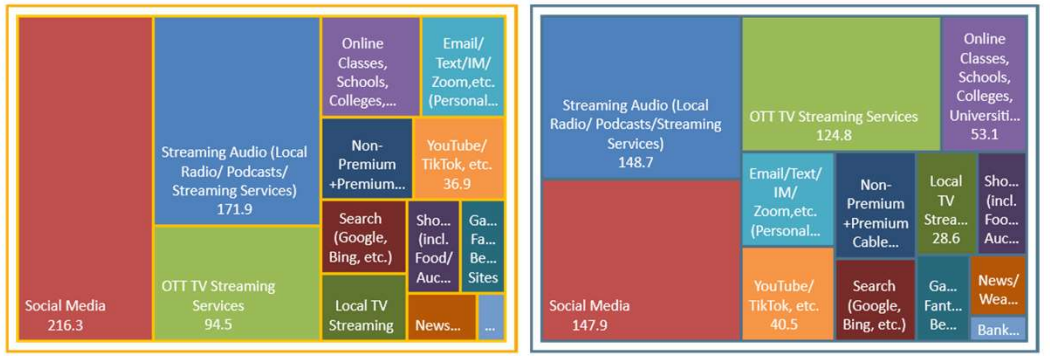
HomeGoods®
Single Family House

6,968,377 or 86.3% of Adults 25 - 54 who live in a Single Family Home and bought from HOMEGOODS past 3mos use Ad-Supported Social Media for an average of 199. minutes every day representing 33.9% of all time spent daily with Ad-Supported Digital Media.

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

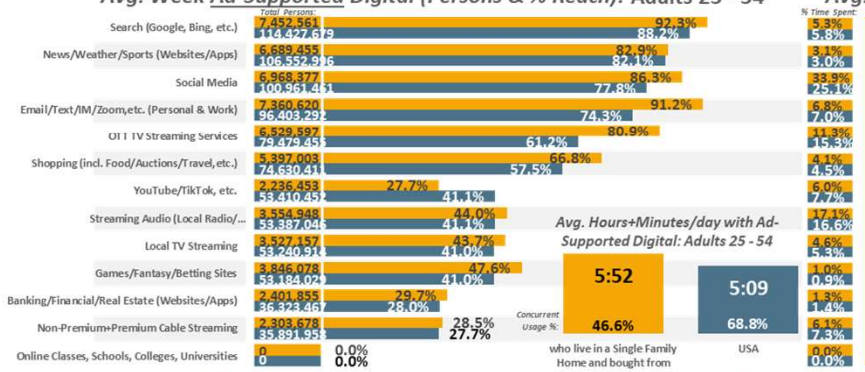


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

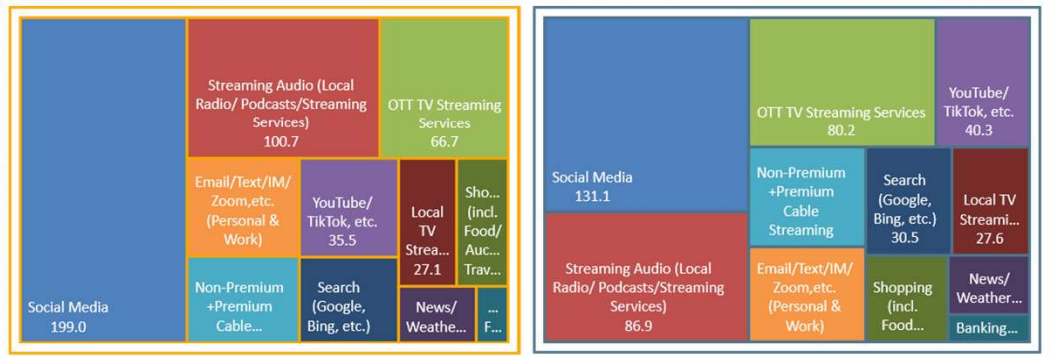


■ who live in a Single Family Home and bought from HOMEGOODS past 3mos ■ USA

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



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



■ who live in a Single Family Home and bought from HOMEGOODS past 3mos ■ USA

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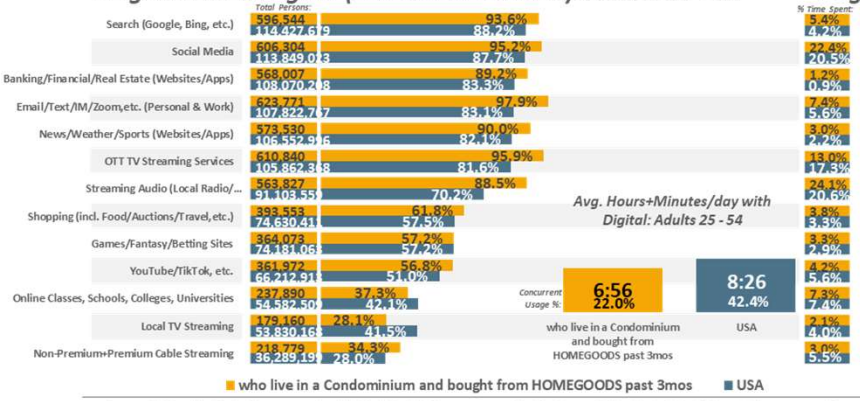
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Single family house (unattached)

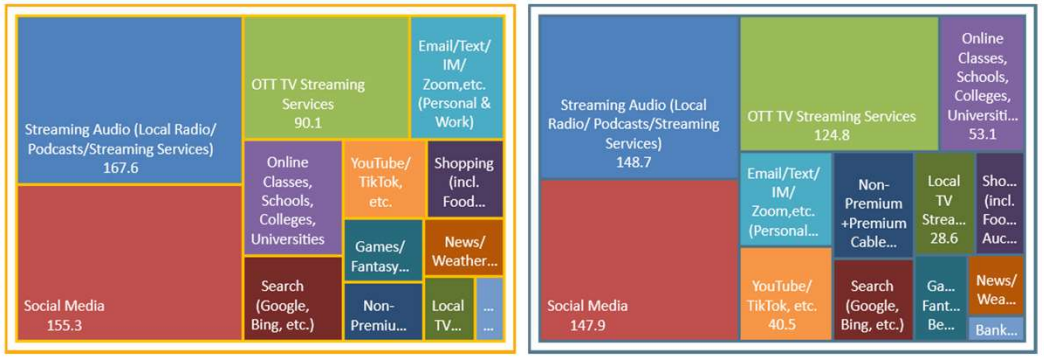


553,379 or 86.9% of Adults 25 - 54 who live in a Condominium and bought from HOMEGOODS past 3mos use Ad-Supported Social Media for an average of 142.9 minutes every day representing 28.6% of all time spent daily with Ad-Supported Digital Media.

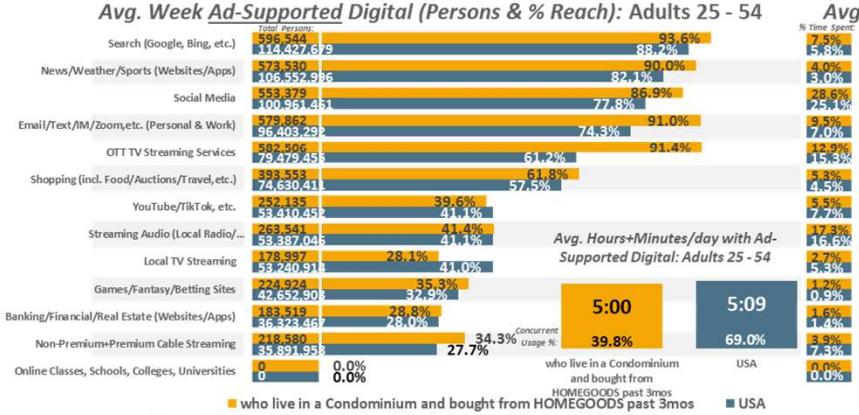
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



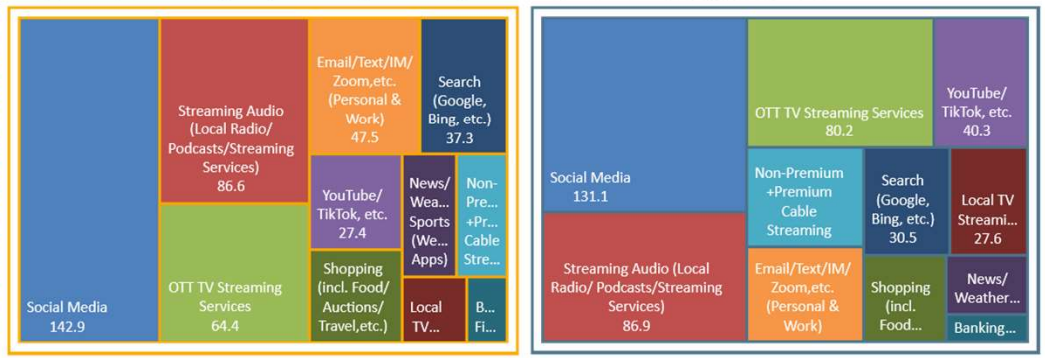
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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USA Jan23-Feb24 USA Projection Qual Intab 9,480

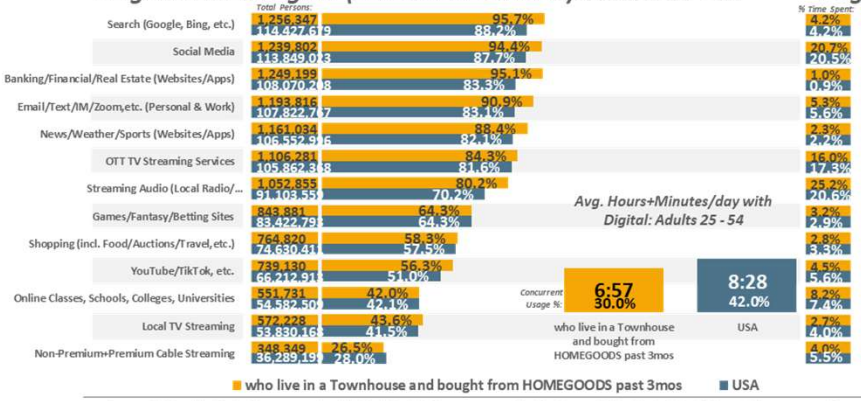
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Stores/services bought past 3 months: HomeGoods AND…Type of dwelling (HHLD): Condominium

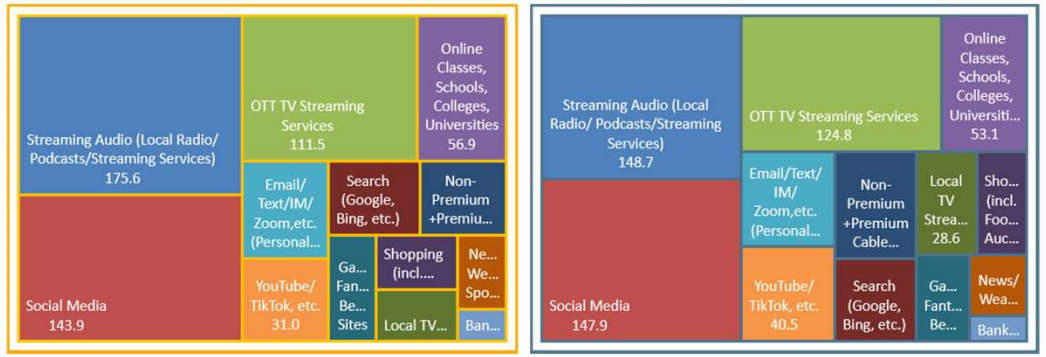
HomeGoods® Townhouse

1,107,300 or 84.3% of Adults 25 - 54 who live in a Townhouse and bought from HOMEGOODS past 3mos use Ad-Supported Social Media for an average of 132.4 minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

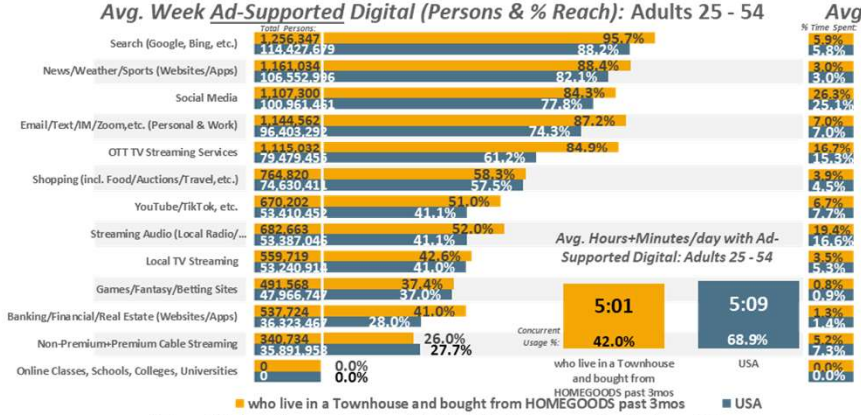
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



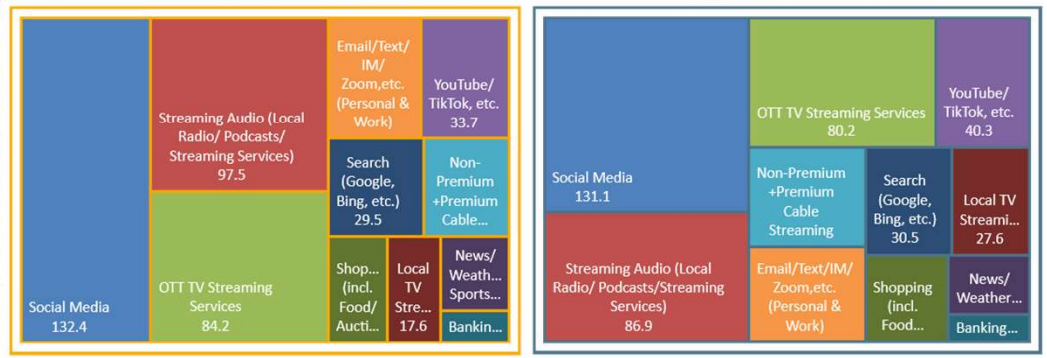
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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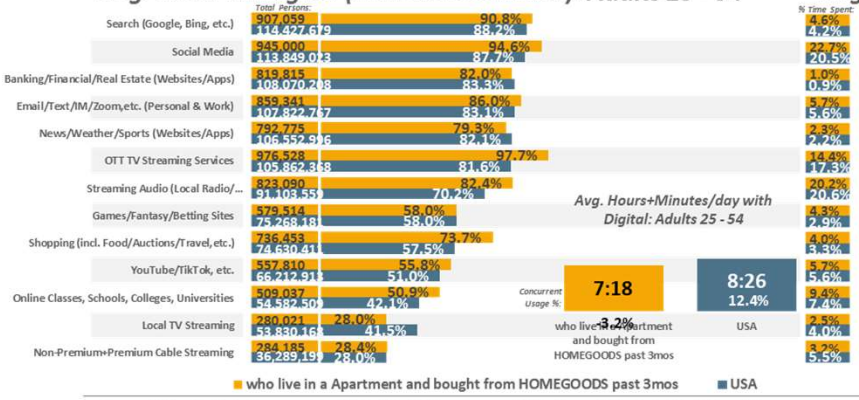
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Townhouse or attached home

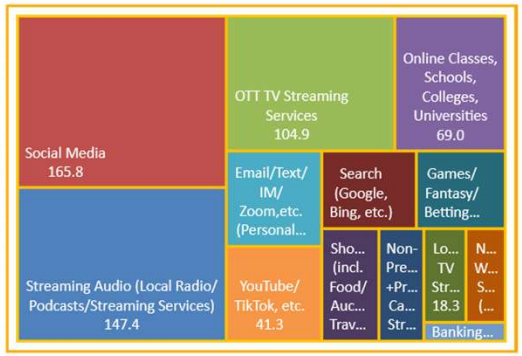
HomeGoods Apartment

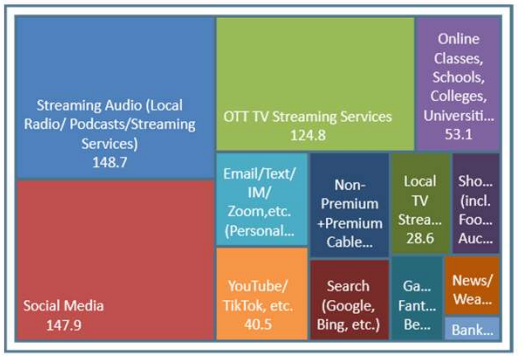
812,497 or 81.3% of Adults 25 - 54 who live in a Apartment and bought from HOMEGOODS past 3mos use Ad-Supported Social Media for an average of 142.6 minutes every day representing 28.3% of all time spent daily with Ad-Supported Digital Media.

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

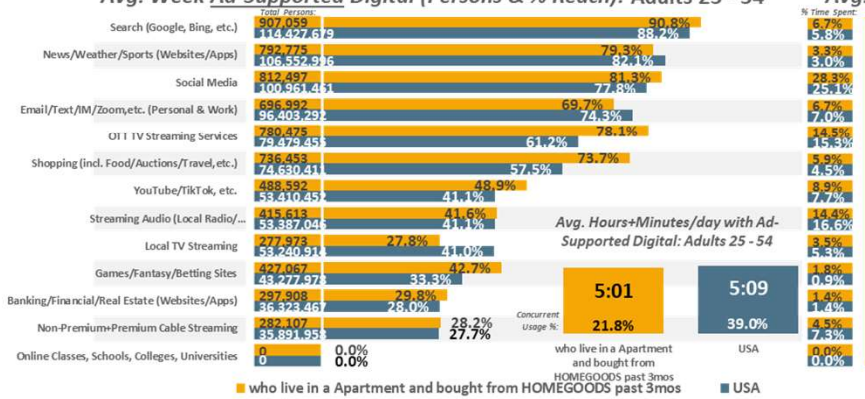


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

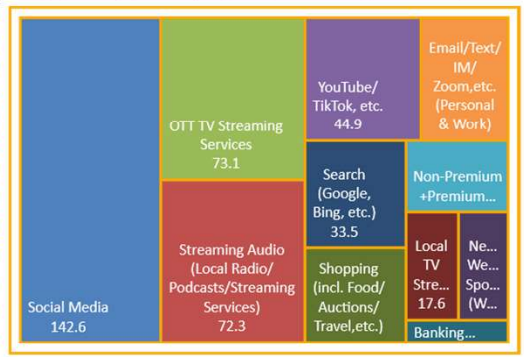


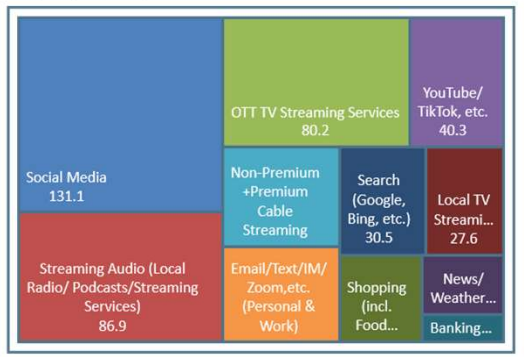


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



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





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USA Jan23-Feb24 USA Projection Qual Intab 9,480

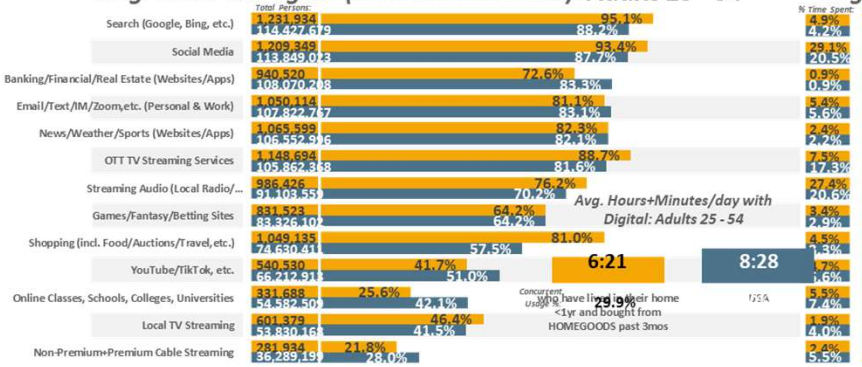
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Apartment

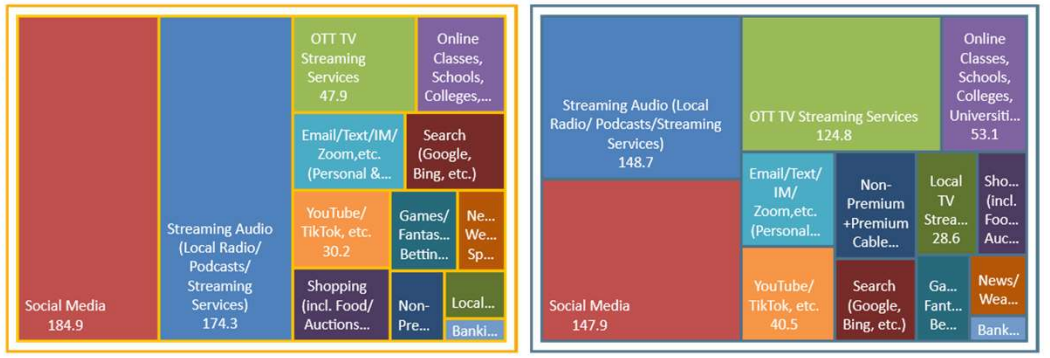


1,116,866 or 86.2% of Adults 25 - 54 who have lived in their home <1yr and bought from HOMEGOODS past 3mos use Ad-Supported Social Media for an average of 170.1 minutes every day representing 34.4% of all time spent daily with Ad-Supported Digital Media.

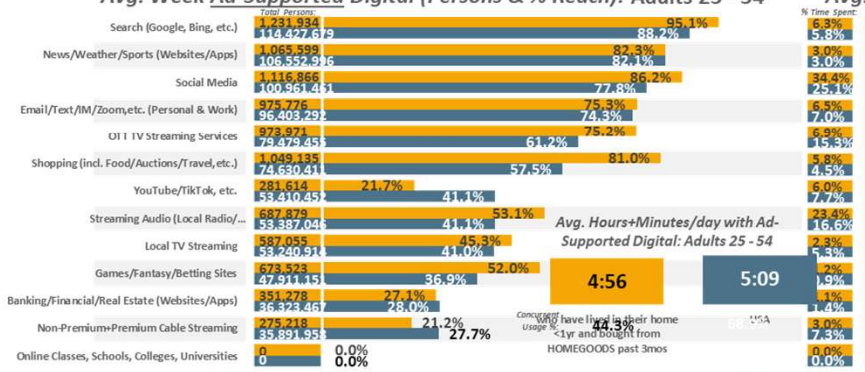
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



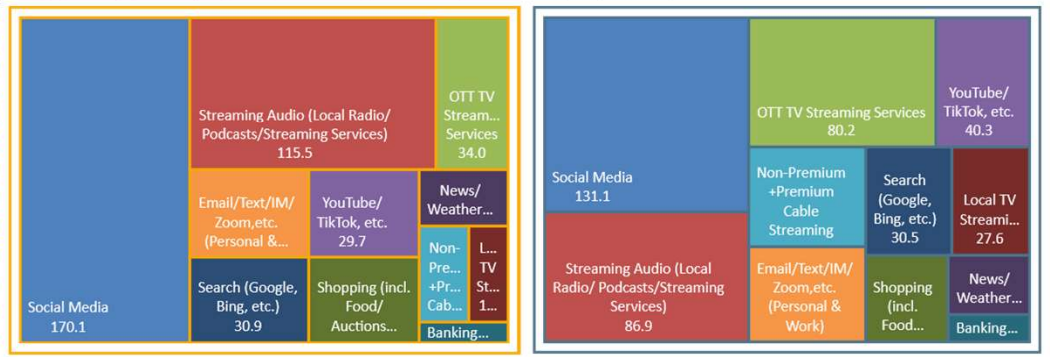
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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: Feb23-Apr24* *Qual Intab* *874*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

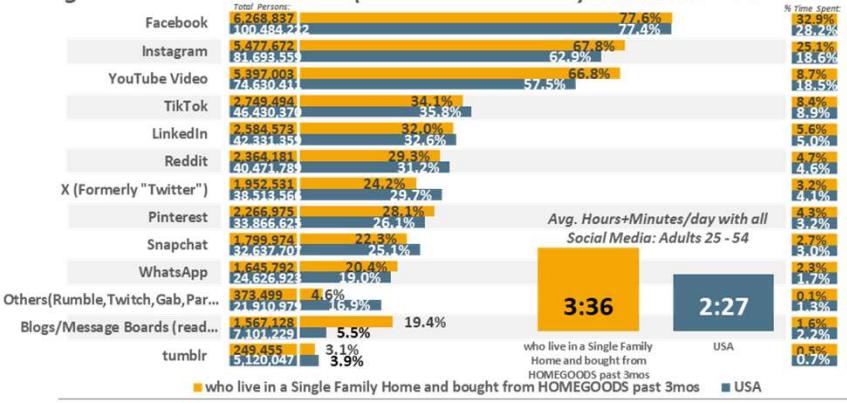
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Stores/services bought past 3 months: HomeGoods AND...Years in present home summaries (HHLD): Less than 1 year

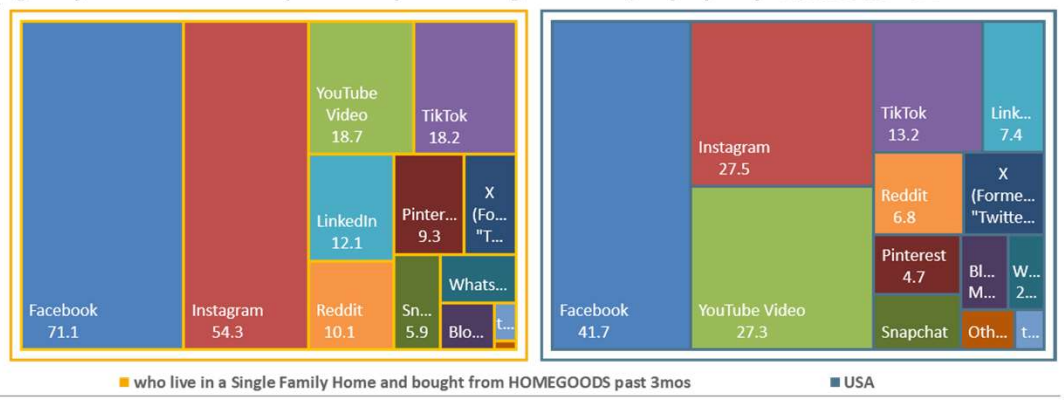


6,268,837 or 77.6% of Adults 25 - 54 who live in a Single Family Home and bought from HOMEGOODS past 3mos use Ad-Supported Facebook for an average of 75.2 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.

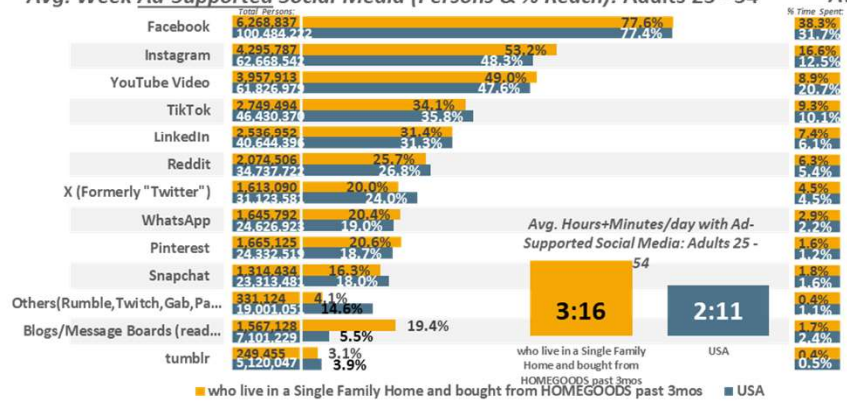
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



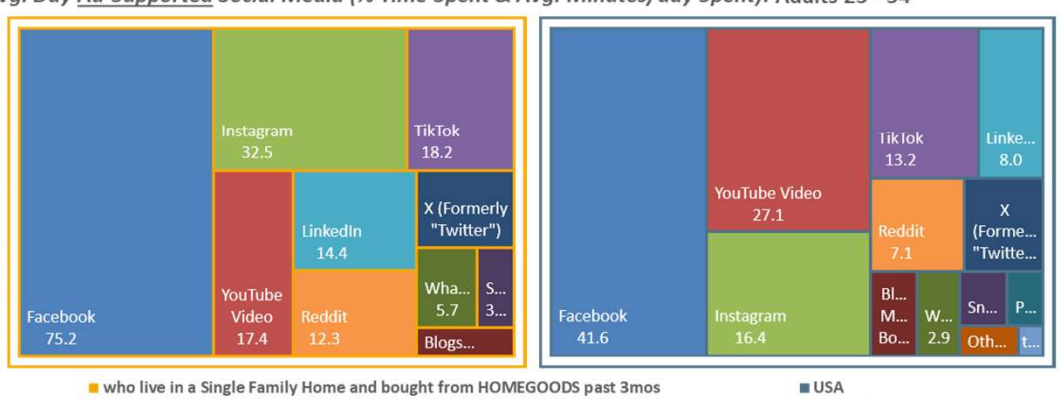
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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: Feb23-Apr24 Qual Intab 874

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

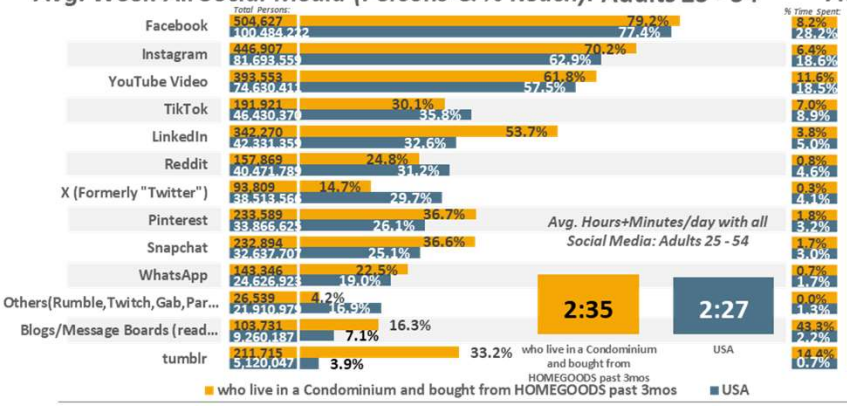
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Single family house (unattached)

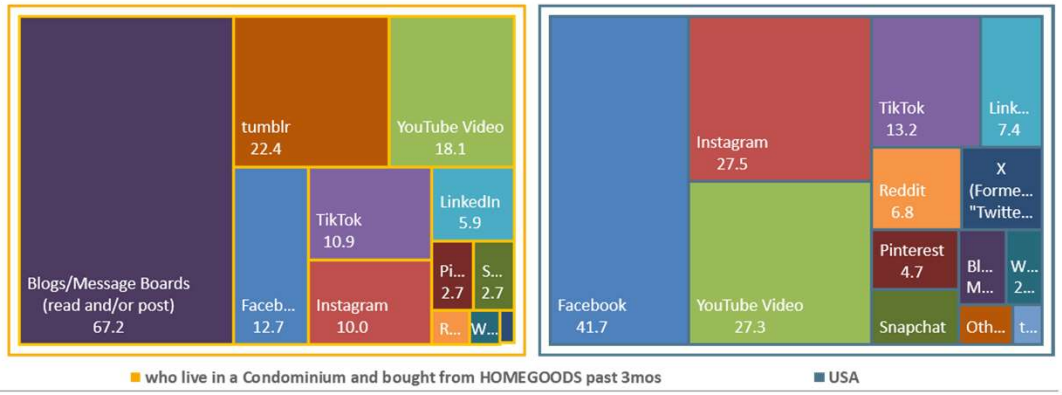


102,384 or 16.1% of Adults 25 - 54 who live in a Condominium and bought from HOMEGOODS past 3mos use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 73. minutes every day representing 51.5% of all time spent daily with Ad-Supported

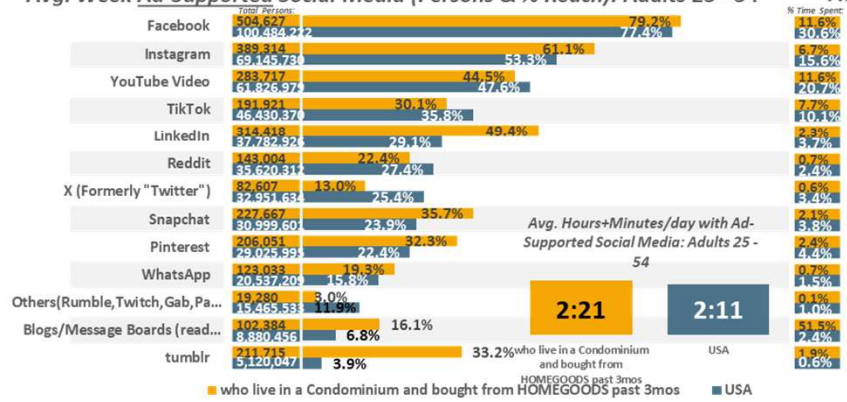
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



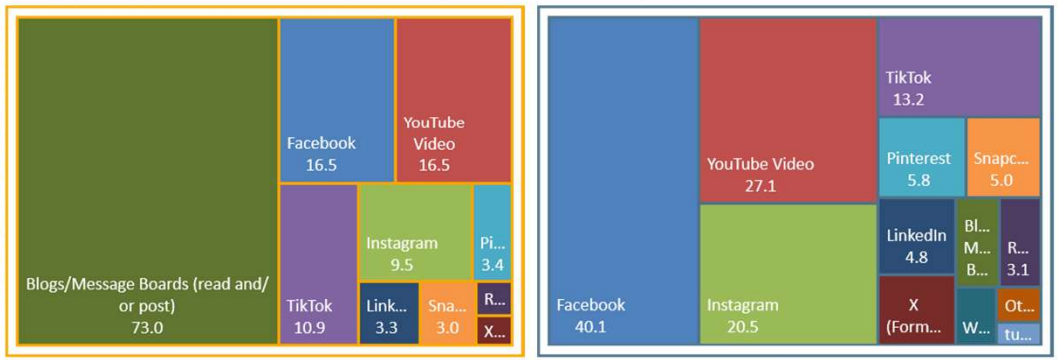
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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: Feb23-Apr24* *Qual Intab* *874*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

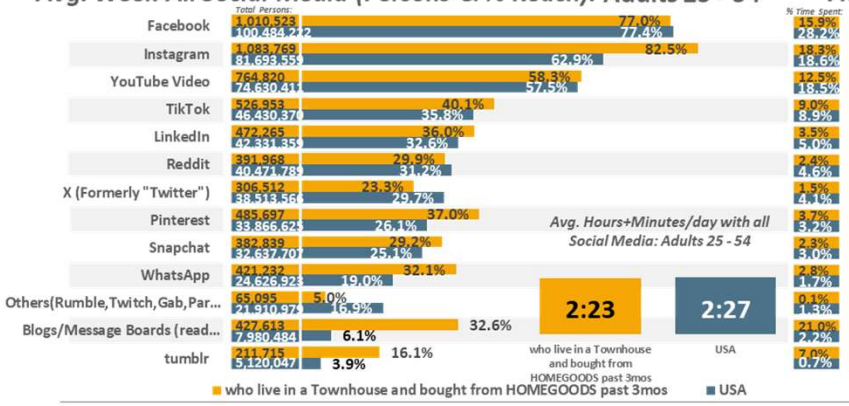
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Condominium

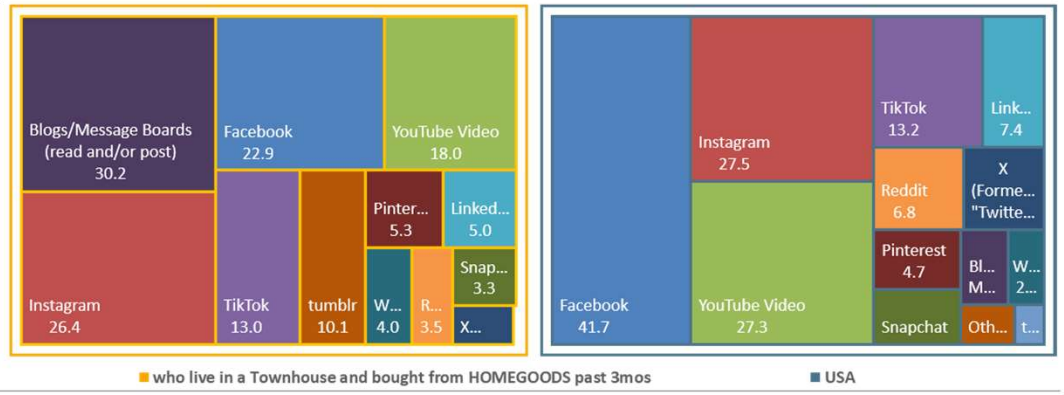


1,010,523 or 77.% of Adults 25 - 54 who live in a Townhouse and bought from HOMEGOODS past 3mos use Ad-Supported Facebook for an average of 27. minutes every day representing 22.6% of all time spent daily with Ad-Supported Social Media.

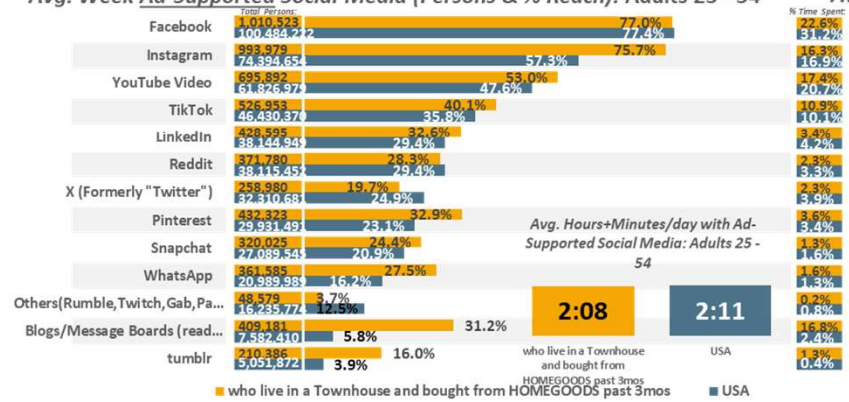
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



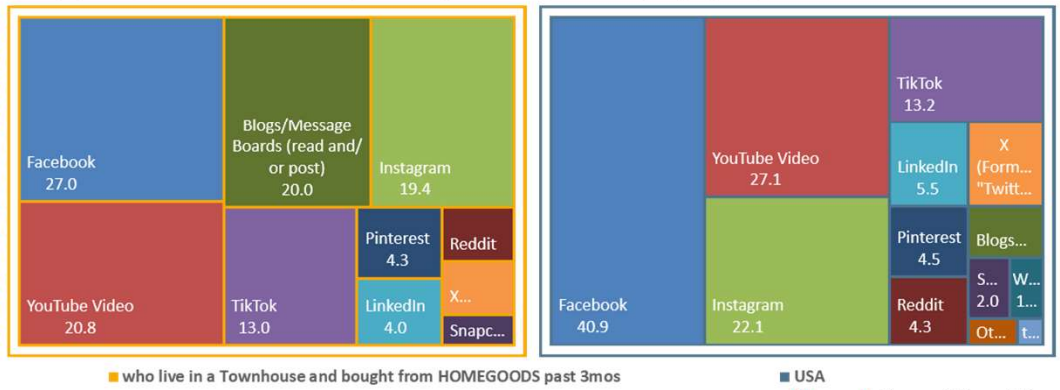
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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: Feb23-Apr24 Qual Intab 874

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

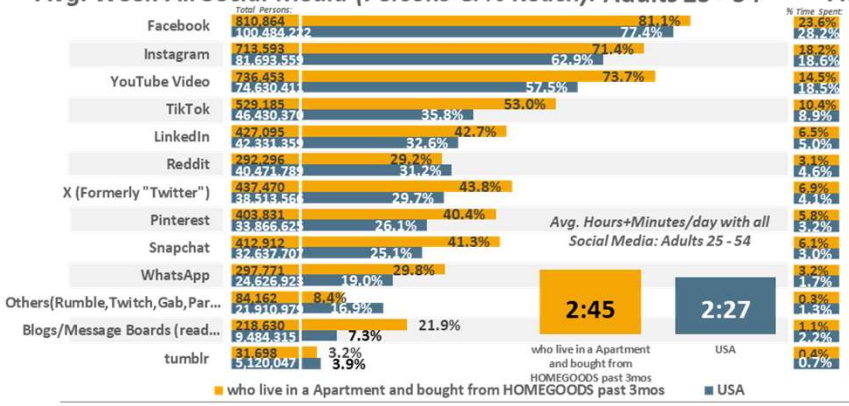
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Townhouse or attached home

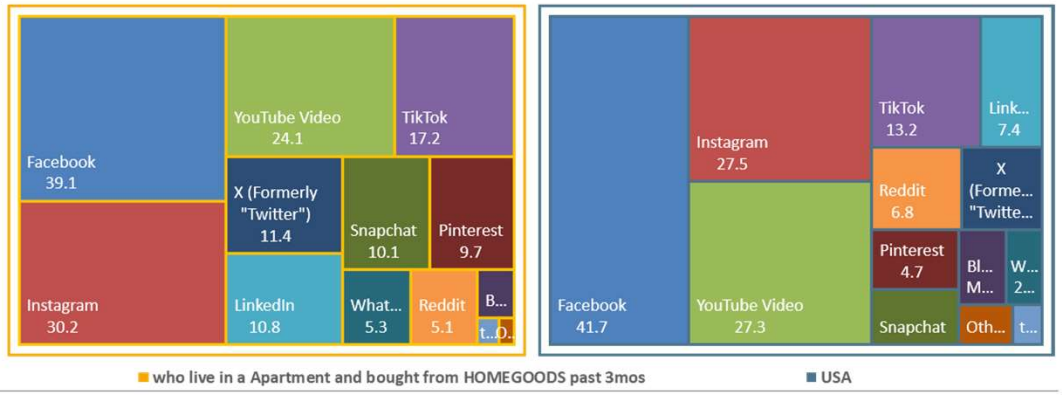


810,864 or 81.1% of Adults 25 - 54 who live in a Apartment and bought from HOMEGOODS past 3mos use Ad-Supported Facebook for an average of 52.1 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

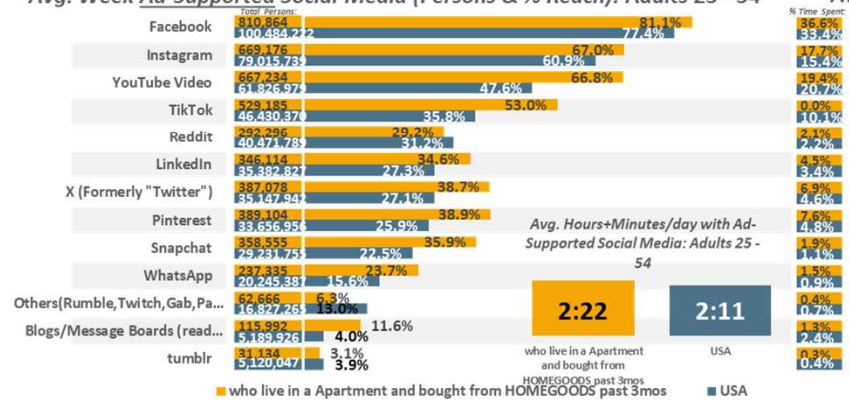
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



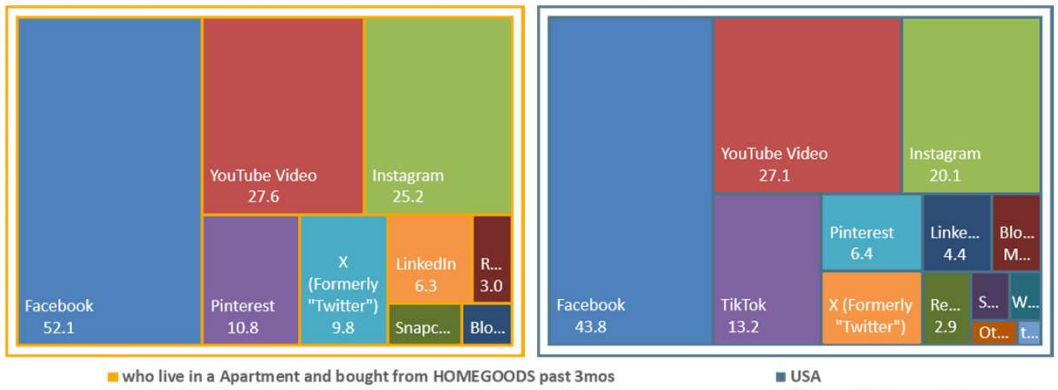
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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USA Jan23-Feb24 USA Projection Qual Intab 9,480

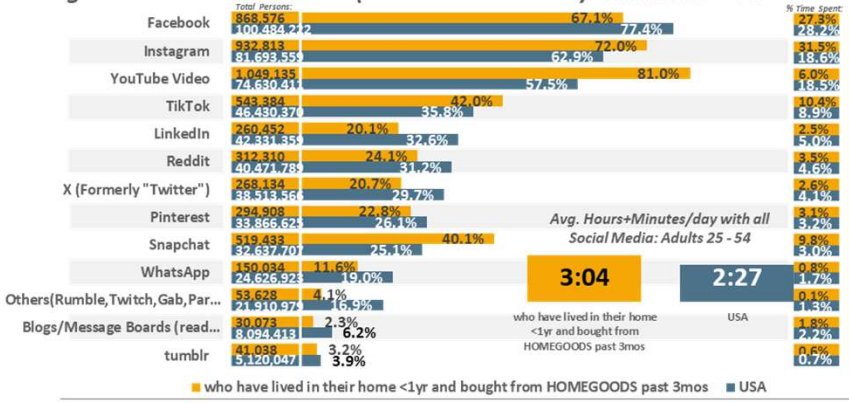
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Apartment

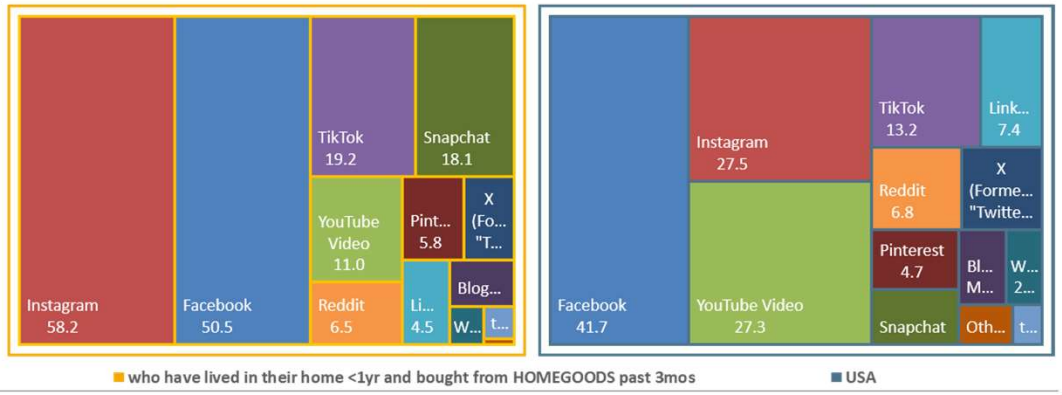


868,576 or 67.1% of Adults 25 - 54 who have lived in their home <1yr and bought from HOMEGOODS past 3mos use Ad-Supported Facebook for an average of 60.1 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

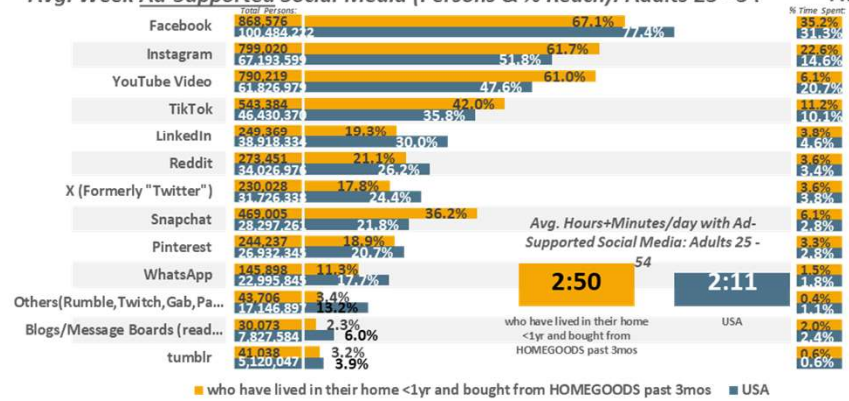
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



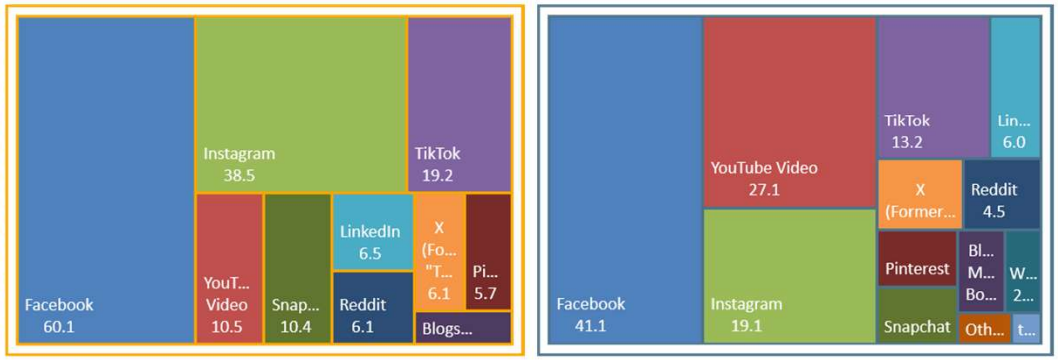
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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: Feb23-Apr24 Qual Intab 874

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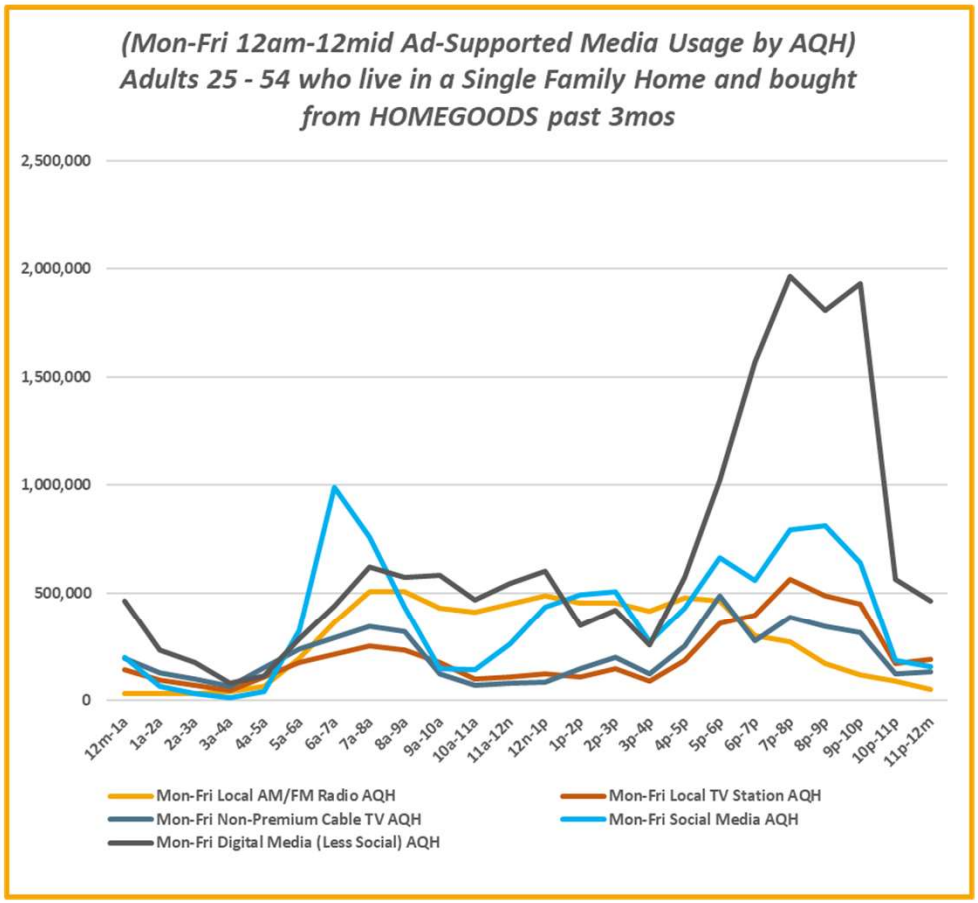
USA Jan23-Feb24 USA Projection Qual Intab 9,480

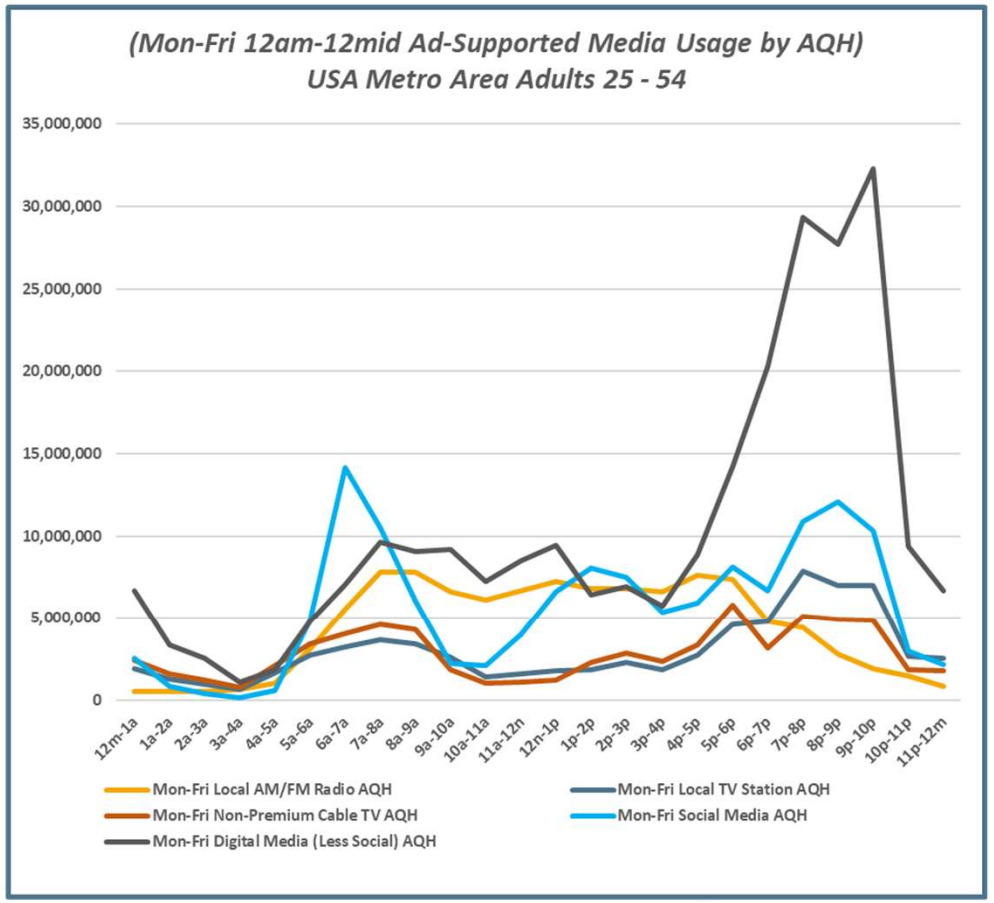
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Stores/services bought past 3 months: HomeGoods AND...Years in present home summaries (HHLD): Less than 1 year



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 616,280; Social Media: 468,065; Local Radio: 438,124; Non-Prem. Cable: 213,722; Local TV: 190,621 reaching Adults 25 - 54 who live in a Single Family Home and bought from





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874

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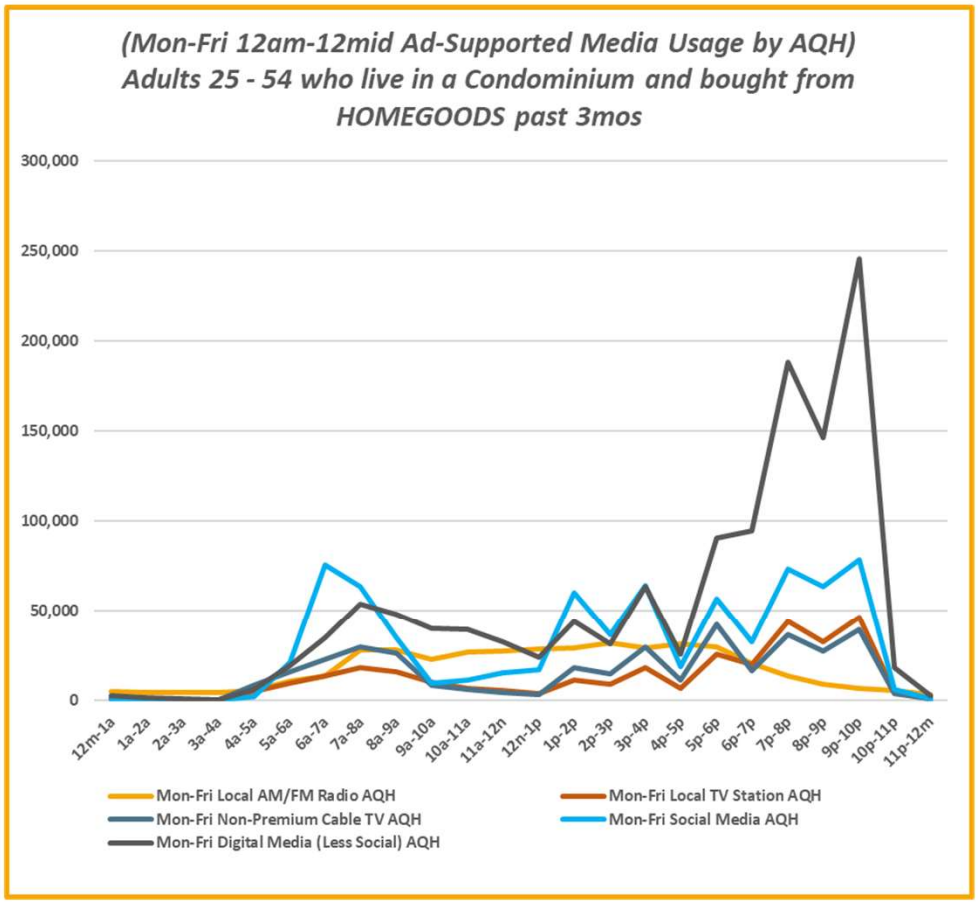
USA Jan23-Feb24 USA Projection Qual Intab 9,480

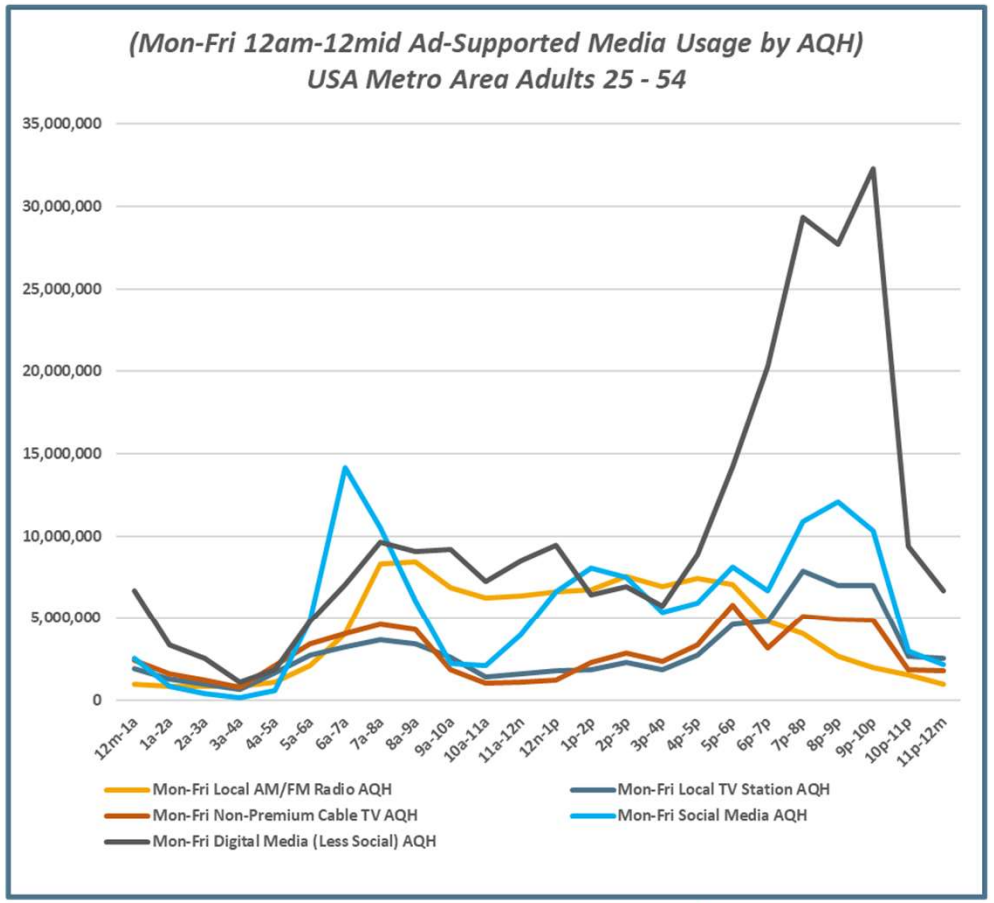
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Single family house (unattached)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 47,813; Social Media: 38,101; Local Radio: 26,529; Non-Prem. Cable: 17,905; Local TV: 12,532 reaching Adults 25 - 54 who live in a Condominium and bought from HOMEGOODS p





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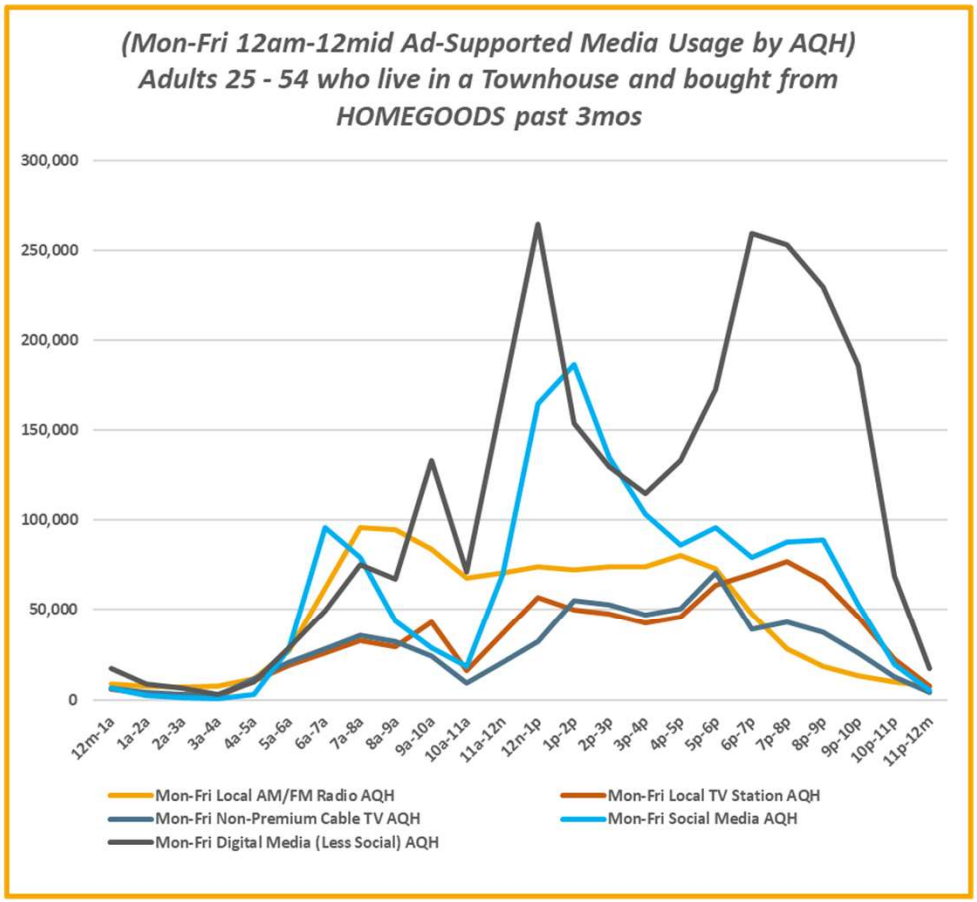
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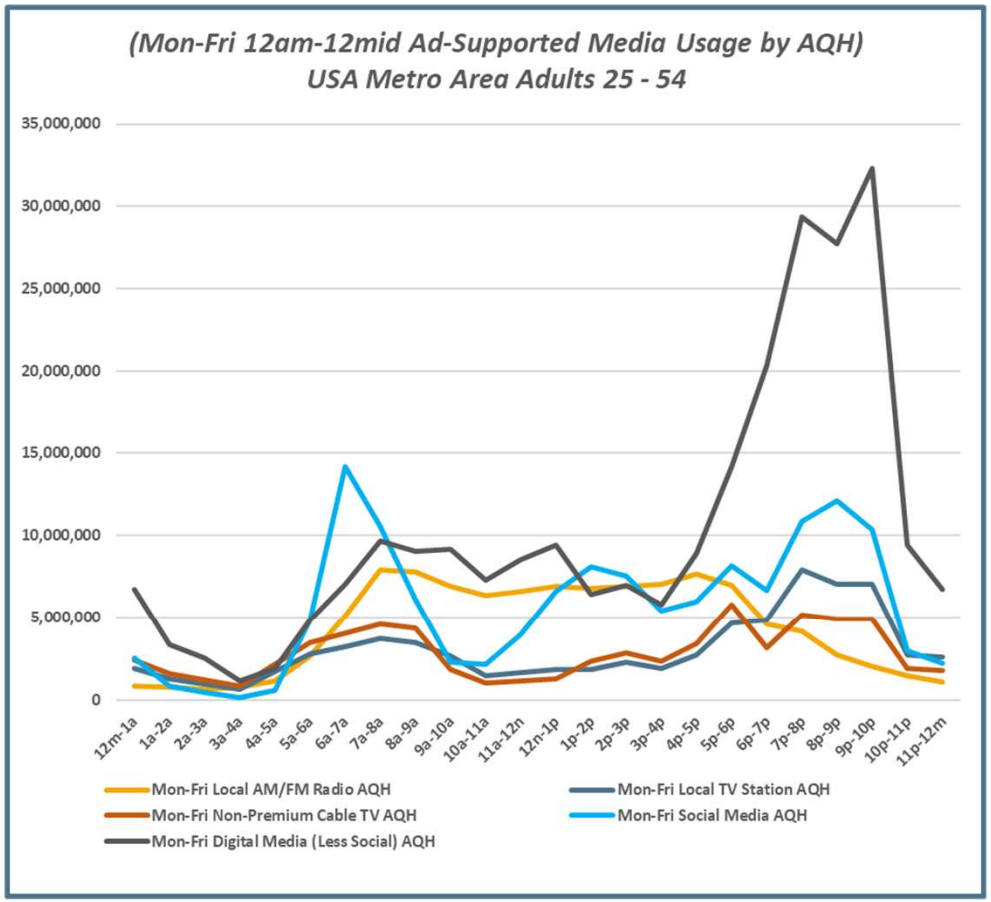
Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Condominium

HomeGoods®
Townhouse



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 138,109; Social Media: 91,451; Local Radio: 74,609; Local TV: 43,096; Non-Prem. Cable: 38,294 reaching Adults 25 - 54 who live in a Townhouse and bought from HOMEGOODS pa





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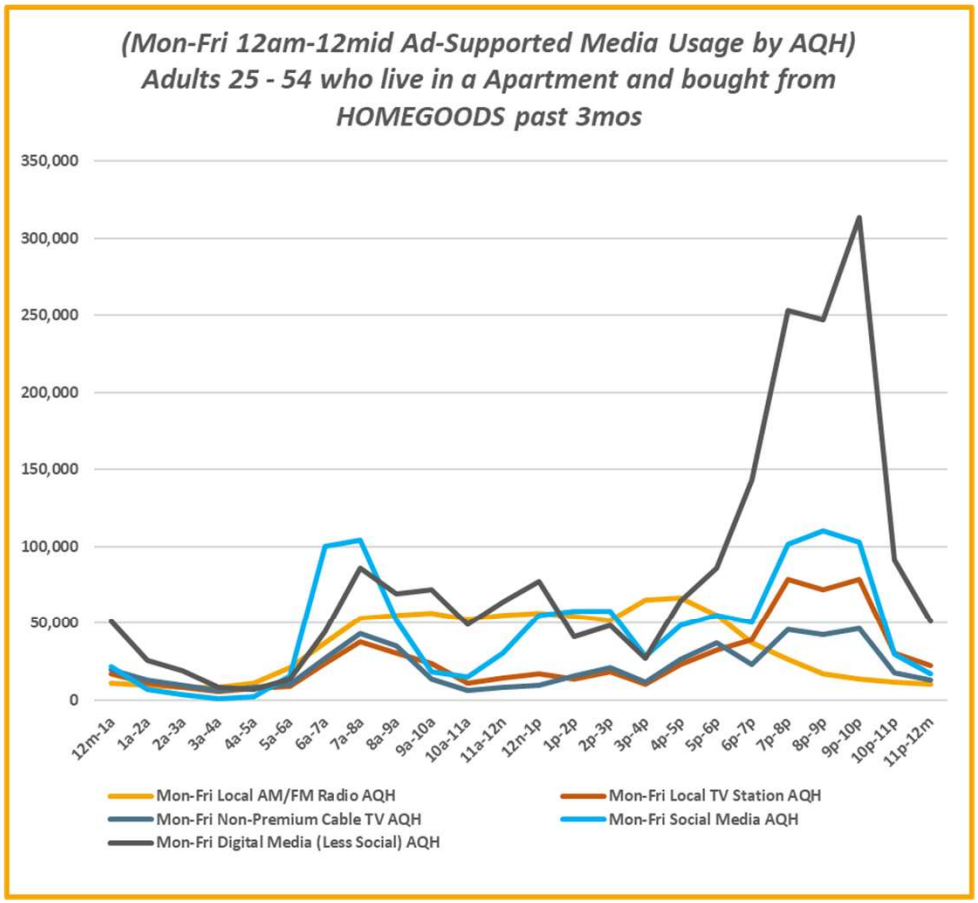
USA Jan23-Feb24 USA Projection Qual Intab 9,480

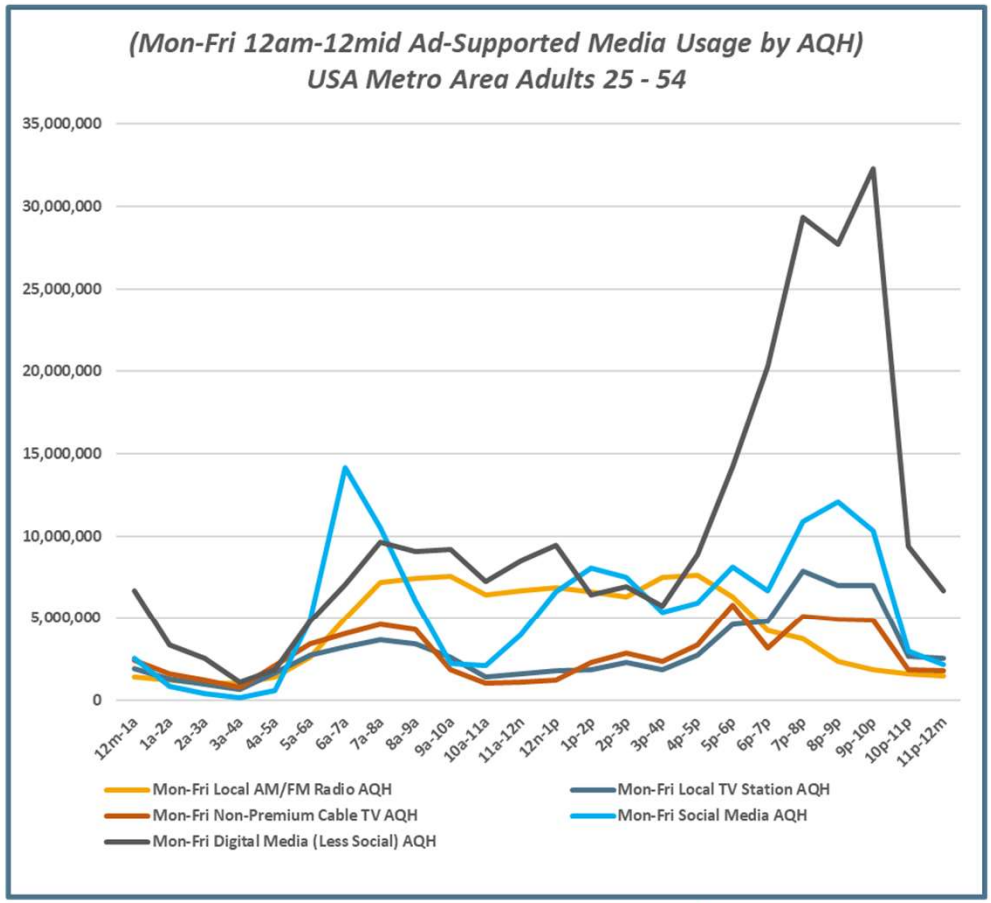
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Townhouse or attached home



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 67,255; Local Radio: 53,674; Social Media: 51,955; Local TV: 22,661; Non-Prem. Cable: 21,559 reaching Adults 25 - 54 who live in a Apartment and bought from HOMEGOODS pas





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 874

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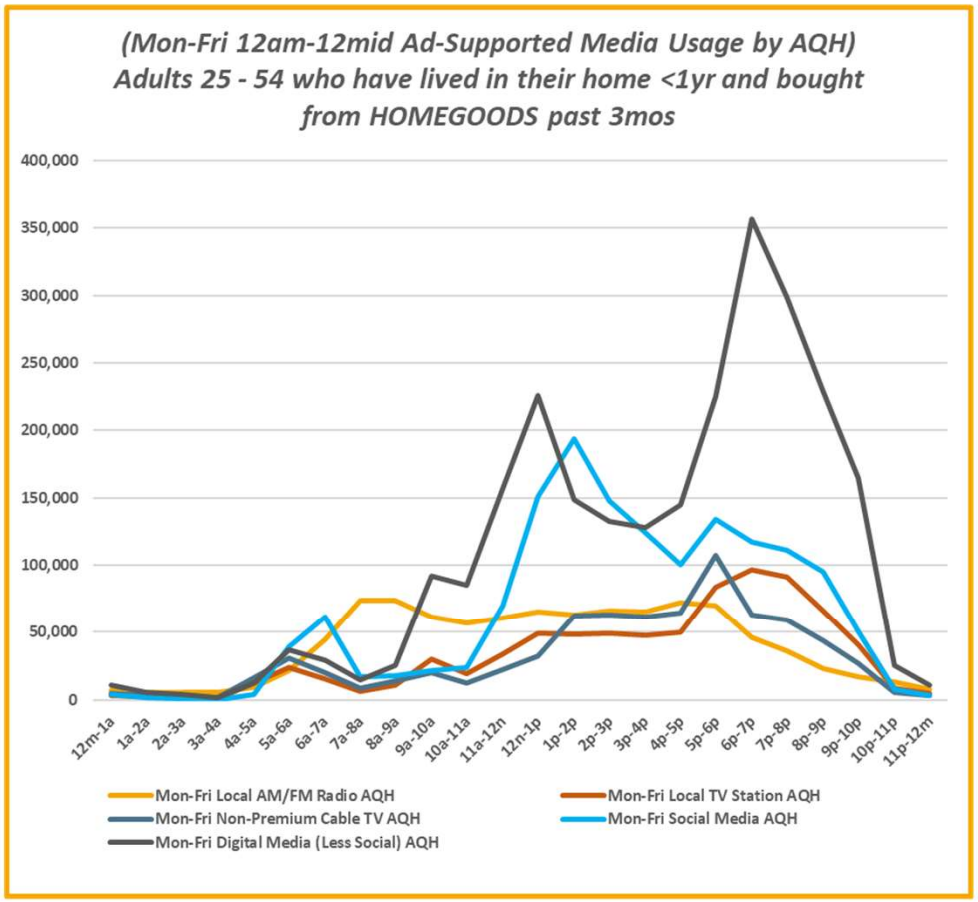
USA Jan23-Feb24 USA Projection Qual Intab 9,480

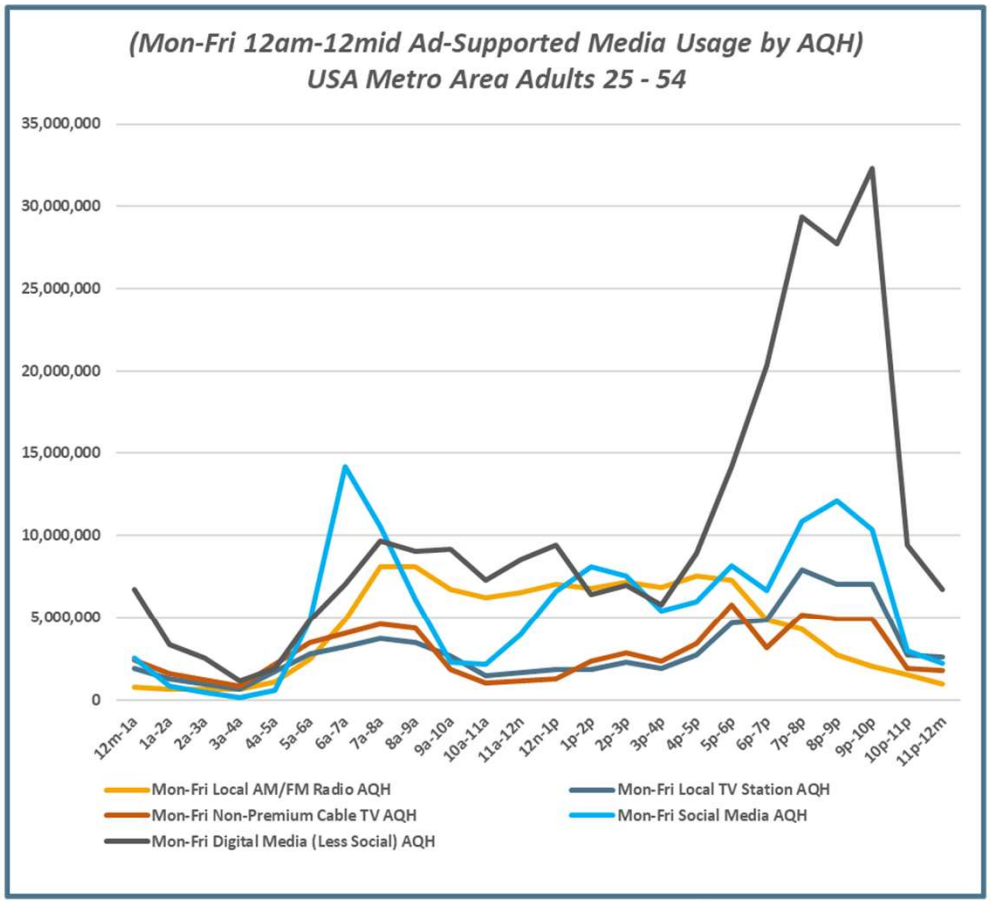
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Apartment



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 135,671; Social Media: 90,744; Local Radio: 62,824; Non-Prem. Cable: 42,230; Local TV: 41,350 reaching Adults 25 - 54 who have lived in their home <1yr and bought from HO





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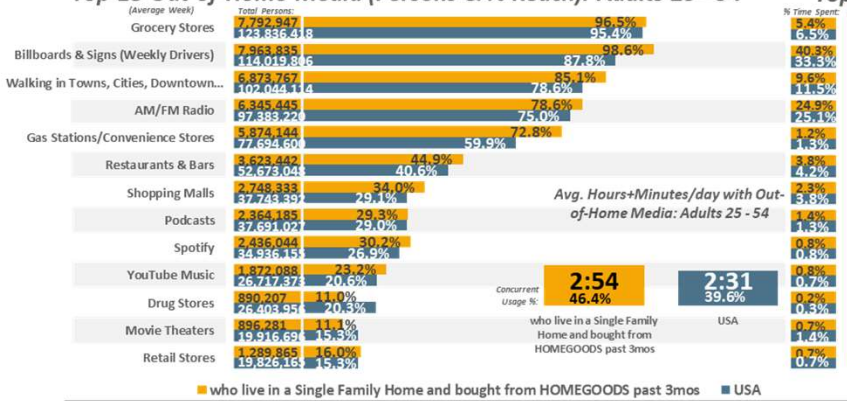
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Stores/services bought past 3 months: HomeGoods AND...Years in present home summaries (HHLD): Less than 1 year

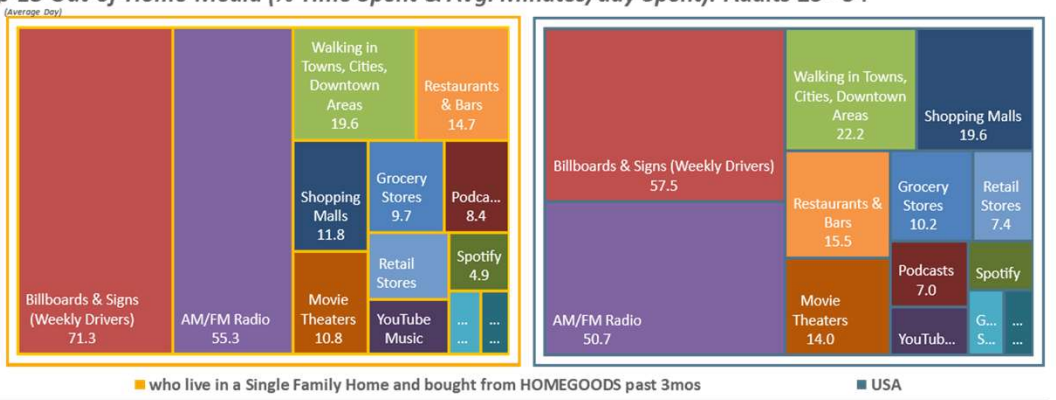


7,963,835 or 98.6% of Adults 25 - 54 who live in a Single Family Home and bought from HOMEGOODS past 3mos spend an average of 71.3 minutes per day driving, seeing Billboards and Signs. 74.7% Listen to Local Radio Stations Out-of-Home for an average of 50.

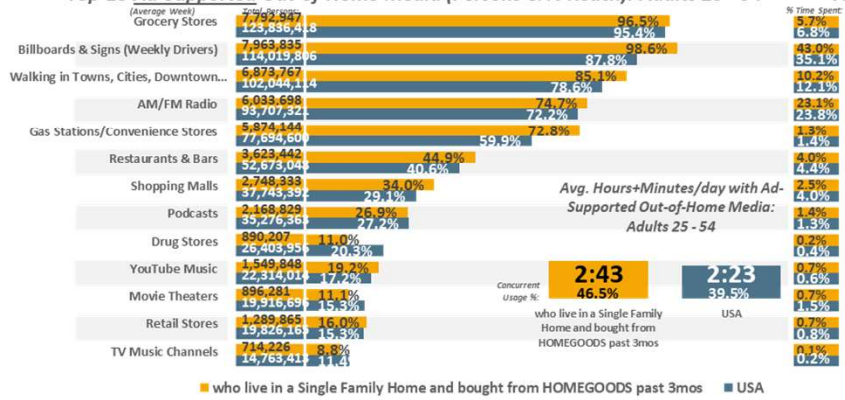
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



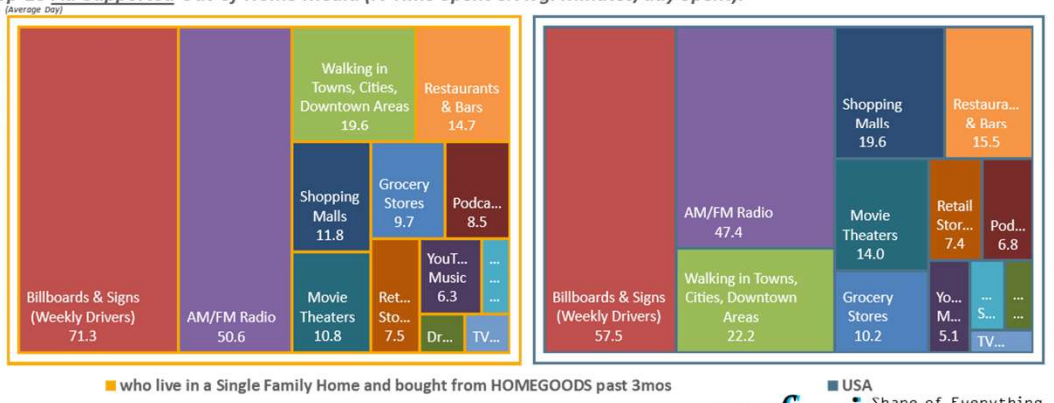
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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: Feb23-Apr24* *Qual Intab* *874*

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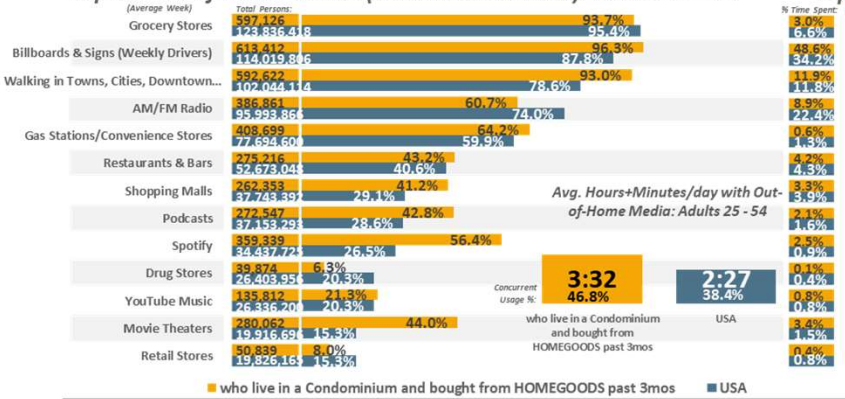
Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Single family house (unattached)

HomeGoods® Condominium

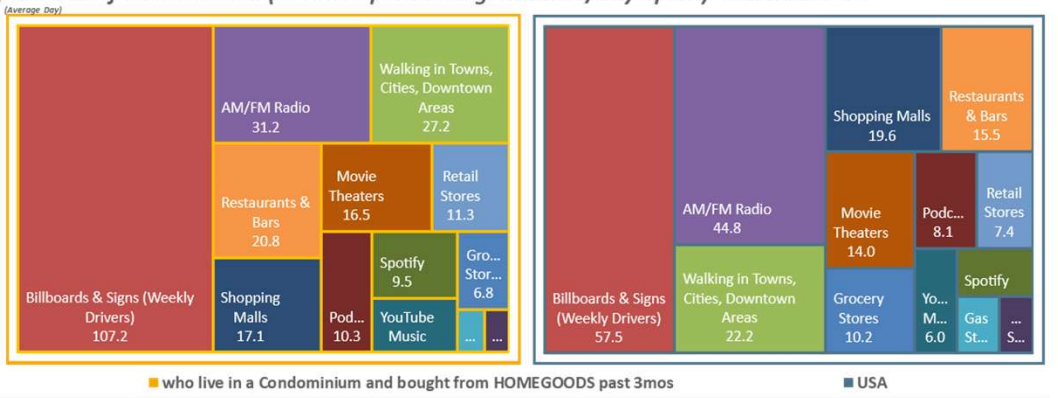


613,412 or 96.3% of Adults 25 - 54 who live in a Condominium and bought from HOMEGOODS past 3mos spend an average of 107.2 minutes per day driving, seeing Billboards and Signs. 57.2% Listen to Local Radio Stations Out-of-Home for an average of 24.8 minute

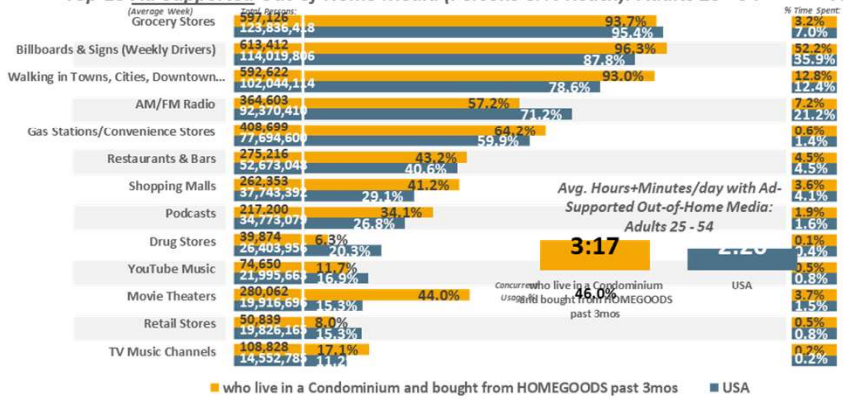
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



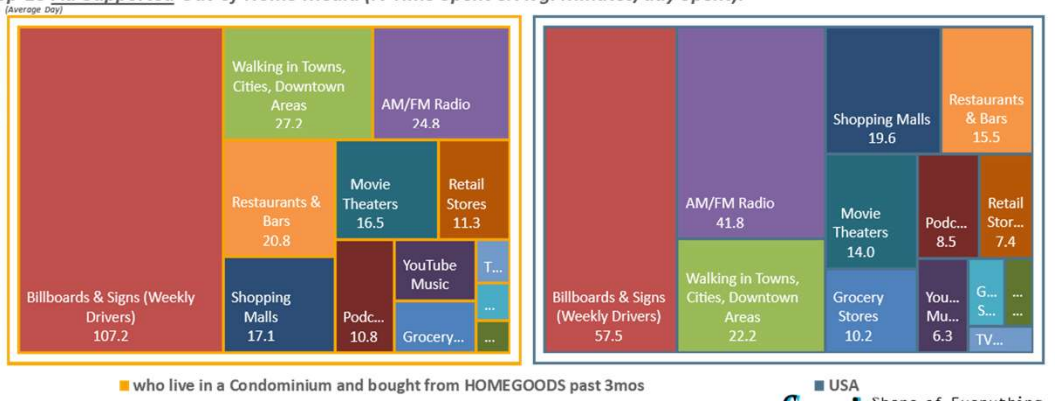
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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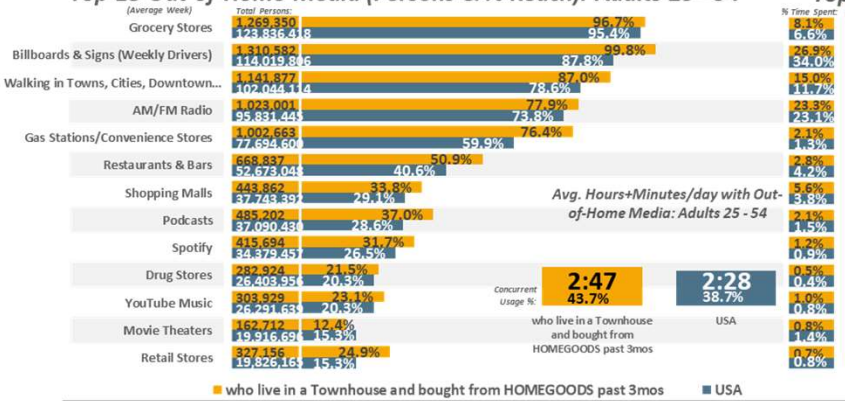
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Condominium

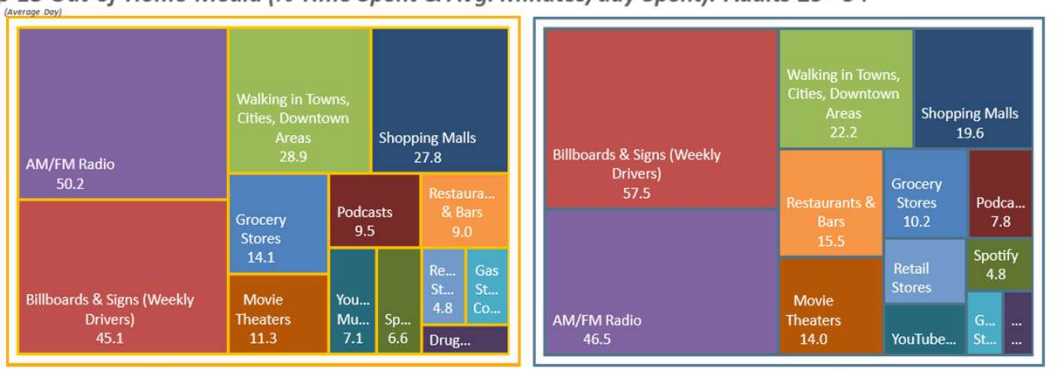


1,310,582 or 99.8% of Adults 25 - 54 who live in a Townhouse and bought from HOMEGOODS past 3mos spend an average of 45.1 minutes per day driving, seeing Billboards and Signs. 74.3% Listen to Local Radio Stations Out-of-Home for an average of 46.7 minutes

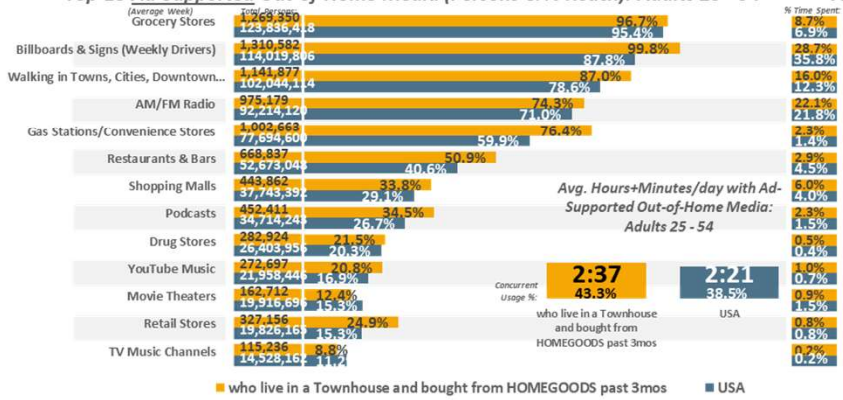
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



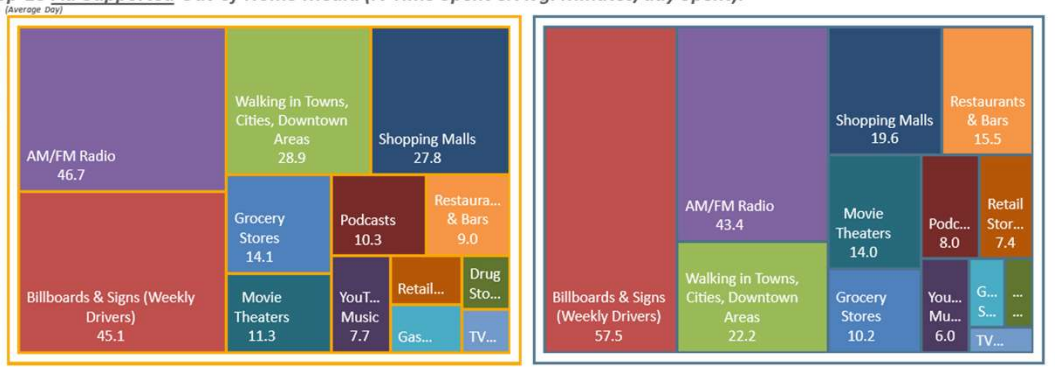
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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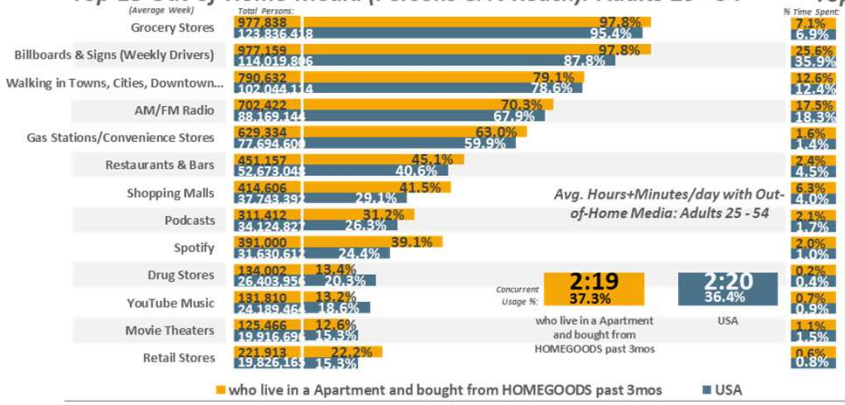
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Townhouse or attached home

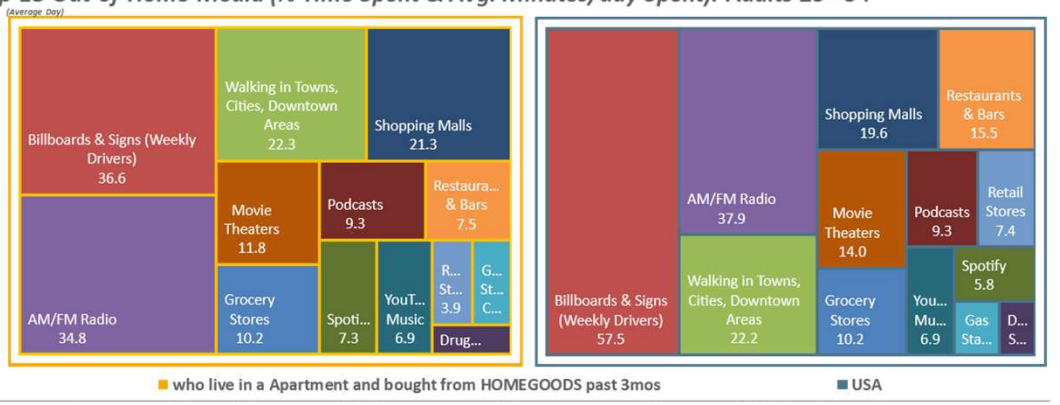


977,159 or 97.8% of Adults 25 - 54 who live in a Apartment and bought from HOMEGOODS past 3mos spend an average of 36.6 minutes per day driving, seeing Billboards and Signs. 68.2% Listen to Local Radio Stations Out-of-Home for an average of 33.7 minutes/d

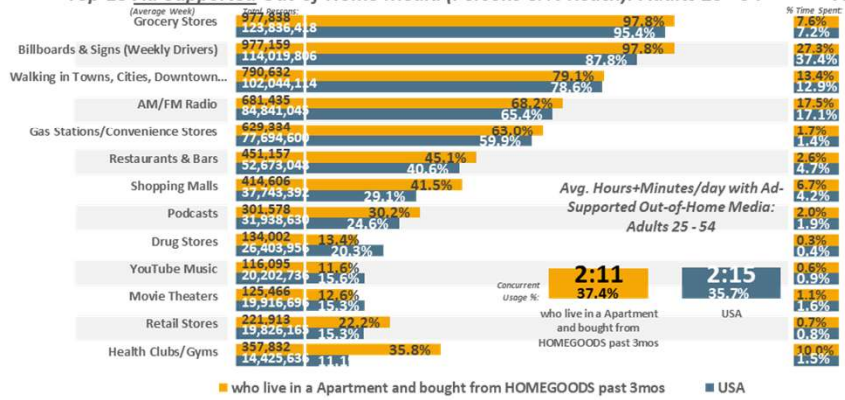
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



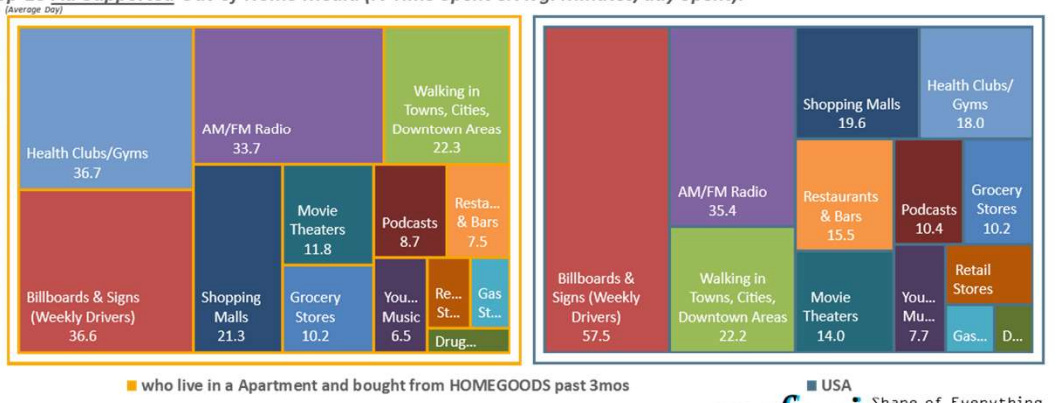
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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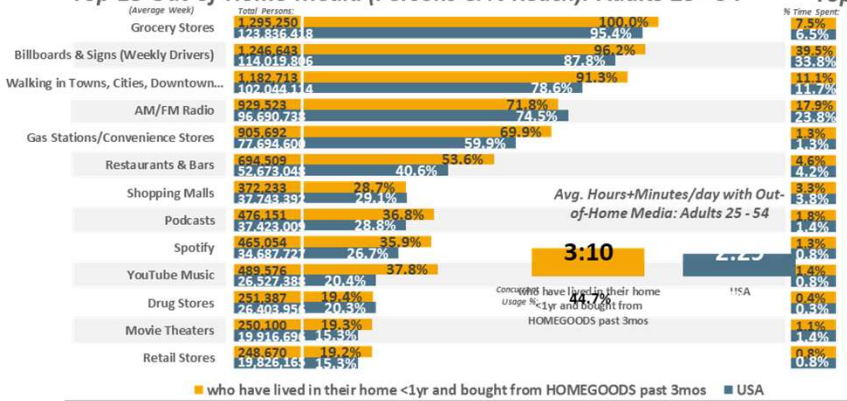
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Apartment

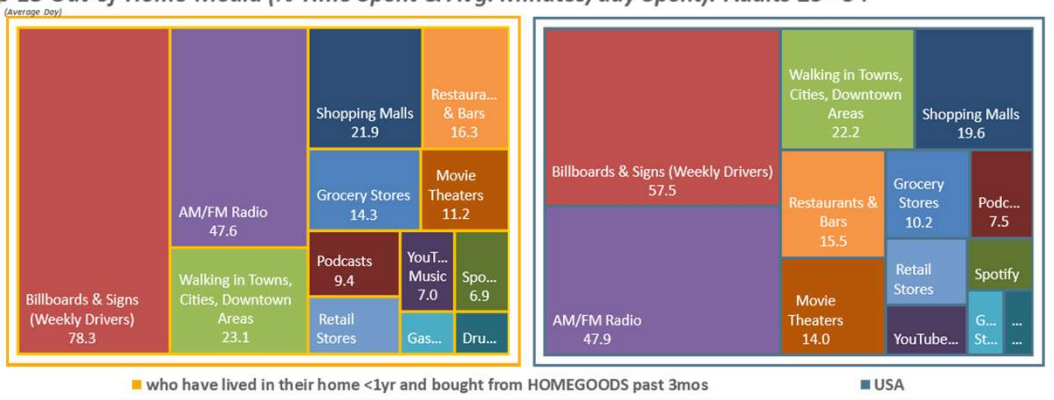


1,246,643 or 96.2% of Adults 25 - 54 who have lived in their home <1yr and bought from HOMEGOODS past 3mos spend an average of 78.3 minutes per day driving, seeing Billboards and Signs. 65.9% Listen to Local Radio Stations Out-of-Home for an average of 38

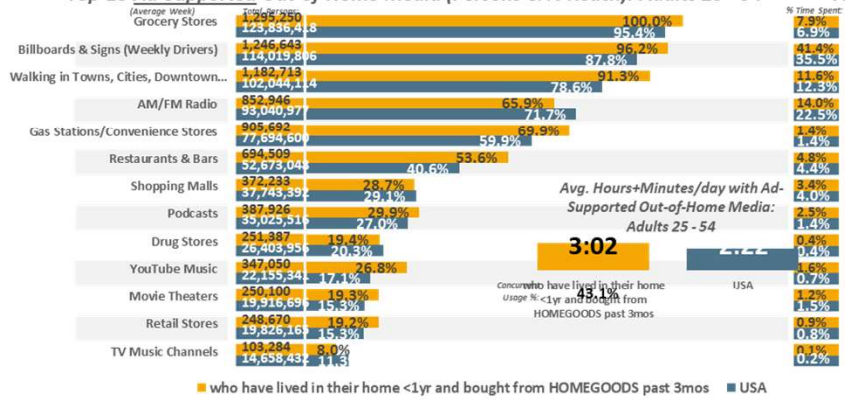
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



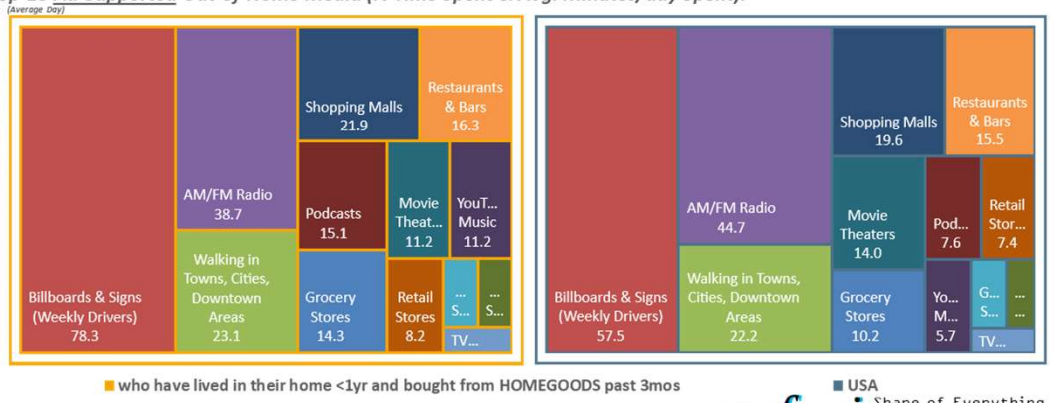
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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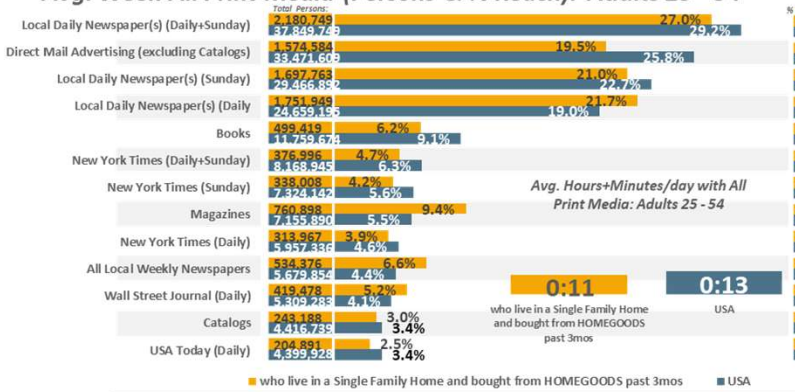
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Stores/services bought past 3 months: HomeGoods AND...Years in present home summaries (HHLD): Less than 1 year

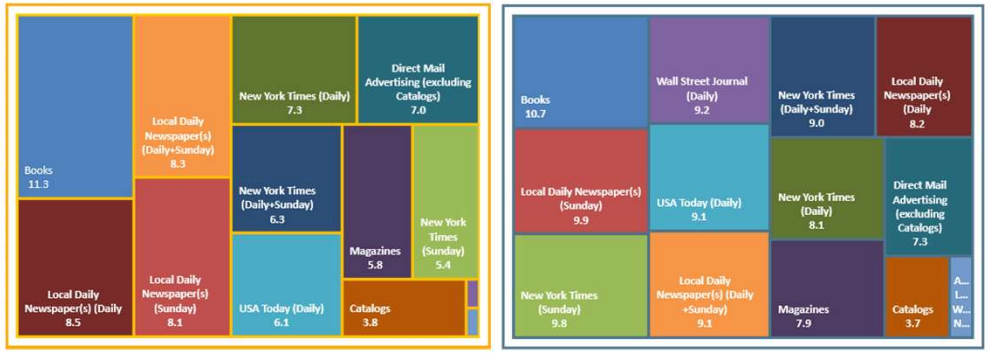


2,180,749 or 27.% of Adults 25 - 54 who live in a Single Family Home and bought from HOMEGOODS past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 34.4% of all time spent daily with All forms of Pri

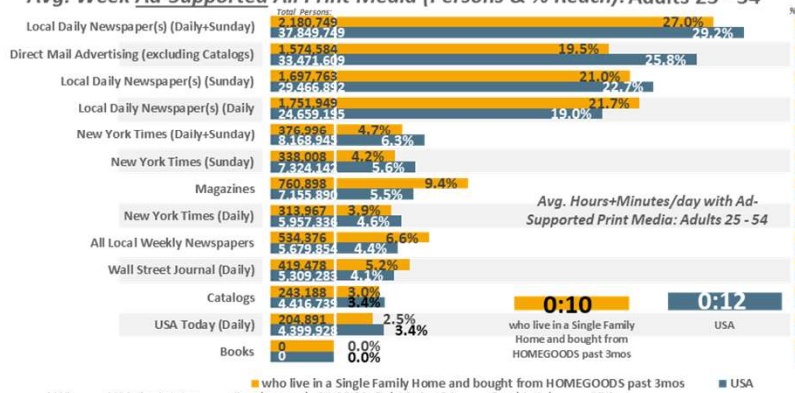
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



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



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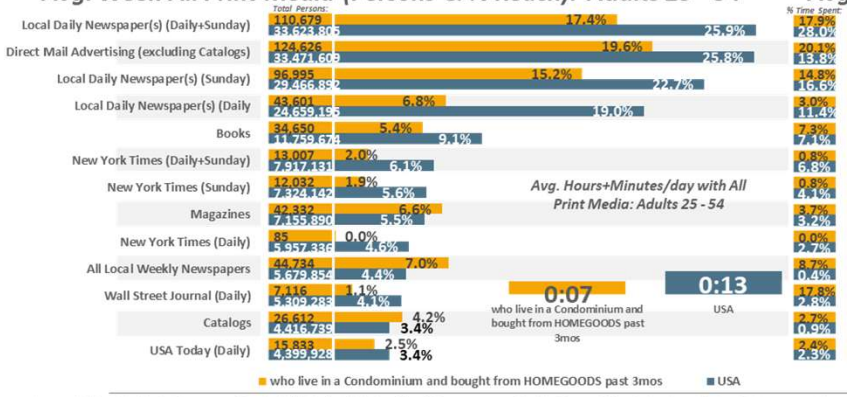
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Single family house (unattached)

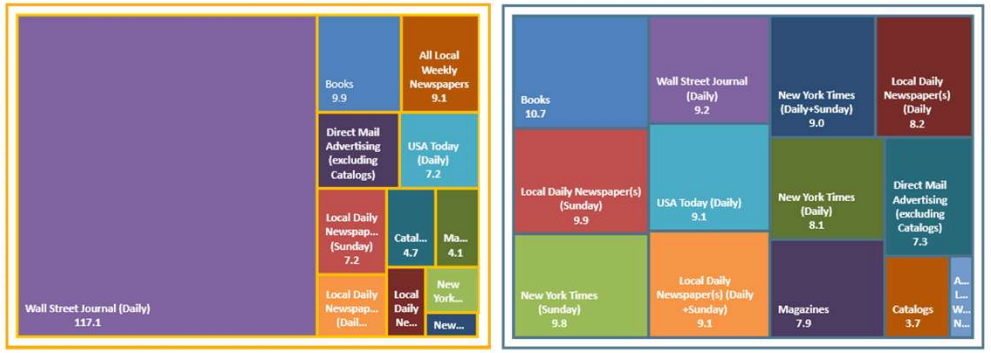
HomeGoods® Condominium

124,626 or 19.6% of Adults 25 - 54 who live in a Condominium and bought from HOMEGOODS past 3mos read Direct Mail Advertising (excluding Catalogs) for an average of 7.6 minutes every day representing 21.7% of all time spent daily with All forms of Print

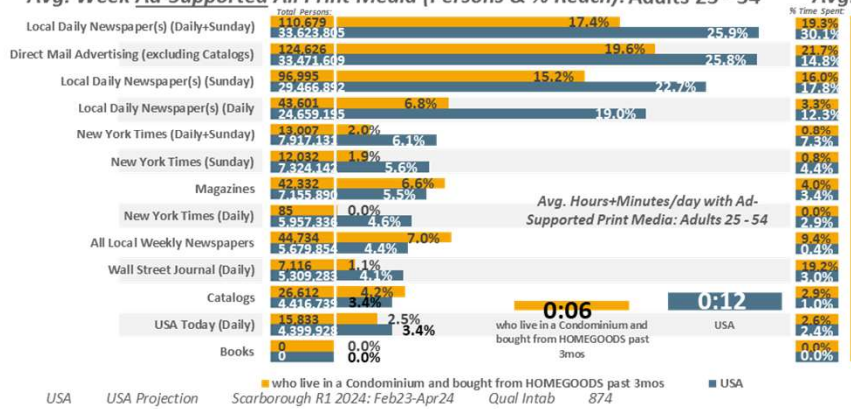
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



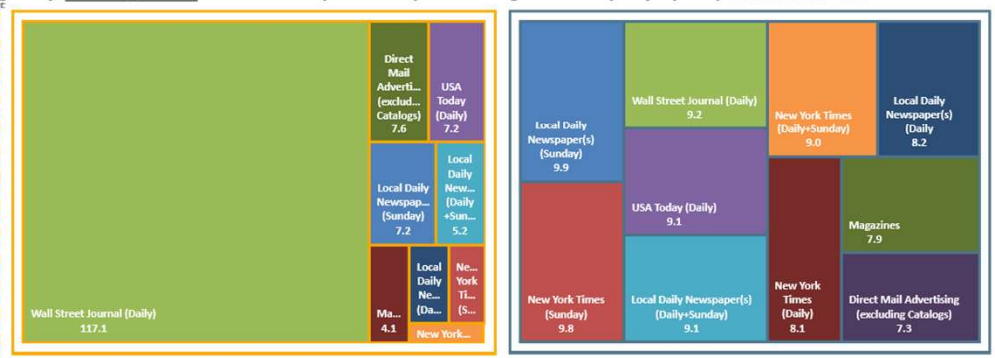
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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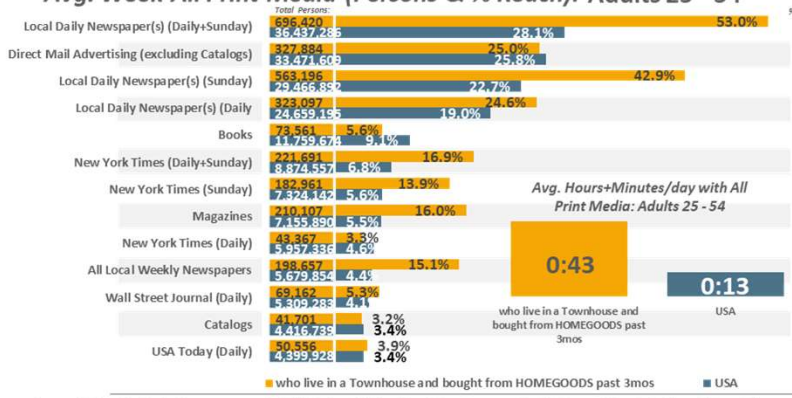
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Condominium

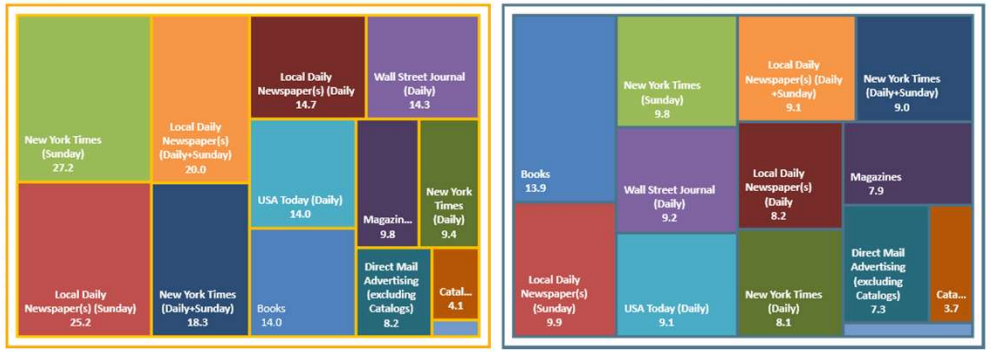


696,420 or 53.% of Adults 25 - 54 who live in a Townhouse and bought from HOMEGOODS past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 20. minutes every day representing 34.2% of all time spent daily with All forms of Print Media.

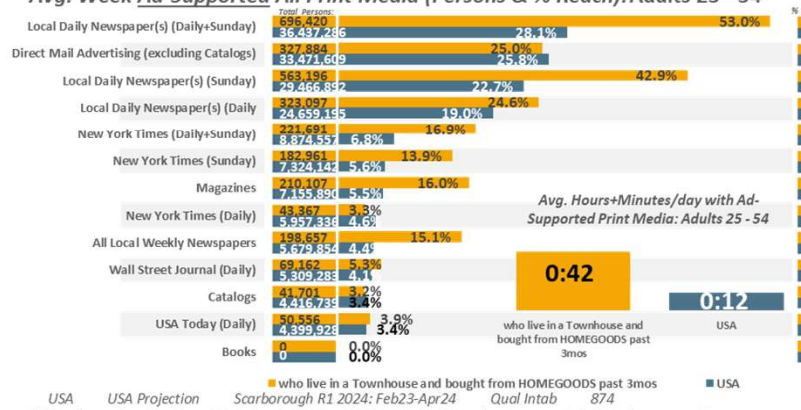
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



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



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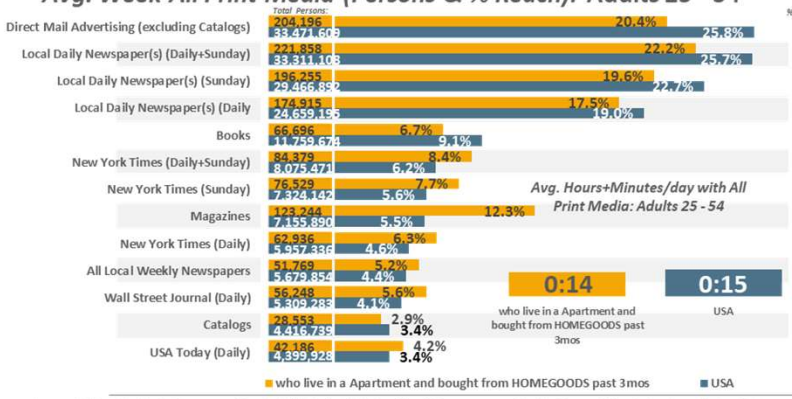
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Townhouse or attached home



221,858 or 22.2% of Adults 25 - 54 who live in a Apartment and bought from HOMEGOODS past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.3 minutes every day representing 22.6% of all time spent daily with All forms of Print Media.

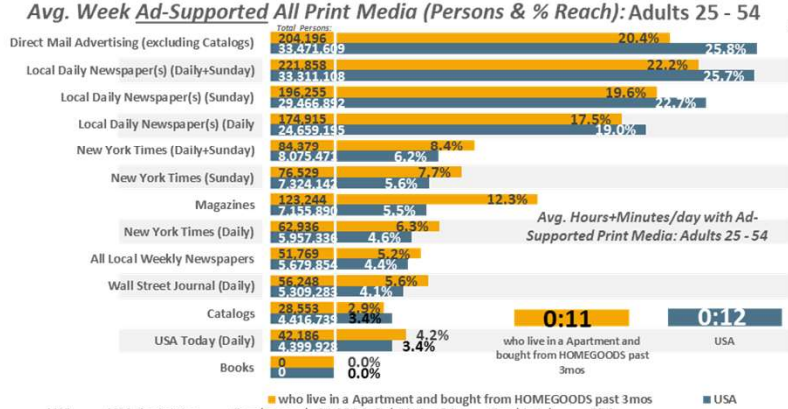
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



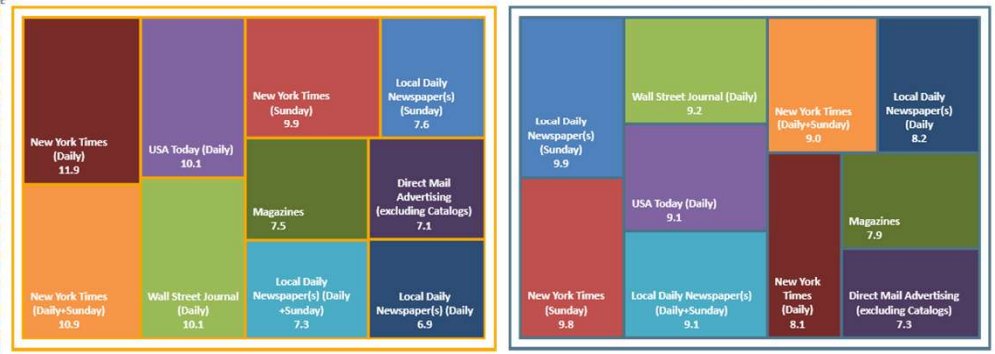
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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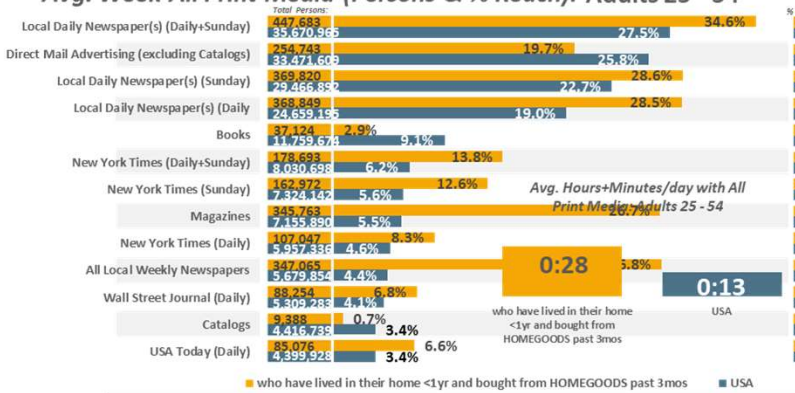
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Stores/services bought past 3 months: HomeGoods AND...Type of dwelling (HHLD): Apartment

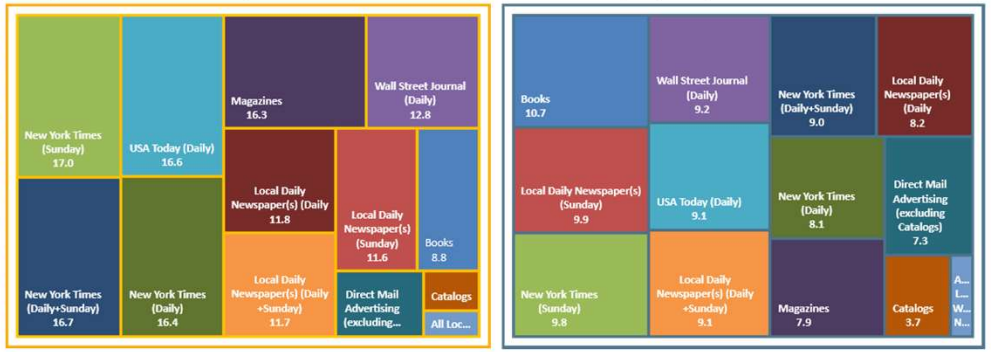


447,683 or 34.6% of Adults 25 - 54 who have lived in their home <1yr and bought from HOMEGOODS past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.7 minutes every day representing 23.7% of all time spent daily with All forms of Pr

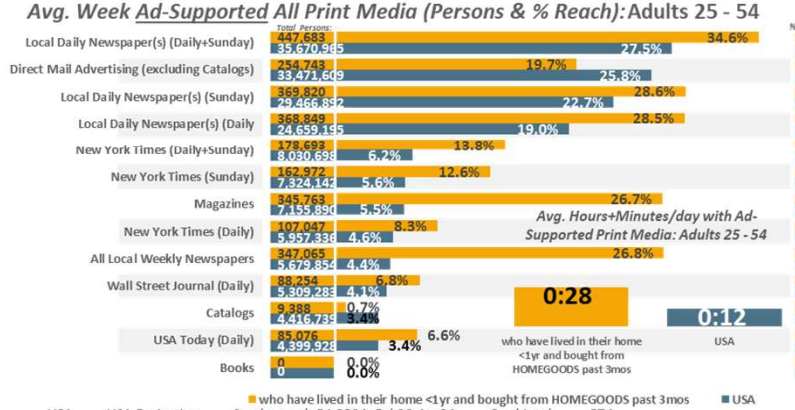
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



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



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Stores/services bought past 3 months: HomeGoods AND...Years in present home summaries (HHLD): Less than 1 year