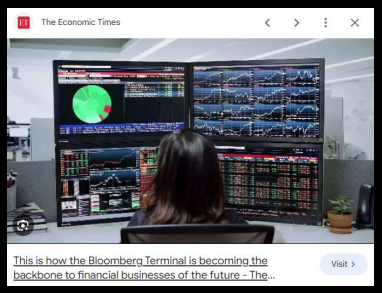
USA –FIVE STORES where P25-54s purchased LARGE APPLIANCES past 12mos!

Complete Demographic & Media Use Profiles

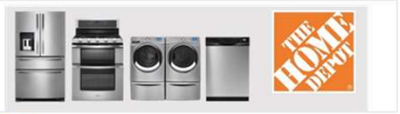
Complete Demographic, Psychographic, and Total Media Usage Profiles of P25-54 past 12 months LARGE APPLIANCE Buyers who Bought from THE HOME DEPOT, BEST BUY, COSTCO, LOWE'S, and SAM'S CLUB as of April 2024!





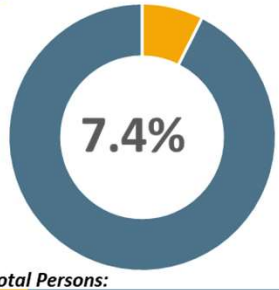
Large appliance:Stores bought past 12 months (HHLD): Best Buy
Large appliance:Stores bought past 12 months (HHLD): Costco
Large appliance:Stores bought past 12 months (HHLD): The Home Depot
Large appliance:Stores bought past 12 months (HHLD): Lowe's
Large appliance:Stores bought past 12 months (HHLD): Sam's Club

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



7.4% or 9,631,476 of USA Adults 25 - 54 bought Large Appliance(s) at THE HOME DEPOT past 12mos.
Typical Adults 25 - 54 who bought Large Appliance(s) at THE HOME DEPOT past 12mos are 40.6 years old (1.6% older than average) and have a $143,633 (44.% higher than average) annual household income.

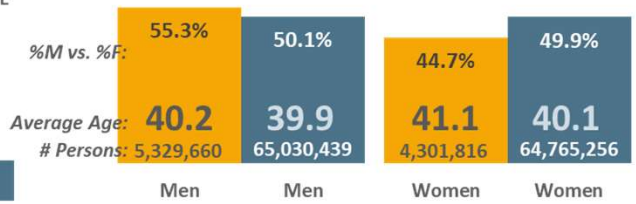
Percent of Market: Adults 25 - 54



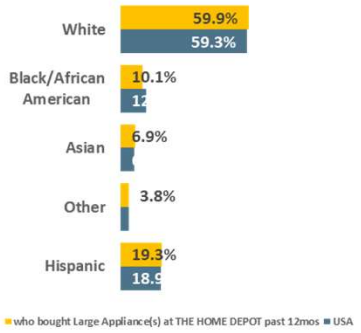
Total Persons:



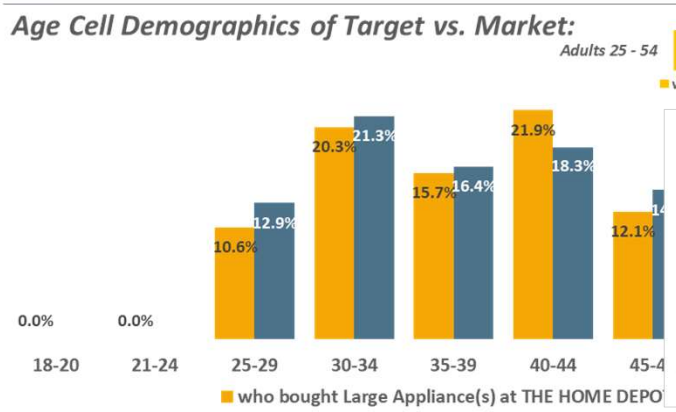
Gender of Target vs. Market: Adults 25 - 54

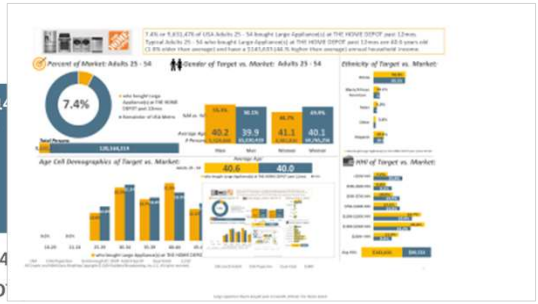


Ethnicity of Target vs. Market:

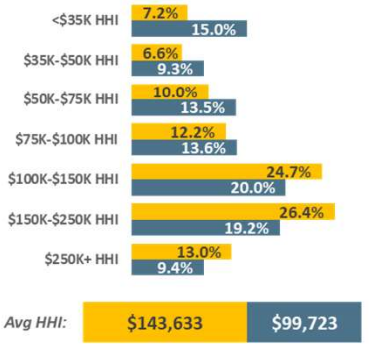


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,232

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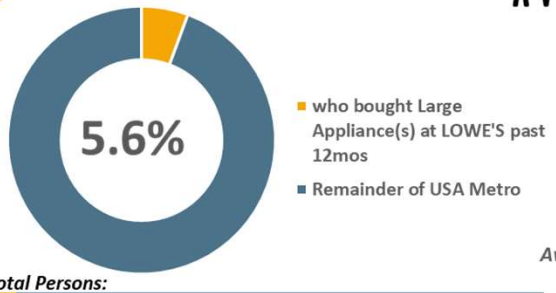
USA Jan23-Feb24 USA Projection Qual Intab 9,480

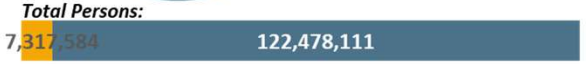


5.6% or 7,317,584 of USA Adults 25 - 54 bought Large Appliance(s) at LOWE'S past 12mos.
Typical Adults 25 - 54 who bought Large Appliance(s) at LOWE'S past 12mos are 41.5 years old (3.8% older than average) and have a $136,833 (37.2% higher than average) annual household income.

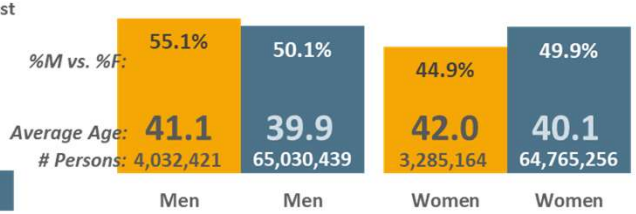
Percent of Market: Adults 25 - 54



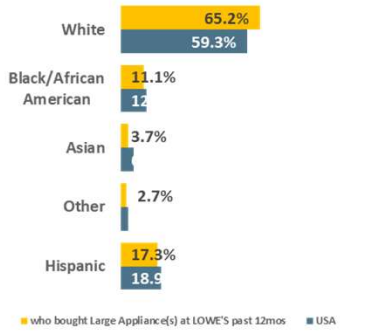
Total Persons:



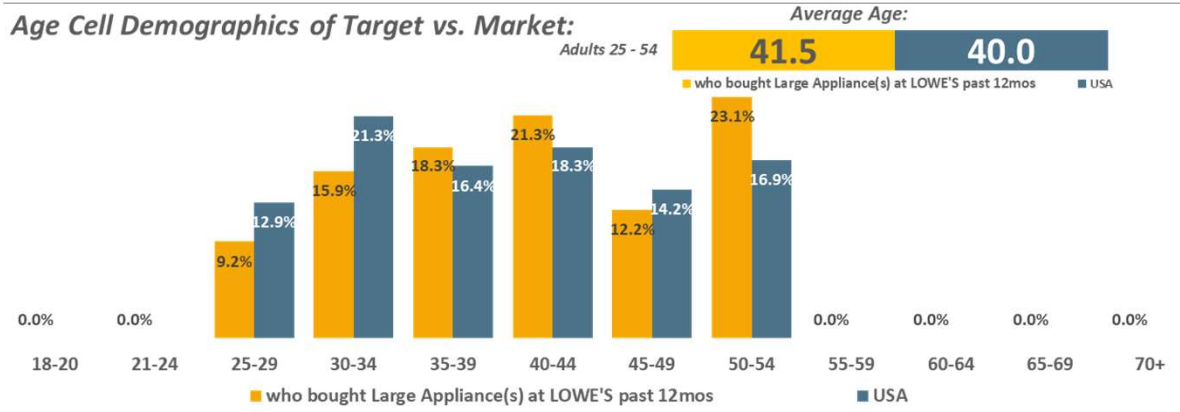
Gender of Target vs. Market: Adults 25 - 54



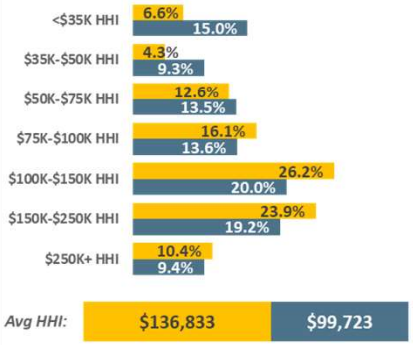
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $136,833 | $99,723

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,232

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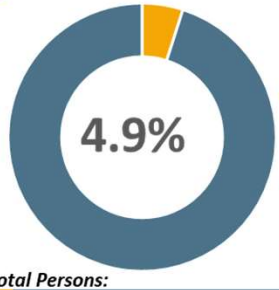
USA Jan23-Feb24 USA Projection Qual Intab 9,480

Large appliance:Stores bought past 12 months (HHLD): Lowe's



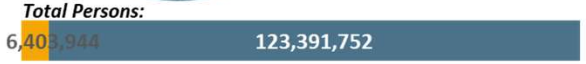
4.9% or 6,403,944 of USA Adults 25 - 54 bought Large Appliance(s) at BEST BUY past 12mos.
Typical Adults 25 - 54 who bought Large Appliance(s) at BEST BUY past 12mos are 40.3 years old (.8% older than average) and have a $142,467 (42.9% higher than average) annual household income.

Percent of Market: Adults 25 - 54

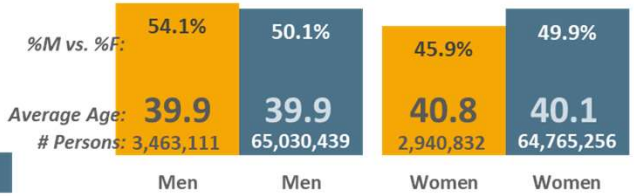


- who bought Large Appliance(s) at BEST BUY past 12mos
- Remainder of USA Metro

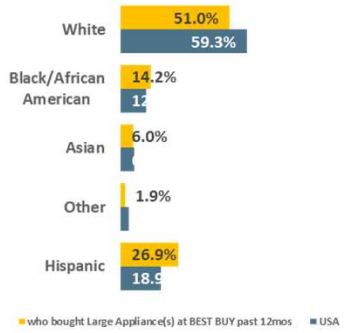
Total Persons:



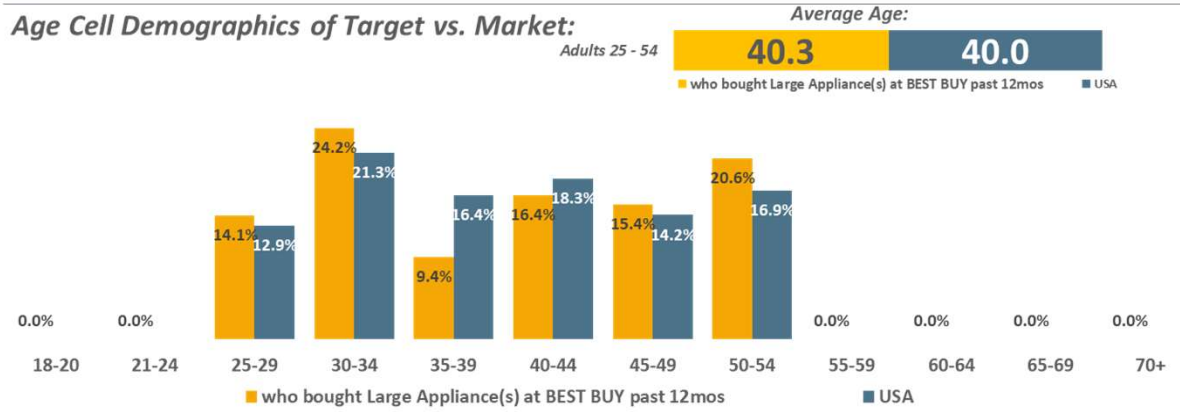
Gender of Target vs. Market: Adults 25 - 54



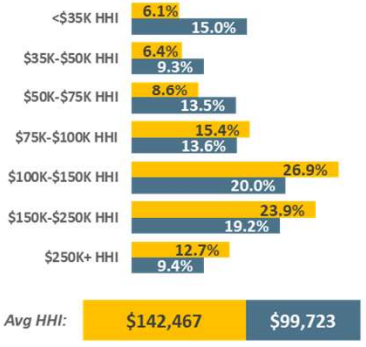
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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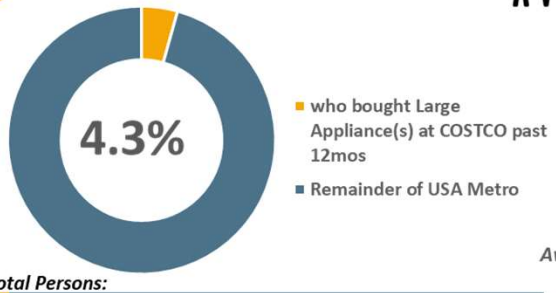
USA Jan23-Feb24 USA Projection Qual Intab 9,480

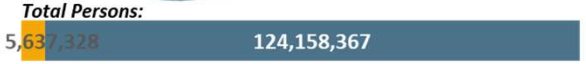


4.3% or 5,637,328 of USA Adults 25 - 54 bought Large Appliance(s) at COSTCO past 12mos.
Typical Adults 25 - 54 who bought Large Appliance(s) at COSTCO past 12mos are 40.2 years old (.5% older than average) and have a $134,983 (35.4% higher than average) annual household income.

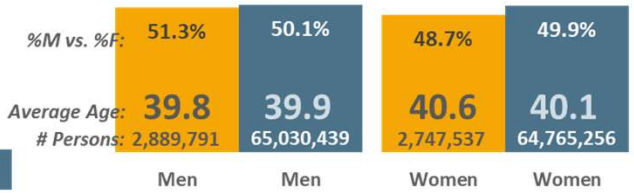
Percent of Market: Adults 25 - 54



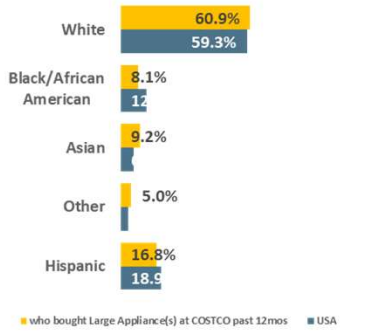
Total Persons:



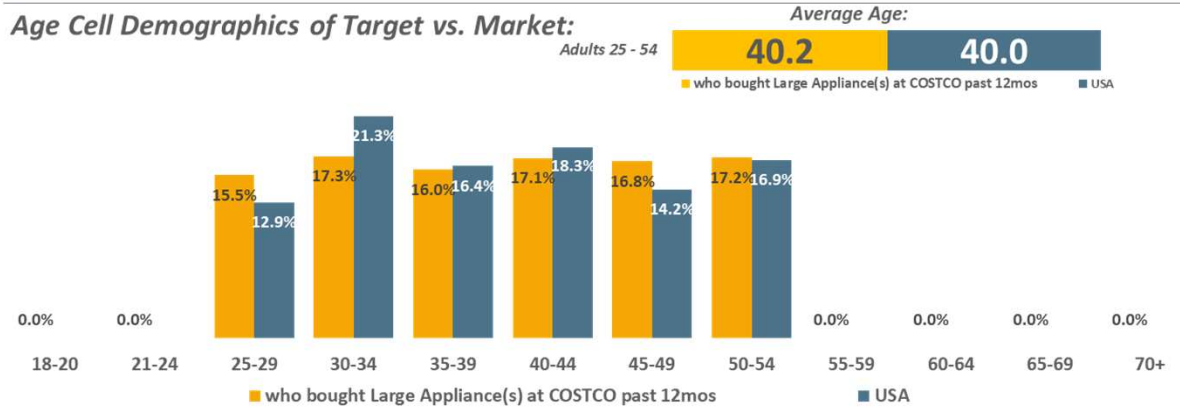
Gender of Target vs. Market: Adults 25 - 54



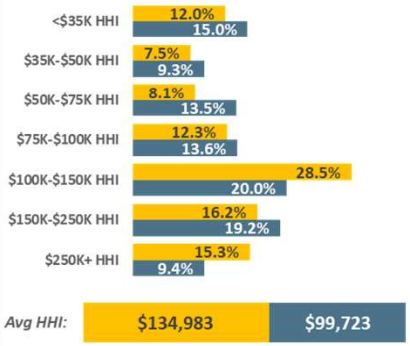
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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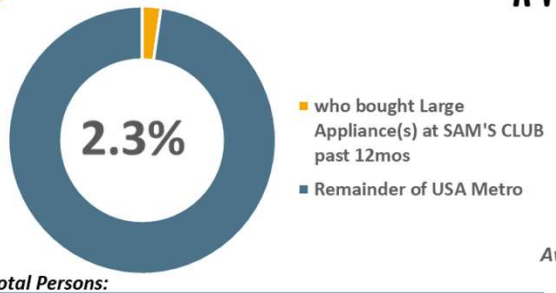
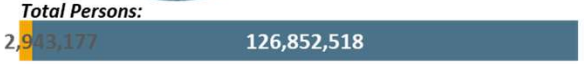
2.3% or 2,943,177 of USA Adults 25 - 54 bought Large Appliance(s) at SAM'S CLUB past 12mos.
Typical Adults 25 - 54 who bought Large Appliance(s) at SAM'S CLUB past 12mos are 40.3 years old (.6% older than average) and have a $114,619 (14.9% higher than average) annual household income.

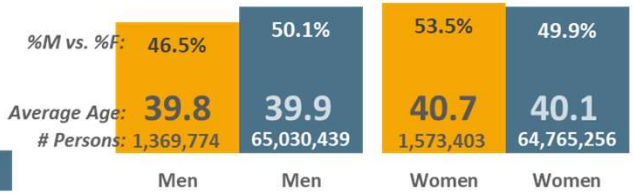
Percent of Market: Adults 25 - 54



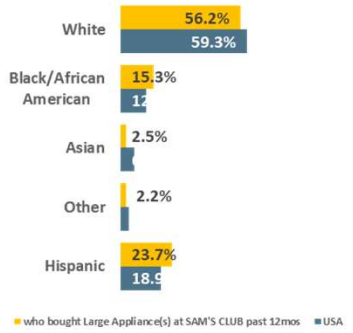
Total Persons:



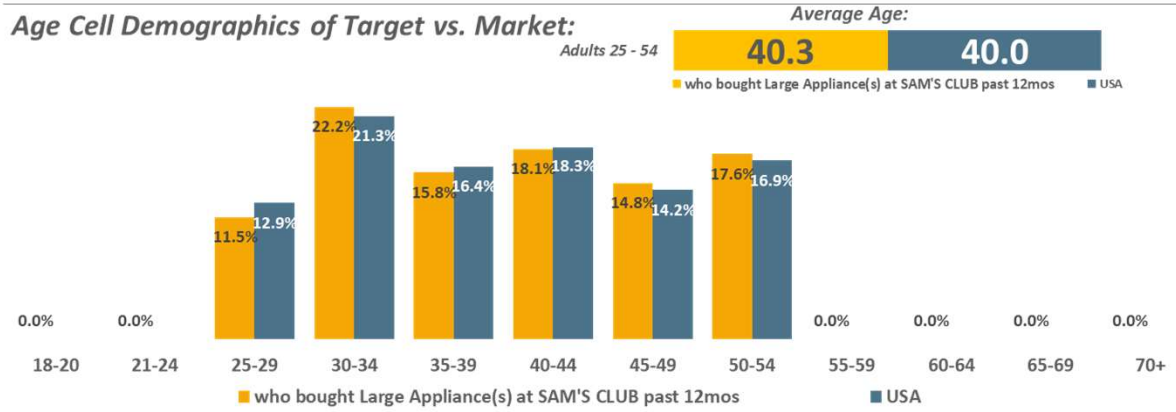
Gender of Target vs. Market: Adults 25 - 54



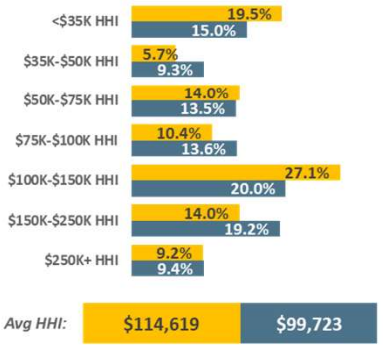
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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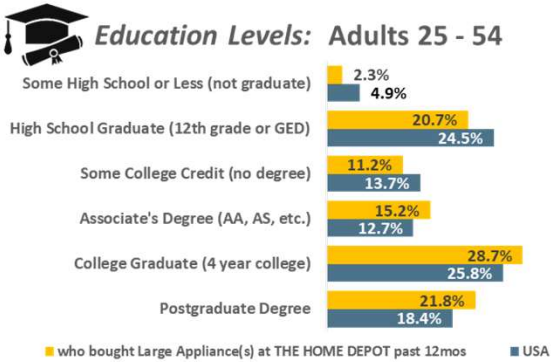
USA Jan23-Feb24 USA Projection Qual Intab 9,480

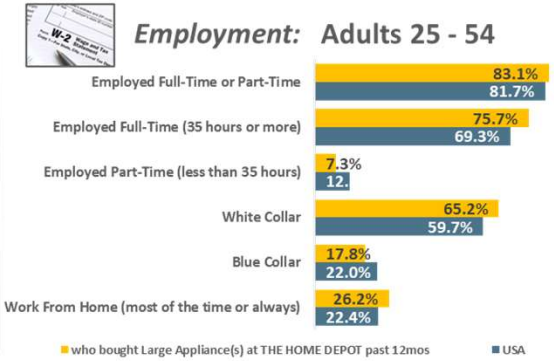


7.4% or 9,631,476 of USA Adults 25 - 54 bought Large Appliance(s) at THE HOME DEPOT past 12mos. Adults 25 - 54 who bought Large Appliance(s) at THE HOME DEPOT past 12mos are 14.1% more likely to be a college graduate, 9.3% more likely to work full-time, 18.6% more likely to be married, 6.8% more likely to be a parent of 1 or more children under 18.

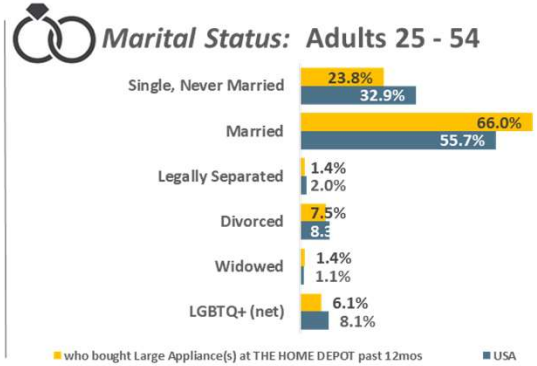
Education Levels: Adults 25 - 54



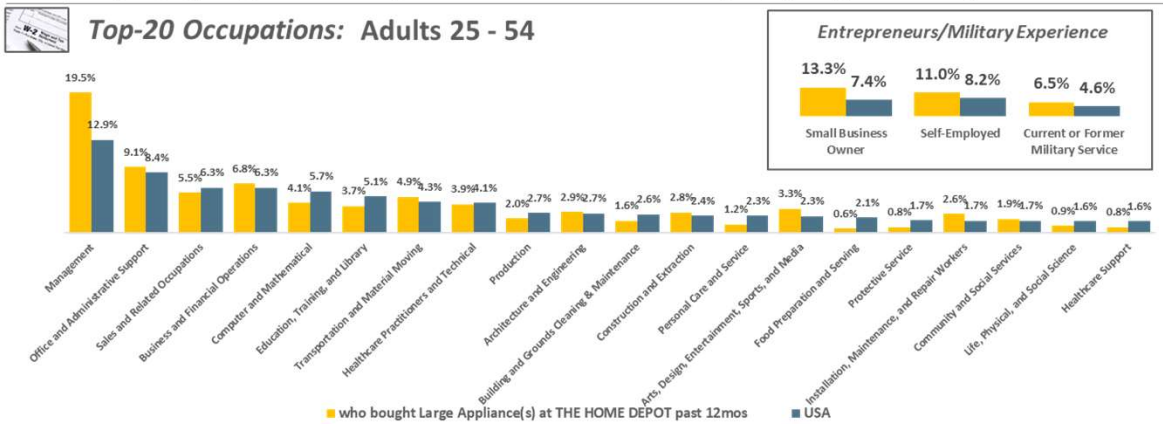
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

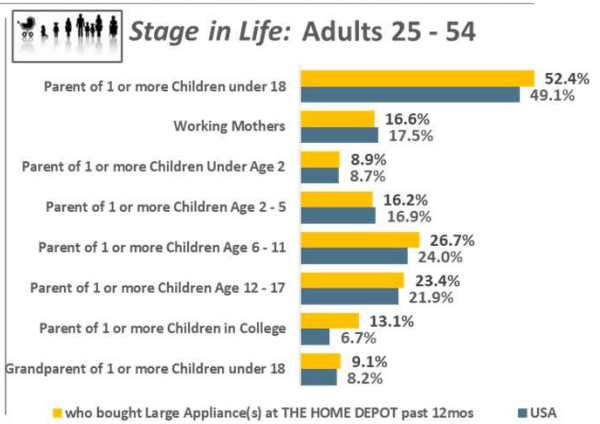


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



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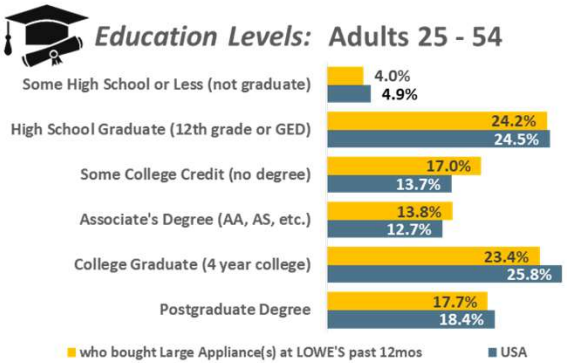
Large appliance:Stores bought past 12 months (HHLD): The Home Depot

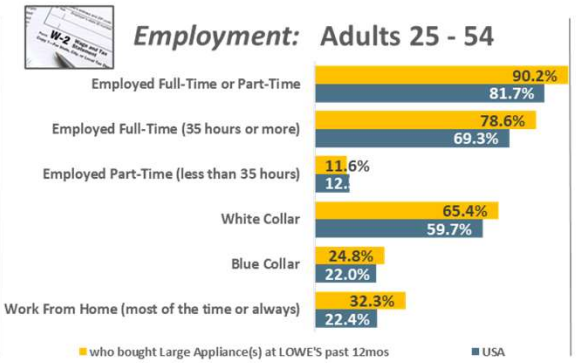


5.6% or 7,317,584 of USA Adults 25 - 54 bought Large Appliance(s) at LOWE'S past 12mos.
Adults 25 - 54 who bought Large Appliance(s) at LOWE'S past 12mos are 7.3% less likely to be a college graduate, 13.4% more likely to work full-time, 24.8% more likely to be married, 12.2% more likely to be a parent of 1 or more children under 18.

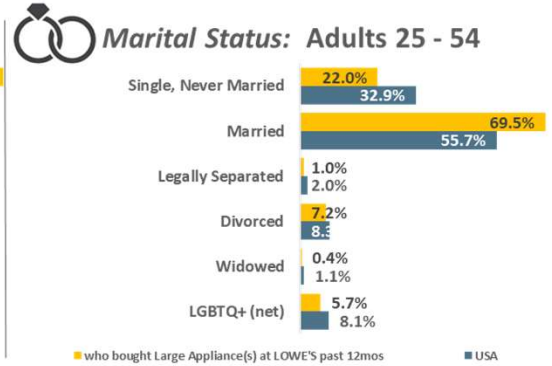
Education Levels: Adults 25 - 54



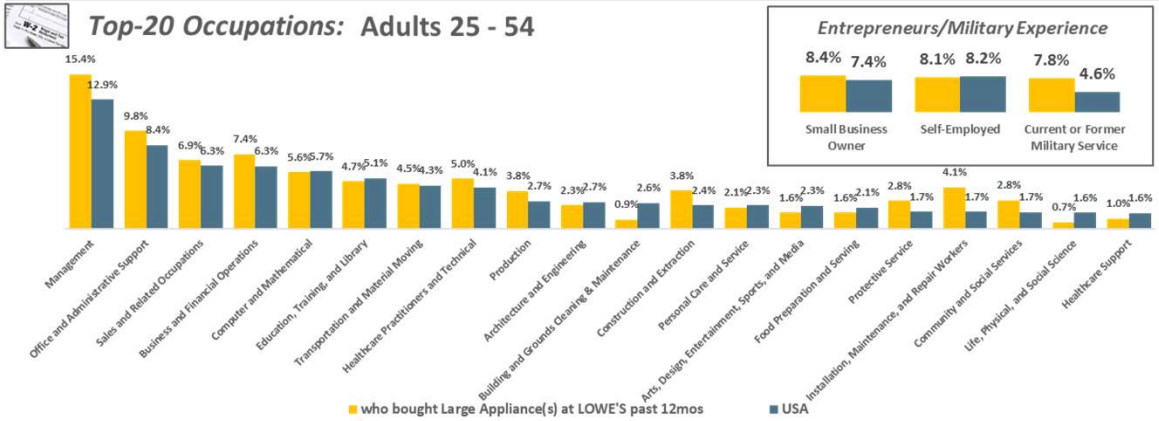
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

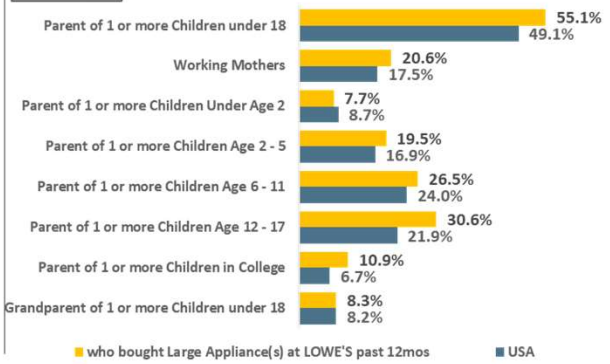


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,232

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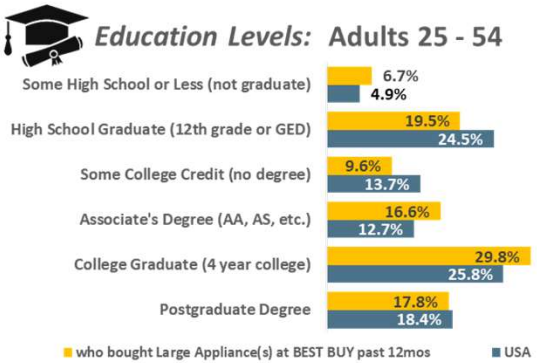
Large appliance:Stores bought past 12 months (HHLD): Lowe's

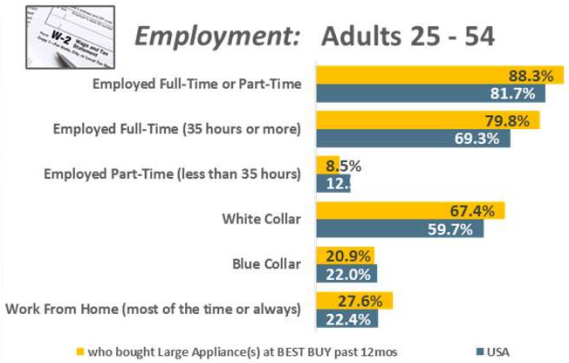


4.9% or 6,403,944 of USA Adults 25 - 54 bought Large Appliance(s) at BEST BUY past 12mos.
Adults 25 - 54 who bought Large Appliance(s) at BEST BUY past 12mos are 7.6% more likely to be a college graduate, 15.2% more likely to work full-time, 10.1% more likely to be married, 3.6% less likely to be a parent of 1 or more children under 18.

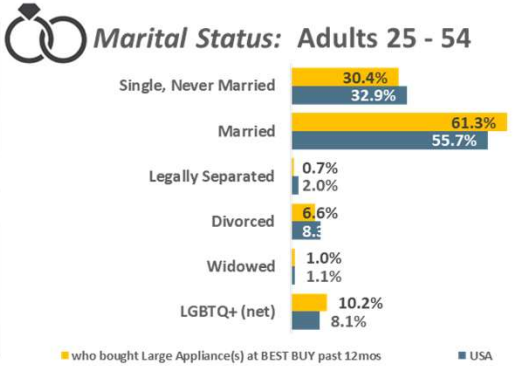
Education Levels: Adults 25 - 54



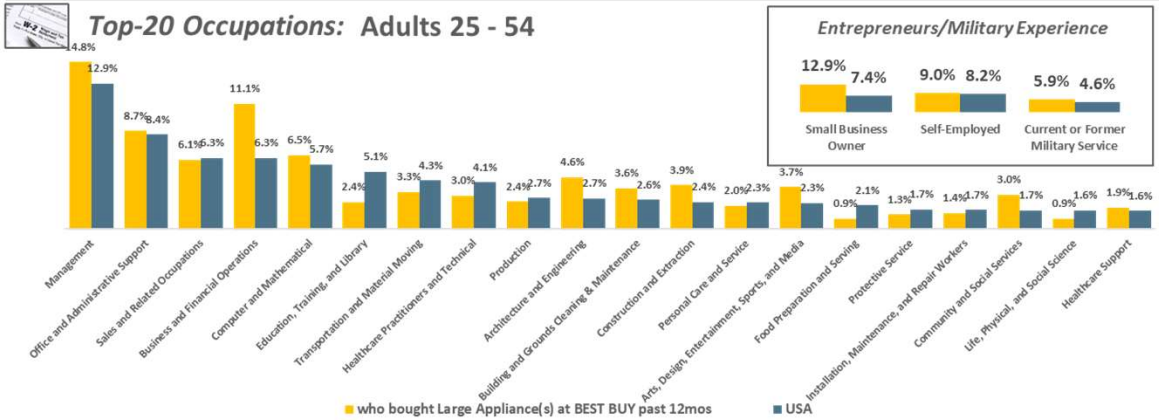
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

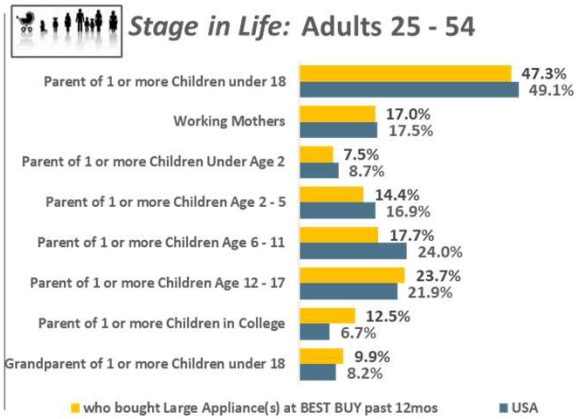


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,232

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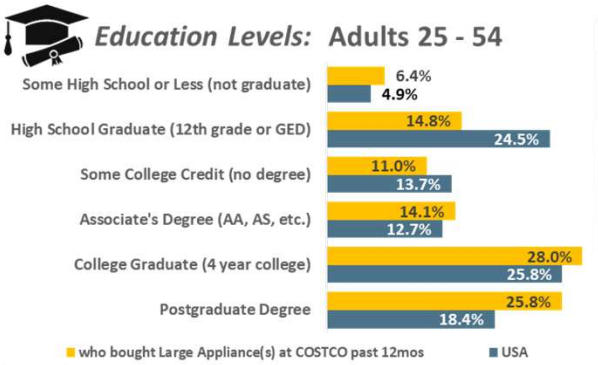
USA Jan23-Feb24 USA Projection Qual Intab 9,480

Large appliance:Stores bought past 12 months (HHLD): Best Buy

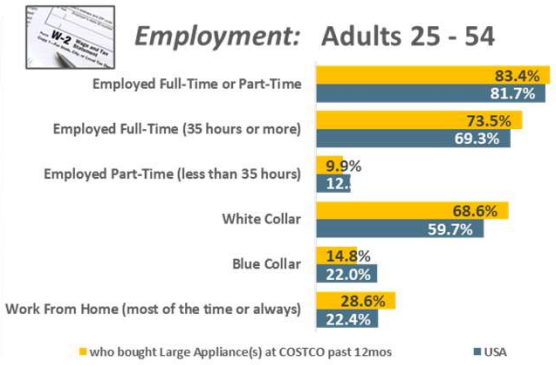


4.3% or 5,637,328 of USA Adults 25 - 54 bought Large Appliance(s) at COSTCO past 12mos.
Adults 25 - 54 who bought Large Appliance(s) at COSTCO past 12mos are 21.5% more likely to be a college graduate, 6.% more likely to work full-time, 26.3% more likely to be married, 1.1% more likely to be a parent of 1 or more children under 18.

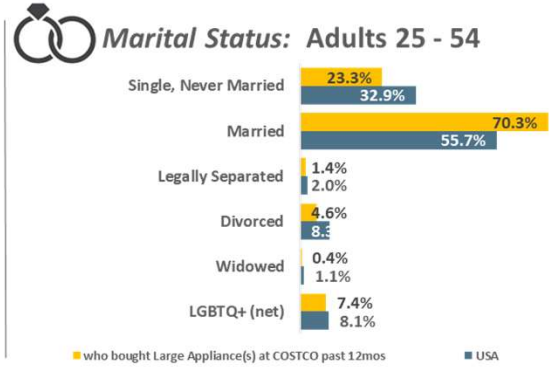
Education Levels: Adults 25 - 54



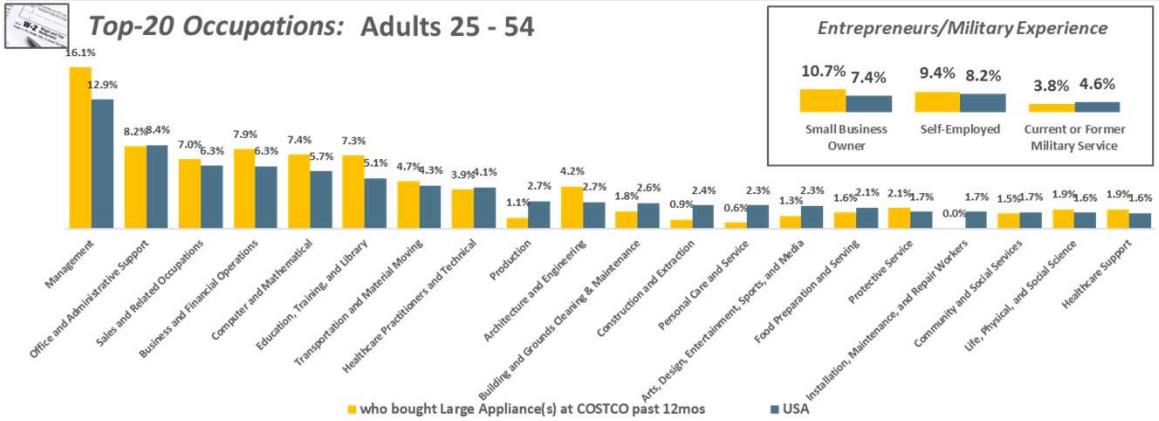
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

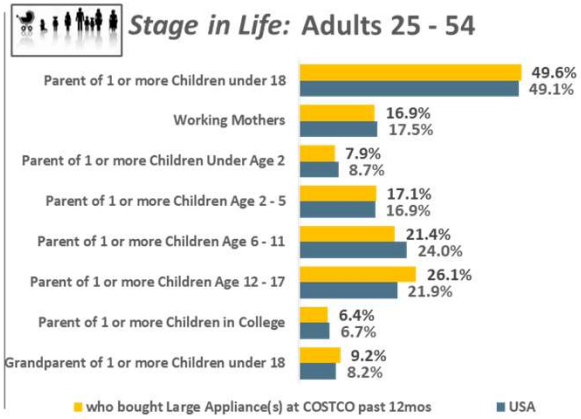


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,232

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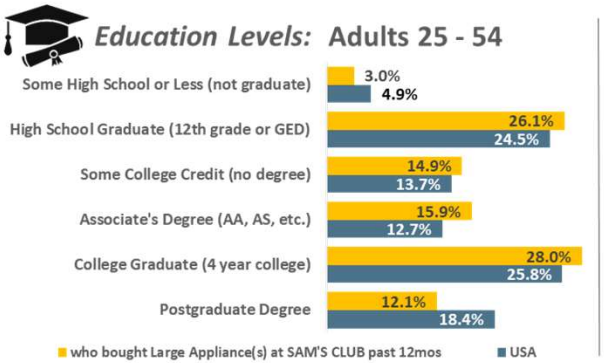
Large appliance:Stores bought past 12 months (HHLD): Costco

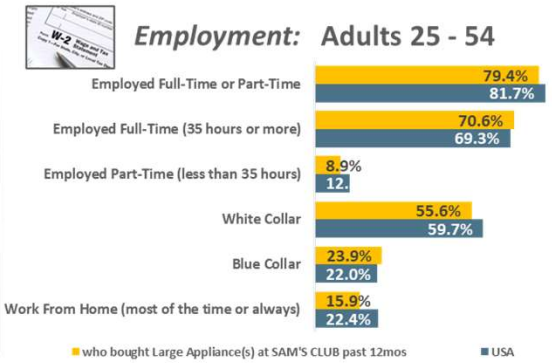


2.3% or 2,943,177 of USA Adults 25 - 54 bought Large Appliance(s) at SAM'S CLUB past 12mos.
Adults 25 - 54 who bought Large Appliance(s) at SAM'S CLUB past 12mos are 9.4% less likely to be a college graduate, 1.8% more likely to work full-time, 13.7% more likely to be married, 29.% more likely to be a parent of 1 or more children under 18.

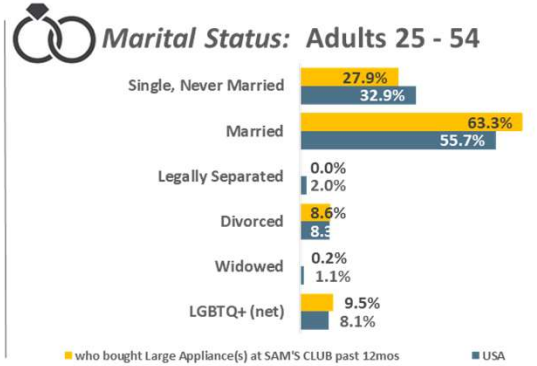
Education Levels: Adults 25 - 54



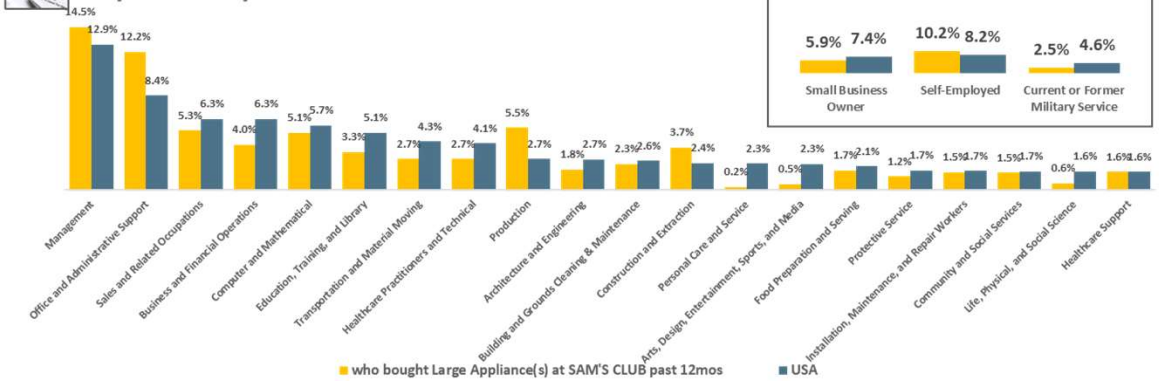
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

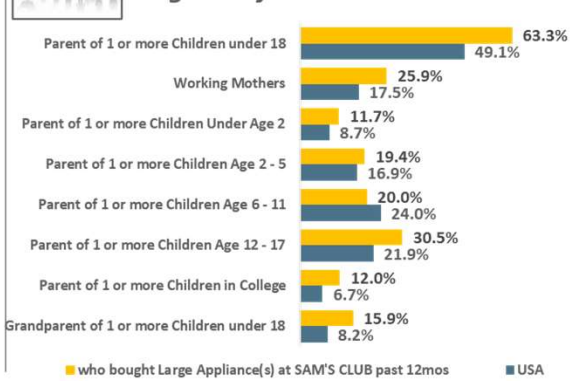


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,232

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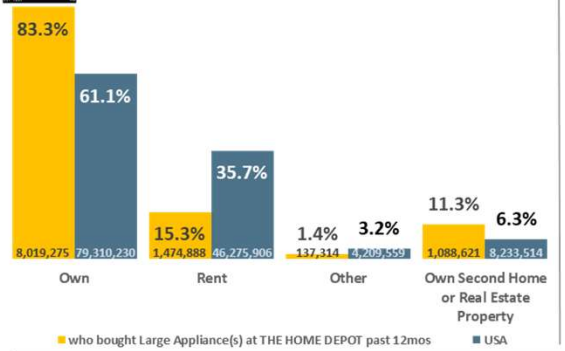
USA Jan23-Feb24 USA Projection Qual Intab 9,480

Large appliance:Stores bought past 12 months (HHLD): Sam's Club

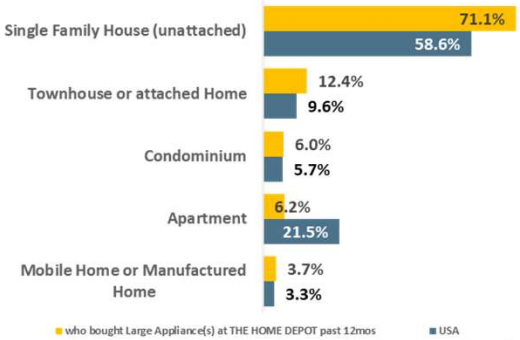


7.4% or 9,631,476 of USA Adults 25 - 54 bought Large Appliance(s) at THE HOME DEPOT past 12mos. Adults 25 - 54 who bought Large Appliance(s) at THE HOME DEPOT past 12mos are 36.3% more likely to own their home, 25.9% more likely to own a higher valued home, 21.4% more likely to have a single-family home, 15.5% more likely to have a dog.

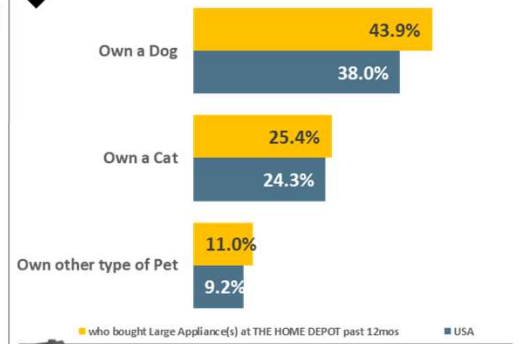
Own/Rent/Other: Adults 25 - 54



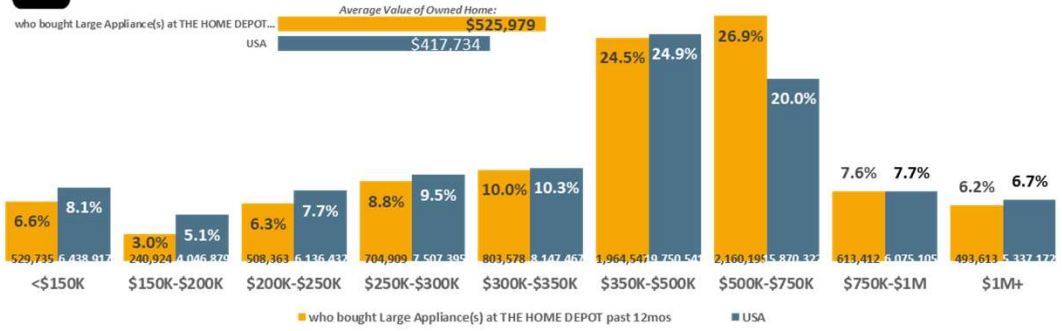
Type of Home: Adults 25 - 54



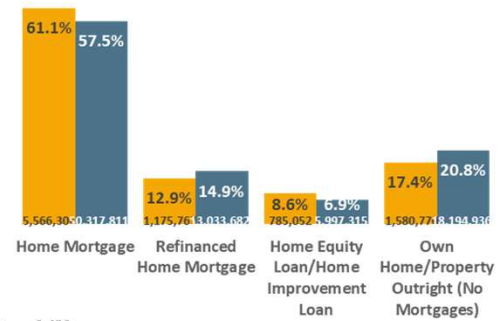
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



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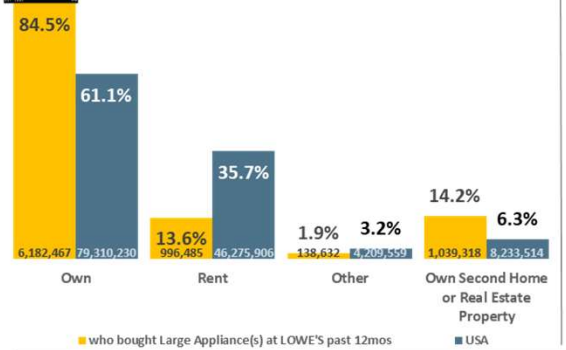
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

Large appliance:Stores bought past 12 months (HHLD): The Home Depot

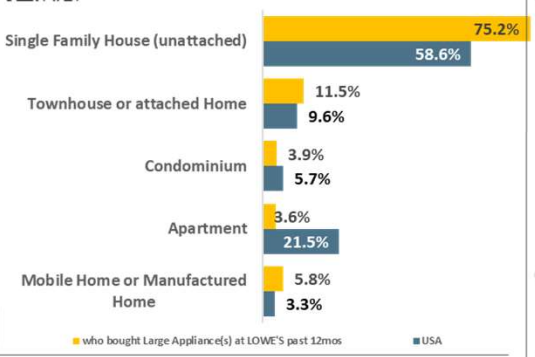


5.6% or 7,317,584 of USA Adults 25 - 54 bought Large Appliance(s) at LOWE'S past 12mos.
Adults 25 - 54 who bought Large Appliance(s) at LOWE'S past 12mos are 38.3% more likely to own their home, 16.3% more likely to own a higher valued home, 28.4% more likely to have a single-family home, 28.3% more likely to have a dog.

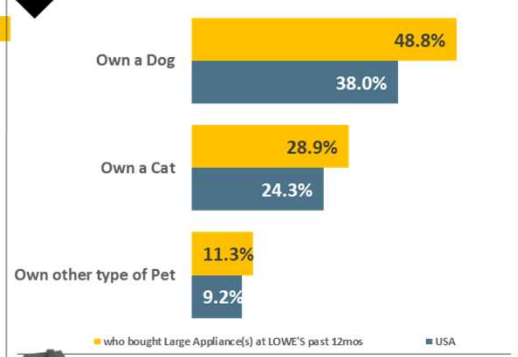
Own/Rent/Other: Adults 25 - 54



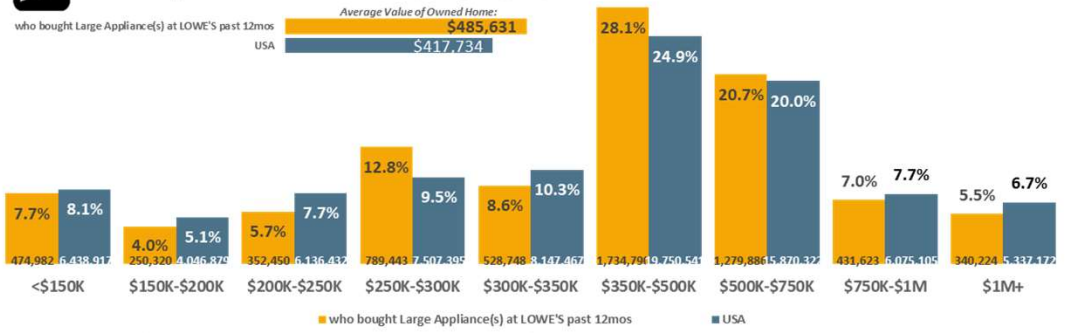
Type of Home: Adults 25 - 54



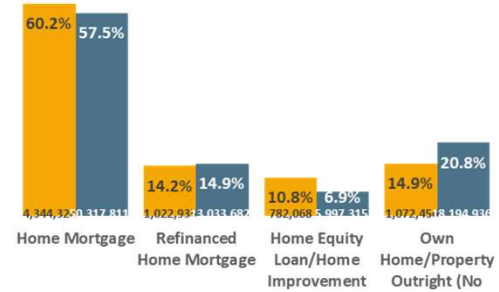
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



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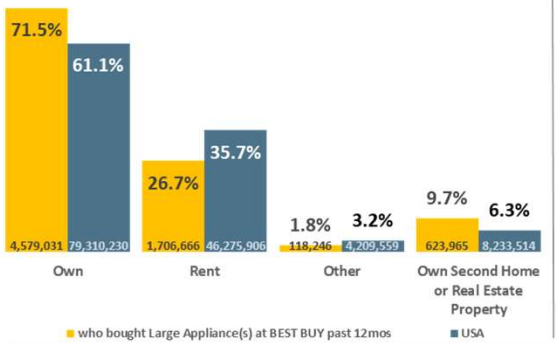
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

Large appliance:Stores bought past 12 months (HHLD): Lowe's

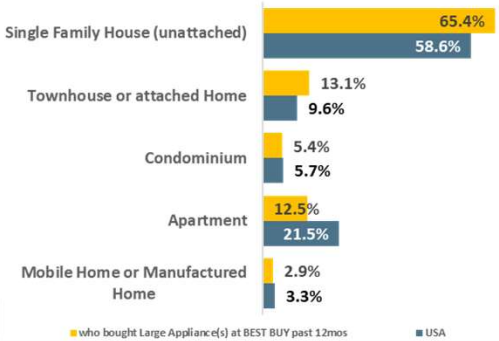


4.9% or 6,403,944 of USA Adults 25 - 54 bought Large Appliance(s) at BEST BUY past 12mos.
Adults 25 - 54 who bought Large Appliance(s) at BEST BUY past 12mos are 17.% more likely to own their home, 27.2% more likely to own a higher valued home, 11.5% more likely to have a single-family home, 3.9% more likely to have a dog.

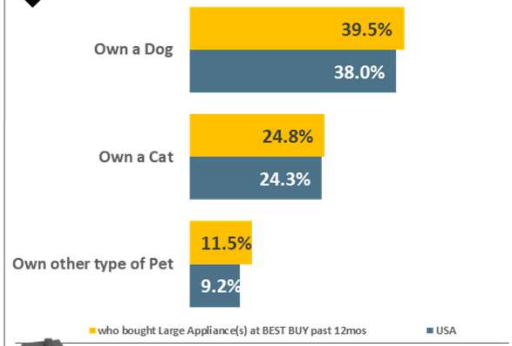
Own/Rent/Other: Adults 25 - 54



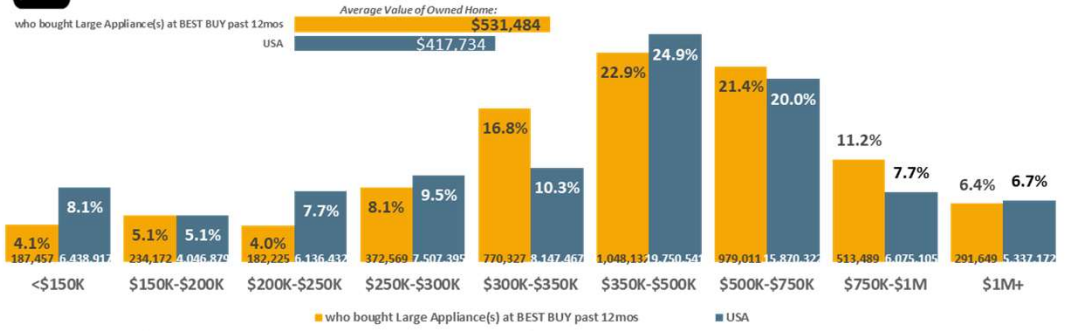
Type of Home: Adults 25 - 54



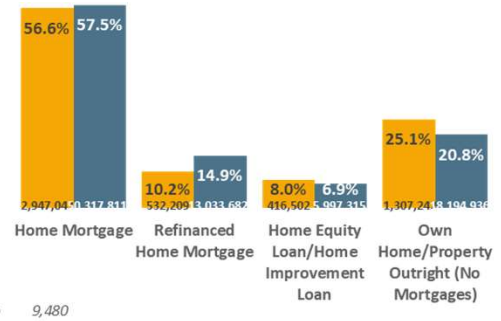
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,232*

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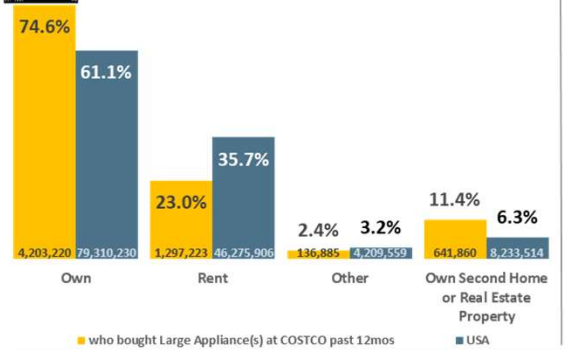
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

Large appliance:Stores bought past 12 months (HHLD): Best Buy

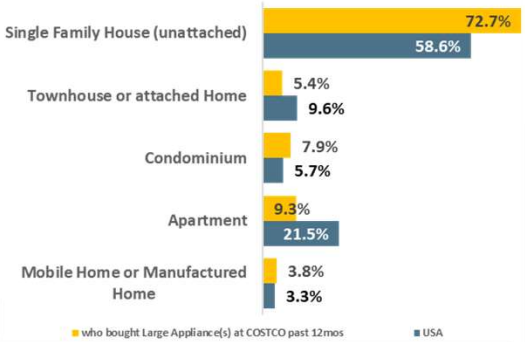


4.3% or 5,637,328 of USA Adults 25 - 54 bought Large Appliance(s) at COSTCO past 12mos.
Adults 25 - 54 who bought Large Appliance(s) at COSTCO past 12mos are 22.% more likely to own their home, 40.1% more likely to own a higher valued home, 24.% more likely to have a single-family home, 10.4% more likely to have a dog.

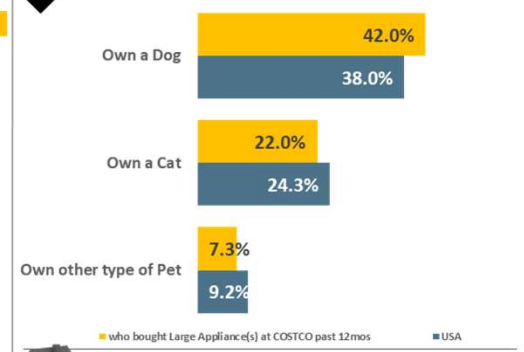
Own/Rent/Other: Adults 25 - 54



Type of Home: Adults 25 - 54



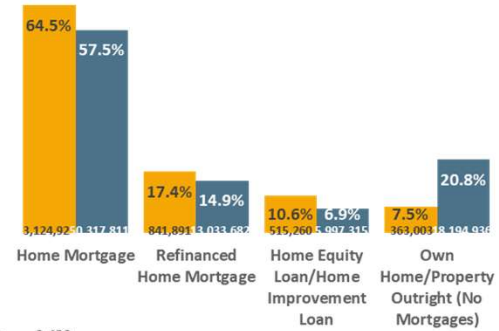
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



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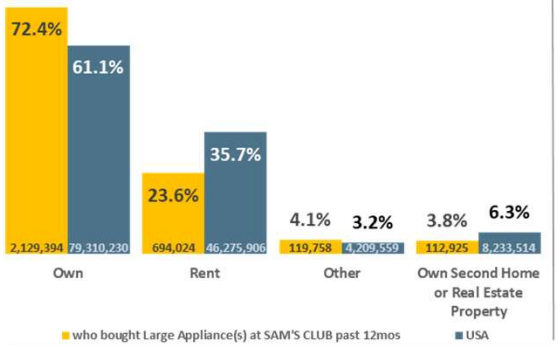
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

Large appliance:Stores bought past 12 months (HHLD): Costco

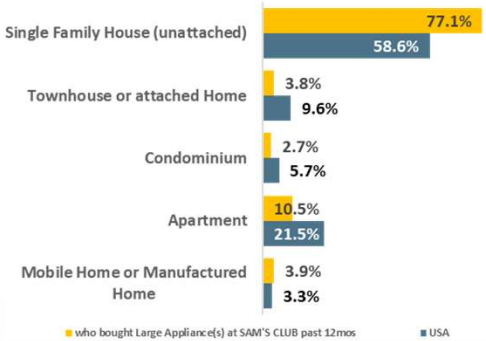


2.3% or 2,943,177 of USA Adults 25 - 54 bought Large Appliance(s) at SAM'S CLUB past 12mos.
Adults 25 - 54 who bought Large Appliance(s) at SAM'S CLUB past 12mos are 18.4% more likely to own their home, 30.% more likely to own a higher valued home, 31.6% more likely to have a single-family home, 29.2% more likely to have a dog.

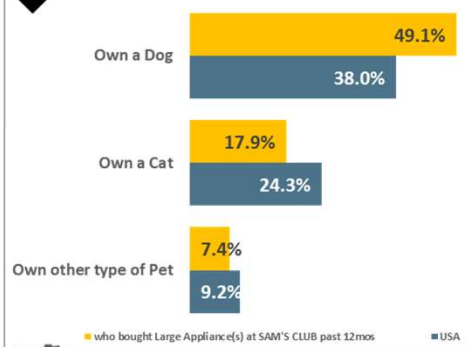
Own/Rent/Other: Adults 25 - 54



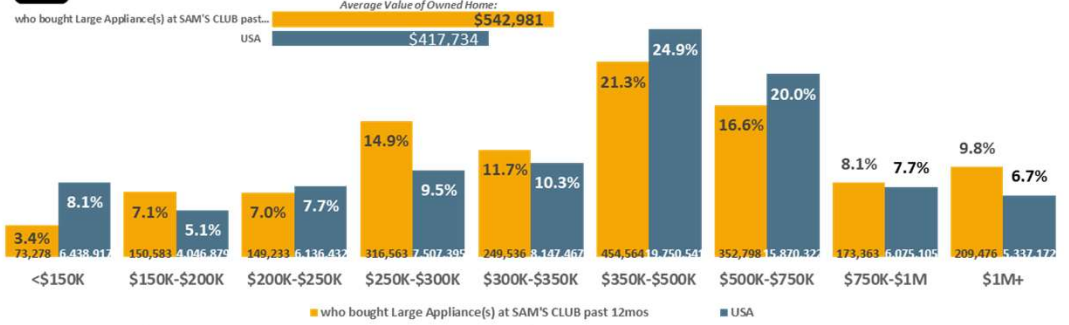
Type of Home: Adults 25 - 54



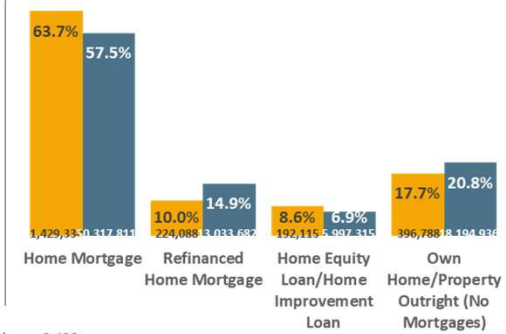
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



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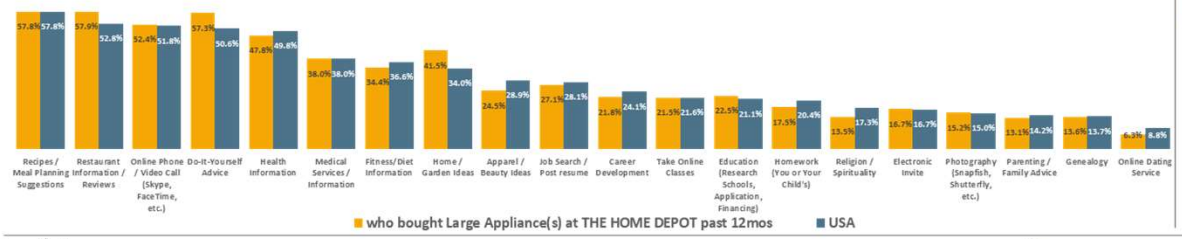
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

Large appliance:Stores bought past 12 months (HHLD): Sam's Club

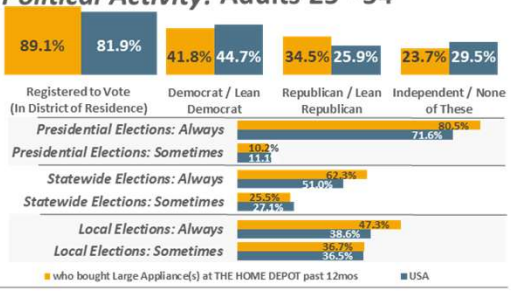


7.4% or 9,631,476 of USA Adults 25 - 54 bought Large Appliance(s) at THE HOME DEPOT past 12mos. Adults 25 - 54 who bought Large Appliance(s) at THE HOME DEPOT past 12mos are 13.1% more likely to look up D-I-Y advice online, 22.3% more likely to always vote in local elections, 30.2% more likely to belong to a gym, 14.7% more likely to fly domestic pa

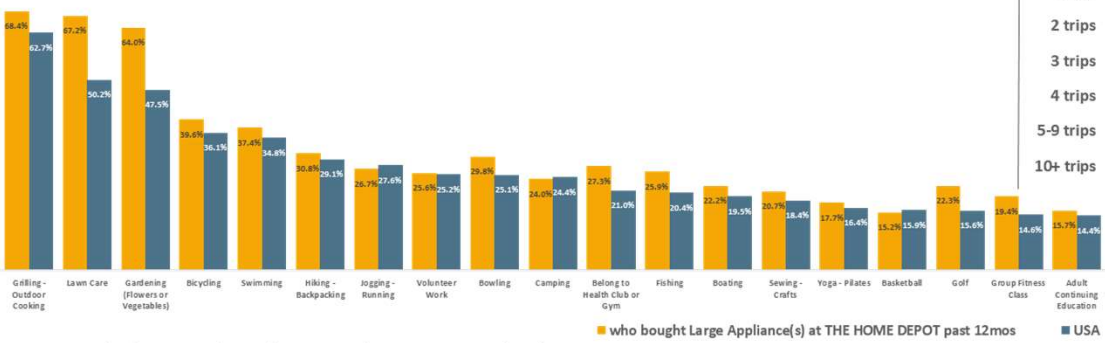
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



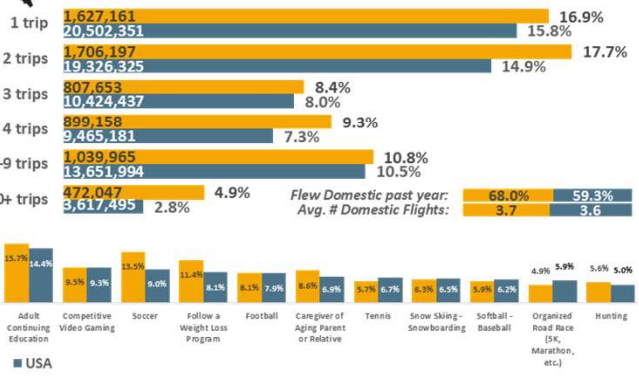
Political Activity: Adults 25 - 54



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



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



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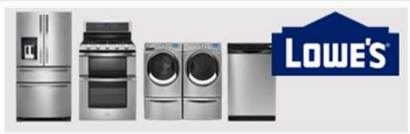
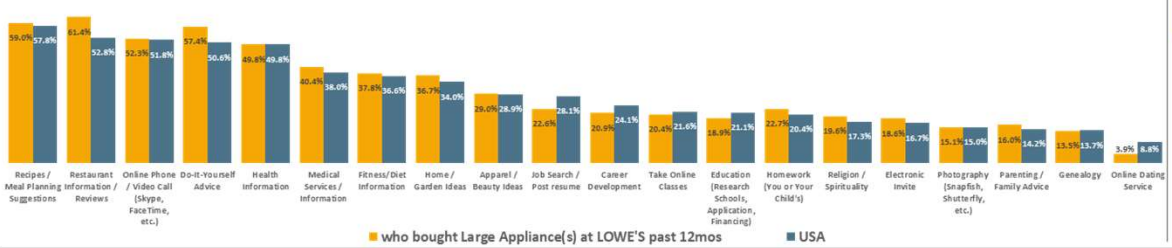
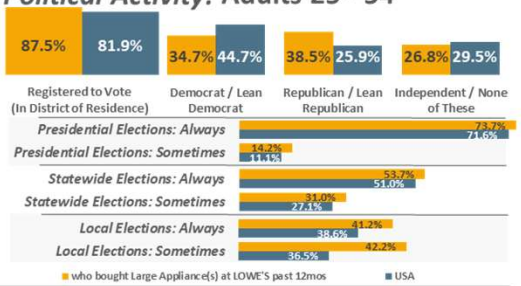


5.6% or 7,317,584 of USA Adults 25 - 54 bought Large Appliance(s) at LOWE'S past 12mos.
Adults 25 - 54 who bought Large Appliance(s) at LOWE'S past 12mos are 13.2% more likely to look up D-I-Y advice online, 6.5% more likely to always vote in local elections, 22.1% more likely to belong to a gym, 10.6% more likely to fly domestic past yr.

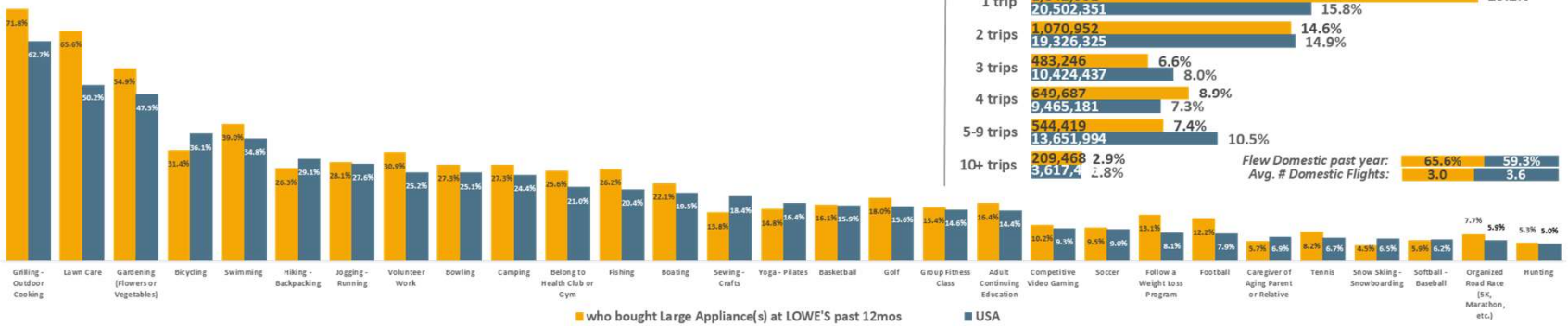
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



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



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

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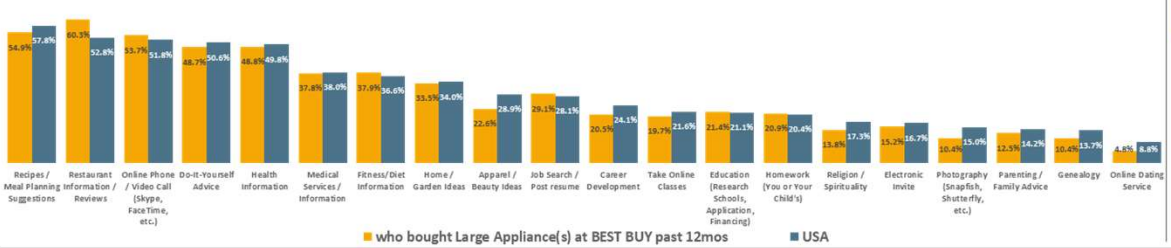
Large appliance:Stores bought past 12 months (HHLD): Lowe's

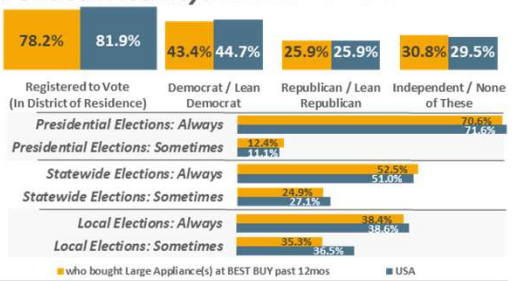


4.9% or 6,403,944 of USA Adults 25 - 54 bought Large Appliance(s) at BEST BUY past 12mos.
Adults 25 - 54 who bought Large Appliance(s) at BEST BUY past 12mos are 3.8% less likely to look up D-I-Y advice online, .6% less likely to always vote in local elections, 62.4% more likely to belong to a gym, 24.6% more likely to fly domestic past yr.

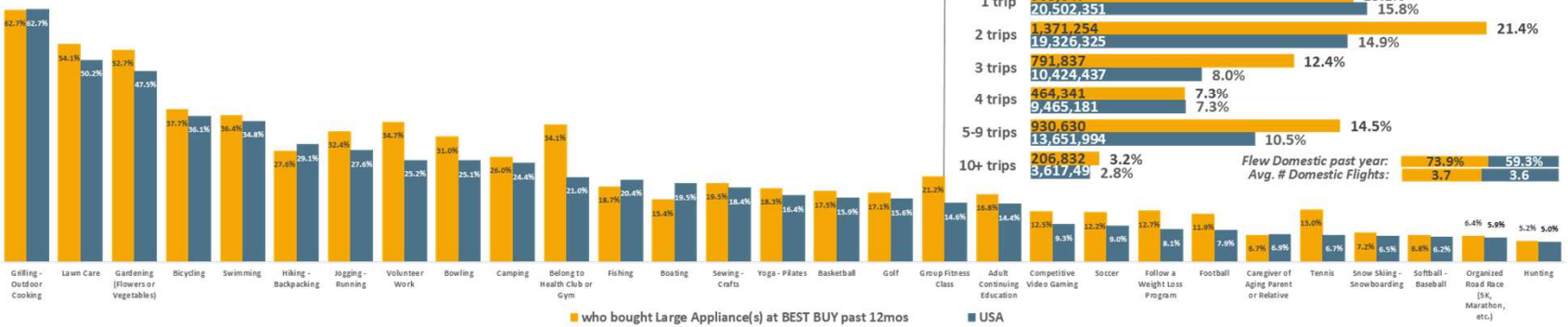
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



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



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

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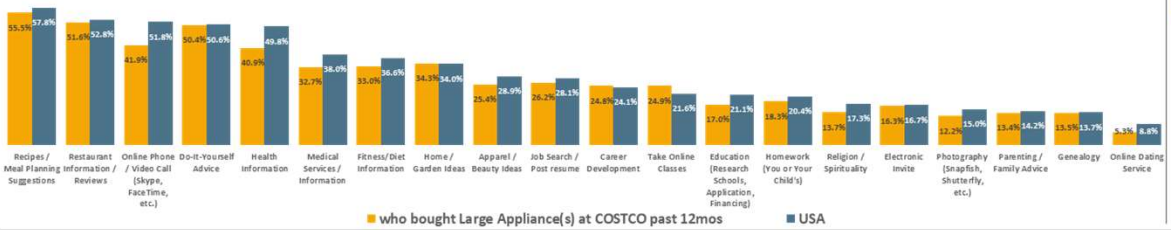
USA Jan23-Feb24 USA Projection Qual Intab 9,480

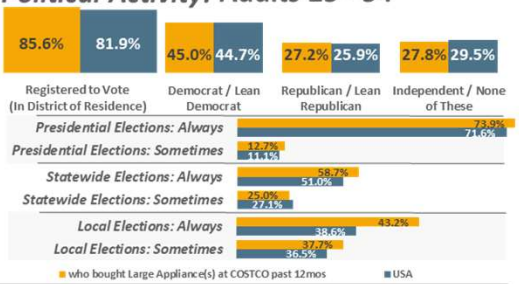


4.3% or 5,637,328 of USA Adults 25 - 54 bought Large Appliance(s) at COSTCO past 12mos.
Adults 25 - 54 who bought Large Appliance(s) at COSTCO past 12mos are .6% less likely to look up D-I-Y advice online, 11.8% more likely to always vote in local elections, 17.% more likely to belong to a gym, 28.5% more likely to fly domestic past yr.

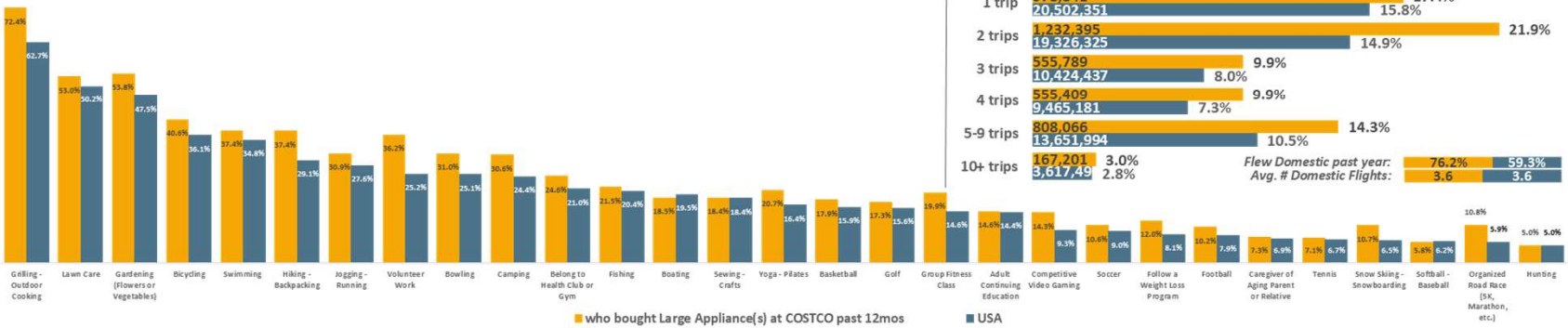
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



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



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

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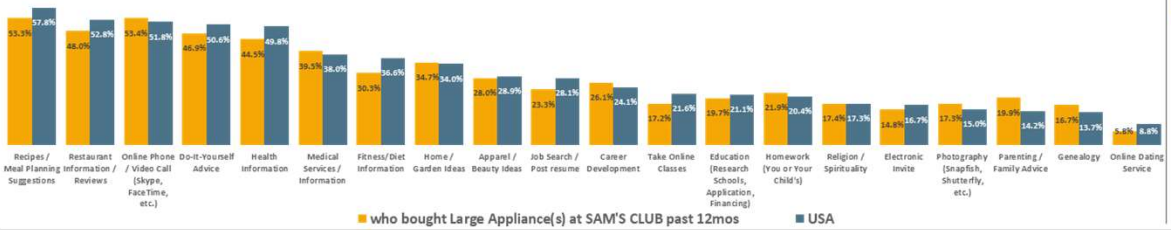
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

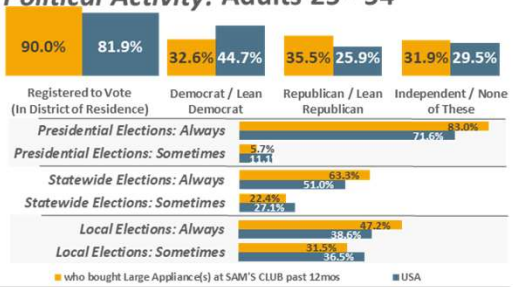


2.3% or 2,943,177 of USA Adults 25 - 54 bought Large Appliance(s) at SAM'S CLUB past 12mos.
Adults 25 - 54 who bought Large Appliance(s) at SAM'S CLUB past 12mos are 7.3% less likely to look up D-I-Y advice online, 22.1% more likely to always vote in local elections, 25.4% less likely to belong to a gym, 7.8% more likely to fly domestic past yr.

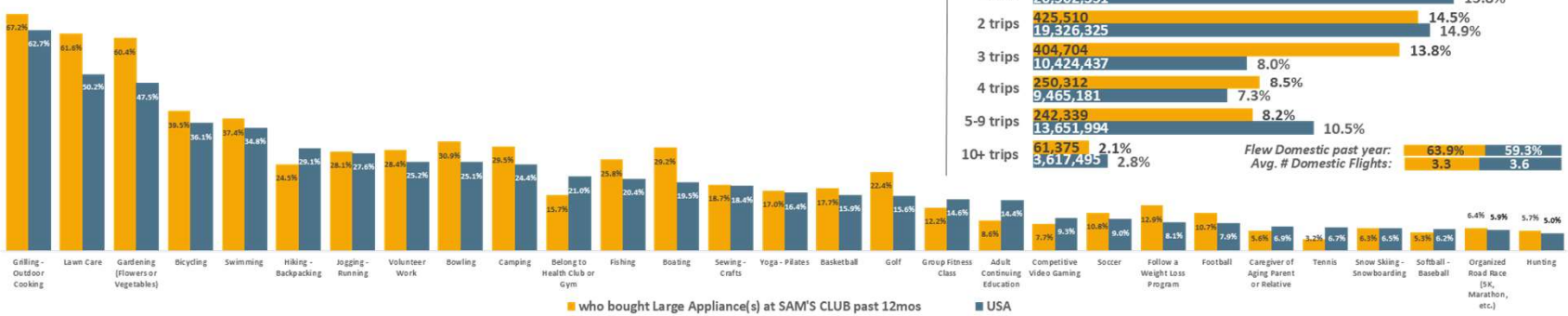
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



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



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

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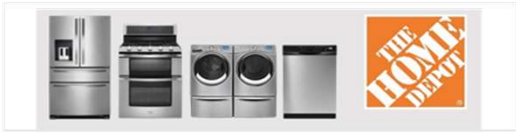
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

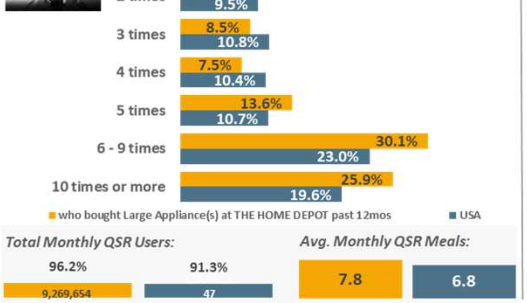
Large appliance:Stores bought past 12 months (HHLD): Sam's Club



7.4% or 9,631,476 of USA Adults 25 - 54 bought Large Appliance(s) at THE HOME DEPOT past 12mos. Adults 25 - 54 who bought Large Appliance(s) at THE HOME DEPOT past 12mos are 5.5% more likely to use QSRs past mo., 11.8% more likely to use Sit-Down Restaurants past mo., 18.% more likely to use Casinos past yr., 5.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



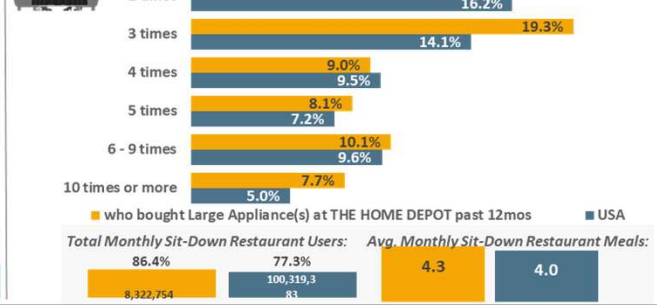


Total Monthly QSR Users: 96.2% 9,269,654 | 91.3% 47

Avg. Monthly QSR Meals: 7.8 | 6.8

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





Total Monthly Sit-Down Restaurant Users: 86.4% 8,322,754 | 77.3% 100,319,3 83

Avg. Monthly Sit-Down Restaurant Meals: 4.3 | 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 bought Large Appliance(s) at THE HOME DEPOT... 2,691,483 27.9%

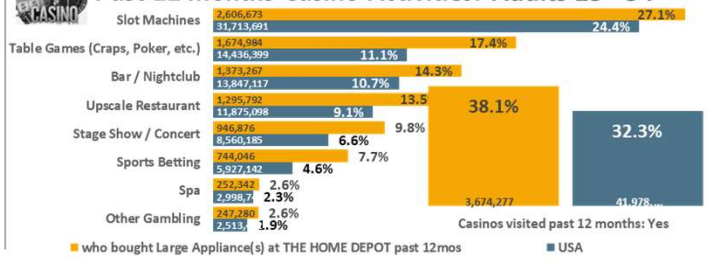
USA 22.6%

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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Large appliance:Stores bought past 12 months (HHLD): The Home Depot



5.6% or 7,317,584 of USA Adults 25 - 54 bought Large Appliance(s) at LOWE'S past 12mos.
Adults 25 - 54 who bought Large Appliance(s) at LOWE'S past 12mos are 4.2% more likely to use QSRs past mo., 13.% more likely to use Sit-Down Restaurants past mo., 11.9% more likely to use Casinos past yr., 25.4% 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

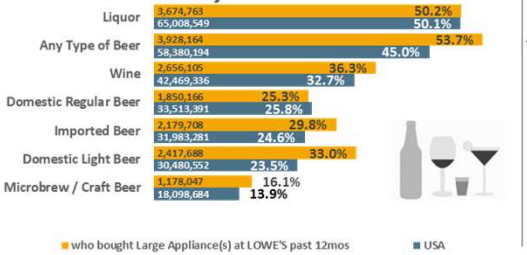
(Sit-Down Restaurants Used Past 30-days)



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

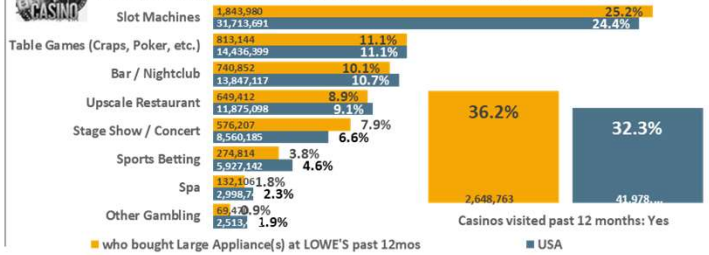


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



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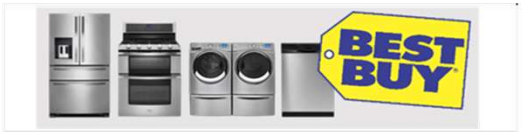
Large appliance:Stores bought past 12 months (HHLD): Lowe's



4.9% or 6,403,944 of USA Adults 25 - 54 bought Large Appliance(s) at BEST BUY past 12mos.
Adults 25 - 54 who bought Large Appliance(s) at BEST BUY past 12mos are 3.5% more likely to use QSRs past mo., 12.4% more likely to use Sit-Down Restaurants past mo., 12.5% more likely to use Casinos past yr., 25.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users: 94.5% 6,051,501 | 91.3% 118,456,647

Avg. Monthly QSR Meals: 7.8 | 6.8

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



Total Monthly Sit-Down Restaurant Users: 86.9% 5,565,546 | 77.3% 100,319,383

Avg. Monthly Sit-Down Restaurant Meals: 4.6 | 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 bought Large Appliance(s) at BEST BUY past 12mos 1,558,088 24.3%

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*

Large appliance:Stores bought past 12 months (HHLD): Best Buy



4.3% or 5,637,328 of USA Adults 25 - 54 bought Large Appliance(s) at COSTCO past 12mos.
Adults 25 - 54 who bought Large Appliance(s) at COSTCO past 12mos are 1.8% more likely to use QSRs past mo., 10.2% more likely to use Sit-Down Restaurants past mo., 8.3% more likely to use Casinos past yr., 32.9% 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:

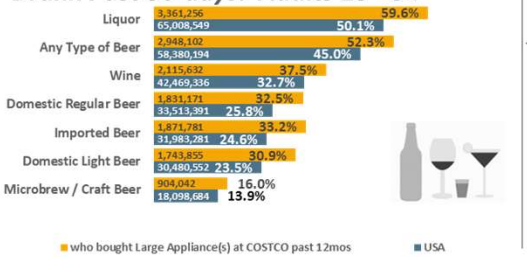
Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



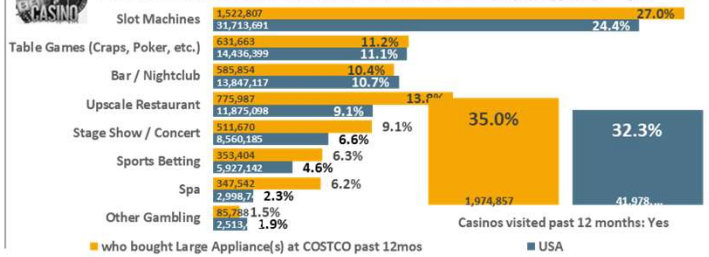
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

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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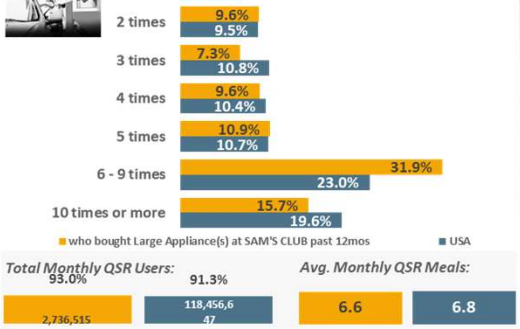
Large appliance:Stores bought past 12 months (HHLD): Costco



2.3% or 2,943,177 of USA Adults 25 - 54 bought Large Appliance(s) at SAM'S CLUB past 12mos.
Adults 25 - 54 who bought Large Appliance(s) at SAM'S CLUB past 12mos are 1.9% more likely to use QSRs past mo., 6.7% more likely to use Sit-Down Restaurants past mo., .4% less likely to use Casinos past yr., 25.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



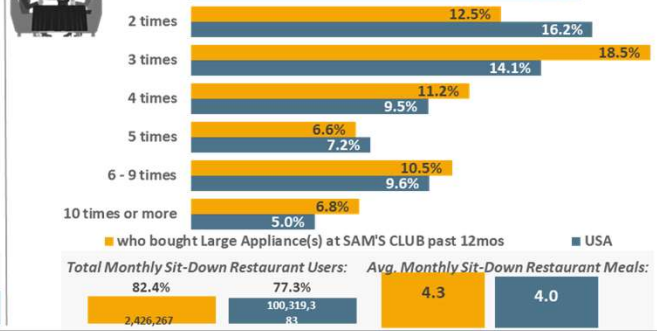


Total Monthly QSR Users:
93.0% 91.3%
2,736,515 118,456,647

Avg. Monthly QSR Meals:
6.6 6.8

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





Total Monthly Sit-Down Restaurant Users:
82.4% 77.3%
2,426,267 100,319,383

Avg. Monthly Sit-Down Restaurant Meals:
4.3 4.0

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



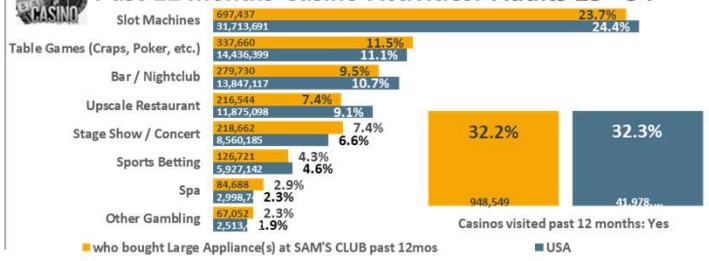
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who bought Large Appliance(s) at SAM'S CLUB past... 655,323 22.3%
USA 22.6%

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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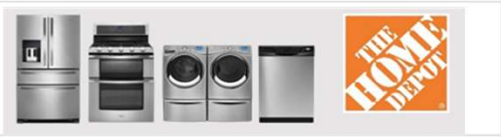
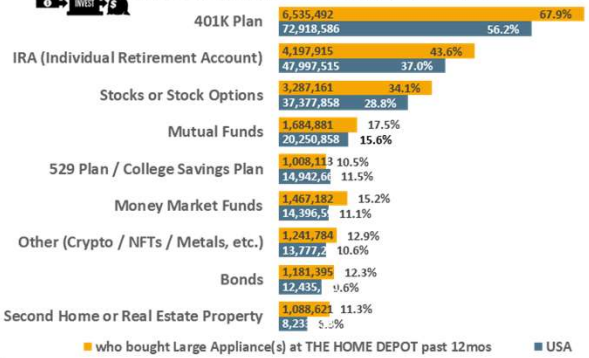
Large appliance:Stores bought past 12 months (HHLD): Sam's Club

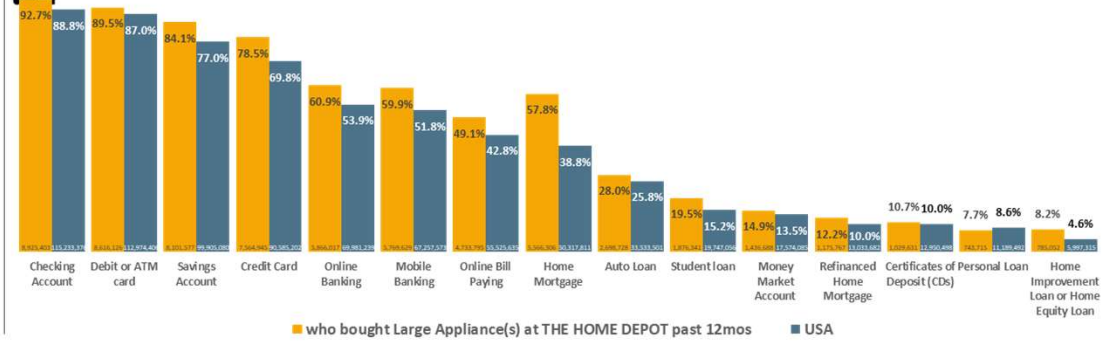


7.4% or 9,631,476 of USA Adults 25 - 54 bought Large Appliance(s) at THE HOME DEPOT past 12mos. Adults 25 - 54 who bought Large Appliance(s) at THE HOME DEPOT past 12mos are 20.8% more likely to have a 401K, 8.5% more likely to have an Auto Loan, 42.1% more likely to Invest/Trade Stocks Online, 9.2% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



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

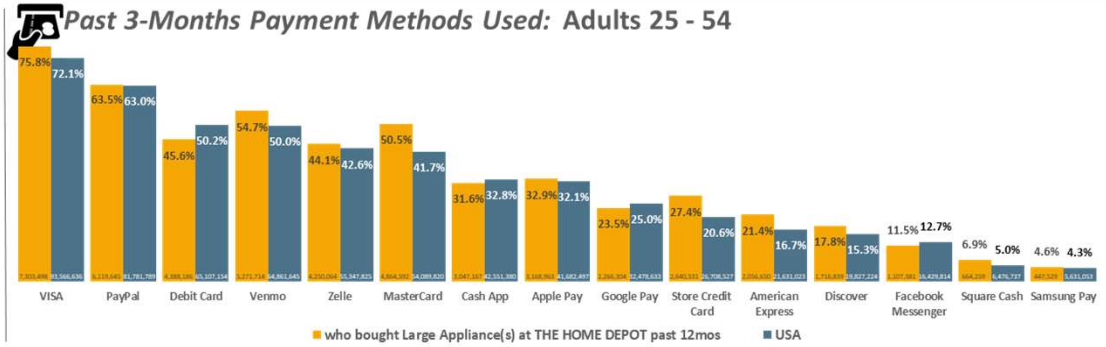


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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



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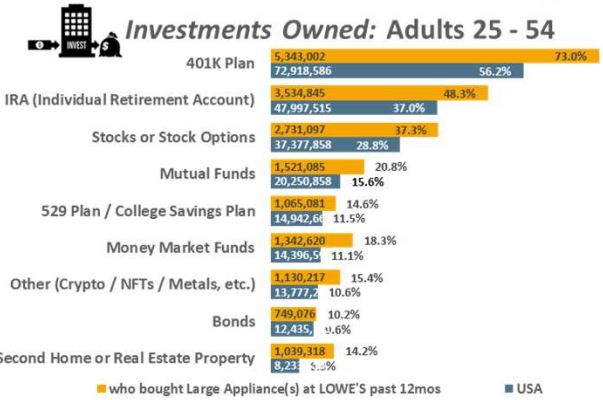
Large appliance:Stores bought past 12 months (HHLD): The Home Depot

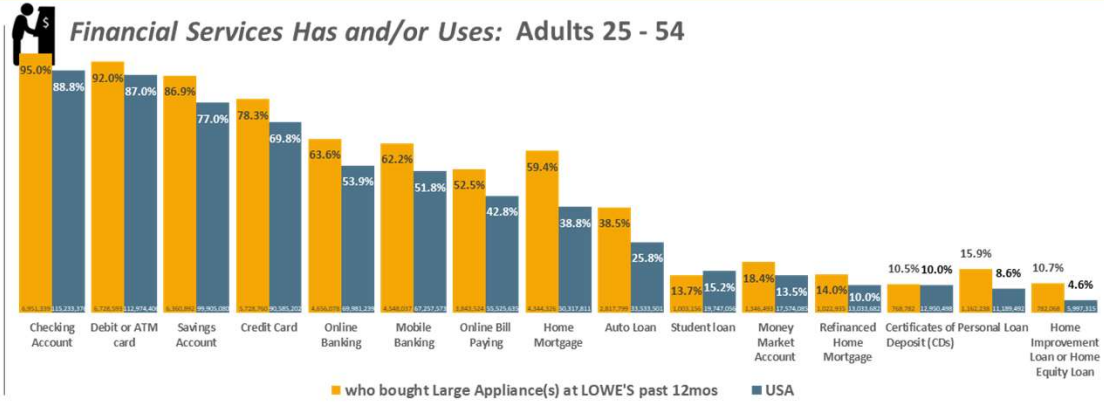


5.6% or 7,317,584 of USA Adults 25 - 54 bought Large Appliance(s) at LOWE'S past 12mos.
Adults 25 - 54 who bought Large Appliance(s) at LOWE'S past 12mos are 30.% more likely to have a 401K, 49.% more likely to have an Auto Loan, 30.3% more likely to Invest/Trade Stocks Online, 4.5% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



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

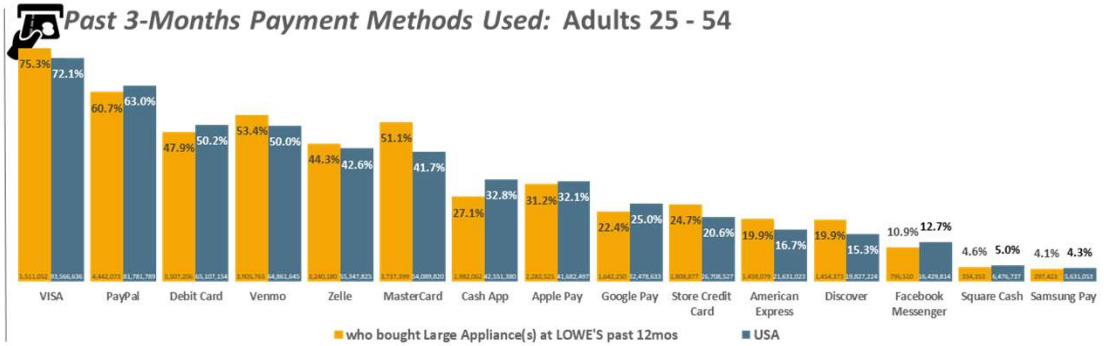


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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



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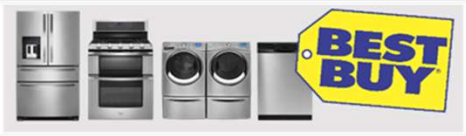
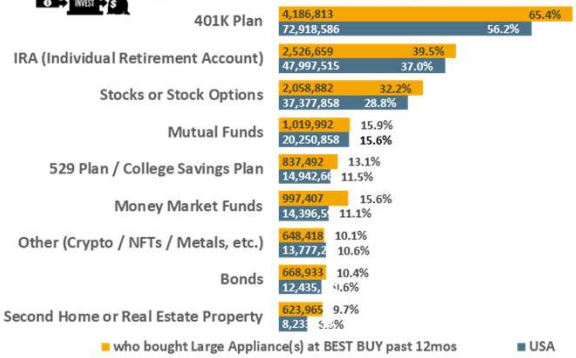
Large appliance:Stores bought past 12 months (HHLD): Lowe's

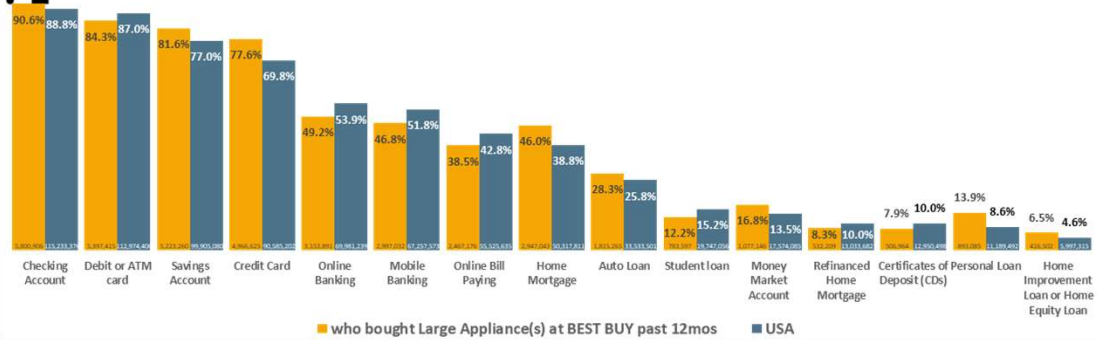


4.9% or 6,403,944 of USA Adults 25 - 54 bought Large Appliance(s) at BEST BUY past 12mos.
Adults 25 - 54 who bought Large Appliance(s) at BEST BUY past 12mos are 16.4% more likely to have a 401K, 9.7% more likely to have an Auto Loan, 22.% more likely to Invest/Trade Stocks Online, 5.8% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



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

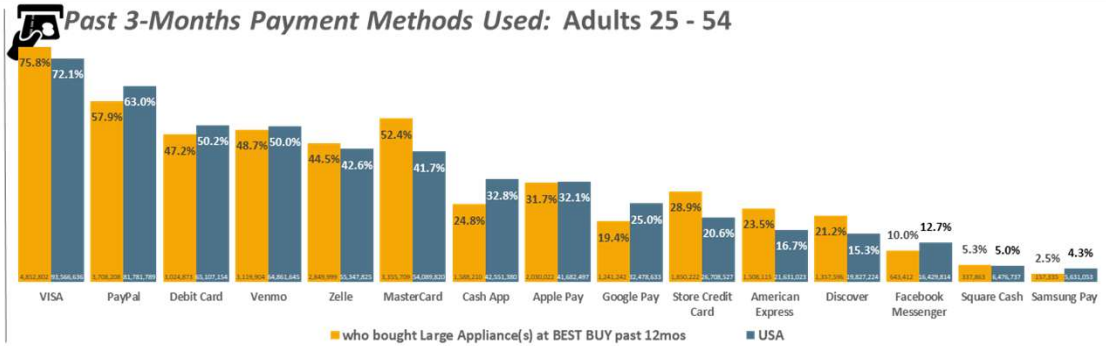


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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



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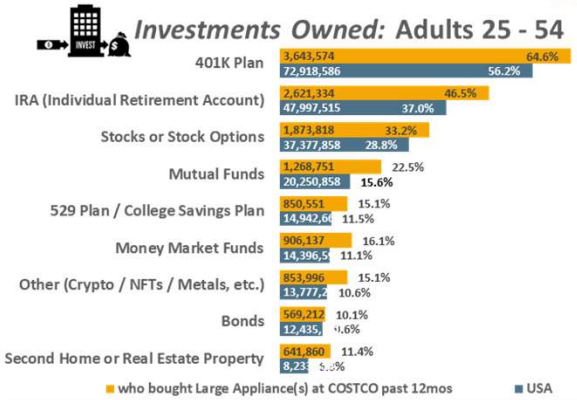
Large appliance:Stores bought past 12 months (HHLD): Best Buy

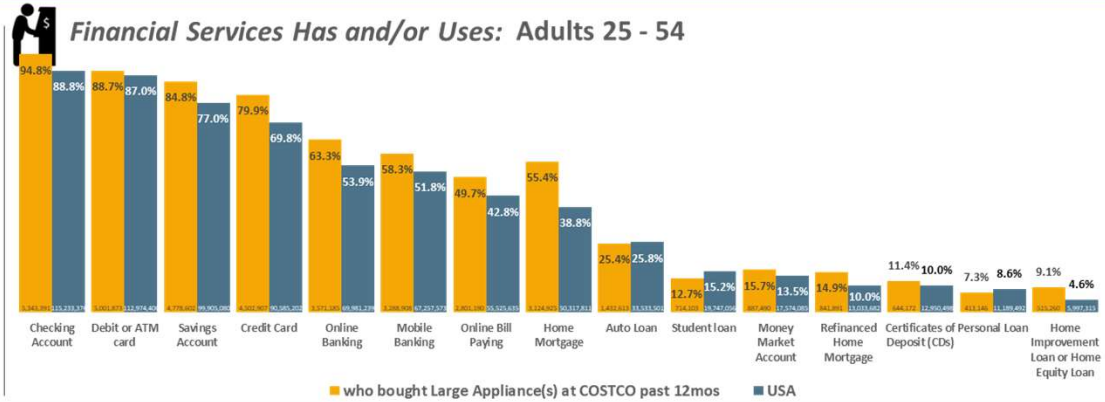


4.3% or 5,637,328 of USA Adults 25 - 54 bought Large Appliance(s) at COSTCO past 12mos.
Adults 25 - 54 who bought Large Appliance(s) at COSTCO past 12mos are 15.% more likely to have a 401K, 1.6% less likely to have an Auto Loan, 16.5% more likely to Invest/Trade Stocks Online, 17.6% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



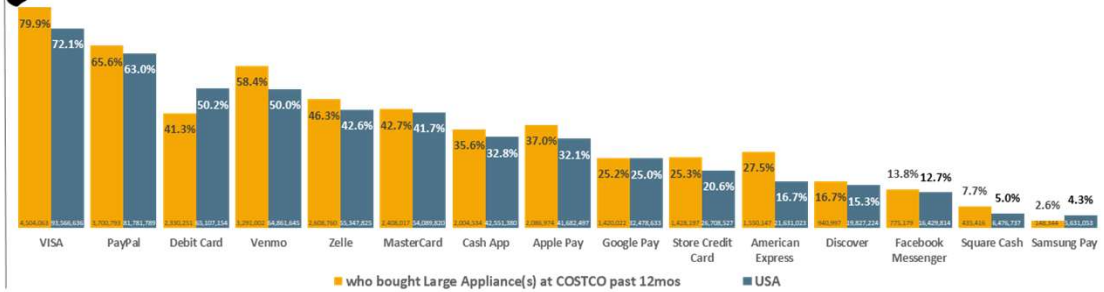
Financial Services Has and/or Uses: Adults 25 - 54



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 2,232

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

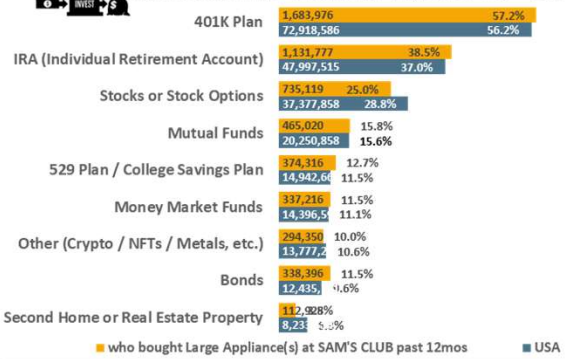
Large appliance:Stores bought past 12 months (HHLD): Costco



2.3% or 2,943,177 of USA Adults 25 - 54 bought Large Appliance(s) at SAM'S CLUB past 12mos.
Adults 25 - 54 who bought Large Appliance(s) at SAM'S CLUB past 12mos are 1.8% more likely to have a 401K, 36.1% more likely to have an Auto Loan, 12.3% less likely to Invest/Trade Stocks Online, 21.% less likely to pay with their Debit Card.

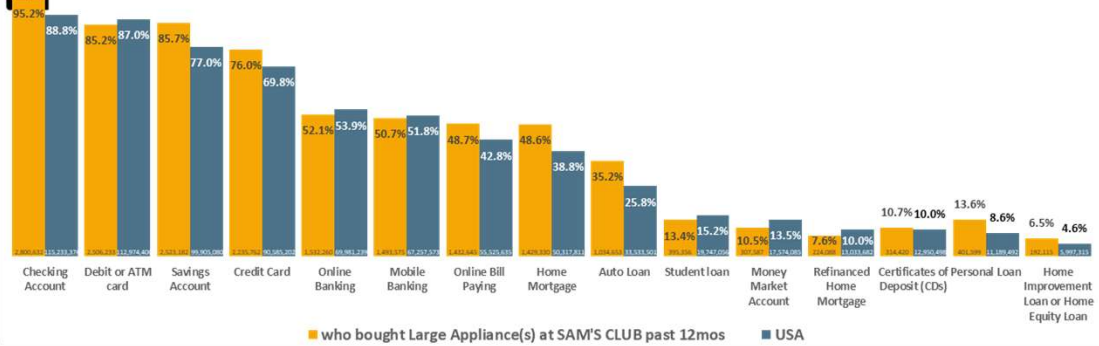
Investments Owned: Adults 25 - 54





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



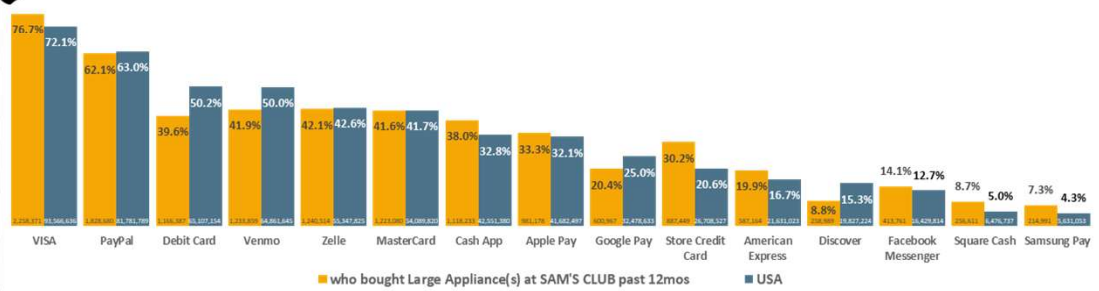


Professional Services Used:* Adults 25 - 54



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,232

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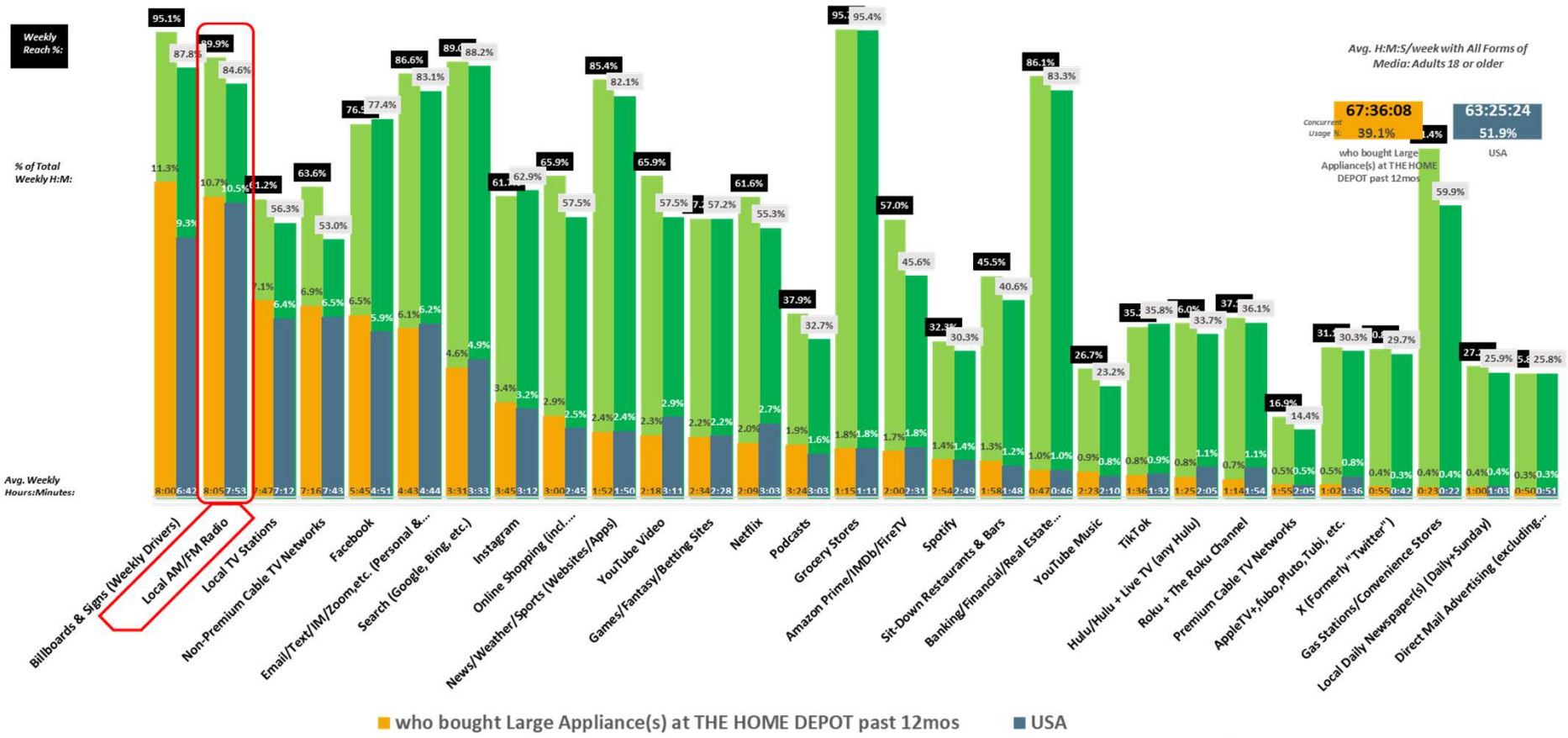
USA Jan23-Feb24 USA Projection Qual Intab 9,480

Large appliance:Stores bought past 12 months (HHLD): Sam's Club



Adults 25 - 54 who bought Large Appliance(s) at THE HOME DEPOT past 12mos spend an average of 2 days, 19 hours, 36 minutes and 8 seconds each week with All Forms of Media.

89.9% of Adults 25 - 54 who bought Large Appliance(s) at THE HOME DEPOT past 12mos spend an avg. of 8 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 10.7% of total time spent with all forms of Media.



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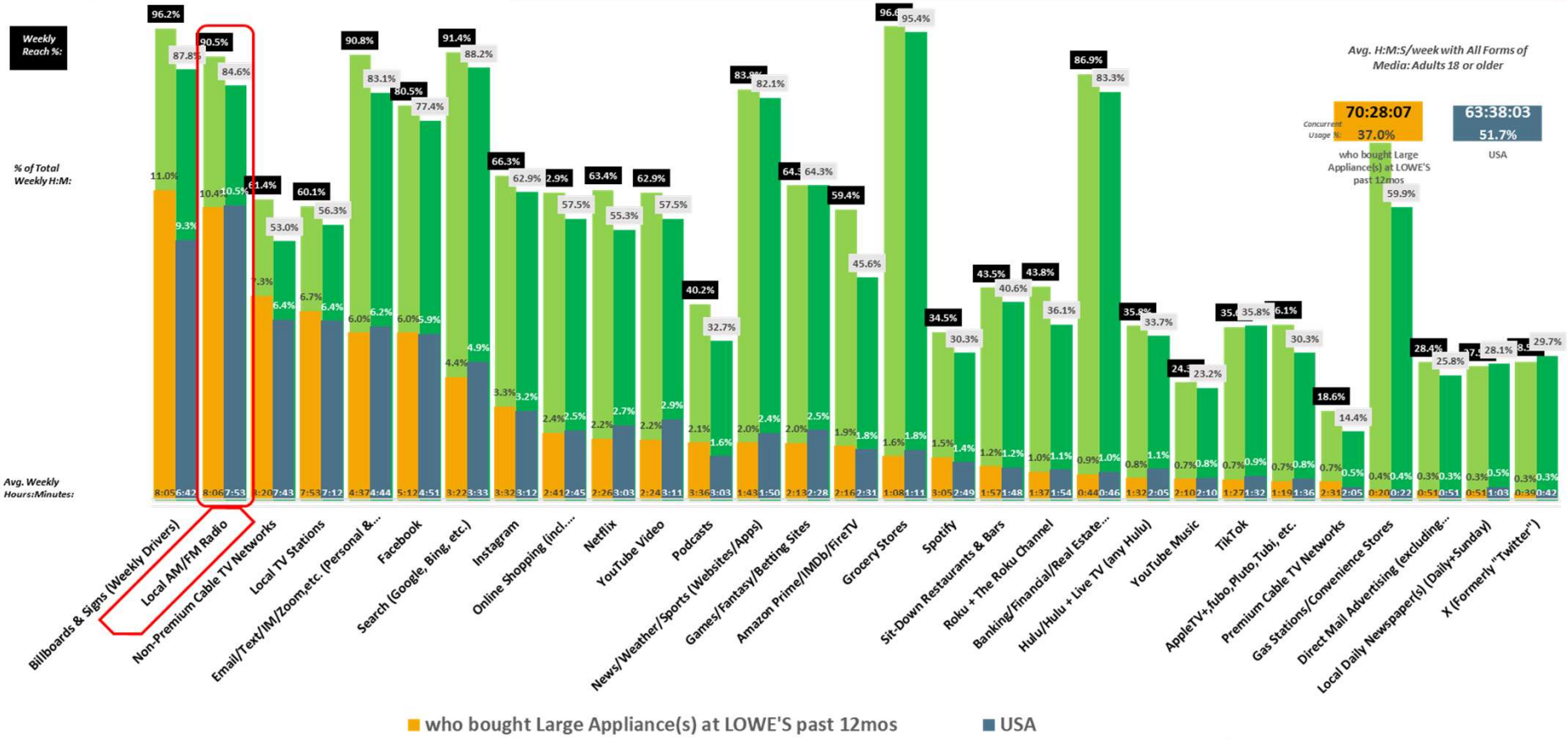
Large appliance:Stores bought past 12 months (HHLD): The Home Depot



Adults 25 - 54 who bought Large Appliance(s) at LOWE'S past 12mos spend an average of 2 days, 22 hours, 28 minutes and 7 seconds each week with All Forms of Media.

90.5% of Adults 25 - 54 who bought Large Appliance(s) at LOWE'S past 12mos spend an avg. of 8 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 10.4% of total time spent with all forms of Media.



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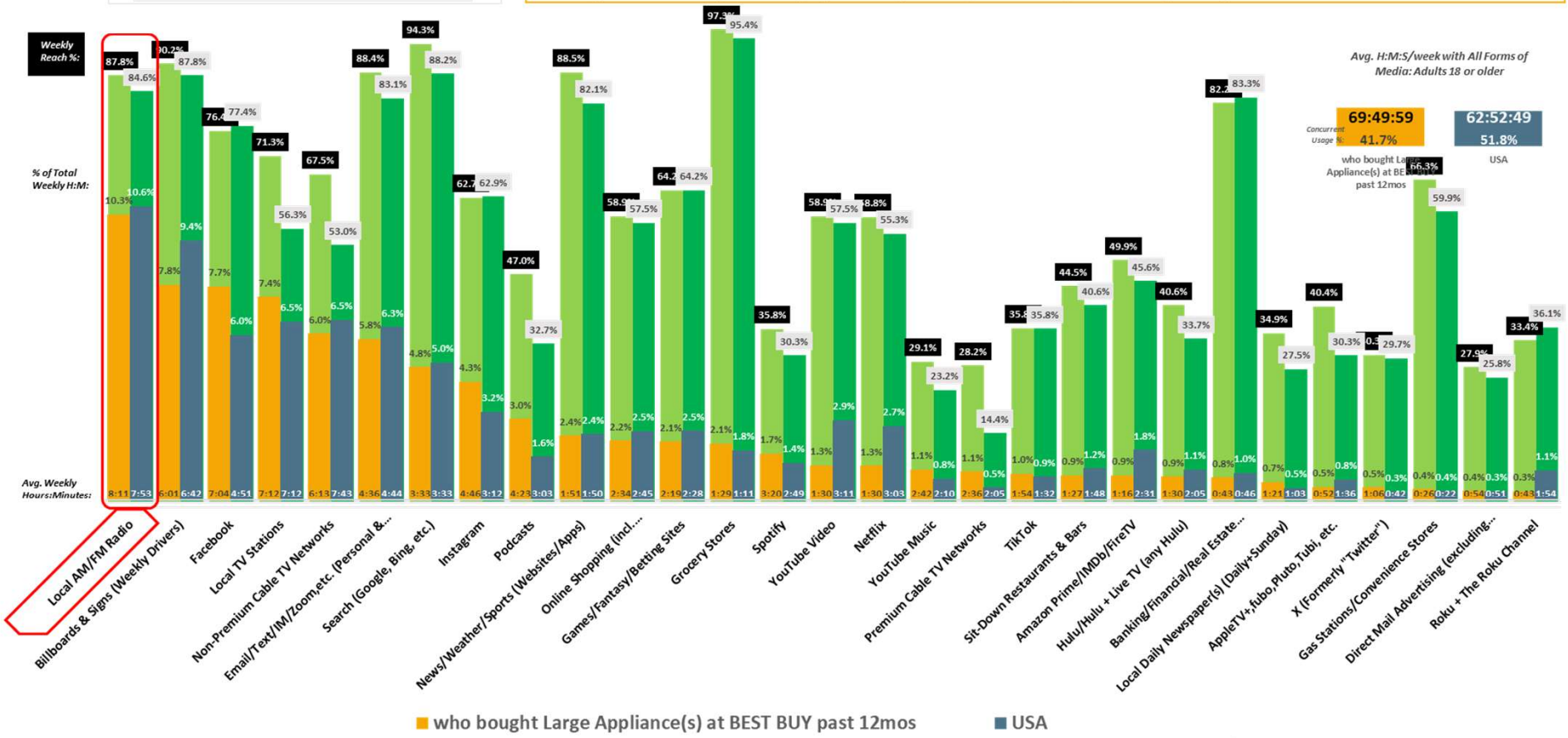
Large appliance:Stores bought past 12 months (HHLD): Lowe's



Adults 25 - 54 who bought Large Appliance(s) at BEST BUY past 12mos spend an average of 2 days, 21 hours, 49 minutes and 59 seconds each week with All Forms of Media.

87.8% of Adults 25 - 54 who bought Large Appliance(s) at BEST BUY past 12mos spend an avg. of 8 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.



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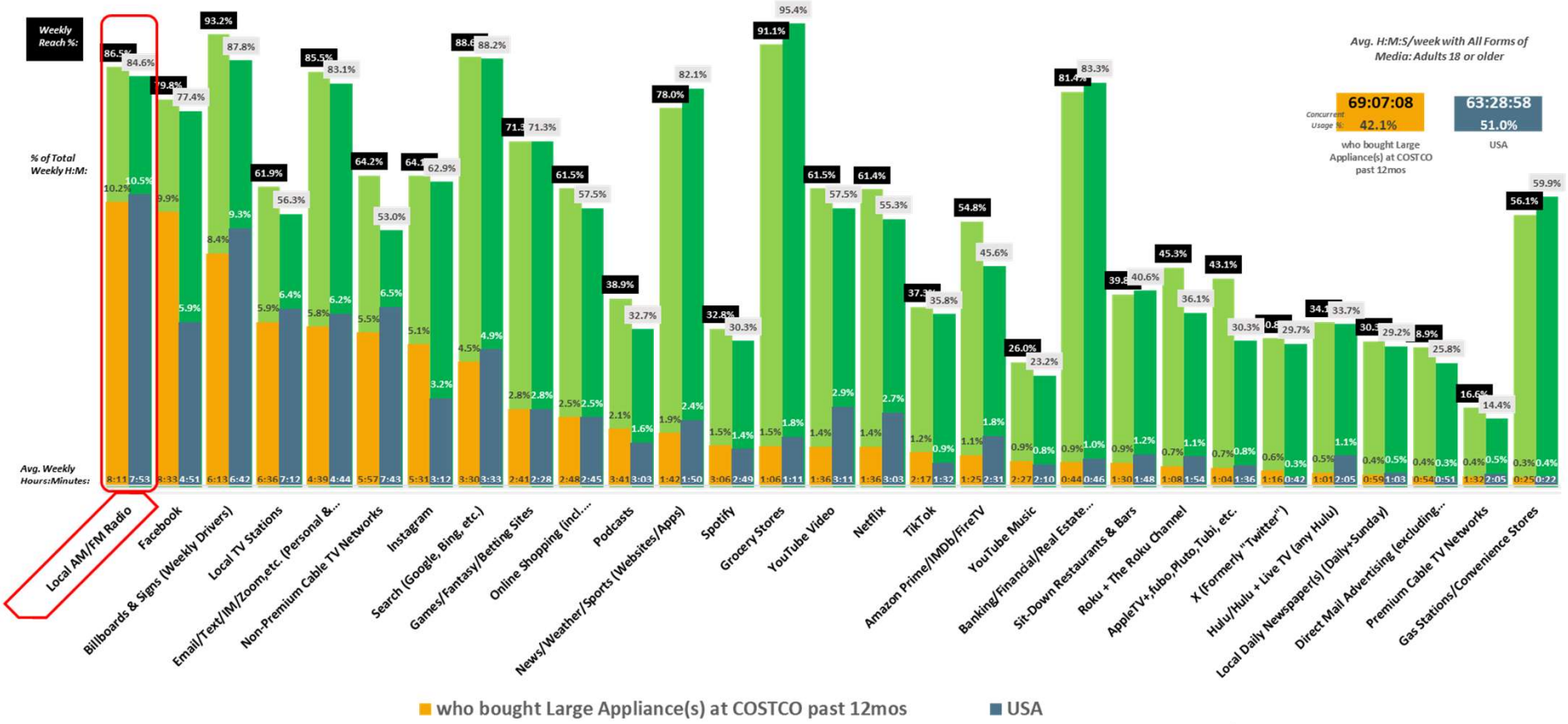
Large appliance:Stores bought past 12 months (HHLD): Best Buy



Adults 25 - 54 who bought Large Appliance(s) at COSTCO past 12mos spend an average of 2 days, 21 hours, 7 minutes and 8 seconds each week with All Forms of Media.

86.5% of Adults 25 - 54 who bought Large Appliance(s) at COSTCO past 12mos spend an avg. of 8 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



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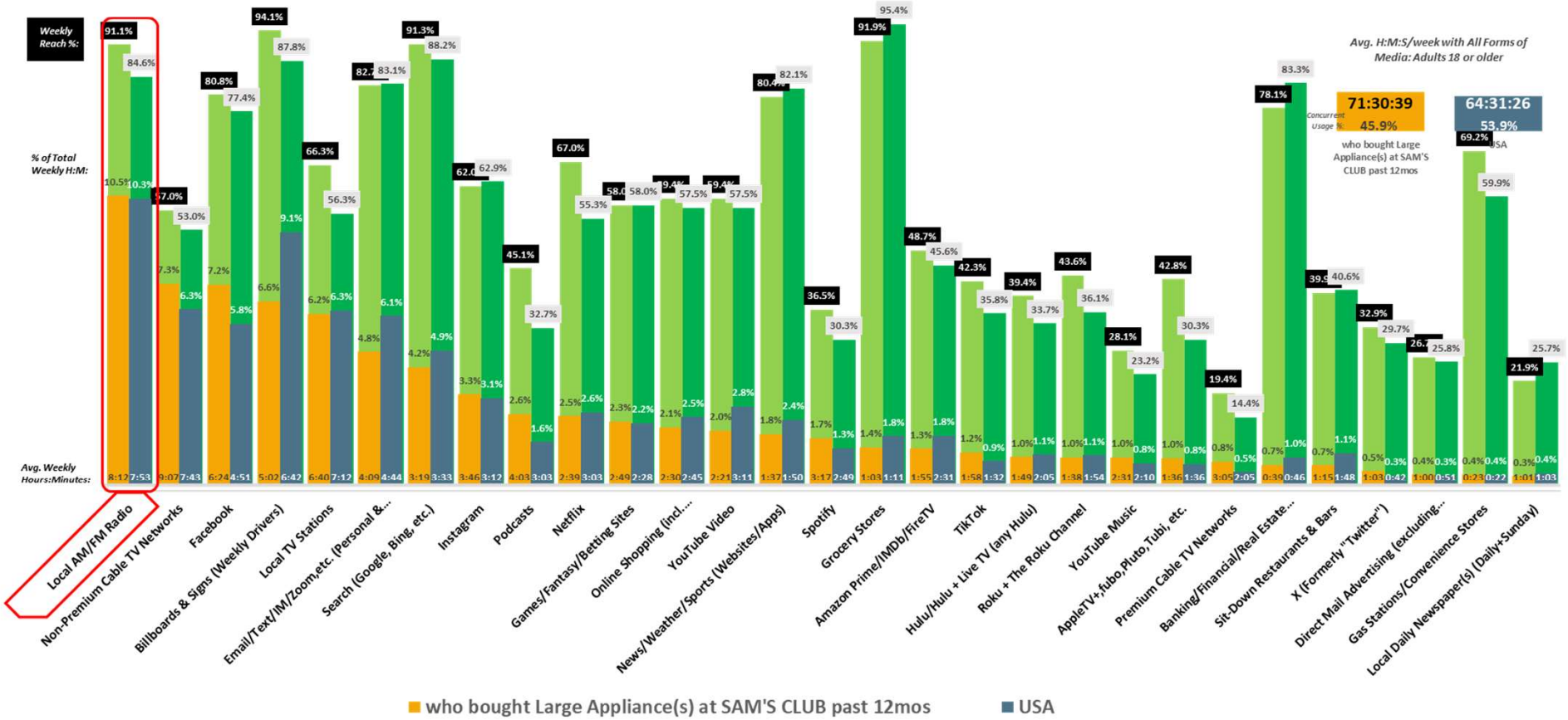
Large appliance:Stores bought past 12 months (HHLD): Costco



Adults 25 - 54 who bought Large Appliance(s) at SAM'S CLUB past 12mos spend an average of 2 days, 23 hours, 30 minutes and 39 seconds each week with All Forms of Media.

91.1% of Adults 25 - 54 who bought Large Appliance(s) at SAM'S CLUB past 12mos spend an avg. of 8 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.



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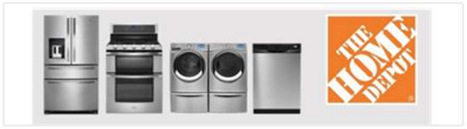
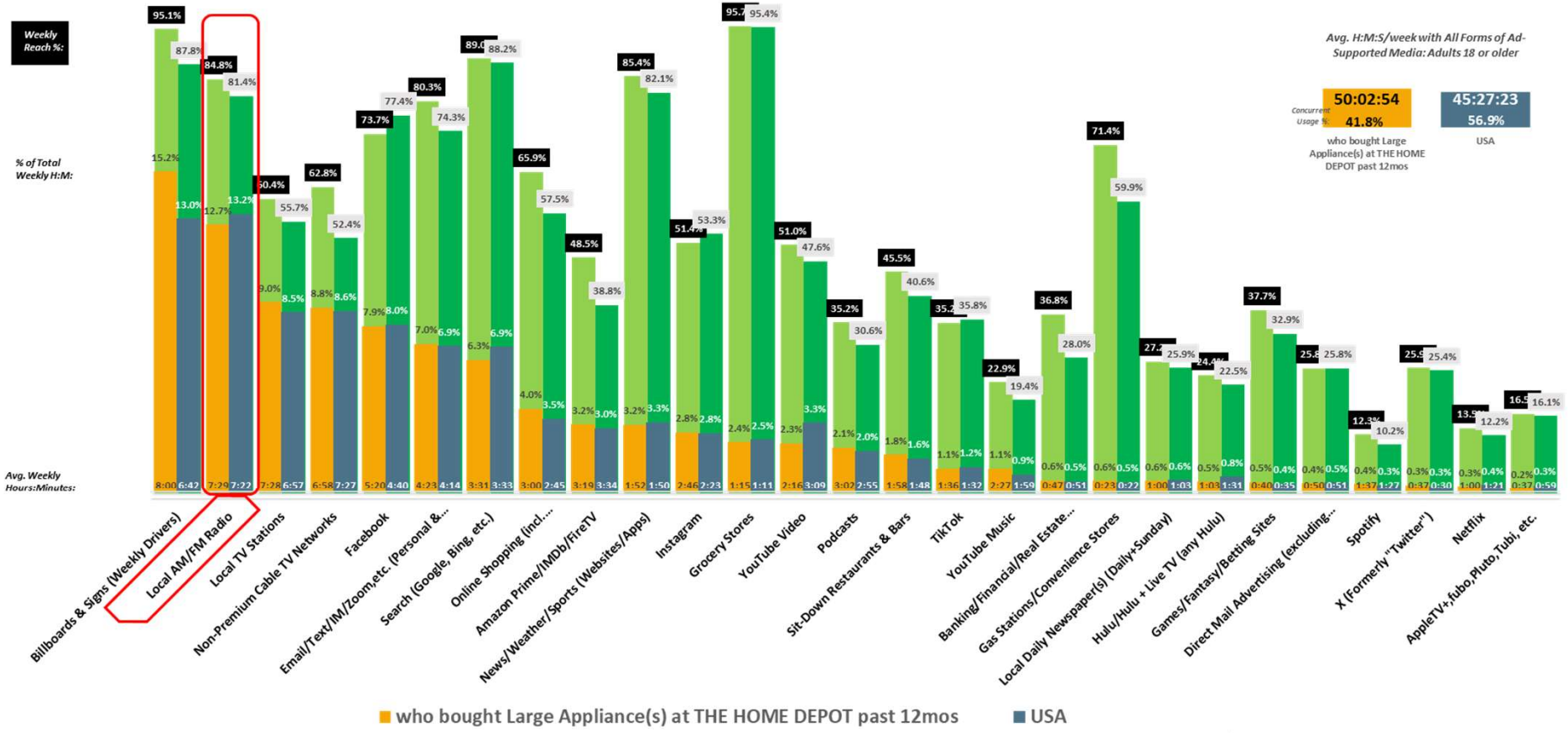
Large appliance:Stores bought past 12 months (HHLD): Sam's Club



Adults 25 - 54 who bought Large Appliance(s) at THE HOME DEPOT past 12mos spend an average of 2 days, 2 hours, 2 minutes and 54 seconds each week with All Forms of Ad-Supported Media.

84.8% of Adults 25 - 54 who bought Large Appliance(s) at THE HOME DEPOT past 12mos spend an avg. of 7 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Supported Media.



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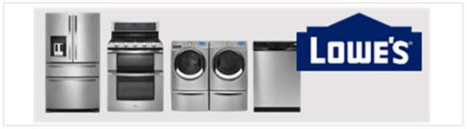
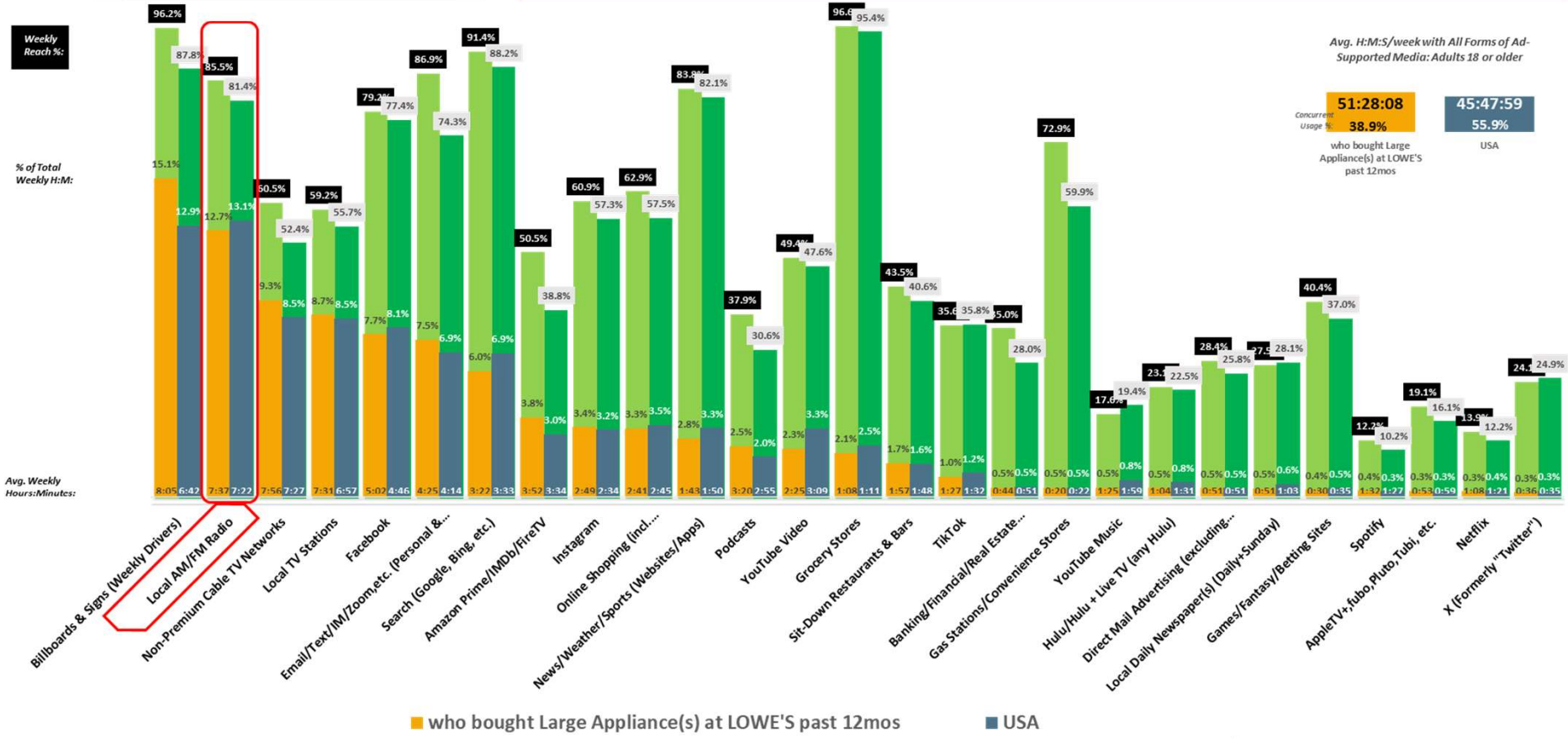
Large appliance:Stores bought past 12 months (HHLD): The Home Depot



Adults 25 - 54 who bought Large Appliance(s) at LOWE'S past 12mos spend an average of 2 days, 3 hours, 28 minutes and 8 seconds each week with All Forms of Ad-Supported Media.

85.5% of Adults 25 - 54 who bought Large Appliance(s) at LOWE'S past 12mos spend an avg. of 7 hours and 37 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Supported Media.



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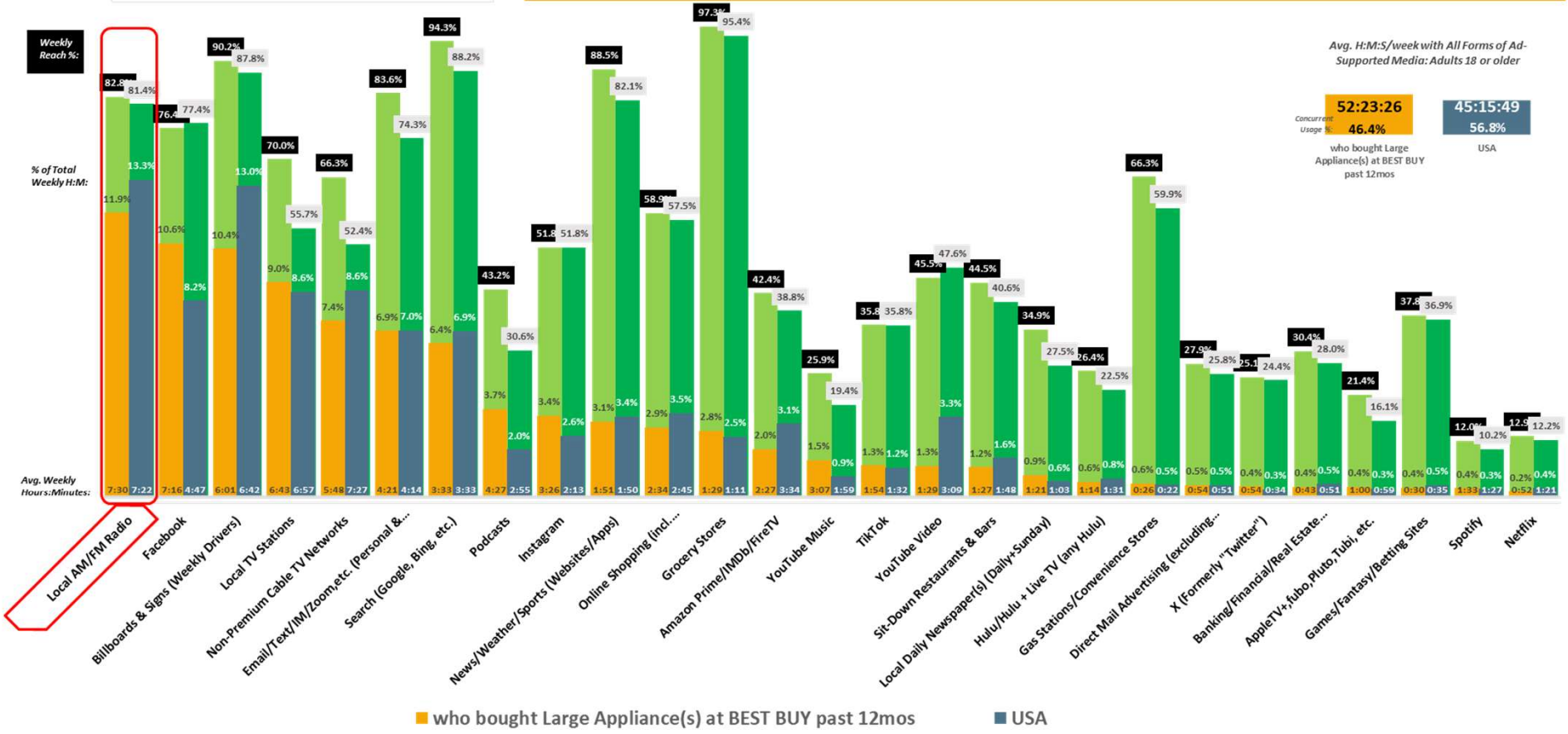
Large appliance:Stores bought past 12 months (HHLD): Lowe's



Adults 25 - 54 who bought Large Appliance(s) at BEST BUY past 12mos spend an average of 2 days, 4 hours, 23 minutes and 26 seconds each week with All Forms of Ad-Supported Media.

82.8% of Adults 25 - 54 who bought Large Appliance(s) at BEST BUY past 12mos spend an avg. of 7 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.9% of total time spent with all forms of Ad-Supported Media.



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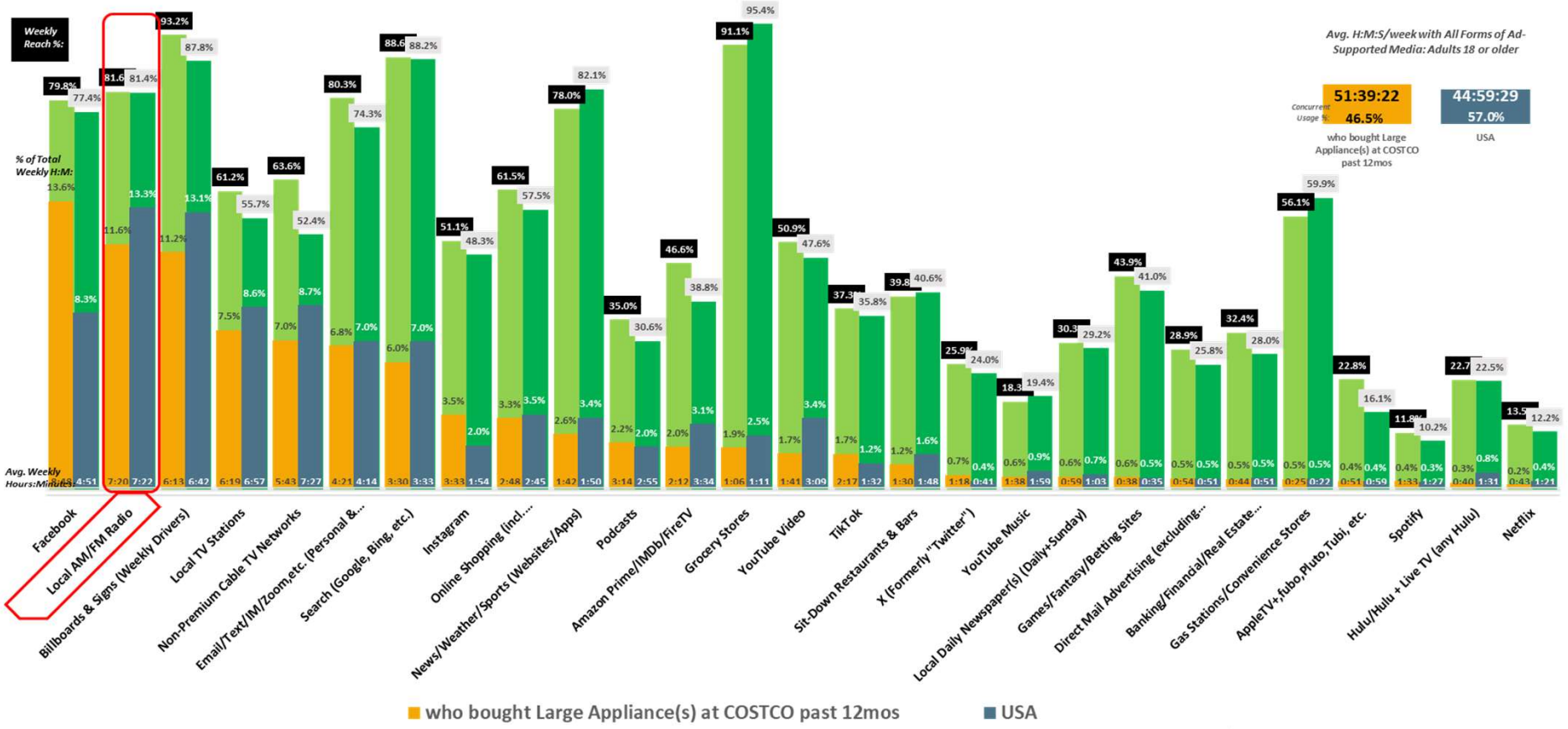
Large appliance:Stores bought past 12 months (HHLD): Best Buy



Adults 25 - 54 who bought Large Appliance(s) at COSTCO past 12mos spend an average of 2 days, 3 hours, 39 minutes and 22 seconds each week with All Forms of Ad-Supported Media.

81.6% of Adults 25 - 54 who bought Large Appliance(s) at COSTCO past 12mos spend an avg. of 7 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported Media.



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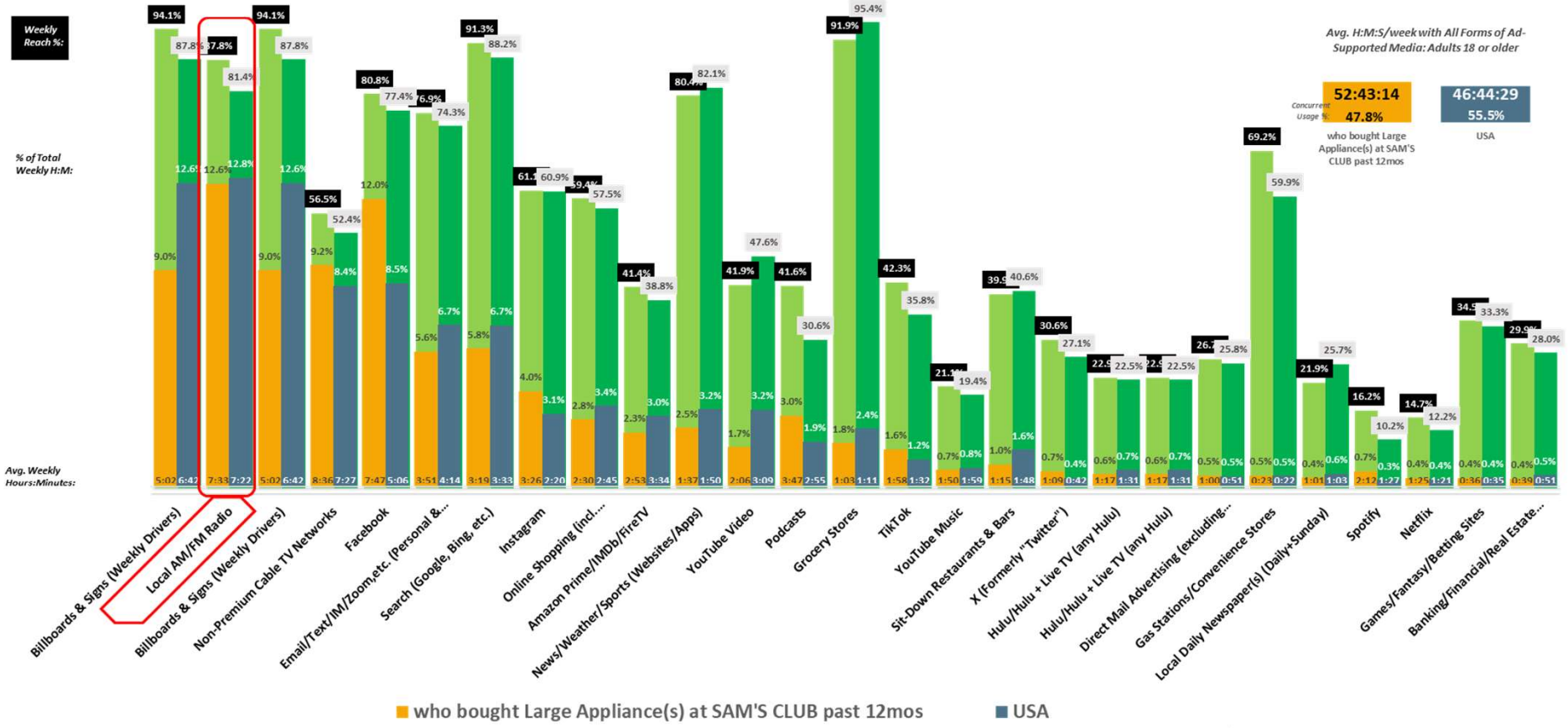
Large appliance:Stores bought past 12 months (HHLD): Costco



Adults 25 - 54 who bought Large Appliance(s) at SAM'S CLUB past 12mos spend an average of 2 days, 2 hours, 2 minutes and 54 seconds each week with All Forms of Ad-Supported Media.

87.8% of Adults 25 - 54 who bought Large Appliance(s) at SAM'S CLUB past 12mos spend an avg. of 7 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.6% of total time spent with all forms of Ad-Supported Media.



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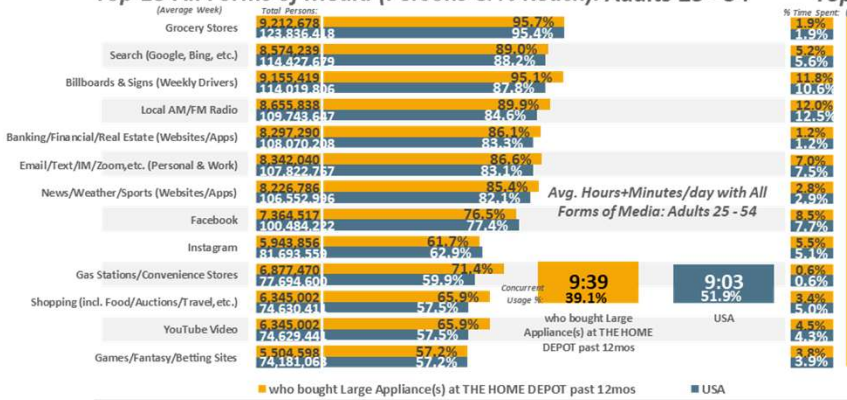
Large appliance:Stores bought past 12 months (HHLD): Sam's Club

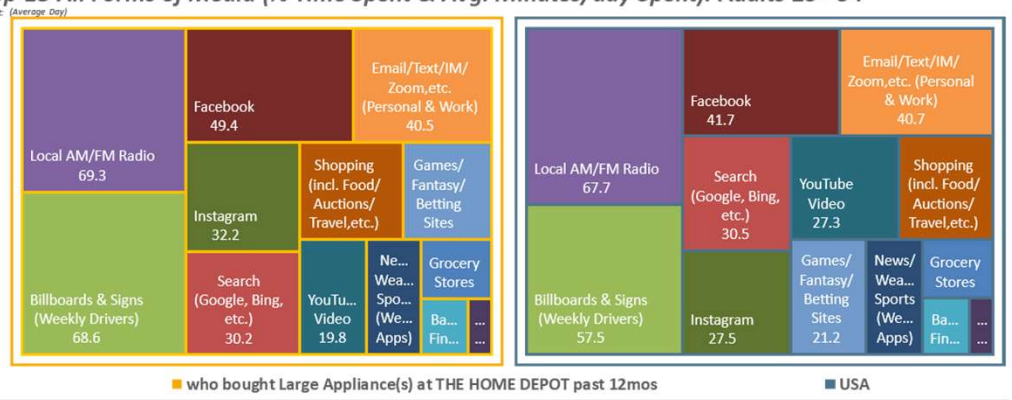


Adults 25 - 54 who bought Large Appliance(s) at THE HOME DEPOT past 12mos spend an average of 7 hours and 8 minutes each day with All Forms of Ad-Supported Media. 84.8% listen to Local AM/FM Radio for an avg. of 64.2 minutes/day. *(Local Radio delivers 12.7% of Time with Ad-Supported Media.)*

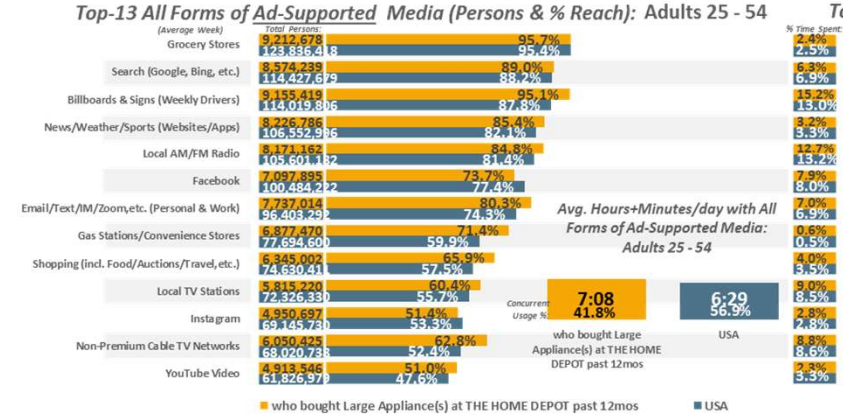
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



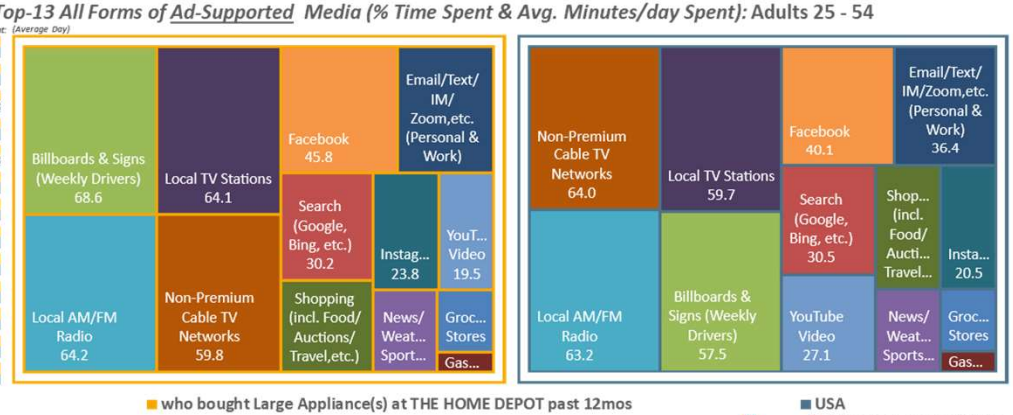
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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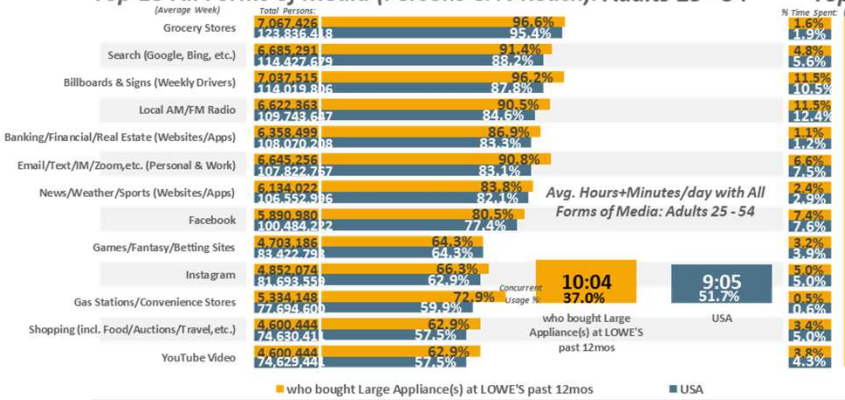
Large appliance:Stores bought past 12 months (HHLD): The Home Depot

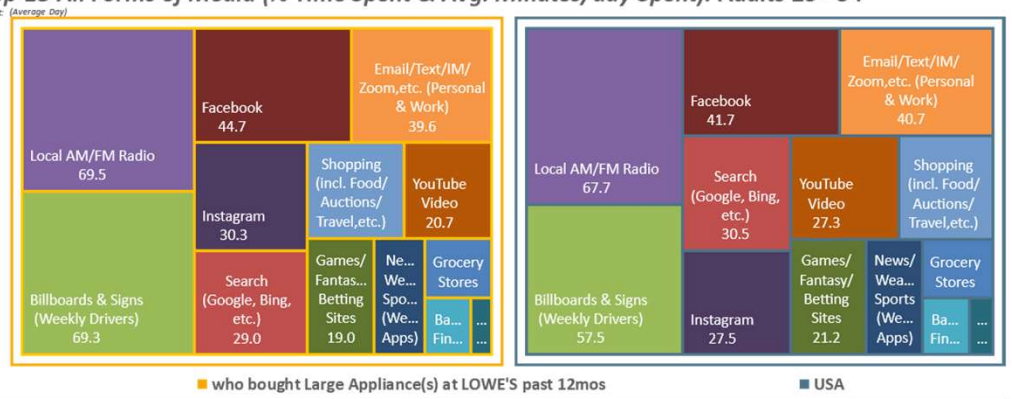


Adults 25 - 54 who bought Large Appliance(s) at LOWE'S past 12mos spend an average of 7 hours and 21 minutes each day with All Forms of Ad-Supported Media. 85.5% listen to Local AM/FM Radio for an avg. of 65.3 minutes/day. *(Local Radio delivers 12.7% of Time with Ad-Supported Media.)*

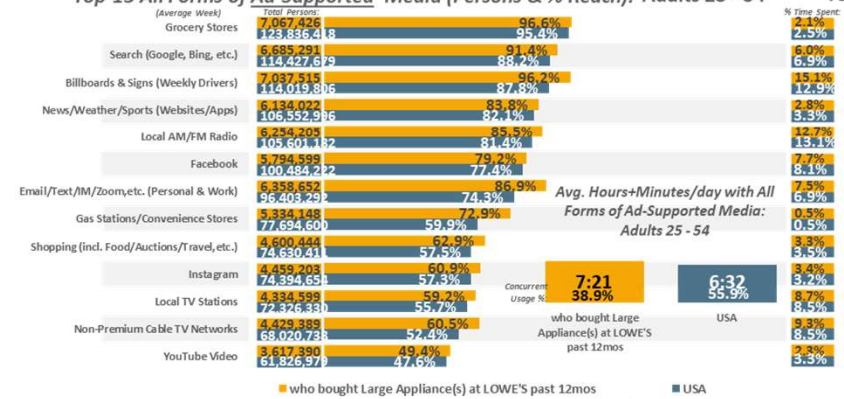
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



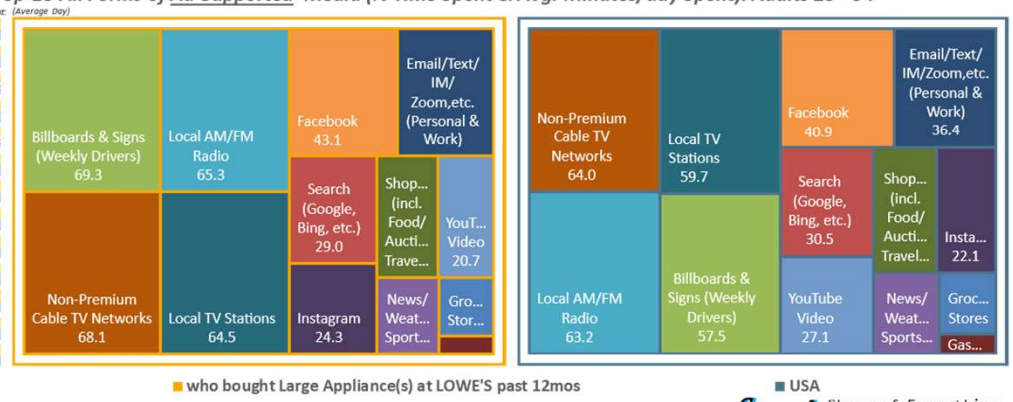
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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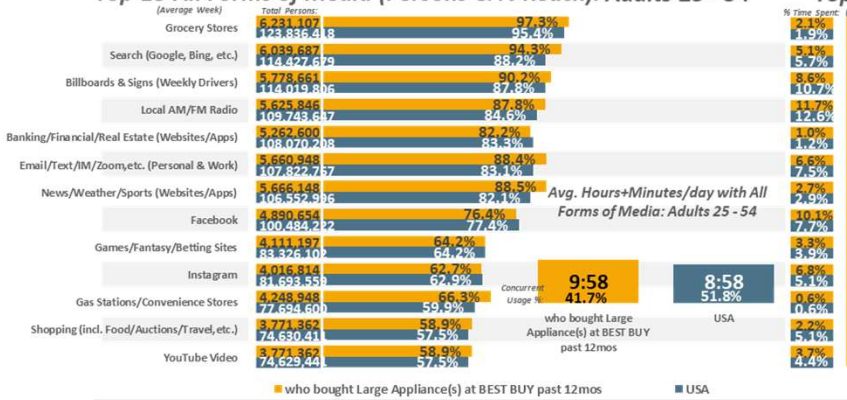
Large appliance:Stores bought past 12 months (HHLD): Lowe's

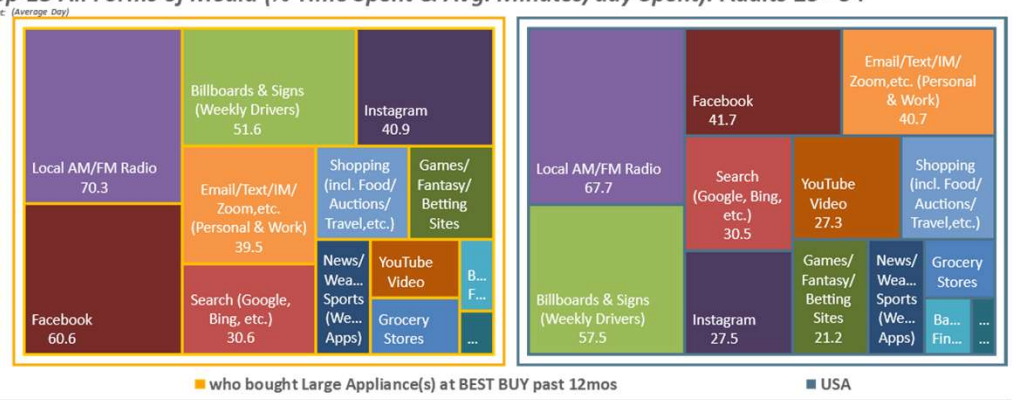


Adults 25 - 54 who bought Large Appliance(s) at BEST BUY past 12mos spend an average of 7 hours and 29 minutes each day with All Forms of Ad-Supported Media. 82.8% listen to Local AM/FM Radio for an avg. of 64.3 minutes/day. *(Local Radio delivers 11.9% of Time with Ad-Supported Media.)*

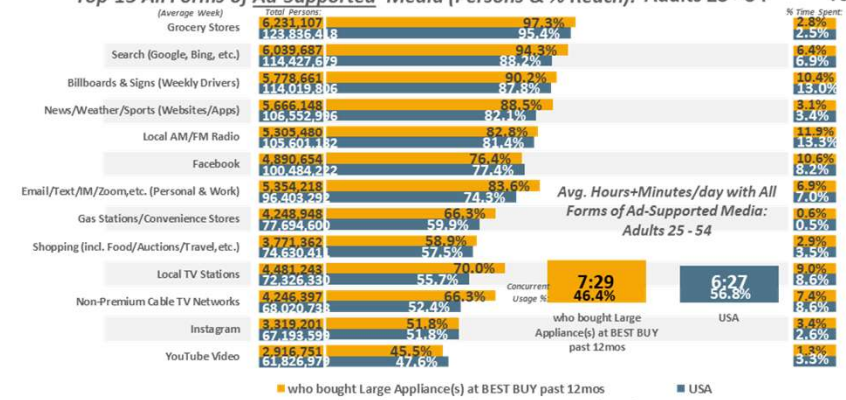
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



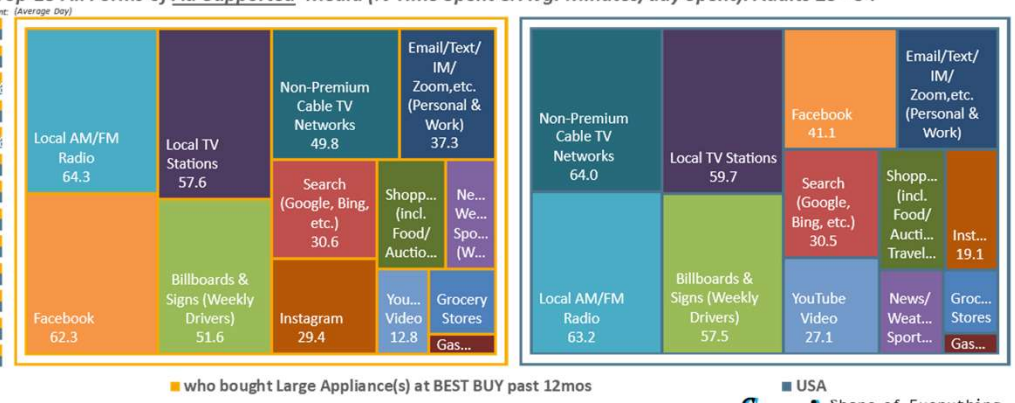
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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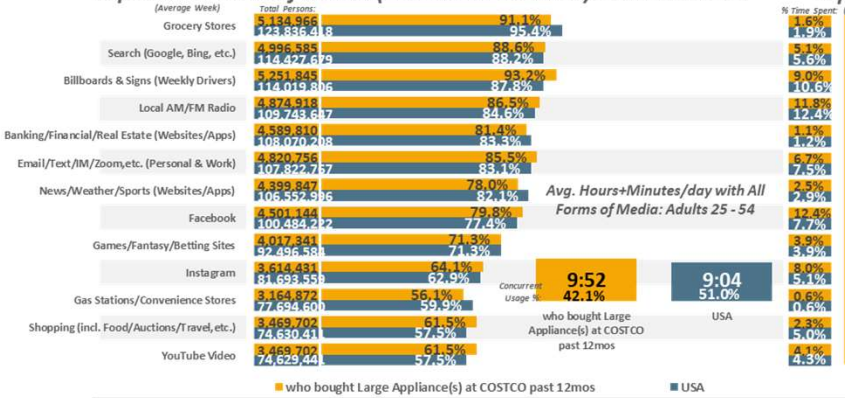
Large appliance:Stores bought past 12 months (HHLD): Best Buy

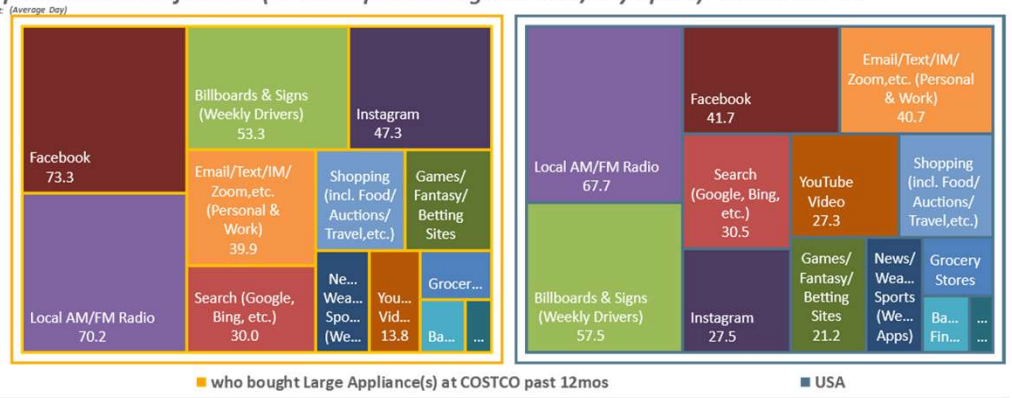


Adults 25 - 54 who bought Large Appliance(s) at COSTCO past 12mos spend an average of 7 hours and 22 minutes each day with All Forms of Ad-Supported Media. 81.6% listen to Local AM/FM Radio for an avg. of 62.9 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

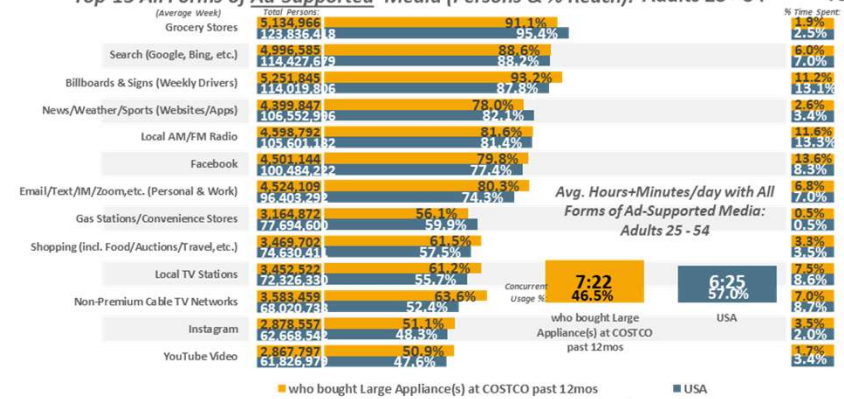
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



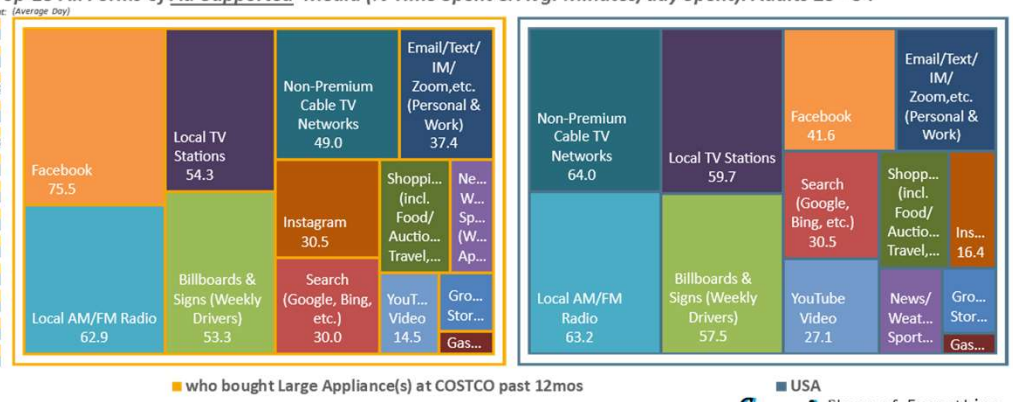
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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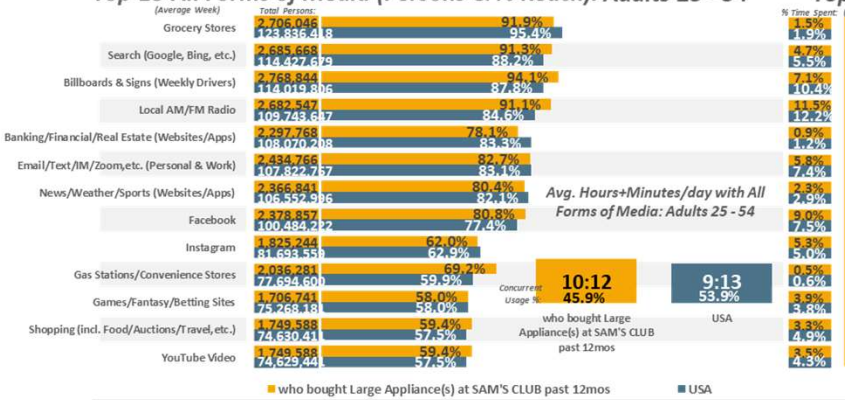
Large appliance:Stores bought past 12 months (HHLD): Costco

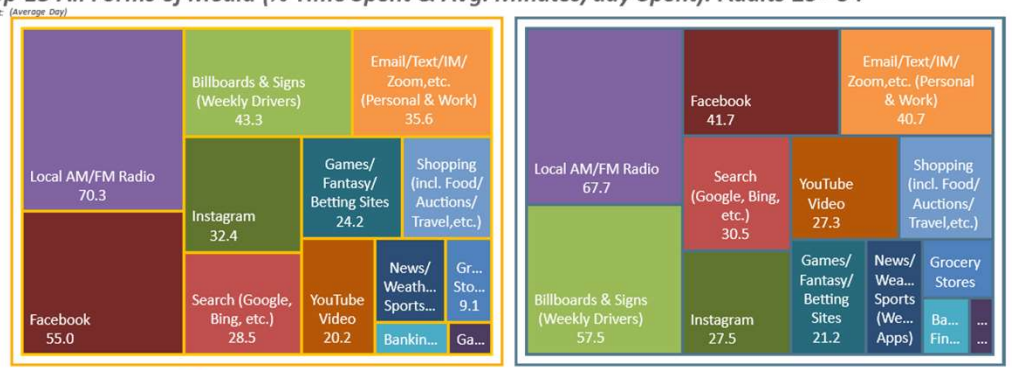


Adults 25 - 54 who bought Large Appliance(s) at SAM'S CLUB past 12mos spend an average of 7 hours and 31 minutes each day with All Forms of Ad-Supported Media. 87.8% listen to Local AM/FM Radio for an avg. of 64.8 minutes/day. *(Local Radio delivers 12.6% of Time with Ad-Supported Media.)*

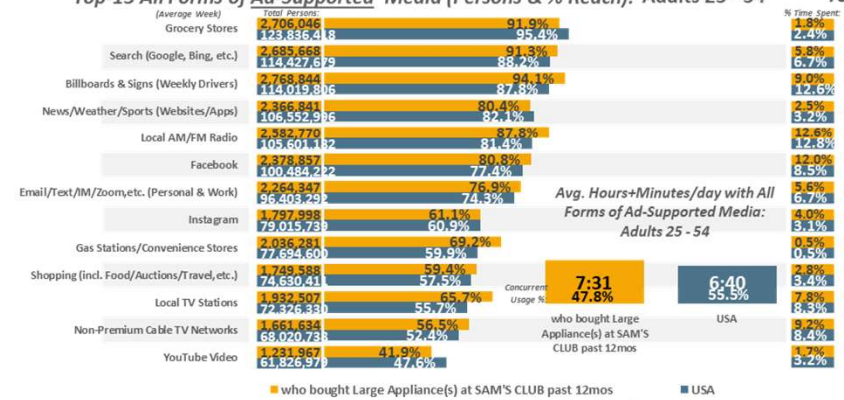
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



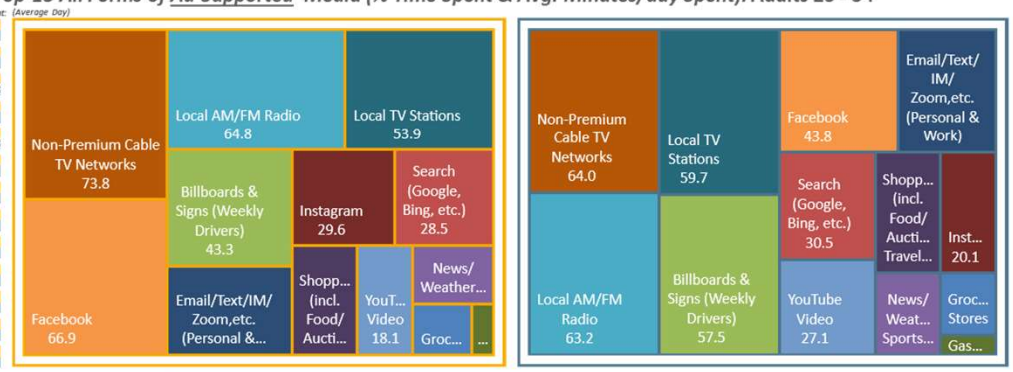
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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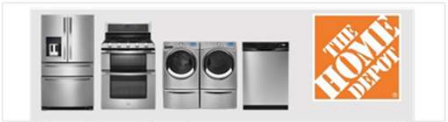
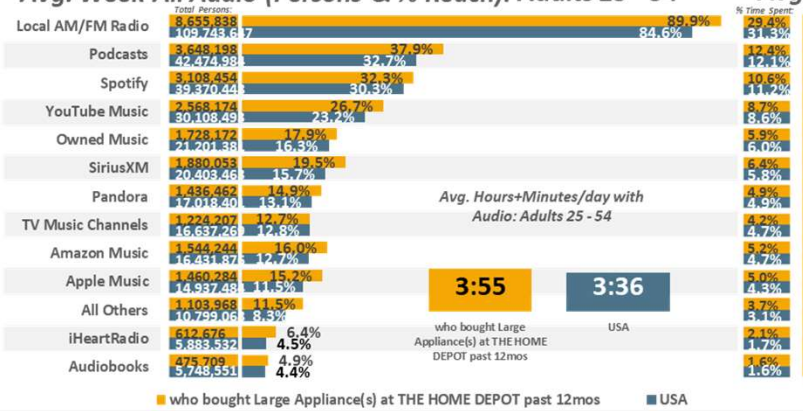
Large appliance:Stores bought past 12 months (HHLD): Sam's Club

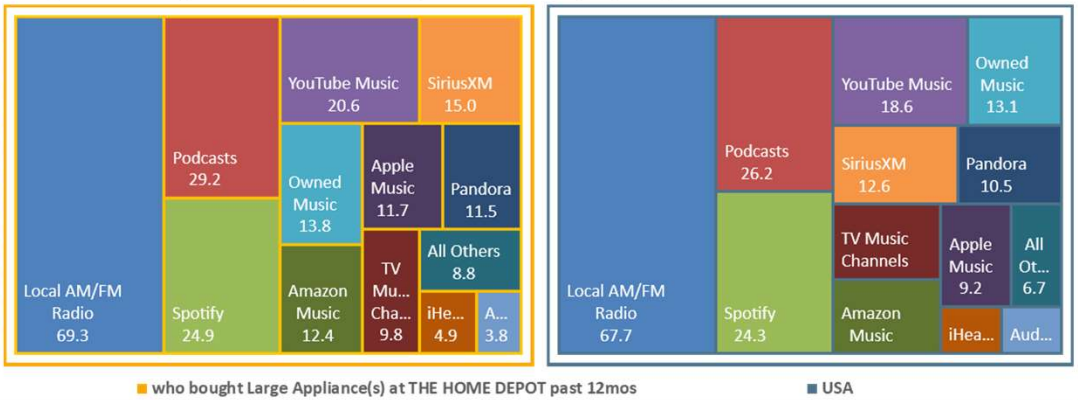


8,171,162 or 84.8% of Adults 25 - 54 who bought Large Appliance(s) at THE HOME DEPOT past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.2 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.

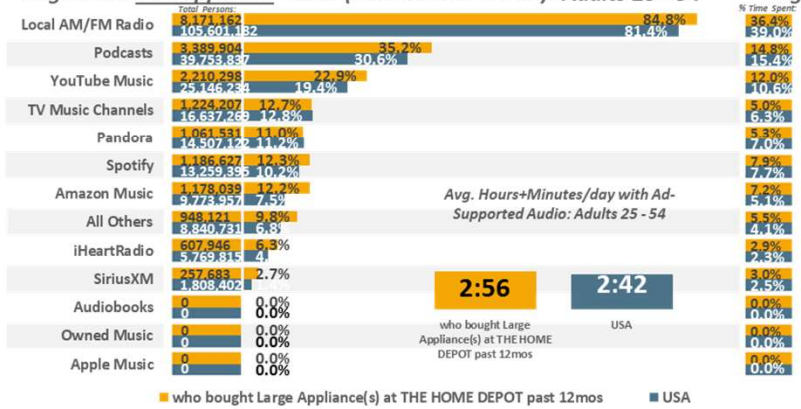
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



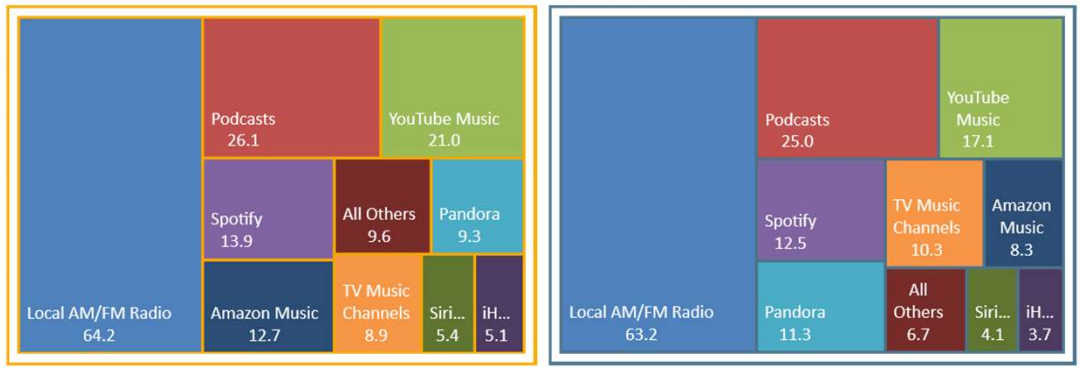
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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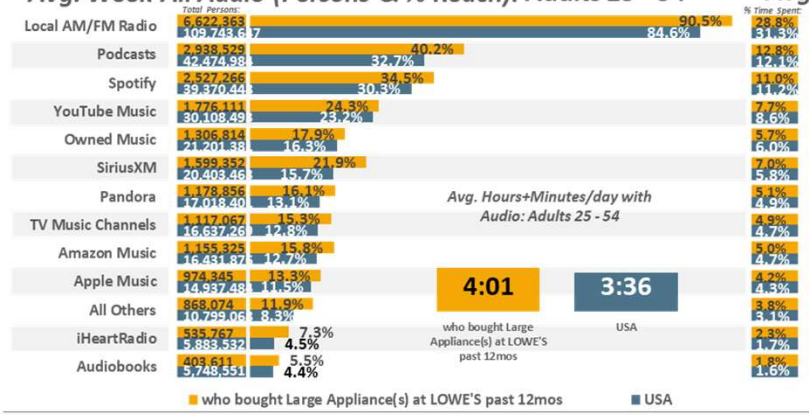
Large appliance:Stores bought past 12 months (HHLD): The Home Depot

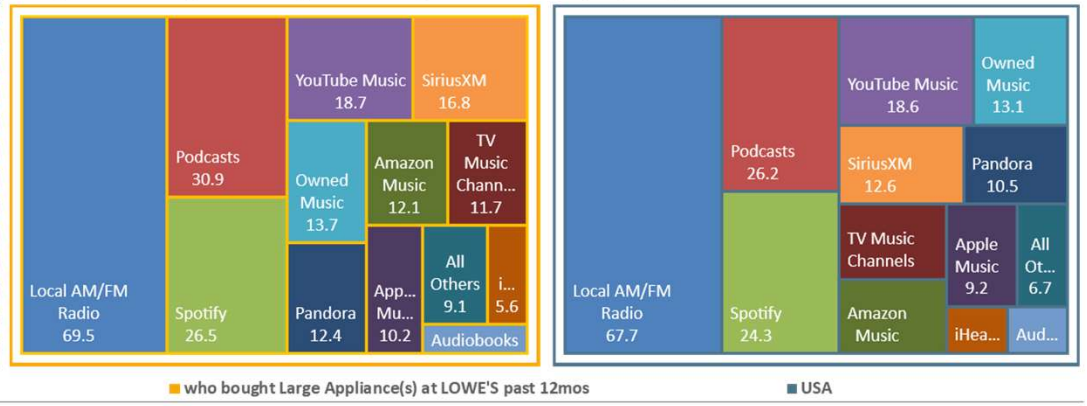


6,254,205 or 85.5% of Adults 25 - 54 who bought Large Appliance(s) at LOWE'S past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 65.3 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.

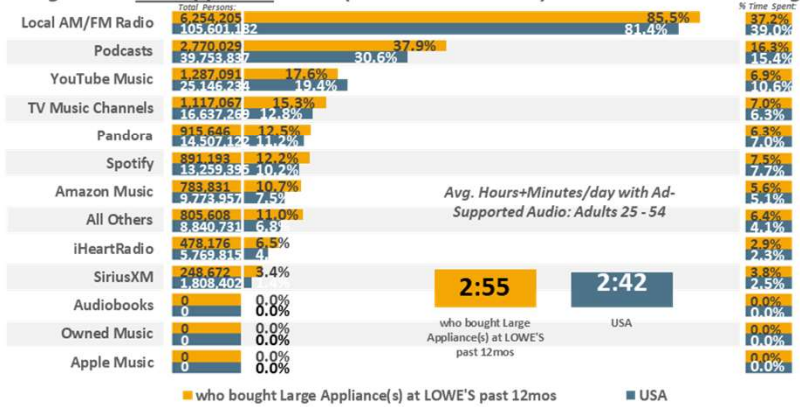
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



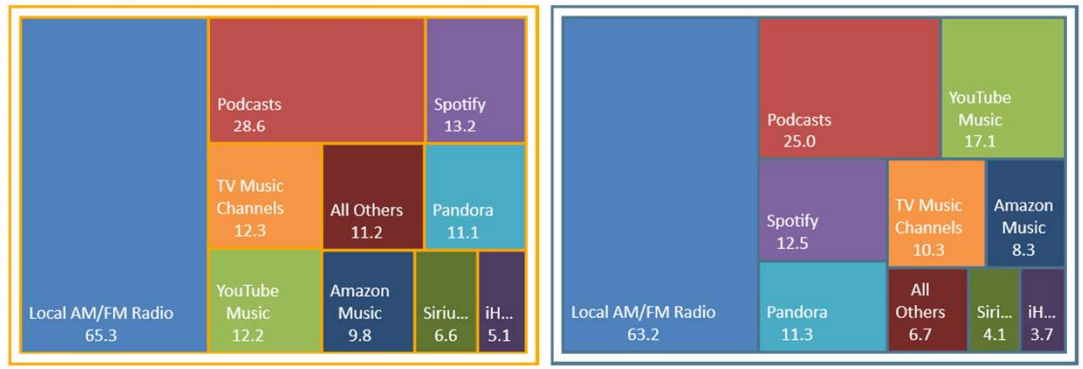
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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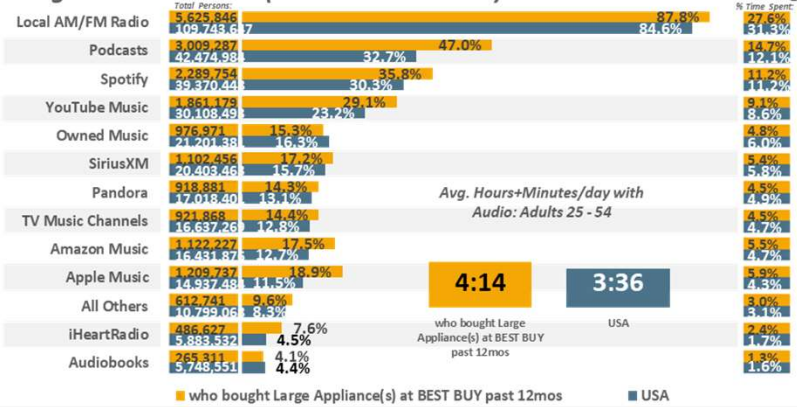
Large appliance:Stores bought past 12 months (HHLD): Lowe's

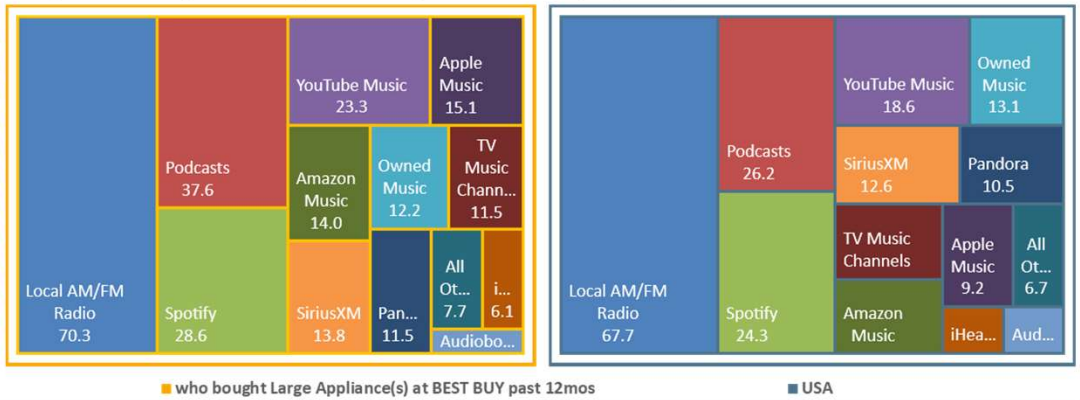


5,305,480 or 82.8% of Adults 25 - 54 who bought Large Appliance(s) at BEST BUY past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.3 minutes every day representing 33.1% of all time spent daily with Ad-Supported Audio.

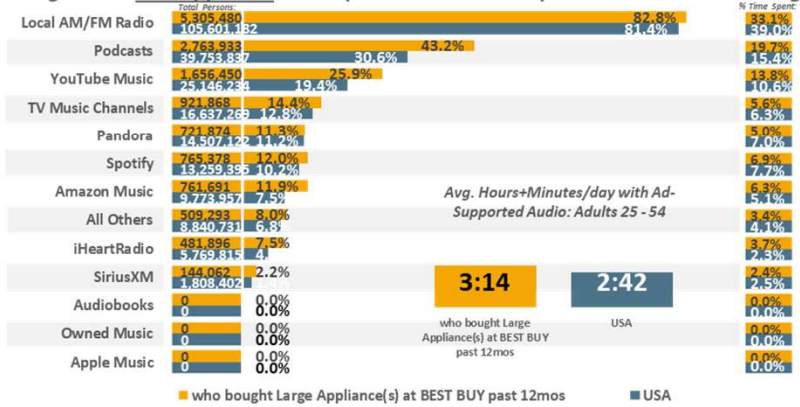
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



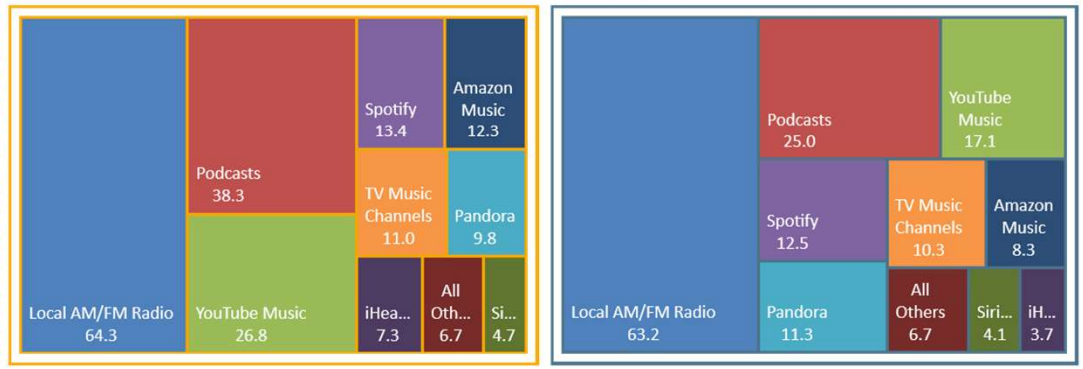
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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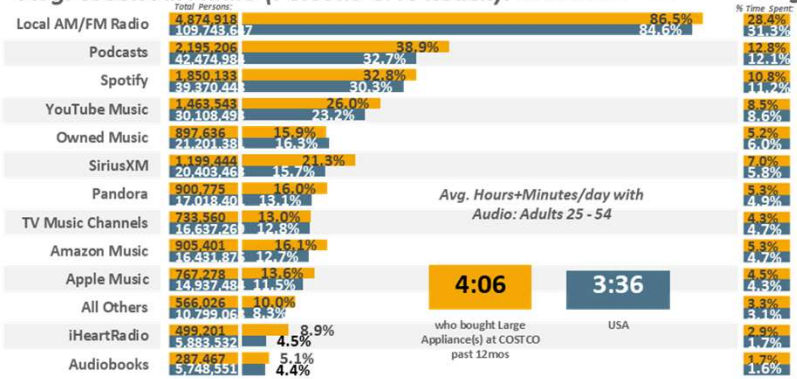
Large appliance:Stores bought past 12 months (HHLD): Best Buy

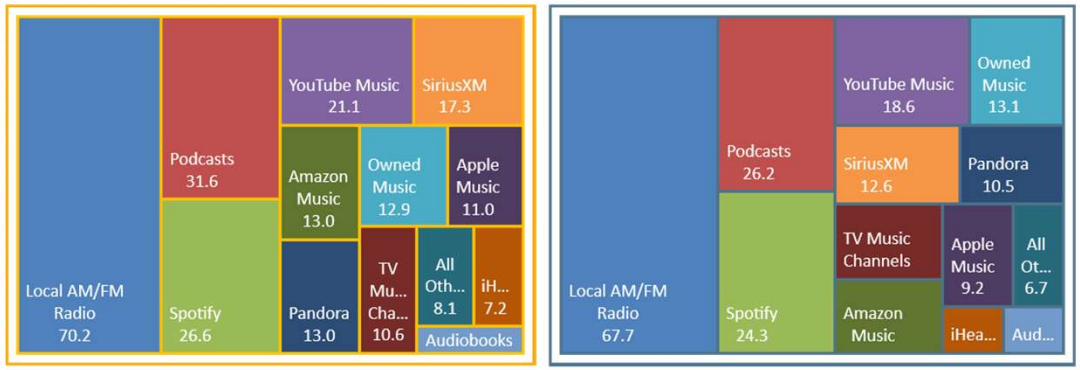


4,598,792 or 81.6% of Adults 25 - 54 who bought Large Appliance(s) at COSTCO past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.9 minutes every day representing 35.3% of all time spent daily with Ad-Supported Audio.

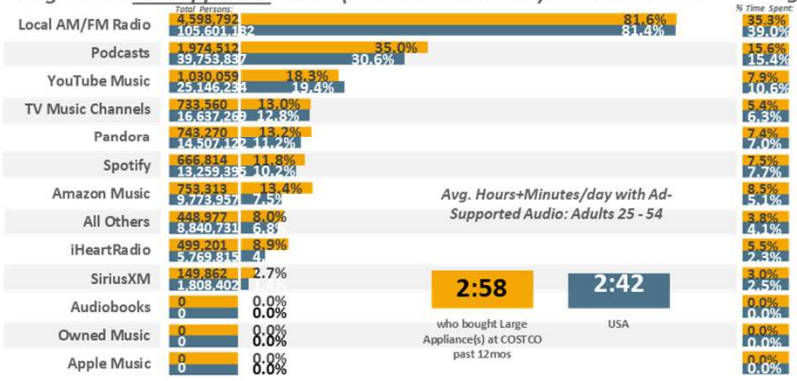
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



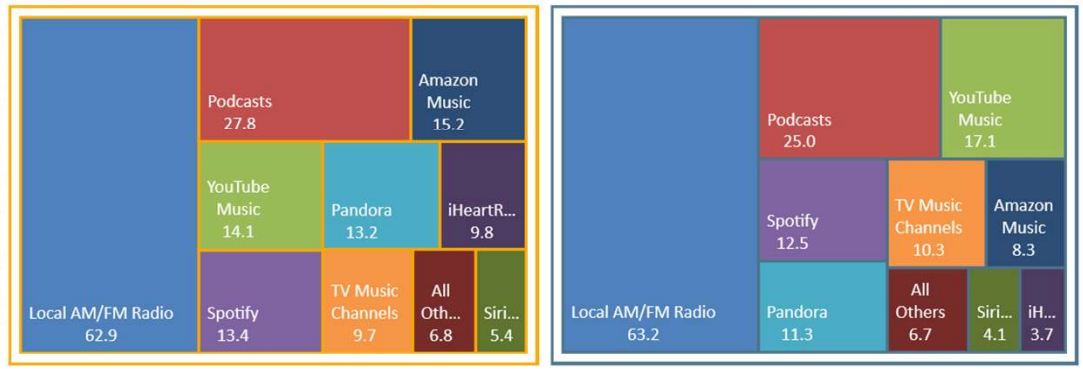
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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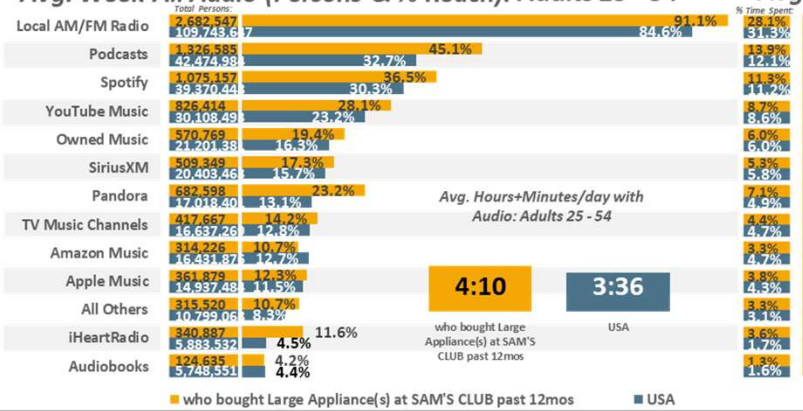
Large appliance:Stores bought past 12 months (HHLD): Costco

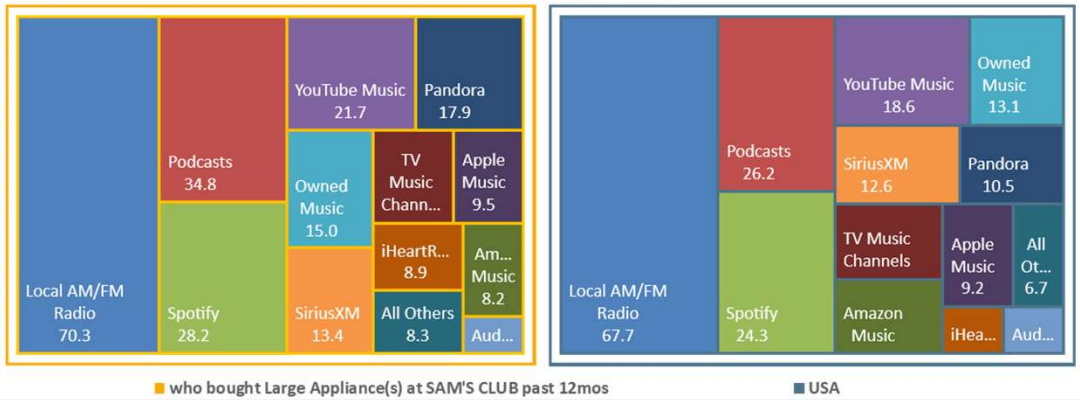


2,582,770 or 87.8% of Adults 25 - 54 who bought Large Appliance(s) at SAM'S CLUB past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.8 minutes every day representing 32.5% of all time spent daily with Ad-Supported Audio.

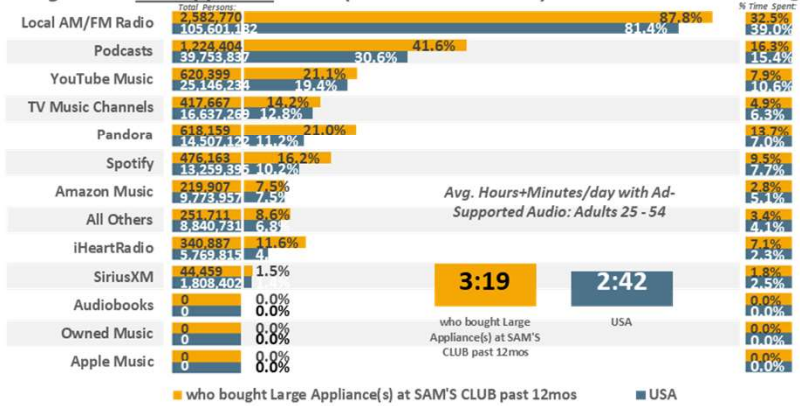
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



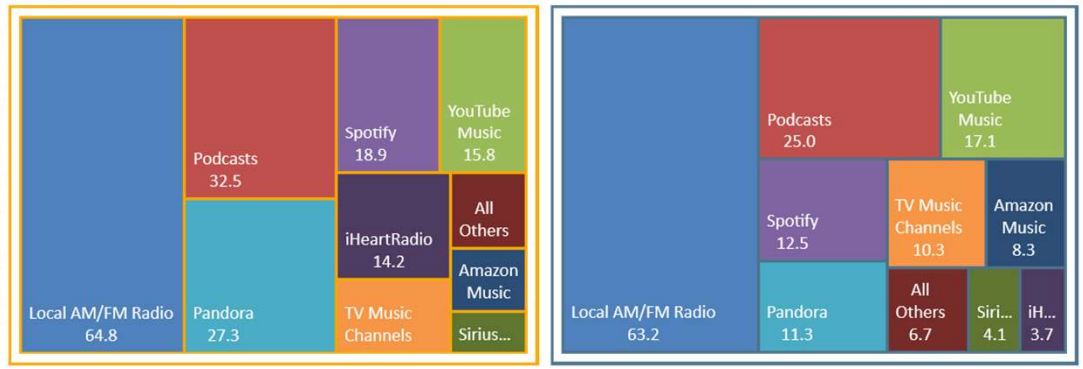
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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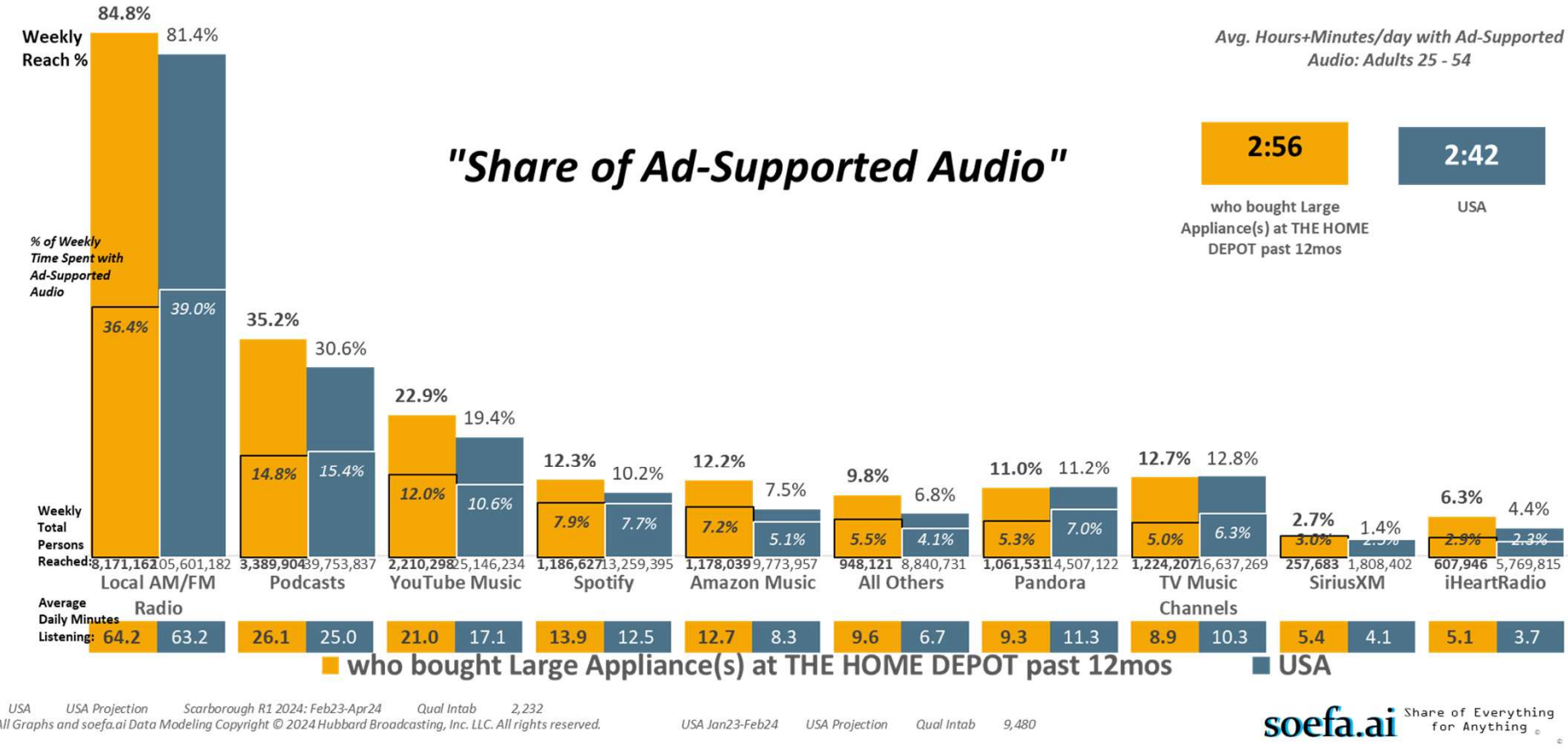
Large appliance:Stores bought past 12 months (HHLD): Sam's Club



8,171,162 or 84.8% of Adults 25 - 54 who bought Large Appliance(s) at THE HOME DEPOT past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.2 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.



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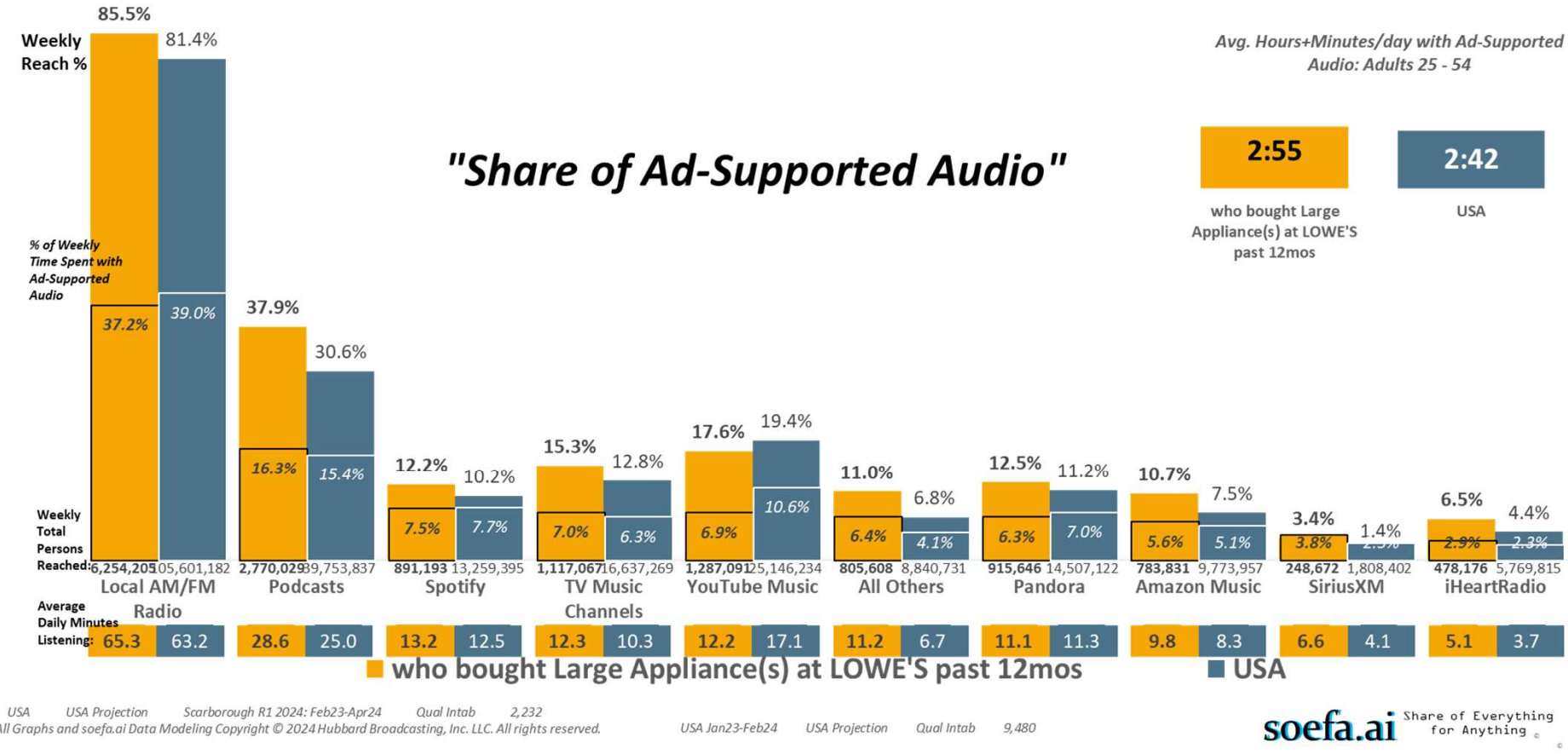
Large appliance:Stores bought past 12 months (HHLD): The Home Depot



6,254,205 or 85.5% of Adults 25 - 54 who bought Large Appliance(s) at LOWE'S past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 65.3 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.



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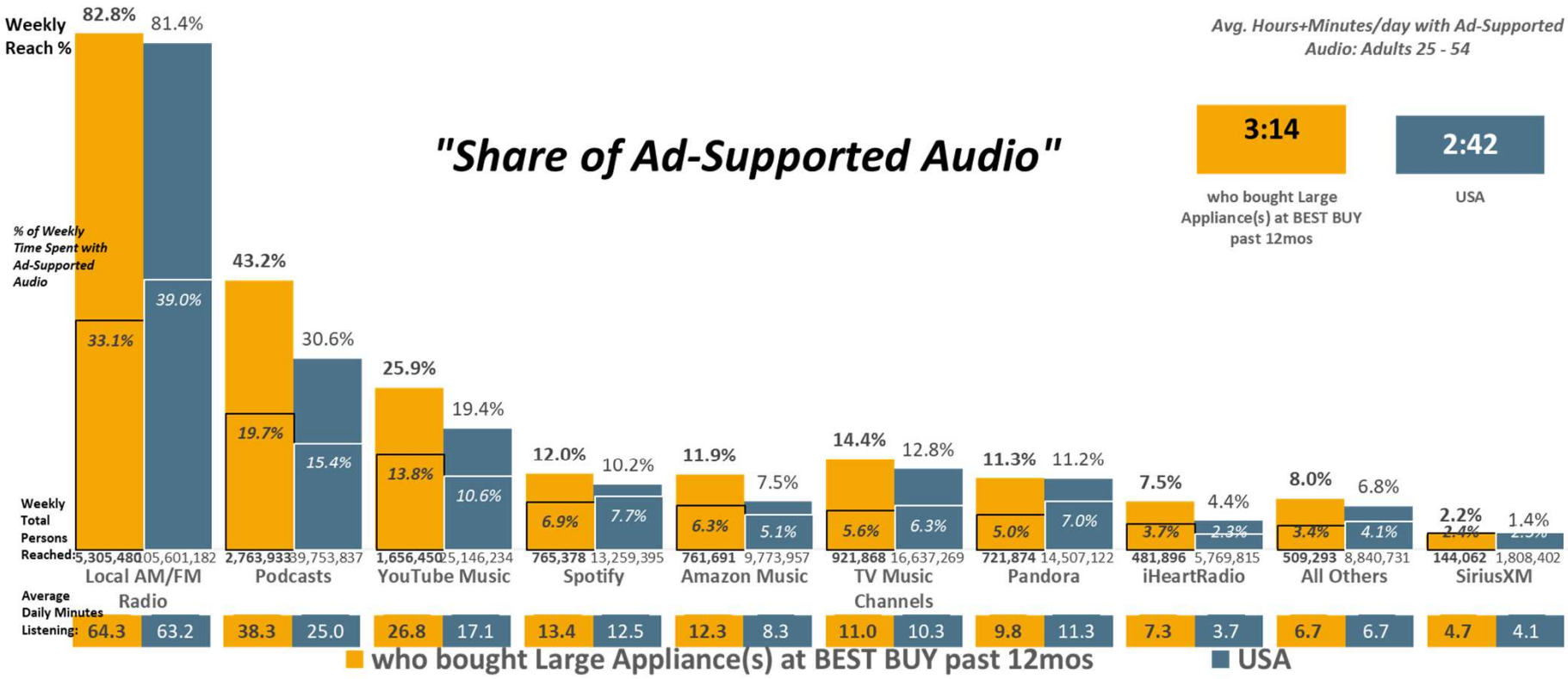
Large appliance:Stores bought past 12 months (HHLD): Lowe's



5,305,480 or 82.8% of Adults 25 - 54 who bought Large Appliance(s) at BEST BUY past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.3 minutes every day representing 33.1% of all time spent daily with Ad-Supported Audio.



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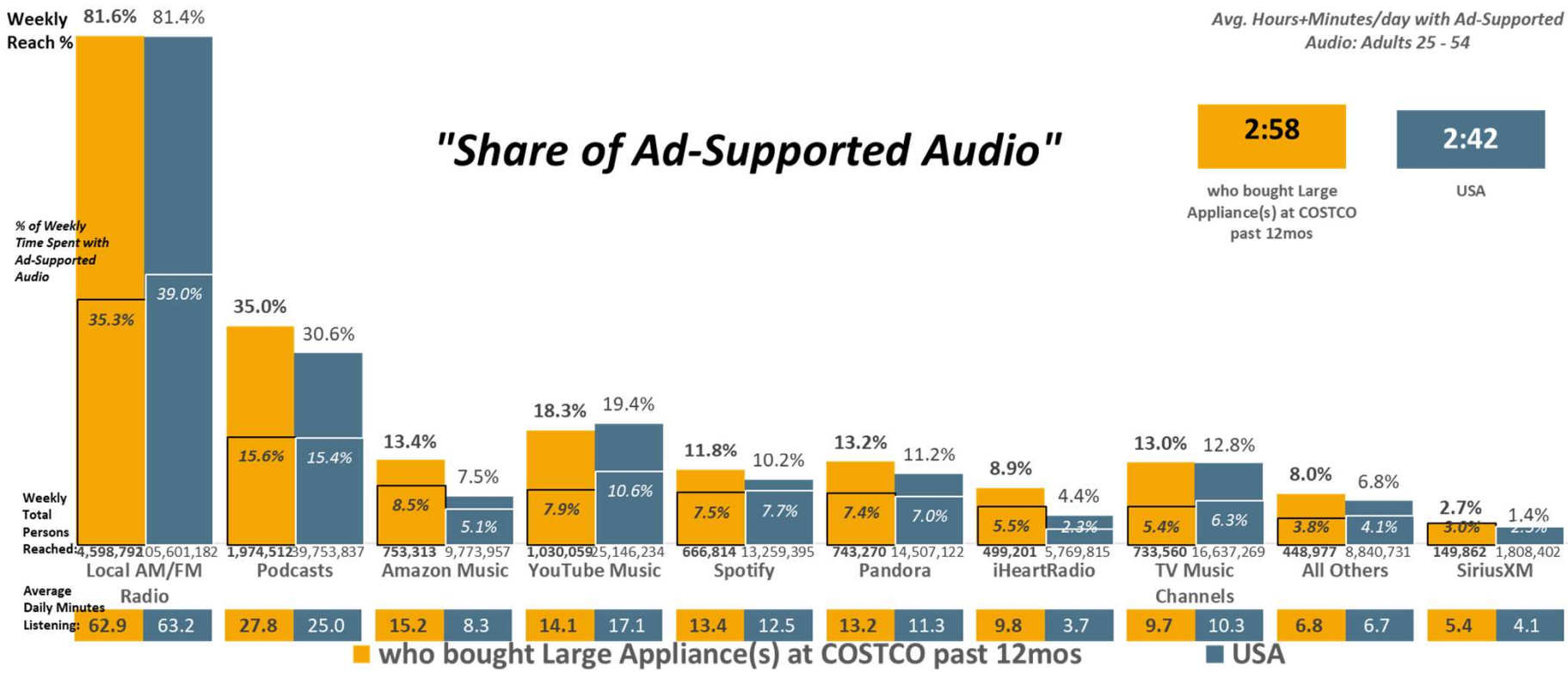
Large appliance:Stores bought past 12 months (HHLD): Best Buy



4,598,792 or 81.6% of Adults 25 - 54 who bought Large Appliance(s) at COSTCO past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.9 minutes every day representing 35.3% of all time spent daily with Ad-Supported Audio.



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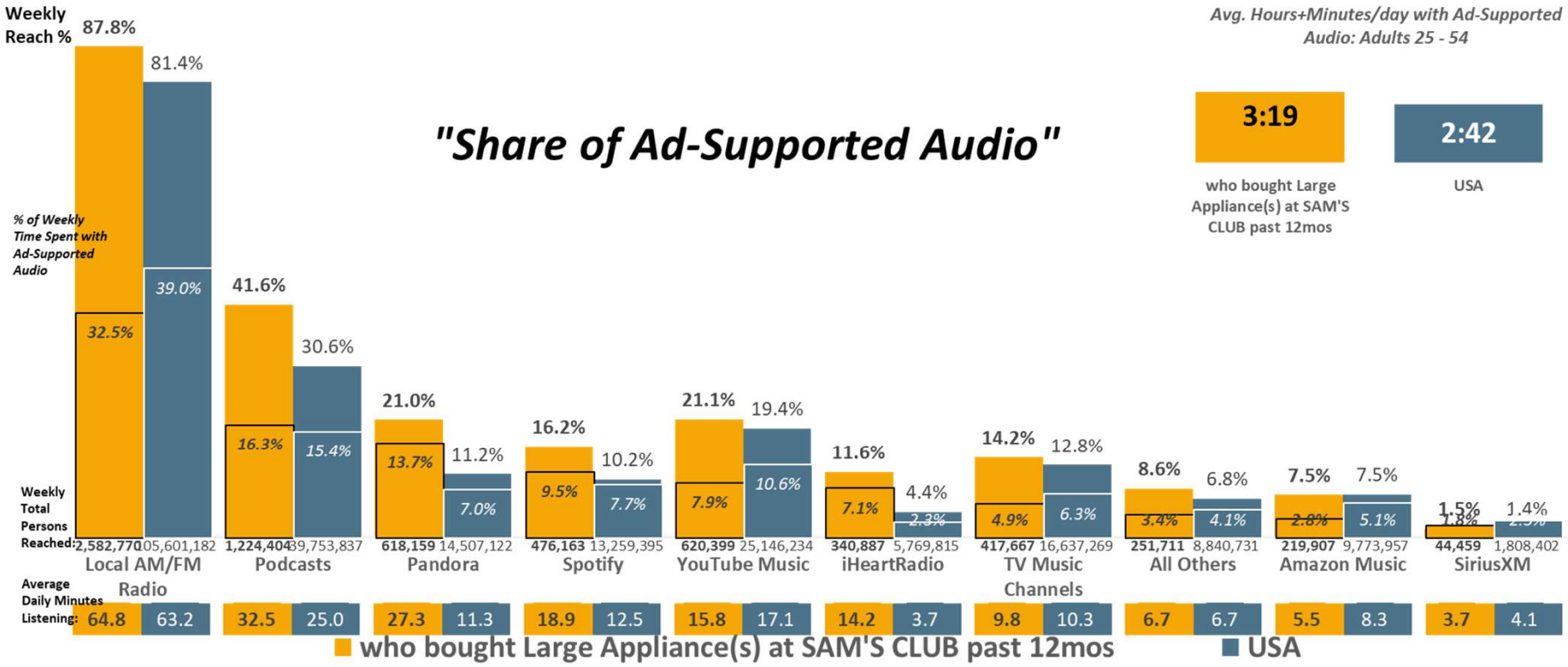
Large appliance:Stores bought past 12 months (HHLD): Costco



2,582,770 or 87.8% of Adults 25 - 54 who bought Large Appliance(s) at SAM'S CLUB past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.8 minutes every day representing 32.5% of all time spent daily with Ad-Supported Audio.



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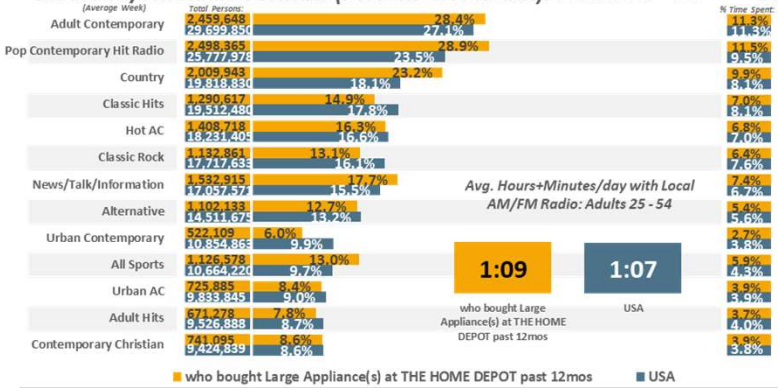
Large appliance:Stores bought past 12 months (HHLD): Sam's Club

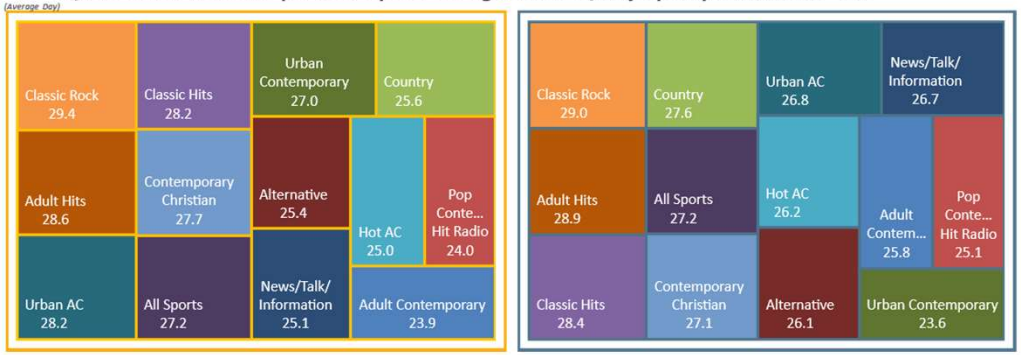


8,171,162 or 84.8% of Adults 25 - 54 who bought Large Appliance(s) at THE HOME DEPOT past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Hot AC, and Classic Hits.

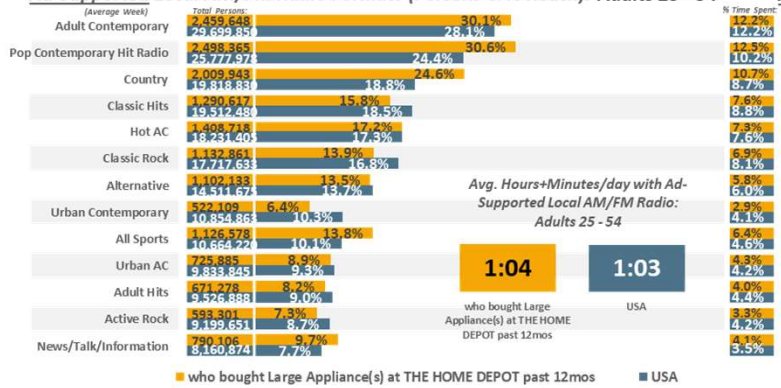
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



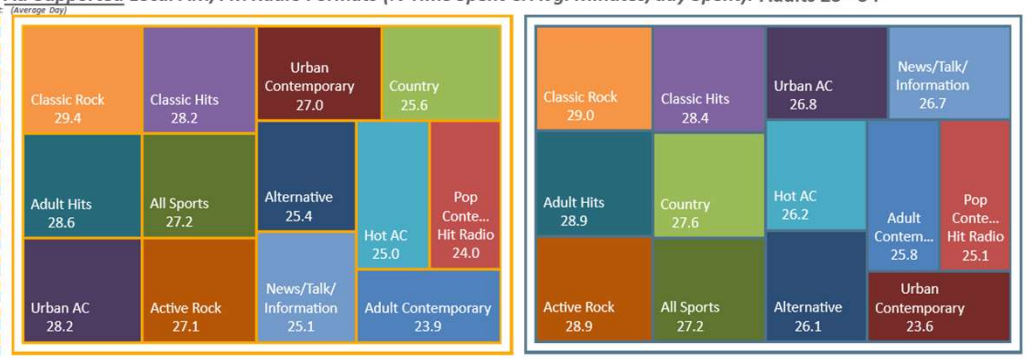
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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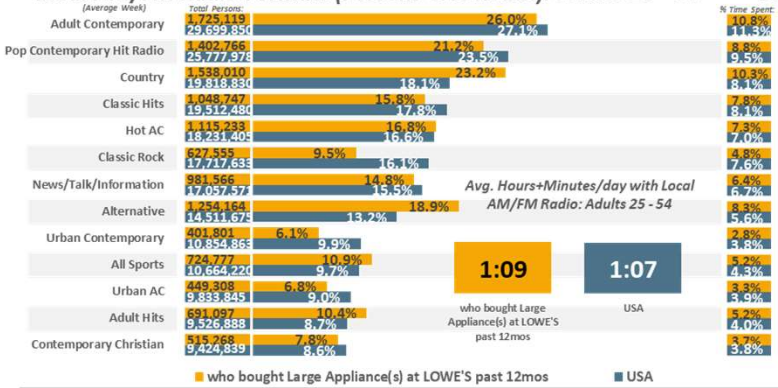
Large appliance:Stores bought past 12 months (HHLD): The Home Depot

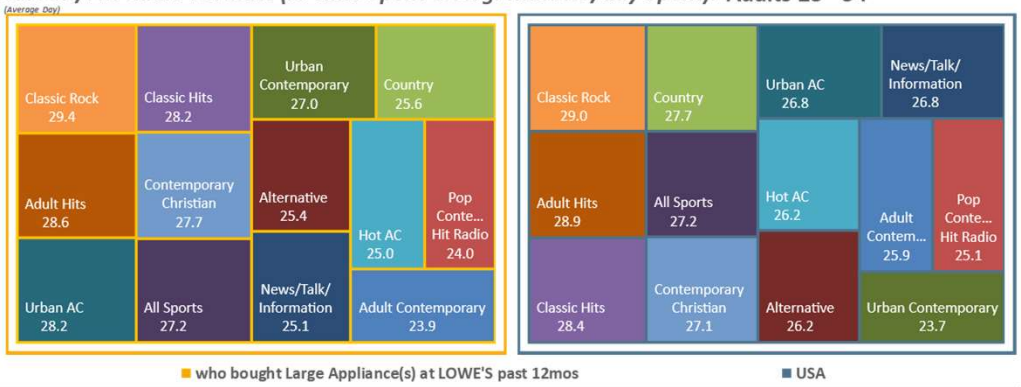


6,254,205 or 85.5% of Adults 25 - 54 who bought Large Appliance(s) at LOWE'S past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Alternative, and Hot AC.

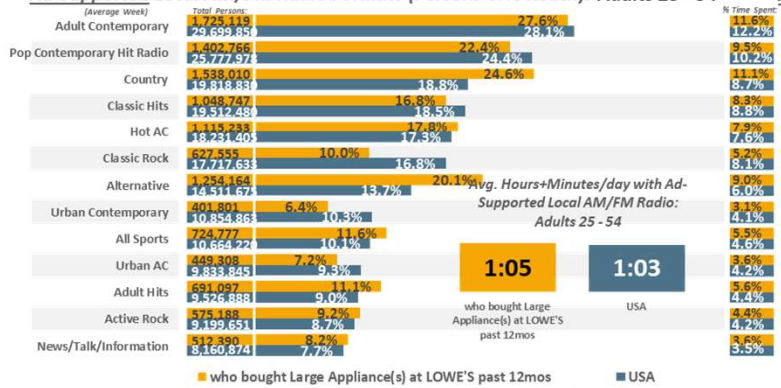
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



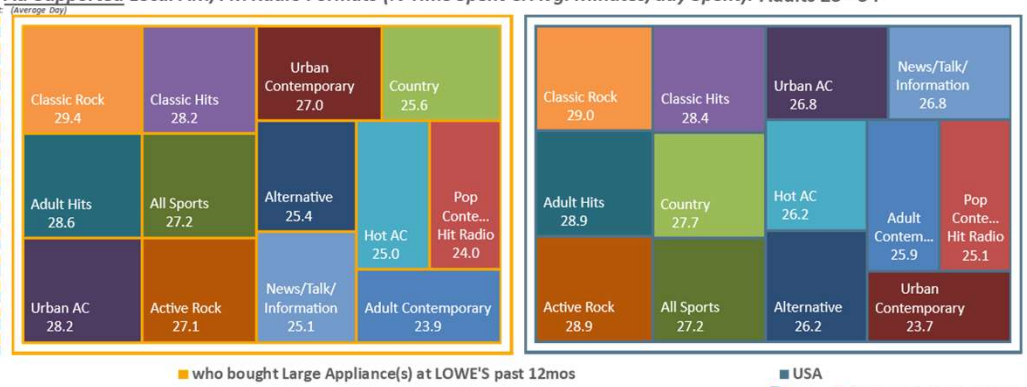
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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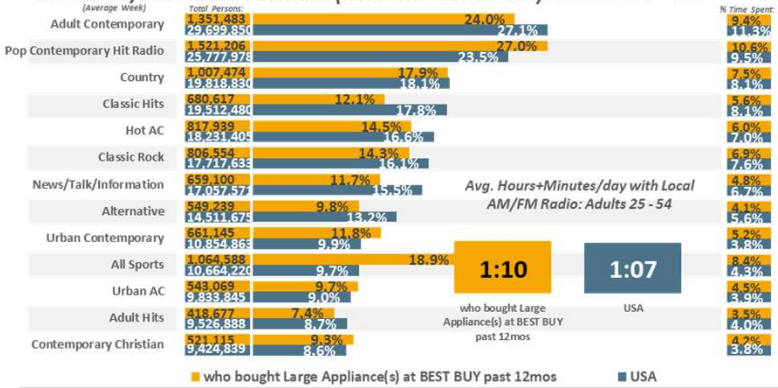
Large appliance:Stores bought past 12 months (HHLD): Lowe's

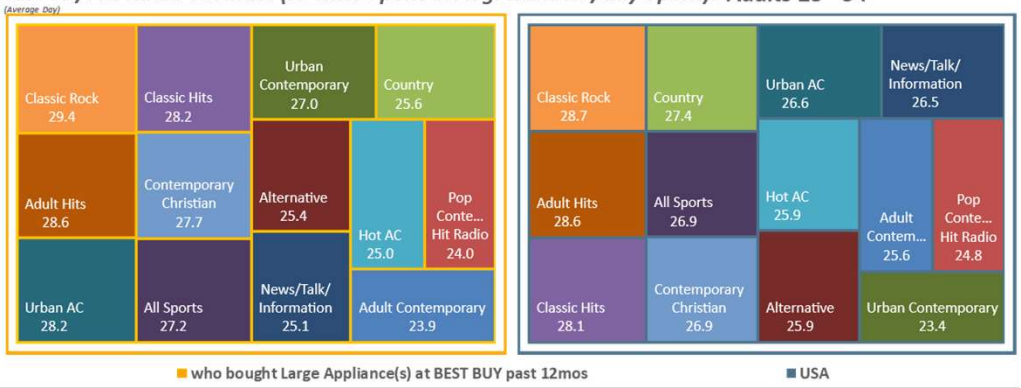


5,305,480 or 82.8% of Adults 25 - 54 who bought Large Appliance(s) at BEST BUY past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, All Sports, Country, and Hot AC.

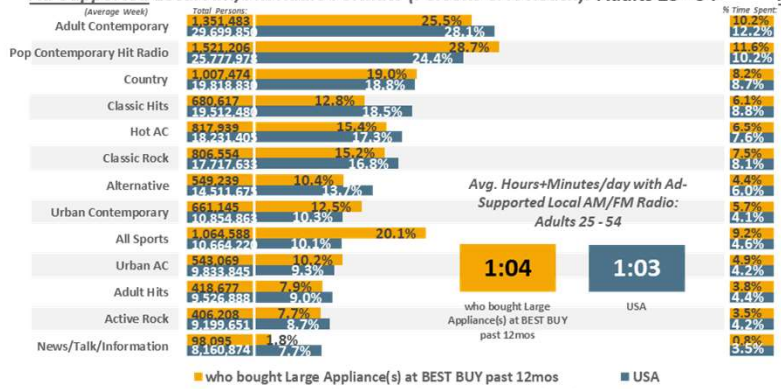
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



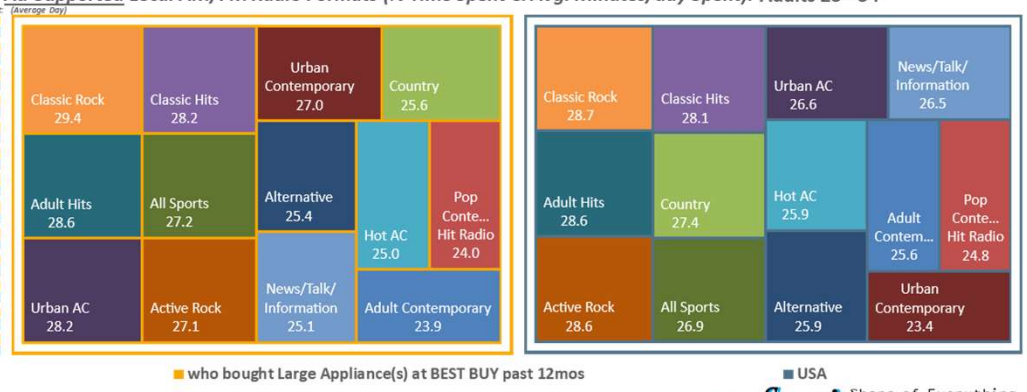
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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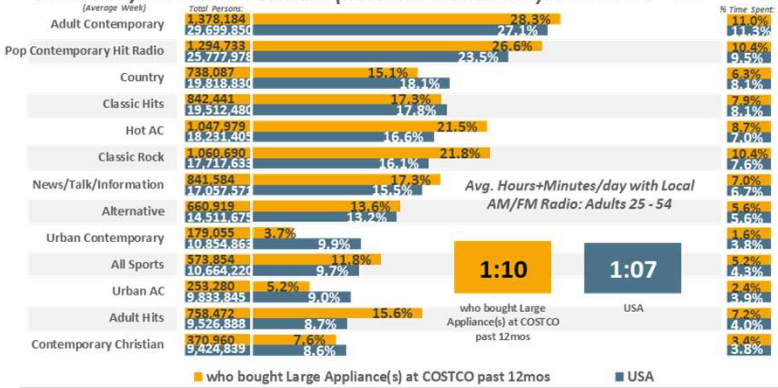
Large appliance:Stores bought past 12 months (HHLD): Best Buy

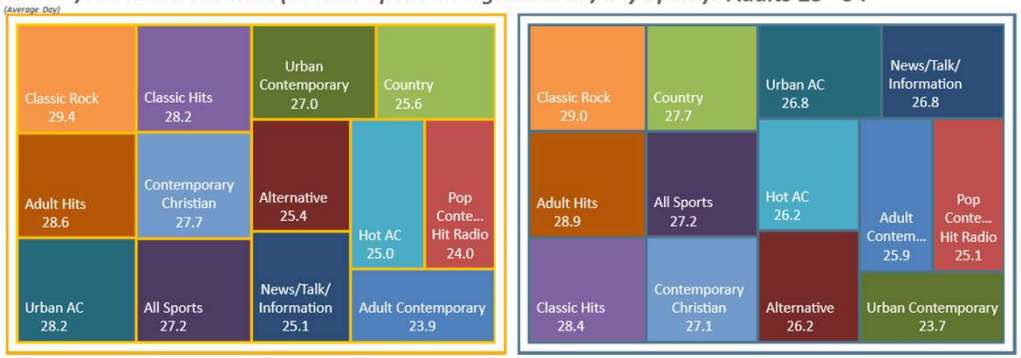


4,598,792 or 81.6% of Adults 25 - 54 who bought Large Appliance(s) at COSTCO past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Hot AC, and Classic Hits.

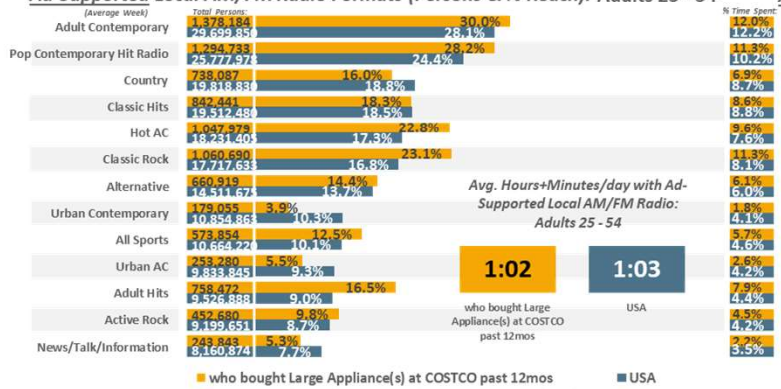
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



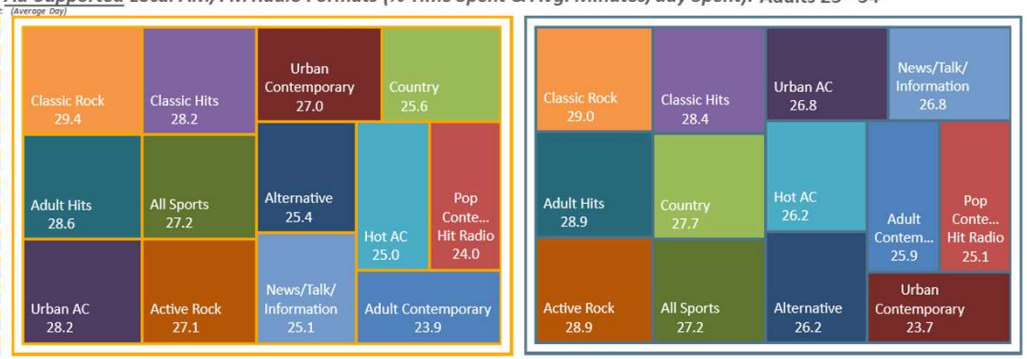
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,232

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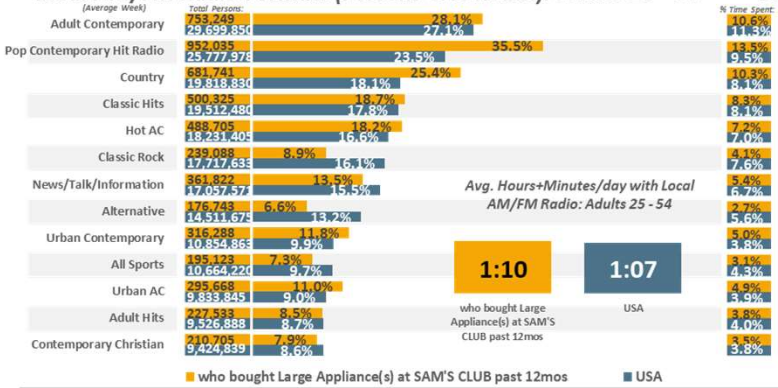
Large appliance:Stores bought past 12 months (HHLD): Costco

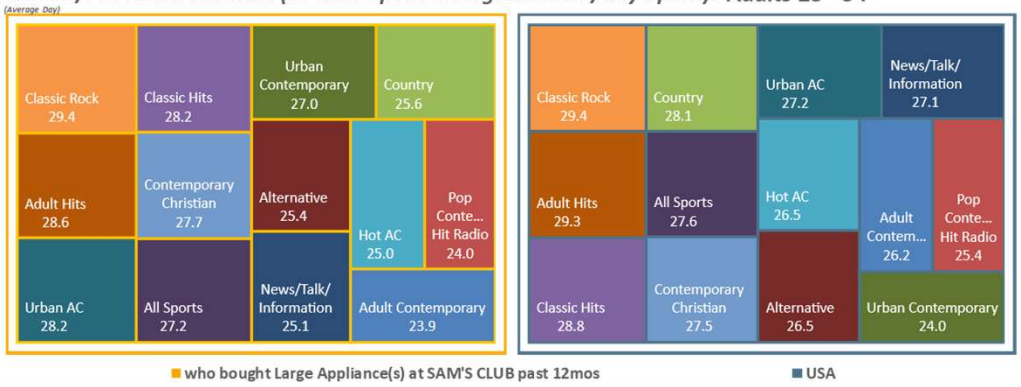


2,582,770 or 87.8% of Adults 25 - 54 who bought Large Appliance(s) at SAM'S CLUB past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Classic Hits, and Hot AC.

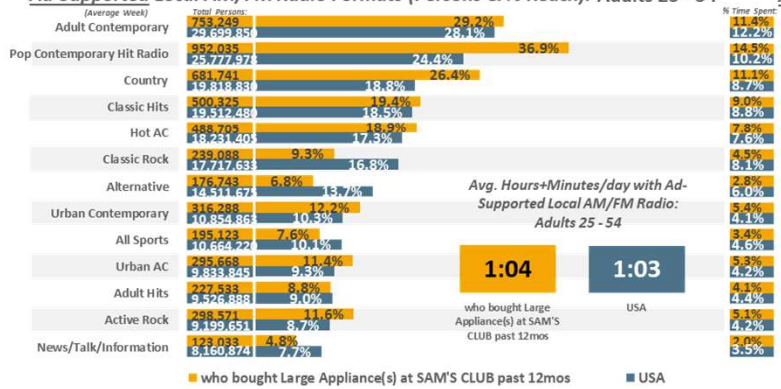
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



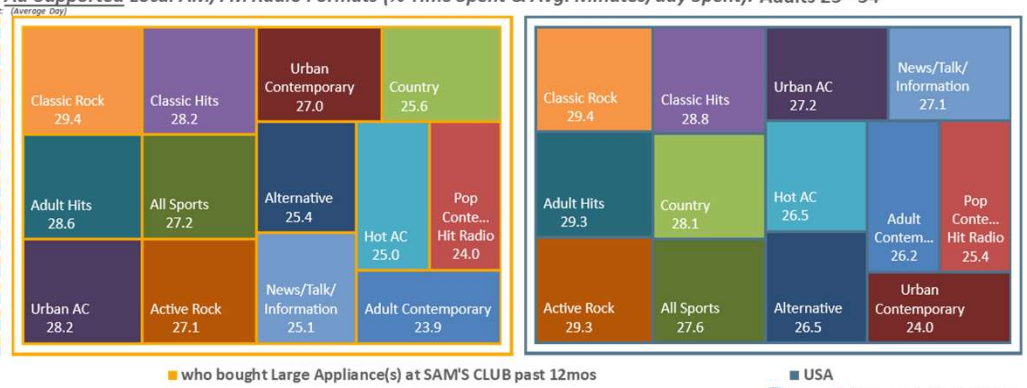
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,232

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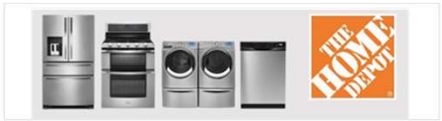
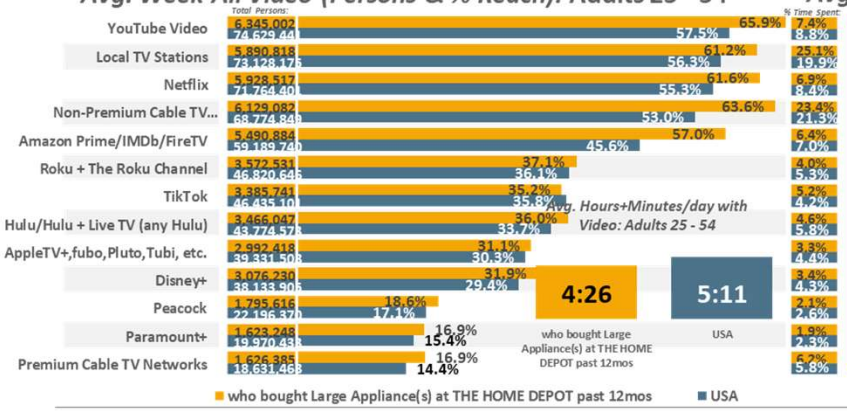
Large appliance:Stores bought past 12 months (HHLD): Sam's Club

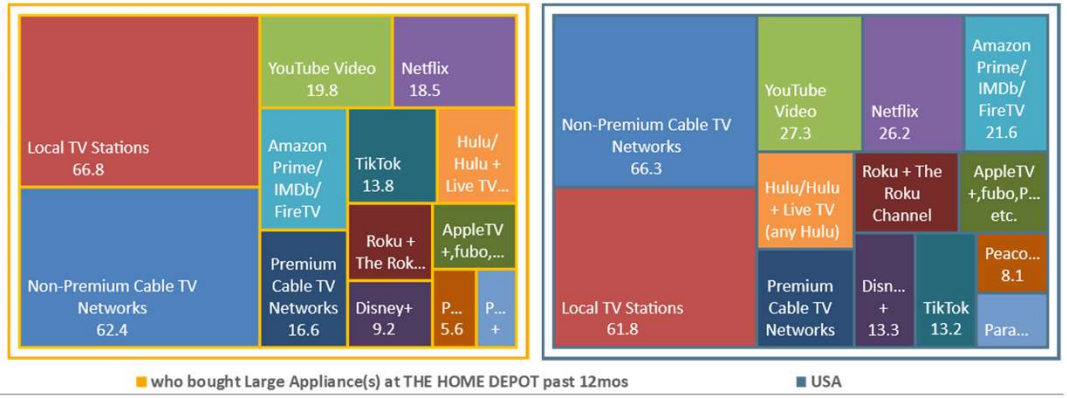


5,815,220 or 60.4% of Adults 25 - 54 who bought Large Appliance(s) at THE HOME DEPOT past 12mos watch Ad-Supported Local TV Stations for an average of 64.1 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.

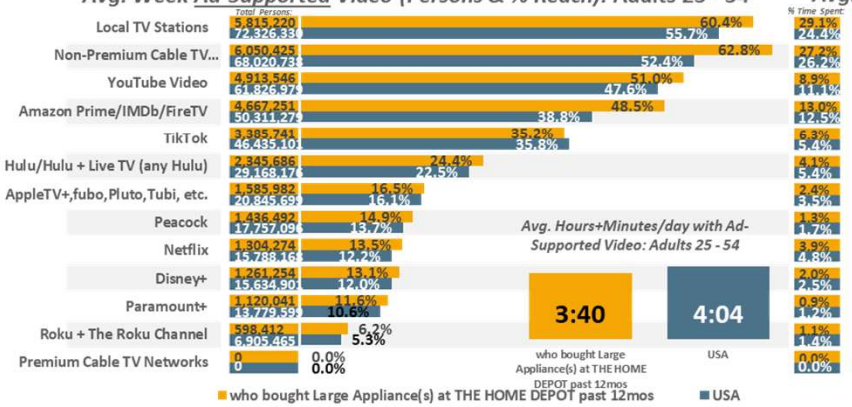
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



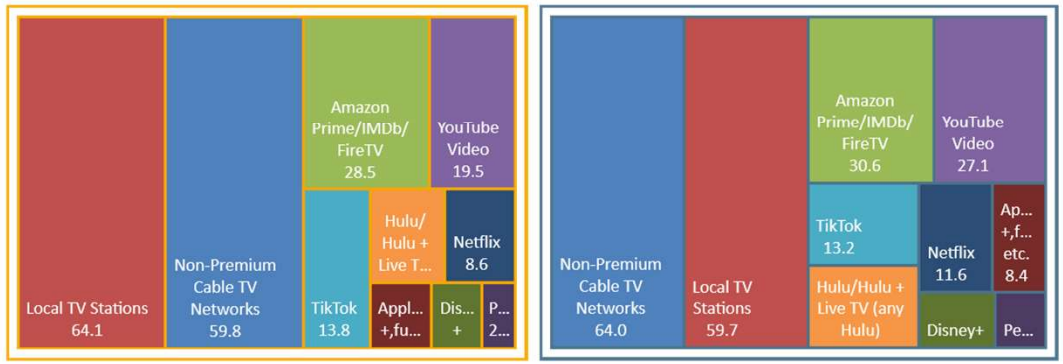
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,232*

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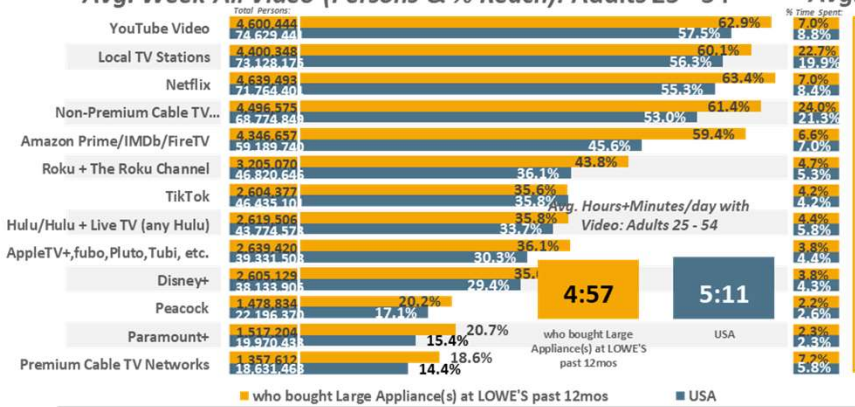
Large appliance:Stores bought past 12 months (HHLD): The Home Depot

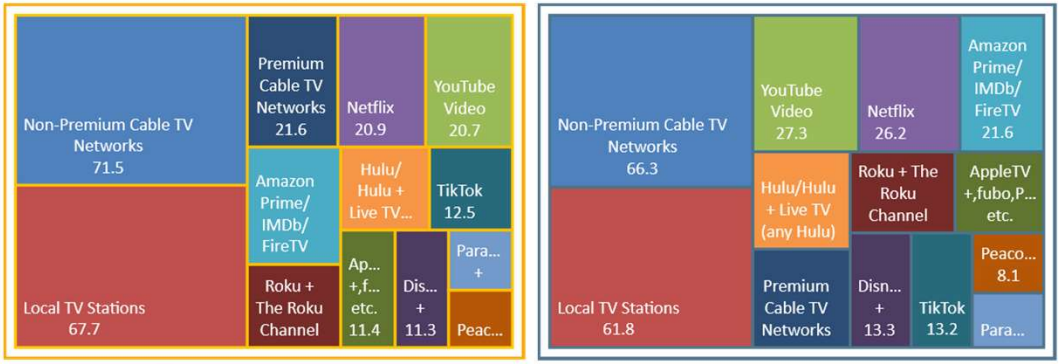


4,334,599 or 59.2% of Adults 25 - 54 who bought Large Appliance(s) at LOWE'S past 12mos watch Ad-Supported Local TV Stations for an average of 64.5 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.

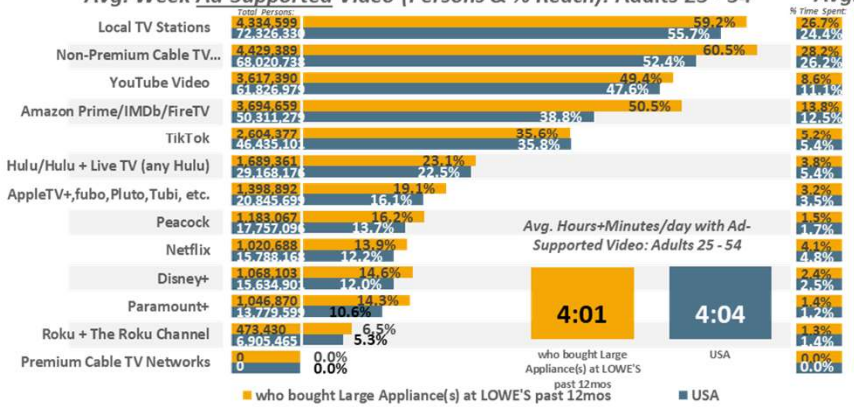
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



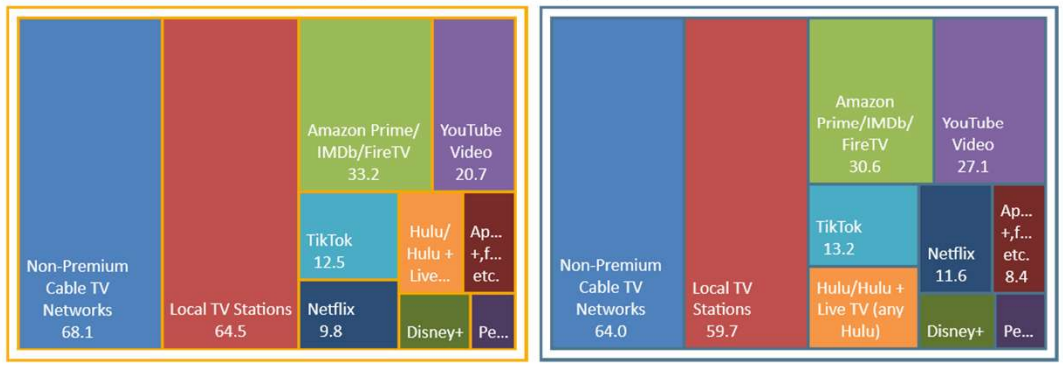
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,232*

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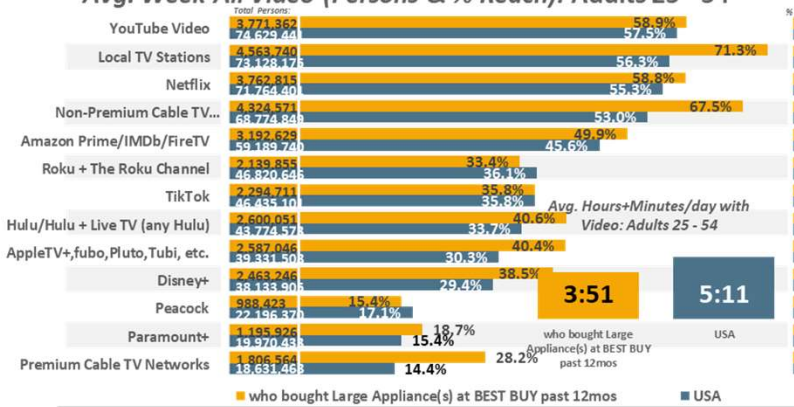
Large appliance:Stores bought past 12 months (HHLD): Lowe's

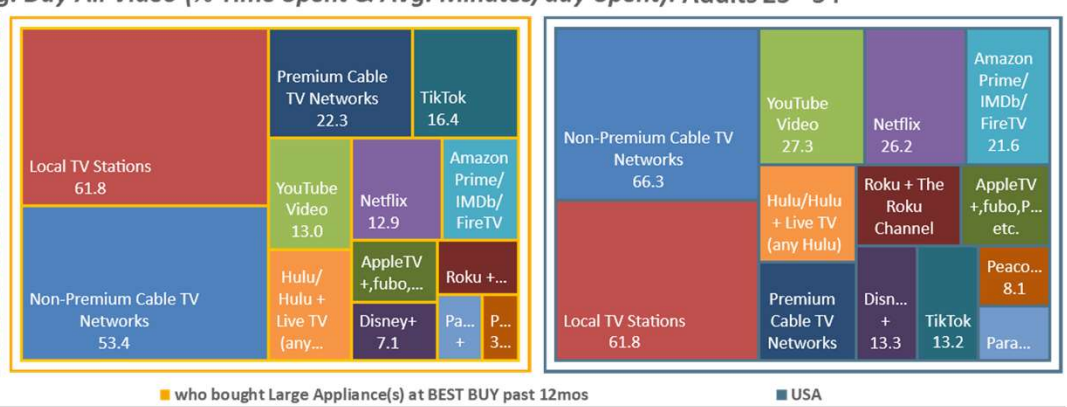


4,481,243 or 70.% of Adults 25 - 54 who bought Large Appliance(s) at BEST BUY past 12mos watch Ad-Supported Local TV Stations for an average of 57.6 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

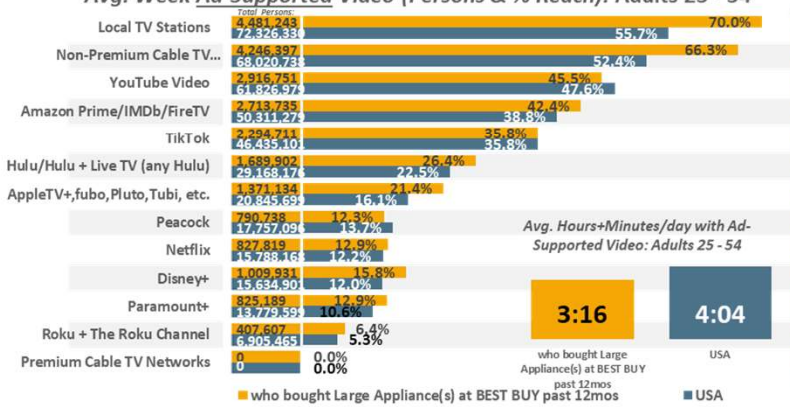
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



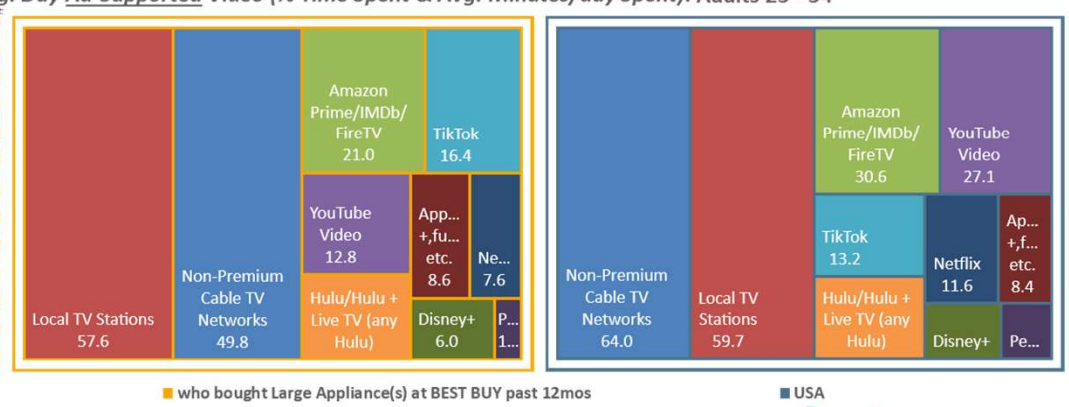
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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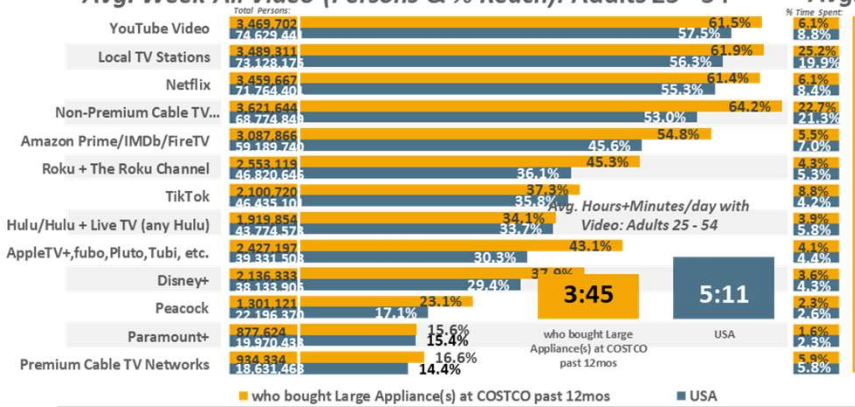
Large appliance:Stores bought past 12 months (HHLD): Best Buy

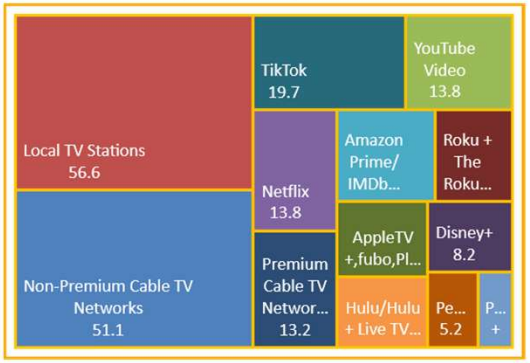


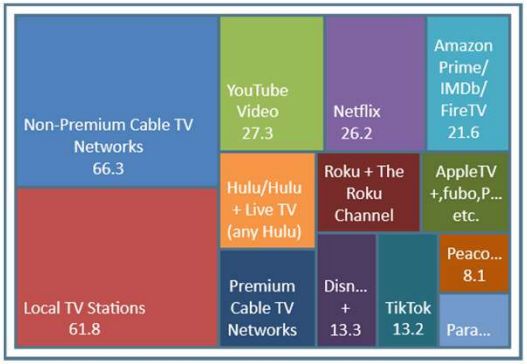
3,452,522 or 61.2% of Adults 25 - 54 who bought Large Appliance(s) at COSTCO past 12mos watch Ad-Supported Local TV Stations for an average of 54.3 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

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



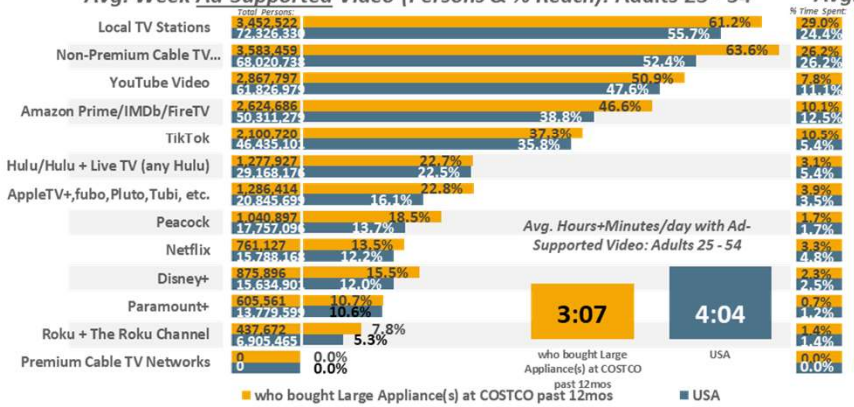
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



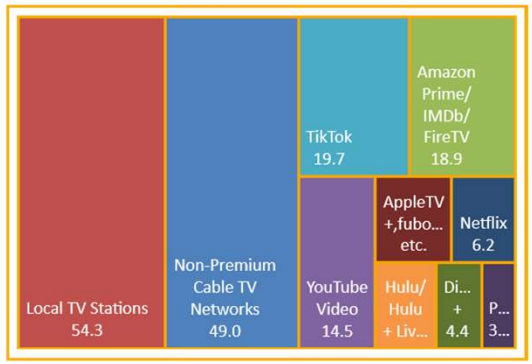


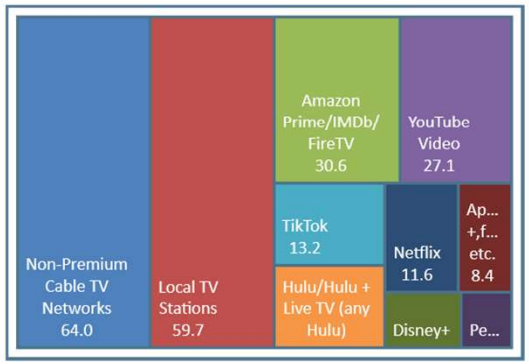
who bought Large Appliance(s) at COSTCO past 12mos ■ USA

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 bought Large Appliance(s) at COSTCO past 12mos ■ USA

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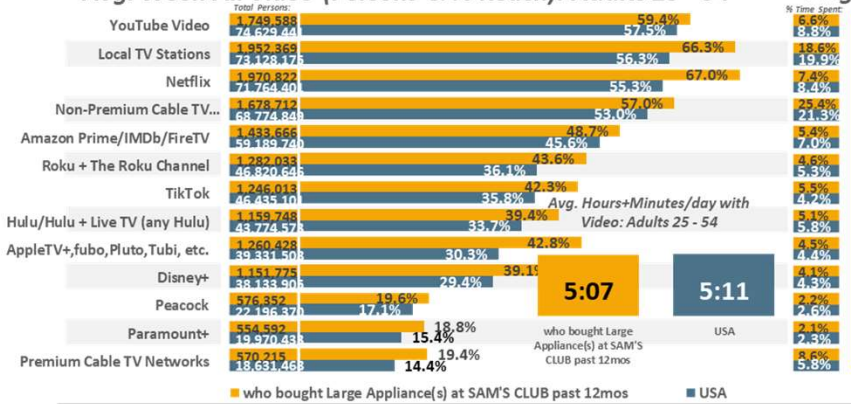
Large appliance:Stores bought past 12 months (HHLD): Costco

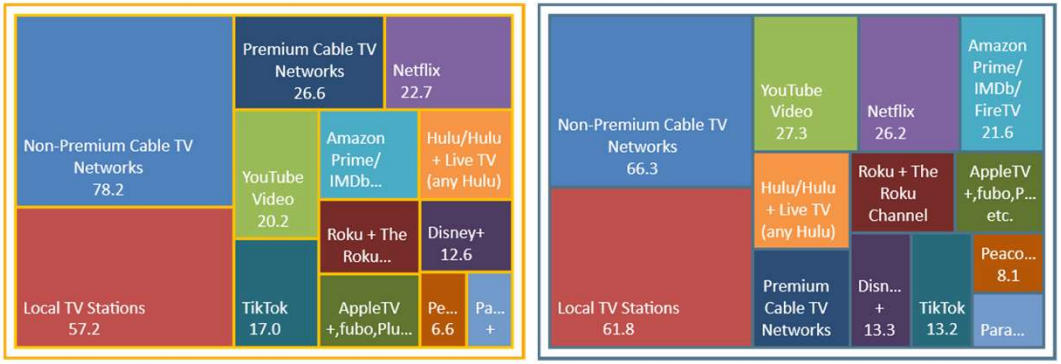


1,932,507 or 65.7% of Adults 25 - 54 who bought Large Appliance(s) at SAM'S CLUB past 12mos watch Ad-Supported Local TV Stations for an average of 53.9 minutes every day representing 22.1% of all time spent daily with Ad-Supported Video.

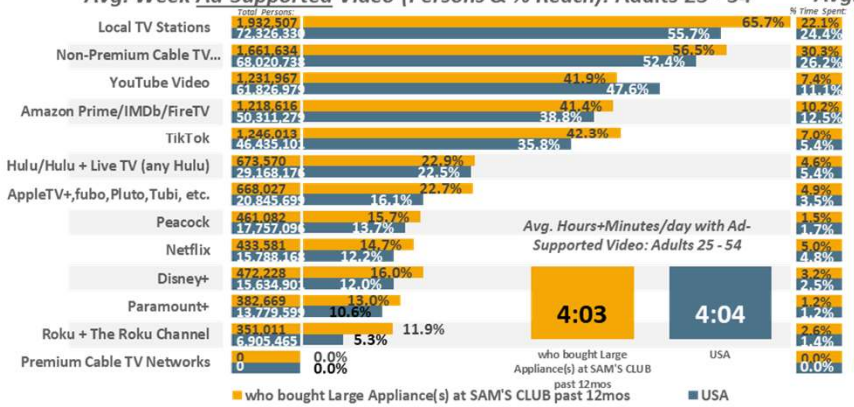
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



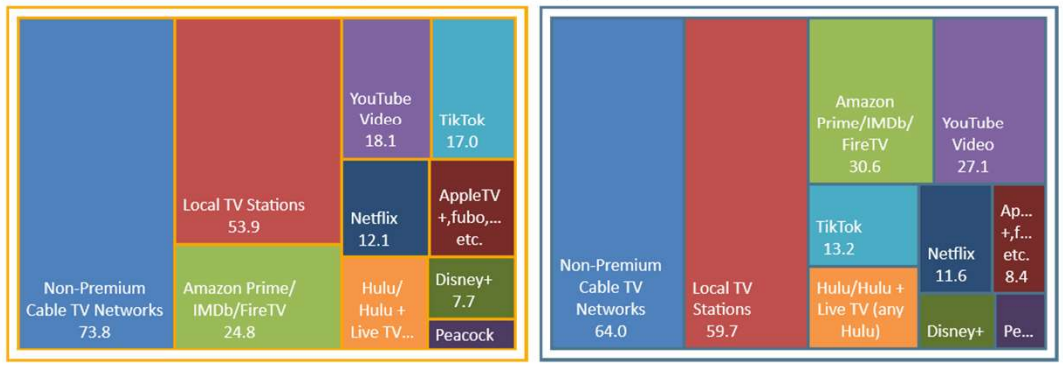
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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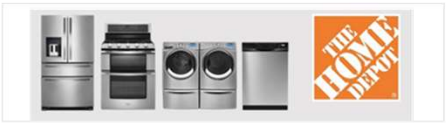
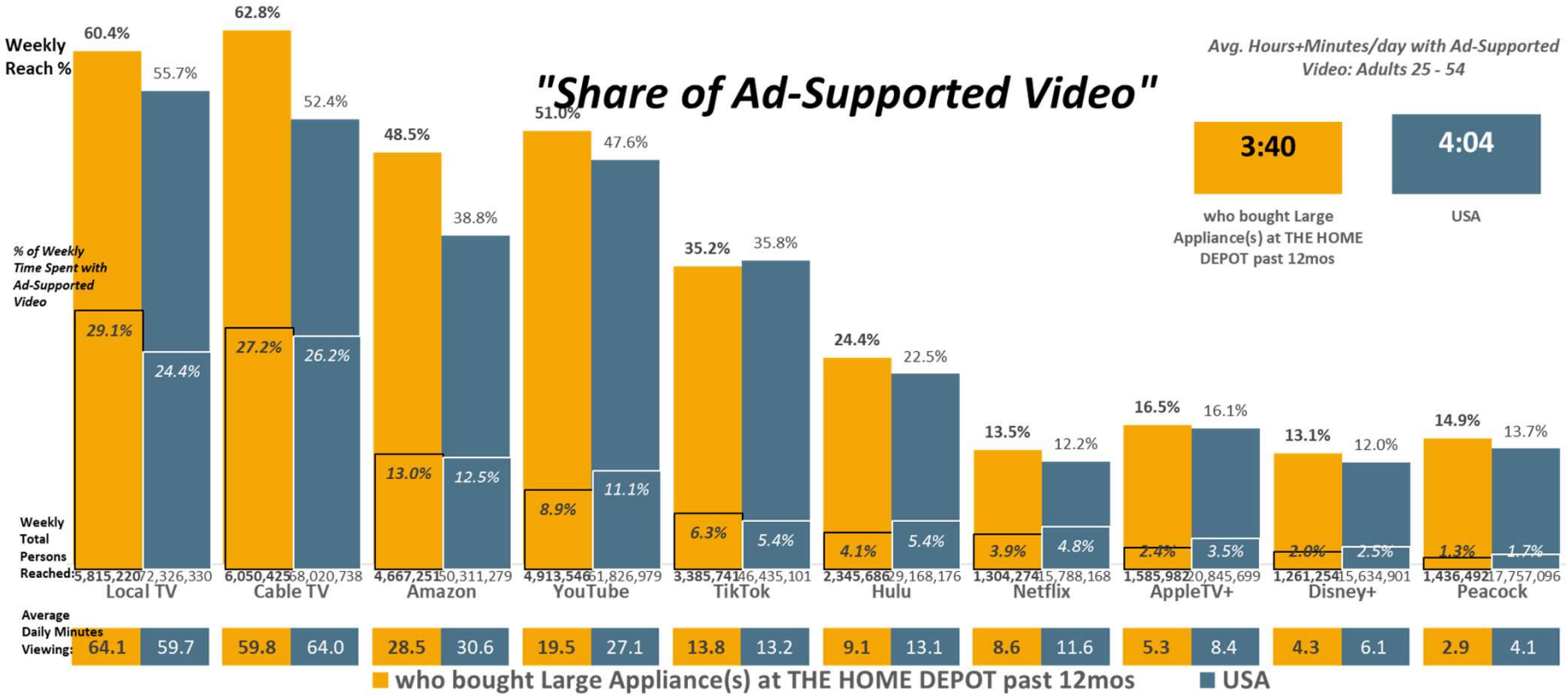
Large appliance:Stores bought past 12 months (HHLD): Sam's Club



5,815,220 or 60.4% of Adults 25 - 54 who bought Large Appliance(s) at THE HOME DEPOT past 12mos watch Ad-Supported Local TV Stations for an average of 64.1 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.



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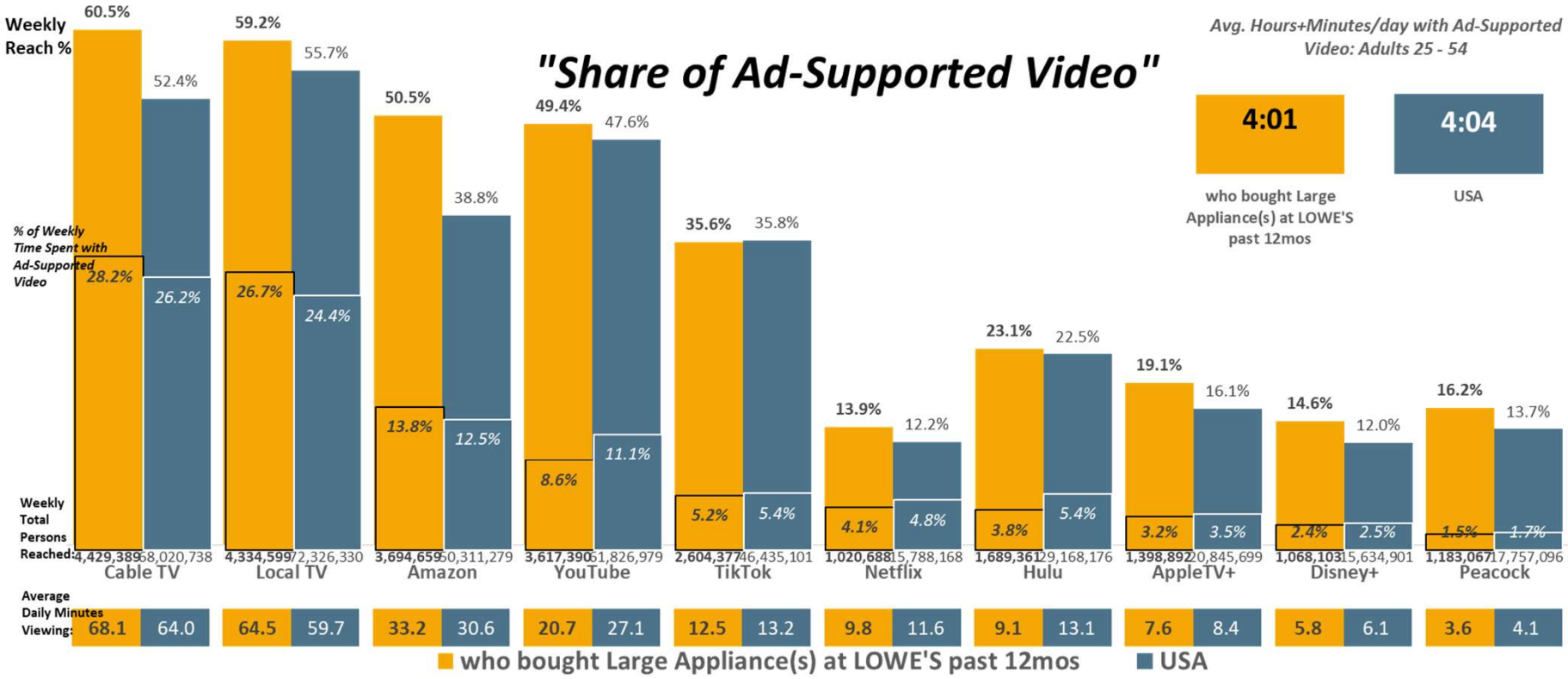
Large appliance:Stores bought past 12 months (HHLD): The Home Depot



4,334,599 or 59.2% of Adults 25 - 54 who bought Large Appliance(s) at LOWE'S past 12mos watch Ad-Supported Local TV Stations for an average of 64.5 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.



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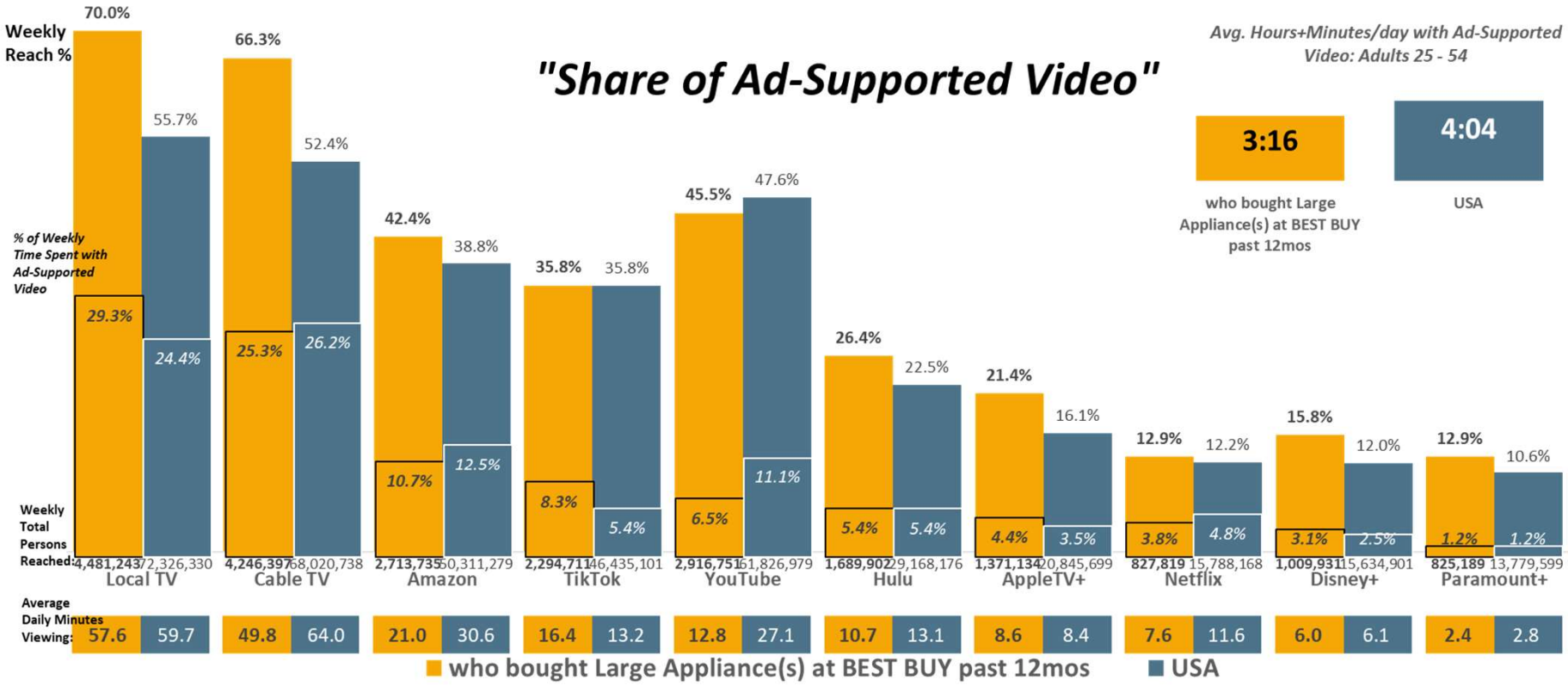
Large appliance:Stores bought past 12 months (HHLD): Lowe's



4,481,243 or 70.% of Adults 25 - 54 who bought Large Appliance(s) at BEST BUY past 12mos watch Ad-Supported Local TV Stations for an average of 57.6 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.



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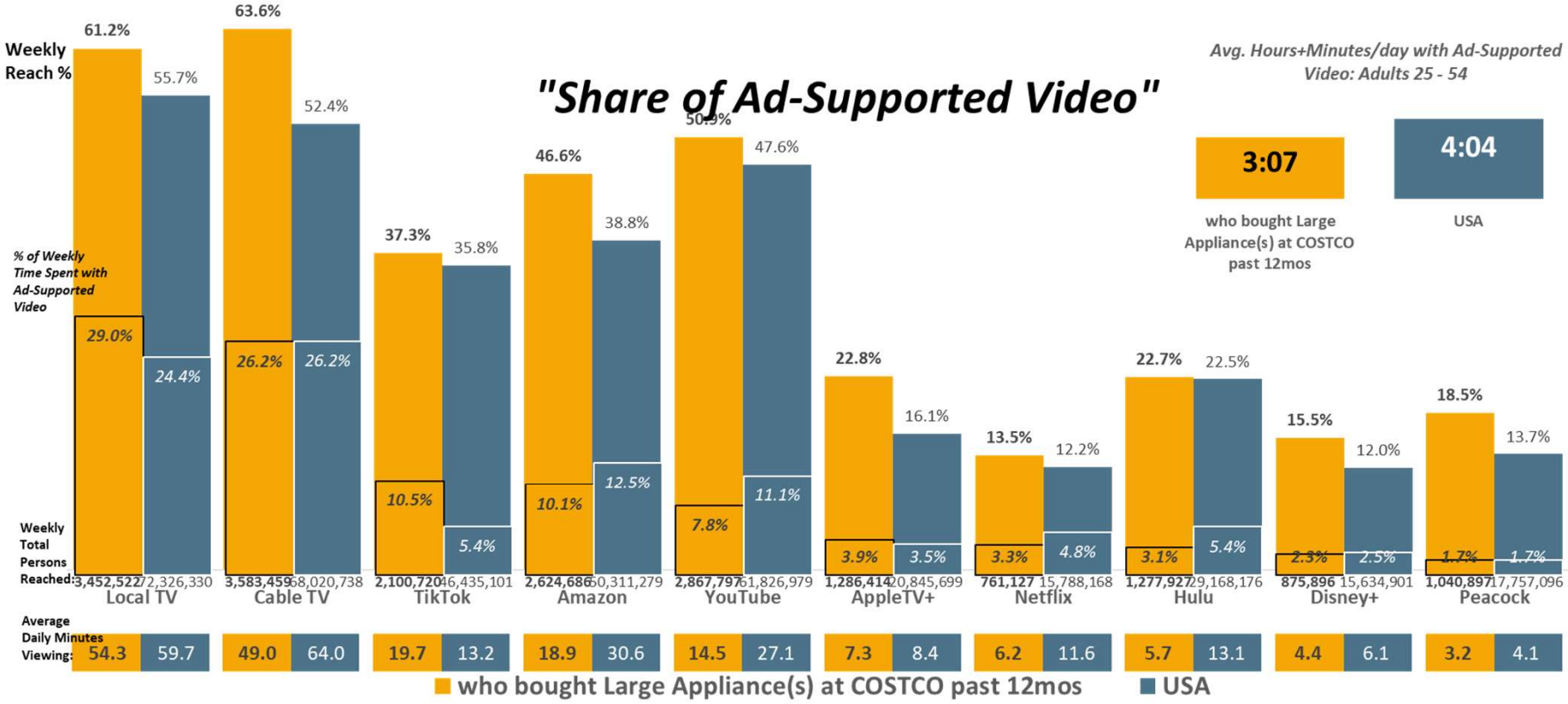
Large appliance:Stores bought past 12 months (HHLD): Best Buy



3,452,522 or 61.2% of Adults 25 - 54 who bought Large Appliance(s) at COSTCO past 12mos watch Ad-Supported Local TV Stations for an average of 54.3 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.



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Large appliance:Stores bought past 12 months (HHLD): Costco



1,932,507 or 65.7% of Adults 25 - 54 who bought Large Appliance(s) at SAM'S CLUB past 12mos watch Ad-Supported Local TV Stations for an average of 53.9 minutes every day representing 22.1% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported Video: Adults 25 - 54

who bought Large Appliance(s) at SAM'S CLUB past 12mos	USA
4:03	4:04

	Cable TV	Local TV	Amazon	YouTube	TikTok	Netflix	AppleTV+	Hulu	Disney+	Roku
Weekly Reach %	56.5% / 52.4%	65.7% / 55.7%	41.4% / 38.8%	41.9% / 47.6%	42.3% / 35.8%	14.7% / 12.2%	22.7% / 16.1%	22.9% / 22.5%	16.0% / 12.0%	11.9% / 5.3%
% of Weekly Time Spent with Ad-Supported Video	30.3% / 26.2%	22.1% / 24.4%	10.2% / 12.5%	7.4% / 11.1%	7.0% / 5.4%	5.0% / 4.8%	4.9% / 3.5%	4.6% / 5.4%	3.2% / 2.5%	2.6% / 1.4%
Weekly Total Persons Reached:	1,661,634 / 68,020,738	1,932,507 / 72,326,330	1,218,616 / 60,311,279	1,231,967 / 61,826,979	1,246,013 / 46,435,101	433,581 / 15,788,168	668,027 / 20,845,699	673,570 / 29,168,176	472,228 / 15,634,901	351,011 / 6,905,465
Average Daily Minutes Viewing:	73.8 / 64.0	53.9 / 59.7	24.8 / 30.6	18.1 / 27.1	17.0 / 13.2	12.1 / 11.6	12.0 / 8.4	11.1 / 13.1	7.7 / 6.1	6.4 / 3.3

■ who bought Large Appliance(s) at SAM'S CLUB past 12mos ■ USA

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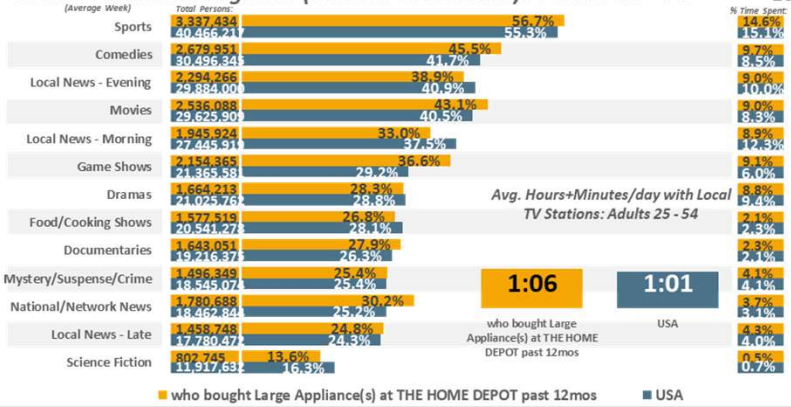
Large appliance:Stores bought past 12 months (HHLD): Sam's Club

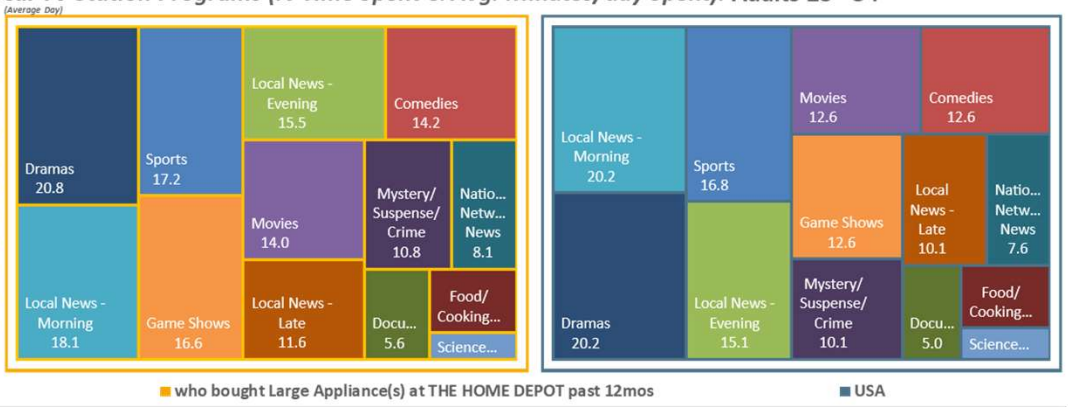


5,815,220 or 60.4% of Adults 25 - 54 who bought Large Appliance(s) at THE HOME DEPOT past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Evening, Game Shows, and Local News - Morning.

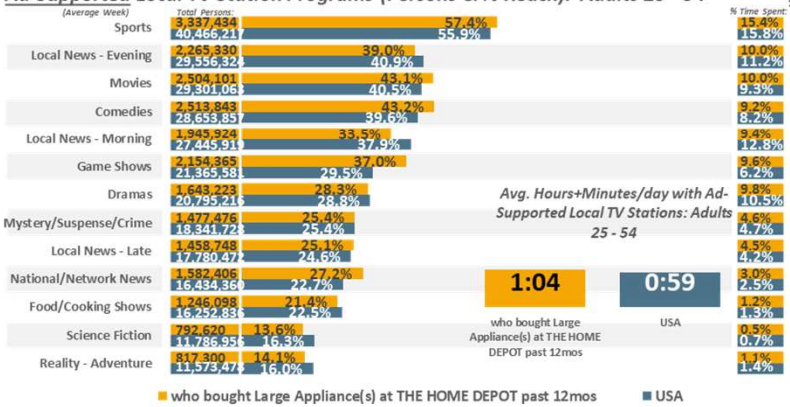
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



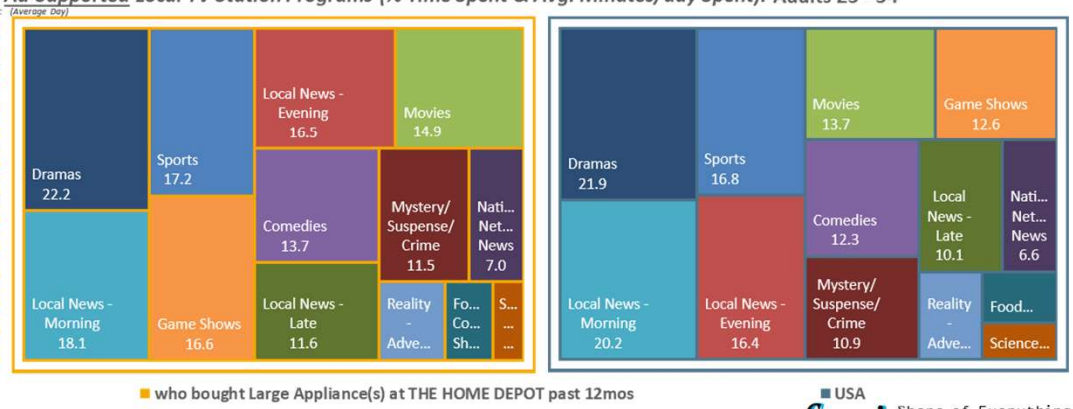
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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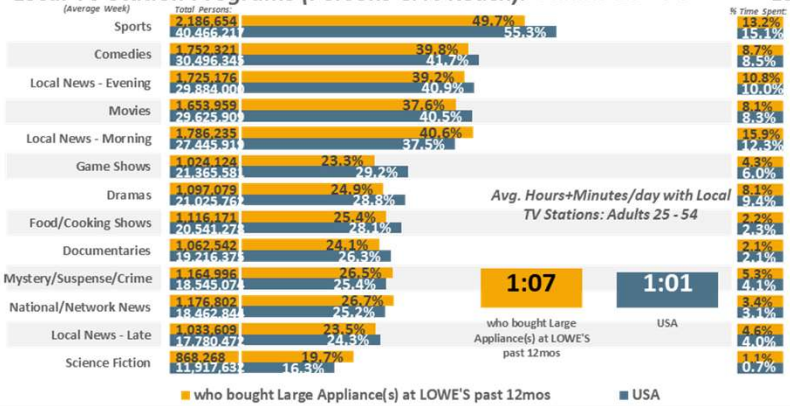
Large appliance:Stores bought past 12 months (HHLD): The Home Depot

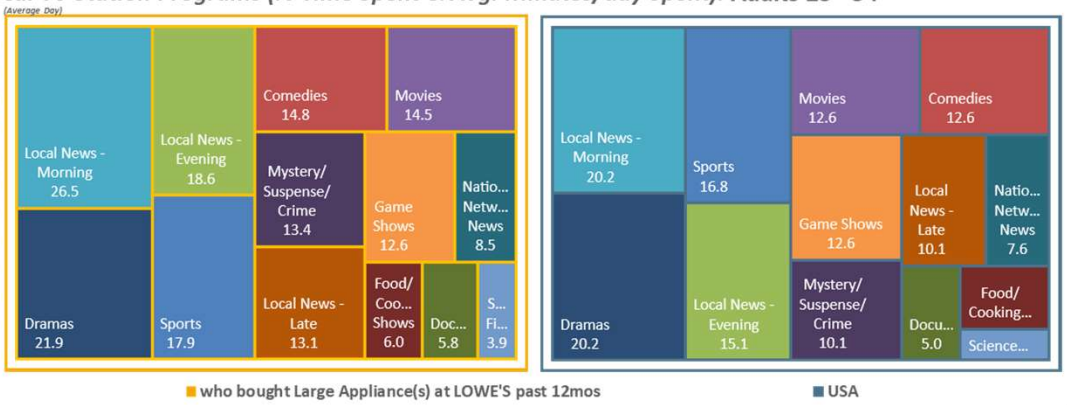


4,334,599 or 59.2% of Adults 25 - 54 who bought Large Appliance(s) at LOWE'S past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Mystery/Suspense/Crime.

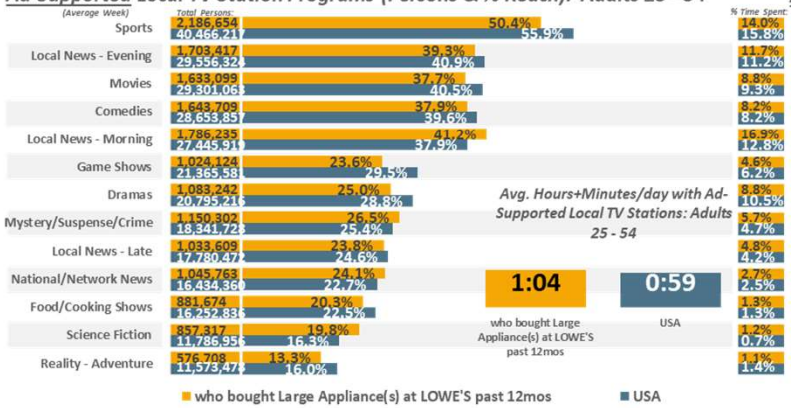
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



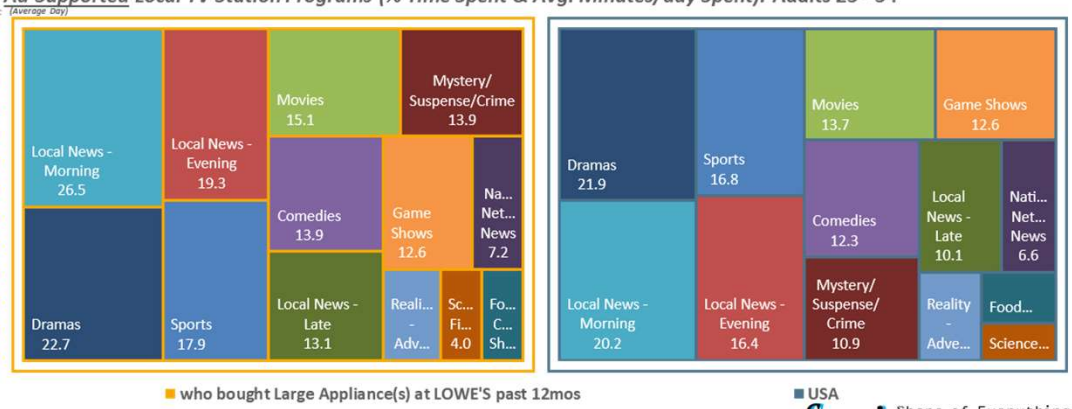
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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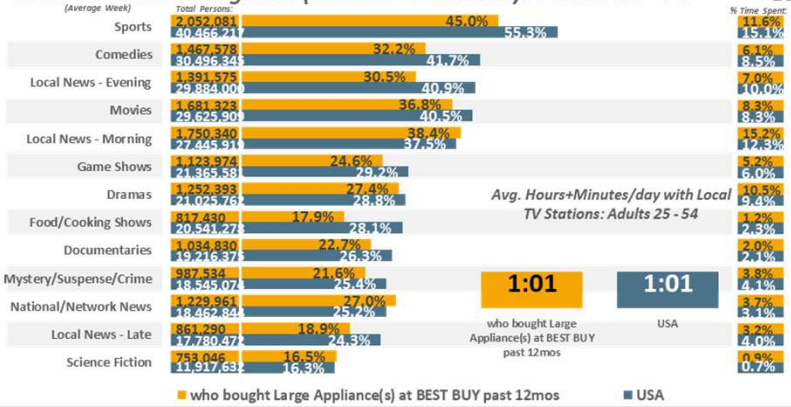
Large appliance:Stores bought past 12 months (HHLD): Lowe's

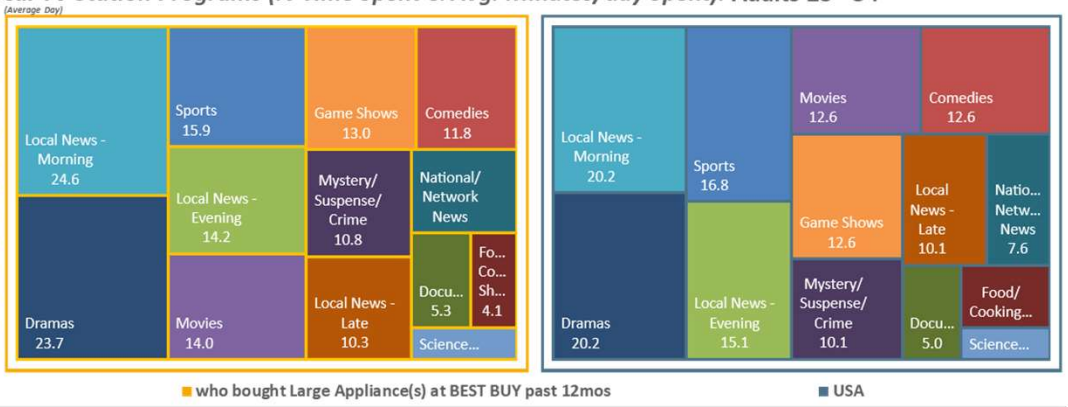


4,481,243 or 70.% of Adults 25 - 54 who bought Large Appliance(s) at BEST BUY past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Movies, Comedies, Local News - Evening, and Dramas.

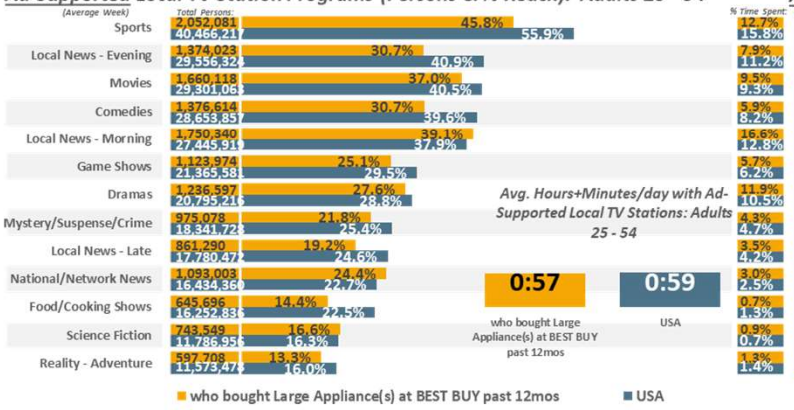
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



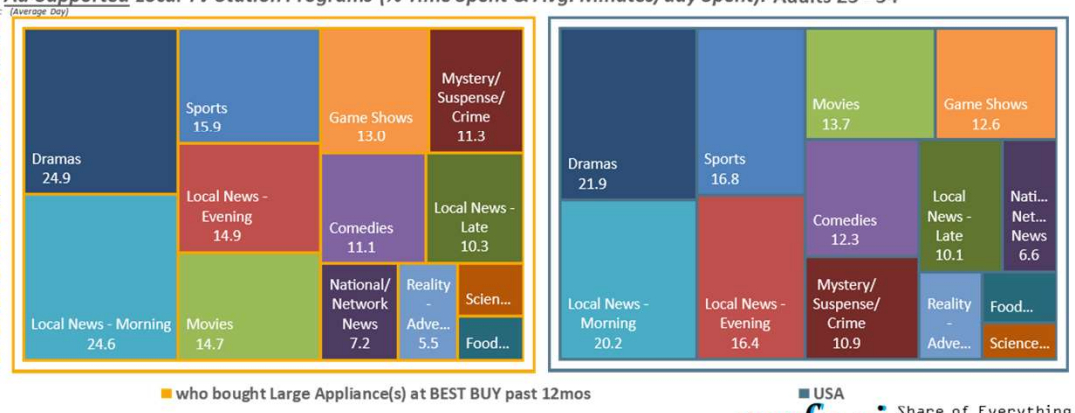
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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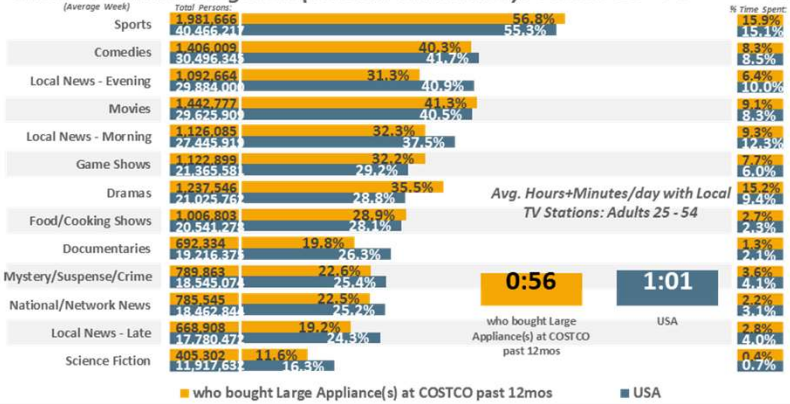
Large appliance:Stores bought past 12 months (HHLD): Best Buy

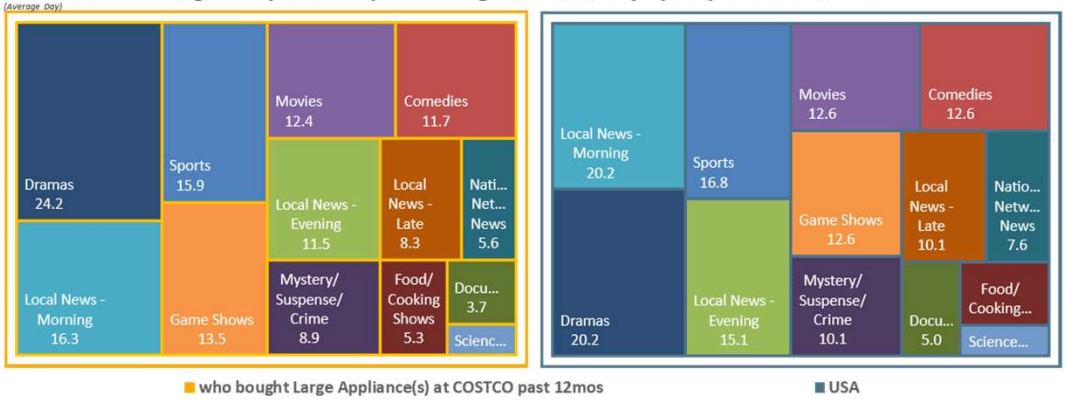


3,452,522 or 61.2% of Adults 25 - 54 who bought Large Appliance(s) at COSTCO past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Dramas, Local News - Morning, and Game Shows.

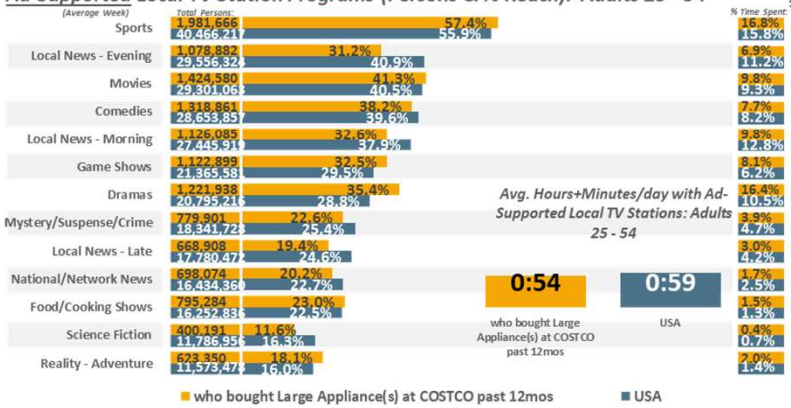
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



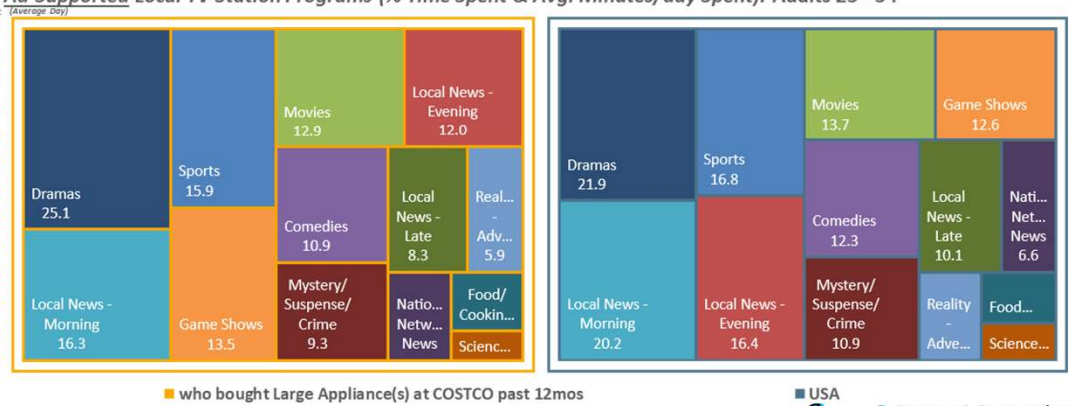
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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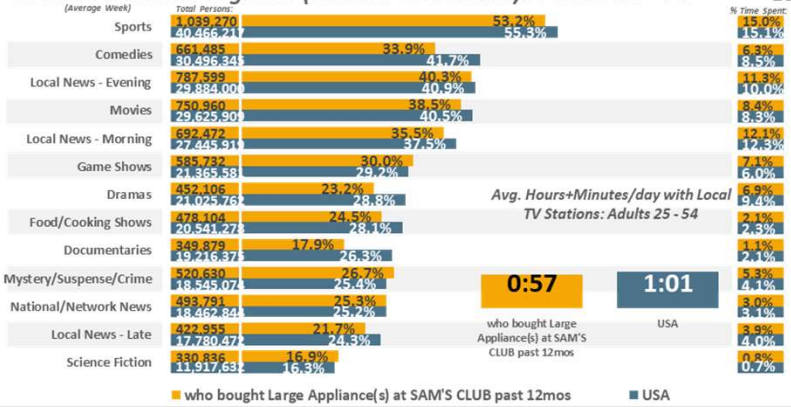
Large appliance:Stores bought past 12 months (HHLD): Costco

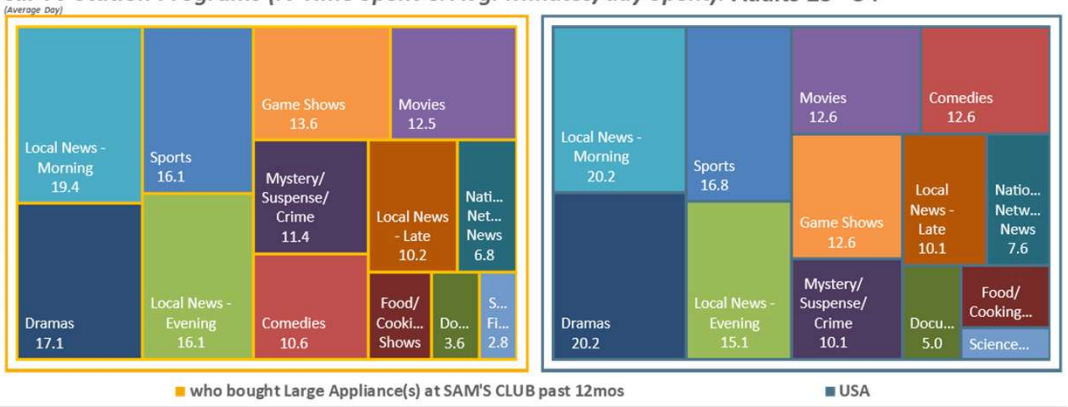


1,932,507 or 65.7% of Adults 25 - 54 who bought Large Appliance(s) at SAM'S CLUB past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Game Shows.

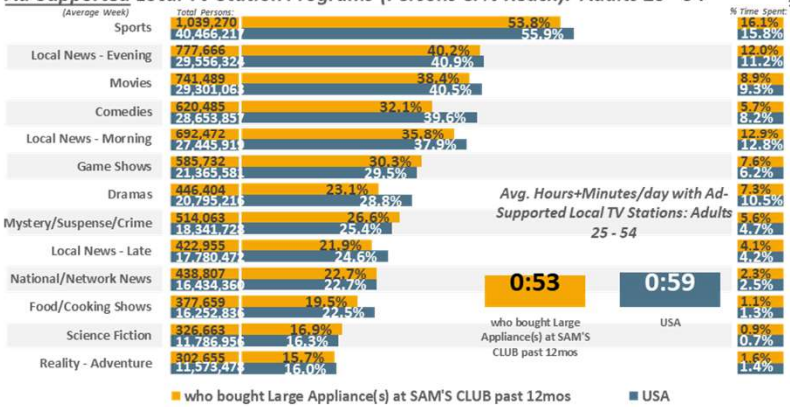
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



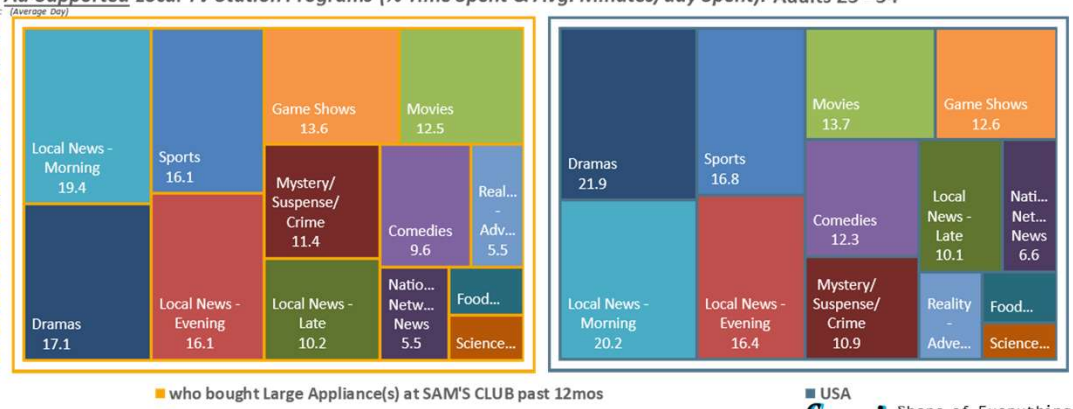
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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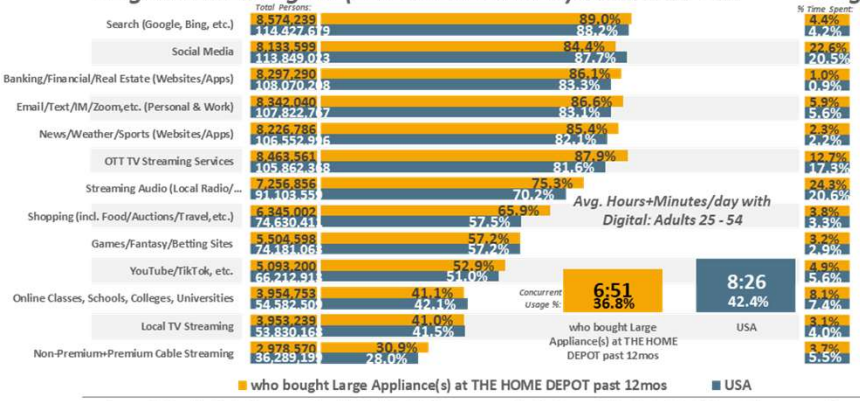
Large appliance:Stores bought past 12 months (HHLD): Sam's Club

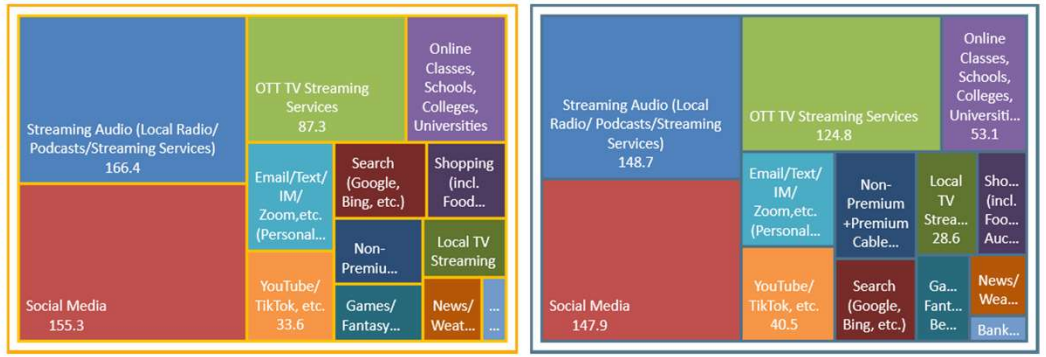


7,097,895 or 73.7% of Adults 25 - 54 who bought Large Appliance(s) at THE HOME DEPOT past 12mos use Ad-Supported Social Media for an average of 142.9 minutes every day representing 28.1% of all time spent daily with Ad-Supported Digital Media.

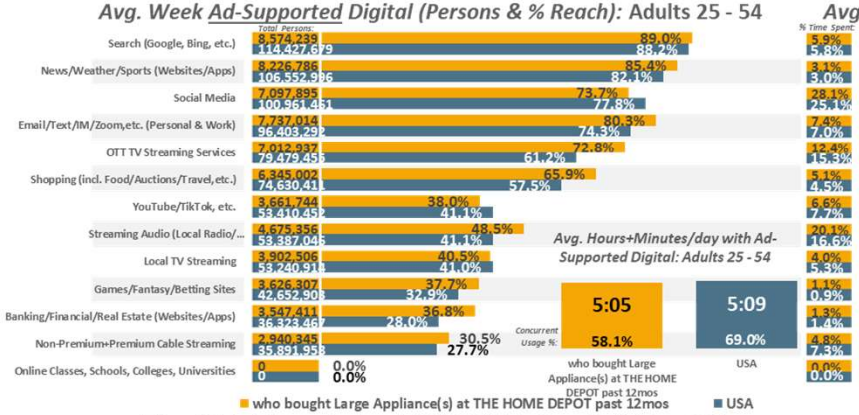
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



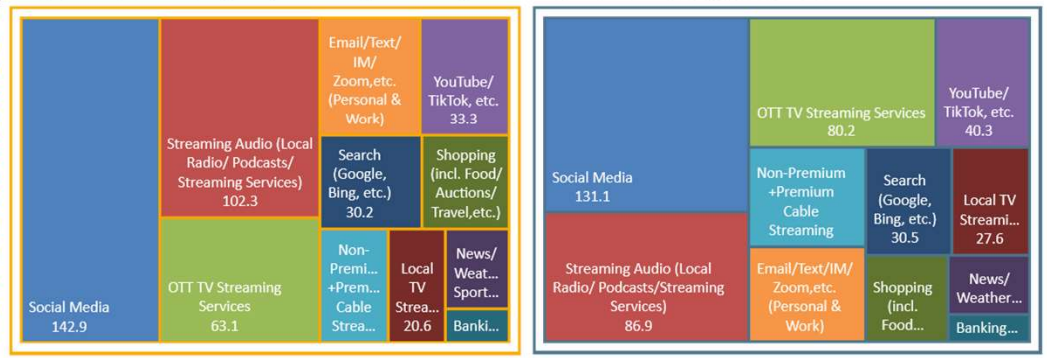
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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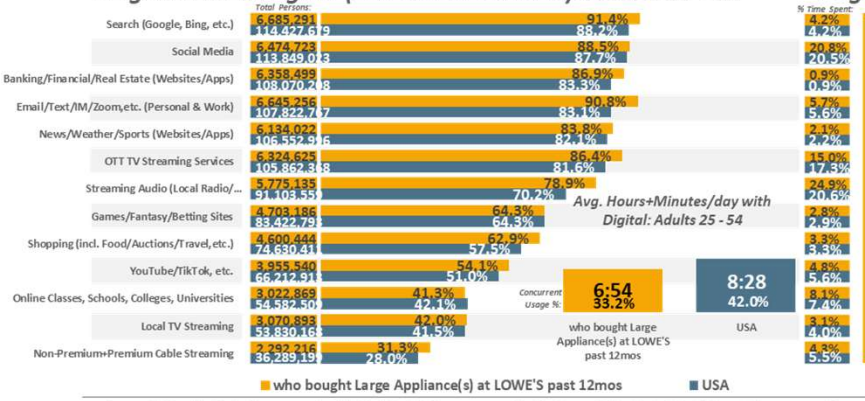
Large appliance:Stores bought past 12 months (HHLD): The Home Depot

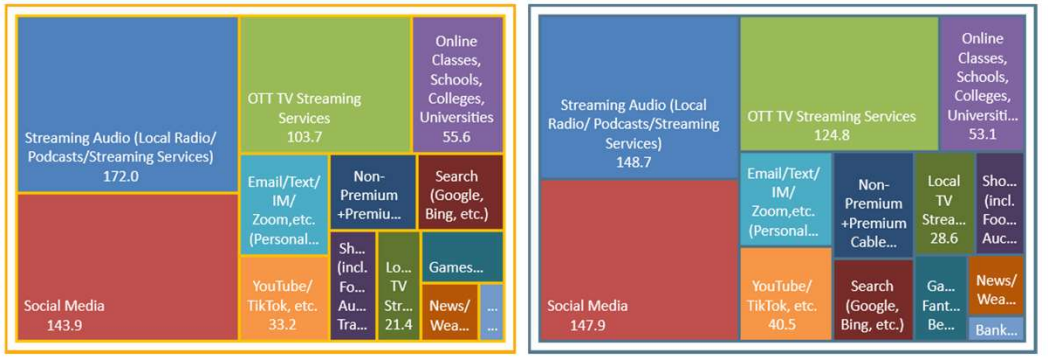


5,794,599 or 79.2% of Adults 25 - 54 who bought Large Appliance(s) at LOWE'S past 12mos use Ad-Supported Social Media for an average of 132.4 minutes every day representing 26.% of all time spent daily with Ad-Supported Digital Media.

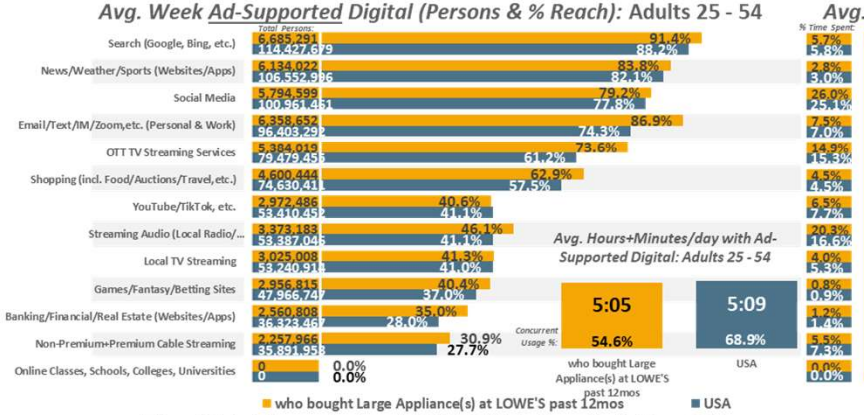
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



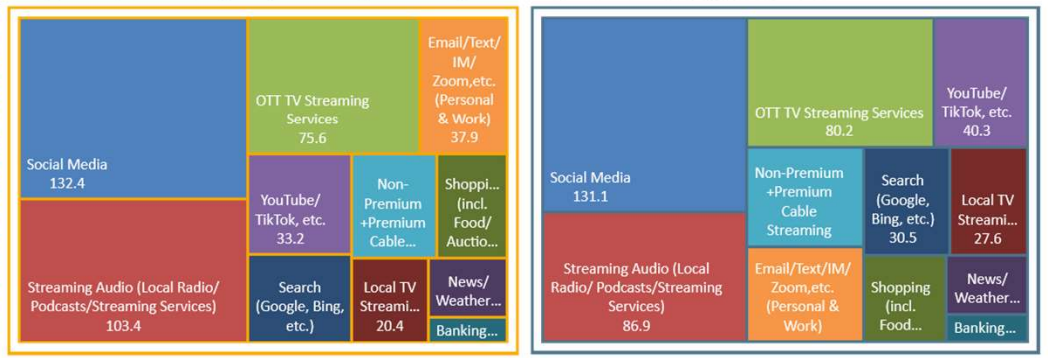
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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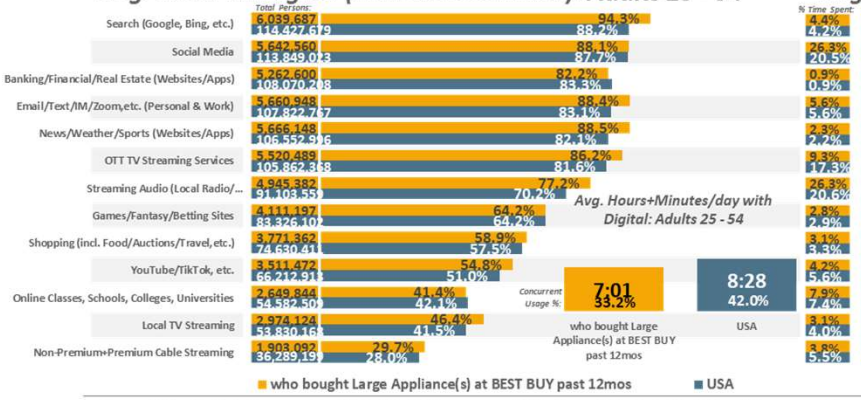
Large appliance:Stores bought past 12 months (HHLD): Lowe's

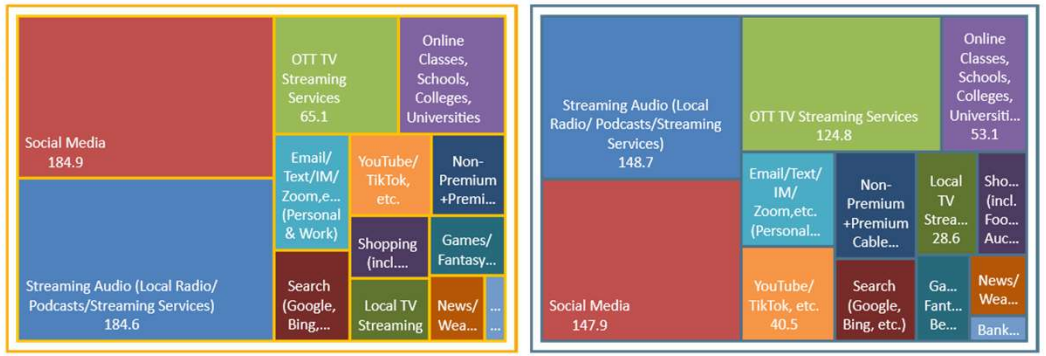


5,027,062 or 78.5% of Adults 25 - 54 who bought Large Appliance(s) at BEST BUY past 12mos use Ad-Supported Social Media for an average of 170.1 minutes every day representing 31.7% of all time spent daily with Ad-Supported Digital Media.

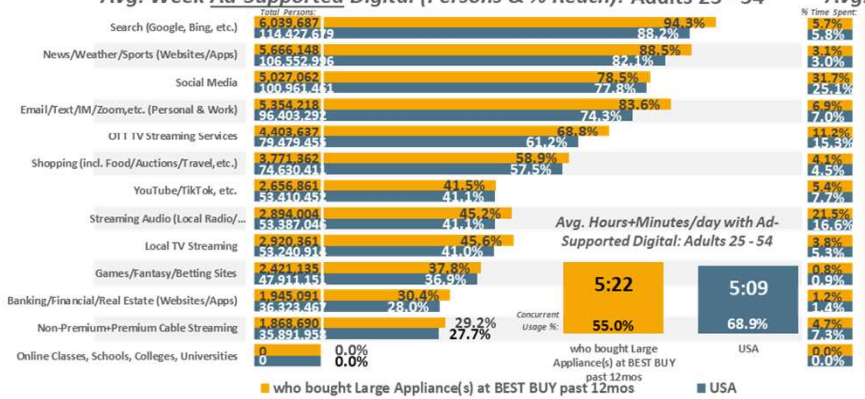
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



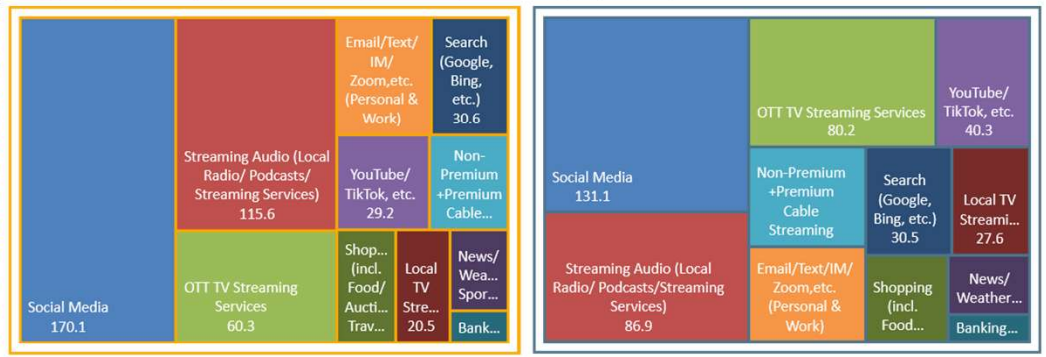
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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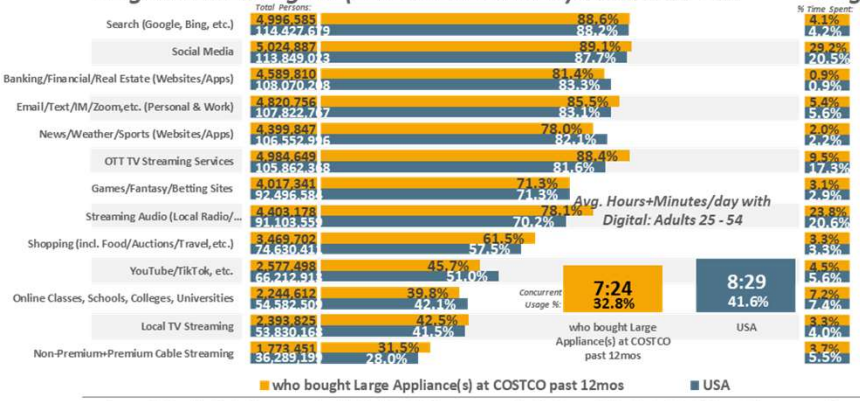
Large appliance:Stores bought past 12 months (HHLD): Best Buy

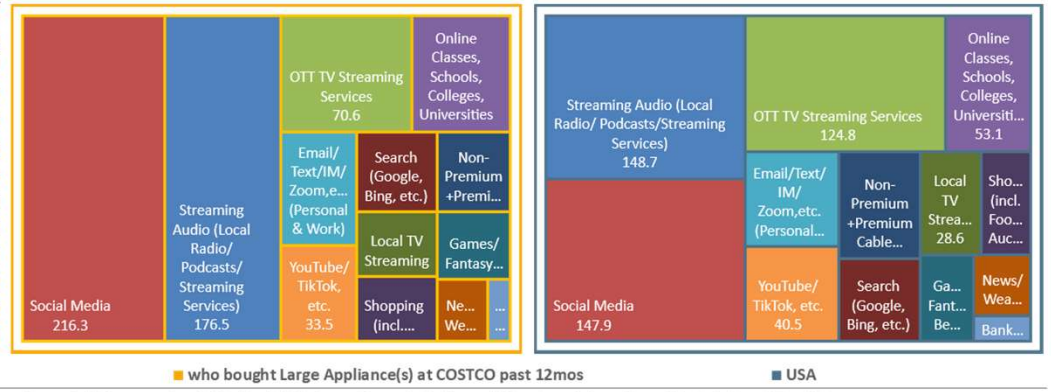


4,626,215 or 82.1% of Adults 25 - 54 who bought Large Appliance(s) at COSTCO past 12mos use Ad-Supported Social Media for an average of 199. minutes every day representing 35.7% of all time spent daily with Ad-Supported Digital Media.

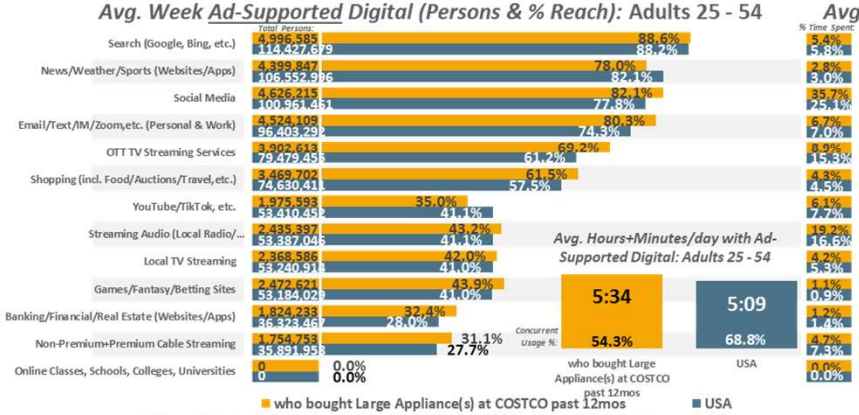
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



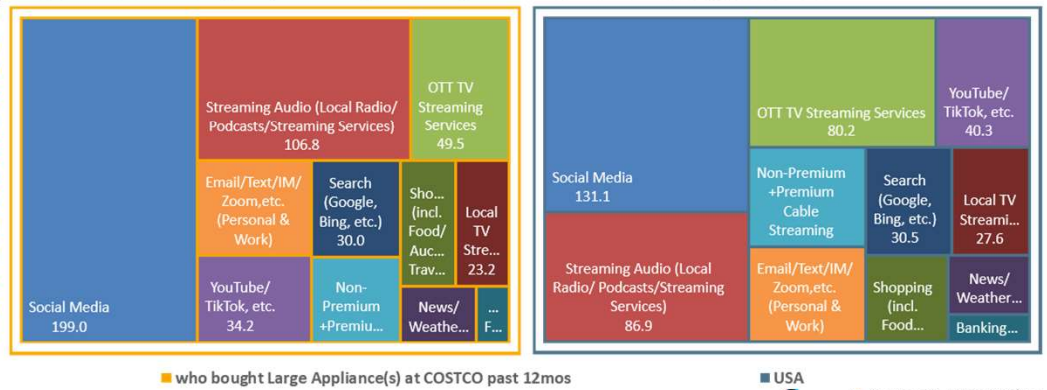
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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Large appliance:Stores bought past 12 months (HHLD): Costco

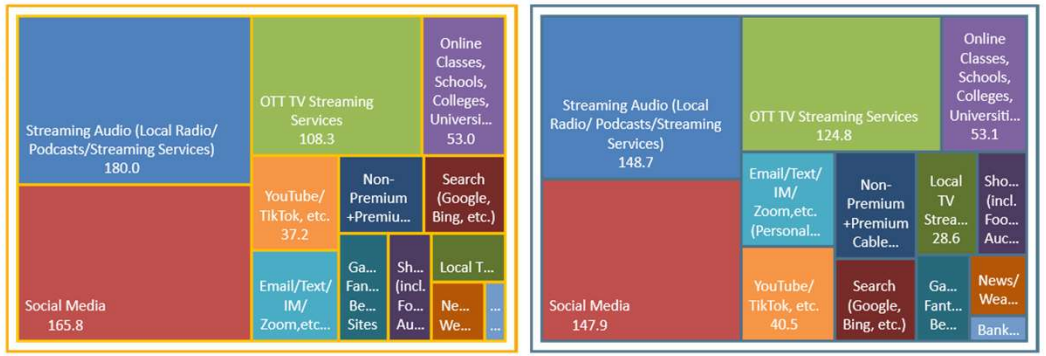


2,379,747 or 80.9% of Adults 25 - 54 who bought Large Appliance(s) at SAM'S CLUB past 12mos use Ad-Supported Social Media for an average of 149.7 minutes every day representing 28.1% of all time spent daily with Ad-Supported Digital Media.

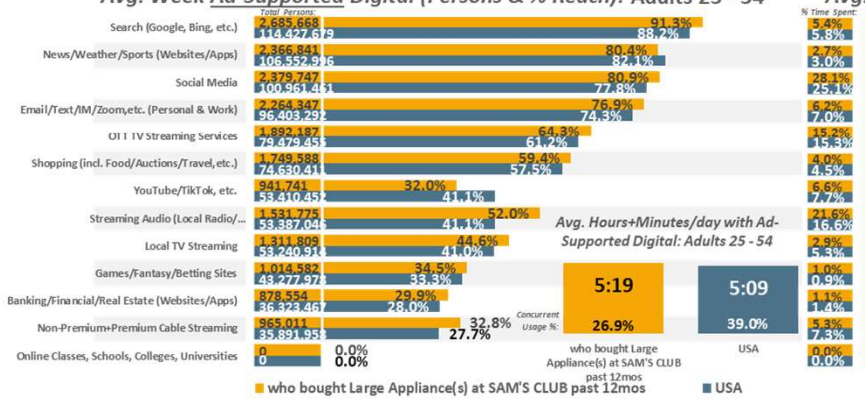
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



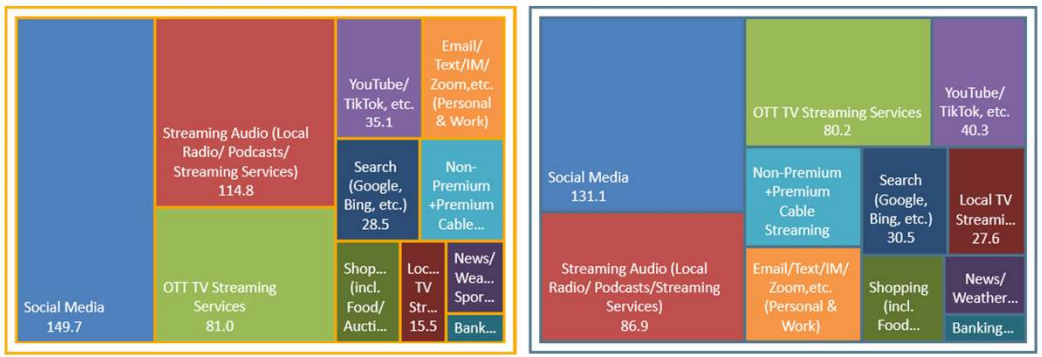
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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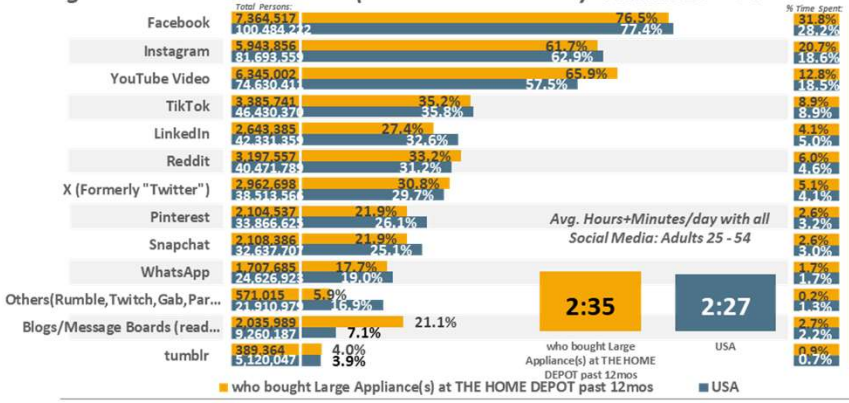
Large appliance:Stores bought past 12 months (HHLD): Sam's Club

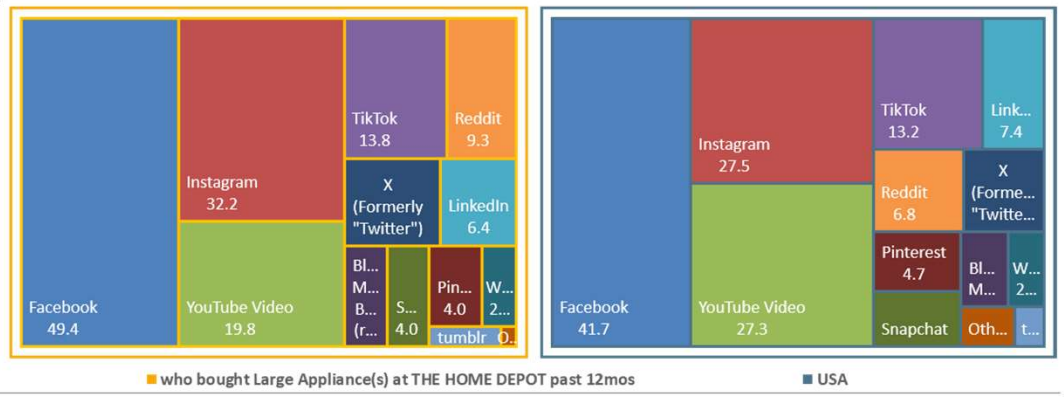


7,097,895 or 73.7% of Adults 25 - 54 who bought Large Appliance(s) at THE HOME DEPOT past 12mos use Ad-Supported Facebook for an average of 45.8 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

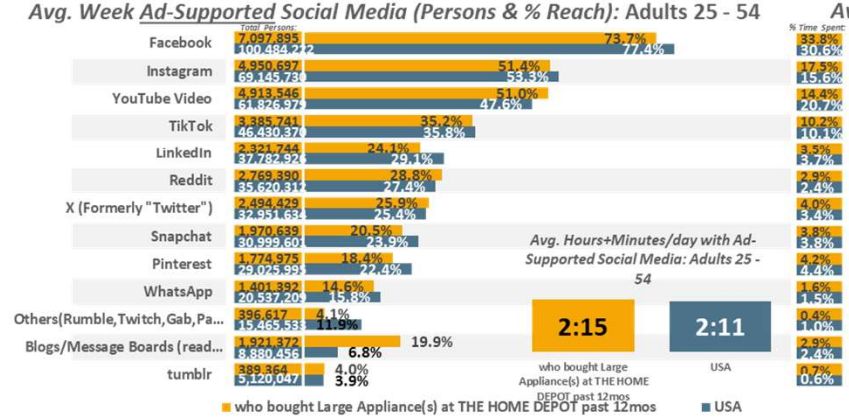
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



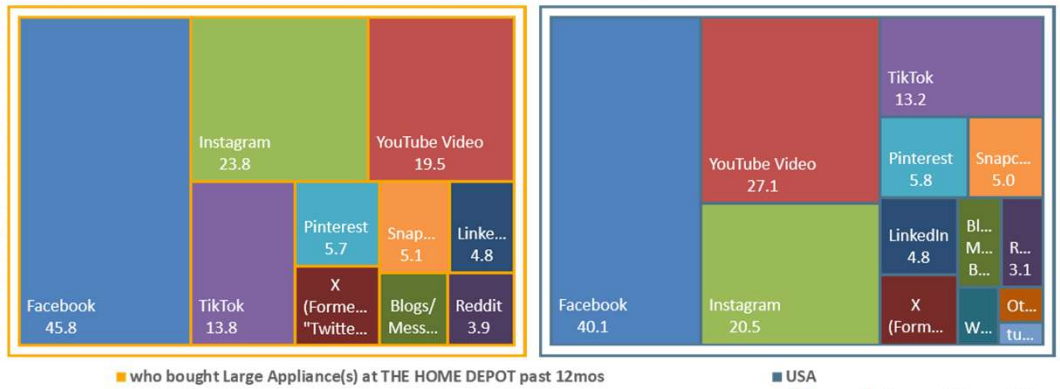
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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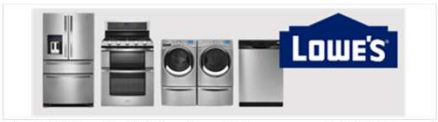
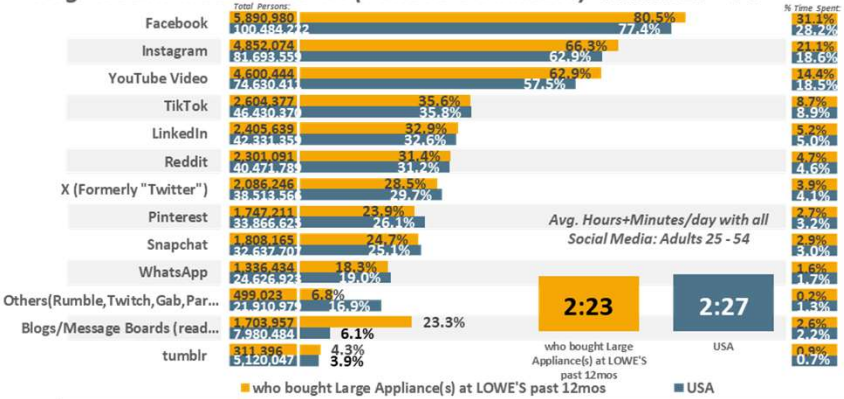
Large appliance:Stores bought past 12 months (HHLD): The Home Depot

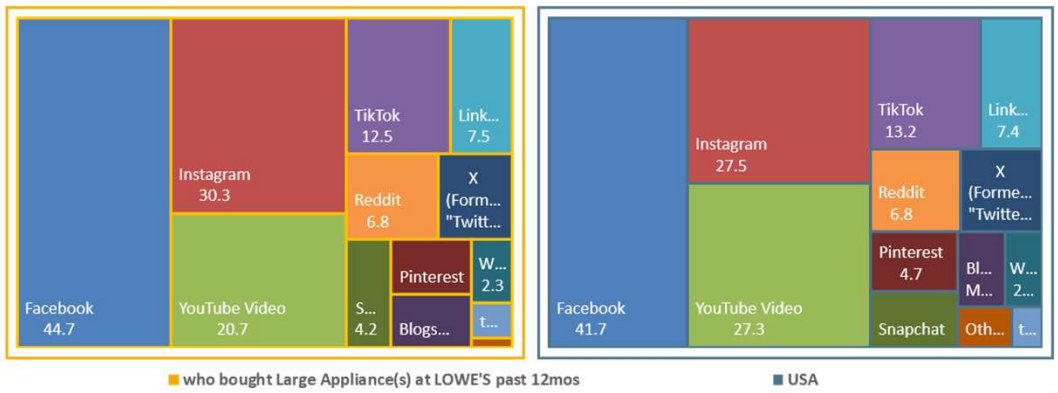


5,794,599 or 79.2% of Adults 25 - 54 who bought Large Appliance(s) at LOWE'S past 12mos use Ad-Supported Facebook for an average of 43.1 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.

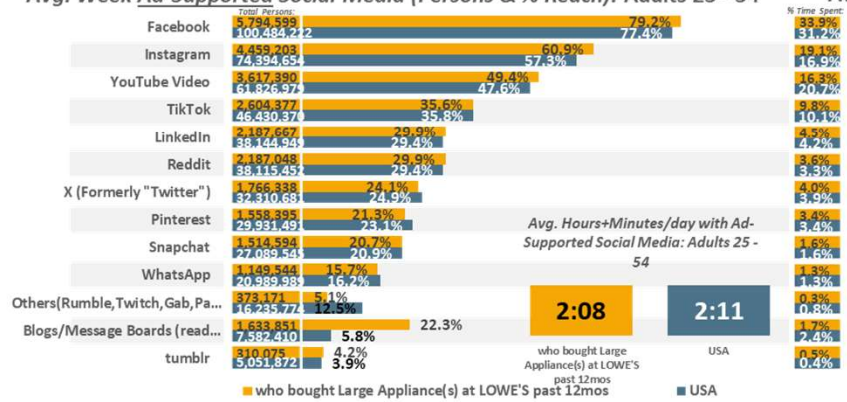
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



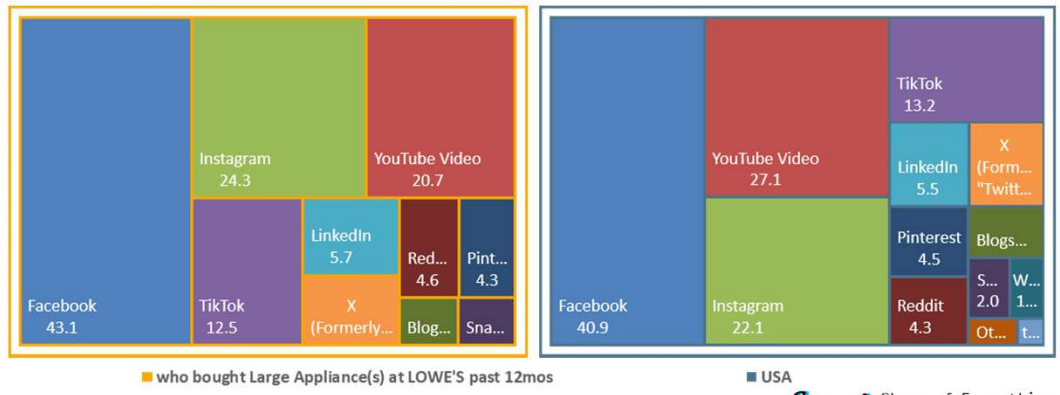
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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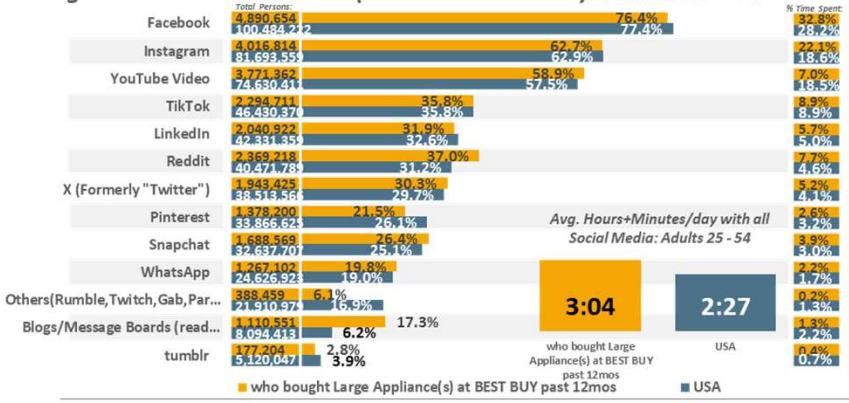
Large appliance:Stores bought past 12 months (HHLD): Lowe's

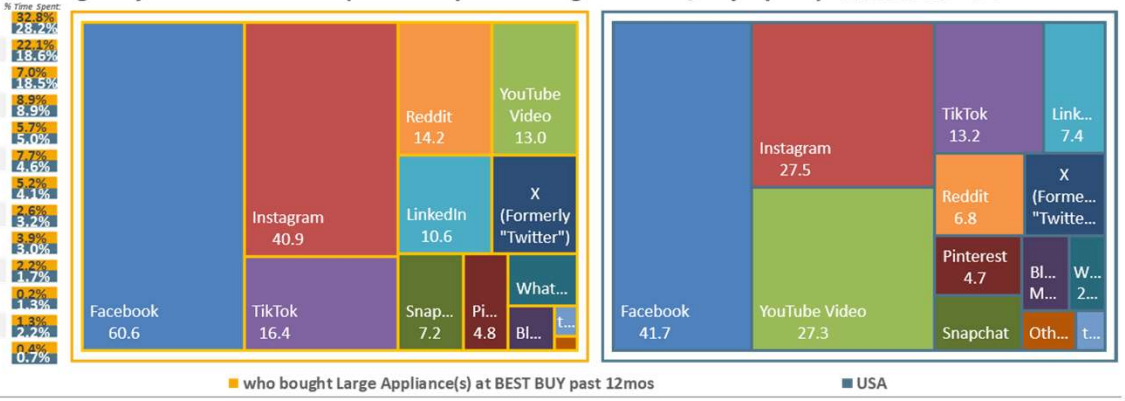


4,890,654 or 76.4% of Adults 25 - 54 who bought Large Appliance(s) at BEST BUY past 12mos use Ad-Supported Facebook for an average of 62.3 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.

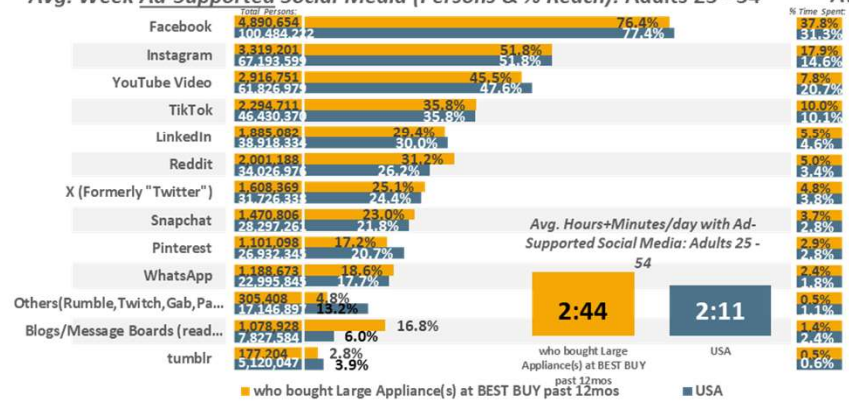
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



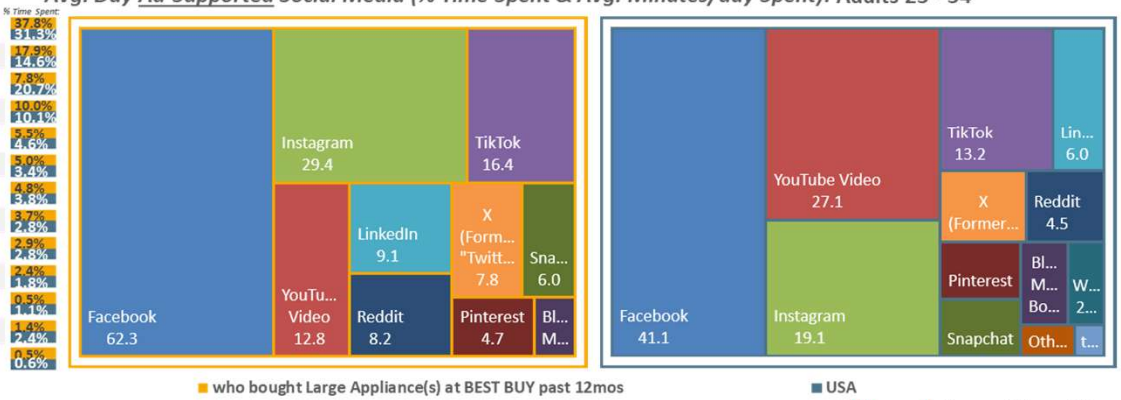
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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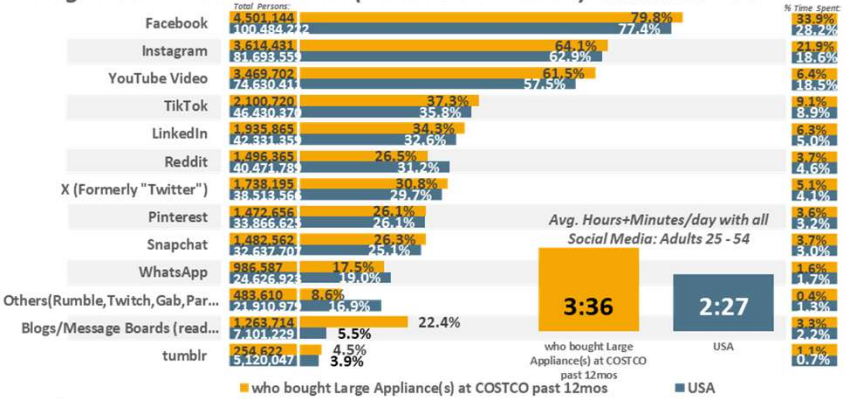
Large appliance:Stores bought past 12 months (HHLD): Best Buy

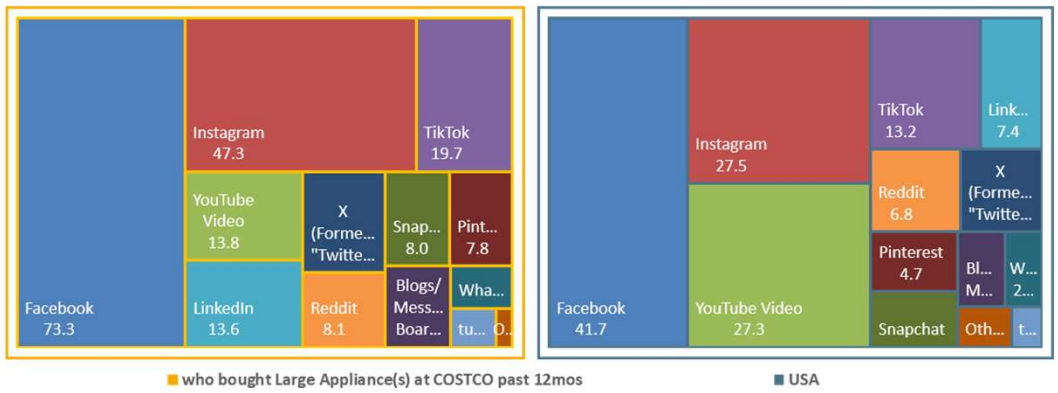


4,501,144 or 79.8% of Adults 25 - 54 who bought Large Appliance(s) at COSTCO past 12mos use Ad-Supported Facebook for an average of 75.5 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.

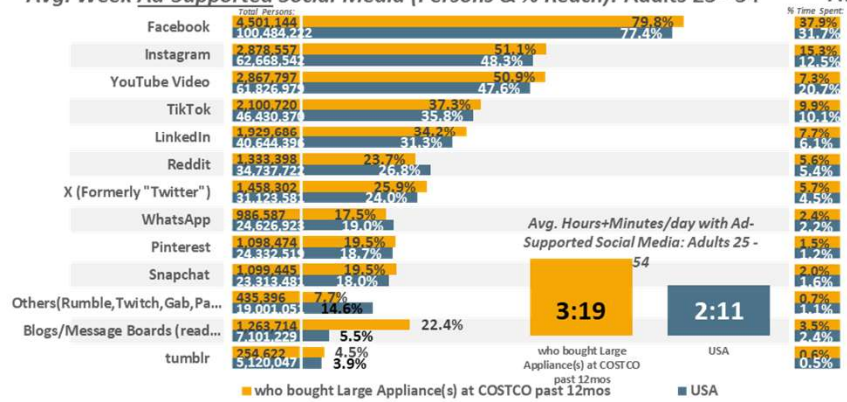
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



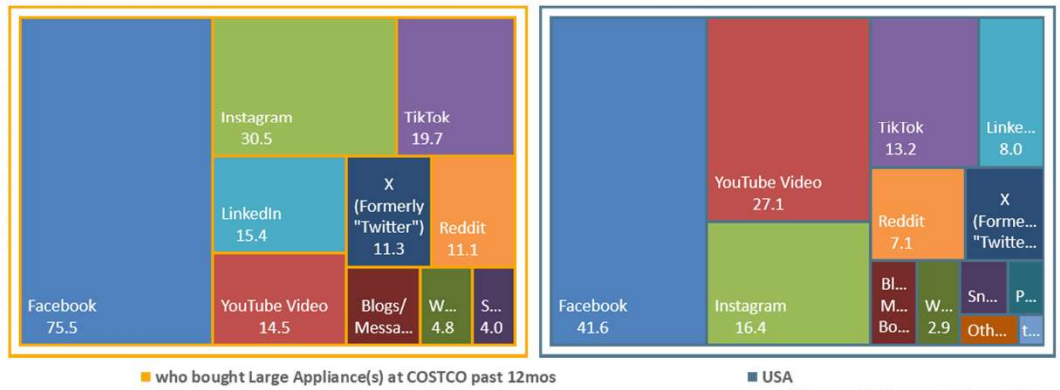
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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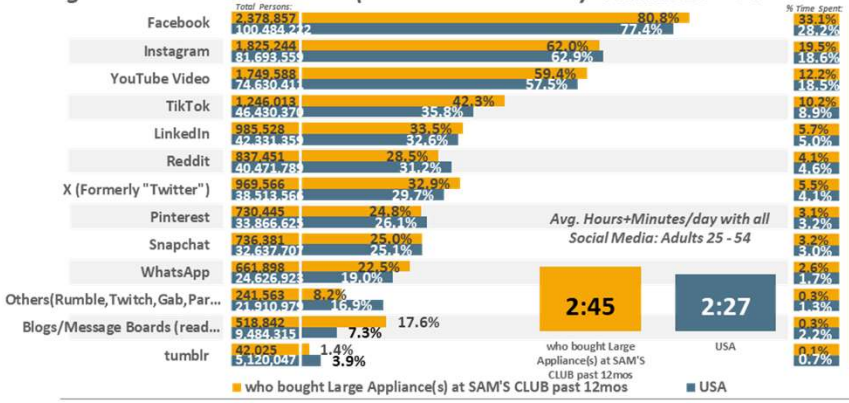
Large appliance:Stores bought past 12 months (HHLD): Costco

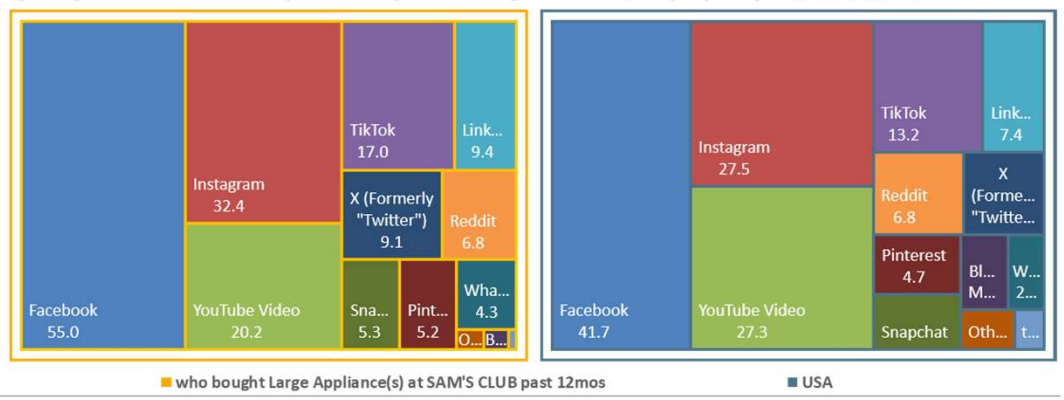


2,378,857 or 80.8% of Adults 25 - 54 who bought Large Appliance(s) at SAM'S CLUB past 12mos use Ad-Supported Facebook for an average of 66.9 minutes every day representing 44.6% of all time spent daily with Ad-Supported Social Media.

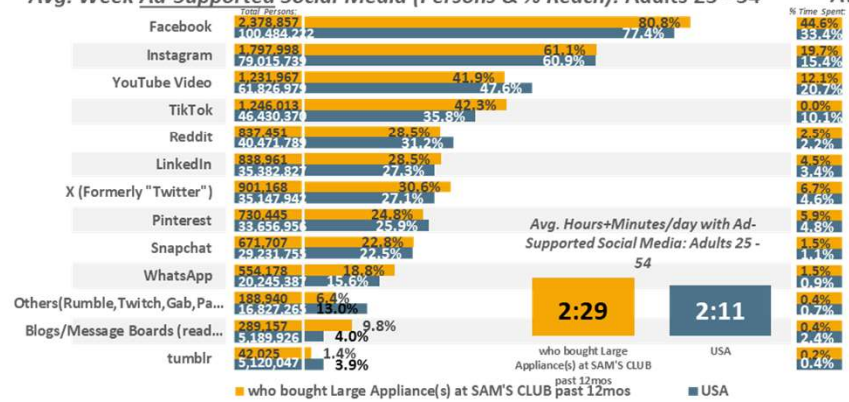
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



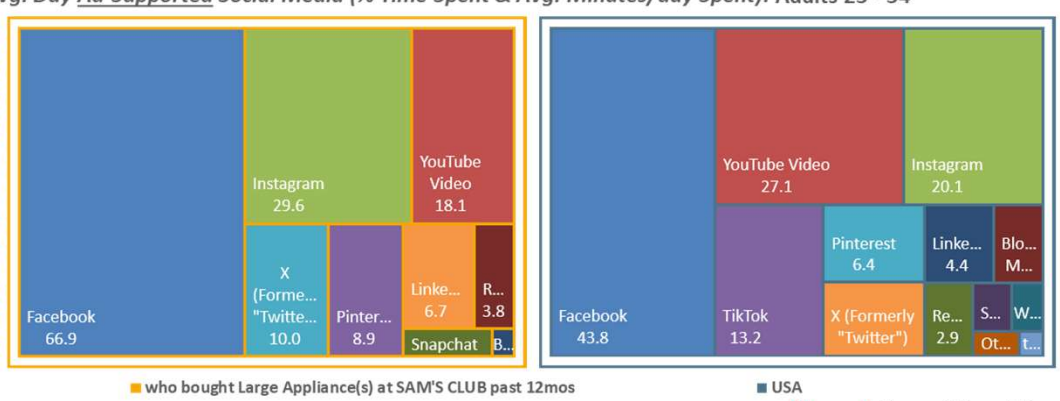
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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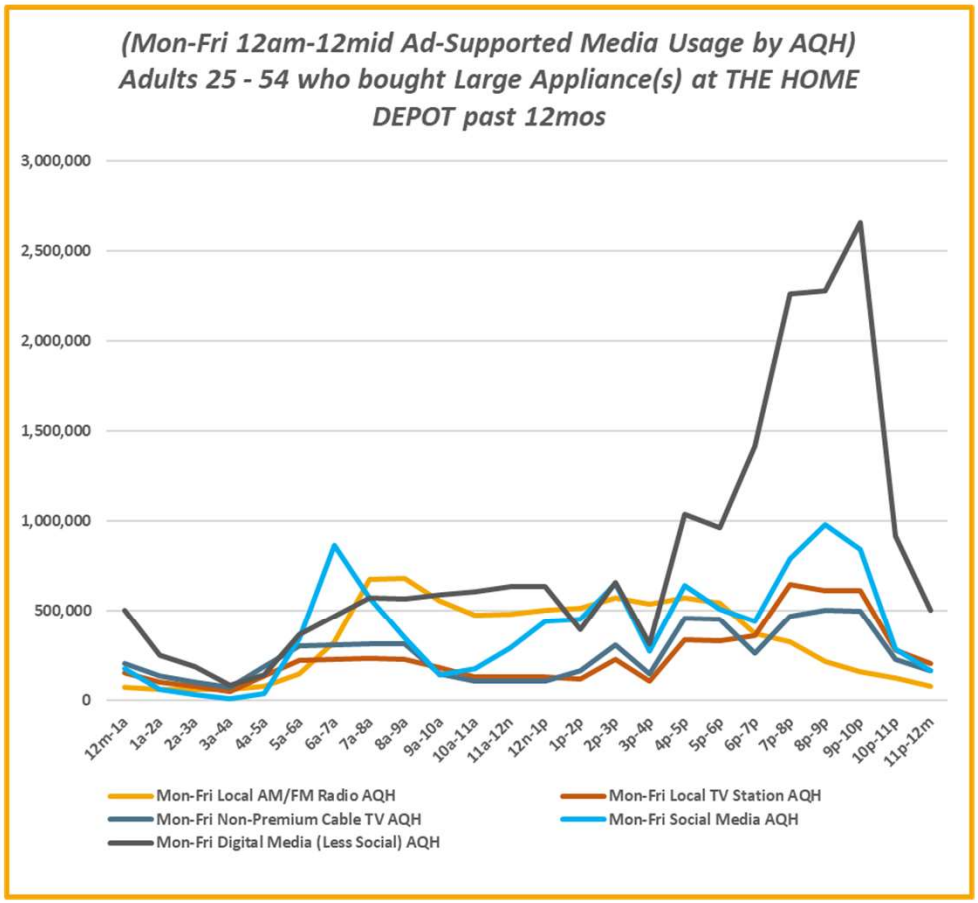
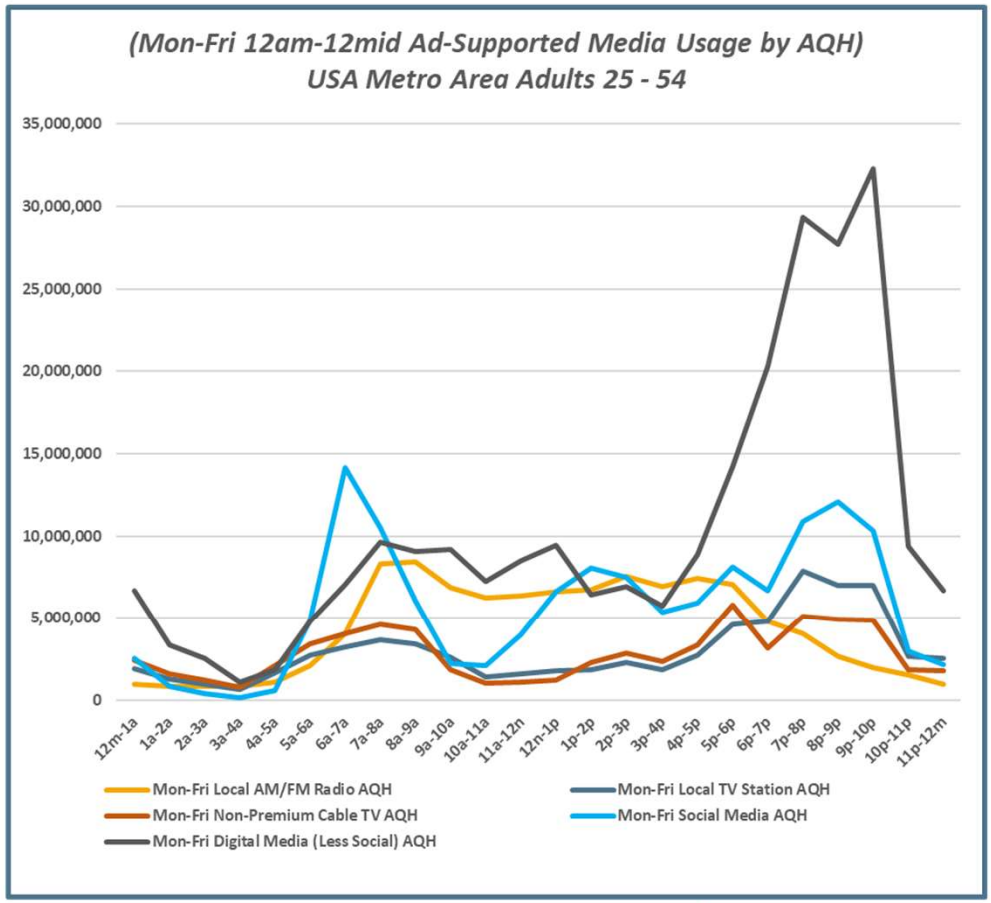
Large appliance:Stores bought past 12 months (HHLD): Sam's Club



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 681,097; Local Radio: 522,533; Social Media: 446,062; Non-Prem. Cable: 244,822; Local TV: 209,774 reaching Adults 25 - 54 who bought Large Appliance(s) at THE HOME DEPOT





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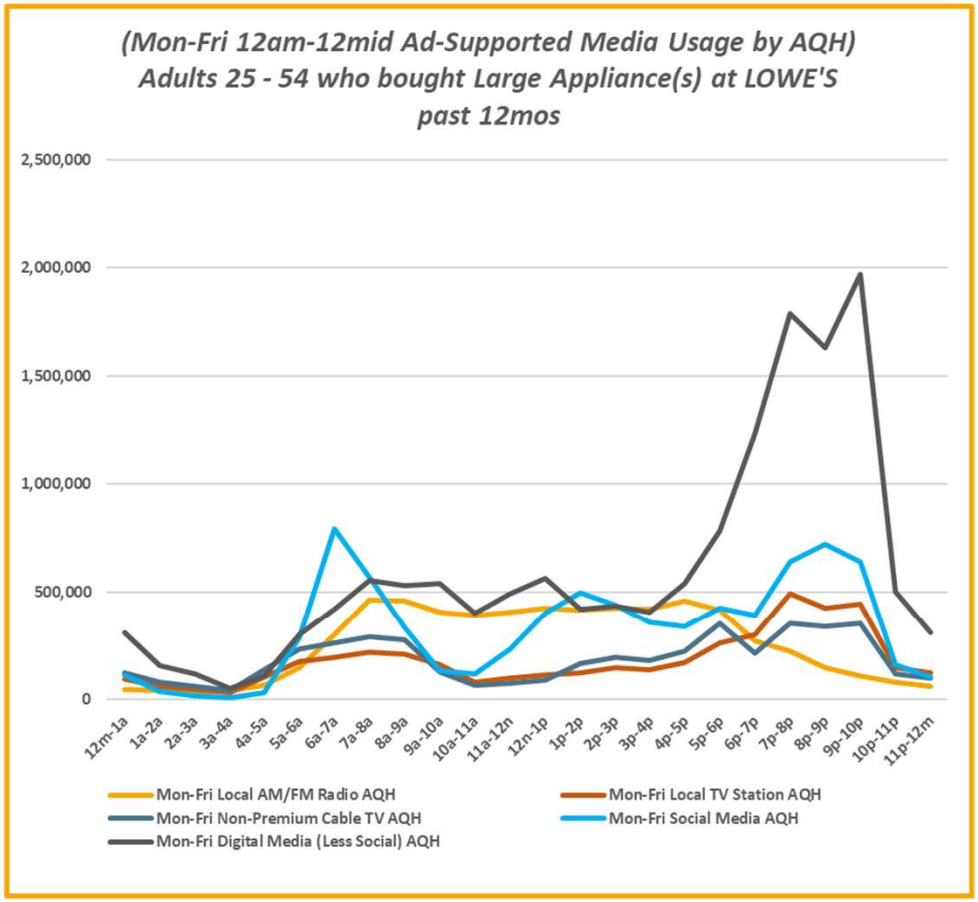
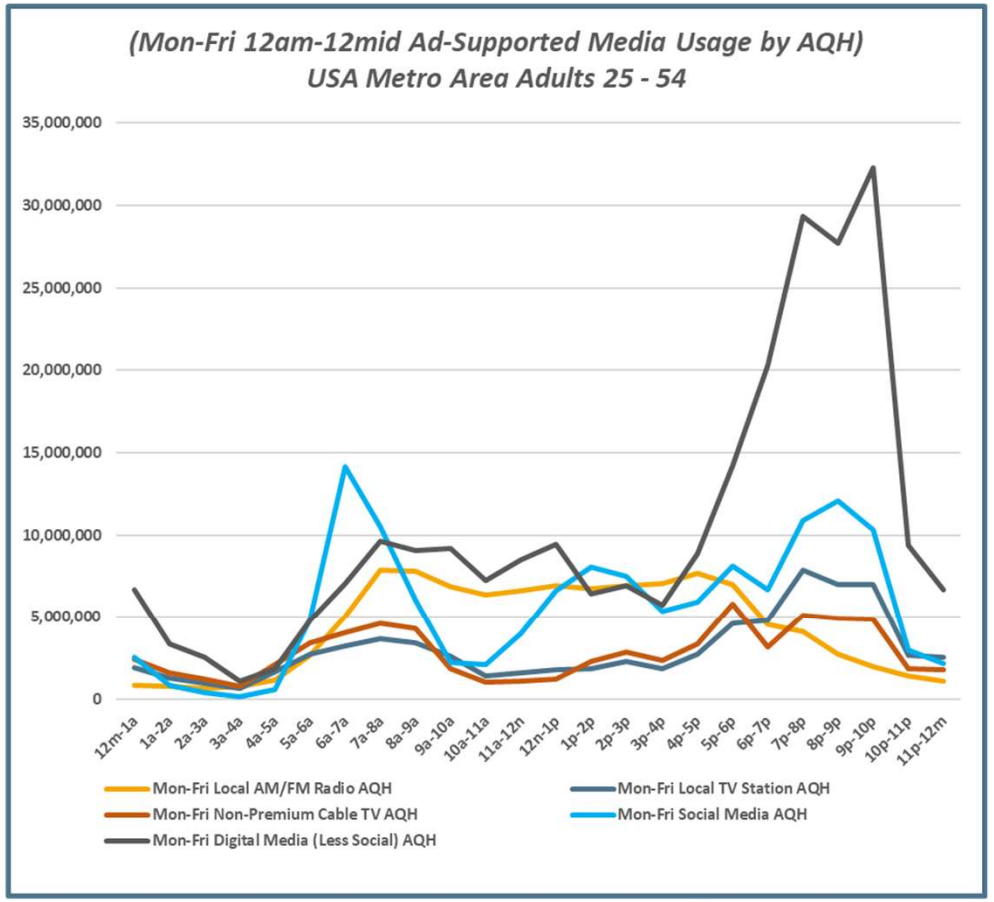
Large appliance:Stores bought past 12 months (HHLD): The Home Depot



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 562,273; Local Radio: 404,556; Social Media: 386,148; Non-Prem. Cable: 192,526; Local TV: 169,359 reaching Adults 25 - 54 who bought Large Appliance(s) at LOWE'S past 12m





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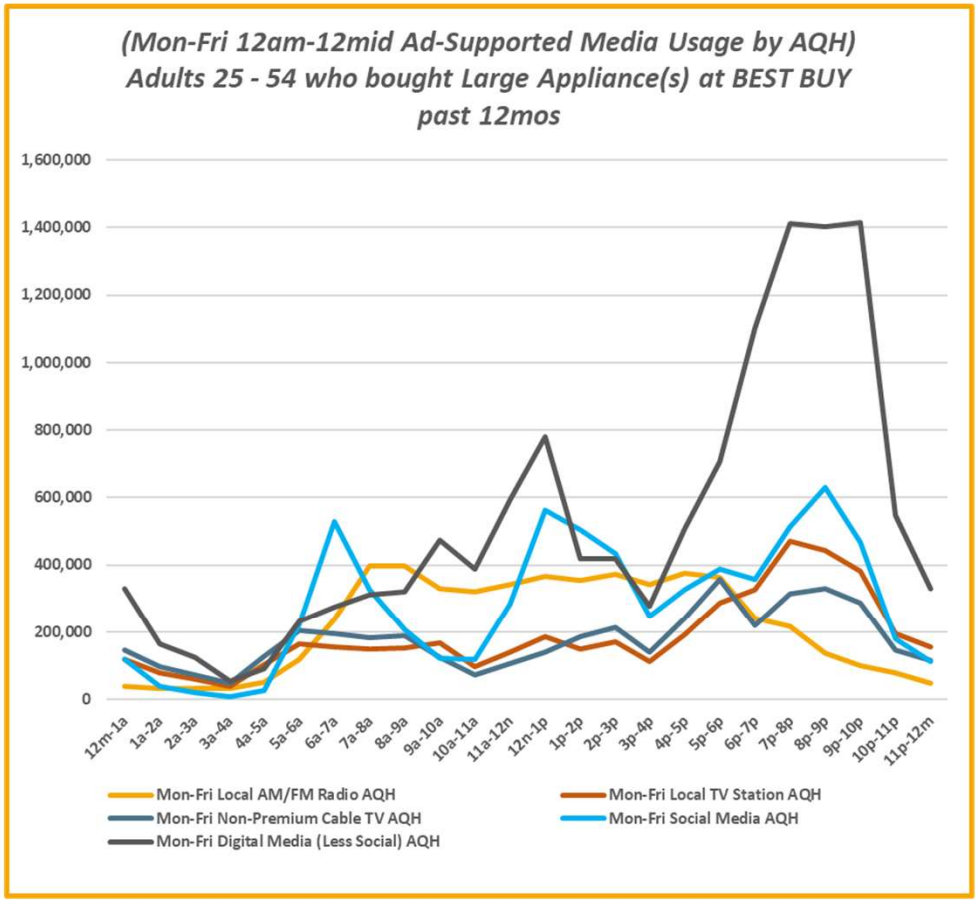
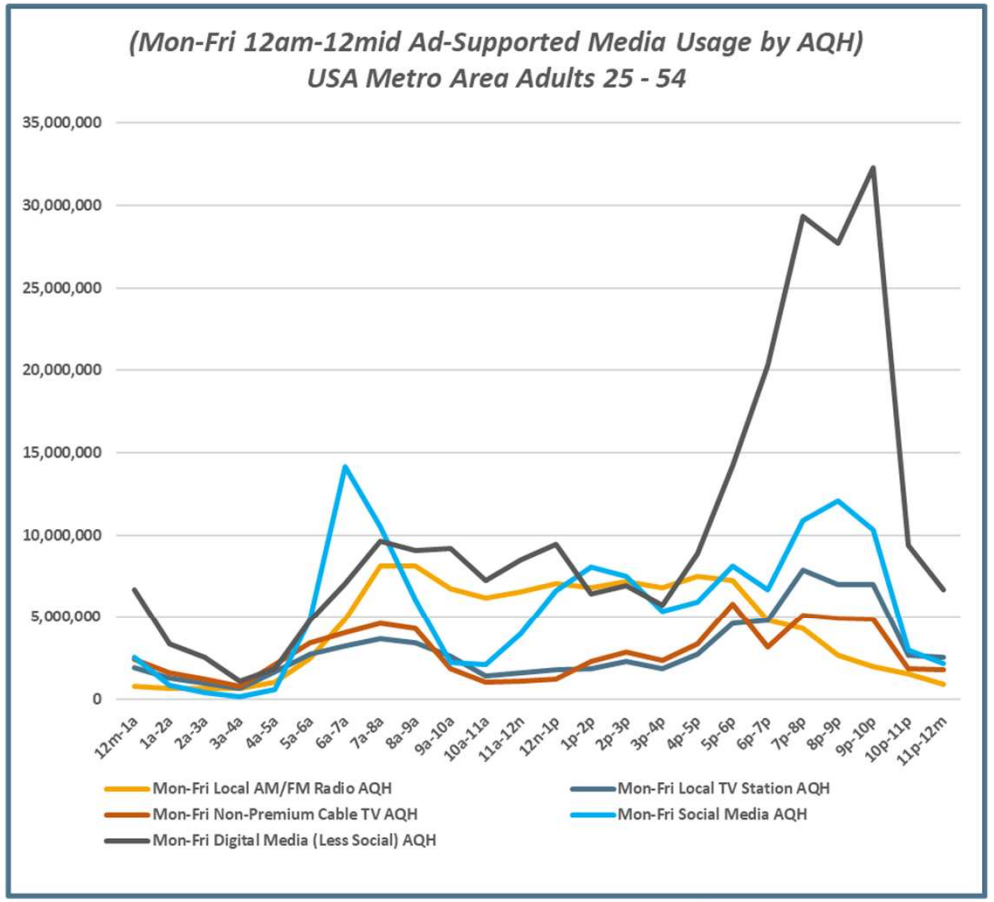
Large appliance:Stores bought past 12 months (HHLD): Lowe's



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 505,497; Local Radio: 340,761; Social Media: 338,524; Non-Prem. Cable: 181,374; Local TV: 175,185 reaching Adults 25 - 54 who bought Large Appliance(s) at BEST BUY past 1





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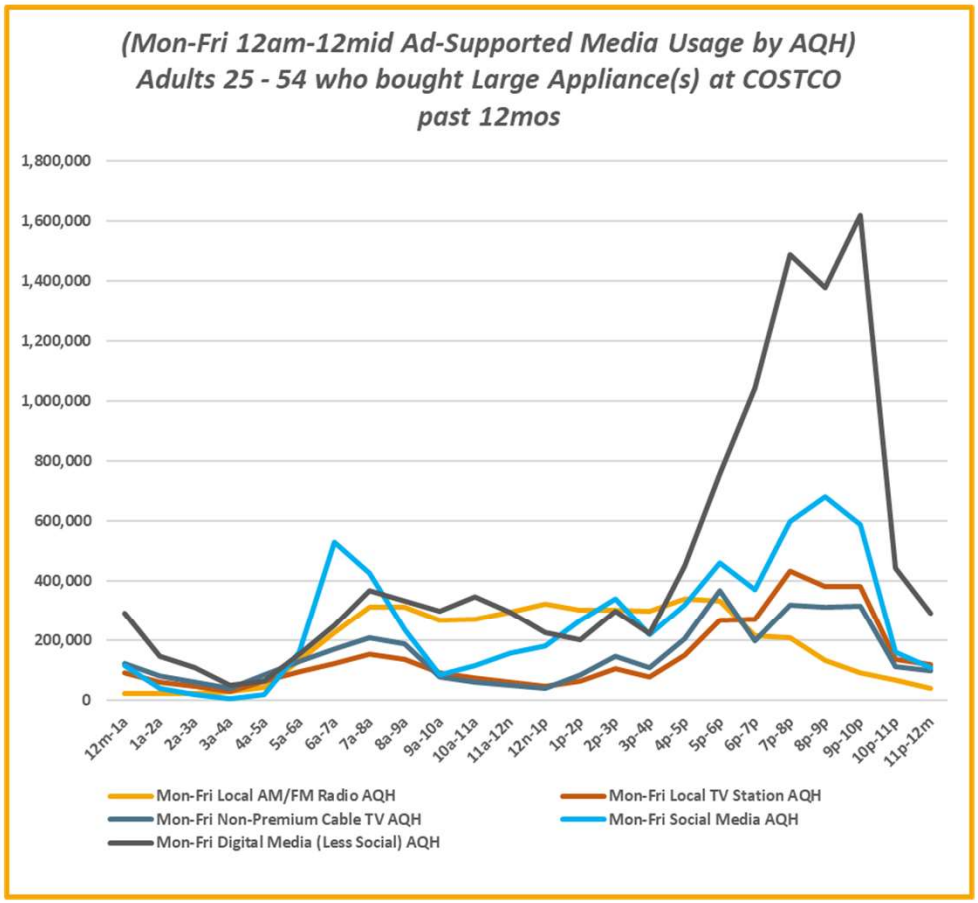
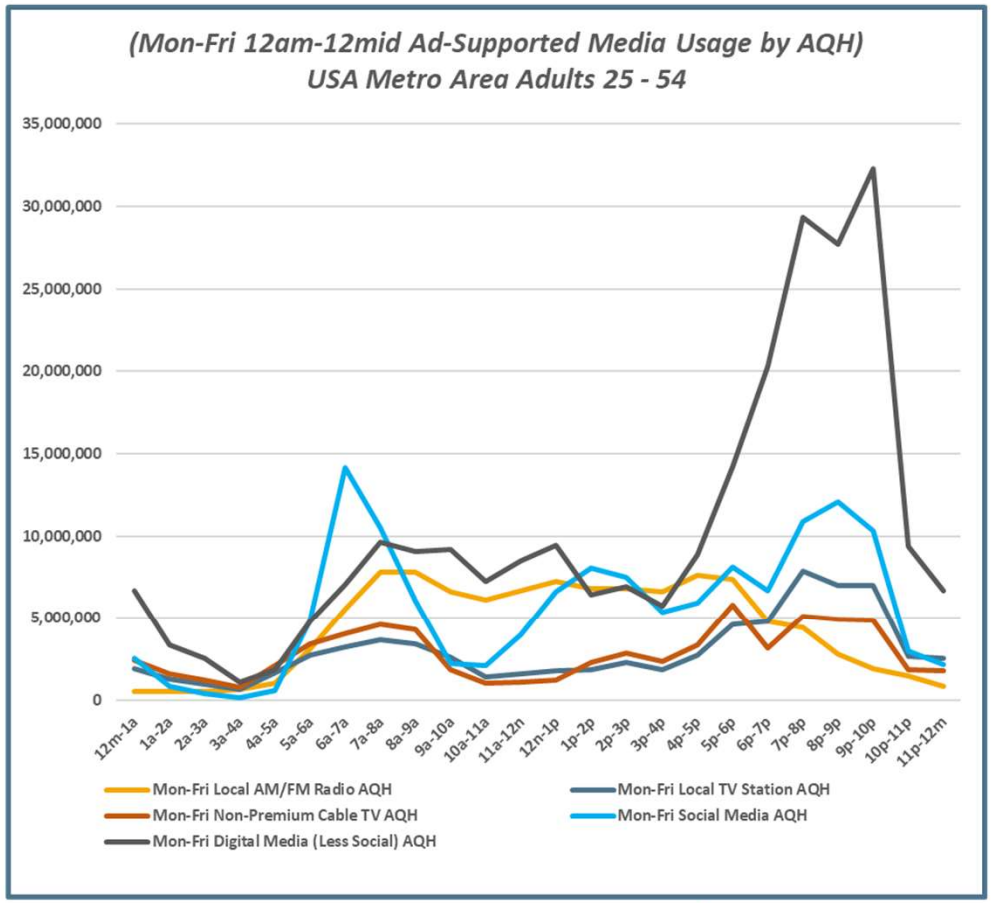
Large appliance:Stores bought past 12 months (HHLD): Best Buy



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 391,832; Local Radio: 291,461; Social Media: 284,735; Non-Prem. Cable: 146,393; Local TV: 124,633 reaching Adults 25 - 54 who bought Large Appliance(s) at COSTCO past 12m





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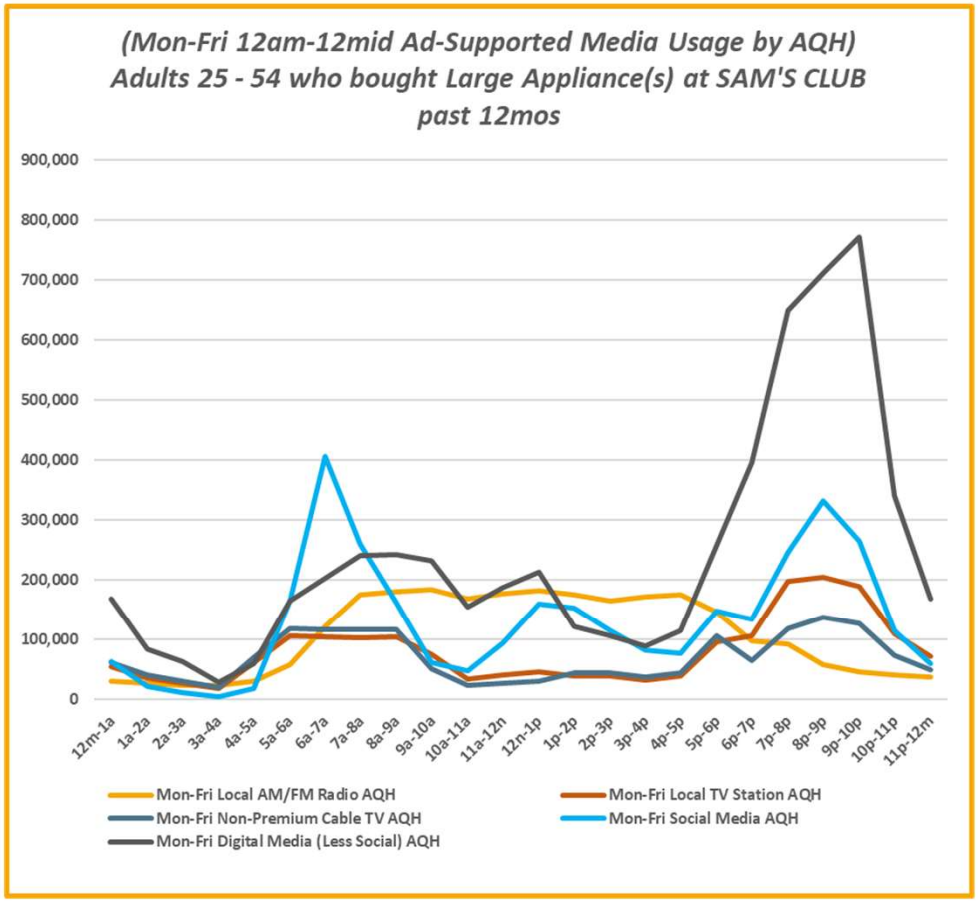
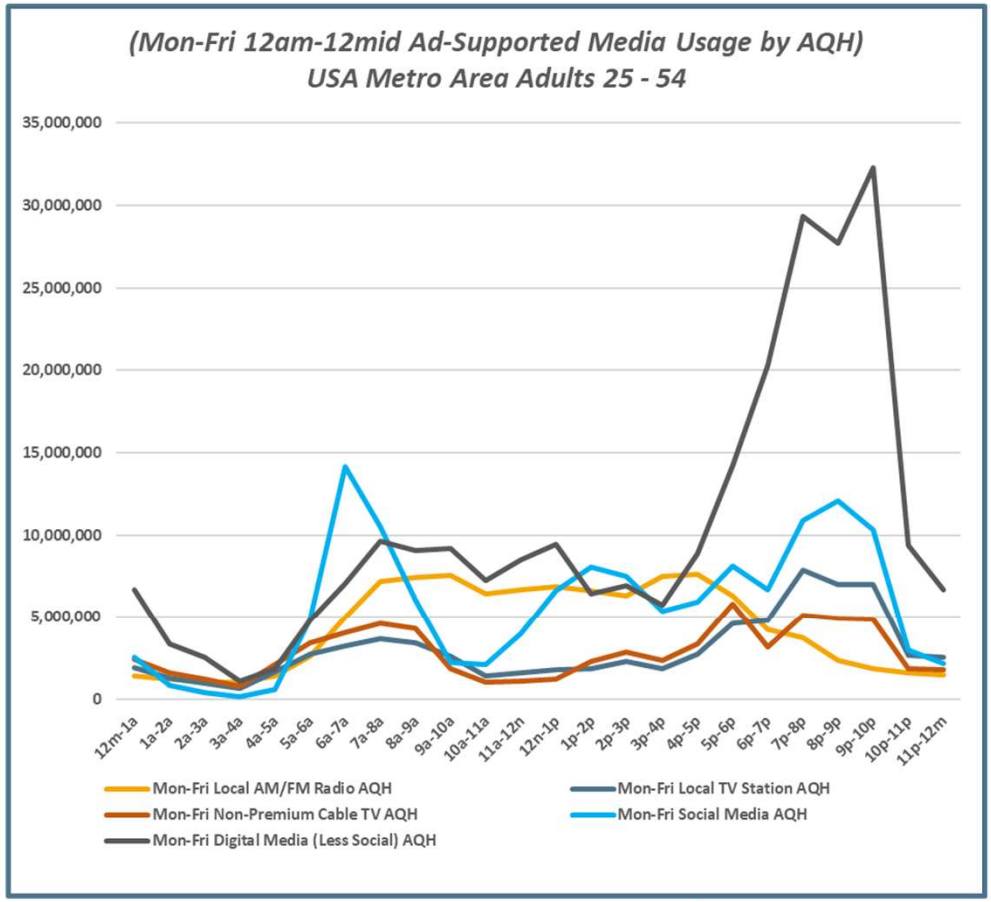
Large appliance:Stores bought past 12 months (HHLD): Costco



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 196,546; Local Radio: 162,678; Social Media: 145,631; Local TV: 65,996; Non-Prem. Cable: 62,944 reaching Adults 25 - 54 who bought Large Appliance(s) at SAM'S CLUB past 1





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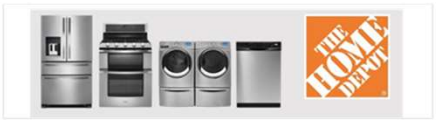
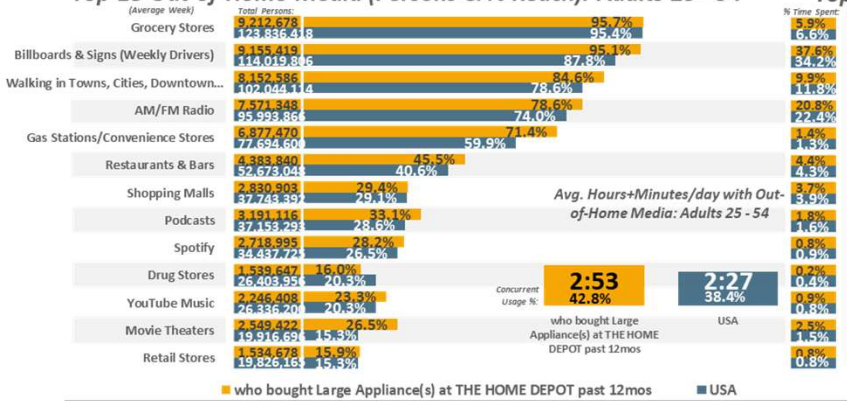
Large appliance:Stores bought past 12 months (HHLD): Sam's Club

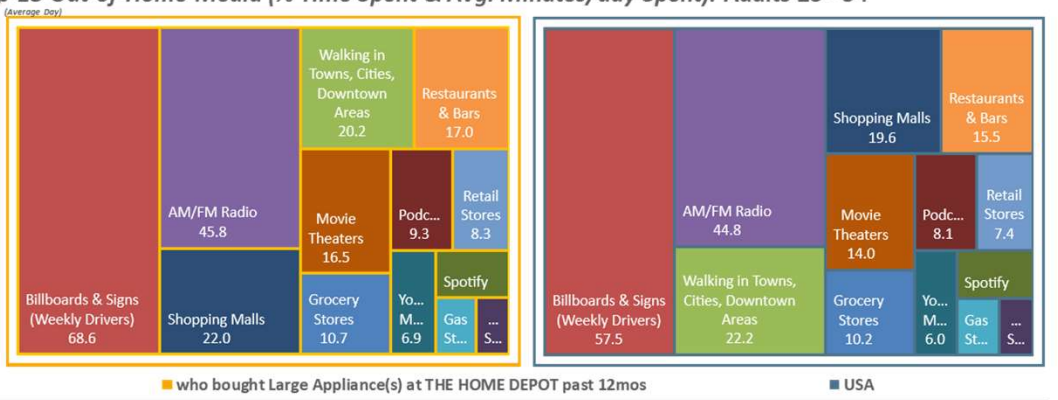


9,155,419 or 95.1% of Adults 25 - 54 who bought Large Appliance(s) at THE HOME DEPOT past 12mos spend an average of 68.6 minutes per day driving, seeing Billboards and Signs. 74.2% Listen to Local Radio Stations Out-of-Home for an average of 42.4 minutes/

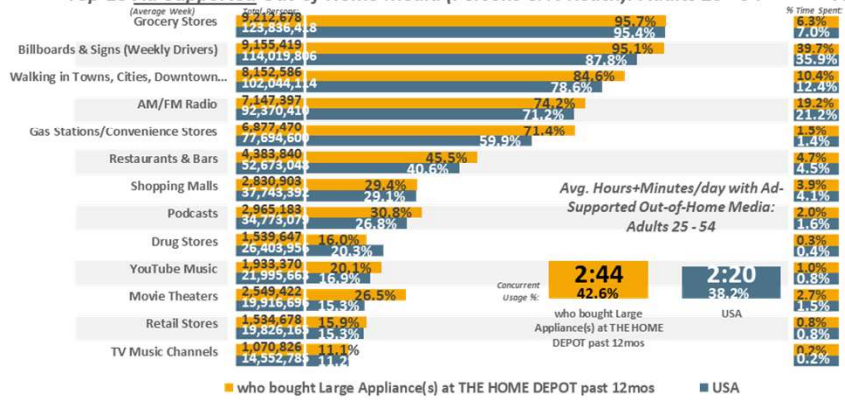
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



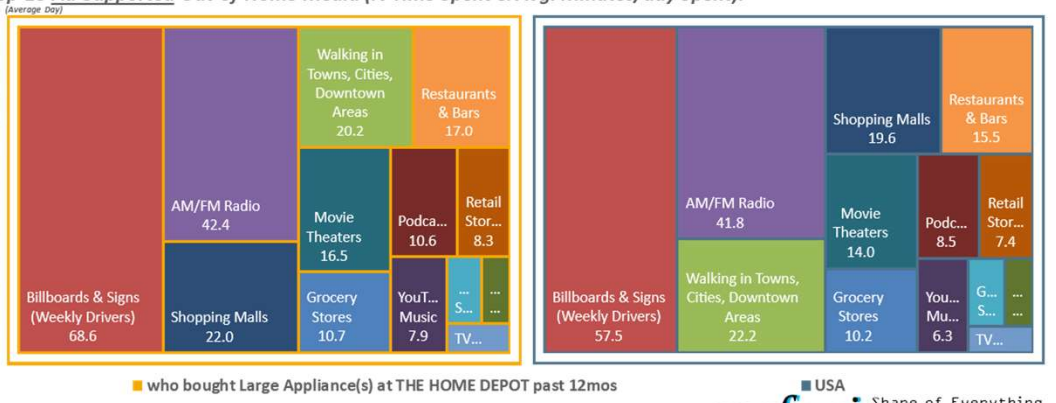
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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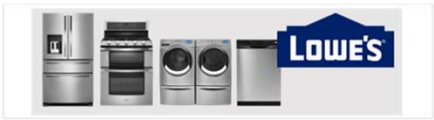
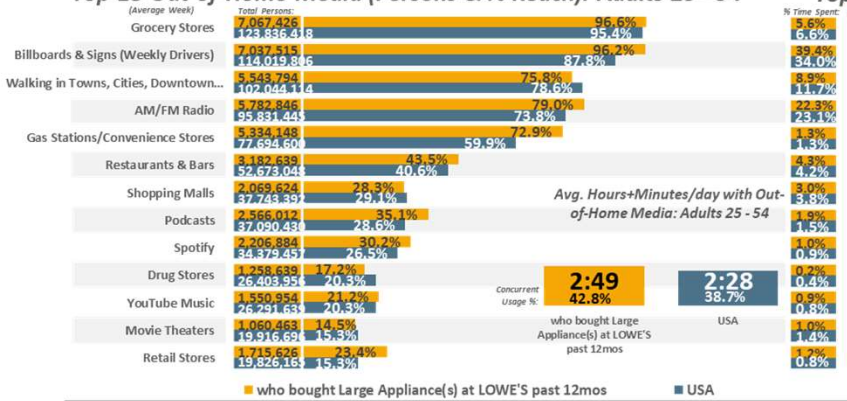
Large appliance:Stores bought past 12 months (HHLD): The Home Depot

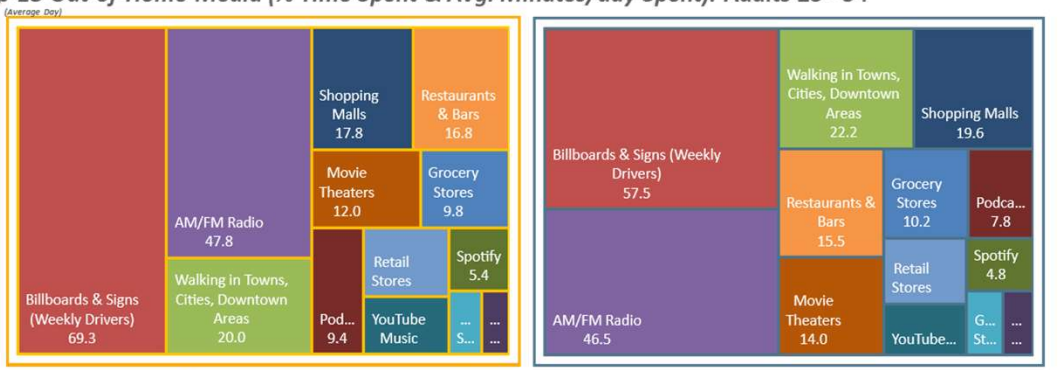


7,037,515 or 96.2% of Adults 25 - 54 who bought Large Appliance(s) at LOWE'S past 12mos spend an average of 69.3 minutes per day driving, seeing Billboards and Signs. 74.6% Listen to Local Radio Stations Out-of-Home for an average of 44.9 minutes/day.

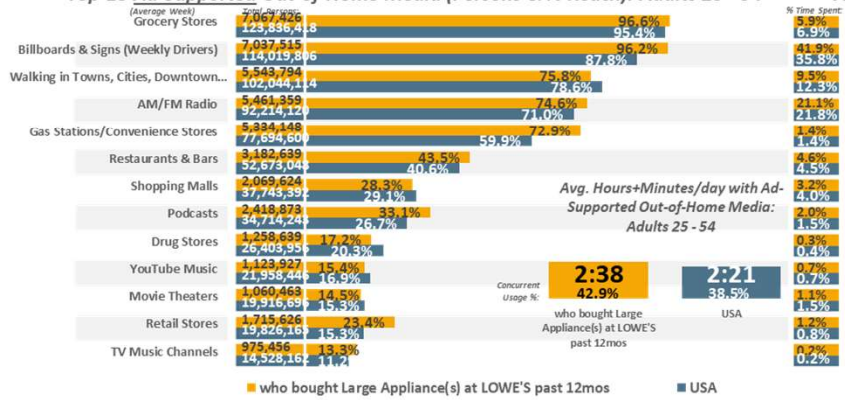
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



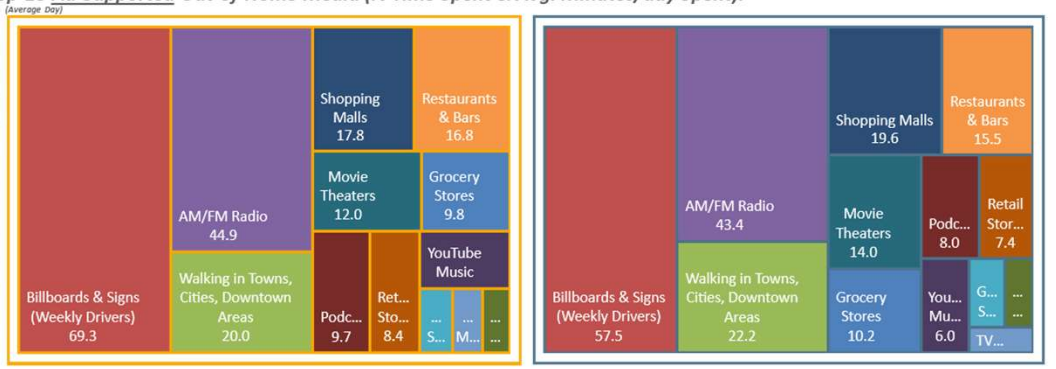
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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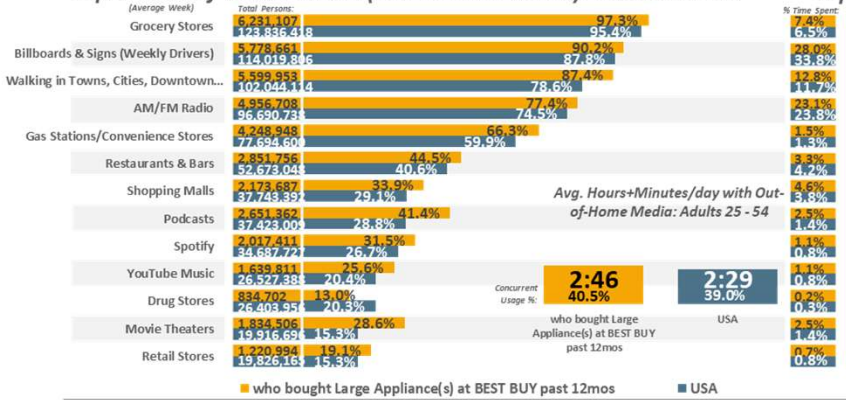
Large appliance:Stores bought past 12 months (HHLD): Lowe's

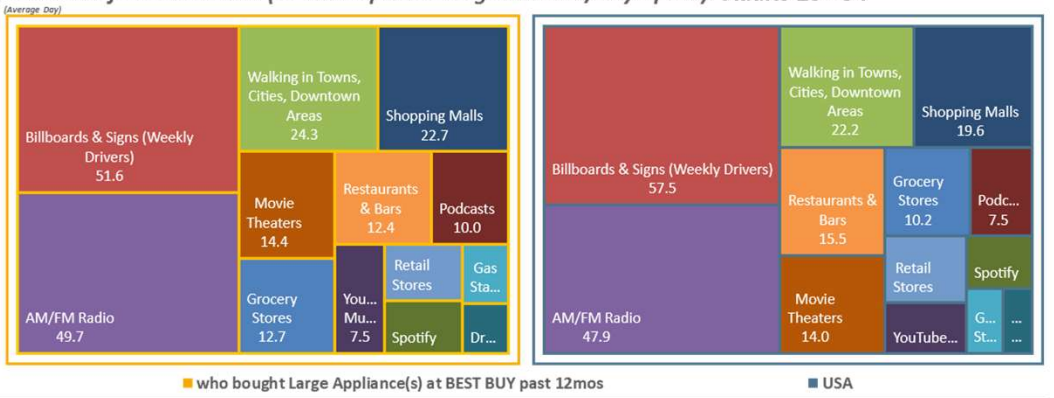


5,778,661 or 90.2% of Adults 25 - 54 who bought Large Appliance(s) at BEST BUY past 12mos spend an average of 51.6 minutes per day driving, seeing Billboards and Signs. 73.% Listen to Local Radio Stations Out-of-Home for an average of 45.5 minutes/day.

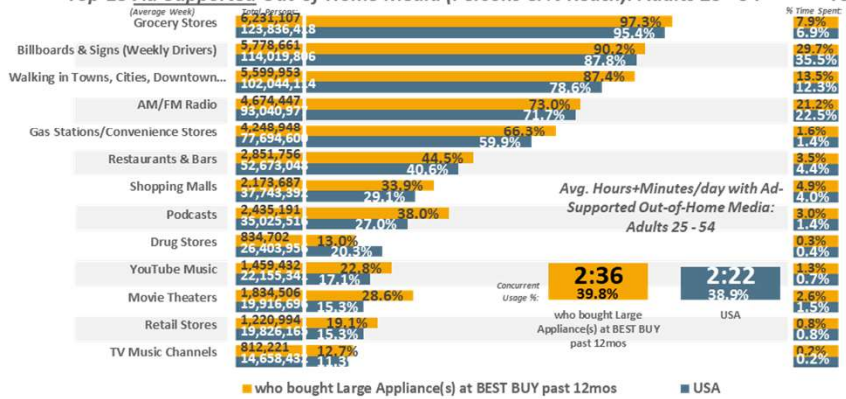
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



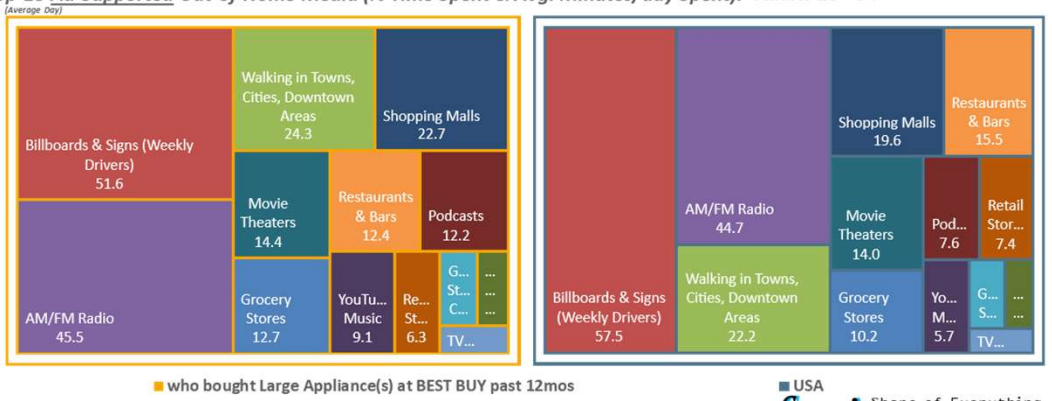
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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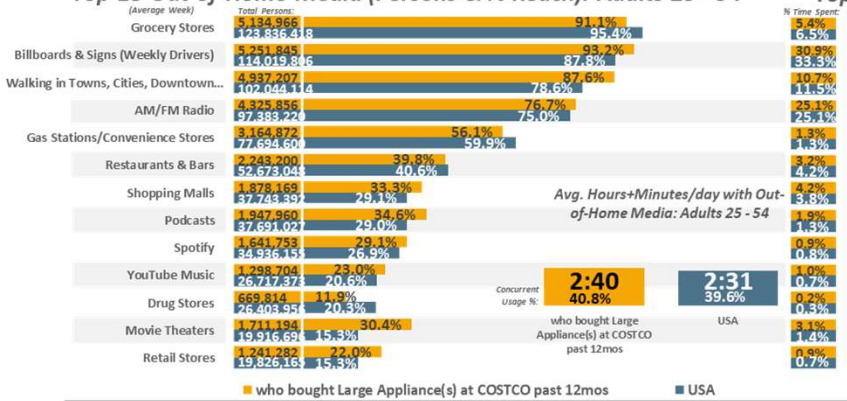
Large appliance:Stores bought past 12 months (HHLD): Best Buy

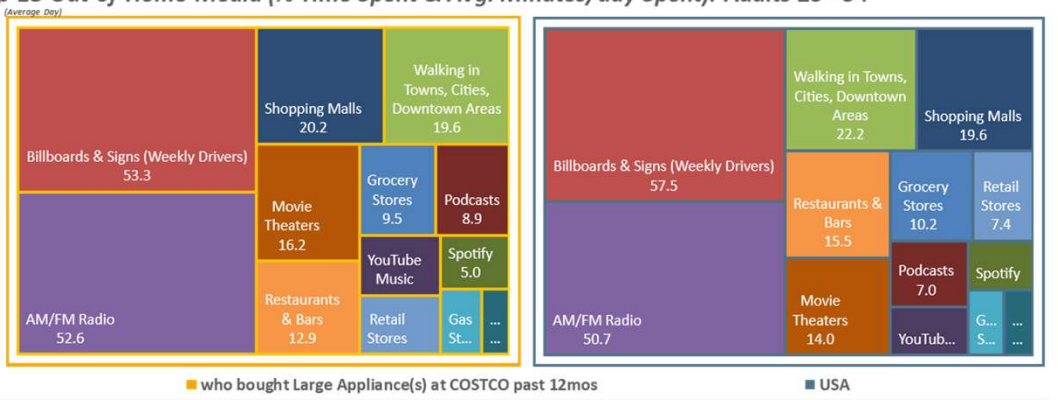


5,251,845 or 93.2% of Adults 25 - 54 who bought Large Appliance(s) at COSTCO past 12mos spend an average of 53.3 minutes per day driving, seeing Billboards and Signs. 72.4% Listen to Local Radio Stations Out-of-Home for an average of 47.2 minutes/day.

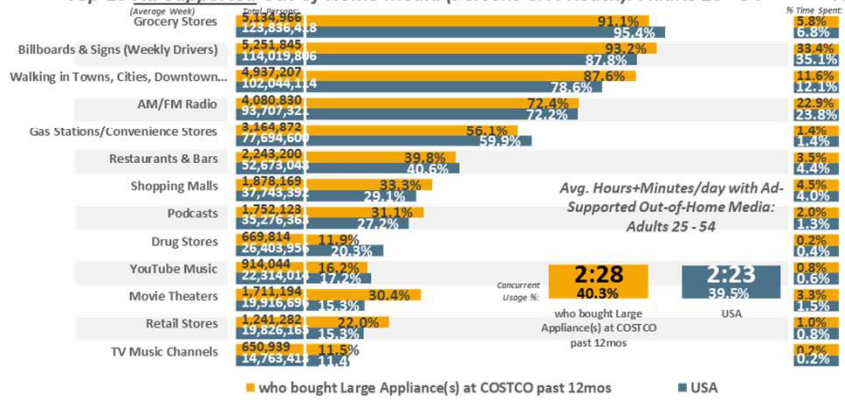
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



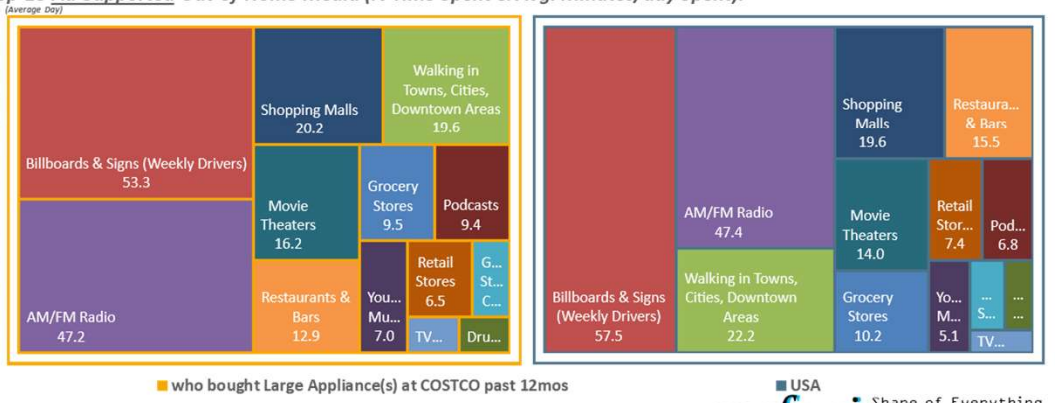
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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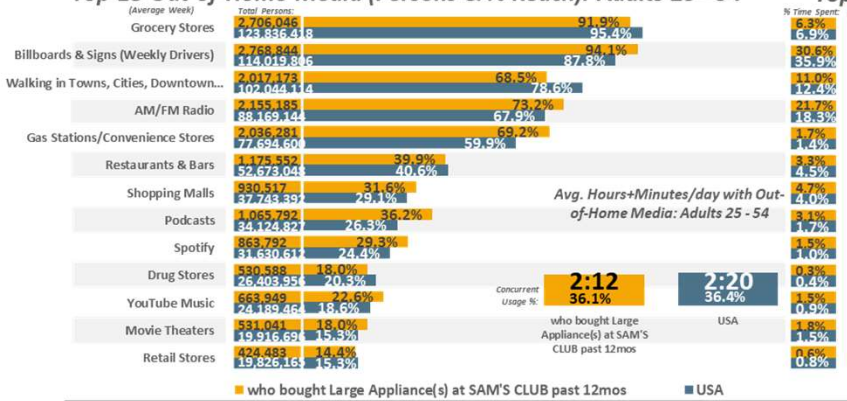
Large appliance:Stores bought past 12 months (HHLD): Costco

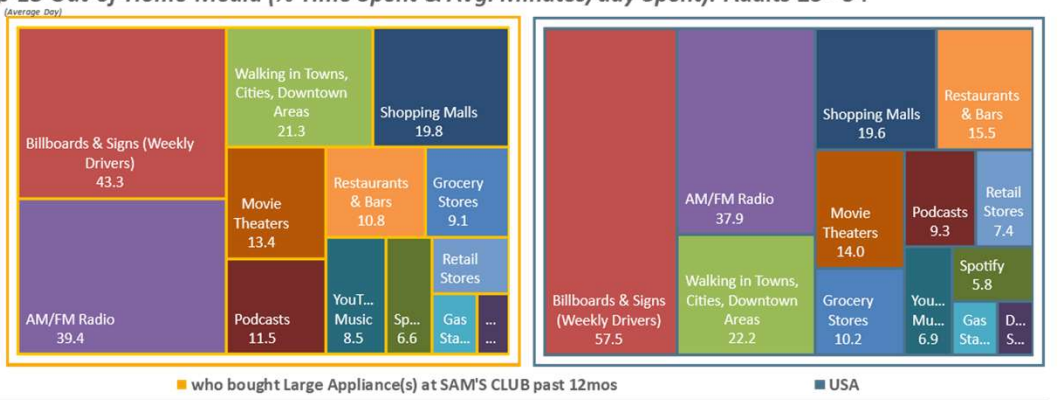


2,768,844 or 94.1% of Adults 25 - 54 who bought Large Appliance(s) at SAM'S CLUB past 12mos spend an average of 43.3 minutes per day driving, seeing Billboards and Signs. 70.5% Listen to Local Radio Stations Out-of-Home for an average of 36.3 minutes/day.

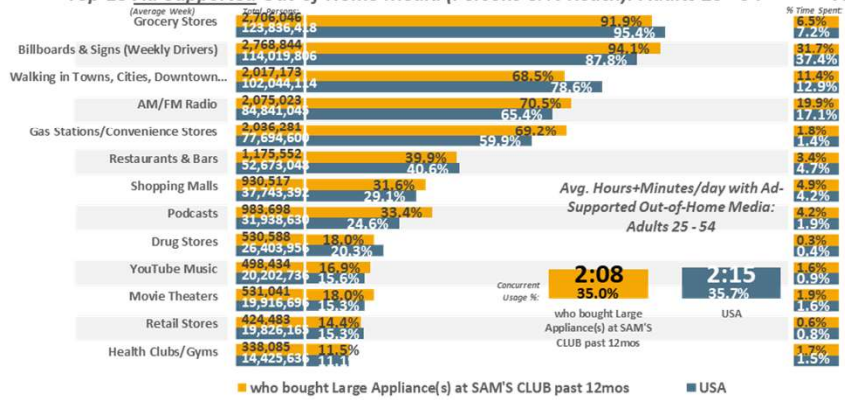
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



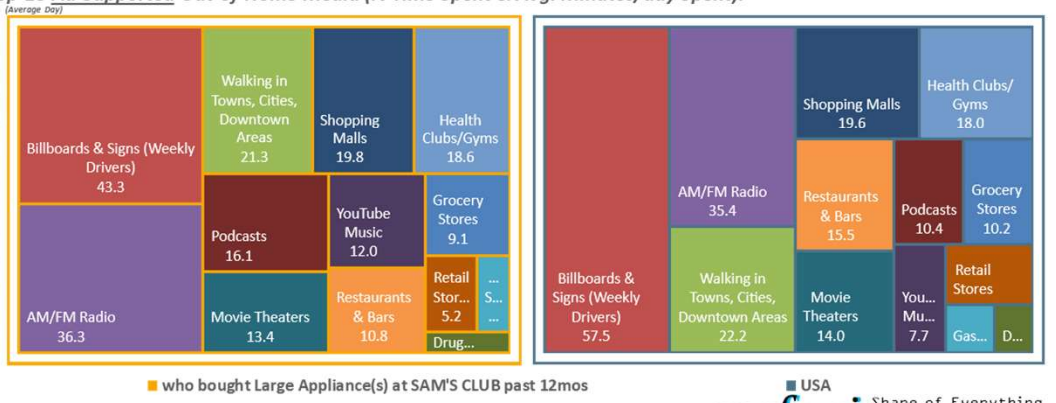
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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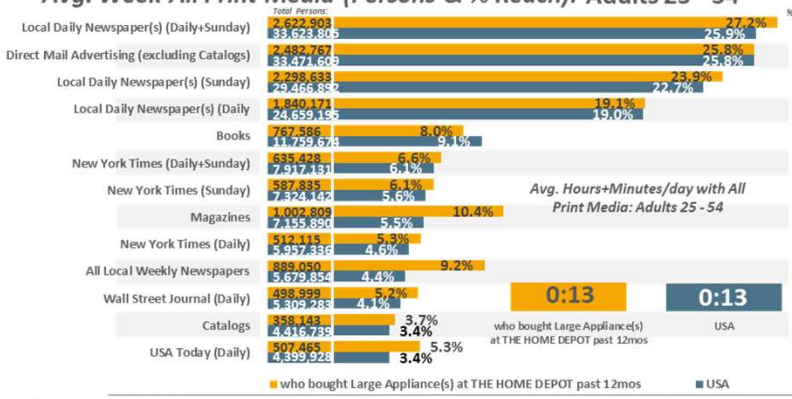
Large appliance:Stores bought past 12 months (HHLD): Sam's Club

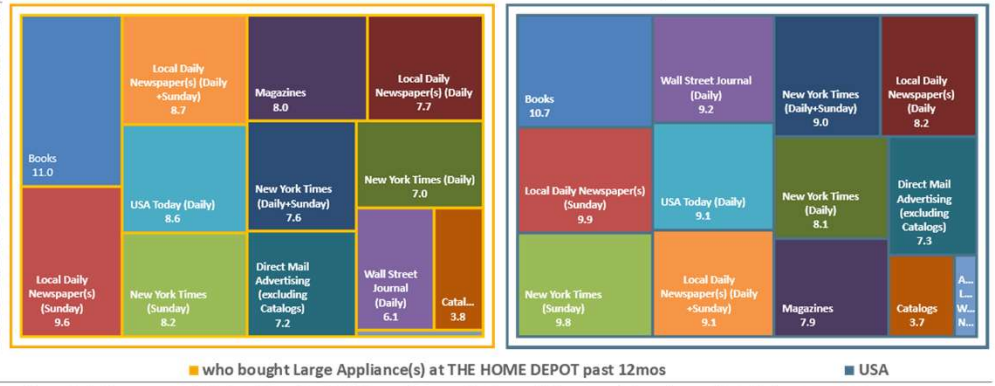


2,622,903 or 27.2% of Adults 25 - 54 who bought Large Appliance(s) at THE HOME DEPOT past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 29.1% of all time spent daily with All forms of Print Media.

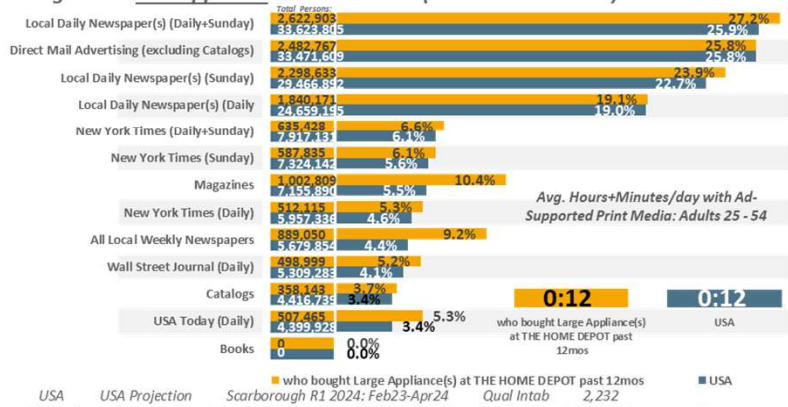
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



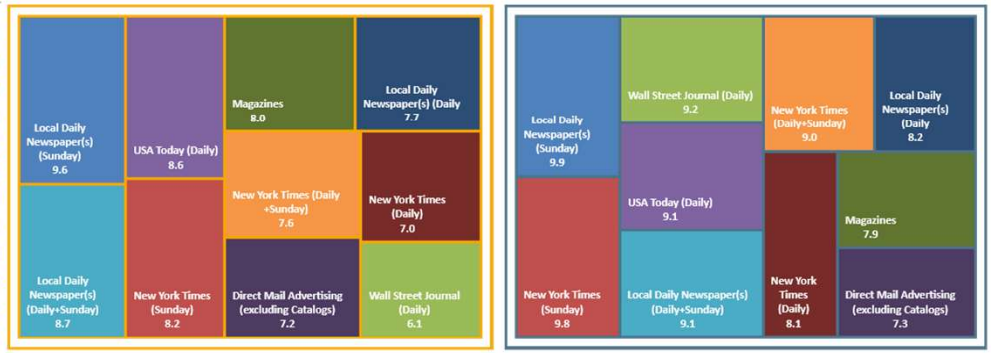
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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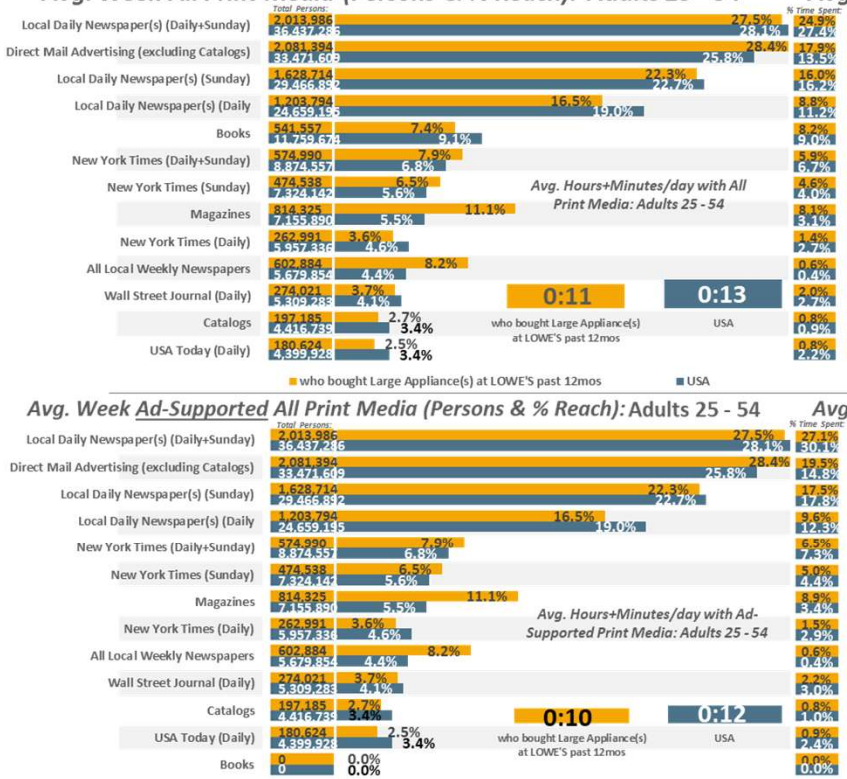
Large appliance:Stores bought past 12 months (HHLD): The Home Depot



2,013,986 or 27.5% of Adults 25 - 54 who bought Large Appliance(s) at LOWE'S past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 27.1% 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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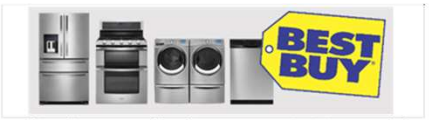
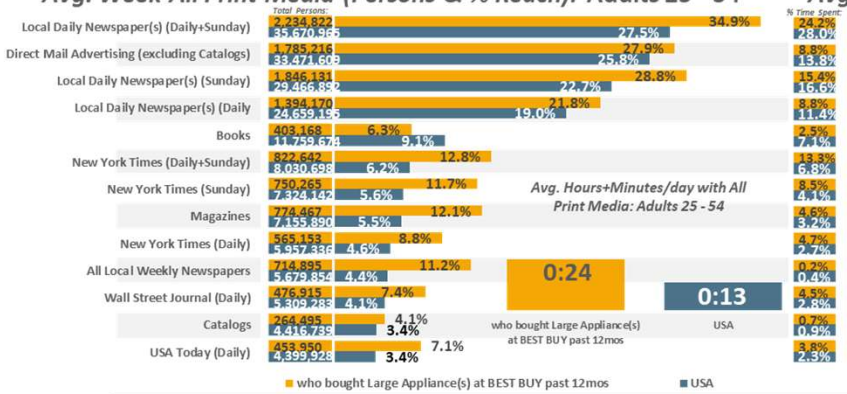
Large appliance:Stores bought past 12 months (HHLD): Lowe's

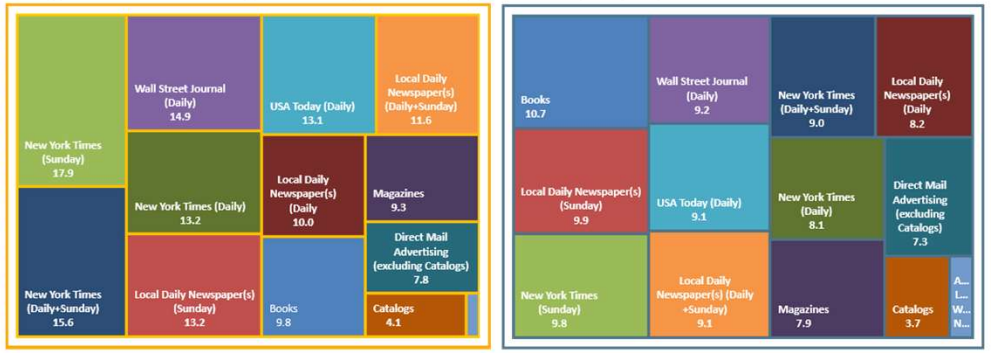


2,234,822 or 34.9% of Adults 25 - 54 who bought Large Appliance(s) at BEST BUY past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.6 minutes every day representing 24.8% of all time spent daily with All forms of Print Media.

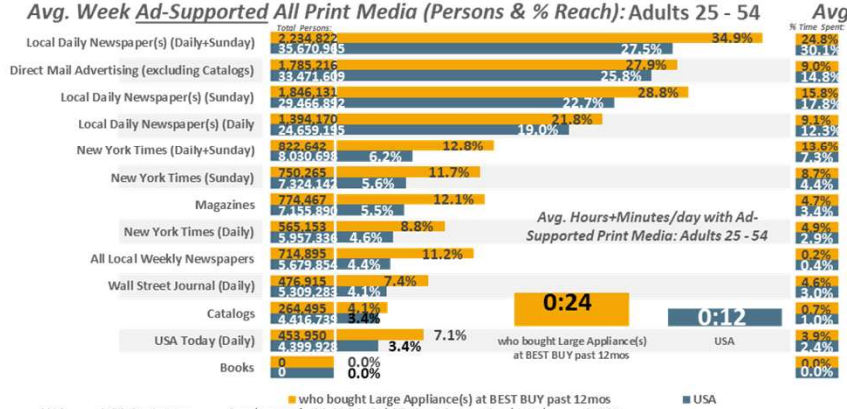
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



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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Large appliance:Stores bought past 12 months (HHLD): Best Buy

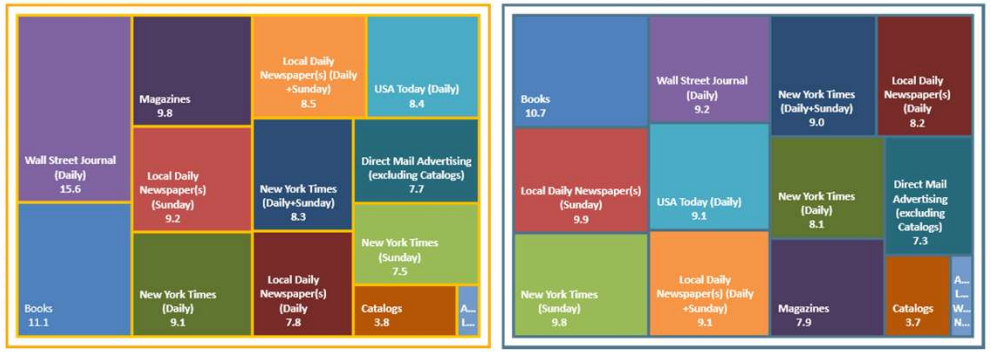


1,705,348 or 30.3% of Adults 25 - 54 who bought Large Appliance(s) at COSTCO past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 25.3% of all time spent daily with All forms of Print Media.

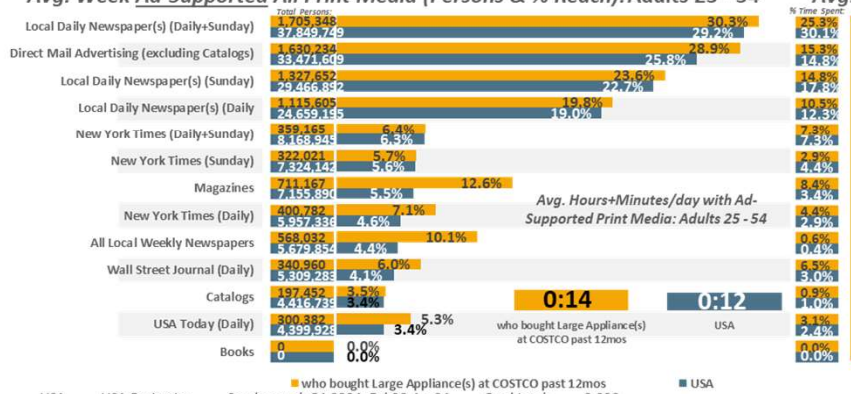
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



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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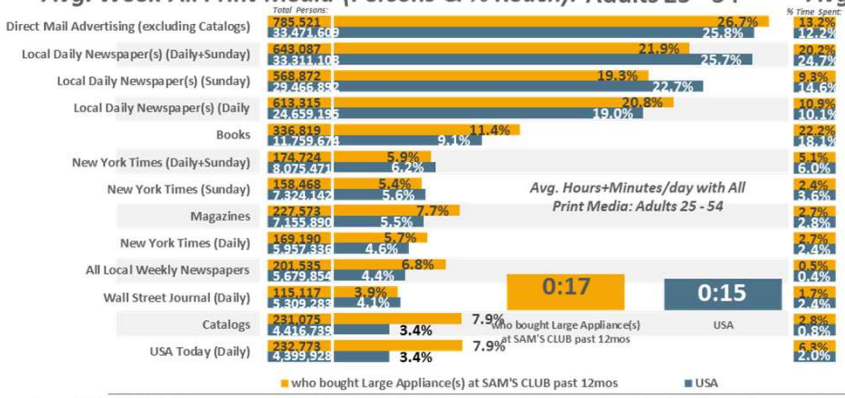
Large appliance:Stores bought past 12 months (HHLD): Costco

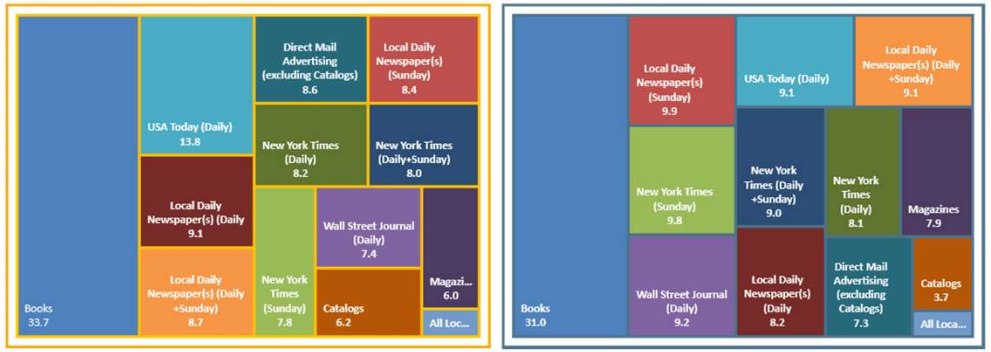


643,087 or 21.9% of Adults 25 - 54 who bought Large Appliance(s) at SAM'S CLUB past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 26.% of all time spent daily with All forms of Print Media.

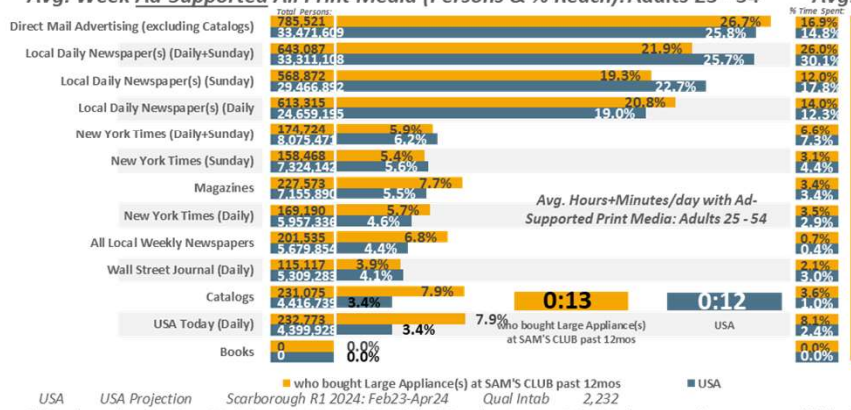
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



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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Large appliance:Stores bought past 12 months (HHLD): Sam's Club