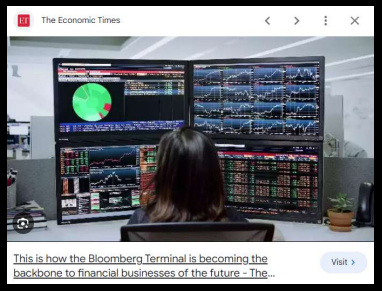
USA –FIVE Types of P25-54 past 3 months IKEA Shoppers!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P25-54 past 3 months IKEA Shoppers Shopping for Home Accessories, a New Mattress, New Furniture a New Kitchen, or a New Bathroom as of April 2024!



IKEA®



HOME ACCESSORIES



MATTRESSES



FURNITURE



NEW KITCHEN



NEW BATHROOM

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

[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Stores/services shopped past 3 months: Any home accessory store
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Furniture
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Mattress
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom

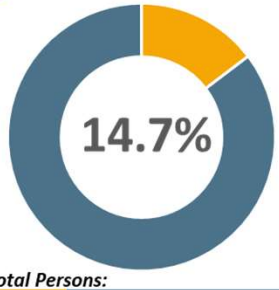
HUBBARD BROADCASTING INC. HB



Home Accessories

14.7% or 19,048,156 of USA Adults 25 - 54 shopped IKEA past 3mos for Home Accessories.
Typical Adults 25 - 54 who shopped IKEA past 3mos for Home Accessories are 39. years old (2.6% younger than average) and have a $135,895 (36.3% higher than average) annual household income.

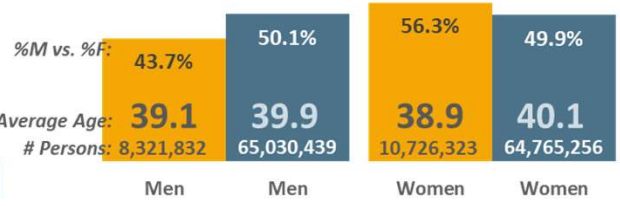
Percent of Market: Adults 25 - 54



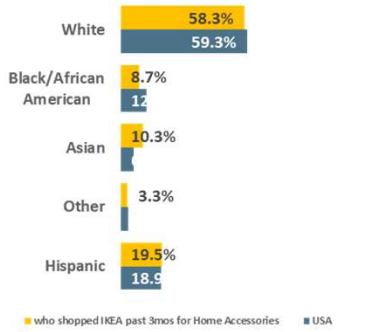
Total Persons:

19,048,156 | 110,747,539

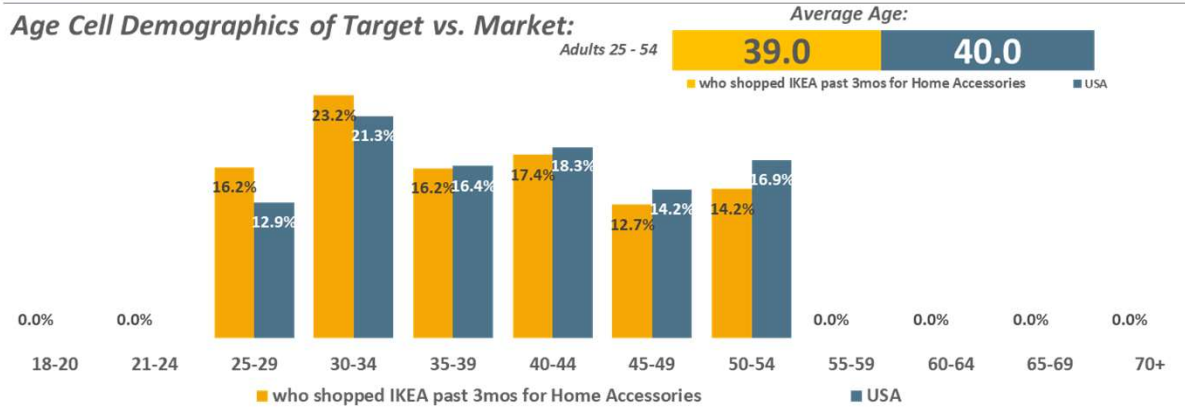
Gender of Target vs. Market: Adults 25 - 54



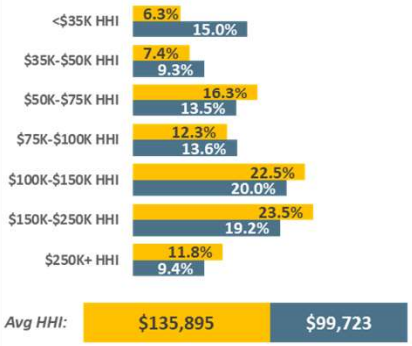
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

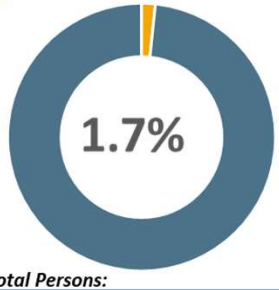
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Stores/services shopped past 3 months: Any home accessory store



New Mattress

1.7% or 2,142,211 of USA Adults 25 - 54 shopped IKEA past 3mos for a New Mattress.
Typical Adults 25 - 54 who shopped IKEA past 3mos for a New Mattress are 41.4 years old (3.5% older than average) and have a $144,615 (45.% higher than average) annual household income.

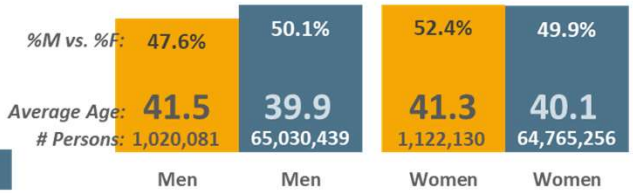
Percent of Market: Adults 25 - 54



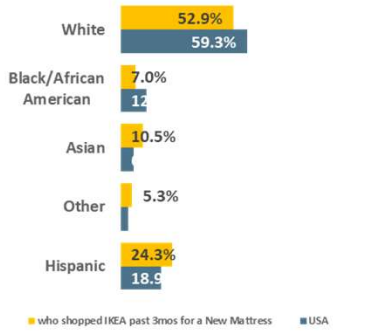
Total Persons:

2,142,211 | 127,653,484

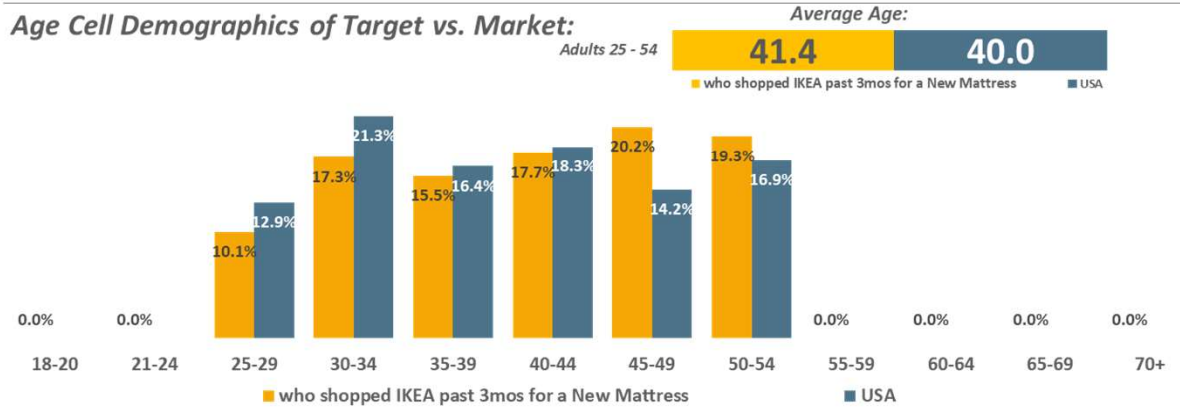
Gender of Target vs. Market: Adults 25 - 54



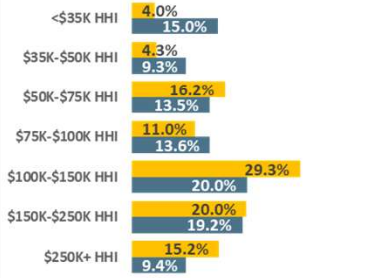
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $144,615 | $99,723

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

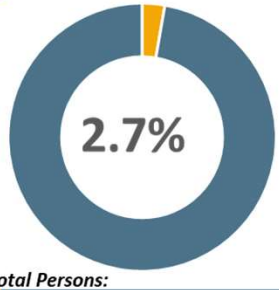
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Mattress



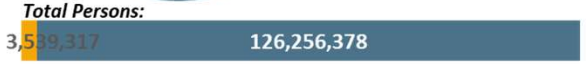
New Furniture

2.7% or 3,539,317 of USA Adults 25 - 54 shopped IKEA past 3mos for New Furniture.
Typical Adults 25 - 54 who shopped IKEA past 3mos for New Furniture are 39.4 years old (1.6% younger than average) and have a $139,102 (39.5% higher than average) annual household income.

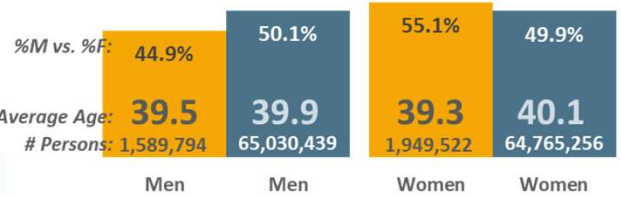
Percent of Market: Adults 25 - 54



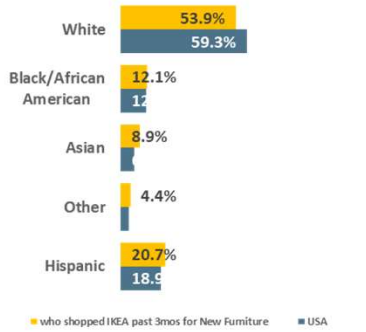
Total Persons:



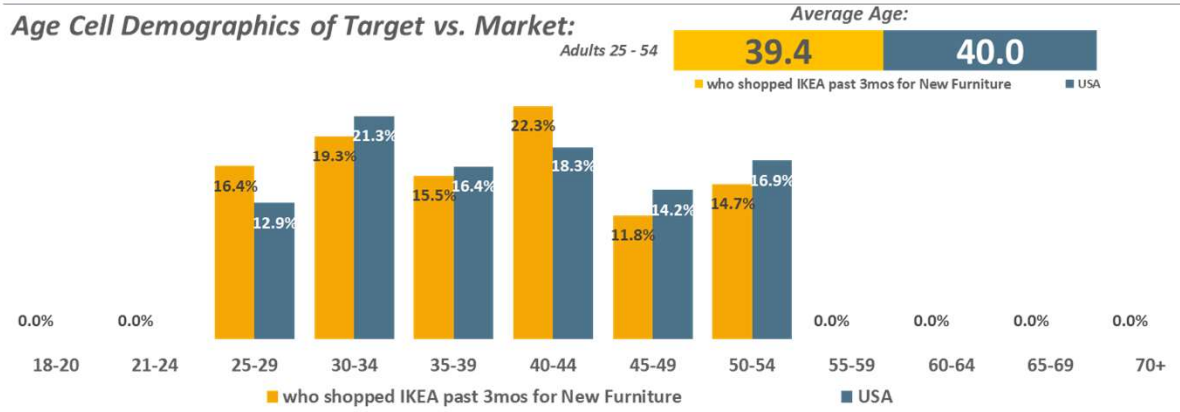
Gender of Target vs. Market: Adults 25 - 54



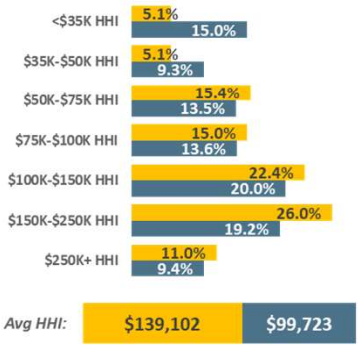
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Furniture

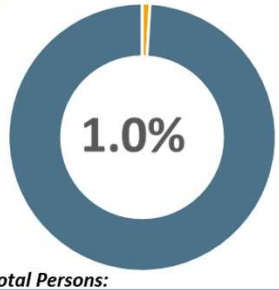


IKEA

New Kitchen

1.% or 1,235,379 of USA Adults 25 - 54 shopped IKEA past 3mos for a New Kitchen.
Typical Adults 25 - 54 who shopped IKEA past 3mos for a New Kitchen are 39.3 years old (1.9% younger than average) and have a $148,049 (48.5% higher than average) annual household income.

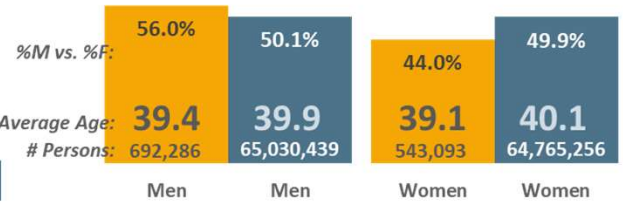
Percent of Market: Adults 25 - 54



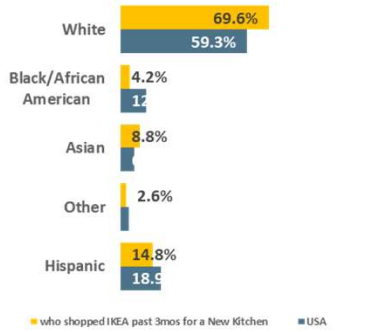
Total Persons:

1,235,379 | 128,560,316

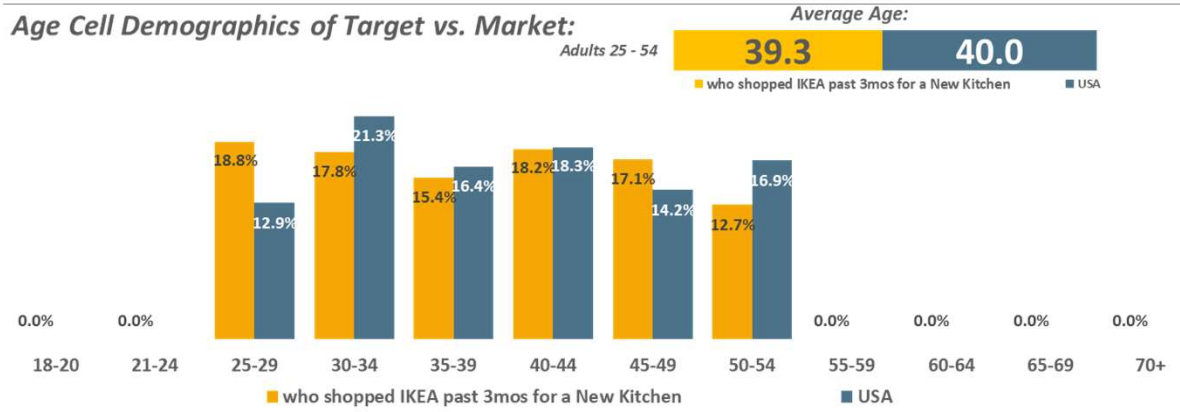
Gender of Target vs. Market: Adults 25 - 54



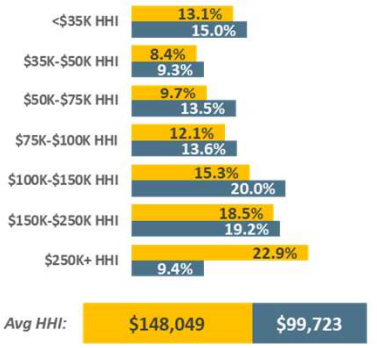
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen

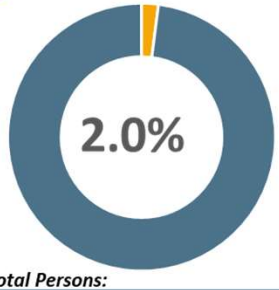


IKEA

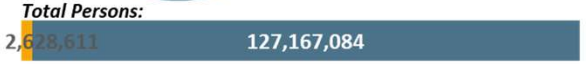
New Bathroom

2.% or 2,628,611 of USA Adults 25 - 54 shopped IKEA past 3mos for a New Bathroom.
Typical Adults 25 - 54 who shopped IKEA past 3mos for a New Bathroom are 40.2 years old (.6% older than average) and have a $159,625 (60.1% higher than average) annual household income.

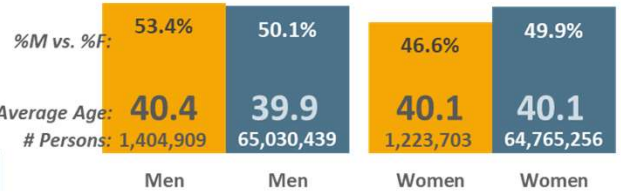
Percent of Market: Adults 25 - 54



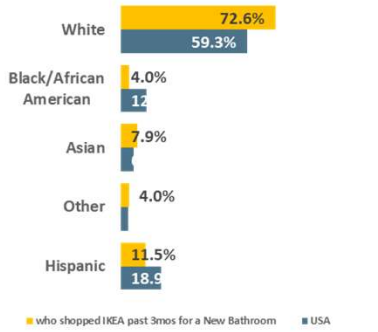
Total Persons:



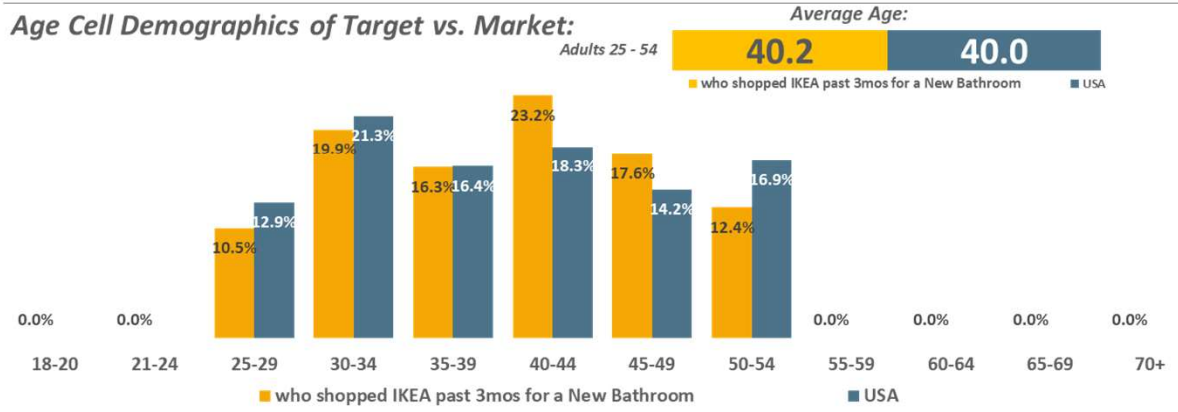
Gender of Target vs. Market: Adults 25 - 54



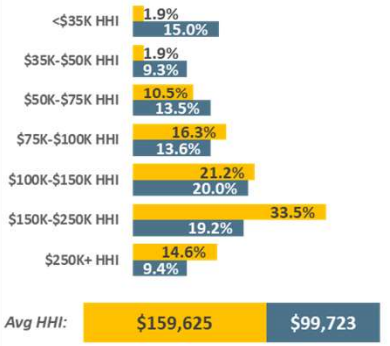
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

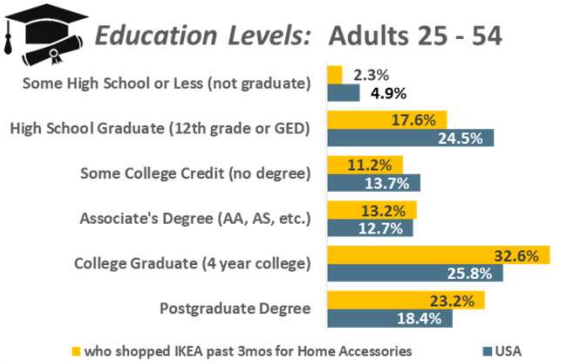
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom



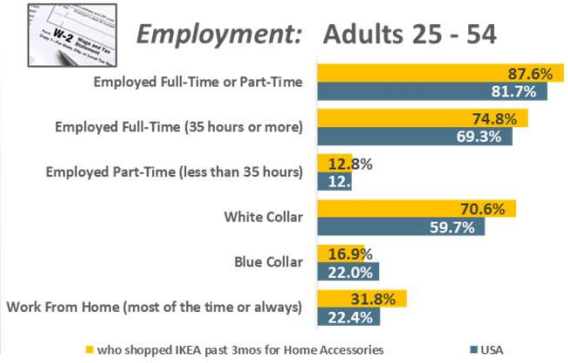
Home Accessories

14.7% or 19,048,156 of USA Adults 25 - 54 shopped IKEA past 3mos for Home Accessories.
Adults 25 - 54 who shopped IKEA past 3mos for Home Accessories are 26.% more likely to be a college graduate, 7.9% more likely to work full-time, 13.4% more likely to be married, 6.2% more likely to be a parent of 1 or more children under 18.

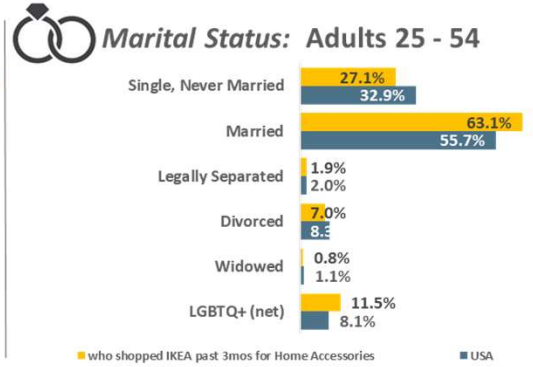
Education Levels: Adults 25 - 54



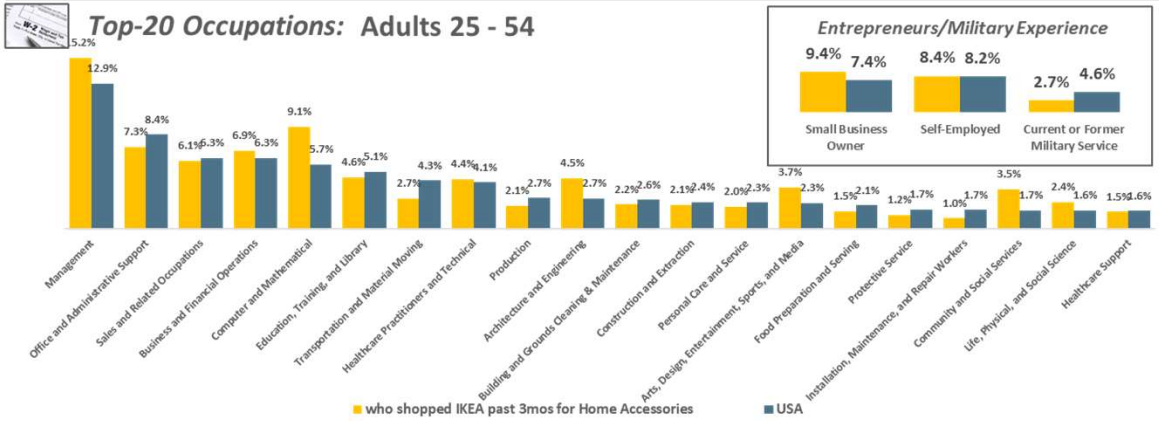
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

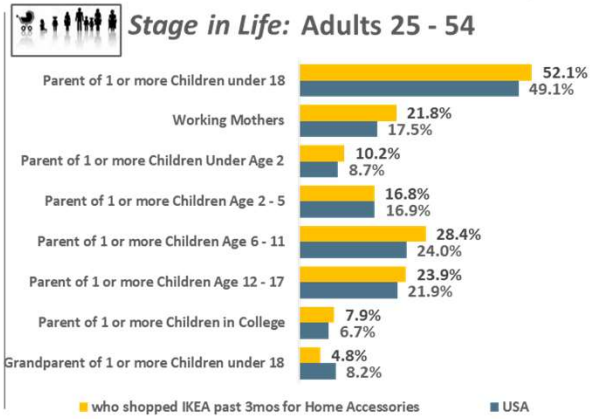


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

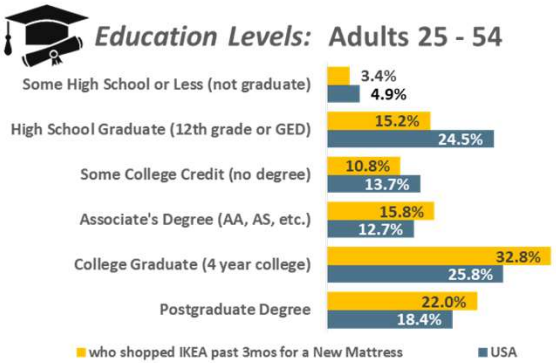
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Stores/services shopped past 3 months: Any home accessory store



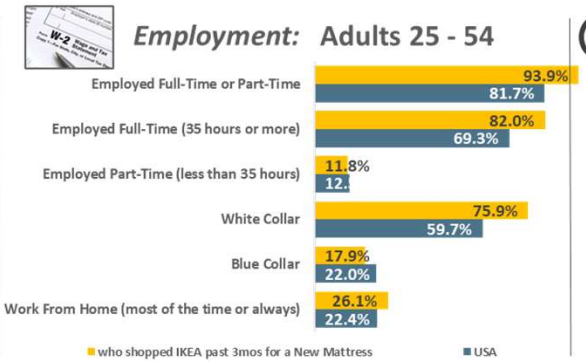
New Mattress

1.7% or 2,142,211 of USA Adults 25 - 54 shopped IKEA past 3mos for a New Mattress.
Adults 25 - 54 who shopped IKEA past 3mos for a New Mattress are 23.8% more likely to be a college graduate, 18.4% more likely to work full-time, 7.7% more likely to be married, 7.% less likely to be a grandparent of 1 or more children under 18.

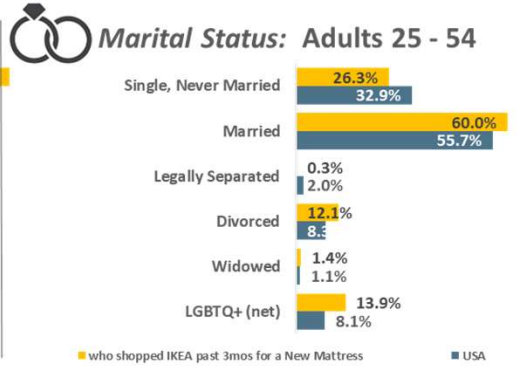
Education Levels: Adults 25 - 54



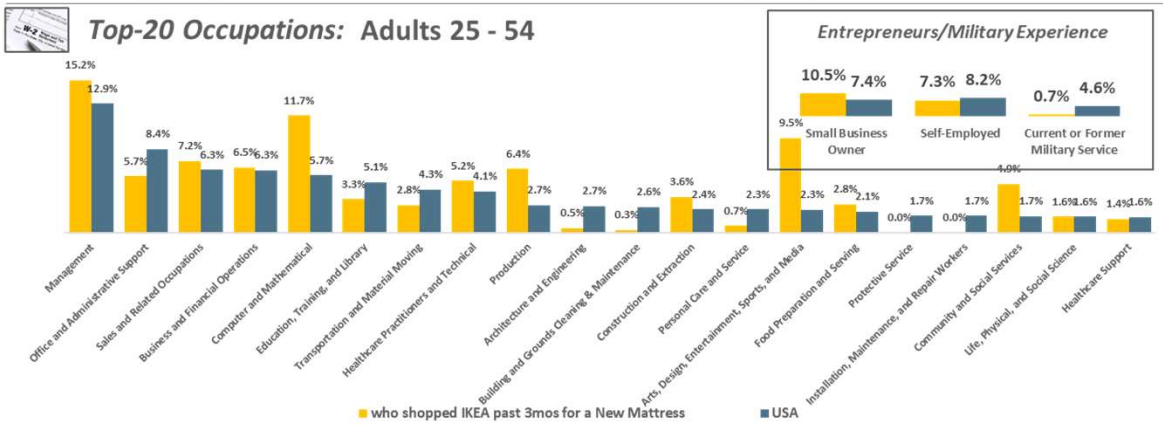
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

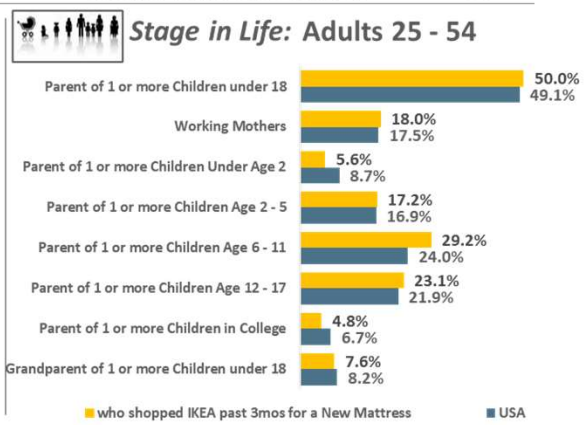


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Mattress

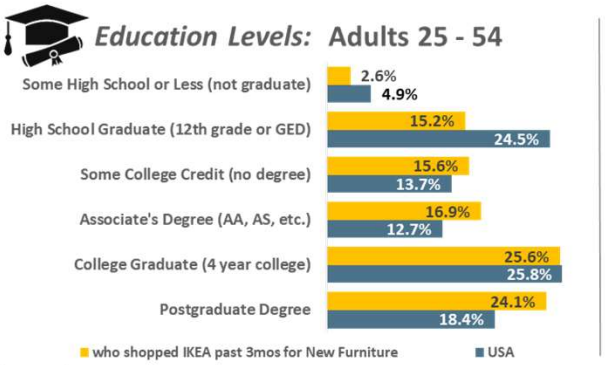


IKEA

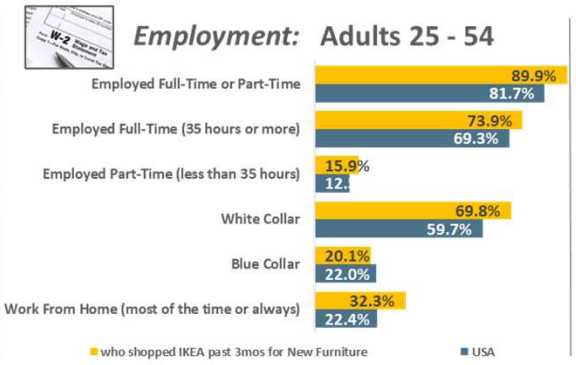
New Furniture

2.7% or 3,539,317 of USA Adults 25 - 54 shopped IKEA past 3mos for New Furniture.
Adults 25 - 54 who shopped IKEA past 3mos for New Furniture are 12.2% more likely to be a college graduate, 6.7% more likely to work full-time, 2.6% less likely to be married, 1.5% more likely to be a parent of 1 or more children under 18.

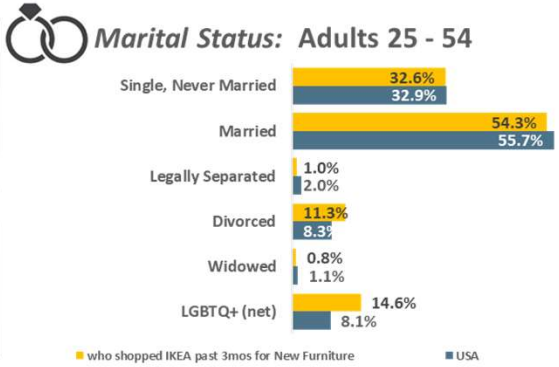
Education Levels: Adults 25 - 54



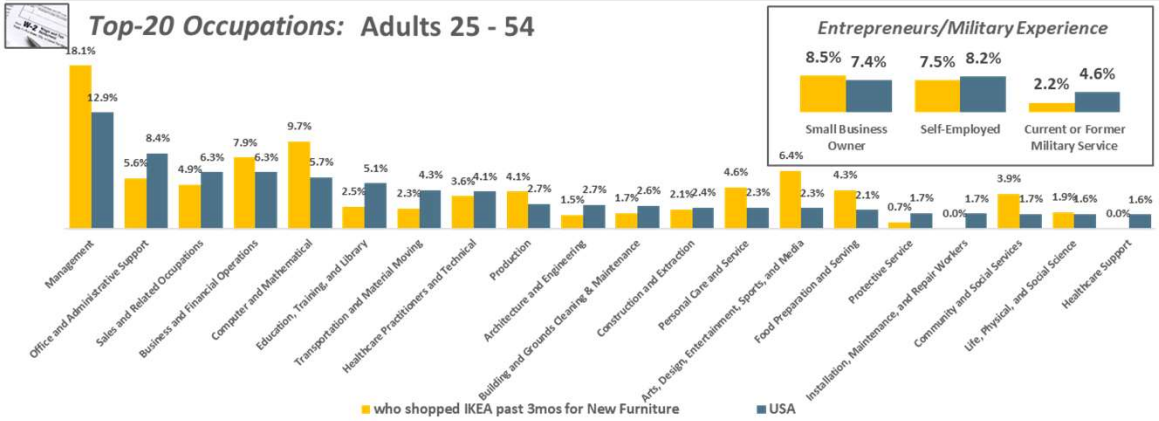
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

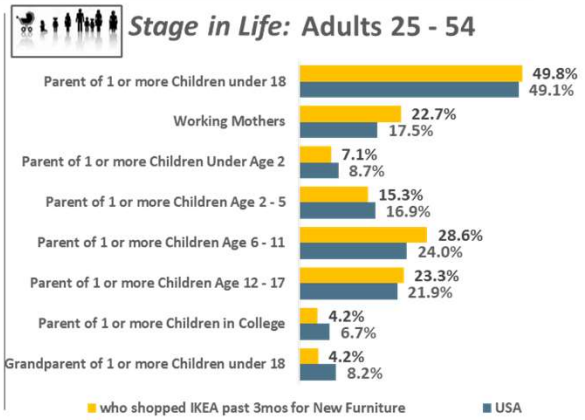


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

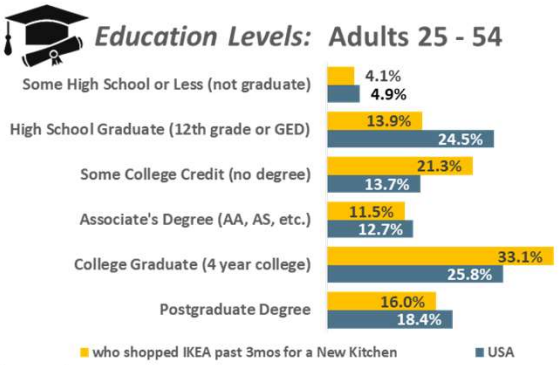
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Furniture



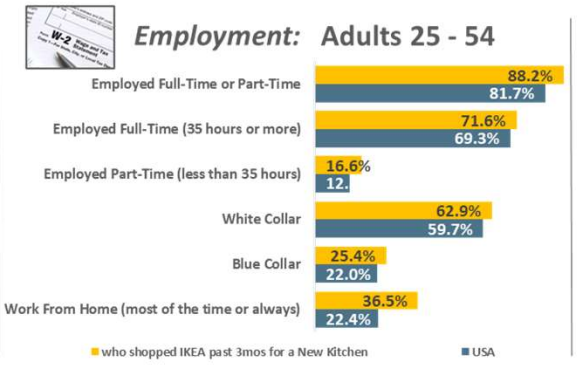
New Kitchen

1.% or 1,235,379 of USA Adults 25 - 54 shopped IKEA past 3mos for a New Kitchen.
Adults 25 - 54 who shopped IKEA past 3mos for a New Kitchen are 11.1% more likely to be a college graduate, 3.4% more likely to work full-time, 2.1% less likely to be married, 54.1% less likely to be a grandparent of 1 or more children under 18.

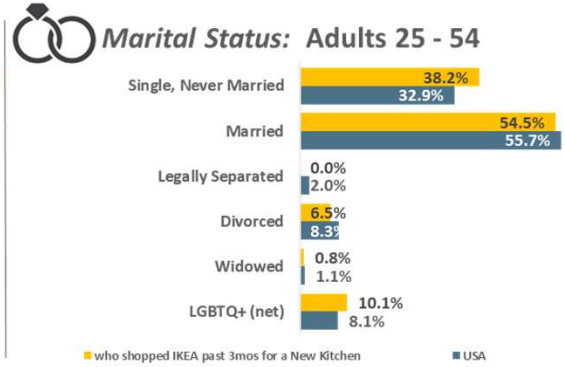
Education Levels: Adults 25 - 54



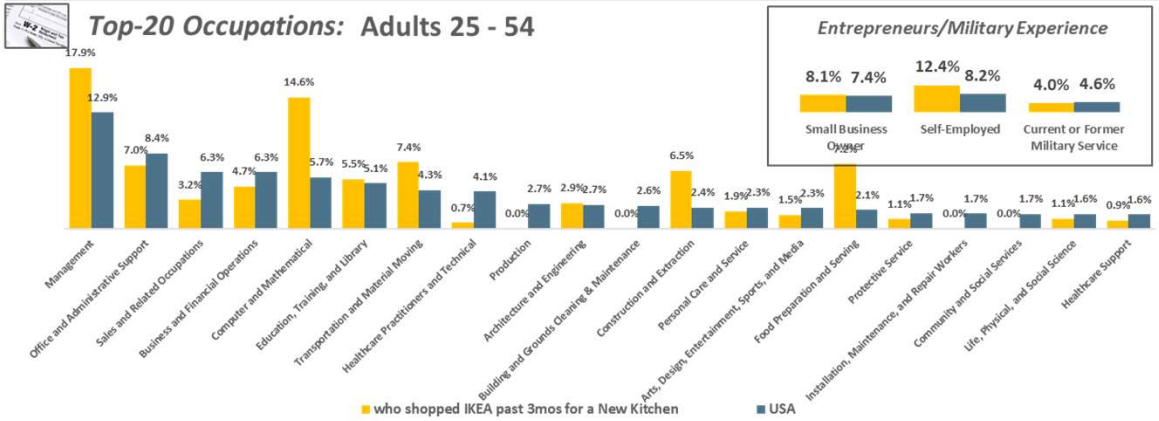
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

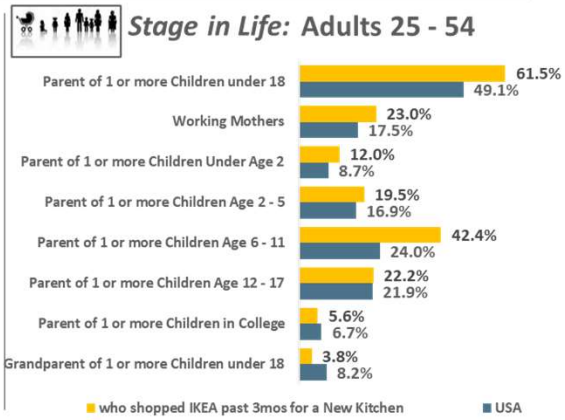


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



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USA Jan23-Feb24 USA Projection Qual Intab 9,480

[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen

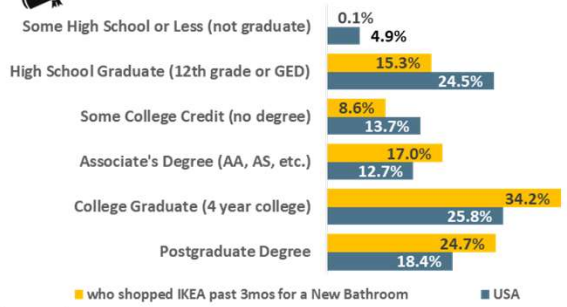


IKEA

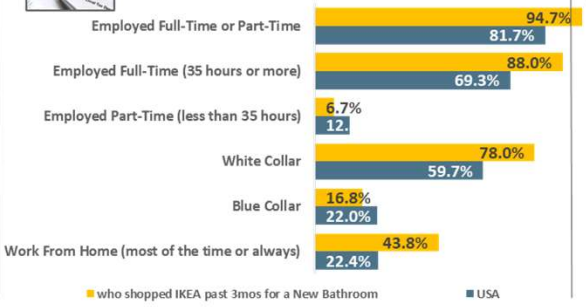
New Bathroom

2.% or 2,628,611 of USA Adults 25 - 54 shopped IKEA past 3mos for a New Bathroom.
Adults 25 - 54 who shopped IKEA past 3mos for a New Bathroom are 33.3% more likely to be a college graduate, 27.% more likely to work full-time, 41.9% more likely to be married, 57.6% less likely to be a grandparent of 1 or more children under 18.

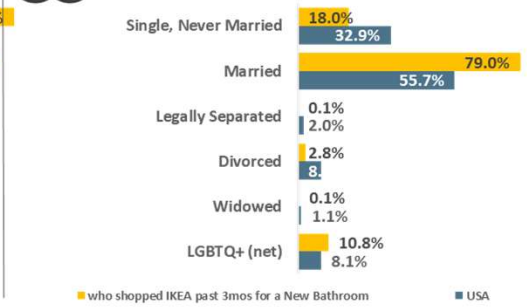
Education Levels: Adults 25 - 54



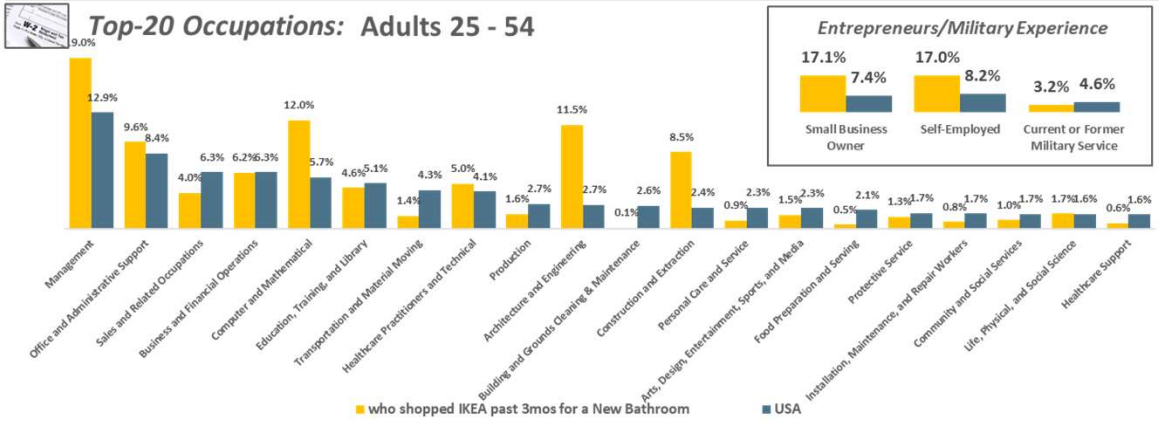
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

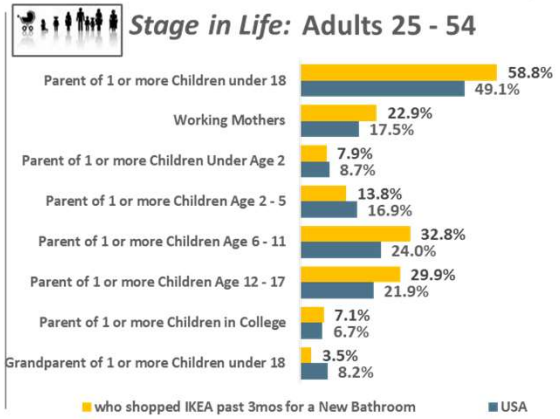


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



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USA Jan23-Feb24 USA Projection Qual Intab 9,480

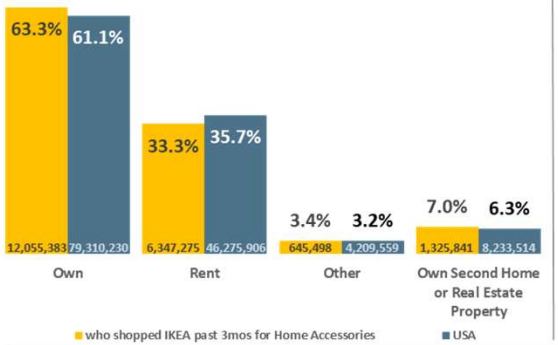
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom



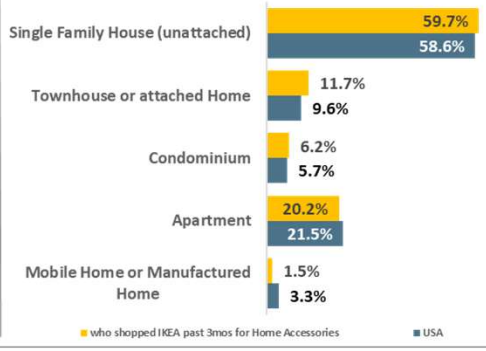
Home Accessories

14.7% or 19,048,156 of USA Adults 25 - 54 shopped IKEA past 3mos for Home Accessories.
Adults 25 - 54 who shopped IKEA past 3mos for Home Accessories are 3.6% more likely to own their home, 26.6% more likely to own a higher valued home, 1.8% more likely to have a single-family home, 1.8% more likely to have a dog.

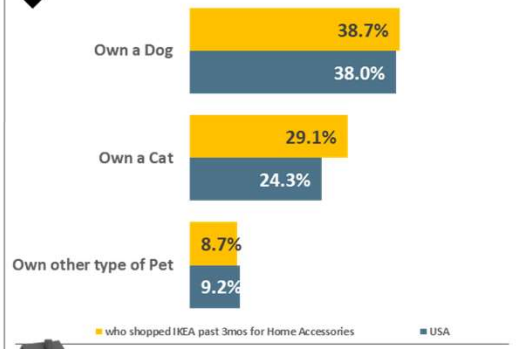
Own/Rent/Other: Adults 25 - 54



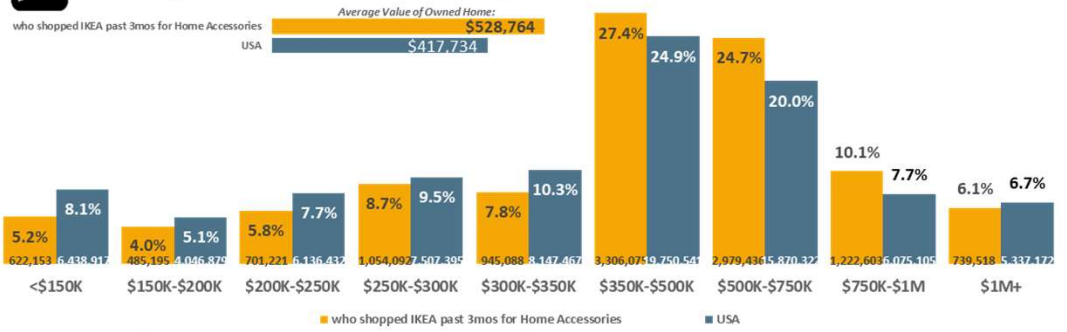
Type of Home: Adults 25 - 54



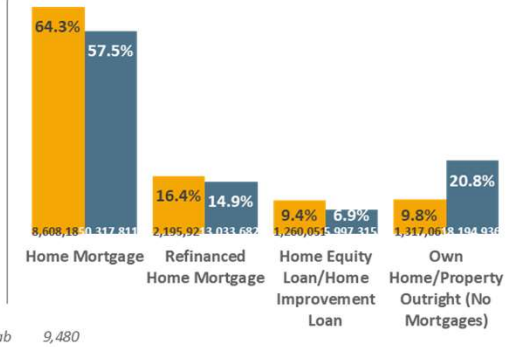
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,436*

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

[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Stores/services shopped past 3 months: Any home accessory store



IKEA

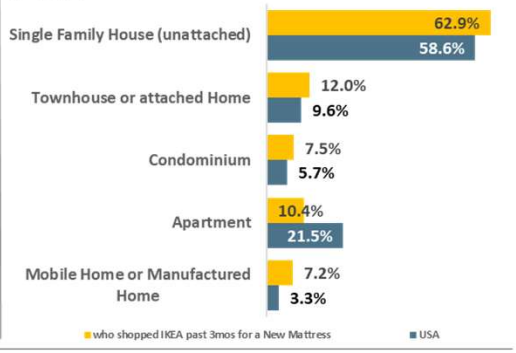
New Mattress

1.7% or 2,142,211 of USA Adults 25 - 54 shopped IKEA past 3mos for a New Mattress.
Adults 25 - 54 who shopped IKEA past 3mos for a New Mattress are 19.5% more likely to own their home, 32.7% more likely to own a higher valued home, 7.3% more likely to have a single-family home, 10.4% more likely to have a dog.

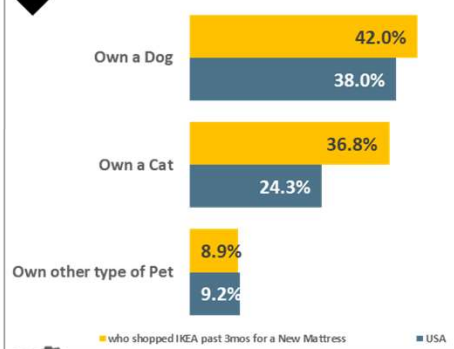
Own/Rent/Other: Adults 25 - 54



Type of Home: Adults 25 - 54



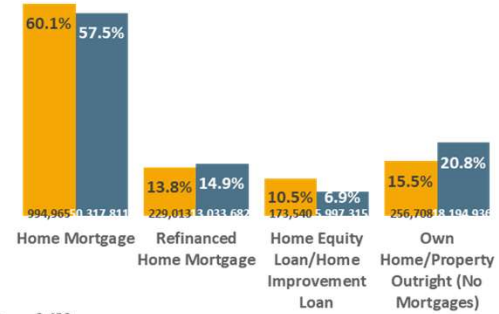
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

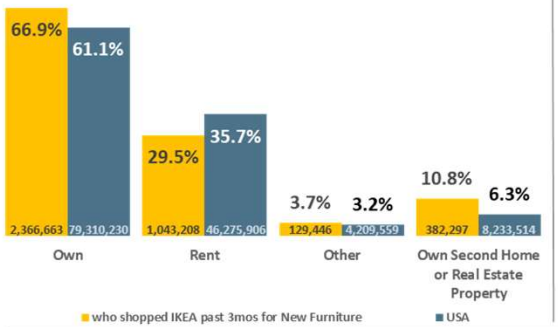
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Mattress



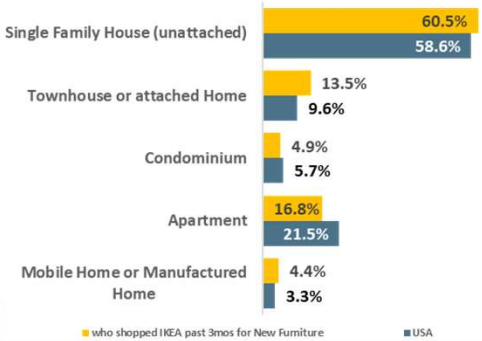
New Furniture

2.7% or 3,539,317 of USA Adults 25 - 54 shopped IKEA past 3mos for New Furniture.
Adults 25 - 54 who shopped IKEA past 3mos for New Furniture are 9.4% more likely to own their home, 34.1% more likely to own a higher valued home, 3.2% more likely to have a single-family home, .5% more likely to have a dog.

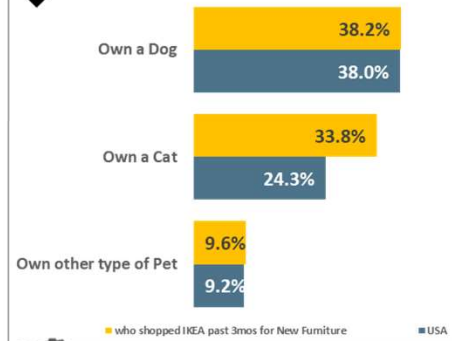
Own/Rent/Other: Adults 25 - 54



Type of Home: Adults 25 - 54



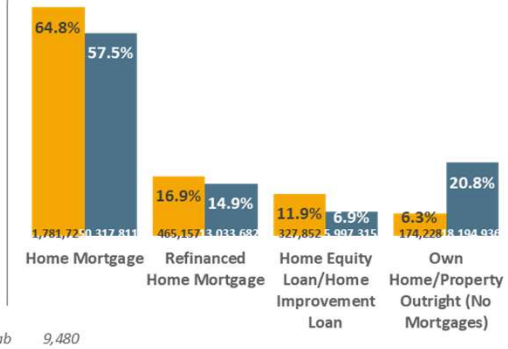
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



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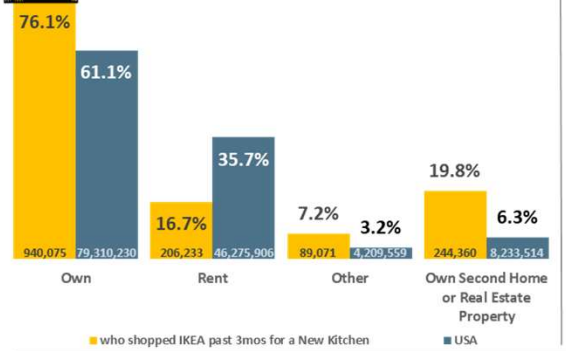
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Furniture



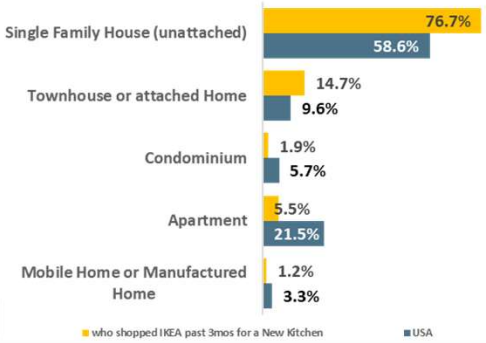
New Kitchen

1.% or 1,235,379 of USA Adults 25 - 54 shopped IKEA past 3mos for a New Kitchen.
Adults 25 - 54 who shopped IKEA past 3mos for a New Kitchen are 24.5% more likely to own their home, 31.2% more likely to own a higher valued home, 30.9% more likely to have a single-family home, 37.2% more likely to have a dog.

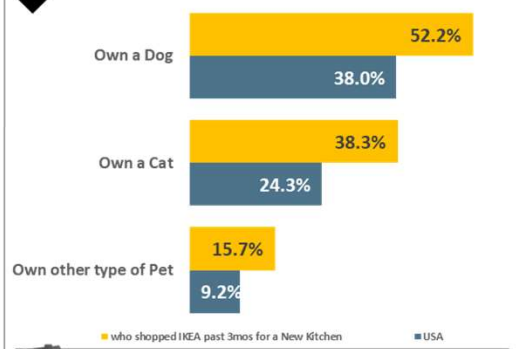
Own/Rent/Other: Adults 25 - 54



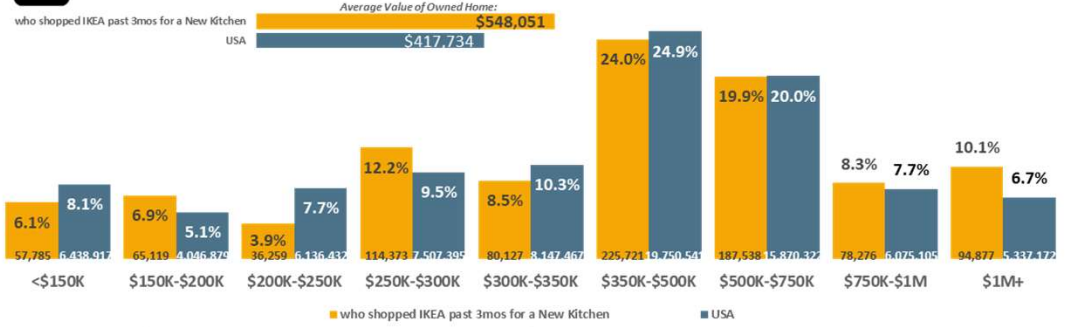
Type of Home: Adults 25 - 54



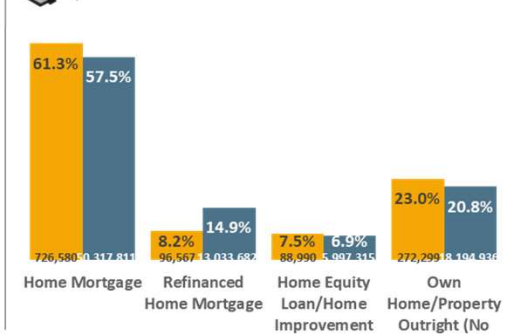
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,436*

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

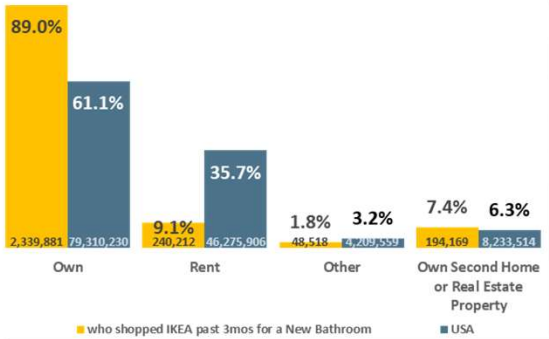
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen



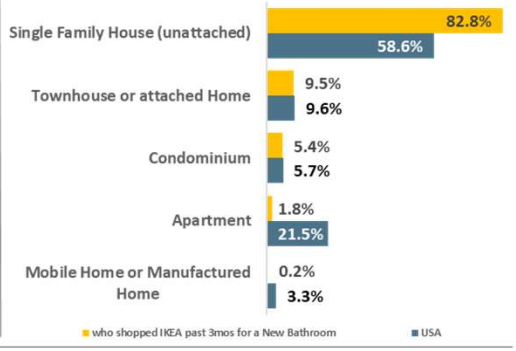
New Bathroom

2.% or 2,628,611 of USA Adults 25 - 54 shopped IKEA past 3mos for a New Bathroom.
Adults 25 - 54 who shopped IKEA past 3mos for a New Bathroom are 45.7% more likely to own their home, 27.1% more likely to own a higher valued home, 41.2% more likely to have a single-family home, 23.9% more likely to have a dog.

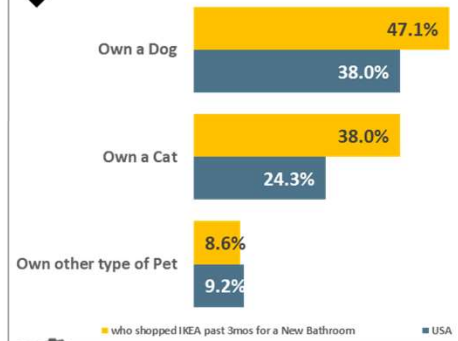
Own/Rent/Other: Adults 25 - 54



Type of Home: Adults 25 - 54



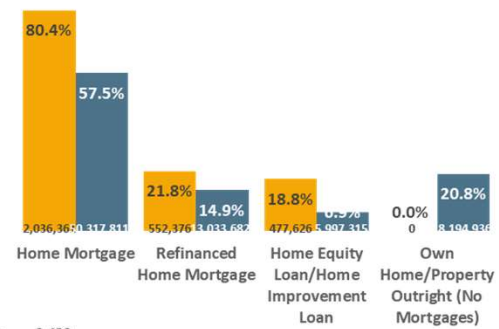
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



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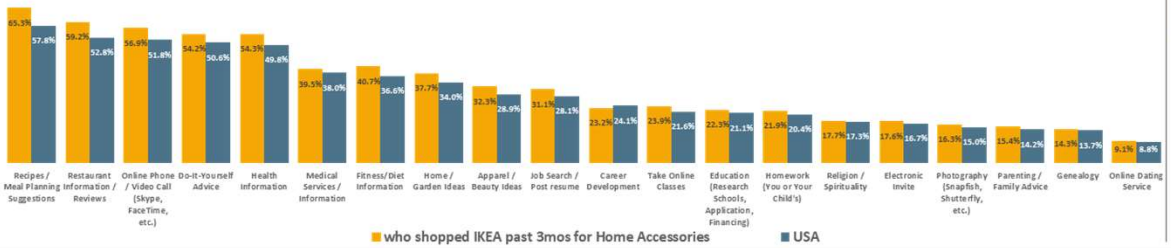
IKEA

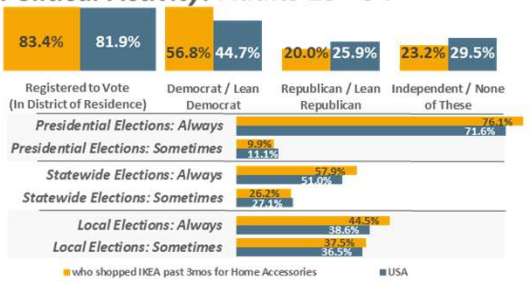
Home Accessories

14.7% or 19,048,156 of USA Adults 25 - 54 shopped IKEA past 3mos for Home Accessories.
Adults 25 - 54 who shopped IKEA past 3mos for Home Accessories are 7.1% more likely to look up D-I-Y advice online, 15.2% more likely to always vote in local elections, 16.% more likely to belong to a gym, 22.3% more likely to fly domestic past yr.

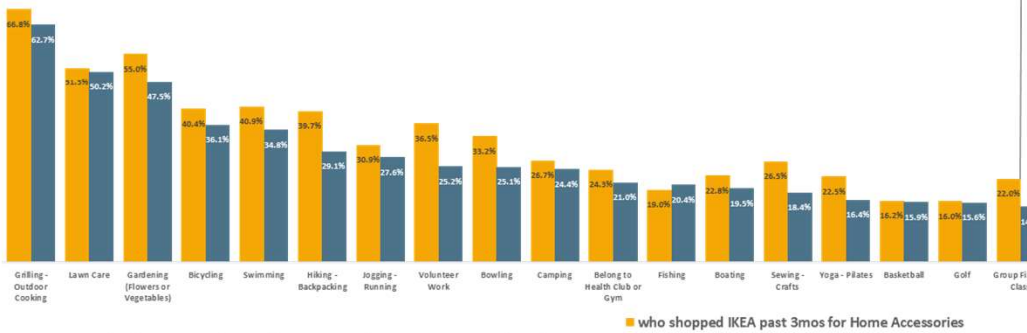
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



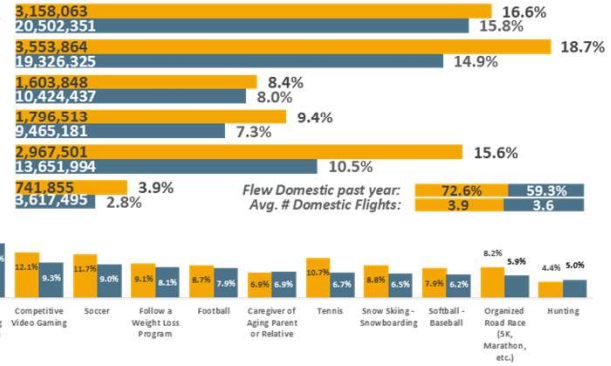
Political Activity: Adults 25 - 54



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



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



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[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Stores/services shopped past 3 months: Any home accessory store



IKEA

New Mattress

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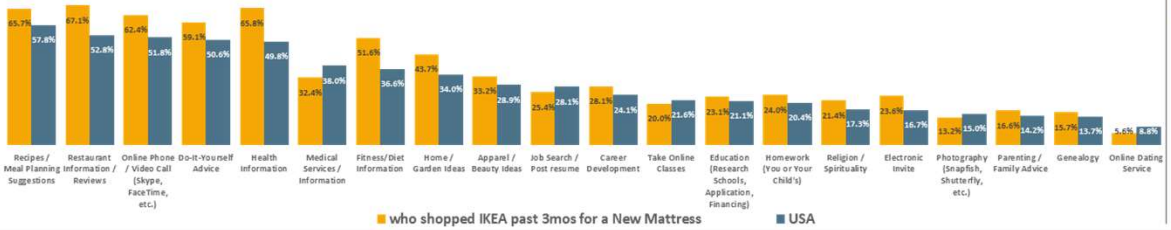
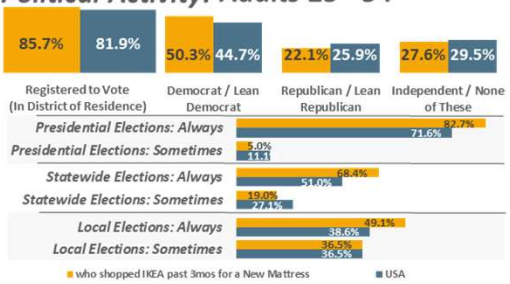
Adults 25 - 54 who shopped IKEA past 3mos for a New Mattress are 16.6% more likely to look up D-I-Y advice online, 26.9% more likely to always vote in local elections, 13.7% more likely to belong to a gym, 32.7% more likely to fly domestic past yr.

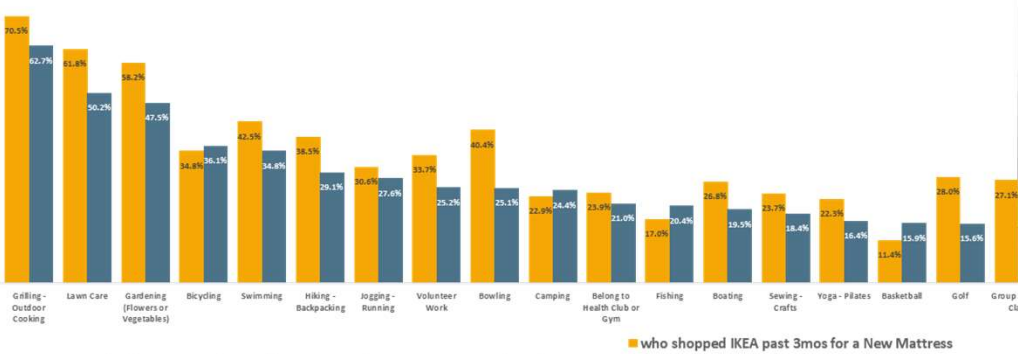
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



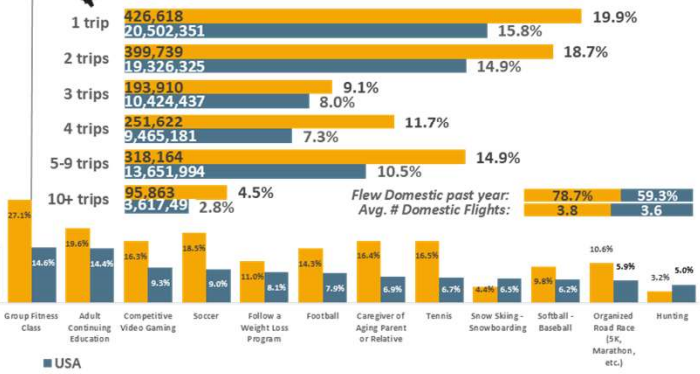
Political Activity: Adults 25 - 54



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

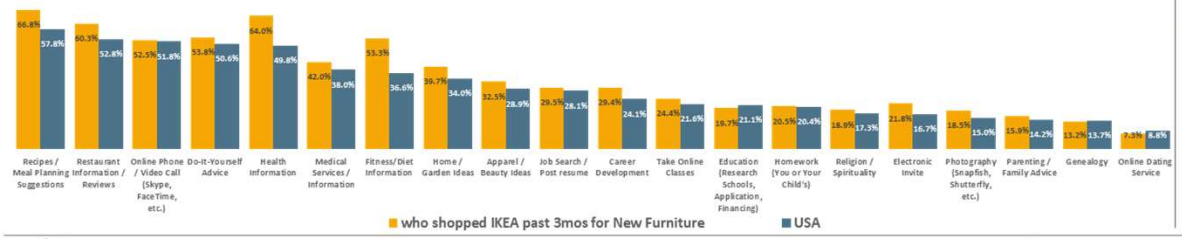
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Mattress



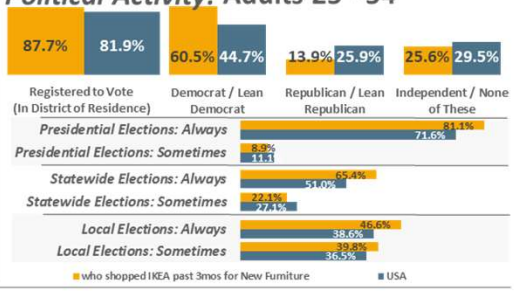
New Furniture

2.7% or 3,539,317 of USA Adults 25 - 54 shopped IKEA past 3mos for New Furniture.
Adults 25 - 54 who shopped IKEA past 3mos for New Furniture are 6.3% more likely to look up D-I-Y advice online, 20.5% more likely to always vote in local elections, 22.1% more likely to belong to a gym, 30.1% more likely to fly domestic past yr.

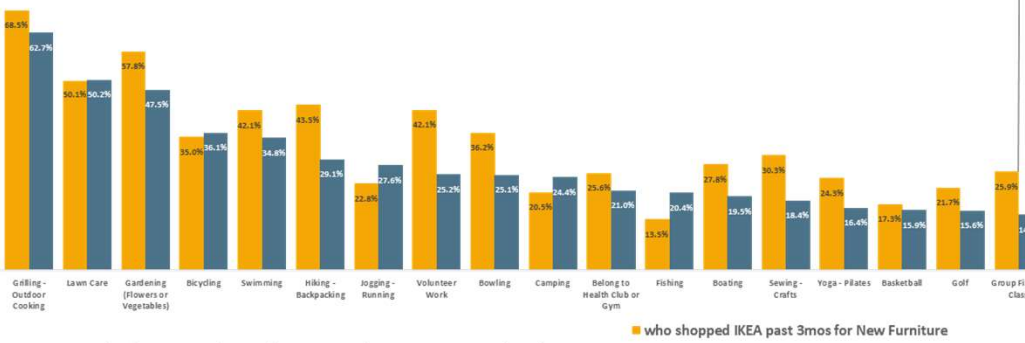
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



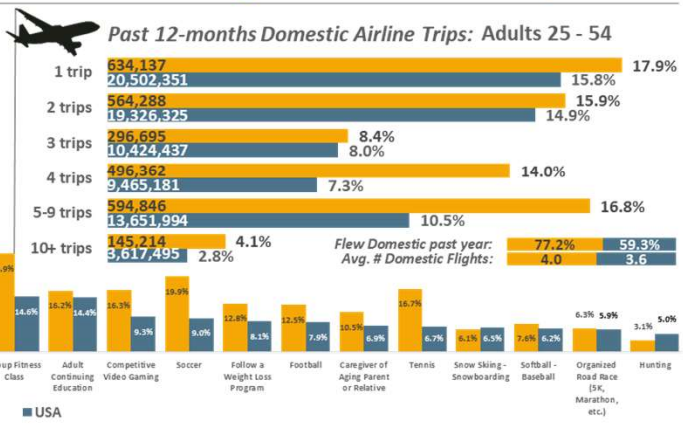
Political Activity: Adults 25 - 54



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Furniture

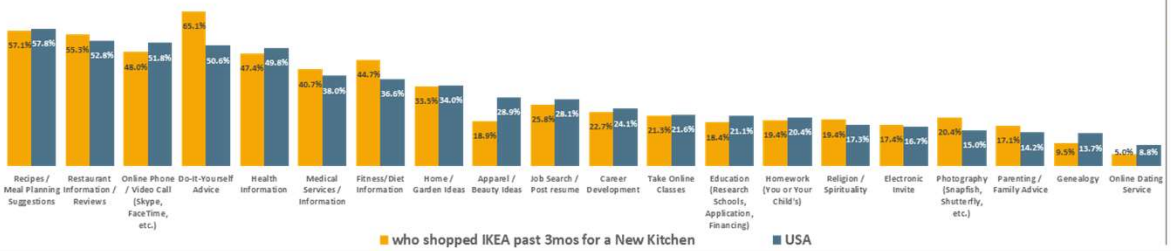


IKEA

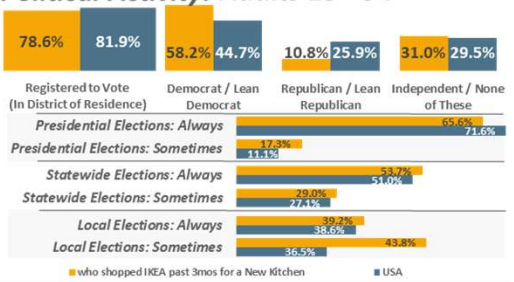
New Kitchen

1.% or 1,235,379 of USA Adults 25 - 54 shopped IKEA past 3mos for a New Kitchen.
Adults 25 - 54 who shopped IKEA past 3mos for a New Kitchen are 28.4% more likely to look up D-I-Y advice online, 1.5% more likely to always vote in local elections, 26.5% less likely to belong to a gym, 14.3% more likely to fly domestic past yr.

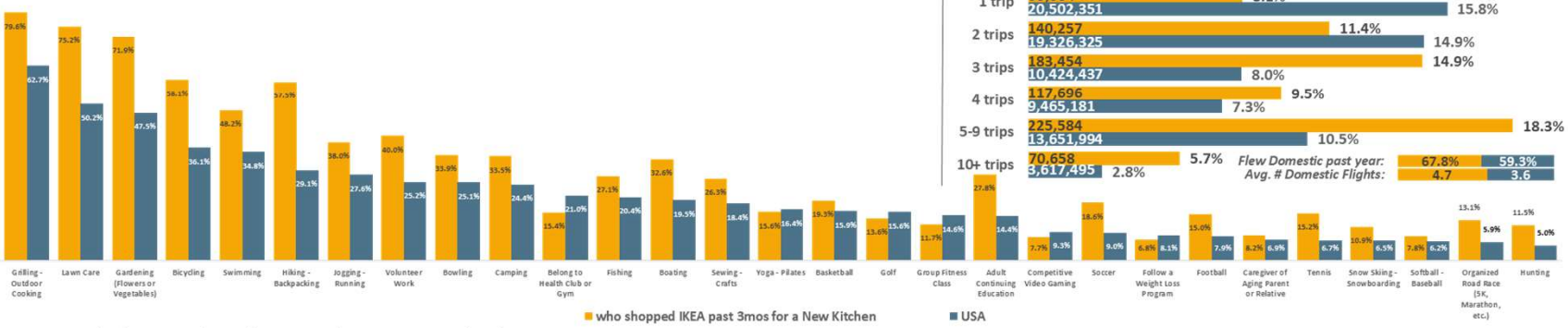
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen

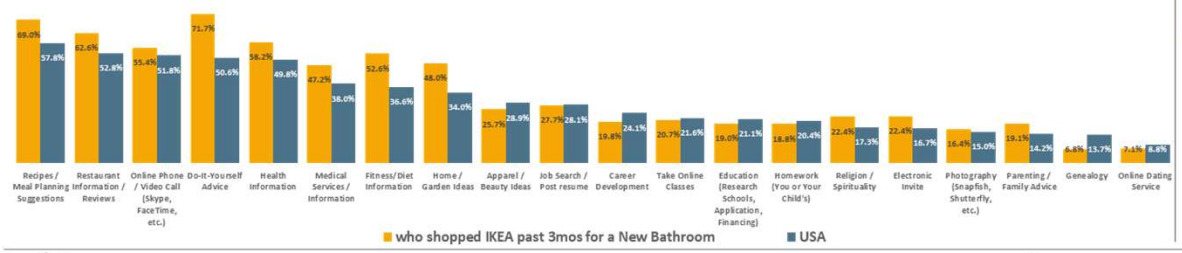


IKEA

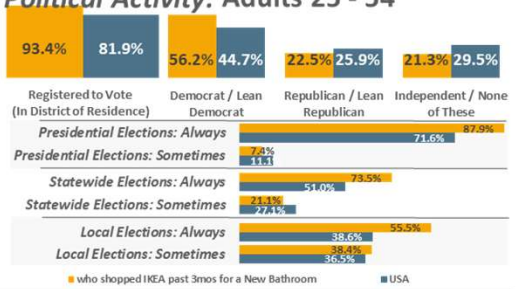
New Bathroom

2.% or 2,628,611 of USA Adults 25 - 54 shopped IKEA past 3mos for a New Bathroom.
Adults 25 - 54 who shopped IKEA past 3mos for a New Bathroom are 41.7% more likely to look up D-I-Y advice online, 43.7% more likely to always vote in local elections, 8.6% less likely to belong to a gym, 20.2% more likely to fly domestic past yr.

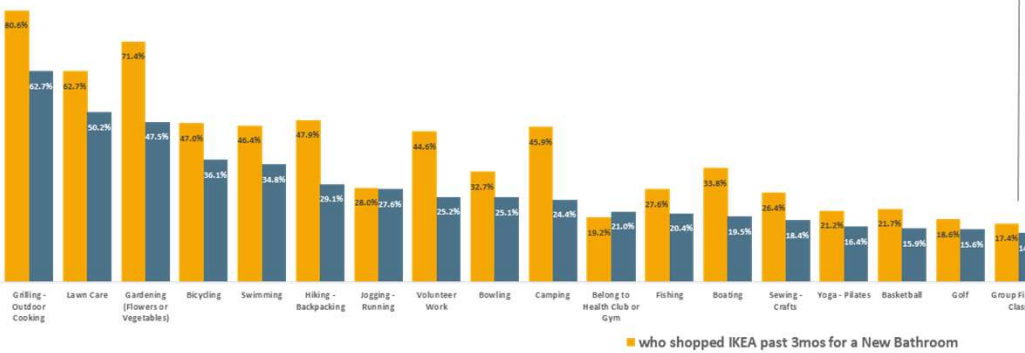
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



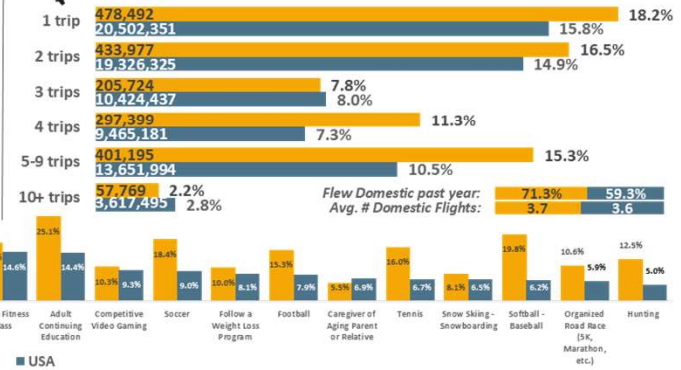
Political Activity: Adults 25 - 54



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



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,436*

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

[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom

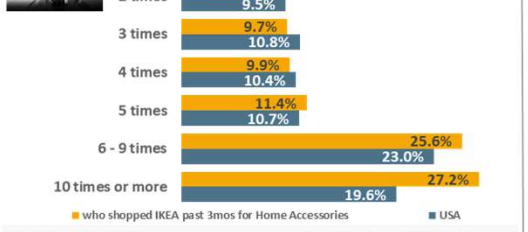


Home Accessories

14.7% or 19,048,156 of USA Adults 25 - 54 shopped IKEA past 3mos for Home Accessories.
Adults 25 - 54 who shopped IKEA past 3mos for Home Accessories are 3.5% more likely to use QSRs past mo., 13.8% more likely to use Sit-Down Restaurants past mo., 4.9% more likely to use Casinos past yr., 50.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



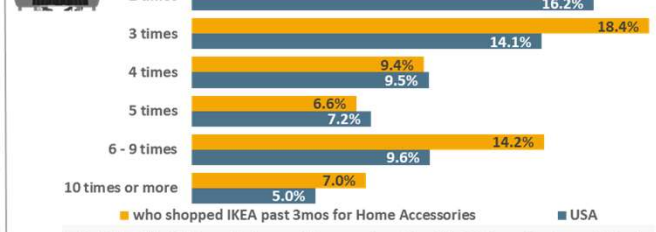


Total Monthly QSR Users: 94.5% 91.3% — 18,000,403 — 118,456,647

Avg. Monthly QSR Meals: 7.9 — 6.8

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





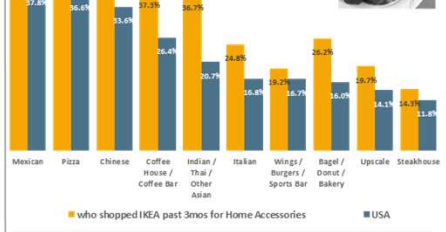
Total Monthly Sit-Down Restaurant Users: 88.0% 77.3% — 16,755,782 — 100,319,383

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

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)





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

who shopped IKEA past 3mos for Home Accessories 6,011,482 — 31.6%

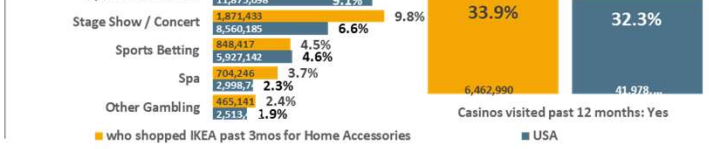
USA [illegible] — 22.6%

Drank Past 30-days: Adults 25 - 54



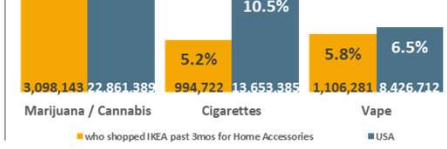
Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54





USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,436*

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

[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Stores/services shopped past 3 months: Any home accessory store



IKEA

New Mattress

1.7% or 2,142,211 of USA Adults 25 - 54 shopped IKEA past 3mos for a New Mattress.
Adults 25 - 54 who shopped IKEA past 3mos for a New Mattress are 8.% more likely to use QSRs past mo., 23.6% more likely to use Sit-Down Restaurants past mo., 19.% more likely to use Casinos past yr., 12.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:

98.6% | 91.3%

2,112,332 | 47

Avg. Monthly QSR Meals:

8.6 | 6.8

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



Total Monthly Sit-Down Restaurant Users:

95.5% | 77.3%

2,046,057 | 83

Avg. Monthly Sit-Down Restaurant Meals:

4.1 | 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 shopped IKEA past 3mos for a New Mattress 699,847 32.7%

USA 22.6%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,436*

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

[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Mattress



IKEA

New Furniture

2.7% or 3,539,317 of USA Adults 25 - 54 shopped IKEA past 3mos for New Furniture.
Adults 25 - 54 who shopped IKEA past 3mos for New Furniture are 7.1% more likely to use QSRs past mo., 21.5% more likely to use Sit-Down Restaurants past mo., 21.5% more likely to use Casinos past yr., 65.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users: 97.8% 3,460,904 | 91.3% 47

Avg. Monthly QSR Meals: 9.0 | 6.8

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



Total Monthly Sit-Down Restaurant Users: 93.9% 3,324,771 | 77.3% 100,319,3 83

Avg. Monthly Sit-Down Restaurant Meals: 4.9 | 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 shopped IKEA past 3mos for New Furniture 1,535,301 43.4%

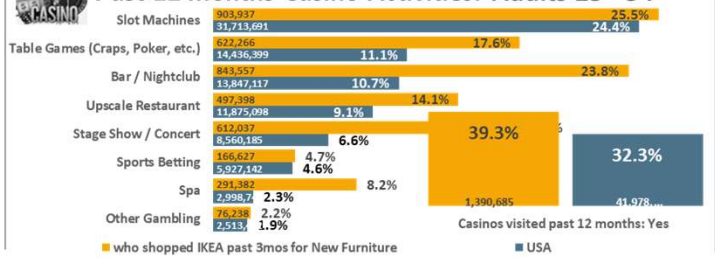
USA 22.6%

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*

[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Furniture



IKEA

New Kitchen

1.% or 1,235,379 of USA Adults 25 - 54 shopped IKEA past 3mos for a New Kitchen.
Adults 25 - 54 who shopped IKEA past 3mos for a New Kitchen are 7.5% more likely to use QSRs past mo., 20.2% more likely to use Sit-Down Restaurants past mo., 8.7% more likely to use Casinos past yr., 44.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



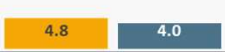
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

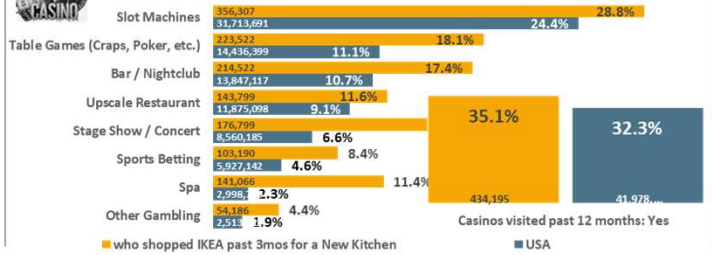


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



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USA Jan23-Feb24 USA Projection Qual Intab 9,480

[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen



New Bathroom

2.% or 2,628,611 of USA Adults 25 - 54 shopped IKEA past 3mos for a New Bathroom.
Adults 25 - 54 who shopped IKEA past 3mos for a New Bathroom are 5.8% more likely to use QSRs past mo., 21.1% more likely to use Sit-Down Restaurants past mo., 13.7% less likely to use Casinos past yr., 81.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



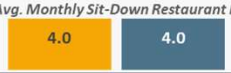
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

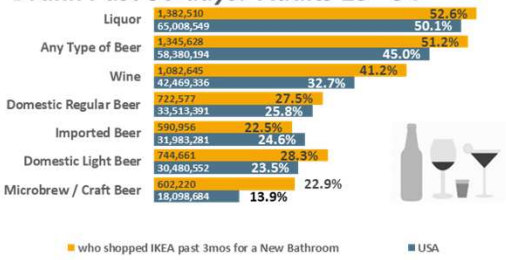
(Sit-Down Restaurants Used Past 30-days)



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

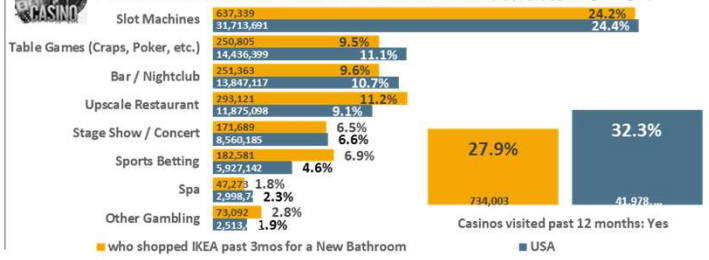


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



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USA Jan23-Feb24 USA Projection Qual Intab 9,480

[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom

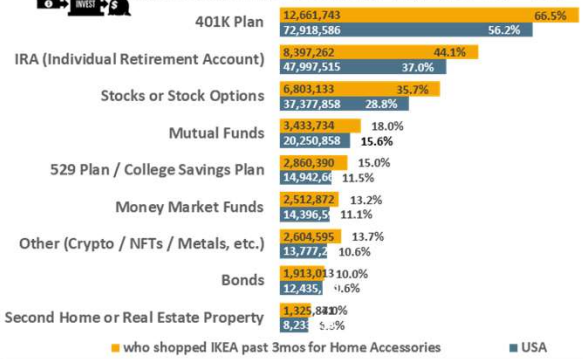


Home Accessories

14.7% or 19,048,156 of USA Adults 25 - 54 shopped IKEA past 3mos for Home Accessories.
Adults 25 - 54 who shopped IKEA past 3mos for Home Accessories are 18.3% more likely to have a 401K, 9.5% more likely to have an Auto Loan, 21.2% more likely to Invest/Trade Stocks Online, 5.% more likely to pay with their Debit Card.

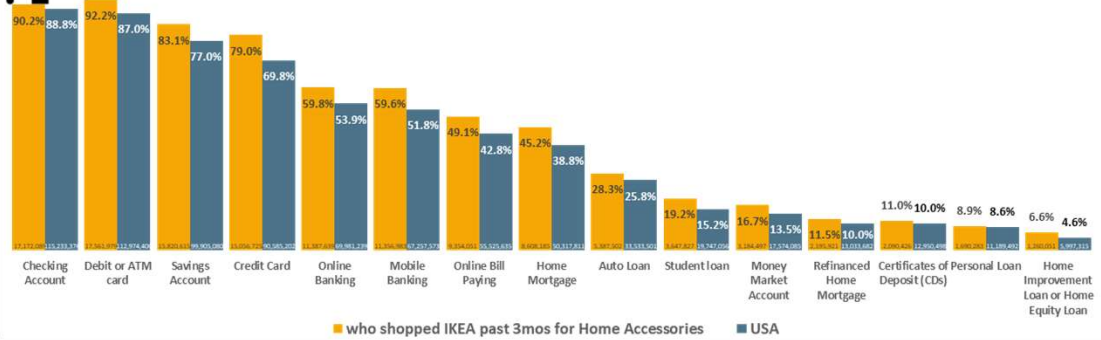
Investments Owned: Adults 25 - 54





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



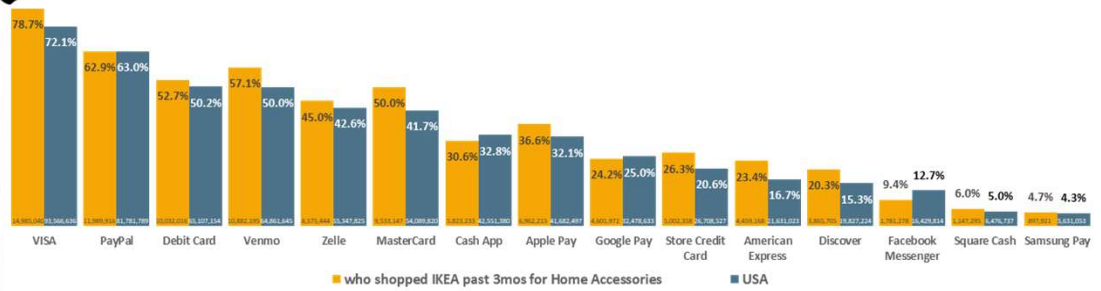


Professional Services Used:* Adults 25 - 54



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





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USA Jan23-Feb24 USA Projection Qual Intab 9,480

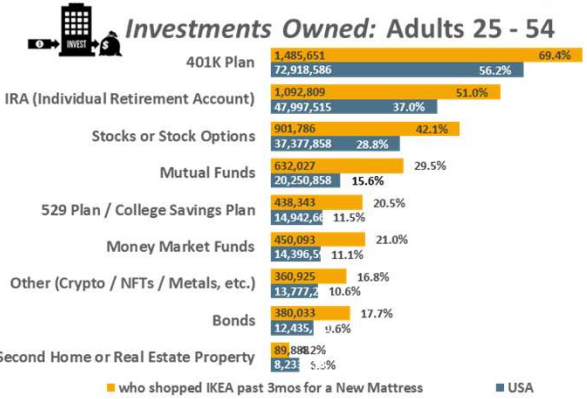
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Stores/services shopped past 3 months: Any home accessory store



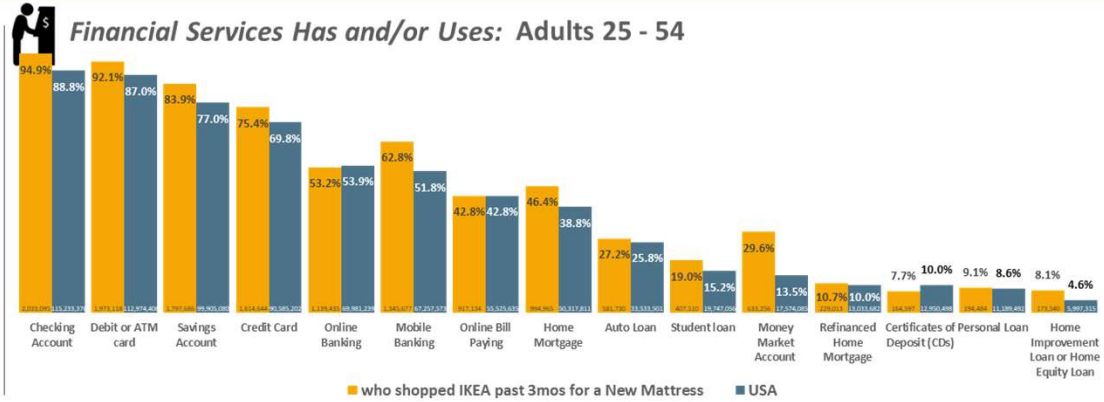
New Mattress

1.7% or 2,142,211 of USA Adults 25 - 54 shopped IKEA past 3mos for a New Mattress.
Adults 25 - 54 who shopped IKEA past 3mos for a New Mattress are 23.4% more likely to have a 401K, 5.1% more likely to have an Auto Loan, 54.1% more likely to Invest/Trade Stocks Online, 2.2% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



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

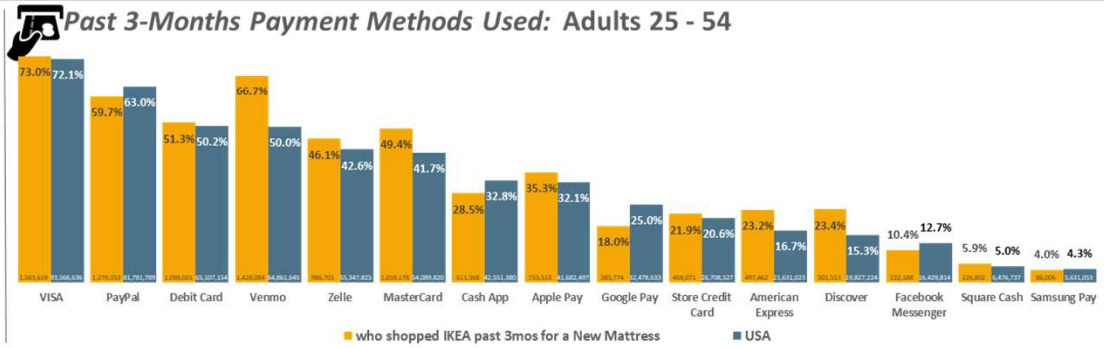


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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



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USA Jan23-Feb24 USA Projection Qual Intab 9,480

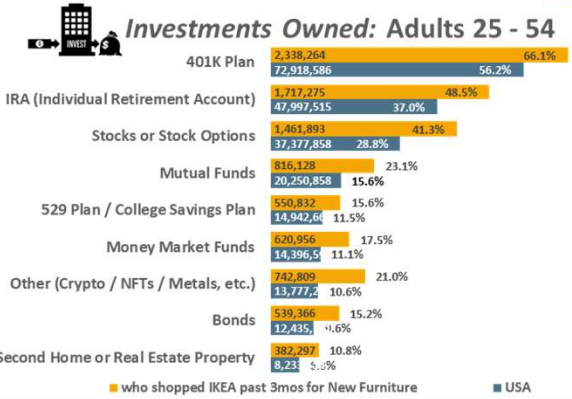
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Mattress



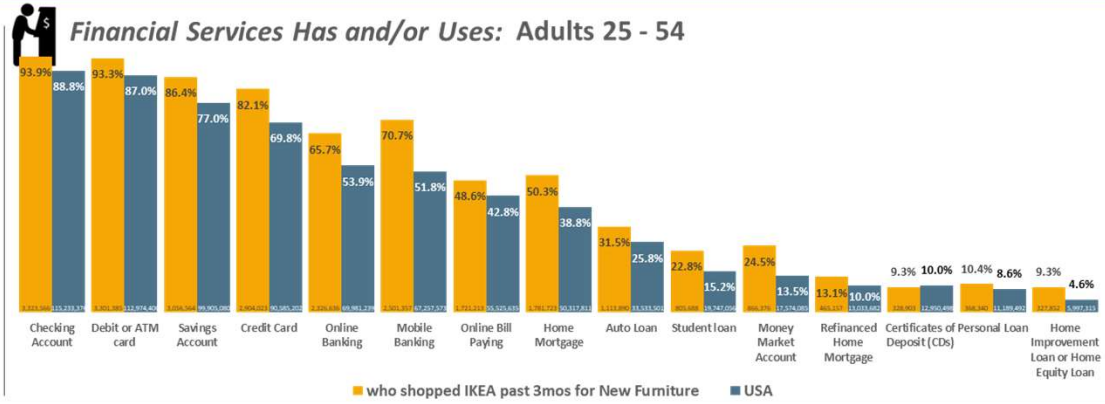
New Furniture

2.7% or 3,539,317 of USA Adults 25 - 54 shopped IKEA past 3mos for New Furniture.
Adults 25 - 54 who shopped IKEA past 3mos for New Furniture are 17.6% more likely to have a 401K, 21.8% more likely to have an Auto Loan, 52.5% more likely to Invest/Trade Stocks Online, 9.% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



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

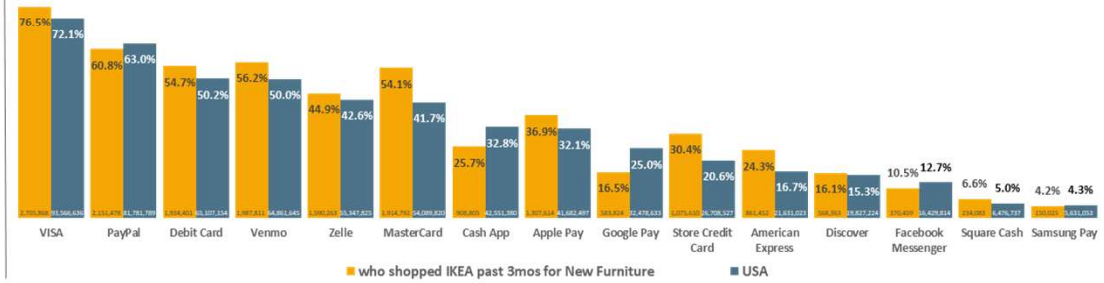


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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



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USA Jan23-Feb24 USA Projection Qual Intab 9,480

[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Furniture

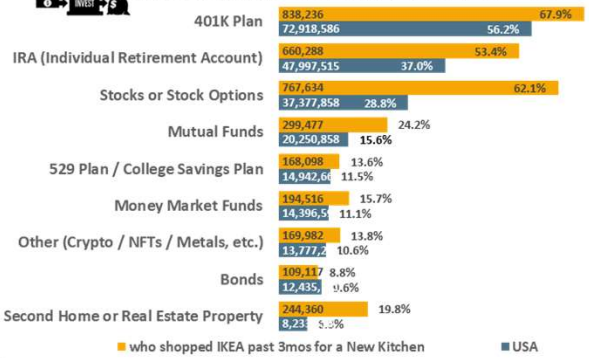


New Kitchen

1.% or 1,235,379 of USA Adults 25 - 54 shopped IKEA past 3mos for a New Kitchen.
Adults 25 - 54 who shopped IKEA past 3mos for a New Kitchen are 20.8% more likely to have a 401K, 23.8% more likely to have an Auto Loan, 79.2% more likely to Invest/Trade Stocks Online, 11.% more likely to pay with their Debit Card.

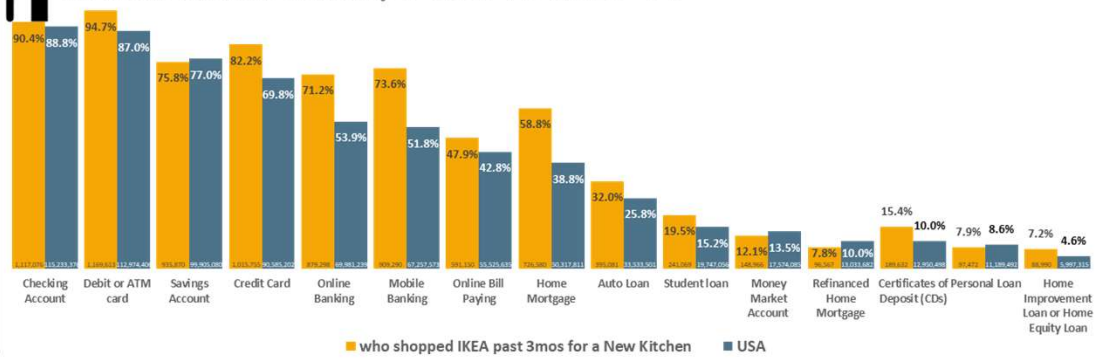
Investments Owned: Adults 25 - 54





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





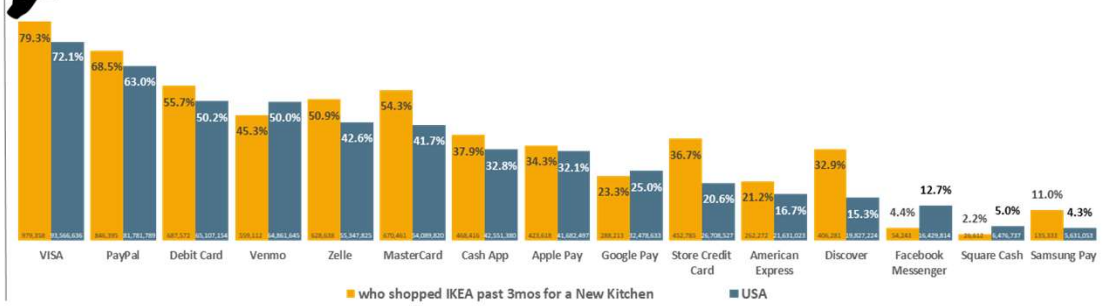
Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

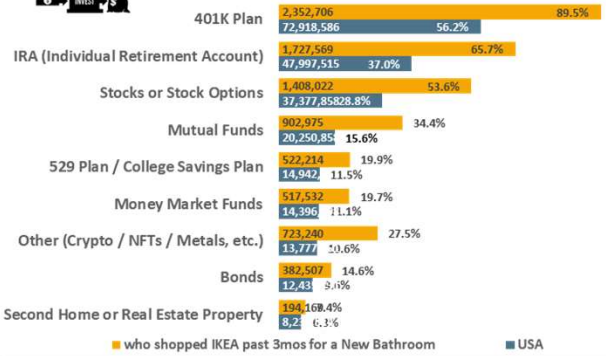
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen



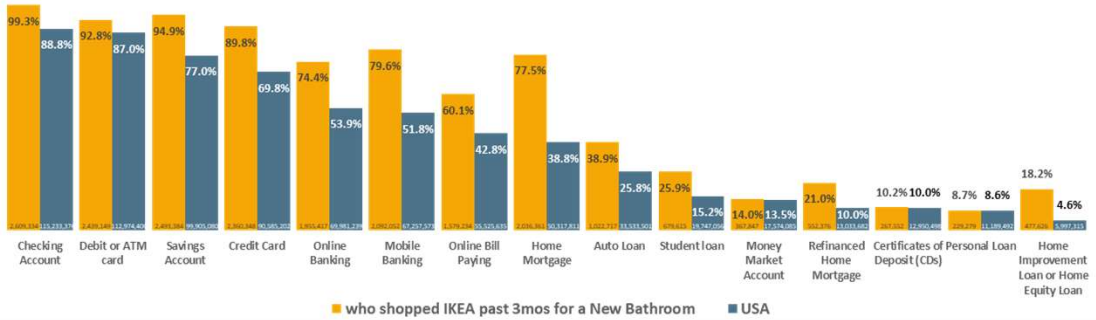
New Bathroom

2.% or 2,628,611 of USA Adults 25 - 54 shopped IKEA past 3mos for a New Bathroom.
Adults 25 - 54 who shopped IKEA past 3mos for a New Bathroom are 59.3% more likely to have a 401K, 50.6% more likely to have an Auto Loan, 119.7% more likely to Invest/Trade Stocks Online, 17.3% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



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

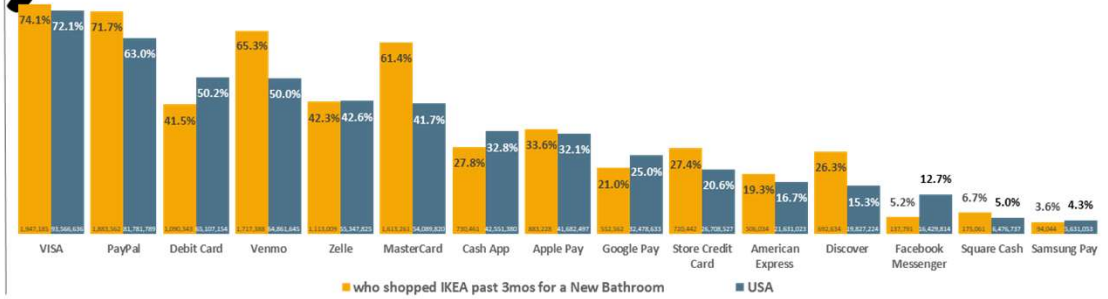


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom

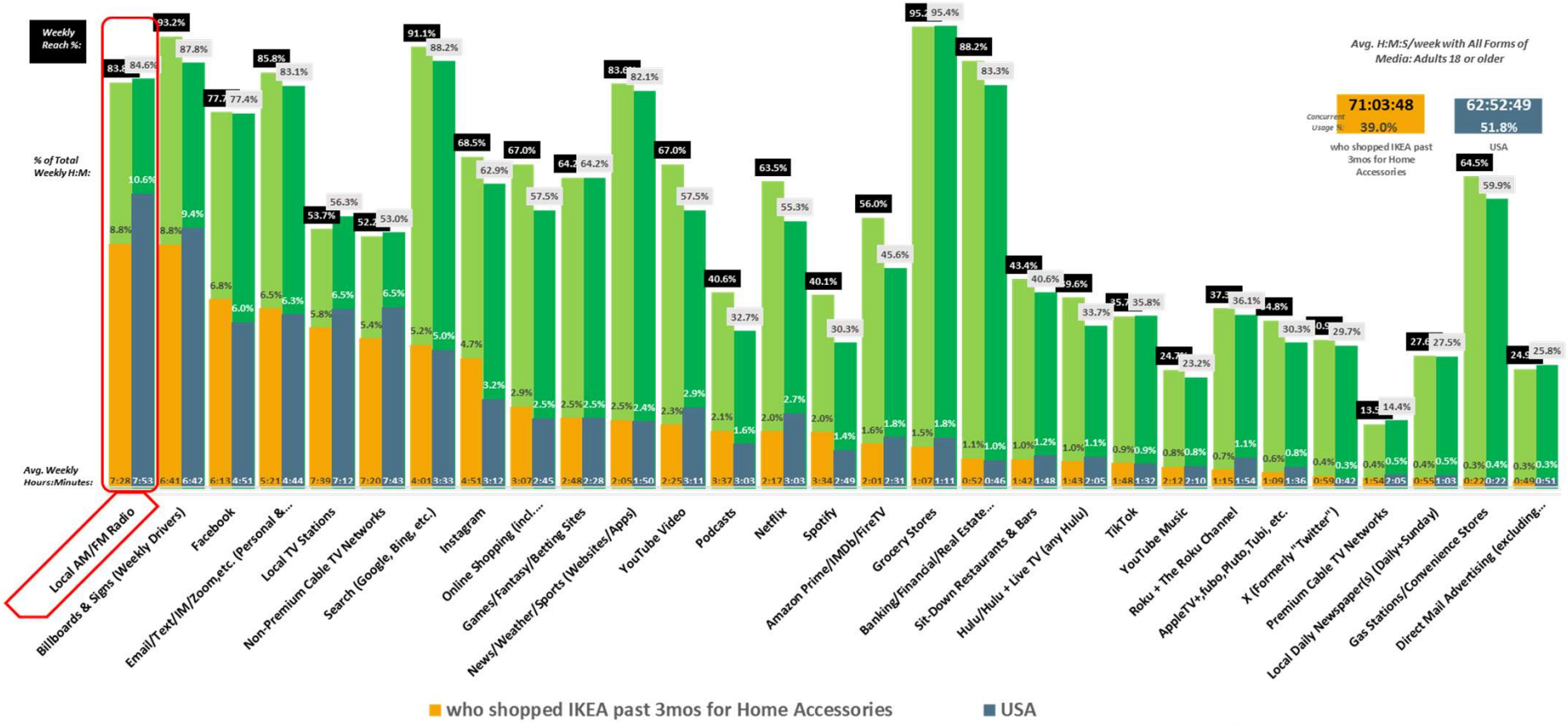


IKEA

Home Accessories

Adults 25 - 54 who shopped IKEA past 3mos for Home Accessories spend an average of 2 days, 23 hours, 3 minutes and 48 seconds each week with All Forms of Media.

83.8% of Adults 25 - 54 who shopped IKEA past 3mos for Home Accessories spend an avg. of 7 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.



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[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Stores/services shopped past 3 months: Any home accessory store

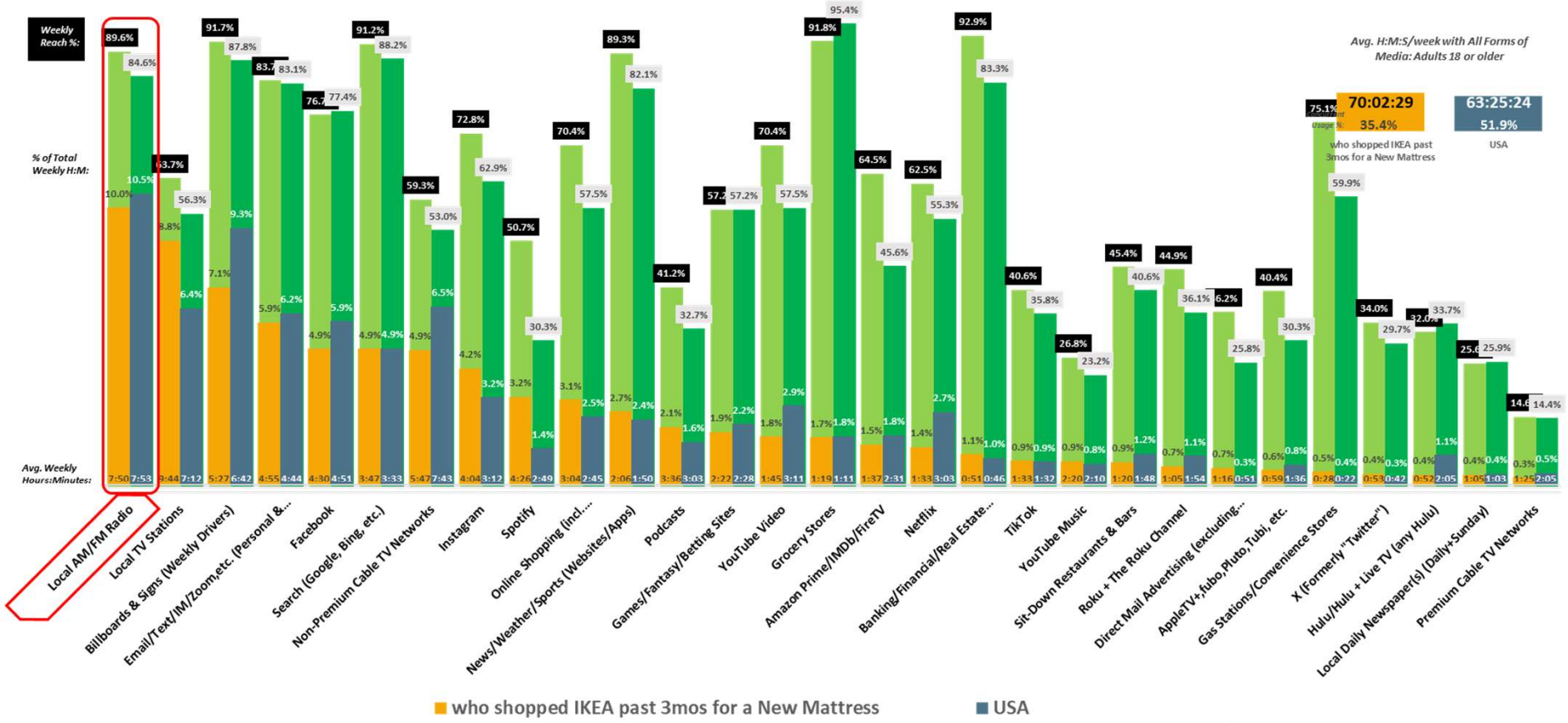


IKEA

New Mattress

Adults 25 - 54 who shopped IKEA past 3mos for a New Mattress spend an average of 2 days, 22 hours, 2 minutes and 29 seconds each week with All Forms of Media.

89.6% of Adults 25 - 54 who shopped IKEA past 3mos for a New Mattress spend an avg. of 7 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



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[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Mattress

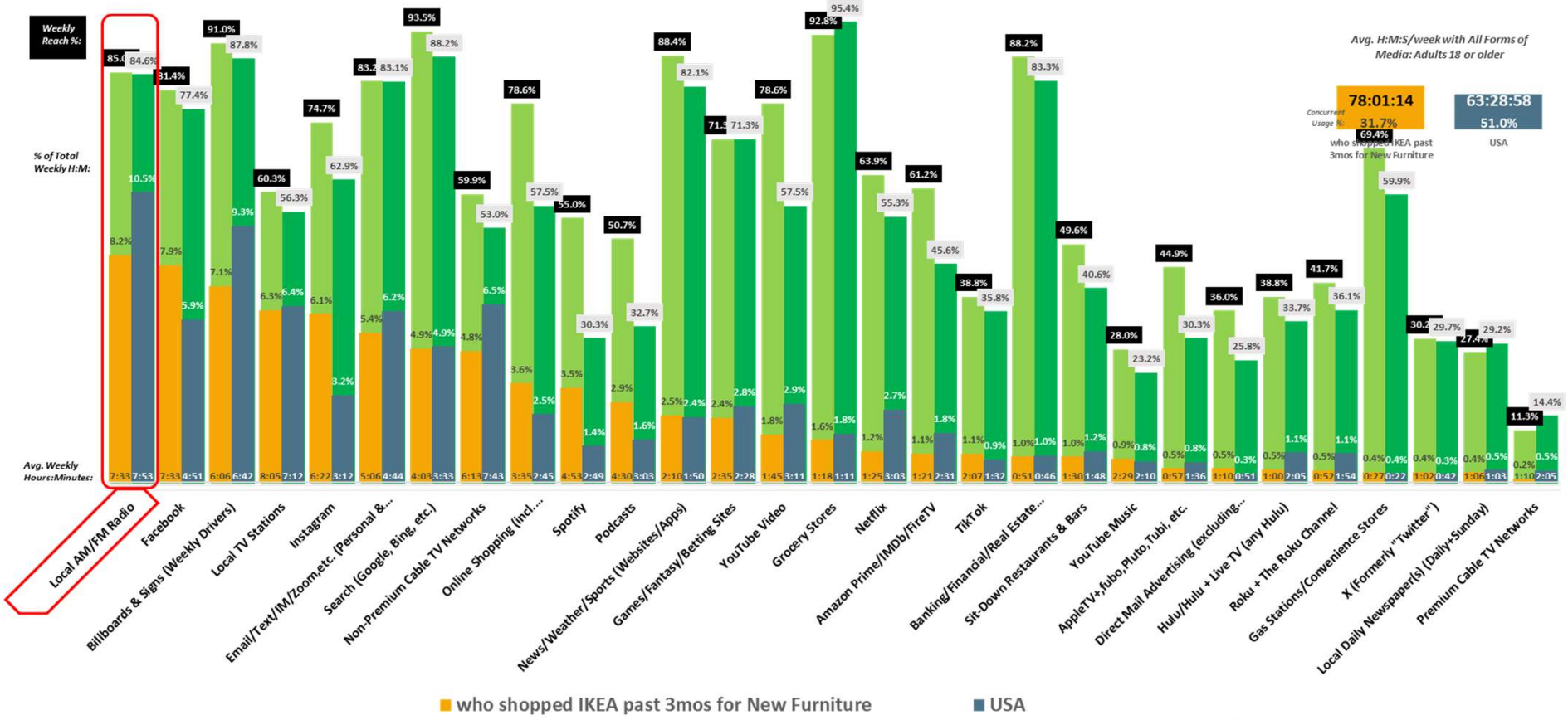


IKEA

New Furniture

Adults 25 - 54 who shopped IKEA past 3mos for New Furniture spend an average of 3 days, 6 hours, 1 minutes and 14 seconds each week with All Forms of Media.

85.% of Adults 25 - 54 who shopped IKEA past 3mos for New Furniture spend an avg. of 7 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



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[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Furniture

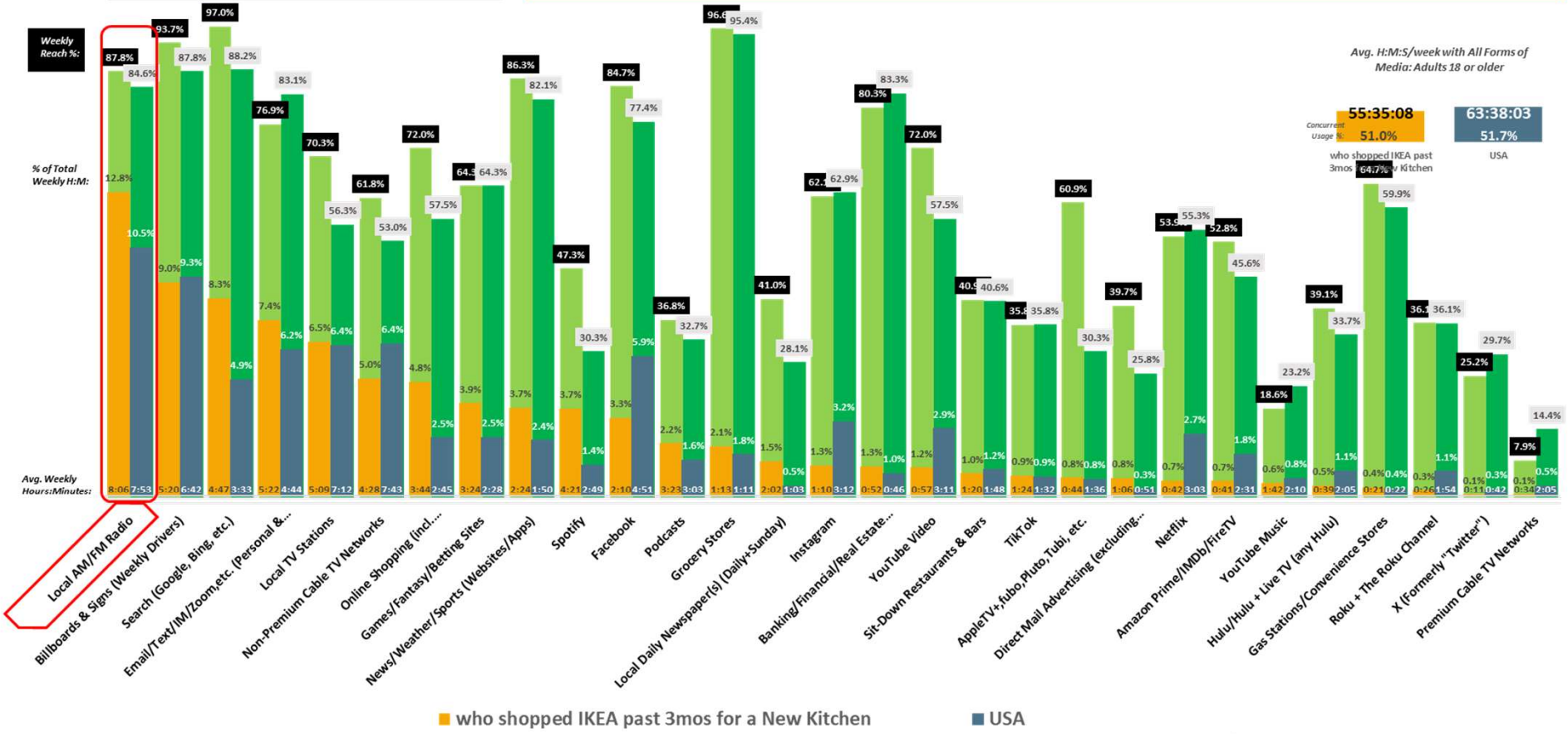


IKEA

New Kitchen

Adults 25 - 54 who shopped IKEA past 3mos for a New Kitchen spend an average of 2 days, 7 hours, 35 minutes and 8 seconds each week with All Forms of Media.

87.8% of Adults 25 - 54 who shopped IKEA past 3mos for a New Kitchen spend an avg. of 8 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 12.8% of total time spent with all forms of Media.



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[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen

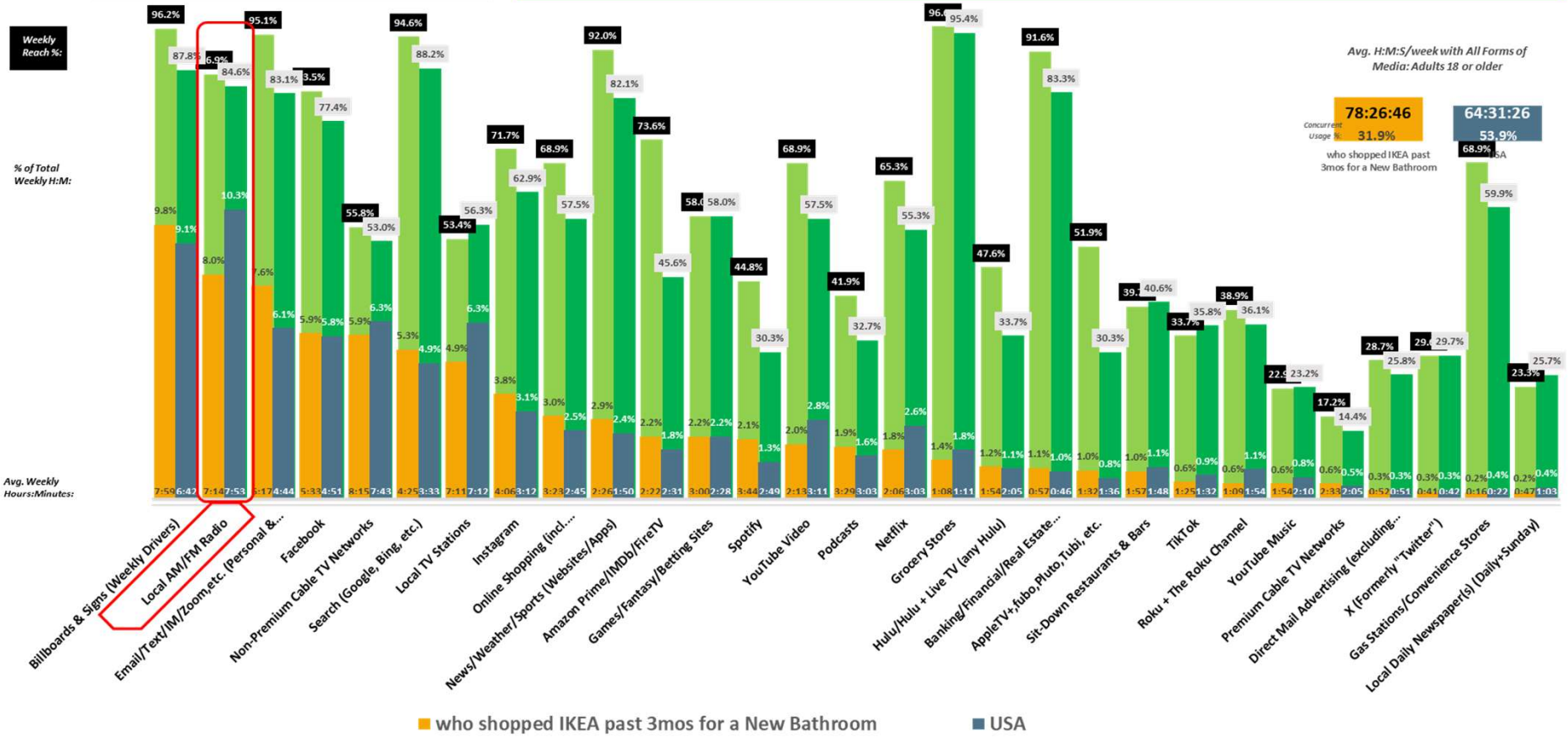


IKEA

New Bathroom

Adults 25 - 54 who shopped IKEA past 3mos for a New Bathroom spend an average of 3 days, 6 hours, 26 minutes and 46 seconds each week with All Forms of Media.

86.9% of Adults 25 - 54 who shopped IKEA past 3mos for a New Bathroom spend an avg. of 7 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 8.% of total time spent with all forms of Media.



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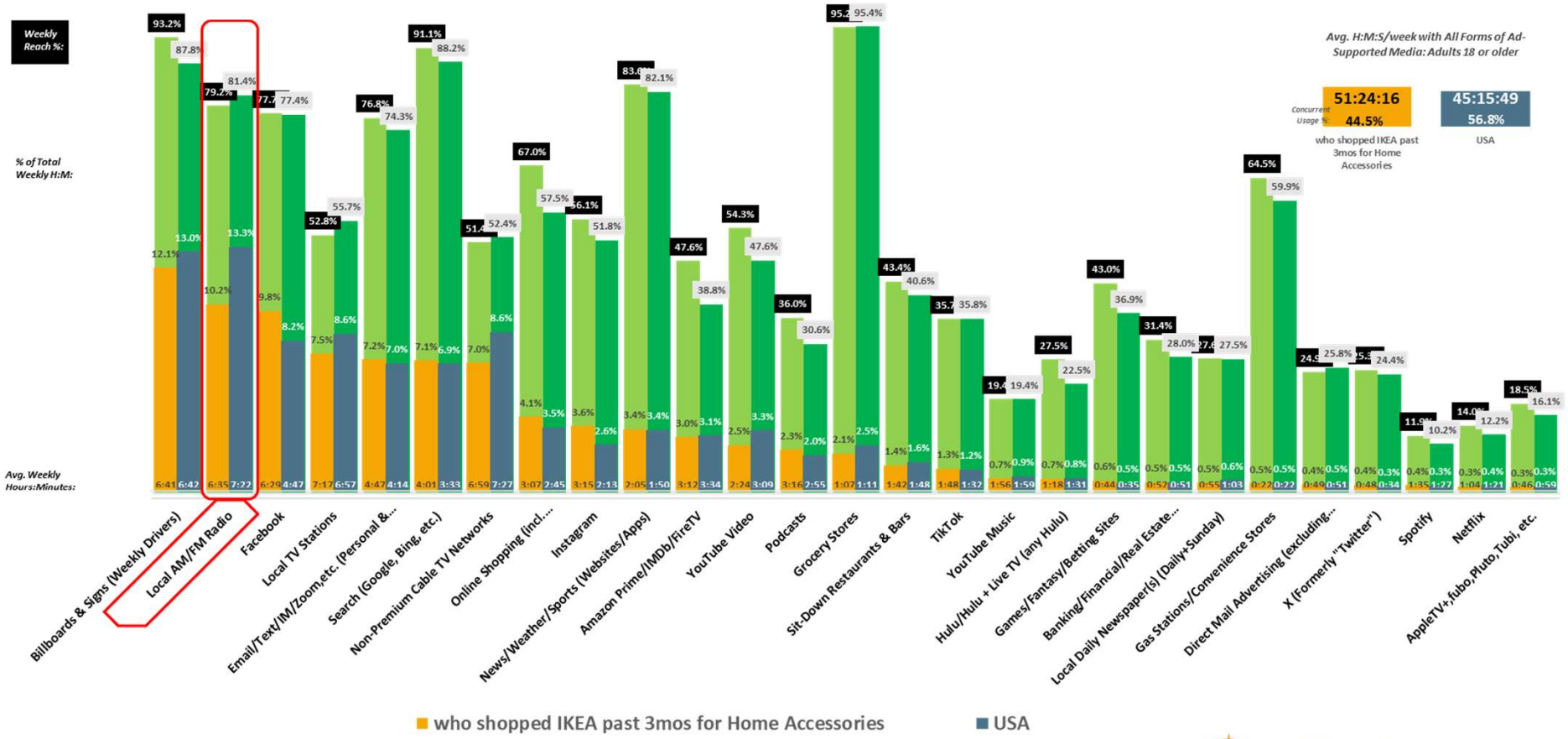
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom



Home Accessories

Adults 25 - 54 who shopped IKEA past 3mos for Home Accessories spend an average of 2 days, 3 hours, 24 minutes and 16 seconds each week with All Forms of Ad-Supported Media.

79.2% of Adults 25 - 54 who shopped IKEA past 3mos for Home Accessories spend an avg. of 6 hours and 35 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.



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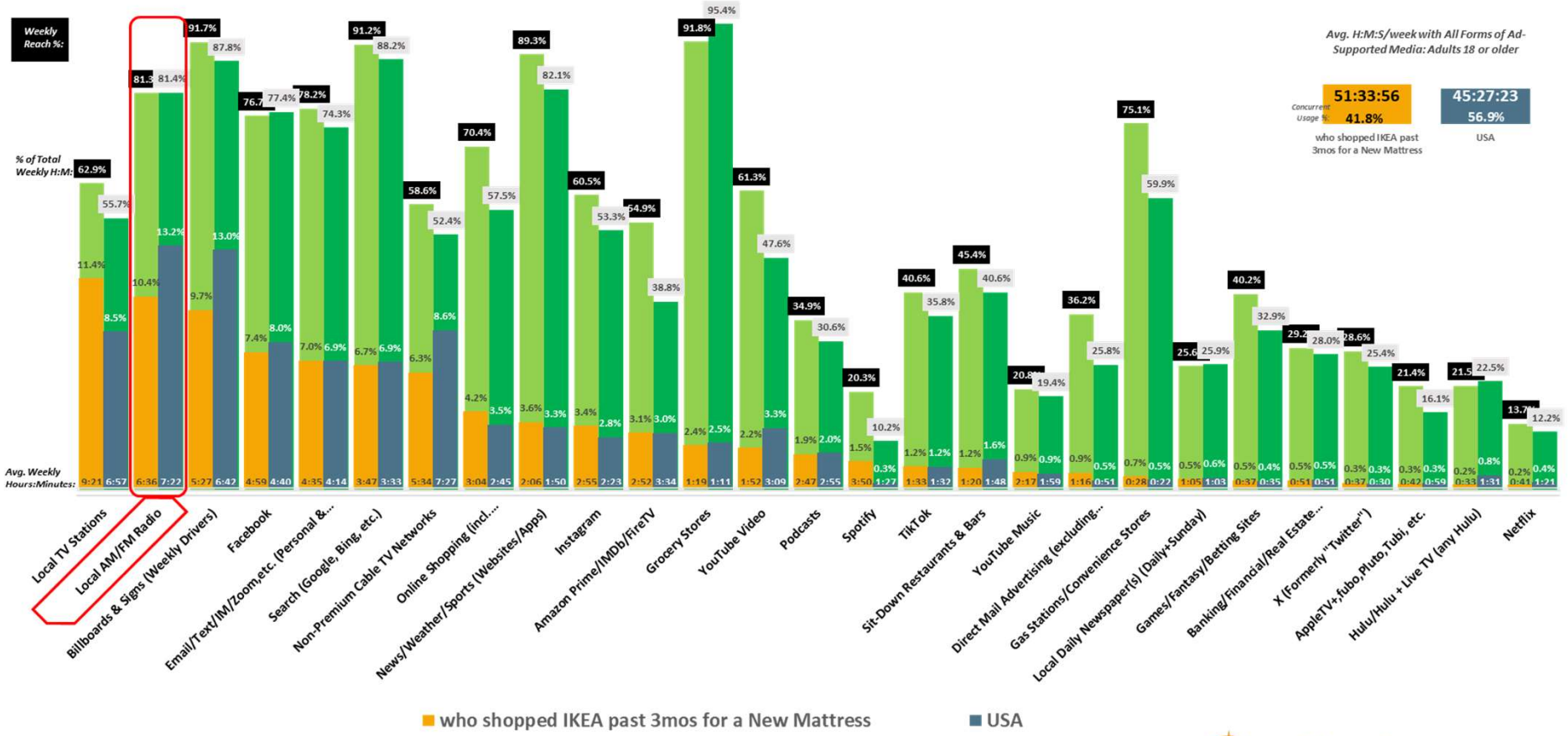
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Stores/services shopped past 3 months: Any home accessory store



New Mattress

Adults 25 - 54 who shopped IKEA past 3mos for a New Mattress spend an average of 2 days, 3 hours, 33 minutes and 56 seconds each week with All Forms of Ad-Supported Media.

81.3% of Adults 25 - 54 who shopped IKEA past 3mos for a New Mattress spend an avg. of 6 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported Media.



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[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Mattress

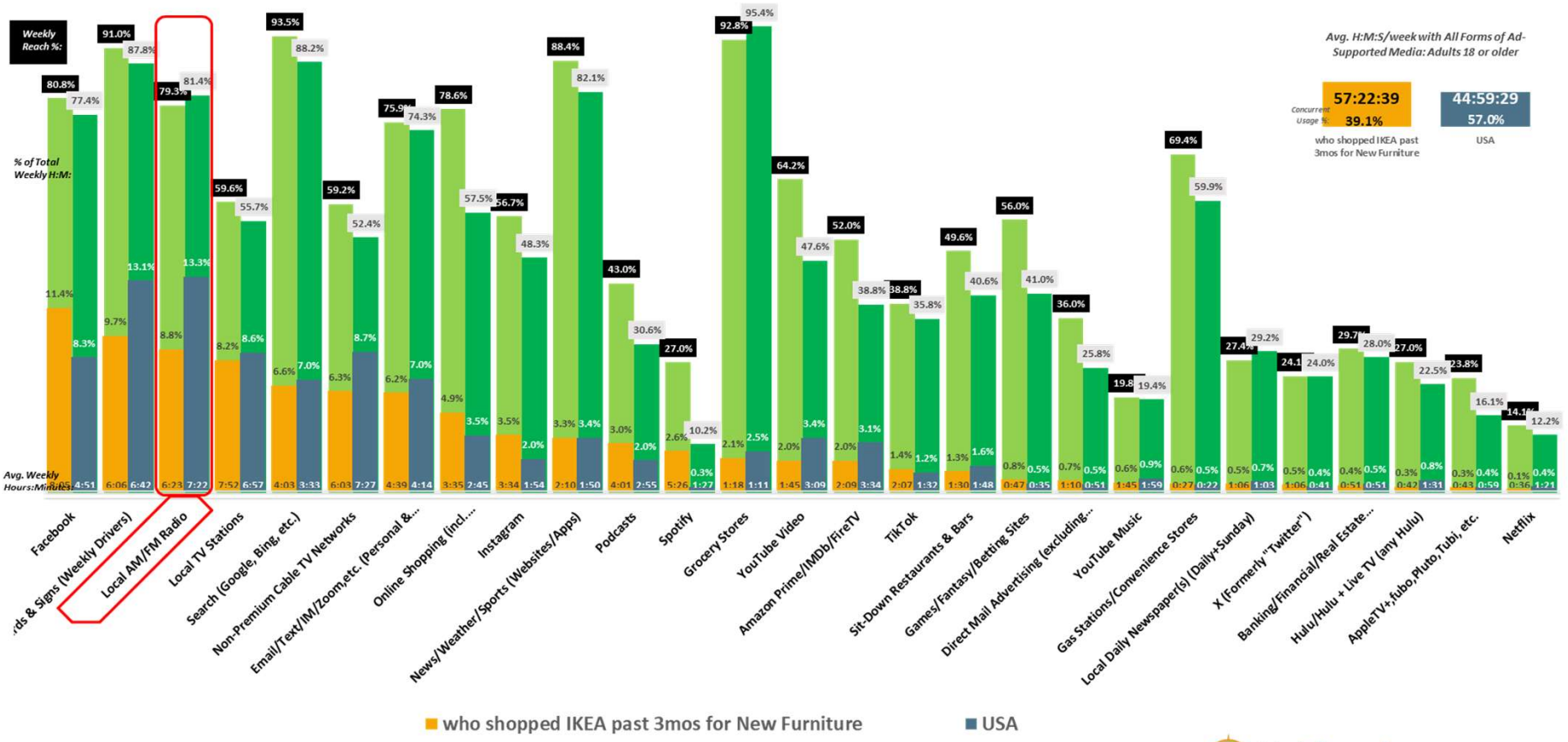


IKEA

New Furniture

Adults 25 - 54 who shopped IKEA past 3mos for New Furniture spend an average of 2 days, 9 hours, 22 minutes and 39 seconds each week with All Forms of Ad-Supported Media.

79.3% of Adults 25 - 54 who shopped IKEA past 3mos for New Furniture spend an avg. of 6 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.8% of total time spent with all forms of Ad-Supported Media.



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[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Furniture

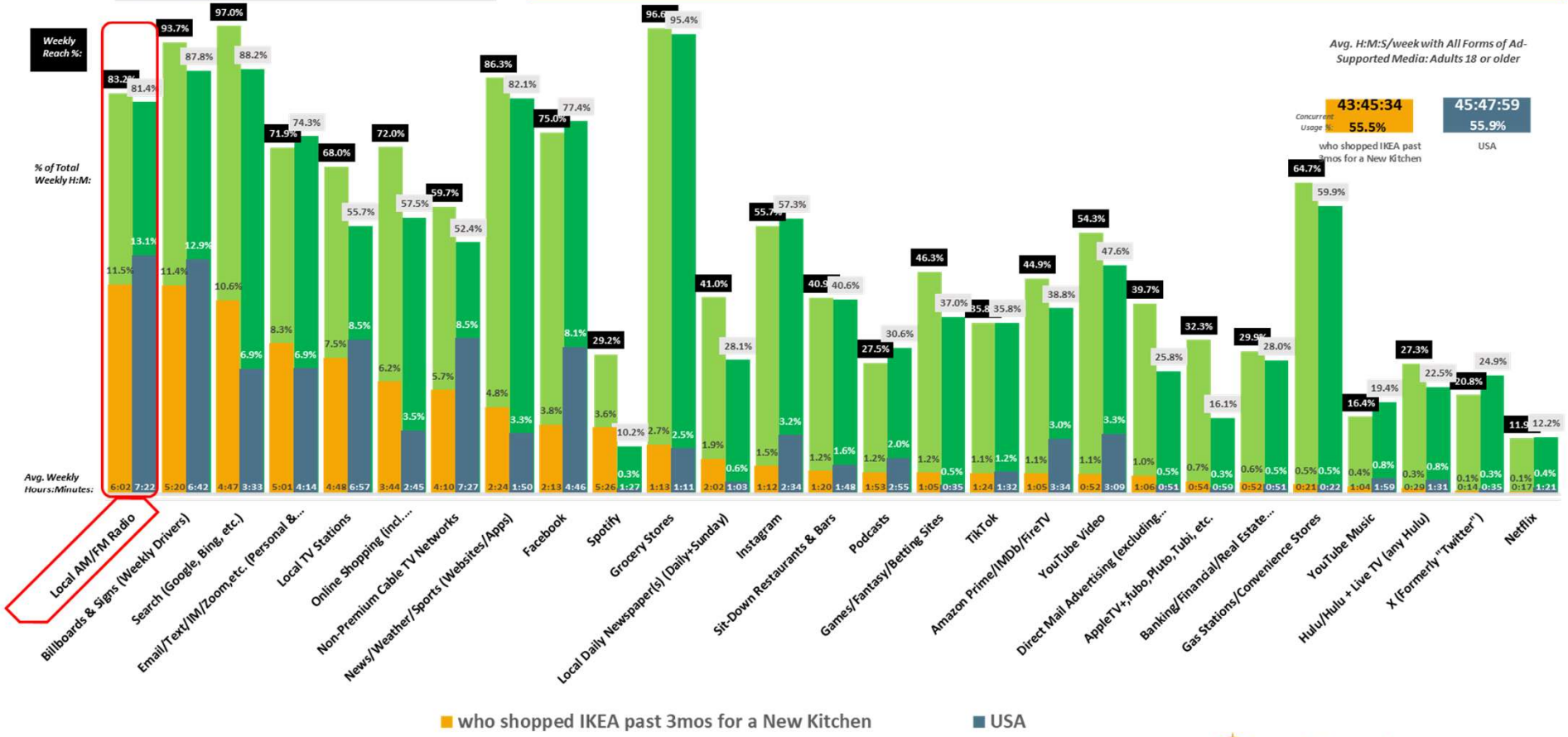


IKEA

New Kitchen

Adults 25 - 54 who shopped IKEA past 3mos for a New Kitchen spend an average of 1 days, 19 hours, 45 minutes and 34 seconds each week with All Forms of Ad-Supported Media.

83.2% of Adults 25 - 54 who shopped IKEA past 3mos for a New Kitchen spend an avg. of 6 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media.



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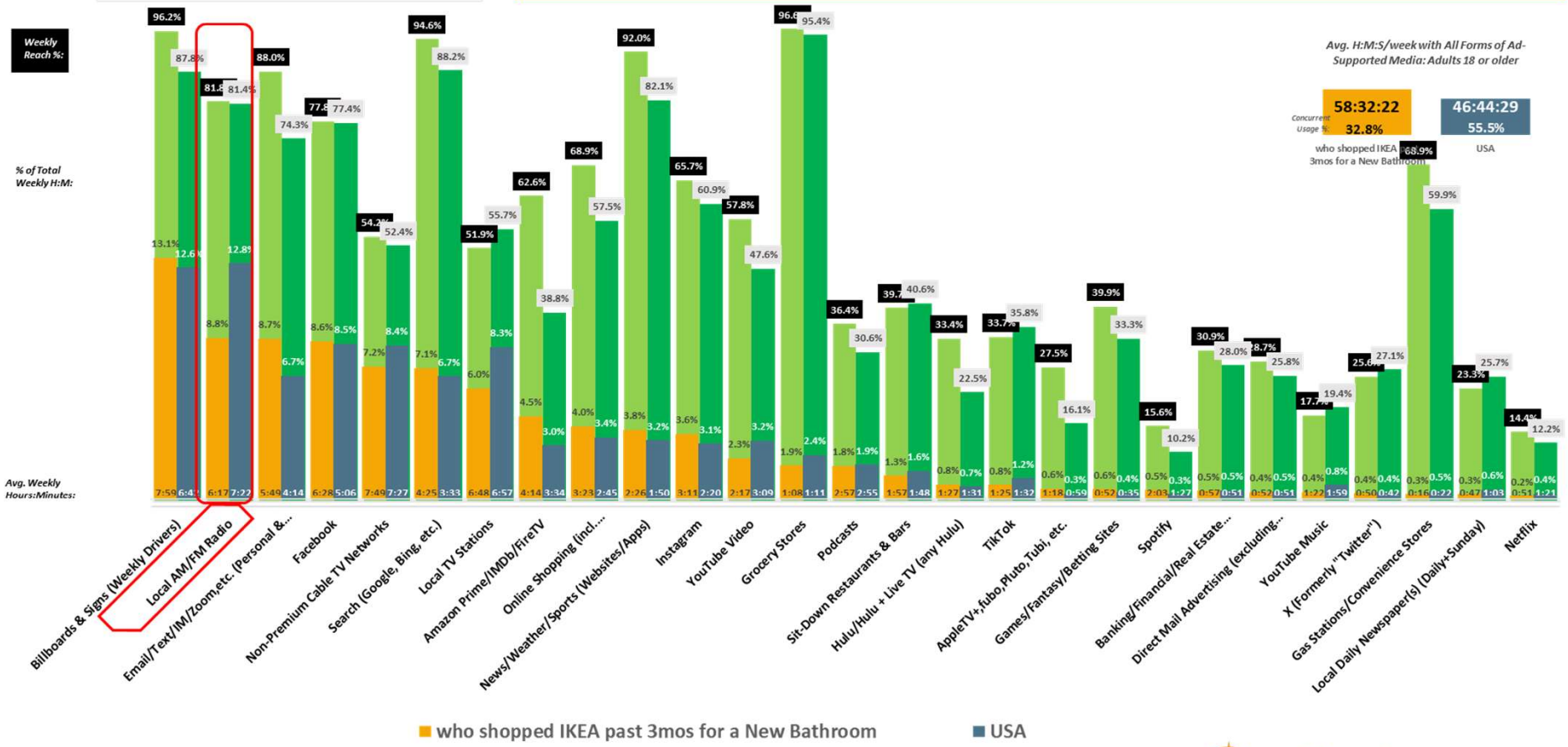
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen



New Bathroom

Adults 25 - 54 who shopped IKEA past 3mos for a New Bathroom spend an average of 2 days, 10 hours, 32 minutes and 22 seconds each week with All Forms of Ad-Supported Media.

81.8% of Adults 25 - 54 who shopped IKEA past 3mos for a New Bathroom spend an avg. of 6 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.8% of total time spent with all forms of Ad-Supported Media.



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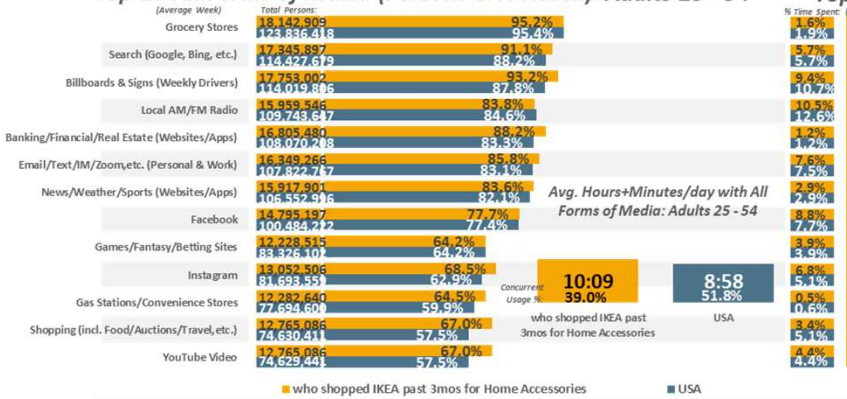
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom



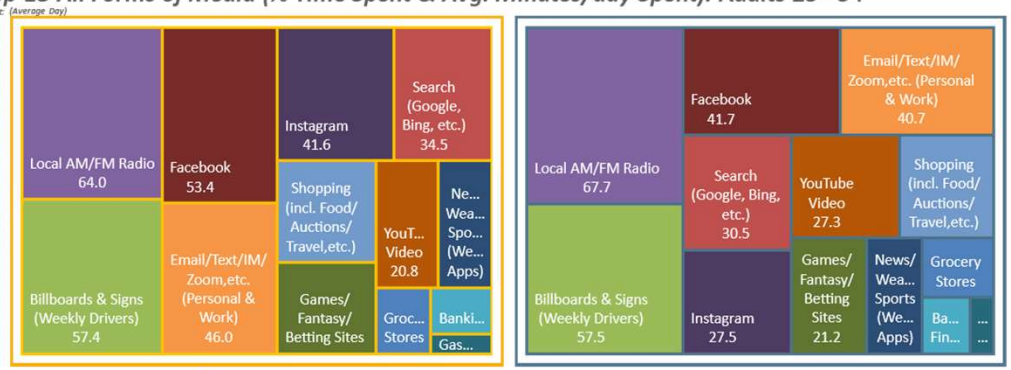
Home Accessories

Adults 25 - 54 who shopped IKEA past 3mos for Home Accessories spend an average of 7 hours and 20 minutes each day with All Forms of Ad-Supported Media. 79.2% listen to Local AM/FM Radio for an avg. of 56.6 minutes/day. *(Local Radio delivers 10.2% of Time with Ad-Supported Media.)*

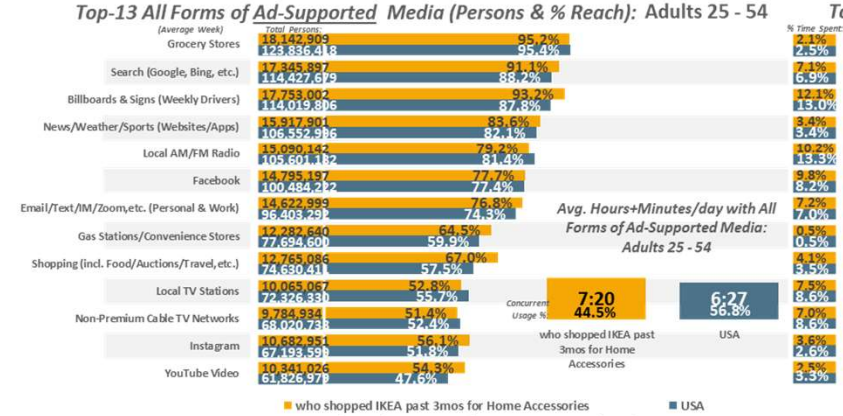
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



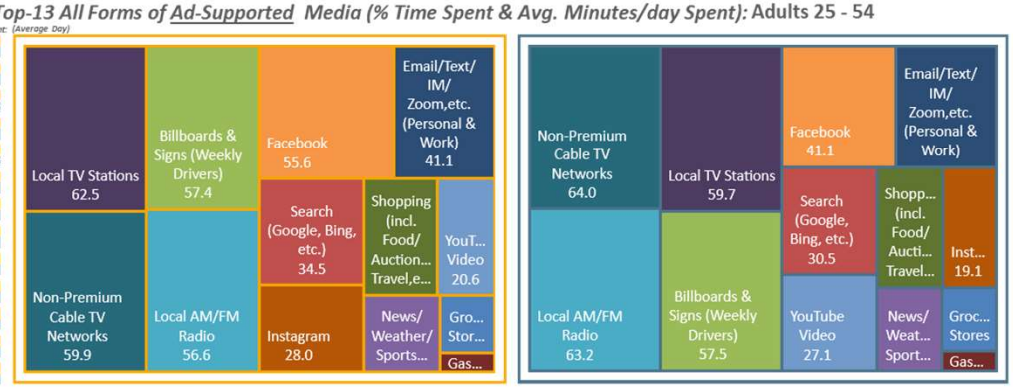
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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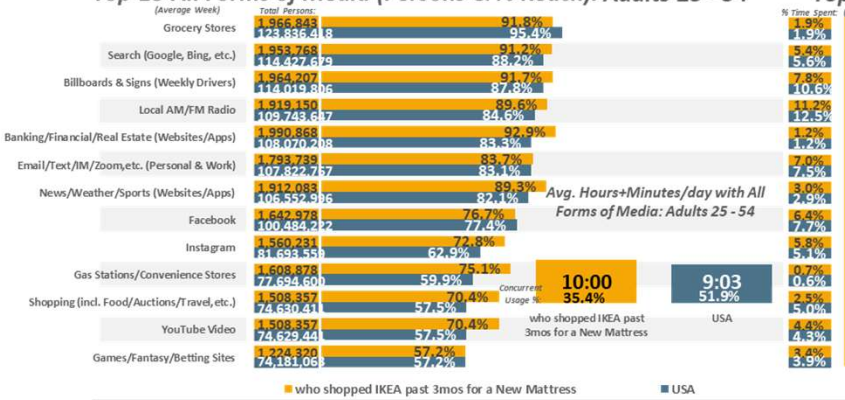
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Stores/services shopped past 3 months: Any home accessory store



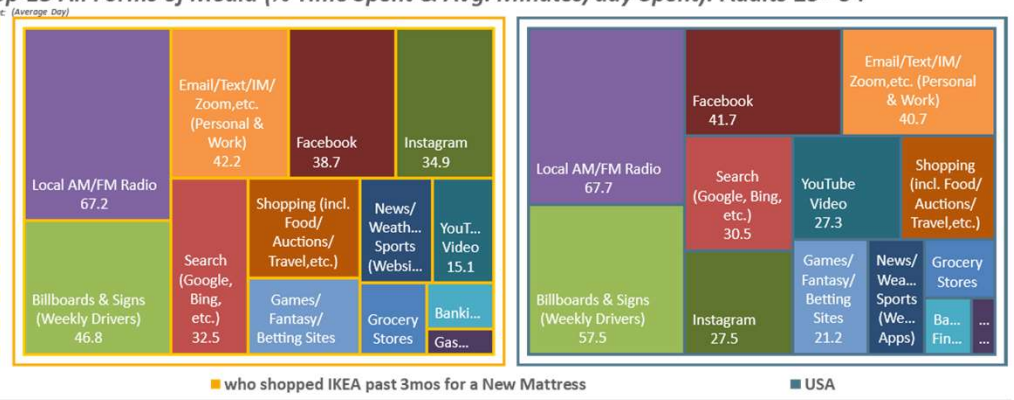
New Mattress

Adults 25 - 54 who shopped IKEA past 3mos for a New Mattress spend an average of 7 hours and 21 minutes each day with All Forms of Ad-Supported Media. 81.3% listen to Local AM/FM Radio for an avg. of 56.7 minutes/day. *(Local Radio delivers 10.4% of Time with Ad-Supported Media.)*

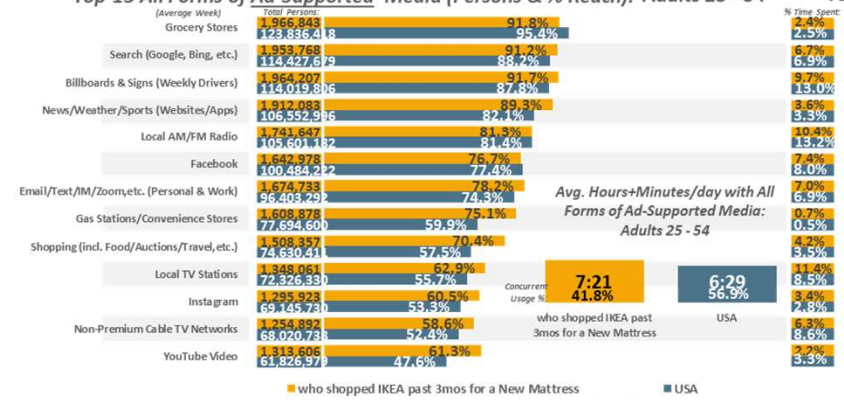
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



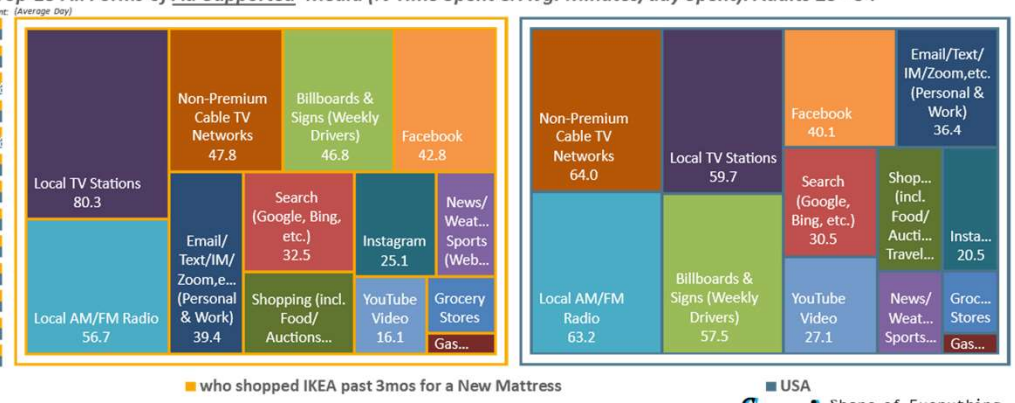
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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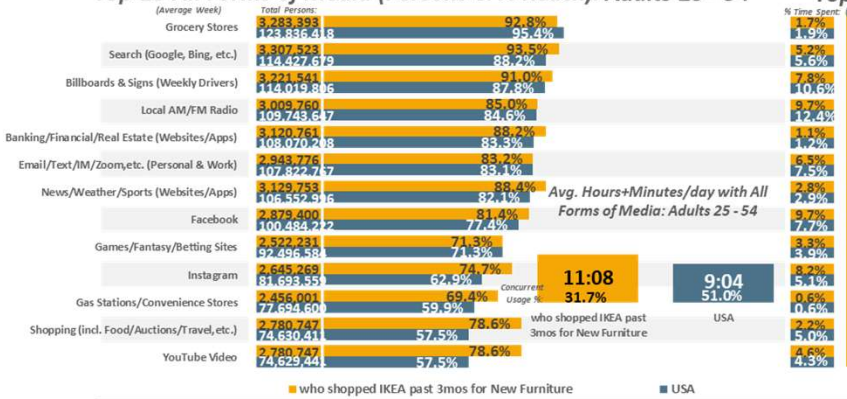
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Mattress



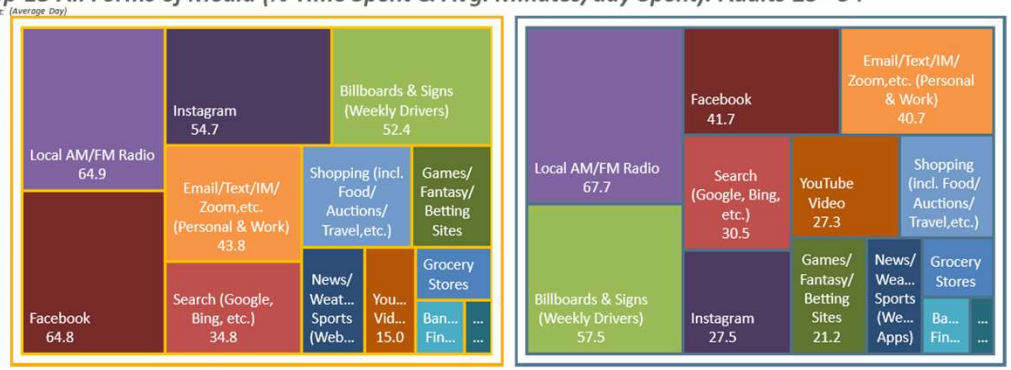
New Furniture

Adults 25 - 54 who shopped IKEA past 3mos for New Furniture spend an average of 8 hours and 11 minutes each day with All Forms of Ad-Supported Media. 79.3% listen to Local AM/FM Radio for an avg. of 54.9 minutes/day. *(Local Radio delivers 8.8% of Time with Ad-Supported Media.)*

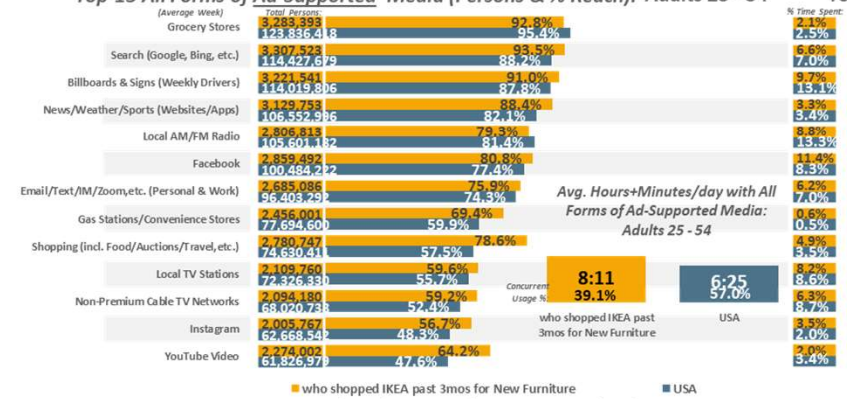
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



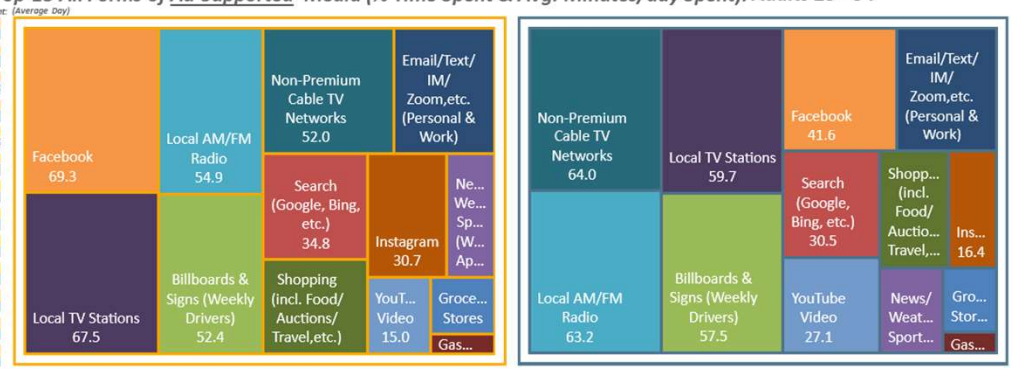
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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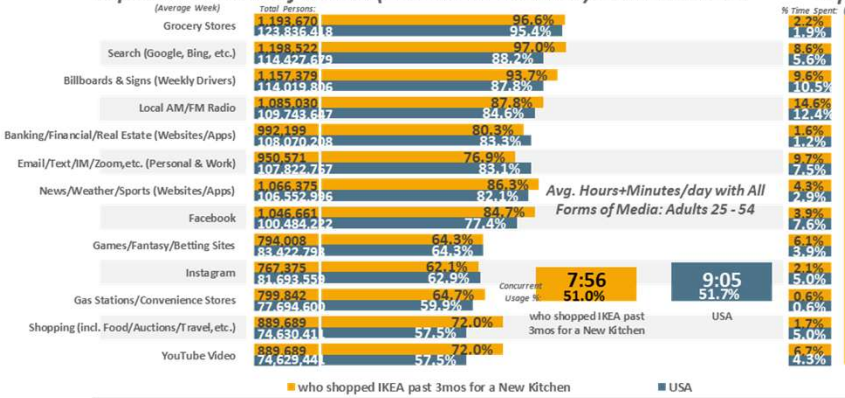
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Furniture



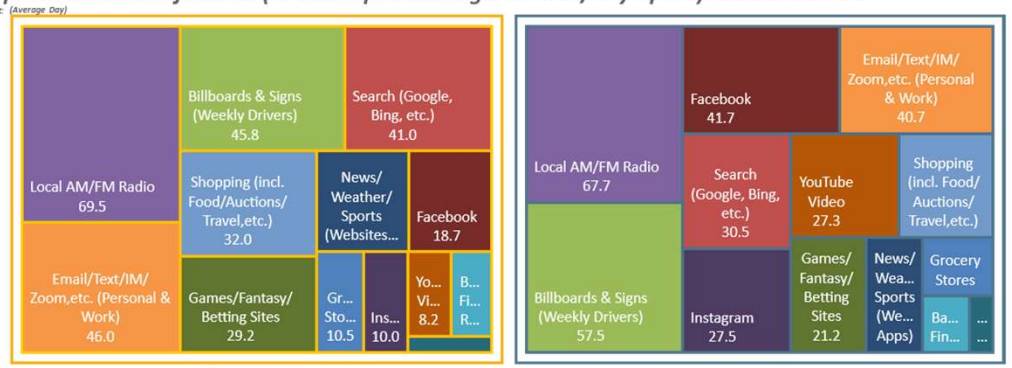
New Kitchen

Adults 25 - 54 who shopped IKEA past 3mos for a New Kitchen spend an average of 6 hours and 15 minutes each day with All Forms of Ad-Supported Media. 83.2% listen to Local AM/FM Radio for an avg. of 51.8 minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

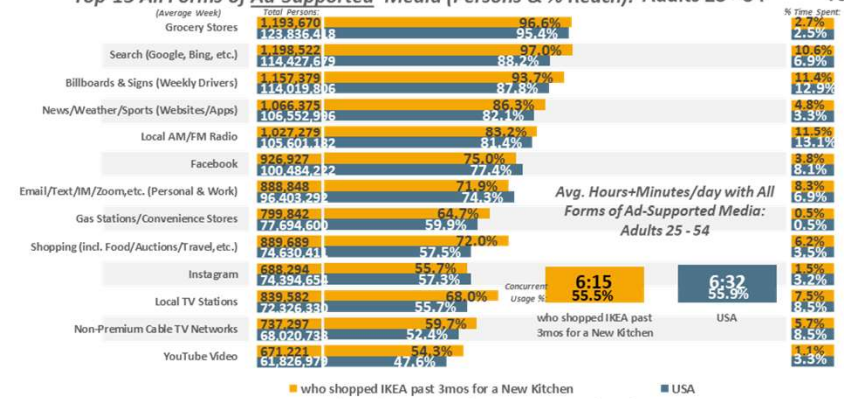
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



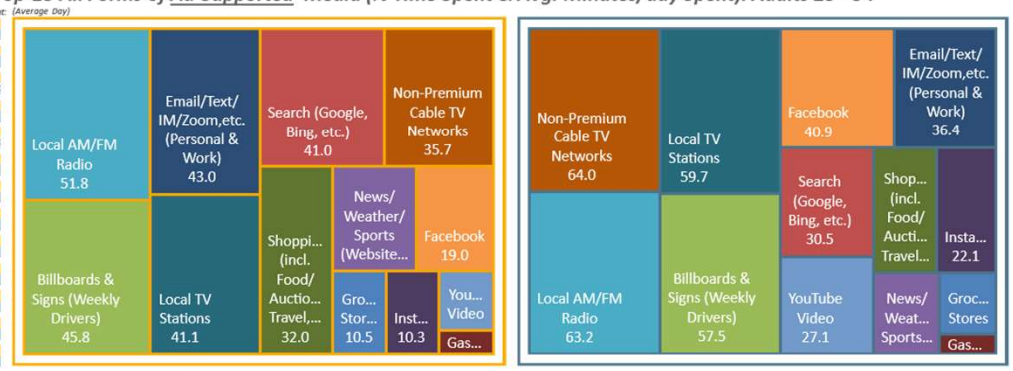
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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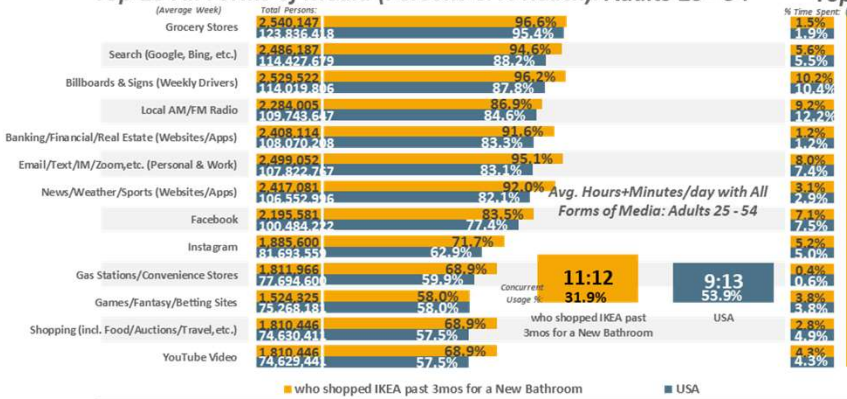
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen



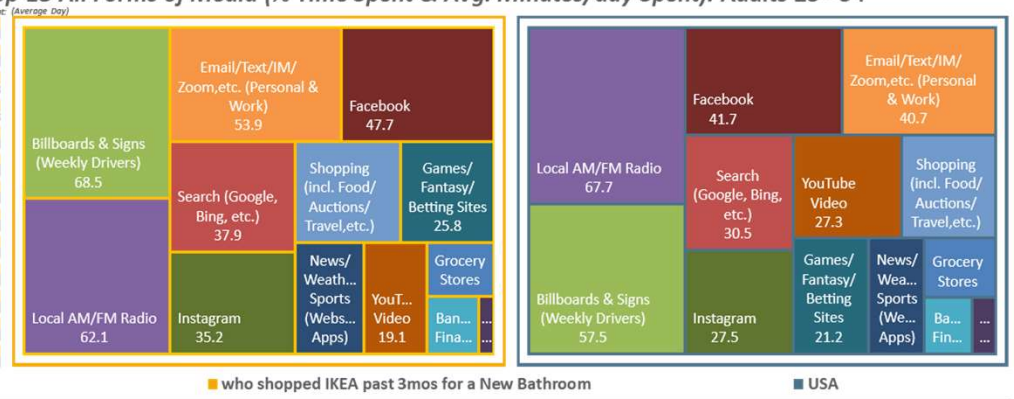
New Bathroom

Adults 25 - 54 who shopped IKEA past 3mos for a New Bathroom spend an average of 8 hours and 21 minutes each day with All Forms of Ad-Supported Media. 81.8% listen to Local AM/FM Radio for an avg. of 53.9 minutes/day. *(Local Radio delivers 8.8% of Time with Ad-Supported Media.)*

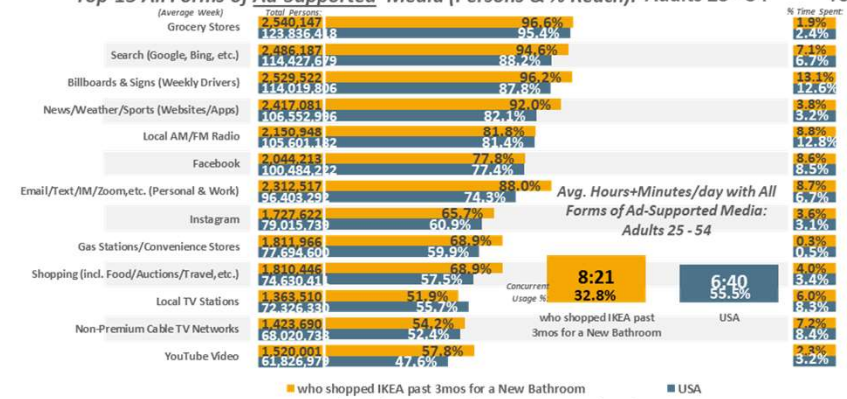
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



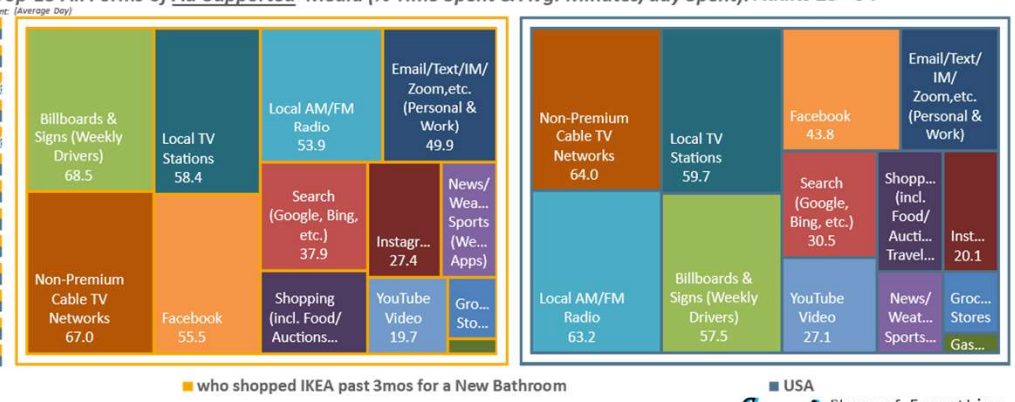
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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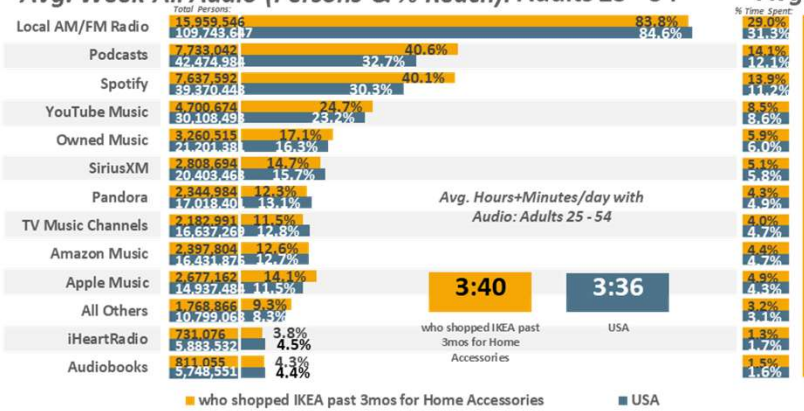
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom



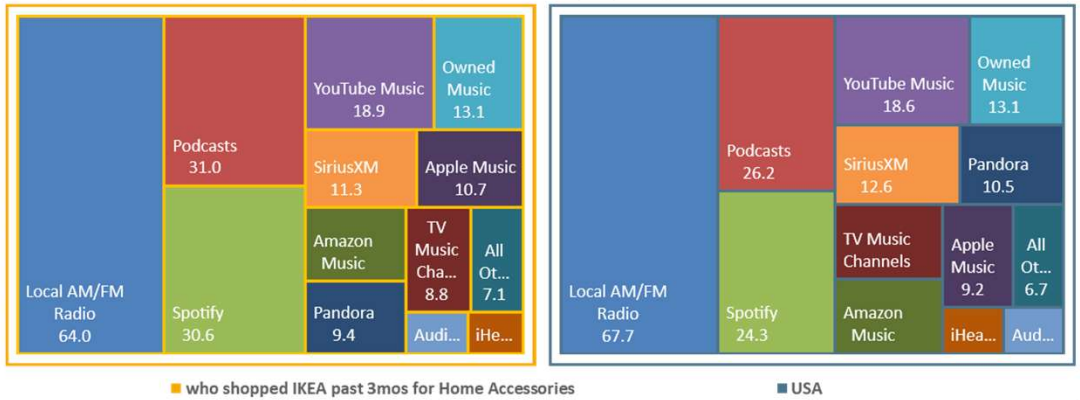
Home Accessories

15,090,142 or 79.2% of Adults 25 - 54 who shopped IKEA past 3mos for Home Accessories listen to Ad-Supported Local AM/FM Radio for an average of 56.6 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.

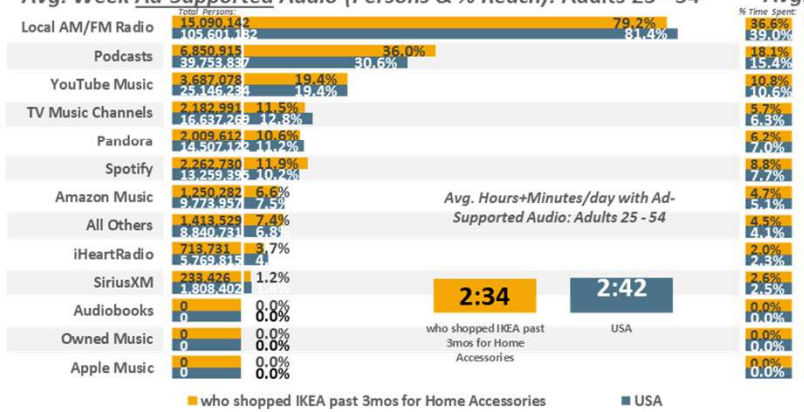
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



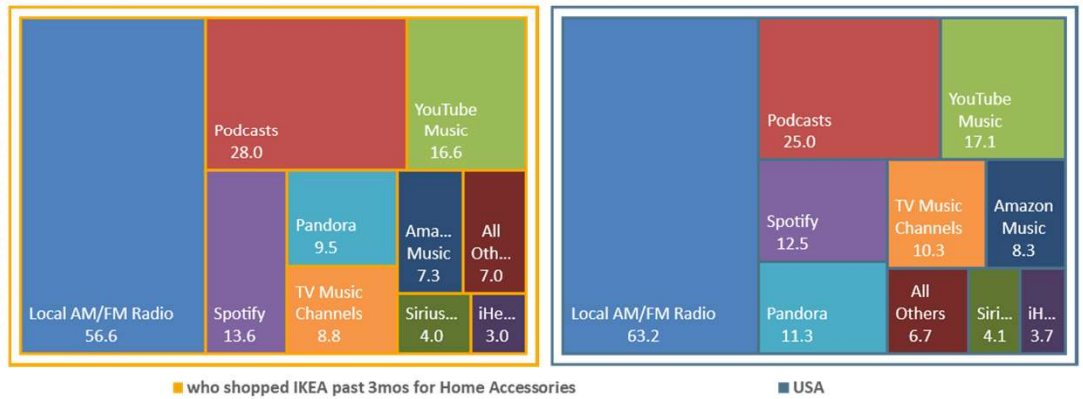
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,436*

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

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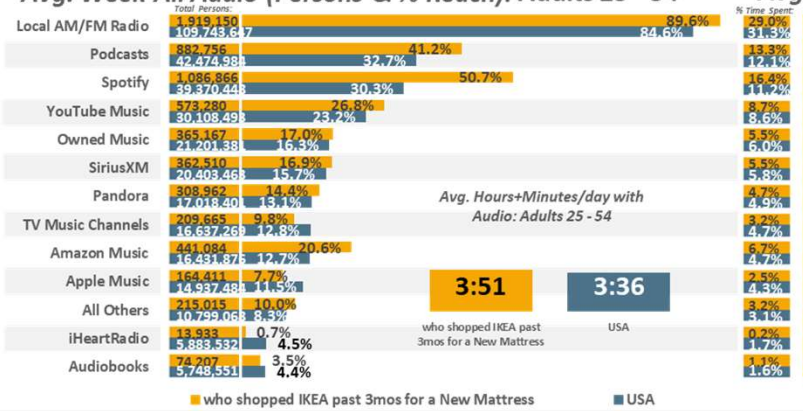
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Stores/services shopped past 3 months: Any home accessory store



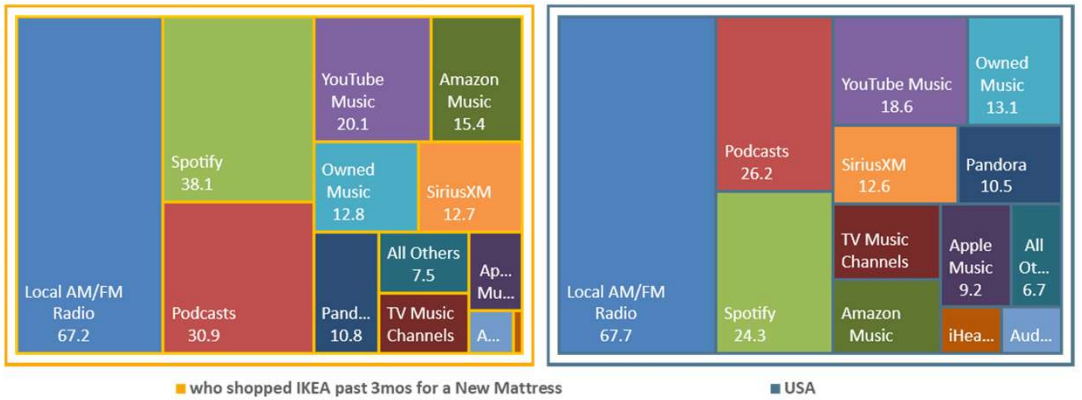
New Mattress

1,741,647 or 81.3% of Adults 25 - 54 who shopped IKEA past 3mos for a New Mattress listen to Ad-Supported Local AM/FM Radio for an average of 56.7 minutes every day representing 32.5% of all time spent daily with Ad-Supported Audio.

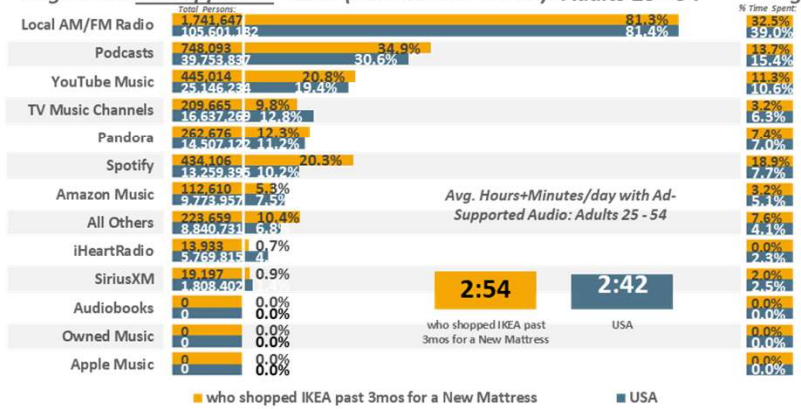
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



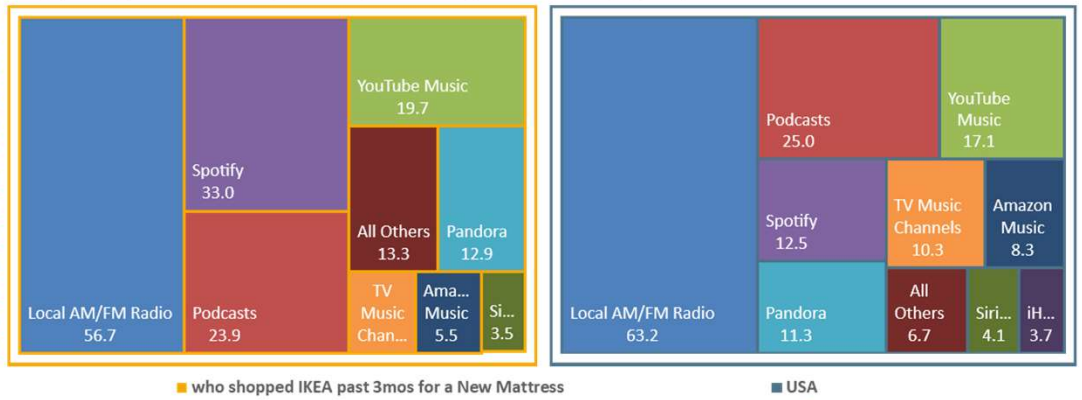
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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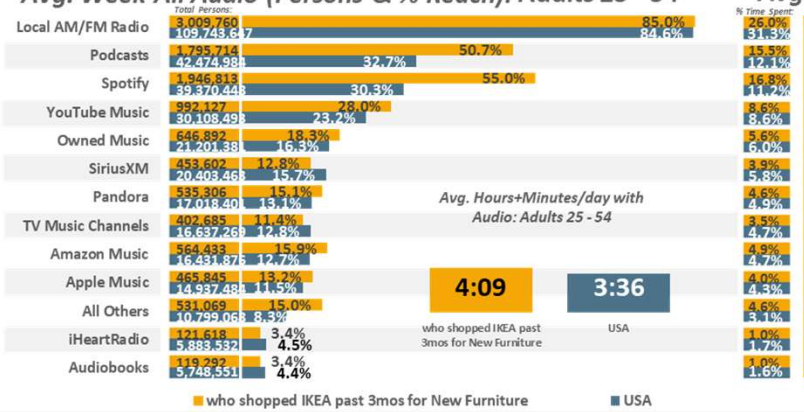
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Mattress



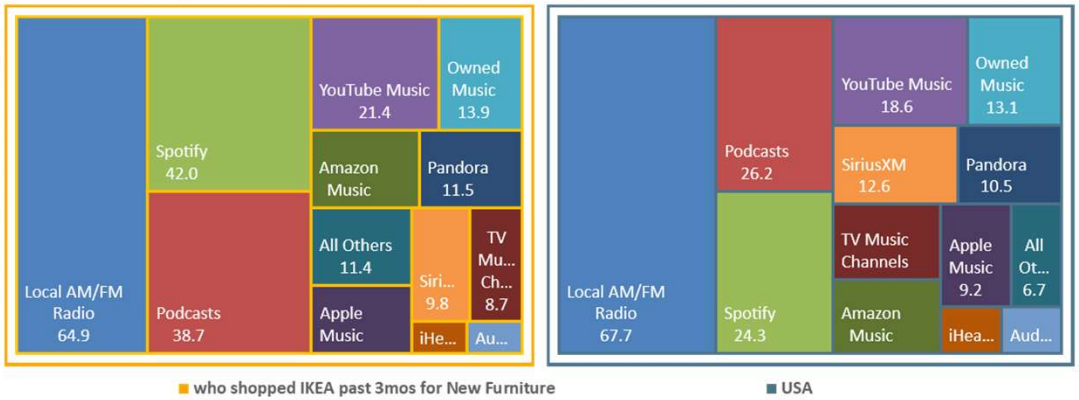
New Furniture

2,806,813 or 79.3% of Adults 25 - 54 who shopped IKEA past 3mos for New Furniture listen to Ad-Supported Local AM/FM Radio for an average of 54.9 minutes every day representing 27.8% of all time spent daily with Ad-Supported Audio.

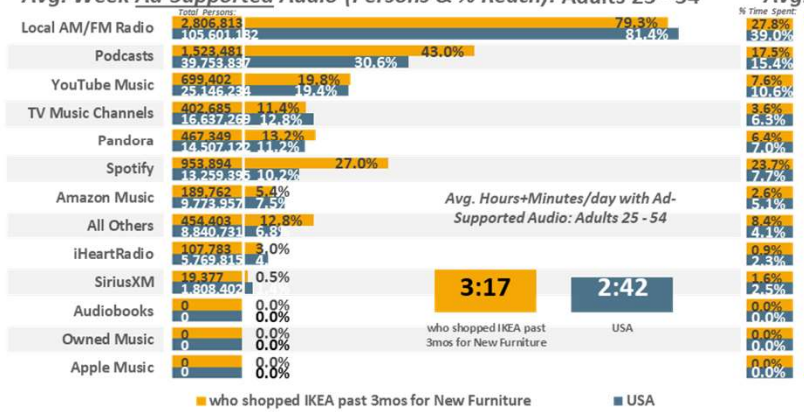
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



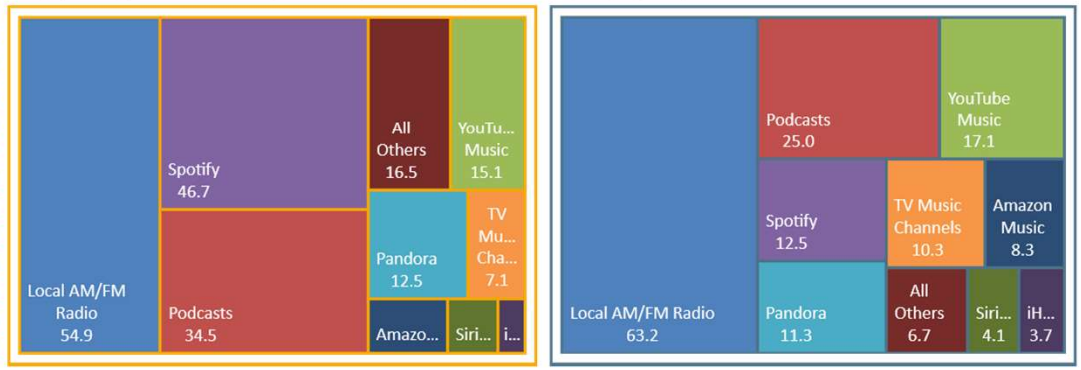
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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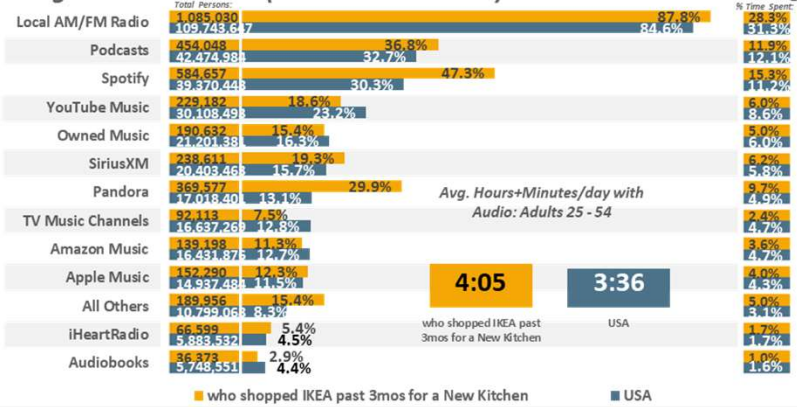
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Furniture



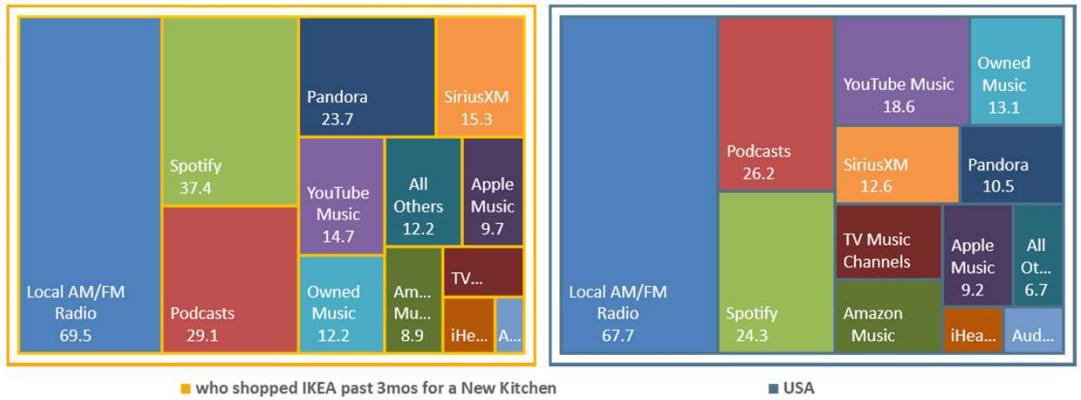
New Kitchen

1,027,279 or 83.2% of Adults 25 - 54 who shopped IKEA past 3mos for a New Kitchen listen to Ad-Supported Local AM/FM Radio for an average of 51.8 minutes every day representing 24.9% of all time spent daily with Ad-Supported Audio.

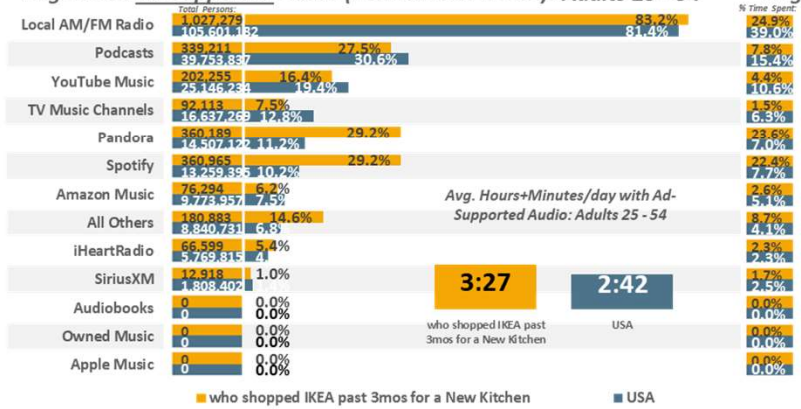
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



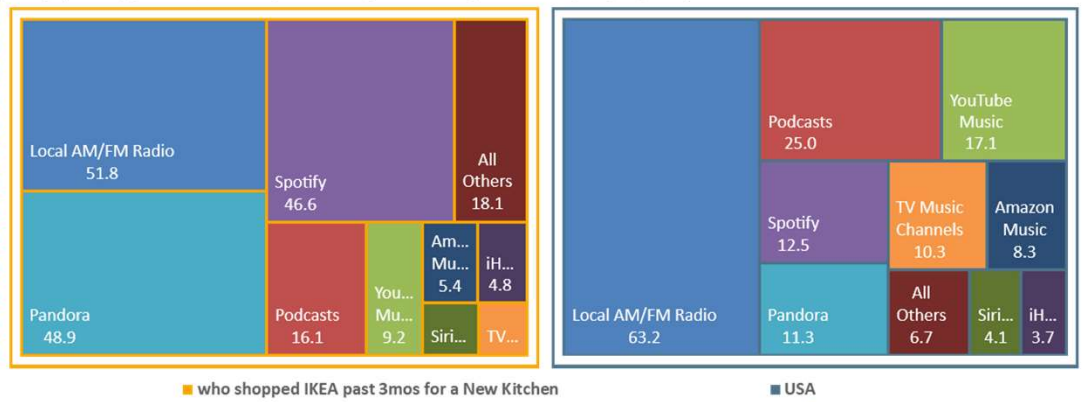
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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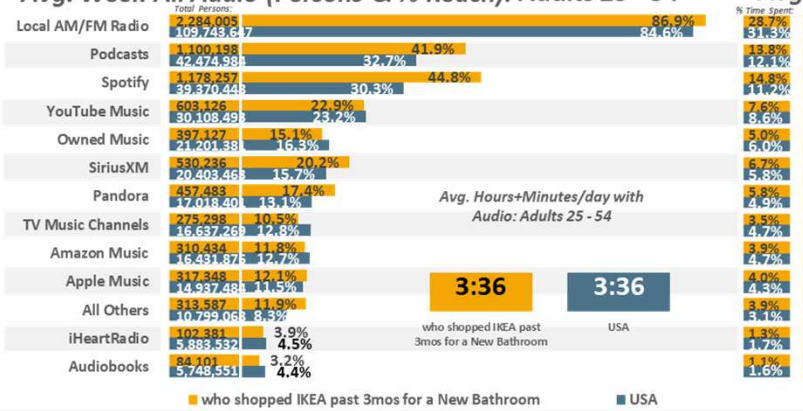
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen



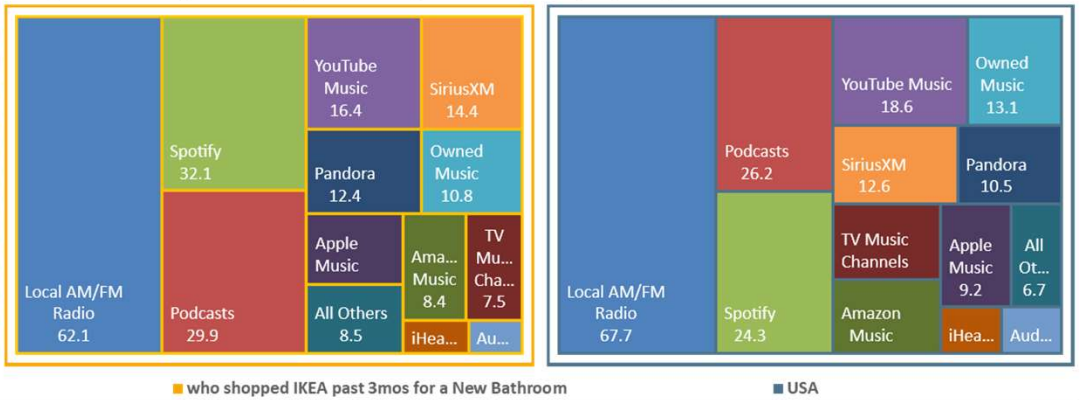
New Bathroom

2,150,948 or 81.8% of Adults 25 - 54 who shopped IKEA past 3mos for a New Bathroom listen to Ad-Supported Local AM/FM Radio for an average of 53.9 minutes every day representing 34.6% of all time spent daily with Ad-Supported Audio.

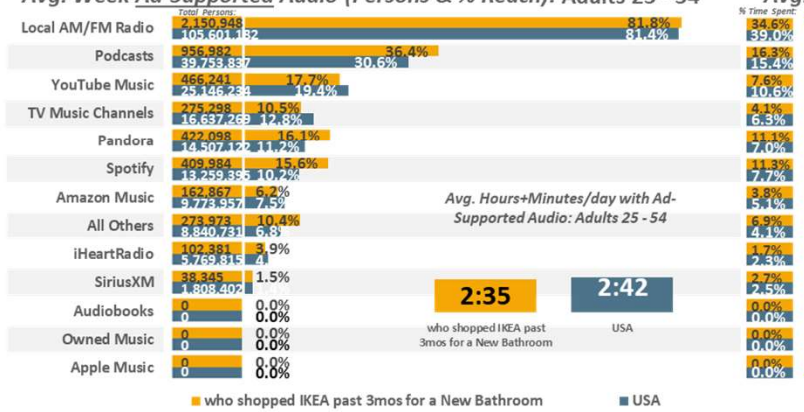
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



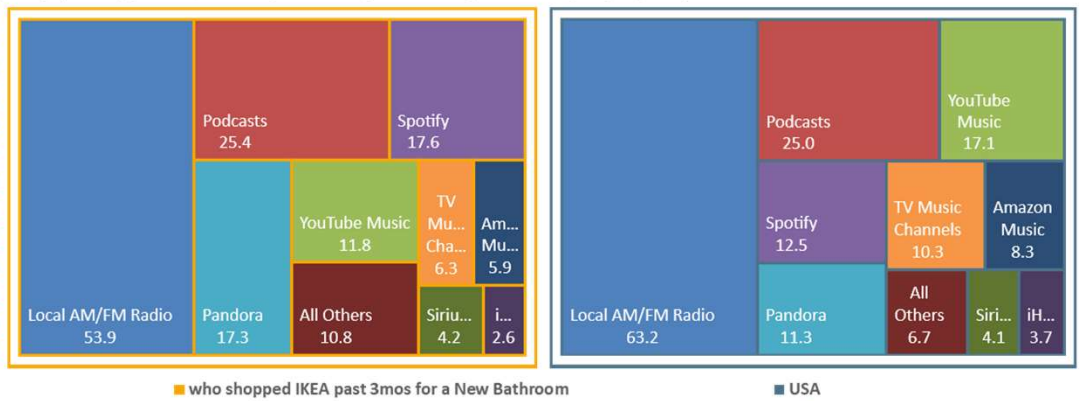
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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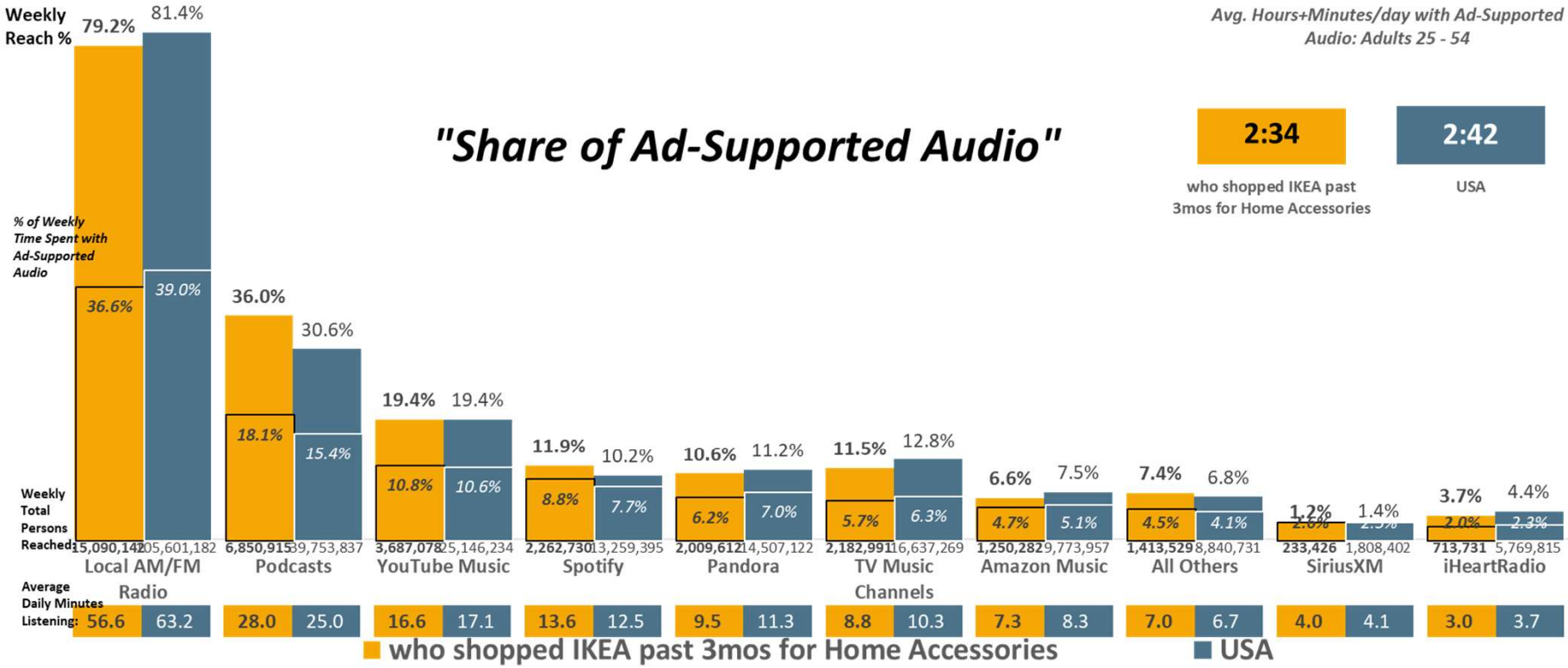
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom



IKEA

Home Accessories

15,090,142 or 79.2% of Adults 25 - 54 who shopped IKEA past 3mos for Home Accessories listen to Ad-Supported Local AM/FM Radio for an average of 56.6 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.



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[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Stores/services shopped past 3 months: Any home accessory store



IKEA

New Mattress

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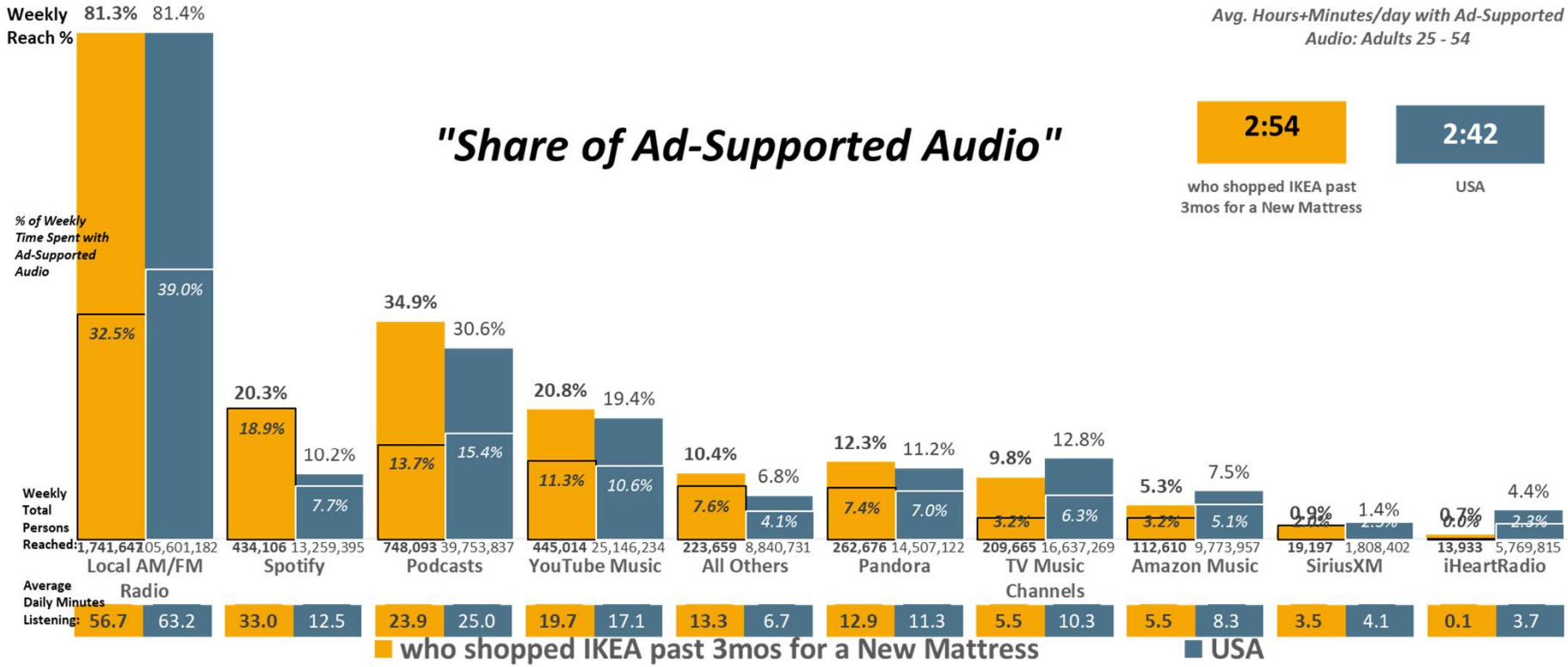

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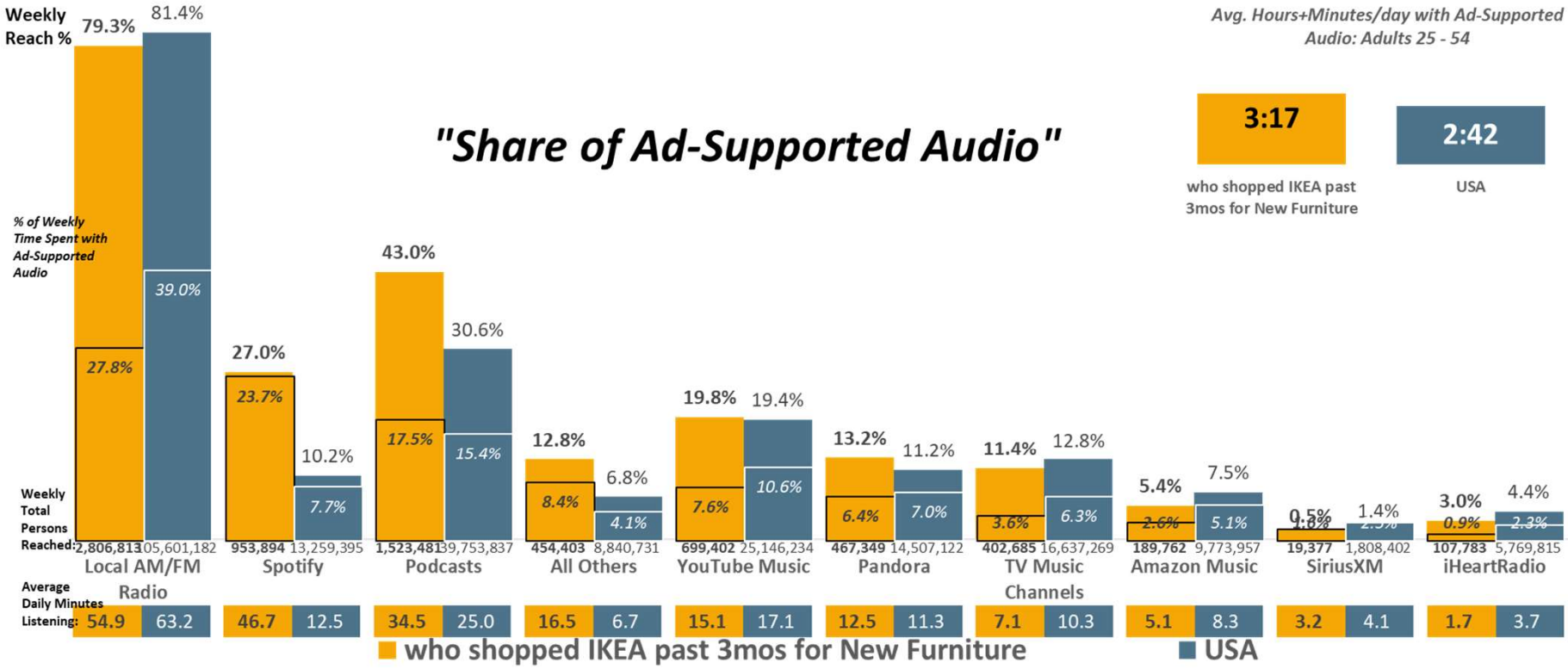
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Mattress



New Furniture

2,806,813 or 79.3% of Adults 25 - 54 who shopped IKEA past 3mos for New Furniture listen to Ad-Supported Local AM/FM Radio for an average of 54.9 minutes every day representing 27.8% of all time spent daily with Ad-Supported Audio.



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New Kitchen

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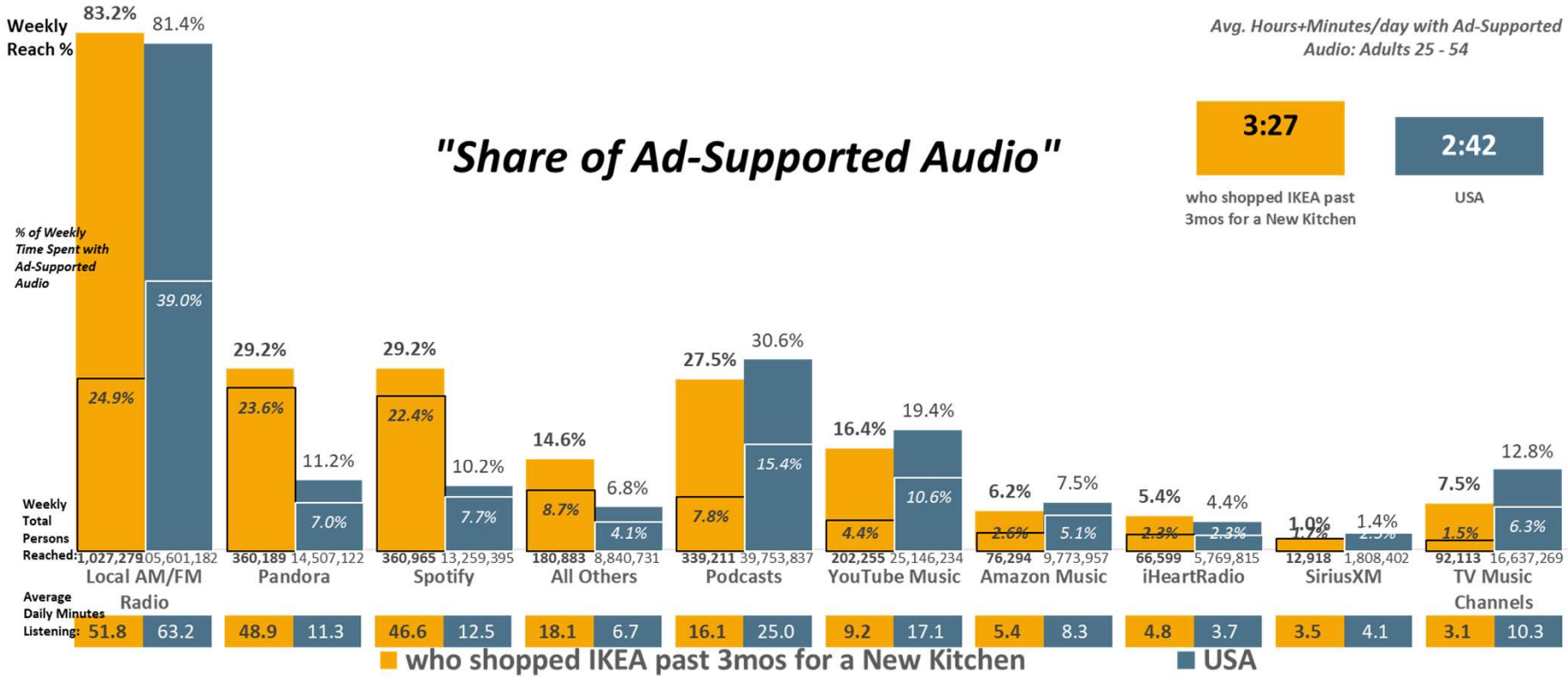

	Local AM/FM Radio	Pandora	Spotify	All Others	Podcasts	YouTube Music	Amazon Music	iHeartRadio	SiriusXM	TV Music Channels
Weekly Reach % (who shopped IKEA past 3mos for a New Kitchen)	83.2%	29.2%	29.2%	14.6%	27.5%	16.4%	6.2%	5.4%	1.0%	7.5%
Weekly Reach % (USA)	81.4%	11.2%	10.2%	6.8%	30.6%	19.4%	7.5%	4.4%	1.4%	12.8%
% of Weekly Time Spent with Ad-Supported Audio (who shopped IKEA past 3mos for a New Kitchen)	24.9%	23.6%	22.4%	8.7%	7.8%	4.4%	2.6%	2.3%	1.7%	1.5%
% of Weekly Time Spent with Ad-Supported Audio (USA)	39.0%	7.0%	7.7%	4.1%	15.4%	10.6%	5.1%	2.3%	2.5%	6.3%
Weekly Total Persons Reached: (who shopped IKEA past 3mos for a New Kitchen)	1,027,279	360,189	360,965	180,883	339,211	202,255	76,294	66,599	12,918	92,113
Weekly Total Persons Reached: (USA)	105,601,182	14,507,122	13,259,395	8,840,731	39,753,837	25,146,234	9,773,957	5,769,815	1,808,402	16,637,269
Average Daily Minutes Listening: (who shopped IKEA past 3mos for a New Kitchen)	51.8	48.9	46.6	18.1	16.1	9.2	5.4	4.8	3.5	3.1
Average Daily Minutes Listening: (USA)	63.2	11.3	12.5	6.7	25.0	17.1	8.3	3.7	4.1	10.3

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[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen



IKEA

New Bathroom

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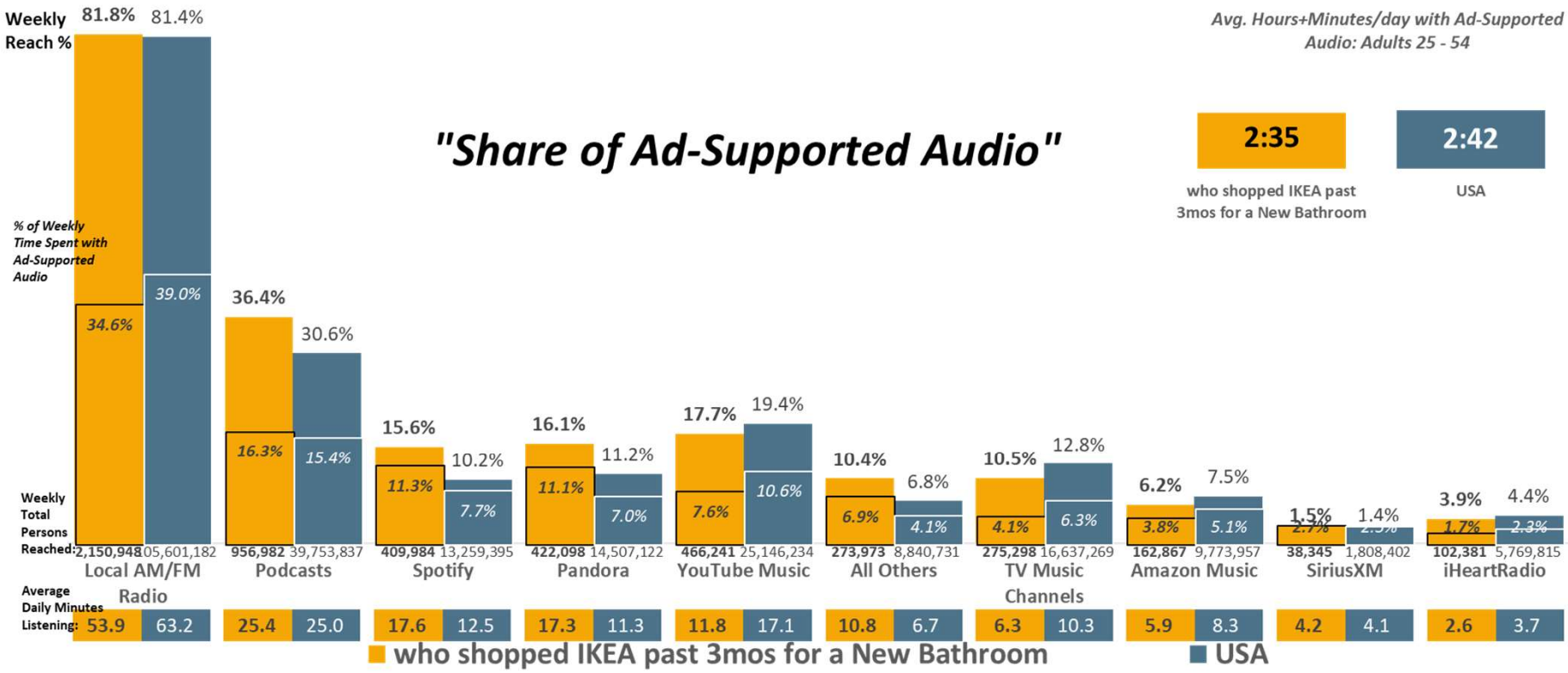

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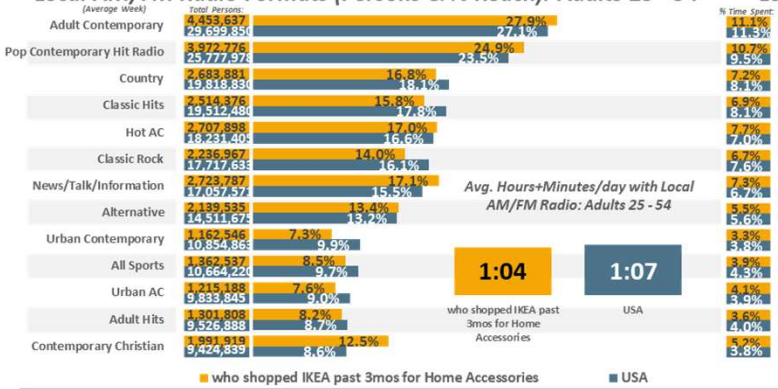
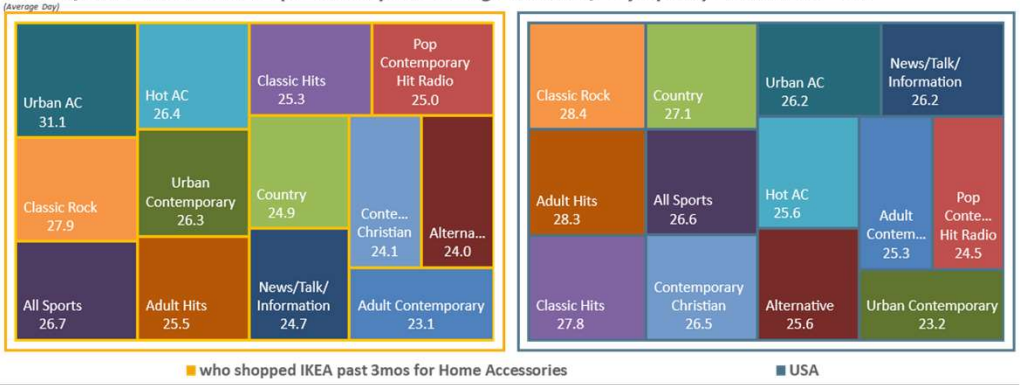
Home Accessories

15,090,142 or 79.2% of Adults 25 - 54 who shopped IKEA past 3mos for Home Accessories listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Country, and Classic Hits.

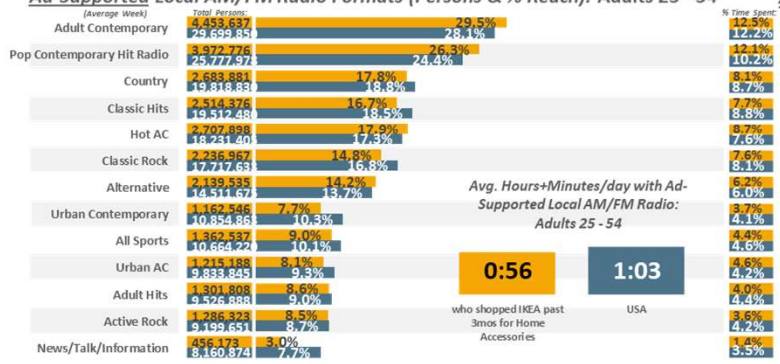
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



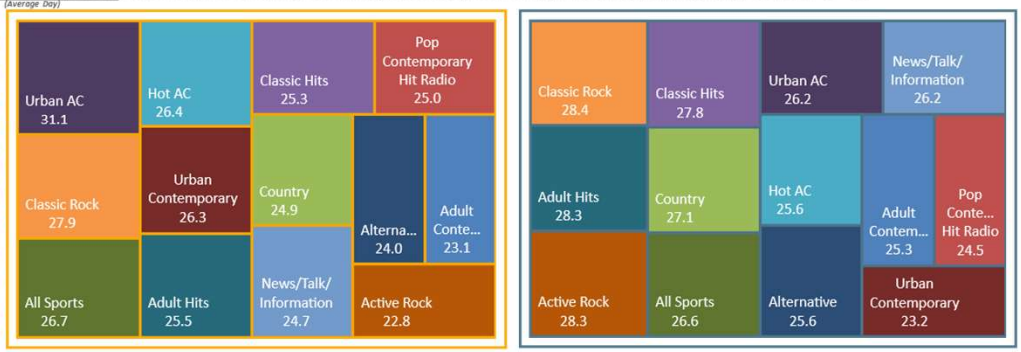
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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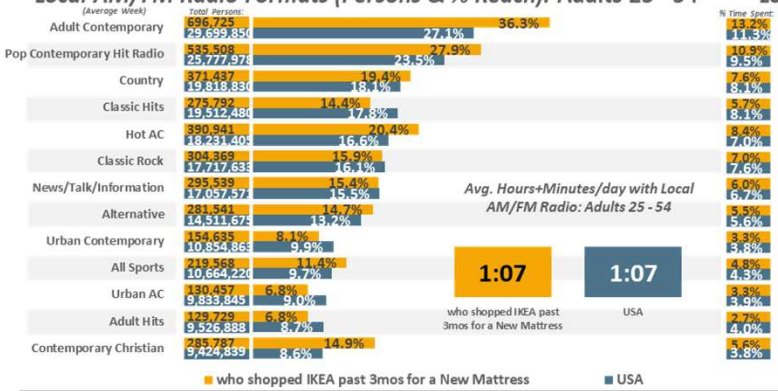
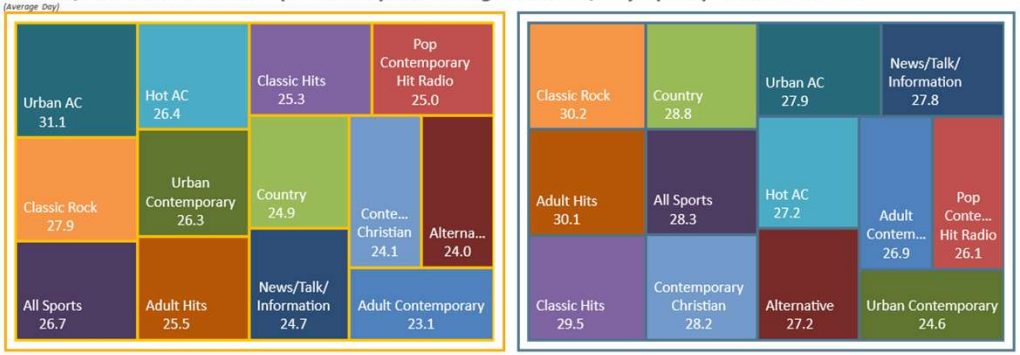
1,741,647 or 81.3% of Adults 25 - 54 who shopped IKEA past 3mos for a New Mattress listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Country, and Classic Rock.

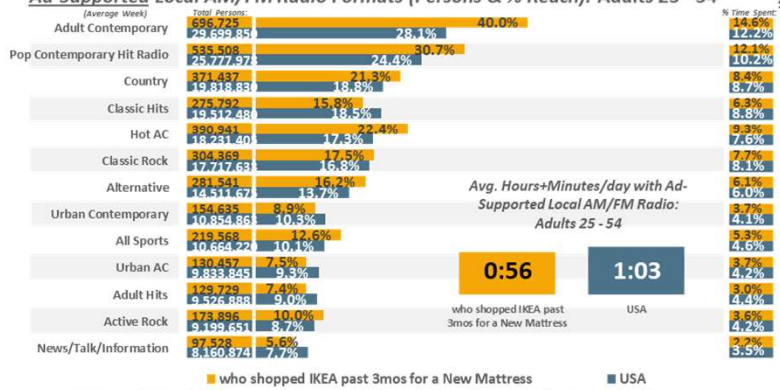
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



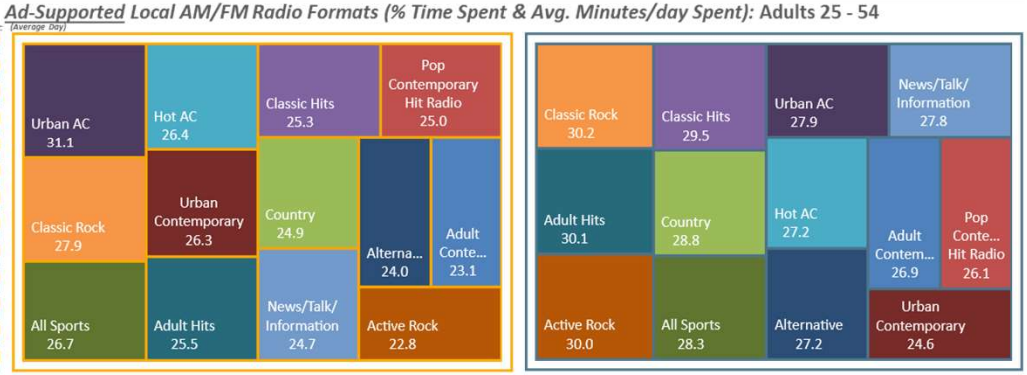
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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 1,436

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

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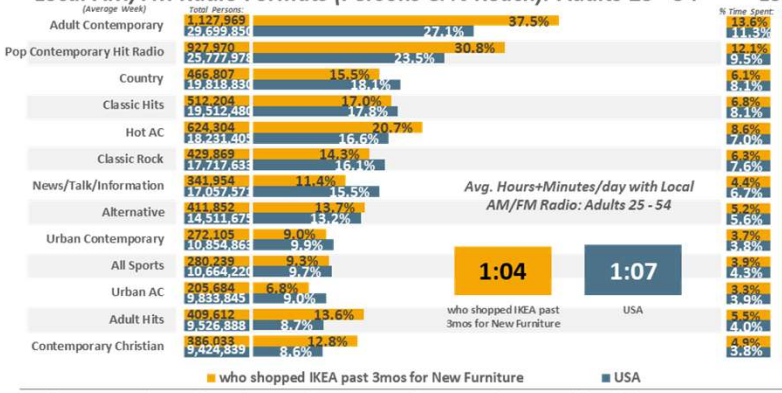
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Mattress



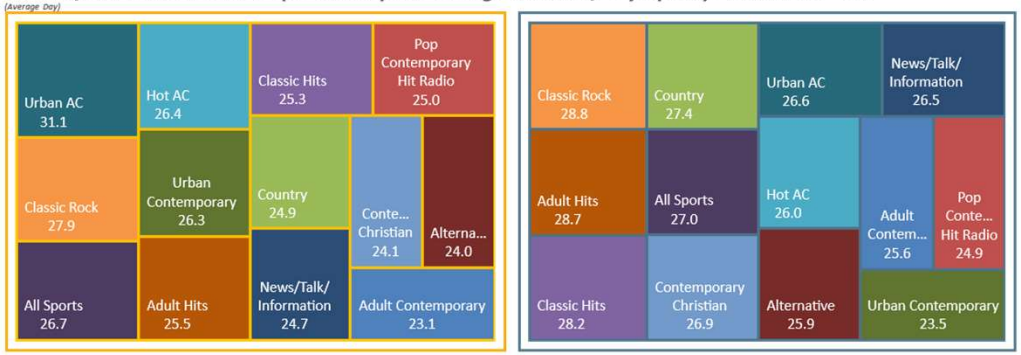
New Furniture

2,806,813 or 79.3% of Adults 25 - 54 who shopped IKEA past 3mos for New Furniture listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Classic Hits, and Country.

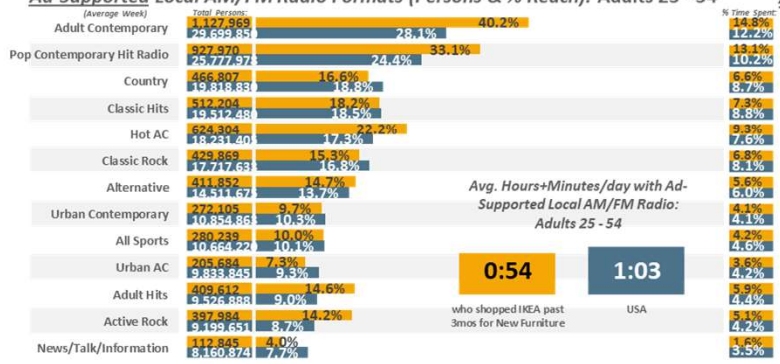
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



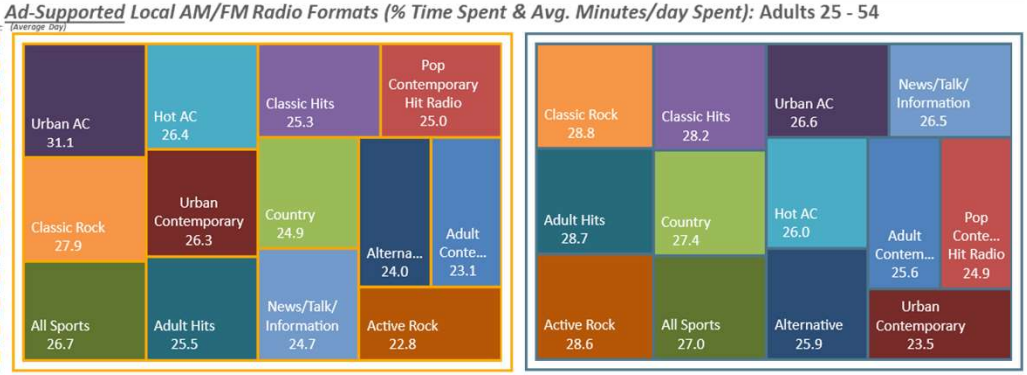
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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 1,436

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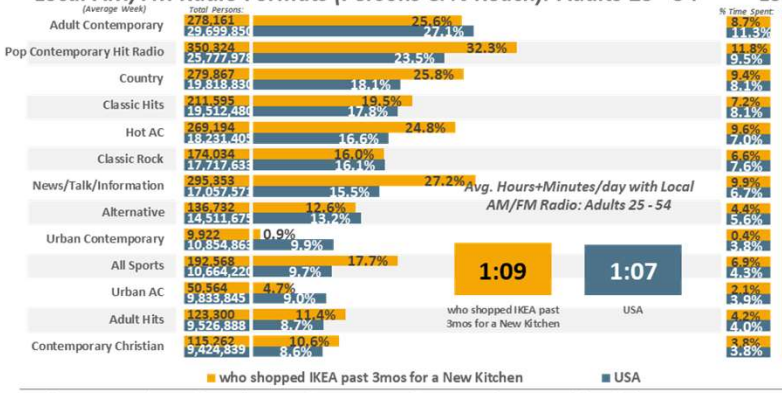
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Furniture



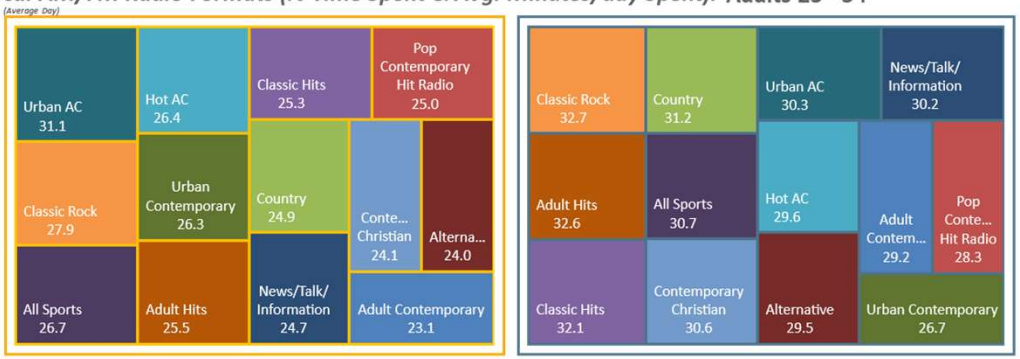
New Kitchen

1,027,279 or 83.2% of Adults 25 - 54 who shopped IKEA past 3mos for a New Kitchen listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Country, Adult Contemporary, Hot AC, and Classic Hits.

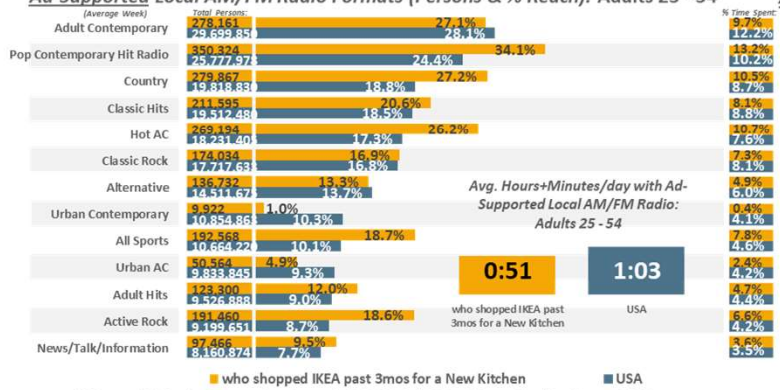
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



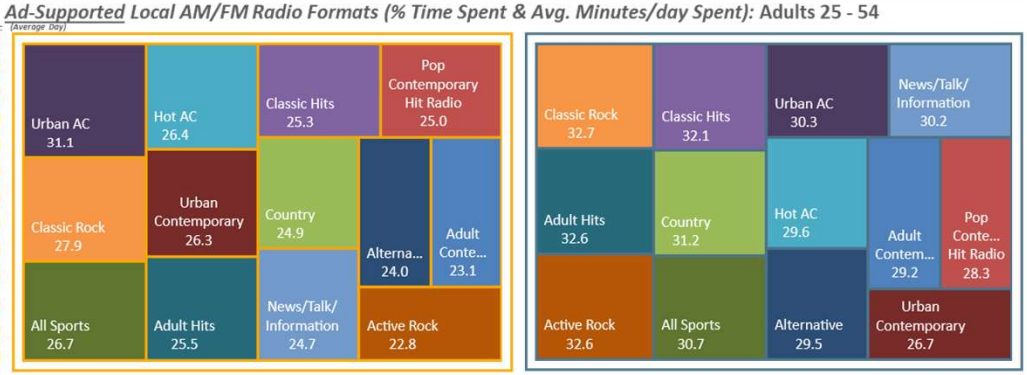
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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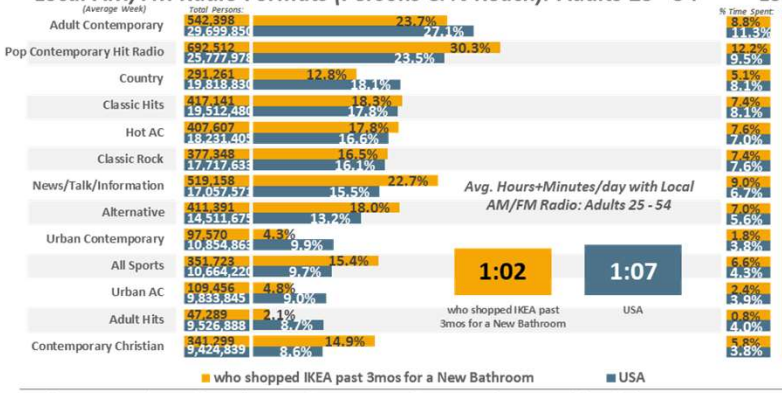
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen



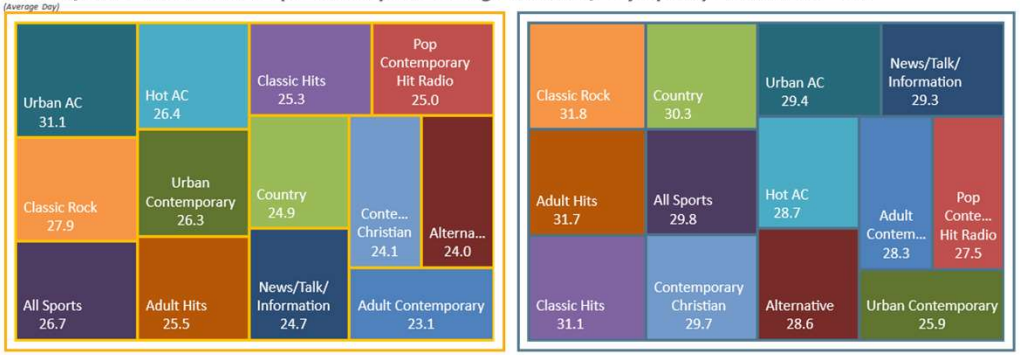
New Bathroom

2,150,948 or 81.8% of Adults 25 - 54 who shopped IKEA past 3mos for a New Bathroom listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Alternative, and Hot AC.

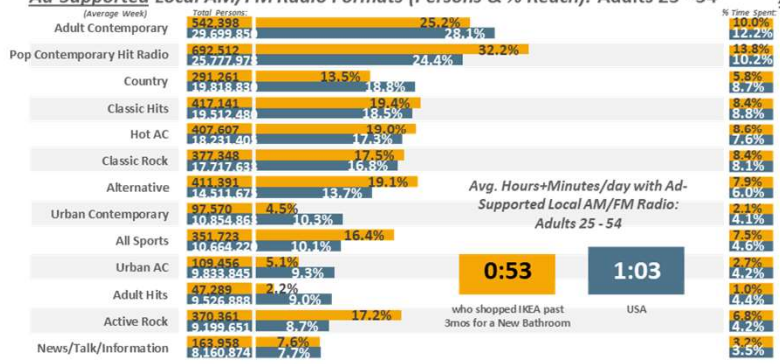
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



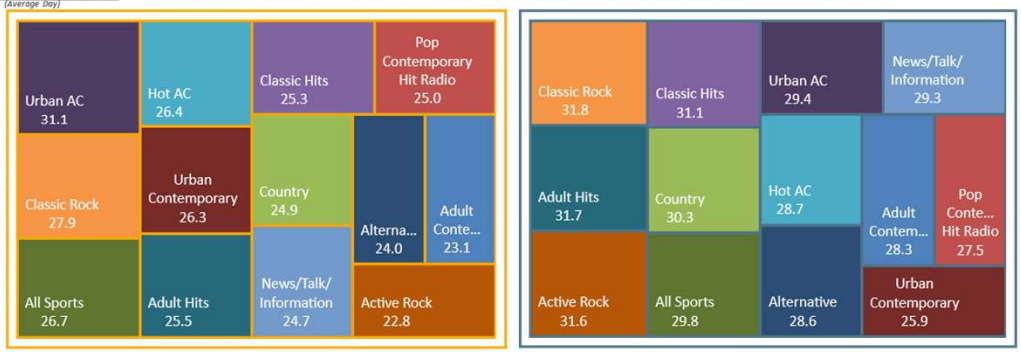
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom

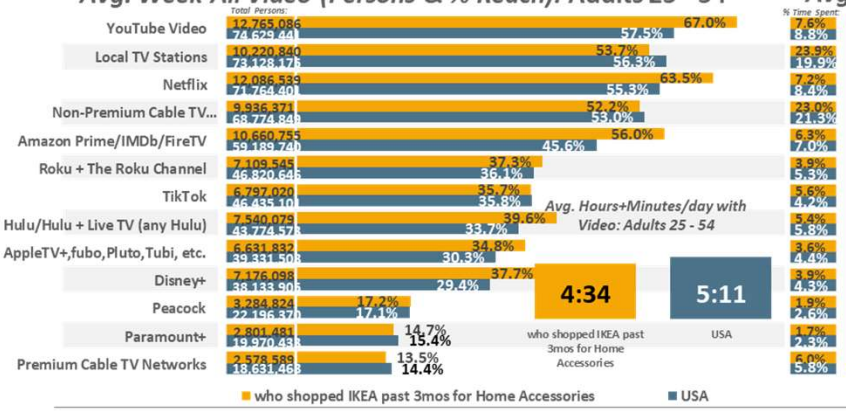


IKEA

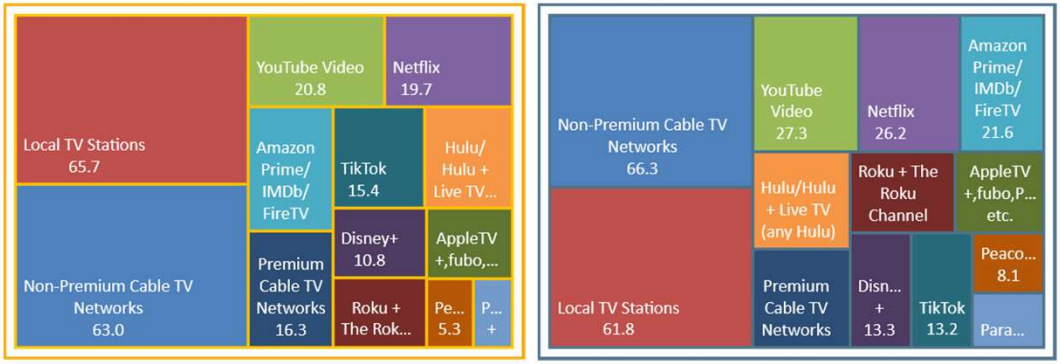
Home Accessories

10,065,067 or 52.8% of Adults 25 - 54 who shopped IKEA past 3mos for Home Accessories watch Ad-Supported Local TV Stations for an average of 62.5 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

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

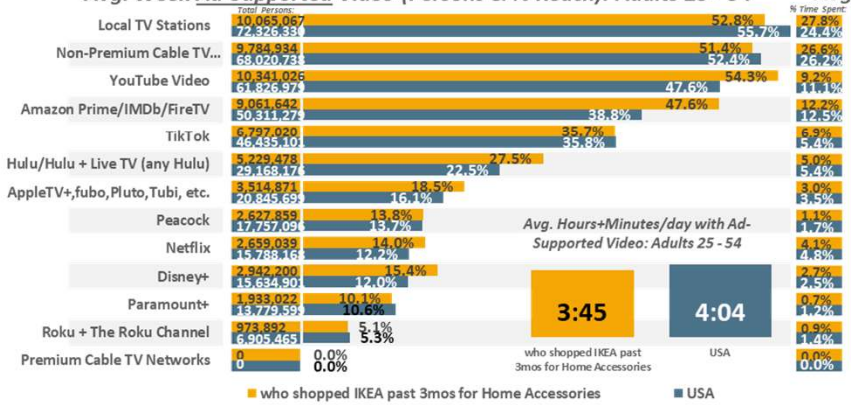


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

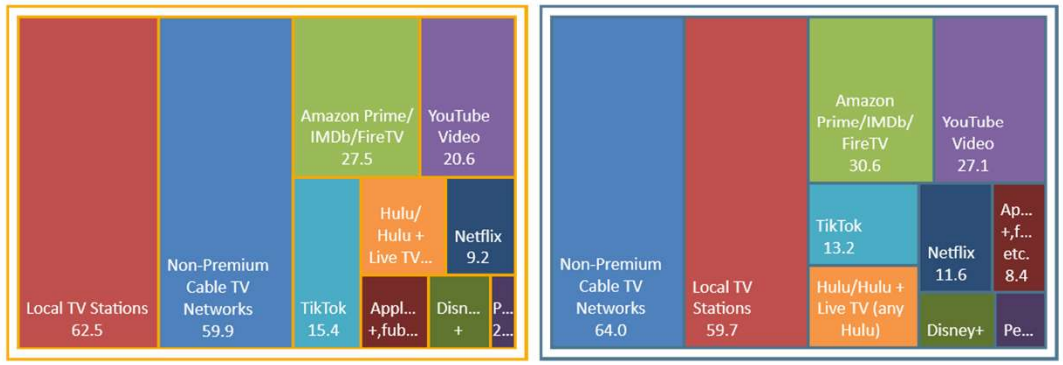


who shopped IKEA past 3mos for Home Accessories ■ USA

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 shopped IKEA past 3mos for Home Accessories ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Stores/services shopped past 3 months: Any home accessory store



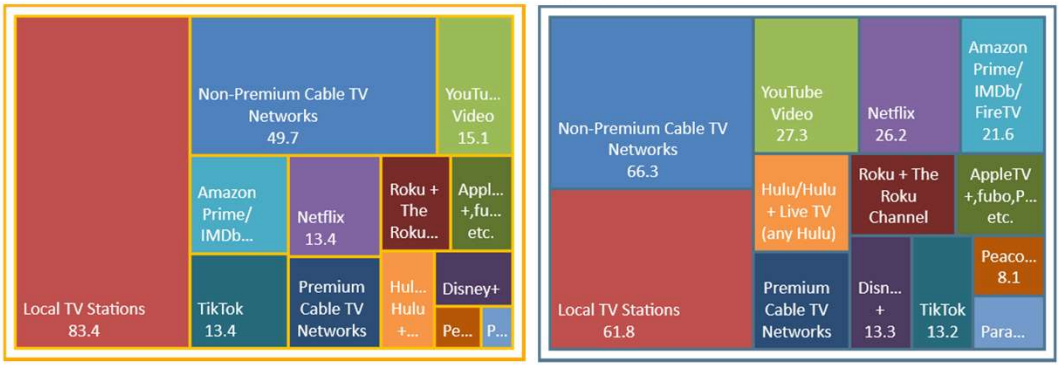
New Mattress

1,348,061 or 62.9% of Adults 25 - 54 who shopped IKEA past 3mos for a New Mattress watch Ad-Supported Local TV Stations for an average of 80.3 minutes every day representing 39.% of all time spent daily with Ad-Supported Video.

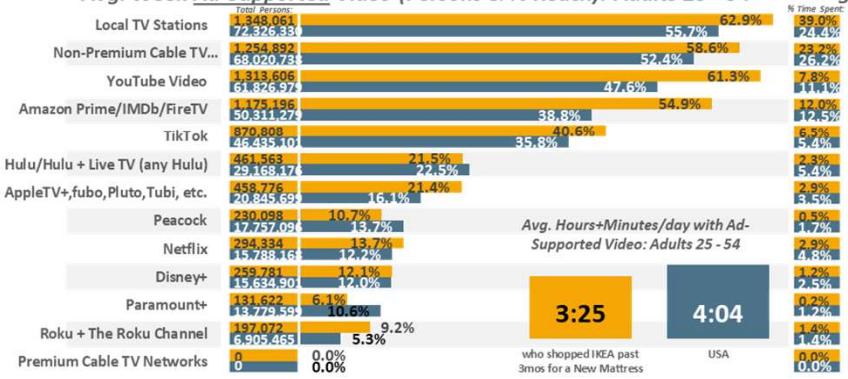
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



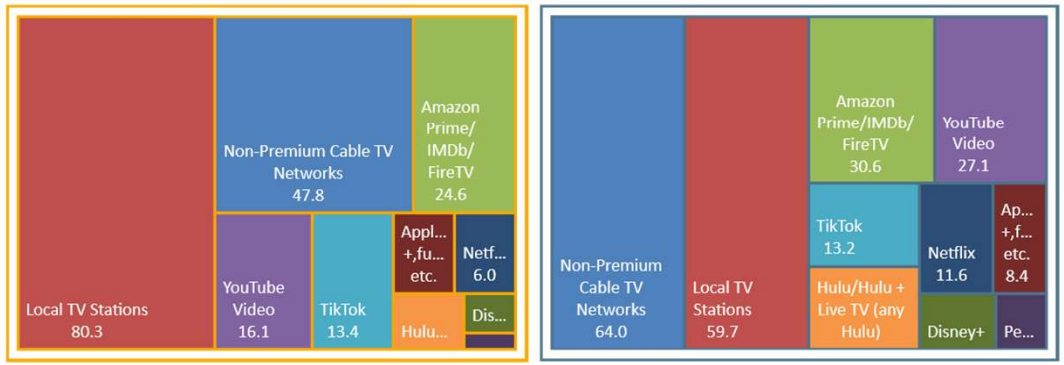
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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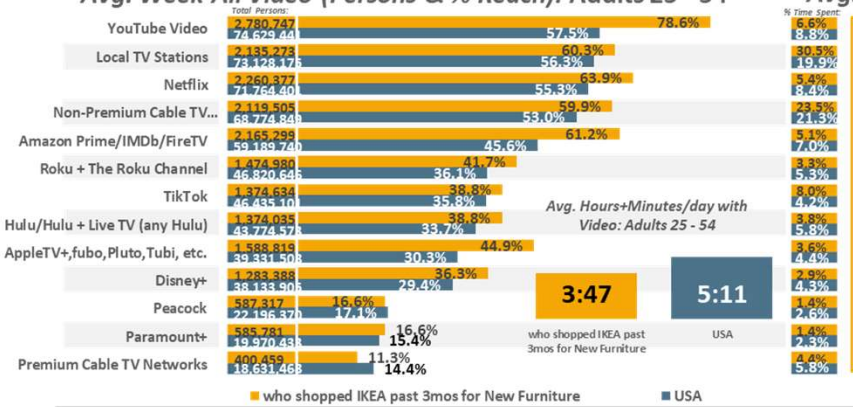
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Mattress



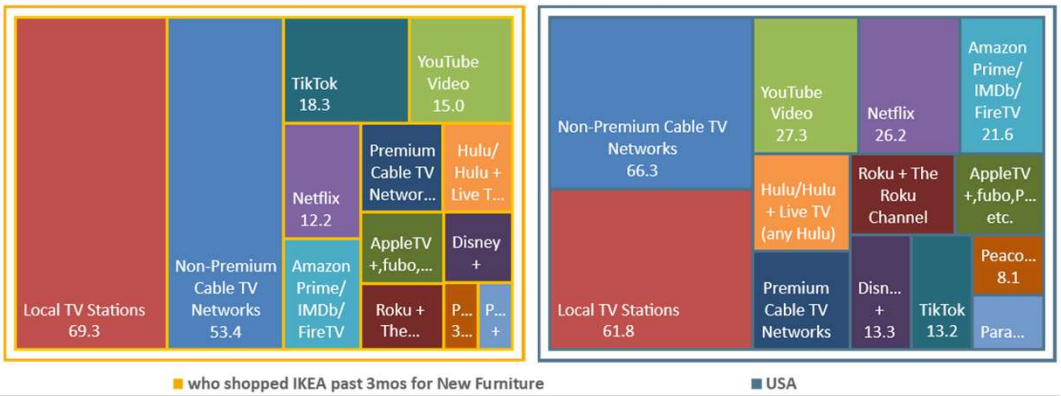
New Furniture

2,109,760 or 59.6% of Adults 25 - 54 who shopped IKEA past 3mos for New Furniture watch Ad-Supported Local TV Stations for an average of 67.5 minutes every day representing 34.5% of all time spent daily with Ad-Supported Video.

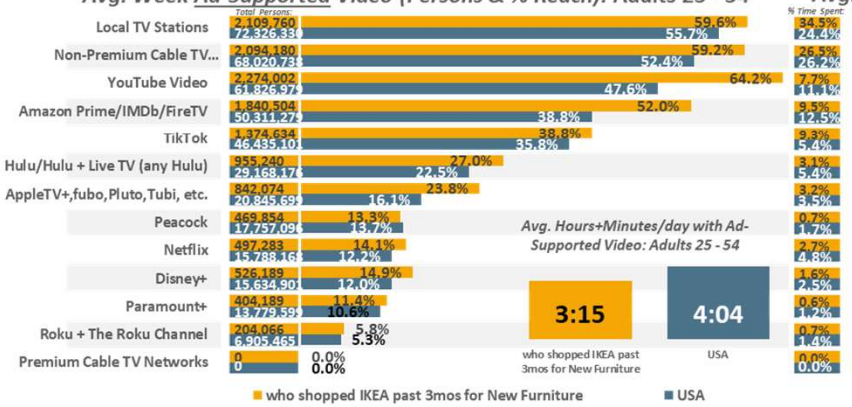
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



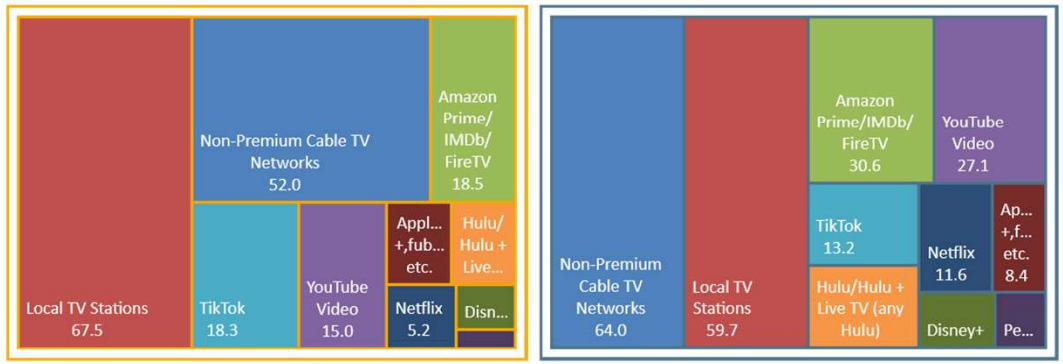
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week 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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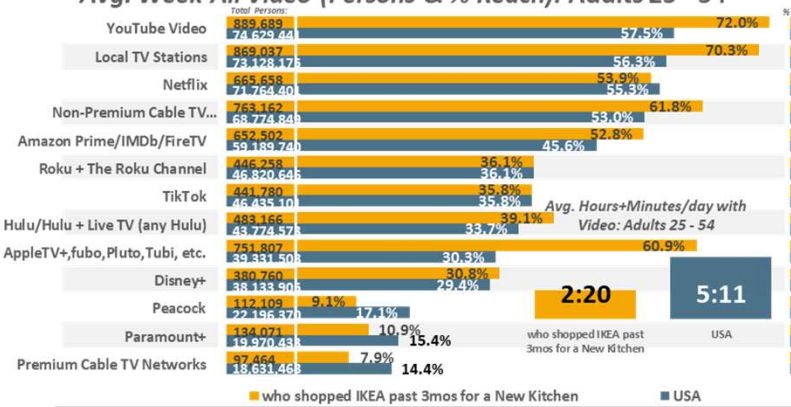
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Furniture



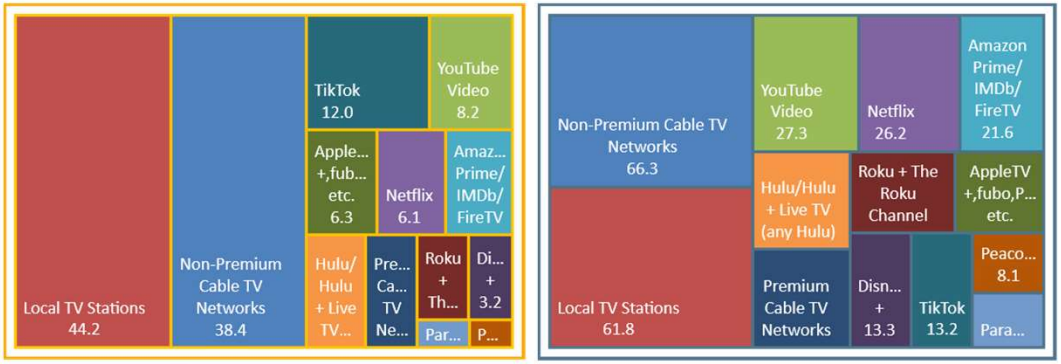
New Kitchen

839,582 or 68.% of Adults 25 - 54 who shopped IKEA past 3mos for a New Kitchen watch Ad-Supported Local TV Stations for an average of 41.1 minutes every day representing 33.4% of all time spent daily with Ad-Supported Video.

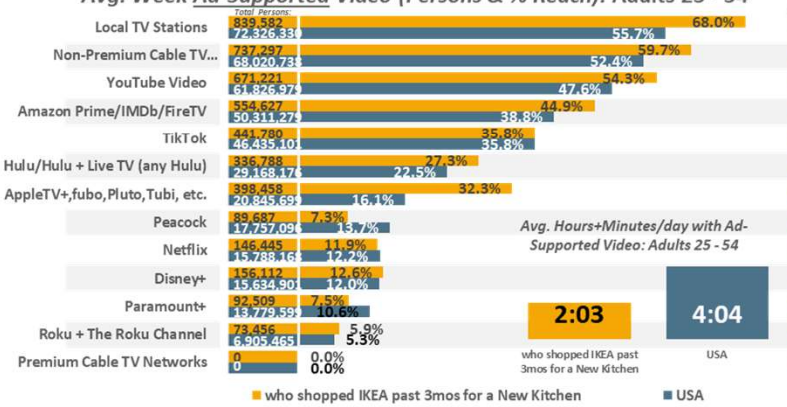
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



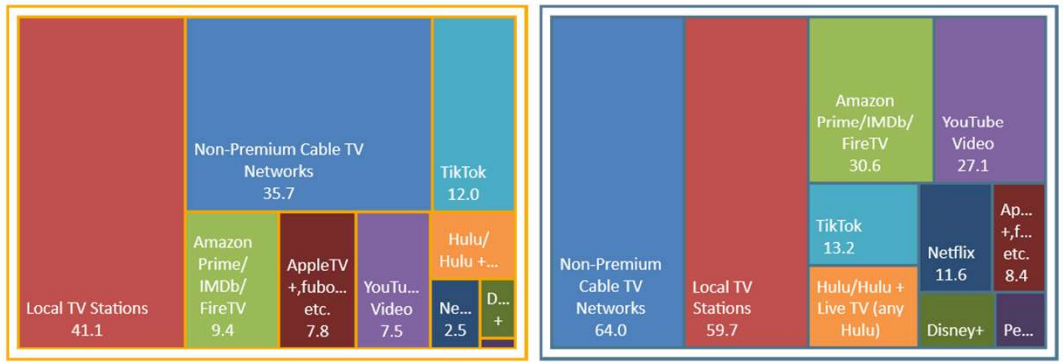
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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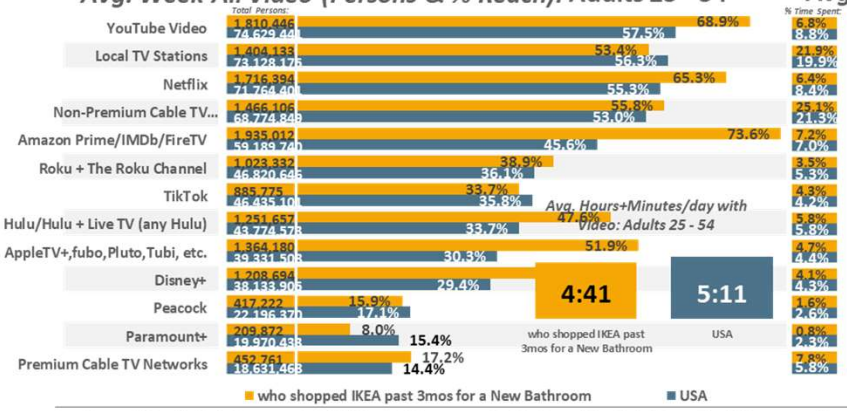
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen



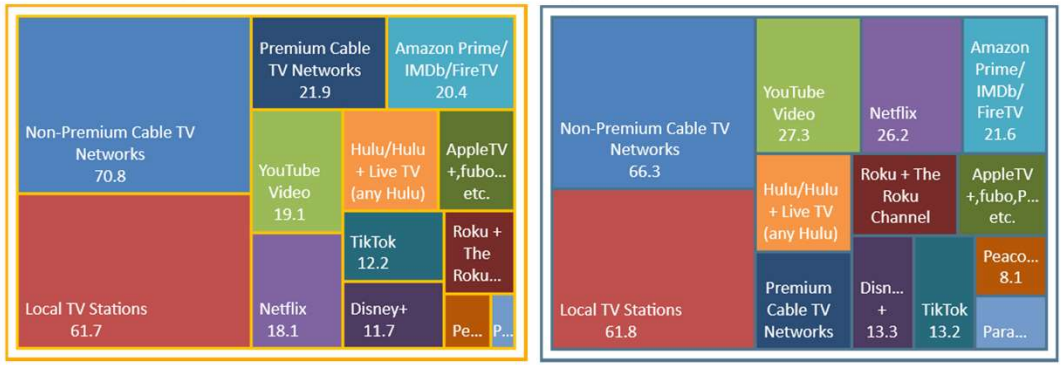
New Bathroom

1,363,510 or 51.9% of Adults 25 - 54 who shopped IKEA past 3mos for a New Bathroom watch Ad-Supported Local TV Stations for an average of 58.4 minutes every day representing 24.9% of all time spent daily with Ad-Supported Video.

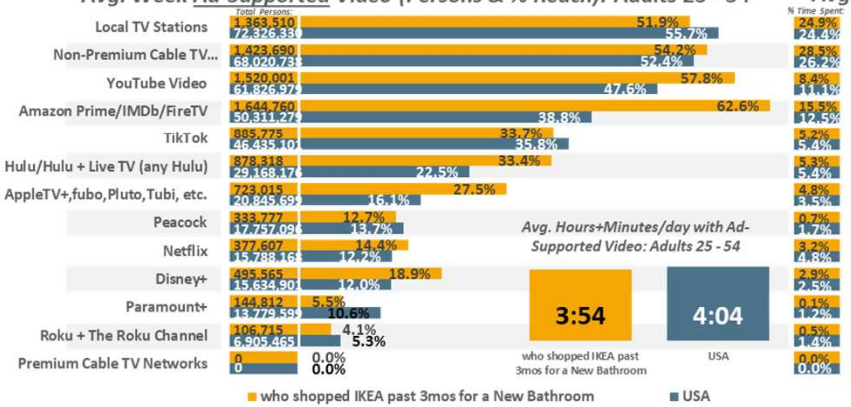
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



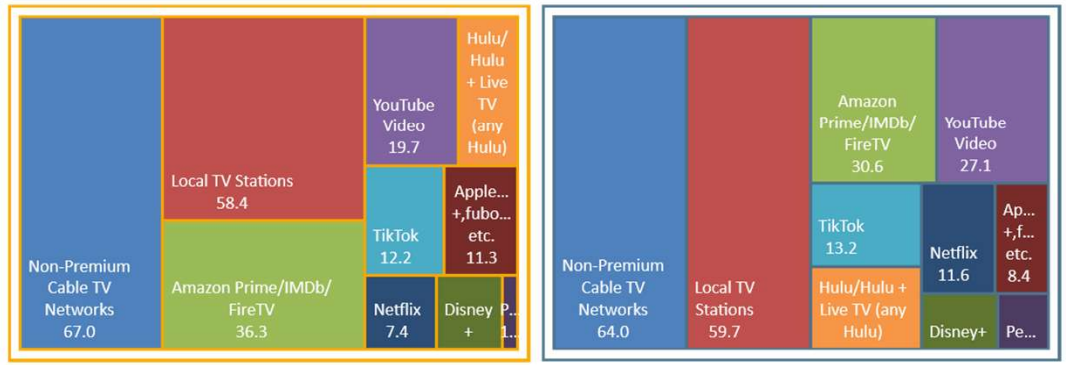
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week 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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[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom



Home Accessories

10,065,067 or 52.8% of Adults 25 - 54 who shopped IKEA past 3mos for Home Accessories watch Ad-Supported Local TV Stations for an average of 62.5 minutes every day representing 27.8% 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 shopped IKEA past 3mos for Home Accessories	USA
3:45	4:04

	Local TV	Cable TV	Amazon	YouTube	TikTok	Hulu	Netflix	AppleTV+	Disney+	Peacock
Weekly Reach %	52.8% / 55.7%	51.4% / 52.4%	47.6% / 38.8%	54.3% / 47.6%	35.7% / 35.8%	27.5% / 22.5%	14.0% / 12.2%	18.5% / 16.1%	15.4% / 12.0%	13.8% / 13.7%
% of Weekly Time Spent with Ad-Supported Video	27.8% / 24.4%	26.6% / 26.2%	12.2% / 12.5%	9.2% / 11.1%	6.9% / 5.4%	5.0% / 5.4%	4.1% / 4.8%	3.0% / 3.5%	2.7% / 2.5%	1.1% / 1.7%
Weekly Total Persons Reached	10,065,067 / 72,326,330	9,784,934 / 68,020,738	9,061,642 / 50,311,279	10,341,026 / 61,826,979	6,797,020 / 46,435,101	5,229,478 / 29,168,176	2,659,039 / 15,788,168	3,514,871 / 20,845,699	2,942,200 / 15,634,901	2,627,859 / 17,757,096
Average Daily Minutes Viewing:	62.5 / 59.7	59.9 / 64.0	27.5 / 30.6	20.6 / 27.1	15.4 / 13.2	11.2 / 13.1	9.2 / 11.6	6.6 / 8.4	6.0 / 6.1	2.5 / 4.1

■ who shopped IKEA past 3mos for Home Accessories ■ USA

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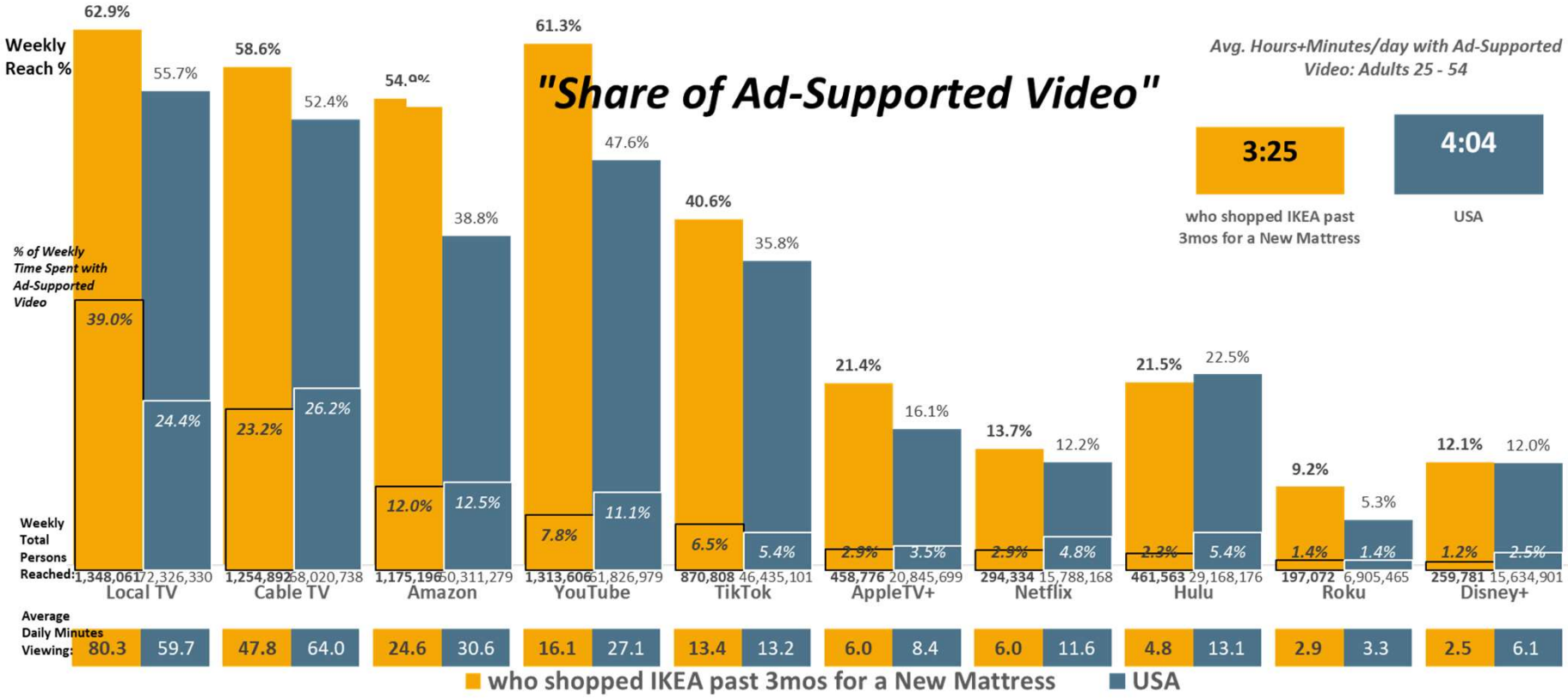
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Stores/services shopped past 3 months: Any home accessory store



IKEA

New Mattress

1,348,061 or 62.9% of Adults 25 - 54 who shopped IKEA past 3mos for a New Mattress watch Ad-Supported Local TV Stations for an average of 80.3 minutes every day representing 39.% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

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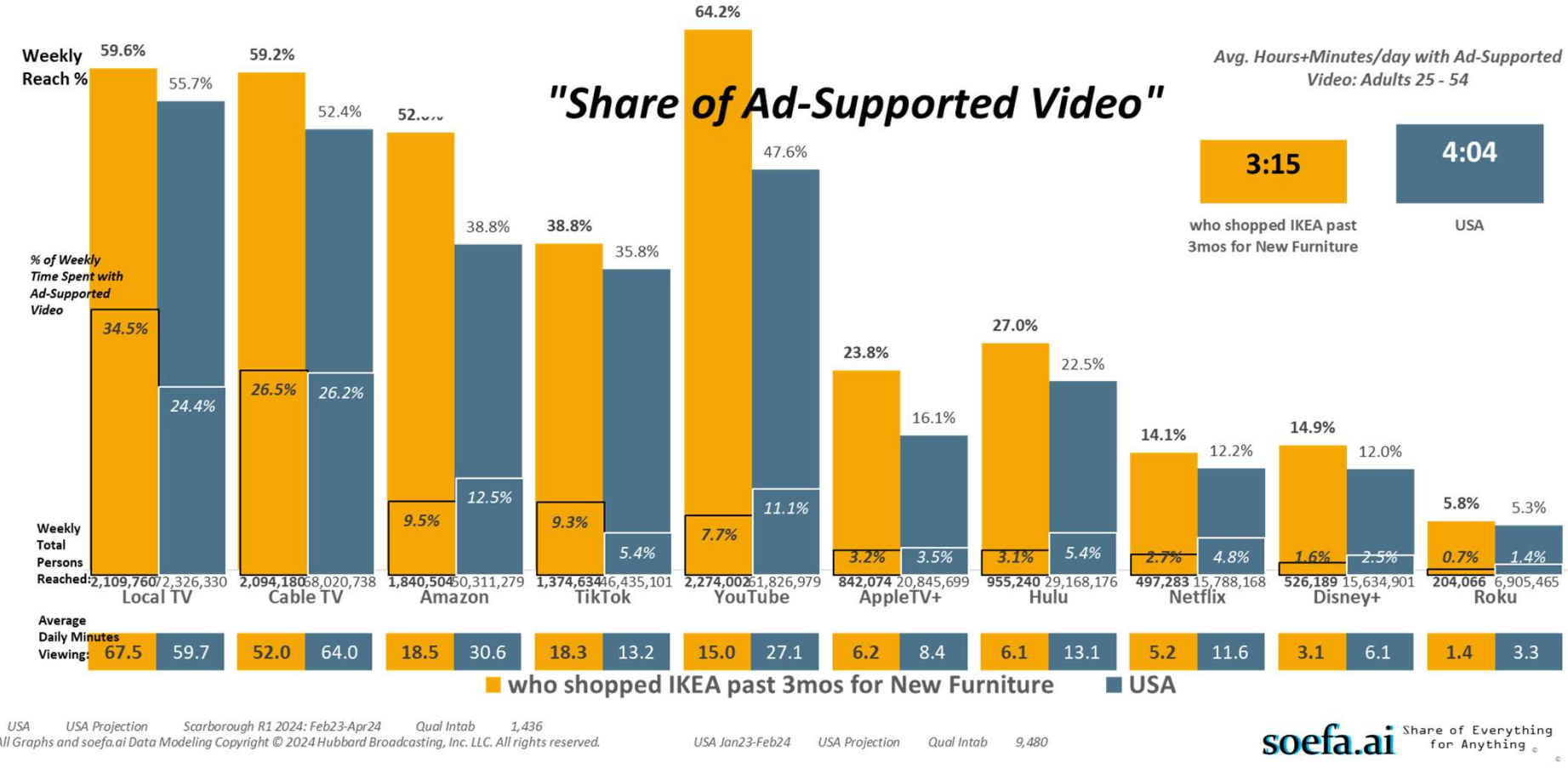
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Mattress



IKEA

New Furniture

2,109,760 or 59.6% of Adults 25 - 54 who shopped IKEA past 3mos for New Furniture watch Ad-Supported Local TV Stations for an average of 67.5 minutes every day representing 34.5% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

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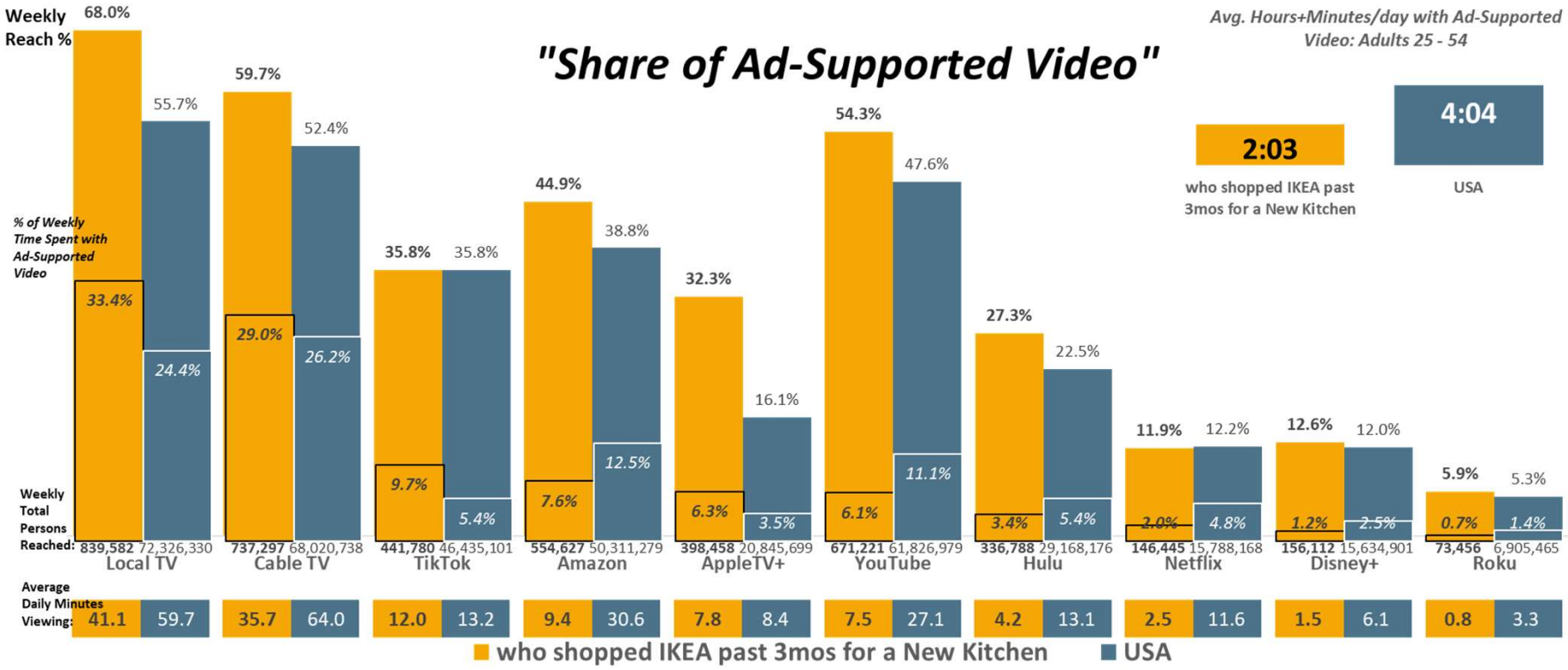
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Furniture



IKEA

New Kitchen

839,582 or 68.% of Adults 25 - 54 who shopped IKEA past 3mos for a New Kitchen watch Ad-Supported Local TV Stations for an average of 41.1 minutes every day representing 33.4% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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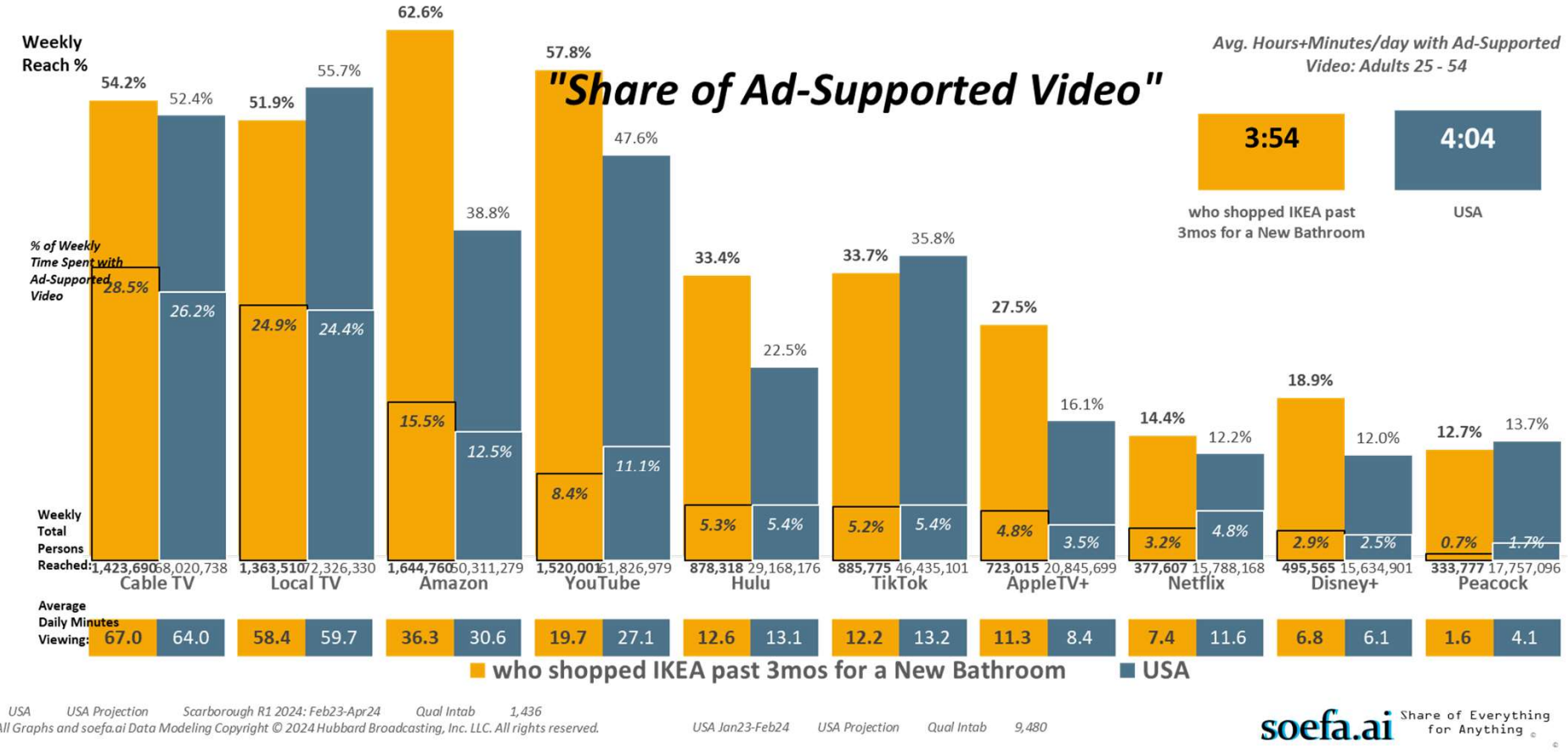
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen



IKEA

New Bathroom

1,363,510 or 51.9% of Adults 25 - 54 who shopped IKEA past 3mos for a New Bathroom watch Ad-Supported Local TV Stations for an average of 58.4 minutes every day representing 24.9% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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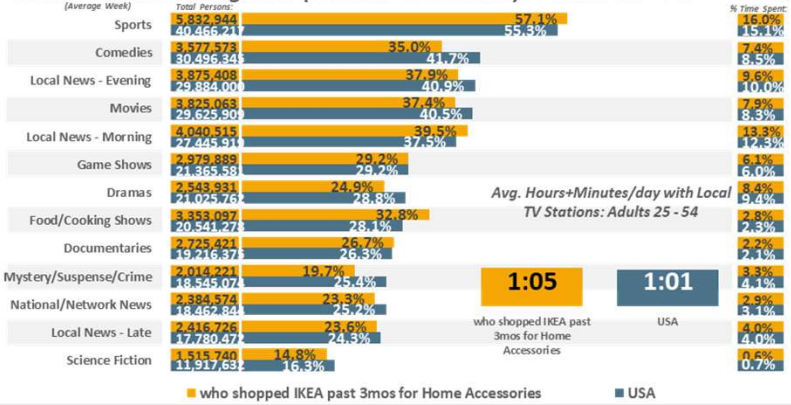
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom



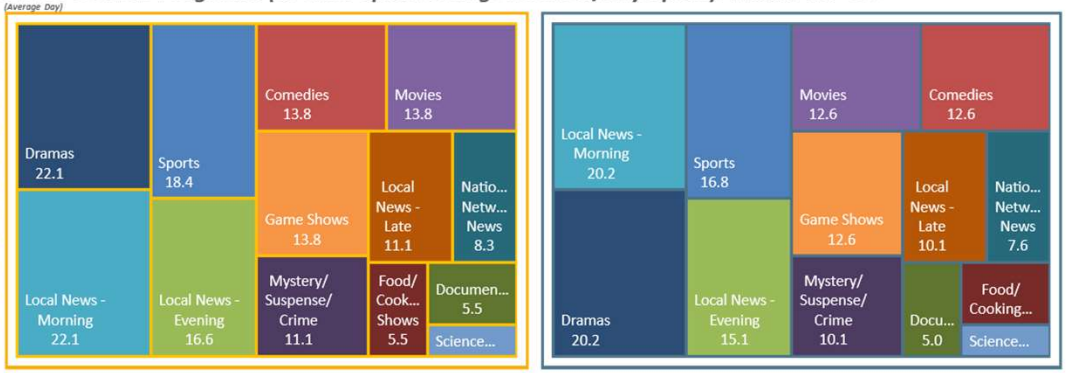
Home Accessories

10,065,067 or 52.8% of Adults 25 - 54 who shopped IKEA past 3mos for Home Accessories watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Movies, Comedies, and Game Shows.

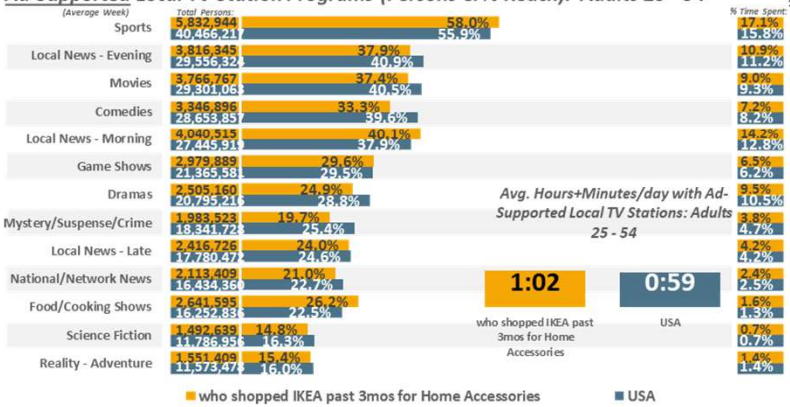
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



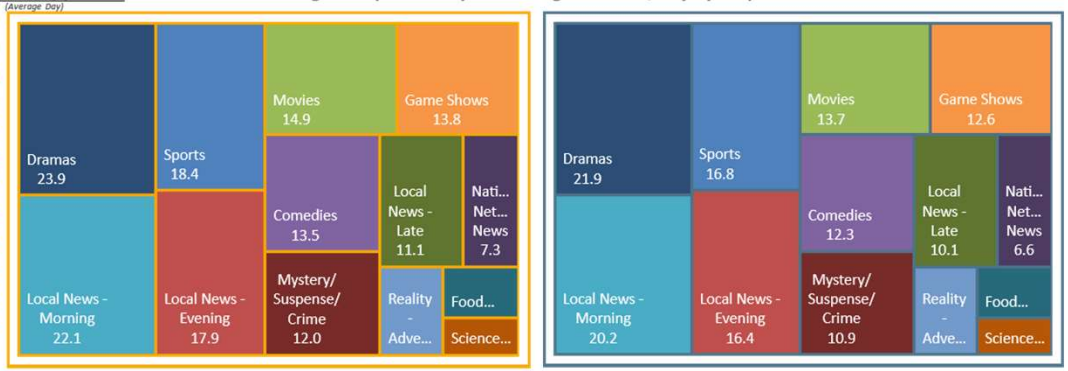
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,436*

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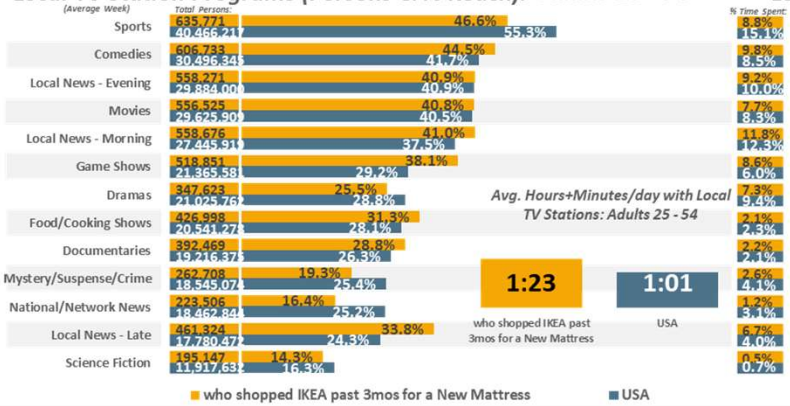
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Stores/services shopped past 3 months: Any home accessory store



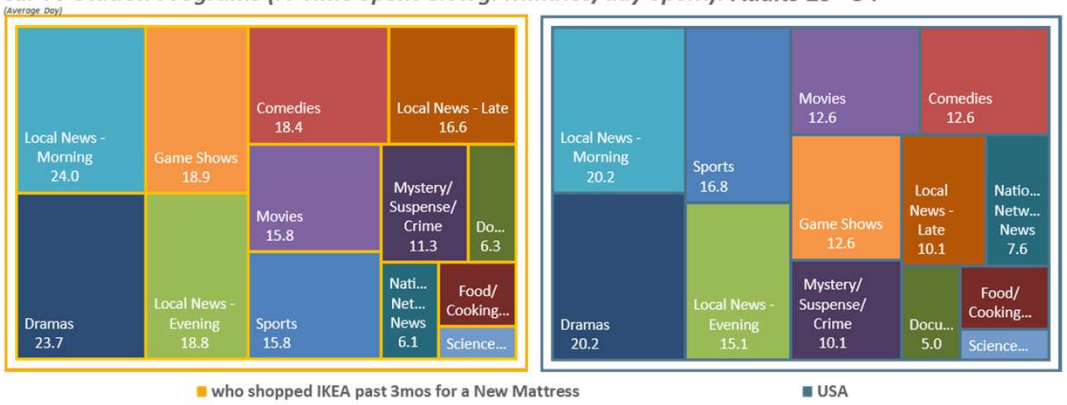
New Mattress

1,348,061 or 62.9% of Adults 25 - 54 who shopped IKEA past 3mos for a New Mattress watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Movies, and Game Shows.

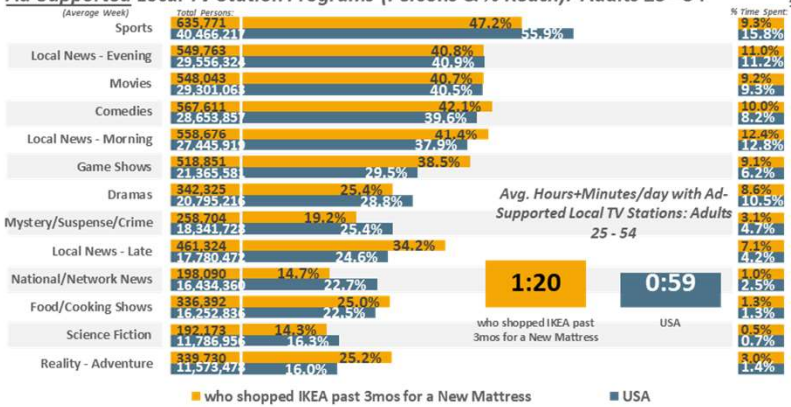
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



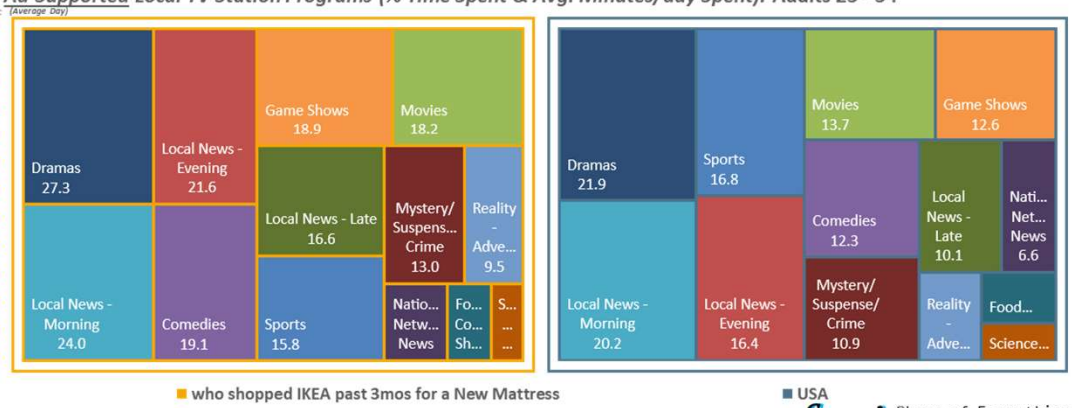
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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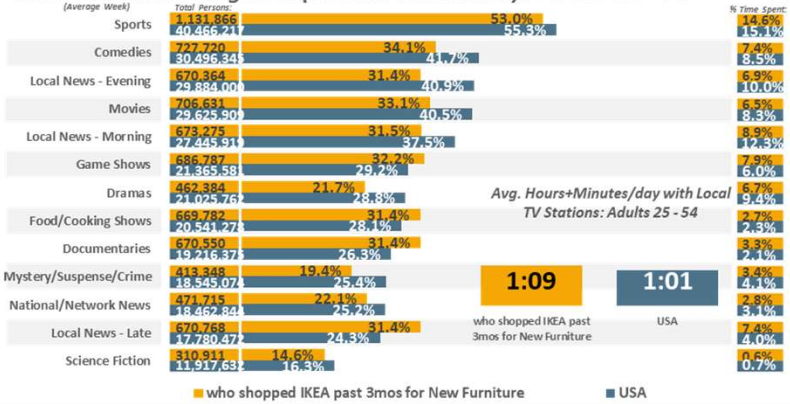
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Mattress



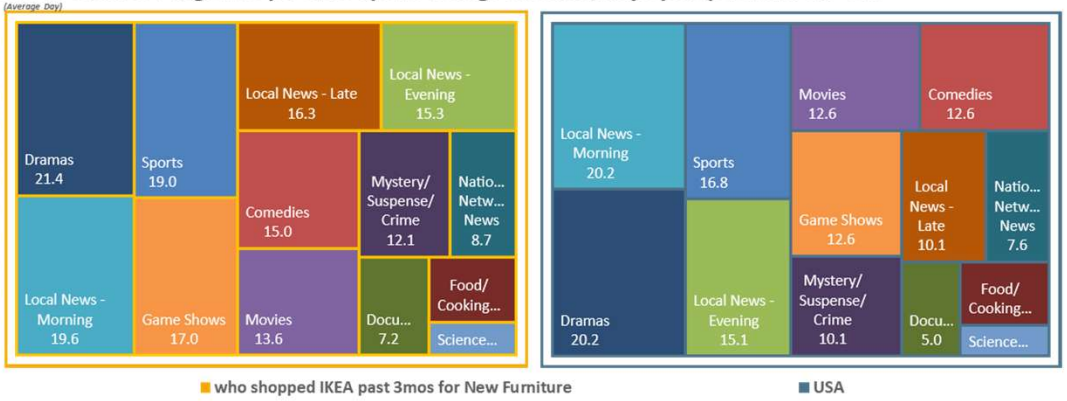
New Furniture

2,109,760 or 59.6% of Adults 25 - 54 who shopped IKEA past 3mos for New Furniture watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Game Shows, Comedies, Local News - Morning, and Local News - Late.

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



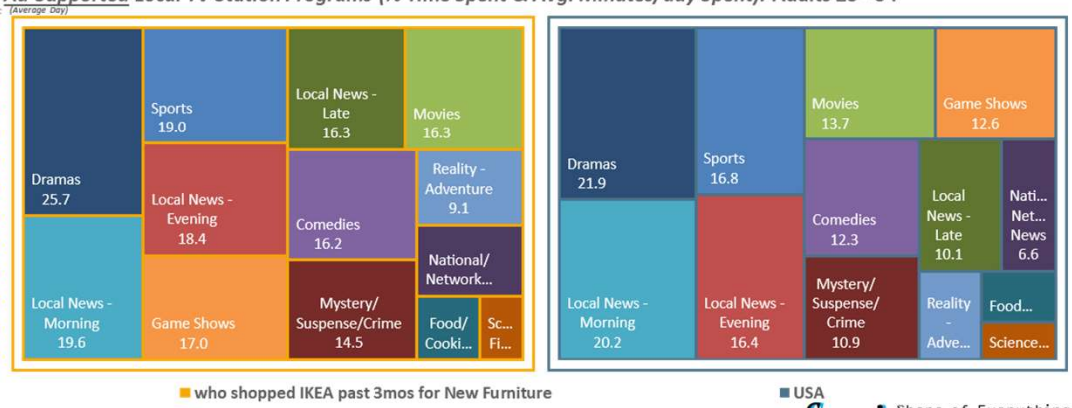
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Furniture

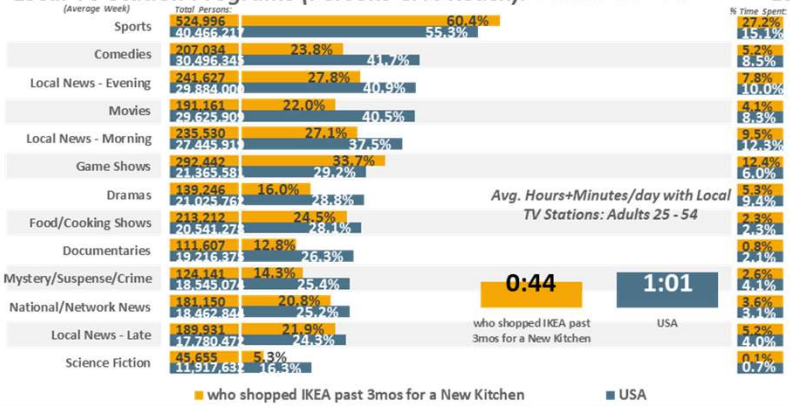


IKEA

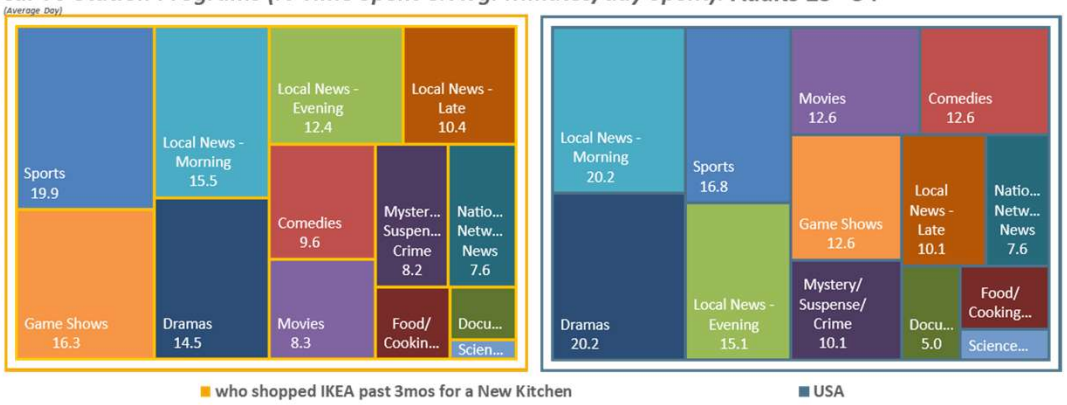
New Kitchen

839,582 or 68.% of Adults 25 - 54 who shopped IKEA past 3mos for a New Kitchen watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Game Shows, Local News - Evening, Local News - Morning, Comedies, and Local News - Late.

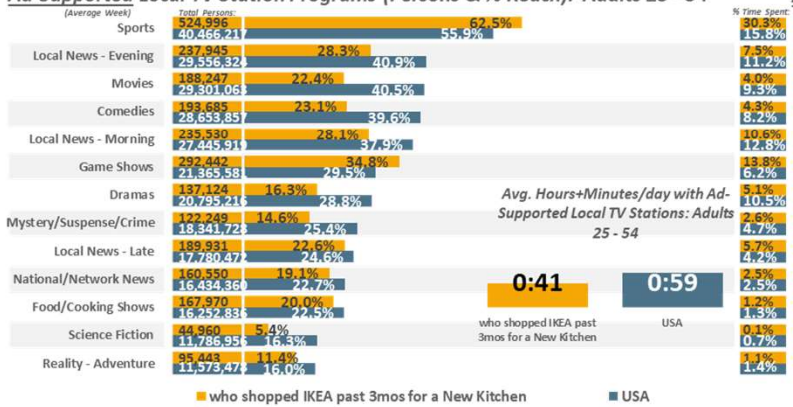
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



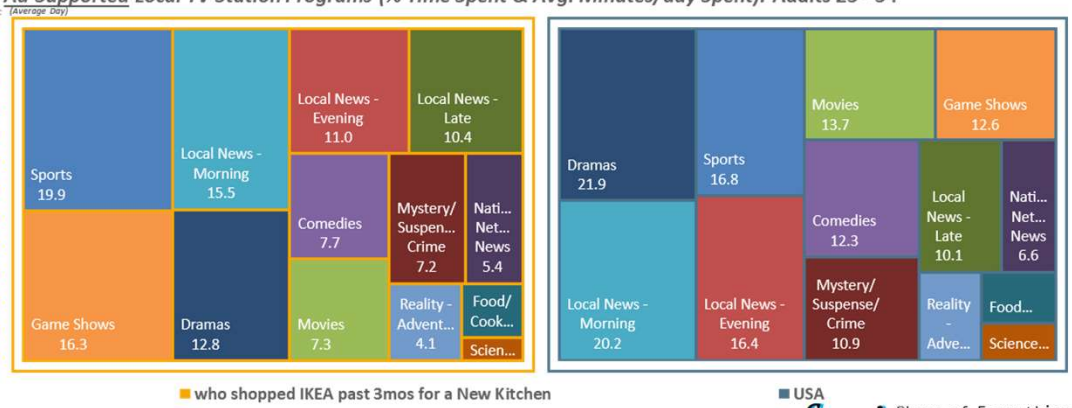
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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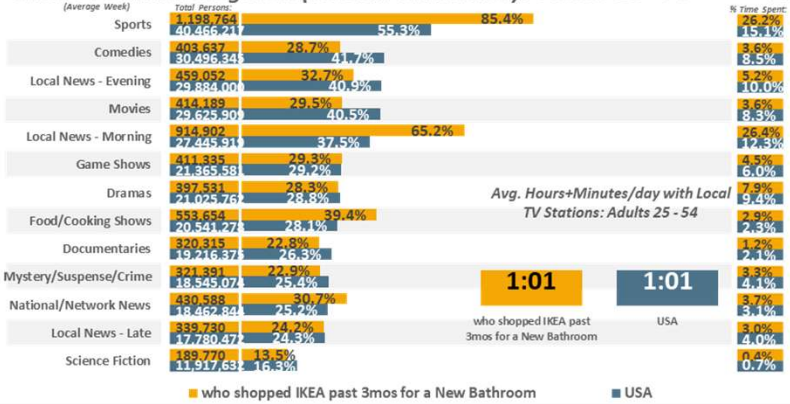
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen



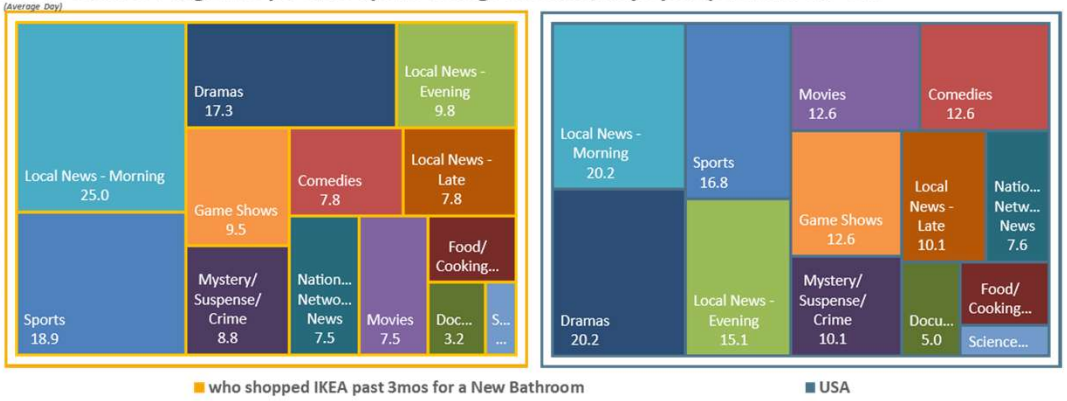
New Bathroom

1,363,510 or 51.9% of Adults 25 - 54 who shopped IKEA past 3mos for a New Bathroom watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Food/Cooking Shows, Game Shows, and Movies.

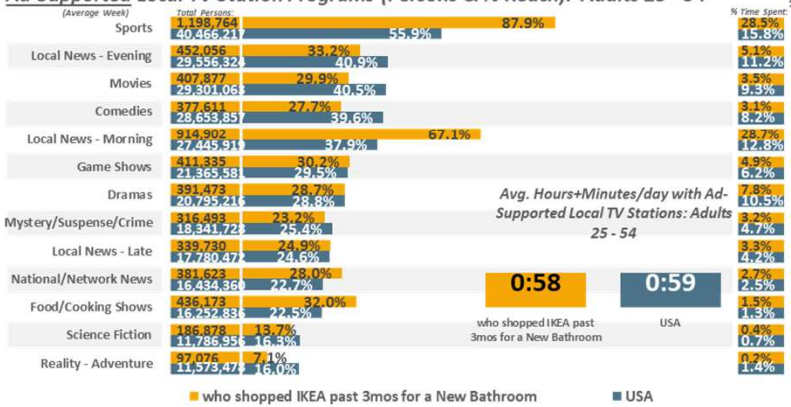
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



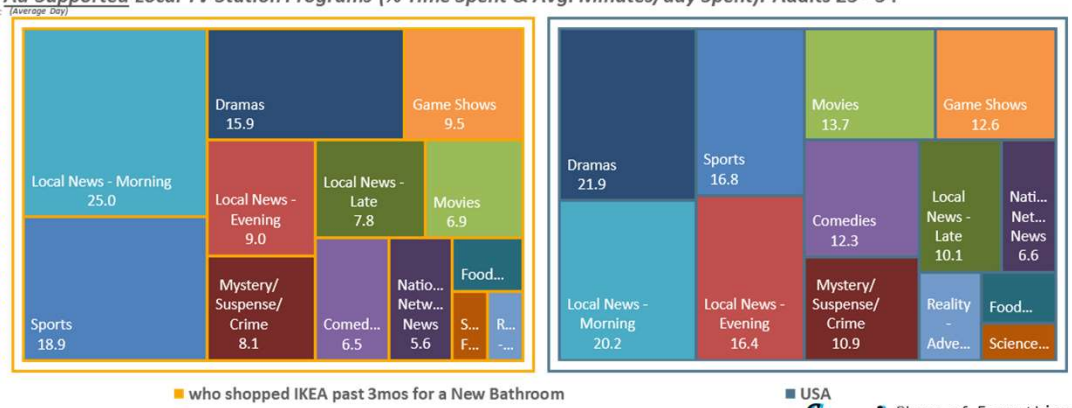
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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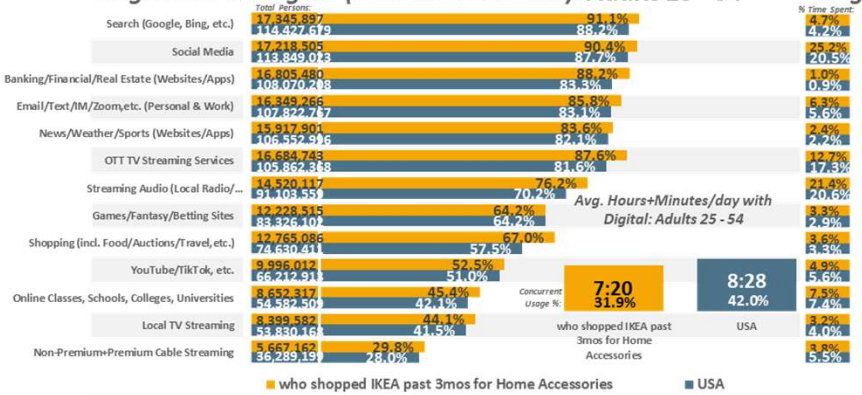
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom



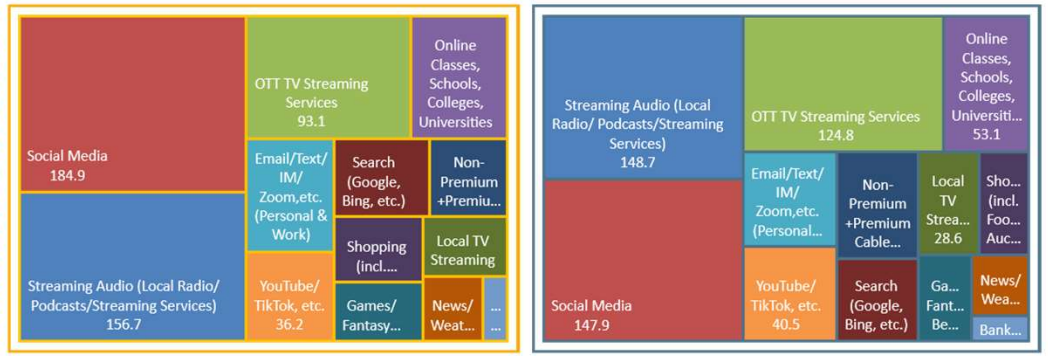
Home Accessories

15,194,241 or 79.8% of Adults 25 - 54 who shopped IKEA past 3mos for Home Accessories use Ad-Supported Social Media for an average of 170.1 minutes every day representing 31.3% of all time spent daily with Ad-Supported Digital Media.

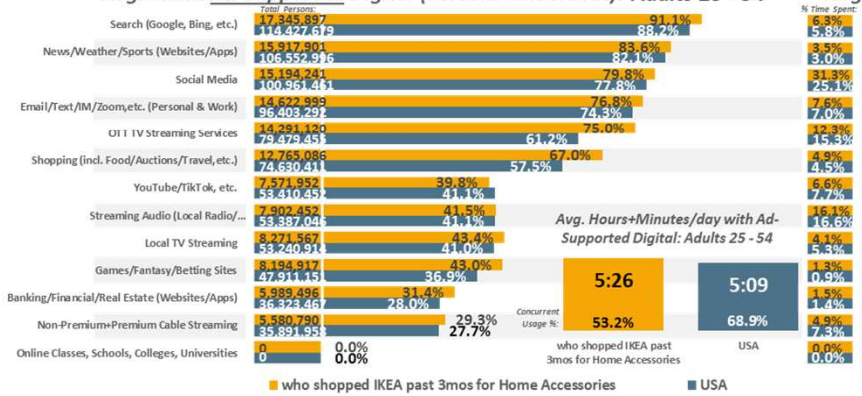
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



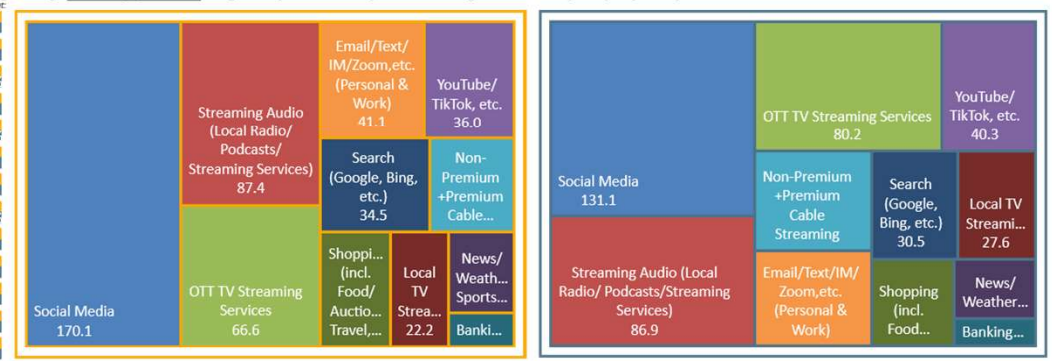
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,436*

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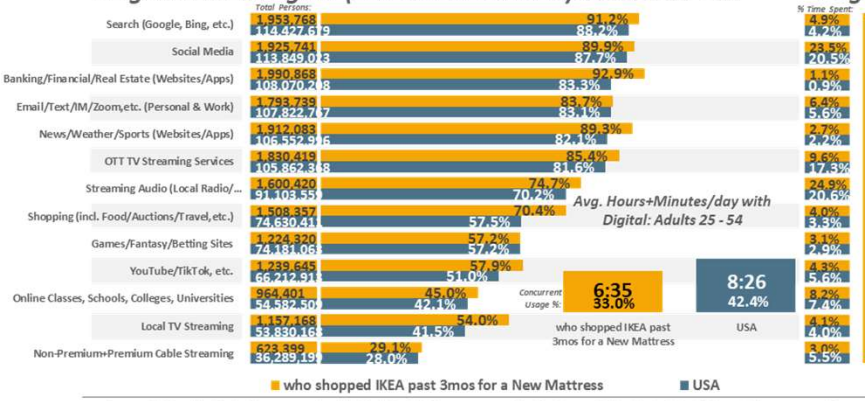
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Stores/services shopped past 3 months: Any home accessory store



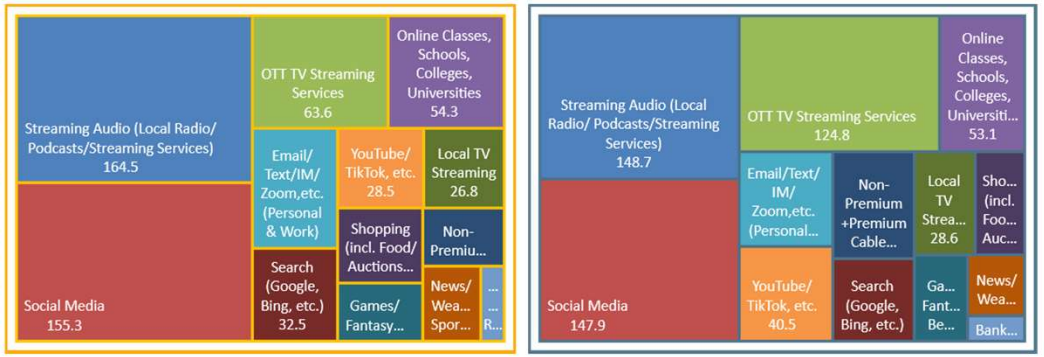
New Mattress

1,675,857 or 78.2% of Adults 25 - 54 who shopped IKEA past 3mos for a New Mattress use Ad-Supported Social Media for an average of 142.9 minutes every day representing 29.2% of all time spent daily with Ad-Supported Digital Media.

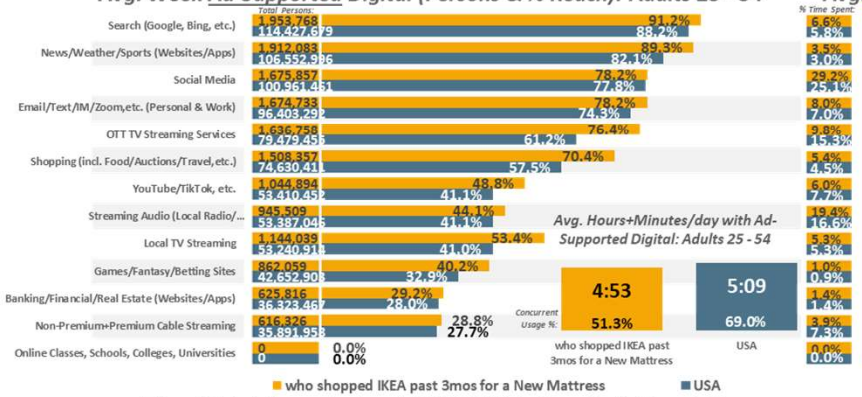
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



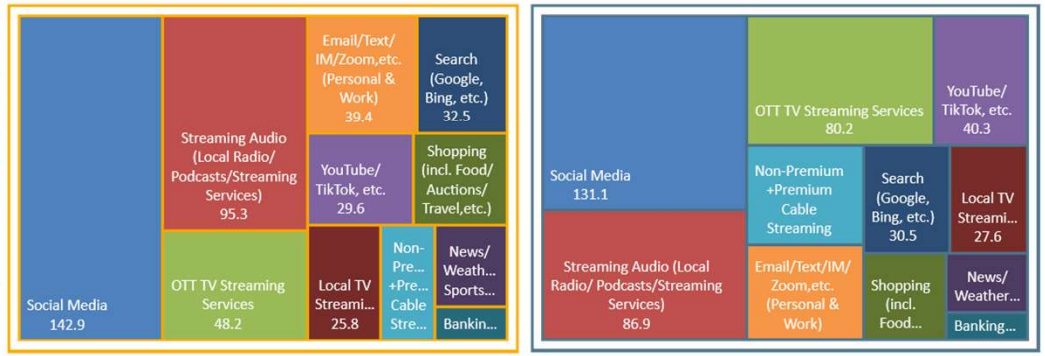
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

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[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Mattress

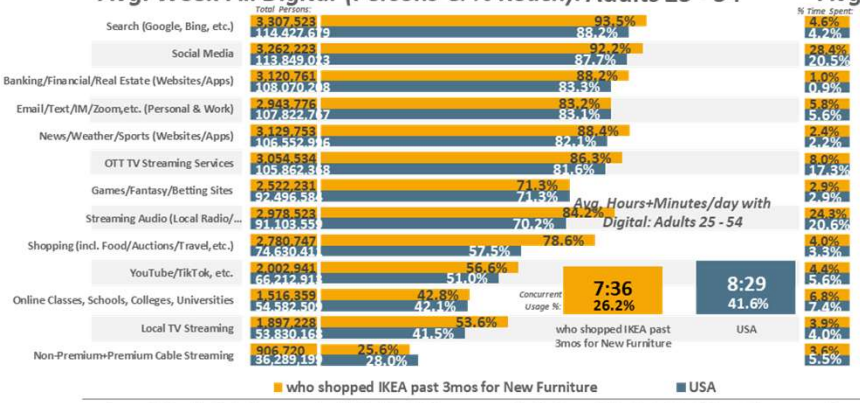


IKEA

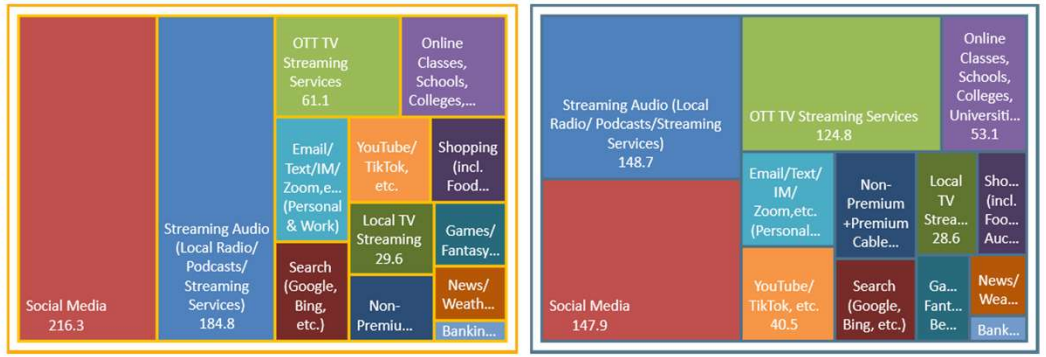
New Furniture

2,859,492 or 80.8% of Adults 25 - 54 who shopped IKEA past 3mos for New Furniture use Ad-Supported Social Media for an average of 199. minutes every day representing 34.3% of all time spent daily with Ad-Supported Digital Media.

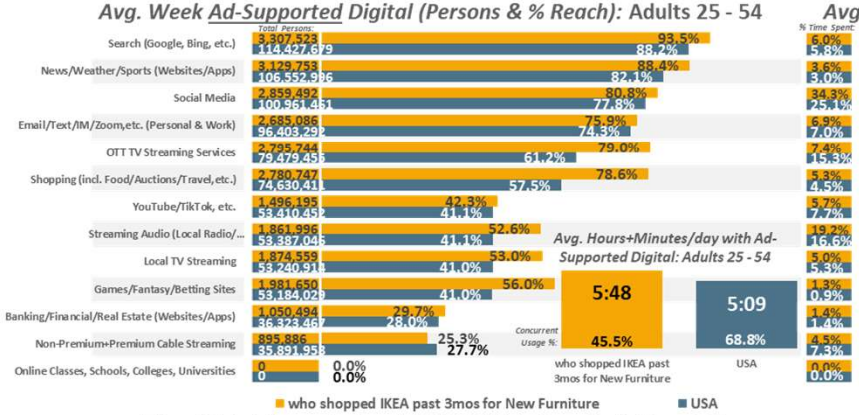
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



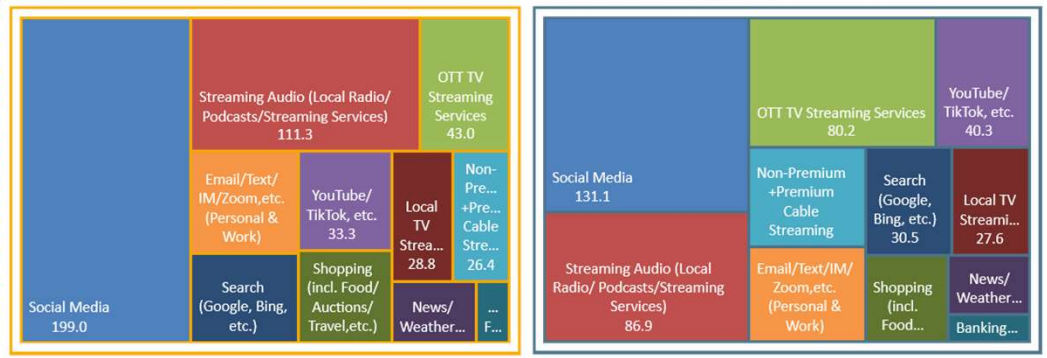
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,436*

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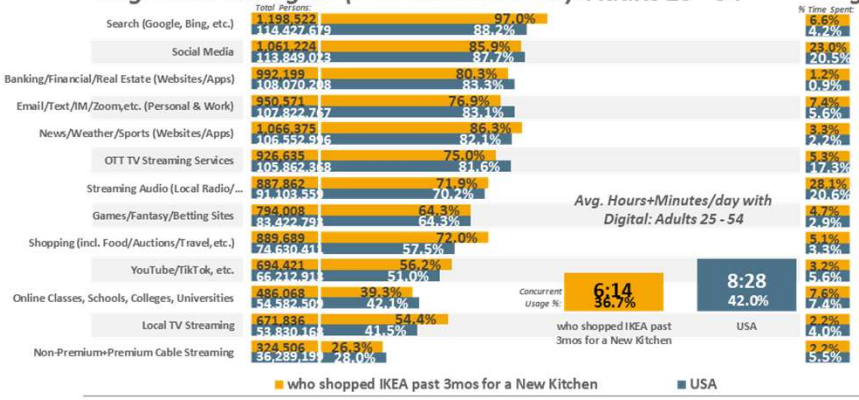
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Furniture



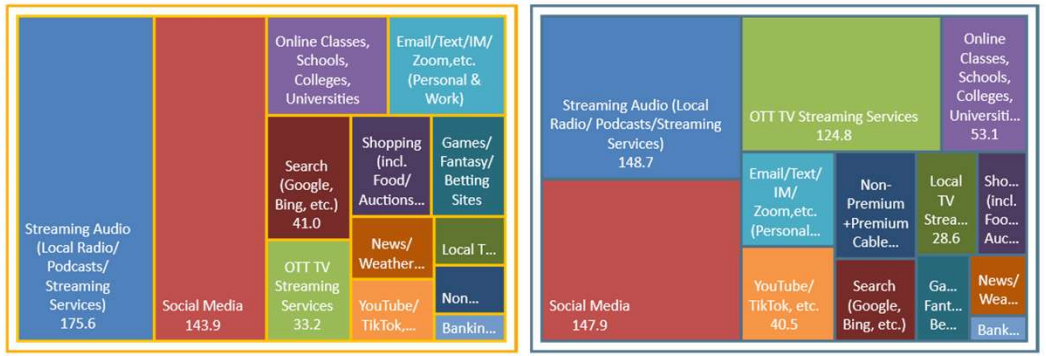
New Kitchen

926,927 or 75.% of Adults 25 - 54 who shopped IKEA past 3mos for a New Kitchen use Ad-Supported Social Media for an average of 132.4 minutes every day representing 28.% of all time spent daily with Ad-Supported Digital Media.

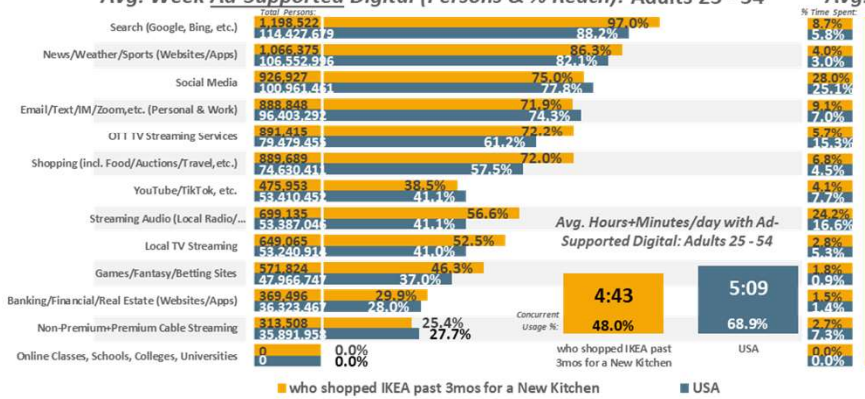
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



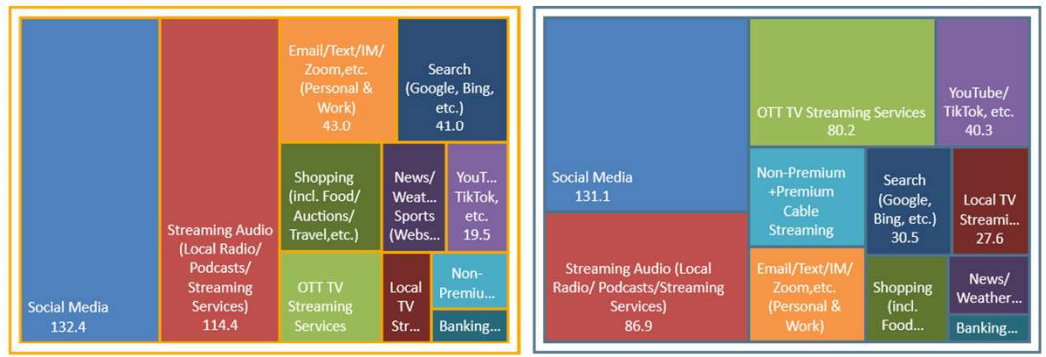
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

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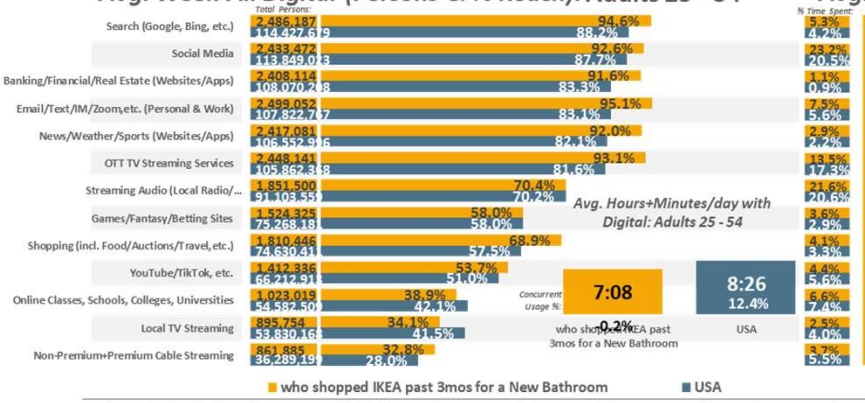
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen



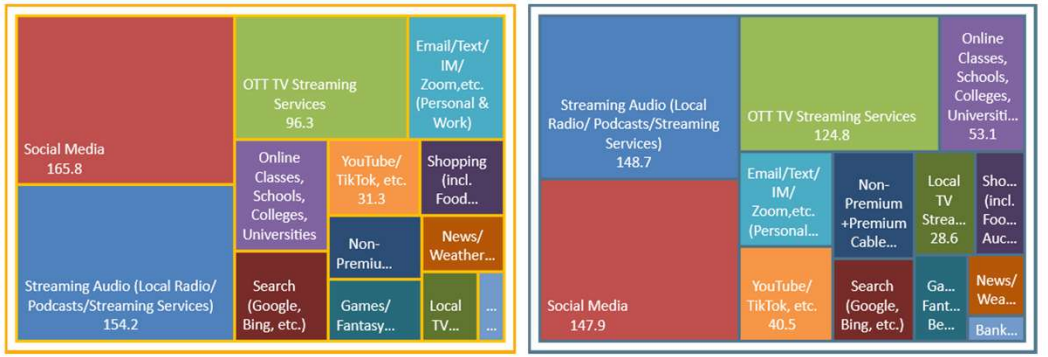
New Bathroom

2,044,213 or 77.8% of Adults 25 - 54 who shopped IKEA past 3mos for a New Bathroom use Ad-Supported Social Media for an average of 139.3 minutes every day representing 26.1% of all time spent daily with Ad-Supported Digital Media.

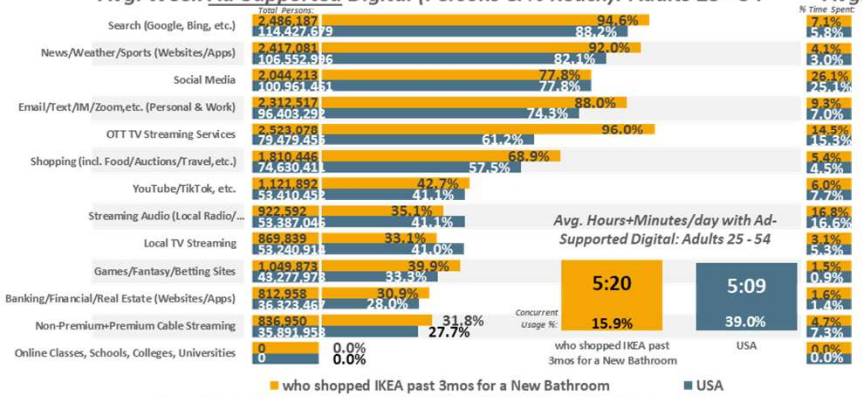
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



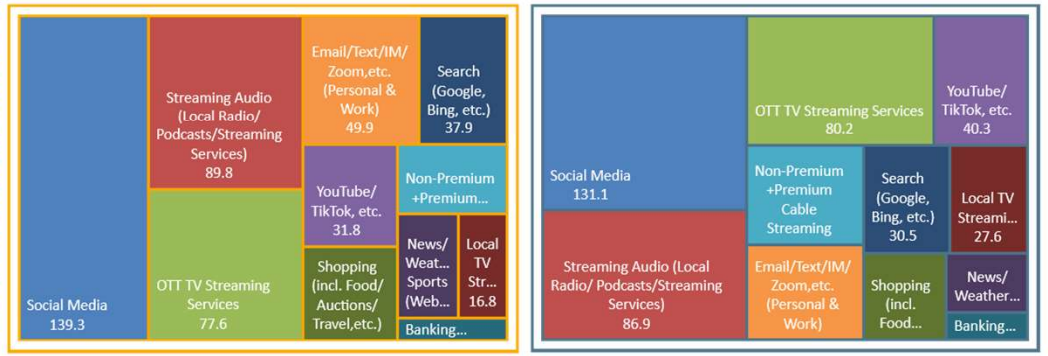
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,436*

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

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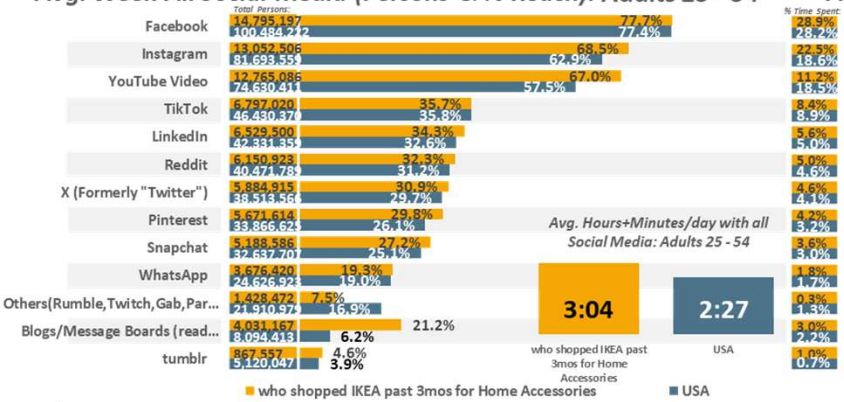
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom



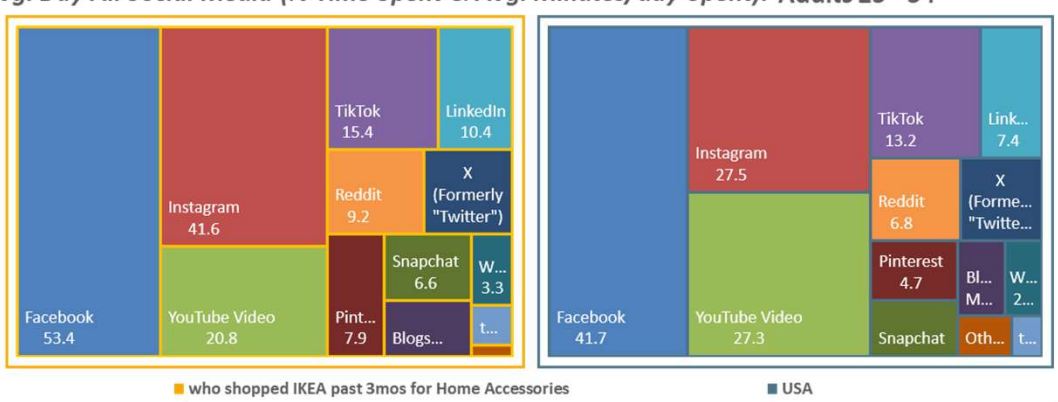
Home Accessories

14,795,197 or 77.7% of Adults 25 - 54 who shopped IKEA past 3mos for Home Accessories use Ad-Supported Facebook for an average of 55.6 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

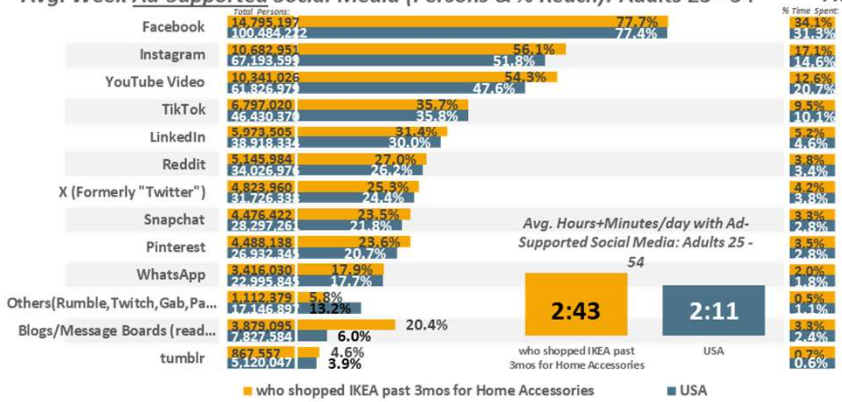
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



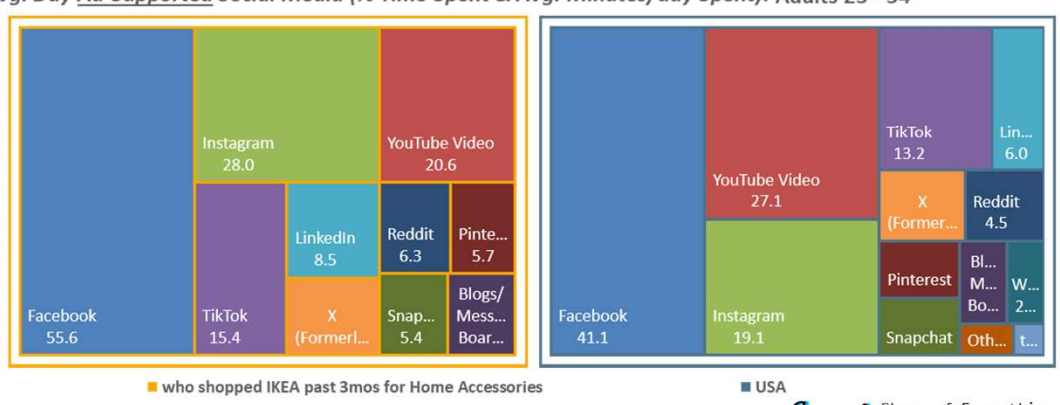
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Stores/services shopped past 3 months: Any home accessory store

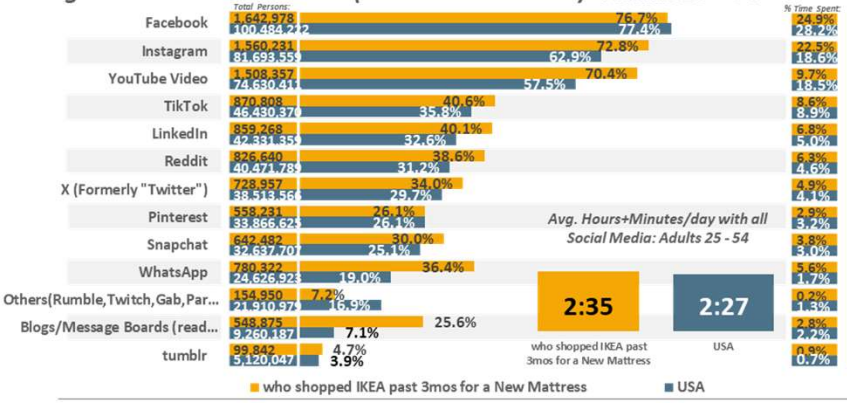


IKEA

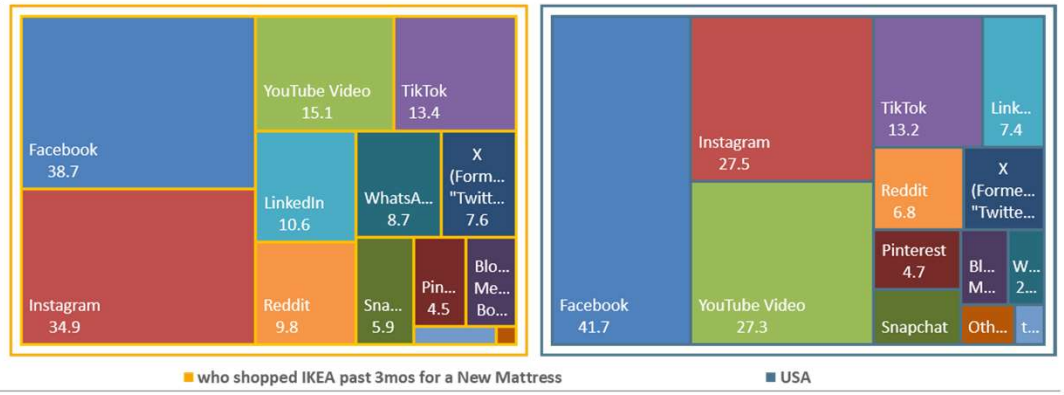
New Mattress

1,642,978 or 76.7% of Adults 25 - 54 who shopped IKEA past 3mos for a New Mattress use Ad-Supported Facebook for an average of 42.8 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.

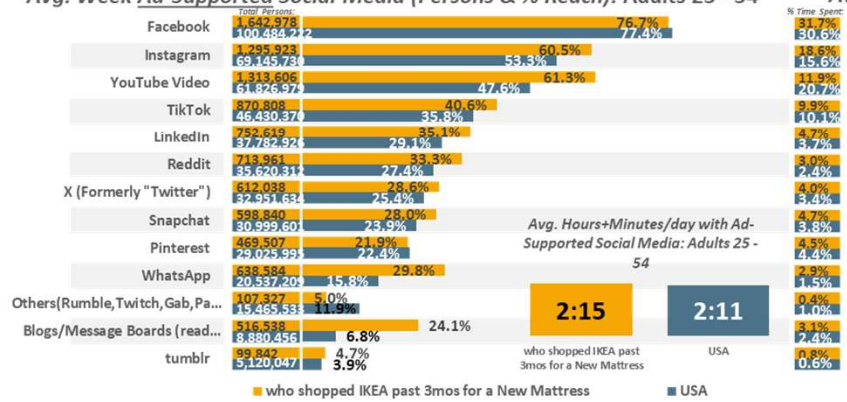
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



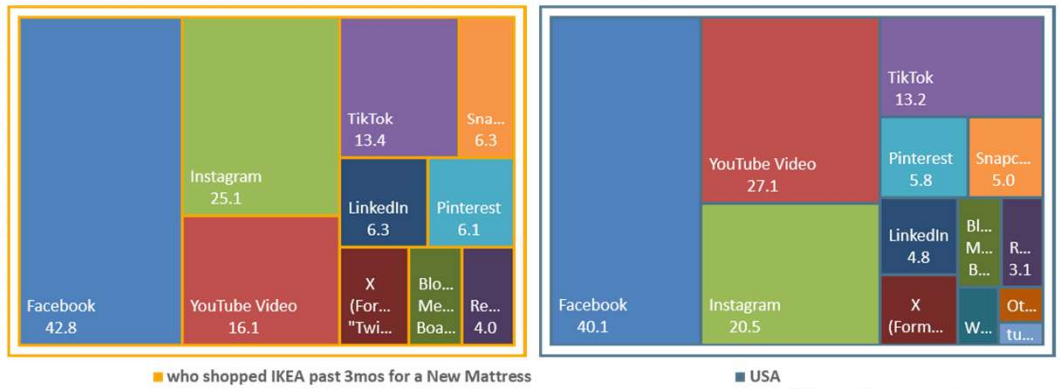
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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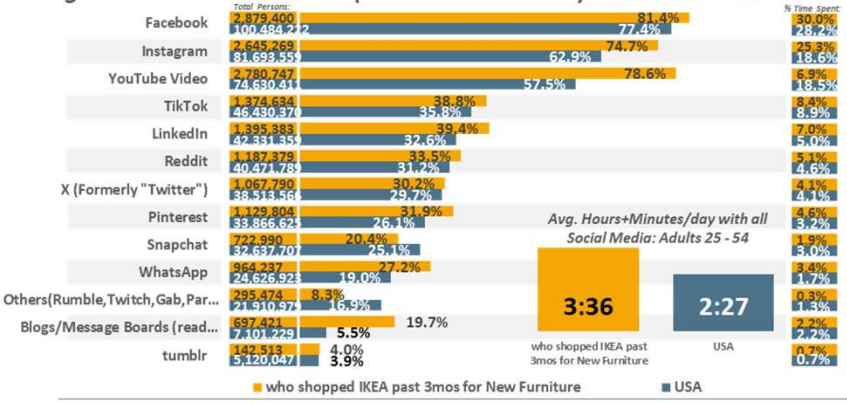
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Mattress



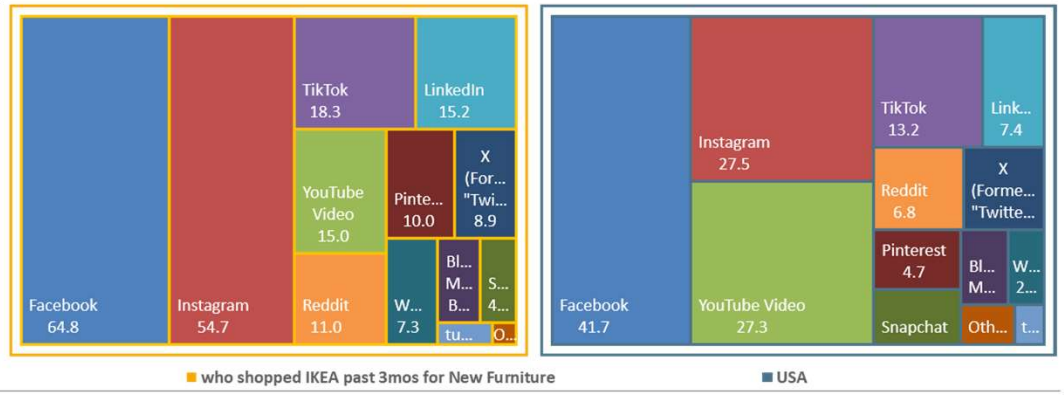
New Furniture

2,859,492 or 80.8% of Adults 25 - 54 who shopped IKEA past 3mos for New Furniture use Ad-Supported Facebook for an average of 69.3 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

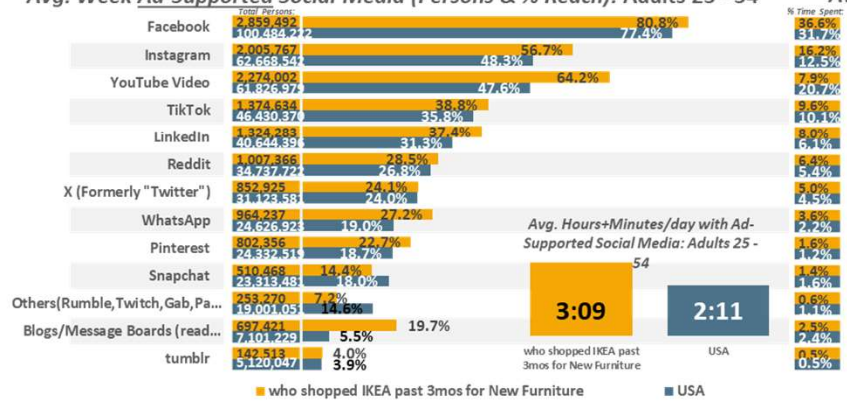
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



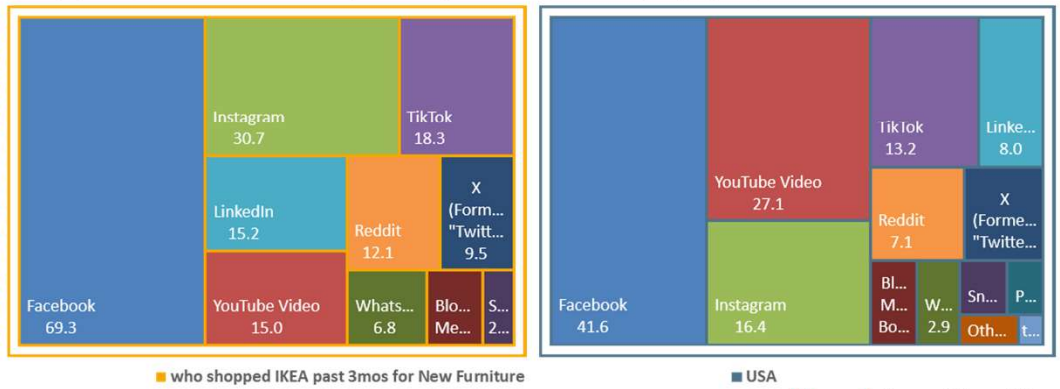
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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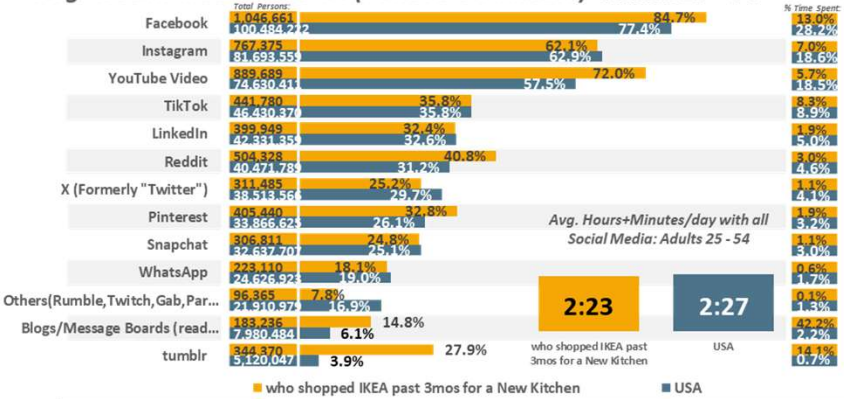
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Furniture



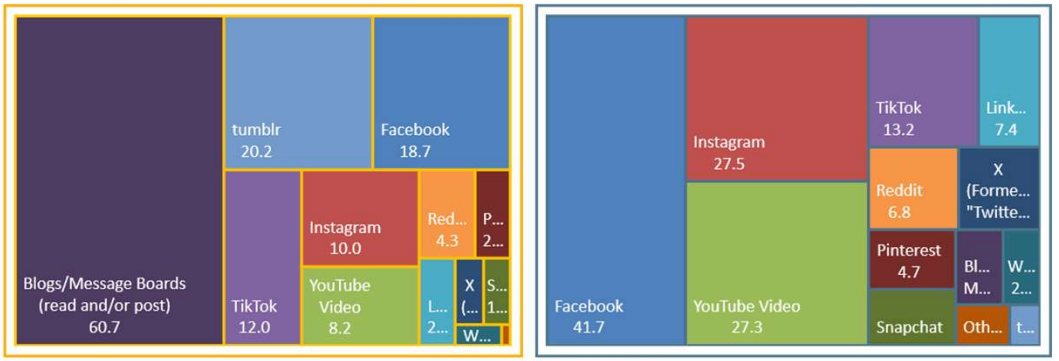
New Kitchen

171,475 or 13.9% of Adults 25 - 54 who shopped IKEA past 3mos for a New Kitchen use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 55.3 minutes every day representing 46.9% of all time spent daily with Ad-Supported Social Media.

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

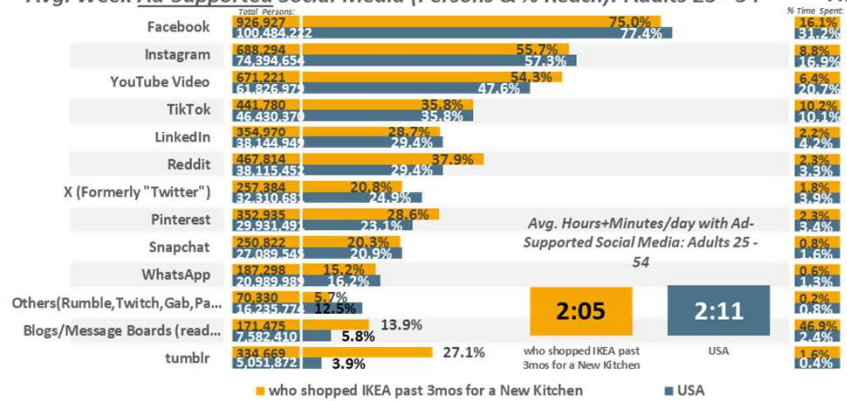


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

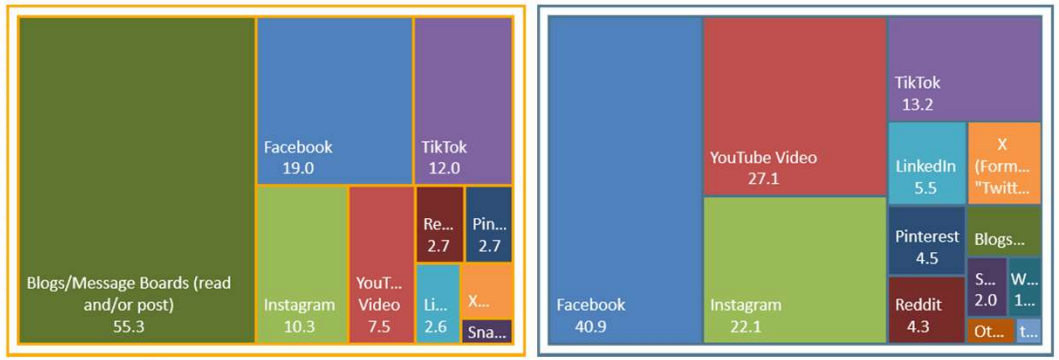


who shopped IKEA past 3mos for a New Kitchen ■ USA

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



who shopped IKEA past 3mos for a New Kitchen ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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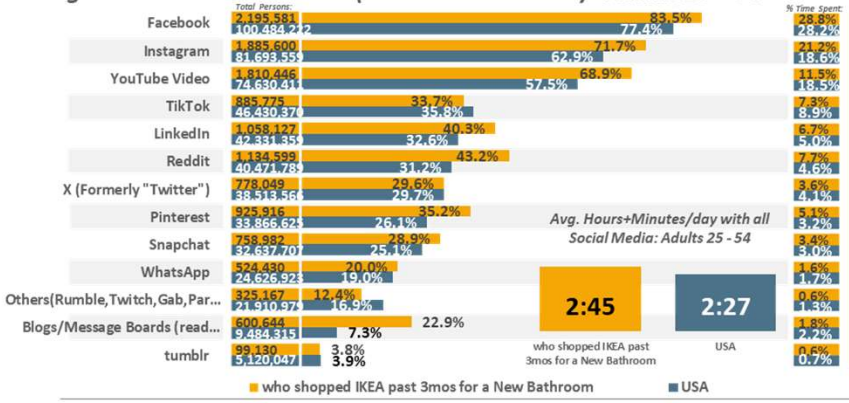
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen



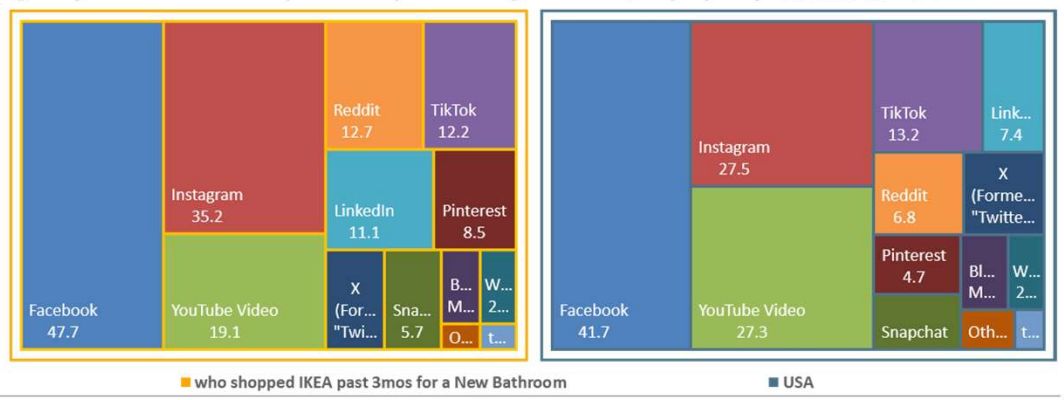
New Bathroom

2,044,213 or 77.8% of Adults 25 - 54 who shopped IKEA past 3mos for a New Bathroom use Ad-Supported Facebook for an average of 55.5 minutes every day representing 39.8% of all time spent daily with Ad-Supported Social Media.

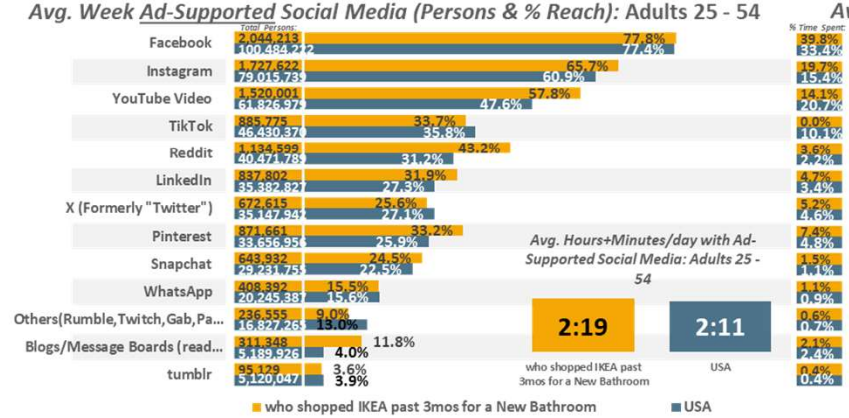
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



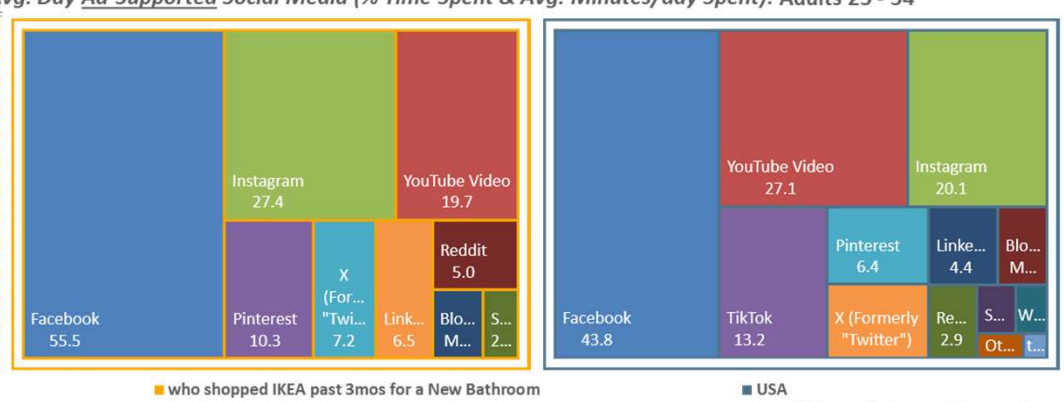
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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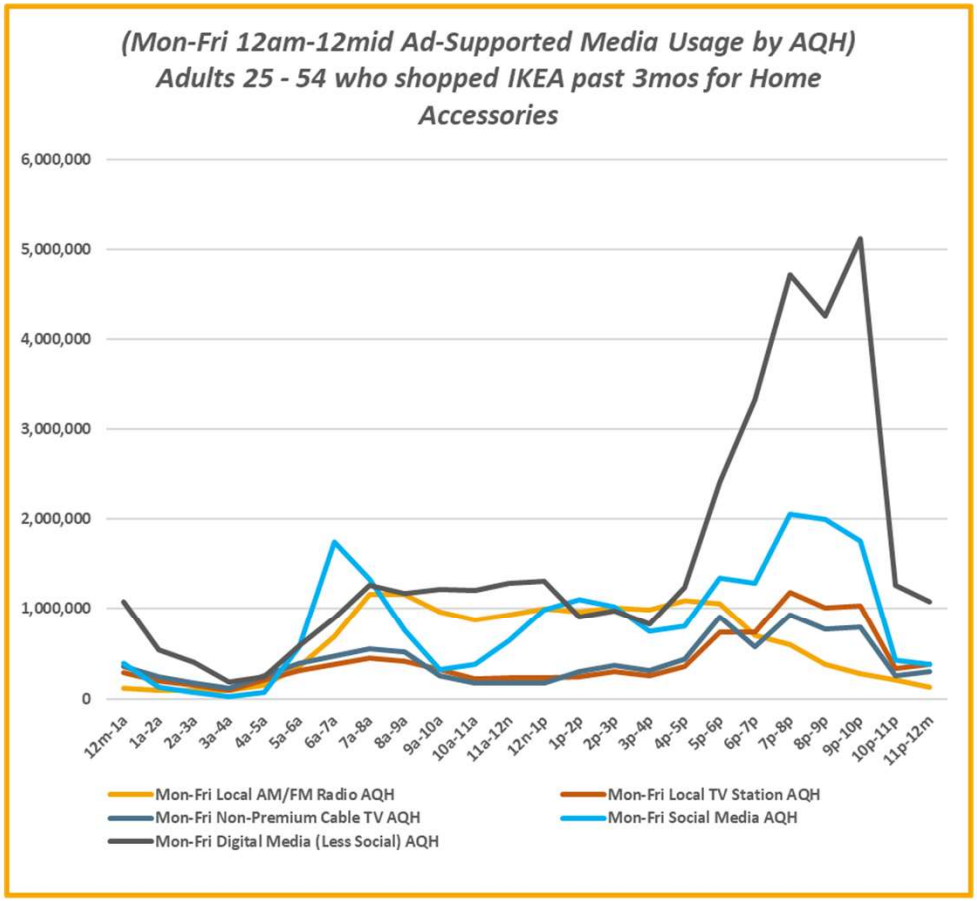
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom

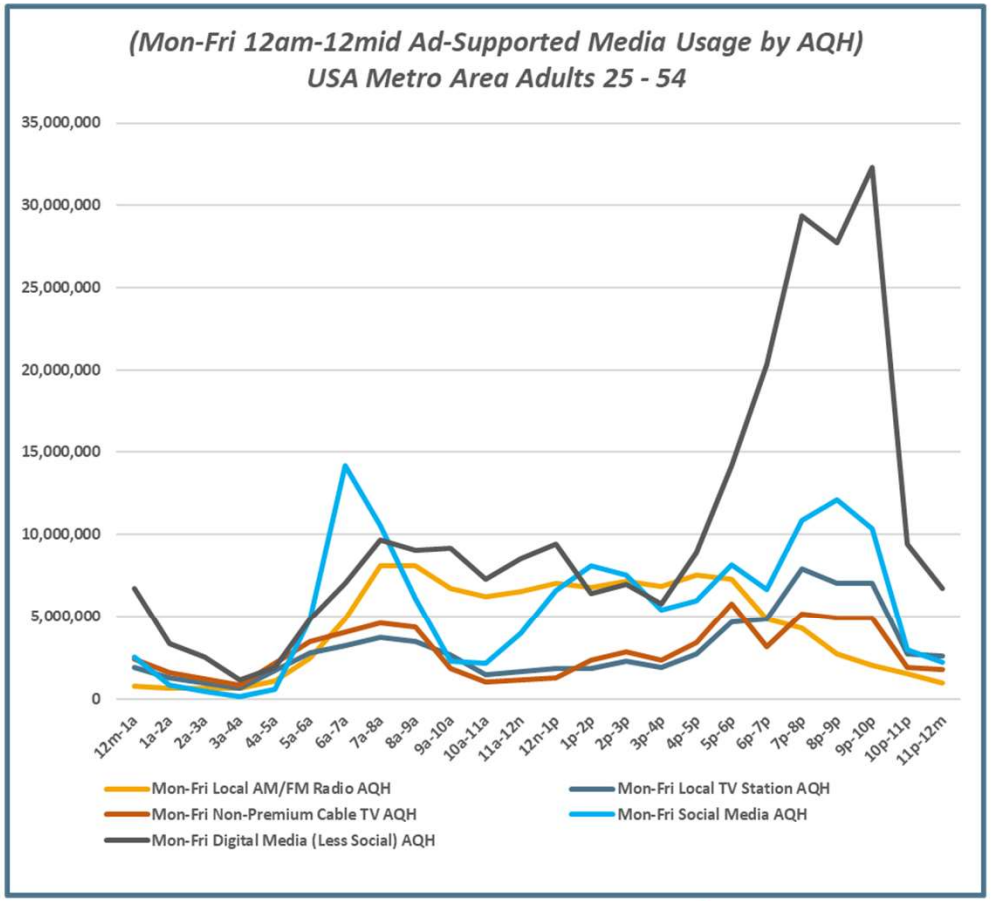


IKEA

Home Accessories

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,390,115; Local Radio: 968,458; Social Media: 959,826; Non-Prem. Cable: 400,848; Local TV: 375,007 reaching Adults 25 - 54 who shopped IKEA past 3mos for Home Accessorie





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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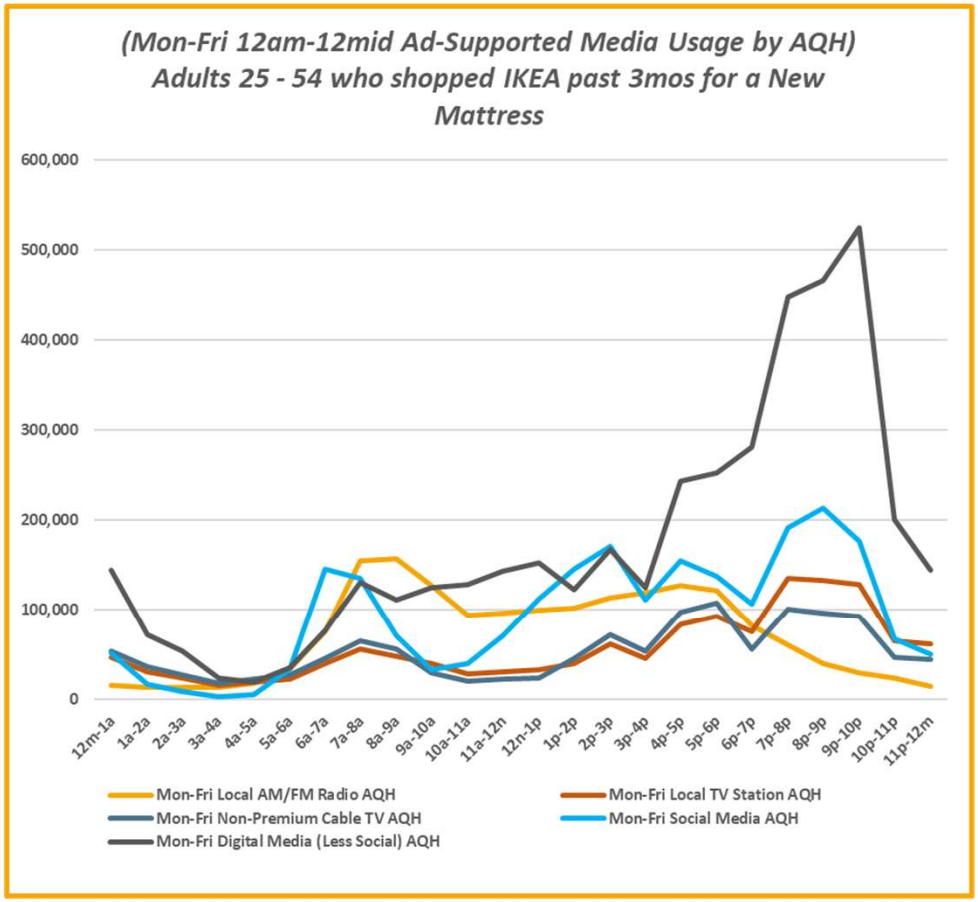
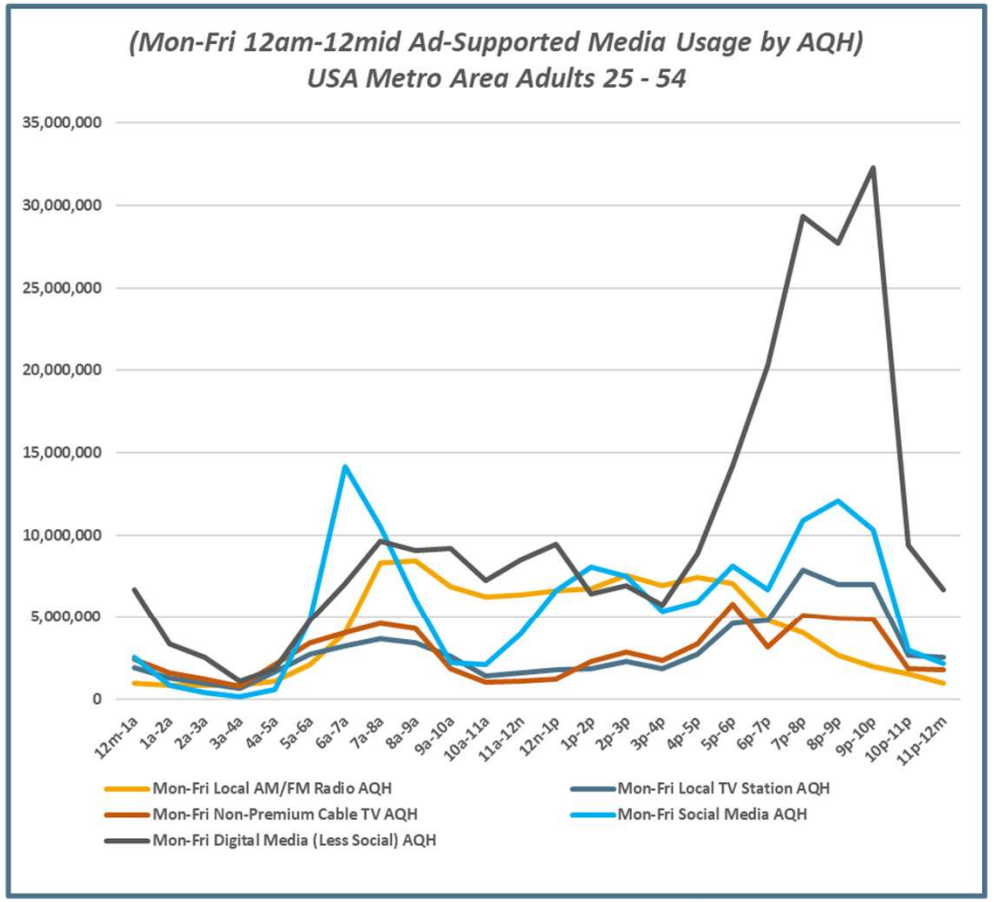
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Stores/services shopped past 3 months: Any home accessory store



New Mattress

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 158,279; Local Radio: 112,788; Social Media: 109,916; Non-Prem. Cable: 53,254; Local TV: 51,549 reaching Adults 25 - 54 who shopped IKEA past 3mos for a New Mattress.





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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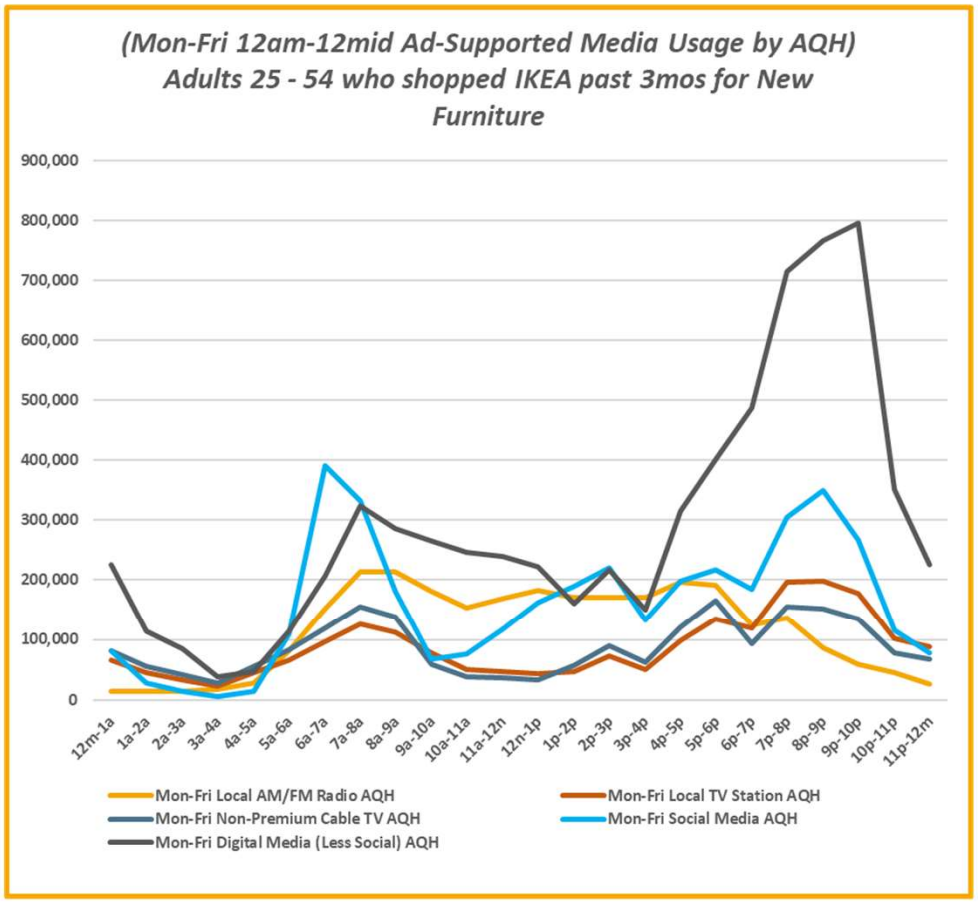
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Mattress

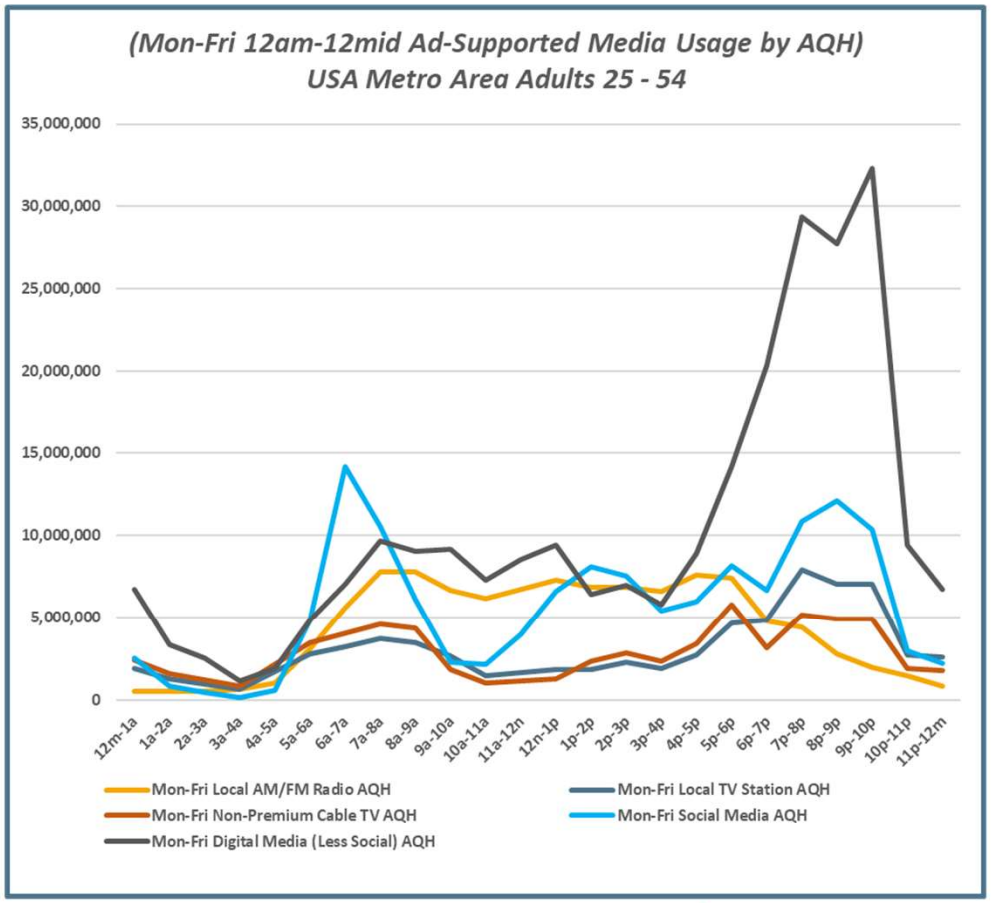


IKEA

New Furniture

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 270,913; Social Media: 190,014; Local Radio: 176,090; Non-Prem. Cable: 89,718; Local TV: 82,368 reaching Adults 25 - 54 who shopped IKEA past 3mos for New Furniture.





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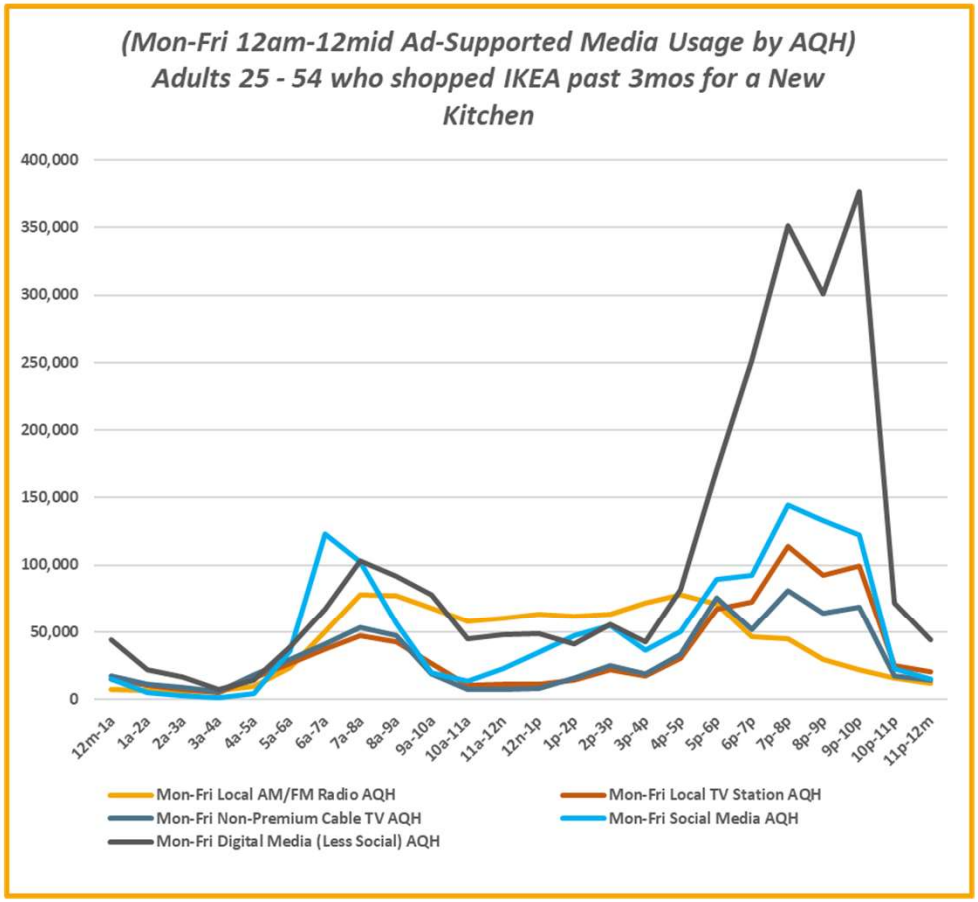
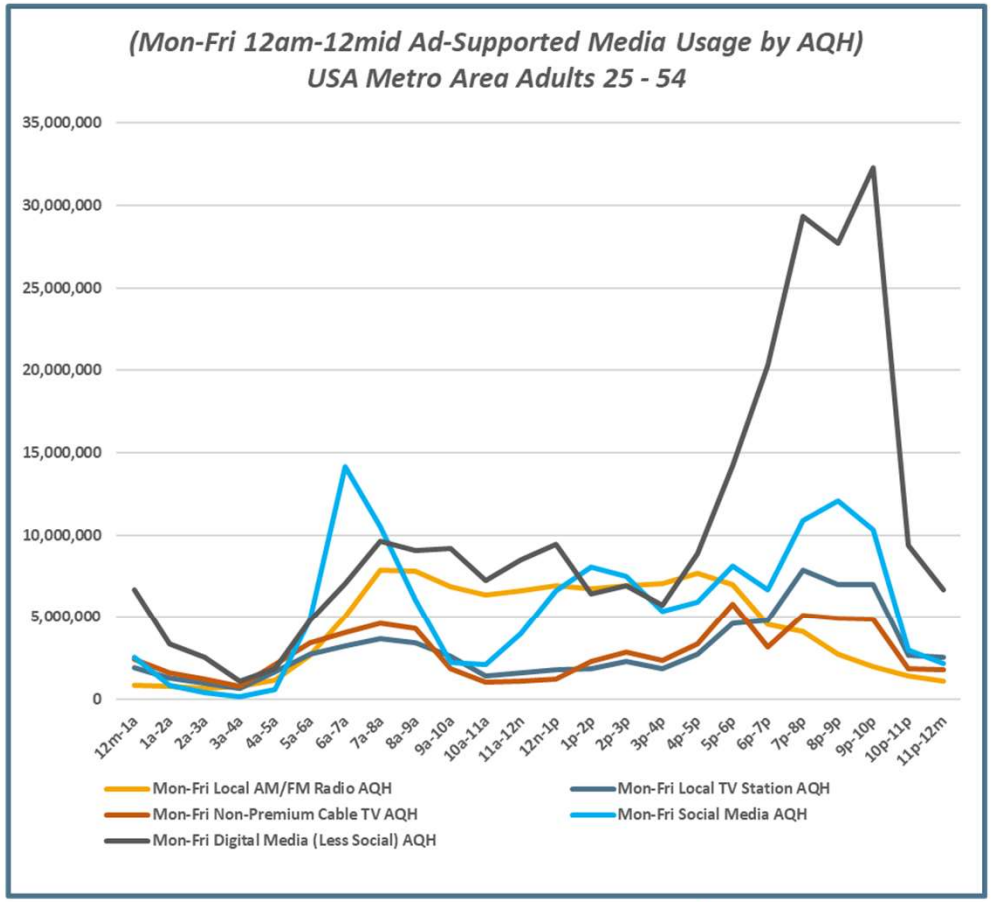
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Furniture



New Kitchen

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 86,438; Local Radio: 64,906; Social Media: 57,014; Local TV: 31,446; Non-Prem. Cable: 30,956 reaching Adults 25 - 54 who shopped IKEA past 3mos for a New Kitchen.





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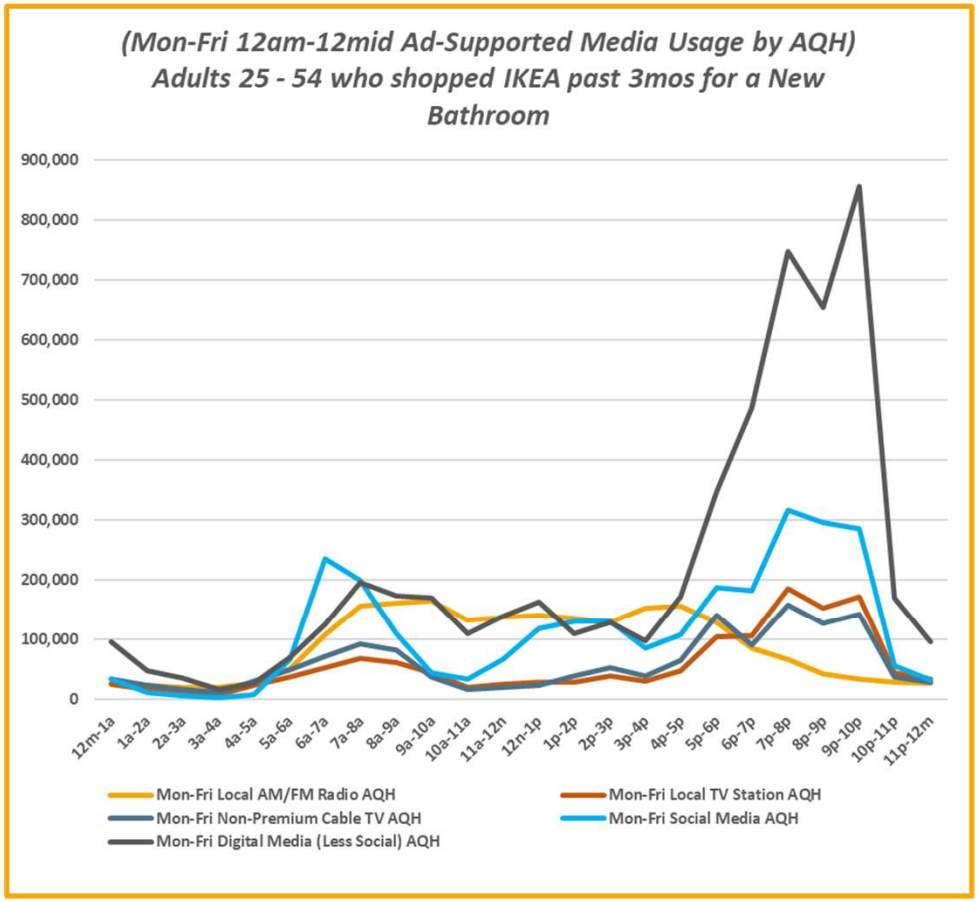
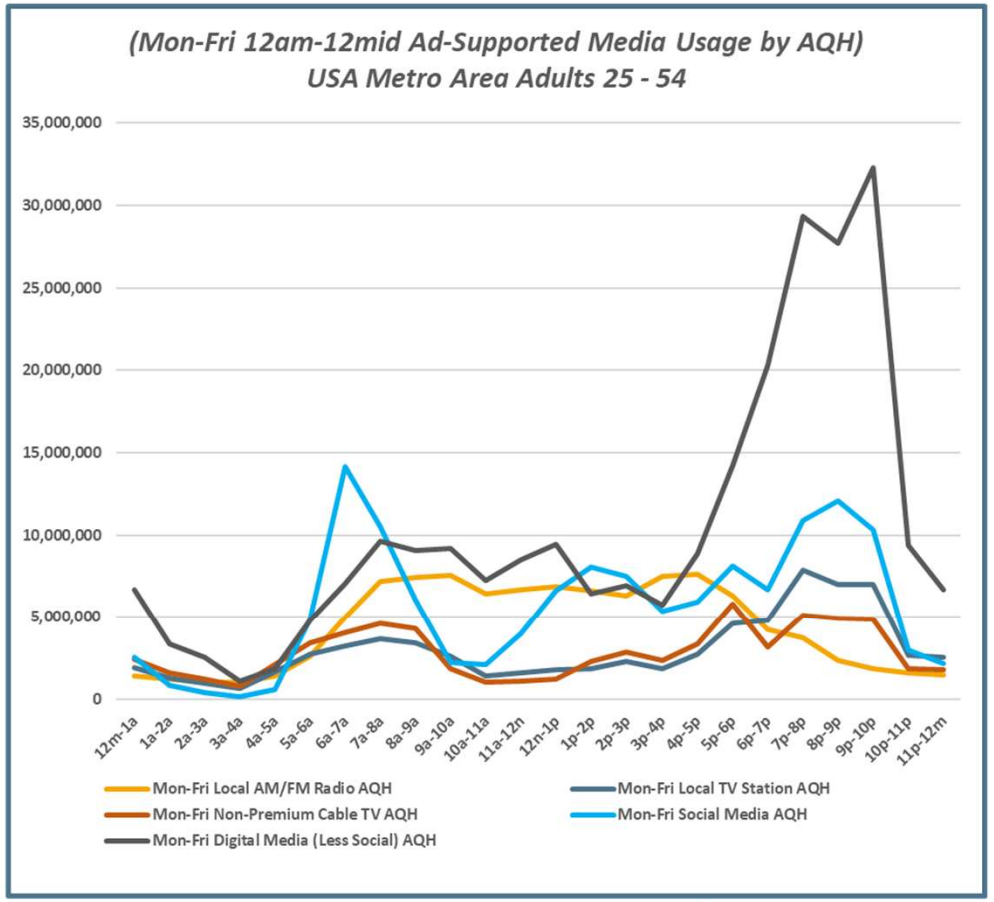
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen



New Bathroom

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 185,901; Local Radio: 137,300; Social Media: 125,212; Non-Prem. Cable: 59,049; Local TV: 50,369 reaching Adults 25 - 54 who shopped IKEA past 3mos for a New Bathroom.





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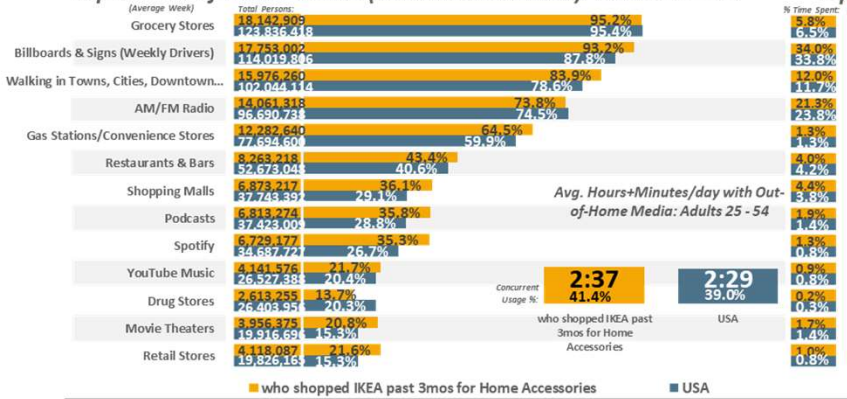
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom



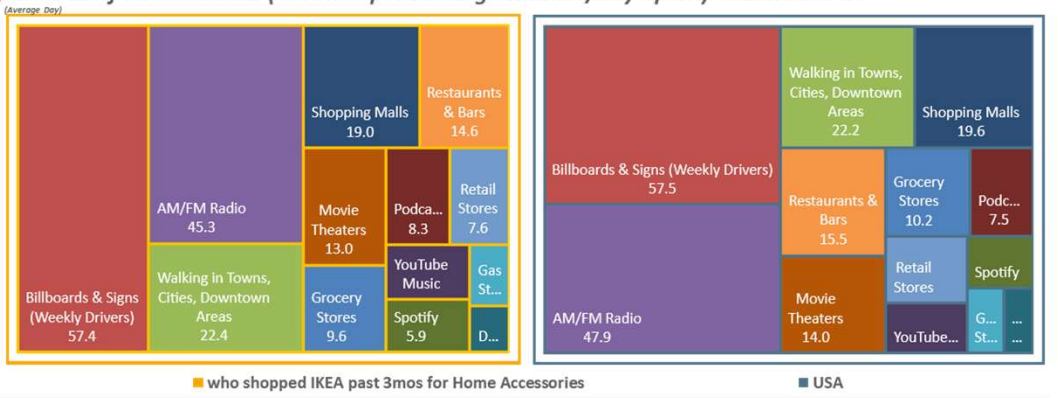
Home Accessories

17,753,002 or 93.2% of Adults 25 - 54 who shopped IKEA past 3mos for Home Accessories spend an average of 57.4 minutes per day driving, seeing Billboards and Signs. 69.8% Listen to Local Radio Stations Out-of-Home for an average of 40. minutes/day.

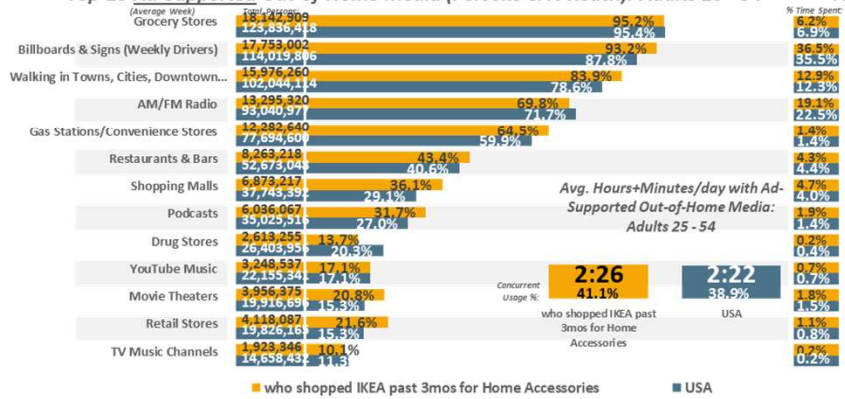
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



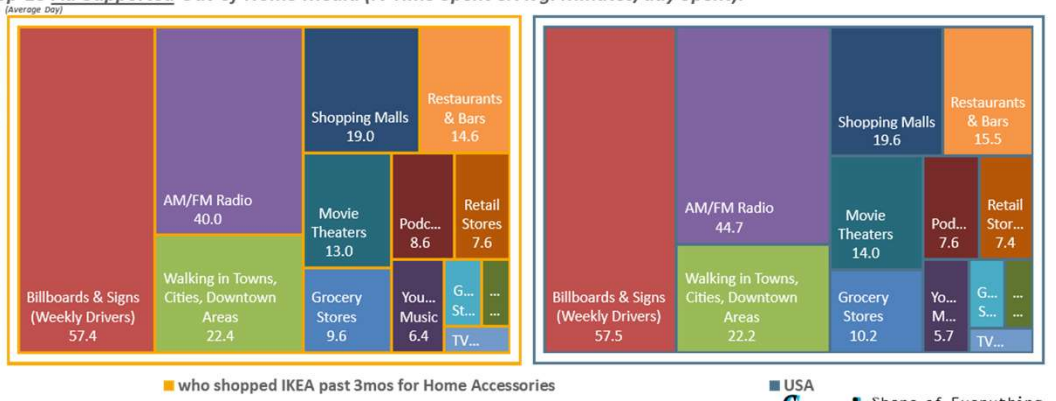
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Stores/services shopped past 3 months: Any home accessory store

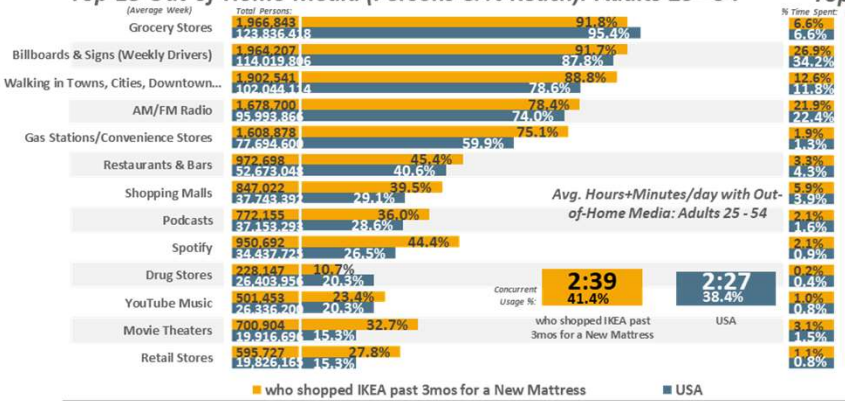


IKEA

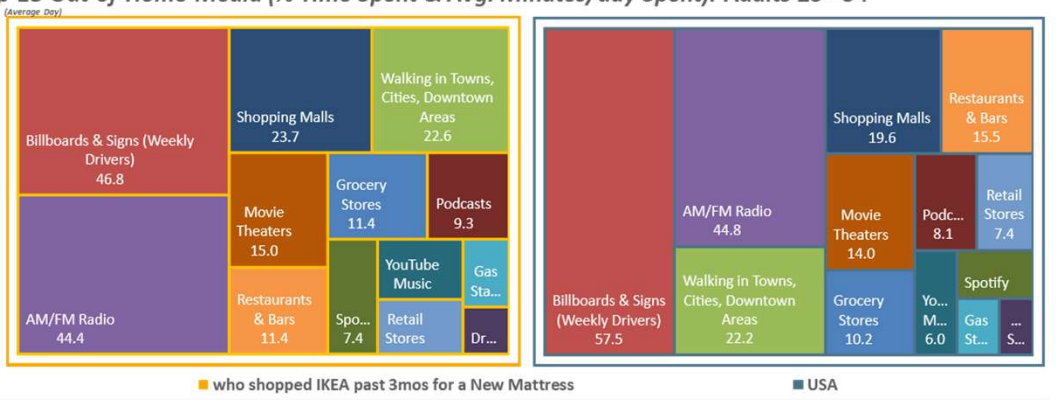
New Mattress

1,964,207 or 91.7% of Adults 25 - 54 who shopped IKEA past 3mos for a New Mattress spend an average of 46.8 minutes per day driving, seeing Billboards and Signs. 71.1% Listen to Local Radio Stations Out-of-Home for an average of 37.5 minutes/day.

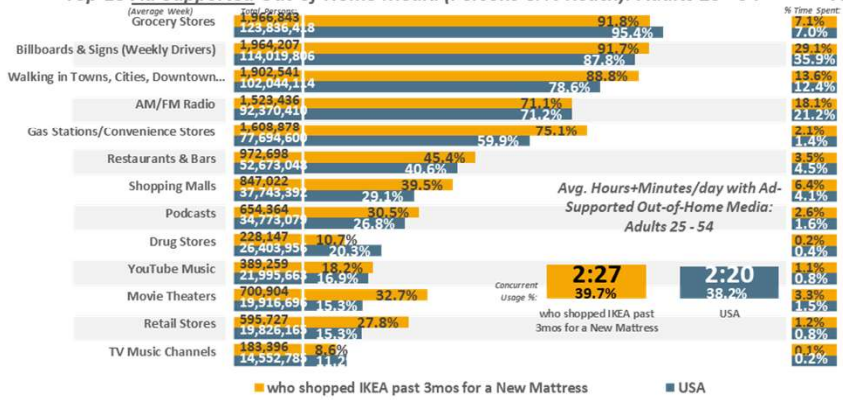
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



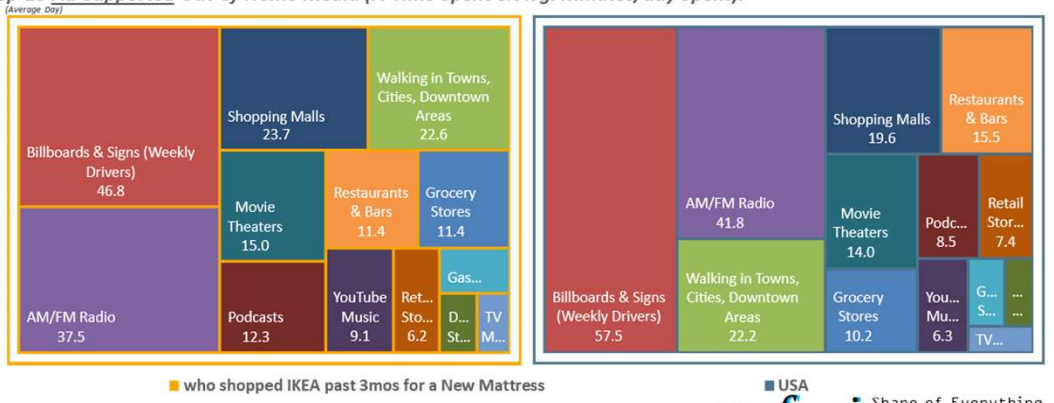
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,436

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[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Mattress



IKEA

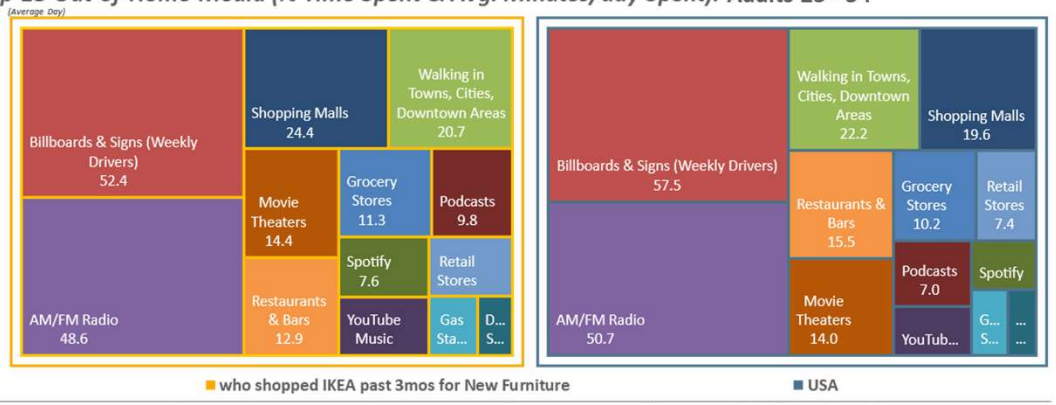
New Furniture

3,221,541 or 91.% of Adults 25 - 54 who shopped IKEA past 3mos for New Furniture spend an average of 52.4 minutes per day driving, seeing Billboards and Signs. 70.4% Listen to Local Radio Stations Out-of-Home for an average of 41.1 minutes/day.

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



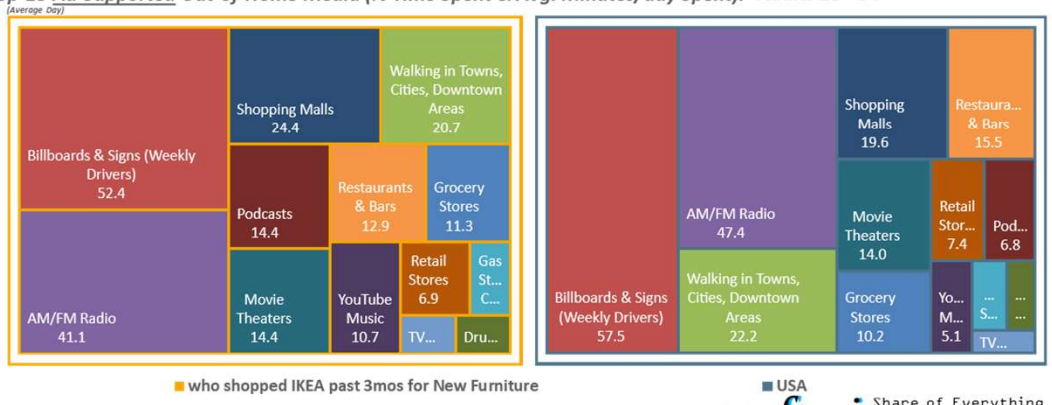
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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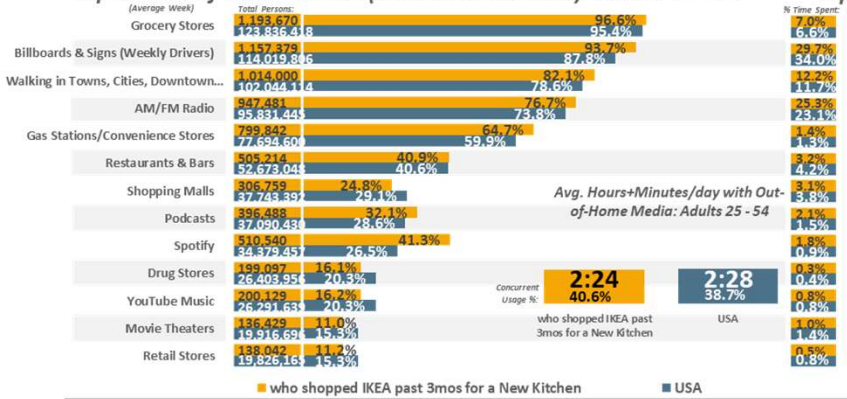
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Furniture



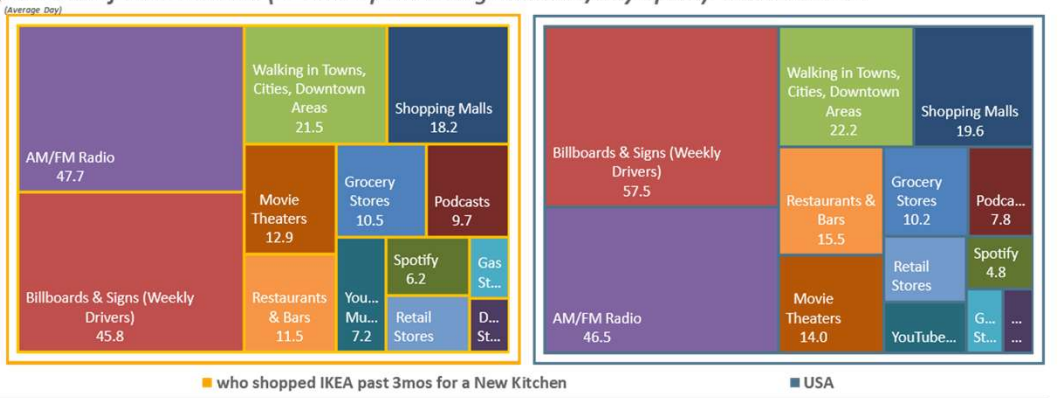
New Kitchen

1,157,379 or 93.7% of Adults 25 - 54 who shopped IKEA past 3mos for a New Kitchen spend an average of 45.8 minutes per day driving, seeing Billboards and Signs. 72.6% Listen to Local Radio Stations Out-of-Home for an average of 35.6 minutes/day.

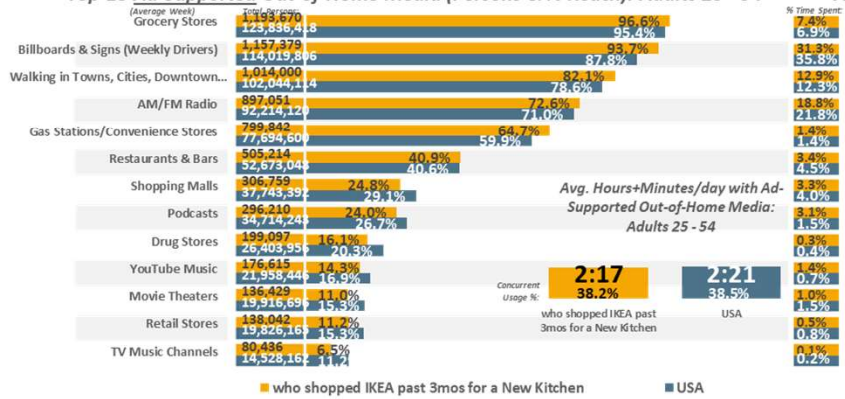
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



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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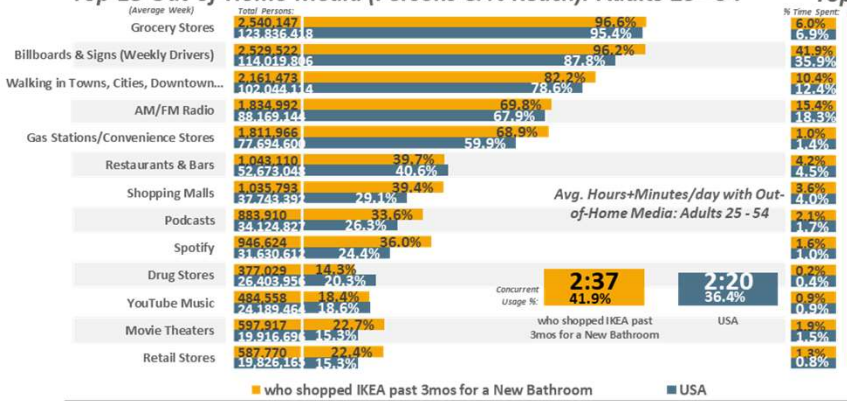
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen



New Bathroom

2,529,522 or 96.2% of Adults 25 - 54 who shopped IKEA past 3mos for a New Bathroom spend an average of 68.5 minutes per day driving, seeing Billboards and Signs. 65.7% Listen to Local Radio Stations Out-of-Home for an average of 30.2 minutes/day.

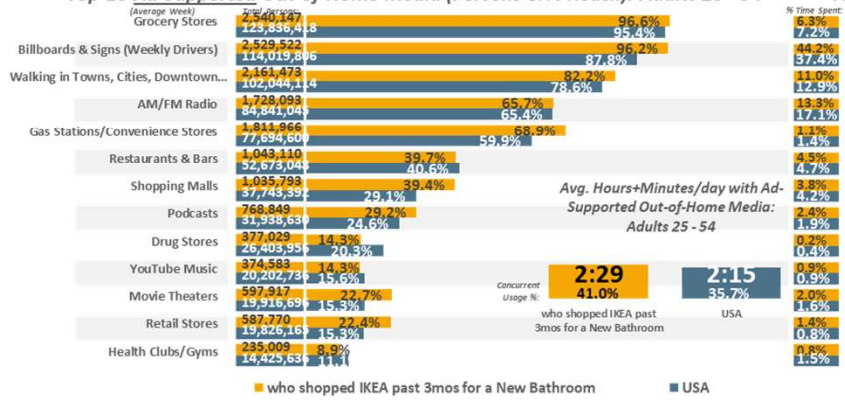
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



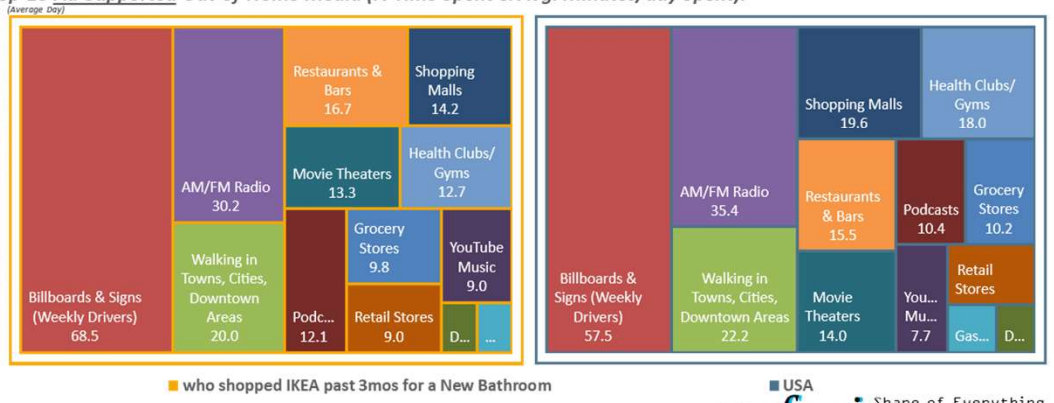
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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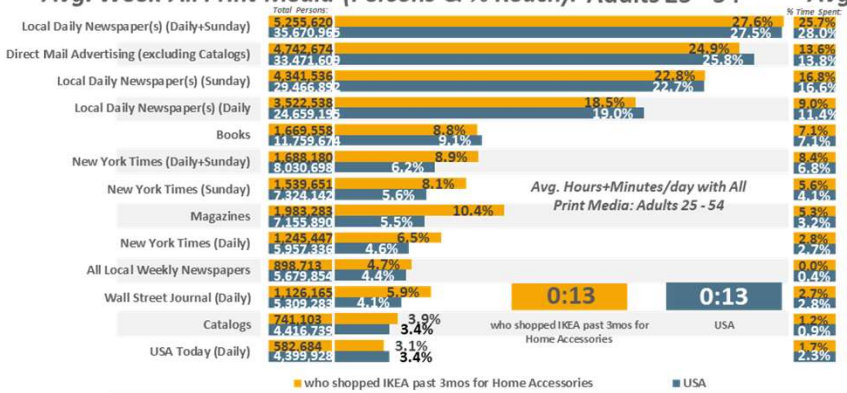
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom



Home Accessories

5,255,620 or 27.6% of Adults 25 - 54 who shopped IKEA past 3mos for Home Accessories read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 27.7% of all time spent daily with All forms of Print Media.

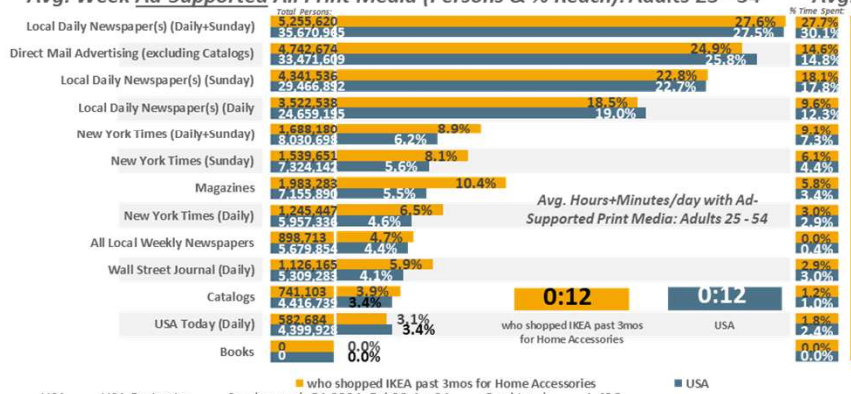
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



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



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



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,436*

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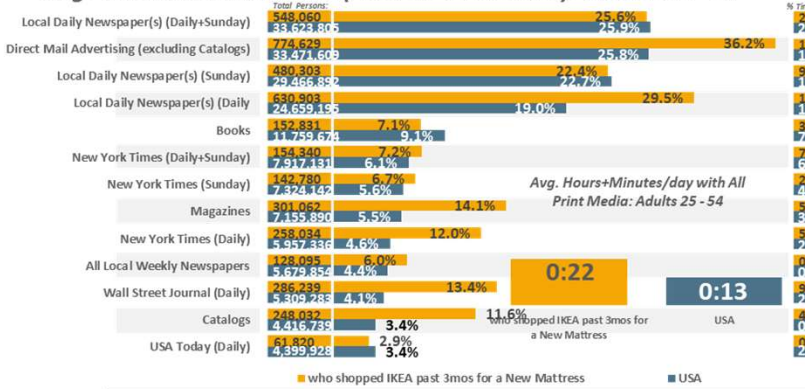
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Stores/services shopped past 3 months: Any home accessory store



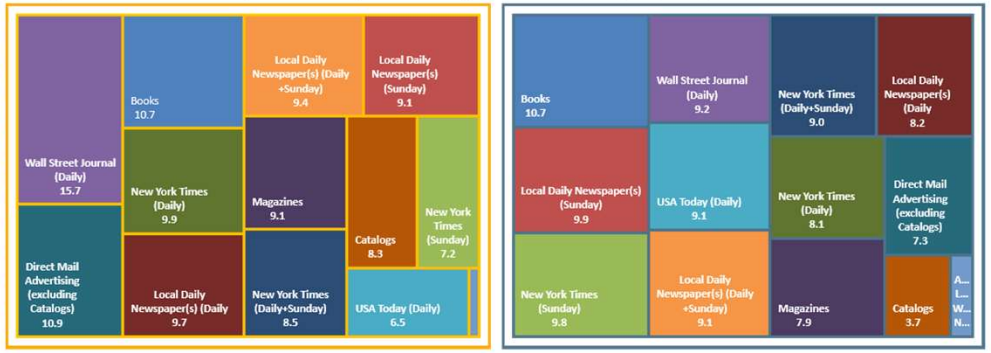
New Mattress

548,060 or 25.6% of Adults 25 - 54 who shopped IKEA past 3mos for a New Mattress read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 22.7% of all time spent daily with All forms of Print Media.

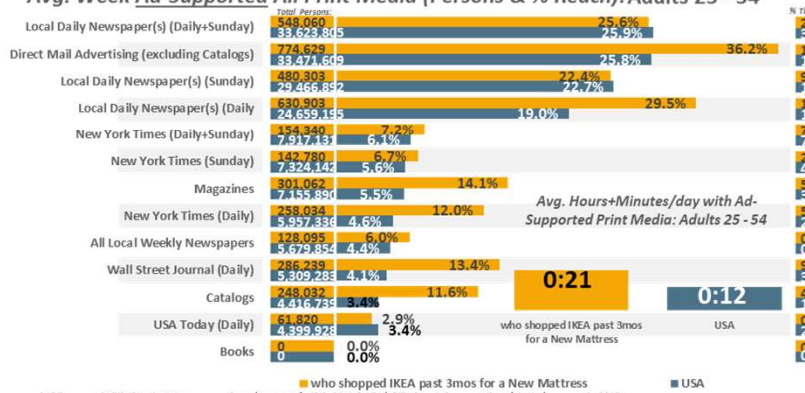
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



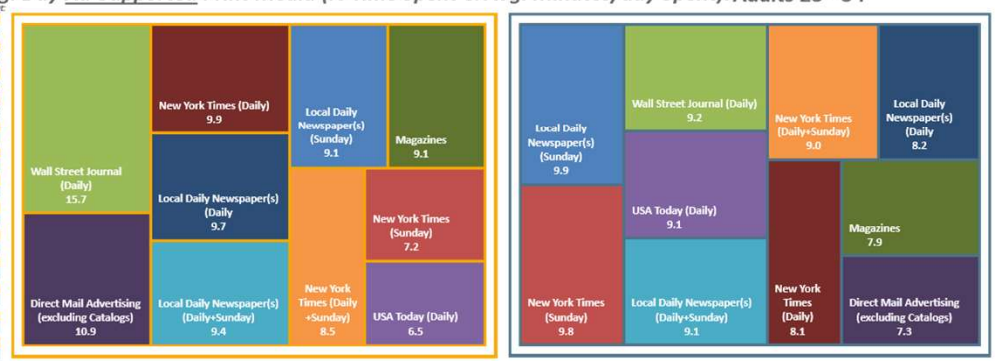
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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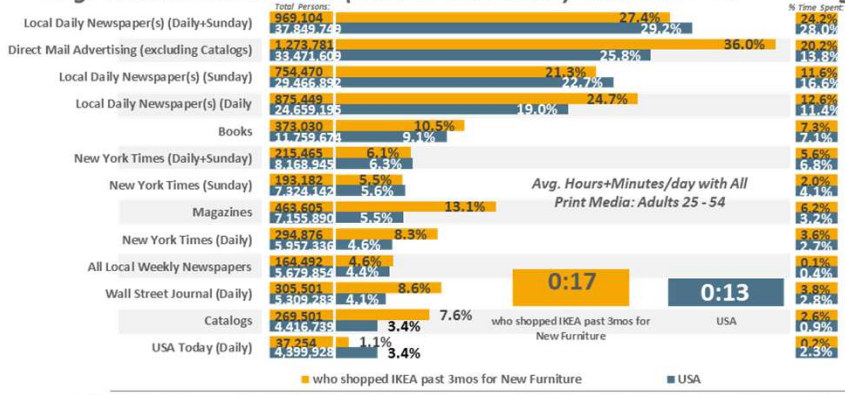
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Mattress



New Furniture

969,104 or 27.4% of Adults 25 - 54 who shopped IKEA past 3mos for New Furniture read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 26.1% of all time spent daily with All forms of Print Media.

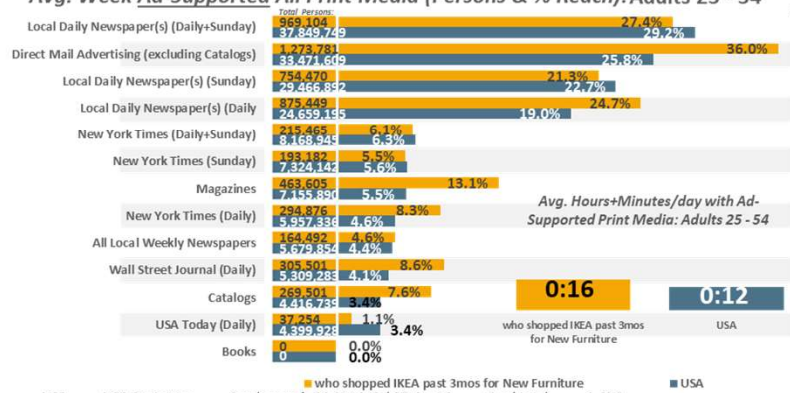
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



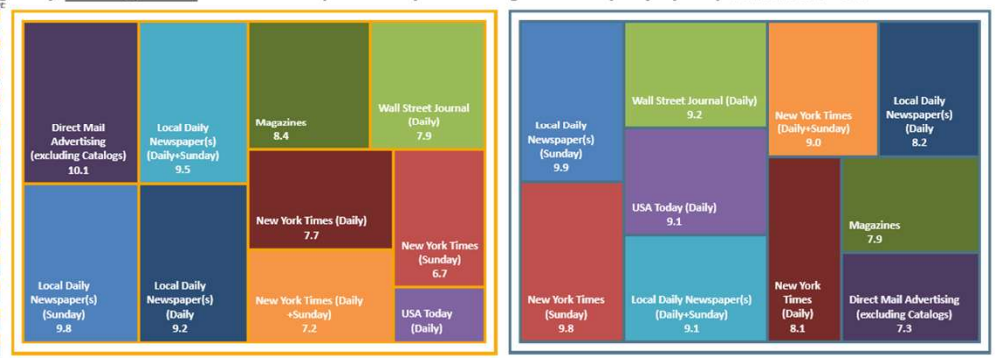
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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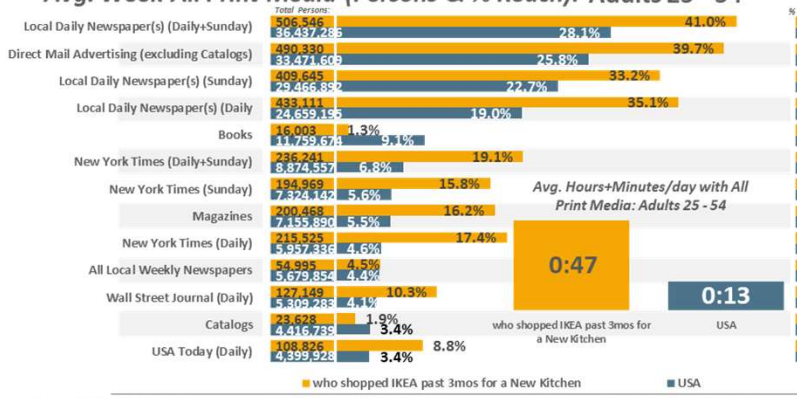
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Items/services HHLD plans to buy in next 12 months (HHLD): Furniture



New Kitchen

506,546 or 41.% of Adults 25 - 54 who shopped IKEA past 3mos for a New Kitchen read Local Daily Newspaper(s) (Daily+Sunday) for an average of 17.5 minutes every day representing 24.9% of all time spent daily with All forms of Print Media.

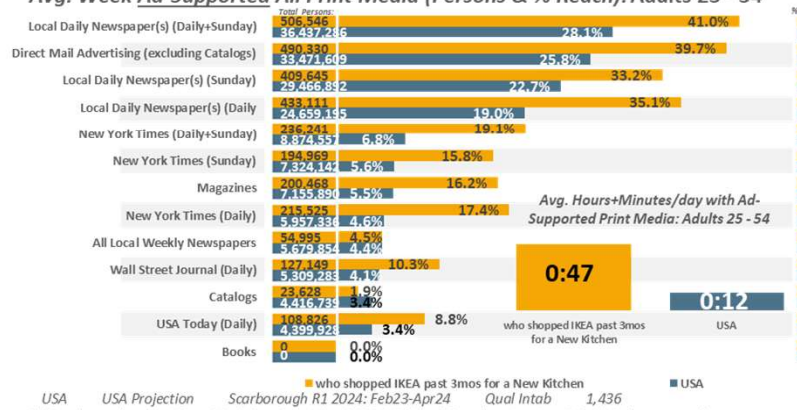
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



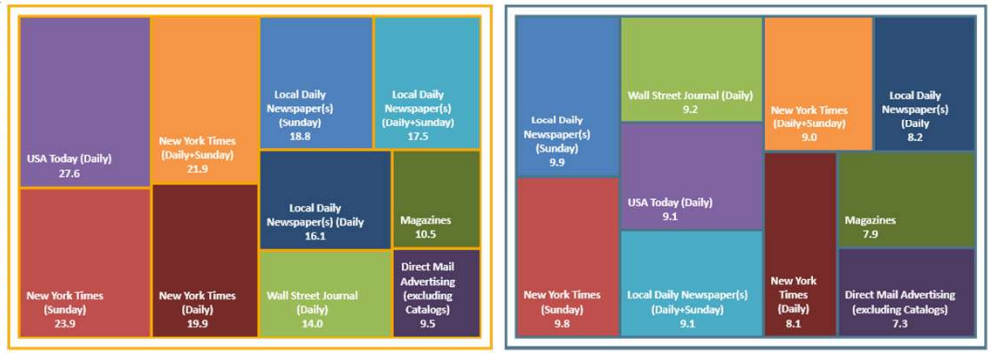
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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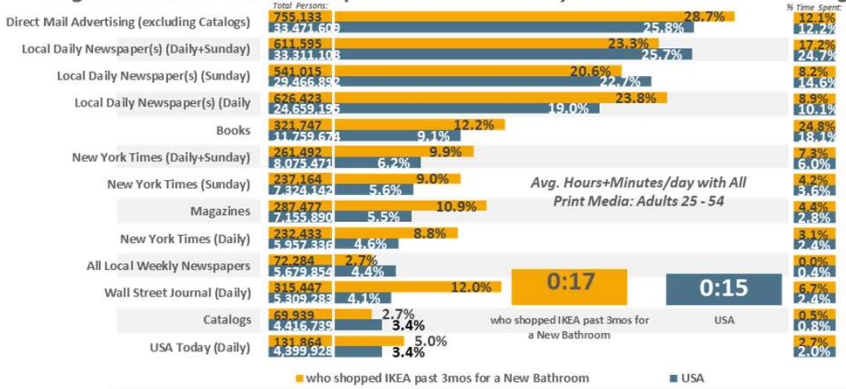
[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen



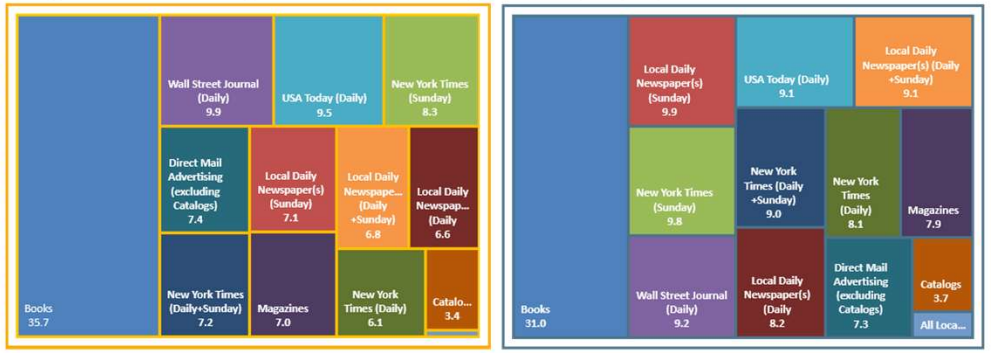
New Bathroom

611,595 or 23.3% of Adults 25 - 54 who shopped IKEA past 3mos for a New Bathroom read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.8 minutes every day representing 22.8% of all time spent daily with All forms of Print Media.

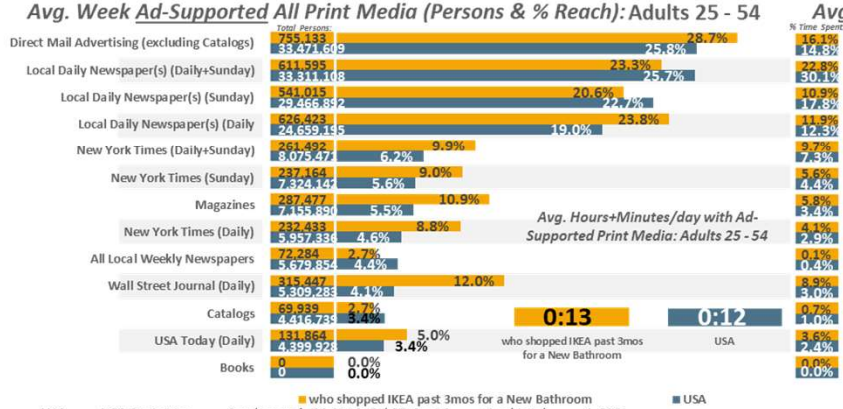
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



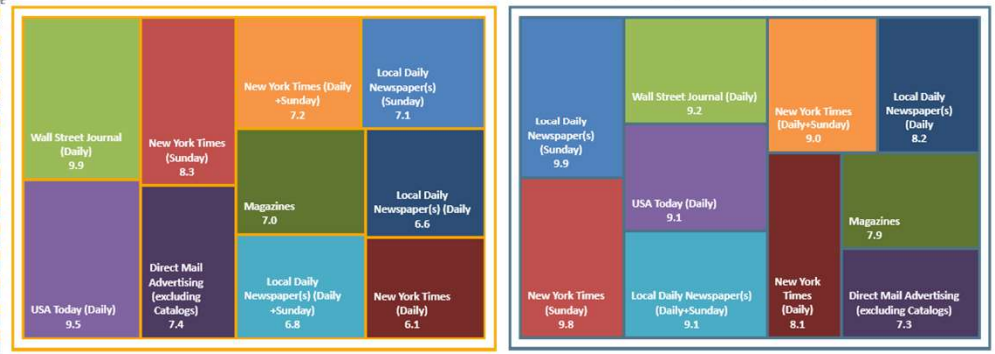
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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[(Age summaries: Adults 25 - 54 AND Stores/services shopped past 3 months: IKEA)] and Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom