USA –P18+ Bought Items at Arts & Crafts/Sewing Stores past 3mos!

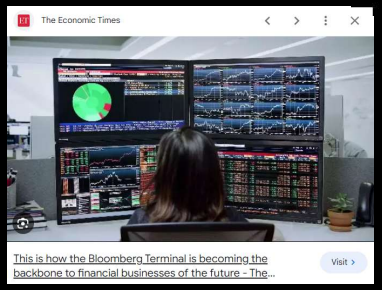
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA P18+ who Purchased Items at HOBBY LOBBY, MICHAELS, JOANN FABRIC AND CRAFT, OR Regularly do ARTS & CRAFTS, or participated in SEWING-CRAFTS in the past 12mos as of April 2024!







Stores/services bought past 3 months: Hobby Lobby
Stores/services bought past 3 months: JoAnn Fabric and Craft
Stores/services bought past 3 months: Michaels
Activities done regularly: Arts & crafts
Activities past 12 months: Sewing - crafts

P18+

HOBBY LOBBY

Michaels

JOANN

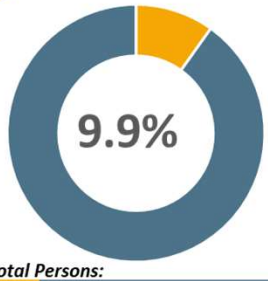
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

HOBBY LOBBY

9.9% or 25,875,709 of USA Adults 18 or older purchased items at HOBBY LOBBY in the past 3mos.
Typical Adults 18 or older who purchased items at HOBBY LOBBY in the past 3mos are 52.4 years old (7.3% older than average) and have a $89,309 (.4% lower than average) annual household income.

Percent of Market: Adults 18 or older

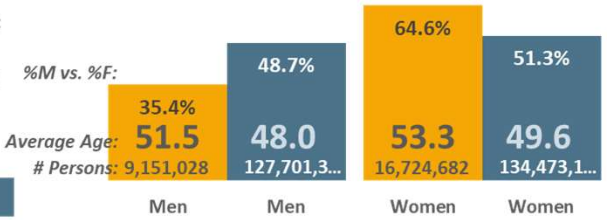


- who purchased items at HOBBY LOBBY in the past 3mos
- Remainder of USA Metro

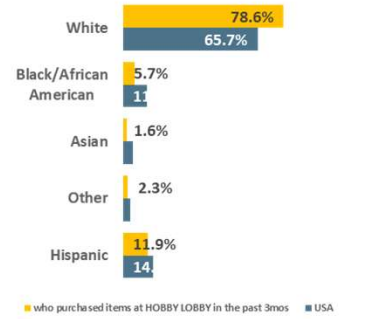
Total Persons:

25,875,709 | 236,298,791

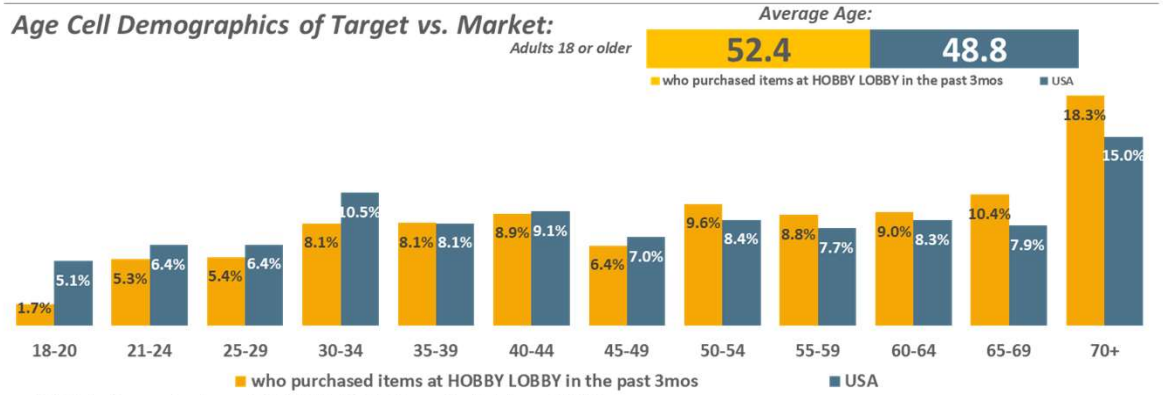
Gender of Target vs. Market: Adults 18 or older



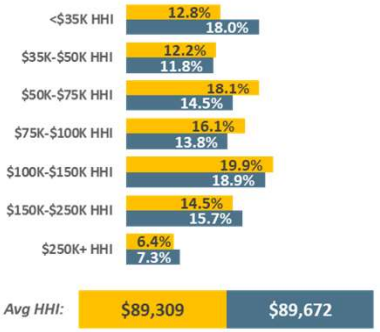
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 12,546

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Stores/services bought past 3 months: Hobby Lobby

Michaels

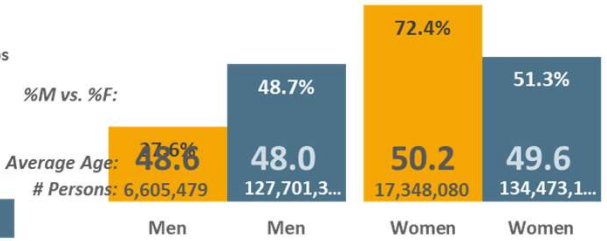
9.1% or 23,953,559 of USA Adults 18 or older purchased items at MICHAELS in the past 3mos.
Typical Adults 18 or older who purchased items at MICHAELS in the past 3mos are 49.4 years old (1.1% older than average) and have a $97,841 (9.1% higher than average) annual household income.

Percent of Market: Adults 18 or older

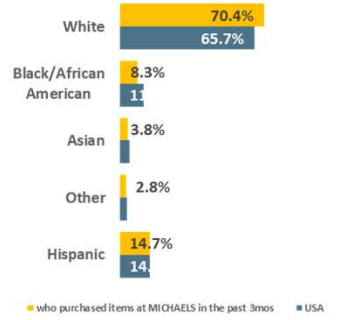


Total Persons:
23,953,559 | 238,220,941

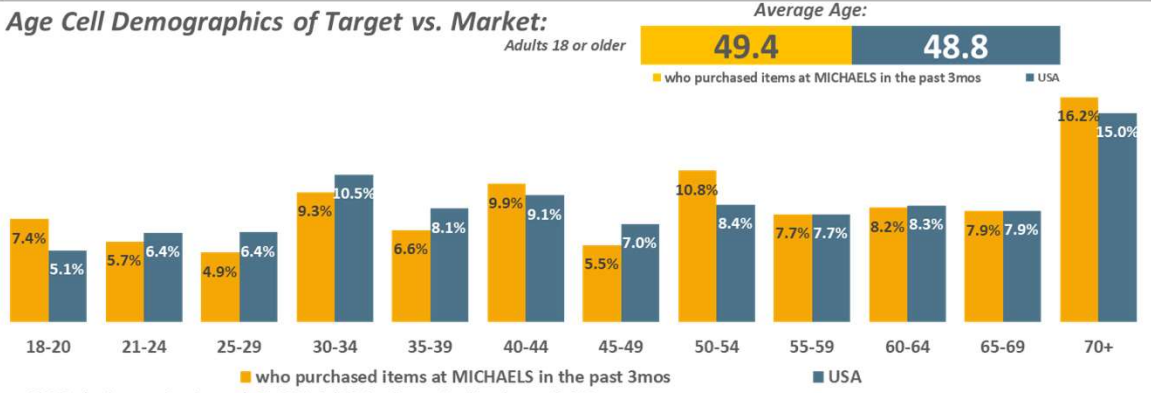
Gender of Target vs. Market: Adults 18 or older



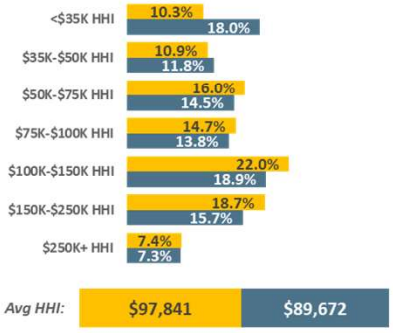
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $97,841 | $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 12,546

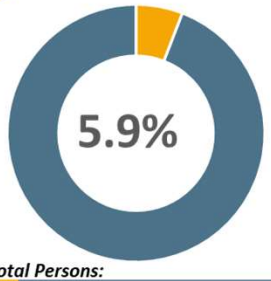
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Stores/services bought past 3 months: Michaels

JOANN

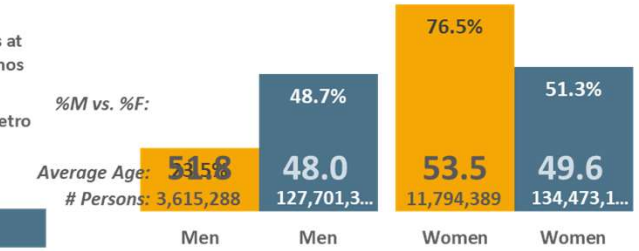
5.9% or 15,409,676 of USA Adults 18 or older purchased items at JOANN in the past 3mos.
Typical Adults 18 or older who purchased items at JOANN in the past 3mos are 52.6 years old (7.8% older than average) and have a $91,815 (2.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

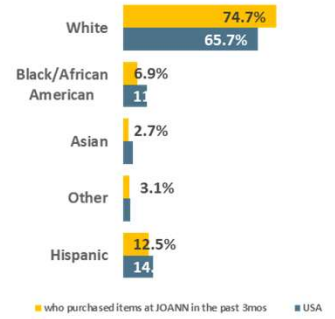




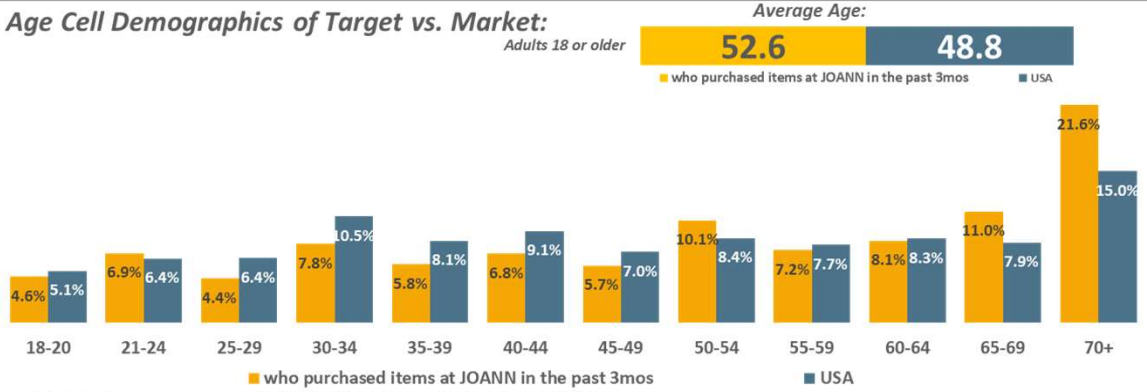
Gender of Target vs. Market: Adults 18 or older



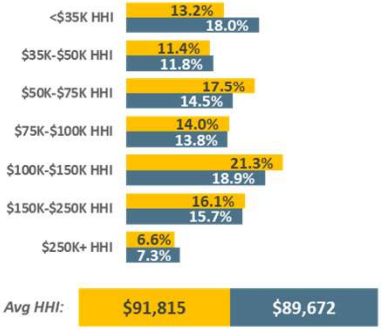
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 12,546

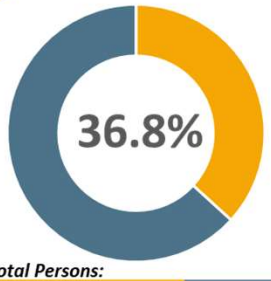
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Stores/services bought past 3 months: JoAnn Fabric and Craft

Regularly do ARTS & CRAFTS

36.8% or 96,434,716 of USA Adults 18 or older regularly do ARTS & CRAFTS projects.
Typical Adults 18 or older who regularly do ARTS & CRAFTS projects are 46.4 years old (5.1% younger than average) and have a $83,528 (6.9% lower than average) annual household income.

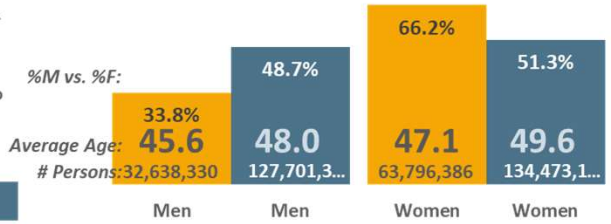
Percent of Market: Adults 18 or older



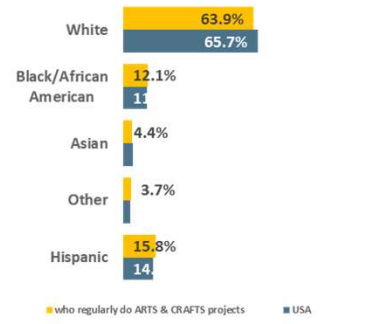
Total Persons:

who regularly do ARTS & CRAFTS projects	Remainder of USA Metro
96,434,716	165,739,784

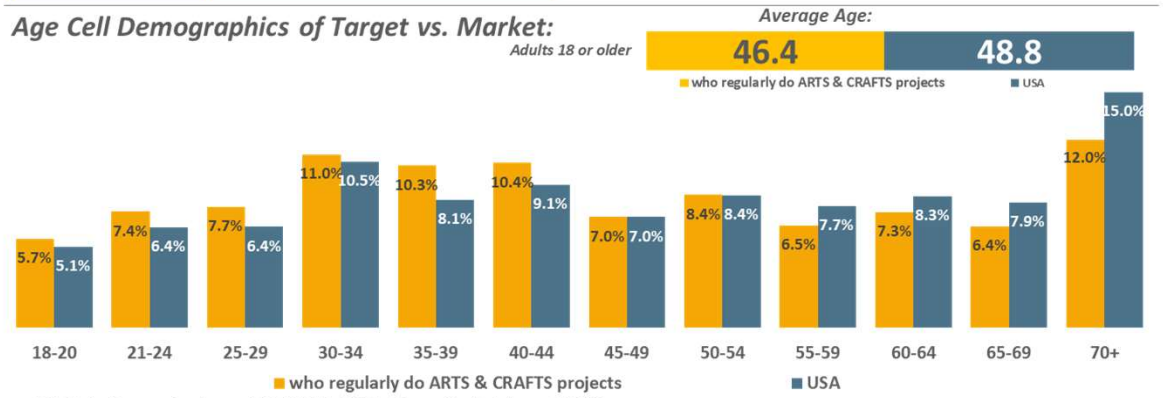
Gender of Target vs. Market: Adults 18 or older



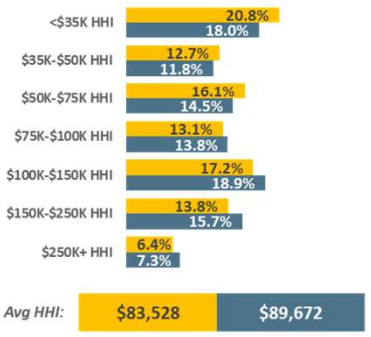
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$83,528	$89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 12,546

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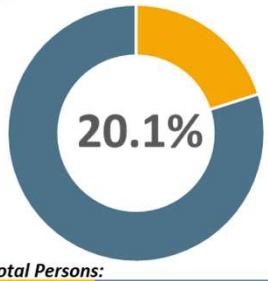
Activities done regularly: Arts & crafts



Regularly do SEWING Projects

20.1% or 52,648,911 of USA Adults 18 or older regularly do SEWING projects.
Typical Adults 18 or older who regularly do SEWING projects are 49.7 years old (1.8% older than average) and have a $83,715 (6.6% lower than average) annual household income.

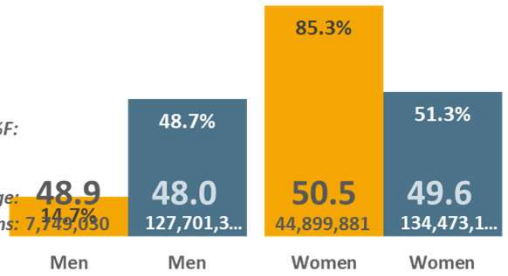
Percent of Market: Adults 18 or older



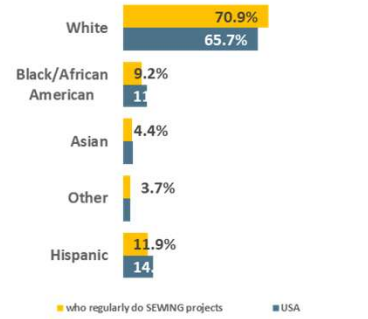
Total Persons:

52,648,911	209,525,589

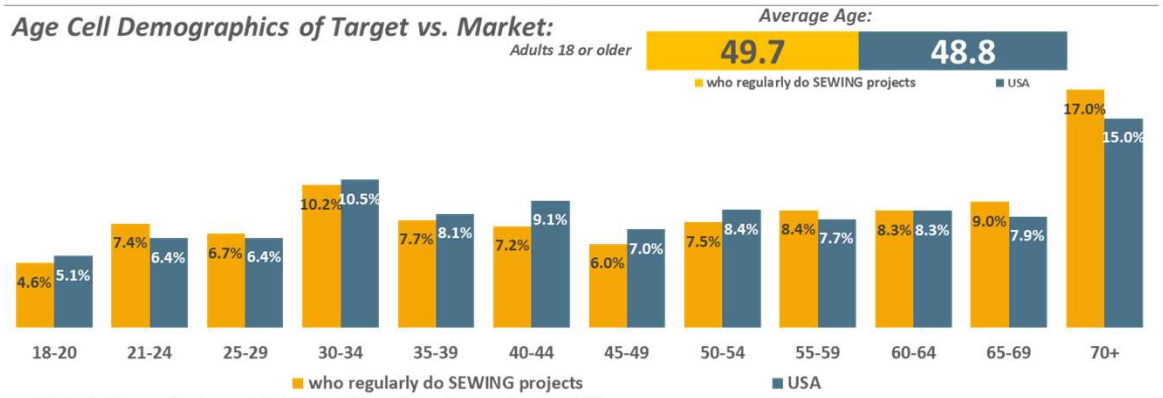
Gender of Target vs. Market: Adults 18 or older



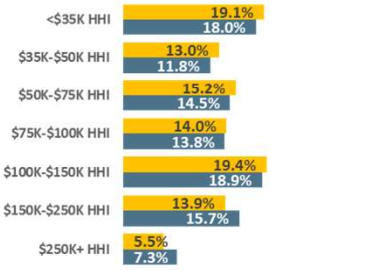
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$83,715	$89,672

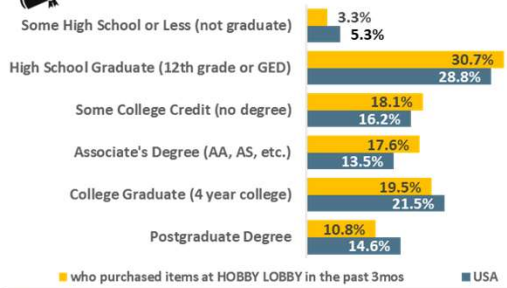
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 12,546

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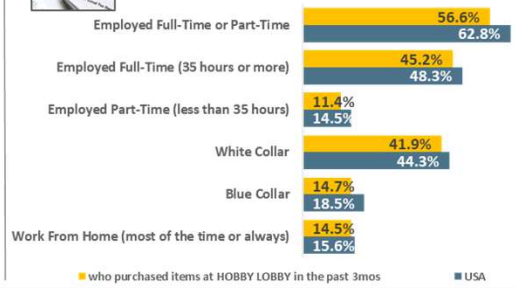
HOBBY LOBBY

9.9% or 25,875,709 of USA Adults 18 or older purchased items at HOBBY LOBBY in the past 3mos.
Adults 18 or older who purchased items at HOBBY LOBBY in the past 3mos are 16.2% less likely to be a college graduate, 6.4% less likely to work full-time, 22.4% more likely to be married, 10.3% more likely to be a parent of 1 or more children under 18.

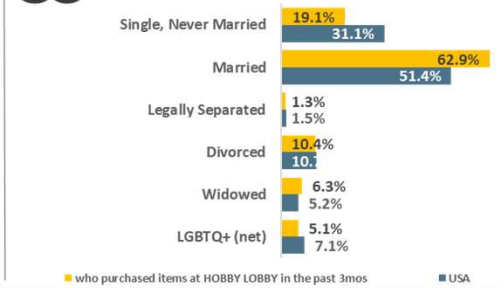
Education Levels: Adults 18 or older



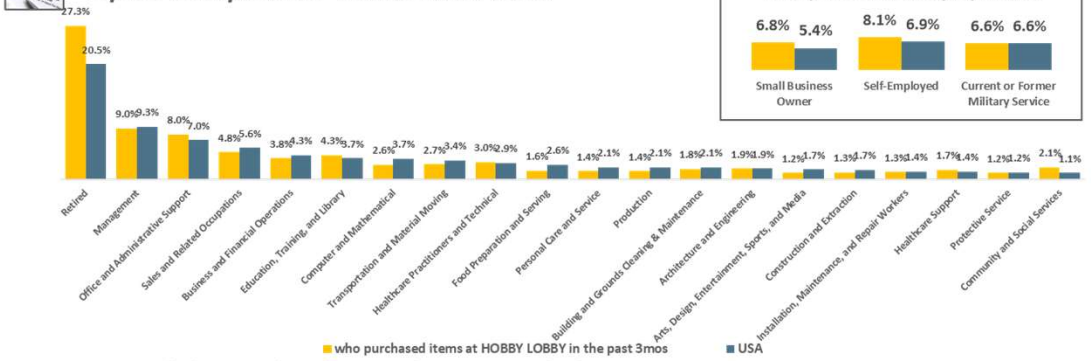
Employment: Adults 18 or older



Marital Status: Adults 18 or older

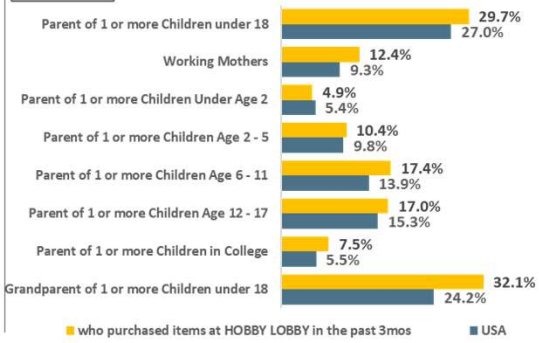


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *12,546*

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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

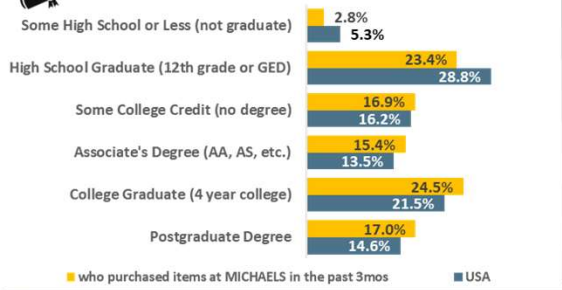
©

Stores/services bought past 3 months: Hobby Lobby

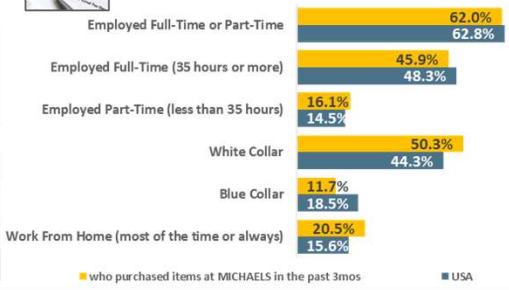
Michaels

9.1% or 23,953,559 of USA Adults 18 or older purchased items at MICHAELS in the past 3mos.
Adults 18 or older who purchased items at MICHAELS in the past 3mos are 14.7% more likely to be a college graduate, 4.9% less likely to work full-time, 11.3% more likely to be married, 9.3% less likely to be a parent of 1 or more children under 18.

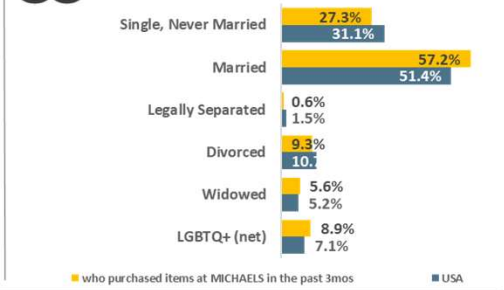
Education Levels: Adults 18 or older



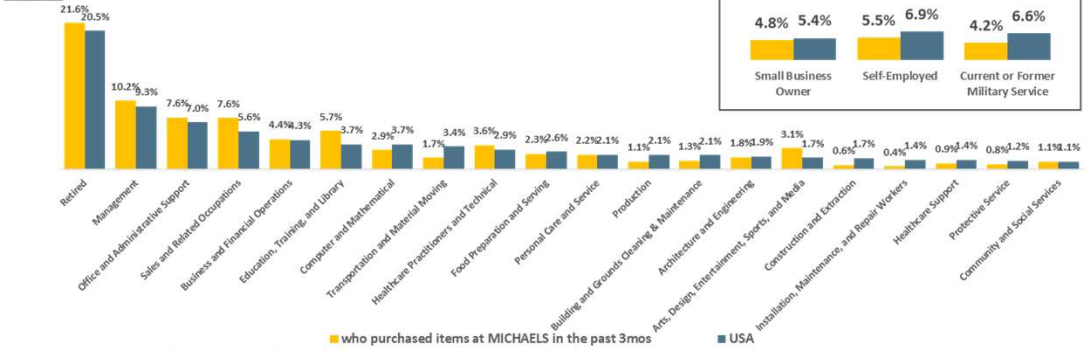
Employment: Adults 18 or older



Marital Status: Adults 18 or older

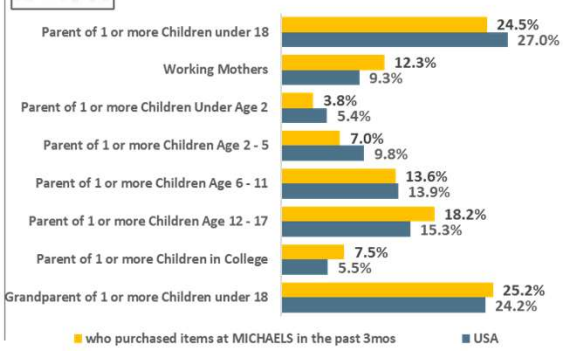


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *12,546*

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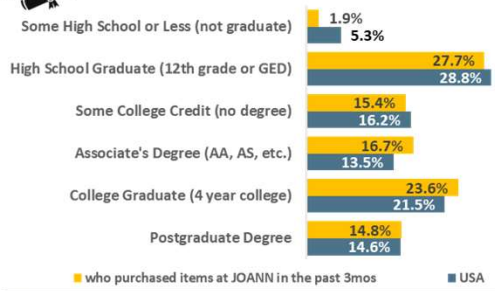
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Stores/services bought past 3 months: Michaels

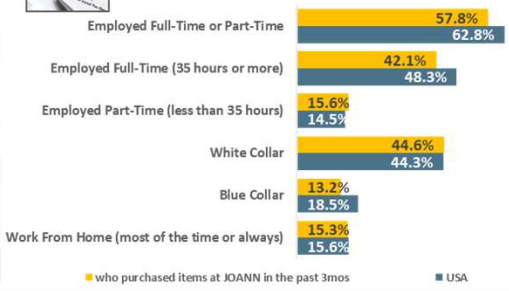
JOANN

5.9% or 15,409,676 of USA Adults 18 or older purchased items at JOANN in the past 3mos.
Adults 18 or older who purchased items at JOANN in the past 3mos are 6.2% more likely to be a college graduate, 12.7% less likely to work full-time, 9.% more likely to be married, 33.5% less likely to be a parent of 1 or more children under 18.

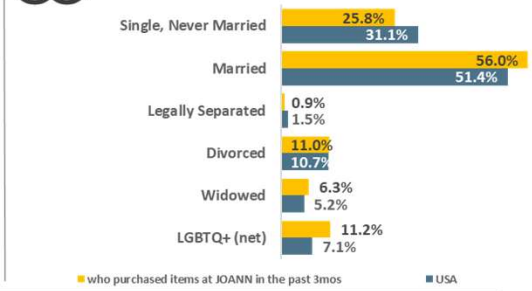
Education Levels: Adults 18 or older



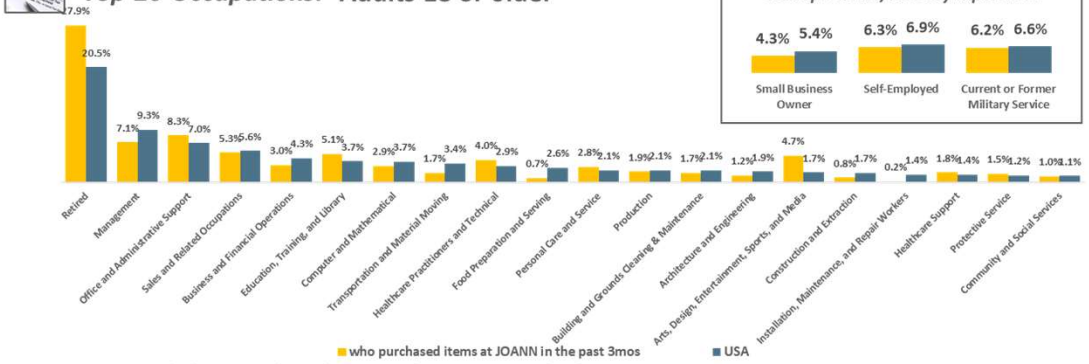
Employment: Adults 18 or older



Marital Status: Adults 18 or older

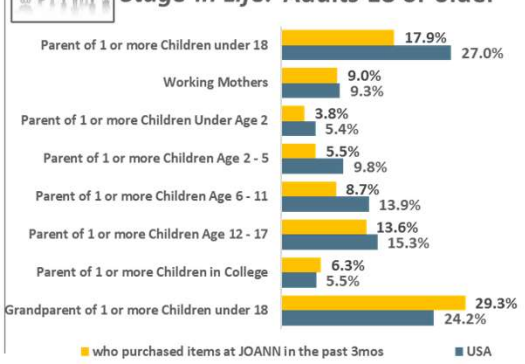


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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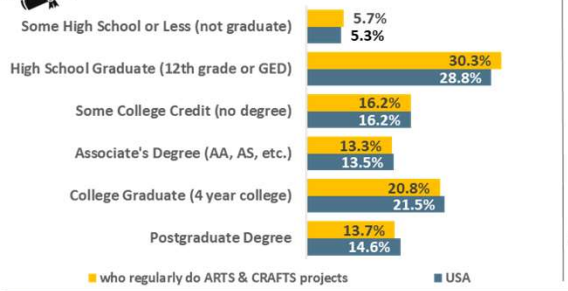
Stores/services bought past 3 months: JoAnn Fabric and Craft



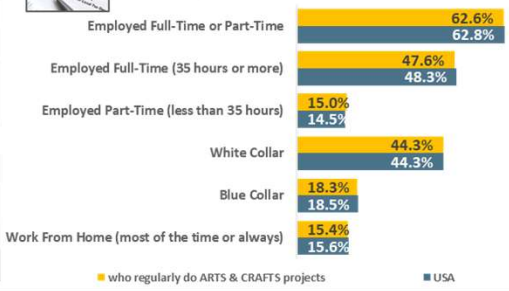
Regularly do ARTS & CRAFTS

36.8% or 96,434,716 of USA Adults 18 or older regularly do ARTS & CRAFTS projects.
Adults 18 or older who regularly do ARTS & CRAFTS projects are 4.5% less likely to be a college graduate, 1.5% less likely to work full-time, 5.1% less likely to be married, 14.% more likely to be a parent of 1 or more children under 18.

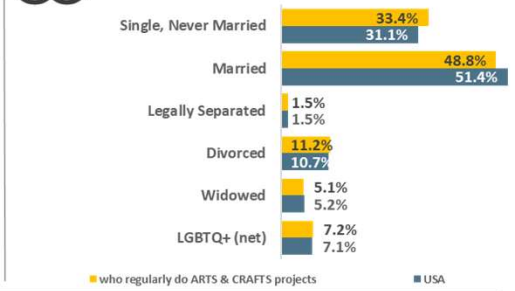
Education Levels: Adults 18 or older



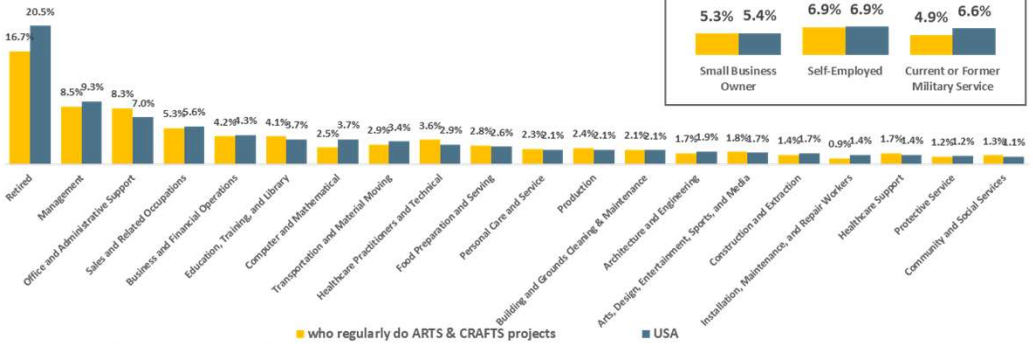
Employment: Adults 18 or older



Marital Status: Adults 18 or older

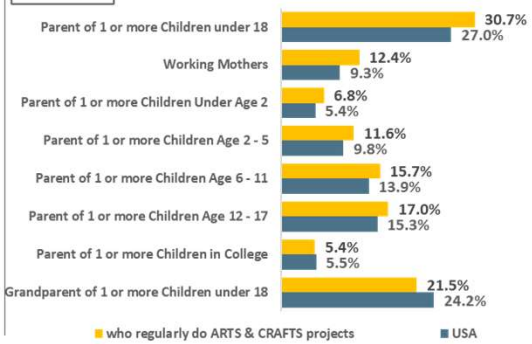


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *12,546*

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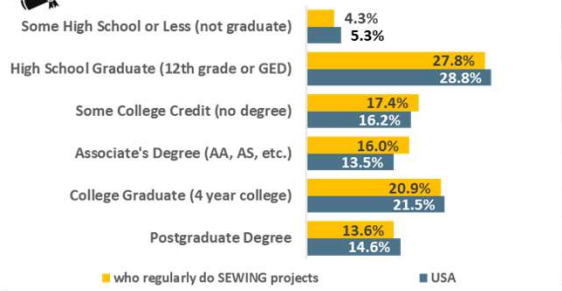
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*



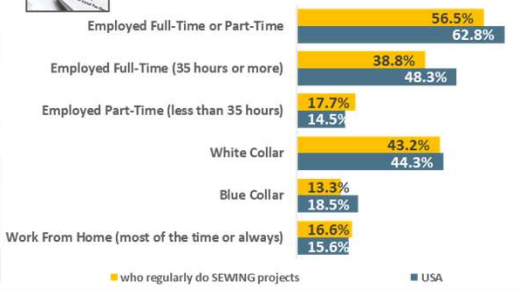
Regularly do SEWING Projects

20.1% or 52,648,911 of USA Adults 18 or older regularly do SEWING projects.
Adults 18 or older who regularly do SEWING projects are 4.6% less likely to be a college graduate, 19.6% less likely to work full-time, 3.7% less likely to be married, 12.8% less likely to be a parent of 1 or more children under 18.

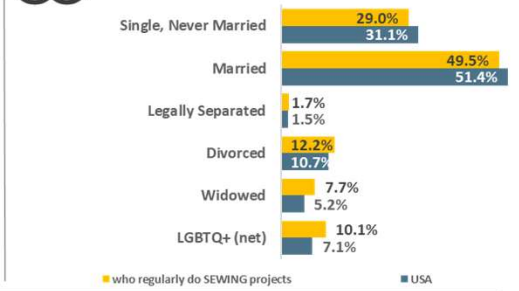
Education Levels: Adults 18 or older



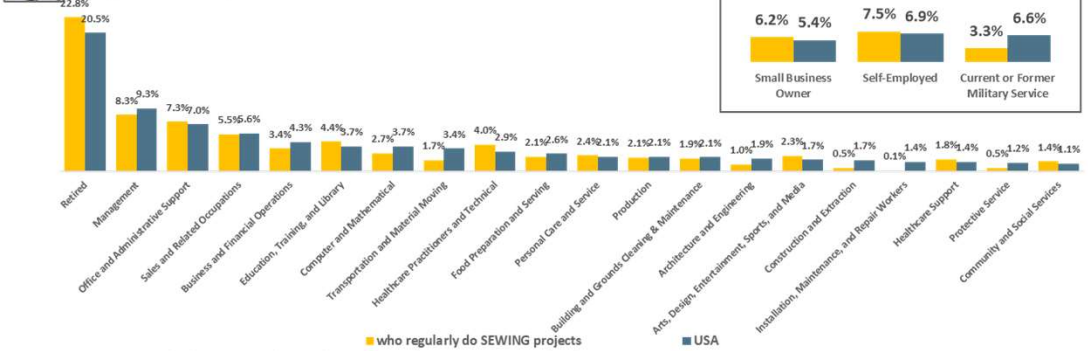
Employment: Adults 18 or older



Marital Status: Adults 18 or older

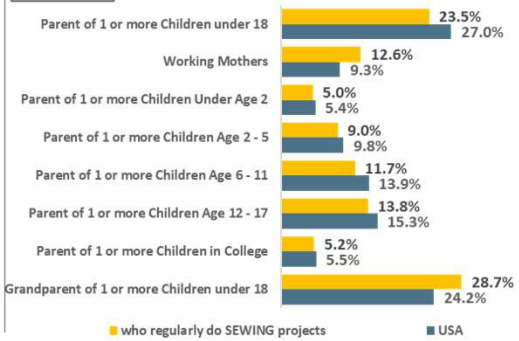


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *12,546*

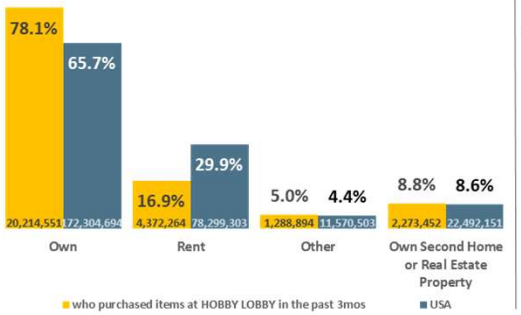
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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

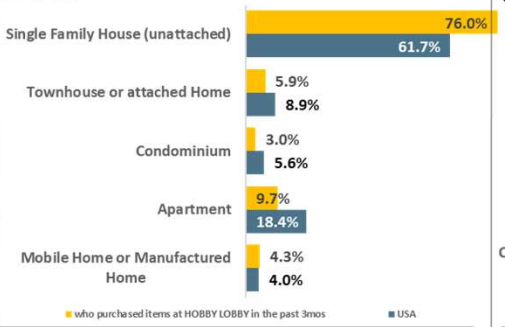
HOBBY LOBBY

9.9% or 25,875,709 of USA Adults 18 or older purchased items at HOBBY LOBBY in the past 3mos.
Adults 18 or older who purchased items at HOBBY LOBBY in the past 3mos are 18.9% more likely to own their home, 8.5% more likely to own a lower valued home, 23.1% more likely to have a single-family home, 32.8% more likely to have a dog.

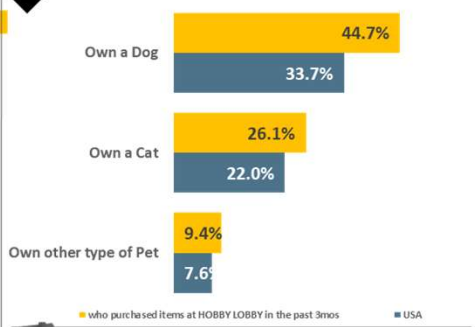
Own/Rent/Other: Adults 18 or older



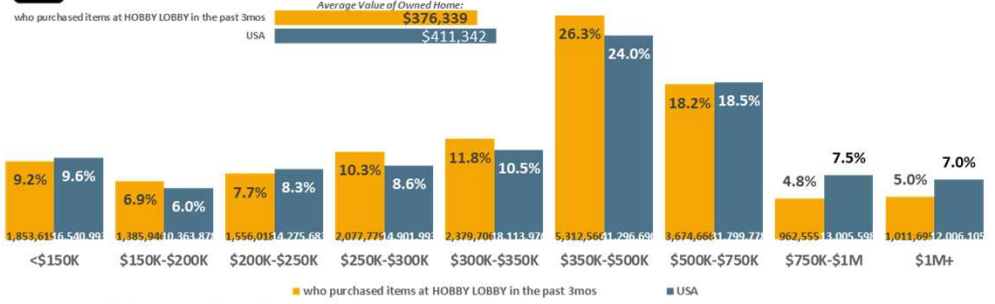
Type of Home: Adults 18 or older



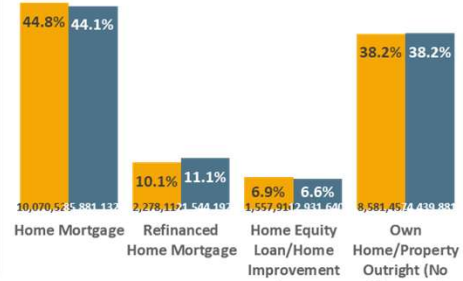
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *12,546*

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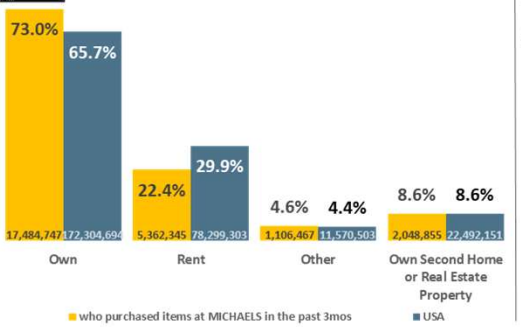
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Stores/services bought past 3 months: Hobby Lobby

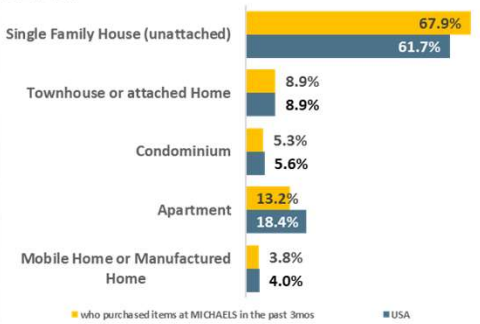
Michaels

9.1% or 23,953,559 of USA Adults 18 or older purchased items at MICHAELS in the past 3mos.
Adults 18 or older who purchased items at MICHAELS in the past 3mos are 11.1% more likely to own their home, 1.2% more likely to own a higher valued home, 10.% more likely to have a single-family home, 19.4% more likely to have a dog.

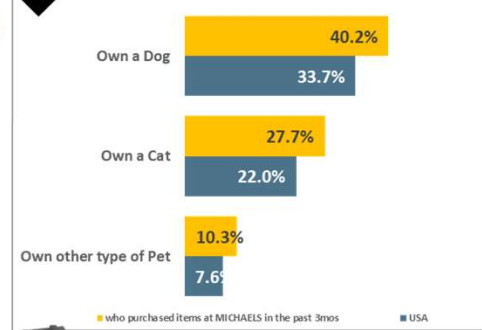
Own/Rent/Other: Adults 18 or older



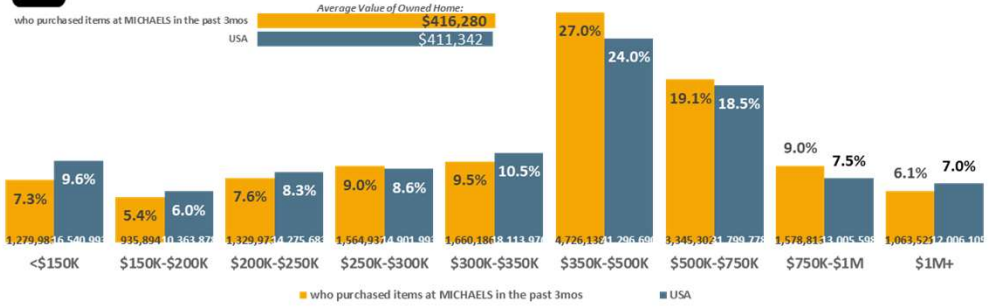
Type of Home: Adults 18 or older



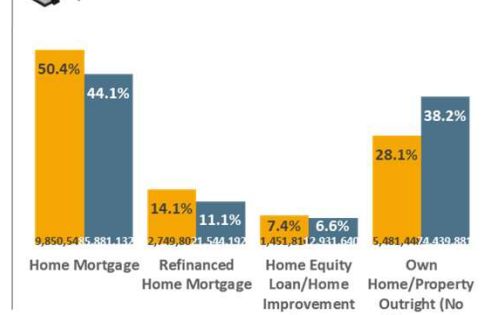
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *12,546*

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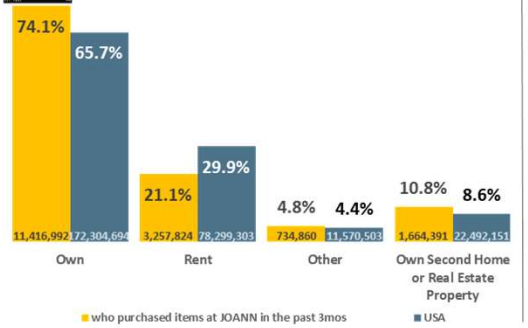
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Stores/services bought past 3 months: Michaels

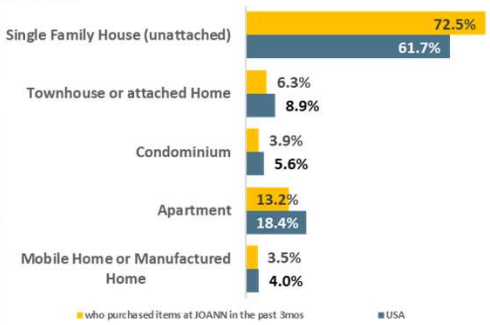
JOANN

5.9% or 15,409,676 of USA Adults 18 or older purchased items at JOANN in the past 3mos.
Adults 18 or older who purchased items at JOANN in the past 3mos are 12.7% more likely to own their home, 2.9% more likely to own a higher valued home, 17.5% more likely to have a single-family home, 15.2% more likely to have a dog.

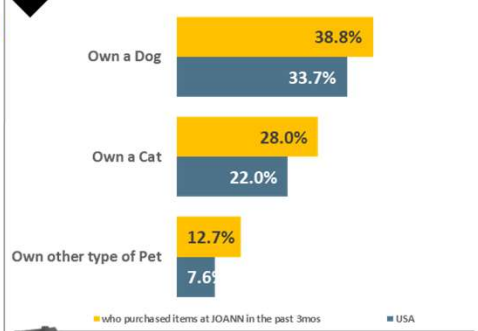
Own/Rent/Other: Adults 18 or older



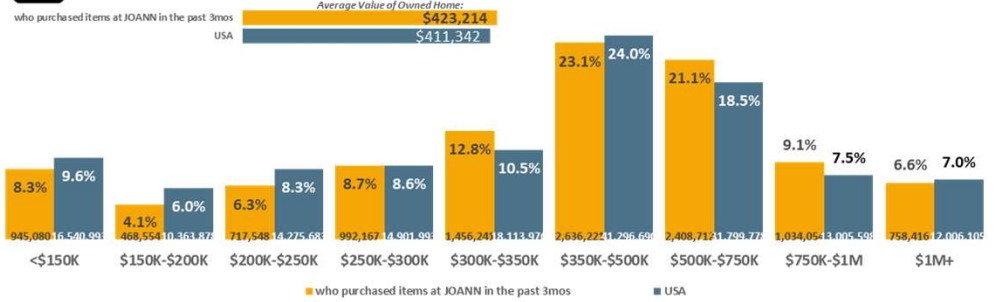
Type of Home: Adults 18 or older



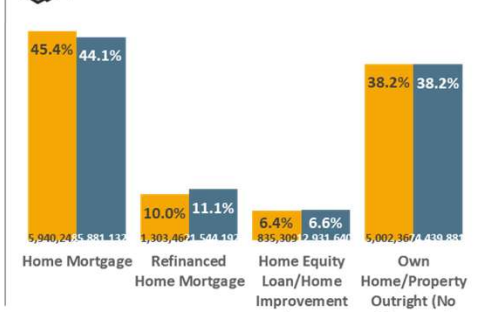
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *12,546*

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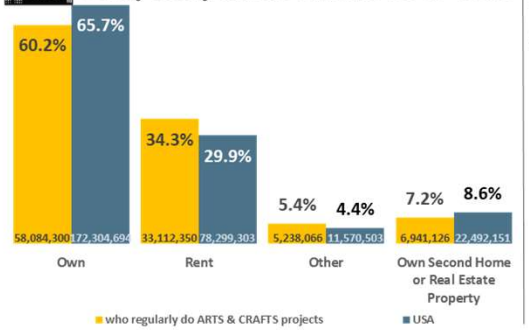
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Stores/services bought past 3 months: JoAnn Fabric and Craft

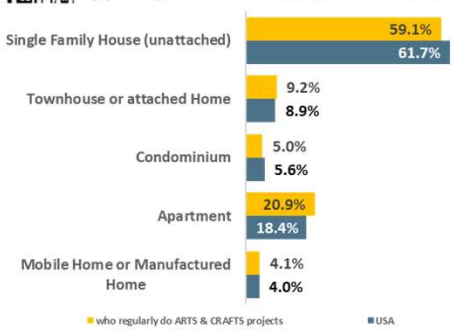
Regularly do ARTS & CRAFTS

36.8% or 96,434,716 of USA Adults 18 or older regularly do ARTS & CRAFTS projects.
Adults 18 or older who regularly do ARTS & CRAFTS projects are 8.4% less likely to own their home, 7.3% more likely to own a lower valued home, 4.3% less likely to have a single-family home, .6% more likely to have a dog.

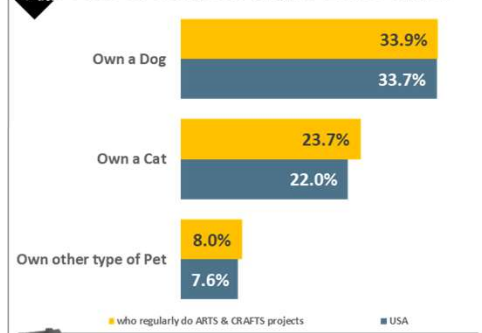
Own/Rent/Other: Adults 18 or older



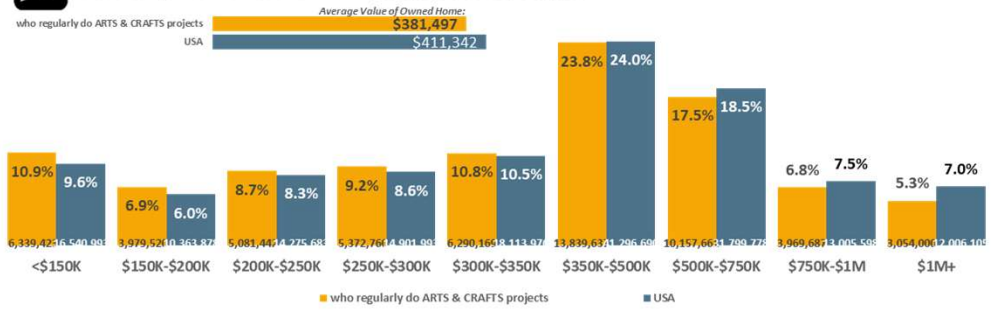
Type of Home: Adults 18 or older



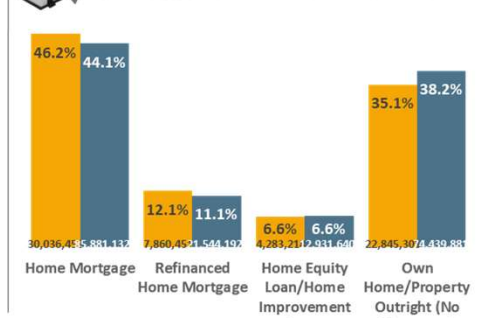
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 12,546

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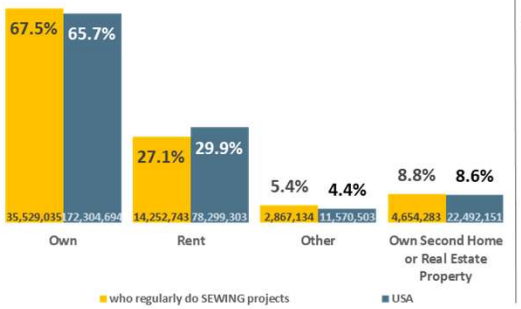
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333



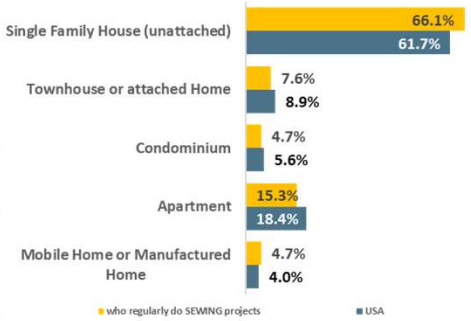
Regularly do SEWING Projects

20.1% or 52,648,911 of USA Adults 18 or older regularly do SEWING projects.
Adults 18 or older who regularly do SEWING projects are 2.7% more likely to own their home, 6.5% more likely to own a lower valued home, 7.1% more likely to have a single-family home, 10.8% more likely to have a dog.

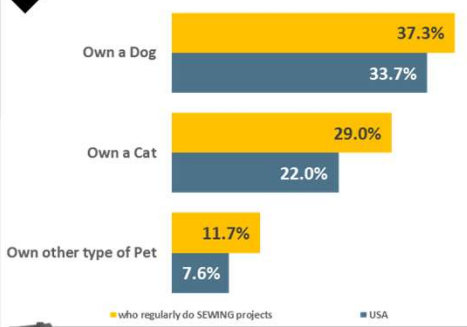
Own/Rent/Other: Adults 18 or older



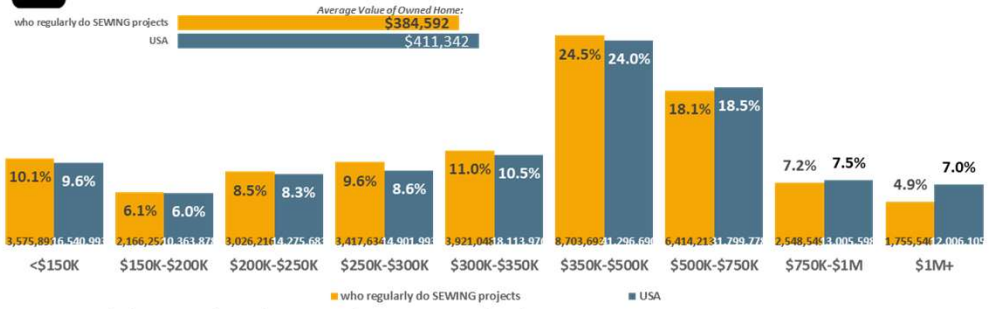
Type of Home: Adults 18 or older



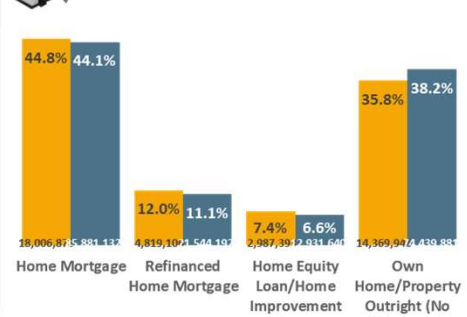
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *12,546*

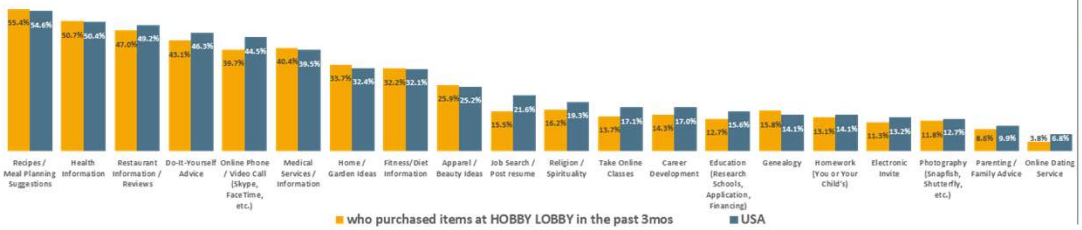
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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

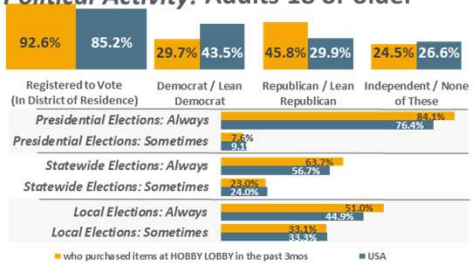
HOBBY LOBBY

9.9% or 25,875,709 of USA Adults 18 or older purchased items at HOBBY LOBBY in the past 3mos.
Adults 18 or older who purchased items at HOBBY LOBBY in the past 3mos are 7.% less likely to look up D-I-Y advice online, 13.7% more likely to always vote in local elections, 2.2% more likely to belong to a gym, 8.8% more likely to fly domestic past yr.

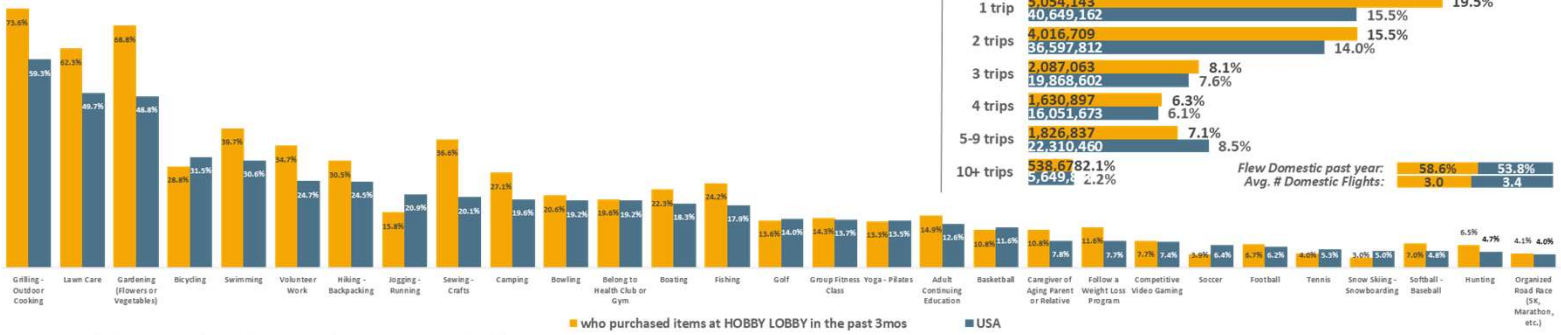
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 12,546

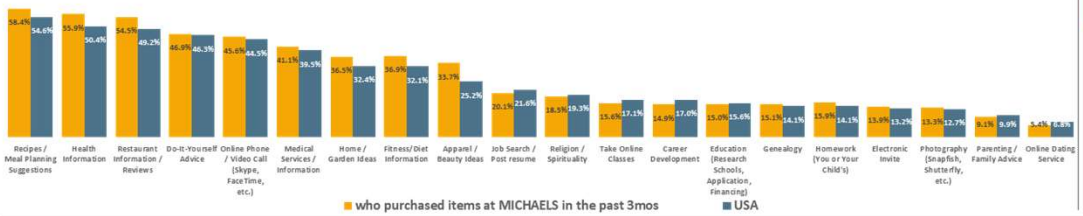
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Stores/services bought past 3 months: Hobby Lobby

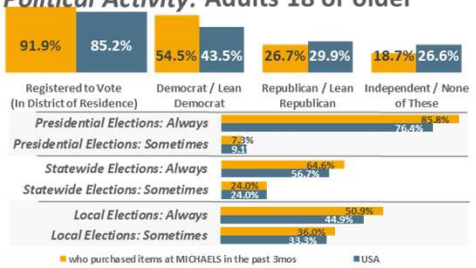
Michaels

9.1% or 23,953,559 of USA Adults 18 or older purchased items at MICHAELS in the past 3mos.
Adults 18 or older who purchased items at MICHAELS in the past 3mos are 1.2% more likely to look up D-I-Y advice online, 13.6% more likely to always vote in local elections, .7% more likely to belong to a gym, 11.1% more likely to fly domestic past yr.

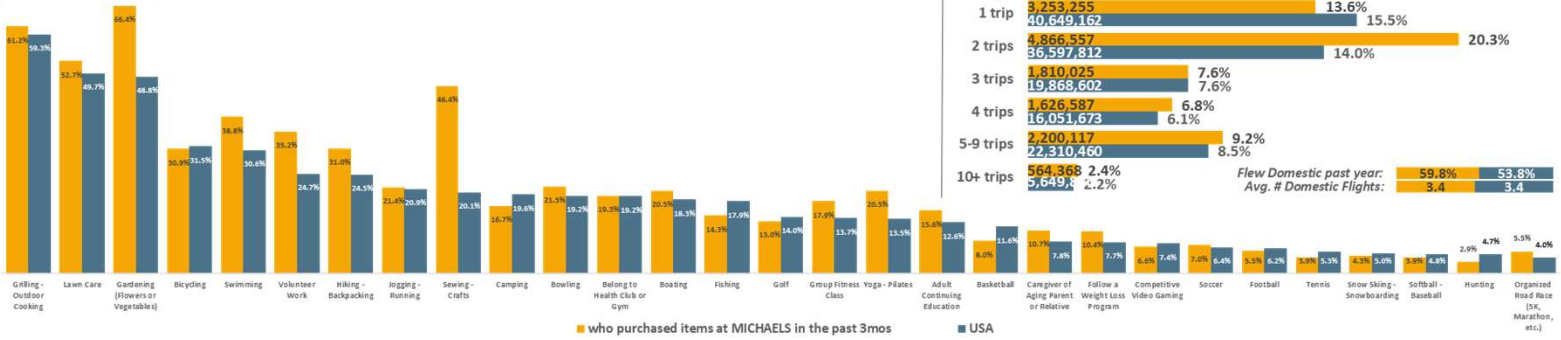
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *12,546*

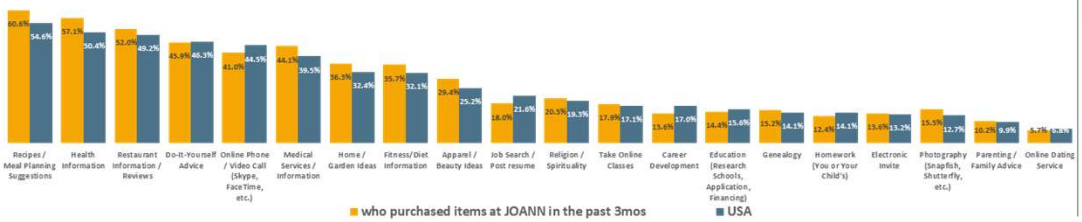
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Stores/services bought past 3 months: Michaels

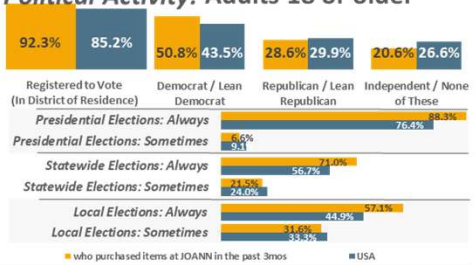
JOANN

5.9% or 15,409,676 of USA Adults 18 or older purchased items at JOANN in the past 3mos.
Adults 18 or older who purchased items at JOANN in the past 3mos are .9% less likely to look up D-I-Y advice online, 27.2% more likely to always vote in local elections, 2.4% more likely to belong to a gym, 4.6% more likely to fly domestic past yr.

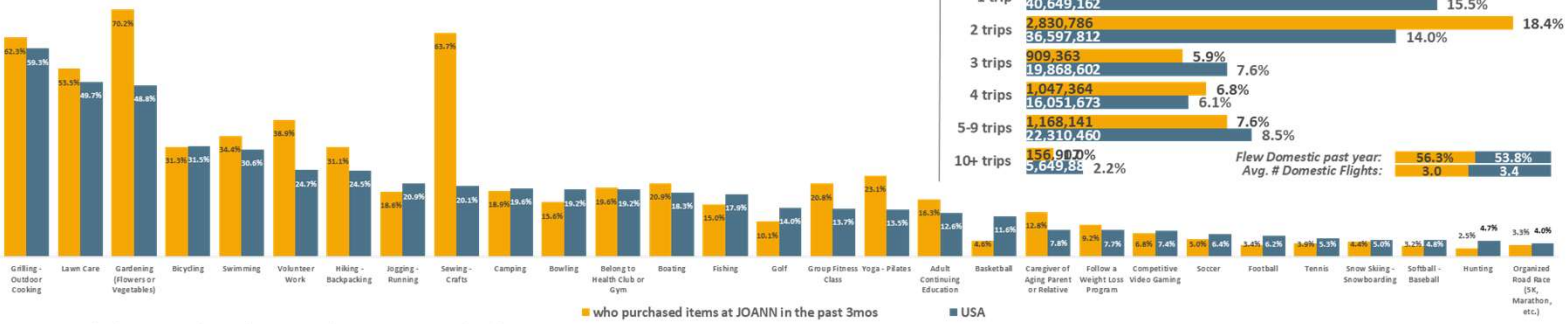
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 12,546

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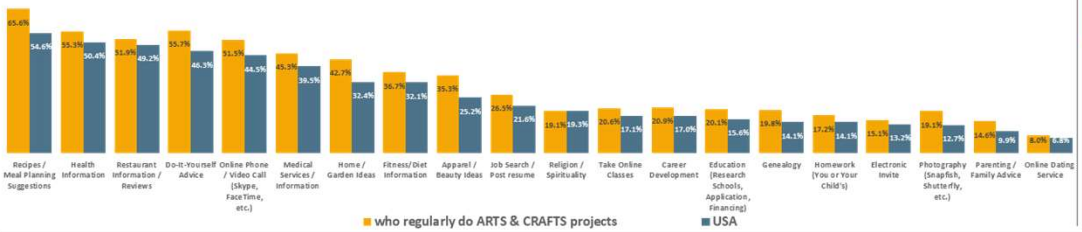
Stores/services bought past 3 months: JoAnn Fabric and Craft



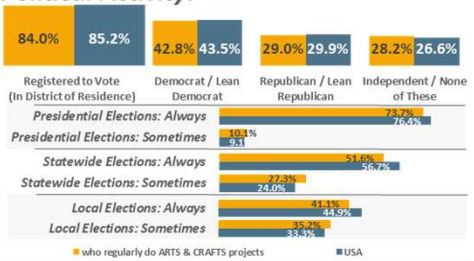
Regularly do ARTS & CRAFTS

36.8% or 96,434,716 of USA Adults 18 or older regularly do ARTS & CRAFTS projects.
Adults 18 or older who regularly do ARTS & CRAFTS projects are 20.3% more likely to look up D-I-Y advice online, 8.5% less likely to always vote in local elections, .9% less likely to belong to a gym, 1.4% less likely to fly domestic past yr.

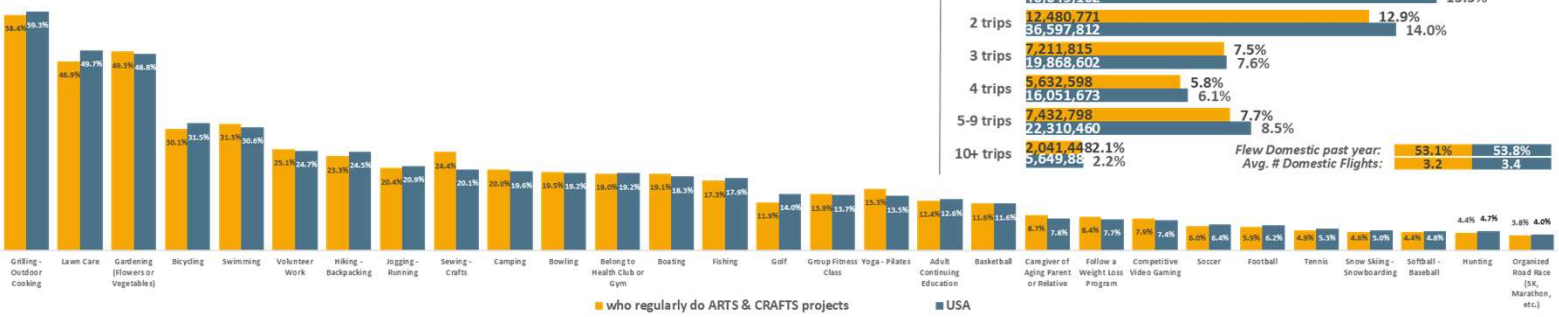
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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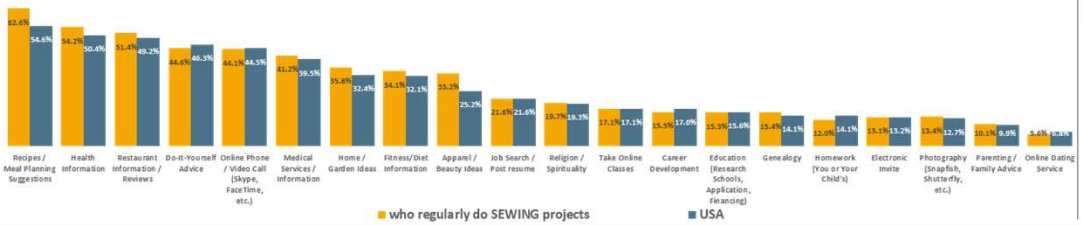
Activities done regularly: Arts & crafts



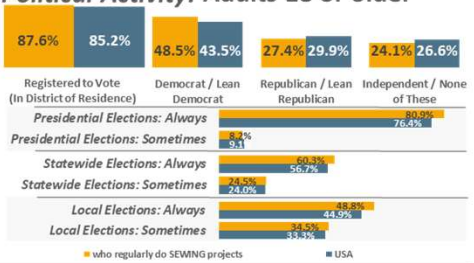
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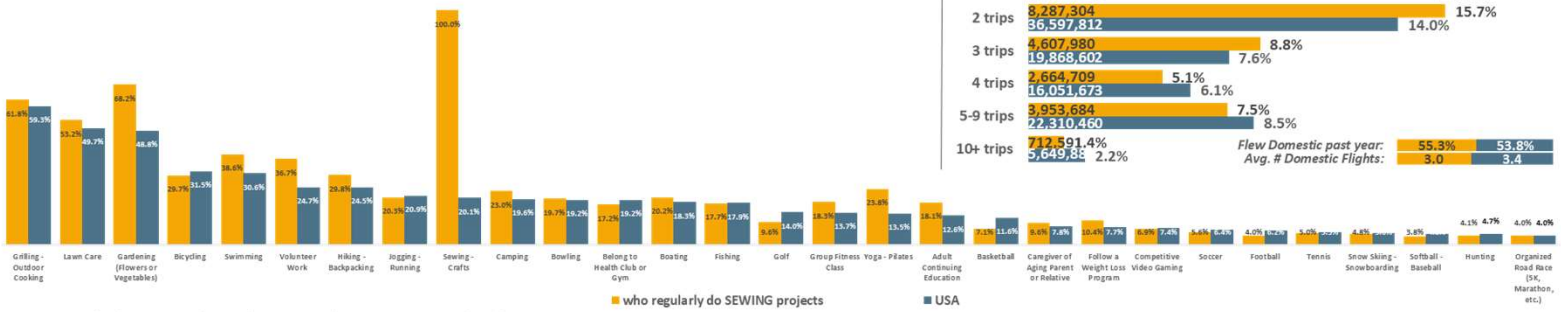
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Activities past 12 months: Sewing - crafts

HOBBY LOBBY

9.9% or 25,875,709 of USA Adults 18 or older purchased items at HOBBY LOBBY in the past 3mos.
Adults 18 or older who purchased items at HOBBY LOBBY in the past 3mos are 4.9% more likely to use QSRs past mo., 12.3% more likely to use Sit-Down Restaurants past mo., 16.6% more likely to use Casinos past yr., 26.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

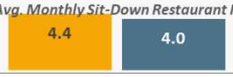
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

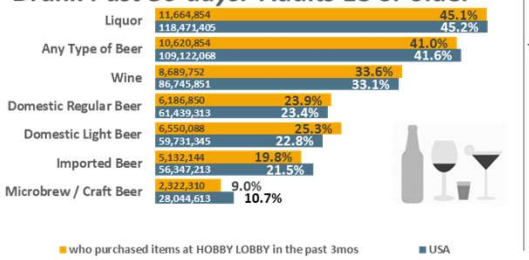
(Sit-Down Restaurants Used Past 30-days)



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

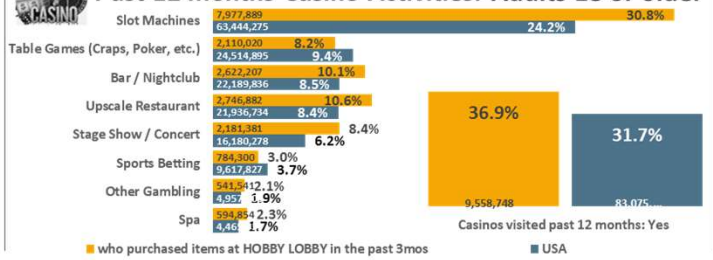


Drank Past 30-days: Adults 18 or older



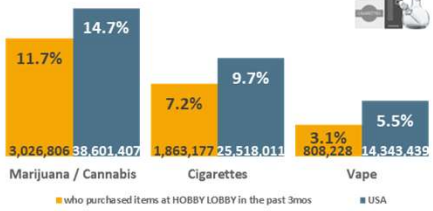
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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Stores/services bought past 3 months: Hobby Lobby

Michaels

9.1% or 23,953,559 of USA Adults 18 or older purchased items at MICHAELS in the past 3mos.
Adults 18 or older who purchased items at MICHAELS in the past 3mos are 5.7% more likely to use QSRs past mo., 9.5% more likely to use Sit-Down Restaurants past mo., 5.2% less likely to use Casinos past yr., 35.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 93.7% 22,448,081 | 88.7% 232,489,836

Avg. Monthly QSR Meals: 7.4 | 6.4

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



Total Monthly Sit-Down Restaurant Users: 83.3% 19,954,996 | 76.1% 199,395,818

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

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who purchased items at MICHAELS in the past 3mos 4,879,576 20.4%

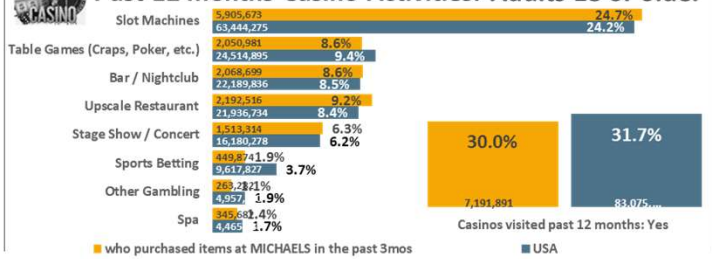
USA [illegible] 17.4%

Drank Past 30-days: Adults 18 or older



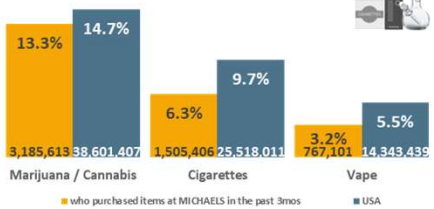
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *12,546*

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Stores/services bought past 3 months: Michaels

JOANN

5.9% or 15,409,676 of USA Adults 18 or older purchased items at JOANN in the past 3mos.
Adults 18 or older who purchased items at JOANN in the past 3mos are 1.9% more likely to use QSRs past mo., 9.4% more likely to use Sit-Down Restaurants past mo., 8.8% less likely to use Casinos past yr., 37.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



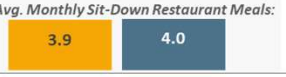
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

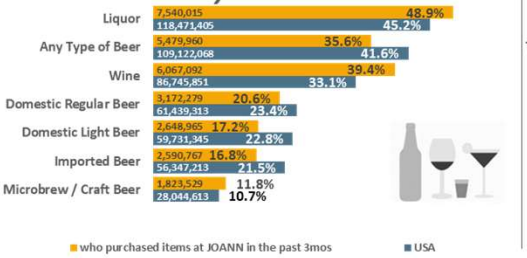
(Sit-Down Restaurants Used Past 30-days)



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

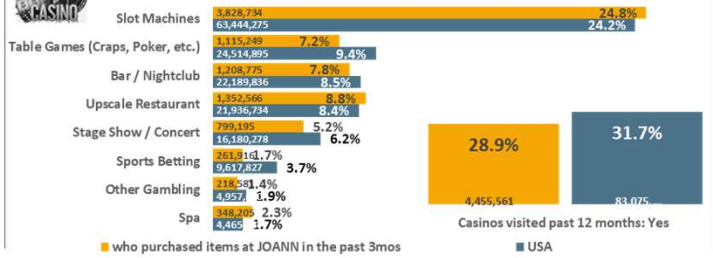


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Stores/services bought past 3 months: JoAnn Fabric and Craft



Regularly do ARTS & CRAFTS

36.8% or 96,434,716 of USA Adults 18 or older regularly do ARTS & CRAFTS projects.
Adults 18 or older who regularly do ARTS & CRAFTS projects are .6% more likely to use QSRs past mo., .6% less likely to use Sit-Down Restaurants past mo., .9% less likely to use Casinos past yr., 12.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
89.2% 88.7%
86,037,255 232,489,836

Avg. Monthly QSR Meals:
6.5 6.4

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



Total Monthly Sit-Down Restaurant Users:
75.6% 76.1%
72,930,934 199,395,818

Avg. Monthly Sit-Down Restaurant Meals:
4.0 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



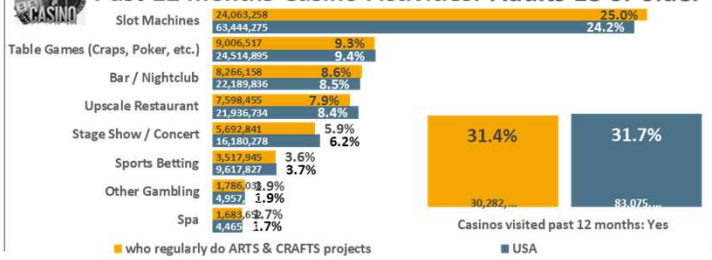
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who regularly do ARTS & CRAFTS projects 19.0%
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Activities done regularly: Arts & crafts



Regularly do SEWING Projects

20.1% or 52,648,911 of USA Adults 18 or older regularly do SEWING projects.
Adults 18 or older who regularly do SEWING projects are 1.4% more likely to use QSRs past mo., .3% more likely to use Sit-Down Restaurants past mo., 4.5% less likely to use Casinos past yr., 7.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
89.9% 88.7%
47,326,795 232,489,836

Avg. Monthly QSR Meals:
6.5 6.4

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



Total Monthly Sit-Down Restaurant Users:
76.3% 76.1%
40,167,598 199,395,818

Avg. Monthly Sit-Down Restaurant Meals:
3.8 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



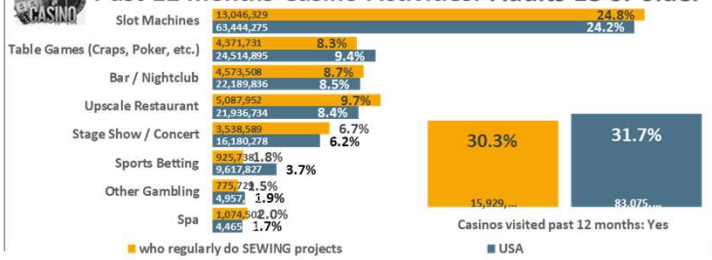
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who regularly do SEWING projects 10,400,113 19.8%
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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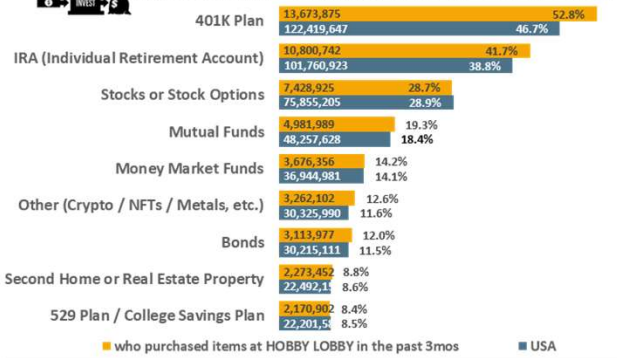
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Activities past 12 months: Sewing - crafts

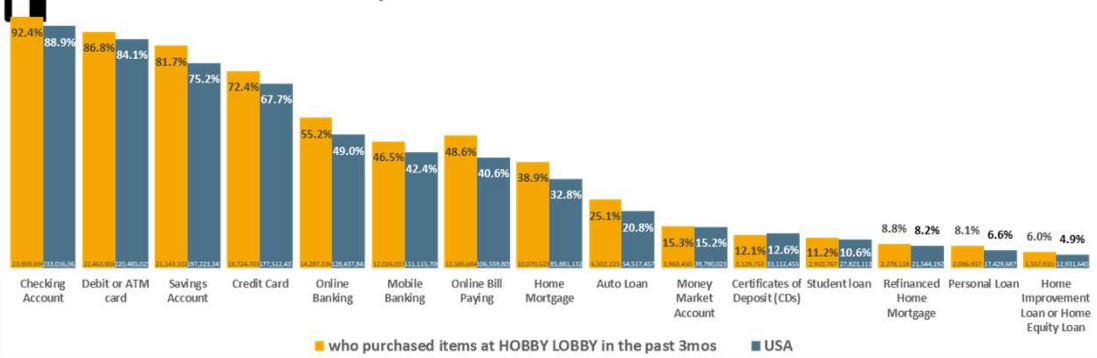
HOBBY LOBBY

9.9% or 25,875,709 of USA Adults 18 or older purchased items at HOBBY LOBBY in the past 3mos. Adults 18 or older who purchased items at HOBBY LOBBY in the past 3mos are 13.2% more likely to have a 401K, 20.8% more likely to have an Auto Loan, 11.7% less likely to Invest/Trade Stocks Online, 15.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



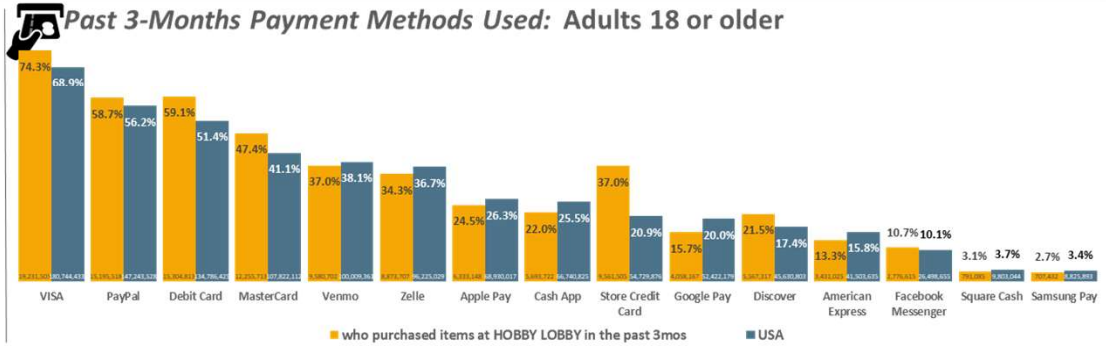
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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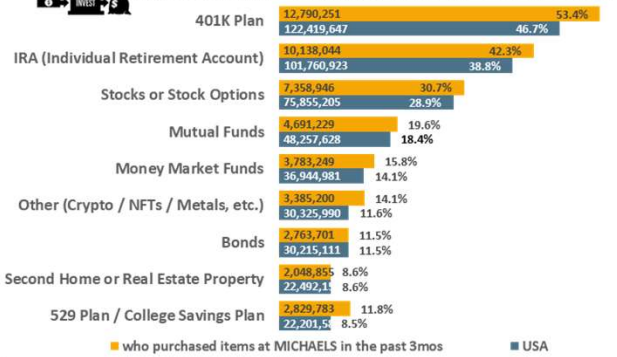
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Stores/services bought past 3 months: Hobby Lobby

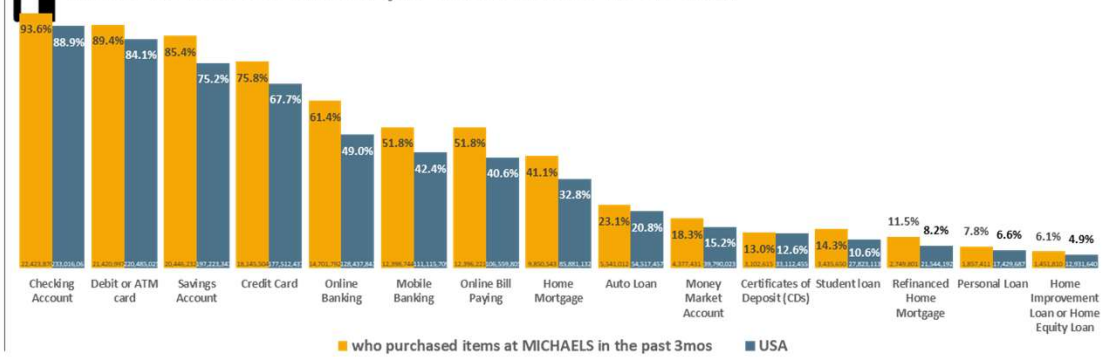
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Investments Owned: Adults 18 or older



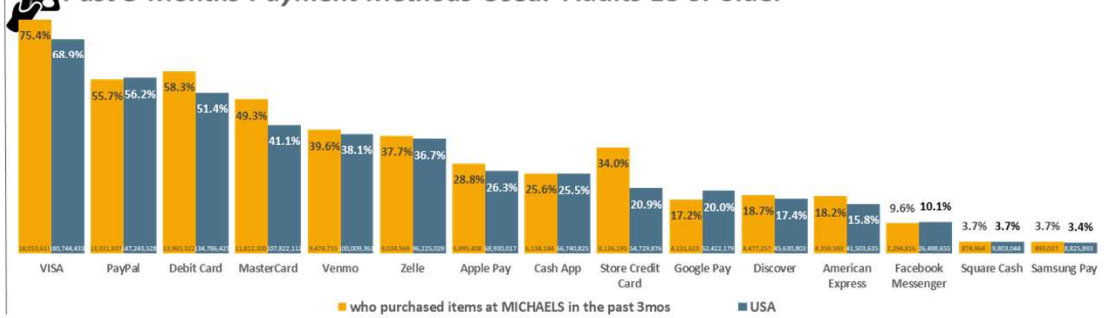
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Stores/services bought past 3 months: Michaels

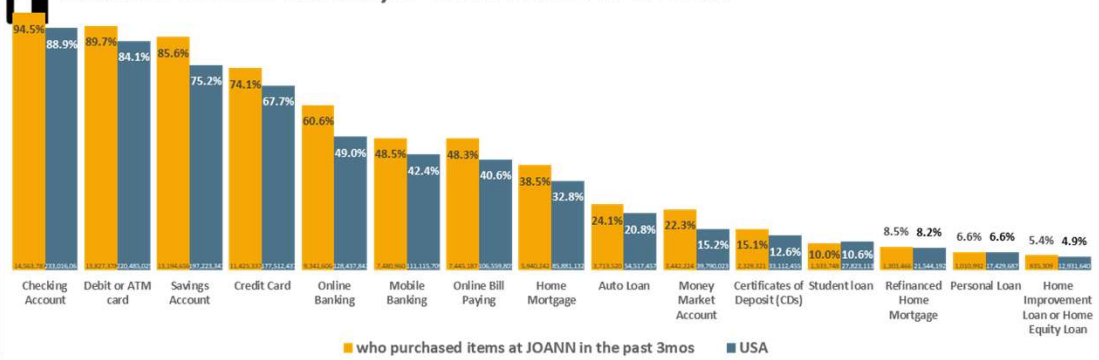
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Investments Owned: Adults 18 or older



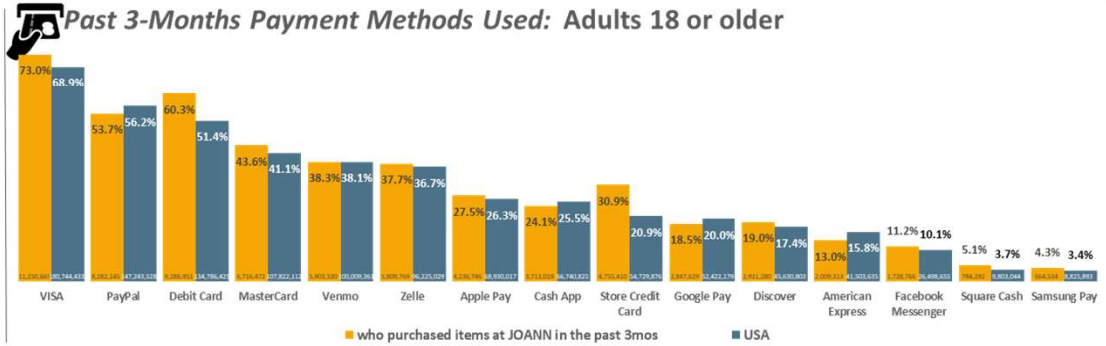
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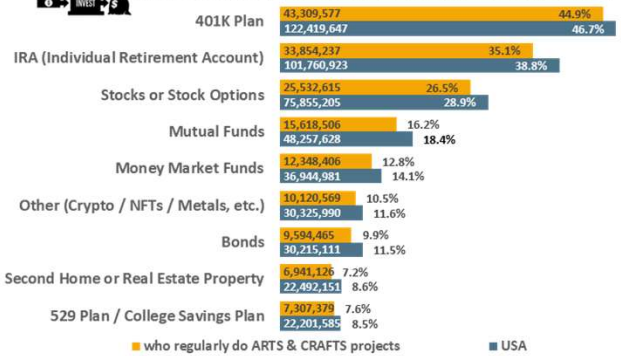
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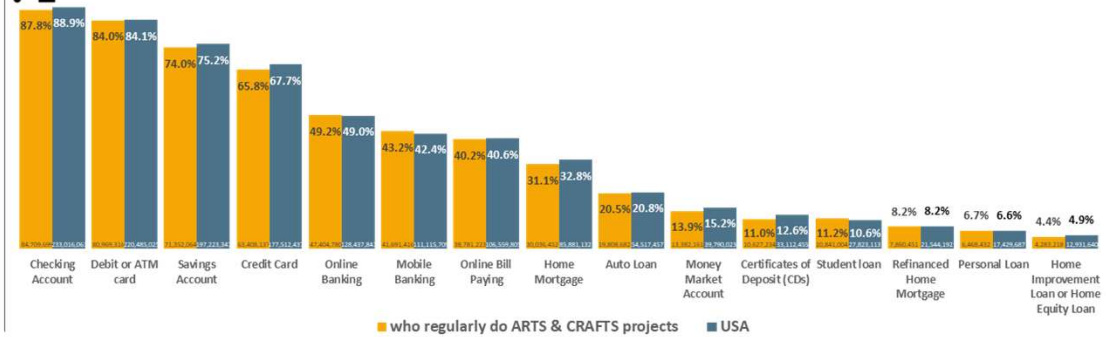
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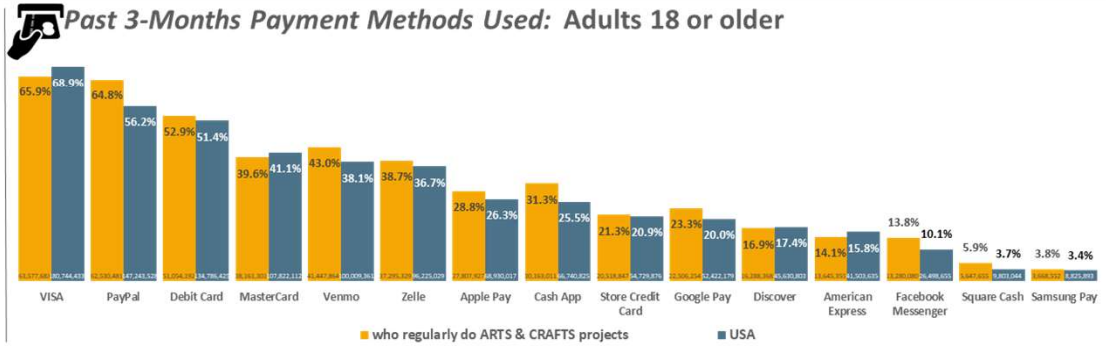
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Professional Services Used:* Adults 18 or older



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



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Activities done regularly: Arts & crafts

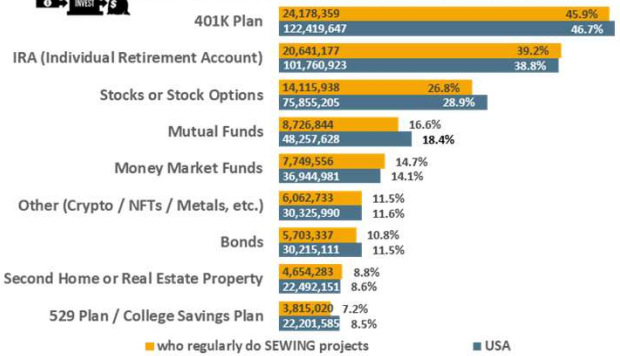


Regularly do SEWING Projects

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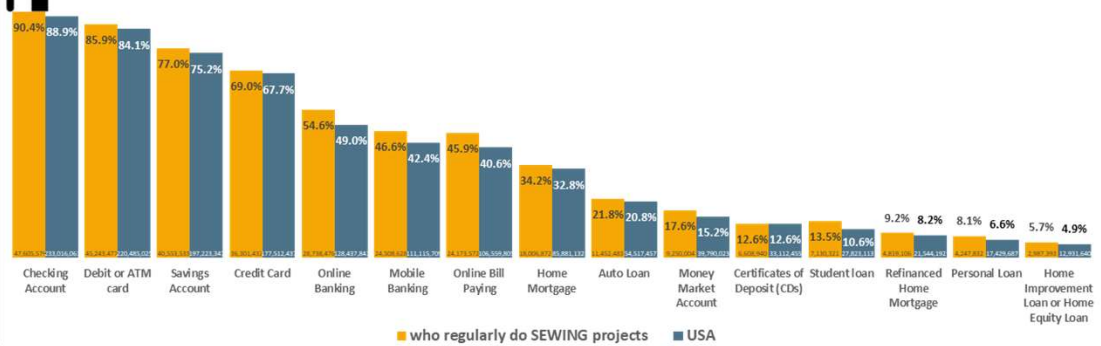
Investments Owned: Adults 18 or older





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



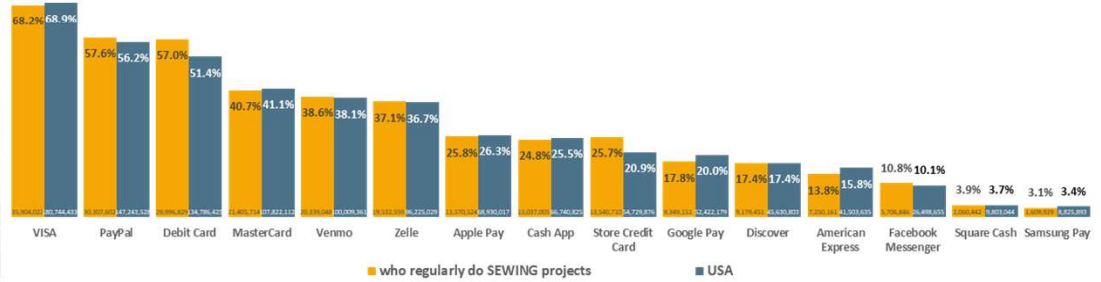


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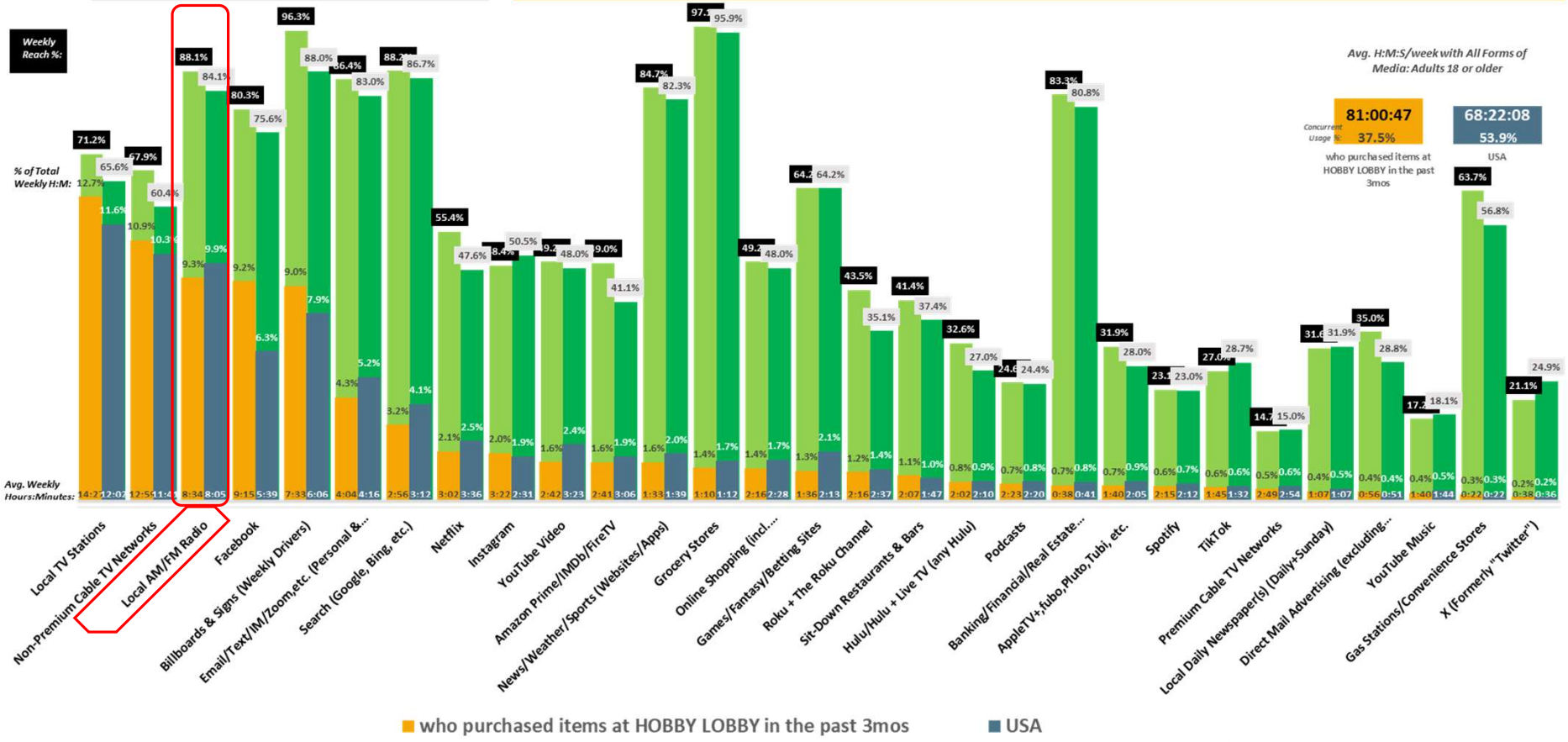
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Activities past 12 months: Sewing - crafts

HOBBY LOBBY

Adults 18 or older who purchased items at HOBBY LOBBY in the past 3mos spend an average of 3 days, 9 hours, 0 minutes and 47 seconds each week with All Forms of Media.

88.1% of Adults 18 or older who purchased items at HOBBY LOBBY in the past 3mos spend an avg. of 8 hours and 34 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



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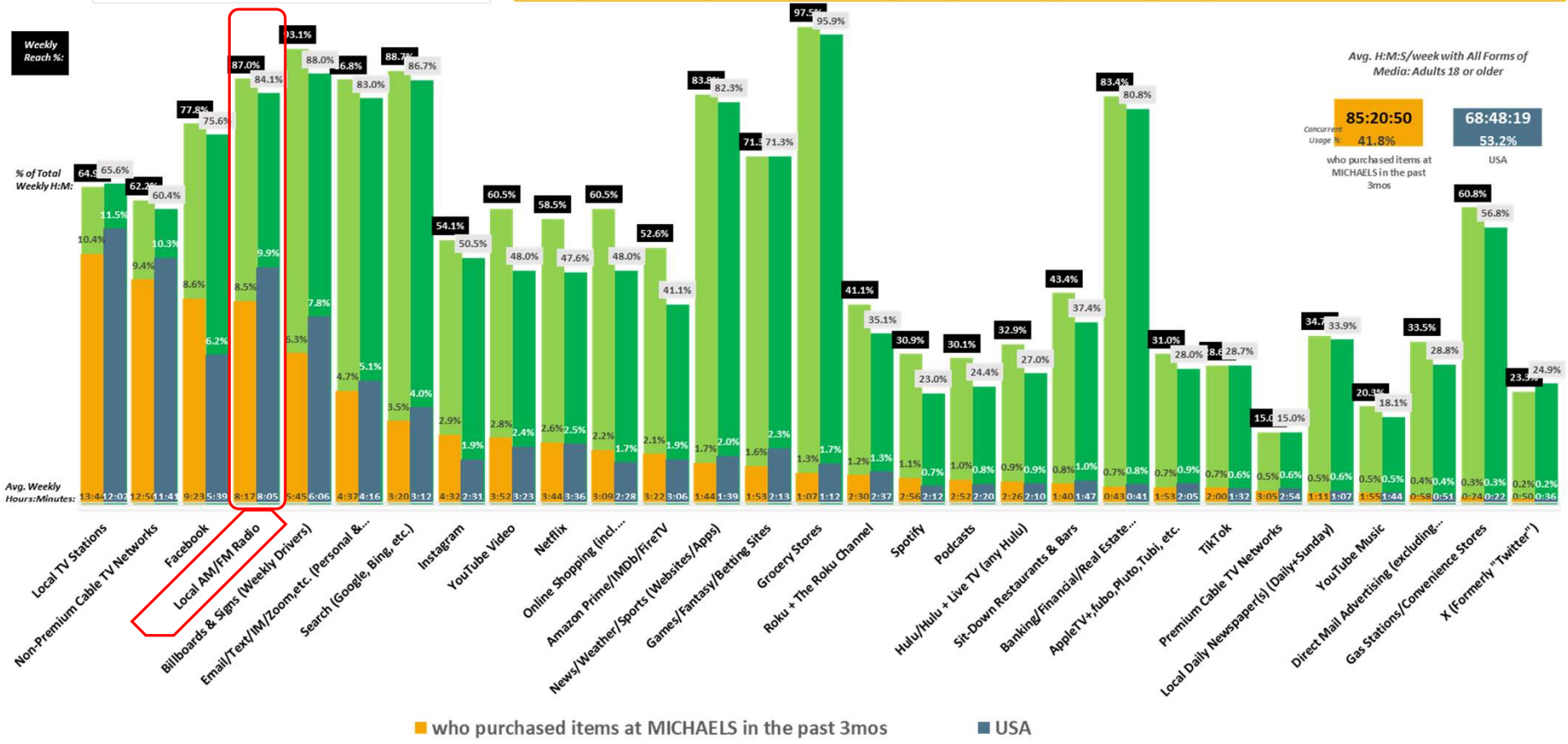
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Stores/services bought past 3 months: Hobby Lobby

Michaels

Adults 18 or older who purchased items at MICHAELS in the past 3mos spend an average of 3 days, 13 hours, 20 minutes and 50 seconds each week with All Forms of Media.

87.% of Adults 18 or older who purchased items at MICHAELS in the past 3mos spend an avg. of 8 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



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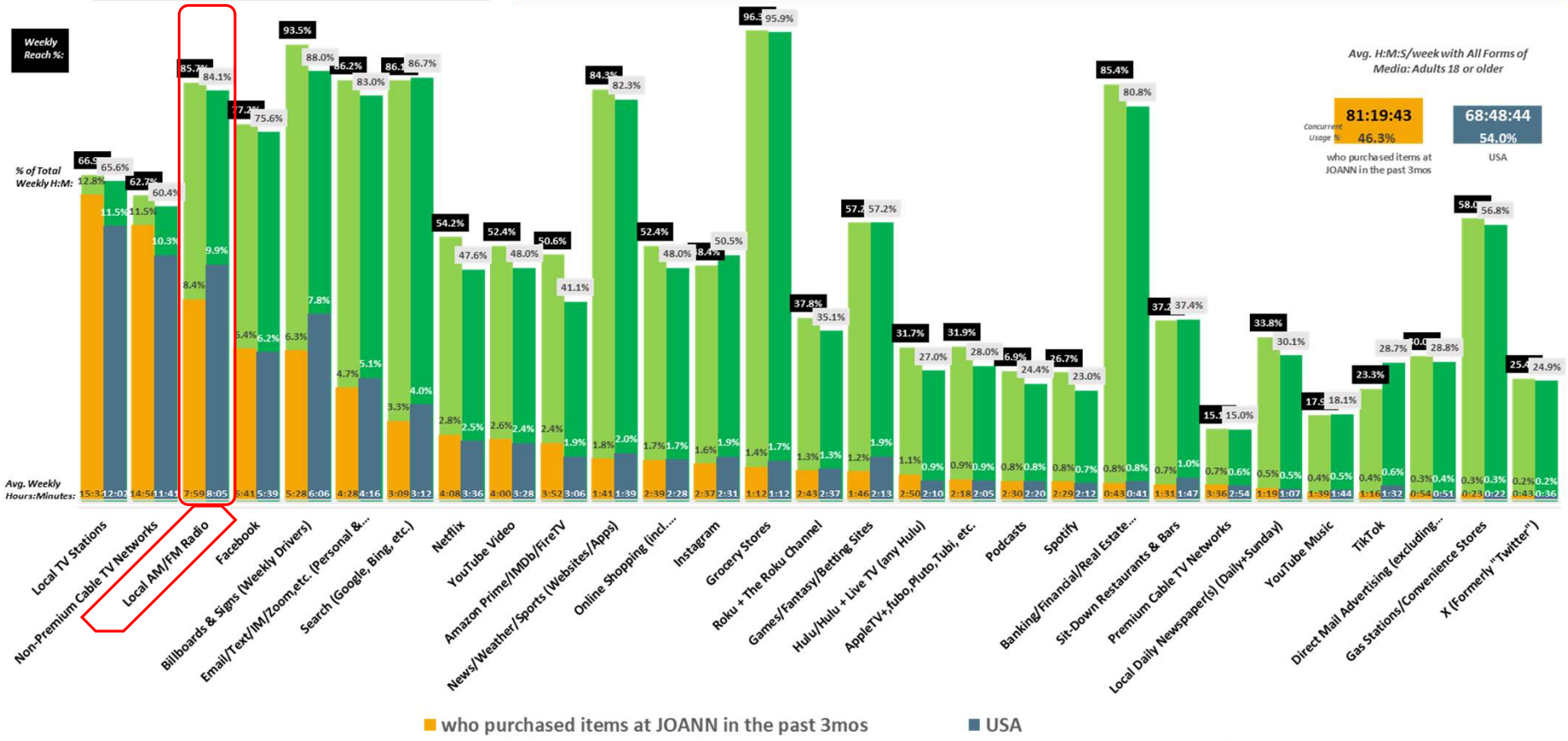
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Stores/services bought past 3 months: Michaels

JOANN

Adults 18 or older who purchased items at JOANN in the past 3mos spend an average of 3 days, 9 hours, 19 minutes and 43 seconds each week with All Forms of Media.

85.7% of Adults 18 or older who purchased items at JOANN in the past 3mos spend an avg. of 7 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



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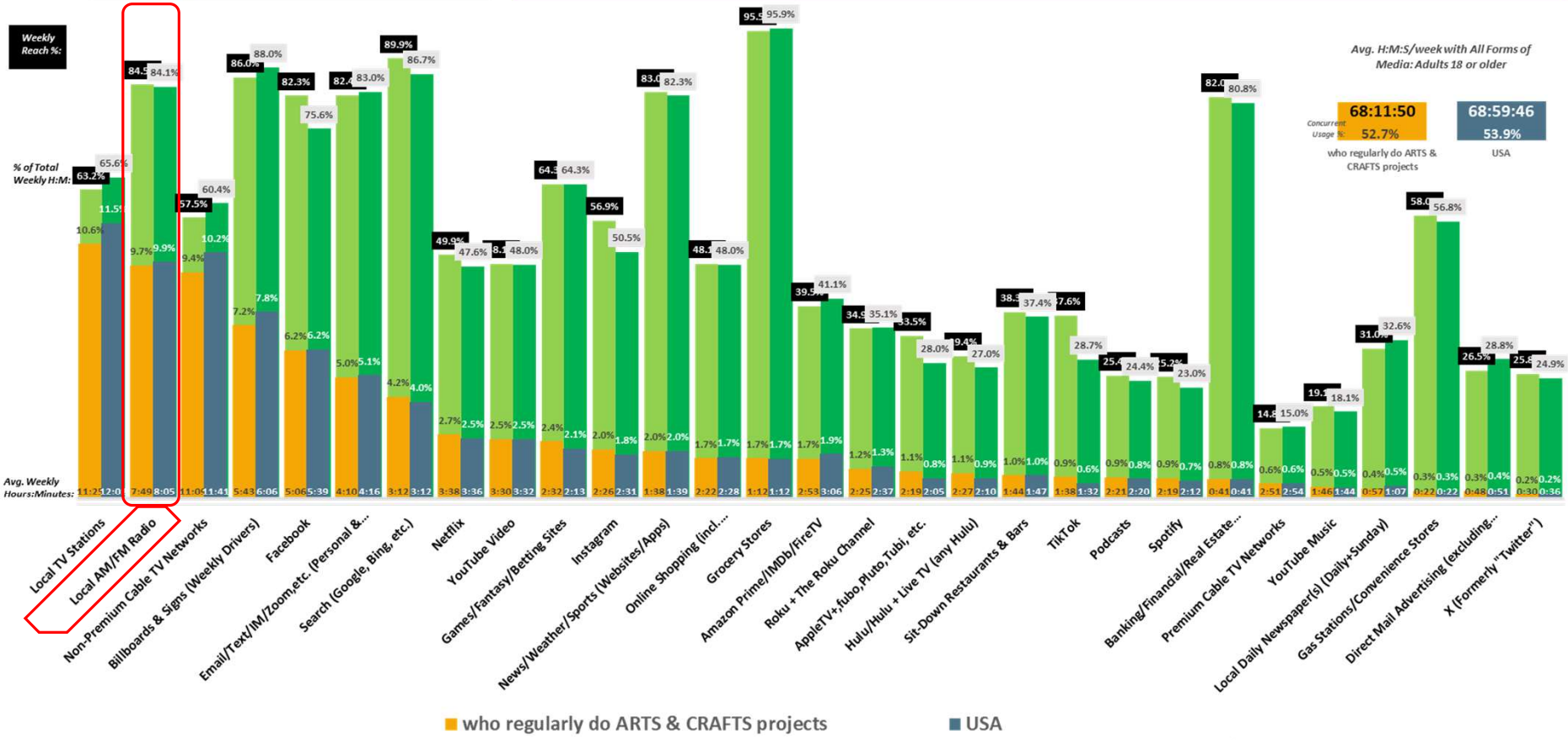
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Stores/services bought past 3 months: JoAnn Fabric and Craft

Regularly do ARTS & CRAFTS

Adults 18 or older who regularly do ARTS & CRAFTS projects spend an average of 2 days, 20 hours, 11 minutes and 50 seconds each week with All Forms of Media.

84.5% of Adults 18 or older who regularly do ARTS & CRAFTS projects spend an avg. of 7 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



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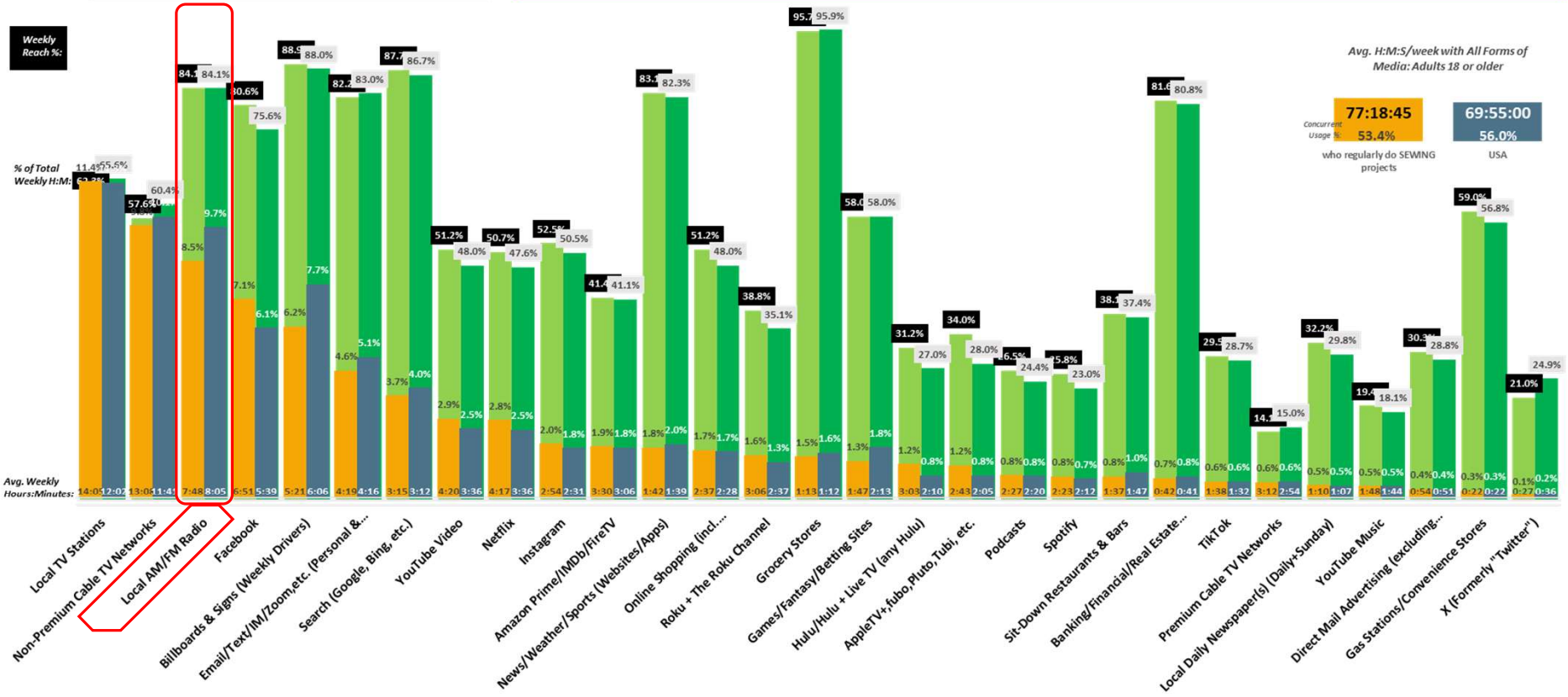
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Activities done regularly: Arts & crafts

Regularly do SEWING Projects

Adults 18 or older who regularly do SEWING projects spend an average of 3 days, 5 hours, 18 minutes and 45 seconds each week with All Forms of Media.

84.1% of Adults 18 or older who regularly do SEWING projects spend an avg. of 7 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



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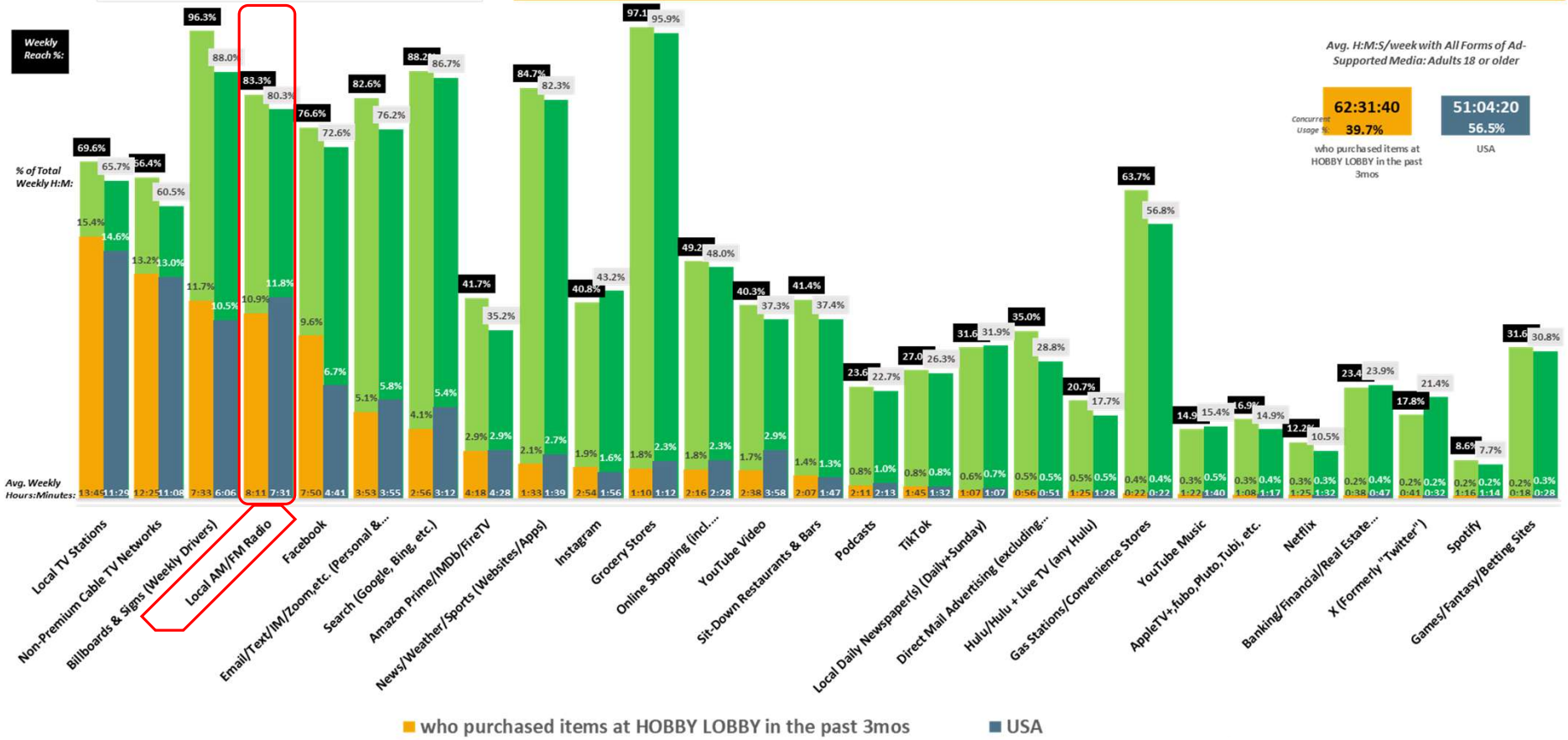
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Activities past 12 months: Sewing - crafts

HOBBY LOBBY

Adults 18 or older who purchased items at HOBBY LOBBY in the past 3mos spend an average of 2 days, 14 hours, 31 minutes and 40 seconds each week with All Forms of Ad-Supported Media.

83.3% of Adults 18 or older who purchased items at HOBBY LOBBY in the past 3mos spend an avg. of 8 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.

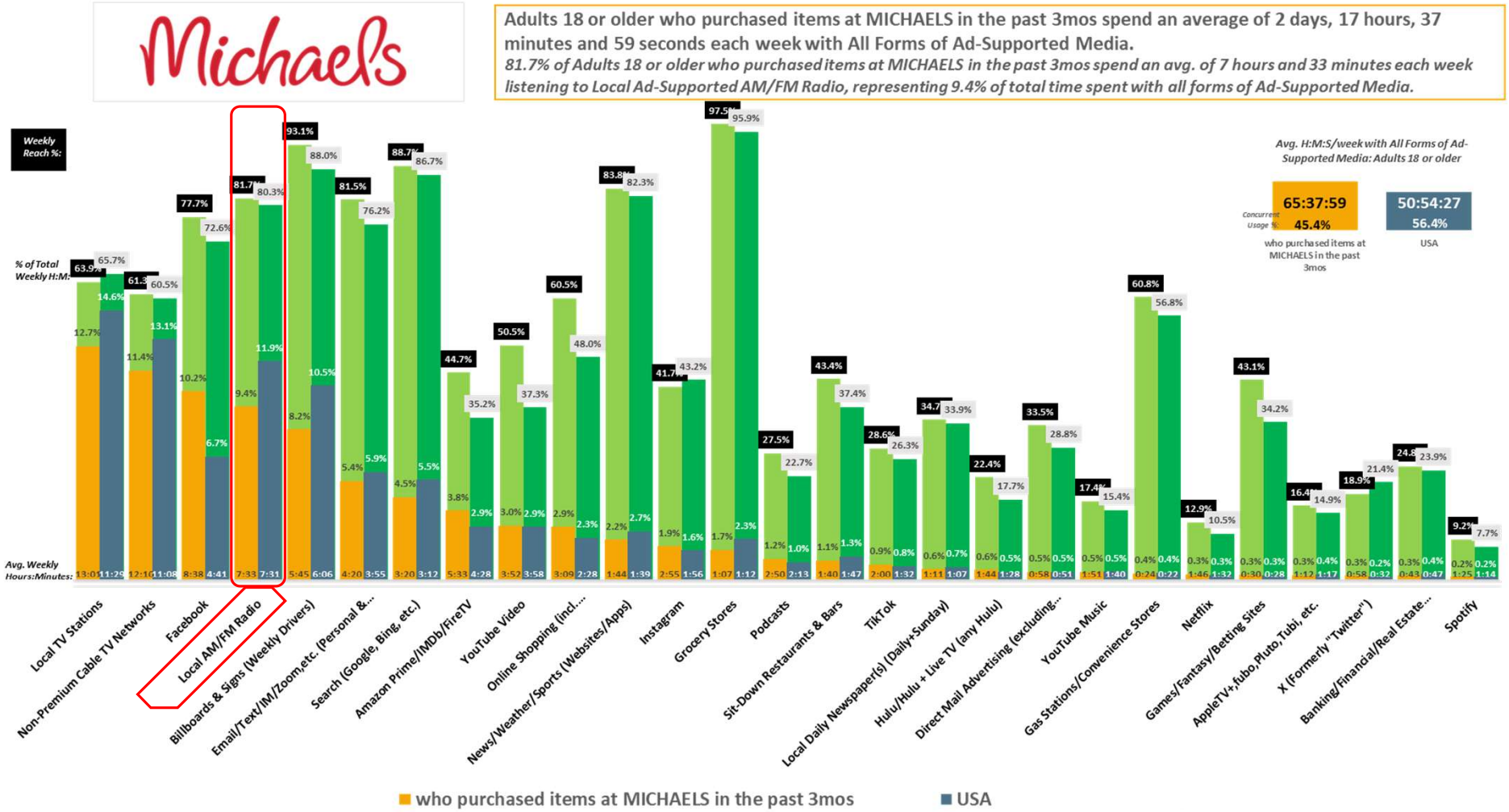


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Stores/services bought past 3 months: Hobby Lobby



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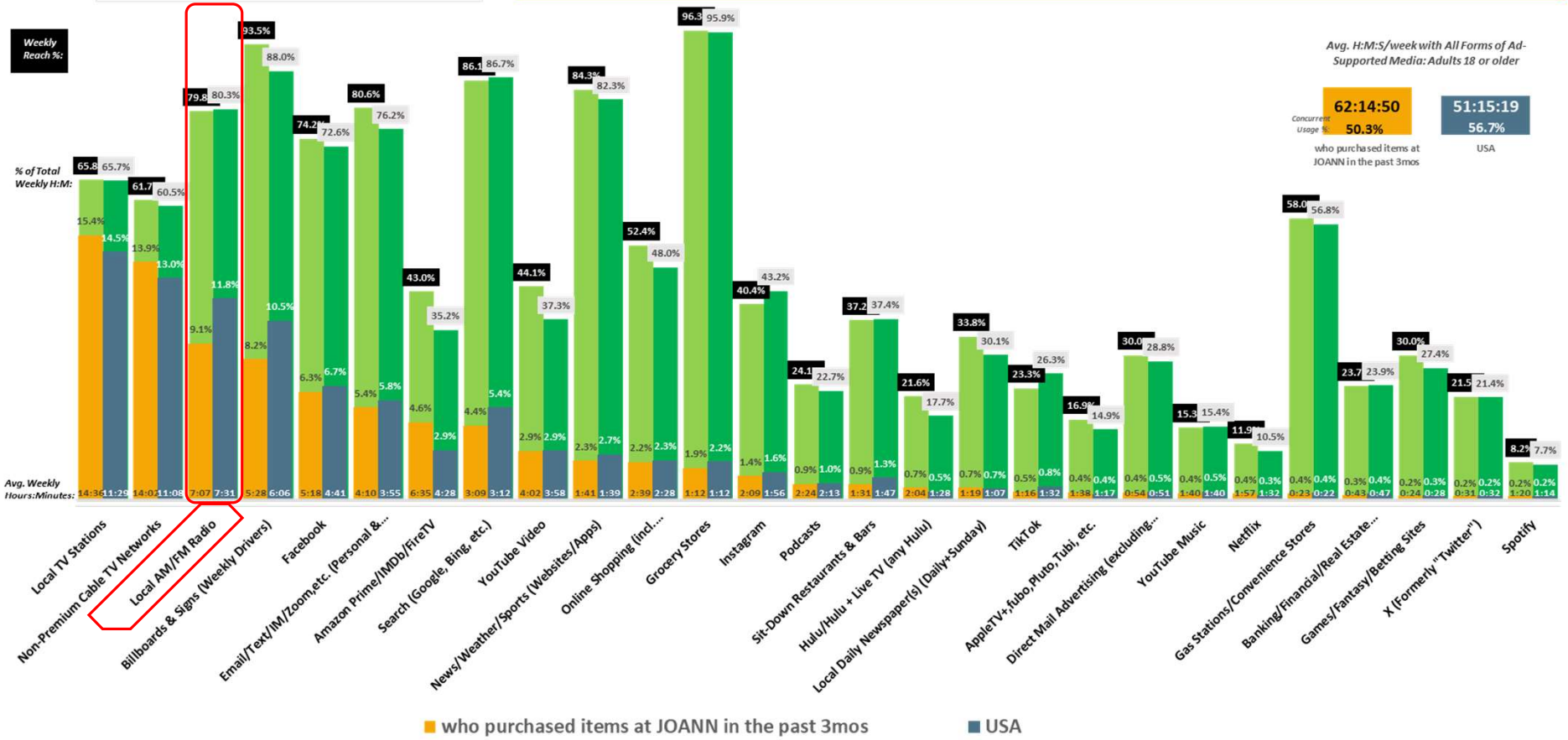
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Stores/services bought past 3 months: Michaels

JOANN

Adults 18 or older who purchased items at JOANN in the past 3mos spend an average of 2 days, 14 hours, 14 minutes and 50 seconds each week with All Forms of Ad-Supported Media.

79.8% of Adults 18 or older who purchased items at JOANN in the past 3mos spend an avg. of 7 hours and 7 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.1% of total time spent with all forms of Ad-Supported Media.



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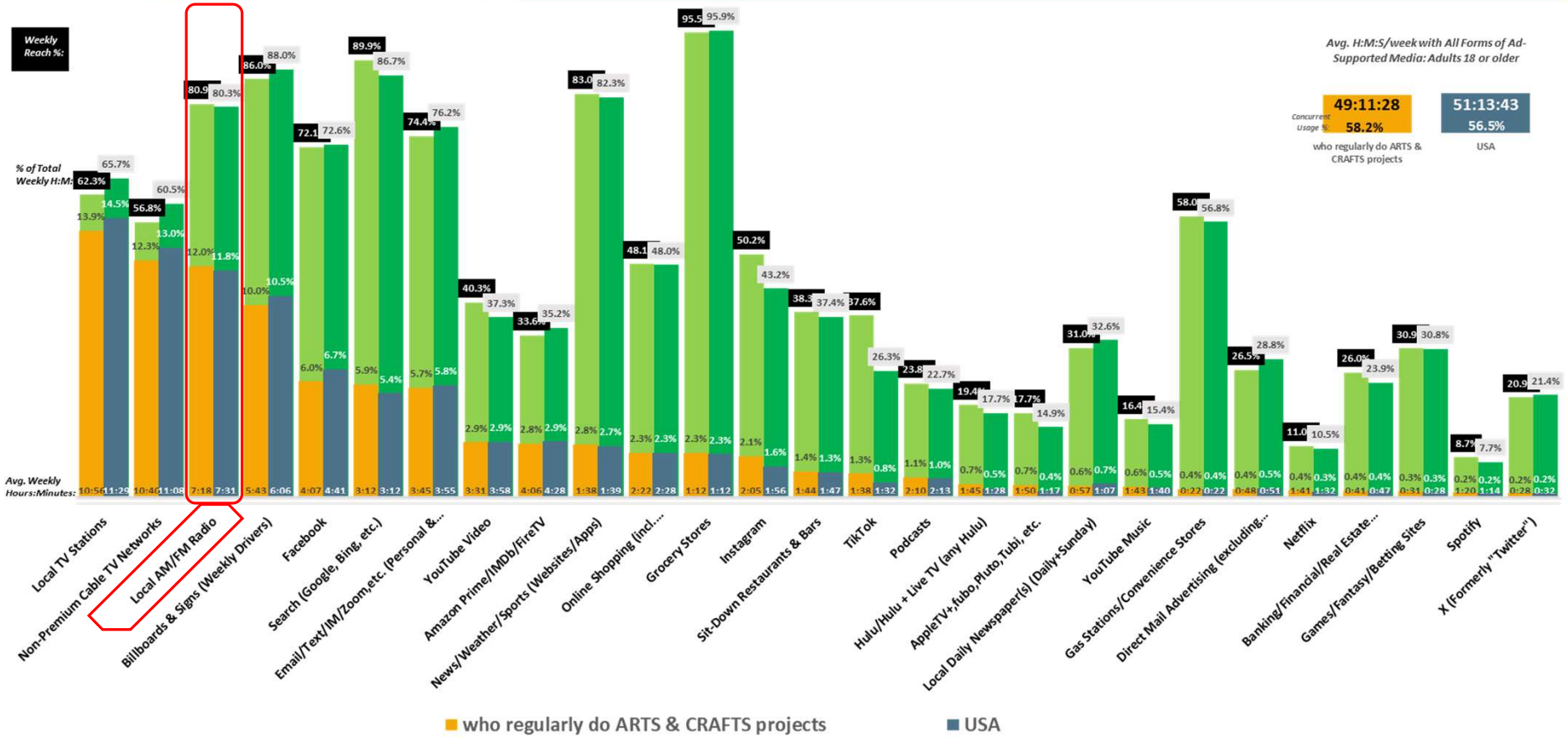
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Stores/services bought past 3 months: JoAnn Fabric and Craft

Regularly do ARTS & CRAFTS

Adults 18 or older who regularly do ARTS & CRAFTS projects spend an average of 2 days, 1 hours, 11 minutes and 28 seconds each week with All Forms of Ad-Supported Media.

80.9% of Adults 18 or older who regularly do ARTS & CRAFTS projects spend an avg. of 7 hours and 18 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.% of total time spent with all forms of Ad-Supported Media.



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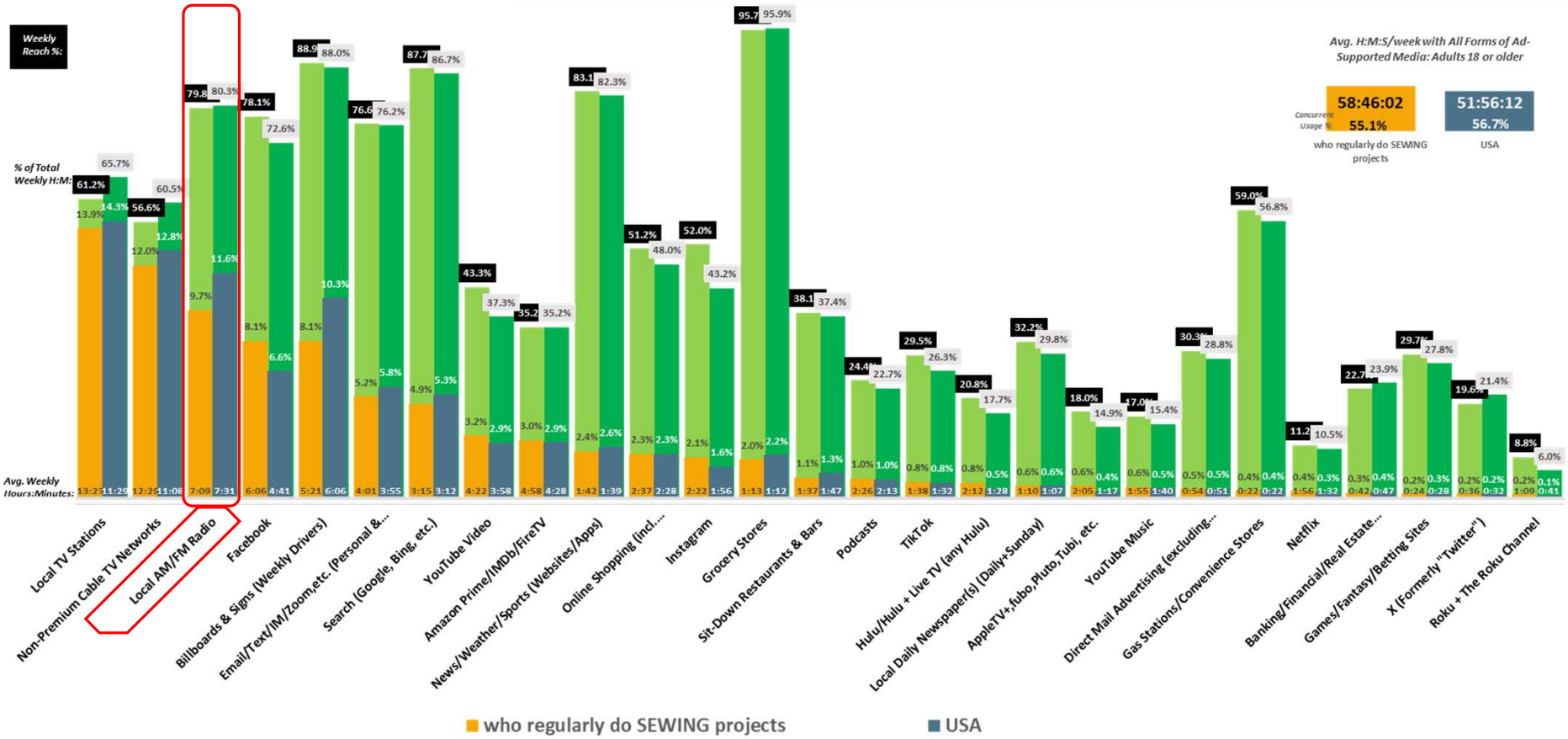
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Activities done regularly: Arts & crafts

Regularly do SEWING Projects

Adults 18 or older who regularly do SEWING projects spend an average of 2 days, 10 hours, 46 minutes and 2 seconds each week with All Forms of Ad-Supported Media.

79.8% of Adults 18 or older who regularly do SEWING projects spend an avg. of 7 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.



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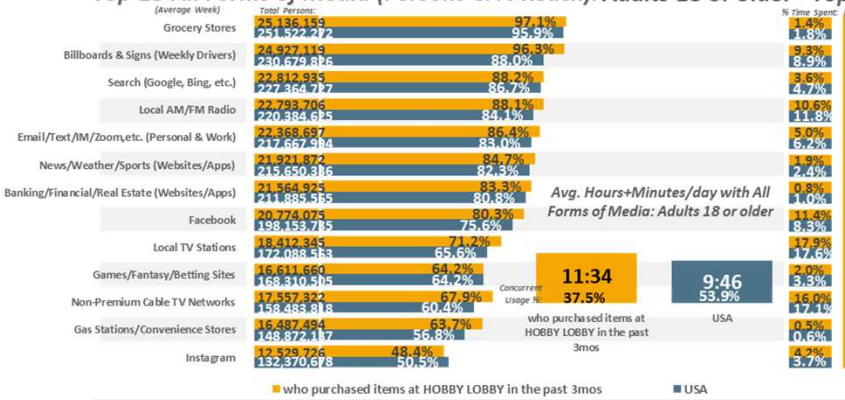
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Activities past 12 months: Sewing - crafts

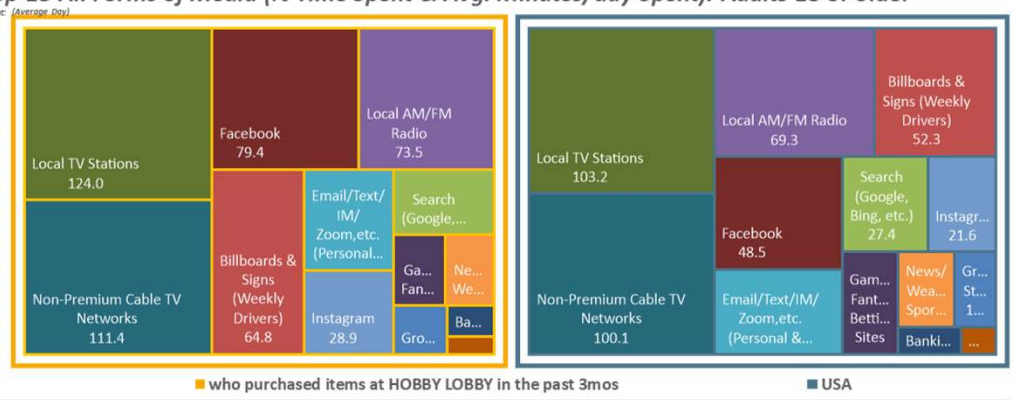
HOBBY LOBBY

Adults 18 or older who purchased items at HOBBY LOBBY in the past 3mos spend an average of 8 hours and 55 minutes each day with All Forms of Ad-Supported Media. 83.3% listen to Local AM/FM Radio for an avg. of 70.2 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

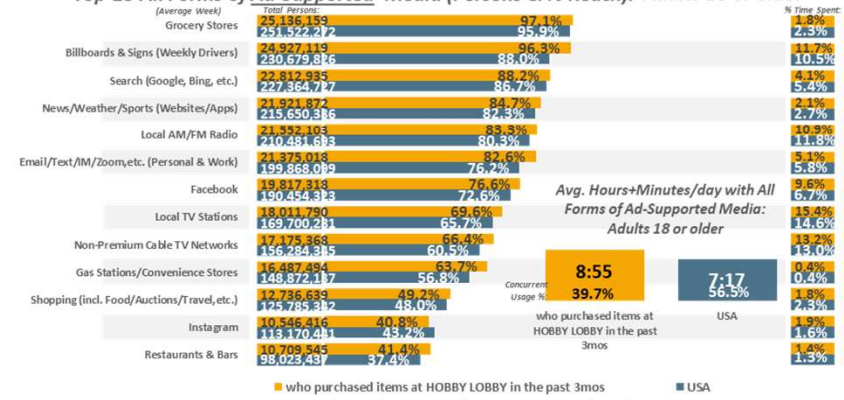
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



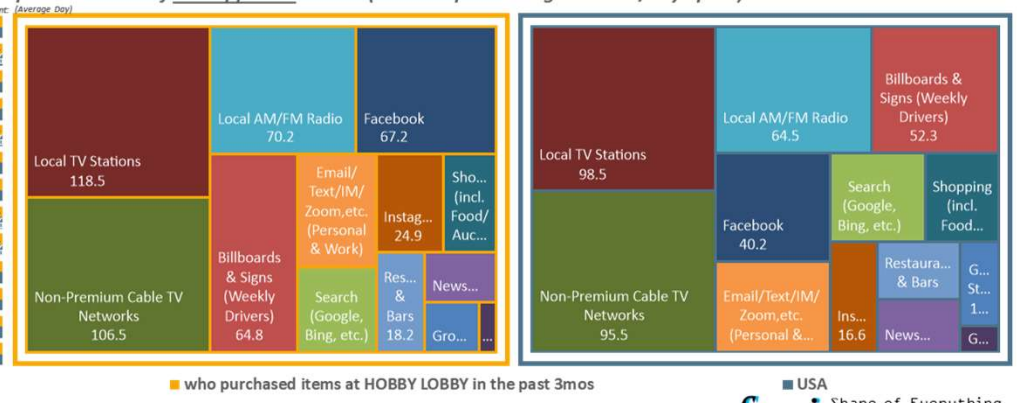
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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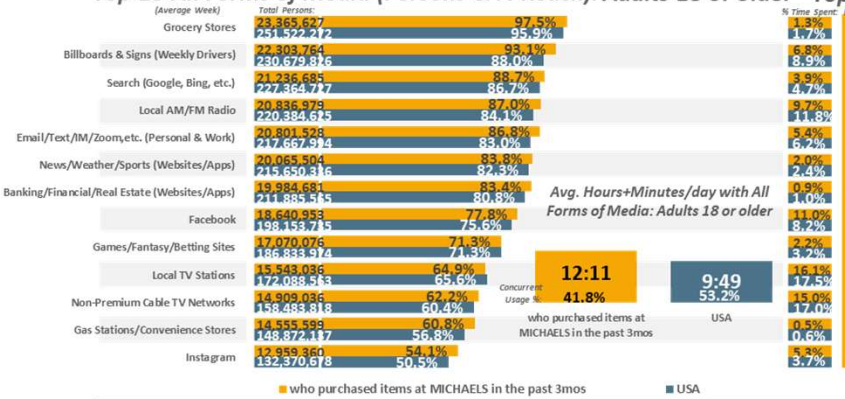
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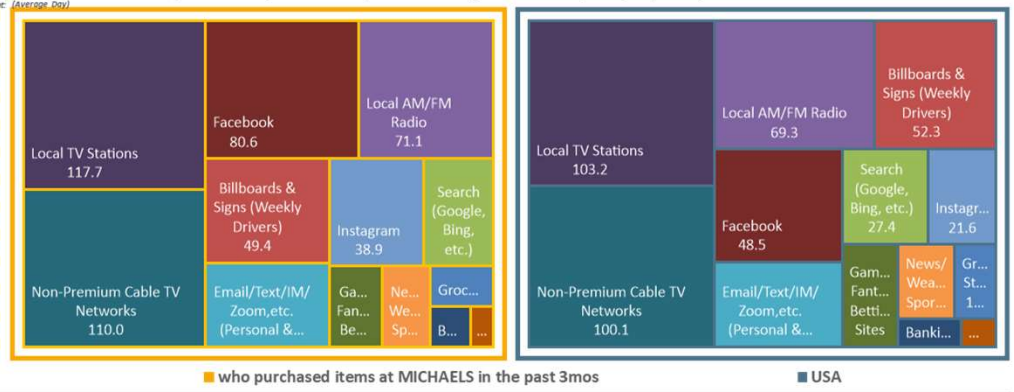
Stores/services bought past 3 months: Hobby Lobby

Adults 18 or older who purchased items at MICHAELS in the past 3mos spend an average of 9 hours and 22 minutes each day with All Forms of Ad-Supported Media. 81.7% listen to Local AM/FM Radio for an avg. of 64.8 minutes/day. *(Local Radio delivers 9.4% of Time with Ad-Supported Media.)*

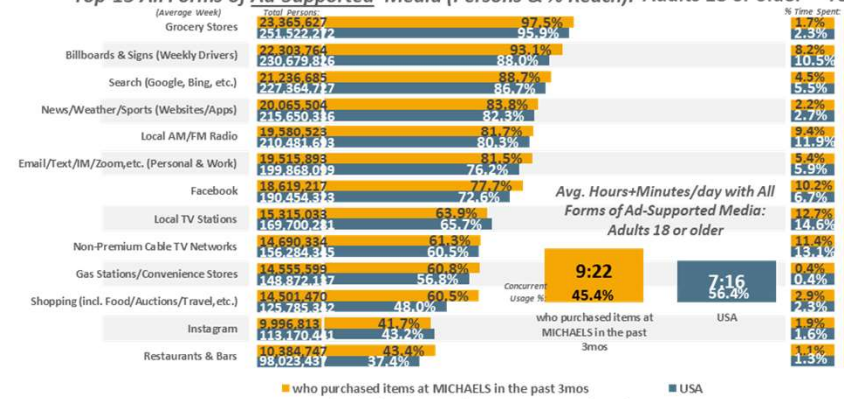
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



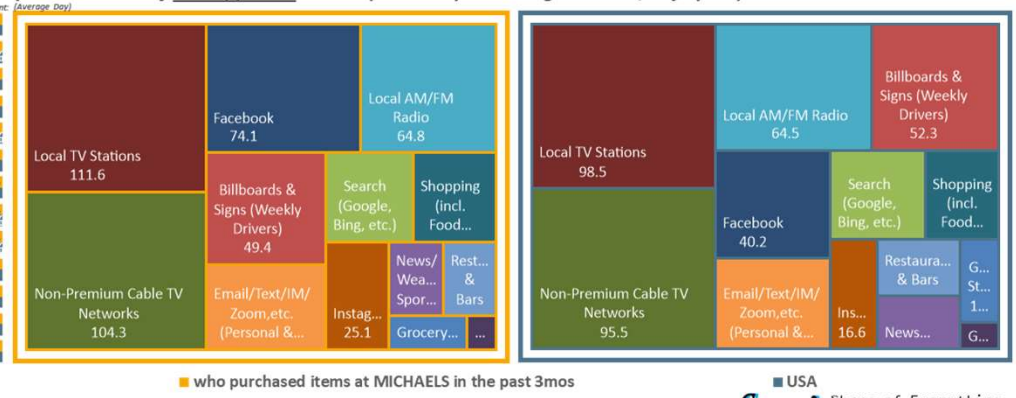
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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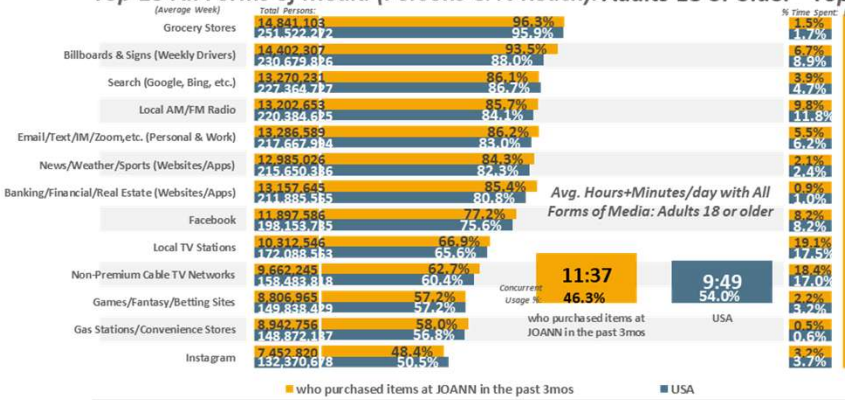
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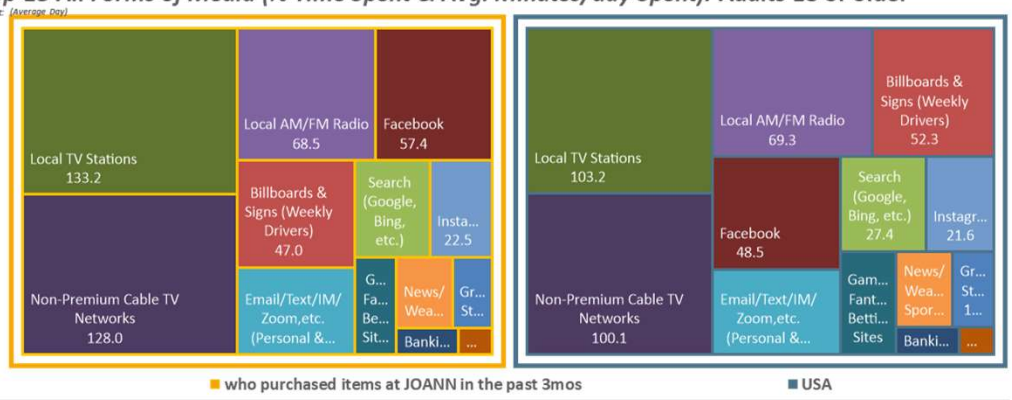
Stores/services bought past 3 months: Michaels

JOANN

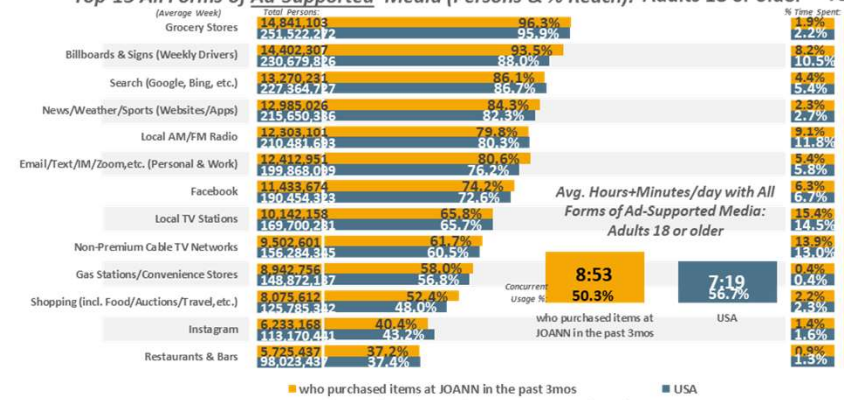
Adults 18 or older who purchased items at JOANN in the past 3mos spend an average of 8 hours and 53 minutes each day with All Forms of Ad-Supported Media. 79.8% listen to Local AM/FM Radio for an avg. of 61. minutes/day. *(Local Radio delivers 9.1% of Time with Ad-Supported Media.)*

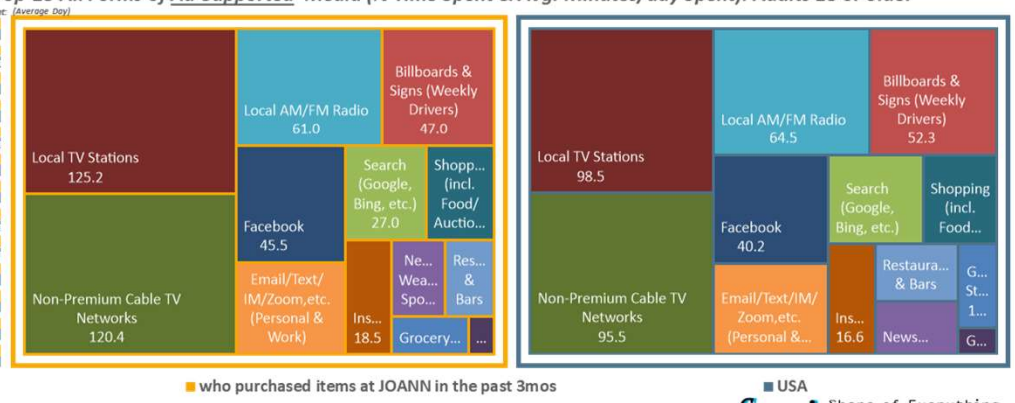
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older





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





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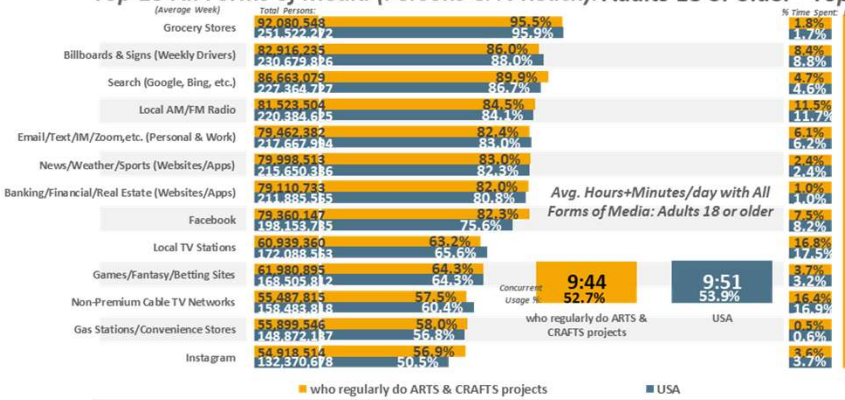
Stores/services bought past 3 months: JoAnn Fabric and Craft



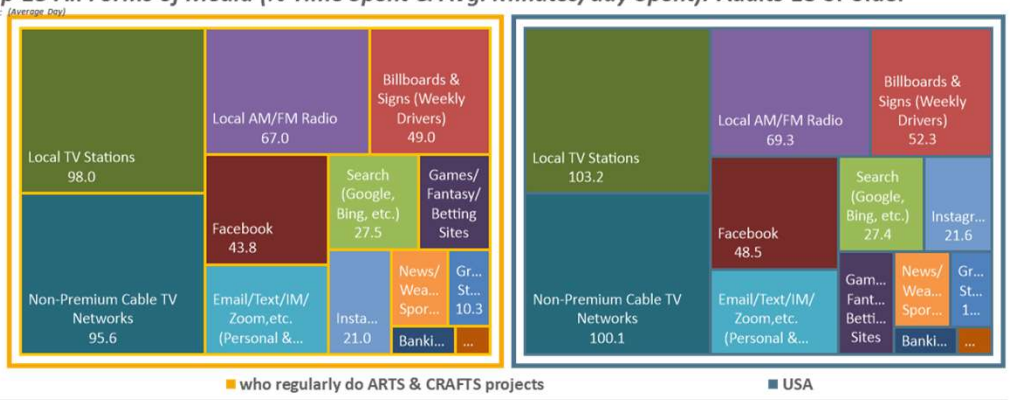
Regularly do ARTS & CRAFTS

Adults 18 or older who regularly do ARTS & CRAFTS projects spend an average of 7 hours and 1 minutes each day with All Forms of Ad-Supported Media. 80.9% listen to Local AM/FM Radio for an avg. of 62.6 minutes/day. *(Local Radio delivers 12.% of Time with Ad-Supported Media.)*

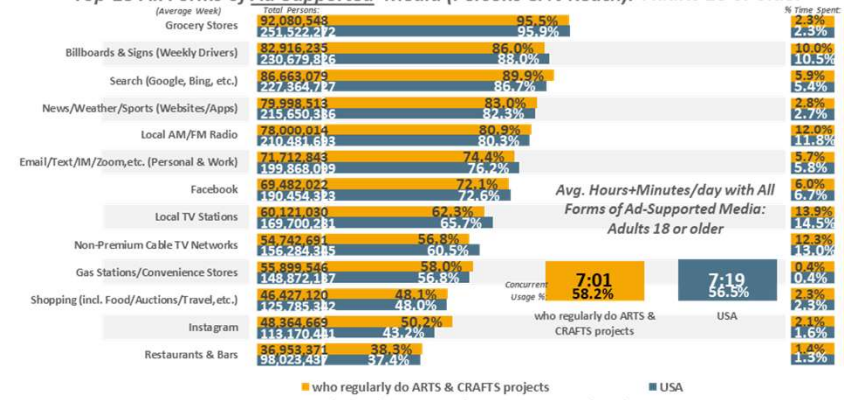
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



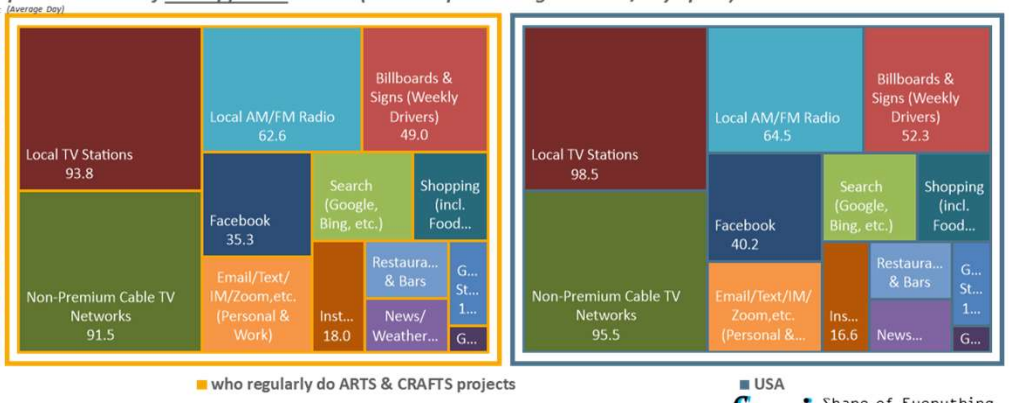
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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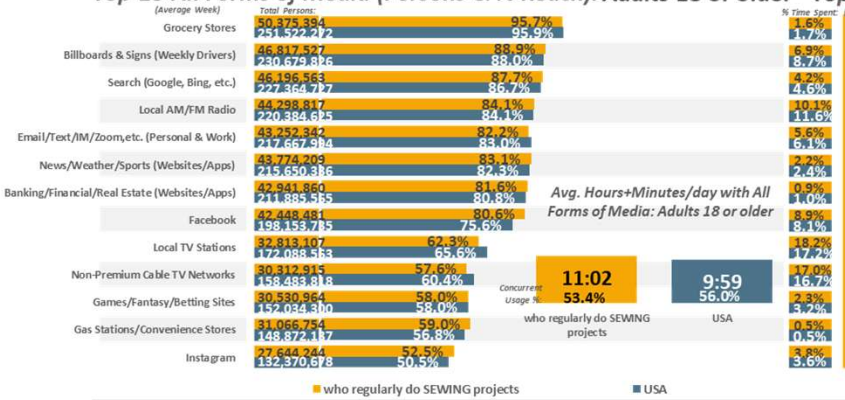
Activities done regularly: Arts & crafts



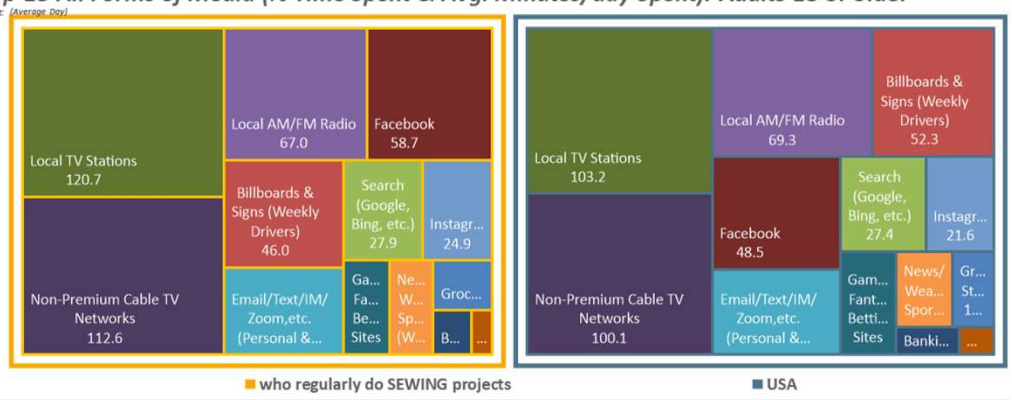
Regularly do SEWING Projects

Adults 18 or older who regularly do SEWING projects spend an average of 8 hours and 23 minutes each day with All Forms of Ad-Supported Media. 79.8% listen to Local AM/FM Radio for an avg. of 61.3 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

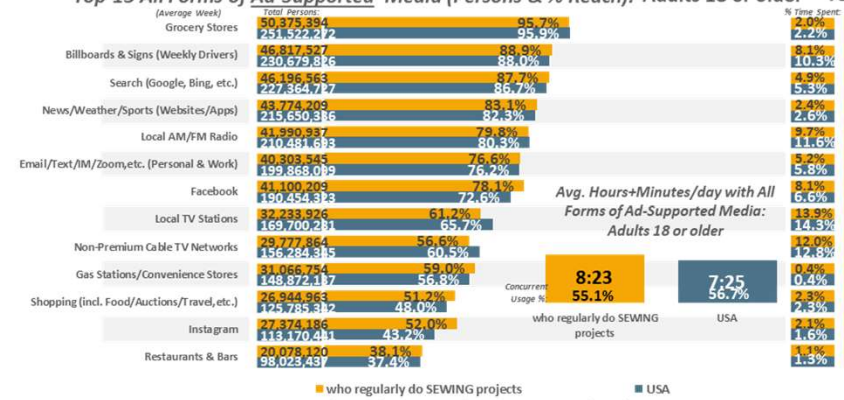
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



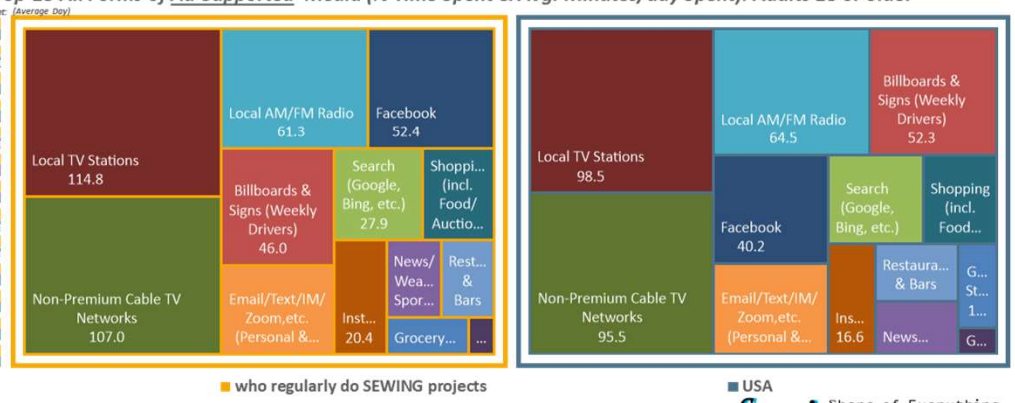
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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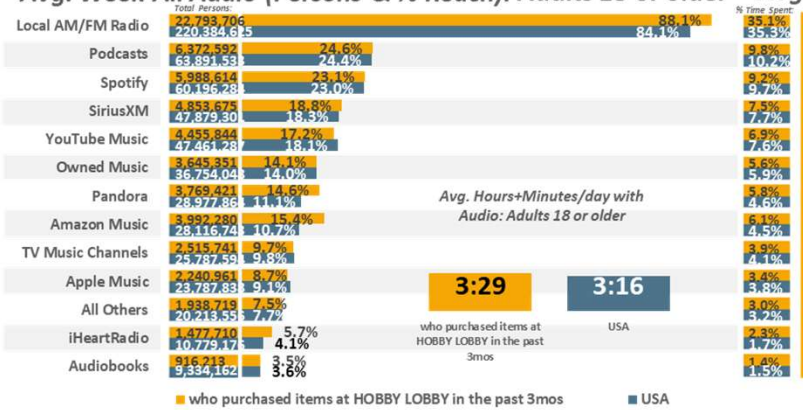
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Activities past 12 months: Sewing - crafts

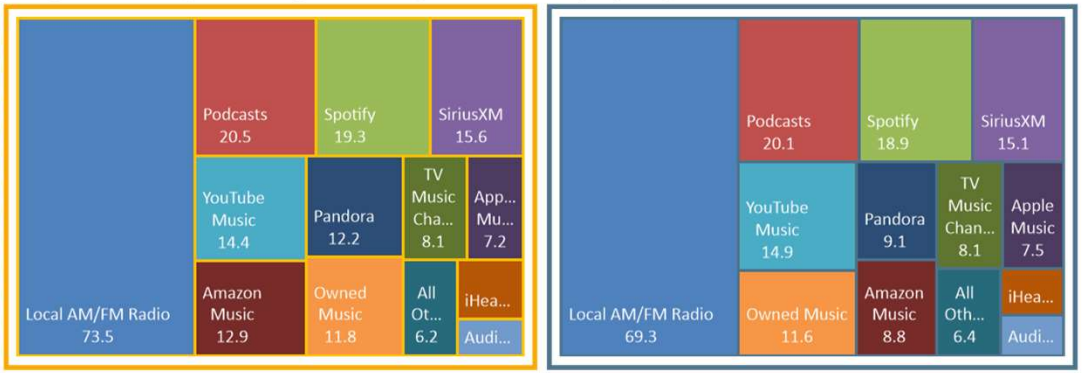
HOBBY LOBBY

21,552,103 or 83.3% of Adults 18 or older who purchased items at HOBBY LOBBY in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 70.2 minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.

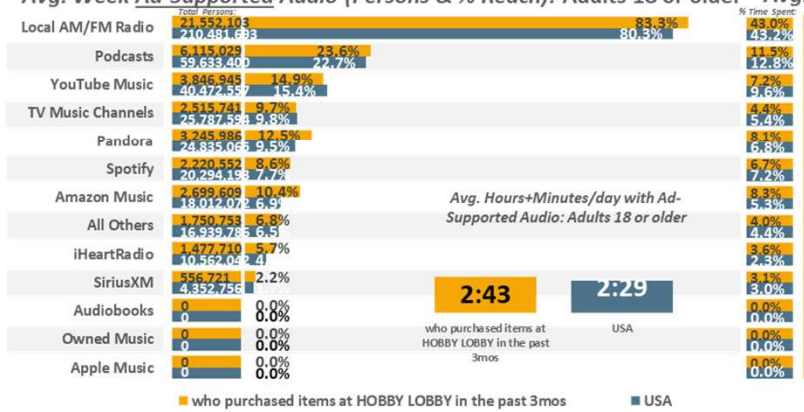
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



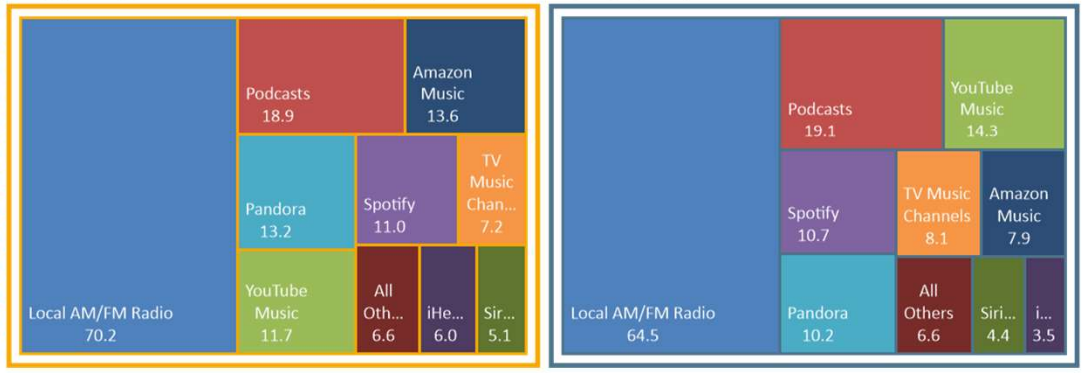
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 12,546

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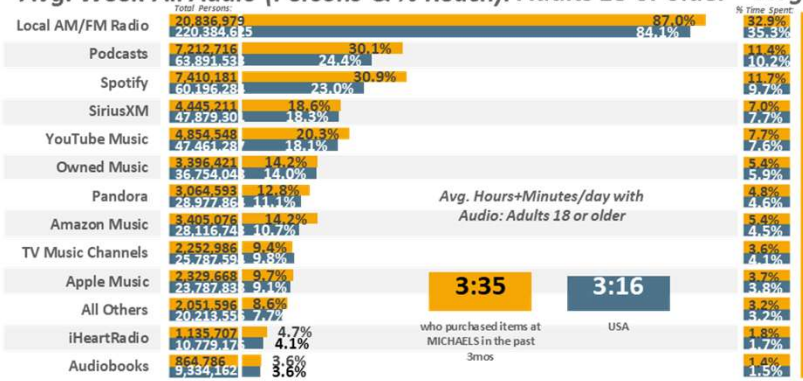
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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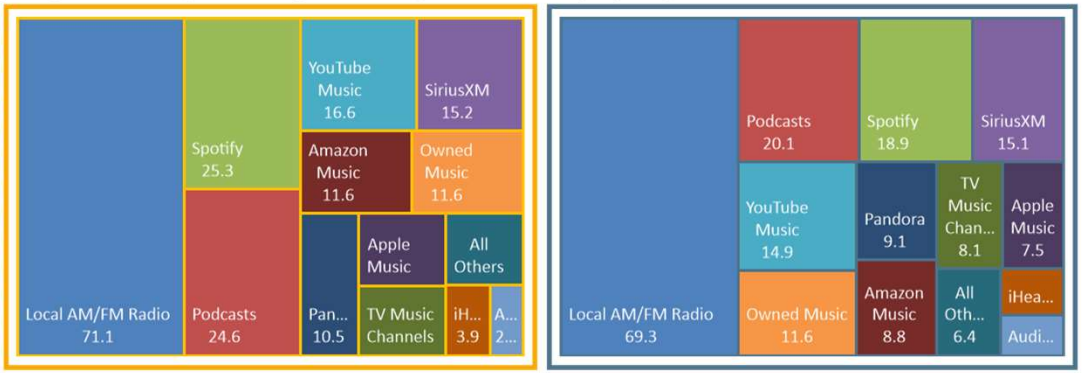
Stores/services bought past 3 months: Hobby Lobby

19,580,523 or 81.7% of Adults 18 or older who purchased items at MICHAELS in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 64.8 minutes every day representing 40.5% of all time spent daily with Ad-Supported Audio.

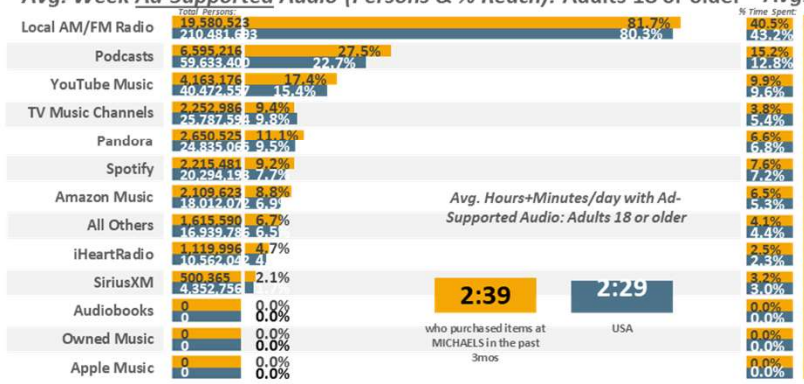
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



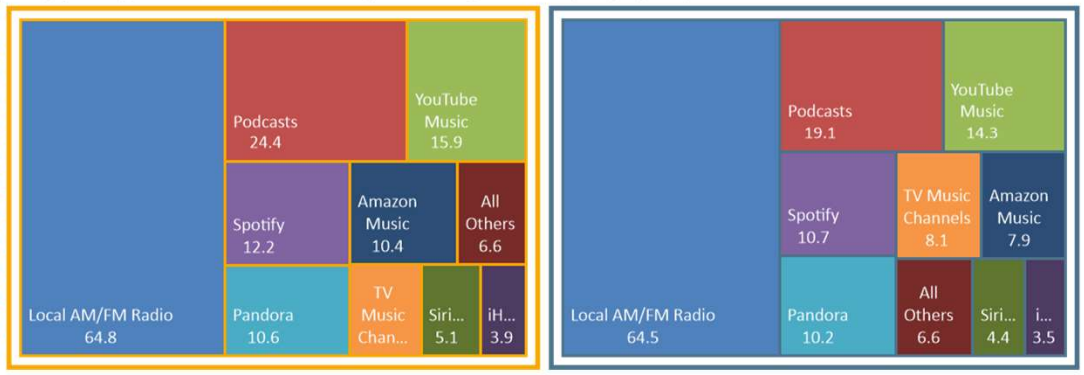
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 12,546

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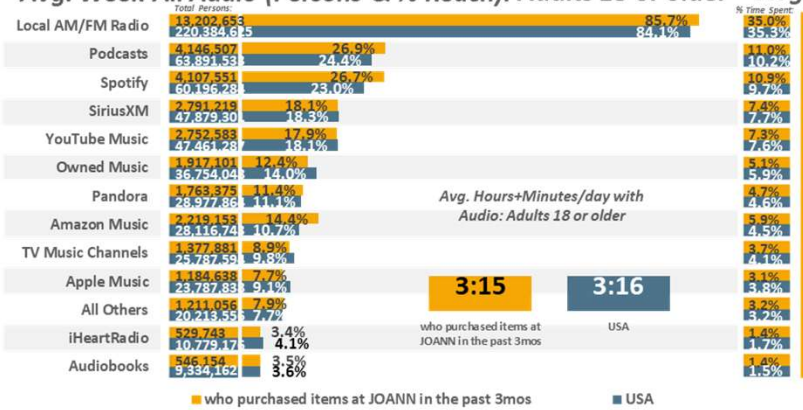
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Stores/services bought past 3 months: Michaels

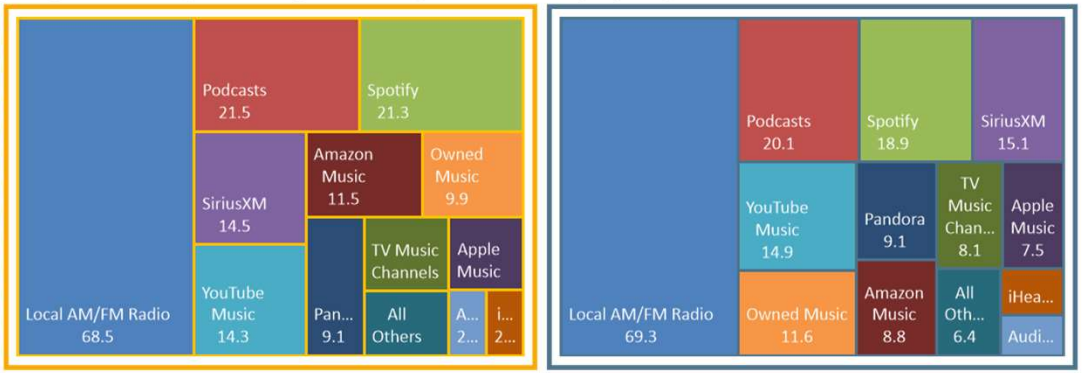
JOANN

12,303,101 or 79.8% of Adults 18 or older who purchased items at JOANN in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 61. minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

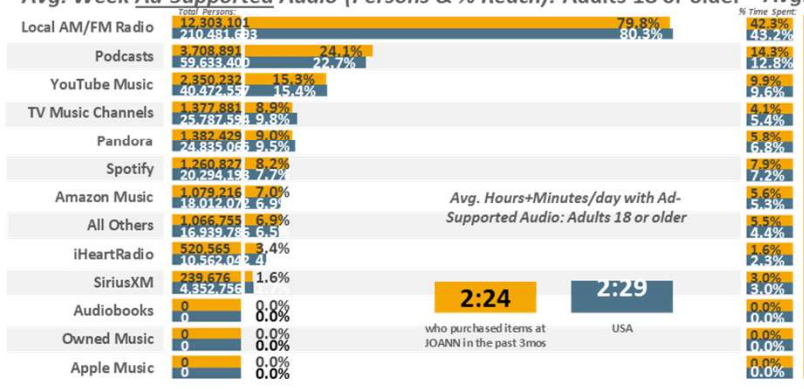
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



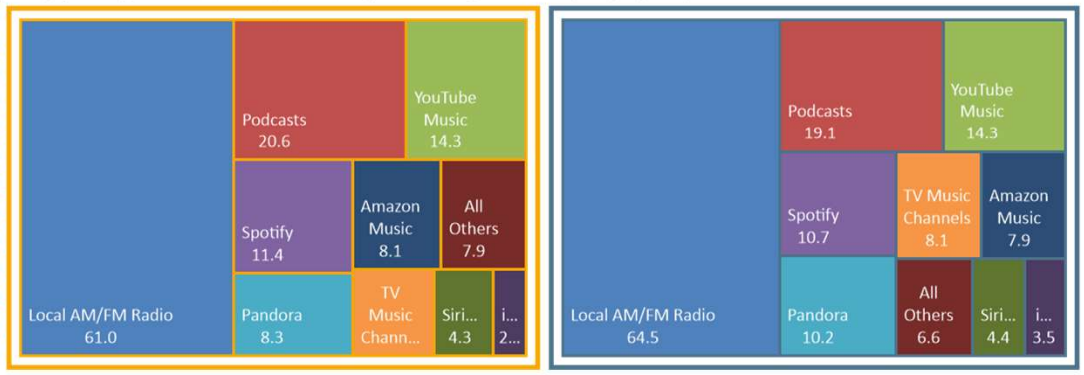
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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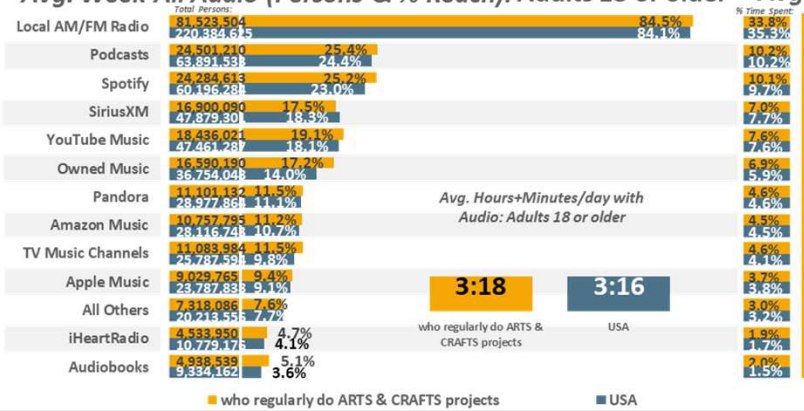
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Stores/services bought past 3 months: JoAnn Fabric and Craft

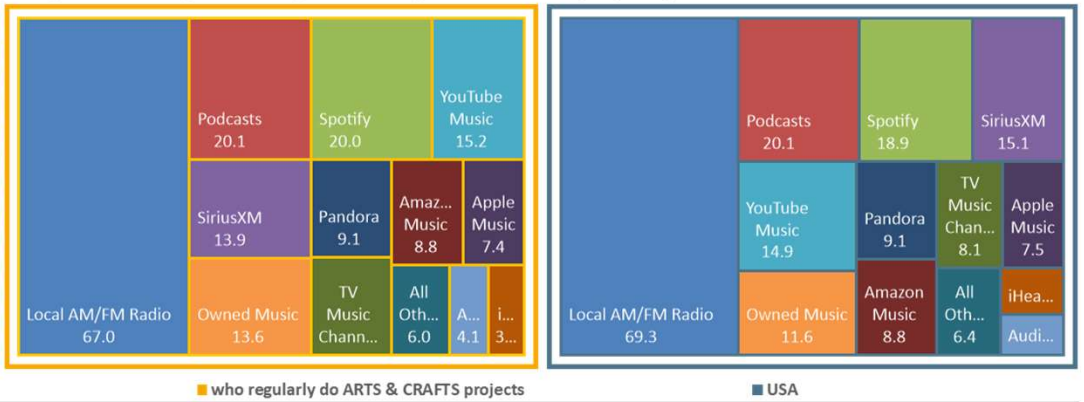
Regularly do ARTS & CRAFTS

78,000,014 or 80.9% of Adults 18 or older who regularly do ARTS & CRAFTS projects listen to Ad-Supported Local AM/FM Radio for an average of 62.6 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

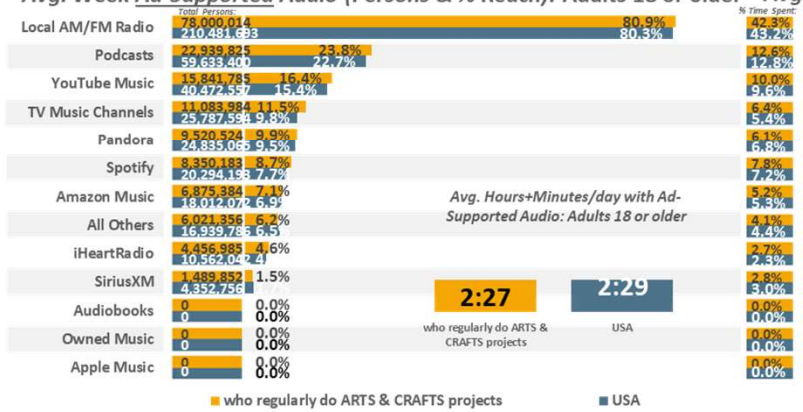
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



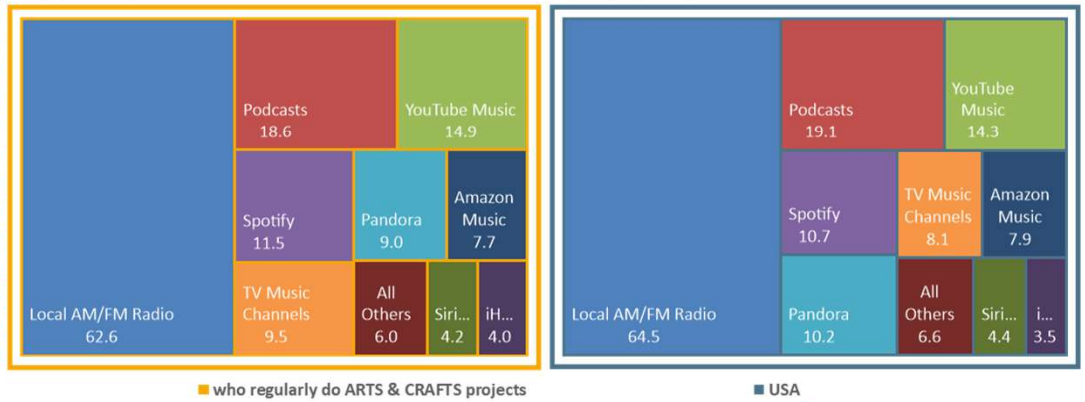
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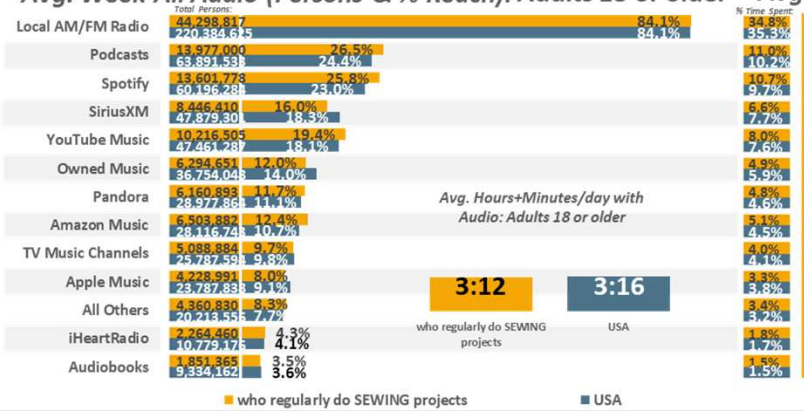
Activities done regularly: Arts & crafts



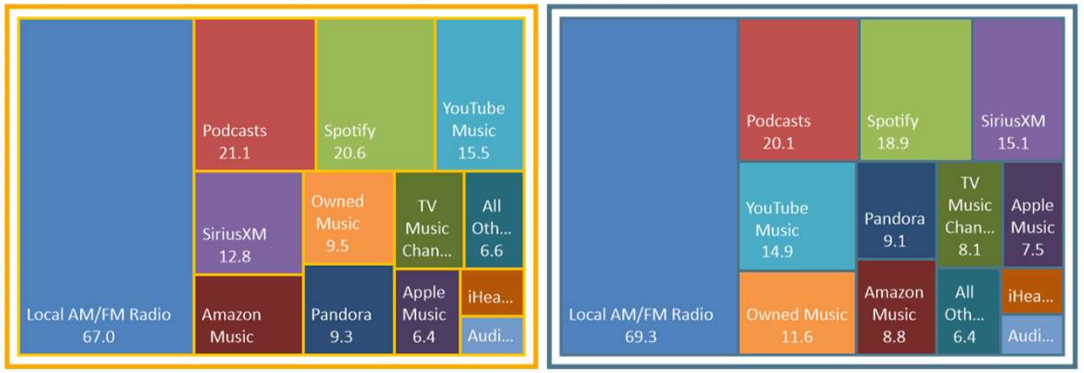
Regularly do SEWING Projects

41,990,937 or 79.8% of Adults 18 or older who regularly do SEWING projects listen to Ad-Supported Local AM/FM Radio for an average of 61.3 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.

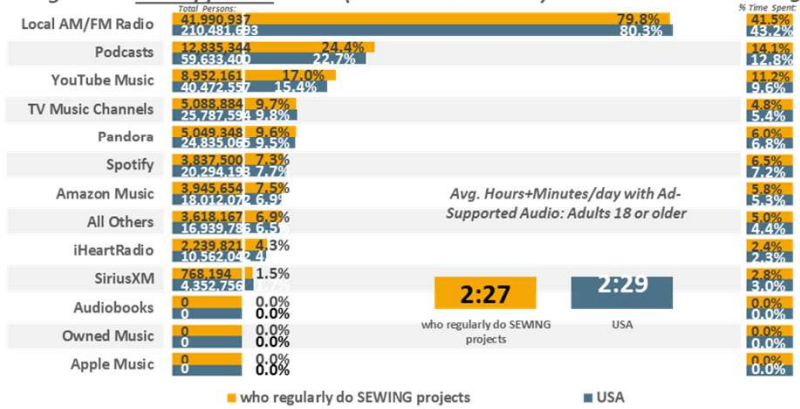
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



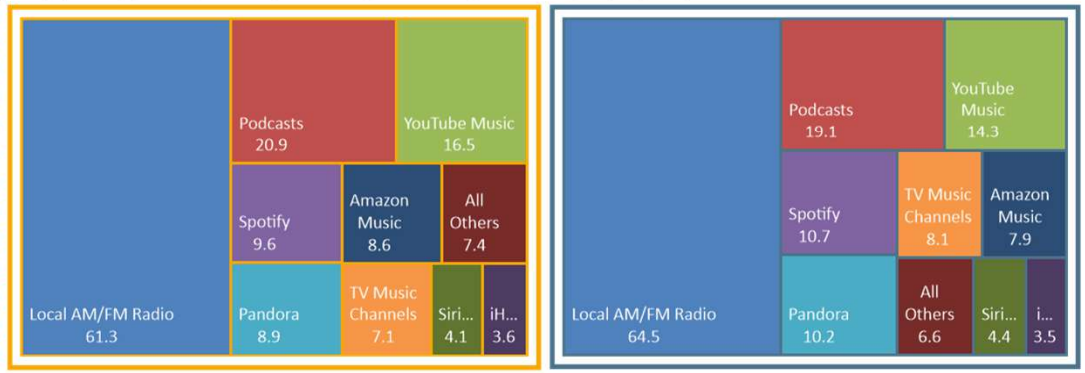
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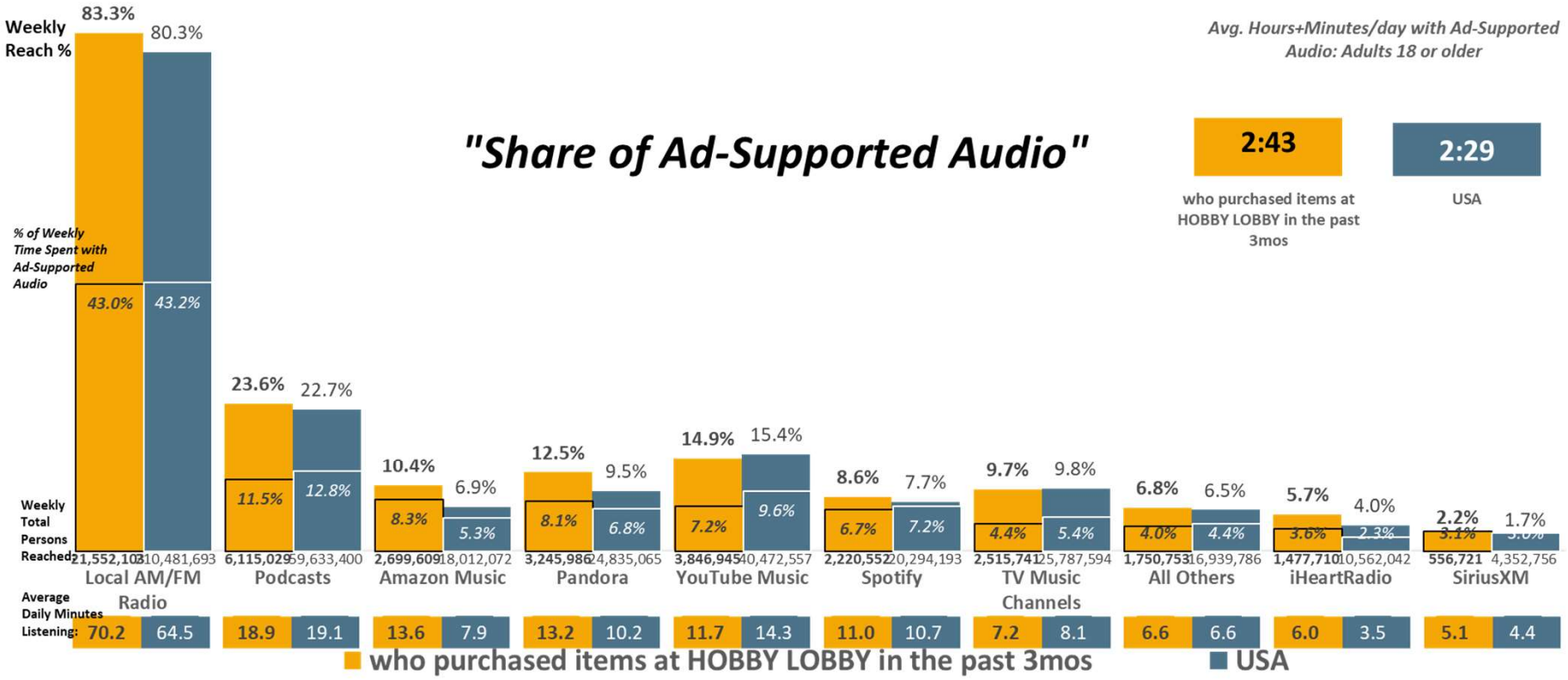
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Activities past 12 months: Sewing - crafts

HOBBY LOBBY

21,552,103 or 83.3% of Adults 18 or older who purchased items at HOBBY LOBBY in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 70.2 minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.

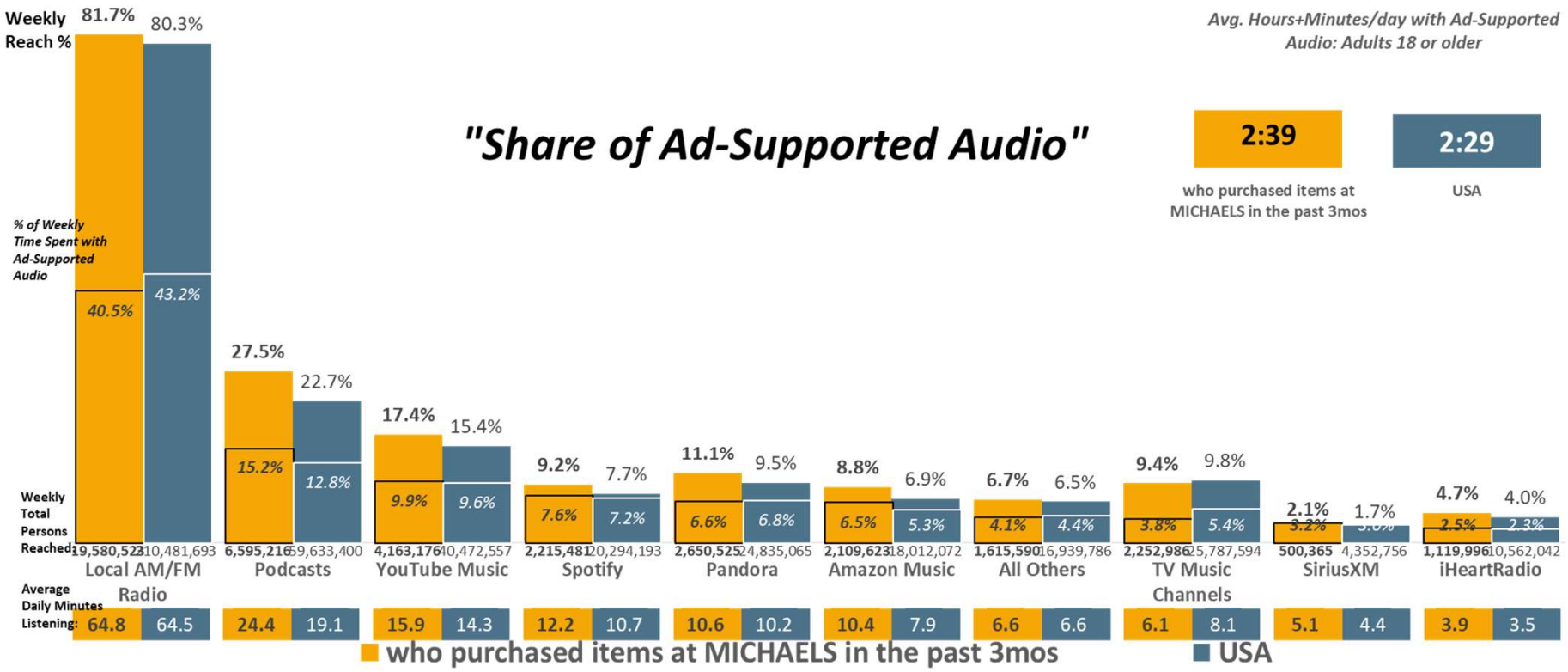


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Stores/services bought past 3 months: Hobby Lobby

Michaels

19,580,523 or 81.7% of Adults 18 or older who purchased items at MICHAELS in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 64.8 minutes every day representing 40.5% of all time spent daily with Ad-Supported Audio.



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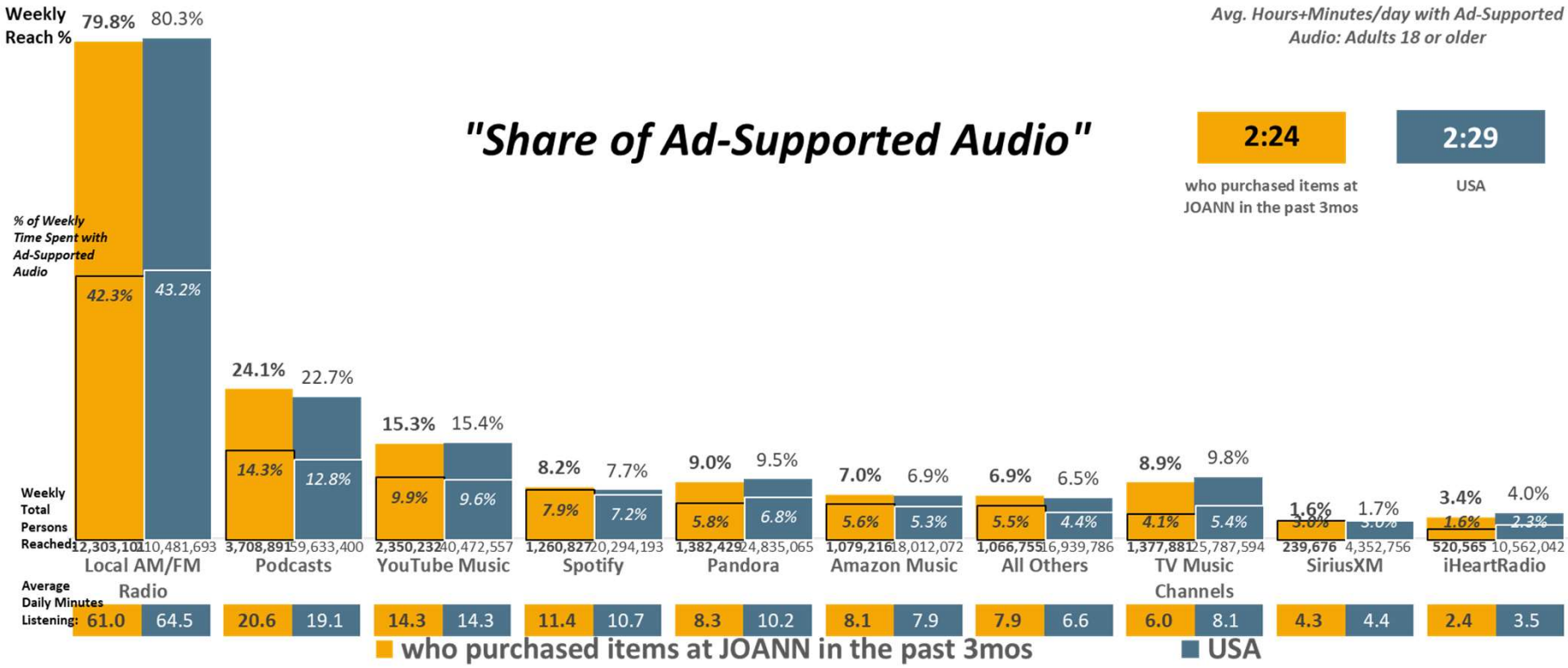
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Stores/services bought past 3 months: Michaels

JOANN

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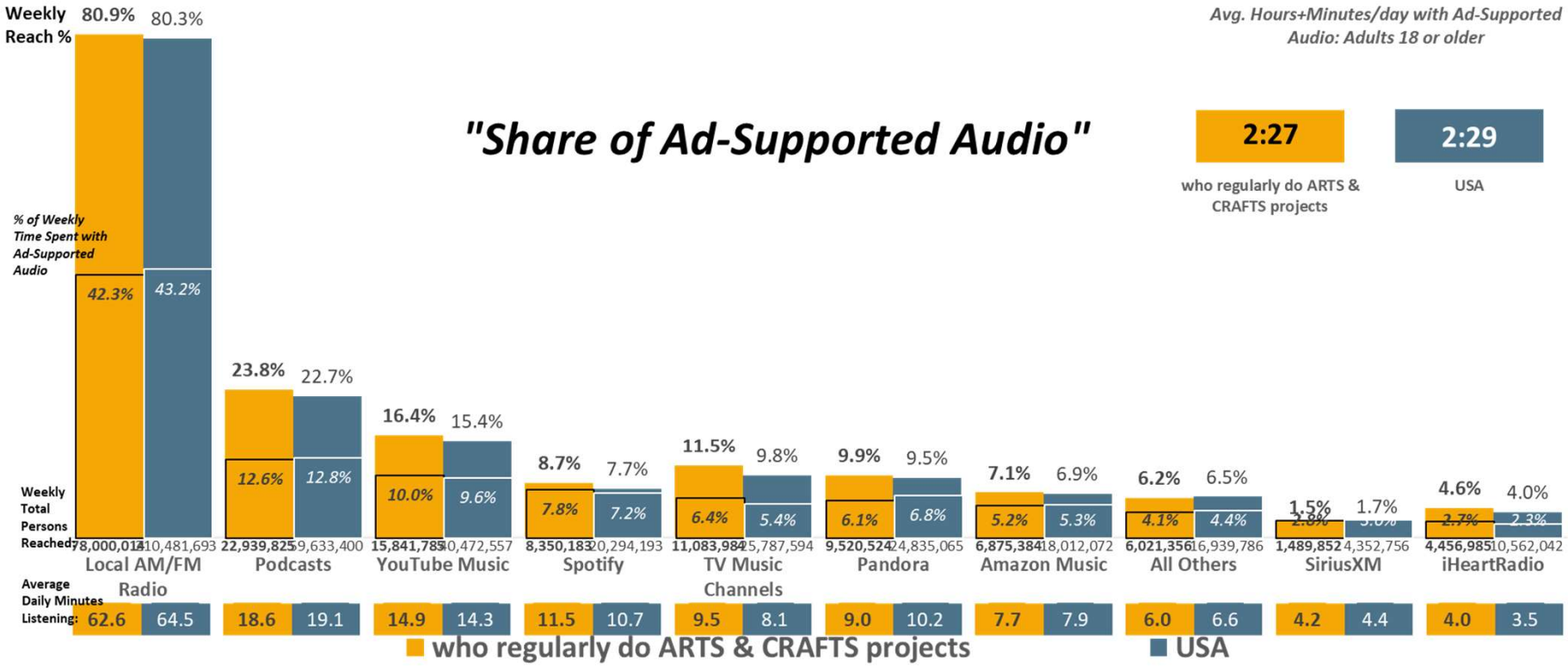
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Stores/services bought past 3 months: JoAnn Fabric and Craft



Regularly do ARTS & CRAFTS

78,000,014 or 80.9% of Adults 18 or older who regularly do ARTS & CRAFTS projects listen to Ad-Supported Local AM/FM Radio for an average of 62.6 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.



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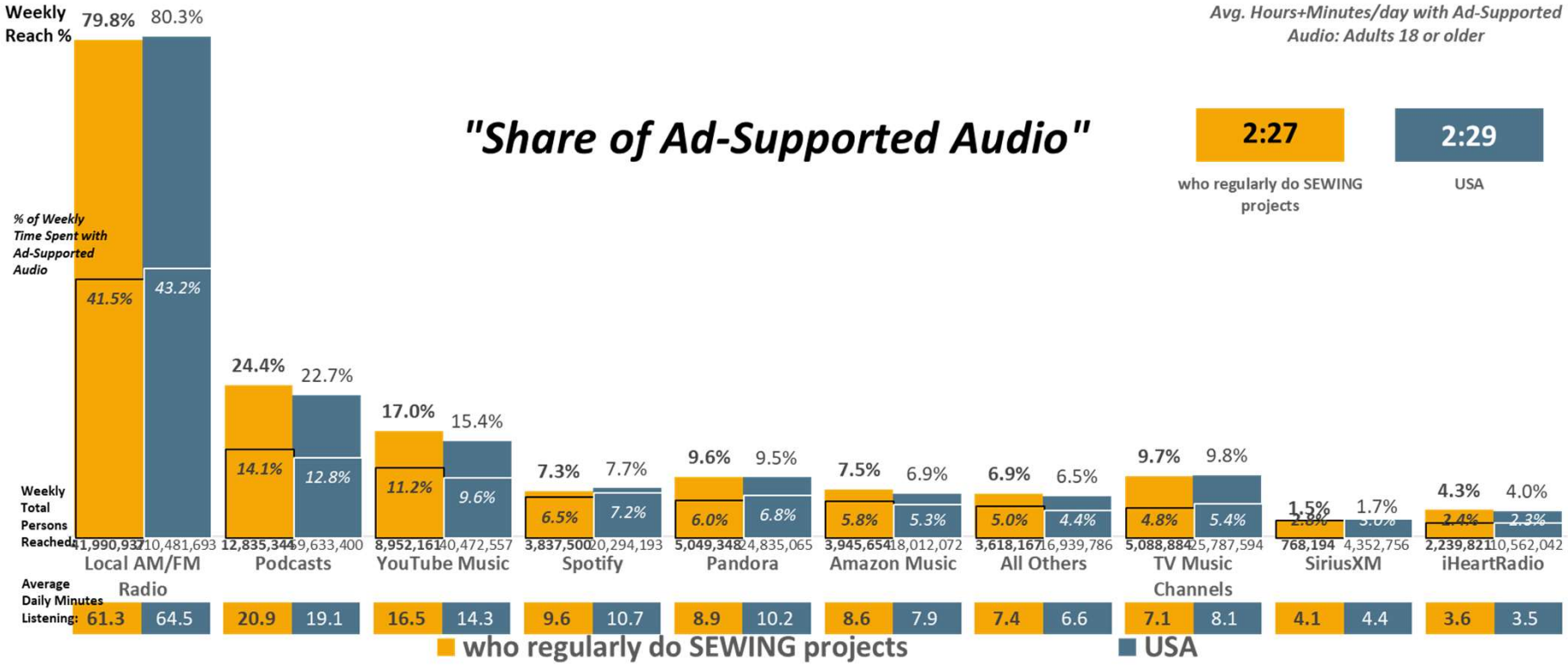
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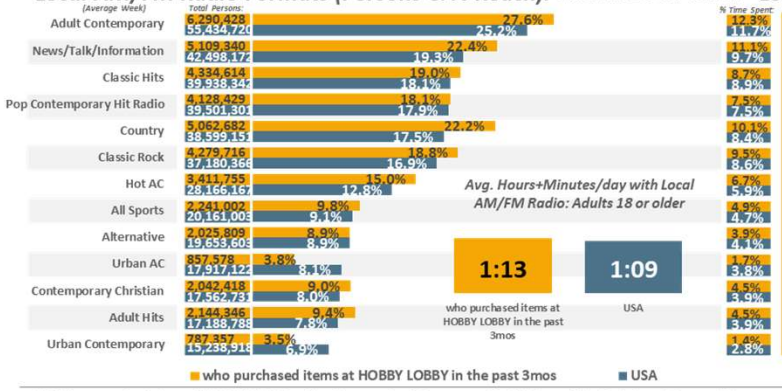
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Activities past 12 months: Sewing - crafts

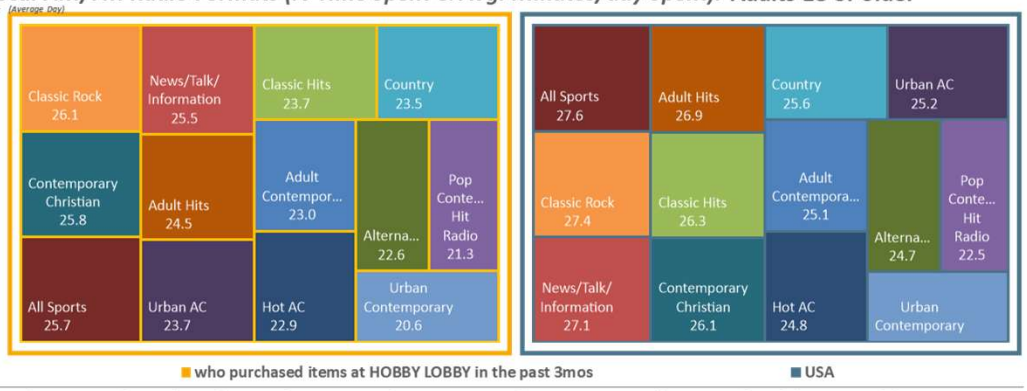
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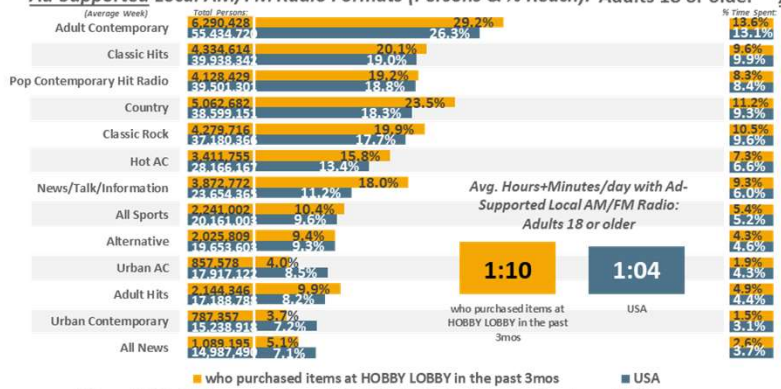
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



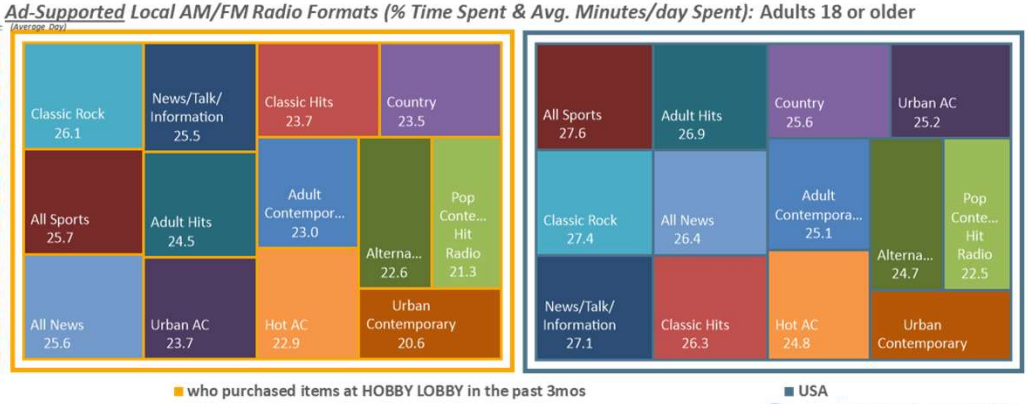
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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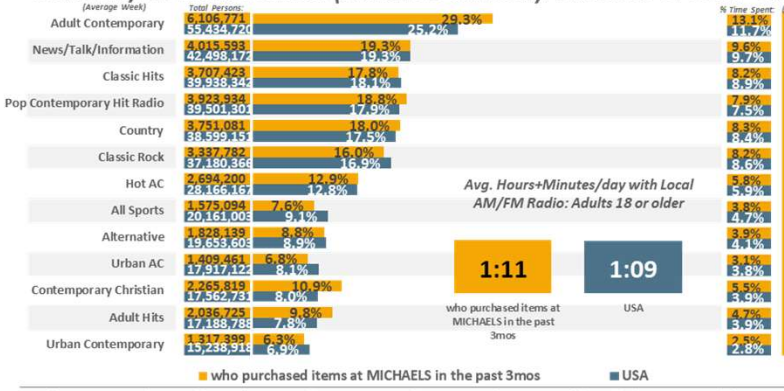
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Stores/services bought past 3 months: Hobby Lobby

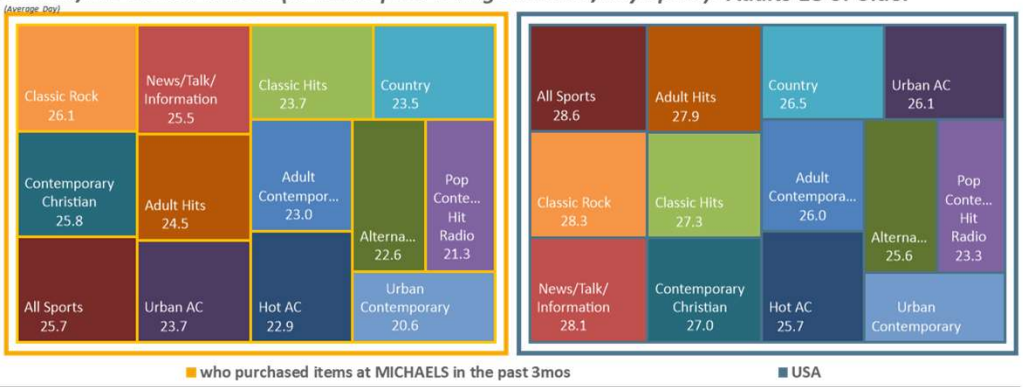
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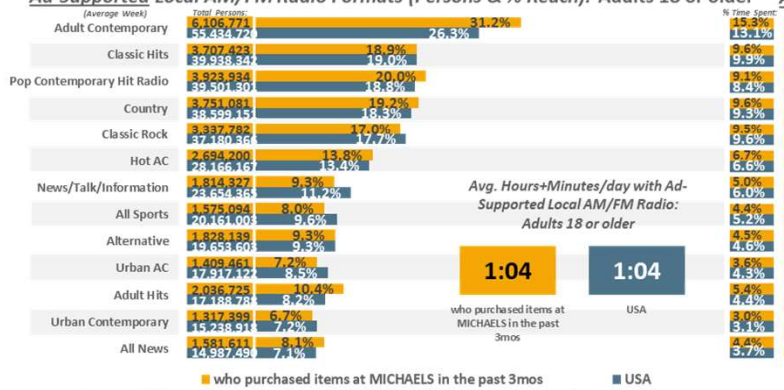
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



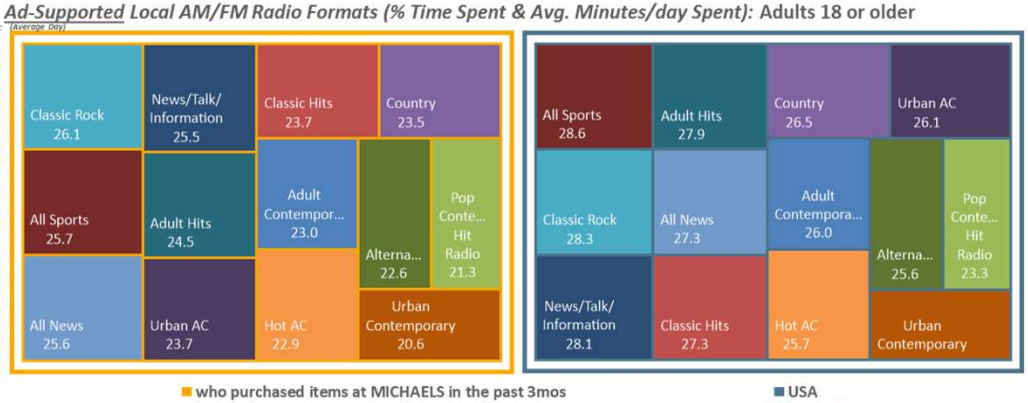
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Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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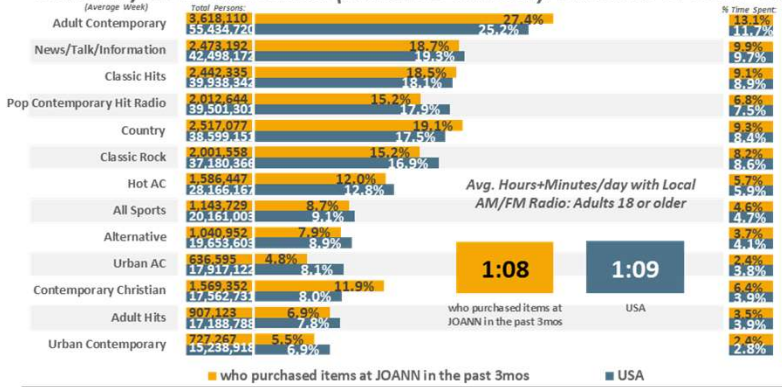
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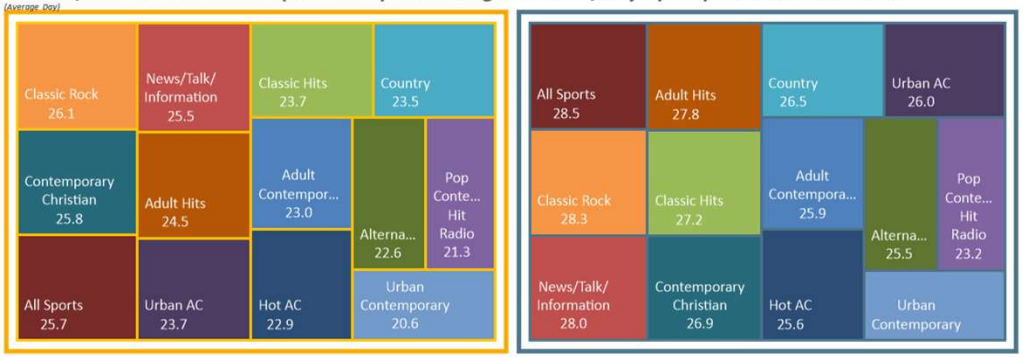
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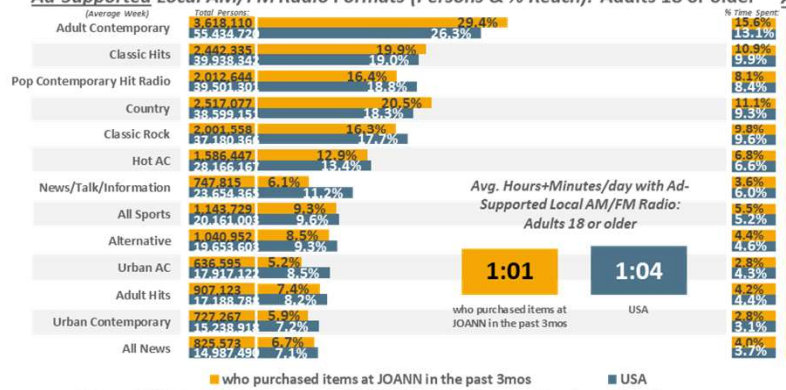
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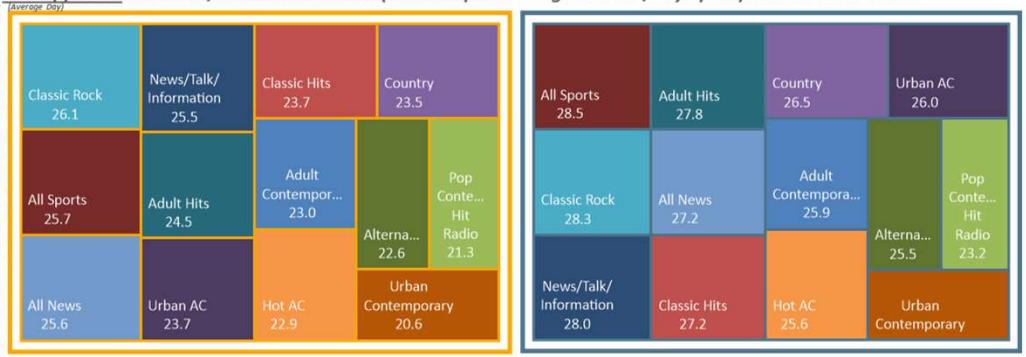
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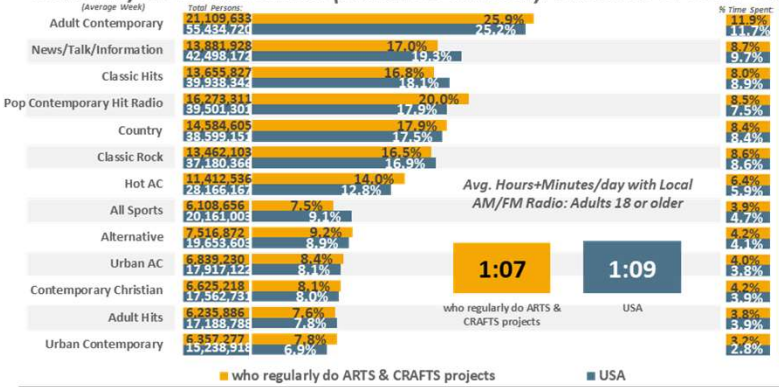
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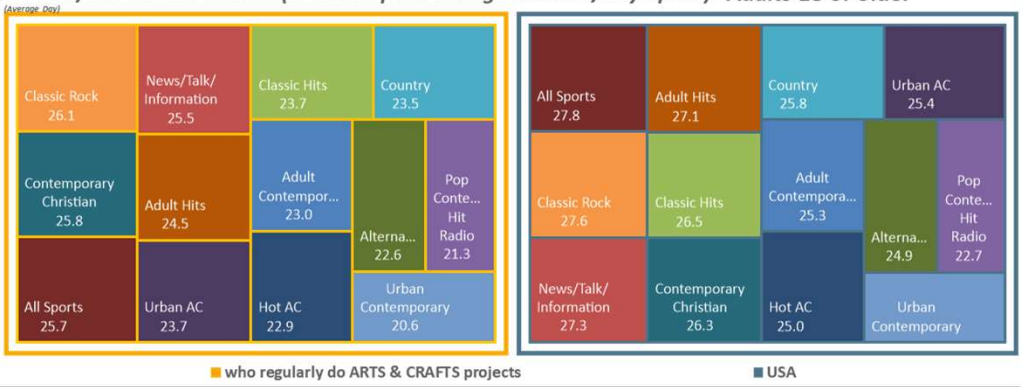
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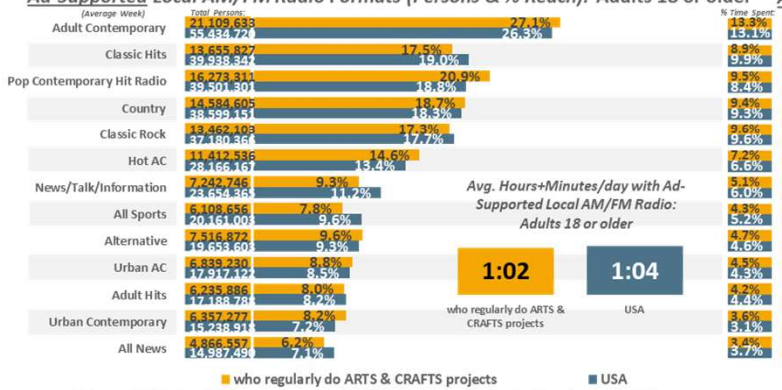
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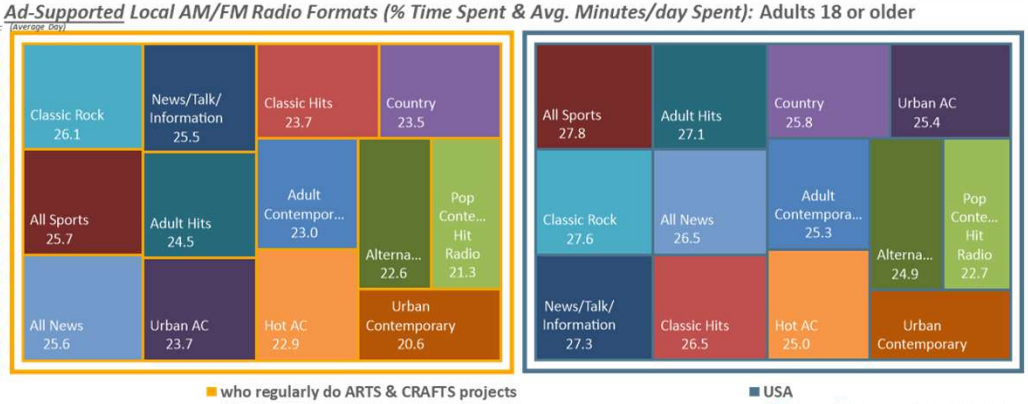
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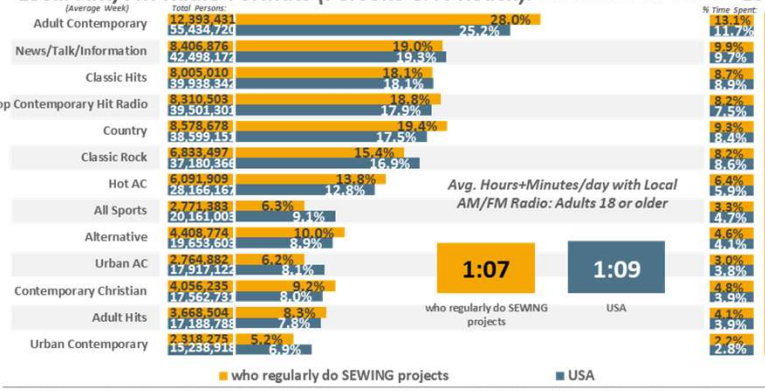
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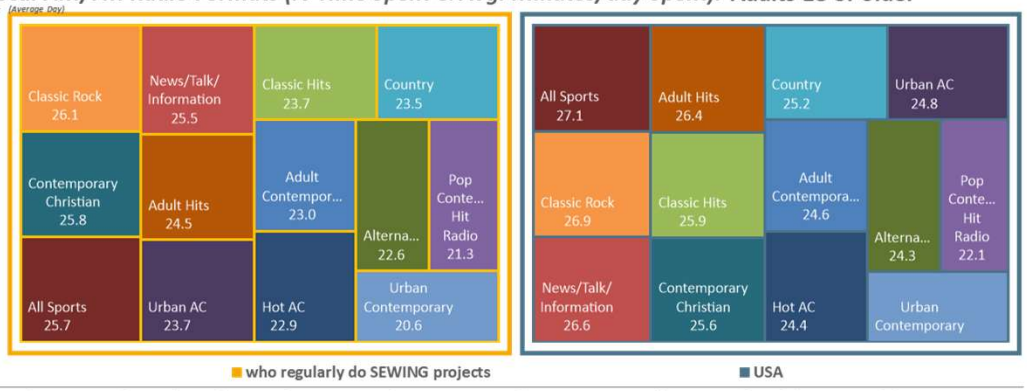
Regularly do SEWING Projects

41,990,937 or 79.8% of Adults 18 or older who regularly do SEWING projects listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Classic Hits, and Classic Rock.

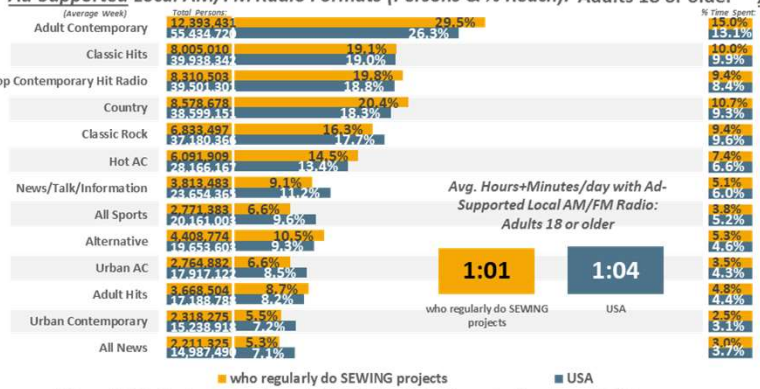
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



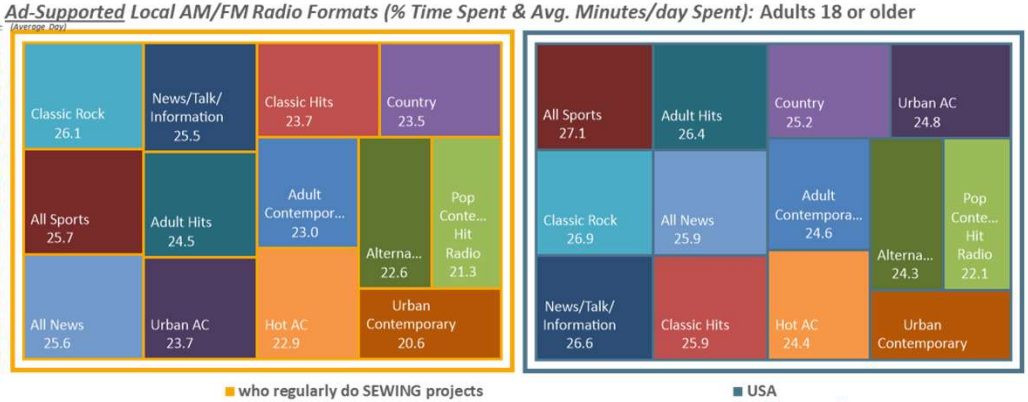
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 12,546

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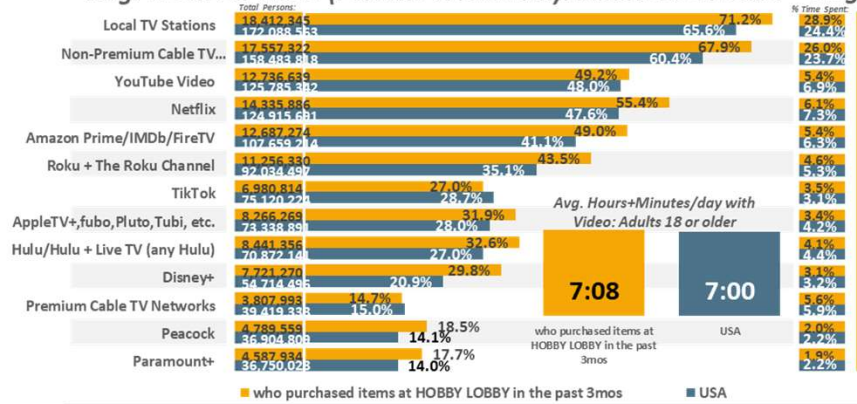
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Activities past 12 months: Sewing - crafts

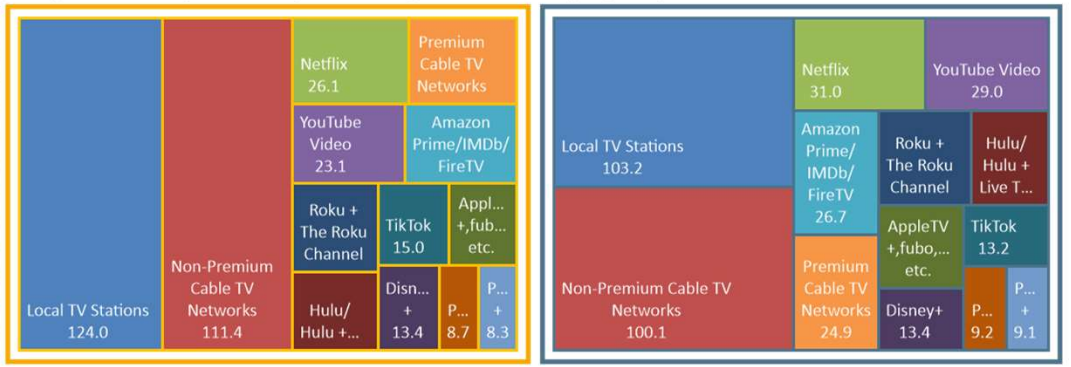
HOBBY LOBBY

18,011,790 or 69.6% of Adults 18 or older who purchased items at HOBBY LOBBY in the past 3mos watch Ad-Supported Local TV Stations for an average of 118.5 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

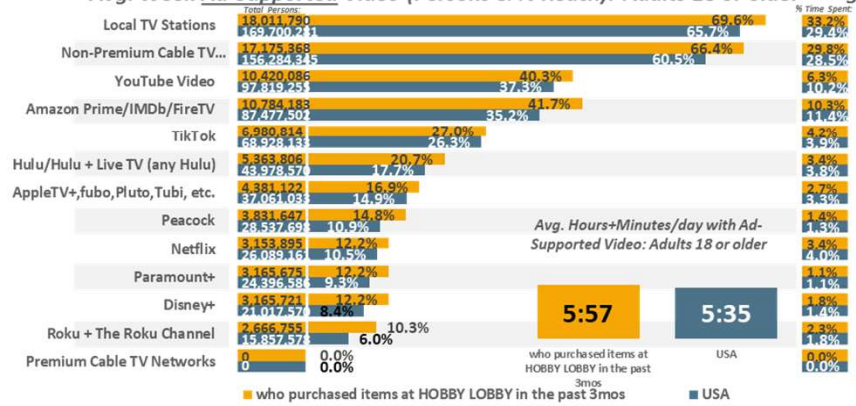
Avg. Week All Video (Persons & % Reach): Adults 18 or older



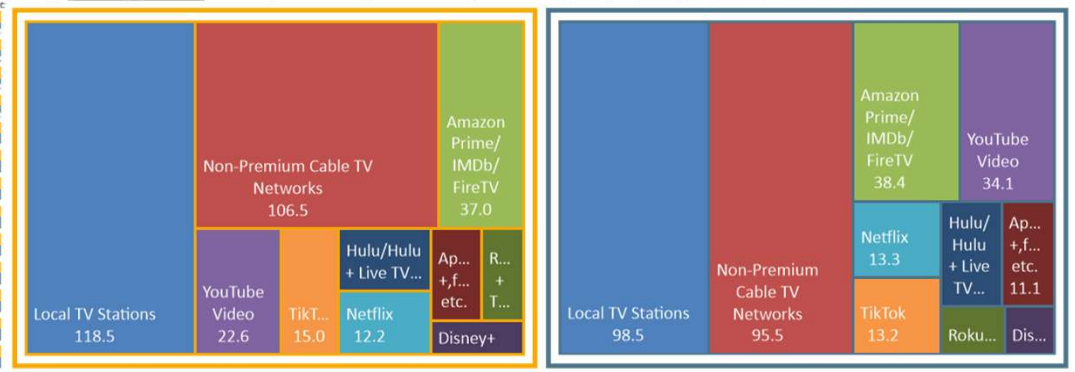
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 12,546

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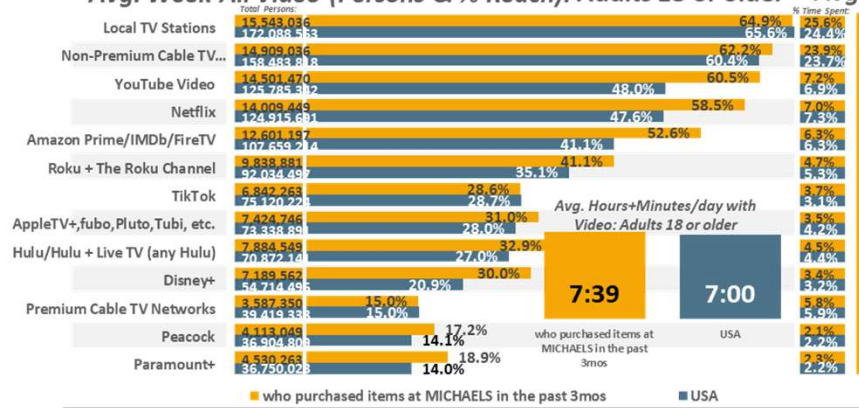
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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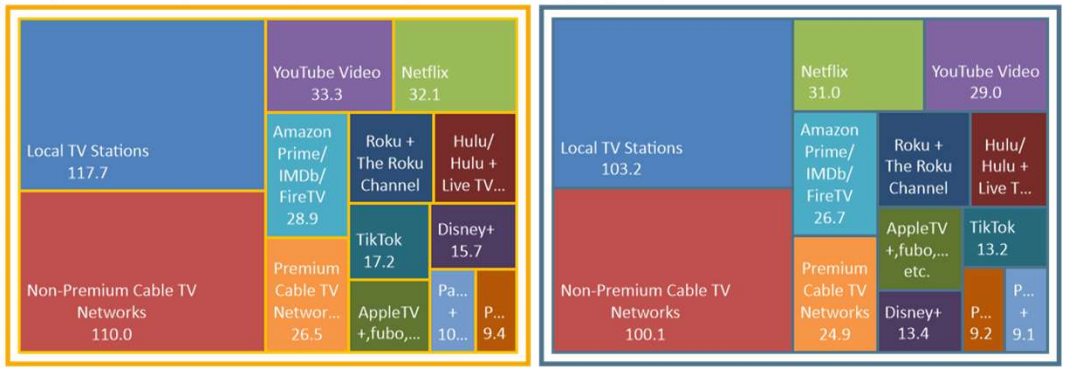
Stores/services bought past 3 months: Hobby Lobby

15,315,033 or 63.9% of Adults 18 or older who purchased items at MICHAELS in the past 3mos watch Ad-Supported Local TV Stations for an average of 111.6 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

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

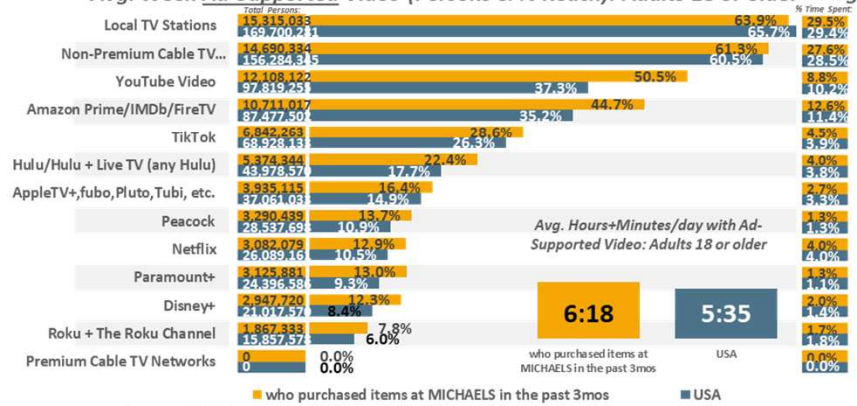


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

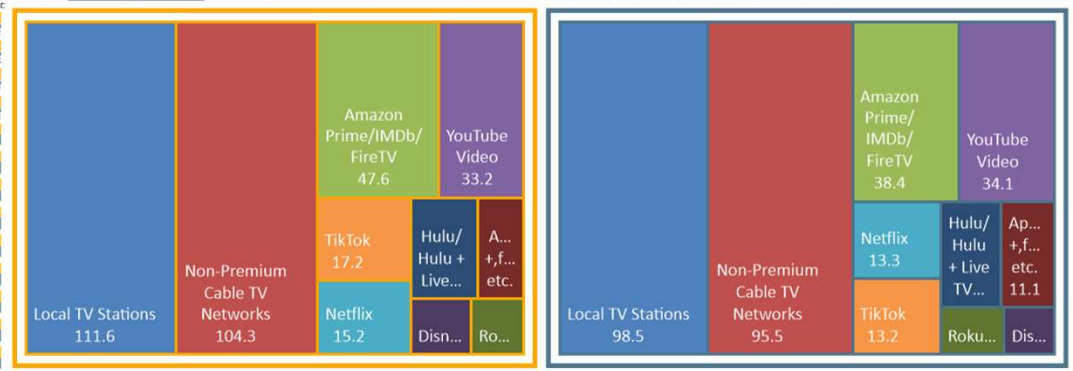


who purchased items at MICHAELS in the past 3mos ■ USA

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



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



who purchased items at MICHAELS in the past 3mos ■ USA

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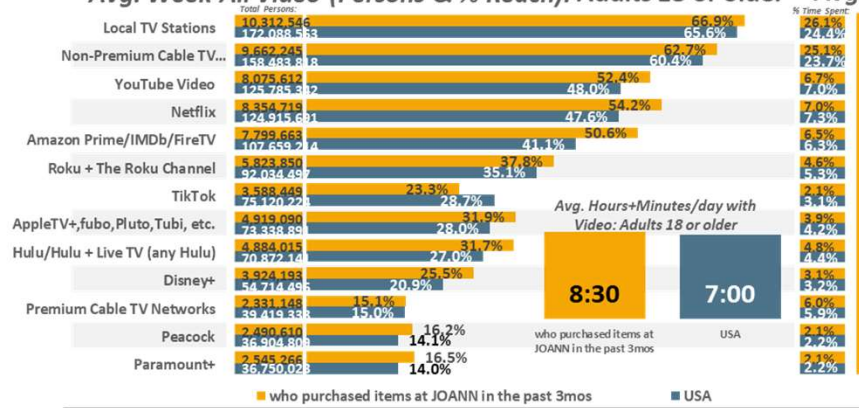
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Stores/services bought past 3 months: Michaels

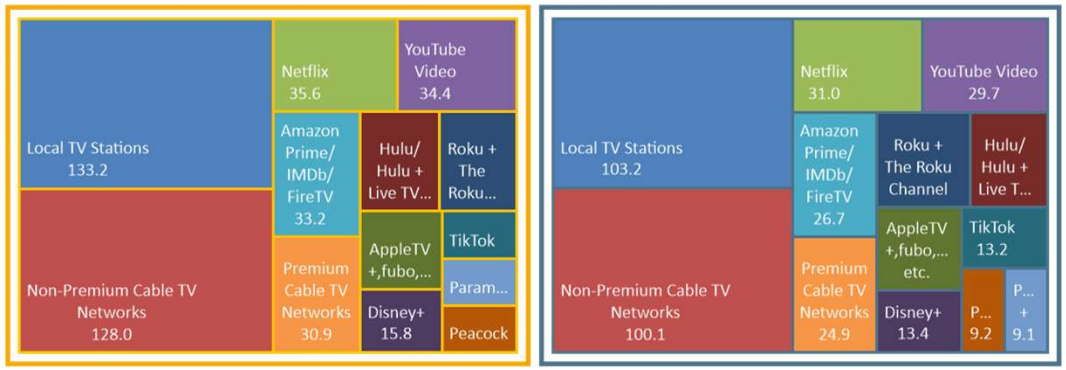
JOANN

10,142,158 or 65.8% of Adults 18 or older who purchased items at JOANN in the past 3mos watch Ad-Supported Local TV Stations for an average of 125.2 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

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

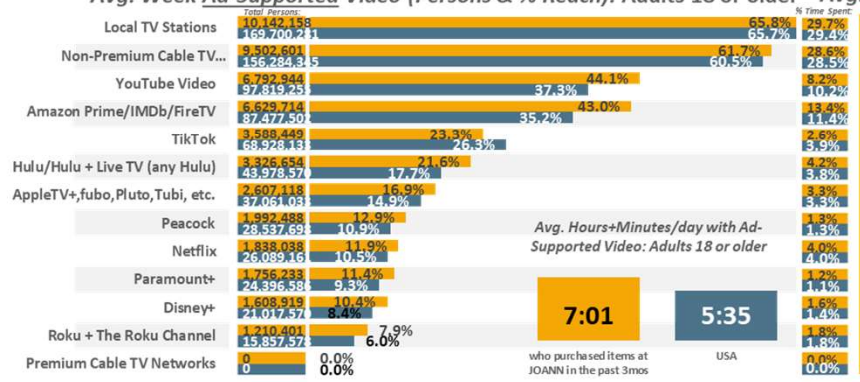


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

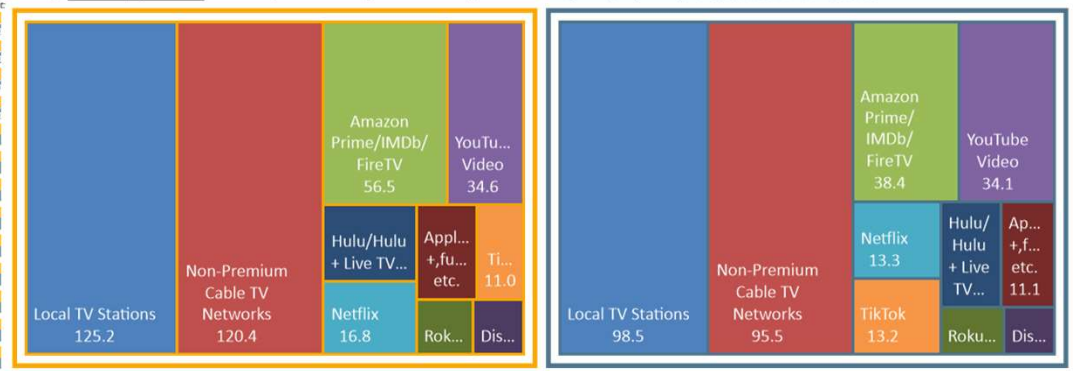


who purchased items at JOANN in the past 3mos ■ USA

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



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



who purchased items at JOANN in the past 3mos ■ USA

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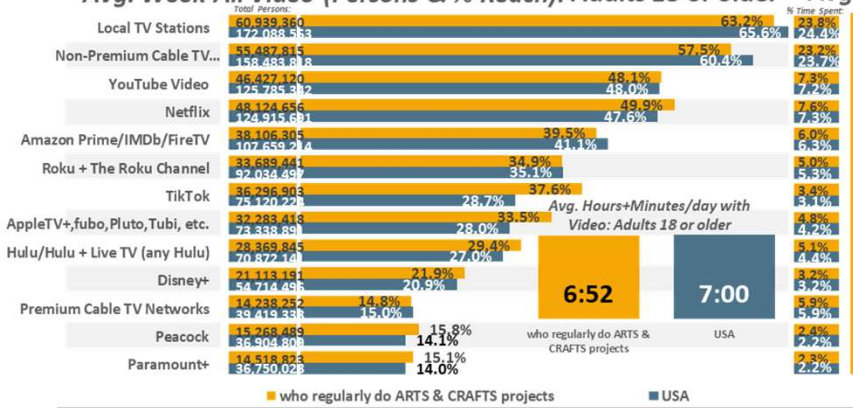
Stores/services bought past 3 months: JoAnn Fabric and Craft



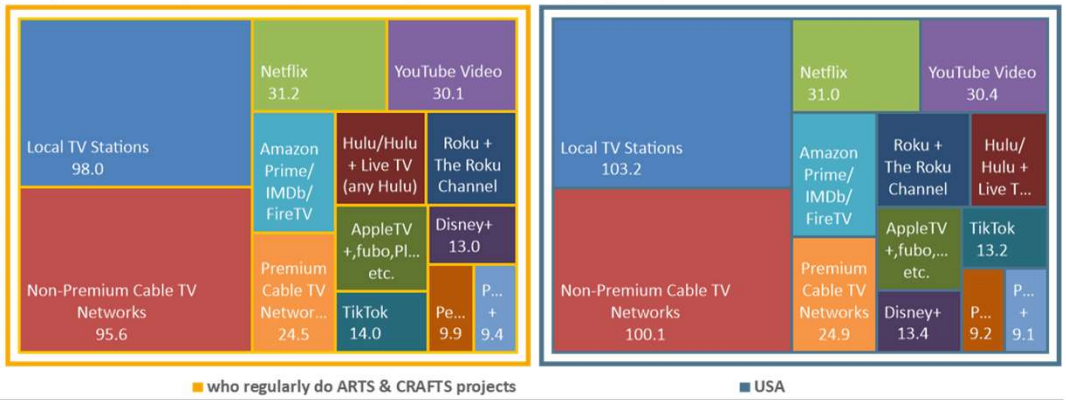
Regularly do ARTS & CRAFTS

60,121,030 or 62.3% of Adults 18 or older who regularly do ARTS & CRAFTS projects watch Ad-Supported Local TV Stations for an average of 93.8 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

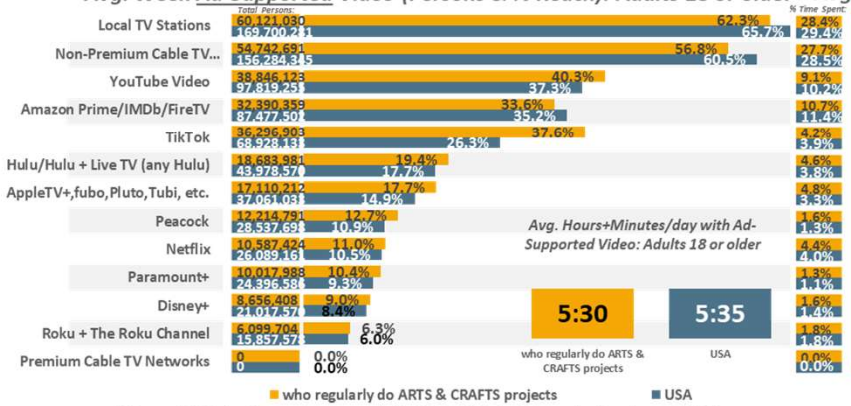
Avg. Week All Video (Persons & % Reach): Adults 18 or older



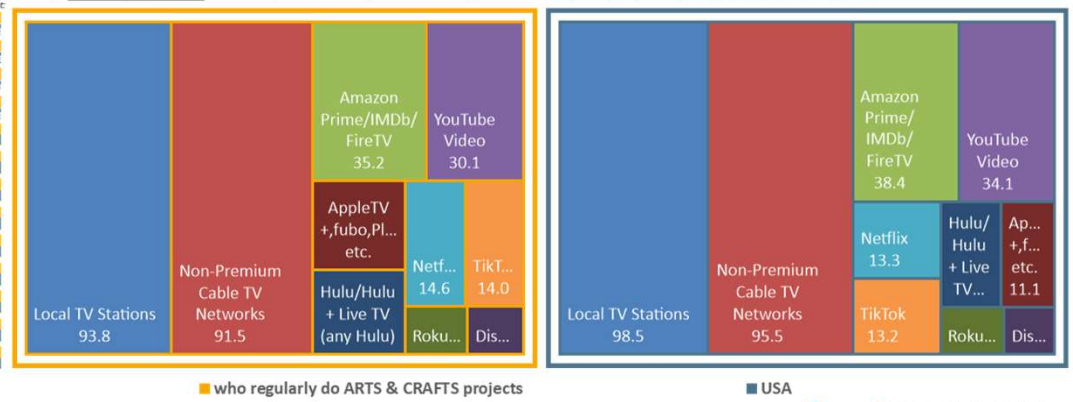
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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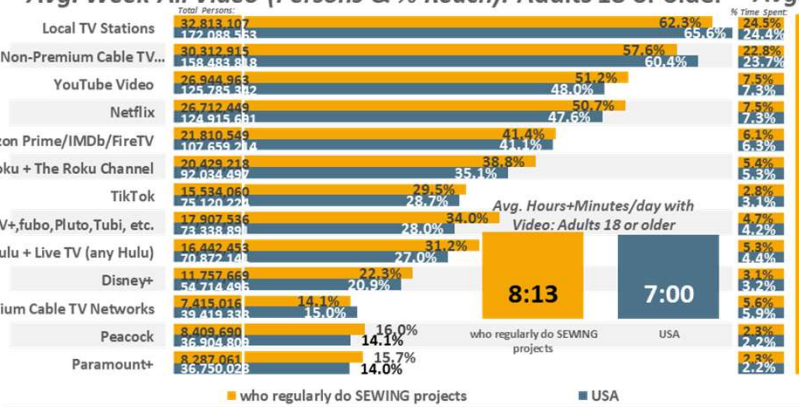
Activities done regularly: Arts & crafts



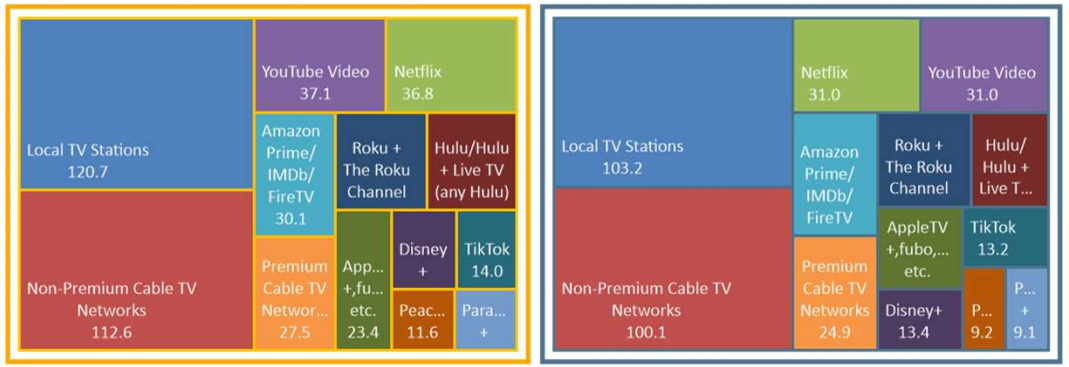
Regularly do SEWING Projects

32,233,926 or 61.2% of Adults 18 or older who regularly do SEWING projects watch Ad-Supported Local TV Stations for an average of 114.8 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.

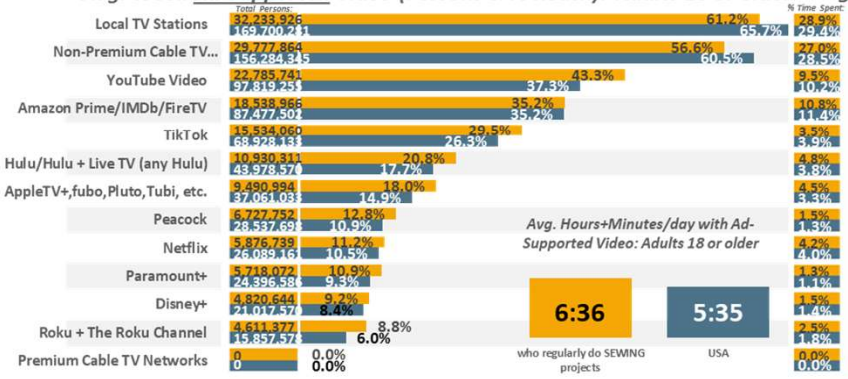
Avg. Week All Video (Persons & % Reach): Adults 18 or older



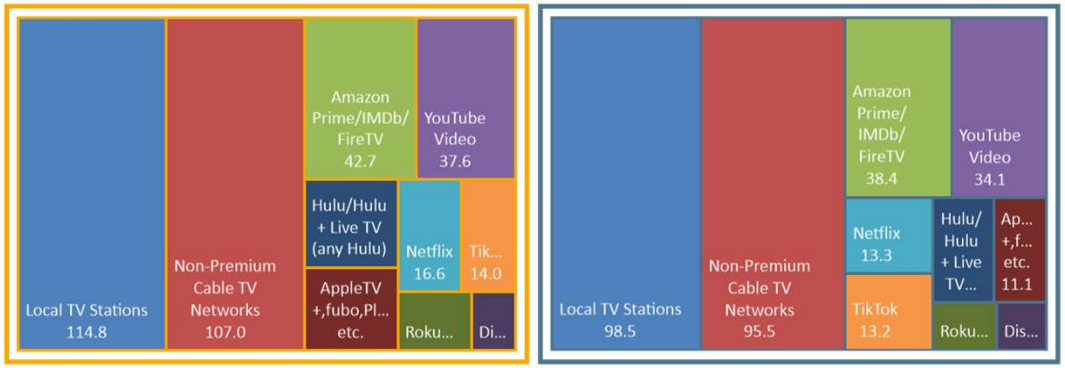
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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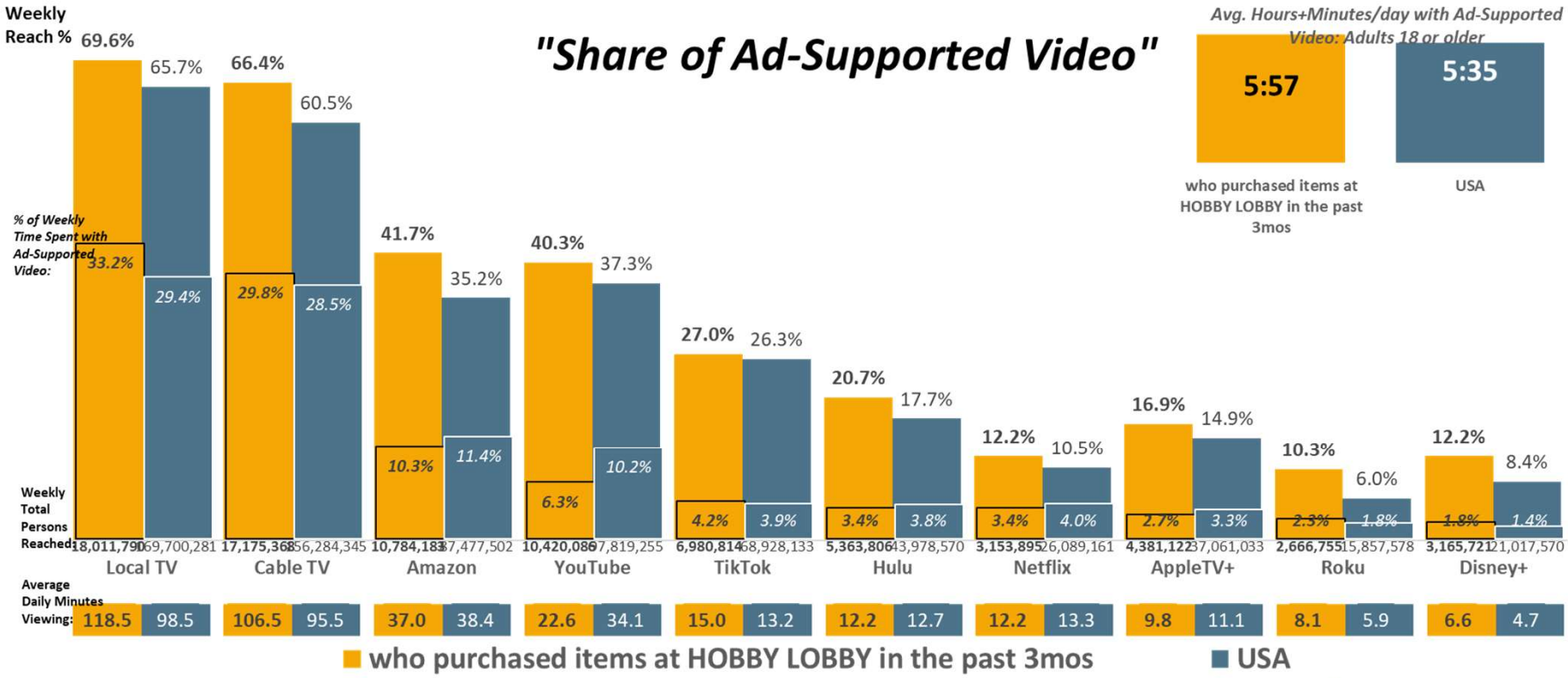
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Activities past 12 months: Sewing - crafts

HOBBY LOBBY

18,011,790 or 69.6% of Adults 18 or older who purchased items at HOBBY LOBBY in the past 3mos watch Ad-Supported Local TV Stations for an average of 118.5 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.



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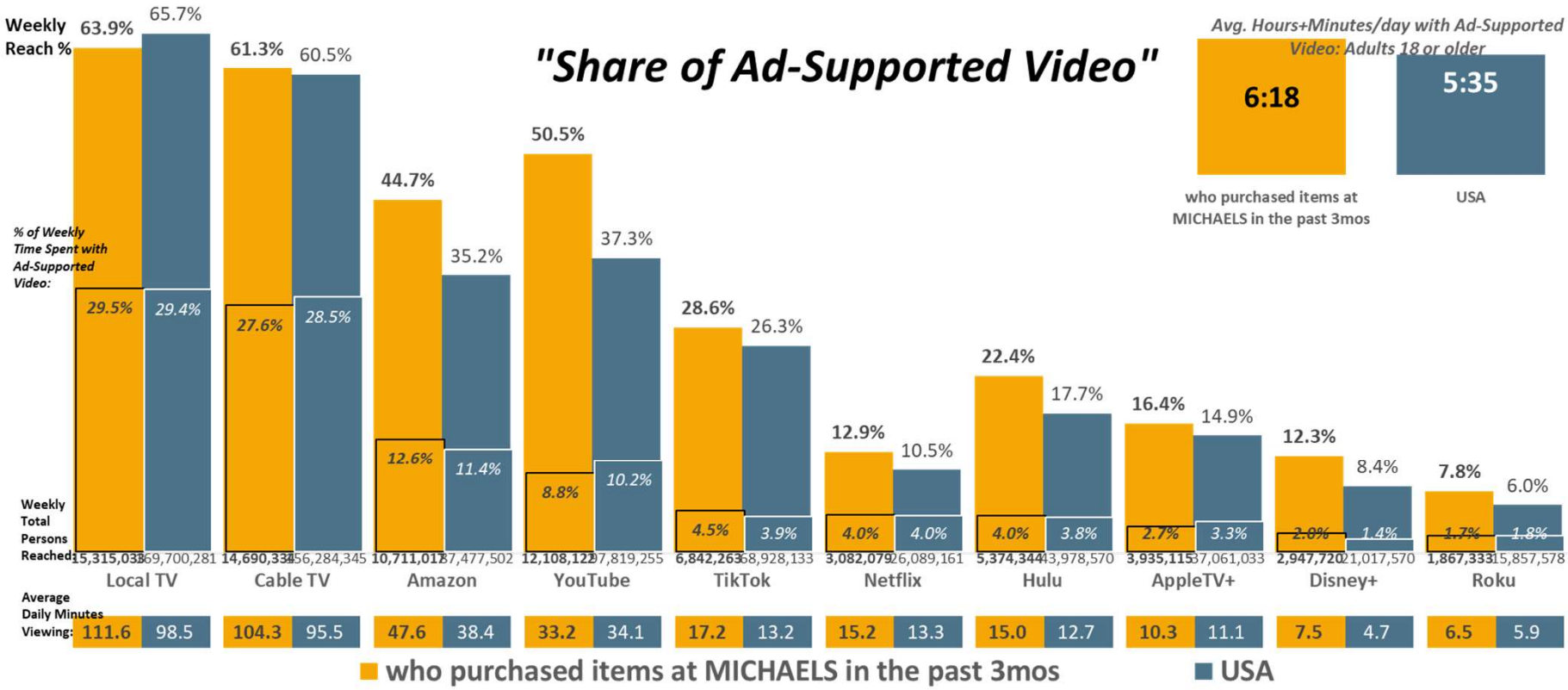
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Stores/services bought past 3 months: Hobby Lobby

Michaels

15,315,033 or 63.9% of Adults 18 or older who purchased items at MICHAELS in the past 3mos watch Ad-Supported Local TV Stations for an average of 111.6 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.



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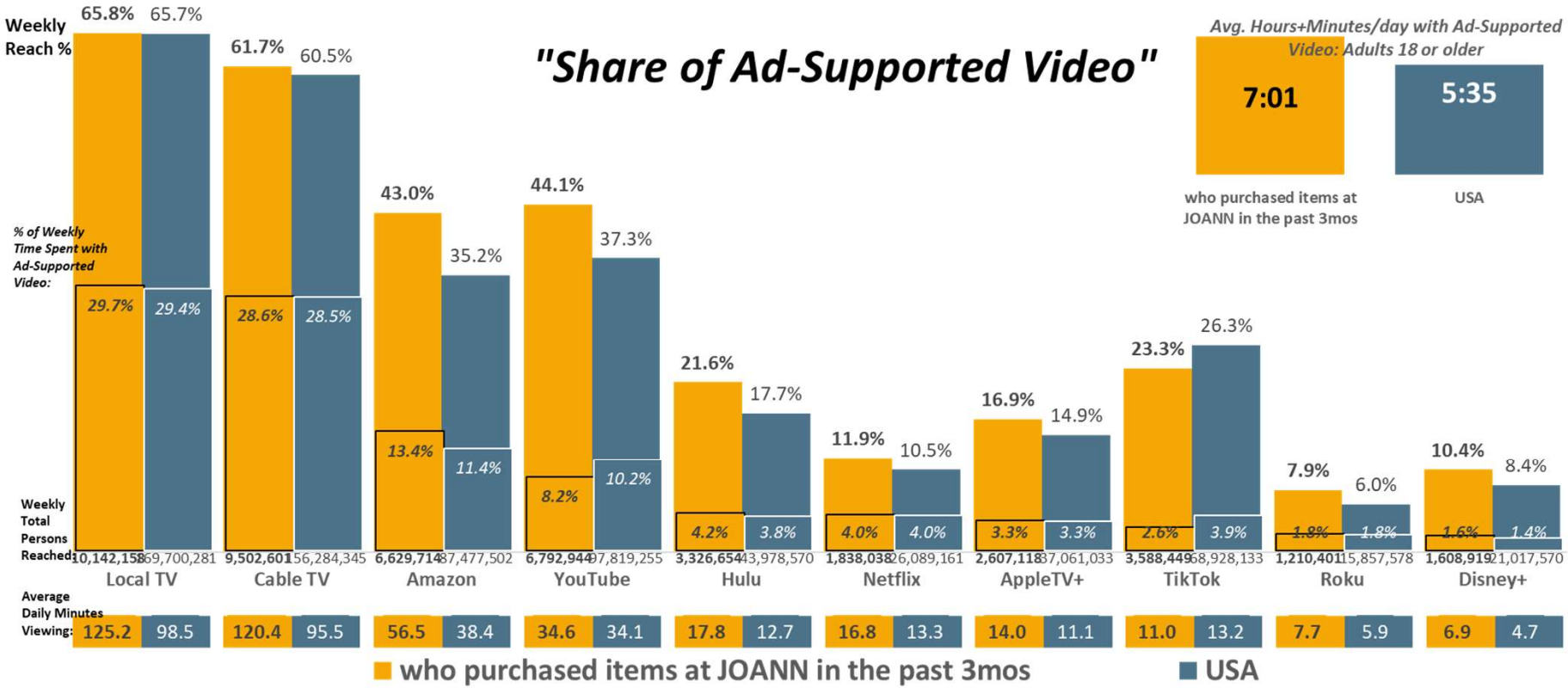
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Stores/services bought past 3 months: Michaels

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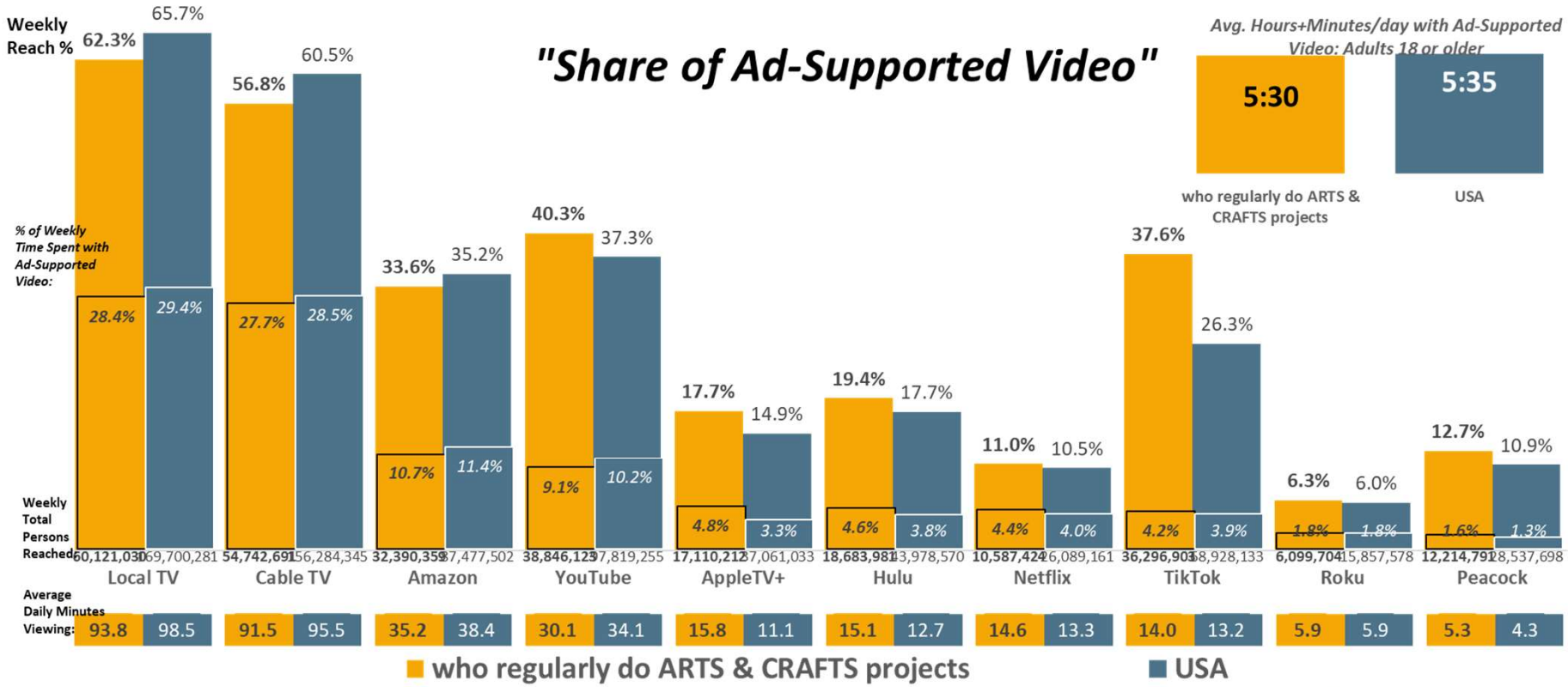
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Stores/services bought past 3 months: JoAnn Fabric and Craft



Regularly do ARTS & CRAFTS

60,121,030 or 62.3% of Adults 18 or older who regularly do ARTS & CRAFTS projects watch Ad-Supported Local TV Stations for an average of 93.8 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.



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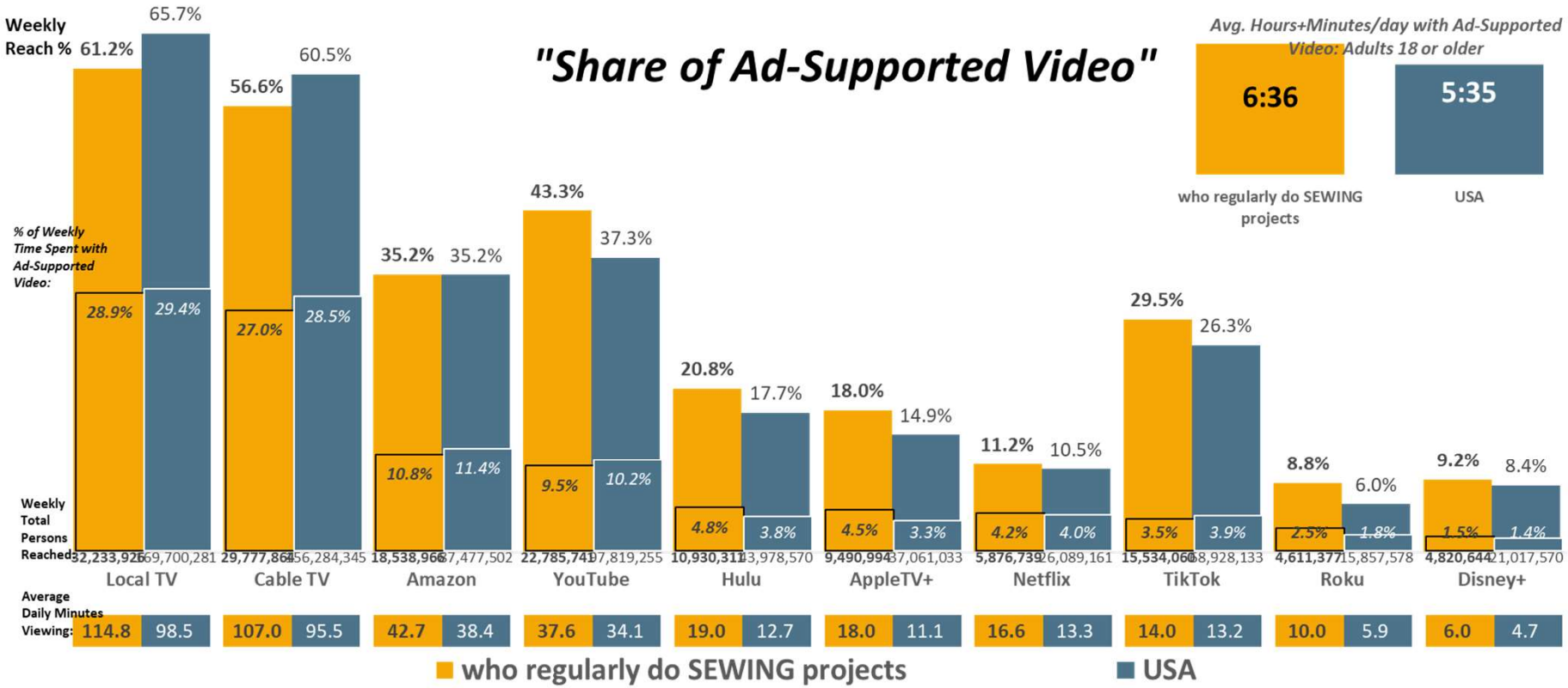
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Activities done regularly: Arts & crafts



Regularly do SEWING Projects

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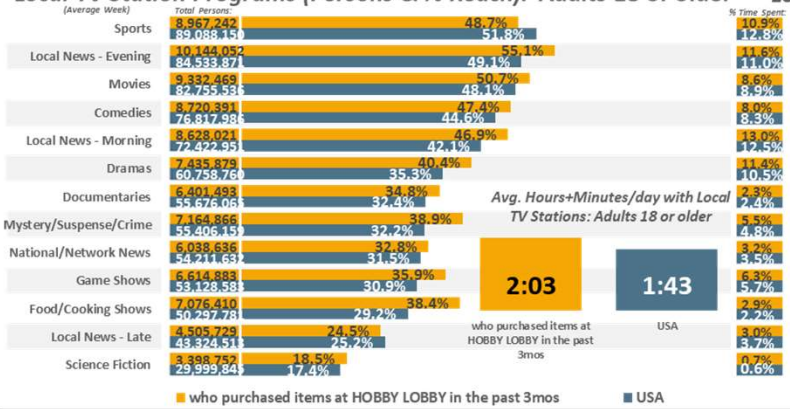
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Activities past 12 months: Sewing - crafts

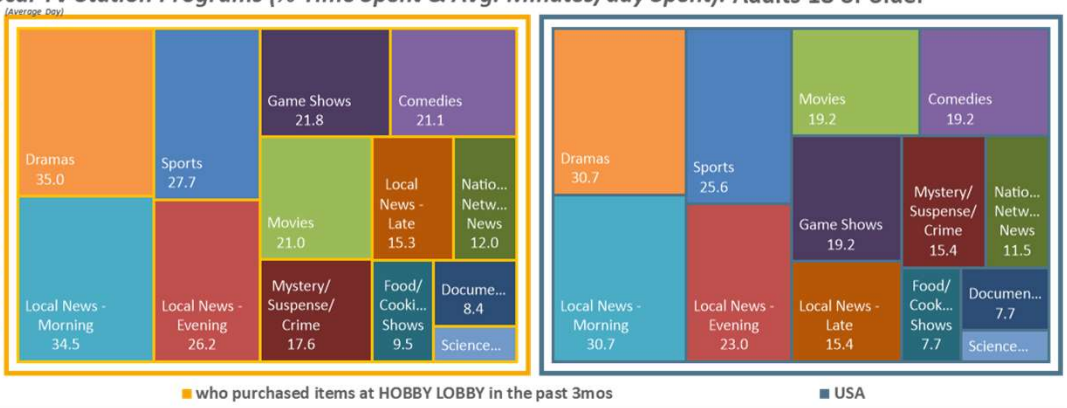
HOBBY LOBBY

18,011,790 or 69.6% of Adults 18 or older who purchased items at HOBBY LOBBY in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Sports, Local News - Morning, Comedies, and Dramas.

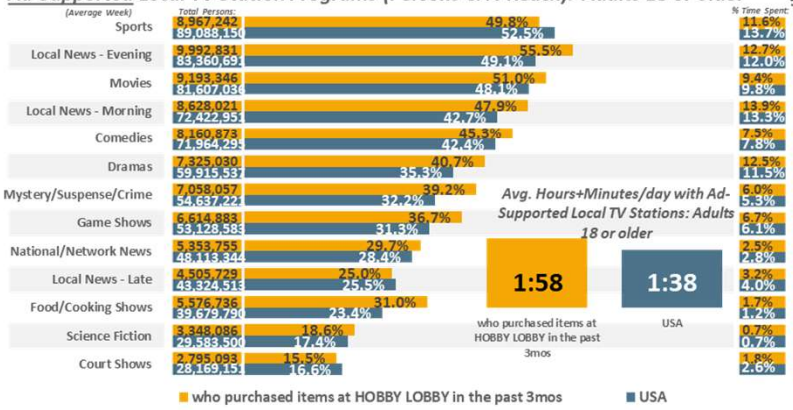
Local TV Station Programs (Persons & % Reach): Adults 18 or older



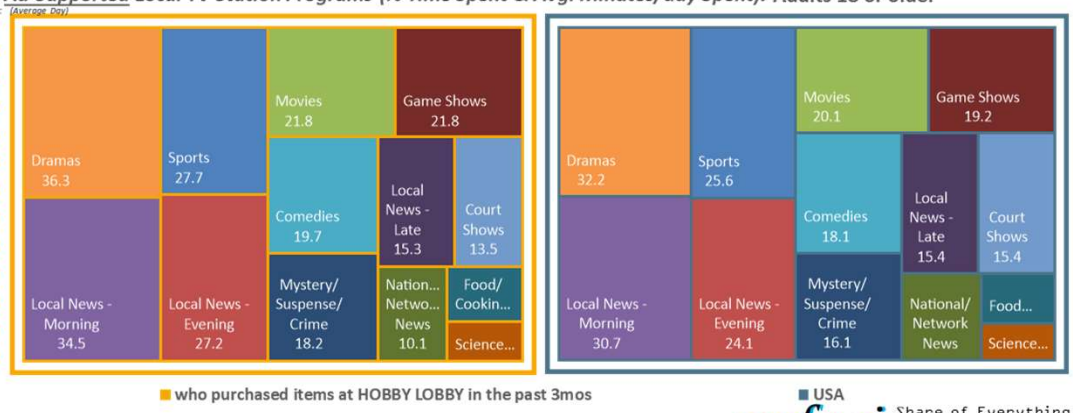
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *12,546*

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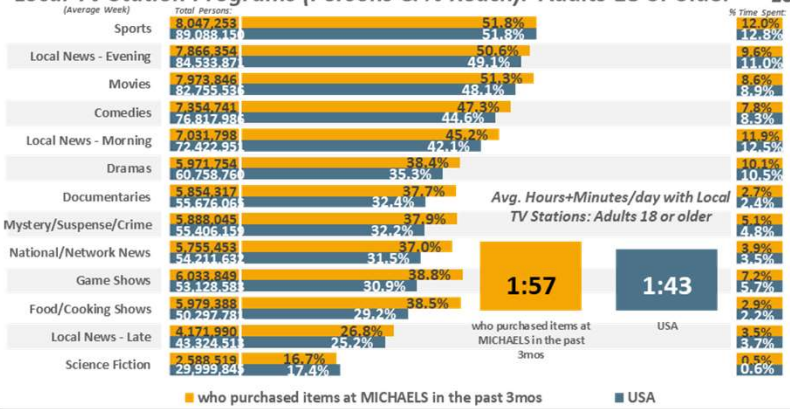
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

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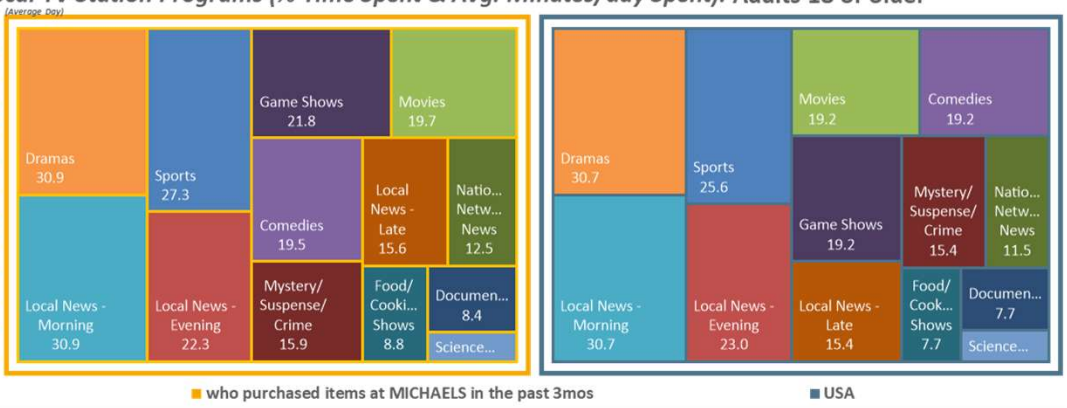
Stores/services bought past 3 months: Hobby Lobby

15,315,033 or 63.9% of Adults 18 or older who purchased items at MICHAELS in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Local News - Morning, Comedies, and Game Shows.

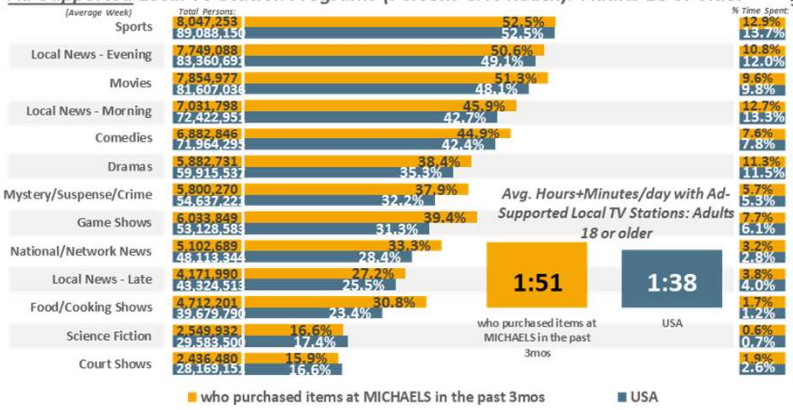
Local TV Station Programs (Persons & % Reach): Adults 18 or older



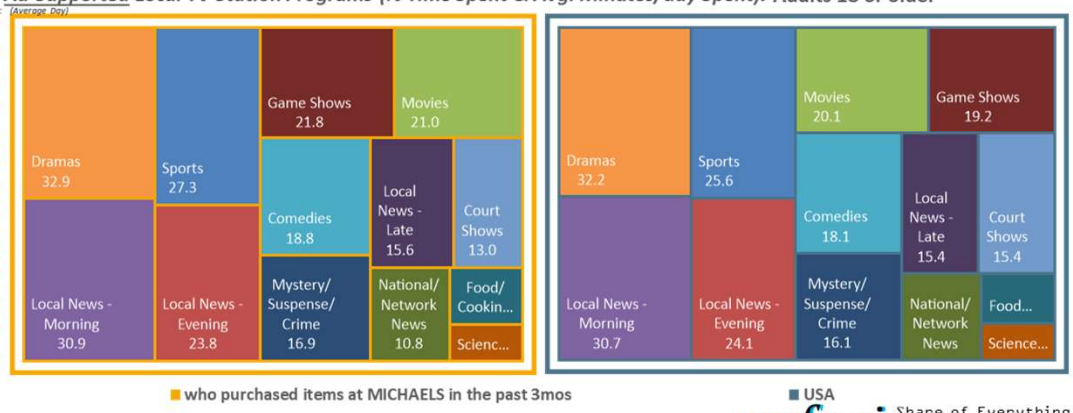
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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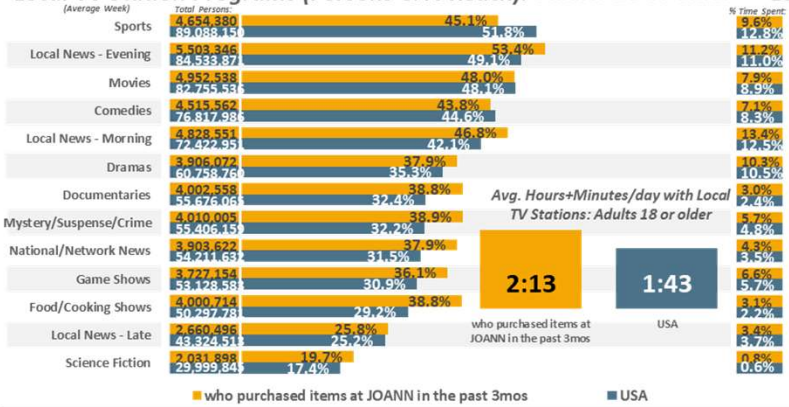
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Stores/services bought past 3 months: Michaels

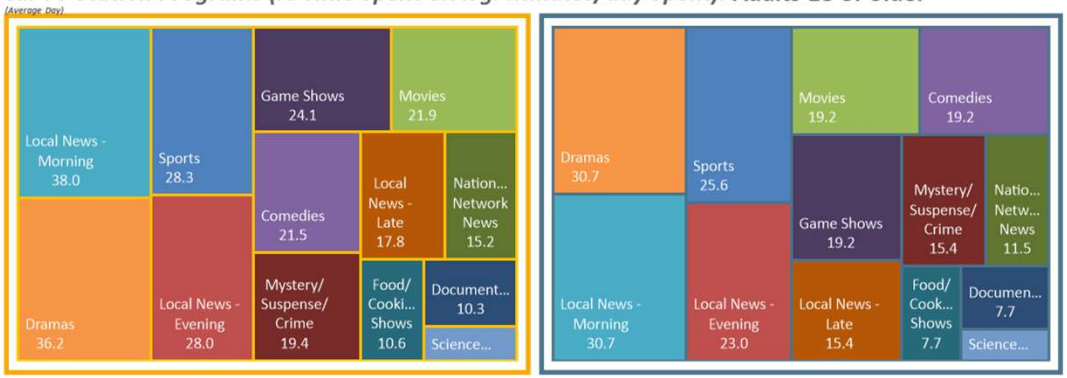
JOANN

10,142,158 or 65.8% of Adults 18 or older who purchased items at JOANN in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Local News - Morning, Sports, Comedies, and Mystery/Suspense/Crime.

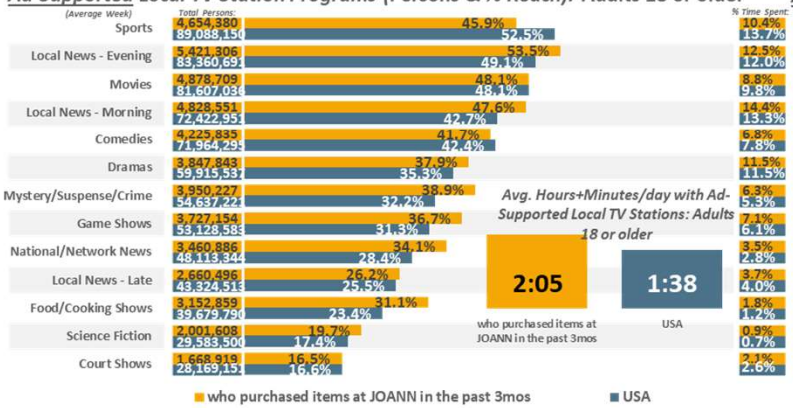
Local TV Station Programs (Persons & % Reach): Adults 18 or older



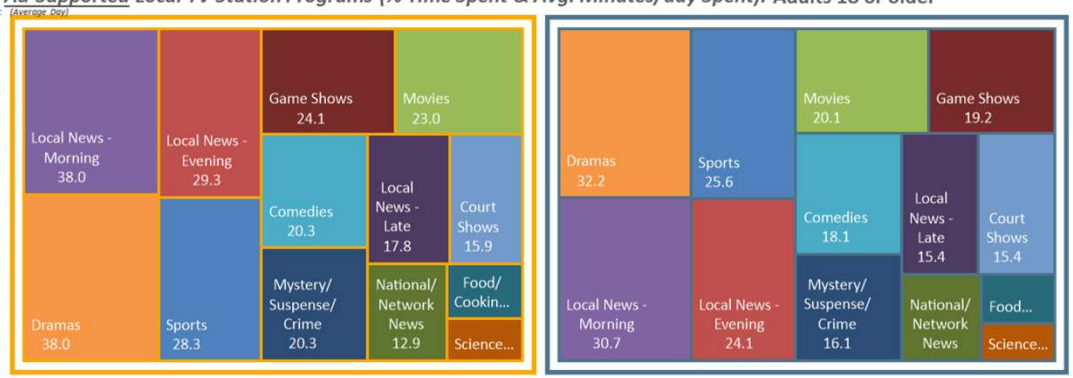
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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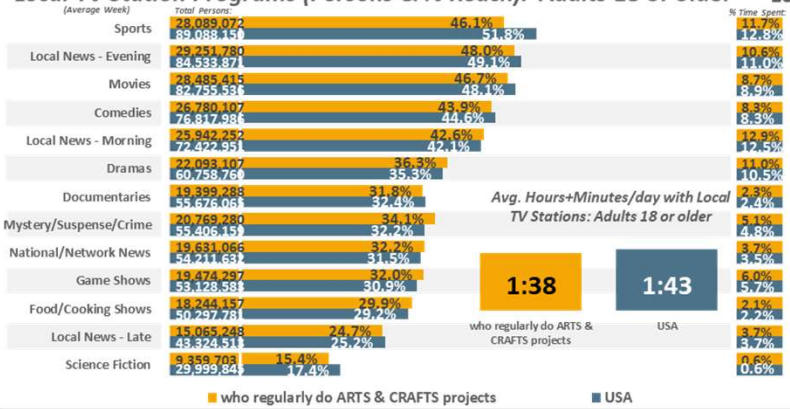
Stores/services bought past 3 months: JoAnn Fabric and Craft



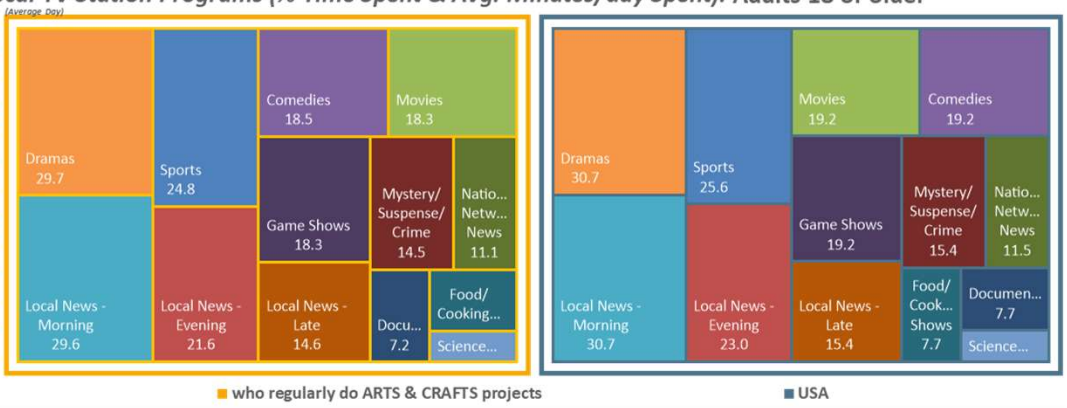
Regularly do ARTS & CRAFTS

60,121,030 or 62.3% of Adults 18 or older who regularly do ARTS & CRAFTS projects watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and Dramas.

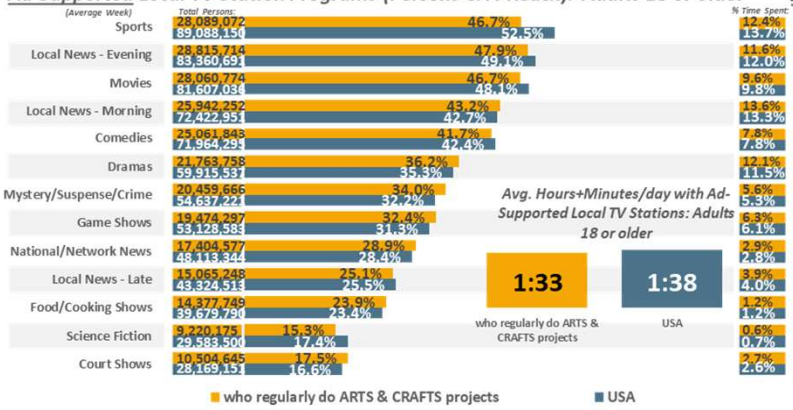
Local TV Station Programs (Persons & % Reach): Adults 18 or older



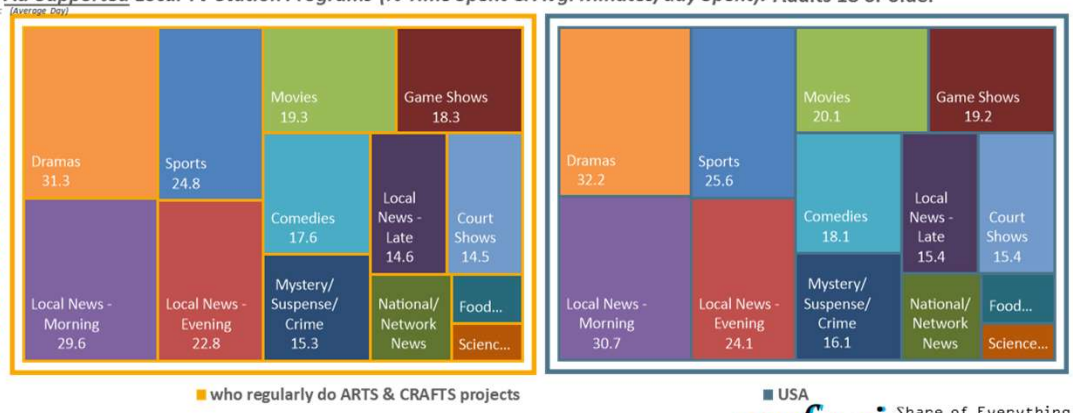
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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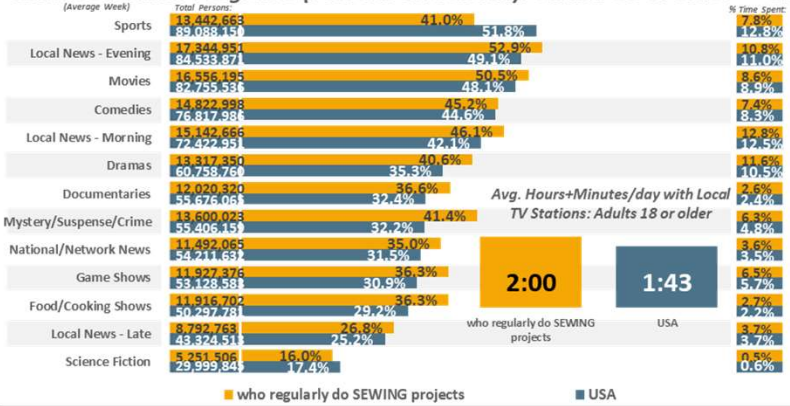
Activities done regularly: Arts & crafts



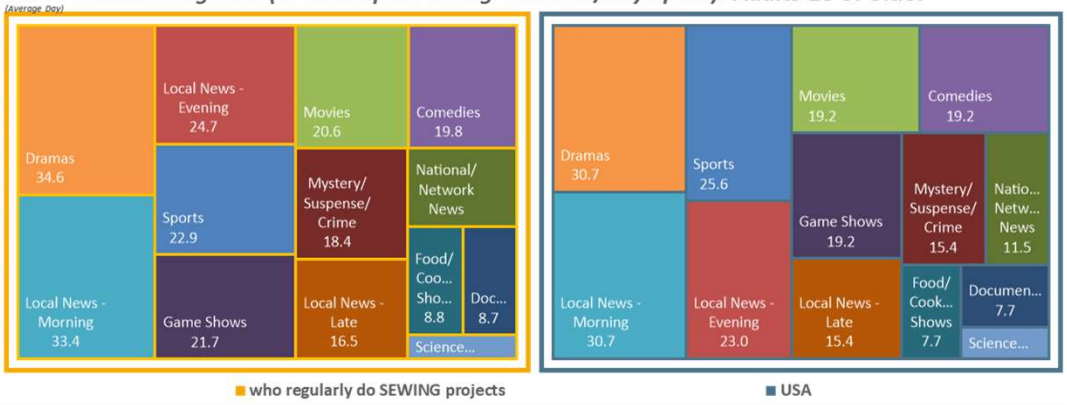
Regularly do SEWING Projects

32,233,926 or 61.2% of Adults 18 or older who regularly do SEWING projects watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Local News - Morning, Comedies, Sports, and Mystery/Suspense/Crime.

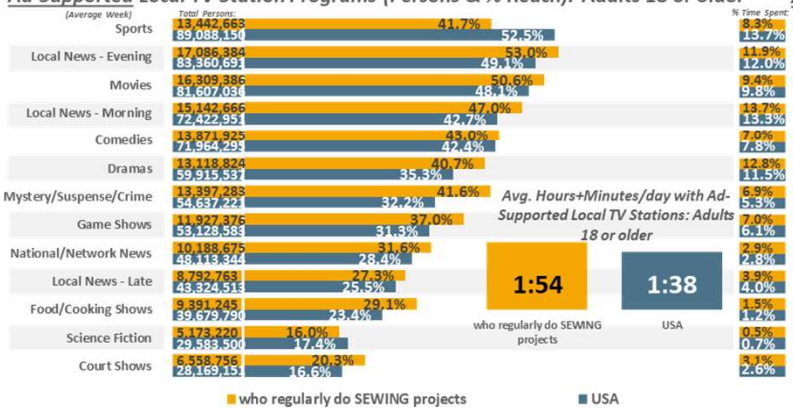
Local TV Station Programs (Persons & % Reach): Adults 18 or older



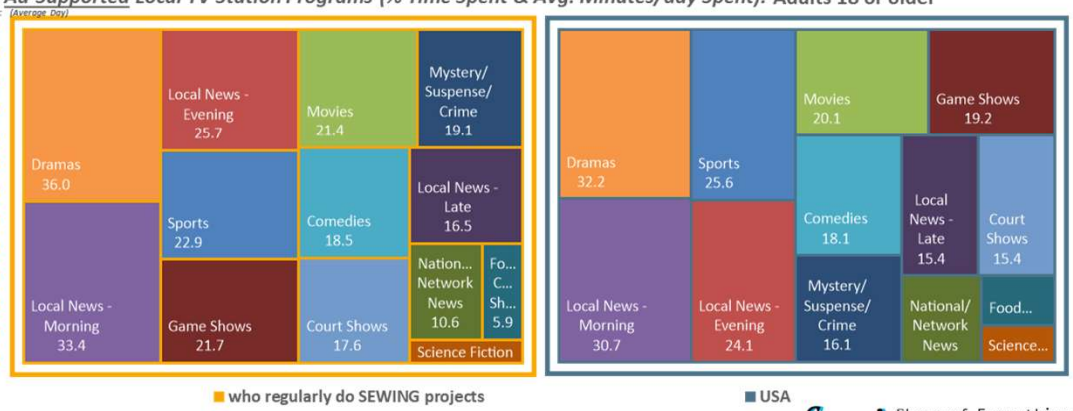
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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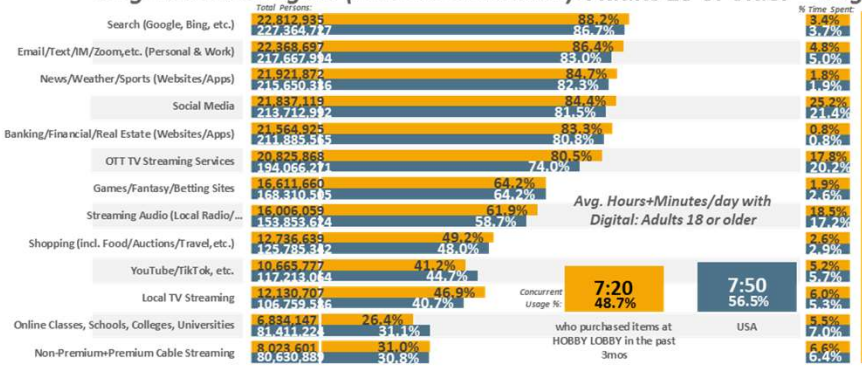
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Activities past 12 months: Sewing - crafts

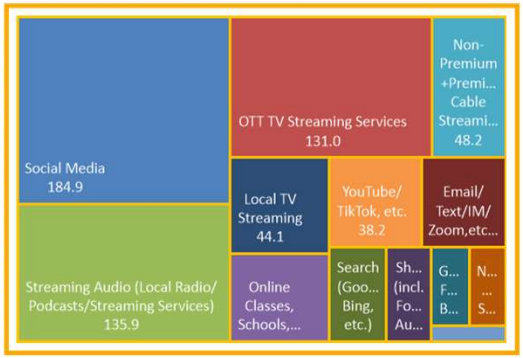
HOBBY LOBBY

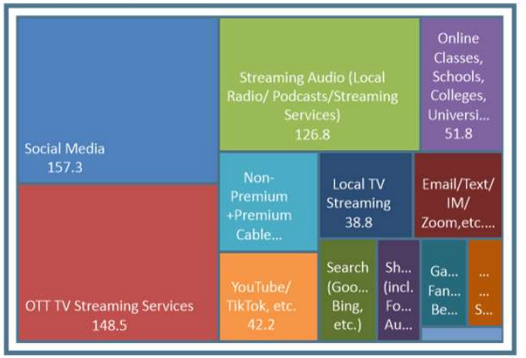
19,817,318 or 76.6% of Adults 18 or older who purchased items at HOBBY LOBBY in the past 3mos use Ad-Supported Social Media for an average of 170.1 minutes every day representing 29.6% of all time spent daily with Ad-Supported Digital Media.

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

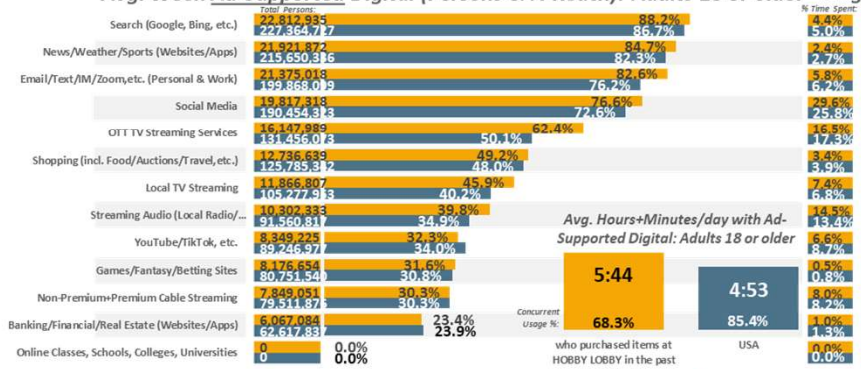


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

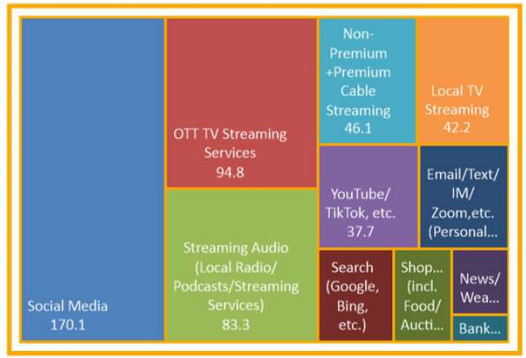


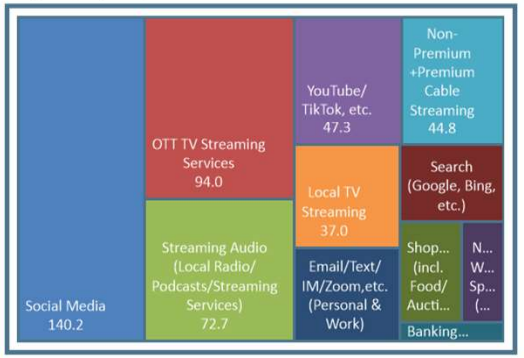


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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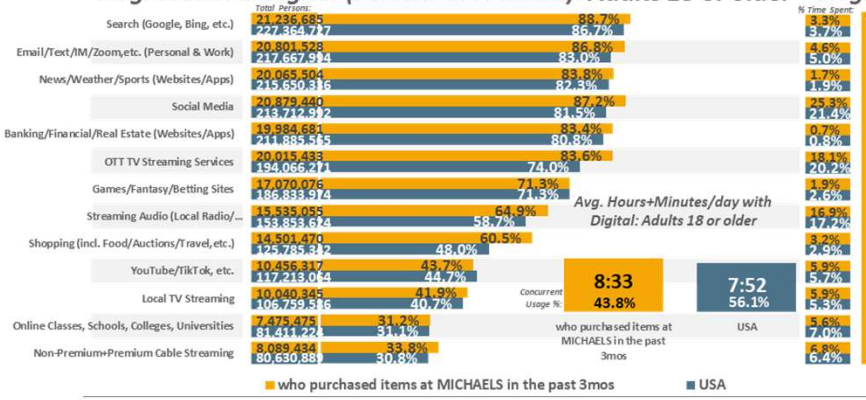
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Stores/services bought past 3 months: Hobby Lobby

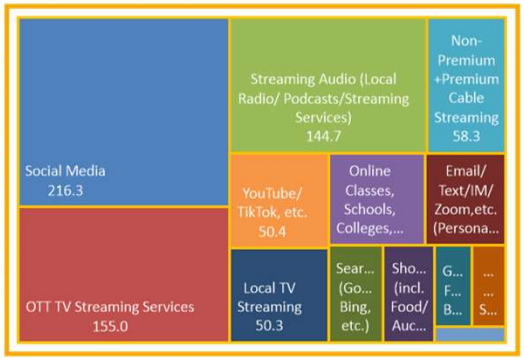


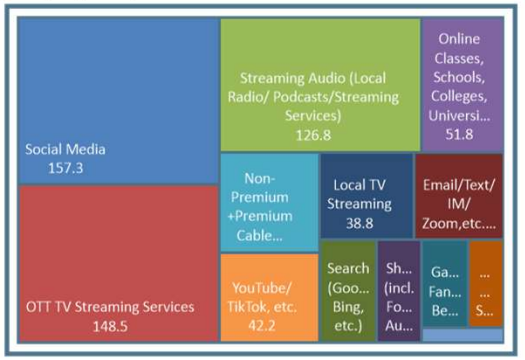
18,619,217 or 77.7% of Adults 18 or older who purchased items at MICHAELS in the past 3mos use Ad-Supported Social Media for an average of 199. minutes every day representing 29.8% of all time spent daily with Ad-Supported Digital Media.

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

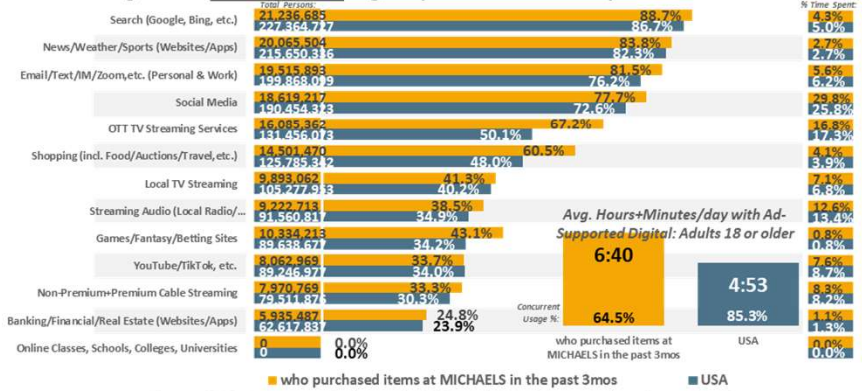


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

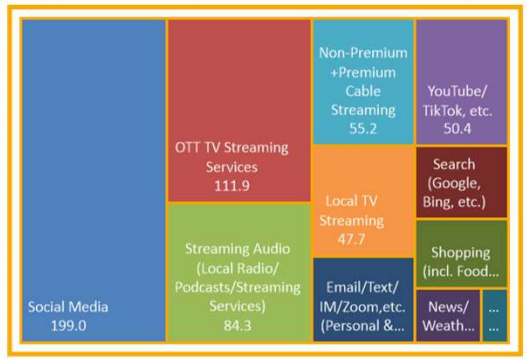


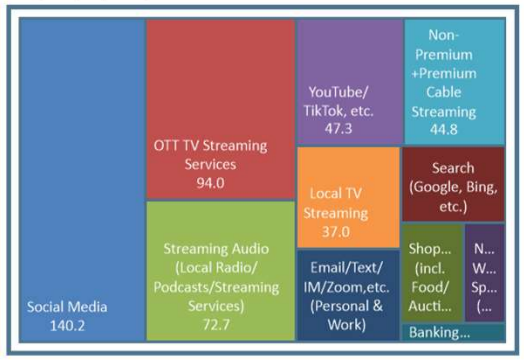


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





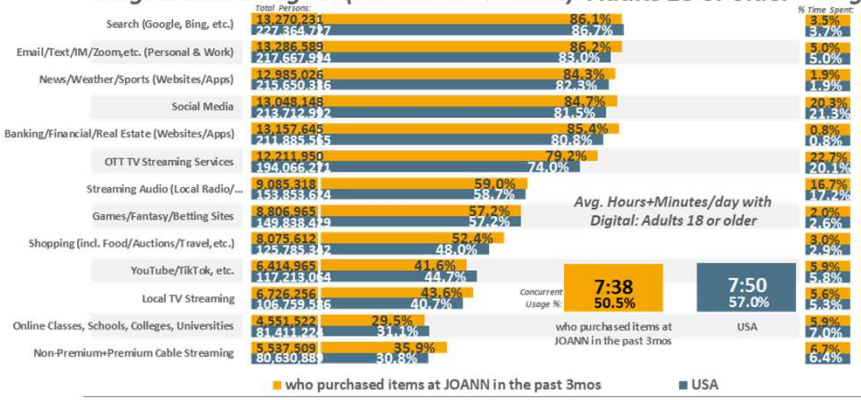
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Stores/services bought past 3 months: Michaels

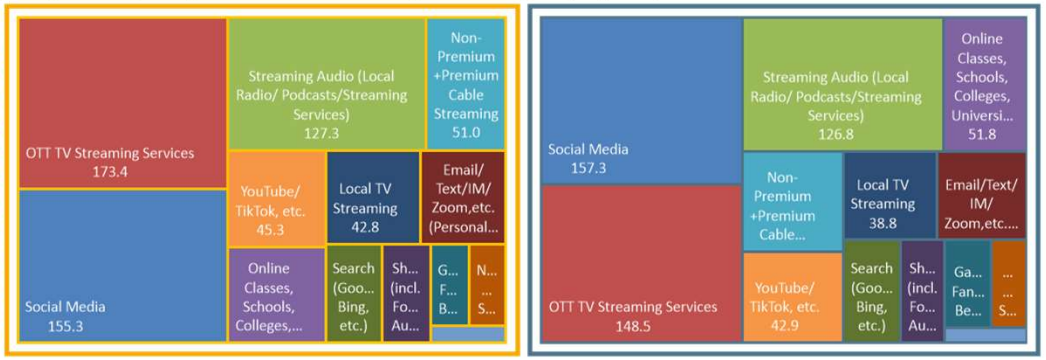
JOANN

11,433,674 or 74.2% of Adults 18 or older who purchased items at JOANN in the past 3mos use Ad-Supported Social Media for an average of 142.9 minutes every day representing 24.3% of all time spent daily with Ad-Supported Digital Media.

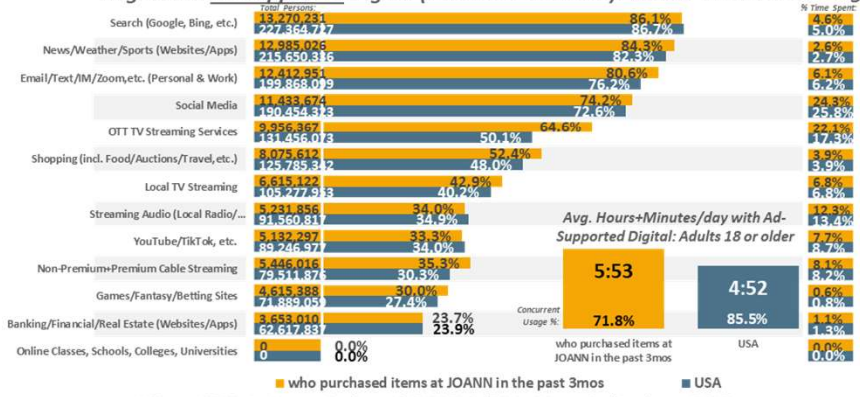
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



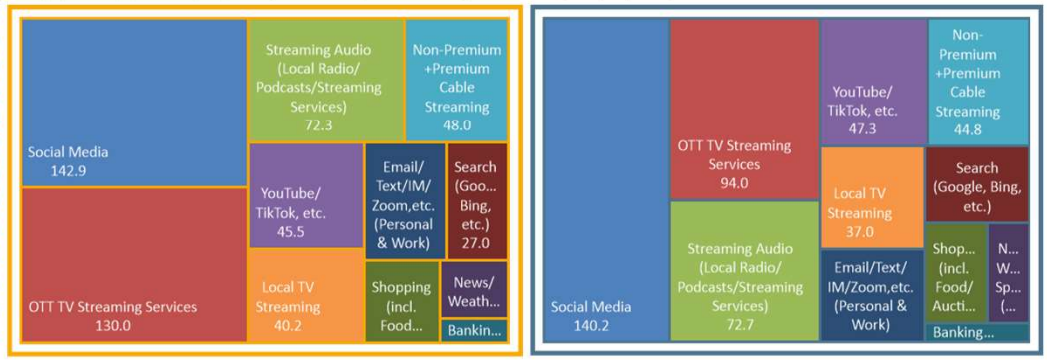
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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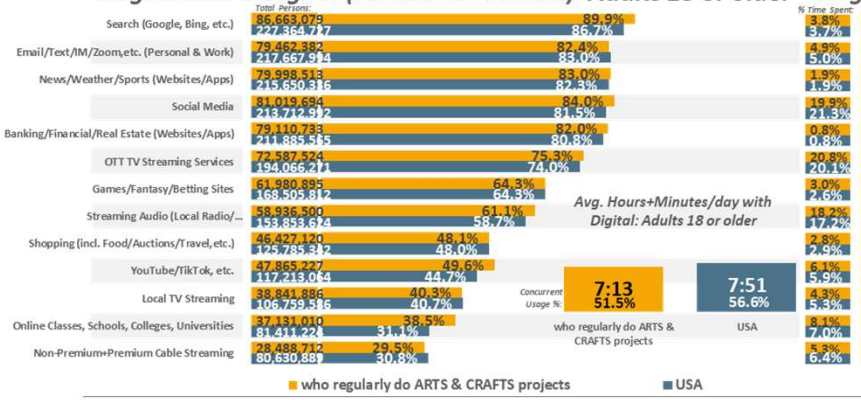
Stores/services bought past 3 months: JoAnn Fabric and Craft



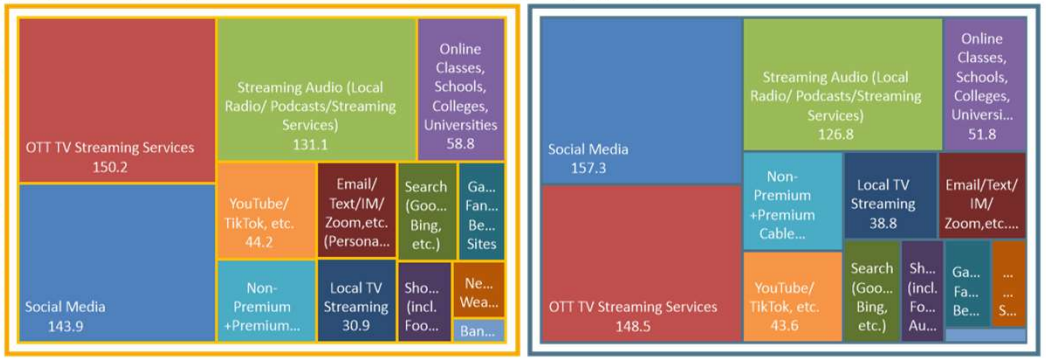
Regularly do ARTS & CRAFTS

69,482,022 or 72.1% of Adults 18 or older who regularly do ARTS & CRAFTS projects use Ad-Supported Social Media for an average of 132.4 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

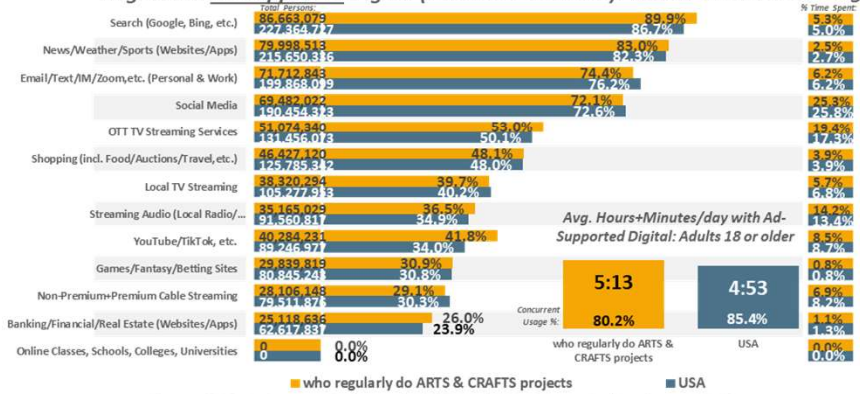
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



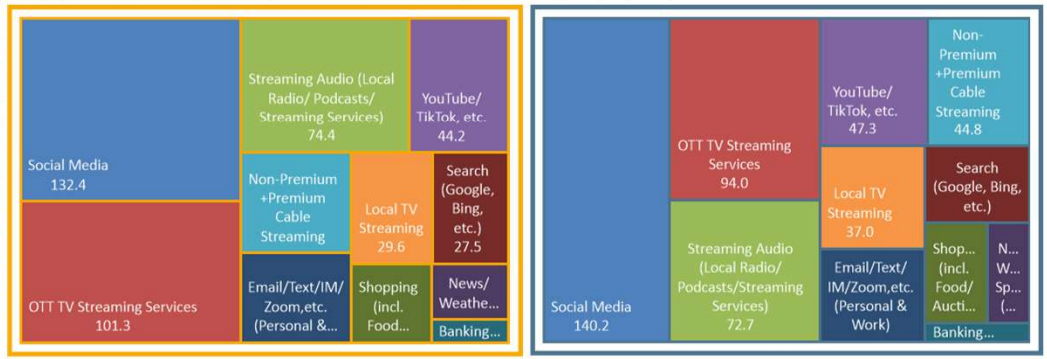
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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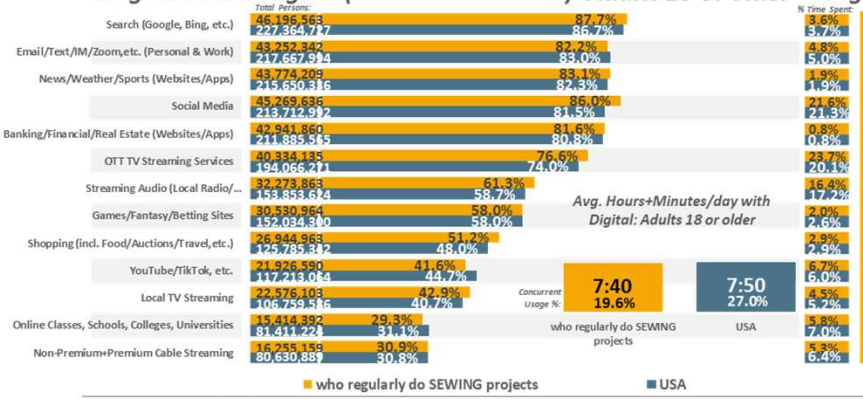
Activities done regularly: Arts & crafts



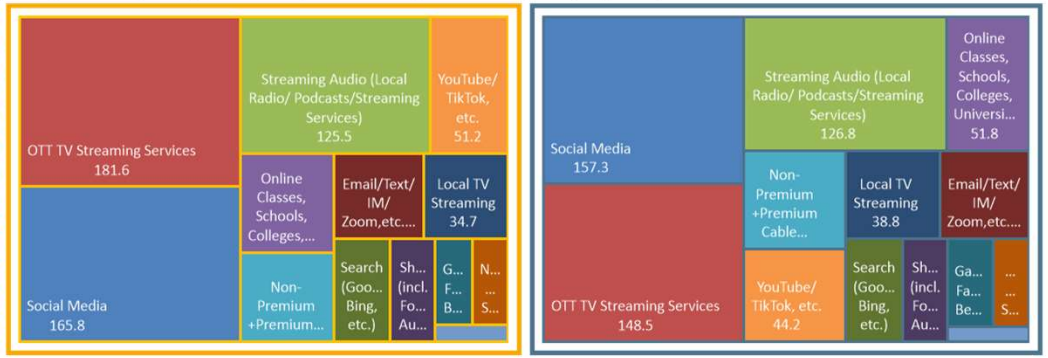
Regularly do SEWING Projects

41,100,209 or 78.1% of Adults 18 or older who regularly do SEWING projects use Ad-Supported Social Media for an average of 150.5 minutes every day representing 26.% of all time spent daily with Ad-Supported Digital Media.

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



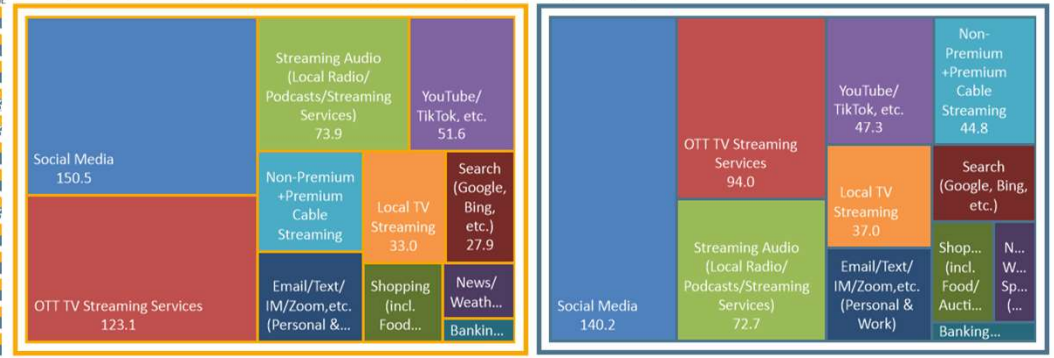
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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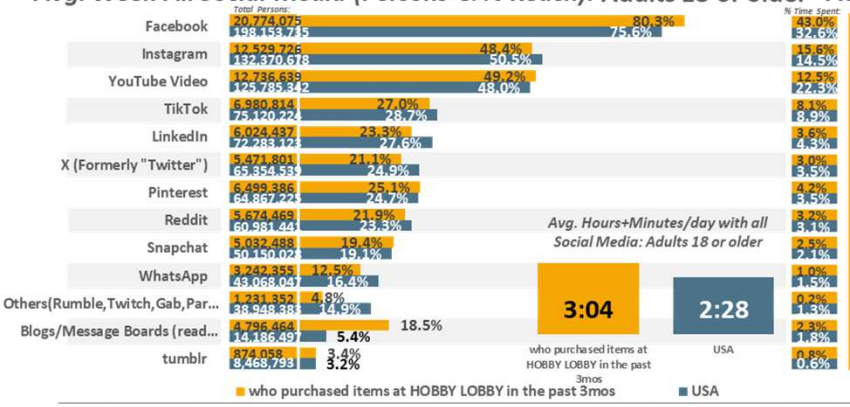
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Activities past 12 months: Sewing - crafts

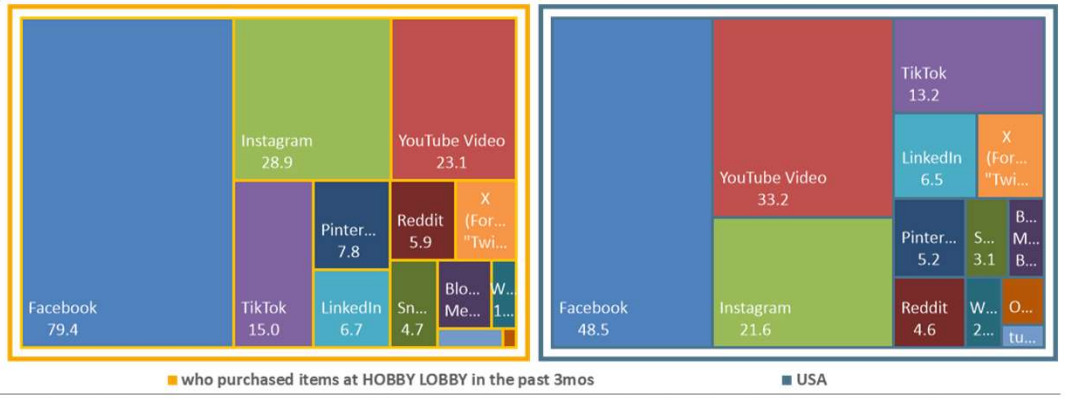
HOBBY LOBBY

19,817,318 or 76.6% of Adults 18 or older who purchased items at HOBBY LOBBY in the past 3mos use Ad-Supported Facebook for an average of 67.2 minutes every day representing 40.% of all time spent daily with Ad-Supported Social Media.

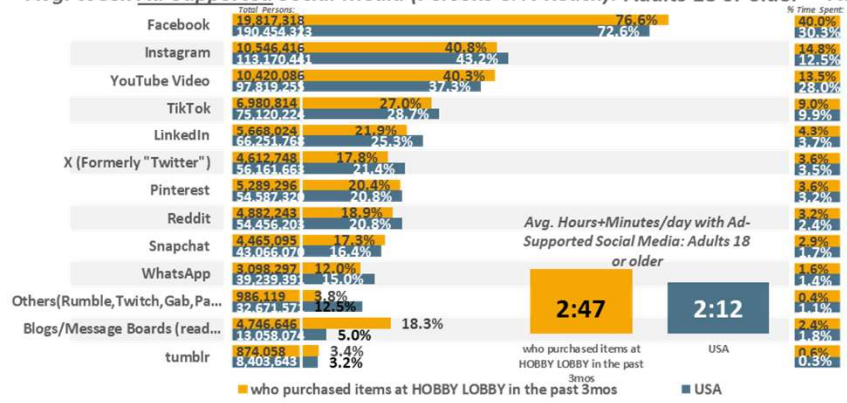
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



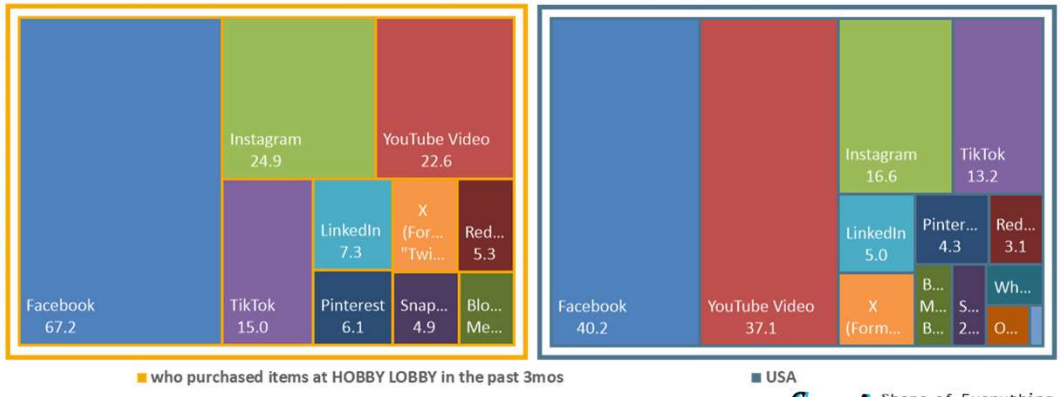
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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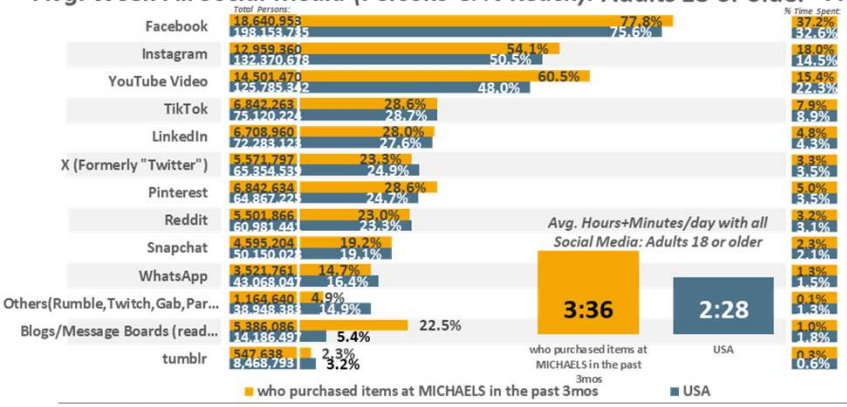
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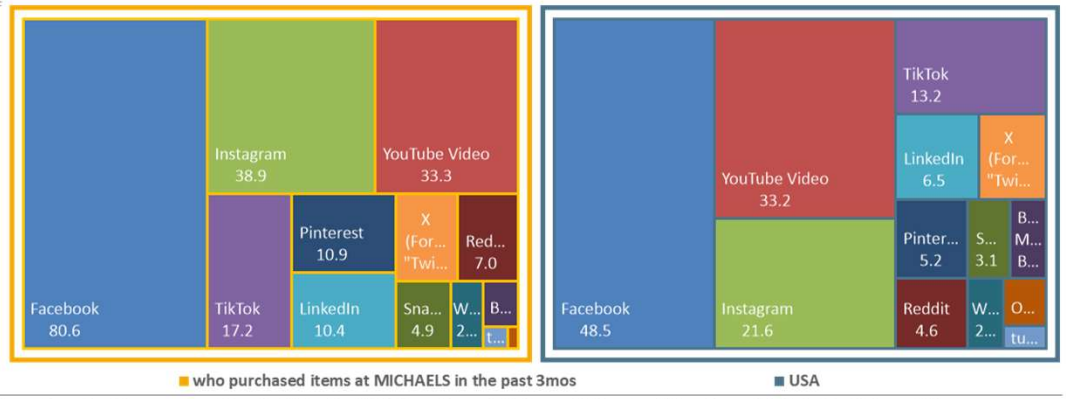
Stores/services bought past 3 months: Hobby Lobby

18,619,217 or 77.7% of Adults 18 or older who purchased items at MICHAELS in the past 3mos use Ad-Supported Facebook for an average of 74.1 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.

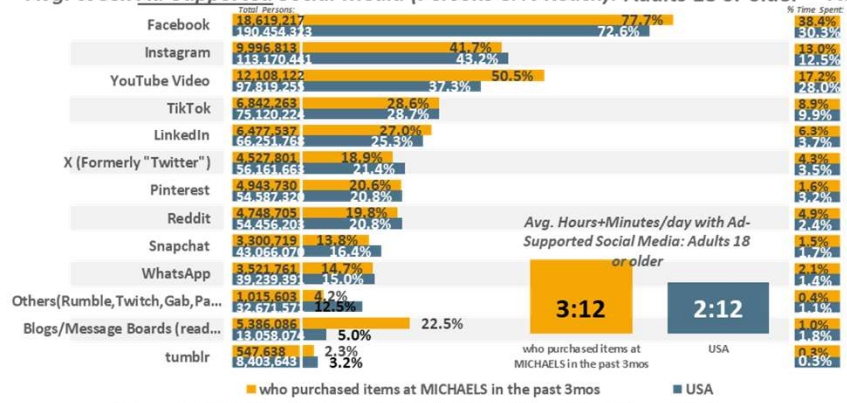
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



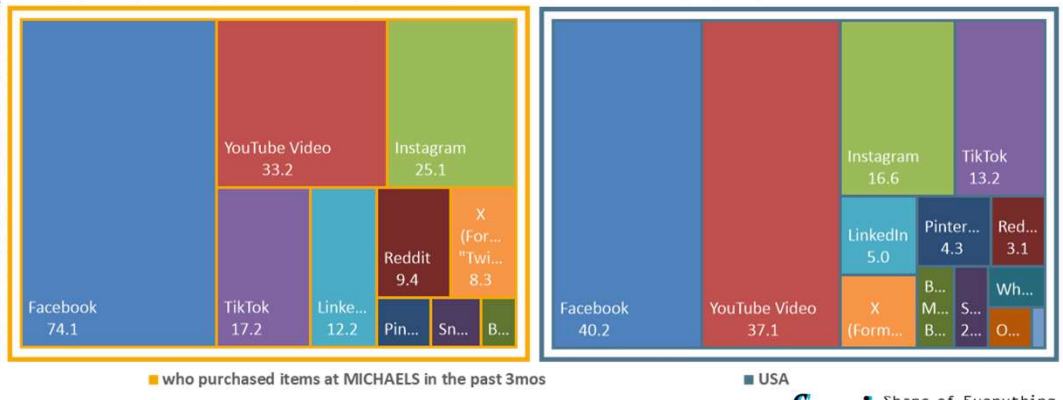
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 12,546

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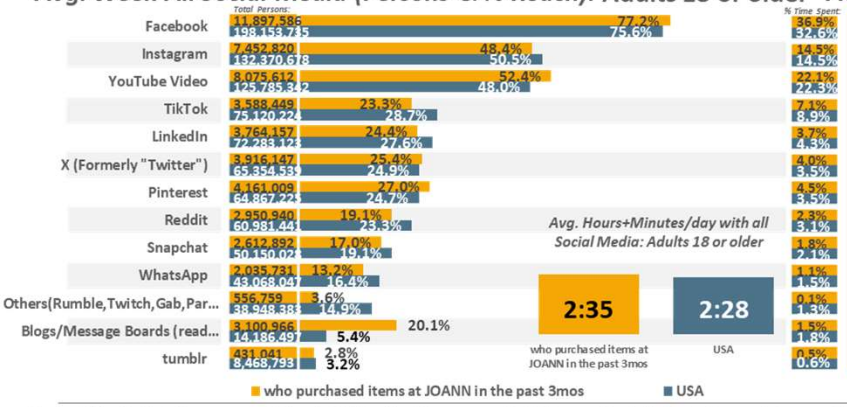
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Stores/services bought past 3 months: Michaels

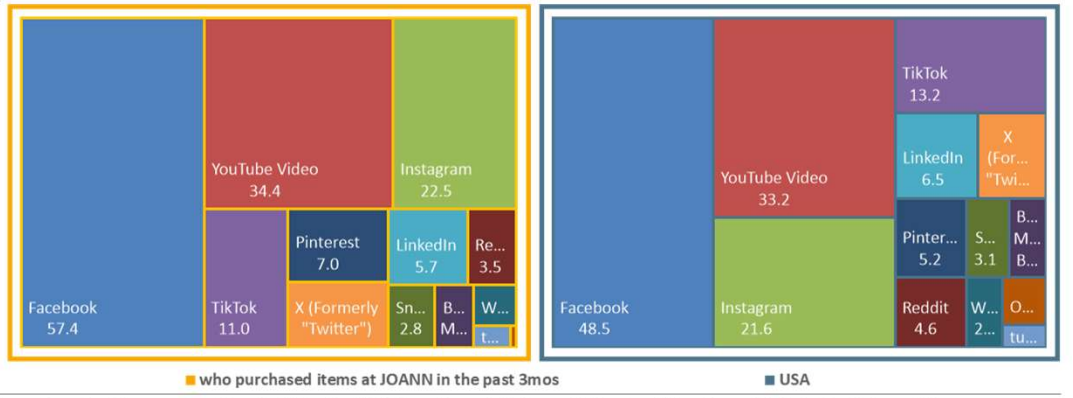
JOANN

11,433,674 or 74.2% of Adults 18 or older who purchased items at JOANN in the past 3mos use Ad-Supported Facebook for an average of 45.5 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

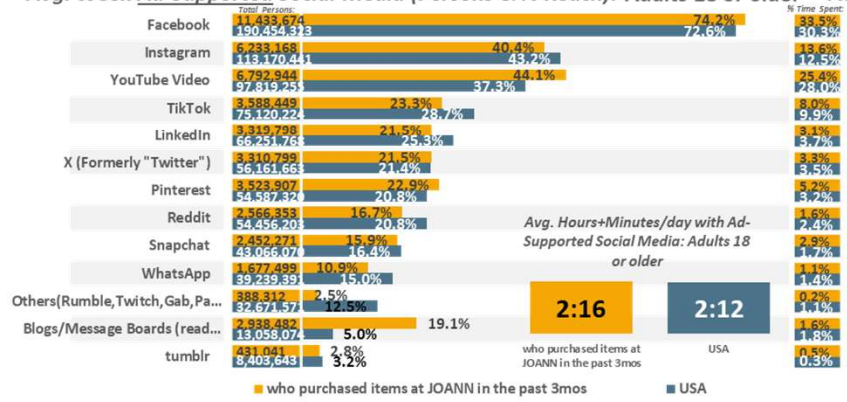
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



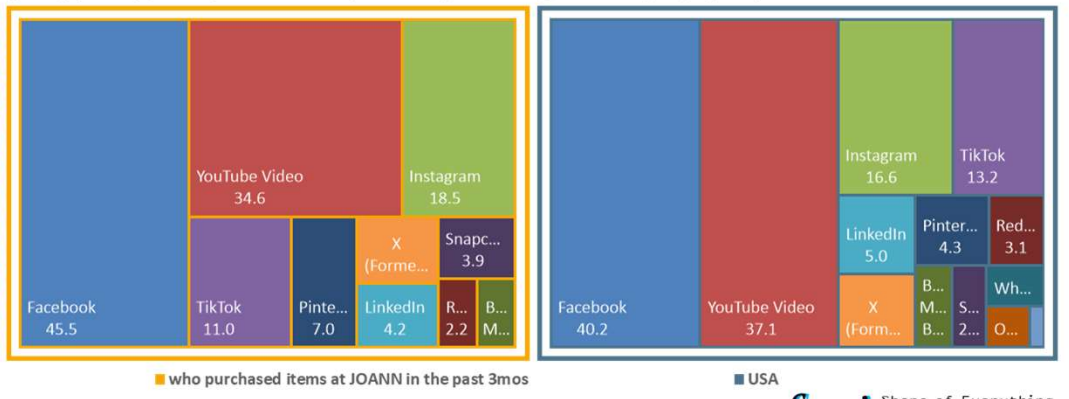
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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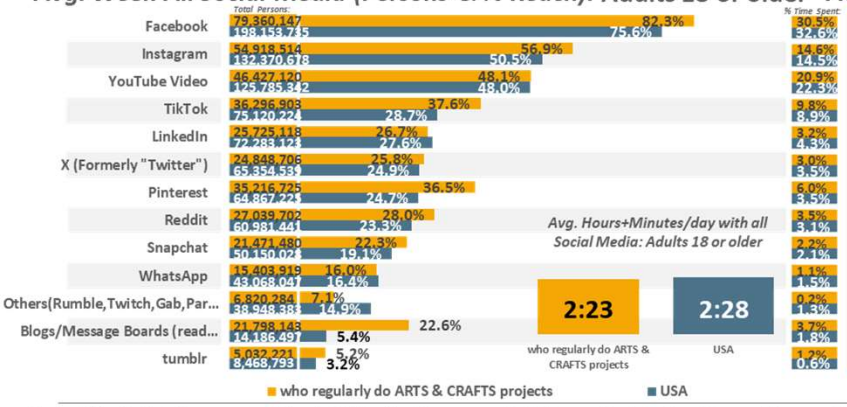
Stores/services bought past 3 months: JoAnn Fabric and Craft



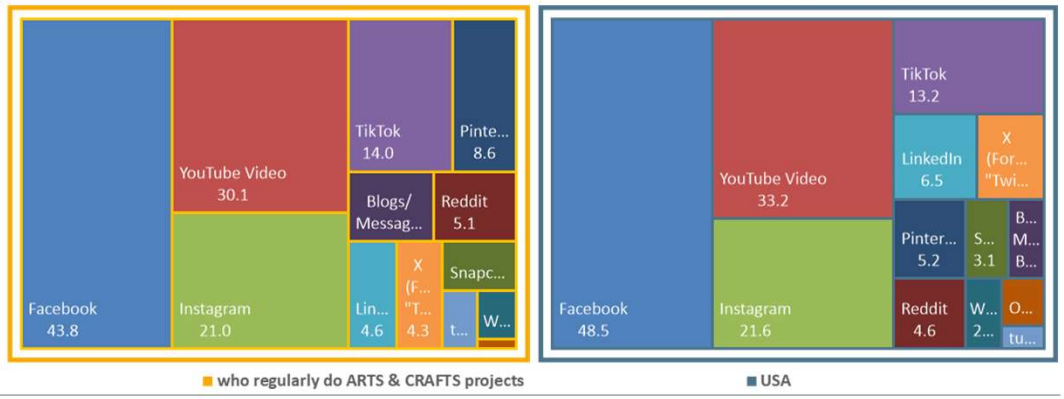
Regularly do ARTS & CRAFTS

69,482,022 or 72.1% of Adults 18 or older who regularly do ARTS & CRAFTS projects use Ad-Supported Facebook for an average of 35.3 minutes every day representing 29.2% of all time spent daily with Ad-Supported Social Media.

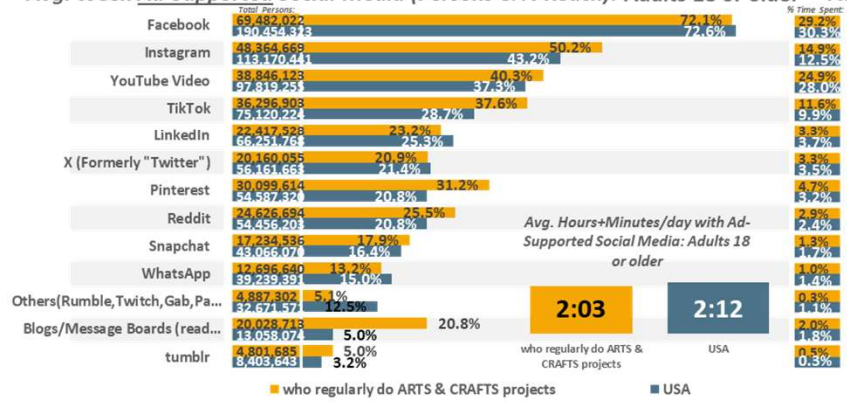
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



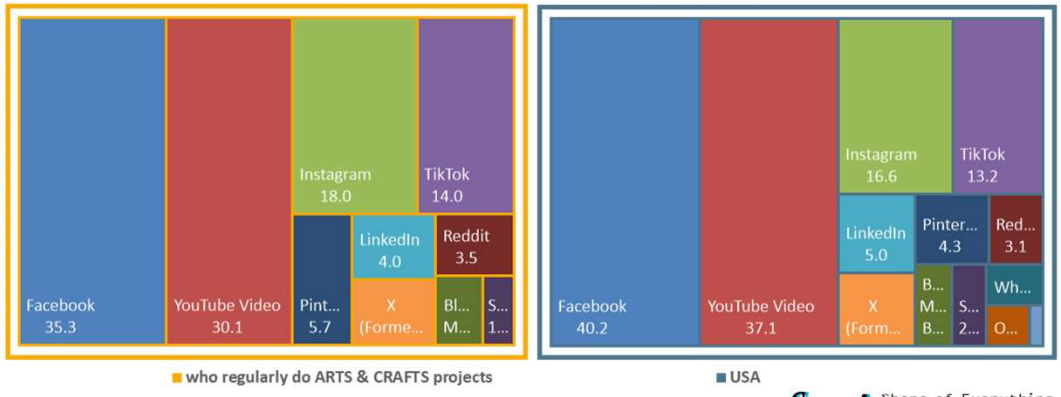
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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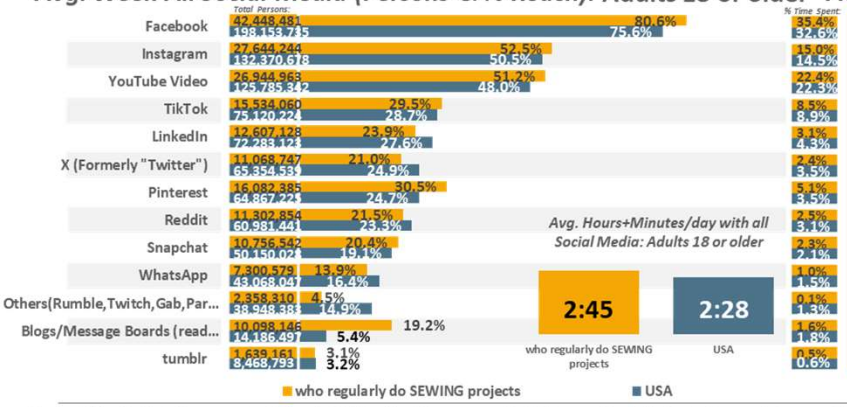
Activities done regularly: Arts & crafts



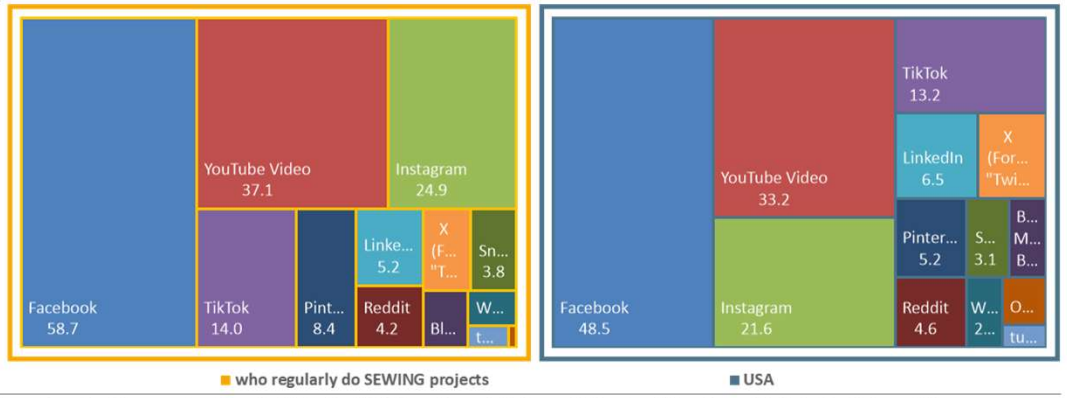
Regularly do SEWING Projects

41,100,209 or 78.1% of Adults 18 or older who regularly do SEWING projects use Ad-Supported Facebook for an average of 52.4 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

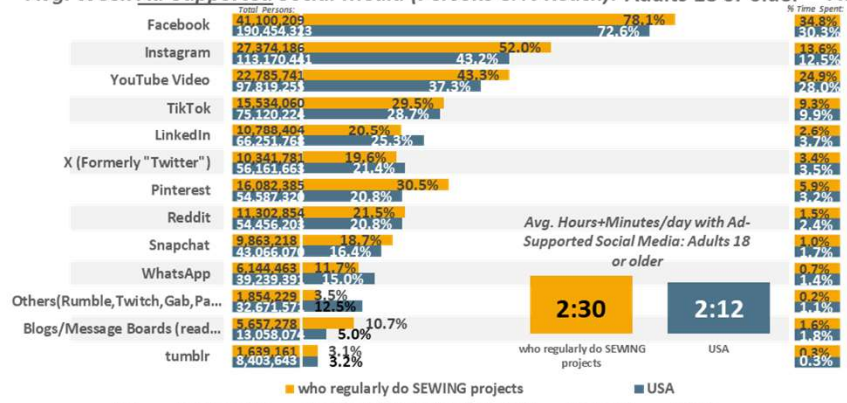
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



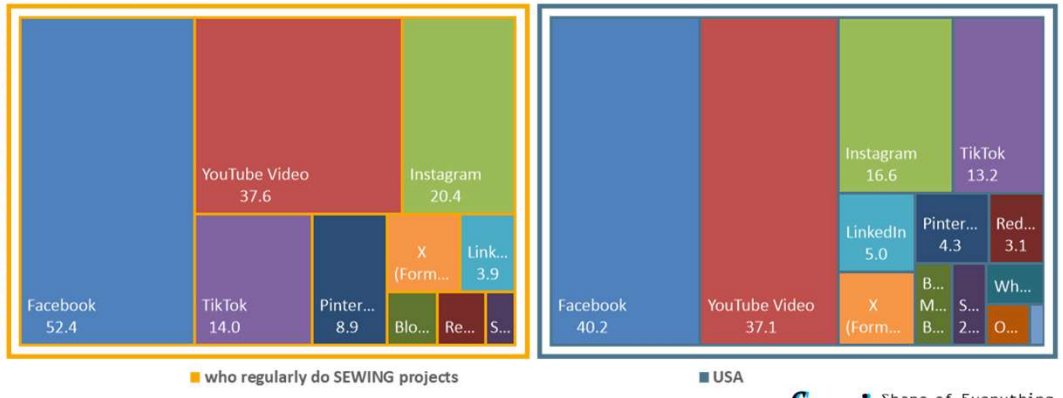
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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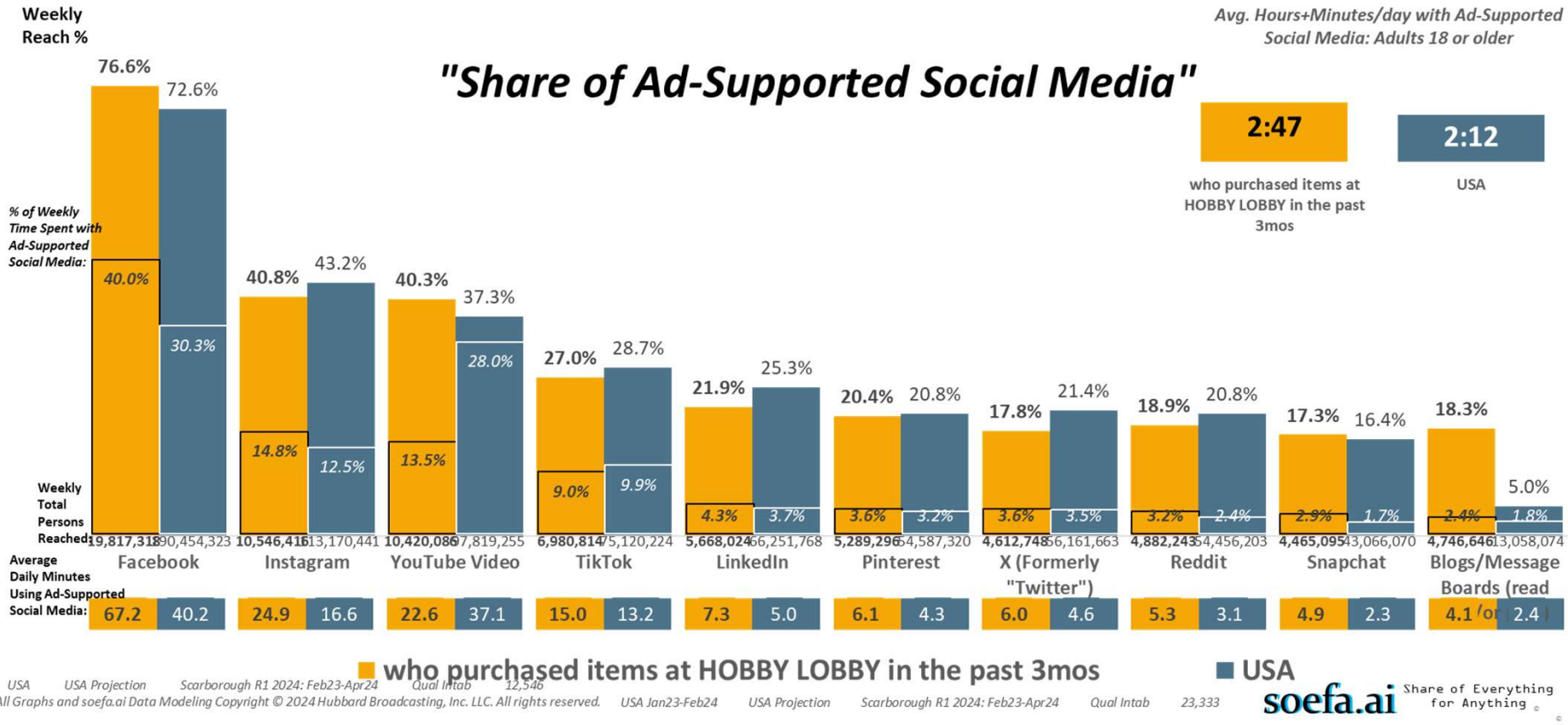
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Activities past 12 months: Sewing - crafts

HOBBY LOBBY

19,817,318 or 76.6% of Adults 18 or older who purchased items at HOBBY LOBBY in the past 3mos use Ad-Supported Facebook for an average of 67.2 minutes every day representing 40.% of all time spent daily with Ad-Supported Social Media.



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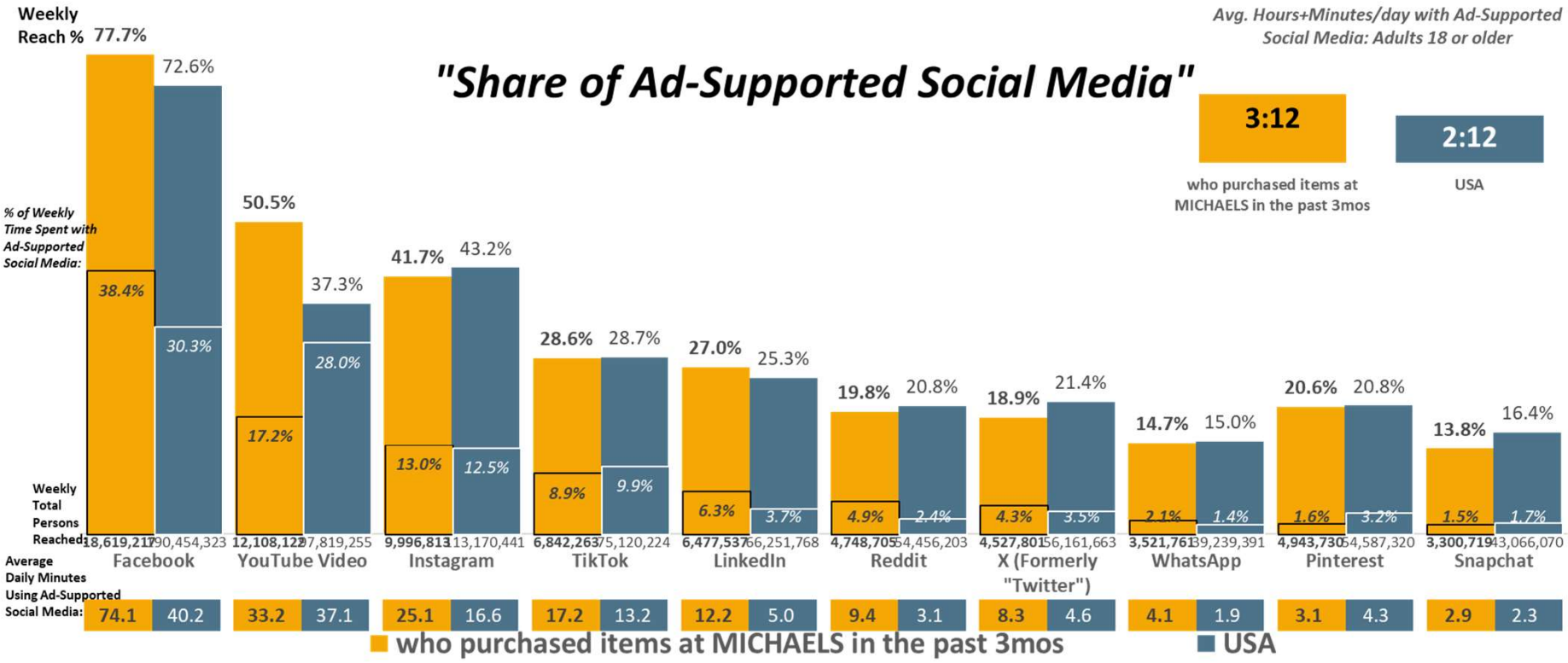
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Stores/services bought past 3 months: Hobby Lobby

Michaels

18,619,217 or 77.7% of Adults 18 or older who purchased items at MICHAELS in the past 3mos use Ad-Supported Facebook for an average of 74.1 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.



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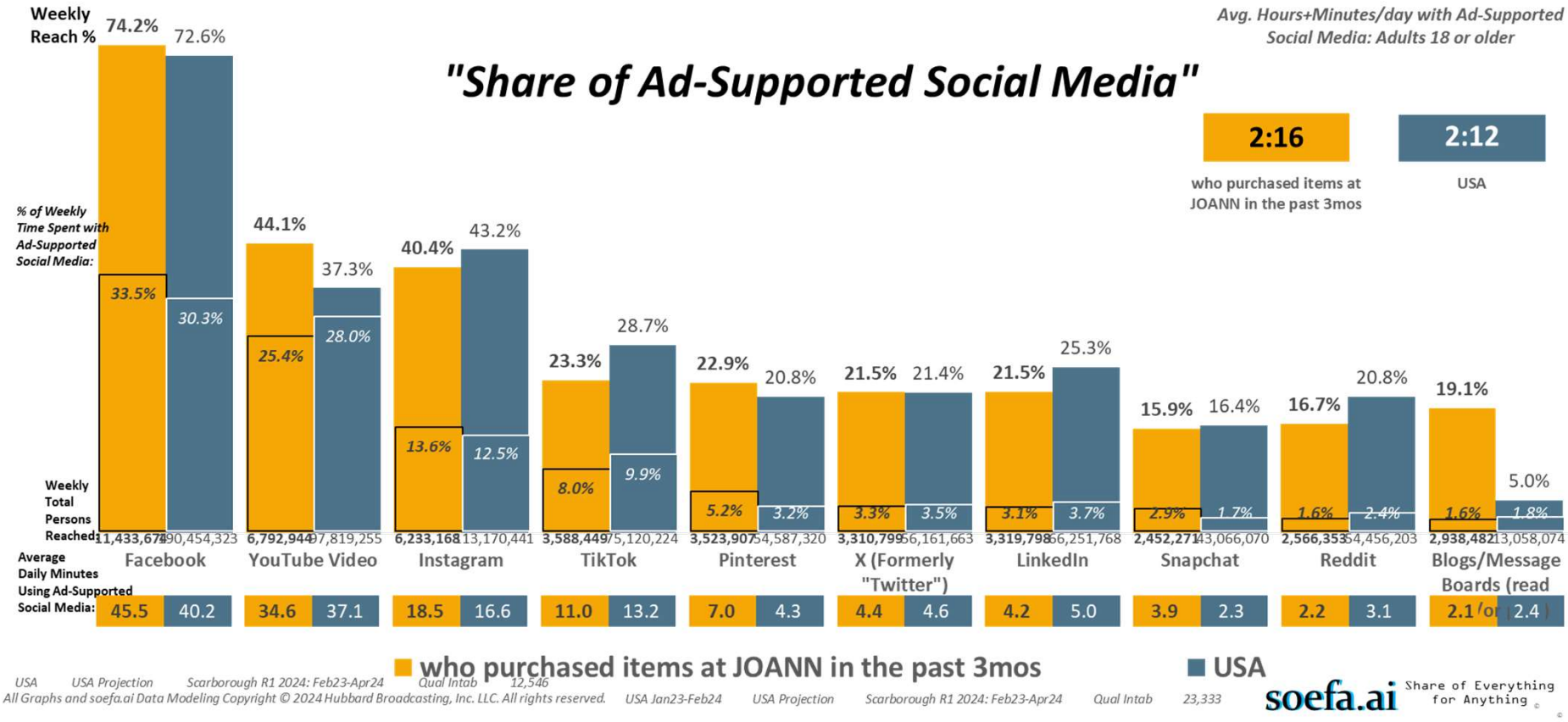
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Stores/services bought past 3 months: Michaels

JOANN

11,433,674 or 74.2% of Adults 18 or older who purchased items at JOANN in the past 3mos use Ad-Supported Facebook for an average of 45.5 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.



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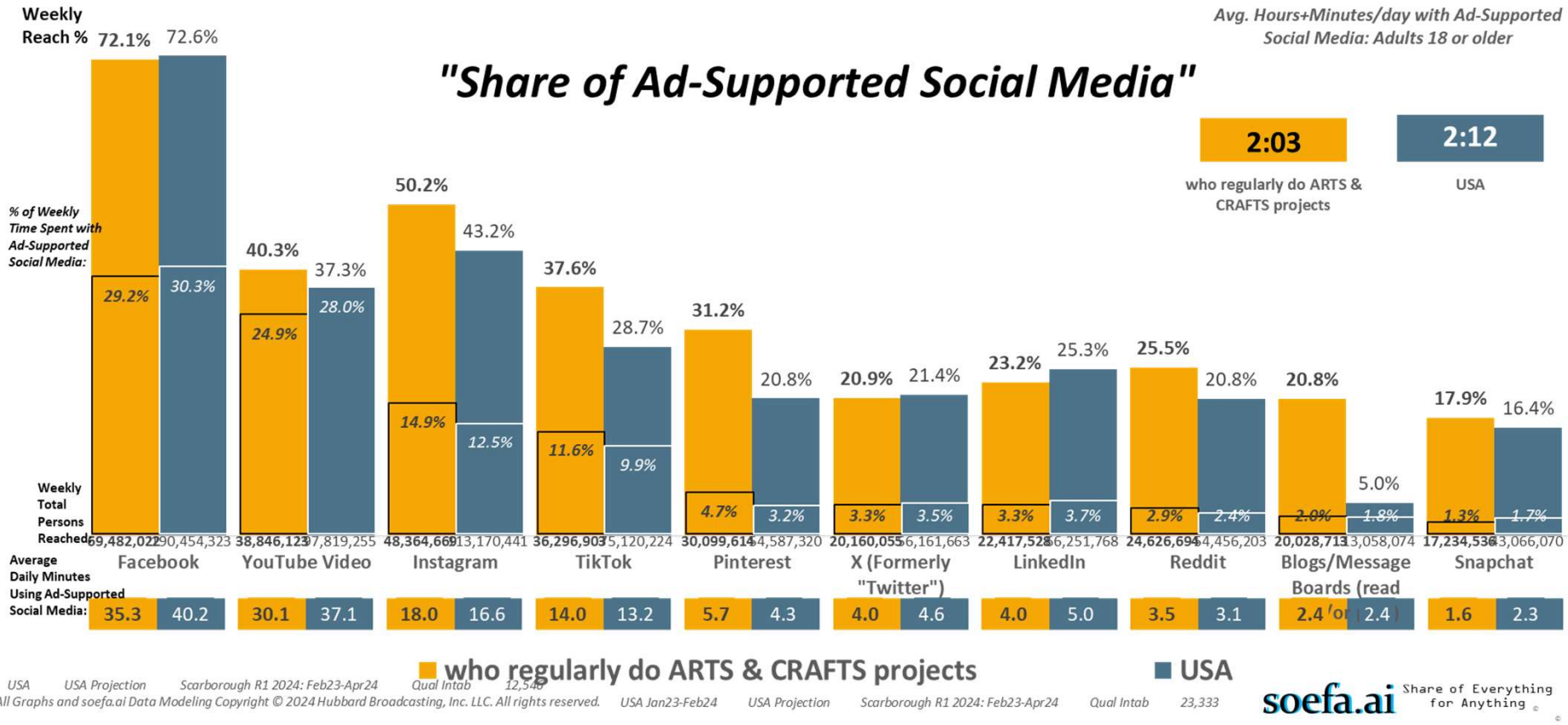
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Stores/services bought past 3 months: JoAnn Fabric and Craft



Regularly do ARTS & CRAFTS

69,482,022 or 72.1% of Adults 18 or older who regularly do ARTS & CRAFTS projects use Ad-Supported Facebook for an average of 35.3 minutes every day representing 29.2% of all time spent daily with Ad-Supported Social Media.



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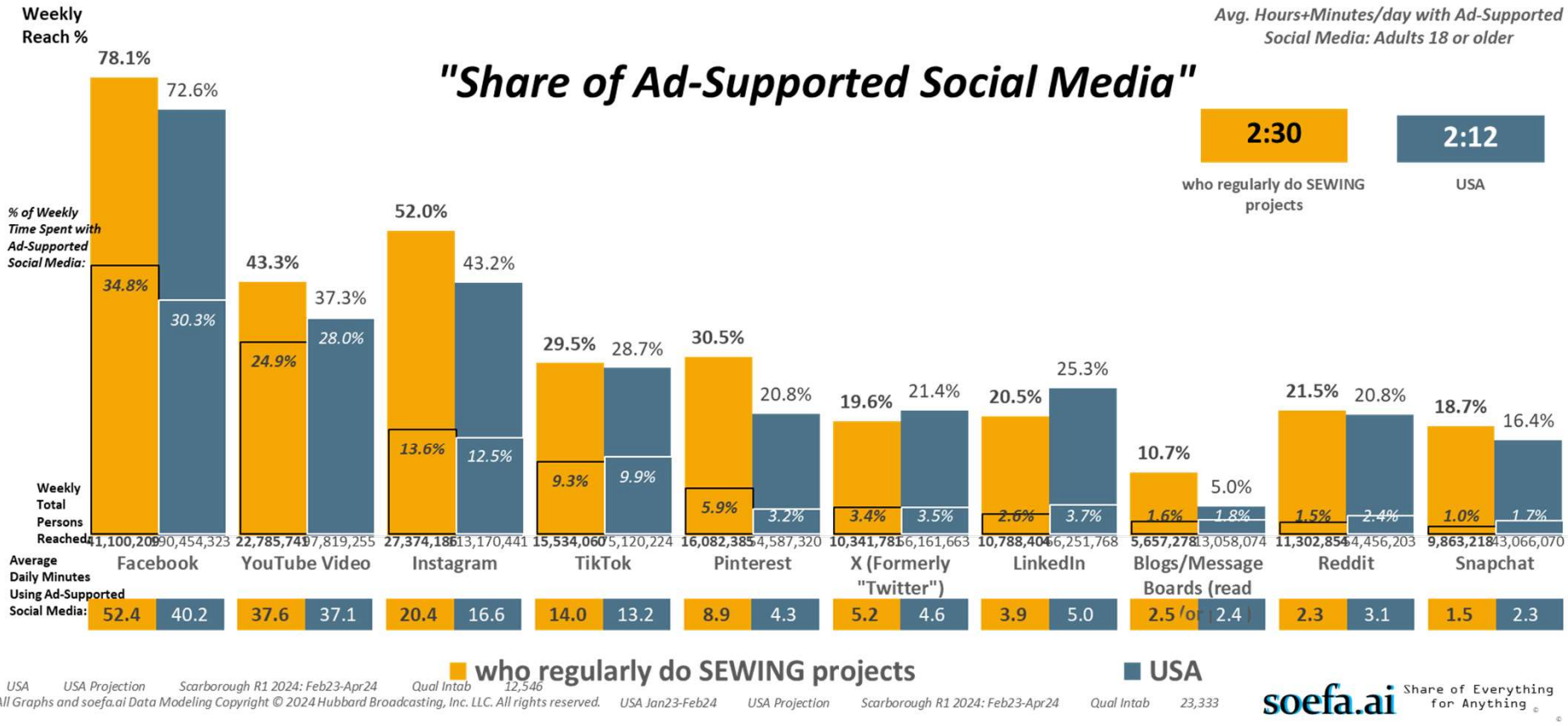
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Activities done regularly: Arts & crafts



Regularly do SEWING Projects

41,100,209 or 78.1% of Adults 18 or older who regularly do SEWING projects use Ad-Supported Facebook for an average of 52.4 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.



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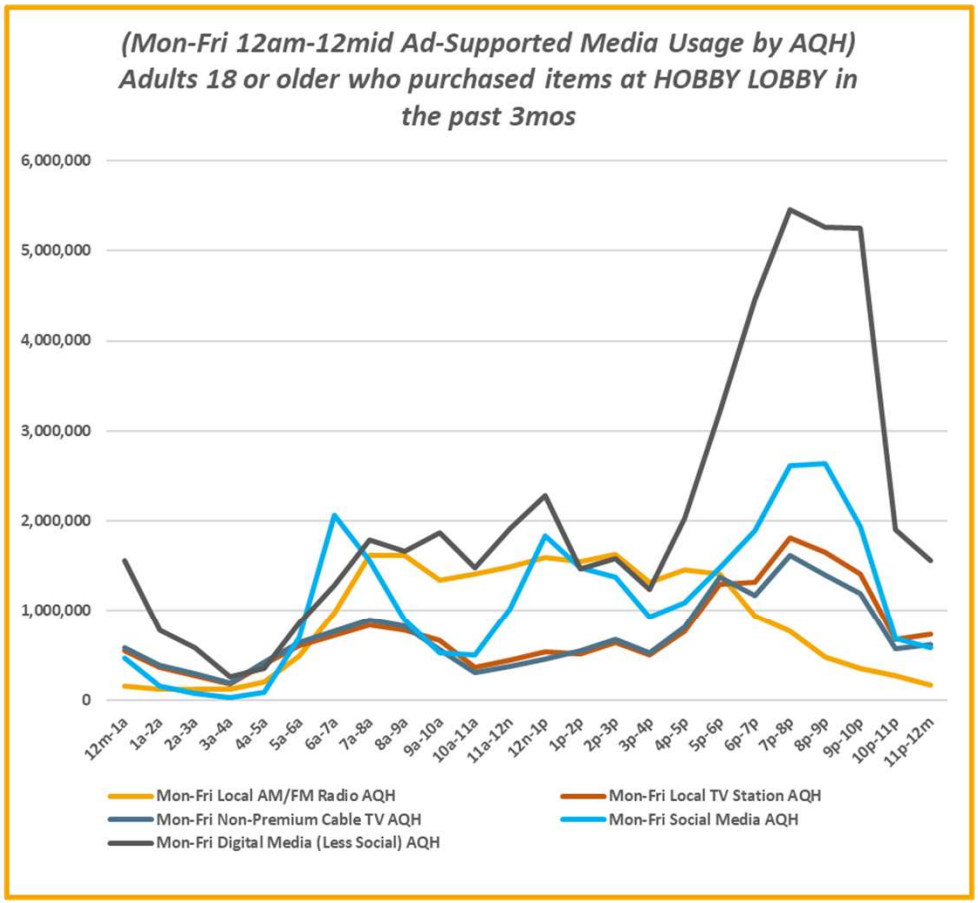
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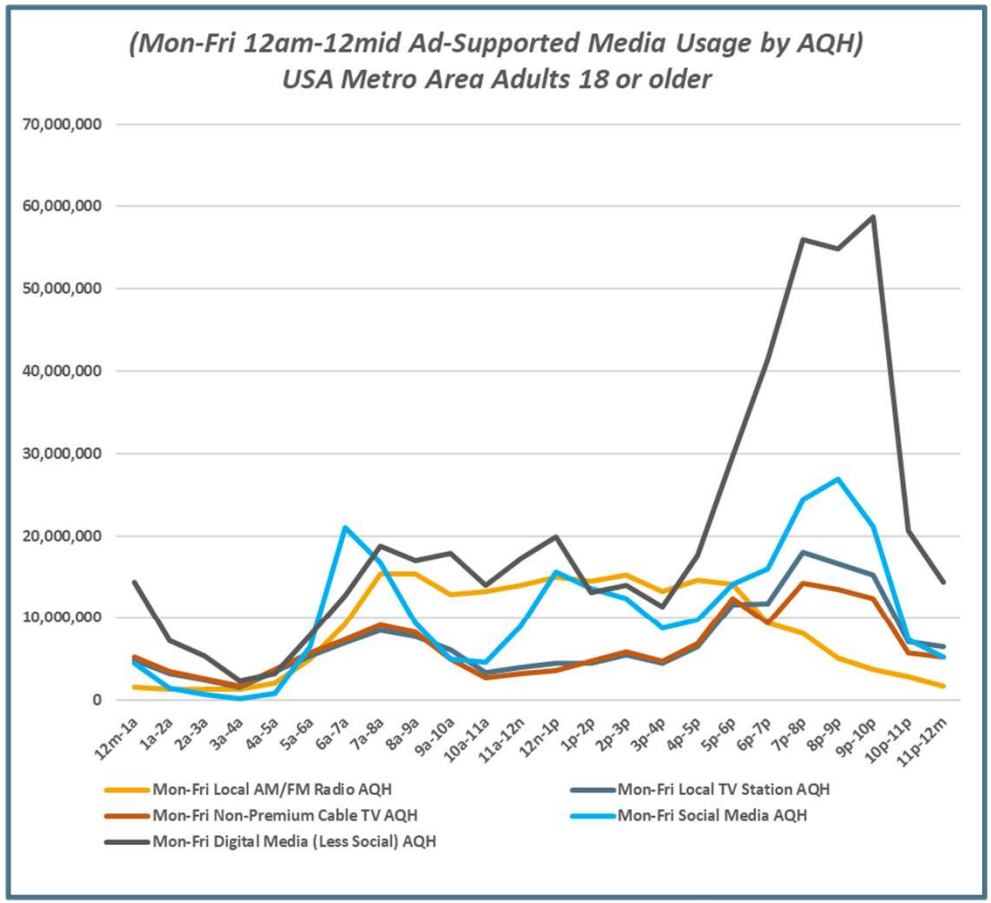
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Activities past 12 months: Sewing - crafts

HOBBY LOBBY

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,017,020; Local Radio: 1,407,859; Social Media: 1,277,185; Local TV: 720,175; Non-Prem. Cable: 713,264 reaching Adults 18 or older who purchased items at HOBBY LOBBY in





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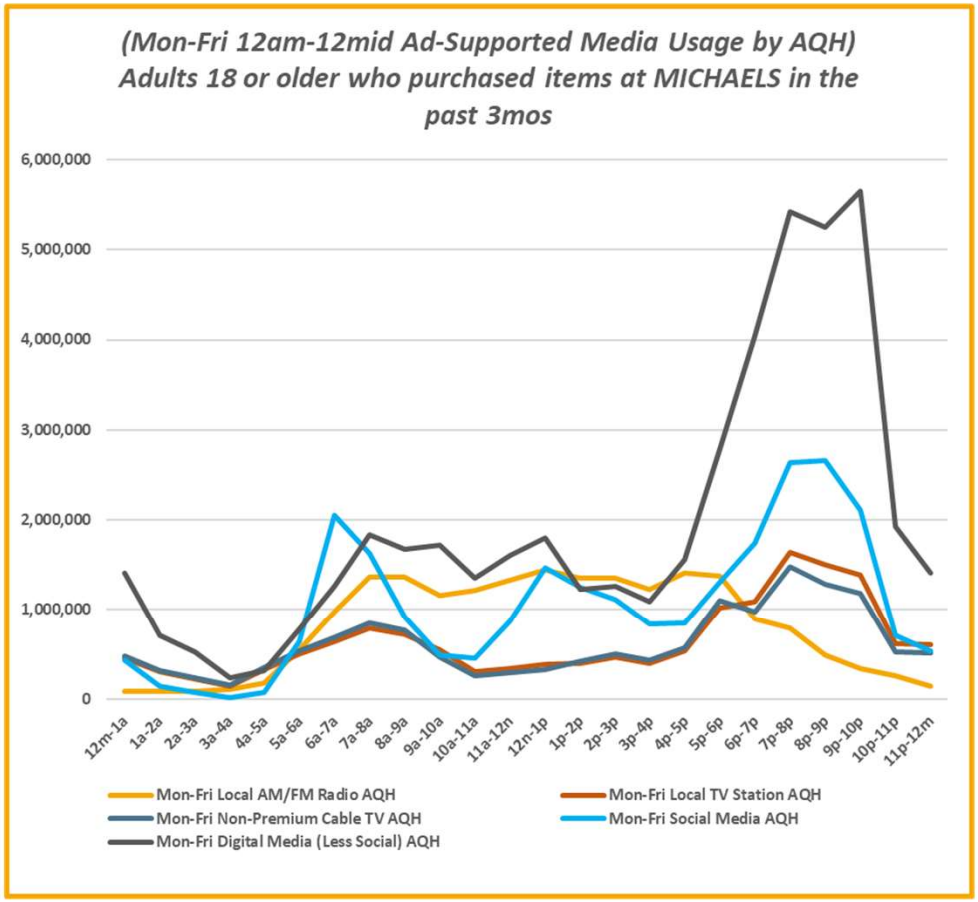
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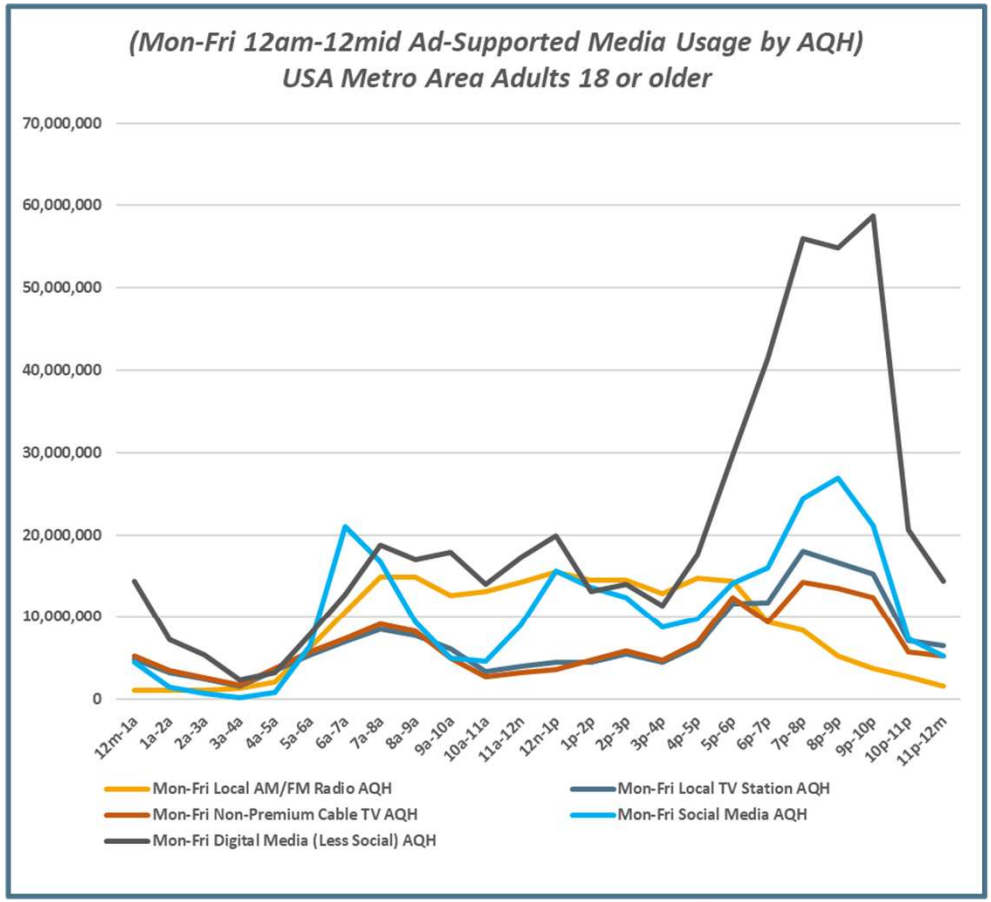
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Stores/services bought past 3 months: Hobby Lobby

Michaels

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,783,405; Local Radio: 1,263,783; Social Media: 1,148,502; Non-Prem. Cable: 586,587; Local TV: 586,083 reaching Adults 18 or older who purchased items at MICHAELS in the





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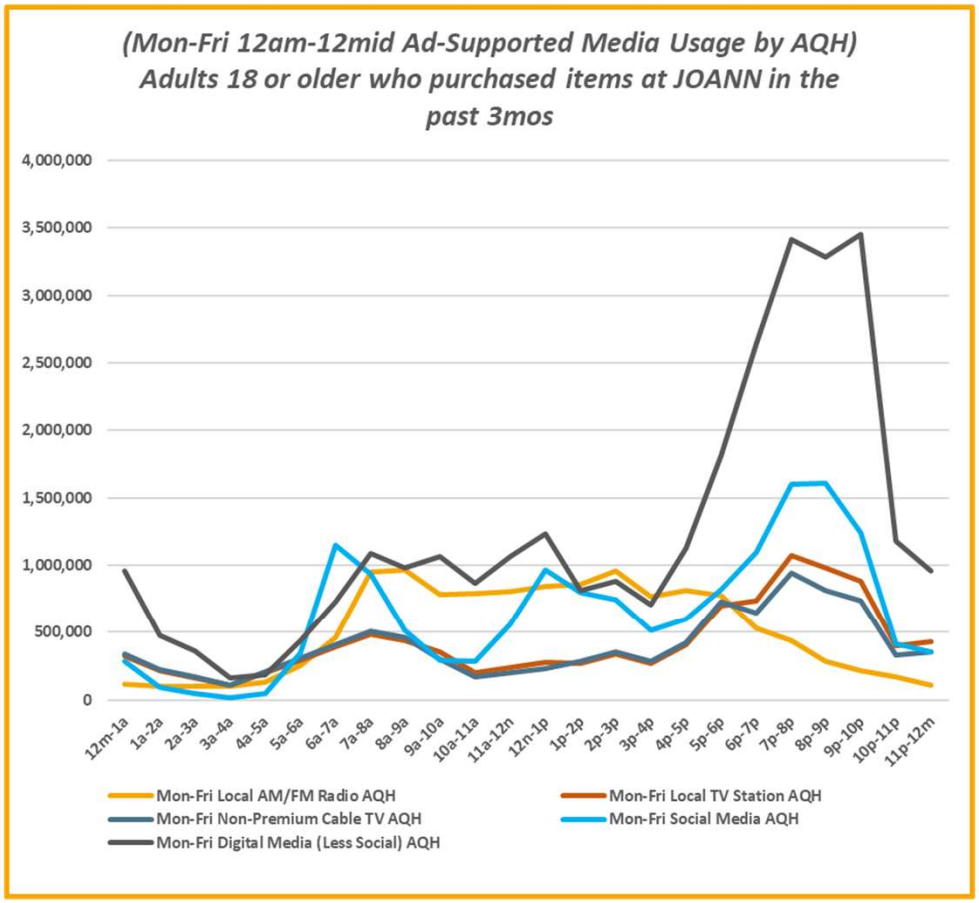
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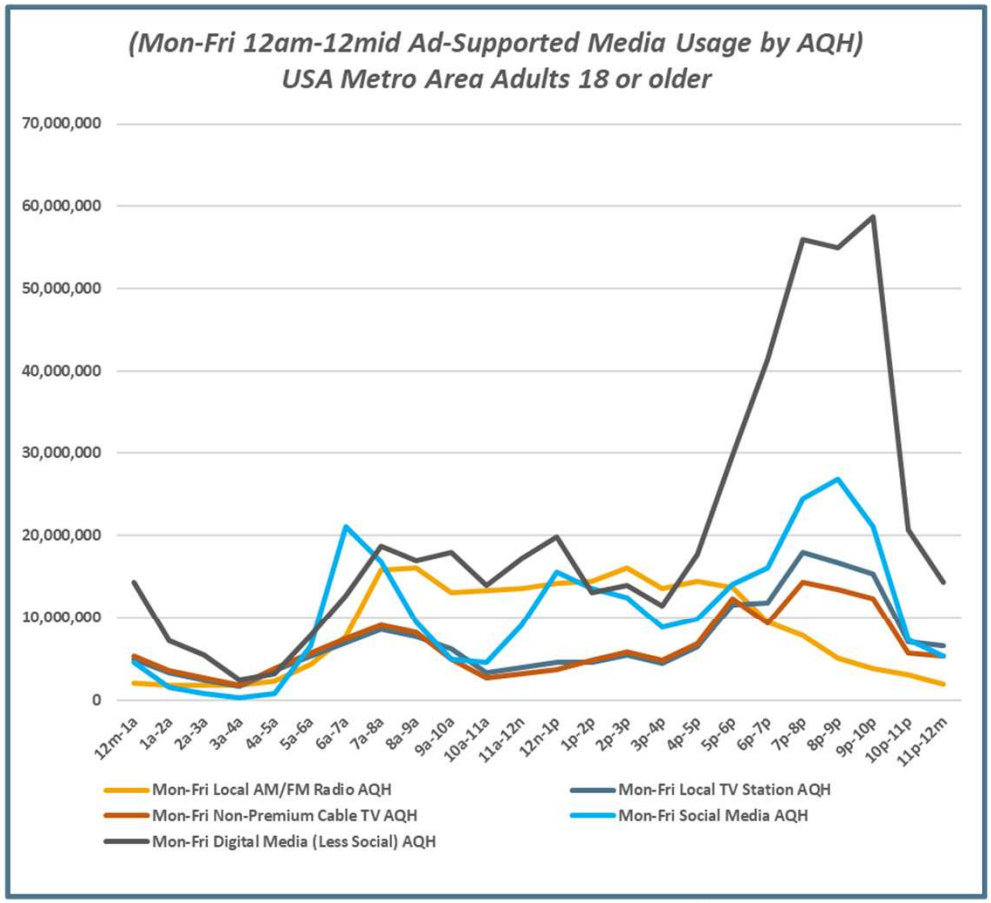
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Stores/services bought past 3 months: Michaels

JOANN

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,154,846; Local Radio: 791,293; Social Media: 713,371; Local TV: 391,976; Non-Prem. Cable: 382,751 reaching Adults 18 or older who purchased items at JOANN in the past 3





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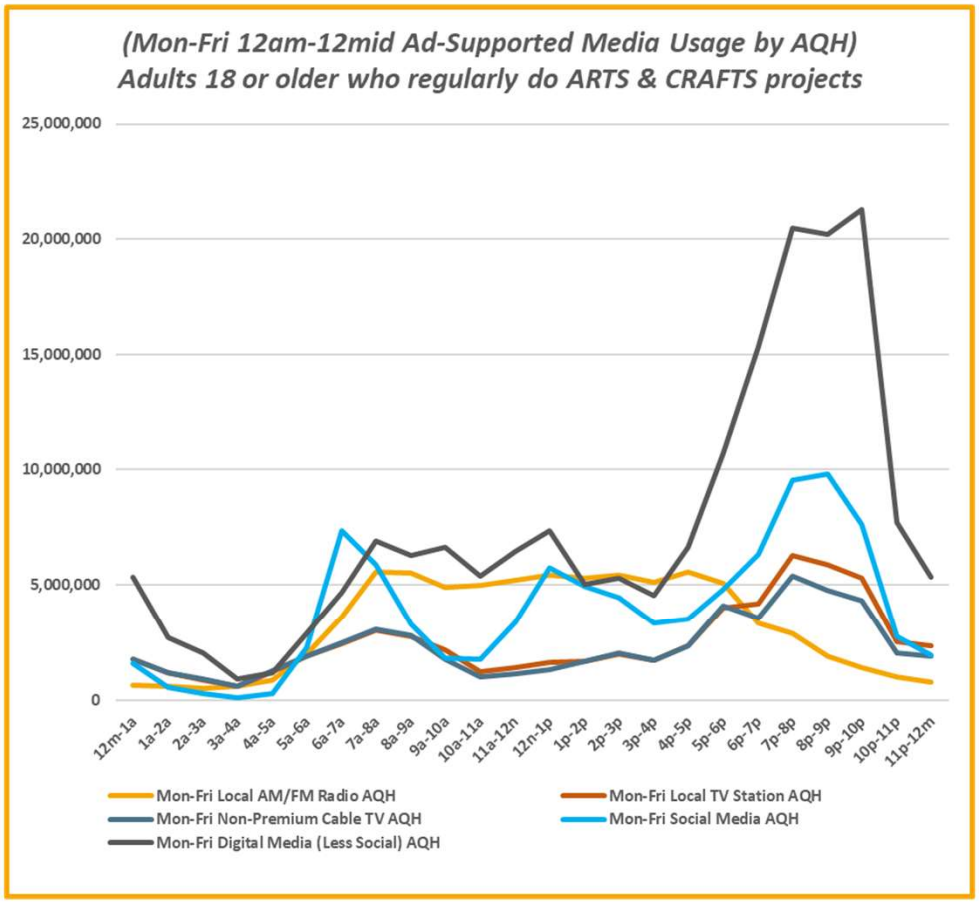
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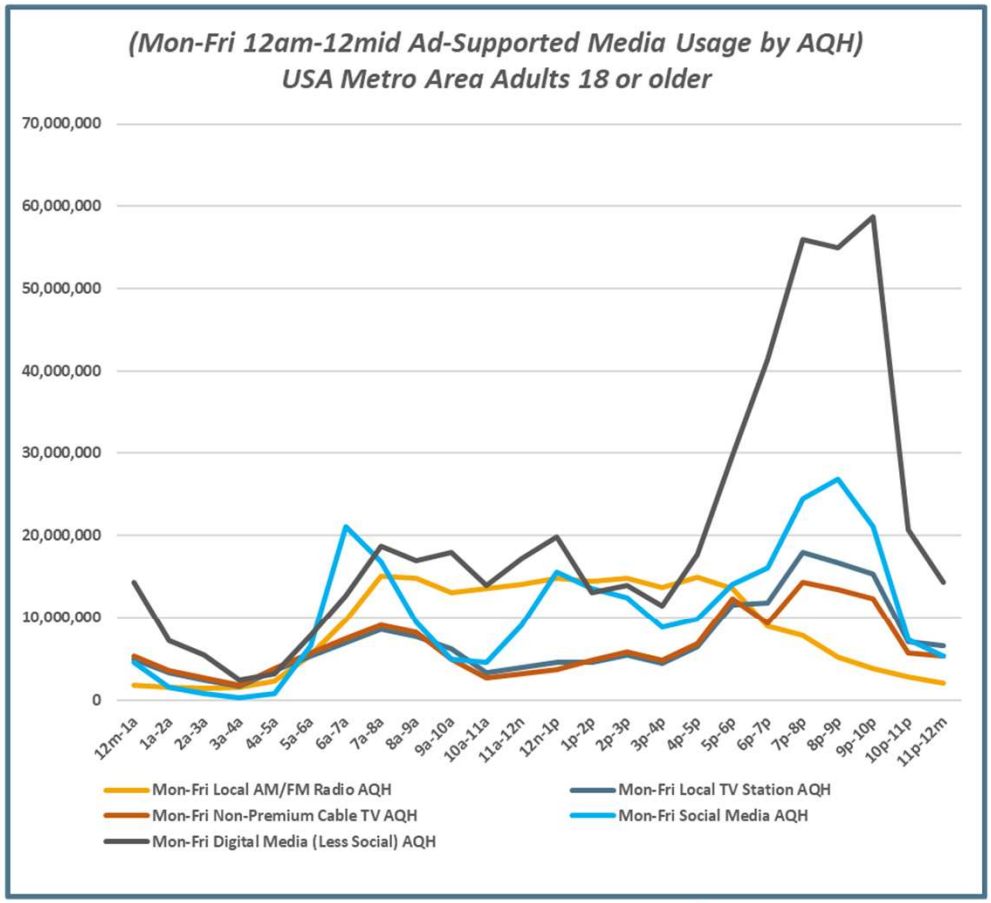
Stores/services bought past 3 months: JoAnn Fabric and Craft



Regularly do ARTS & CRAFTS

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,011,867; Local Radio: 4,998,027; Social Media: 4,344,555; Local TV: 2,335,665; Non-Prem. Cable: 2,218,671 reaching Adults 18 or older who regularly do ARTS & CRAFTS pro





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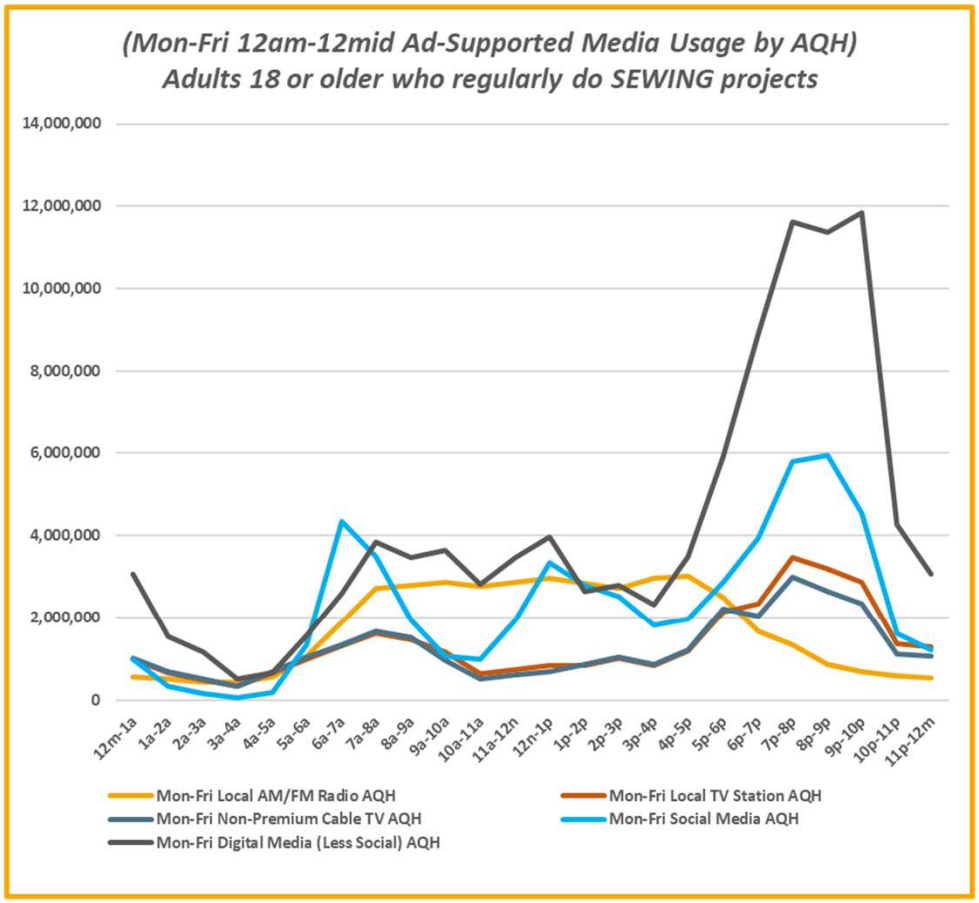
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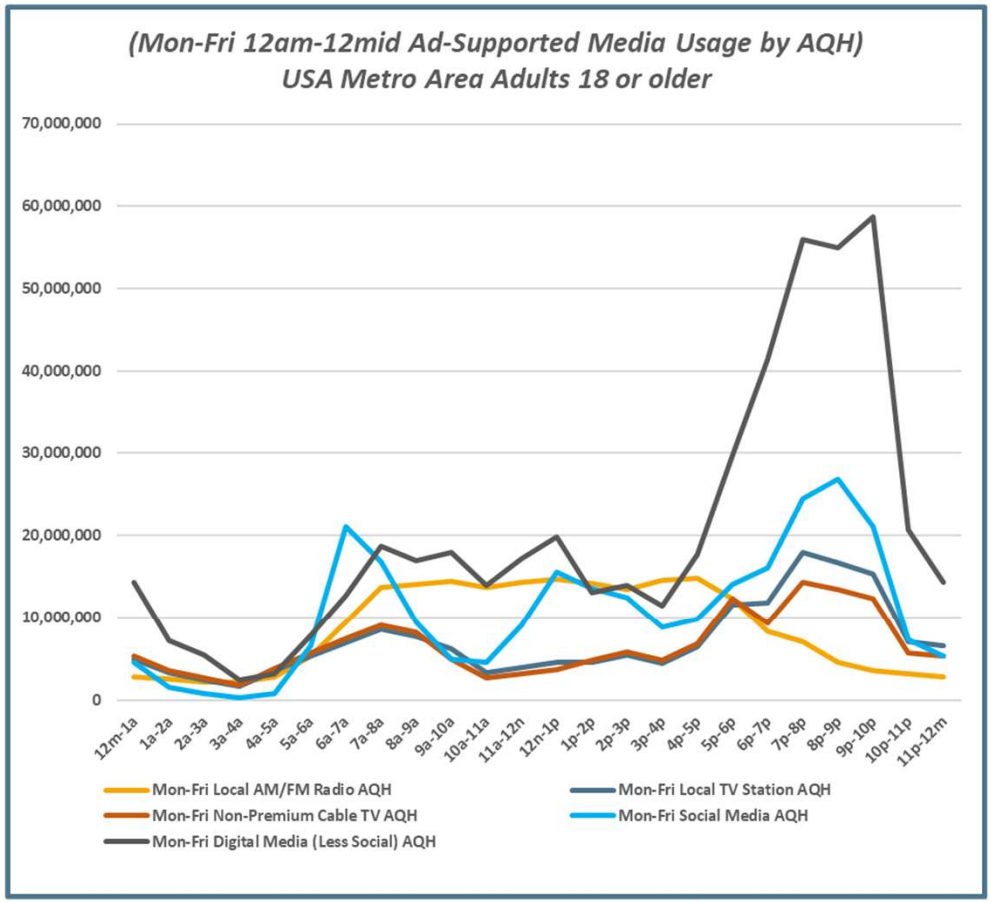
Activities done regularly: Arts & crafts



Regularly do SEWING Projects

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,830,065; Local Radio: 2,652,937; Social Media: 2,536,348; Local TV: 1,233,398; Non-Prem. Cable: 1,188,821 reaching Adults 18 or older who regularly do SEWING projects.





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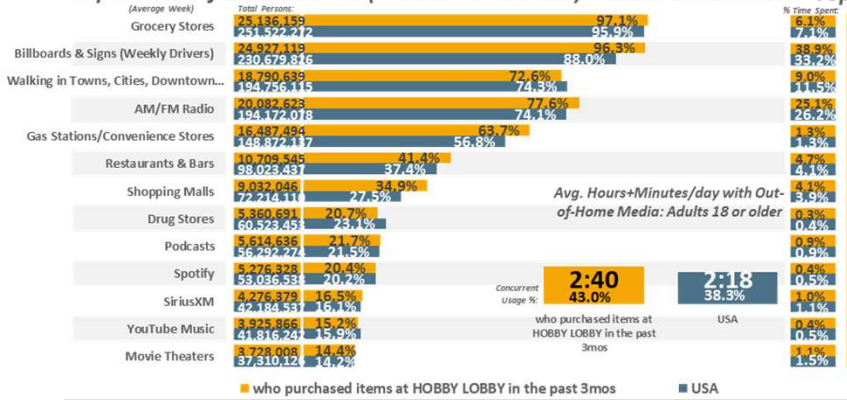
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Activities past 12 months: Sewing - crafts

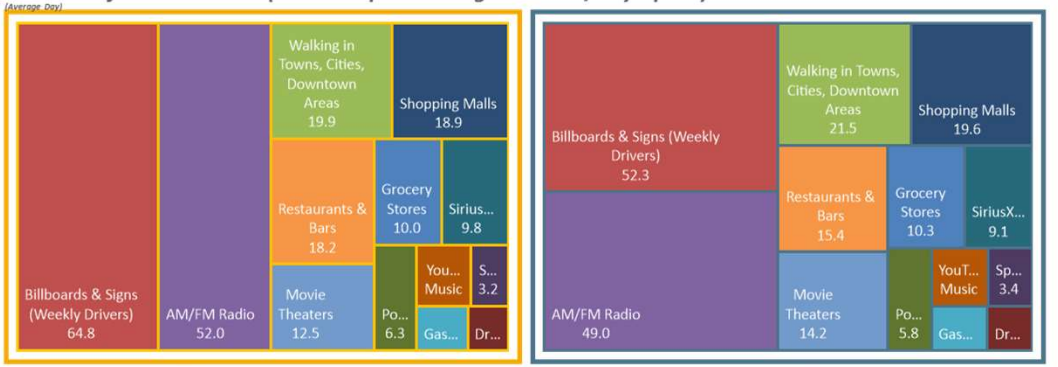
HOBBY LOBBY

24,927,119 or 96.3% of Adults 18 or older who purchased items at HOBBY LOBBY in the past 3mos spend an average of 64.8 minutes per day driving, seeing Billboards and Signs. 73.4% Listen to Local Radio Stations Out-of-Home for an average of 49.7 minutes/da

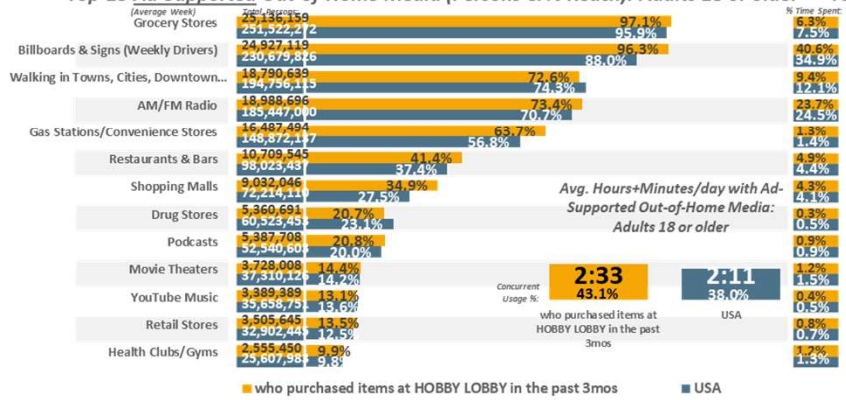
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



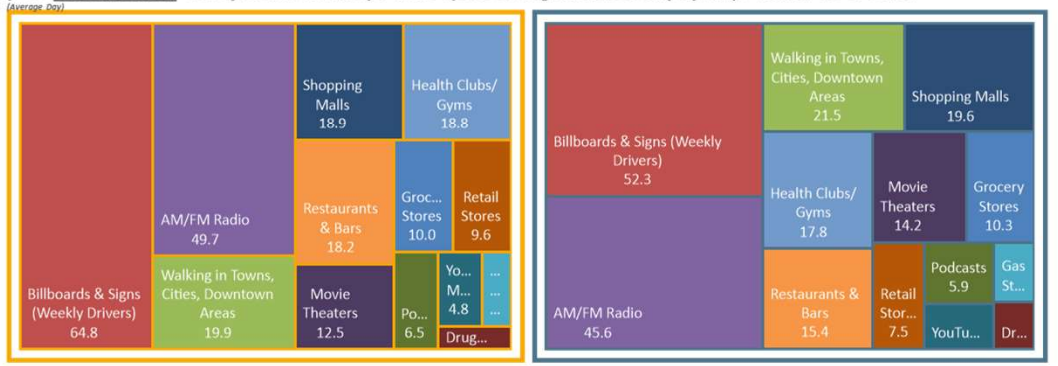
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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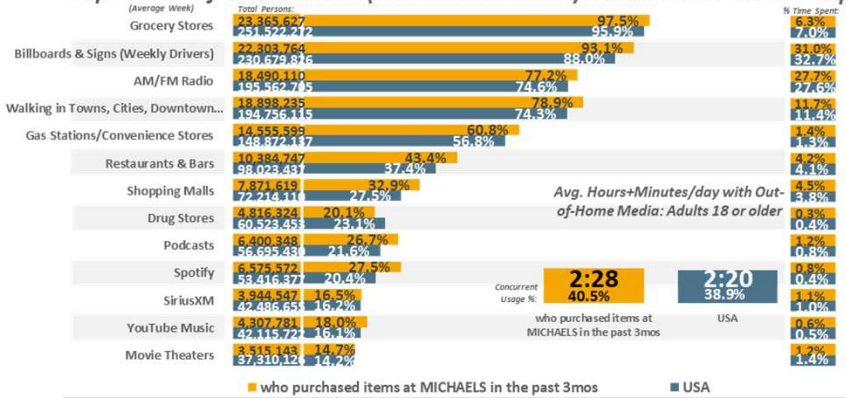
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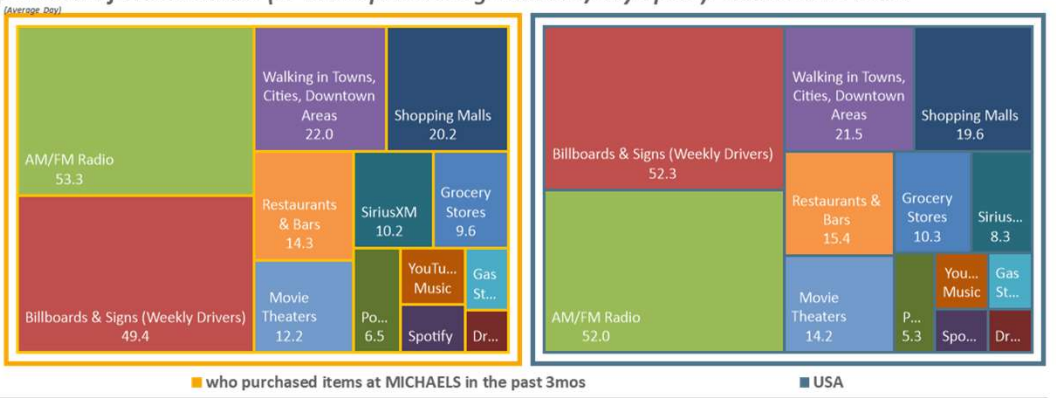
Stores/services bought past 3 months: Hobby Lobby

22,303,764 or 93.1% of Adults 18 or older who purchased items at MICHAELS in the past 3mos spend an average of 49.4 minutes per day driving, seeing Billboards and Signs. 72.5% Listen to Local Radio Stations Out-of-Home for an average of 48.6 minutes/day.

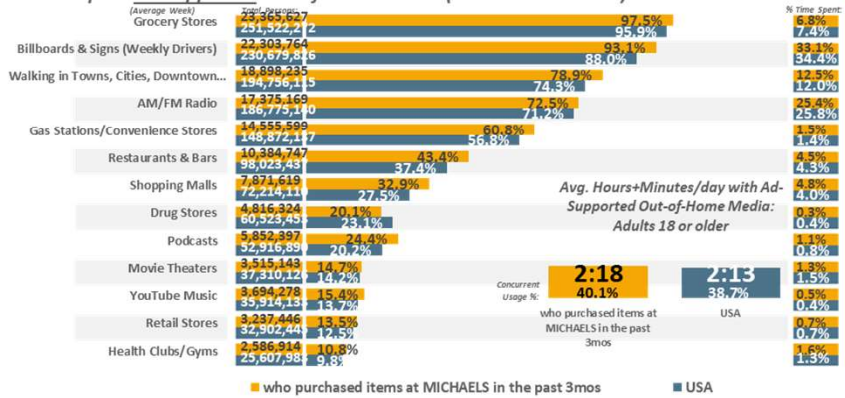
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



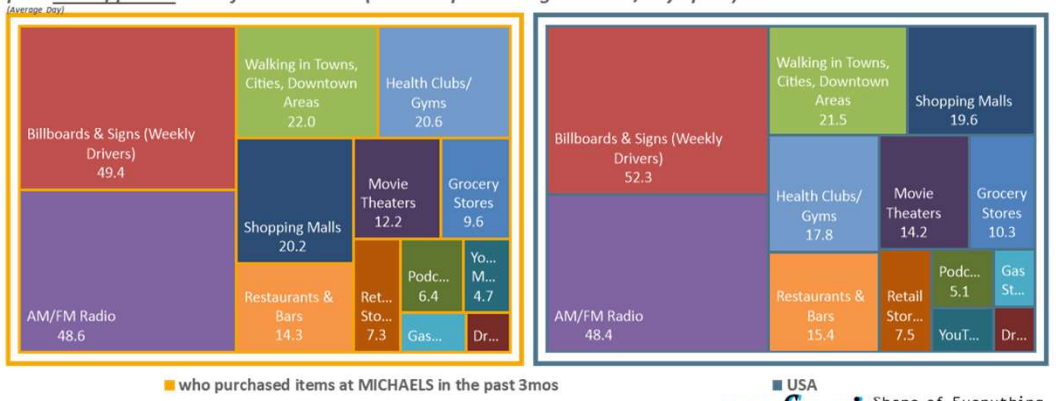
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 12,546

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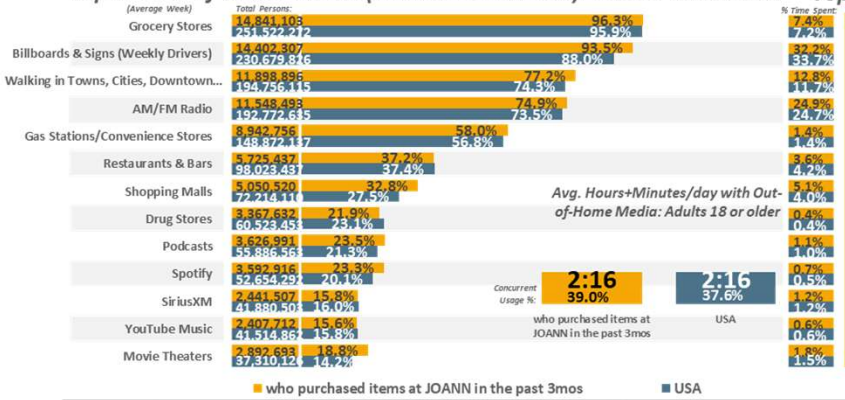
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Stores/services bought past 3 months: Michaels

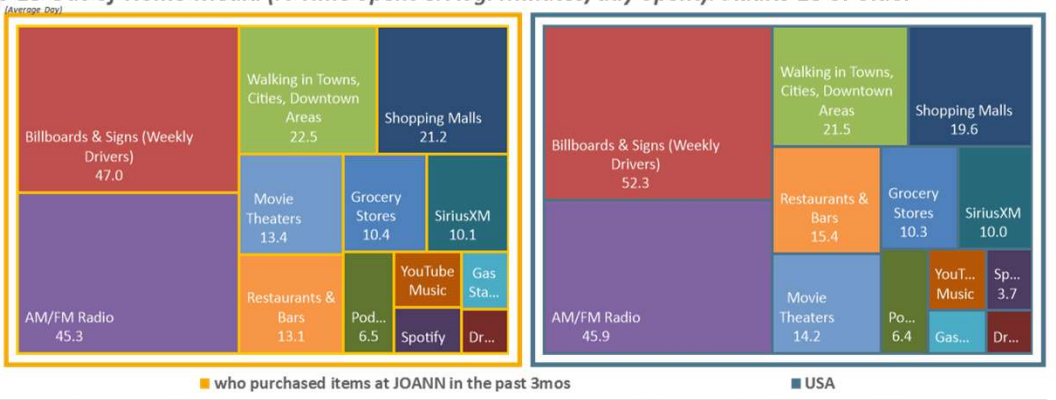
JOANN

14,402,307 or 93.5% of Adults 18 or older who purchased items at JOANN in the past 3mos spend an average of 47. minutes per day driving, seeing Billboards and Signs. 69.8% Listen to Local Radio Stations Out-of-Home for an average of 40.4 minutes/day.

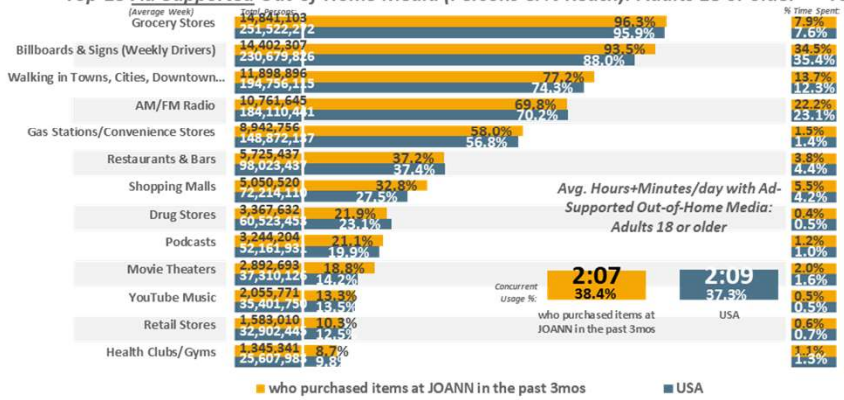
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



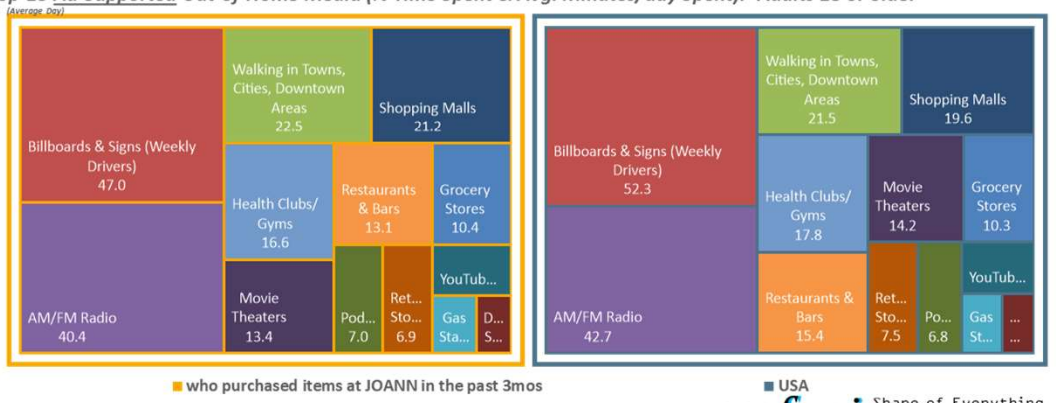
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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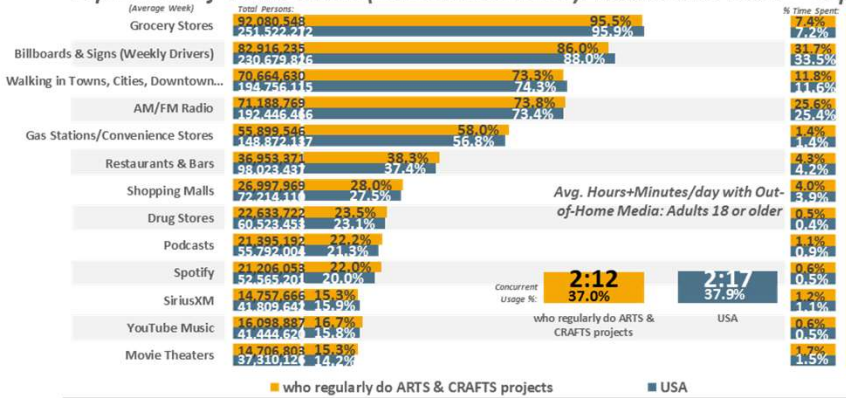
Stores/services bought past 3 months: JoAnn Fabric and Craft



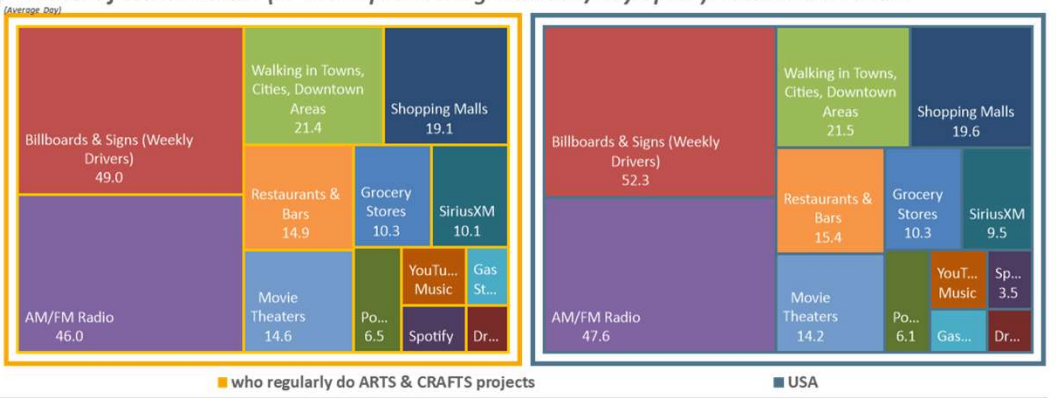
Regularly do ARTS & CRAFTS

82,916,235 or 86.% of Adults 18 or older who regularly do ARTS & CRAFTS projects spend an average of 49. minutes per day driving, seeing Billboards and Signs. 70.6% Listen to Local Radio Stations Out-of-Home for an average of 43. minutes/day.

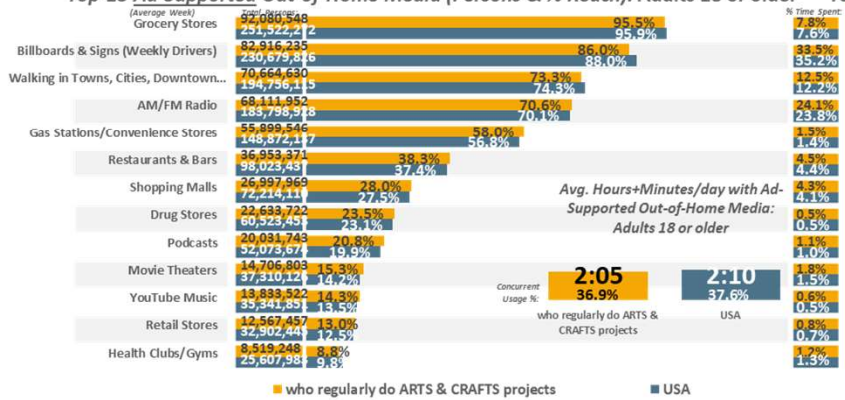
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



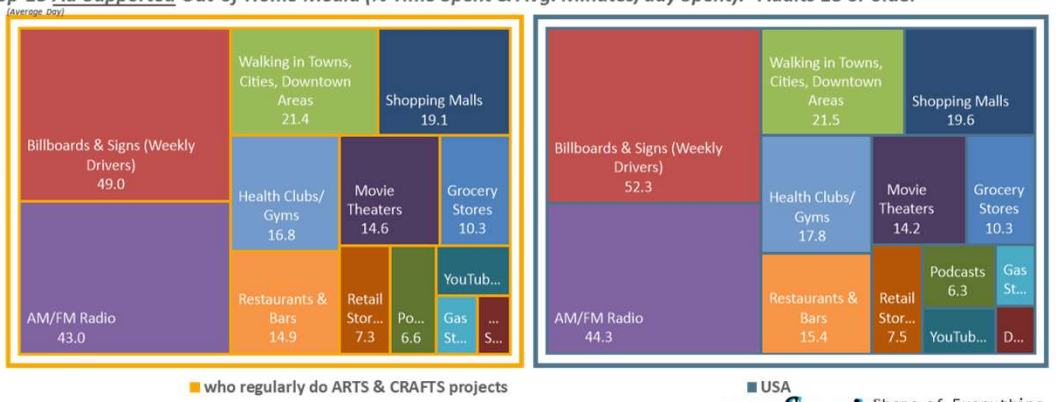
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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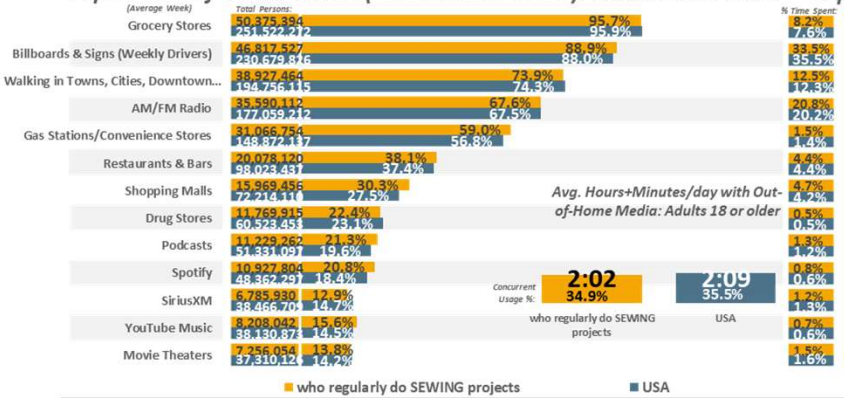
Activities done regularly: Arts & crafts



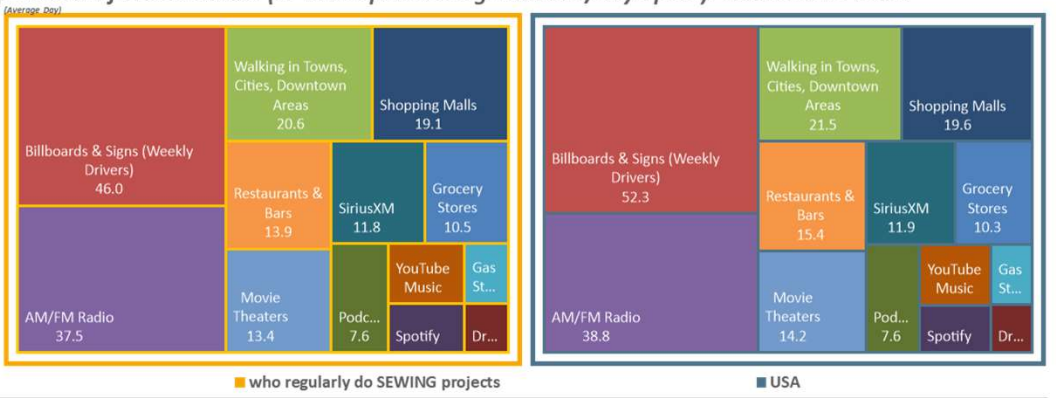
Regularly do SEWING Projects

46,817,527 or 88.9% of Adults 18 or older who regularly do SEWING projects spend an average of 46. minutes per day driving, seeing Billboards and Signs. 64.1% Listen to Local Radio Stations Out-of-Home for an average of 34.3 minutes/day.

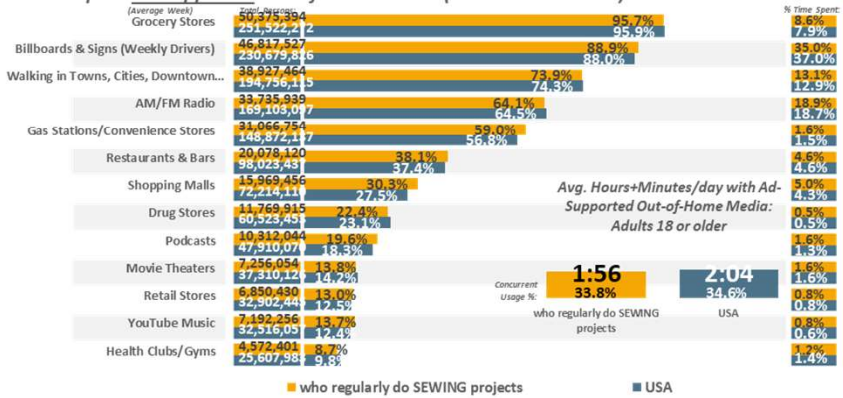
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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



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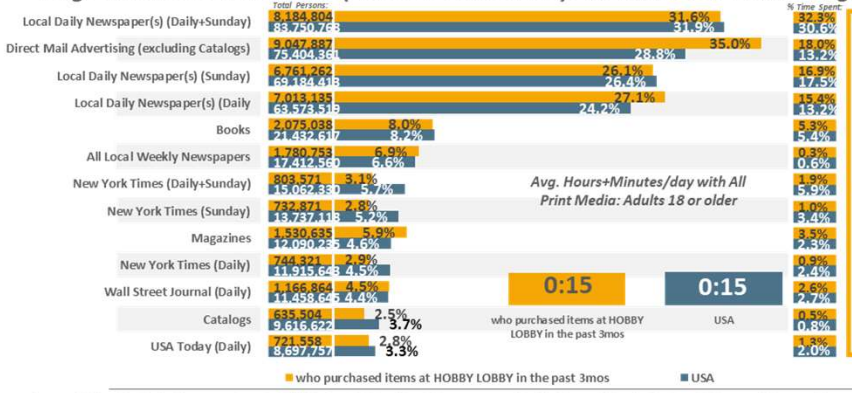
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Activities past 12 months: Sewing - crafts

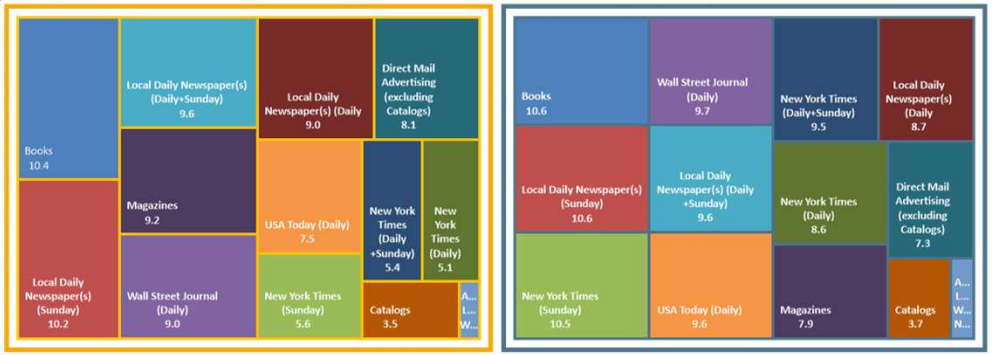
HOBBY LOBBY

8,184,804 or 31.6% of Adults 18 or older who purchased items at HOBBY LOBBY in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 34.1% of all time spent daily with All forms of Print Media.

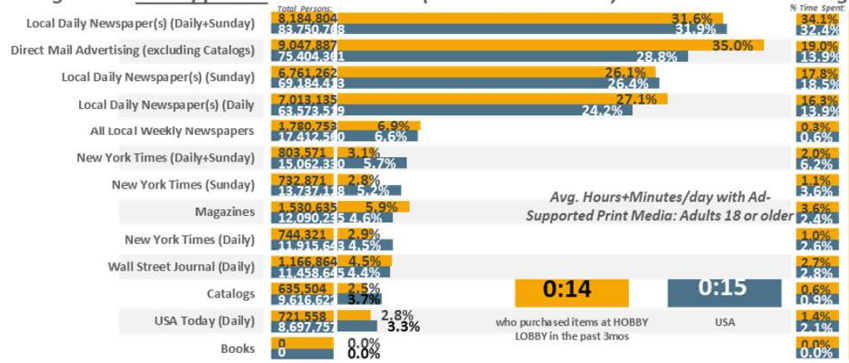
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



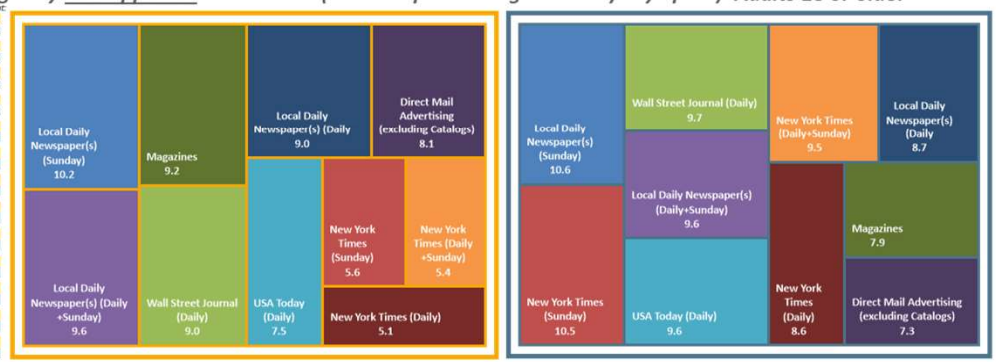
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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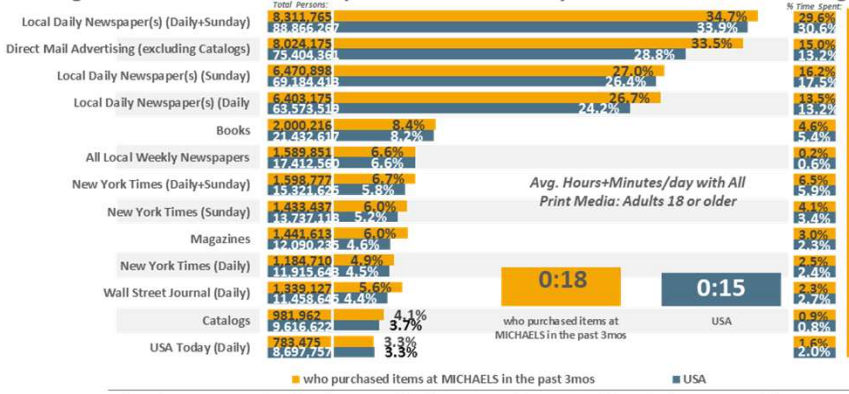
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Stores/services bought past 3 months: Hobby Lobby

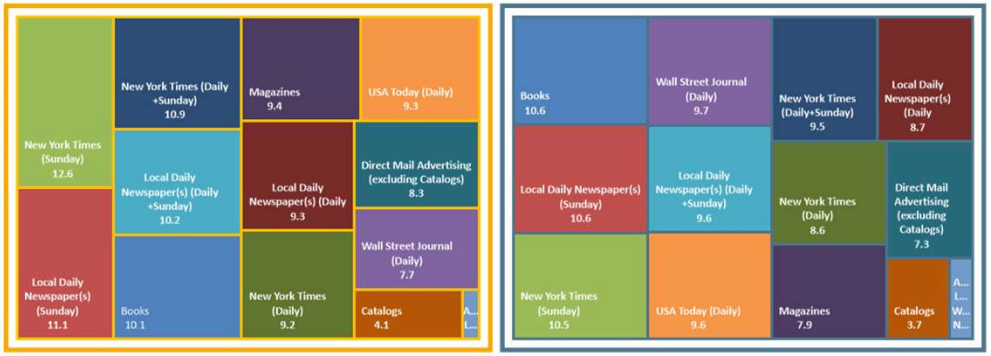
Michaels

8,311,765 or 34.7% of Adults 18 or older who purchased items at MICHAELS in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 31.1% of all time spent daily with All forms of Print Media.

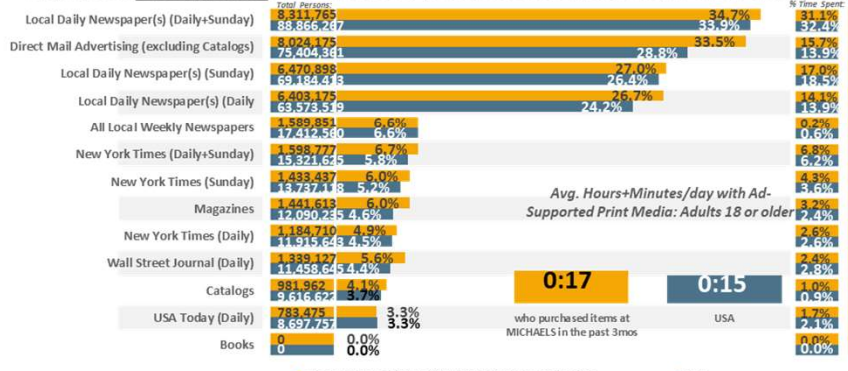
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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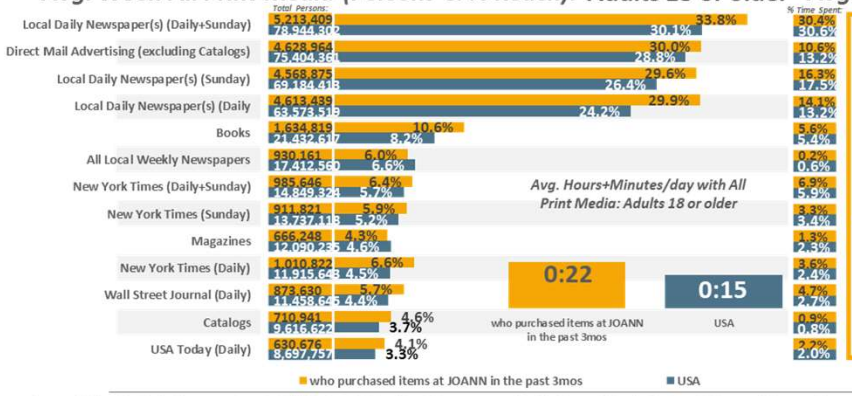
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Stores/services bought past 3 months: Michaels

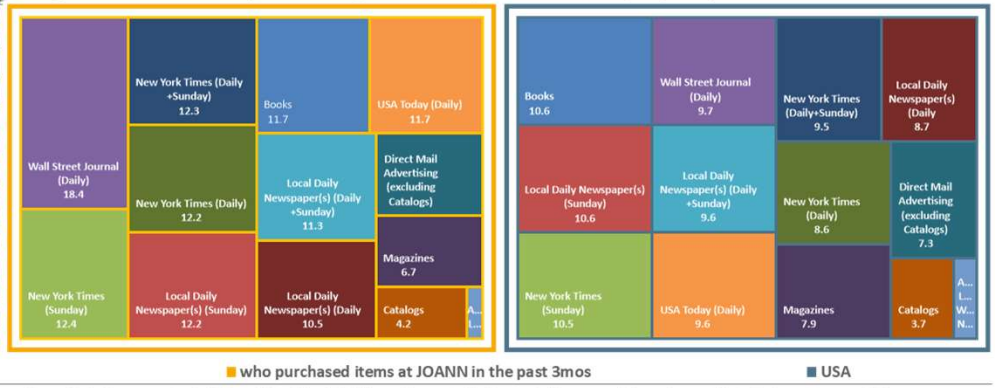
JOANN

5,213,409 or 33.8% of Adults 18 or older who purchased items at JOANN in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.3 minutes every day representing 32.2% of all time spent daily with All forms of Print Media.

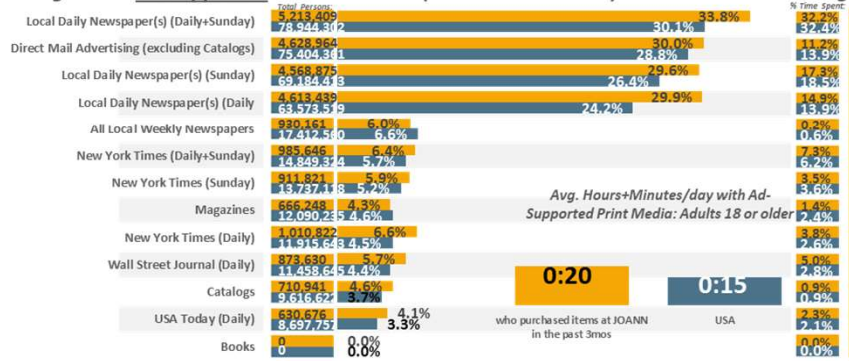
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



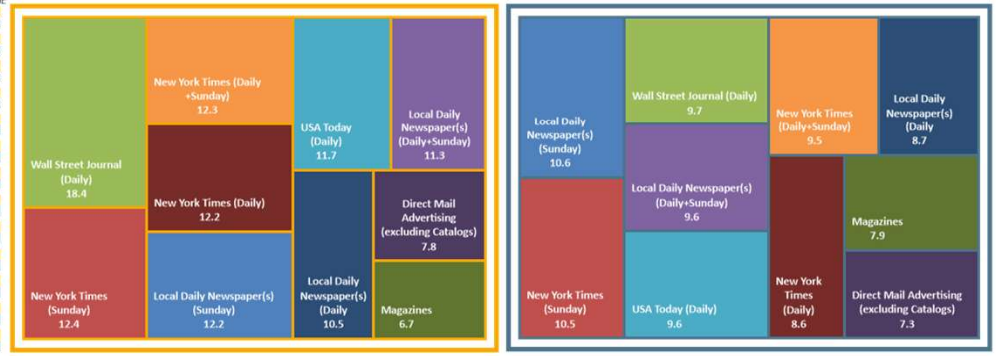
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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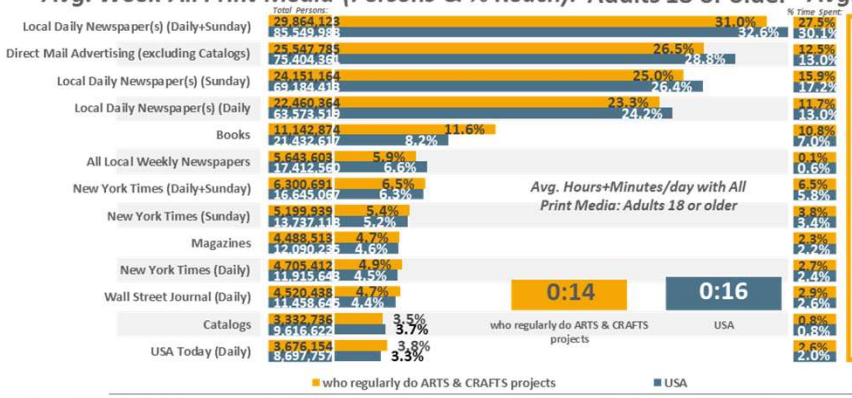
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Stores/services bought past 3 months: JoAnn Fabric and Craft

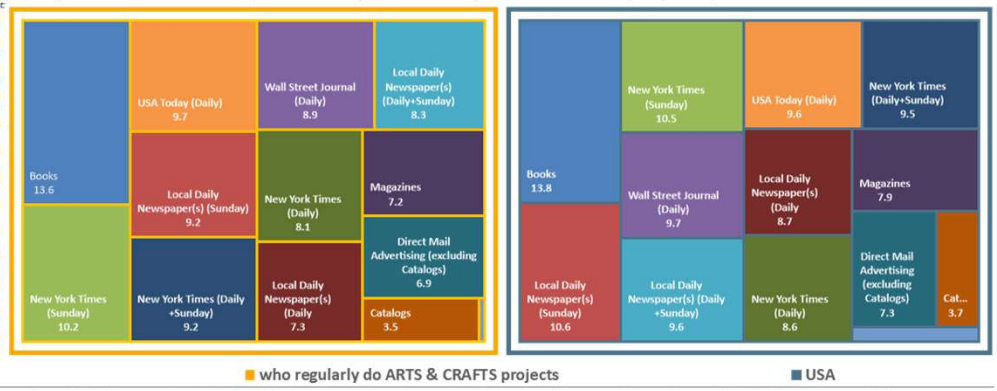
Regularly do ARTS & CRAFTS

29,864,123 or 31.% of Adults 18 or older who regularly do ARTS & CRAFTS projects read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 30.9% of all time spent daily with All forms of Print Media.

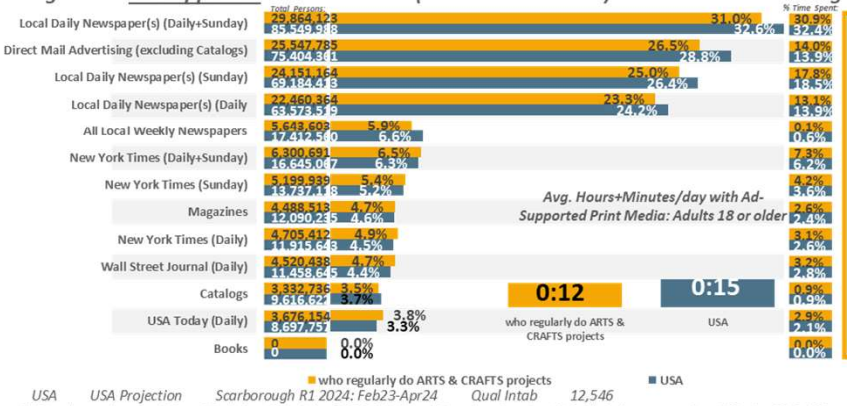
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



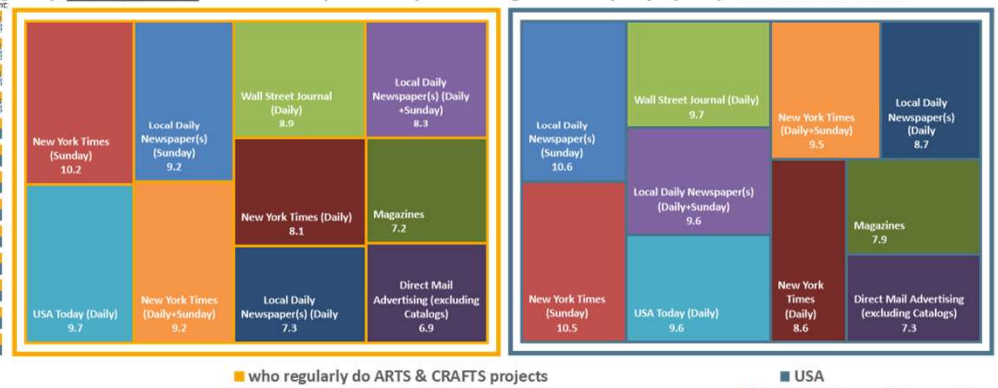
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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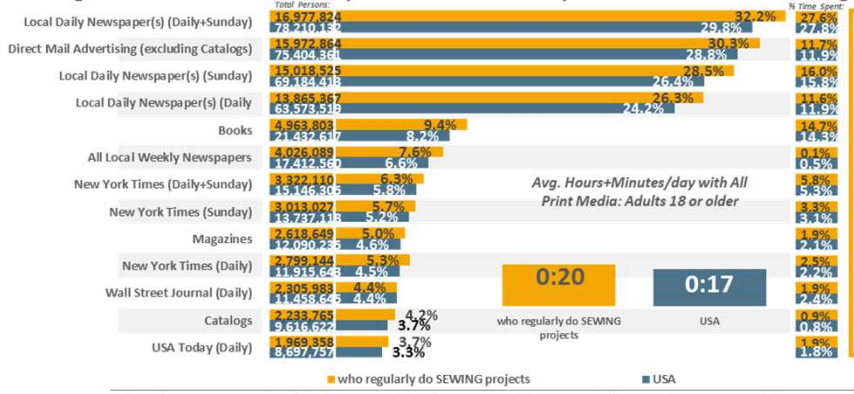
Activities done regularly: Arts & crafts



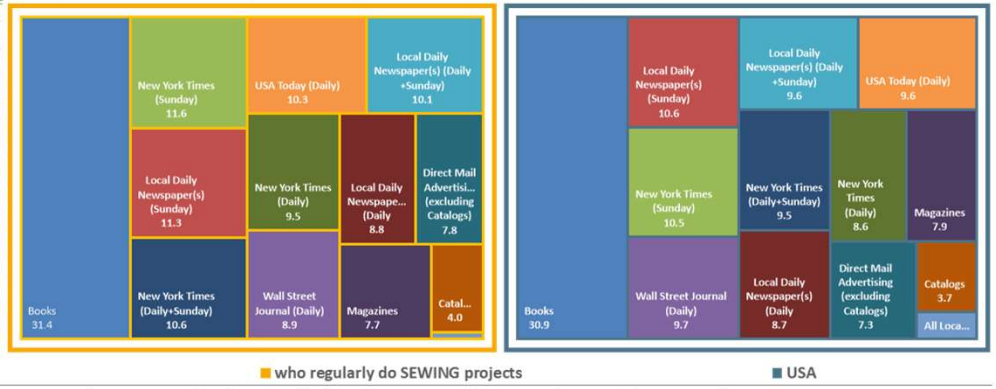
Regularly do SEWING Projects

16,977,824 or 32.2% of Adults 18 or older who regularly do SEWING projects read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 32.4% of all time spent daily with All forms of Print Media.

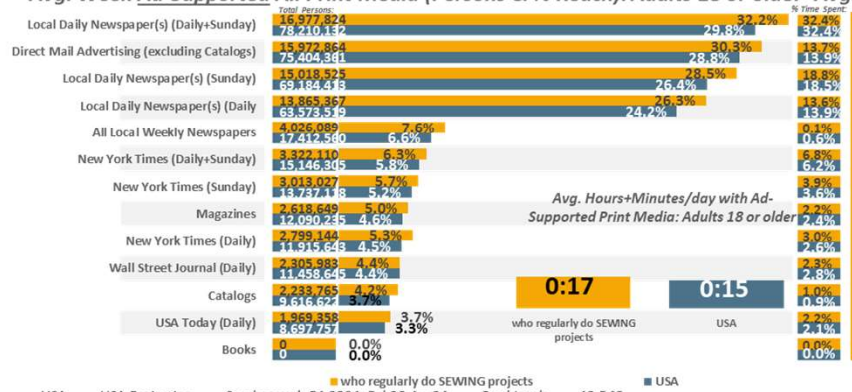
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



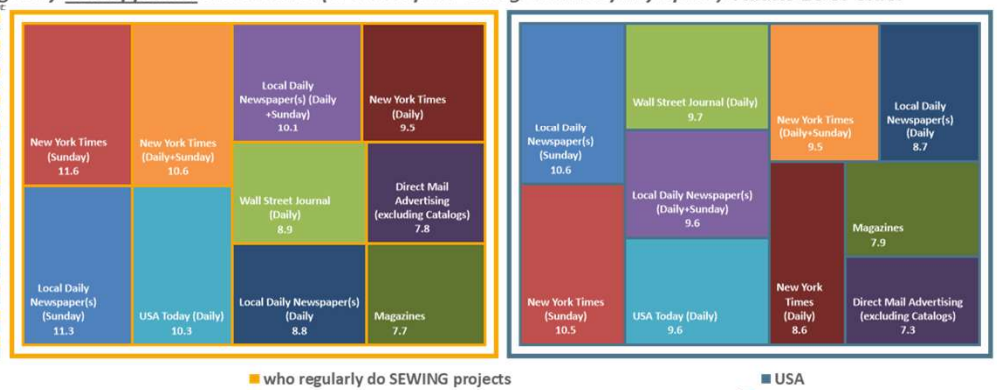
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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Activities past 12 months: Sewing - crafts