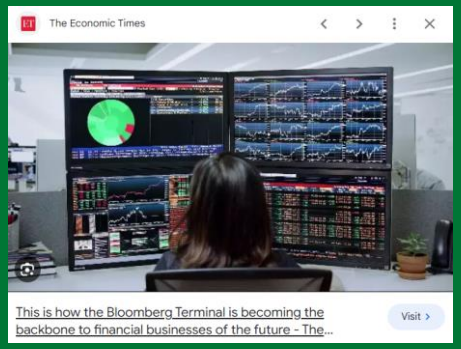
USA – P18+ past 12mo. LAWN MOWER & LAWN TRACTOR Buyers!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of of P18+ past 12mo. $100-$249, $250-$499, $500-$999, $1,000 - $2,999, and $3,000+ New LAWN MOWER and LAWN TRACTOR Buyers as of Feb. 2024!



$100 - $249



$250 - $499



$500 - $999



$1,000 - $2,999



$3,000 or more



[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$100 - $249
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$250 - $499
((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$500 - $999
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$1,000 - $2,999
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$3,000 or more

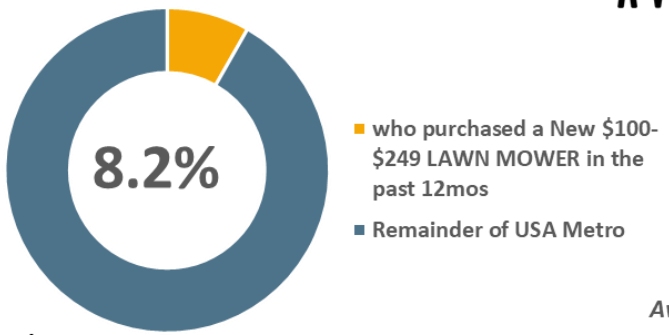
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.



8.2% or 21,612,984 of USA Adults 18 or older purchased a New $100-$249 LAWN MOWER in the past 12mos. Typical Adults 18 or older who purchased a New $100-$249 LAWN MOWER in the past 12mos are 53.2 years old (8.7% older than average) and have a $111,633 (27.7% higher than average) annual household income.

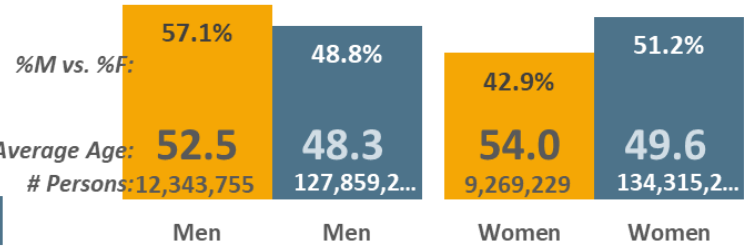
Percent of Market: Adults 18 or older



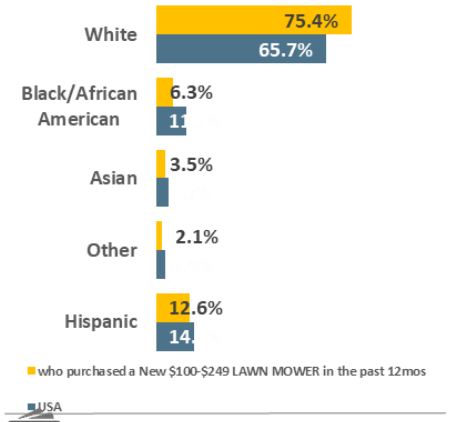
Total Persons:



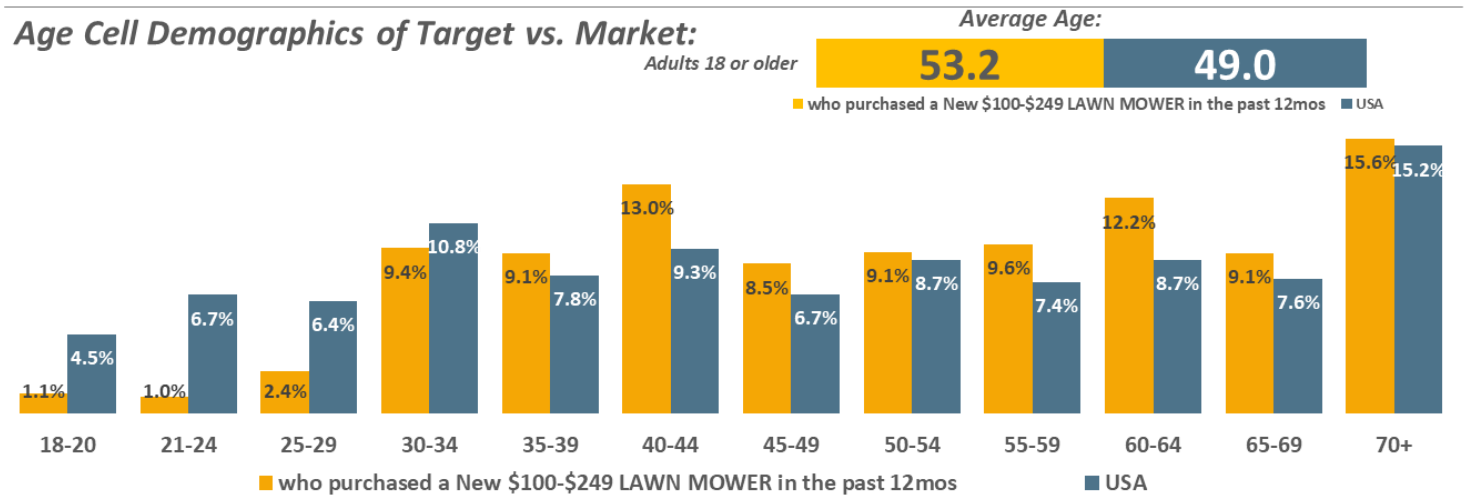
Gender of Target vs. Market: Adults 18 or older



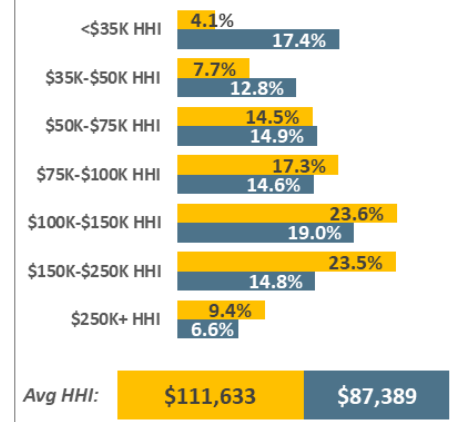
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $111,633 | $87,389

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

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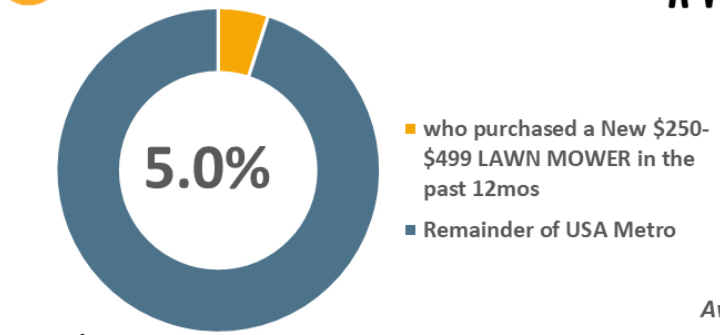
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$100 - $249

$250 - $499 LAWN MOWERS

5.% or 13,096,858 of USA Adults 18 or older purchased a New $250-$499 LAWN MOWER in the past 12mos. Typical Adults 18 or older who purchased a New $250-$499 LAWN MOWER in the past 12mos are 51.8 years old (5.7% older than average) and have a $123,939 (41.8% higher than average) annual household income.

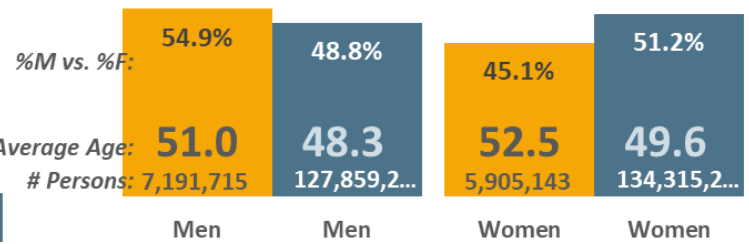
Percent of Market: Adults 18 or older



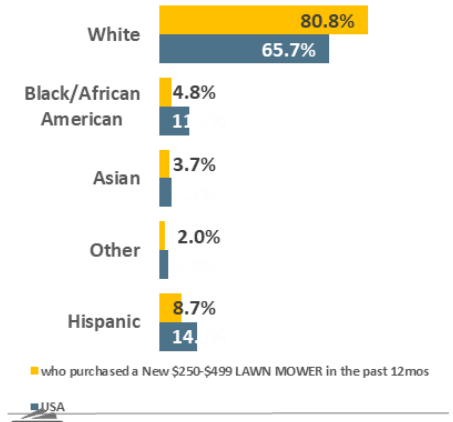
Total Persons:



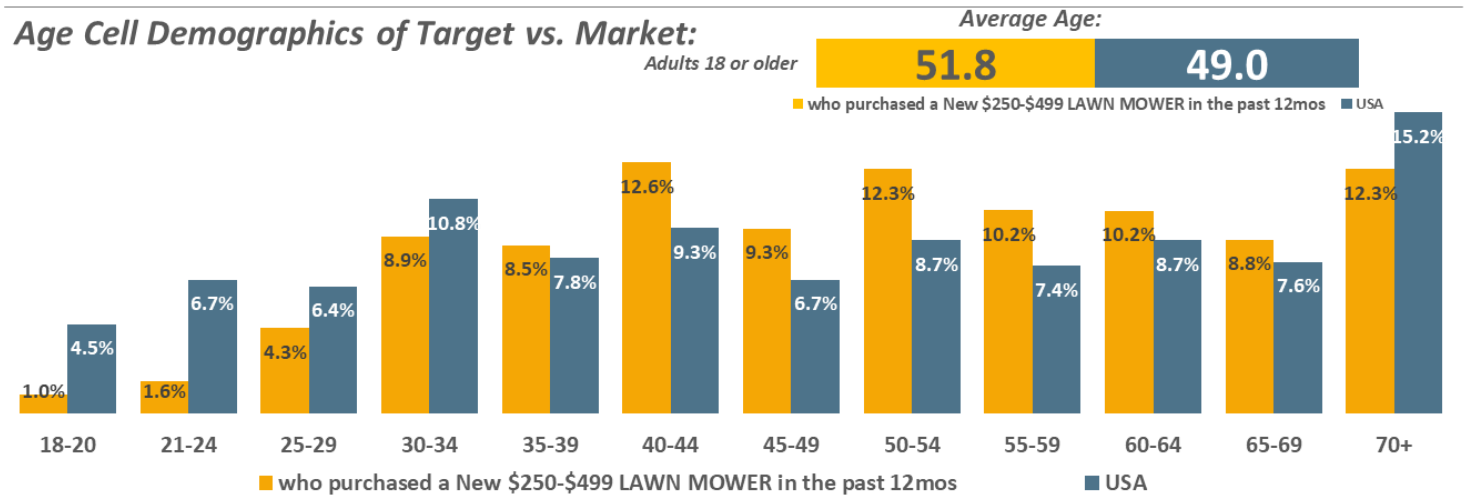
Gender of Target vs. Market: Adults 18 or older



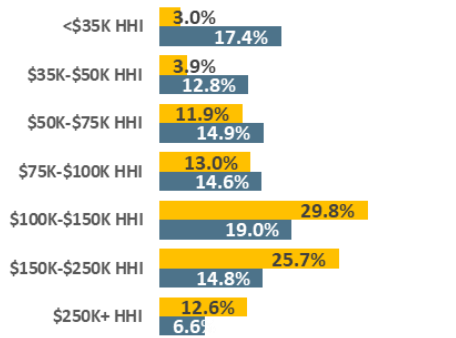
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

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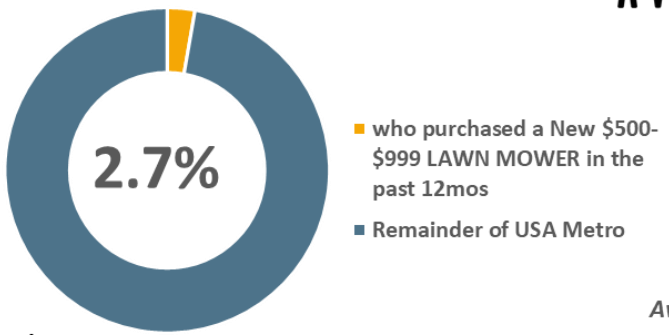
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$250 - $499

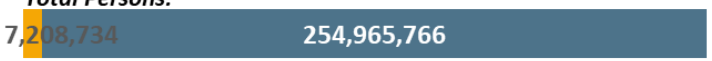


2.7% or 7,208,734 of USA Adults 18 or older purchased a New $500-$999 LAWN MOWER in the past 12mos. Typical Adults 18 or older who purchased a New $500-$999 LAWN MOWER in the past 12mos are 53.5 years old (9.2% older than average) and have a $135,439 (55.% higher than average) annual household income.

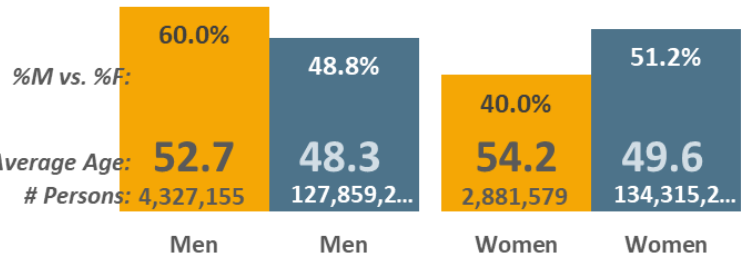
Percent of Market: Adults 18 or older



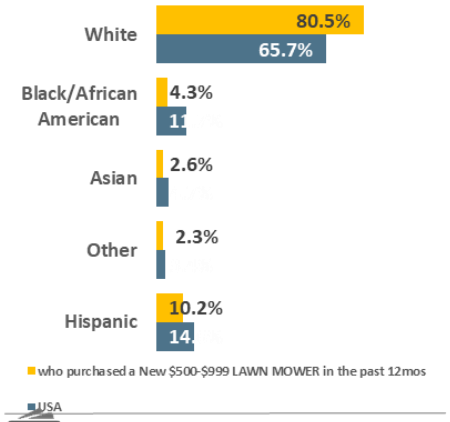
Total Persons:



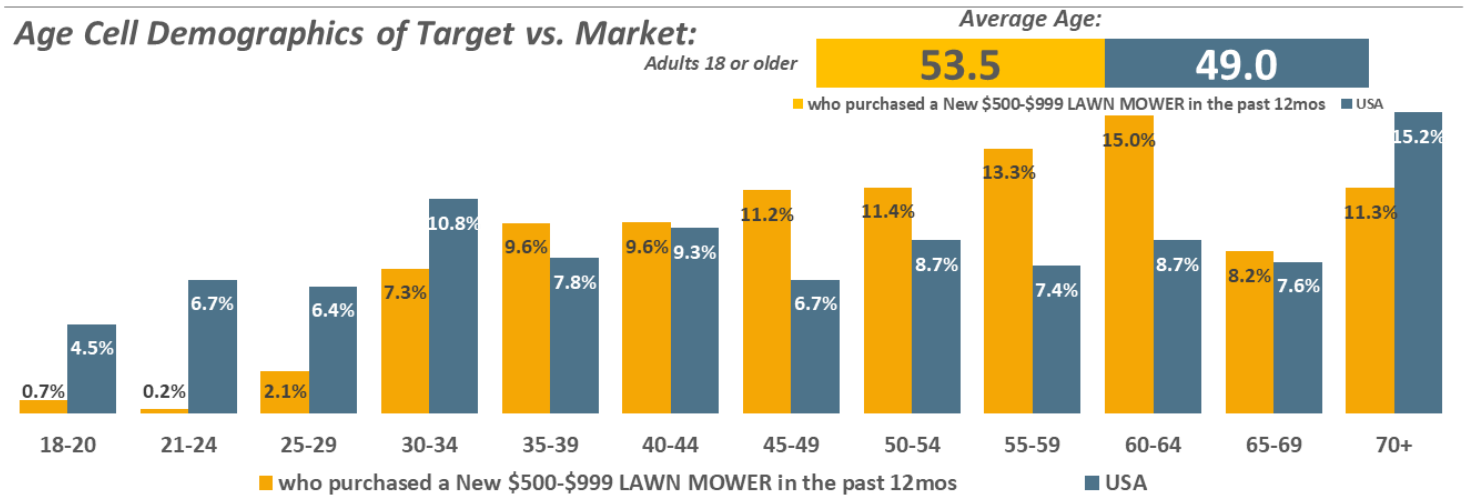
Gender of Target vs. Market: Adults 18 or older



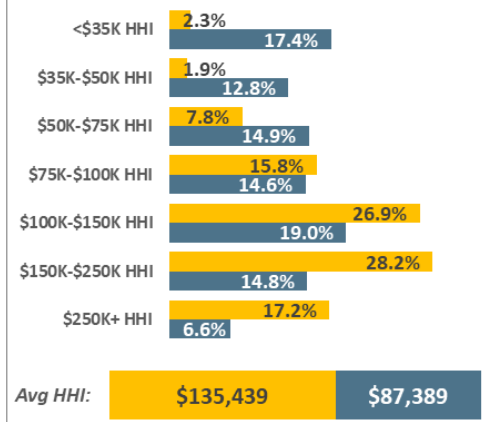
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $135,439 | $87,389

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

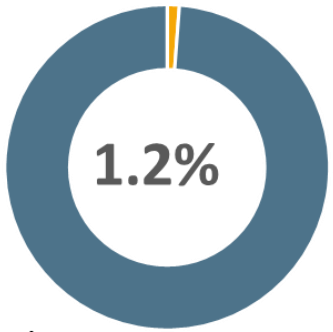
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$500 - $999



1.2% or 3,153,732 of USA Adults 18 or older purchased a New $1,000-$2,999 LAWN TRACTOR in the past 12mos. Typical Adults 18 or older who purchased a New $1,000-$2,999 LAWN TRACTOR in the past 12mos are 51.6 years old (5.5% older than average) and have a $123,846 (41.7% higher than average) annual household …

Percent of Market: Adults 18 or older

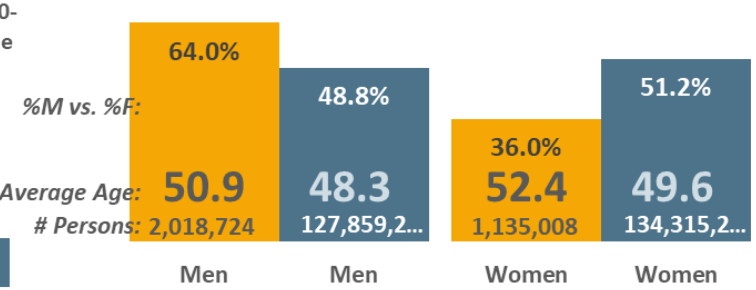


- who purchased a New $1,000-$2,999 LAWN TRACTOR in the past 12mos
- Remainder of USA Metro

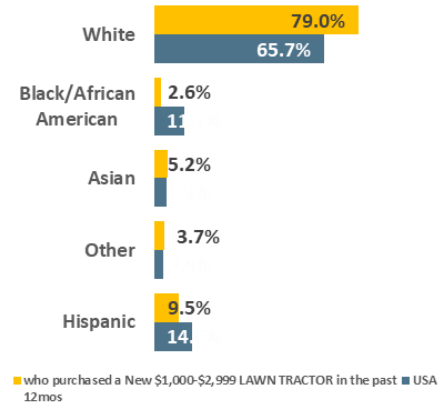
Total Persons:



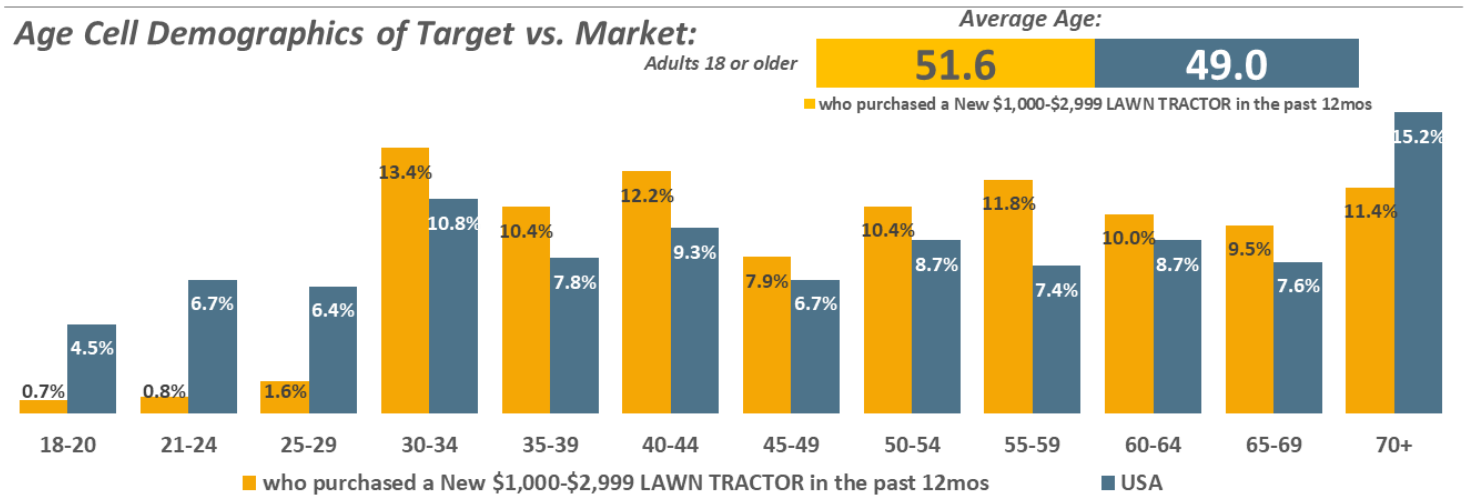
Gender of Target vs. Market: Adults 18 or older



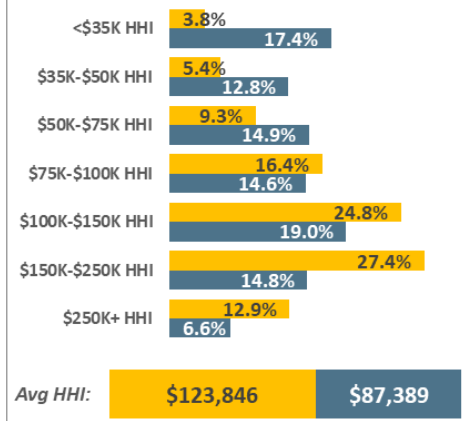
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

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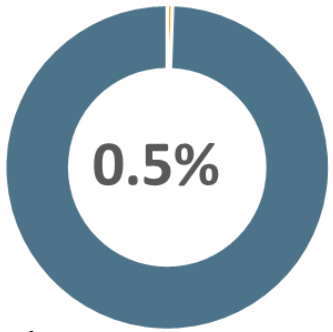
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$1,000 - $2,999



$3,000 or more LAWN TRACTORS

.5% or 1,391,785 of USA Adults 18 or older purchased a New $3,000 or more LAWN TRACTOR in the past 12mos. Typical Adults 18 or older who purchased a New $3,000 or more LAWN TRACTOR in the past 12mos are 50.9 years old (3.9% older than average) and have a $146,291 (67.4% higher than average) annual household …

Percent of Market: Adults 18 or older

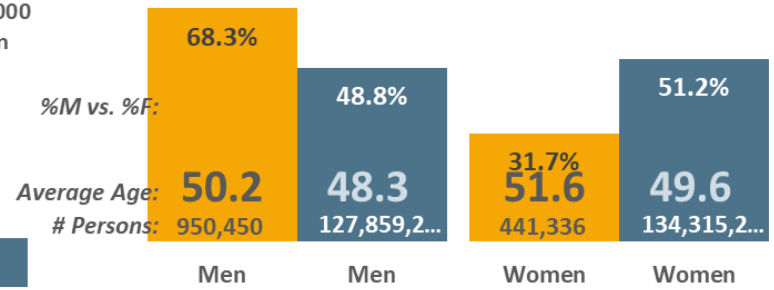


- who purchased a New $3,000 or more LAWN TRACTOR in the past 12mos
- Remainder of USA Metro

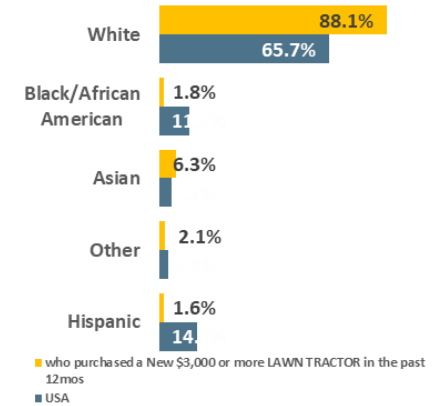
Total Persons:

1,391,785 | 260,782,715

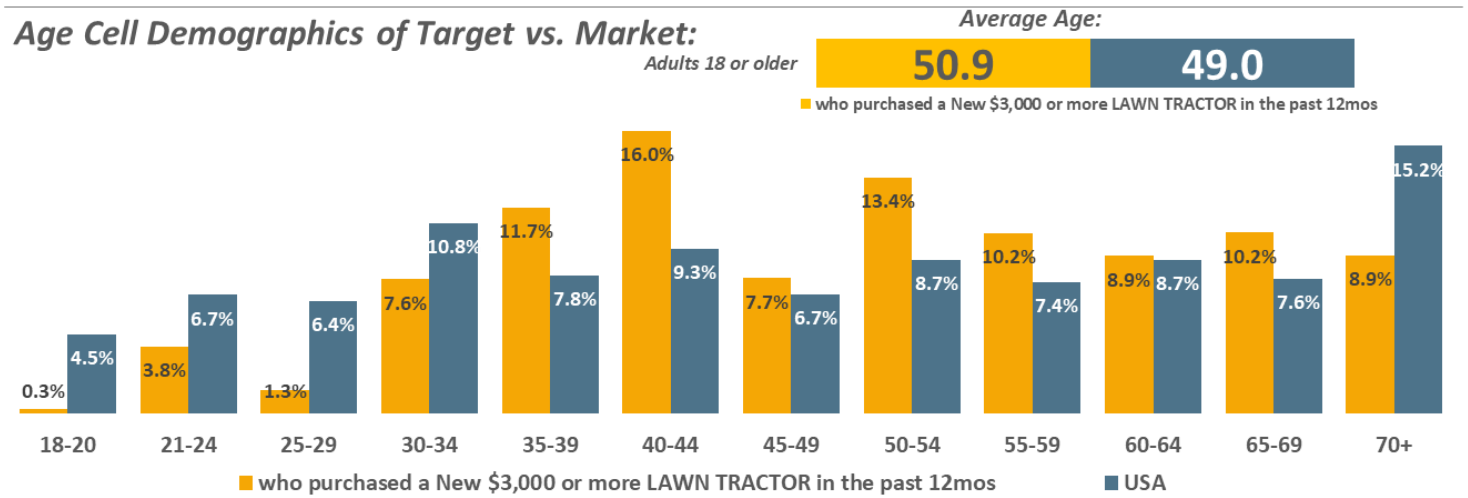
Gender of Target vs. Market: Adults 18 or older



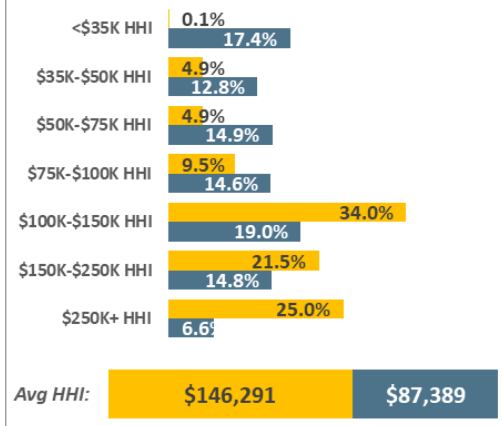
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

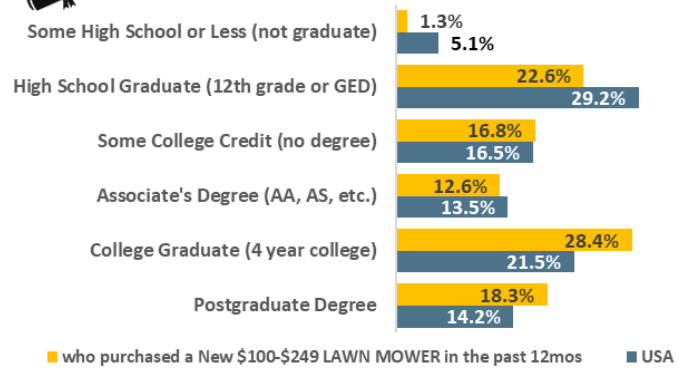
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$3,000 or more

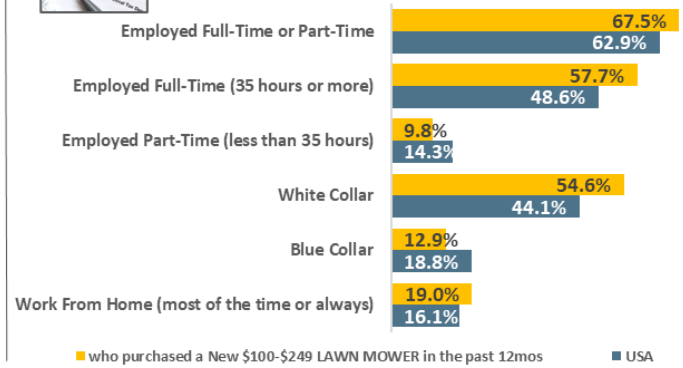


8.2% or 21,612,984 of USA Adults 18 or older purchased a New $100-$249 LAWN MOWER in the past 12mos. Adults 18 or older who purchased a New $100-$249 LAWN MOWER in the past 12mos are 31.1% more likely to be a college graduate, 18.7% more likely to work full-time, 42.6% more likely to be married, 27.9% more likely to be a parent of 1 or more children unde

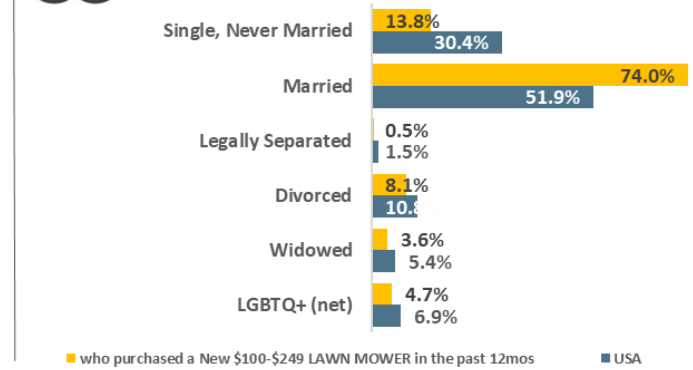
Education Levels: Adults 18 or older



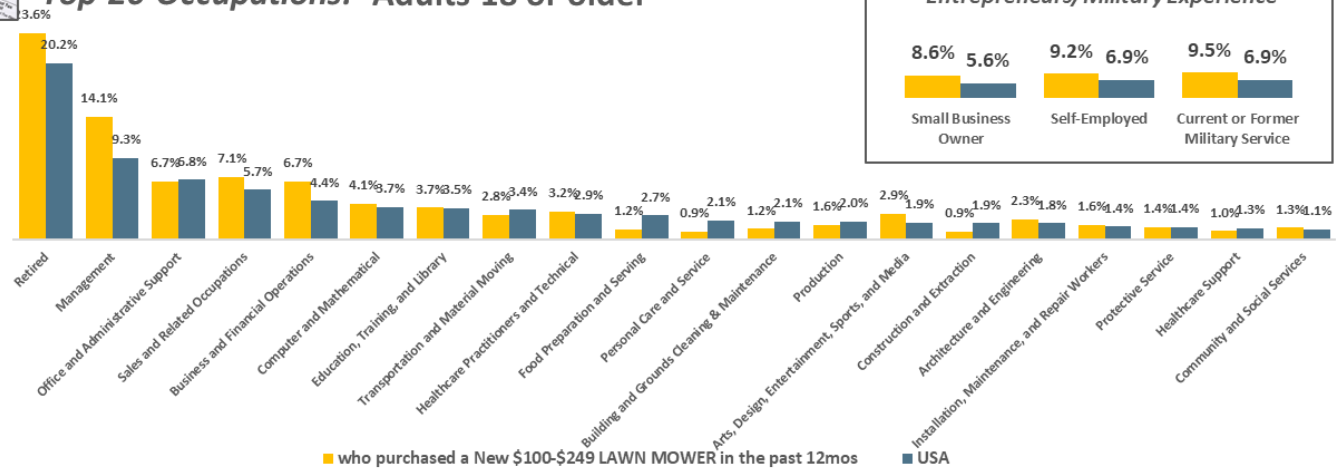
Employment: Adults 18 or older



Marital Status: Adults 18 or older

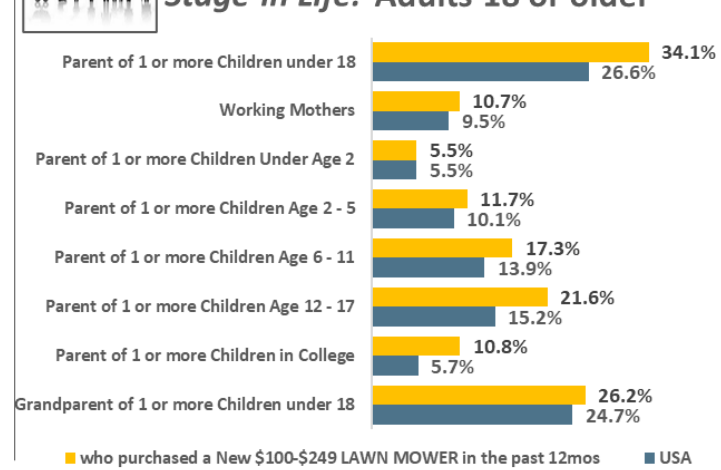


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *7,011*

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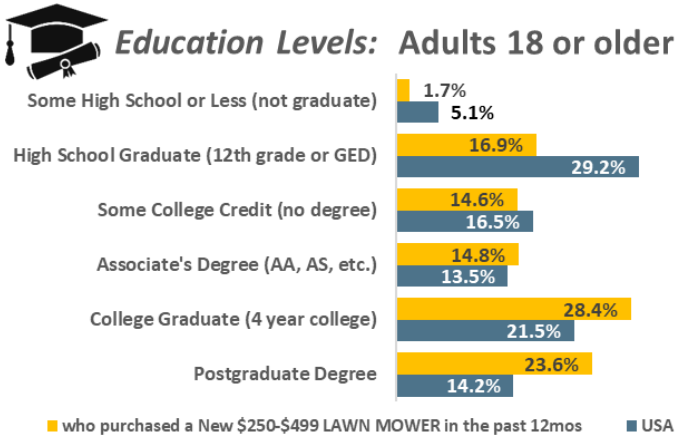
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$100 - $249

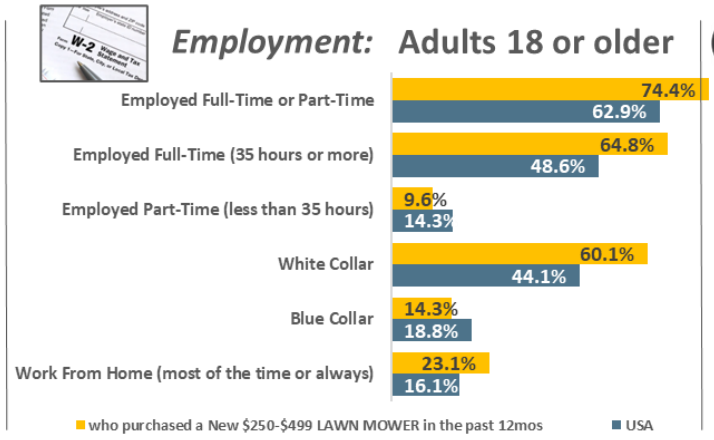


5.% or 13,096,858 of USA Adults 18 or older purchased a New $250-$499 LAWN MOWER in the past 12mos. Adults 18 or older who purchased a New $250-$499 LAWN MOWER in the past 12mos are 45.9% more likely to be a college graduate, 33.4% more likely to work full-time, 40.5% more likely to be married, 26.2% more likely to be a parent of 1 or more children unde

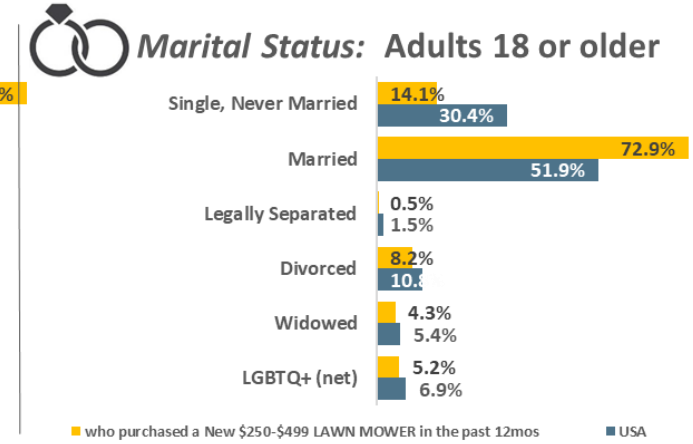
Education Levels: Adults 18 or older



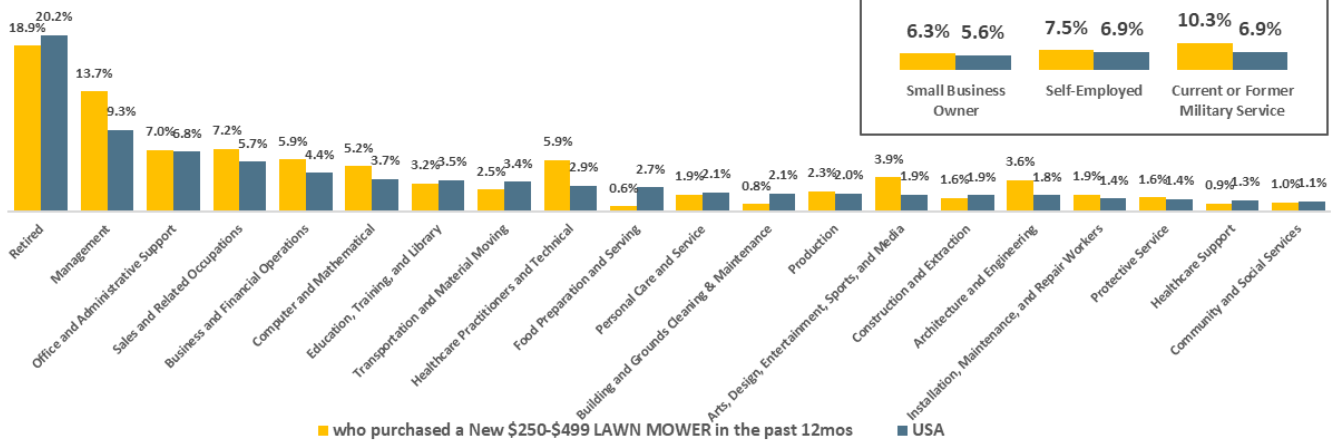
Employment: Adults 18 or older



Marital Status: Adults 18 or older

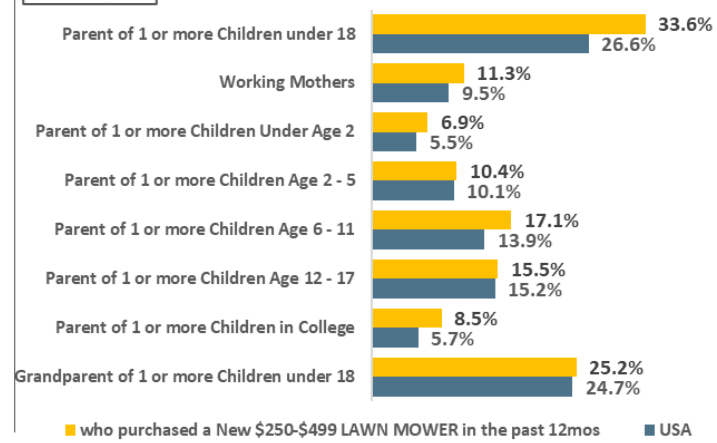


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

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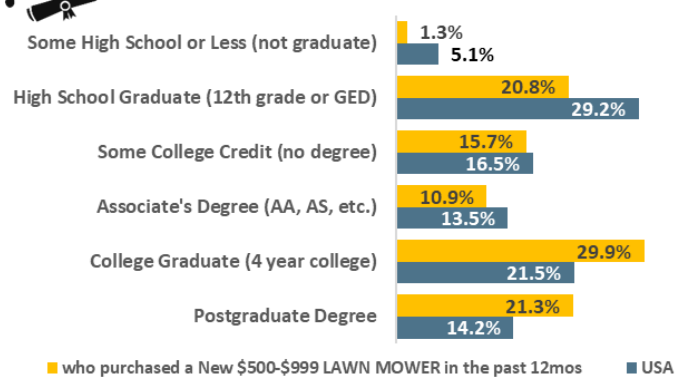
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$250 - $499

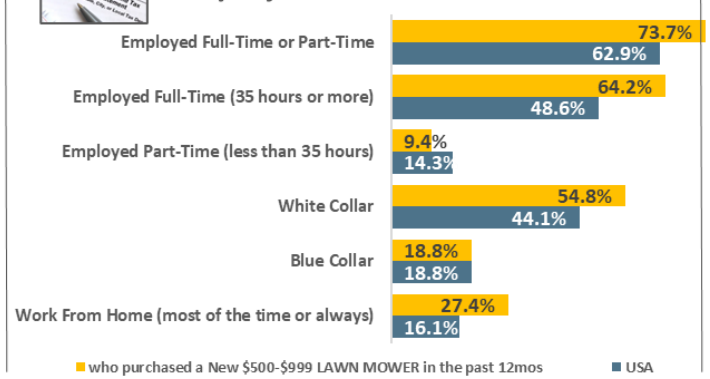


2.7% or 7,208,734 of USA Adults 18 or older purchased a New $500-$999 LAWN MOWER in the past 12mos. Adults 18 or older who purchased a New $500-$999 LAWN MOWER in the past 12mos are 43.7% more likely to be a college graduate, 32.2% more likely to work full-time, 47.% more likely to be married, 10.3% more likely to be a parent of 1 or more children under

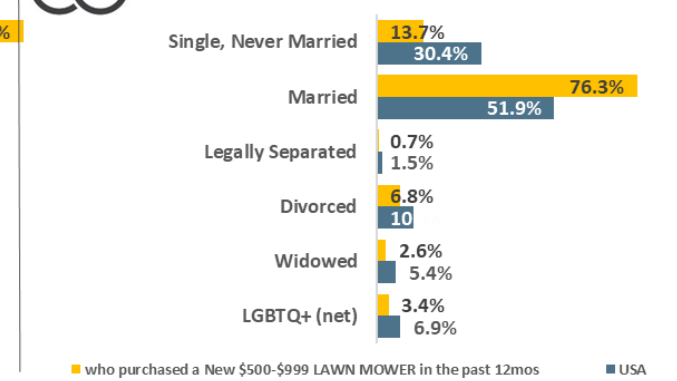
Education Levels: Adults 18 or older



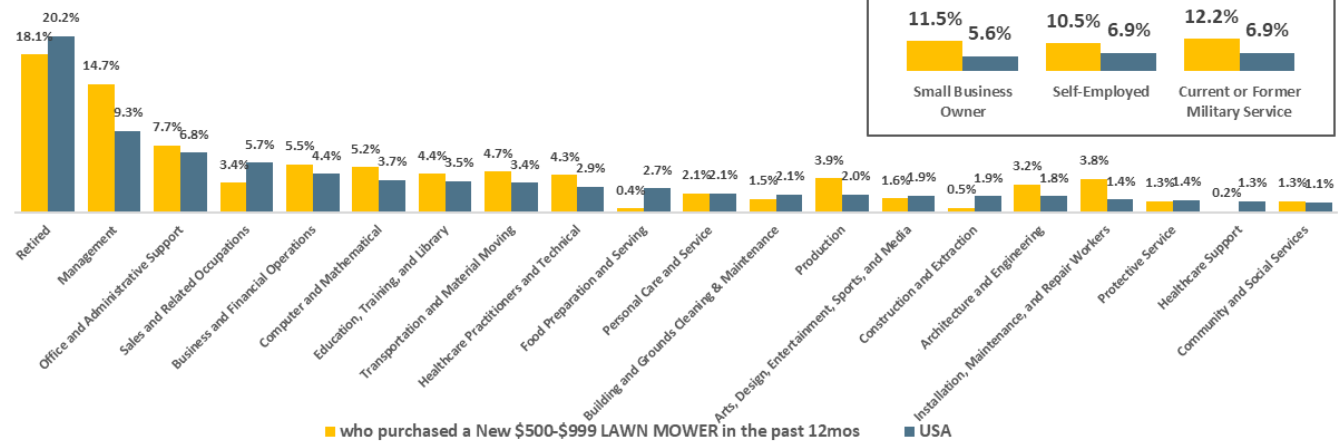
Employment: Adults 18 or older



Marital Status: Adults 18 or older

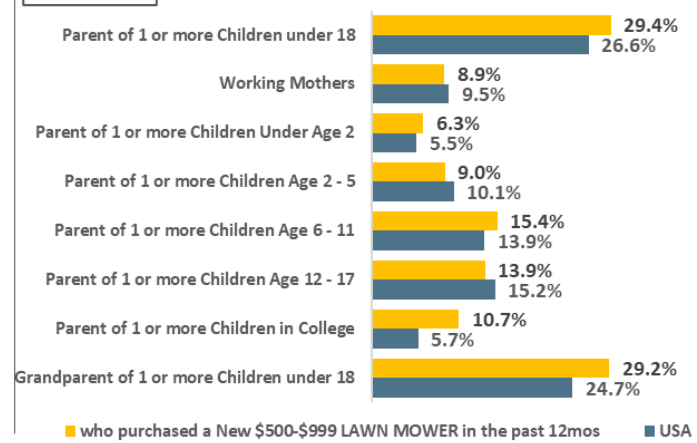


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

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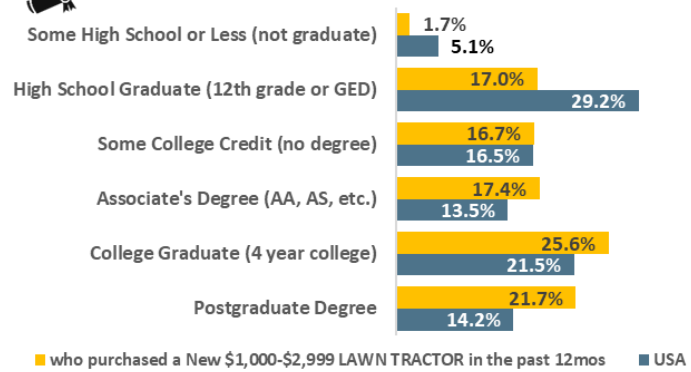
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$500 - $999

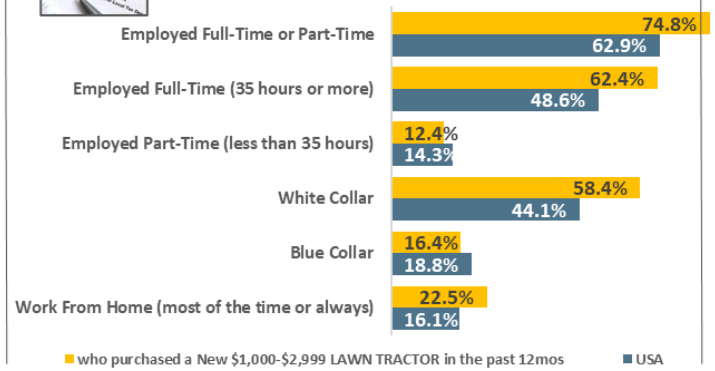


1.2% or 3,153,732 of USA Adults 18 or older purchased a New $1,000-$2,999 LAWN TRACTOR in the past 12mos. Adults 18 or older who purchased a New $1,000-$2,999 LAWN TRACTOR in the past 12mos are 32.6% more likely to be a college graduate, 28.5% more likely to work full-time, 43.6% more likely to be married, 45.5% more likely to be a parent of 1 or more childre

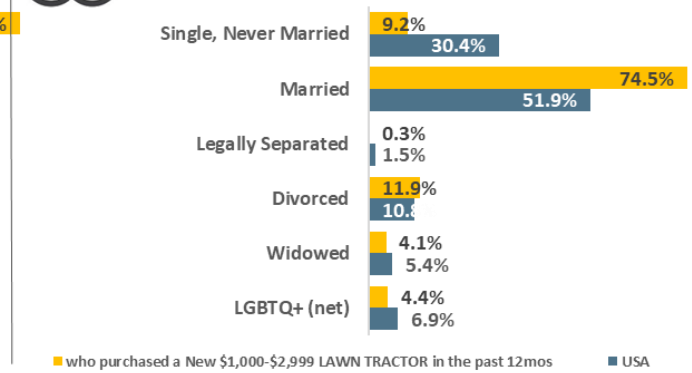
Education Levels: Adults 18 or older



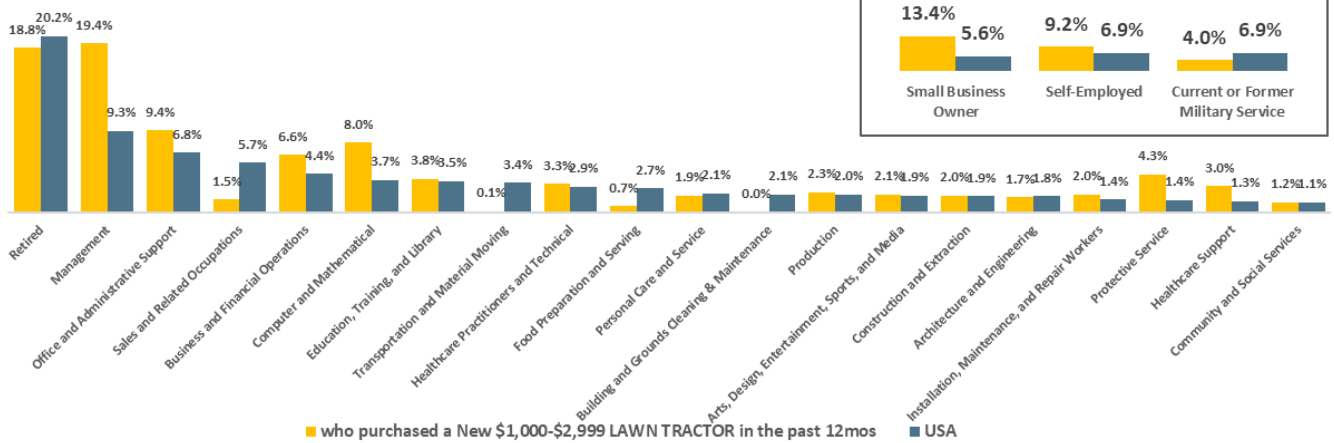
Employment: Adults 18 or older



Marital Status: Adults 18 or older

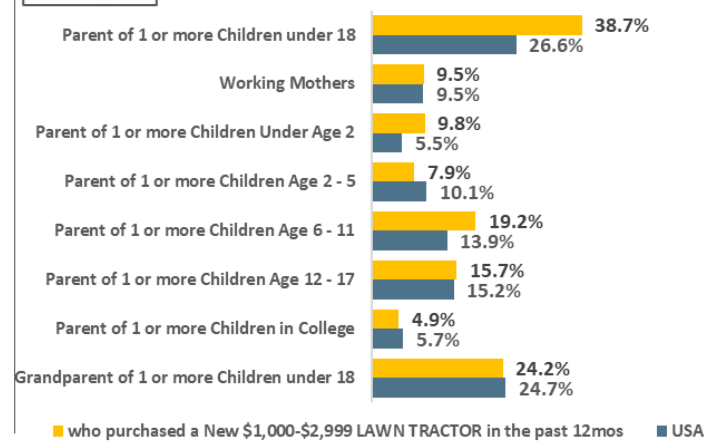


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *7,011*

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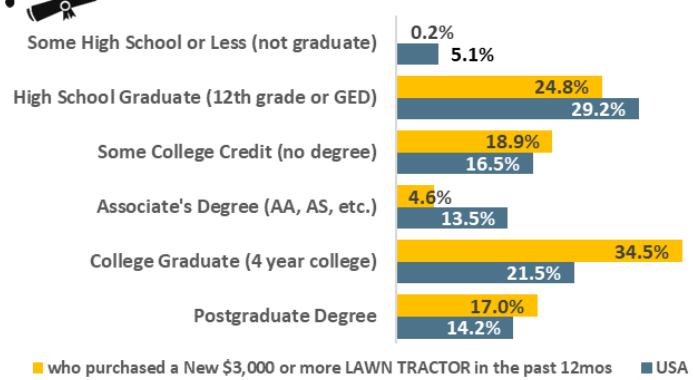
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$1,000 - $2,999

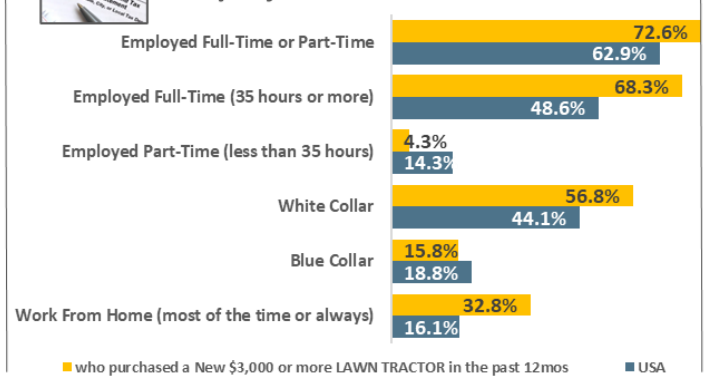


.5% or 1,391,785 of USA Adults 18 or older purchased a New $3,000 or more LAWN TRACTOR in the past 12mos. Adults 18 or older who purchased a New $3,000 or more LAWN TRACTOR in the past 12mos are 44.6% more likely to be a college graduate, 40.5% more likely to work full-time, 50.5% more likely to be married, 35.2% more likely to be a parent of 1 or more childr

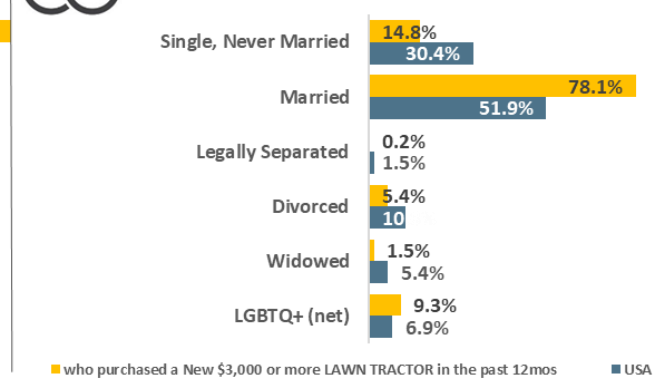
Education Levels: Adults 18 or older



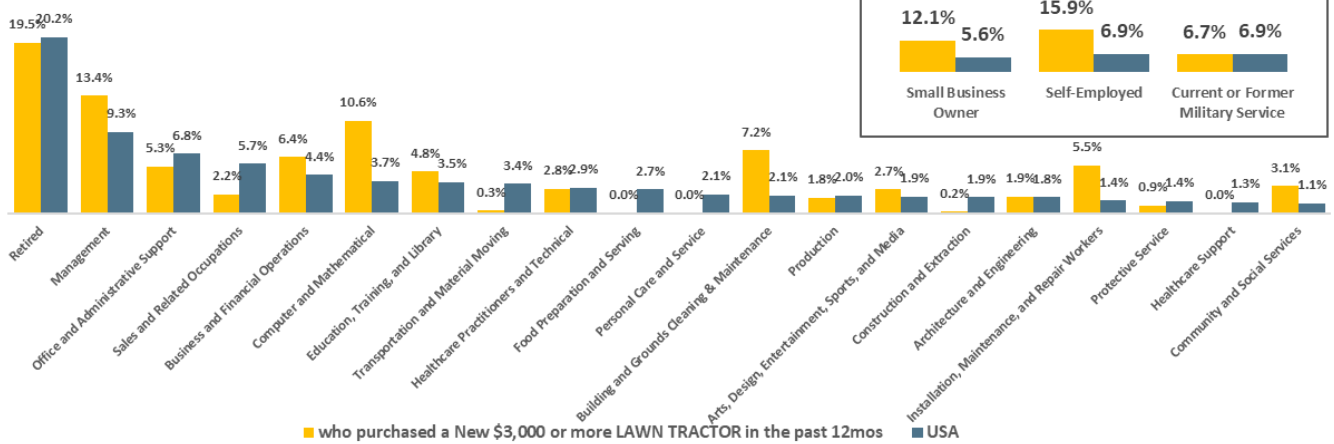
Employment: Adults 18 or older



Marital Status: Adults 18 or older

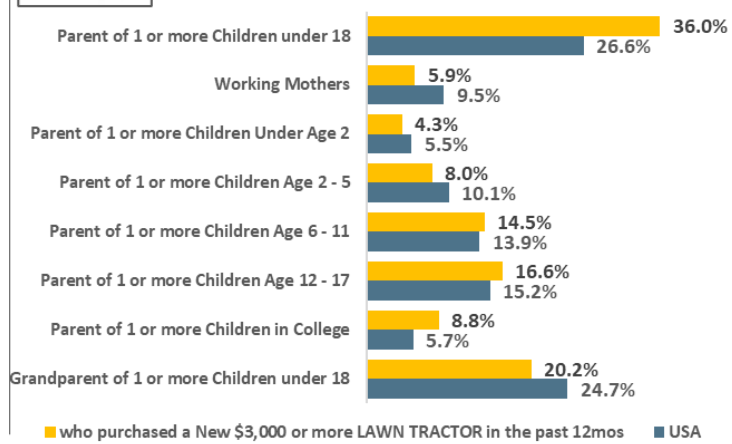


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

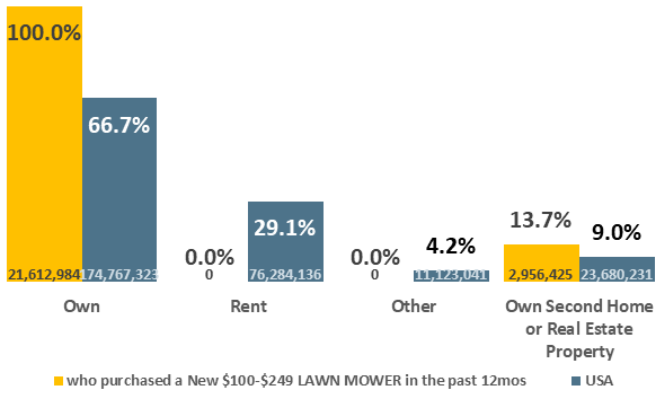
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$3,000 or more



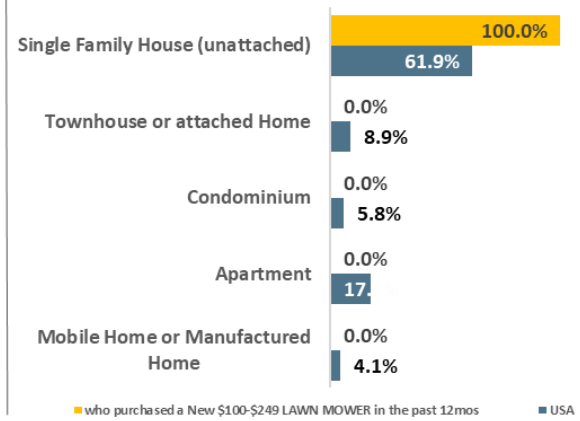
$100 - $249 LAWN MOWERS

8.2% or 21,612,984 of USA Adults 18 or older purchased a New $100-$249 LAWN MOWER in the past 12mos. Adults 18 or older who purchased a New $100-$249 LAWN MOWER in the past 12mos are 50.% more likely to own their home, 8.7% more likely to own a higher valued home, 61.5% more likely to have a single-family home, 28.7% more likely to have a dog.

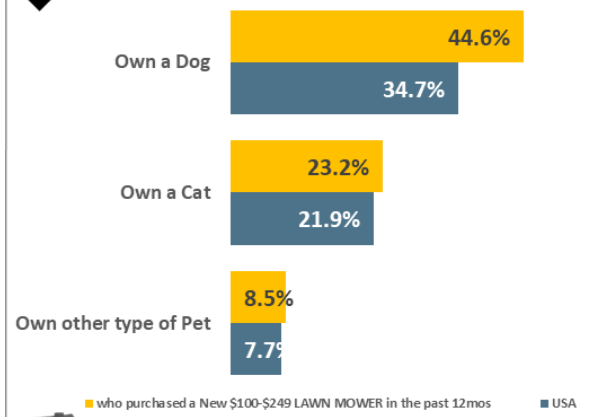
Own/Rent/Other: Adults 18 or older



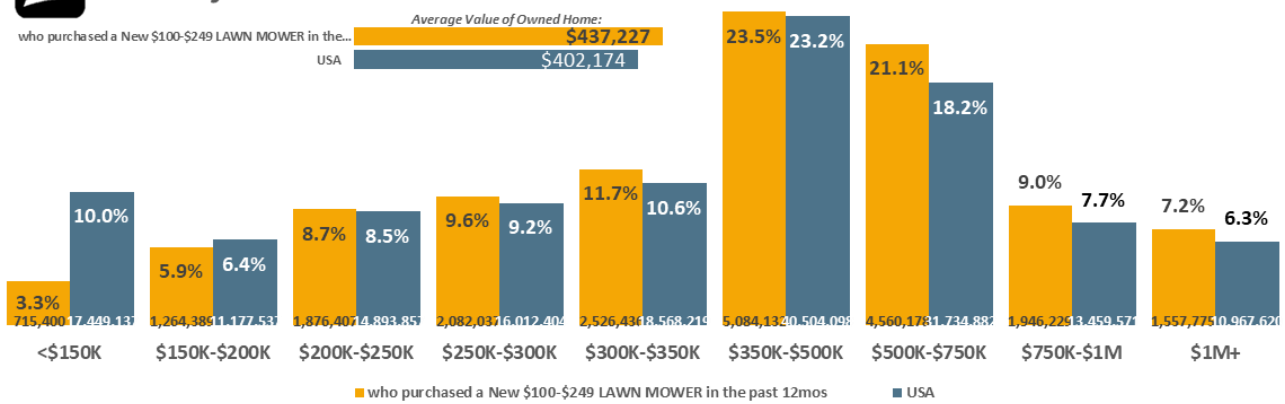
Type of Home: Adults 18 or older



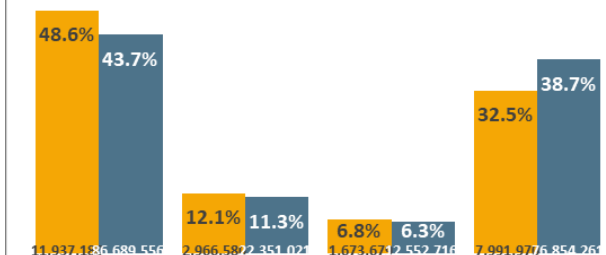
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *7,011*

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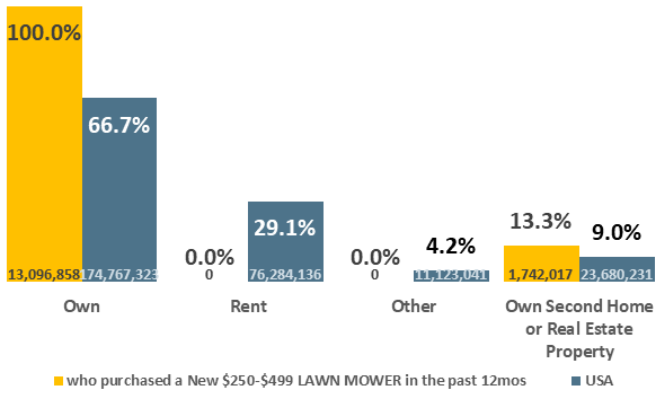
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$100 - $249

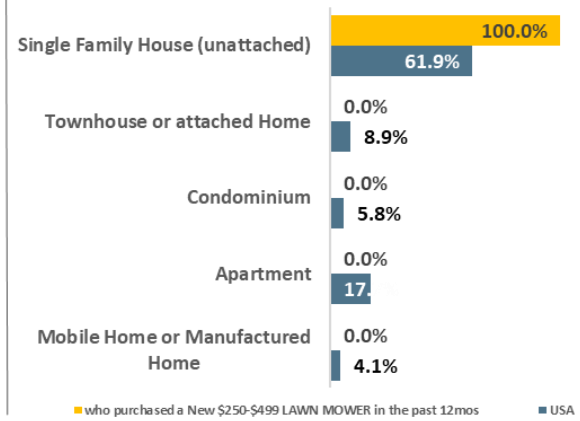


5.% or 13,096,858 of USA Adults 18 or older purchased a New $250-$499 LAWN MOWER in the past 12mos. Adults 18 or older who purchased a New $250-$499 LAWN MOWER in the past 12mos are 50.% more likely to own their home, 13.5% more likely to own a higher valued home, 61.5% more likely to have a single-family home, 36.4% more likely to have a dog.

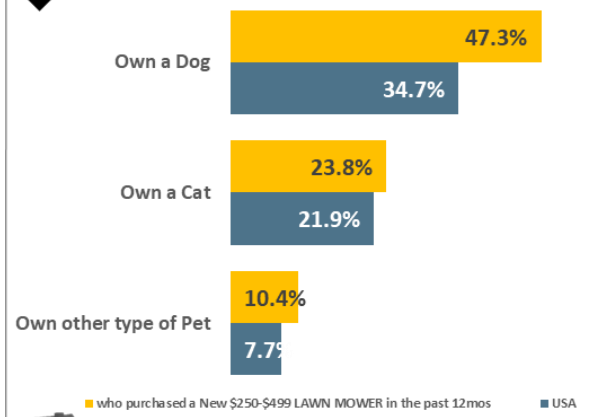
Own/Rent/Other: Adults 18 or older



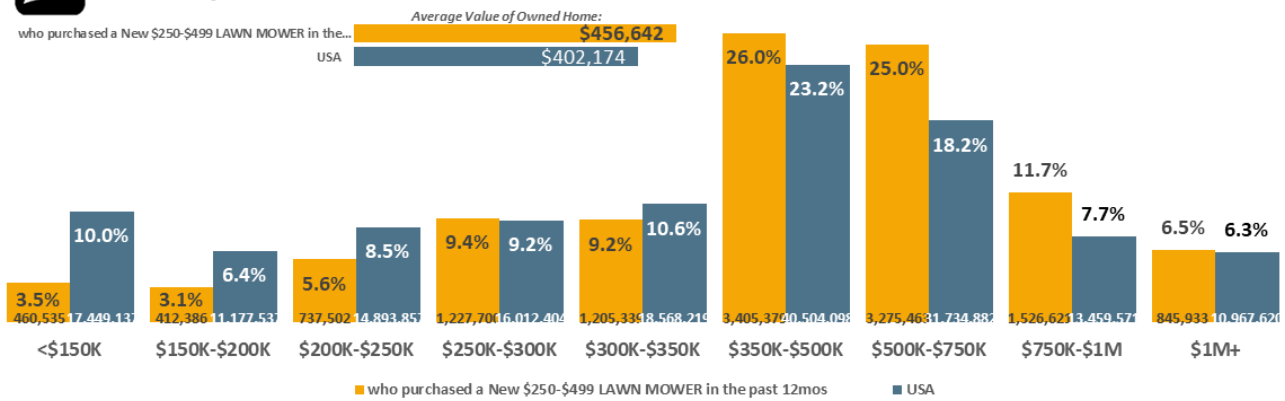
Type of Home: Adults 18 or older



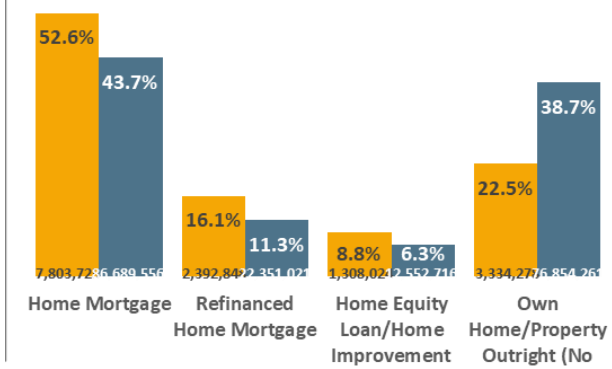
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *7,011*

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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

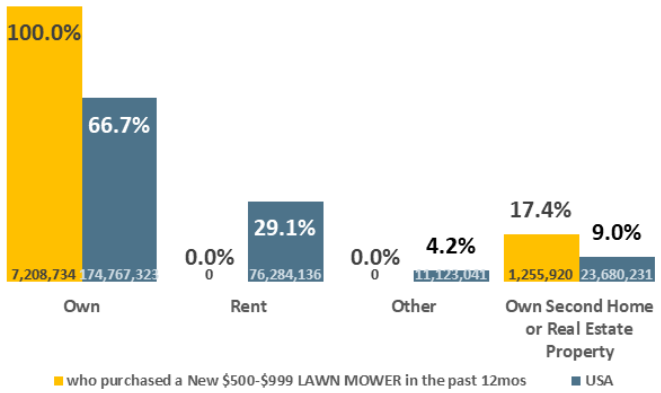
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$250 - $499



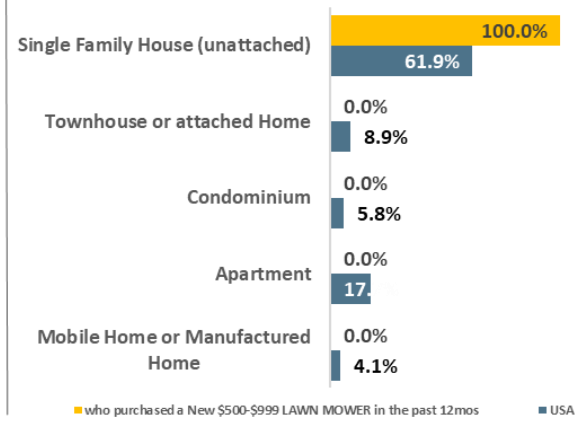
$500 - $999 LAWN MOWERS

2.7% or 7,208,734 of USA Adults 18 or older purchased a New $500-$999 LAWN MOWER in the past 12mos. Adults 18 or older who purchased a New $500-$999 LAWN MOWER in the past 12mos are 50.% more likely to own their home, 21.7% more likely to own a higher valued home, 61.5% more likely to have a single-family home, 44.2% more likely to have a dog.

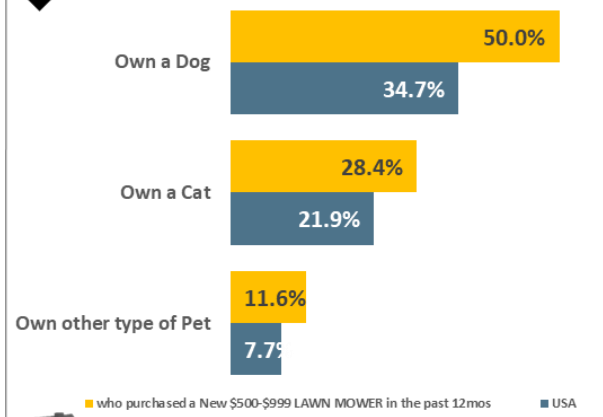
Own/Rent/Other: Adults 18 or older



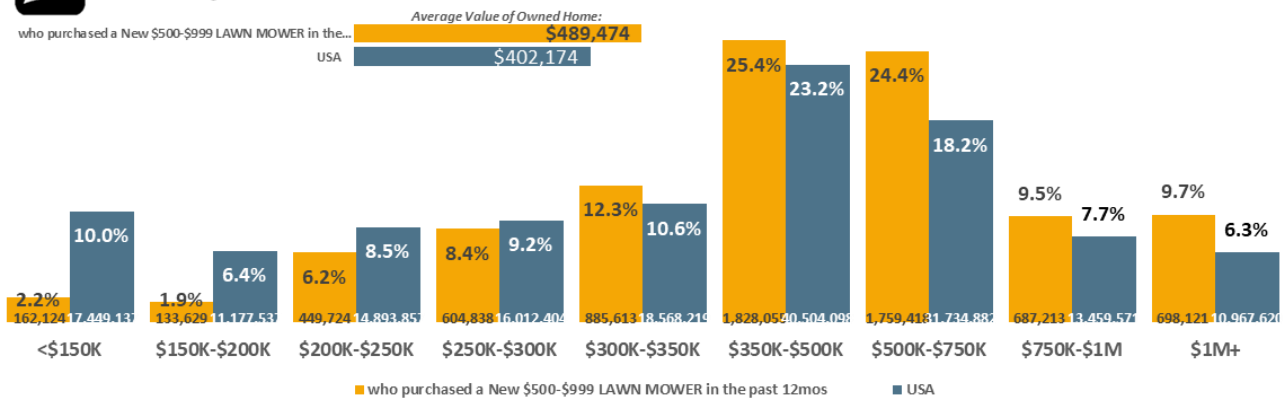
Type of Home: Adults 18 or older



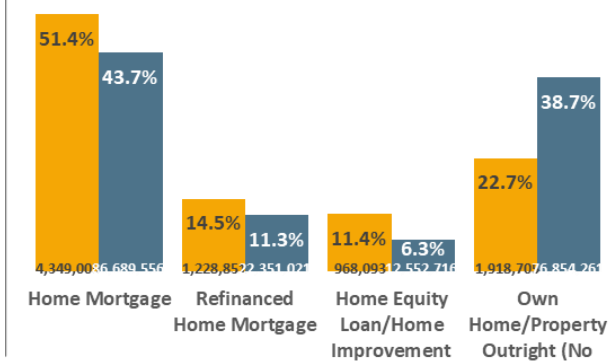
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *7,011*

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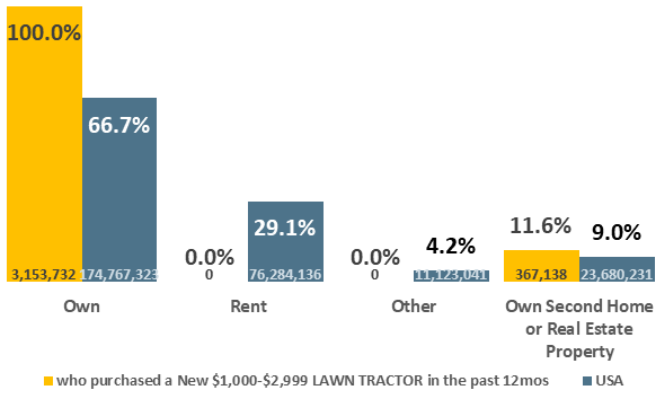
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$500 - $999

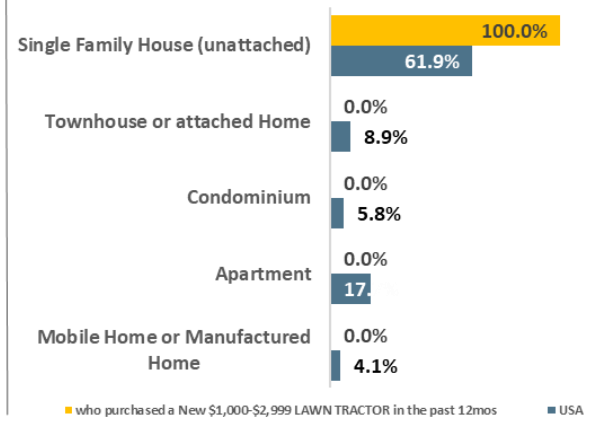


1.2% or 3,153,732 of USA Adults 18 or older purchased a New $1,000-$2,999 LAWN TRACTOR in the past 12mos. Adults 18 or older who purchased a New $1,000-$2,999 LAWN TRACTOR in the past 12mos are 50.% more likely to own their home, 25.9% more likely to own a higher valued home, 61.5% more likely to have a single-family home, 54.% more likely to have a dog.

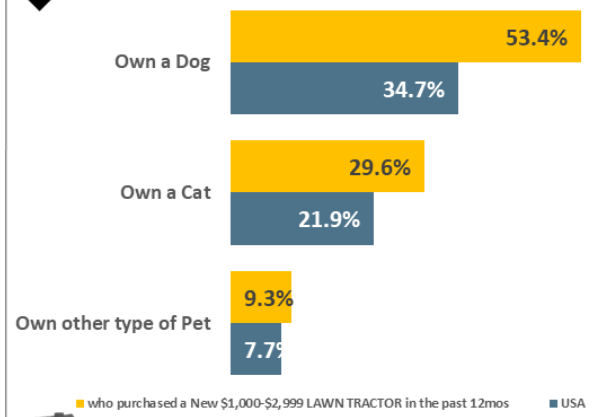
Own/Rent/Other: Adults 18 or older



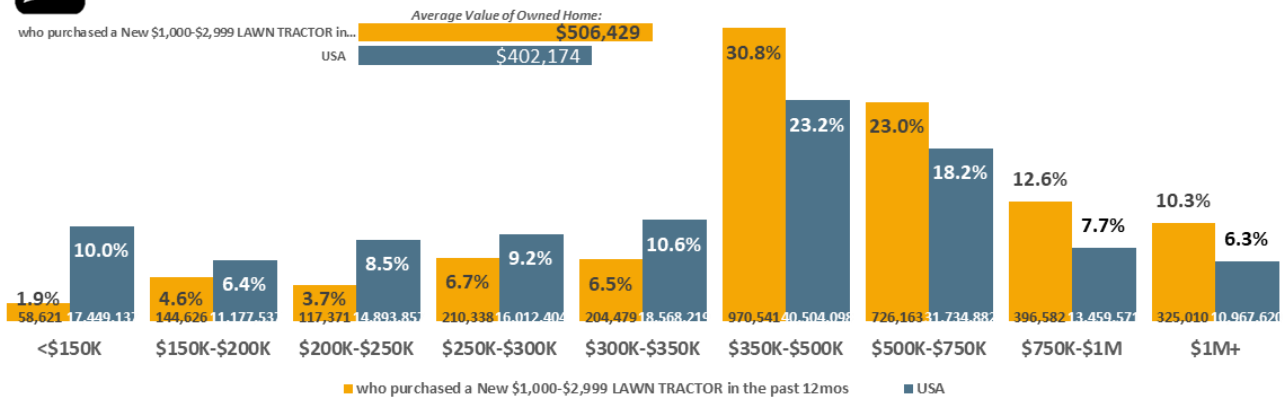
Type of Home: Adults 18 or older



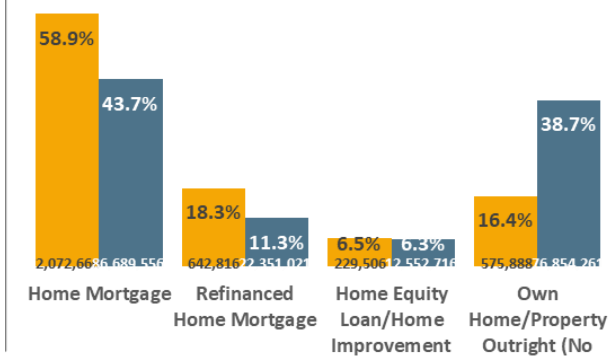
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

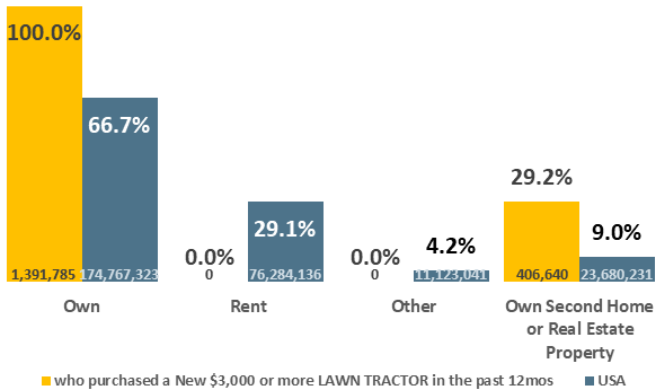
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$1,000 - $2,999



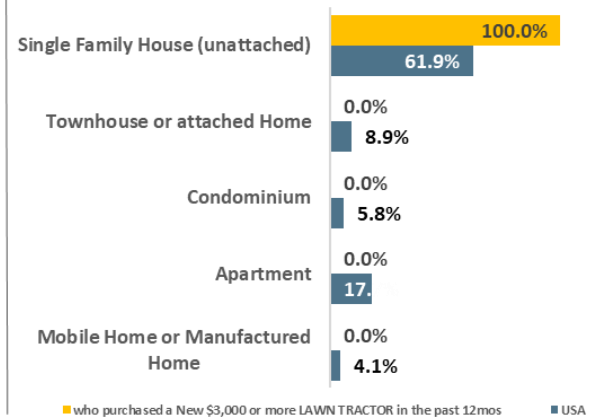
$3,000 or more LAWN TRACTORS

.5% or 1,391,785 of USA Adults 18 or older purchased a New $3,000 or more LAWN TRACTOR in the past 12mos. Adults 18 or older who purchased a New $3,000 or more LAWN TRACTOR in the past 12mos are 50.% more likely to own their home, 43.4% more likely to own a higher valued home, 61.5% more likely to have a single-family home, 73.4% more likely to have a dog.

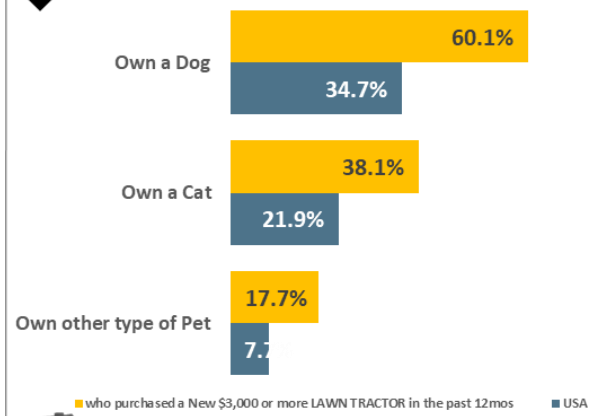
Own/Rent/Other: Adults 18 or older



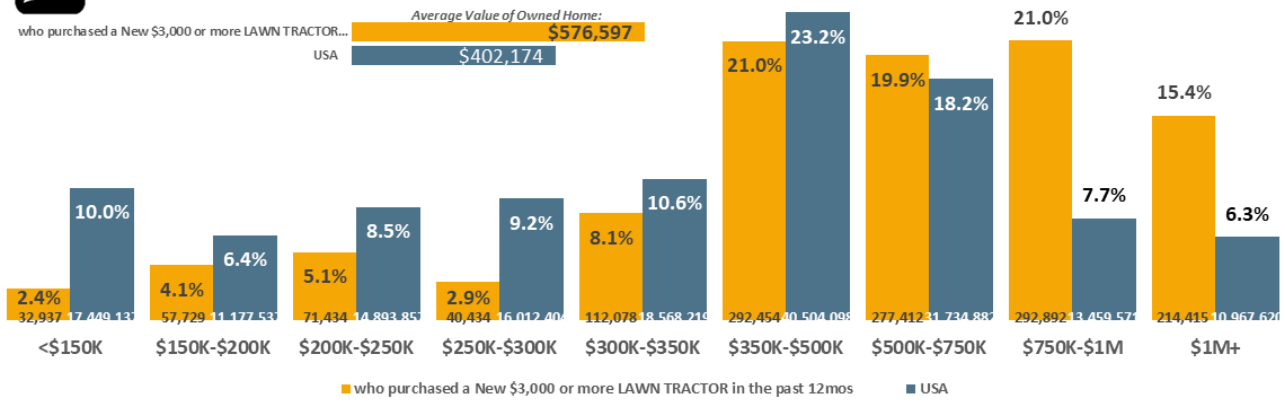
Type of Home: Adults 18 or older



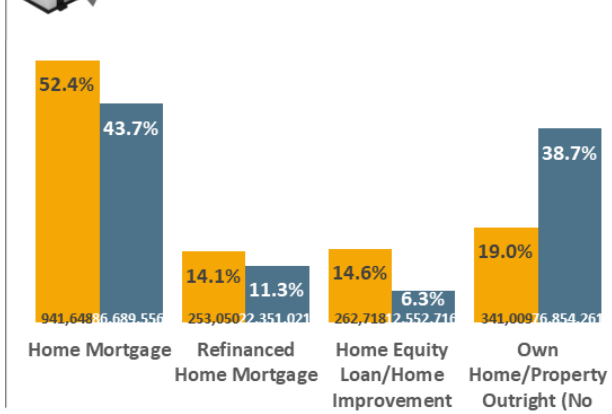
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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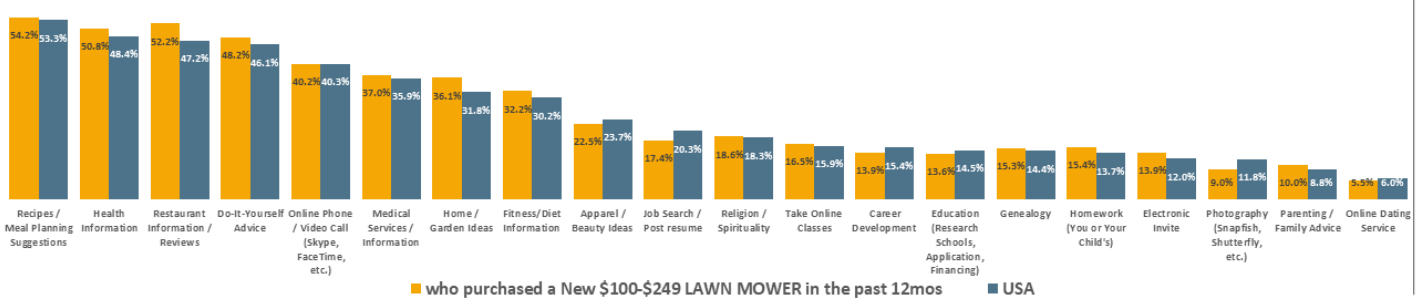
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$3,000 or more

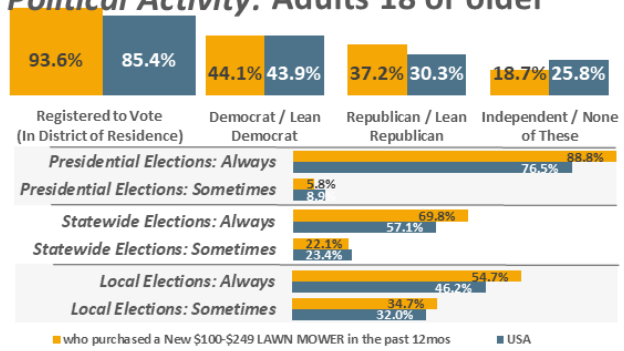


8.2% or 21,612,984 of USA Adults 18 or older purchased a New $100-$249 LAWN MOWER in the past 12mos. Adults 18 or older who purchased a New $100-$249 LAWN MOWER in the past 12mos are 4.6% more likely to look up D-I-Y advice online, 18.5% more likely to always vote in local elections, 20.2% more likely to belong to a gym, 9.2% more likely to fly domestic

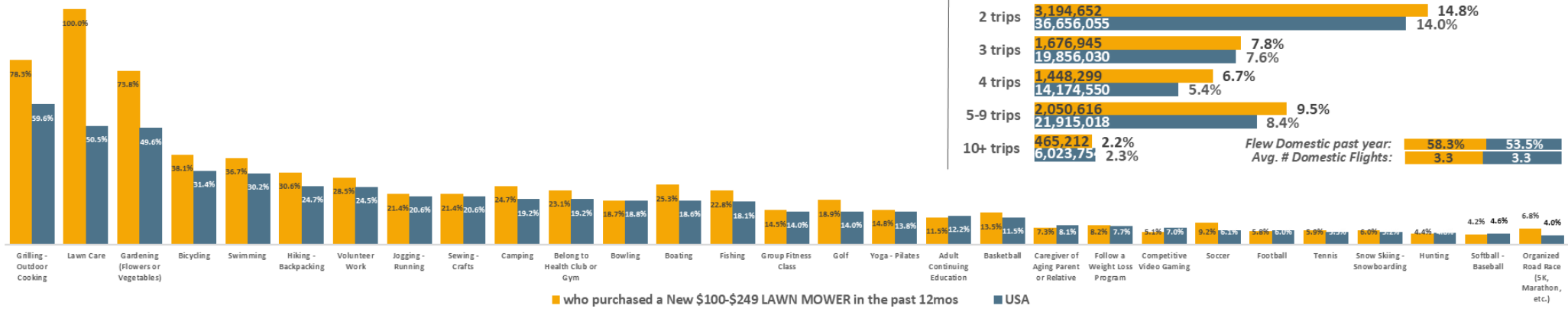
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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: Jan23-Feb24 Qual Intab 7,011

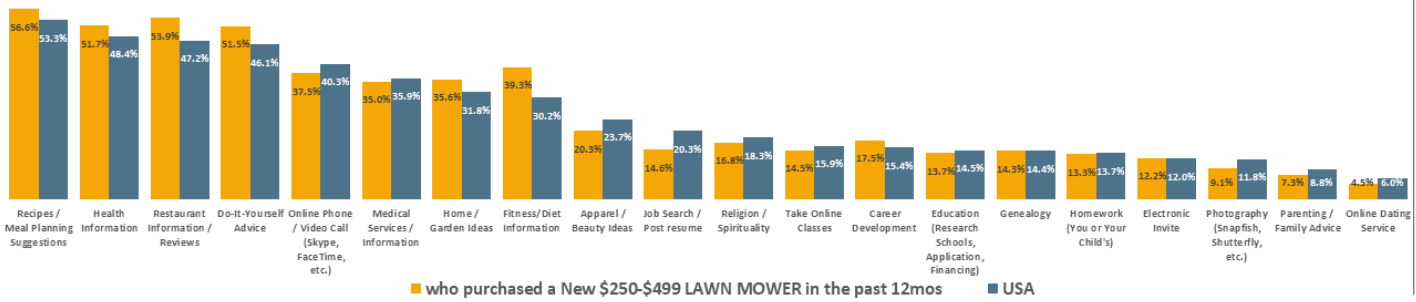
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$100 - $249

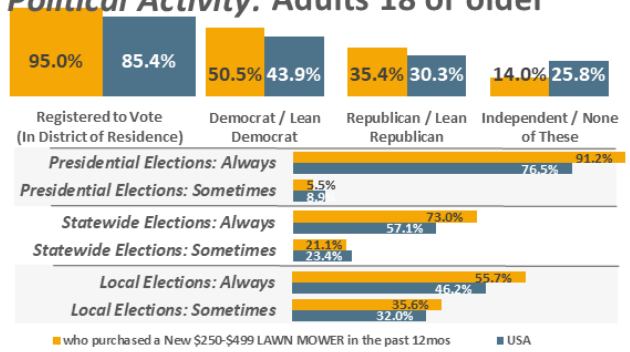


5.% or 13,096,858 of USA Adults 18 or older purchased a New $250-$499 LAWN MOWER in the past 12mos. Adults 18 or older who purchased a New $250-$499 LAWN MOWER in the past 12mos are 11.8% more likely to look up D-I-Y advice online, 20.6% more likely to always vote in local elections, 20.% more likely to belong to a gym, 21.9% more likely to fly domestic

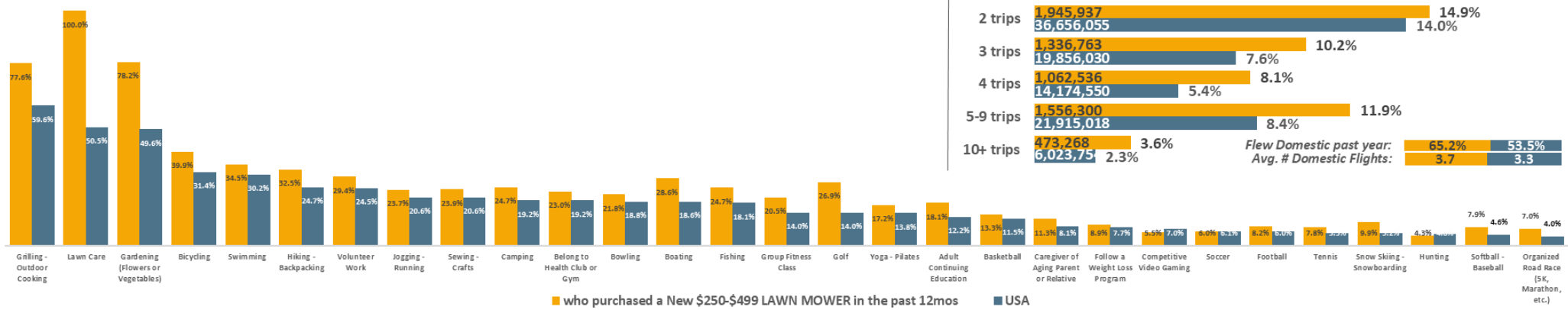
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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: Jan23-Feb24 Qual Intab 7,011

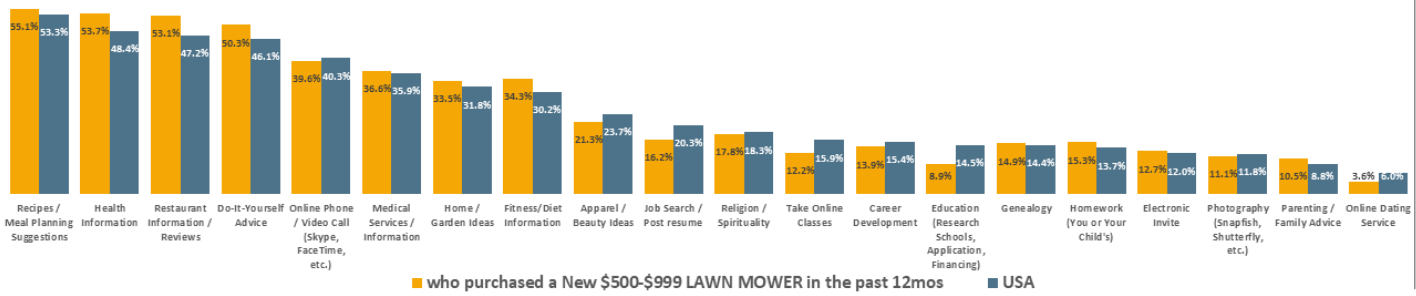
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$250 - $499

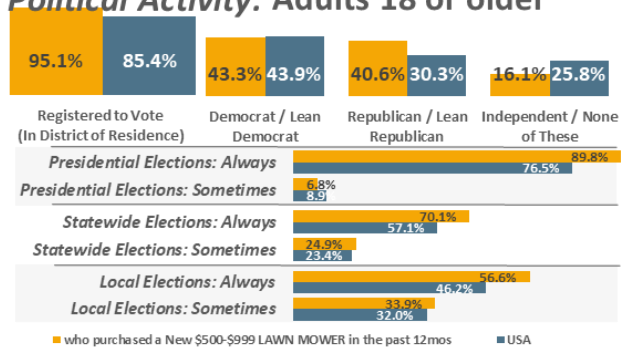


2.7% or 7,208,734 of USA Adults 18 or older purchased a New $500-$999 LAWN MOWER in the past 12mos. Adults 18 or older who purchased a New $500-$999 LAWN MOWER in the past 12mos are 9.2% more likely to look up D-I-Y advice online, 22.6% more likely to always vote in local elections, 28.7% more likely to belong to a gym, 27.3% more likely to fly domestic

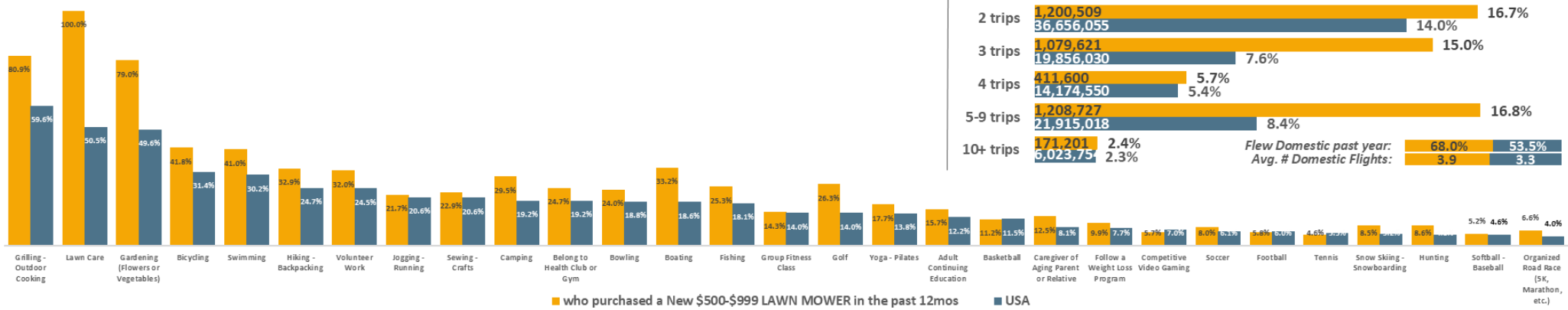
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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: Jan23-Feb24* *Qual Intab* *7,011*

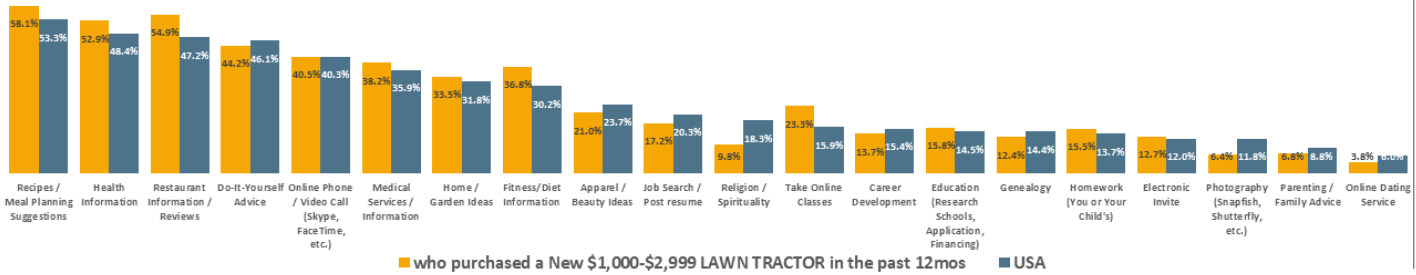
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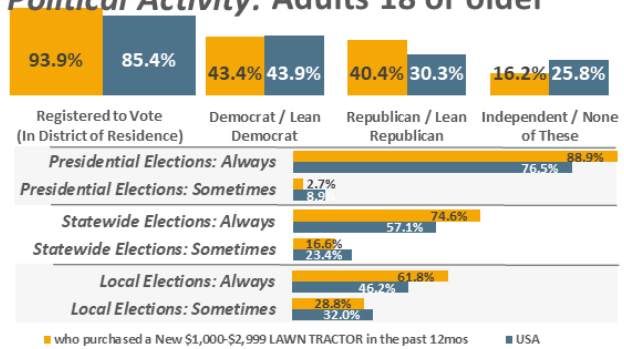


1.2% or 3,153,732 of USA Adults 18 or older purchased a New $1,000-$2,999 LAWN TRACTOR in the past… Adults 18 or older who purchased a New $1,000-$2,999 LAWN TRACTOR in the past 12mos are 4.1% less likely to look up D-I-Y advice online, 33.9% more likely to always vote in local elections, 51.1% more likely to belong to a gym, 34.1% more likely to fly do

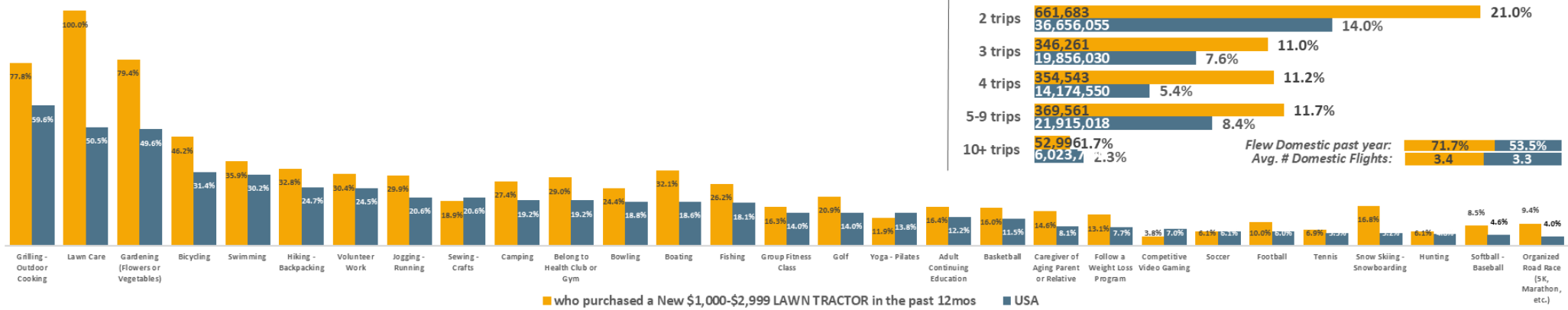
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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: Jan23-Feb24 Qual Intab 7,011

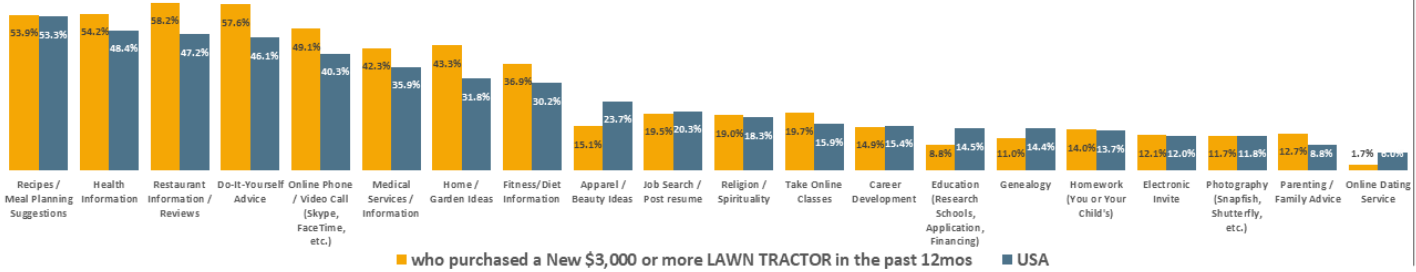
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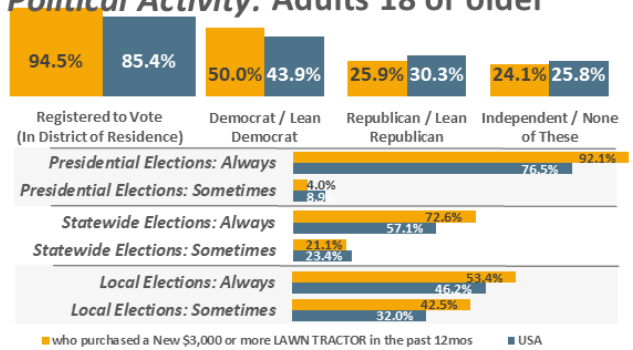


.5% or 1,391,785 of USA Adults 18 or older purchased a New $3,000 or more LAWN TRACTOR in the past… Adults 18 or older who purchased a New $3,000 or more LAWN TRACTOR in the past 12mos are 25.1% more likely to look up D-I-Y advice online, 15.6% more likely to always vote in local elections, 73.2% more likely to belong to a gym, 36.% more likely to fly d

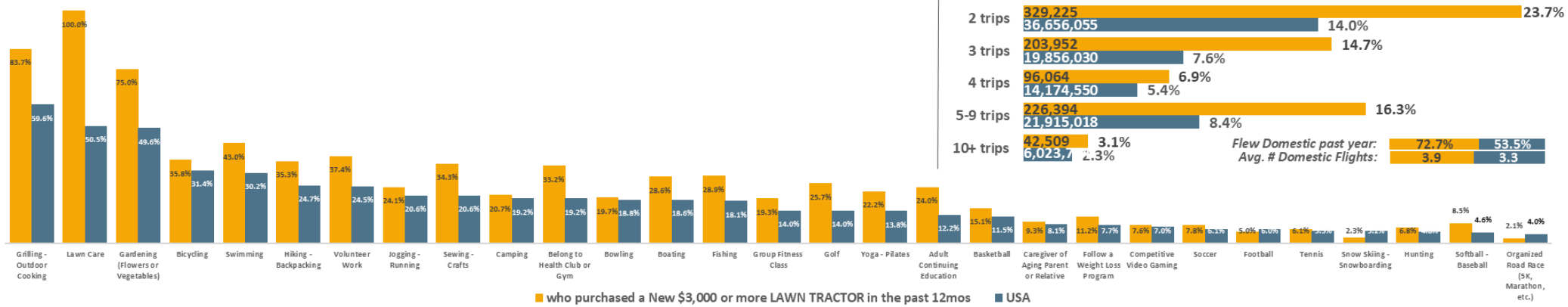
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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: Jan23-Feb24 Qual Intab 7,011

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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$3,000 or more



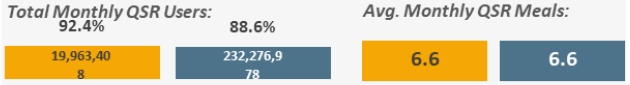
$100 - $249 LAWN MOWERS

8.2% or 21,612,984 of USA Adults 18 or older purchased a New $100-$249 LAWN MOWER in the past 12mos. Adults 18 or older who purchased a New $100-$249 LAWN MOWER in the past 12mos are 4.3% more likely to use QSRs past mo., 9.4% more likely to use Sit-Down Restaurants past mo., 7.4% less likely to use Casinos past yr., 49.8% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

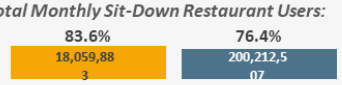


Avg. Monthly QSR Meals:

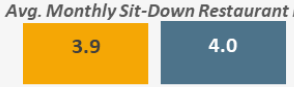
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

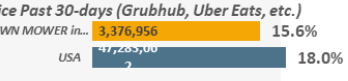


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

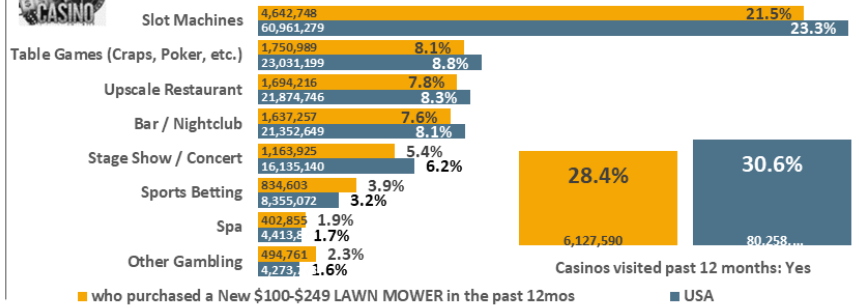


Drank Past 30-days: Adults 18 or older



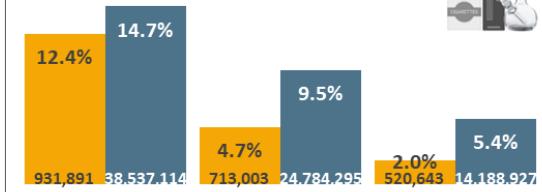
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

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5.% or 13,096,858 of USA Adults 18 or older purchased a New $250-$499 LAWN MOWER in the past 12mos. Adults 18 or older who purchased a New $250-$499 LAWN MOWER in the past 12mos are 1.4% more likely to use QSRs past mo., 10.3% more likely to use Sit-Down Restaurants past mo., 3.6% more likely to use Casinos past yr., 22.3% less likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 89.8% 11,763,490 | 88.6% 232,276,978

Avg. Monthly QSR Meals: 7.0 | 6.6

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



Total Monthly Sit-Down Restaurant Users: 84.2% 11,028,201 | 76.4% 200,212,507

Avg. Monthly Sit-Down Restaurant Meals: 4.1 | 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 a New $250-$499 LAWN MOWER in... 2,182,194 16.7%

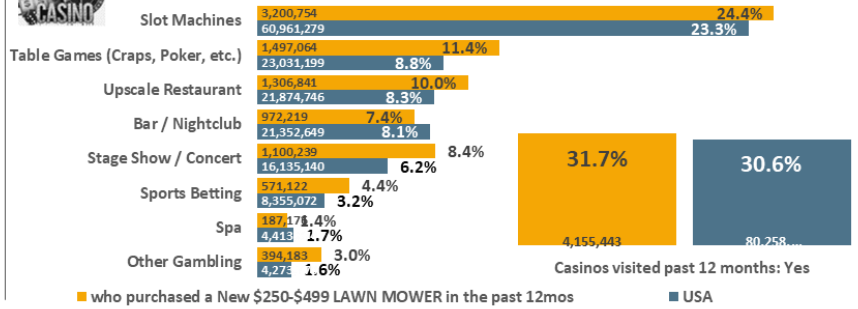
USA 47,285,006 18.0%

Drank Past 30-days: Adults 18 or older



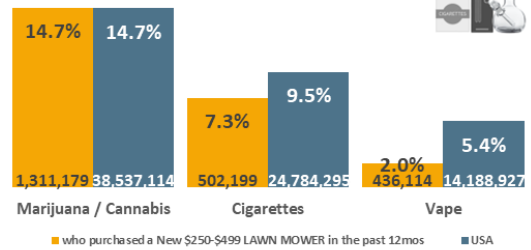
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

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$500 - $999 LAWN MOWERS

2.7% or 7,208,734 of USA Adults 18 or older purchased a New $500-$999 LAWN MOWER in the past 12mos. Adults 18 or older who purchased a New $500-$999 LAWN MOWER in the past 12mos are 4.6% more likely to use QSRs past mo., 11.% more likely to use Sit-Down Restaurants past mo., 5.6% more likely to use Casinos past yr., 49.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



	who purchased a New $500-$999 LAWN MOWER in the past 12mos	USA
1 time	8.1%	8.2%
2 times	9.9%	10.6%
3 times	13.2%	10.5%
4 times	10.0%	9.8%
5 times	14.6%	10.6%
6 - 9 times	20.0%	20.7%
10 times or more	16.9%	18.3%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
92.7%	88.6%	6.3	6.6
6,681,968	232,276,978		

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



	who purchased a New $500-$999 LAWN MOWER in the past 12mos	USA
1 time	14.3%	15.4%
2 times	18.0%	16.1%
3 times	14.8%	13.1%
4 times	11.0%	9.9%
5 times	8.8%	7.8%
6 - 9 times	11.8%	8.9%
10 times or more	6.1%	5.1%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
84.8%	76.4%	4.3	4.0
6,112,791	200,212,507		

Top-10 Cuisines: Adults 18 or older

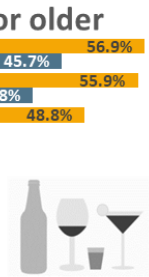
(Sit-Down Restaurants Used Past 30-days)



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

who purchased a New $500-$999 LAWN MOWER in...	1,559,956	21.6%
USA	[illegible]	18.0%

Drank Past 30-days: Adults 18 or older



	who purchased a New $500-$999 LAWN MOWER in the past 12mos		USA	
Liquor	4,099,586	56.9%	119,797,291	45.7%
Any Type of Beer	4,031,686	55.9%	109,684,543	41.8%
Wine	3,515,099	48.8%	87,979,799	33.6%
Domestic Regular Beer	2,156,413	29.9%	58,882,613	22.5%
Domestic Light Beer	1,995,756	27.7%	58,100,990	22.2%
Imported Beer	2,058,412	28.6%	53,722,282	20.5%
Microbrew / Craft Beer	1,745,227	24.2%	28,407,355	10.8%

Past 12 months Casino Activities: Adults 18 or older

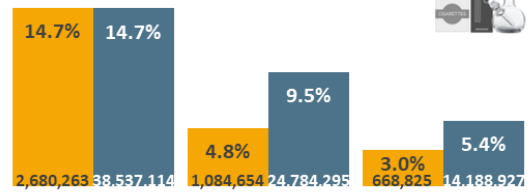


	who purchased a New $500-$999 LAWN MOWER in the past 12mos		USA	
Slot Machines	1,633,675	22.7%	60,961,279	23.3%
Table Games (Craps, Poker, etc.)	952,054	13.2%	23,031,199	8.8%
Upscale Restaurant	915,827	12.7%	21,874,746	8.3%
Bar / Nightclub	723,862	10.0%	21,352,649	8.1%
Stage Show / Concert	750,323	6.2%	16,135,140	7.1%
Sports Betting	511,643	3.2%	8,355,072	1.9%
Spa	137,170	1.7%	4,413,8[illegible]	0.4%
Other Gambling	29,0[illegible]	1.6%	4,273,[illegible]	

Casinos visited past 12 months:	32.3%	30.6%
	2,329,681	80,258,[illegible]

Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

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$1,000 - $2.999 LAWN TRACTORS

1.2% or 3,153,732 of USA Adults 18 or older purchased a New $1,000-$2,999 LAWN TRACTOR in the past 12mos. Adults 18 or older who purchased a New $1,000-$2,999 LAWN TRACTOR in the past 12mos are 1.7% less likely to use QSRs past mo., 11.6% more likely to use Sit-Down Restaurants past mo., 15.6% more likely to use Casinos past yr., 21.6% less likely to smoke ci

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

87.1% 88.6%

2,745,657 232,276,978

Avg. Monthly QSR Meals:

7.8 6.6

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



Total Monthly Sit-Down Restaurant Users:

85.2% 76.4%

2,687,880 200,212,507

Avg. Monthly Sit-Down Restaurant Meals:

4.2 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 a New $1,000-$2,999 LAWN TRACTOR... 572,565 — 18.2%

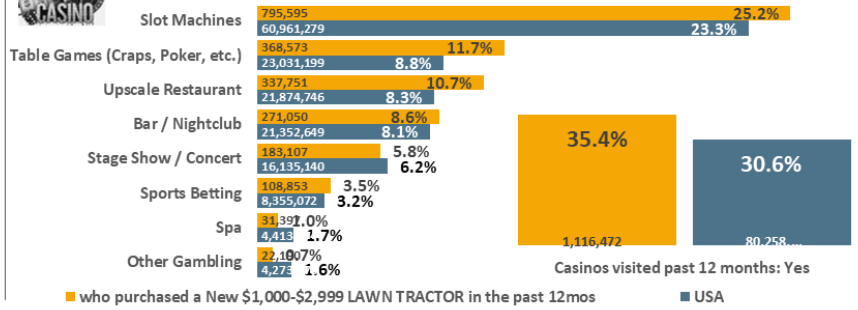
USA — 18.0%

Drank Past 30-days: Adults 18 or older



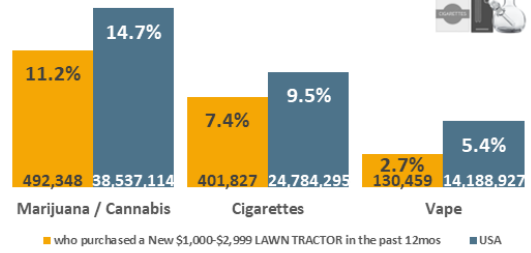
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *7,011*

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$3,000 or more LAWN TRACTORS

.5% or 1,391,785 of USA Adults 18 or older purchased a New $3,000 or more LAWN TRACTOR in the past 12mos. Adults 18 or older who purchased a New $3,000 or more LAWN TRACTOR in the past 12mos are 8.2% more likely to use QSRs past mo., 15.9% more likely to use Sit-Down Restaurants past mo., 6.7% more likely to use Casinos past yr., 45.5% less likely to smoke ci

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 95.9% 1,334,421 | 88.6% 78

Avg. Monthly QSR Meals: 6.5 | 6.6

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



Total Monthly Sit-Down Restaurant Users: 88.5% 1,232,003 | 76.4% 200,212,507

Avg. Monthly Sit-Down Restaurant Meals: 5.4 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

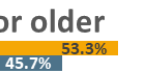


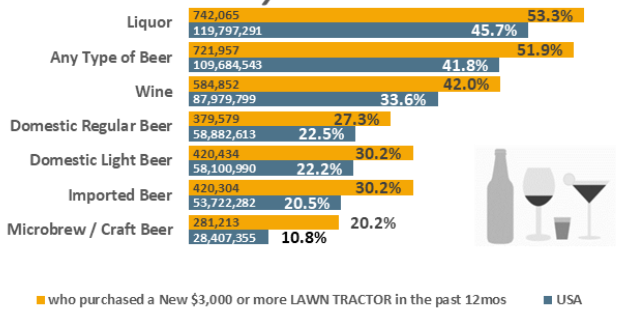
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who purchased a New $3,000 or more LAWN TRACTOR... 363,110 26.1%

USA 47,283,000 18.0%

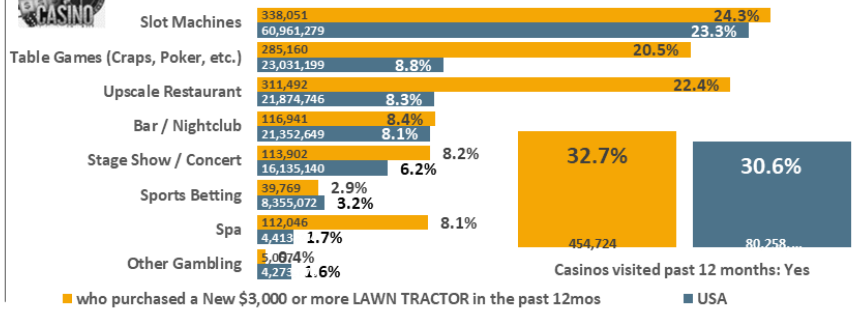
Drank Past 30-days: Adults 18 or older





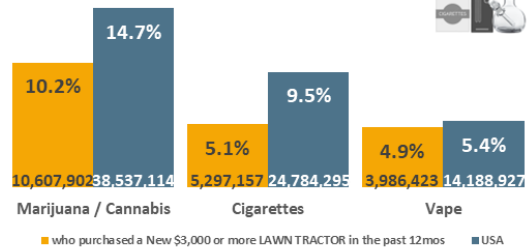
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

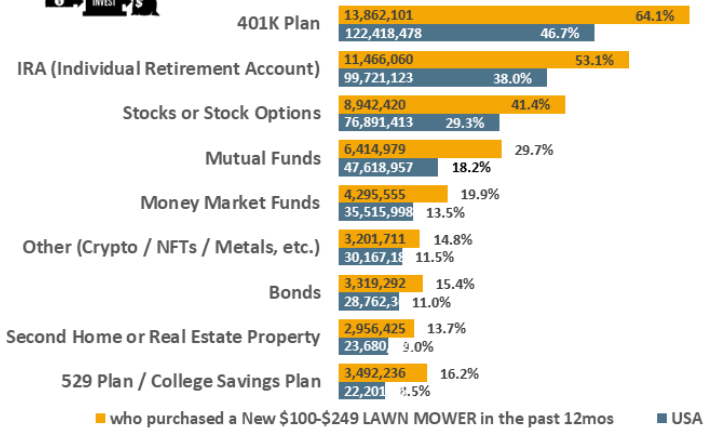
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$3,000 or more

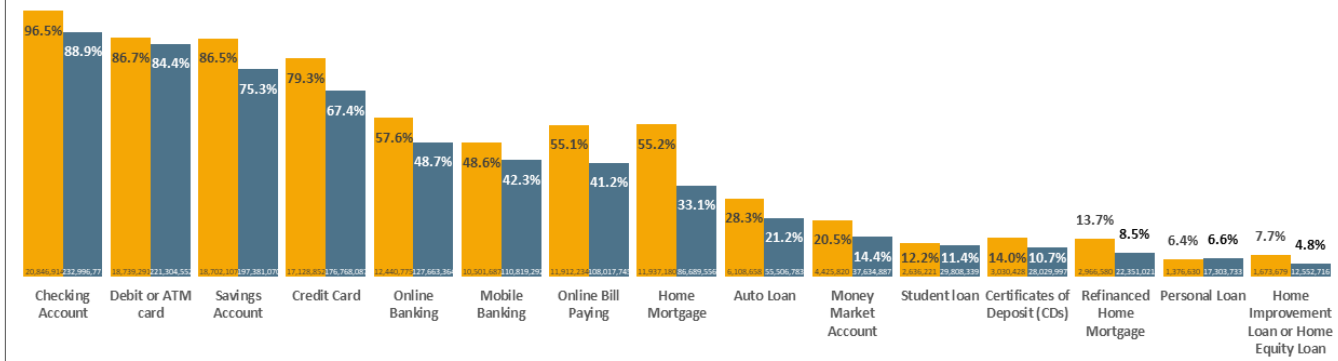


8.2% or 21,612,984 of USA Adults 18 or older purchased a New $100-$249 LAWN MOWER in the past 12mos. Adults 18 or older who purchased a New $100-$249 LAWN MOWER in the past 12mos are 37.4% more likely to have a 401K, 33.5% more likely to have an Auto Loan, 32.7% more likely to Invest/Trade Stocks Online, 5.% less likely to pay with their Debit Card.

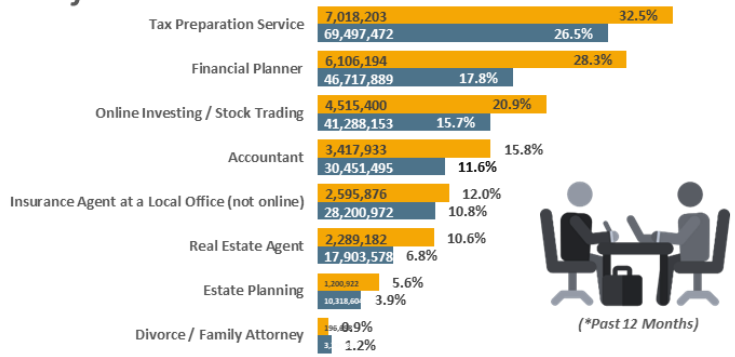
Investments Owned: Adults 18 or older



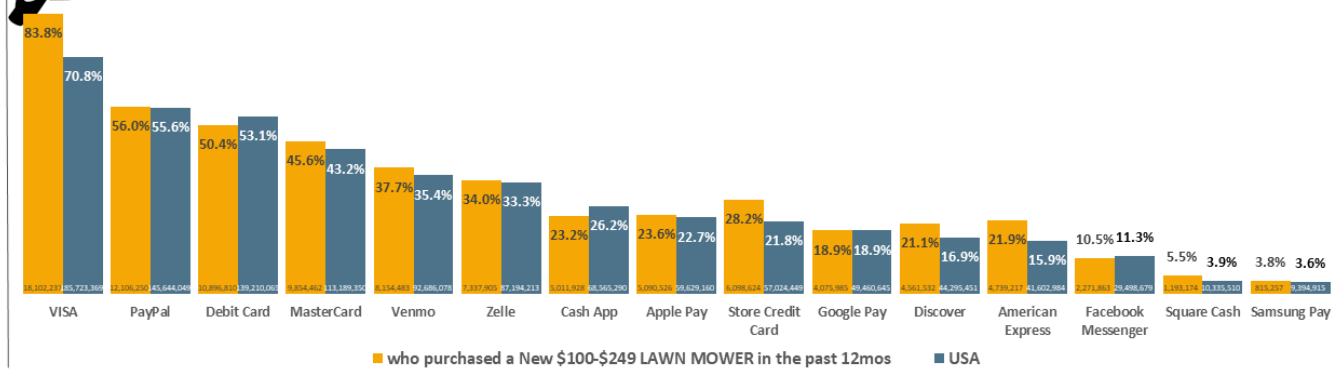
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *7,011*

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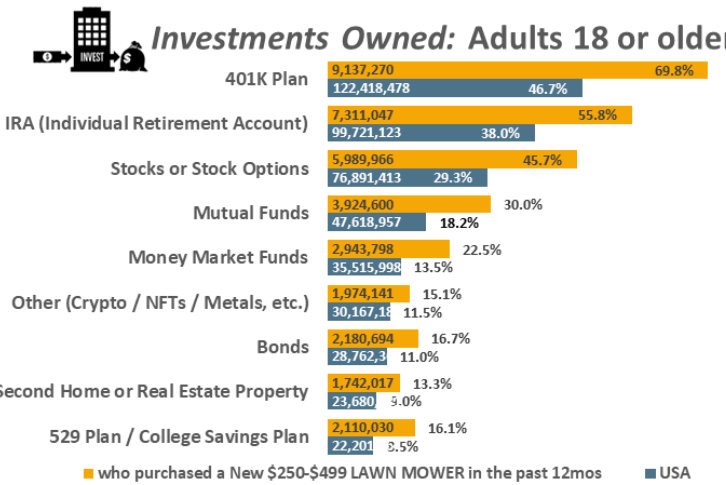
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$100 - $249

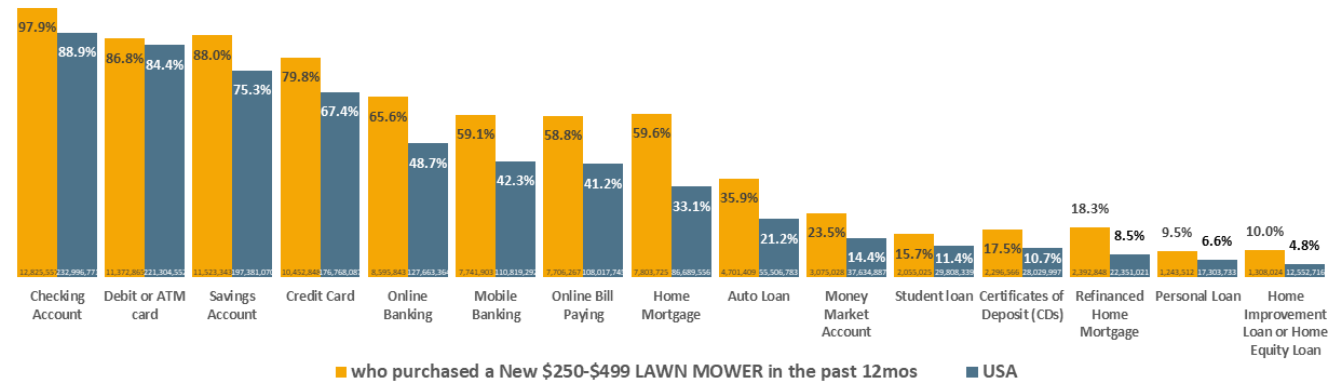


5.% or 13,096,858 of USA Adults 18 or older purchased a New $250-$499 LAWN MOWER in the past 12mos. Adults 18 or older who purchased a New $250-$499 LAWN MOWER in the past 12mos are 49.4% more likely to have a 401K, 69.6% more likely to have an Auto Loan, 33.9% more likely to Invest/Trade Stocks Online, 5.3% less likely to pay with their Debit Card.

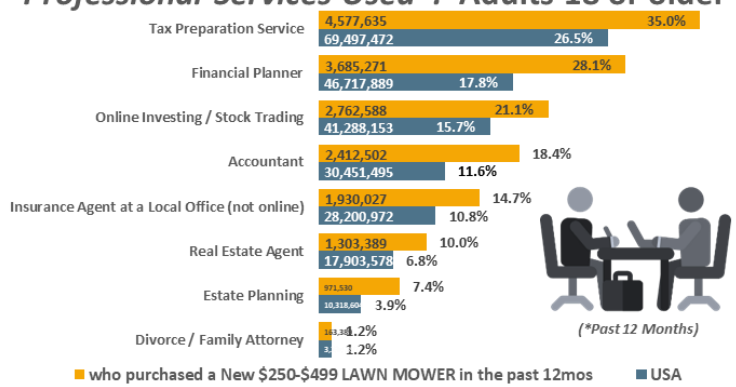
Investments Owned: Adults 18 or older



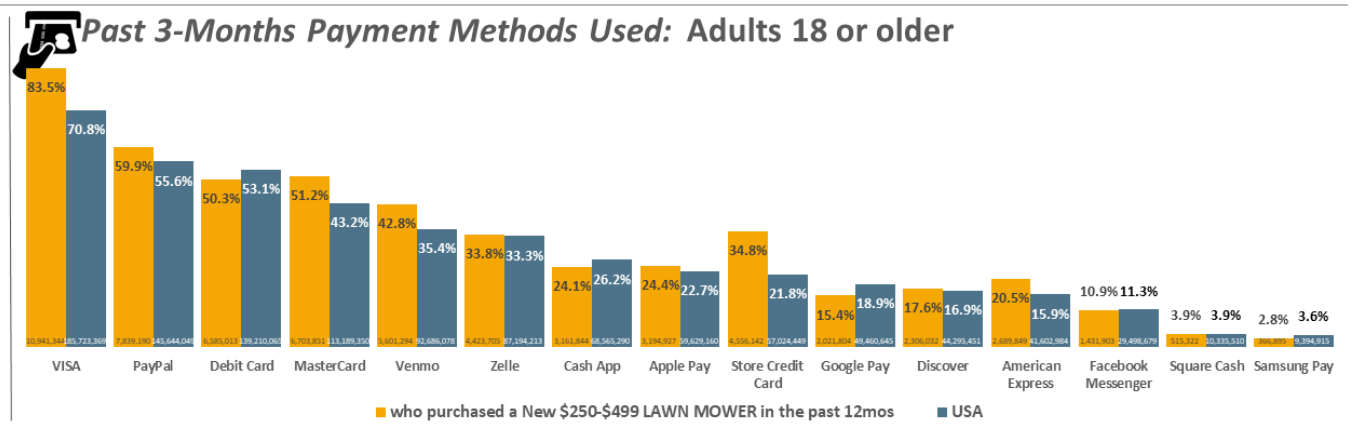
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

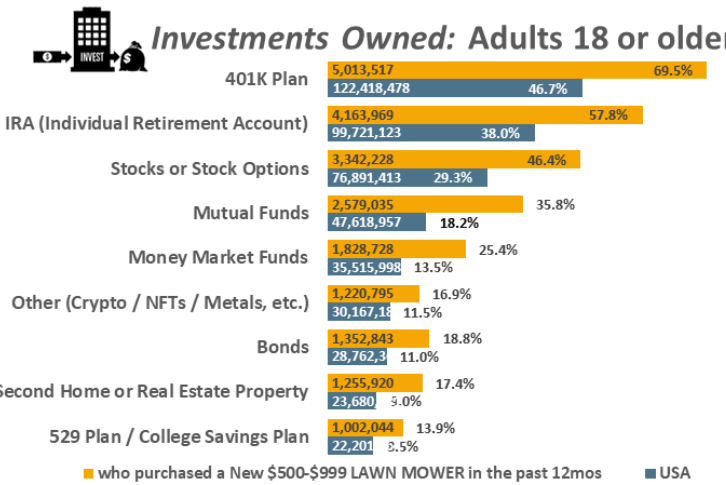
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$250 - $499



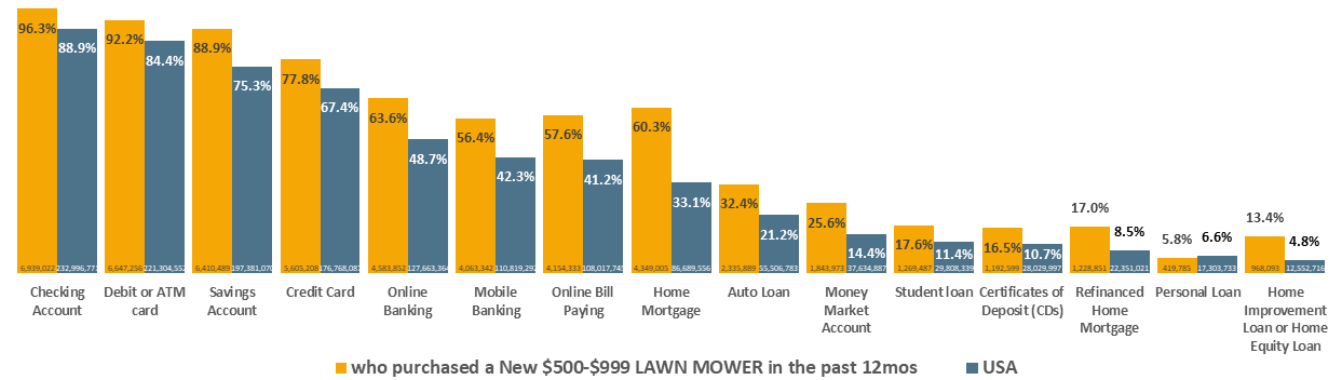
$500 - $999 LAWN MOWERS

2.7% or 7,208,734 of USA Adults 18 or older purchased a New $500-$999 LAWN MOWER in the past 12mos. Adults 18 or older who purchased a New $500-$999 LAWN MOWER in the past 12mos are 48.9% more likely to have a 401K, 53.1% more likely to have an Auto Loan, 69.5% more likely to Invest/Trade Stocks Online, 5.7% more likely to pay with their Debit Card.

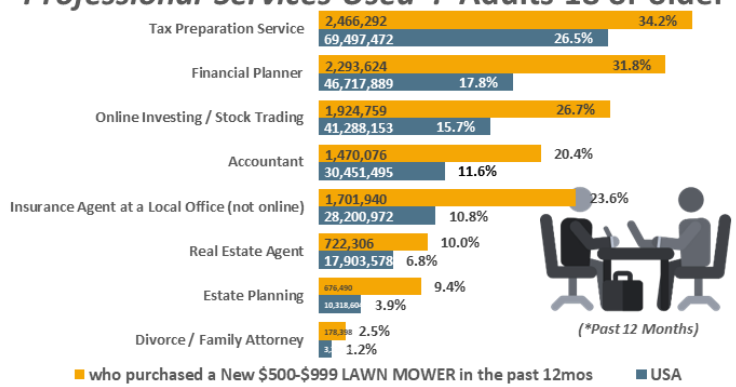
Investments Owned: Adults 18 or older



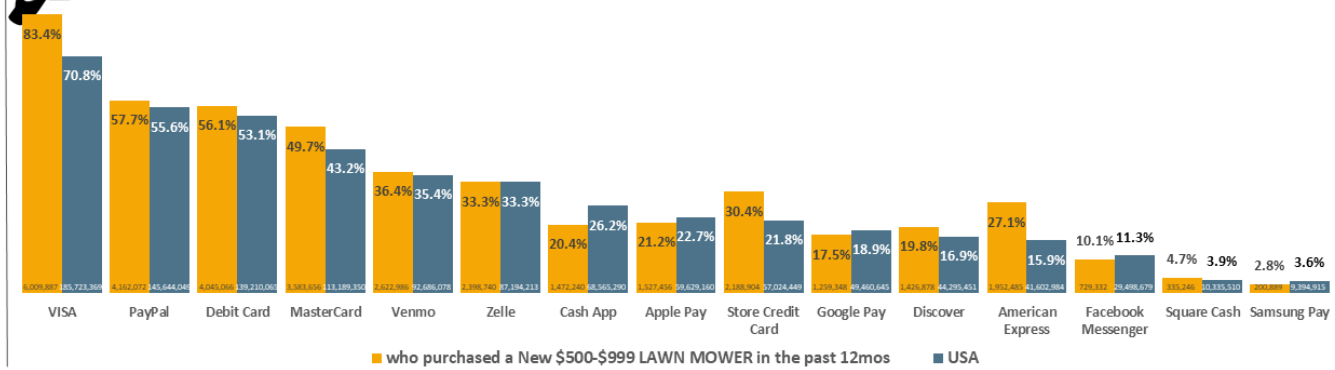
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

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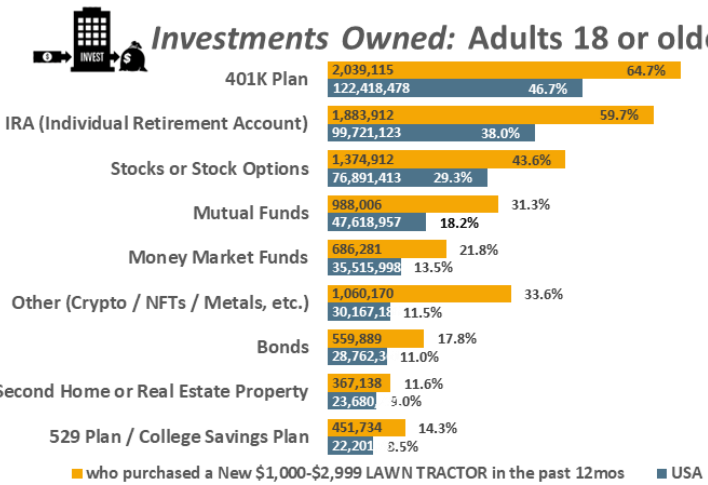
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$500 - $999

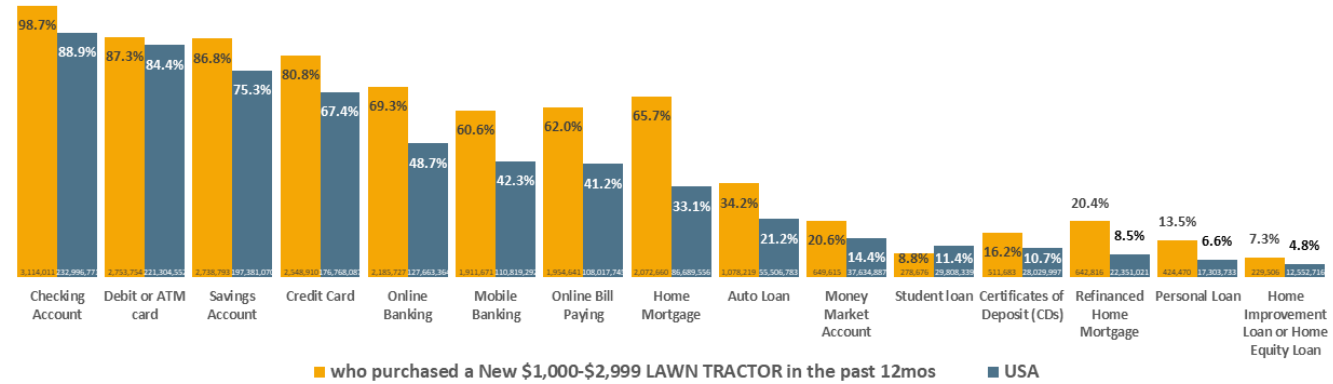


1.2% or 3,153,732 of USA Adults 18 or older purchased a New $1,000-$2,999 LAWN TRACTOR in the past… Adults 18 or older who purchased a New $1,000-$2,999 LAWN TRACTOR in the past 12mos are 38.5% more likely to have a 401K, 61.5% more likely to have an Auto Loan, 71.4% more likely to Invest/Trade Stocks Online, 15.% less likely to pay with their Debit Car

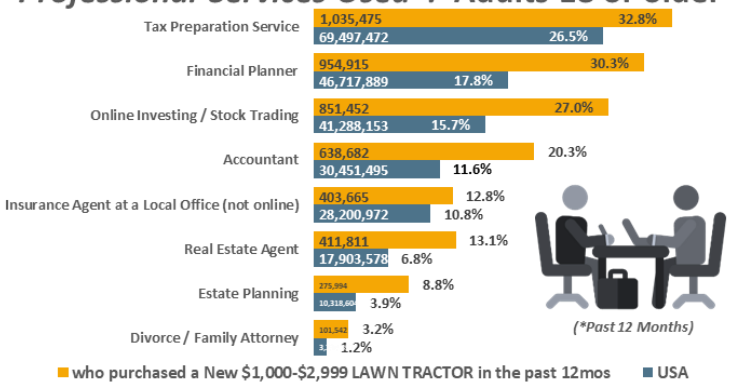
Investments Owned: Adults 18 or older



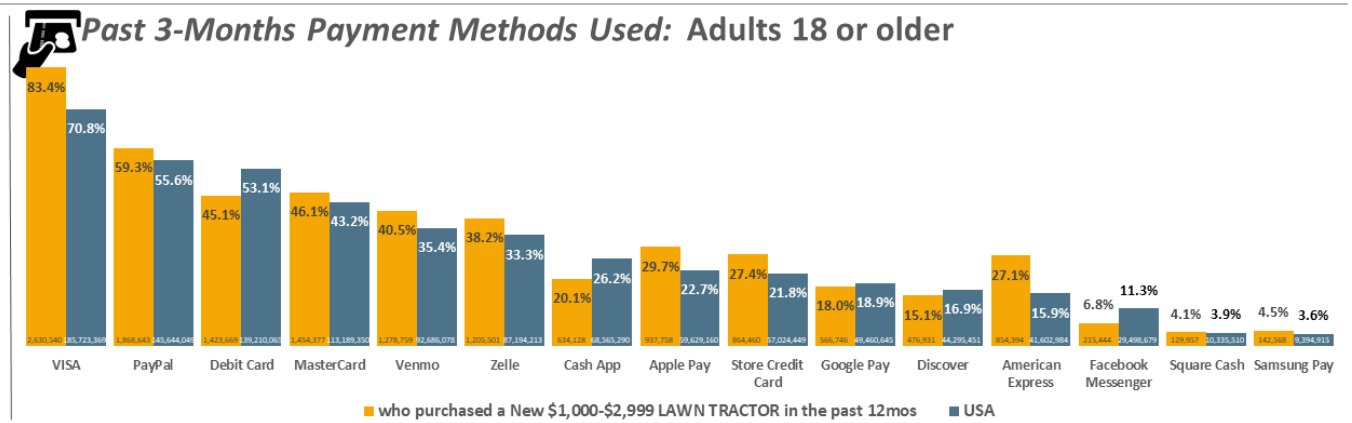
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

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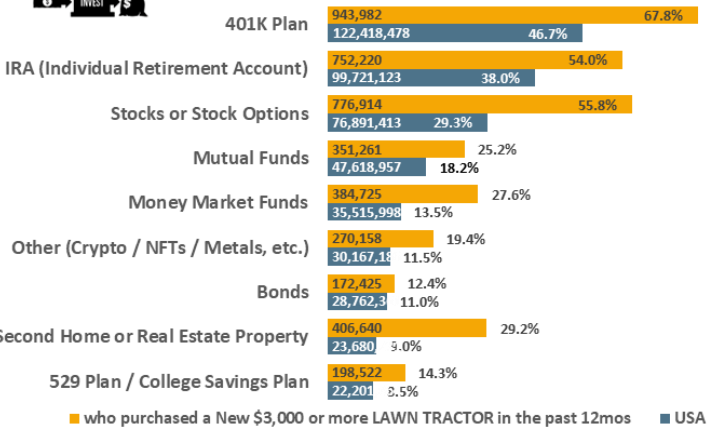
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$1,000 - $2,999

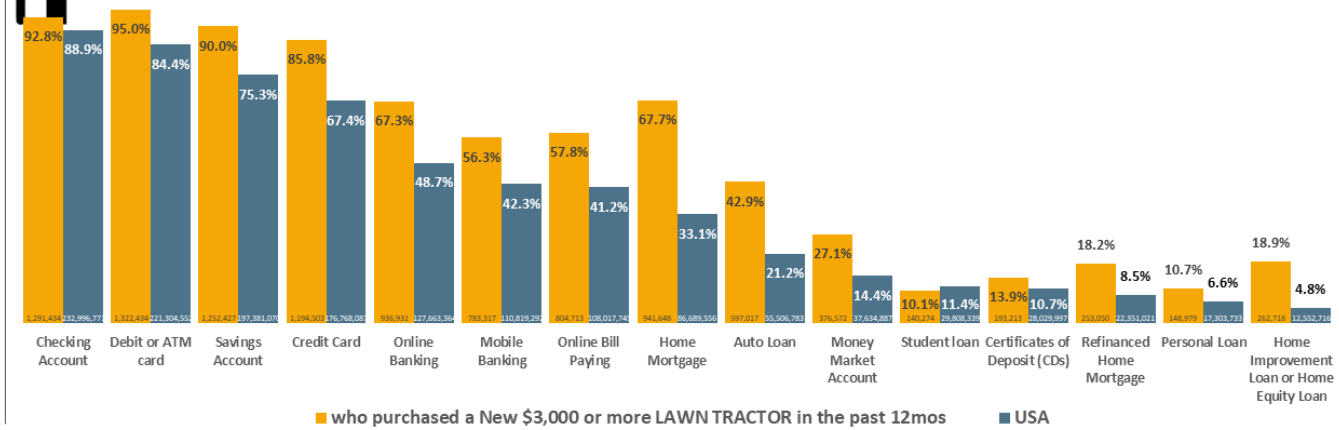


.5% or 1,391,785 of USA Adults 18 or older purchased a New $3,000 or more LAWN TRACTOR in the past... Adults 18 or older who purchased a New $3,000 or more LAWN TRACTOR in the past 12mos are 45.3% more likely to have a 401K, 102.6% more likely to have an Auto Loan, 122.7% more likely to Invest/Trade Stocks Online, 23.8% more likely to pay with their Debit

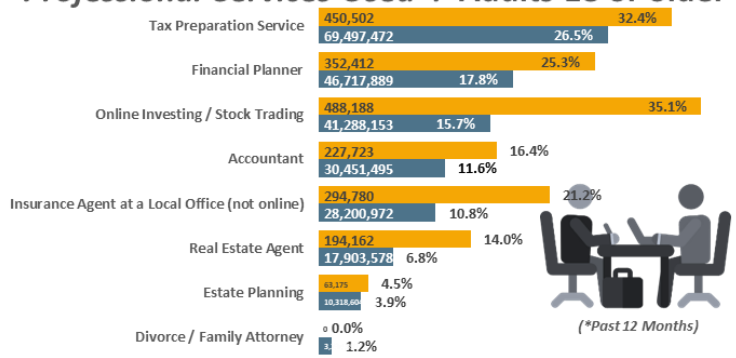
Investments Owned: Adults 18 or older



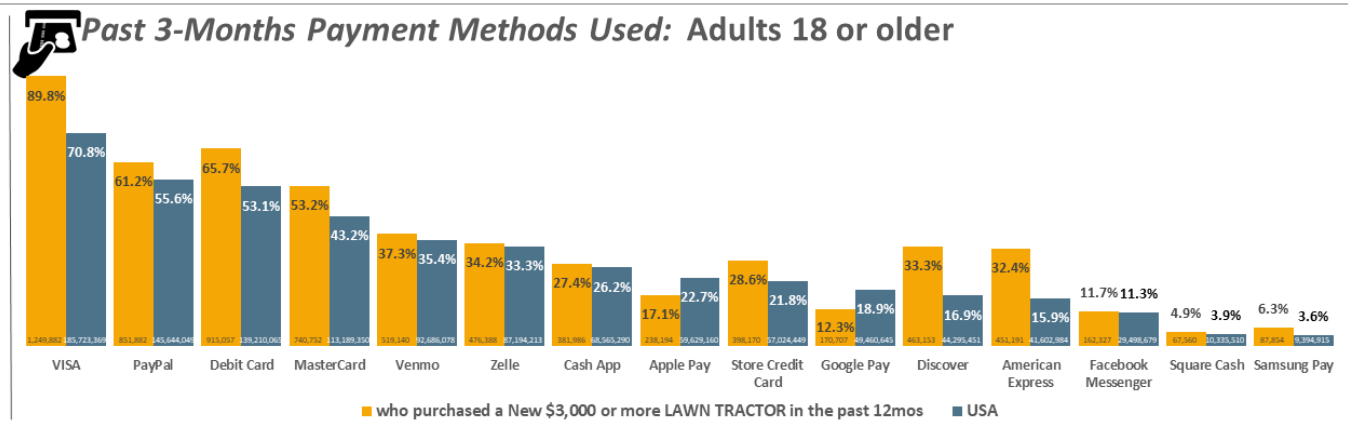
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

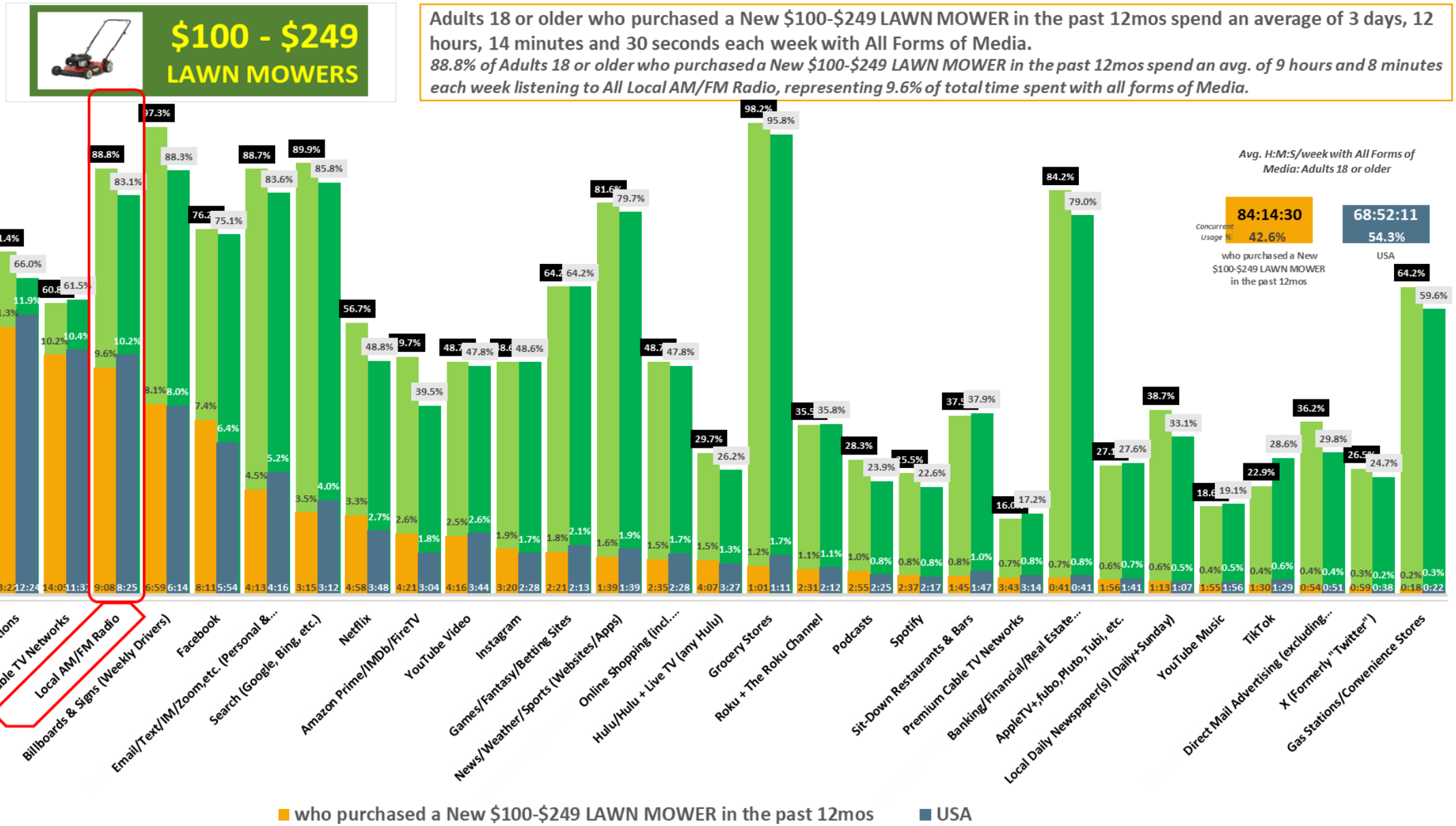


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$3,000 or more

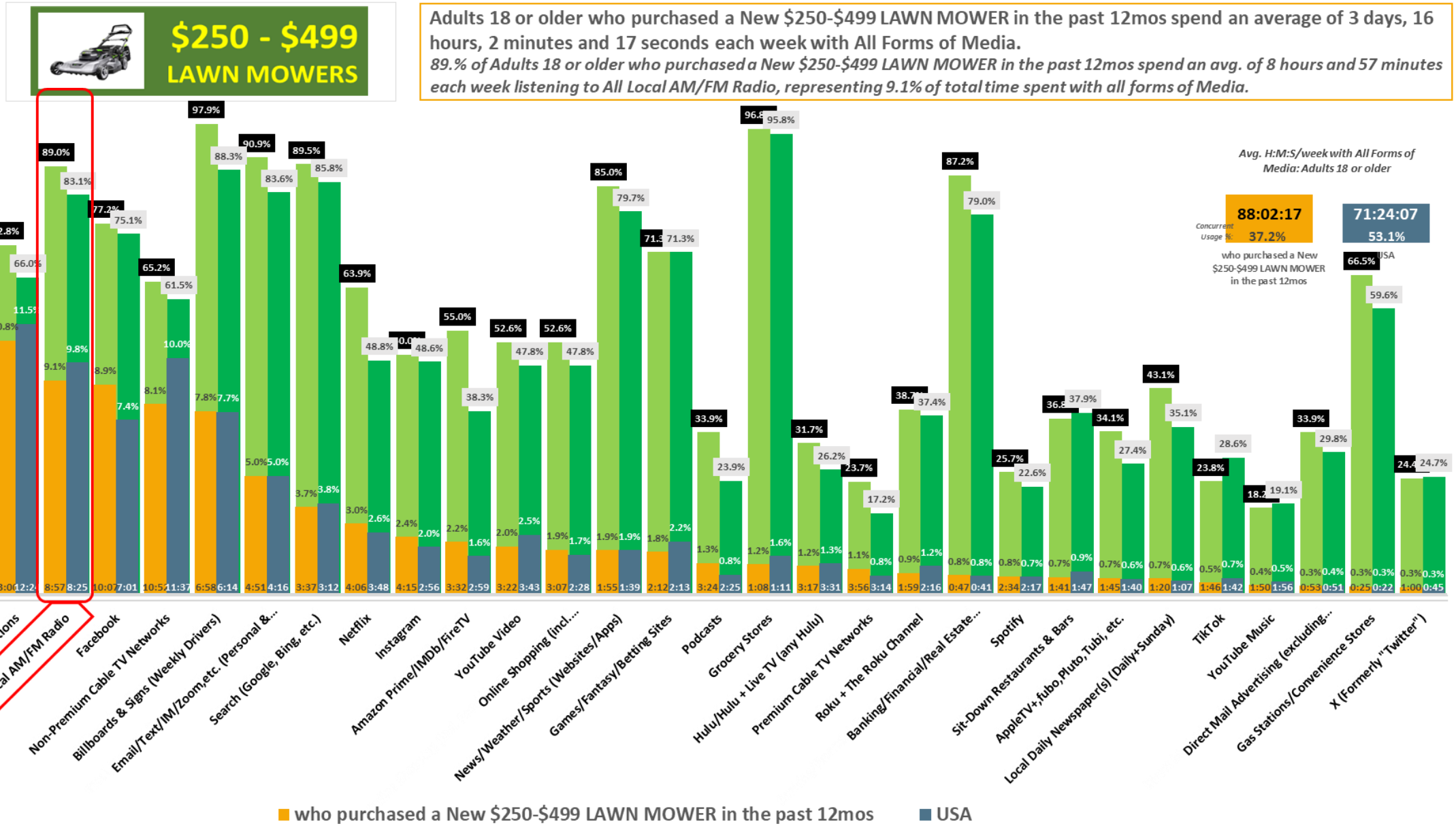


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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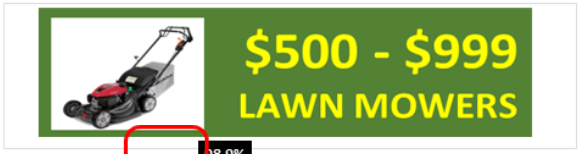
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$100 - $249



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267
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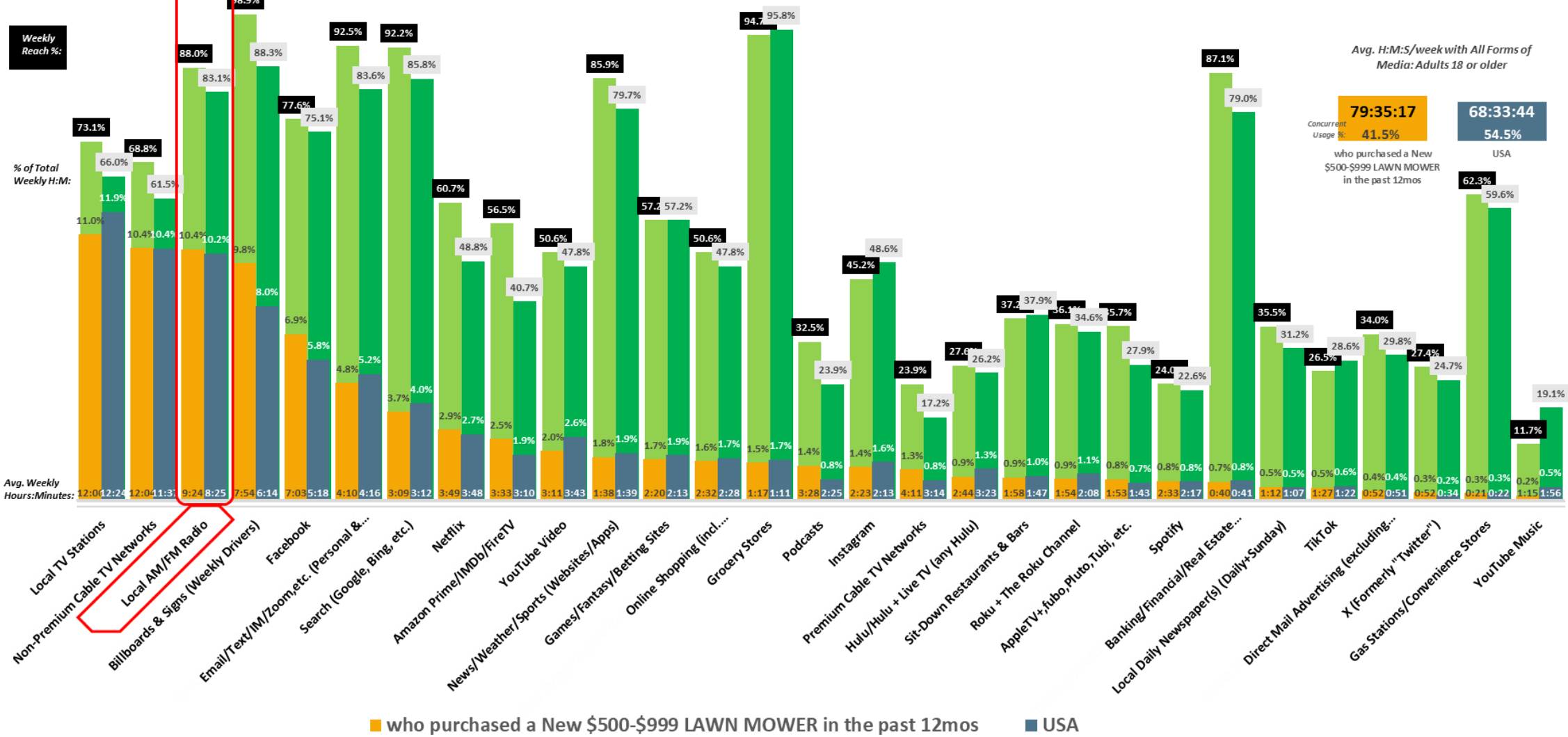
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$250 - $499



$500 - $999 LAWN MOWERS

Adults 18 or older who purchased a New $500-$999 LAWN MOWER in the past 12mos spend an average of 3 days, 7 hours, 35 minutes and 17 seconds each week with All Forms of Media.

88.% of Adults 18 or older who purchased a New $500-$999 LAWN MOWER in the past 12mos spend an avg. of 9 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 10.4% of total time spent with all forms of Media.

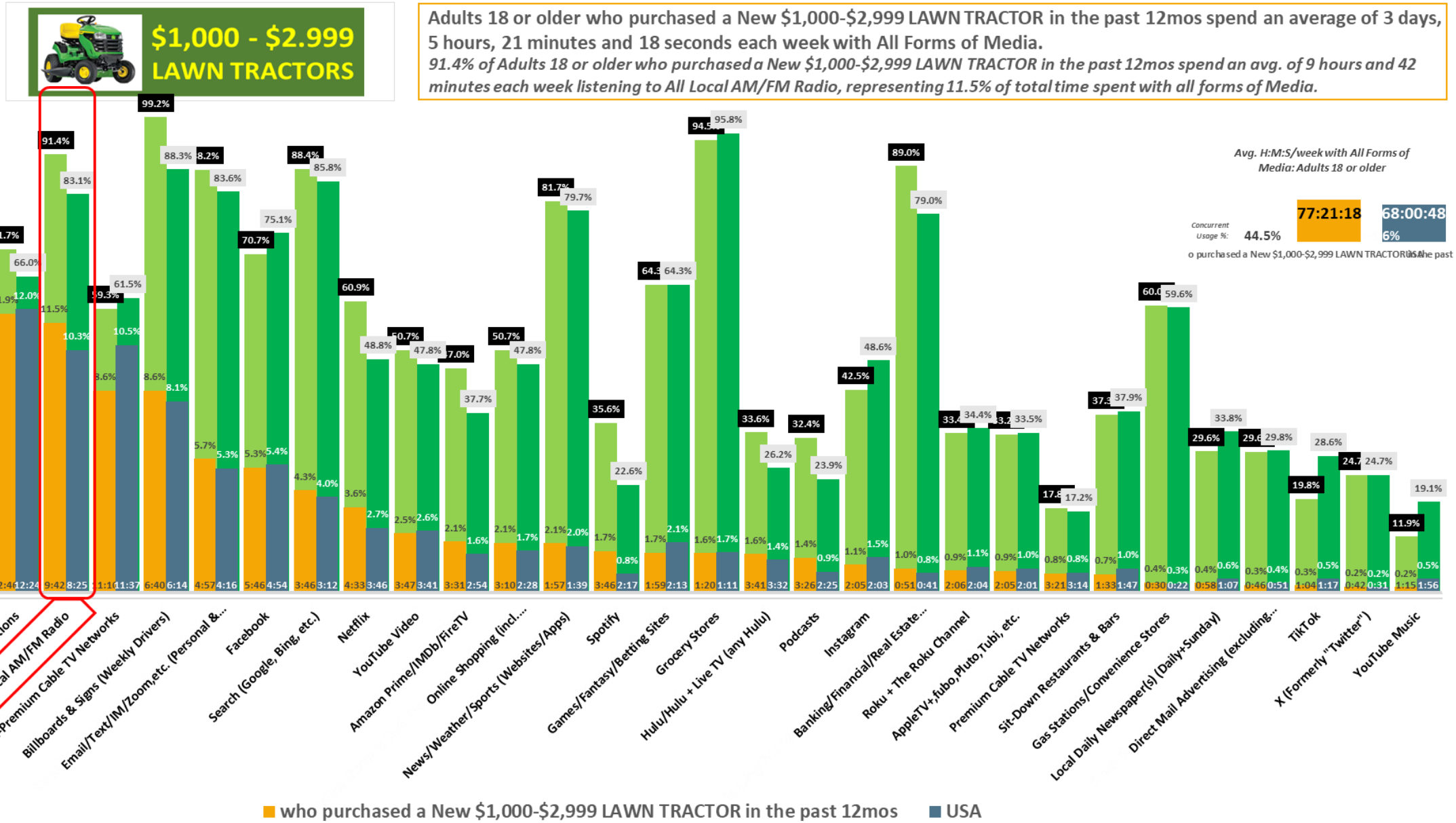


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$500 - $999

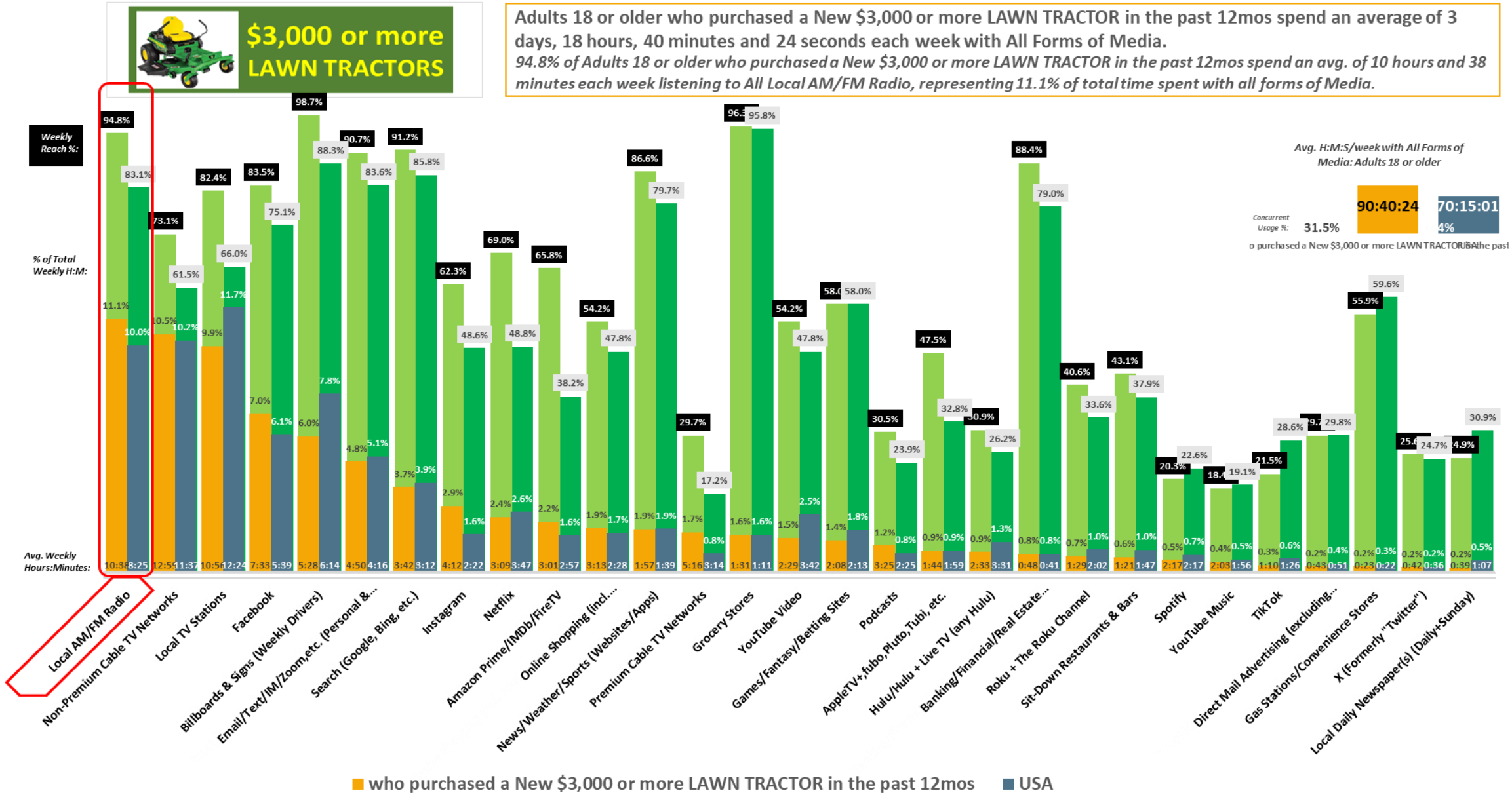


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$1,000 - $2,999

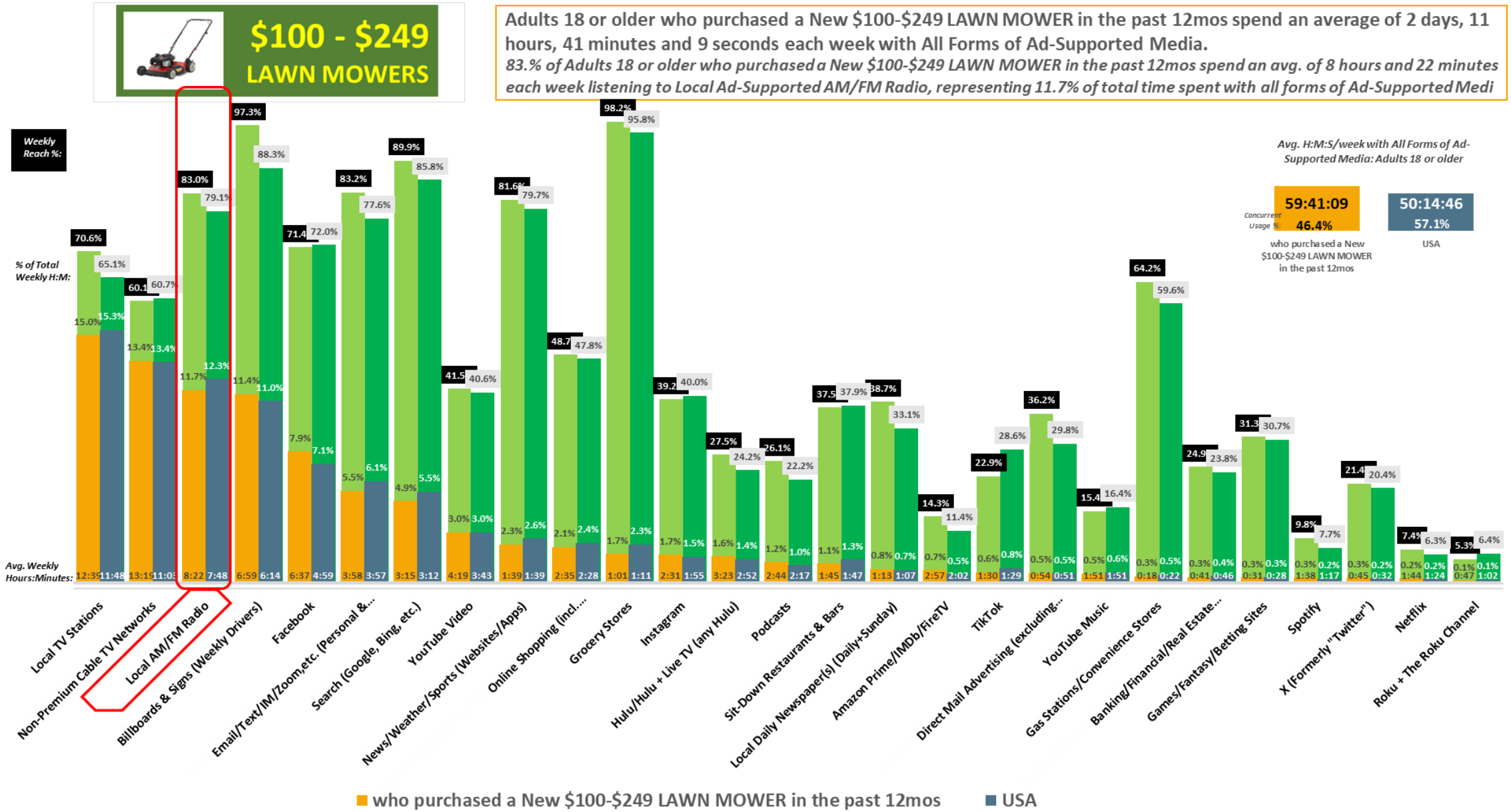


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$3,000 or more

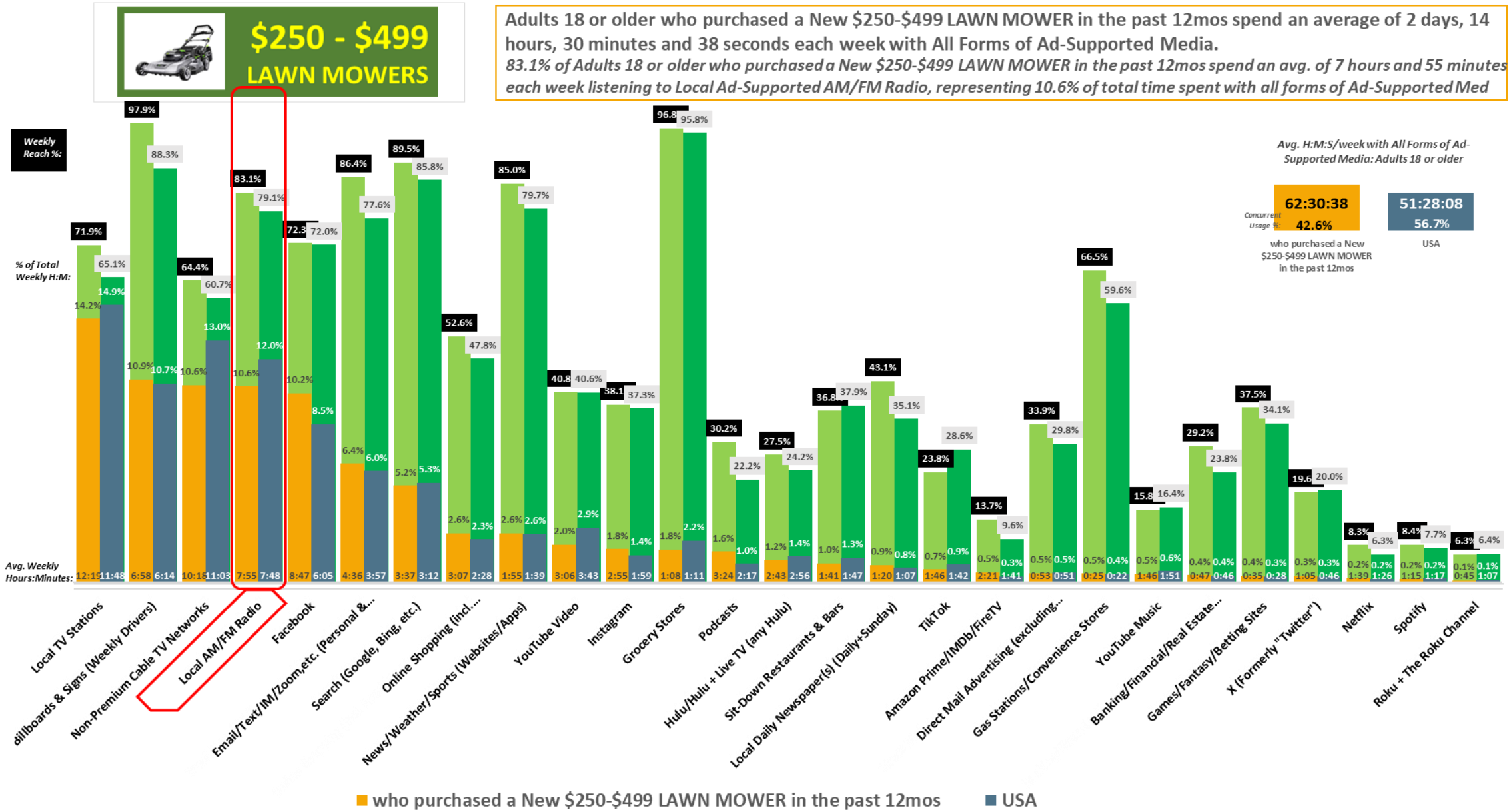


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$100 - $249

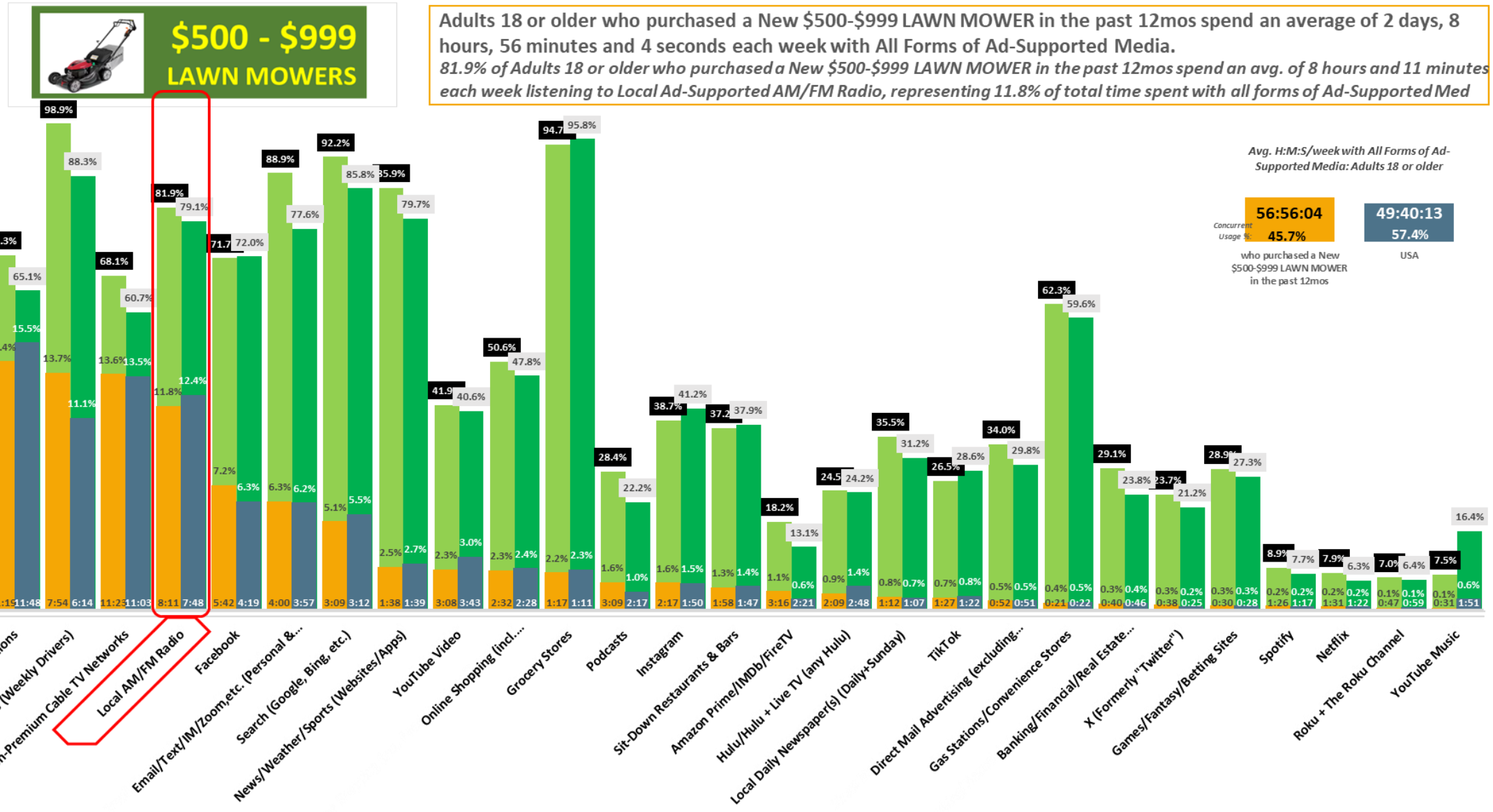


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$250 - $499

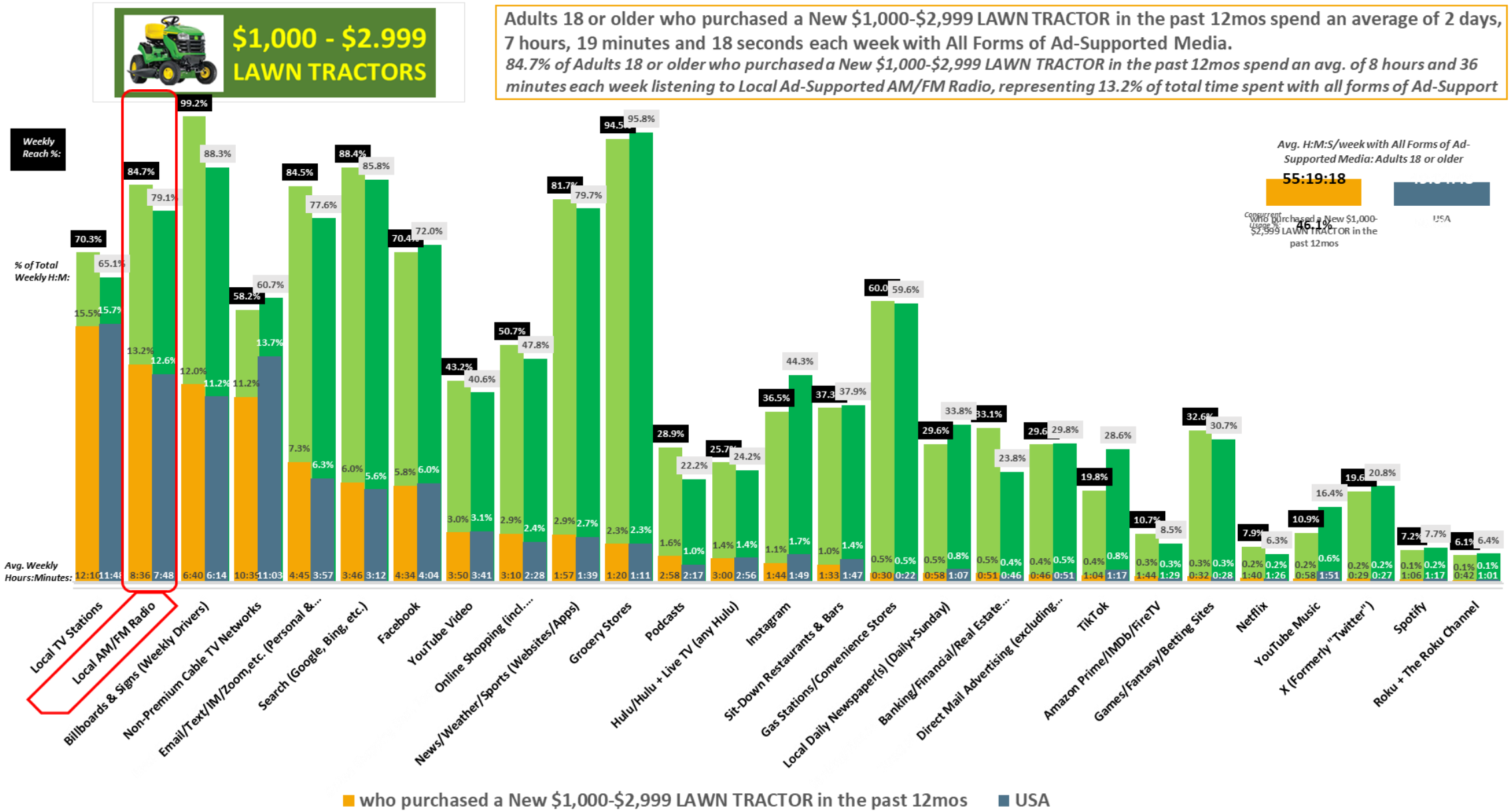


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$500 - $999

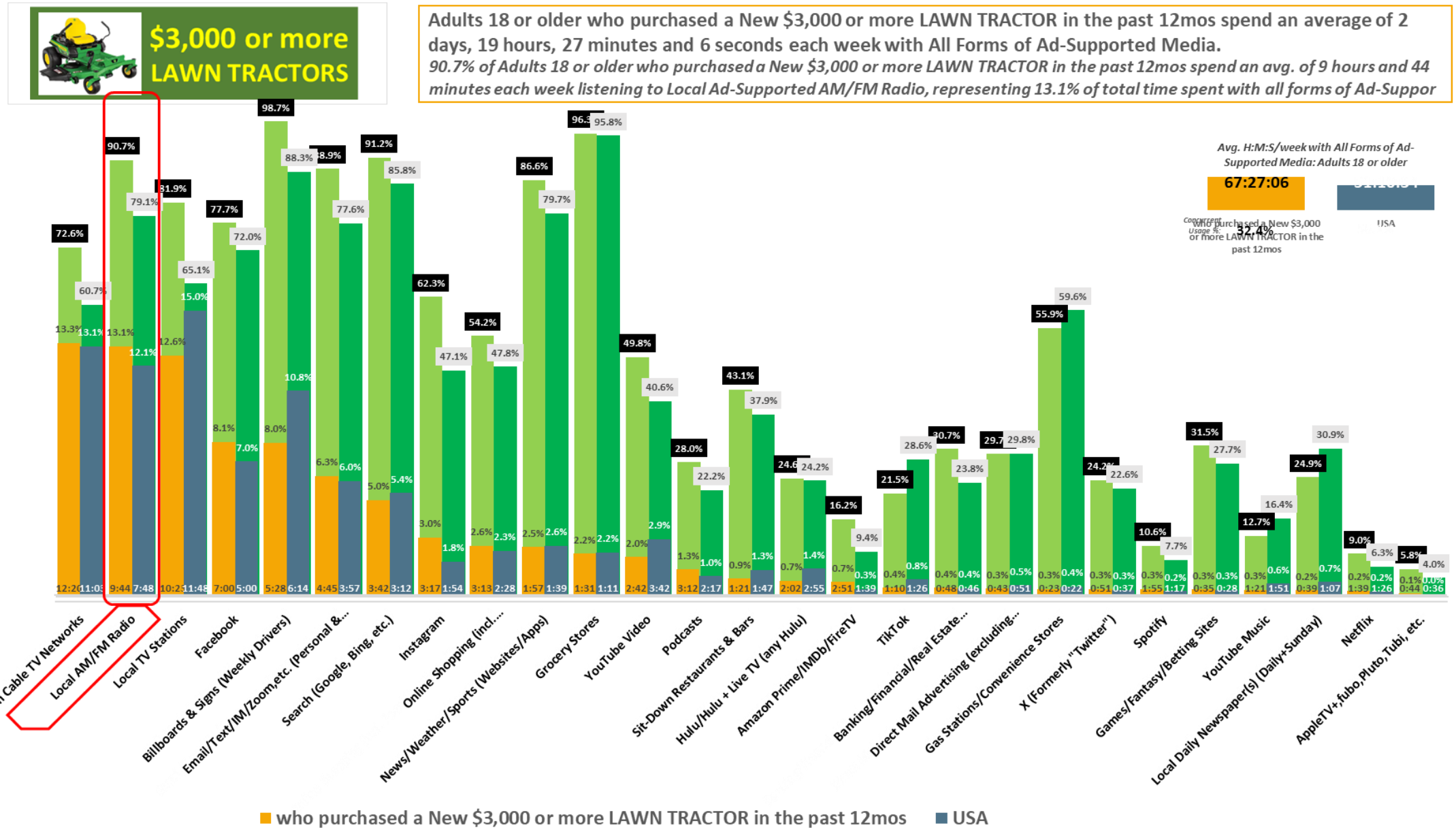


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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$1,000 - $2,999



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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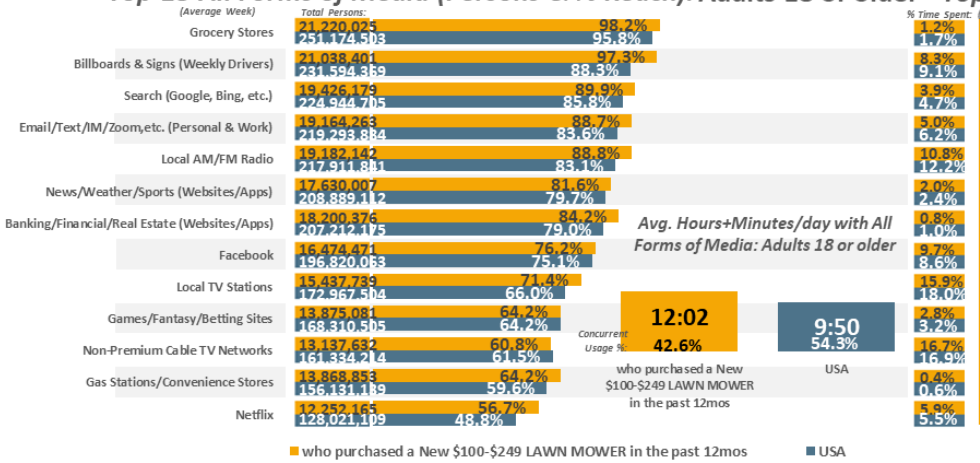
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$3,000 or more

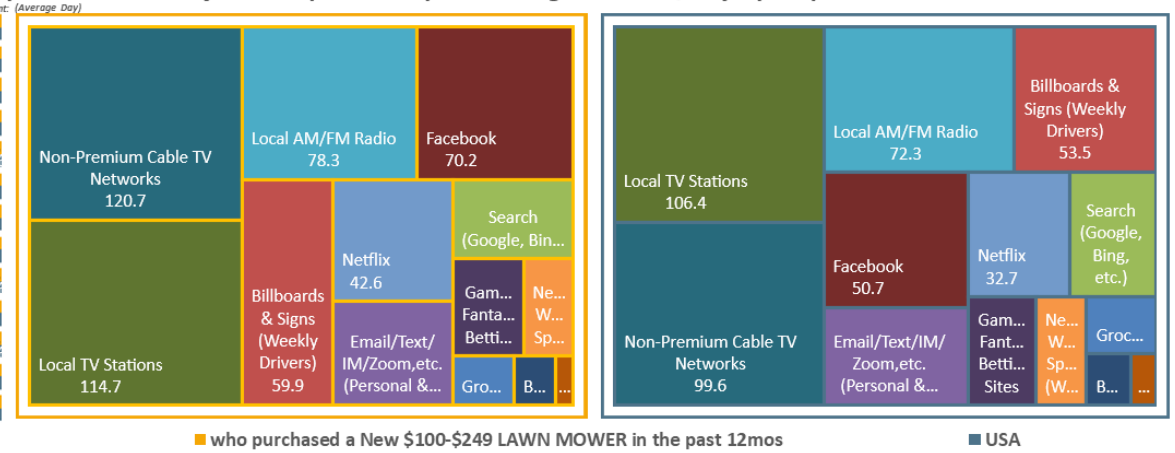


Adults 18 or older who purchased a New $100-$249 LAWN MOWER in the past 12mos spend an average of 8 hours and 31 minutes each day with All Forms of Ad-Supported Media. 83.% listen to Local AM/FM Radio for an avg. of 71.8 minutes/day. *(Local Radio delivers 11.7% of Time with Ad-Supported Media.)*

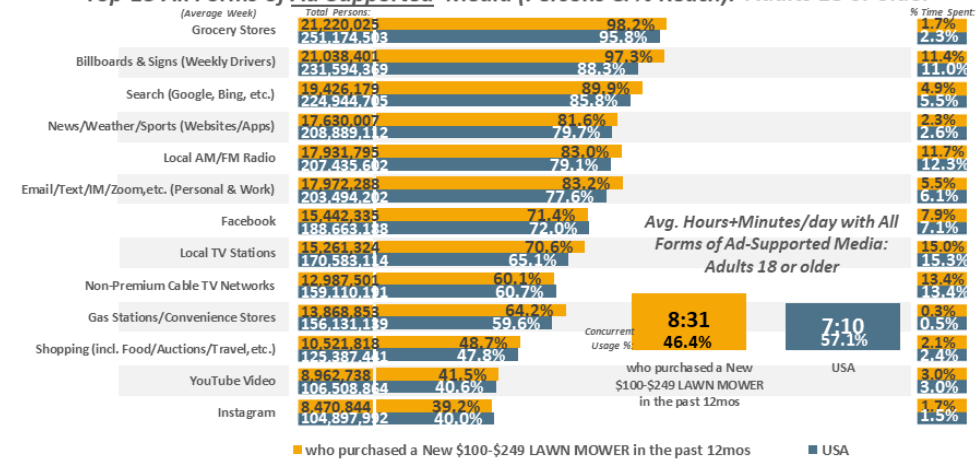
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



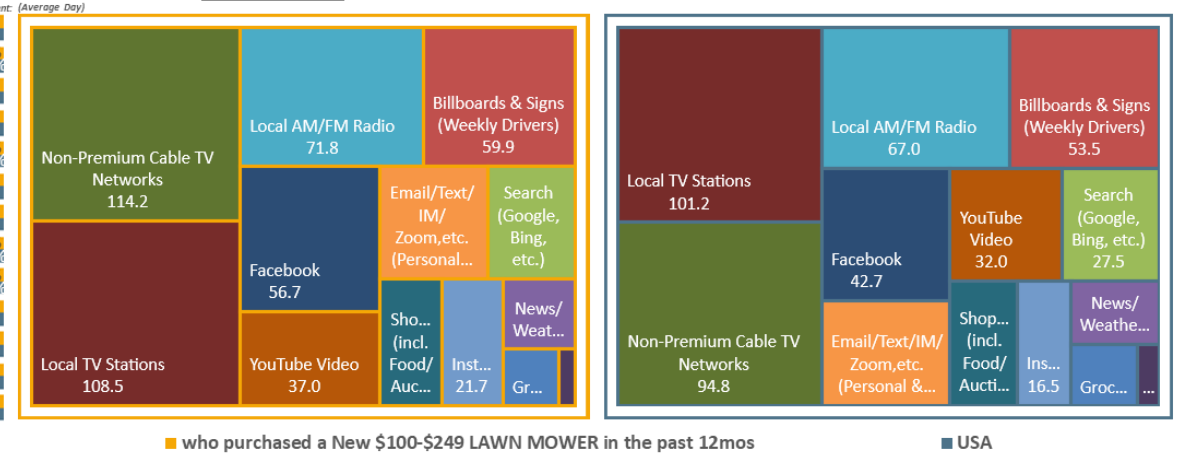
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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**



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

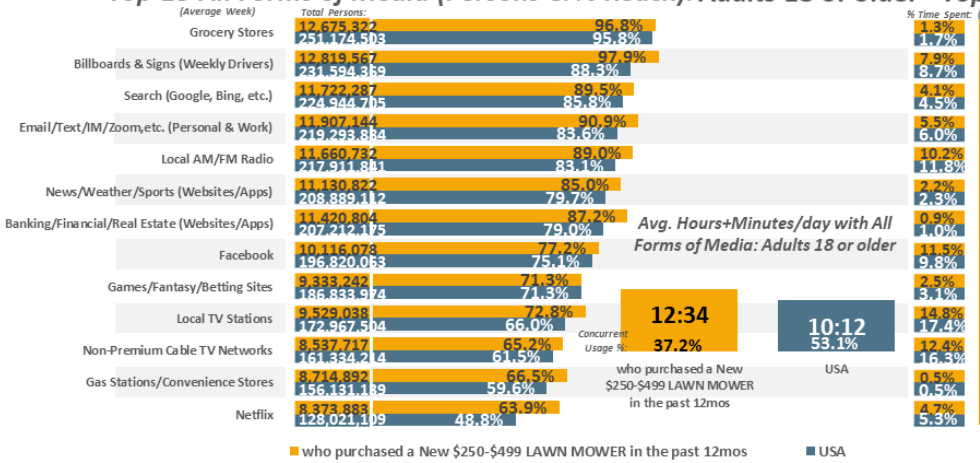
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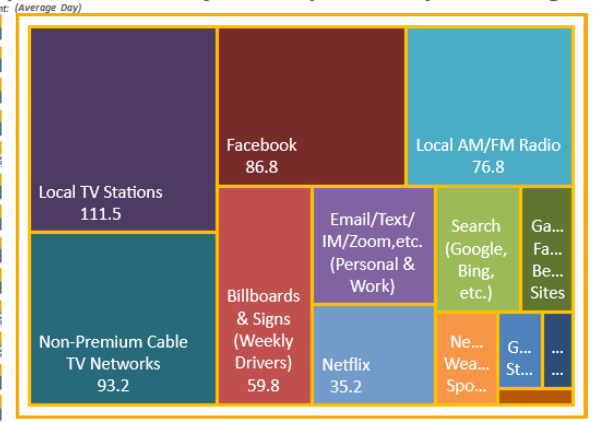
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$100 - $249

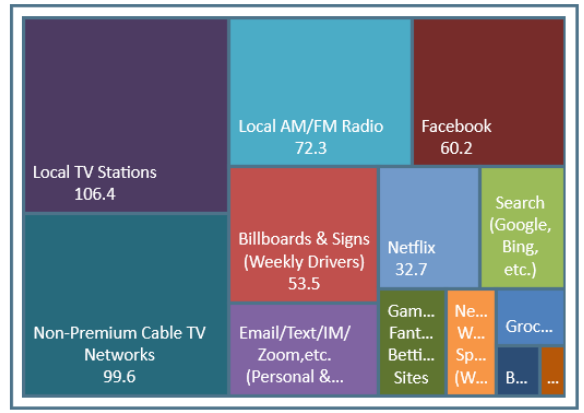


Adults 18 or older who purchased a New $250-$499 LAWN MOWER in the past 12mos spend an average of 8 hours and 55 minutes each day with All Forms of Ad-Supported Media. 83.1% listen to Local AM/FM Radio for an avg. of 68. minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

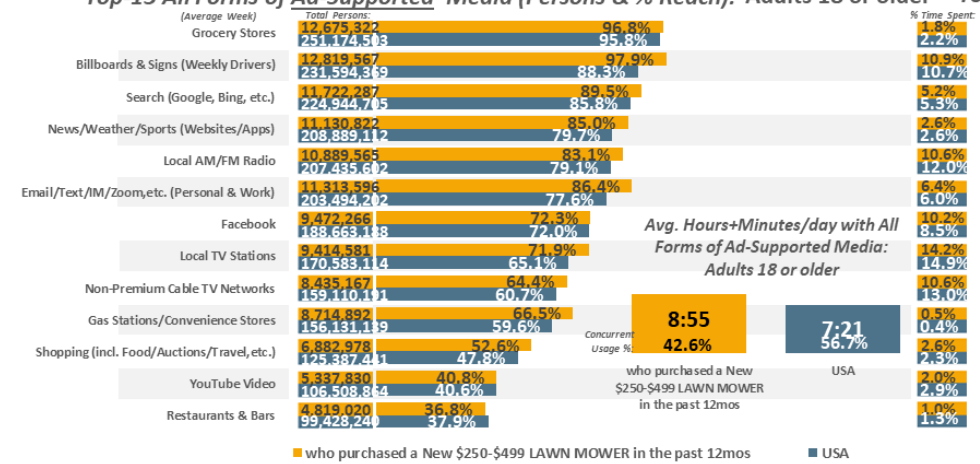
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**

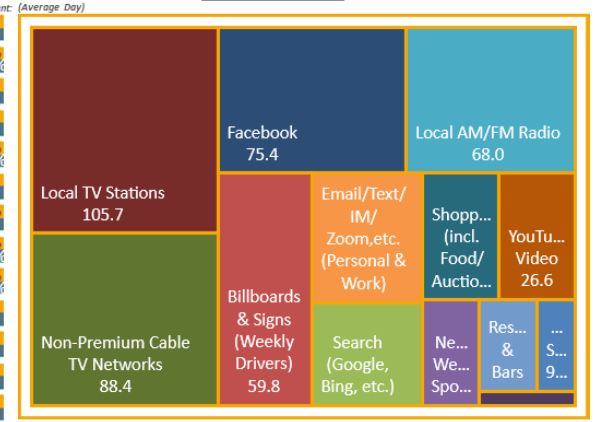


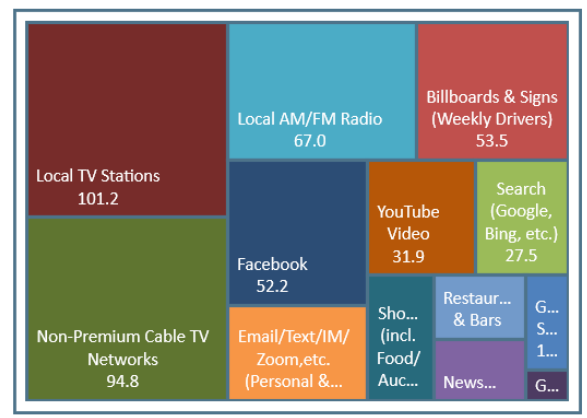




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 18 or older**







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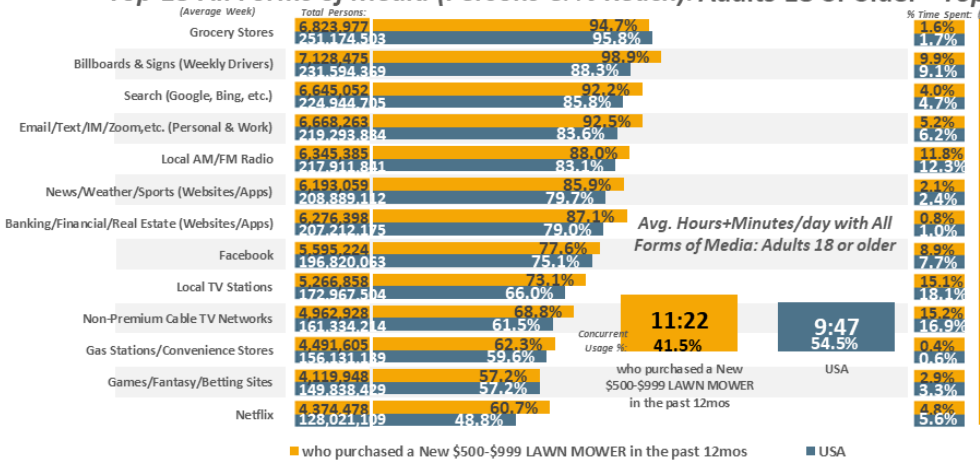
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$250 - $499

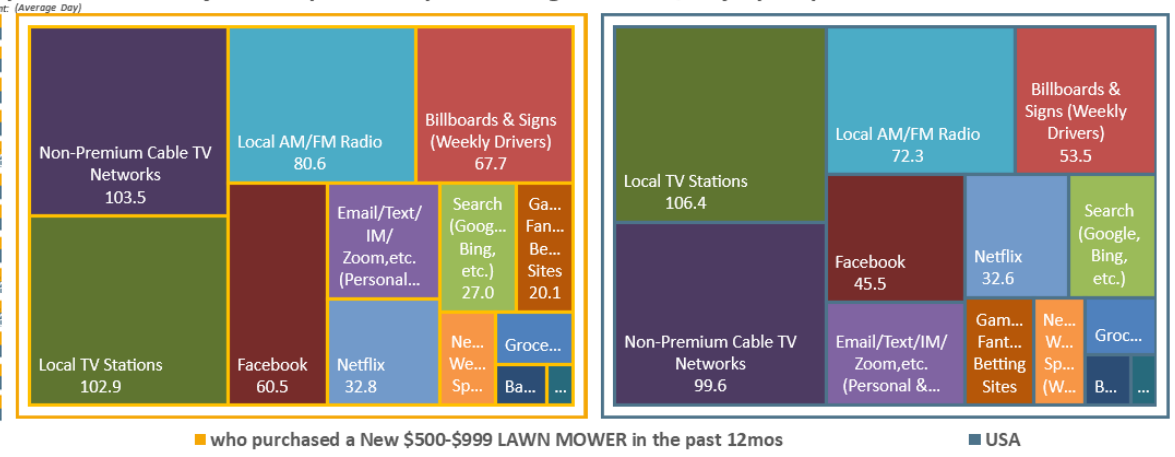


Adults 18 or older who purchased a New $500-$999 LAWN MOWER in the past 12mos spend an average of 8 hours and 8 minutes each day with All Forms of Ad-Supported Media. 81.9% listen to Local AM/FM Radio for an avg. of 70.2 minutes/day. *(Local Radio delivers 11.8% of Time with Ad-Supported Media.)*

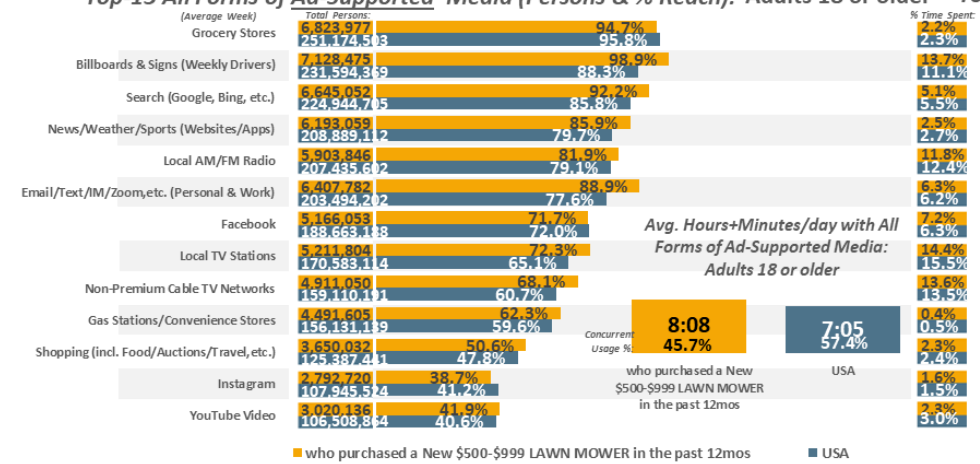
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



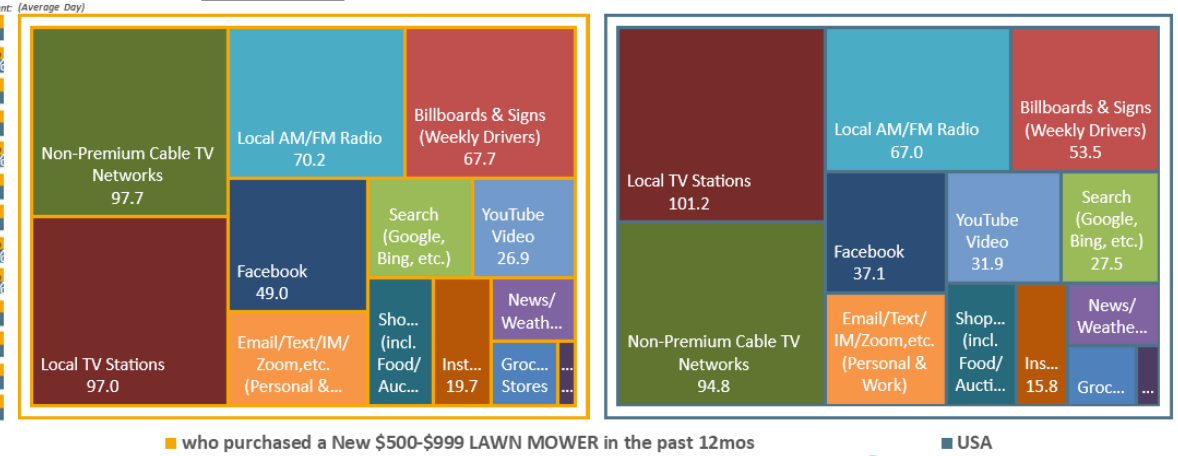
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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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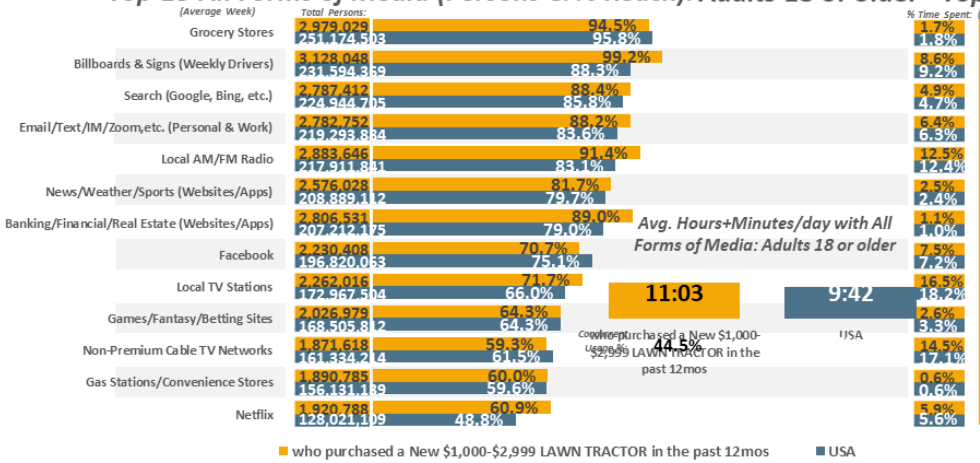
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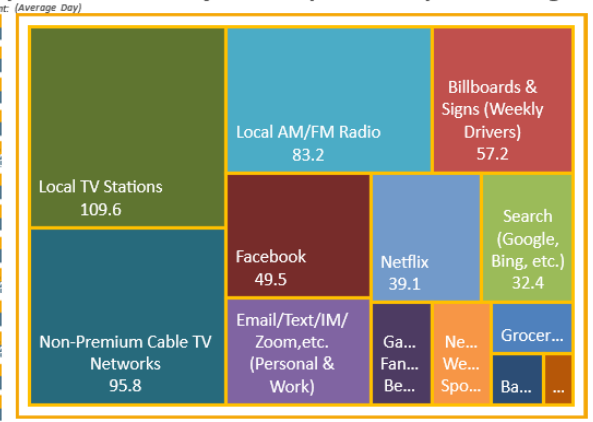
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$500 - $999

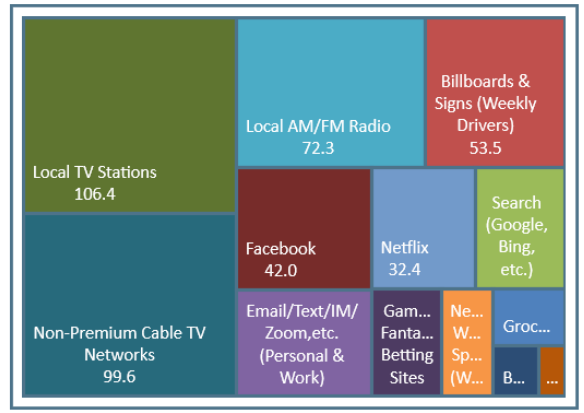


Adults 18 or older who purchased a New $1,000-$2,999 LAWN TRACTOR in the past 12mos spend an average of 7 hours and 54 minutes each day with All Forms of Ad-Supported Media. 84.7% listen to Local AM/FM Radio for an avg. of 73.8 minutes/day. *(Local Radio delivers 13.2% of Time with Ad-Supported Media.)*

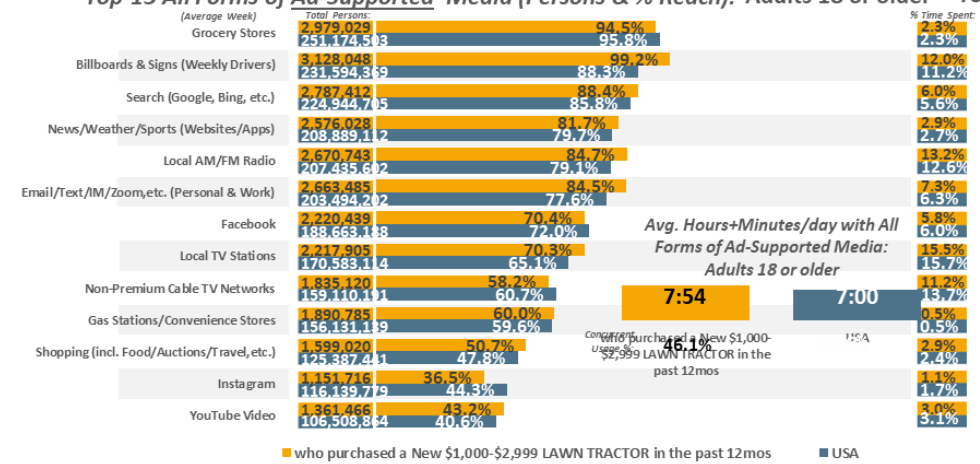
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**

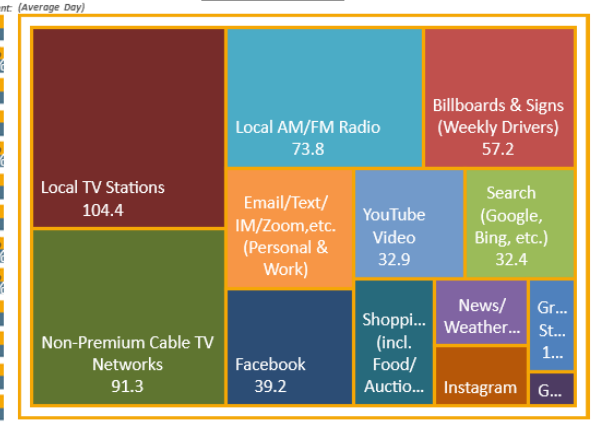


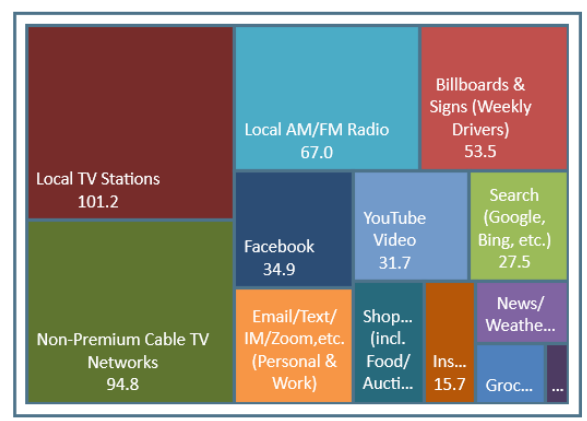




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 18 or older**







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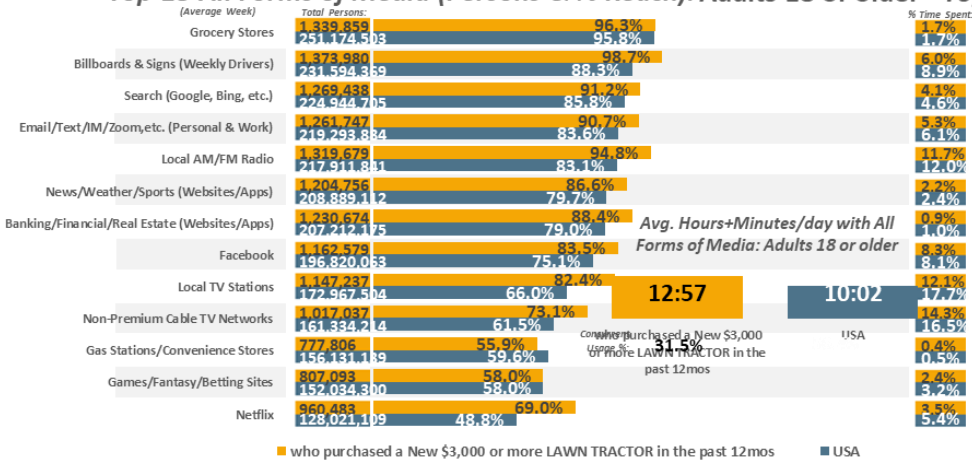
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$1,000 - $2,999

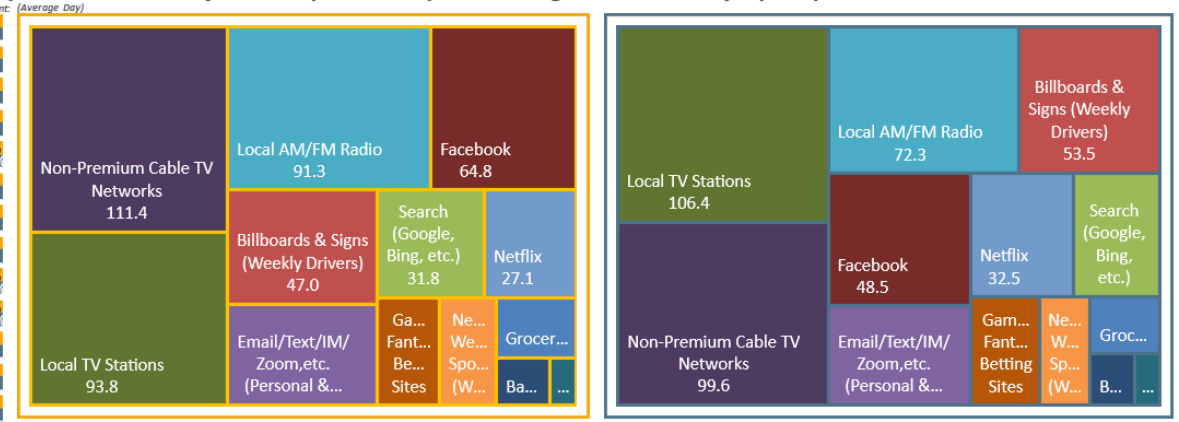


Adults 18 or older who purchased a New $3,000 or more LAWN TRACTOR in the past 12mos spend an average of 9 hours and 38 minutes each day with All Forms of Ad-Supported Media. 90.7% listen to Local AM/FM Radio for an avg. of 83.5 minutes/day. *(Local Radio delivers 13.1% of Time with Ad-Supported Media.)*

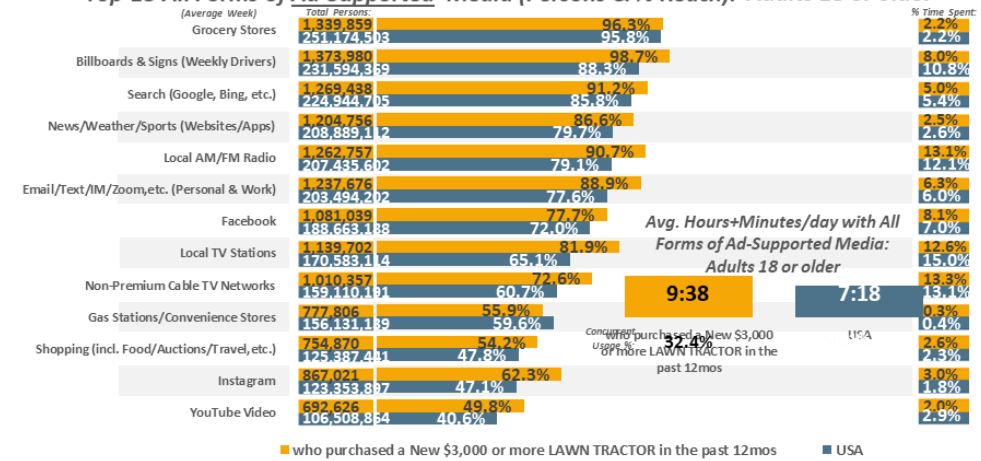
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



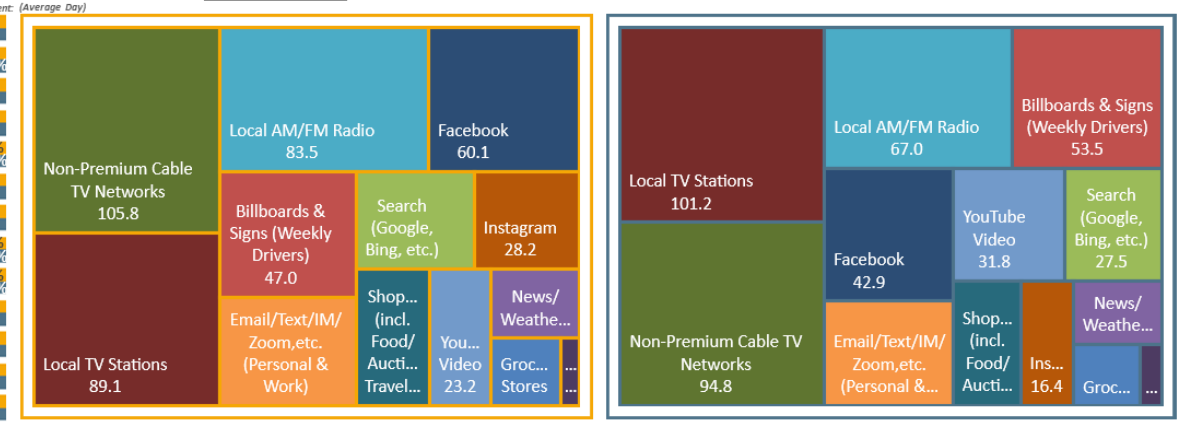
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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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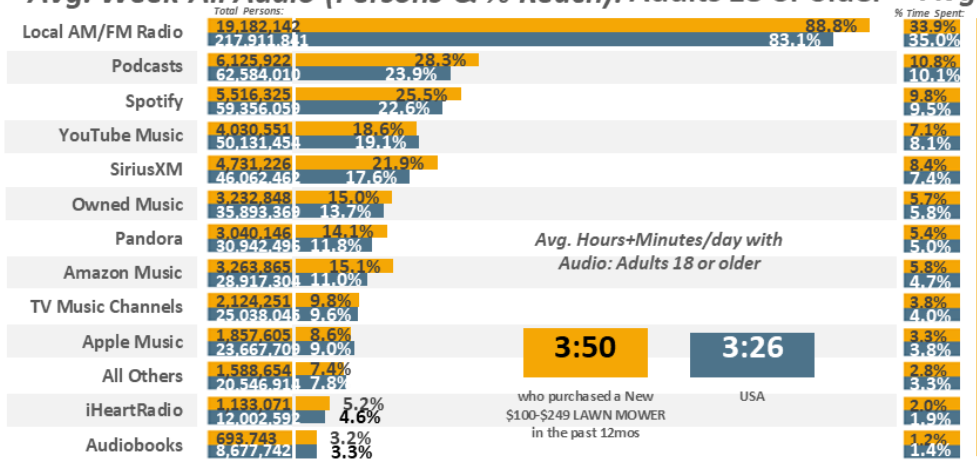
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$3,000 or more

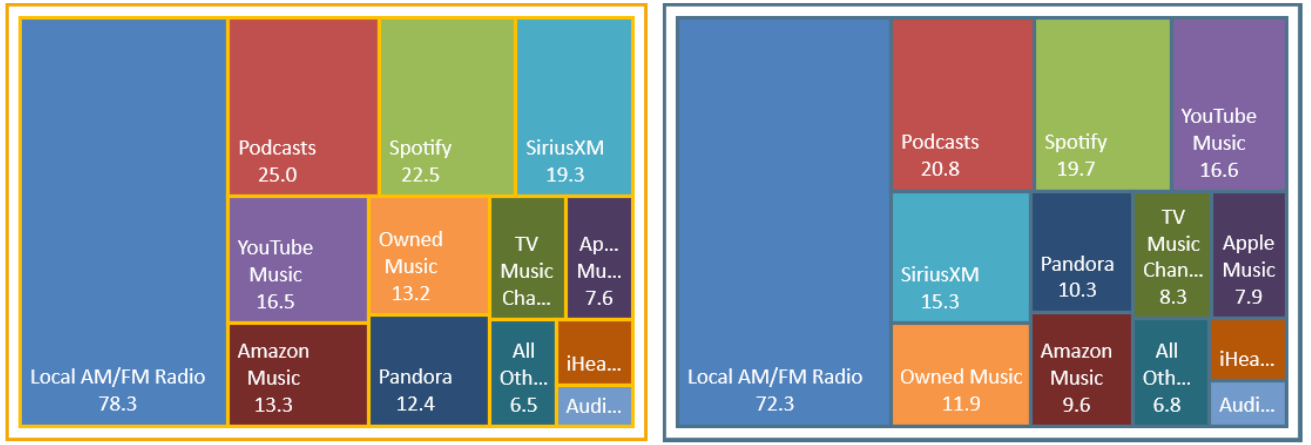


17,931,795 or 83.% of Adults 18 or older who purchased a New $100-$249 LAWN MOWER in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 71.8 minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.

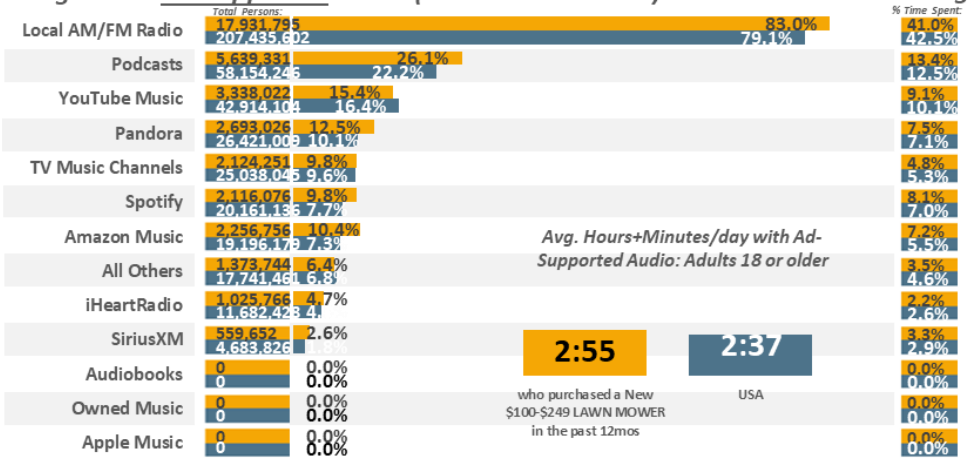
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



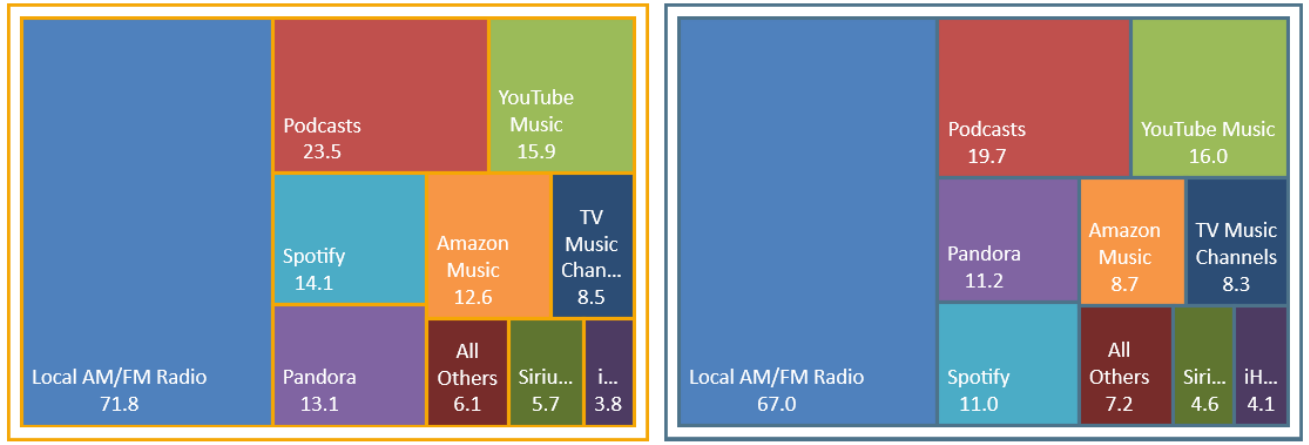
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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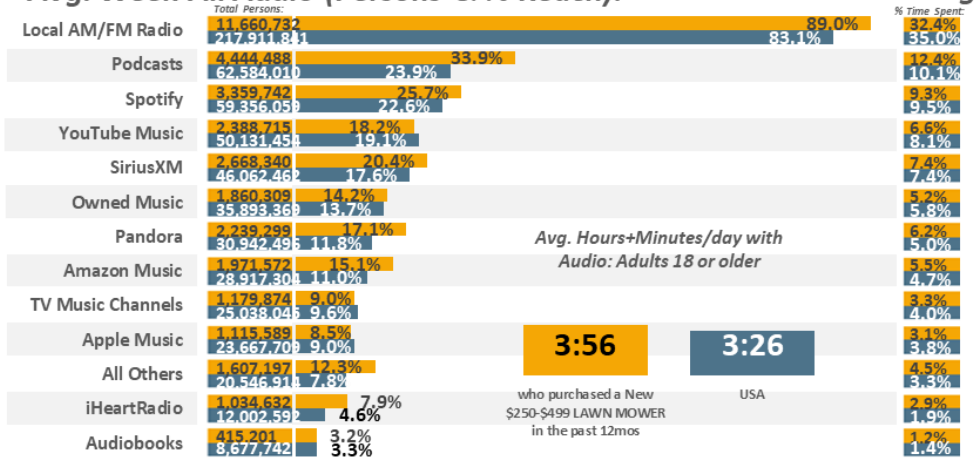
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$100 - $249

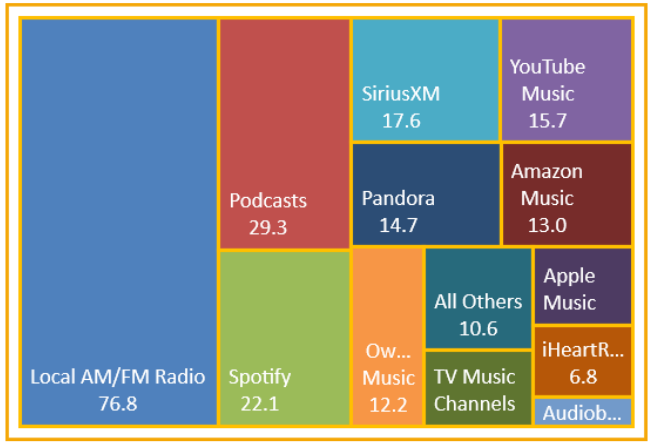


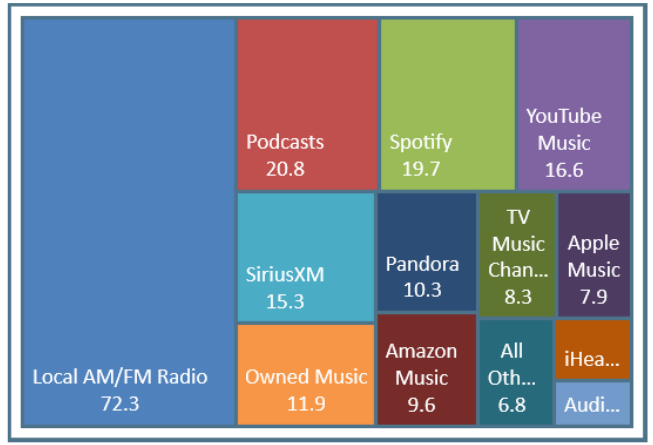
10,889,565 or 83.1% of Adults 18 or older who purchased a New $250-$499 LAWN MOWER in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 68. minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.

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

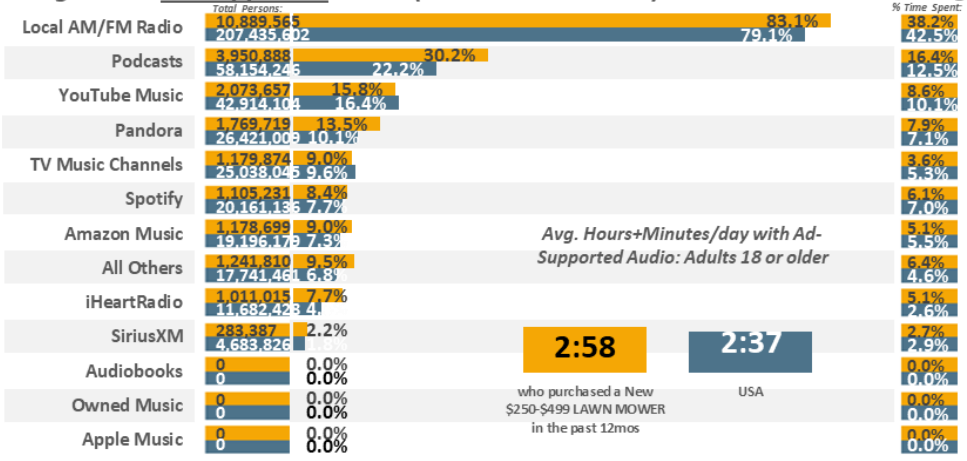


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

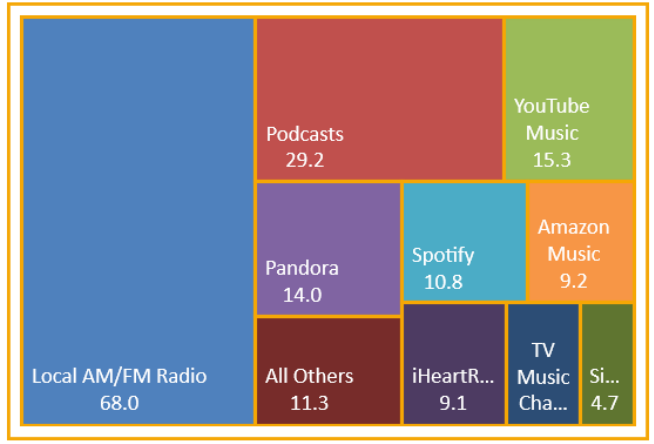


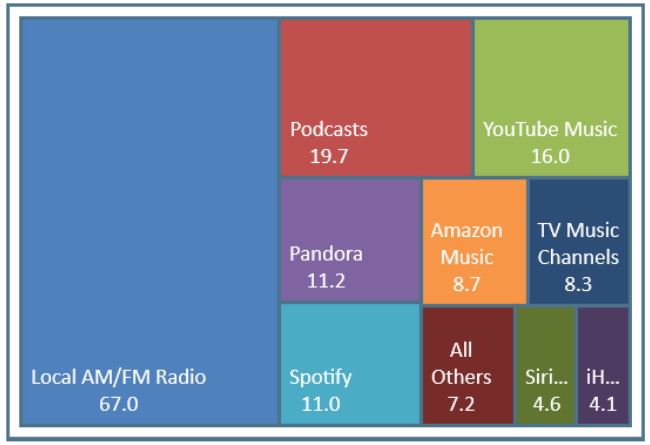


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





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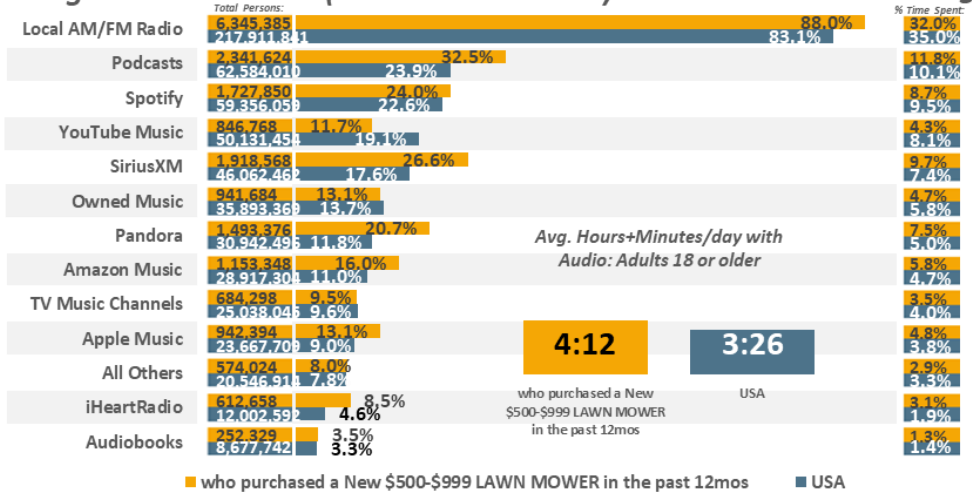
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$250 - $499

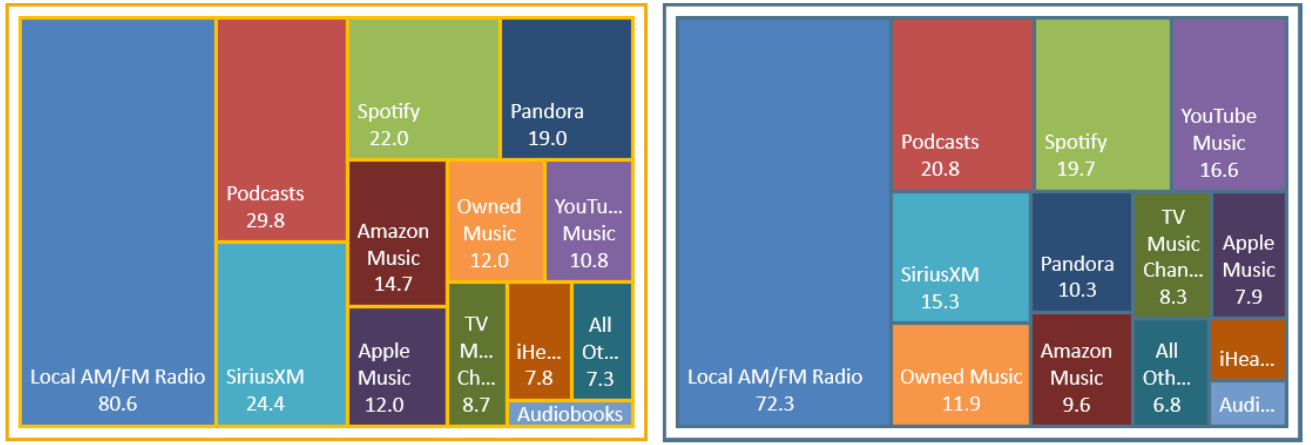


5,903,846 or 81.9% of Adults 18 or older who purchased a New $500-$999 LAWN MOWER in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 70.2 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.

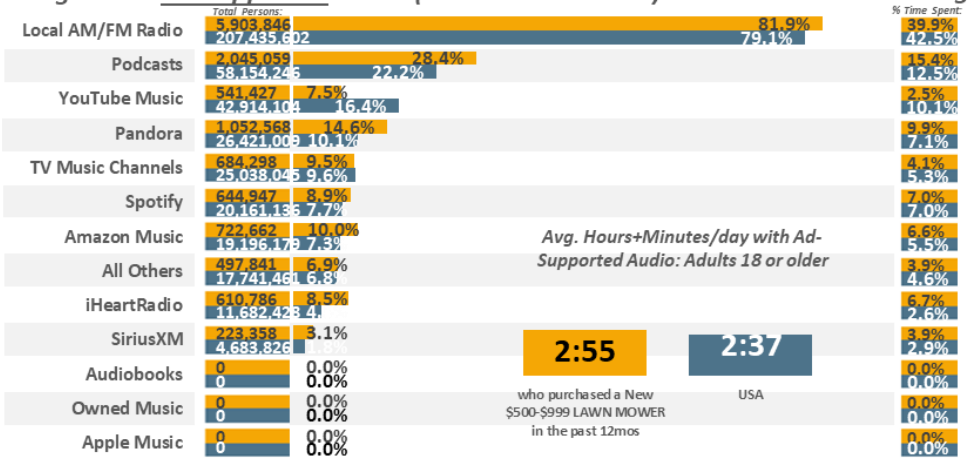
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



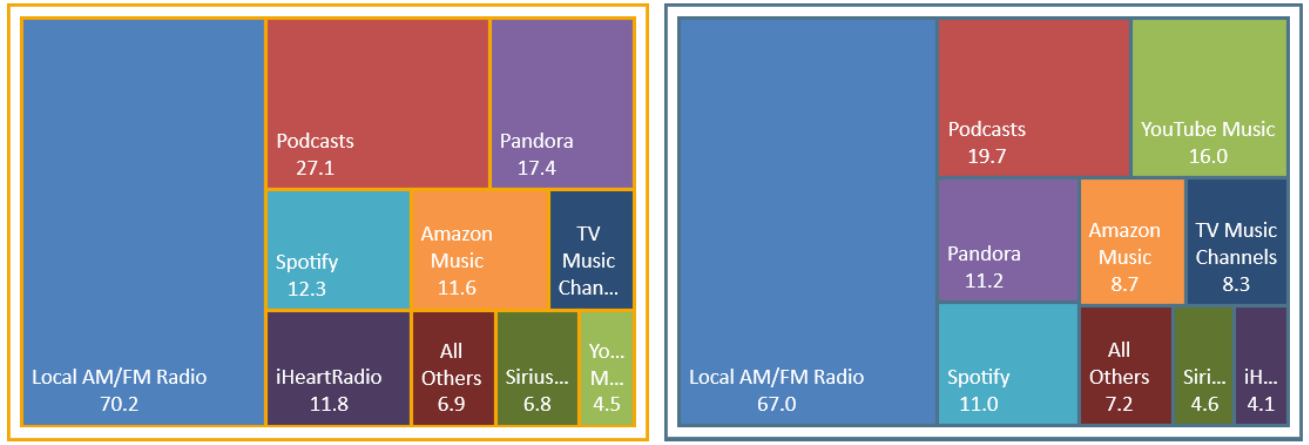
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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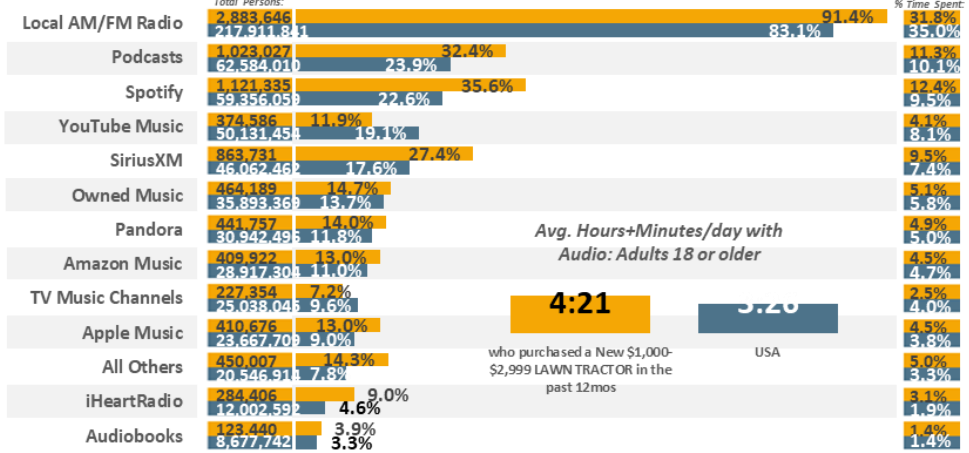
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$500 - $999

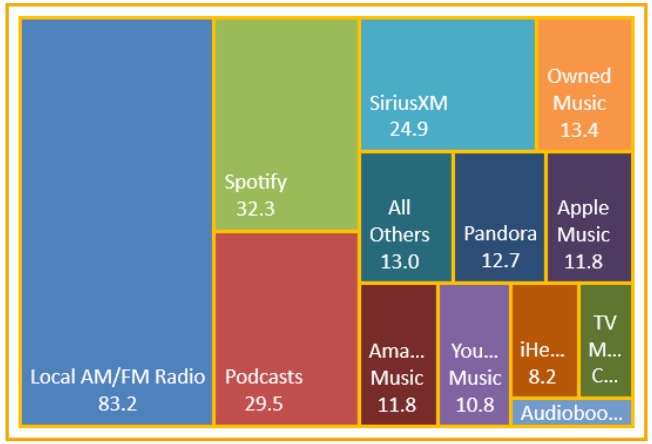


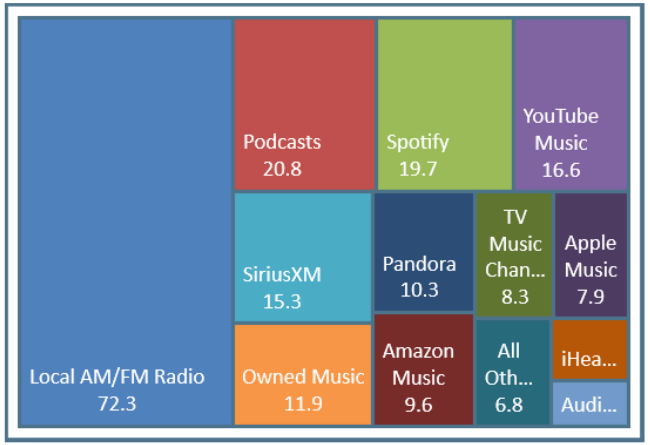
2,670,743 or 84.7% of Adults 18 or older who purchased a New $1,000-$2,999 LAWN TRACTOR in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 73.8 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.

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

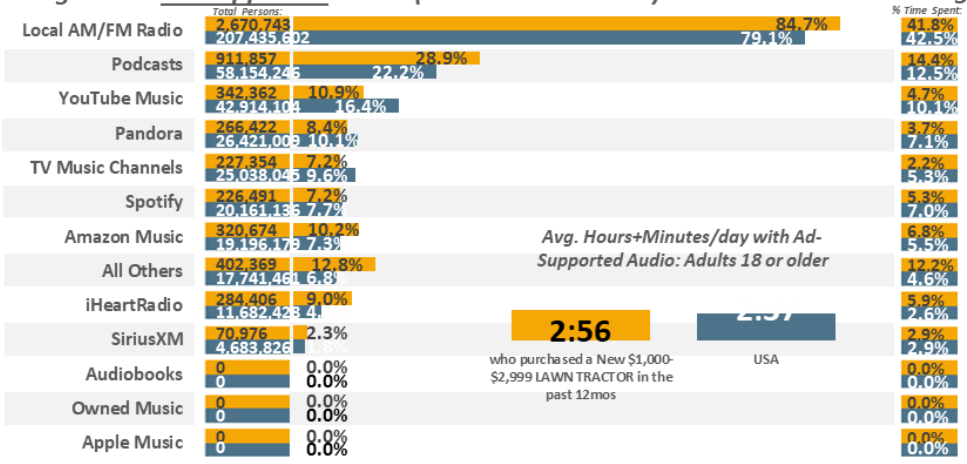


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

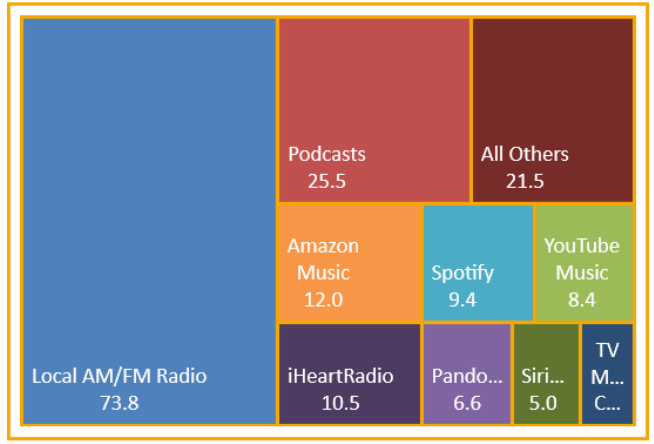


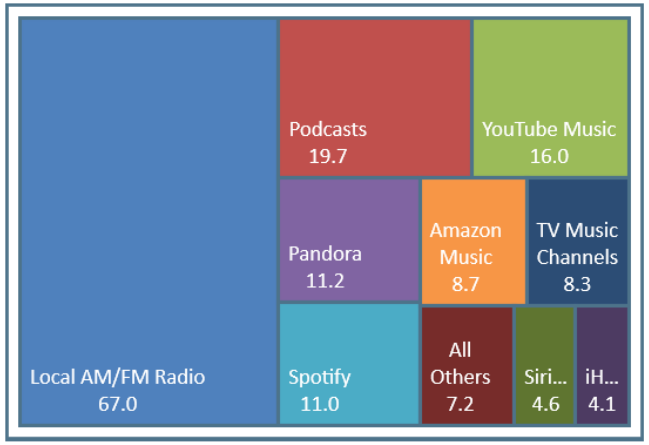


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

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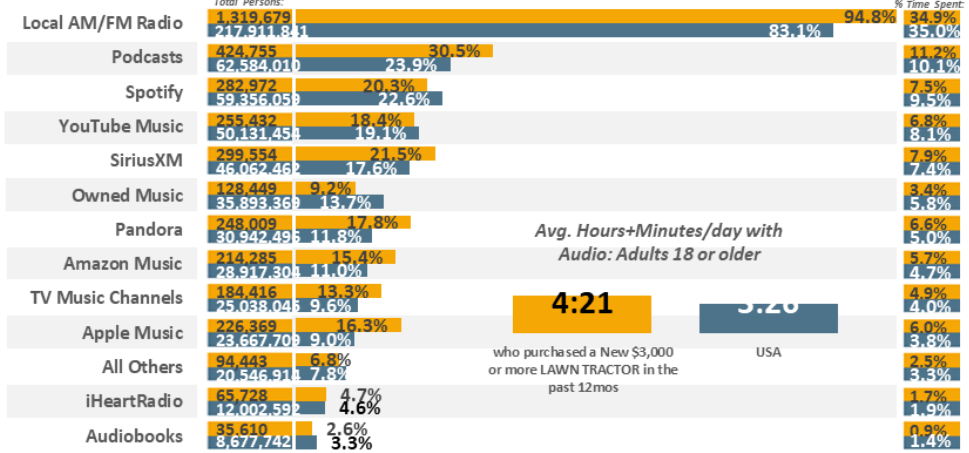
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$1,000 - $2,999

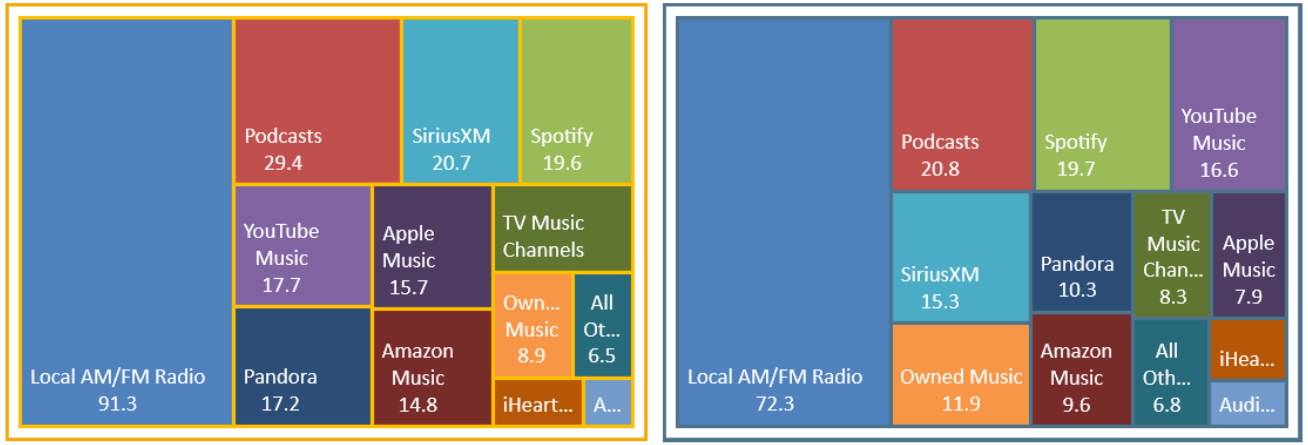


1,262,757 or 90.7% of Adults 18 or older who purchased a New $3,000 or more LAWN TRACTOR in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 83.5 minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio

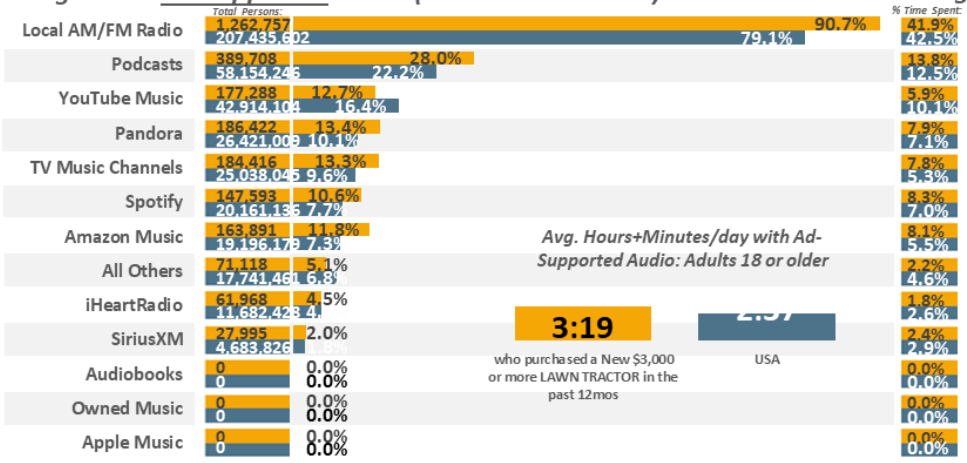
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



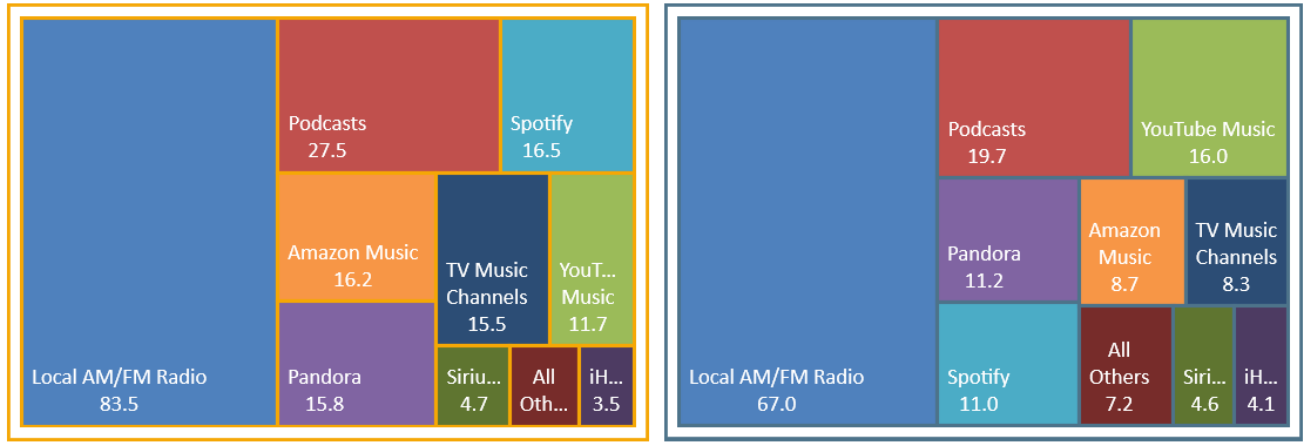
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Jan23-Feb24 Qual Intab 7,011

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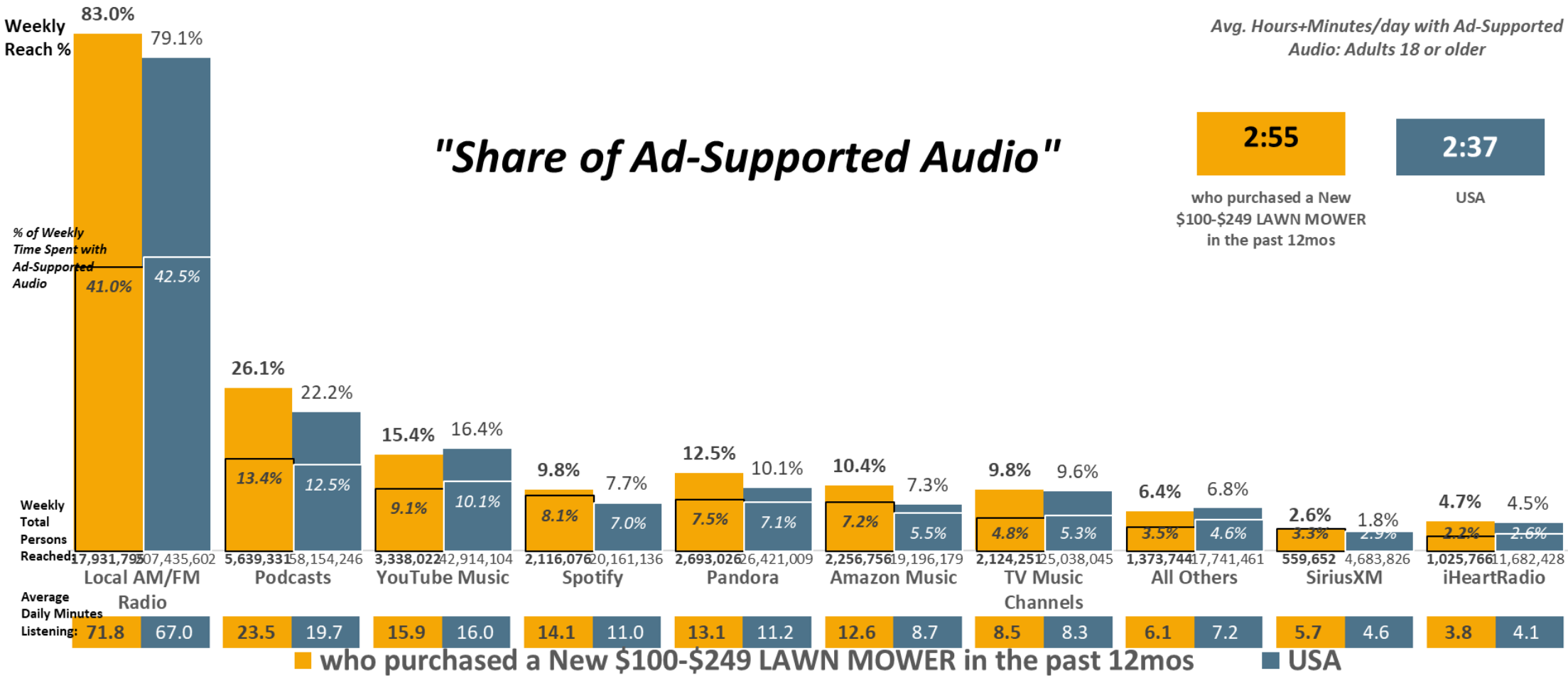
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$3,000 or more



17,931,795 or 83.% of Adults 18 or older who purchased a New $100-$249 LAWN MOWER in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 71.8 minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.



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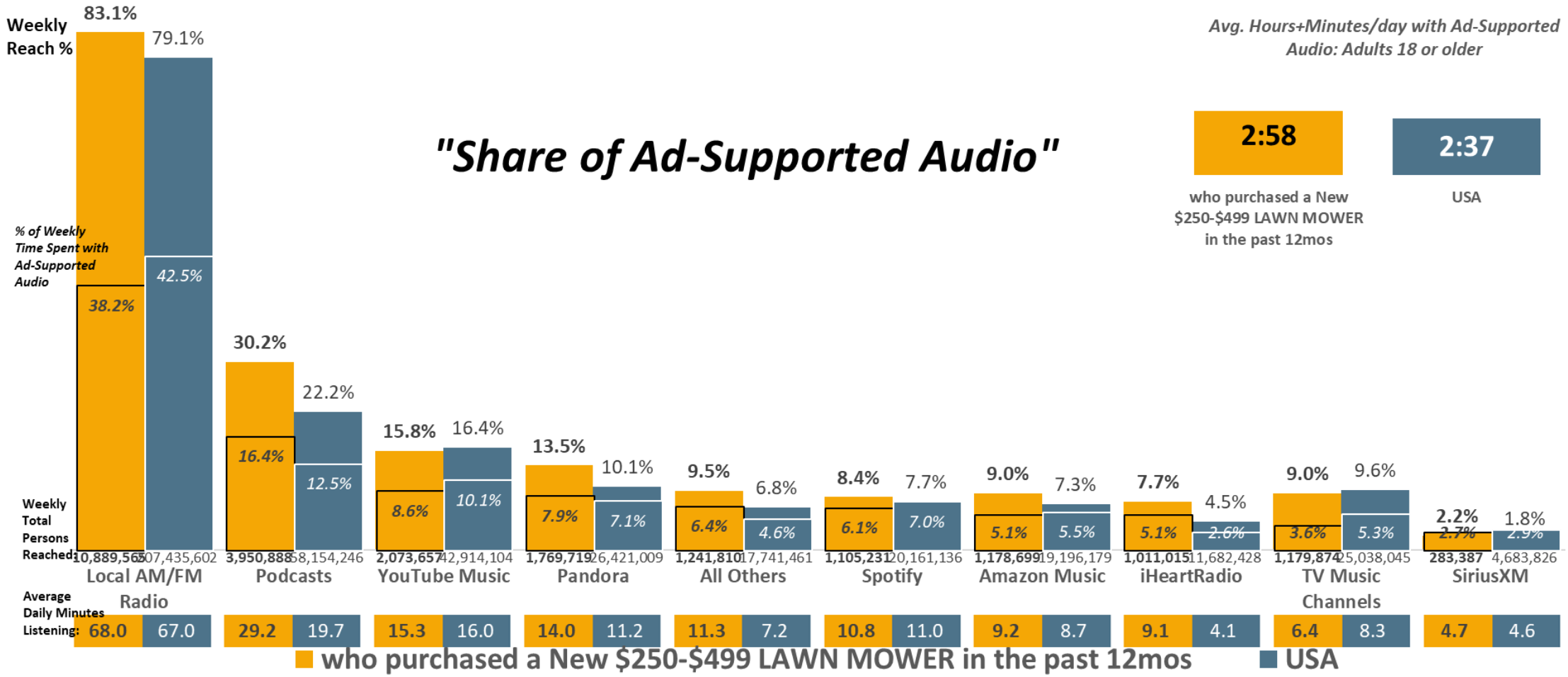
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$100 - $249



10,889,565 or 83.1% of Adults 18 or older who purchased a New $250-$499 LAWN MOWER in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 68. minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.



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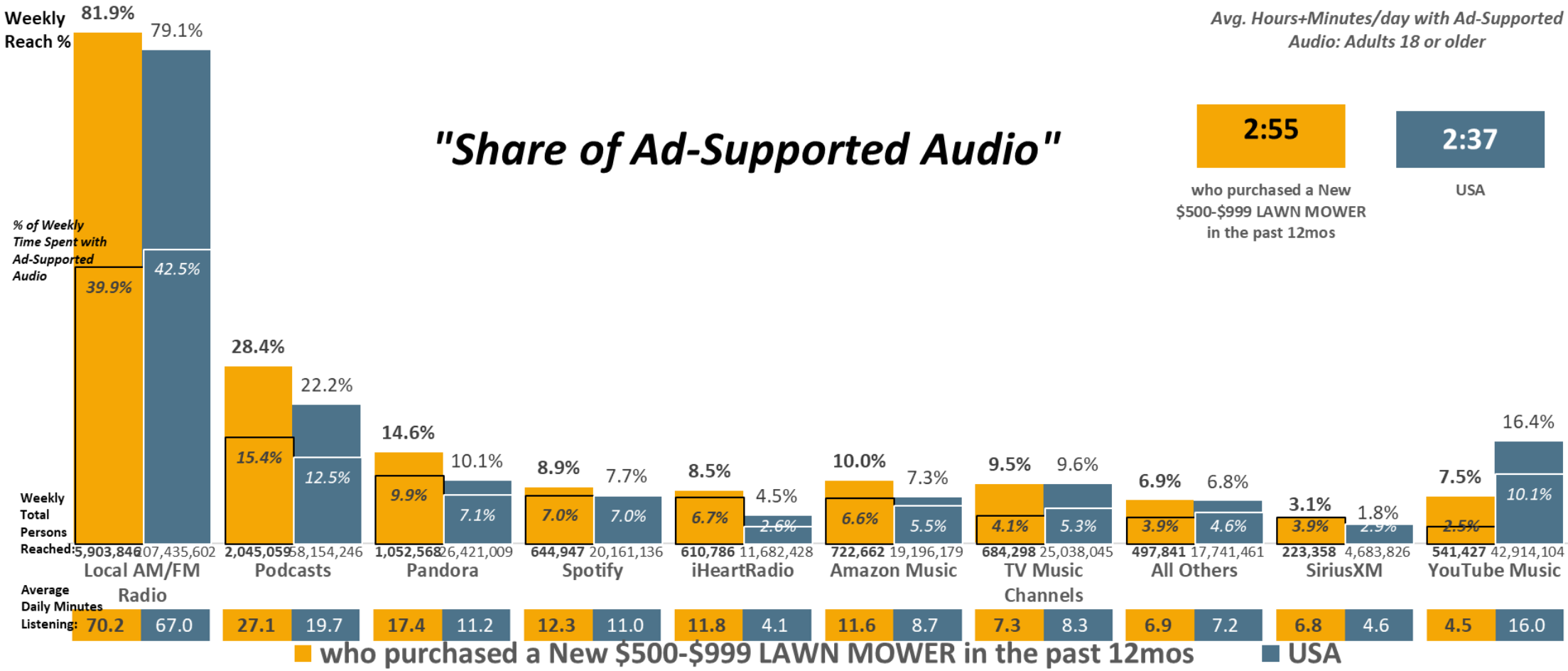
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$250 - $499



5,903,846 or 81.9% of Adults 18 or older who purchased a New $500-$999 LAWN MOWER in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 70.2 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.



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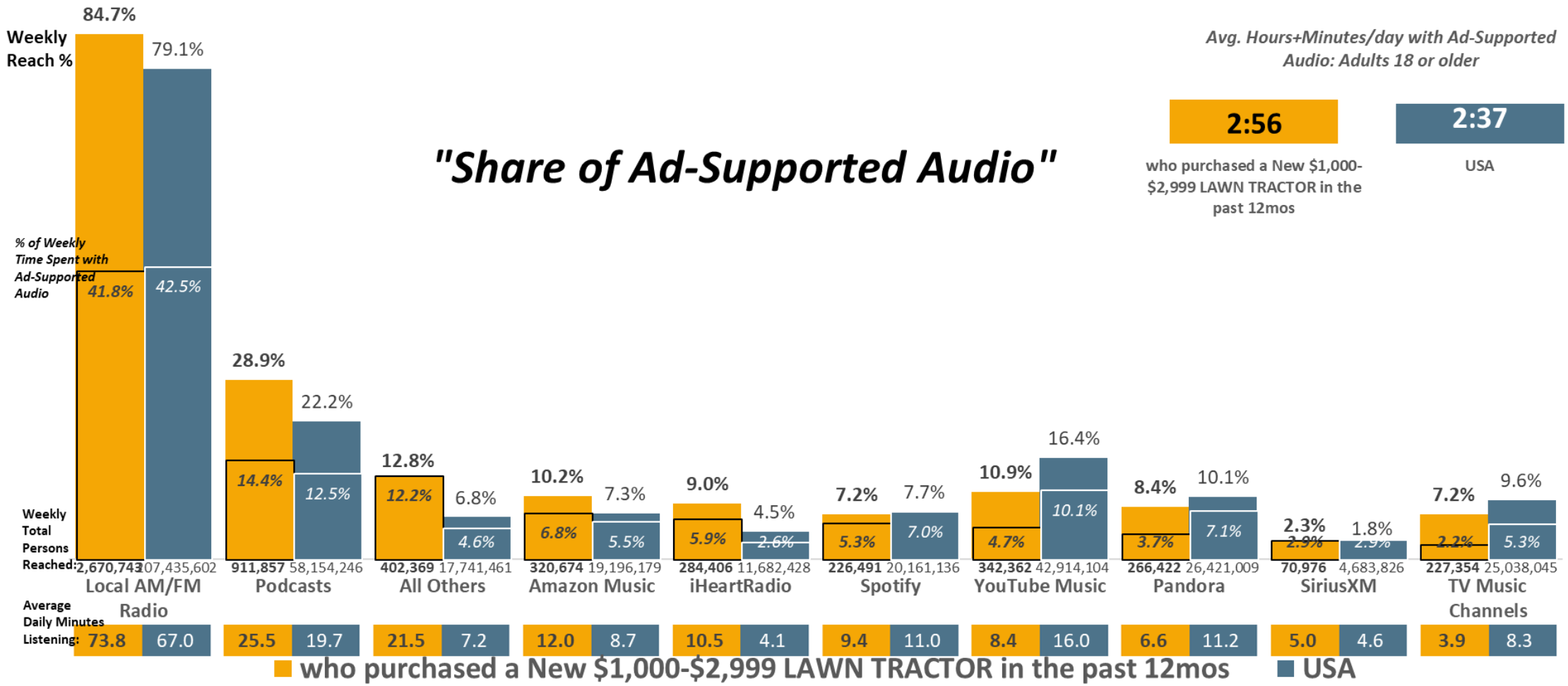
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$500 - $999



2,670,743 or 84.7% of Adults 18 or older who purchased a New $1,000-$2,999 LAWN TRACTOR in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 73.8 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.



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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$1,000 - $2,999



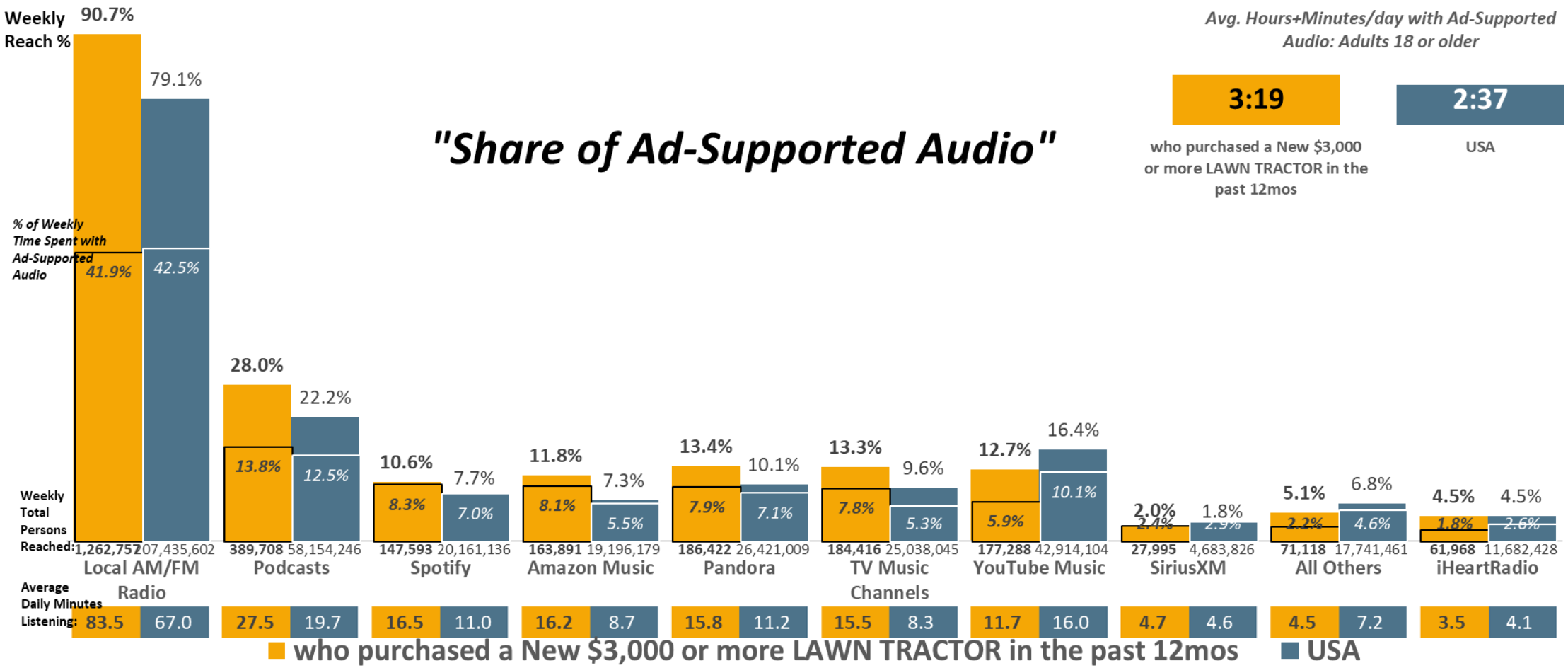
1,262,757 or 90.7% of Adults 18 or older who purchased a New $3,000 or more LAWN TRACTOR in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 83.5 minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

3:19 who purchased a New $3,000 or more LAWN TRACTOR in the past 12mos

2:37 USA



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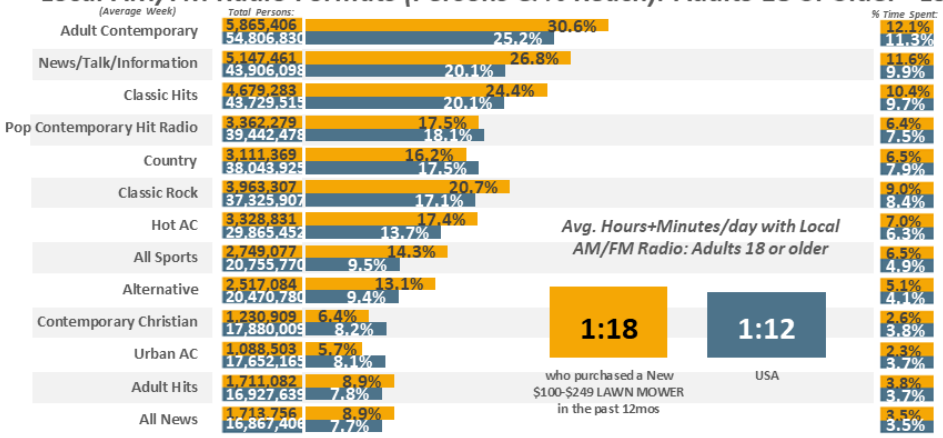
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$3,000 or more

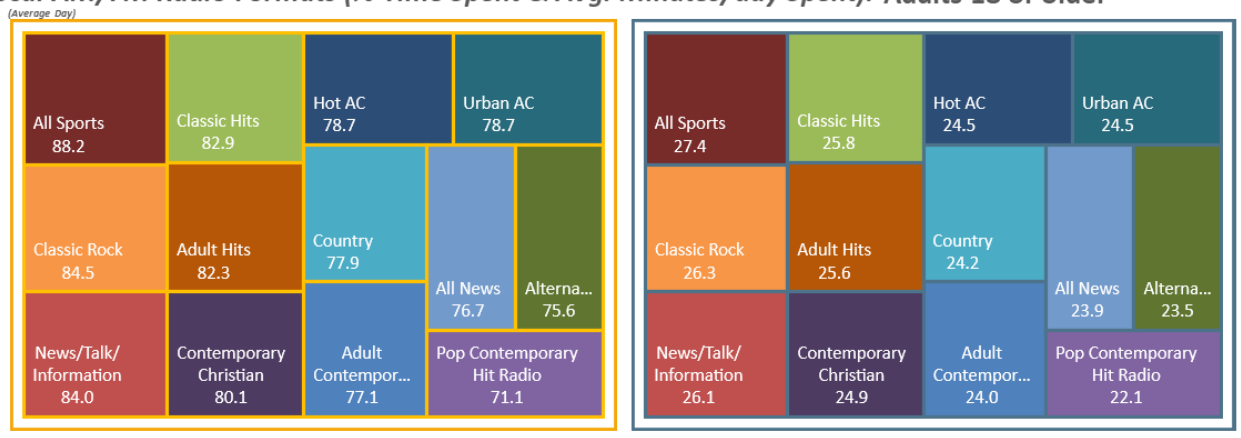


17,931,795 or 83.% of Adults 18 or older who purchased a New $100-$249 LAWN MOWER in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Pop Contemporary Hit Radio, and Hot AC.

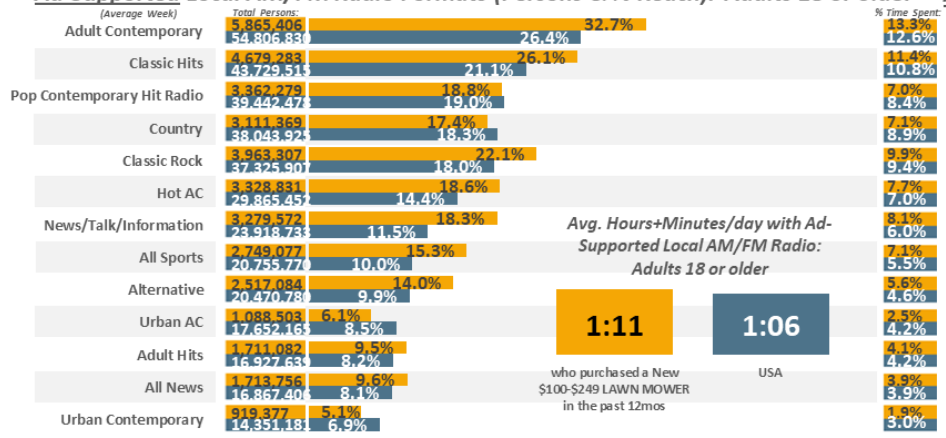
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



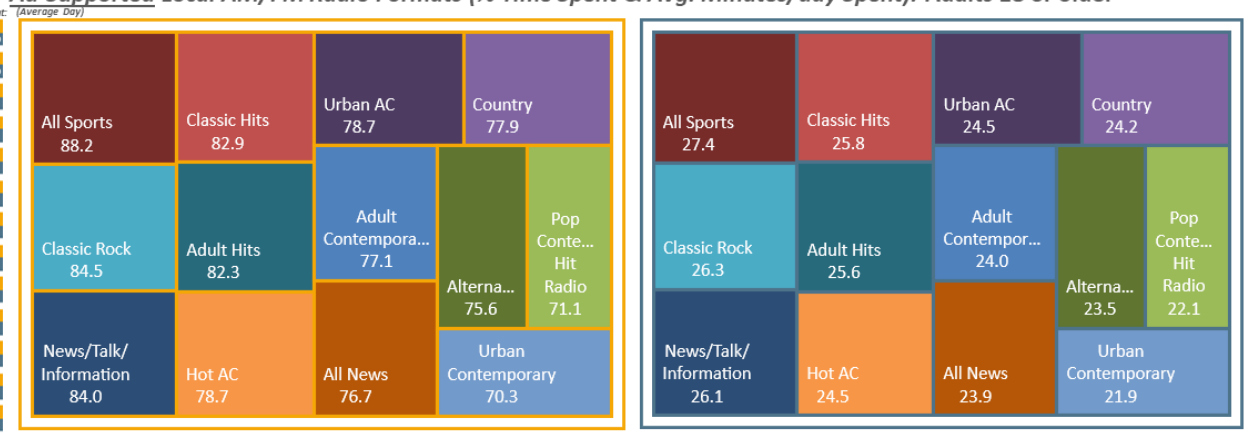
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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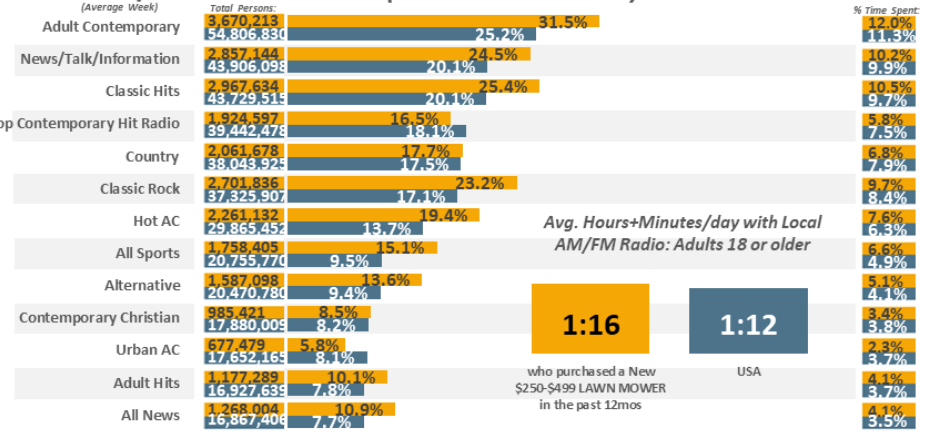
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$100 - $249

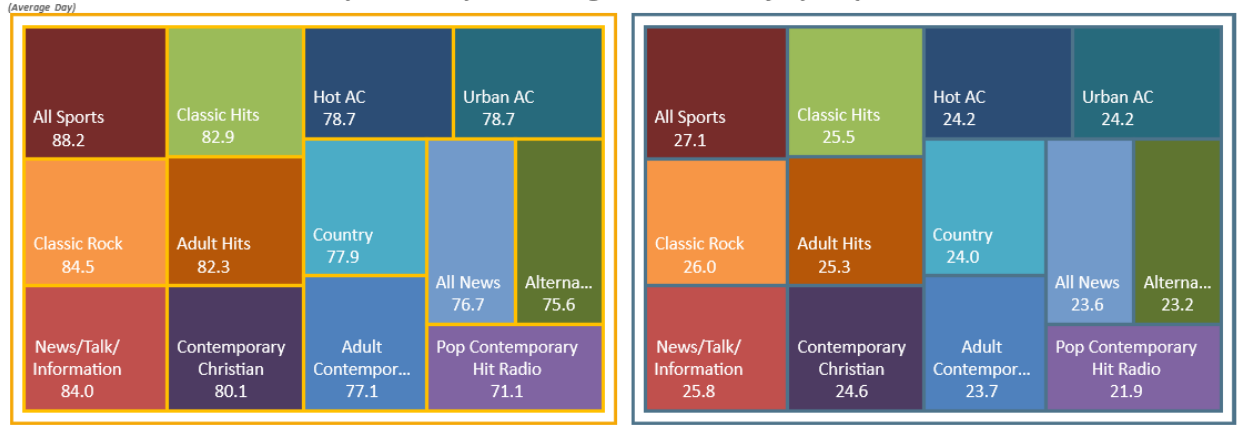


10,889,565 or 83.1% of Adults 18 or older who purchased a New $250-$499 LAWN MOWER in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Hot AC, and Country.

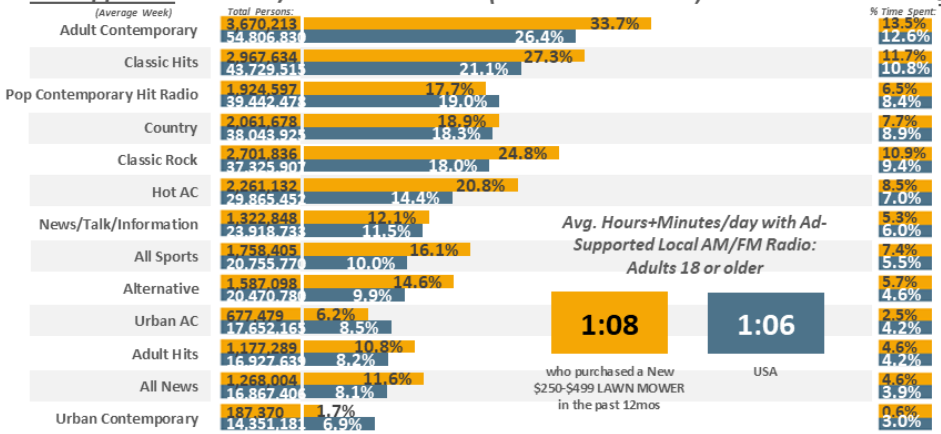
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



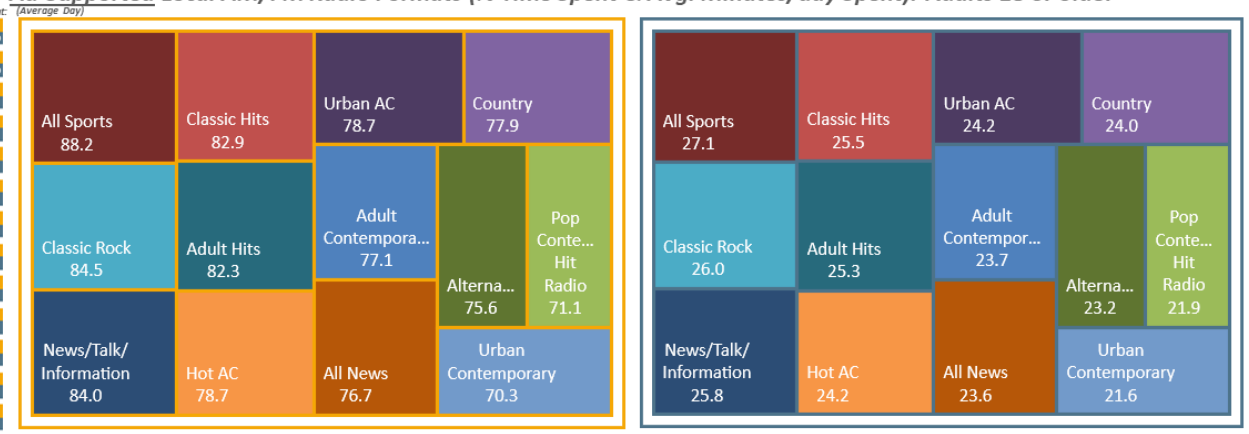
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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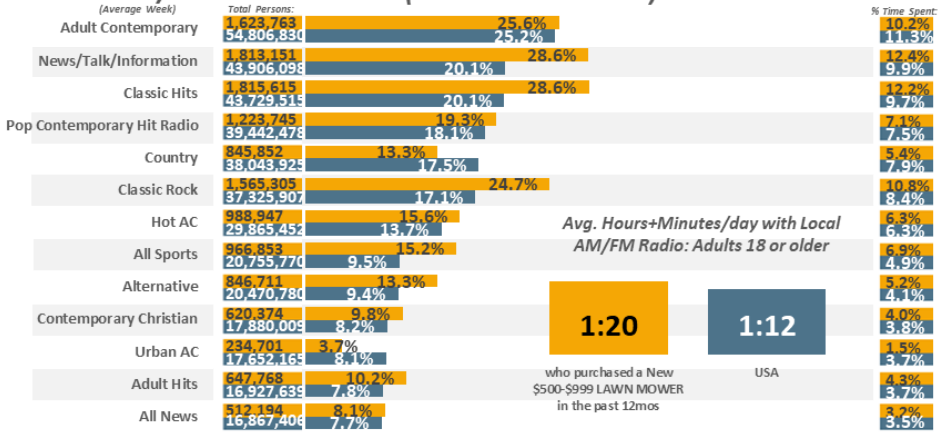
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$250 - $499

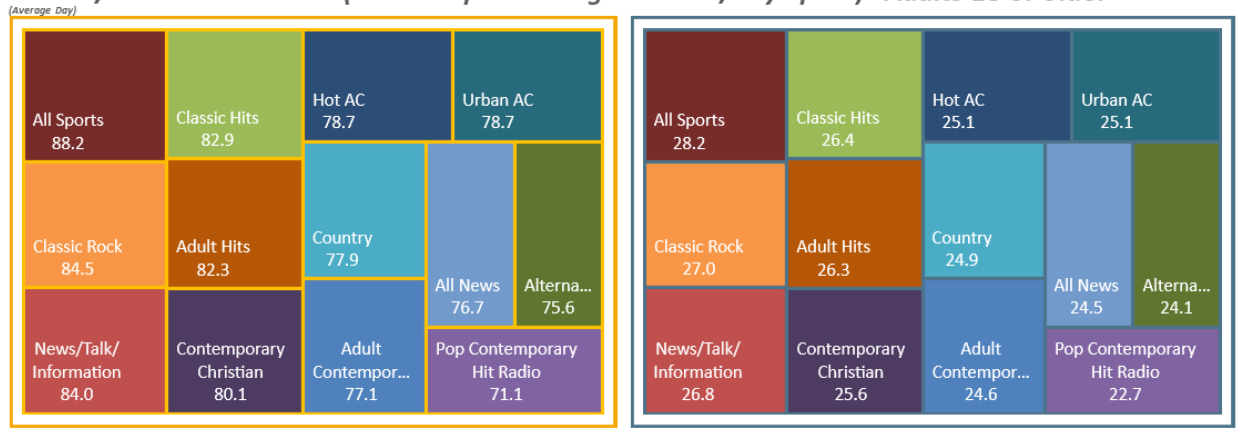


5,903,846 or 81.9% of Adults 18 or older who purchased a New $500-$999 LAWN MOWER in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, and Hot AC.

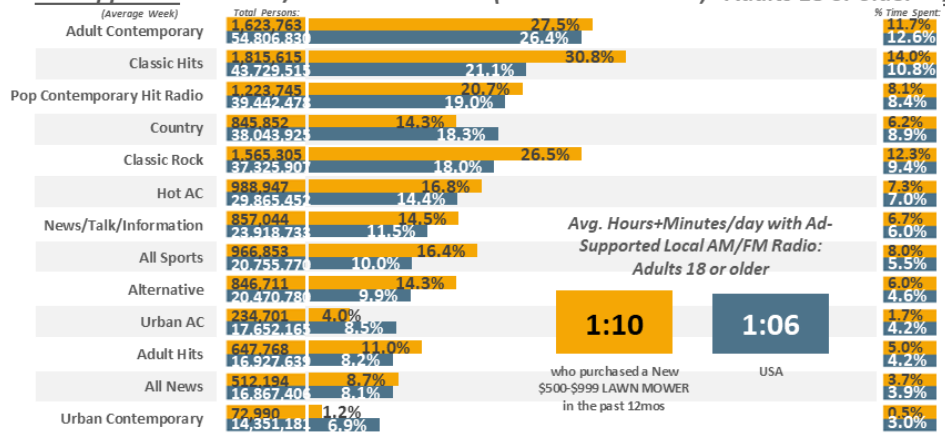
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



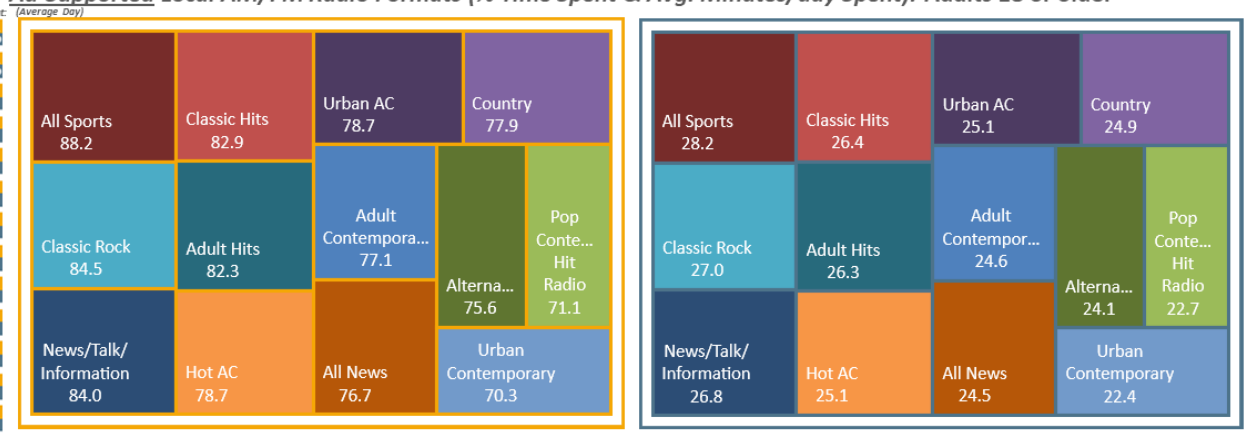
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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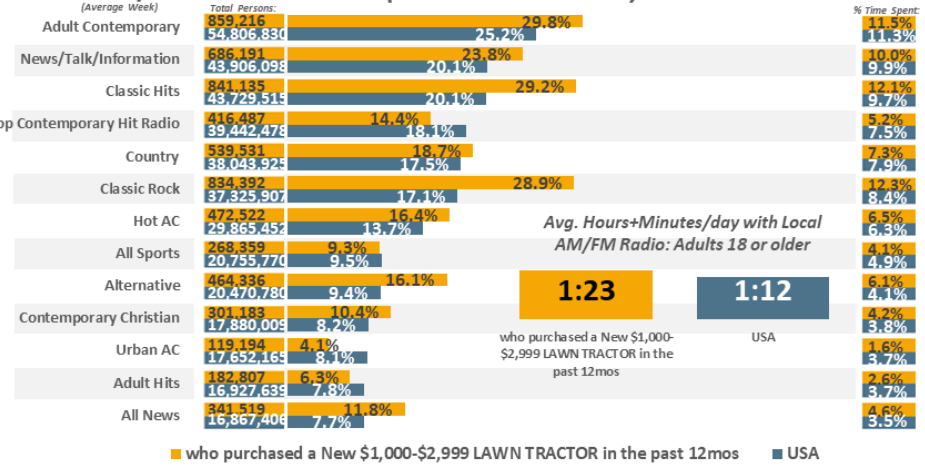
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$500 - $999

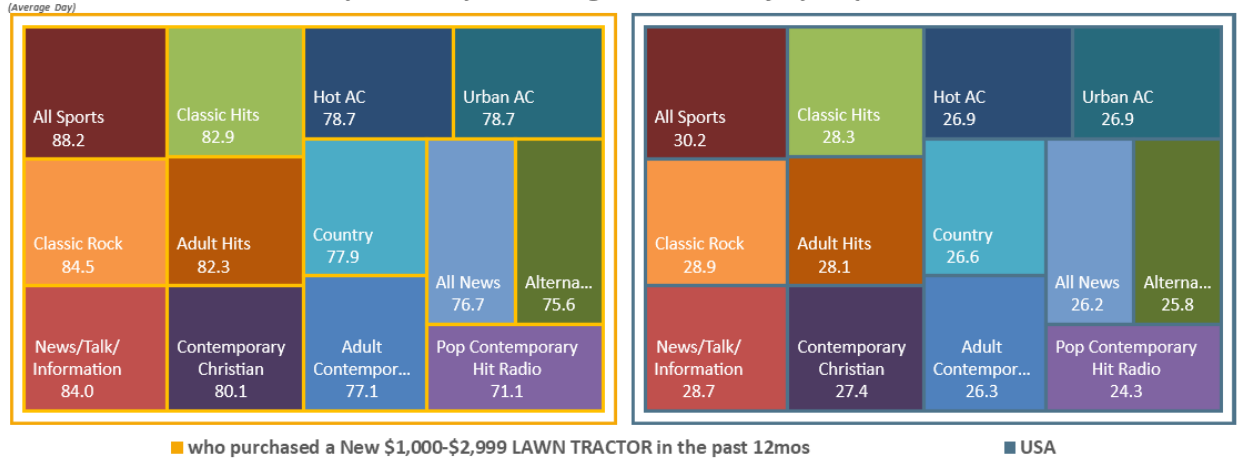


2,670,743 or 84.7% of Adults 18 or older who purchased a New $1,000-$2,999 LAWN TRACTOR in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Hot AC.

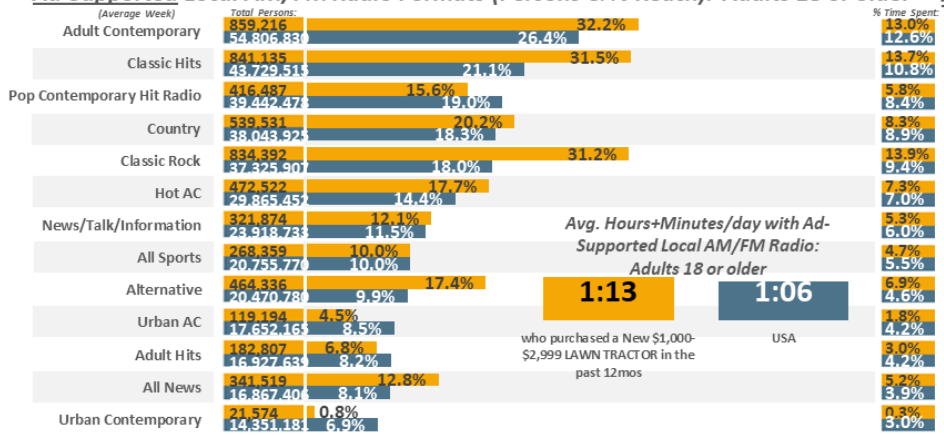
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



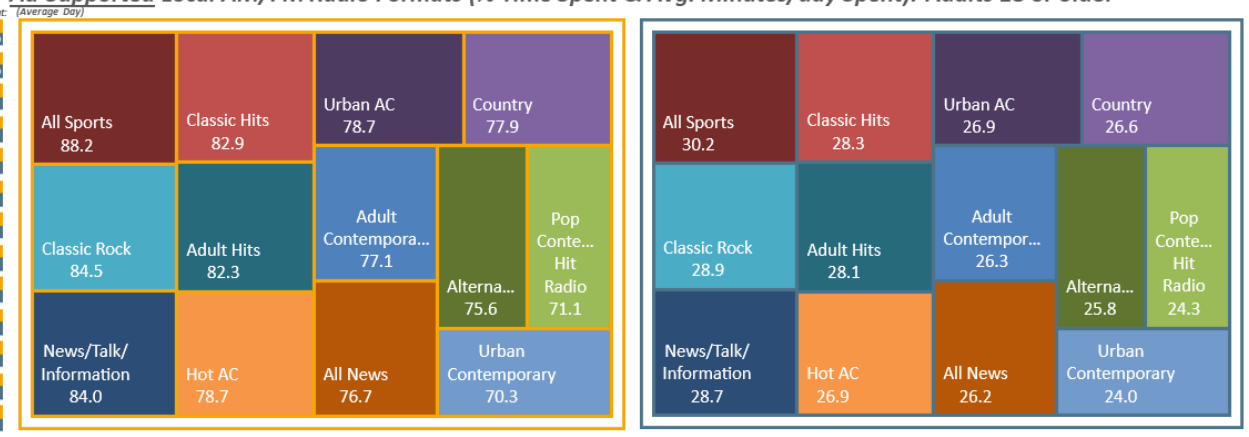
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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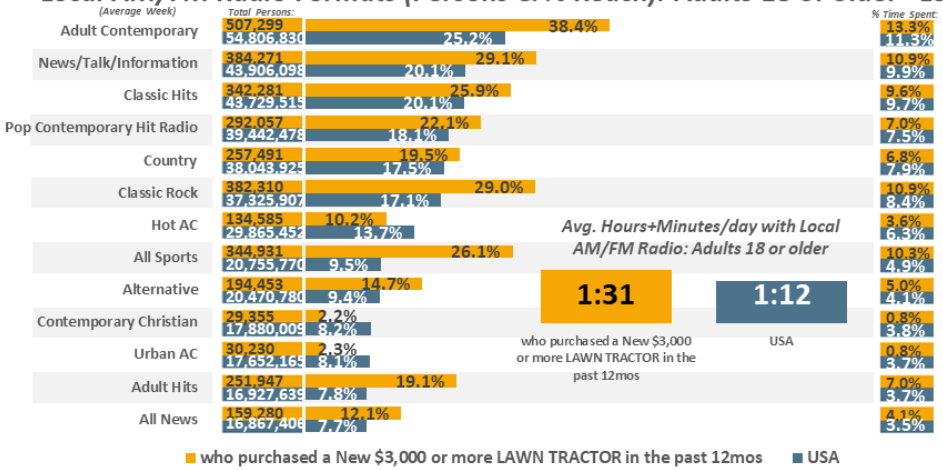
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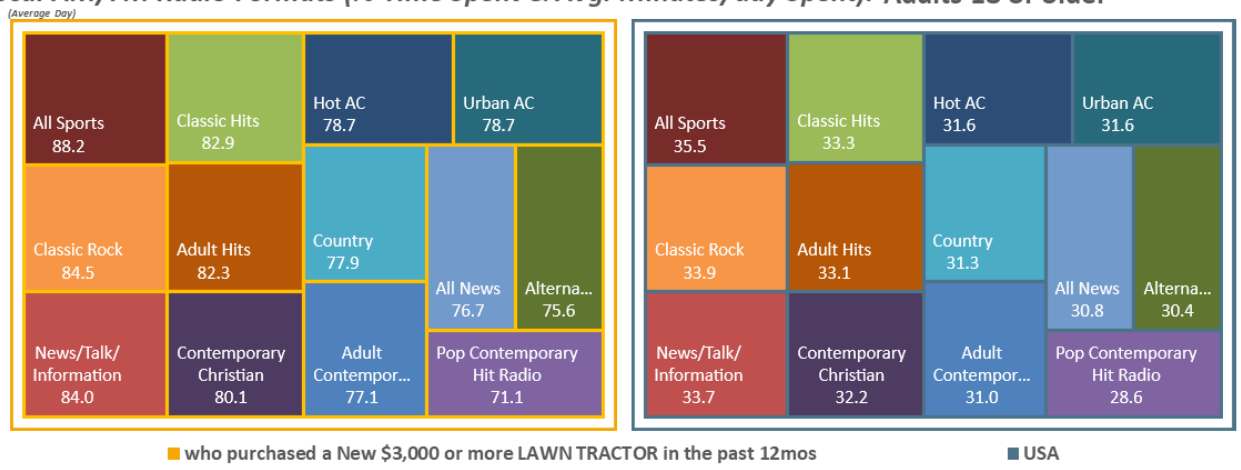


1,262,757 or 90.7% of Adults 18 or older who purchased a New $3,000 or more LAWN TRACTOR in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, All Sports, Classic Hits, and Pop Contemporary Hit

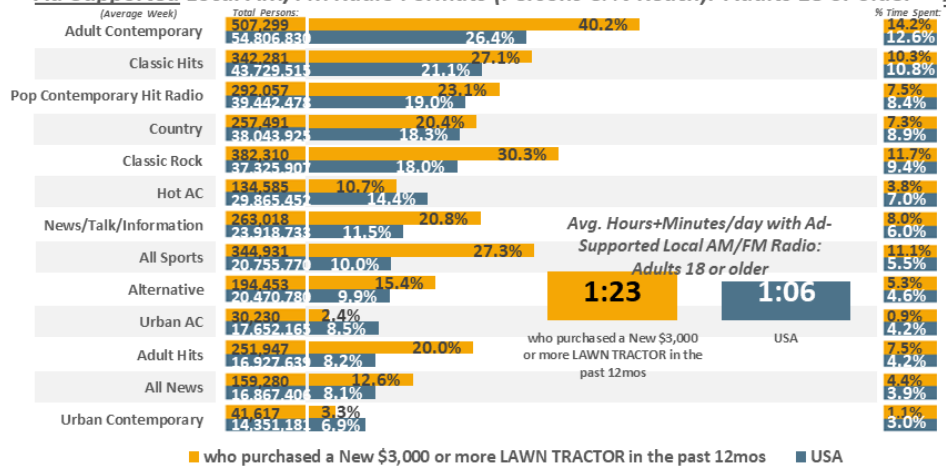
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



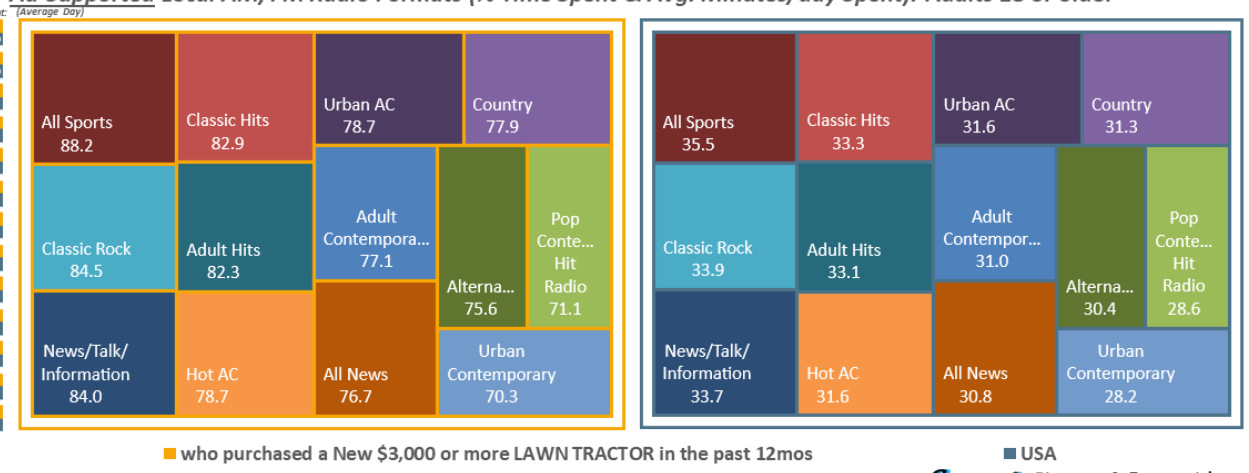
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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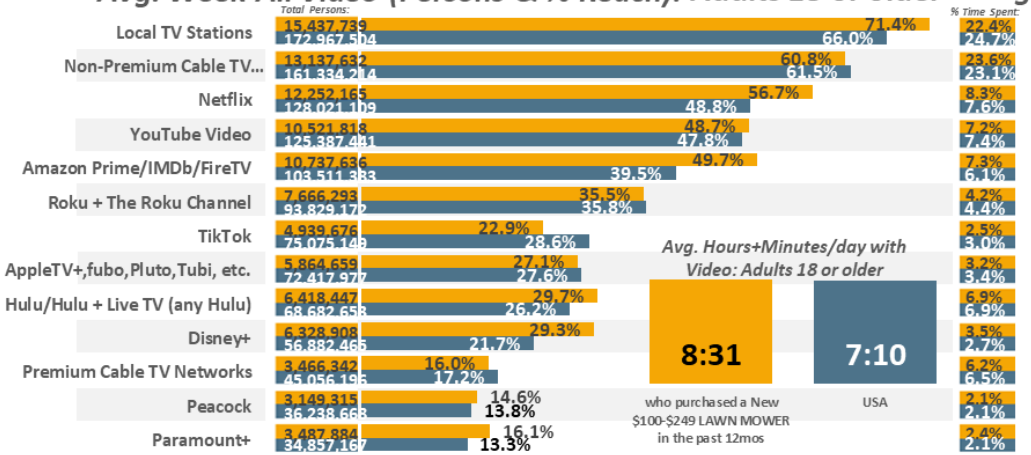
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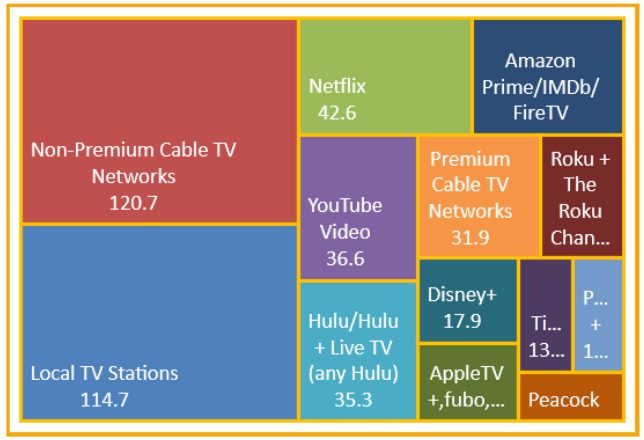


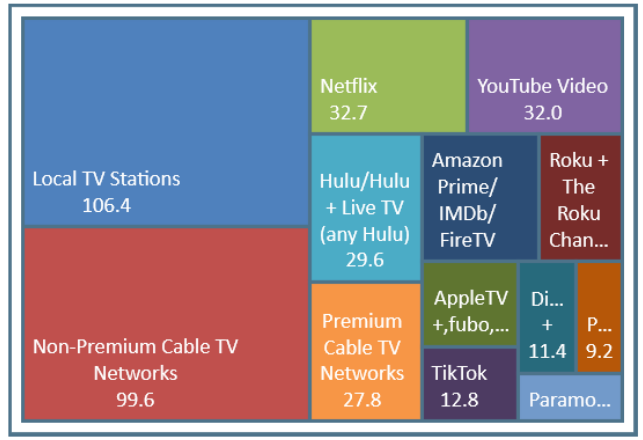
15,261,324 or 70.6% of Adults 18 or older who purchased a New $100-$249 LAWN MOWER in the past 12mos watch Ad-Supported Local TV Stations for an average of 108.5 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.

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

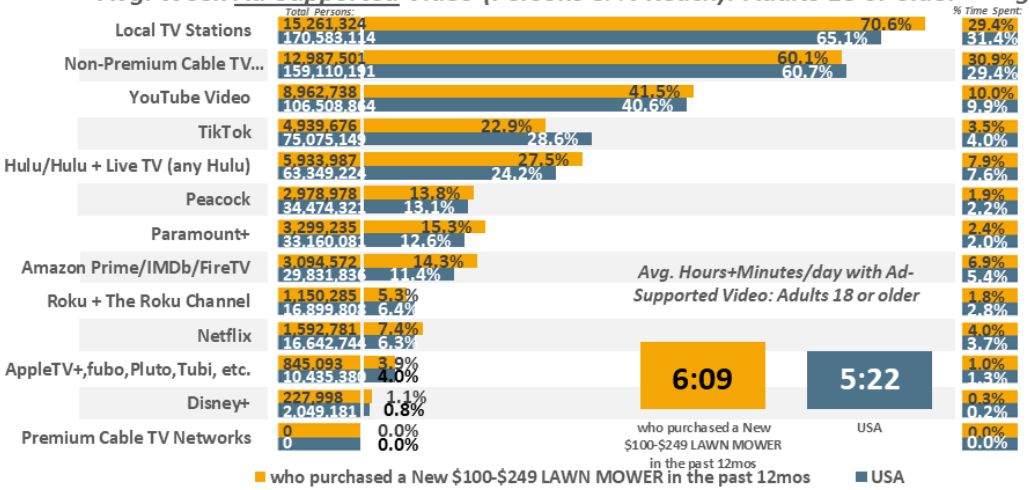


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

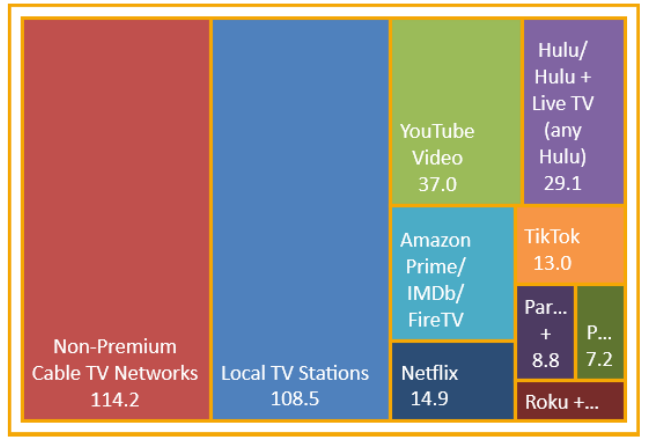


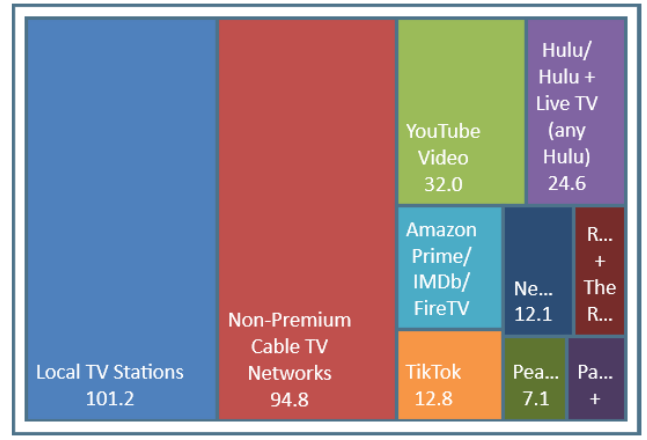


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

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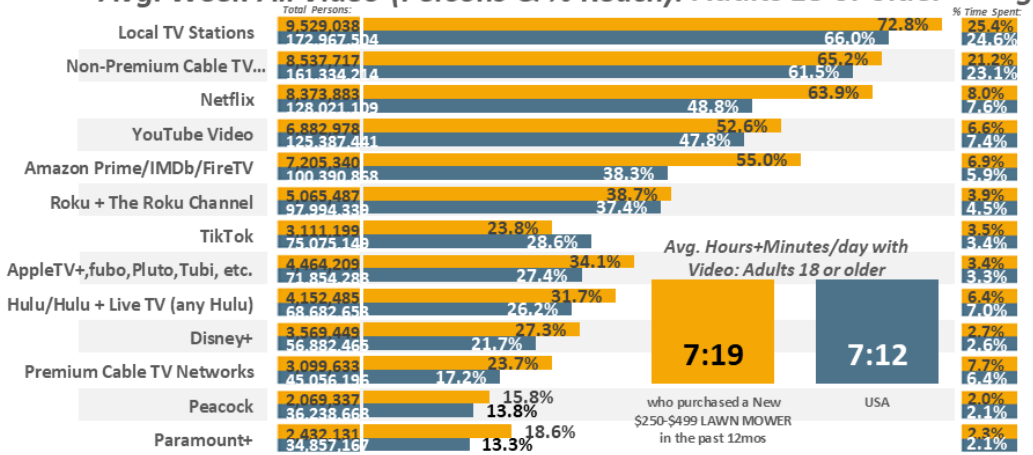
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$100 - $249

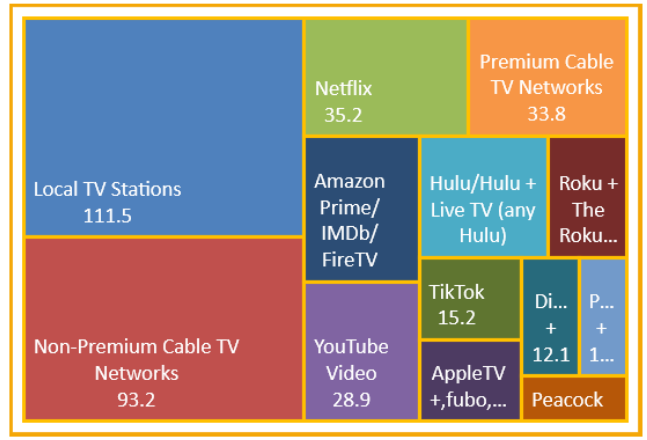


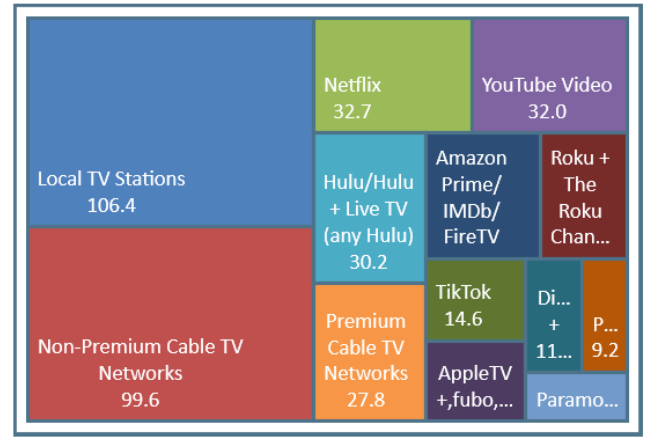
9,414,581 or 71.9% of Adults 18 or older who purchased a New $250-$499 LAWN MOWER in the past 12mos watch Ad-Supported Local TV Stations for an average of 105.7 minutes every day representing 33.1% of all time spent daily with Ad-Supported Video.

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



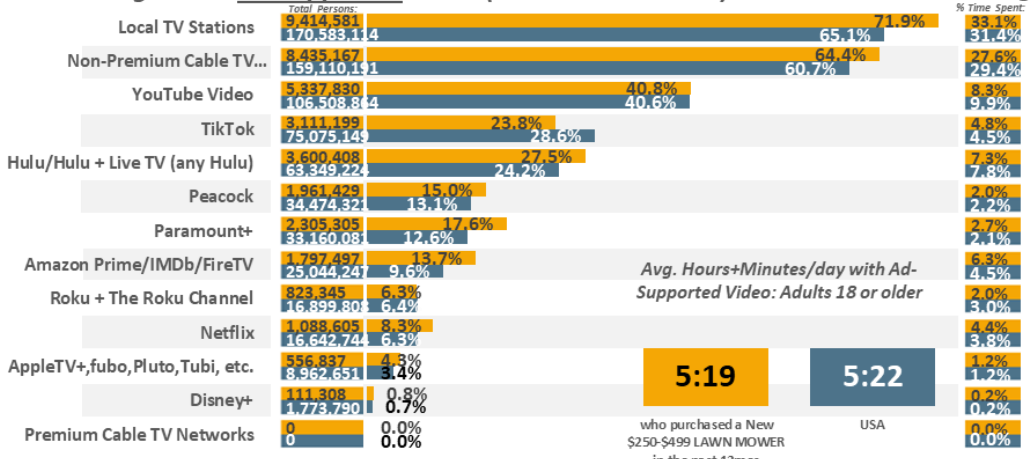
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



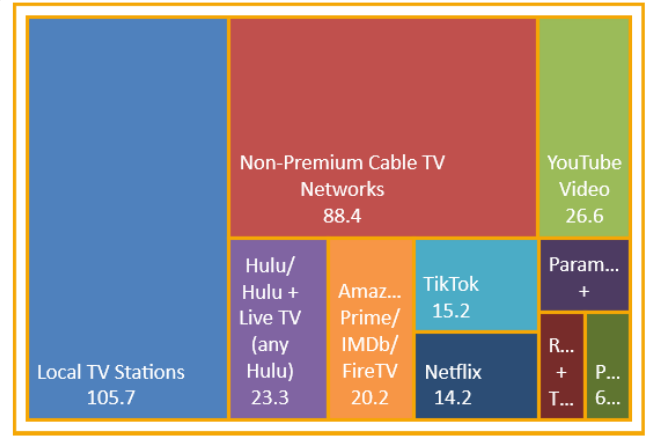


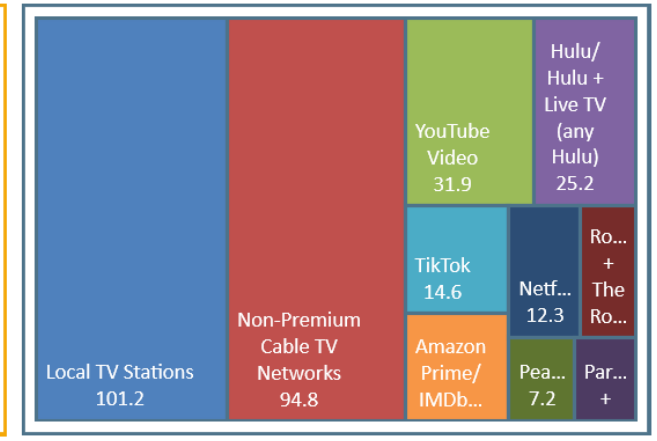
who purchased a New $250-$499 LAWN MOWER in the past 12mos ■ USA

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 a New $250-$499 LAWN MOWER in the past 12mos ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

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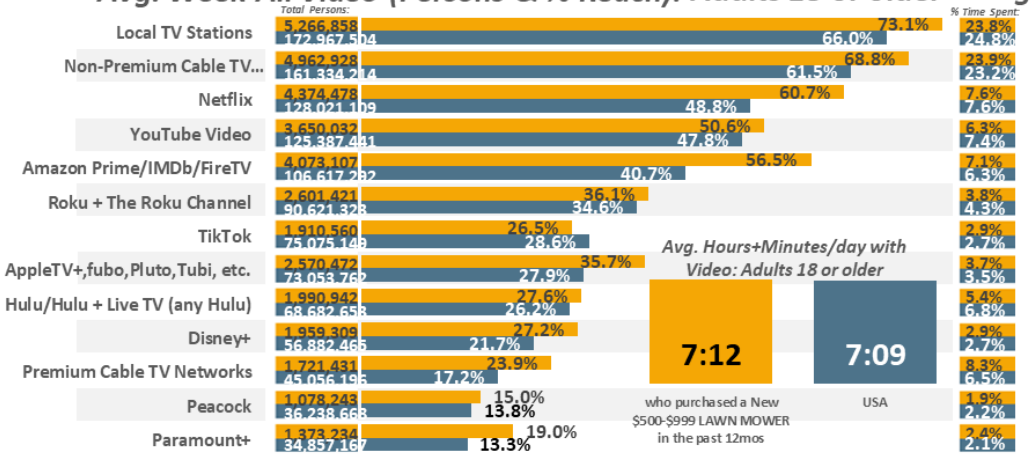
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$250 - $499

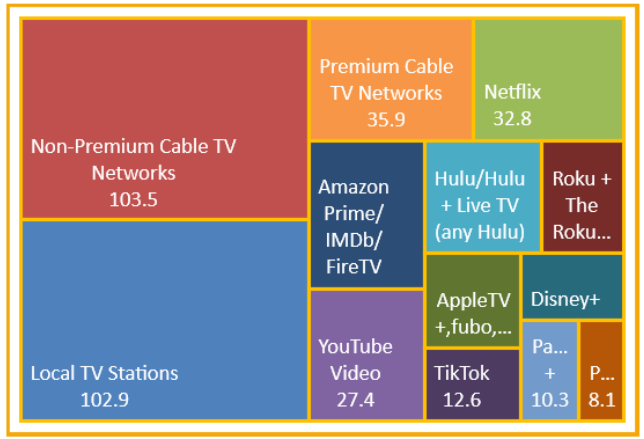


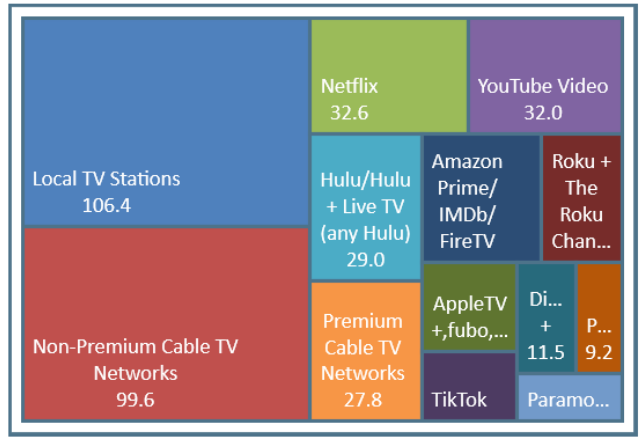
5,211,804 or 72.3% of Adults 18 or older who purchased a New $500-$999 LAWN MOWER in the past 12mos watch Ad-Supported Local TV Stations for an average of 97. minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

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

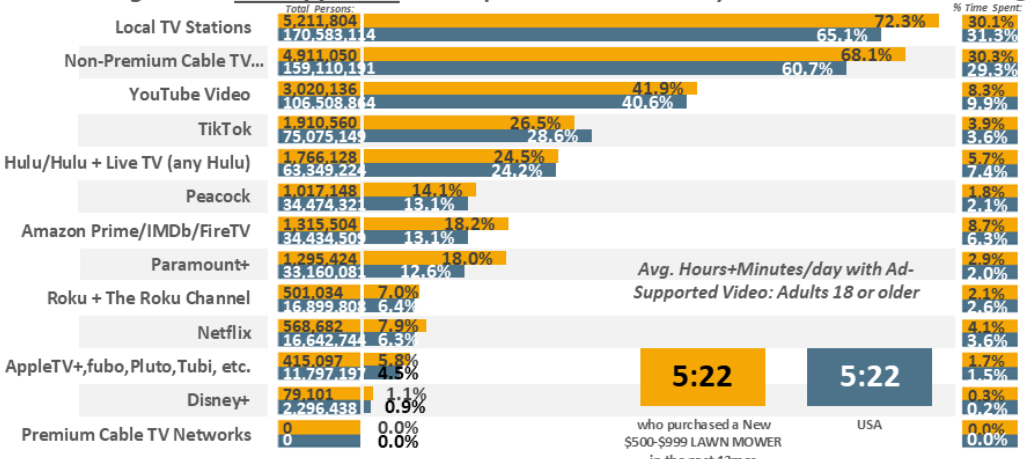


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

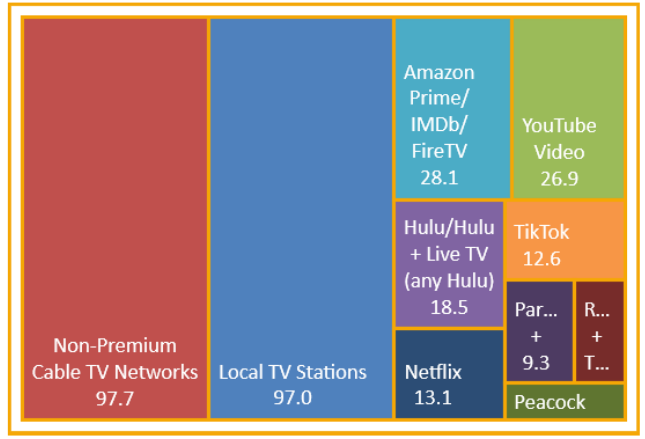


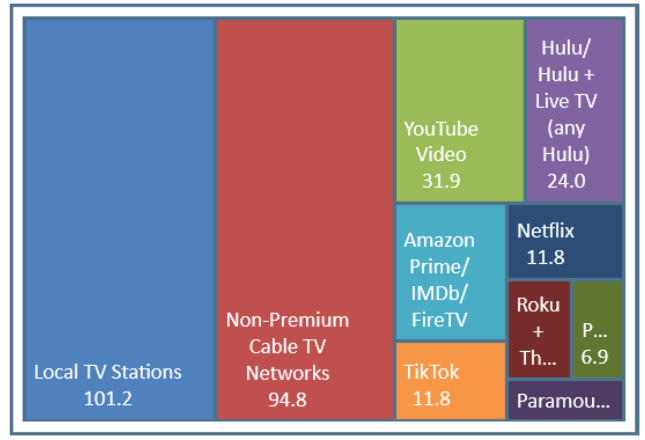


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

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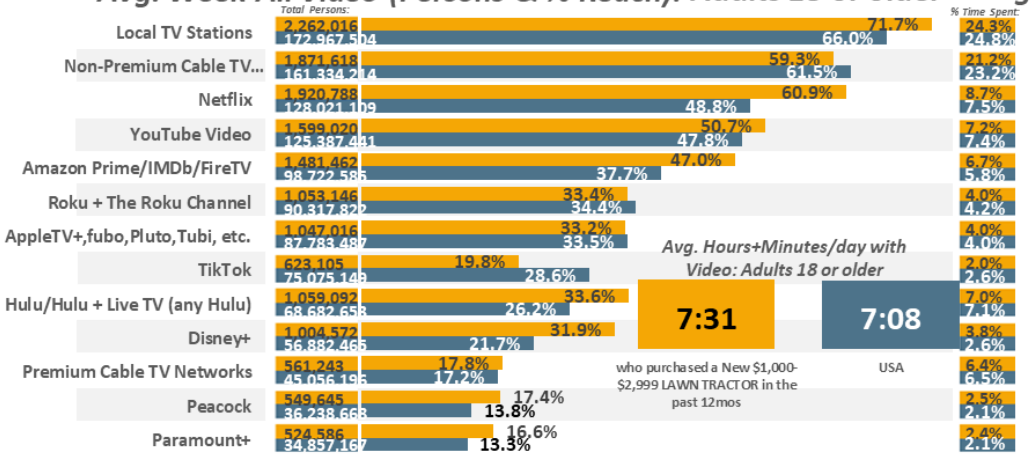
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$500 - $999

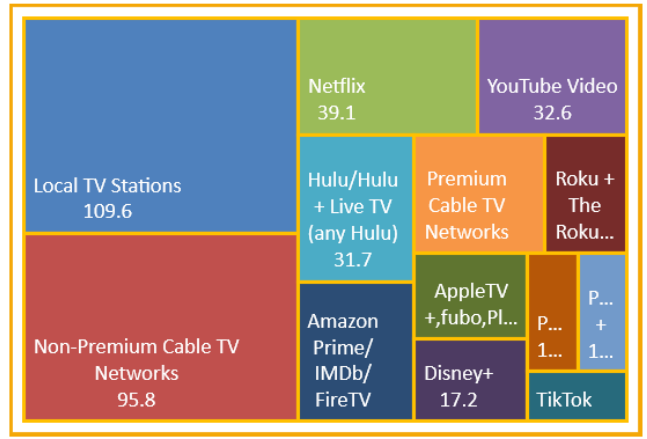


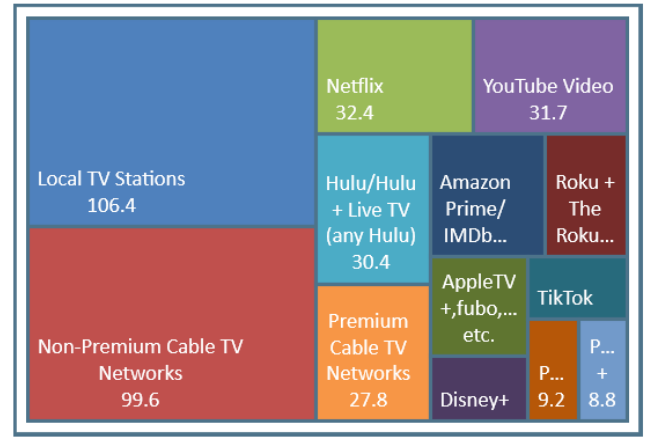
2,217,905 or 70.3% of Adults 18 or older who purchased a New $1,000-$2,999 LAWN TRACTOR in the past 12mos watch Ad-Supported Local TV Stations for an average of 104.4 minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.

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

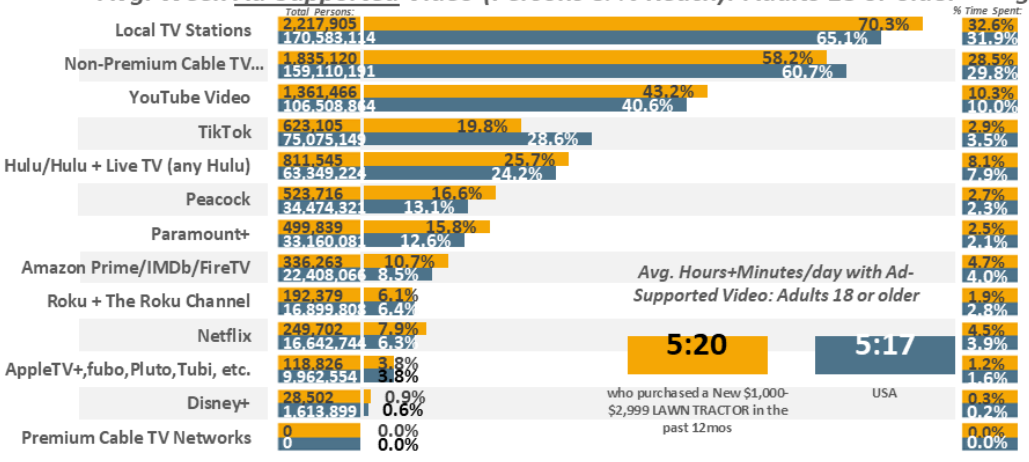


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

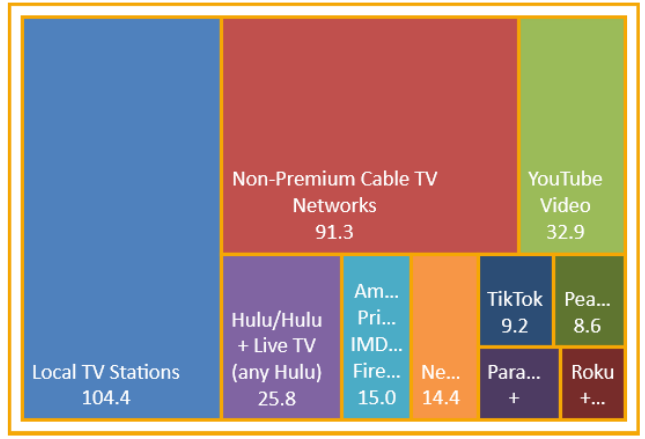


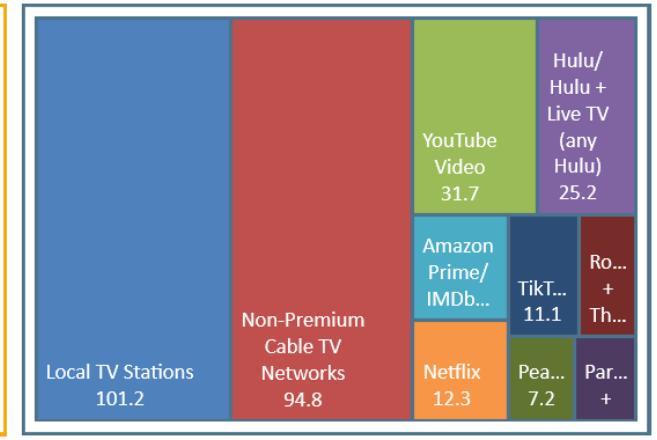


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

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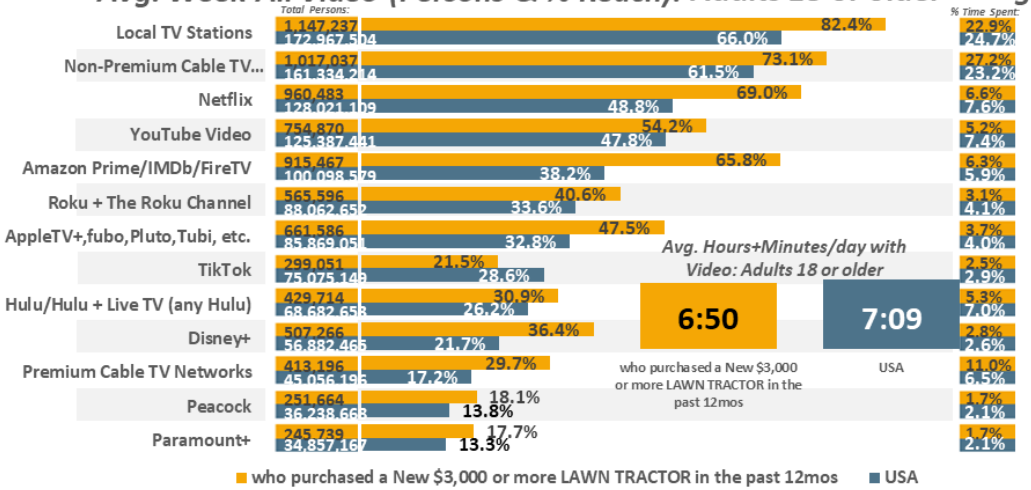
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$1,000 - $2,999

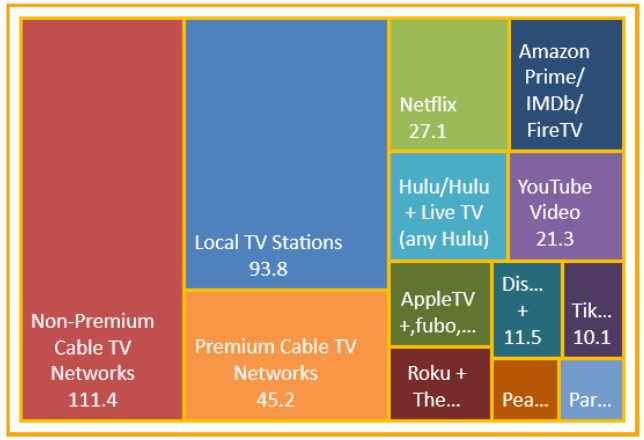


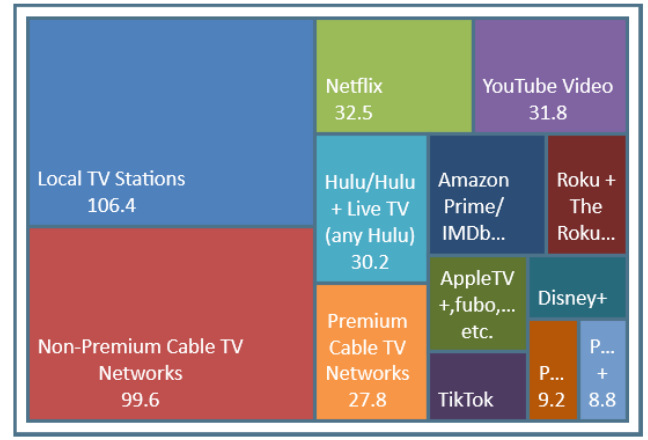
1,139,702 or 81.9% of Adults 18 or older who purchased a New $3,000 or more LAWN TRACTOR in the past 12mos watch Ad-Supported Local TV Stations for an average of 89.1 minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.

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



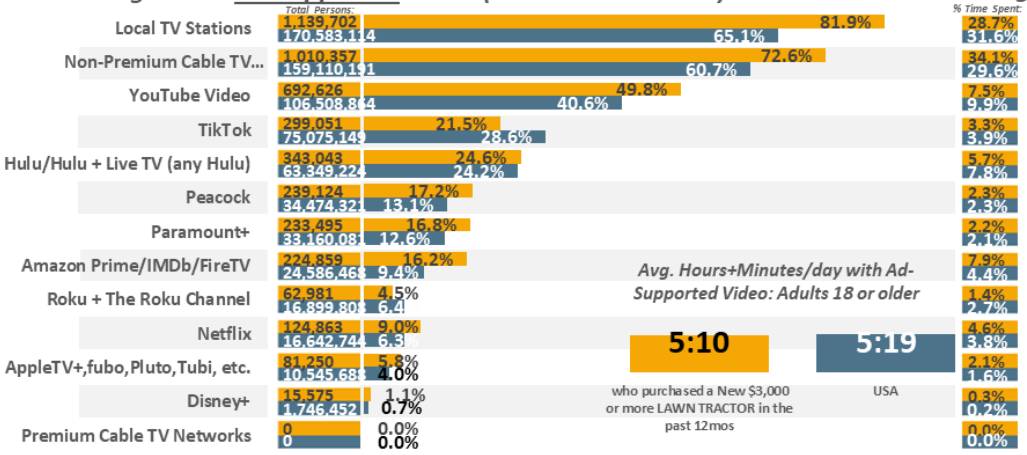
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



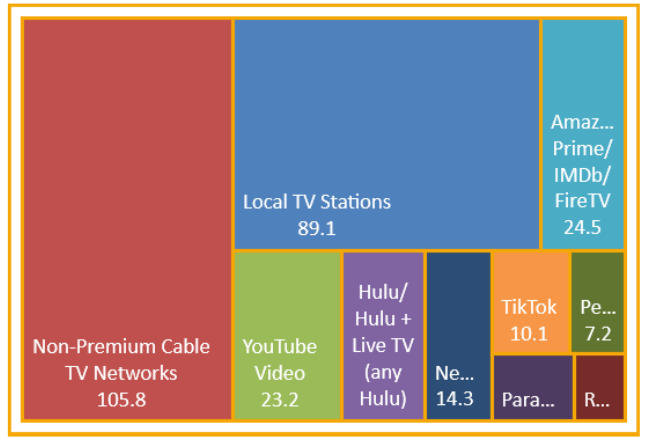


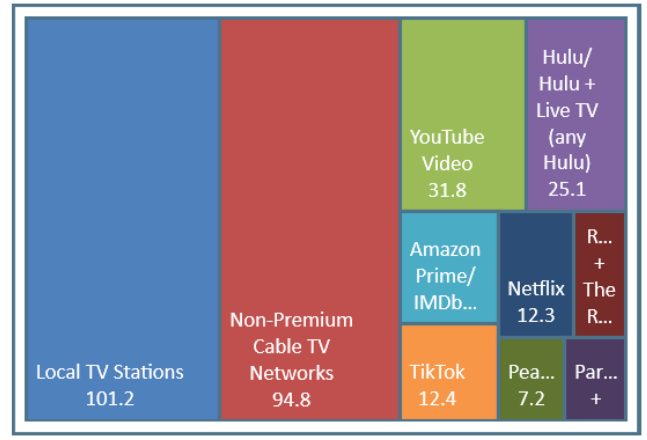
who purchased a New $3,000 or more LAWN TRACTOR in the past 12mos ■ USA

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 a New $3,000 or more LAWN TRACTOR in the past 12mos ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

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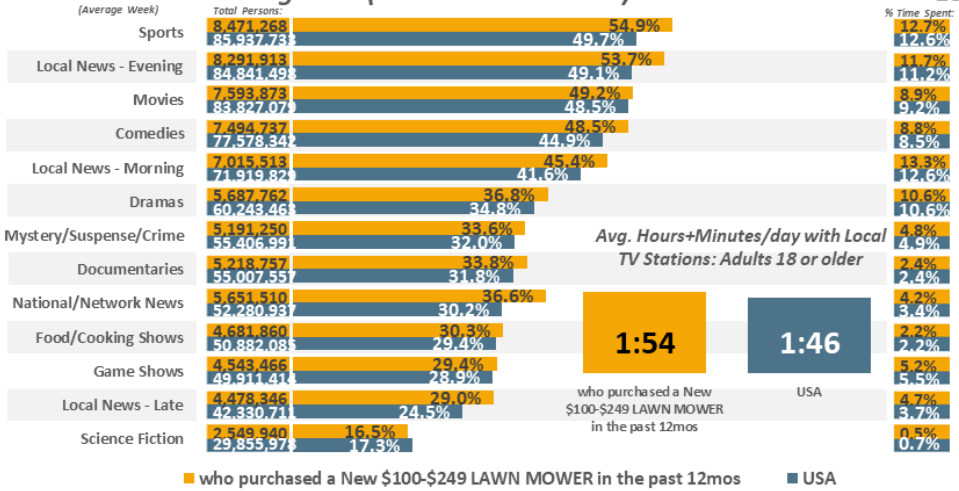
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$3,000 or more

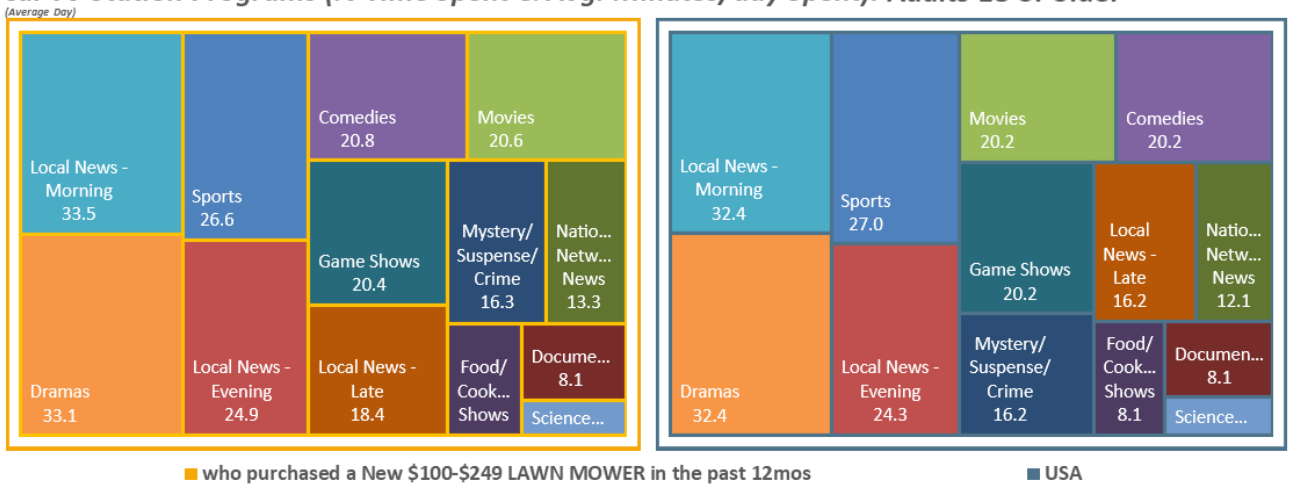


15,261,324 or 70.6% of Adults 18 or older who purchased a New $100-$249 LAWN MOWER in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Dramas.

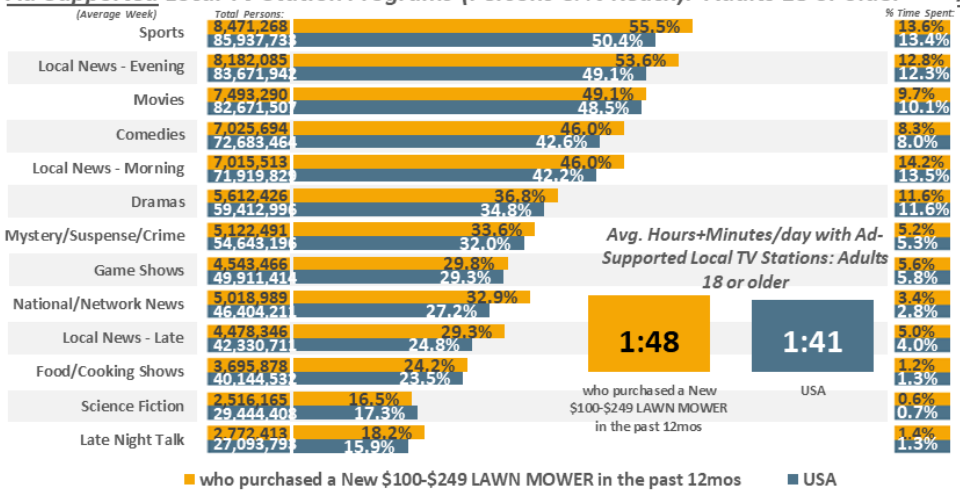
Local TV Station Programs (Persons & % Reach): Adults 18 or older



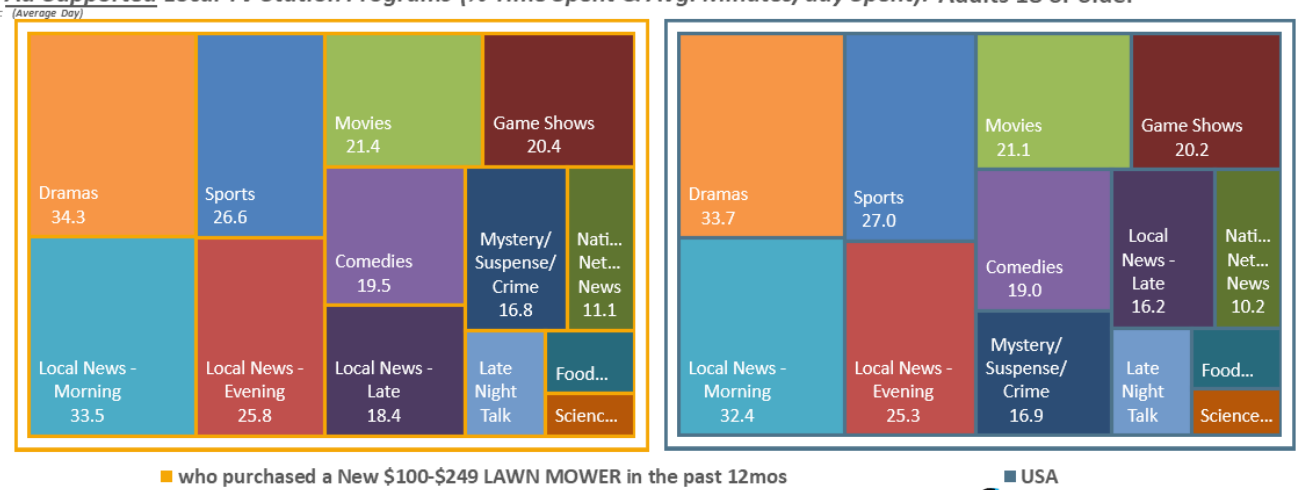
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Jan23-Feb24* *Qual Intab* *7,011*

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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

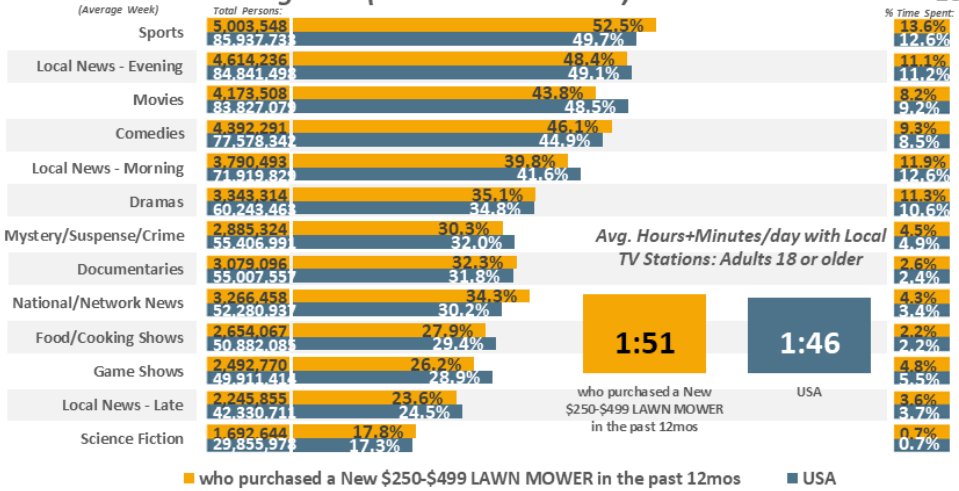
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$100 - $249

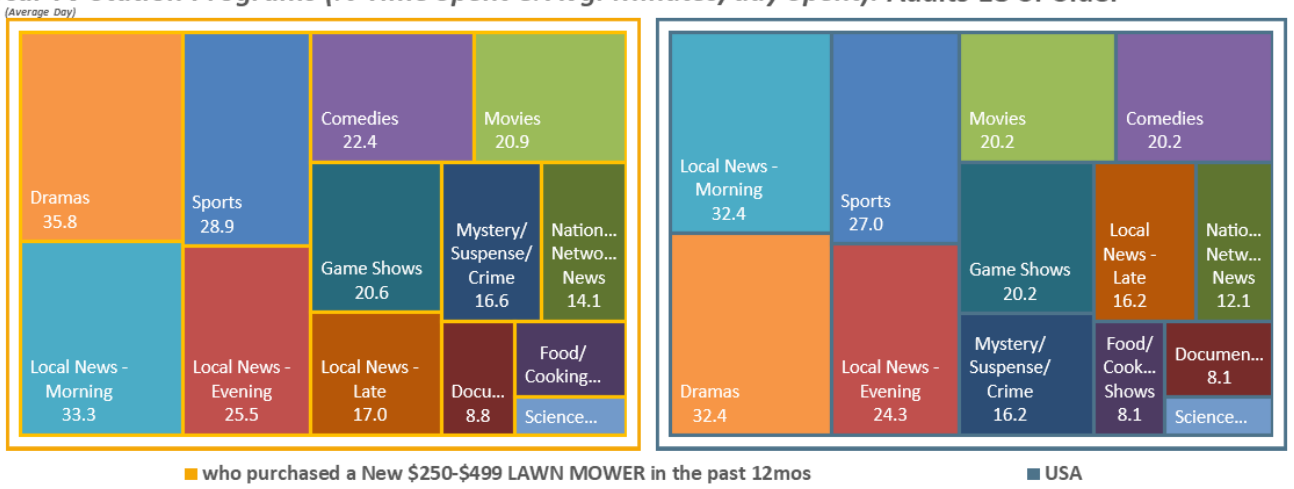


9,414,581 or 71.9% of Adults 18 or older who purchased a New $250-$499 LAWN MOWER in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Dramas.

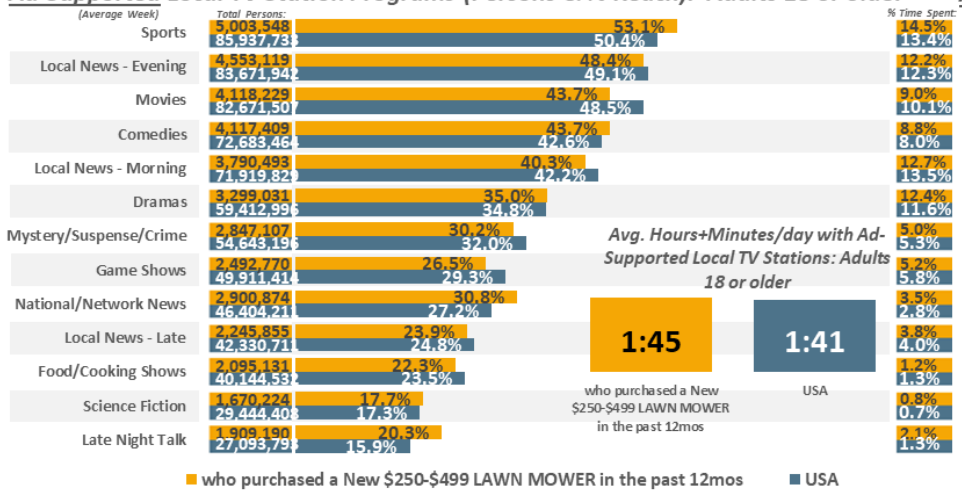
Local TV Station Programs (Persons & % Reach): Adults 18 or older



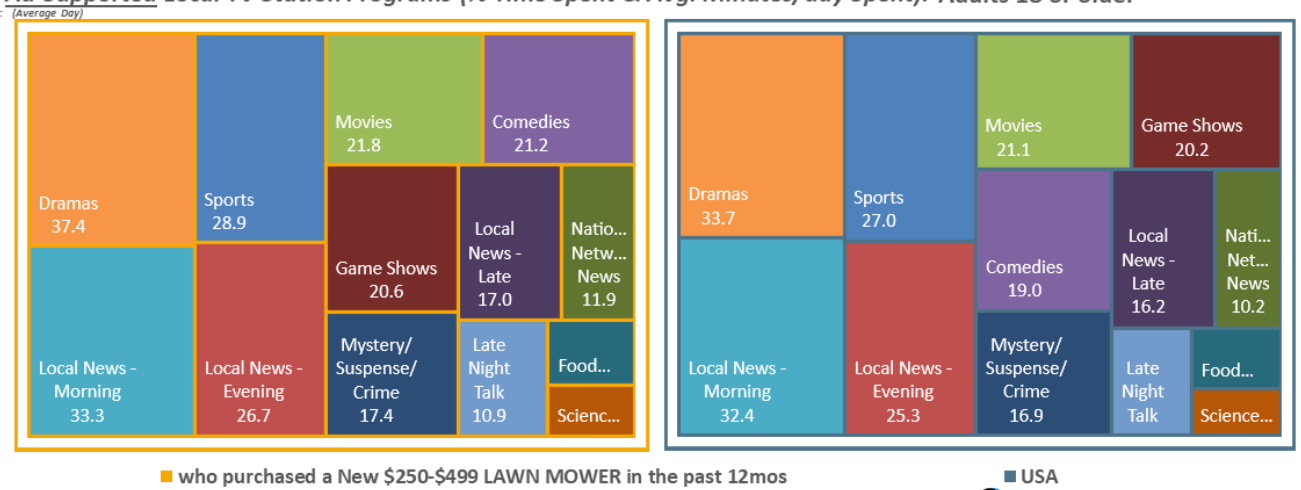
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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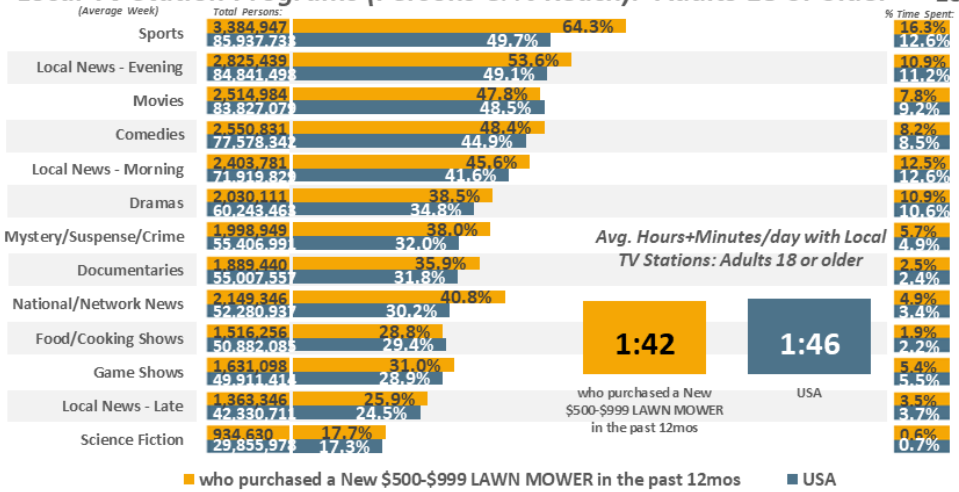
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$250 - $499

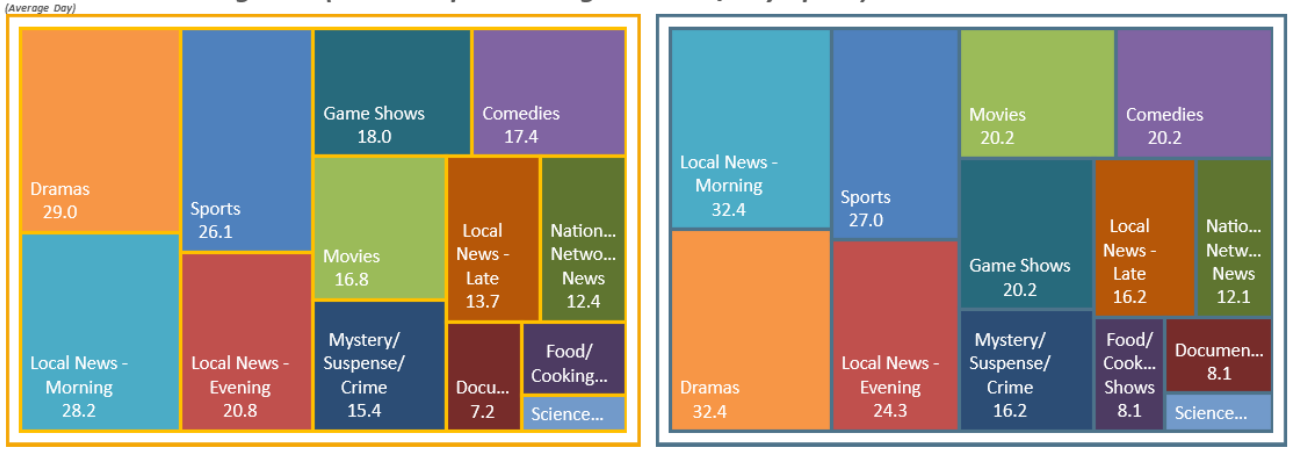


5,211,804 or 72.3% of Adults 18 or older who purchased a New $500-$999 LAWN MOWER in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Dramas.

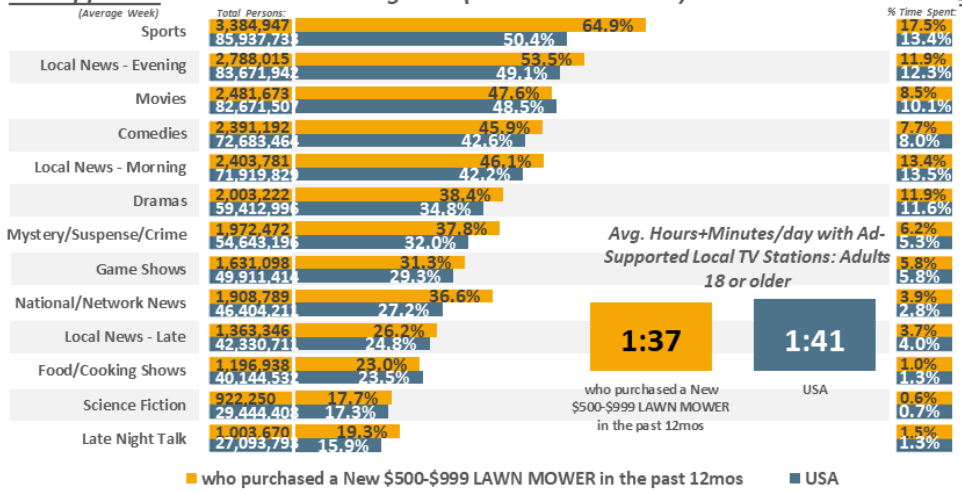
Local TV Station Programs (Persons & % Reach): Adults 18 or older



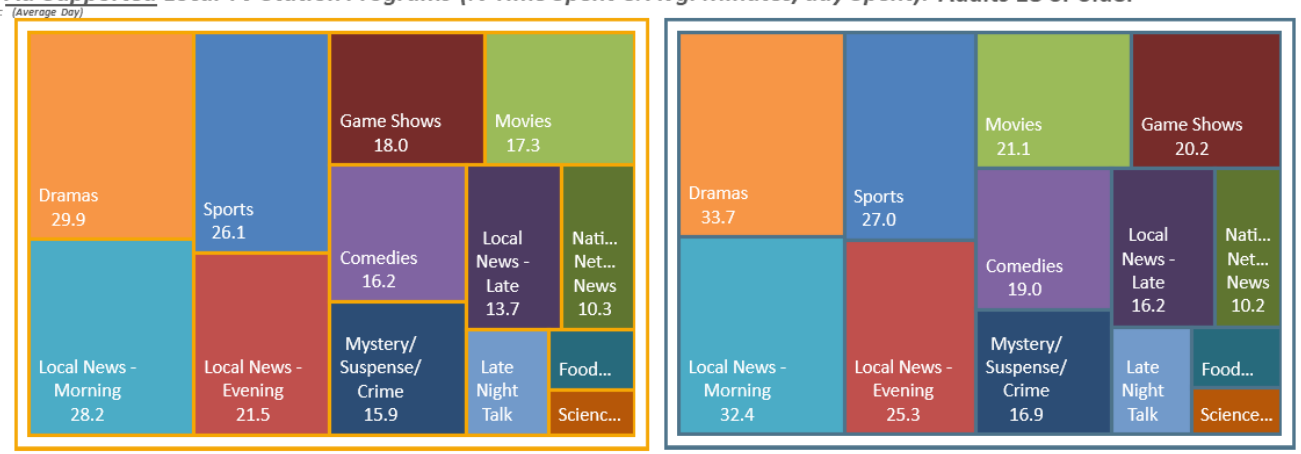
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Jan23-Feb24 Qual Intab 7,011

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

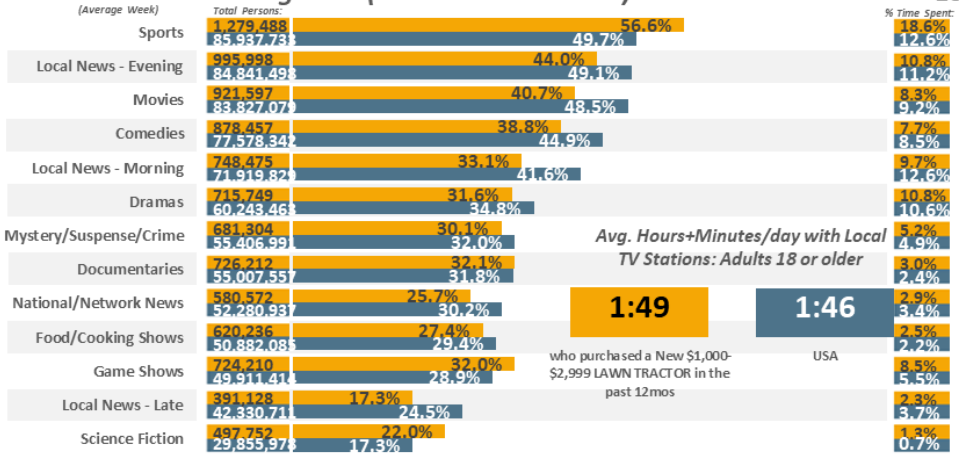
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$500 - $999

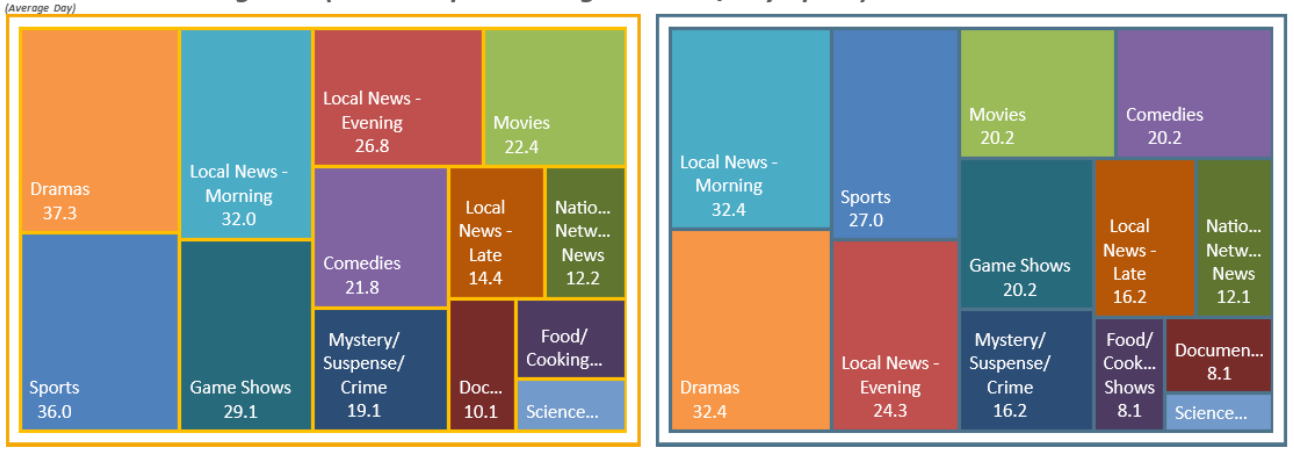


2,217,905 or 70.3% of Adults 18 or older who purchased a New $1,000-$2,999 LAWN TRACTOR in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Game Shows.

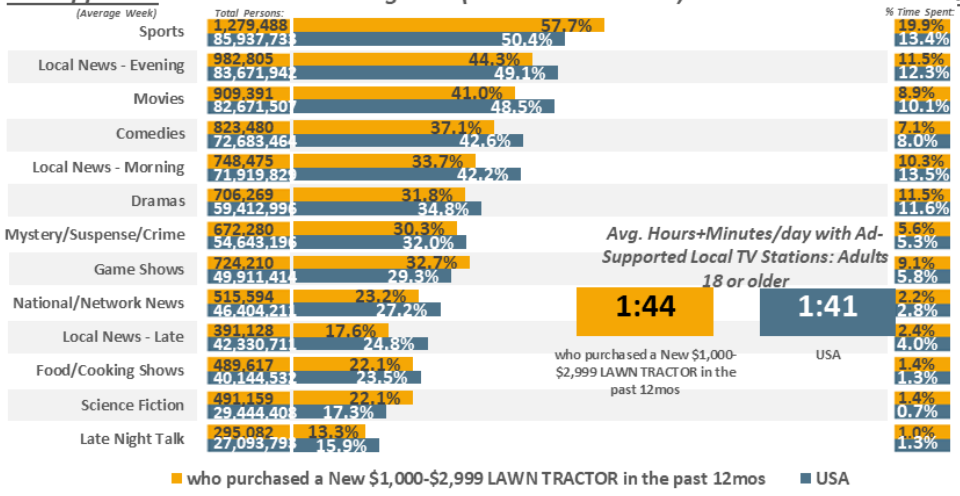
Local TV Station Programs (Persons & % Reach): Adults 18 or older



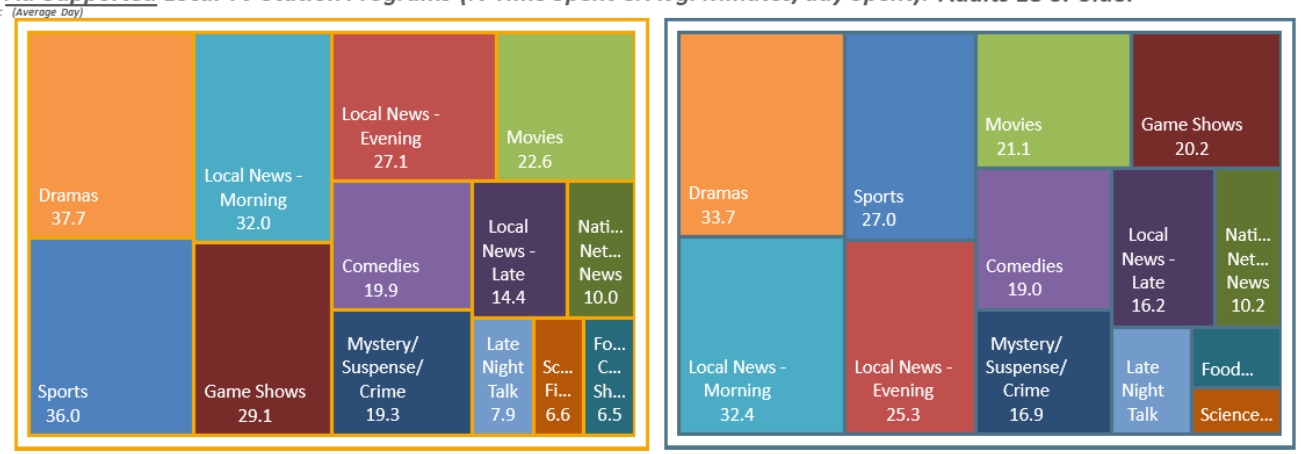
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

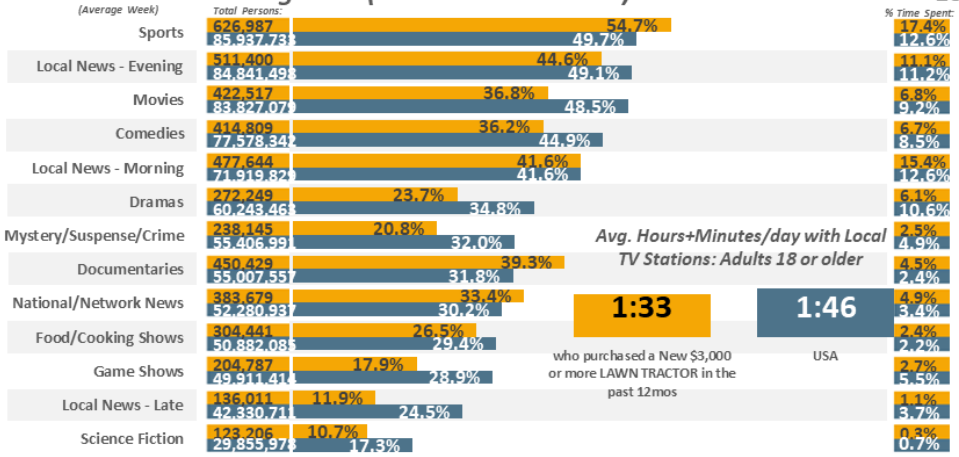
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$1,000 - $2,999

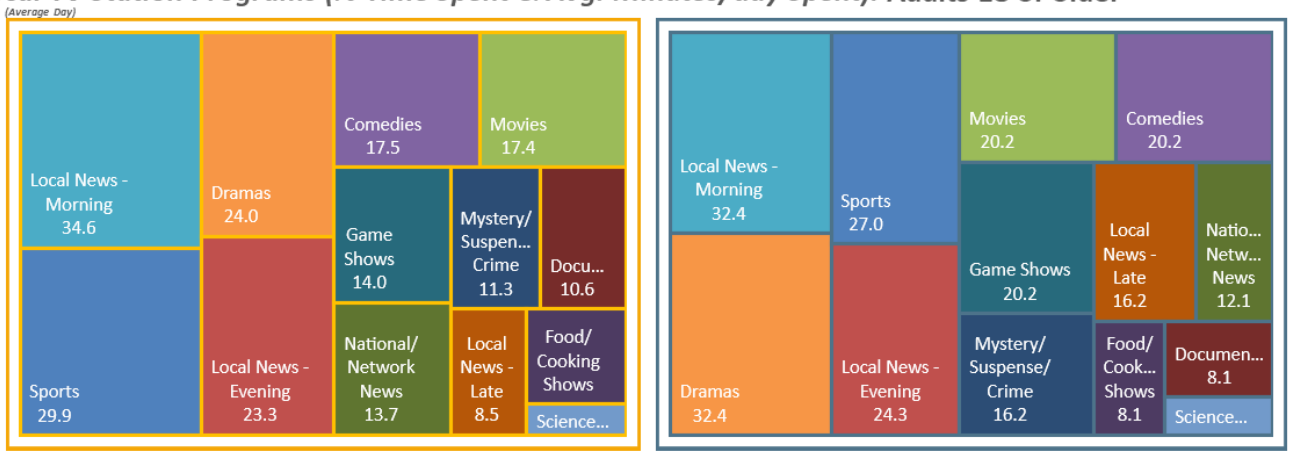


1,139,702 or 81.9% of Adults 18 or older who purchased a New $3,000 or more LAWN TRACTOR in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and National/Netw

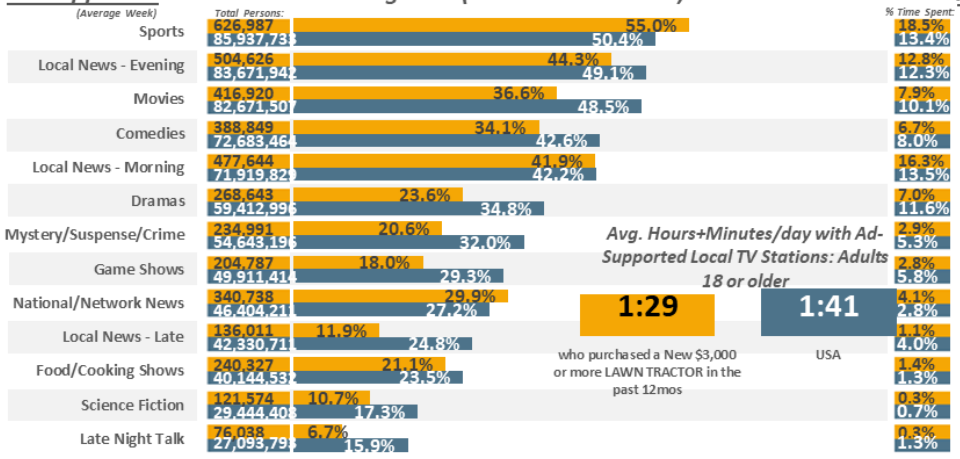
Local TV Station Programs (Persons & % Reach): Adults 18 or older



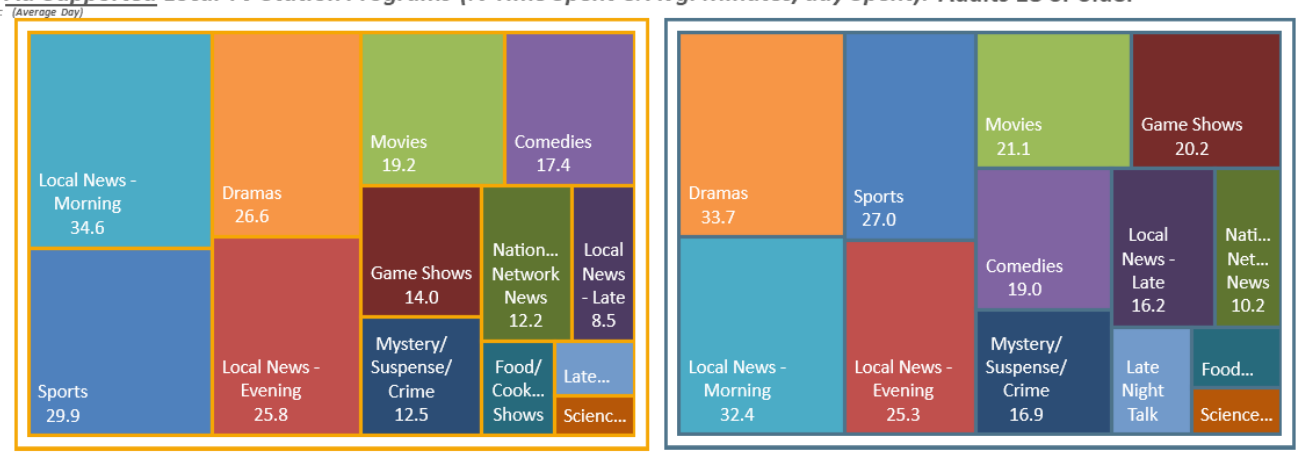
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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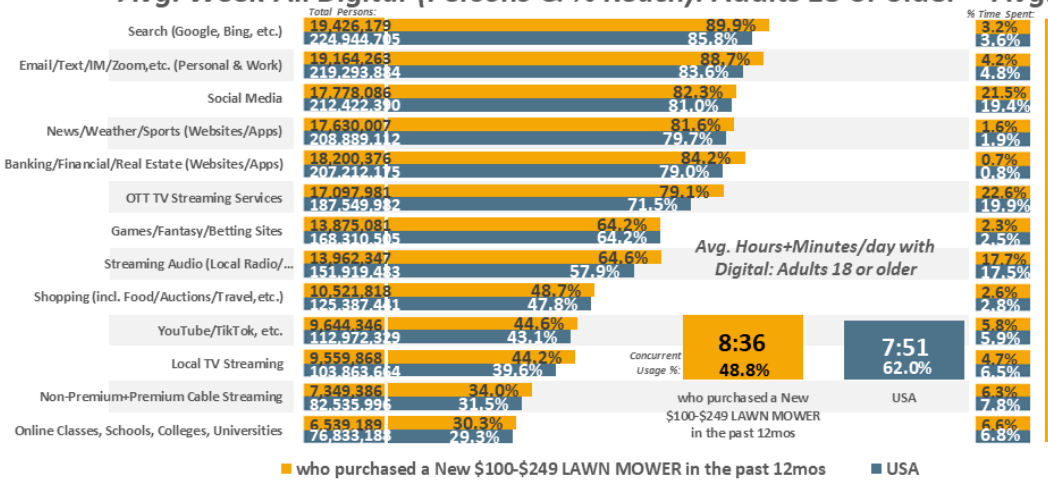
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$3,000 or more

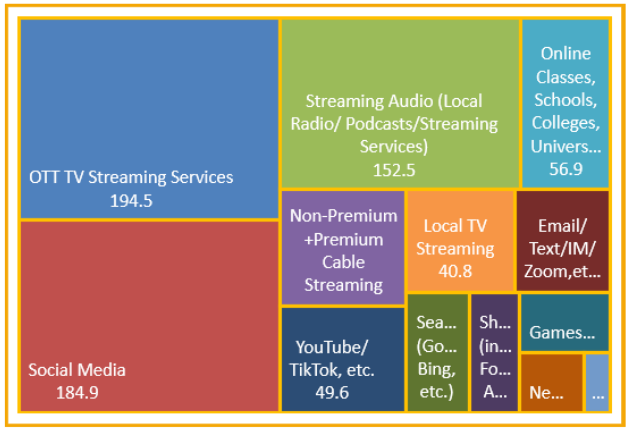


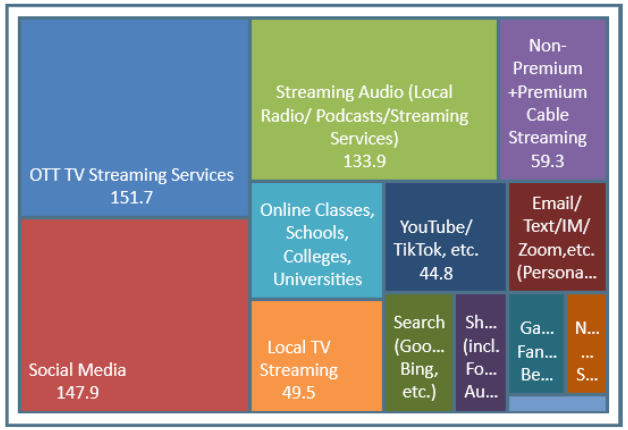
15,442,335 or 71.4% of Adults 18 or older who purchased a New $100-$249 LAWN MOWER in the past 12mos use Ad-Supported Social Media for an average of 170.1 minutes every day representing 28.% of all time spent daily with Ad-Supported Digital Media.

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

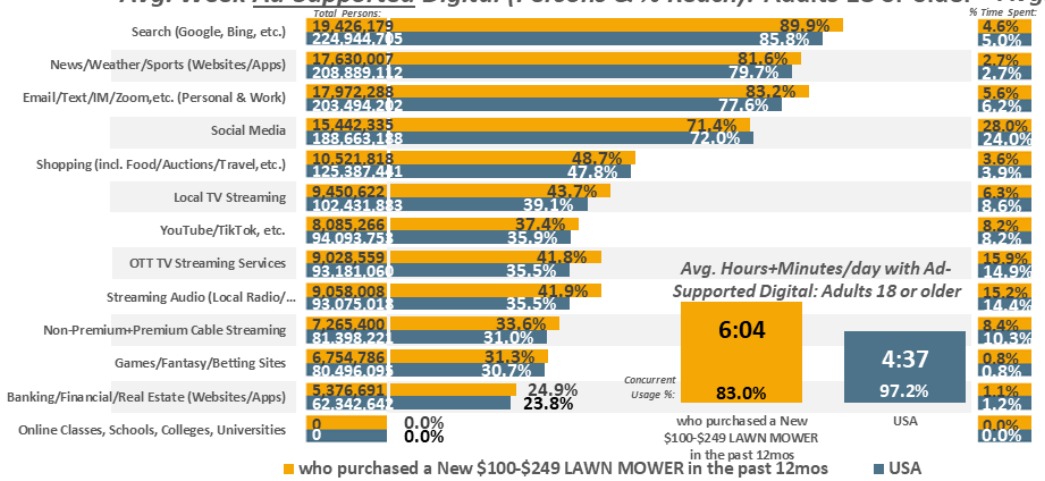


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

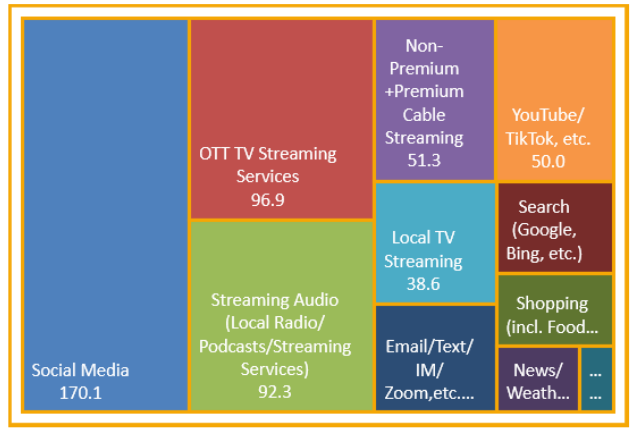


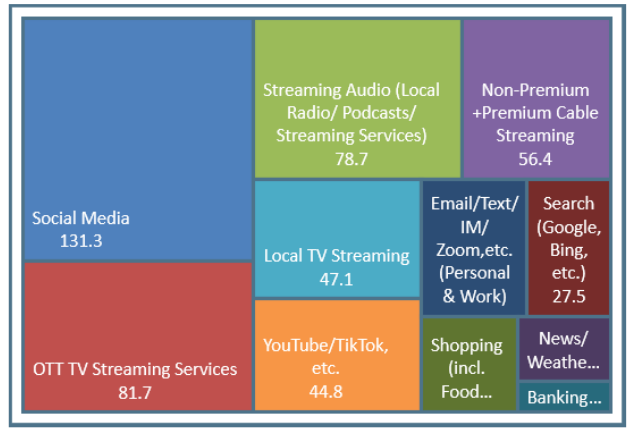


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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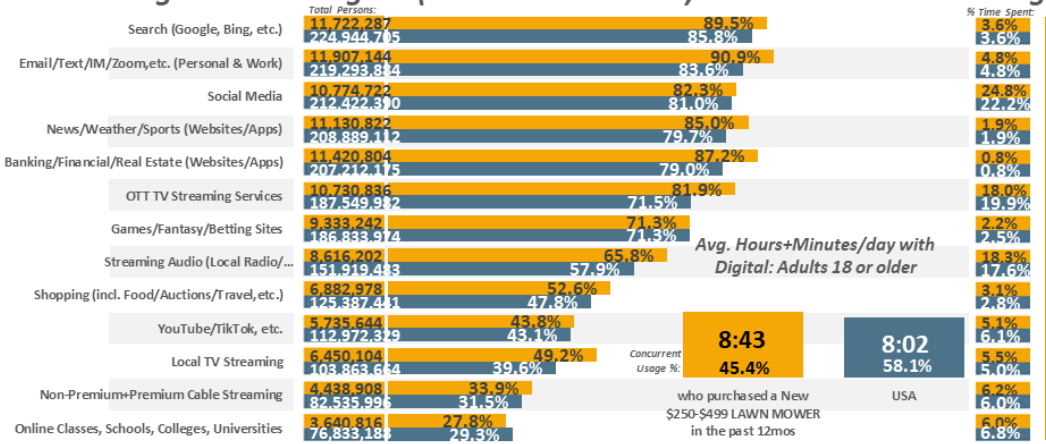
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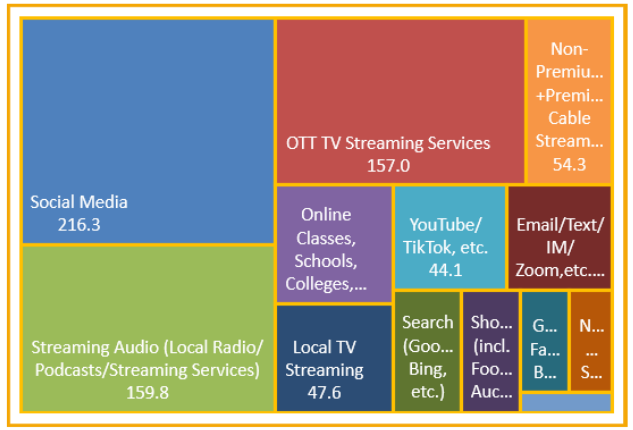
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$100 - $249

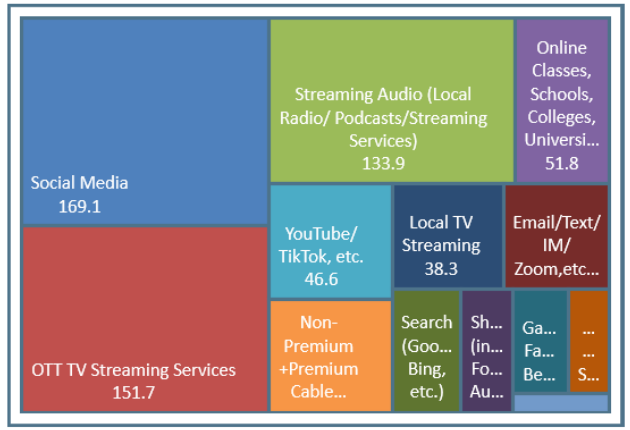


9,472,266 or 72.3% of Adults 18 or older who purchased a New $250-$499 LAWN MOWER in the past 12mos use Ad-Supported Social Media for an average of 199. minutes every day representing 30.9% of all time spent daily with Ad-Supported Digital Media.

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

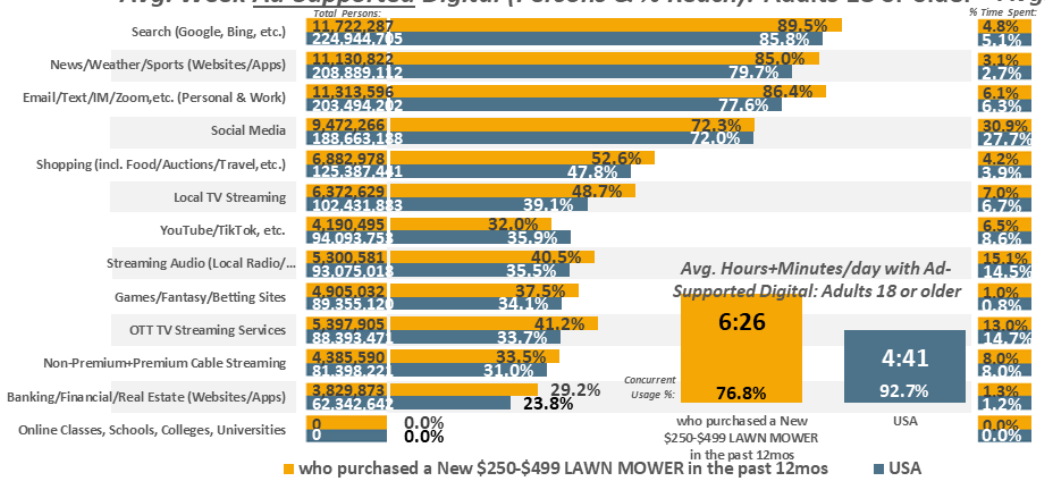


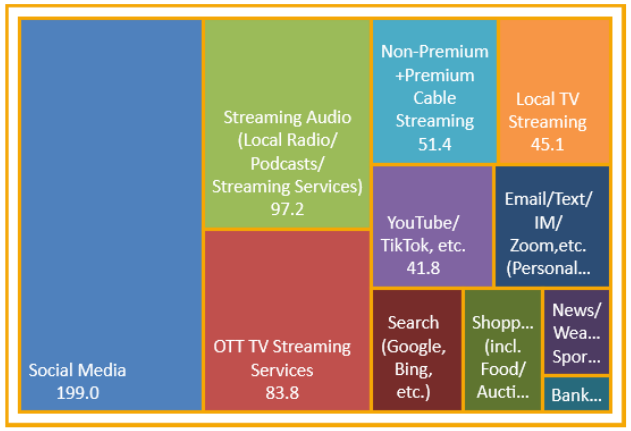


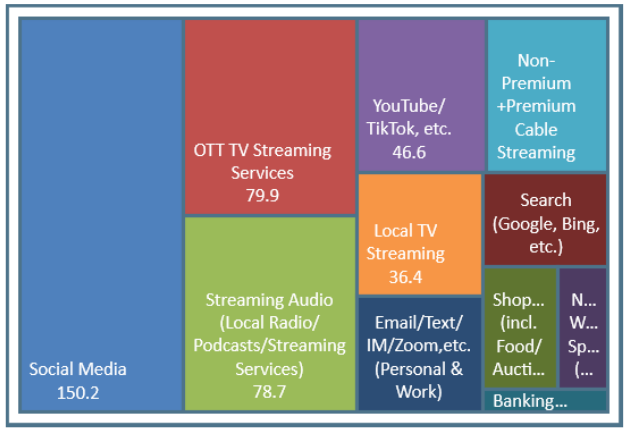


■ who purchased a New $250-$499 LAWN MOWER in the past 12mos ■ USA

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







■ who purchased a New $250-$499 LAWN MOWER in the past 12mos ■ USA

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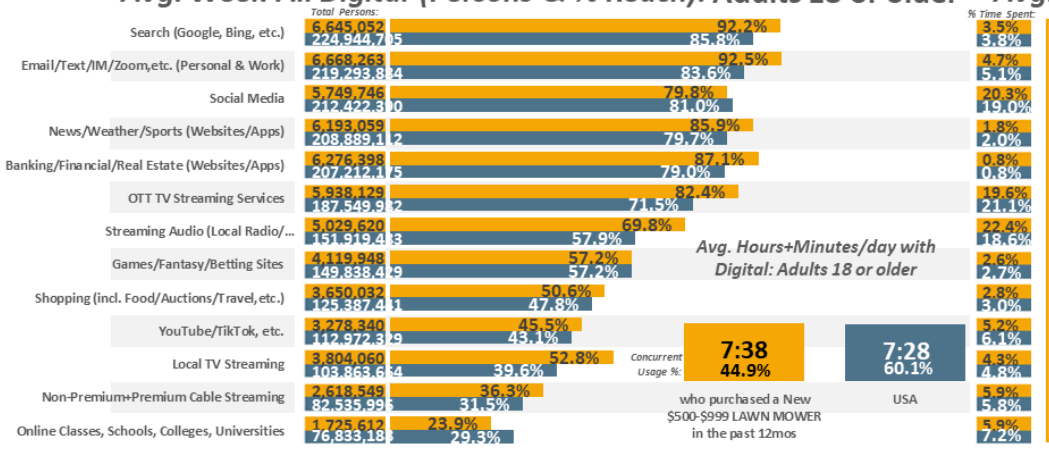
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$250 - $499

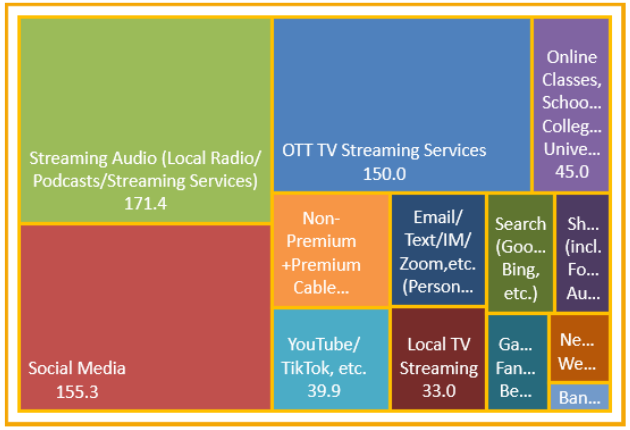


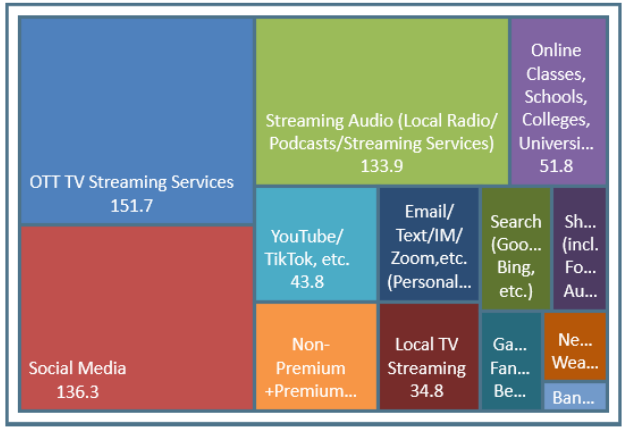
5,166,053 or 71.7% of Adults 18 or older who purchased a New $500-$999 LAWN MOWER in the past 12mos use Ad-Supported Social Media for an average of 142.9 minutes every day representing 26.1% of all time spent daily with Ad-Supported Digital Media.

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

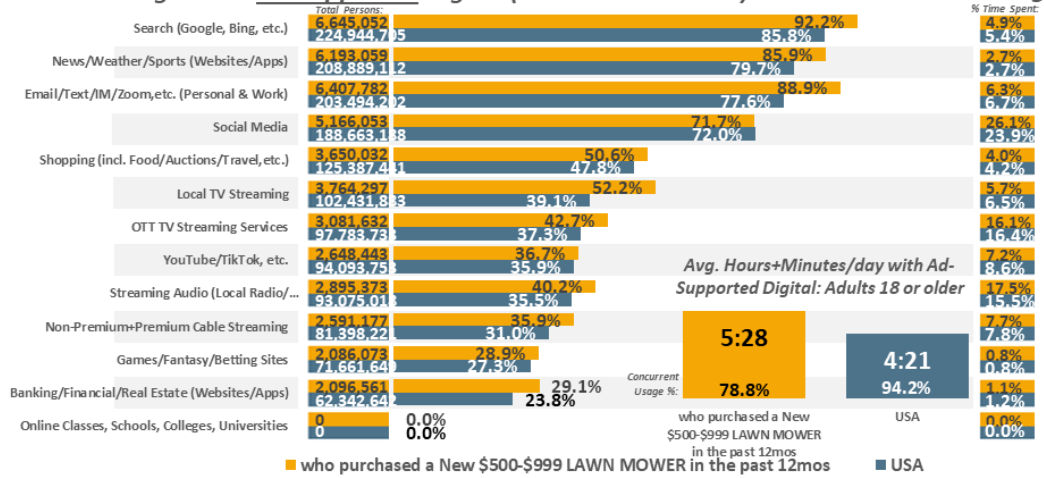


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

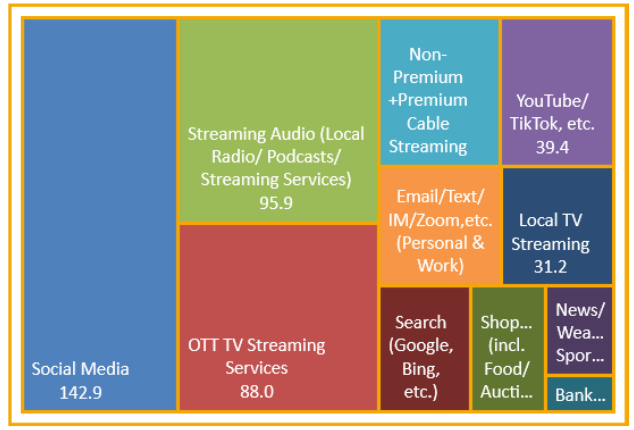


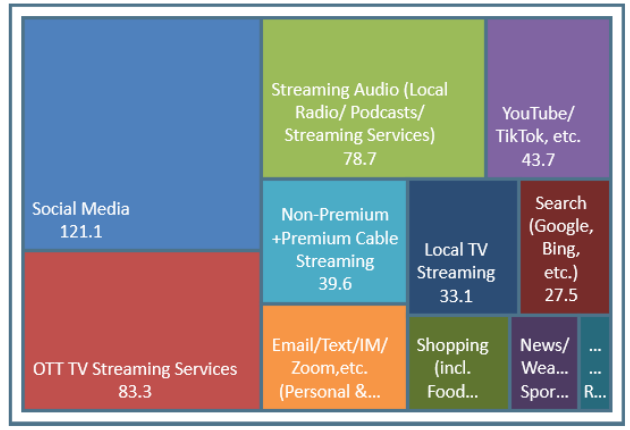


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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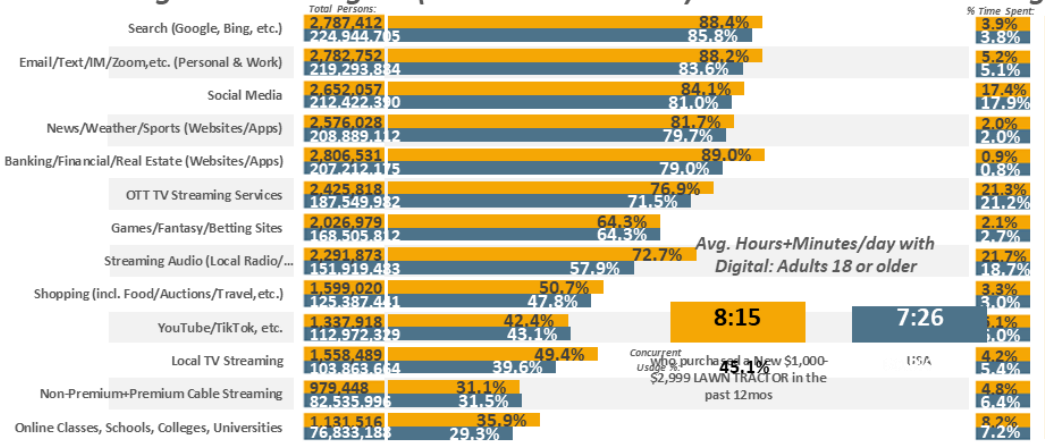
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$500 - $999

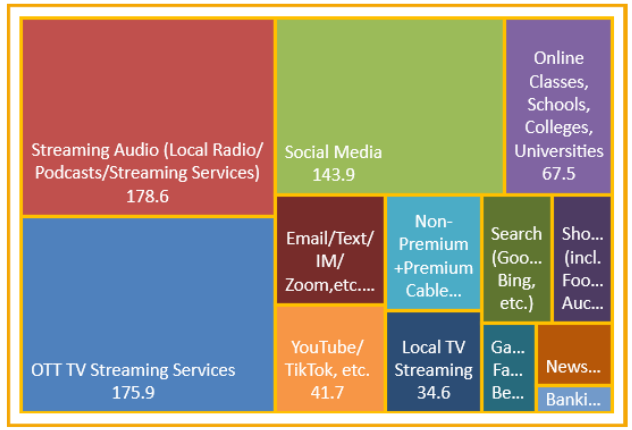


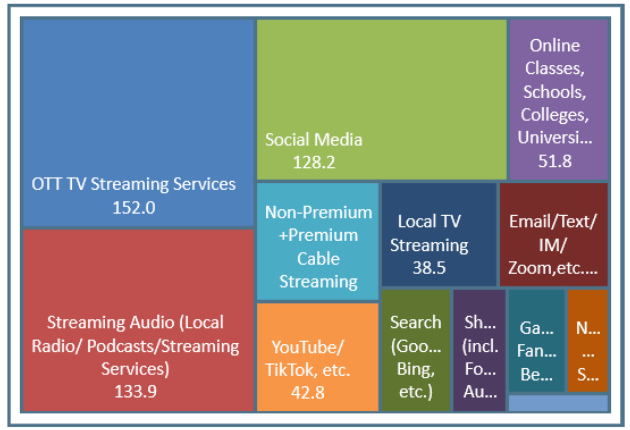
2,220,439 or 70.4% of Adults 18 or older who purchased a New $1,000-$2,999 LAWN TRACTOR in the past 12mos use Ad-Supported Social Media for an average of 132.4 minutes every day representing 24.% of all time spent daily with Ad-Supported Digital Media.

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

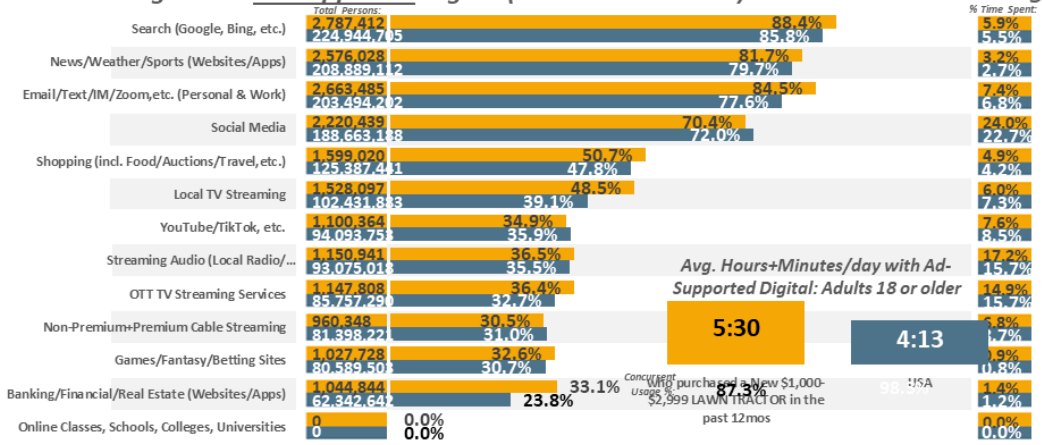


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

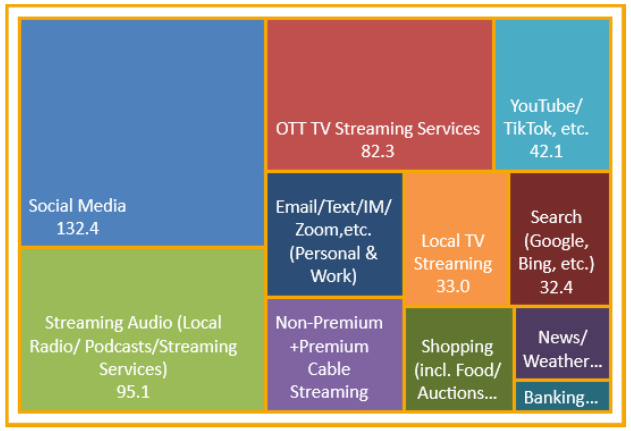


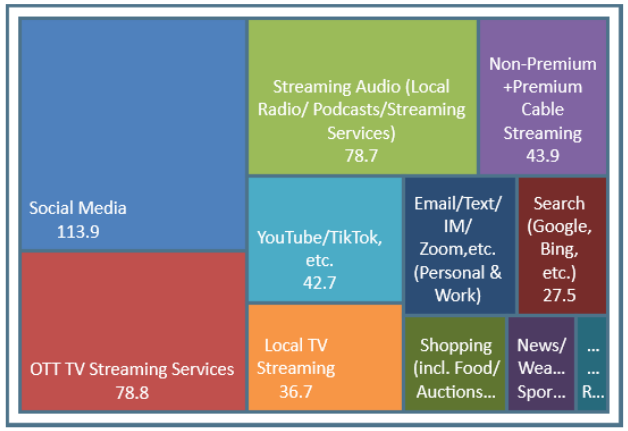


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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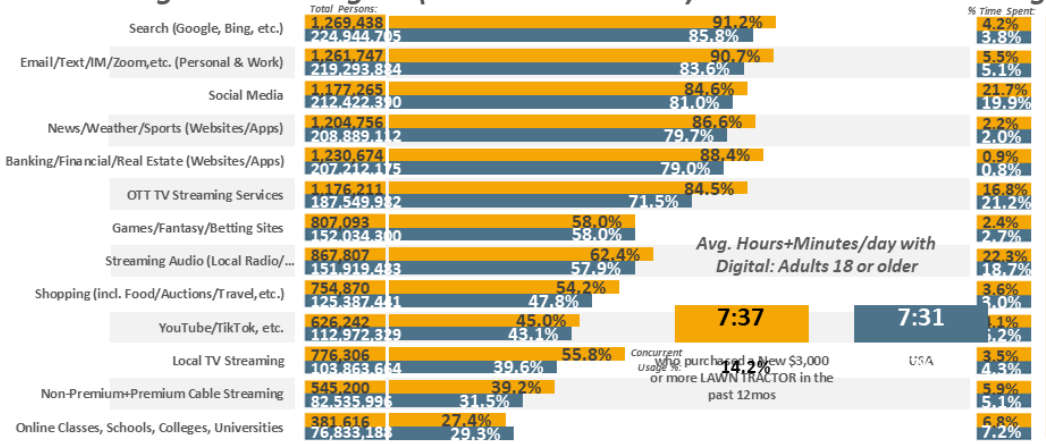
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$1,000 - $2,999

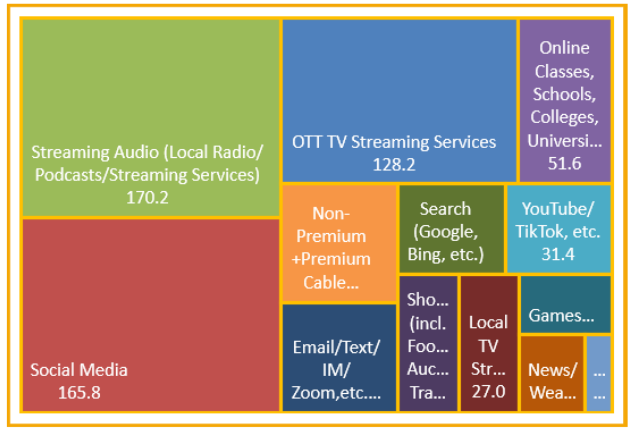


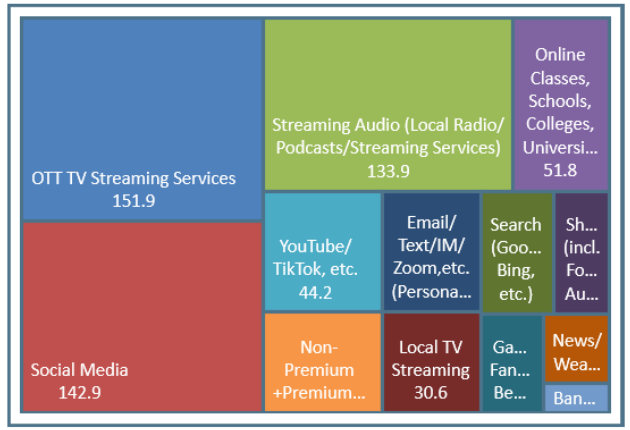
1,081,039 or 77.7% of Adults 18 or older who purchased a New $3,000 or more LAWN TRACTOR in the past 12mos use Ad-Supported Social Media for an average of 152.2 minutes every day representing 26.9% of all time spent daily with Ad-Supported Digital Media.

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

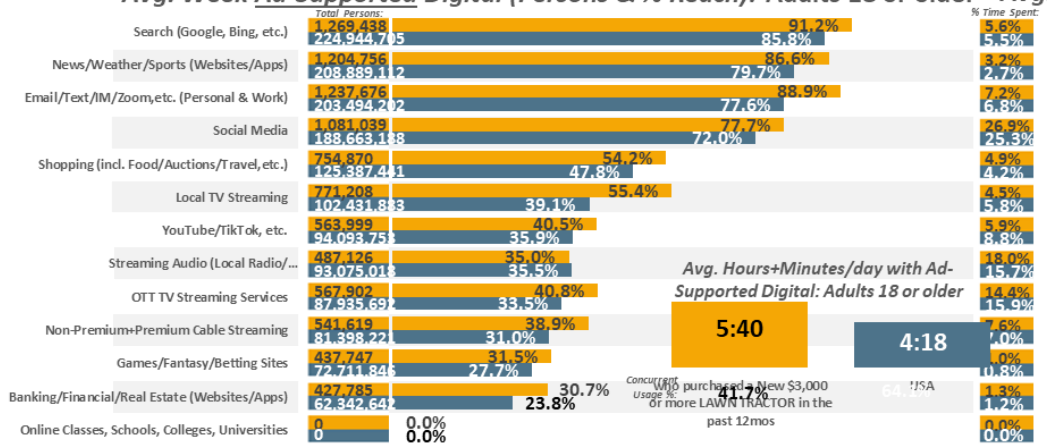


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

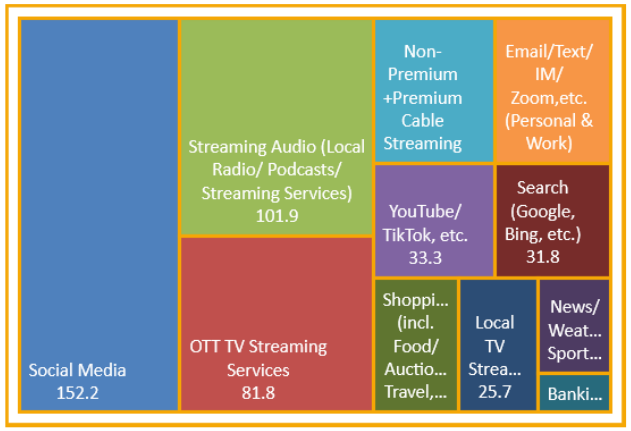


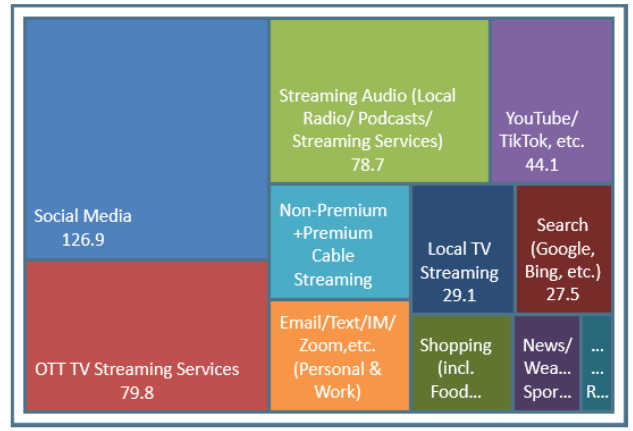


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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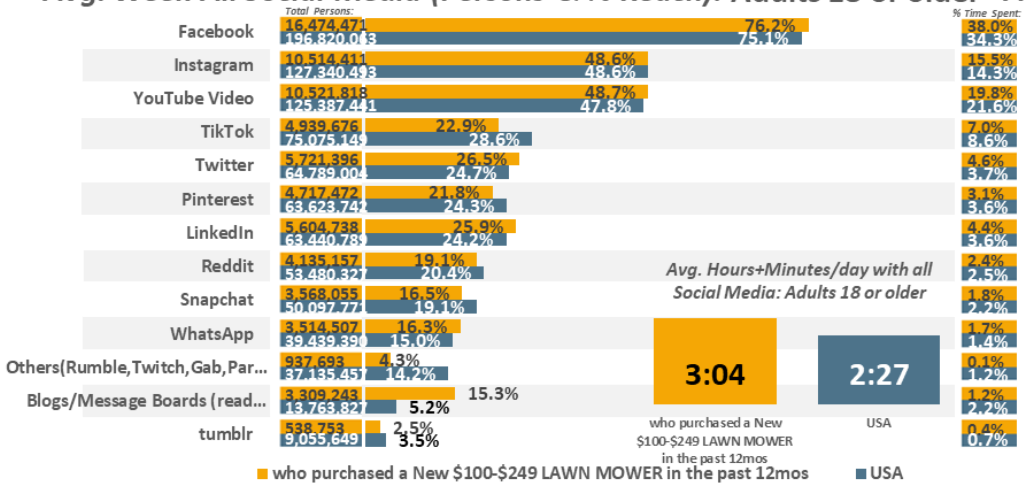
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$3,000 or more

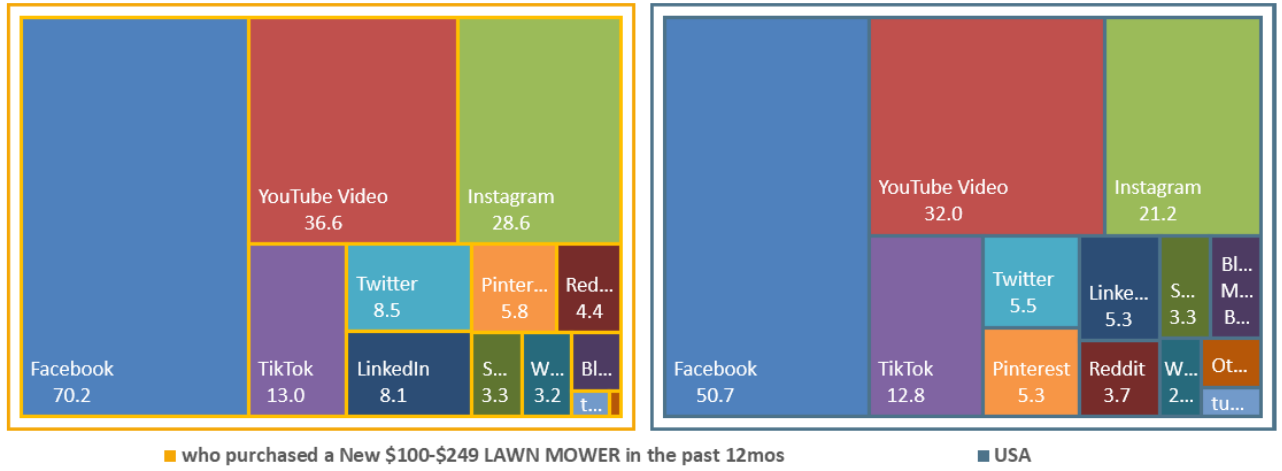


15,442,335 or 71.4% of Adults 18 or older who purchased a New $100-$249 LAWN MOWER in the past 12mos use Ad-Supported Facebook for an average of 56.7 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

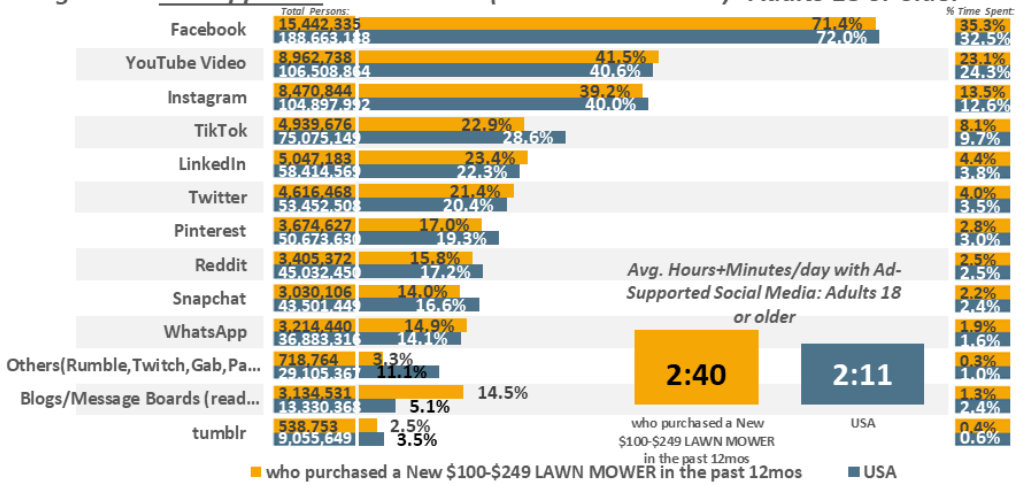
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



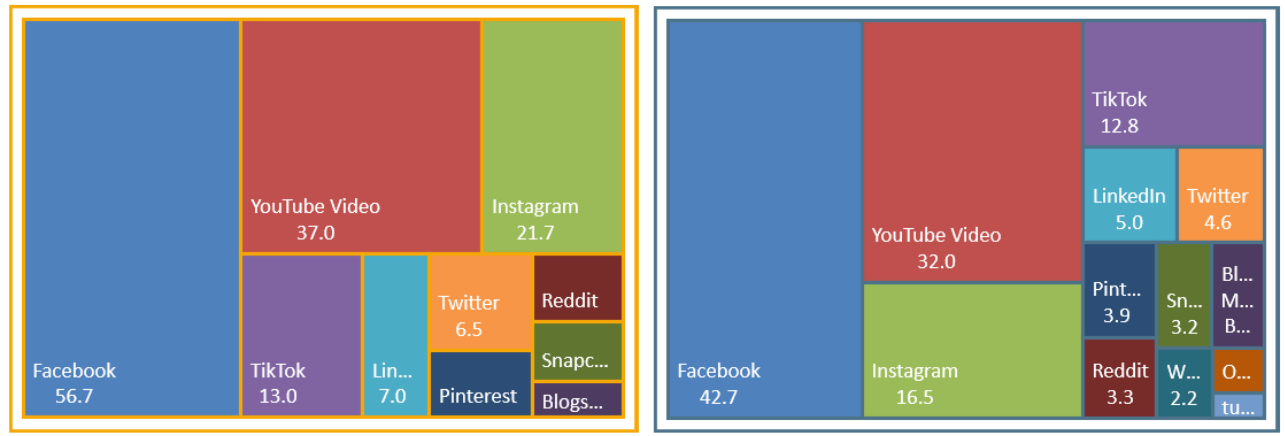
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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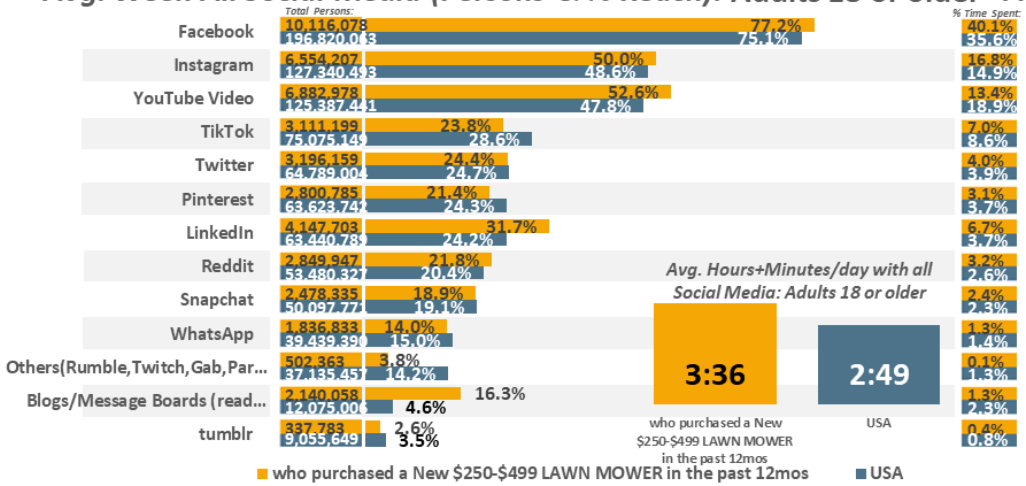
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$100 - $249

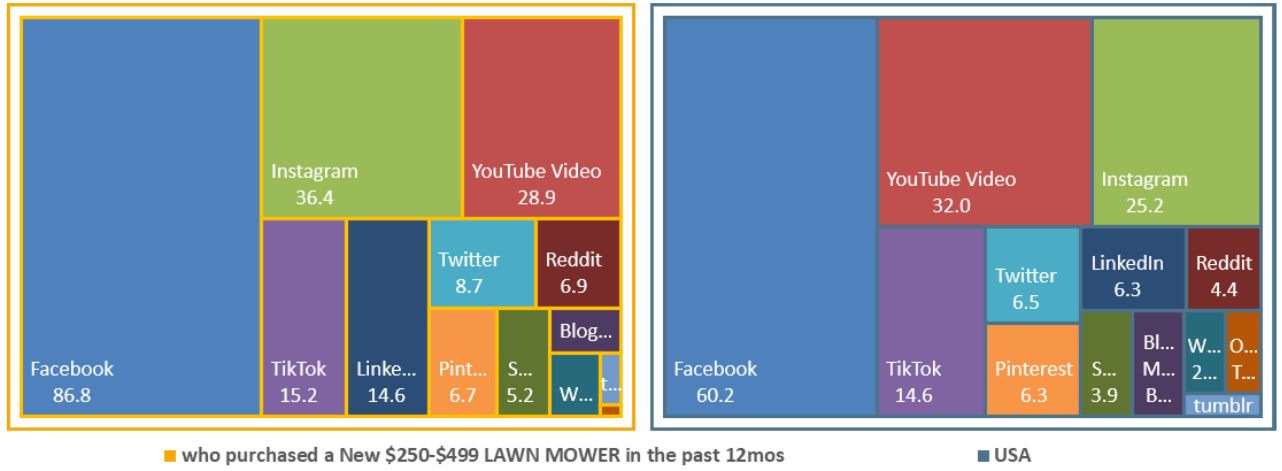


9,472,266 or 72.3% of Adults 18 or older who purchased a New $250-$499 LAWN MOWER in the past 12mos use Ad-Supported Facebook for an average of 75.4 minutes every day representing 39.6% of all time spent daily with Ad-Supported Social Media.

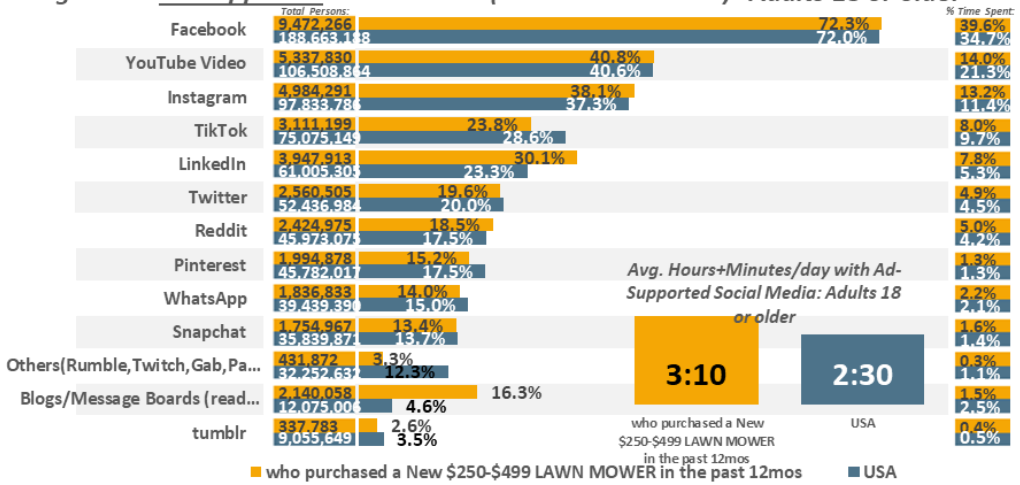
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



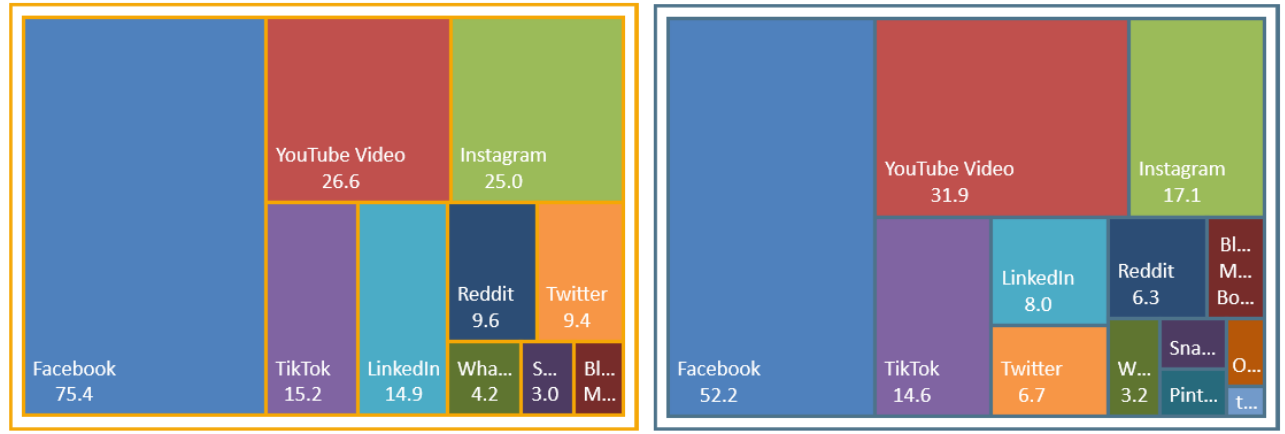
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



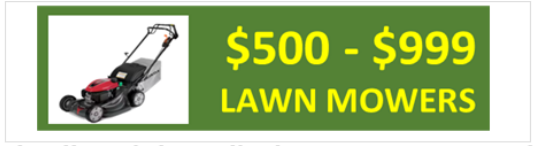
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

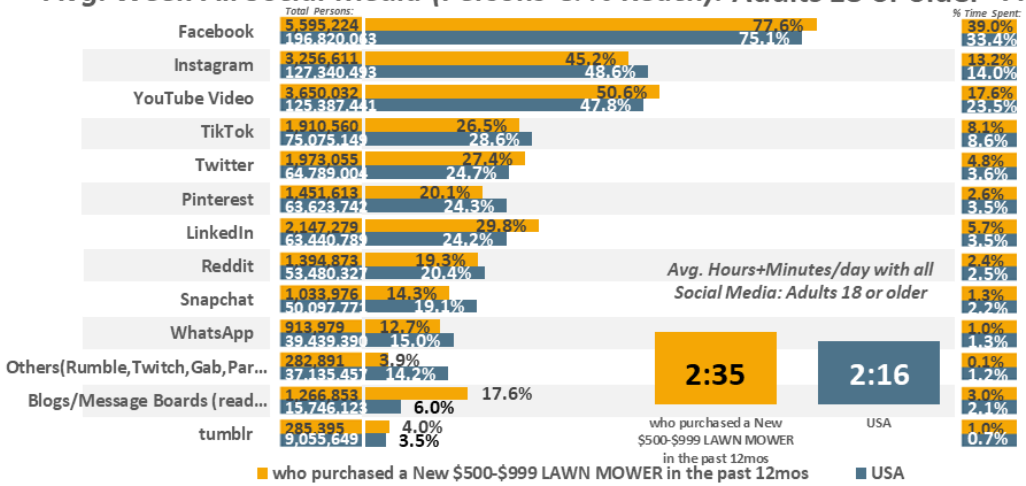
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$250 - $499

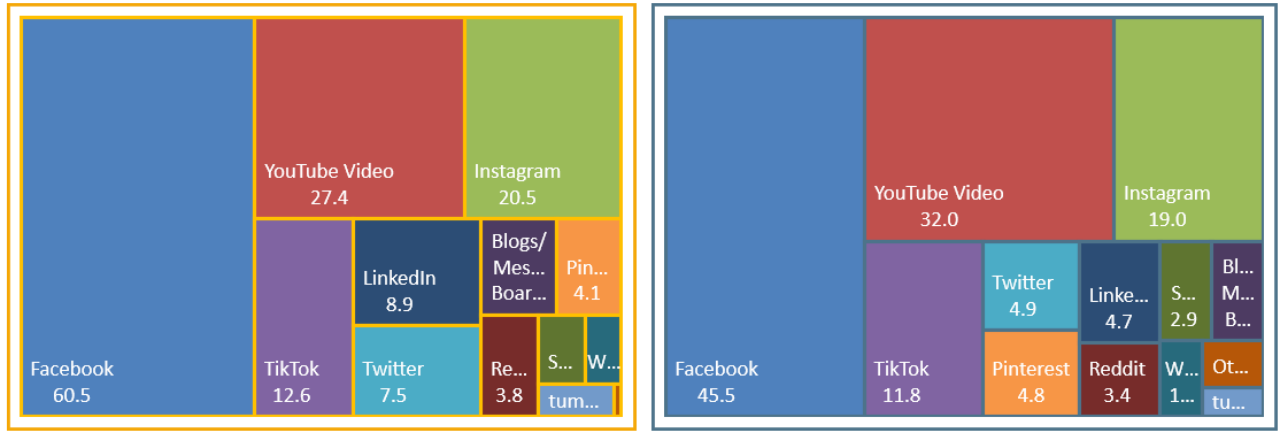


5,166,053 or 71.7% of Adults 18 or older who purchased a New $500-$999 LAWN MOWER in the past 12mos use Ad-Supported Facebook for an average of 49. minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

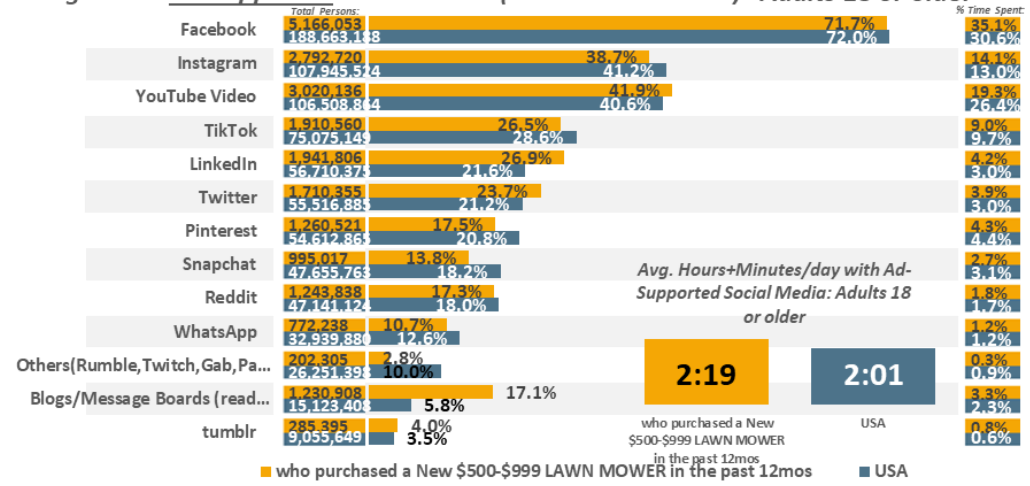
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



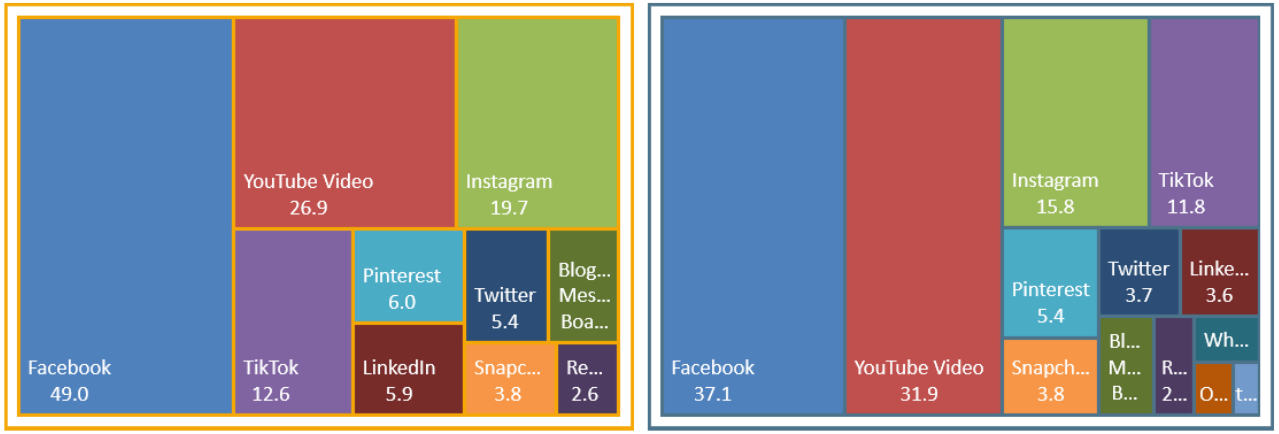
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

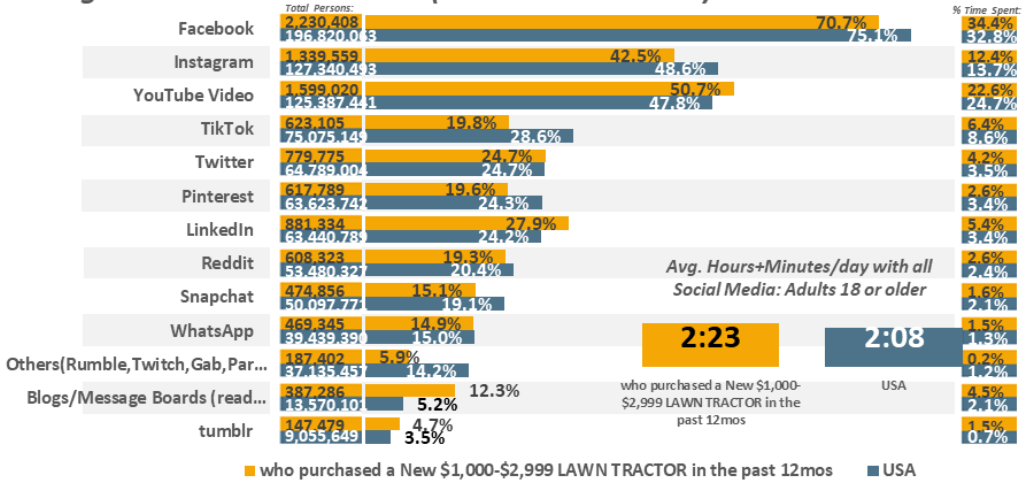
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$500 - $999

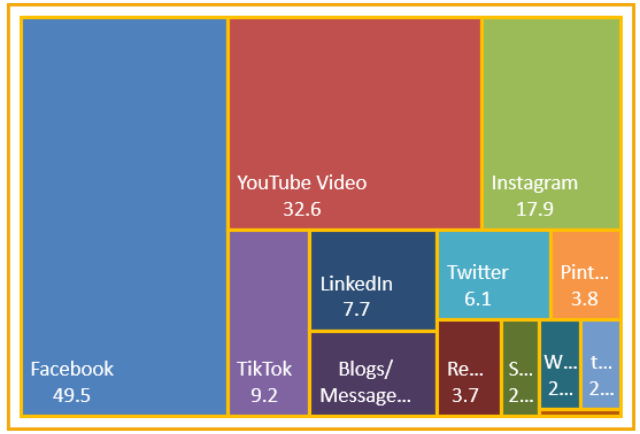


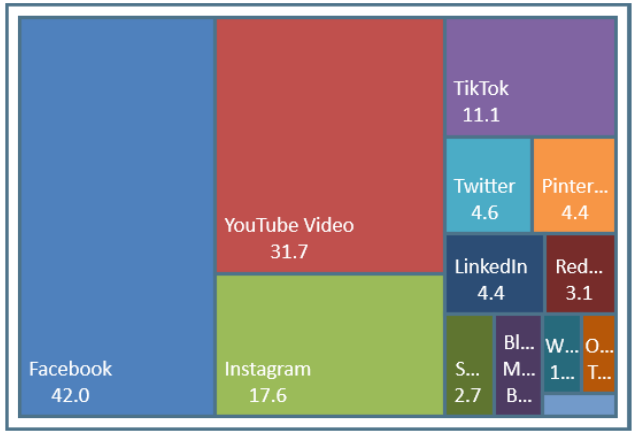
2,220,439 or 70.4% of Adults 18 or older who purchased a New $1,000-$2,999 LAWN TRACTOR in the past 12mos use Ad-Supported Facebook for an average of 39.2 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.

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

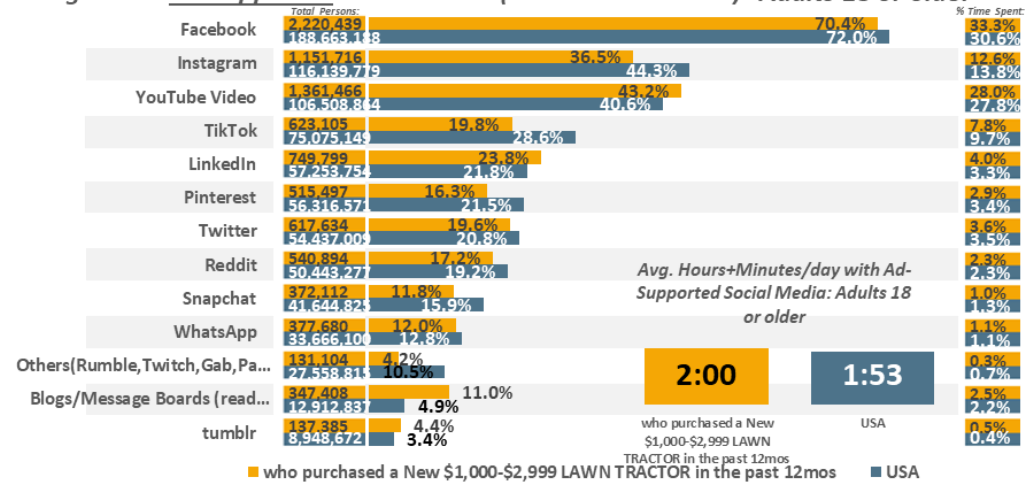


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

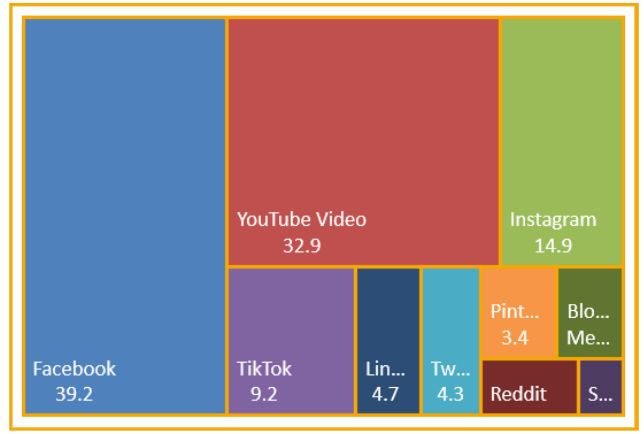


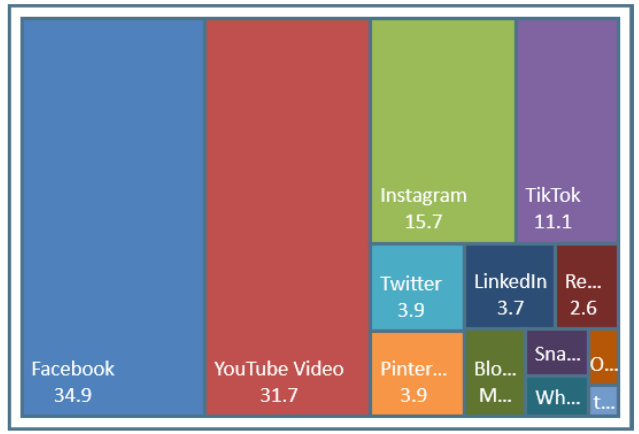


Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 18 or older



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





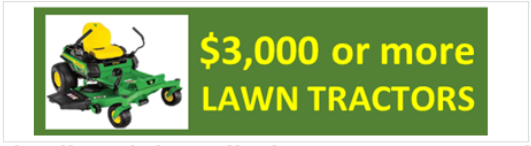
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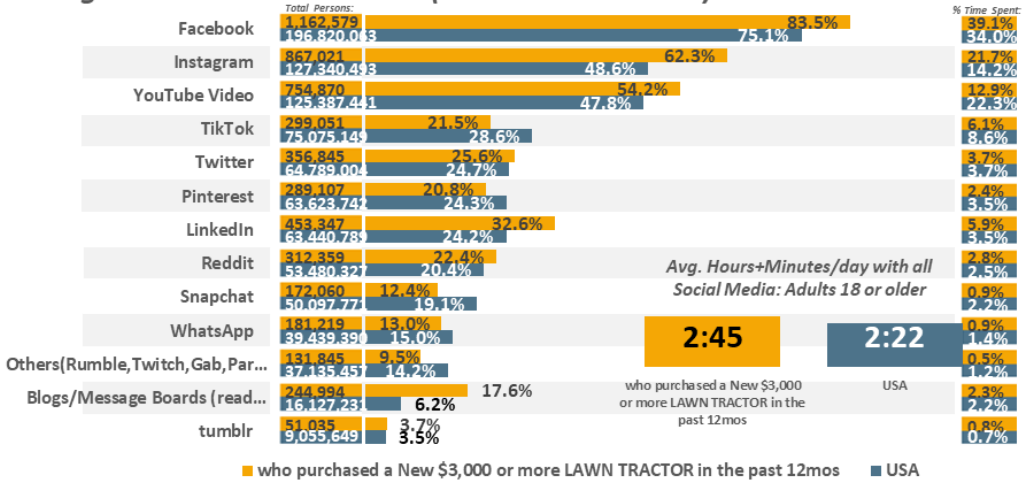
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$1,000 - $2,999

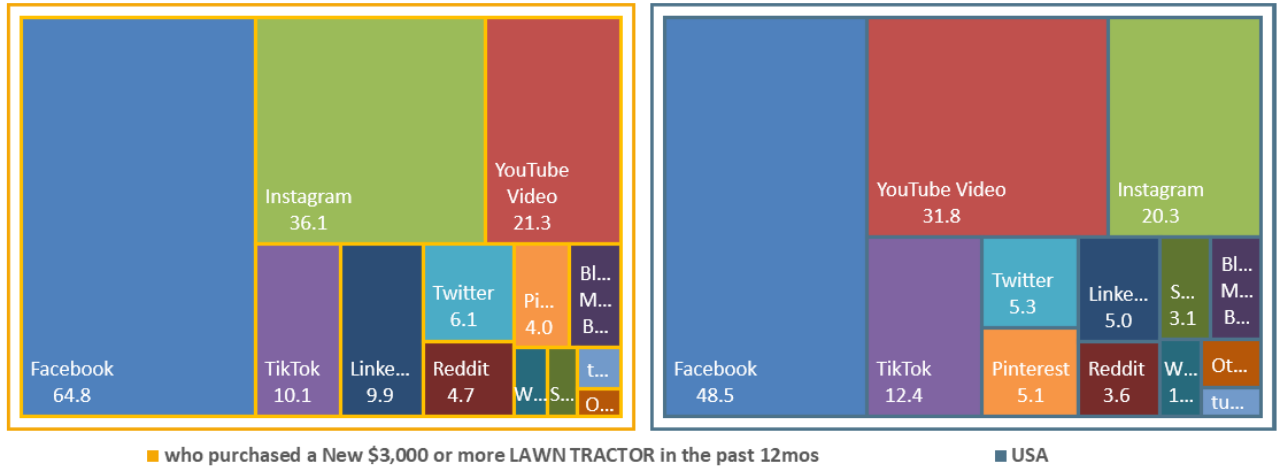


1,081,039 or 77.7% of Adults 18 or older who purchased a New $3,000 or more LAWN TRACTOR in the past 12mos use Ad-Supported Facebook for an average of 60.1 minutes every day representing 39.5% of all time spent daily with Ad-Supported Social Media.

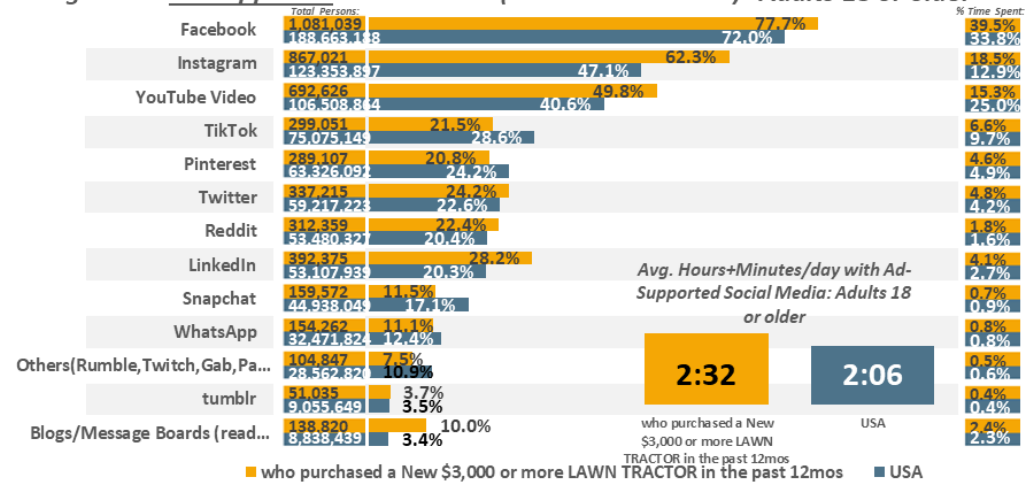
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



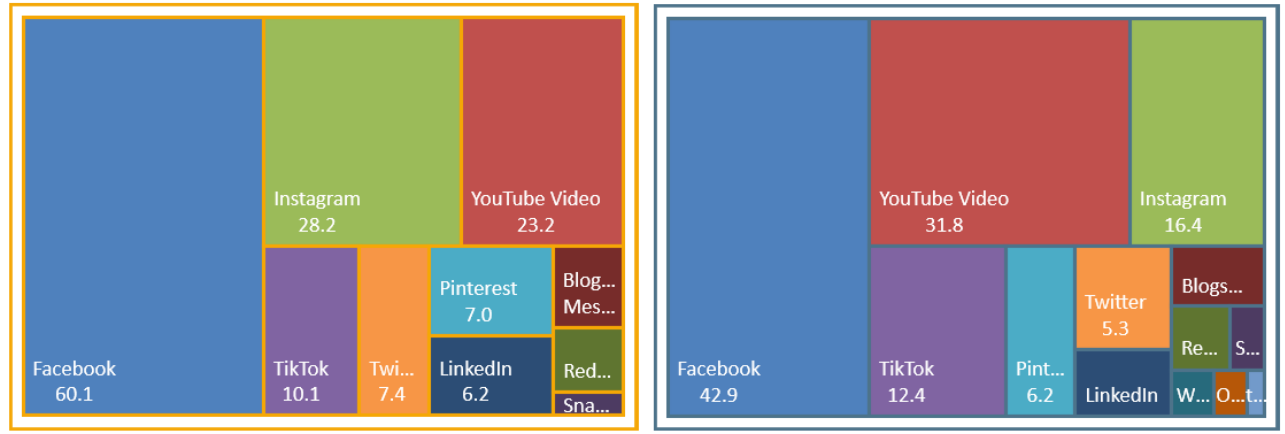
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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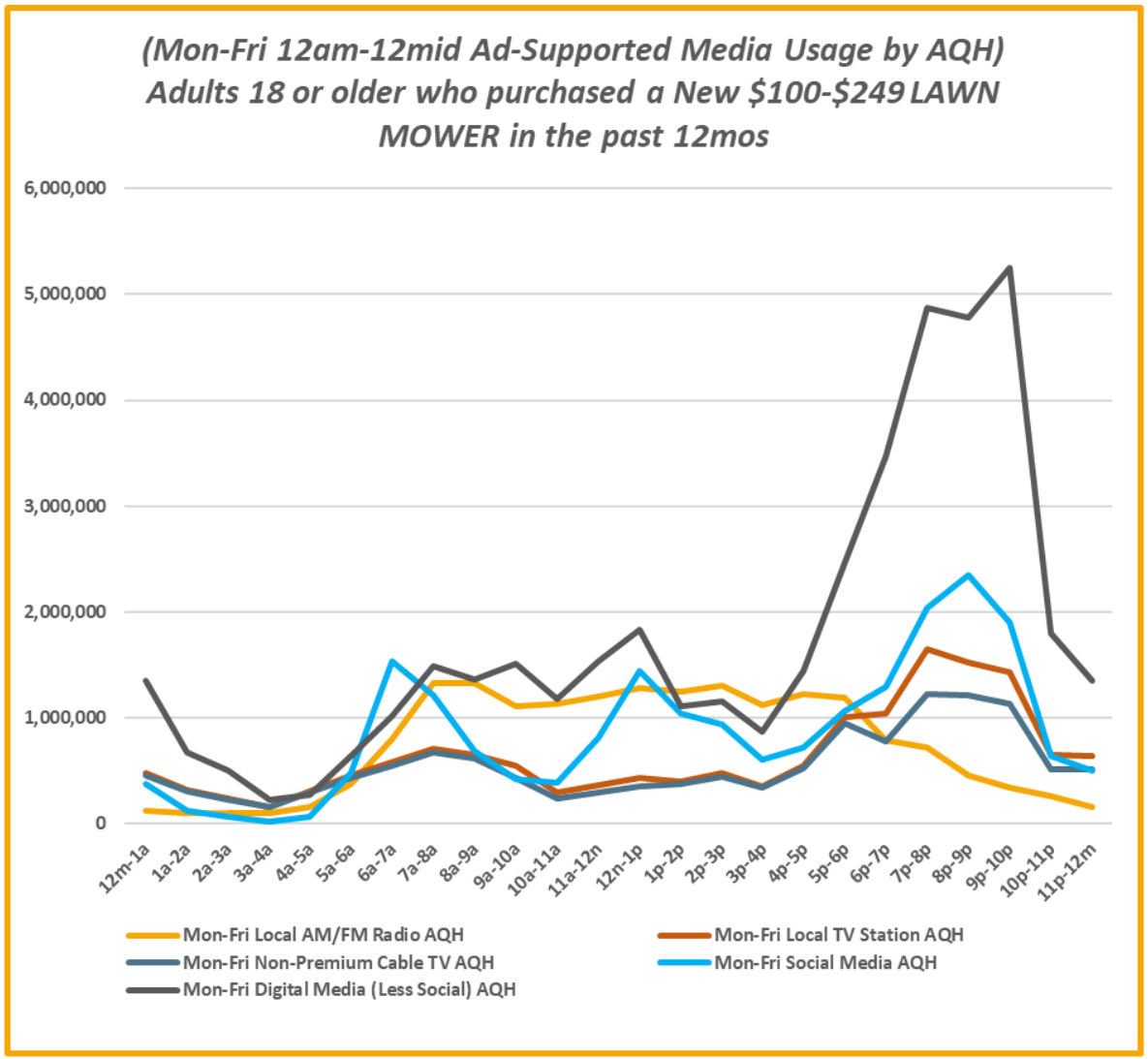
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

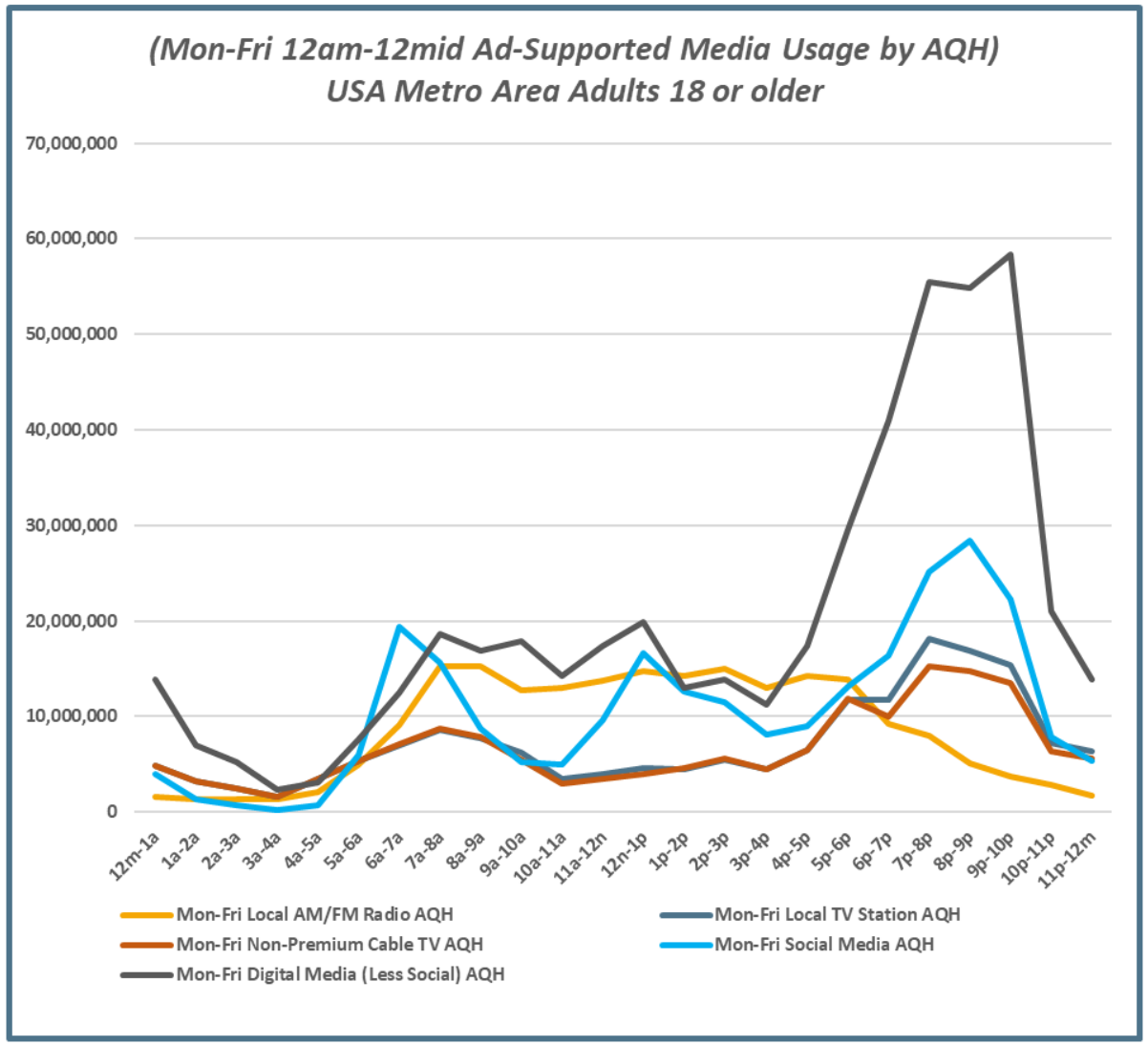
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$3,000 or more



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,572,154; Local Radio: 1,158,003; Social Media: 933,864; Local TV: 569,535; Non-Prem. Cable: 502,991 reaching Adults 18 or older who purchased a New $100-$249 LAWN MOWER





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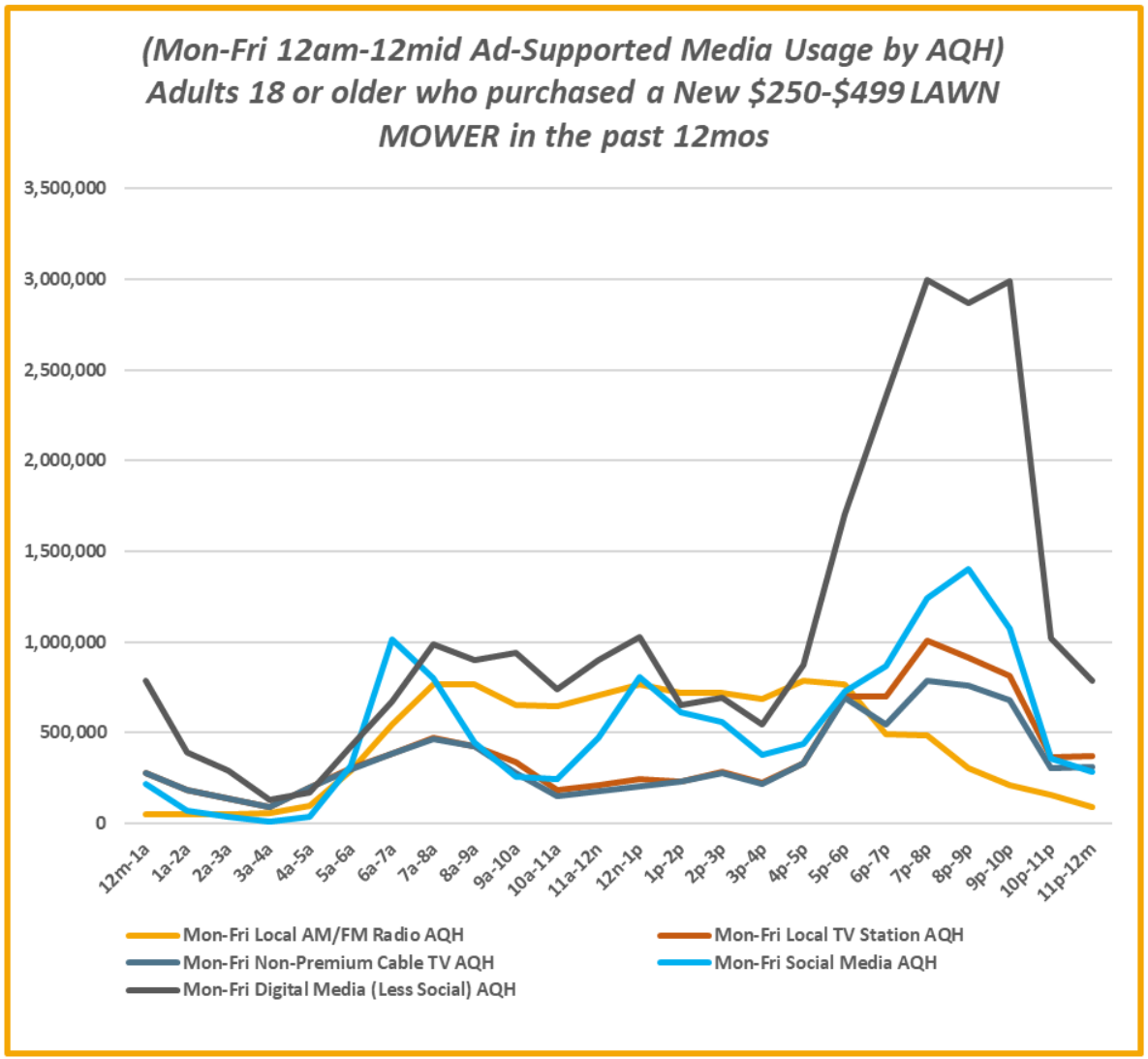
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

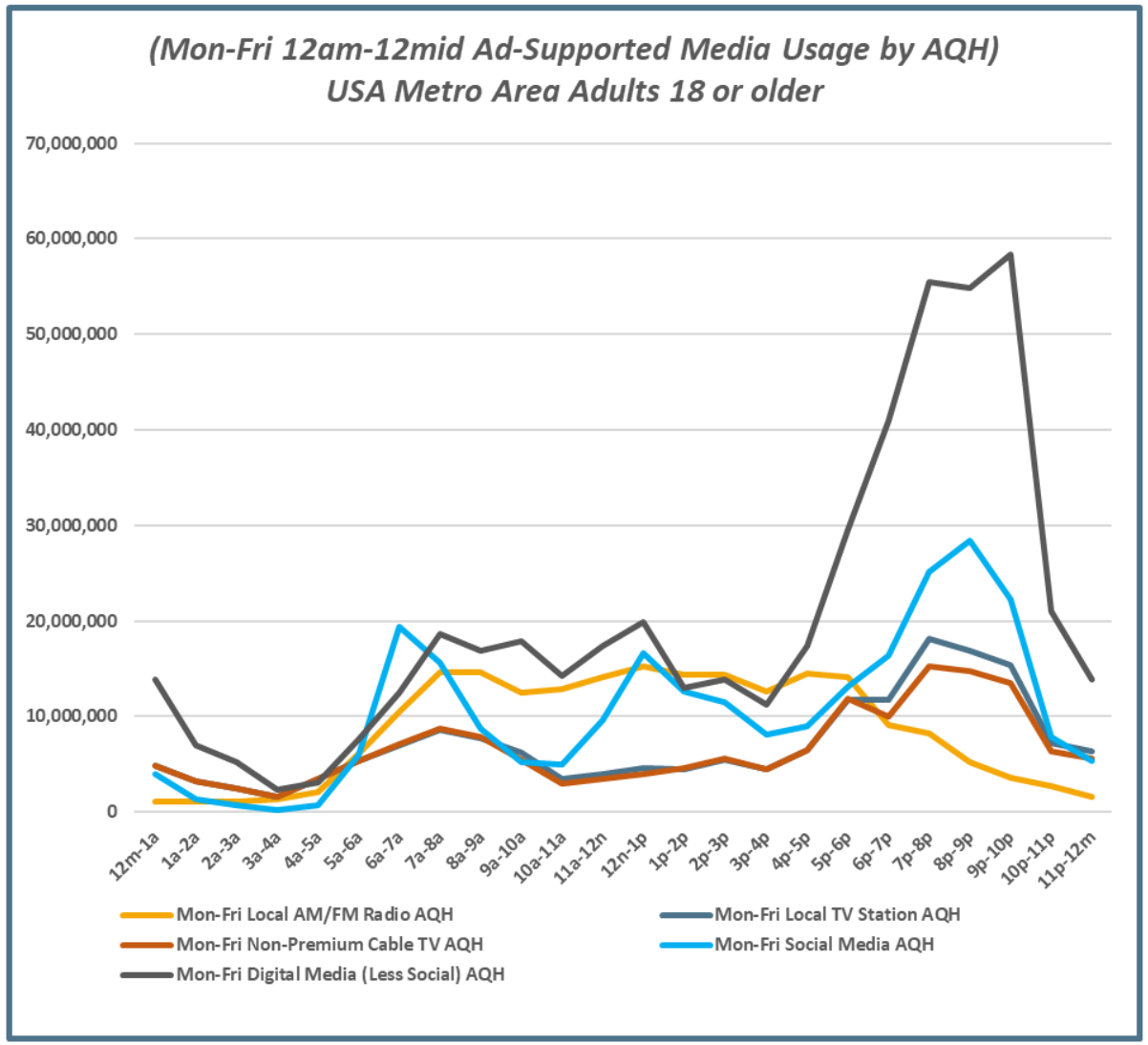
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$100 - $249



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,000,231; Local Radio: 694,996; Social Media: 586,378; Local TV: 364,497; Non-Prem. Cable: 338,449 reaching Adults 18 or older who purchased a New $250-$499 LAWN MOWER i





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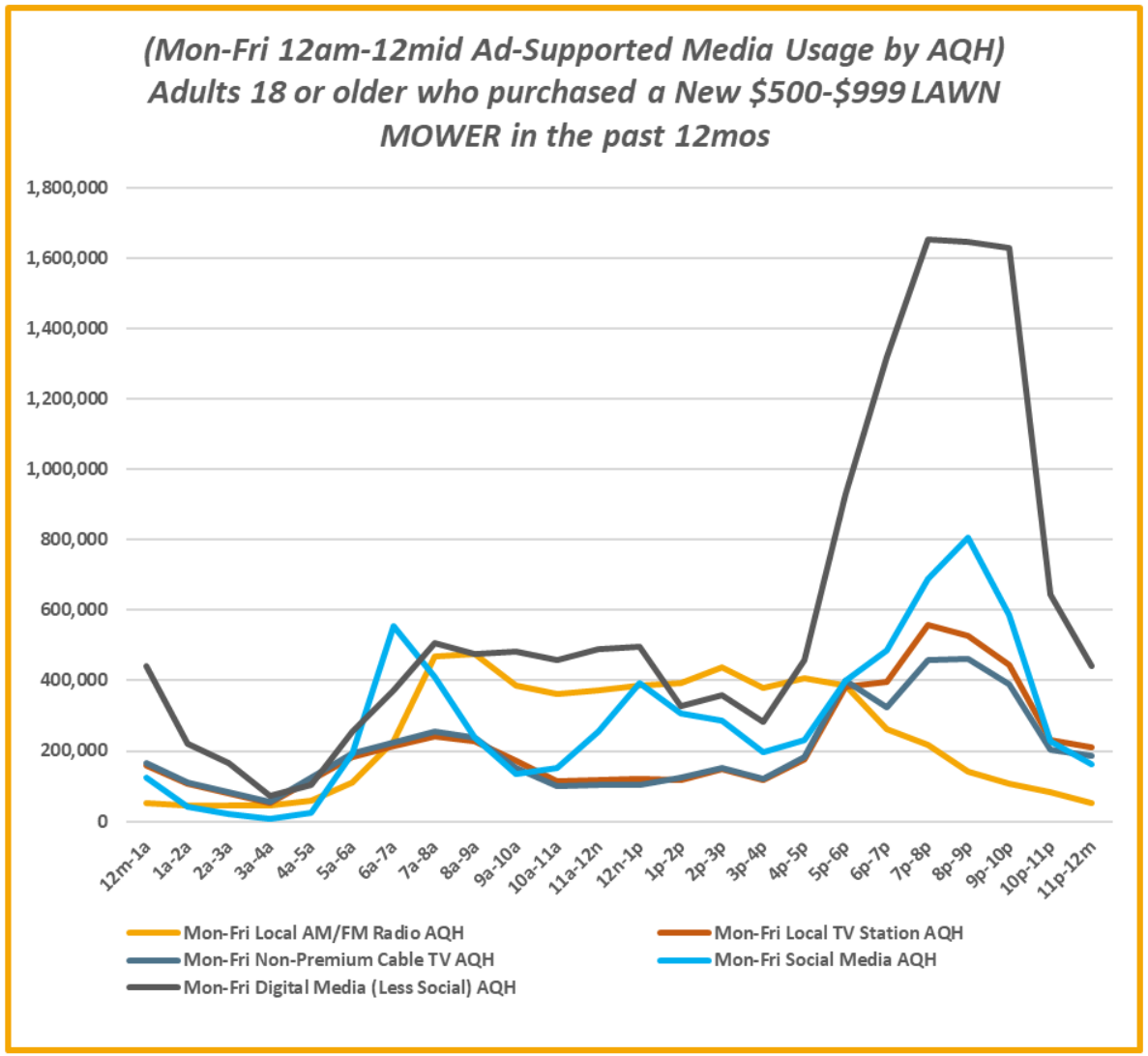
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

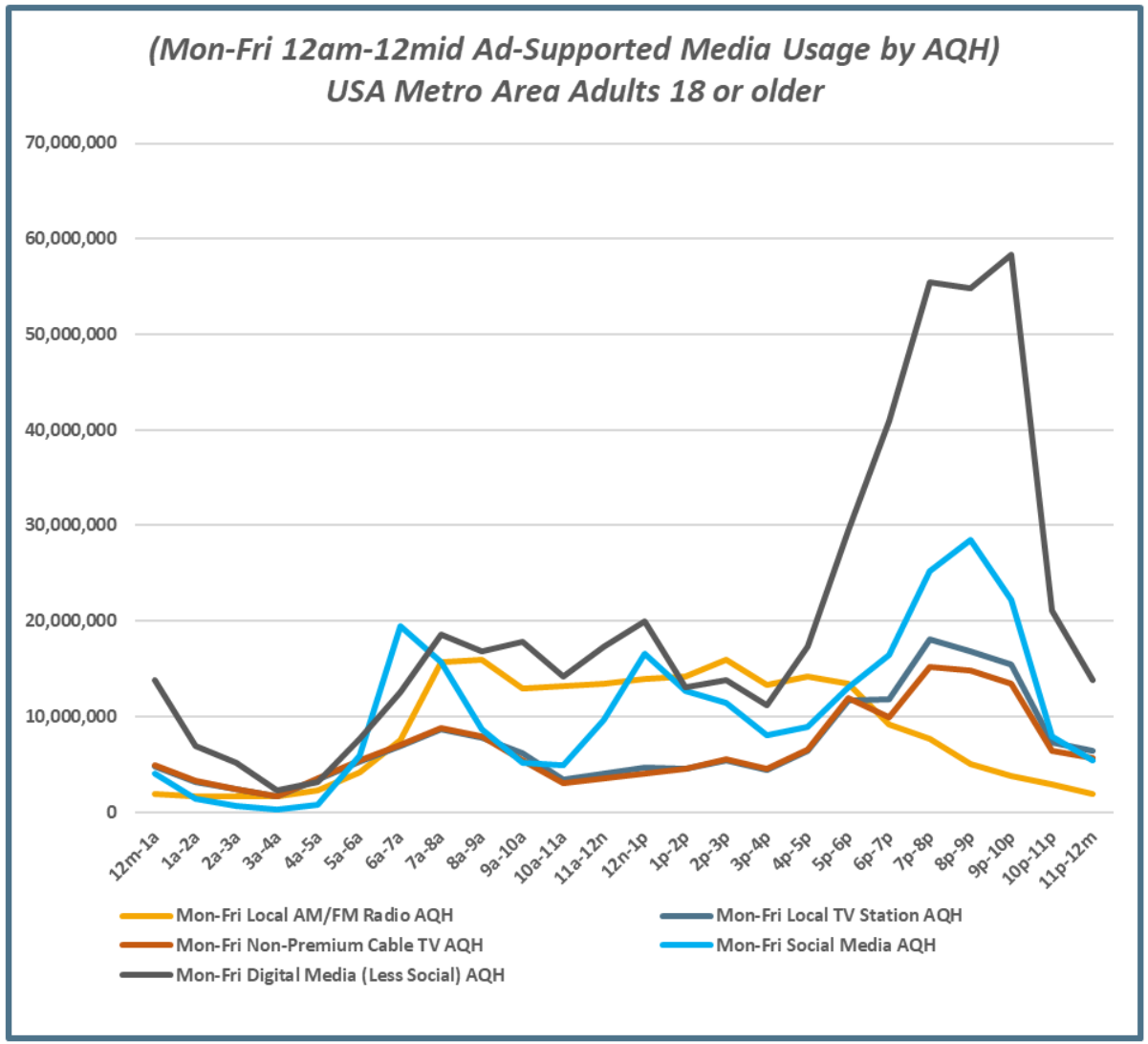
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$250 - $499



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 535,375; Local Radio: 380,648; Social Media: 310,992; Local TV: 195,424; Non-Prem. Cable: 190,800 reaching Adults 18 or older who purchased a New $500-$999 LAWN MOWER in





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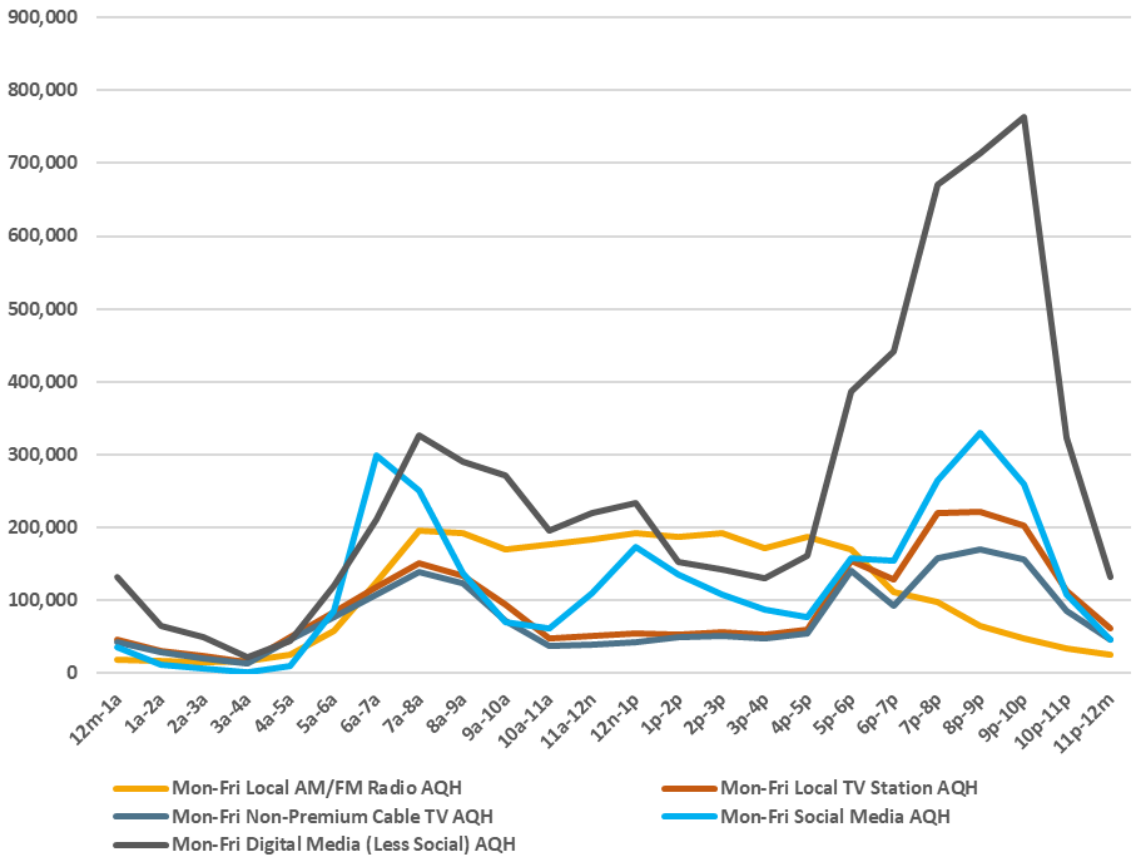
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$500 - $999



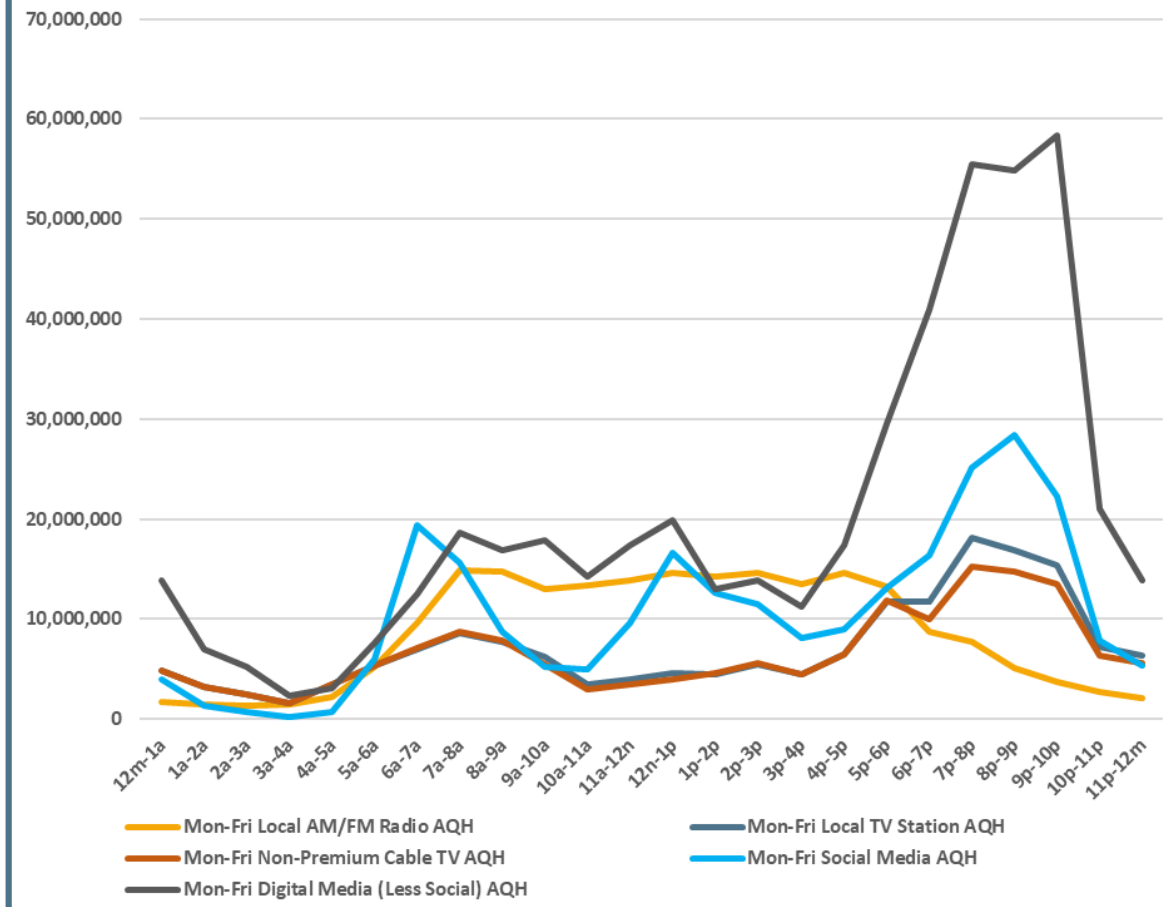
$1,000 - $2.999 LAWN TRACTORS

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 243,230; Local Radio: 173,272; Social Media: 139,865; Local TV: 88,788; Non-Prem. Cable: 76,431 reaching Adults 18 or older who purchased a New $1,000-$2,999 LAWN TRACTOR

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who purchased a New $1,000-$2,999 LAWN TRACTOR in the past 12mos



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 18 or older



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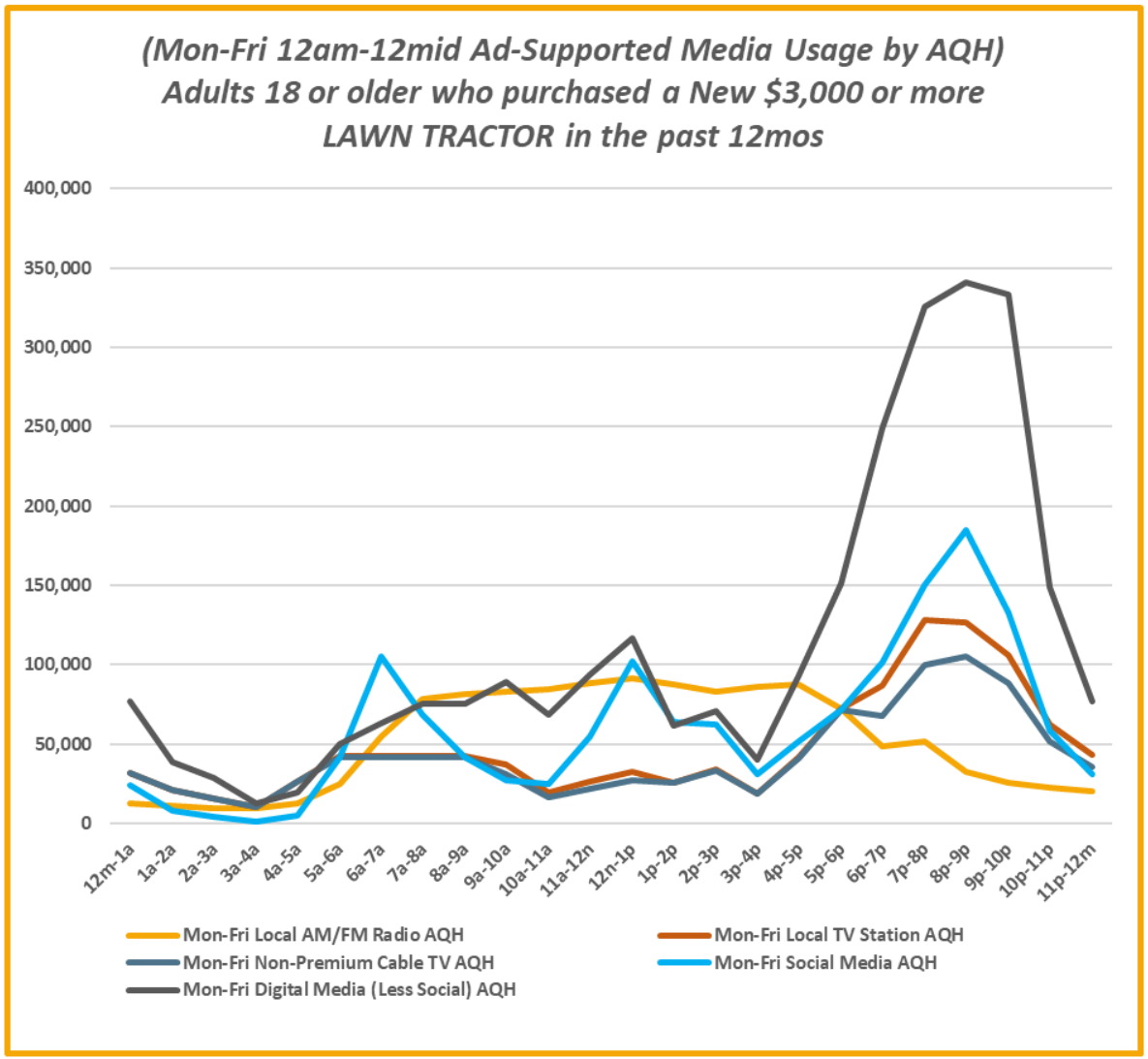
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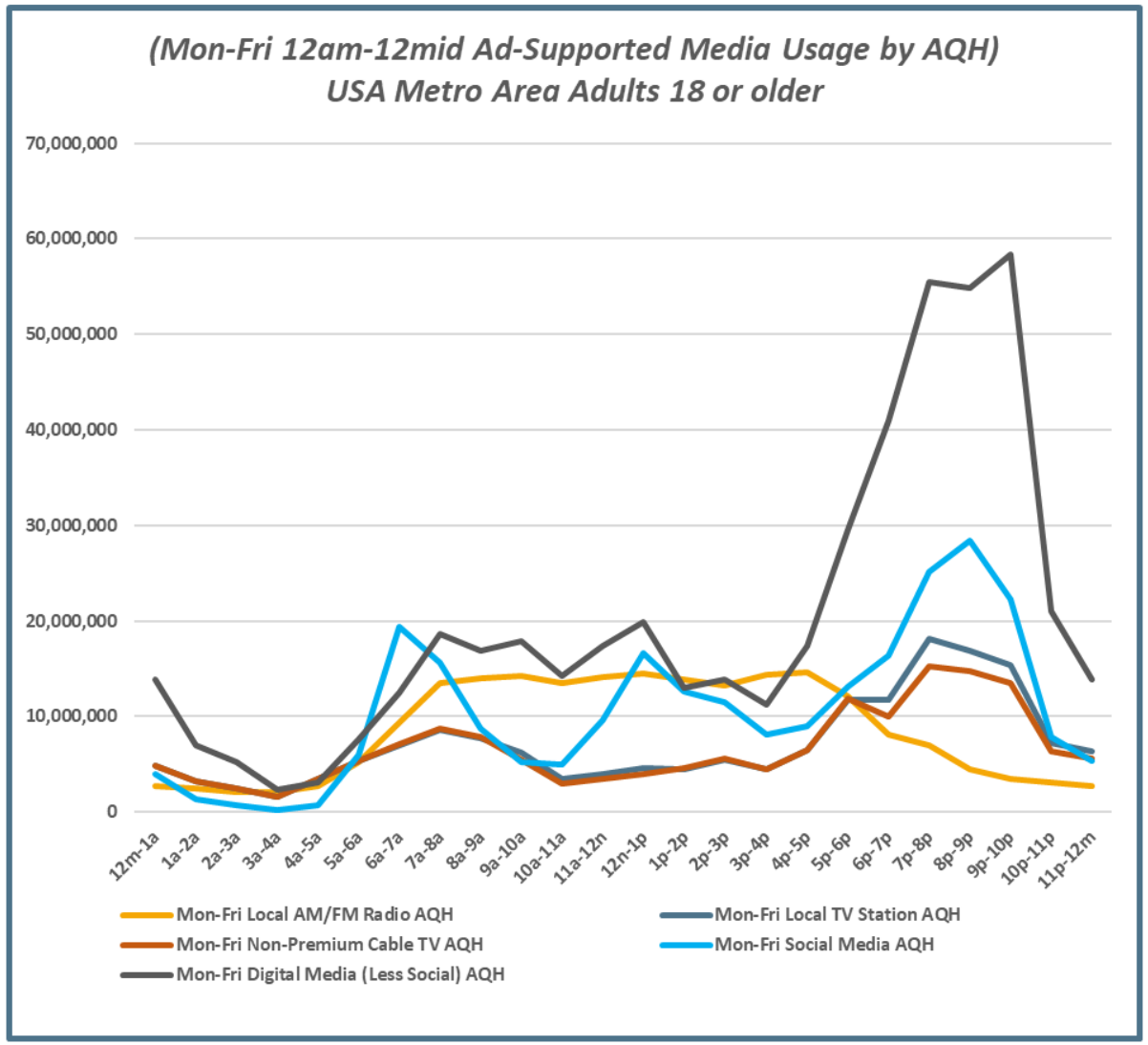
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$1,000 - $2,999



$3,000 or more LAWN TRACTORS

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 96,123; Local Radio: 79,062; Social Media: 62,077; Local TV: 40,252; Non-Prem. Cable: 37,012 reaching Adults 18 or older who purchased a New $3,000 or more LAWN TRACTOR i





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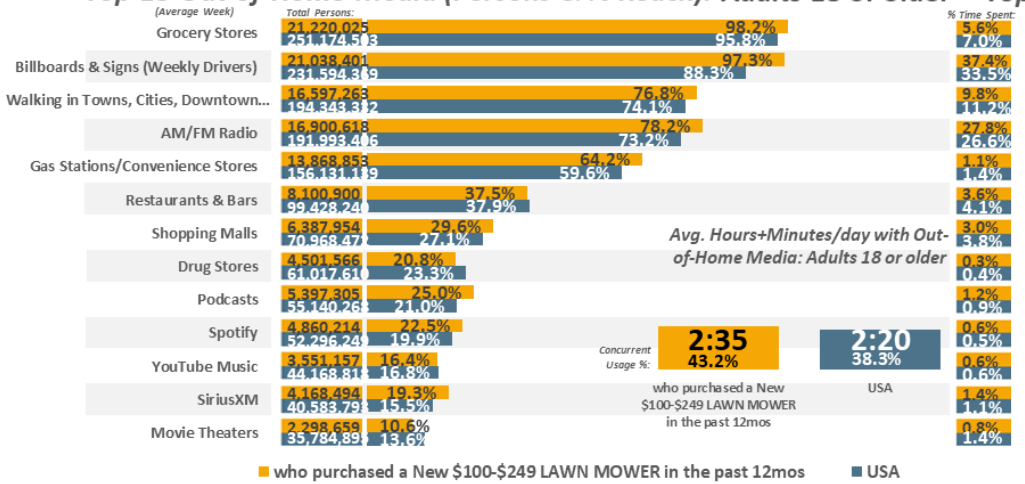
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$3,000 or more

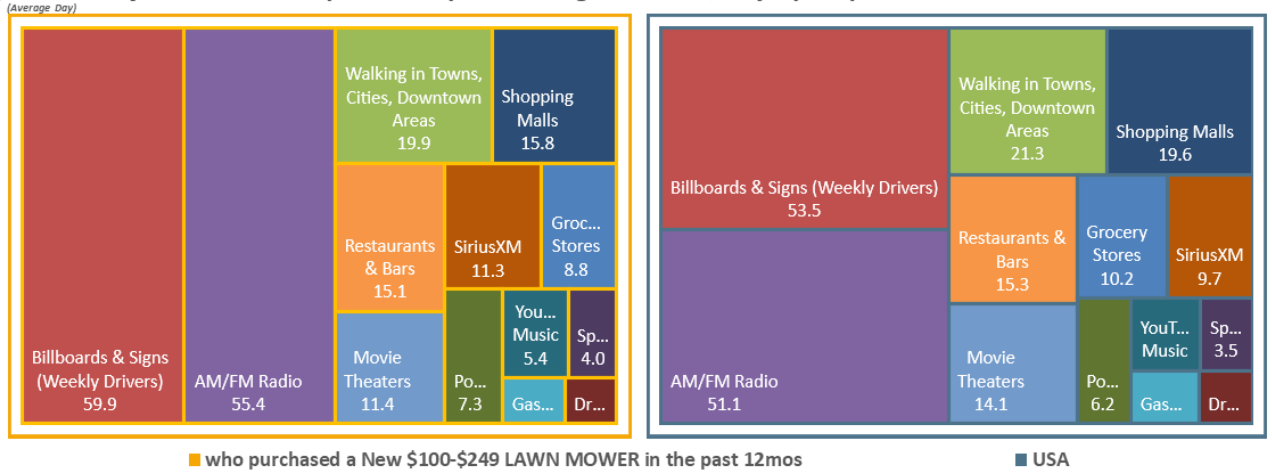


21,038,401 or 97.3% of Adults 18 or older who purchased a New $100-$249 LAWN MOWER in the past 12mos spend an average of 59.9 minutes per day driving, seeing Billboards and Signs. 73.1% Listen to Local Radio Stations Out-of-Home for an average of 50.8 min

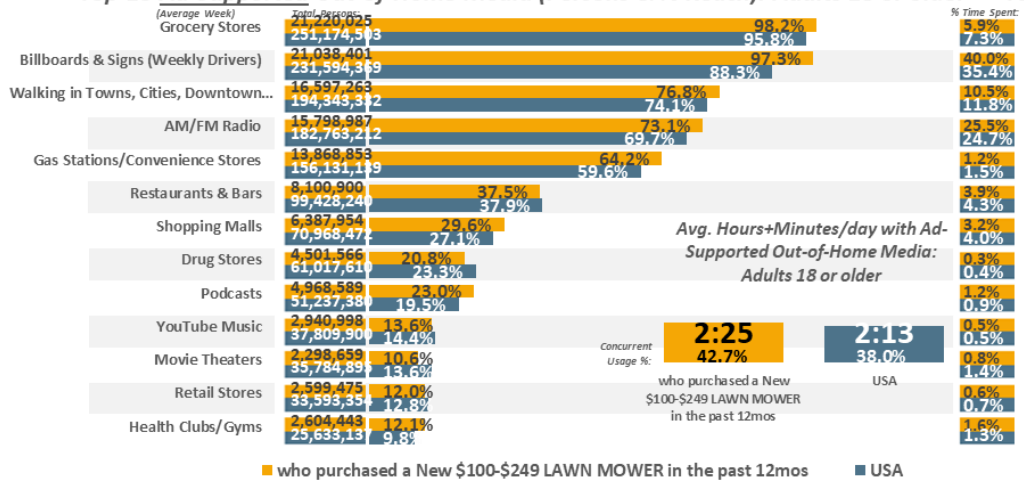
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



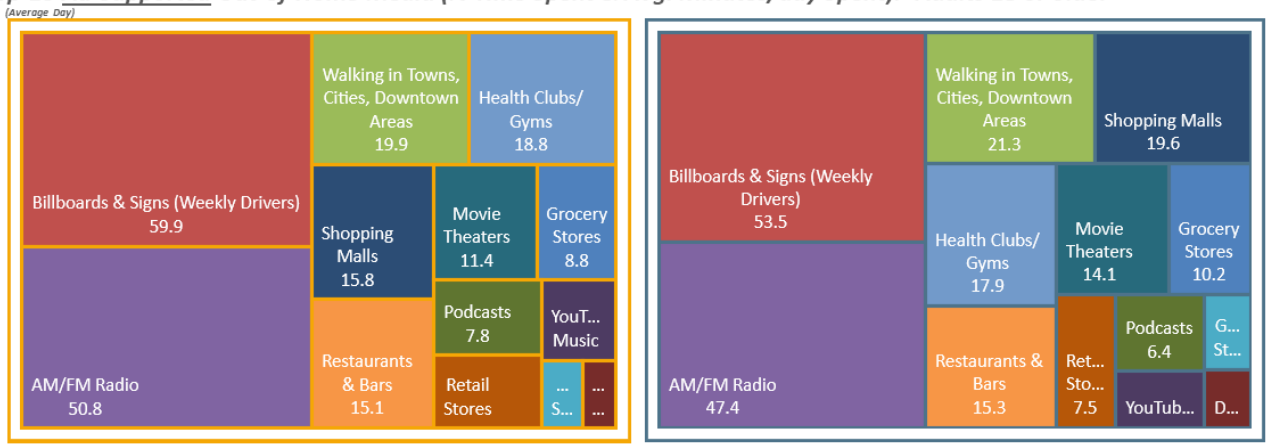
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



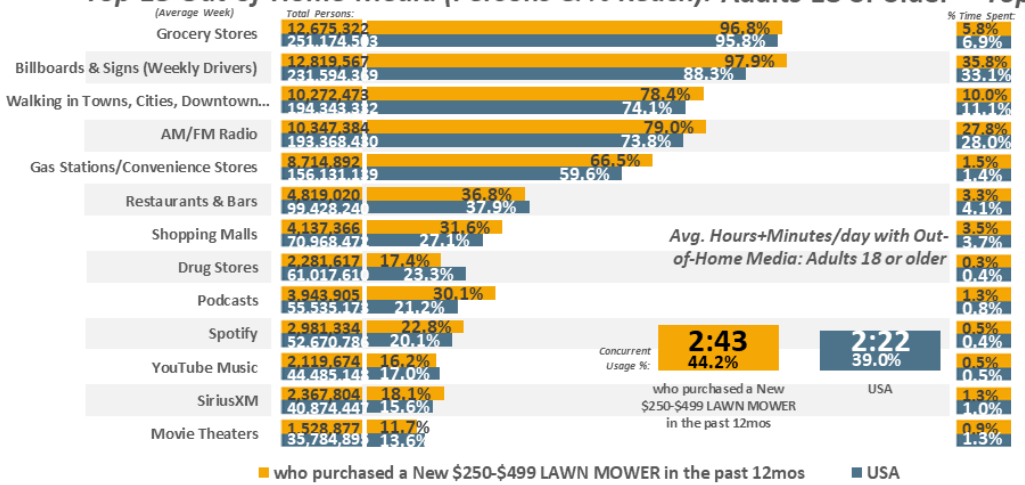
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$100 - $249

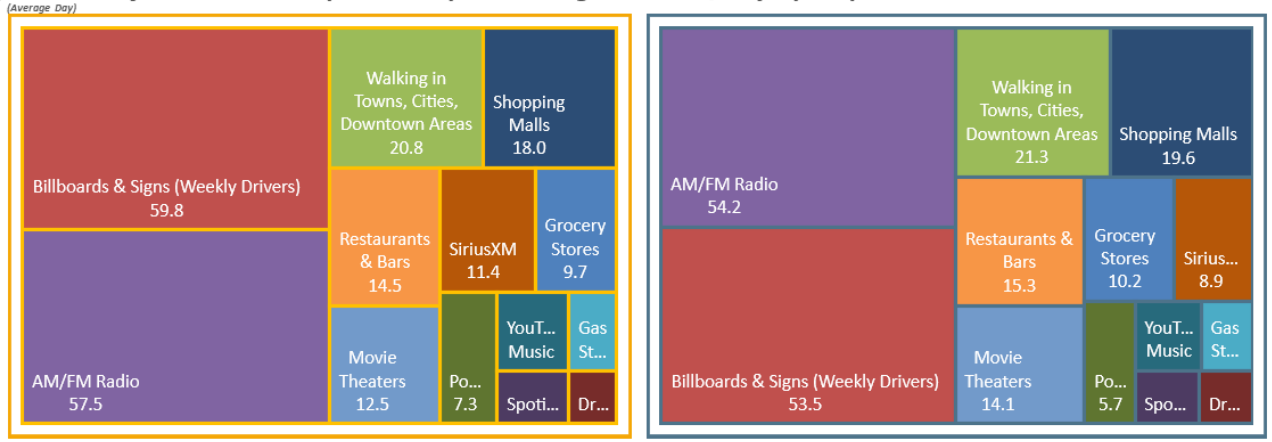


12,819,567 or 97.9% of Adults 18 or older who purchased a New $250-$499 LAWN MOWER in the past 12mos spend an average of 59.8 minutes per day driving, seeing Billboards and Signs. 73.8% Listen to Local Radio Stations Out-of-Home for an average of 51. minu

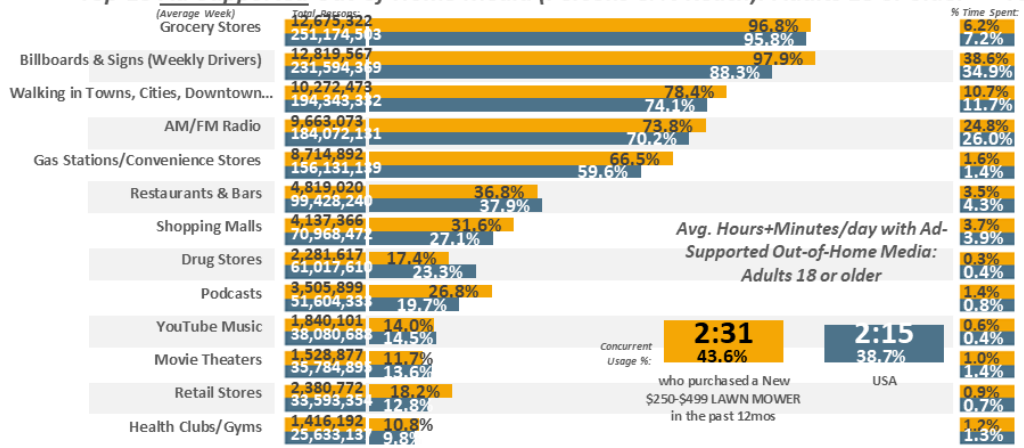
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



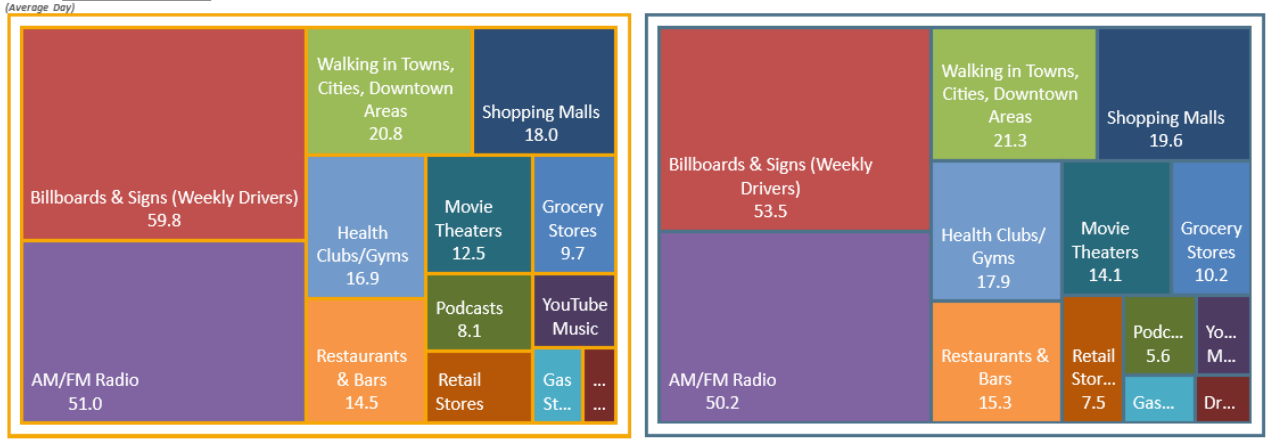
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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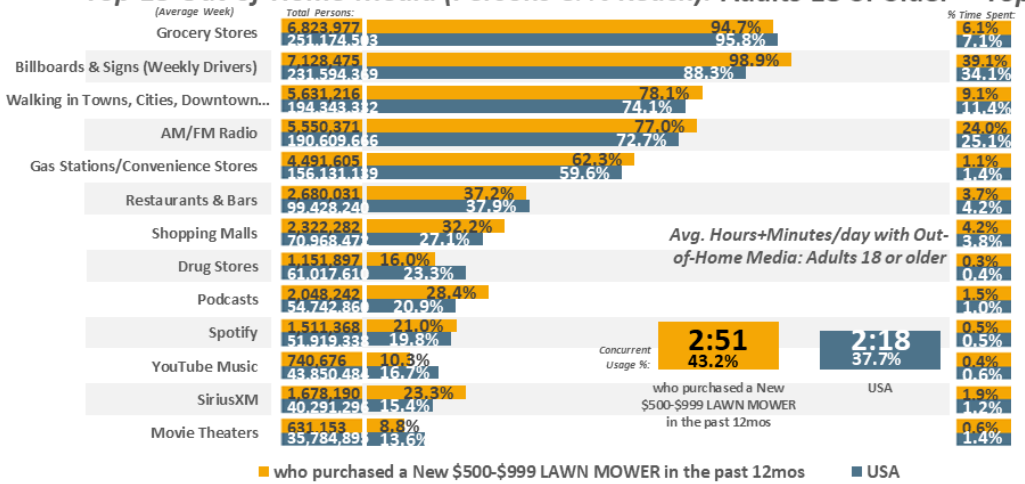
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$250 - $499

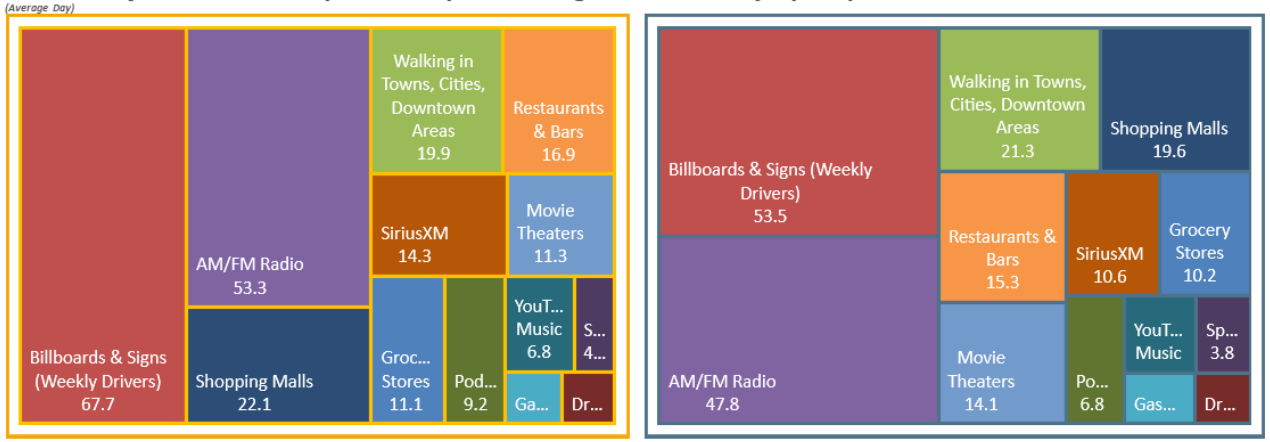


7,128,475 or 98.9% of Adults 18 or older who purchased a New $500-$999 LAWN MOWER in the past 12mos spend an average of 67.7 minutes per day driving, seeing Billboards and Signs. 71.6% Listen to Local Radio Stations Out-of-Home for an average of 46.4 minu

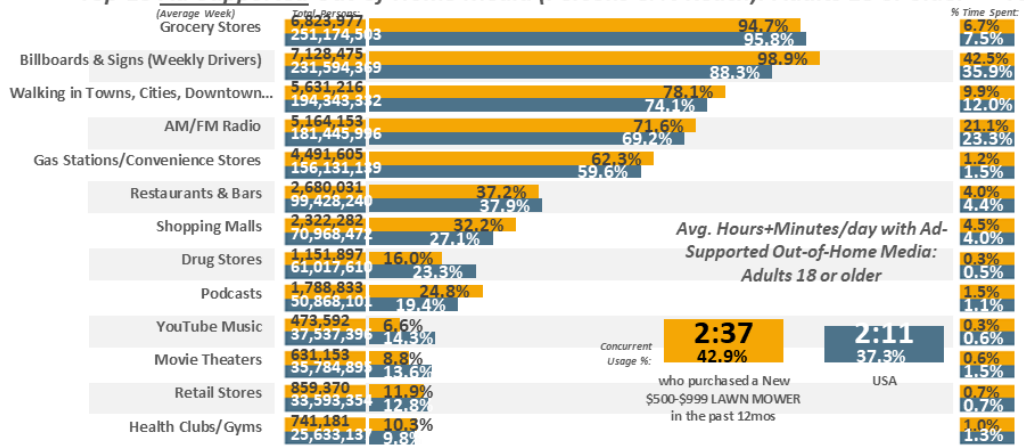
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



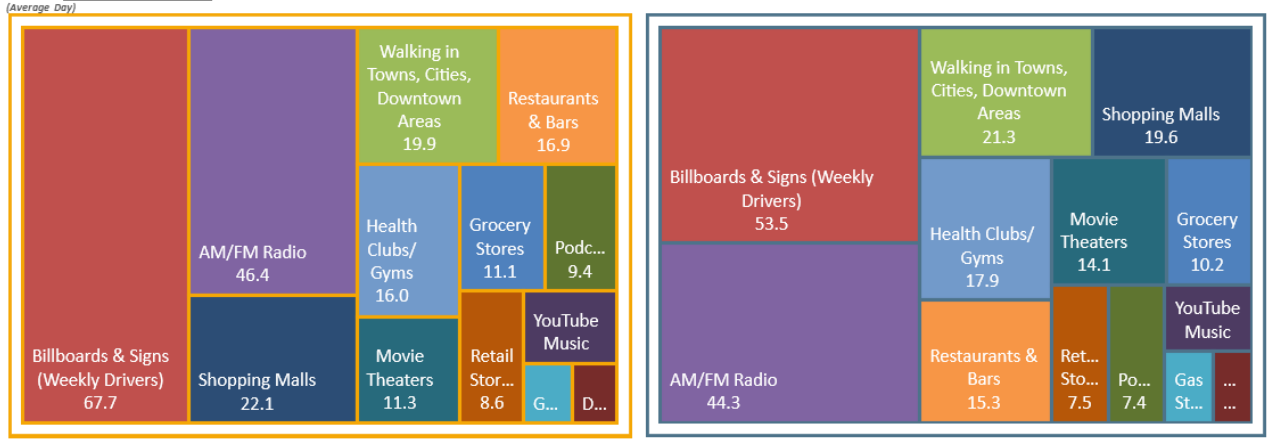
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Jan23-Feb24 Qual Intab 7,011

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

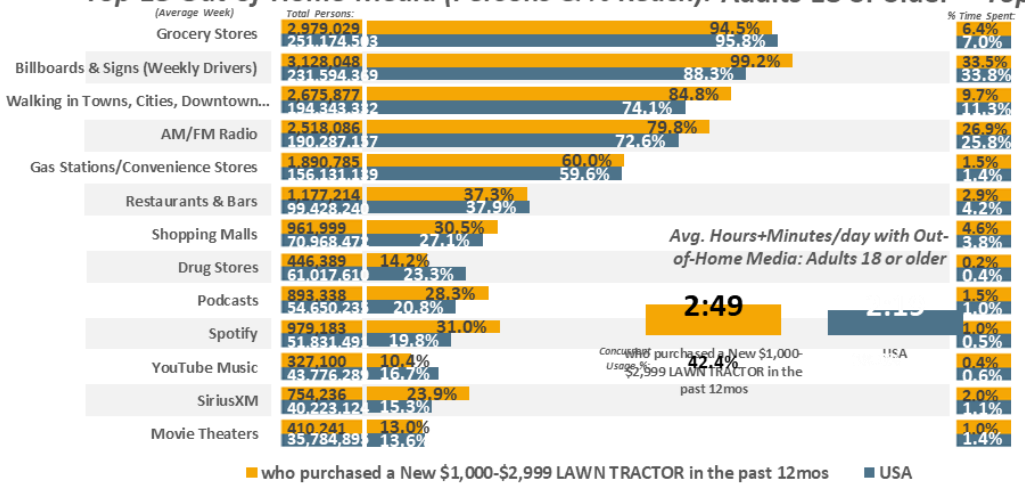
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$500 - $999

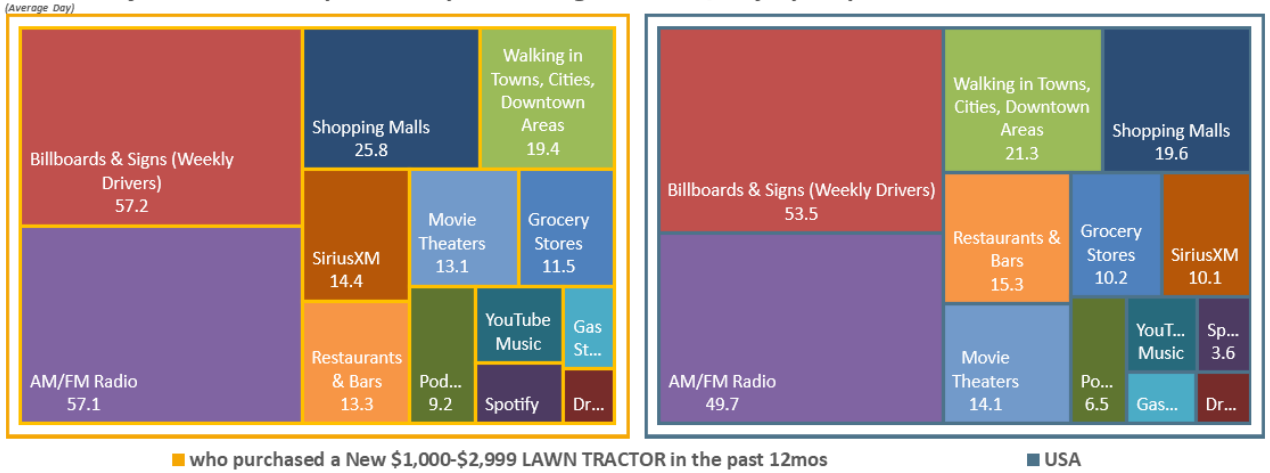


3,128,048 or 99.2% of Adults 18 or older who purchased a New $1,000-$2,999 LAWN TRACTOR in the past 12mos spend an average of 57.2 minutes per day driving, seeing Billboards and Signs. 73.9% Listen to Local Radio Stations Out-of-Home for an average of 50.

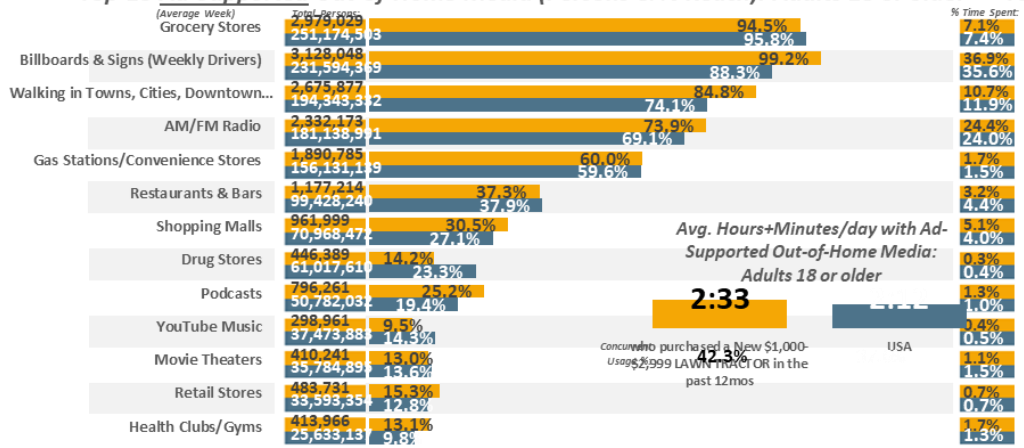
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



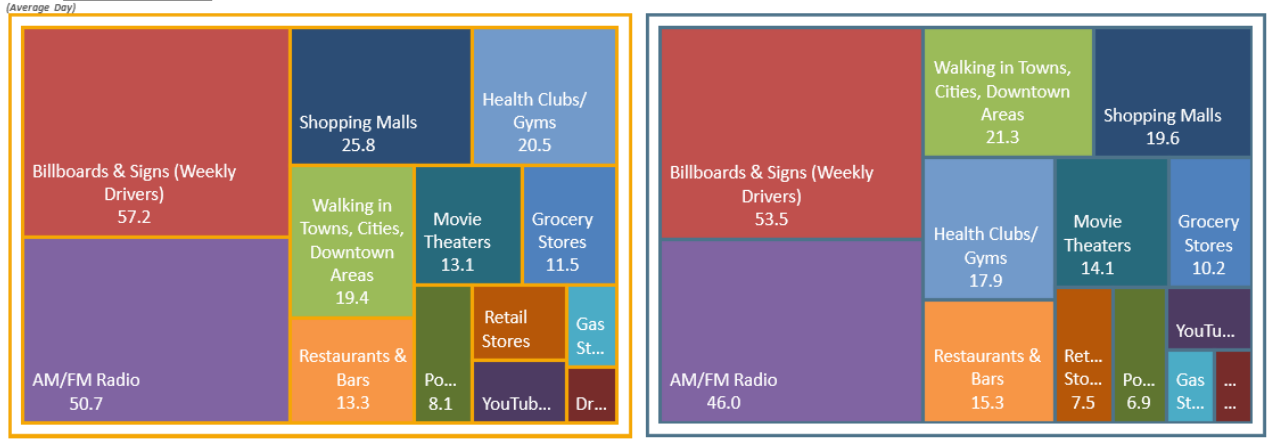
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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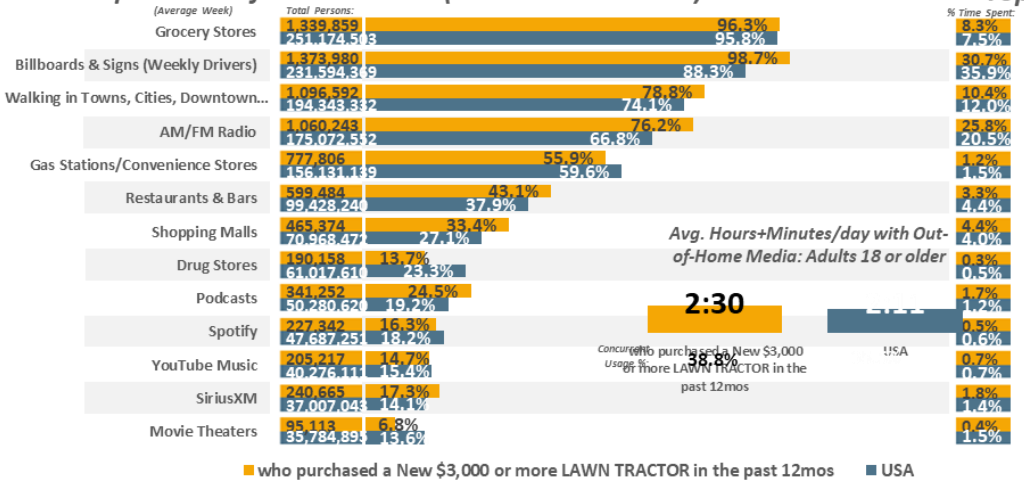
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$1,000 - $2,999

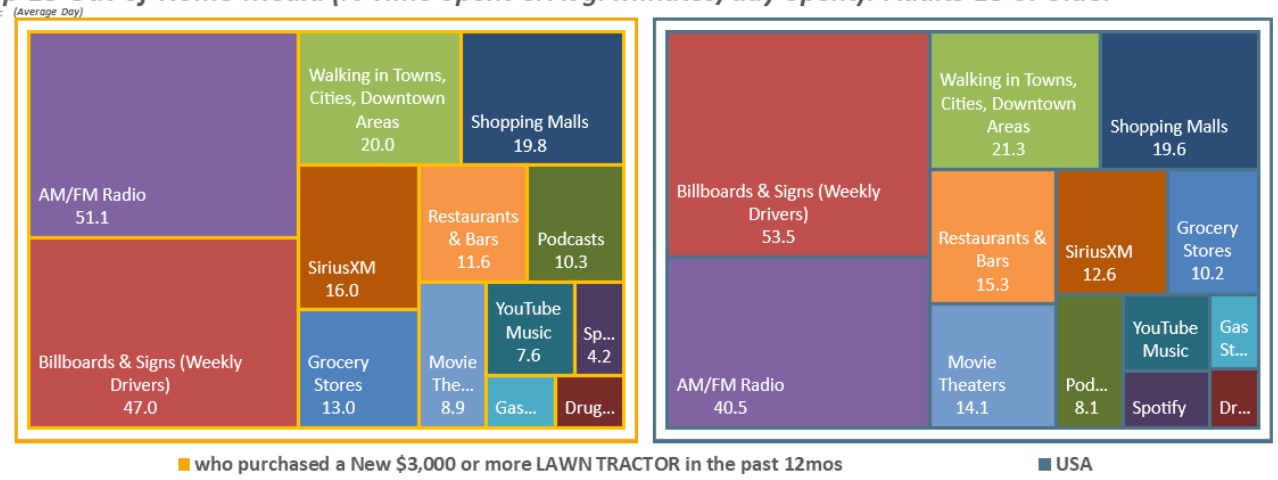


1,373,980 or 98.7% of Adults 18 or older who purchased a New $3,000 or more LAWN TRACTOR in the past 12mos spend an average of 47. minutes per day driving, seeing Billboards and Signs. 72.9% Listen to Local Radio Stations Out-of-Home for an average of 46.

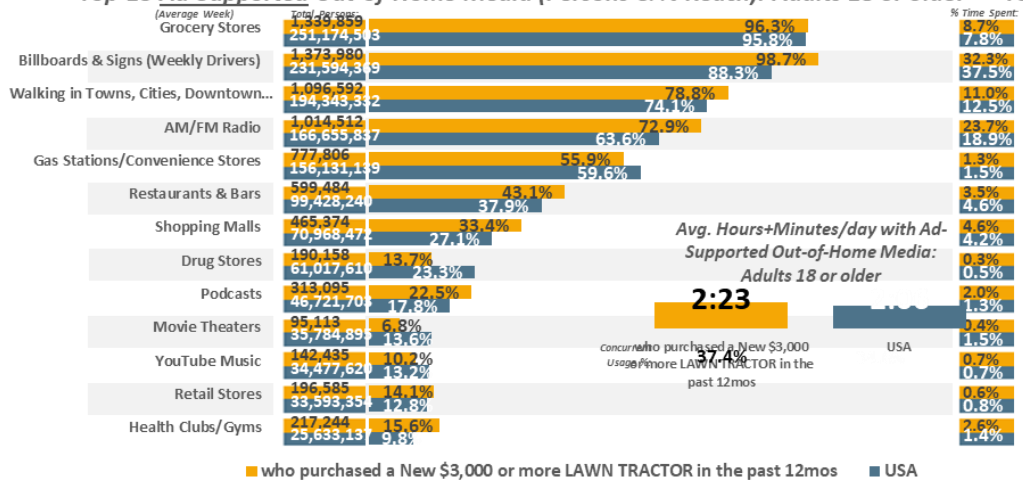
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



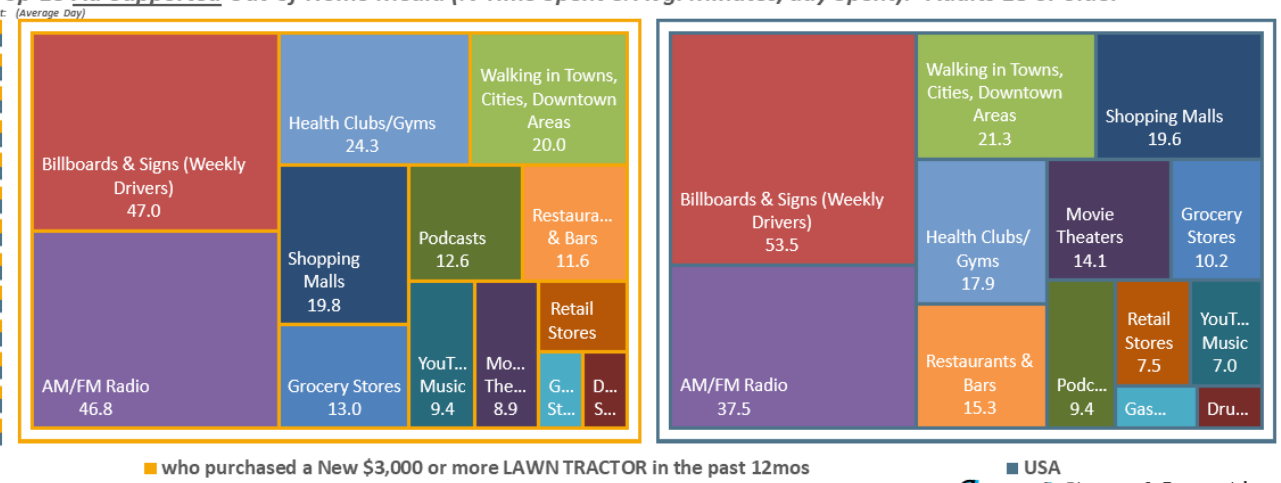
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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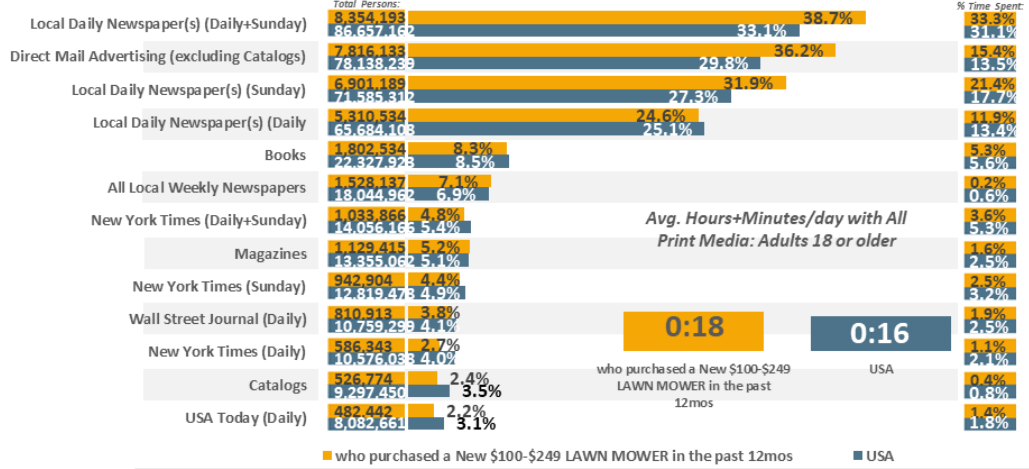
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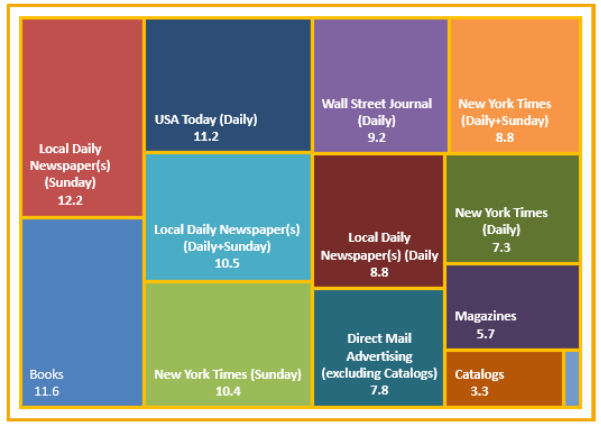
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$3,000 or more

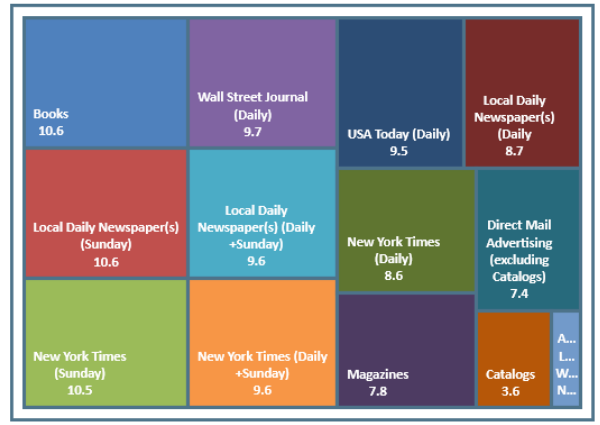


8,354,193 or 38.7% of Adults 18 or older who purchased a New $100-$249 LAWN MOWER in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 35.2% of all time spent daily with All forms of Print M

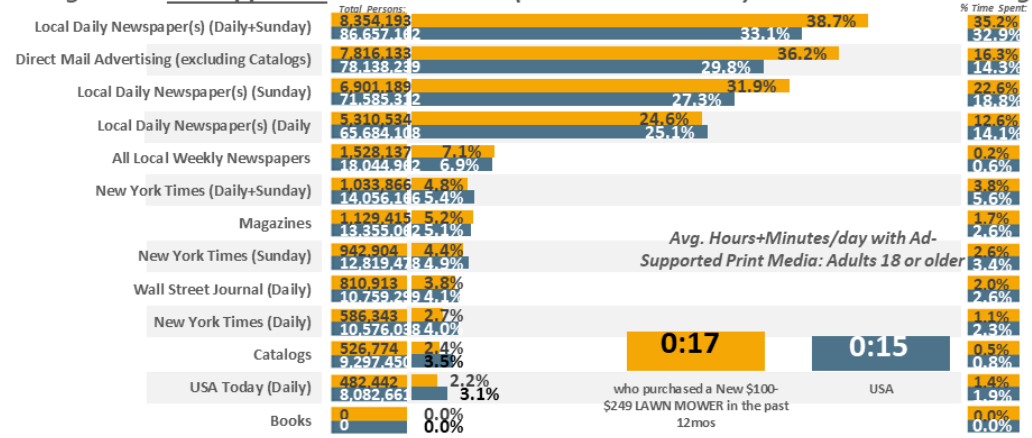
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

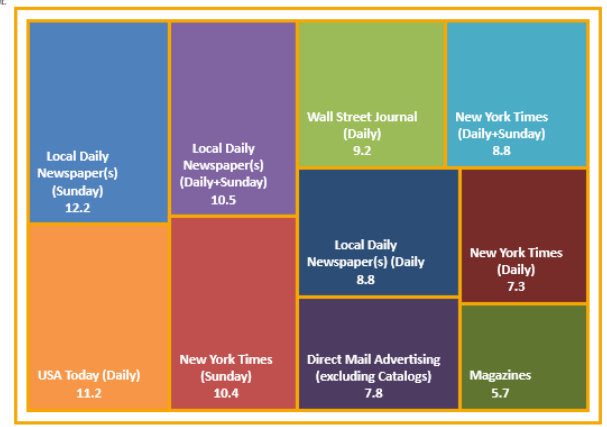


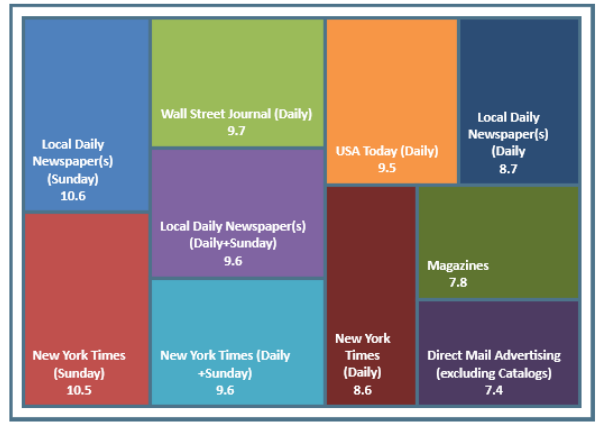




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,011

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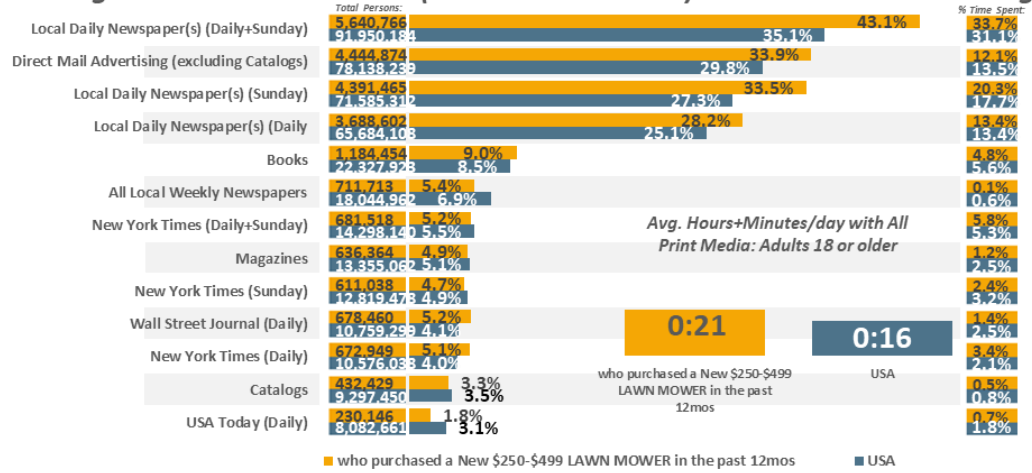
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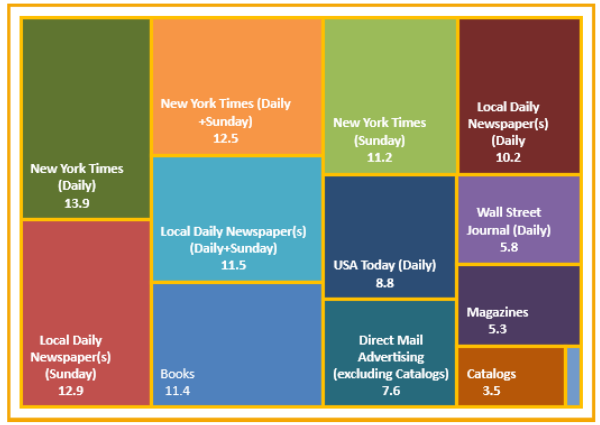
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$100 - $249

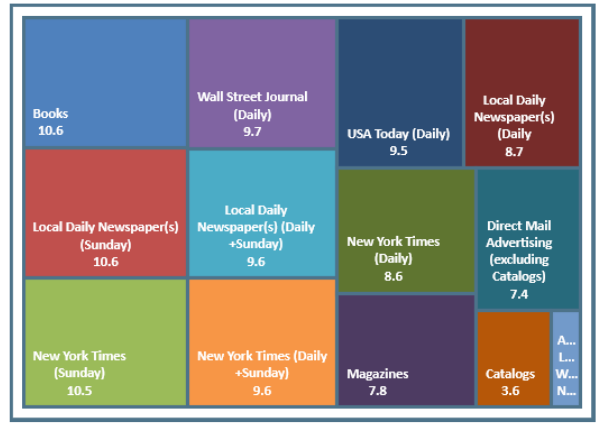


5,640,766 or 43.1% of Adults 18 or older who purchased a New $250-$499 LAWN MOWER in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.5 minutes every day representing 35.4% of all time spent daily with All forms of Print M

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

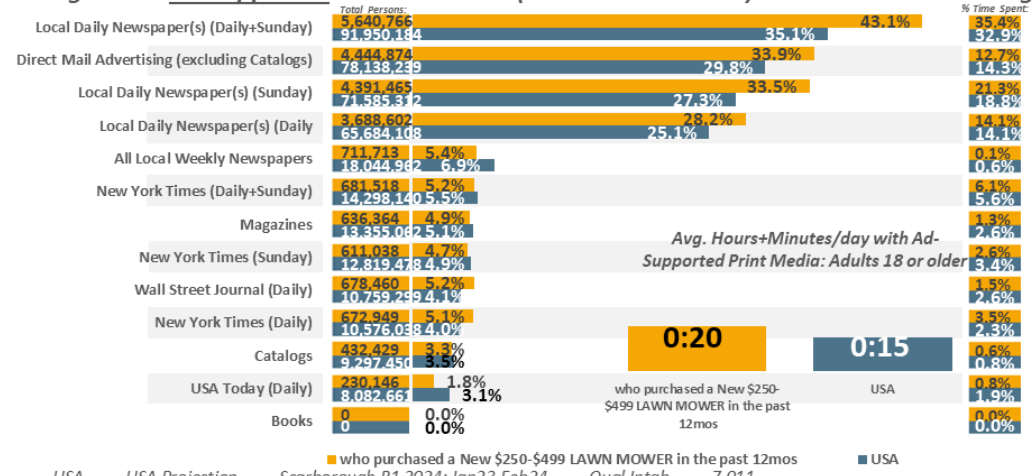


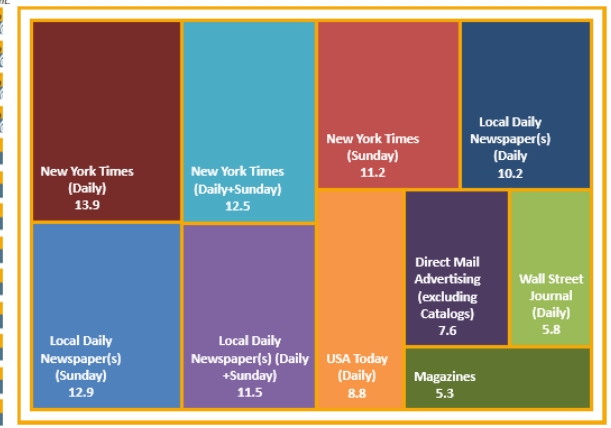


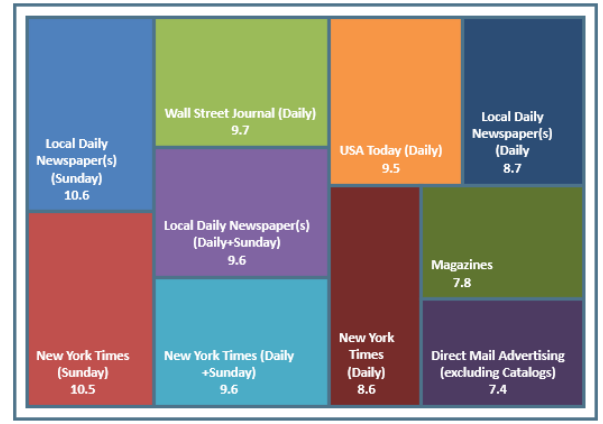


who purchased a New $250-$499 LAWN MOWER in the past 12mos ■ USA

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







who purchased a New $250-$499 LAWN MOWER in the past 12mos ■ USA

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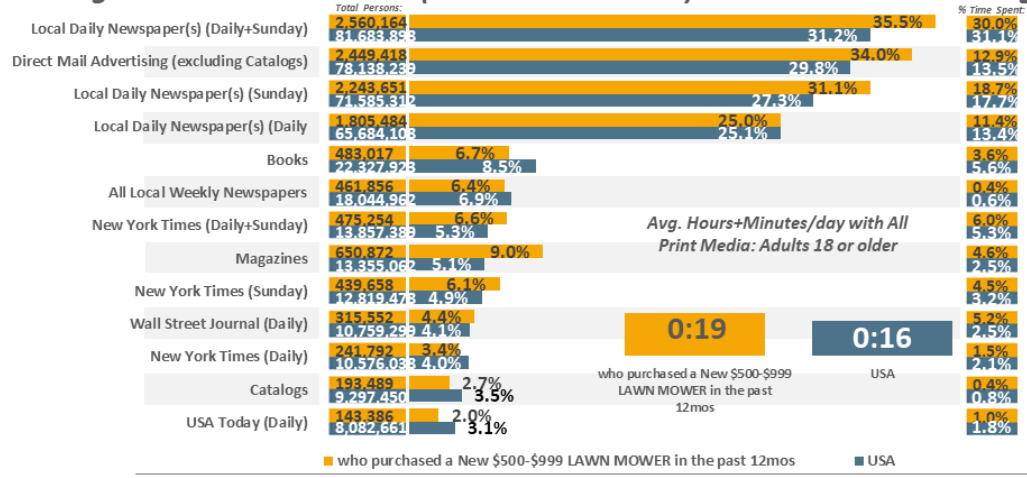
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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$250 - $499

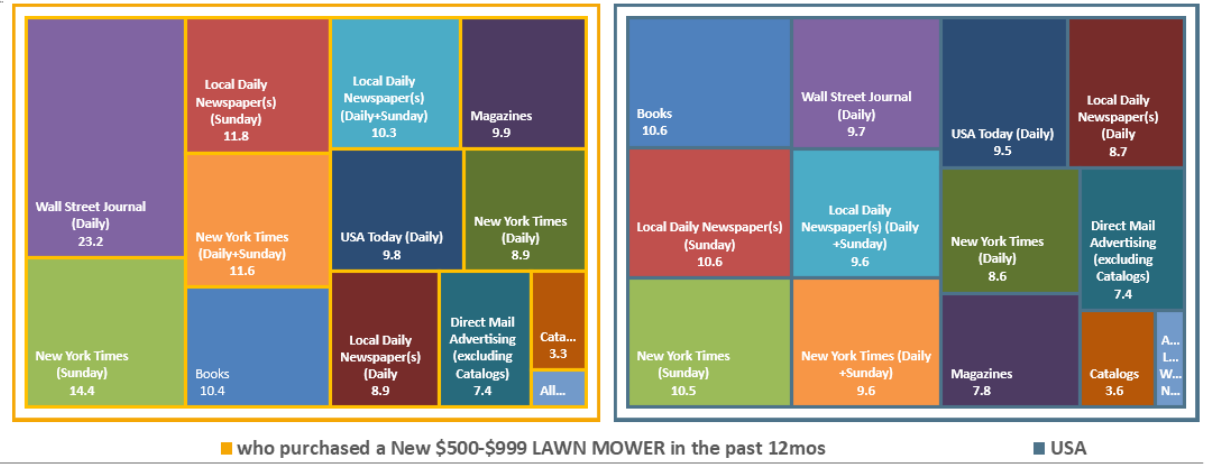


2,560,164 or 35.5% of Adults 18 or older who purchased a New $500-$999 LAWN MOWER in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 31.1% of all time spent daily with All forms of Print M

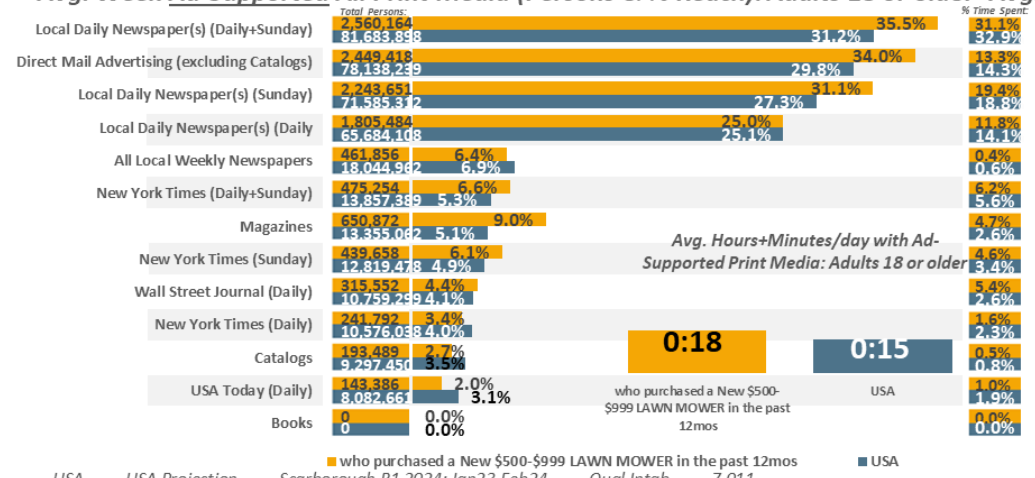
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



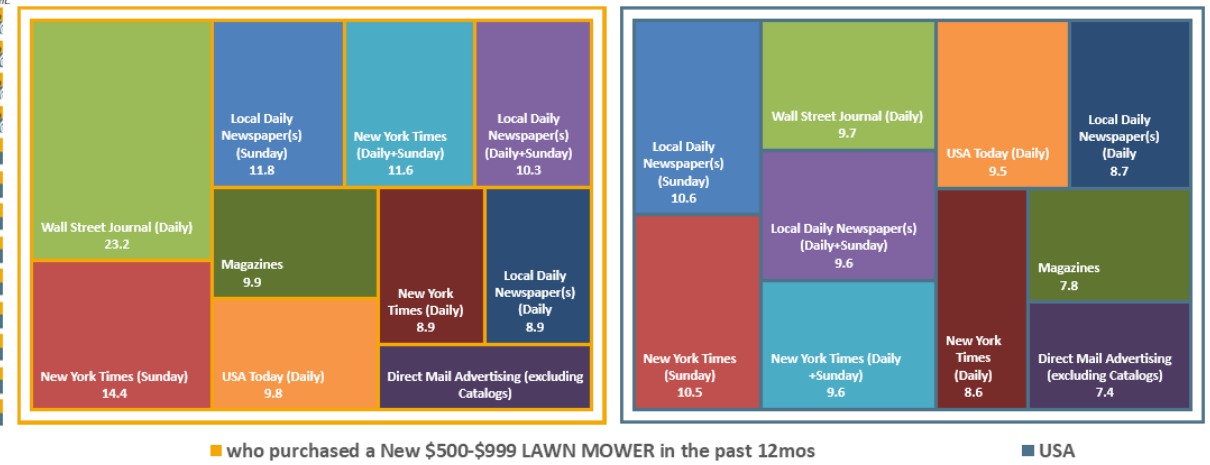
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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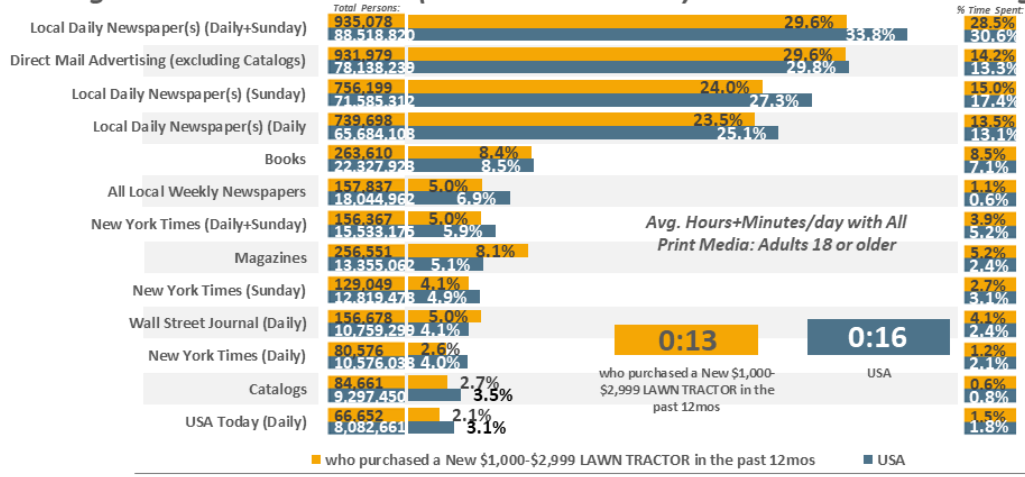
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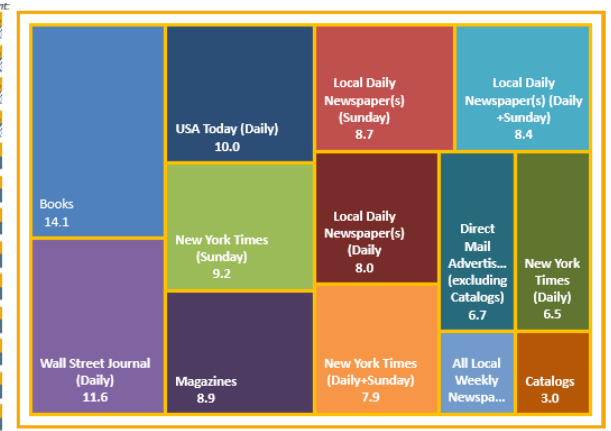
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Activities past 12 months: Lawn care)] AND Household items bought past 12 months (amount spent) (HHLD): Lawn or garden items:$500 - $999

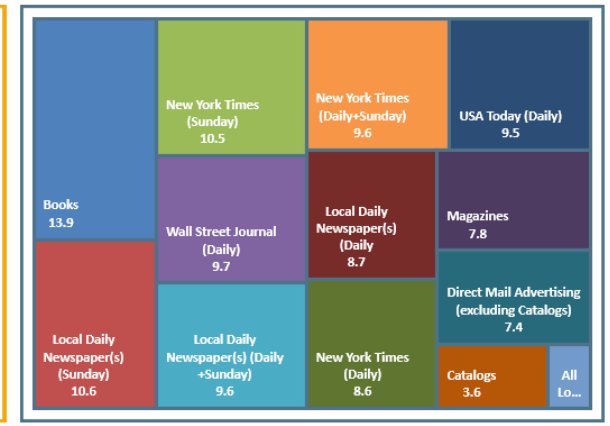


935,078 or 29.6% of Adults 18 or older who purchased a New $1,000-$2,999 LAWN TRACTOR in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 31.1% of all time spent daily with All forms of Prin

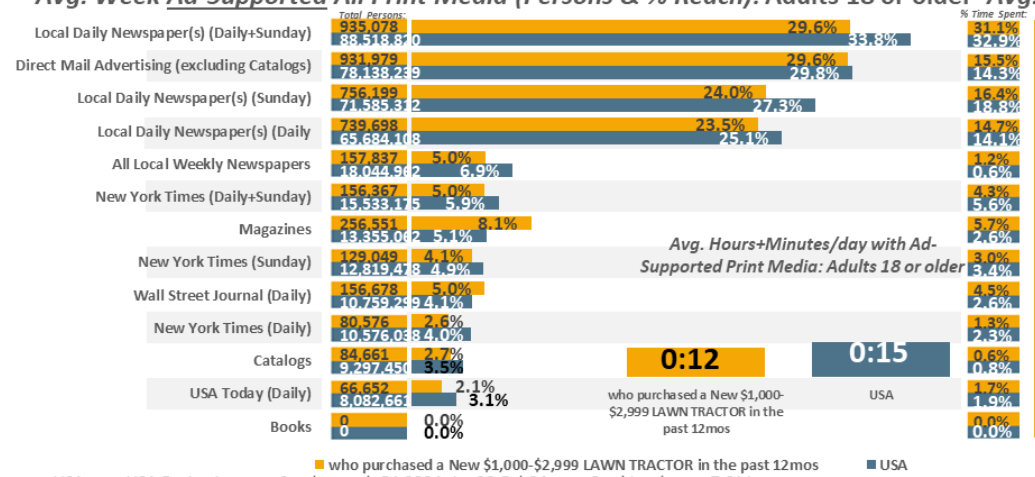
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

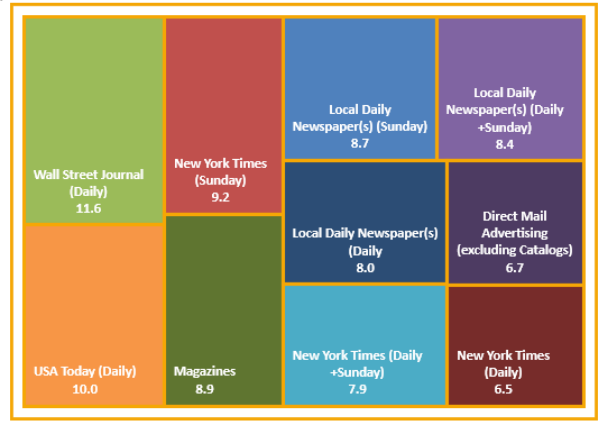


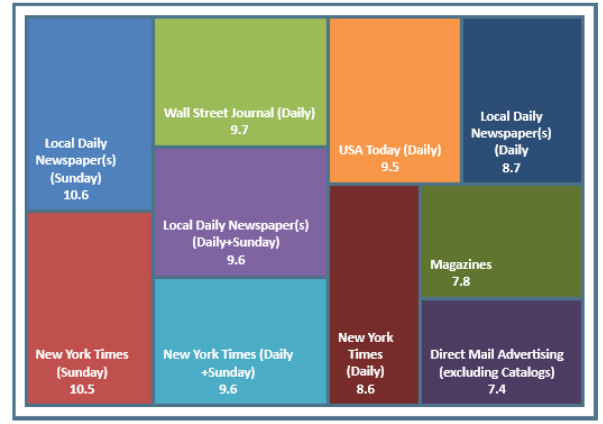




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







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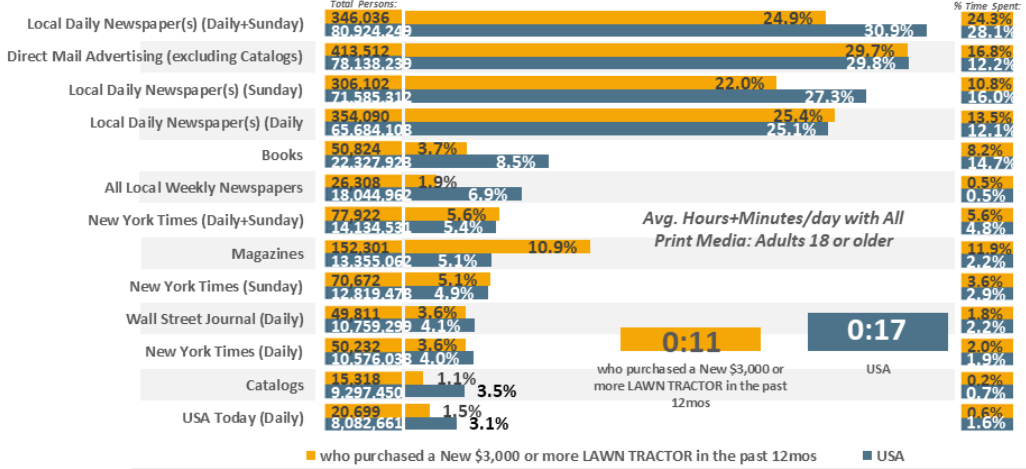
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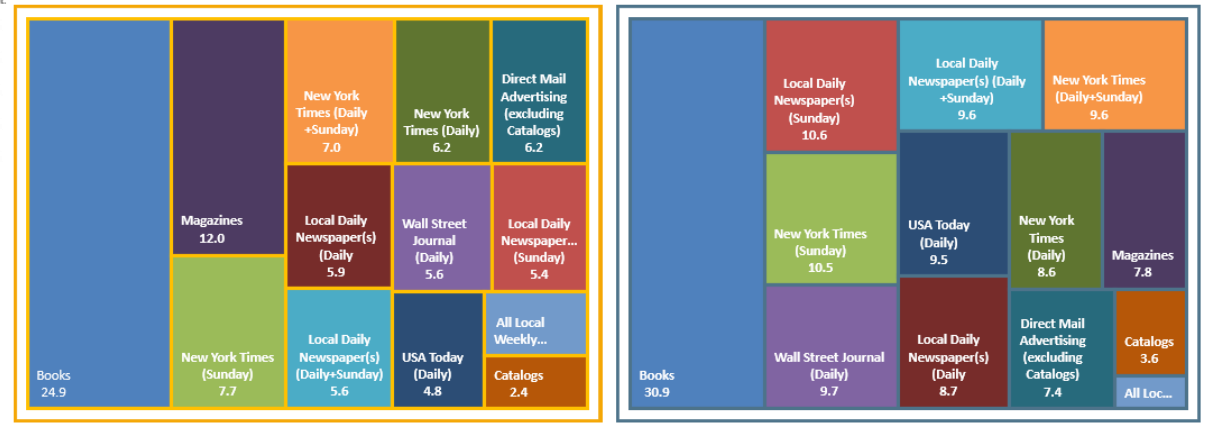


346,036 or 24.9% of Adults 18 or older who purchased a New $3,000 or more LAWN TRACTOR in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 5.6 minutes every day representing 26.5% of all time spent daily with All forms of Pri

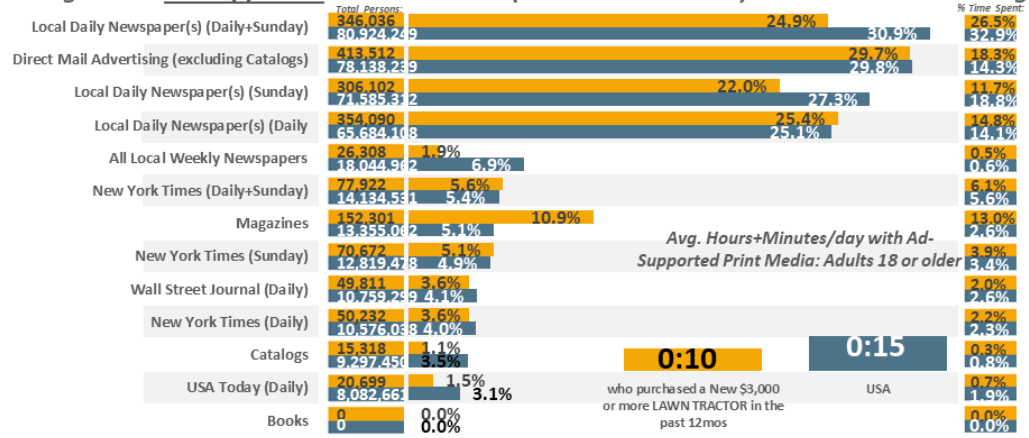
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



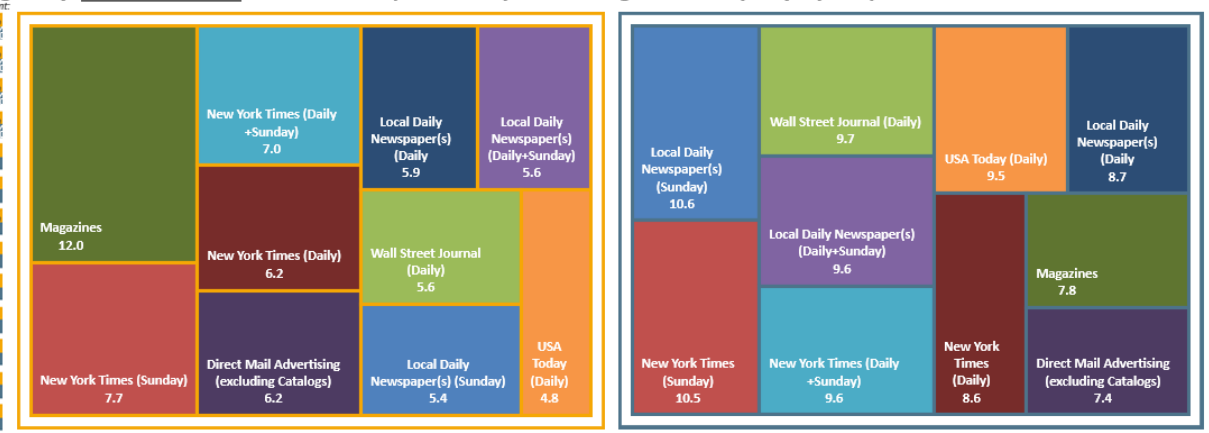
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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