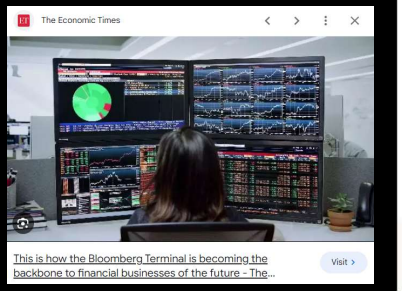
USA –P18+ past 3 months Shoppers of 5 Different PET SUPPLY RETAILERS!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ Pet Owners who shopped AMAZON, WALMART, PETCO, PETSMART, or CHEWY In-Store and/or Online in the past 3 months as of April 2024!



amazon Walmart PETSMART petco chewy.com



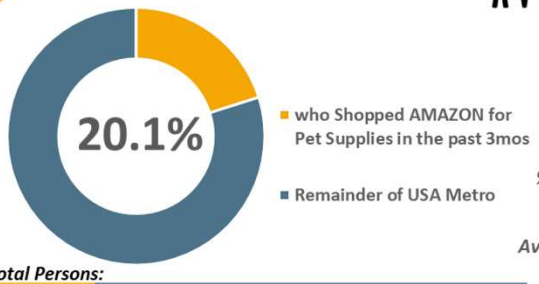
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

[((Lifestyle characteristics: Own a dog OR Lifestyle characteristics: Own a cat OR Lifestyle characteristics: Own other pet) AND (Stores/services shopped in-store past 3 months: Any pet supply store OR Stores/services shopped online past 3 months: Any pet supply store))] AND Stores/services shopped past 3 months: Petco
[((Lifestyle characteristics: Own a dog OR Lifestyle characteristics: Own a cat OR Lifestyle characteristics: Own other pet) AND (Stores/services shopped in-store past 3 months: Any pet supply store OR Stores/services shopped online past 3 months: Any pet supply store))] AND Stores/services shopped past 3 months: PetSmart
[((Lifestyle characteristics: Own a dog OR Lifestyle characteristics: Own a cat OR Lifestyle characteristics: Own other pet) AND (Stores/services shopped in-store past 3 months: Any pet supply store OR Stores/services shopped online past 3 months: Any pet supply store))] AND Stores/services shopped past 3 months: Walmart
[((Lifestyle characteristics: Own a dog OR Lifestyle characteristics: Own a cat OR Lifestyle characteristics: Own other pet) AND (Stores/services shopped in-store past 3 months: Any pet supply store OR Stores/services shopped online past 3 months: Any pet supply store))] AND Stores/services shopped past 3 months: Amazon
[((Lifestyle characteristics: Own a dog OR Lifestyle characteristics: Own a cat OR Lifestyle characteristics: Own other pet) AND (Stores/services shopped in-store past 3 months: Any pet supply store OR Stores/services shopped online past 3 months: Any pet supply store))] AND Apps or websites used or visited past 30 days:Retail/Shopping: Chewy.com

HUBBARD BROADCASTING INC. HB

20.1% or 52,722,836 of USA Adults 18 or older Shopped AMAZON for Pet Supplies in the past 3mos.
Typical Adults 18 or older who Shopped AMAZON for Pet Supplies in the past 3mos are 47.3 years old (3.2% younger than average) and have a $101,129 (12.8% higher than average) annual household income.

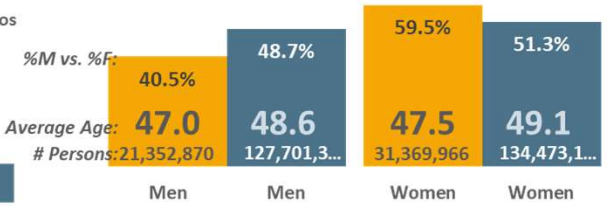
Percent of Market: Adults 18 or older



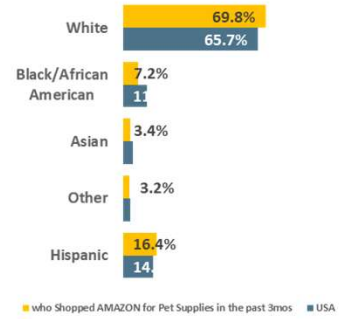
Total Persons:

52,722,836	209,451,664

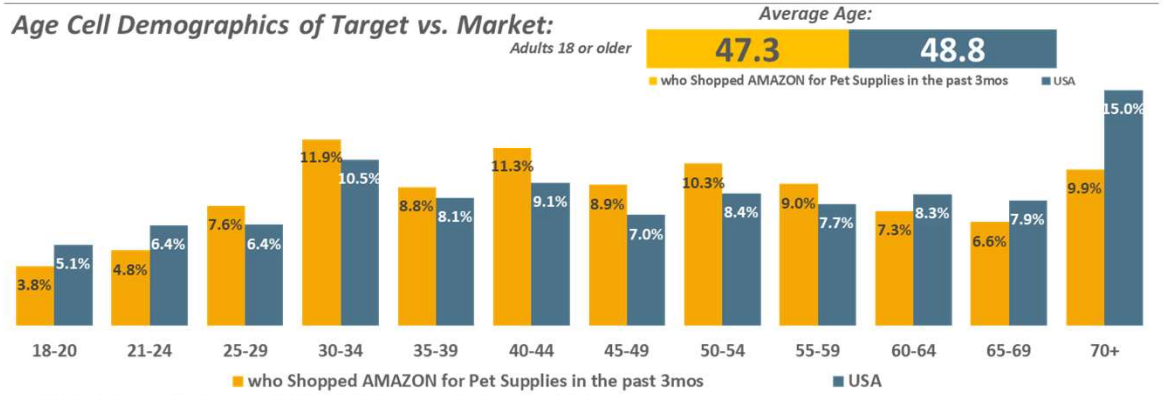
Gender of Target vs. Market: Adults 18 or older



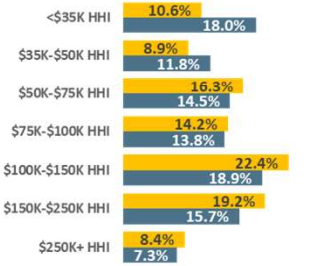
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$101,129	$89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,538

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[((Lifestyle characteristics: Own a dog OR Lifestyle characteristics: Own a cat OR Lifestyle characteristics: Own other pet) AND (Stores/services shopped in-store past 3 months: Any pet supply store OR Stores/services shopped online past 3 months: Any pet supply store))] AND Stores/services shopped past 3 months: Amazon

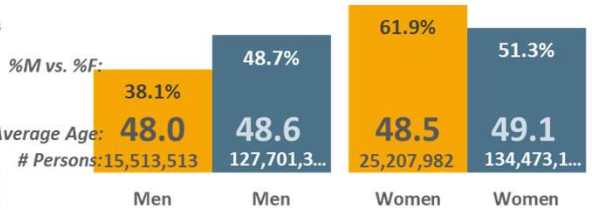
15.5% or 40,721,494 of USA Adults 18 or older Shopped WALMART for Pet Supplies in the past 3mos.
Typical Adults 18 or older who Shopped WALMART for Pet Supplies in the past 3mos are 48.3 years old (1.2% younger than average) and have a $89,714 (.% higher than average) annual household income.

Percent of Market: Adults 18 or older

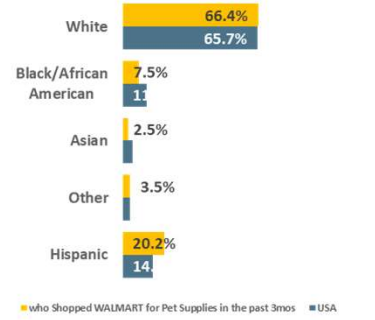


Total Persons:
40,721,494 | 221,453,006

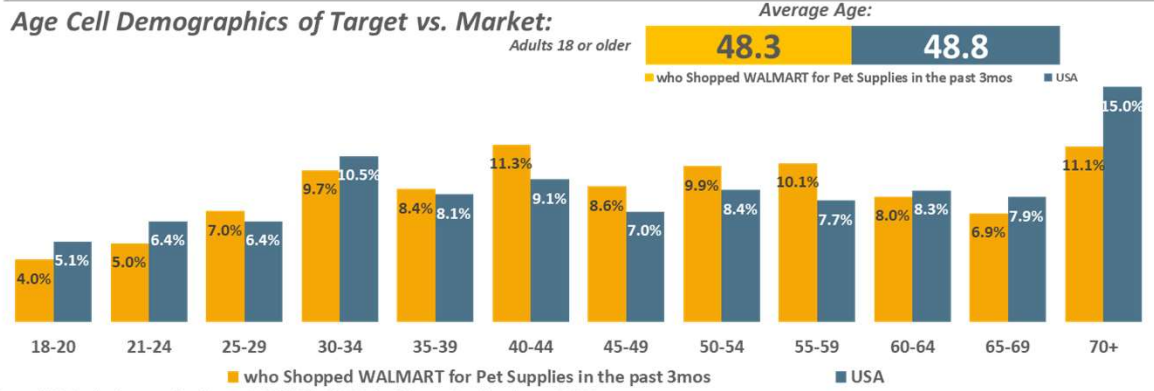
Gender of Target vs. Market: Adults 18 or older



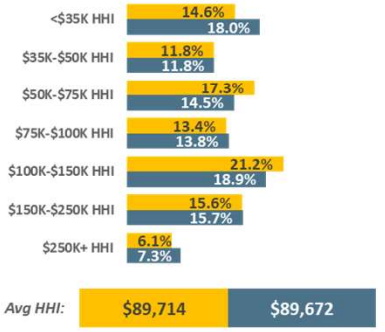
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $89,714 | $89,672

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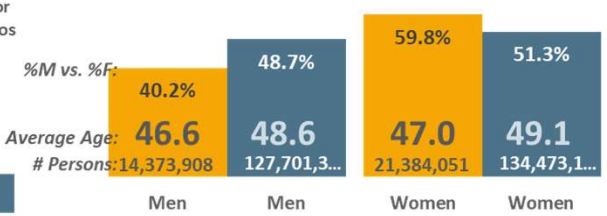
13.6% or 35,757,958 of USA Adults 18 or older Shopped PETSMART for Pet Supplies in the past 3mos.
Typical Adults 18 or older who Shopped PETSMART for Pet Supplies in the past 3mos are 46.8 years old (4.2% younger than average) and have a $95,150 (6.1% higher than average) annual household income.

Percent of Market: Adults 18 or older

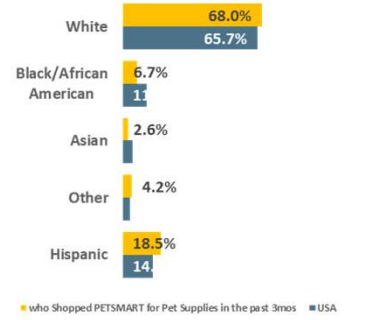


Total Persons:
35,757,958 | 226,416,542

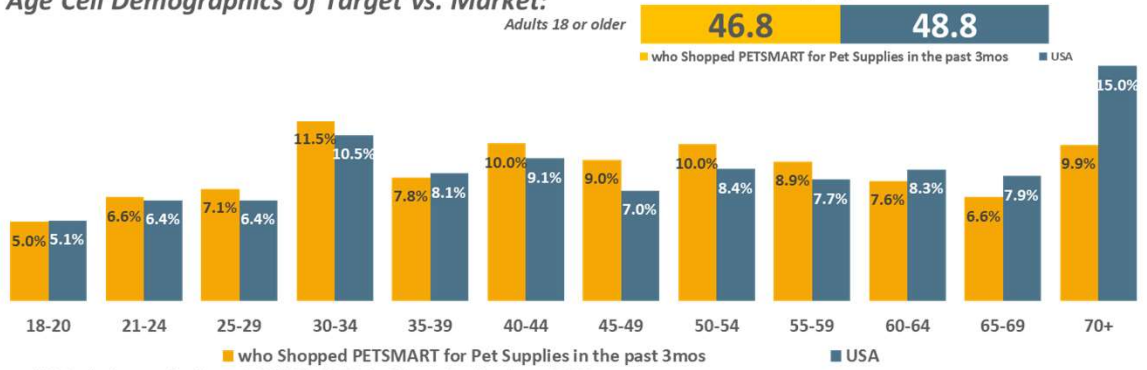
Gender of Target vs. Market: Adults 18 or older



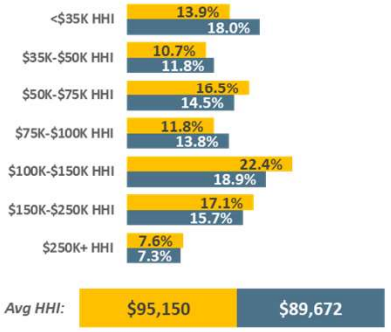
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $95,150 | $89,672

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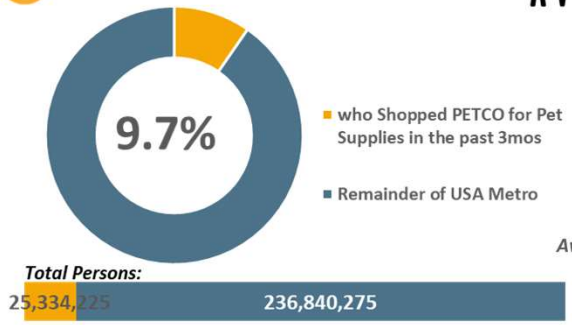
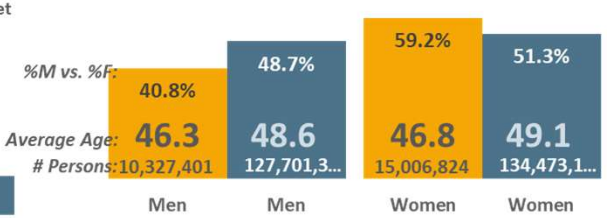
[((Lifestyle characteristics: Own a dog OR Lifestyle characteristics: Own a cat OR Lifestyle characteristics: Own other pet) AND (Stores/services shopped in-store past 3 months: Any pet supply store OR Stores/services shopped online past 3 months: Any pet supply store))] AND Stores/services shopped past 3 months: PetSmart

9.7% or 25,334,225 of USA Adults 18 or older Shopped PETCO for Pet Supplies in the past 3mos.
Typical Adults 18 or older who Shopped PETCO for Pet Supplies in the past 3mos are 46.5 years old (4.7% younger than average) and have a $97,073 (8.3% higher than average) annual household income.

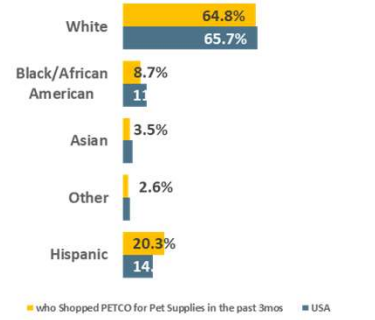
Percent of Market: Adults 18 or older



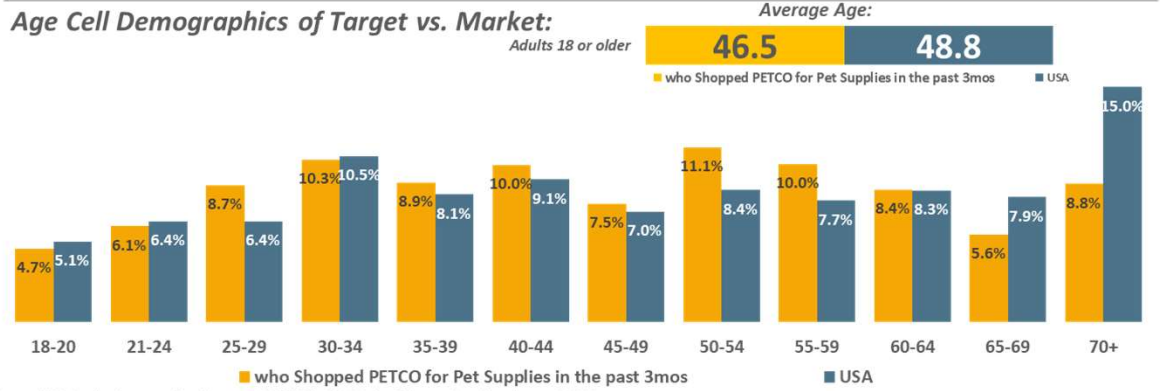
Gender of Target vs. Market: Adults 18 or older



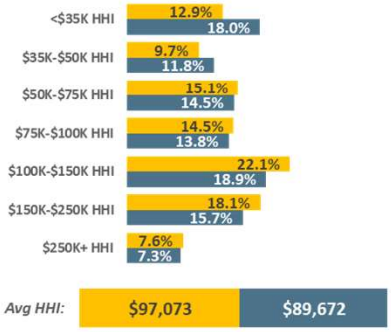
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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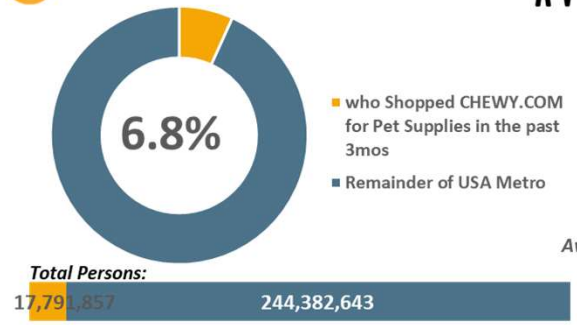
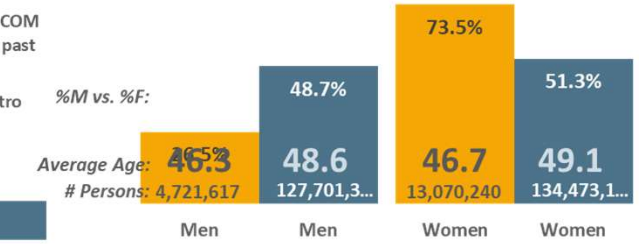
6.8% or 17,791,857 of USA Adults 18 or older Shopped CHEWY.COM for Pet Supplies in the past 3mos.
Typical Adults 18 or older who Shopped CHEWY.COM for Pet Supplies in the past 3mos are 46.5 years old (4.8% younger than average) and have a $97,348 (8.6% higher than average) annual household income.

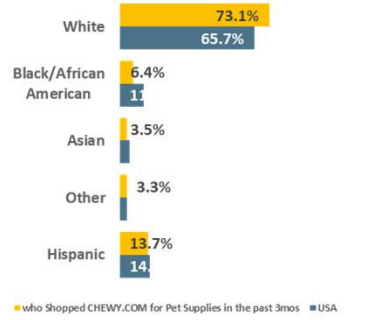
Percent of Market: Adults 18 or older



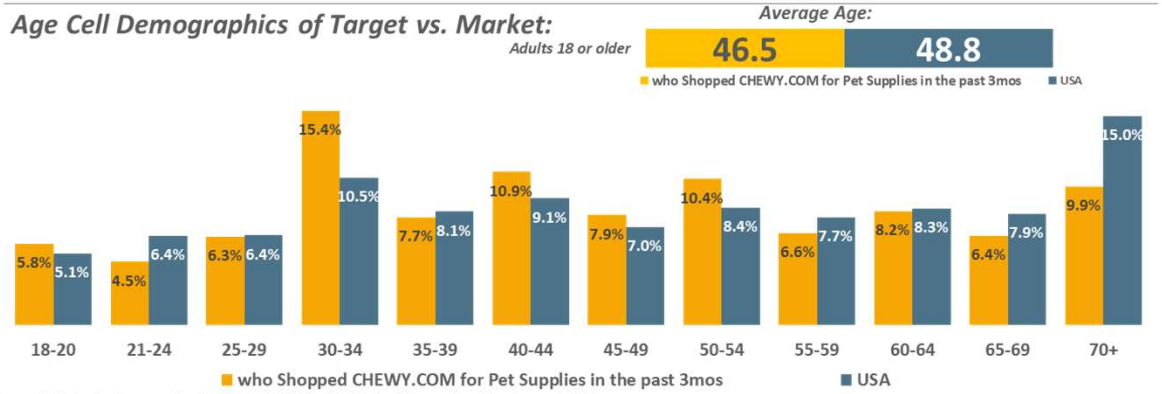
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



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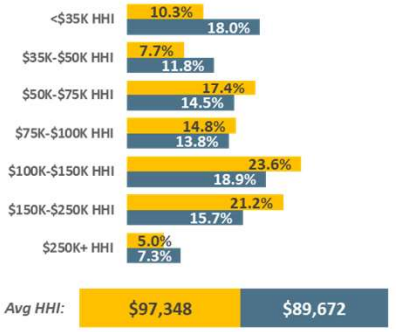

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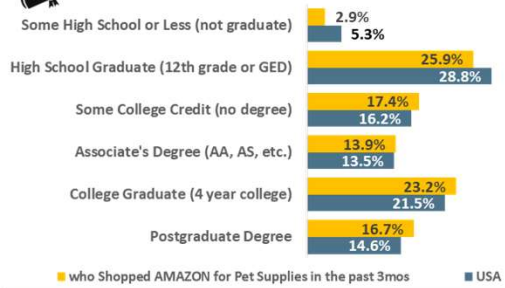
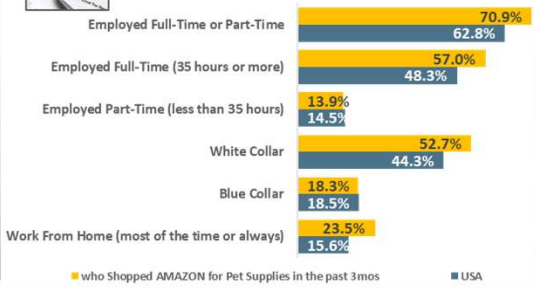
20.1% or 52,722,836 of USA Adults 18 or older Shopped AMAZON for Pet Supplies in the past 3mos. Adults 18 or older who Shopped AMAZON for Pet Supplies in the past 3mos are 10.4% more likely to be a college graduate, 18.% more likely to work full-time, 11.8% more likely to be married, 10.3% more likely to be a parent of 1 or more children under 18.

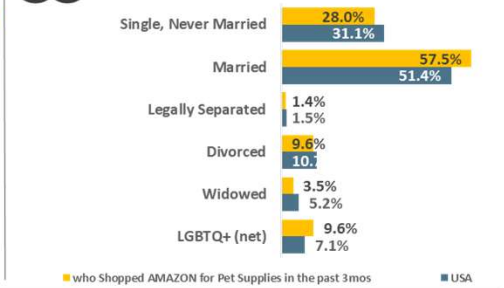
Education Levels: Adults 18 or older



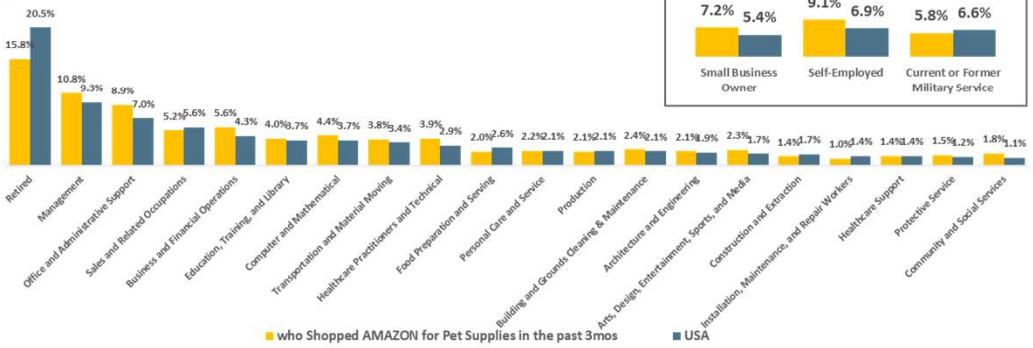
Employment: Adults 18 or older



Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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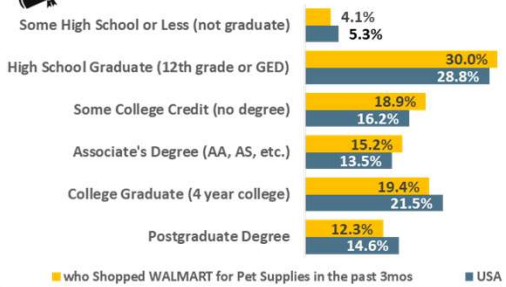
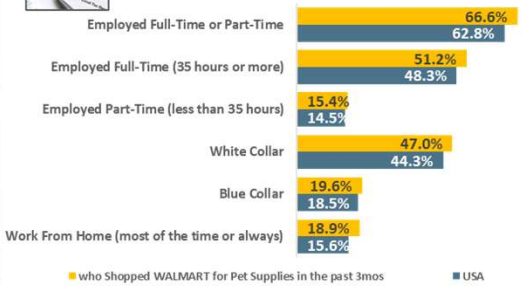
15.5% or 40,721,494 of USA Adults 18 or older Shopped WALMART for Pet Supplies in the past 3mos. Adults 18 or older who Shopped WALMART for Pet Supplies in the past 3mos are 12.2% less likely to be a college graduate, 6.1% more likely to work full-time, 9.1% more likely to be married, 9.9% more likely to be a parent of 1 or more children under 18.

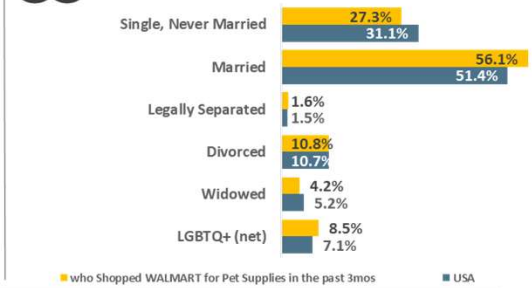
Education Levels: Adults 18 or older



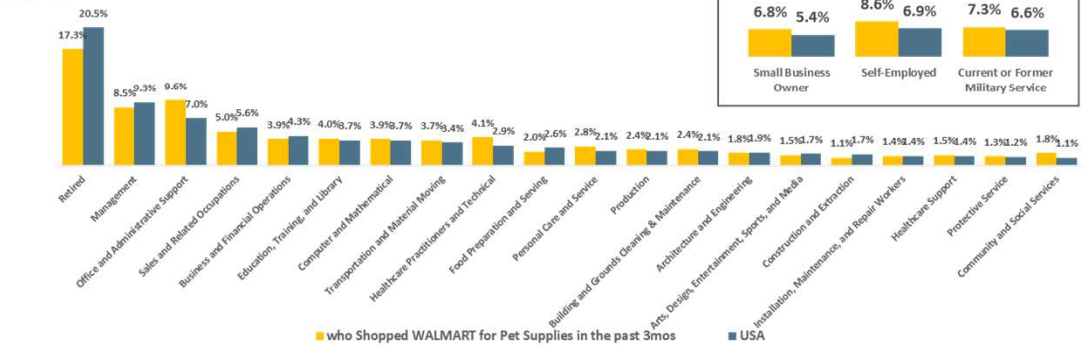
Employment: Adults 18 or older



Marital Status: Adults 18 or older

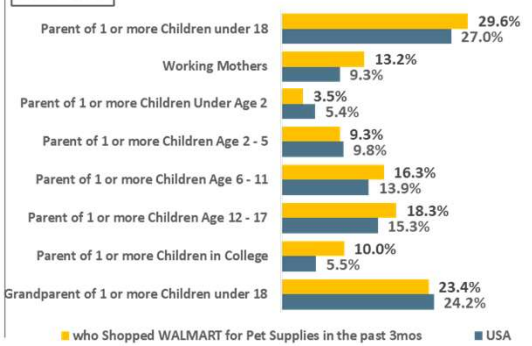


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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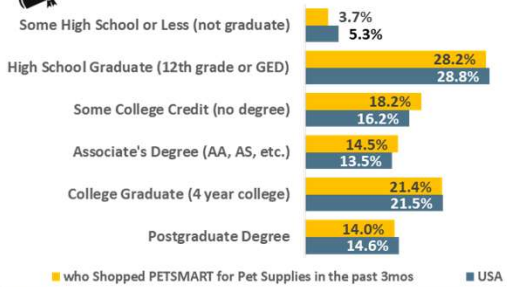
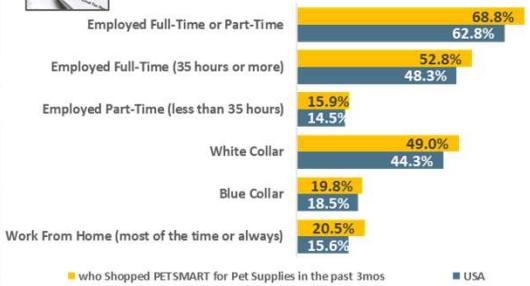
13.6% or 35,757,958 of USA Adults 18 or older Shopped PETSMART for Pet Supplies in the past 3mos. Adults 18 or older who Shopped PETSMART for Pet Supplies in the past 3mos are 2.1% less likely to be a college graduate, 9.4% more likely to work full-time, 6.4% more likely to be married, 4.5% more likely to be a parent of 1 or more children under 18.

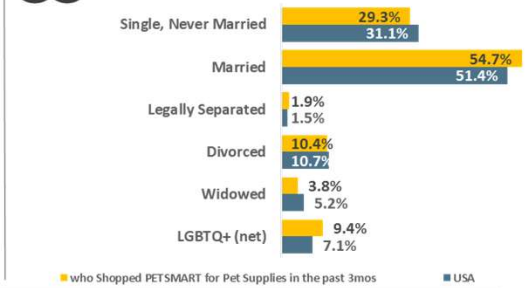
Education Levels: Adults 18 or older



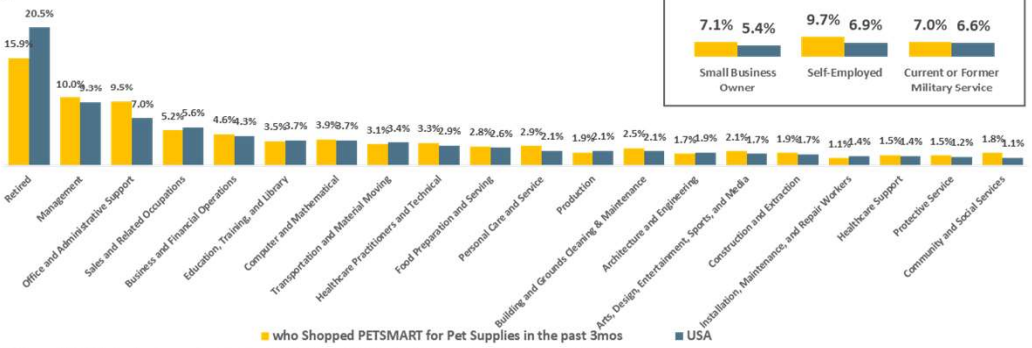
Employment: Adults 18 or older



Marital Status: Adults 18 or older

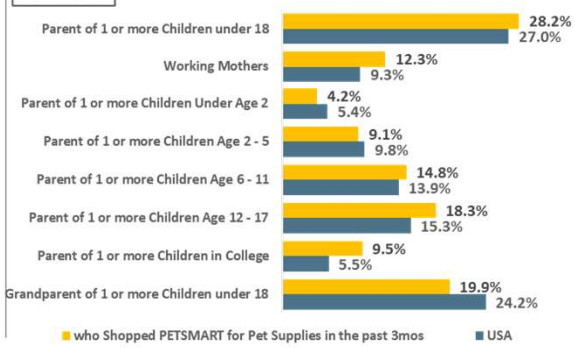


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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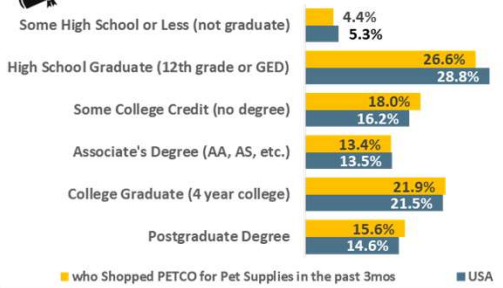
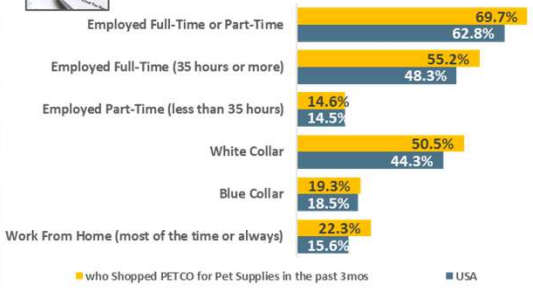
[((Lifestyle characteristics: Own a dog OR Lifestyle characteristics: Own a cat OR Lifestyle characteristics: Own other pet) AND (Stores/services shopped in-store past 3 months: Any pet supply store OR Stores/services shopped online past 3 months: Any pet supply store))] AND Stores/services shopped past 3 months: PetSmart

9.7% or 25,334,225 of USA Adults 18 or older Shopped PETCO for Pet Supplies in the past 3mos.
Adults 18 or older who Shopped PETCO for Pet Supplies in the past 3mos are 3.9% more likely to be a college graduate, 14.2% more likely to work full-time, 4.1% more likely to be married, 3.9% more likely to be a parent of 1 or more children under 18.

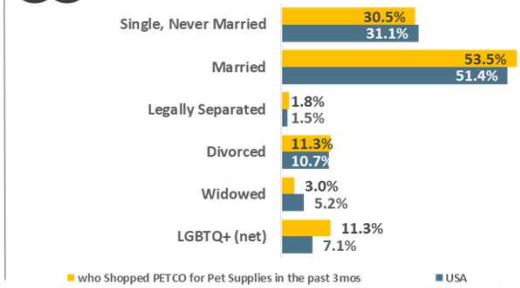
Education Levels: Adults 18 or older



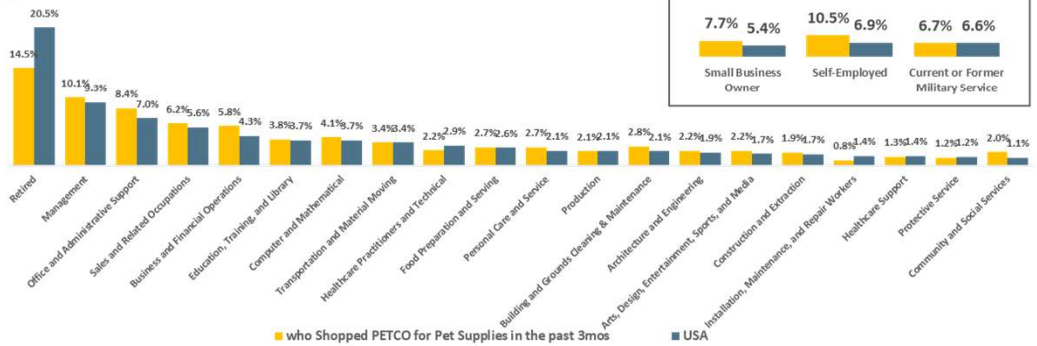
Employment: Adults 18 or older



Marital Status: Adults 18 or older

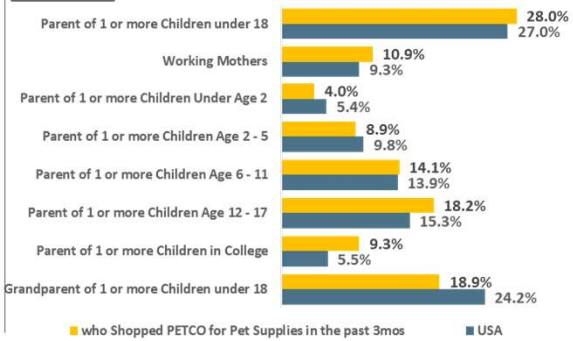


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,538

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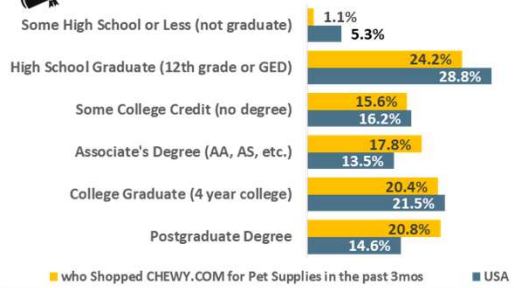
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

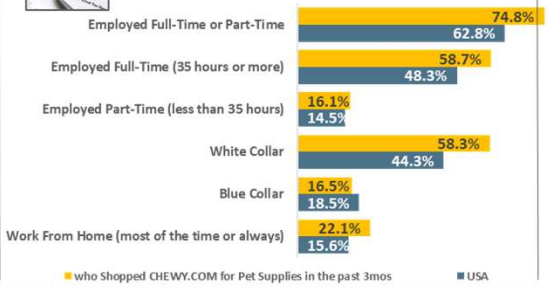
[((Lifestyle characteristics: Own a dog OR Lifestyle characteristics: Own a cat OR Lifestyle characteristics: Own other pet) AND (Stores/services shopped in-store past 3 months: Any pet supply store OR Stores/services shopped online past 3 months: Any pet supply store))] AND Stores/services shopped past 3 months: Petco

6.8% or 17,791,857 of USA Adults 18 or older Shopped CHEWY.COM for Pet Supplies in the past 3mos. Adults 18 or older who Shopped CHEWY.COM for Pet Supplies in the past 3mos are 14.2% more likely to be a college graduate, 21.5% more likely to work full-time, 4.4% more likely to be married, 14.7% less likely to be a parent of 1 or more children under 18

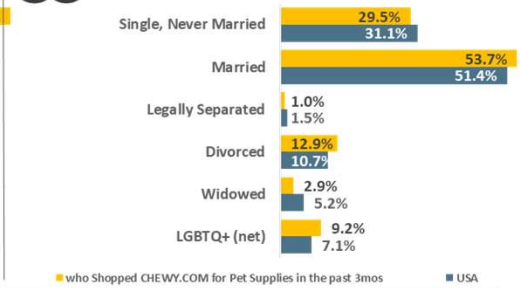
Education Levels: Adults 18 or older



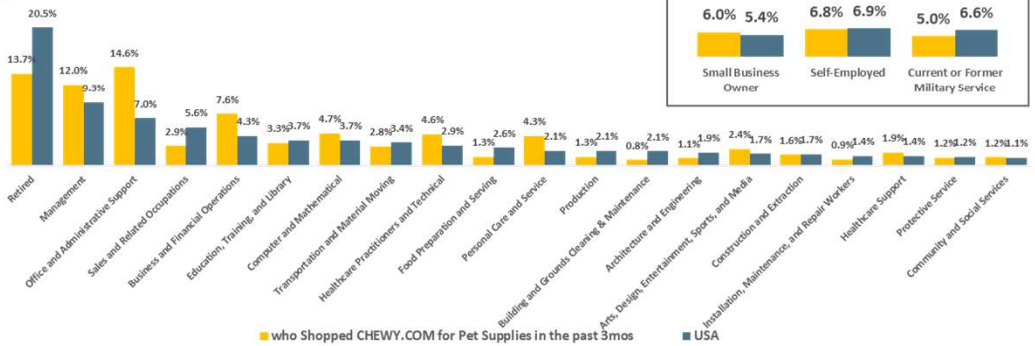
Employment: Adults 18 or older



Marital Status: Adults 18 or older

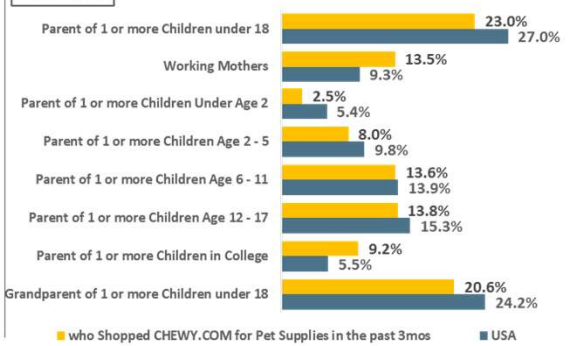


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,538

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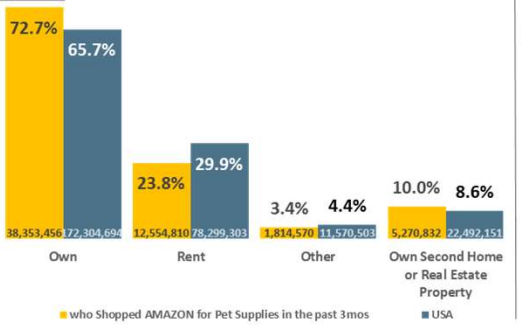
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

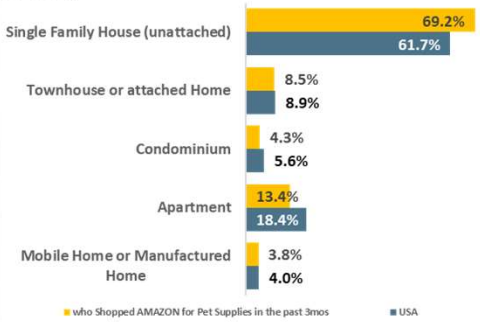
[((Lifestyle characteristics: Own a dog OR Lifestyle characteristics: Own a cat OR Lifestyle characteristics: Own other pet) AND (Stores/services shopped in-store past 3 months: Any pet supply store OR Stores/services shopped online past 3 months: Any pet supply store))] AND Apps or websites used or visited past 30 days:Retail/Shopping: Chewy.com

20.1% or 52,722,836 of USA Adults 18 or older Shopped AMAZON for Pet Supplies in the past 3mos. Adults 18 or older who Shopped AMAZON for Pet Supplies in the past 3mos are 10.7% more likely to own their home, 1.8% more likely to own a higher valued home, 12.1% more likely to have a single-family home, 113.1% more likely to have a dog.

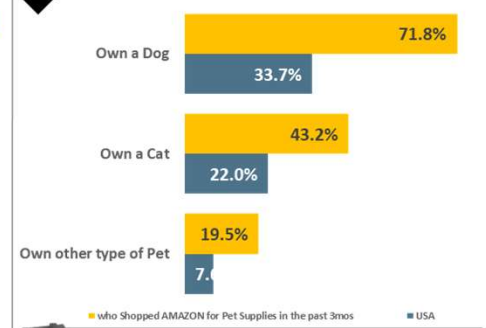
Own/Rent/Other: Adults 18 or older



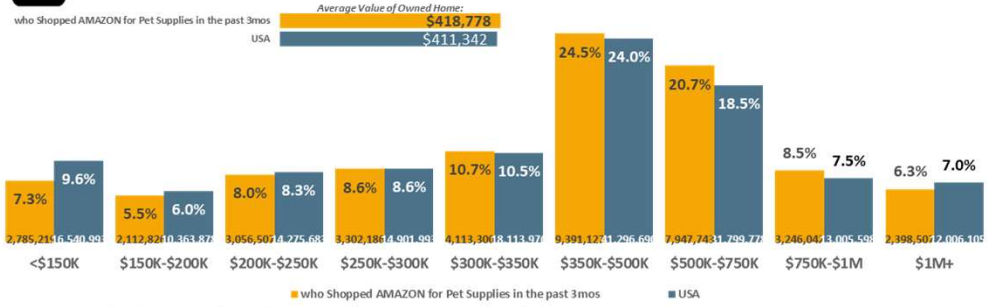
Type of Home: Adults 18 or older



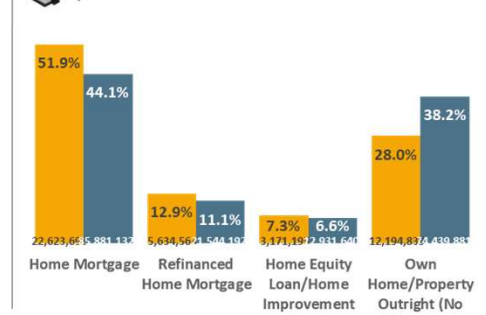
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,538

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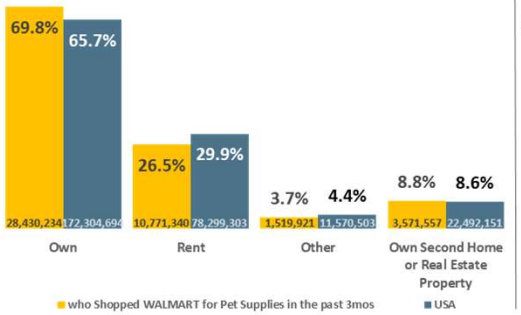
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

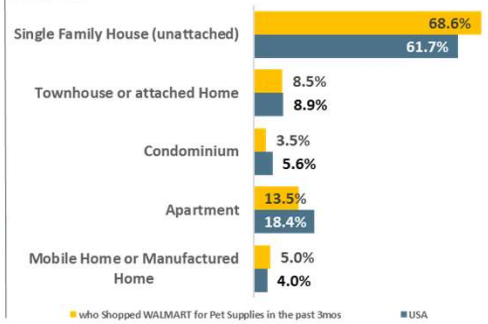
[((Lifestyle characteristics: Own a dog OR Lifestyle characteristics: Own a cat OR Lifestyle characteristics: Own other pet) AND (Stores/services shopped in-store past 3 months: Any pet supply store OR Stores/services shopped online past 3 months: Any pet supply store))] AND Stores/services shopped past 3 months: Amazon

15.5% or 40,721,494 of USA Adults 18 or older Shopped WALMART for Pet Supplies in the past 3mos. Adults 18 or older who Shopped WALMART for Pet Supplies in the past 3mos are 6.2% more likely to own their home, 11.1% more likely to own a lower valued home, 11.2% more likely to have a single-family home, 114.9% more likely to have a dog.

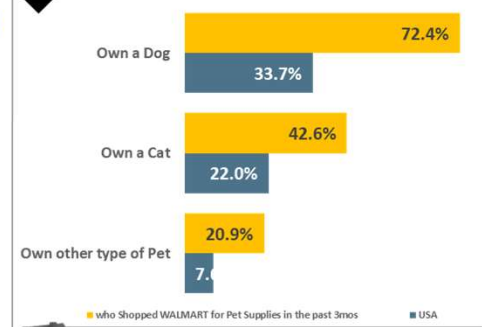
Own/Rent/Other: Adults 18 or older



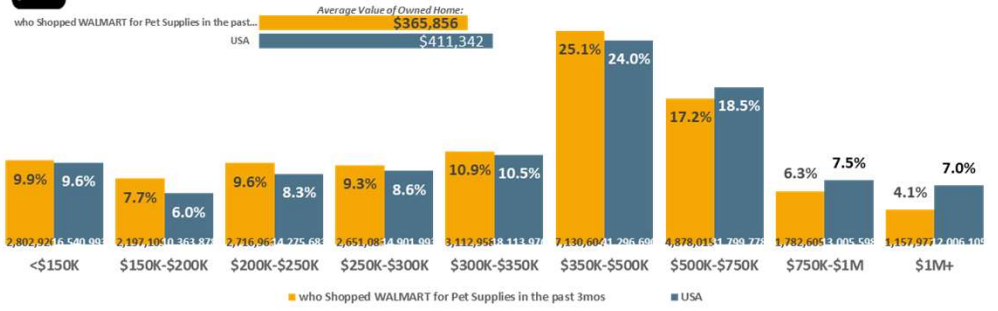
Type of Home: Adults 18 or older



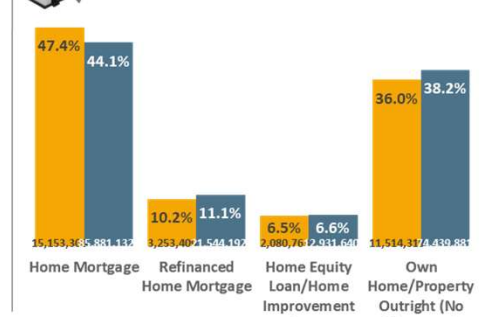
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,538*

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

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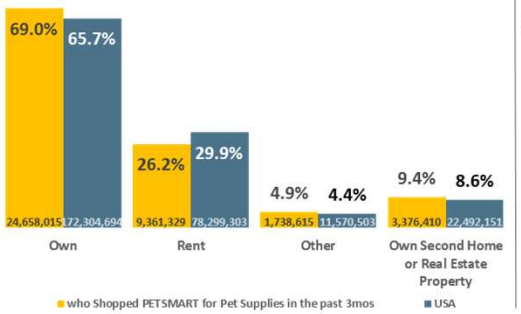
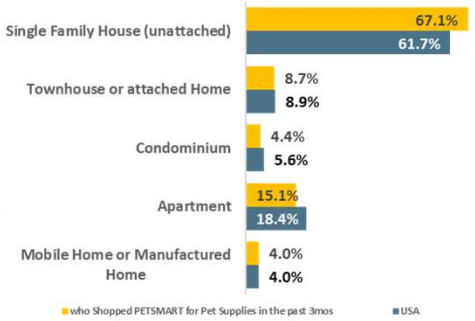
13.6% or 35,757,958 of USA Adults 18 or older Shopped PETSMART for Pet Supplies in the past 3mos. Adults 18 or older who Shopped PETSMART for Pet Supplies in the past 3mos are 4.9% more likely to own their home, .1% more likely to own a lower valued home, 8.8% more likely to have a single-family home, 108.4% more likely to have a dog.

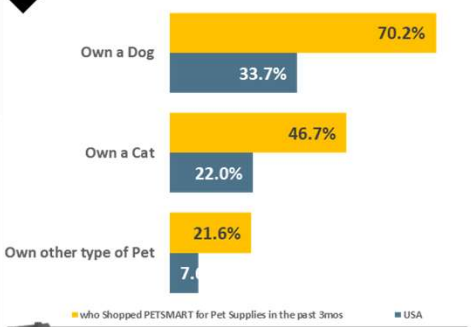
Own/Rent/Other: Adults 18 or older



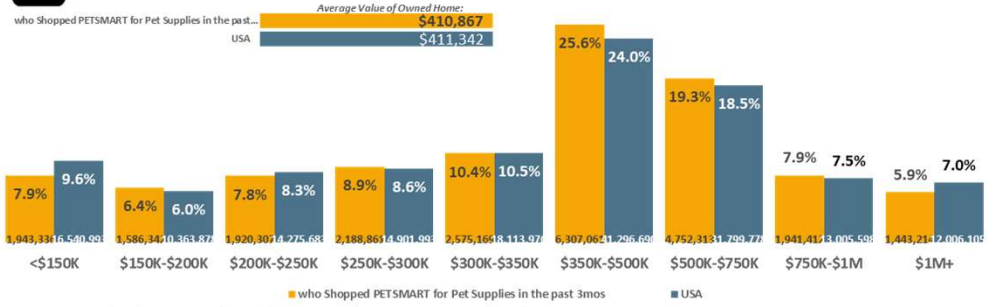
Type of Home: Adults 18 or older



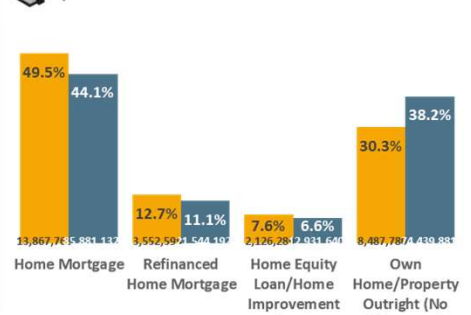
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,538*

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

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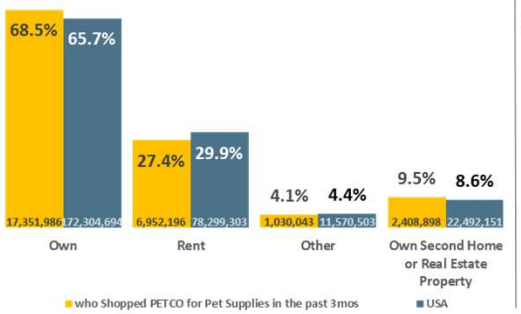
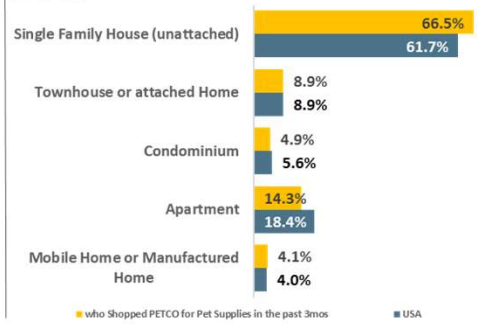
9.7% or 25,334,225 of USA Adults 18 or older Shopped PETCO for Pet Supplies in the past 3mos.
Adults 18 or older who Shopped PETCO for Pet Supplies in the past 3mos are 4.2% more likely to own their home, 2.5% more likely to own a higher valued home, 7.7% more likely to have a single-family home, 110.9% more likely to have a dog.

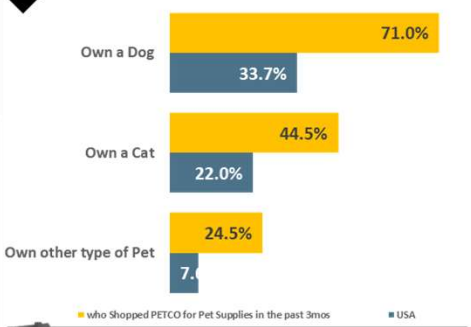
Own/Rent/Other: Adults 18 or older



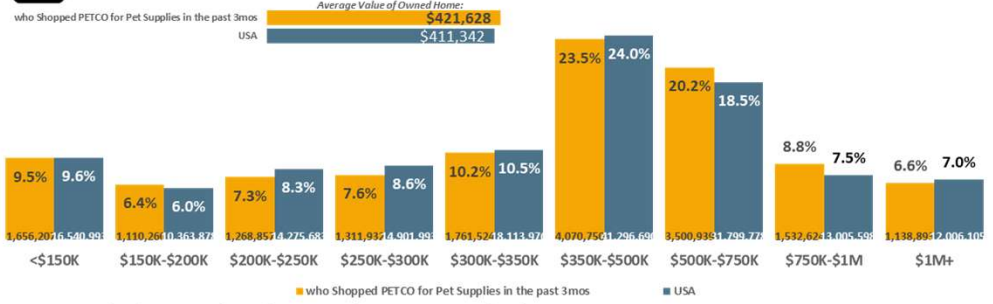
Type of Home: Adults 18 or older



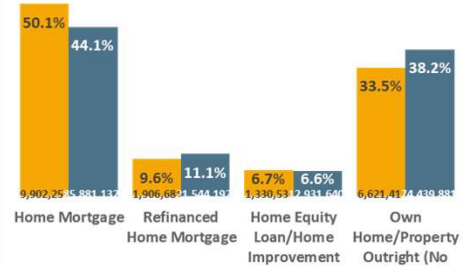
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,538*

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

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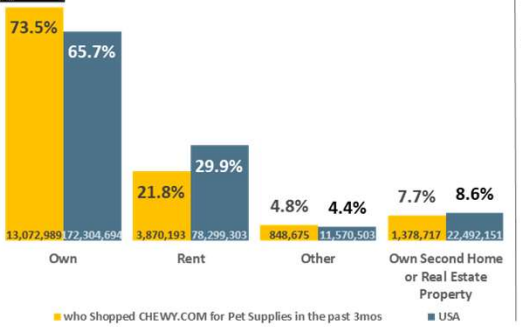
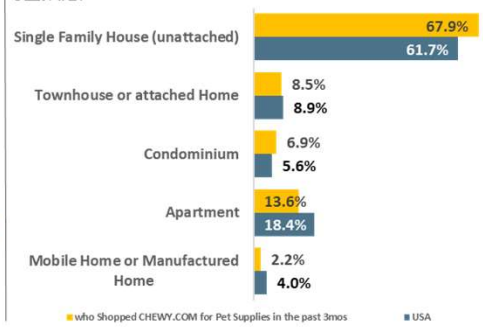
6.8% or 17,791,857 of USA Adults 18 or older Shopped CHEWY.COM for Pet Supplies in the past 3mos. Adults 18 or older who Shopped CHEWY.COM for Pet Supplies in the past 3mos are 11.8% more likely to own their home, 12.3% more likely to own a lower valued home, 10.1% more likely to have a single-family home, 106.4% more likely to have a dog.

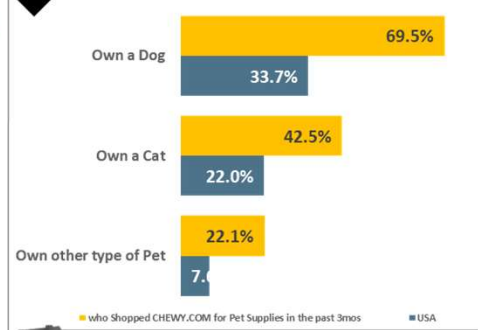
Own/Rent/Other: Adults 18 or older



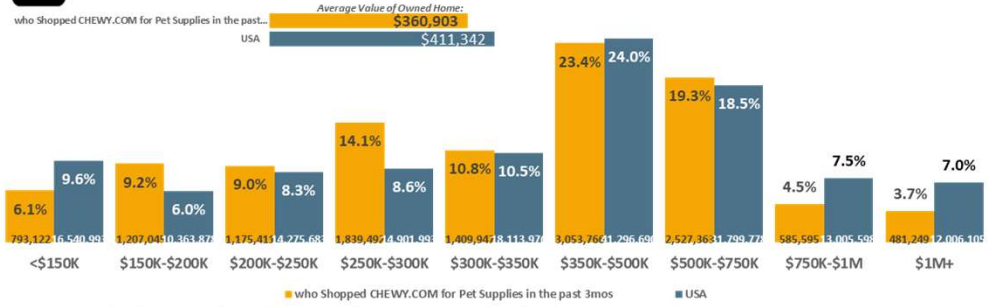
Type of Home: Adults 18 or older



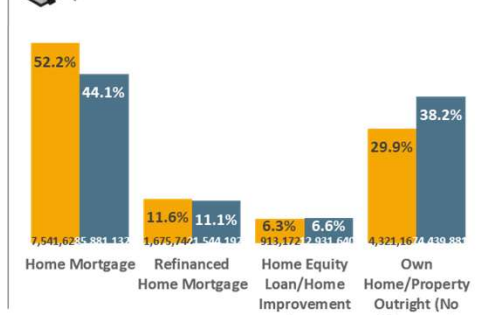
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,538*

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

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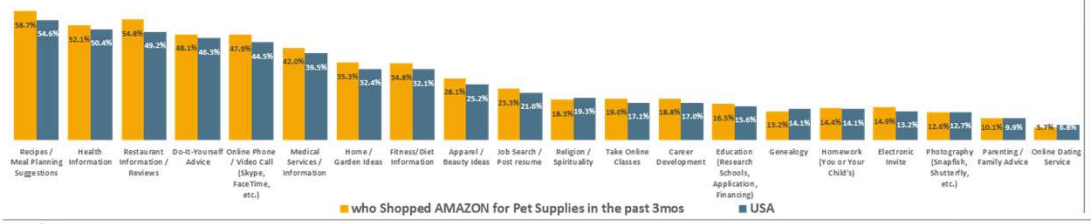
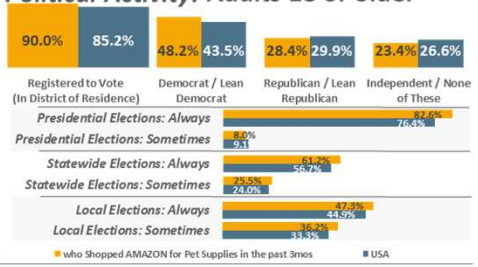
20.1% or 52,722,836 of USA Adults 18 or older Shopped AMAZON for Pet Supplies in the past 3mos. Adults 18 or older who Shopped AMAZON for Pet Supplies in the past 3mos are 3.8% more likely to look up D-I-Y advice online, 5.5% more likely to always vote in local elections, 23.3% more likely to belong to a gym, 8.9% more likely to fly domestic past yr

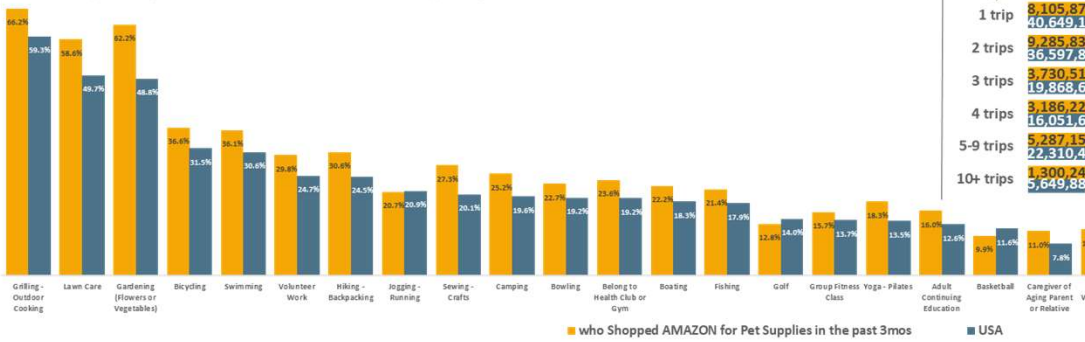
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



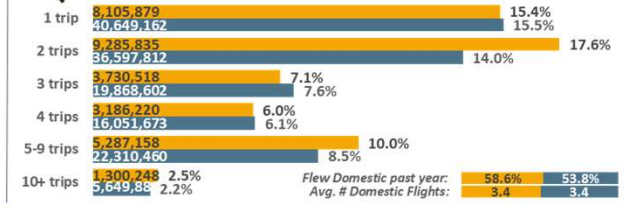
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,538

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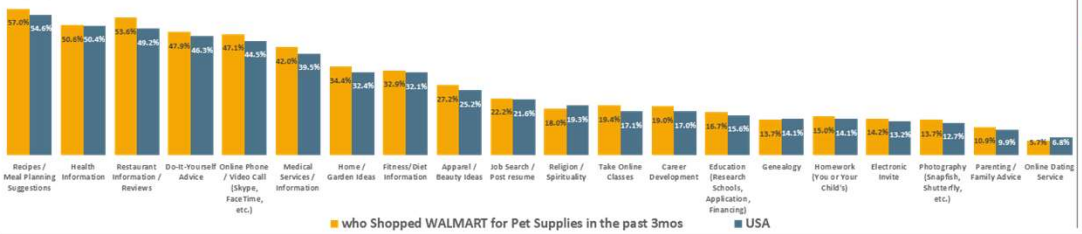
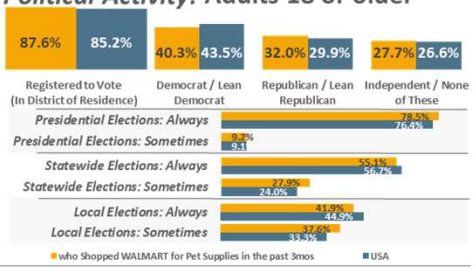
15.5% or 40,721,494 of USA Adults 18 or older Shopped WALMART for Pet Supplies in the past 3mos. Adults 18 or older who Shopped WALMART for Pet Supplies in the past 3mos are 3.4% more likely to look up D-I-Y advice online, 6.7% less likely to always vote in local elections, 14.1% more likely to belong to a gym, 3.7% less likely to fly domestic past y

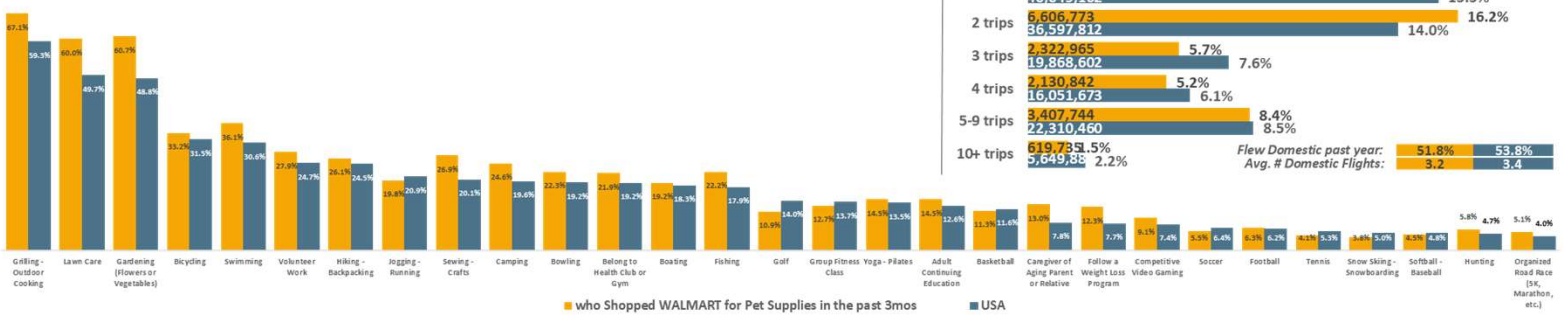
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,538

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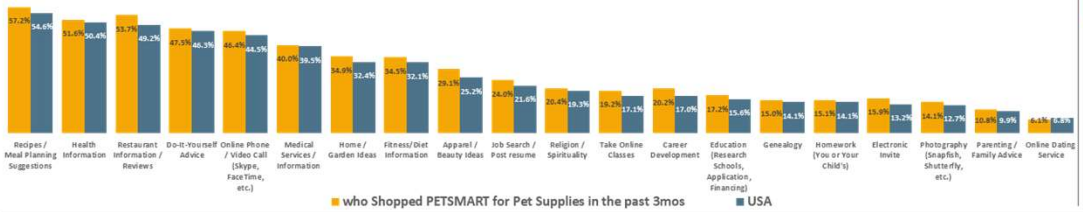
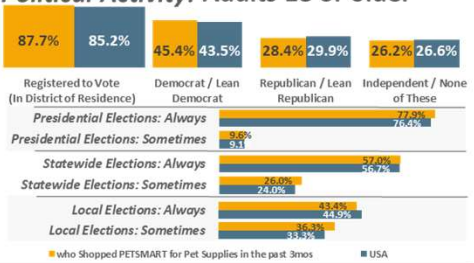
[((Lifestyle characteristics: Own a dog OR Lifestyle characteristics: Own a cat OR Lifestyle characteristics: Own other pet) AND (Stores/services shopped in-store past 3 months: Any pet supply store OR Stores/services shopped online past 3 months: Any pet supply store))] AND Stores/services shopped past 3 months: Walmart

13.6% or 35,757,958 of USA Adults 18 or older Shopped PETSMART for Pet Supplies in the past 3mos. Adults 18 or older who Shopped PETSMART for Pet Supplies in the past 3mos are 2.5% more likely to look up D-I-Y advice online, 3.2% less likely to always vote in local elections, 23.4% more likely to belong to a gym, 2.2% more likely to fly domestic past

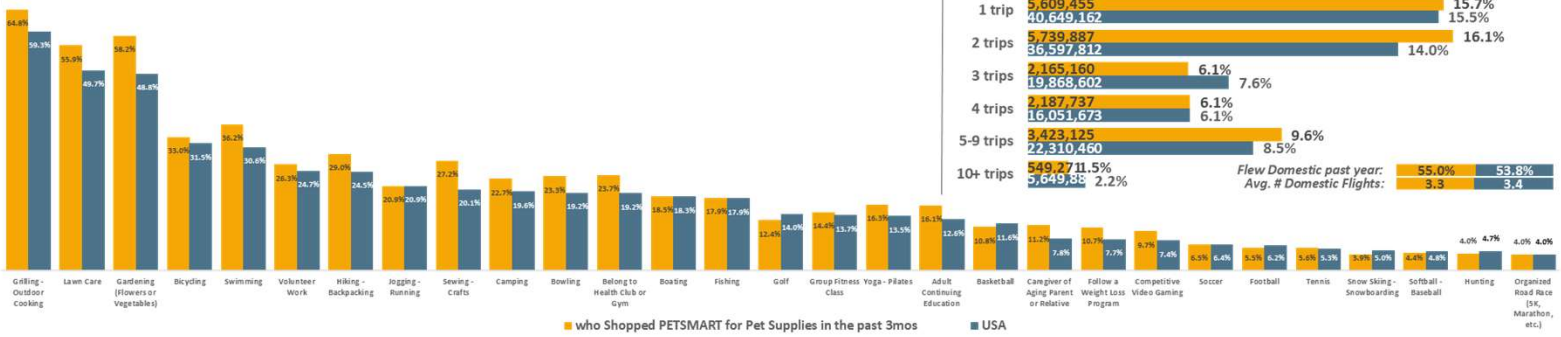
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,538

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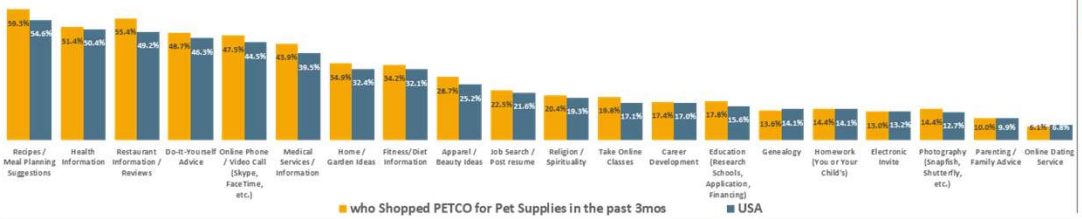
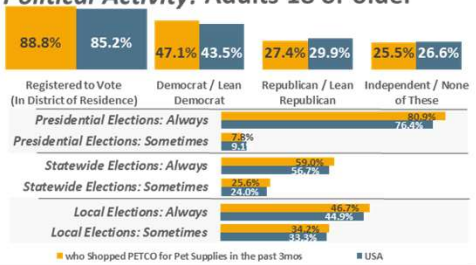
9.7% or 25,334,225 of USA Adults 18 or older Shopped PETCO for Pet Supplies in the past 3mos.
Adults 18 or older who Shopped PETCO for Pet Supplies in the past 3mos are 5.2% more likely to look up D-I-Y advice online, 4.% more likely to always vote in local elections, 28.9% more likely to belong to a gym, 5.% more likely to fly domestic past yr.

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



Political Activity: Adults 18 or older



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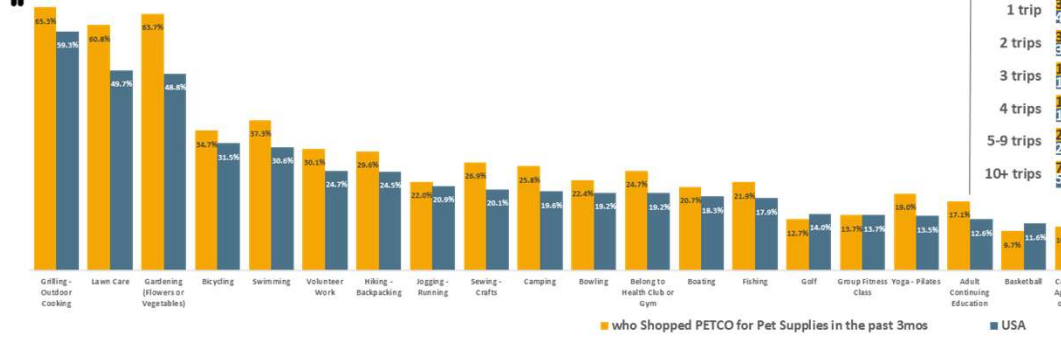
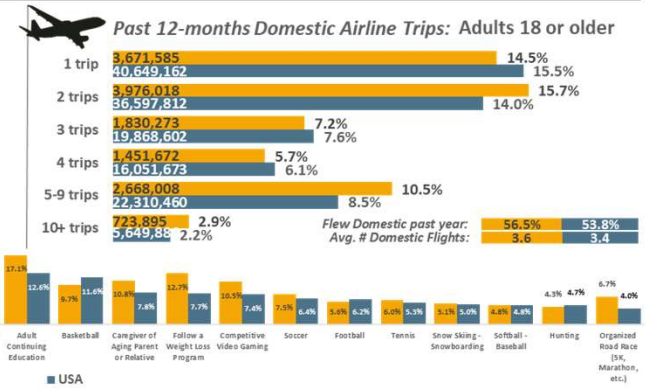


Past 12-months Domestic Airline Trips: Adults 18 or older



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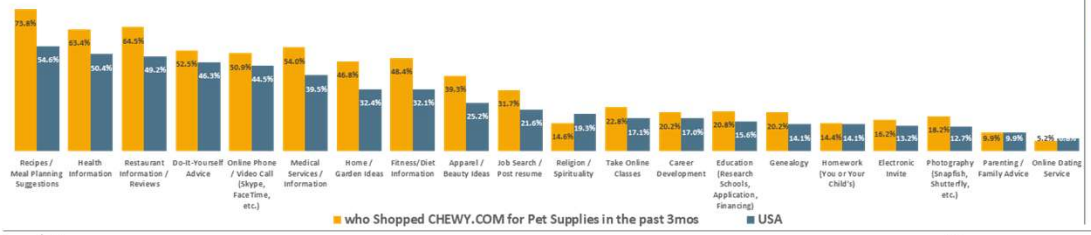
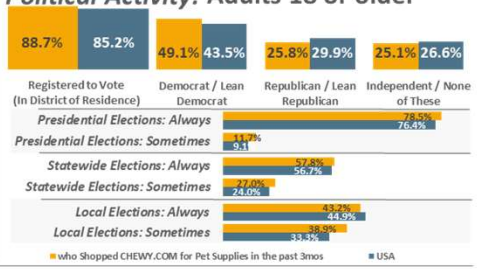
6.8% or 17,791,857 of USA Adults 18 or older Shopped CHEWY.COM for Pet Supplies in the past 3mos. Adults 18 or older who Shopped CHEWY.COM for Pet Supplies in the past 3mos are 13.4% more likely to look up D-I-Y advice online, 3.6% less likely to always vote in local elections, 15.2% more likely to belong to a gym, 1.4% less likely to fly domestic pas

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



Political Activity: Adults 18 or older



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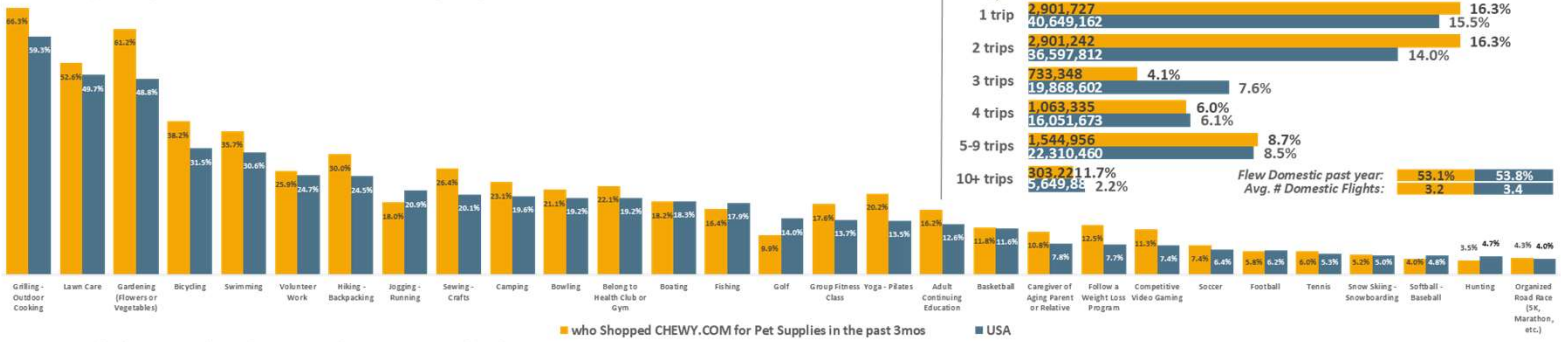

Past 12-months Domestic Airline Trips: Adults 18 or older

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20.1% or 52,722,836 of USA Adults 18 or older Shopped AMAZON for Pet Supplies in the past 3mos. Adults 18 or older who Shopped AMAZON for Pet Supplies in the past 3mos are 4.4% more likely to use QSRs past mo., 11.3% more likely to use Sit-Down Restaurants past mo., 2.1% more likely to use Casinos past yr., 11.8% 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:

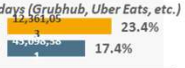
Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

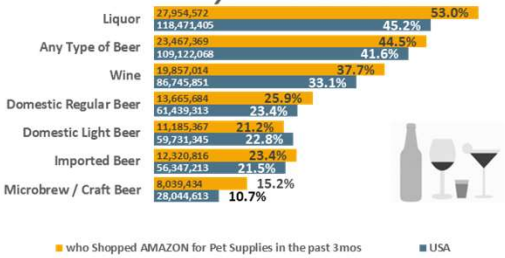
(Sit-Down Restaurants Used Past 30-days)



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

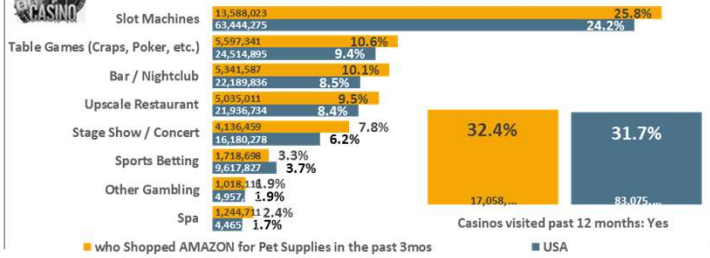


Drank Past 30-days: Adults 18 or older



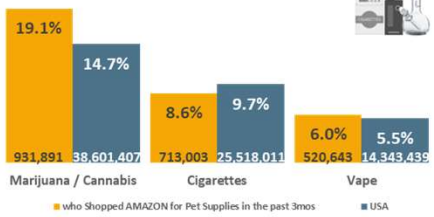
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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15.5% or 40,721,494 of USA Adults 18 or older Shopped WALMART for Pet Supplies in the past 3mos. Adults 18 or older who Shopped WALMART for Pet Supplies in the past 3mos are 6.2% more likely to use QSRs past mo., 8.4% more likely to use Sit-Down Restaurants past mo., 11.8% more likely to use Casinos past yr., 24.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 94.2% 88.7% 38,343,834 232,489,836

Avg. Monthly QSR Meals: 7.5 6.4

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



Total Monthly Sit-Down Restaurant Users: 82.5% 76.1% 33,580,127 199,395,818

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 Shopped WALMART for Pet Supplies in the past... 8,899,681 21.9%

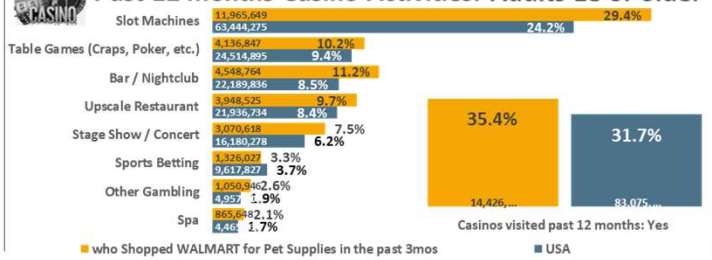
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 93.2% 88.7% 33,317,92 0 232,489,8 36

Avg. Monthly QSR Meals: 7.6 6.4

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



Total Monthly Sit-Down Restaurant Users: 83.3% 76.1% 29,772,07 7 199,395,8 12

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 Shopped PETSMART for Pet Supplies in the past... 8,941,988 25.0%

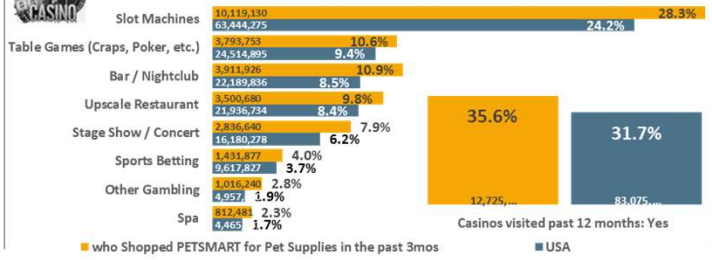
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Past 30-days QSR Users: Adults 18 or older



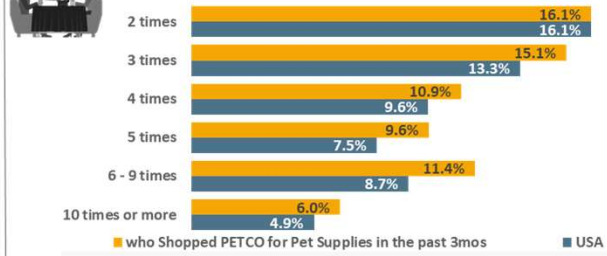
Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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

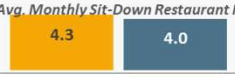




Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

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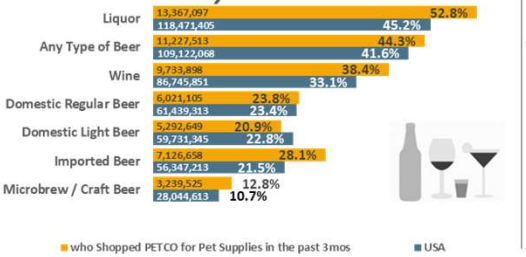
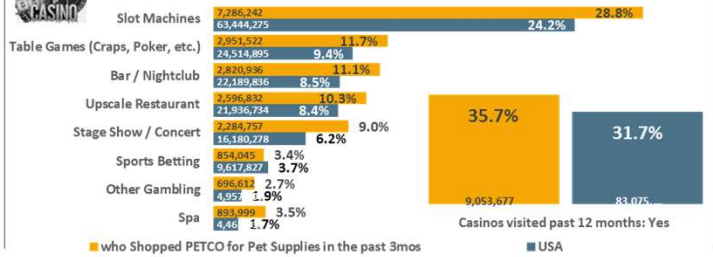
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

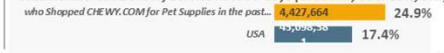


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

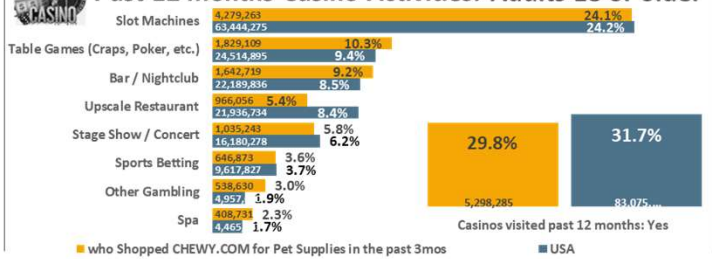


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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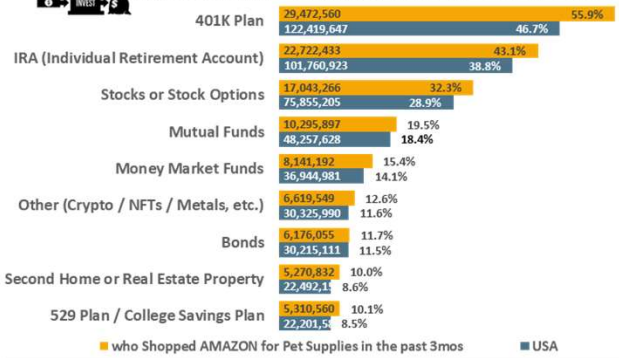
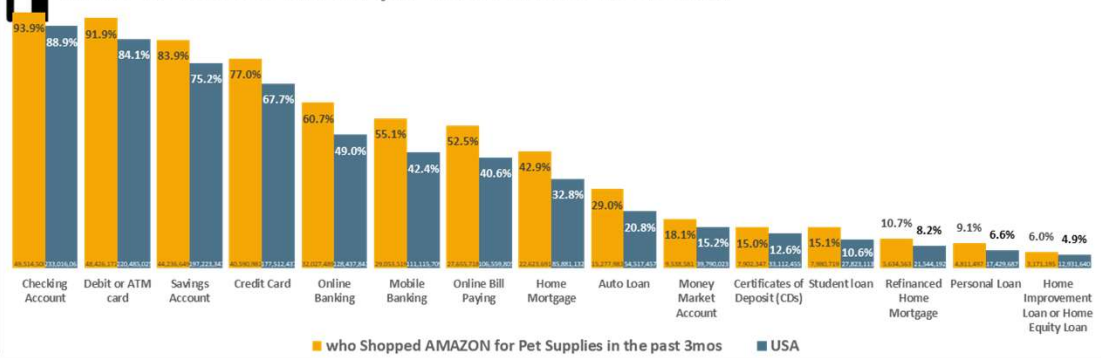
Investments Owned: Adults 18 or older



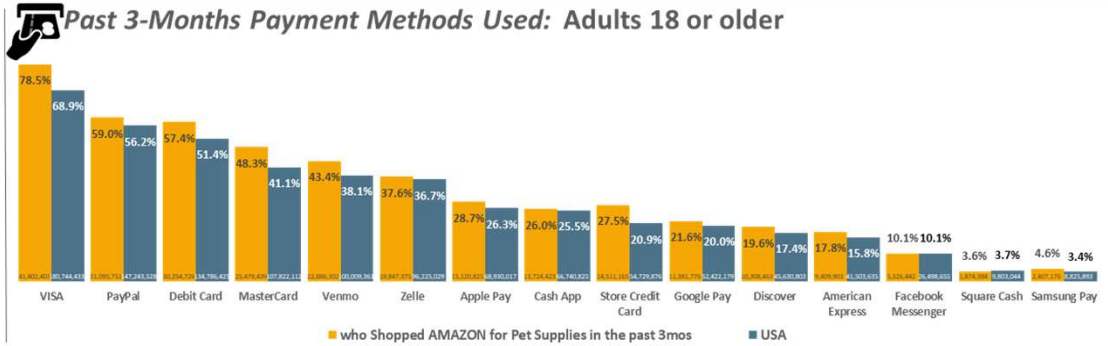
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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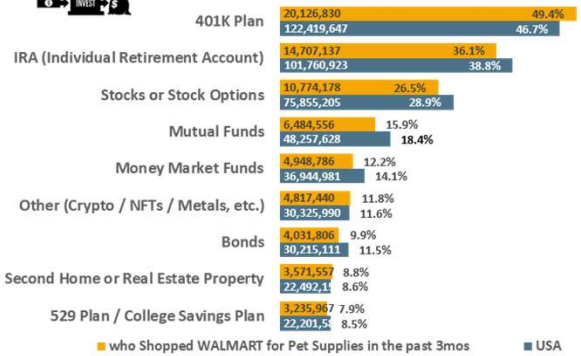
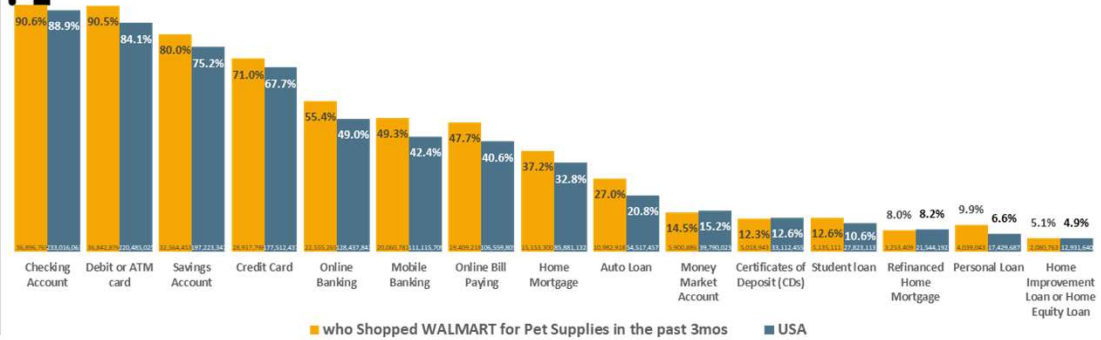
Investments Owned: Adults 18 or older



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



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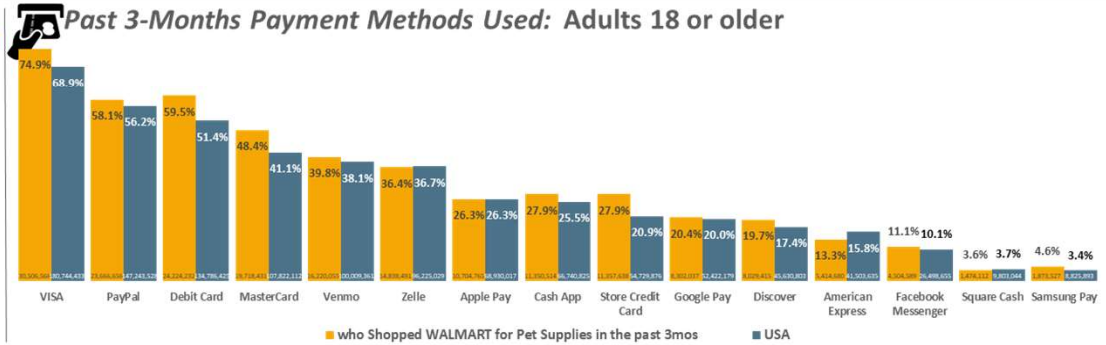
Past 3-Months Payment Methods Used: Adults 18 or older



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

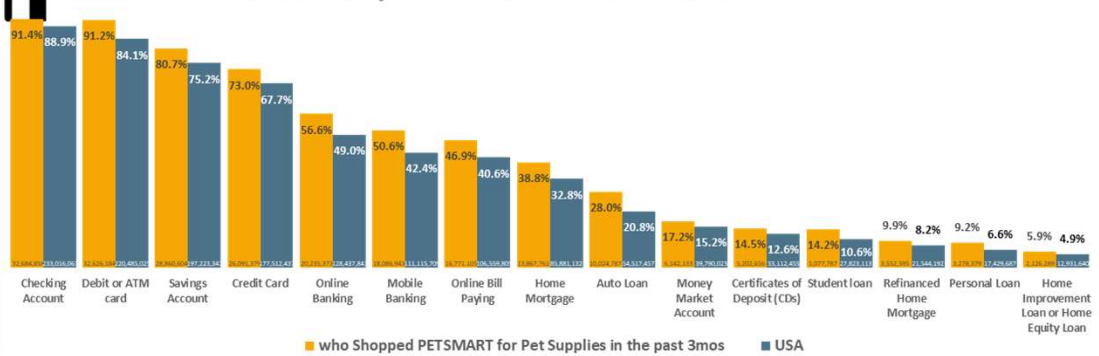
[((Lifestyle characteristics: Own a dog OR Lifestyle characteristics: Own a cat OR Lifestyle characteristics: Own other pet) AND (Stores/services shopped in-store past 3 months: Any pet supply store OR Stores/services shopped online past 3 months: Any pet supply store))] AND Stores/services shopped past 3 months: Walmart

13.6% or 35,757,958 of USA Adults 18 or older Shopped PETSMART for Pet Supplies in the past 3mos. Adults 18 or older who Shopped PETSMART for Pet Supplies in the past 3mos are 9.6% more likely to have a 401K, 34.8% more likely to have an Auto Loan, 2.9% more likely to Invest/Trade Stocks Online, 15.1% more likely to pay with their Debit Card.

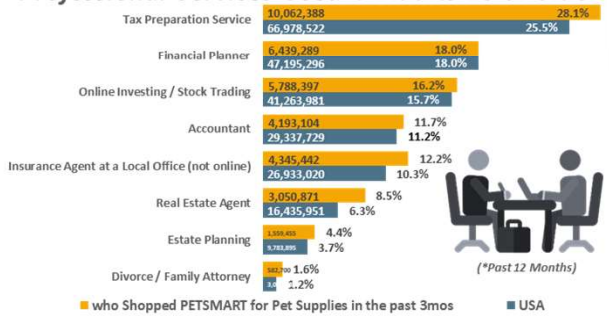
Investments Owned: Adults 18 or older



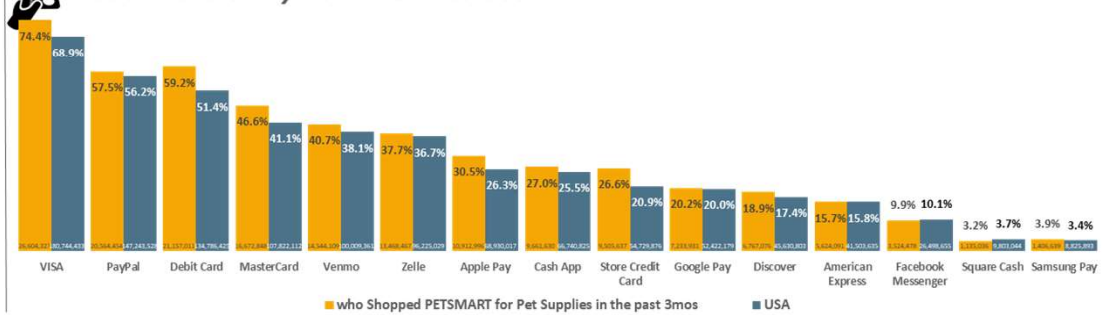
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,538

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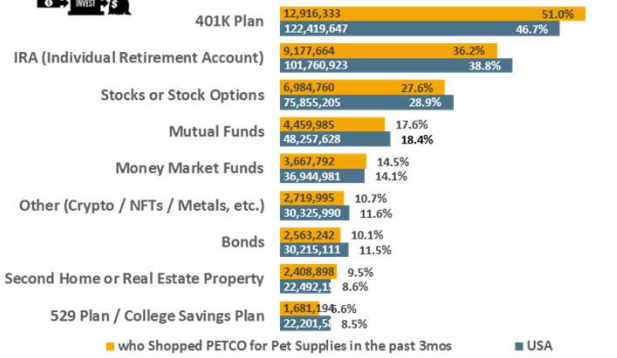
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

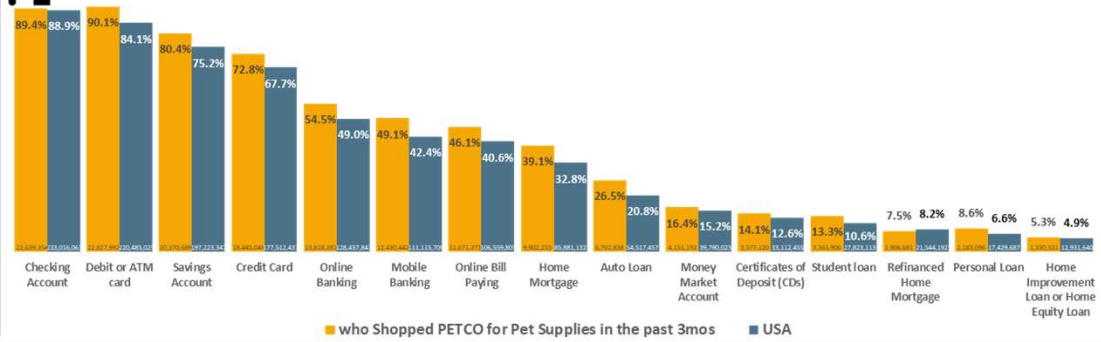
[((Lifestyle characteristics: Own a dog OR Lifestyle characteristics: Own a cat OR Lifestyle characteristics: Own other pet) AND (Stores/services shopped in-store past 3 months: Any pet supply store OR Stores/services shopped online past 3 months: Any pet supply store))] AND Stores/services shopped past 3 months: PetSmart

9.7% or 25,334,225 of USA Adults 18 or older Shopped PETCO for Pet Supplies in the past 3mos. Adults 18 or older who Shopped PETCO for Pet Supplies in the past 3mos are 9.2% more likely to have a 401K, 27.2% more likely to have an Auto Loan, 5.5% more likely to Invest/Trade Stocks Online, 13.4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



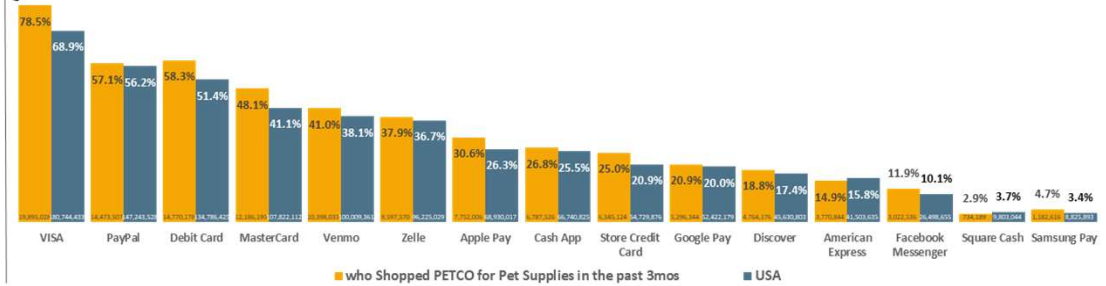
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,538

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

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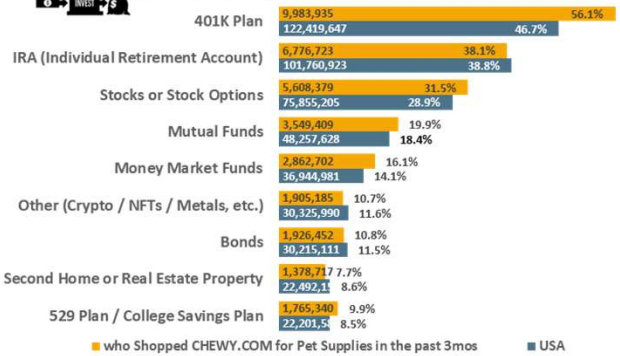
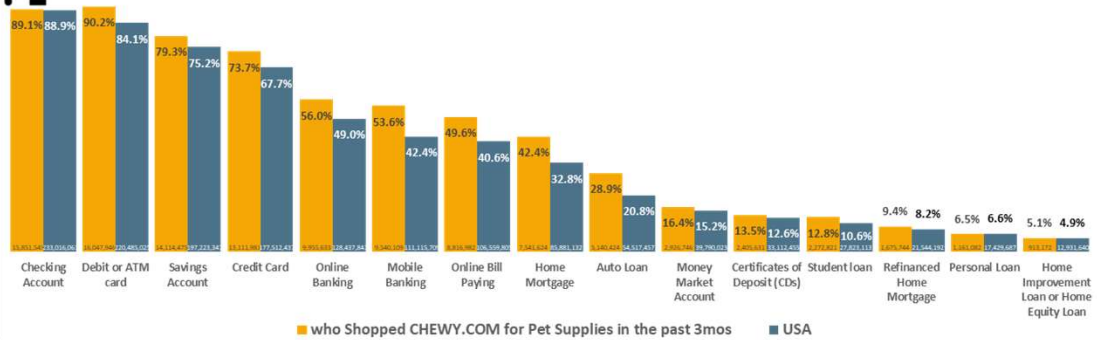
6.8% or 17,791,857 of USA Adults 18 or older Shopped CHEWY.COM for Pet Supplies in the past 3mos. Adults 18 or older who Shopped CHEWY.COM for Pet Supplies in the past 3mos are 20.2% more likely to have a 401K, 38.9% more likely to have an Auto Loan, 7.4% more likely to Invest/Trade Stocks Online, 9.6% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



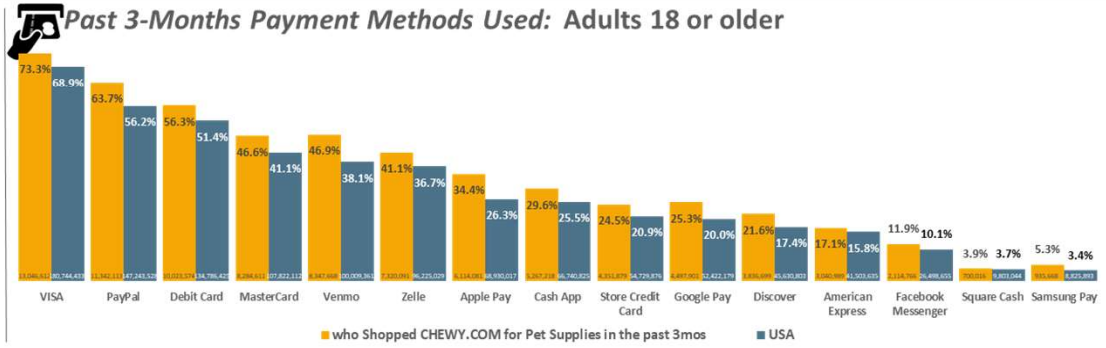
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,538

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

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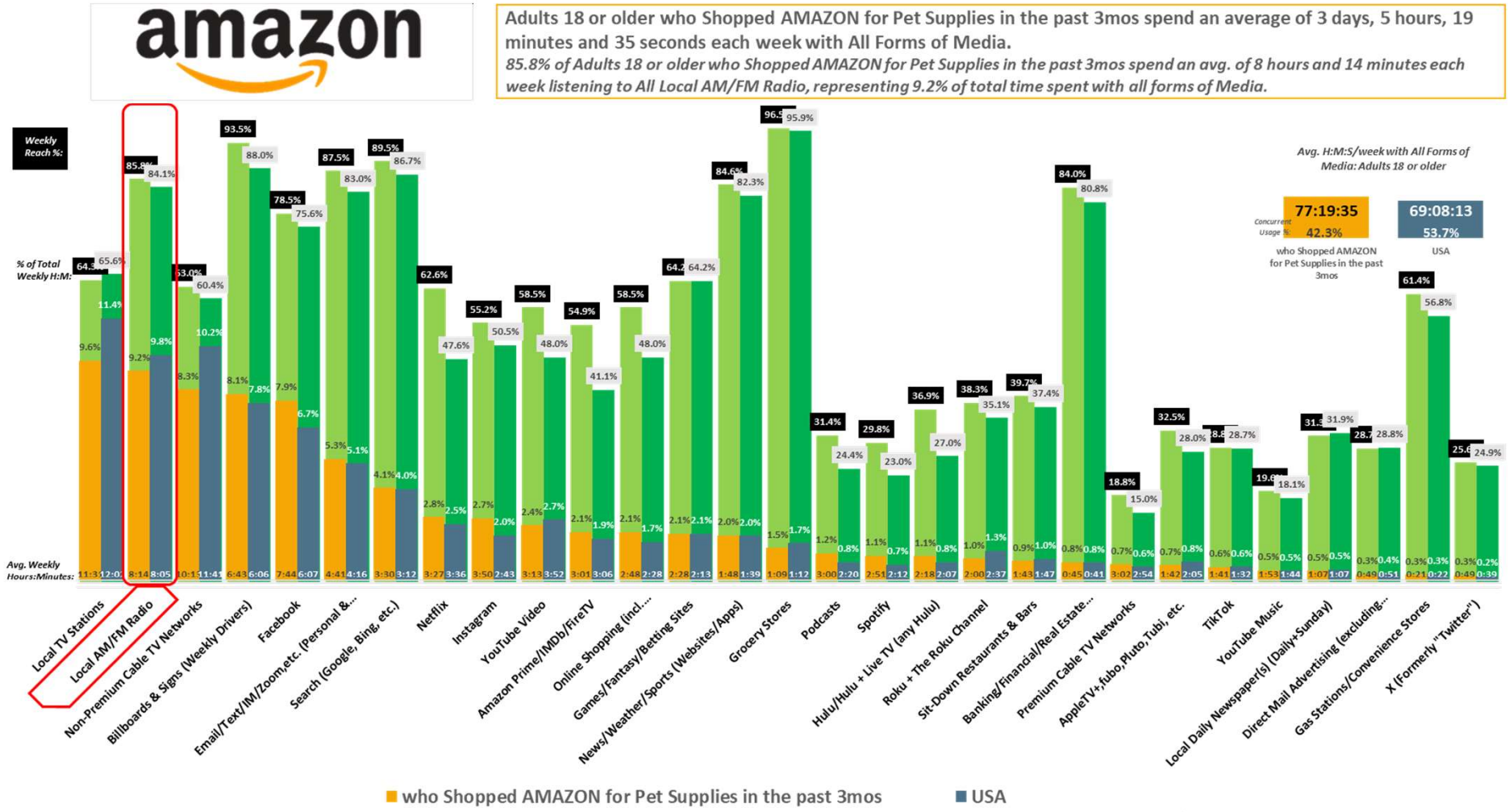

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,538USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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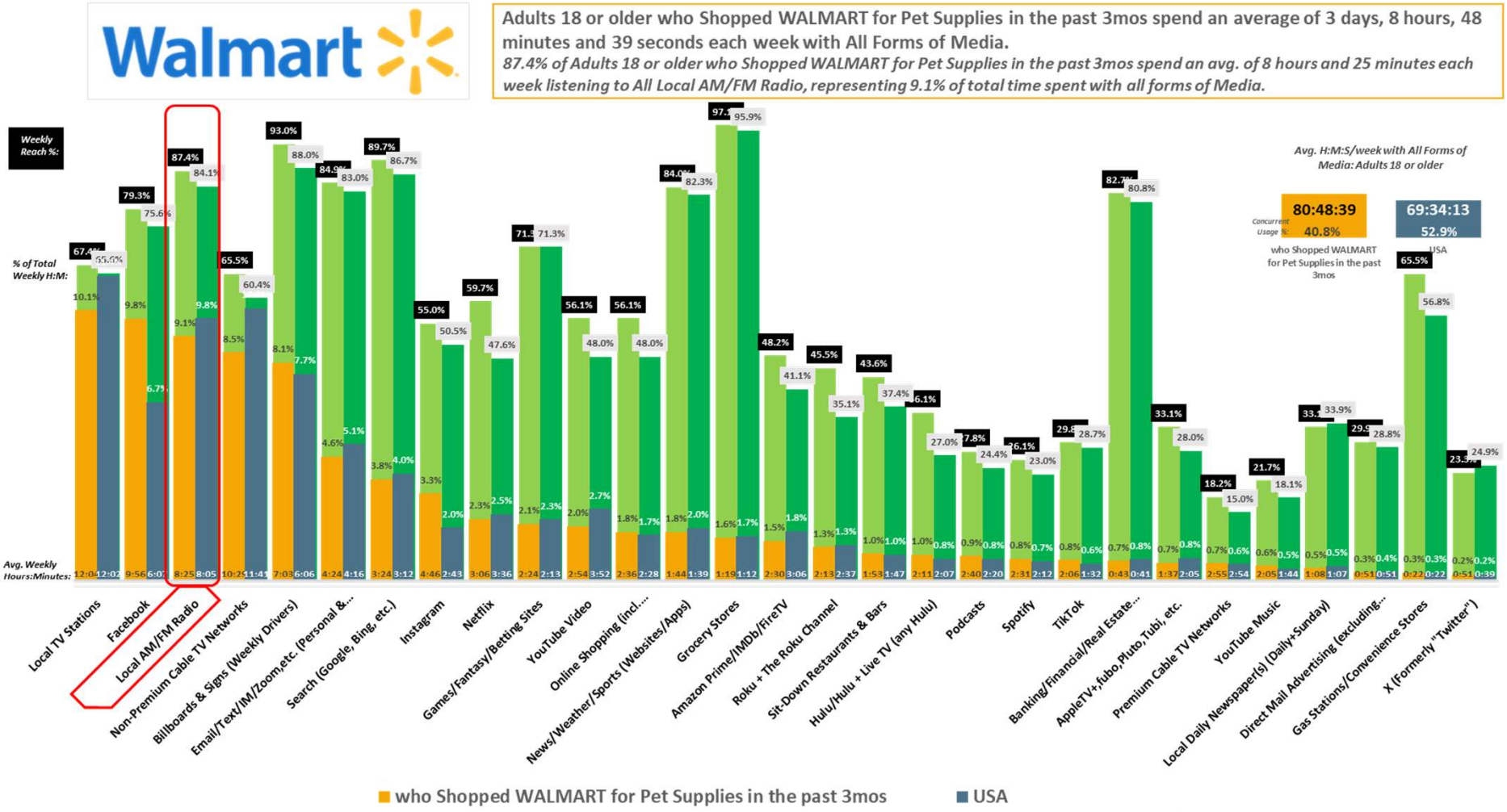

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,538USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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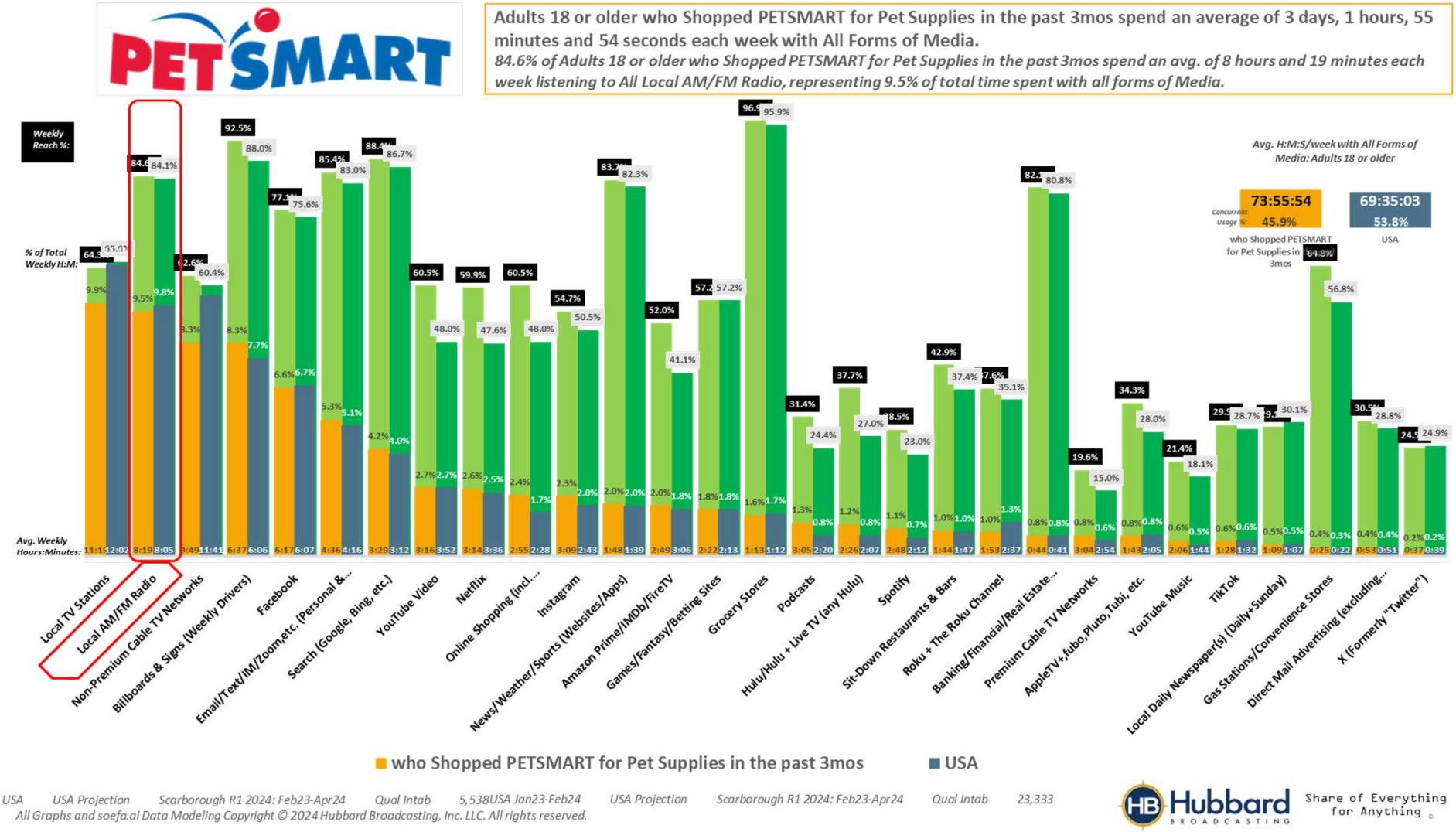
[((Lifestyle characteristics: Own a dog OR Lifestyle characteristics: Own a cat OR Lifestyle characteristics: Own other pet) AND (Stores/services shopped in-store past 3 months: Any pet supply store OR Stores/services shopped online past 3 months: Any pet supply store))] AND Stores/services shopped past 3 months: Walmart



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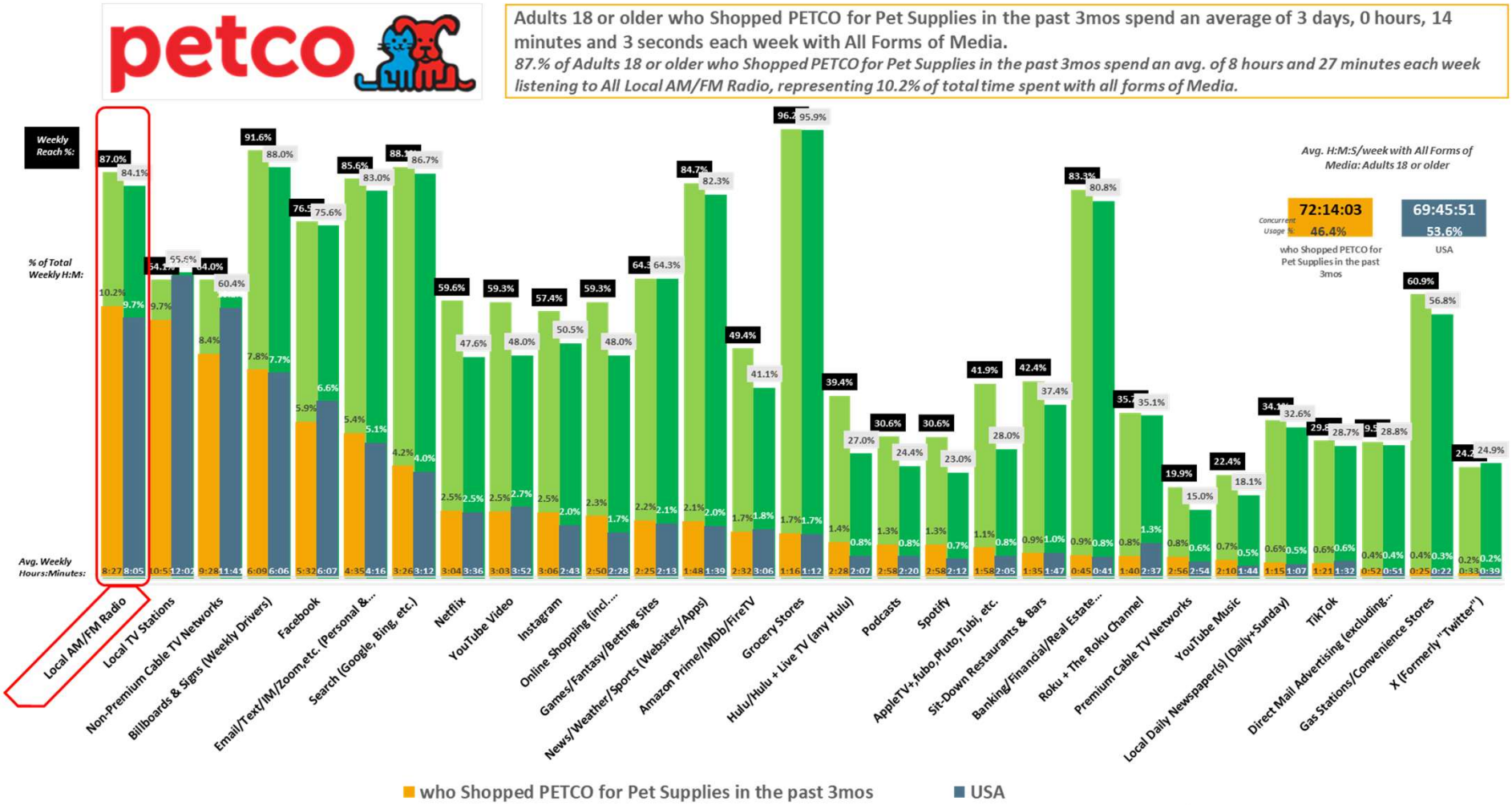
[((Lifestyle characteristics: Own a dog OR Lifestyle characteristics: Own a cat OR Lifestyle characteristics: Own other pet) AND (Stores/services shopped in-store past 3 months: Any pet supply store OR Stores/services shopped online past 3 months: Any pet supply store))] AND Stores/services shopped past 3 months: PetSmart



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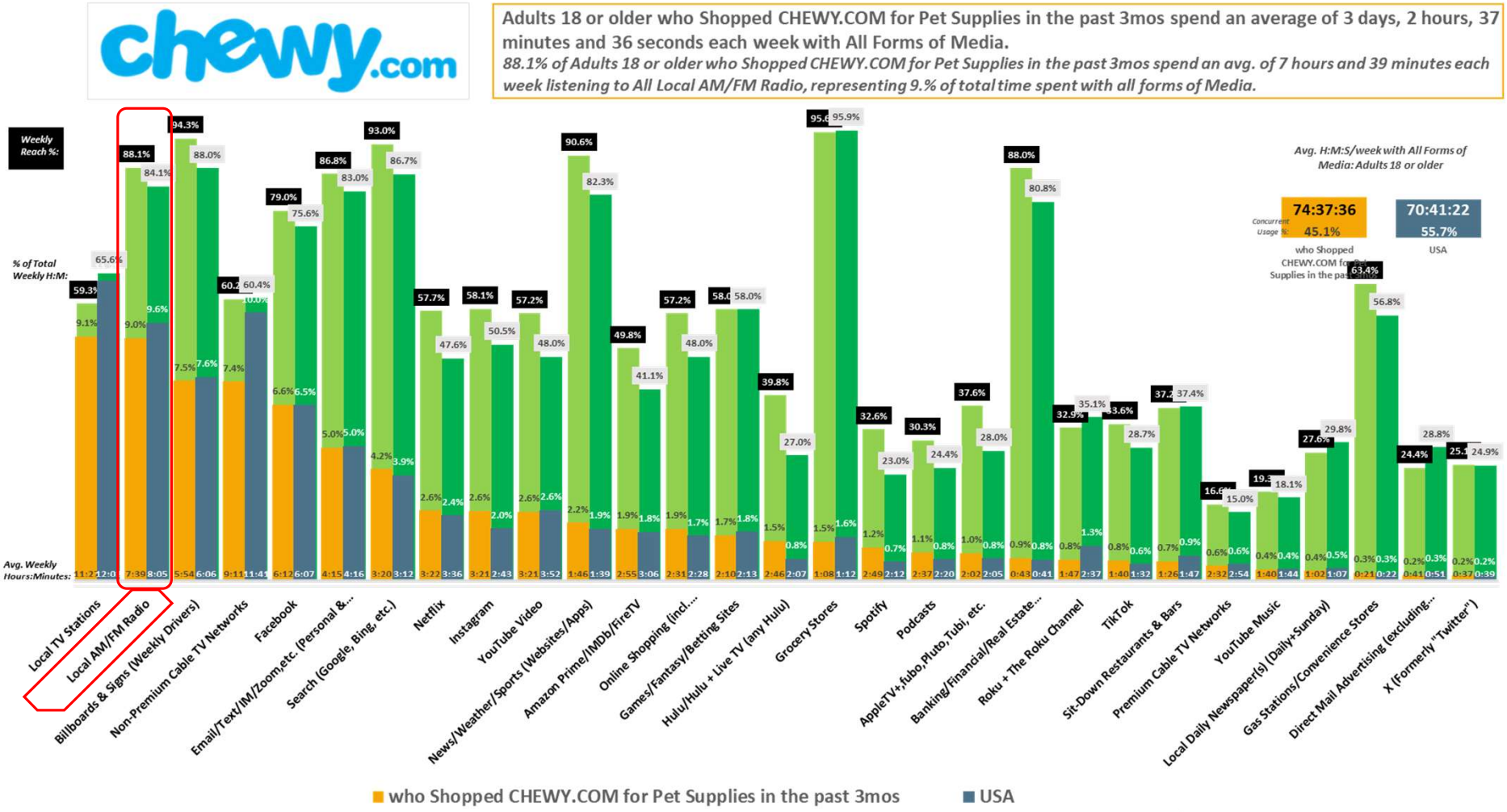

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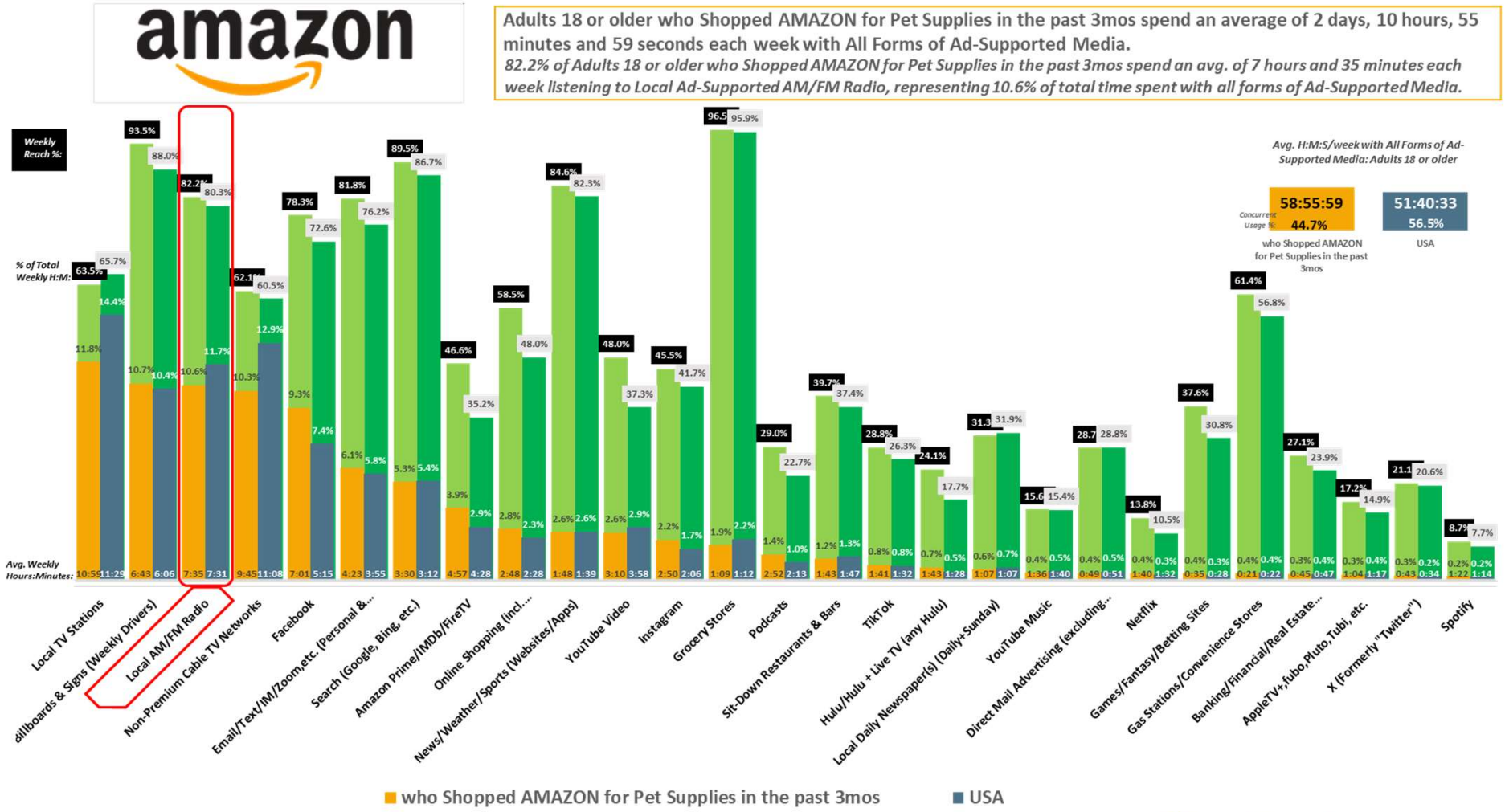

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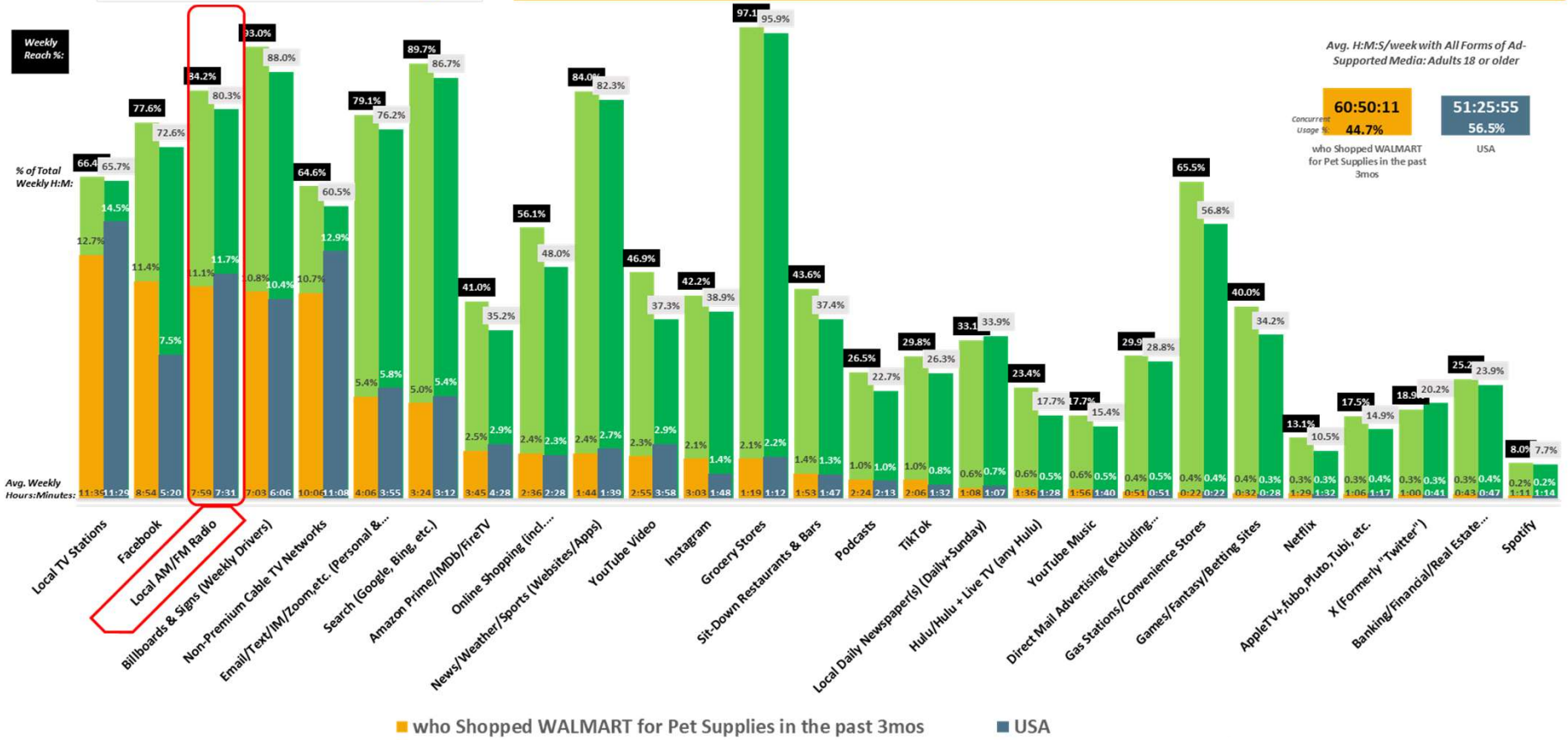
[((Lifestyle characteristics: Own a dog OR Lifestyle characteristics: Own a cat OR Lifestyle characteristics: Own other pet) AND (Stores/services shopped in-store past 3 months: Any pet supply store OR Stores/services shopped online past 3 months: Any pet supply store))] AND Stores/services shopped past 3 months: Amazon

Adults 18 or older who Shopped WALMART for Pet Supplies in the past 3mos spend an average of 2 days, 12 hours, 50 minutes and 11 seconds each week with All Forms of Ad-Supported Media.

84.2% of Adults 18 or older who Shopped WALMART for Pet Supplies in the past 3mos spend an avg. of 7 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.



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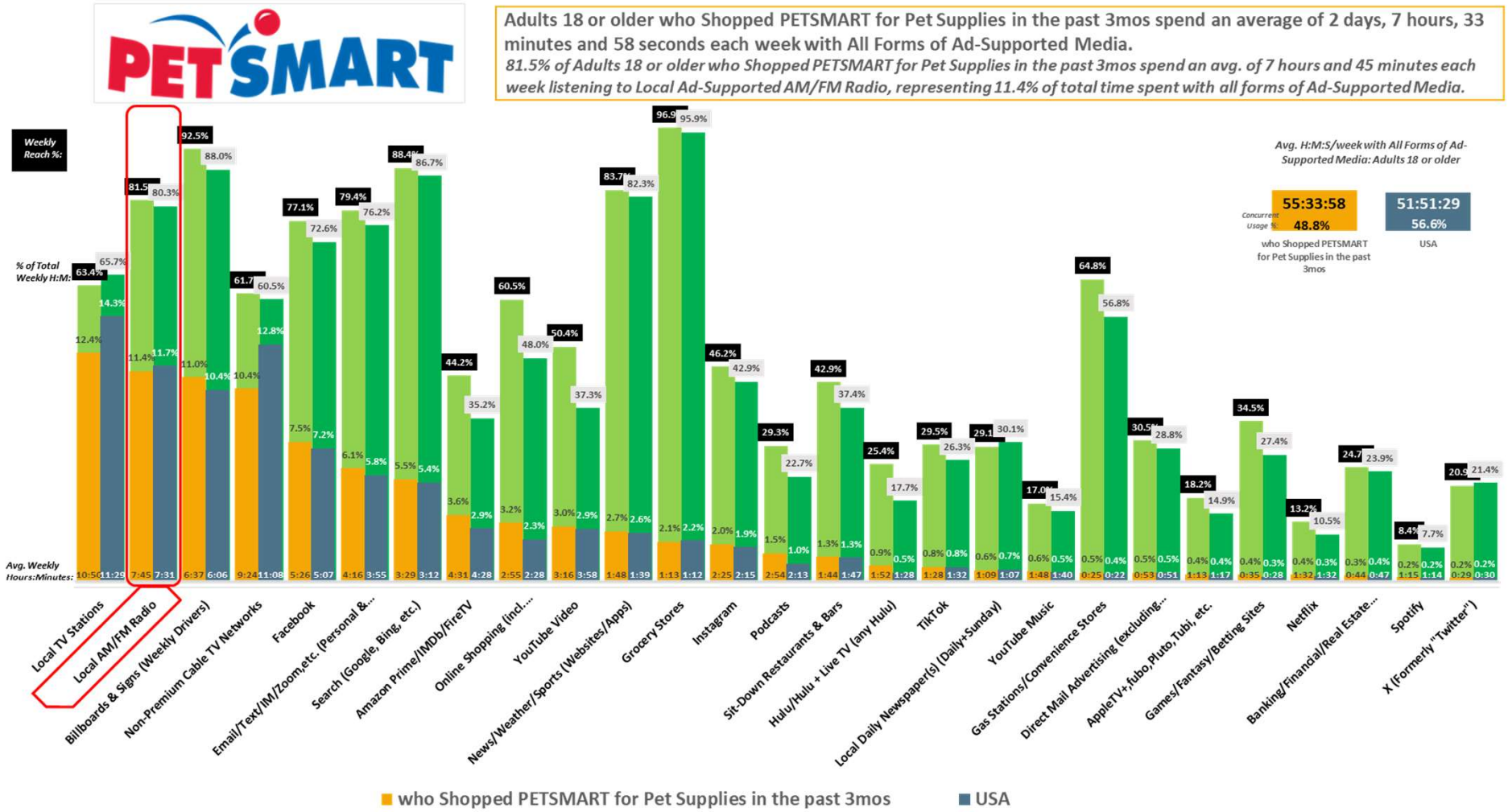

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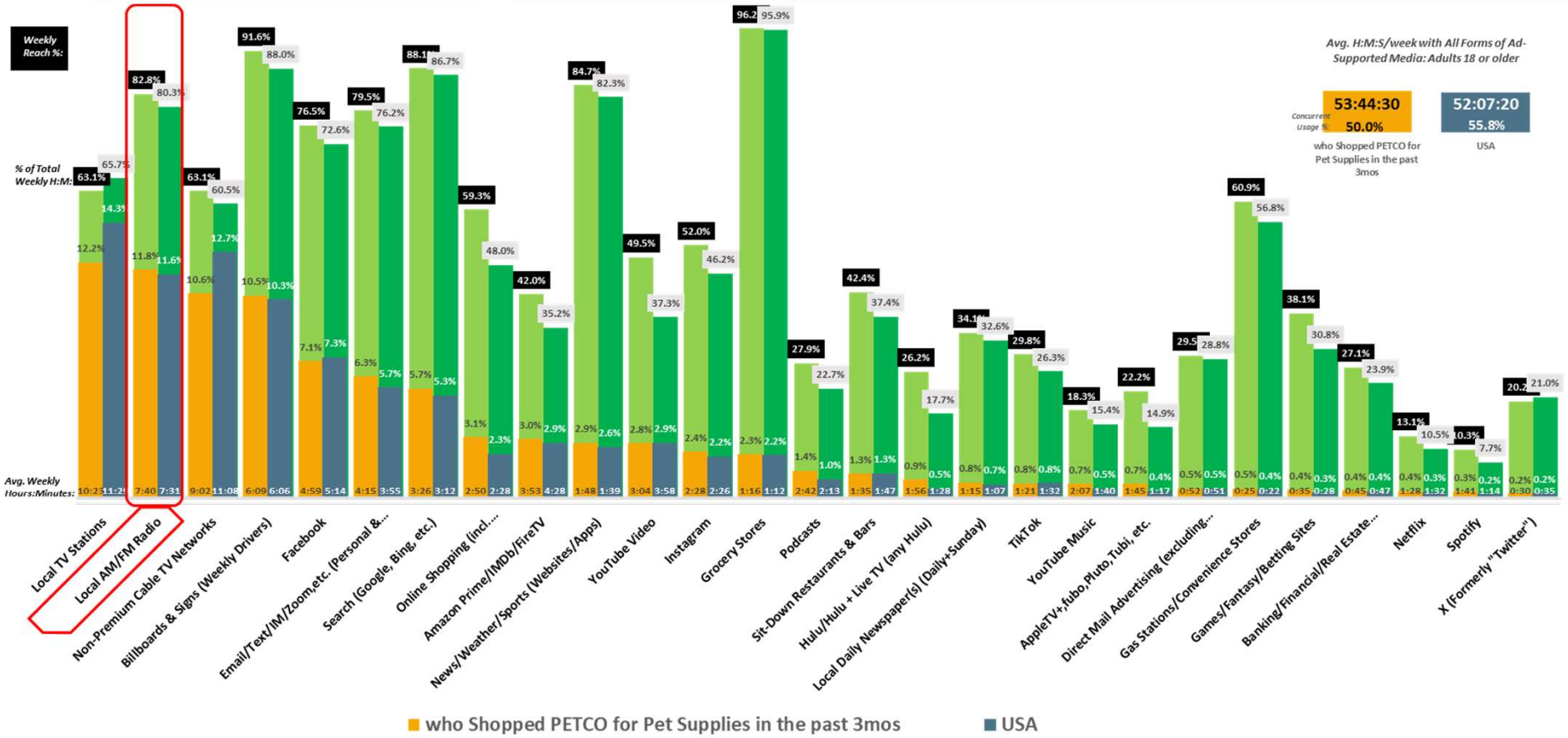
Adults 18 or older who Shopped PETCO for Pet Supplies in the past 3mos spend an average of 2 days, 5 hours, 44 minutes and 30 seconds each week with All Forms of Ad-Supported Media.

82.8% of Adults 18 or older who Shopped PETCO for Pet Supplies in the past 3mos spend an avg. of 7 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.8% of total time spent with all forms of Ad-Supported Media.



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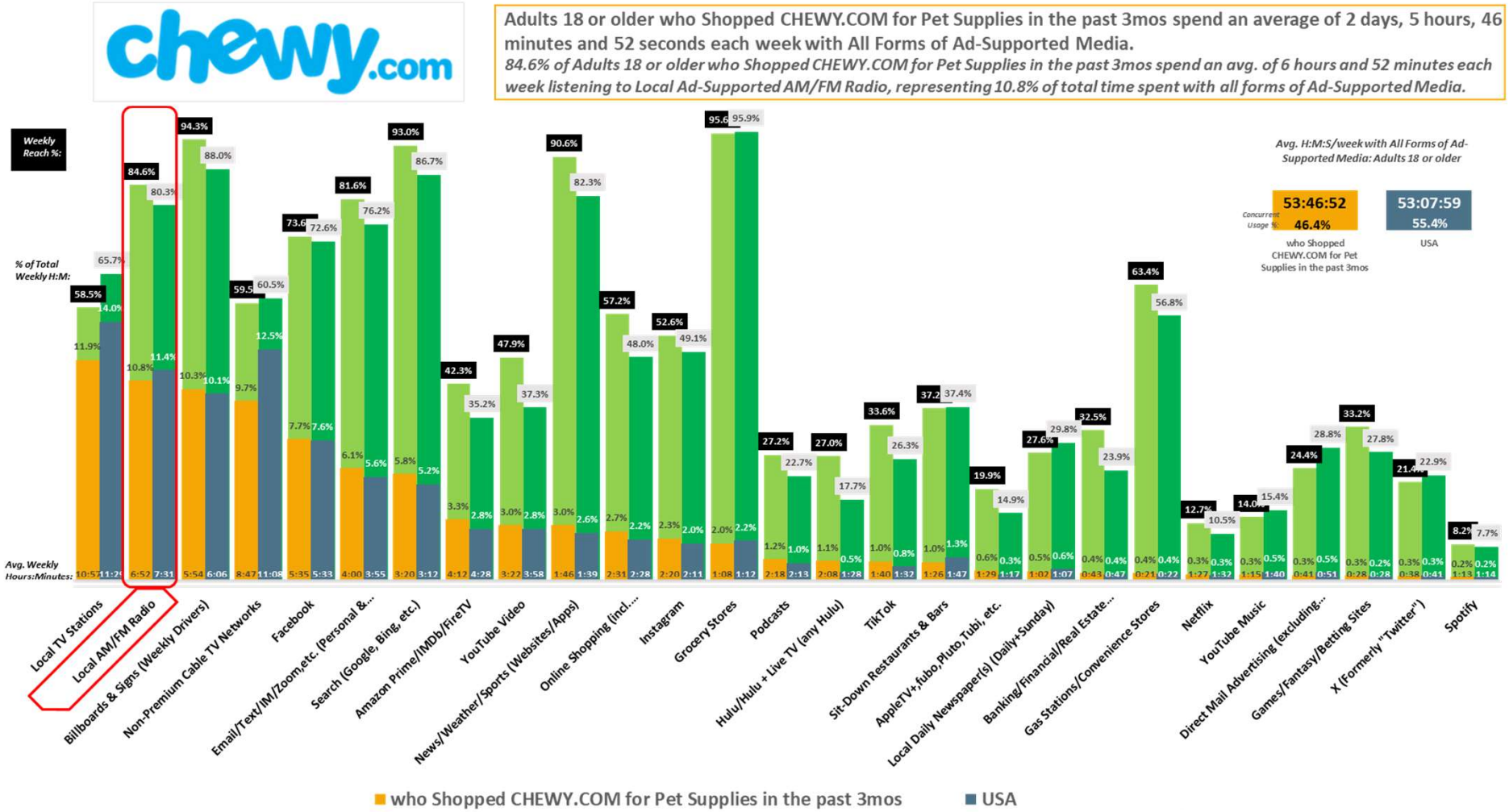

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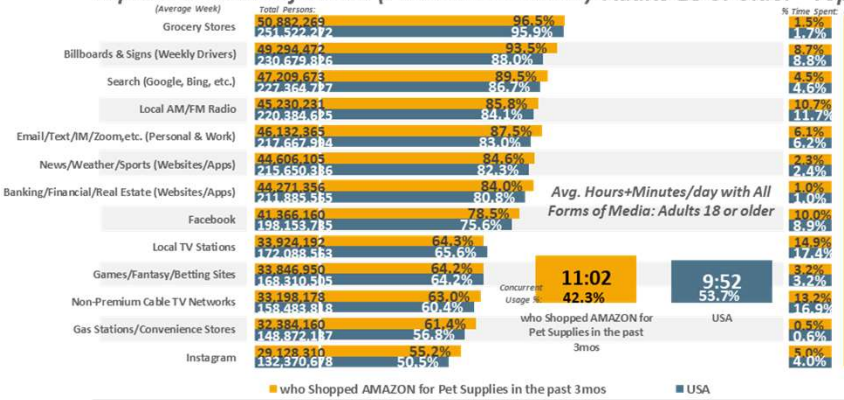
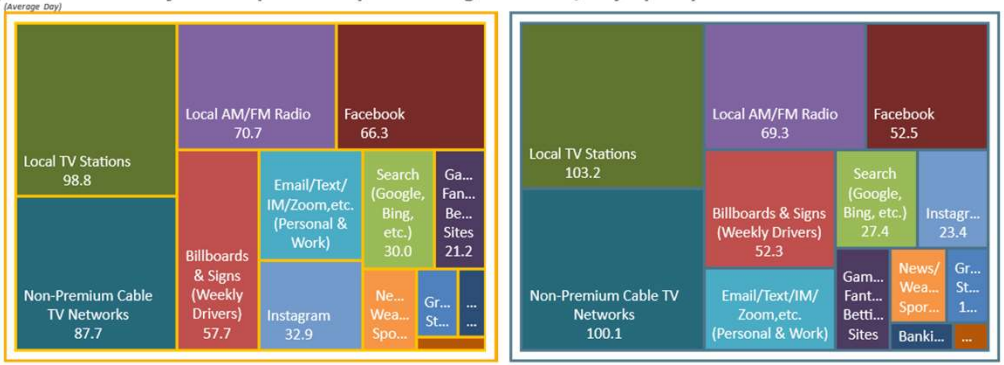
Adults 18 or older who Shopped AMAZON for Pet Supplies in the past 3mos spend an average of 8 hours and 25 minutes each day with All Forms of Ad-Supported Media. 82.2% listen to Local AM/FM Radio for an avg. of 65.1 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

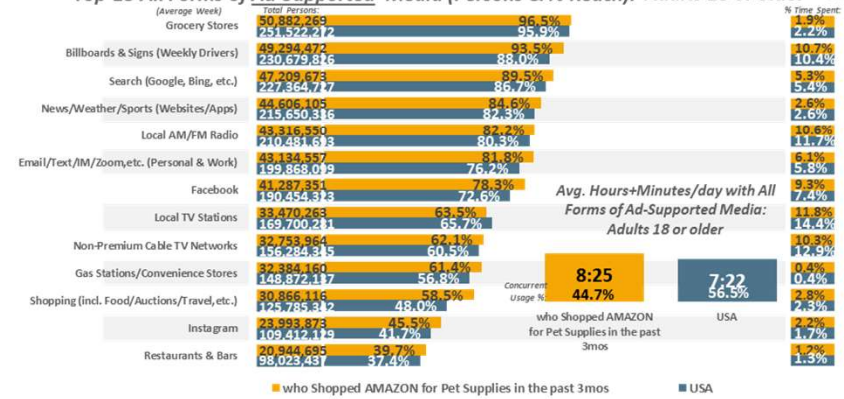
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



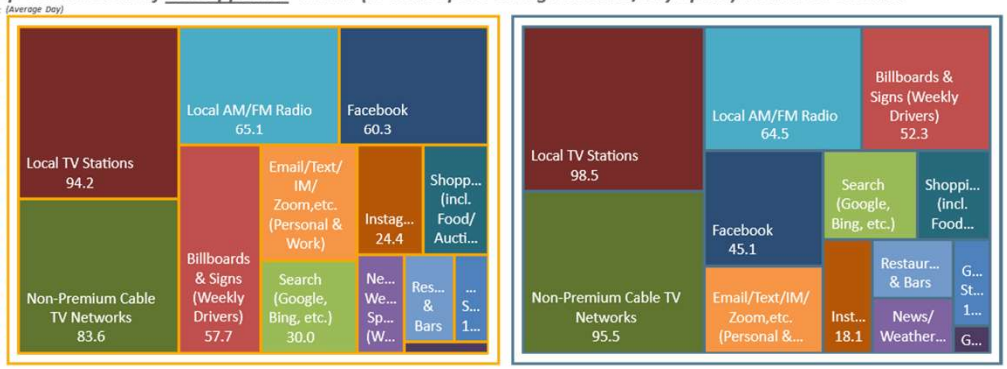
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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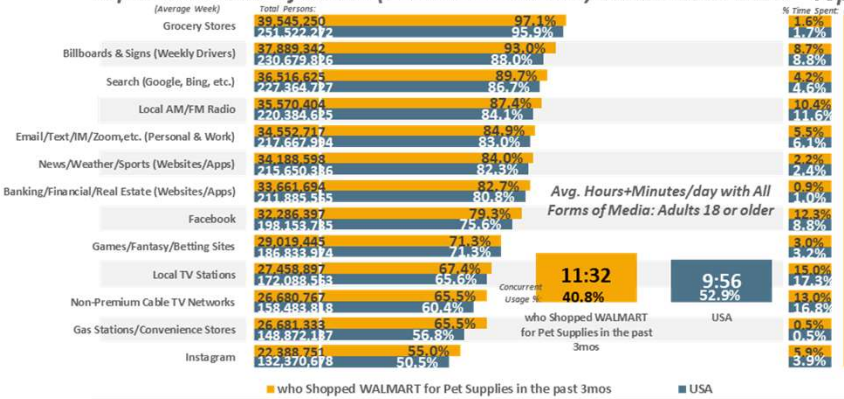
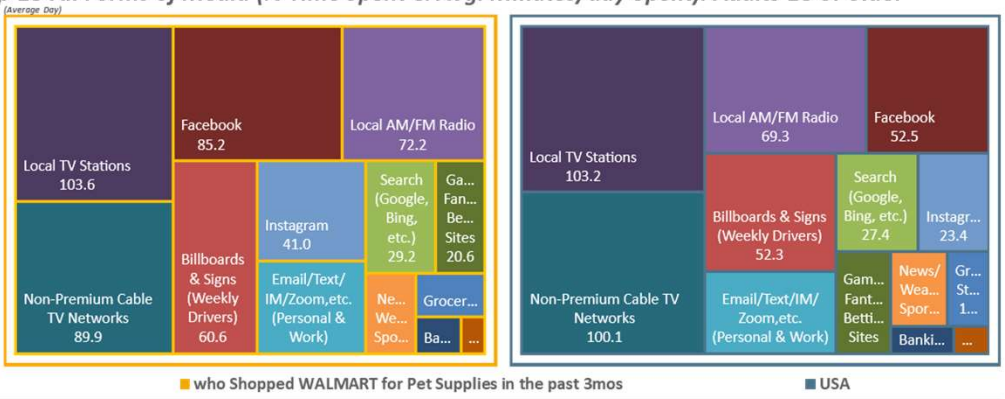
Adults 18 or older who Shopped WALMART for Pet Supplies in the past 3mos spend an average of 8 hours and 41 minutes each day with All Forms of Ad-Supported Media. 84.2% listen to Local AM/FM Radio for an avg. of 68.6 minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

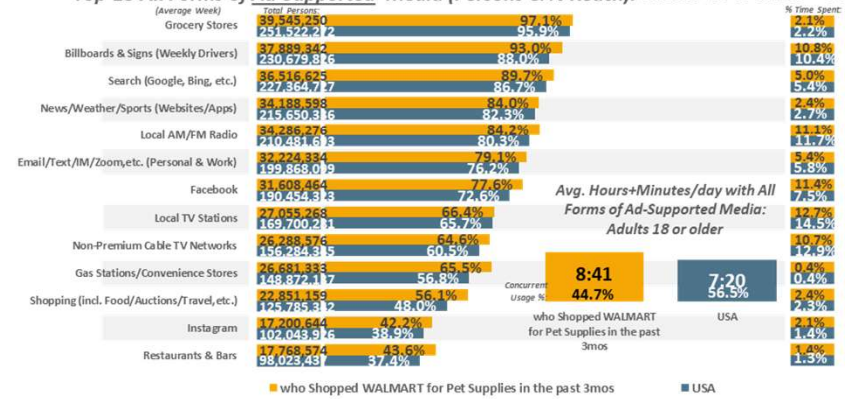
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



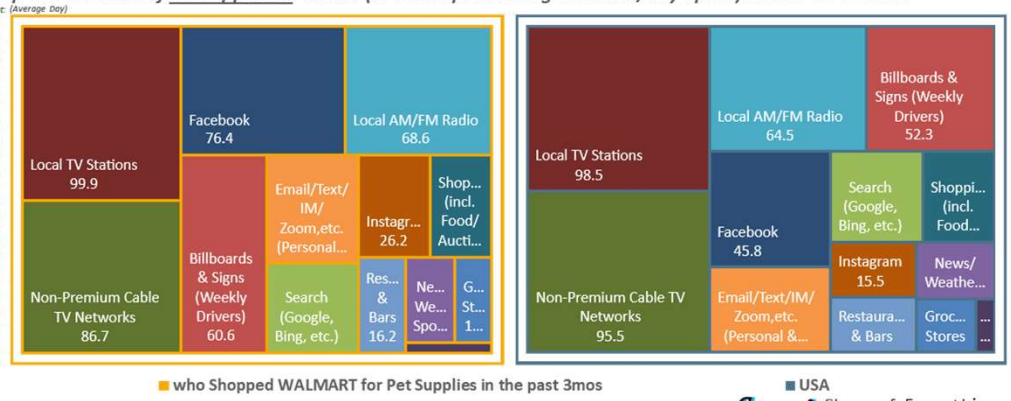
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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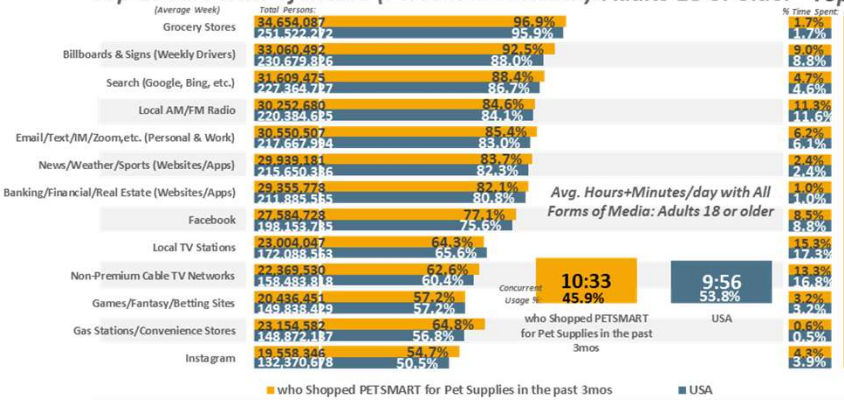
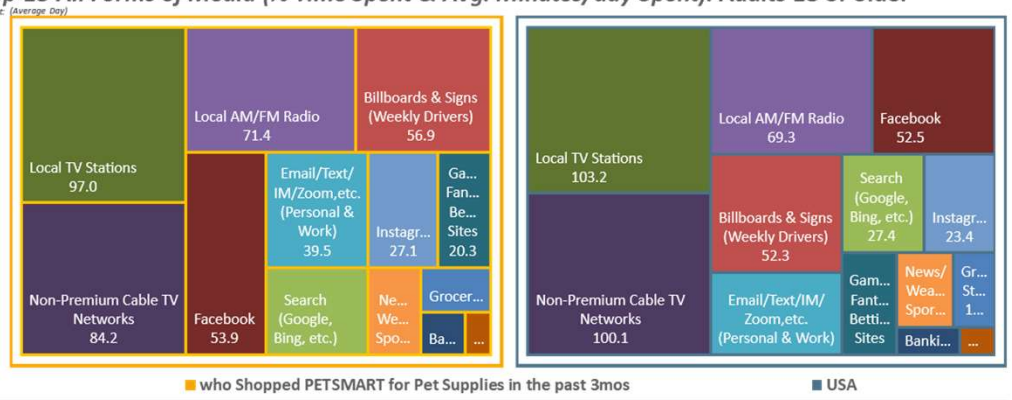
Adults 18 or older who Shopped PETSMART for Pet Supplies in the past 3mos spend an average of 7 hours and 56 minutes each day with All Forms of Ad-Supported Media. 81.5% listen to Local AM/FM Radio for an avg. of 66.5 minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

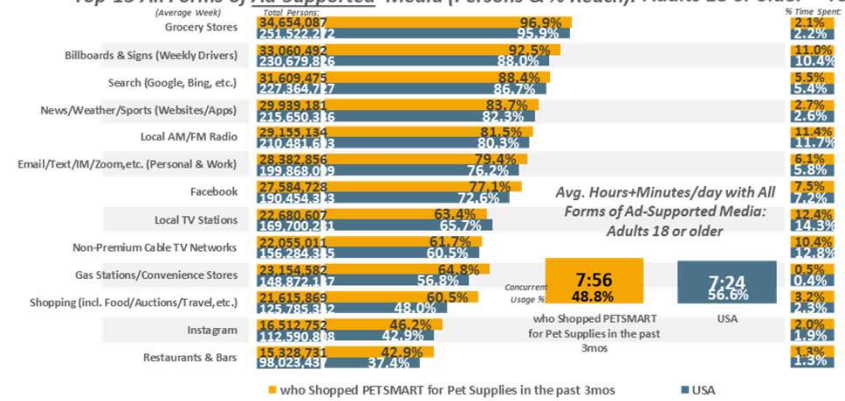
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



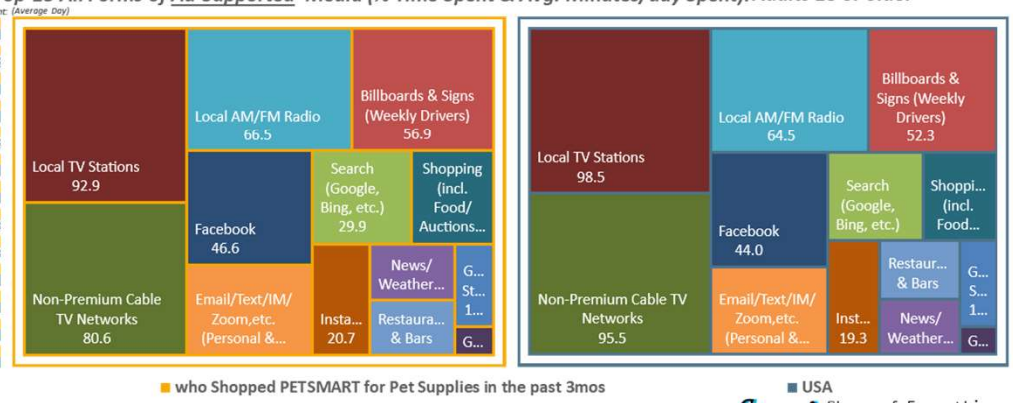
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



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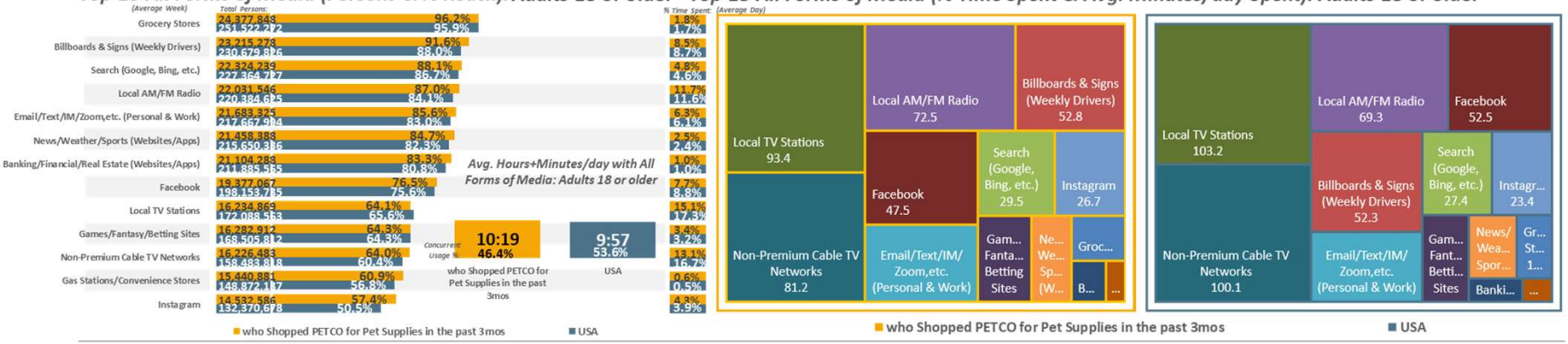
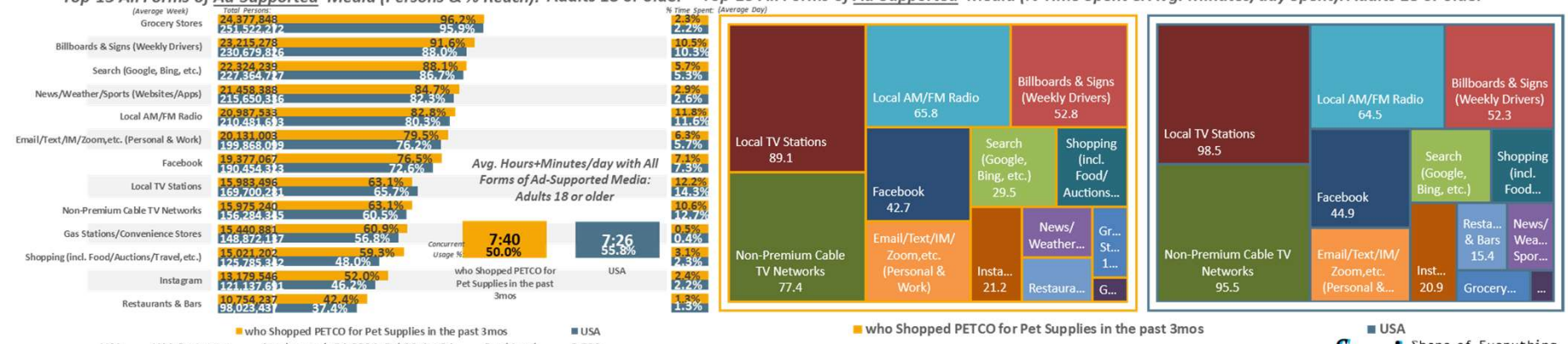
Adults 18 or older who Shopped PETCO for Pet Supplies in the past 3mos spend an average of 7 hours and 40 minutes each day with All Forms of Ad-Supported Media. 82.8% listen to Local AM/FM Radio for an avg. of 65.8 minutes/day. *(Local Radio delivers 11.8% of Time with Ad-Supported Media.)*

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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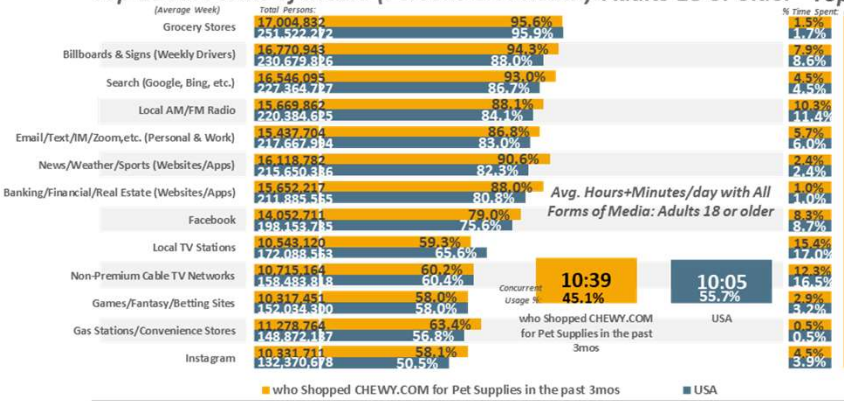

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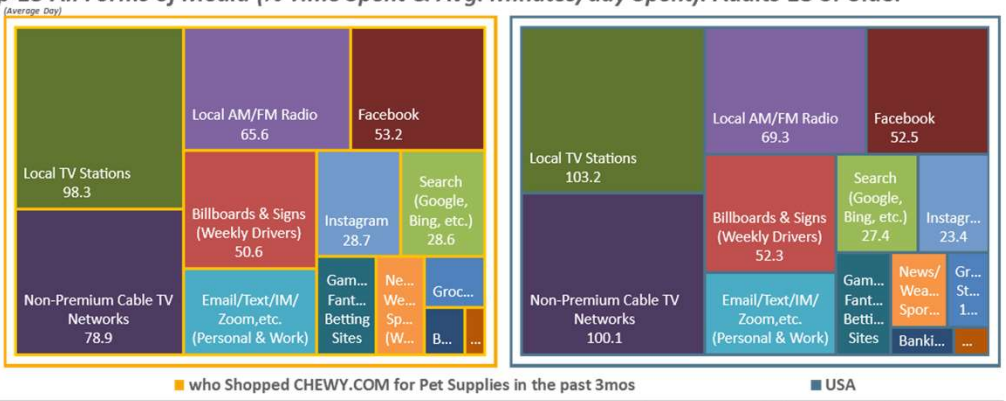
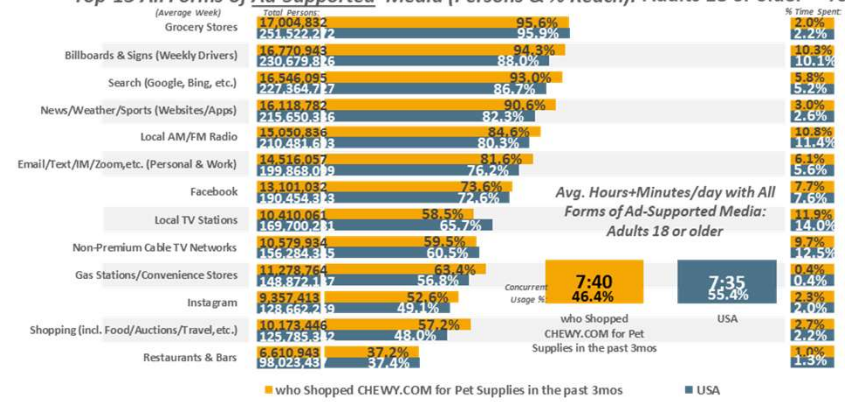


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



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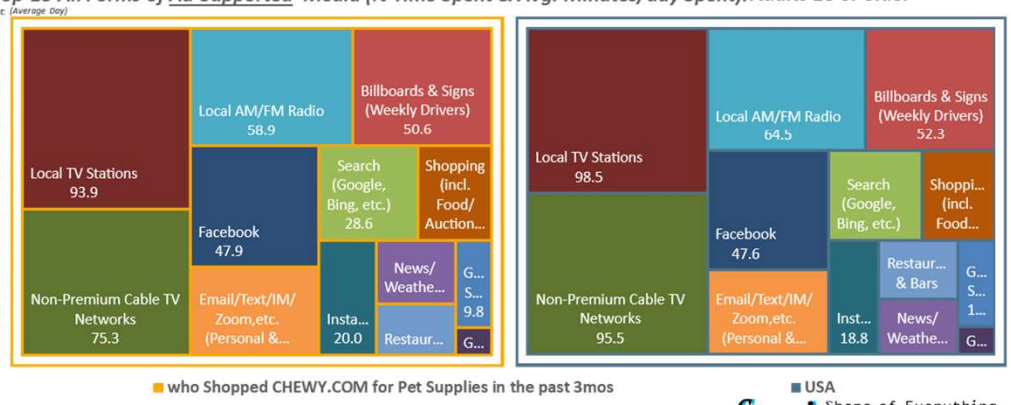

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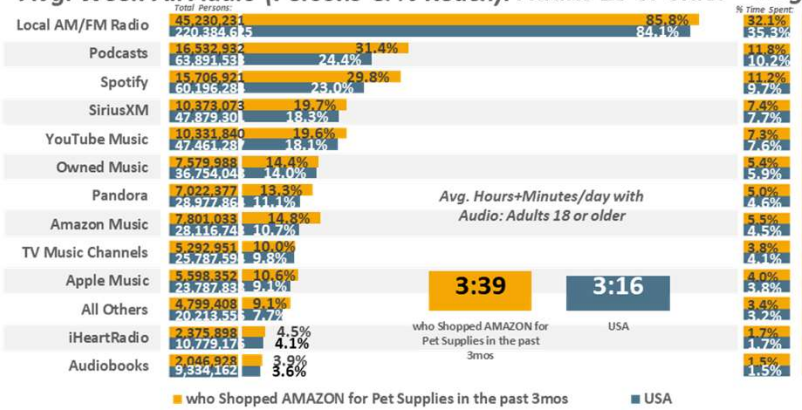
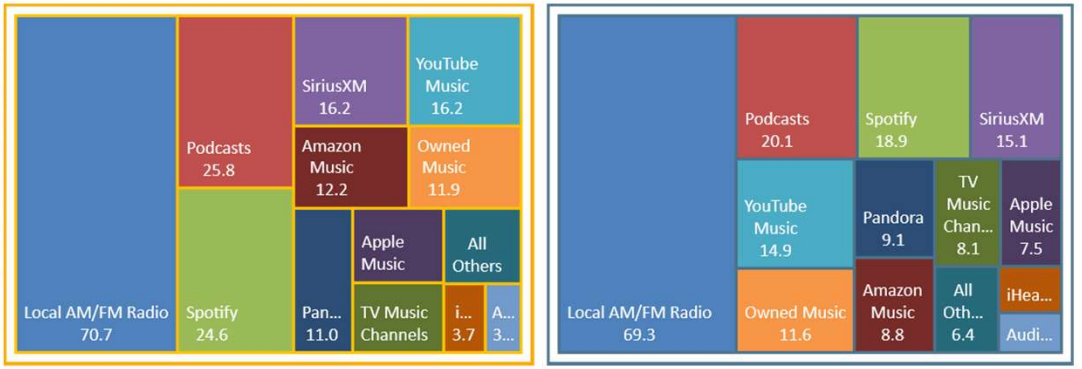


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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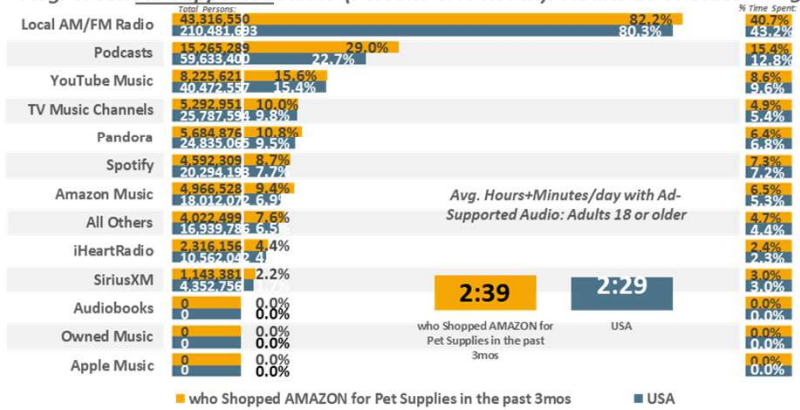

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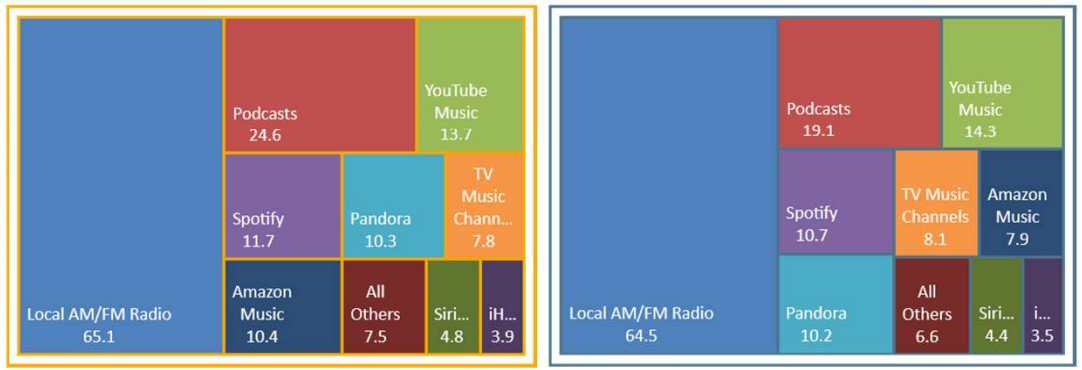

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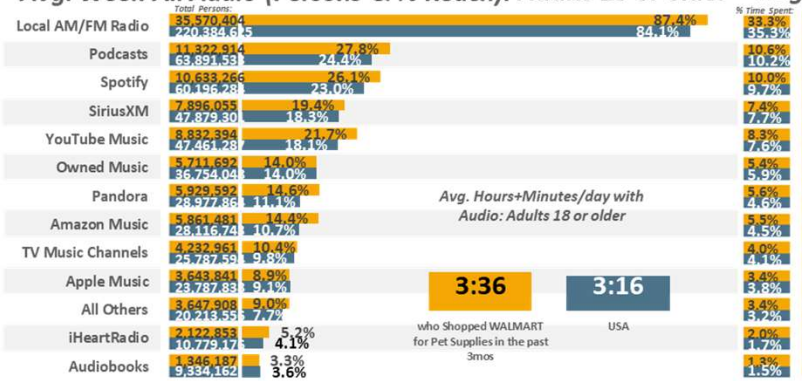
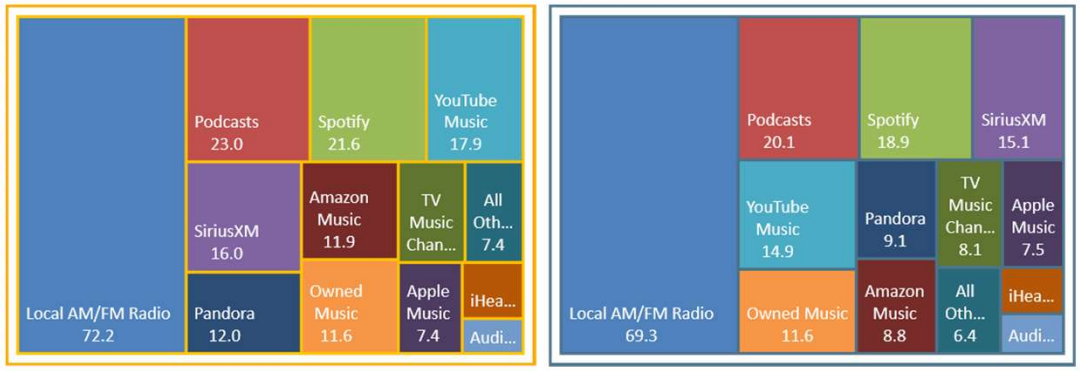
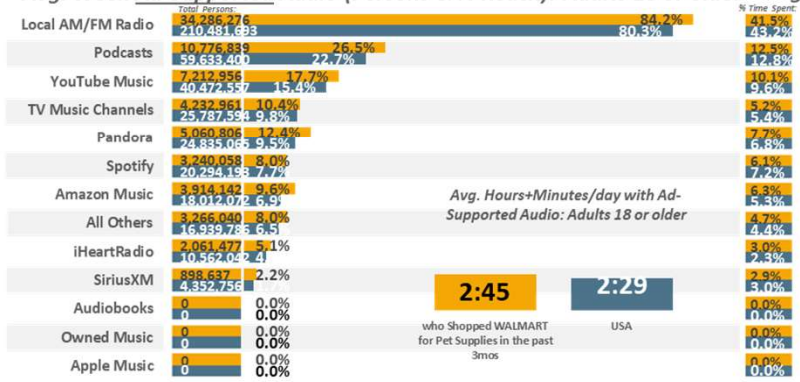


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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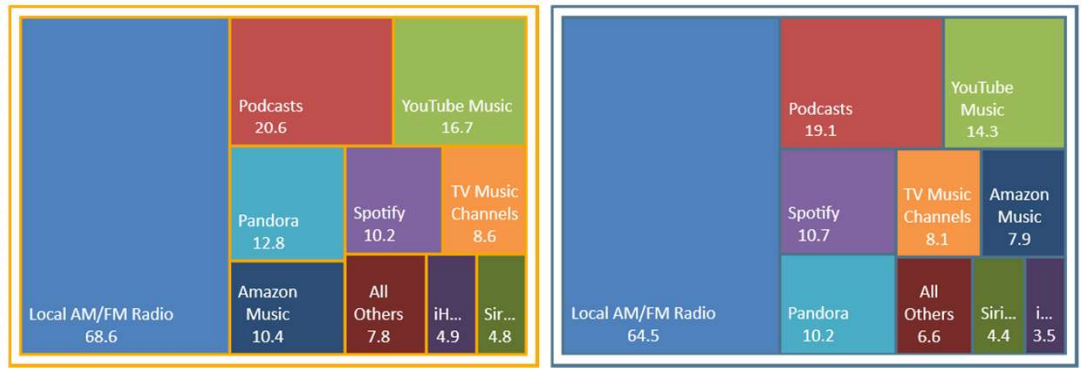

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29,155,134 or 81.5% of Adults 18 or older who Shopped PETSMART for Pet Supplies in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 66.5 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.

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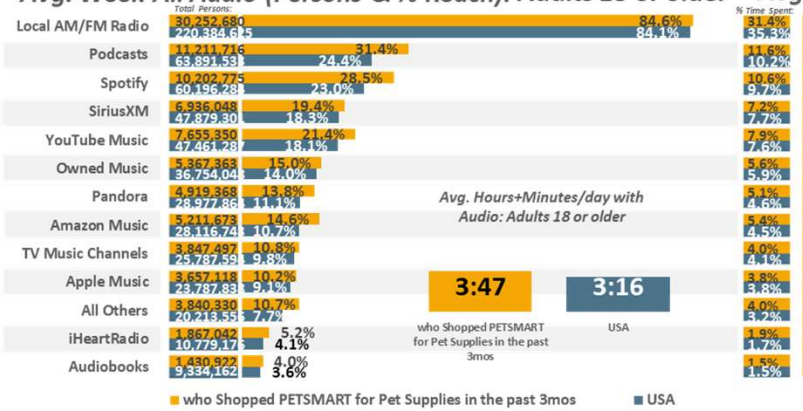

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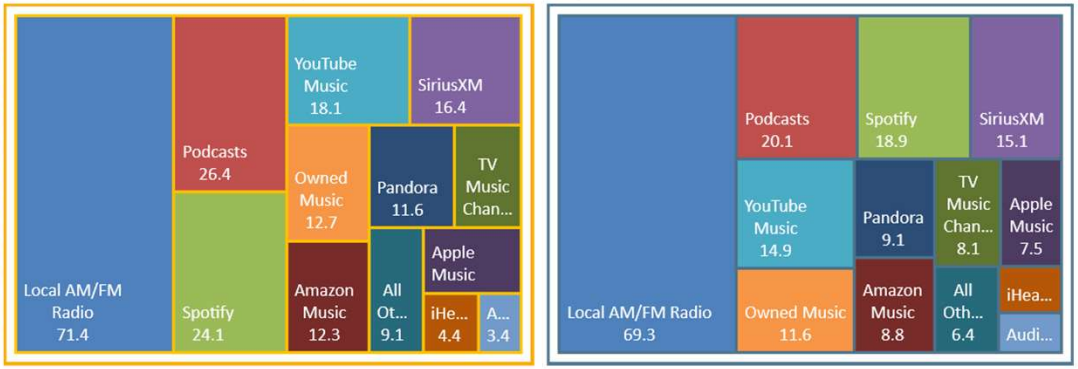

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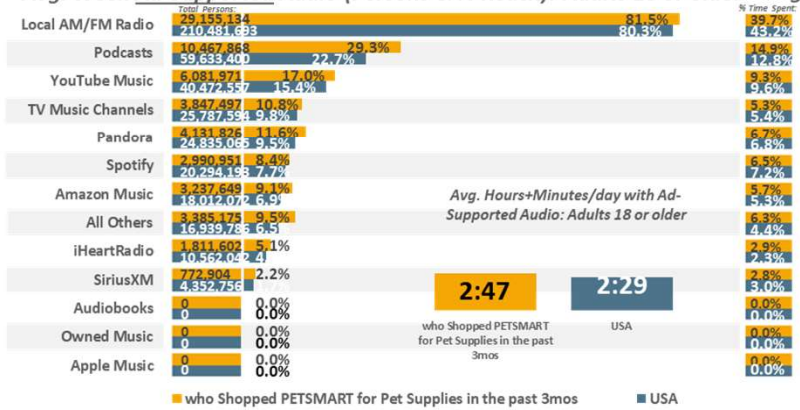

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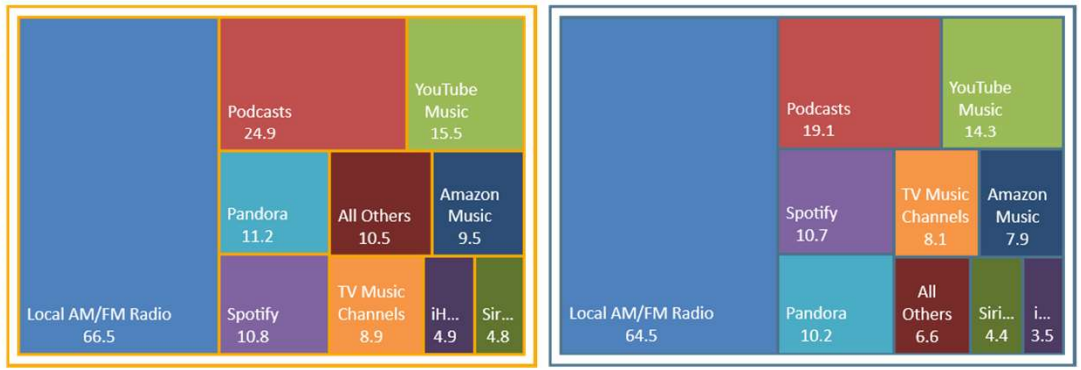

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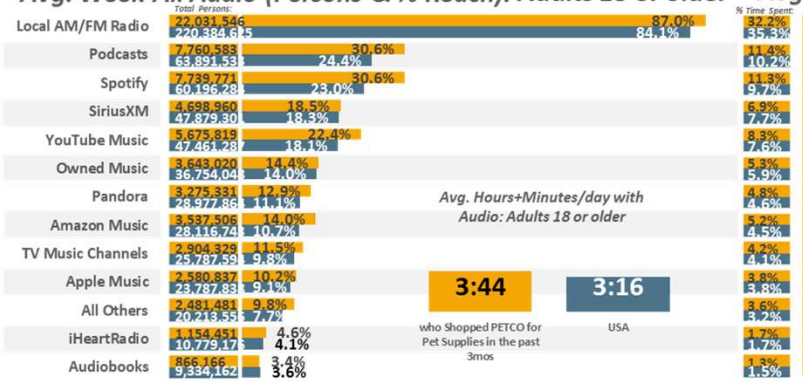

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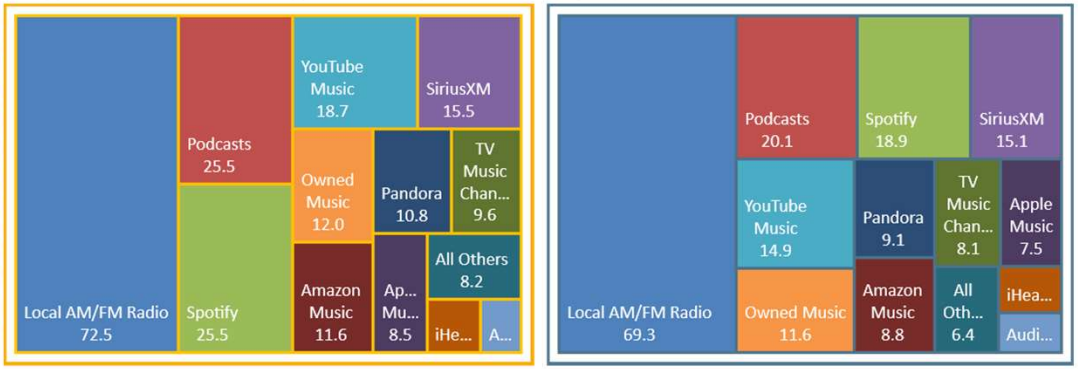

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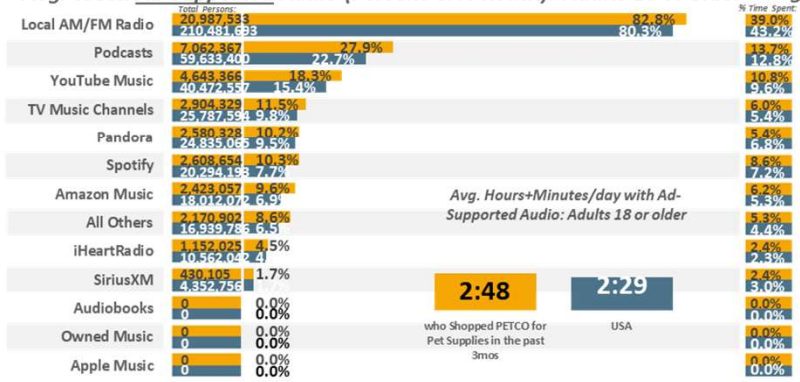

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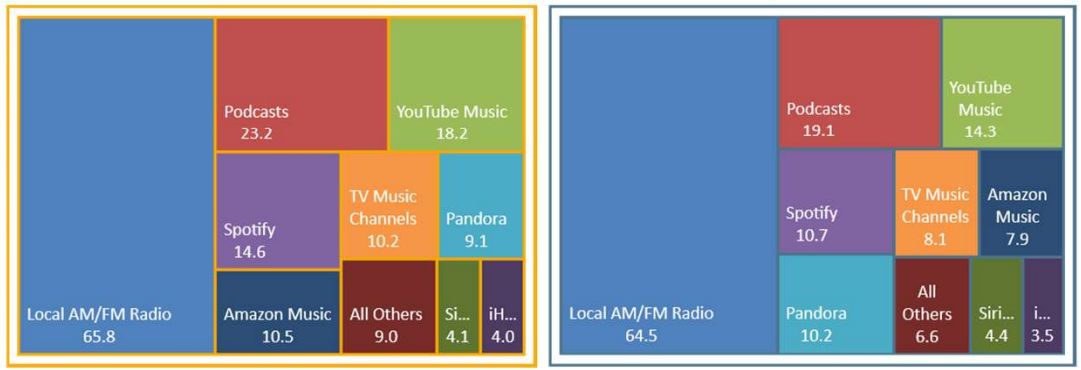

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15,050,836 or 84.6% of Adults 18 or older who Shopped CHEWY.COM for Pet Supplies in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.

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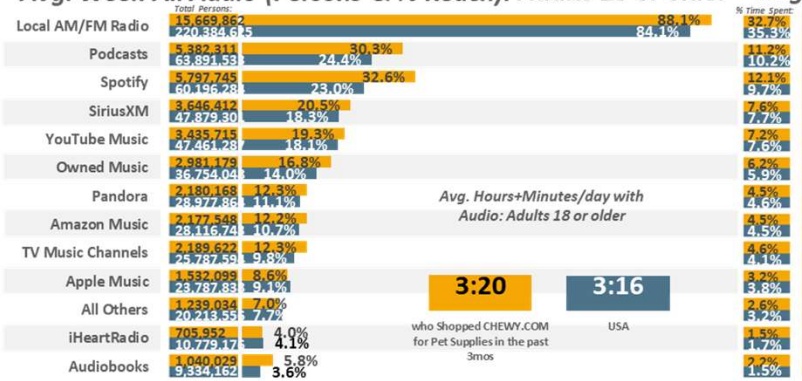

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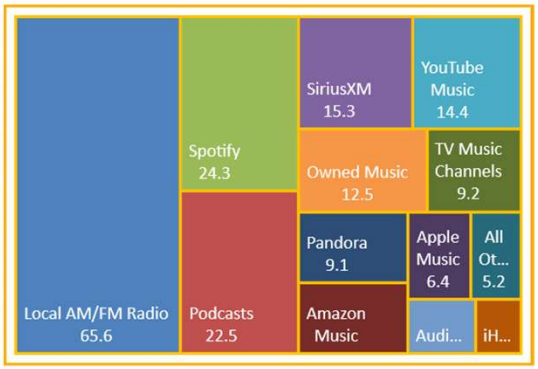

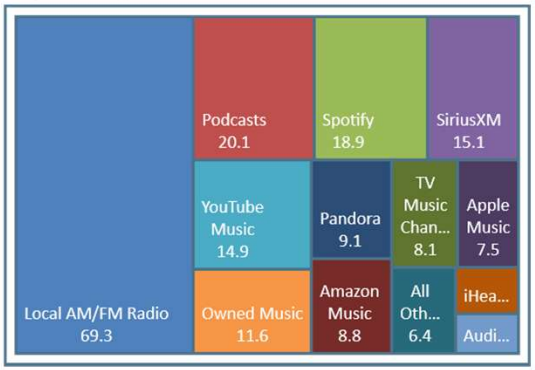

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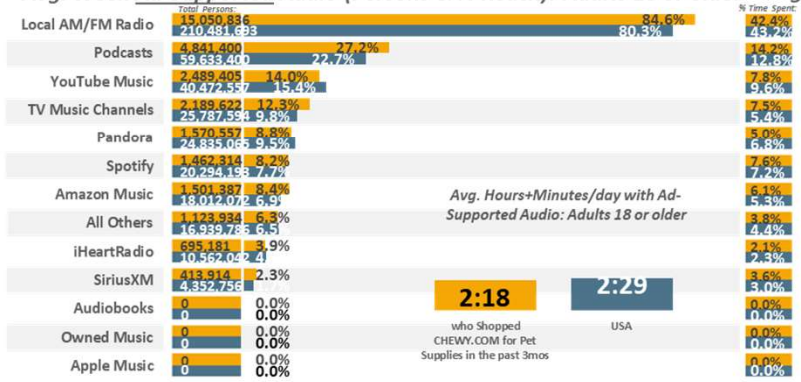

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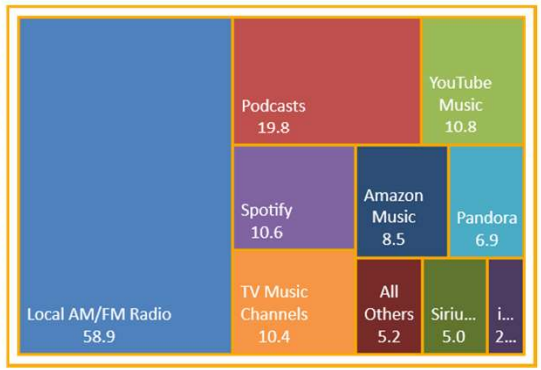

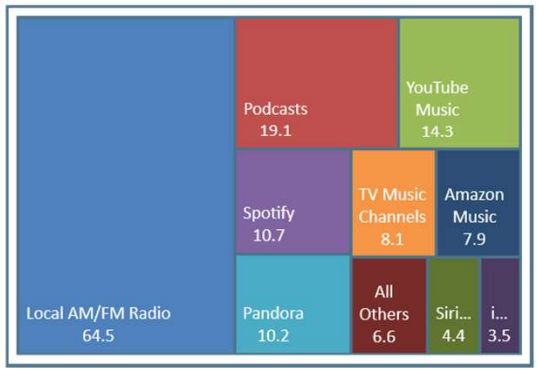

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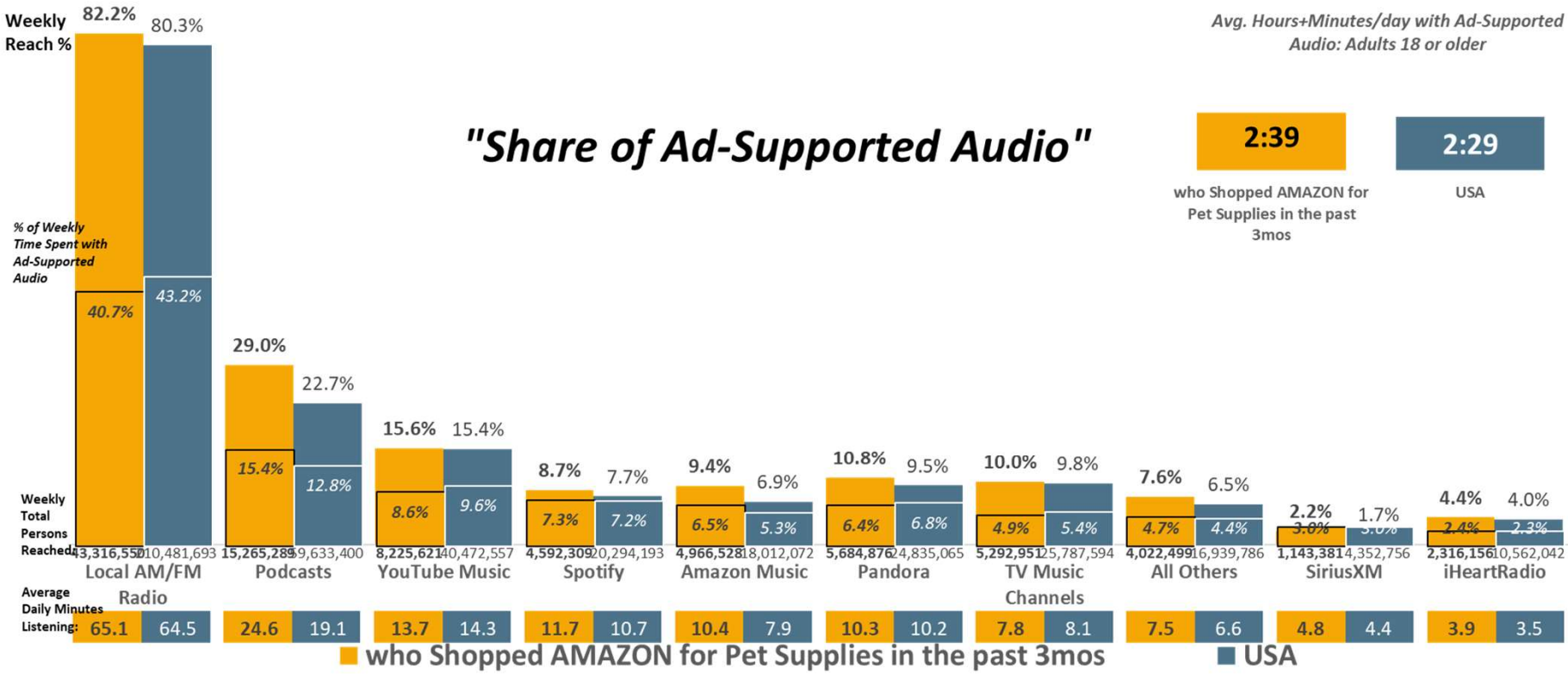

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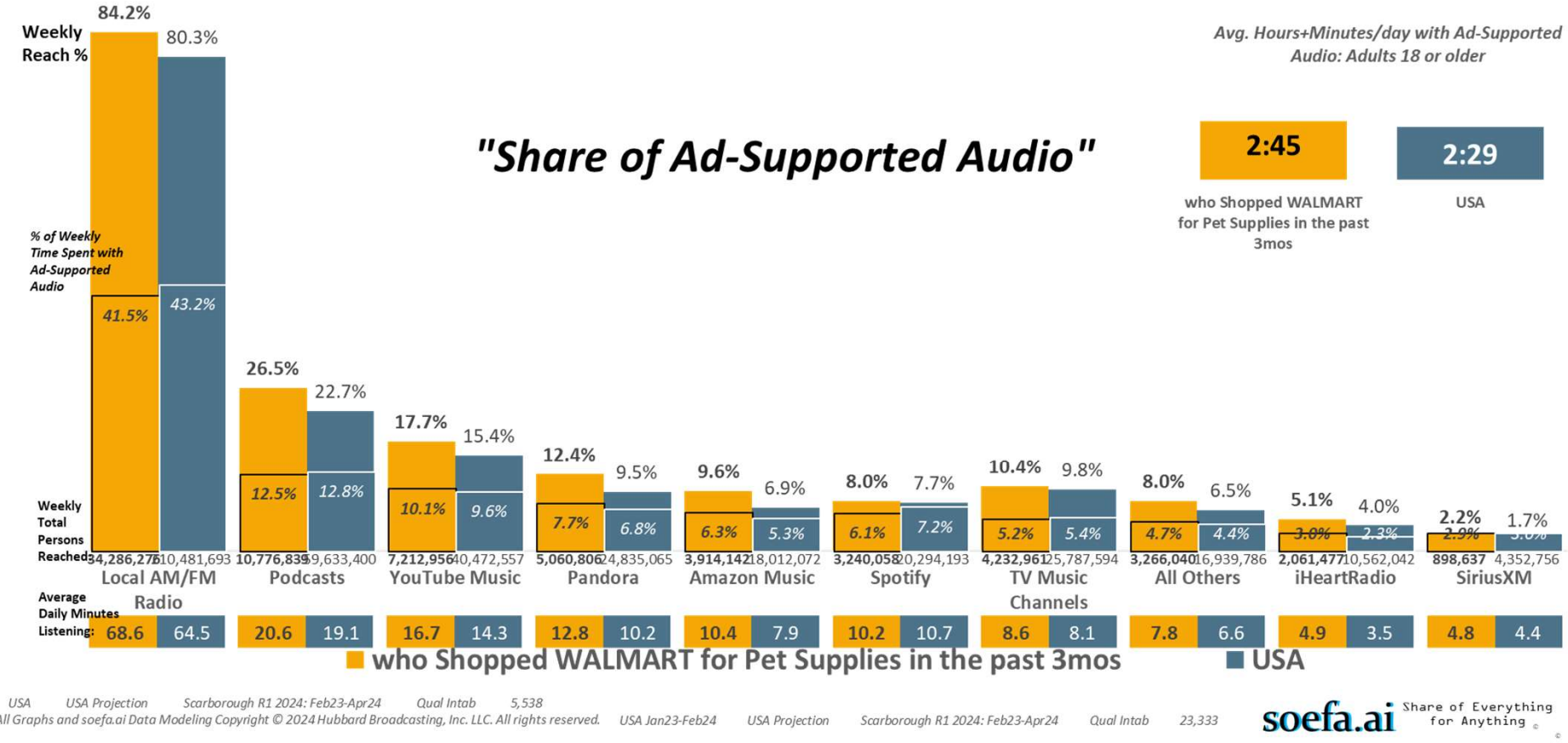

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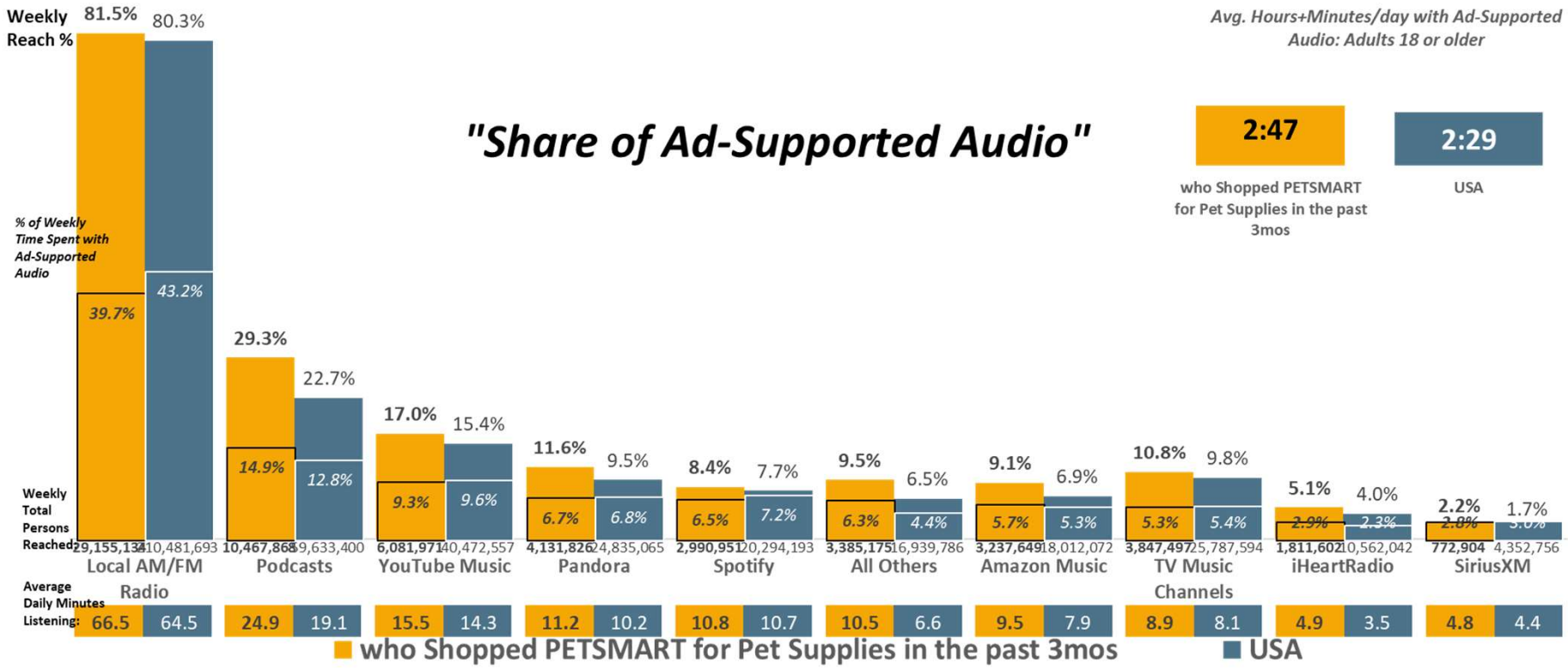

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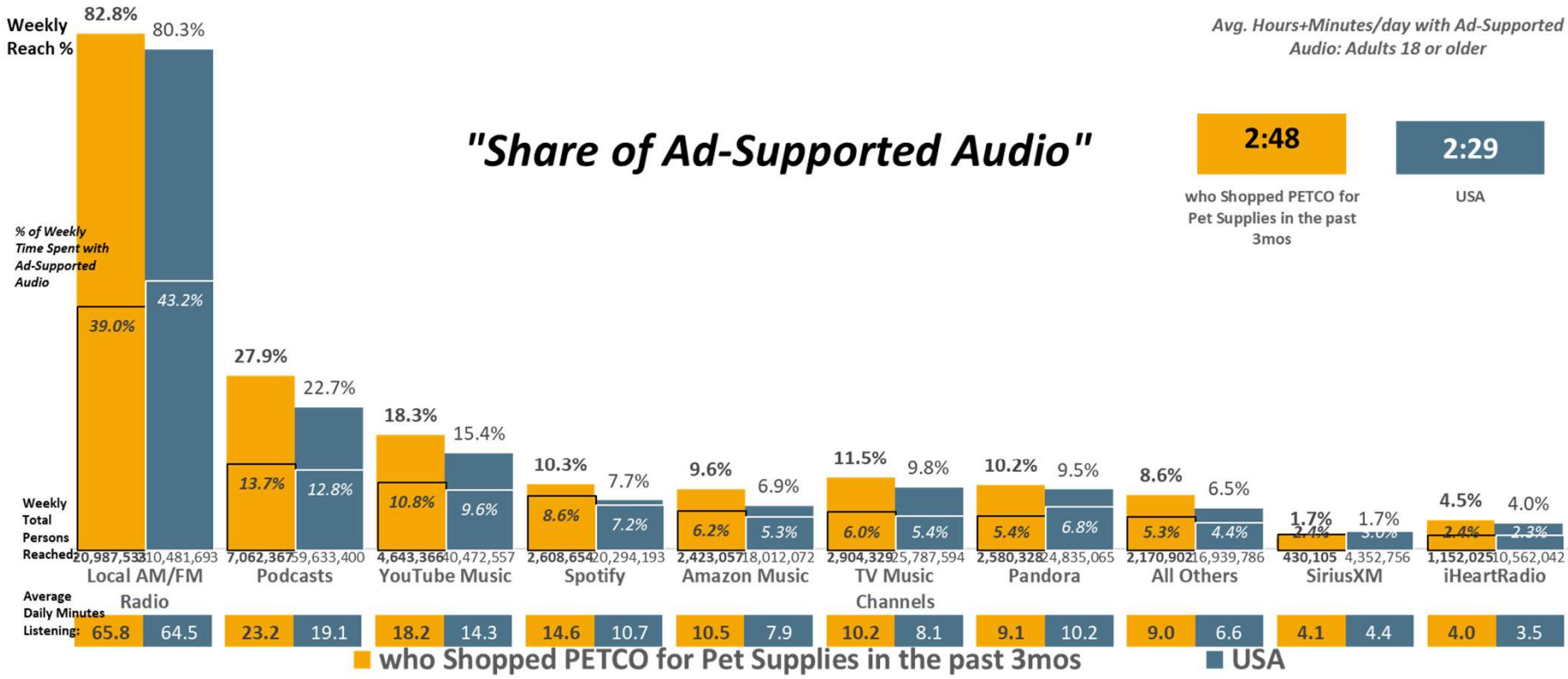

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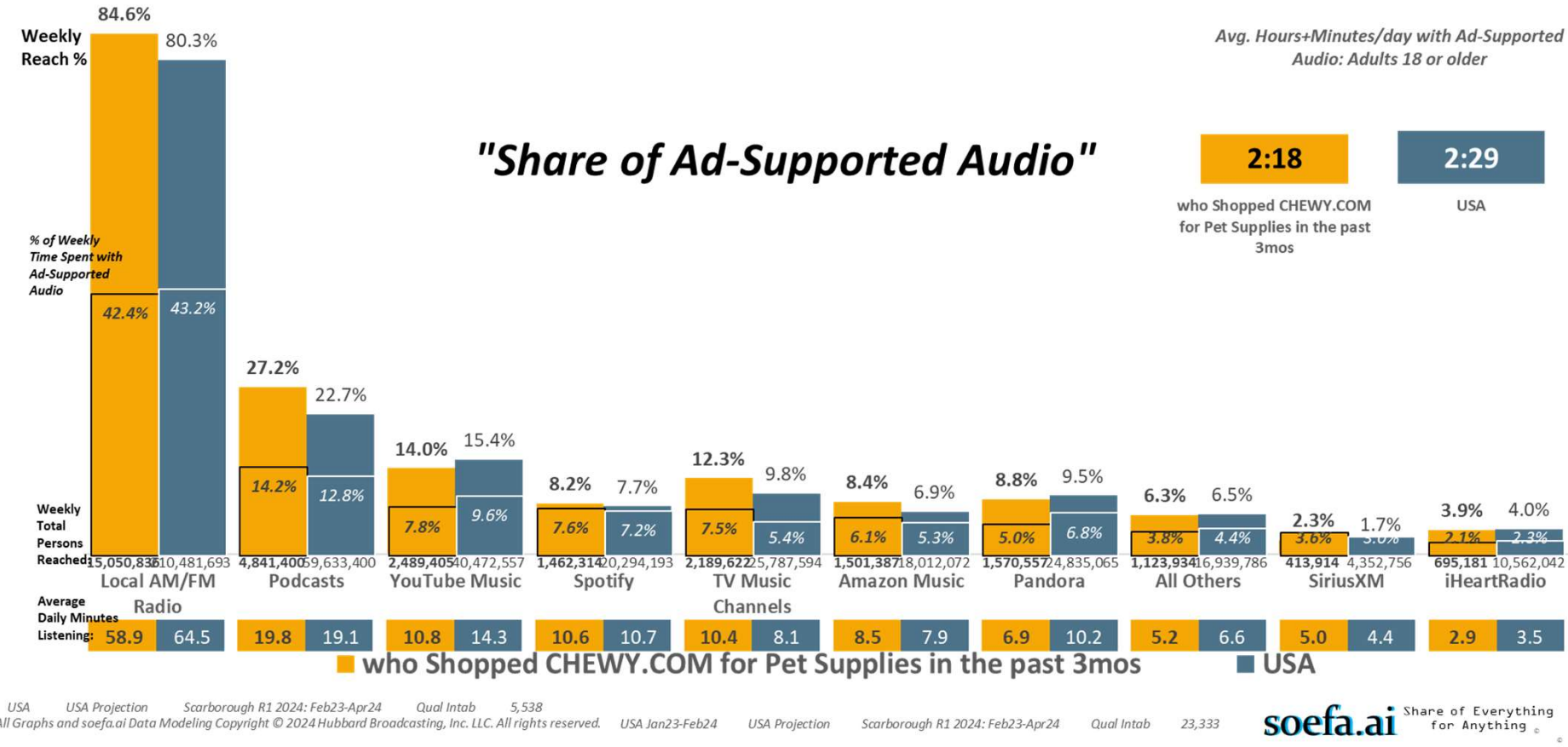

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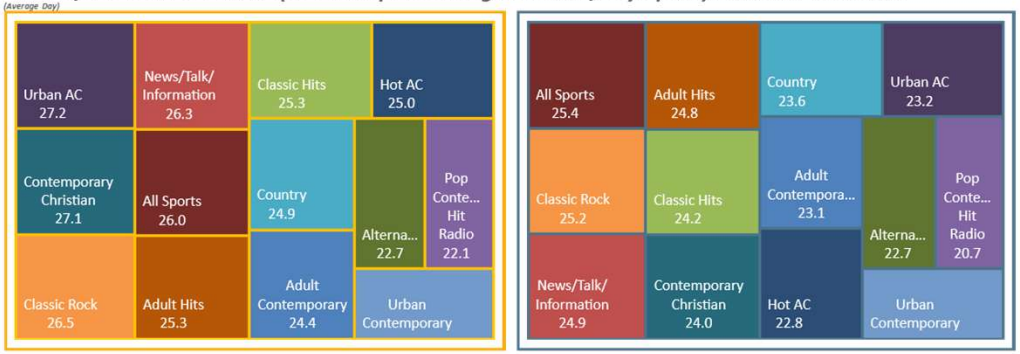
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



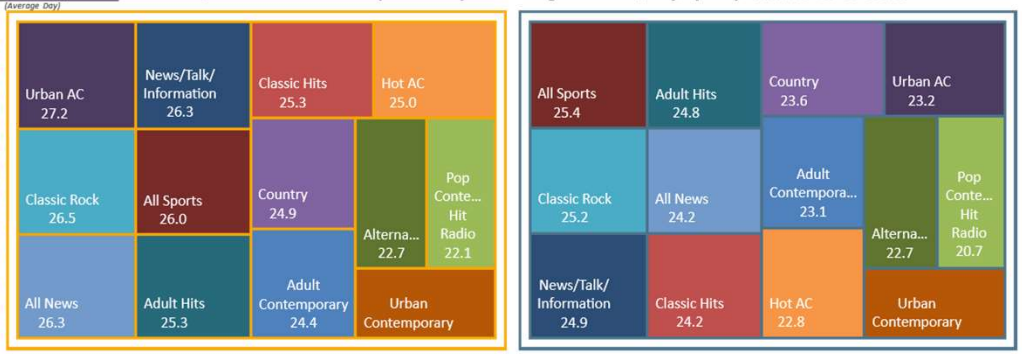
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,538

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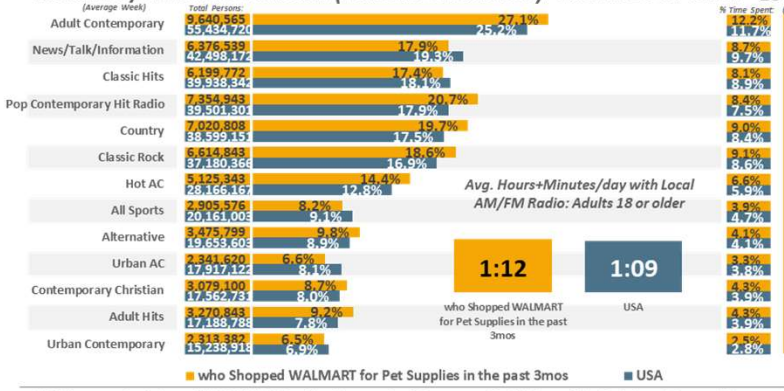
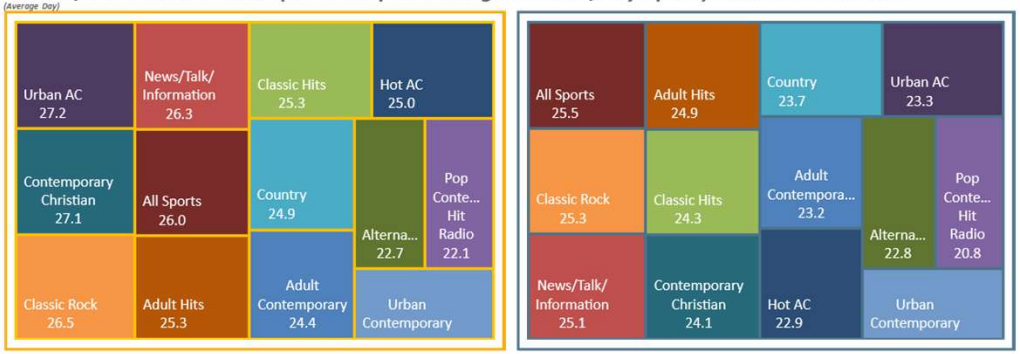
34,286,276 or 84.2% of Adults 18 or older who Shopped WALMART for Pet Supplies in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Rock, and Classic Hits.

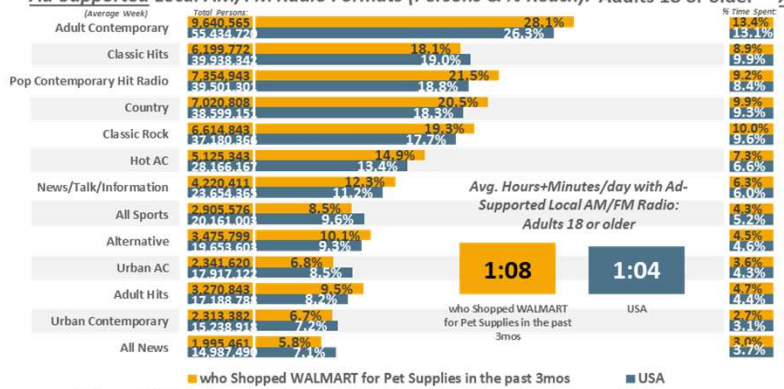
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



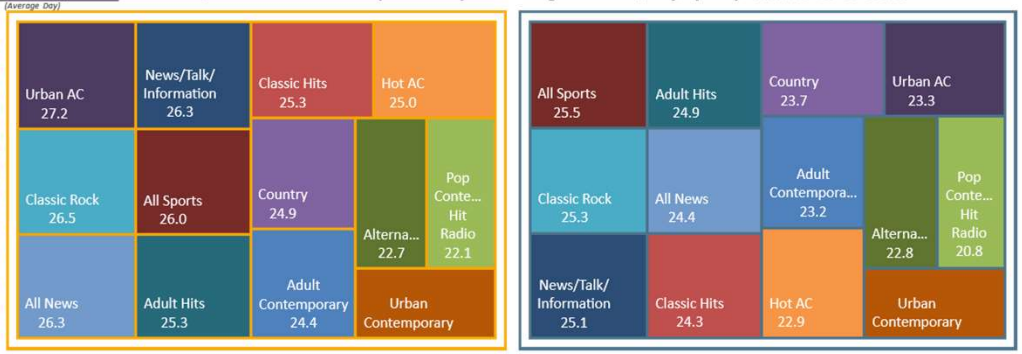
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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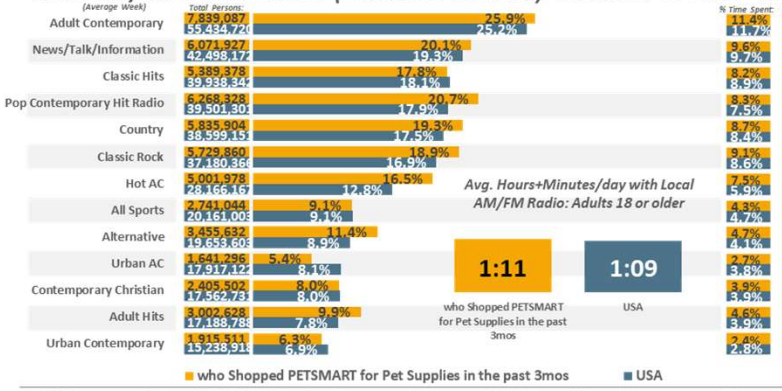
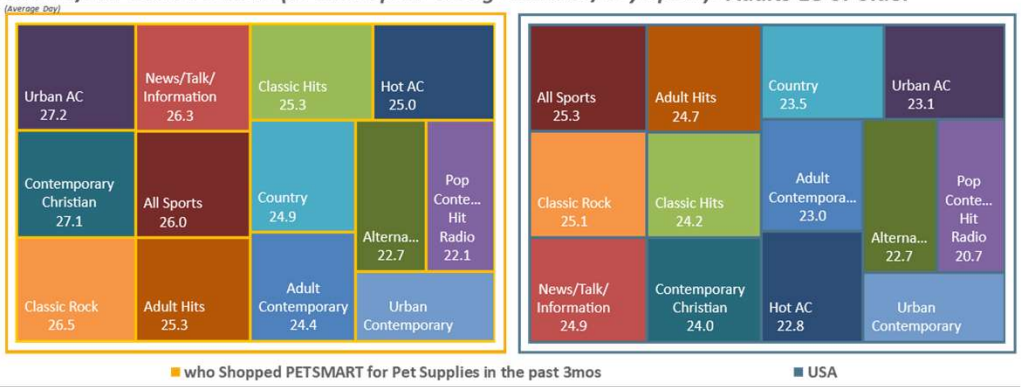
29,155,134 or 81.5% of Adults 18 or older who Shopped PETSMART for Pet Supplies in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Rock, and Classic Hits.

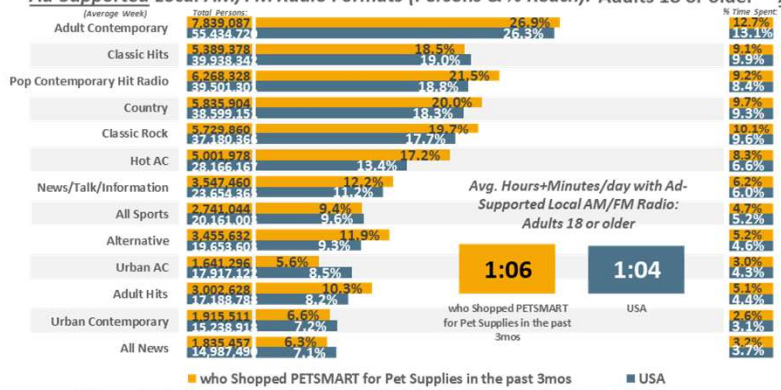
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



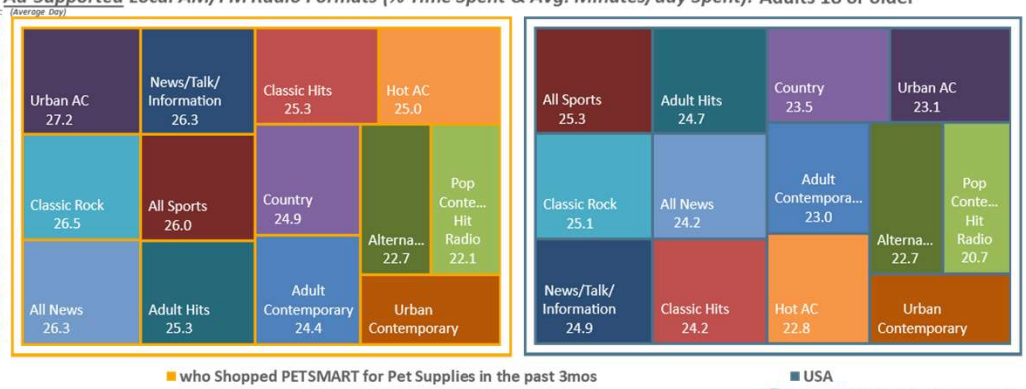
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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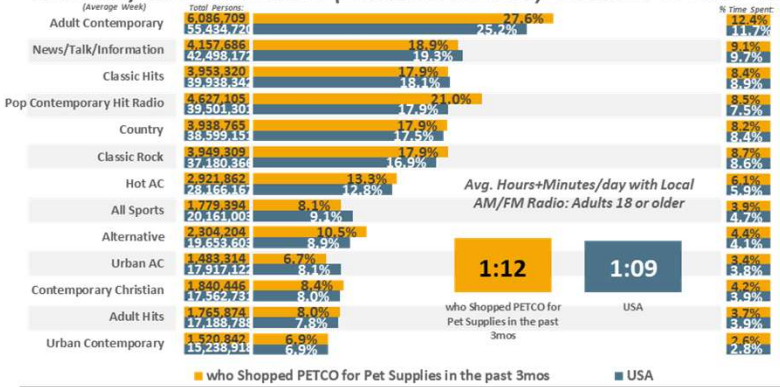
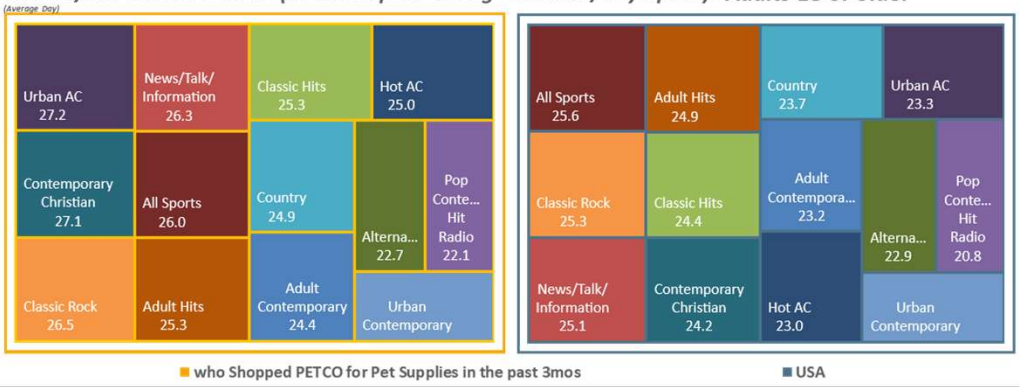
20,987,533 or 82.8% of Adults 18 or older who Shopped PETCO for Pet Supplies in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Country.

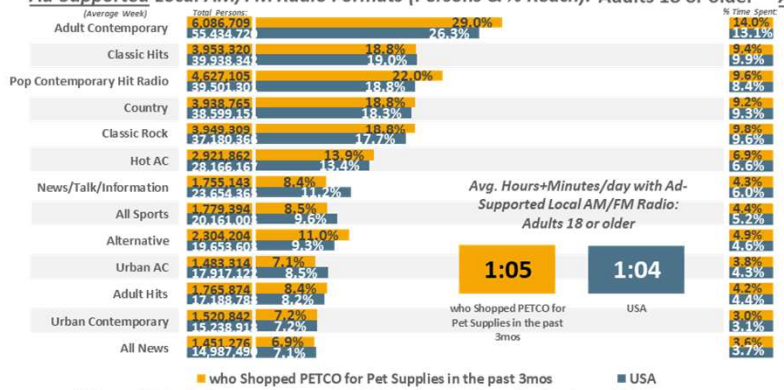
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



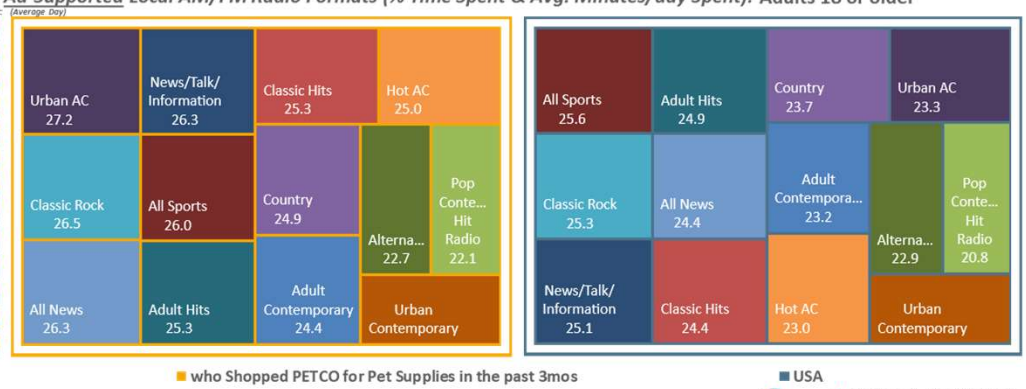
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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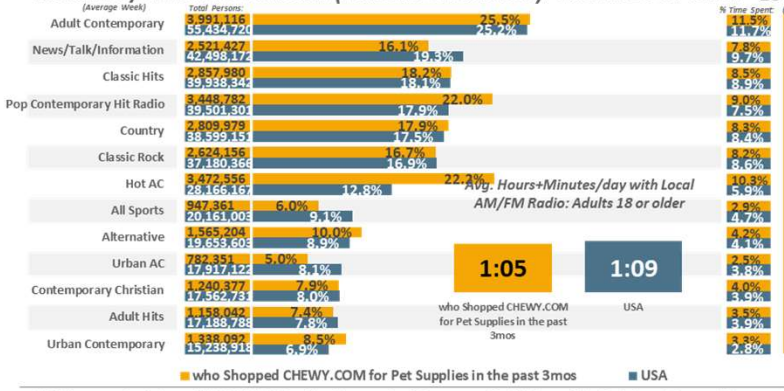
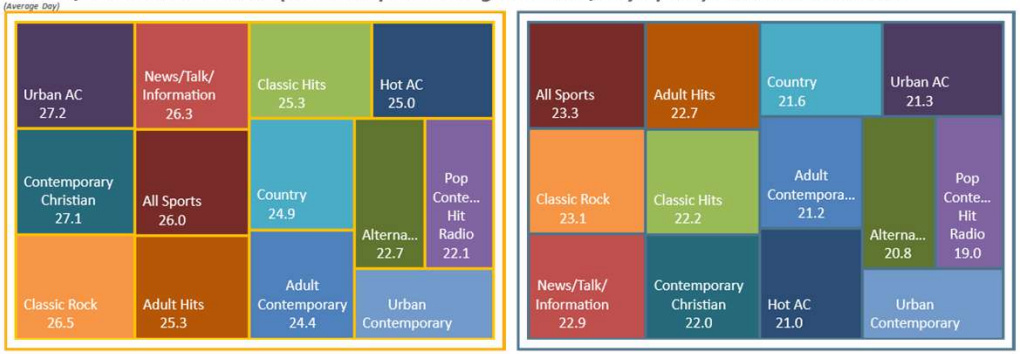
15,050,836 or 84.6% of Adults 18 or older who Shopped CHEWY.COM for Pet Supplies in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Hot AC, Pop Contemporary Hit Radio, Classic Hits, and Country.

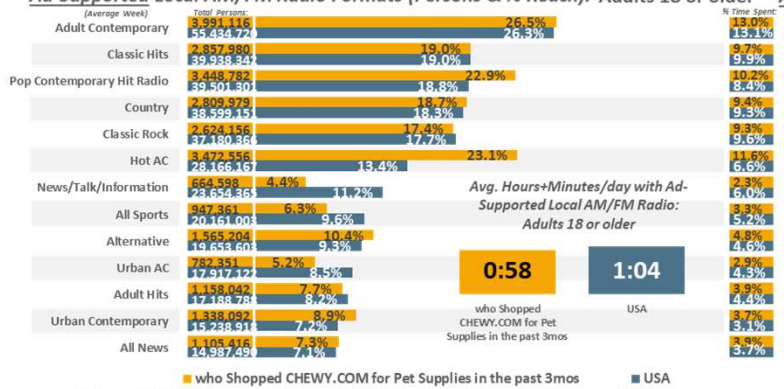
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



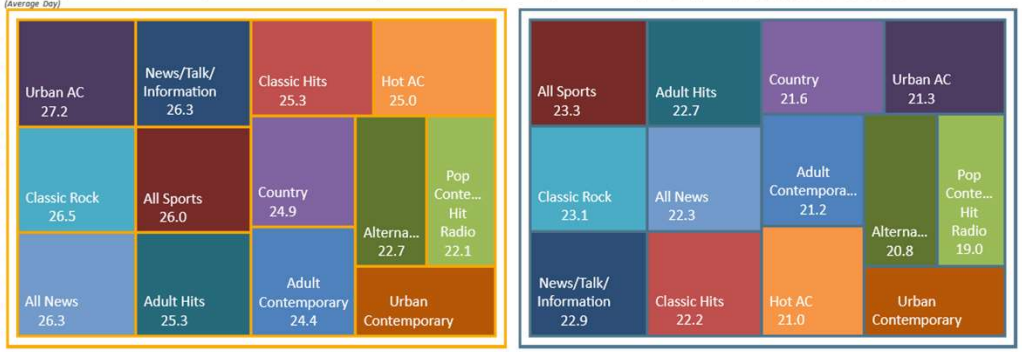
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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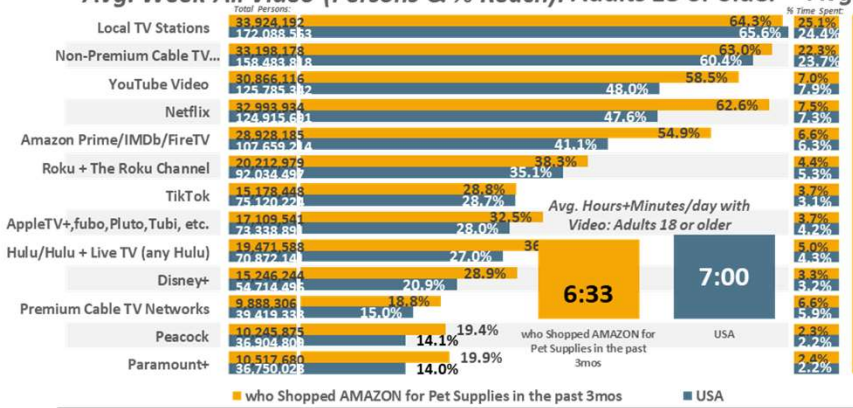
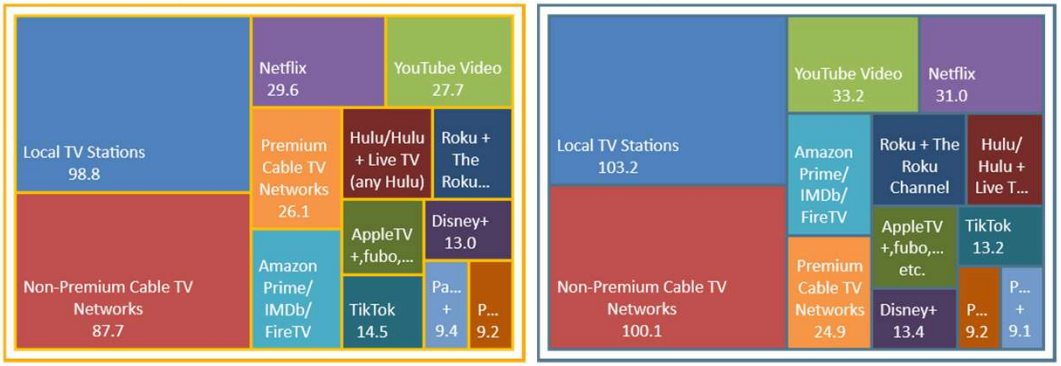
amazon

33,470,263 or 63.5% of Adults 18 or older who Shopped AMAZON for Pet Supplies in the past 3mos watch Ad-Supported Local TV Stations for an average of 94.2 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

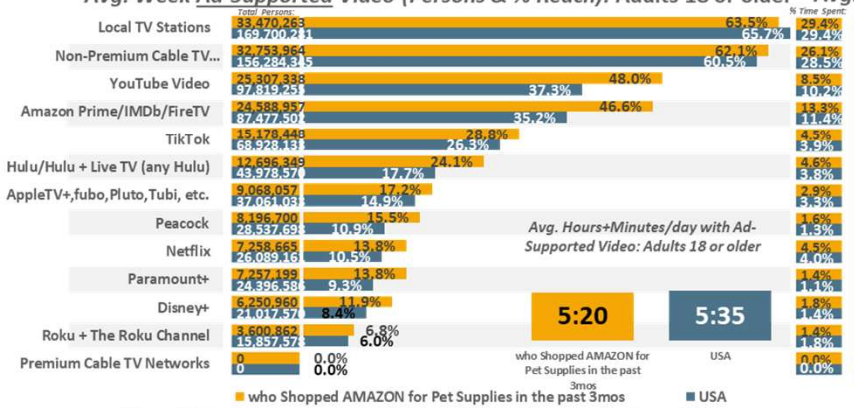


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

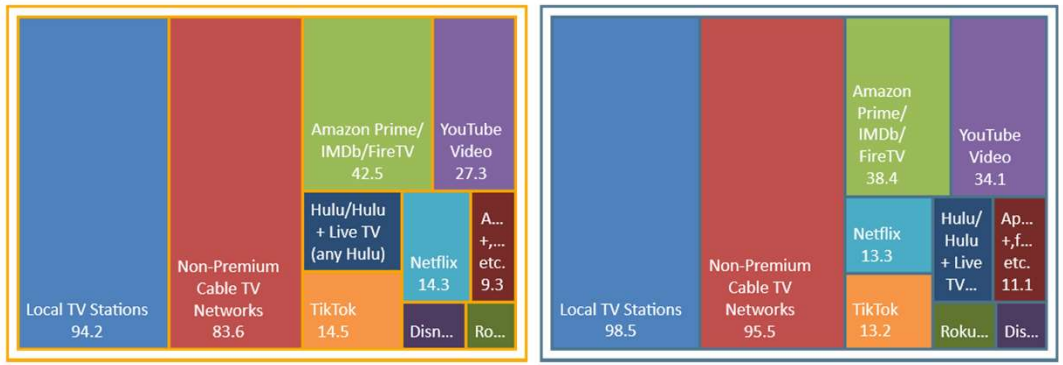


who Shopped AMAZON for Pet Supplies in the past 3mos ■ USA

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



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



who Shopped AMAZON for Pet Supplies in the past 3mos ■ USA

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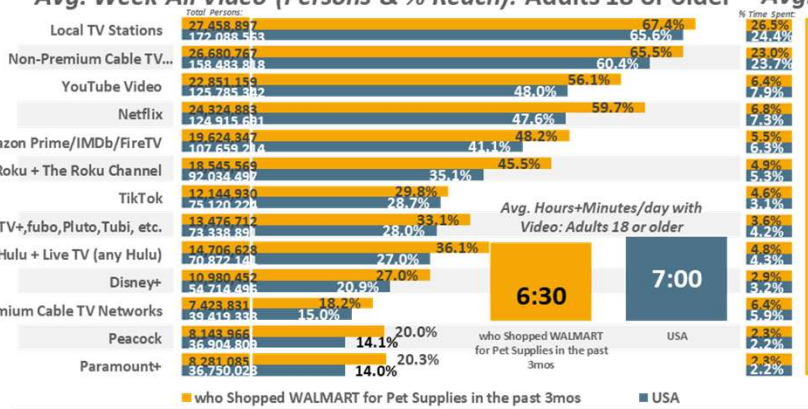
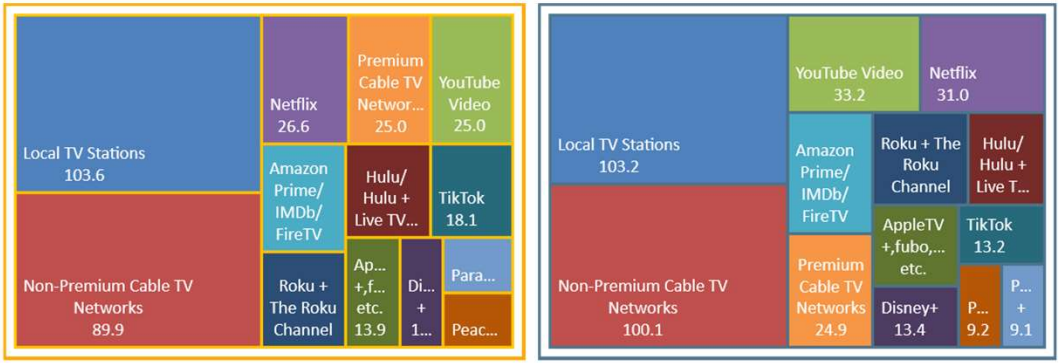
27,055,268 or 66.4% of Adults 18 or older who Shopped WALMART for Pet Supplies in the past 3mos watch Ad-Supported Local TV Stations for an average of 99.9 minutes every day representing 31.2% of all time spent daily with Ad-Supported Video.

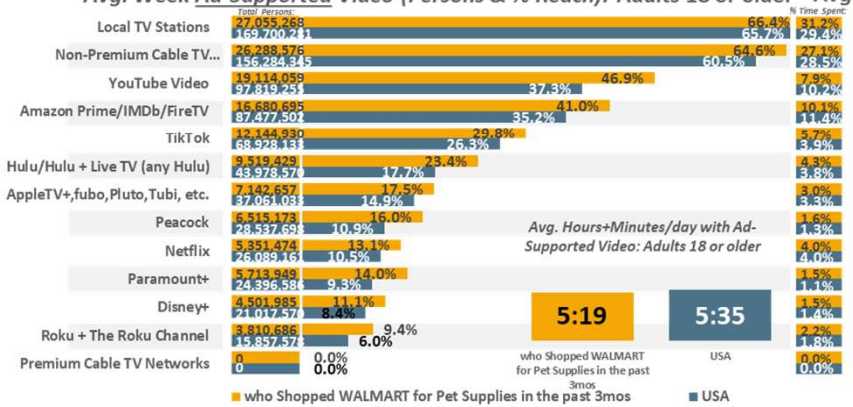
Avg. Week All Video (Persons & % Reach): Adults 18 or older



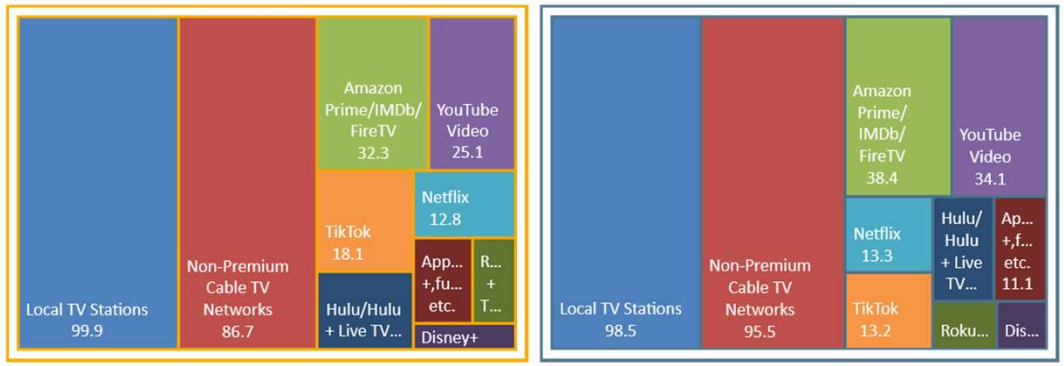
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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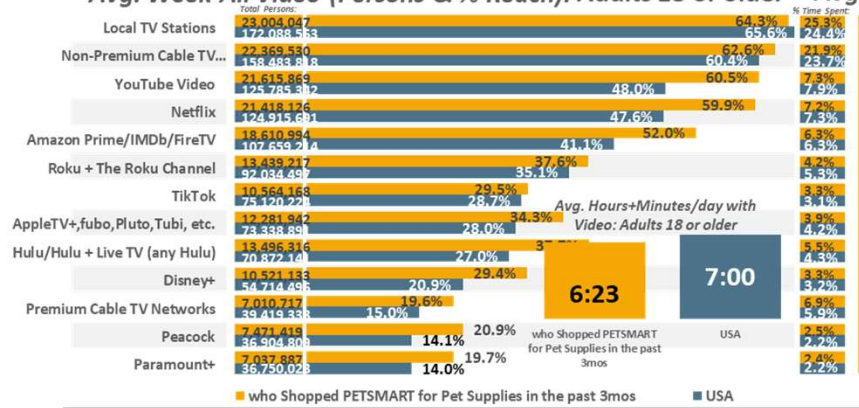
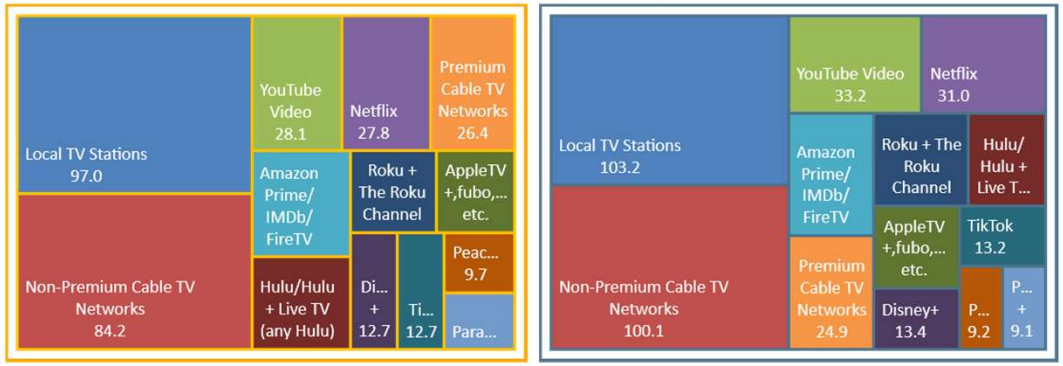
22,680,607 or 63.4% of Adults 18 or older who Shopped PETSMART for Pet Supplies in the past 3mos watch Ad-Supported Local TV Stations for an average of 92.9 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

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

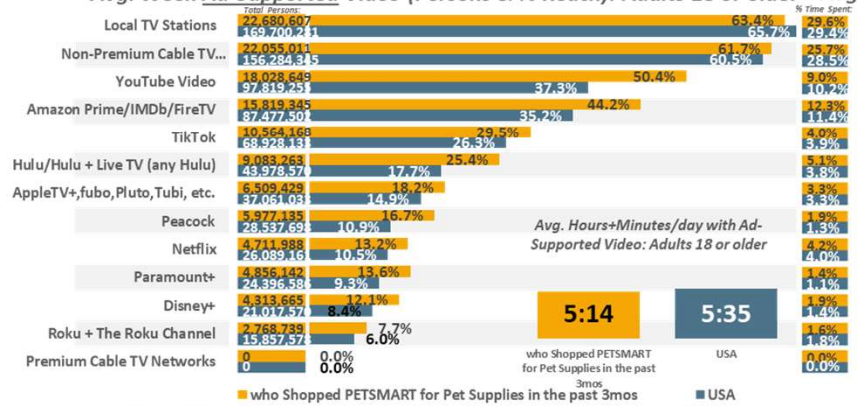


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

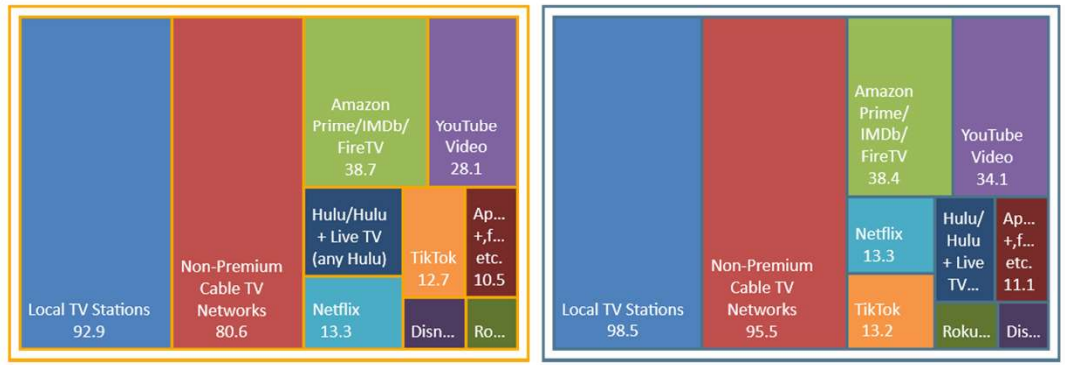


■ who Shopped PETSMART for Pet Supplies in the past 3mos ■ USA

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



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



■ who Shopped PETSMART for Pet Supplies in the past 3mos ■ USA

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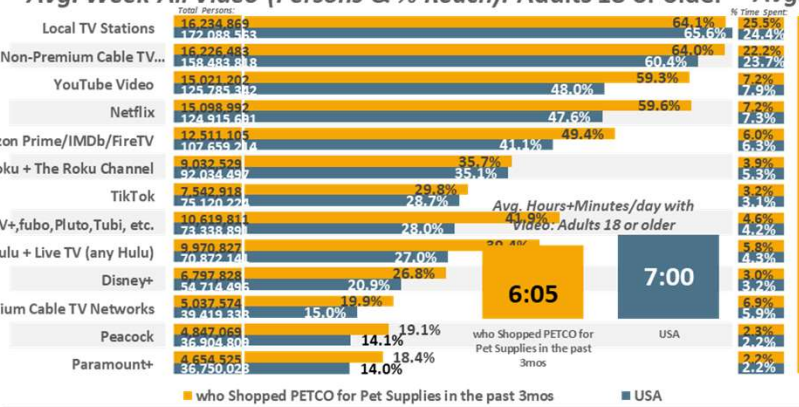
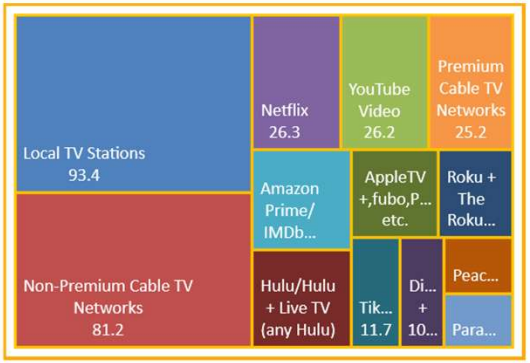
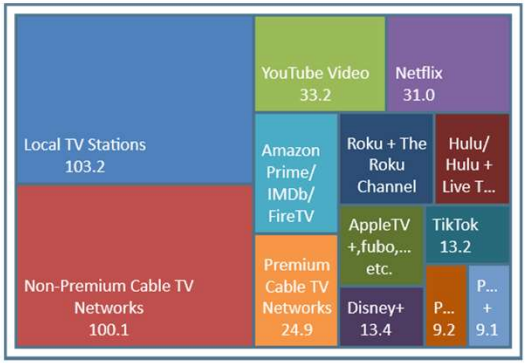
15,983,496 or 63.1% of Adults 18 or older who Shopped PETCO for Pet Supplies in the past 3mos watch Ad-Supported Local TV Stations for an average of 89.1 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.

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



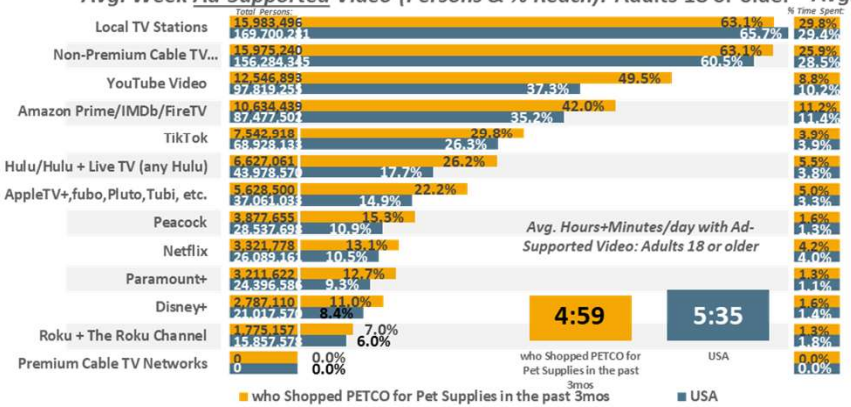
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



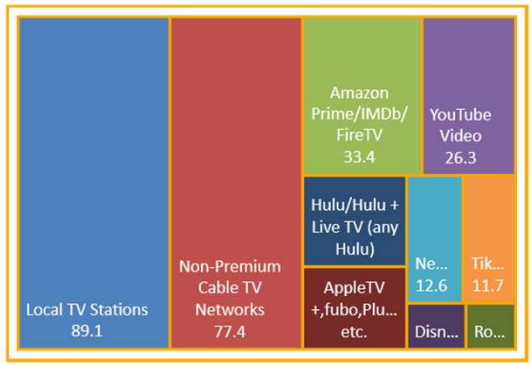


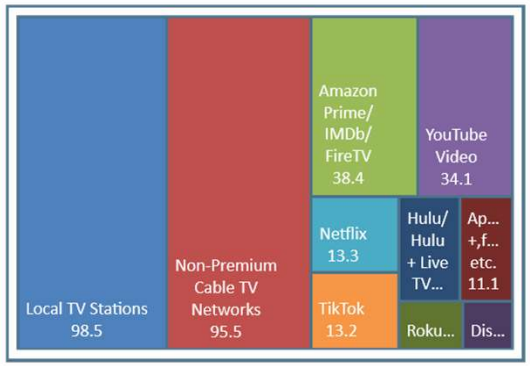
■ who Shopped PETCO for Pet Supplies in the past 3mos ■ USA

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



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





■ who Shopped PETCO for Pet Supplies in the past 3mos ■ USA

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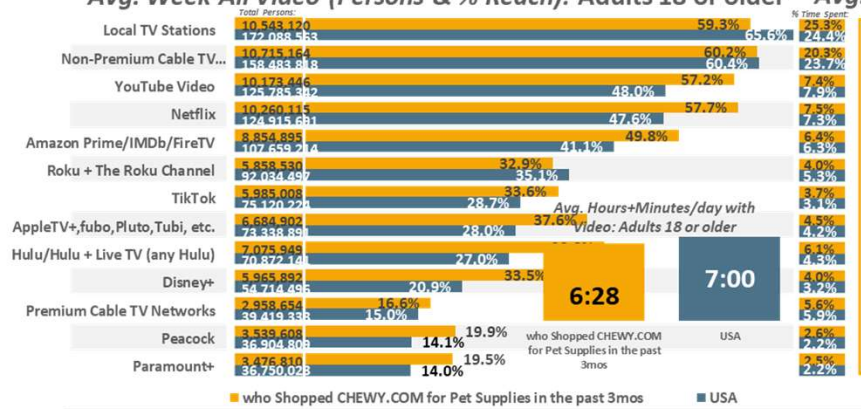
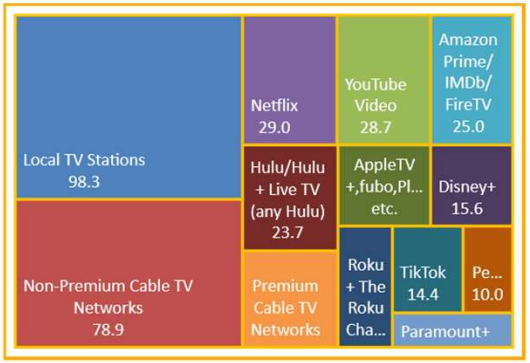
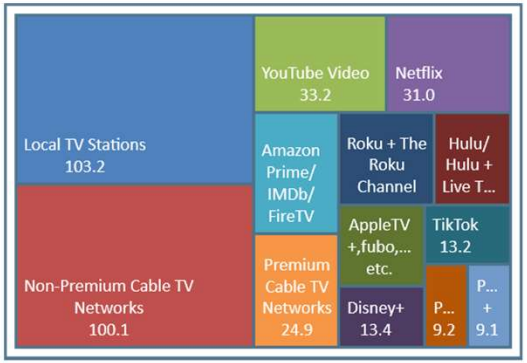
10,410,061 or 58.5% of Adults 18 or older who Shopped CHEWY.COM for Pet Supplies in the past 3mos watch Ad-Supported Local TV Stations for an average of 93.9 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

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



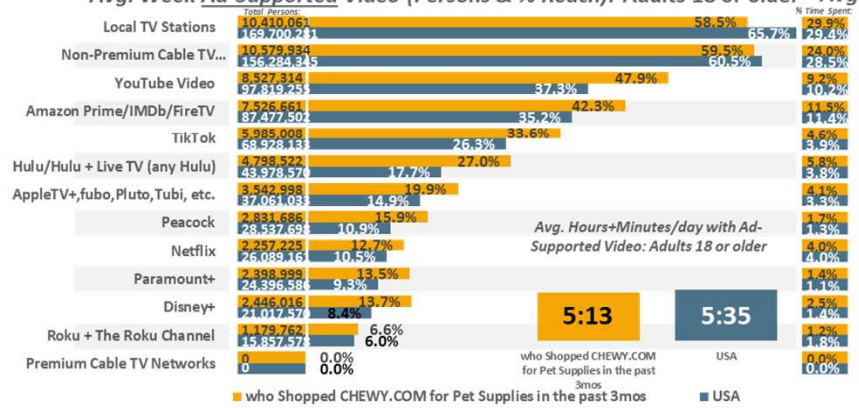
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



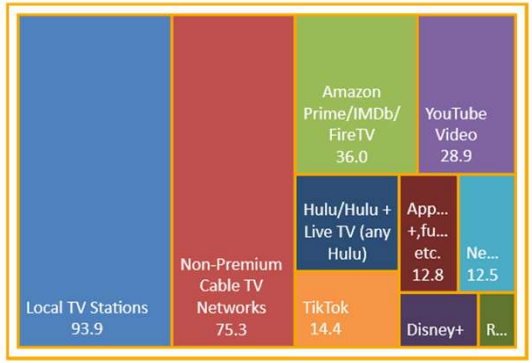


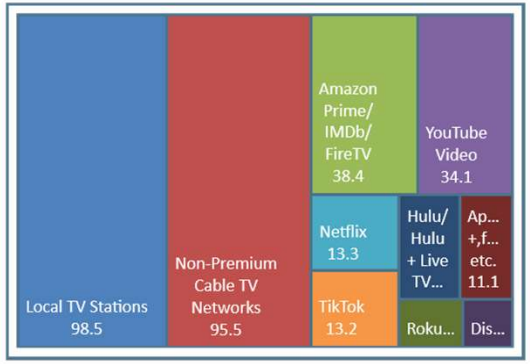
who Shopped CHEWY.COM for Pet Supplies in the past 3mos ■ USA

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



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





who Shopped CHEWY.COM for Pet Supplies in the past 3mos ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,538

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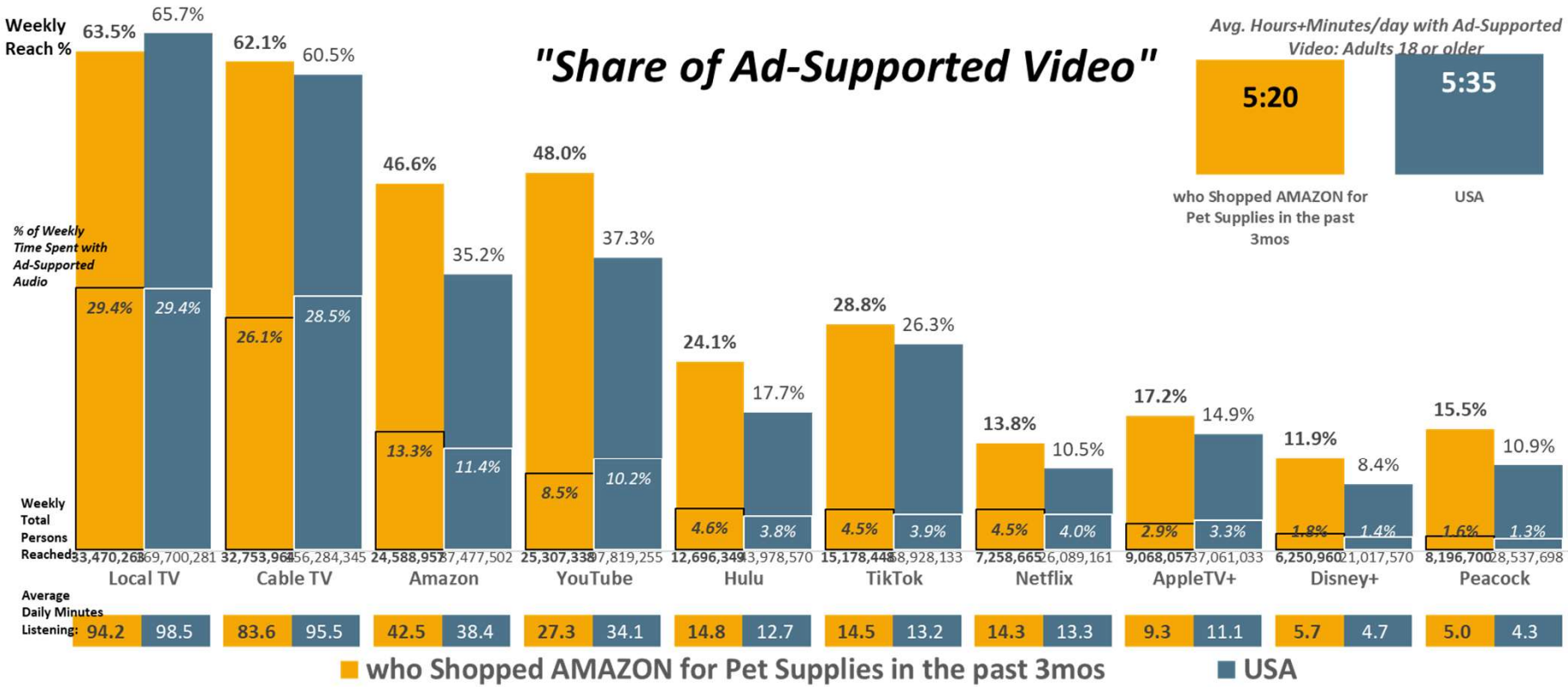
[((Lifestyle characteristics: Own a dog OR Lifestyle characteristics: Own a cat OR Lifestyle characteristics: Own other pet) AND (Stores/services shopped in-store past 3 months: Any pet supply store OR Stores/services shopped online past 3 months: Any pet supply store))] AND Apps or websites used or visited past 30 days:Retail/Shopping: Chewy.com

amazon

33,470,263 or 63.5% of Adults 18 or older who Shopped AMAZON for Pet Supplies in the past 3mos watch Ad-Supported Local TV Stations for an average of 94.2 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,538

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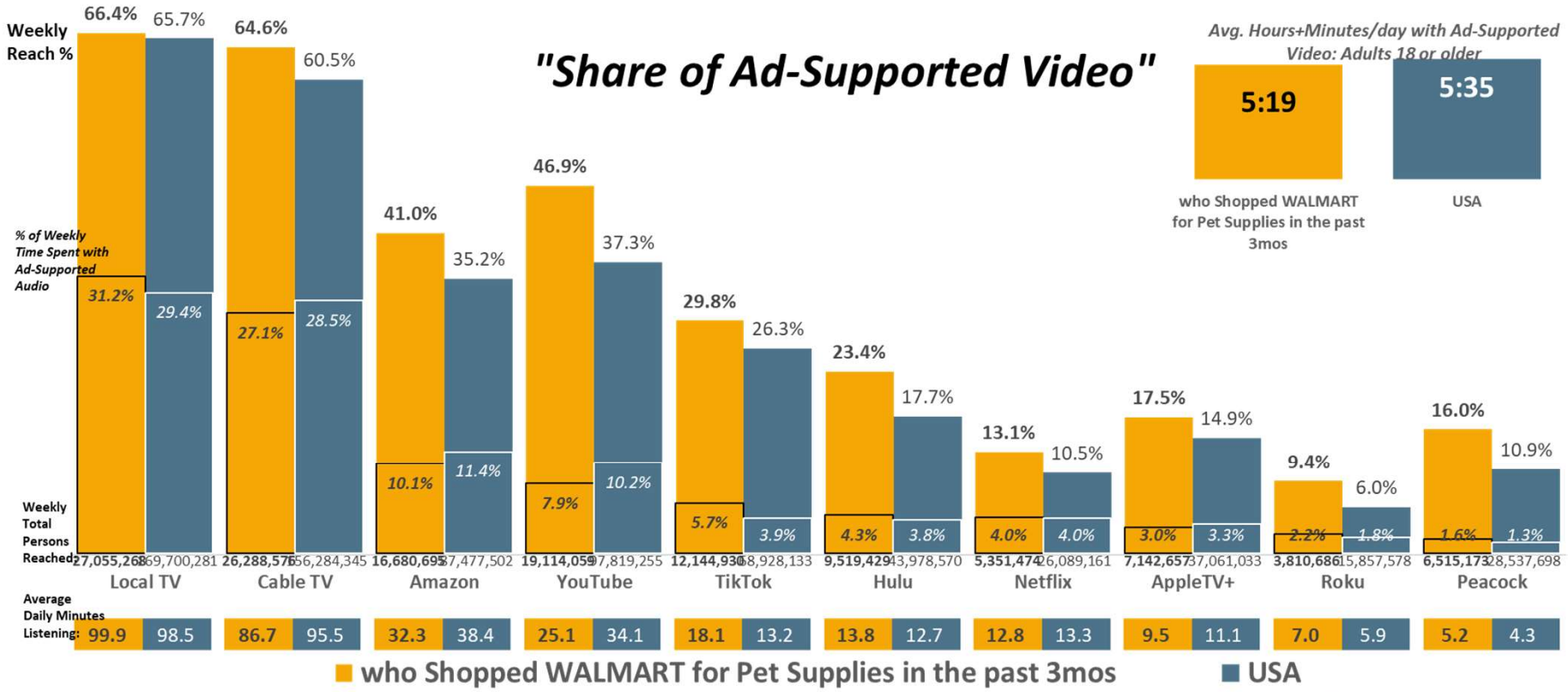
27,055,268 or 66.4% of Adults 18 or older who Shopped WALMART for Pet Supplies in the past 3mos watch Ad-Supported Local TV Stations for an average of 99.9 minutes every day representing 31.2% of all time spent daily with Ad-Supported Video.



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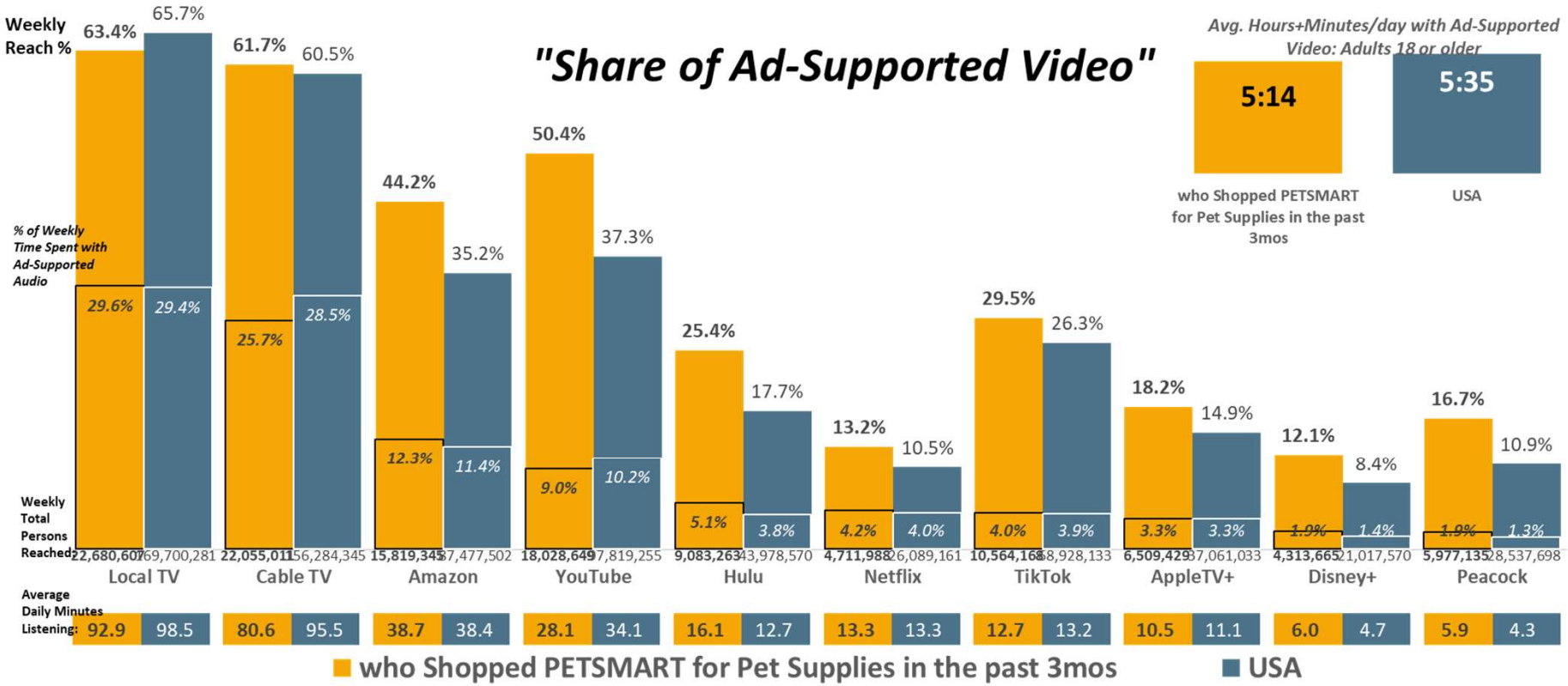
22,680,607 or 63.4% of Adults 18 or older who Shopped PETSMART for Pet Supplies in the past 3mos watch Ad-Supported Local TV Stations for an average of 92.9 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.



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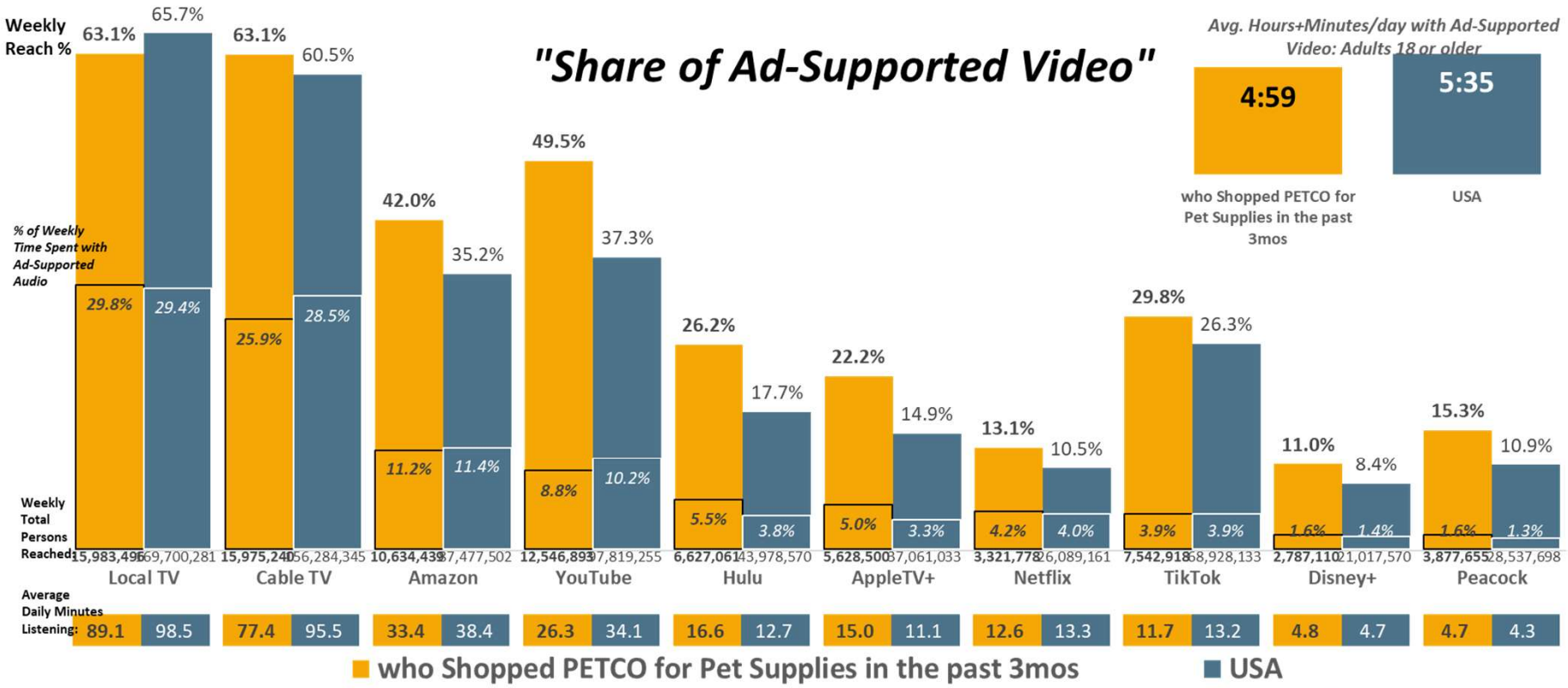
15,983,496 or 63.1% of Adults 18 or older who Shopped PETCO for Pet Supplies in the past 3mos watch Ad-Supported Local TV Stations for an average of 89.1 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.



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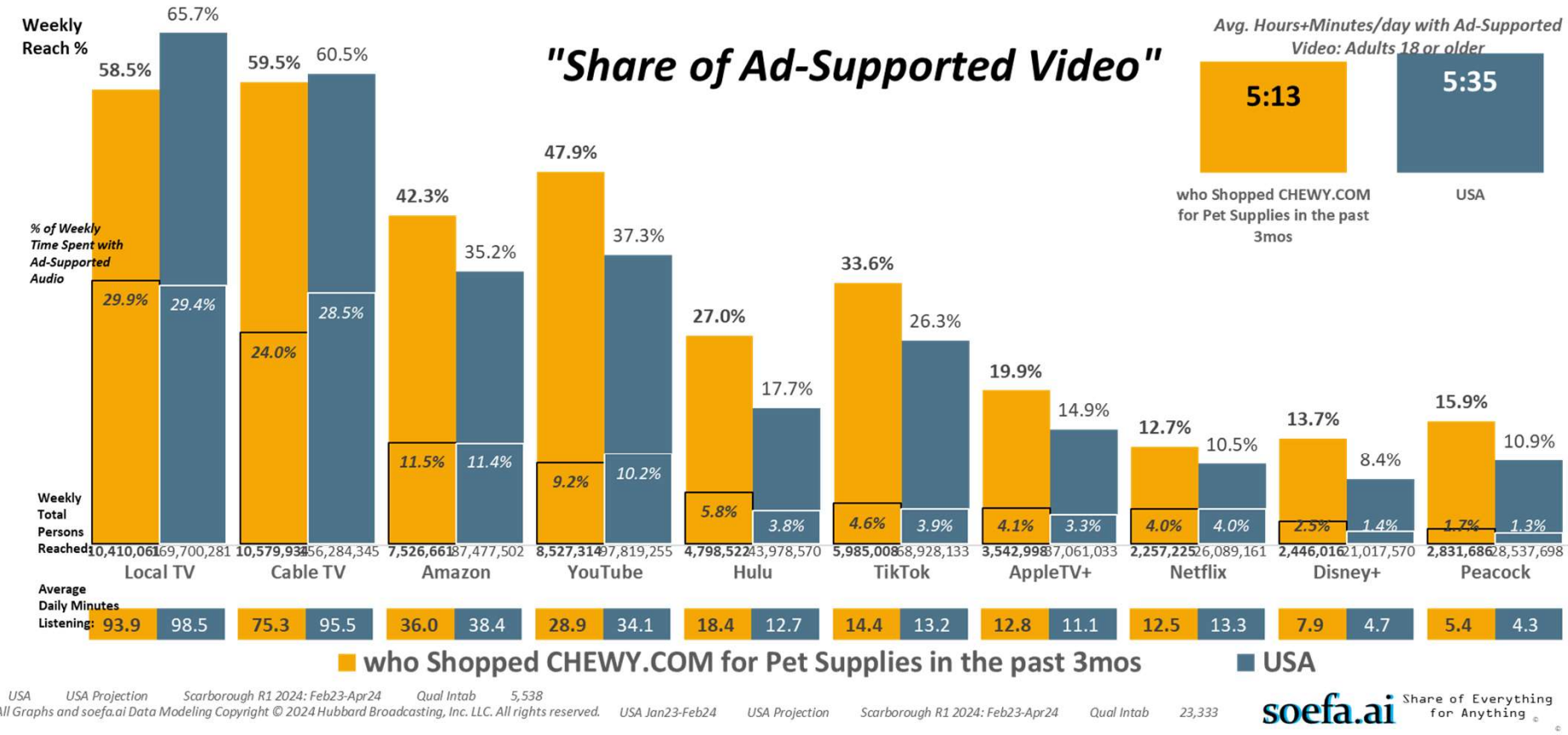
10,410,061 or 58.5% of Adults 18 or older who Shopped CHEWY.COM for Pet Supplies in the past 3mos watch Ad-Supported Local TV Stations for an average of 93.9 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.



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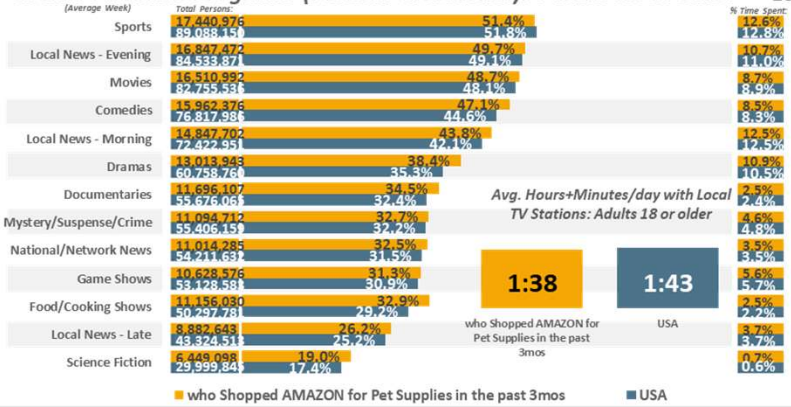
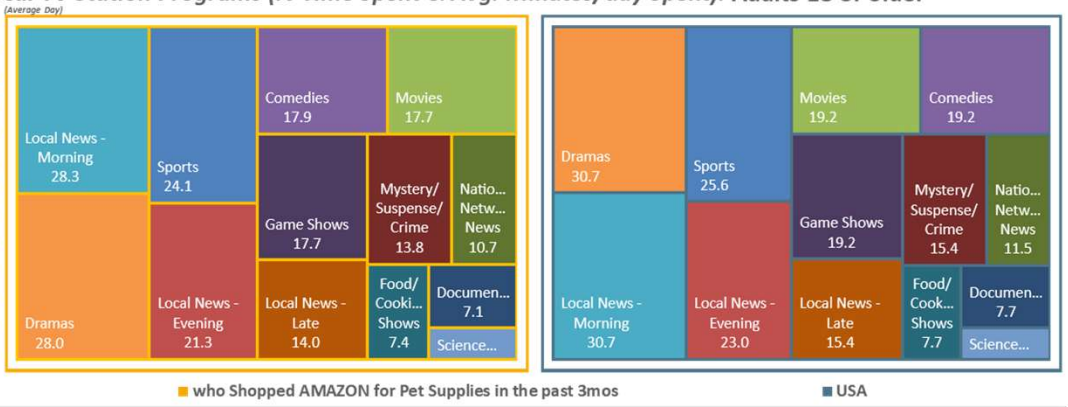
33,470,263 or 63.5% of Adults 18 or older who Shopped AMAZON for Pet Supplies in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Dramas.

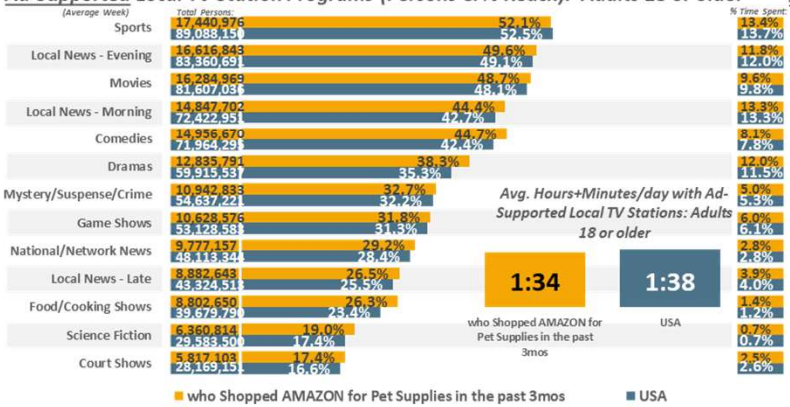
Local TV Station Programs (Persons & % Reach): Adults 18 or older



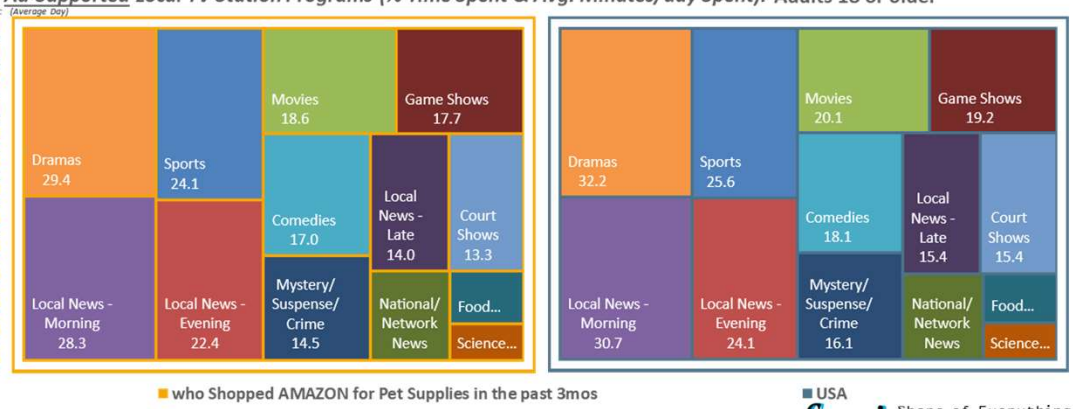
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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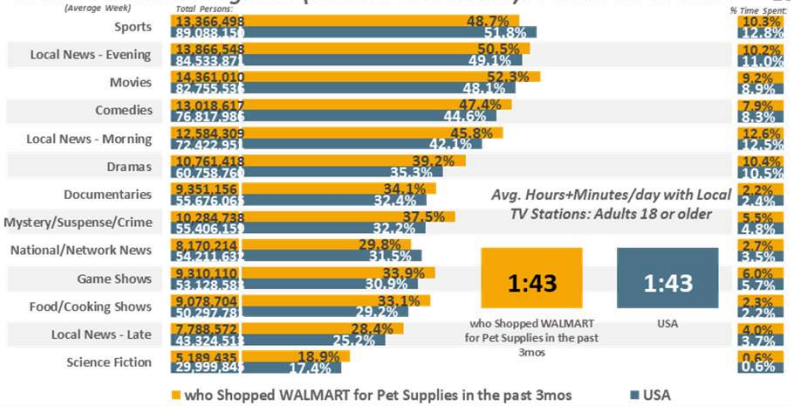
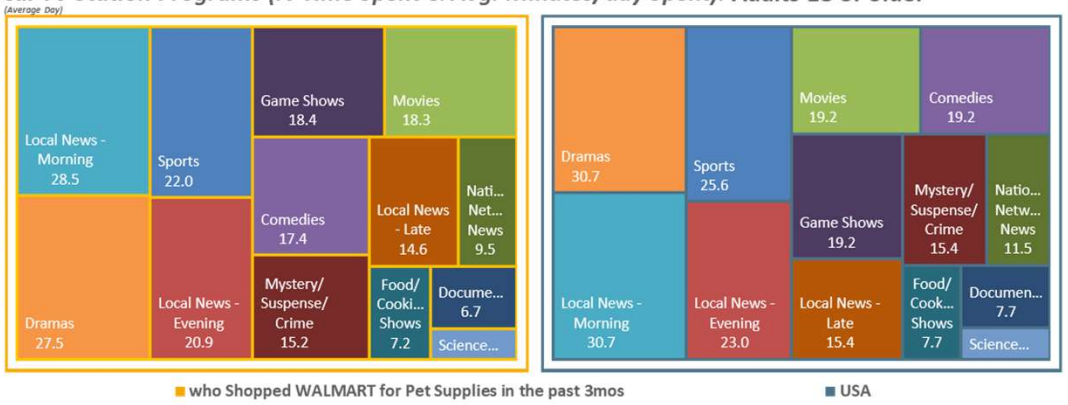
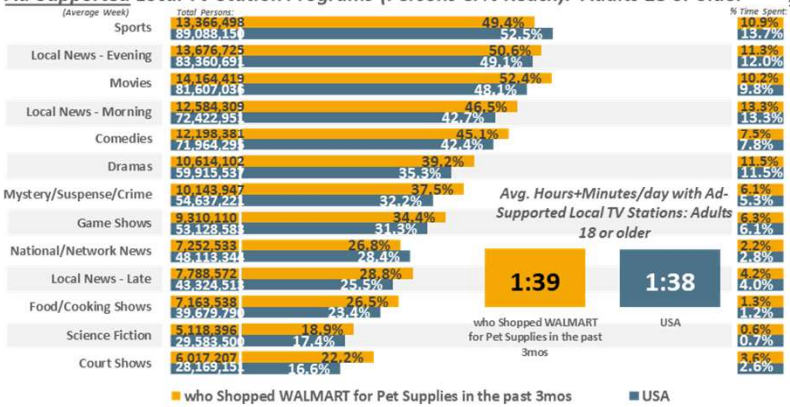
Local TV Station Programs (Persons & % Reach): Adults 18 or older



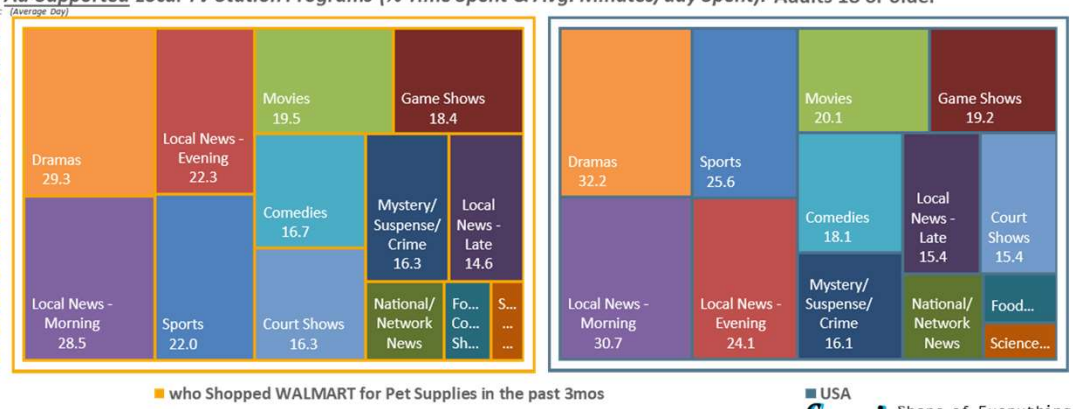
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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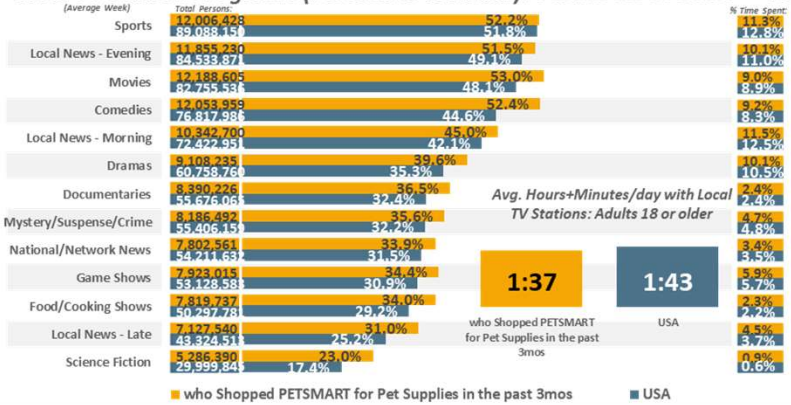
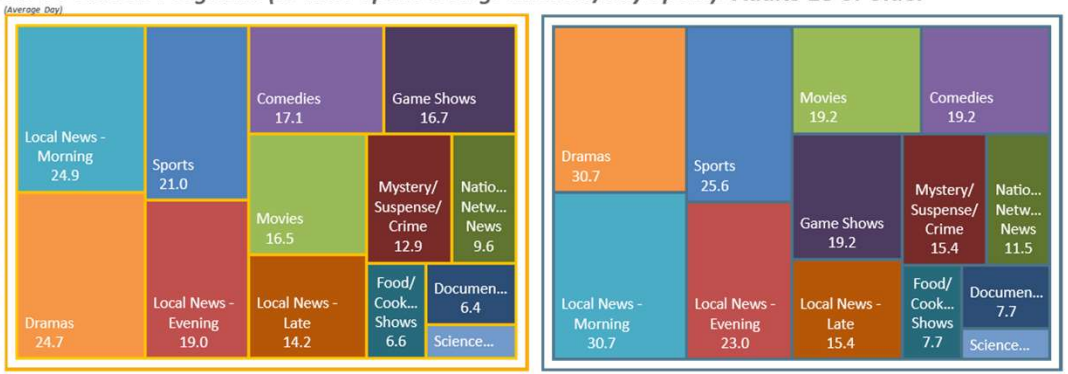
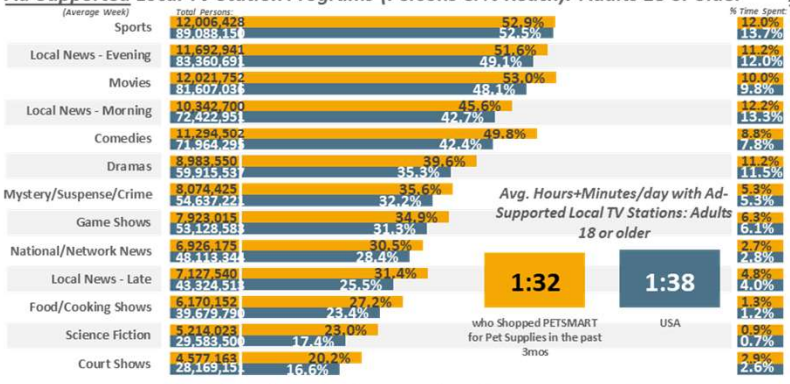
Local TV Station Programs (Persons & % Reach): Adults 18 or older



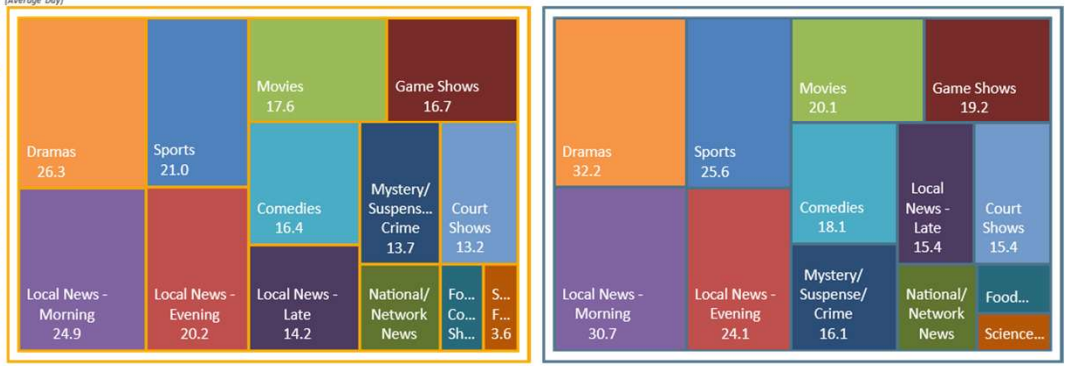
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,538

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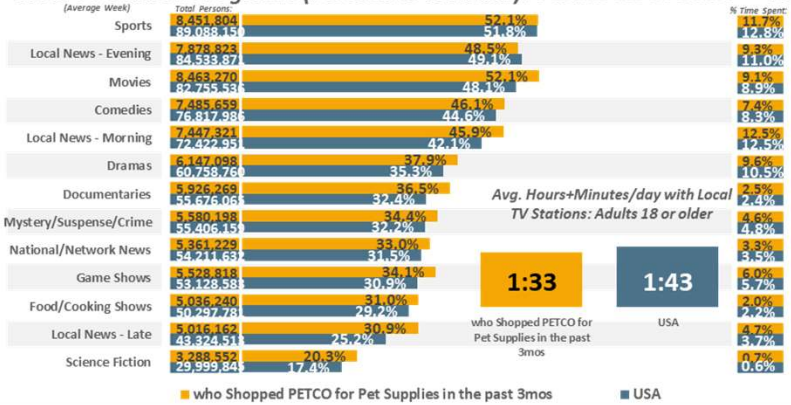
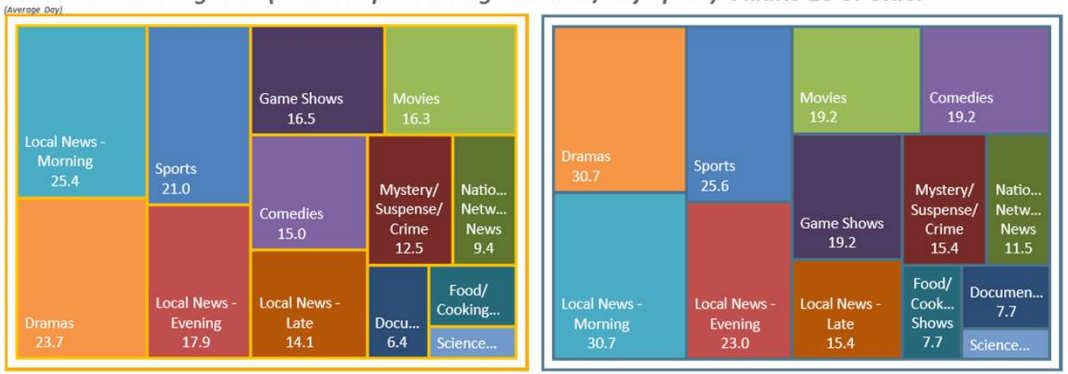
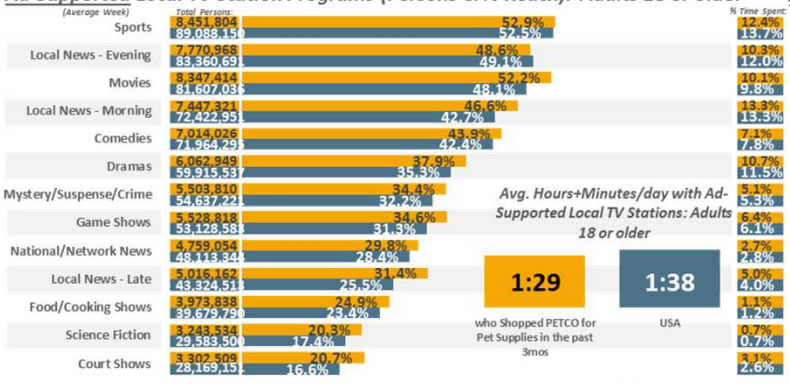
Local TV Station Programs (Persons & % Reach): Adults 18 or older



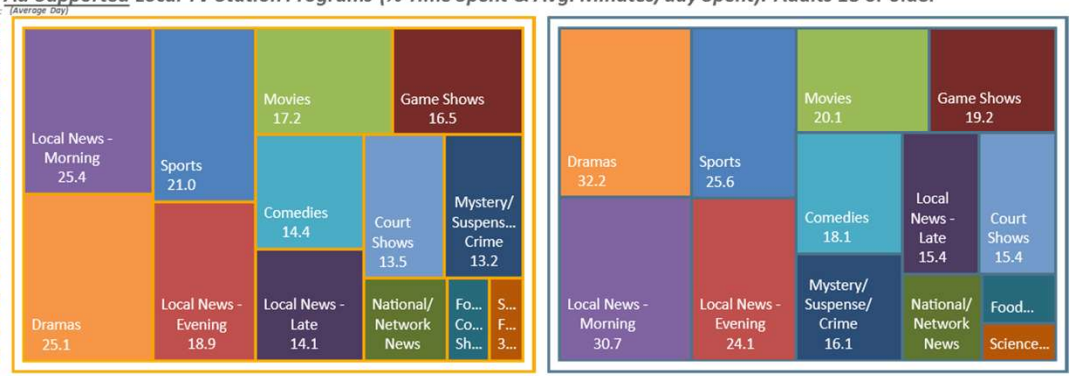
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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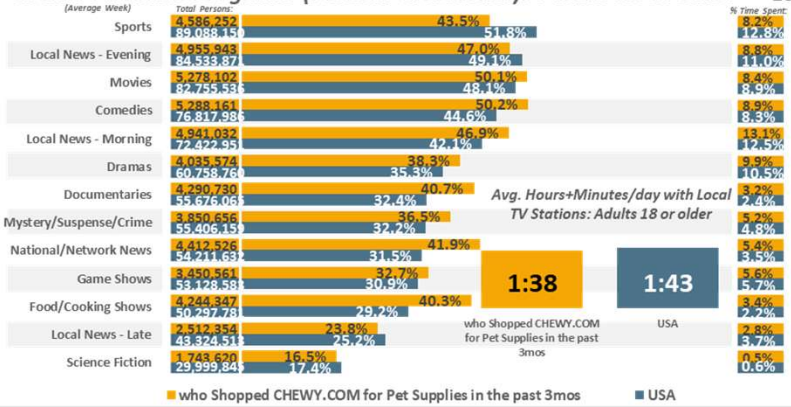
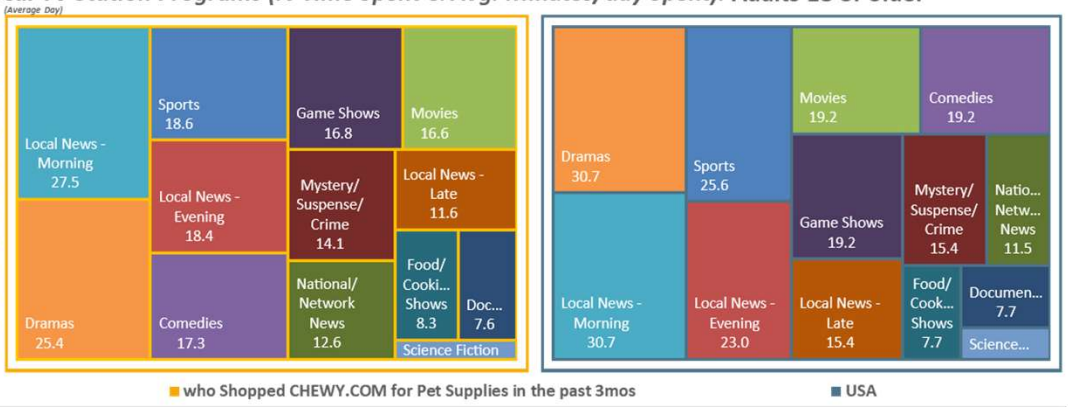
10,410,061 or 58.5% of Adults 18 or older who Shopped CHEWY.COM for Pet Supplies in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Comedies, Local News - Morning, Local News - Evening, Sports, and Dramas.

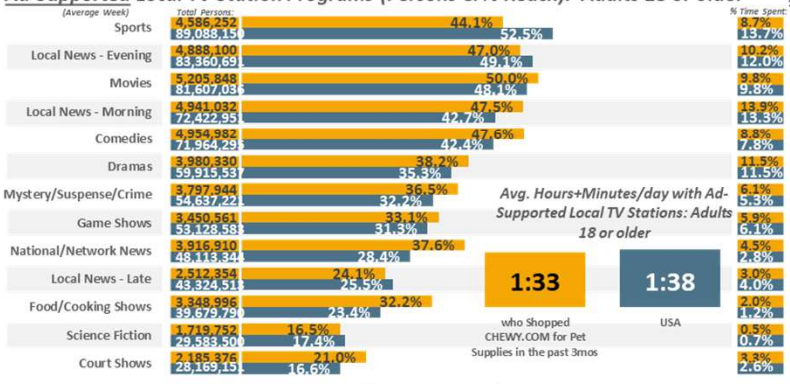
Local TV Station Programs (Persons & % Reach): Adults 18 or older



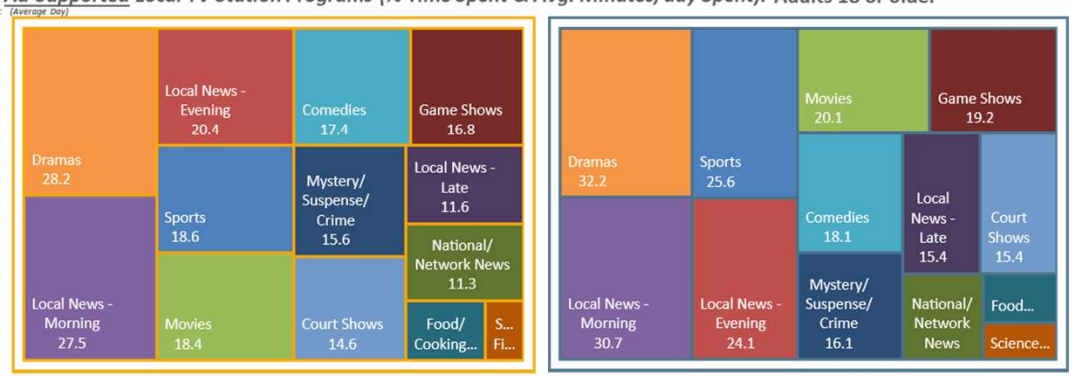
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,538*

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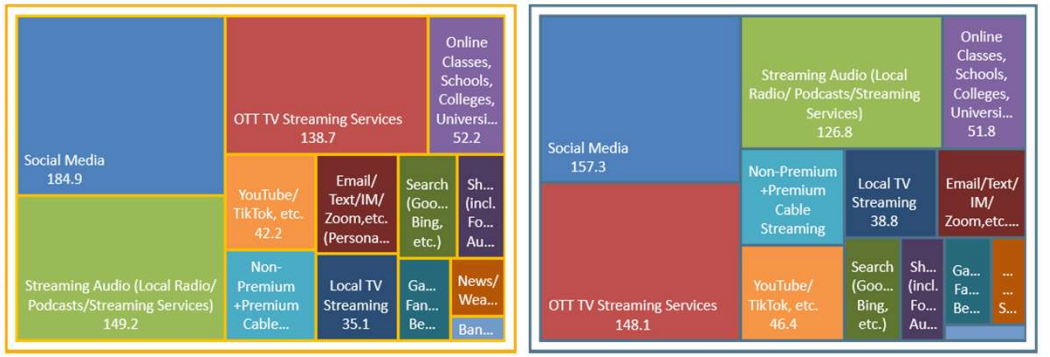
41,287,351 or 78.3% of Adults 18 or older who Shopped AMAZON for Pet Supplies in the past 3mos use Ad-Supported Social Media for an average of 170.1 minutes every day representing 28.9% of all time spent daily with Ad-Supported Digital Media.

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



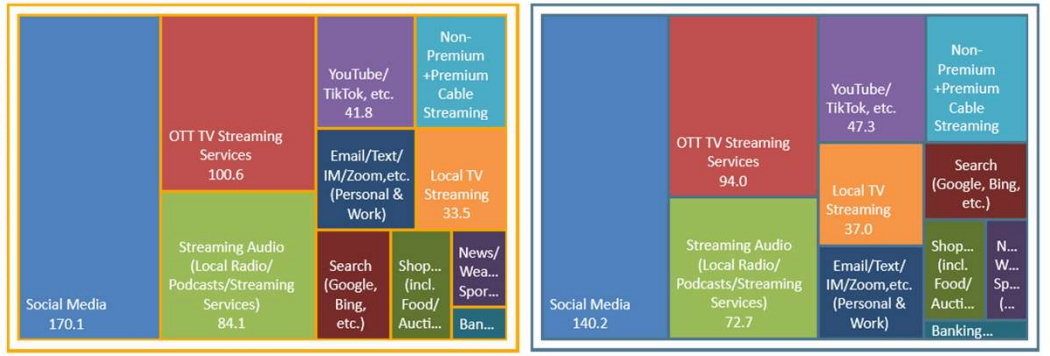
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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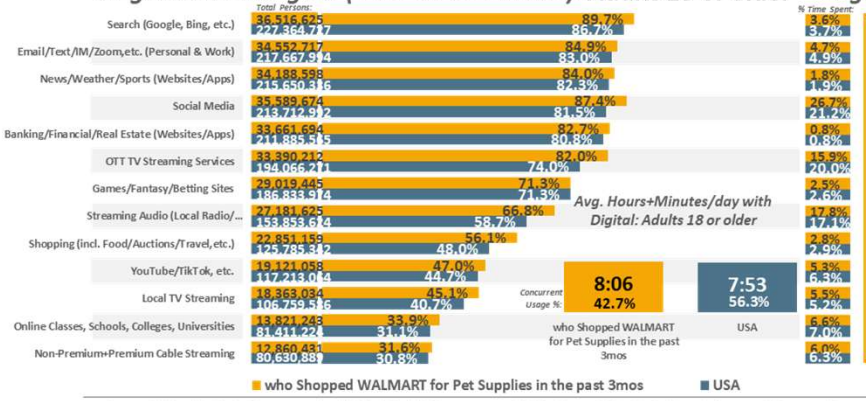
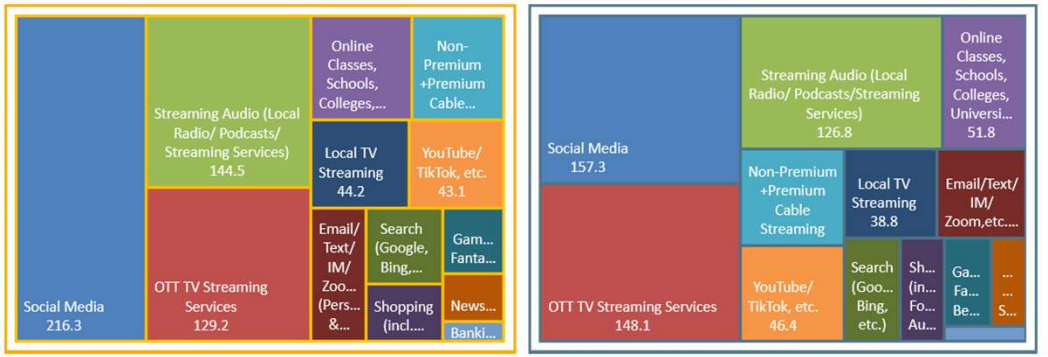
31,608,464 or 77.6% of Adults 18 or older who Shopped WALMART for Pet Supplies in the past 3mos use Ad-Supported Social Media for an average of 199. minutes every day representing 32.1% of all time spent daily with Ad-Supported Digital Media.

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



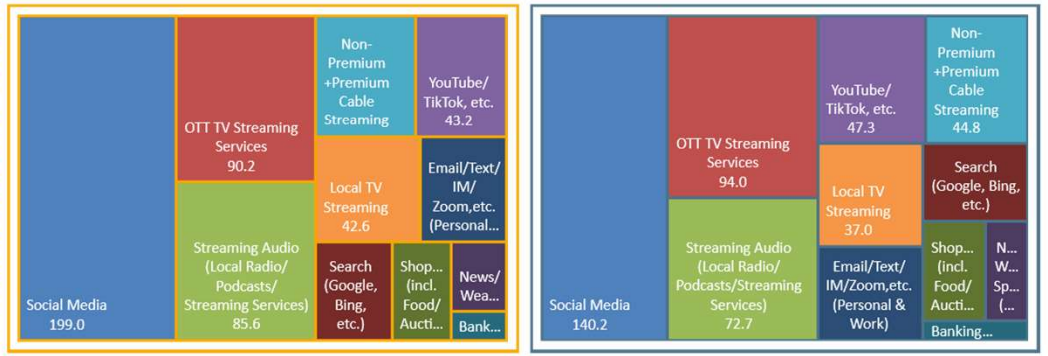
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,538

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

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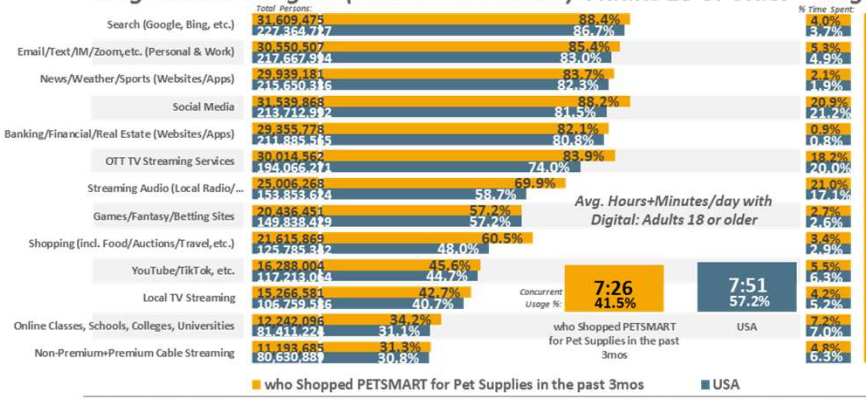
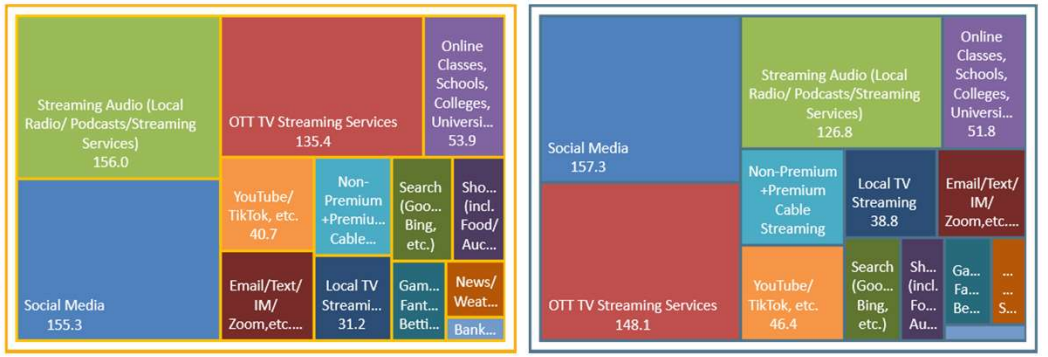
[((Lifestyle characteristics: Own a dog OR Lifestyle characteristics: Own a cat OR Lifestyle characteristics: Own other pet) AND (Stores/services shopped in-store past 3 months: Any pet supply store OR Stores/services shopped online past 3 months: Any pet supply store))] AND Stores/services shopped past 3 months: Walmart

27,899,472 or 78.% of Adults 18 or older who Shopped PETSMART for Pet Supplies in the past 3mos use Ad-Supported Social Media for an average of 142.9 minutes every day representing 25.7% of all time spent daily with Ad-Supported Digital Media.

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



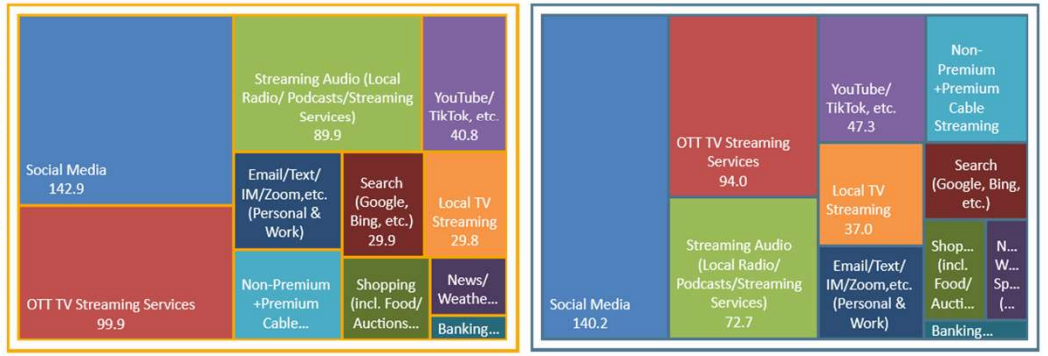
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,538

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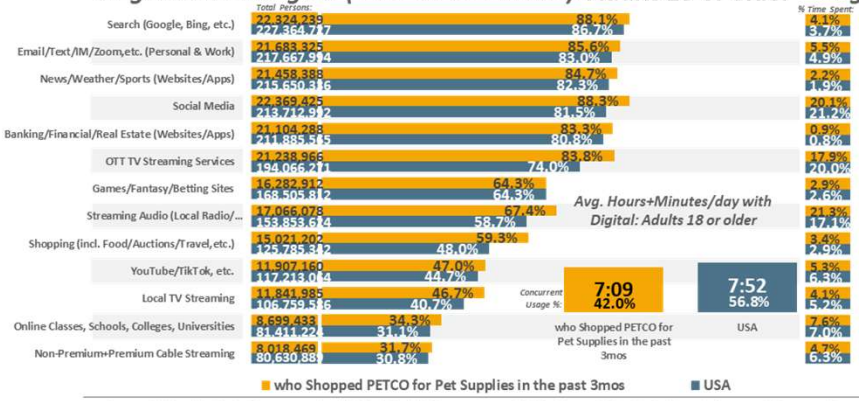
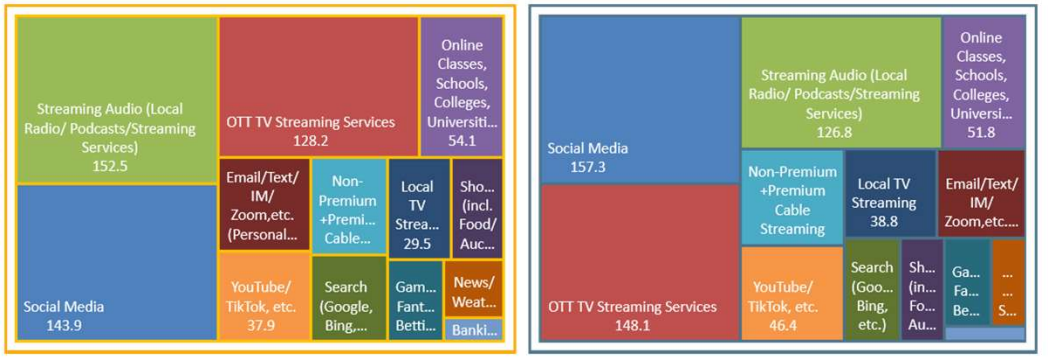
19,755,353 or 78.% of Adults 18 or older who Shopped PETCO for Pet Supplies in the past 3mos use Ad-Supported Social Media for an average of 132.4 minutes every day representing 24.9% of all time spent daily with Ad-Supported Digital Media.

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



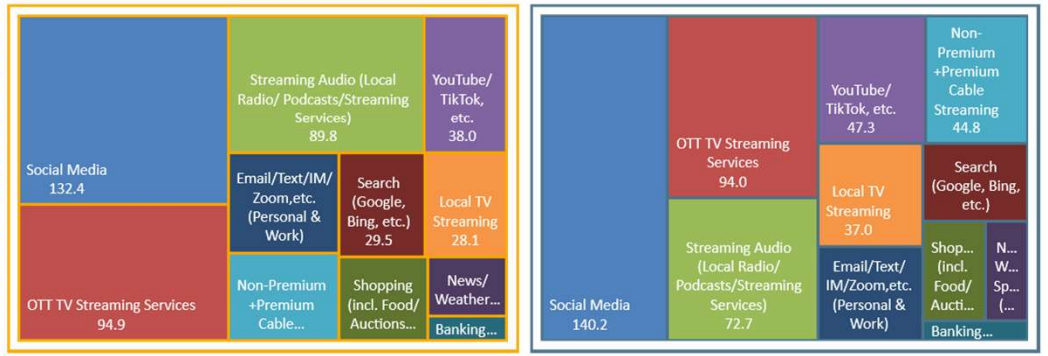
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,538*

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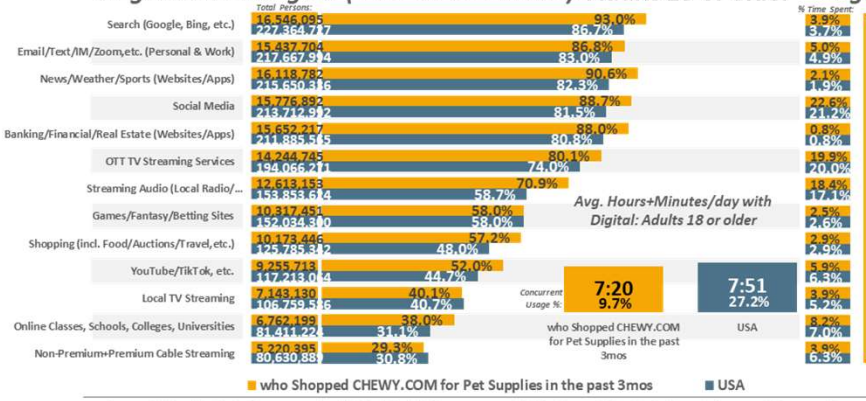
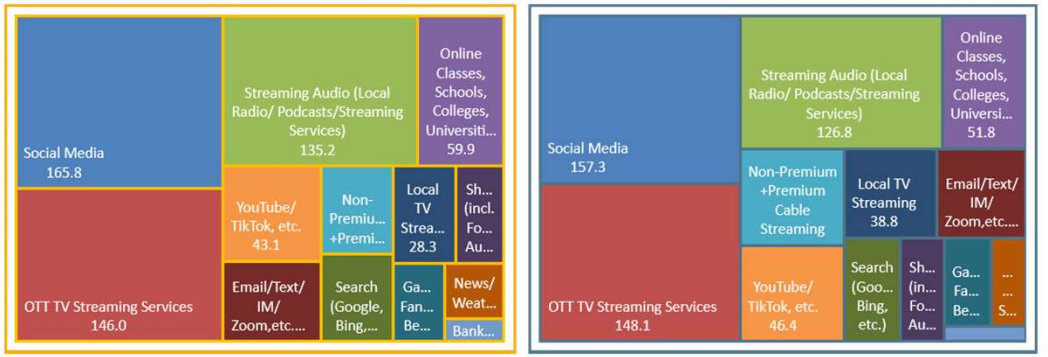
13,101,032 or 73.6% of Adults 18 or older who Shopped CHEWY.COM for Pet Supplies in the past 3mos use Ad-Supported Social Media for an average of 137.7 minutes every day representing 26.6% of all time spent daily with Ad-Supported Digital Media.

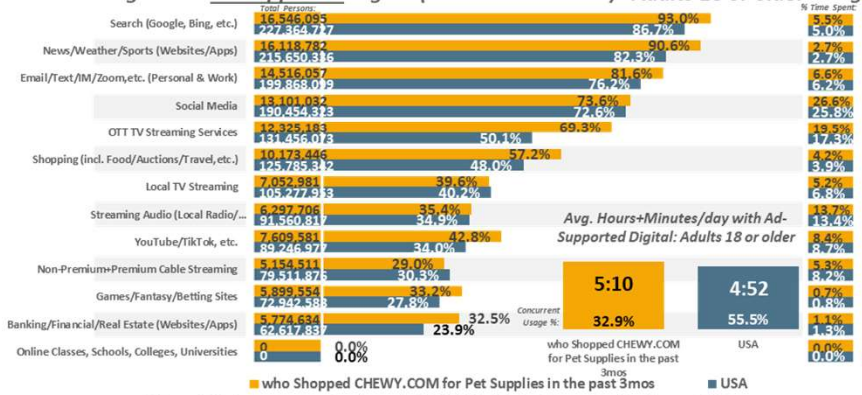
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



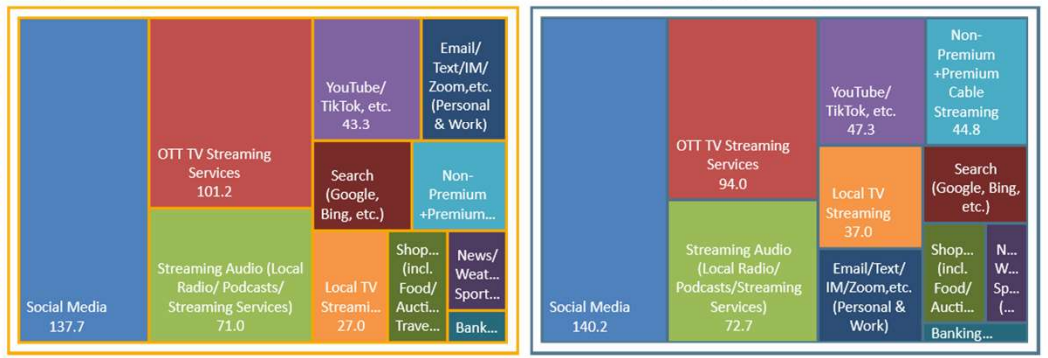
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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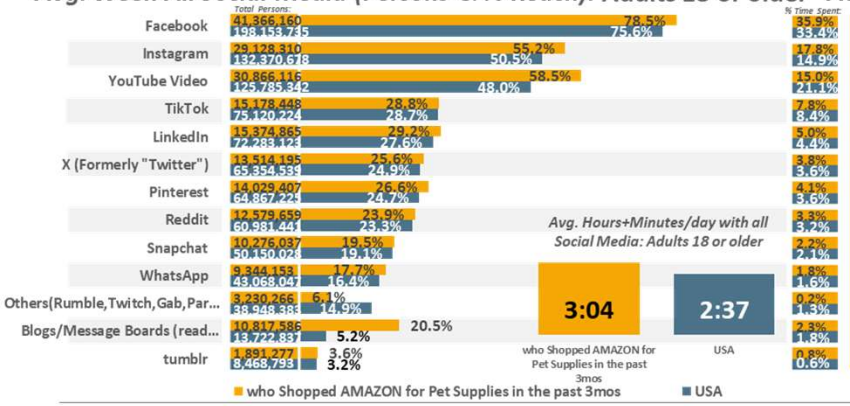
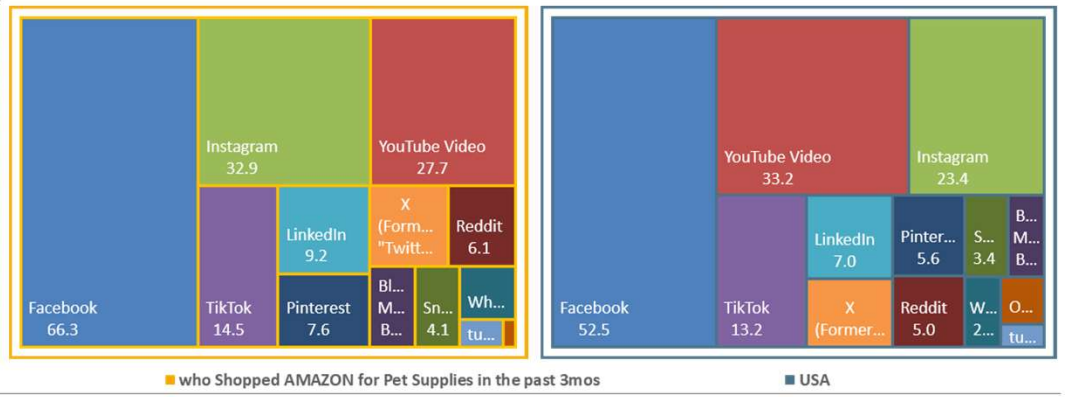
41,287,351 or 78.3% of Adults 18 or older who Shopped AMAZON for Pet Supplies in the past 3mos use Ad-Supported Facebook for an average of 60.3 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

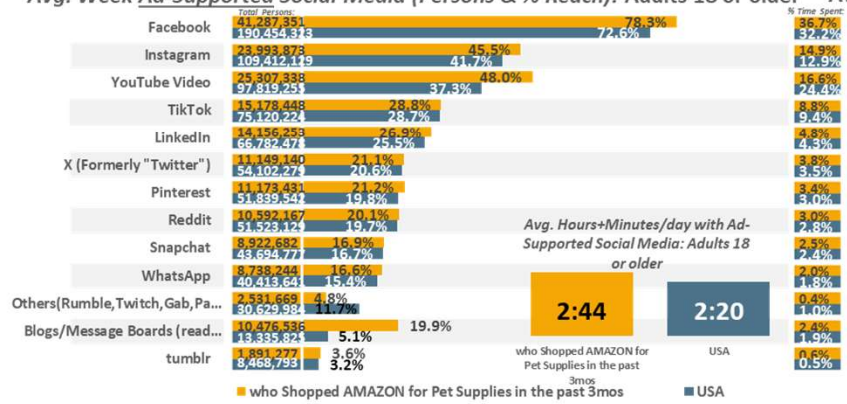
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



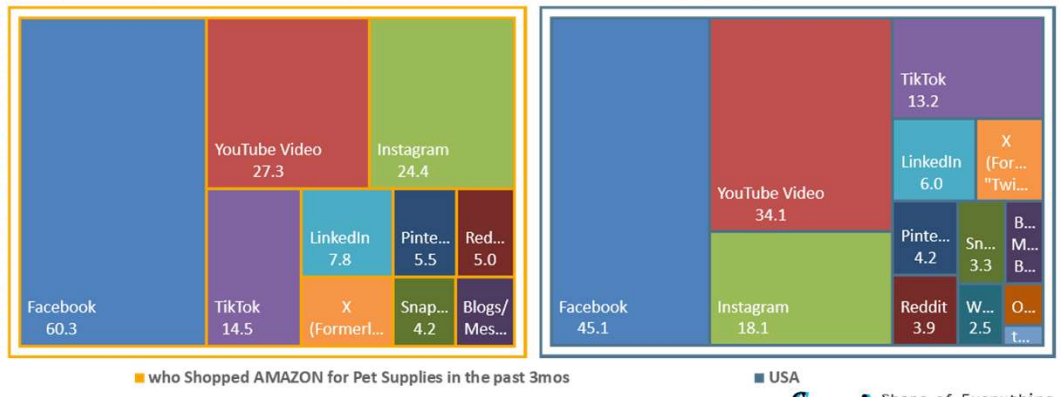
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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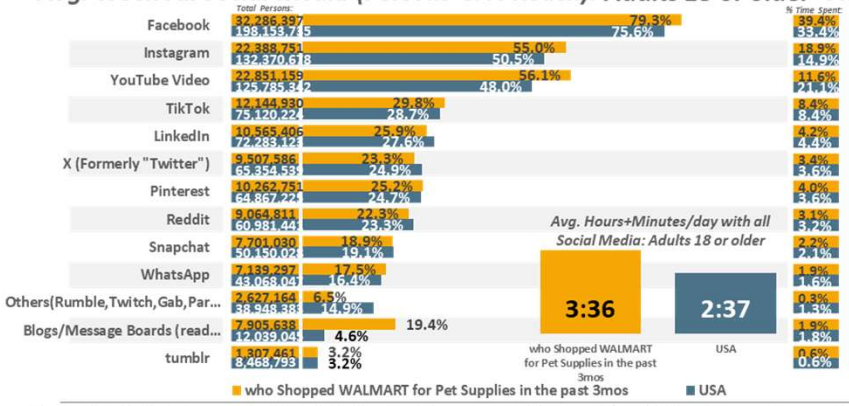
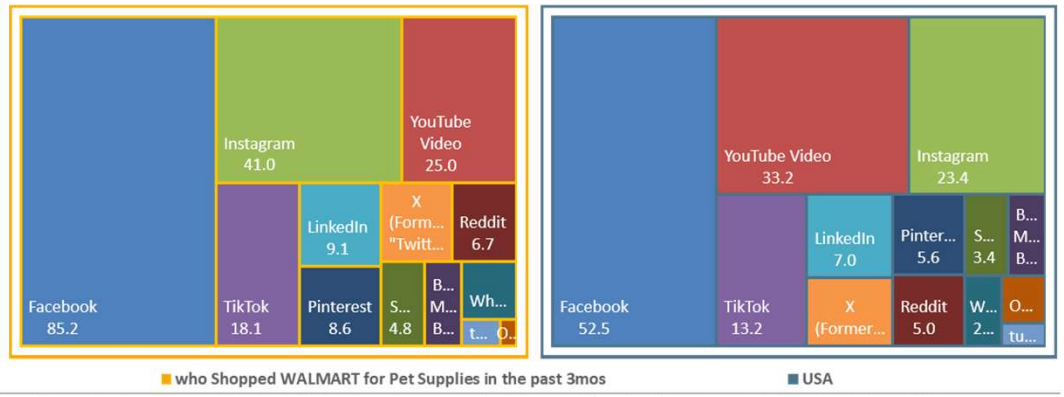
31,608,464 or 77.6% of Adults 18 or older who Shopped WALMART for Pet Supplies in the past 3mos use Ad-Supported Facebook for an average of 76.4 minutes every day representing 39.8% of all time spent daily with Ad-Supported Social Media.

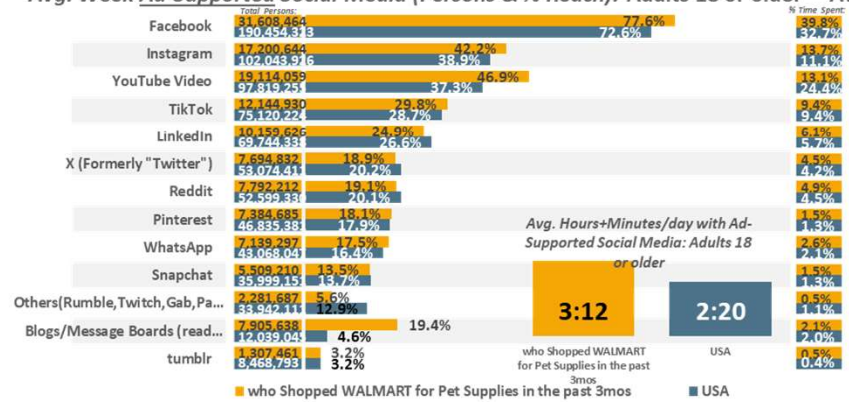
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



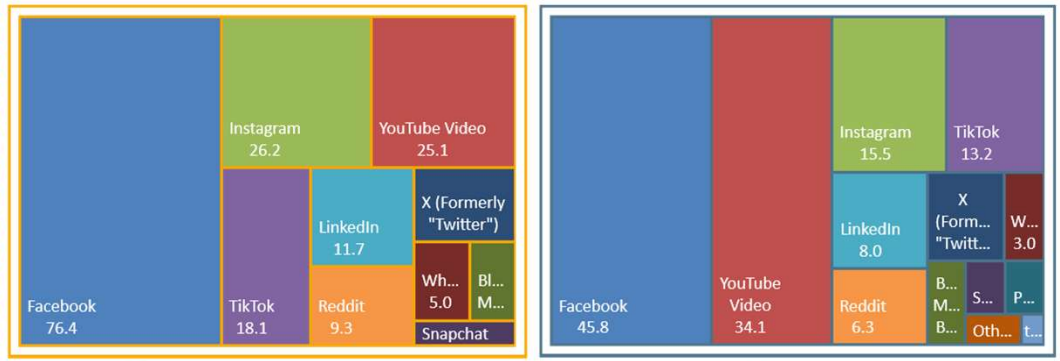
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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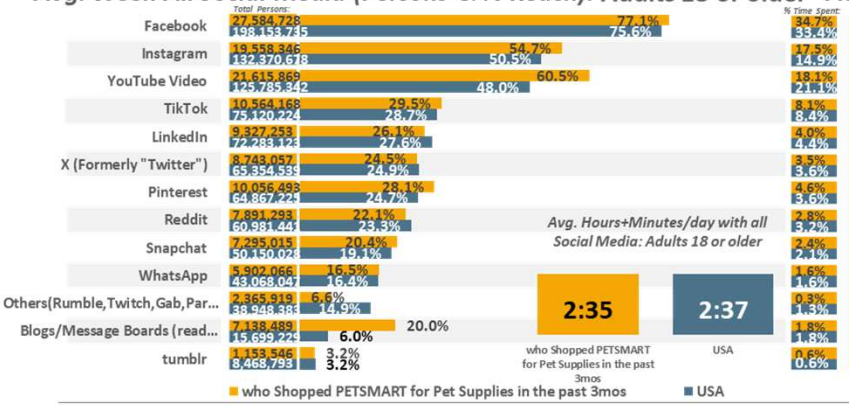
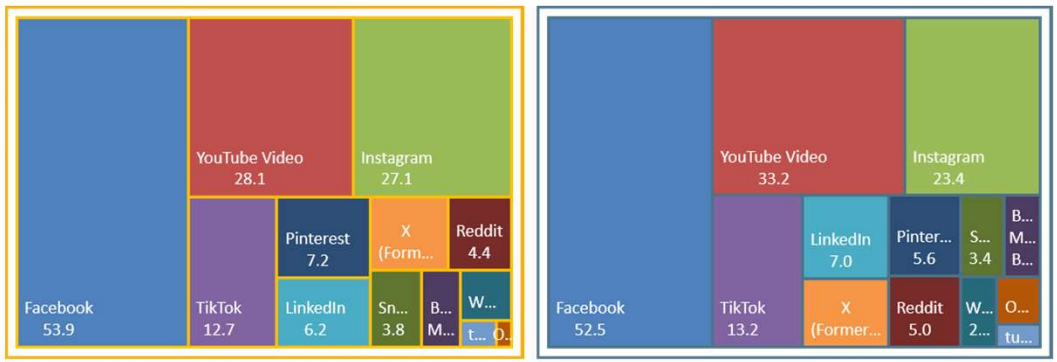
27,584,728 or 77.1% of Adults 18 or older who Shopped PETSMART for Pet Supplies in the past 3mos use Ad-Supported Facebook for an average of 46.6 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.

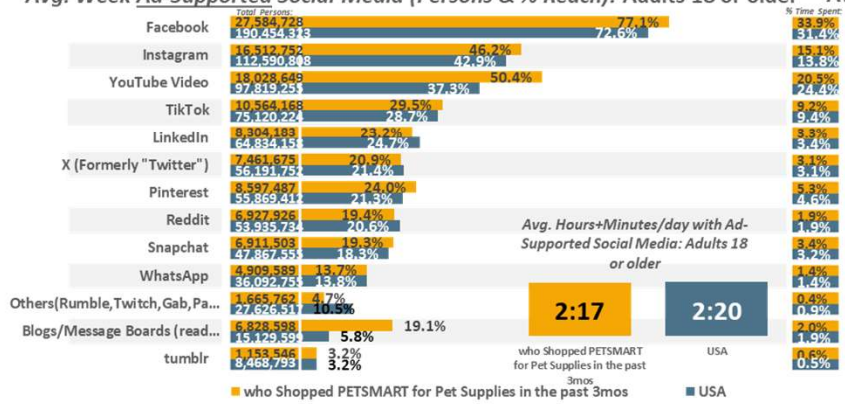
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



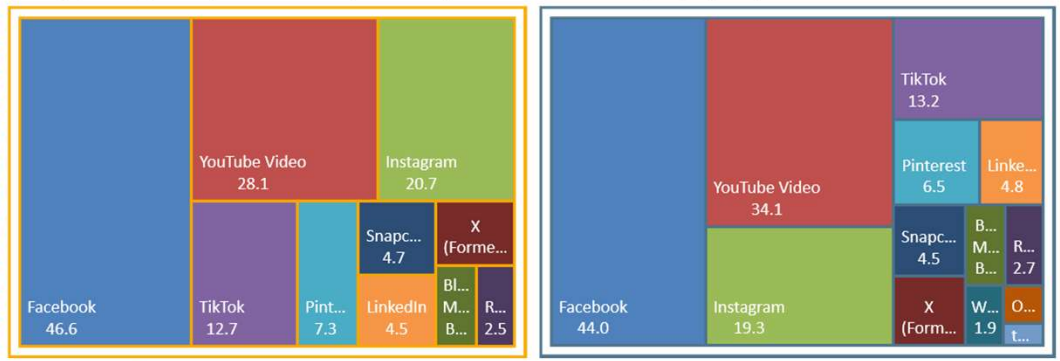
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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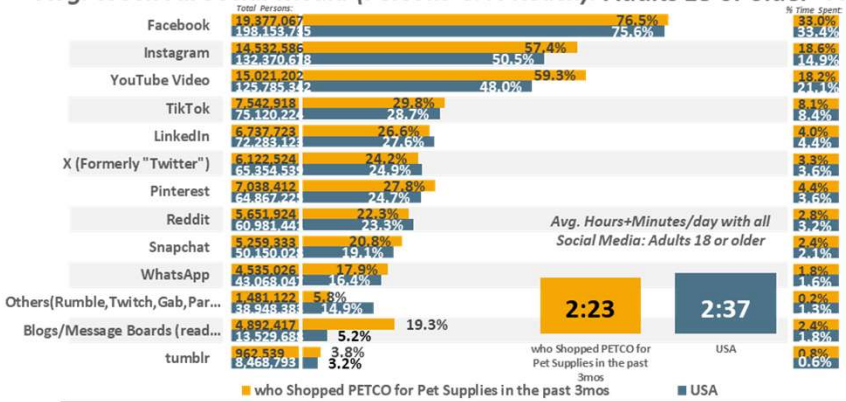
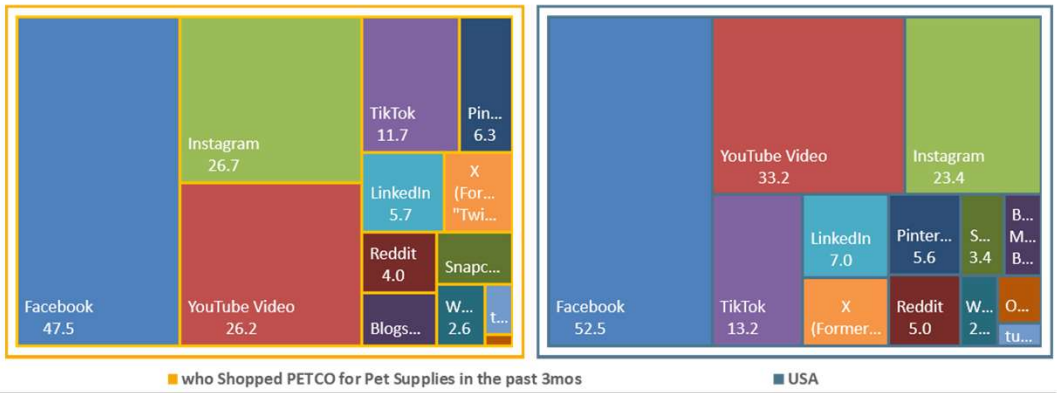
19,377,067 or 76.5% of Adults 18 or older who Shopped PETCO for Pet Supplies in the past 3mos use Ad-Supported Facebook for an average of 42.7 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

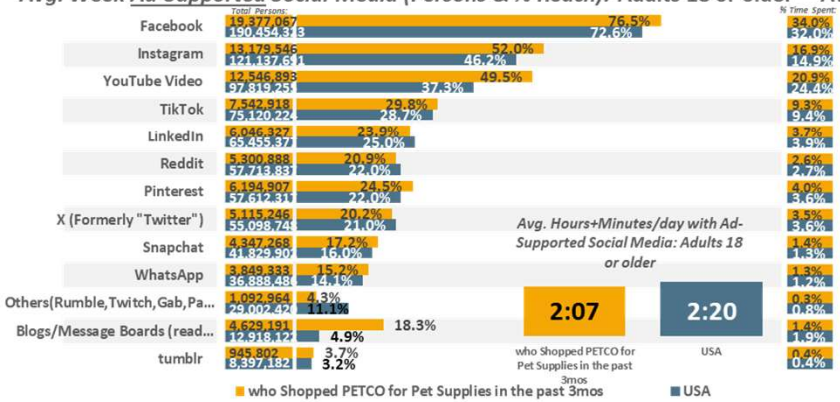
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



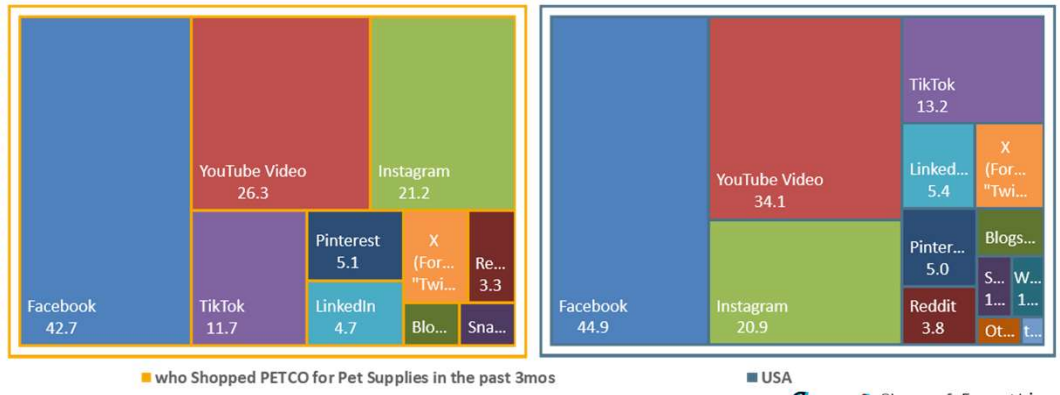
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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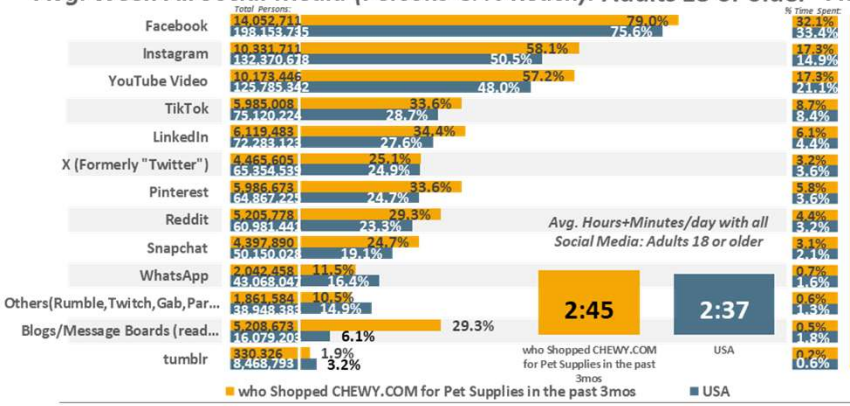
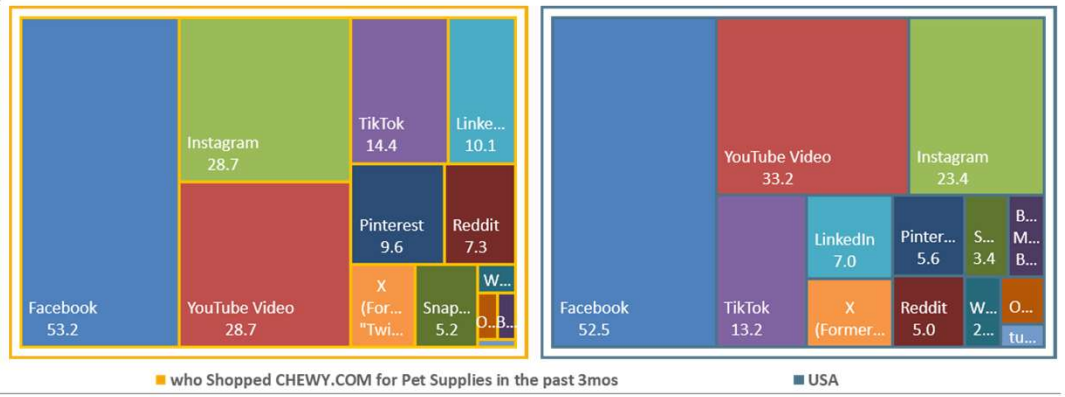
13,101,032 or 73.6% of Adults 18 or older who Shopped CHEWY.COM for Pet Supplies in the past 3mos use Ad-Supported Facebook for an average of 47.9 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

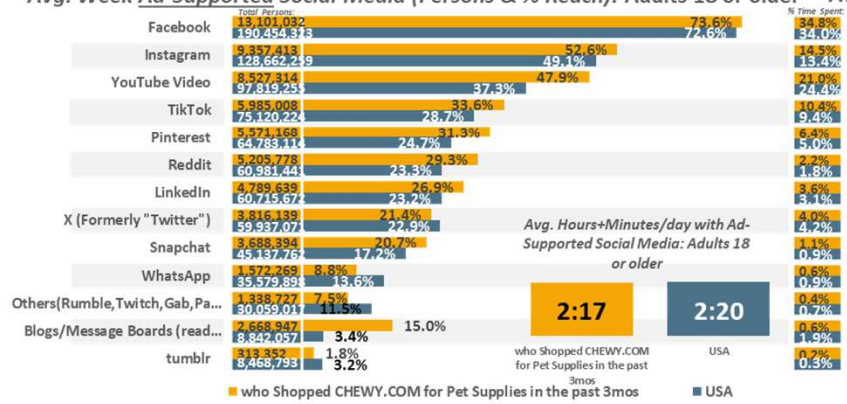
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



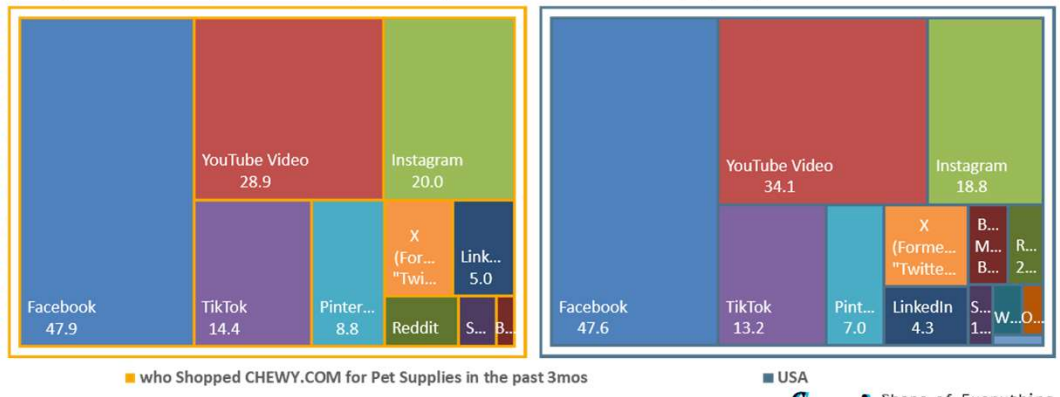
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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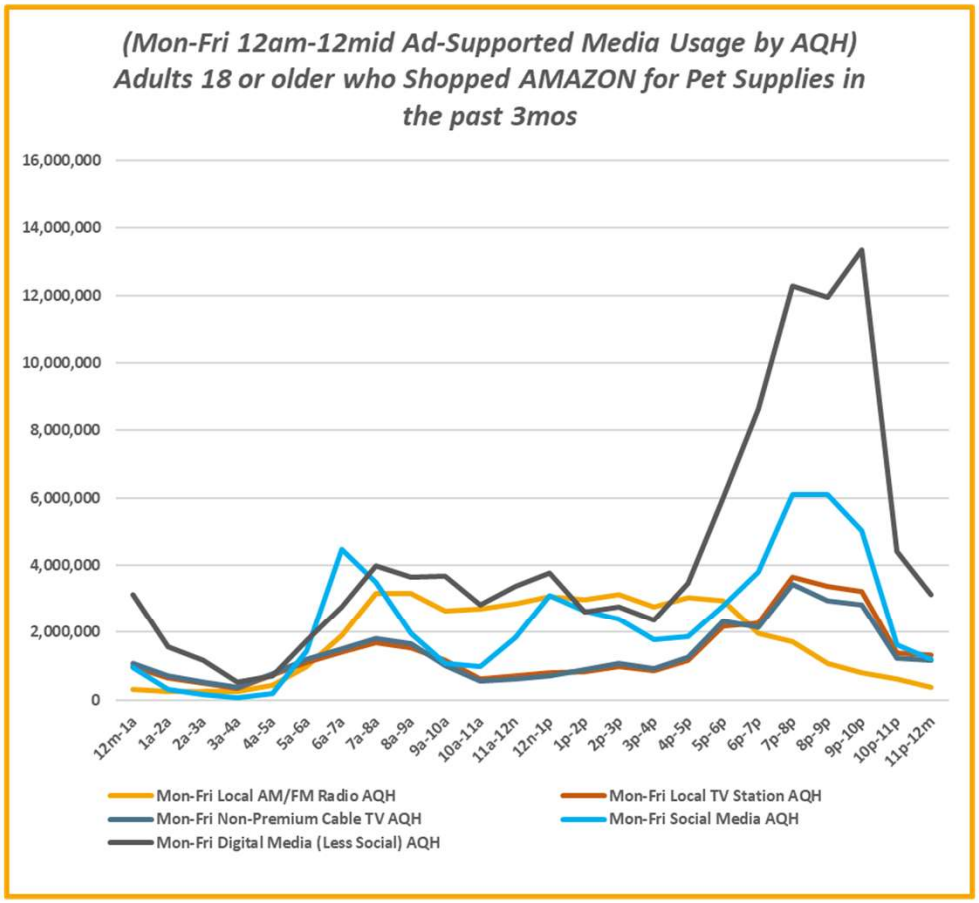
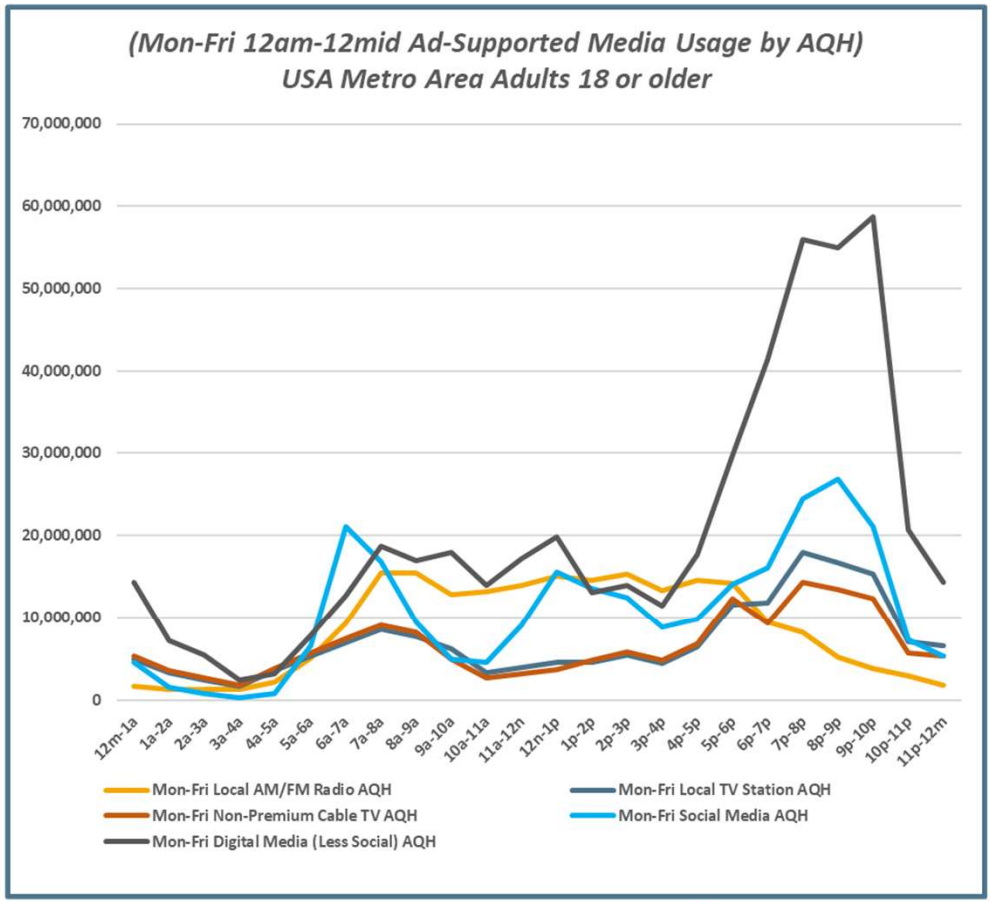
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,836,395; Local Radio: 2,785,289; Social Media: 2,476,309; Non-Prem. Cable: 1,270,760; Local TV: 1,246,803 reaching Adults 18 or older who Shopped AMAZON for Pet Supplie





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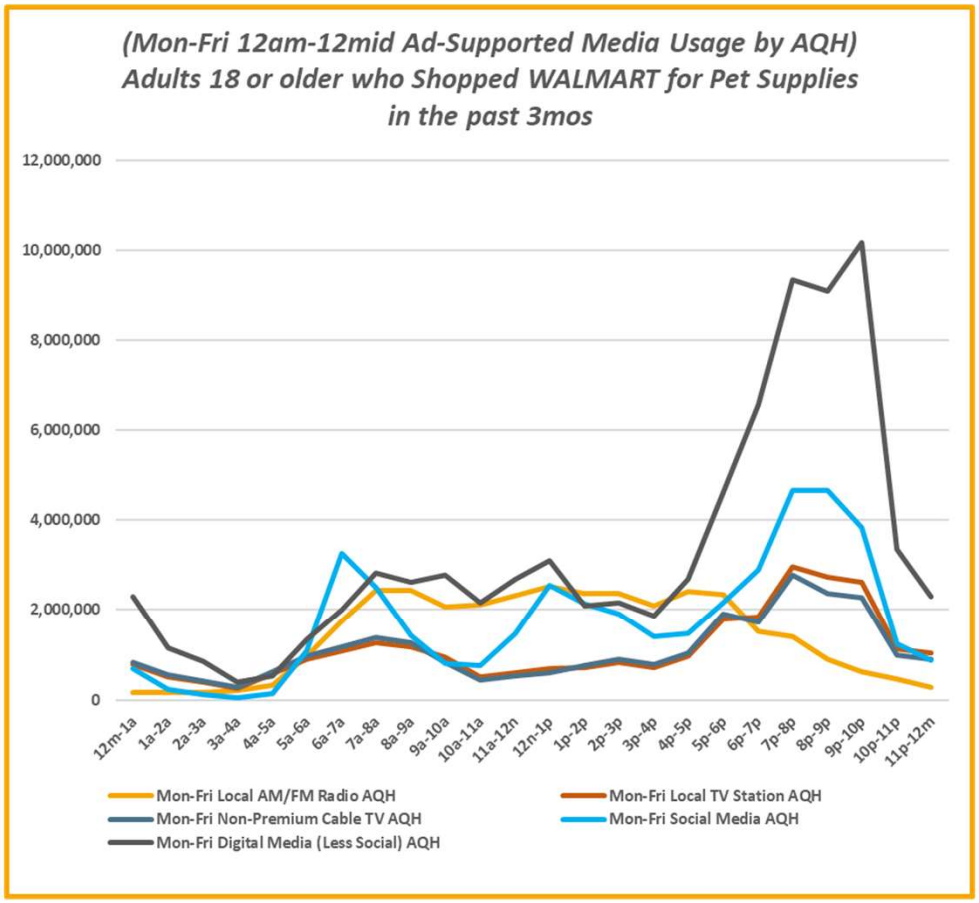
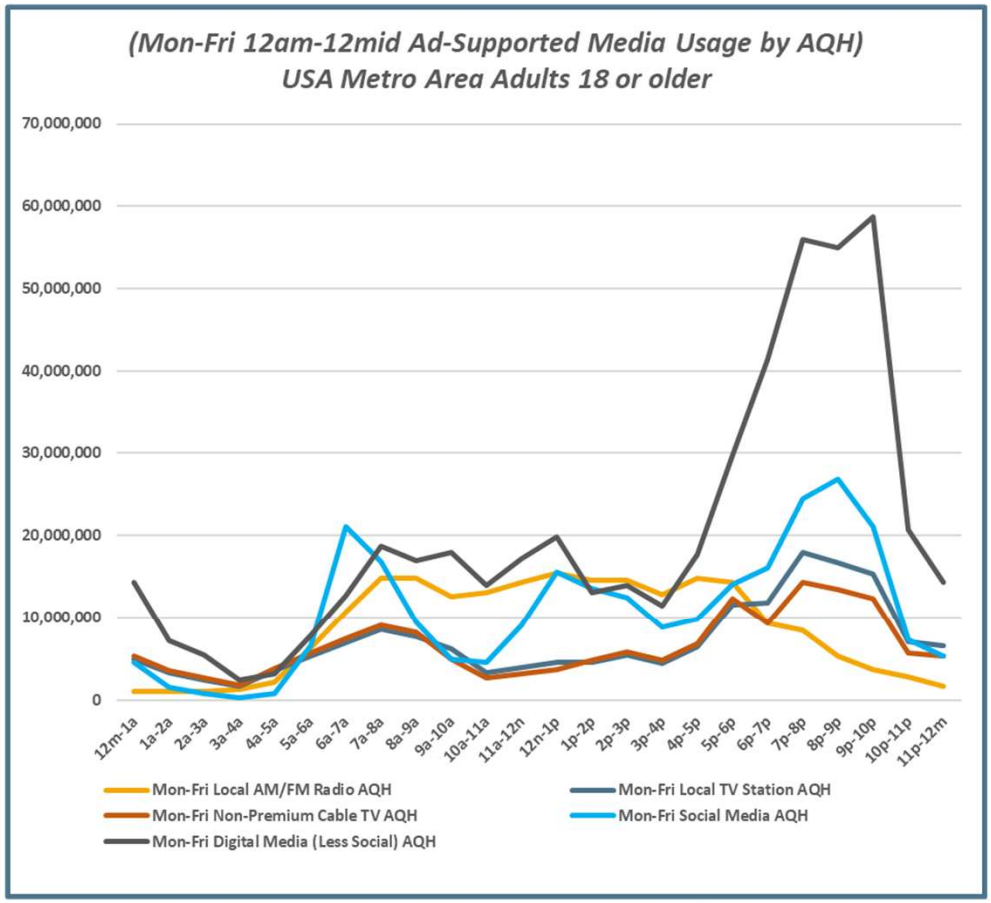
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,936,804; Local Radio: 2,206,826; Social Media: 1,902,833; Non-Prem. Cable: 1,023,769; Local TV: 1,011,980 reaching Adults 18 or older who Shopped WALMART for Pet Suppli





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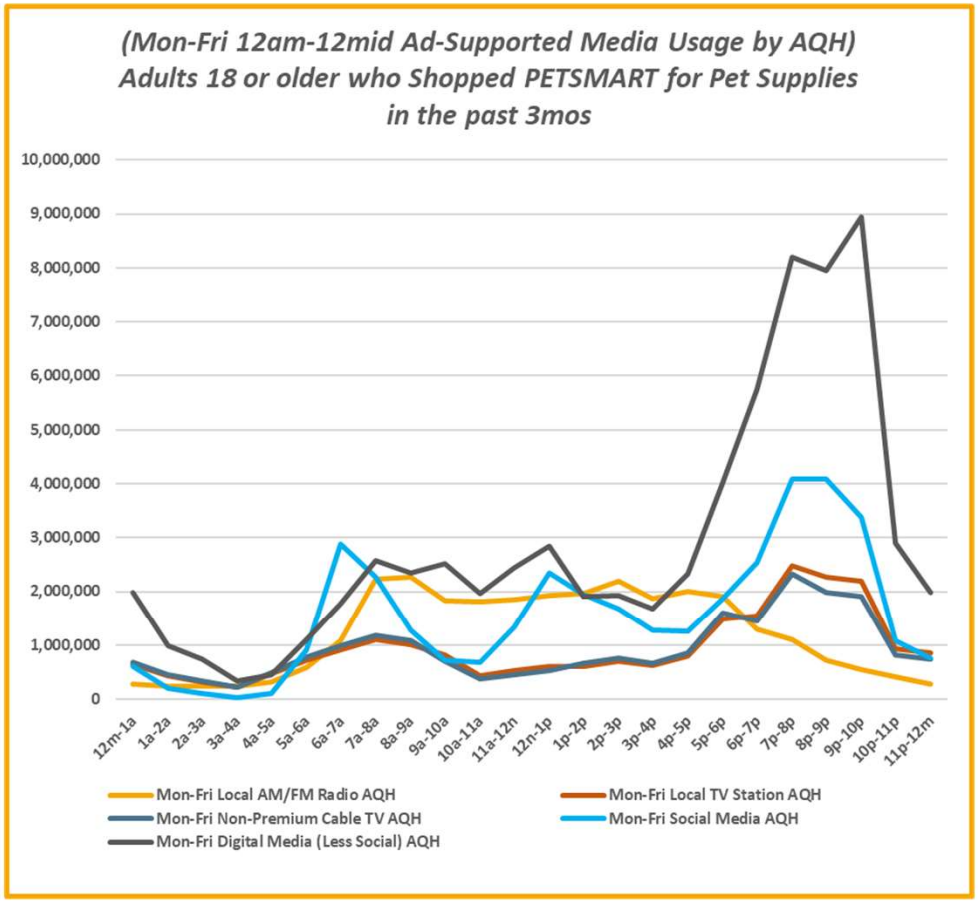
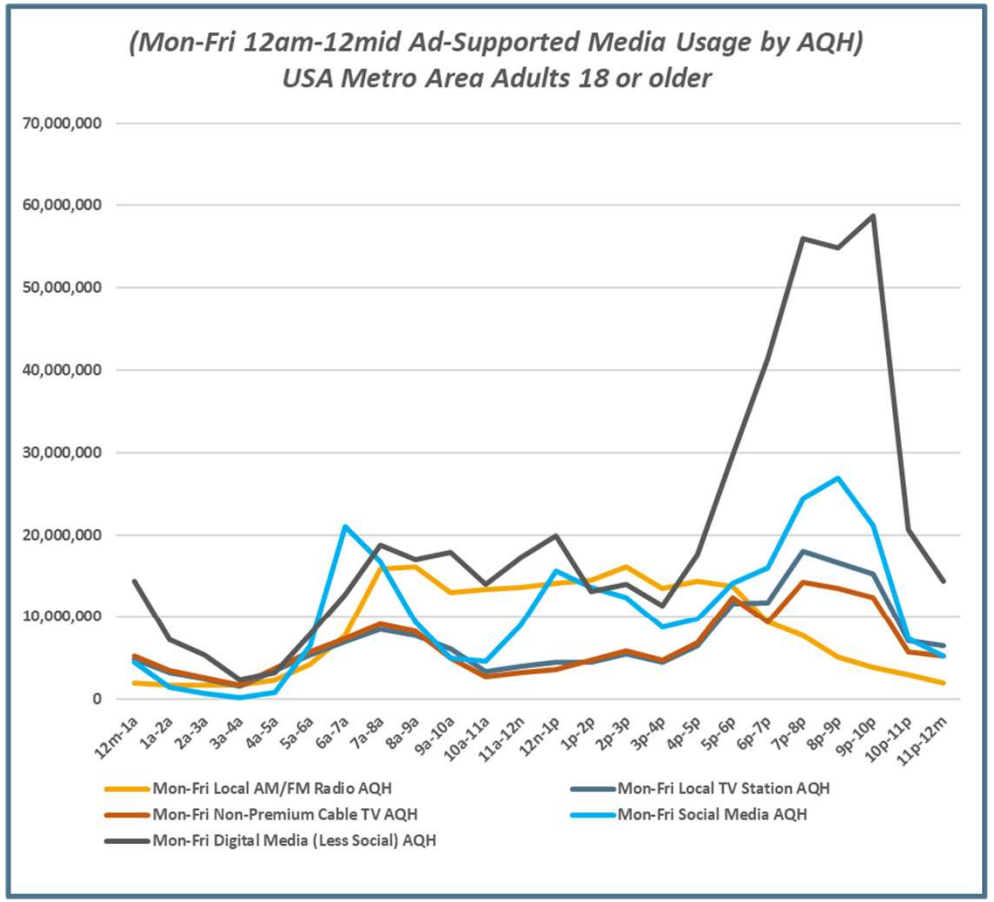
[((Lifestyle characteristics: Own a dog OR Lifestyle characteristics: Own a cat OR Lifestyle characteristics: Own other pet) AND (Stores/services shopped in-store past 3 months: Any pet supply store OR Stores/services shopped online past 3 months: Any pet supply store))] AND Stores/services shopped past 3 months: Walmart

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,616,422; Local Radio: 1,864,419; Social Media: 1,695,493; Non-Prem. Cable: 868,737; Local TV: 858,365 reaching Adults 18 or older who Shopped PETSMART for Pet Supplies





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,538

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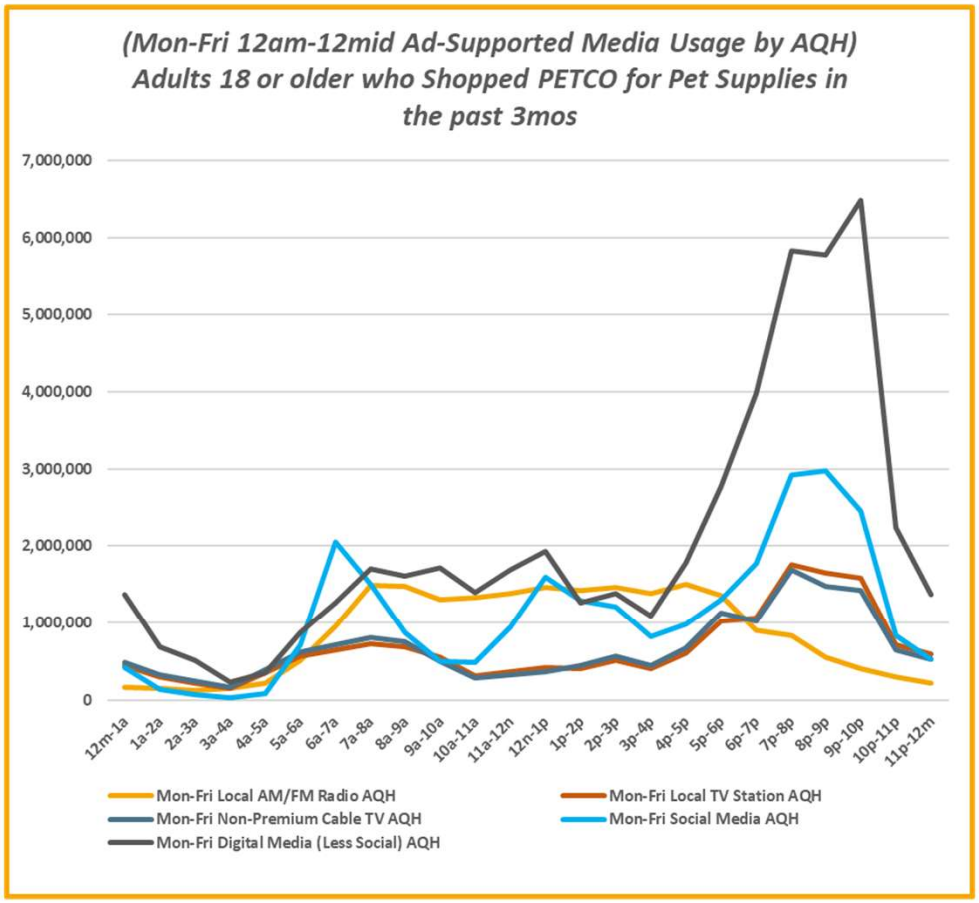
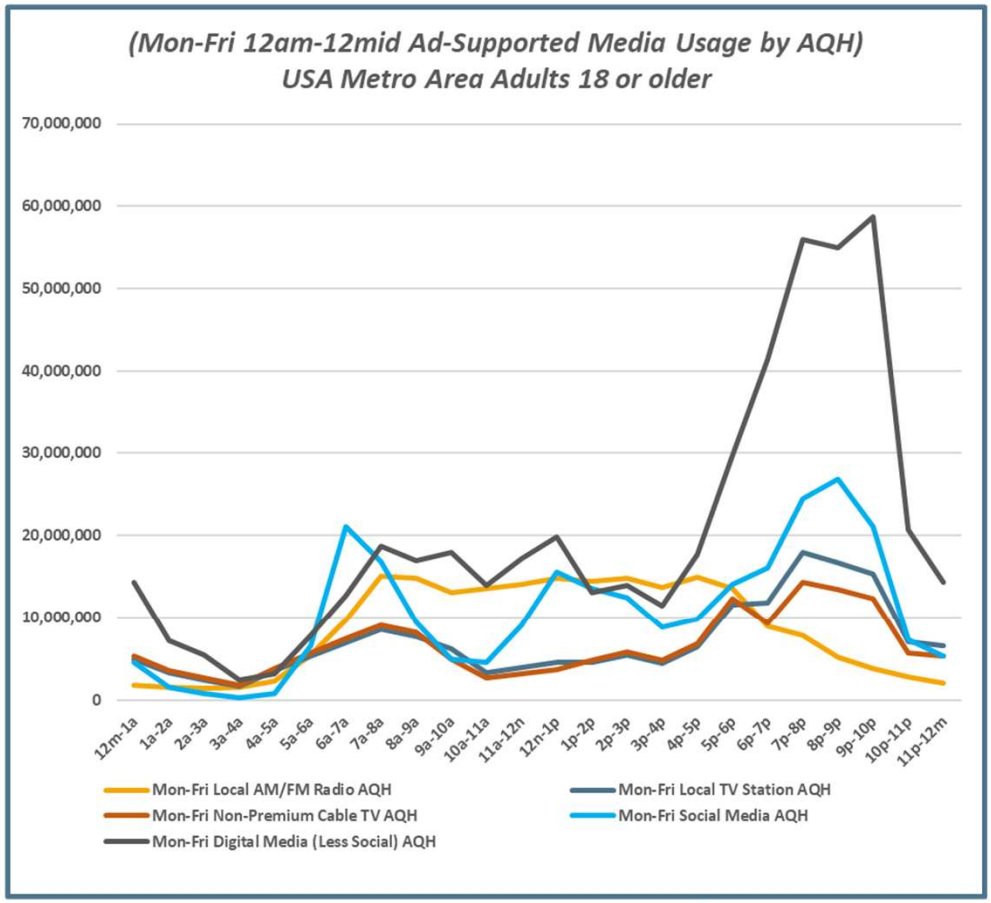
[((Lifestyle characteristics: Own a dog OR Lifestyle characteristics: Own a cat OR Lifestyle characteristics: Own other pet) AND (Stores/services shopped in-store past 3 months: Any pet supply store OR Stores/services shopped online past 3 months: Any pet supply store))] AND Stores/services shopped past 3 months: PetSmart

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,812,264; Local Radio: 1,338,013; Social Media: 1,176,712; Non-Prem. Cable: 615,304; Local TV: 590,909 reaching Adults 18 or older who Shopped PETCO for Pet Supplies in





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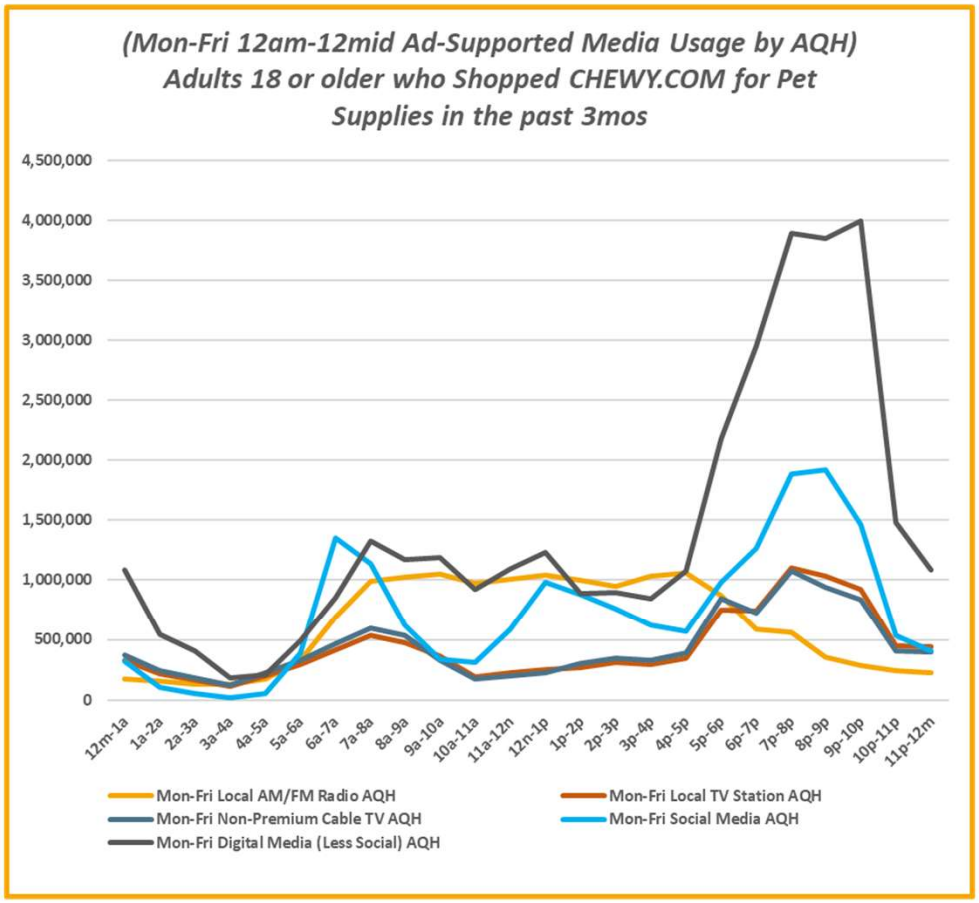
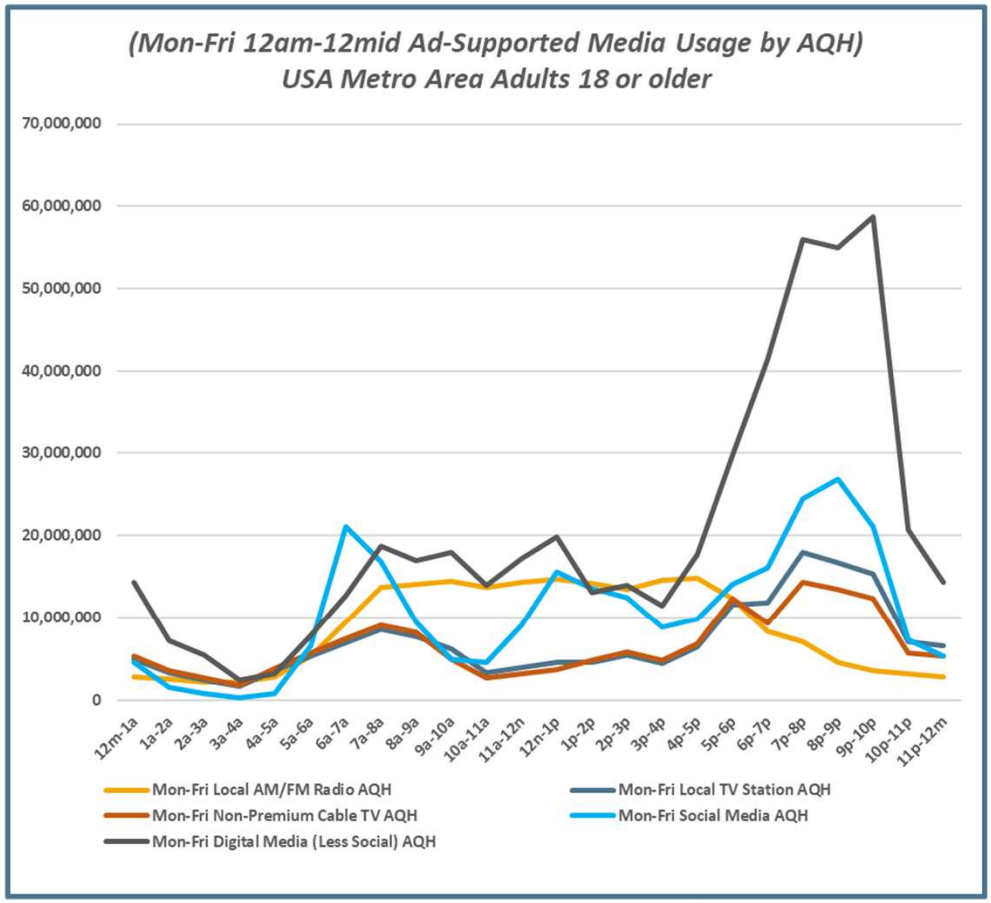
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,279,681; Local Radio: 945,792; Social Media: 800,402; Non-Prem. Cable: 419,204; Local TV: 396,304 reaching Adults 18 or older who Shopped CHEWY.COM for Pet Supplies in





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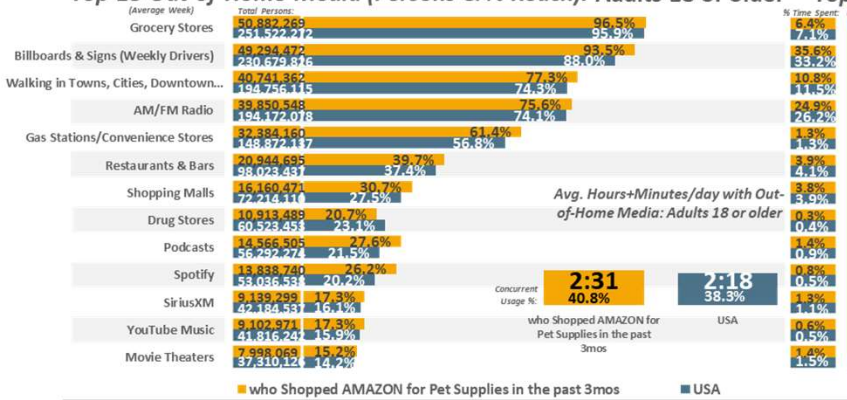
[((Lifestyle characteristics: Own a dog OR Lifestyle characteristics: Own a cat OR Lifestyle characteristics: Own other pet) AND (Stores/services shopped in-store past 3 months: Any pet supply store OR Stores/services shopped online past 3 months: Any pet supply store))] AND Apps or websites used or visited past 30 days:Retail/Shopping: Chewy.com

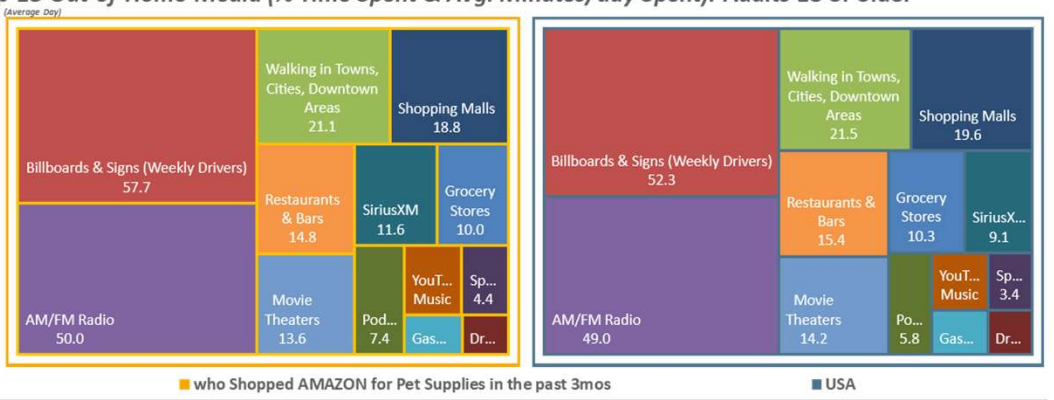
amazon

49,294,472 or 93.5% of Adults 18 or older who Shopped AMAZON for Pet Supplies in the past 3mos spend an average of 57.7 minutes per day driving, seeing Billboards and Signs. 72.4% Listen to Local Radio Stations Out-of-Home for an average of 46.1 minutes/d

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



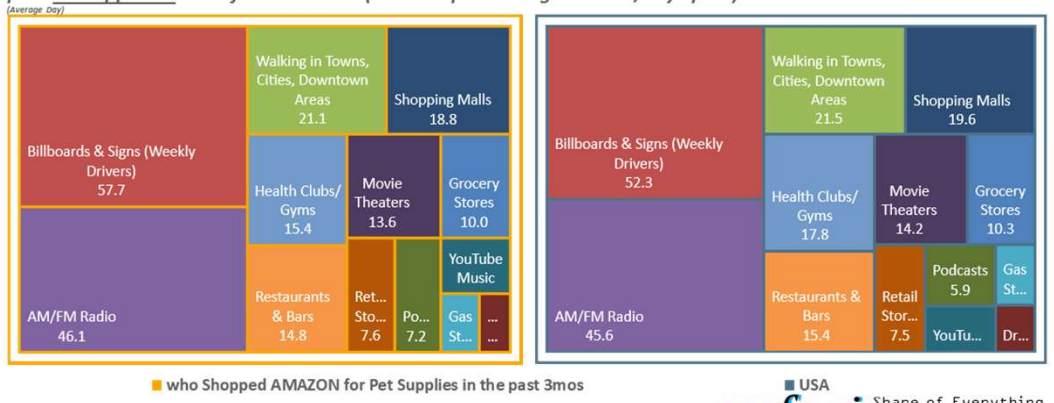
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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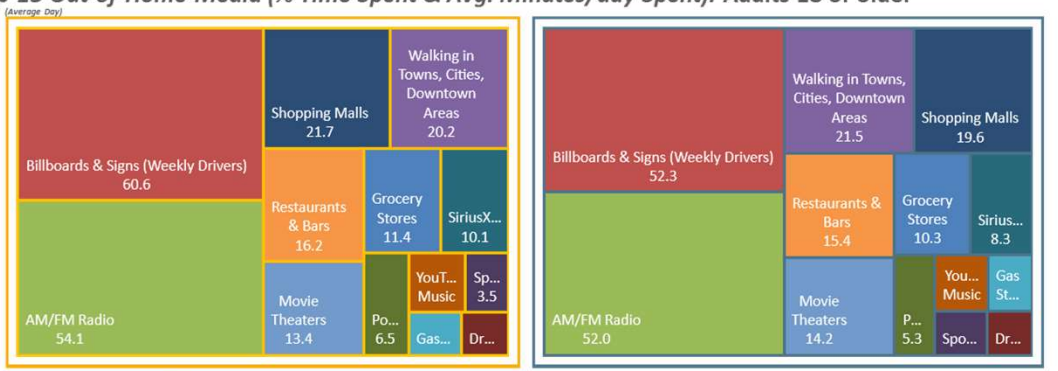
37,889,342 or 93.% of Adults 18 or older who Shopped WALMART for Pet Supplies in the past 3mos spend an average of 60.6 minutes per day driving, seeing Billboards and Signs. 74.7% Listen to Local Radio Stations Out-of-Home for an average of 51.4 minutes/d

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



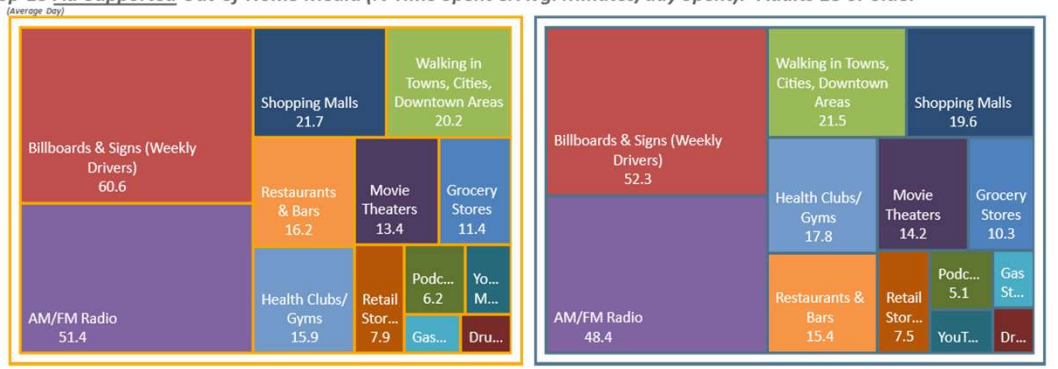
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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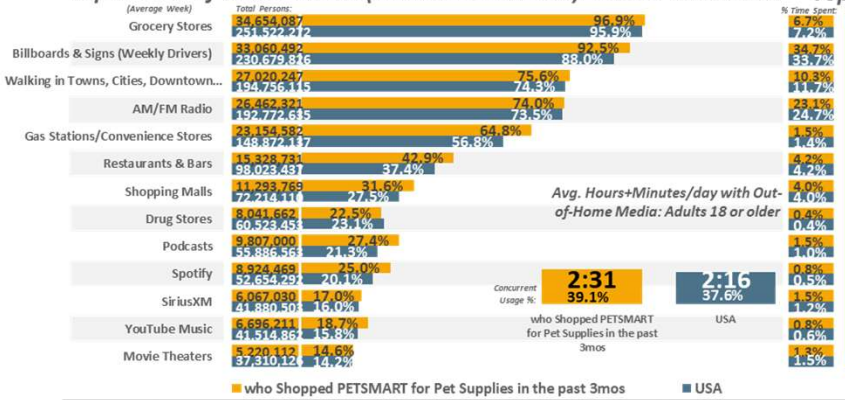
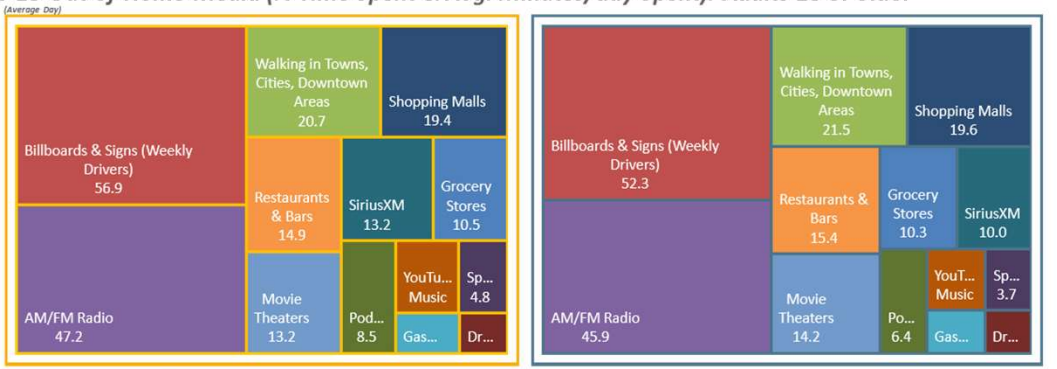
33,060,492 or 92.5% of Adults 18 or older who Shopped PETSMART for Pet Supplies in the past 3mos spend an average of 56.9 minutes per day driving, seeing Billboards and Signs. 71.3% Listen to Local Radio Stations Out-of-Home for an average of 44. minutes/

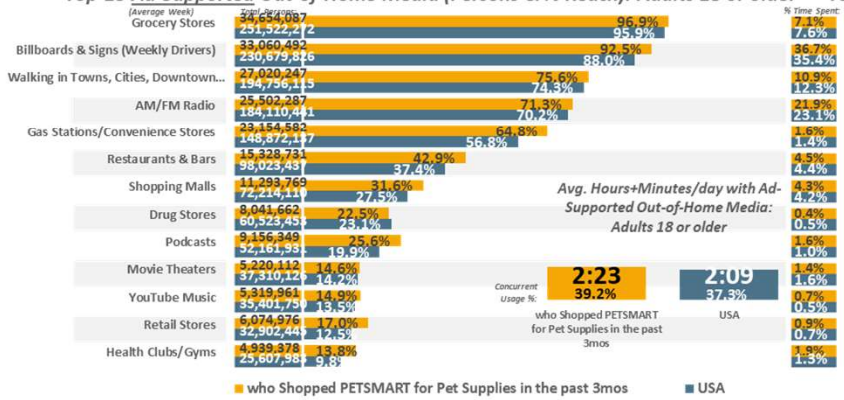
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



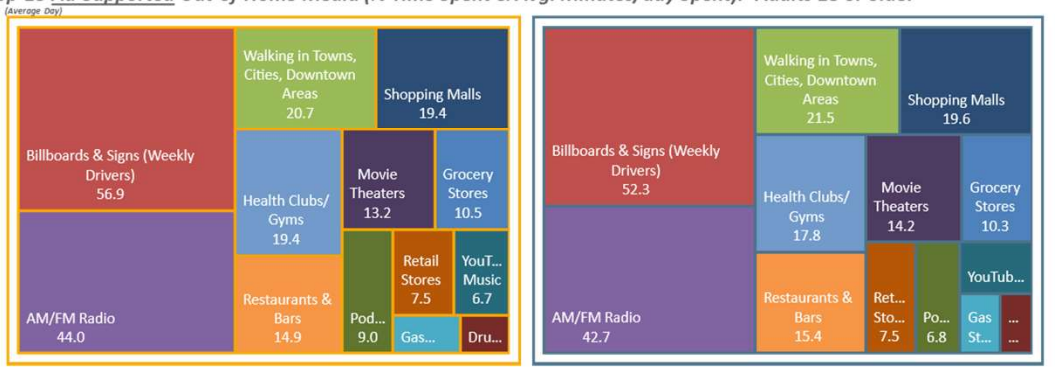
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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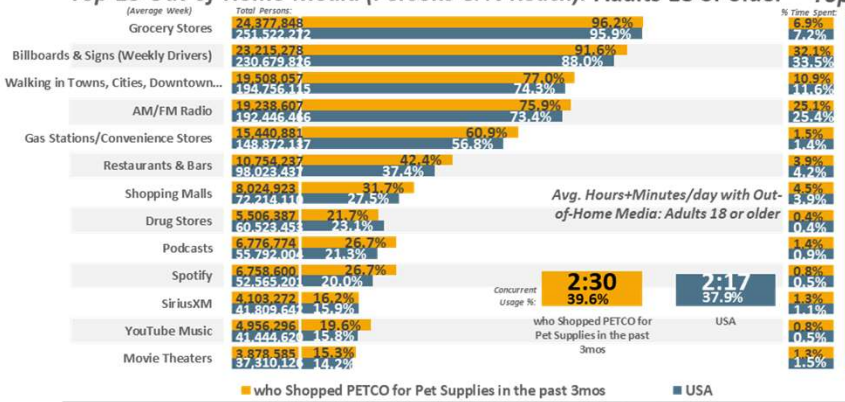
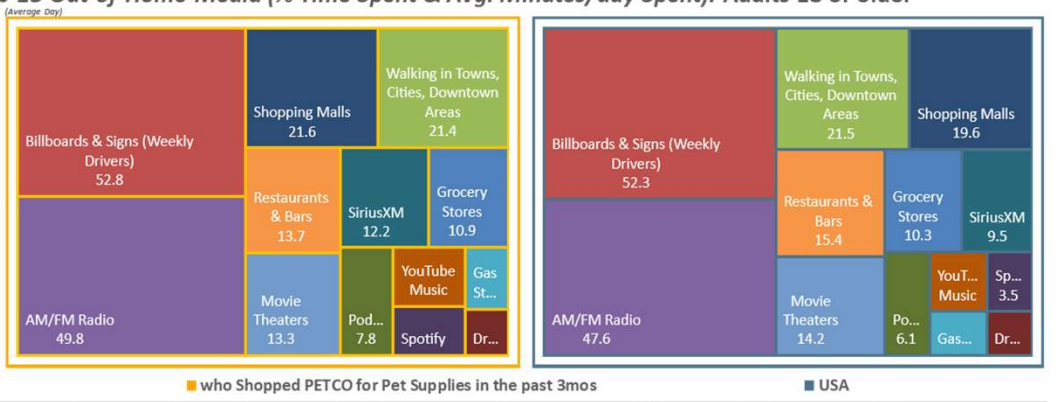
23,215,278 or 91.6% of Adults 18 or older who Shopped PETCO for Pet Supplies in the past 3mos spend an average of 52.8 minutes per day driving, seeing Billboards and Signs. 72.3% Listen to Local Radio Stations Out-of-Home for an average of 45.2 minutes/da

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



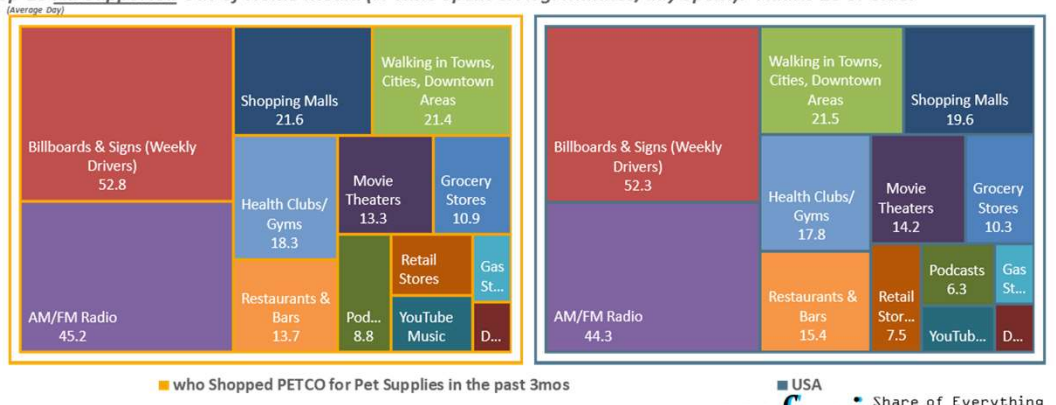
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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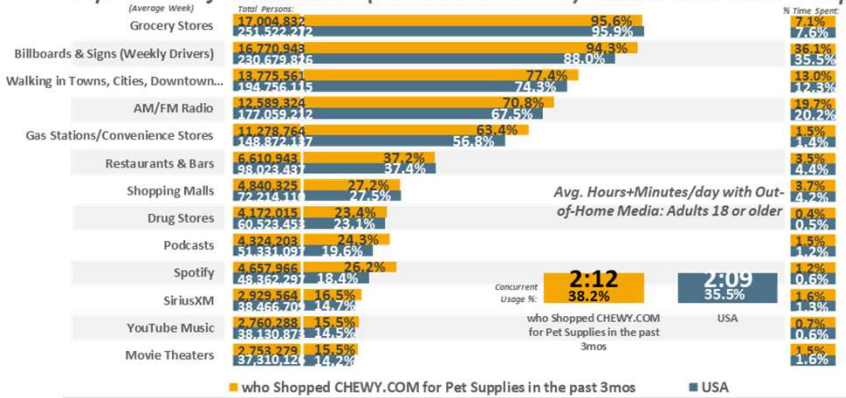
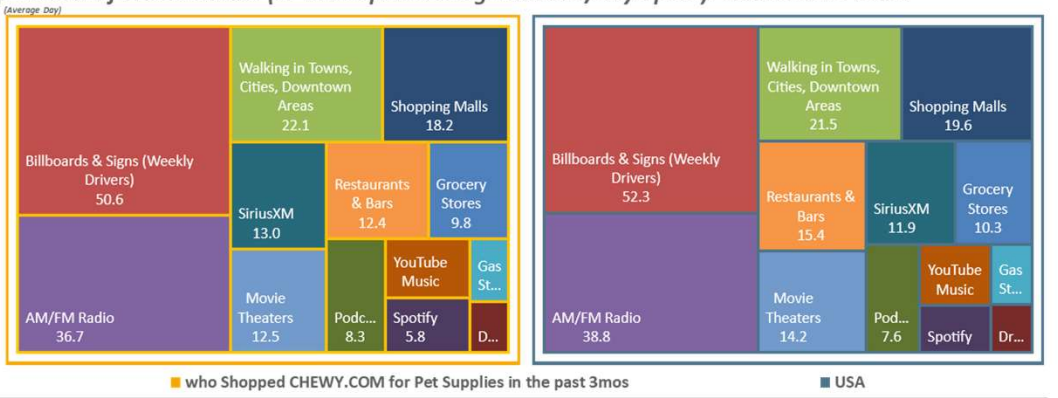
16,770,943 or 94.3% of Adults 18 or older who Shopped CHEWY.COM for Pet Supplies in the past 3mos spend an average of 50.6 minutes per day driving, seeing Billboards and Signs. 68.% Listen to Local Radio Stations Out-of-Home for an average of 33. minutes/

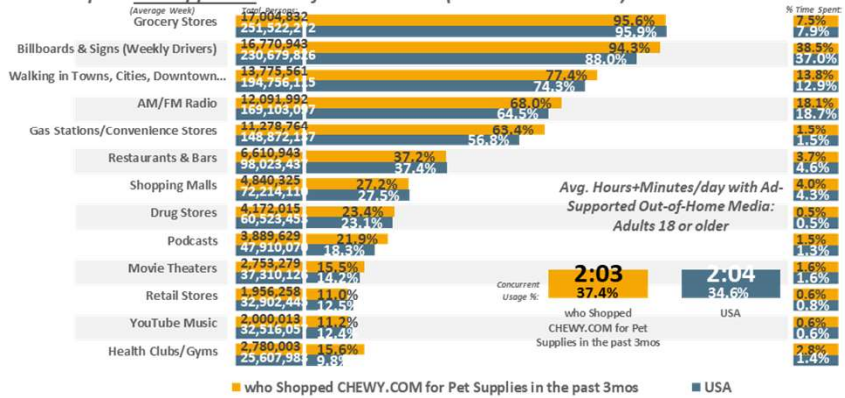
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



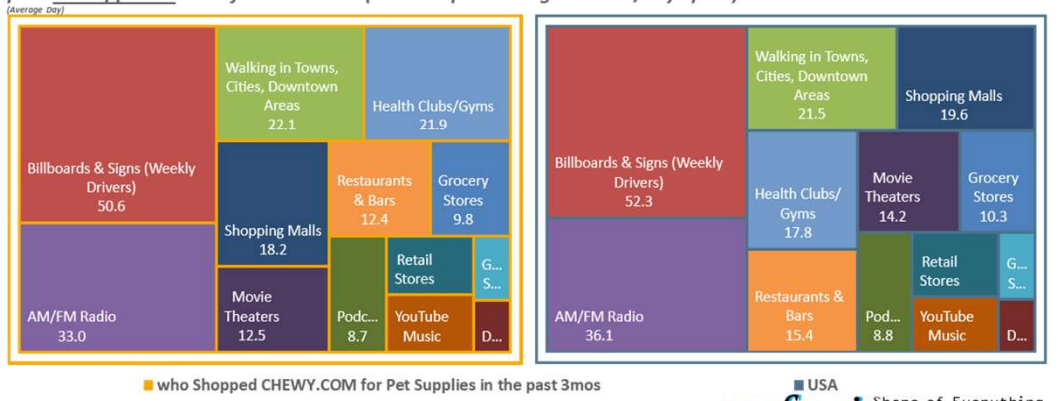
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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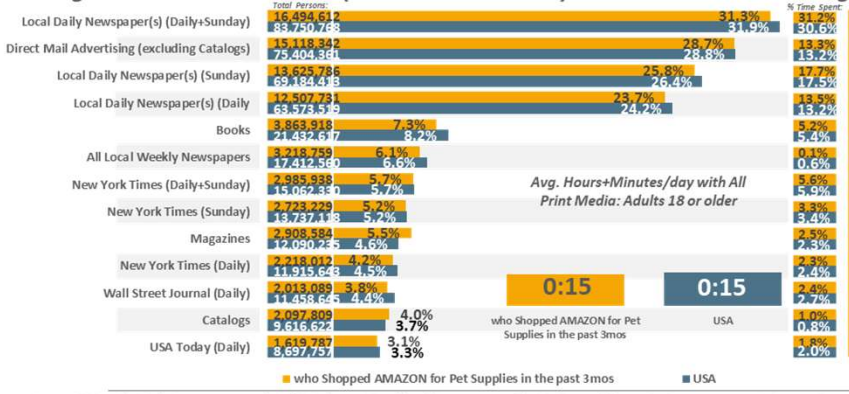
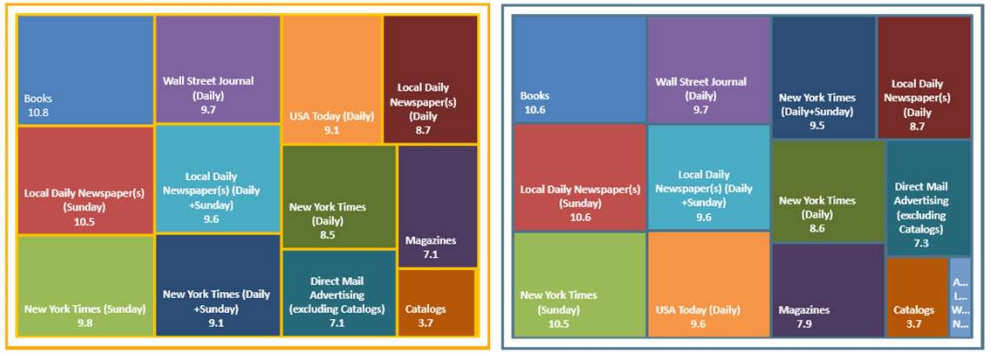
16,494,612 or 31.3% of Adults 18 or older who Shopped AMAZON for Pet Supplies in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 32.9% of all time spent daily with All forms of Print Media.

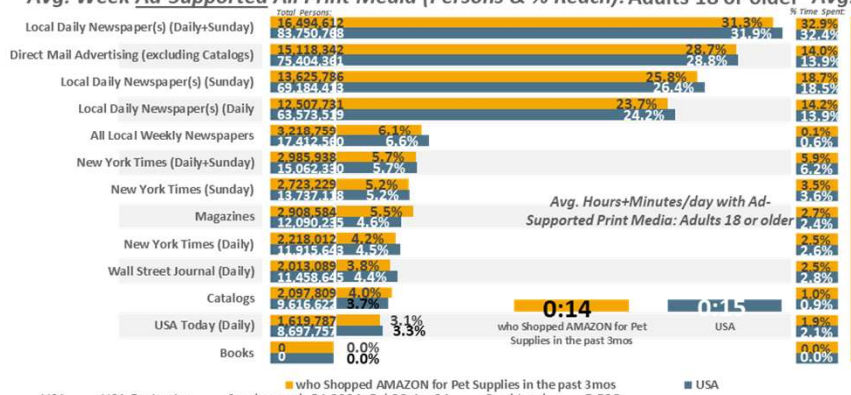
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



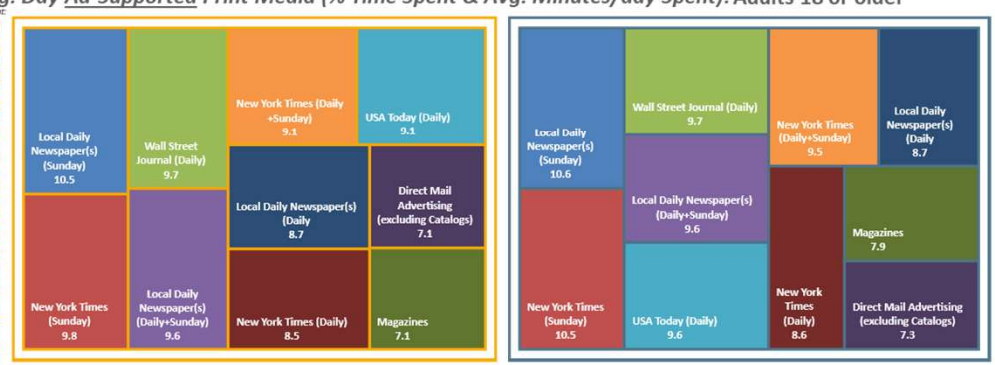
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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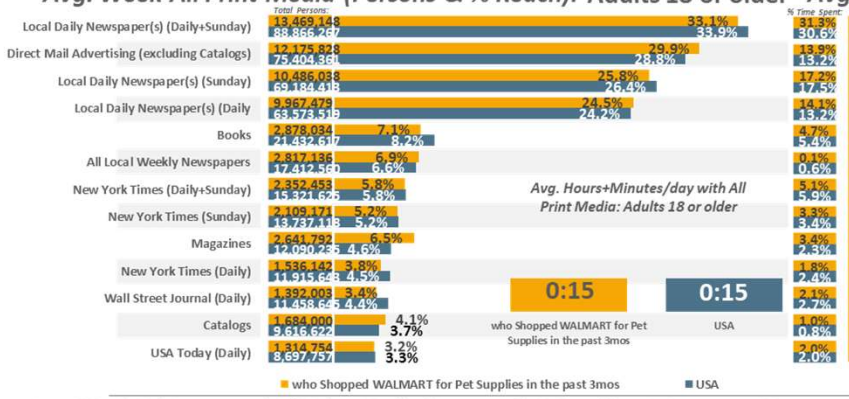
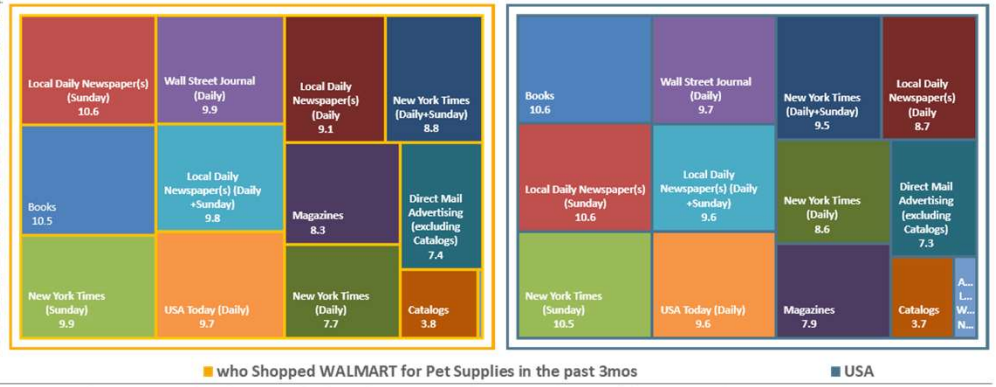
13,469,148 or 33.1% of Adults 18 or older who Shopped WALMART for Pet Supplies in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 32.9% of all time spent daily with All forms of Print Media.

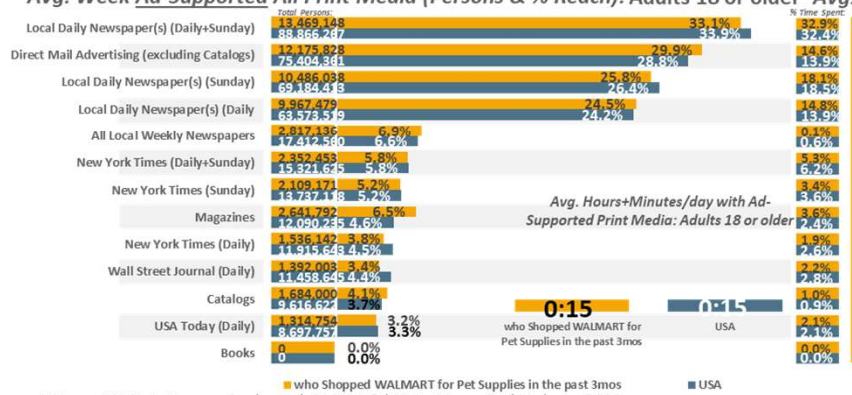
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



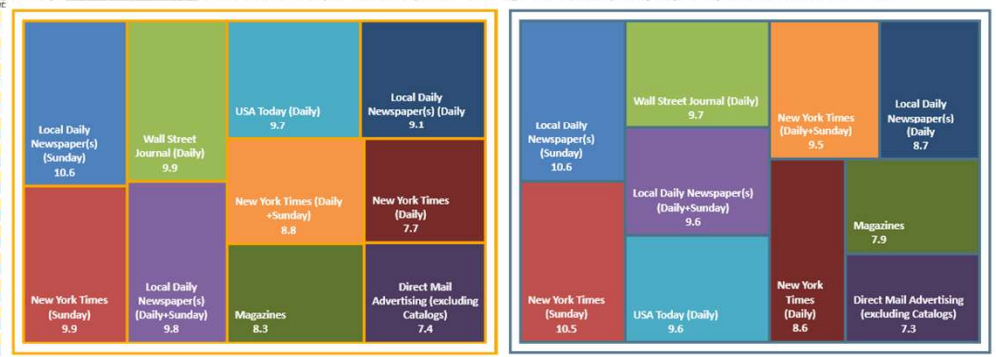
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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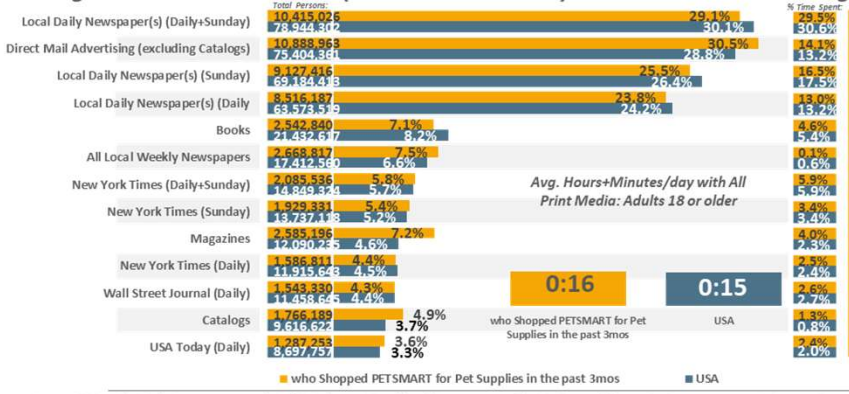
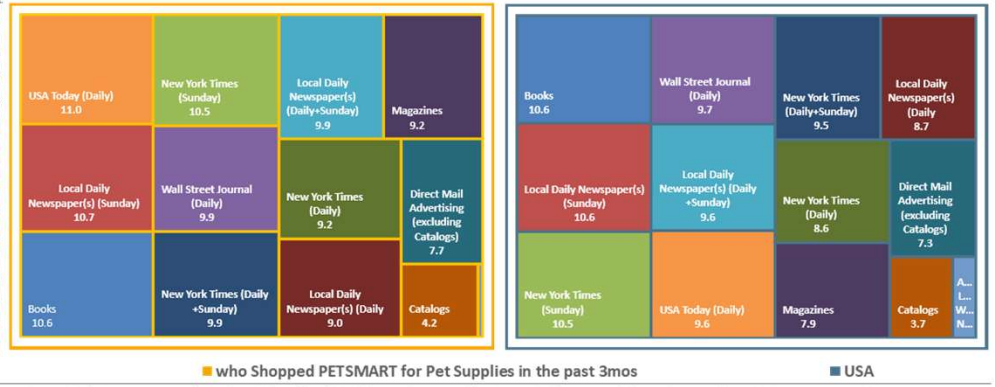
10,415,026 or 29.1% of Adults 18 or older who Shopped PETSMART for Pet Supplies in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 31.% of all time spent daily with All forms of Print Media.

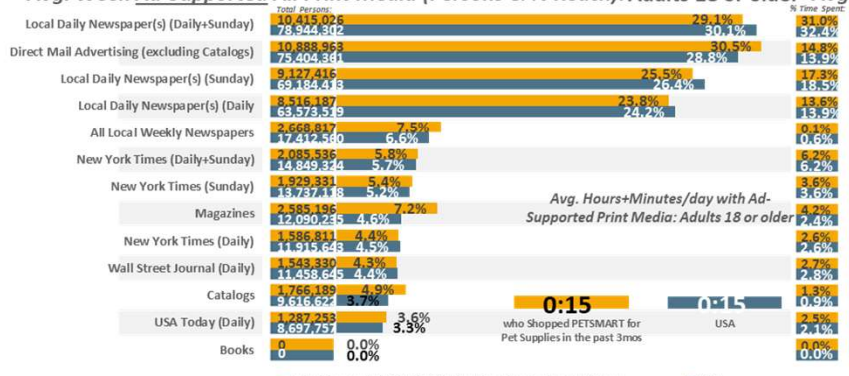
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



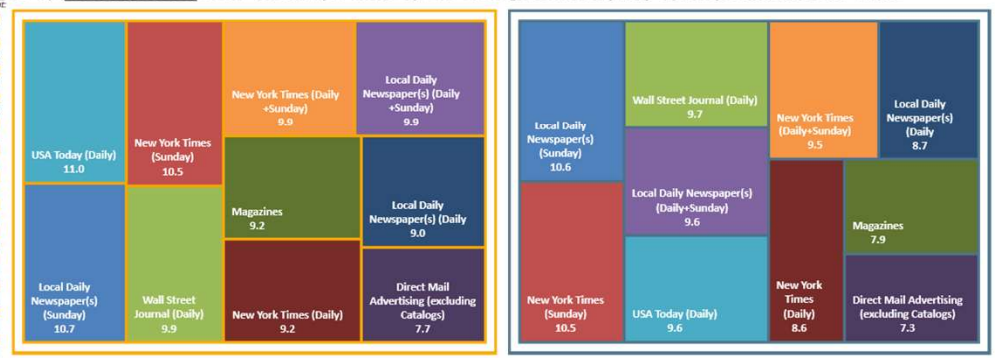
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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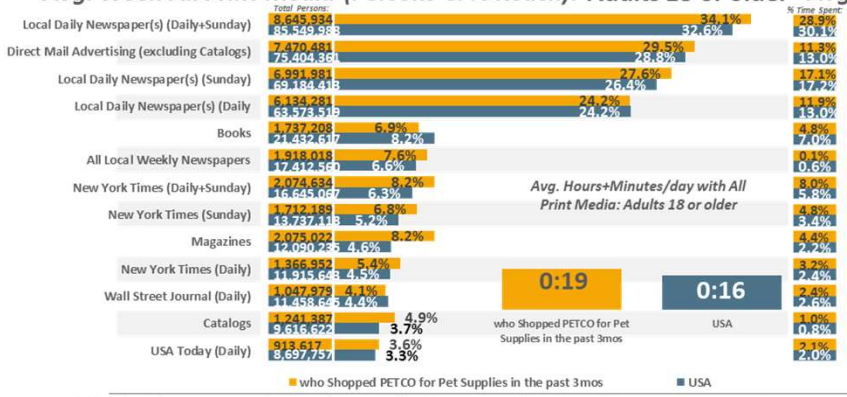
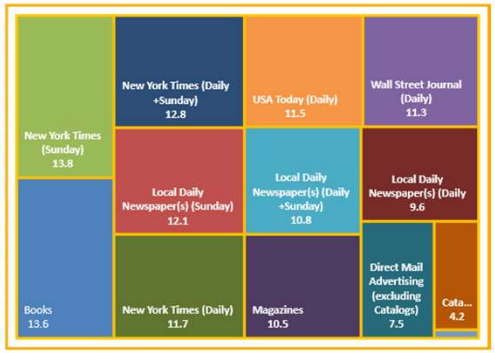
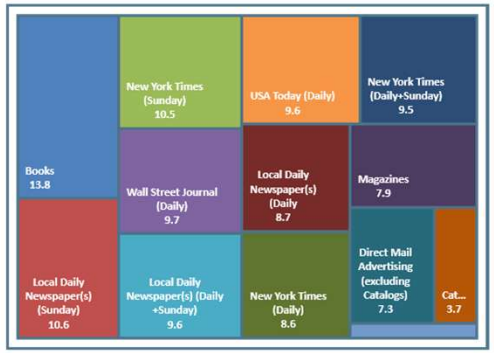
8,645,934 or 34.1% of Adults 18 or older who Shopped PETCO for Pet Supplies in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.8 minutes every day representing 30.4% of all time spent daily with All forms of Print Media.

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



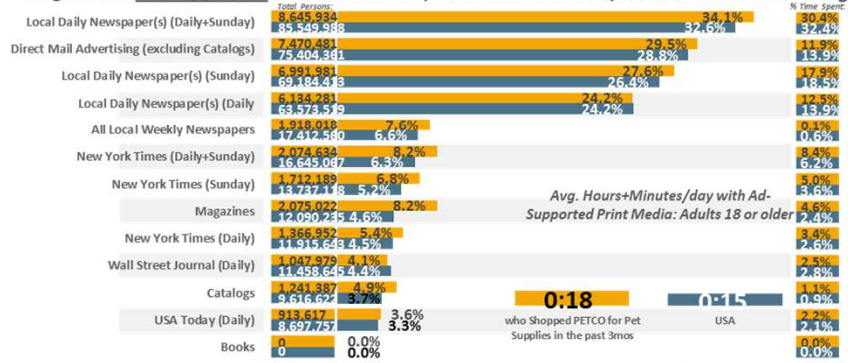
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



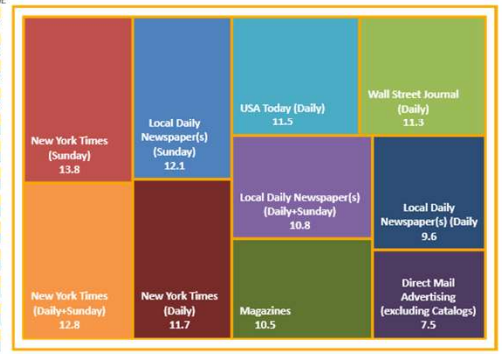


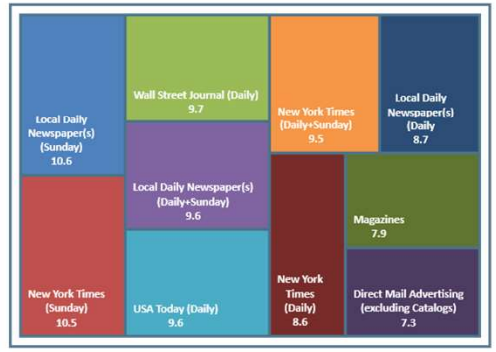
who Shopped PETCO for Pet Supplies in the past 3mos ■ USA

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





who Shopped PETCO for Pet Supplies in the past 3mos ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,538

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

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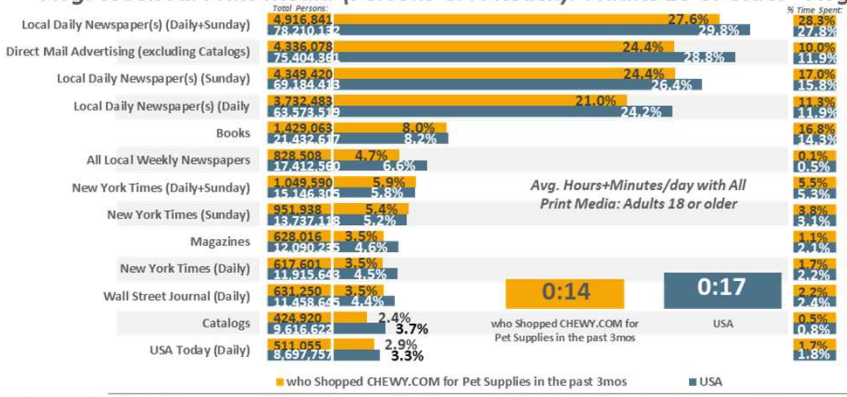
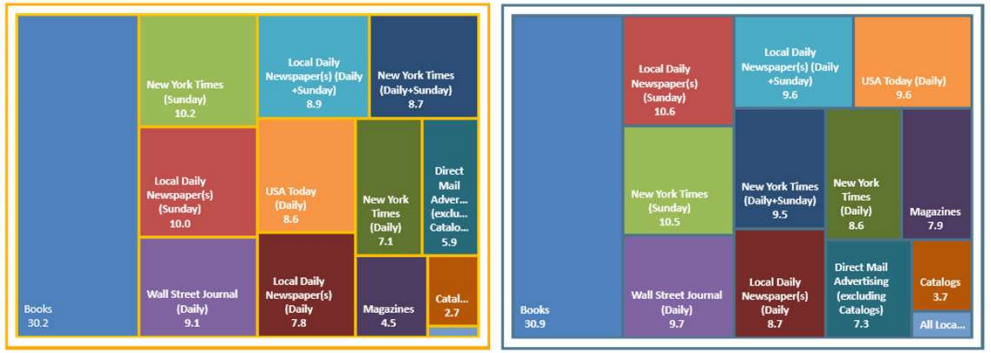
[((Lifestyle characteristics: Own a dog OR Lifestyle characteristics: Own a cat OR Lifestyle characteristics: Own other pet) AND (Stores/services shopped in-store past 3 months: Any pet supply store OR Stores/services shopped online past 3 months: Any pet supply store))] AND Stores/services shopped past 3 months: Petco

4,916,841 or 27.6% of Adults 18 or older who Shopped CHEWY.COM for Pet Supplies in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 34.% of all time spent daily with All forms of Print Media.

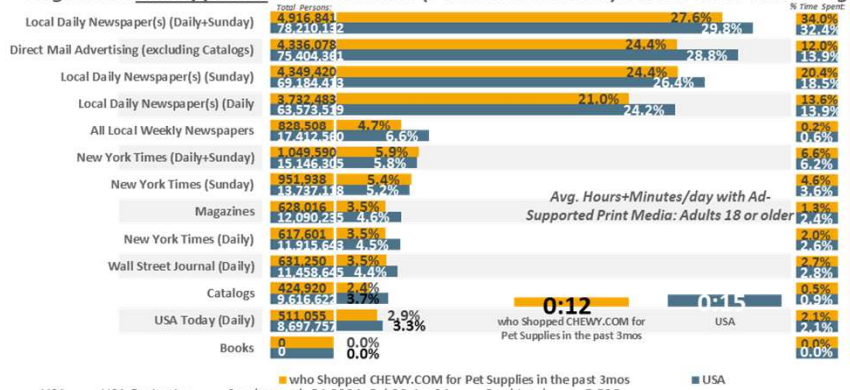
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,538

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

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[((Lifestyle characteristics: Own a dog OR Lifestyle characteristics: Own a cat OR Lifestyle characteristics: Own other pet) AND (Stores/services shopped in-store past 3 months: Any pet supply store OR Stores/services shopped online past 3 months: Any pet supply store))] AND Apps or websites used or visited past 30 days:Retail/Shopping: Chewy.com