USA – 5 Planned Purchases of TOYS for GOOD GIRLS & BOYS as of Feb. 2024!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ Planned next 12 mo. Purchasers of… Boats, Motorcycles, RVs/Motor Homes, Second Homes, Pools/Hot Tubs Spas as of Feb. 2024!



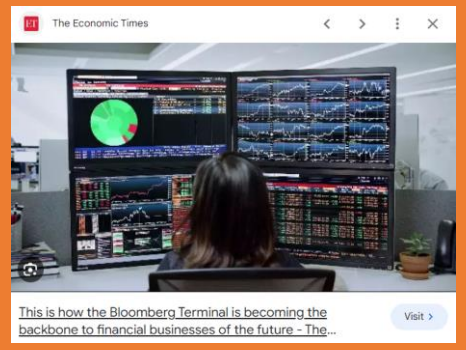




Items/services HHLD plans to buy in next 12 months (HHLD): Boat
Items/services HHLD plans to buy in next 12 months (HHLD): Motorcycle
Items/services HHLD plans to buy in next 12 months (HHLD): Pool, hot tub, or spa
Items/services HHLD plans to buy in next 12 months (HHLD): RV (motor home)
Items/services HHLD plans to buy in next 12 months (HHLD): Second home







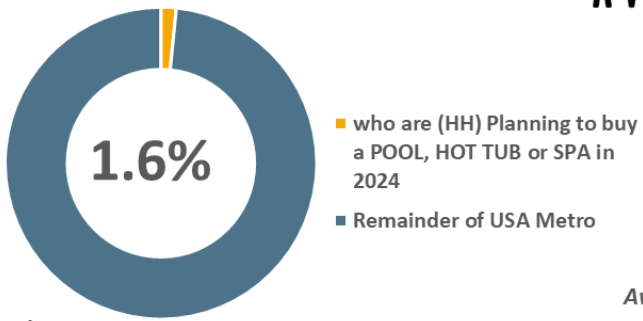
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.



1.6% or 4,143,711 of USA Adults 18 or older are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024.
Typical Adults 18 or older who are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024 are 42.9 years old (12.4% younger than average) and have a $102,573 (17.7% higher than average) annual household income.

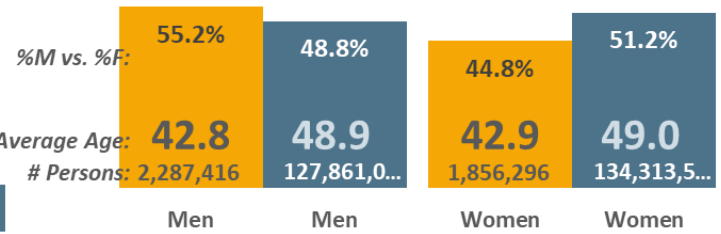
Percent of Market: Adults 18 or older



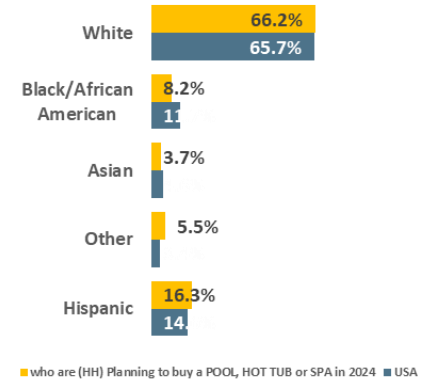
Total Persons:



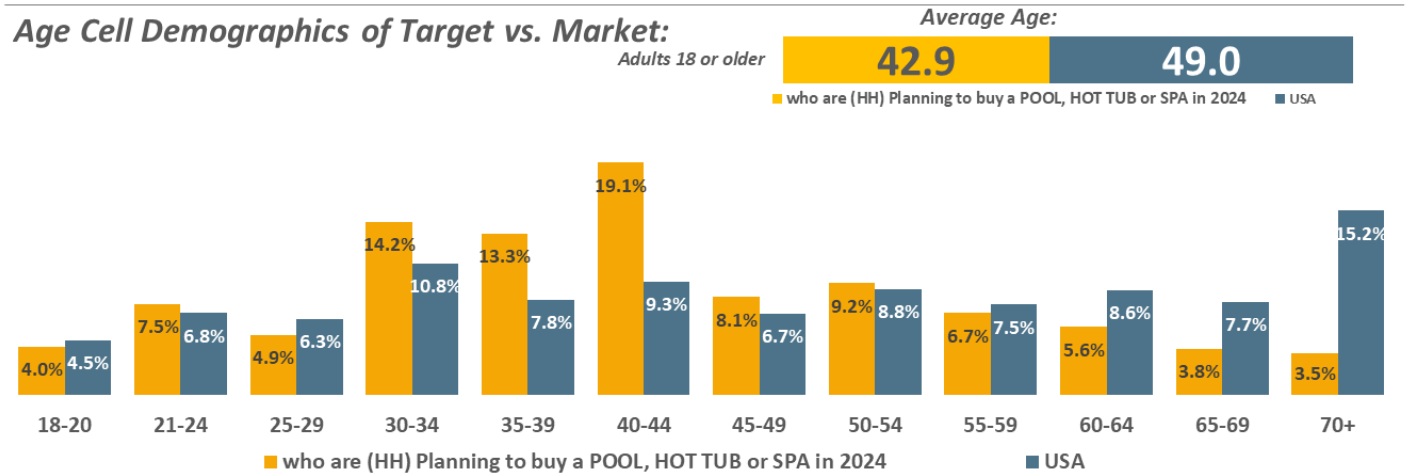
Gender of Target vs. Market: Adults 18 or older



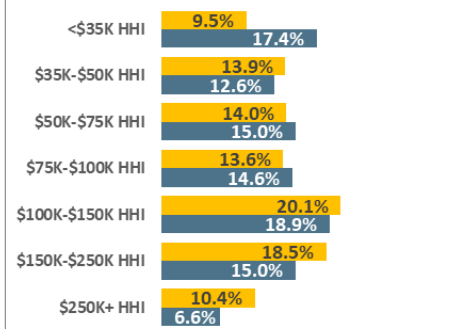
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $102,573 | $87,634

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 964

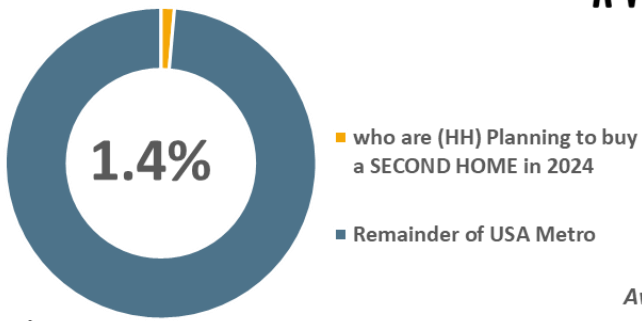
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Items/services HHLD plans to buy in next 12 months (HHLD): Pool, hot tub, or spa



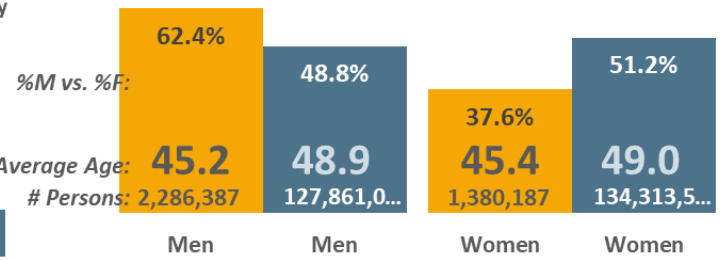
1.4% or 3,666,573 of USA Adults 18 or older are (HH) Planning to buy a SECOND HOME in 2024.
Typical Adults 18 or older who are (HH) Planning to buy a SECOND HOME in 2024 are 45.3 years old (7.5% younger than average) and have a $110,248 (25.8% higher than average) annual household income.

Percent of Market: Adults 18 or older

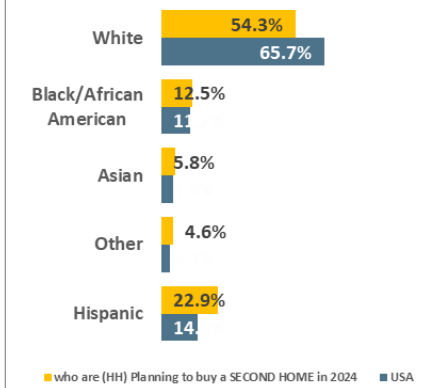




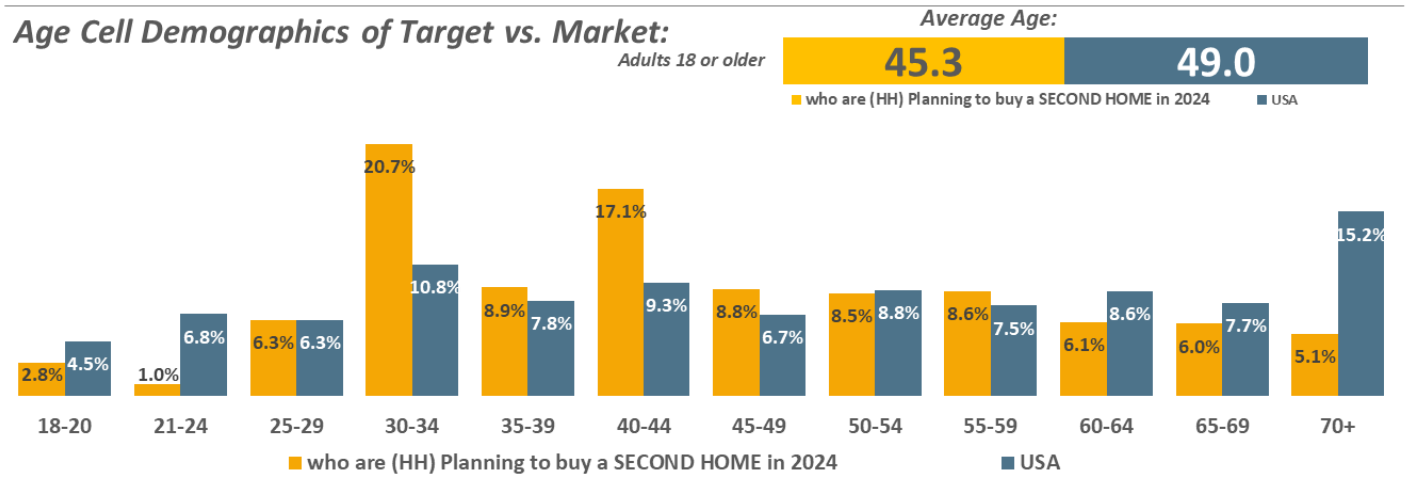
Gender of Target vs. Market: Adults 18 or older



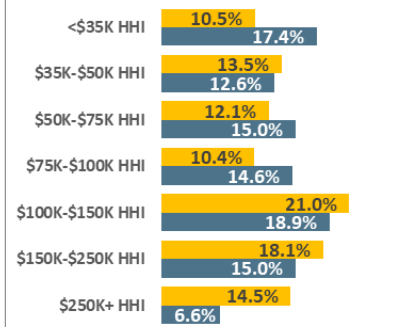
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $110,248 $87,634

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 964

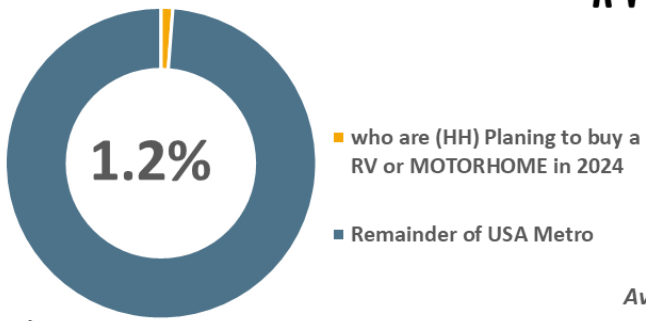
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Items/services HHLD plans to buy in next 12 months (HHLD): Second home

RV/ MOTORHOME

1.2% or 3,234,659 of USA Adults 18 or older are (HH) Planing to buy a RV or MOTORHOME in 2024.
Typical Adults 18 or older who are (HH) Planing to buy a RV or MOTORHOME in 2024 are 43.8 years old (10.4% younger than average) and have a $80,742 (7.9% lower than average) annual household income.

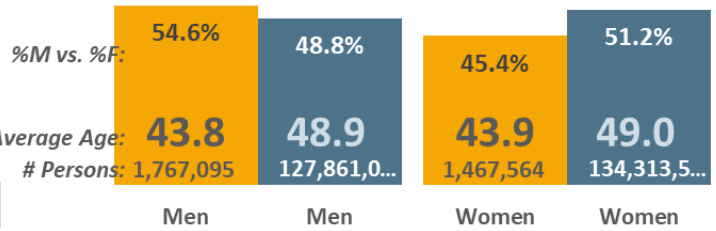
Percent of Market: Adults 18 or older



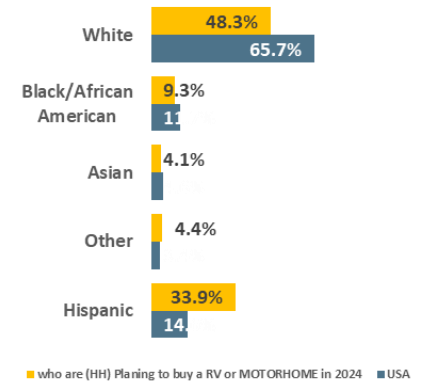
Total Persons:



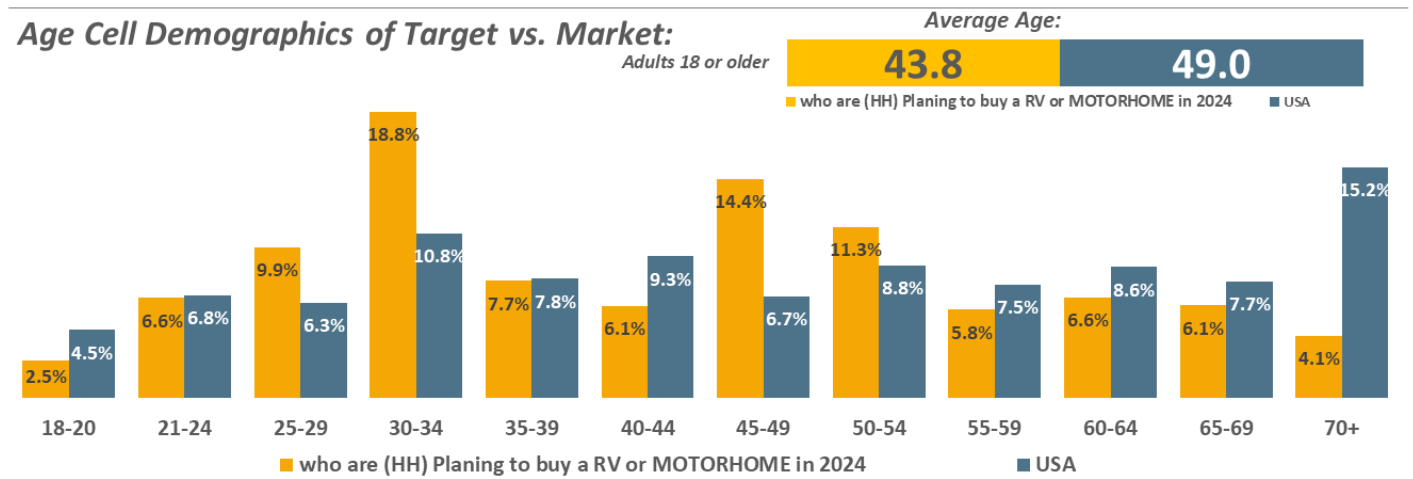
Gender of Target vs. Market: Adults 18 or older



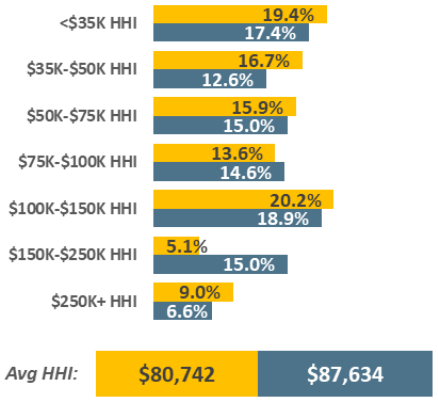
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $80,742 | $87,634

USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *964*

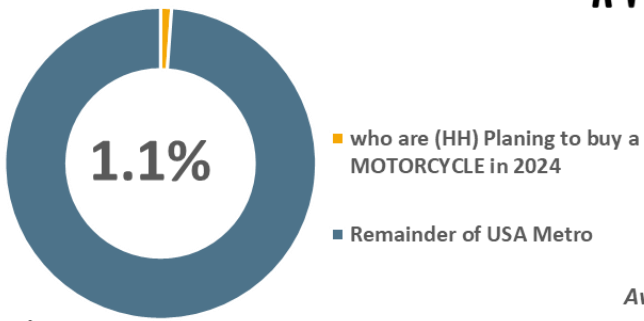
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Items/services HHLD plans to buy in next 12 months (HHLD): RV (motor home)

MOTORCYCLE

1.1% or 2,982,508 of USA Adults 18 or older are (HH) Planing to buy a MOTORCYCLE in 2024.
Typical Adults 18 or older who are (HH) Planing to buy a MOTORCYCLE in 2024 are 39. years old (20.3% younger than average) and have a $82,283 (6.1% lower than average) annual household income.

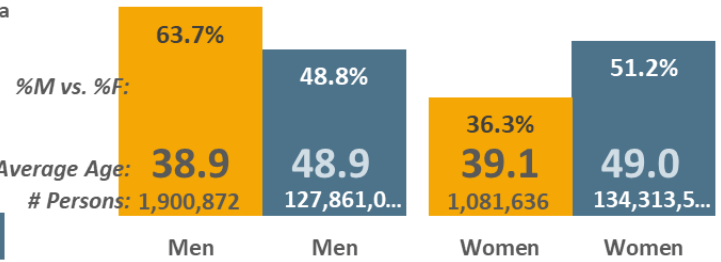
Percent of Market: Adults 18 or older



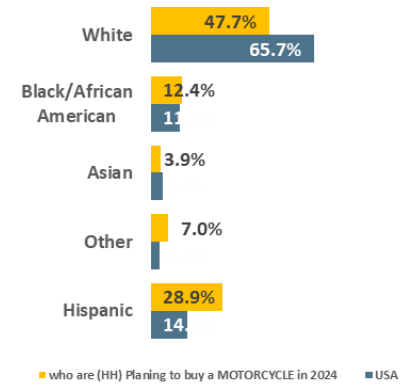
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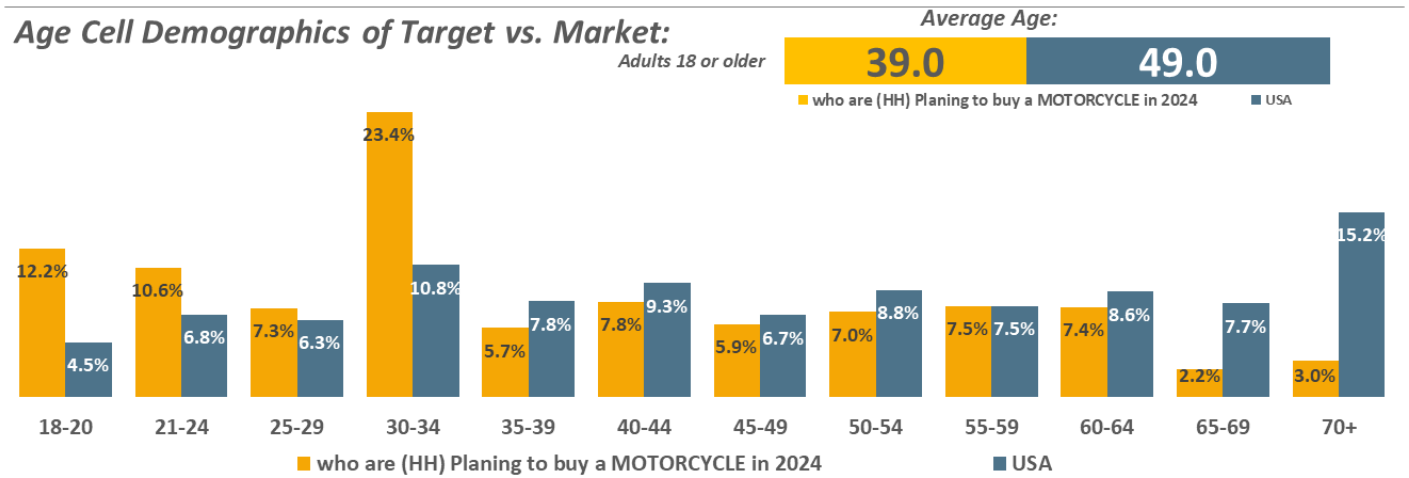
Gender of Target vs. Market: Adults 18 or older



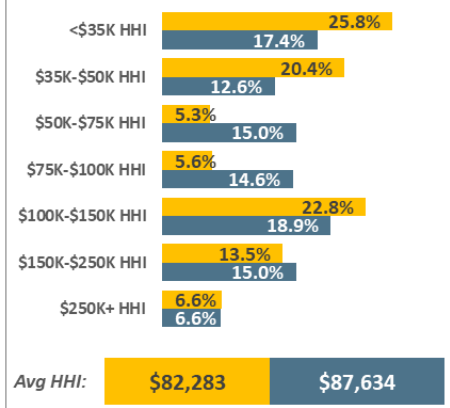
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $82,283 | $87,634

USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *964*

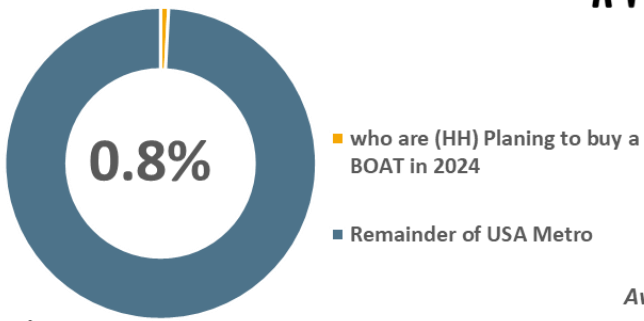
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Items/services HHLD plans to buy in next 12 months (HHLD): Motorcycle

BOAT

.8% or 2,185,098 of USA Adults 18 or older are (HH) Planing to buy a BOAT in 2024.
Typical Adults 18 or older who are (HH) Planing to buy a BOAT in 2024 are 40. years old (18.2% younger than average) and have a $90,570 (3.3% higher than average) annual household income.

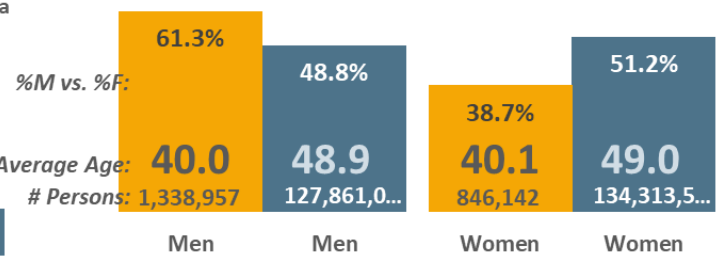
Percent of Market: Adults 18 or older



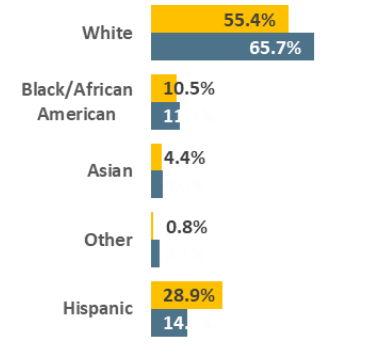
Total Persons:



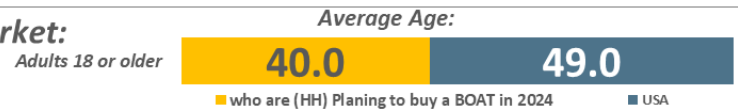
Gender of Target vs. Market: Adults 18 or older

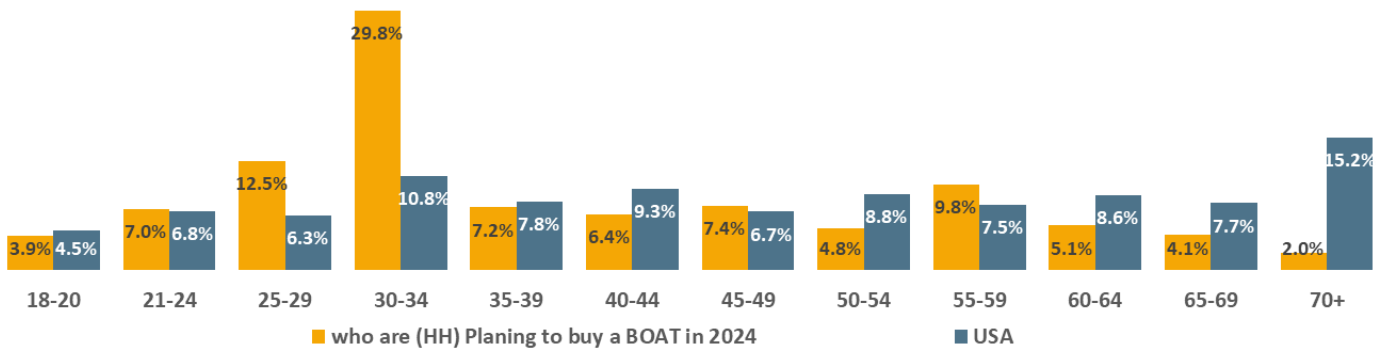


Ethnicity of Target vs. Market:

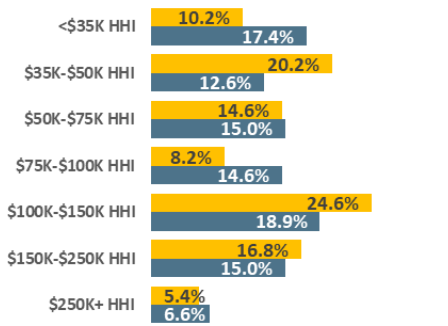


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



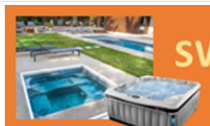
Avg HHI: $90,570 $87,634

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 964

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

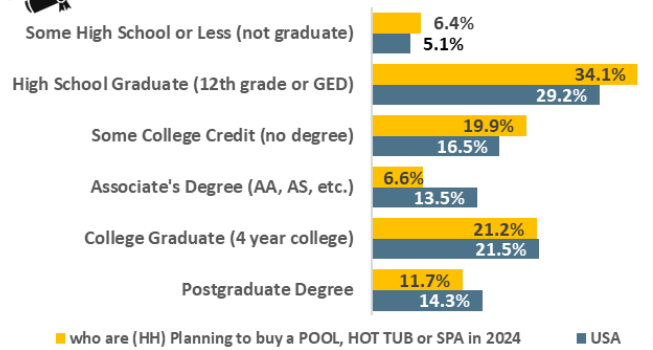
Items/services HHLD plans to buy in next 12 months (HHLD): Boat



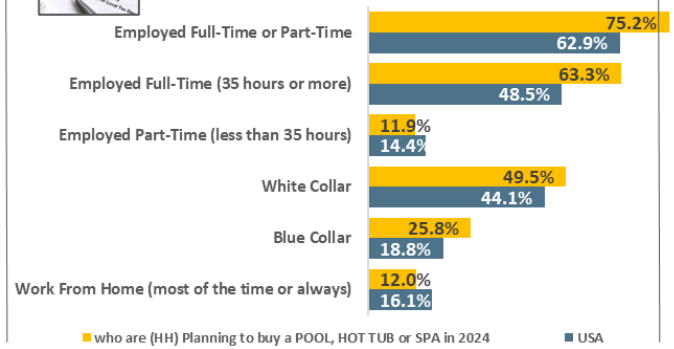
SWIMMING POOL, HOT TUB or SPA

1.6% or 4,143,711 of USA Adults 18 or older are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024. Adults 18 or older who are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024 are 7.8% less likely to be a college graduate, 30.6% more likely to work full-time, 10.3% more likely to be married, 54.2% more likely to be a parent of 1 or more children unde

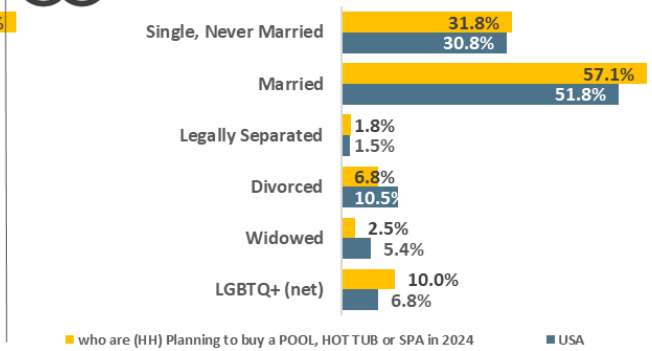
Education Levels: Adults 18 or older



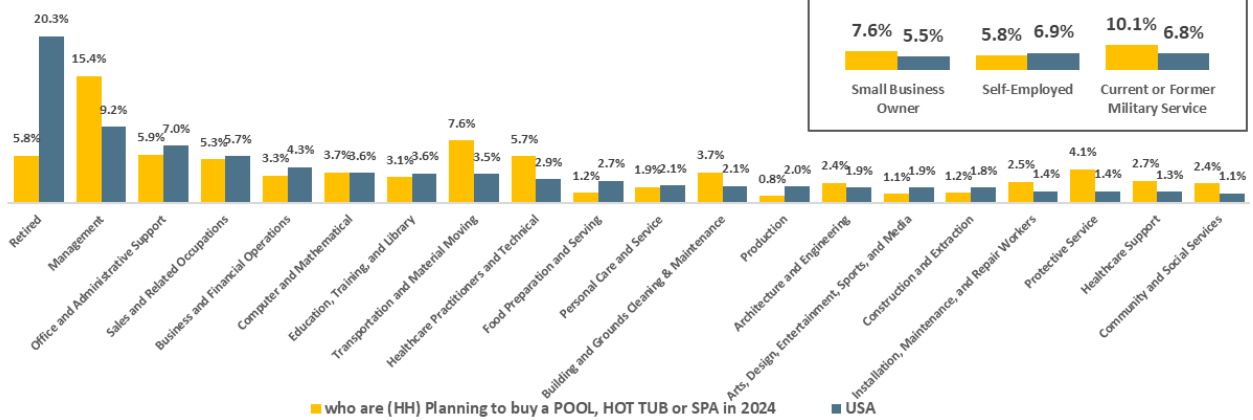
Employment: Adults 18 or older



Marital Status: Adults 18 or older

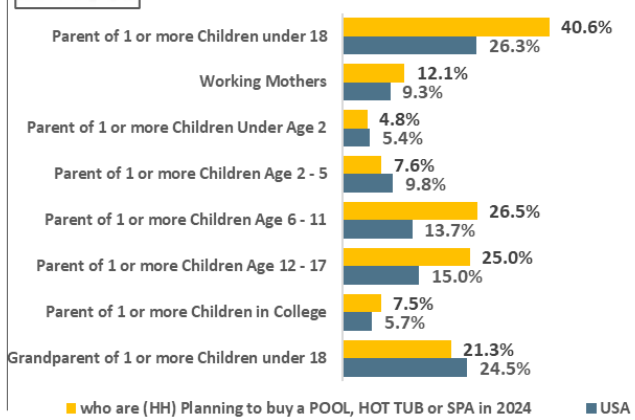


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *964*

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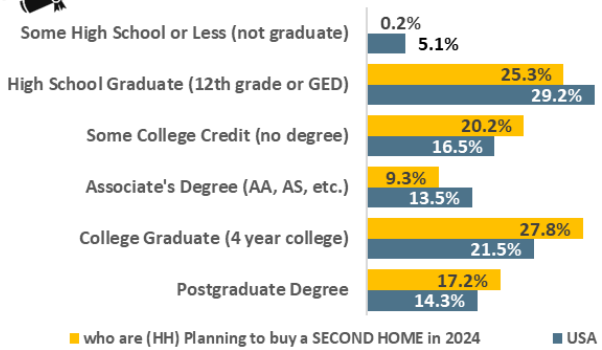
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

Items/services HHLD plans to buy in next 12 months (HHLD): Pool, hot tub, or spa

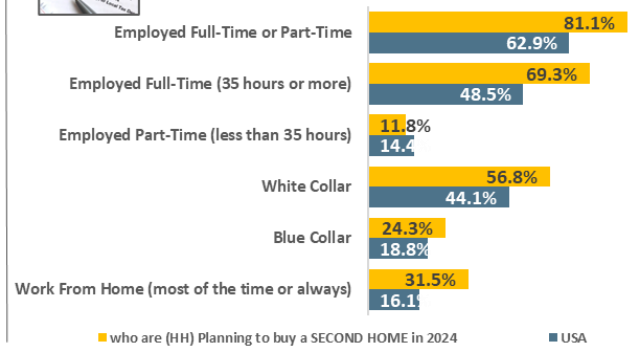


1.4% or 3,666,573 of USA Adults 18 or older are (HH) Planning to buy a SECOND HOME in 2024.
Adults 18 or older who are (HH) Planning to buy a SECOND HOME in 2024 are 26.% more likely to be a college graduate, 42.9% more likely to work full-time, 22.3% more likely to be married, 33.4% more likely to be a parent of 1 or more children under 18.

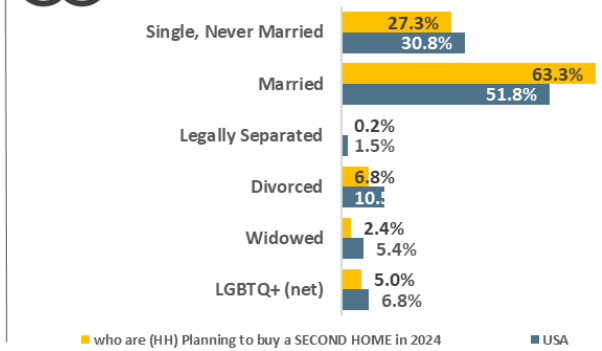
Education Levels: Adults 18 or older



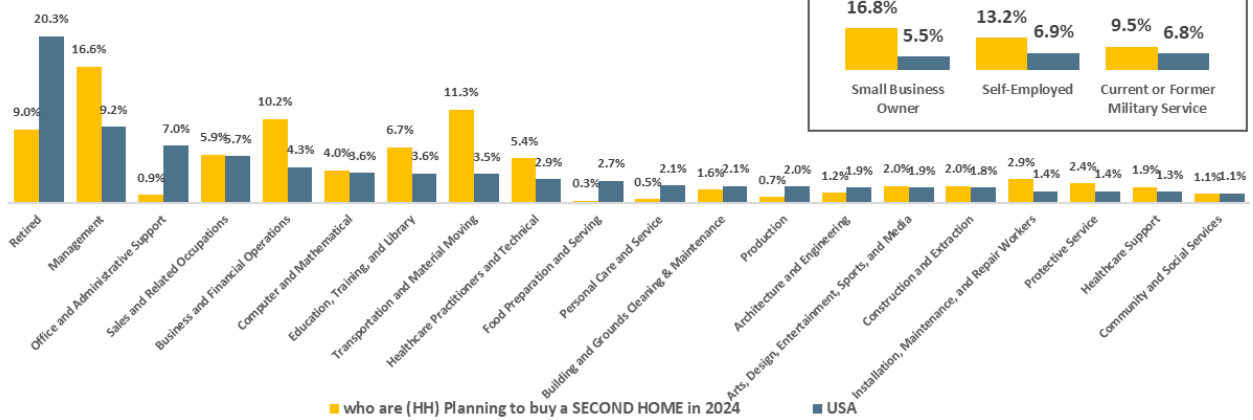
Employment: Adults 18 or older



Marital Status: Adults 18 or older

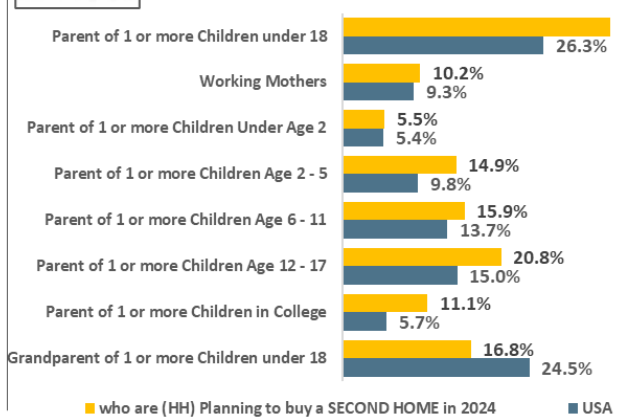


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *964*

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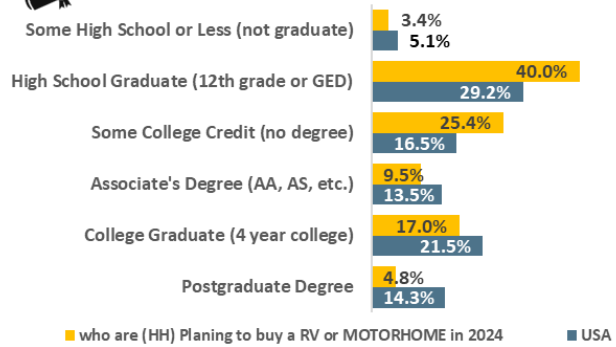
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

Items/services HHLD plans to buy in next 12 months (HHLD): Second home

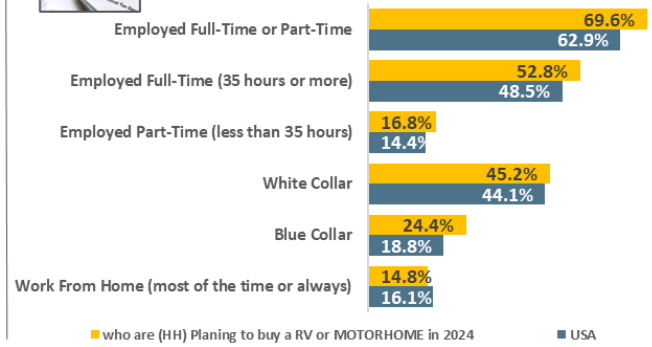


1.2% or 3,234,659 of USA Adults 18 or older are (HH) Planing to buy a RV or MOTORHOME in 2024.
Adults 18 or older who are (HH) Planing to buy a RV or MOTORHOME in 2024 are 39.2% less likely to be a college graduate, 9.% more likely to work full-time, 5.3% more likely to be married, 27.7% more likely to be a parent of 1 or more children under 18.

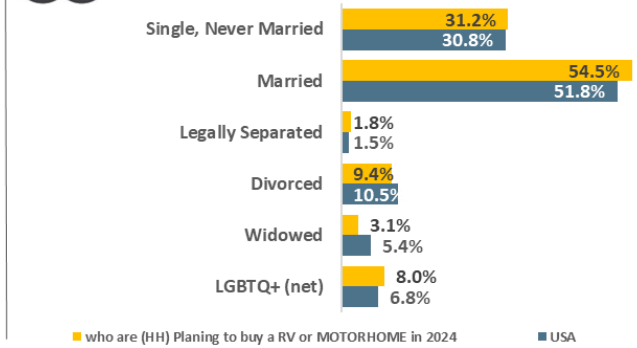
Education Levels: Adults 18 or older



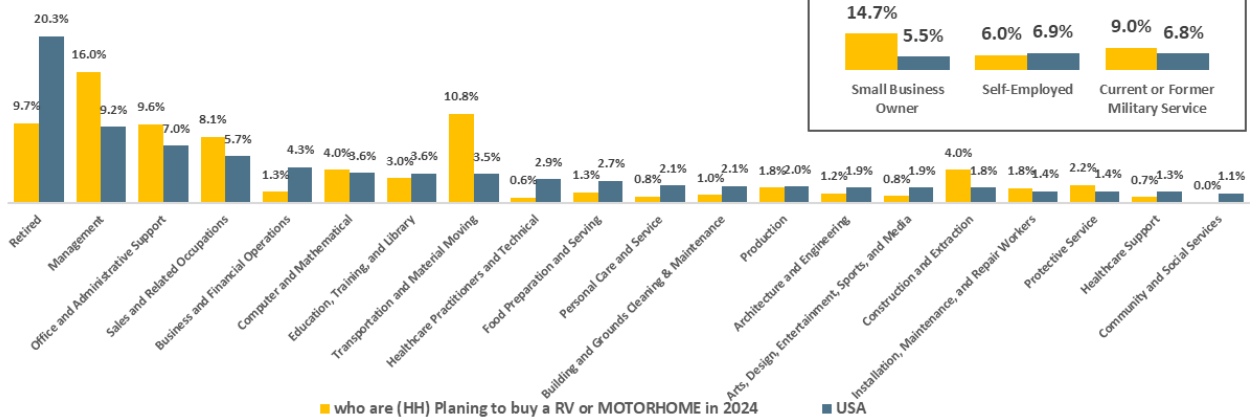
Employment: Adults 18 or older



Marital Status: Adults 18 or older

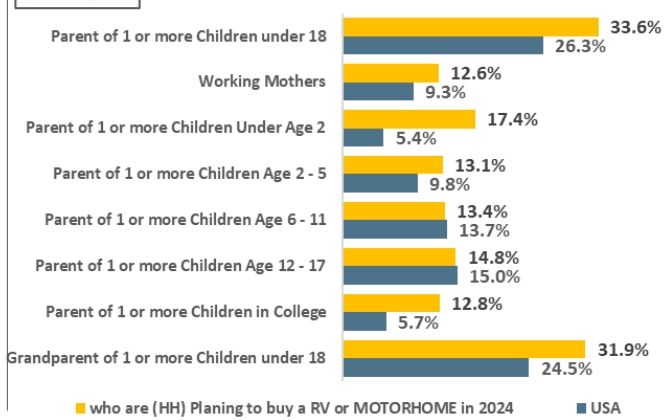


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 964

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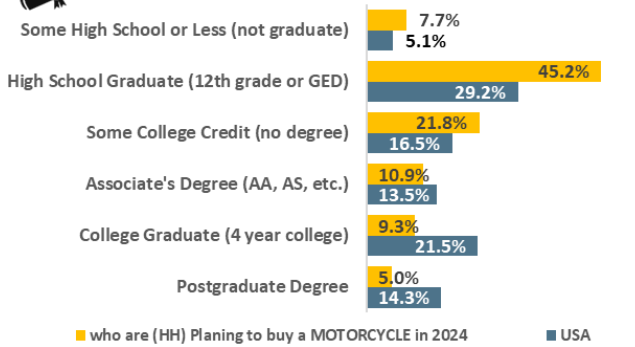
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

Items/services HHLD plans to buy in next 12 months (HHLD): RV (motor home)

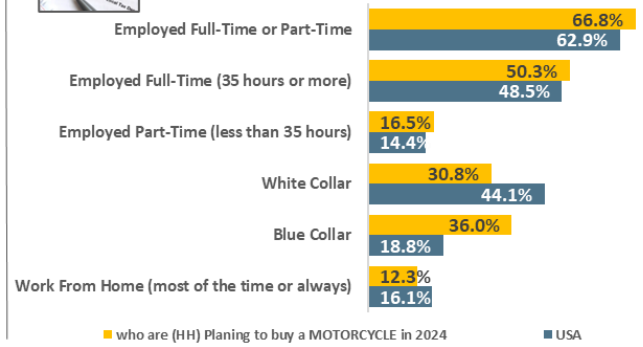
MOTORCYCLE

1.1% or 2,982,508 of USA Adults 18 or older are (HH) Planing to buy a MOTORCYCLE in 2024.
Adults 18 or older who are (HH) Planing to buy a MOTORCYCLE in 2024 are 60.% less likely to be a college graduate, 3.8% more likely to work full-time, 38.9% less likely to be married, 13.9% more likely to be a parent of 1 or more children under 18.

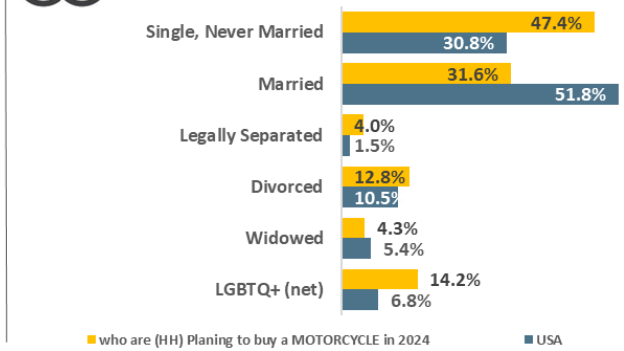
Education Levels: Adults 18 or older



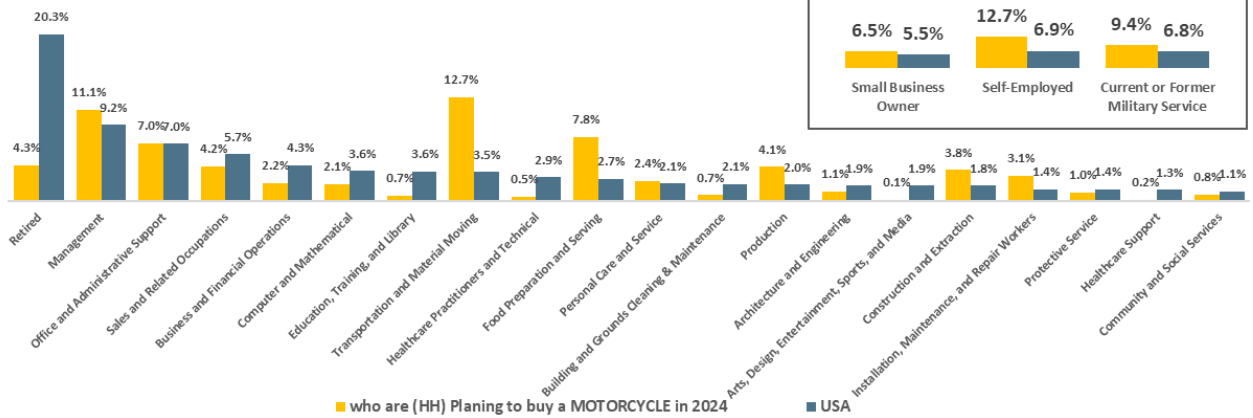
Employment: Adults 18 or older



Marital Status: Adults 18 or older

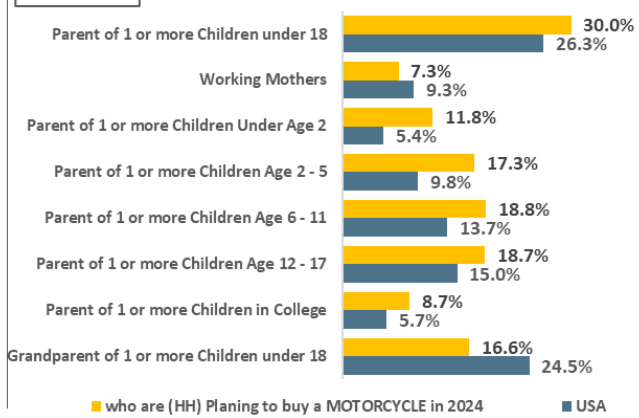


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

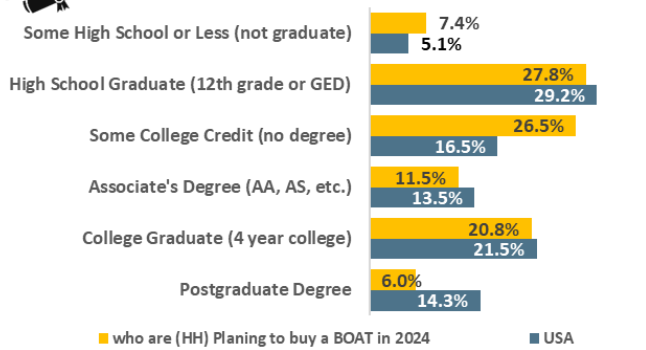
©

Items/services HHLD plans to buy in next 12 months (HHLD): Motorcycle

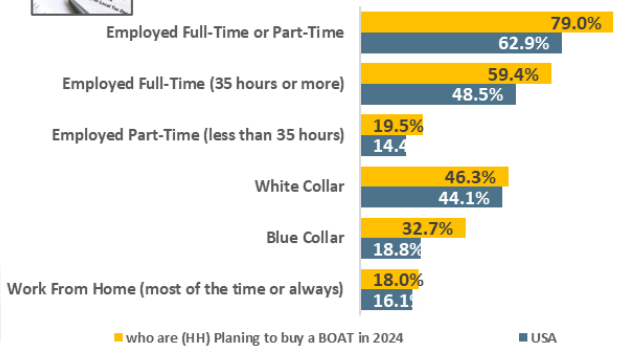
BOAT

.8% or 2,185,098 of USA Adults 18 or older are (HH) Planing to buy a BOAT in 2024.
Adults 18 or older who are (HH) Planing to buy a BOAT in 2024 are 24.9% less likely to be a college graduate, 22.6% more likely to work full-time, 12.2% less likely to be married, 28.7% more likely to be a parent of 1 or more children under 18.

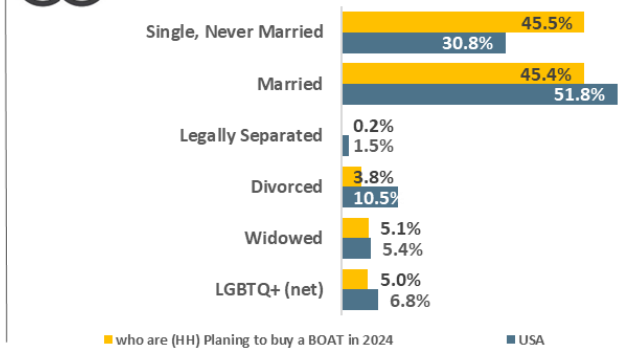
Education Levels: Adults 18 or older



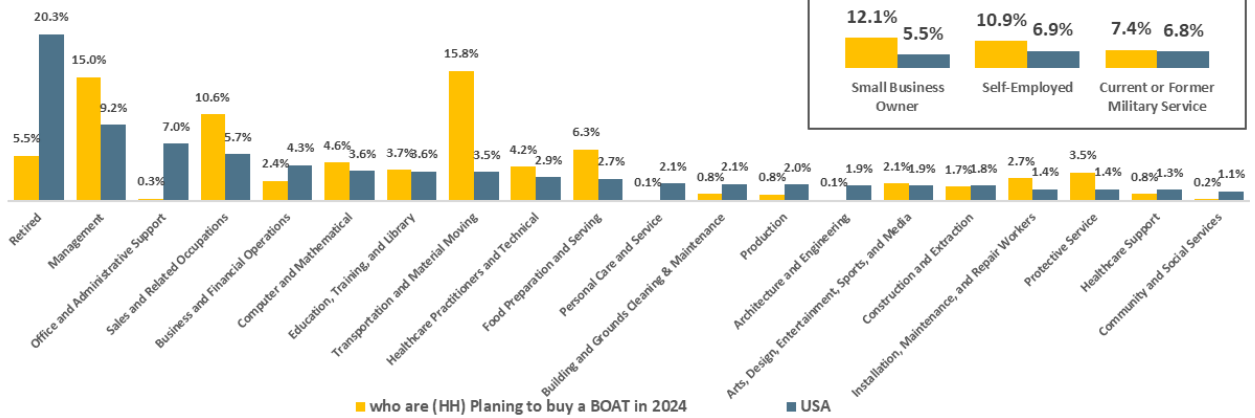
Employment: Adults 18 or older



Marital Status: Adults 18 or older

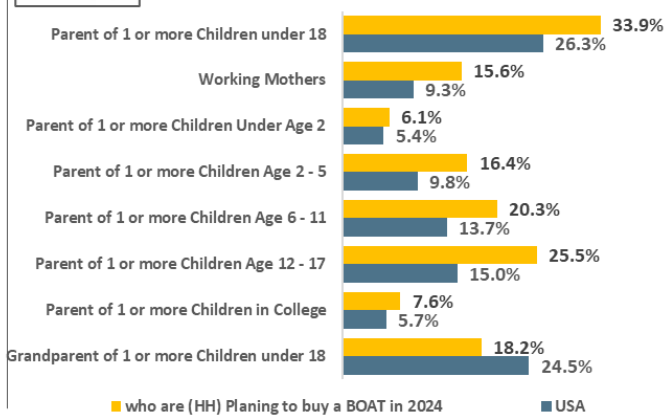


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 964

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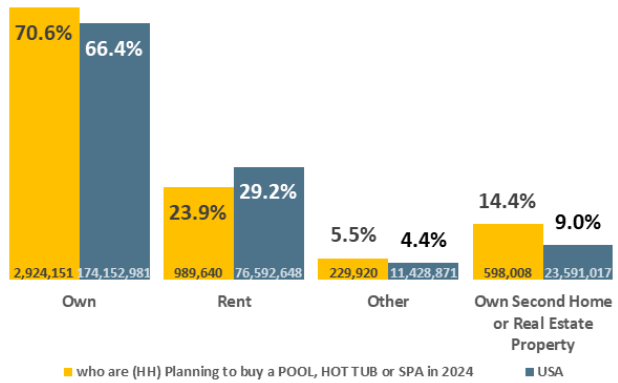
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

Items/services HHLD plans to buy in next 12 months (HHLD): Boat

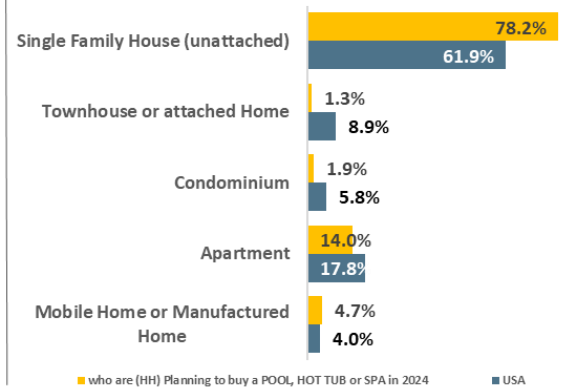


1.6% or 4,143,711 of USA Adults 18 or older are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024. Adults 18 or older who are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024 are 6.2% more likely to own their home, 4.1% more likely to own a higher valued home, 26.3% more likely to have a single-family home, 37.8% more likely to have a dog.

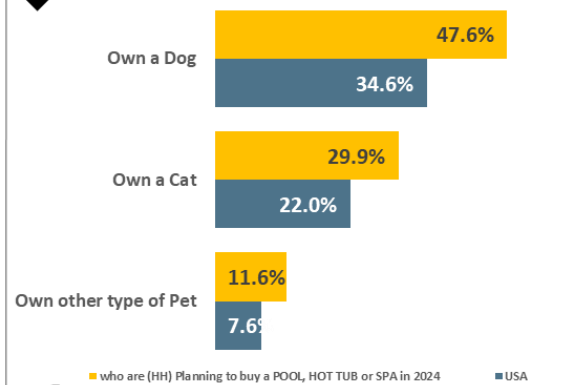
Own/Rent/Other: Adults 18 or older



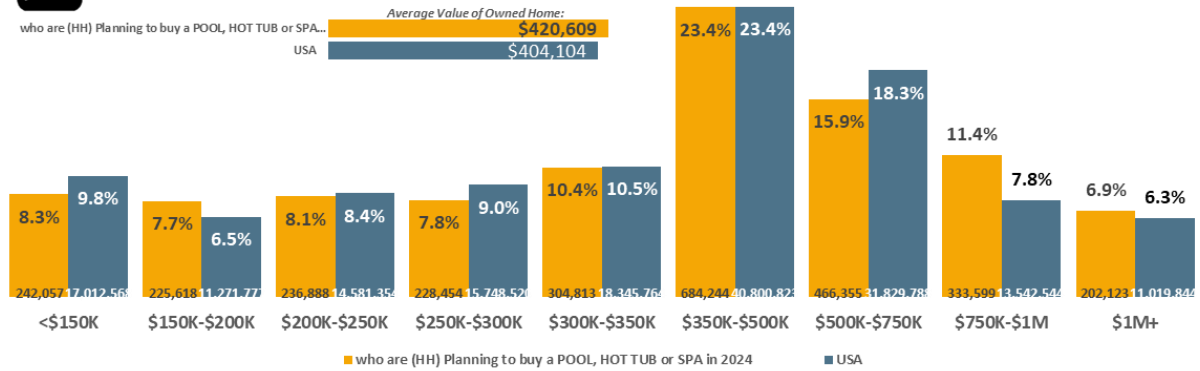
Type of Home: Adults 18 or older



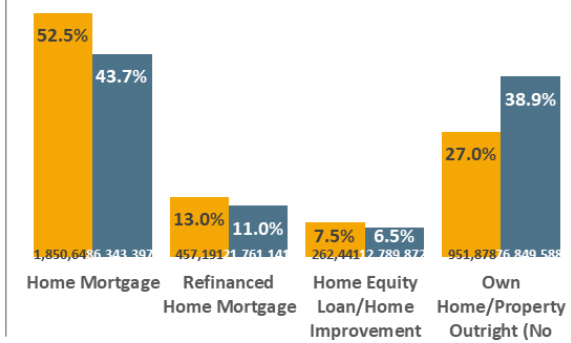
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *964*

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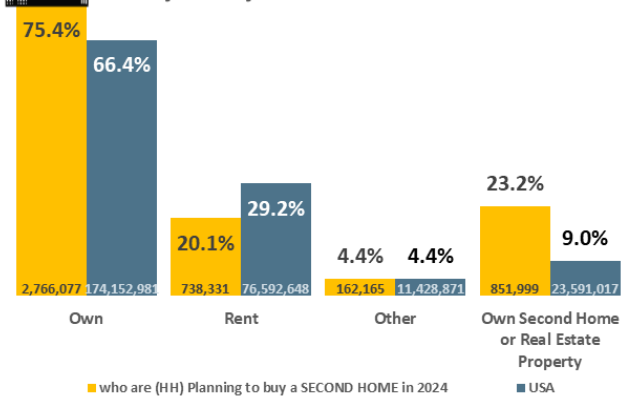
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

Items/services HHLD plans to buy in next 12 months (HHLD): Pool, hot tub, or spa

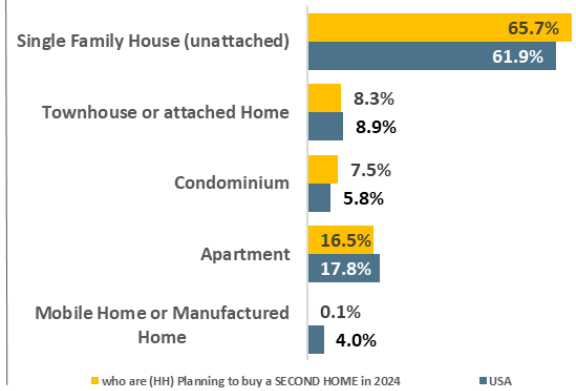
SECOND HOME

1.4% or 3,666,573 of USA Adults 18 or older are (HH) Planning to buy a SECOND HOME in 2024.
Adults 18 or older who are (HH) Planning to buy a SECOND HOME in 2024 are 13.6% more likely to own their home, 8.6% more likely to own a higher valued home, 6.2% more likely to have a single-family home, 19.5% more likely to have a dog.

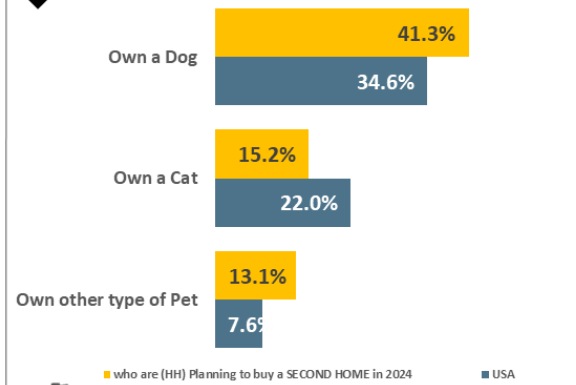
Own/Rent/Other: Adults 18 or older



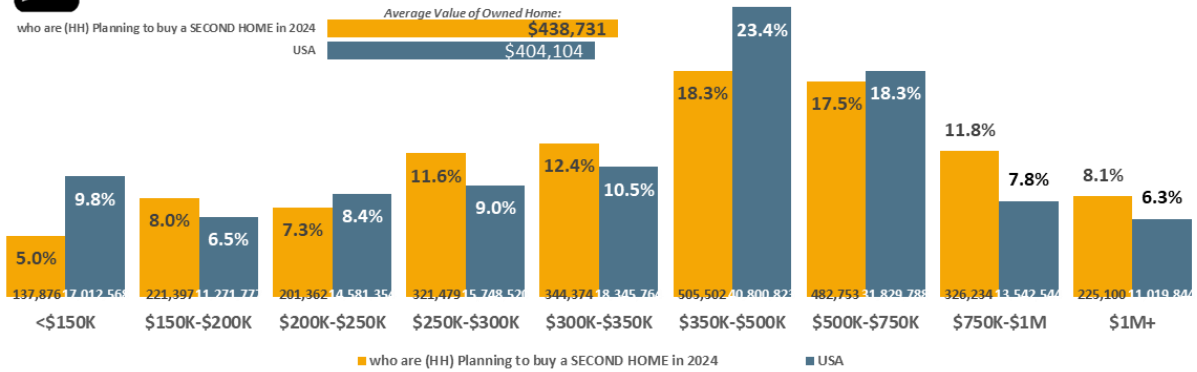
Type of Home: Adults 18 or older



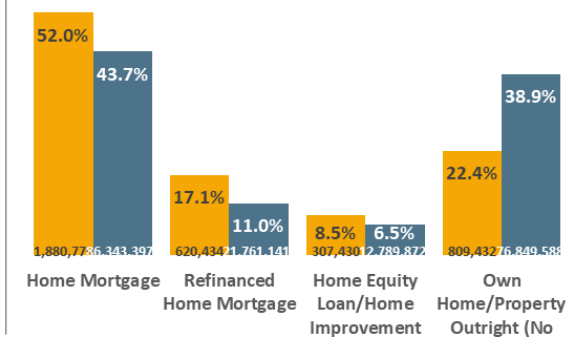
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *964*

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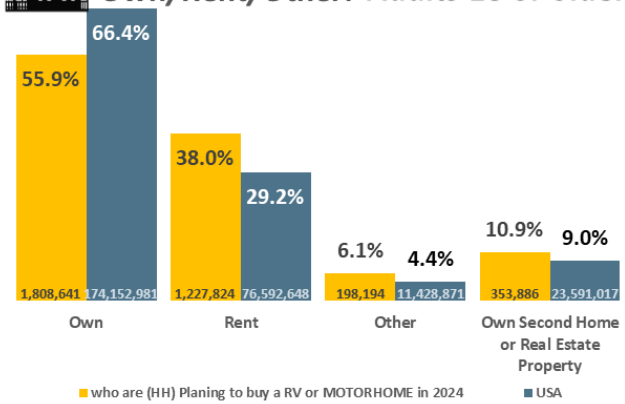
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

Items/services HHLD plans to buy in next 12 months (HHLD): Second home

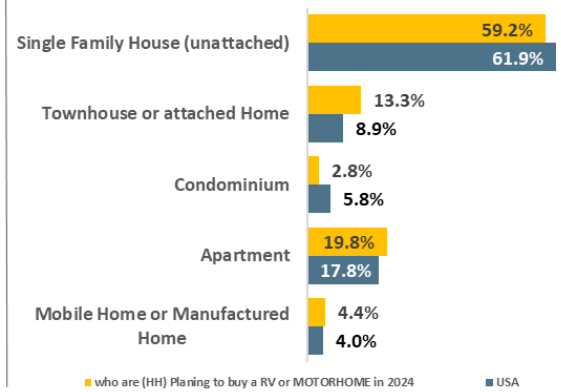
RV/ MOTORHOME

1.2% or 3,234,659 of USA Adults 18 or older are (HH) Planing to buy a RV or MOTORHOME in 2024. Adults 18 or older who are (HH) Planing to buy a RV or MOTORHOME in 2024 are 15.8% less likely to own their home, 5.1% more likely to own a higher valued home, 4.3% less likely to have a single-family home, 62.9% more likely to have a dog.

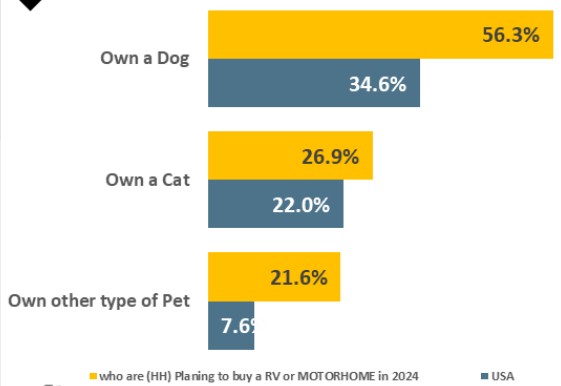
Own/Rent/Other: Adults 18 or older



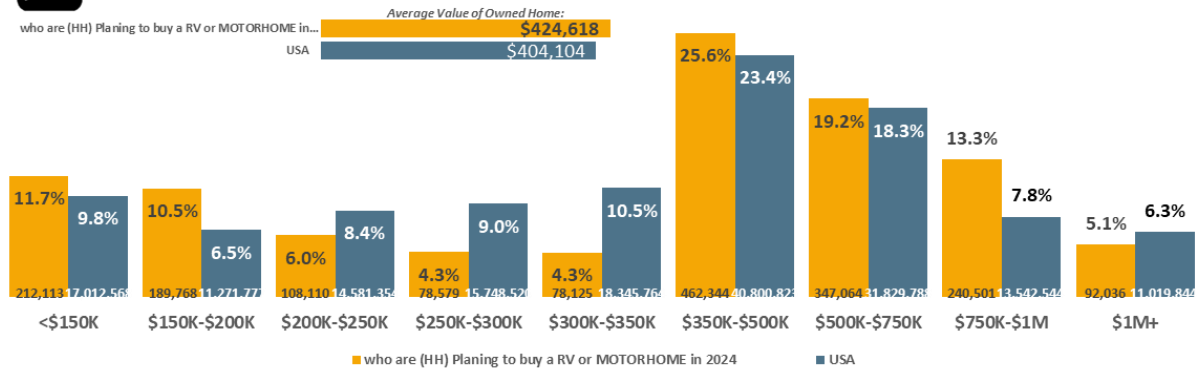
Type of Home: Adults 18 or older



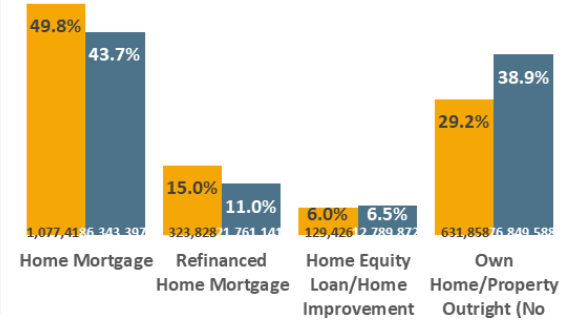
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *964*

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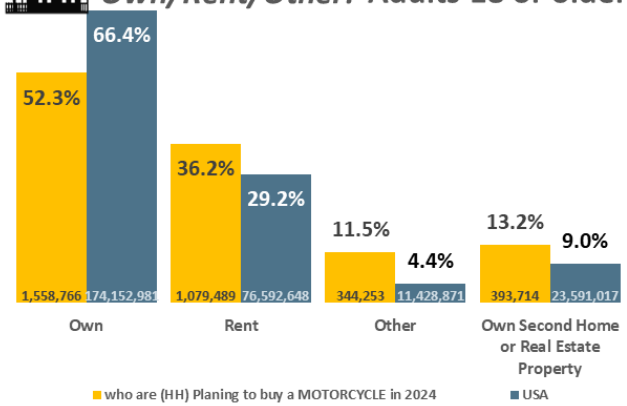
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

Items/services HHLD plans to buy in next 12 months (HHLD): RV (motor home)

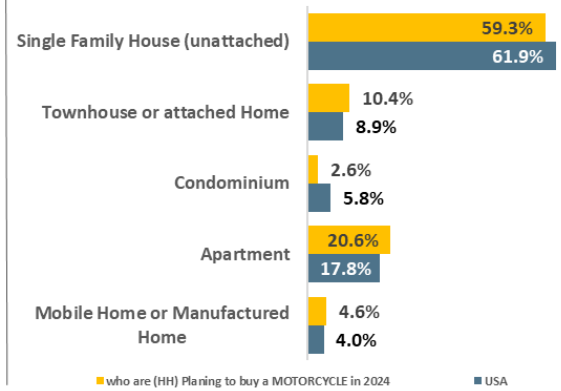
MOTORCYCLE

1.1% or 2,982,508 of USA Adults 18 or older are (HH) Planing to buy a MOTORCYCLE in 2024.
Adults 18 or older who are (HH) Planing to buy a MOTORCYCLE in 2024 are 21.3% less likely to own their home, 6.% more likely to own a lower valued home, 4.2% less likely to have a single-family home, 20.4% more likely to have a dog.

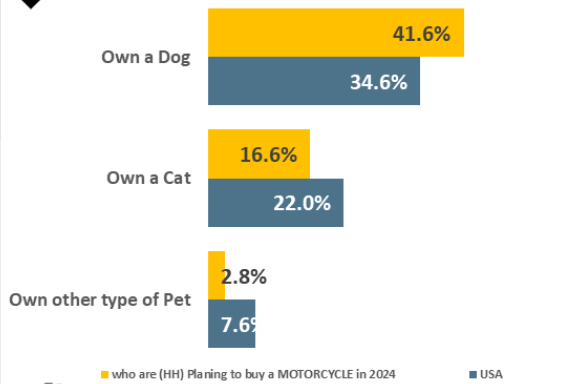
Own/Rent/Other: Adults 18 or older



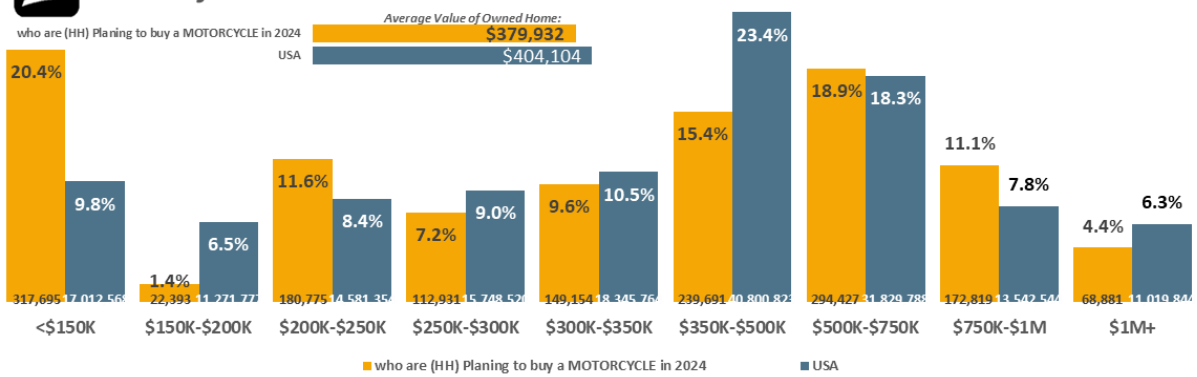
Type of Home: Adults 18 or older



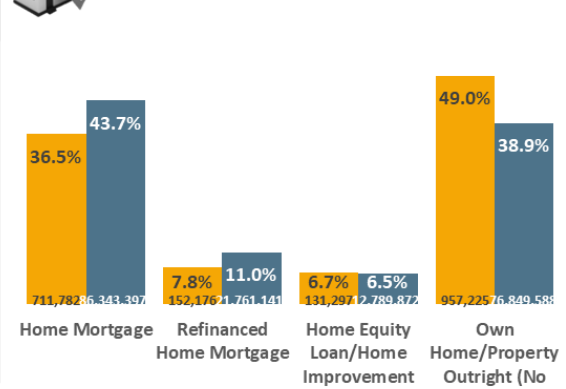
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *964*

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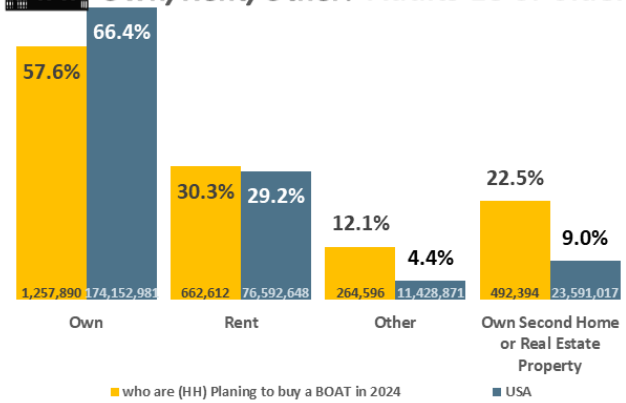
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

Items/services HHLD plans to buy in next 12 months (HHLD): Motorcycle

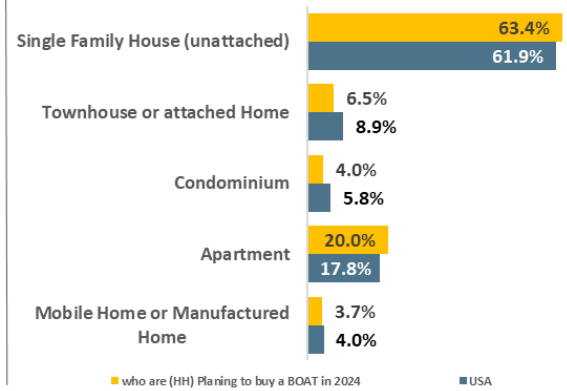
BOAT

.8% or 2,185,098 of USA Adults 18 or older are (HH) Planing to buy a BOAT in 2024.
Adults 18 or older who are (HH) Planing to buy a BOAT in 2024 are 13.3% less likely to own their home, 27.3% more likely to own a higher valued home, 2.5% more likely to have a single-family home, 49.8% more likely to have a dog.

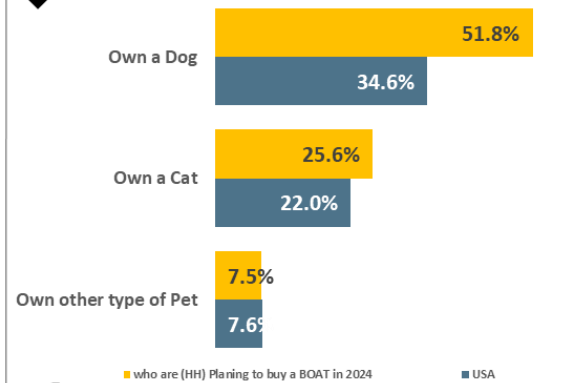
Own/Rent/Other: Adults 18 or older



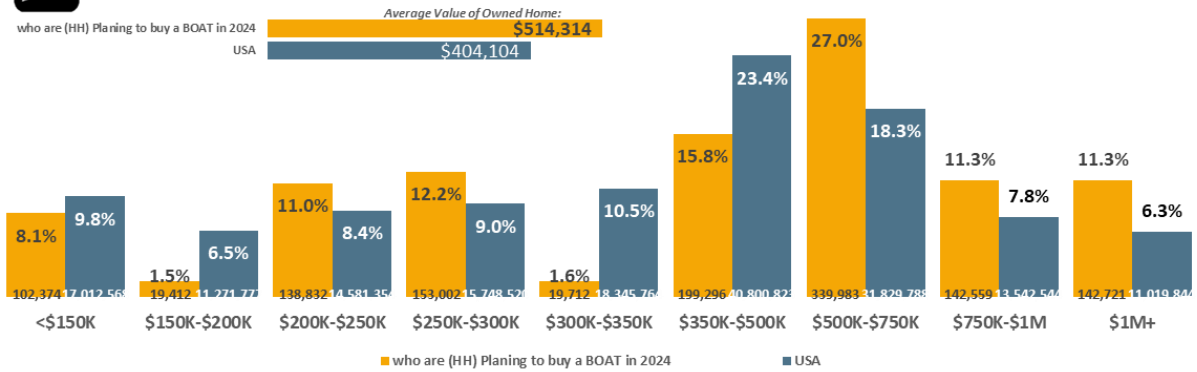
Type of Home: Adults 18 or older



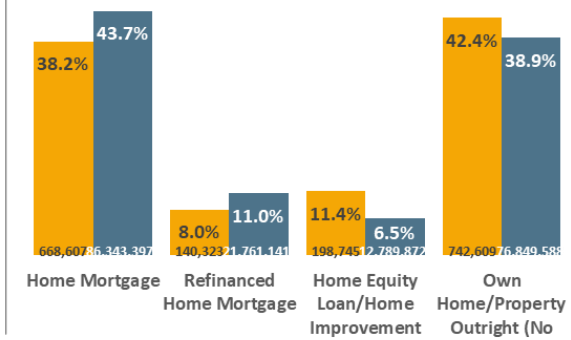
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *964*

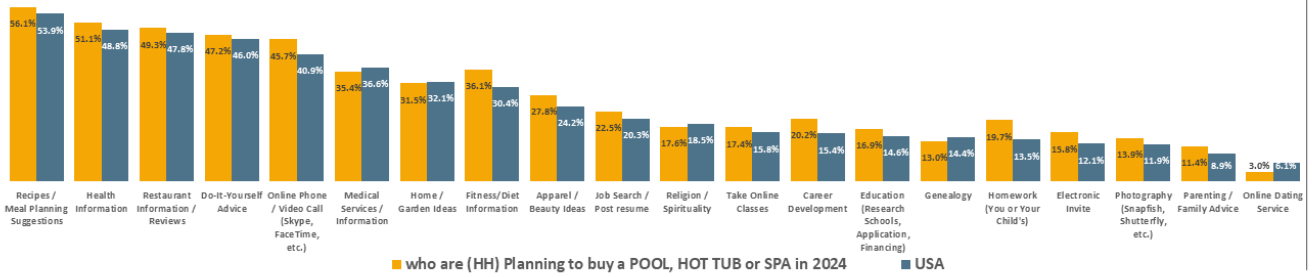
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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

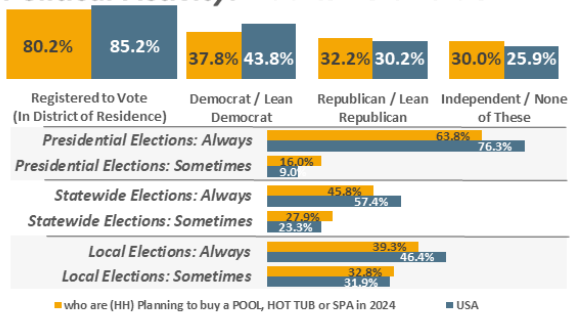


1.6% or 4,143,711 of USA Adults 18 or older are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024. Adults 18 or older who are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024 are 2.6% more likely to look up D-I-Y advice online, 15.4% less likely to always vote in local elections, 20.4% more likely to belong to a gym, 27.6% more likely to fly domesti

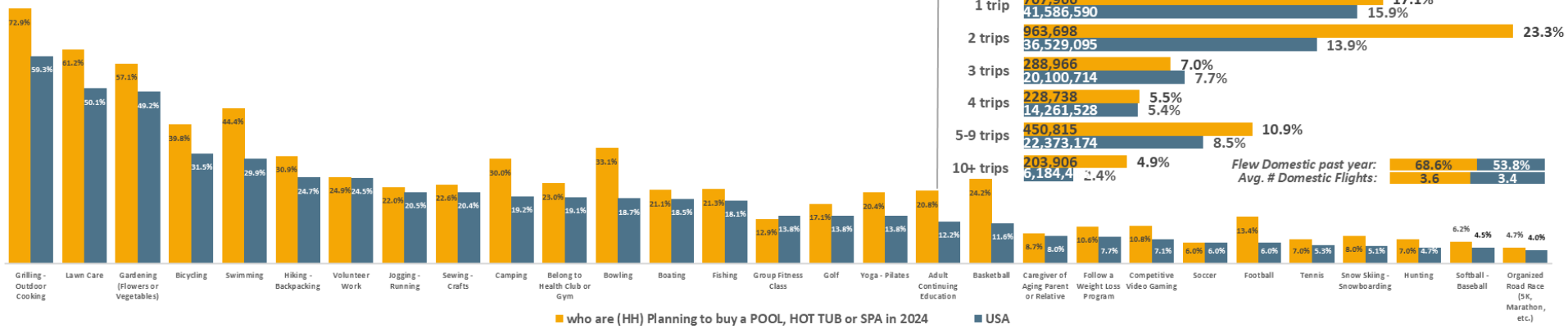
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 964

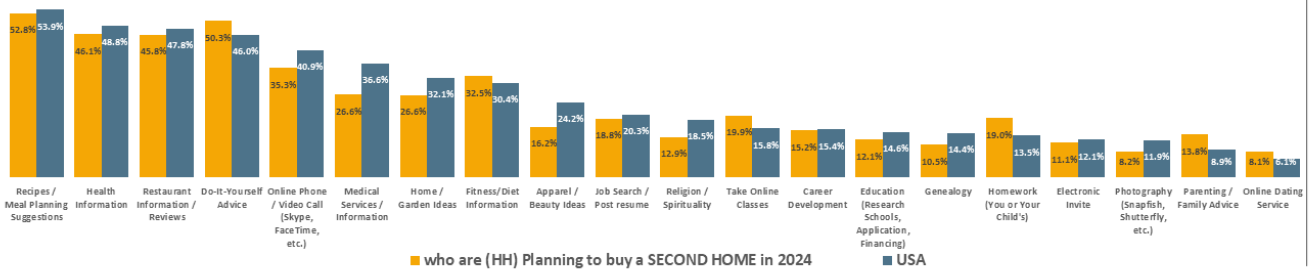
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Items/services HHLD plans to buy in next 12 months (HHLD): Pool, hot tub, or spa

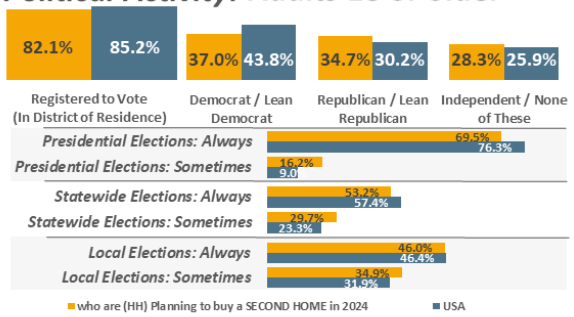


1.4% or 3,666,573 of USA Adults 18 or older are (HH) Planning to buy a SECOND HOME in 2024.
Adults 18 or older who are (HH) Planning to buy a SECOND HOME in 2024 are 9.4% more likely to look up D-I-Y advice online, 1.% less likely to always vote in local elections, 54.7% more likely to belong to a gym, 37.% more likely to fly domestic past yr.

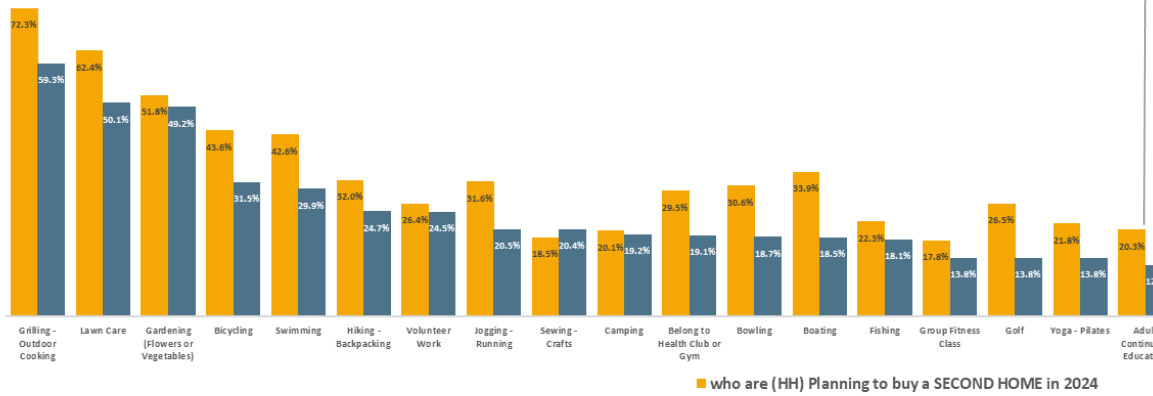
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



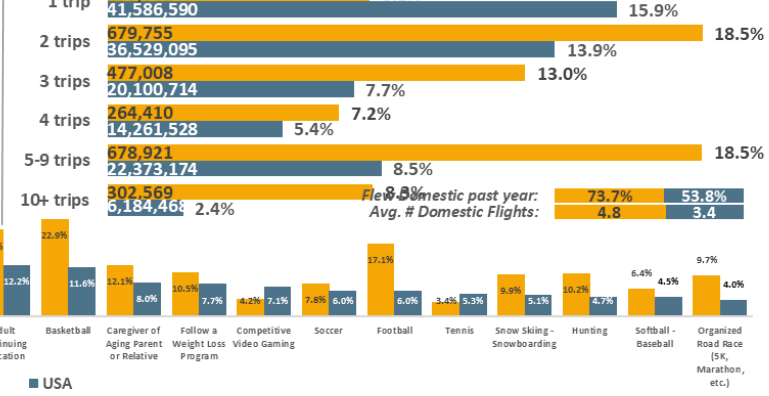
Political Activity: Adults 18 or older



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: Jan23-Feb24 Qual Intab 964

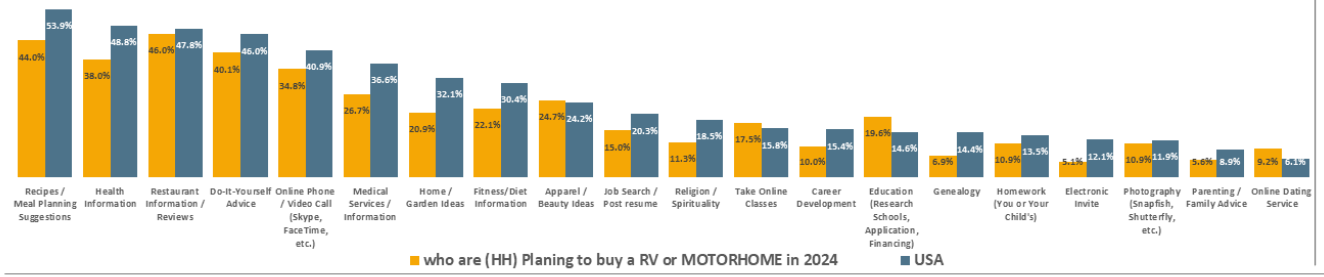
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Items/services HHLD plans to buy in next 12 months (HHLD): Second home

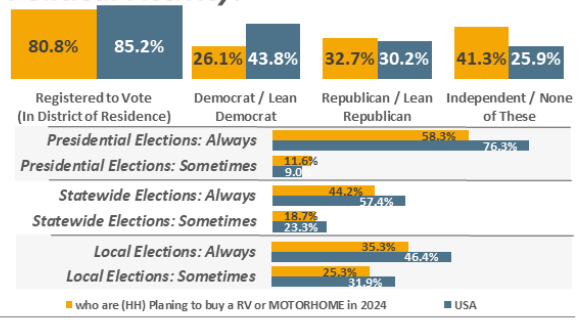


1.2% or 3,234,659 of USA Adults 18 or older are (HH) Planing to buy a RV or MOTORHOME in 2024. Adults 18 or older who are (HH) Planing to buy a RV or MOTORHOME in 2024 are 12.9% less likely to look up D-I-Y advice online, 24.% less likely to always vote in local elections, 12.8% less likely to belong to a gym, 8.5% more likely to fly domestic past

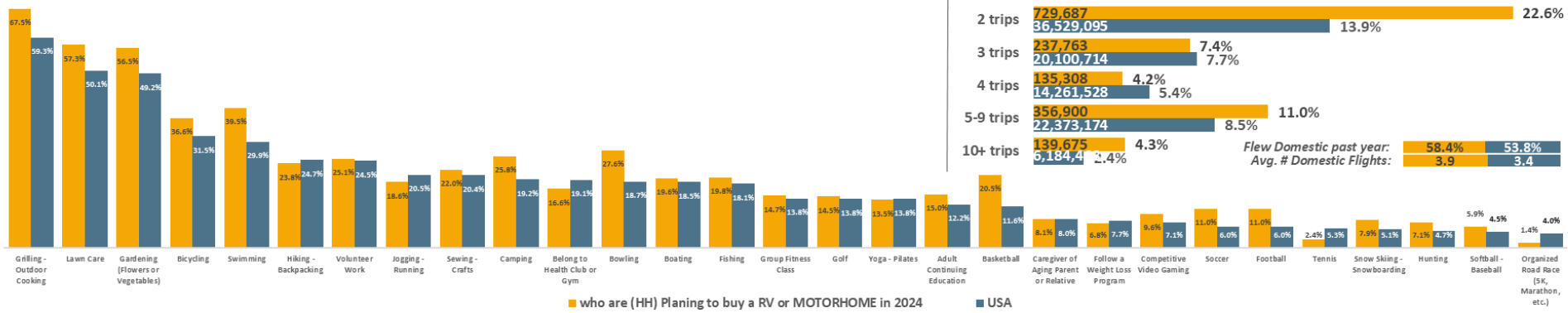
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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: Jan23-Feb24* *Qual Intab* *964*

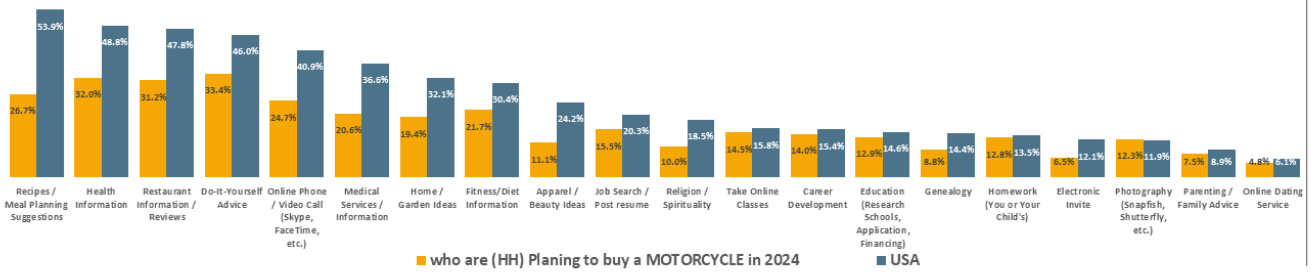
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Items/services HHLD plans to buy in next 12 months (HHLD): RV (motor home)

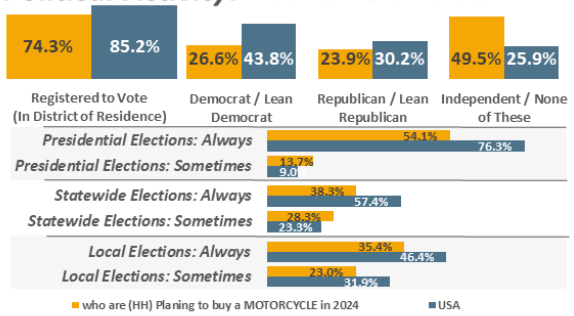


1.1% or 2,982,508 of USA Adults 18 or older are (HH) Planing to buy a MOTORCYCLE in 2024.
Adults 18 or older who are (HH) Planing to buy a MOTORCYCLE in 2024 are 27.3% less likely to look up D-I-Y advice online, 23.7% less likely to always vote in local elections, .2% more likely to belong to a gym, .7% less likely to fly domestic past yr.

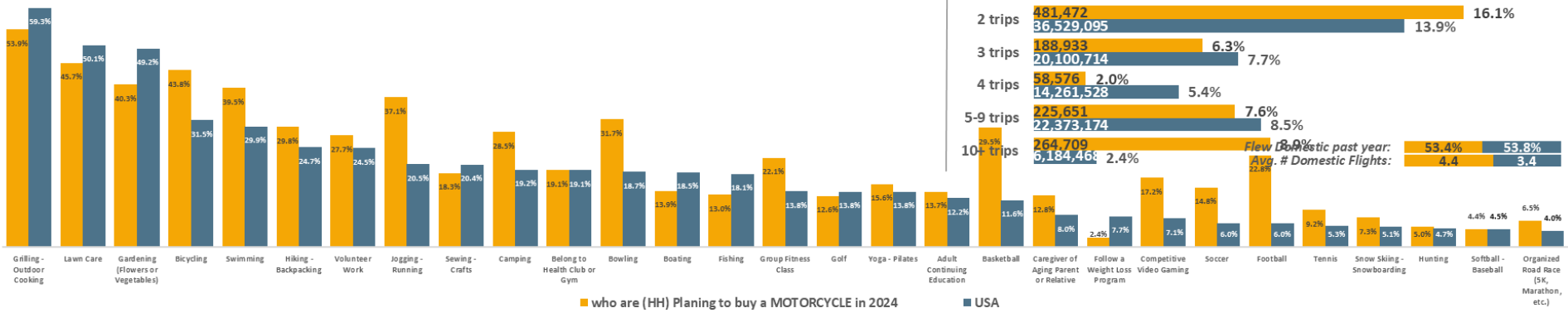
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

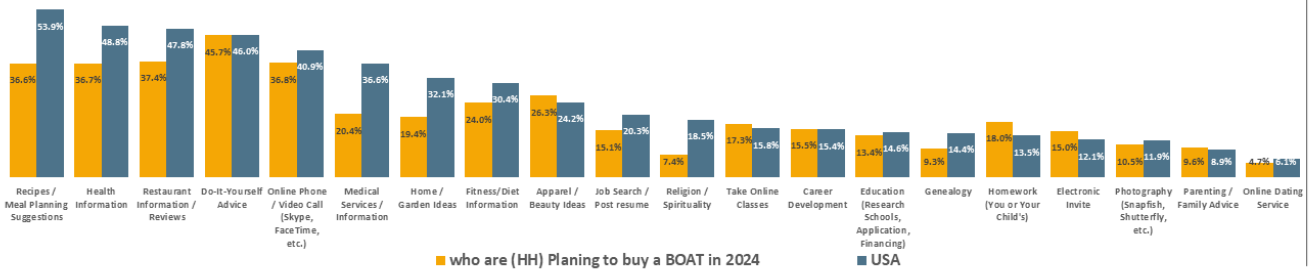
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 964

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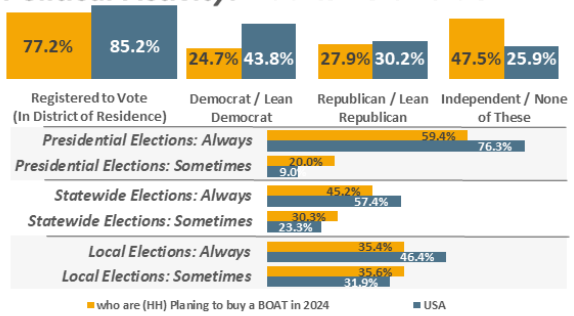


.8% or 2,185,098 of USA Adults 18 or older are (HH) Planing to buy a BOAT in 2024.
Adults 18 or older who are (HH) Planing to buy a BOAT in 2024 are .6% less likely to look up D-I-Y advice online, 23.7% less likely to always vote in local elections, 41.8% more likely to belong to a gym, 36.8% more likely to fly domestic past yr.

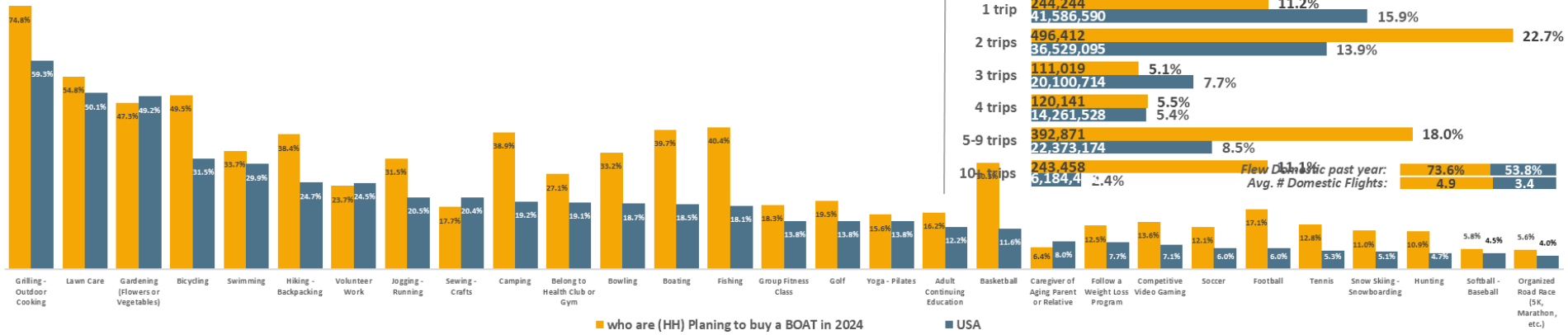
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 964

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Items/services HHLD plans to buy in next 12 months (HHLD): Boat



SWIMMING POOL, HOT TUB or SPA

1.6% or 4,143,711 of USA Adults 18 or older are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024. Adults 18 or older who are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024 are 8.4% more likely to use QSRs past mo., 18.8% more likely to use Sit-Down Restaurants past mo., 51.6% more likely to use Casinos past yr., 3.9% more likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 95.8% 3,967,651 | 88.6% 65

Avg. Monthly QSR Meals: 8.9 | 6.5

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



Total Monthly Sit-Down Restaurant Users: 91.0% 3,769,531 | 76.6% 200,717,6 35

Avg. Monthly Sit-Down Restaurant Meals: 5.5 | 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 are (HH) Planning to buy a POOL, HOT TUB or SPA... 1,315,769 31.8%

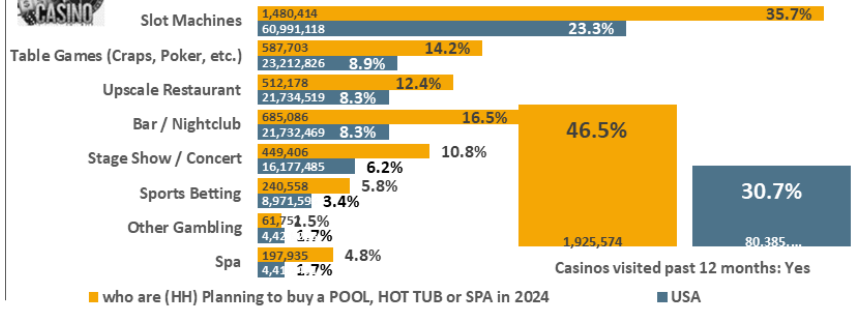
USA 17.9%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *964*

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Items/services HHLD plans to buy in next 12 months (HHLD): Pool, hot tub, or spa



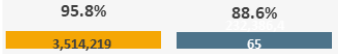
SECOND HOME

1.4% or 3,666,573 of USA Adults 18 or older are (HH) Planning to buy a SECOND HOME in 2024.
Adults 18 or older who are (HH) Planning to buy a SECOND HOME in 2024 are 8.1% more likely to use QSRs past mo., 18.8% more likely to use Sit-Down Restaurants past mo., 53.4% more likely to use Casinos past yr., 17.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

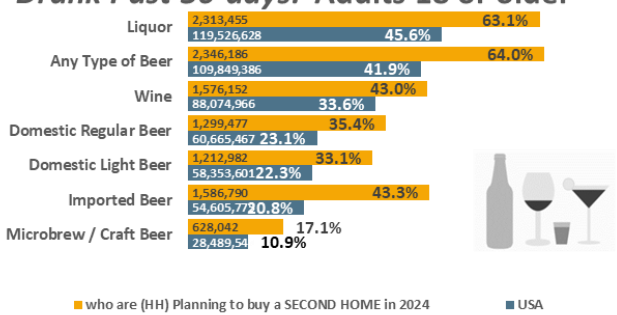
(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 964

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Items/services HHLD plans to buy in next 12 months (HHLD): Second home



1.2% or 3,234,659 of USA Adults 18 or older are (HH) Planing to buy a RV or MOTORHOME in 2024. Adults 18 or older who are (HH) Planing to buy a RV or MOTORHOME in 2024 are 11.3% more likely to use QSRs past mo., 1.6% more likely to use Sit-Down Restaurants past mo., 56.3% more likely to use Casinos past yr., 159.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

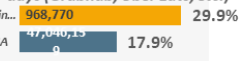


Top-10 Cuisines: Adults 18 or older

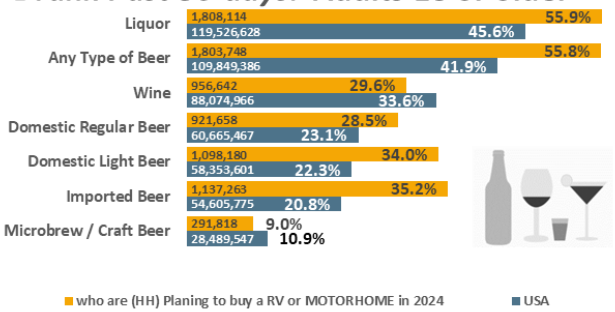
(Sit-Down Restaurants Used Past 30-days)



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

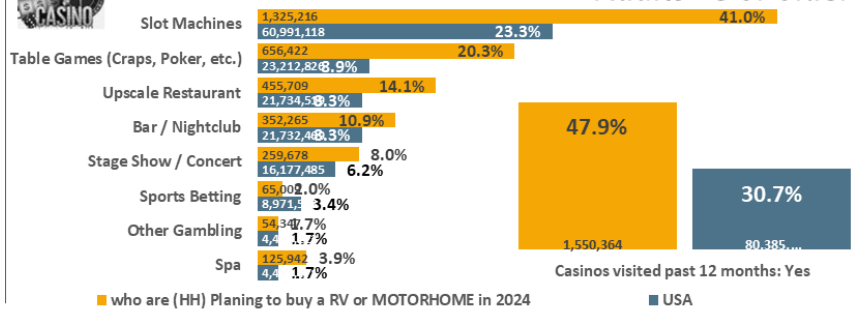


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 964

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Items/services HHLD plans to buy in next 12 months (HHLD): RV (motor home)



1.1% or 2,982,508 of USA Adults 18 or older are (HH) Planing to buy a MOTORCYCLE in 2024.
Adults 18 or older who are (HH) Planing to buy a MOTORCYCLE in 2024 are 10.6% more likely to use QSRs past mo., 9.% more likely to use Sit-Down Restaurants past mo., 55.5% more likely to use Casinos past yr., 51.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



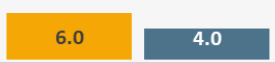
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

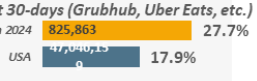


Top-10 Cuisines: Adults 18 or older

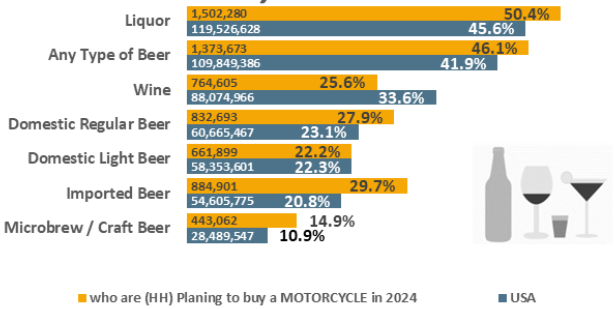
(Sit-Down Restaurants Used Past 30-days)



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

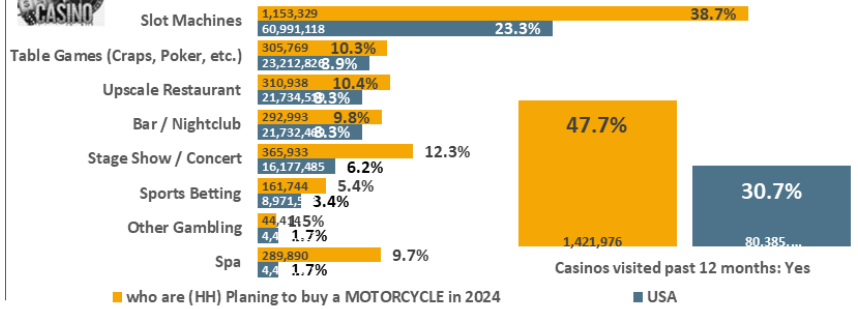


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 964

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Items/services HHLD plans to buy in next 12 months (HHLD): Motorcycle

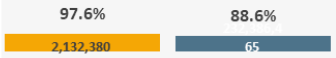


.8% or 2,185,098 of USA Adults 18 or older are (HH) Planing to buy a BOAT in 2024.
Adults 18 or older who are (HH) Planing to buy a BOAT in 2024 are 10.1% more likely to use QSRs past mo., 16.9% more likely to use Sit-Down Restaurants past mo., 92.3% more likely to use Casinos past yr., 58.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

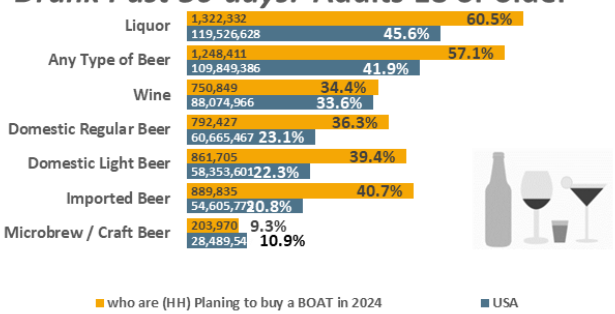
(Sit-Down Restaurants Used Past 30-days)



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

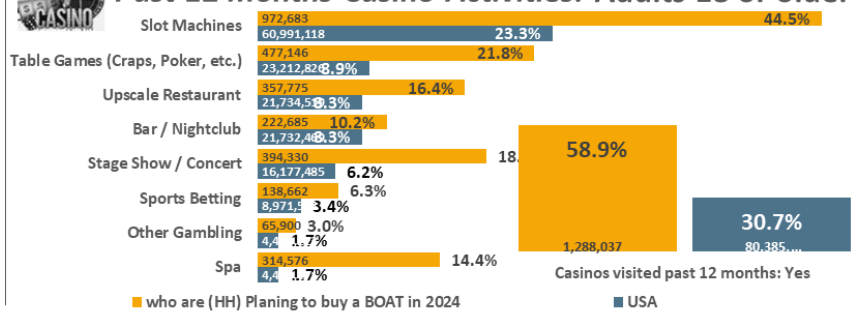


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 964

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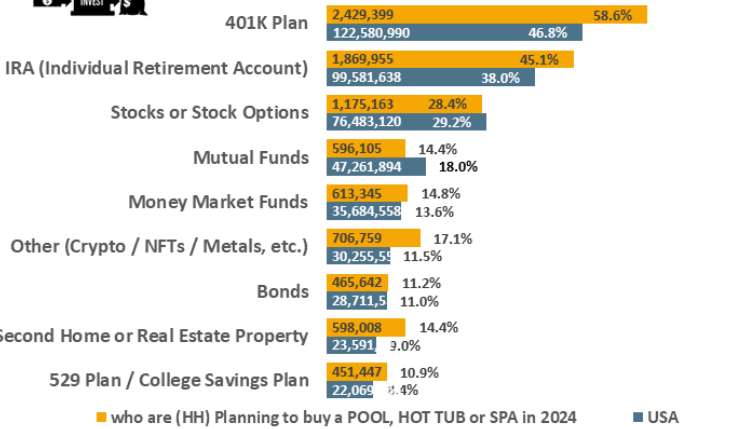
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

Items/services HHLD plans to buy in next 12 months (HHLD): Boat

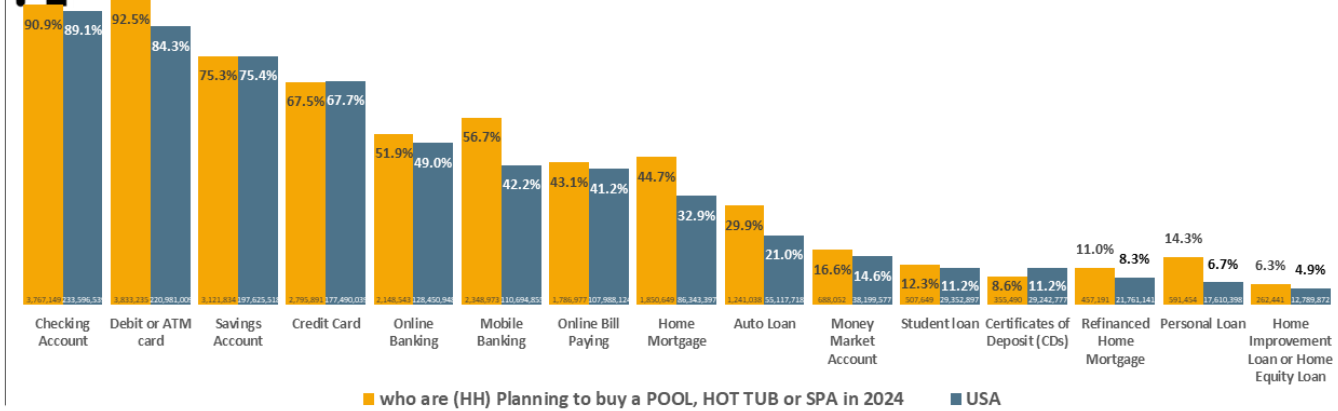


1.6% or 4,143,711 of USA Adults 18 or older are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024. Adults 18 or older who are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024 are 25.4% more likely to have a 401K, 42.5% more likely to have an Auto Loan, 12.7% less likely to Invest/Trade Stocks Online, 14.3% more likely to pay with their Debit Card.

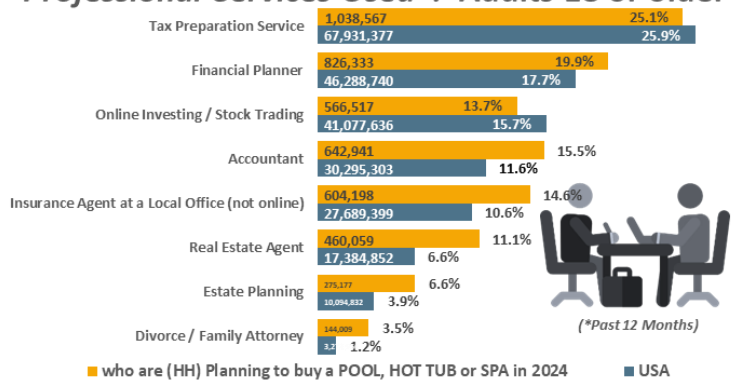
Investments Owned: Adults 18 or older



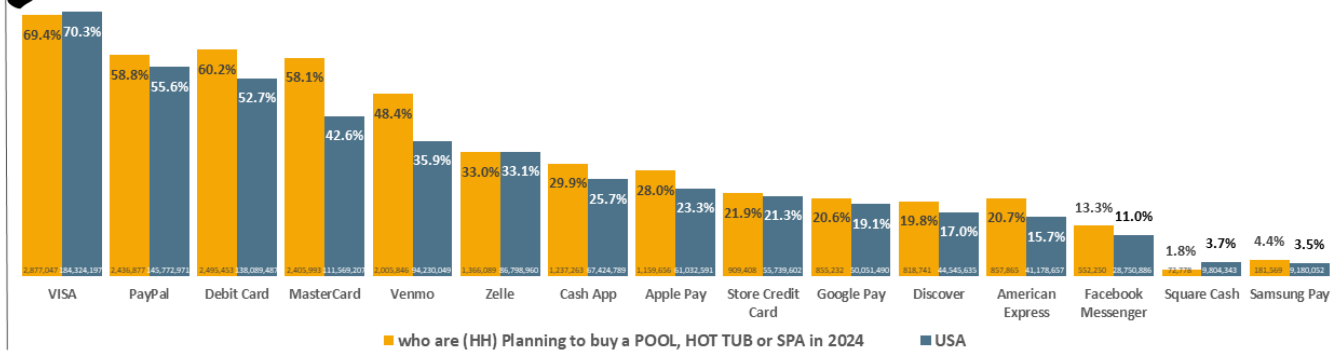
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *964*

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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

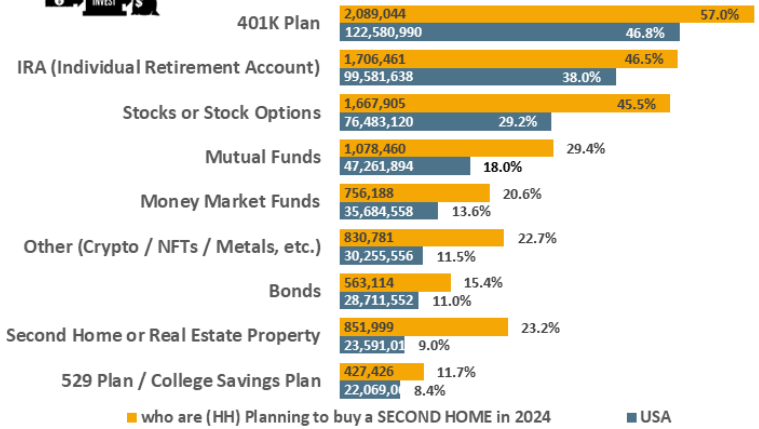
Items/services HHLD plans to buy in next 12 months (HHLD): Pool, hot tub, or spa



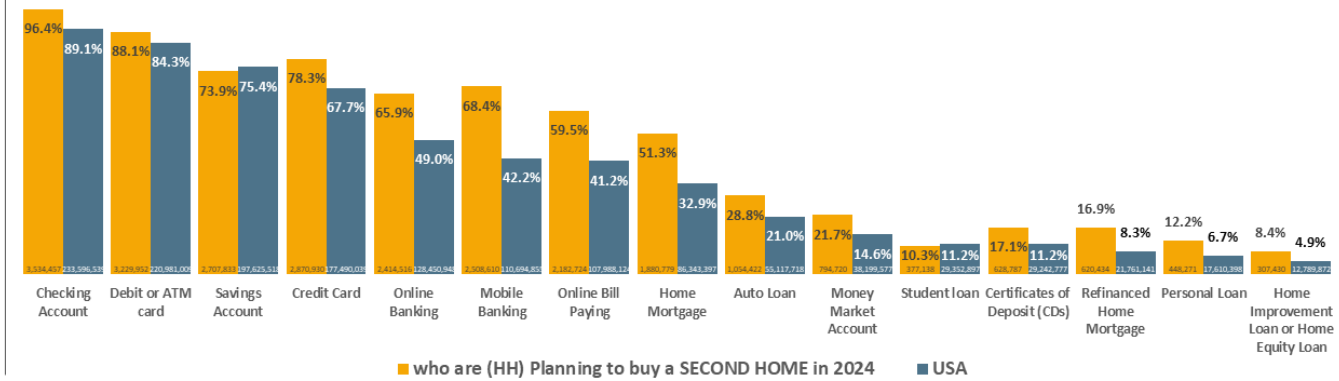
SECOND HOME

1.4% or 3,666,573 of USA Adults 18 or older are (HH) Planning to buy a SECOND HOME in 2024.
Adults 18 or older who are (HH) Planning to buy a SECOND HOME in 2024 are 21.9% more likely to have a 401K, 36.8% more likely to have an Auto Loan, 116.% more likely to Invest/Trade Stocks Online, 4.4% less likely to pay with their Debit Card.

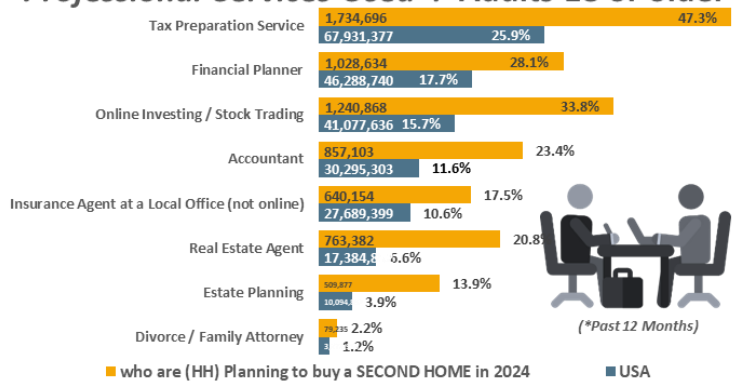
Investments Owned: Adults 18 or older



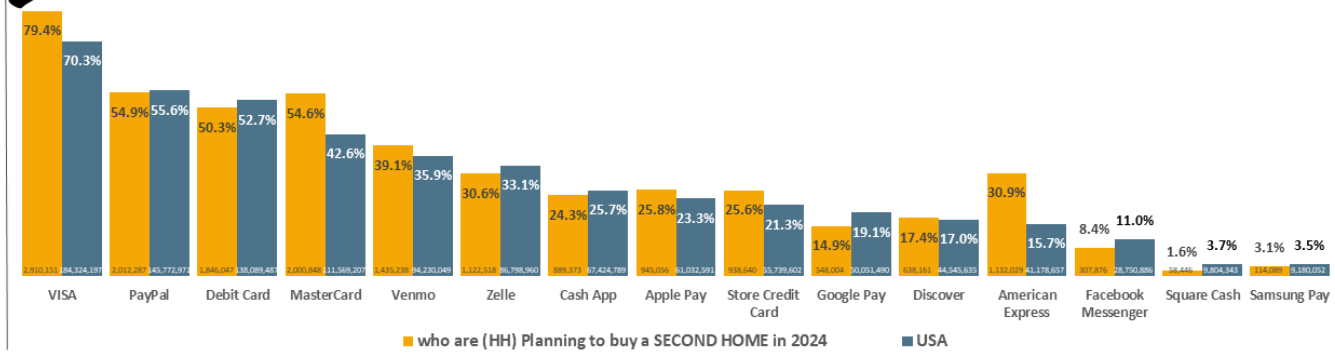
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 964

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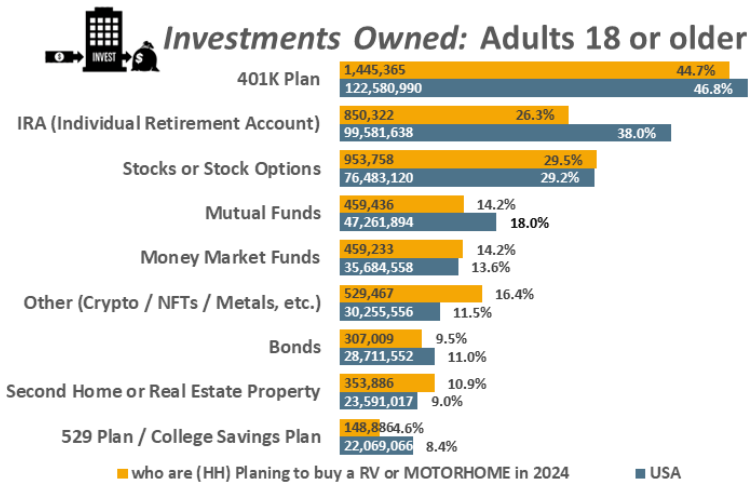
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

Items/services HHLD plans to buy in next 12 months (HHLD): Second home

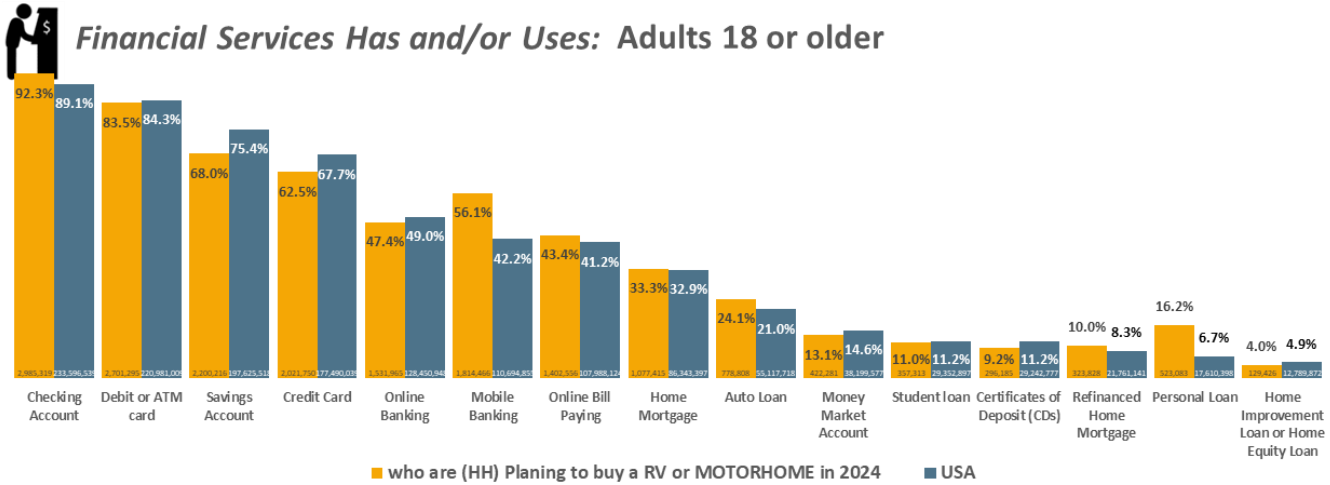


1.2% or 3,234,659 of USA Adults 18 or older are (HH) Planing to buy a RV or MOTORHOME in 2024.
Adults 18 or older who are (HH) Planing to buy a RV or MOTORHOME in 2024 are 4.4% less likely to have a 401K, 14.5% more likely to have an Auto Loan, 4.6% more likely to Invest/Trade Stocks Online, 2.7% less likely to pay with their Debit Card.

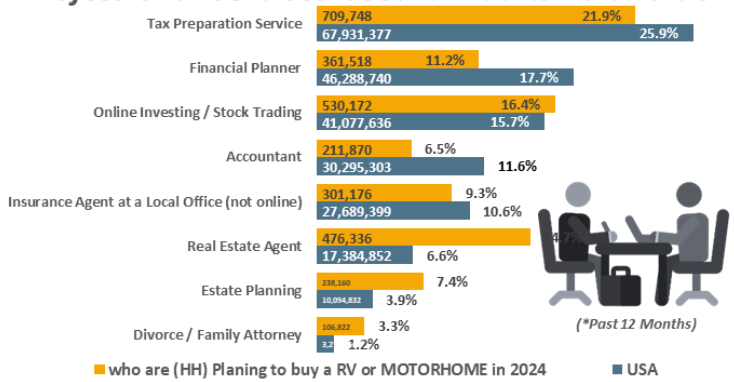
Investments Owned: Adults 18 or older



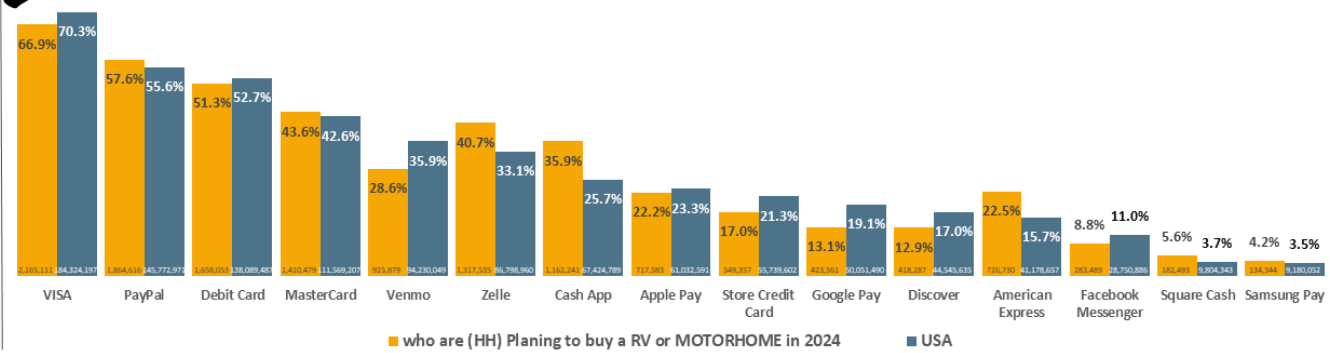
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 964

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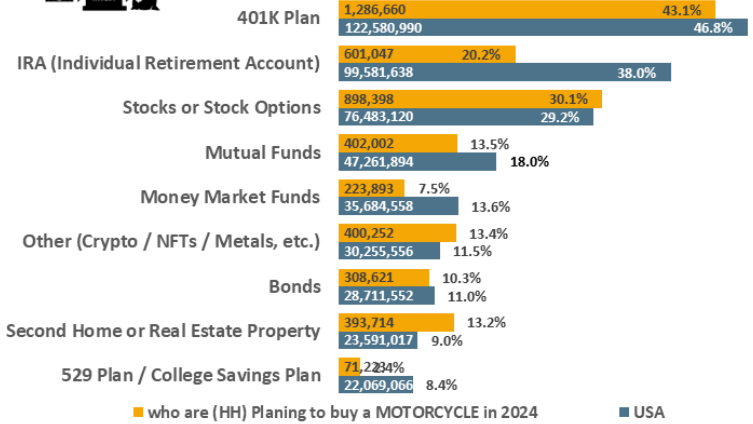
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

Items/services HHLD plans to buy in next 12 months (HHLD): RV (motor home)

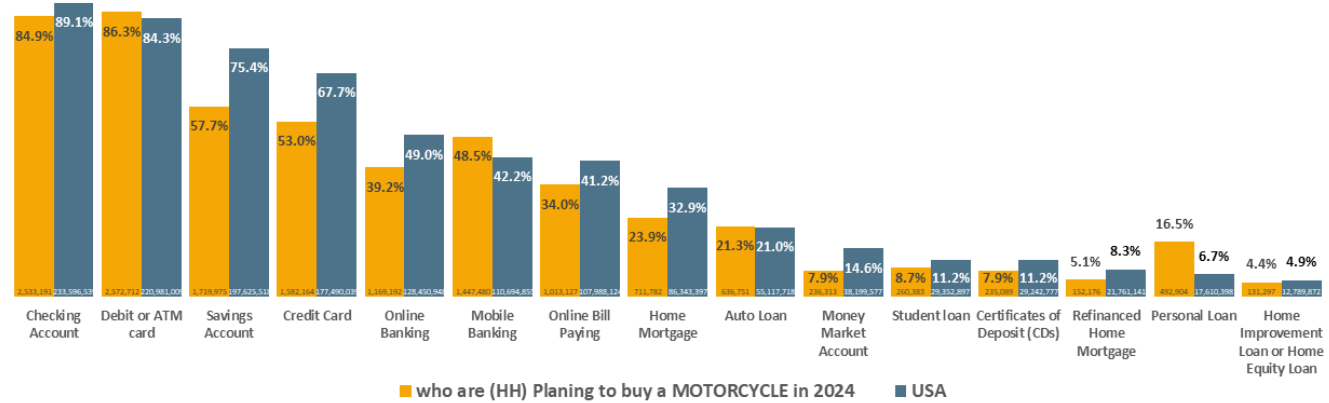


1.1% or 2,982,508 of USA Adults 18 or older are (HH) Planing to buy a MOTORCYCLE in 2024.
Adults 18 or older who are (HH) Planing to buy a MOTORCYCLE in 2024 are 7.7% less likely to have a 401K, 1.6% more likely to have an Auto Loan, 4.% more likely to Invest/Trade Stocks Online, 12.8% more likely to pay with their Debit Card.

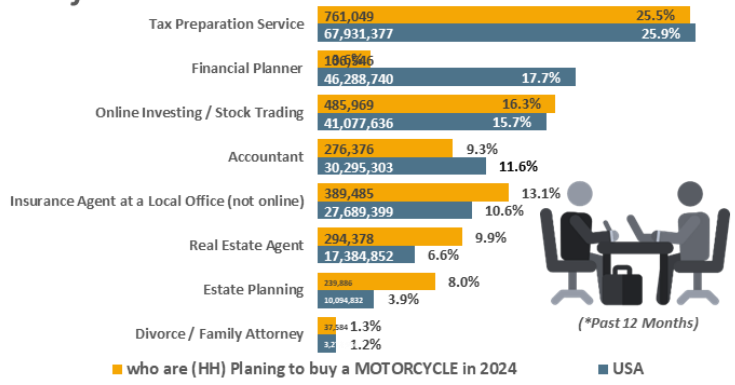
Investments Owned: Adults 18 or older



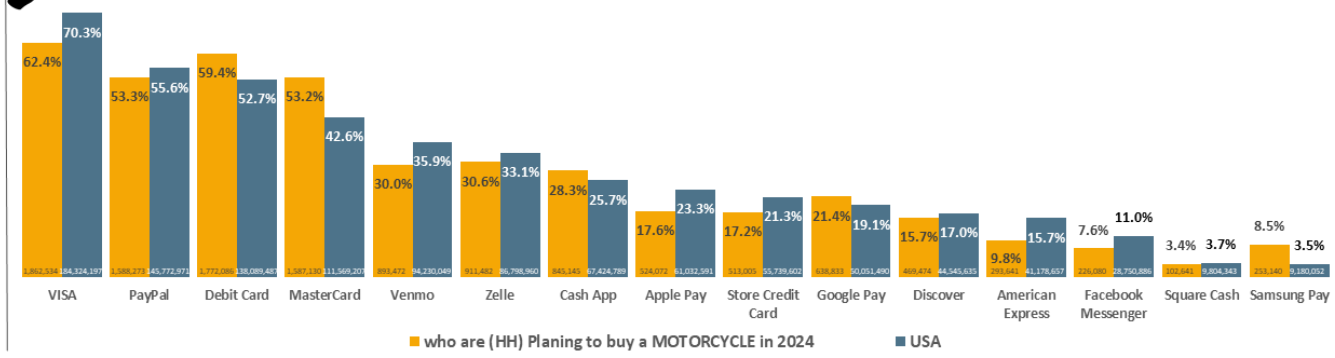
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *964*

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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

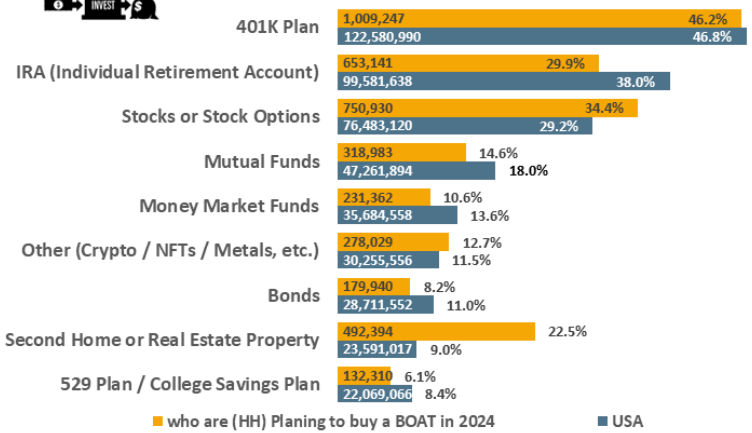
Items/services HHLD plans to buy in next 12 months (HHLD): Motorcycle



.8% or 2,185,098 of USA Adults 18 or older are (HH) Planing to buy a BOAT in 2024.
Adults 18 or older who are (HH) Planing to buy a BOAT in 2024 are 1.2% less likely to have a 401K, 5.7% less likely to have an Auto Loan, 57.1% more likely to Invest/Trade Stocks Online, 10.3% more likely to pay with their Debit Card.

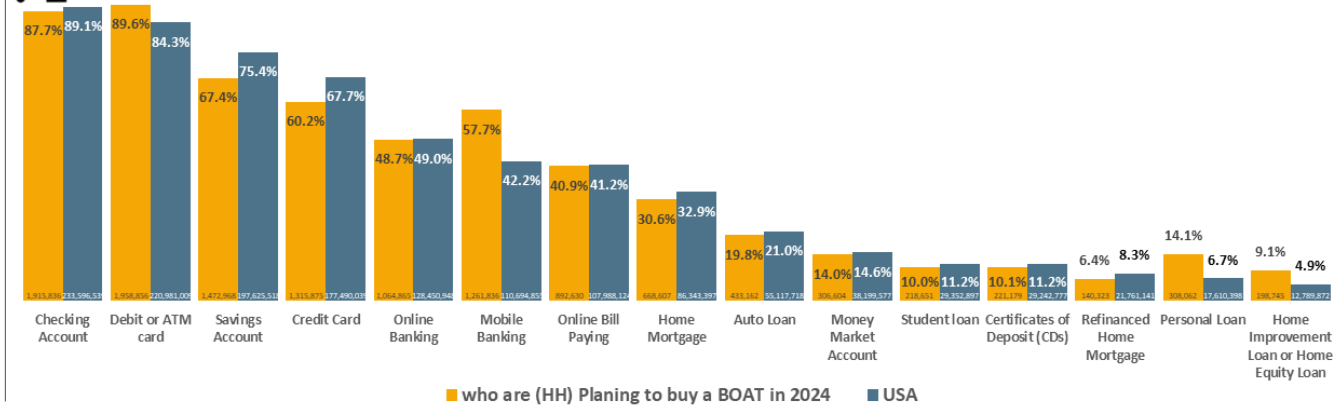
Investments Owned: Adults 18 or older



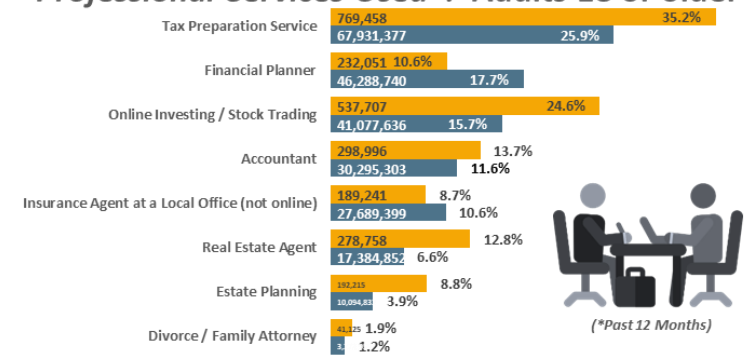


Financial Services Has and/or Uses: Adults 18 or older





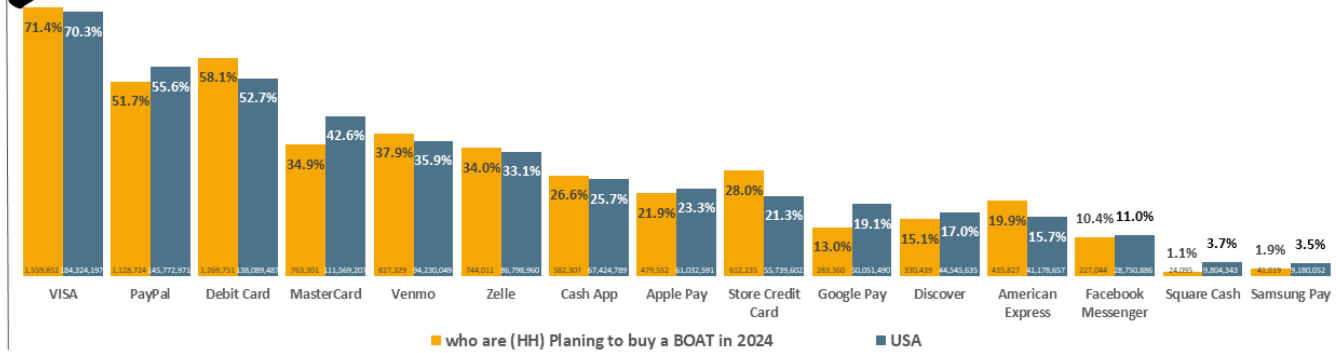
Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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





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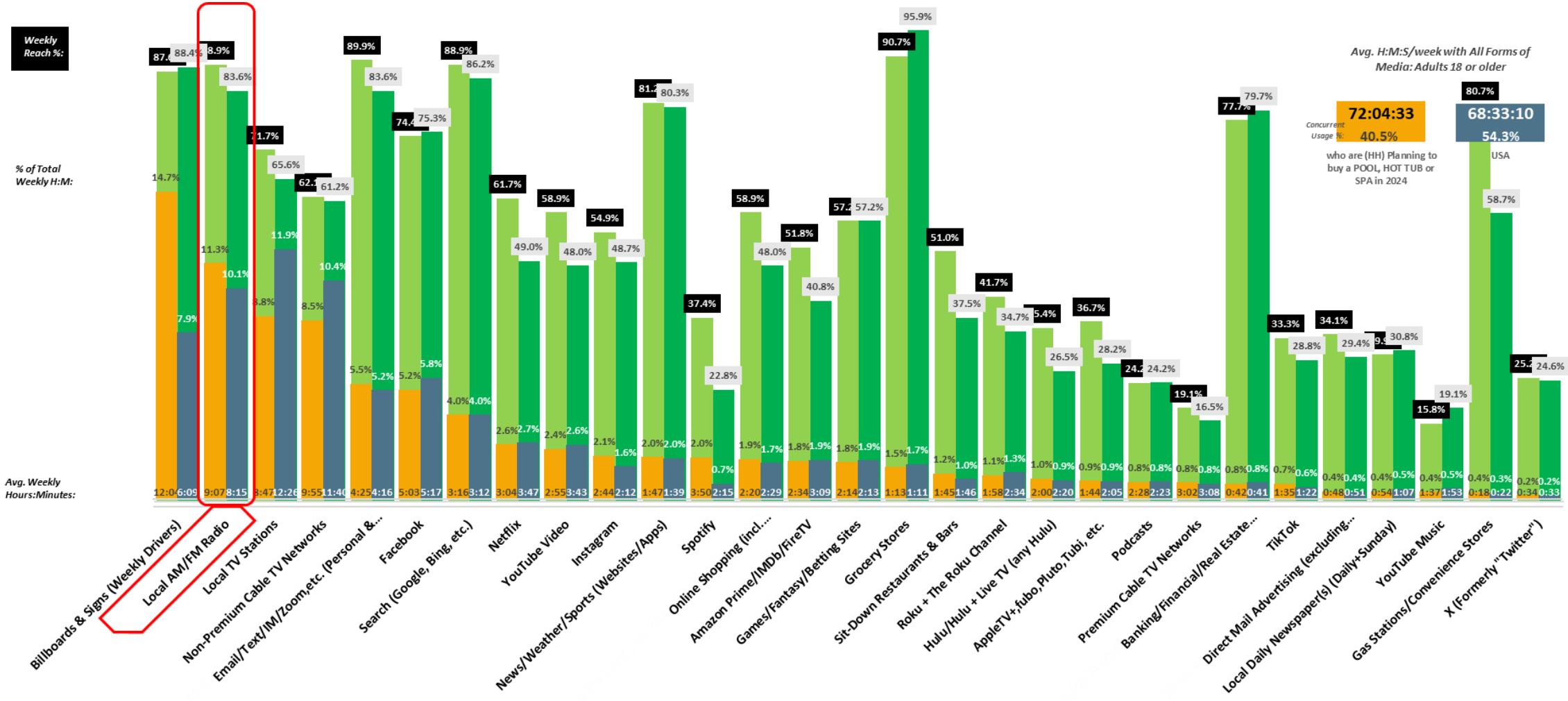
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

Items/services HHLD plans to buy in next 12 months (HHLD): Boat



Adults 18 or older who are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024 spend an average of 3 days, 0 hours, 4 minutes and 33 seconds each week with All Forms of Media.

88.9% of Adults 18 or older who are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024 spend an avg. of 9 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 11.3% of total time spent with all forms of Media.



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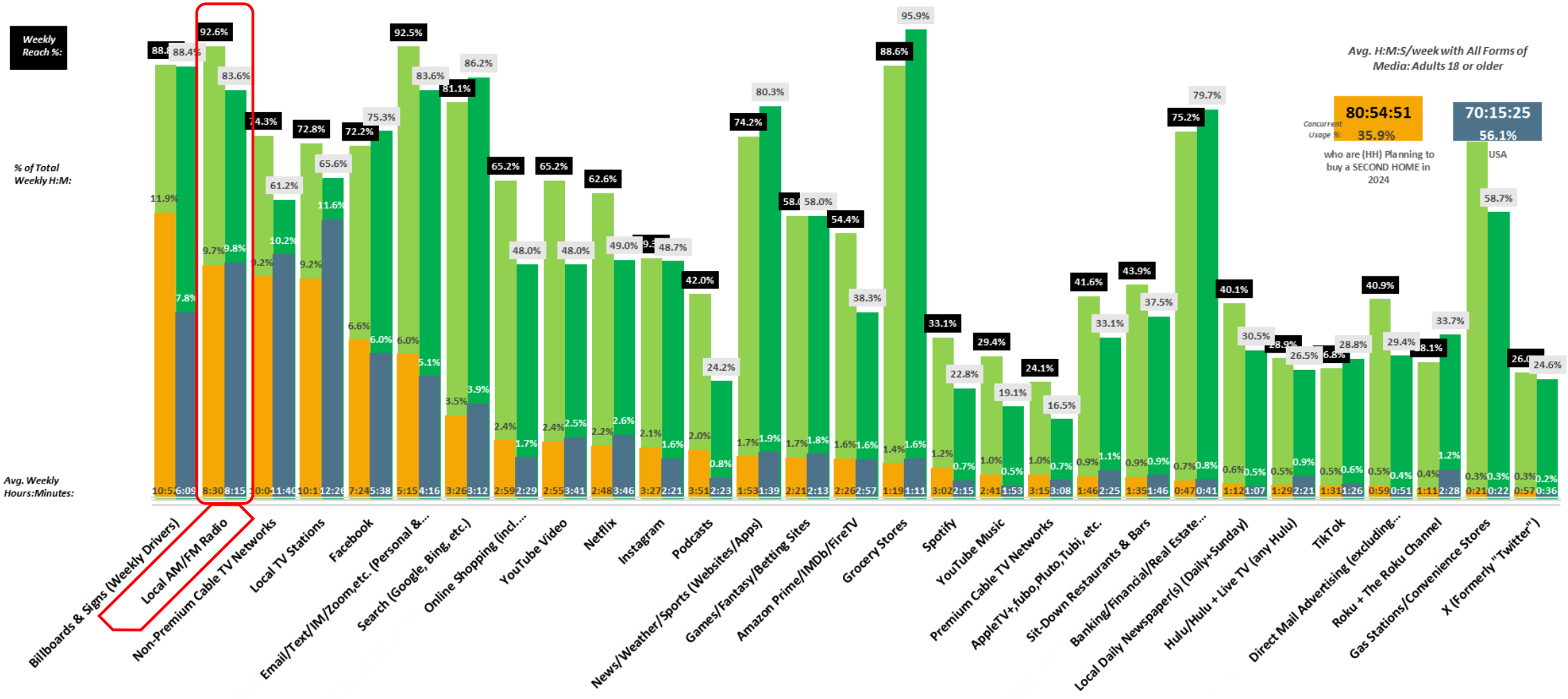
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Items/services HHLD plans to buy in next 12 months (HHLD): Pool, hot tub, or spa



Adults 18 or older who are (HH) Planning to buy a SECOND HOME in 2024 spend an average of 3 days, 8 hours, 54 minutes and 51 seconds each week with All Forms of Media.

92.6% of Adults 18 or older who are (HH) Planning to buy a SECOND HOME in 2024 spend an avg. of 8 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



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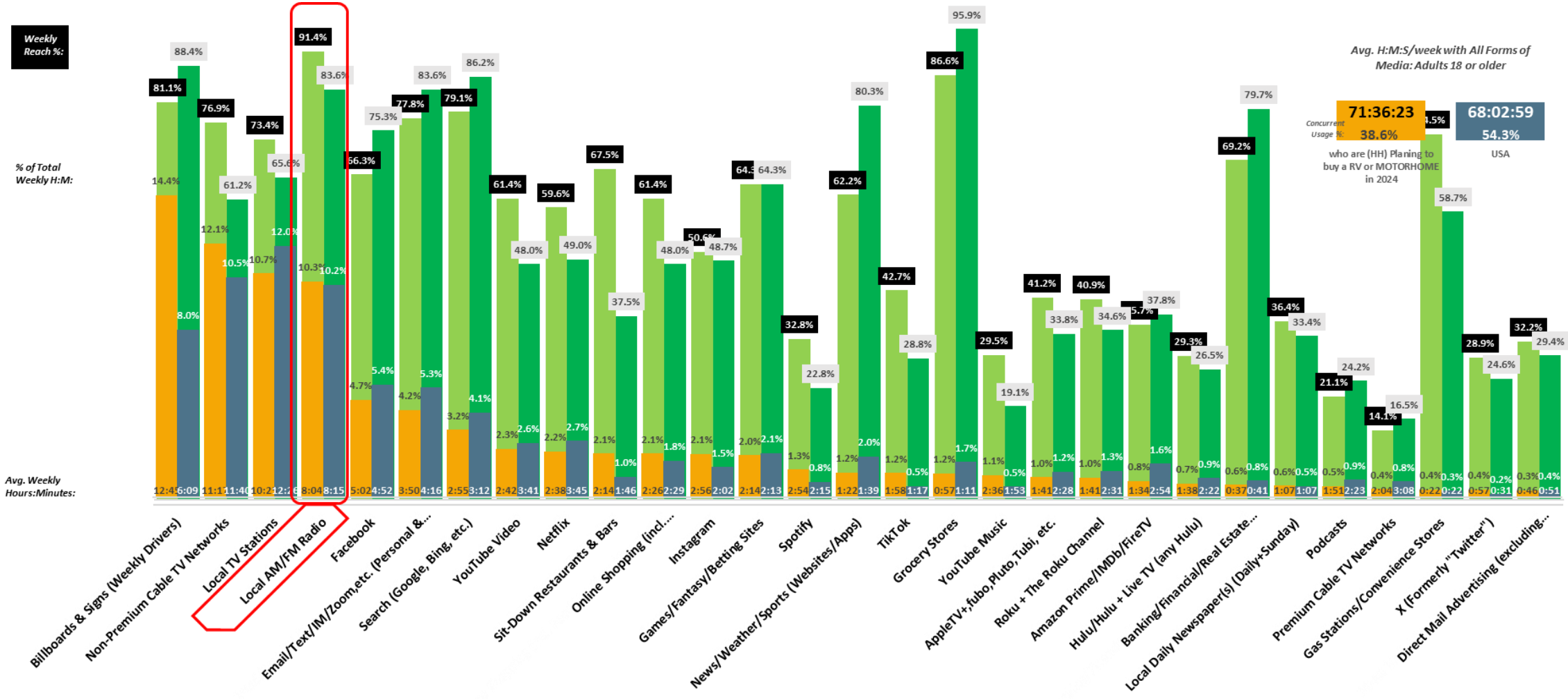
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Items/services HHLD plans to buy in next 12 months (HHLD): Second home



Adults 18 or older who are (HH) Planing to buy a RV or MOTORHOME in 2024 spend an average of 2 days, 23 hours, 36 minutes and 23 seconds each week with All Forms of Media.

91.4% of Adults 18 or older who are (HH) Planing to buy a RV or MOTORHOME in 2024 spend an avg. of 8 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.



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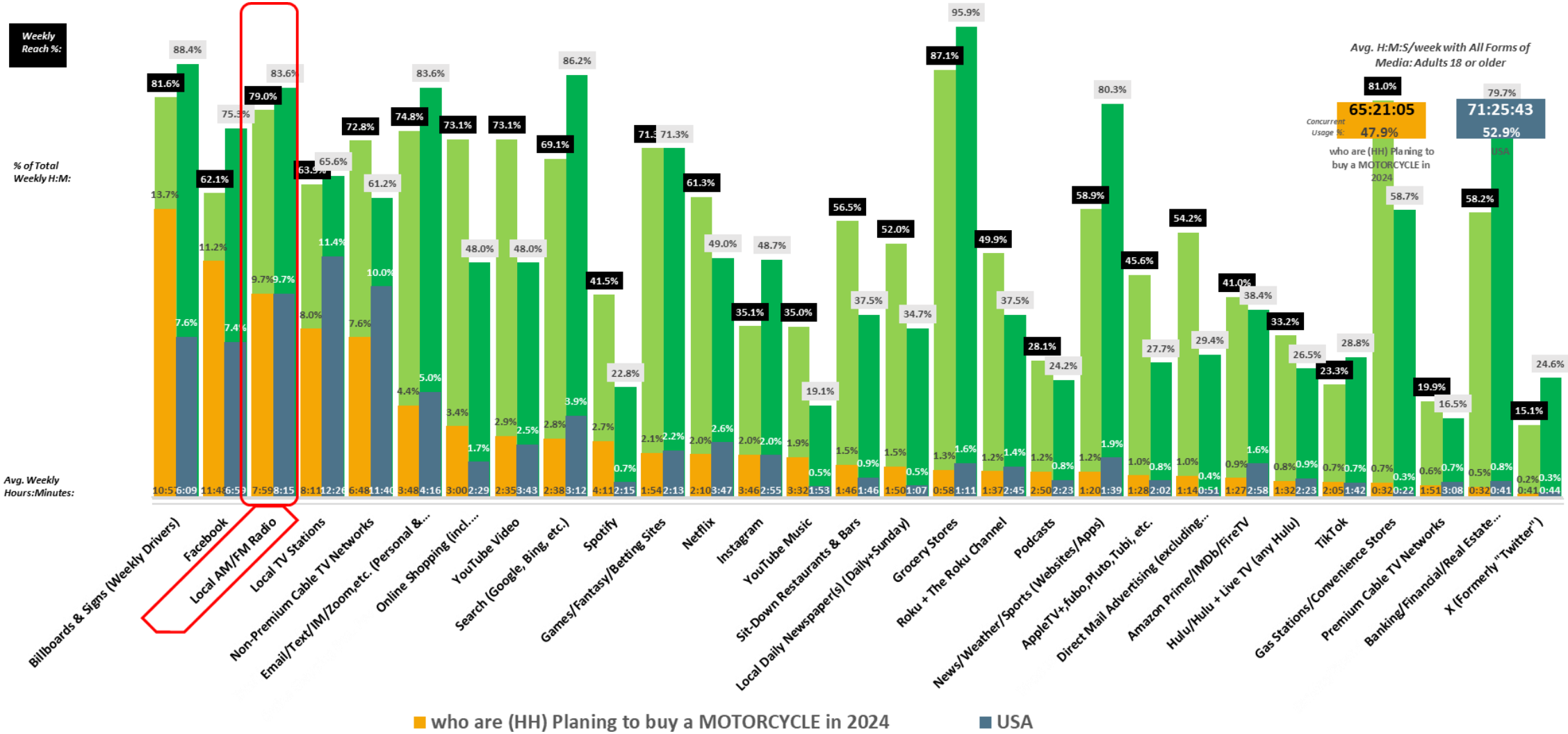
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Items/services HHLD plans to buy in next 12 months (HHLD): RV (motor home)



Adults 18 or older who are (HH) Planing to buy a MOTORCYCLE in 2024 spend an average of 2 days, 17 hours, 21 minutes and 5 seconds each week with All Forms of Media.

79.% of Adults 18 or older who are (HH) Planing to buy a MOTORCYCLE in 2024 spend an avg. of 7 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



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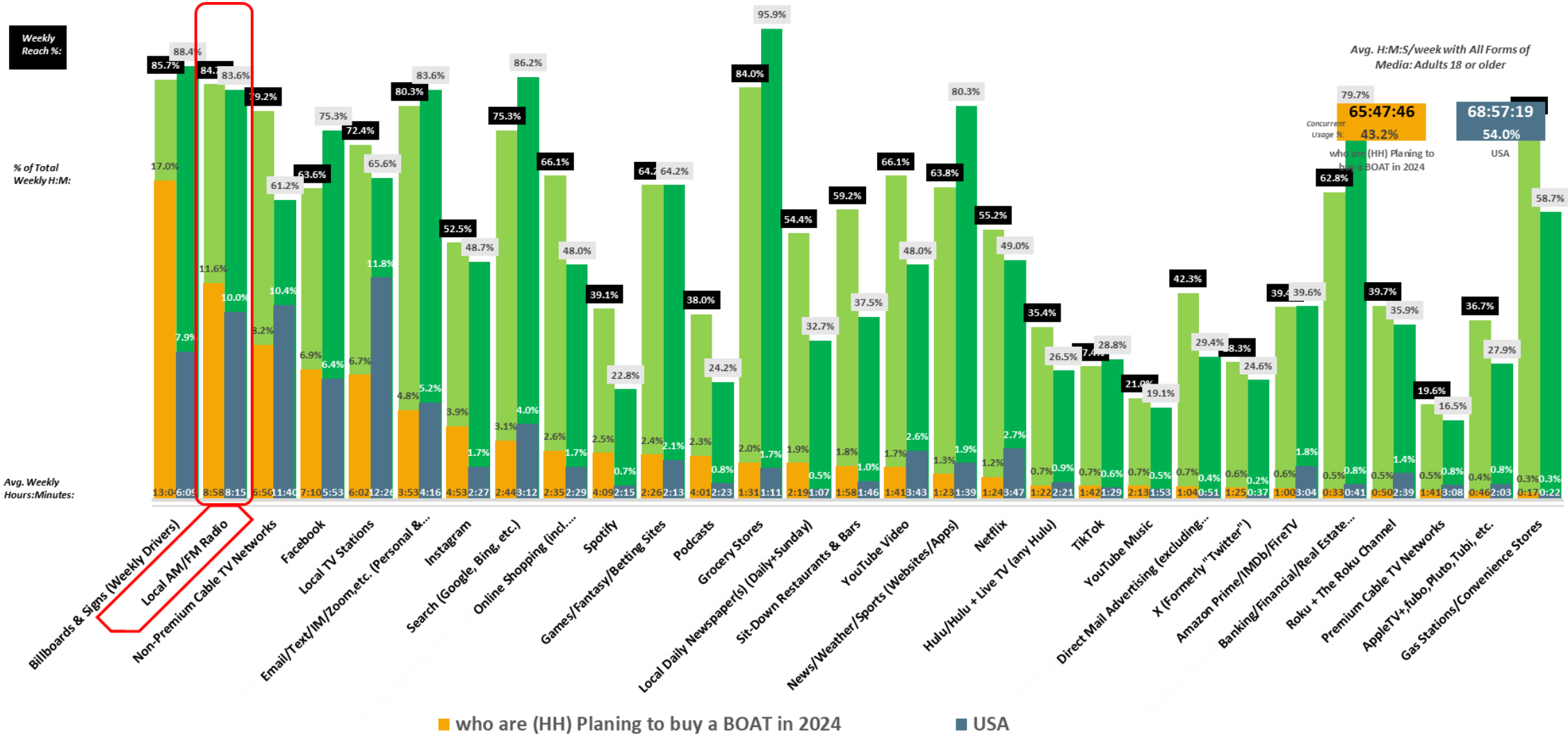
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Items/services HHLD plans to buy in next 12 months (HHLD): Motorcycle



Adults 18 or older who are (HH) Planing to buy a BOAT in 2024 spend an average of 2 days, 17 hours, 47 minutes and 46 seconds each week with All Forms of Media.

84.7% of Adults 18 or older who are (HH) Planing to buy a BOAT in 2024 spend an avg. of 8 hours and 58 minutes each week listening to All Local AM/FM Radio, representing 11.6% of total time spent with all forms of Media.



■ who are (HH) Planing to buy a BOAT in 2024 ■ USA

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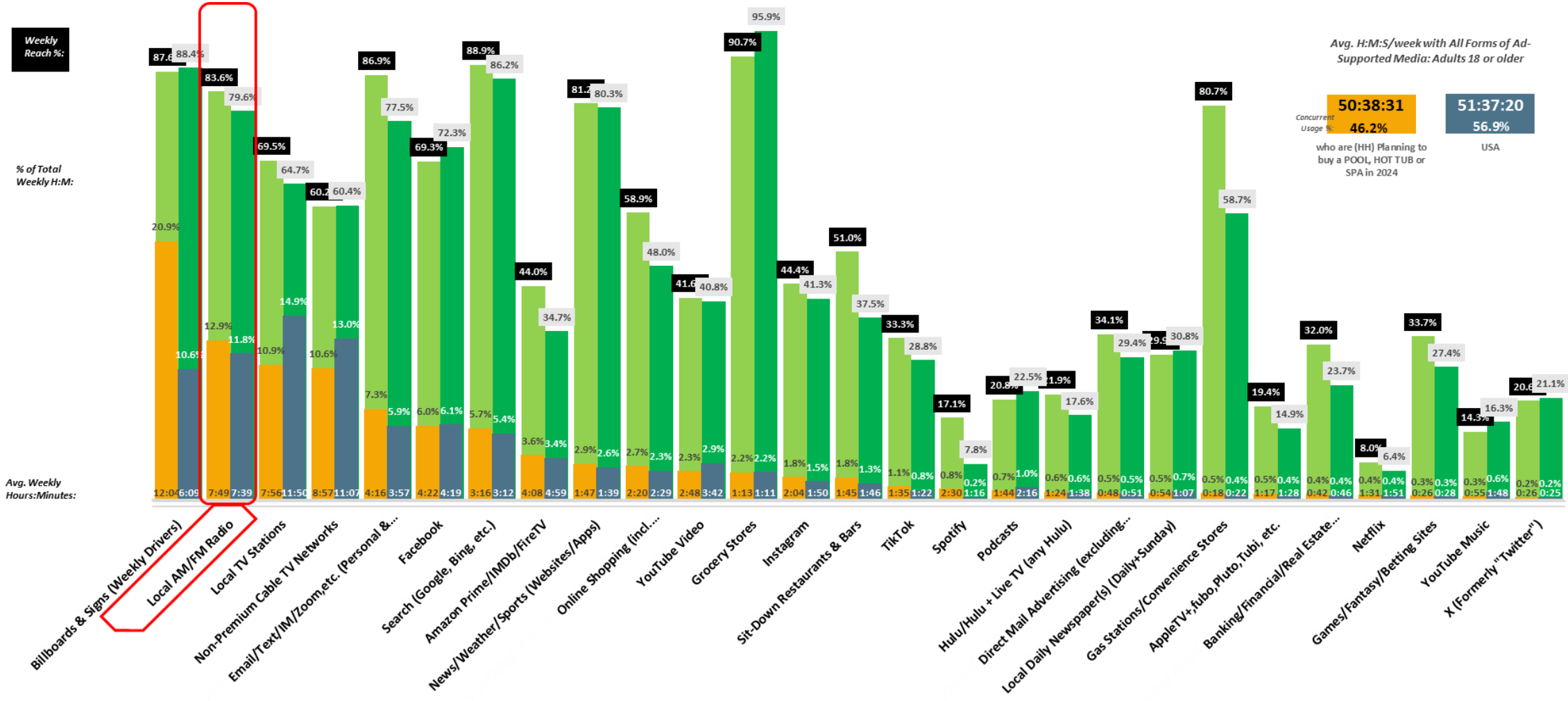
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Items/services HHLD plans to buy in next 12 months (HHLD): Boat



Adults 18 or older who are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024 spend an average of 2 days, 2 hours, 38 minutes and 31 seconds each week with All Forms of Ad-Supported Media.

83.6% of Adults 18 or older who are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024 spend an avg. of 7 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.9% of total time spent with all forms of Ad-Supported Me



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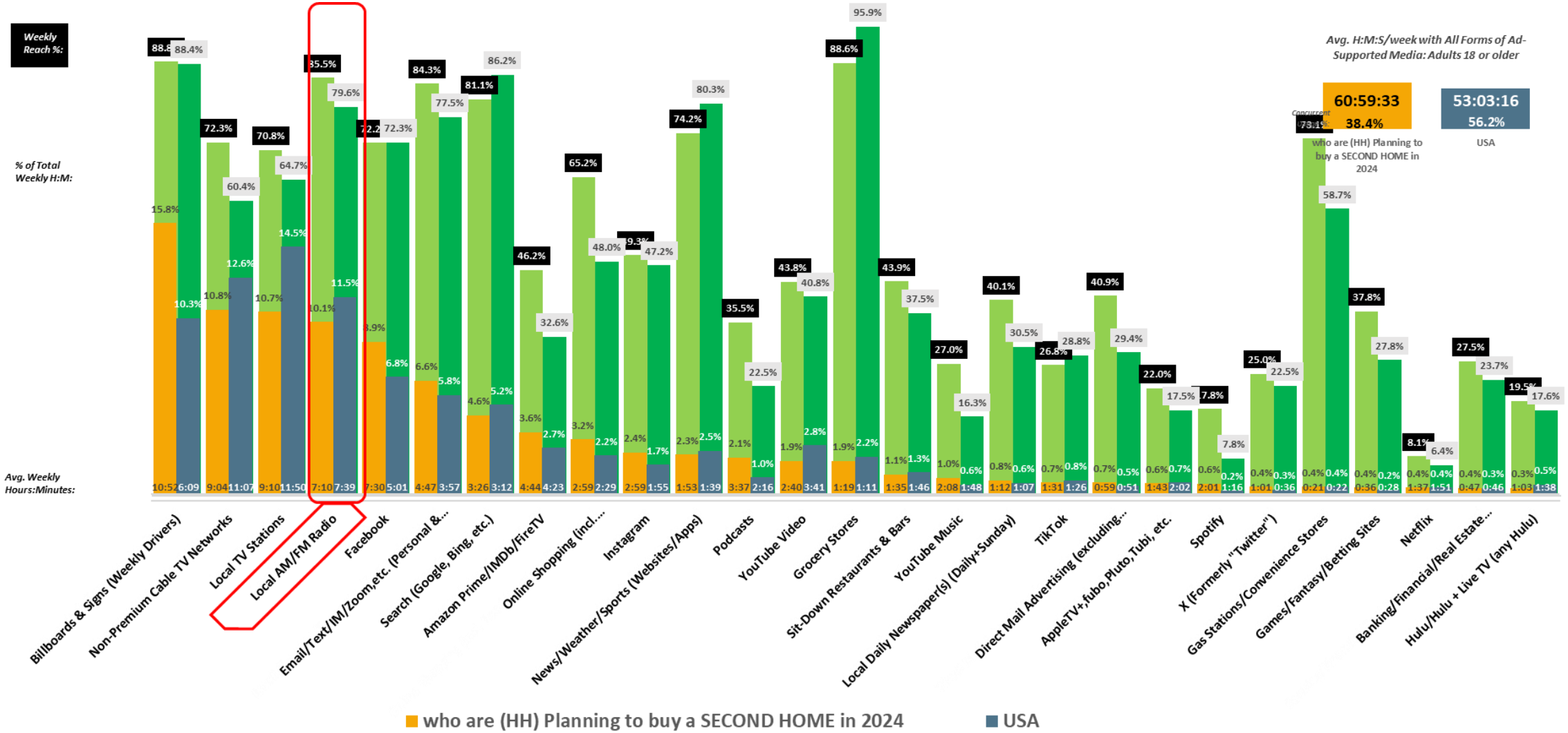
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Items/services HHLD plans to buy in next 12 months (HHLD): Pool, hot tub, or spa



Adults 18 or older who are (HH) Planning to buy a SECOND HOME in 2024 spend an average of 2 days, 12 hours, 59 minutes and 33 seconds each week with All Forms of Ad-Supported Media.

85.5% of Adults 18 or older who are (HH) Planning to buy a SECOND HOME in 2024 spend an avg. of 7 hours and 10 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.



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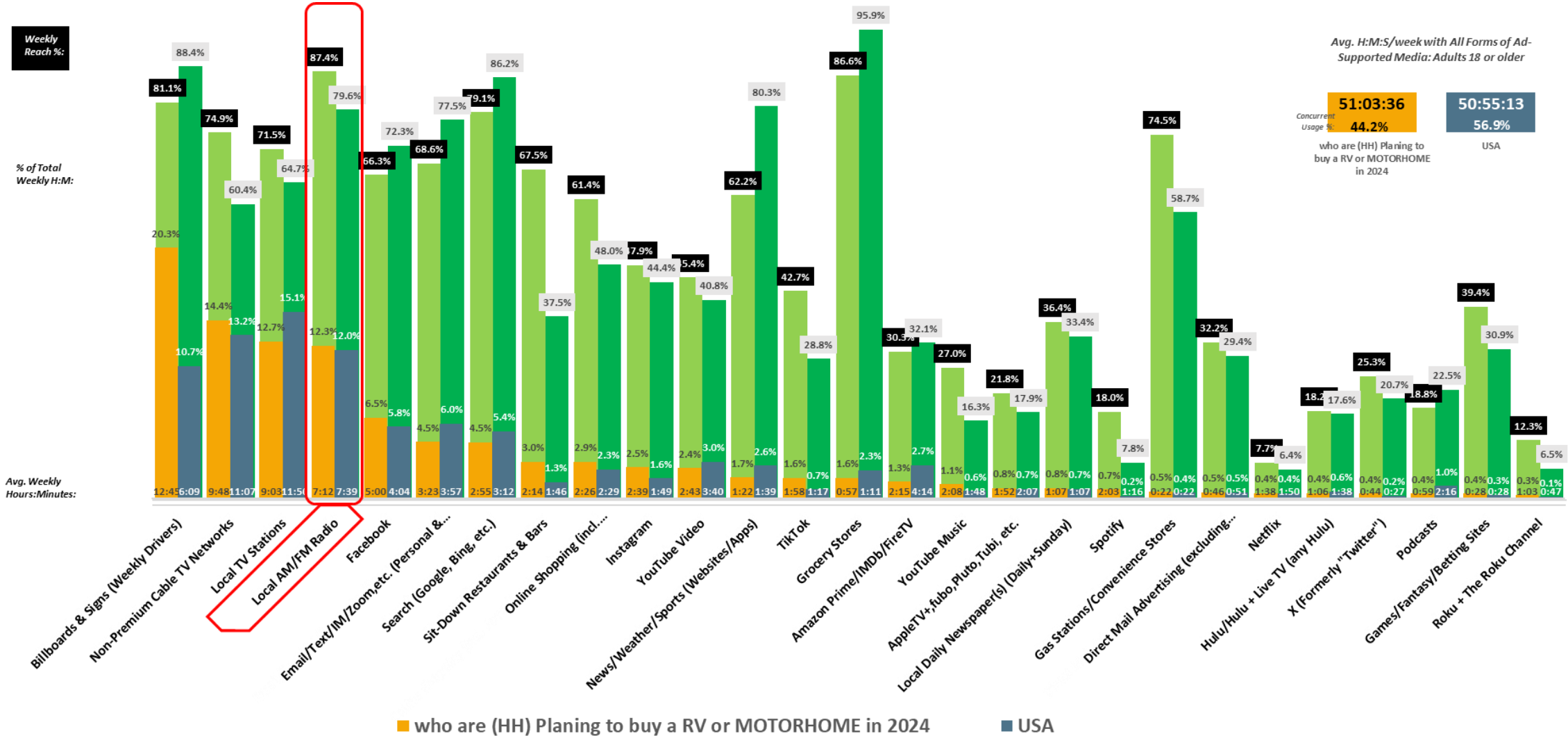
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Items/services HHLD plans to buy in next 12 months (HHLD): Second home



Adults 18 or older who are (HH) Planing to buy a RV or MOTORHOME in 2024 spend an average of 2 days, 3 hours, 3 minutes and 36 seconds each week with All Forms of Ad-Supported Media.

87.4% of Adults 18 or older who are (HH) Planing to buy a RV or MOTORHOME in 2024 spend an avg. of 7 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.3% of total time spent with all forms of Ad-Supported Media.



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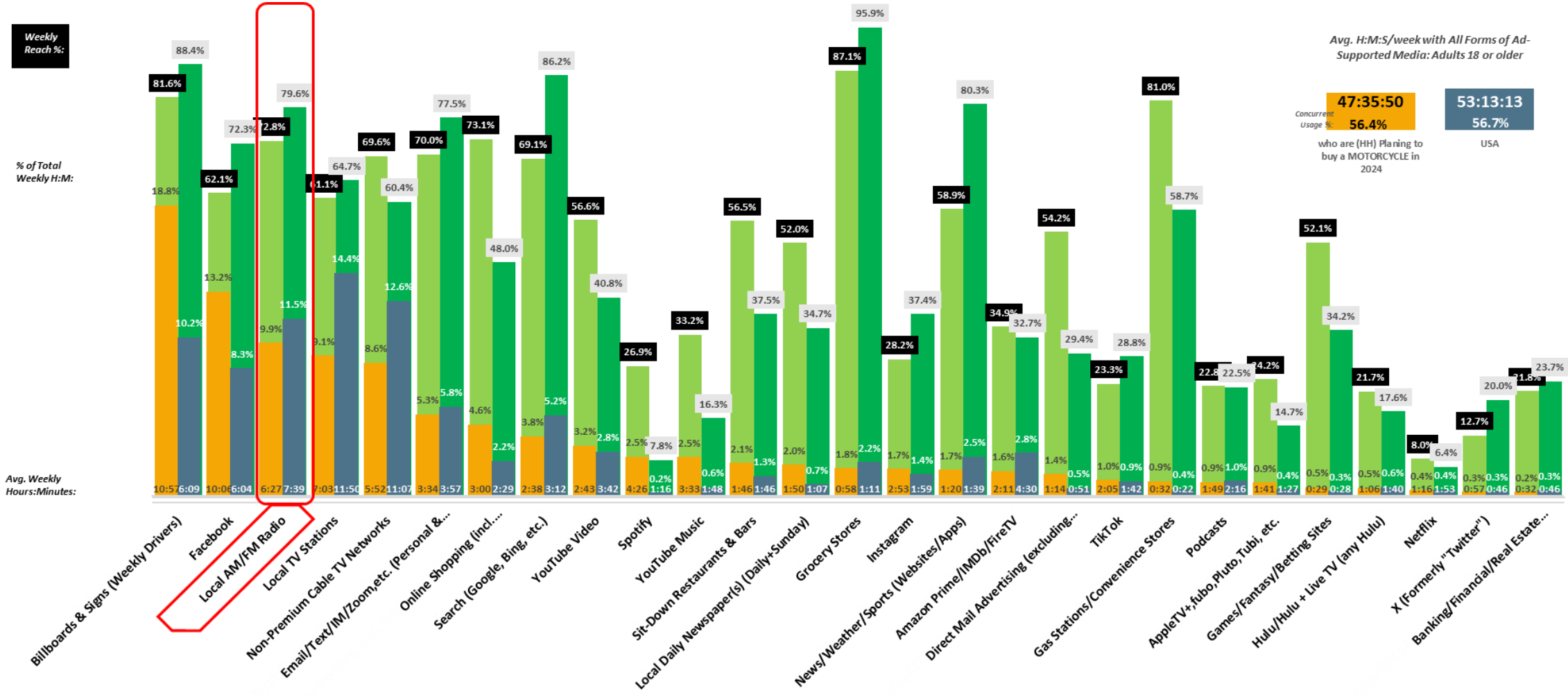
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Items/services HHLD plans to buy in next 12 months (HHLD): RV (motor home)

MOTORCYCLE

Adults 18 or older who are (HH) Planing to buy a MOTORCYCLE in 2024 spend an average of 1 days, 23 hours, 35 minutes and 50 seconds each week with All Forms of Ad-Supported Media.

72.8% of Adults 18 or older who are (HH) Planing to buy a MOTORCYCLE in 2024 spend an avg. of 6 hours and 27 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Media.



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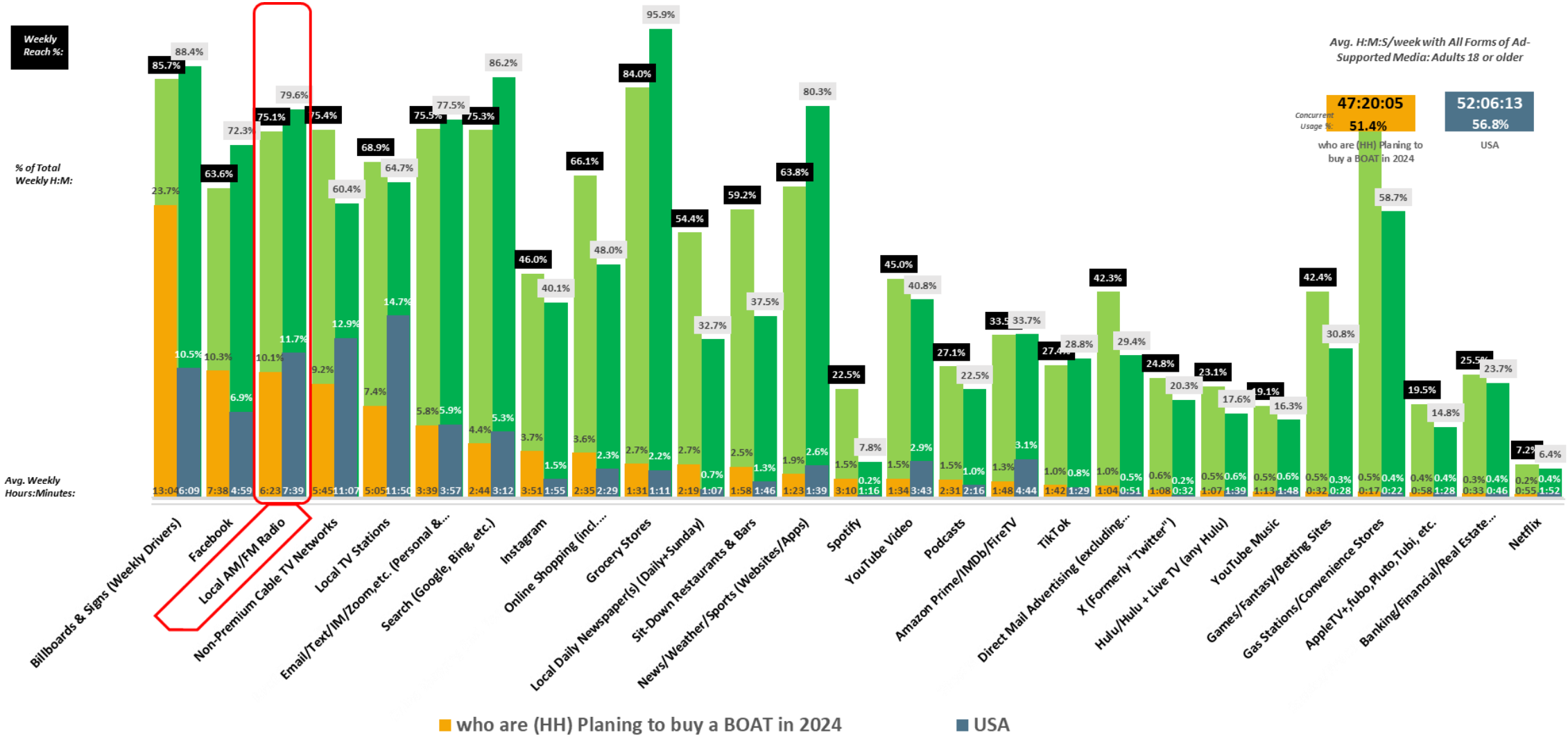
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Items/services HHLD plans to buy in next 12 months (HHLD): Motorcycle



Adults 18 or older who are (HH) Planing to buy a BOAT in 2024 spend an average of 1 days, 23 hours, 20 minutes and 5 seconds each week with All Forms of Ad-Supported Media.

75.1% of Adults 18 or older who are (HH) Planing to buy a BOAT in 2024 spend an avg. of 6 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.



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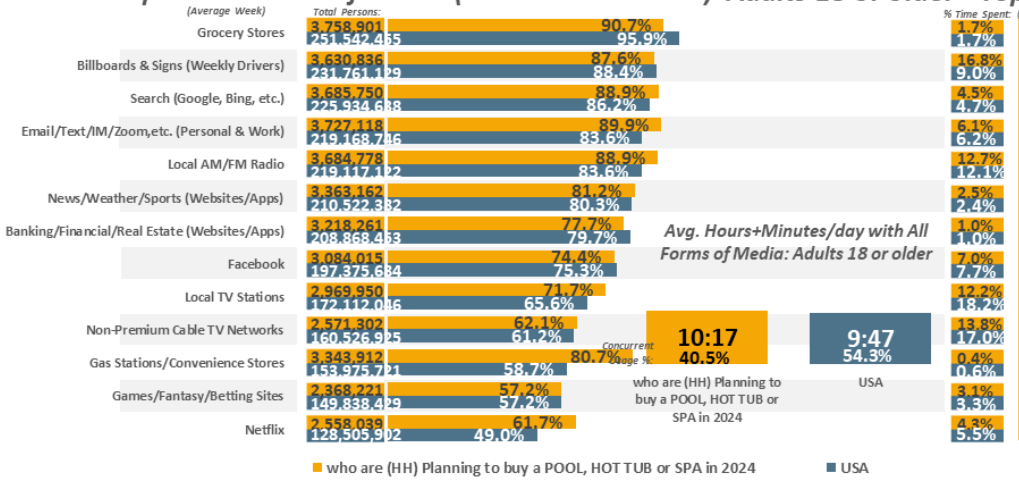
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Items/services HHLD plans to buy in next 12 months (HHLD): Boat

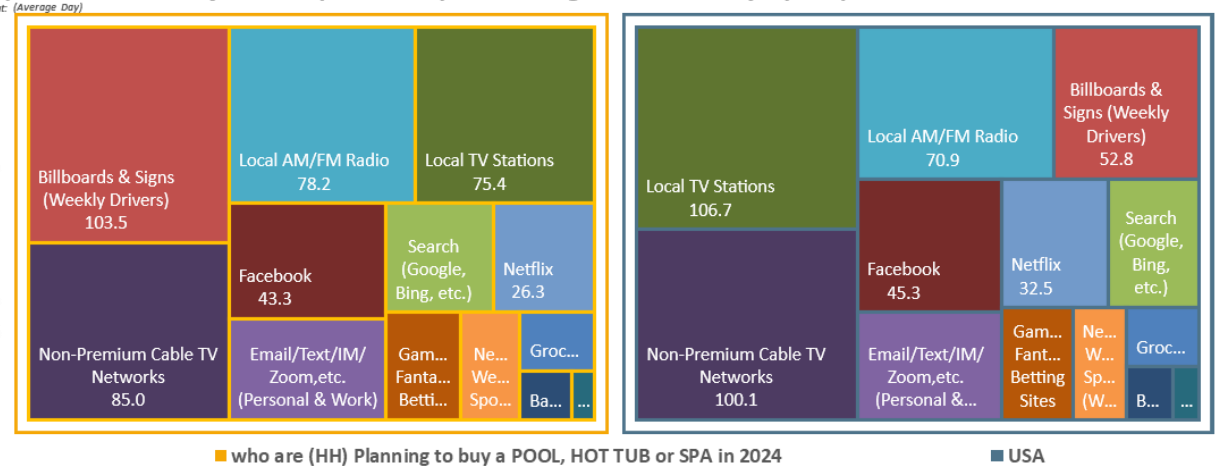


Adults 18 or older who are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024 spend an average of 7 hours and 14 minutes each day with All Forms of Ad-Supported Media. 83.6% listen to Local AM/FM Radio for an avg. of 67. minutes/day. *(Local Radio delivers 12.9% of Time with Ad-Supported Media.)*

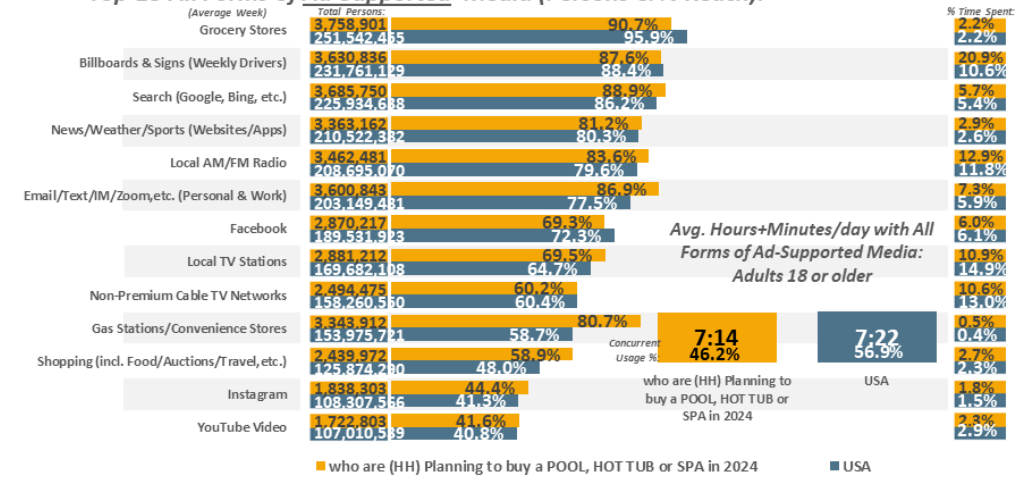
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



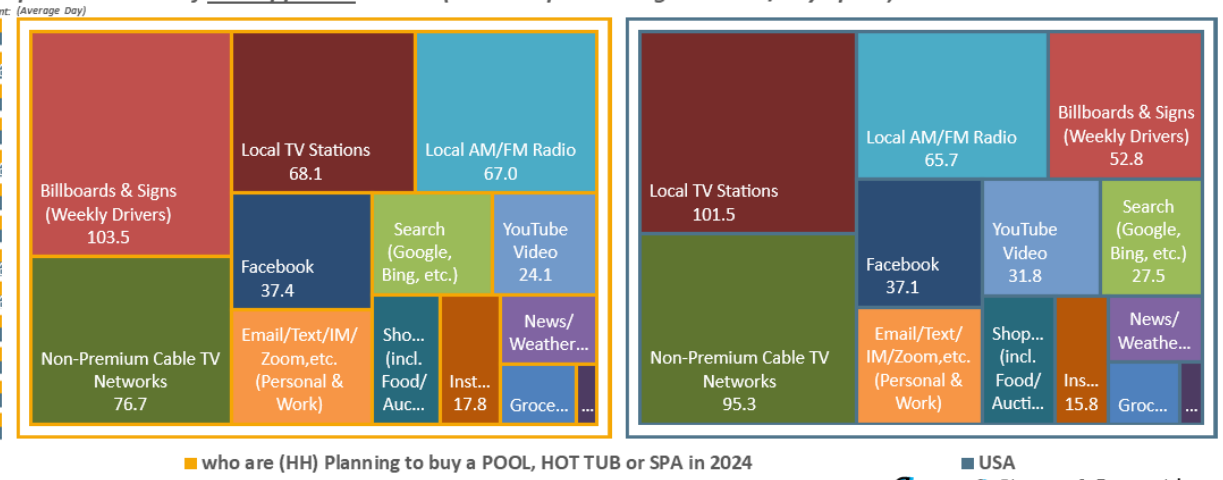
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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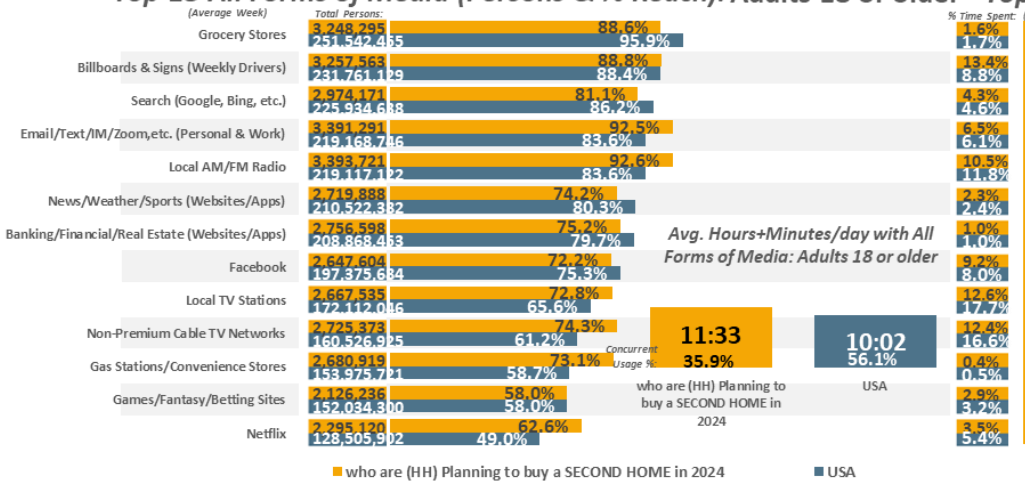
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Items/services HHLD plans to buy in next 12 months (HHLD): Pool, hot tub, or spa

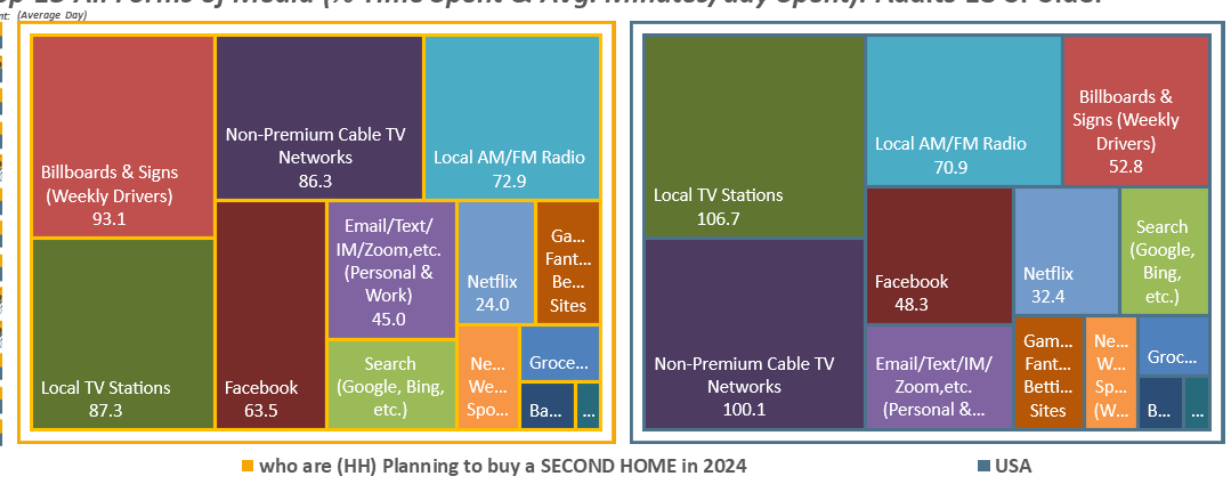


Adults 18 or older who are (HH) Planning to buy a SECOND HOME in 2024 spend an average of 8 hours and 42 minutes each day with All Forms of Ad-Supported Media. 85.5% listen to Local AM/FM Radio for an avg. of 61.5 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

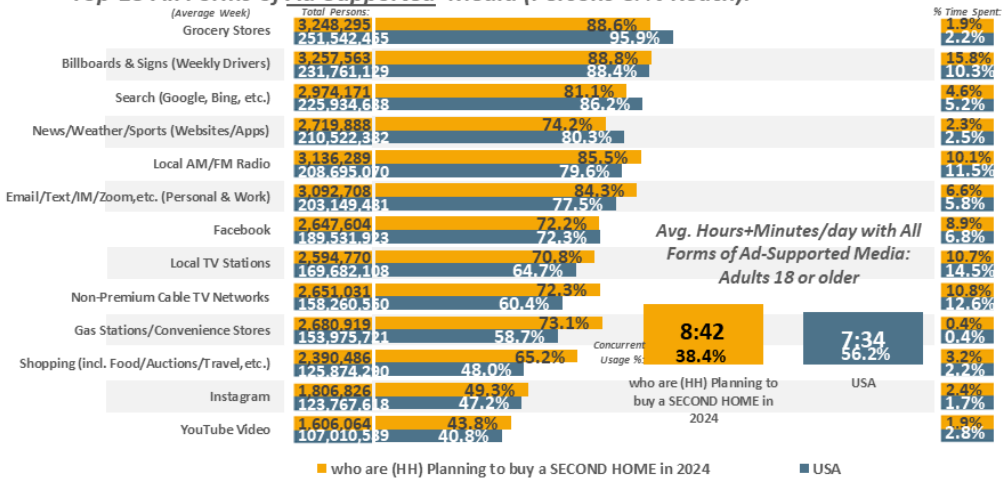
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



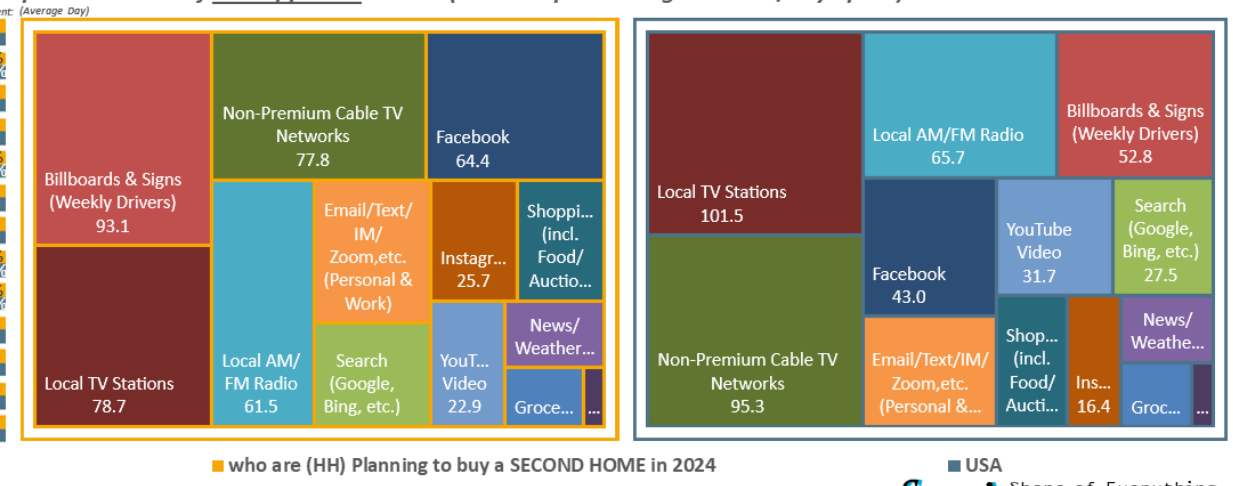
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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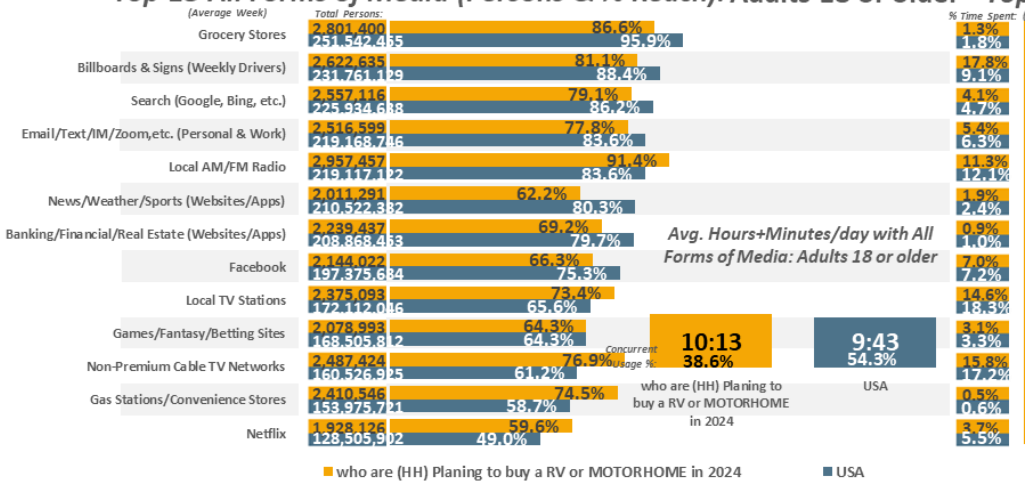
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Items/services HHLD plans to buy in next 12 months (HHLD): Second home

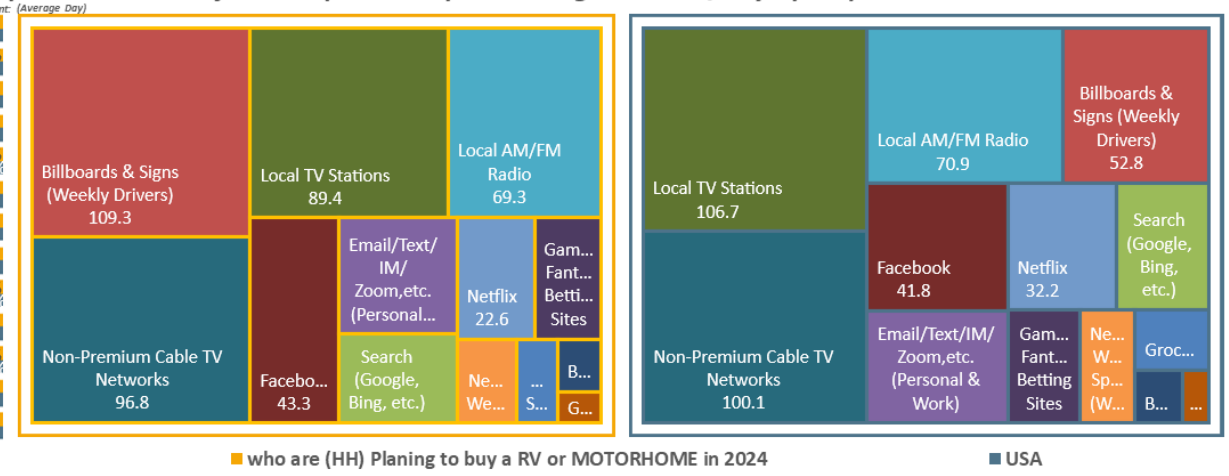


Adults 18 or older who are (HH) Planing to buy a RV or MOTORHOME in 2024 spend an average of 7 hours and 17 minutes each day with All Forms of Ad-Supported Media. 87.4% listen to Local AM/FM Radio for an avg. of 61.8 minutes/day. *(Local Radio delivers 12.3% of Time with Ad-Supported Media.)*

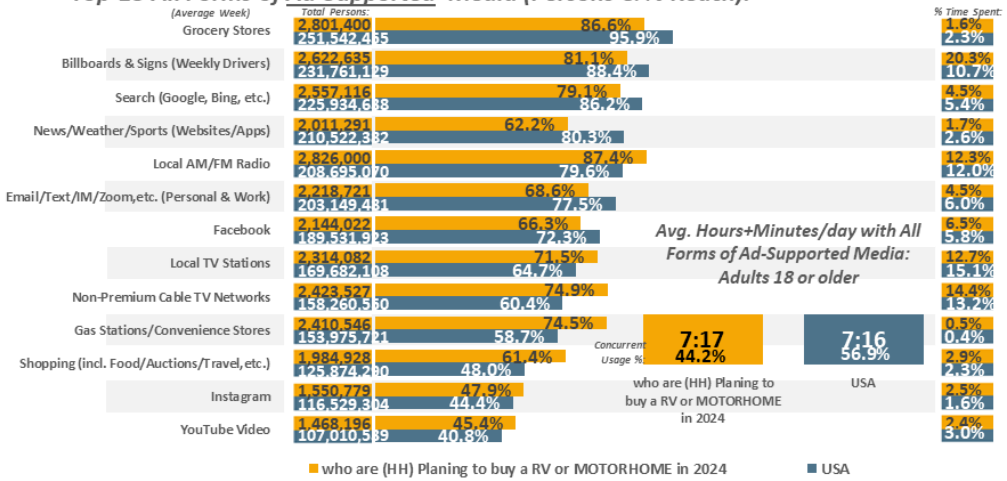
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



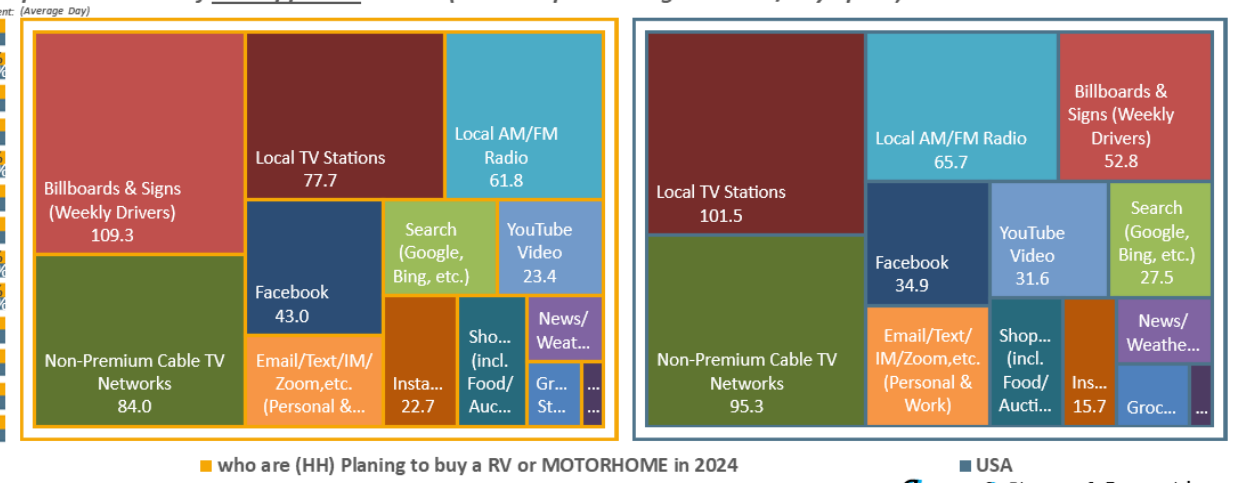
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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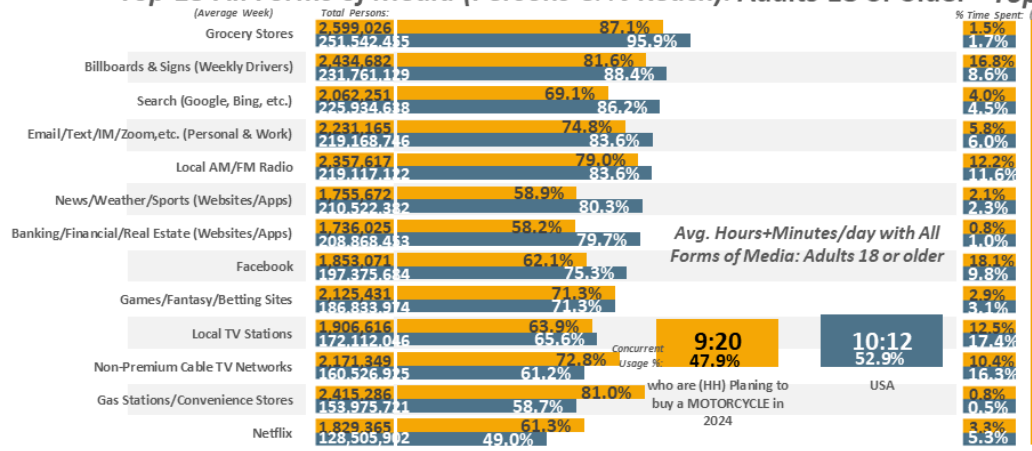
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Items/services HHLD plans to buy in next 12 months (HHLD): RV (motor home)

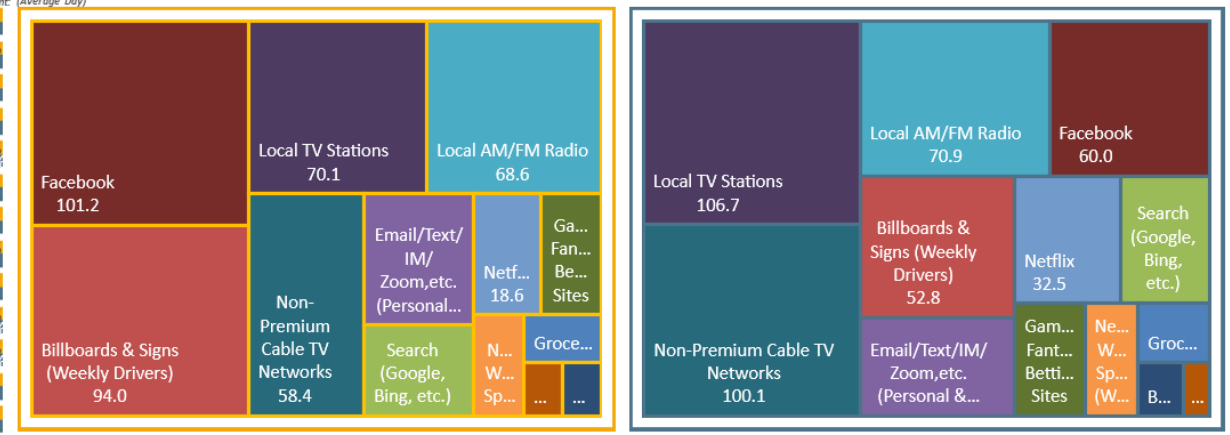
MOTORCYCLE

Adults 18 or older who are (HH) Planing to buy a MOTORCYCLE in 2024 spend an average of 6 hours and 47 minutes each day with All Forms of Ad-Supported Media. 72.8% listen to Local AM/FM Radio for an avg. of 55.4 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

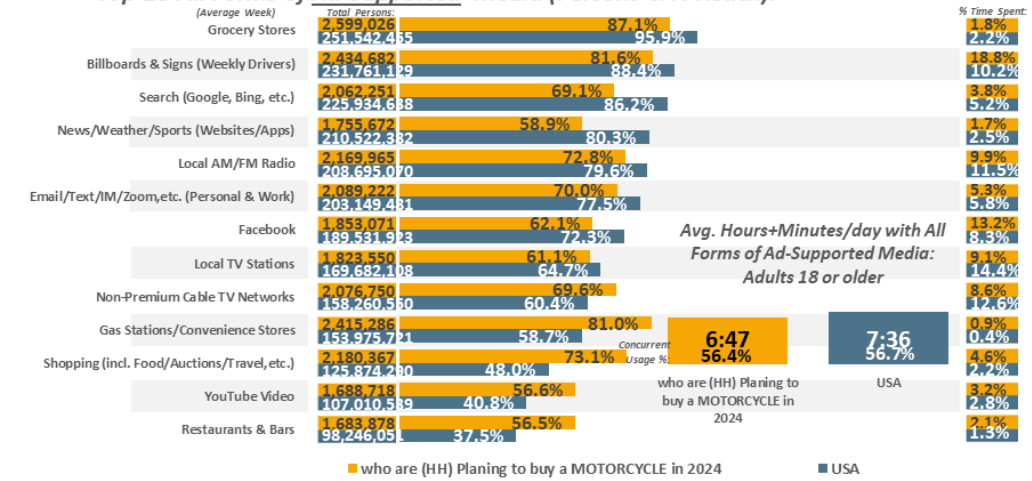
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



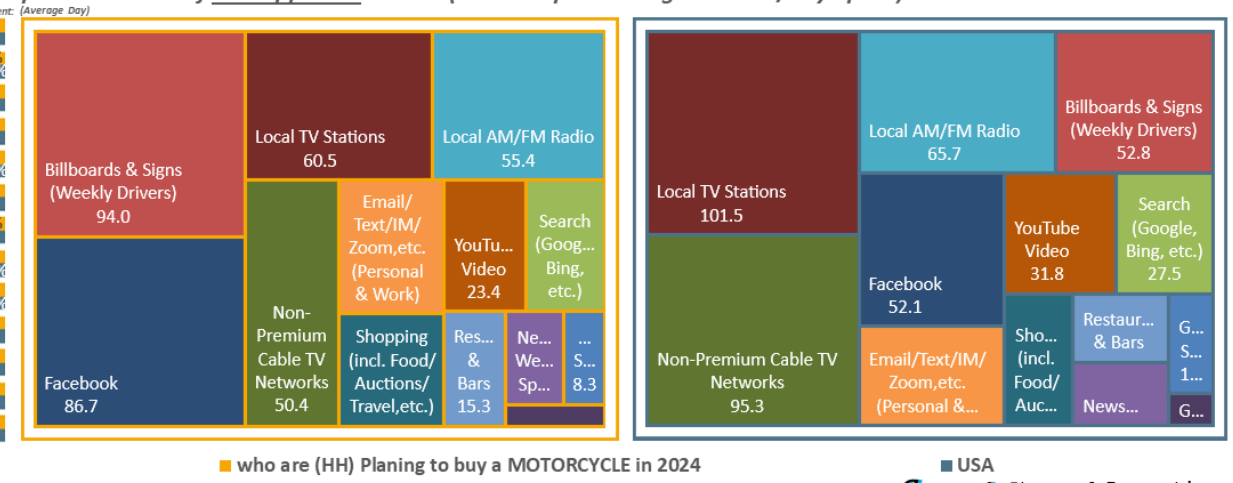
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 964

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

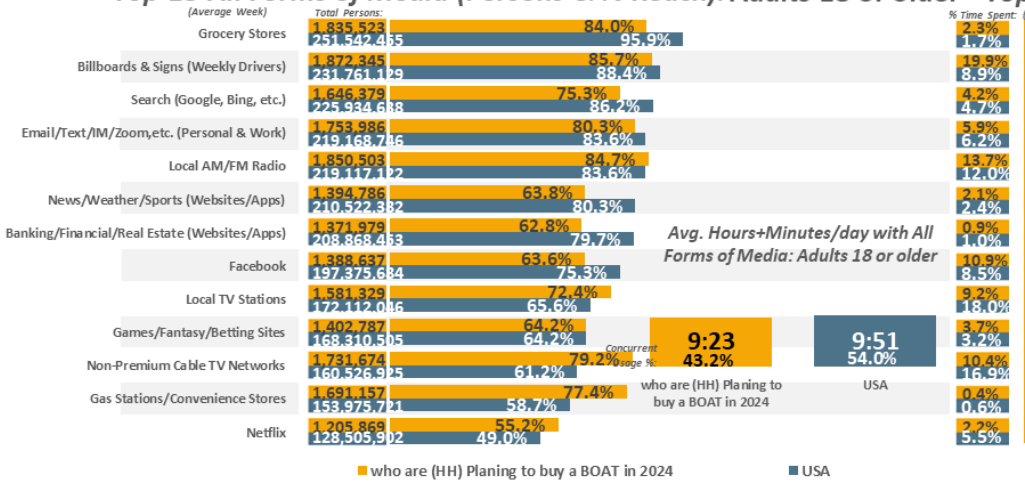
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Items/services HHLD plans to buy in next 12 months (HHLD): Motorcycle

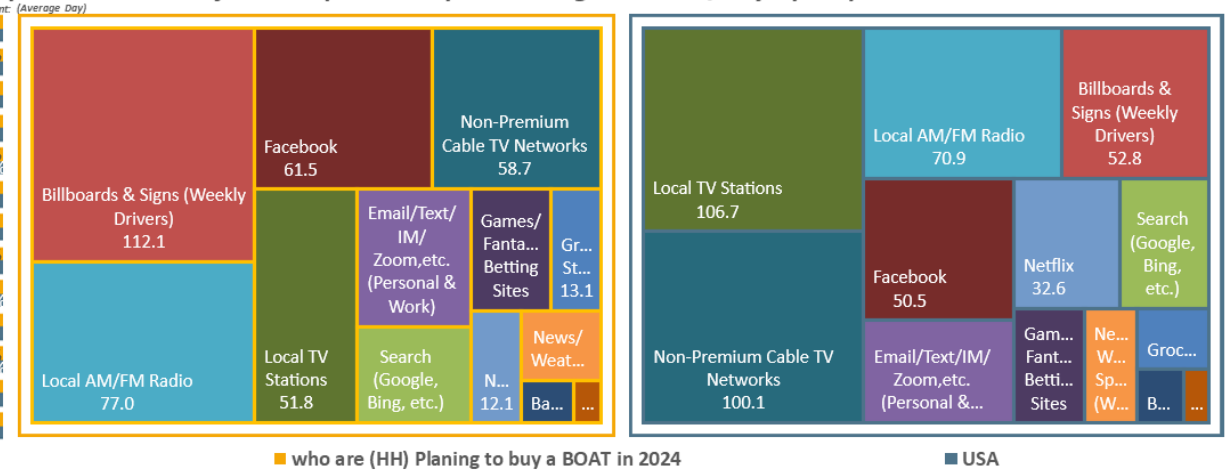


Adults 18 or older who are (HH) Planing to buy a BOAT in 2024 spend an average of 6 hours and 45 minutes each day with All Forms of Ad-Supported Media. 75.1% listen to Local AM/FM Radio for an avg. of 54.8 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

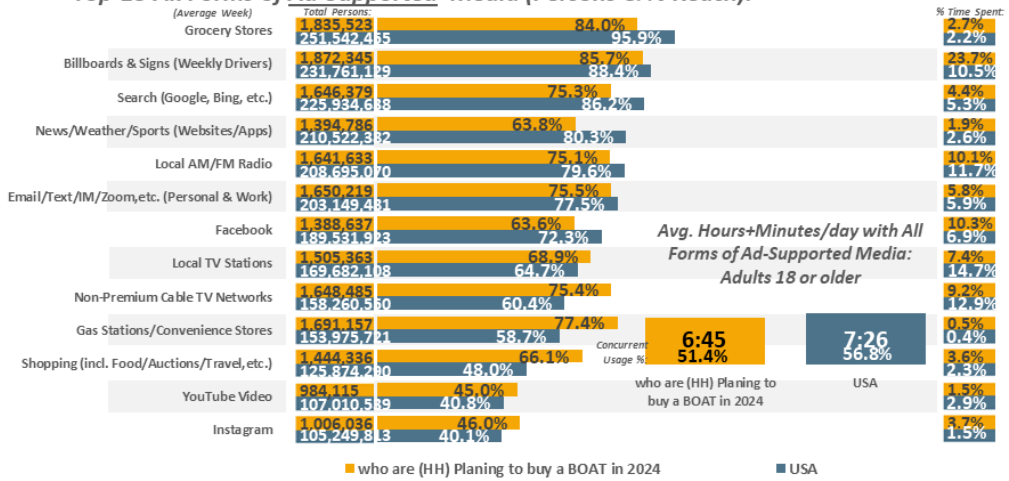
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



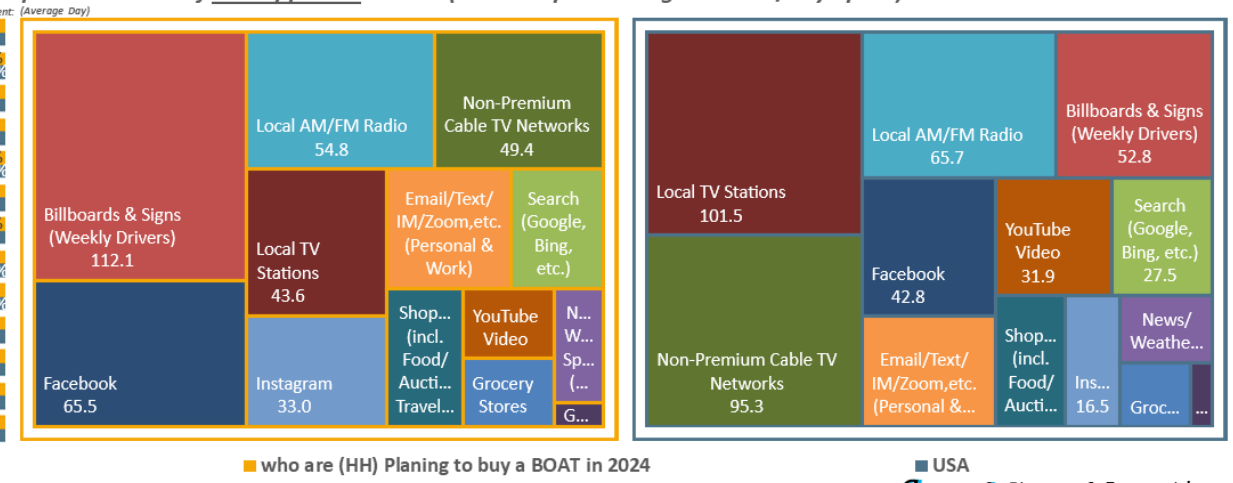
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *964*

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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

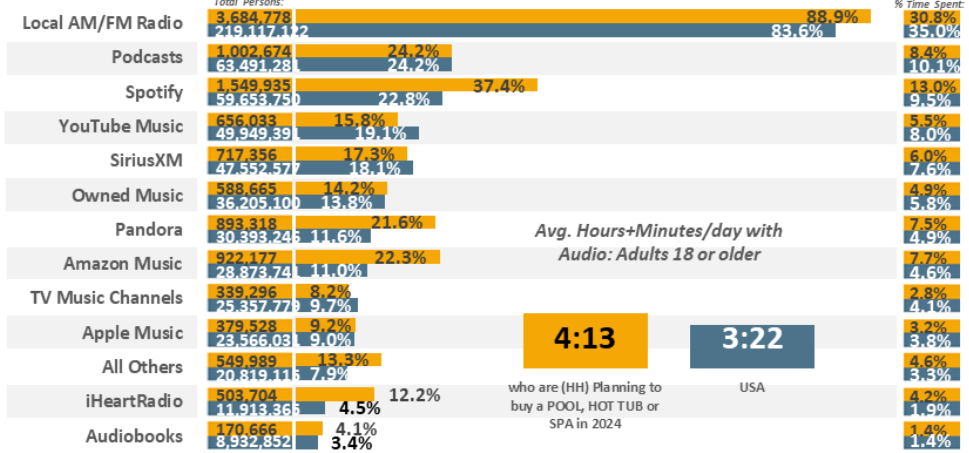
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Items/services HHLD plans to buy in next 12 months (HHLD): Boat

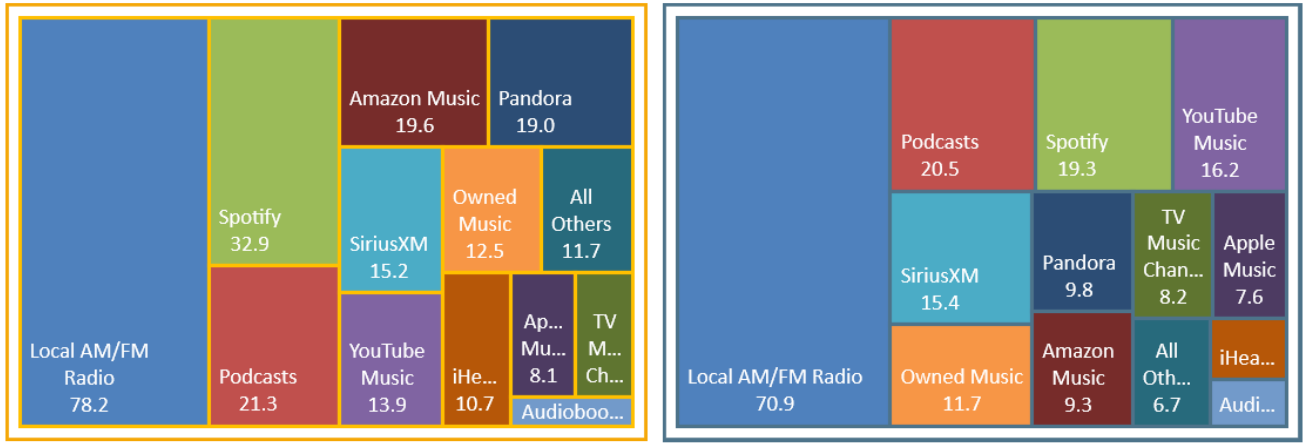


3,462,481 or 83.6% of Adults 18 or older who are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 67. minutes every day representing 34.3% of all time spent daily with Ad-Supported Audio.

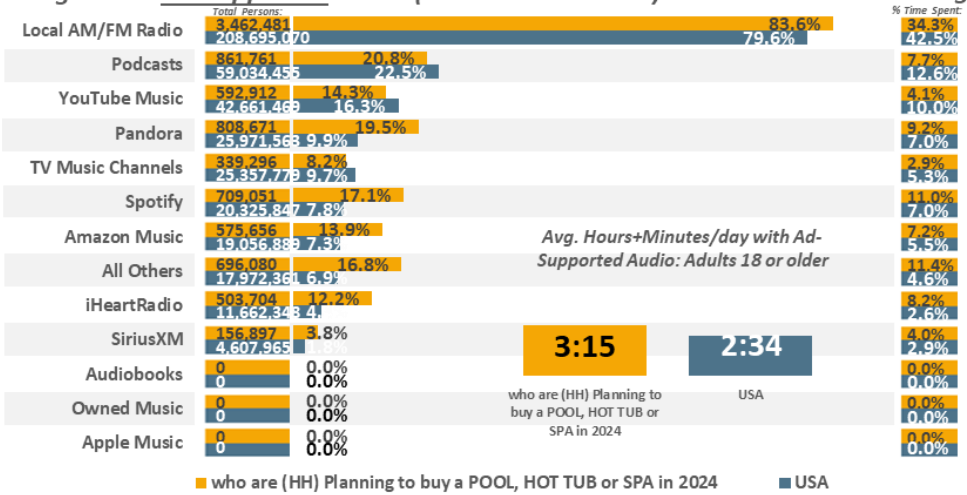
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



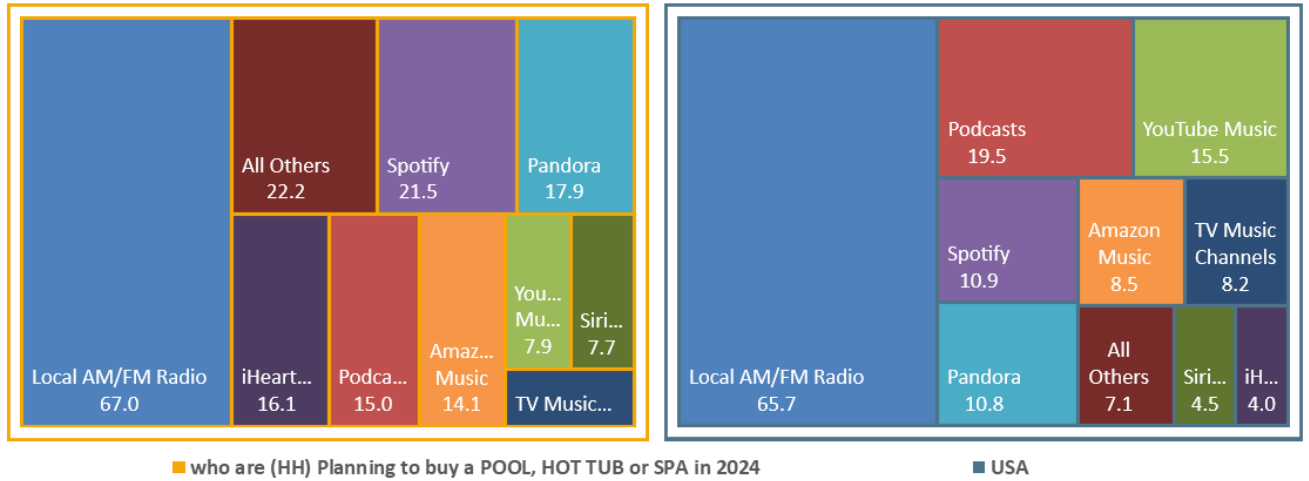
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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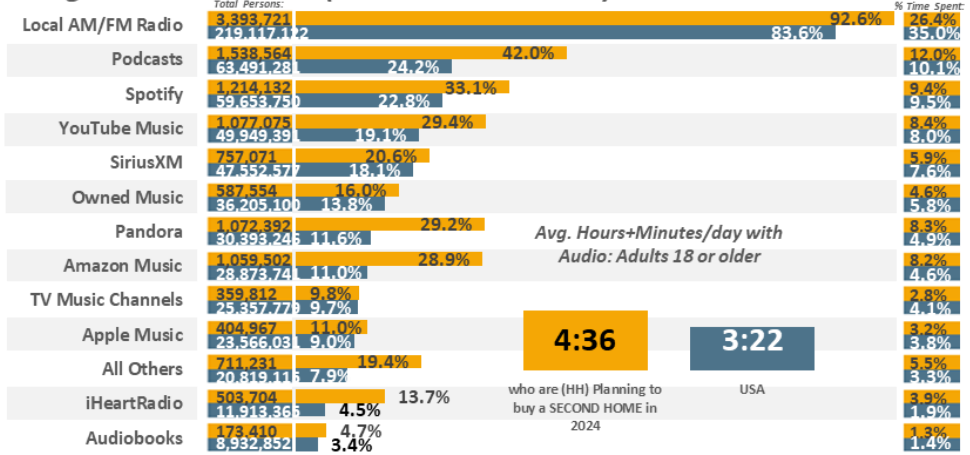
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Items/services HHLD plans to buy in next 12 months (HHLD): Pool, hot tub, or spa

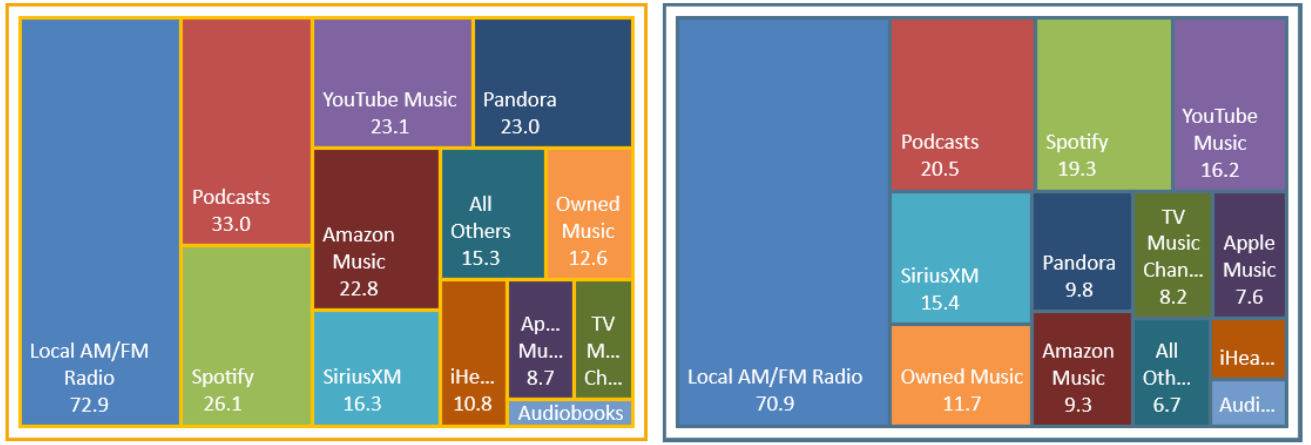


3,136,289 or 85.5% of Adults 18 or older who are (HH) Planning to buy a SECOND HOME in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 61.5 minutes every day representing 27.4% of all time spent daily with Ad-Supported Audio.

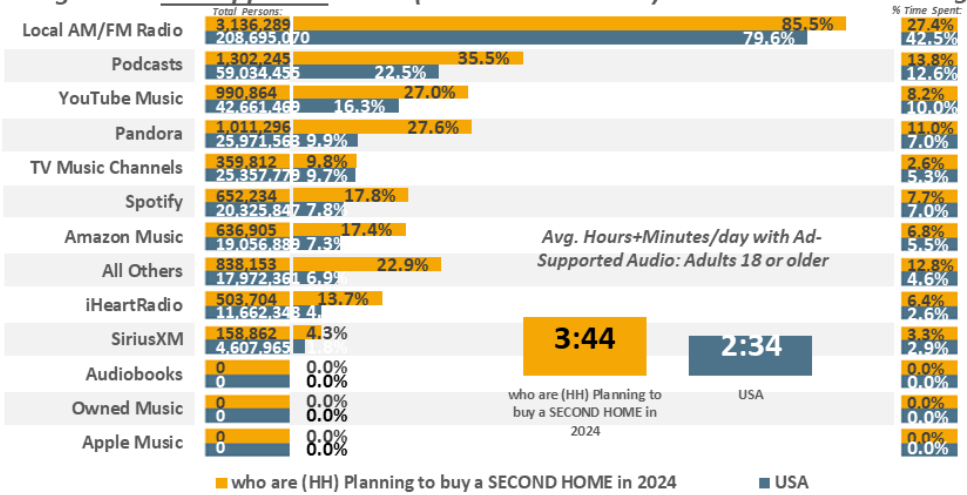
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



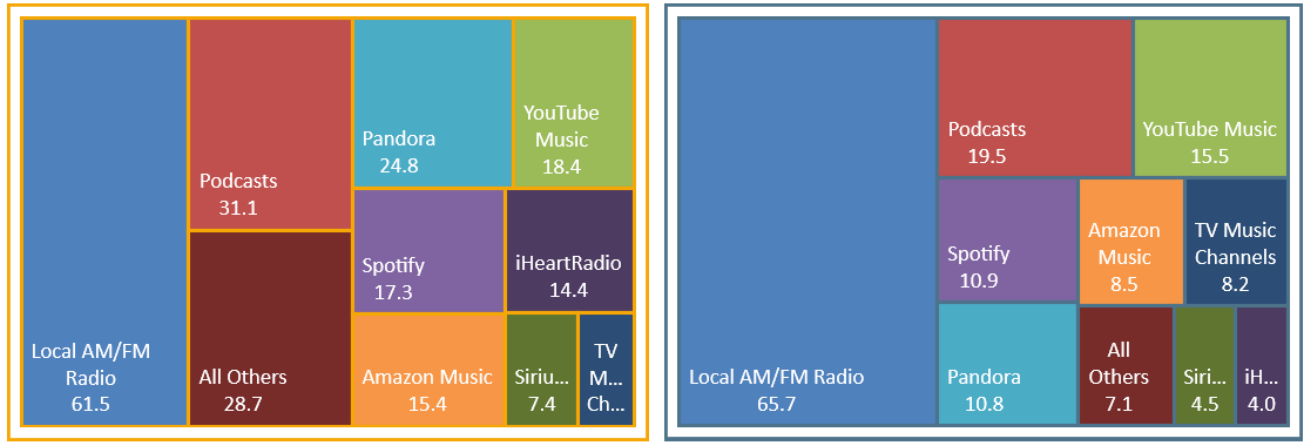
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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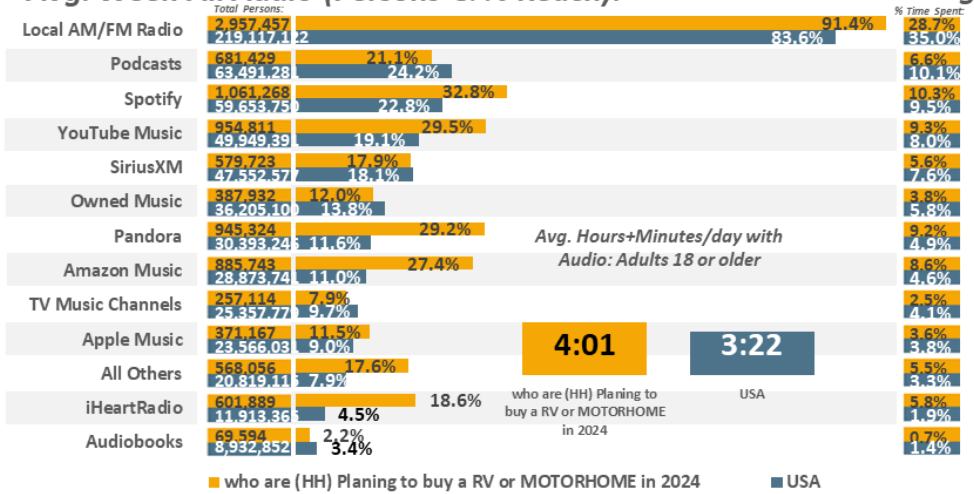
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Items/services HHLD plans to buy in next 12 months (HHLD): Second home

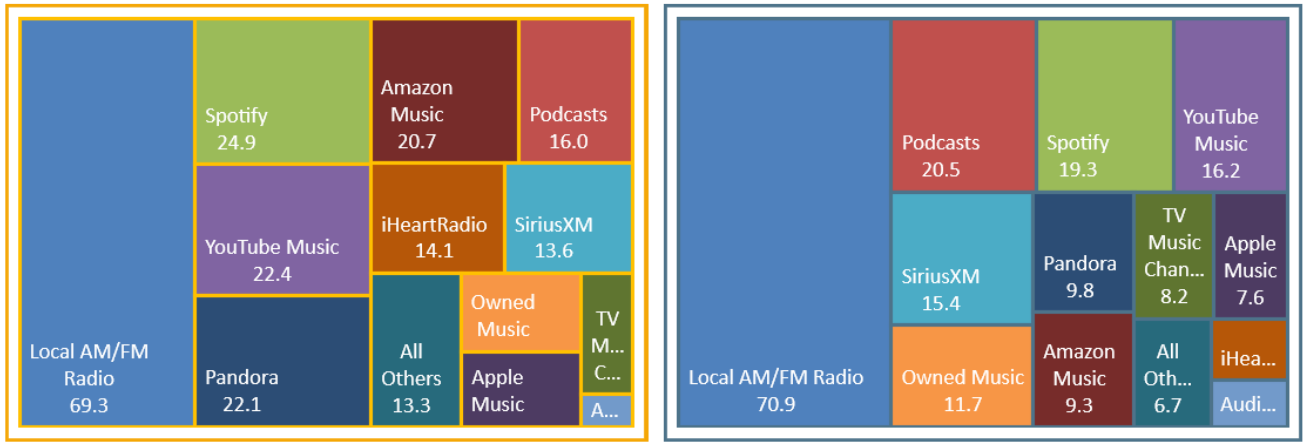


2,826,000 or 87.4% of Adults 18 or older who are (HH) Planing to buy a RV or MOTORHOME in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 31.1% of all time spent daily with Ad-Supported Audio.

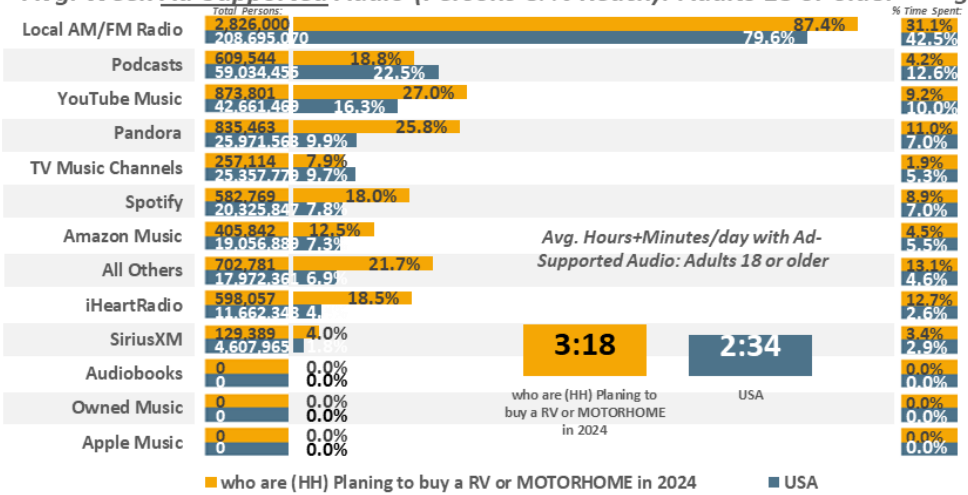
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



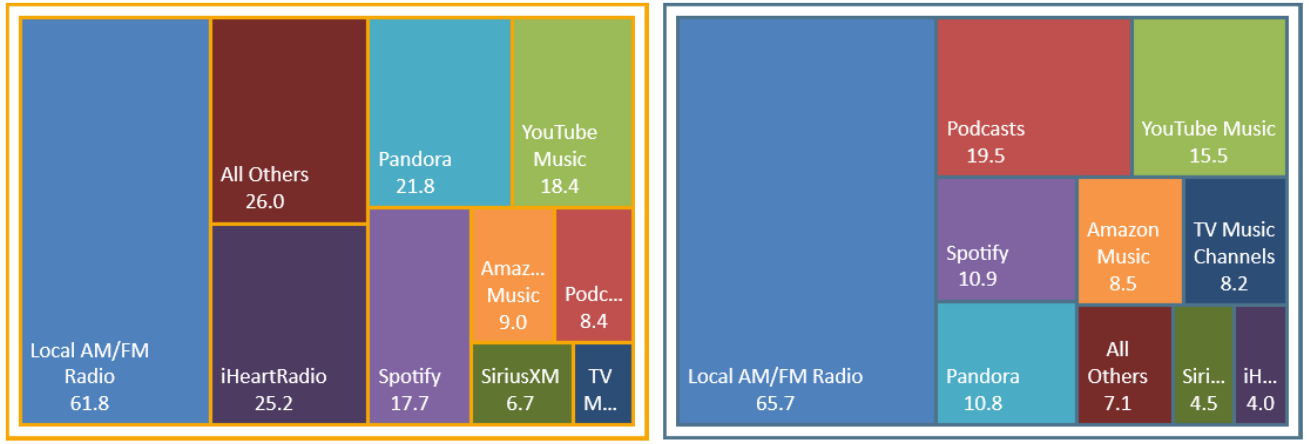
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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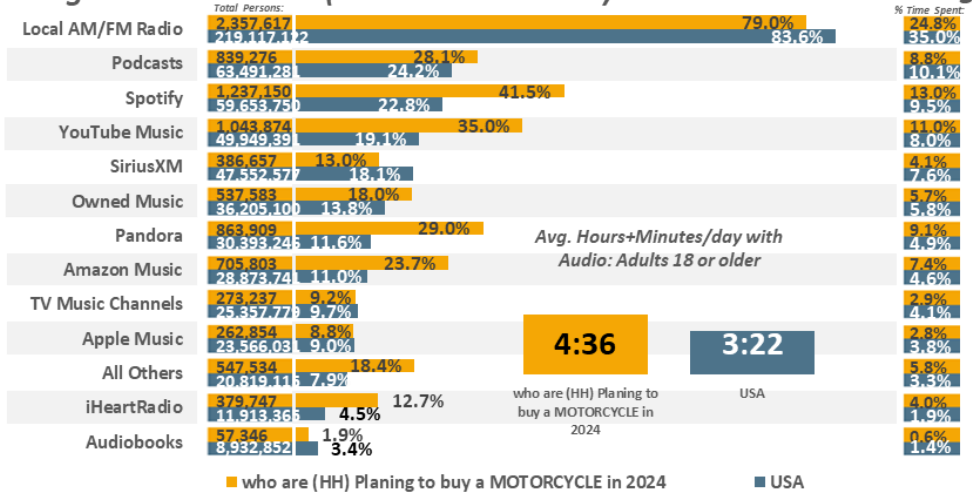
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Items/services HHLD plans to buy in next 12 months (HHLD): RV (motor home)

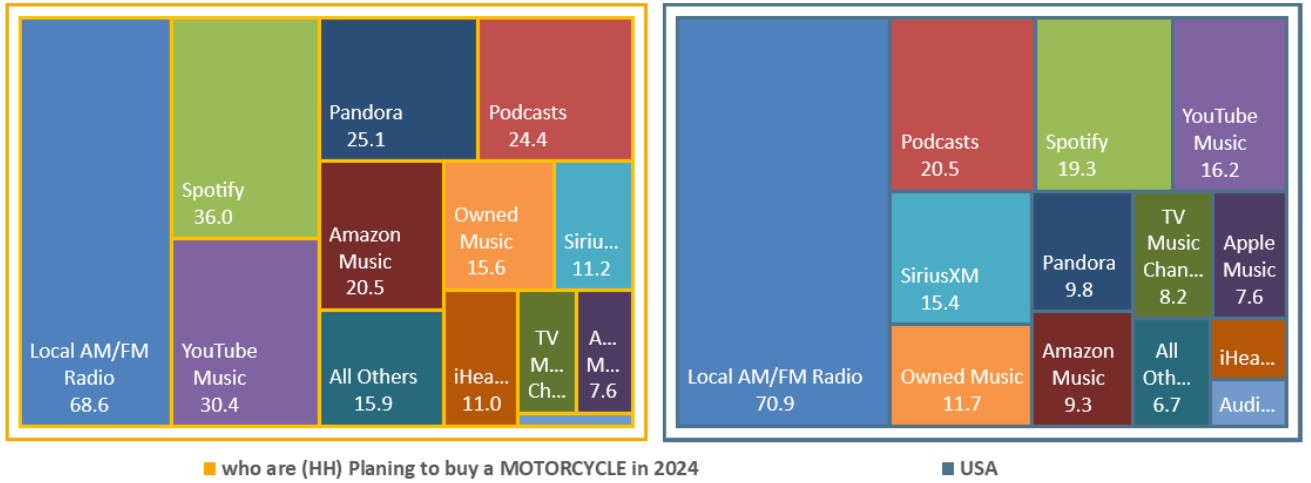


2,169,965 or 72.8% of Adults 18 or older who are (HH) Planing to buy a MOTORCYCLE in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 55.4 minutes every day representing 22.8% of all time spent daily with Ad-Supported Audio.

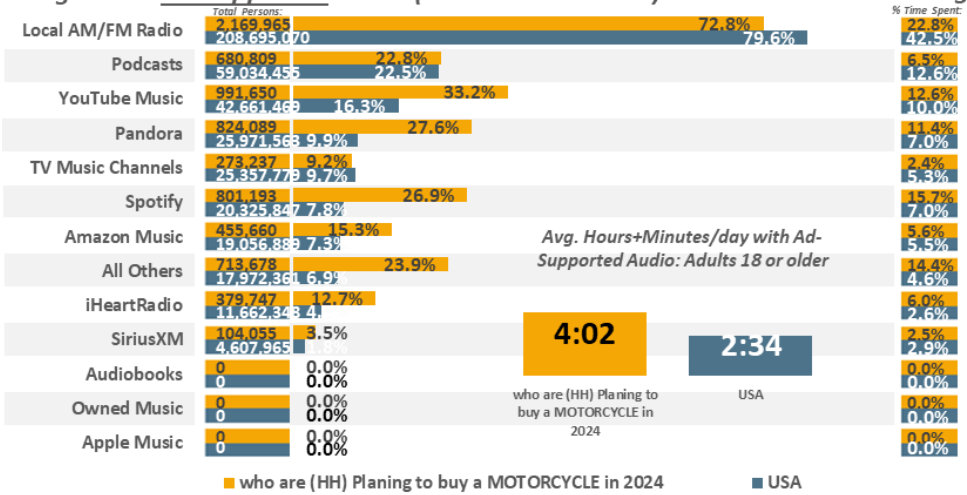
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



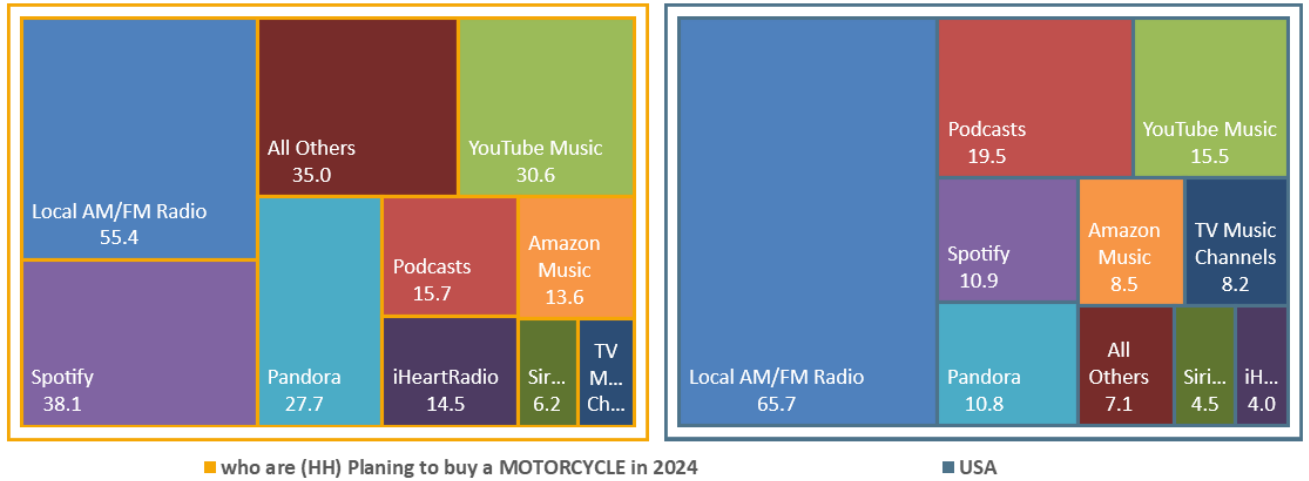
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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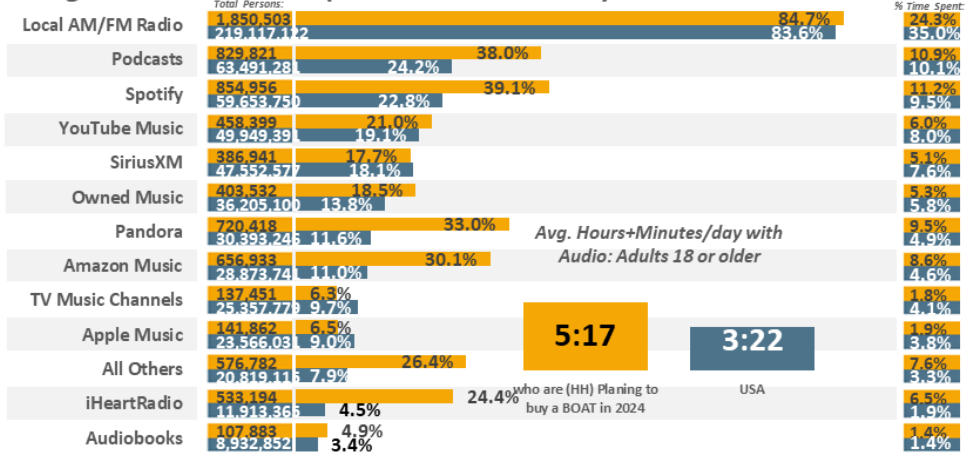
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Items/services HHLD plans to buy in next 12 months (HHLD): Motorcycle

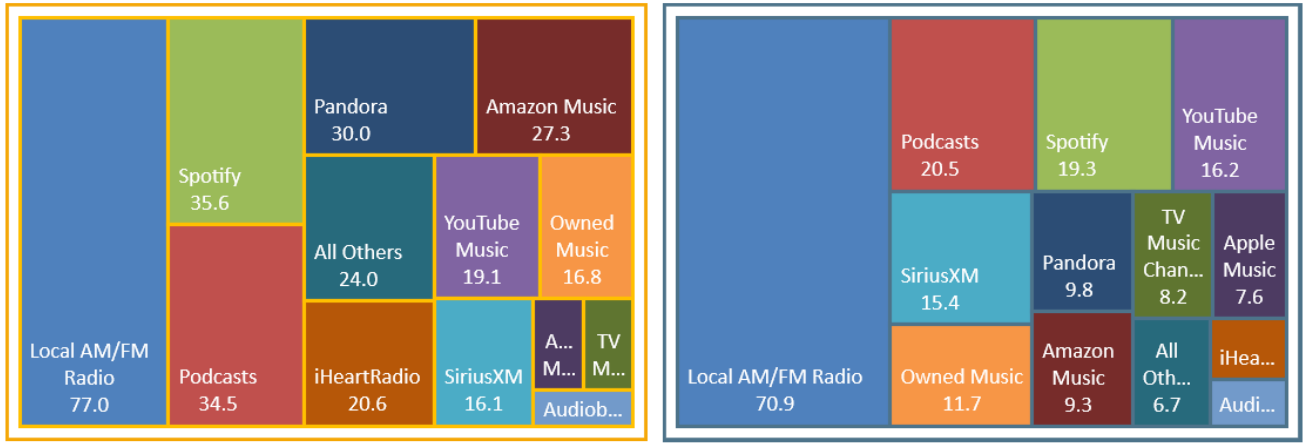


1,641,633 or 75.1% of Adults 18 or older who are (HH) Planing to buy a BOAT in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 54.8 minutes every day representing 20.4% of all time spent daily with Ad-Supported Audio.

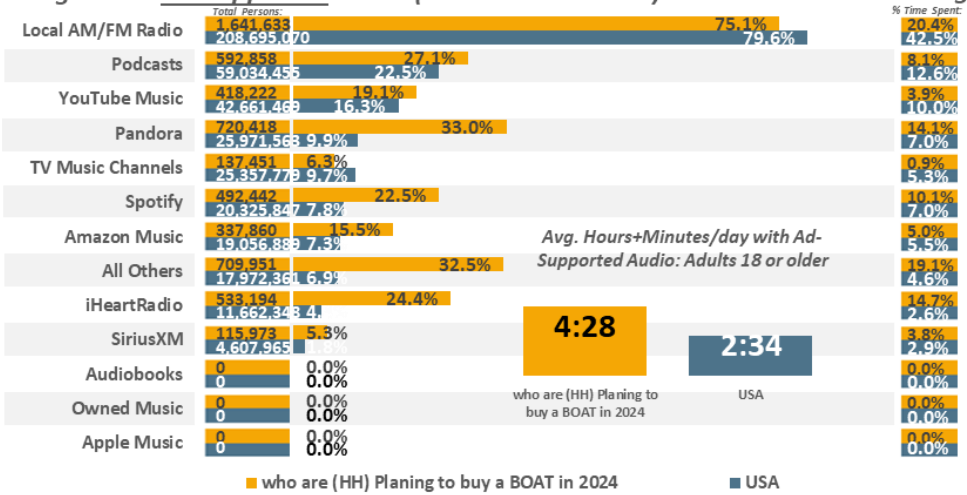
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



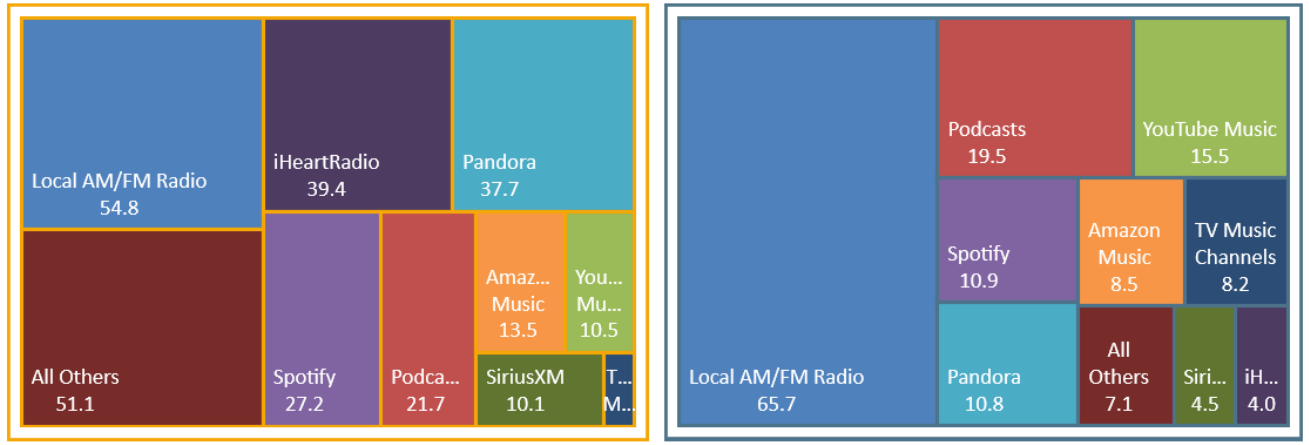
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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Items/services HHLD plans to buy in next 12 months (HHLD): Boat



SWIMMING POOL, HOT TUB or SPA

3,462,481 or 83.6% of Adults 18 or older who are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 67. minutes every day representing 34.3% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

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

3:15 who are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024

2:34 USA

	Local AM/FM Radio	All Others	Spotify	Pandora	iHeartRadio	Podcasts	Amazon Music	YouTube Music	SiriusXM	TV Music Channels
Weekly Reach %	83.6% / 79.6%	16.8% / 6.9%	17.1% / 7.8%	19.5% / 9.9%	12.2% / 4.4%	20.8% / 22.5%	13.9% / 7.3%	14.3% / 16.3%	3.8% / 1.8%	8.2% / 9.7%
% of Weekly Time Spent with Ad-Supported Audio	34.3% / 42.5%	11.4% / 4.6%	11.0% / 7.0%	9.2% / 7.0%	8.2% / 2.6%	7.7% / 12.6%	7.2% / 5.5%	4.1% / 10.0%	4.0% / 2.9%	2.9% / 5.3%
Weekly Total Persons Reached:	3,462,481 / 108,695,070	696,080 / 17,972,361	709,051 / 20,325,847	808,671 / 25,971,563	503,704 / 11,662,348	861,761 / 59,034,455	575,656 / 19,056,889	592,912 / 42,661,469	156,897 / 4,607,965	339,296 / 25,357,779
Average Daily Minutes Listening:	67.0 / 65.7	22.2 / 7.1	21.5 / 10.9	17.9 / 10.8	16.1 / 4.0	15.0 / 19.5	14.1 / 8.5	7.9 / 15.5	7.7 / 4.5	5.7 / 8.2

who are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024 ■ USA

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Items/services HHLD plans to buy in next 12 months (HHLD): Pool, hot tub, or spa



3,136,289 or 85.5% of Adults 18 or older who are (HH) Planning to buy a SECOND HOME in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 61.5 minutes every day representing 27.4% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

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

3:44	2:34
who are (HH) Planning to buy a SECOND HOME in 2024	USA

	Local AM/FM Radio	Podcasts	All Others	Pandora	YouTube Music	Spotify	Amazon Music	iHeartRadio	SiriusXM	TV Music Channels
Weekly Reach %	85.5% / 79.6%	35.5% / 22.5%	22.9% / 6.9%	27.6% / 9.9%	27.0% / 16.3%	17.8% / 7.8%	17.4% / 7.3%	13.7% / 4.4%	4.3% / 1.8%	9.8% / 9.7%
% of Weekly Time Spent with Ad-Supported Audio	27.4% / 42.5%	13.8% / 12.6%	12.8% / 4.6%	11.0% / 7.0%	8.2% / 10.0%	7.7% / 7.0%	6.8% / 5.5%	6.4% / 2.6%	3.3% / 2.9%	2.6% / 5.3%
Weekly Total Persons Reached:	3,136,289 / 208,695,070	1,302,245 / 59,034,455	838,153 / 17,972,361	1,011,296 / 25,971,563	990,864 / 42,661,469	652,234 / 20,325,847	636,905 / 19,056,889	503,704 / 11,662,348	158,862 / 4,607,965	359,812 / 25,357,779
Average Daily Minutes Listening:	61.5 / 65.7	31.1 / 19.5	28.7 / 7.1	24.8 / 10.8	18.4 / 15.5	17.3 / 10.9	15.4 / 8.5	14.4 / 4.0	7.4 / 4.5	5.8 / 8.2

■ who are (HH) Planning to buy a SECOND HOME in 2024 ■ USA

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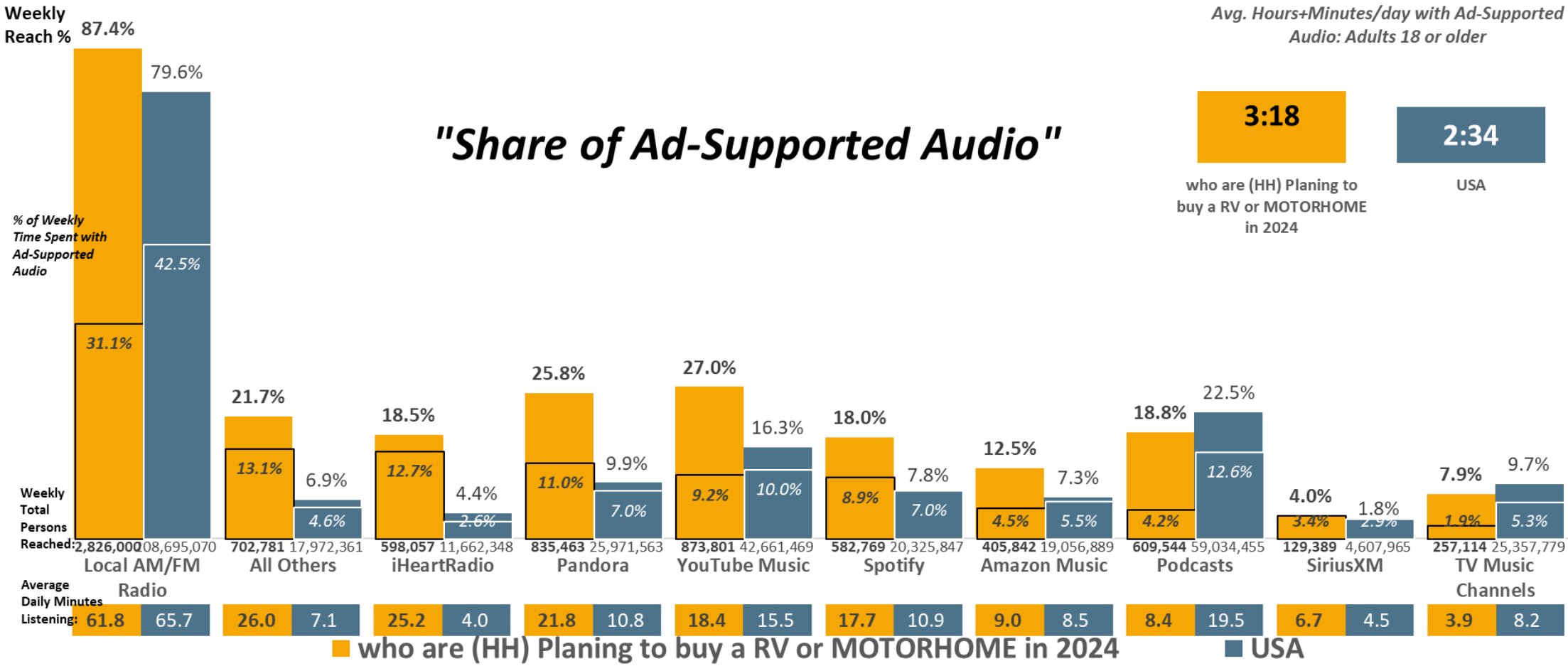
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Items/services HHLD plans to buy in next 12 months (HHLD): Second home



2,826,000 or 87.4% of Adults 18 or older who are (HH) Planing to buy a RV or MOTORHOME in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 31.1% of all time spent daily with Ad-Supported Audio.

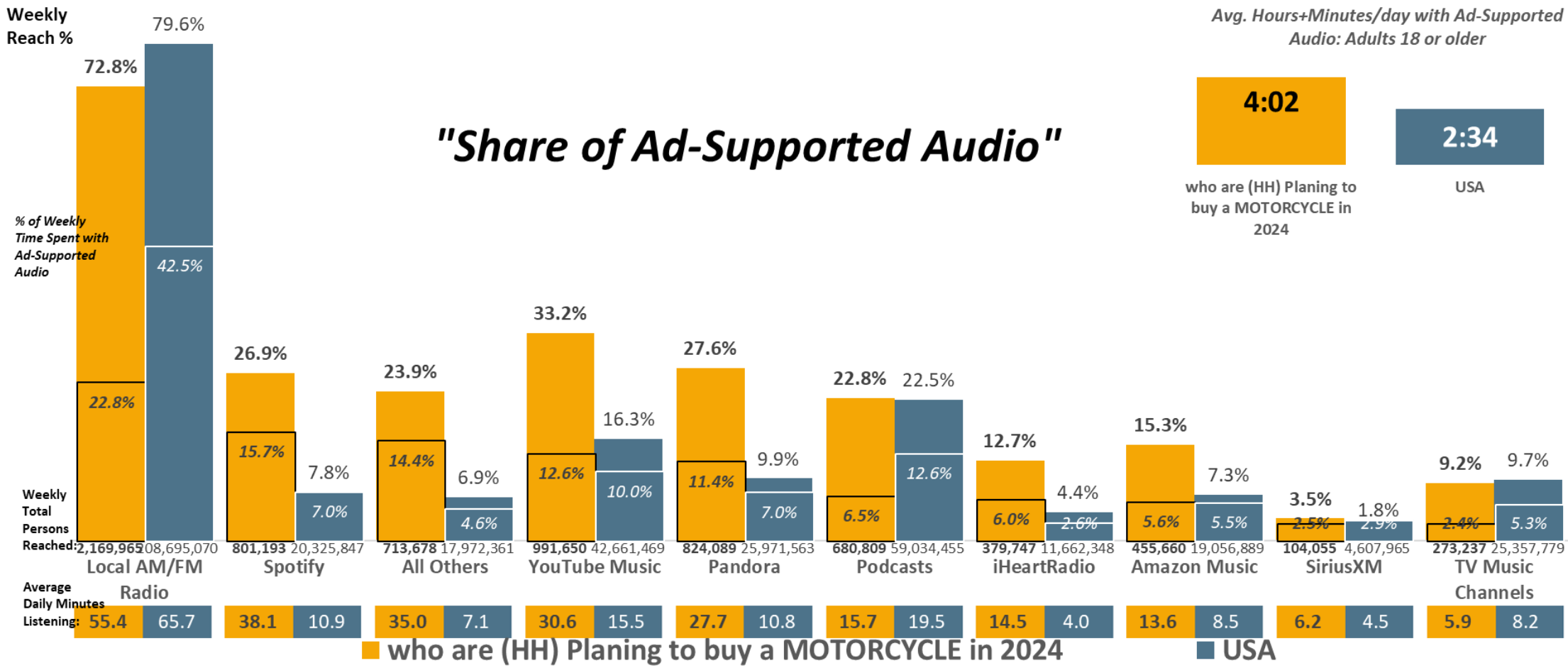


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Items/services HHLD plans to buy in next 12 months (HHLD): RV (motor home)



2,169,965 or 72.8% of Adults 18 or older who are (HH) Planing to buy a MOTORCYCLE in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 55.4 minutes every day representing 22.8% of all time spent daily with Ad-Supported Audio.



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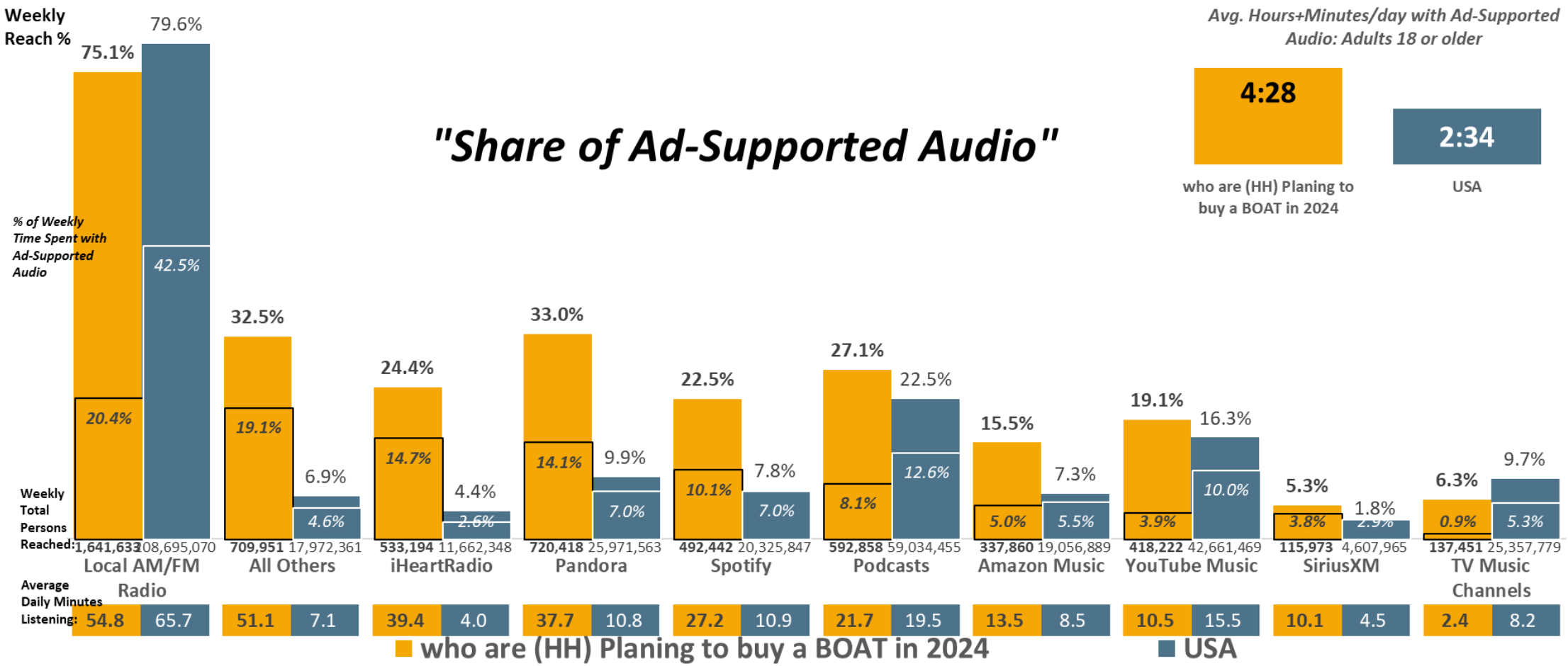
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Items/services HHLD plans to buy in next 12 months (HHLD): Motorcycle



1,641,633 or 75.1% of Adults 18 or older who are (HH) Planing to buy a BOAT in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 54.8 minutes every day representing 20.4% of all time spent daily with Ad-Supported Audio.



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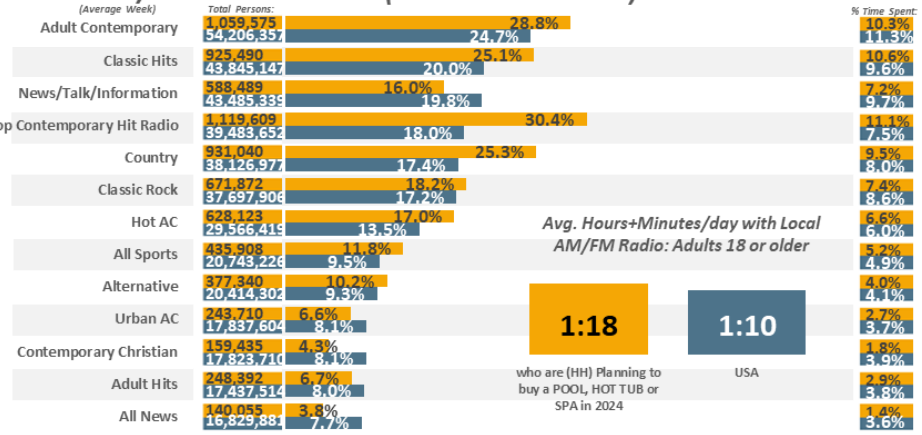
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Items/services HHLD plans to buy in next 12 months (HHLD): Boat

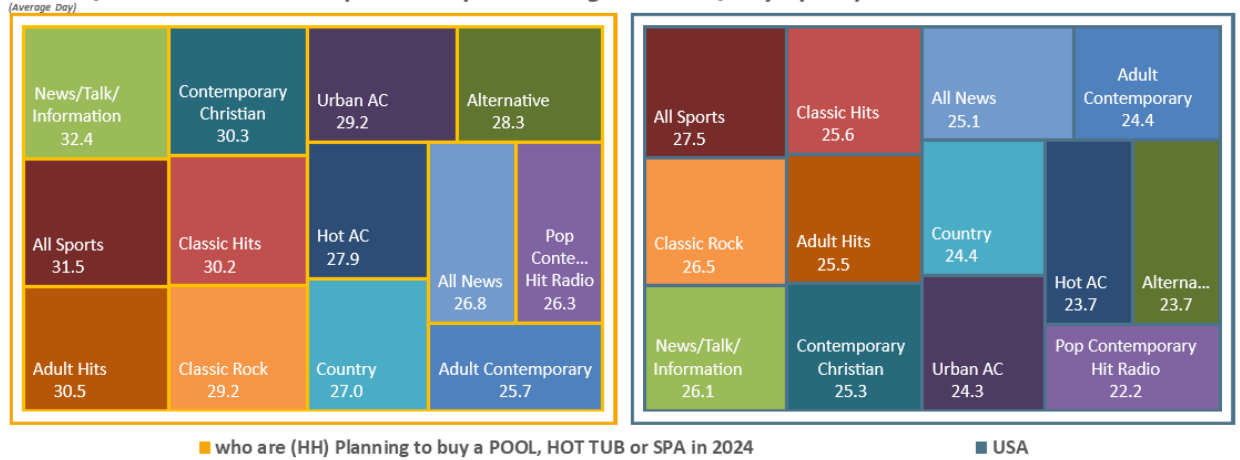


3,462,481 or 83.6% of Adults 18 or older who are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Classic Hits, and Classic Rock.

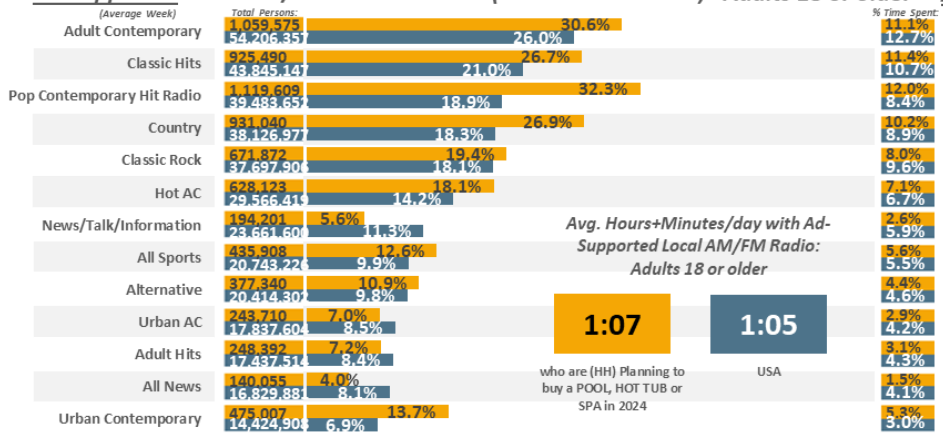
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



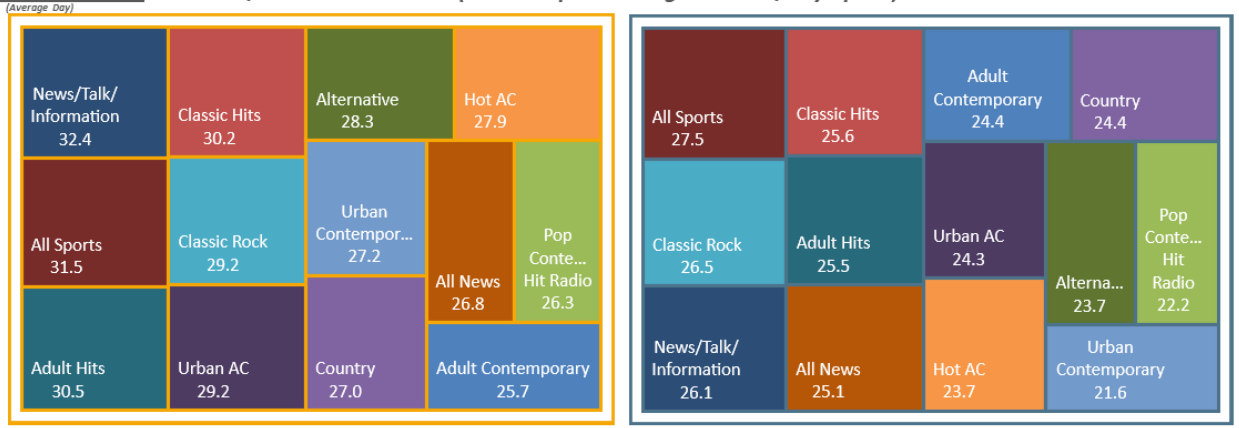
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



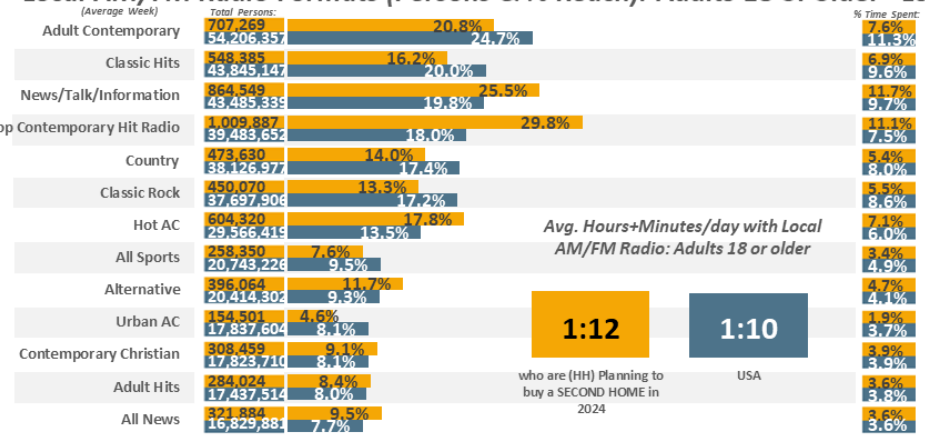
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 964
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Items/services HHLD plans to buy in next 12 months (HHLD): Pool, hot tub, or spa

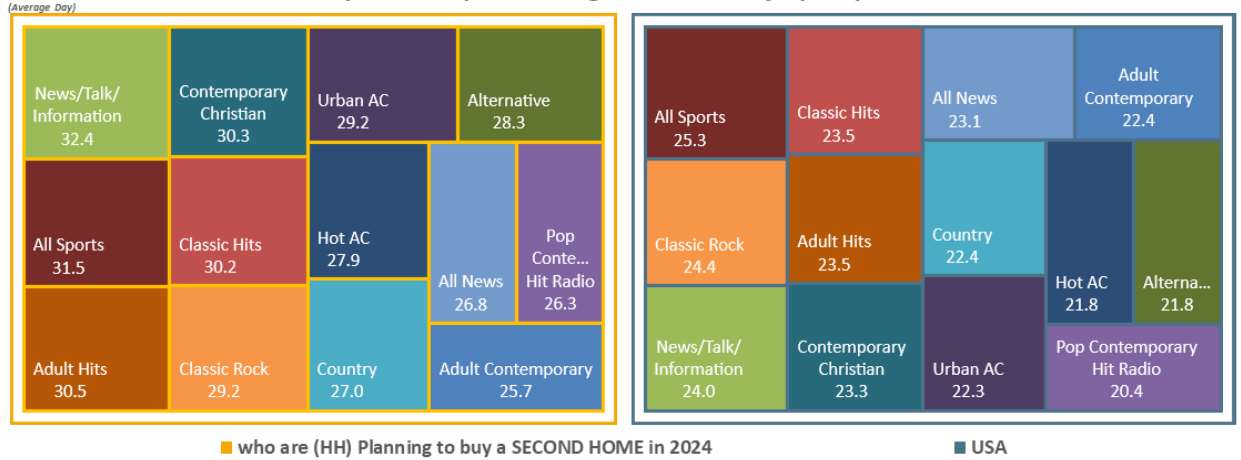


3,136,289 or 85.5% of Adults 18 or older who are (HH) Planning to buy a SECOND HOME in 2024 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, Classic Hits, and Urban Contemporary.

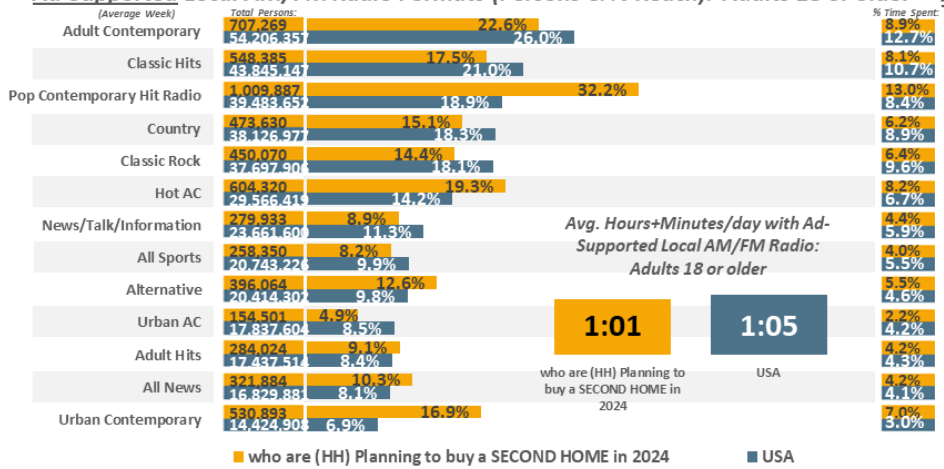
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



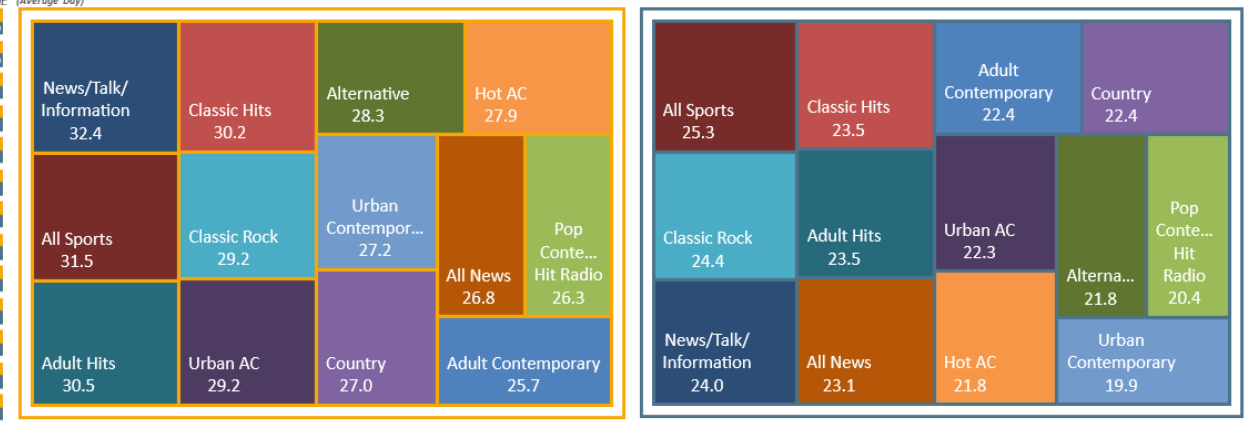
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

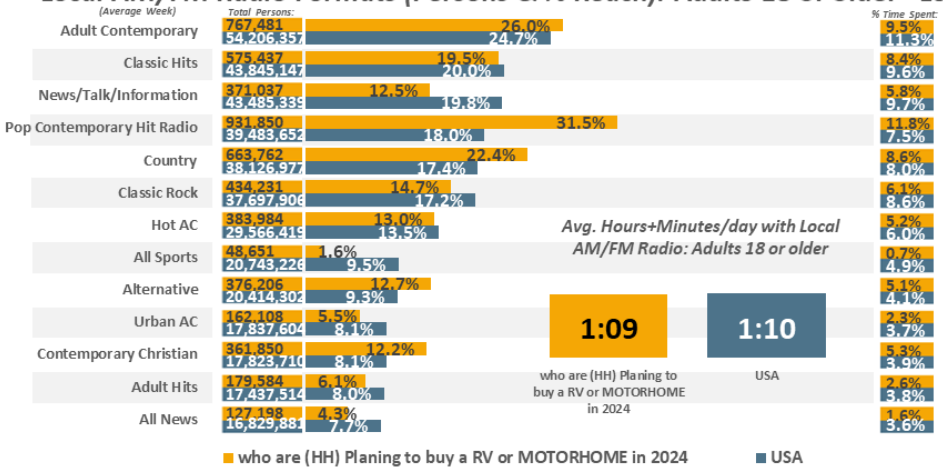
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Items/services HHLD plans to buy in next 12 months (HHLD): Second home

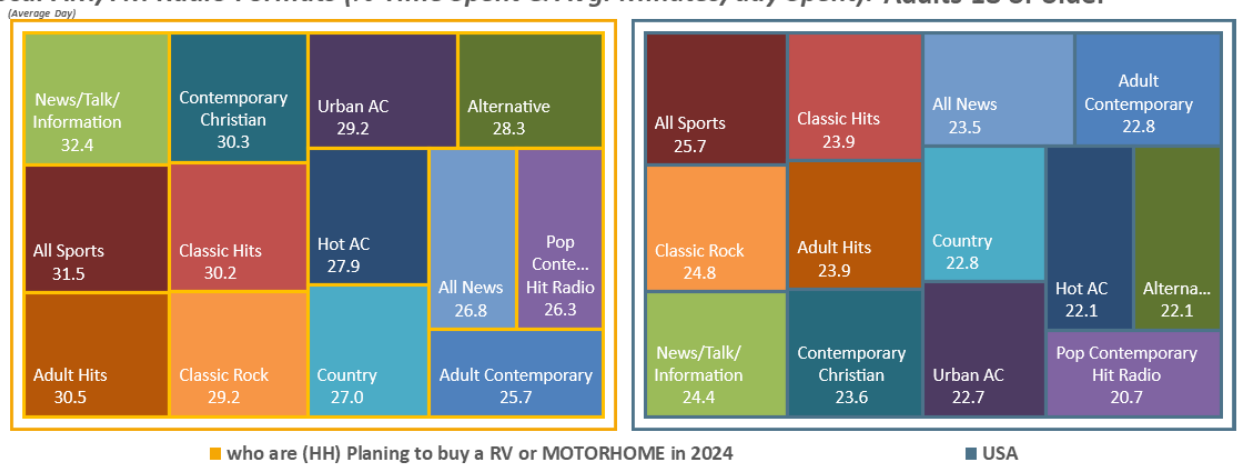


2,826,000 or 87.4% of Adults 18 or older who are (HH) Planing to buy a RV or MOTORHOME in 2024 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Classic Hits, and Mexican Regional.

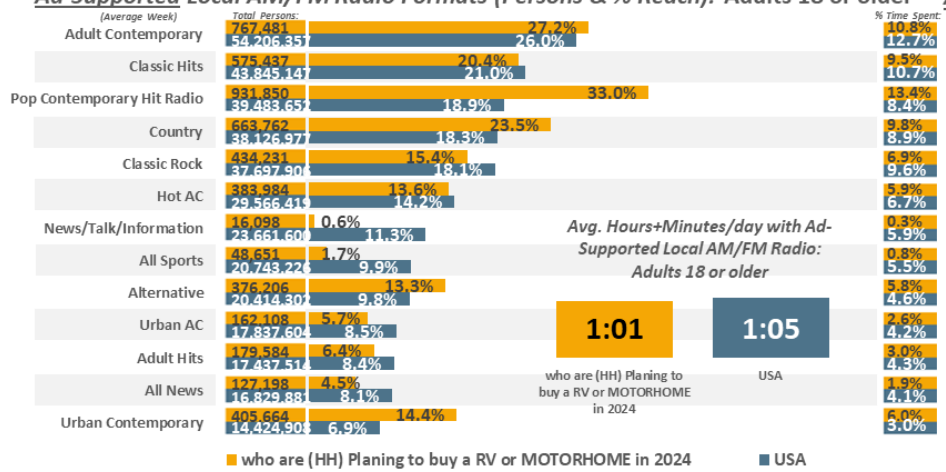
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



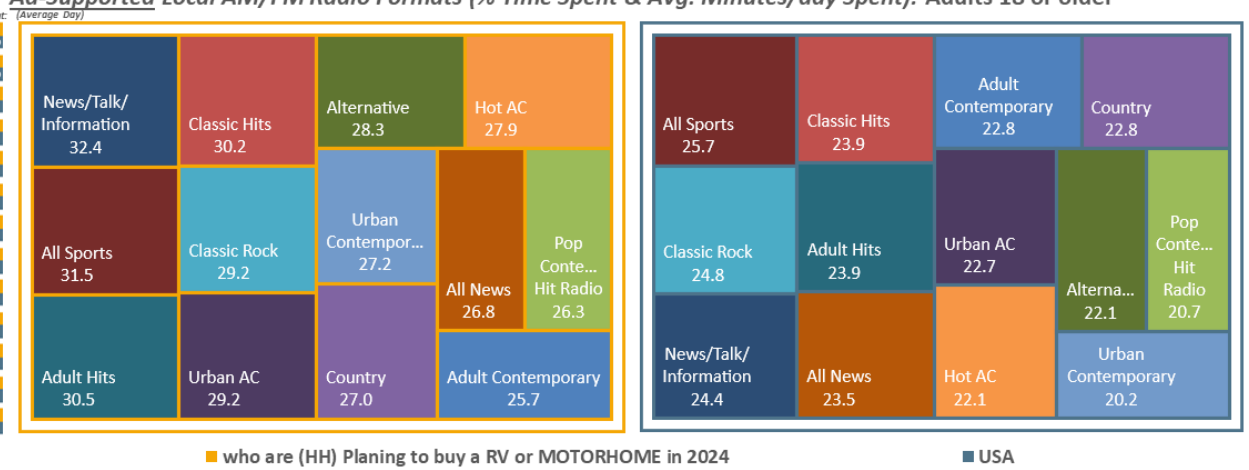
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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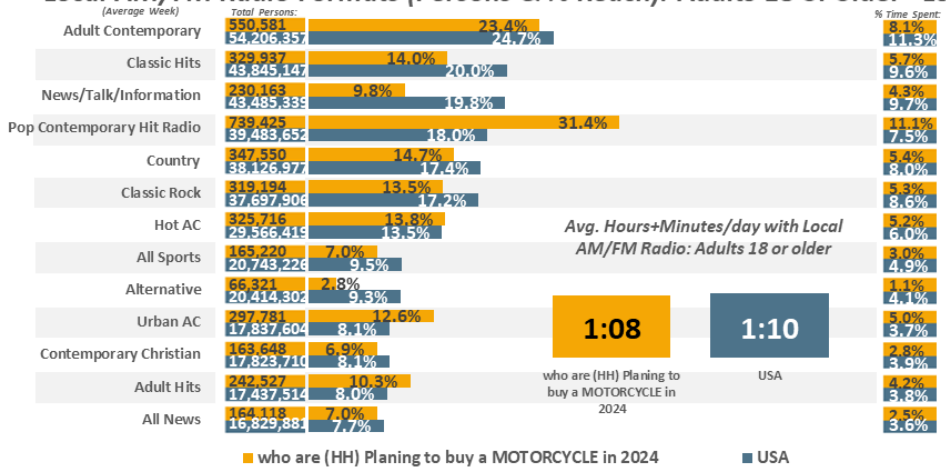
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Items/services HHLD plans to buy in next 12 months (HHLD): RV (motor home)

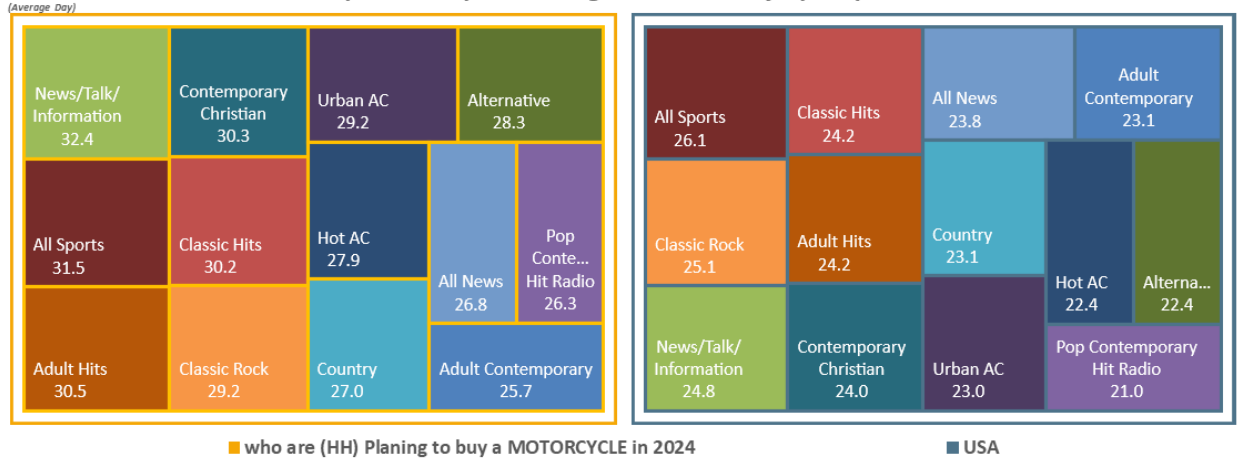


2,169,965 or 72.8% of Adults 18 or older who are (HH) Planing to buy a MOTORCYCLE in 2024 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Spanish Contemporary, Urban Contemporary, Mexican Regional, and Adult Con

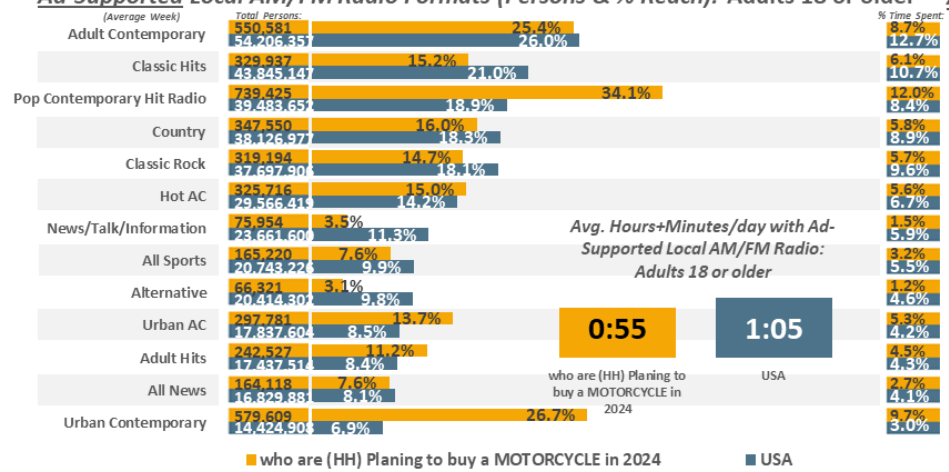
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



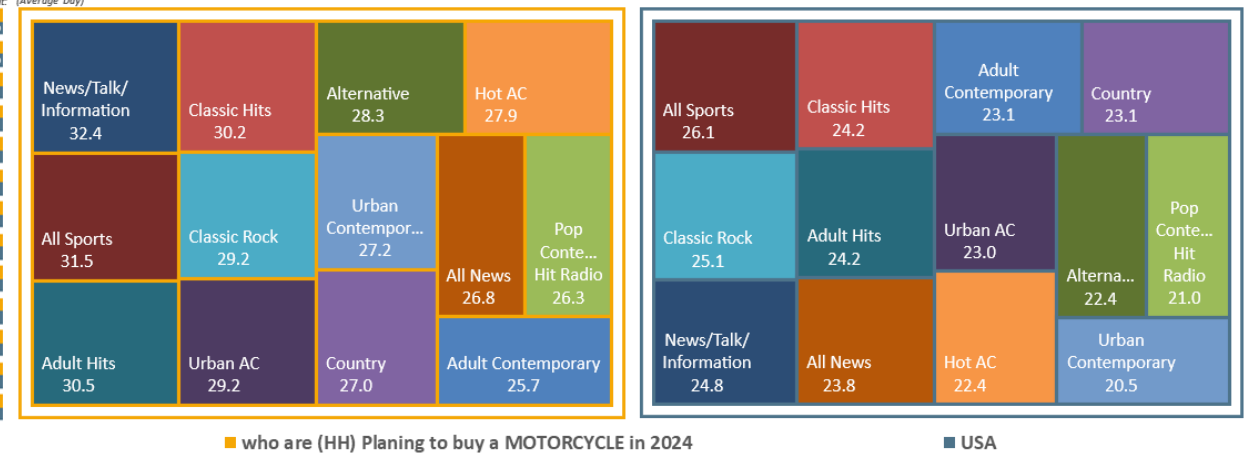
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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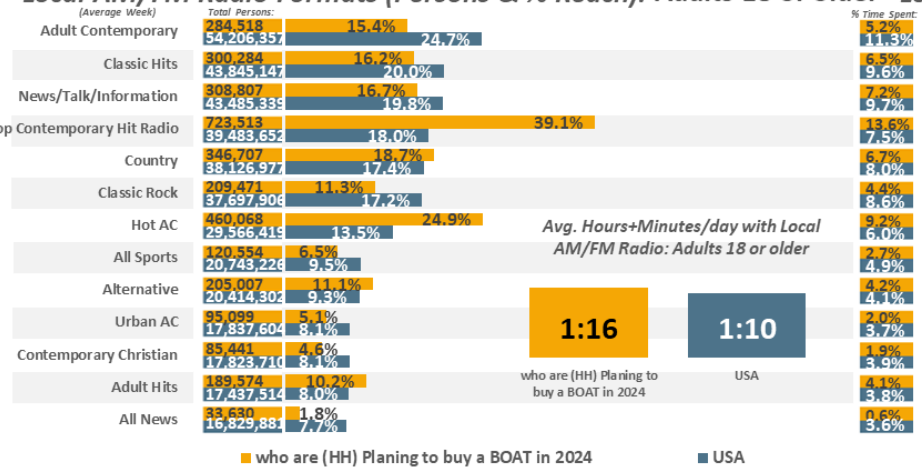
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Items/services HHLD plans to buy in next 12 months (HHLD): Motorcycle

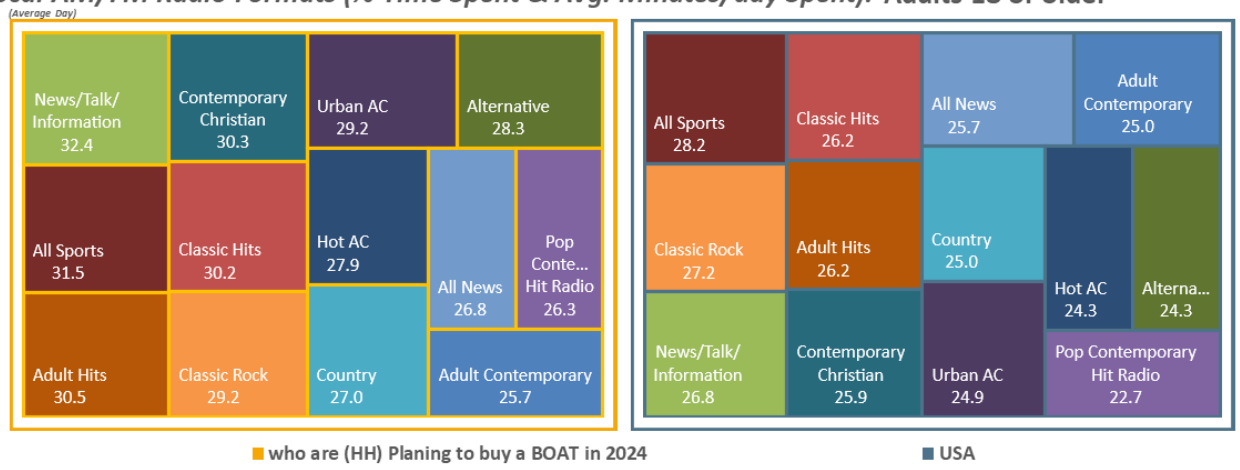
BOAT

1,641,633 or 75.1% of Adults 18 or older who are (HH) Planing to buy a BOAT in 2024 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Mexican Regional, Urban Contemporary, and Country.

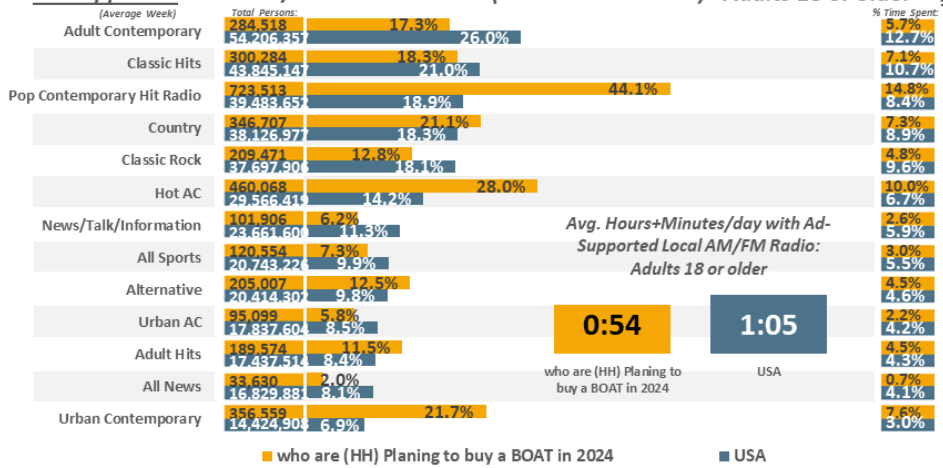
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



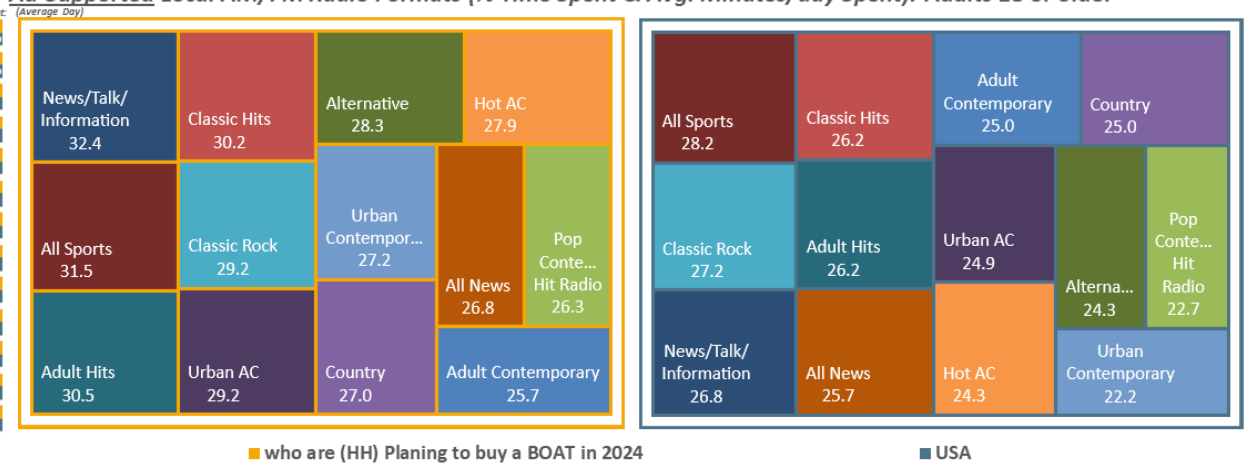
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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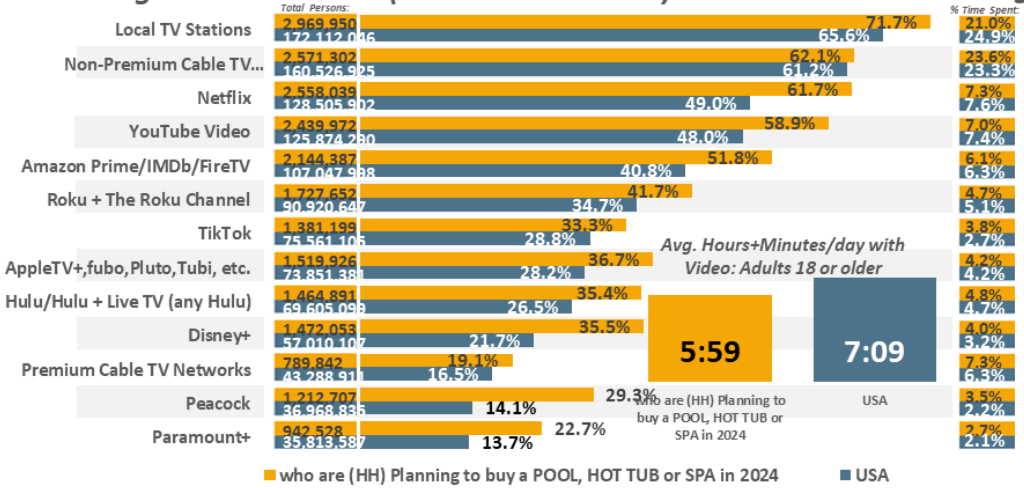
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Items/services HHLD plans to buy in next 12 months (HHLD): Boat

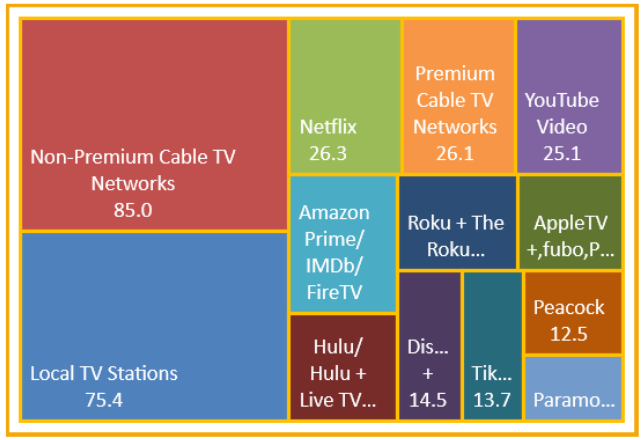


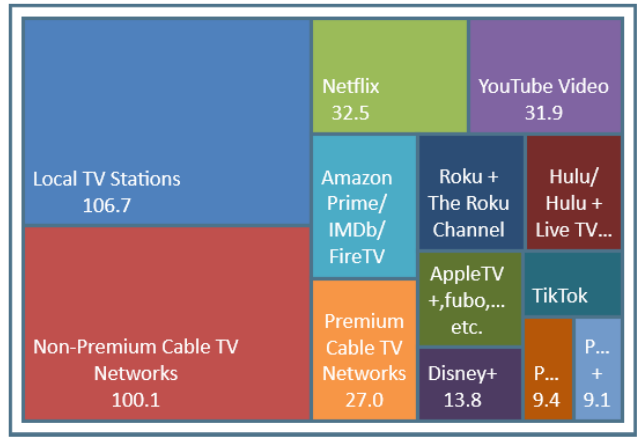
2,881,212 or 69.5% of Adults 18 or older who are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024 watch Ad-Supported Local TV Stations for an average of 68.1 minutes every day representing 23.9% of all time spent daily with Ad-Supported Video.

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



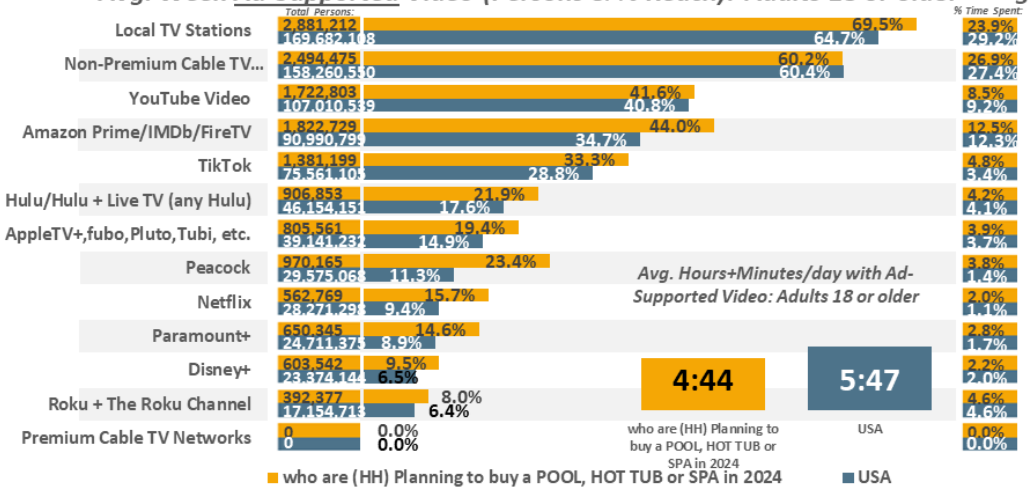
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



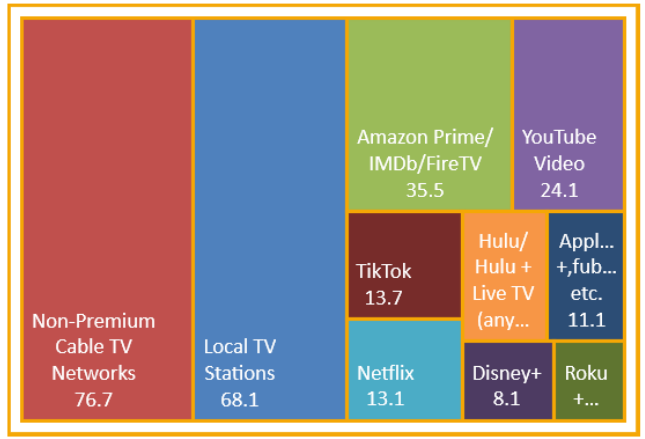


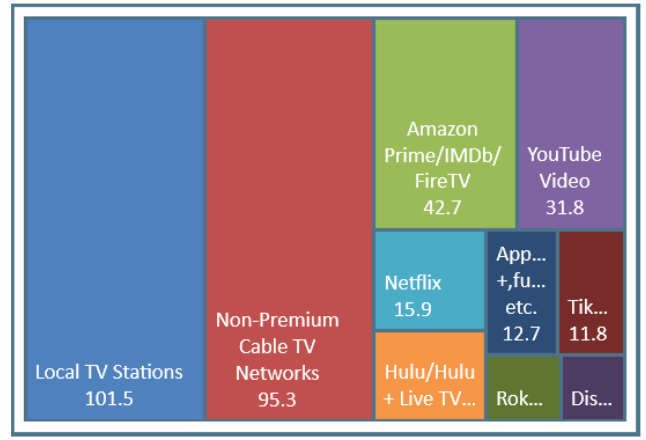
who are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024 ■ USA

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 are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024 ■ USA

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

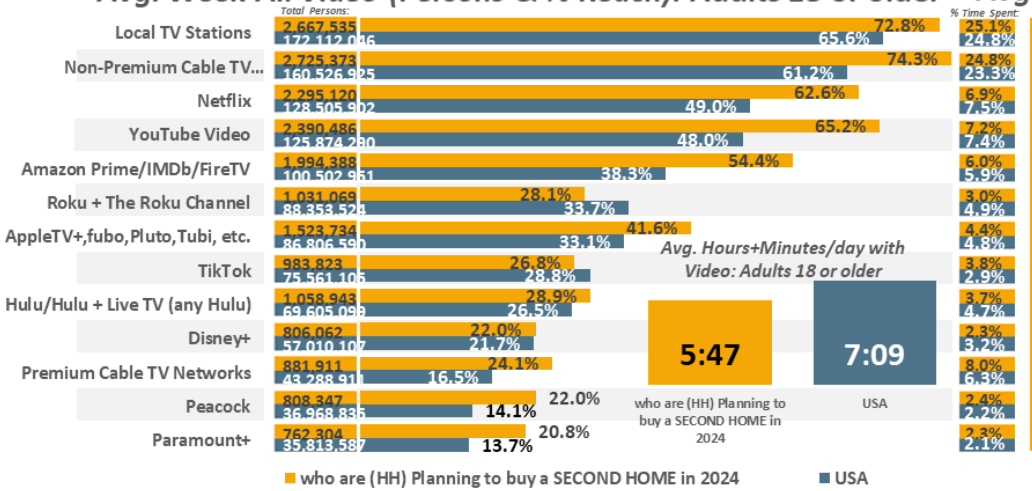
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Items/services HHLD plans to buy in next 12 months (HHLD): Pool, hot tub, or spa

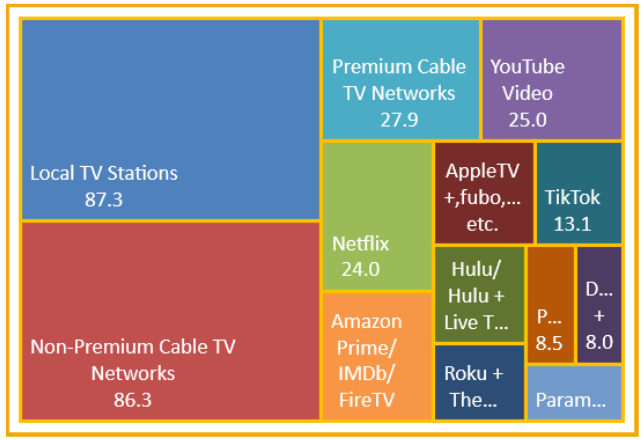


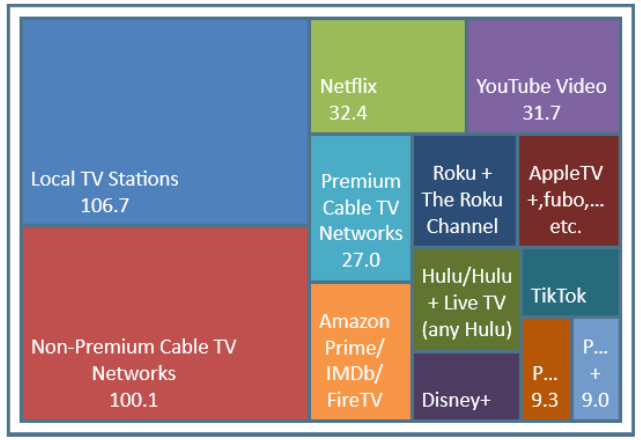
2,594,770 or 70.8% of Adults 18 or older who are (HH) Planning to buy a SECOND HOME in 2024 watch Ad-Supported Local TV Stations for an average of 78.7 minutes every day representing 27.4% of all time spent daily with Ad-Supported Video.

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

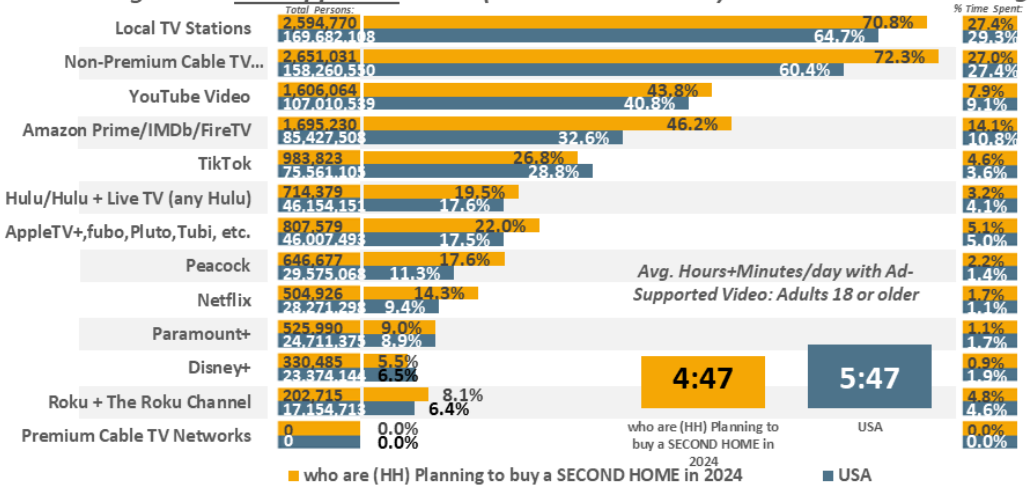


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

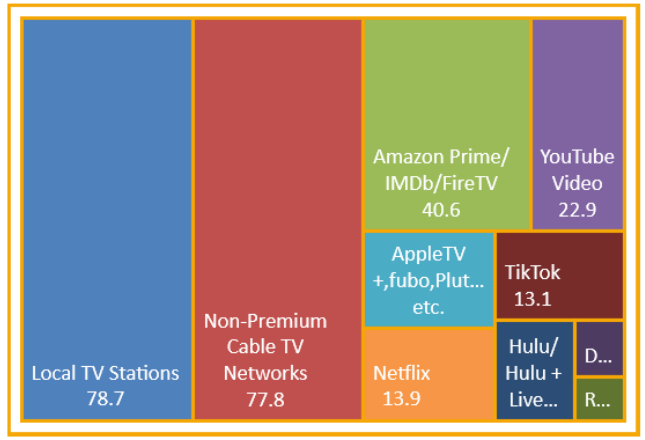


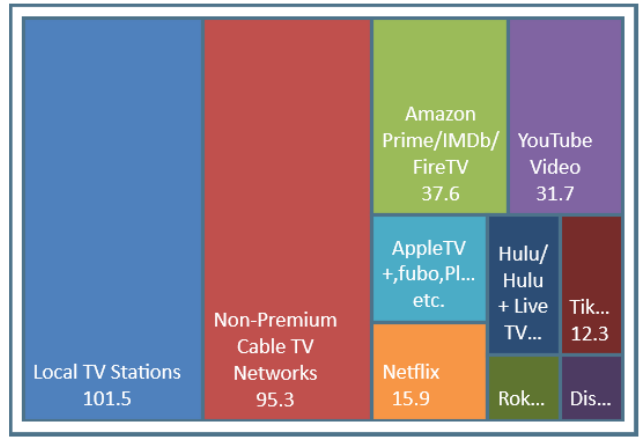


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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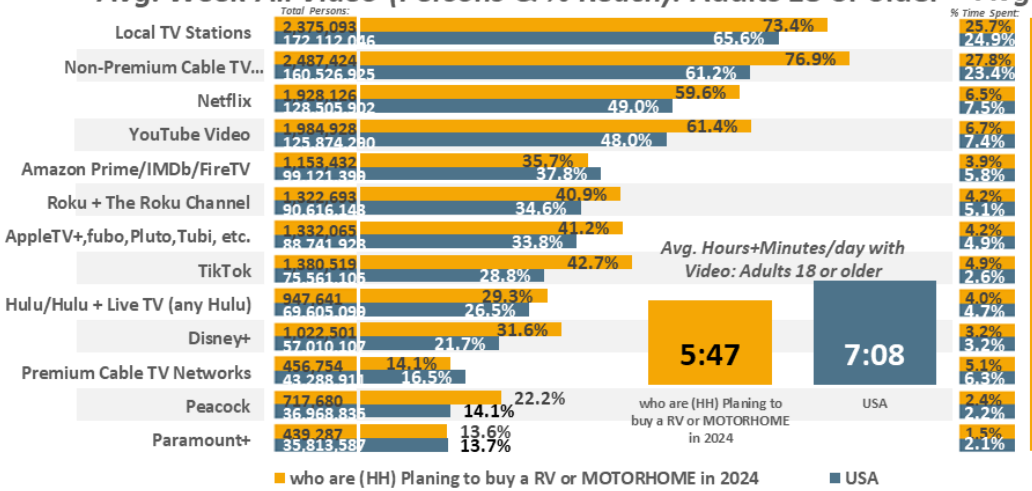
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Items/services HHLD plans to buy in next 12 months (HHLD): Second home

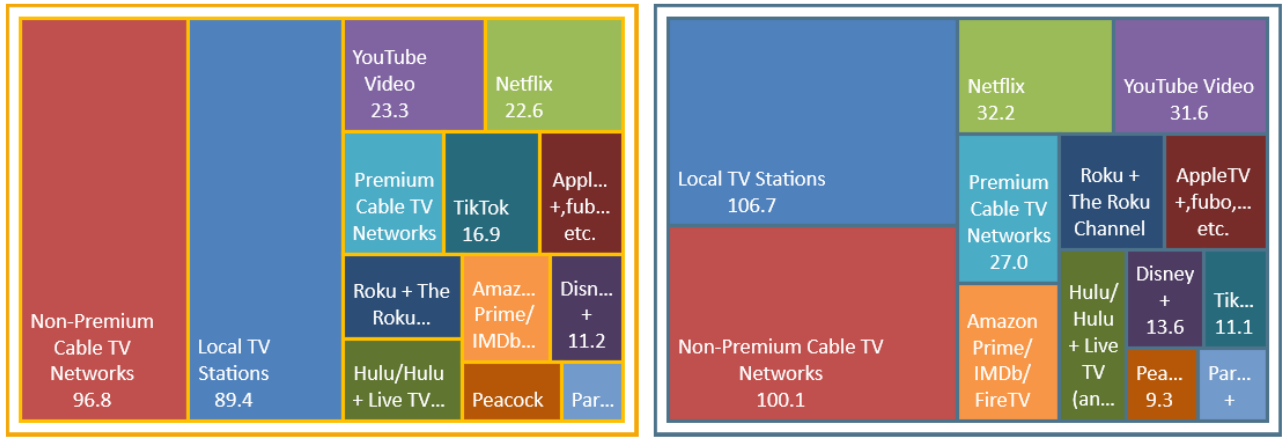


2,314,082 or 71.5% of Adults 18 or older who are (HH) Planing to buy a RV or MOTORHOME in 2024 watch Ad-Supported Local TV Stations for an average of 77.7 minutes every day representing 27.1% of all time spent daily with Ad-Supported Video.

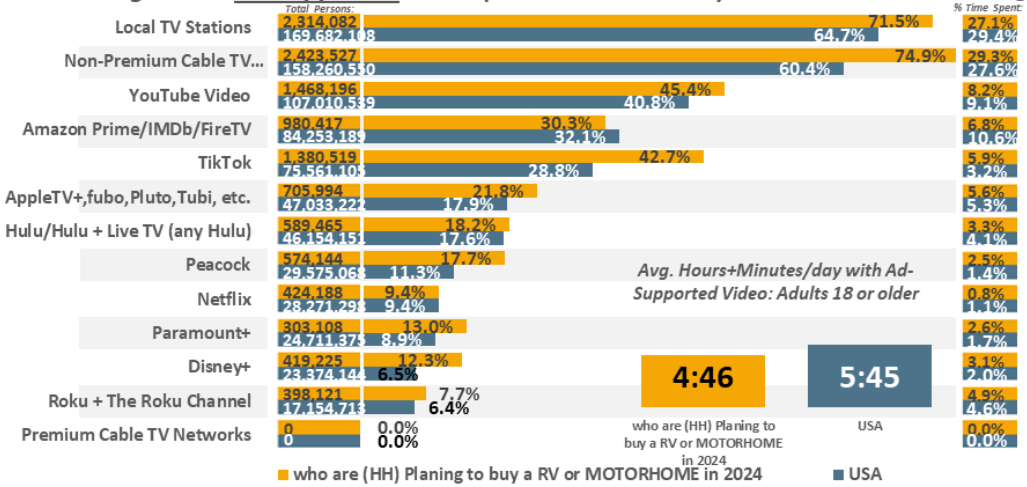
Avg. Week All Video (Persons & % Reach): Adults 18 or older



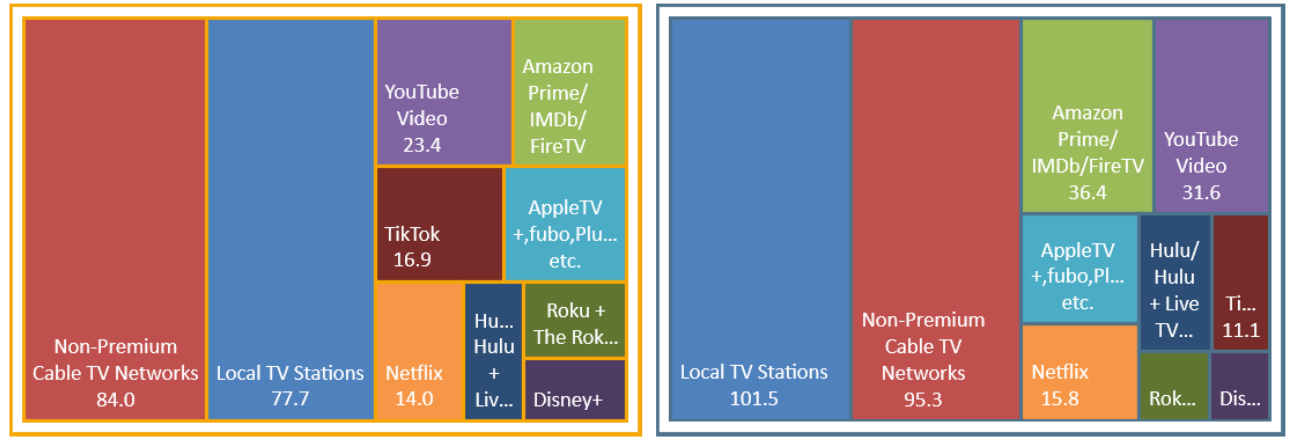
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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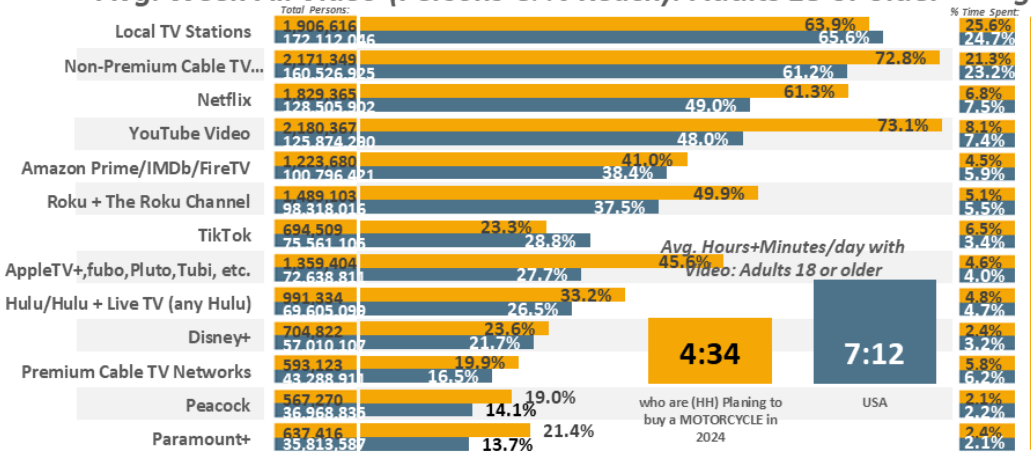
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Items/services HHLD plans to buy in next 12 months (HHLD): RV (motor home)

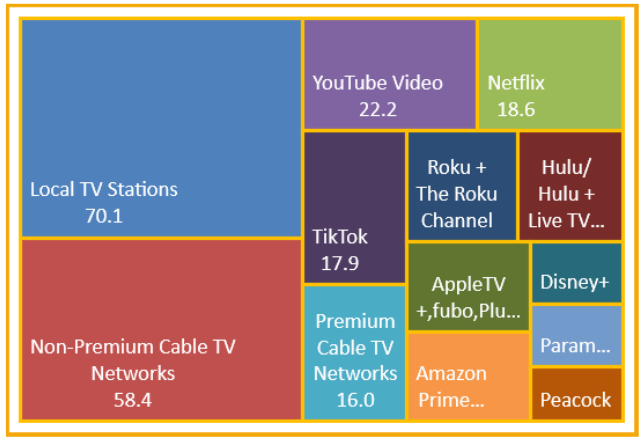


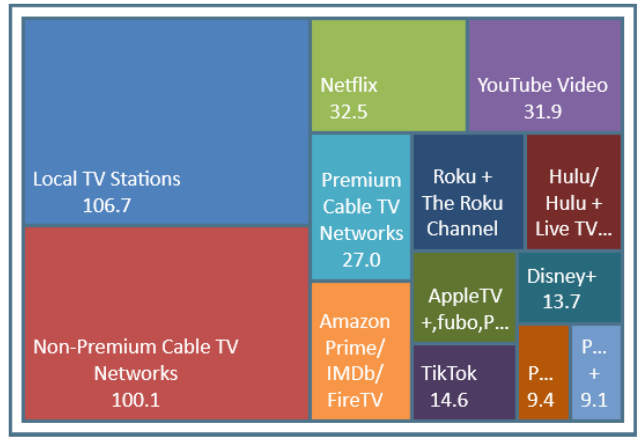
1,823,550 or 61.1% of Adults 18 or older who are (HH) Planing to buy a MOTORCYCLE in 2024 watch Ad-Supported Local TV Stations for an average of 60.5 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.

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

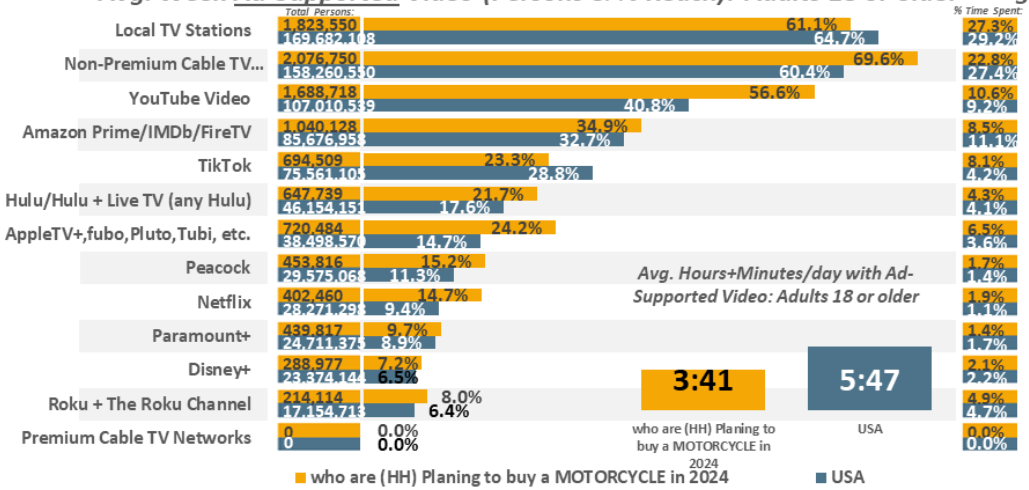


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

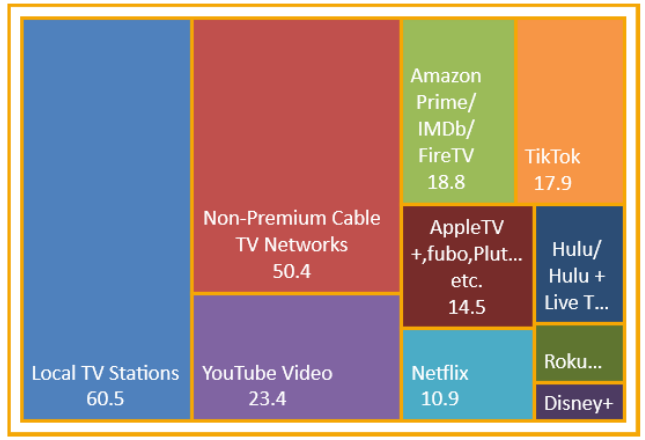


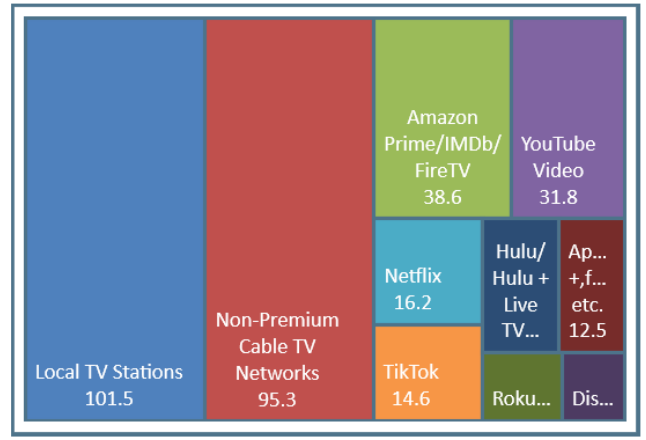


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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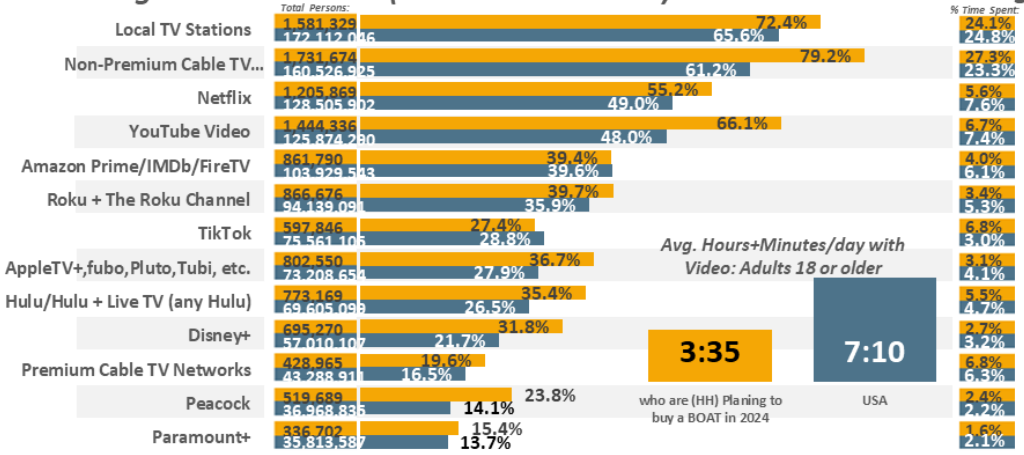
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Items/services HHLD plans to buy in next 12 months (HHLD): Motorcycle

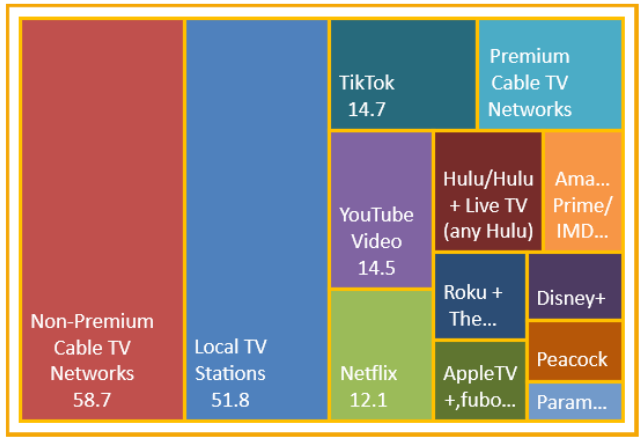


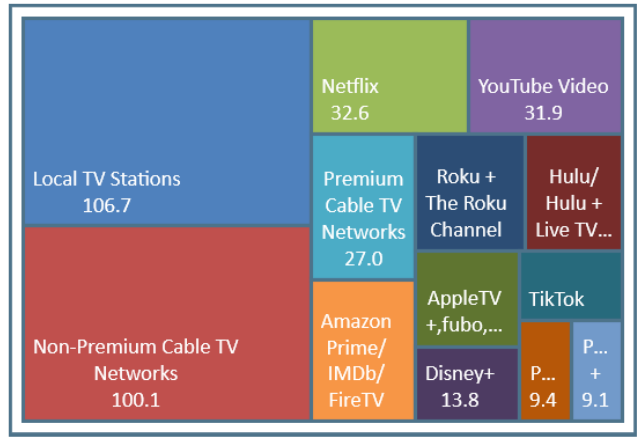
1,505,363 or 68.9% of Adults 18 or older who are (HH) Planing to buy a BOAT in 2024 watch Ad-Supported Local TV Stations for an average of 43.6 minutes every day representing 24.2% of all time spent daily with Ad-Supported Video.

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

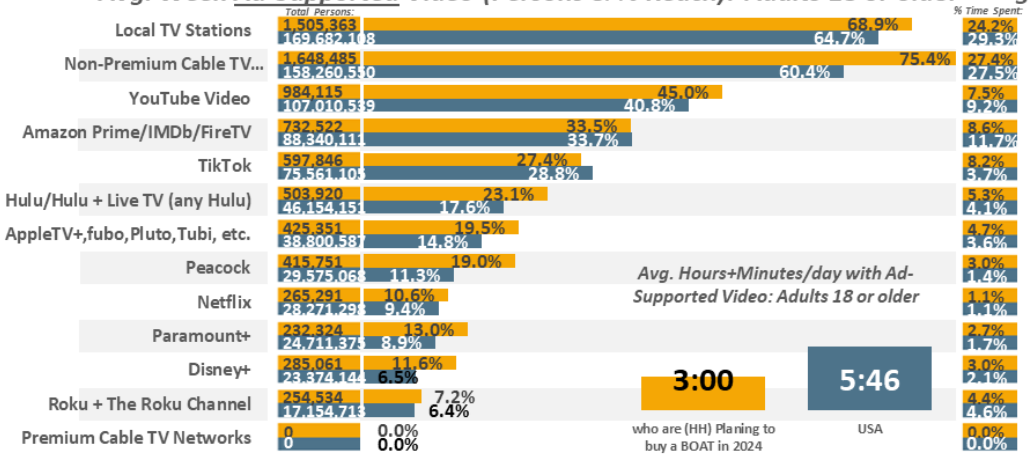


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

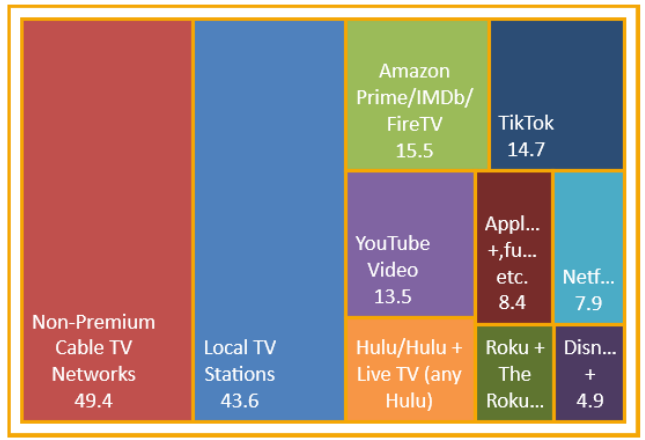


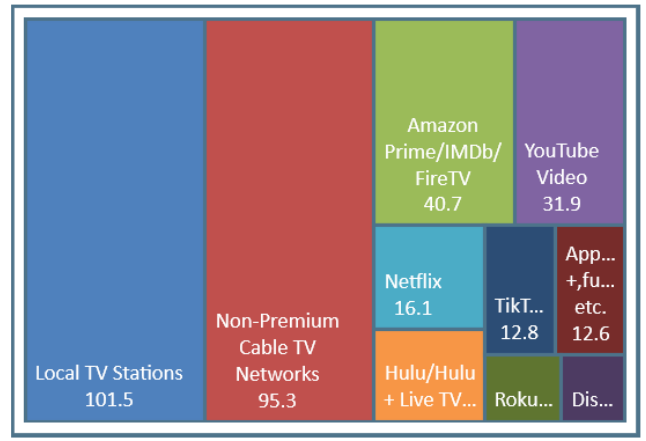


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 964

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

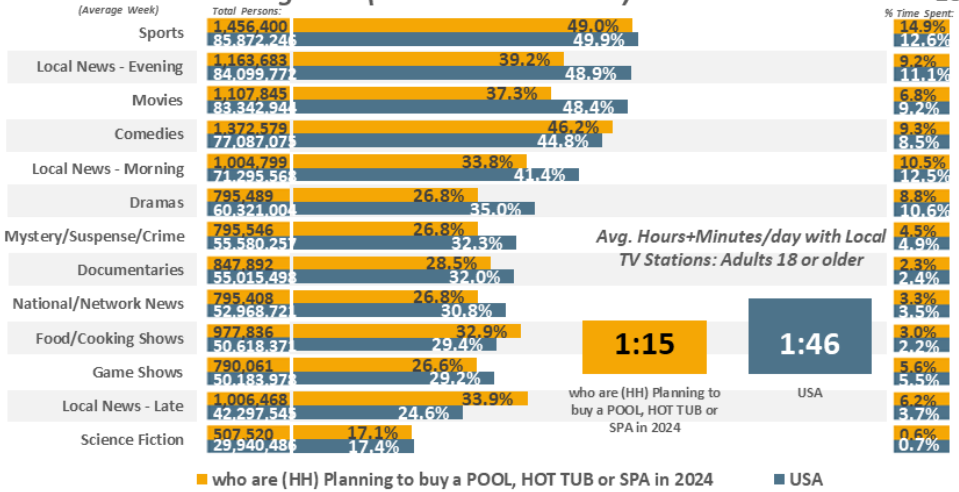
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Items/services HHLD plans to buy in next 12 months (HHLD): Boat

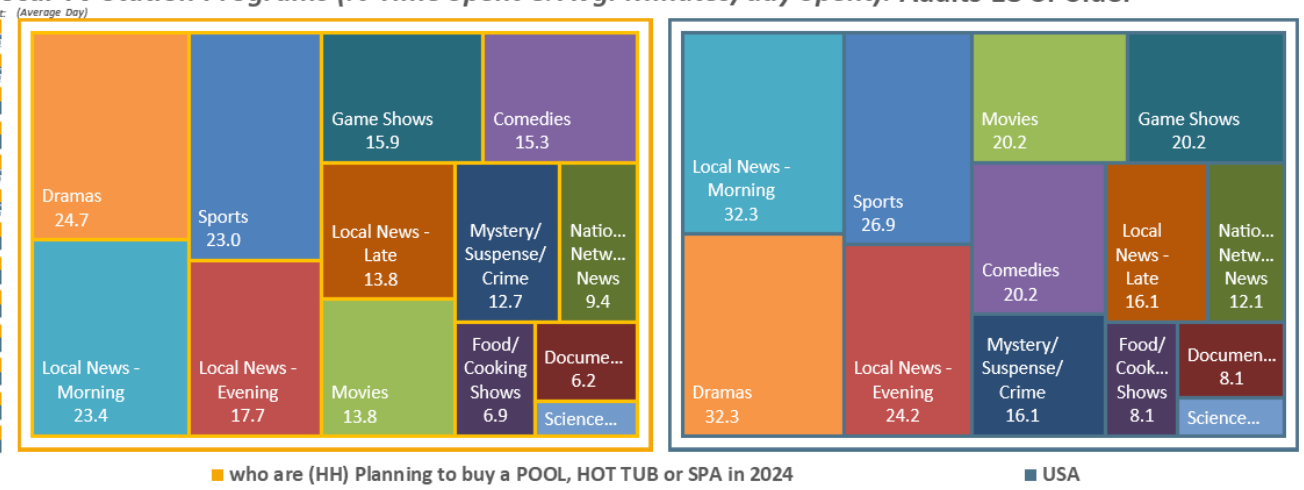


2,881,212 or 69.5% of Adults 18 or older who are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024 watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Local News - Late, and Local News - Morning.

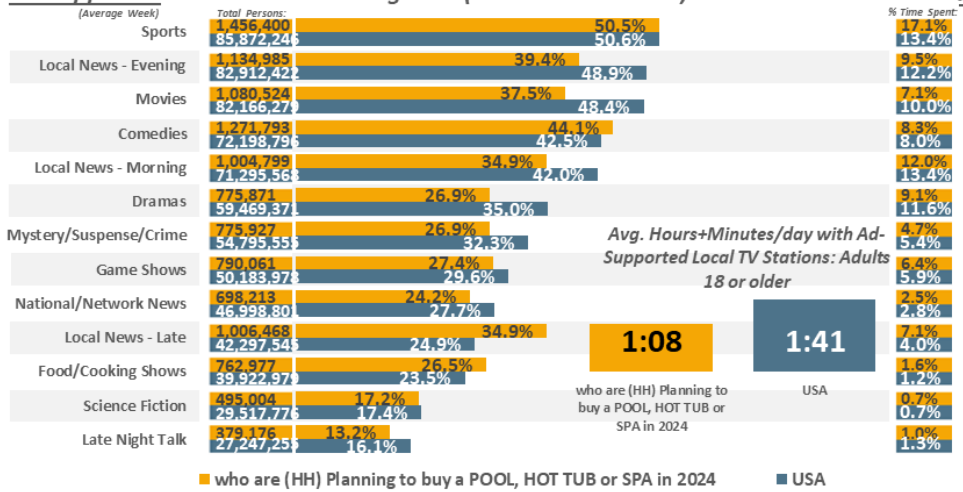
Local TV Station Programs (Persons & % Reach): Adults 18 or older



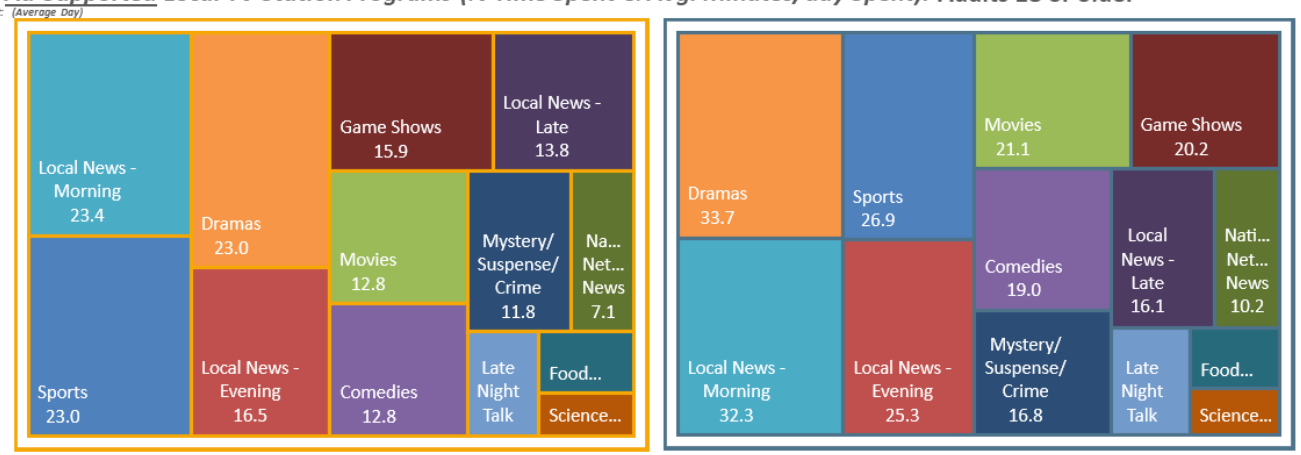
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 964

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

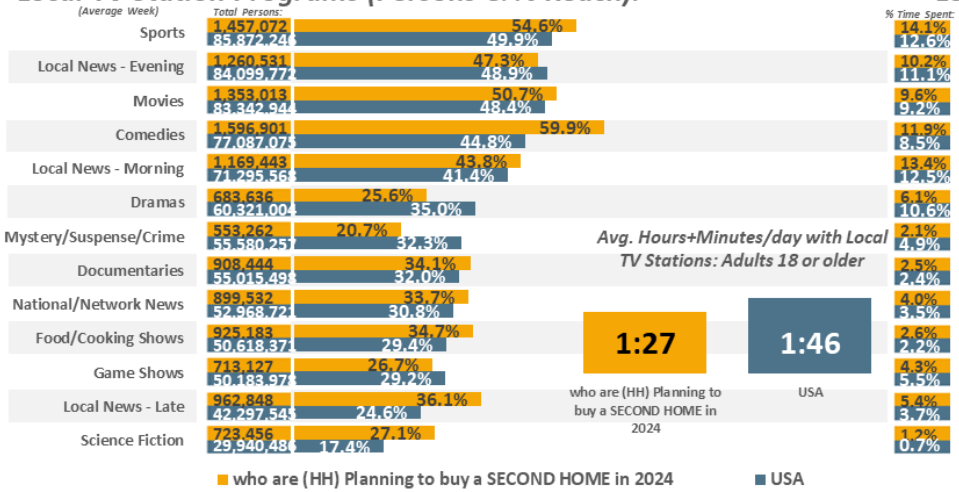
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Items/services HHLD plans to buy in next 12 months (HHLD): Pool, hot tub, or spa

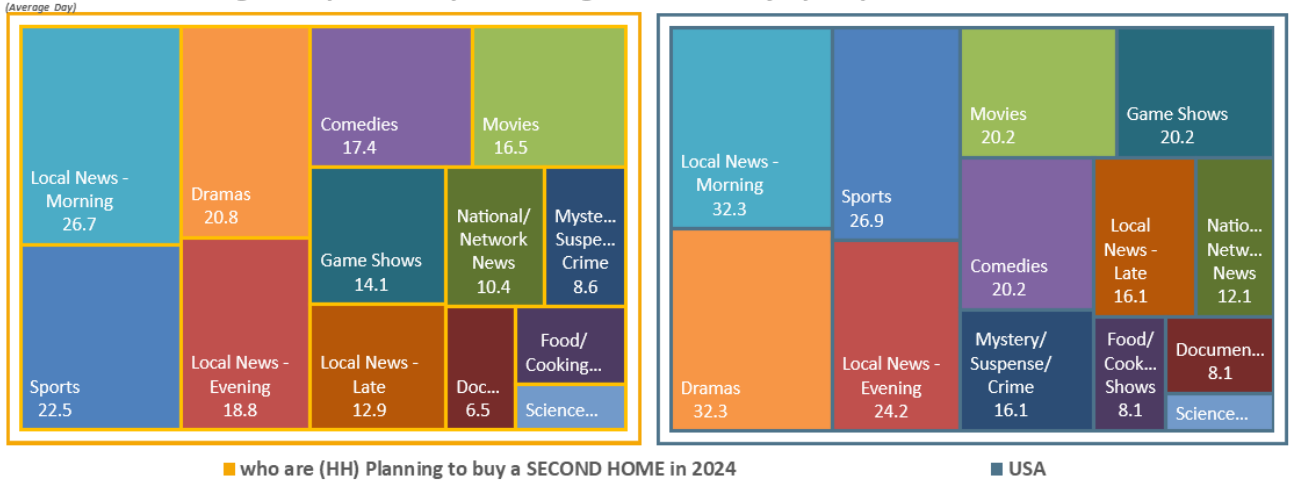


2,594,770 or 70.8% of Adults 18 or older who are (HH) Planning to buy a SECOND HOME in 2024 watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Movies, Local News - Evening, Local News - Morning, and Local News - Late.

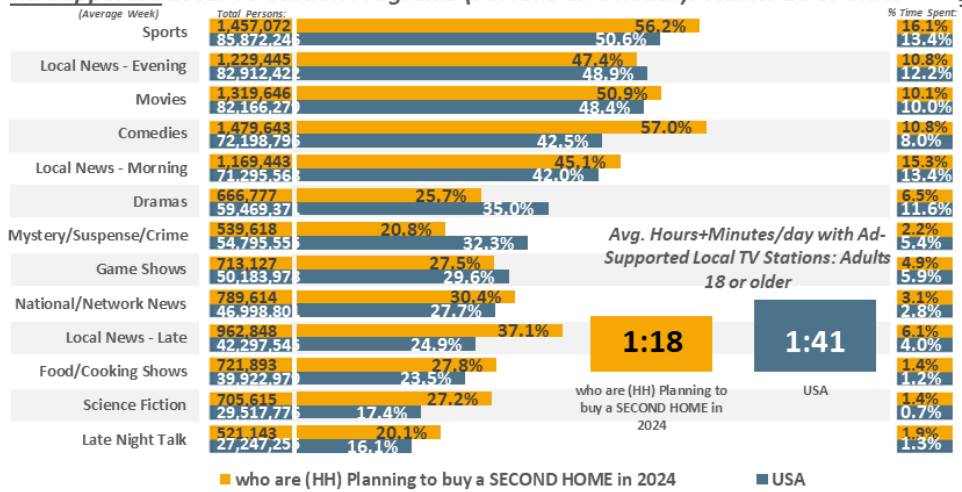
Local TV Station Programs (Persons & % Reach): Adults 18 or older



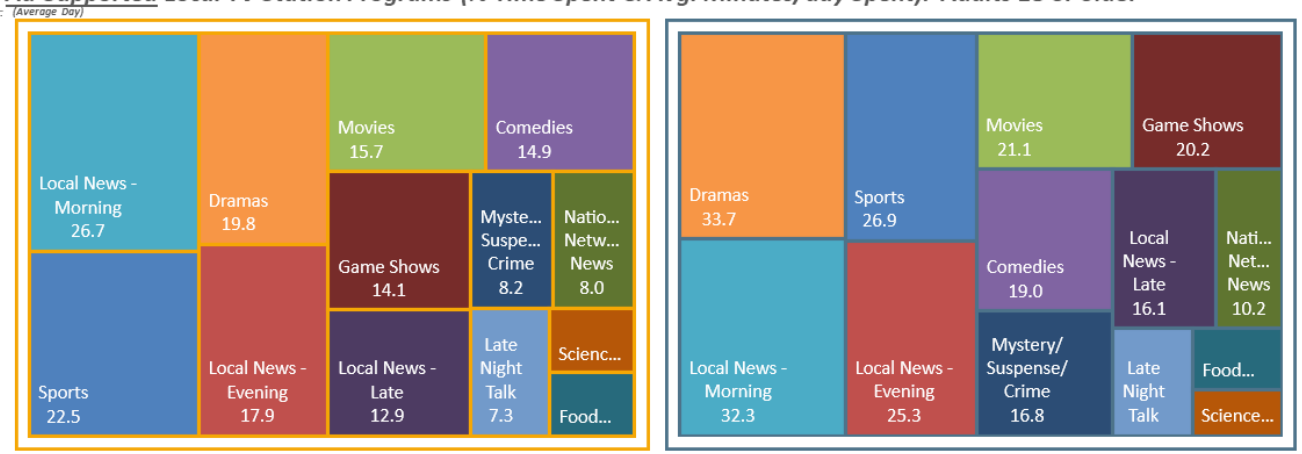
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

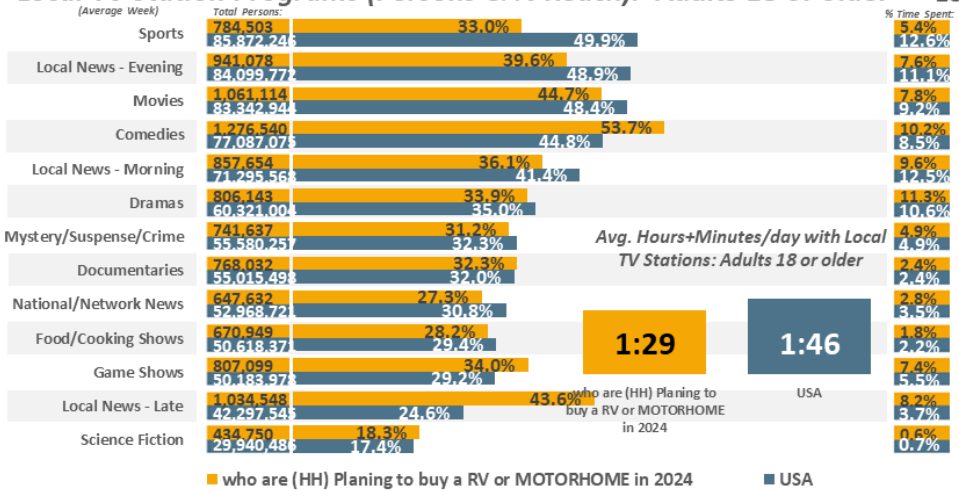
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Items/services HHLD plans to buy in next 12 months (HHLD): Second home

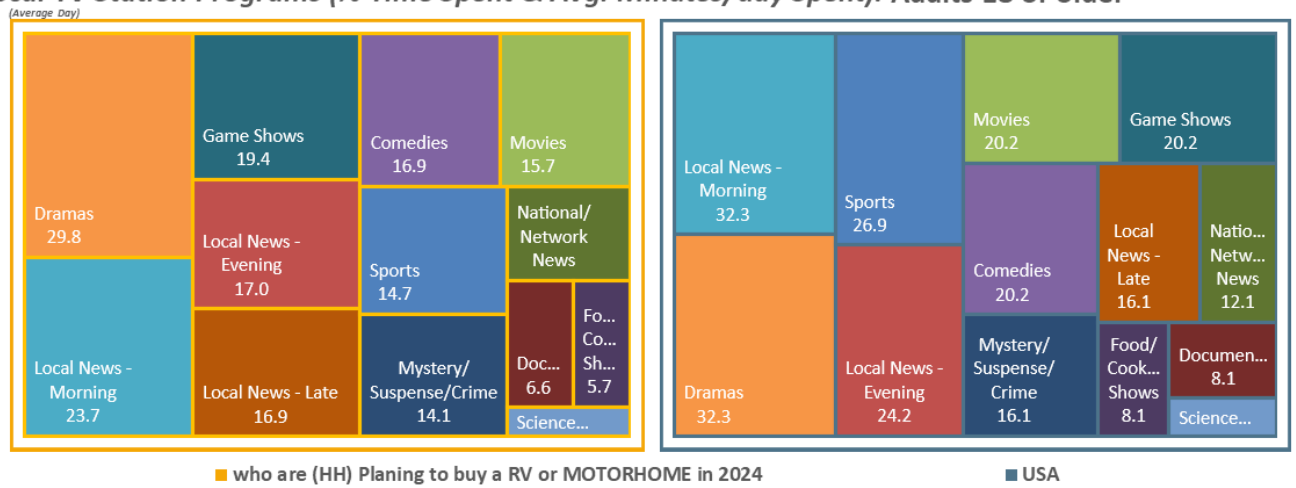


2,314,082 or 71.5% of Adults 18 or older who are (HH) Planing to buy a RV or MOTORHOME in 2024 watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Movies, Local News - Late, Local News - Evening, Local News - Morning, and Game Shows.

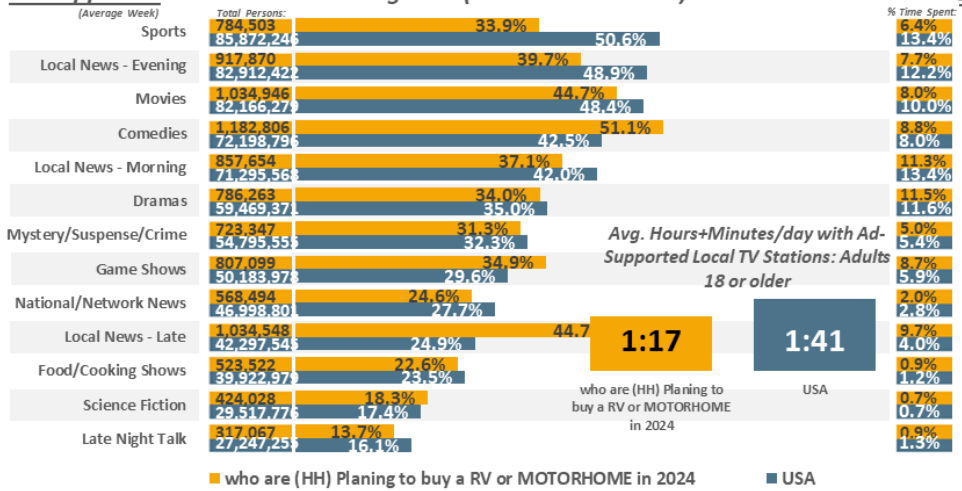
Local TV Station Programs (Persons & % Reach): Adults 18 or older



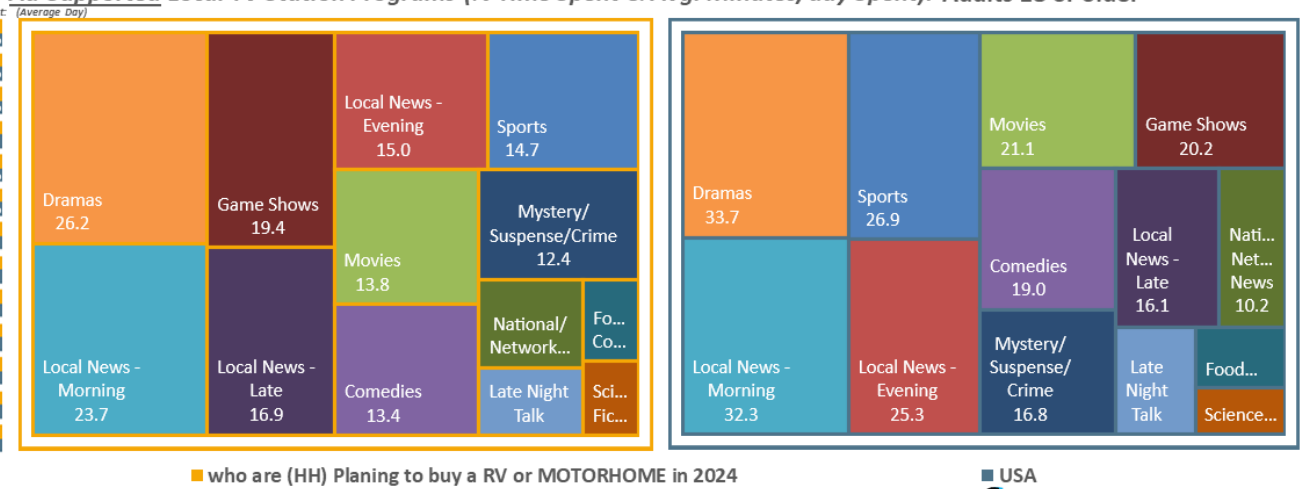
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

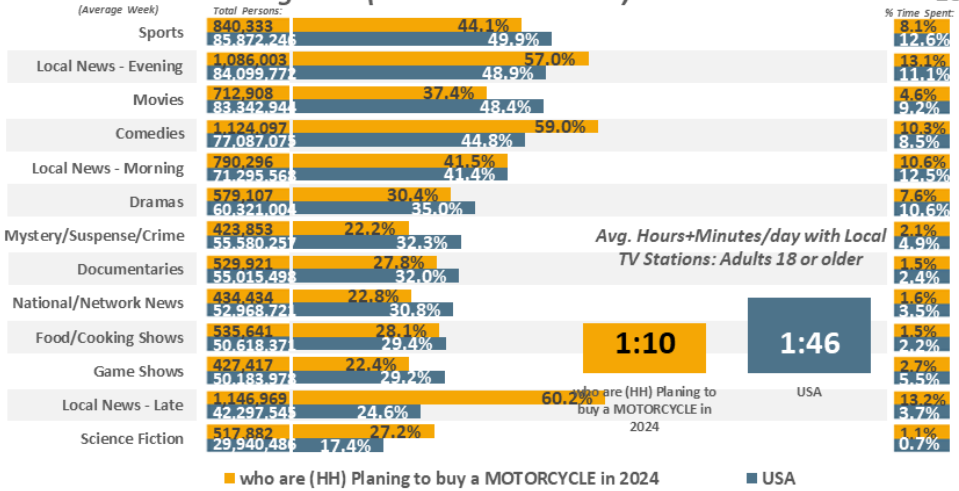
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Items/services HHLD plans to buy in next 12 months (HHLD): RV (motor home)

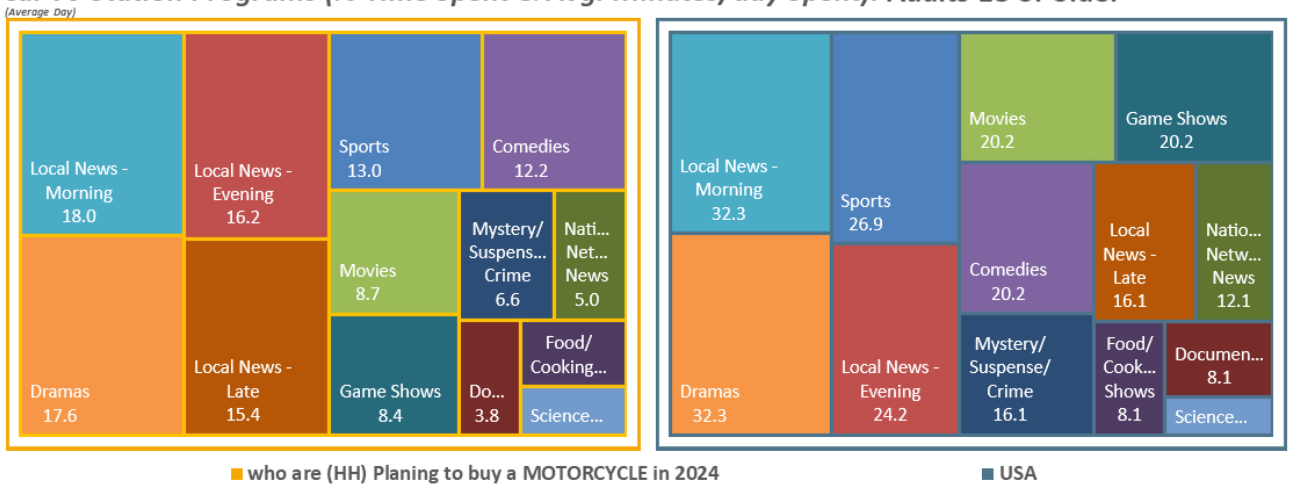


1,823,550 or 61.1% of Adults 18 or older who are (HH) Planing to buy a MOTORCYCLE in 2024 watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Late, Local News - Evening, Comedies, Sports, Local News - Morning, and Movies.

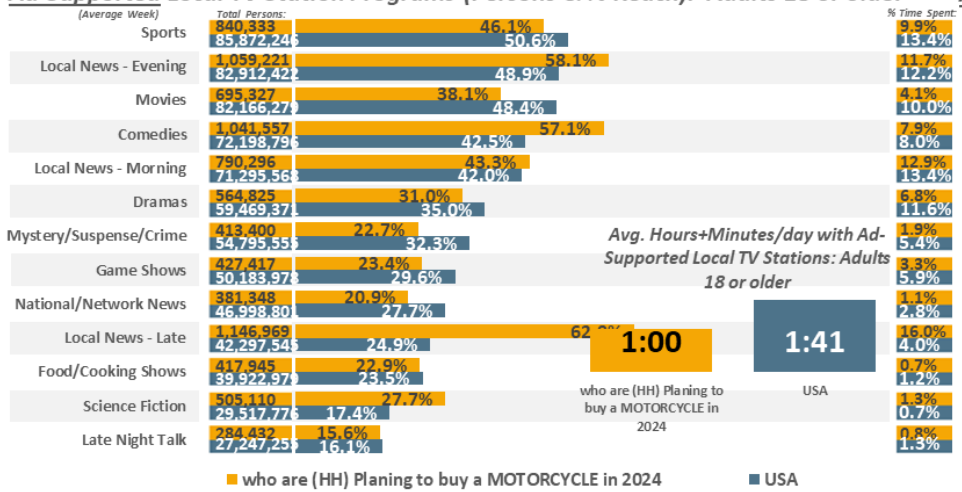
Local TV Station Programs (Persons & % Reach): Adults 18 or older



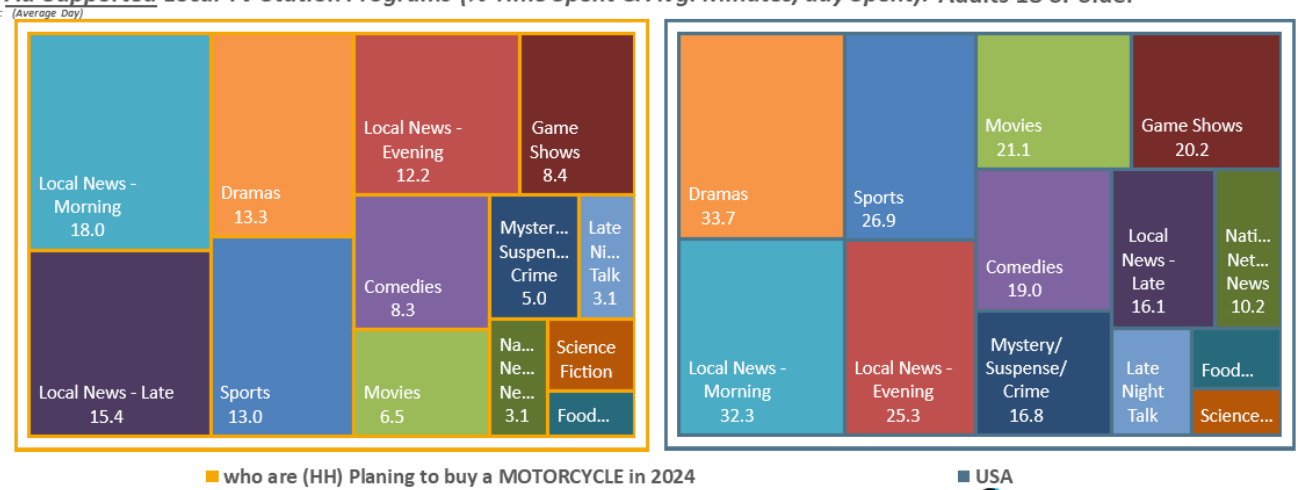
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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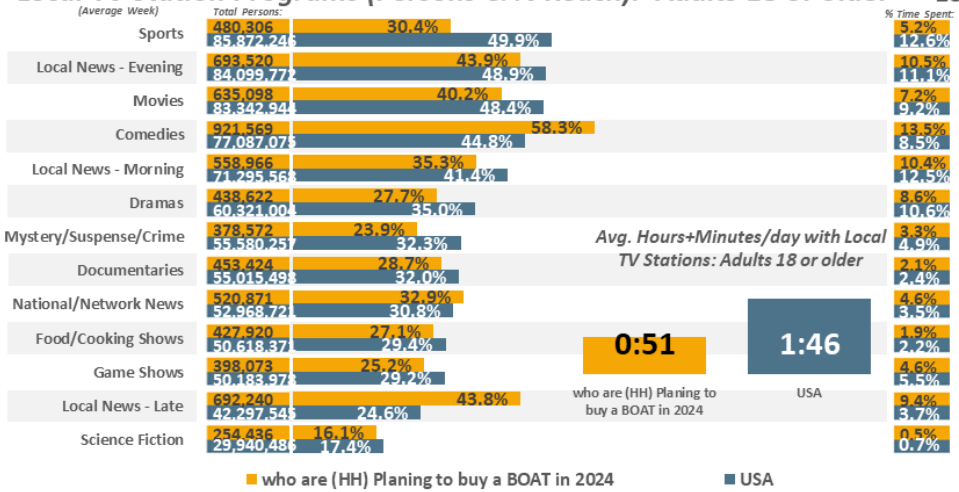
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Items/services HHLD plans to buy in next 12 months (HHLD): Motorcycle

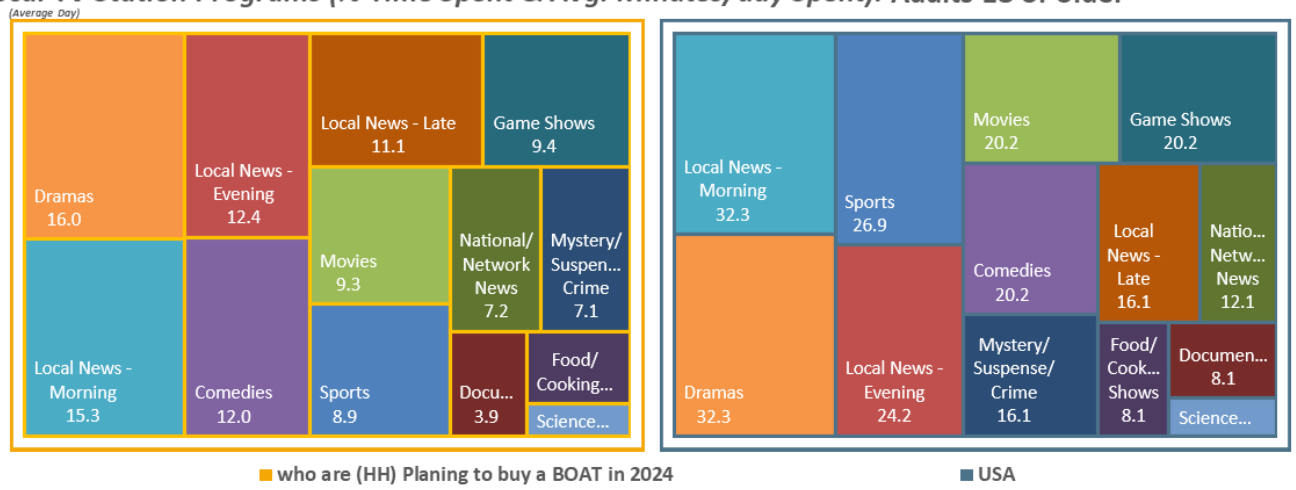


1,505,363 or 68.9% of Adults 18 or older who are (HH) Planing to buy a BOAT in 2024 watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Late, Local News - Evening, Movies, Local News - Morning, and Sports.

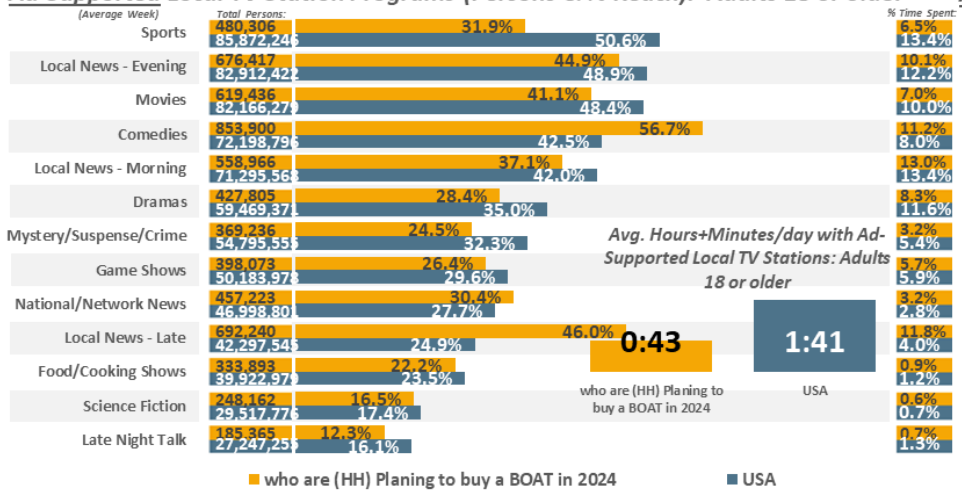
Local TV Station Programs (Persons & % Reach): Adults 18 or older



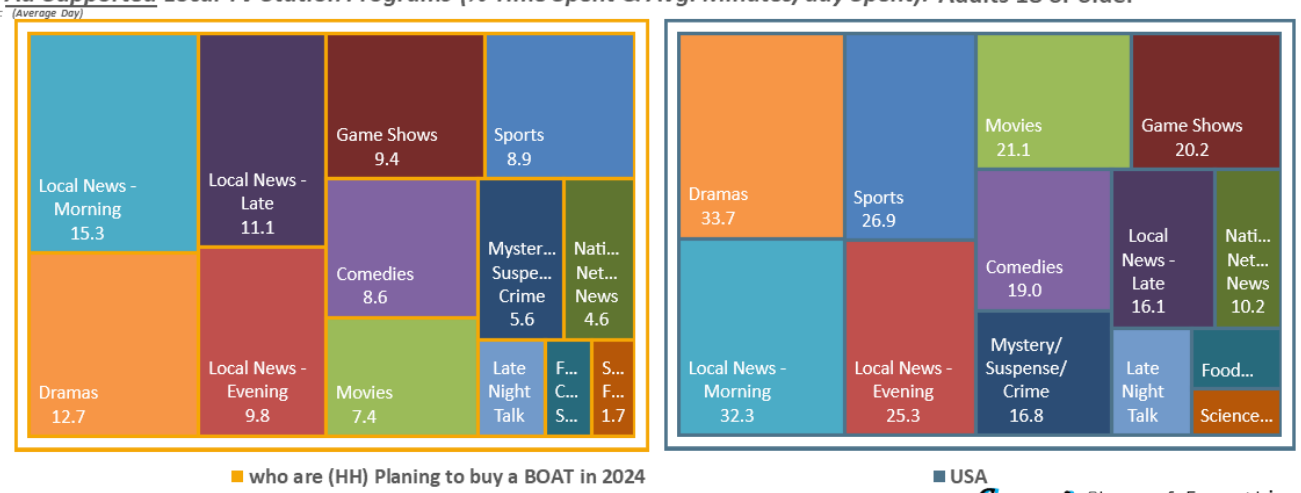
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

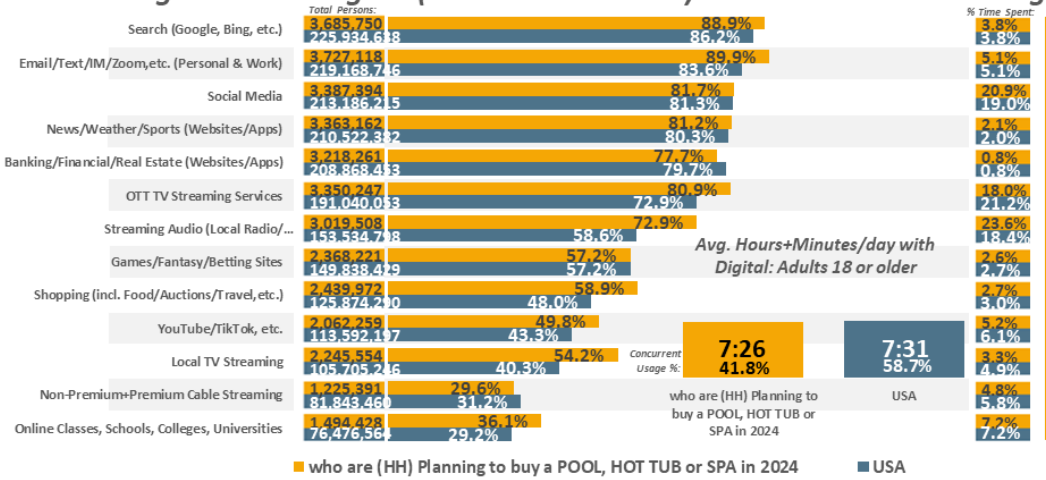
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Items/services HHLD plans to buy in next 12 months (HHLD): Boat

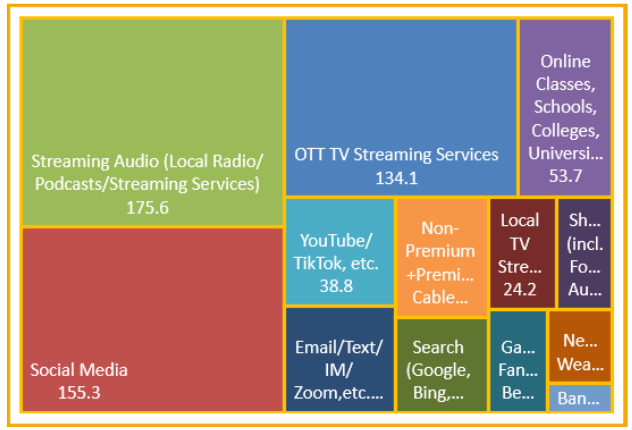


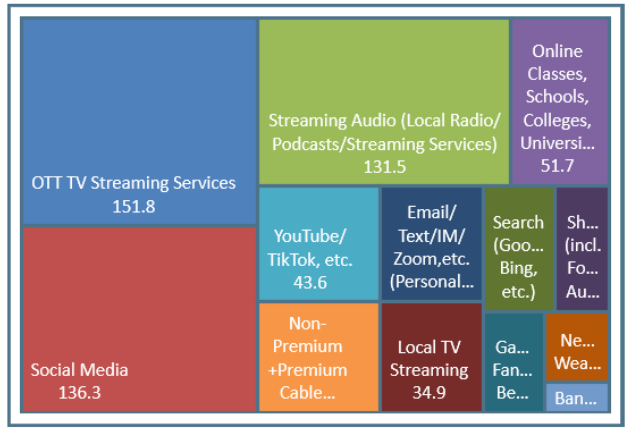
2,870,217 or 69.3% of Adults 18 or older who are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024 use Ad-Supported Social Media for an average of 142.9 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

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

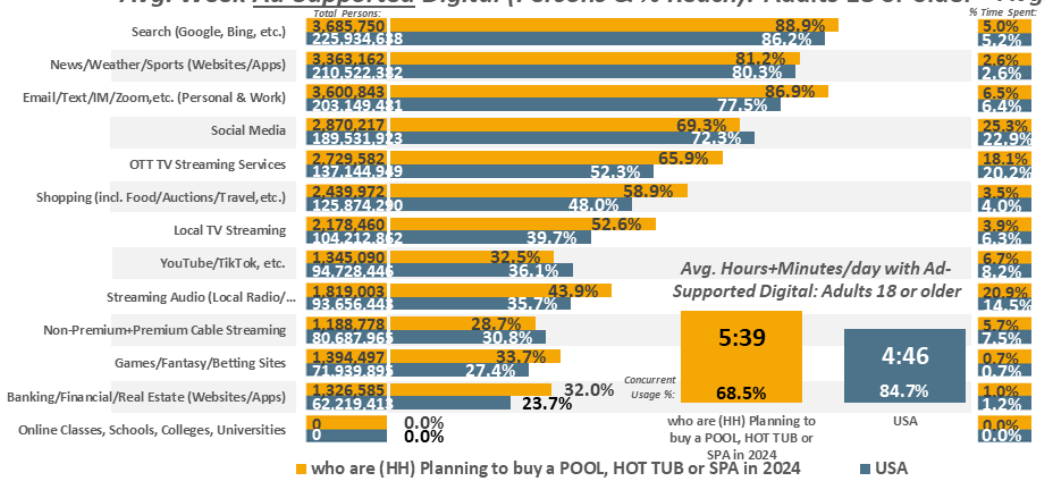


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

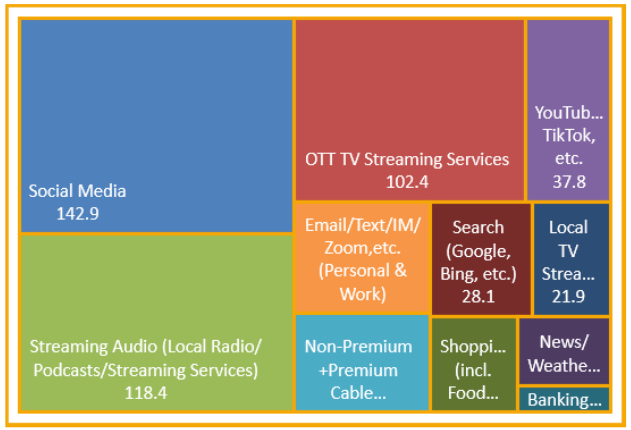


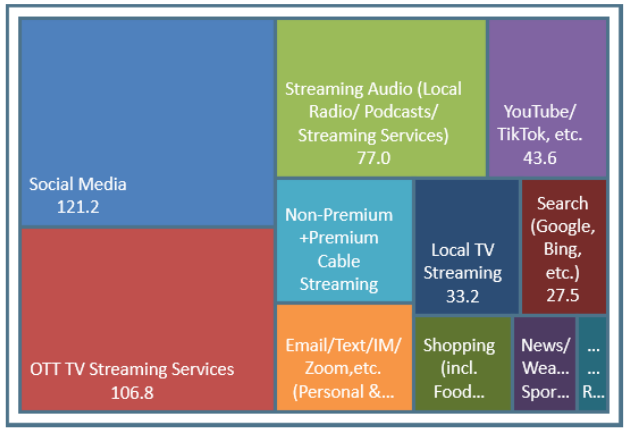


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

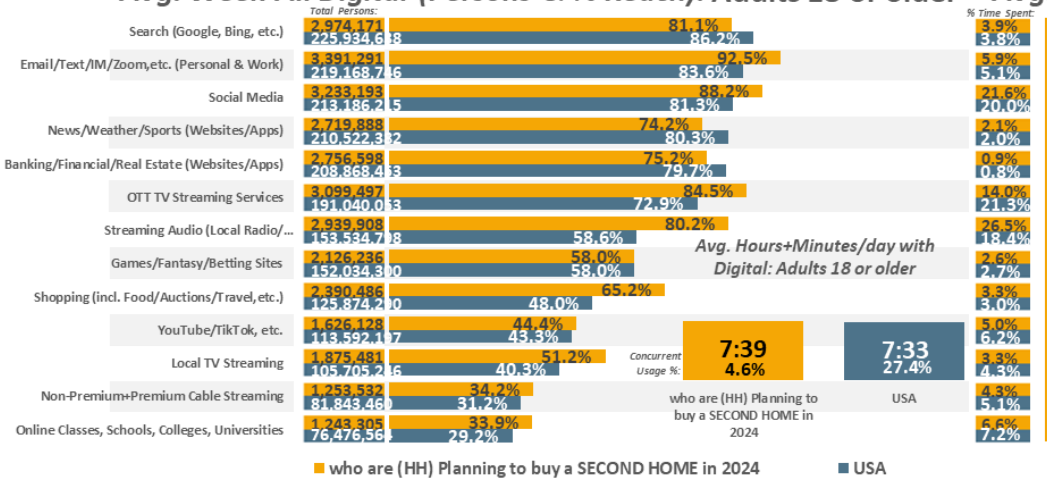
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Items/services HHLD plans to buy in next 12 months (HHLD): Pool, hot tub, or spa

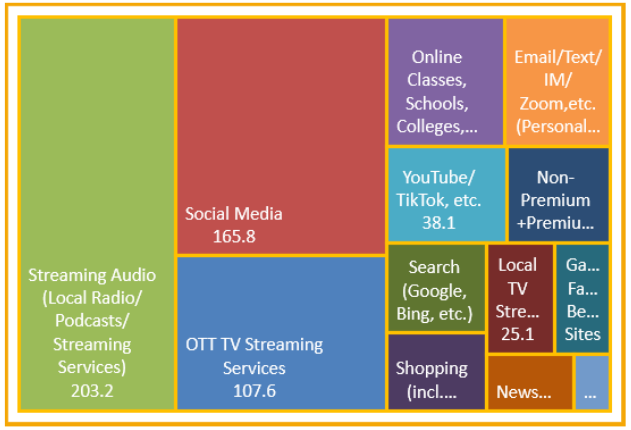


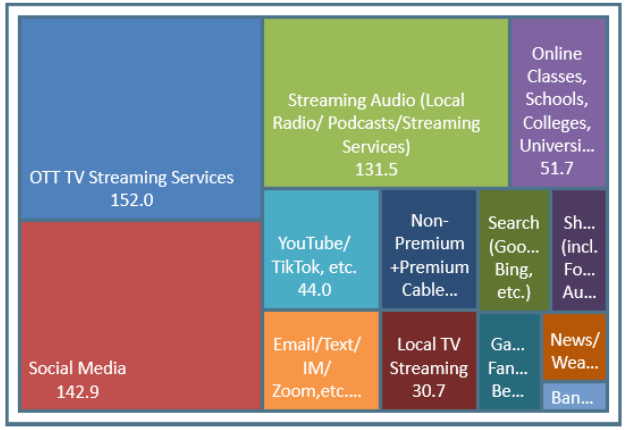
3,022,125 or 82.4% of Adults 18 or older who are (HH) Planning to buy a SECOND HOME in 2024 use Ad-Supported Social Media for an average of 155. minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

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



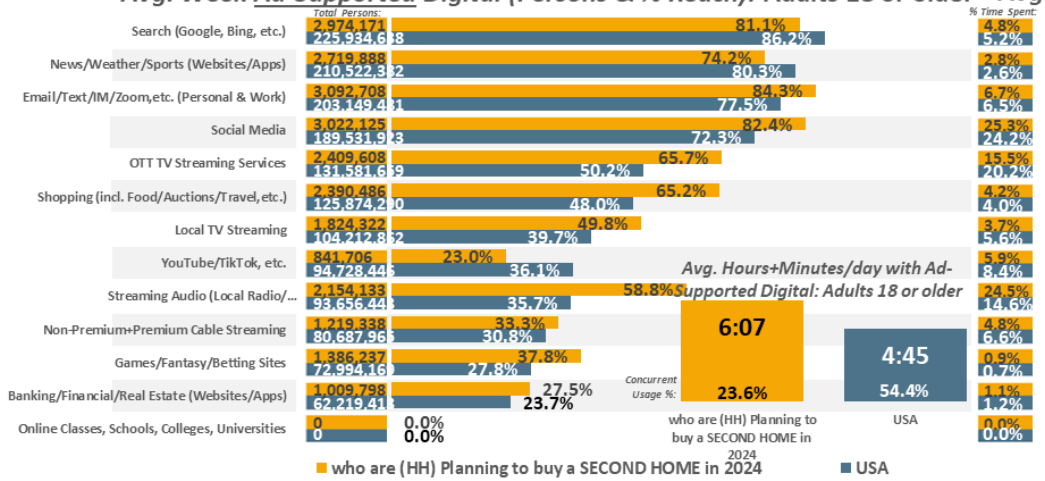
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



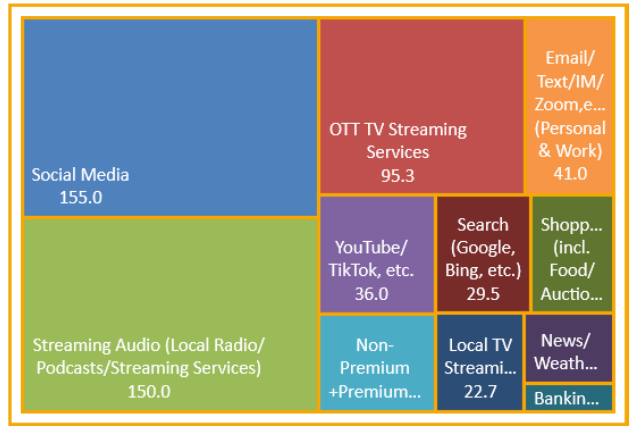


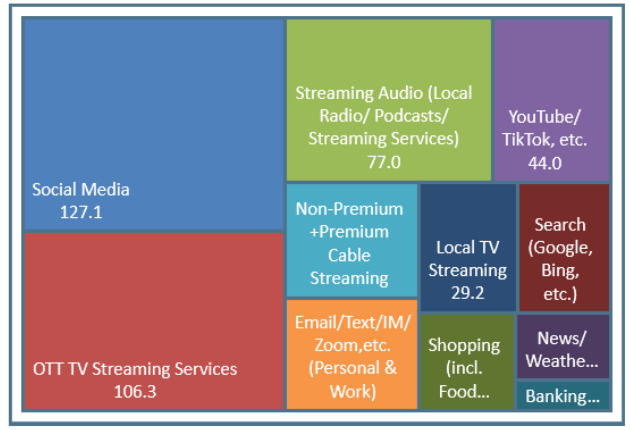
■ who are (HH) Planning to buy a SECOND HOME in 2024 ■ USA

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





■ who are (HH) Planning to buy a SECOND HOME in 2024 ■ USA

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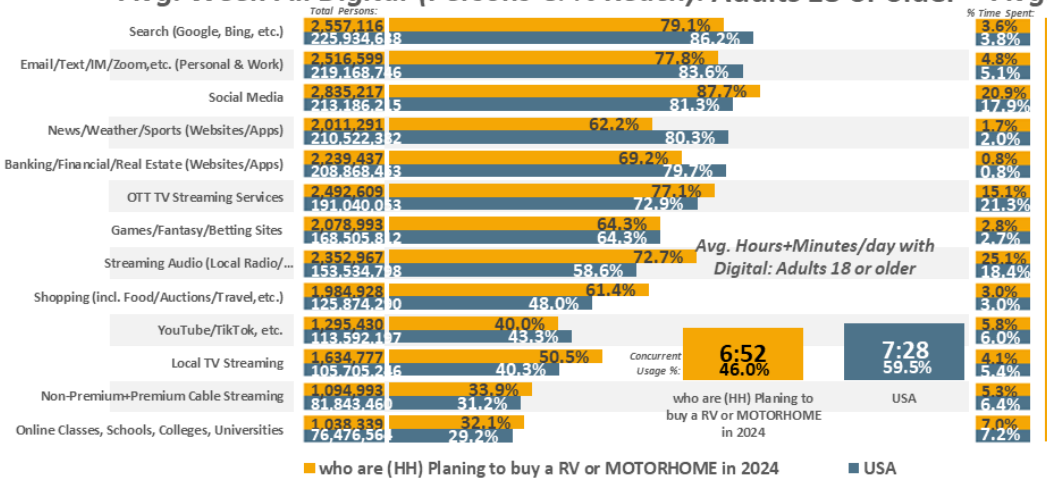
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Items/services HHLD plans to buy in next 12 months (HHLD): Second home

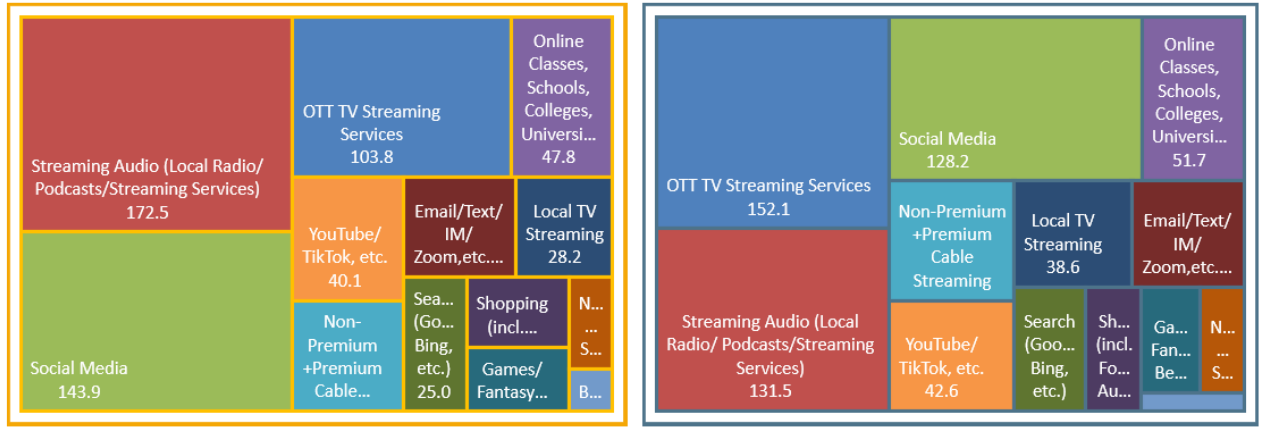


2,618,414 or 80.9% of Adults 18 or older who are (HH) Planing to buy a RV or MOTORHOME in 2024 use Ad-Supported Social Media for an average of 132.4 minutes every day representing 24.9% of all time spent daily with Ad-Supported Digital Media.

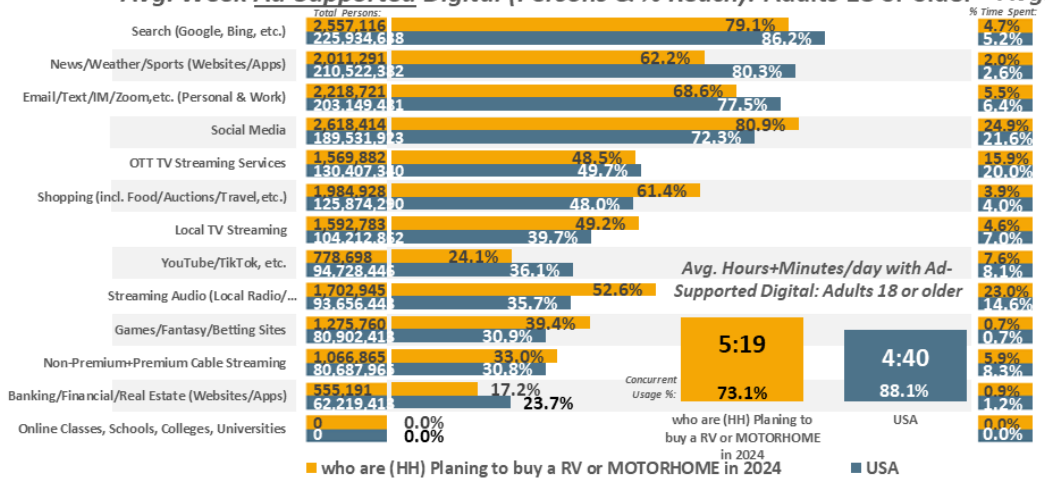
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



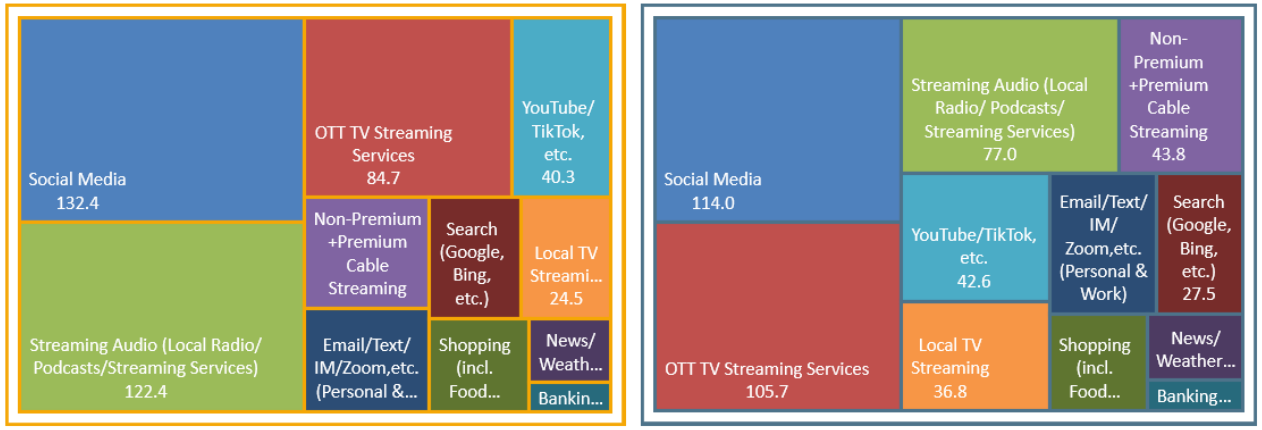
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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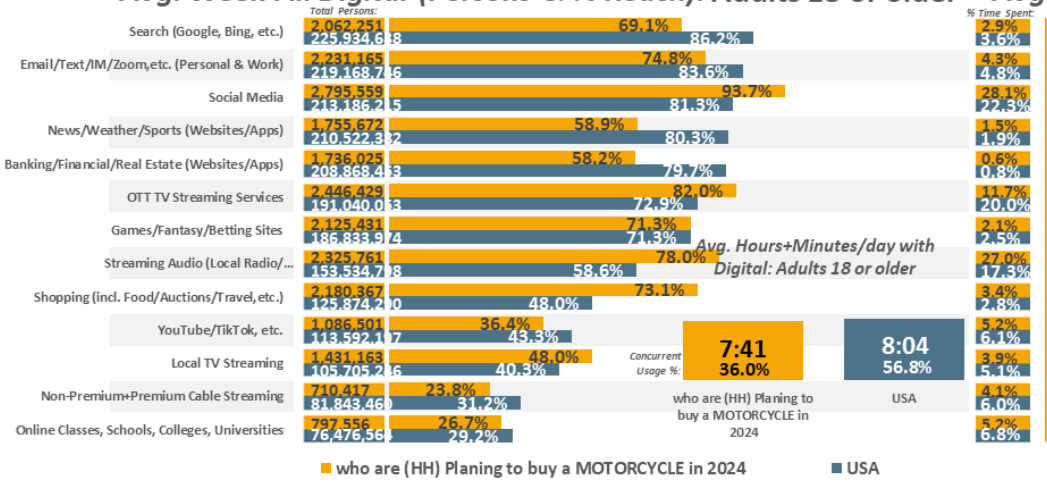
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Items/services HHLD plans to buy in next 12 months (HHLD): RV (motor home)

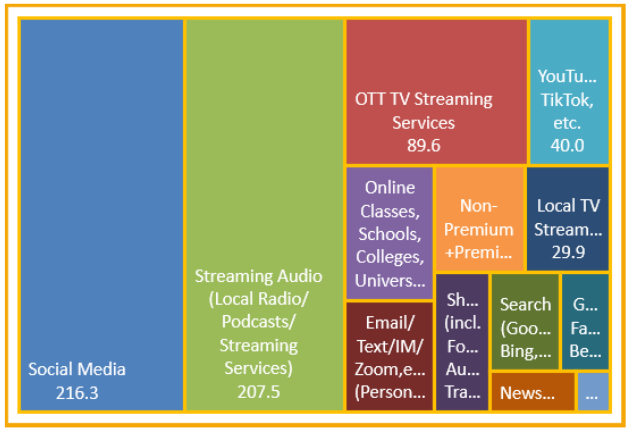
MOTORCYCLE

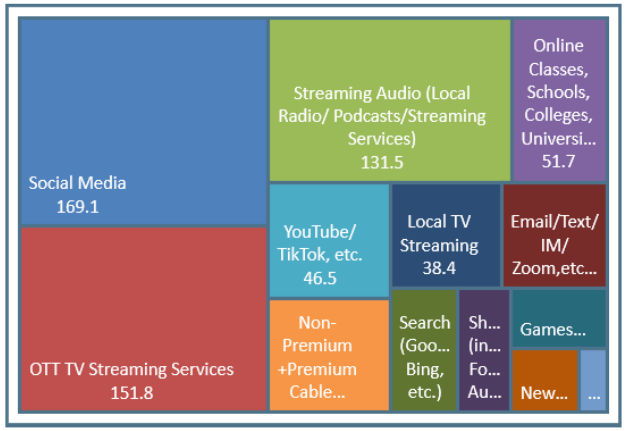
2,595,218 or 87.7% of Adults 18 or older who are (HH) Planing to buy a MOTORCYCLE in 2024 use Ad-Supported Social Media for an average of 199. minutes every day representing 31.7% of all time spent daily with Ad-Supported Digital Media.

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



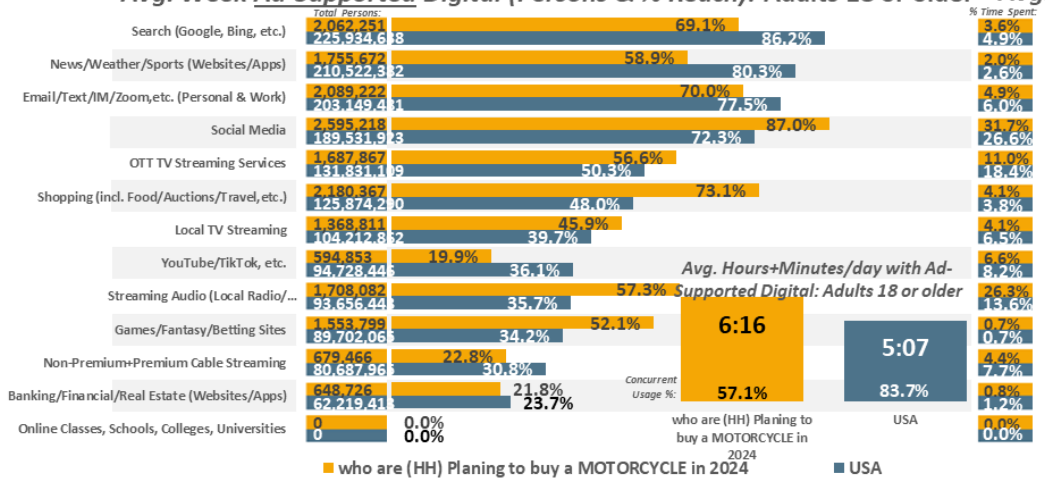
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



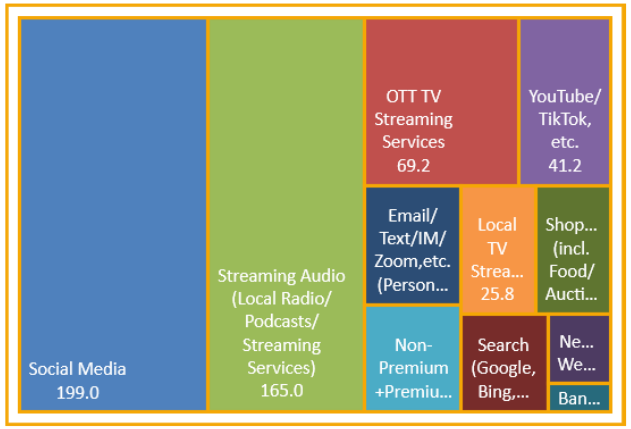


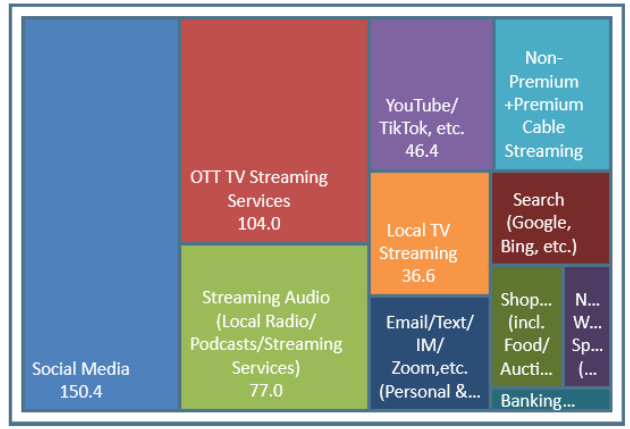
who are (HH) Planing to buy a MOTORCYCLE in 2024 ■ USA

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





who are (HH) Planing to buy a MOTORCYCLE in 2024 ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 964

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

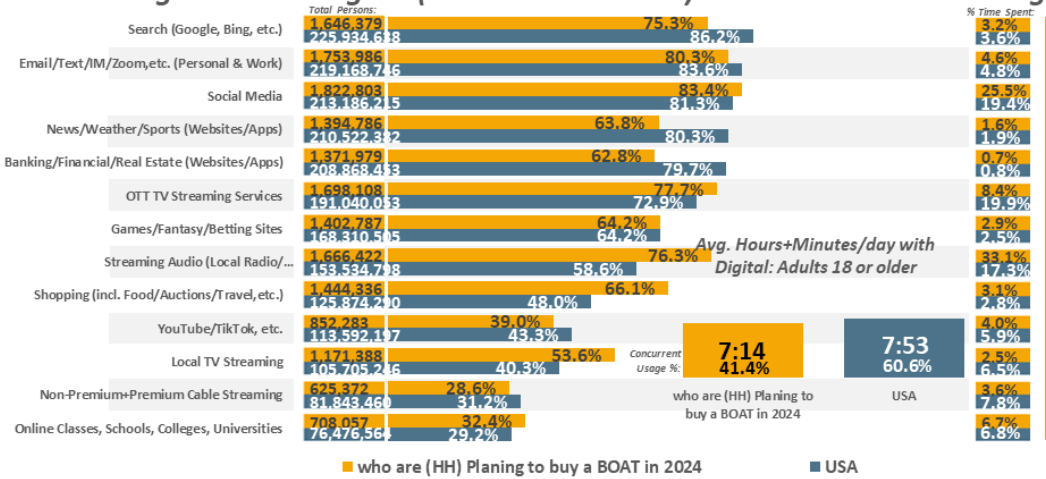
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Items/services HHLD plans to buy in next 12 months (HHLD): Motorcycle

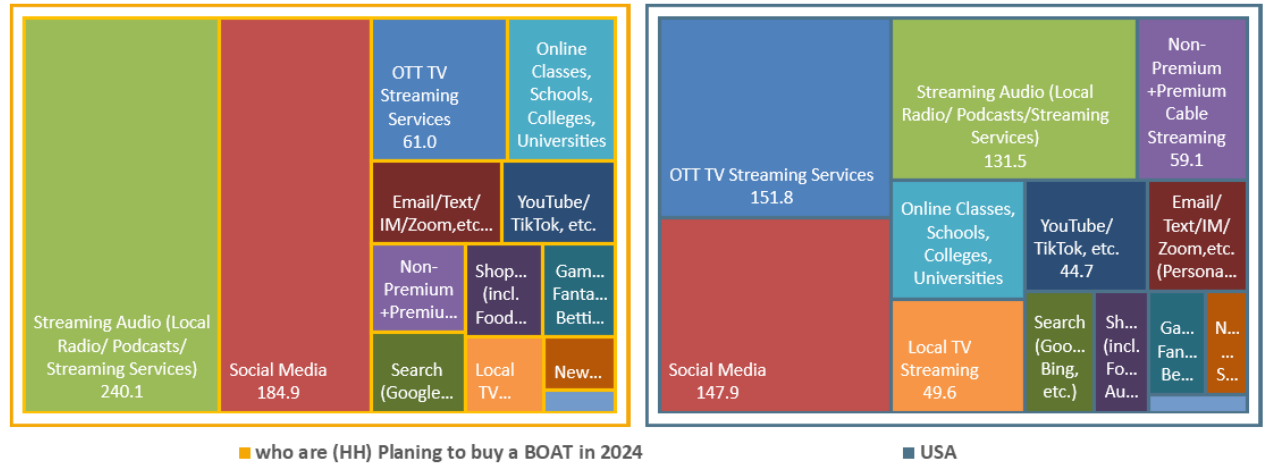


1,723,815 or 78.9% of Adults 18 or older who are (HH) Planing to buy a BOAT in 2024 use Ad-Supported Social Media for an average of 170.1 minutes every day representing 29.5% of all time spent daily with Ad-Supported Digital Media.

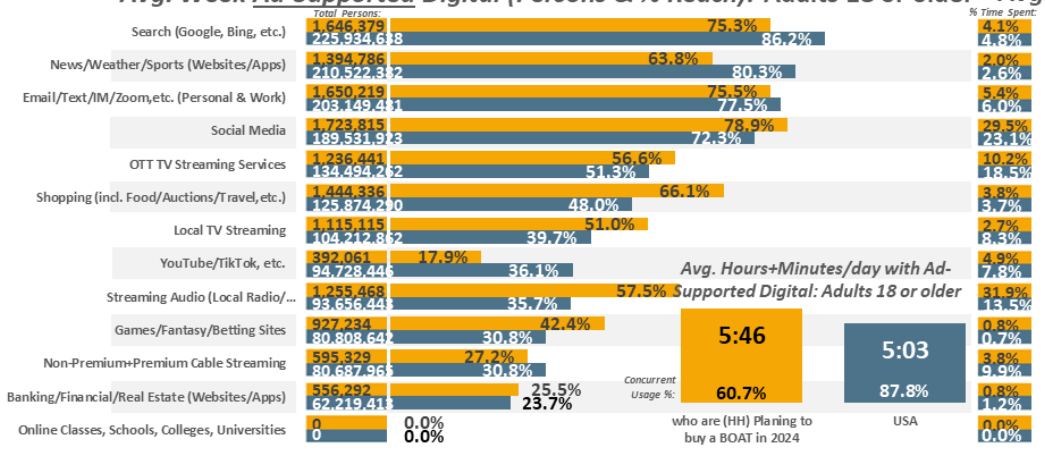
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



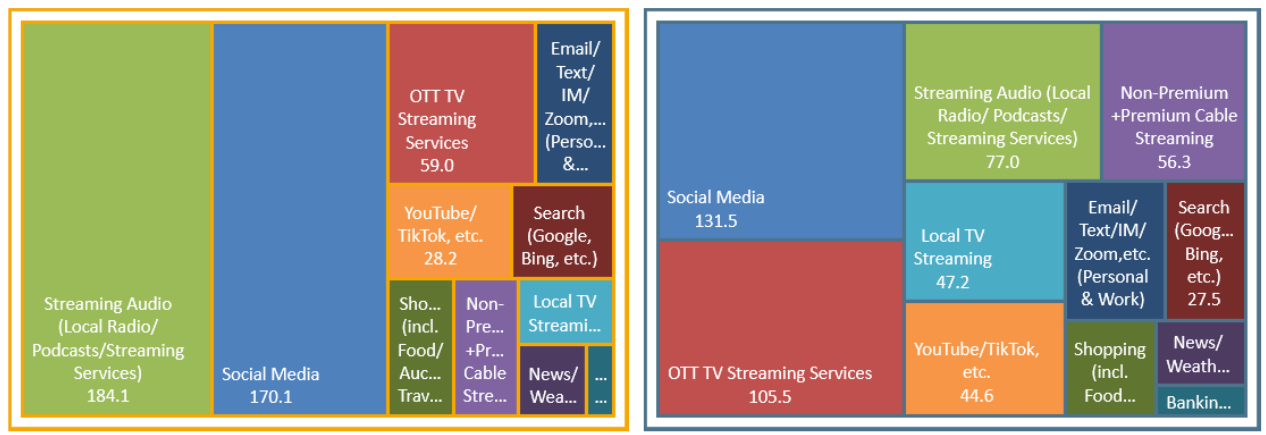
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

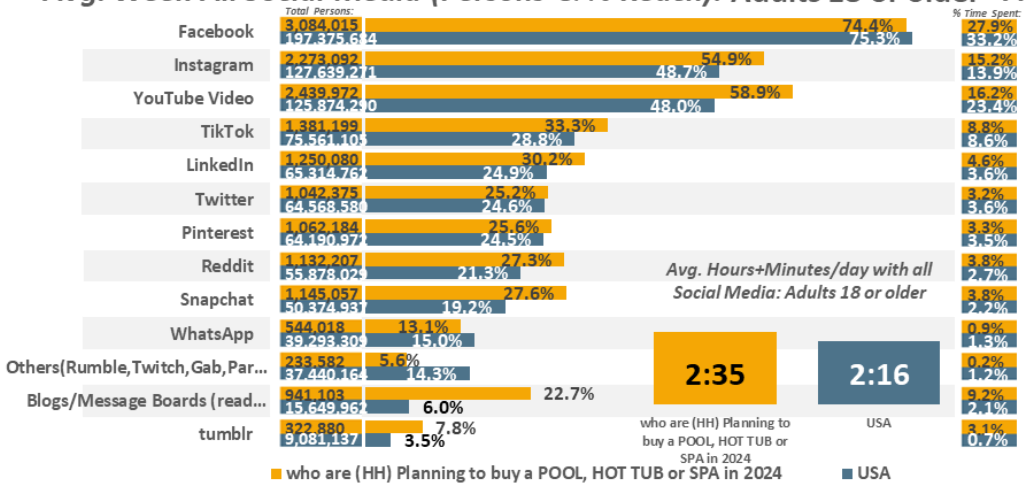
soefa.ai Share of Everything for Anything ©

Items/services HHLD plans to buy in next 12 months (HHLD): Boat

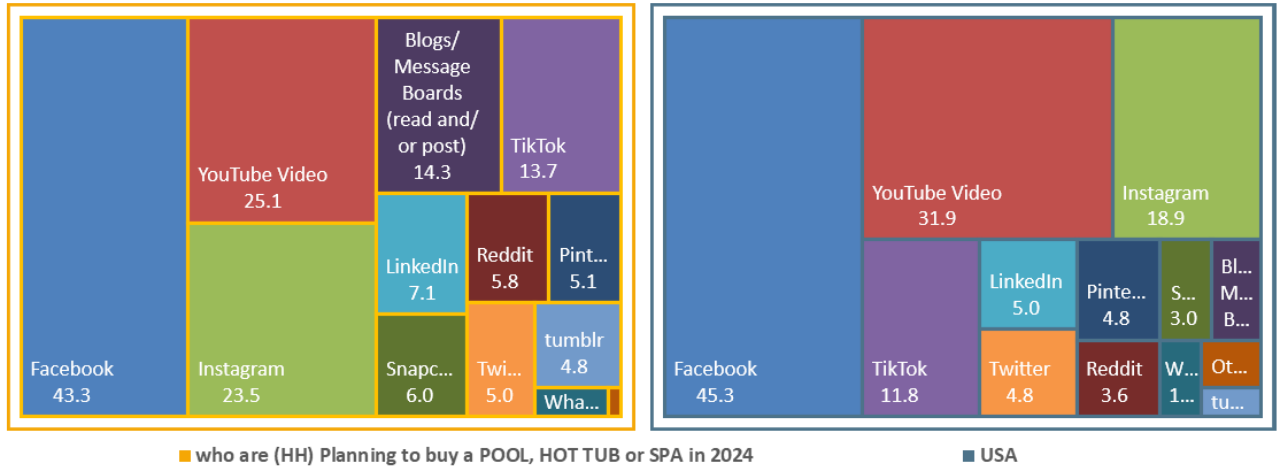


2,870,217 or 69.3% of Adults 18 or older who are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024 use Ad-Supported Facebook for an average of 37.4 minutes every day representing 28.5% of all time spent daily with Ad-Supported Social Media.

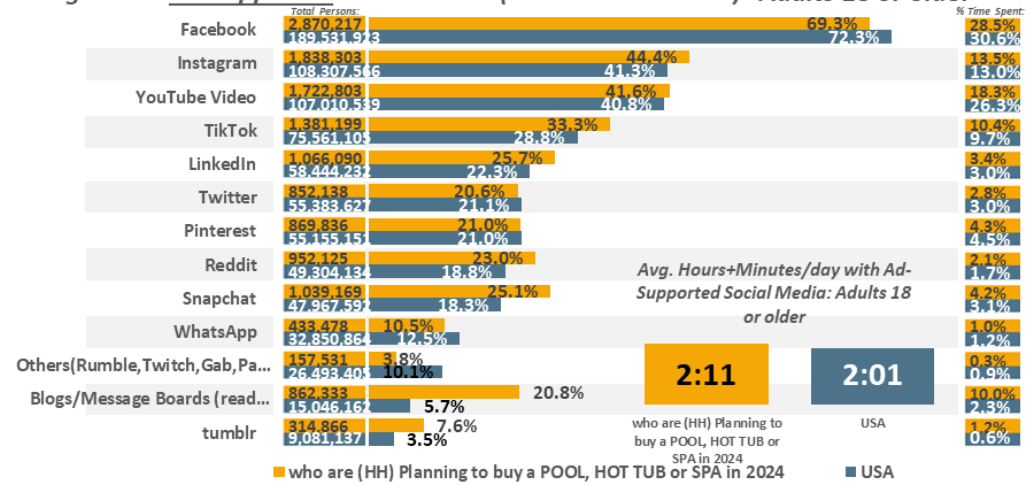
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



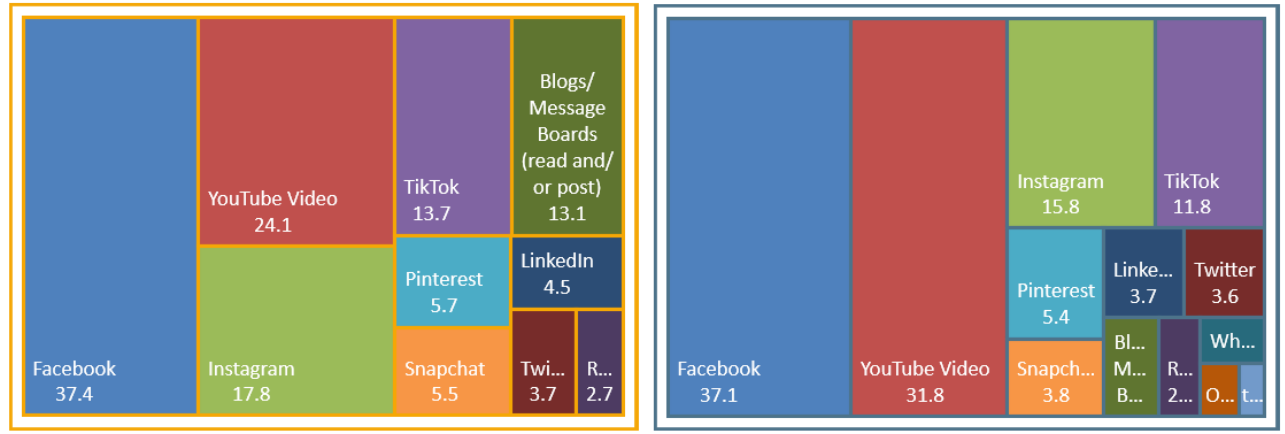
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

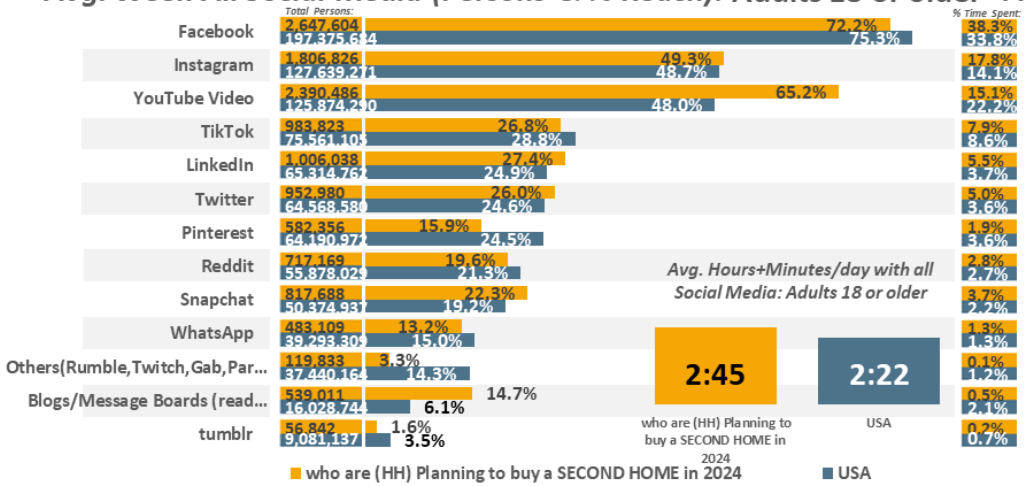
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Items/services HHLD plans to buy in next 12 months (HHLD): Pool, hot tub, or spa

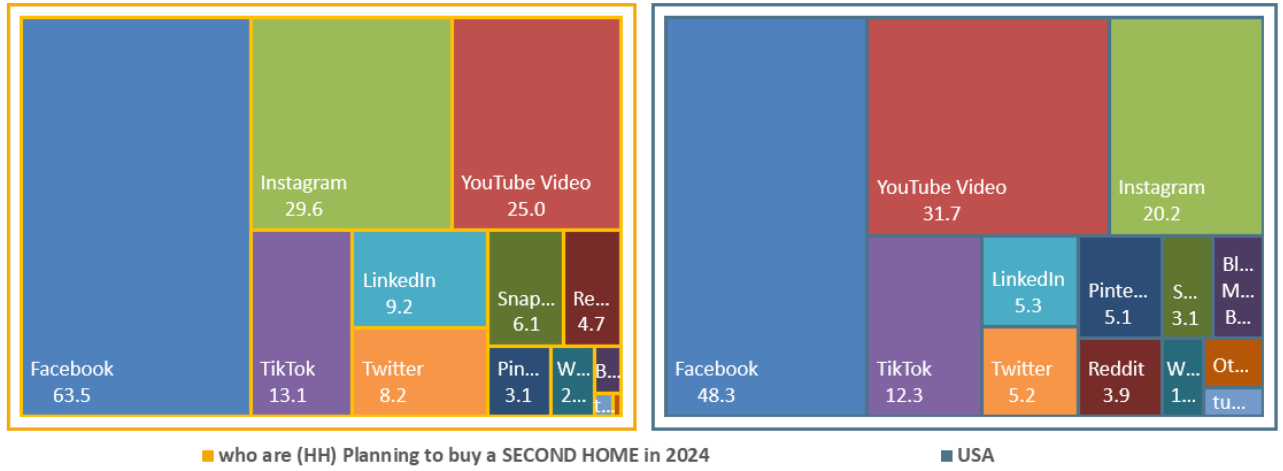


2,647,604 or 72.2% of Adults 18 or older who are (HH) Planning to buy a SECOND HOME in 2024 use Ad-Supported Facebook for an average of 64.4 minutes every day representing 41.5% of all time spent daily with Ad-Supported Social Media.

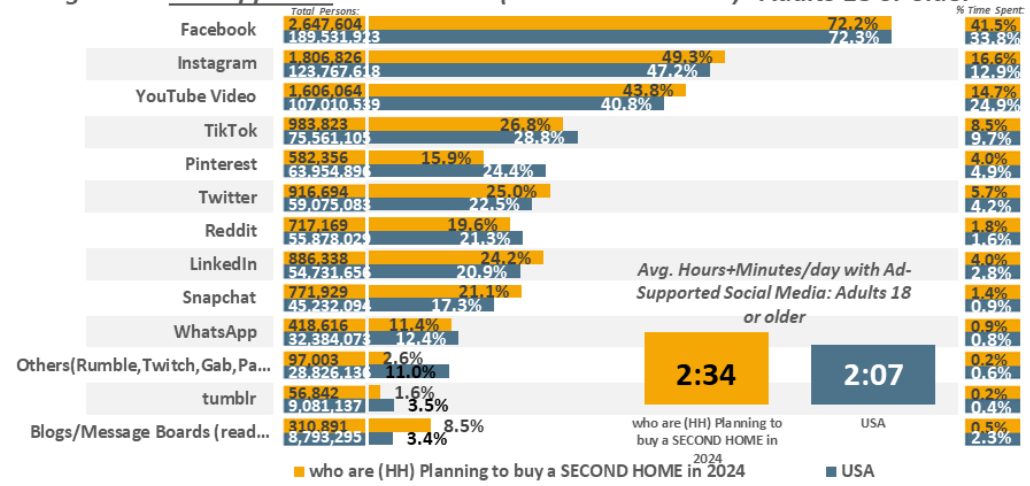
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



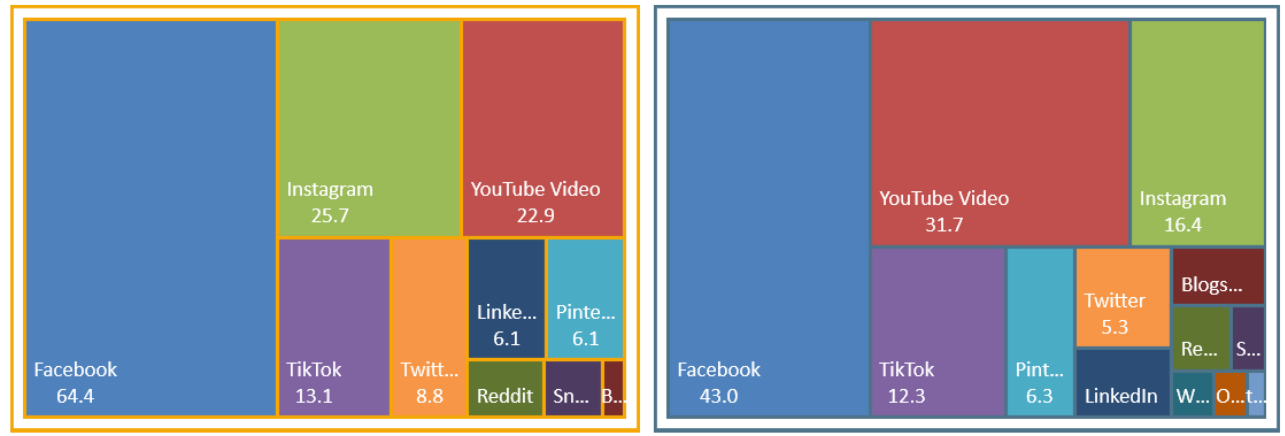
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

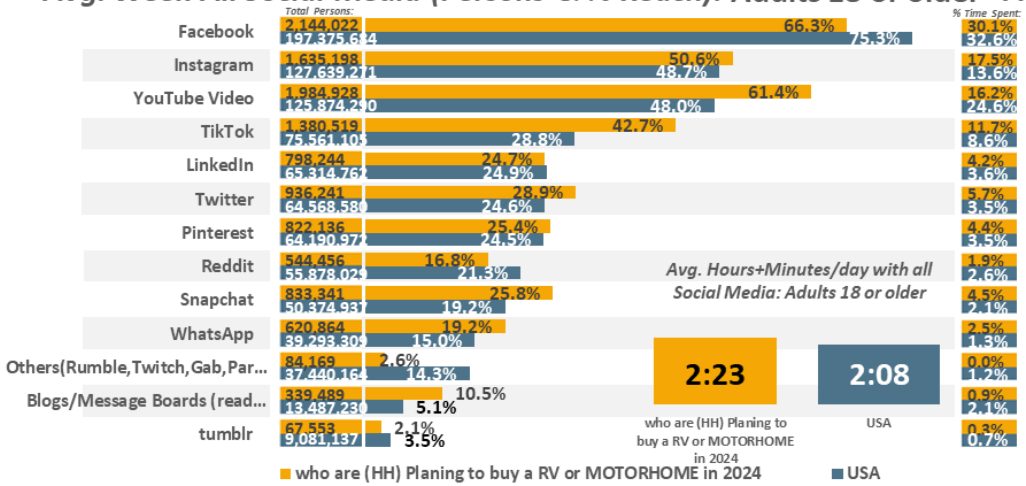
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Items/services HHLD plans to buy in next 12 months (HHLD): Second home

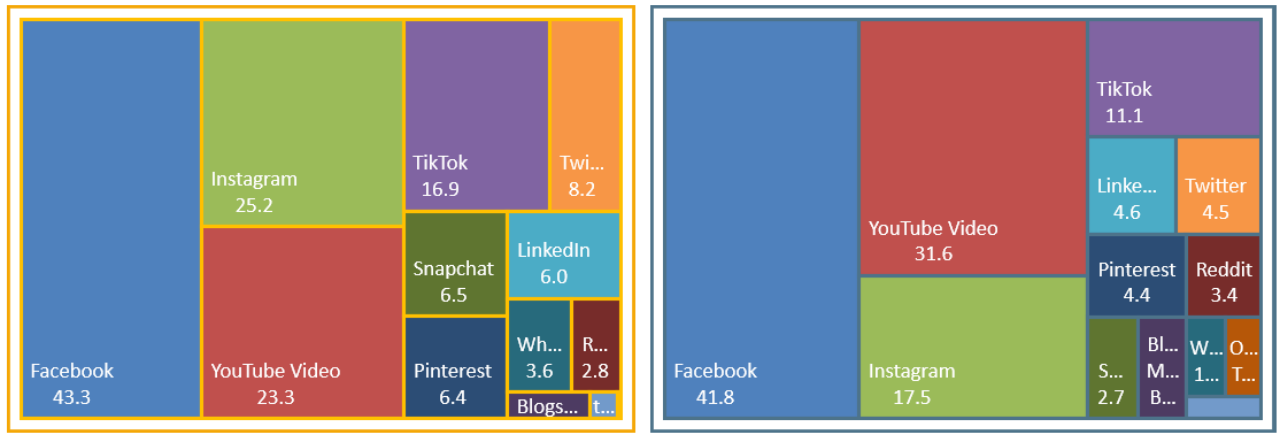


2,144,022 or 66.3% of Adults 18 or older who are (HH) Planing to buy a RV or MOTORHOME in 2024 use Ad-Supported Facebook for an average of 43. minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.

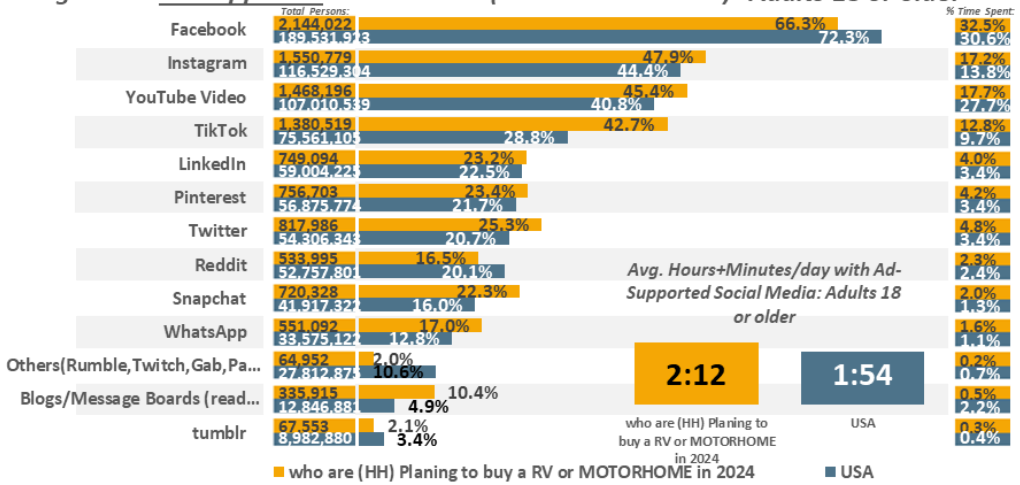
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



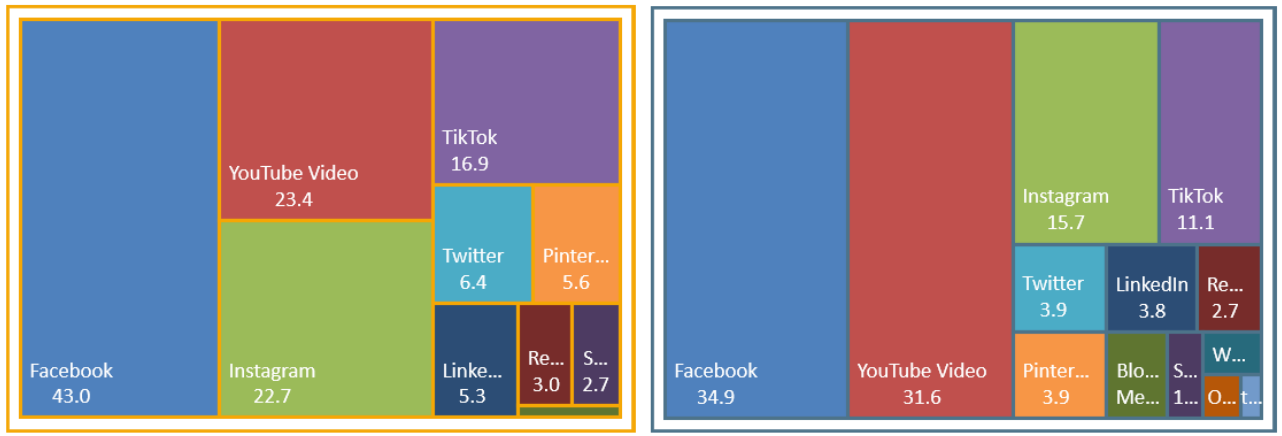
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

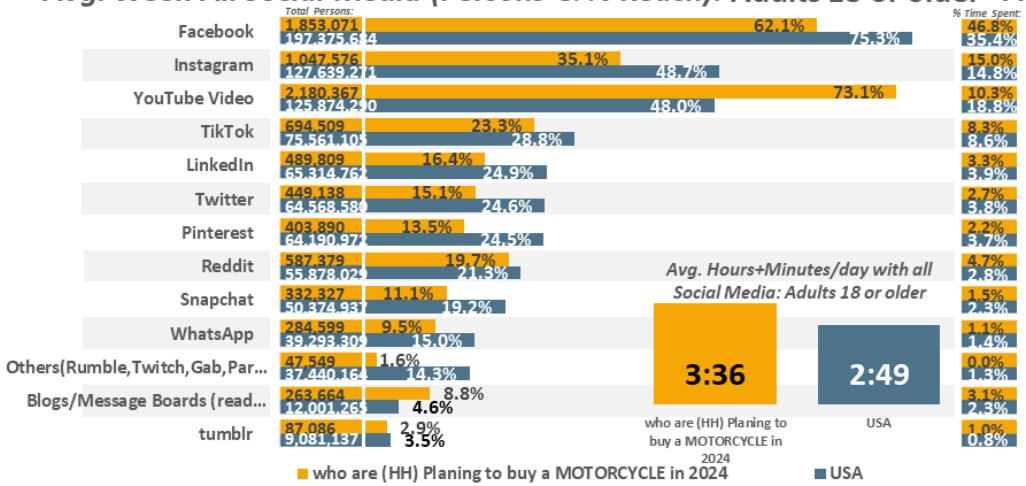
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Items/services HHLD plans to buy in next 12 months (HHLD): RV (motor home)

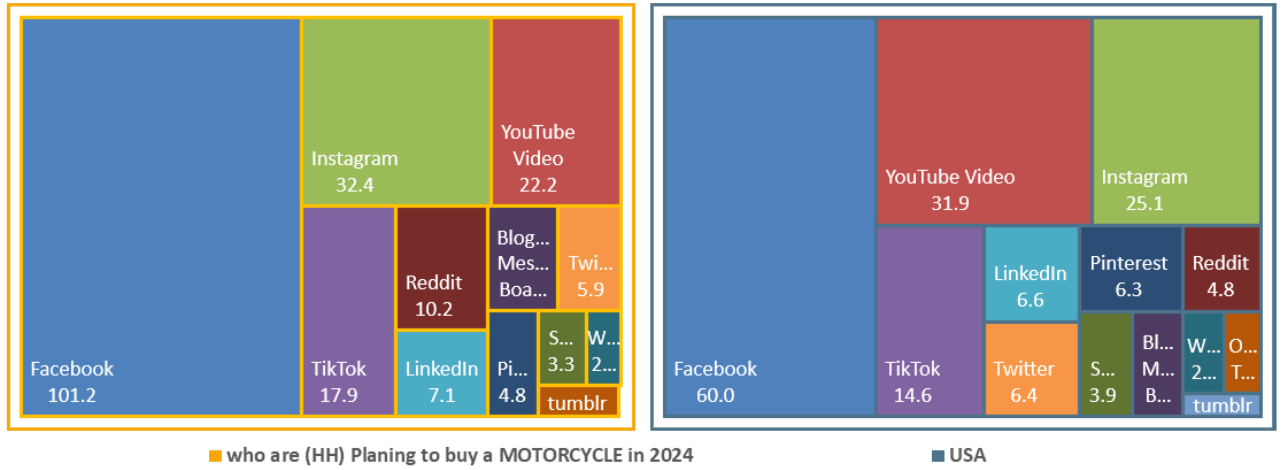


1,853,071 or 62.1% of Adults 18 or older who are (HH) Planing to buy a MOTORCYCLE in 2024 use Ad-Supported Facebook for an average of 86.7 minutes every day representing 43.2% of all time spent daily with Ad-Supported Social Media.

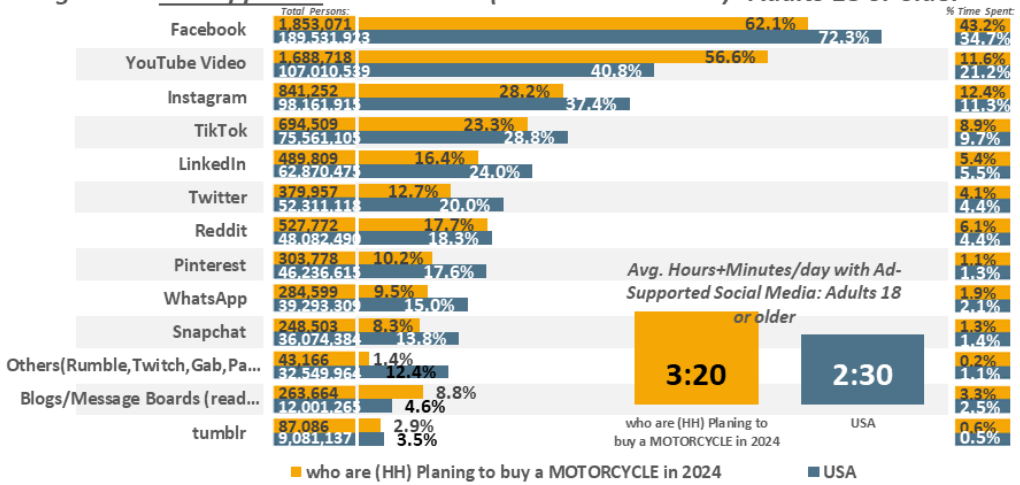
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



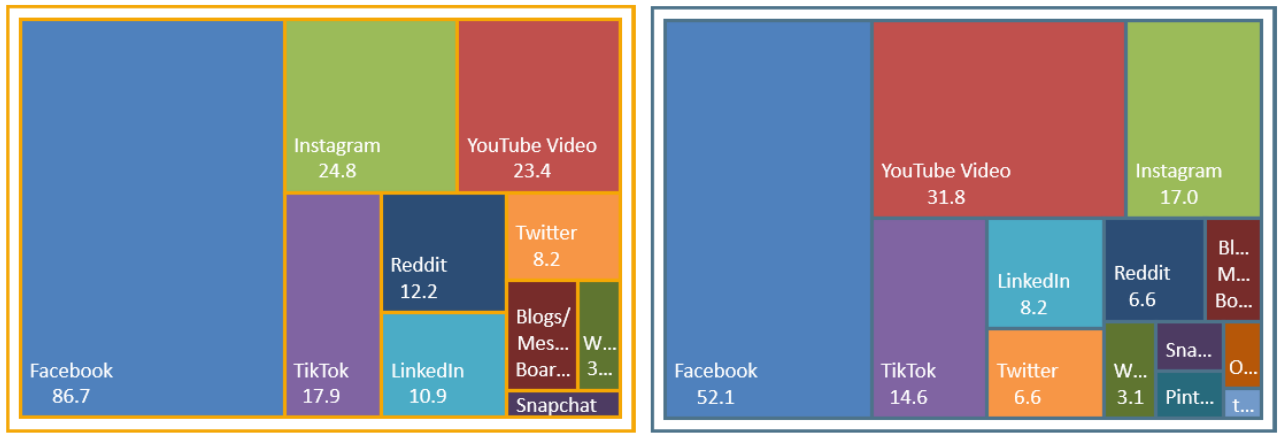
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

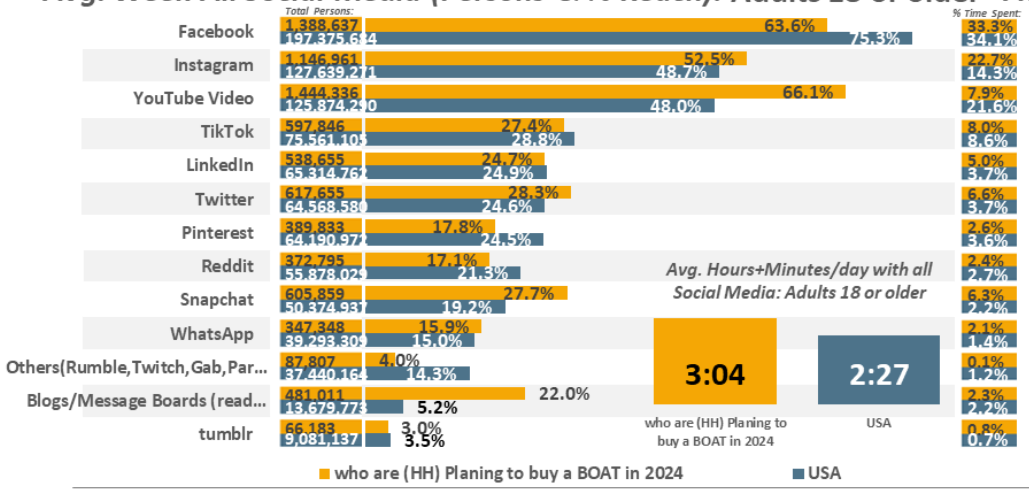
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Items/services HHLD plans to buy in next 12 months (HHLD): Motorcycle

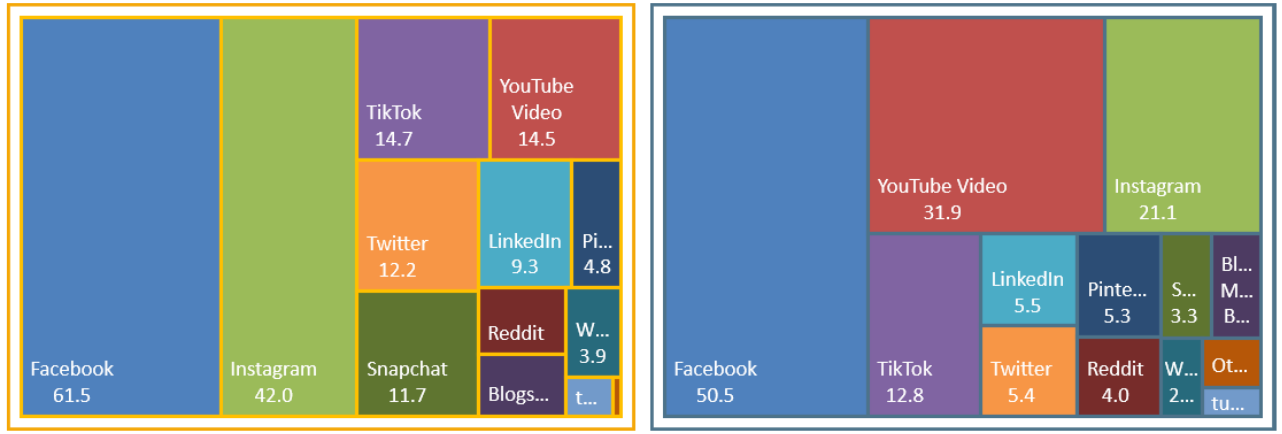


1,388,637 or 63.6% of Adults 18 or older who are (HH) Planing to buy a BOAT in 2024 use Ad-Supported Facebook for an average of 65.5 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.

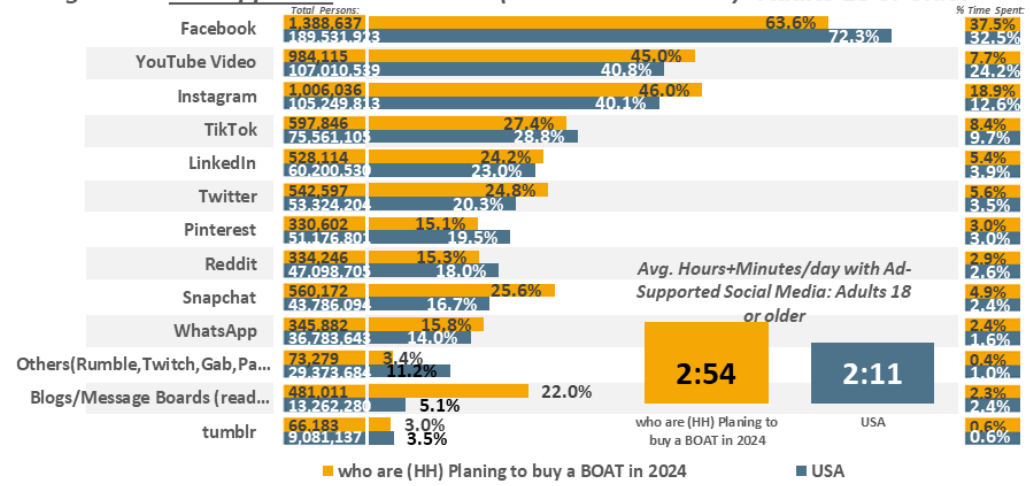
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



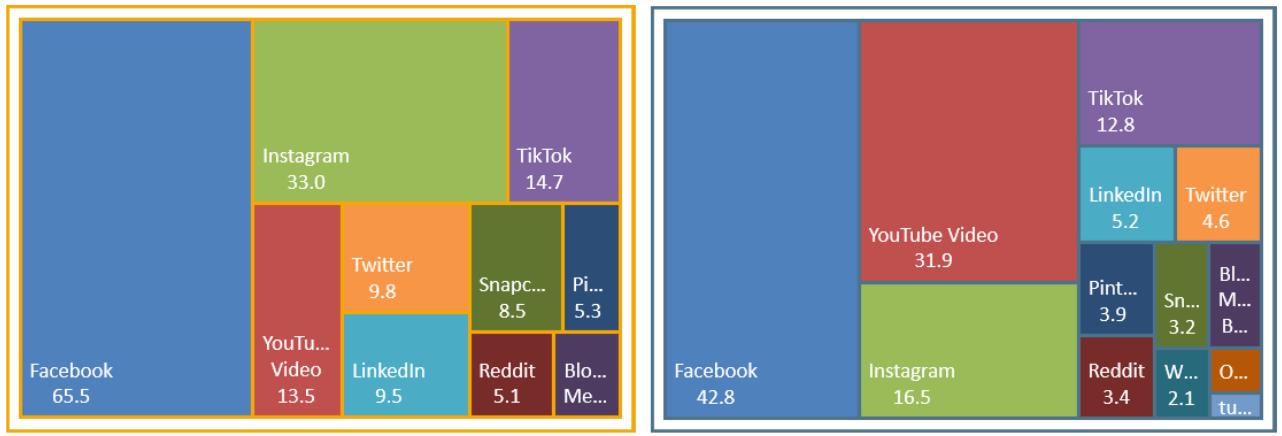
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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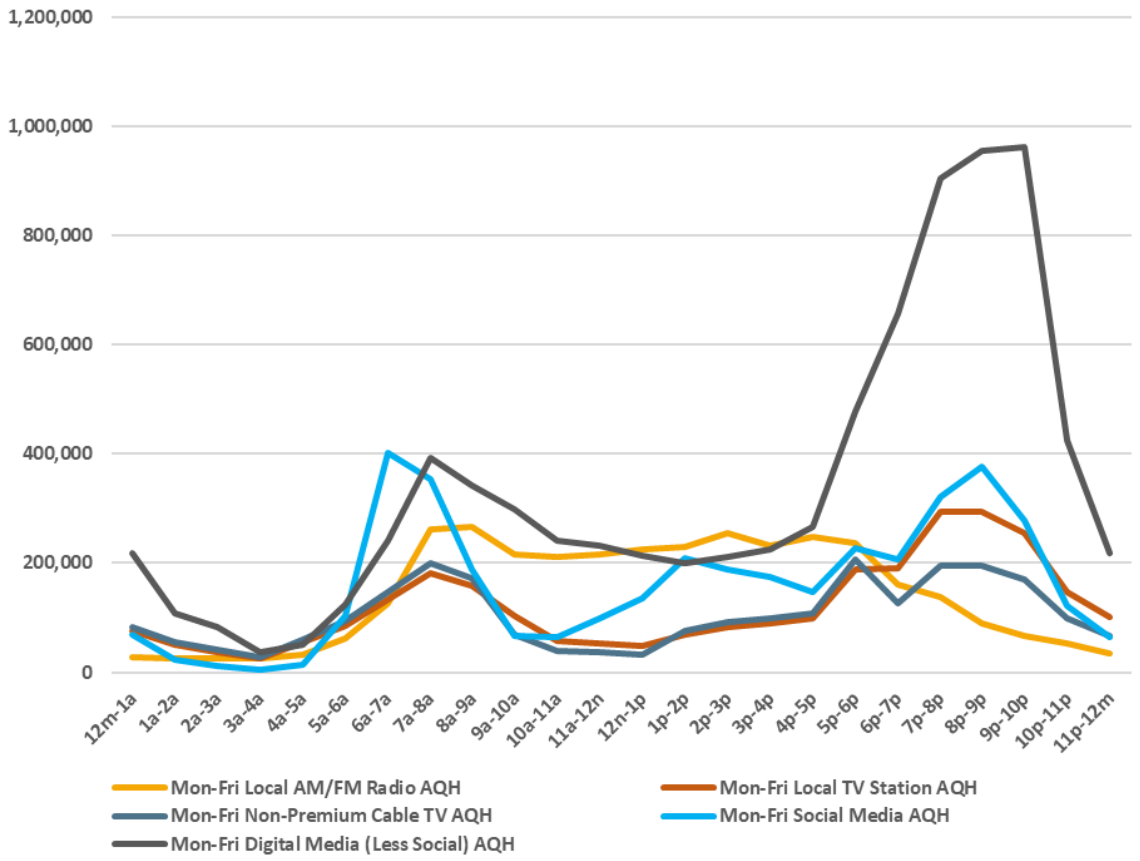
Items/services HHLD plans to buy in next 12 months (HHLD): Boat



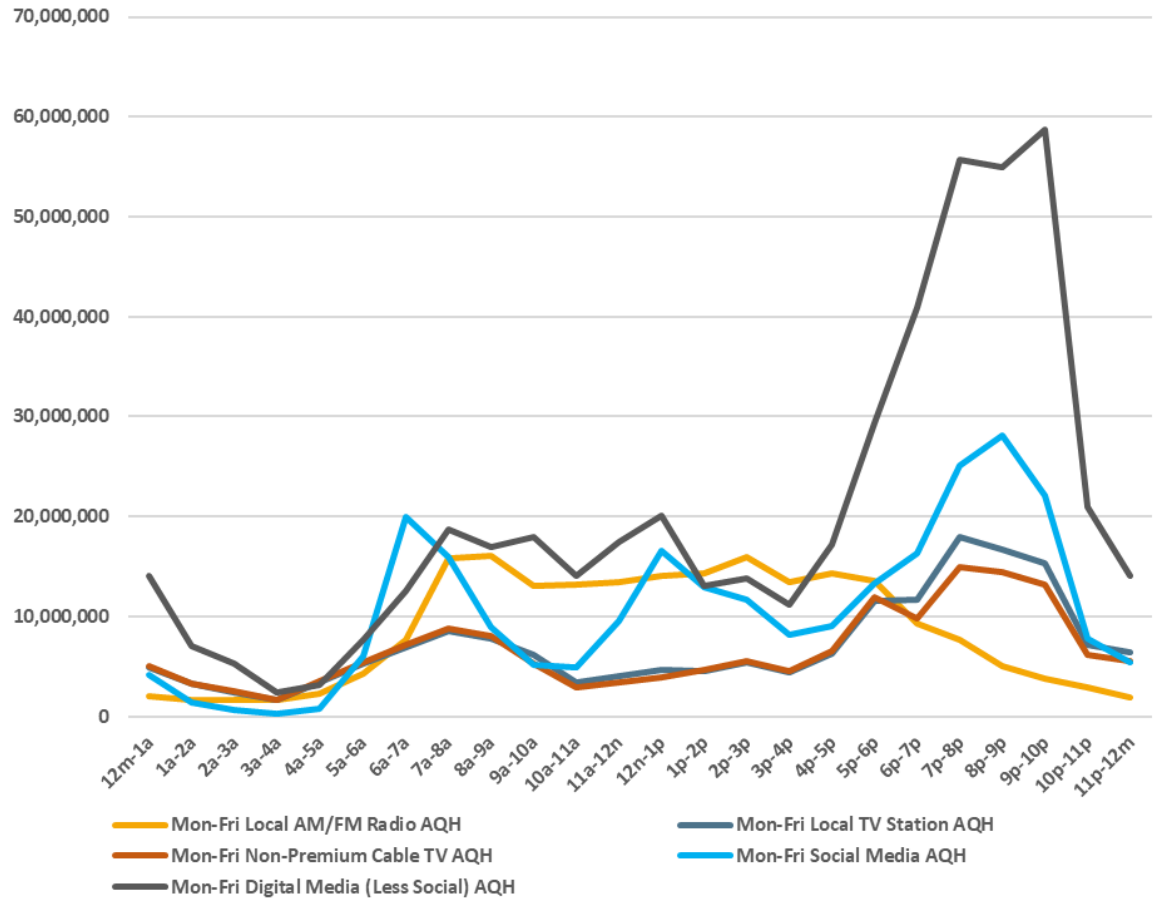
SWIMMING POOL, HOT TUB or SPA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 308,026; Local Radio: 221,909; Social Media: 189,480; Local TV: 112,235; Non-Prem. Cable: 108,064 reaching Adults 18 or older who are (HH) Planning to buy a POOL, HOT TUB

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024



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



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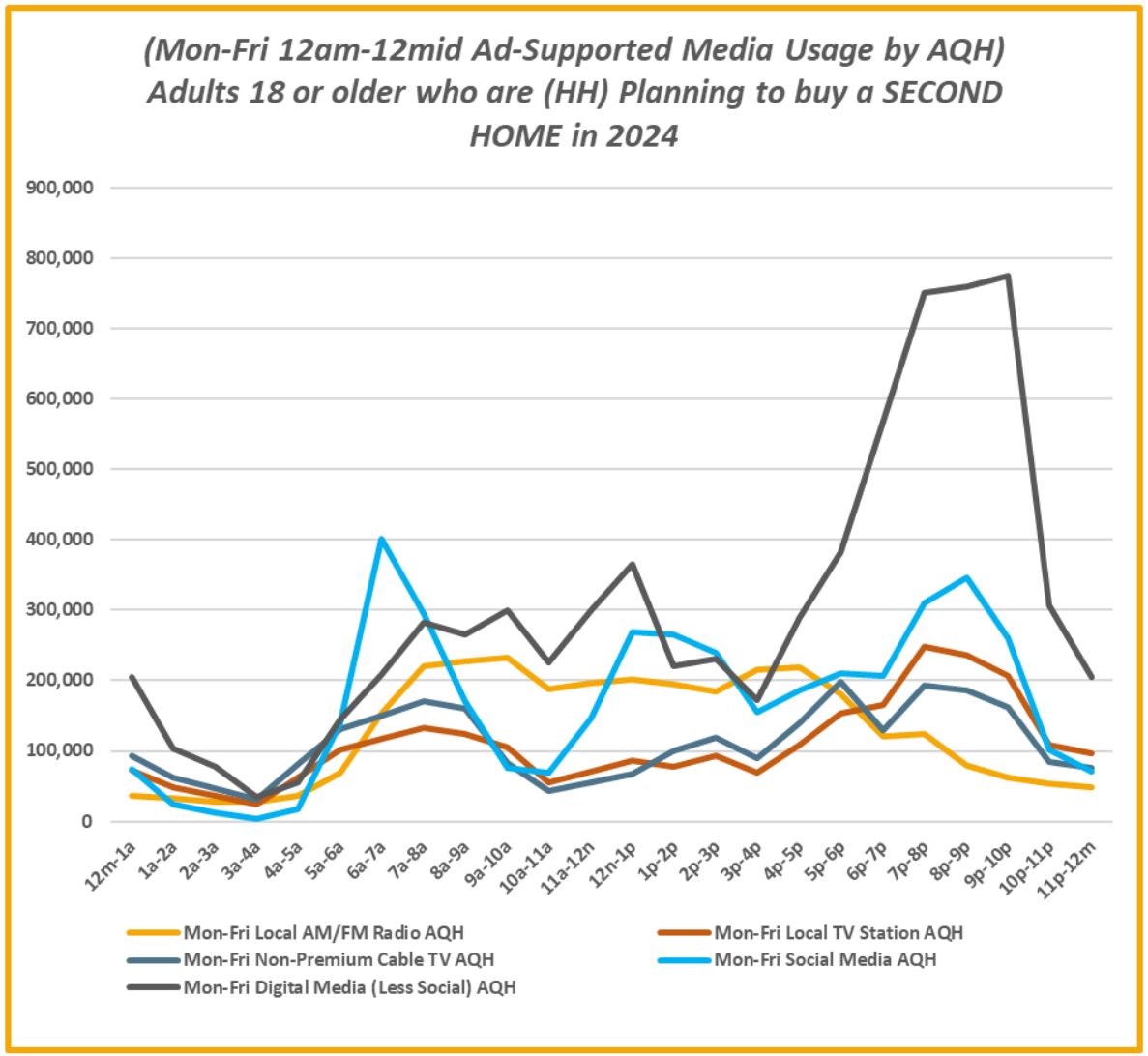
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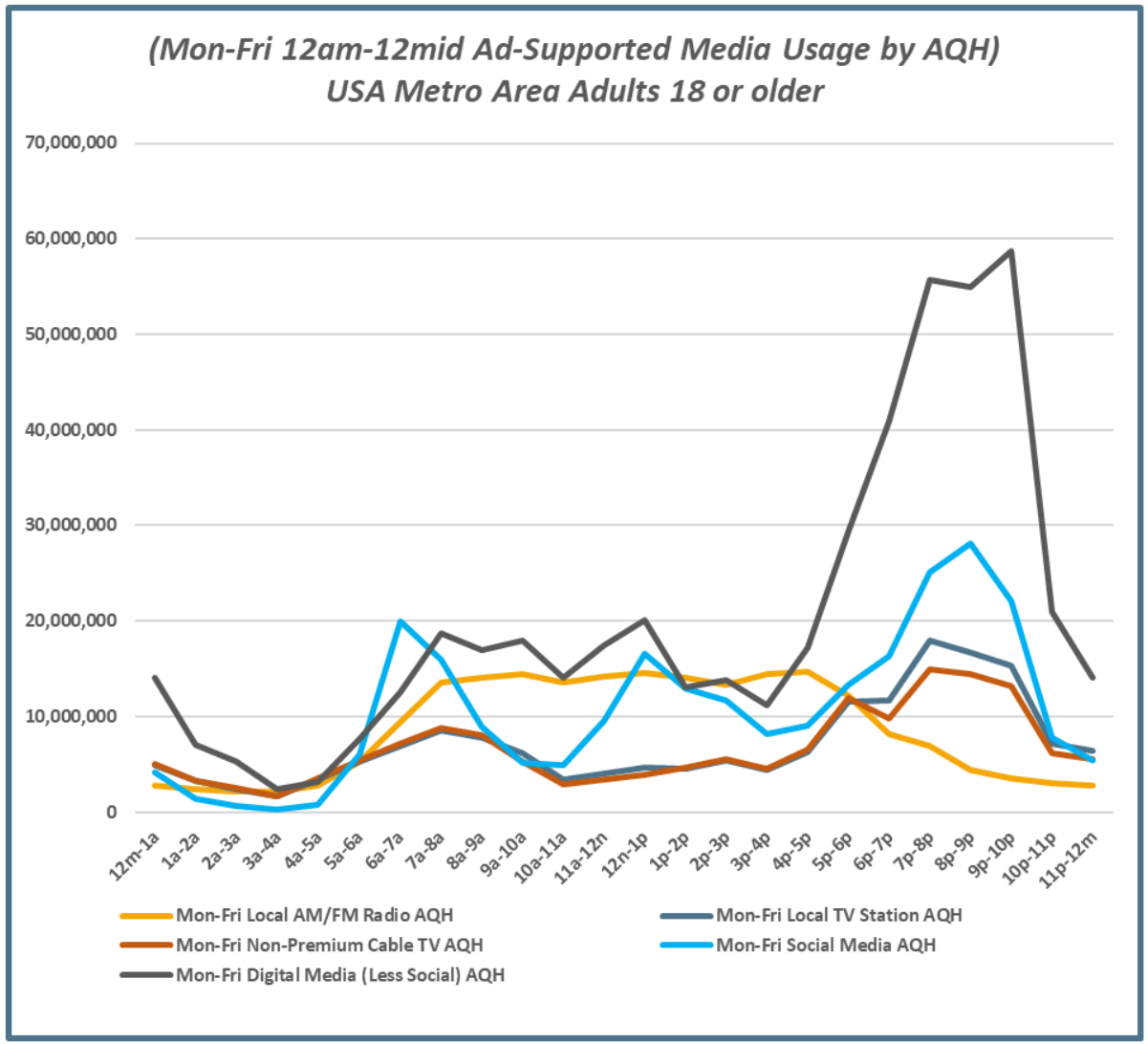
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Items/services HHLD plans to buy in next 12 months (HHLD): Pool, hot tub, or spa



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 293,031; Social Media: 206,983; Local Radio: 195,095; Non-Prem. Cable: 115,749; Local TV: 104,217 reaching Adults 18 or older who are (HH) Planning to buy a SECOND HOME i





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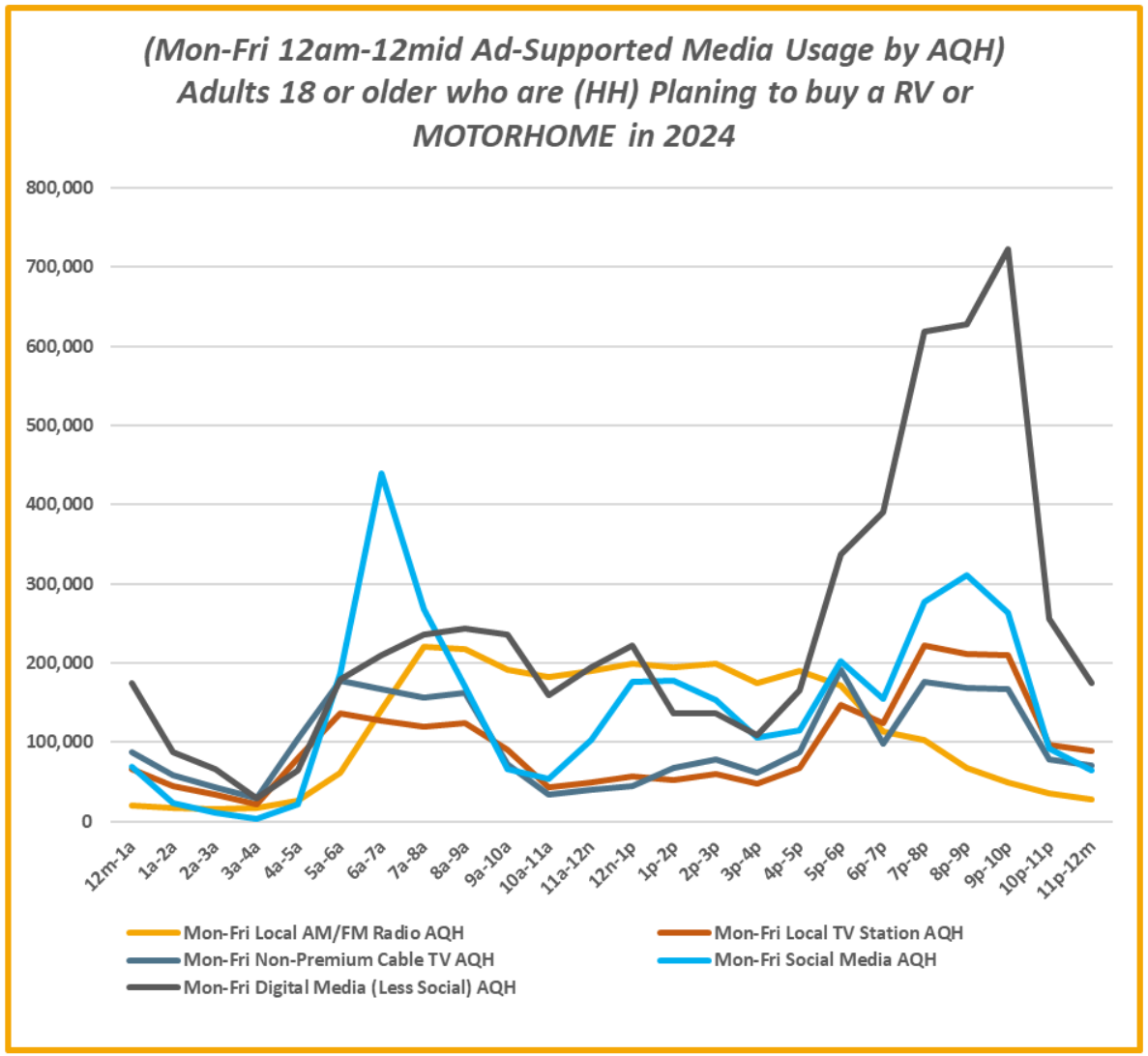
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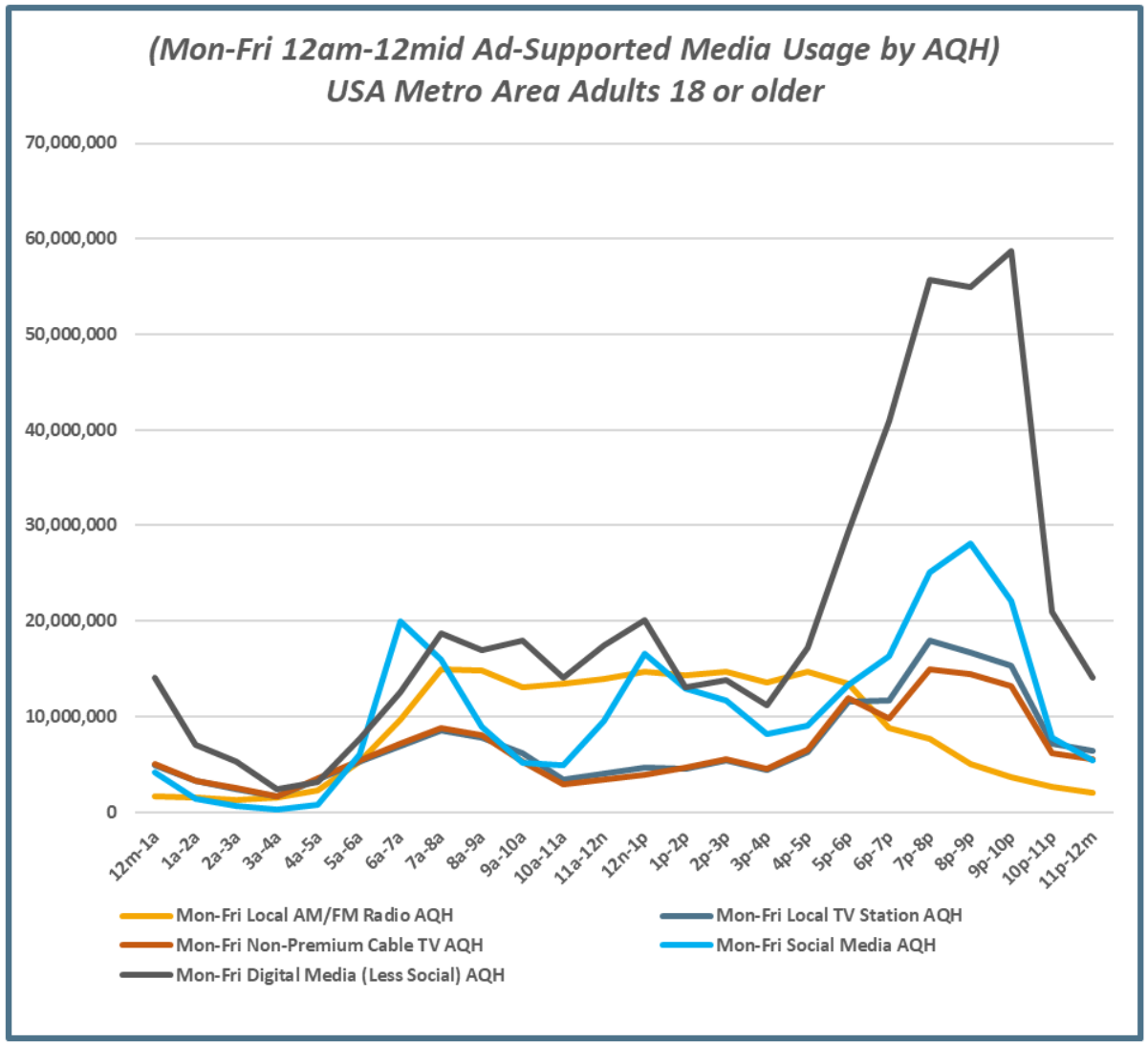
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Items/services HHLD plans to buy in next 12 months (HHLD): Second home



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 213,613; Local Radio: 183,573; Social Media: 168,213; Non-Prem. Cable: 97,192; Local TV: 84,978 reaching Adults 18 or older who are (HH) Planing to buy a RV or MOTORHOME





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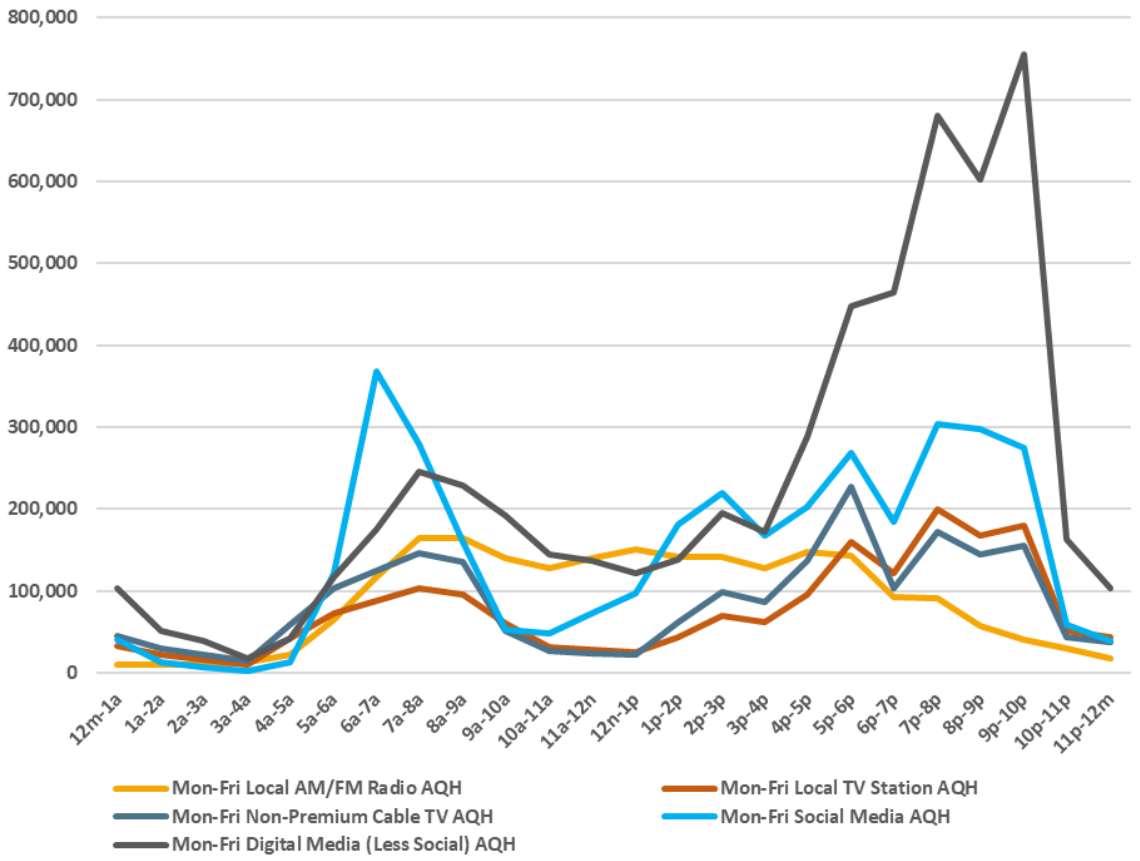
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Items/services HHLD plans to buy in next 12 months (HHLD): RV (motor home)

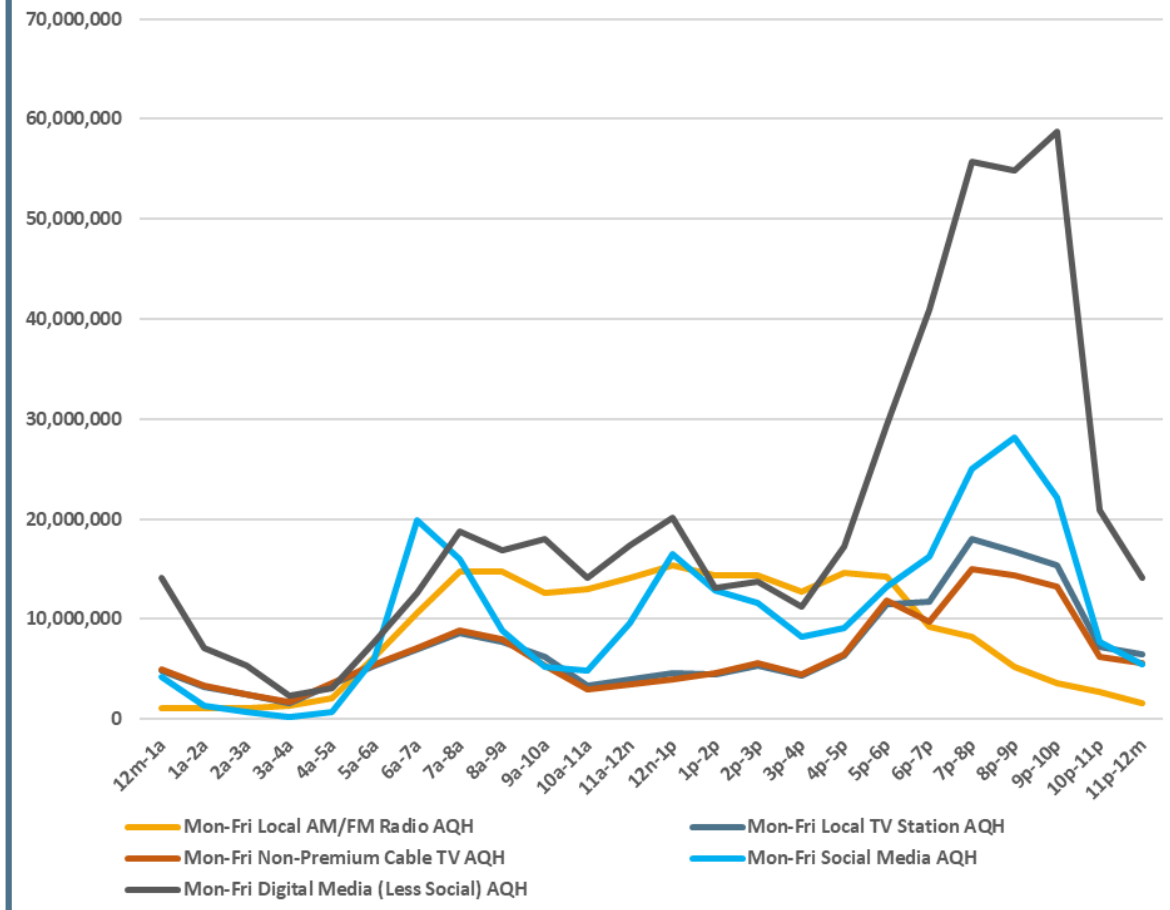
MOTORCYCLE

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 227,137; Social Media: 177,120; Local Radio: 138,408; Non-Prem. Cable: 95,855; Local TV: 75,735 reaching Adults 18 or older who are (HH) Planing to buy a MOTORCYCLE in 20

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who are (HH) Planing to buy a MOTORCYCLE in 2024



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 964

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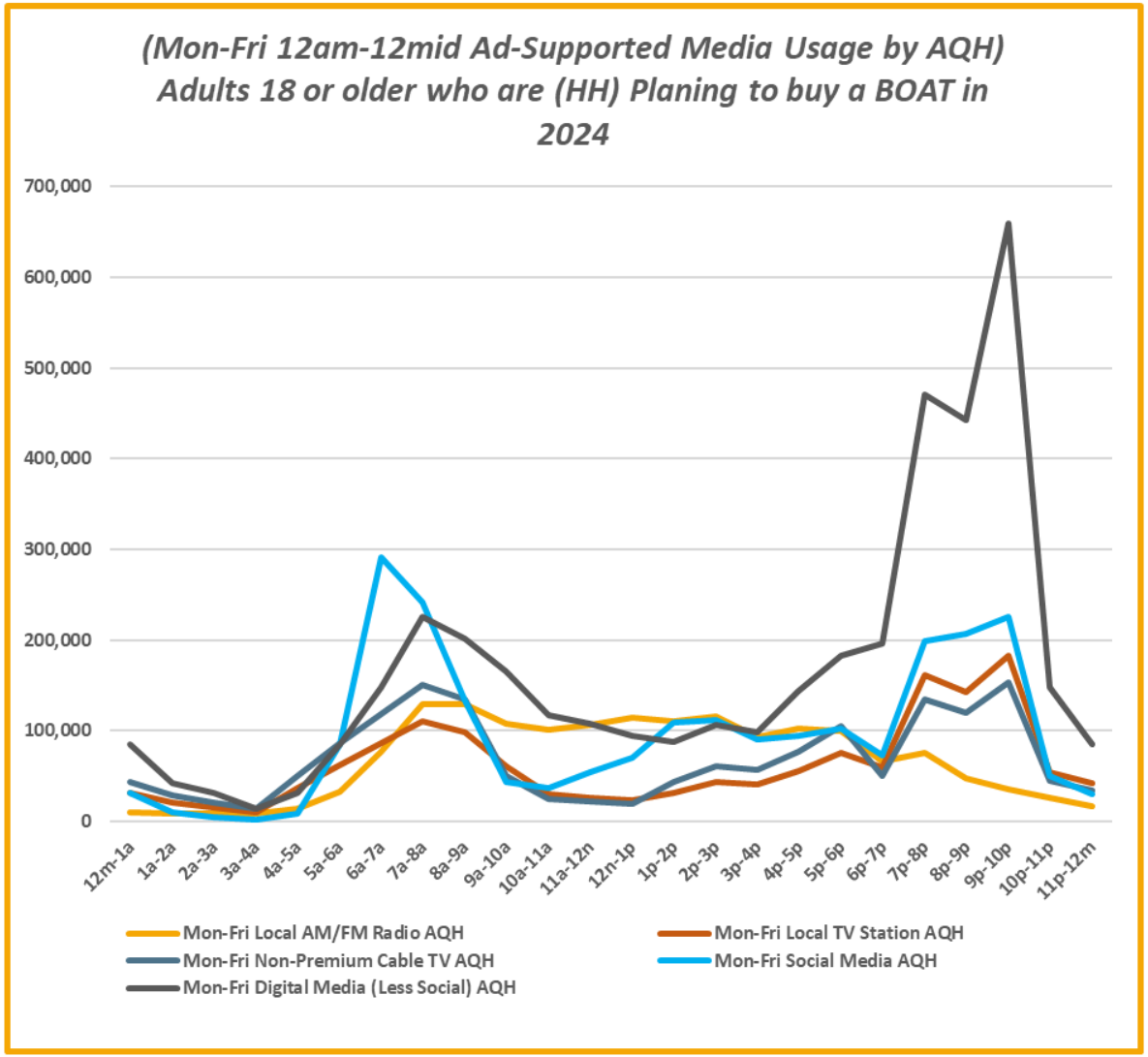
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

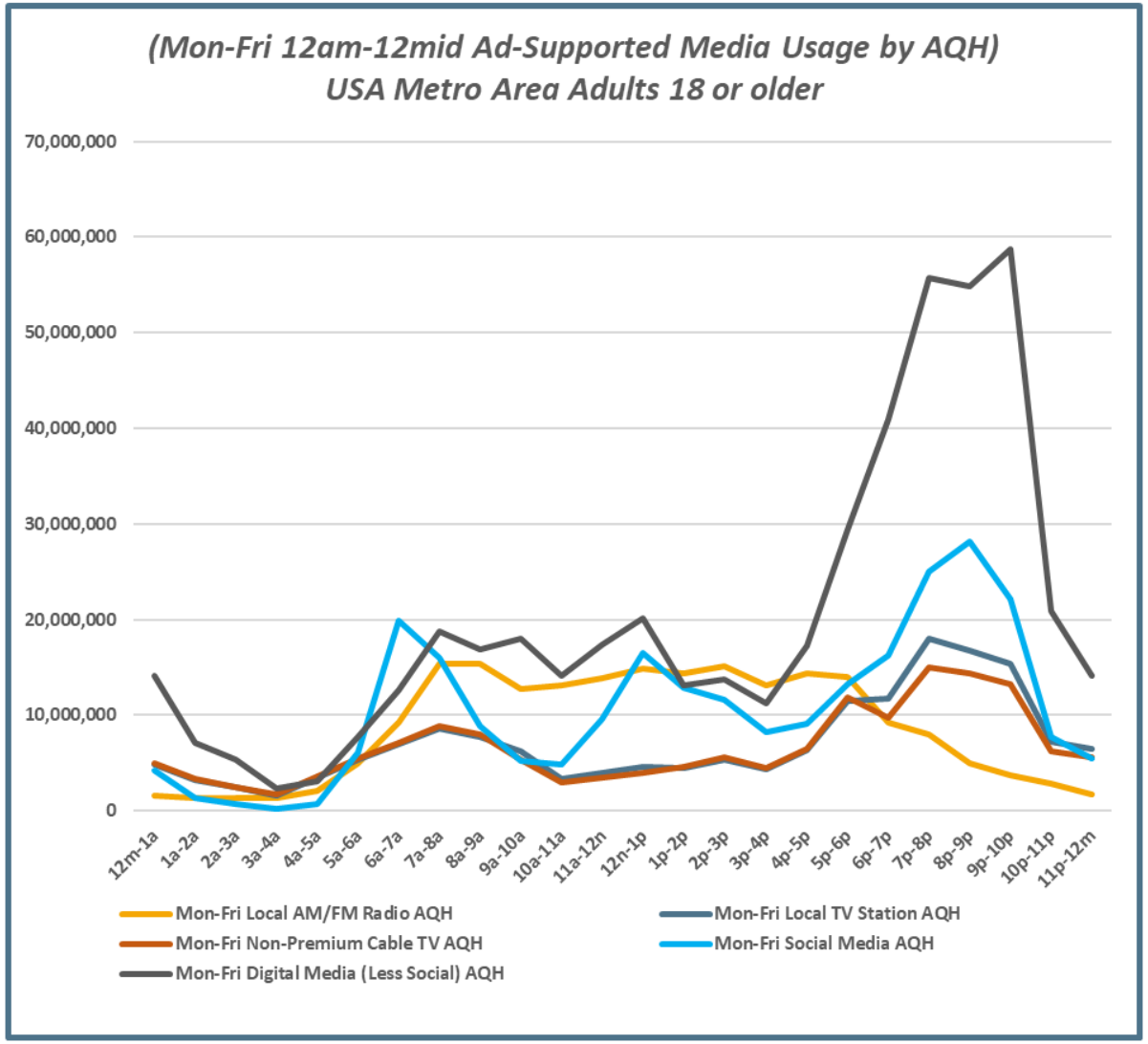
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Items/services HHLD plans to buy in next 12 months (HHLD): Motorcycle



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 144,479; Social Media: 111,944; Local Radio: 104,256; Non-Prem. Cable: 70,479; Local TV: 57,222 reaching Adults 18 or older who are (HH) Planing to buy a BOAT in 2024.





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 964

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

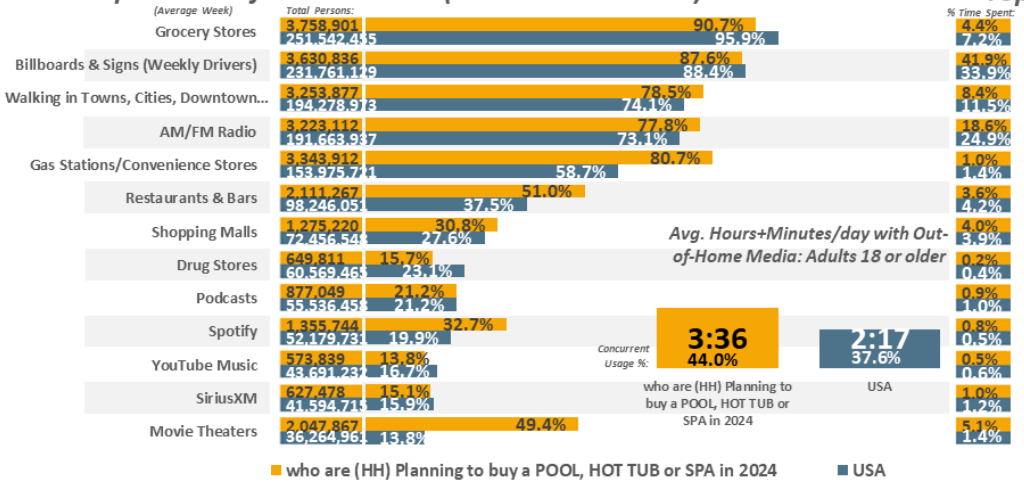
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Items/services HHLD plans to buy in next 12 months (HHLD): Boat

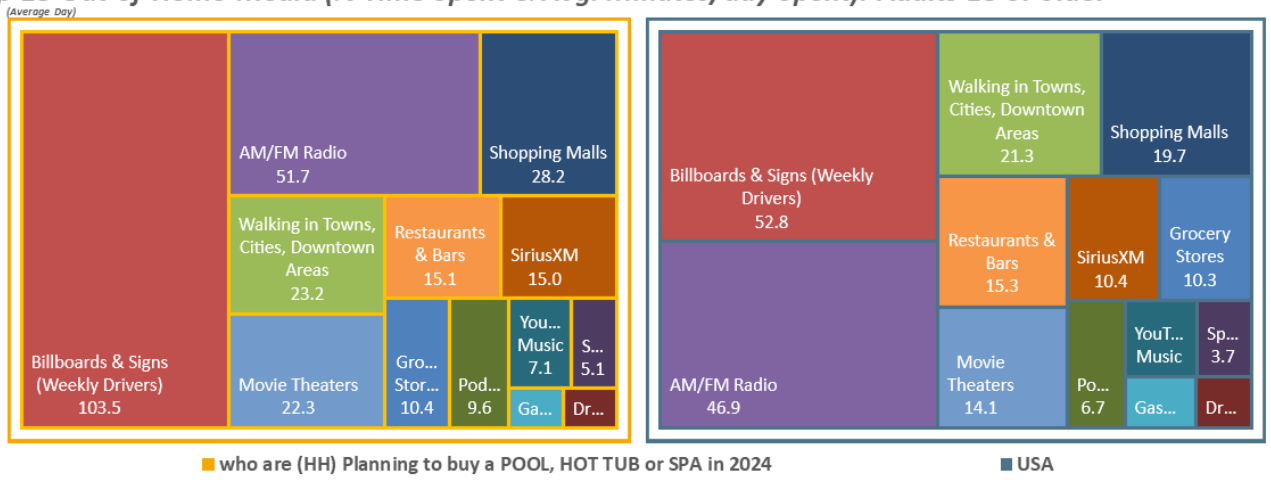


3,630,836 or 87.6% of Adults 18 or older who are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024 spend an average of 103.5 minutes per day driving, seeing Billboards and Signs. 73.1% Listen to Local Radio Stations Out-of-Home for an average of 44.3 mi

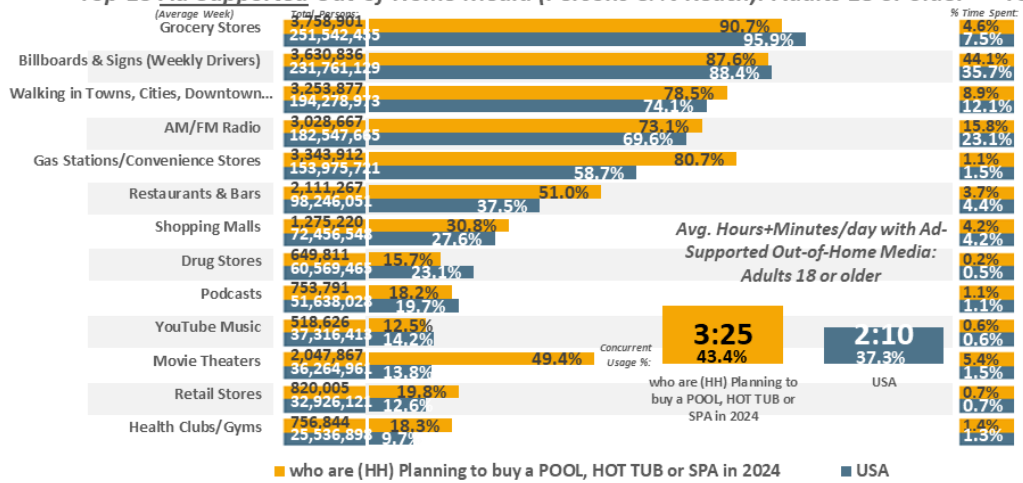
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



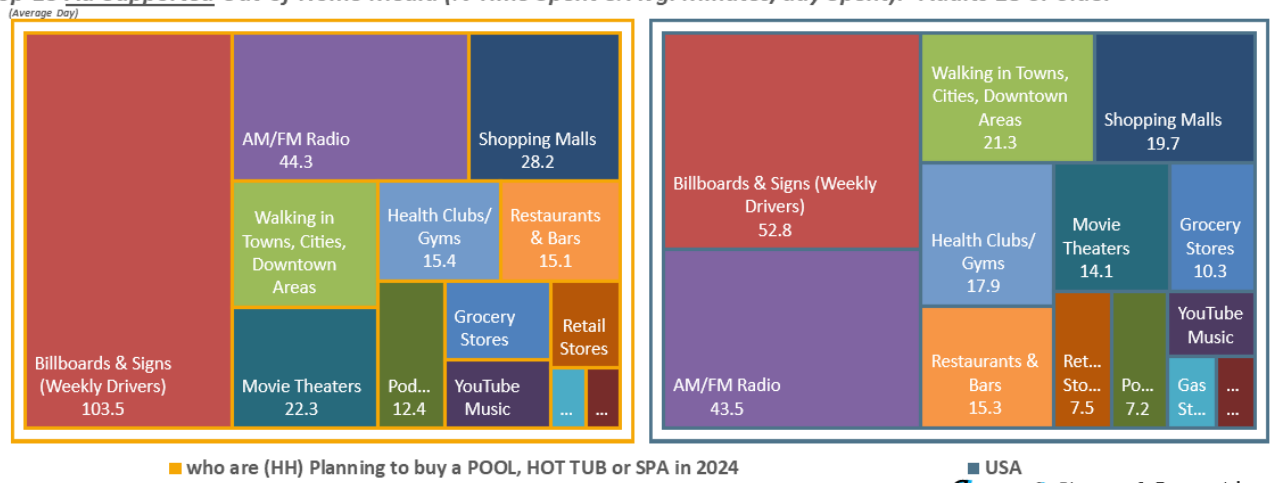
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

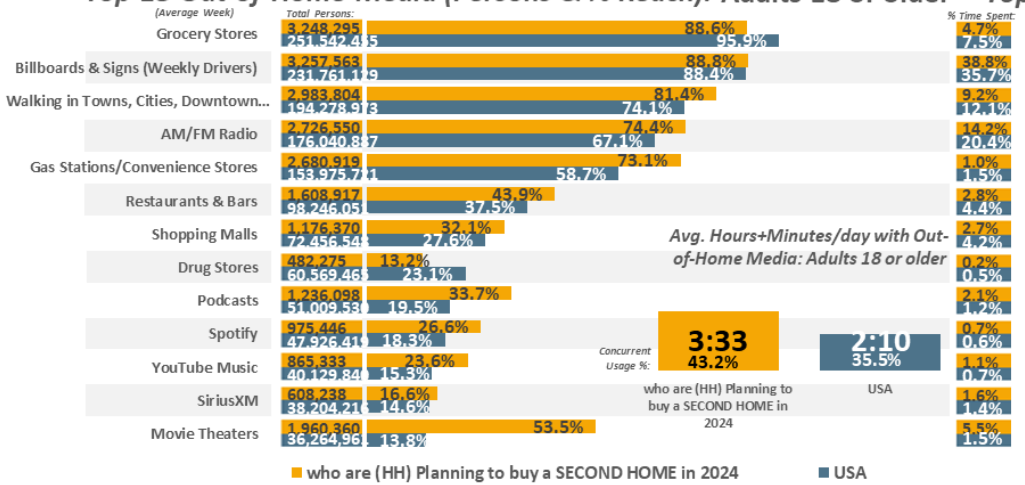
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Items/services HHLD plans to buy in next 12 months (HHLD): Pool, hot tub, or spa

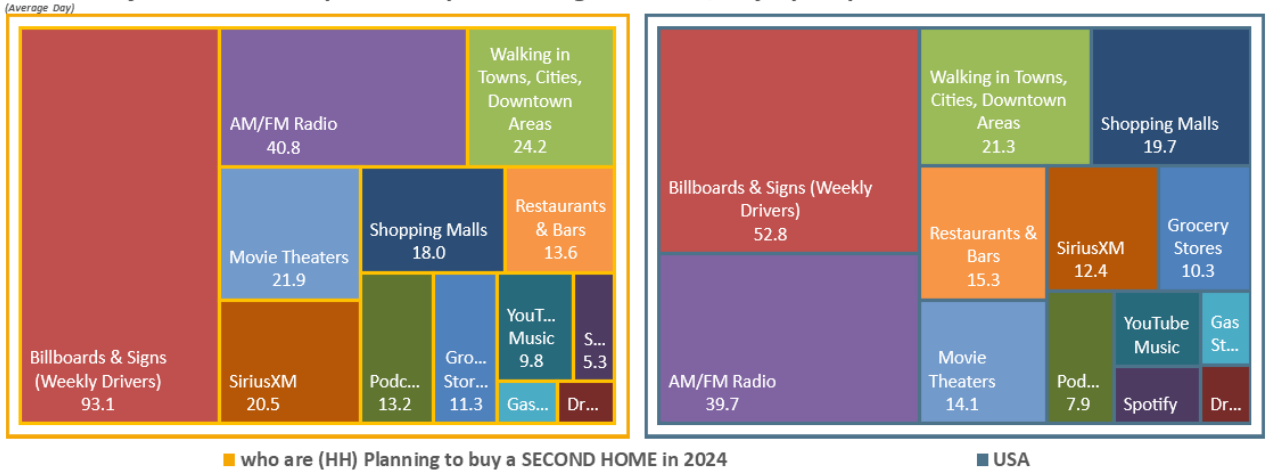


3,257,563 or 88.8% of Adults 18 or older who are (HH) Planning to buy a SECOND HOME in 2024 spend an average of 93.1 minutes per day driving, seeing Billboards and Signs. 68.7% Listen to Local Radio Stations Out-of-Home for an average of 34.4 minutes/day.

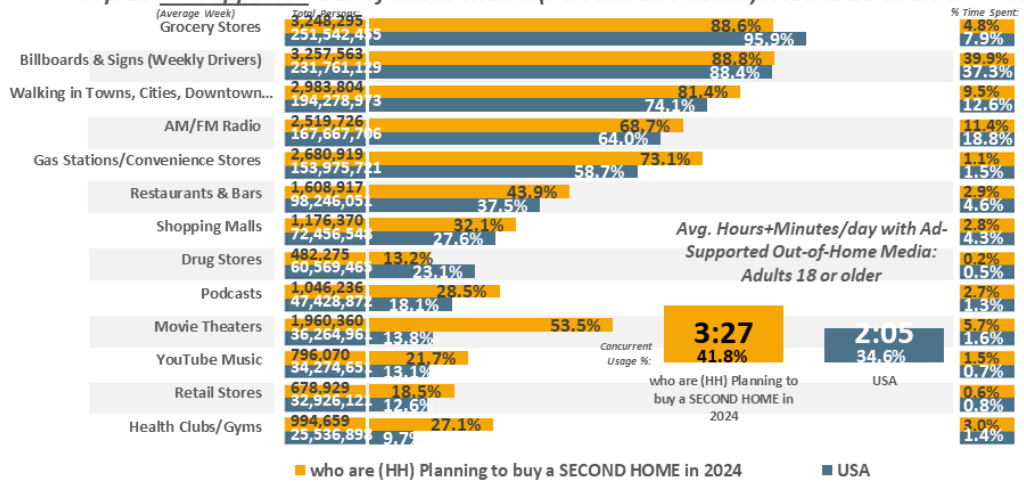
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



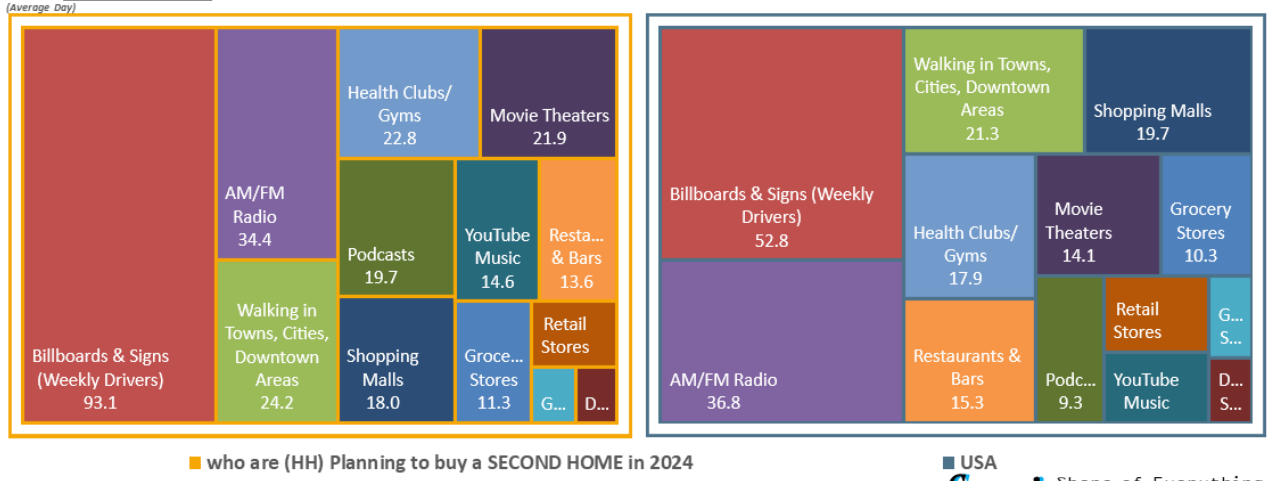
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

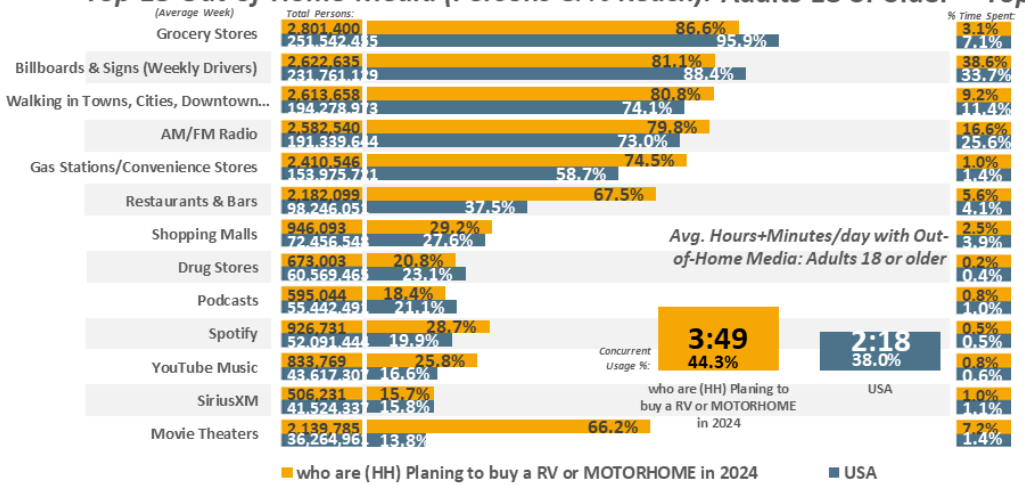
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Items/services HHLD plans to buy in next 12 months (HHLD): Second home

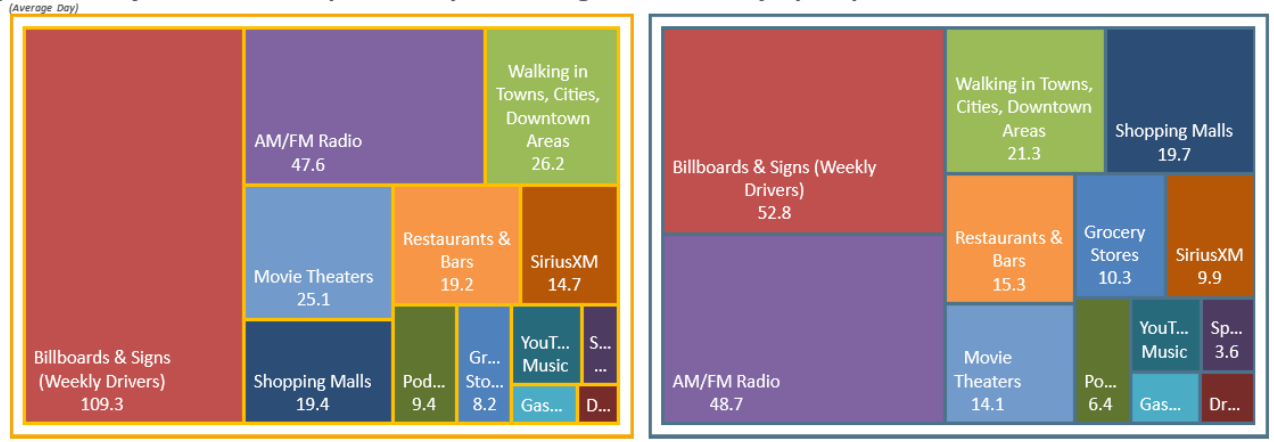


2,622,635 or 81.1% of Adults 18 or older who are (HH) Planing to buy a RV or MOTORHOME in 2024 spend an average of 109.3 minutes per day driving, seeing Billboards and Signs. 76.3% Listen to Local Radio Stations Out-of-Home for an average of 42.5 minutes/

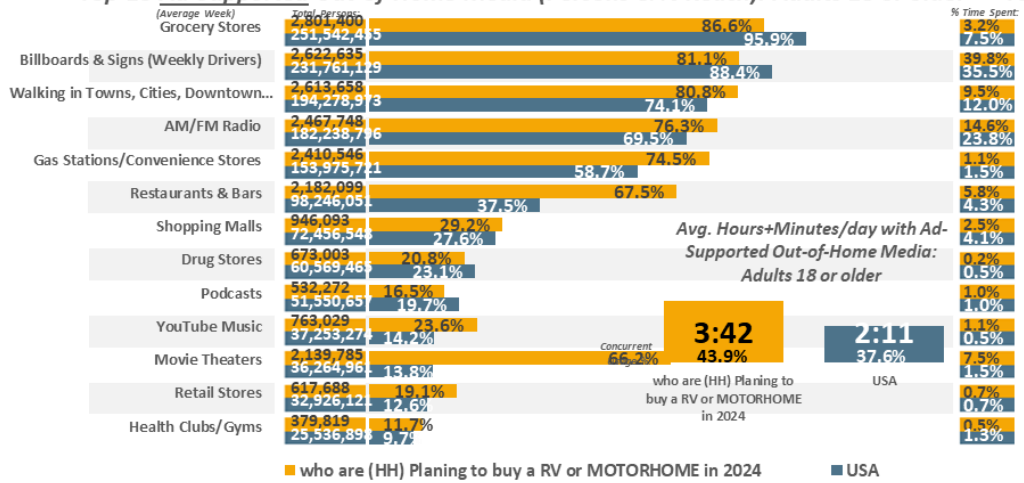
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



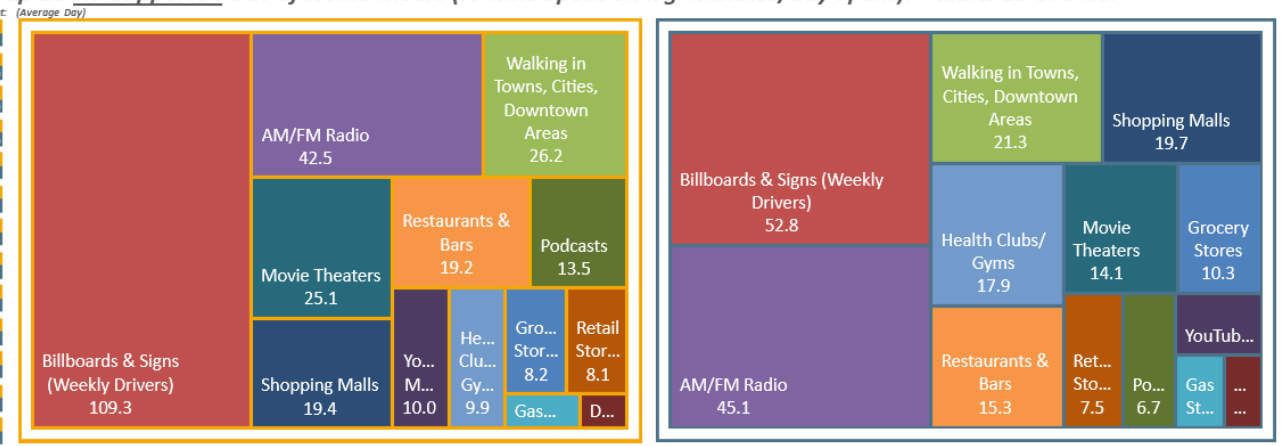
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

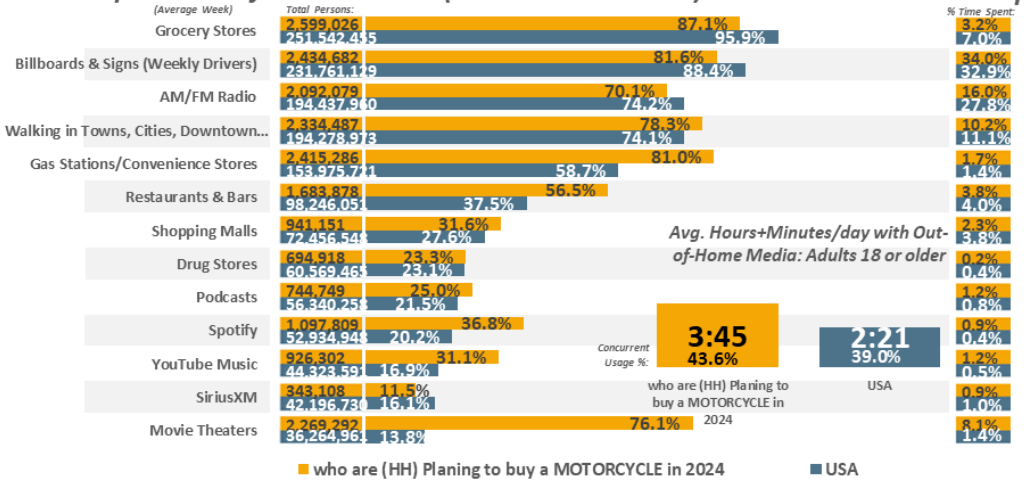
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Items/services HHLD plans to buy in next 12 months (HHLD): RV (motor home)

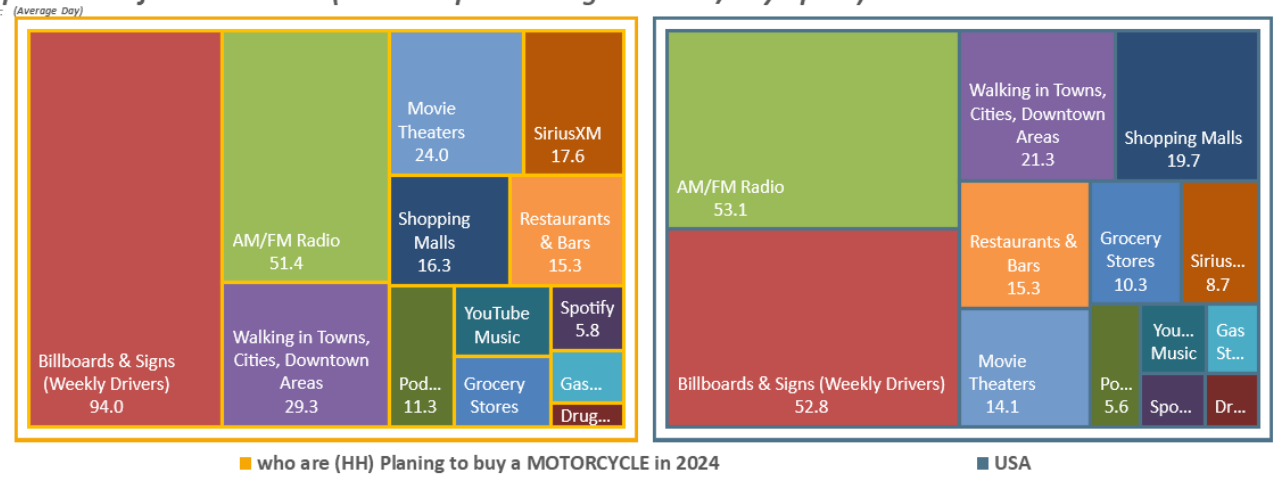


2,434,682 or 81.6% of Adults 18 or older who are (HH) Planing to buy a MOTORCYCLE in 2024 spend an average of 94. minutes per day driving, seeing Billboards and Signs. 64.6% Listen to Local Radio Stations Out-of-Home for an average of 41.5 minutes/day.

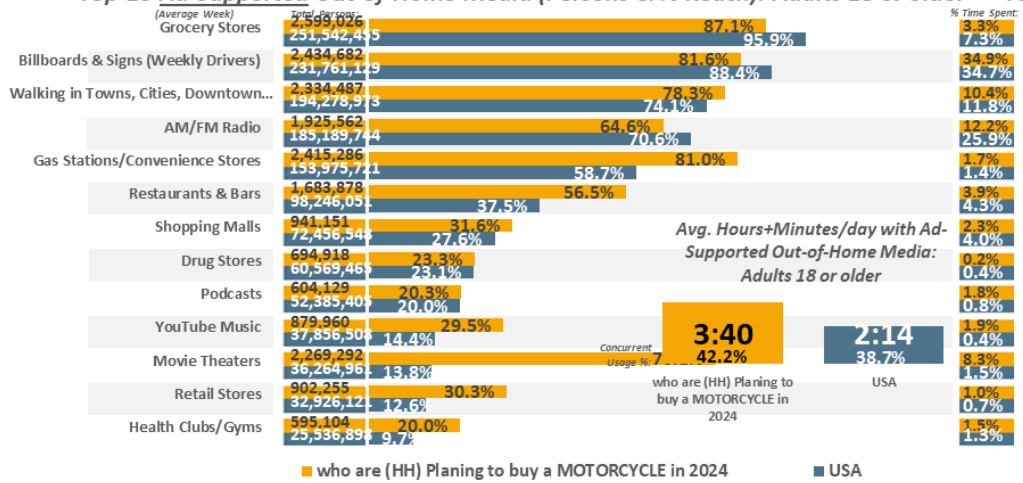
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



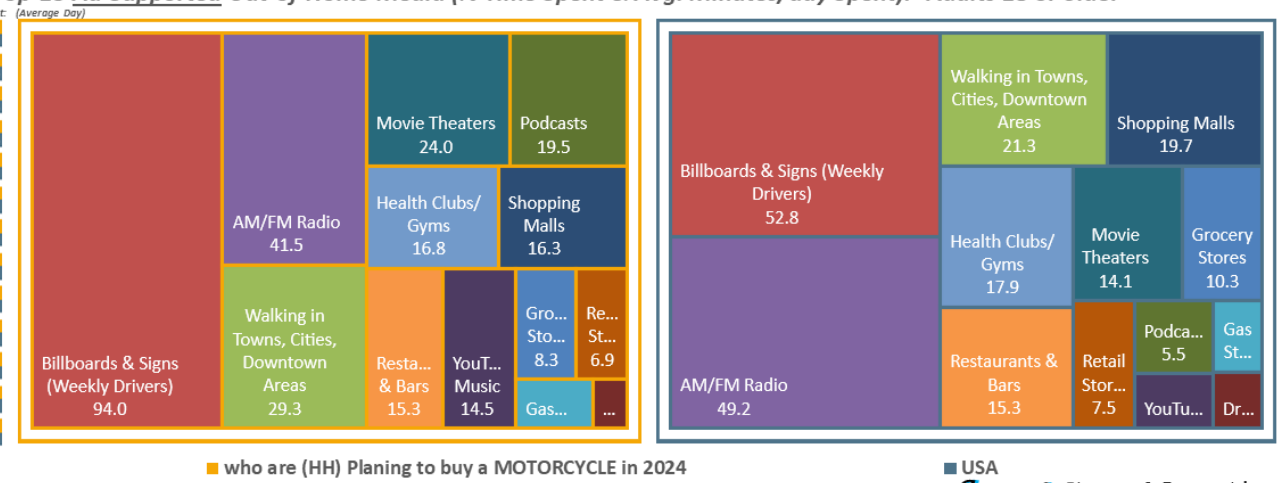
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

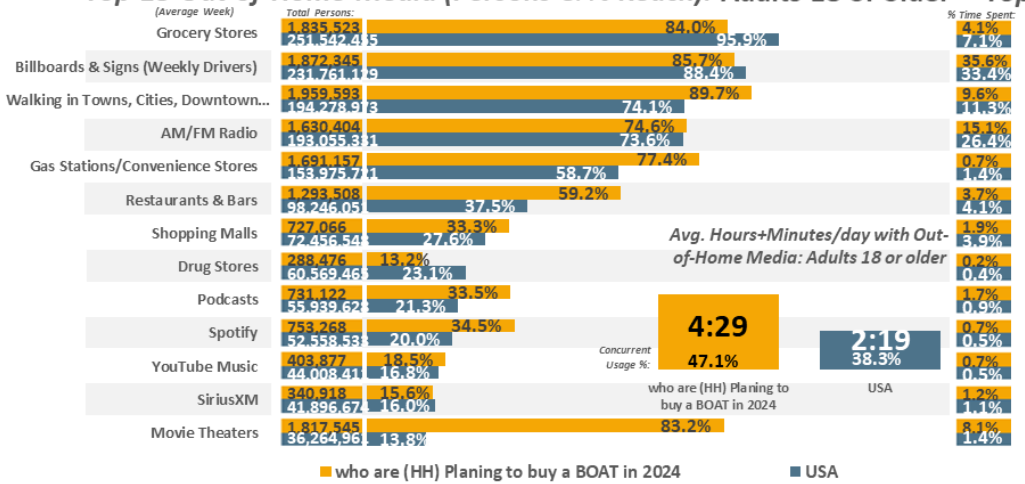
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Items/services HHLD plans to buy in next 12 months (HHLD): Motorcycle

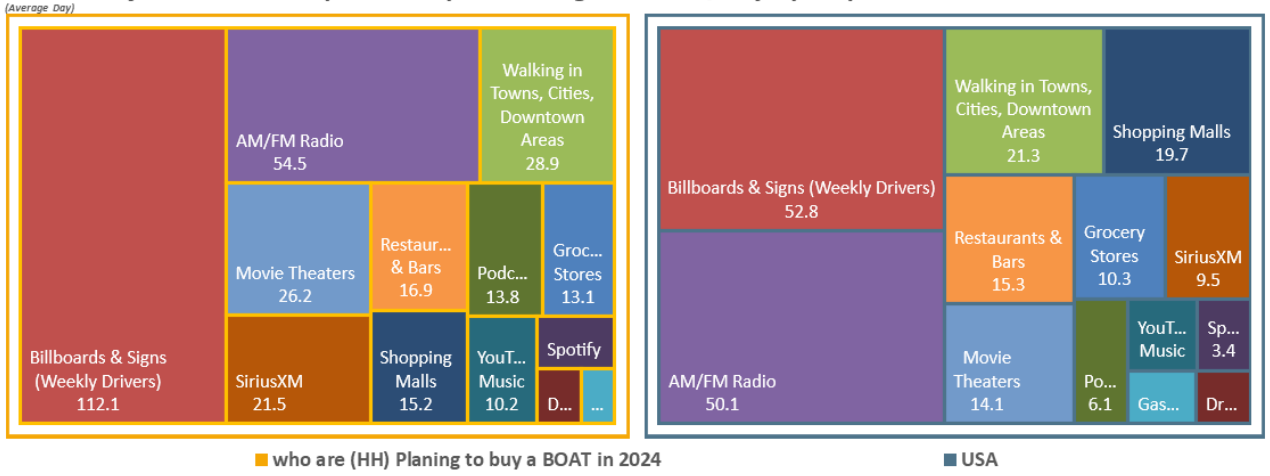


1,872,345 or 85.7% of Adults 18 or older who are (HH) Planing to buy a BOAT in 2024 spend an average of 112.1 minutes per day driving, seeing Billboards and Signs. 66.2% Listen to Local Radio Stations Out-of-Home for an average of 38.7 minutes/day.

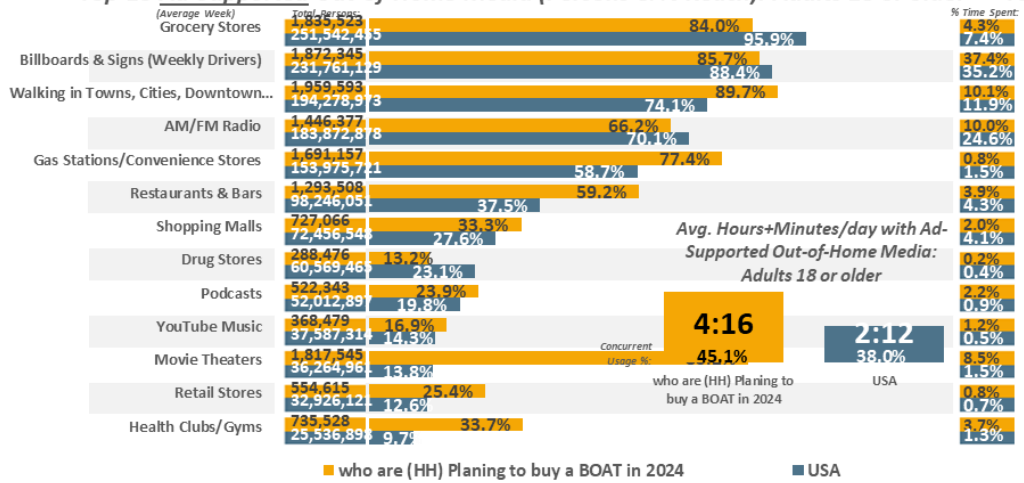
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



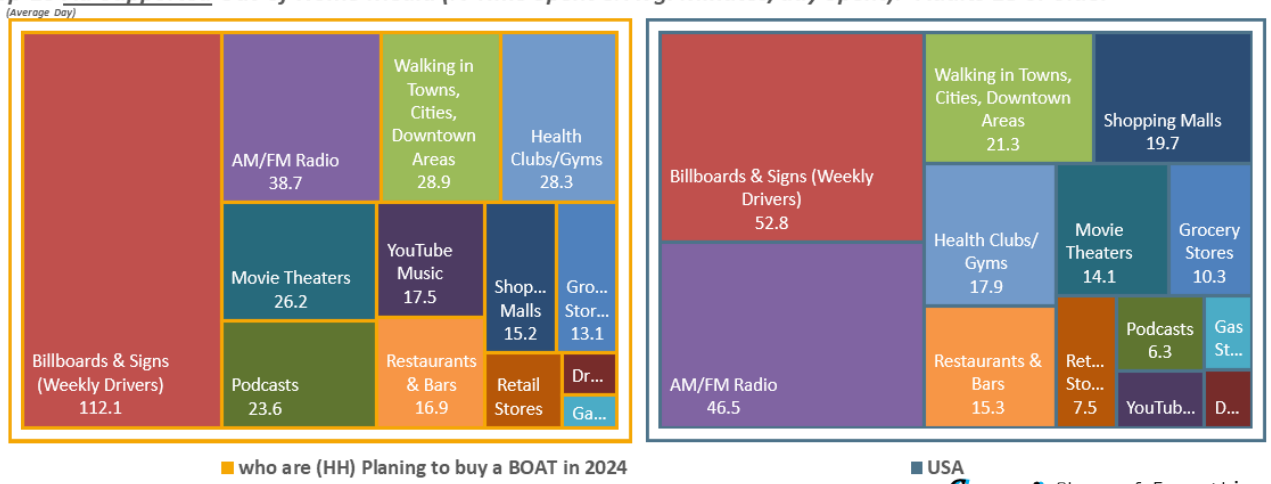
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

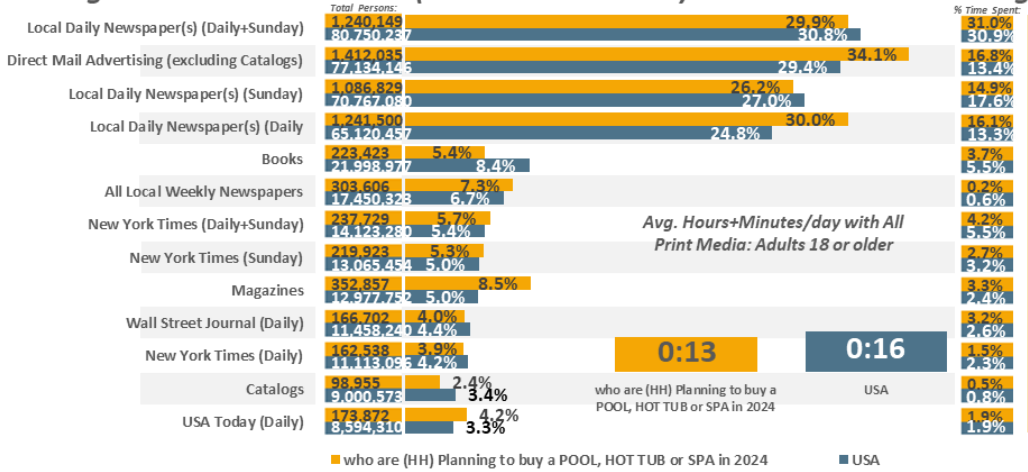
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Items/services HHLD plans to buy in next 12 months (HHLD): Boat

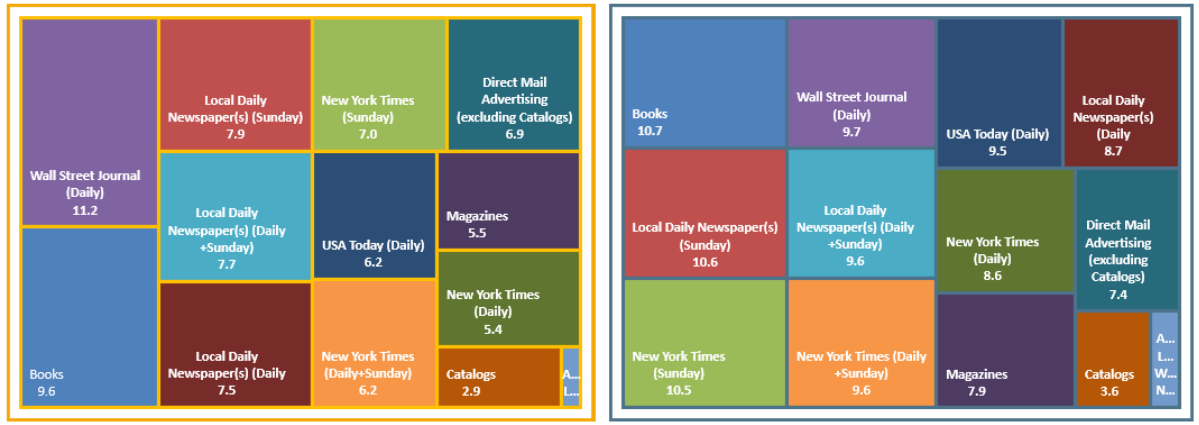


1,240,149 or 29.9% of Adults 18 or older who are (HH) Planning to buy a POOL, HOT TUB or SPA in 2024 read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 32.2% of all time spent daily with All forms of Print M

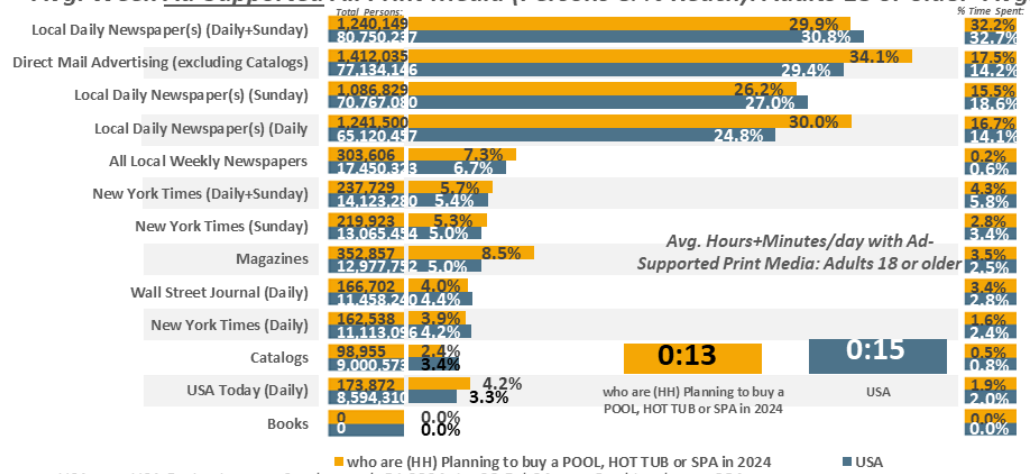
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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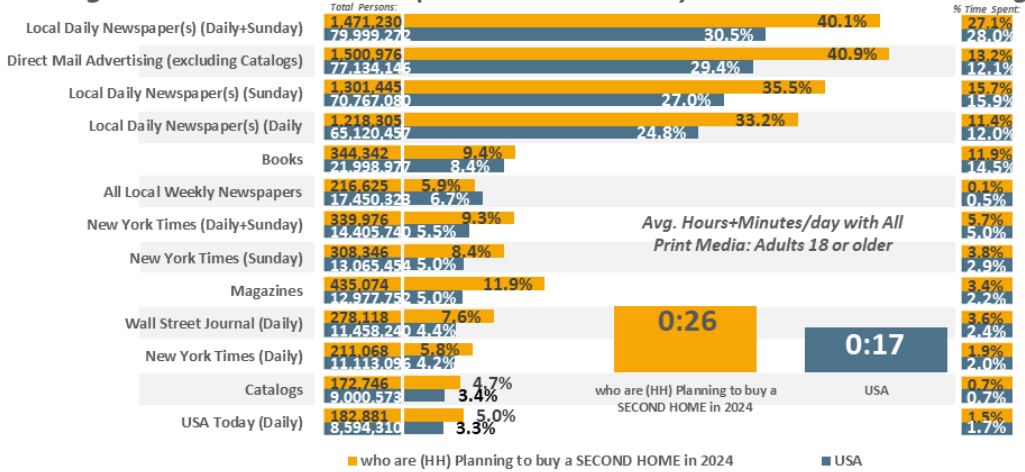
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Items/services HHLD plans to buy in next 12 months (HHLD): Pool, hot tub, or spa

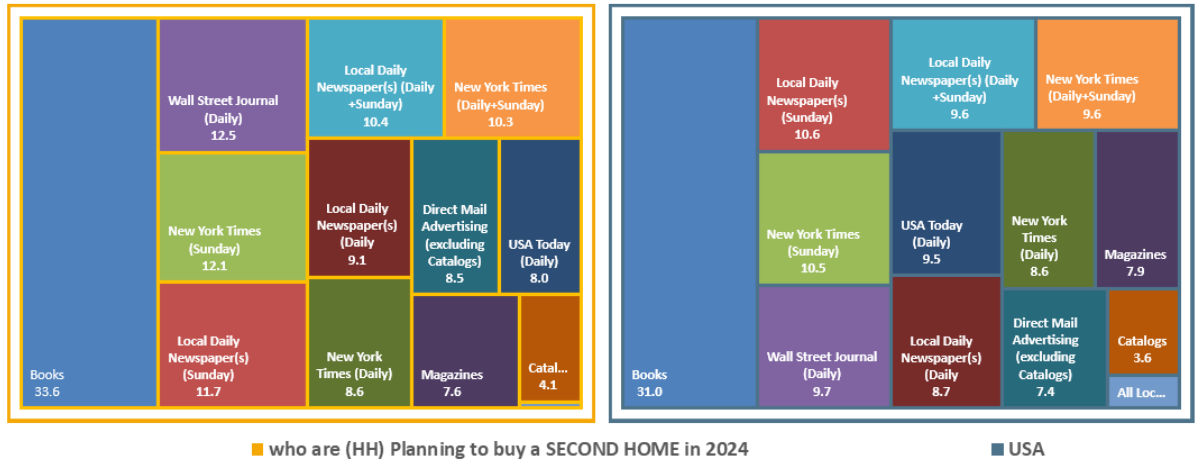


1,471,230 or 40.1% of Adults 18 or older who are (HH) Planning to buy a SECOND HOME in 2024 read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 30.7% of all time spent daily with All forms of Print Media.

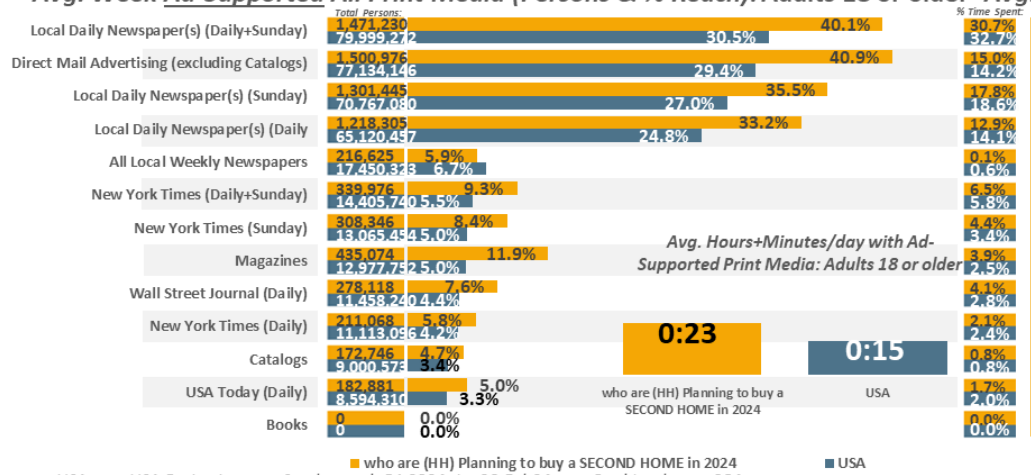
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



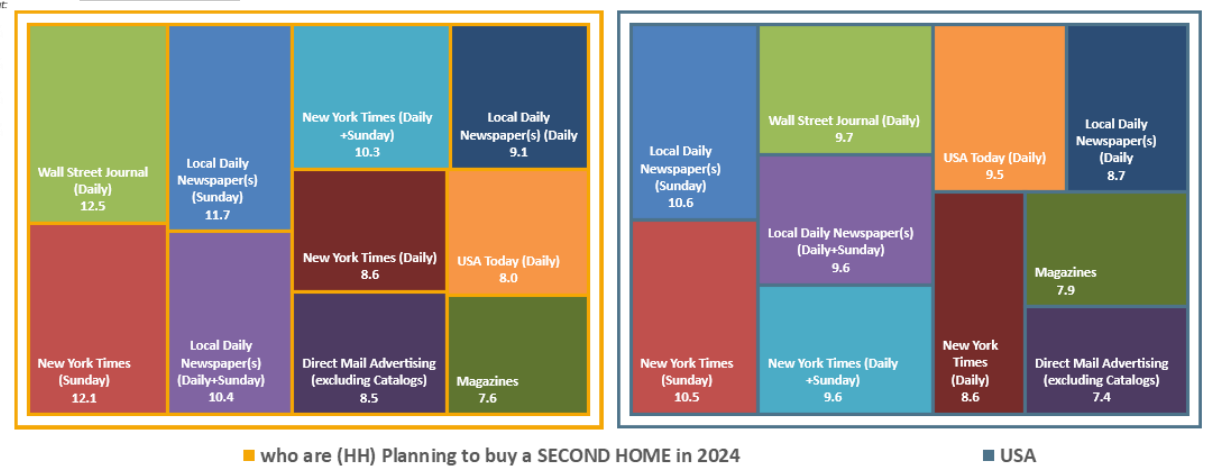
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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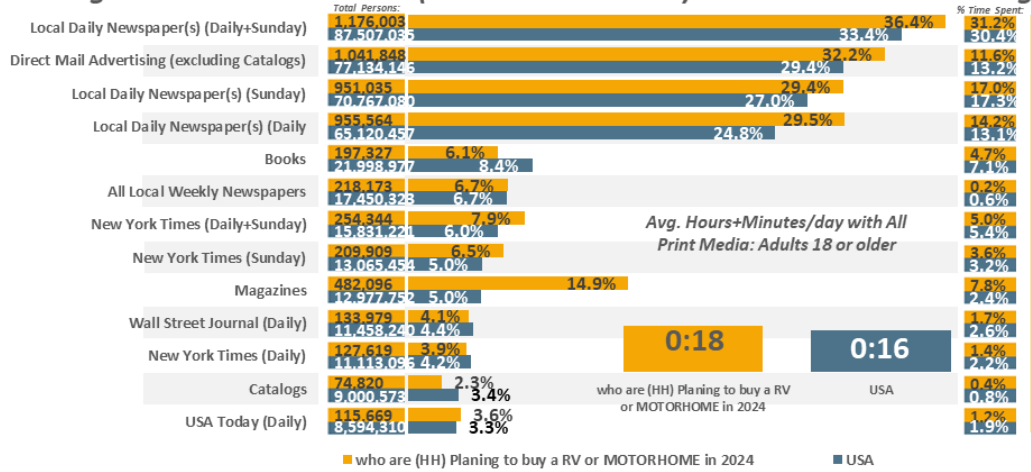
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Items/services HHLD plans to buy in next 12 months (HHLD): Second home

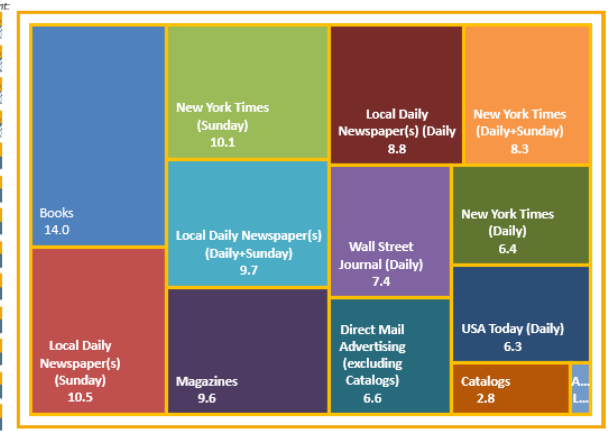


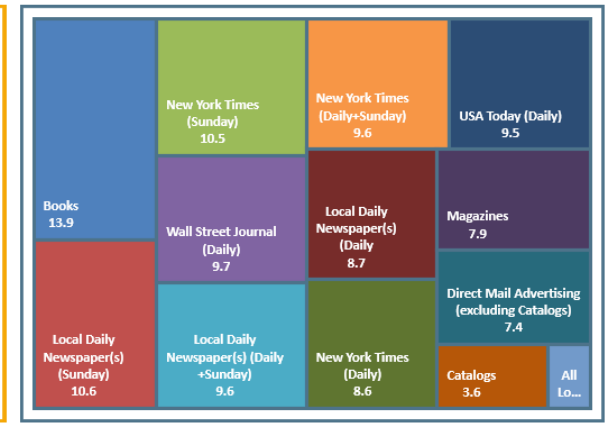
1,176,003 or 36.4% of Adults 18 or older who are (HH) Planing to buy a RV or MOTORHOME in 2024 read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 32.7% of all time spent daily with All forms of Print Media.

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

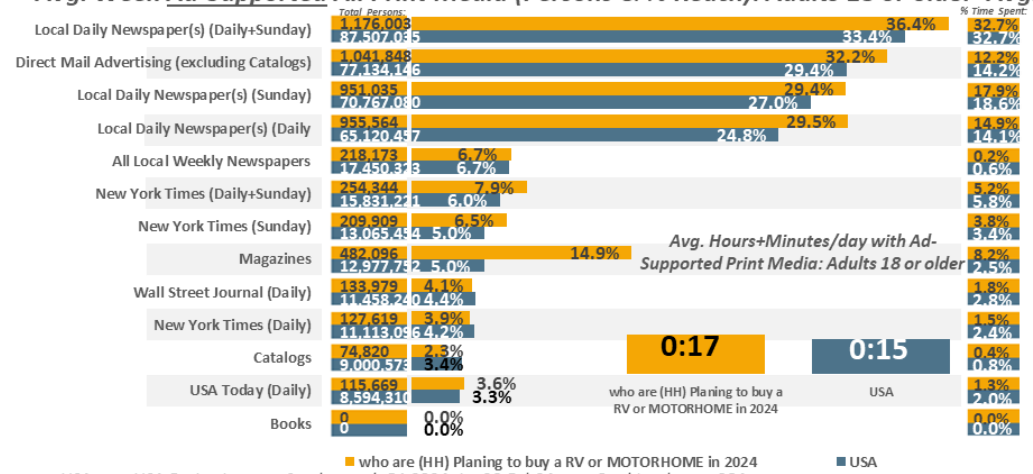


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

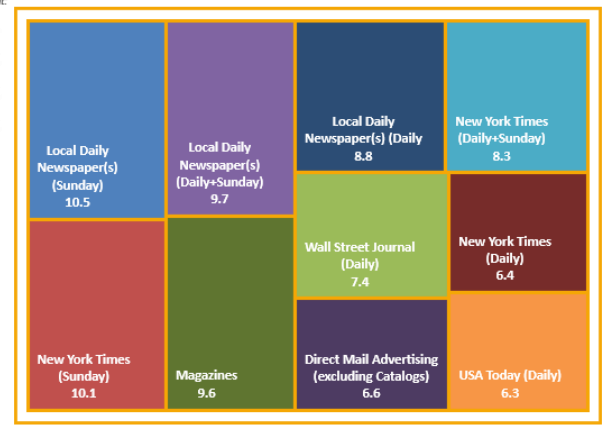


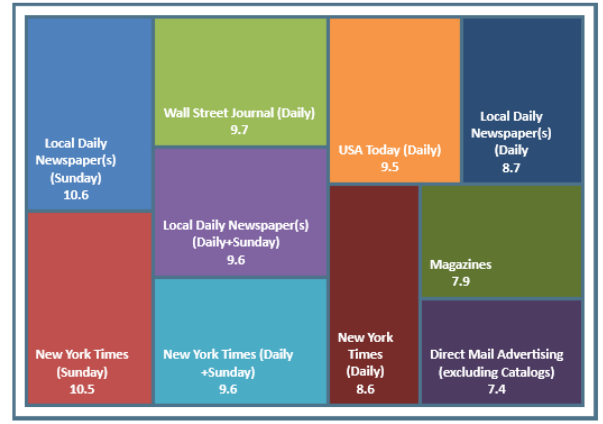


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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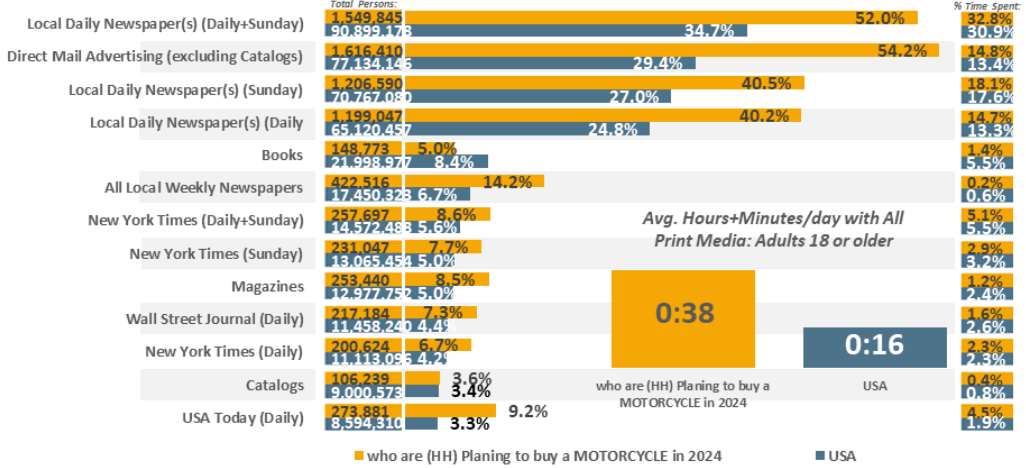
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Items/services HHLD plans to buy in next 12 months (HHLD): RV (motor home)

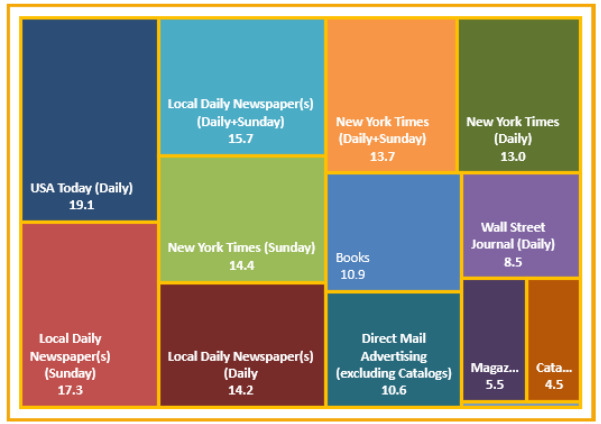


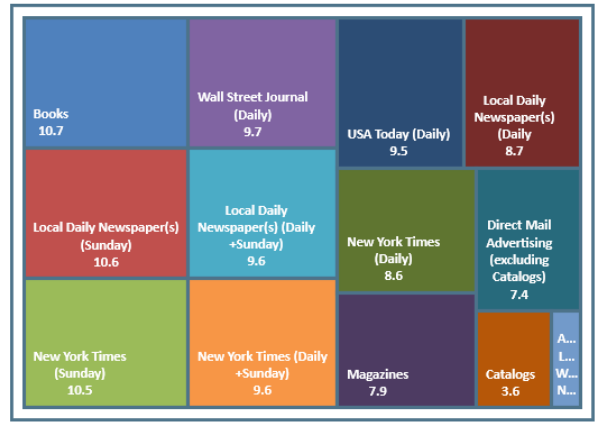
1,549,845 or 52.% of Adults 18 or older who are (HH) Planing to buy a MOTORCYCLE in 2024 read Local Daily Newspaper(s) (Daily+Sunday) for an average of 15.7 minutes every day representing 33.3% of all time spent daily with All forms of Print Media.

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

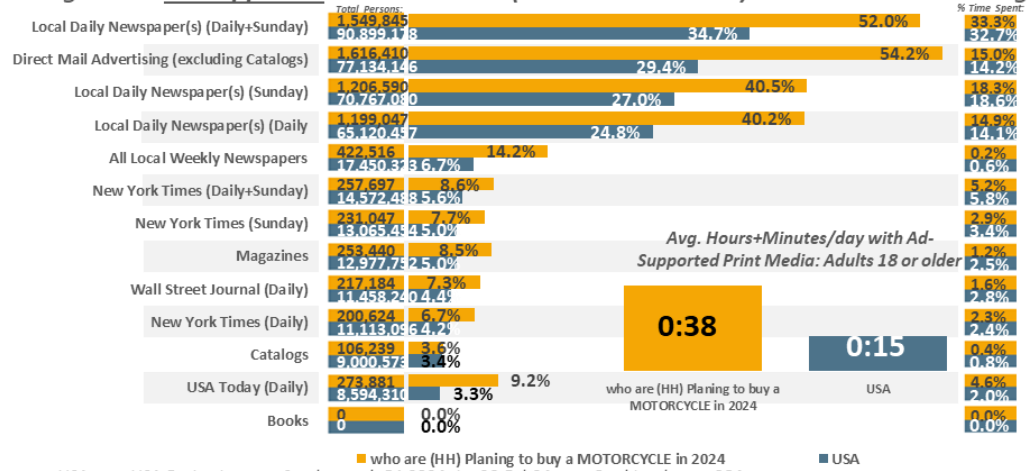


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

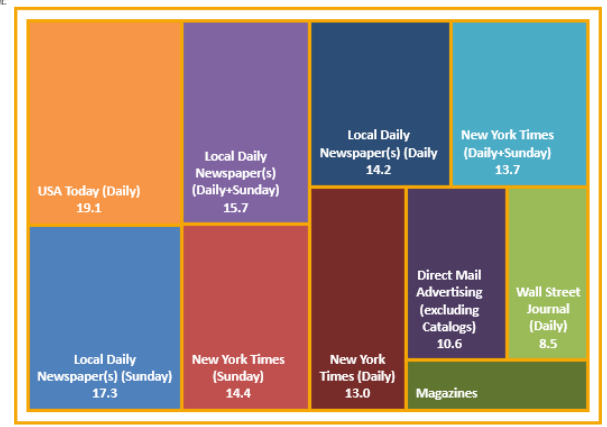


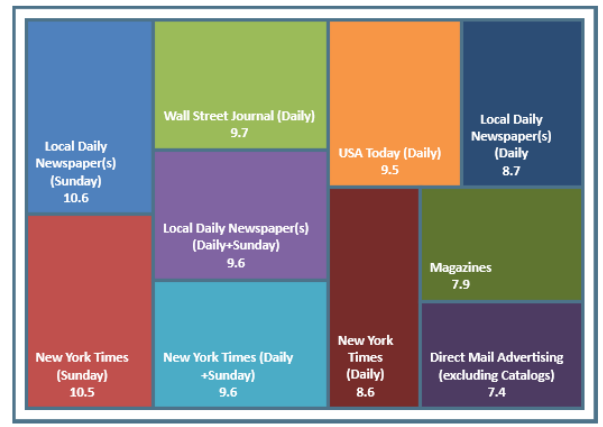


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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Items/services HHLD plans to buy in next 12 months (HHLD): Motorcycle