USA – 5 Types of P25-64 past 12mo ONLINE BUYERS of BLINDS and WINDOW COVERINGS!

Complete Demographic & Media Use Profiles

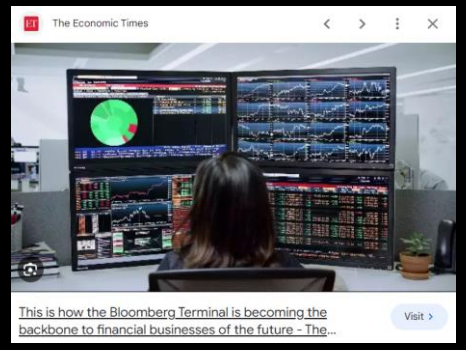
BLINDS.COM

Complete Demographic, Psychographic, and Total Media Usage Profiles of P25-64 past 6 months Online Buyers of Home Improvement Items and/or Home Accessories who spent $100-$249, $250-$499, $500-$999, $1,000-$2,999, $3,000 or more on Blinds and Window Coverings past 12 months as of April 2024!

$100-$249 *$250-$499* *$500-$999* *$1,000-$2,999* *$3,000 or more*







(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$100 - $249
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$250 - $499
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$500 - $999
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$1,000 - $2,999
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$3,000 or more

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

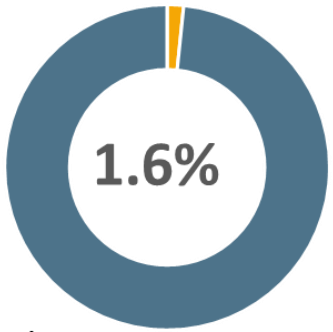
HUBBARD BROADCASTING INC. HB INC.

BLINDS.COM

$100-$249

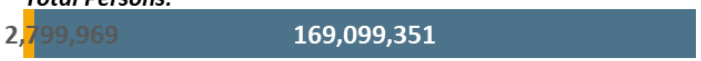
1.6% or 2,799,969 of USA Adults 25 - 64 spent $100-$249 Online on Blinds/Window Coverings past 12mos. Typical Adults 25 - 64 who spent $100-$249 Online on Blinds/Window Coverings past 12mos are 42.7 years old (5.1% younger than average) and have a $132,386 (35.% higher than average) annual household income.

Percent of Market: Adults 25 - 64

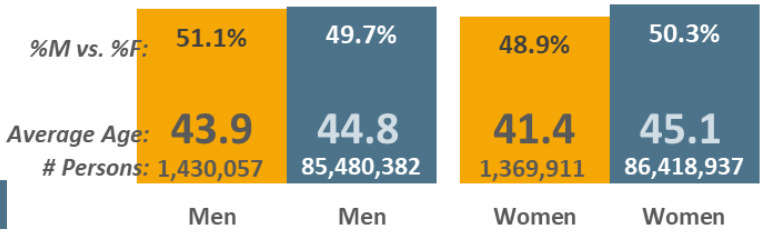


- who spent $100-$249 Online on Blinds/Window Coverings past 12mos
- Remainder of USA Metro

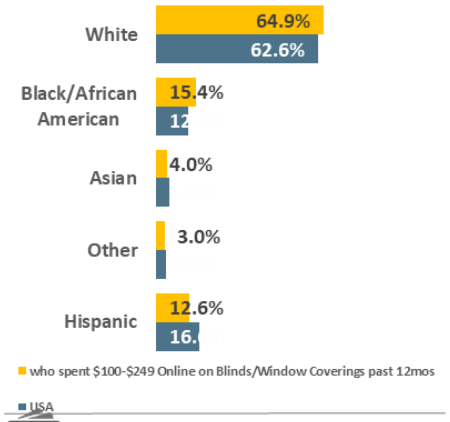
Total Persons:



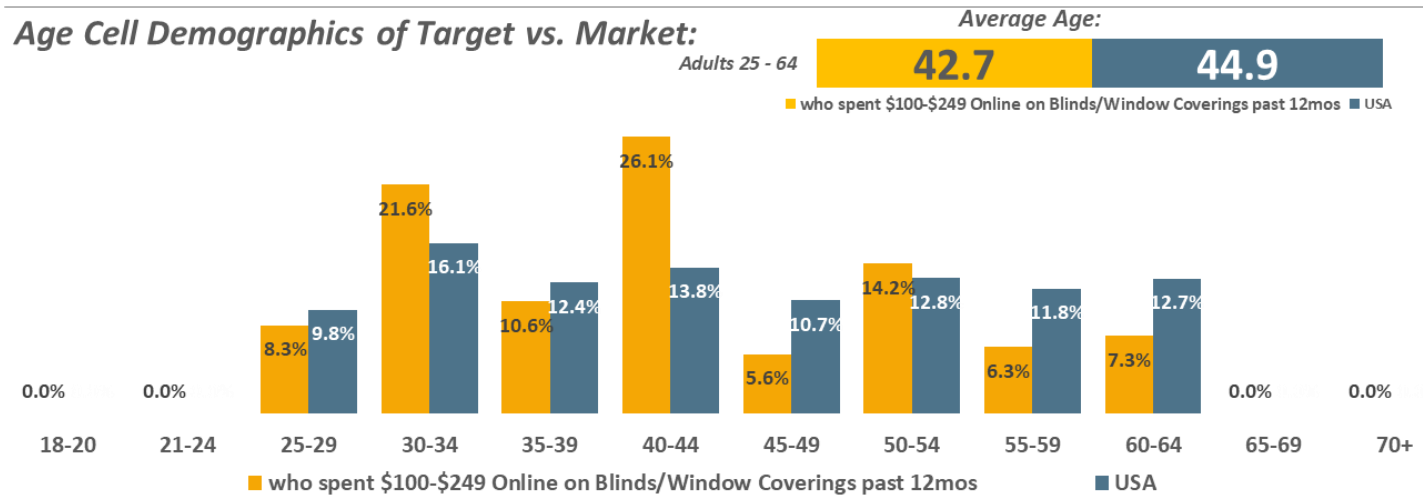
Gender of Target vs. Market: Adults 25 - 64



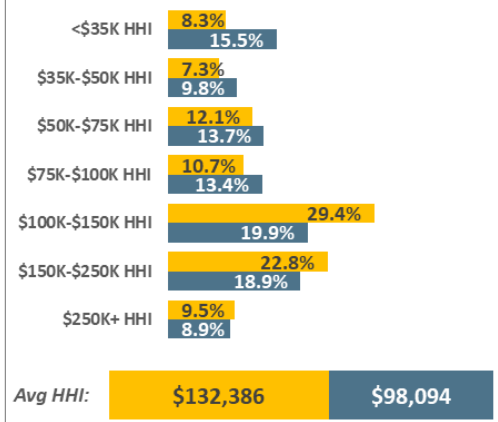
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

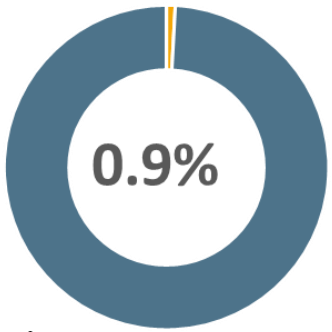
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$100 - $249

BLINDS.COM

$250-$499

.9% or 1,494,853 of USA Adults 25 - 64 spent $250-$499 Online on Blinds/Window Coverings past 12mos. Typical Adults 25 - 64 who spent $250-$499 Online on Blinds/Window Coverings past 12mos are 44.5 years old (.9% younger than average) and have a $153,699 (56.7% higher than average) annual household income.

Percent of Market: Adults 25 - 64



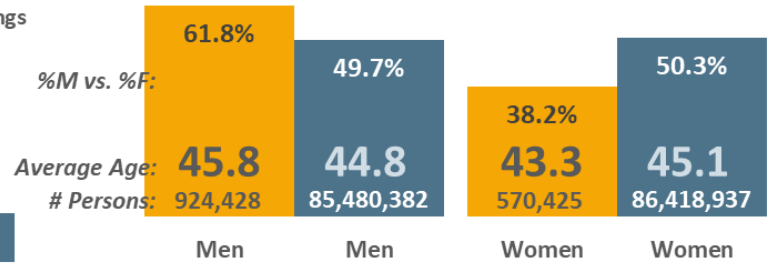
who spent $250-$499 Online on Blinds/Window Coverings past 12mos

Remainder of USA Metro

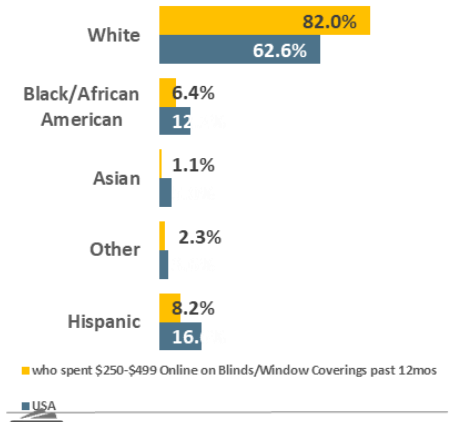
Total Persons:

1,494,853 | 170,404,466

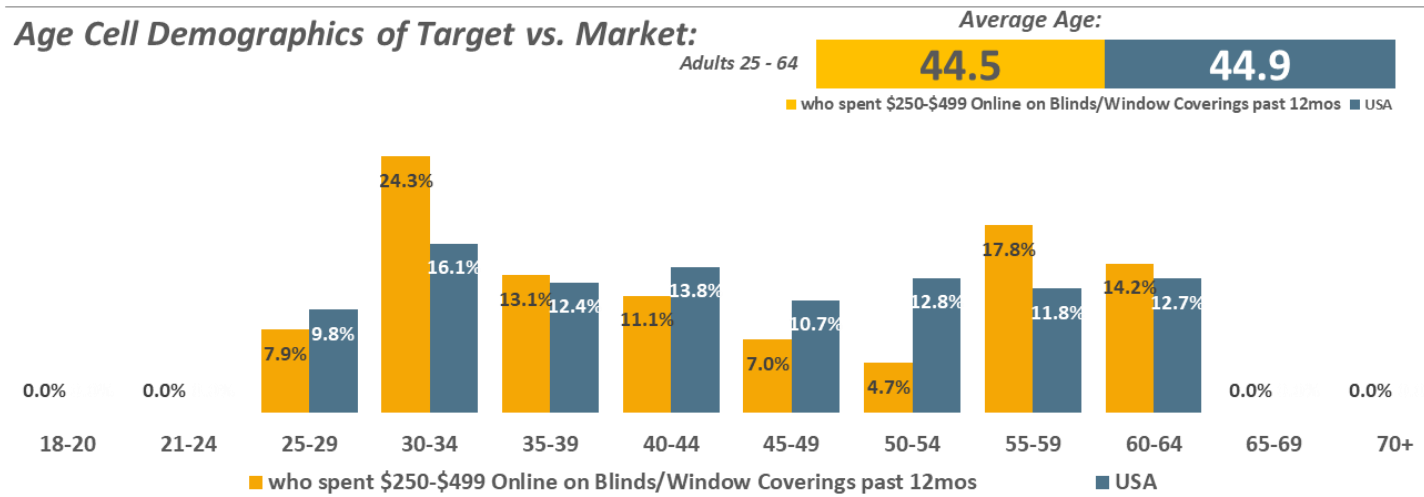
Gender of Target vs. Market: Adults 25 - 64



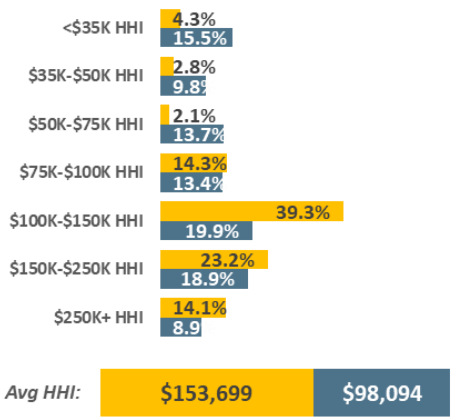
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $153,699 | $98,094

USA Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

USA Jan23-Feb24 USA Projection Qual Intab 14,048

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

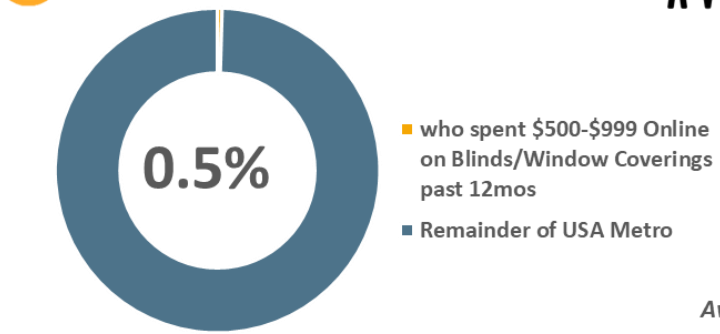
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$250 - $499

BLINDS.COM

$500-$999

.5% or 792,378 of USA Adults 25 - 64 spent $500-$999 Online on Blinds/Window Coverings past 12mos. Typical Adults 25 - 64 who spent $500-$999 Online on Blinds/Window Coverings past 12mos are 42.1 years old (6.3% younger than average) and have a $194,272 (98.% higher than average) annual household income.

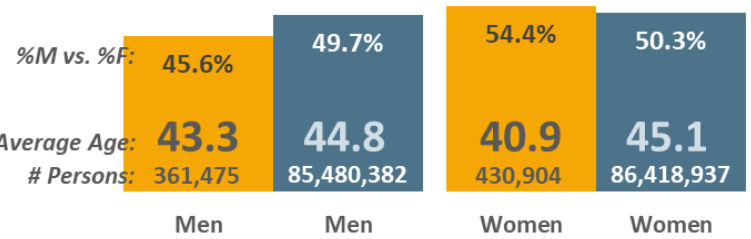
Percent of Market: Adults 25 - 64



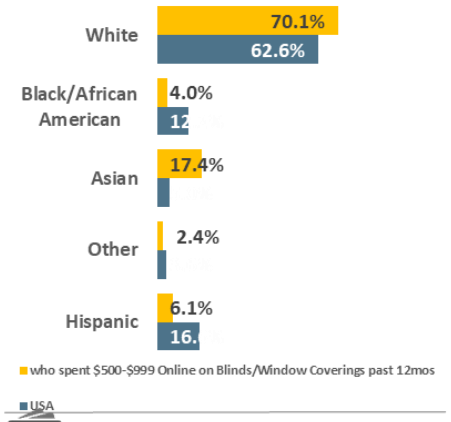
Total Persons:



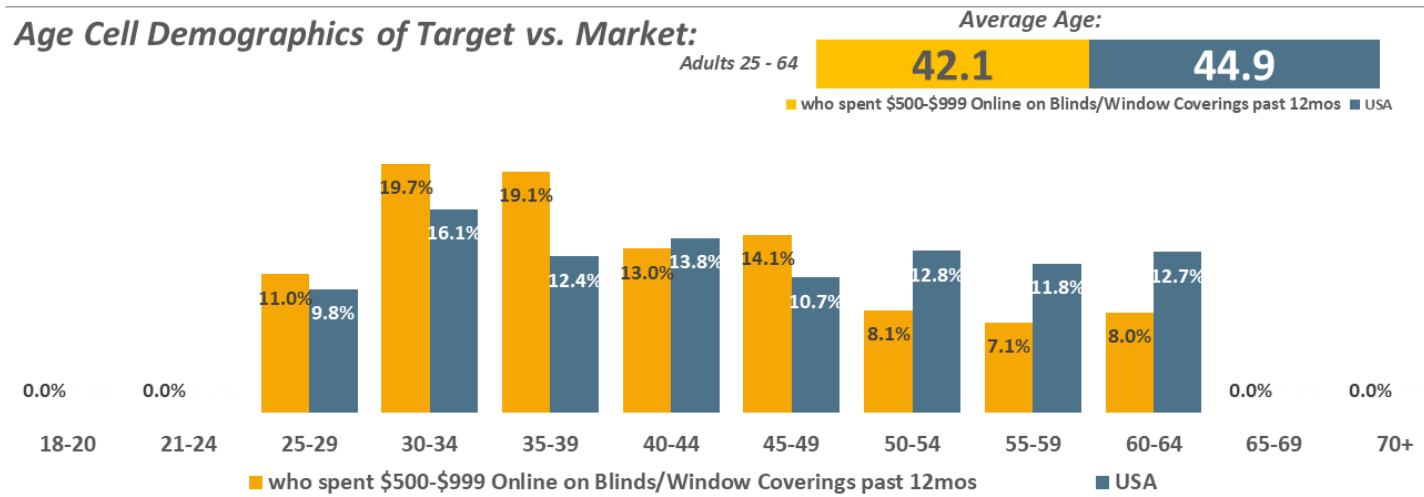
Gender of Target vs. Market: Adults 25 - 64



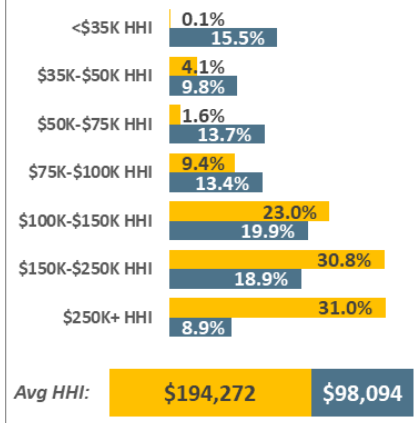
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $194,272 | $98,094

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *849*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

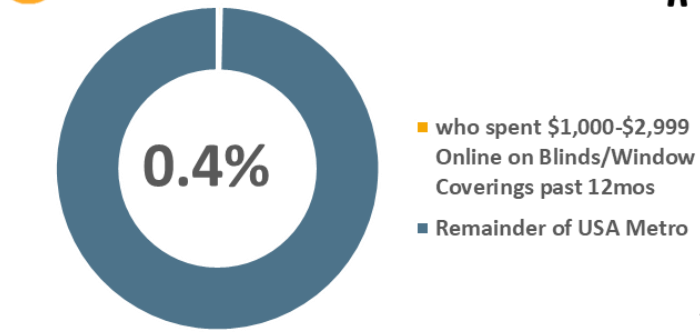
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

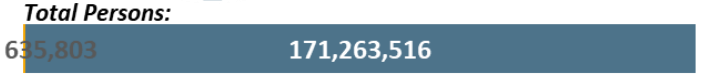
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$500 - $999

BLINDS.COM
$1,000-$2,999

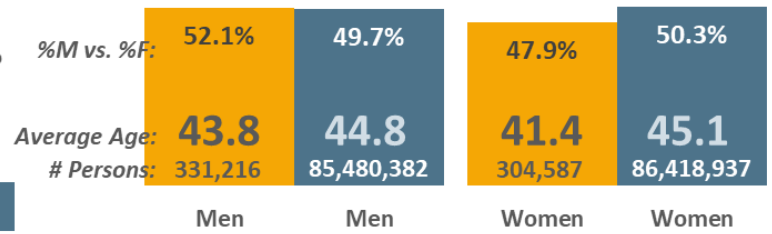
.4% or 635,803 of USA Adults 25 - 64 spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos. Typical Adults 25 - 64 who spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos are 42.6 years old (5.2% younger than average) and have a $143,998 (46.8% higher than average) annual...

Percent of Market: Adults 25 - 64

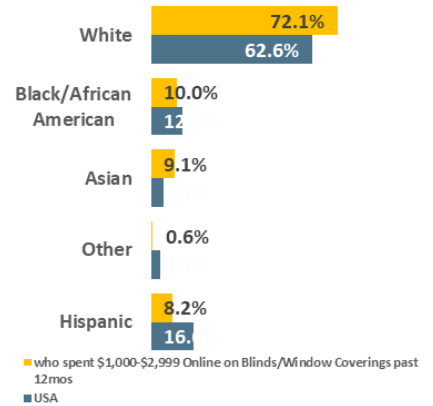




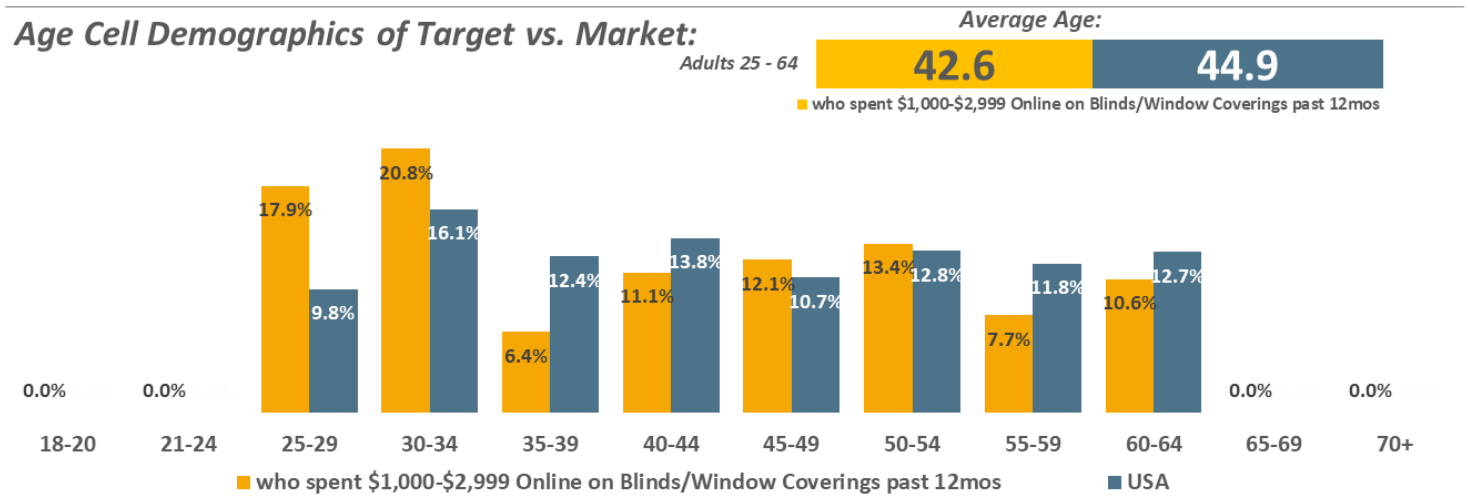
Gender of Target vs. Market: Adults 25 - 64



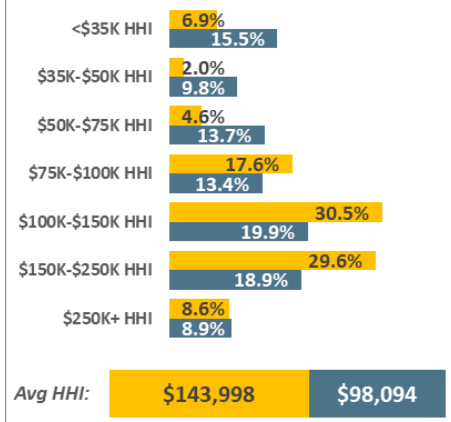
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

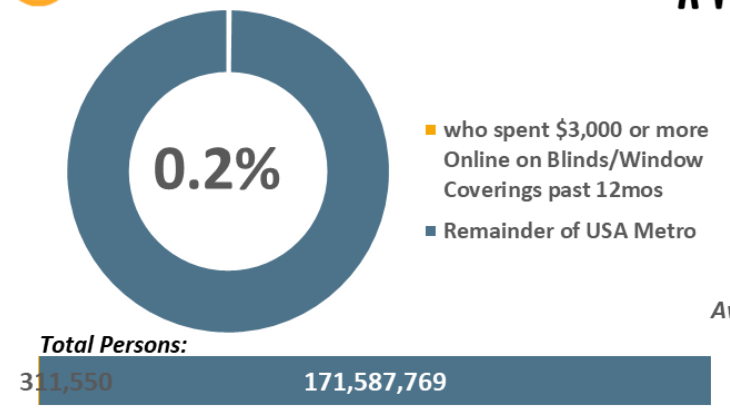
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$1,000 - $2,999

BLINDS.COM

$3,000 or more

.2% or 311,550 of USA Adults 25 - 64 spent $3,000 or more Online on Blinds/Window Coverings past 12mos. Typical Adults 25 - 64 who spent $3,000 or more Online on Blinds/Window Coverings past 12mos are 50.7 years old (12.8% older than average) and have a $197,784 (101.6% higher than average) annual household…

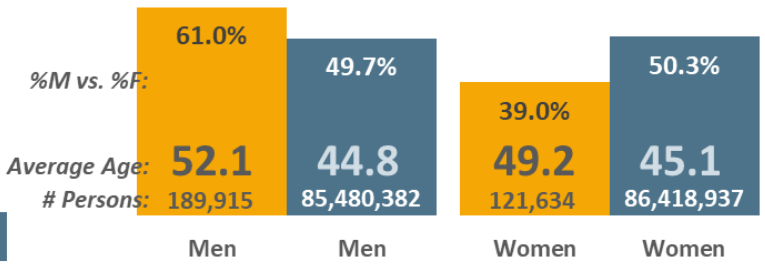
Percent of Market: Adults 25 - 64



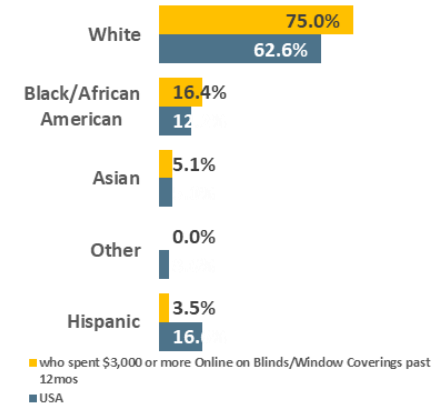
Total Persons:

311,550 | 171,587,769

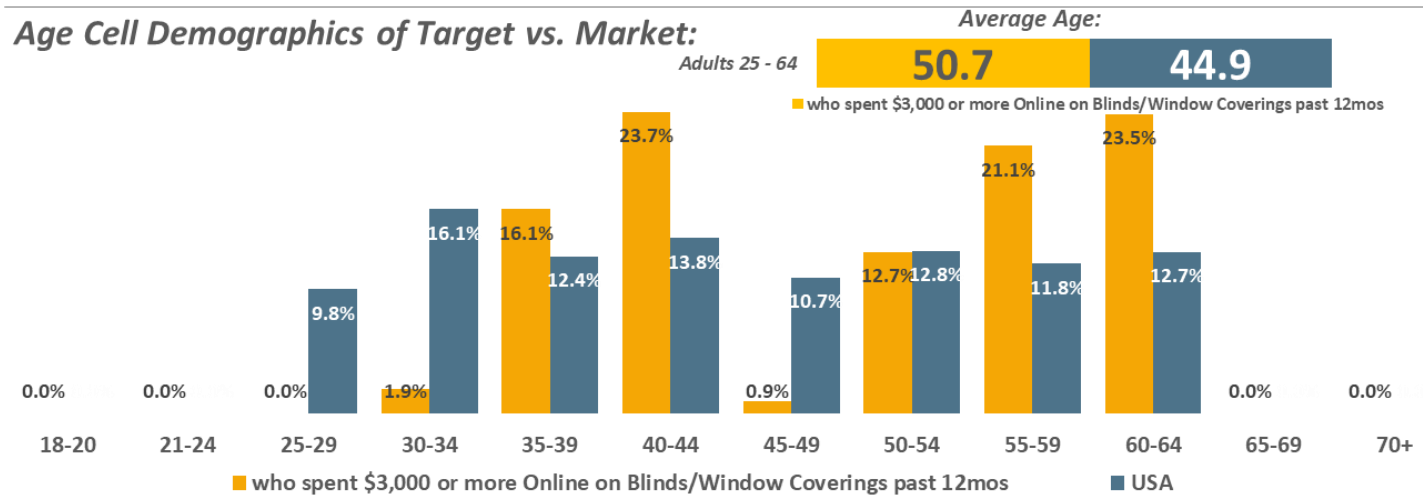
Gender of Target vs. Market: Adults 25 - 64



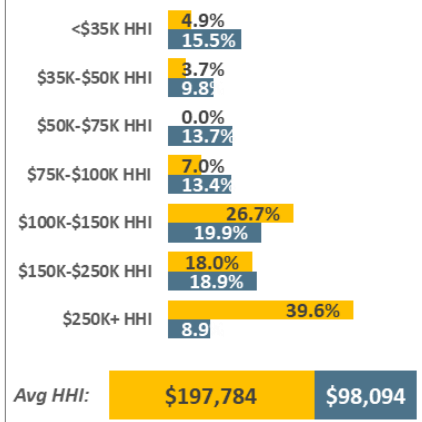
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *849*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

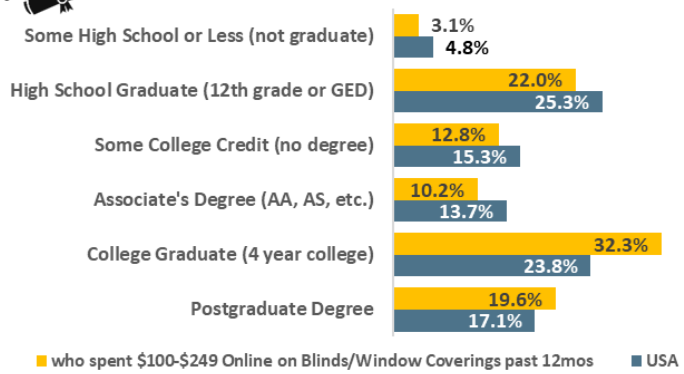
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$3,000 or more

BLINDS.COM

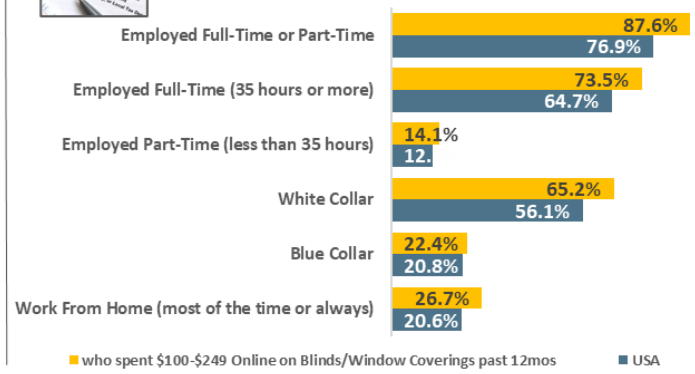
$100-$249

1.6% or 2,799,969 of USA Adults 25 - 64 spent $100-$249 Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $100-$249 Online on Blinds/Window Coverings past 12mos are 26.8% more likely to be a college graduate, 13.7% more likely to work full-time, 15.6% more likely to be married, 37.6% more likely to be a parent of 1 or more children un

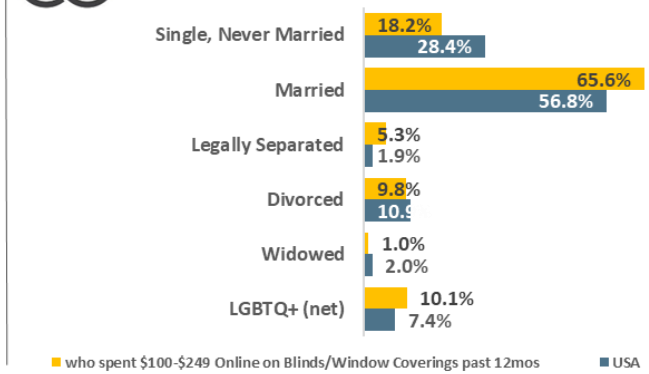
Education Levels: Adults 25 - 64



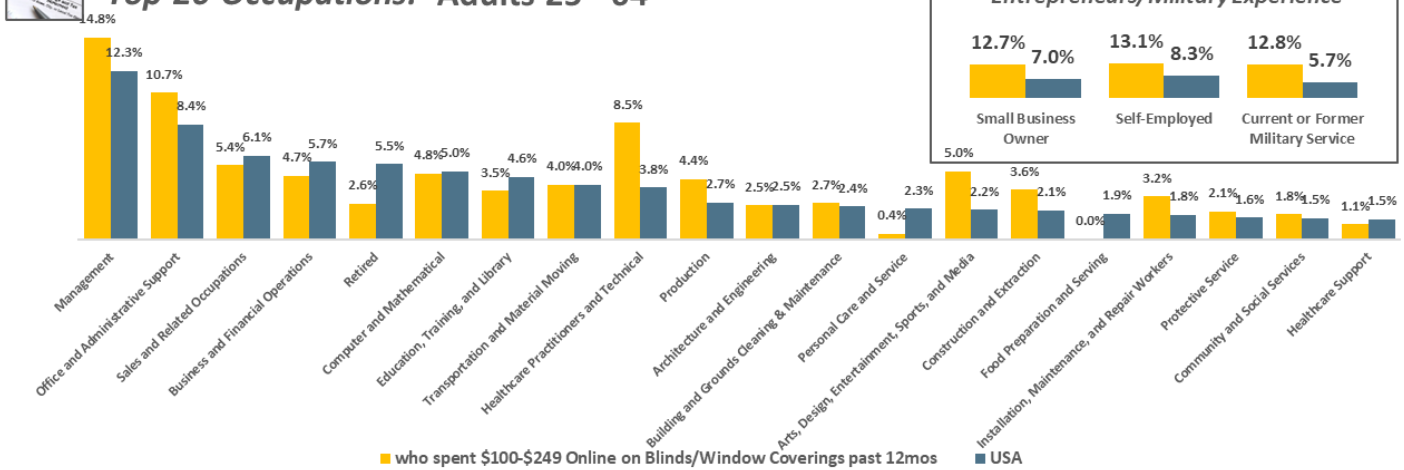
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

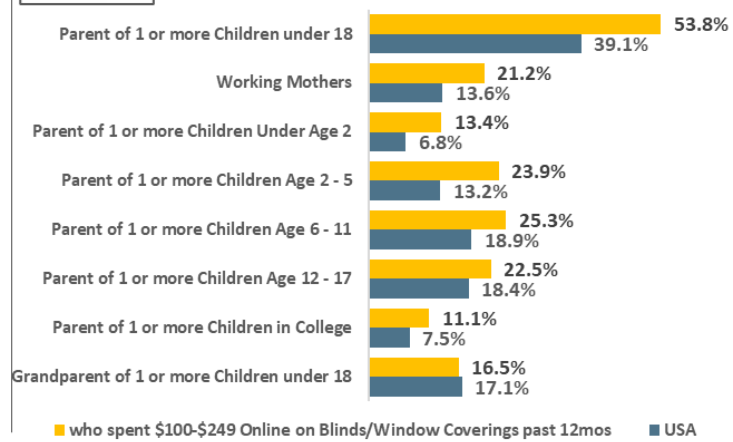


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

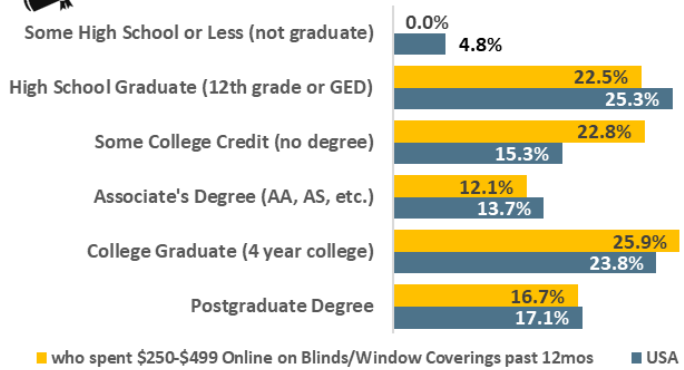
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$100 - $249

BLINDS.COM

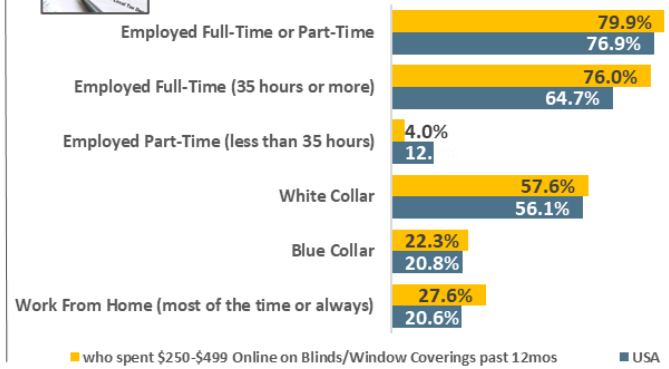
$250-$499

.9% or 1,494,853 of USA Adults 25 - 64 spent $250-$499 Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $250-$499 Online on Blinds/Window Coverings past 12mos are 4.1% more likely to be a college graduate, 17.4% more likely to work full-time, 24.3% more likely to be married, 15.7% less likely to be a parent of 1 or more children und

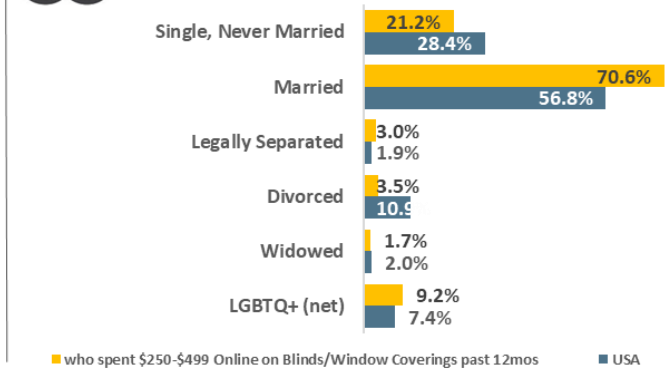
Education Levels: Adults 25 - 64



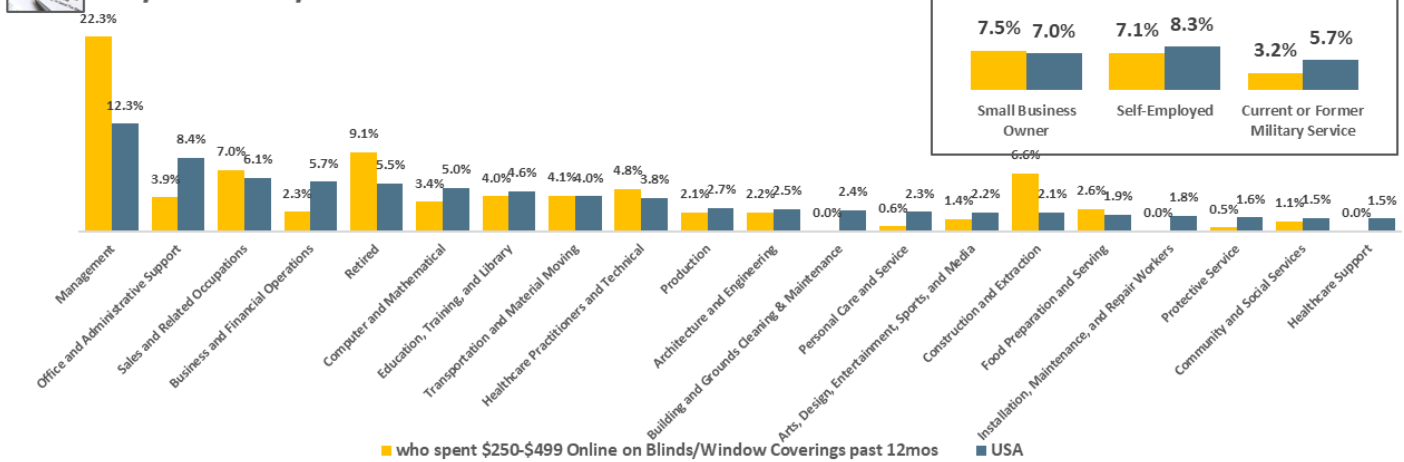
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

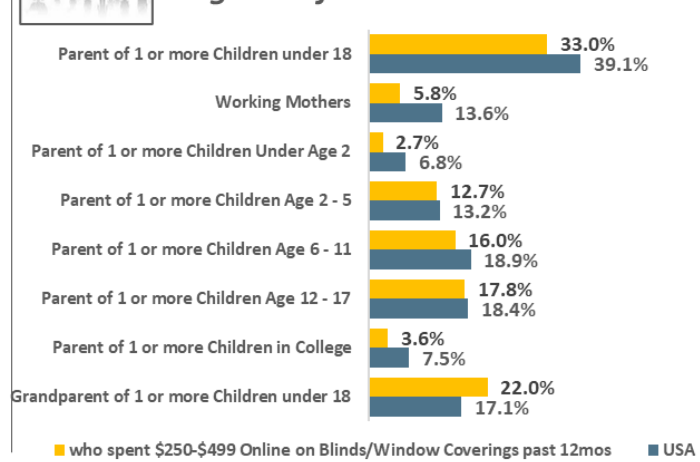


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

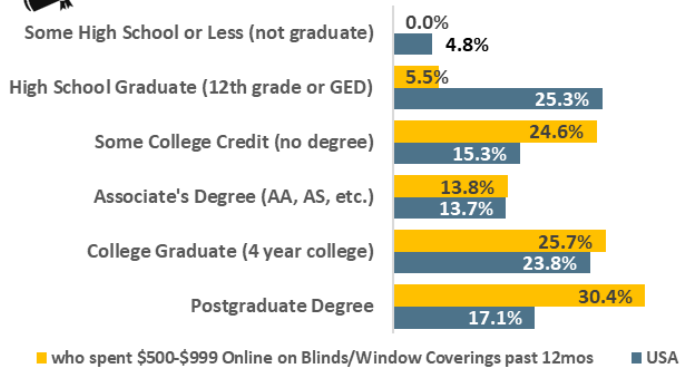
USA Jan23-Feb24 USA Projection Qual Intab 14,048

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$250 - $499

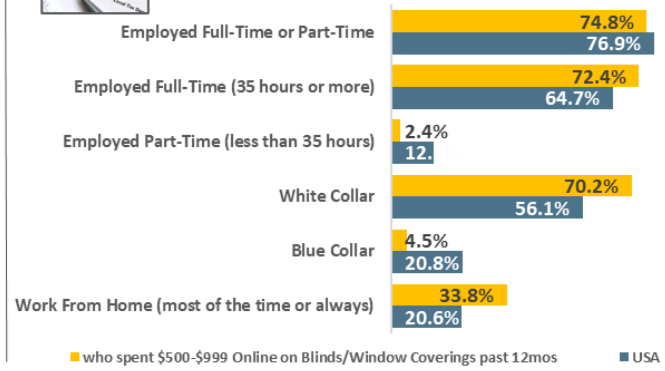
BLINDS.COM $500-$999

.5% or 792,378 of USA Adults 25 - 64 spent $500-$999 Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $500-$999 Online on Blinds/Window Coverings past 12mos are 36.9% more likely to be a college graduate, 11.9% more likely to work full-time, 37.8% more likely to be married, 33.4% less likely to be a grandparent of 1 or more childr

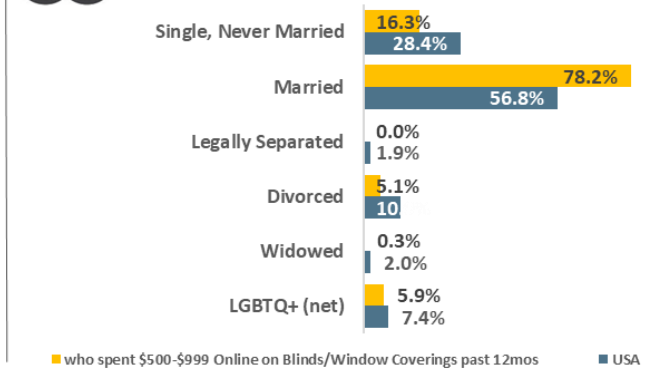
Education Levels: Adults 25 - 64



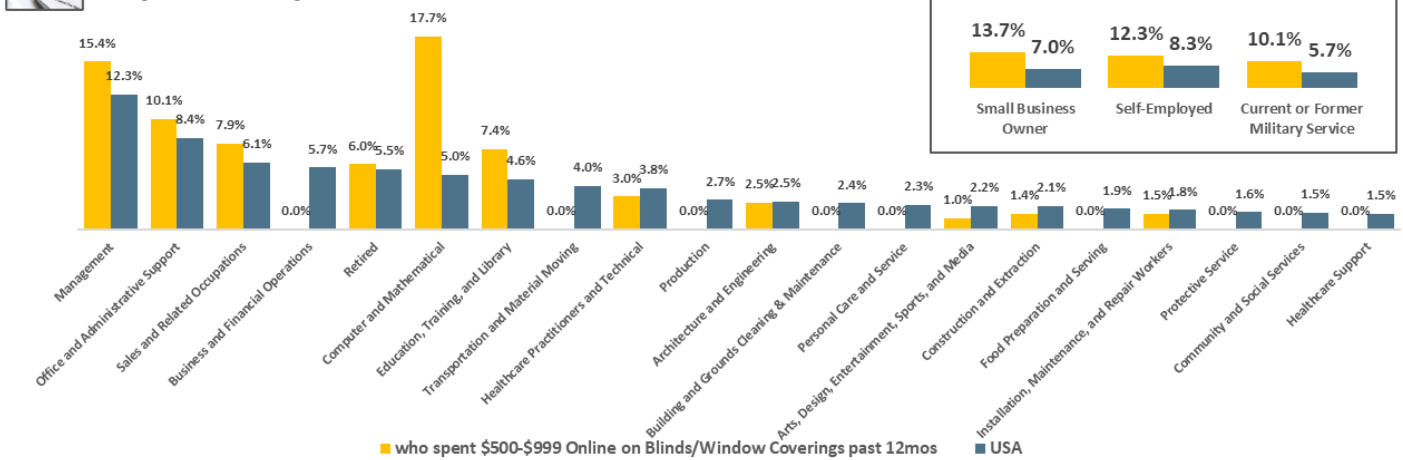
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

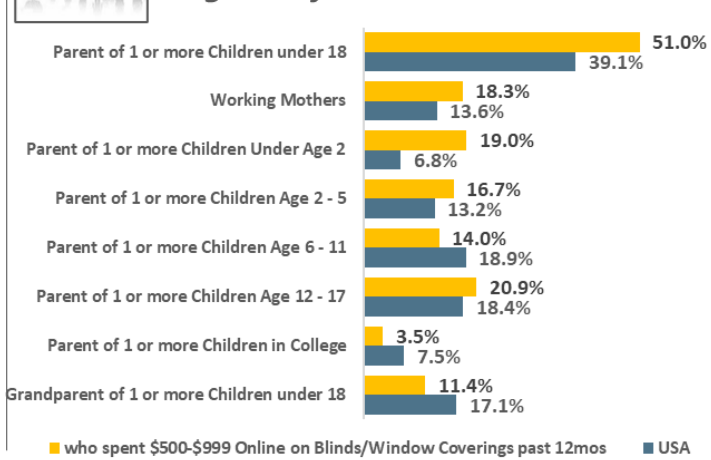


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

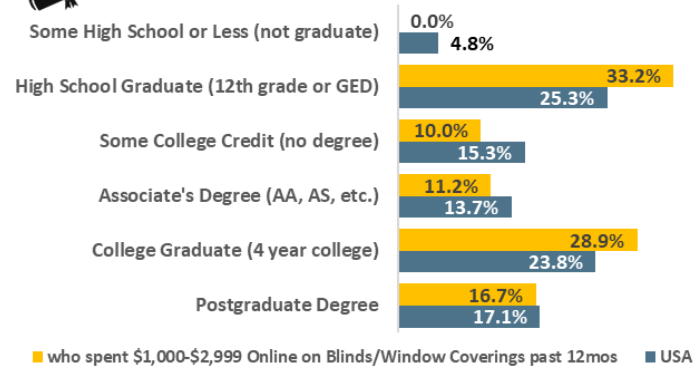
©

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$500 - $999

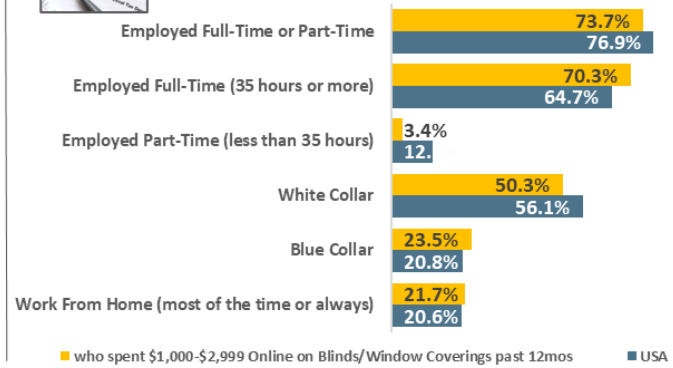
BLINDS.COM $1,000-$2,999

.4% or 635,803 of USA Adults 25 - 64 spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos are 11.2% more likely to be a college graduate, 8.7% more likely to work full-time, 34.1% more likely to be married, 40.% less likely to be a grandparent of 1 or more chil

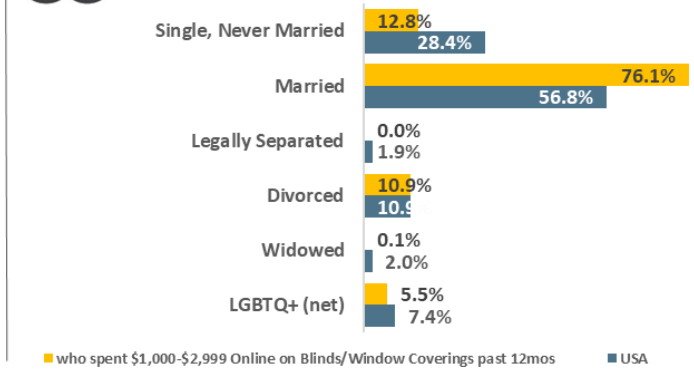
Education Levels: Adults 25 - 64



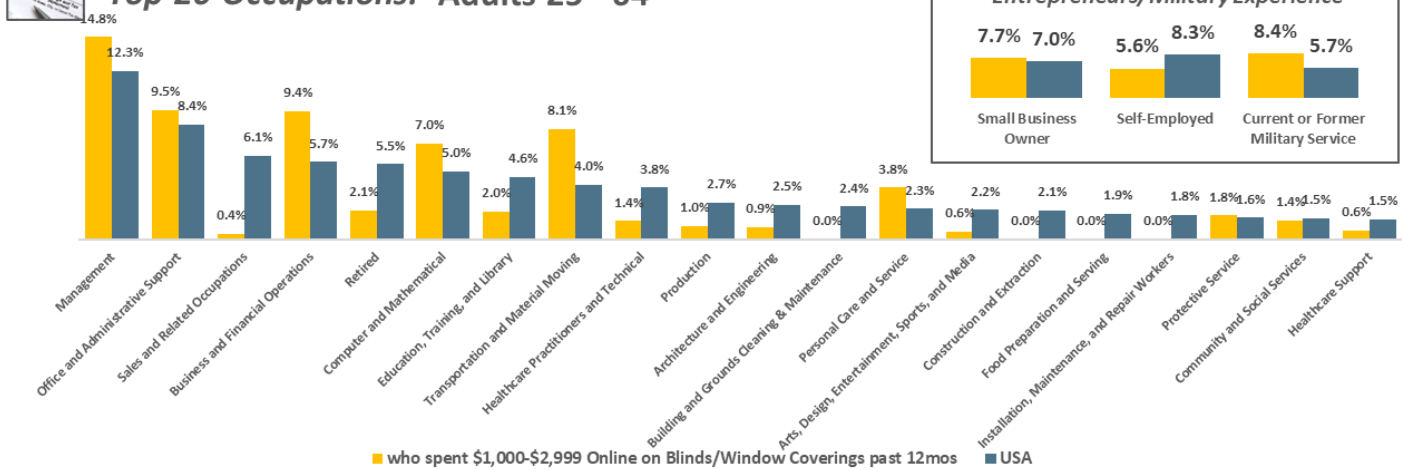
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

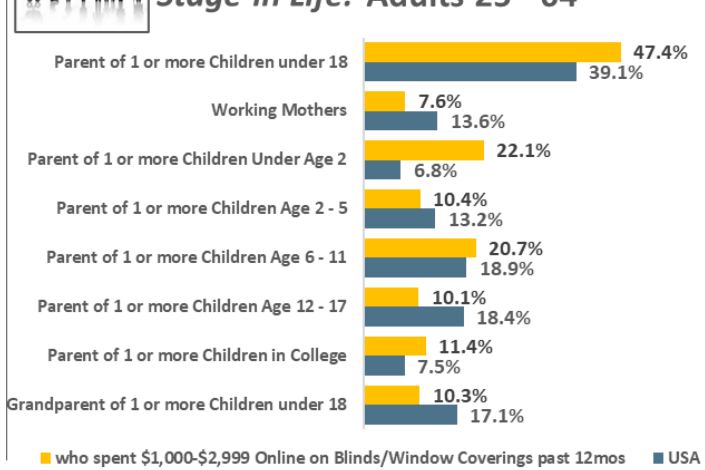


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

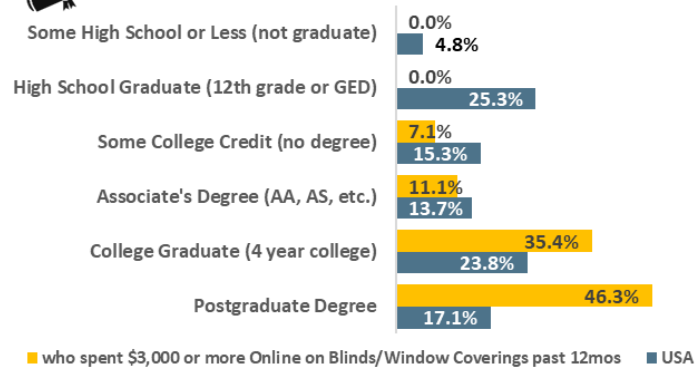
USA Jan23-Feb24 USA Projection Qual Intab 14,048

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$1,000 - $2,999

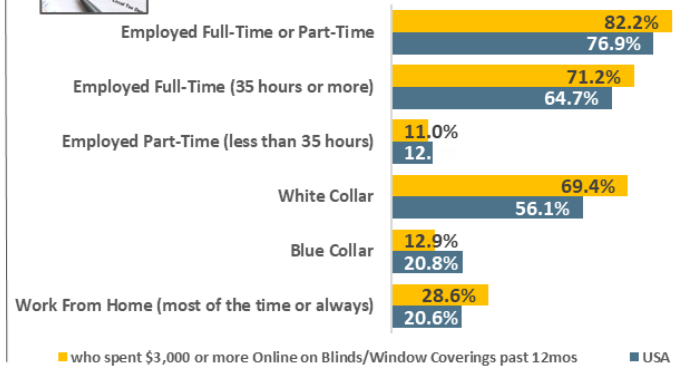
BLINDS.COM
$3,000 or more

.2% or 311,550 of USA Adults 25 - 64 spent $3,000 or more Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $3,000 or more Online on Blinds/Window Coverings past 12mos are 99.7% more likely to be a college graduate, 10.1% more likely to work full-time, 47.6% more likely to be married, 19.7% more likely to be a grandparent of 1 or more c

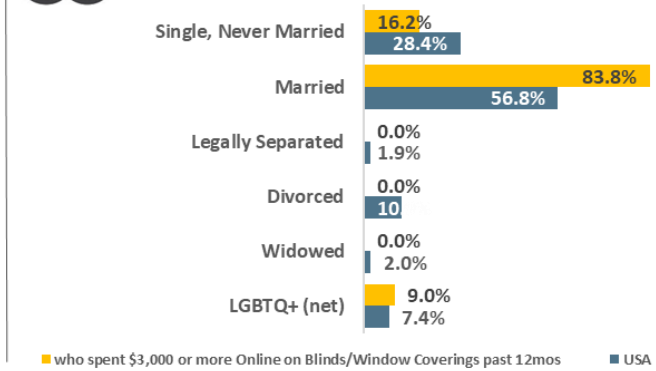
Education Levels: Adults 25 - 64



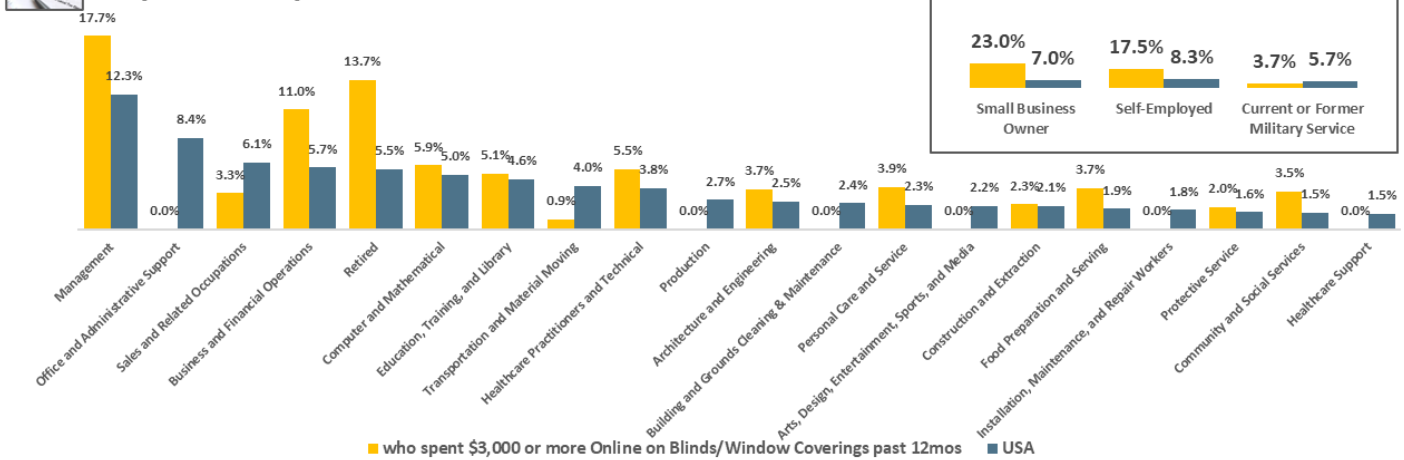
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

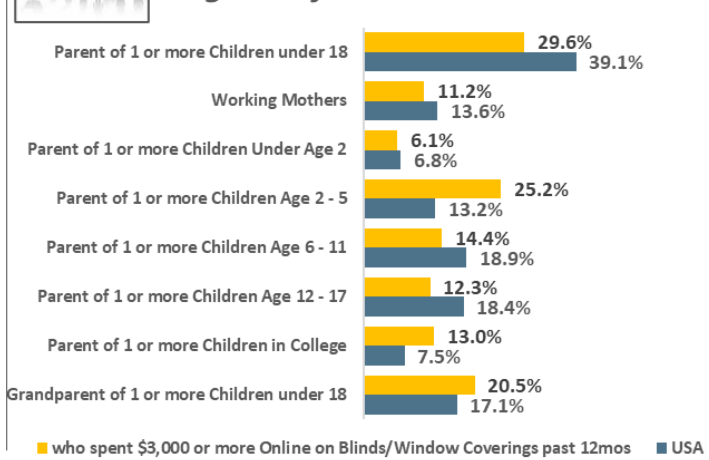


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

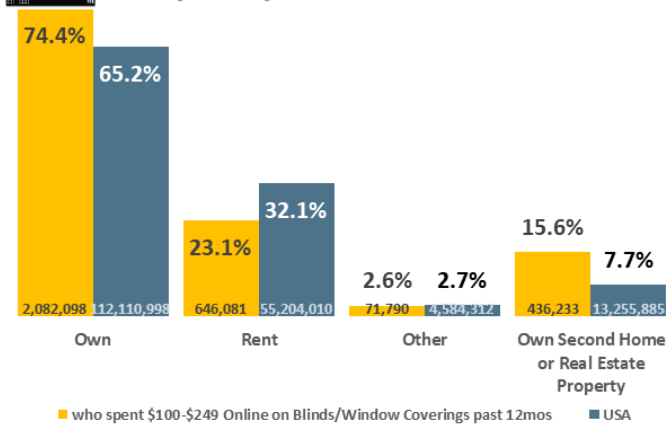
USA Jan23-Feb24 USA Projection Qual Intab 14,048

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$3,000 or more

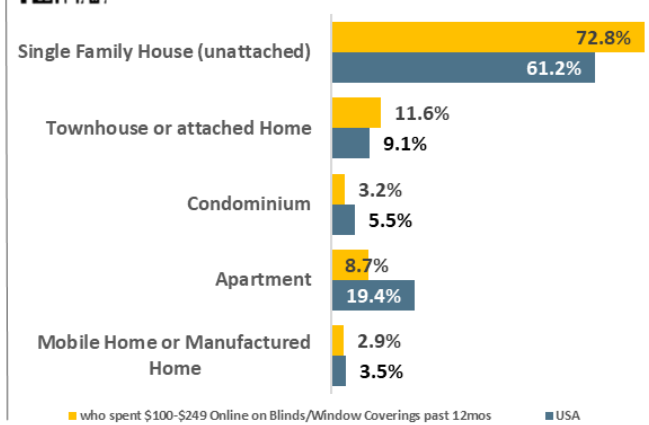
BLINDS.COM $100-$249

1.6% or 2,799,969 of USA Adults 25 - 64 spent $100-$249 Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $100-$249 Online on Blinds/Window Coverings past 12mos are 14.% more likely to own their home, 11.3% more likely to own a higher valued home, 18.9% more likely to have a single-family home, 25.3% more likely to have a dog.

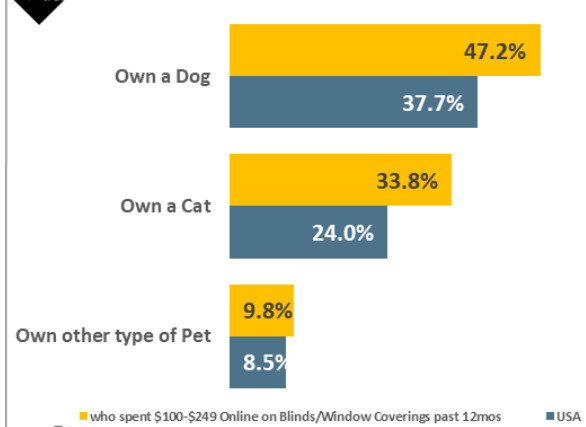
Own/Rent/Other: Adults 25 - 64



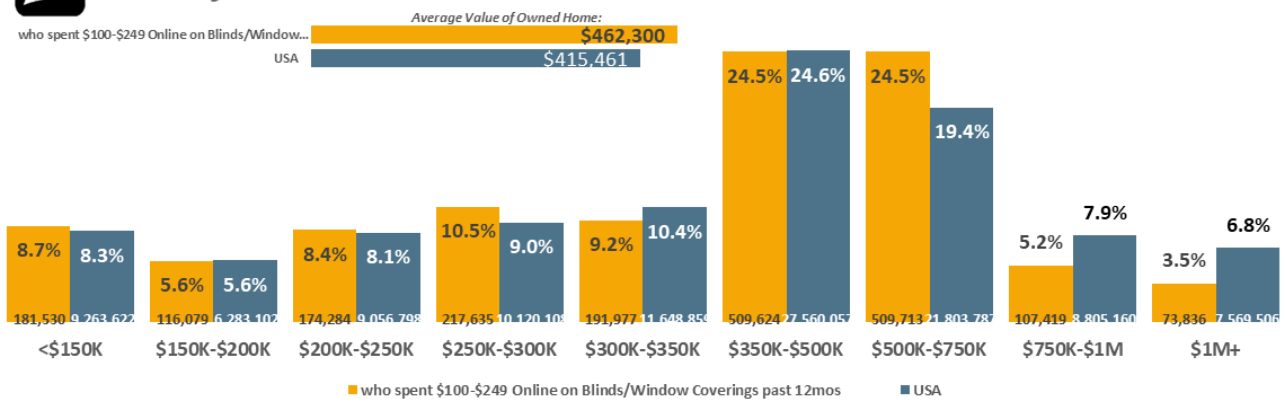
Type of Home: Adults 25 - 64



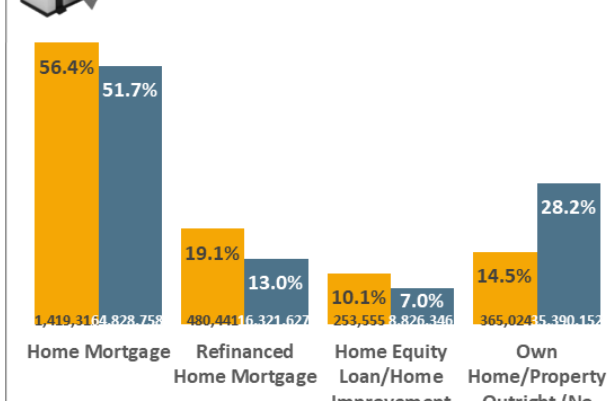
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *849*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

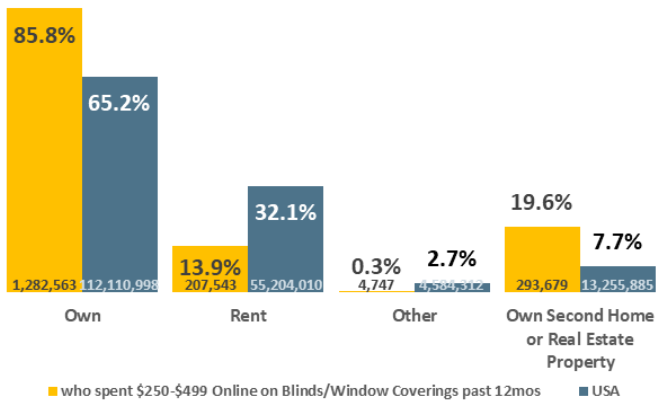
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$100 - $249

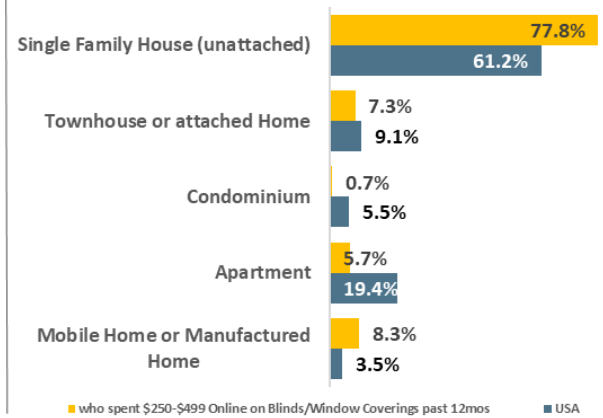
BLINDS.COM $250-$499

.9% or 1,494,853 of USA Adults 25 - 64 spent $250-$499 Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $250-$499 Online on Blinds/Window Coverings past 12mos are 31.6% more likely to own their home, 28.1% more likely to own a higher valued home, 27.1% more likely to have a single-family home, 18.2% more likely to have a dog.

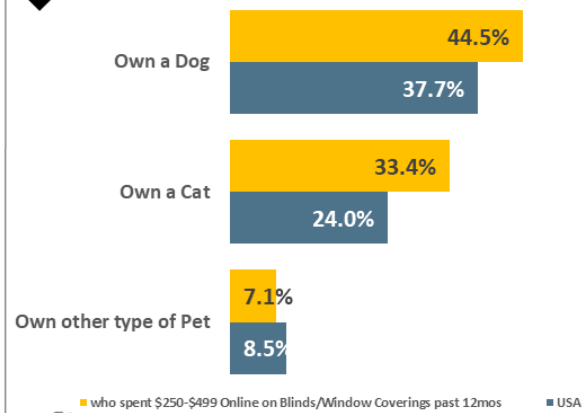
Own/Rent/Other: Adults 25 - 64



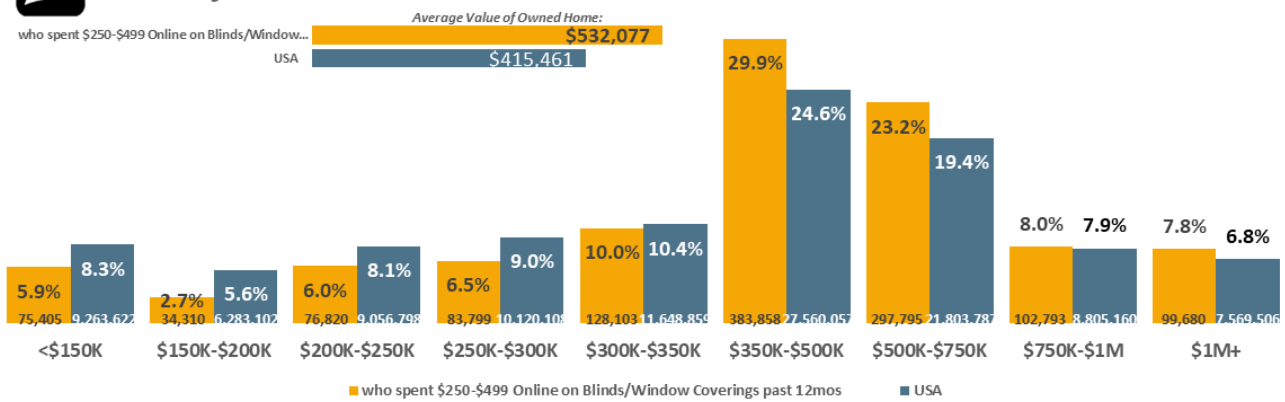
Type of Home: Adults 25 - 64



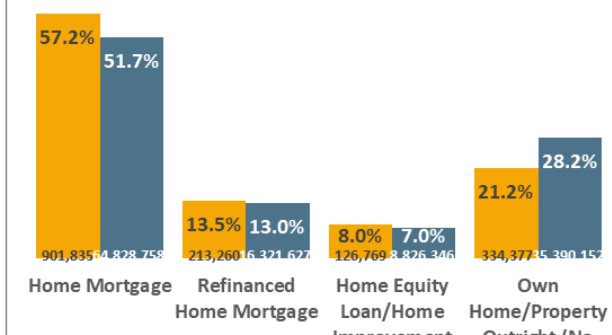
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *849*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

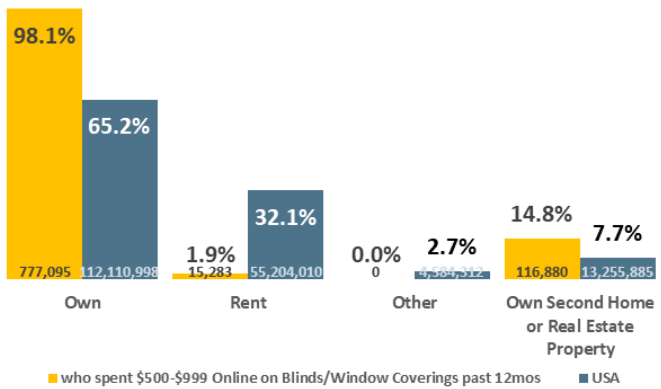
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$250 - $499

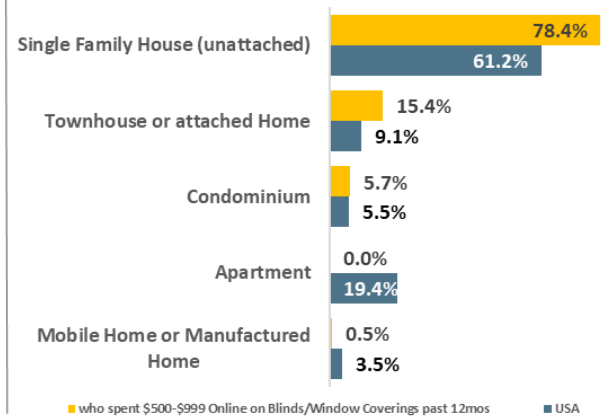
BLINDS.COM $500-$999

.5% or 792,378 of USA Adults 25 - 64 spent $500-$999 Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $500-$999 Online on Blinds/Window Coverings past 12mos are 50.4% more likely to own their home, 63.2% more likely to own a higher valued home, 28.1% more likely to have a single-family home, 8.4% more likely to have a dog.

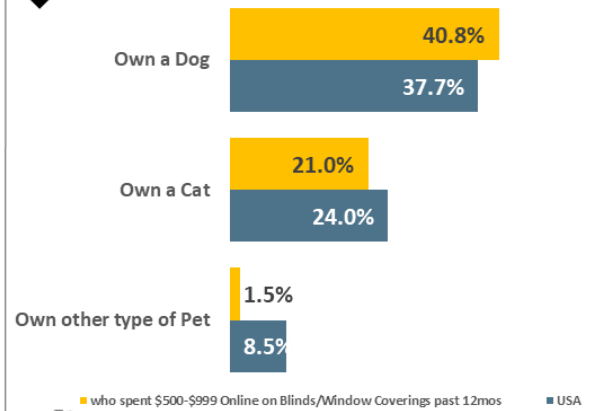
Own/Rent/Other: Adults 25 - 64



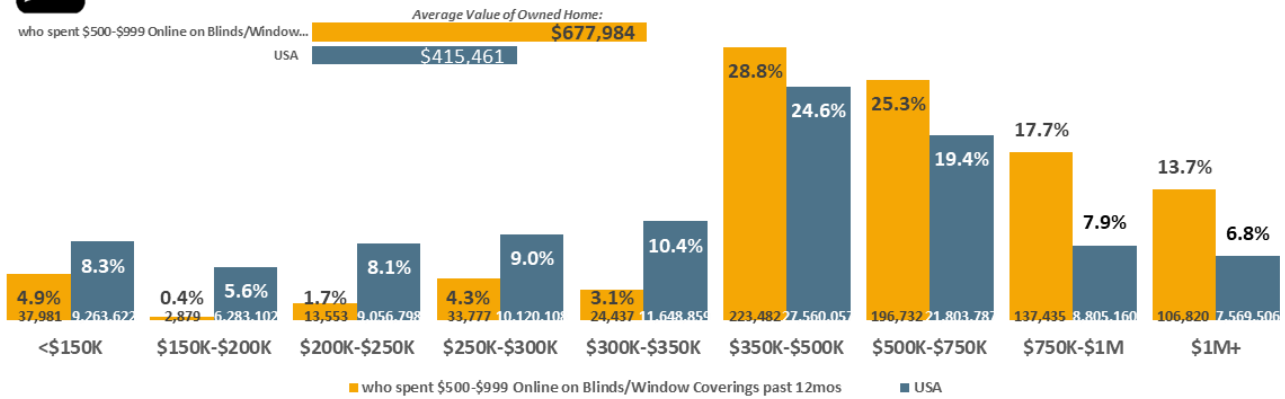
Type of Home: Adults 25 - 64



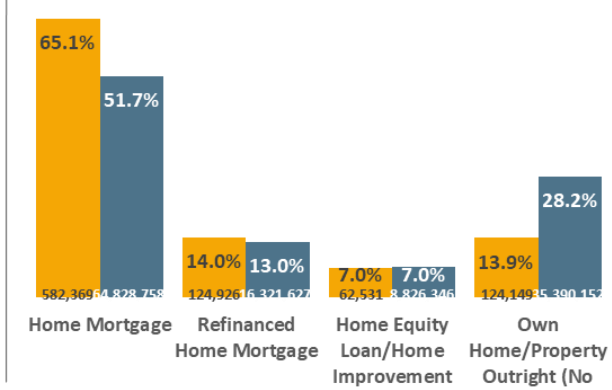
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *849*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

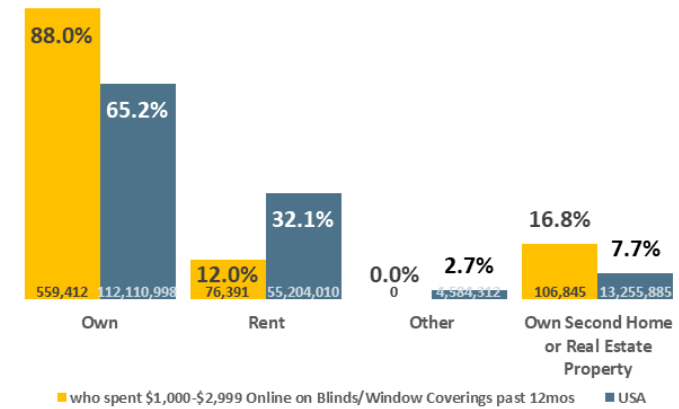
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$500 - $999

BLINDS.COM

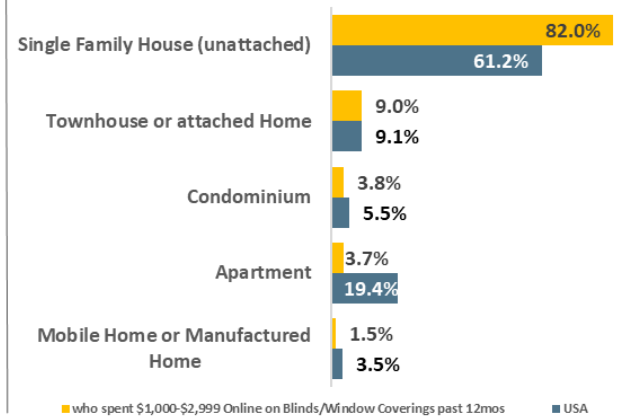
$1,000-$2,999

.4% or 635,803 of USA Adults 25 - 64 spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos are 34.9% more likely to own their home, 47.2% more likely to own a higher valued home, 33.8% more likely to have a single-family home, 39.5% less likely to have a dog.

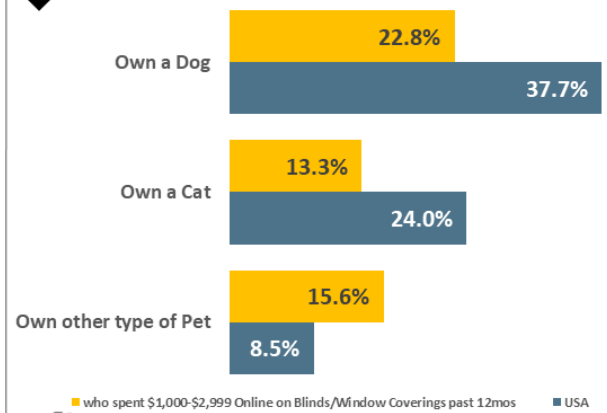
Own/Rent/Other: Adults 25 - 64



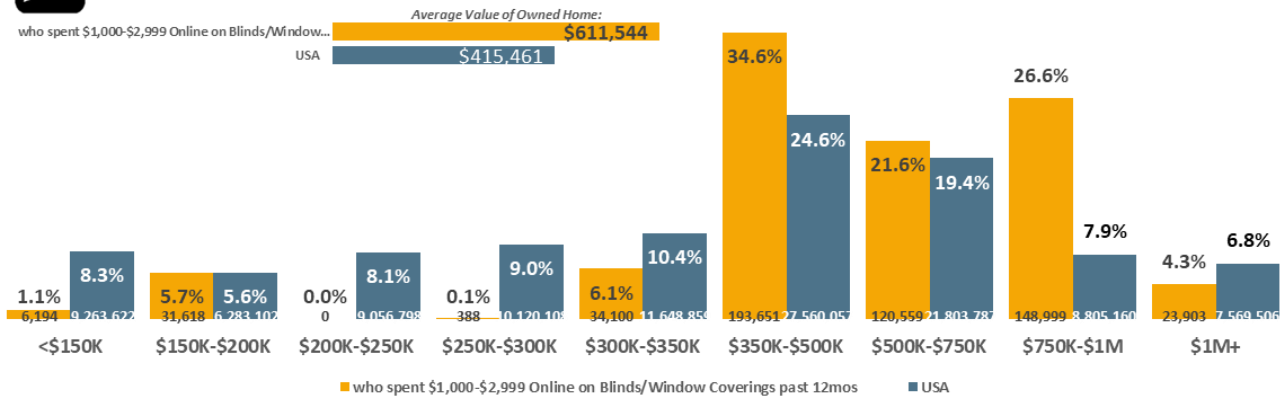
Type of Home: Adults 25 - 64



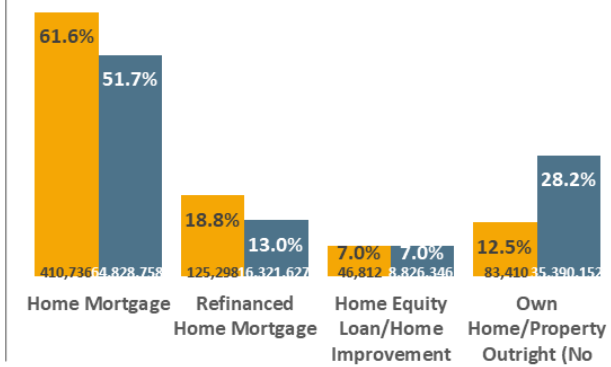
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *849*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

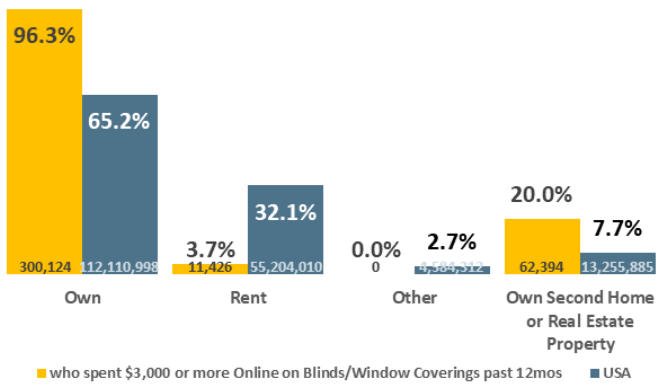
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$1,000 - $2,999

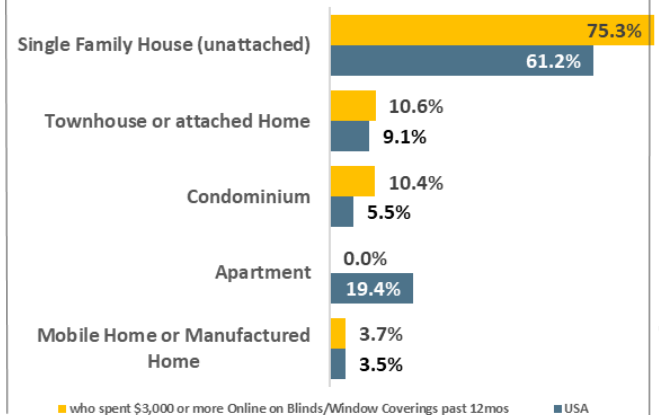
BLINDS.COM
$3,000 or more

.2% or 311,550 of USA Adults 25 - 64 spent $3,000 or more Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $3,000 or more Online on Blinds/Window Coverings past 12mos are 47.7% more likely to own their home, 82.3% more likely to own a higher valued home, 22.9% more likely to have a single-family home, 1.3% less likely to have a dog.

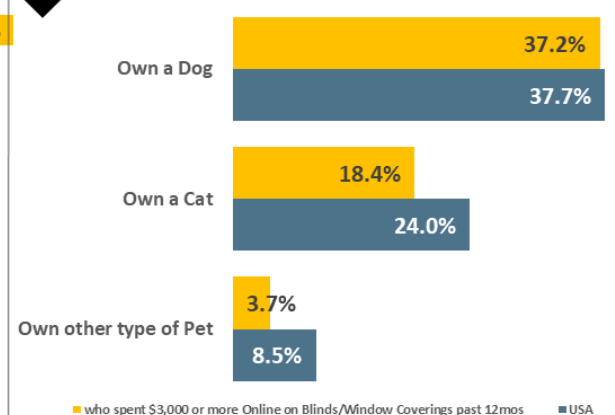
Own/Rent/Other: Adults 25 - 64



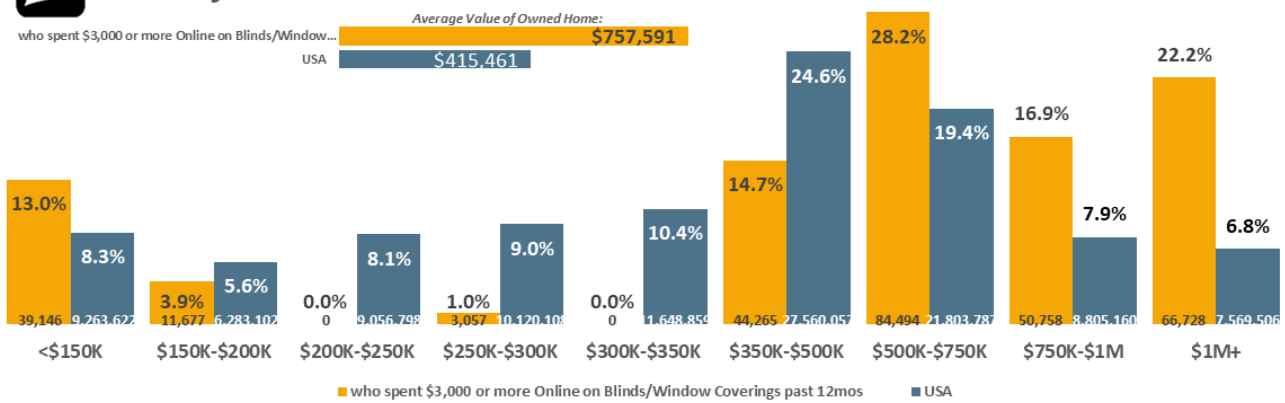
Type of Home: Adults 25 - 64



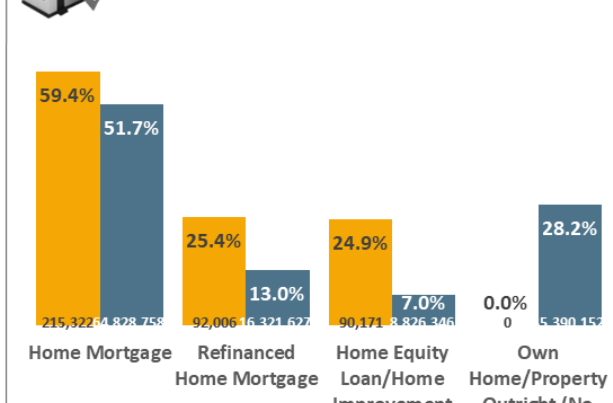
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *849*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

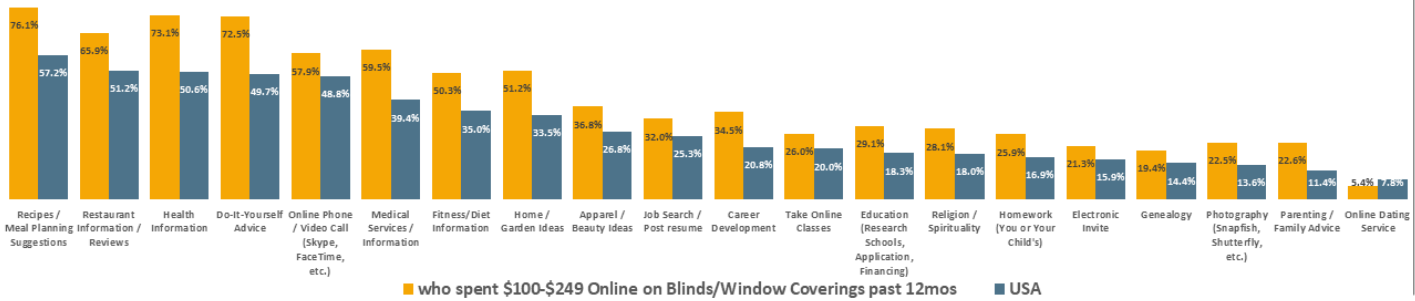
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$3,000 or more

BLINDS.COM

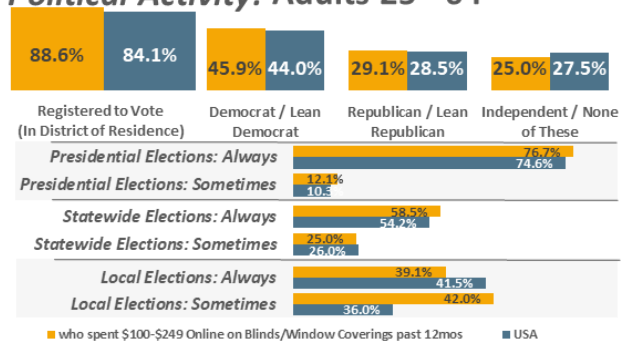
$100-$249

1.6% or 2,799,969 of USA Adults 25 - 64 spent $100-$249 Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $100-$249 Online on Blinds/Window Coverings past 12mos are 46.% more likely to look up D-I-Y advice online, 5.9% less likely to always vote in local elections, 28.1% more likely to belong to a gym, 16.4% more likely to fly domesti

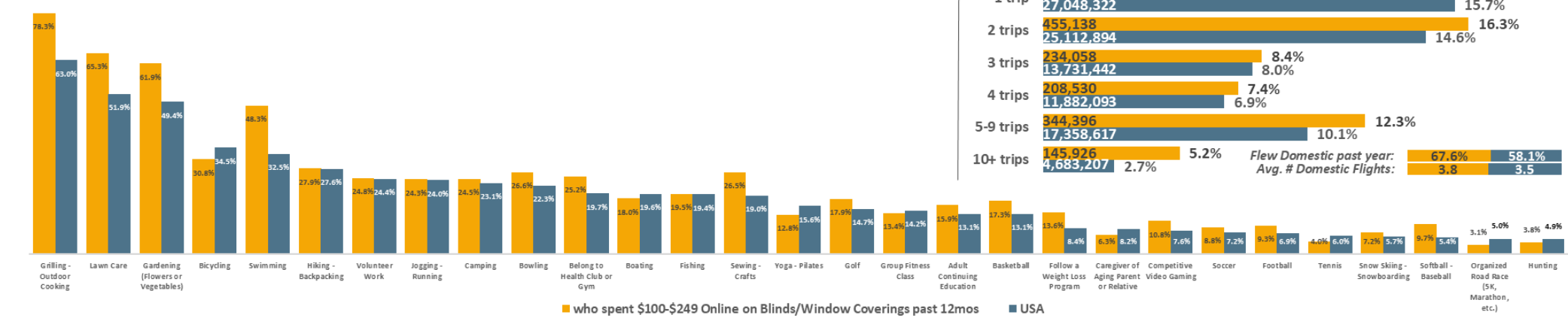
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

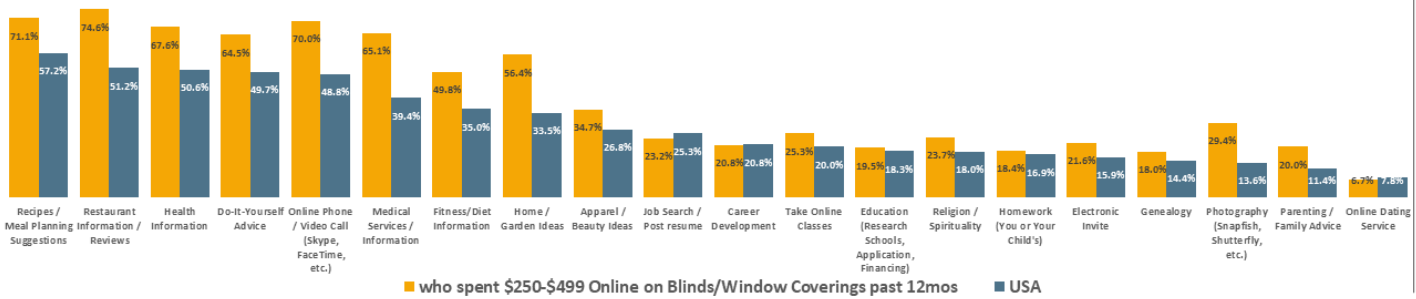
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$100 - $249

BLINDS.COM

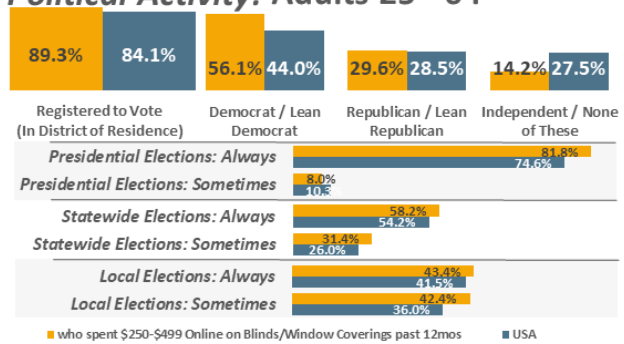
$250-$499

.9% or 1,494,853 of USA Adults 25 - 64 spent $250-$499 Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $250-$499 Online on Blinds/Window Coverings past 12mos are 29.8% more likely to look up D-I-Y advice online, 4.5% more likely to always vote in local elections, 21.% less likely to belong to a gym, 17.5% more likely to fly domesti

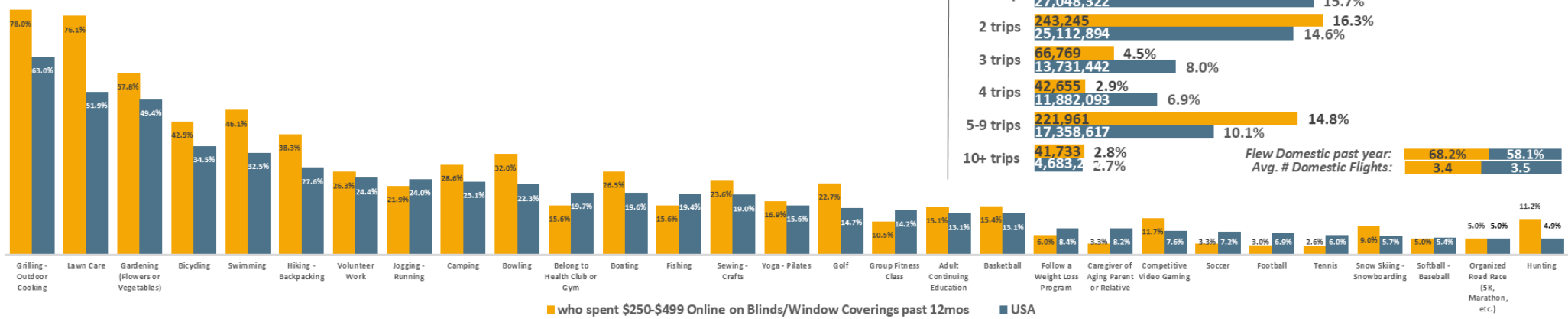
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

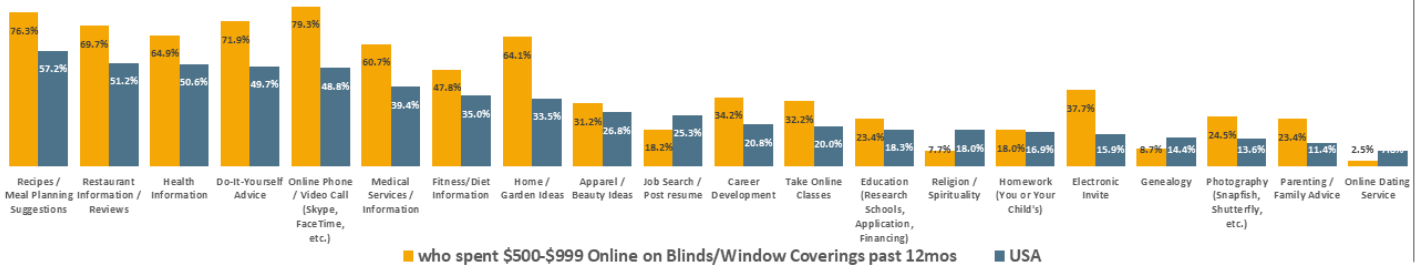
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$250 - $499

BLINDS.COM

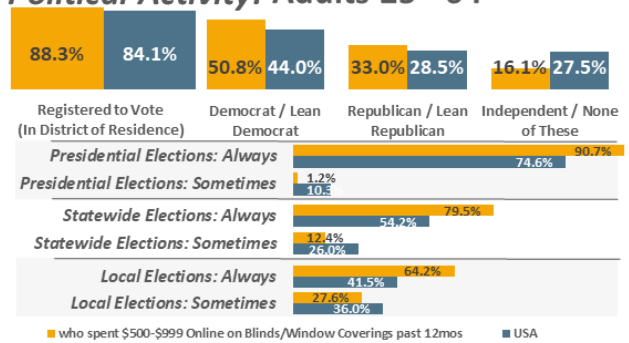
$500-$999

.5% or 792,378 of USA Adults 25 - 64 spent $500-$999 Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $500-$999 Online on Blinds/Window Coverings past 12mos are 44.7% more likely to look up D-I-Y advice online, 54.6% more likely to always vote in local elections, 41.5% more likely to belong to a gym, 44.6% more likely to fly domes

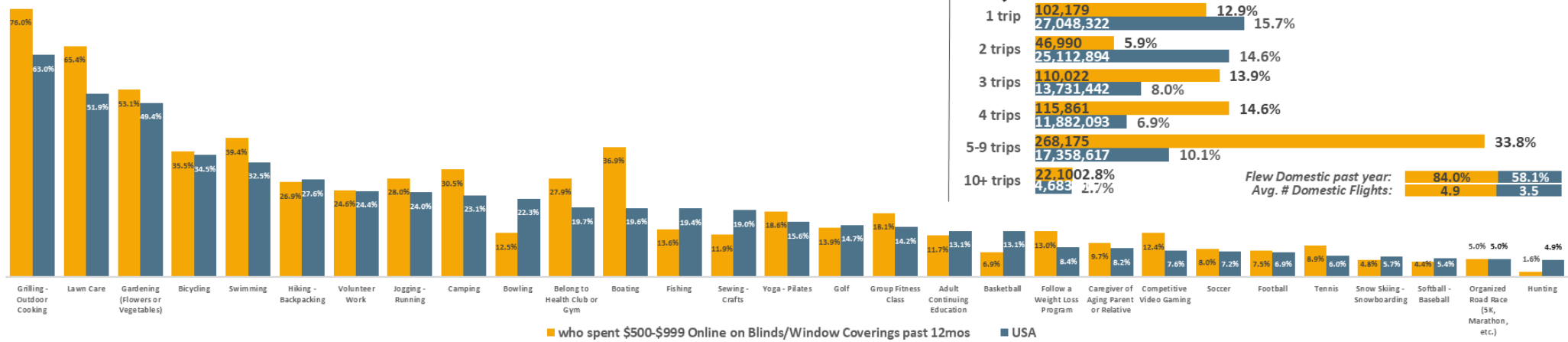
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

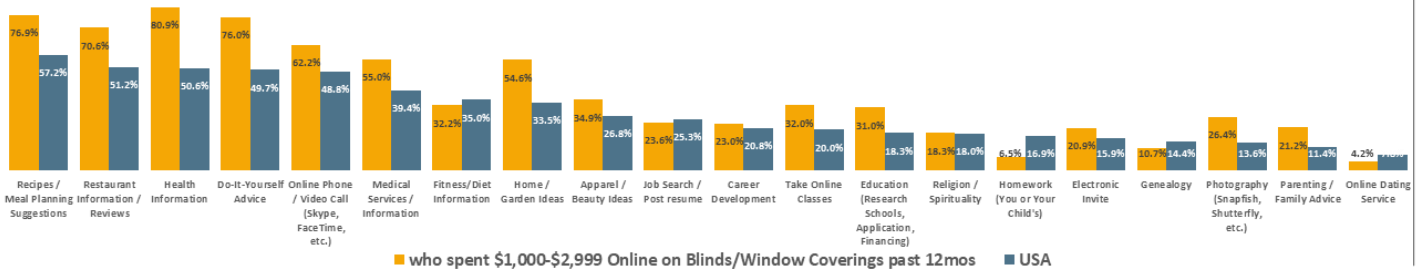
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$500 - $999

BLINDS.COM

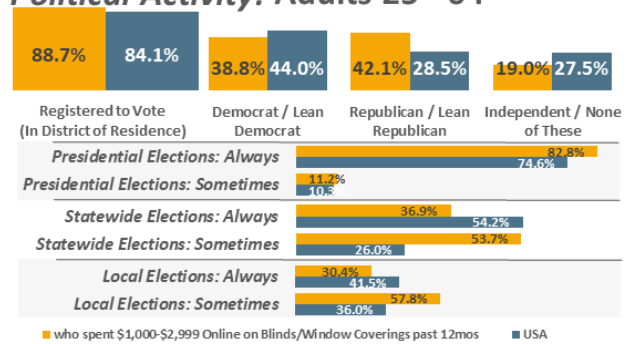
$1,000-$2,999

.4% or 635,803 of USA Adults 25 - 64 spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos are 53.% more likely to look up D-I-Y advice online, 26.7% less likely to always vote in local elections, 5.8% less likely to belong to a gym, 33.% more likely to fly dome

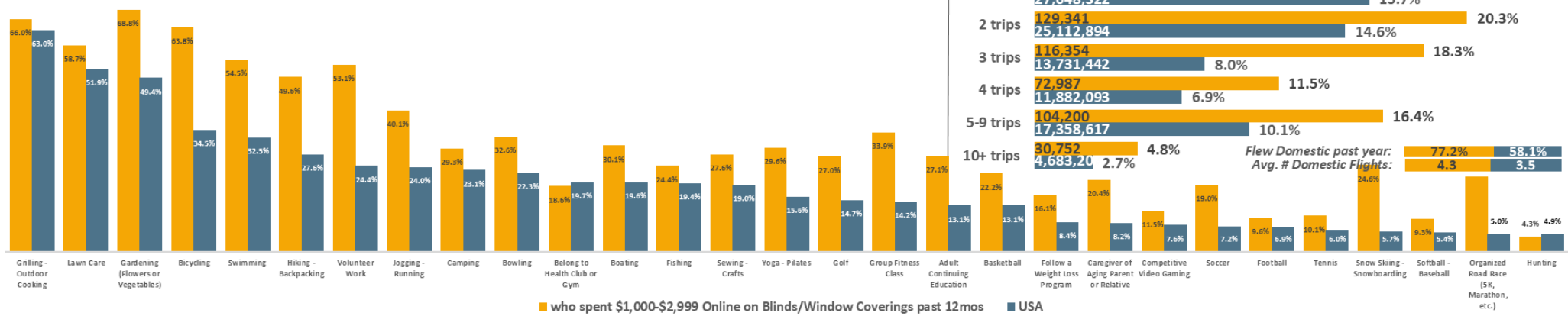
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

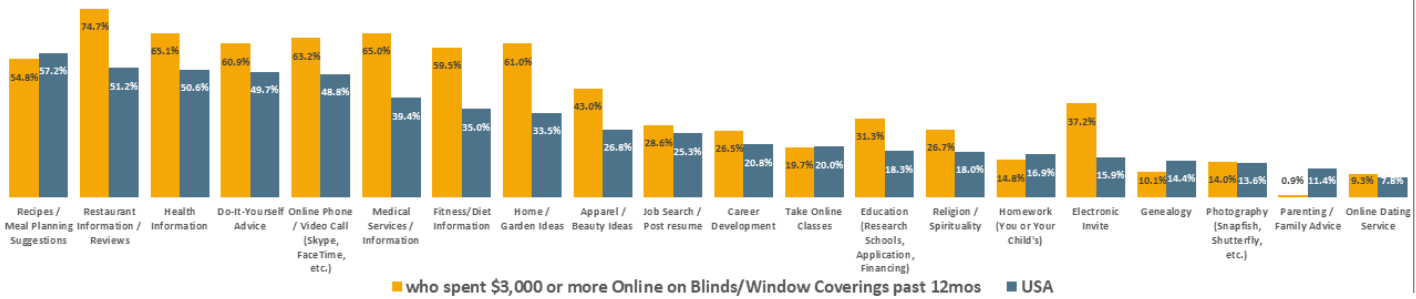
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$1,000 - $2,999

BLINDS.COM

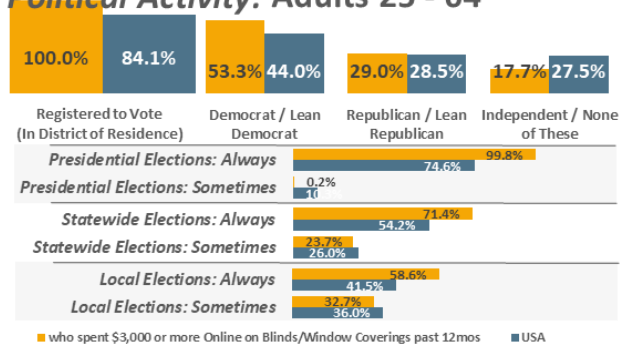
$3,000 or more

.2% or 311,550 of USA Adults 25 - 64 spent $3,000 or more Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $3,000 or more Online on Blinds/Window Coverings past 12mos are 22.5% more likely to look up D-I-Y advice online, 41.2% more likely to always vote in local elections, 129.5% more likely to belong to a gym, 46.4% more likely to fly

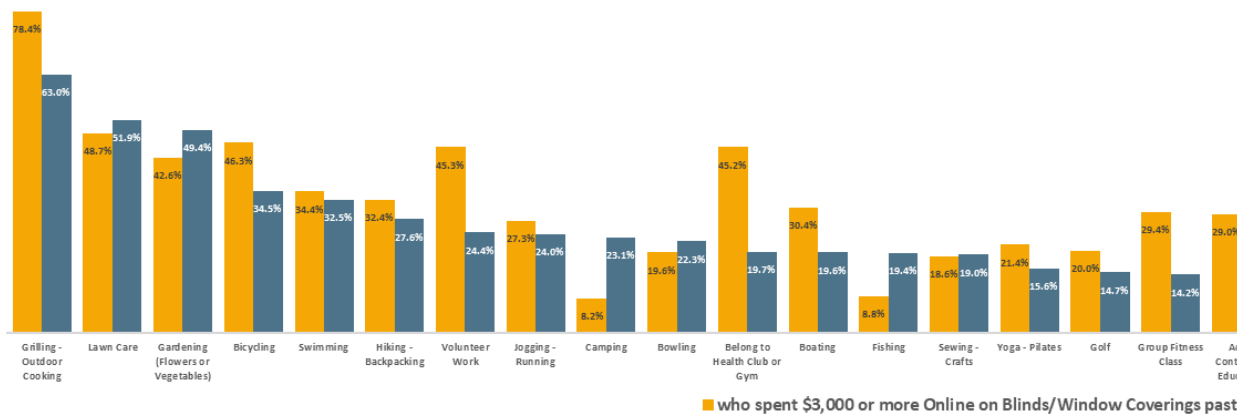
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



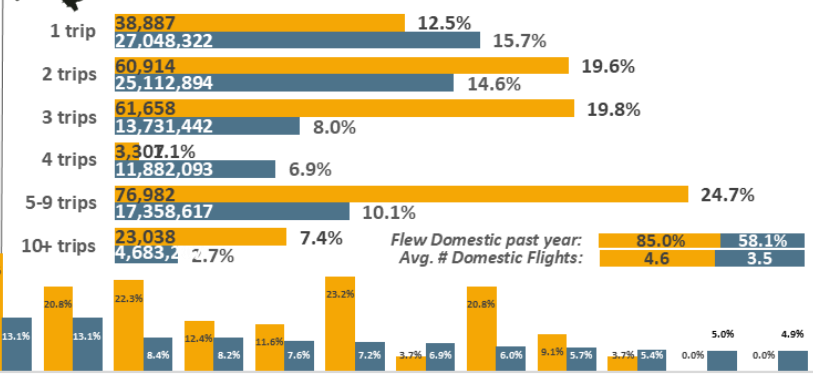
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *849*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$3,000 or more

BLINDS.COM

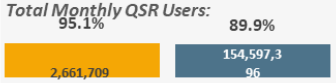
$100-$249

1.6% or 2,799,969 of USA Adults 25 - 64 spent $100-$249 Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $100-$249 Online on Blinds/Window Coverings past 12mos are 5.7% more likely to use QSRs past mo., 10.1% more likely to use Sit-Down Restaurants past mo., 4.8% more likely to use Casinos past yr., 18.% less likely to smoke cigarett

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:

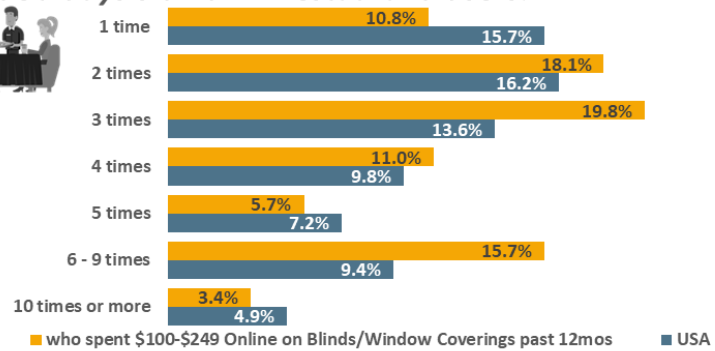


Avg. Monthly QSR Meals:

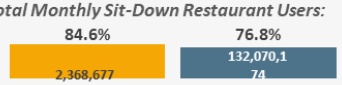


Past 30-days Sit-Down Restaurant Users: Adults 25 - 64

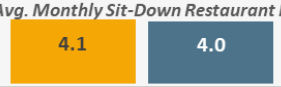




Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

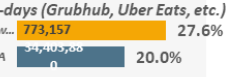


Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

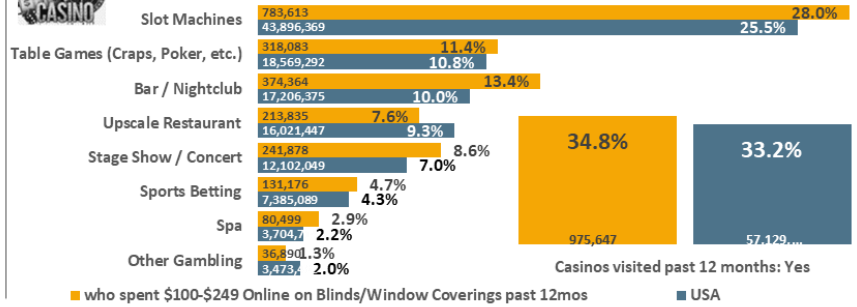


Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$100 - $249

BLINDS.COM

$250-$499

.9% or 1,494,853 of USA Adults 25 - 64 spent $250-$499 Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $250-$499 Online on Blinds/Window Coverings past 12mos are 4.5% more likely to use QSRs past mo., 15.5% more likely to use Sit-Down Restaurants past mo., 18.8% more likely to use Casinos past yr., 41.2% less likely to smoke cigaret

Past 30-days QSR Users: Adults 25 - 64



	who spent $250-$499 Online on Blinds/Window Coverings past 12mos	USA
1 time	3.9%	7.7%
2 times	12.7%	9.6%
3 times	3.5%	10.9%
4 times	17.6%	10.5%
5 times	10.7%	10.6%
6 - 9 times	28.4%	22.3%
10 times or more	17.1%	18.2%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
94.0%	89.9%		
1,404,917	154,597,3 96	6.7	6.6

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



	who spent $250-$499 Online on Blinds/Window Coverings past 12mos	USA
1 time	17.0%	15.7%
2 times	18.0%	16.2%
3 times	19.1%	13.6%
4 times	11.5%	9.8%
5 times	10.9%	7.2%
6 - 9 times	10.4%	9.4%
10 times or more	1.5%	4.9%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
88.4%	76.8%		
1,321,127	132,070,1 74	3.5	4.0

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who spent $250-$499 Online on Blinds/Window...	353,793	23.7%
USA	[illegible]	20.0%

Drank Past 30-days: Adults 25 - 64



	who spent $250-$499 Online on Blinds/Window Coverings past 12mos		USA	
Liquor	1,049,402	70.2%	84,370,567	49.1%
Any Type of Beer	945,388	63.2%	77,862,998	45.3%
Wine	656,480	43.9%	57,590,436	33.5%
Domestic Regular Beer	612,773	41.0%	44,072,901	25.6%
Imported Beer	466,621	31.2%	41,218,876	24.0%
Domestic Light Beer	610,549	40.8%	41,088,888	23.9%
Microbrew / Craft Beer	349,709	23.4%	22,722,910	13.2%

Past 12 months Casino Activities: Adults 25 - 64



	who spent $250-$499 Online on Blinds/Window Coverings past 12mos		USA	
Slot Machines	362,728	24.3%	43,896,369	25.5%
Table Games (Craps, Poker, etc.)	342,553	22.9%	18,569,292	10.8%
Bar / Nightclub	242,881	16.2%	17,206,375	10.0%
Upscale Restaurant	191,662	12.8%	16,021,447	9.3%
Stage Show / Concert	136,602	9.1%	12,102,049	7.0%
Sports Betting	41,798	2.8%	7,385,089	4.3%
Spa	18,194	1.2%	3,704,7	2.2%
Other Gambling	34,561	2.3%	3,473,4	2.0%

Casinos visited past 12 months: Yes			
39.5%	590,212	33.2%	57,129,...

Used Past 30-days: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *849*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$250 - $499

BLINDS.COM

$500-$999

.5% or 792,378 of USA Adults 25 - 64 spent $500-$999 Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $500-$999 Online on Blinds/Window Coverings past 12mos are 7.2% more likely to use QSRs past mo., 20.% more likely to use Sit-Down Restaurants past mo., 9.7% less likely to use Casinos past yr., 44.7% less likely to smoke cigarett

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:

96.4% 763,939 | 89.9% 96

Avg. Monthly QSR Meals:

8.4 | 6.6

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users:

92.2% 730,817 | 76.8% 132,070,1 74

Avg. Monthly Sit-Down Restaurant Meals:

7.7 | 4.0

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who spent $500-$999 Online on Blinds/Window... 196,352 24.8%

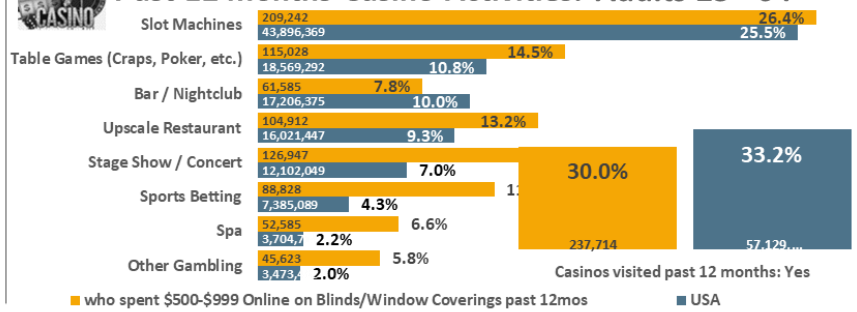
USA 20.0%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *849*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$500 - $999

BLINDS.COM

$1,000-$2,999

.4% or 635,803 of USA Adults 25 - 64 spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos are 9.8% more likely to use QSRs past mo., 29.9% more likely to use Sit-Down Restaurants past mo., 52.1% more likely to use Casinos past yr., 37.2% less likely to smoke ci

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:

98.8% 628,121

89.9% 96

Avg. Monthly QSR Meals:

8.3

6.6

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users:

99.8% 634,663

76.8% 74

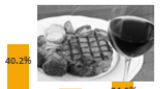
Avg. Monthly Sit-Down Restaurant Meals:

5.7

4.0

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who spent $1,000-$2,999 Online on Blinds/Window... 205,546 32.3%

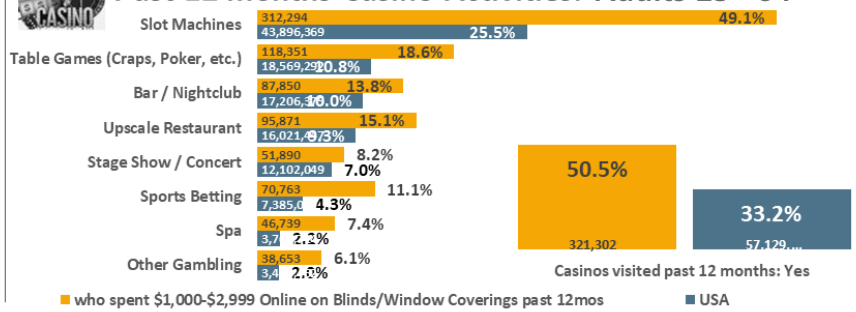
USA 20.0%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$1,000 - $2,999

BLINDS.COM

$3,000 or more

.2% or 311,550 of USA Adults 25 - 64 spent $3,000 or more Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $3,000 or more Online on Blinds/Window Coverings past 12mos are 1.1% more likely to use QSRs past mo., 19.2% more likely to use Sit-Down Restaurants past mo., 34.4% more likely to use Casinos past yr., 91.6% less likely to smoke ci

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:

91.0% | 89.9%

283,409 | 154,597,396

Avg. Monthly QSR Meals:

6.9 | 6.6

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users:

91.6% | 76.8%

285,301 | 132,070,174

Avg. Monthly Sit-Down Restaurant Meals:

6.3 | 4.0

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who spent $3,000 or more Online on Blinds/Window... 105,114 — 33.7%

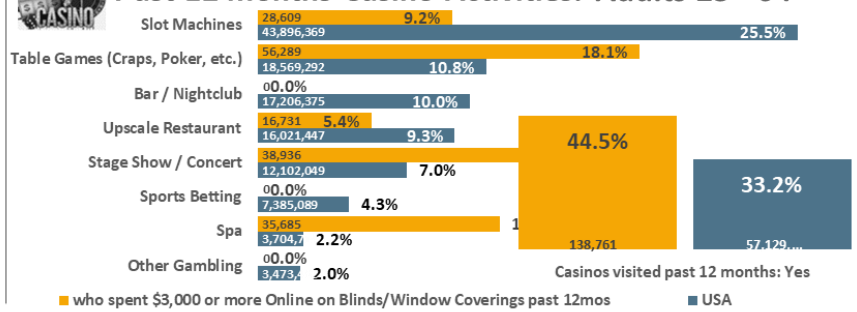
USA — 20.0%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *849*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

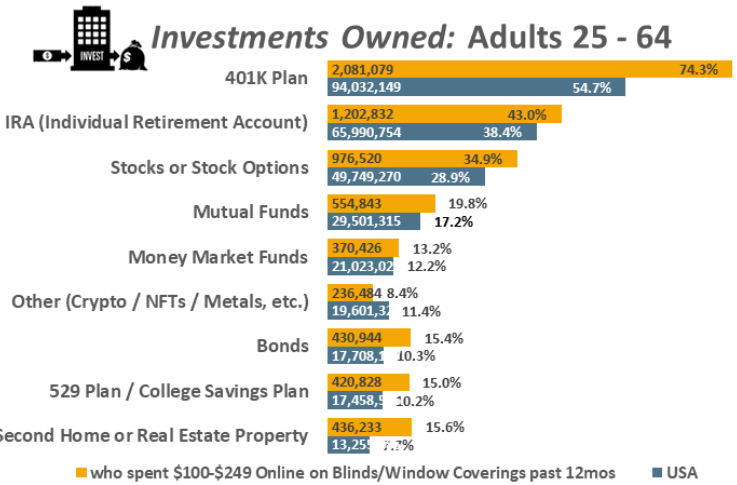
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$3,000 or more

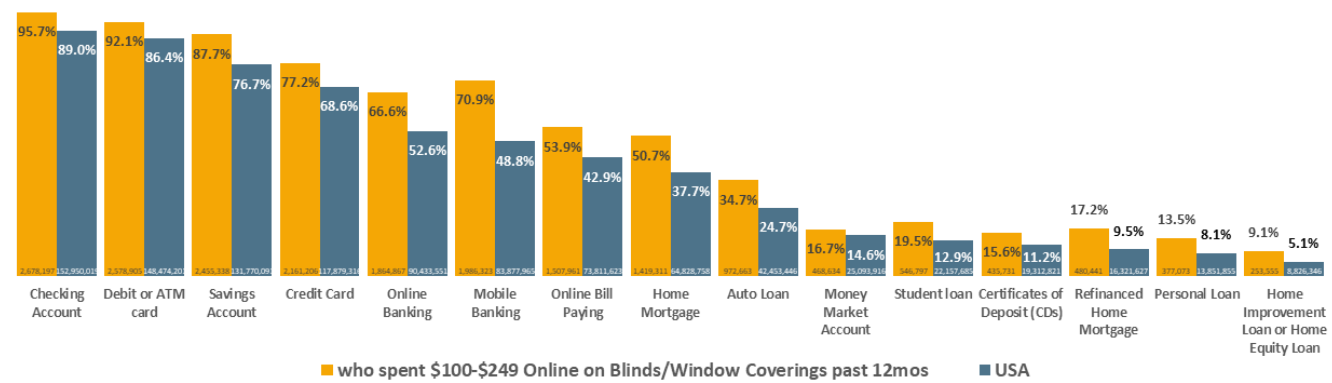
BLINDS.COM
$100-$249

1.6% or 2,799,969 of USA Adults 25 - 64 spent $100-$249 Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $100-$249 Online on Blinds/Window Coverings past 12mos are 35.9% more likely to have a 401K, 40.7% more likely to have an Auto Loan, 59.5% more likely to Invest/Trade Stocks Online, 12.2% more likely to pay with their Debit Card.

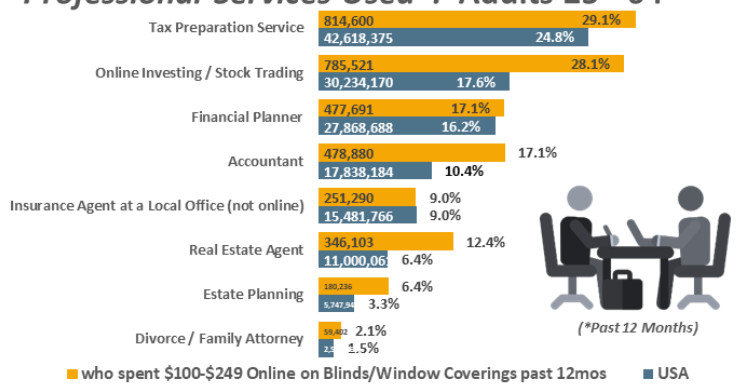
Investments Owned: Adults 25 - 64



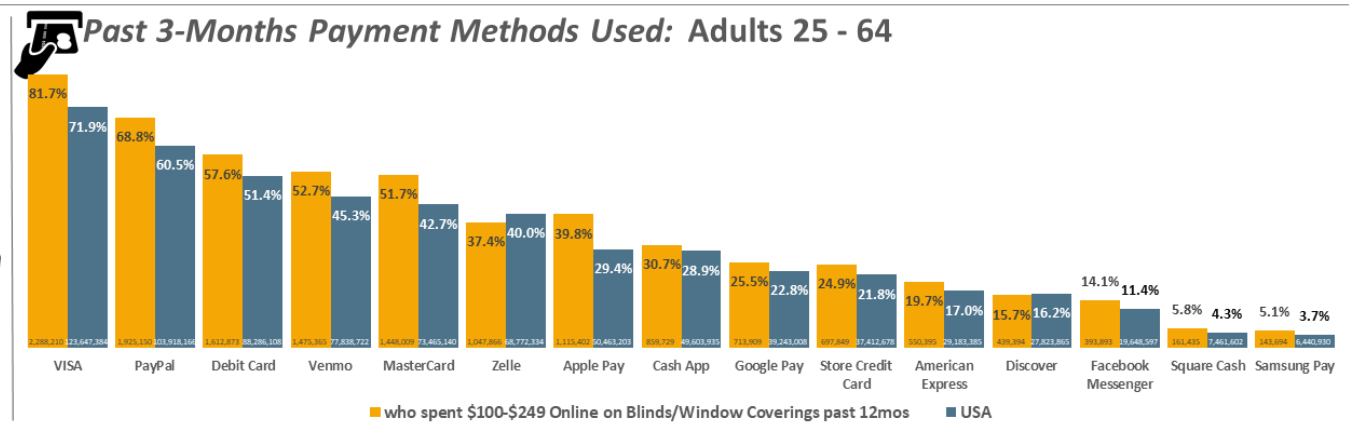
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

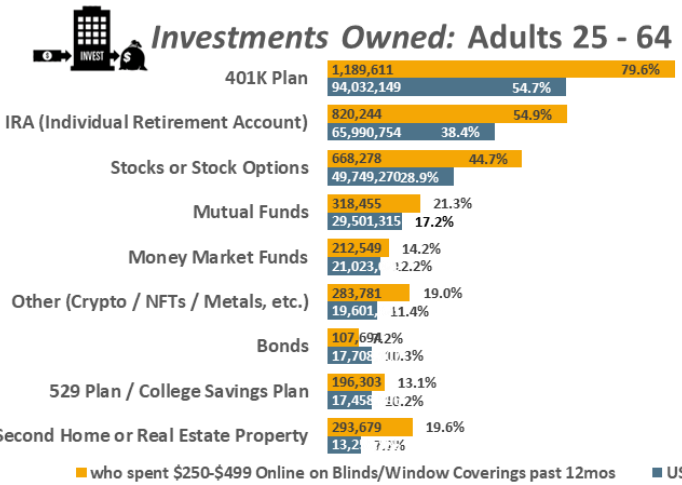
USA Jan23-Feb24 USA Projection Qual Intab 14,048

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$100 - $249

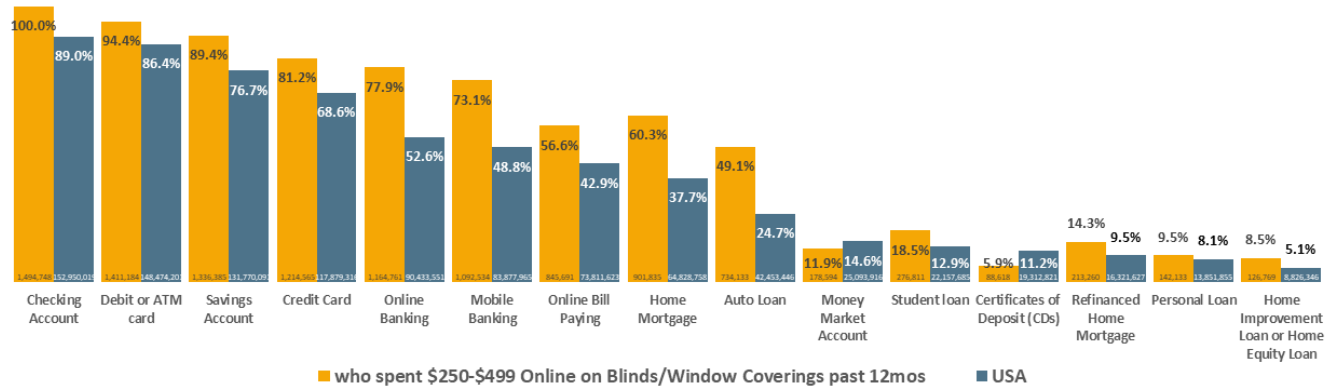
BLINDS.COM
$250-$499

.9% or 1,494,853 of USA Adults 25 - 64 spent $250-$499 Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $250-$499 Online on Blinds/Window Coverings past 12mos are 45.5% more likely to have a 401K, 98.9% more likely to have an Auto Loan, 57.4% more likely to Invest/Trade Stocks Online, 9.1% more likely to pay with their Debit Card.

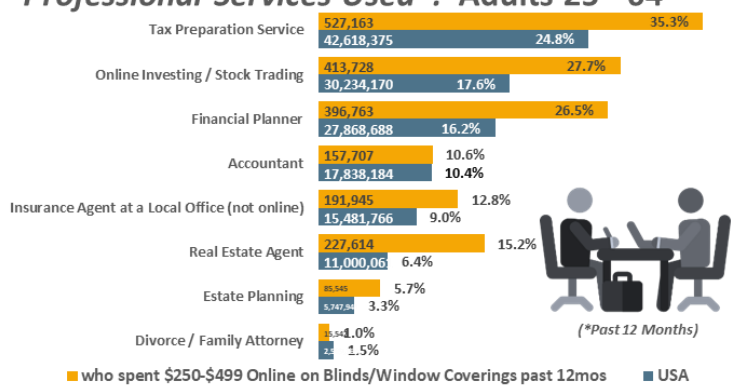
Investments Owned: Adults 25 - 64



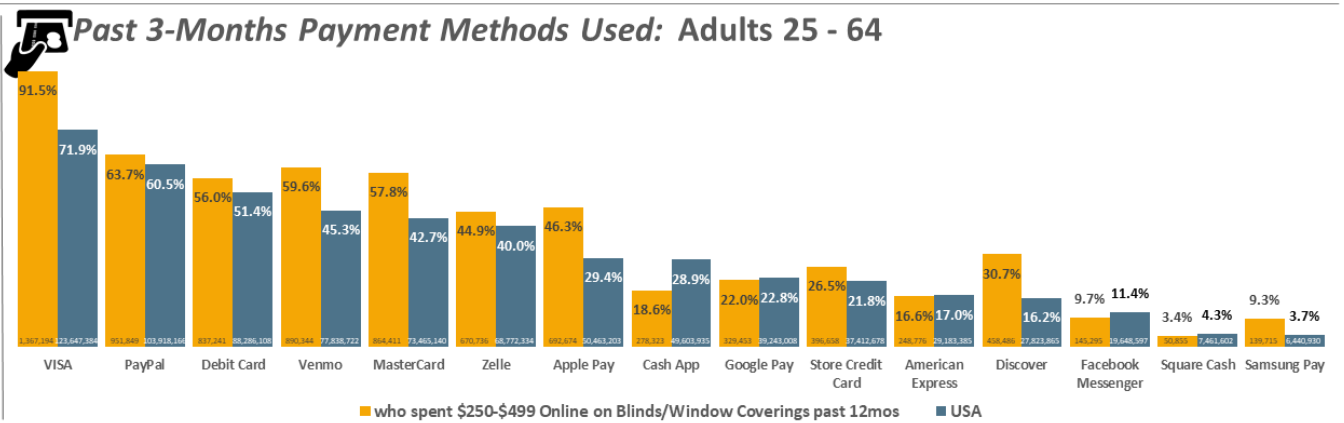
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

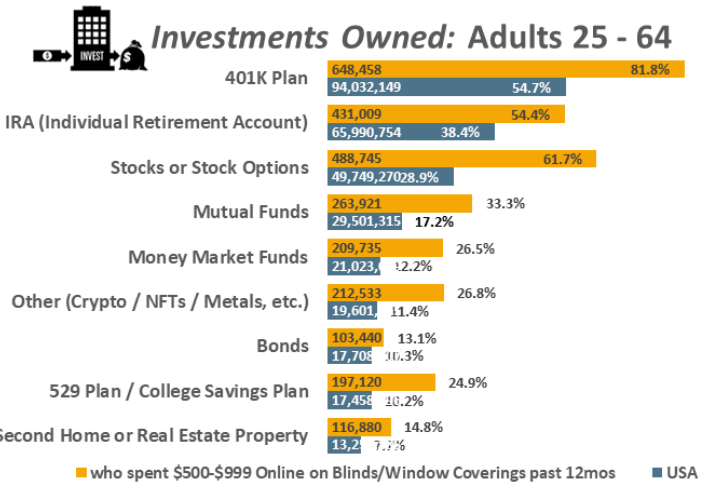
USA Jan23-Feb24 USA Projection Qual Intab 14,048

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$250 - $499

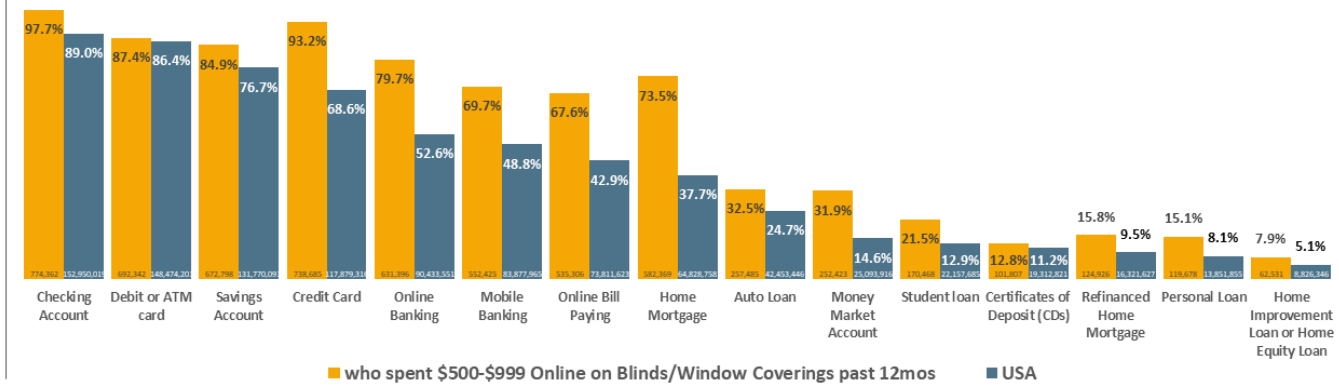
BLINDS.COM
$500-$999

.5% or 792,378 of USA Adults 25 - 64 spent $500-$999 Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $500-$999 Online on Blinds/Window Coverings past 12mos are 49.6% more likely to have a 401K, 31.6% more likely to have an Auto Loan, 172.3% more likely to Invest/Trade Stocks Online, 19.6% less likely to pay with their Debit Card.

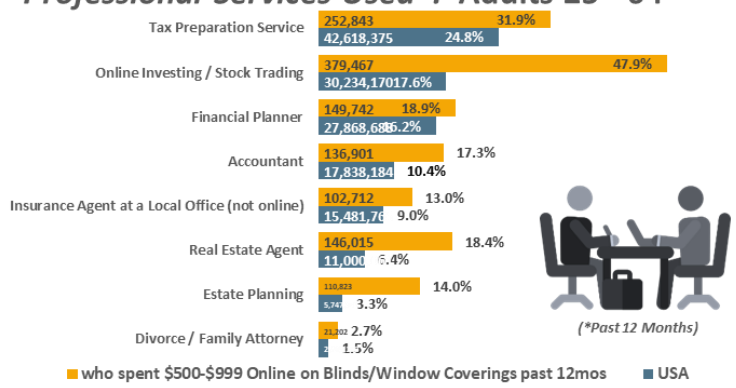
Investments Owned: Adults 25 - 64



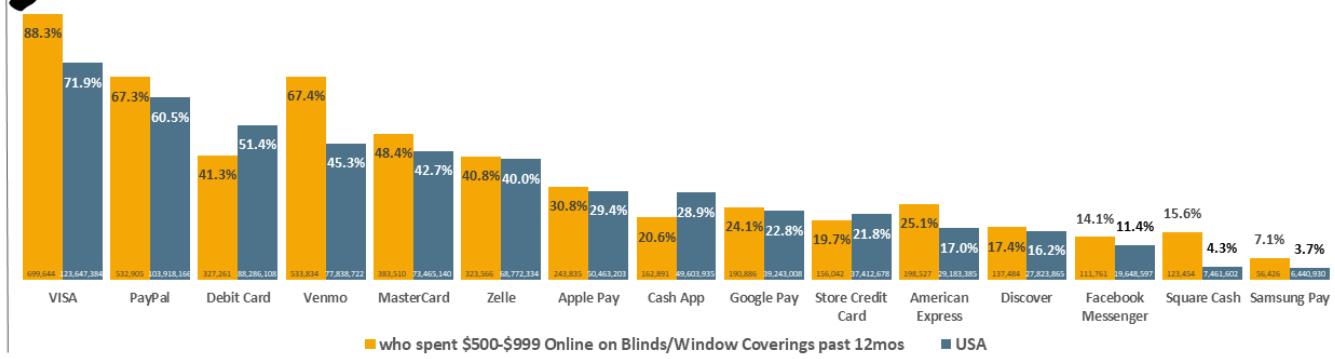
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

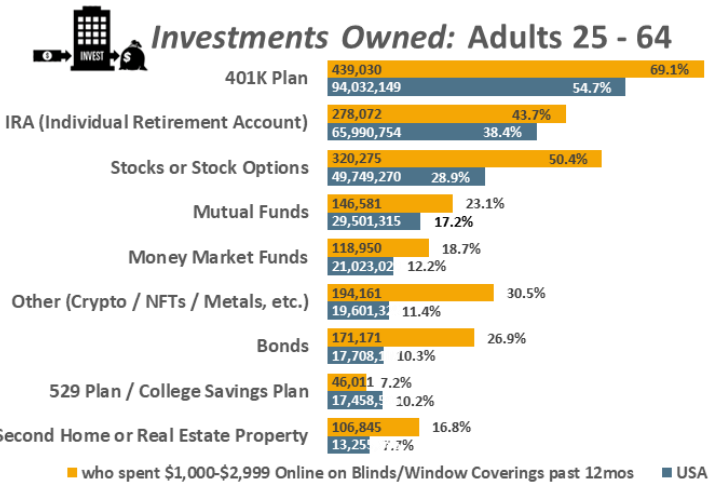
USA Jan23-Feb24 USA Projection Qual Intab 14,048

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$500 - $999

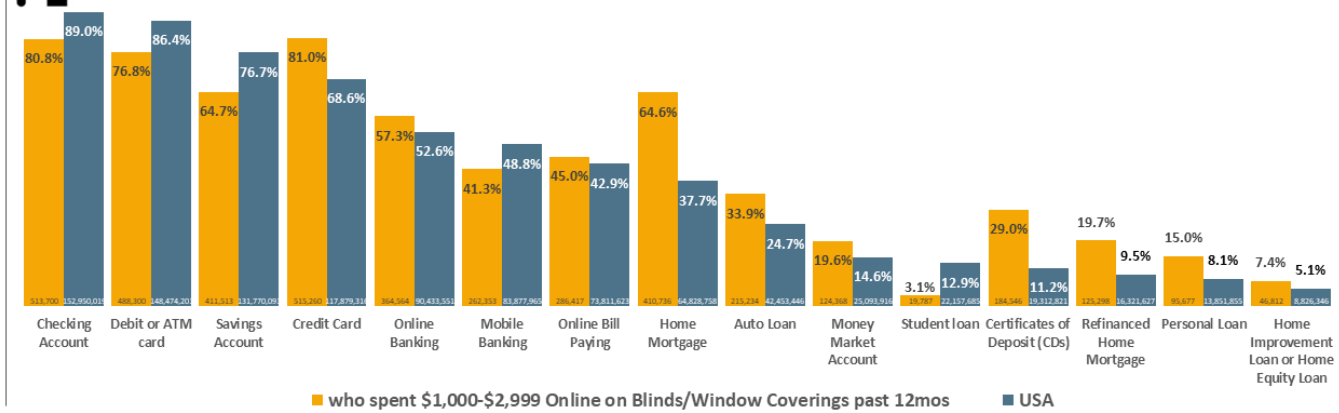
BLINDS.COM
$1,000-$2,999

.4% or 635,803 of USA Adults 25 - 64 spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos are 26.2% more likely to have a 401K, 37.1% more likely to have an Auto Loan, 31.6% more likely to Invest/Trade Stocks Online, 32.2% less likely to pay with their Debit Ca

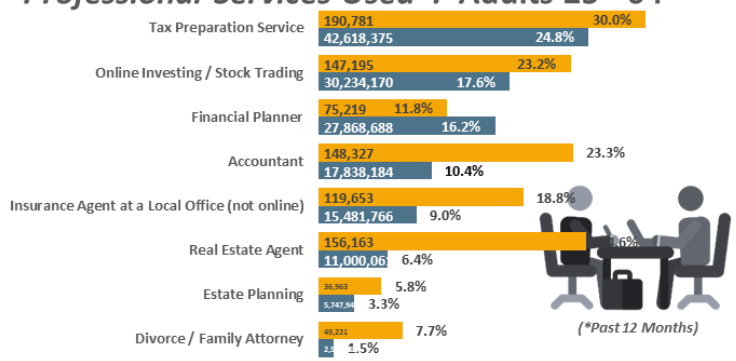
Investments Owned: Adults 25 - 64



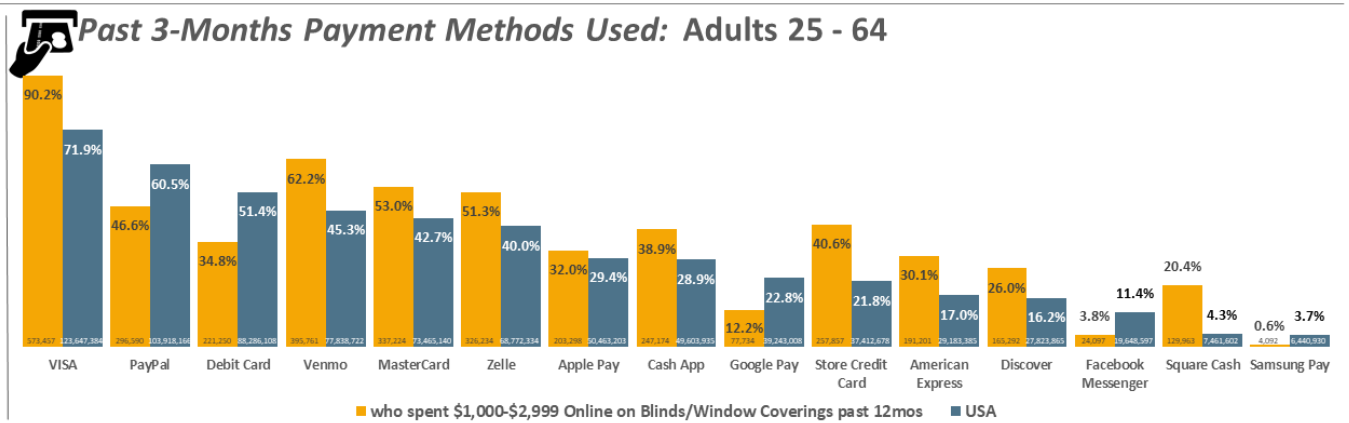
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

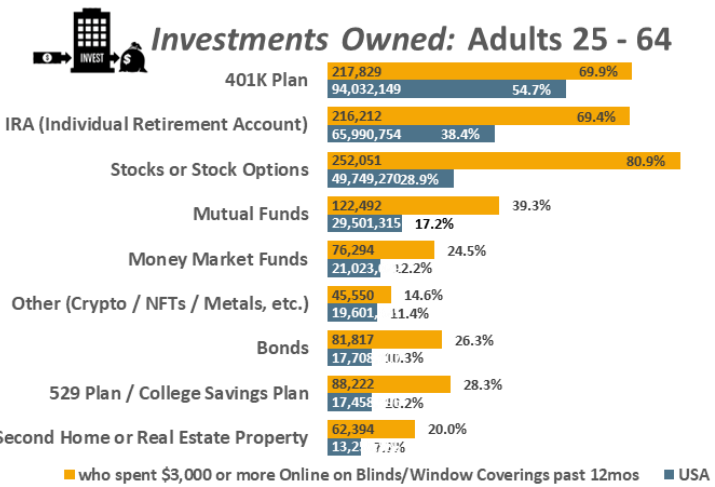
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$1,000 - $2,999

BLINDS.COM

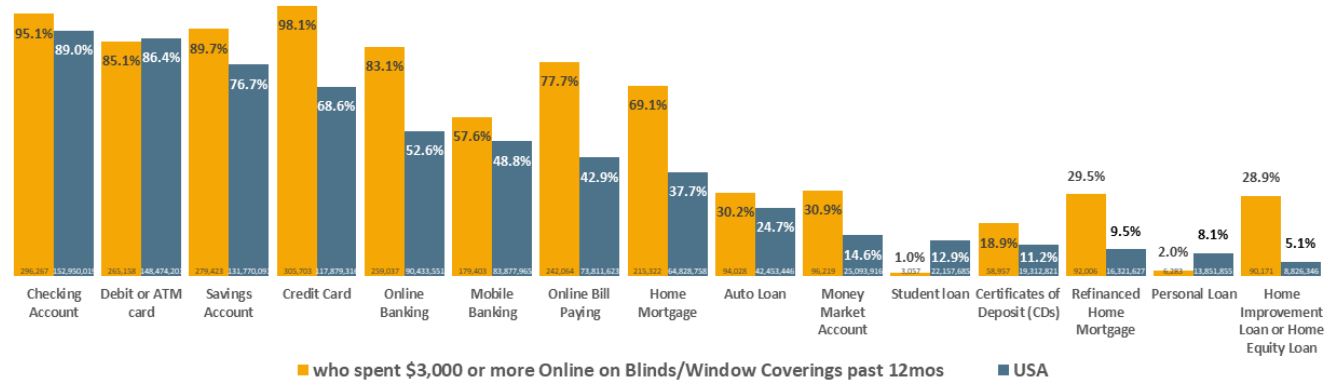
$3,000 or more

.2% or 311,550 of USA Adults 25 - 64 spent $3,000 or more Online on Blinds/Window Coverings past 12mos. Adults 25 - 64 who spent $3,000 or more Online on Blinds/Window Coverings past 12mos are 27.8% more likely to have a 401K, 22.2% more likely to have an Auto Loan, 63.5% more likely to Invest/Trade Stocks Online, 38.2% less likely to pay with their Debit C

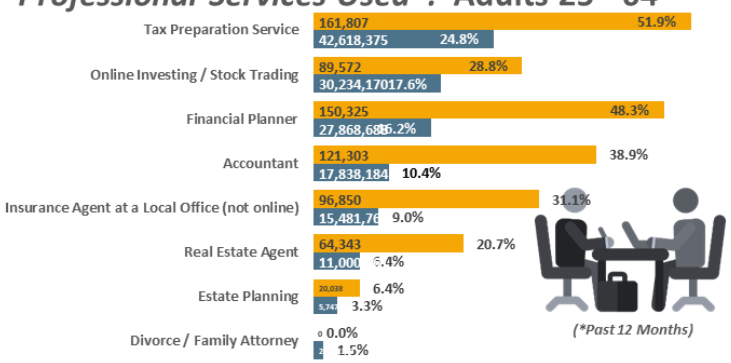
Investments Owned: Adults 25 - 64



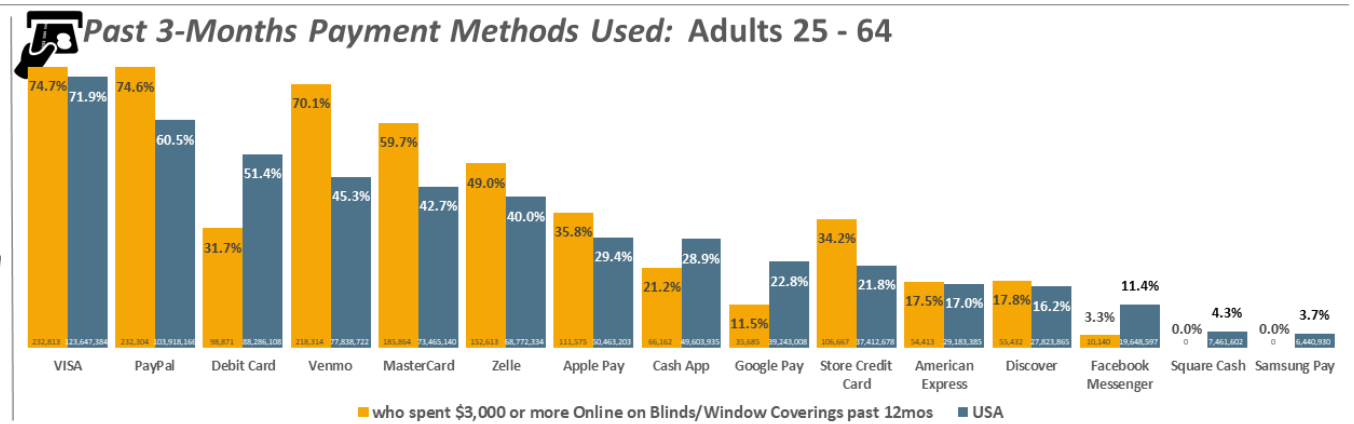
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

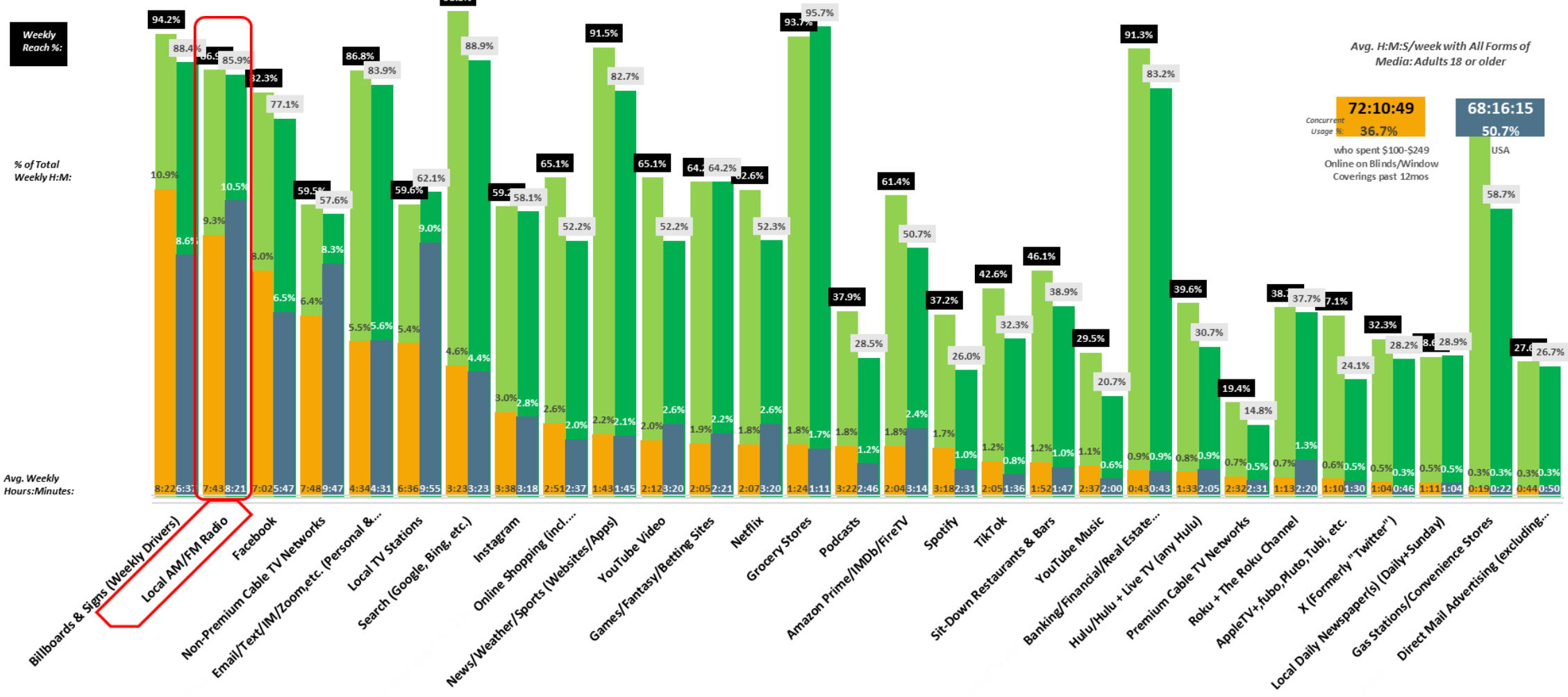
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$3,000 or more

BLINDS.COM

$100-$249

Adults 25 - 64 who spent $100-$249 Online on Blinds/Window Coverings past 12mos spend an average of 3 days, 0 hours, 10 minutes and 49 seconds each week with All Forms of Media.

86.9% of Adults 25 - 64 who spent $100-$249 Online on Blinds/Window Coverings past 12mos spend an avg. of 7 hours and 43 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



■ who spent $100-$249 Online on Blinds/Window Coverings past 12mos ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849 USA Jan23-Feb24 USA Projection Qual Intab 14,048

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

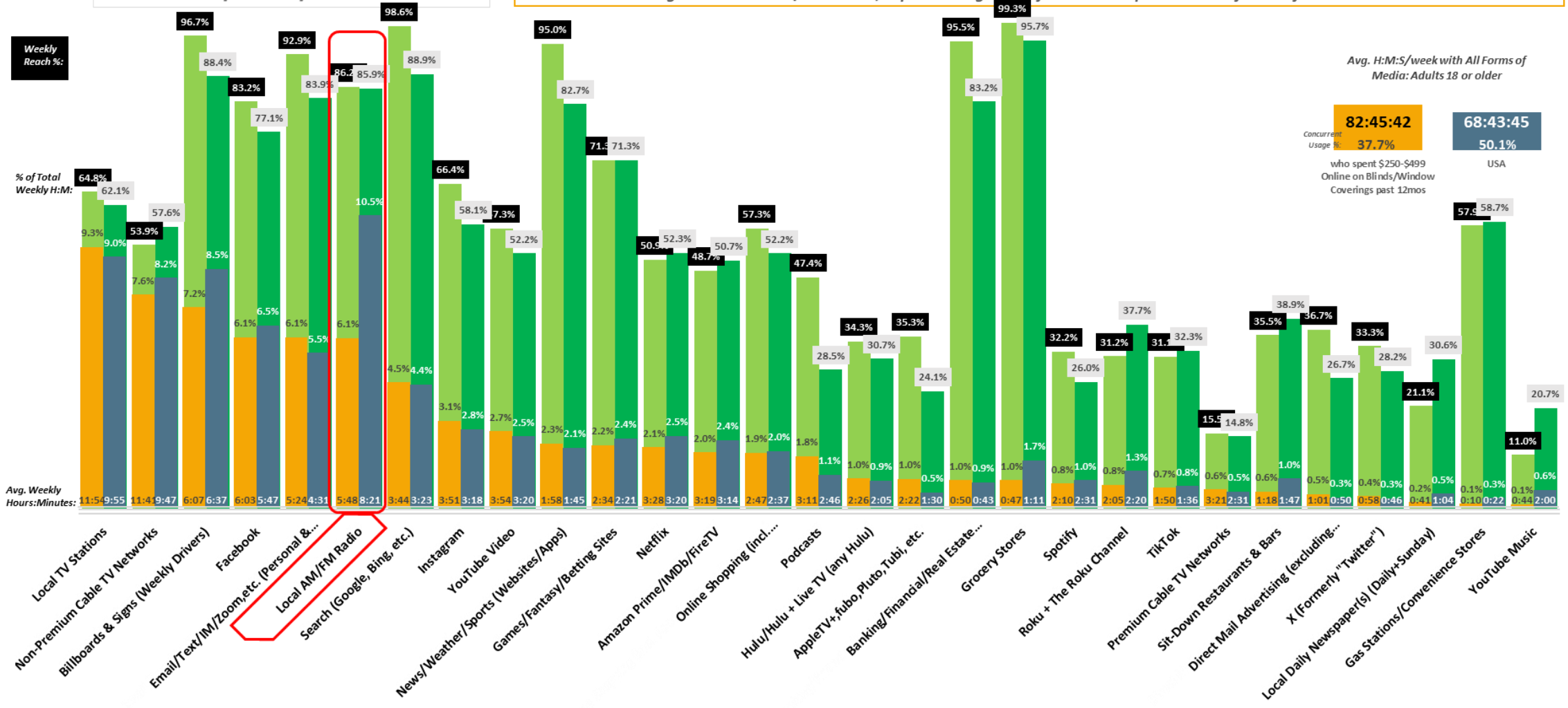
Hubbard BROADCASTING Share of Everything for Anything ©

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$100 - $249

BLINDS.COM
$250-$499

Adults 25 - 64 who spent $250-$499 Online on Blinds/Window Coverings past 12mos spend an average of 3 days, 10 hours, 45 minutes and 42 seconds each week with All Forms of Media.

86.2% of Adults 25 - 64 who spent $250-$499 Online on Blinds/Window Coverings past 12mos spend an avg. of 5 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 6.1% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849 USA Jan23-Feb24 USA Projection Qual Intab 14,048

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

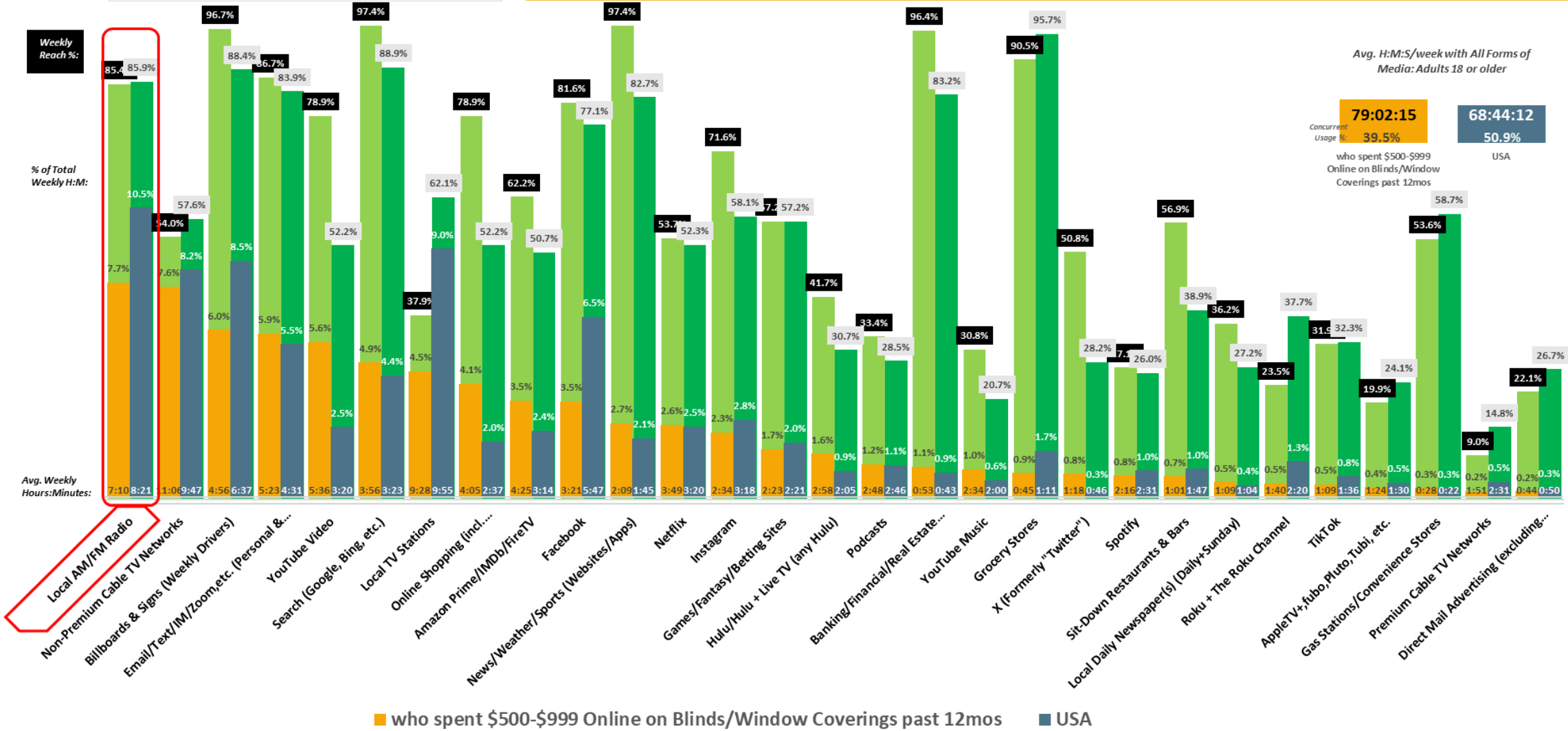
Hubbard BROADCASTING — Share of Everything for Anything ©

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$250 - $499

BLINDS.COM
$500-$999

Adults 25 - 64 who spent $500-$999 Online on Blinds/Window Coverings past 12mos spend an average of 3 days, 7 hours, 2 minutes and 15 seconds each week with All Forms of Media.

85.4% of Adults 25 - 64 who spent $500-$999 Online on Blinds/Window Coverings past 12mos spend an avg. of 7 hours and 10 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.



■ who spent $500-$999 Online on Blinds/Window Coverings past 12mos ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849 USA Jan23-Feb24 USA Projection Qual Intab 14,048

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING — Share of Everything for Anything ©

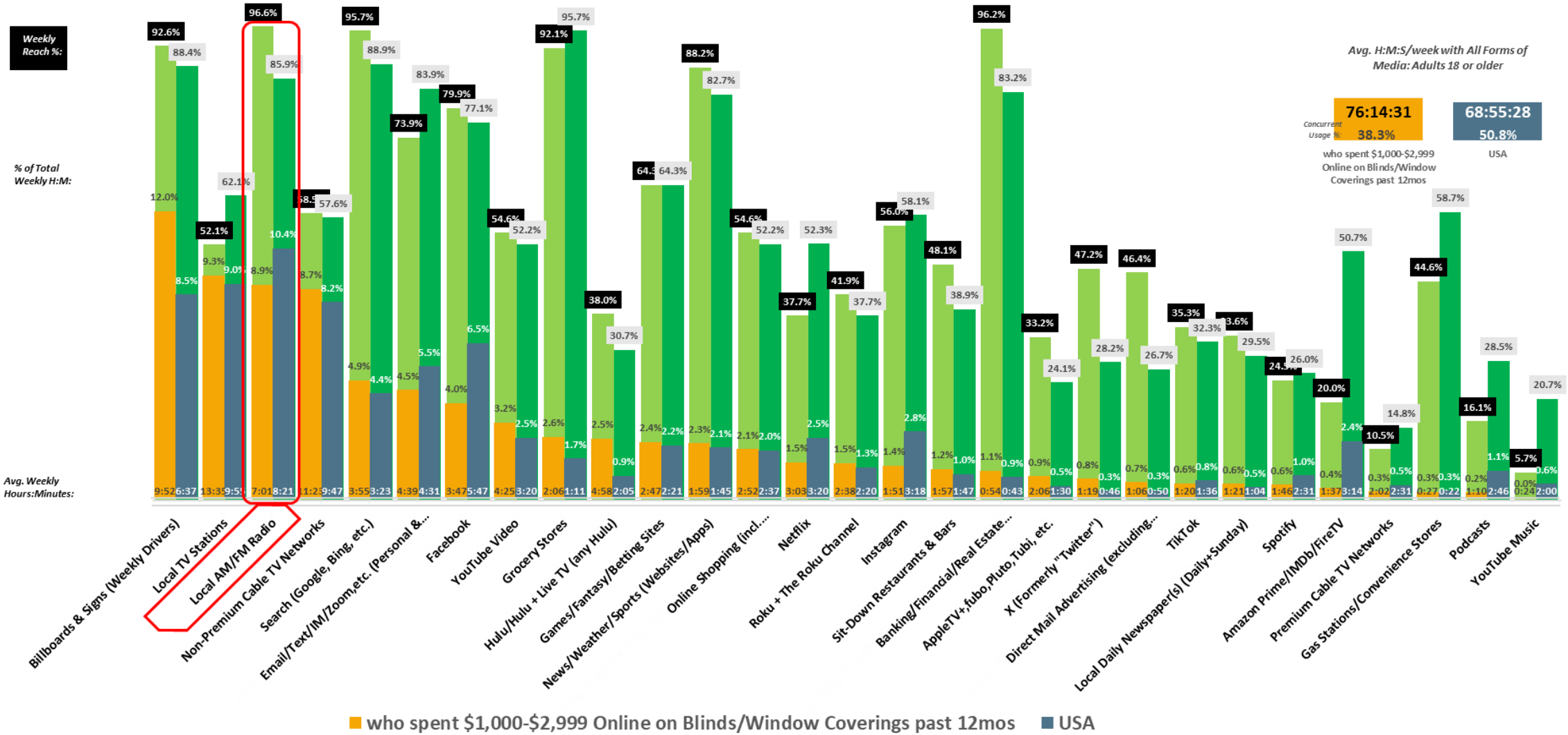
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$500 - $999

BLINDS.COM

$1,000-$2,999

Adults 25 - 64 who spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos spend an average of 3 days, 4 hours, 14 minutes and 31 seconds each week with All Forms of Media.

96.6% of Adults 25 - 64 who spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos spend an avg. of 7 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849 USA Jan23-Feb24 USA Projection Qual Intab 14,048

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

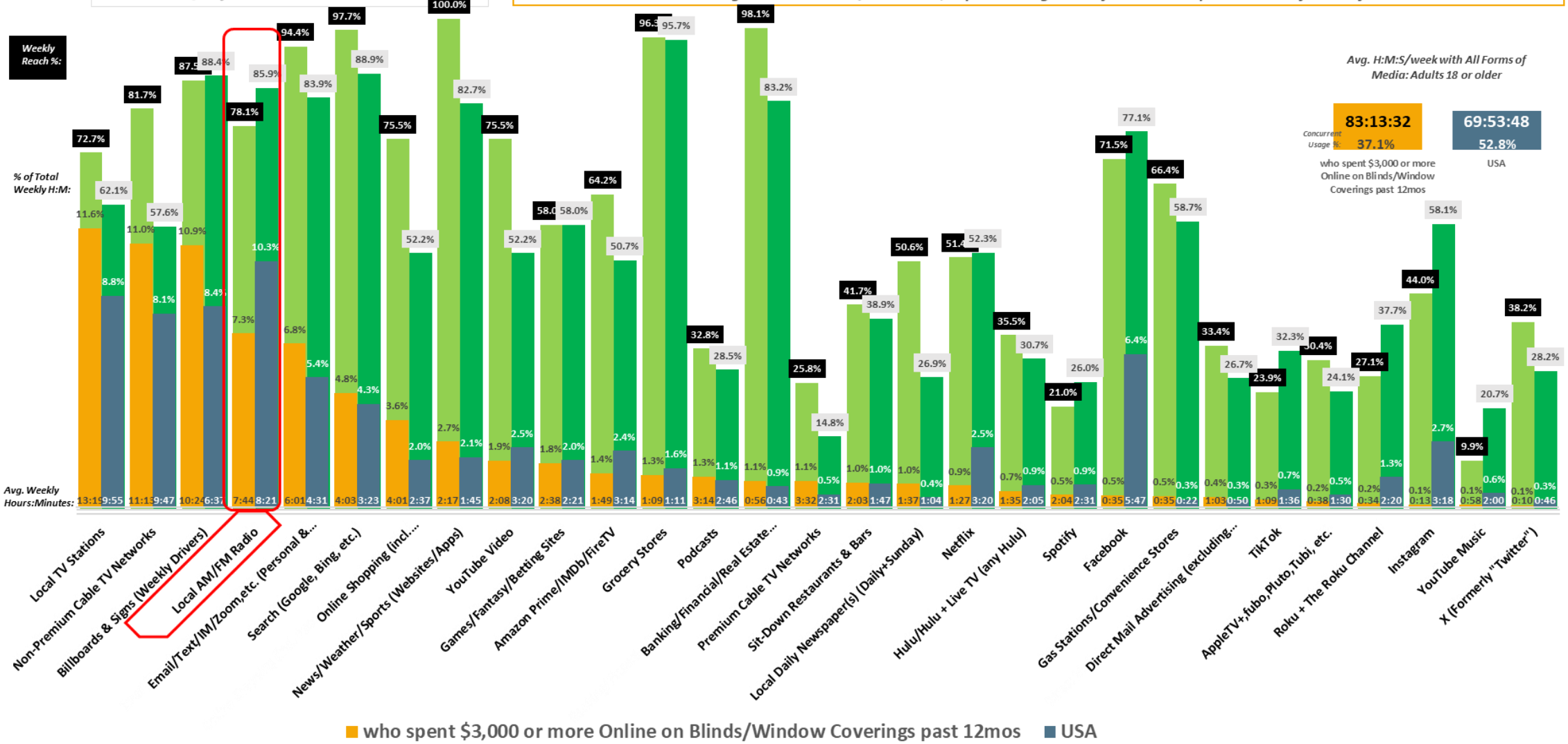
Hubbard BROADCASTING Share of Everything for Anything ©

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$1,000 - $2,999

BLINDS.COM
$3,000 or more

Adults 25 - 64 who spent $3,000 or more Online on Blinds/Window Coverings past 12mos spend an average of 3 days, 11 hours, 13 minutes and 32 seconds each week with All Forms of Media.

78.1% of Adults 25 - 64 who spent $3,000 or more Online on Blinds/Window Coverings past 12mos spend an avg. of 7 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 7.3% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849 USA Jan23-Feb24 USA Projection Qual Intab 14,048

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING — Share of Everything for Anything ©

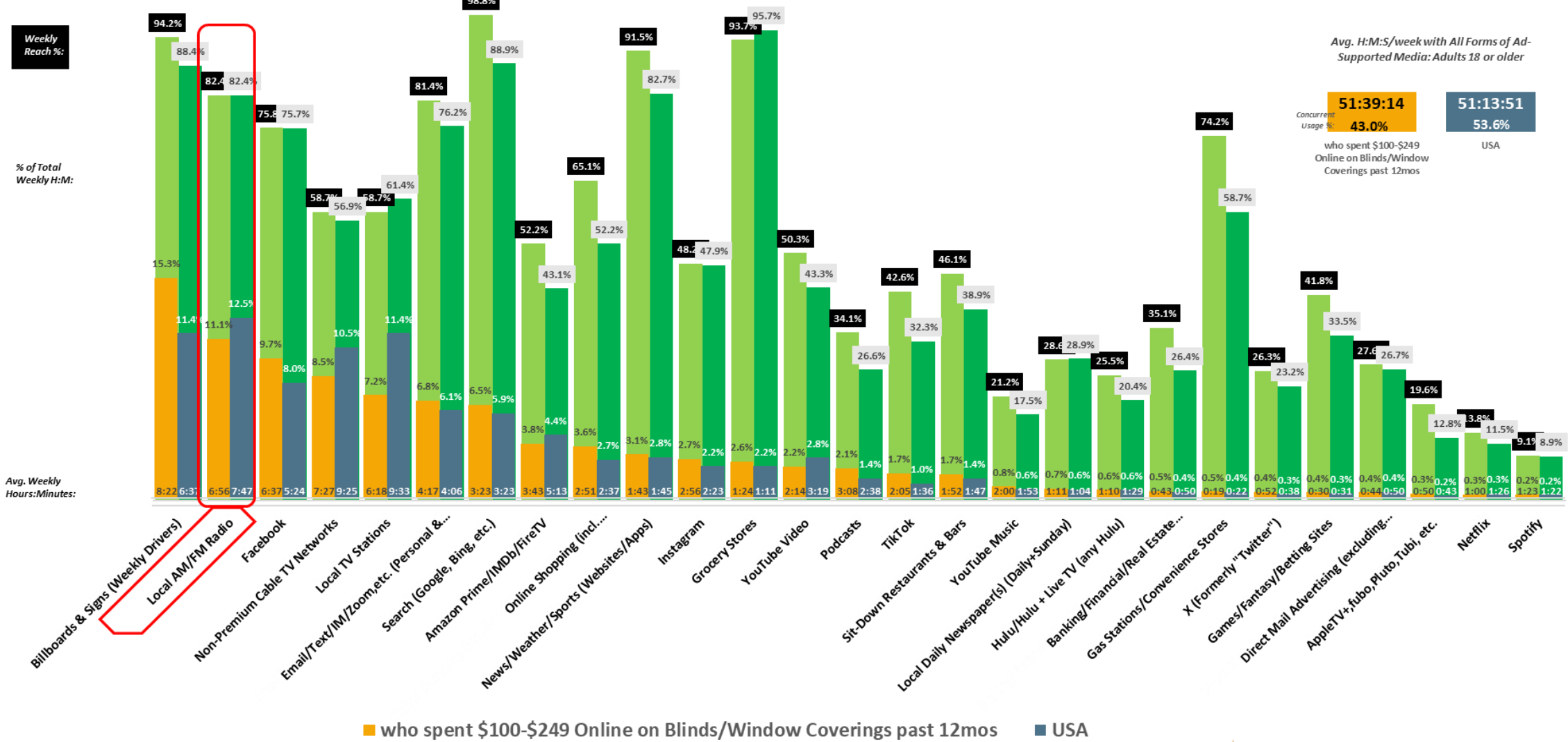
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$3,000 or more

BLINDS.COM

$100-$249

Adults 25 - 64 who spent $100-$249 Online on Blinds/Window Coverings past 12mos spend an average of 2 days, 3 hours, 39 minutes and 14 seconds each week with All Forms of Ad-Supported Media.

82.4% of Adults 25 - 64 who spent $100-$249 Online on Blinds/Window Coverings past 12mos spend an avg. of 6 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported M



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849 USA Jan23-Feb24 USA Projection Qual Intab 14,048

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

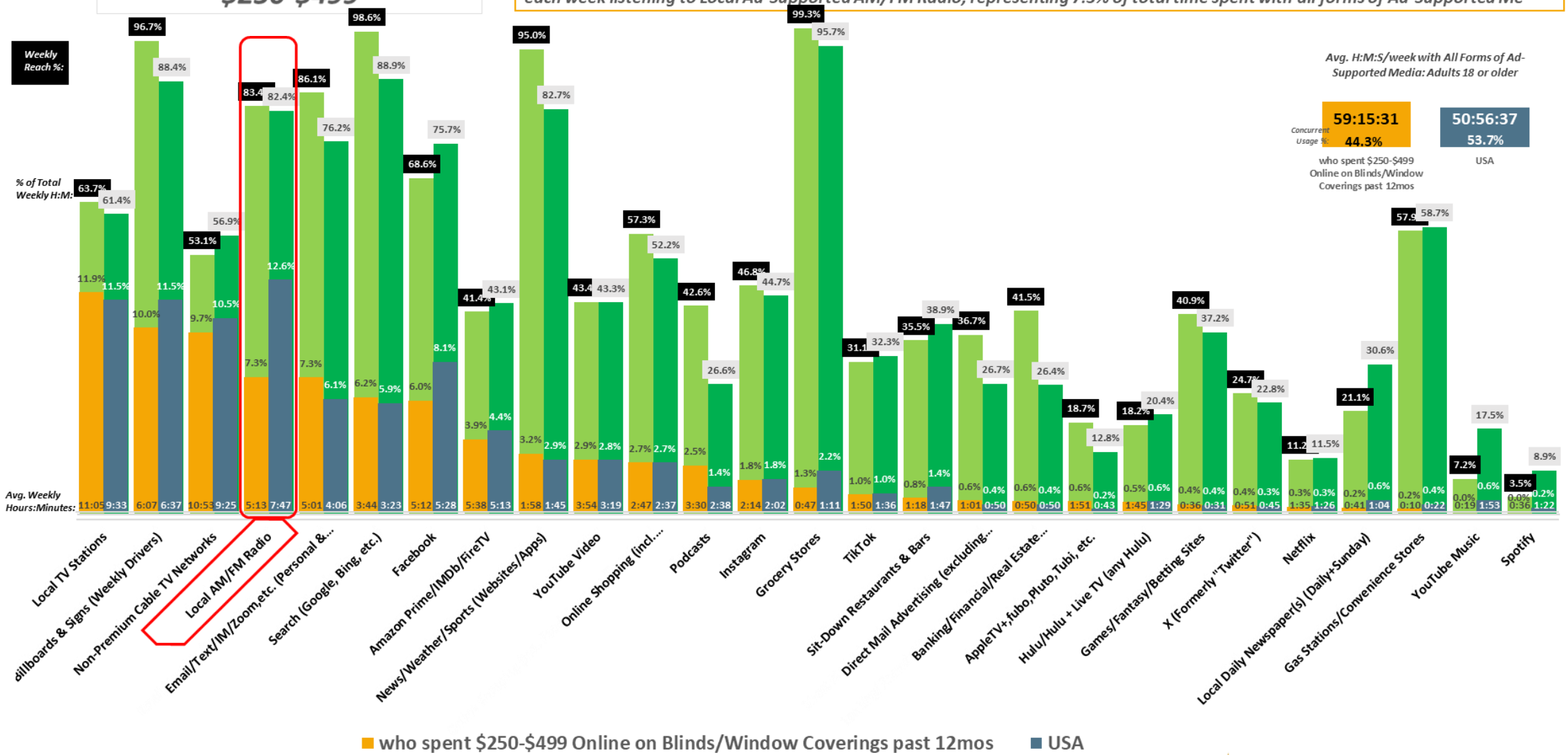
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$100 - $249

BLINDS.COM

$250-$499

Adults 25 - 64 who spent $250-$499 Online on Blinds/Window Coverings past 12mos spend an average of 2 days, 11 hours, 15 minutes and 31 seconds each week with All Forms of Ad-Supported Media.

83.4% of Adults 25 - 64 who spent $250-$499 Online on Blinds/Window Coverings past 12mos spend an avg. of 5 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.3% of total time spent with all forms of Ad-Supported Me



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849 USA Jan23-Feb24 USA Projection Qual Intab 14,048

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

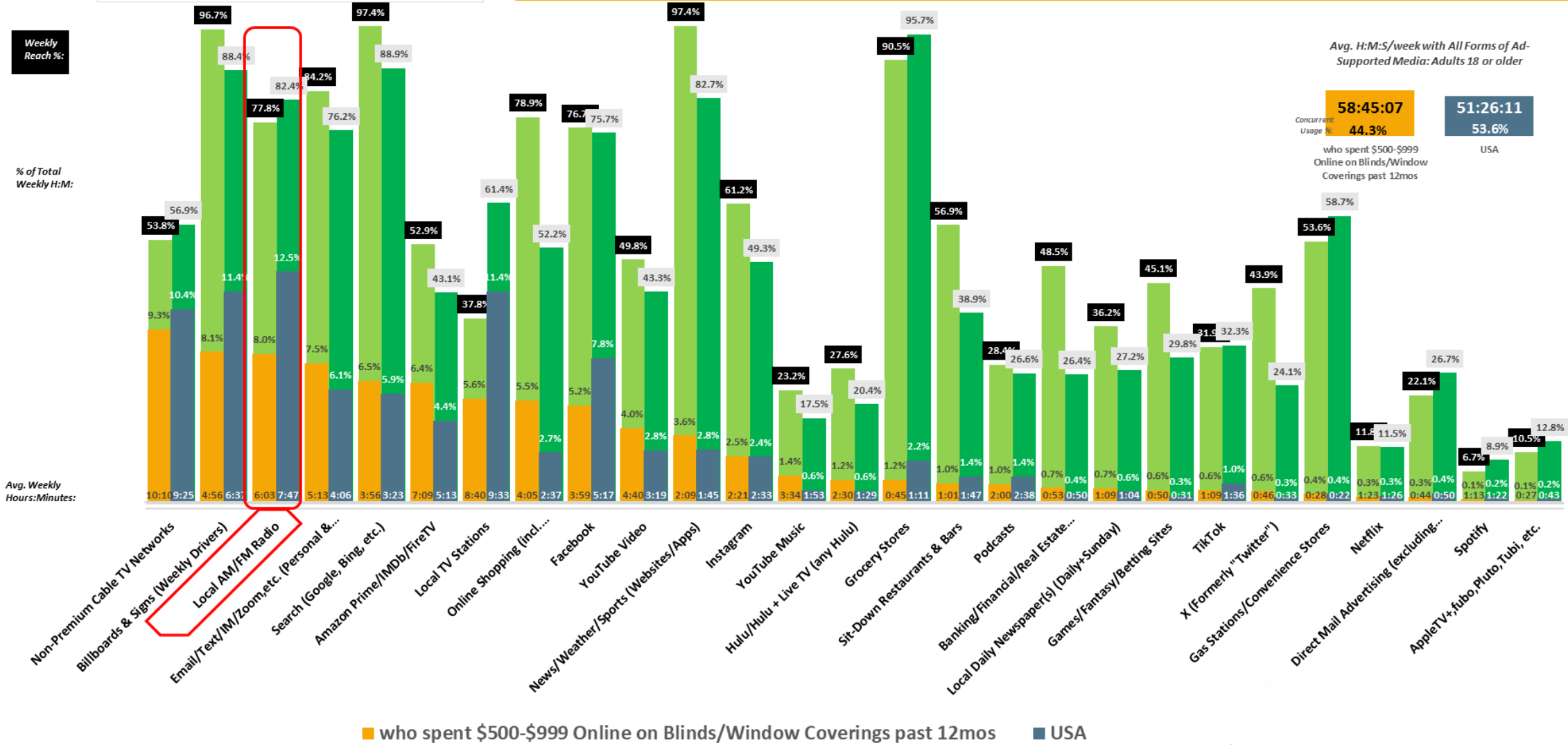
Hubbard BROADCASTING Share of Everything for Anything ©

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$250 - $499

BLINDS.COM
$500-$999

Adults 25 - 64 who spent $500-$999 Online on Blinds/Window Coverings past 12mos spend an average of 2 days, 10 hours, 45 minutes and 7 seconds each week with All Forms of Ad-Supported Media.

77.8% of Adults 25 - 64 who spent $500-$999 Online on Blinds/Window Coverings past 12mos spend an avg. of 6 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.% of total time spent with all forms of Ad-Supported Medi



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849 USA Jan23-Feb24 USA Projection Qual Intab 14,048

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING — Share of Everything for Anything ©

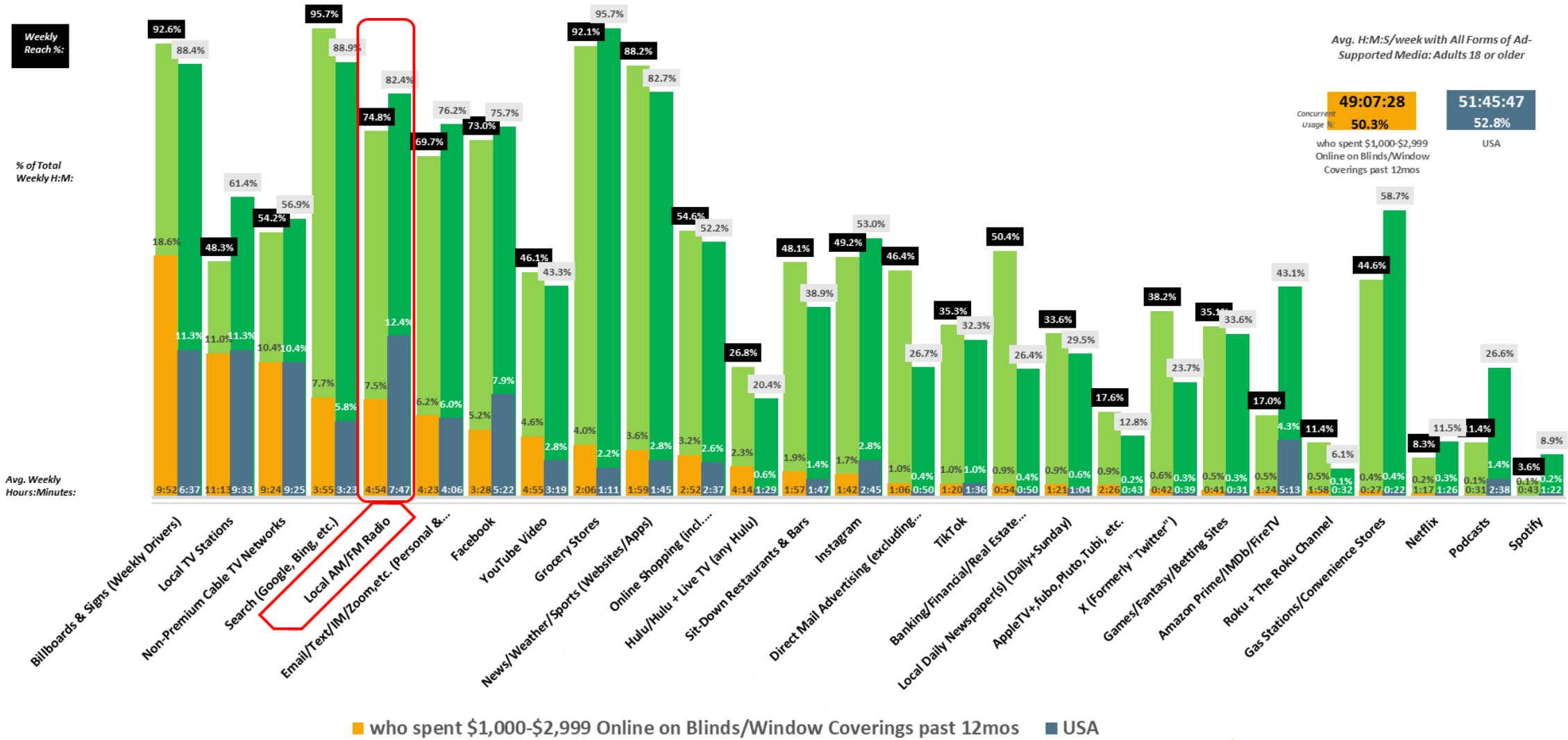
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$500 - $999

BLINDS.COM

$1,000-$2,999

Adults 25 - 64 who spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos spend an average of 2 days, 1 hours, 7 minutes and 28 seconds each week with All Forms of Ad-Supported Media.

74.8% of Adults 25 - 64 who spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos spend an avg. of 4 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.5% of total time spent with all forms of Ad-Supporte



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849 USA Jan23-Feb24 USA Projection Qual Intab 14,048

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

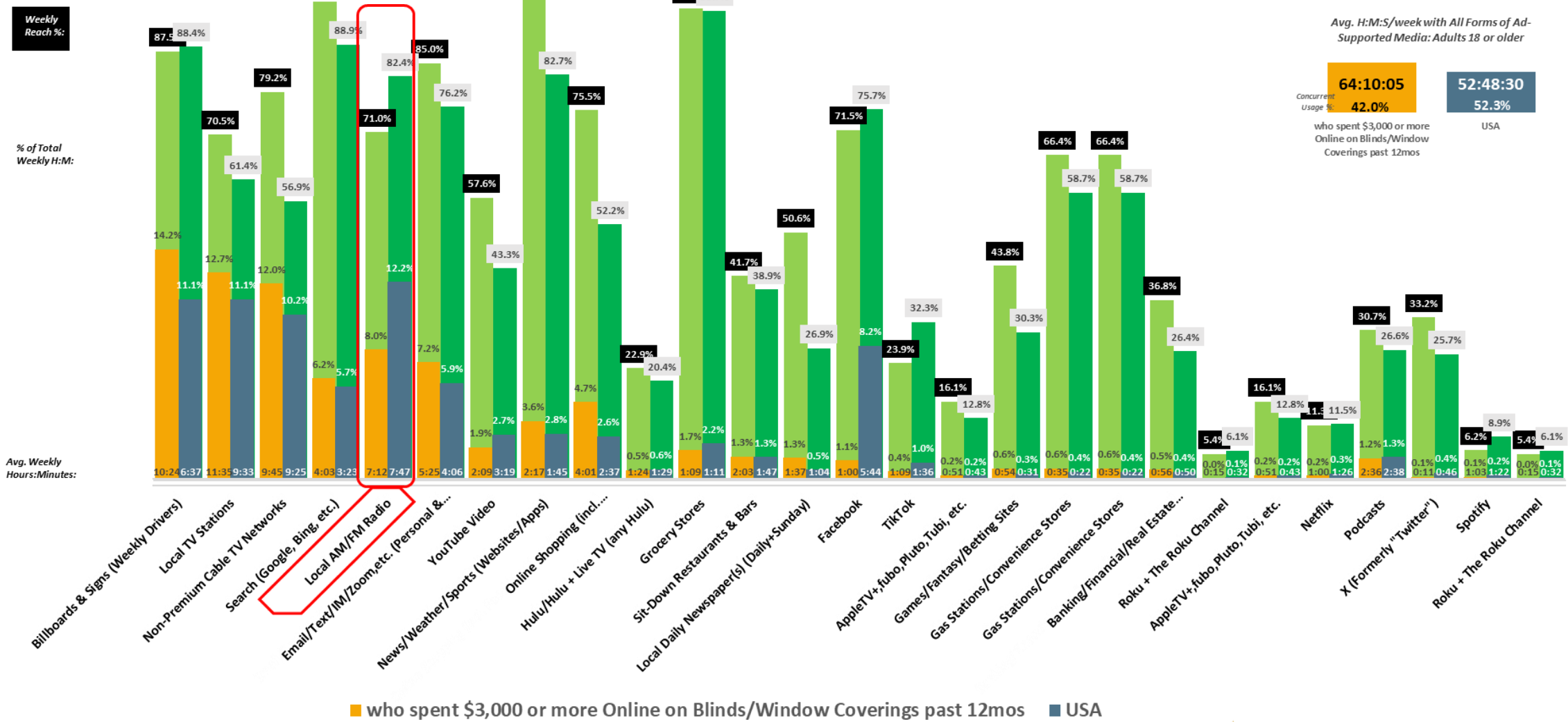
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$1,000 - $2,999

BLINDS.COM

$3,000 or more

Adults 25 - 64 who spent $3,000 or more Online on Blinds/Window Coverings past 12mos spend an average of 2 days, 1 hours, 7 minutes and 28 seconds each week with All Forms of Ad-Supported Media.

71.% of Adults 25 - 64 who spent $3,000 or more Online on Blinds/Window Coverings past 12mos spend an avg. of 7 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.% of total time spent with all forms of Ad-Supported



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849 USA Jan23-Feb24 USA Projection Qual Intab 14,048

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

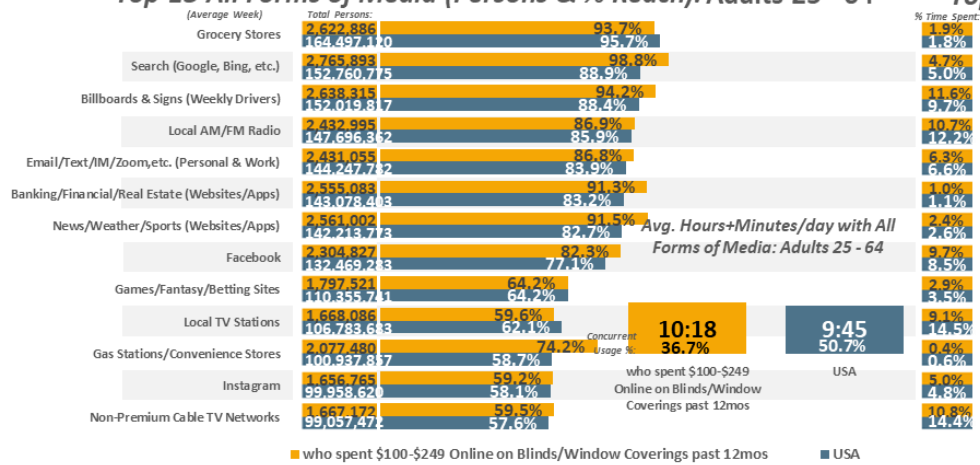
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$3,000 or more

BLINDS.COM

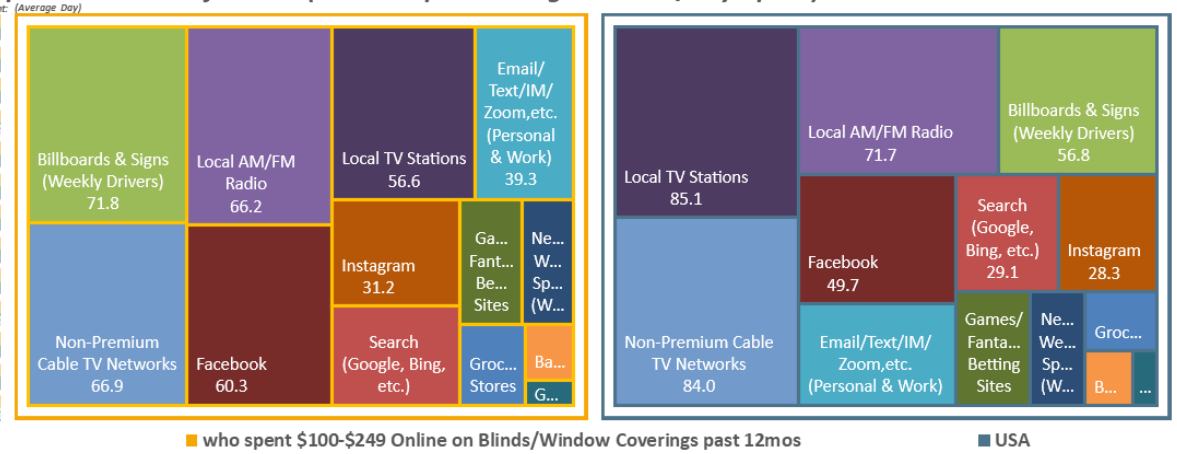
$100-$249

Adults 25 - 64 who spent $100-$249 Online on Blinds/Window Coverings past 12mos spend an average of 7 hours and 22 minutes each day with All Forms of Ad-Supported Media. 82.4% listen to Local AM/FM Radio for an avg. of 59.5 minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

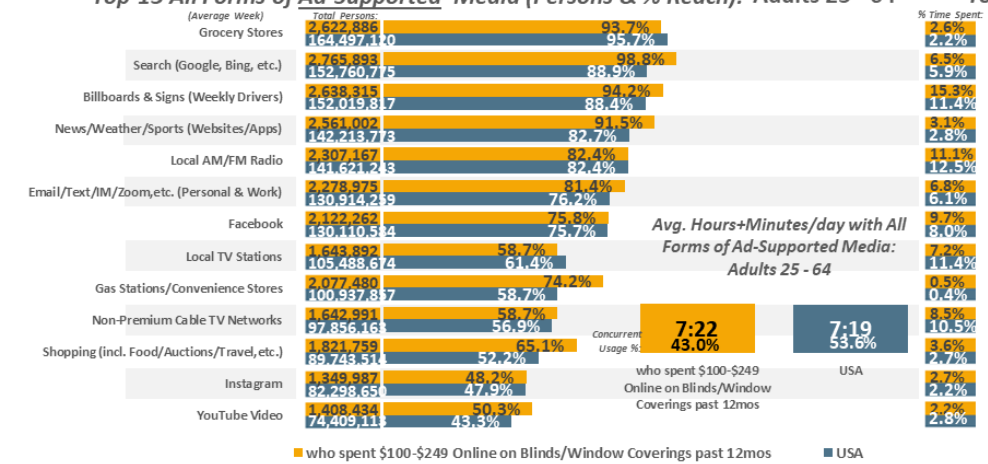
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



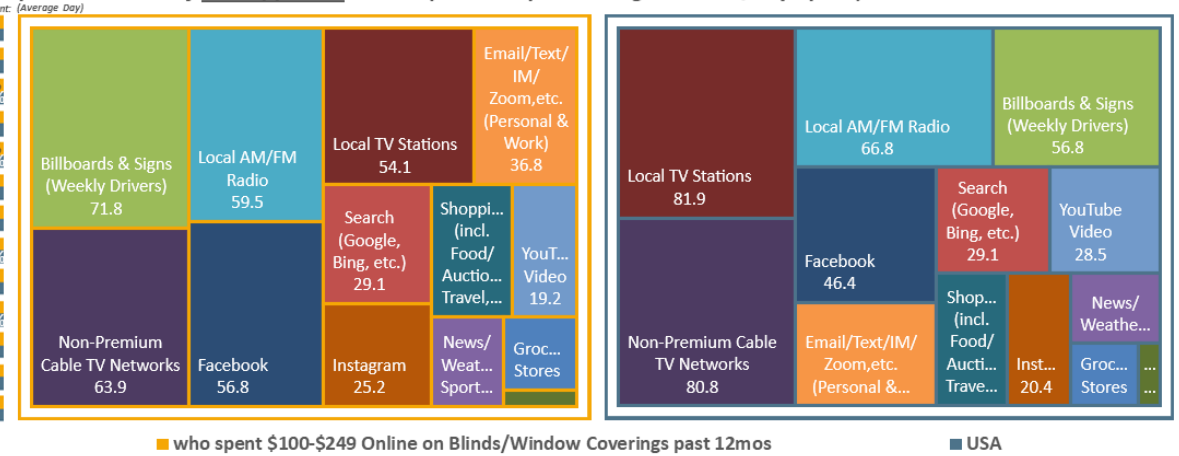
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

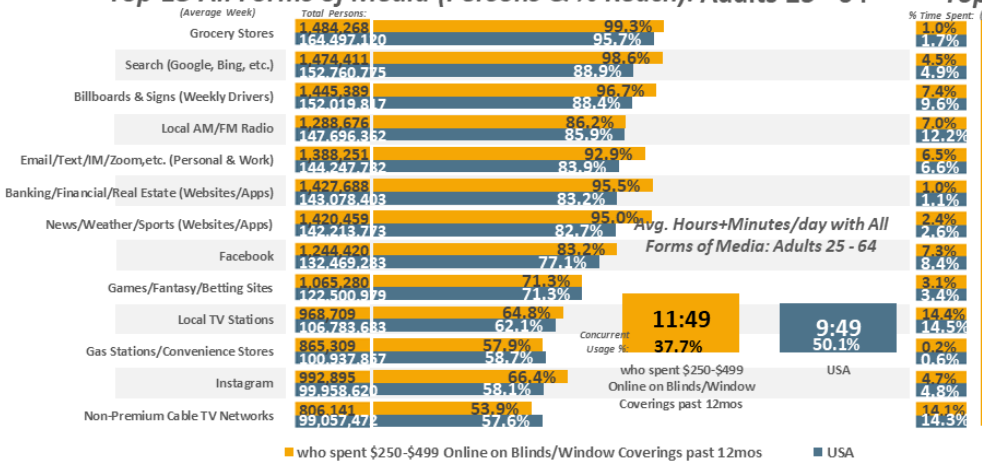
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$100 - $249

BLINDS.COM

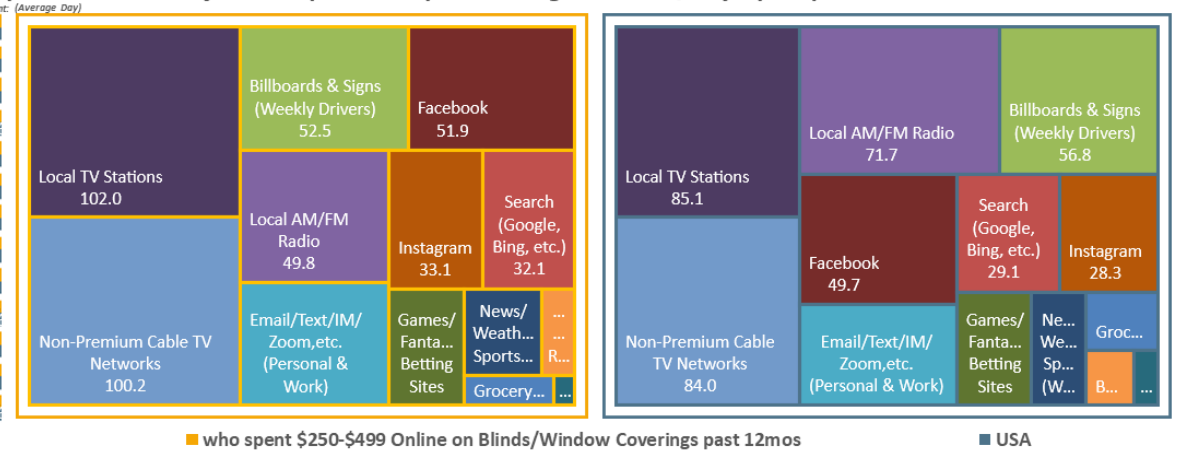
$250-$499

Adults 25 - 64 who spent $250-$499 Online on Blinds/Window Coverings past 12mos spend an average of 8 hours and 27 minutes each day with All Forms of Ad-Supported Media. 83.4% listen to Local AM/FM Radio for an avg. of 44.7 minutes/day. *(Local Radio delivers 7.3% of Time with Ad-Supported Media.)*

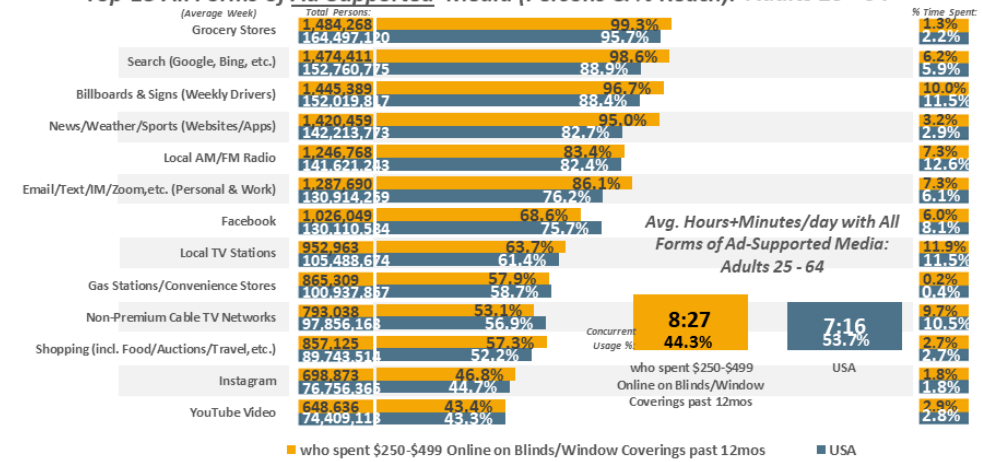
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



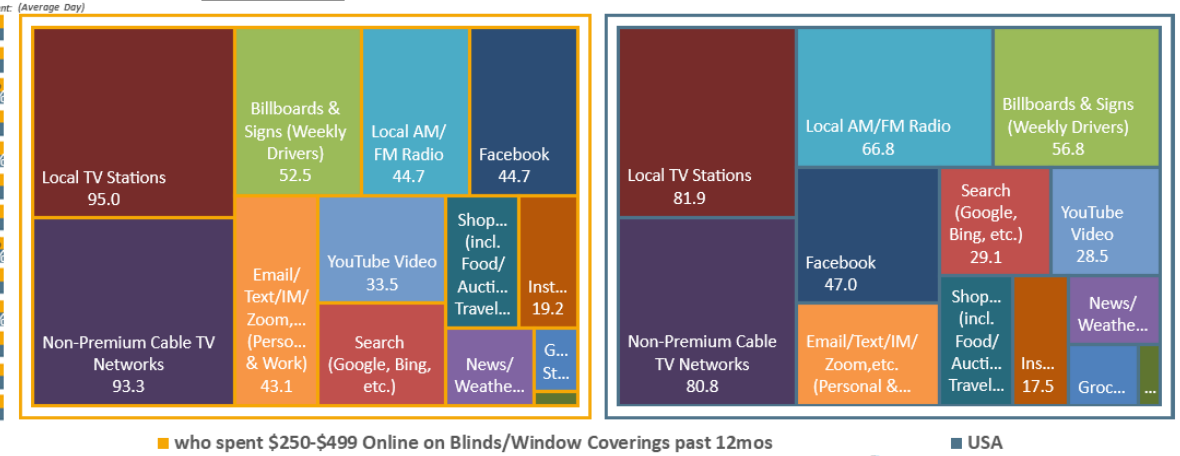
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

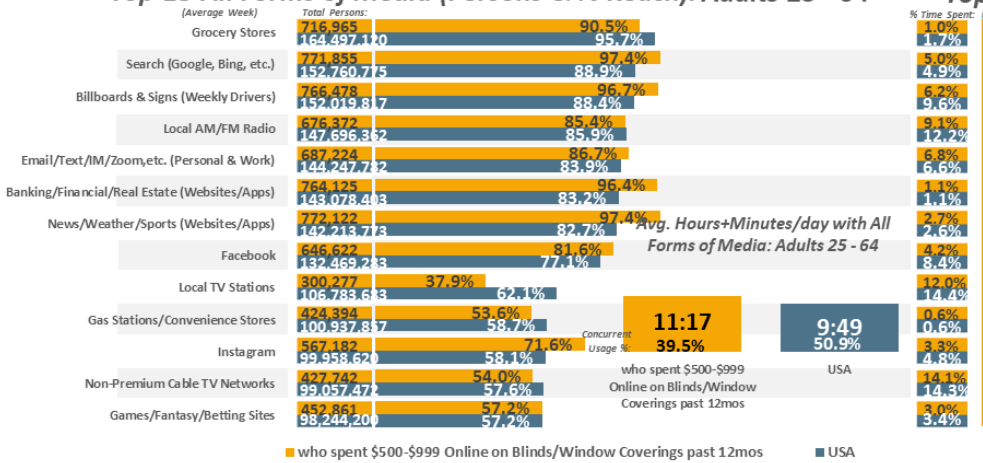
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$250 - $499

BLINDS.COM

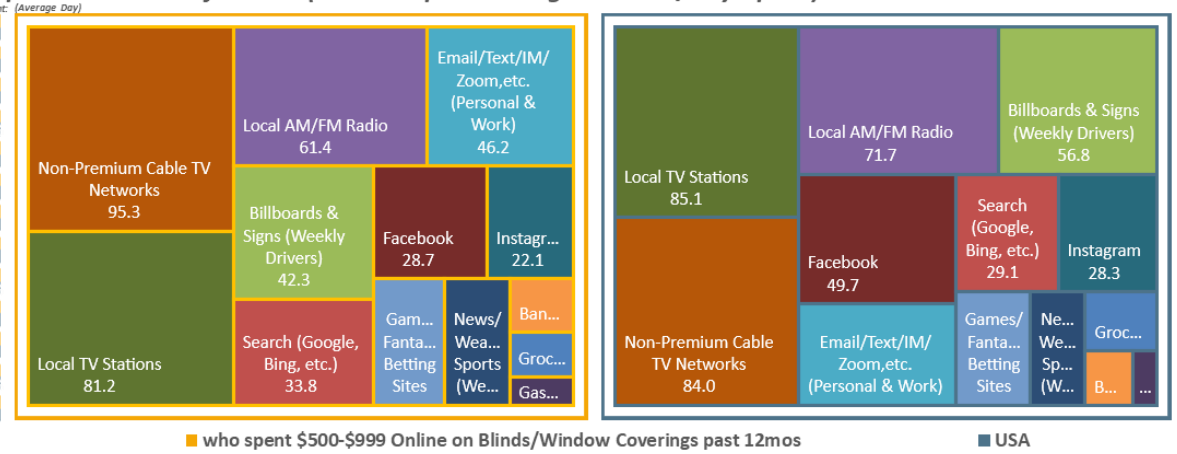
$500-$999

Adults 25 - 64 who spent $500-$999 Online on Blinds/Window Coverings past 12mos spend an average of 8 hours and 23 minutes each day with All Forms of Ad-Supported Media. 77.8% listen to Local AM/FM Radio for an avg. of 51.9 minutes/day. *(Local Radio delivers 8.% of Time with Ad-Supported Media.)*

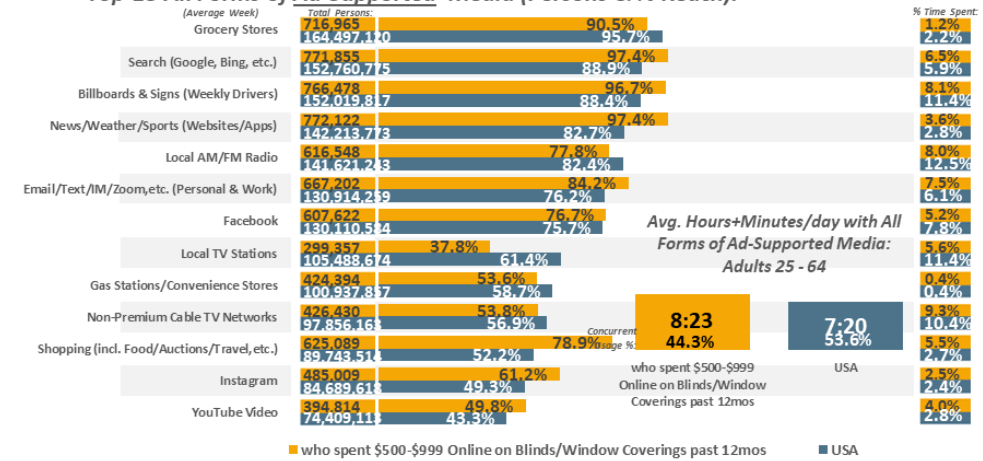
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



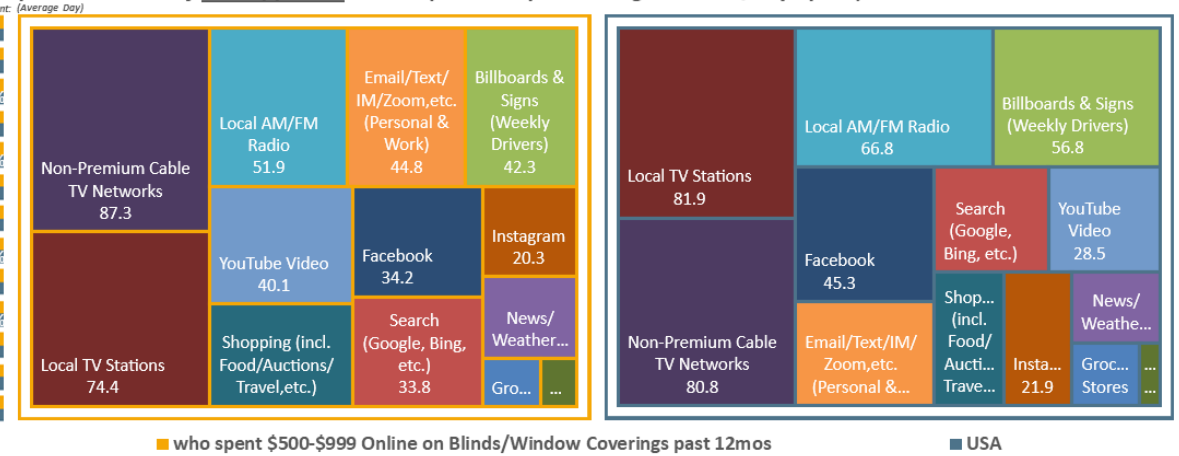
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

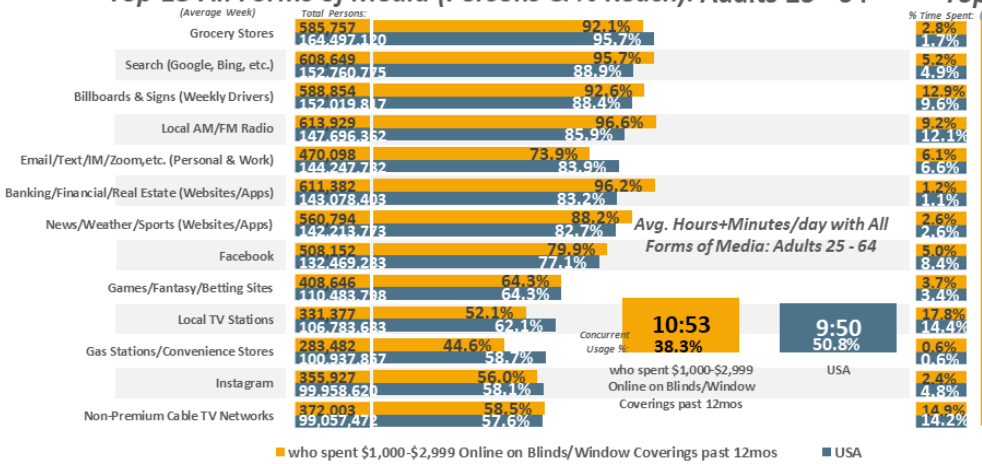
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$500 - $999

BLINDS.COM

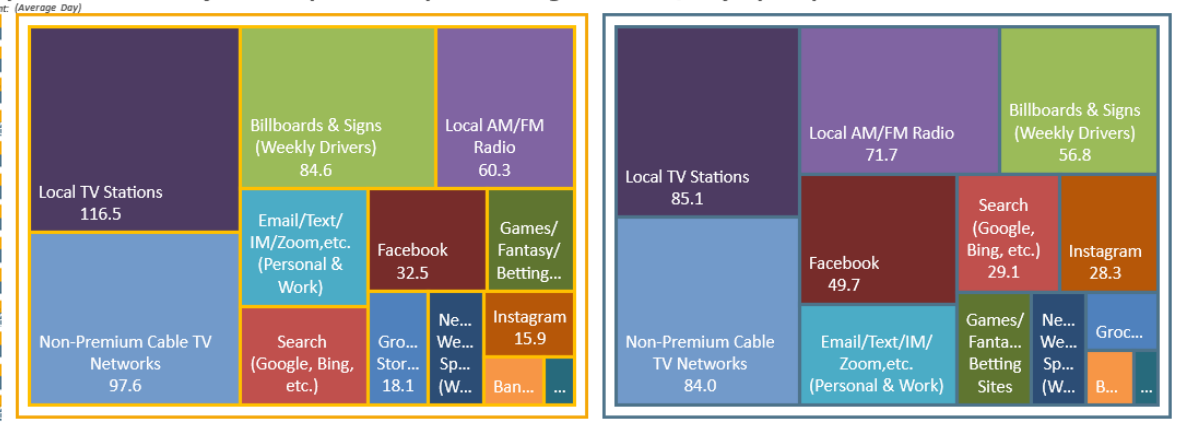
$1,000-$2,999

Adults 25 - 64 who spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos spend an average of 7 hours and 1 minutes each day with All Forms of Ad-Supported Media. 74.8% listen to Local AM/FM Radio for an avg. of 42.1 minutes/day. *(Local Radio delivers 7.5% of Time with Ad-Supported Media.)*

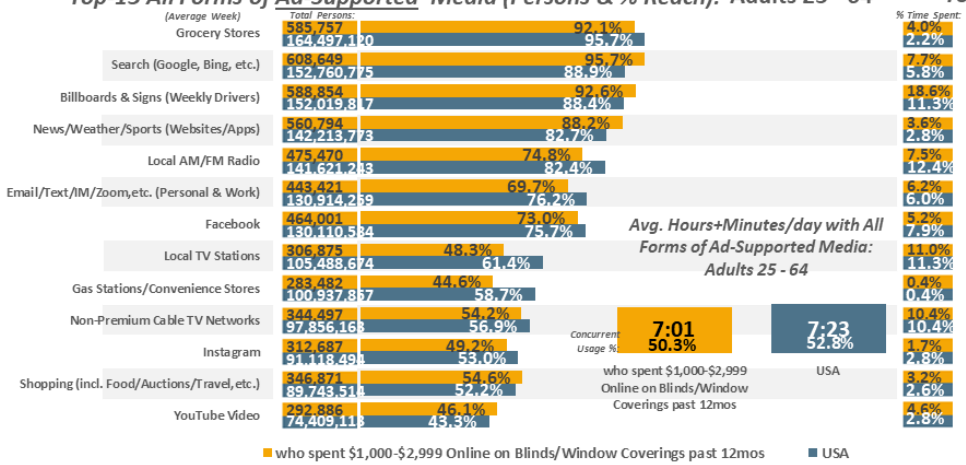
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



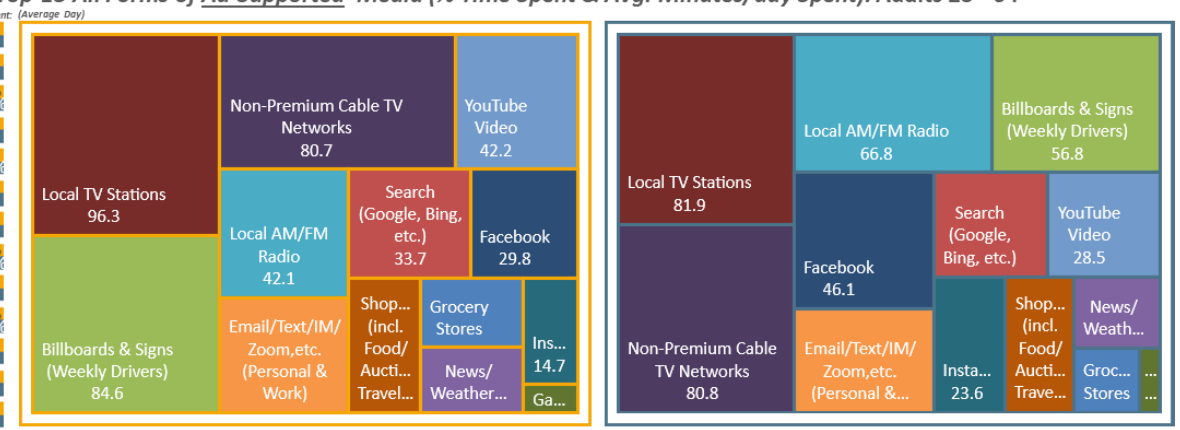
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

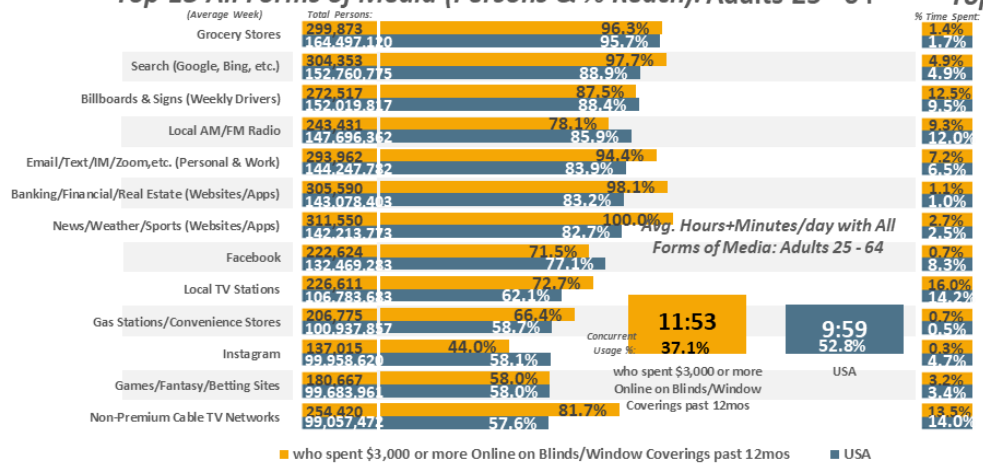
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$1,000 - $2,999

BLINDS.COM

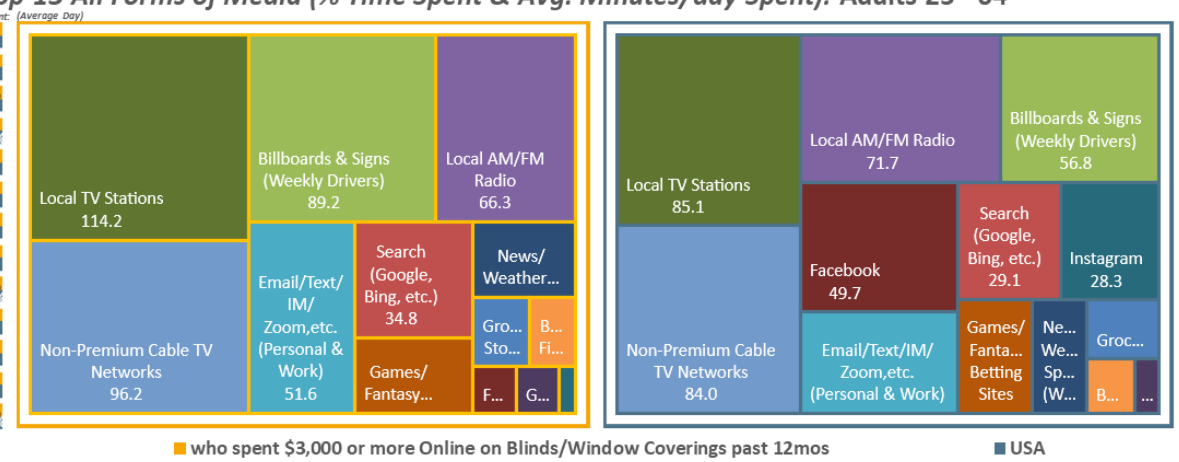
$3,000 or more

Adults 25 - 64 who spent $3,000 or more Online on Blinds/Window Coverings past 12mos spend an average of 7 hours and 1 minutes each day with All Forms of Ad-Supported Media. 71.% listen to Local AM/FM Radio for an avg. of 61.8 minutes/day. *(Local Radio delivers 8.% of Time with Ad-Supported Media.)*

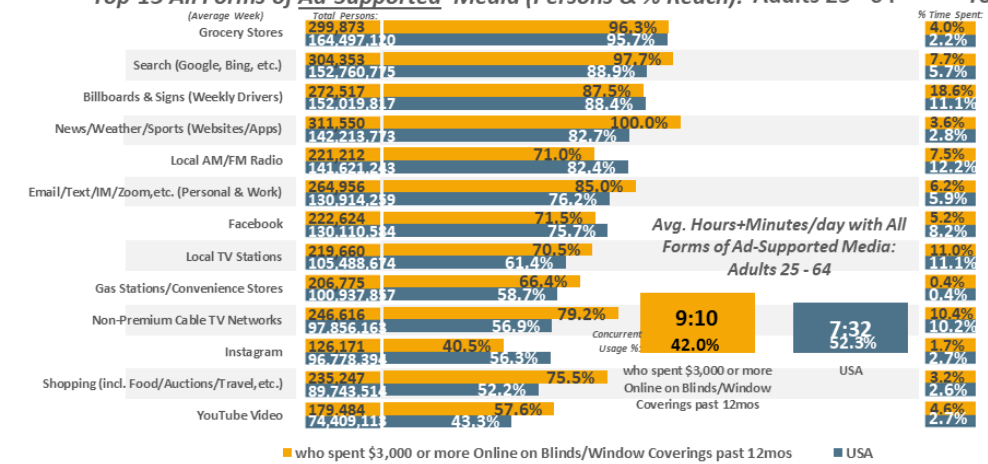
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



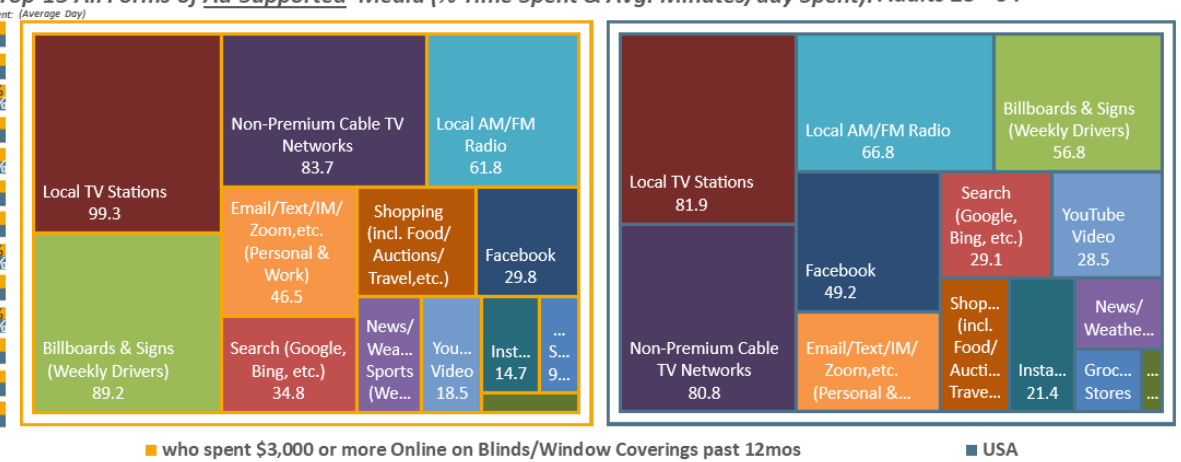
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

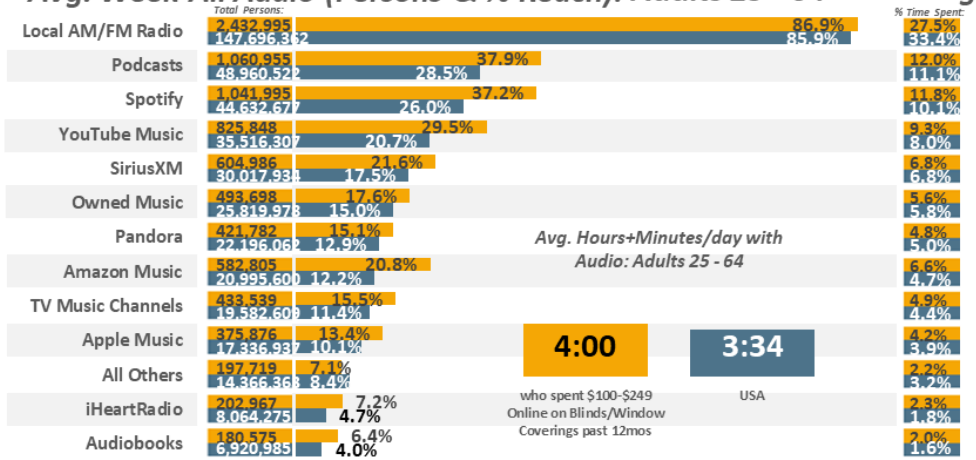
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$3,000 or more

BLINDS.COM

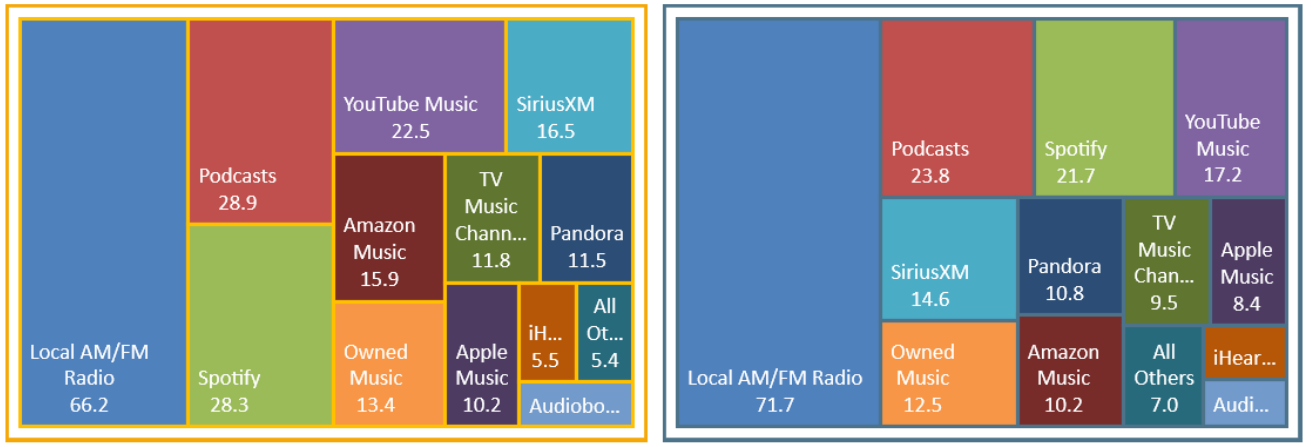
$100-$249

2,307,167 or 82.4% of Adults 25 - 64 who spent $100-$249 Online on Blinds/Window Coverings past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 59.5 minutes every day representing 34.6% of all time spent daily with Ad-Supported Audio.

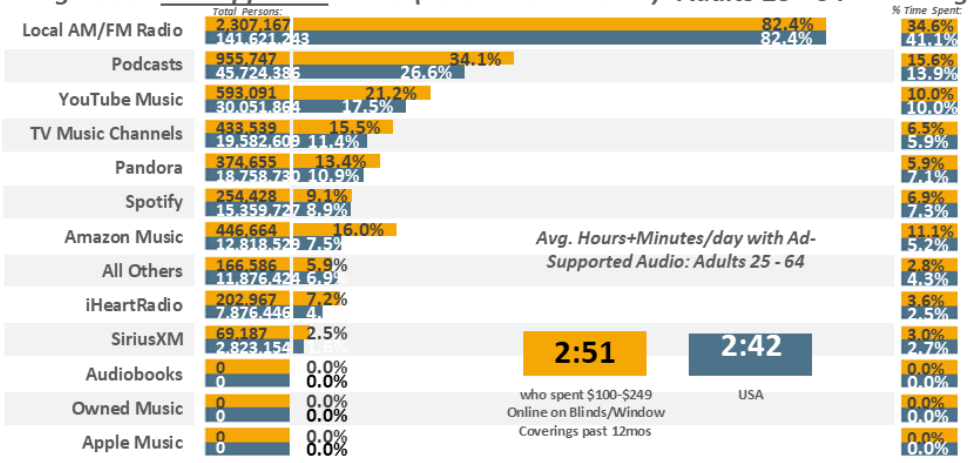
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



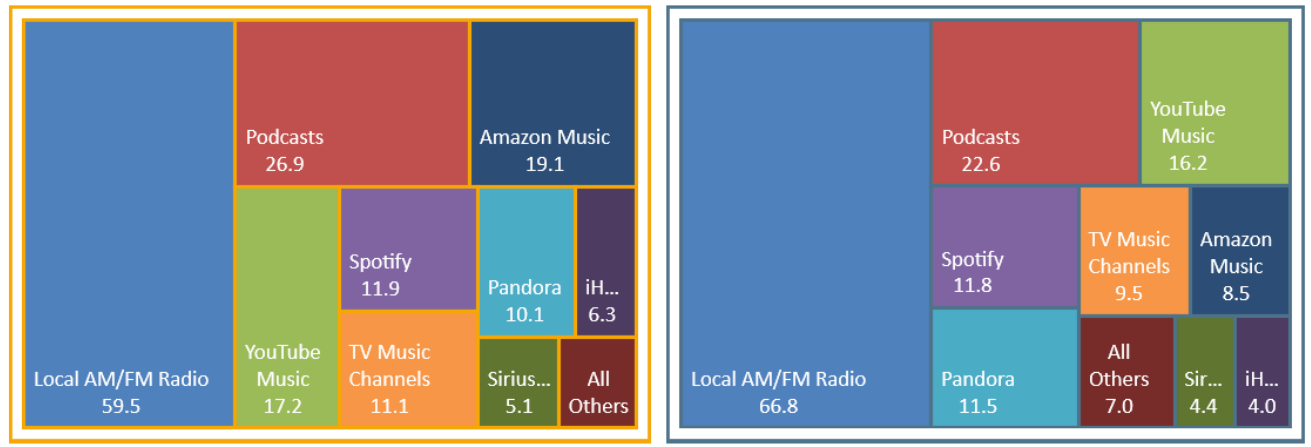
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

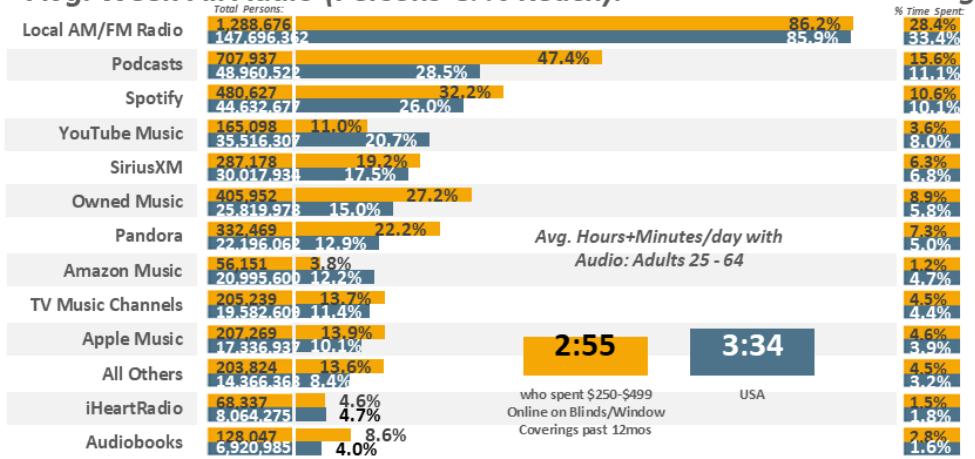
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$100 - $249

BLINDS.COM

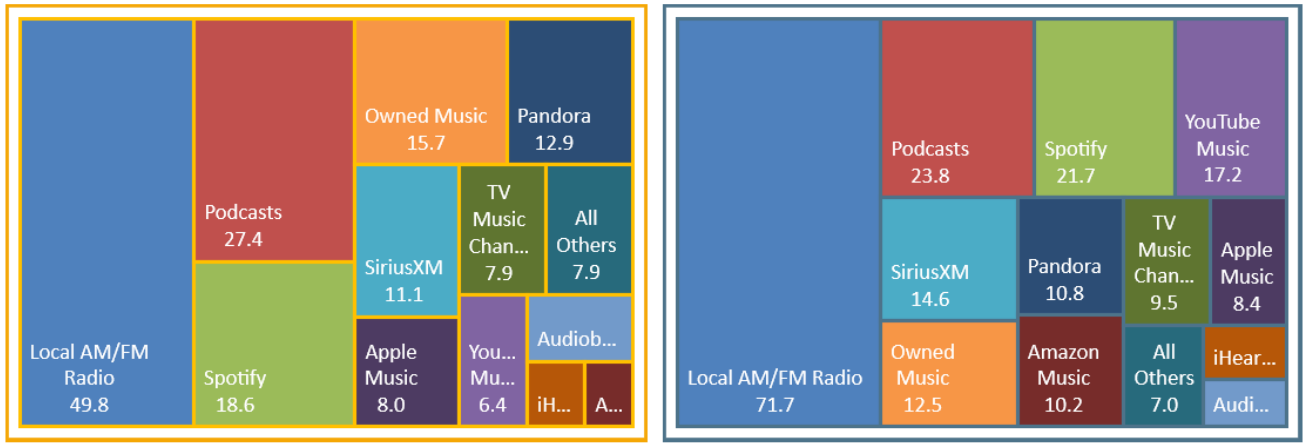
$250-$499

1,246,768 or 83.4% of Adults 25 - 64 who spent $250-$499 Online on Blinds/Window Coverings past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 44.7 minutes every day representing 35.7% of all time spent daily with Ad-Supported Audio.

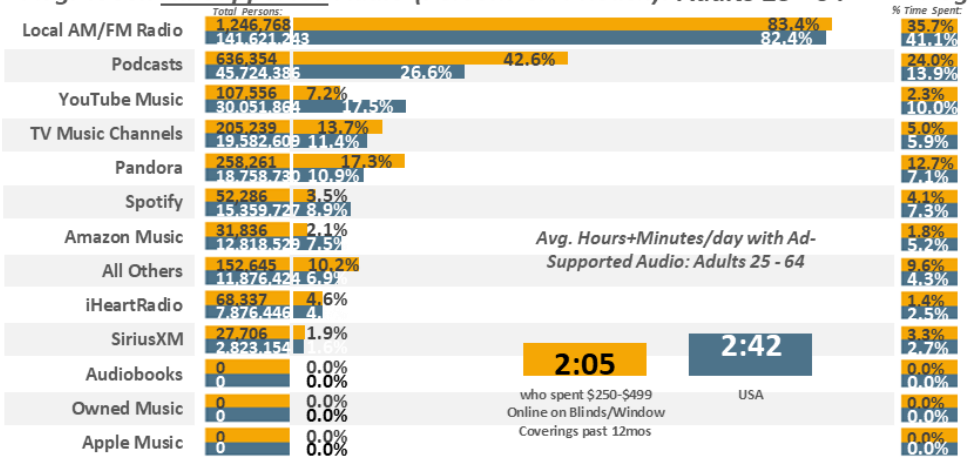
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



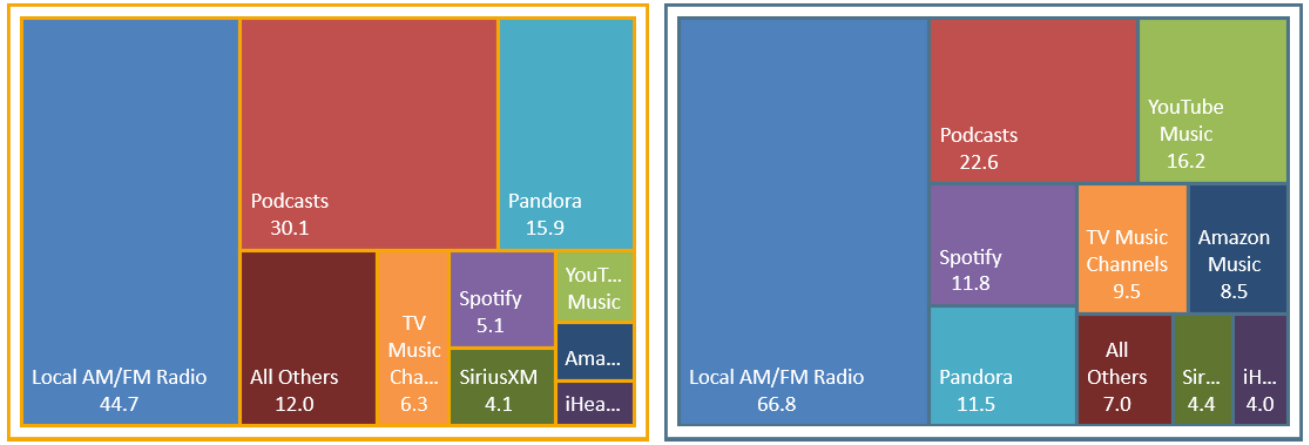
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *849*

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

soefa.ai Share of Everything for Anything ©

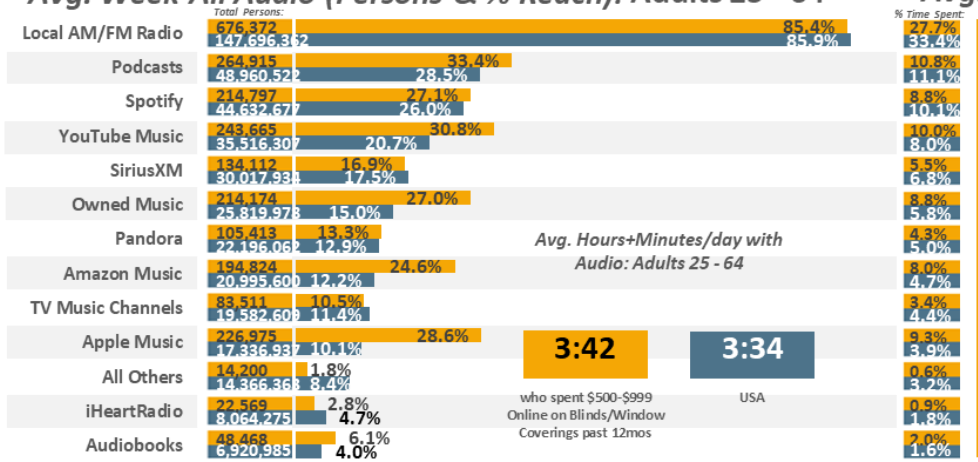
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$250 - $499

BLINDS.COM

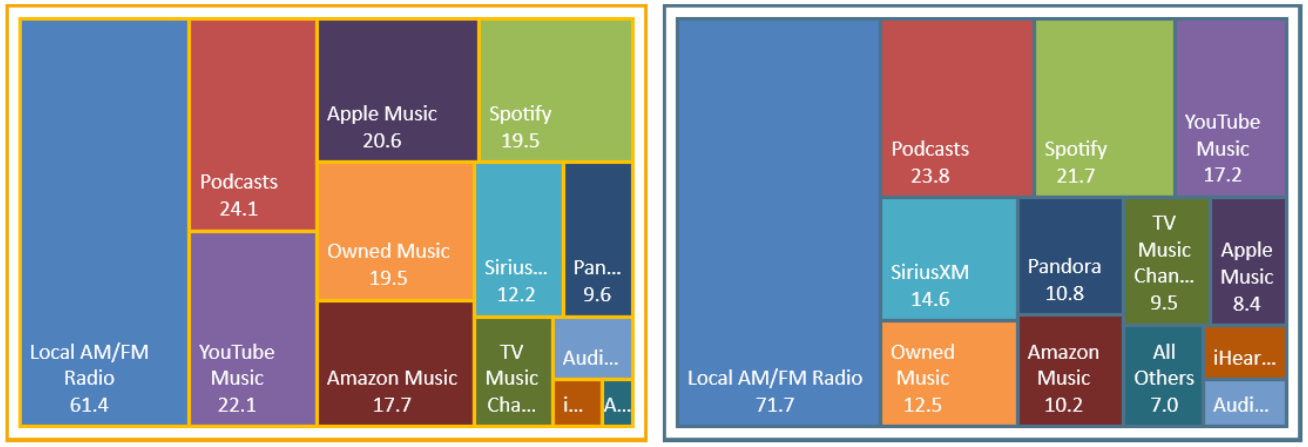
$500-$999

616,548 or 77.8% of Adults 25 - 64 who spent $500-$999 Online on Blinds/Window Coverings past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 51.9 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.

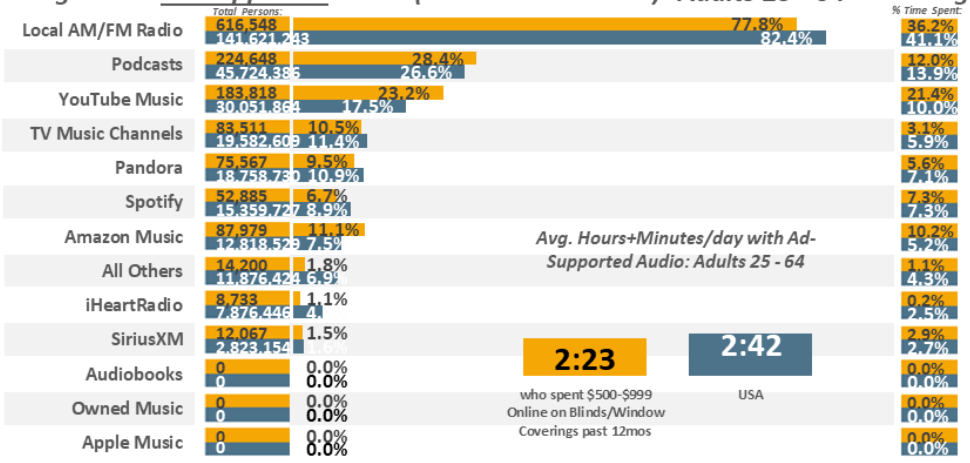
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



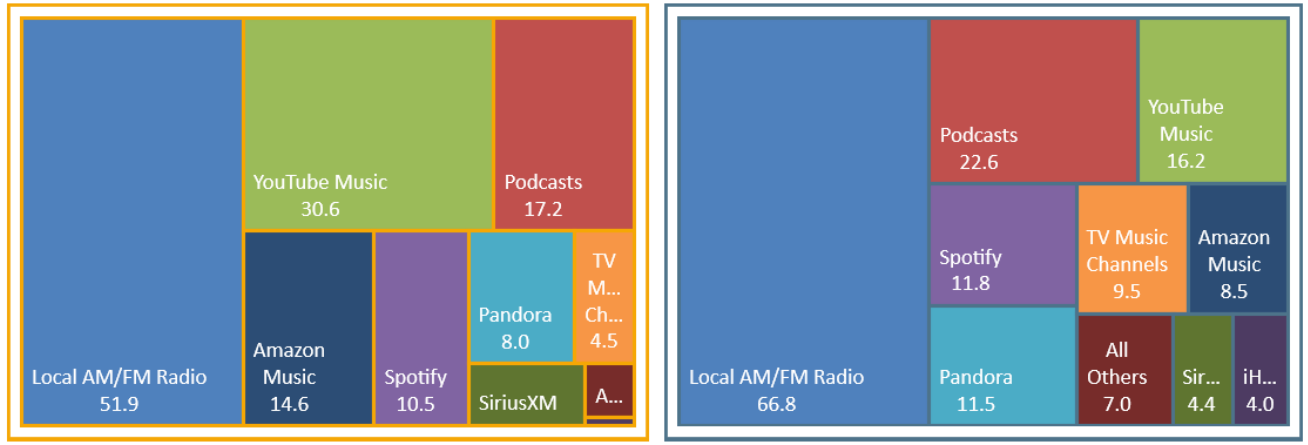
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

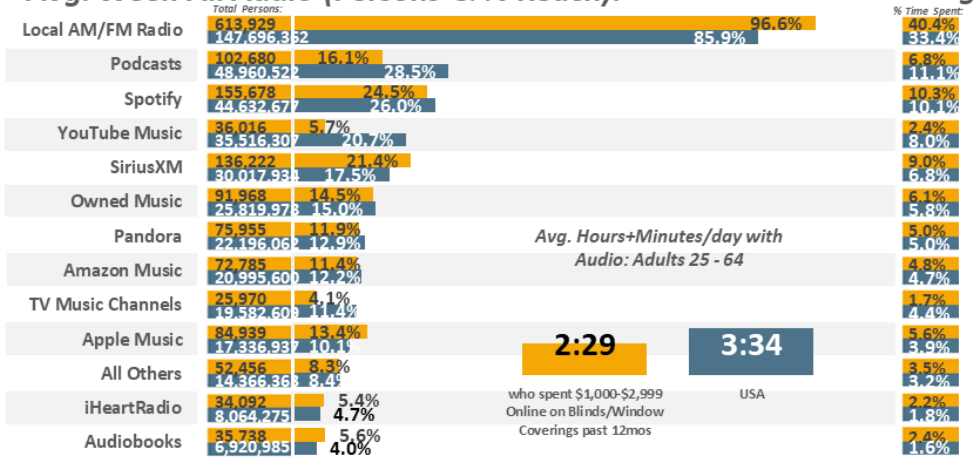
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$500 - $999

BLINDS.COM

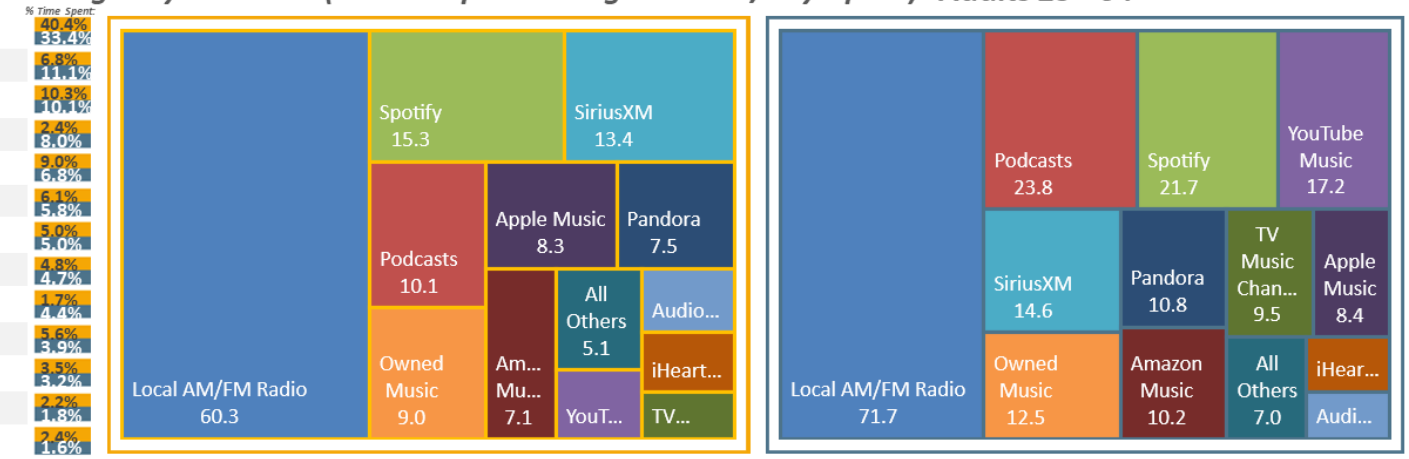
$1,000-$2,999

475,470 or 74.8% of Adults 25 - 64 who spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 42.1 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.

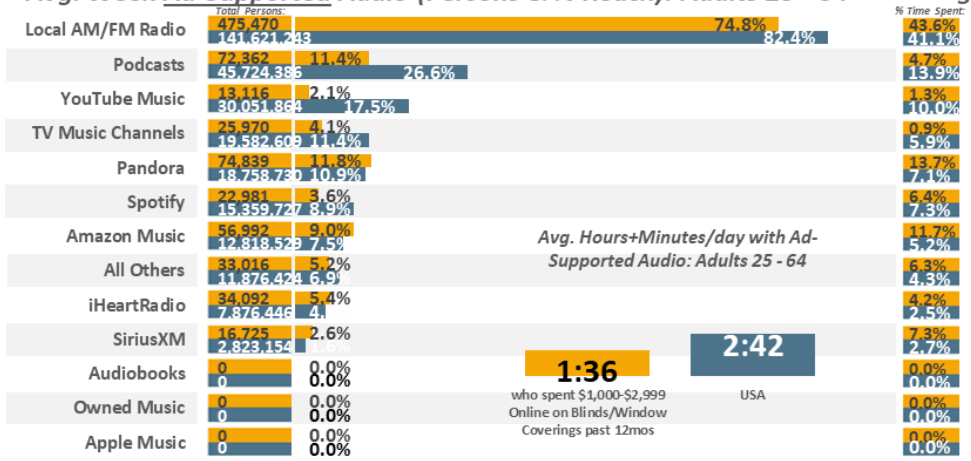
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



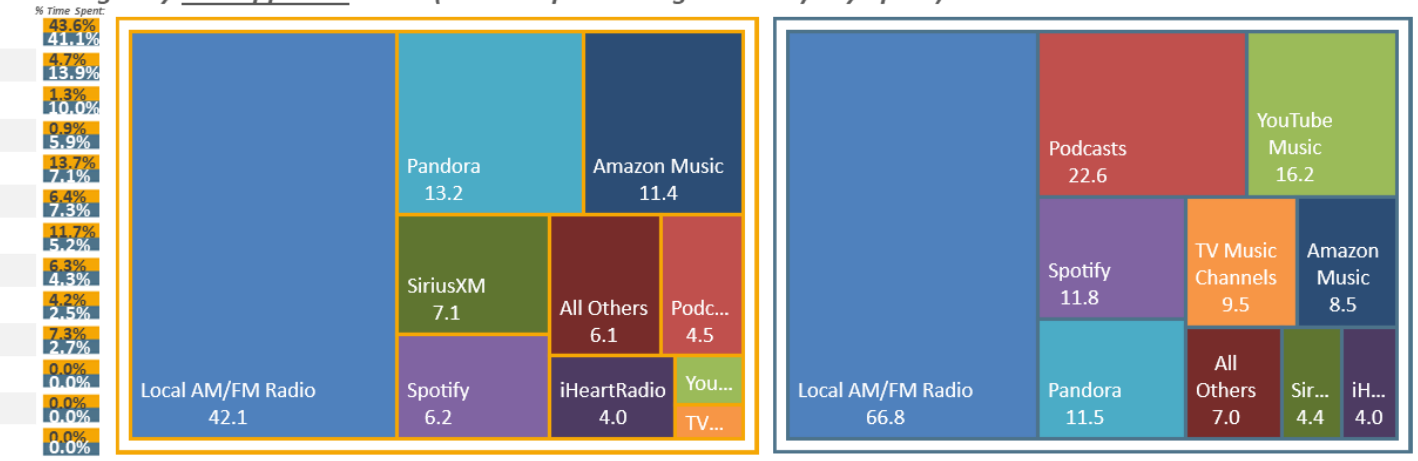
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

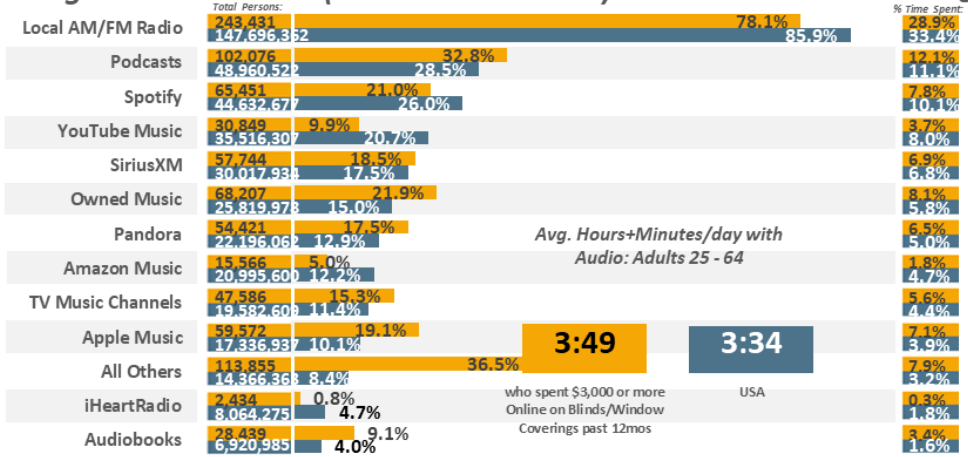
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$1,000 - $2,999

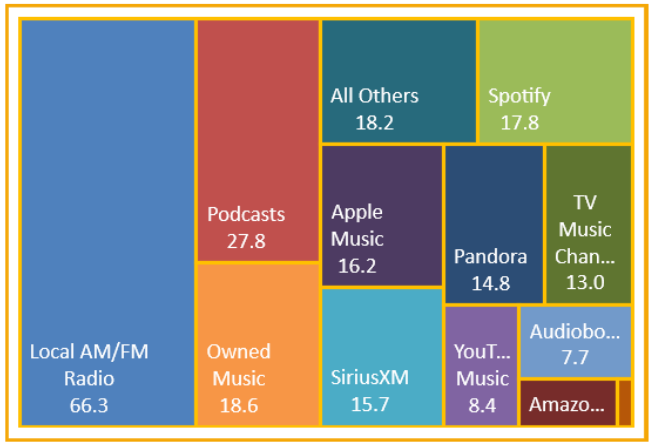
BLINDS.COM

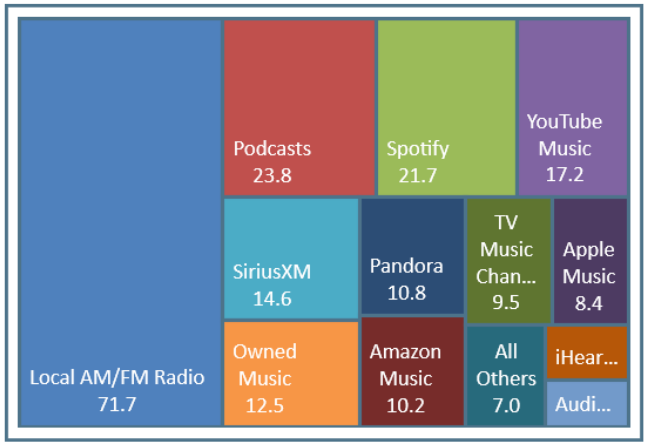
$3,000 or more

221,212 or 71.% of Adults 25 - 64 who spent $3,000 or more Online on Blinds/Window Coverings past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 25 - 64

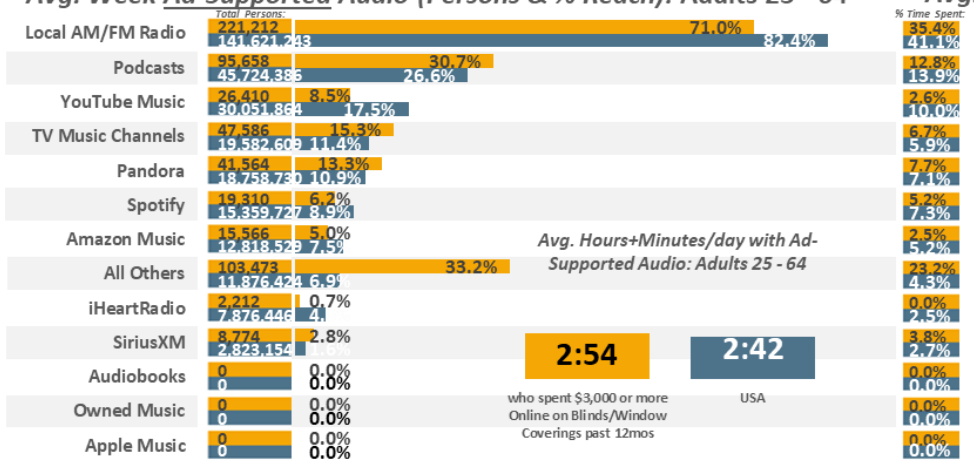


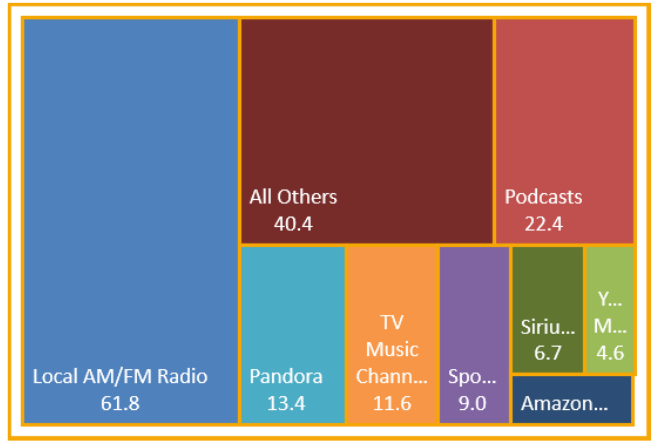


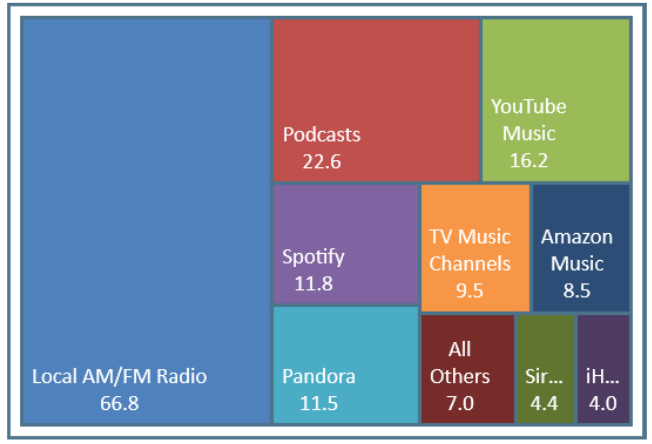


■ who spent $3,000 or more Online on Blinds/Window Coverings past 12mos ■ USA

Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64







■ who spent $3,000 or more Online on Blinds/Window Coverings past 12mos ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

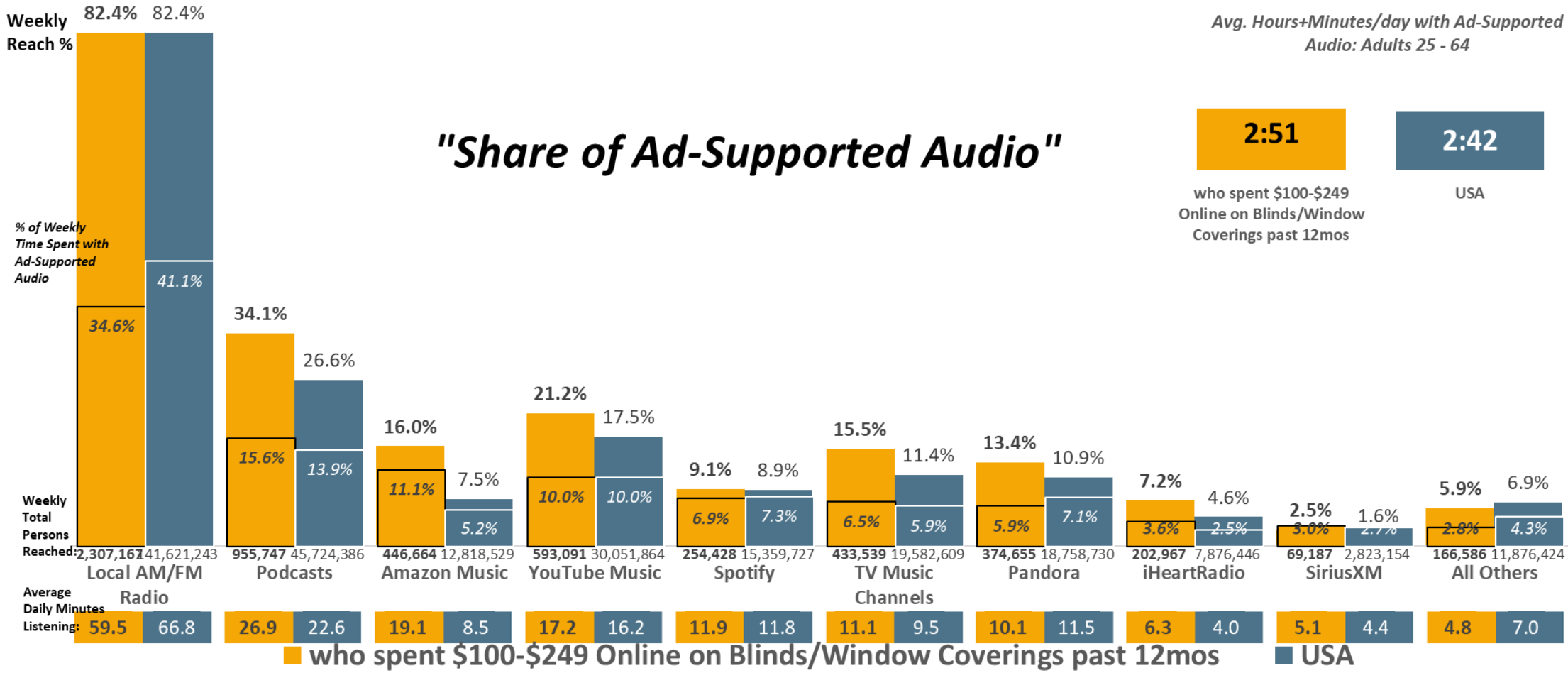
soefa.ai Share of Everything for Anything ©

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$3,000 or more

BLINDS.COM

$100-$249

2,307,167 or 82.4% of Adults 25 - 64 who spent $100-$249 Online on Blinds/Window Coverings past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 59.5 minutes every day representing 34.6% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

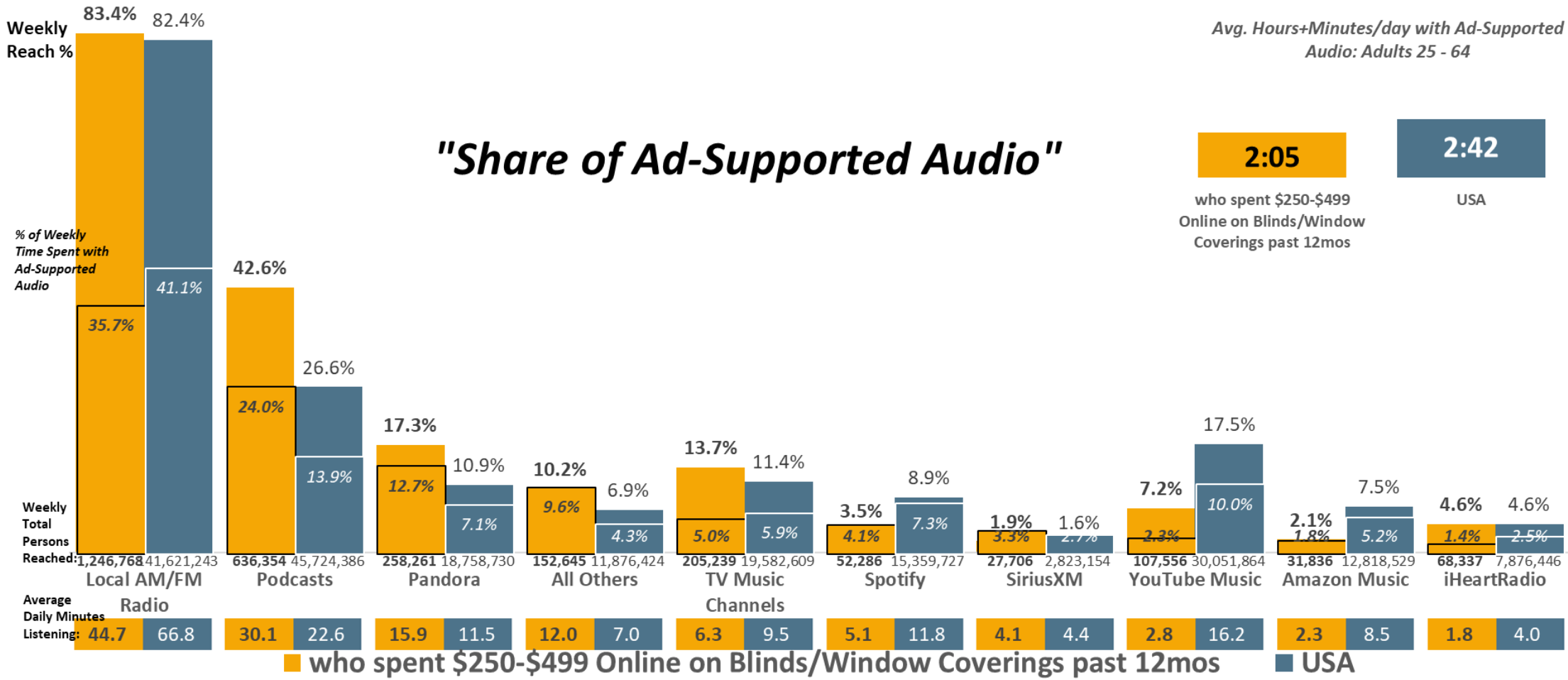
soefa.ai Share of Everything for Anything ©

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$100 - $249

BLINDS.COM

$250-$499

1,246,768 or 83.4% of Adults 25 - 64 who spent $250-$499 Online on Blinds/Window Coverings past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 44.7 minutes every day representing 35.7% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.
USA Jan23-Feb24 USA Projection Qual Intab 14,048

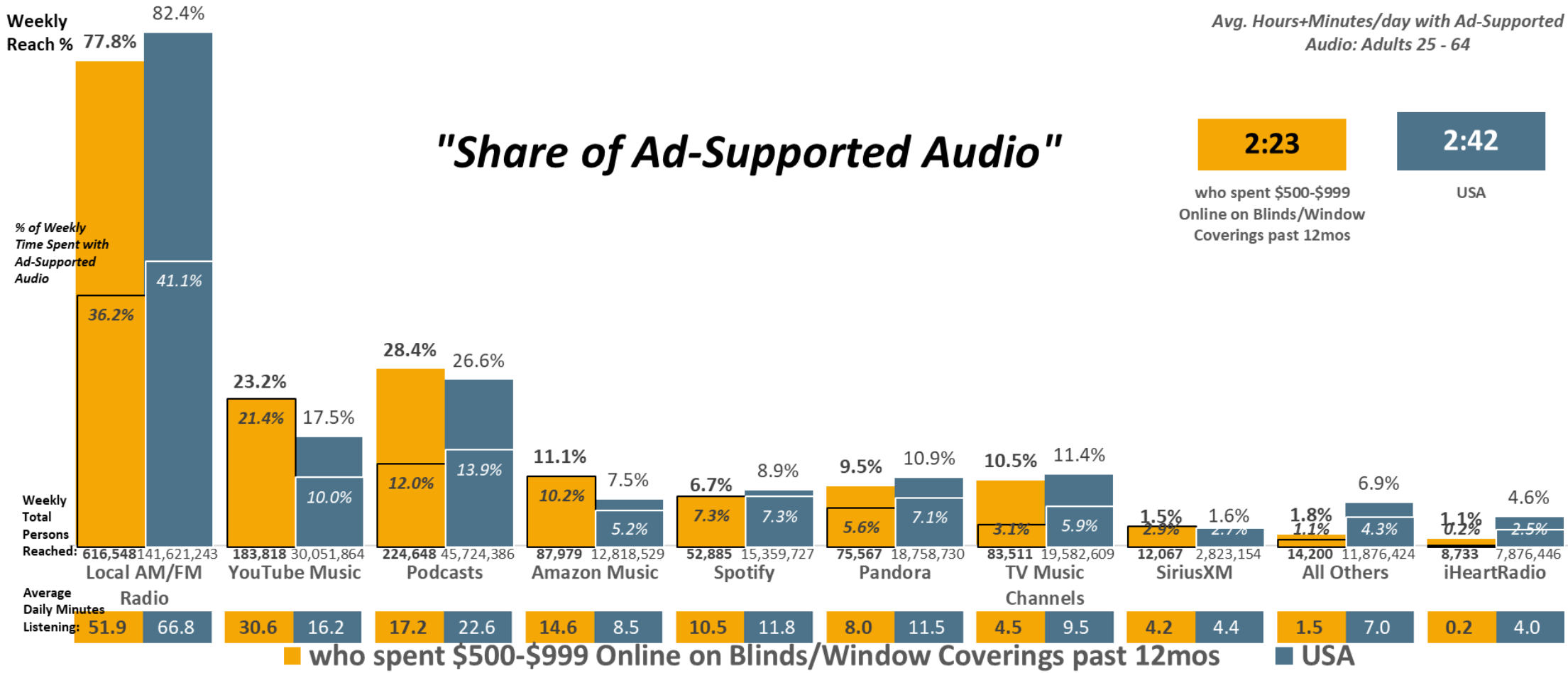
soefa.ai Share of Everything for Anything ©

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$250 - $499

BLINDS.COM

$500-$999

616,548 or 77.8% of Adults 25 - 64 who spent $500-$999 Online on Blinds/Window Coverings past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 51.9 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

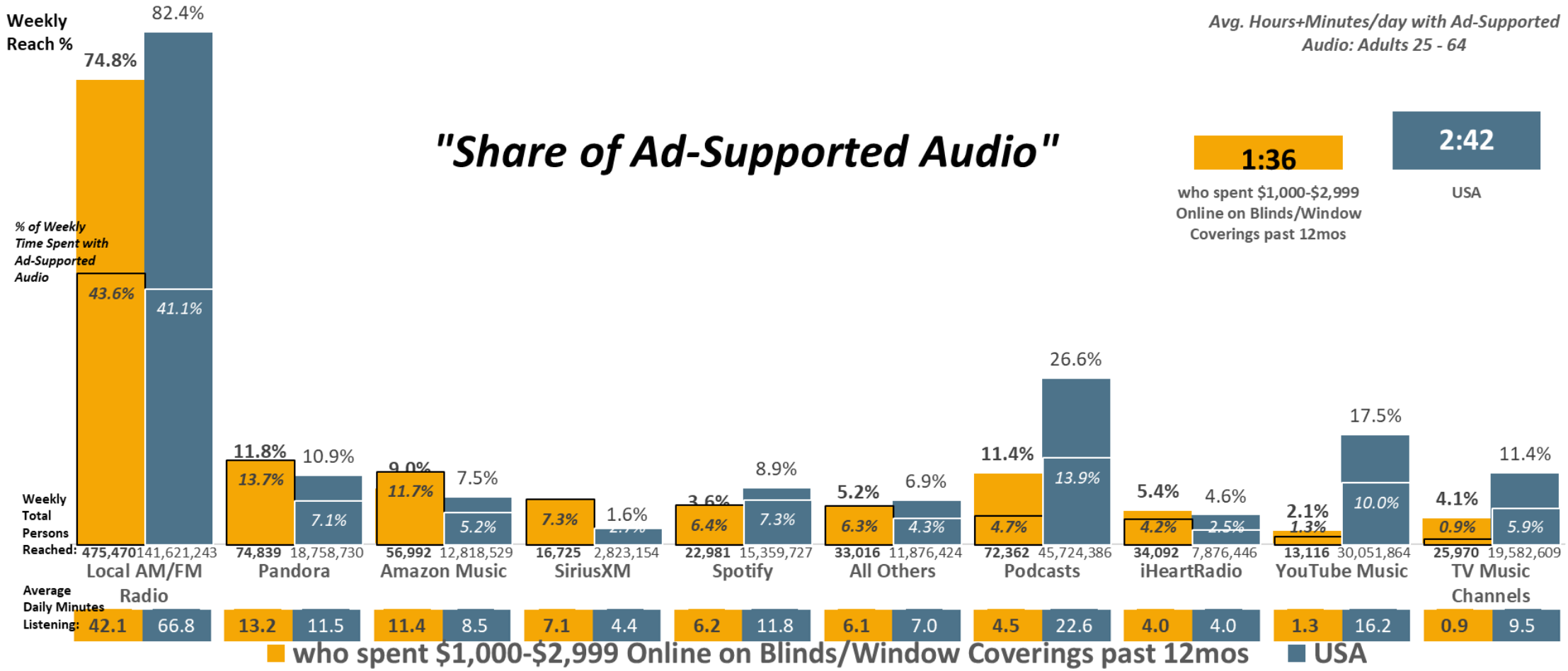
soefa.ai Share of Everything for Anything ©

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$500 - $999

BLINDS.COM

$1,000-$2,999

475,470 or 74.8% of Adults 25 - 64 who spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 42.1 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Pandora	Amazon Music	SiriusXM	Spotify	All Others	Podcasts	iHeartRadio	YouTube Music	TV Music Channels
Weekly Reach %	74.8% / 82.4%	11.8% / 10.9%	9.0% / 7.5%	7.3% / 1.6%	6.4% / 8.9%	5.2% / 6.9%	11.4% / 26.6%	5.4% / 4.6%	2.1% / 17.5%	4.1% / 11.4%
% of Weekly Time Spent with Ad-Supported Audio	43.6% / 41.1%	13.7% / 7.1%	11.7% / 5.2%	7.3% / 1.7%	6.4% / 7.3%	6.3% / 4.3%	4.7% / 13.9%	4.2% / 2.5%	1.3% / 10.0%	0.9% / 5.9%
Weekly Total Persons Reached:	475,470 / 141,621,243	74,839 / 18,758,730	56,992 / 12,818,529	16,725 / 2,823,154	22,981 / 15,359,727	33,016 / 11,876,424	72,362 / 45,724,386	34,092 / 7,876,446	13,116 / 30,051,864	25,970 / 19,582,609
Average Daily Minutes Listening:	42.1 / 66.8	13.2 / 11.5	11.4 / 8.5	7.1 / 4.4	6.2 / 11.8	6.1 / 7.0	4.5 / 22.6	4.0 / 4.0	1.3 / 16.2	0.9 / 9.5

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

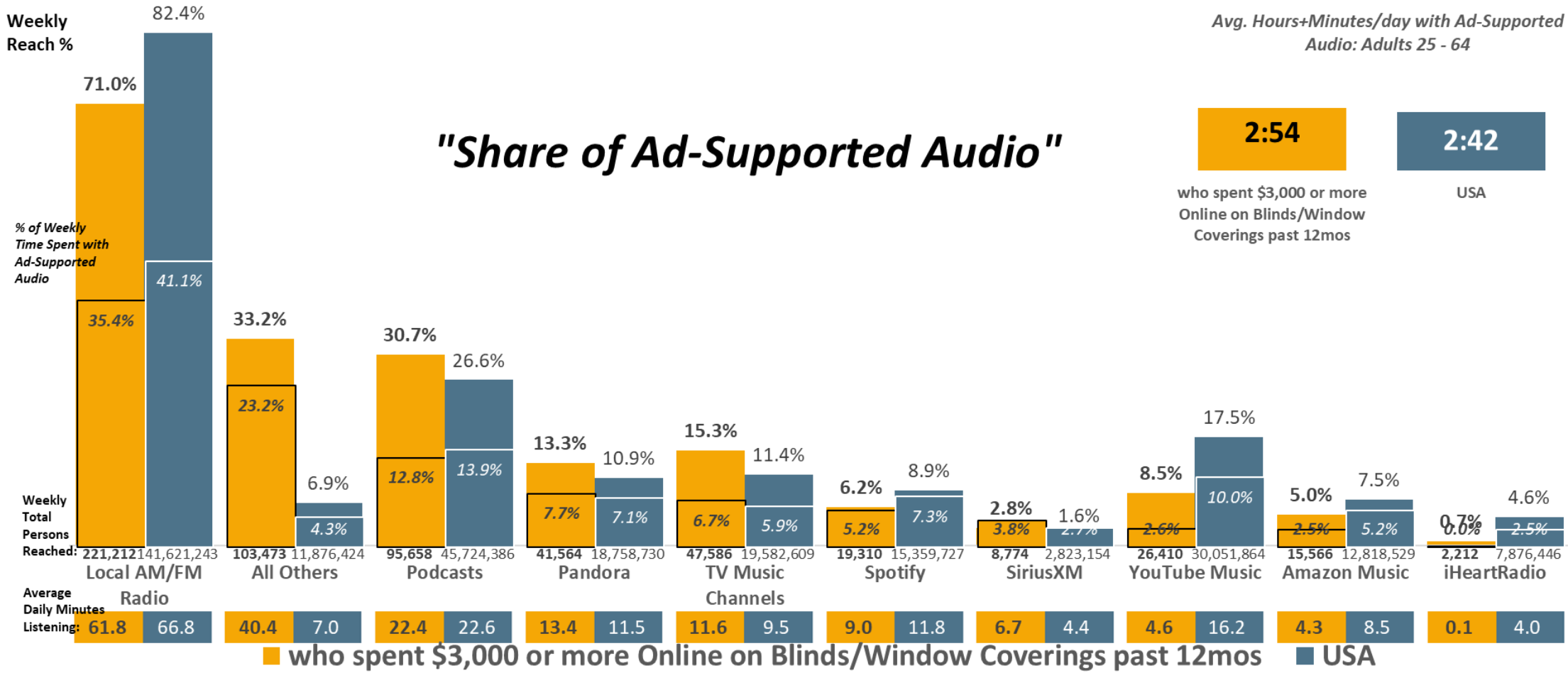
USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$1,000 - $2,999

BLINDS.COM
$3,000 or more

221,212 or 71.% of Adults 25 - 64 who spent $3,000 or more Online on Blinds/Window Coverings past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

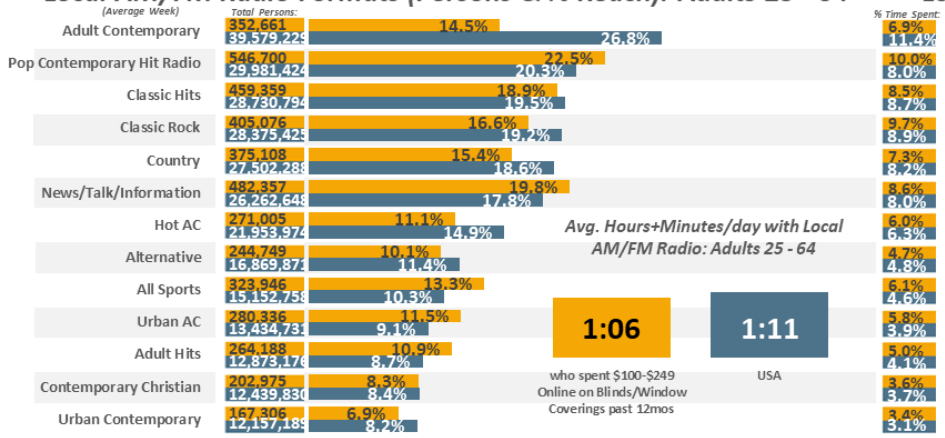
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$3,000 or more

BLINDS.COM

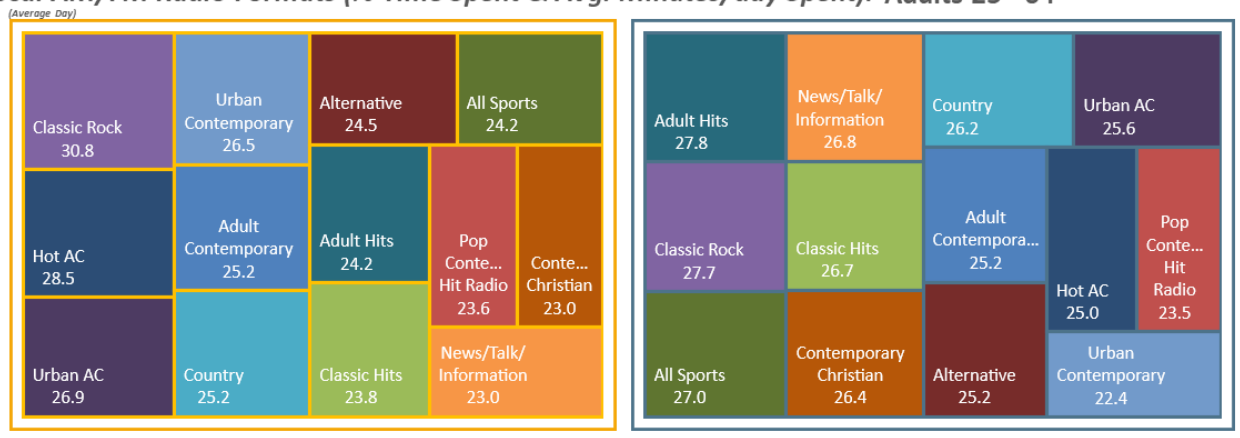
$100-$249

2,307,167 or 82.4% of Adults 25 - 64 who spent $100-$249 Online on Blinds/Window Coverings past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Hits, Classic Rock, Country, and Adult Contemporary.

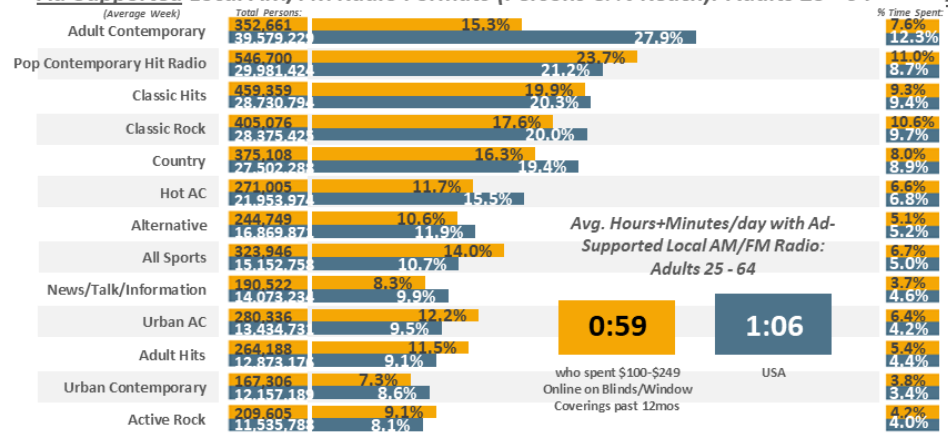
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



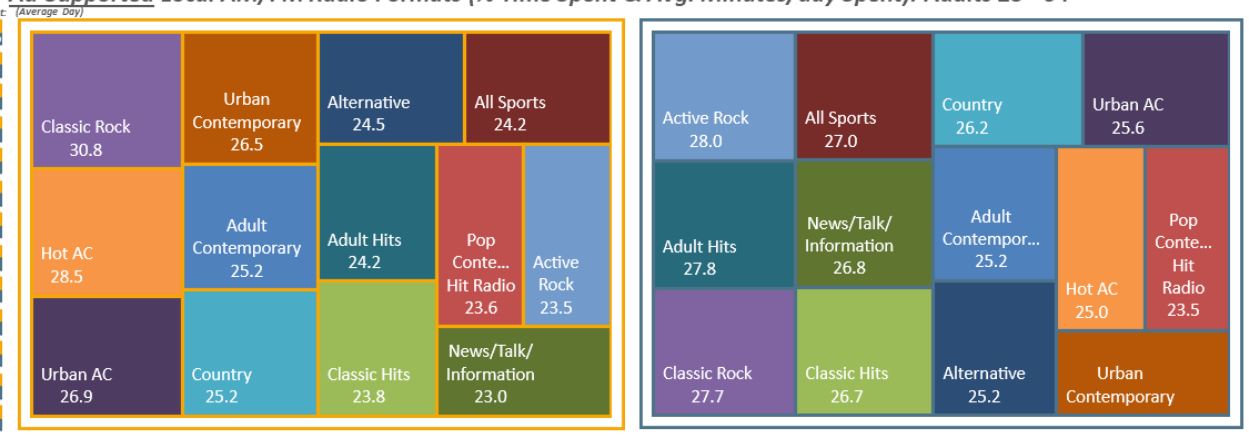
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

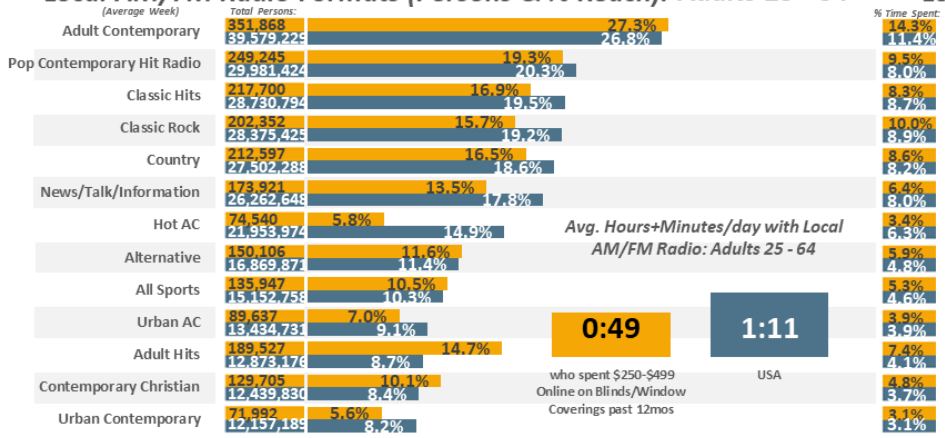
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$100 - $249

BLINDS.COM

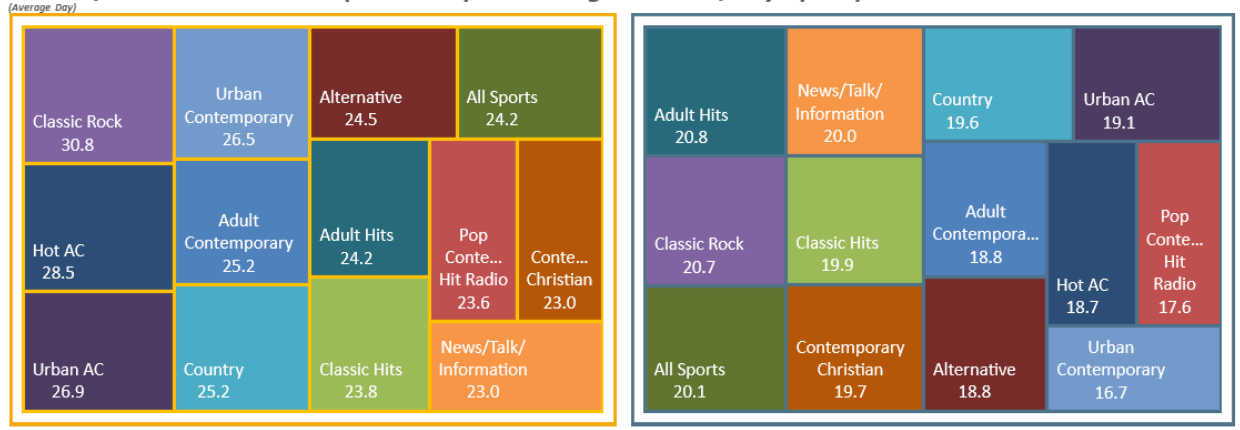
$250-$499

1,246,768 or 83.4% of Adults 25 - 64 who spent $250-$499 Online on Blinds/Window Coverings past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

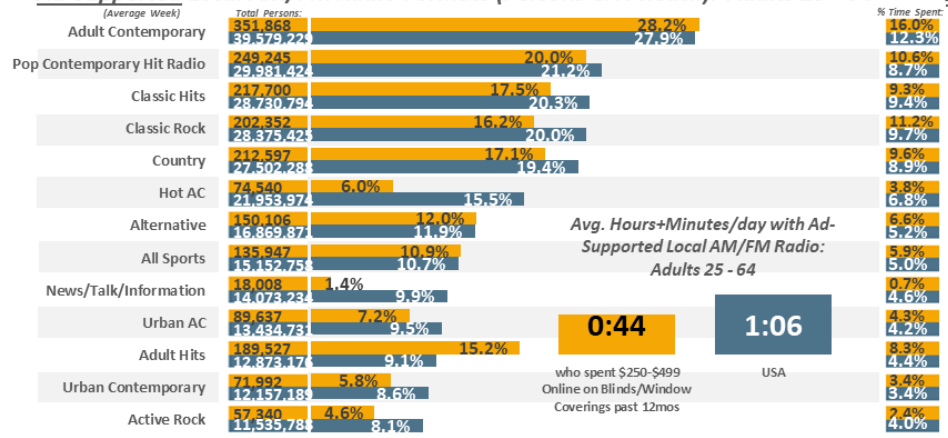
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



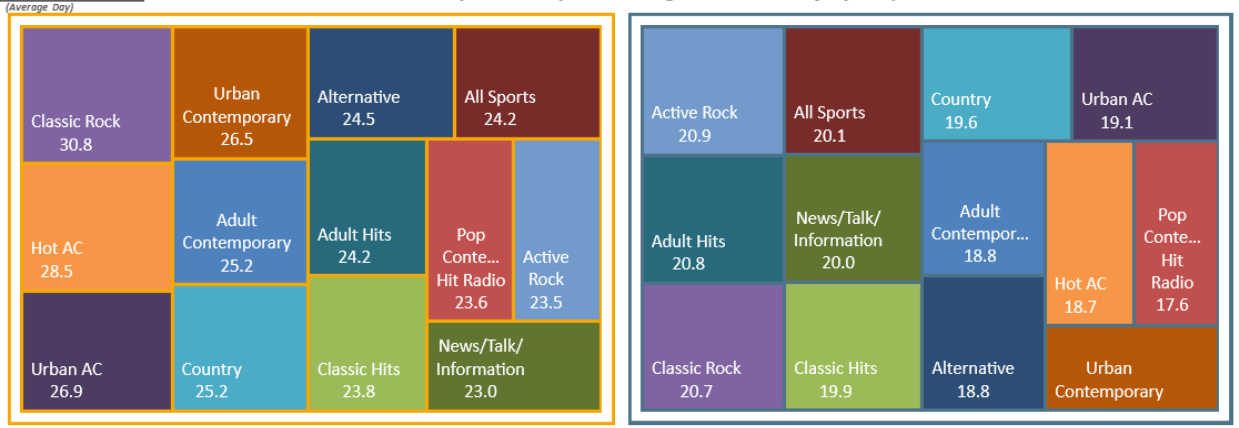
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

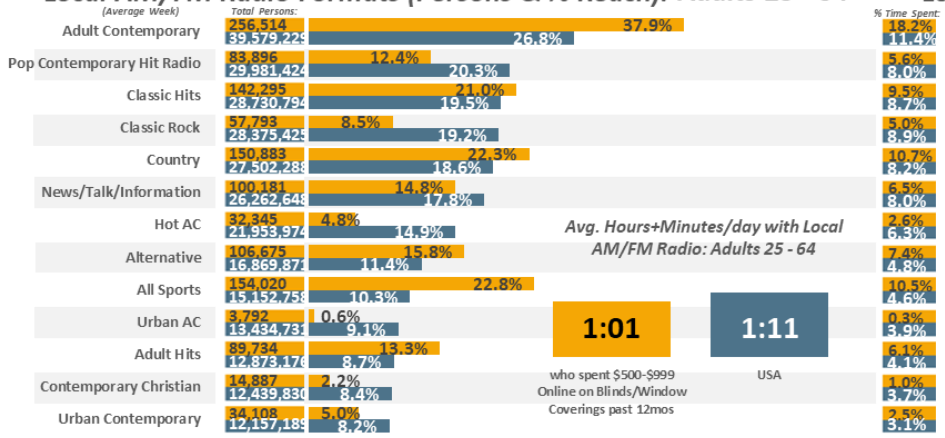
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$250 - $499

BLINDS.COM

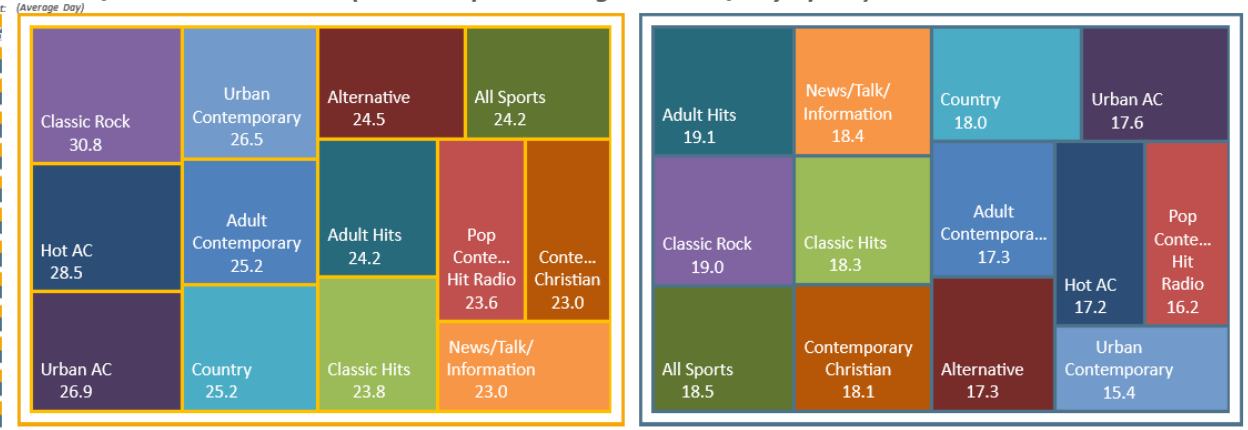
$500-$999

616,548 or 77.8% of Adults 25 - 64 who spent $500-$999 Online on Blinds/Window Coverings past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All Sports, Country, Classic Hits, and Alternative.

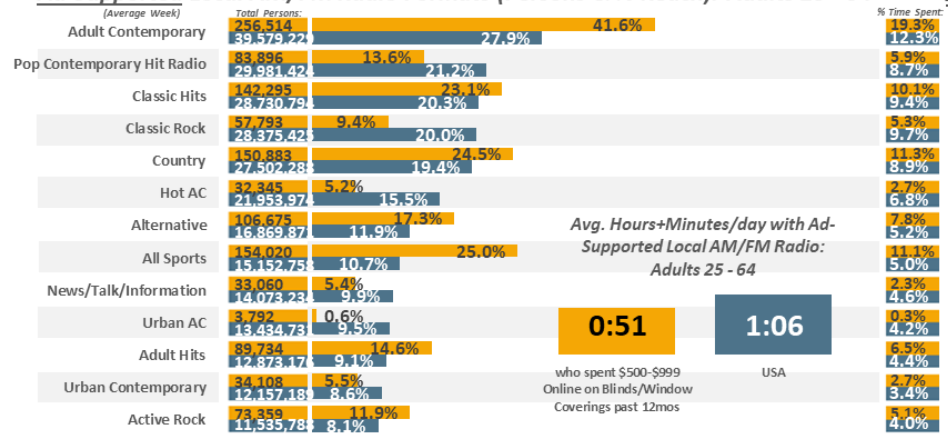
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



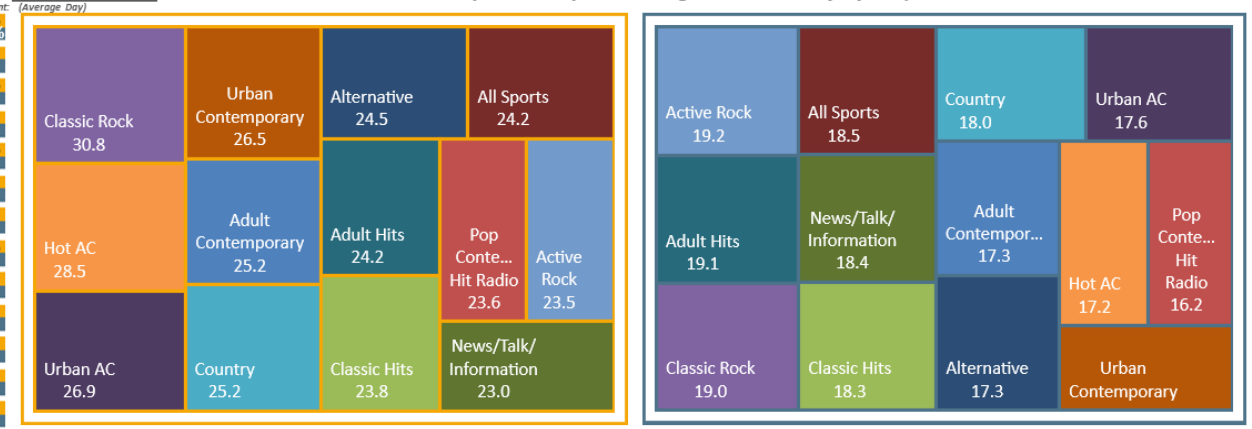
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

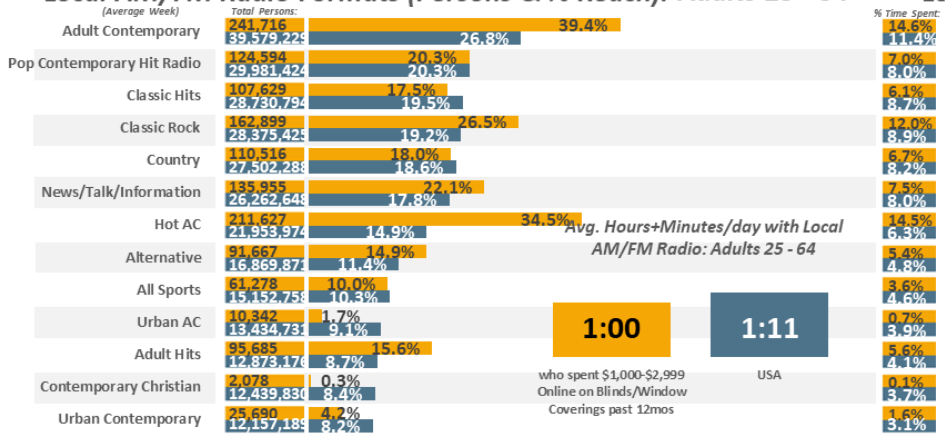
soefa.ai Share of Everything for Anything ©

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$500 - $999

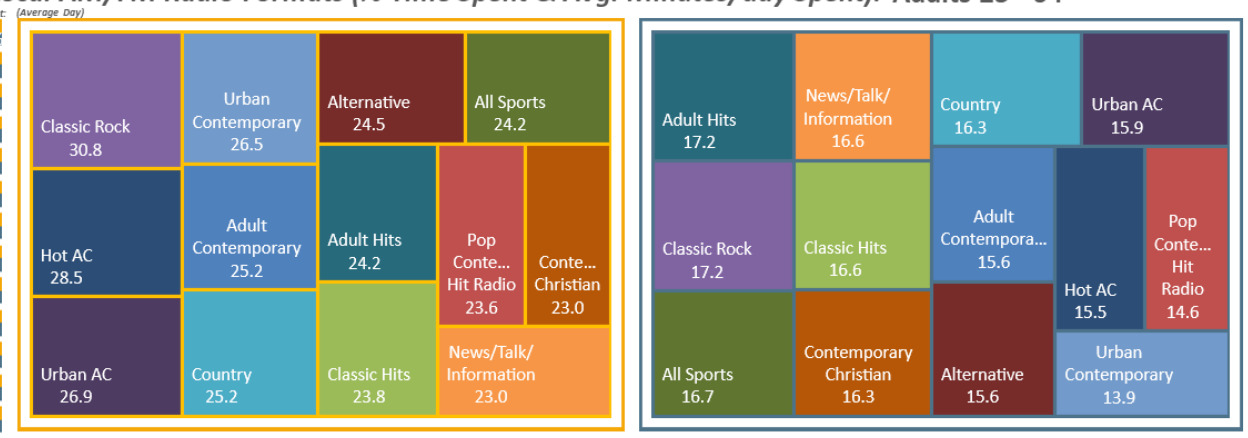
BLINDS.COM
$1,000-$2,999

475,470 or 74.8% of Adults 25 - 64 who spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Hot AC, Classic Rock, Active Rock, and Pop Contemporary Hit Radio.

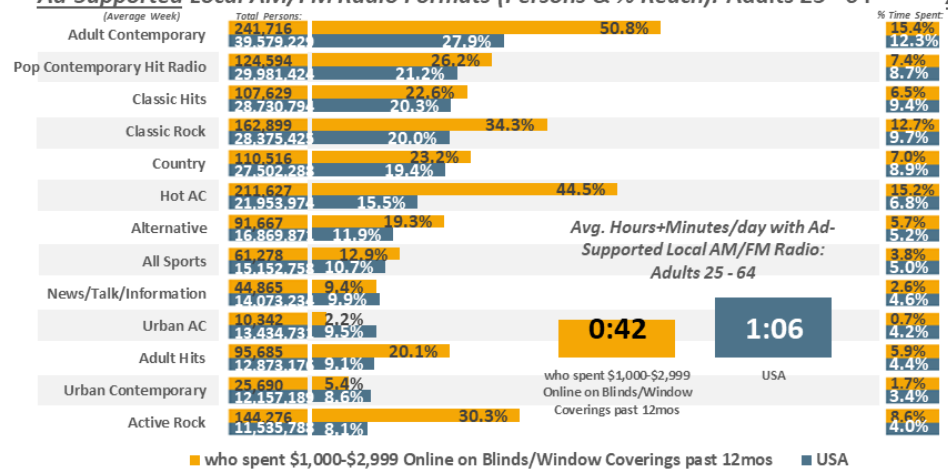
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



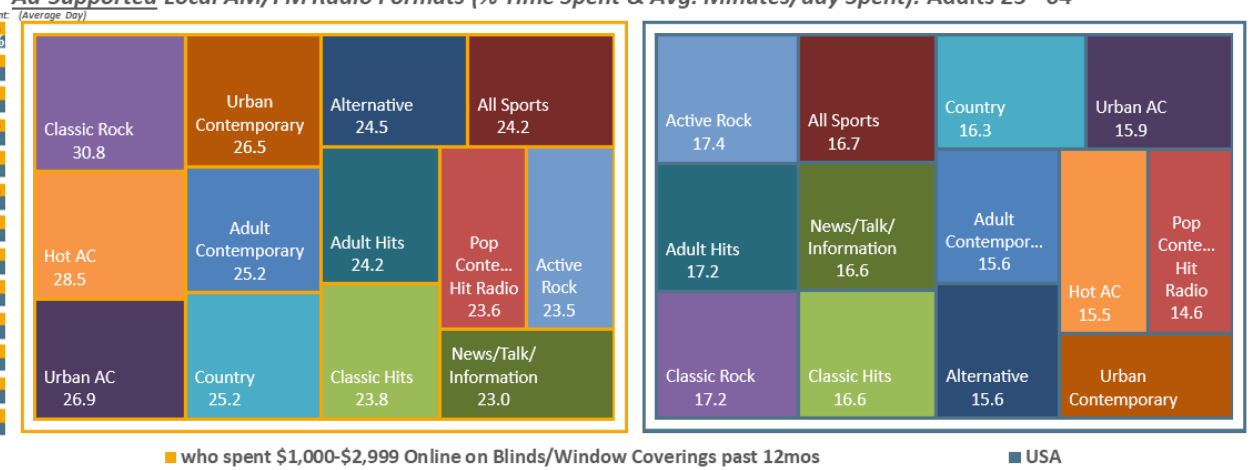
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

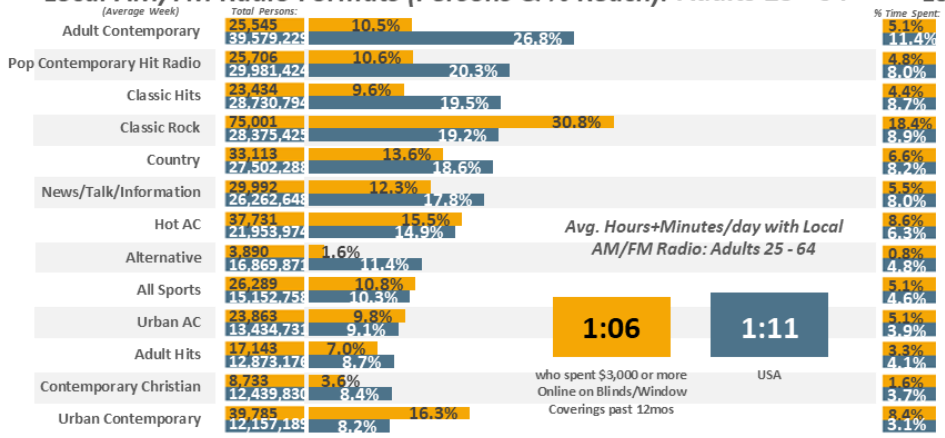
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$1,000 - $2,999

BLINDS.COM

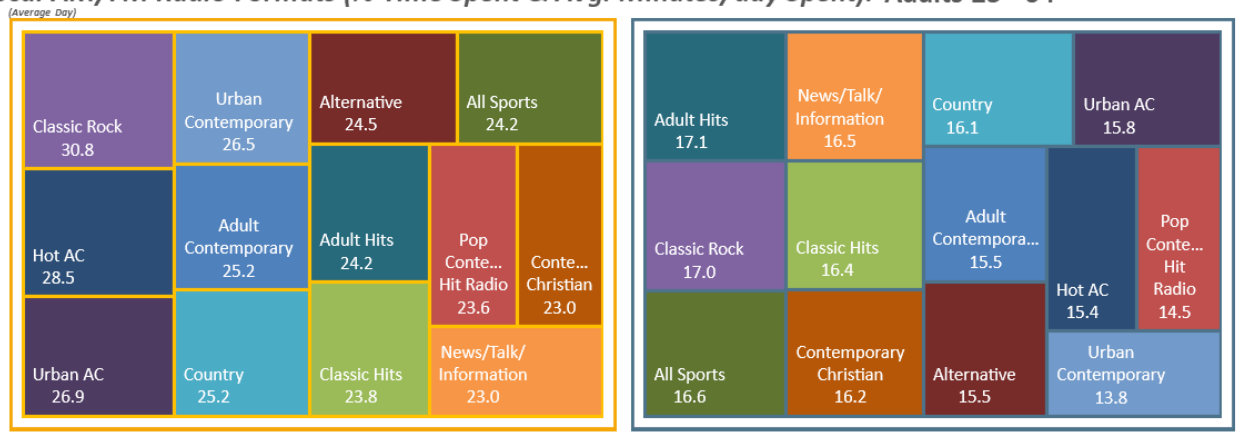
$3,000 or more

221,212 or 71.% of Adults 25 - 64 who spent $3,000 or more Online on Blinds/Window Coverings past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Album Adult Alternative, Urban Contemporary, Hot AC, and All News.

Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64

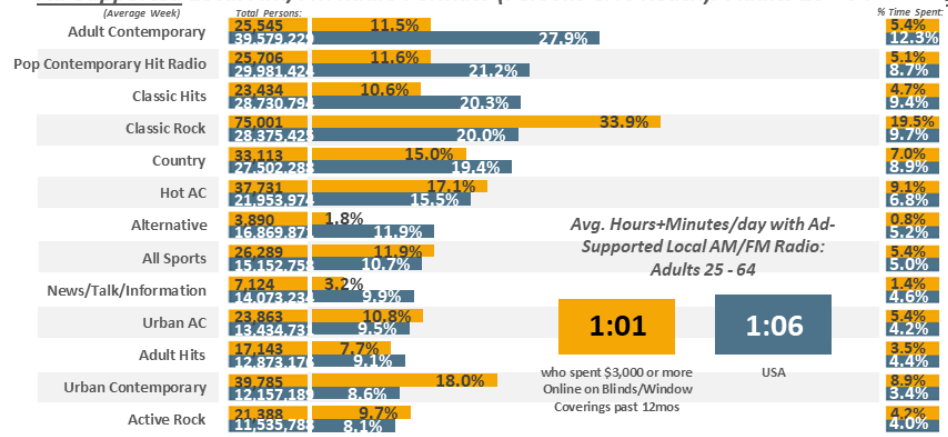


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

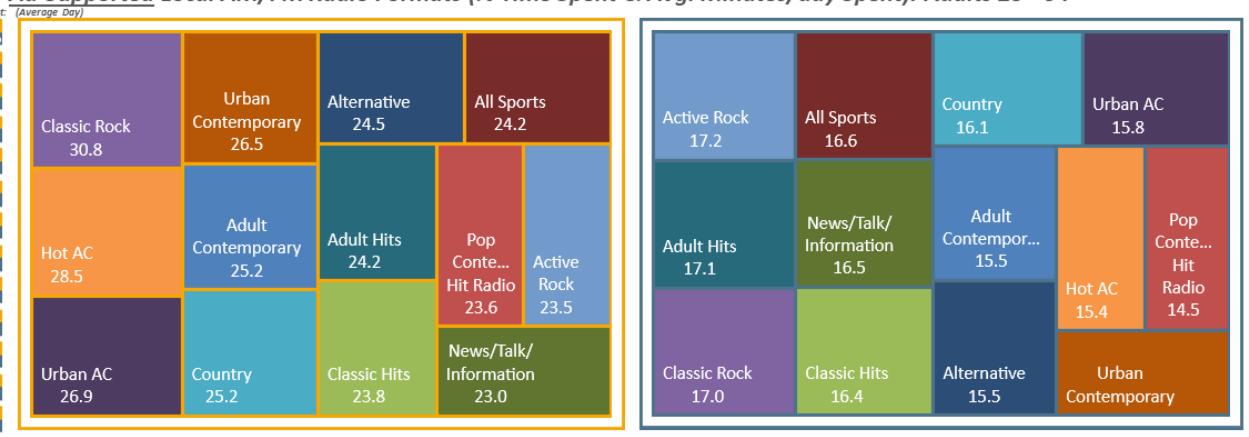


▪ who spent $3,000 or more Online on Blinds/Window Coverings past 12mos ▪ USA

Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



▪ who spent $3,000 or more Online on Blinds/Window Coverings past 12mos ▪ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

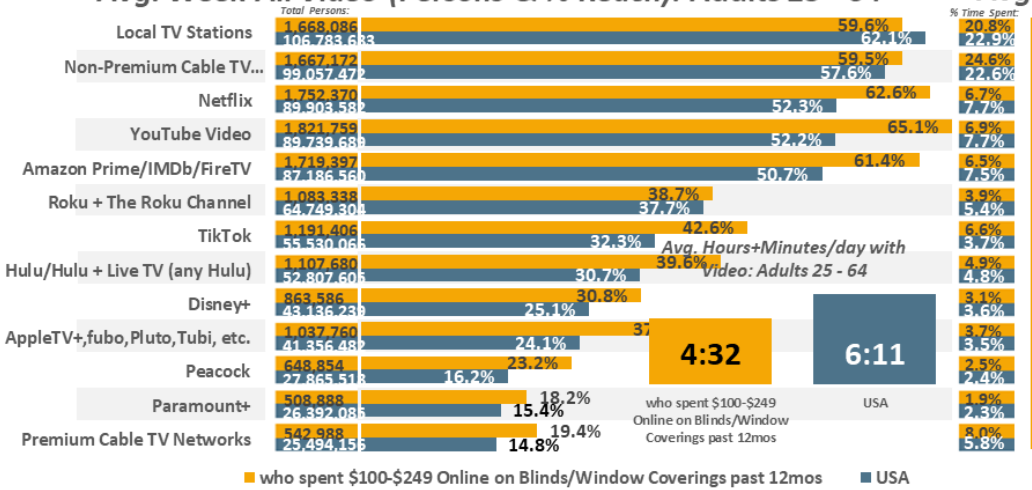
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$3,000 or more

BLINDS.COM

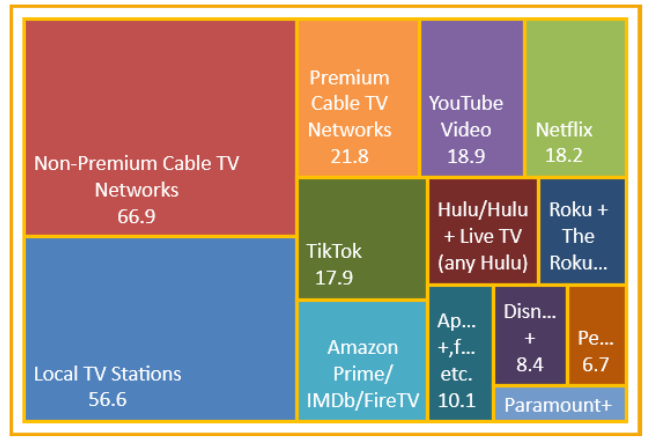
$100-$249

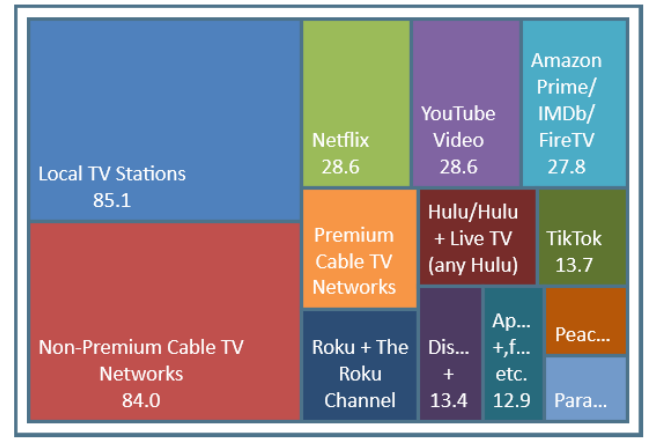
1,643,892 or 58.7% of Adults 25 - 64 who spent $100-$249 Online on Blinds/Window Coverings past 12mos watch Ad-Supported Local TV Stations for an average of 54.1 minutes every day representing 24.% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 64

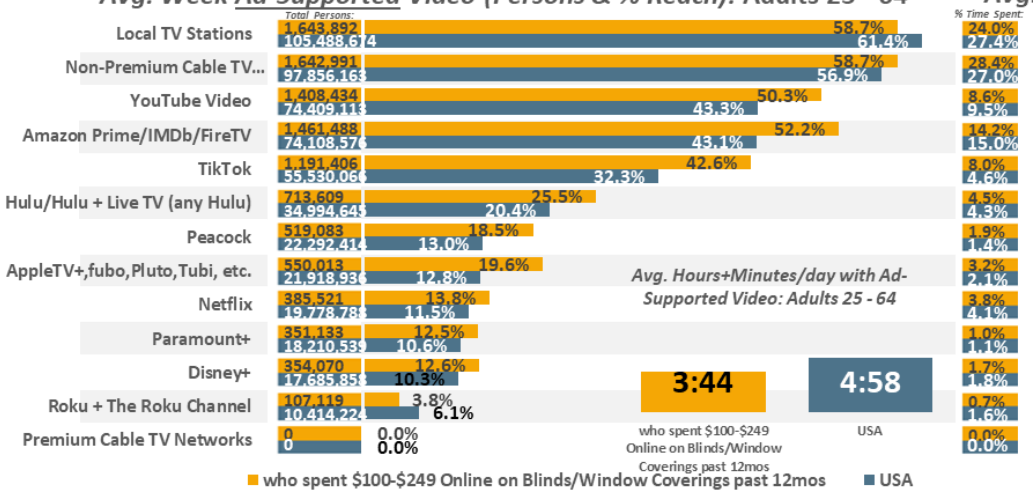


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

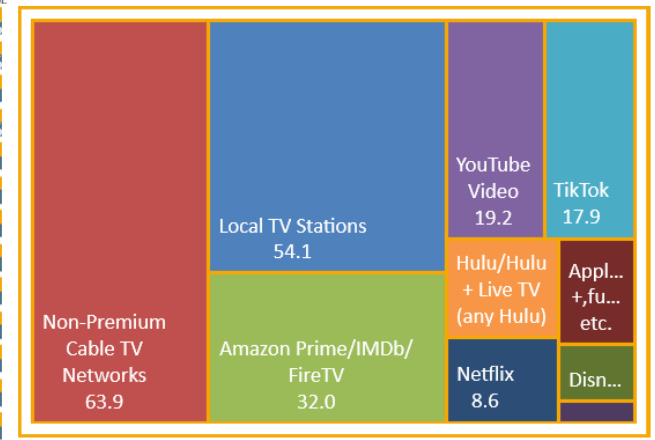


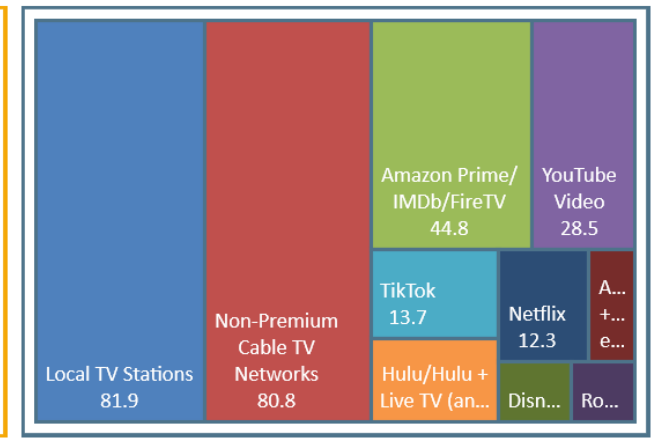


Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 25 - 64



Avg. Day <u>Ad-Supported</u> Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

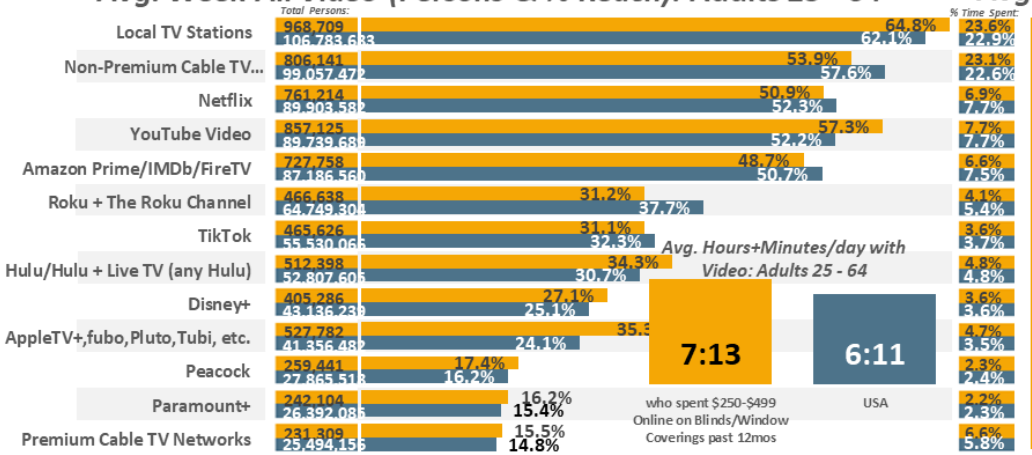
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$100 - $249

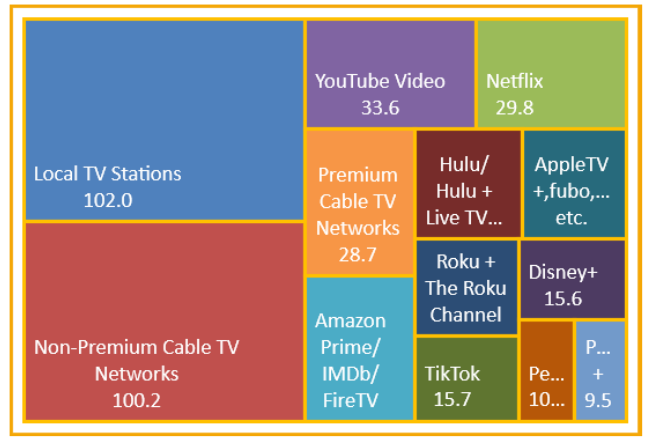
BLINDS.COM

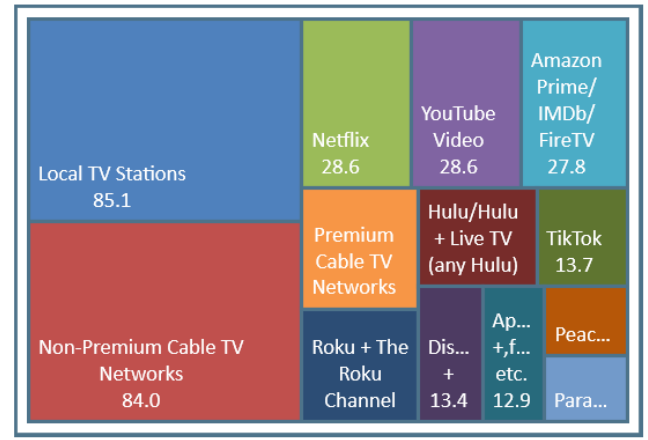
$250-$499

952,963 or 63.7% of Adults 25 - 64 who spent $250-$499 Online on Blinds/Window Coverings past 12mos watch Ad-Supported Local TV Stations for an average of 95. minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 64



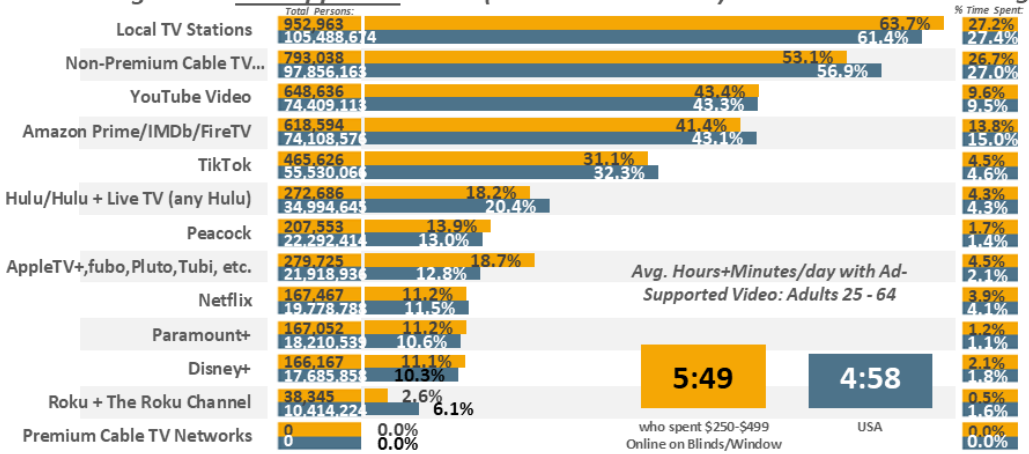




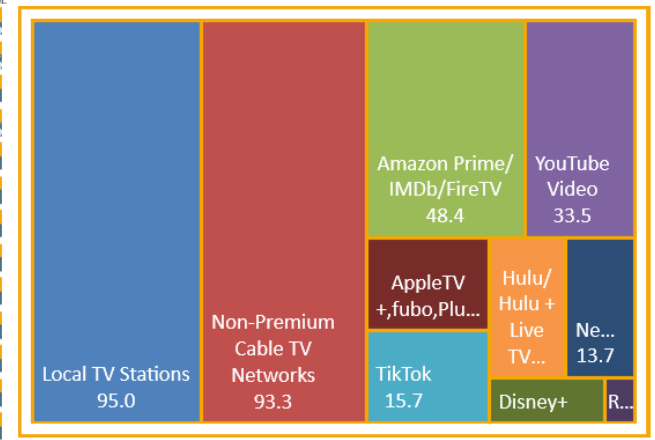
who spent $250-$499 Online on Blinds/Window Coverings past 12mos ■ USA

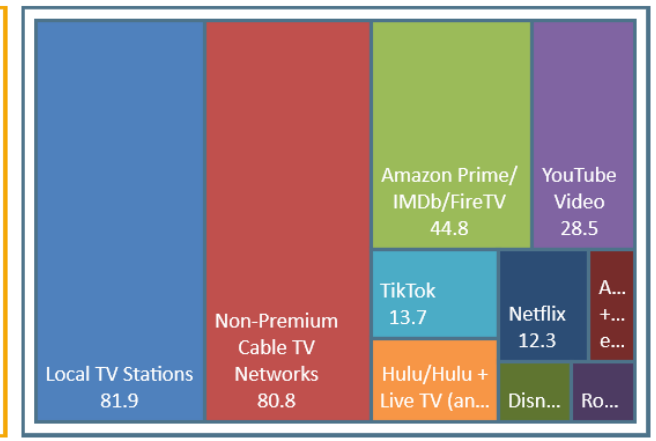
who spent $250-$499 Online on Blinds/Window Coverings past 12mos ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





who spent $250-$499 Online on Blinds/Window Coverings past 12mos ■ USA

who spent $250-$499 Online on Blinds/Window Coverings past 12mos ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

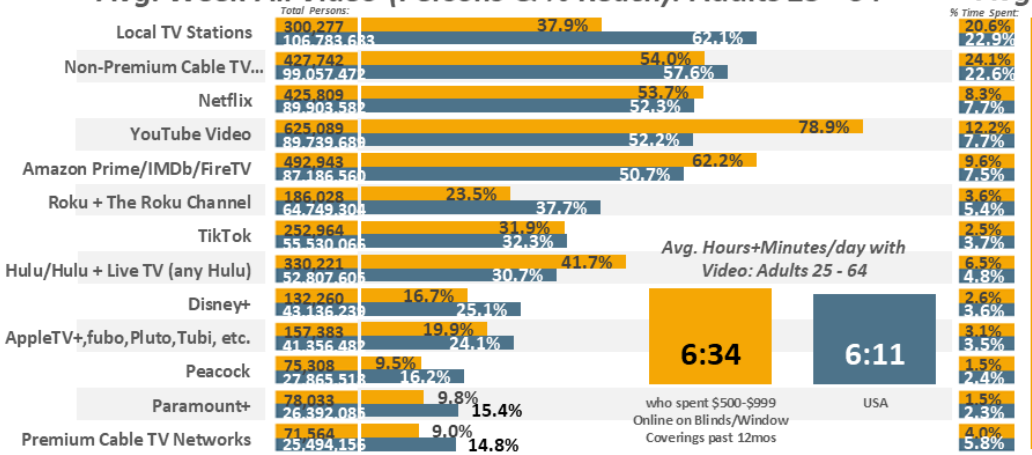
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$250 - $499

BLINDS.COM

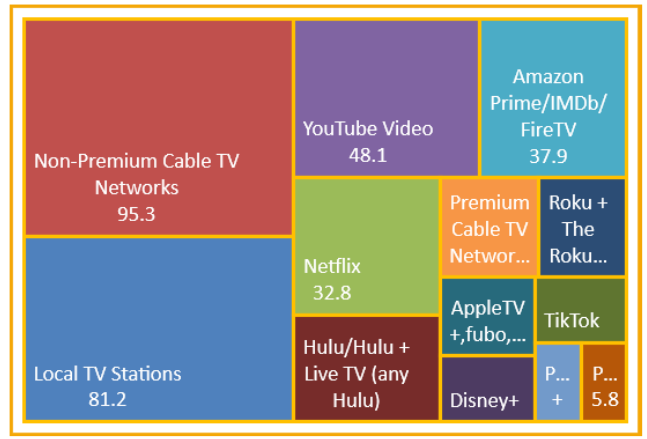
$500-$999

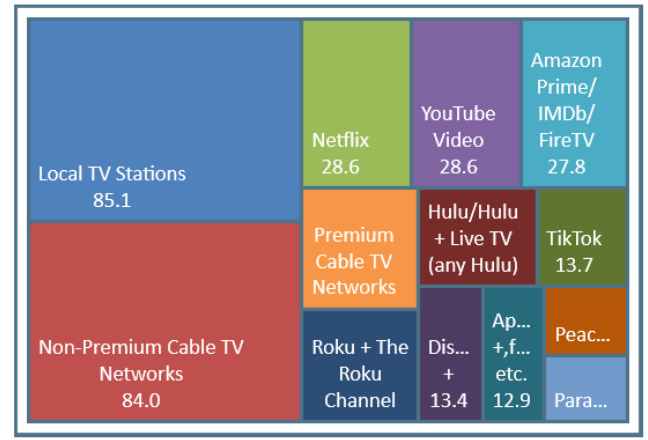
299,357 or 37.8% of Adults 25 - 64 who spent $500-$999 Online on Blinds/Window Coverings past 12mos watch Ad-Supported Local TV Stations for an average of 74.4 minutes every day representing 23.5% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 64

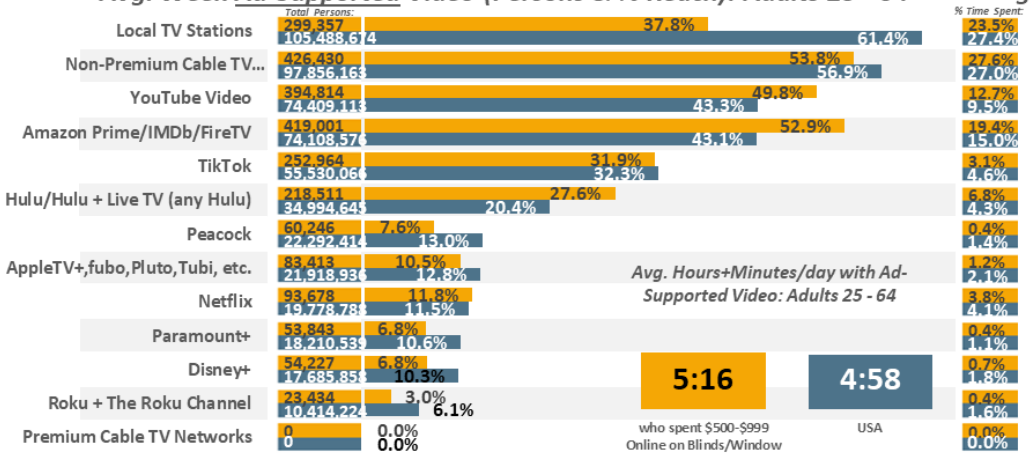


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

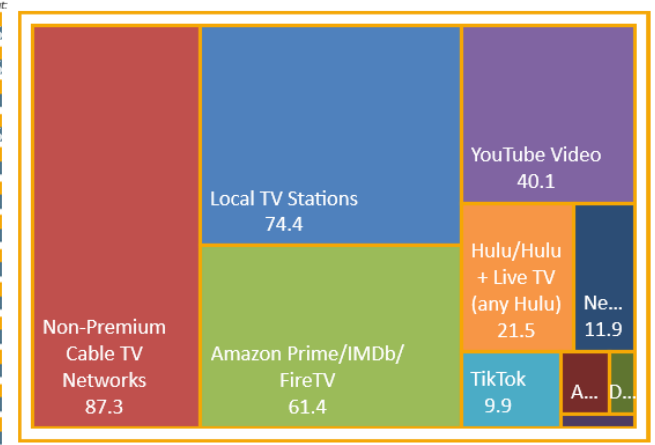


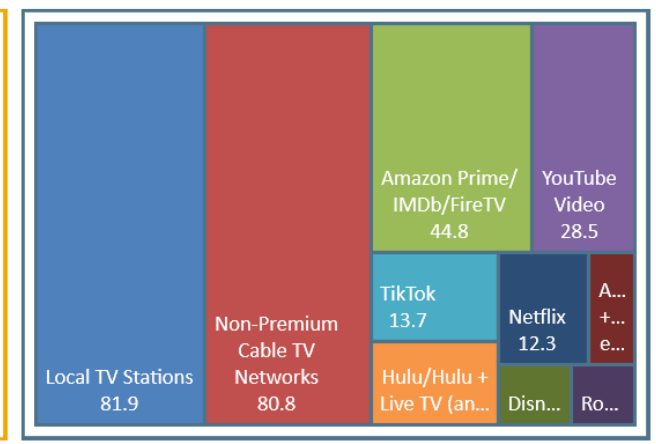


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

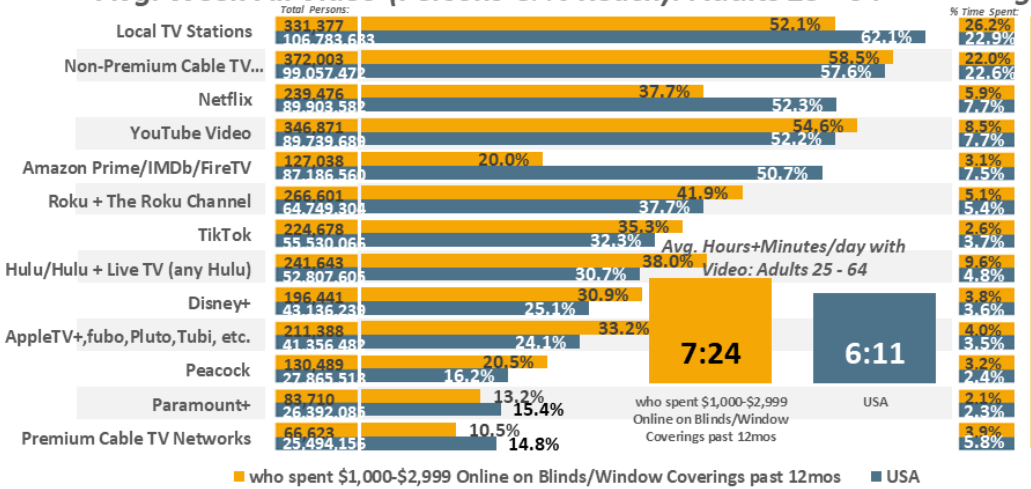
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$500 - $999

BLINDS.COM

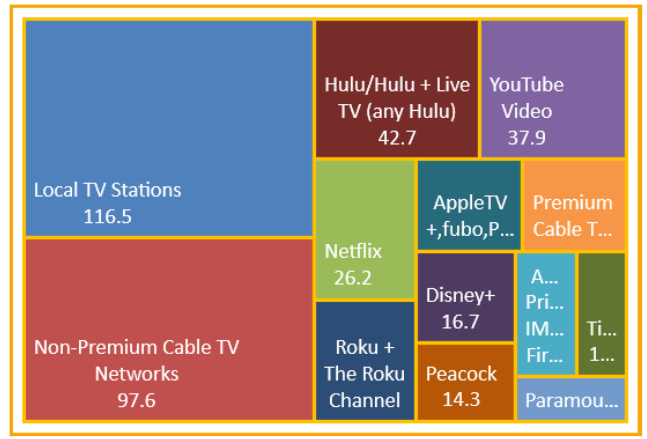
$1,000-$2,999

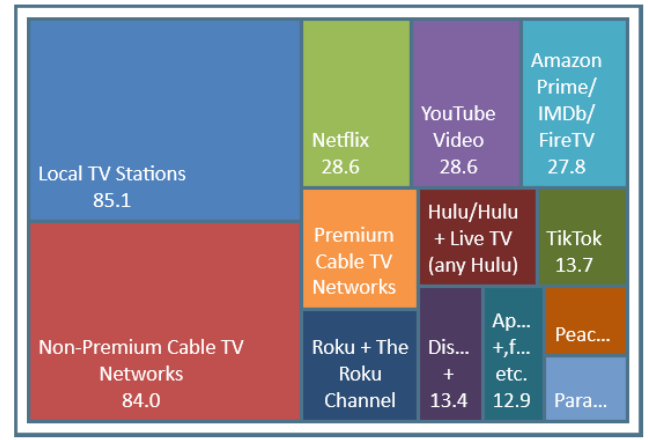
306,875 or 48.3% of Adults 25 - 64 who spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos watch Ad-Supported Local TV Stations for an average of 96.3 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 64

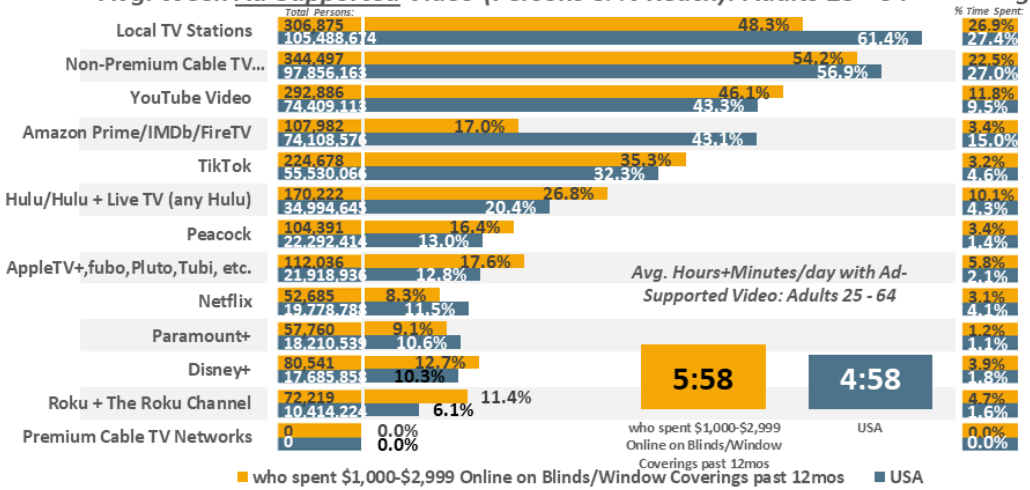


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

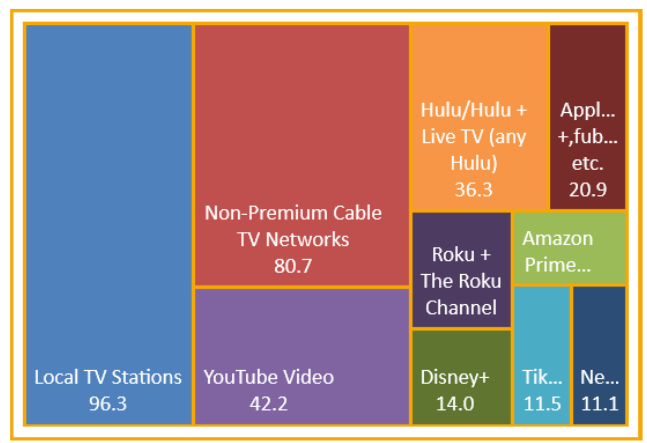


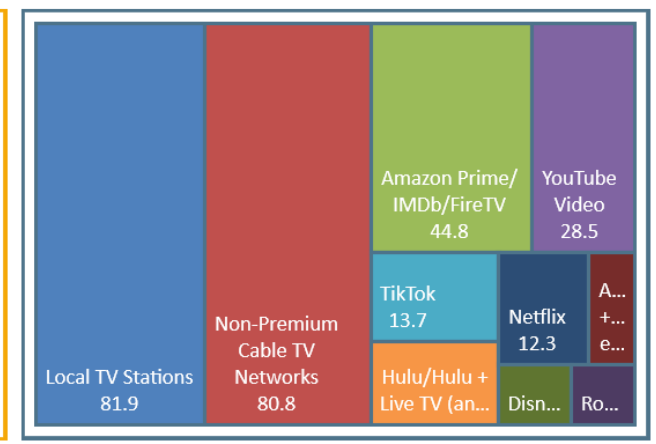


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

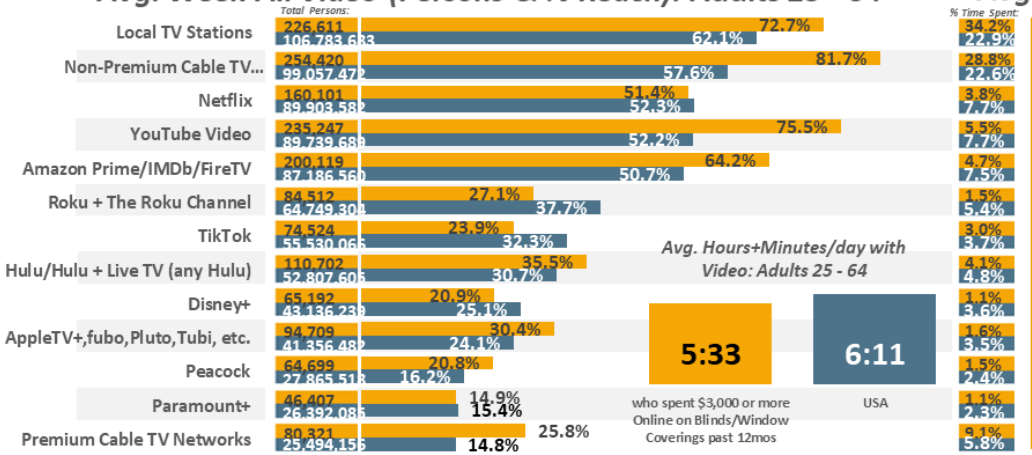
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$1,000 - $2,999

BLINDS.COM

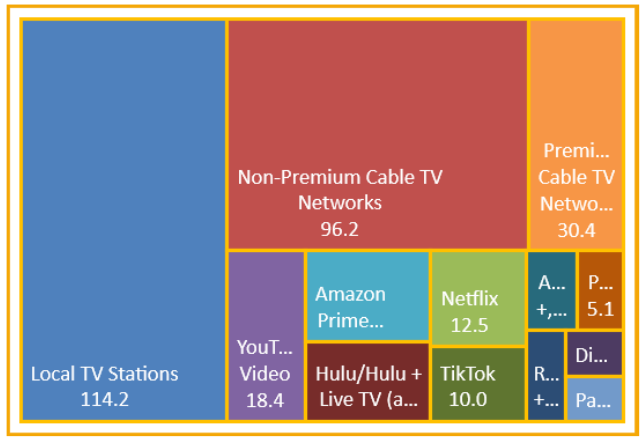
$3,000 or more

219,660 or 70.5% of Adults 25 - 64 who spent $3,000 or more Online on Blinds/Window Coverings past 12mos watch Ad-Supported Local TV Stations for an average of 99.3 minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.

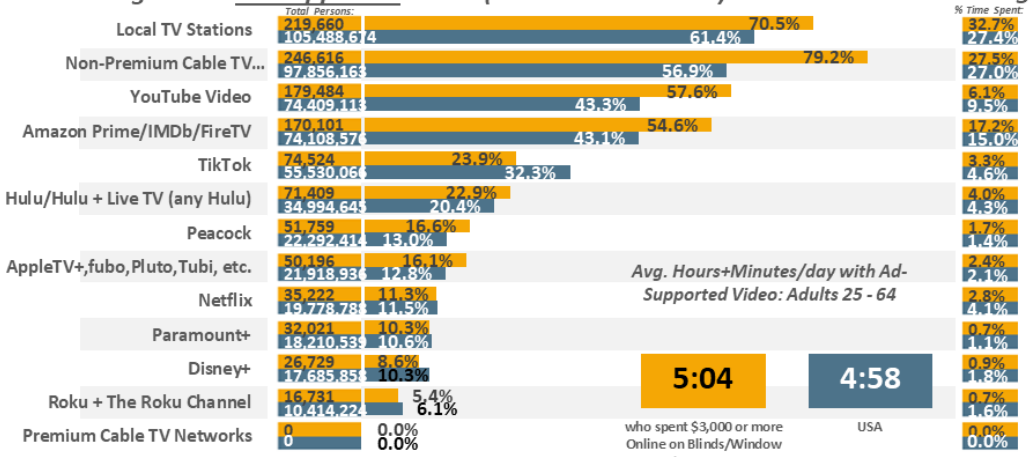
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



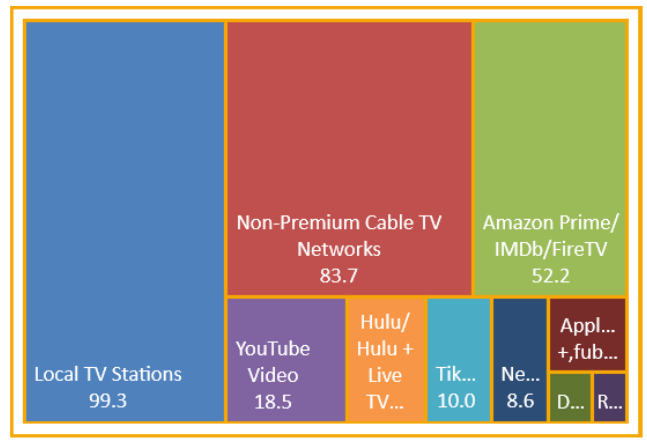
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

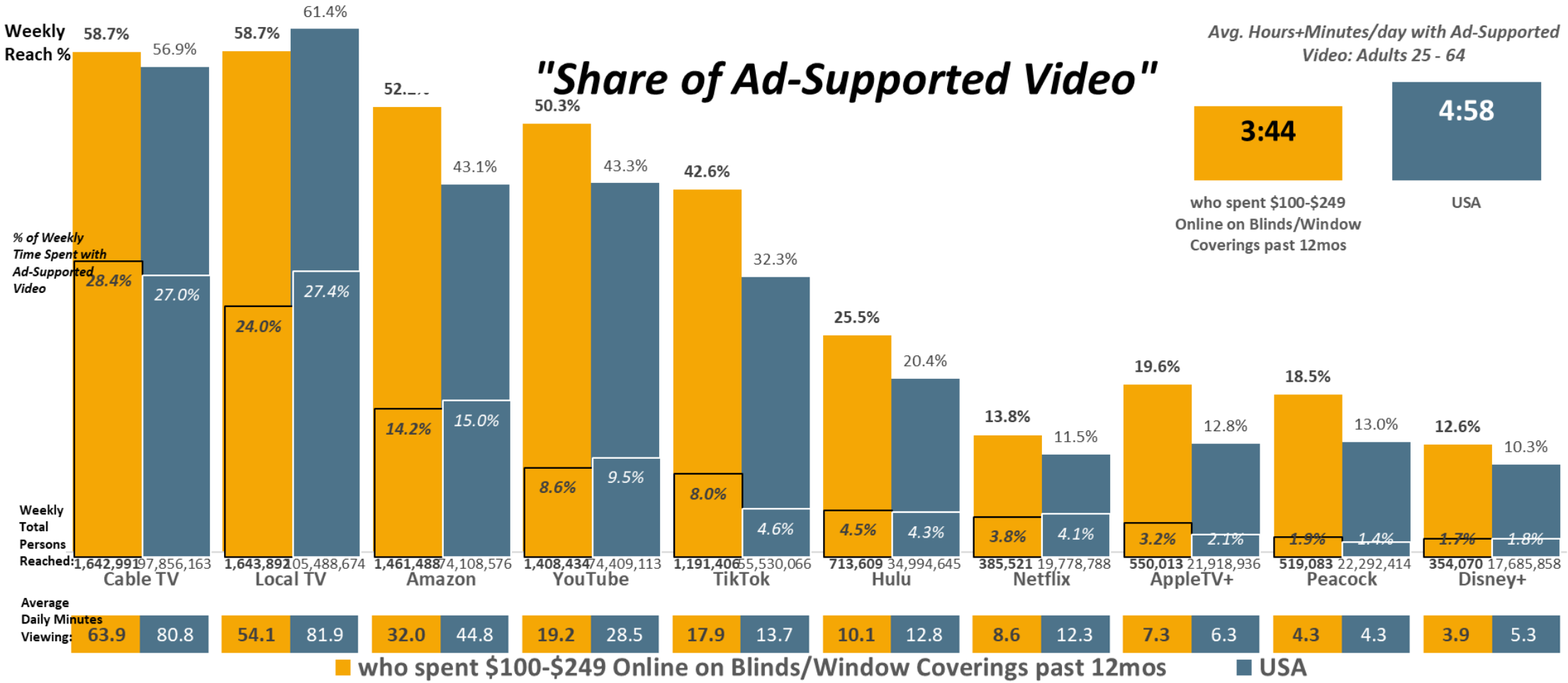
soefa.ai Share of Everything for Anything ©

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$3,000 or more

BLINDS.COM

$100-$249

1,643,892 or 58.7% of Adults 25 - 64 who spent $100-$249 Online on Blinds/Window Coverings past 12mos watch Ad-Supported Local TV Stations for an average of 54.1 minutes every day representing 24.% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

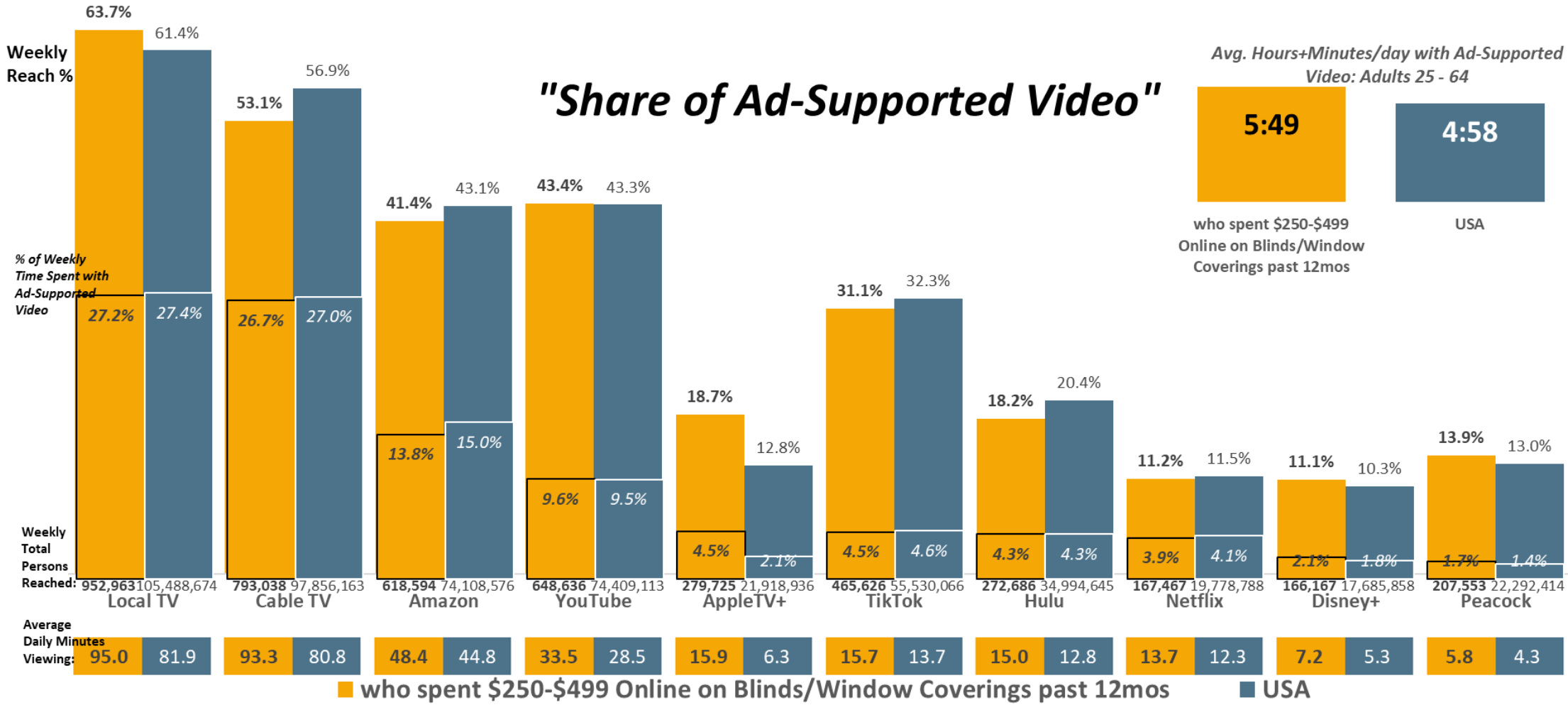
soefa.ai Share of Everything for Anything ©

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$100 - $249

BLINDS.COM

$250-$499

952,963 or 63.7% of Adults 25 - 64 who spent $250-$499 Online on Blinds/Window Coverings past 12mos watch Ad-Supported Local TV Stations for an average of 95. minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

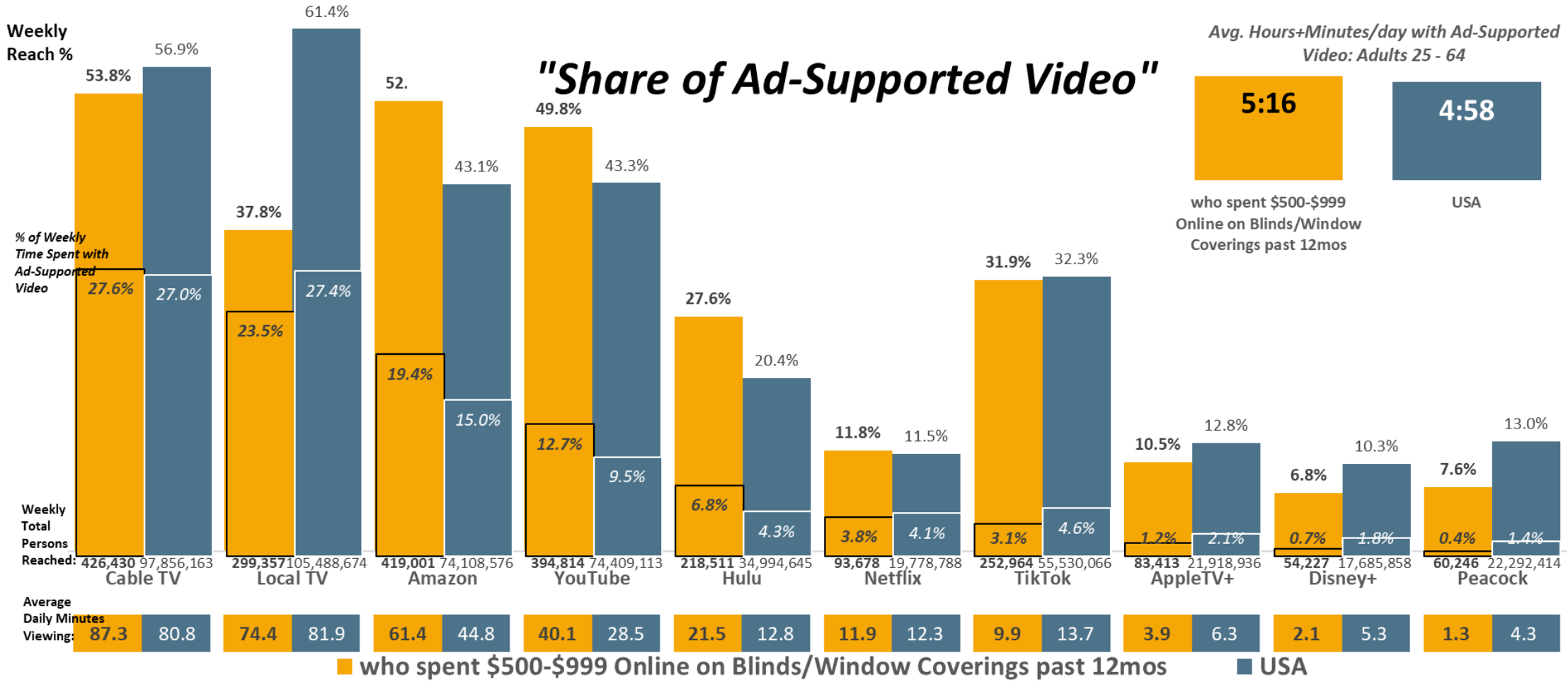
soefa.ai Share of Everything for Anything ©

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$250 - $499

BLINDS.COM

$500-$999

299,357 or 37.8% of Adults 25 - 64 who spent $500-$999 Online on Blinds/Window Coverings past 12mos watch Ad-Supported Local TV Stations for an average of 74.4 minutes every day representing 23.5% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

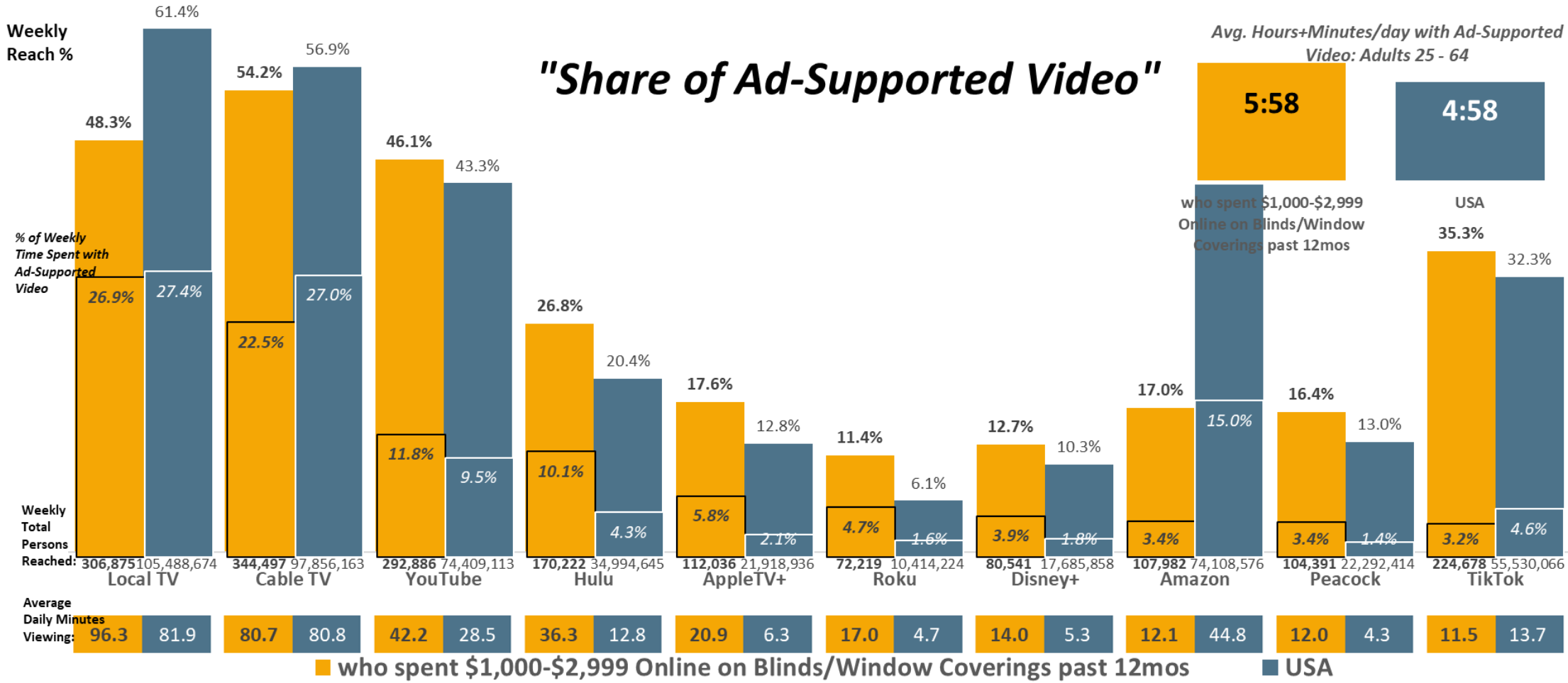
soefa.ai Share of Everything for Anything ©

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$500 - $999

BLINDS.COM

$1,000-$2,999

306,875 or 48.3% of Adults 25 - 64 who spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos watch Ad-Supported Local TV Stations for an average of 96.3 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

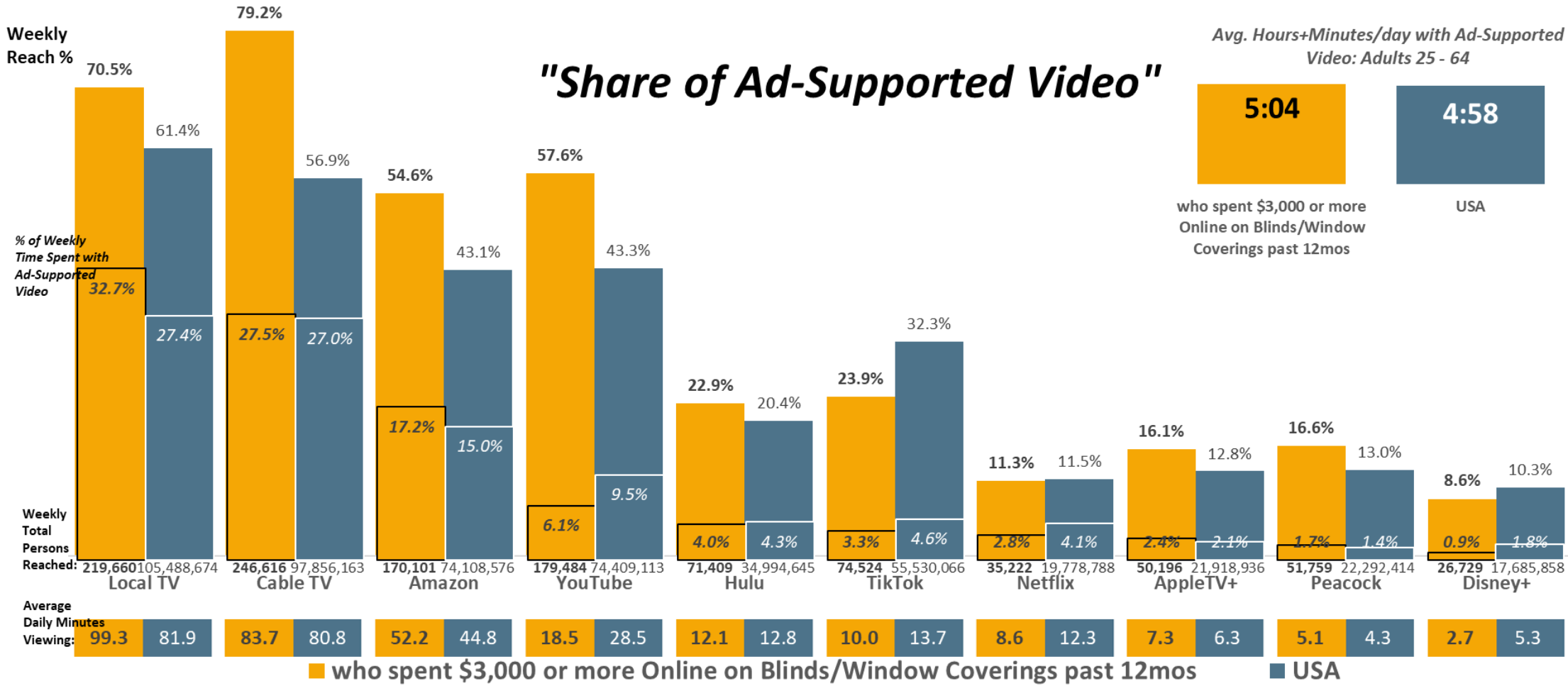
soefa.ai Share of Everything for Anything ©

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$1,000 - $2,999

BLINDS.COM

$3,000 or more

219,660 or 70.5% of Adults 25 - 64 who spent $3,000 or more Online on Blinds/Window Coverings past 12mos watch Ad-Supported Local TV Stations for an average of 99.3 minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

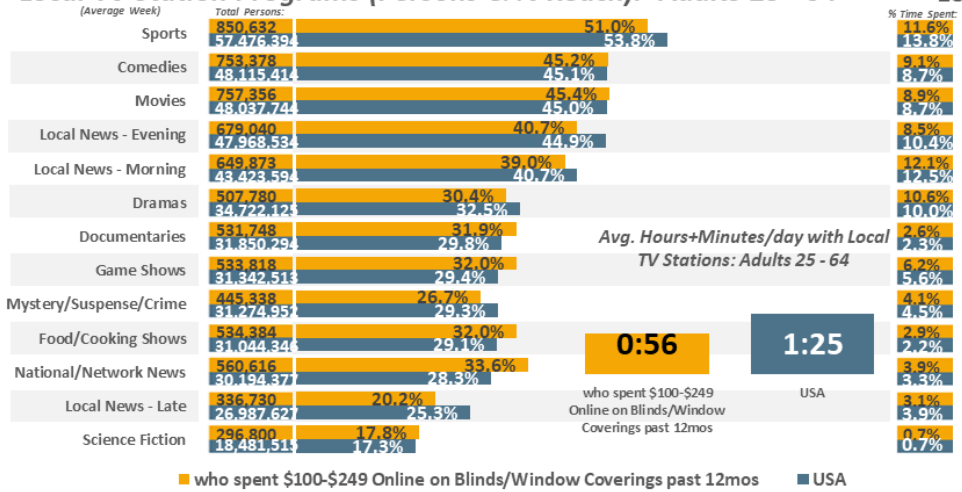
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$3,000 or more

BLINDS.COM

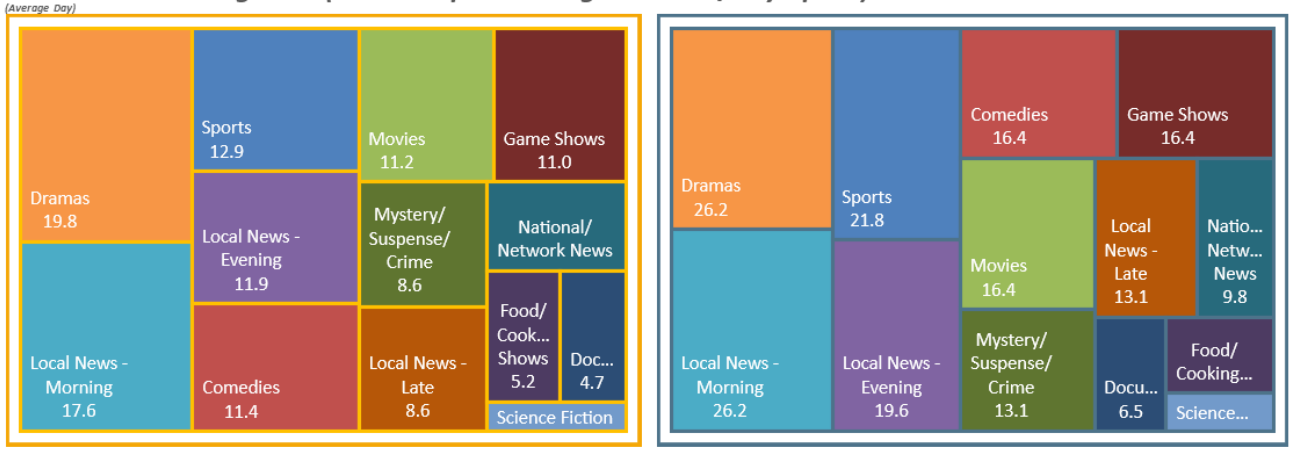
$100-$249

1,643,892 or 58.7% of Adults 25 - 64 who spent $100-$249 Online on Blinds/Window Coverings past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and Game Shows.

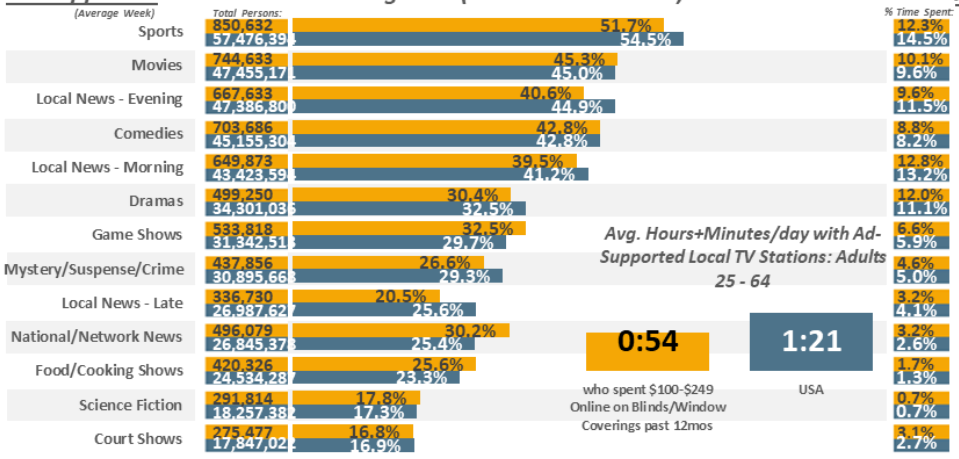
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



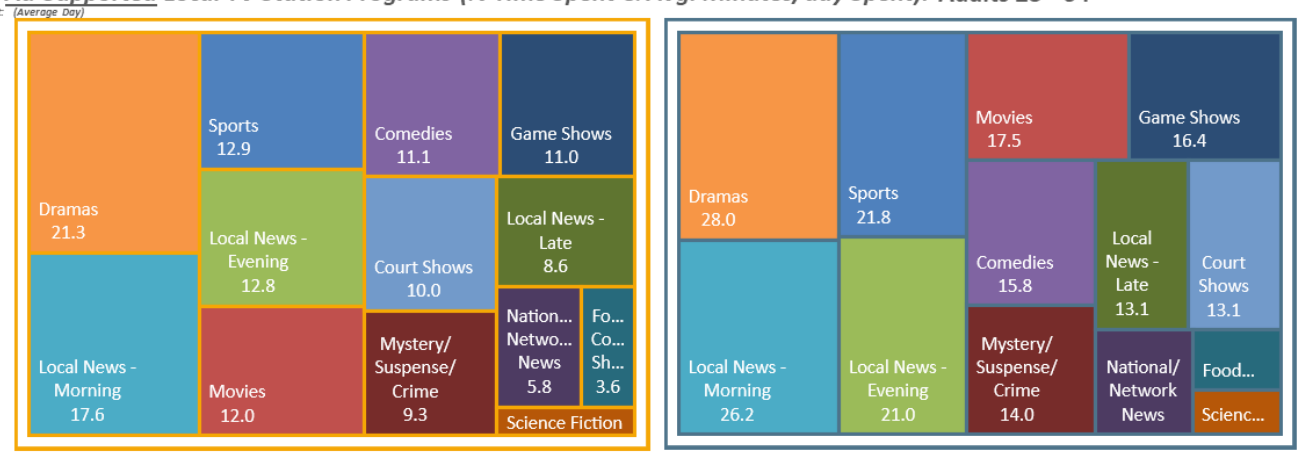
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

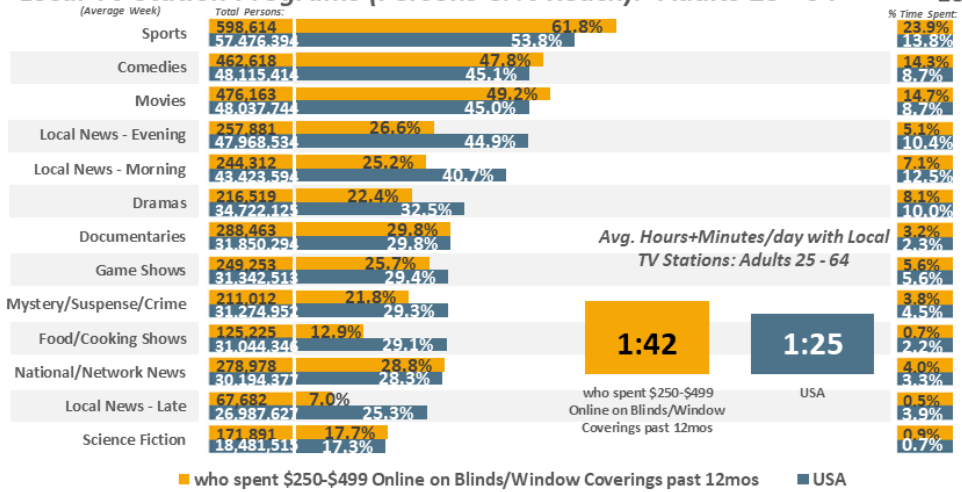
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$100 - $249

BLINDS.COM

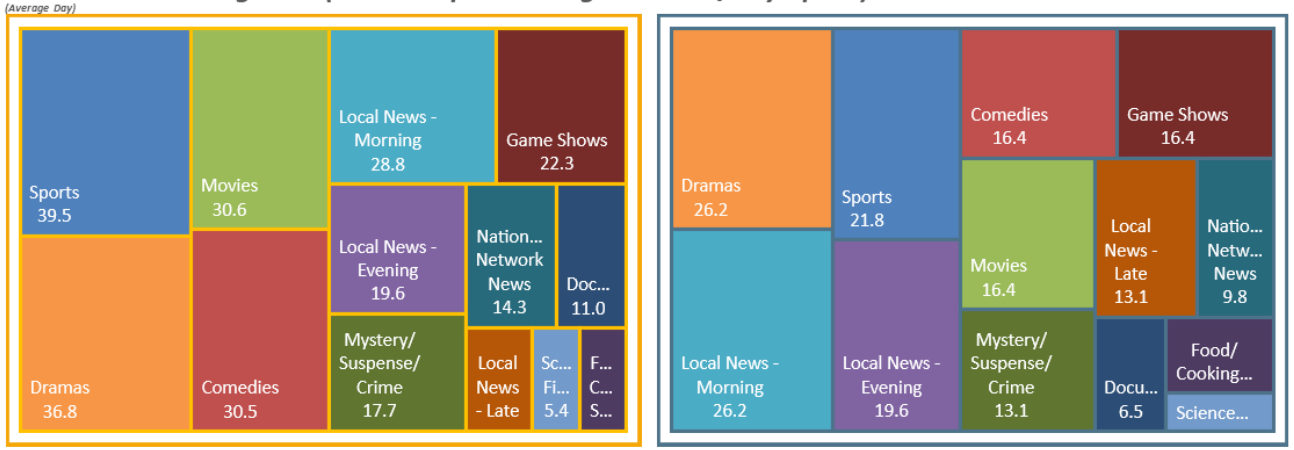
$250-$499

952,963 or 63.7% of Adults 25 - 64 who spent $250-$499 Online on Blinds/Window Coverings past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Game Shows, and National/Network News.

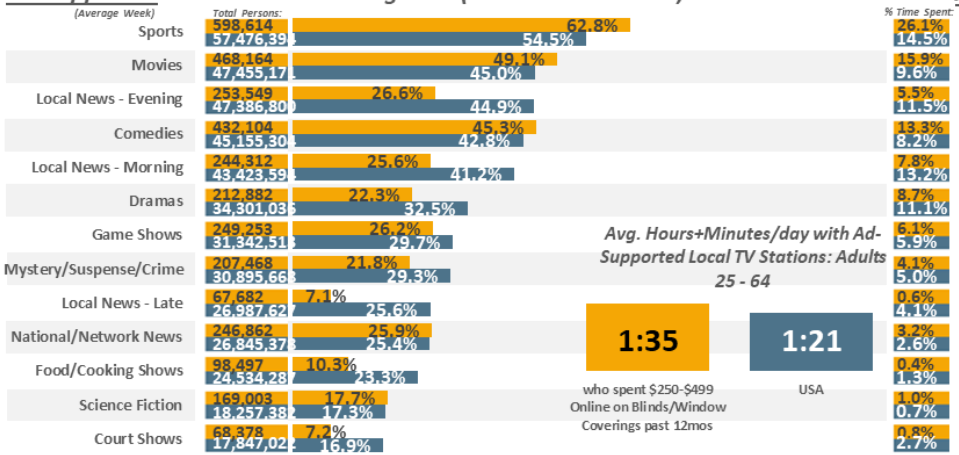
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



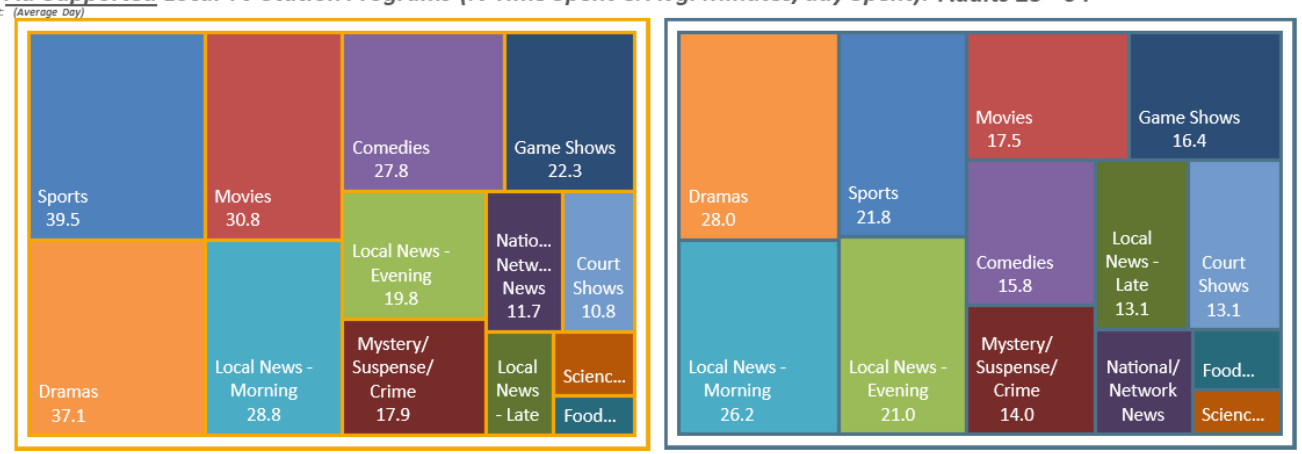
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

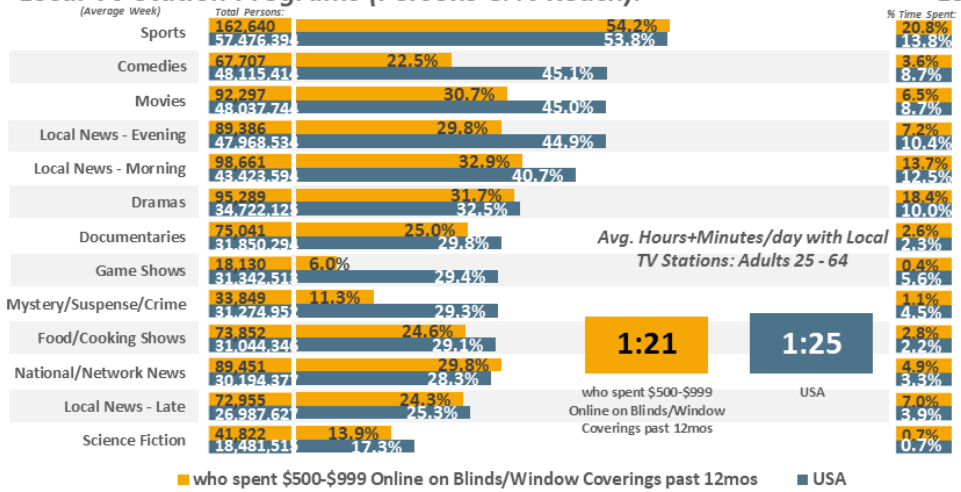
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$250 - $499

BLINDS.COM

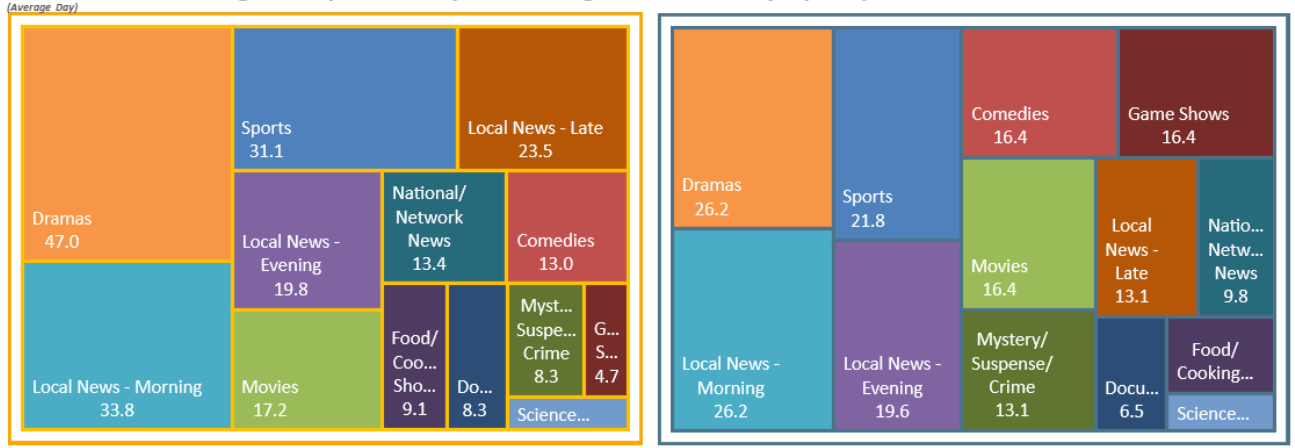
$500-$999

299,357 or 37.8% of Adults 25 - 64 who spent $500-$999 Online on Blinds/Window Coverings past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Dramas, Movies, Local News - Evening, and National/Network News.

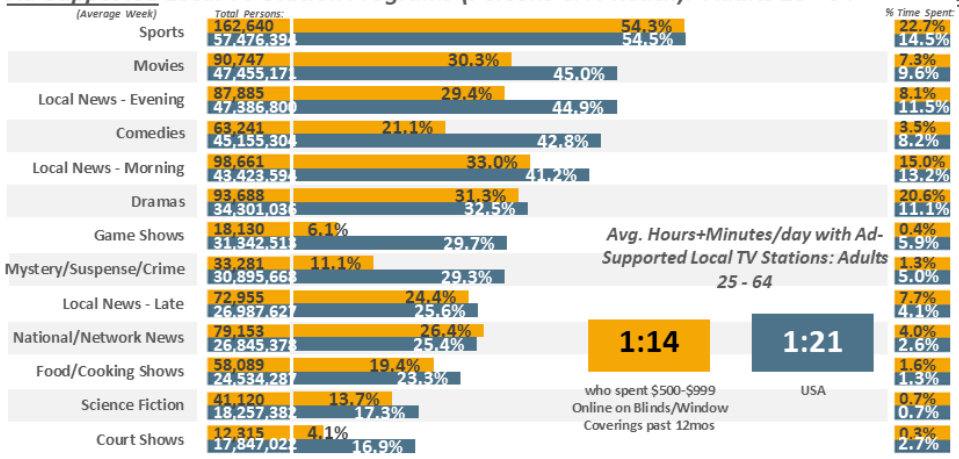
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



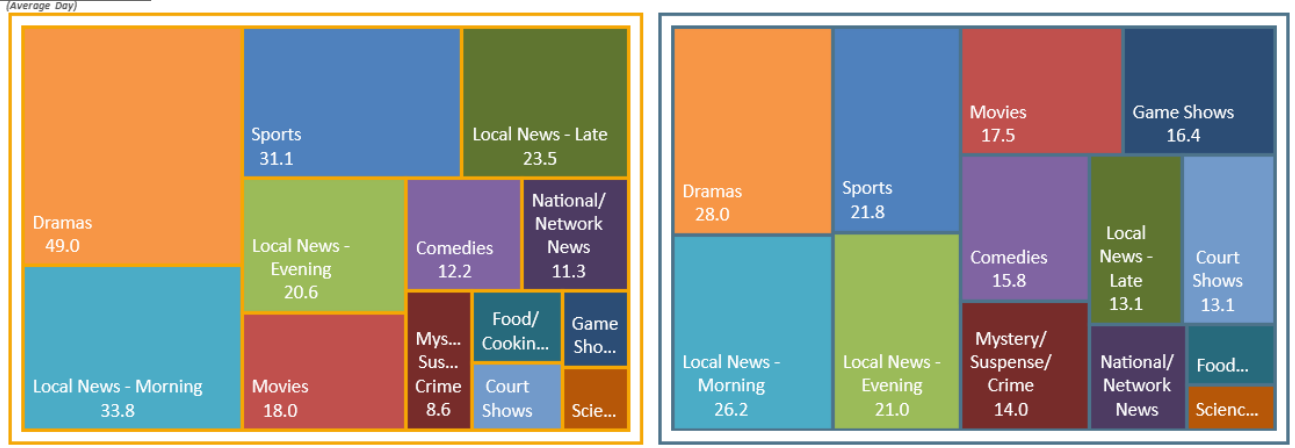
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *849*

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

soefa.ai Share of Everything for Anything ©

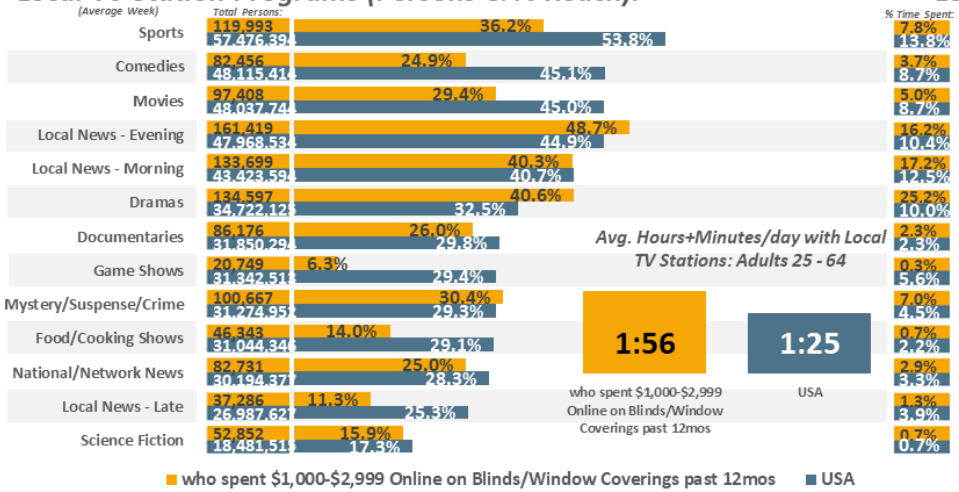
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$500 - $999

BLINDS.COM

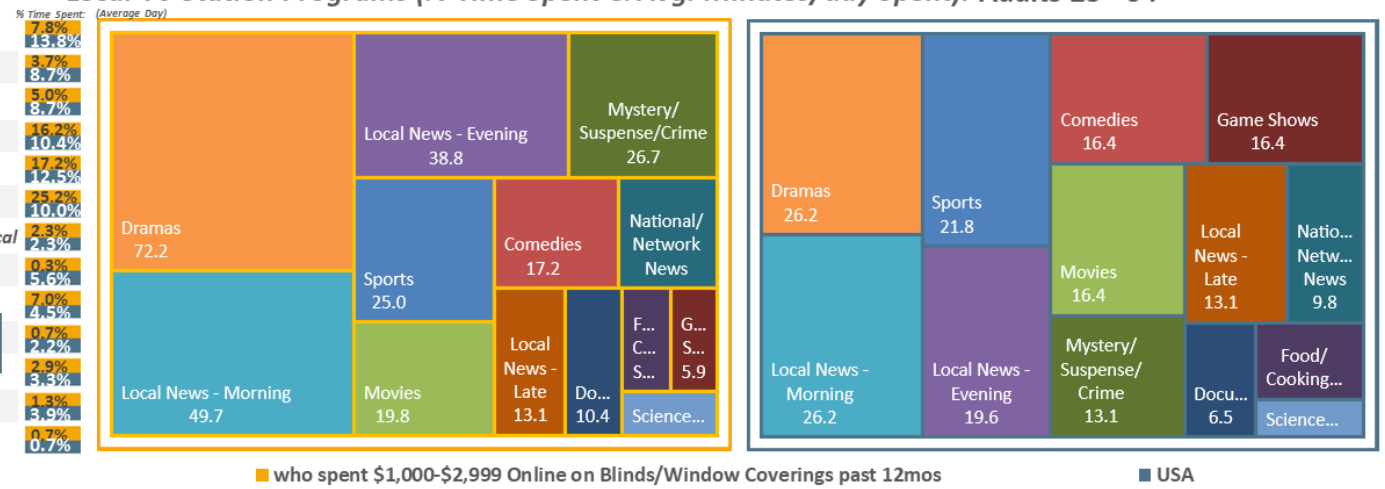
$1,000-$2,999

306,875 or 48.3% of Adults 25 - 64 who spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Dramas, Sports, Mystery/Suspense/Crime, and Mo

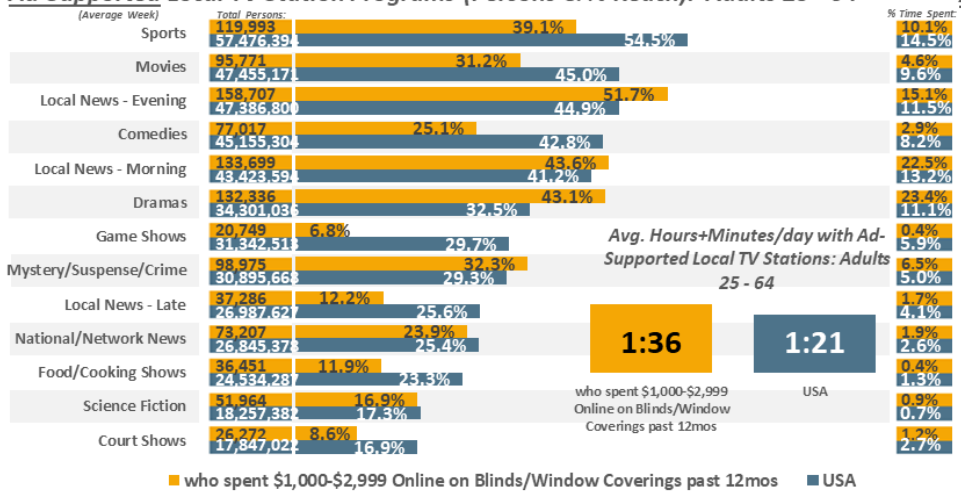
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



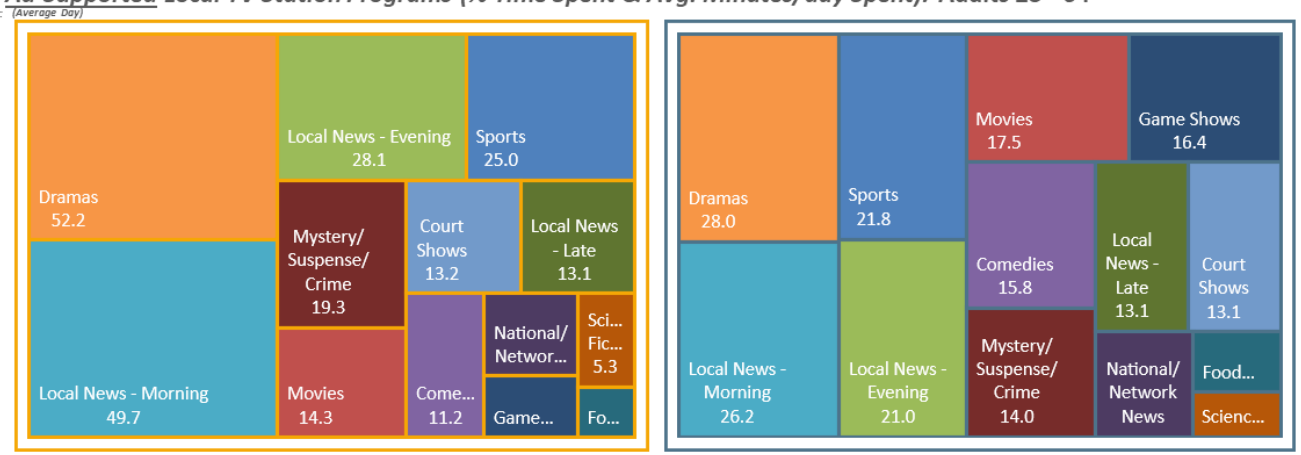
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *849*

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

soefa.ai Share of Everything for Anything ©

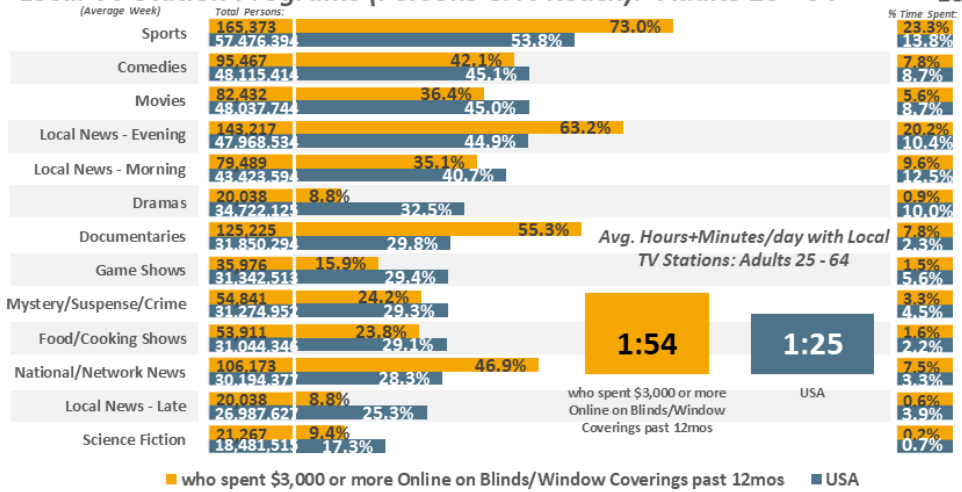
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$1,000 - $2,999

BLINDS.COM

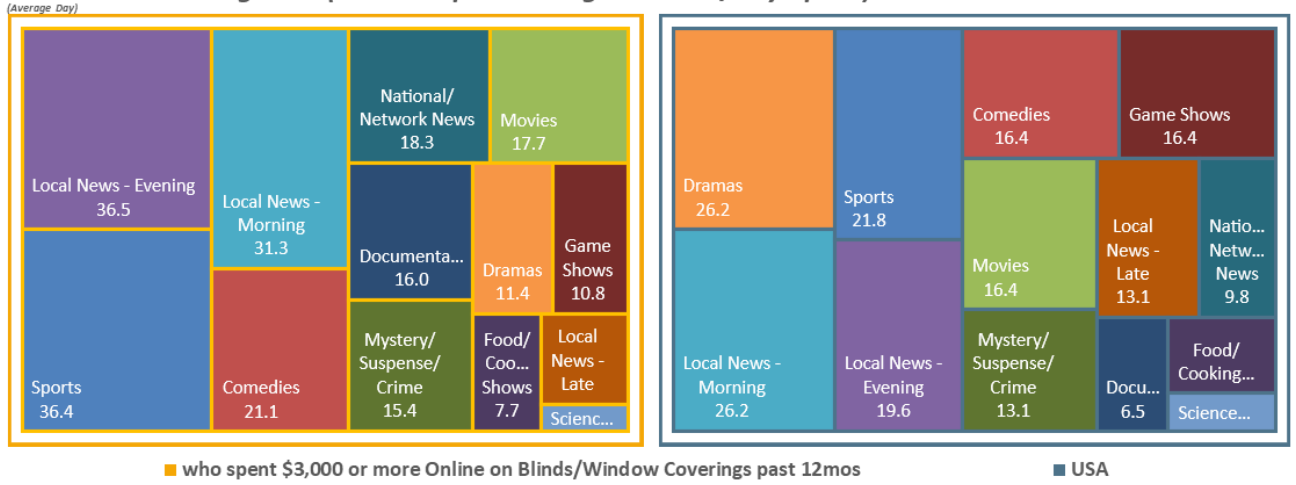
$3,000 or more

219,660 or 70.5% of Adults 25 - 64 who spent $3,000 or more Online on Blinds/Window Coverings past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, National/Network News, Comedies, Movies, and Local News - M

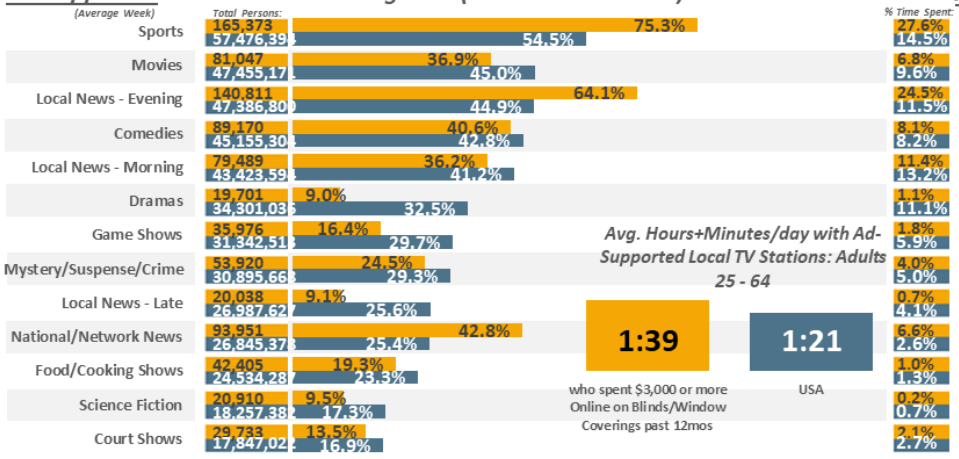
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



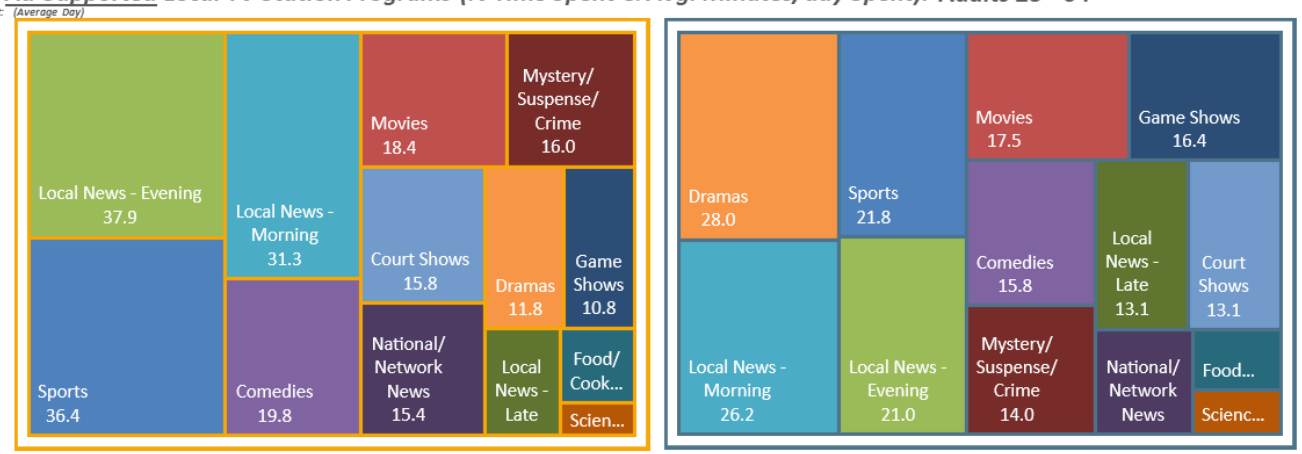
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *849*

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

soefa.ai Share of Everything for Anything ©

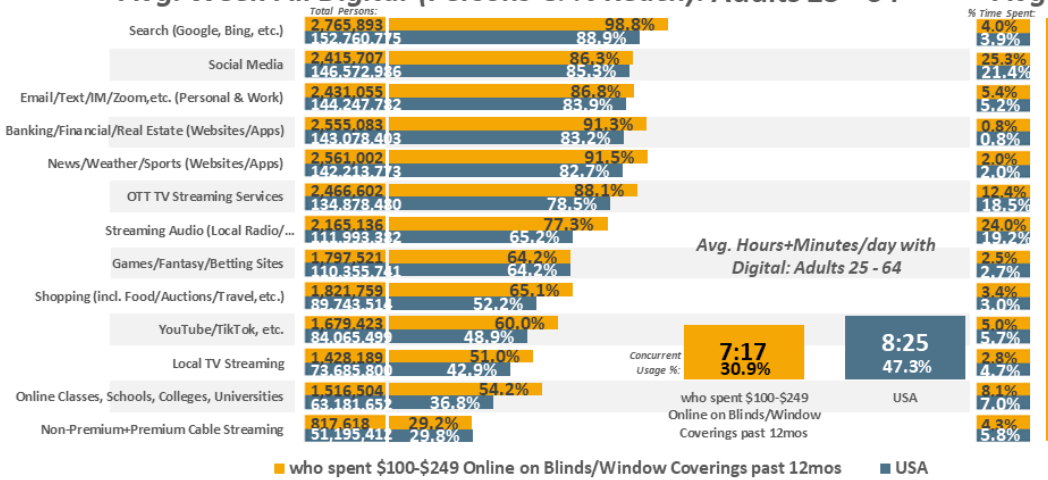
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$3,000 or more

BLINDS.COM

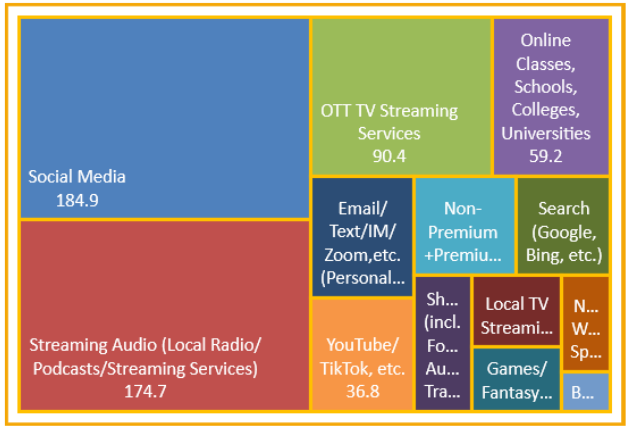
$100-$249

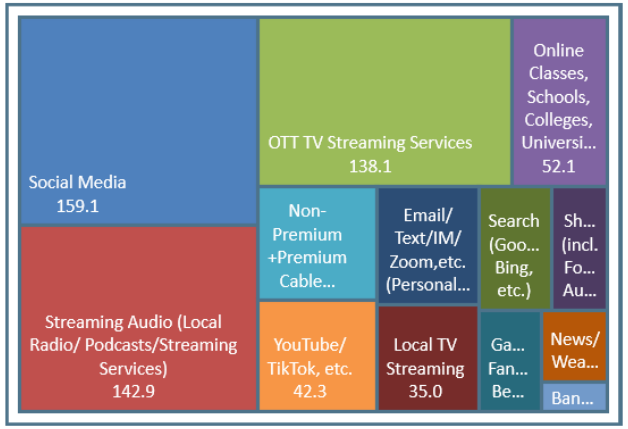
2,122,262 or 75.8% of Adults 25 - 64 who spent $100-$249 Online on Blinds/Window Coverings past 12mos use Ad-Supported Social Media for an average of 170.1 minutes every day representing 31.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

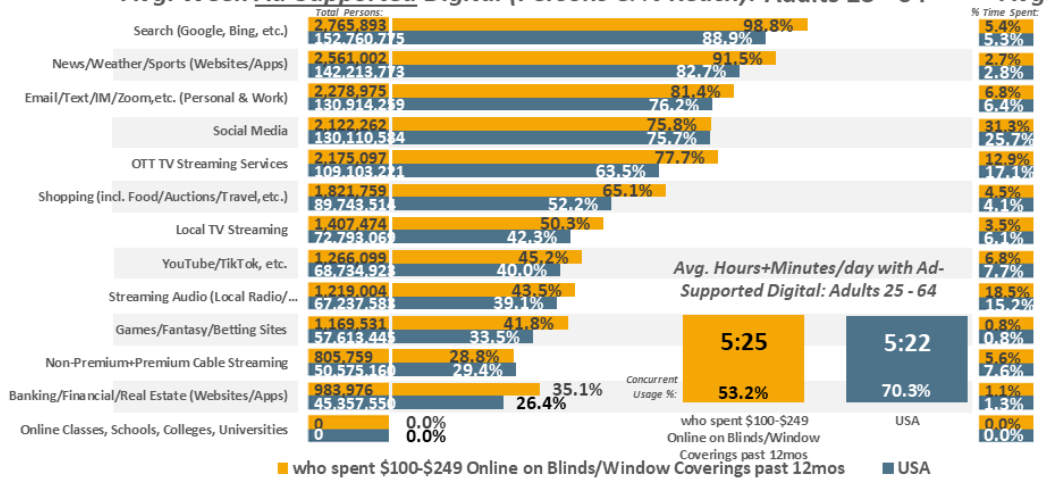




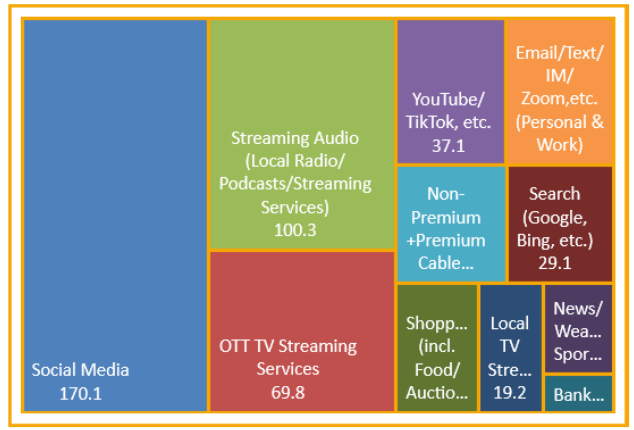
who spent $100-$249 Online on Blinds/Window Coverings past 12mos ■ USA

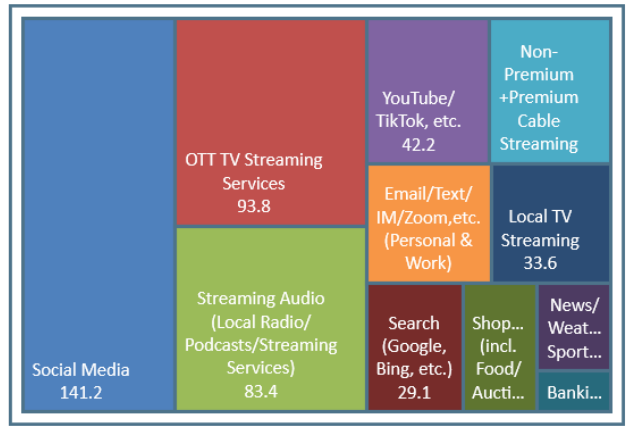
who spent $100-$249 Online on Blinds/Window Coverings past 12mos ■ USA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





who spent $100-$249 Online on Blinds/Window Coverings past 12mos ■ USA

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *849*

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

soefa.ai Share of Everything for Anything ©

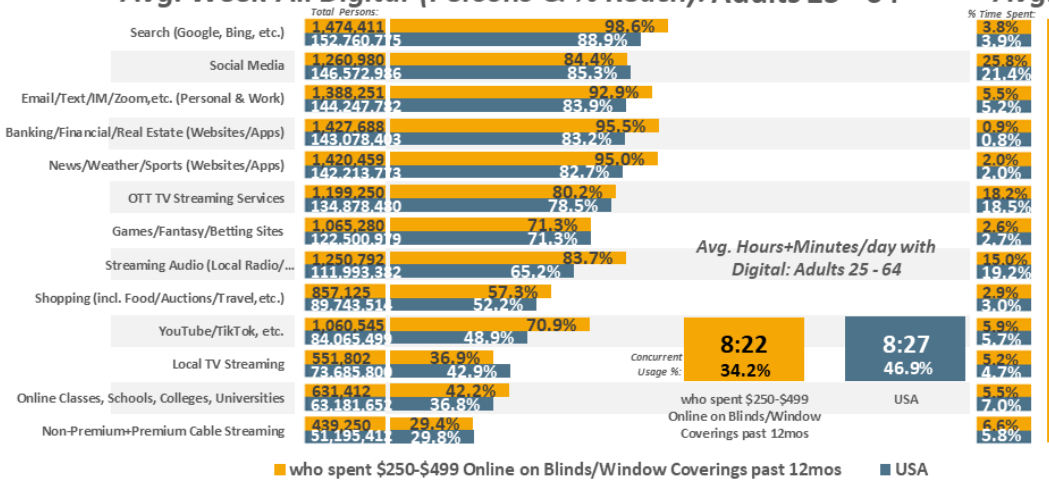
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$100 - $249

BLINDS.COM

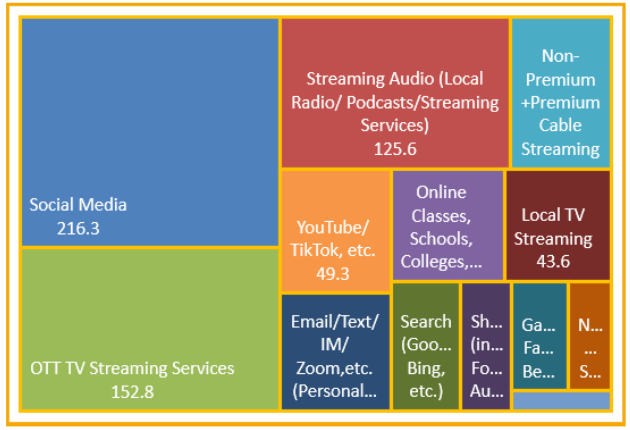
$250-$499

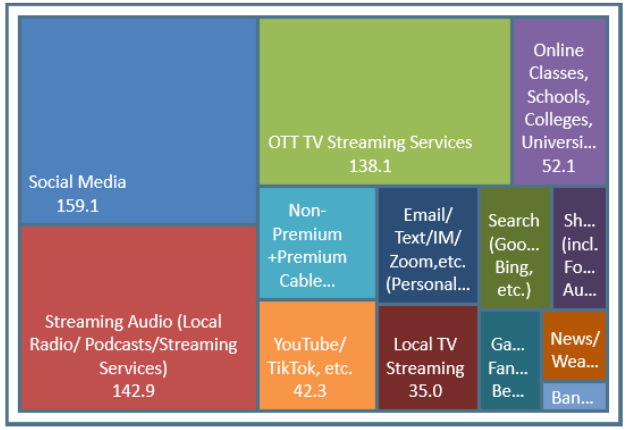
1,026,049 or 68.6% of Adults 25 - 64 who spent $250-$499 Online on Blinds/Window Coverings past 12mos use Ad-Supported Social Media for an average of 199. minutes every day representing 31.% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



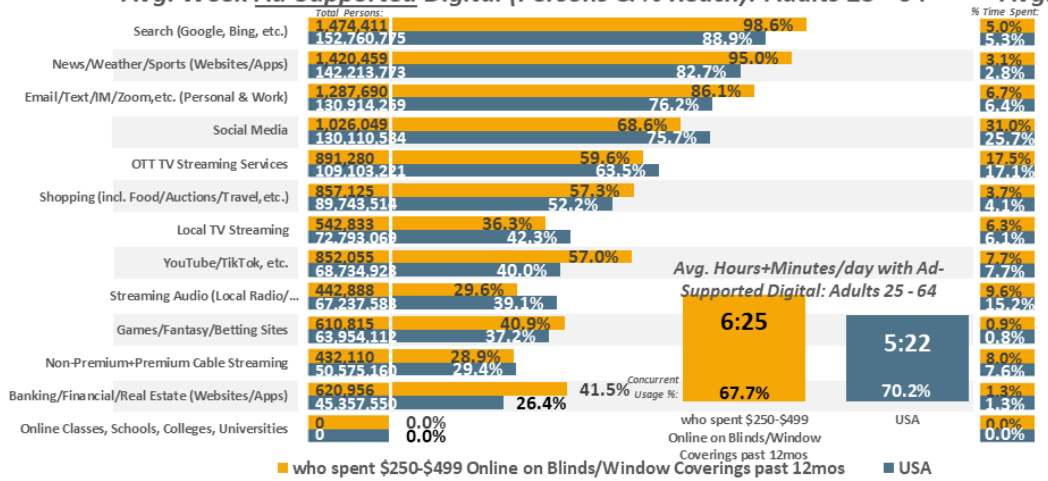
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



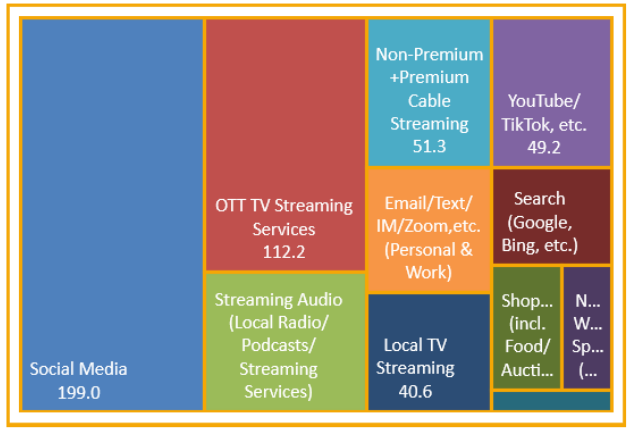


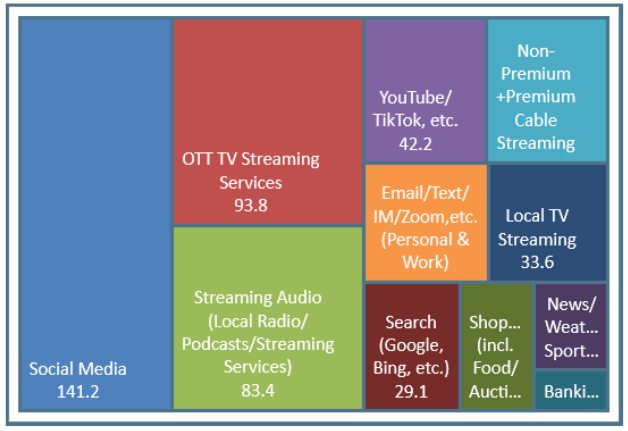
who spent $250-$499 Online on Blinds/Window Coverings past 12mos ■ USA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





who spent $250-$499 Online on Blinds/Window Coverings past 12mos ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

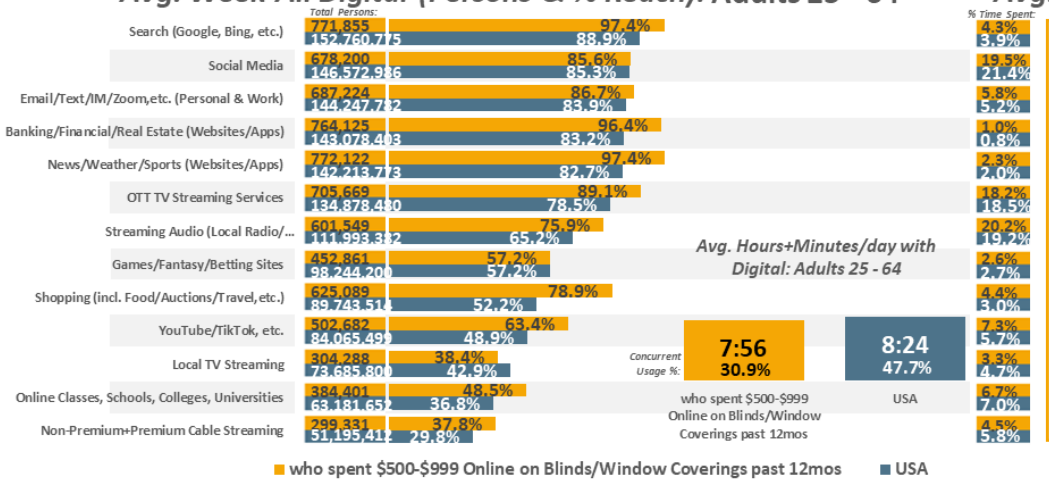
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$250 - $499

BLINDS.COM

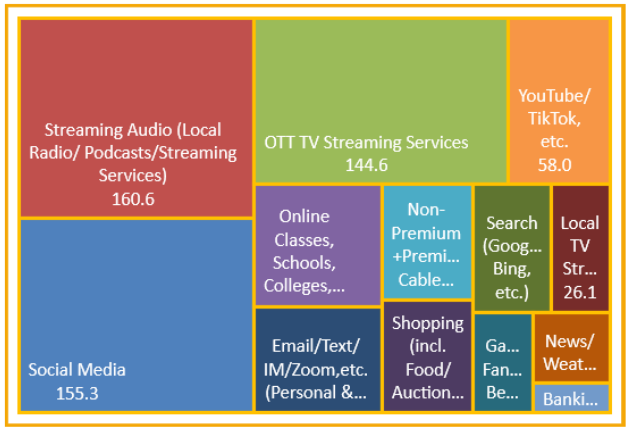
$500-$999

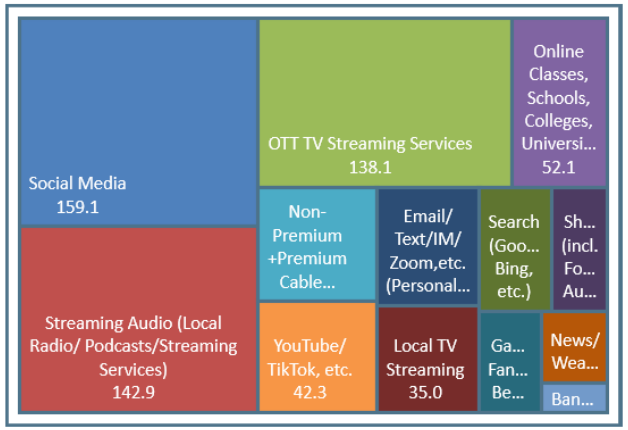
607,622 or 76.7% of Adults 25 - 64 who spent $500-$999 Online on Blinds/Window Coverings past 12mos use Ad-Supported Social Media for an average of 142.9 minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



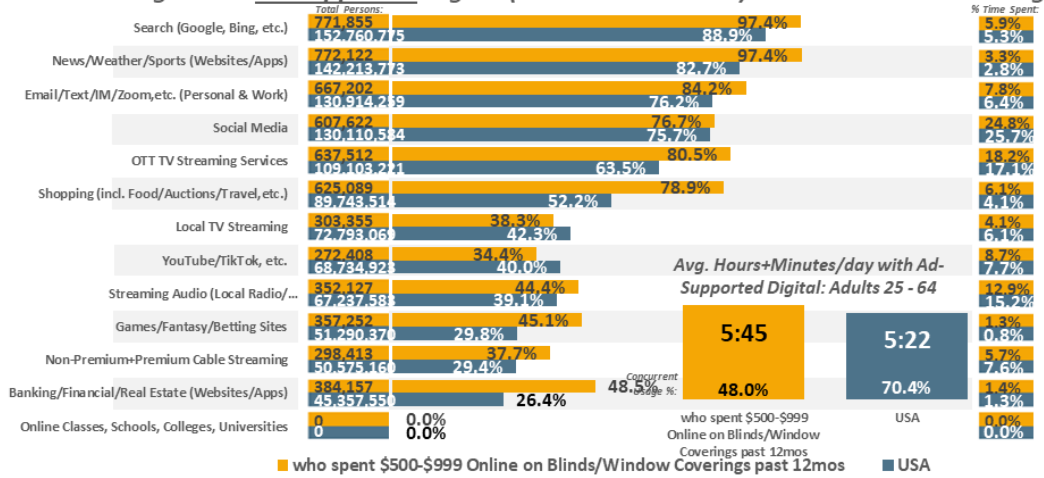
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



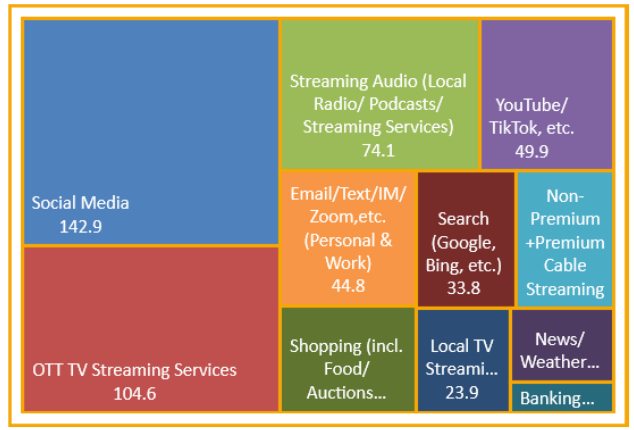


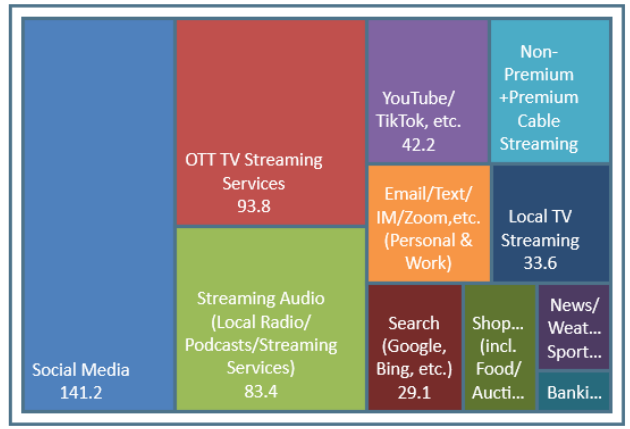
who spent $500-$999 Online on Blinds/Window Coverings past 12mos ■ USA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





who spent $500-$999 Online on Blinds/Window Coverings past 12mos ■ USA

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *849*

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

soefa.ai Share of Everything for Anything ©

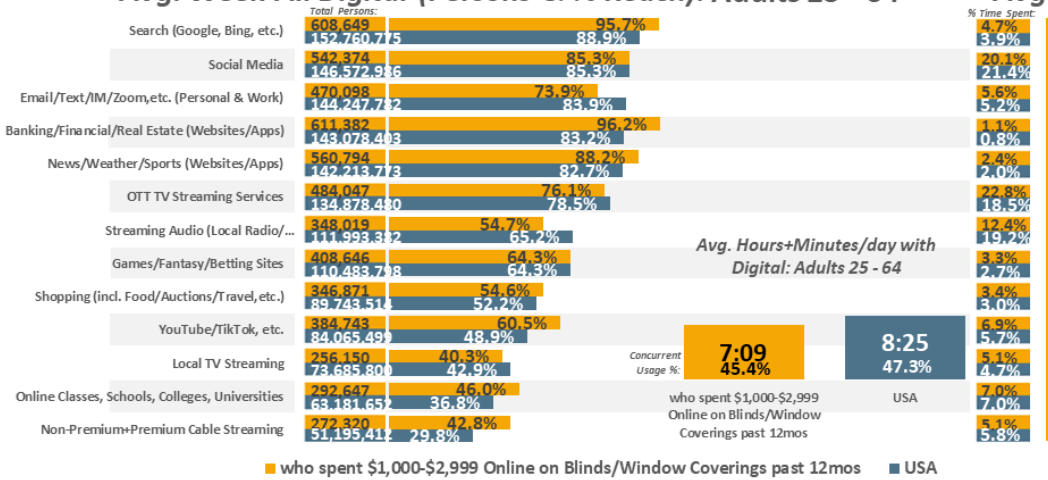
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$500 - $999

BLINDS.COM

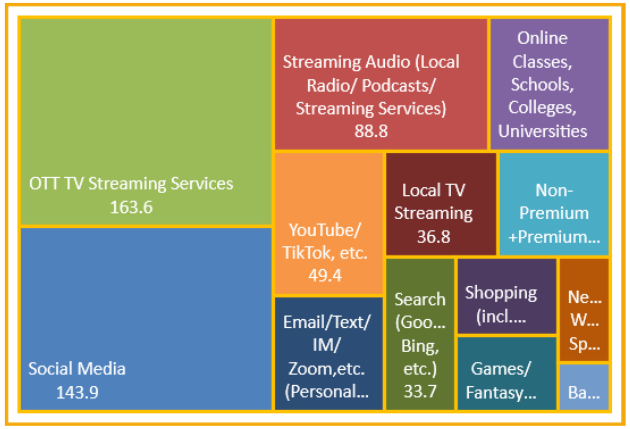
$1,000-$2,999

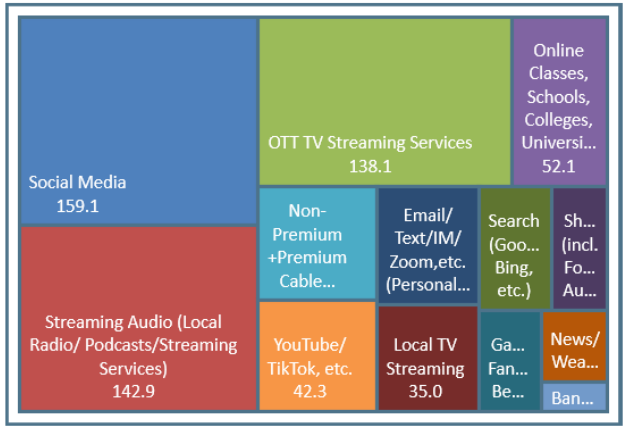
464,001 or 73.% of Adults 25 - 64 who spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos use Ad-Supported Social Media for an average of 132.4 minutes every day representing 24.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



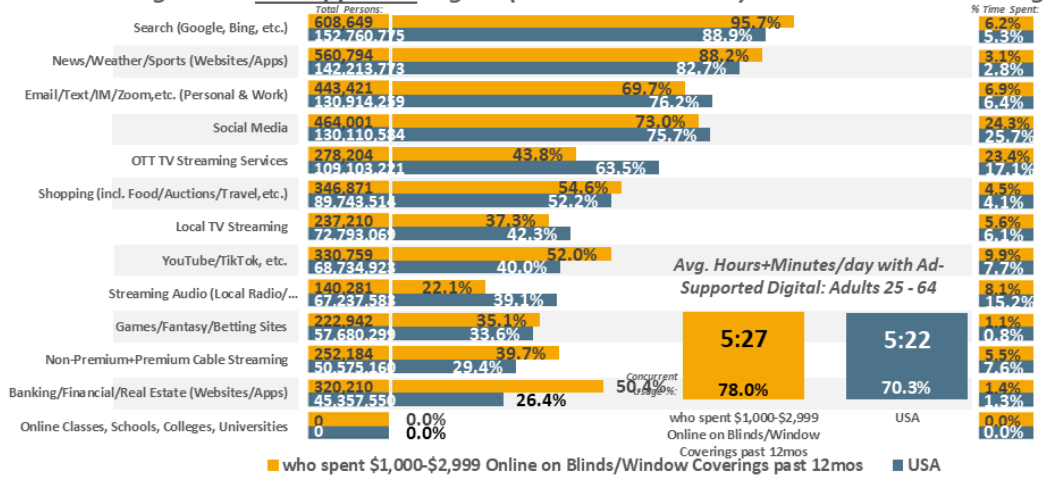
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



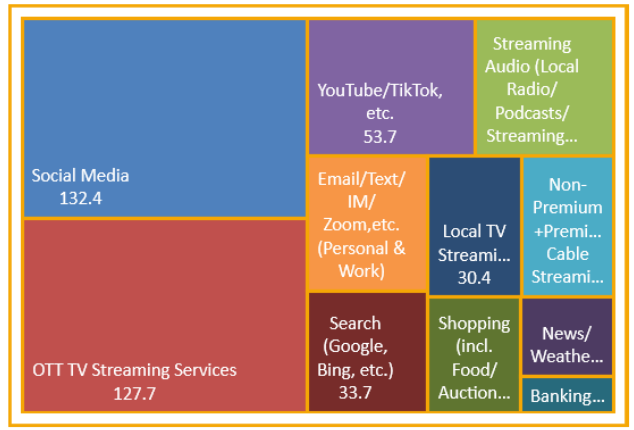


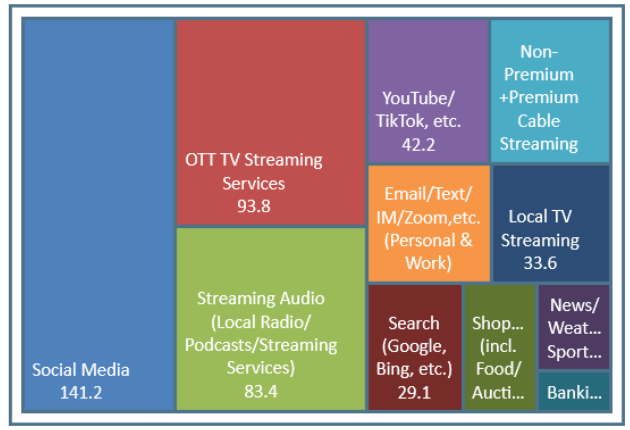
who spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos ■ USA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





who spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos ■ USA

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *849*

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

soefa.ai Share of Everything for Anything ©

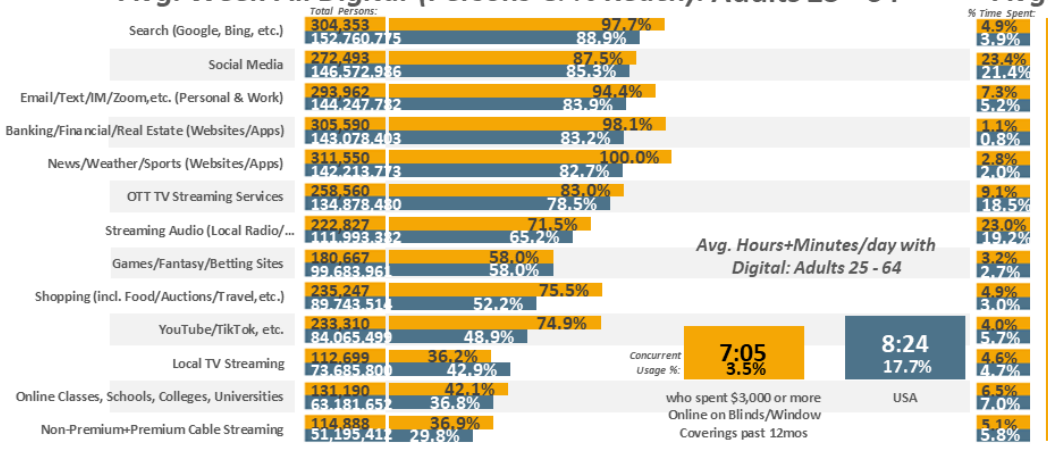
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$1,000 - $2,999

BLINDS.COM

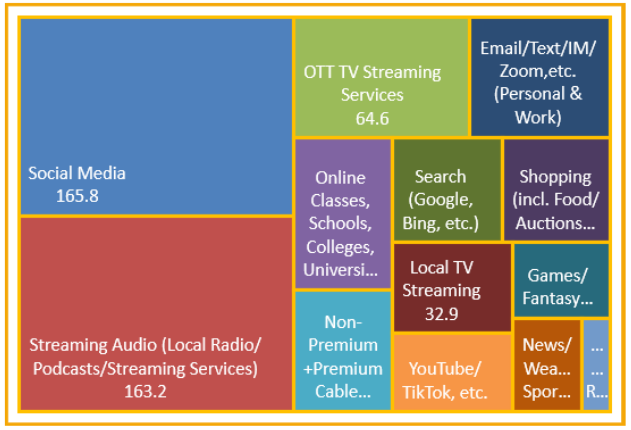
$3,000 or more

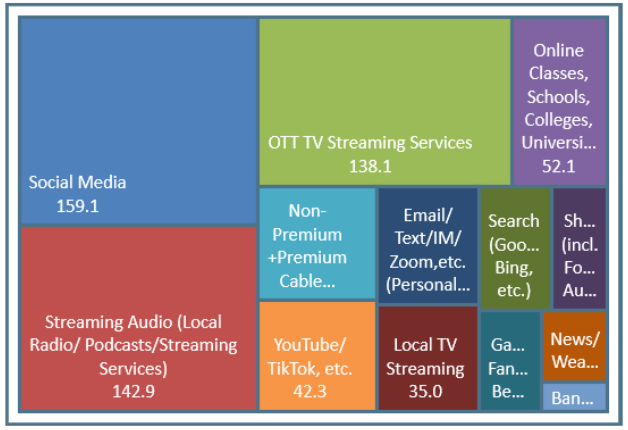
230,064 or 73.8% of Adults 25 - 64 who spent $3,000 or more Online on Blinds/Window Coverings past 12mos use Ad-Supported Social Media for an average of 140. minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

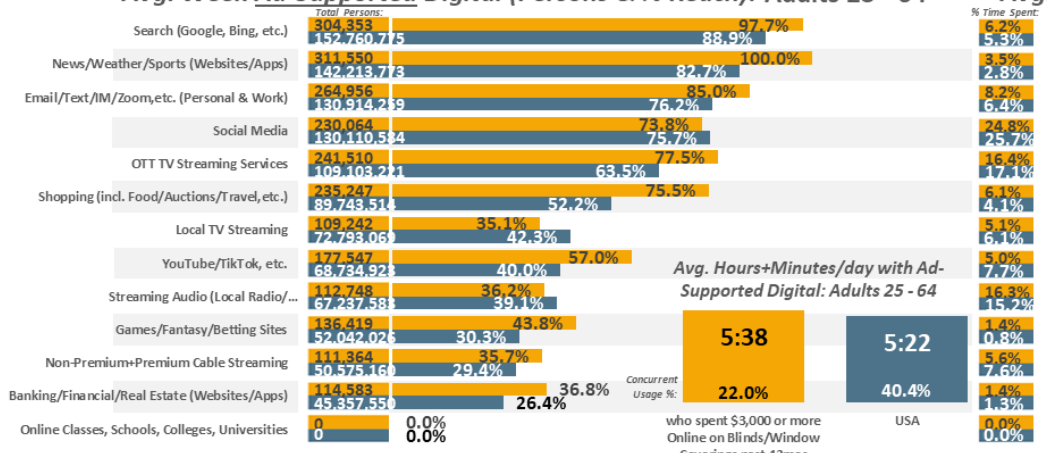




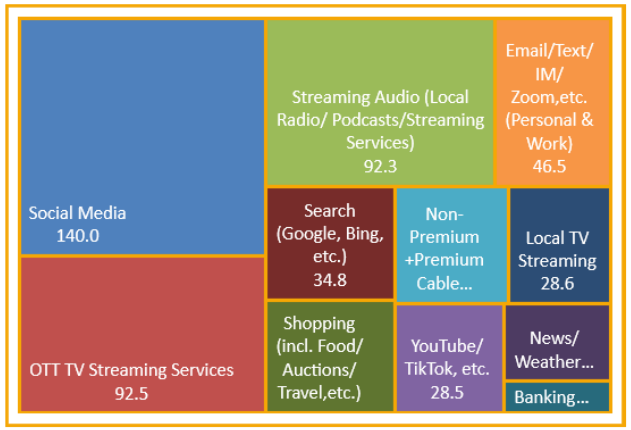
who spent $3,000 or more Online on Blinds/Window Coverings past 12mos ■ USA

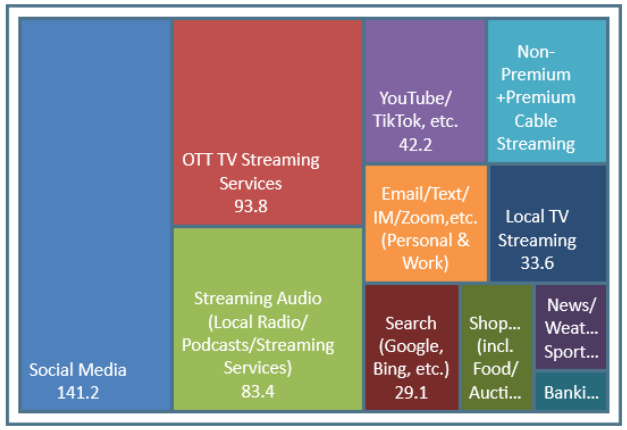
who spent $3,000 or more Online on Blinds/Window Coverings past 12mos ■ USA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





who spent $3,000 or more Online on Blinds/Window Coverings past 12mos ■ USA

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *849*

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

soefa.ai Share of Everything for Anything ©

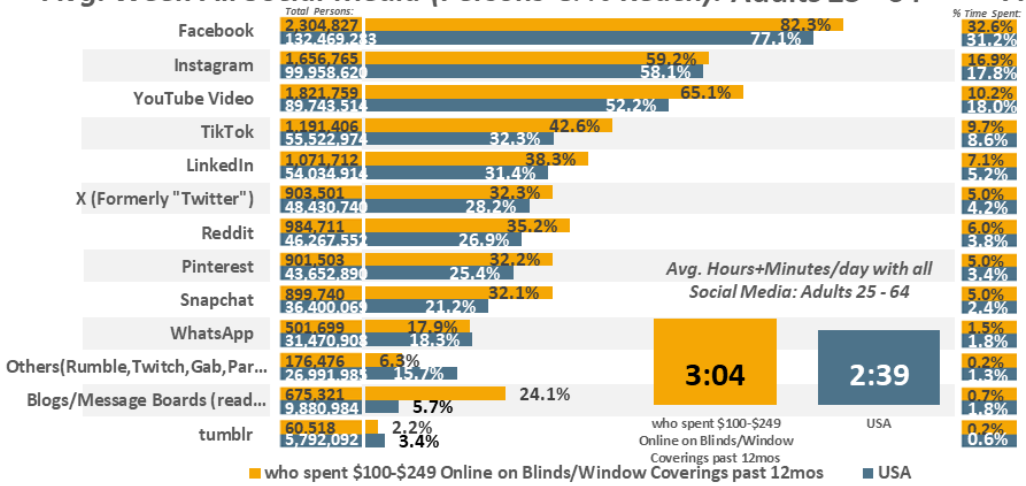
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$3,000 or more

BLINDS.COM

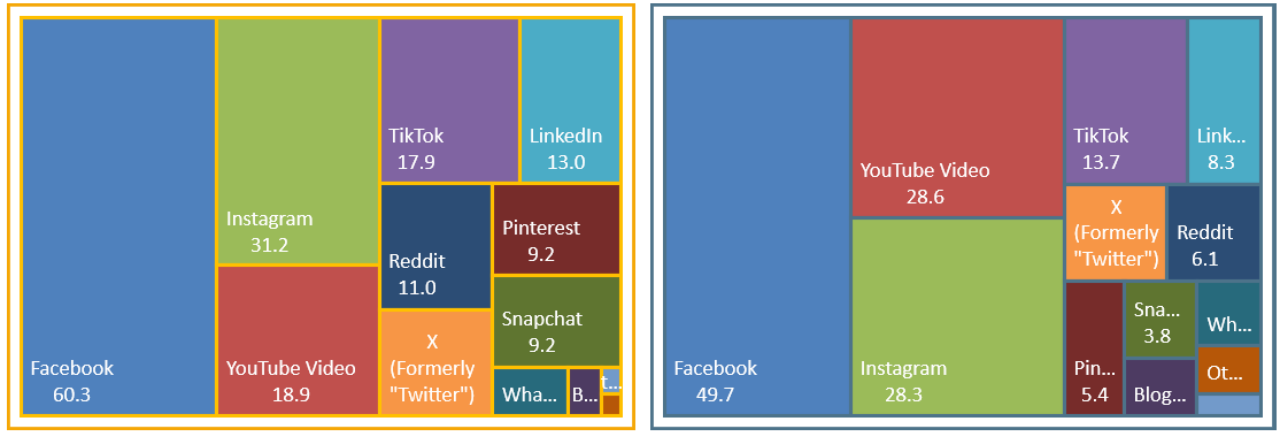
$100-$249

2,122,262 or 75.8% of Adults 25 - 64 who spent $100-$249 Online on Blinds/Window Coverings past 12mos use Ad-Supported Facebook for an average of 56.8 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.

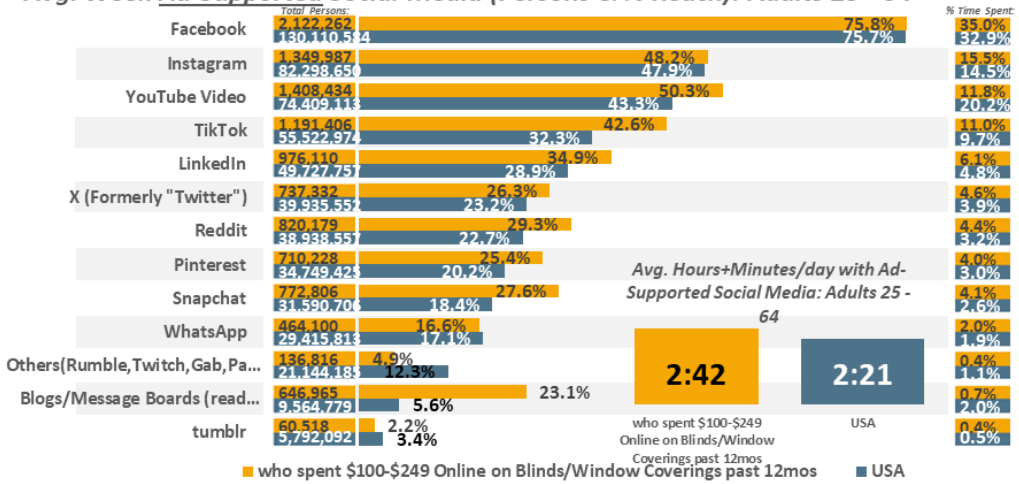
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



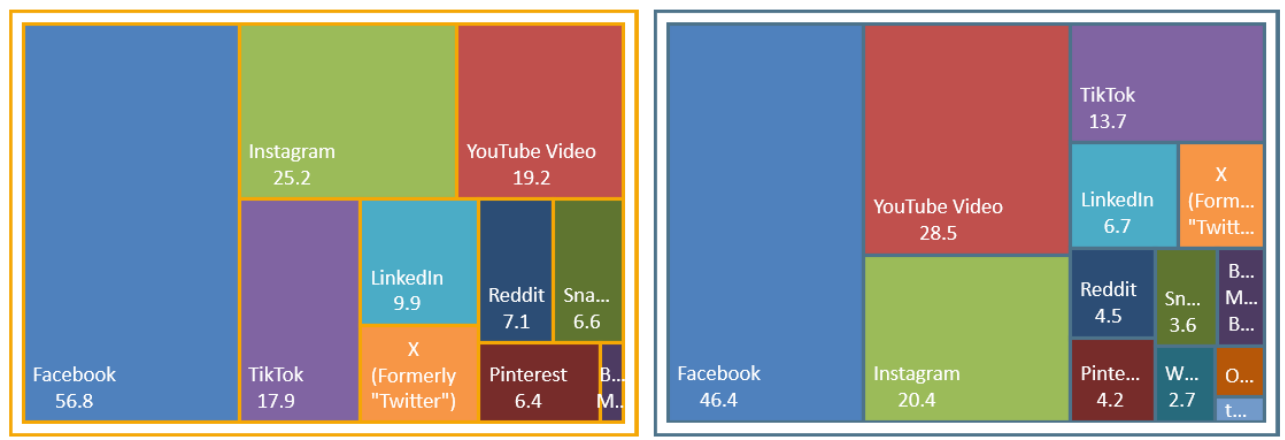
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

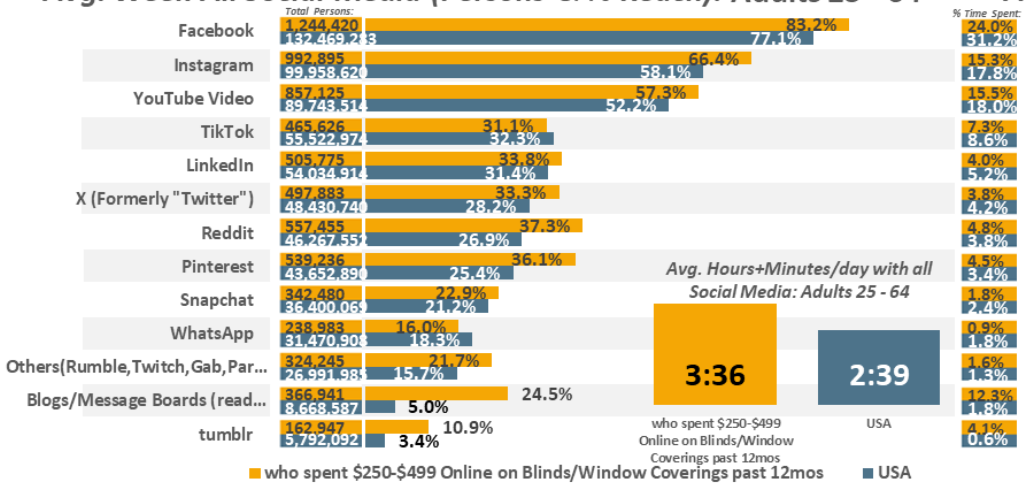
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$100 - $249

BLINDS.COM

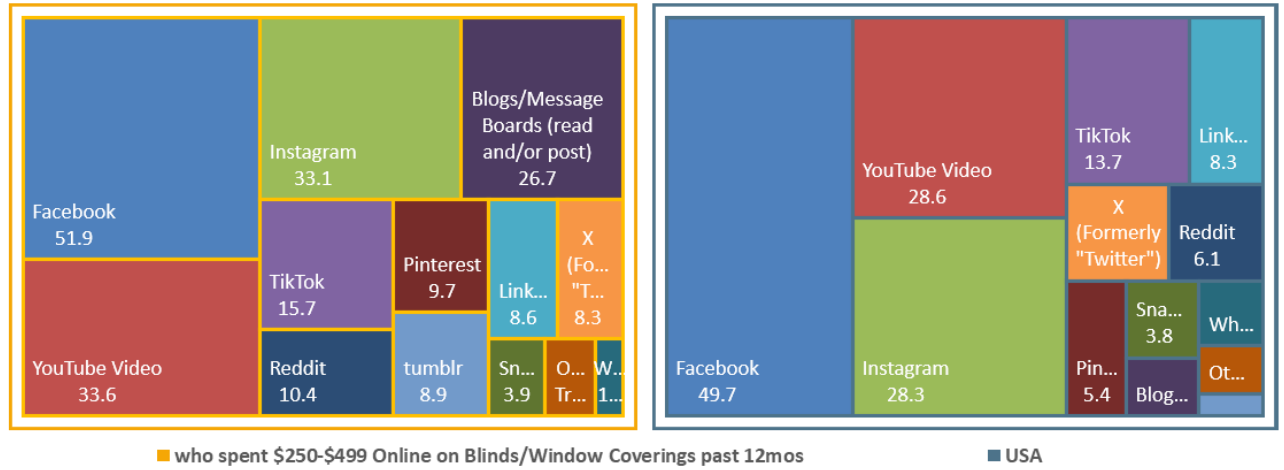
$250-$499

1,026,049 or 68.6% of Adults 25 - 64 who spent $250-$499 Online on Blinds/Window Coverings past 12mos use Ad-Supported Facebook for an average of 44.7 minutes every day representing 25.4% of all time spent daily with Ad-Supported Social Media.

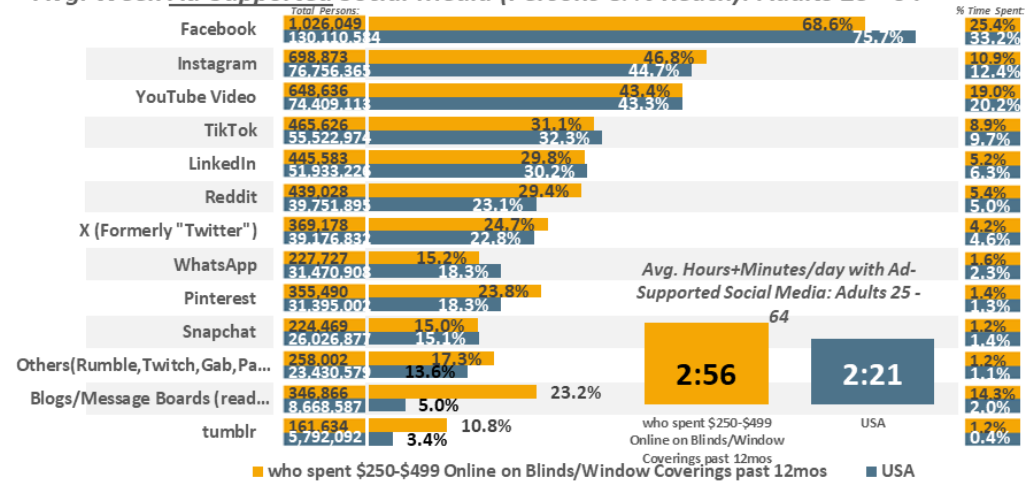
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



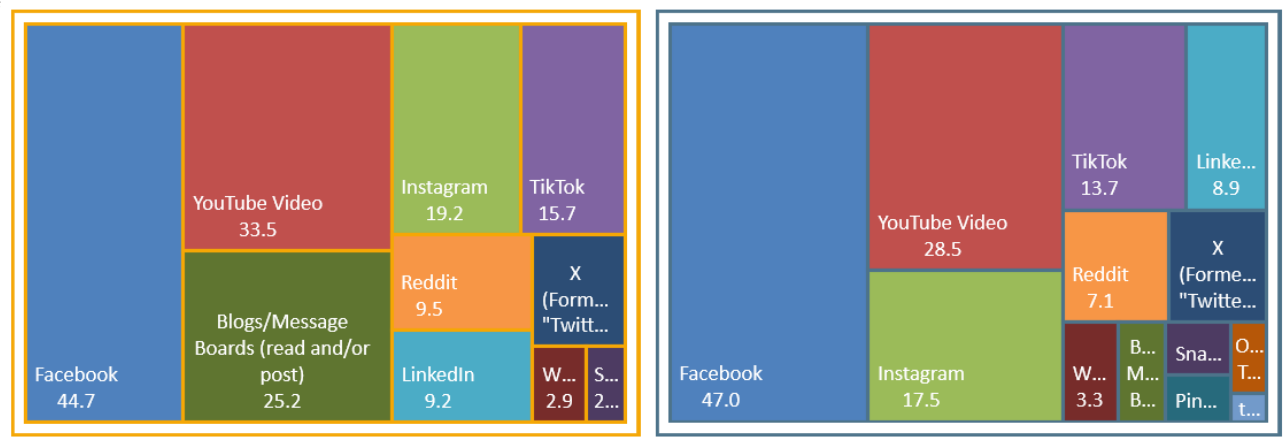
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

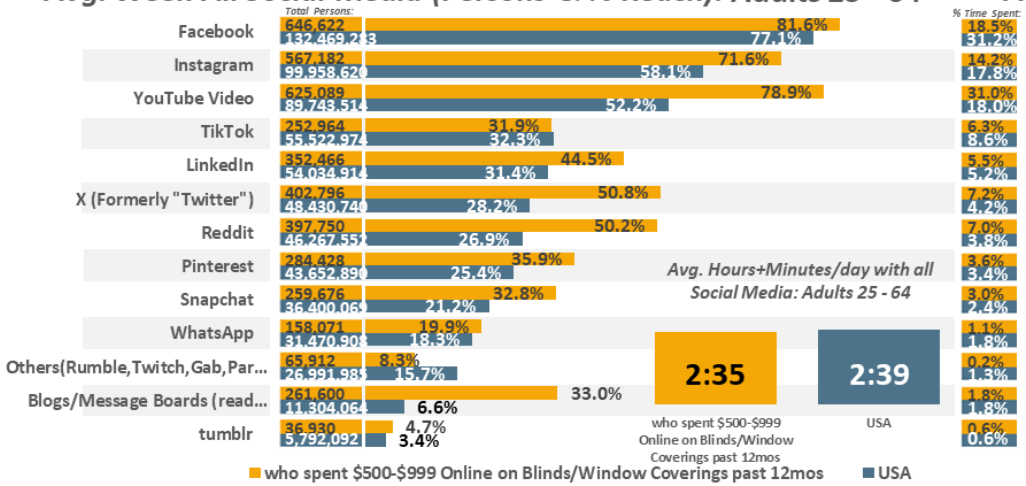
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$250 - $499

BLINDS.COM

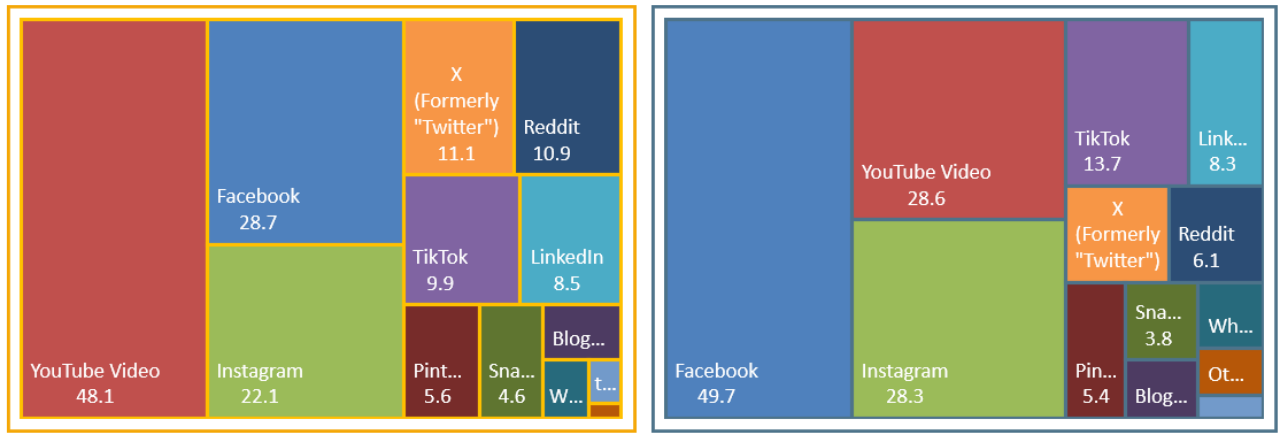
$500-$999

394,814 or 49.8% of Adults 25 - 64 who spent $500-$999 Online on Blinds/Window Coverings past 12mos use Ad-Supported YouTube Video for an average of 40.1 minutes every day representing 28.8% of all time spent daily with Ad-Supported Social Media.

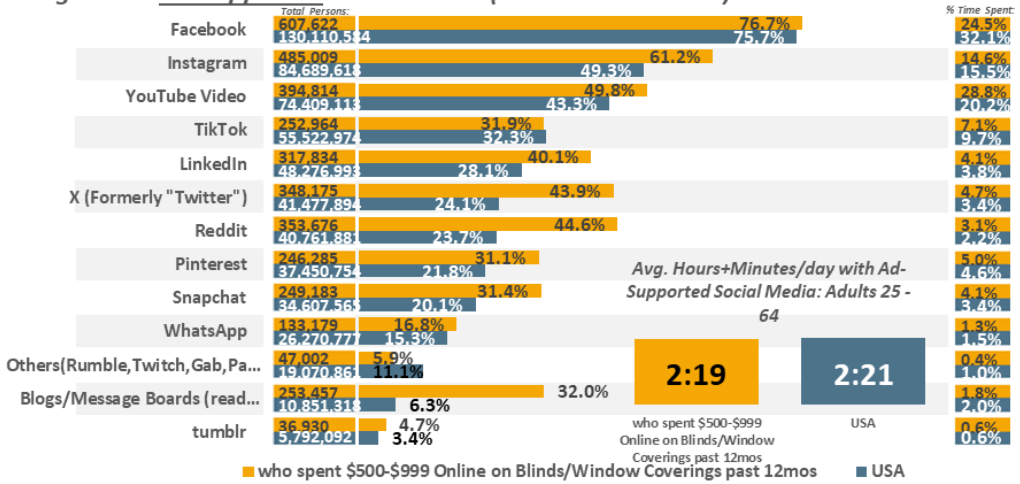
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



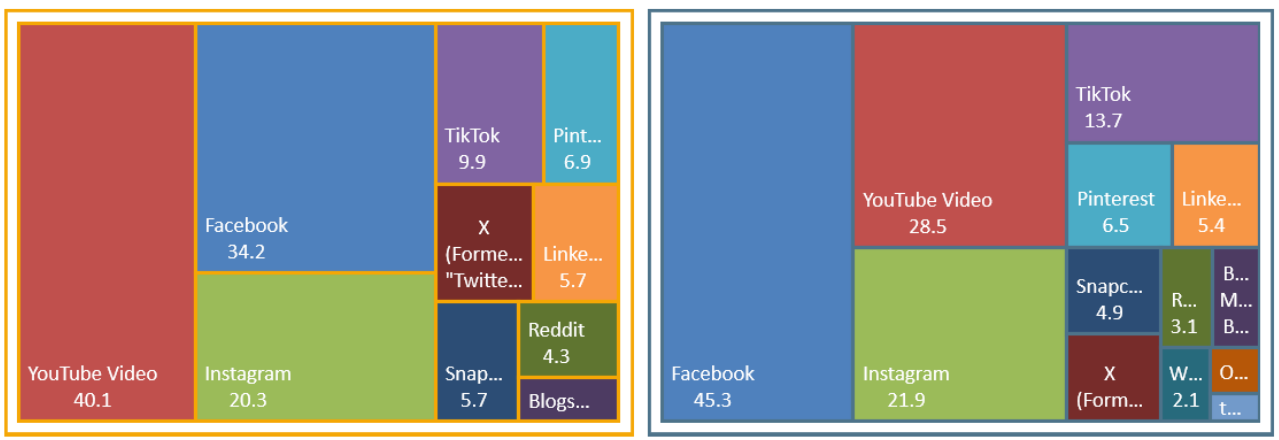
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

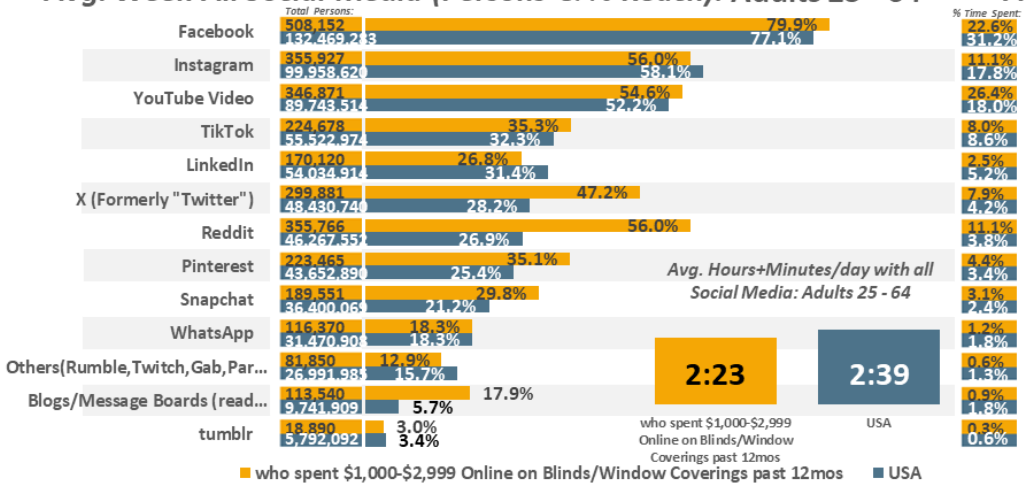
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$500 - $999

BLINDS.COM

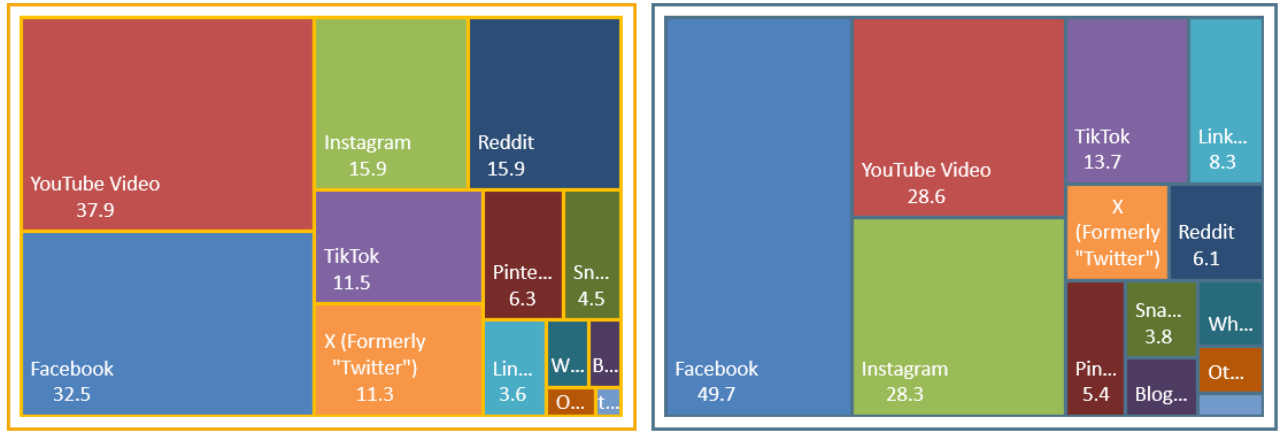
$1,000-$2,999

292,886 or 46.1% of Adults 25 - 64 who spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos use Ad-Supported YouTube Video for an average of 42.2 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

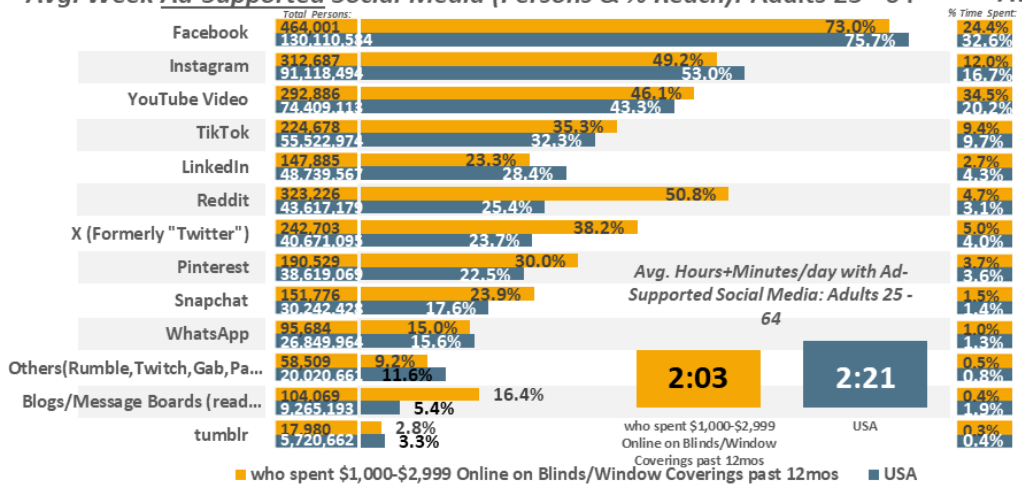
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



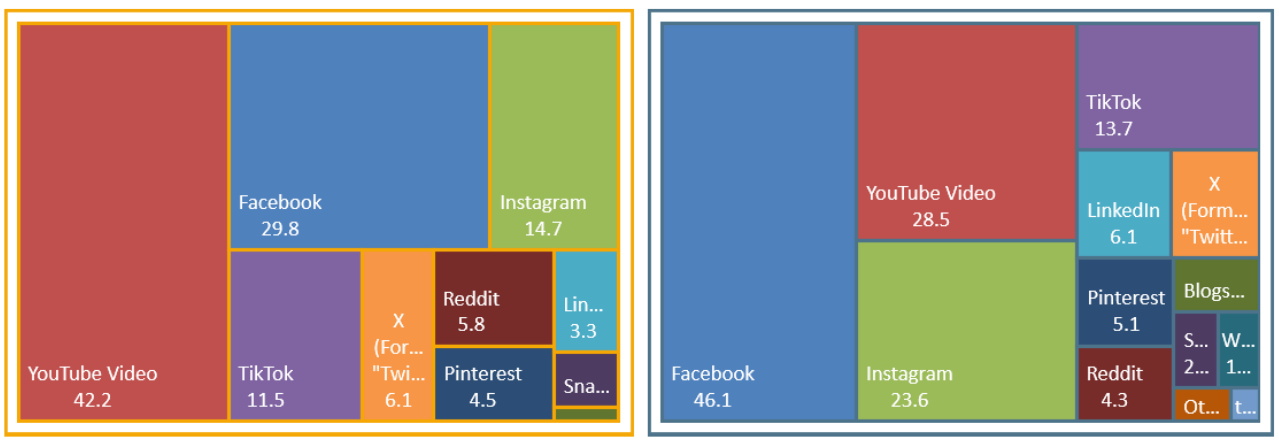
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

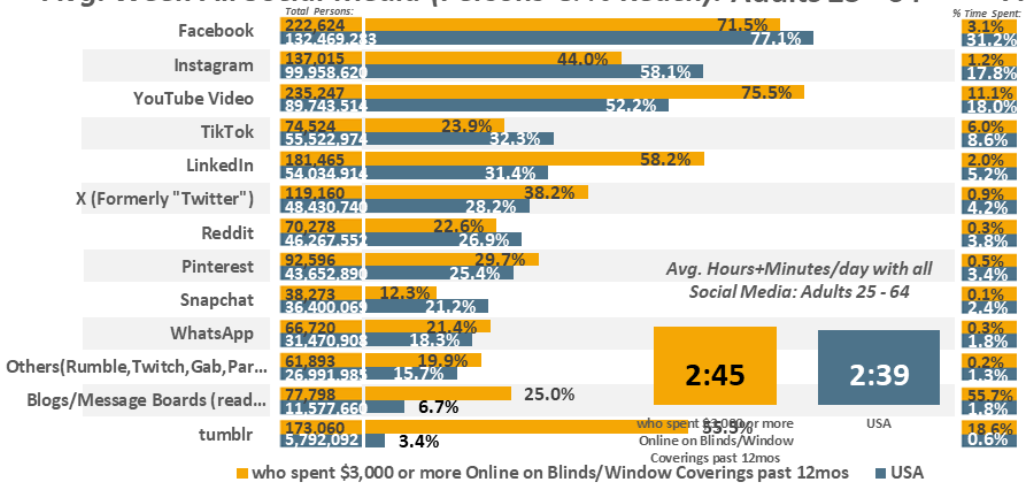
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$1,000 - $2,999

BLINDS.COM

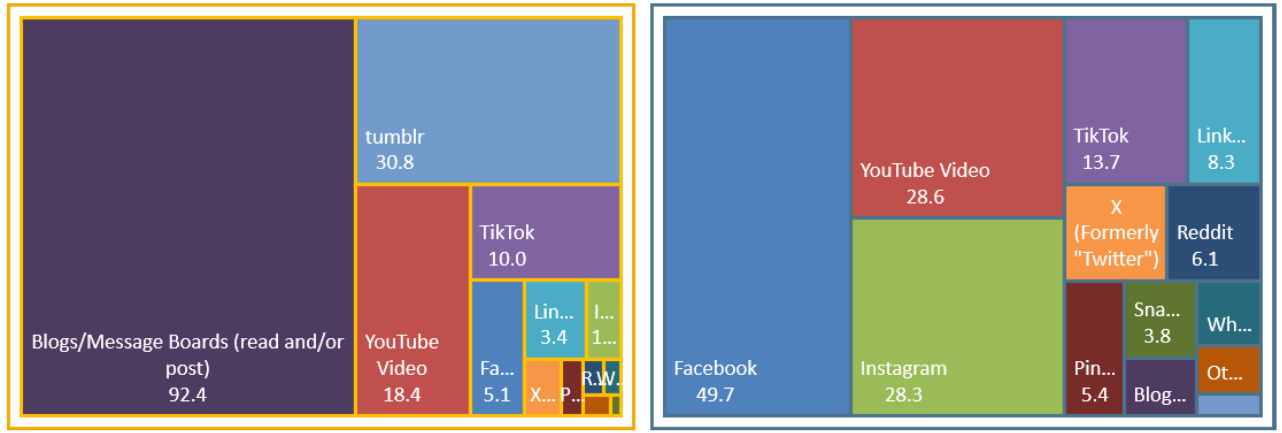
$3,000 or more

179,484 or 57.6% of Adults 25 - 64 who spent $3,000 or more Online on Blinds/Window Coverings past 12mos use Ad-Supported YouTube Video for an average of 18.5 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

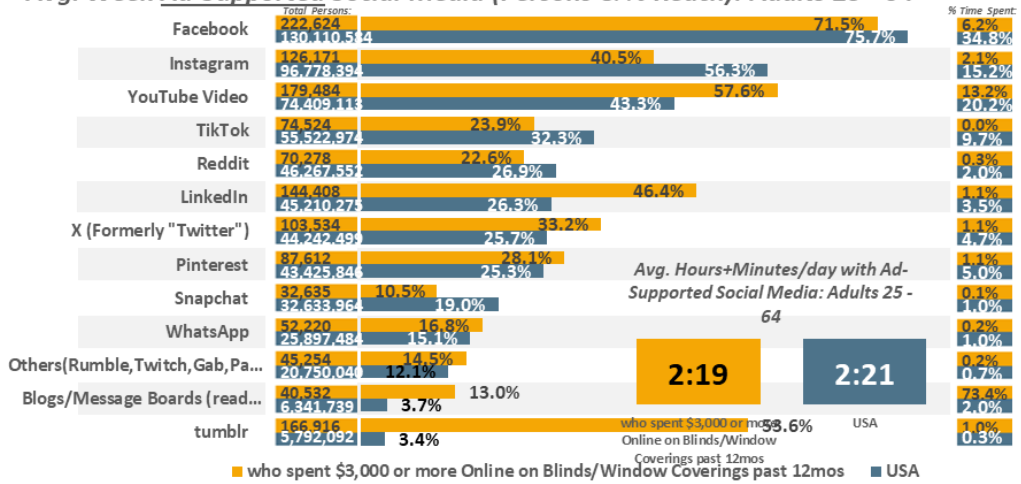
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



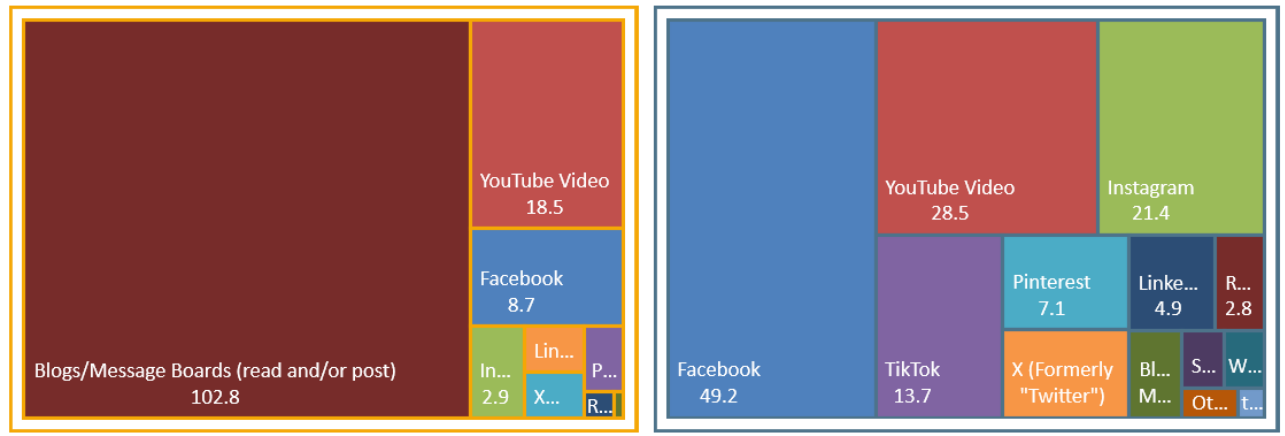
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

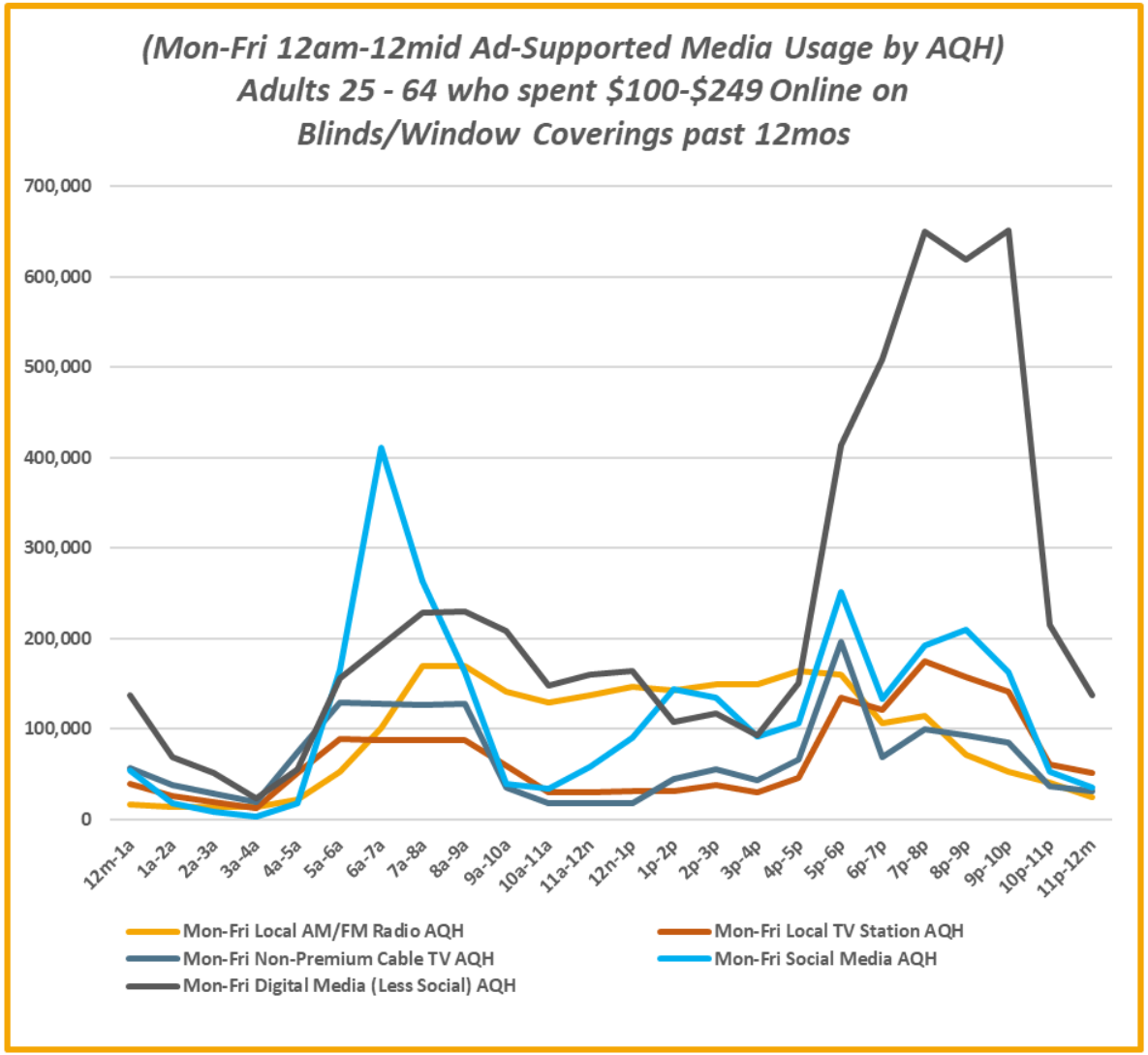
soefa.ai Share of Everything for Anything ©

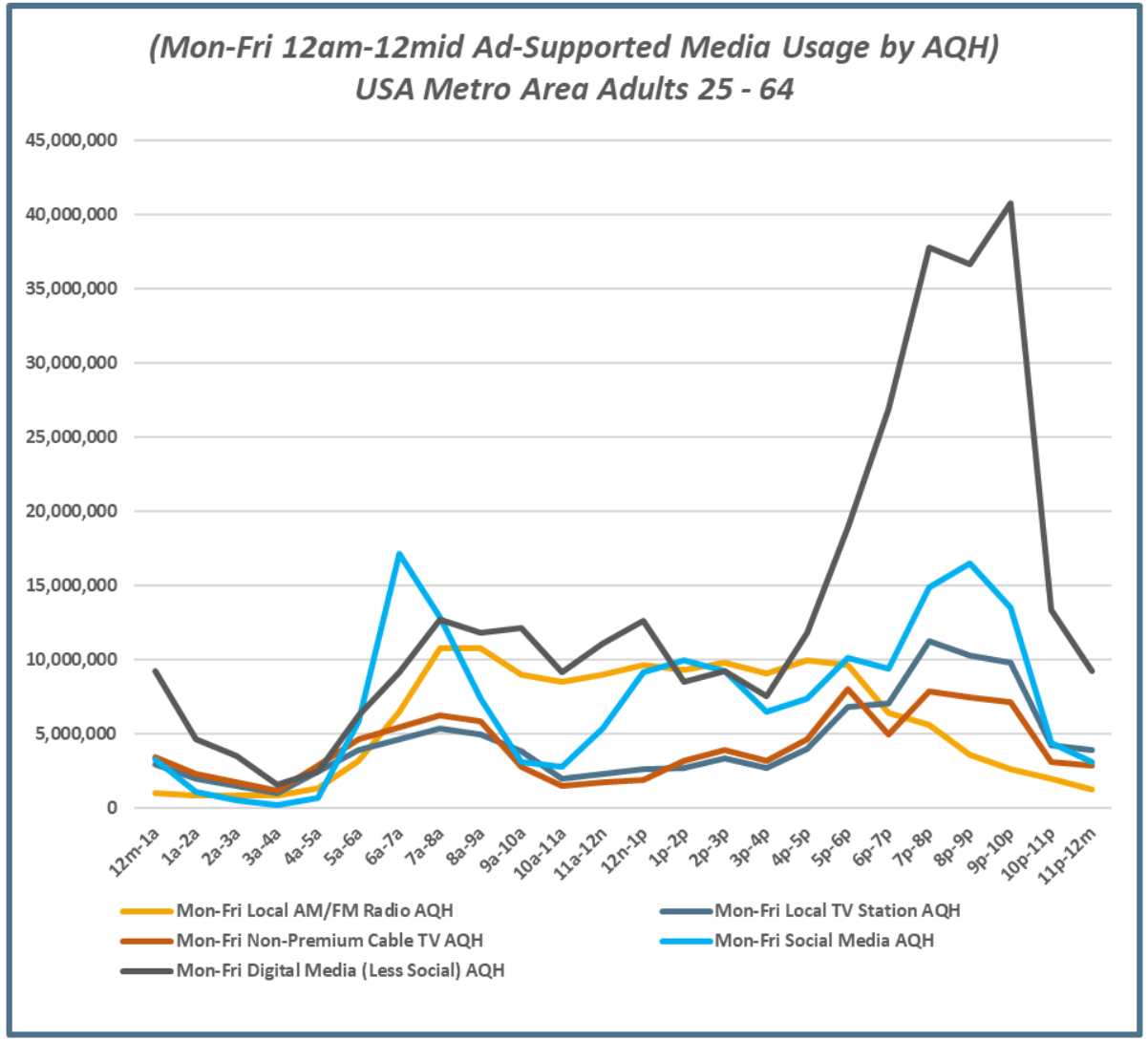
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$3,000 or more

BLINDS.COM

$100-$249

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 209,807; Social Media: 147,827; Local Radio: 143,694; Non-Prem. Cable: 73,118; Local TV: 62,873 reaching Adults 25 - 64 who spent $100-$249 Online on Blinds/Window Coveri





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

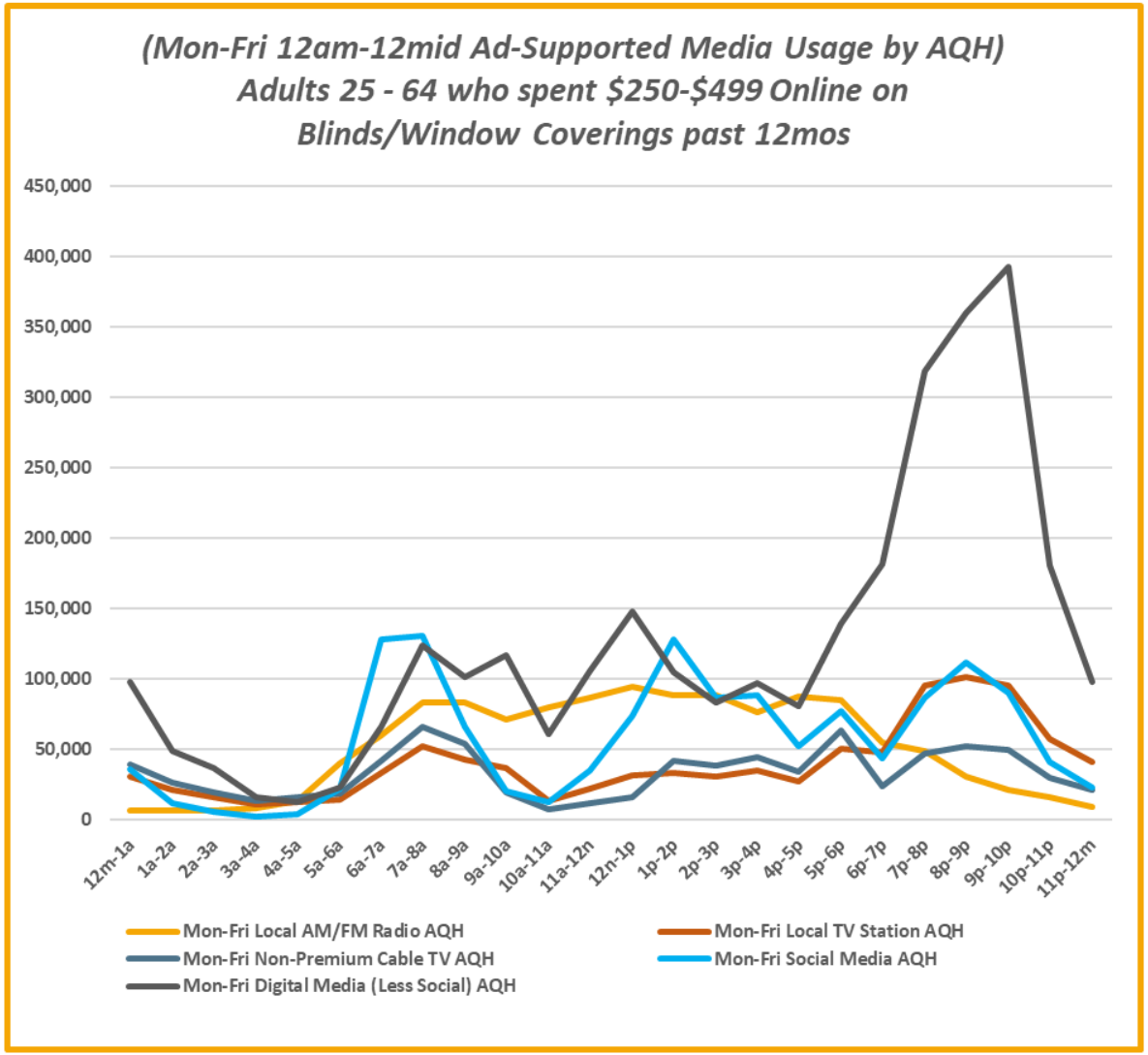
soefa.ai Share of Everything for Anything ©

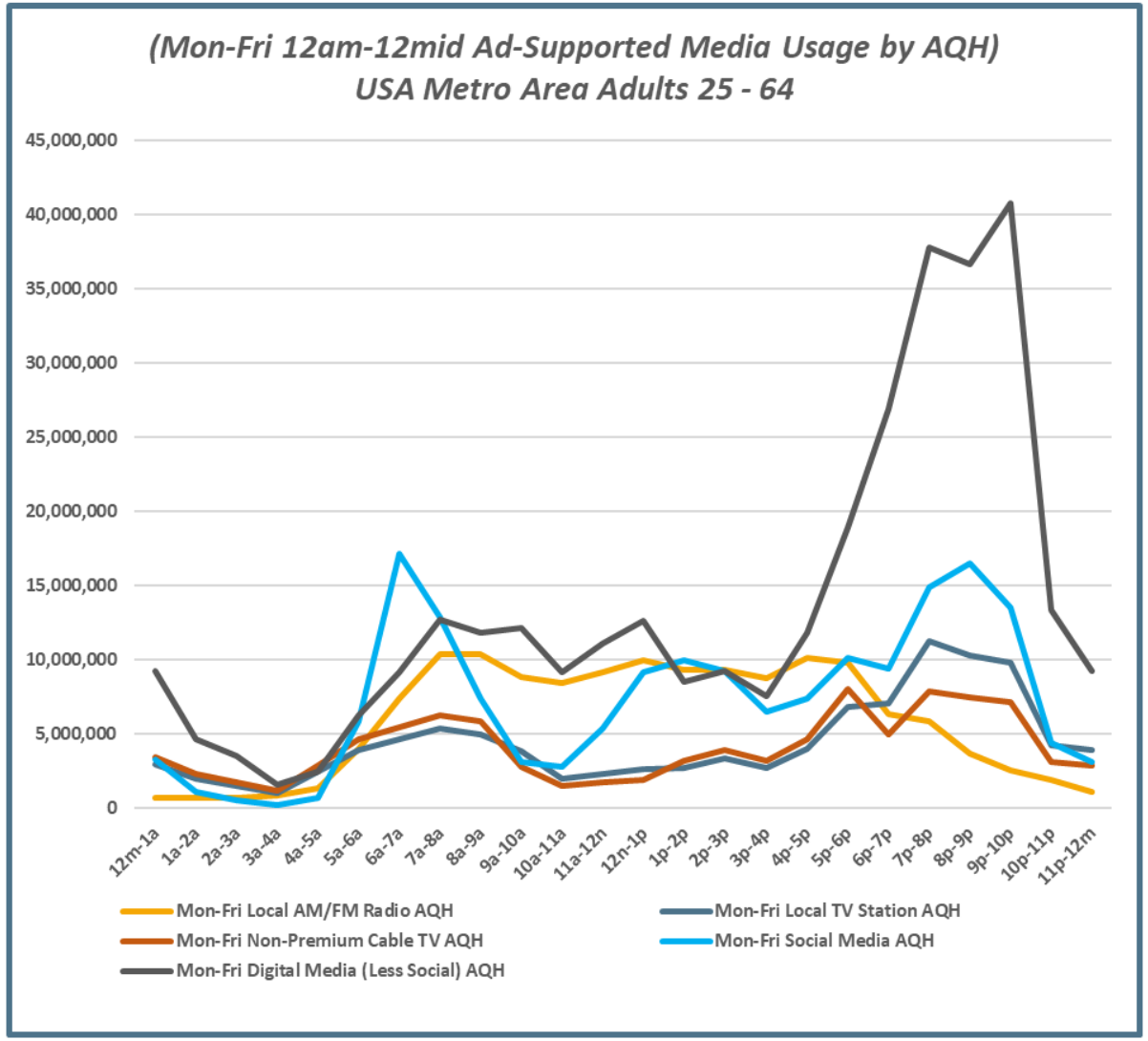
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$100 - $249

BLINDS.COM

$250-$499

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 108,135; Local Radio: 79,932; Social Media: 72,445; Non-Prem. Cable: 35,504; Local TV: 35,178 reaching Adults 25 - 64 who spent $250-$499 Online on Blinds/Window Covering





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

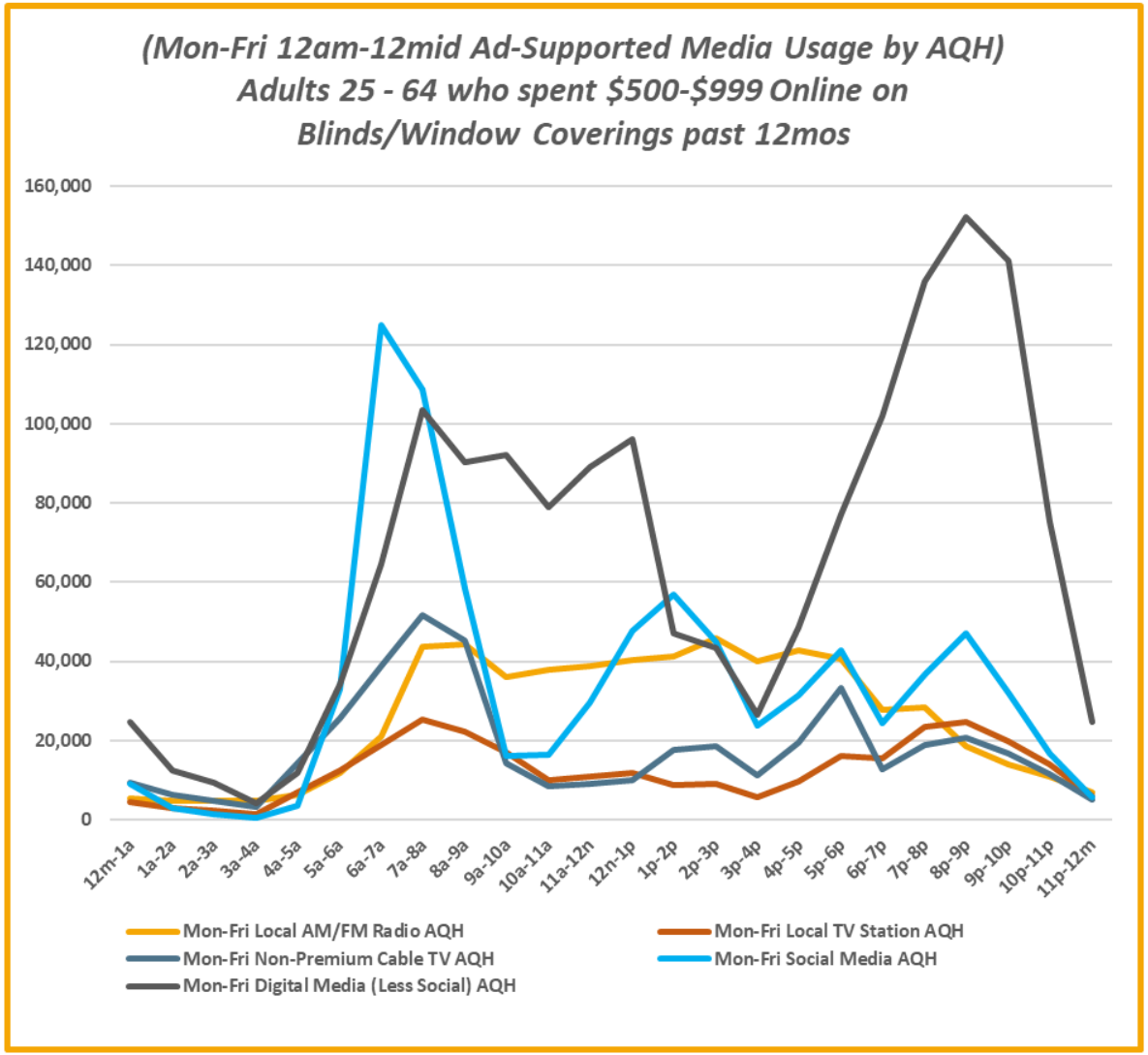
soefa.ai Share of Everything for Anything ©

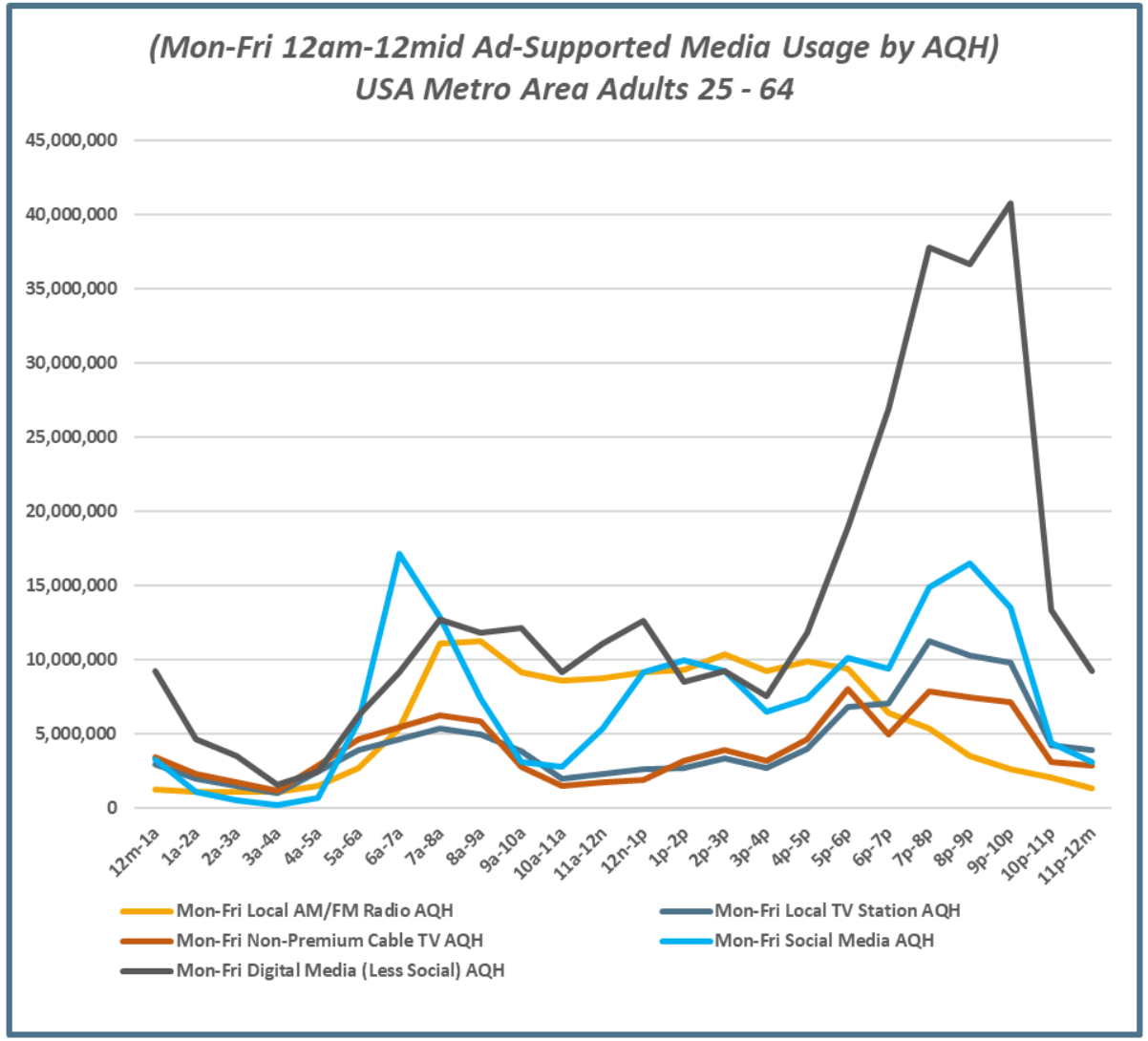
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$250 - $499

BLINDS.COM

$500-$999

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 73,757; Social Media: 48,103; Local Radio: 38,460; Non-Prem. Cable: 22,320; Local TV: 13,887 reaching Adults 25 - 64 who spent $500-$999 Online on Blinds/Window Coverings





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

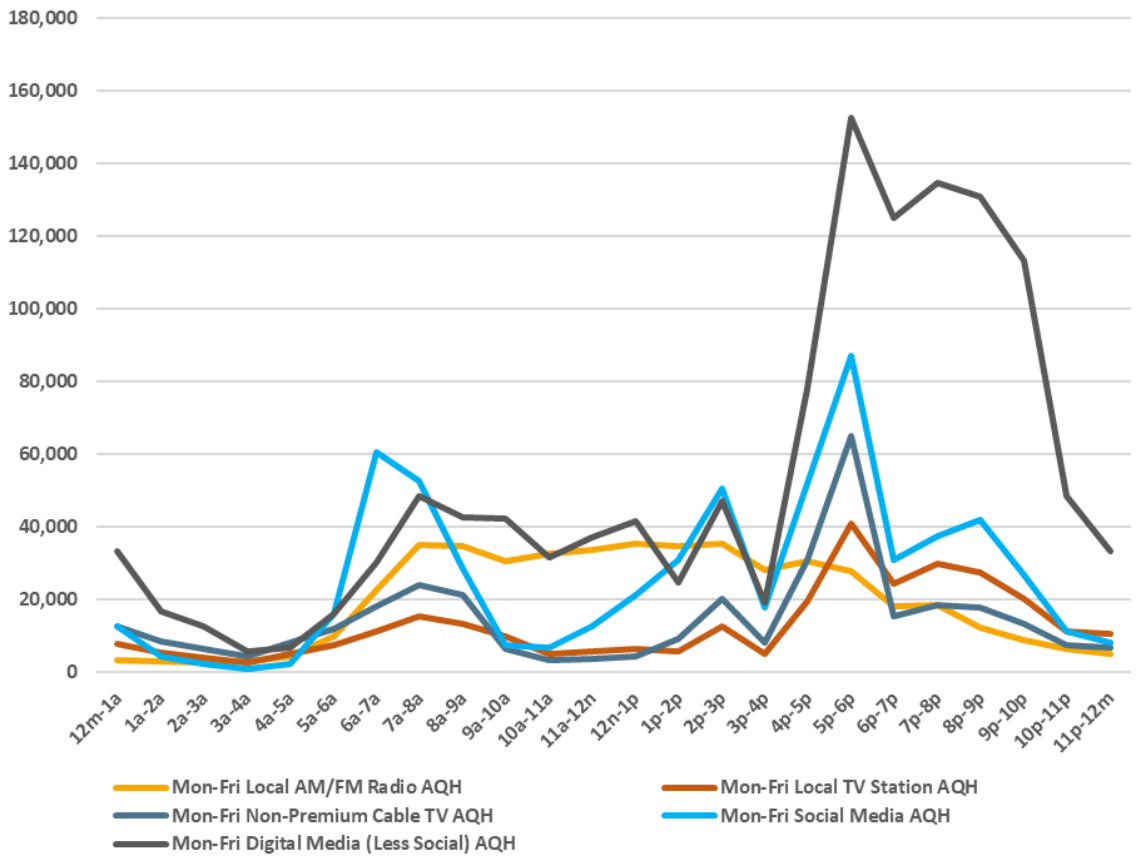
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$500 - $999

BLINDS.COM

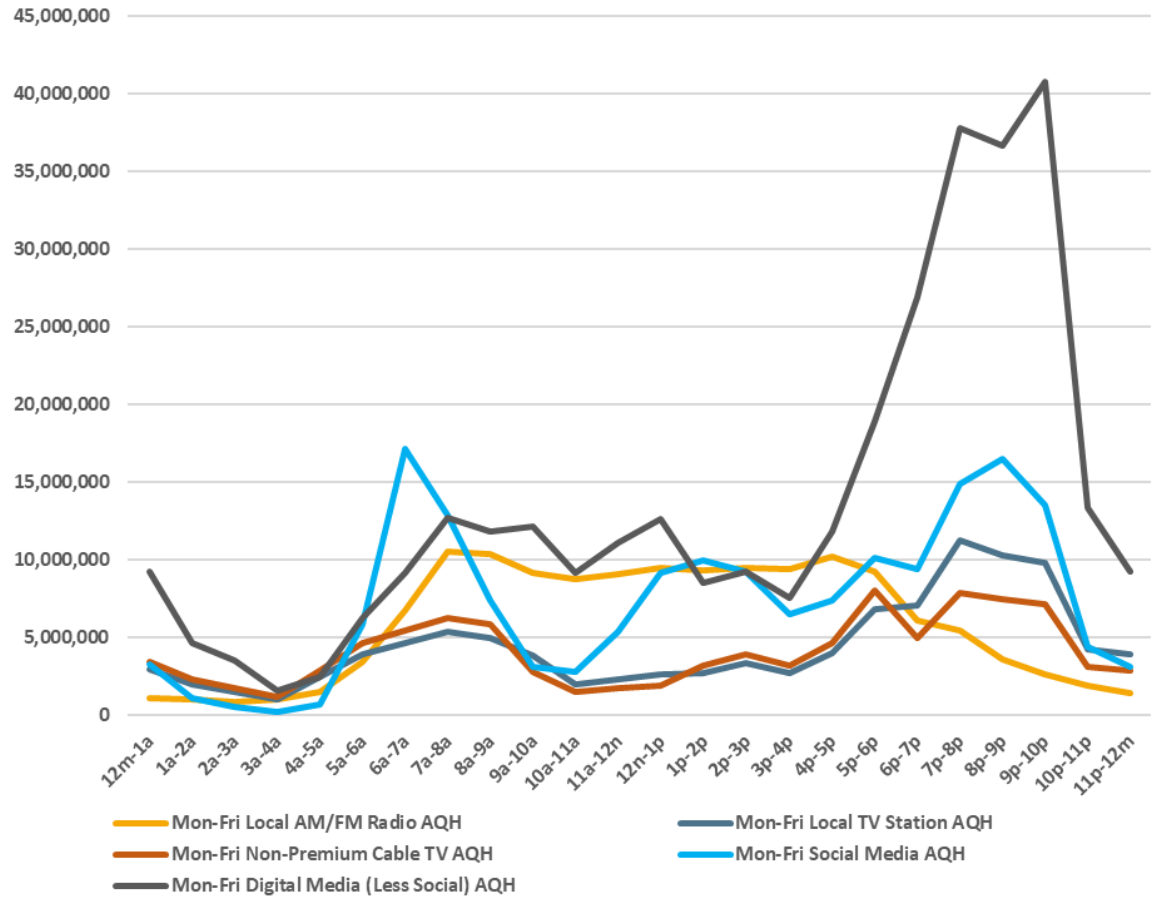
$1,000-$2,999

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 55,390; Social Media: 35,318; Local Radio: 30,686; Non-Prem. Cable: 17,663; Local TV: 13,508 reaching Adults 25 - 64 who spent $1,000-$2,999 Online on Blinds/Window Cover

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

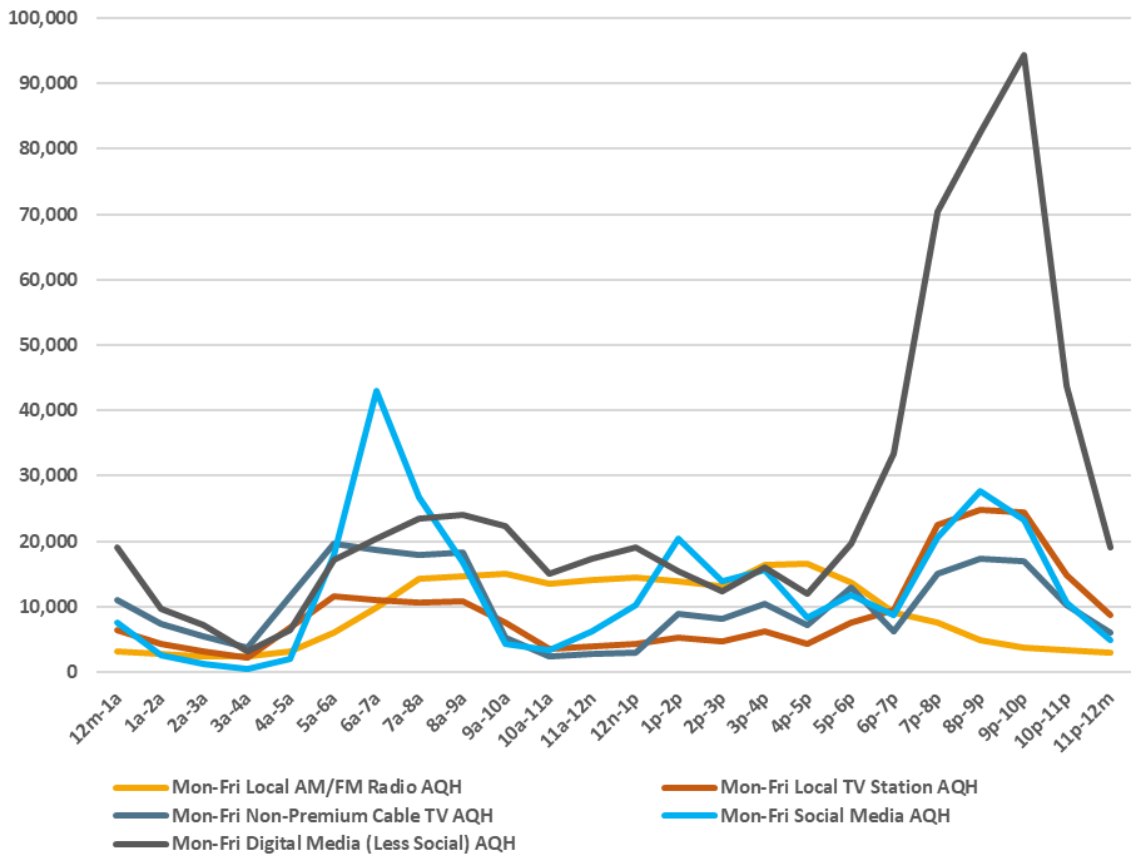
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$1,000 - $2,999

BLINDS.COM

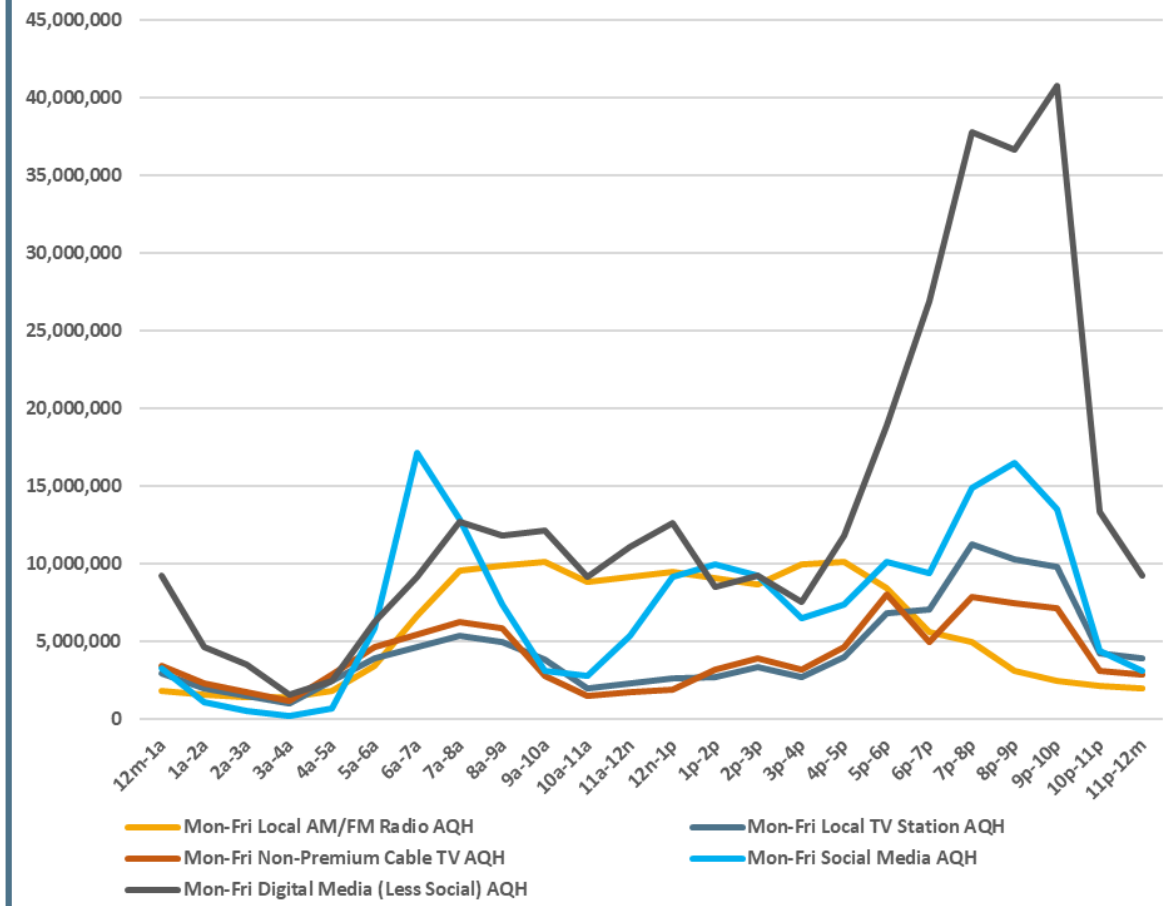
$3,000 or more

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,254; Social Media: 14,571; Local Radio: 13,746; Non-Prem. Cable: 9,415; Local TV: 6,889 reaching Adults 25 - 64 who spent $3,000 or more Online on Blinds/Window Coveri

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who spent $3,000 or more Online on Blinds/Window Coverings past 12mos



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

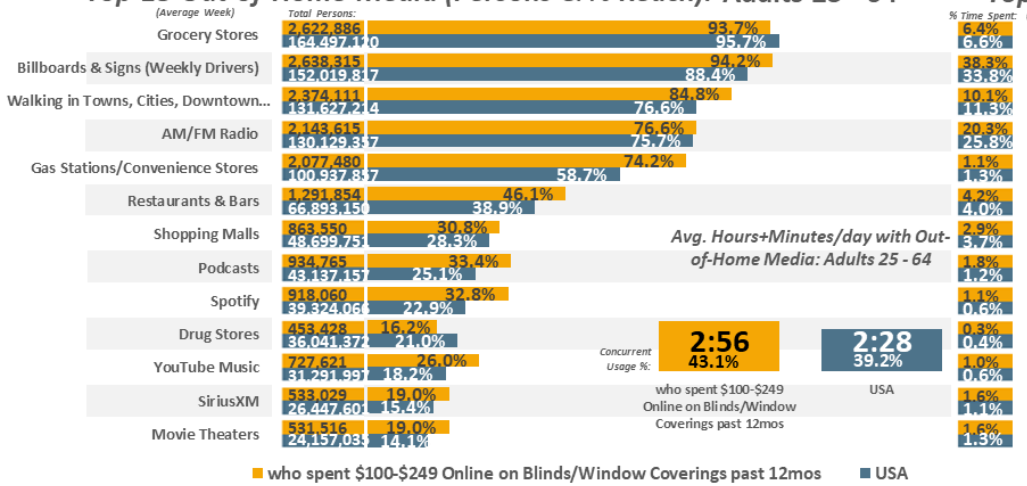
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$3,000 or more

BLINDS.COM

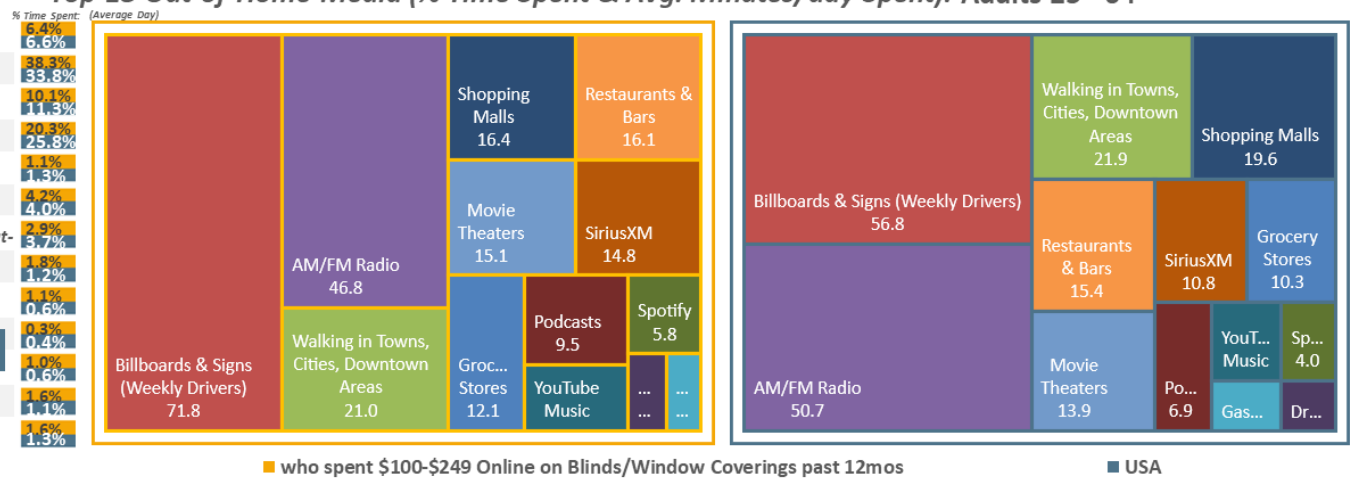
$100-$249

2,638,315 or 94.2% of Adults 25 - 64 who spent $100-$249 Online on Blinds/Window Coverings past 12mos spend an average of 71.8 minutes per day driving, seeing Billboards and Signs. 72.6% Listen to Local Radio Stations Out-of-Home for an average of 42.1 mi

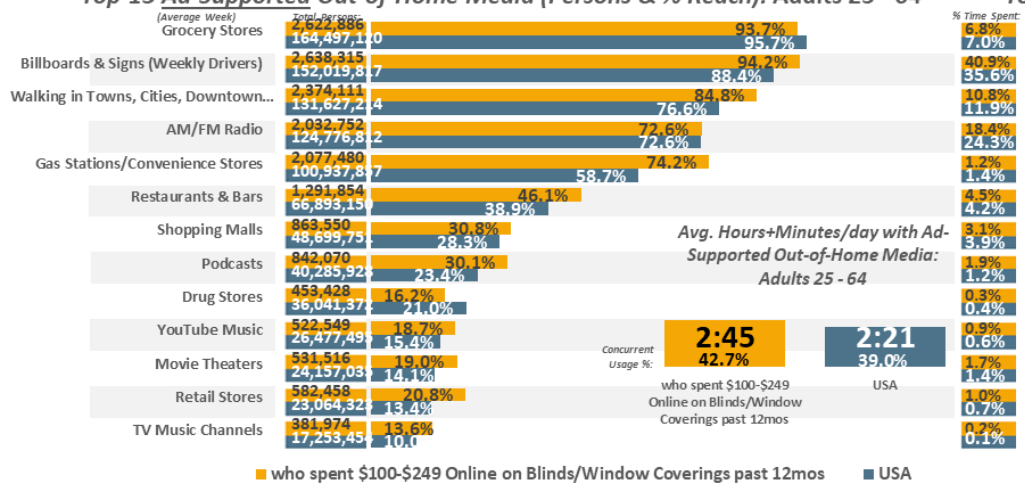
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



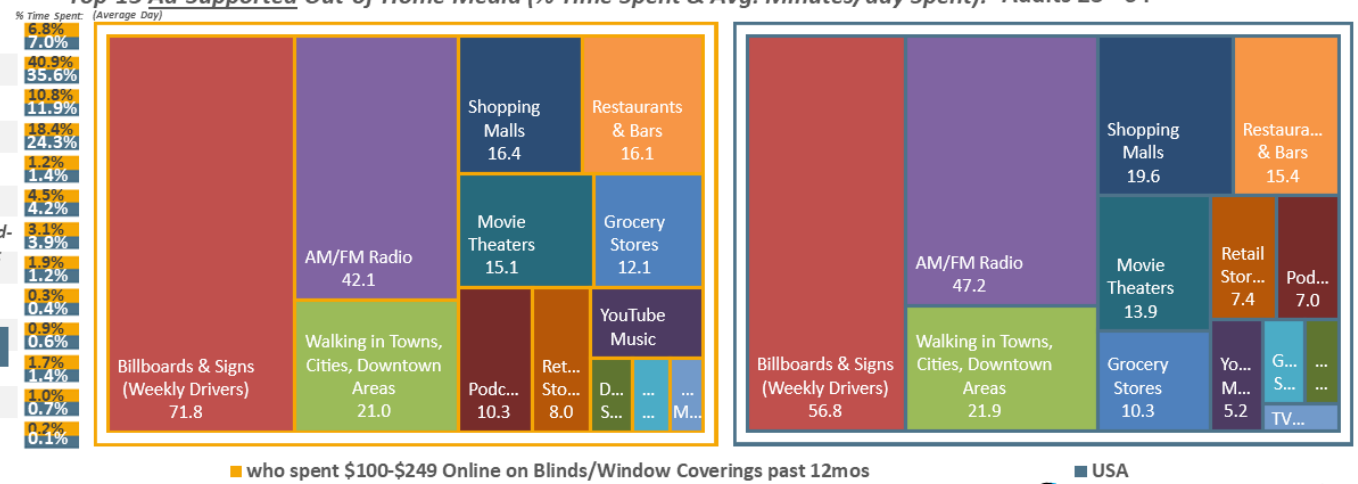
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

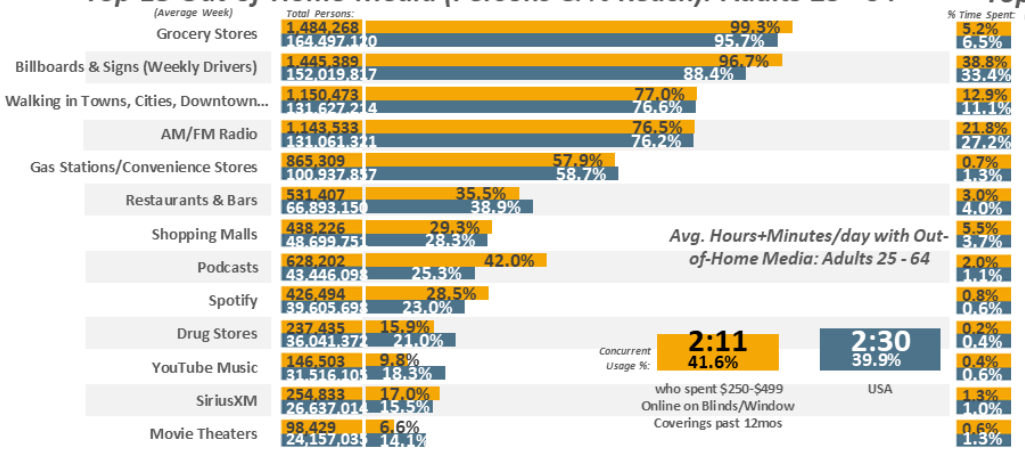
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$100 - $249

BLINDS.COM

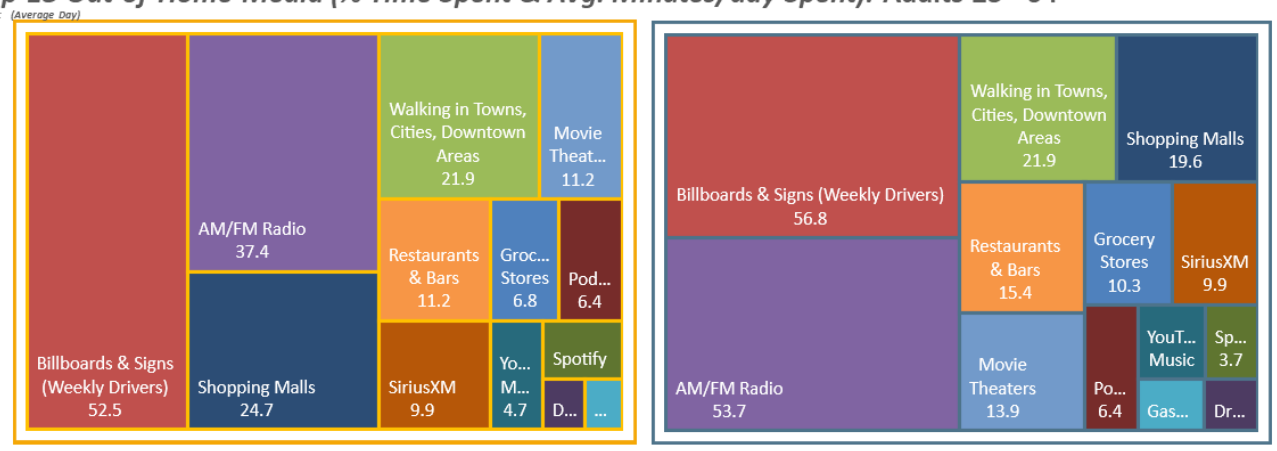
$250-$499

1,445,389 or 96.7% of Adults 25 - 64 who spent $250-$499 Online on Blinds/Window Coverings past 12mos spend an average of 52.5 minutes per day driving, seeing Billboards and Signs. 74.% Listen to Local Radio Stations Out-of-Home for an average of 33.5 min

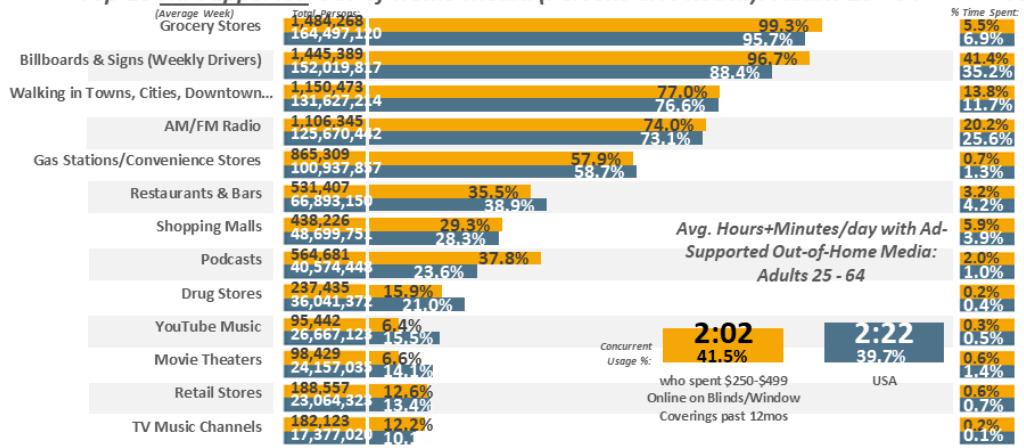
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



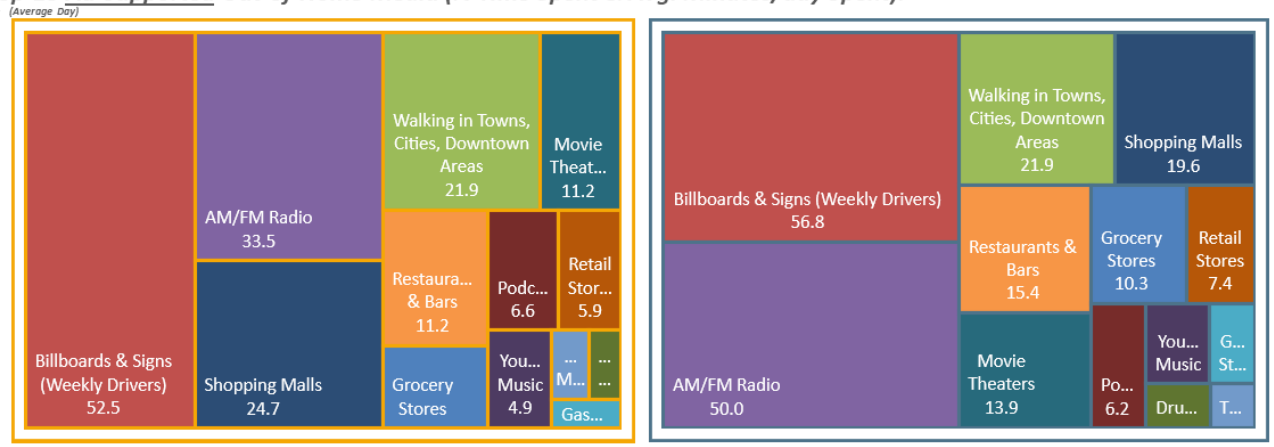
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

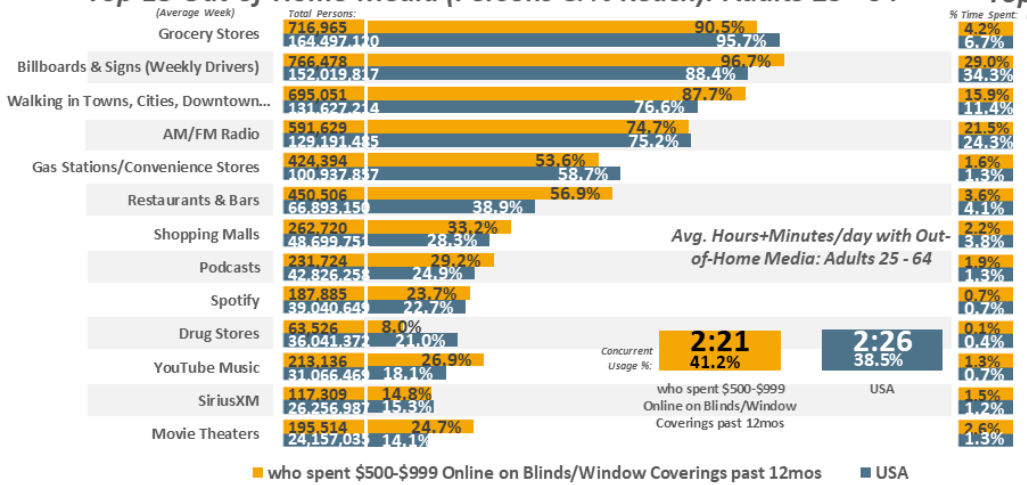
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$250 - $499

BLINDS.COM

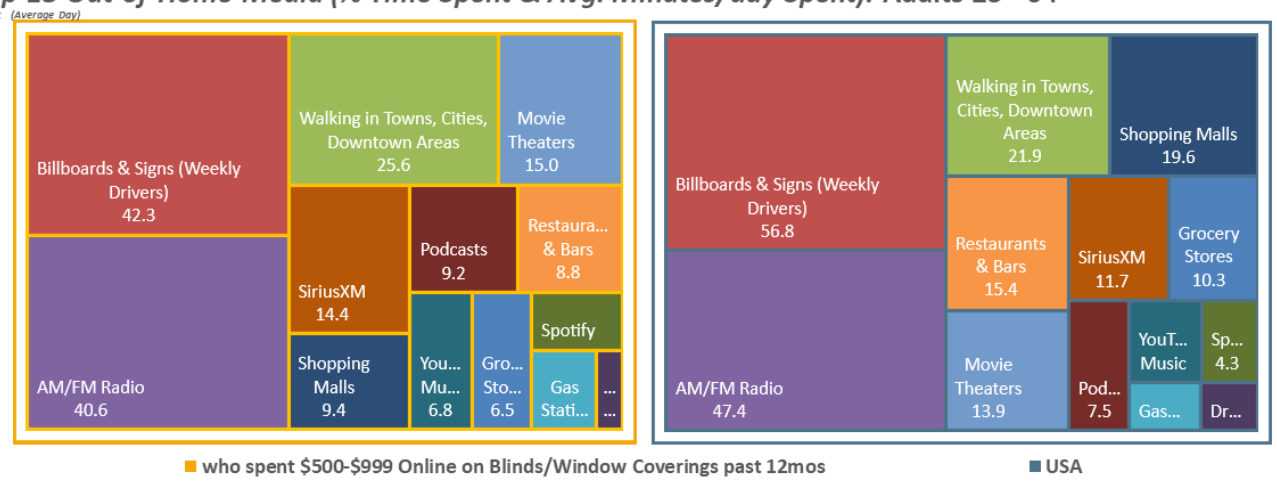
$500-$999

766,478 or 96.7% of Adults 25 - 64 who spent $500-$999 Online on Blinds/Window Coverings past 12mos spend an average of 42.3 minutes per day driving, seeing Billboards and Signs. 68.1% Listen to Local Radio Stations Out-of-Home for an average of 34.3 minu

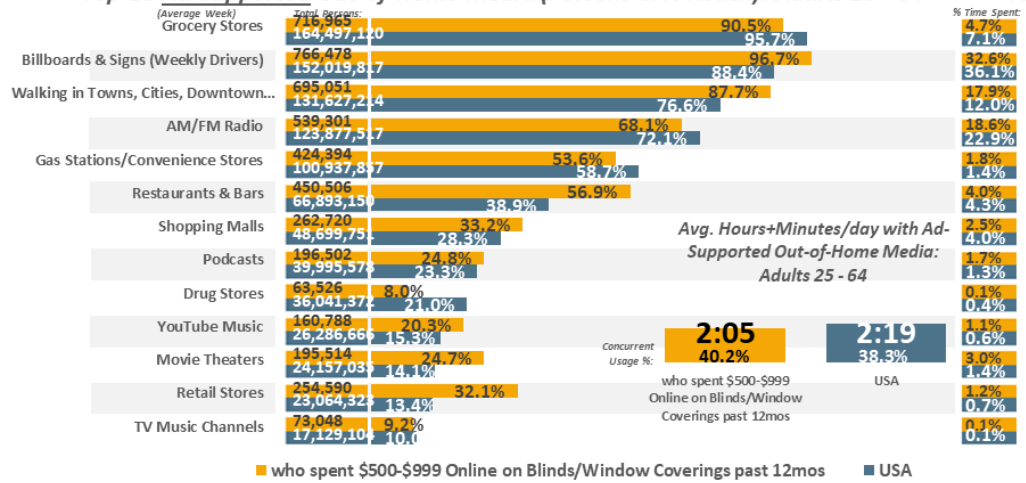
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



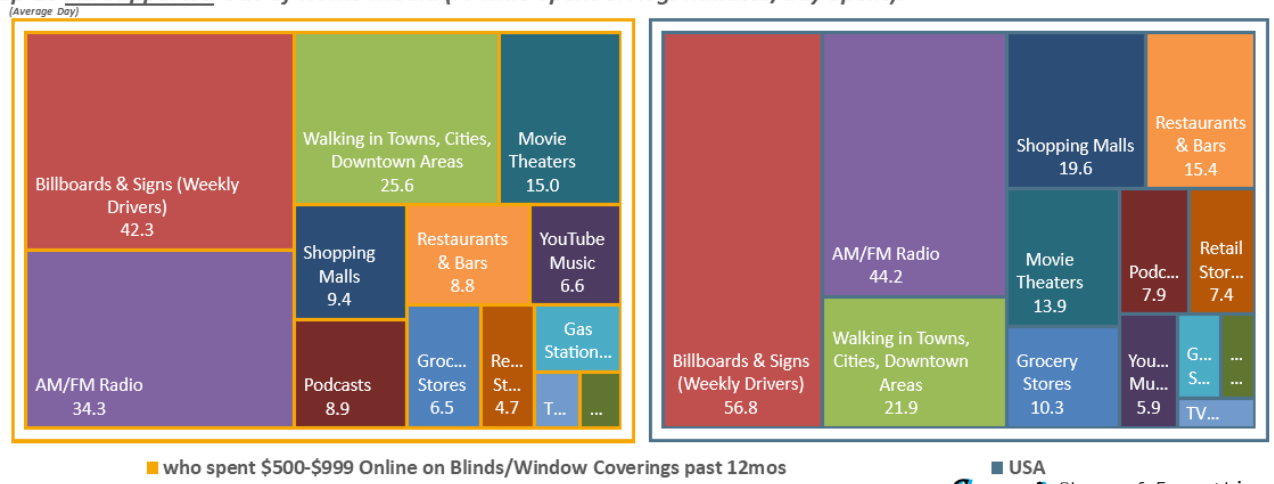
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

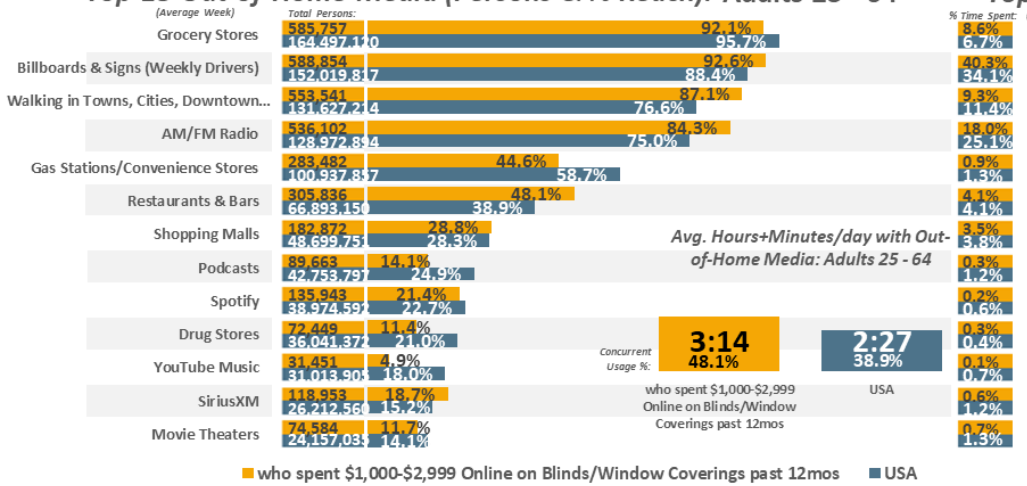
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$500 - $999

BLINDS.COM

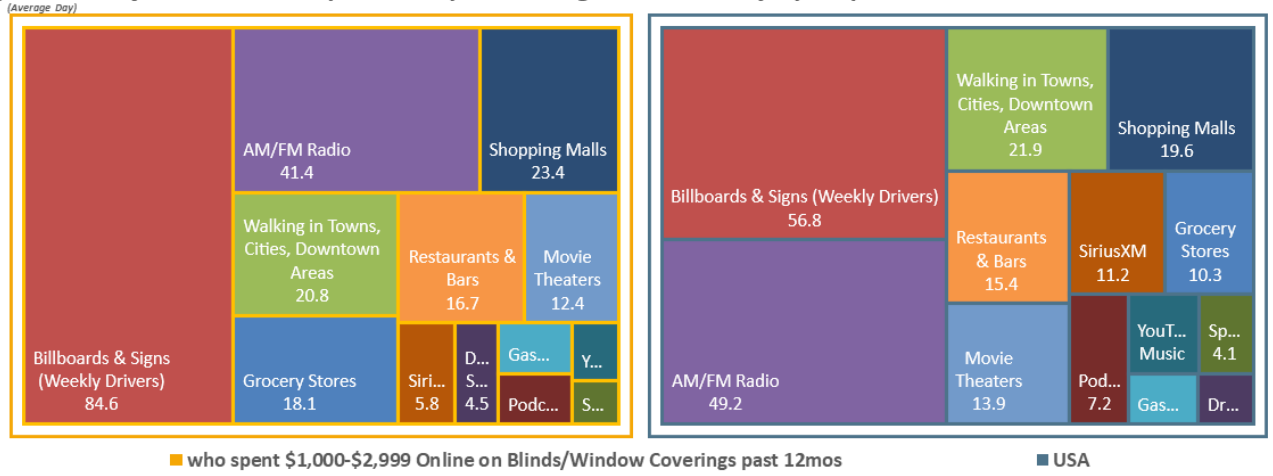
$1,000-$2,999

588,854 or 92.6% of Adults 25 - 64 who spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos spend an average of 84.6 minutes per day driving, seeing Billboards and Signs. 65.3% Listen to Local Radio Stations Out-of-Home for an average of 29. m

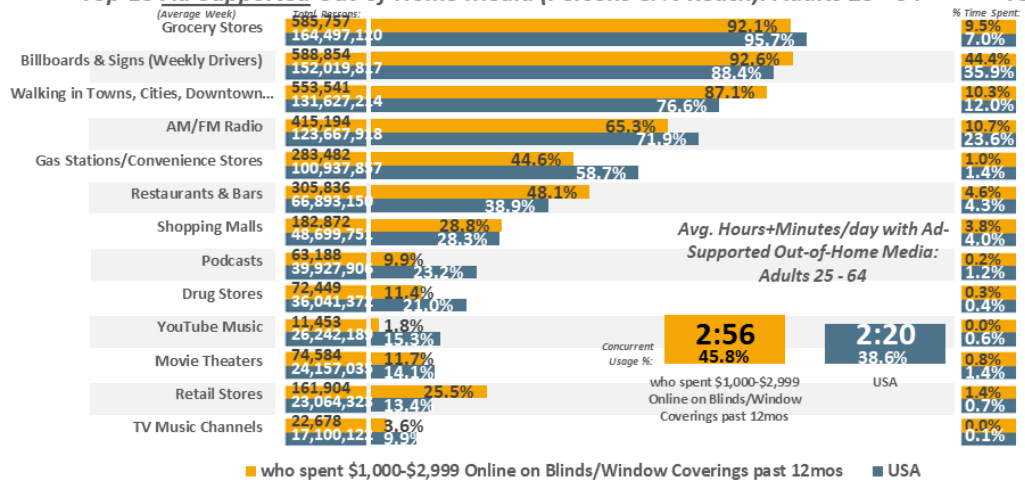
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



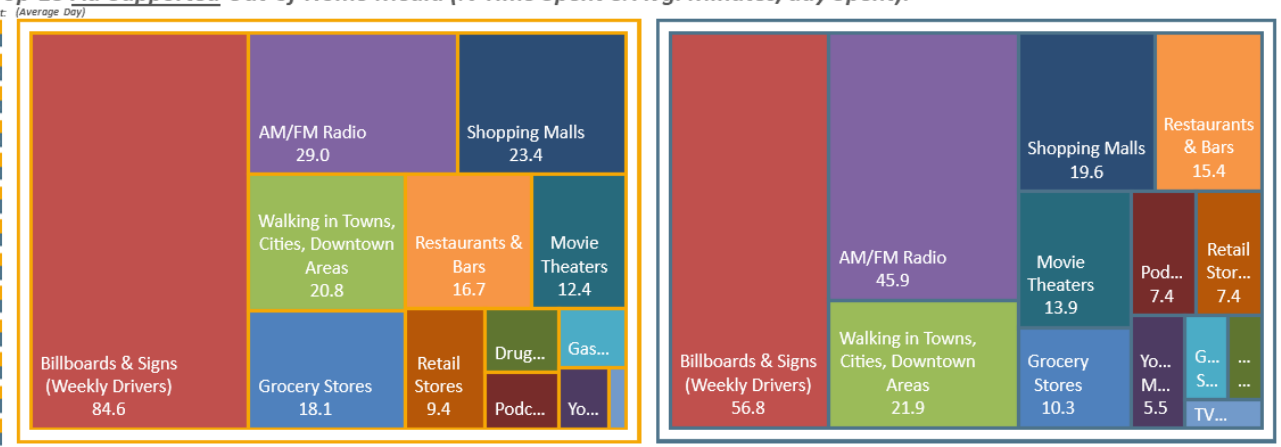
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

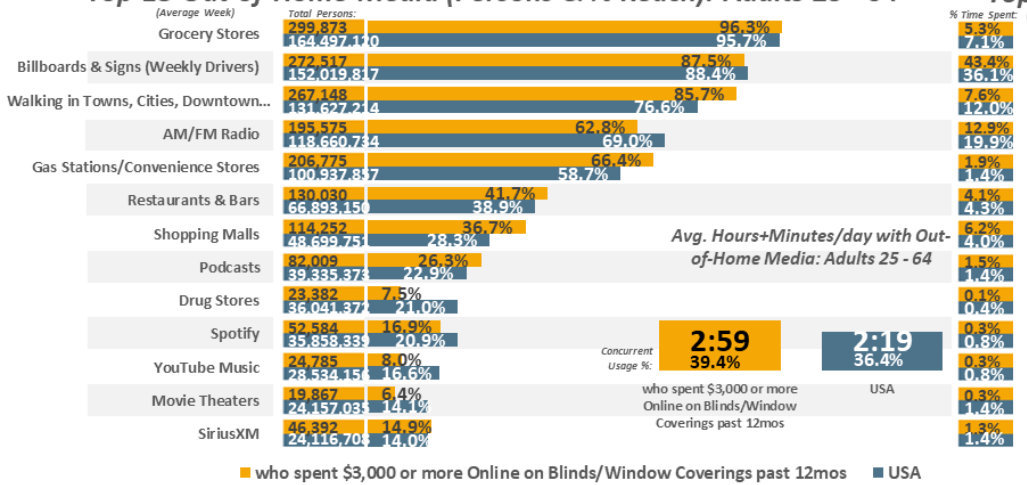
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$1,000 - $2,999

BLINDS.COM

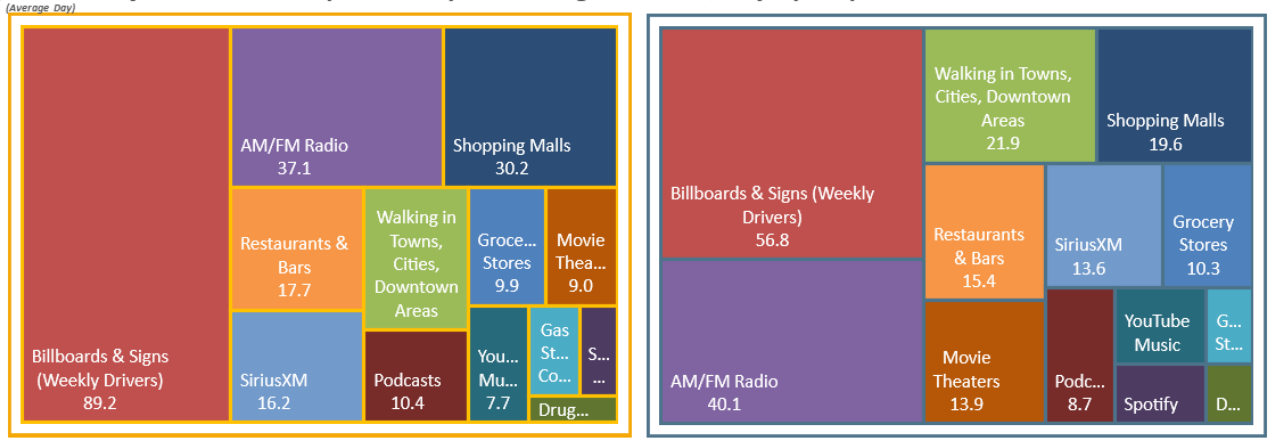
$3,000 or more

272,517 or 87.5% of Adults 25 - 64 who spent $3,000 or more Online on Blinds/Window Coverings past 12mos spend an average of 89.2 minutes per day driving, seeing Billboards and Signs. 57.% Listen to Local Radio Stations Out-of-Home for an average of 34.6

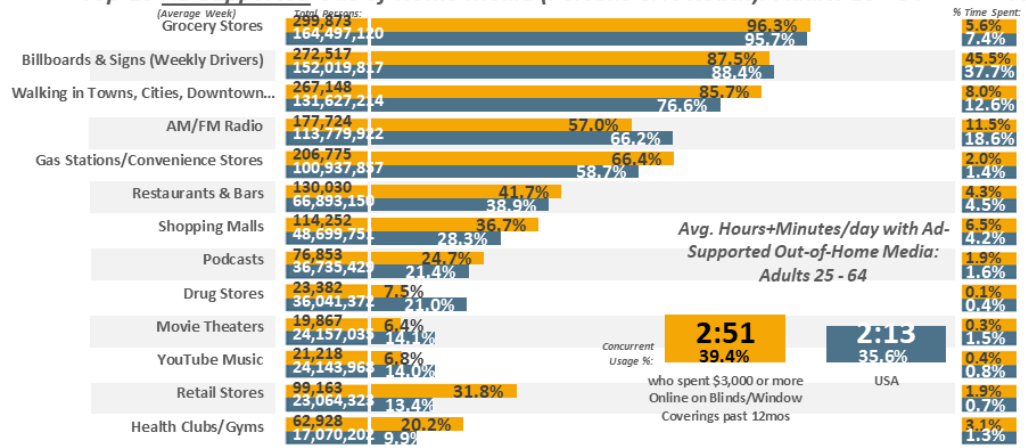
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



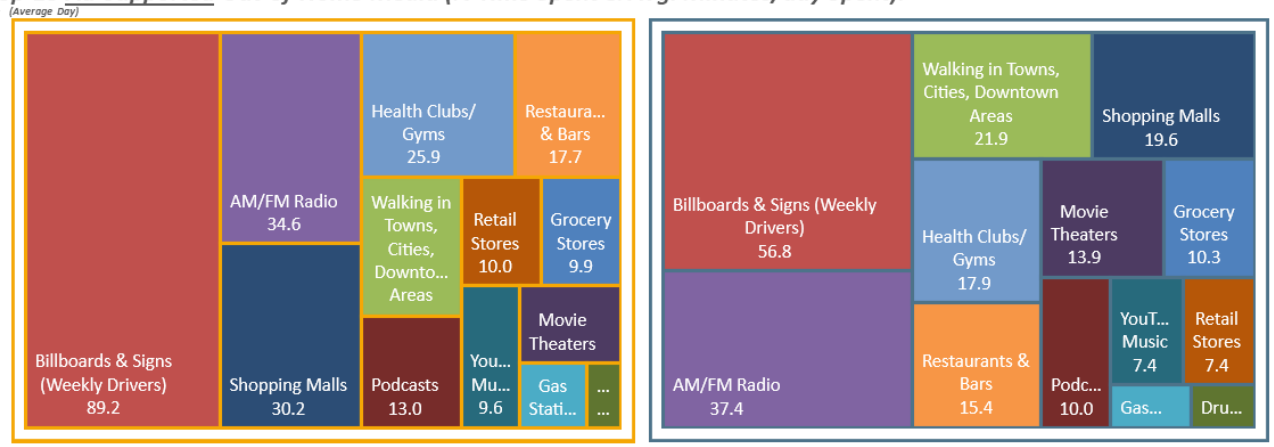
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

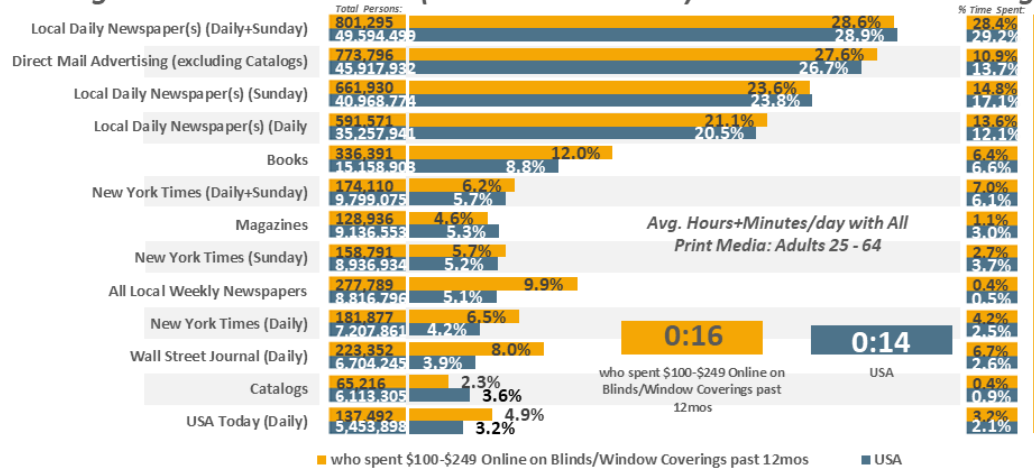
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$3,000 or more

BLINDS.COM

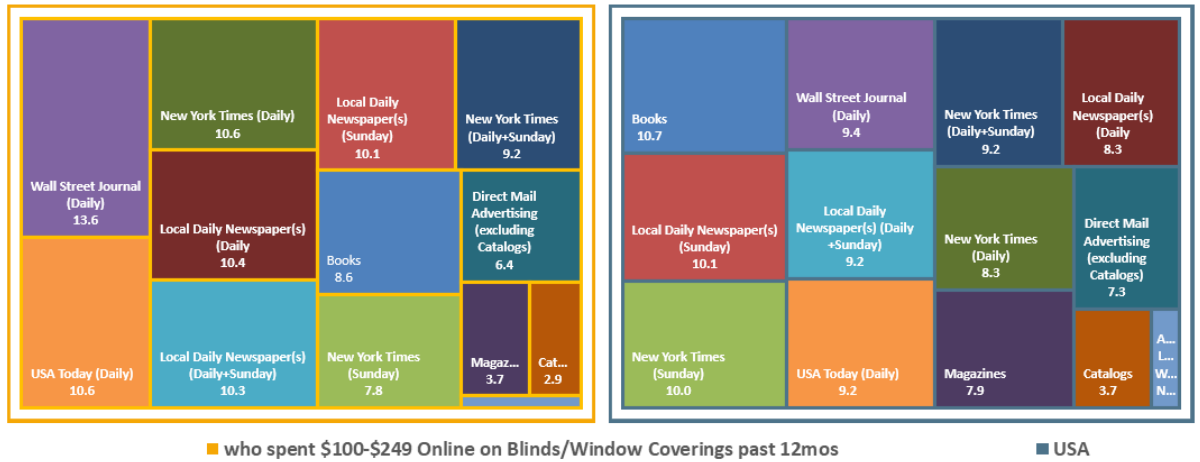
$100-$249

801,295 or 28.6% of Adults 25 - 64 who spent $100-$249 Online on Blinds/Window Coverings past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 30.4% of all time spent daily with All forms of Print M

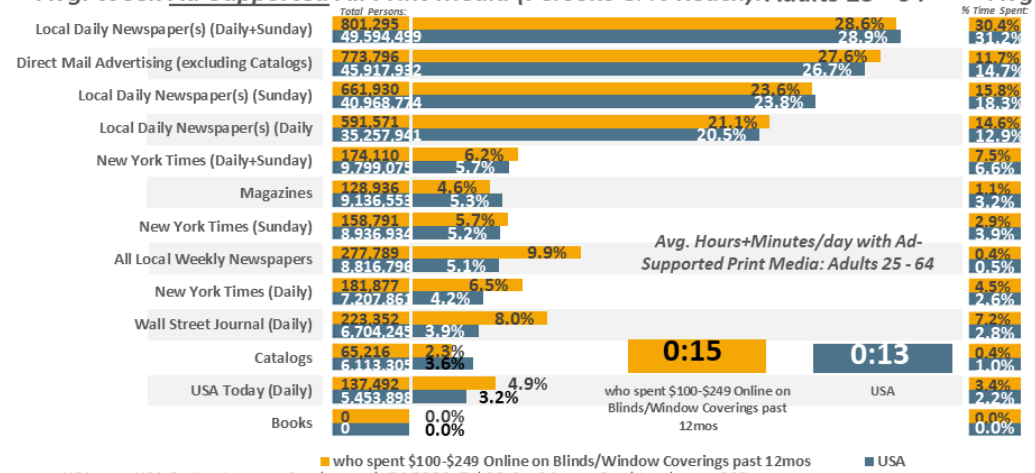
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



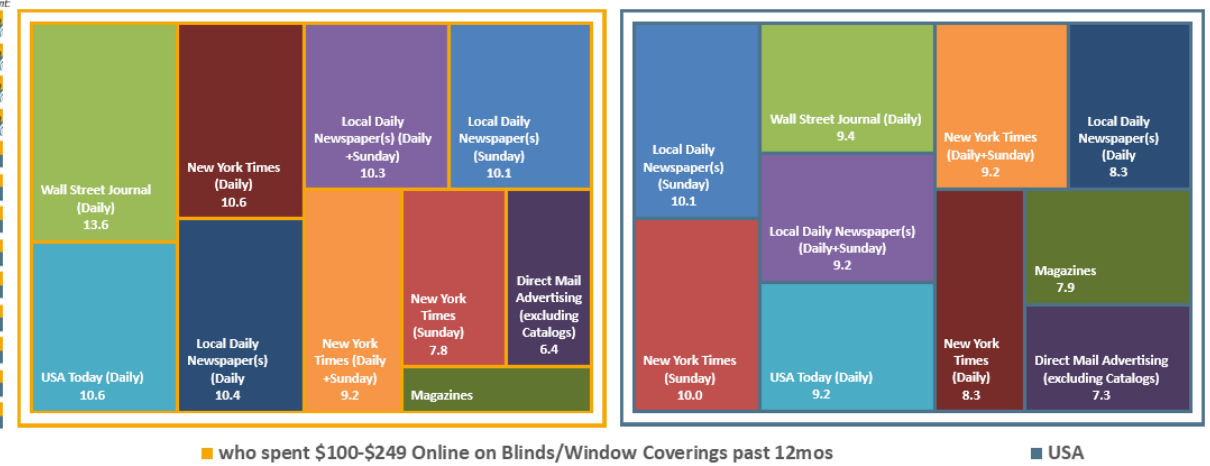
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

soefa.ai Share of Everything for Anything ©

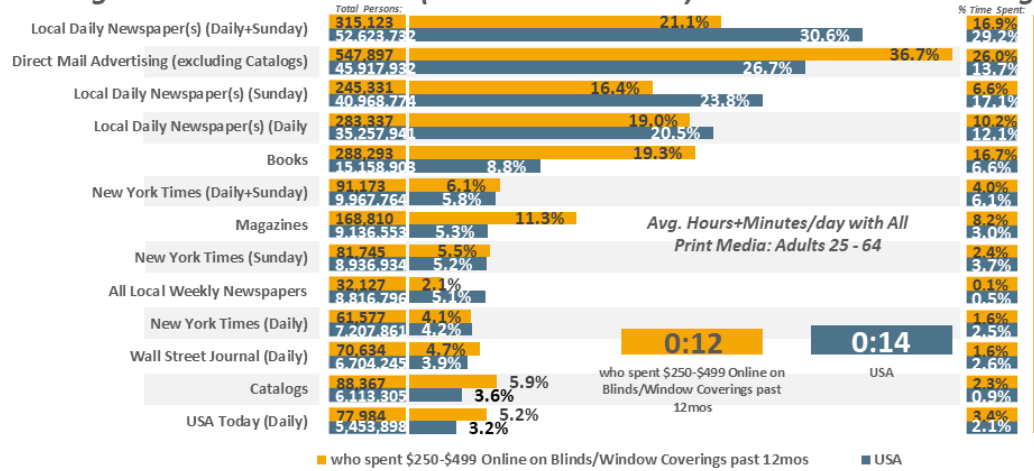
(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$100 - $249

BLINDS.COM

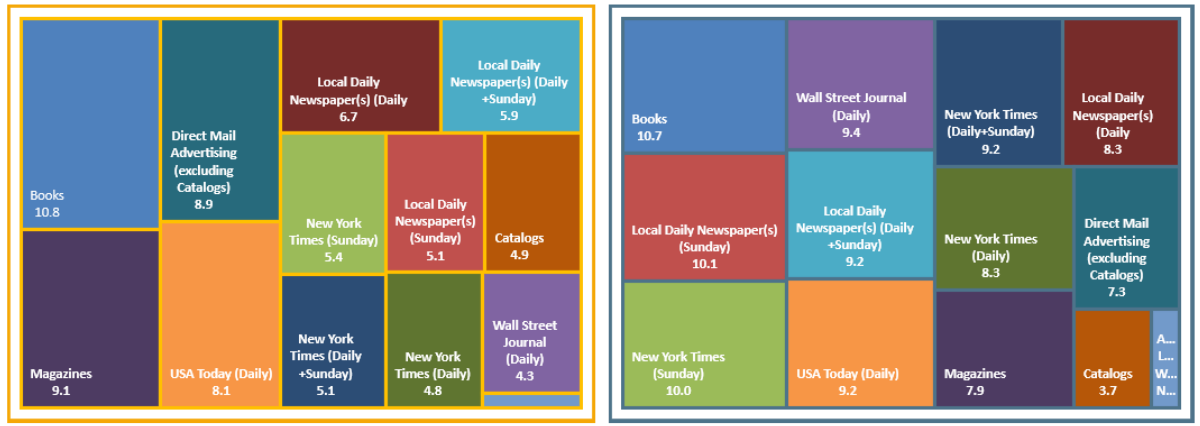
$250-$499

547,897 or 36.7% of Adults 25 - 64 who spent $250-$499 Online on Blinds/Window Coverings past 12mos read Direct Mail Advertising (excluding Catalogs) for an average of 8.9 minutes every day representing 31.2% of all time spent daily with All forms of Pri

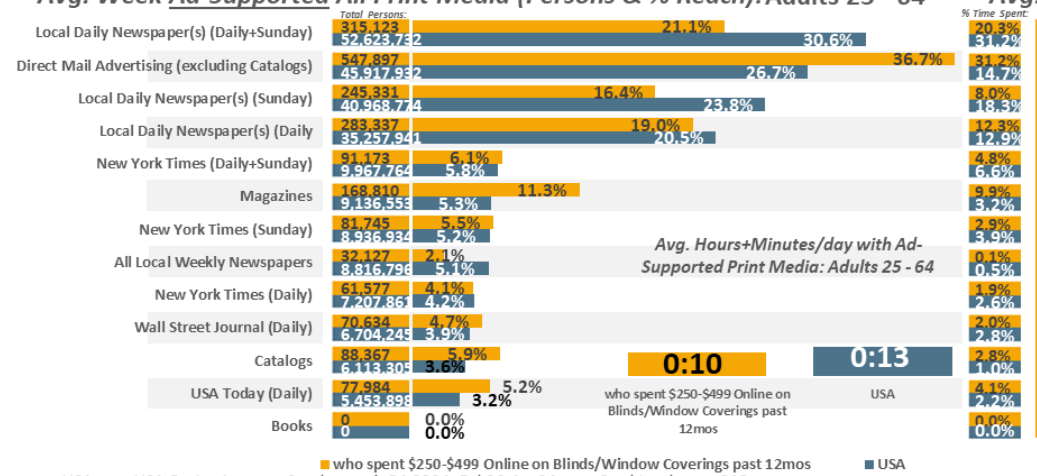
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



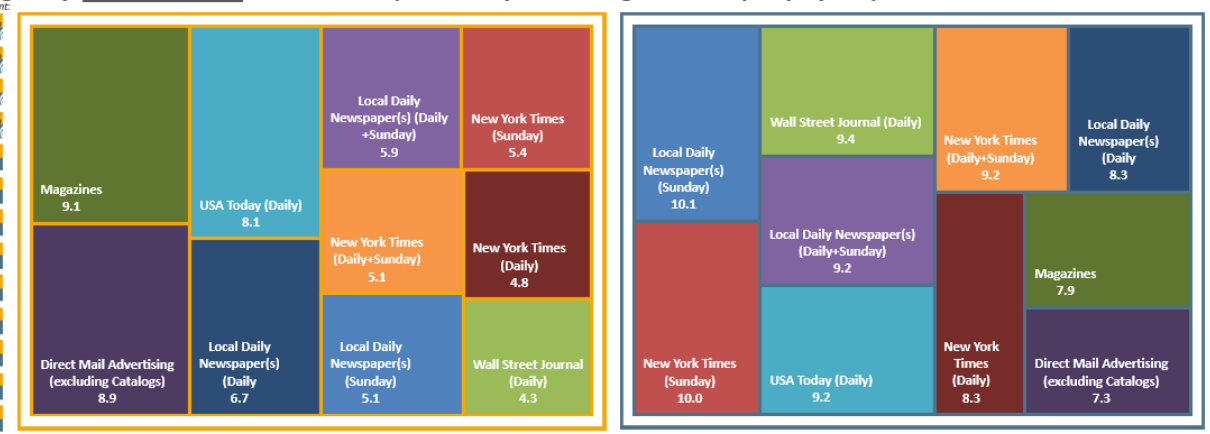
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

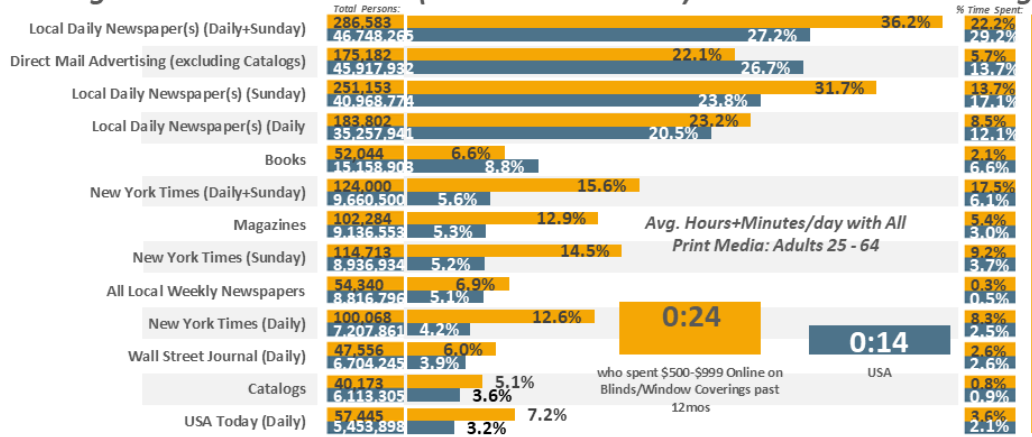
soefa.ai Share of Everything for Anything ©

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$250 - $499

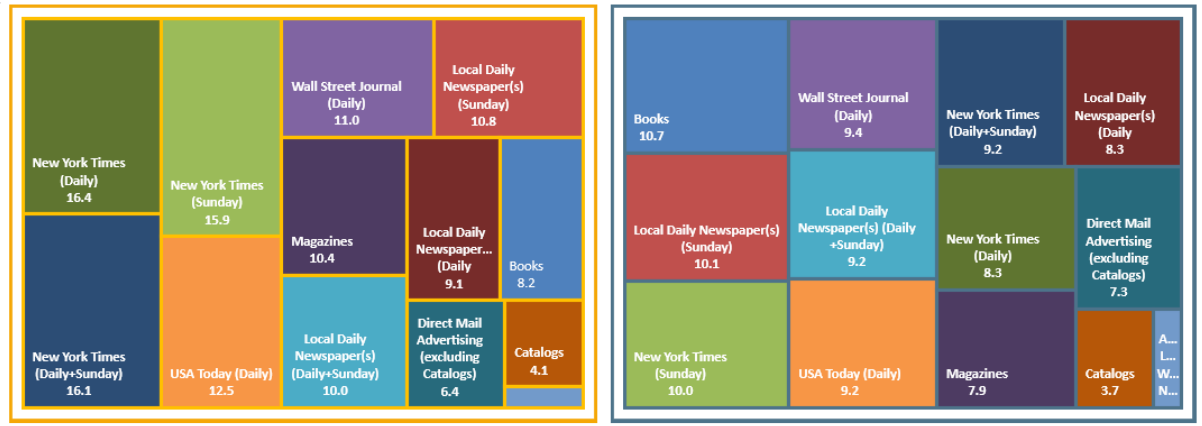
BLINDS.COM
$500-$999

286,583 or 36.2% of Adults 25 - 64 who spent $500-$999 Online on Blinds/Window Coverings past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 22.7% of all time spent daily with All forms of Print Me

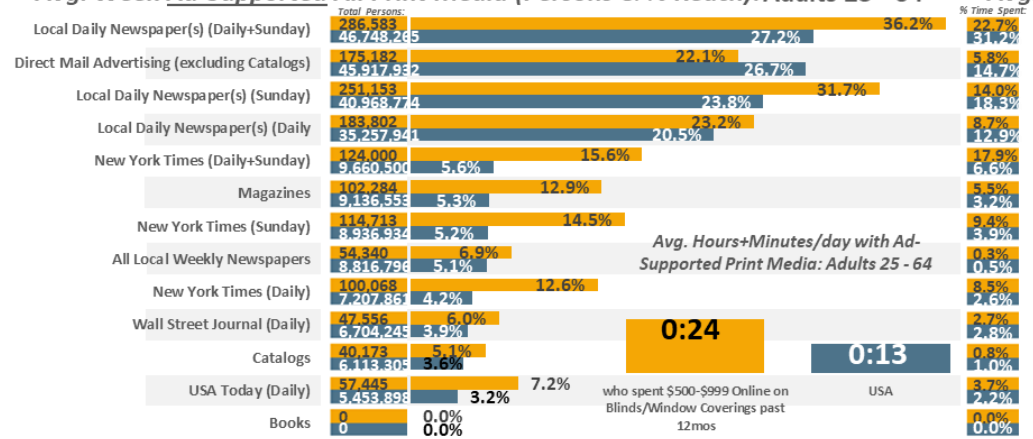
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



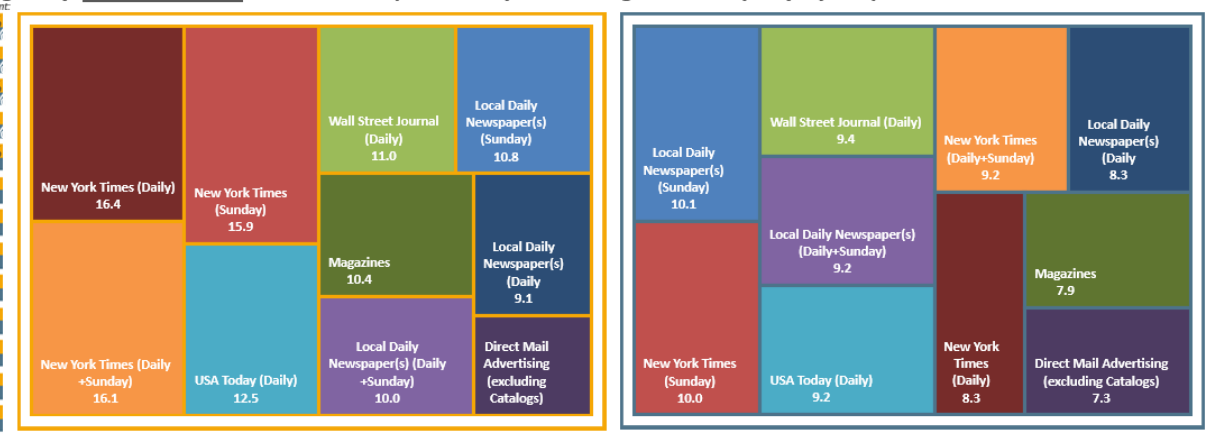
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 849

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Qual Intab 14,048

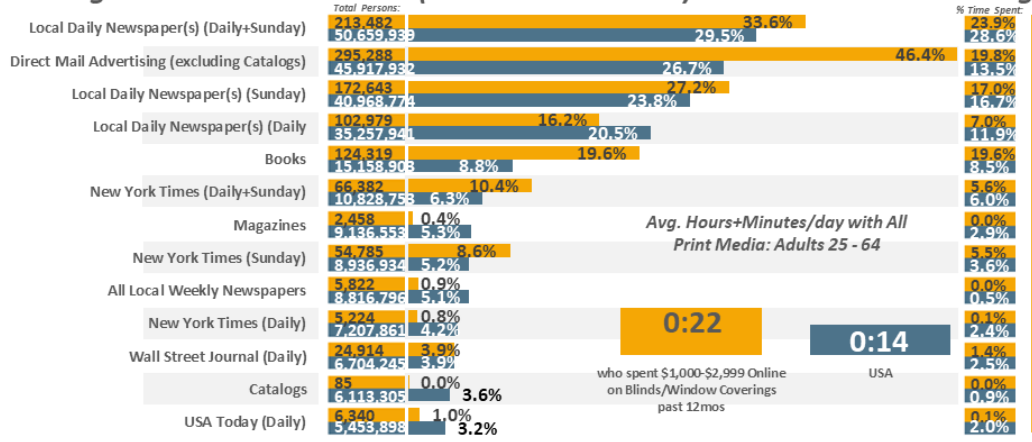
soefa.ai Share of Everything for Anything ©

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$500 - $999

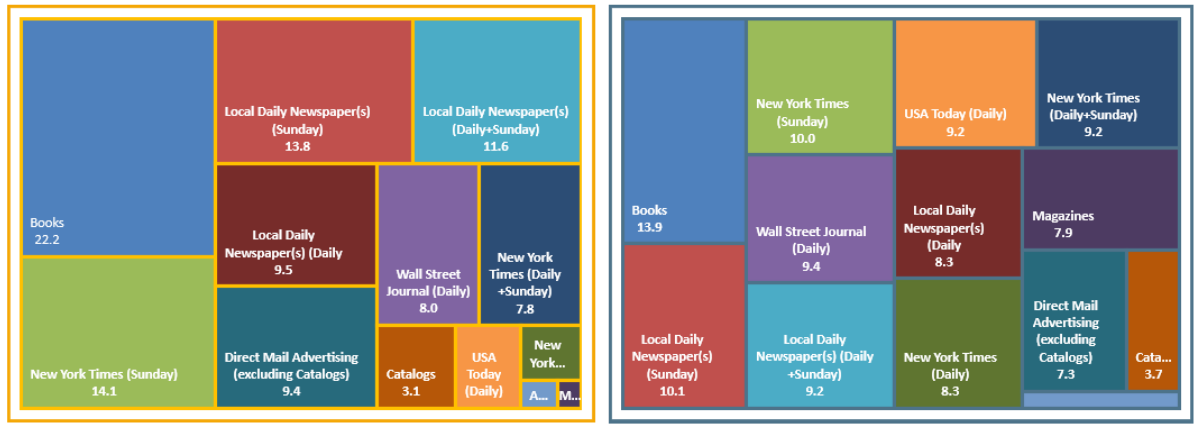
BLINDS.COM
$1,000-$2,999

213,482 or 33.6% of Adults 25 - 64 who spent $1,000-$2,999 Online on Blinds/Window Coverings past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.6 minutes every day representing 29.8% of all time spent daily with All forms of Pri

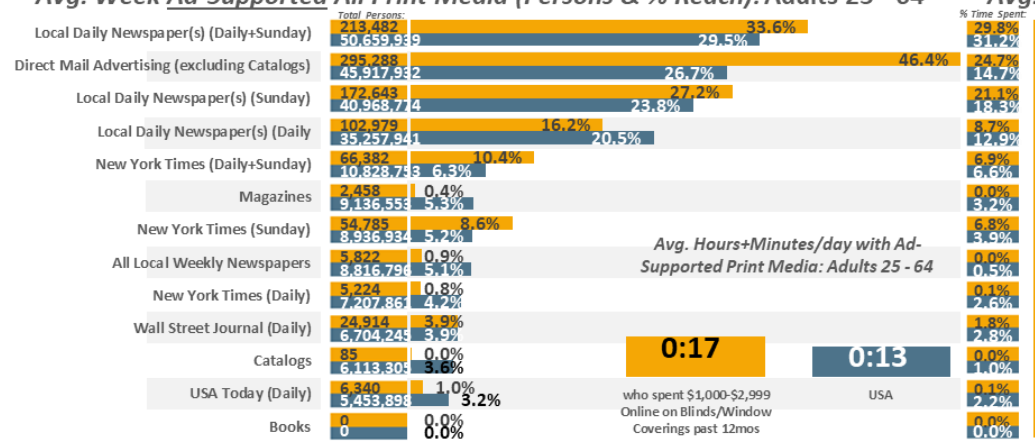
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



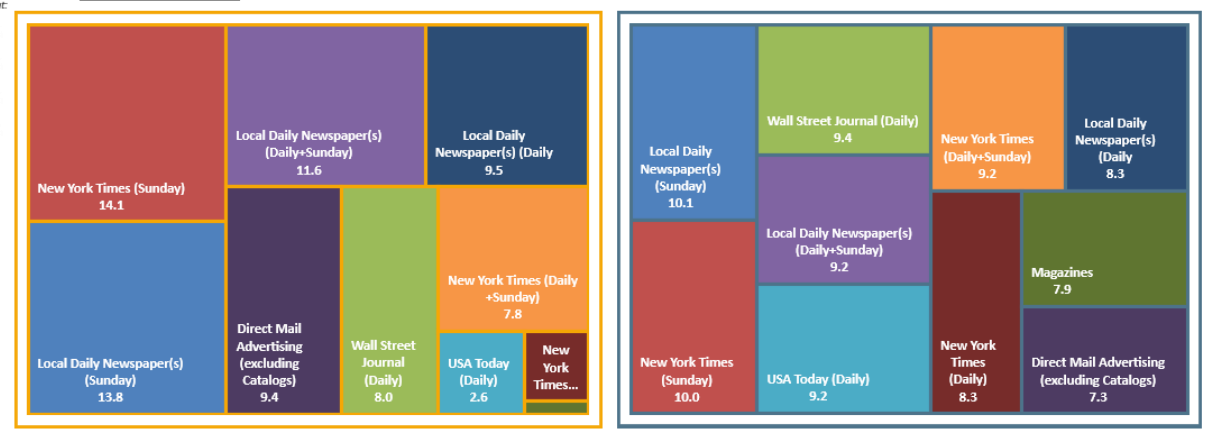
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *849*

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

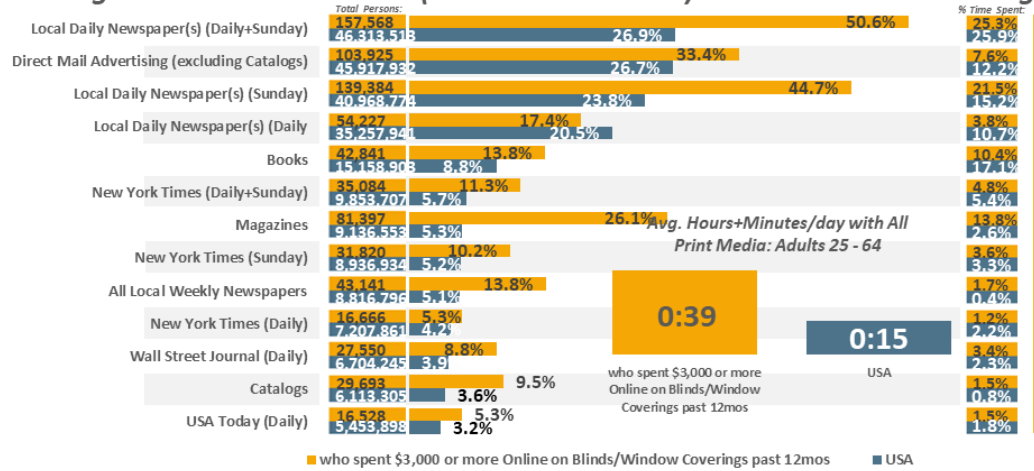
soefa.ai Share of Everything for Anything ©

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$1,000 - $2,999

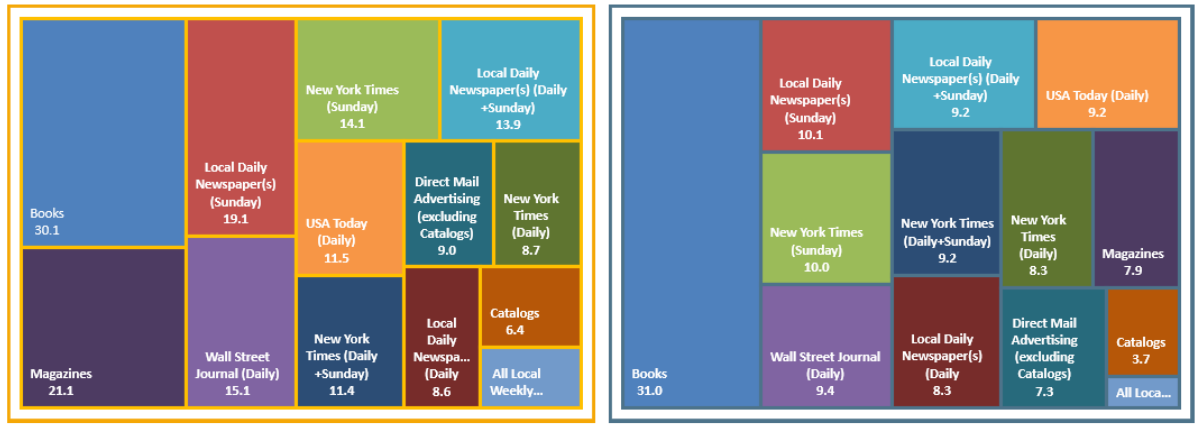
BLINDS.COM
$3,000 or more

157,568 or 50.6% of Adults 25 - 64 who spent $3,000 or more Online on Blinds/Window Coverings past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.9 minutes every day representing 28.2% of all time spent daily with All forms of Pr

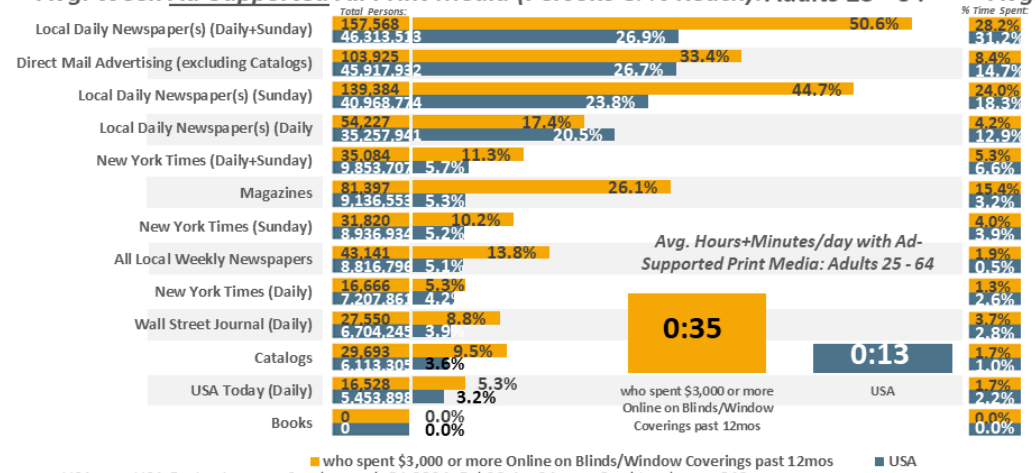
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



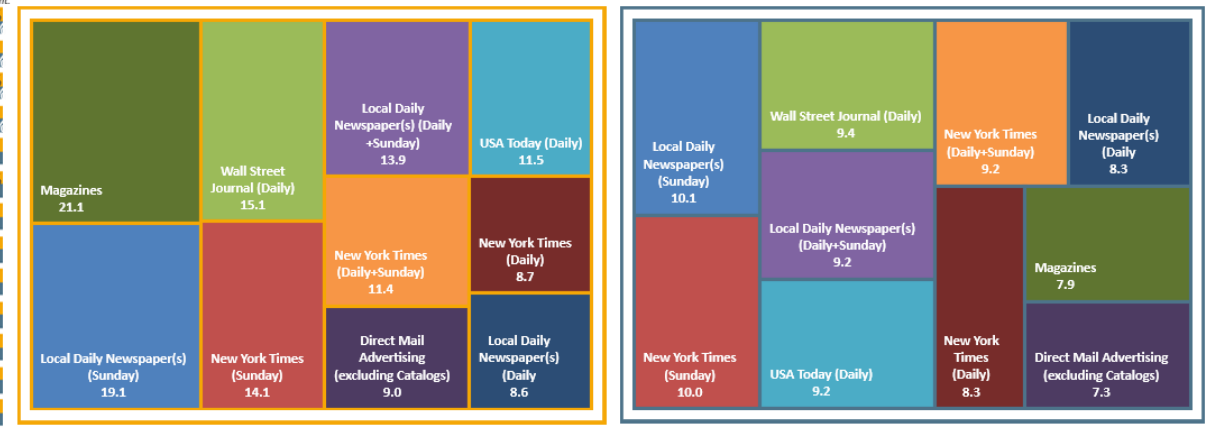
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *849*

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

soefa.ai Share of Everything for Anything ©

(Items bought on the Internet past 6 months:Household/Grocery: Home improvement items OR Items bought on the Internet past 6 months:Household/Grocery: Home accessories) AND Household items bought past 12 months (amount spent) (HHLD): Curtains, blinds, etc.:$3,000 or more