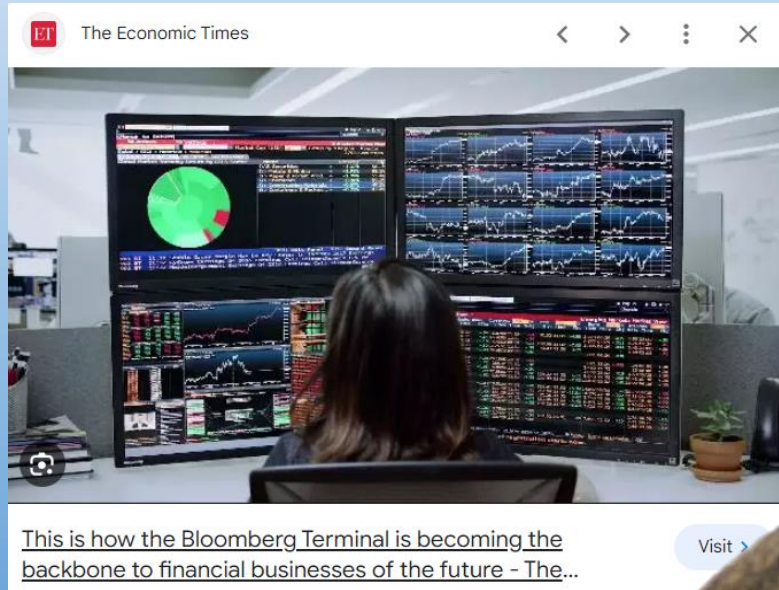




USA PROFILES of...

P25-64 Cat Owners & P25-64 Dog Owners



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

Lifestyle characteristics: Own a cat Lifestyle characteristics: Own a dog

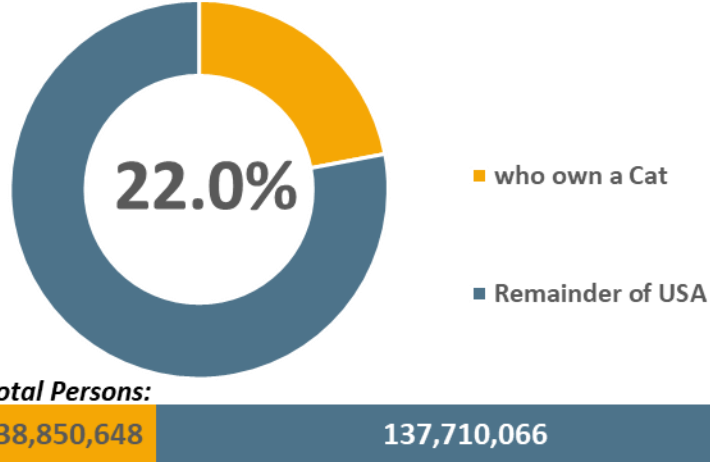




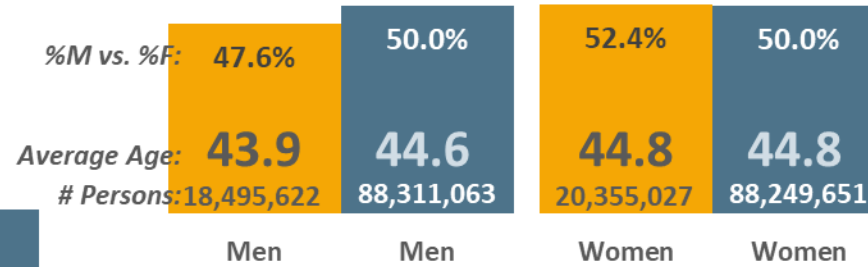
22.0% or 38,850,648 of USA Adults 25 - 64 own a Cat.
Typical Adults 25 - 64 who own a Cat are 44.4 years old (.7% younger than average) and have a \$100,312 (2.3% higher than average) annual household income.



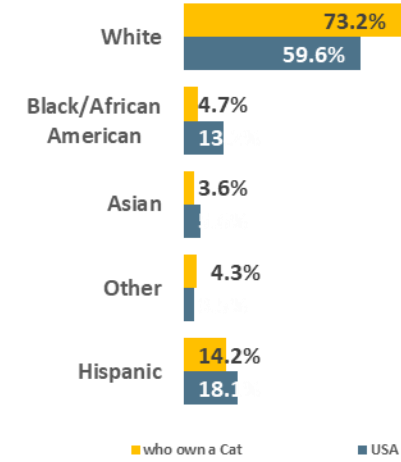
Percent of Market: Adults 25 - 64



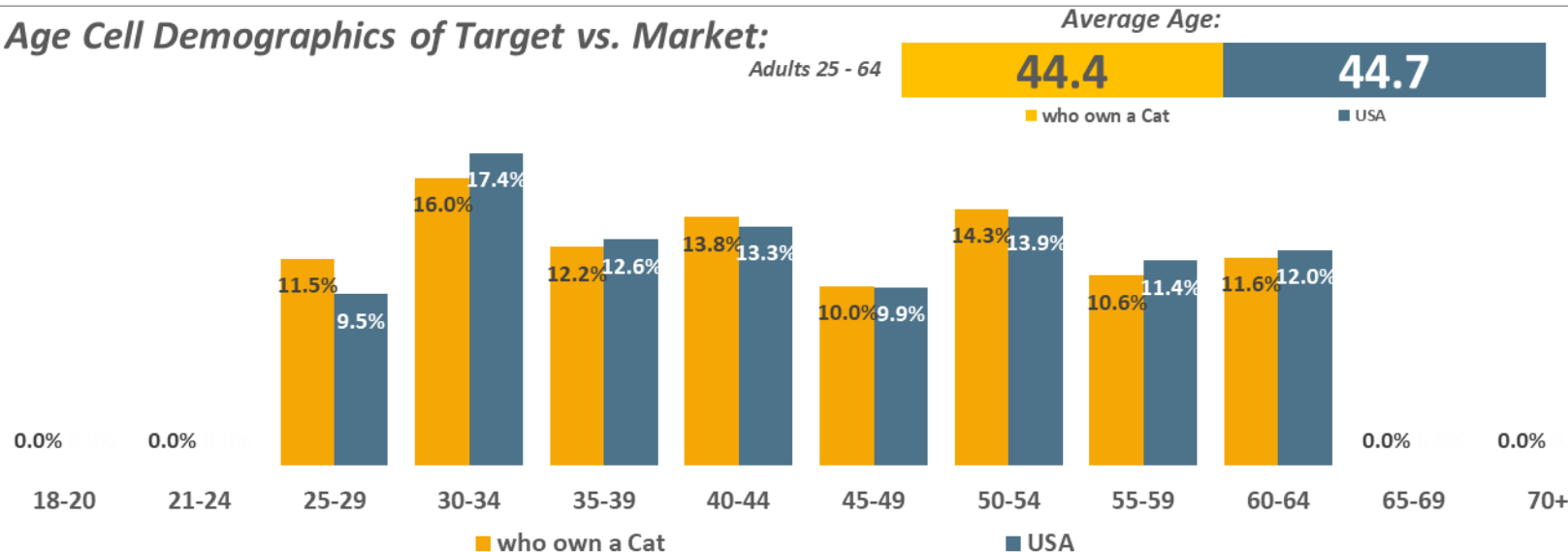
Gender of Target vs. Market: Adults 25 - 64



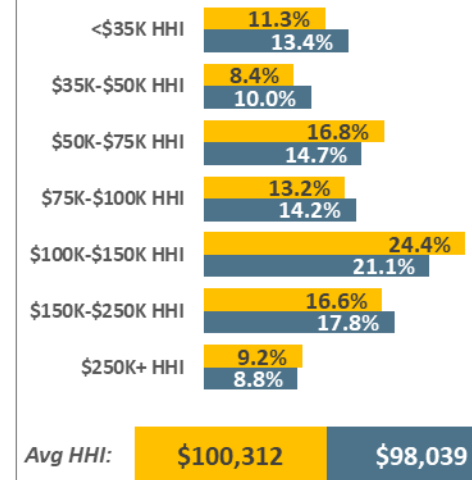
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



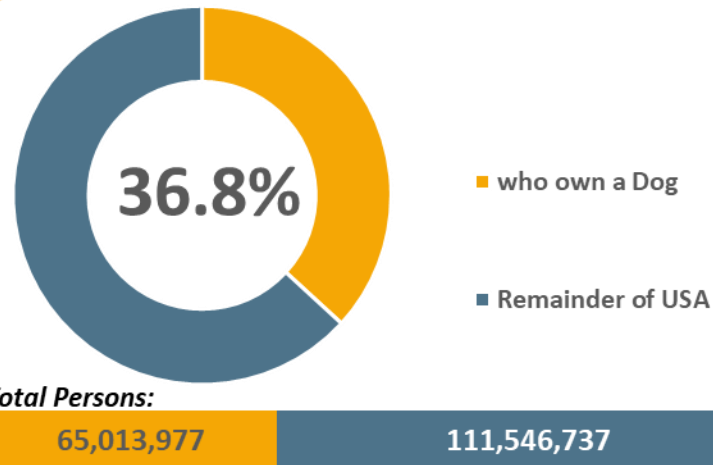
HHI of Target vs. Market:



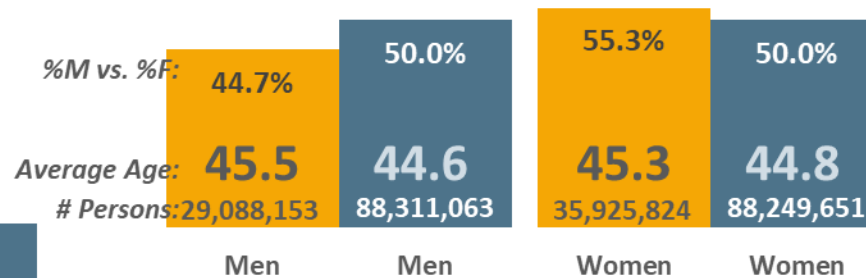


36.8% or 65,013,977 of USA Adults 25 - 64 own a Dog.
Typical Adults 25 - 64 who own a Dog are 45.4 years old (1.6% older than average) and have a \$109,329 (11.5% higher than average) annual household income.

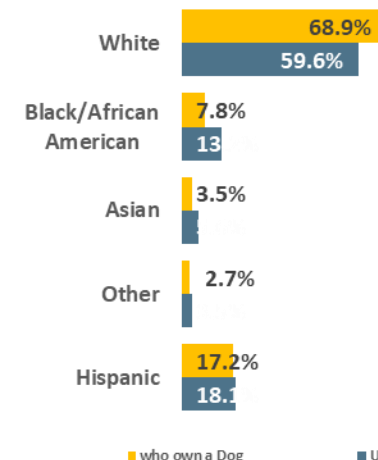
Percent of Market: Adults 25 - 64



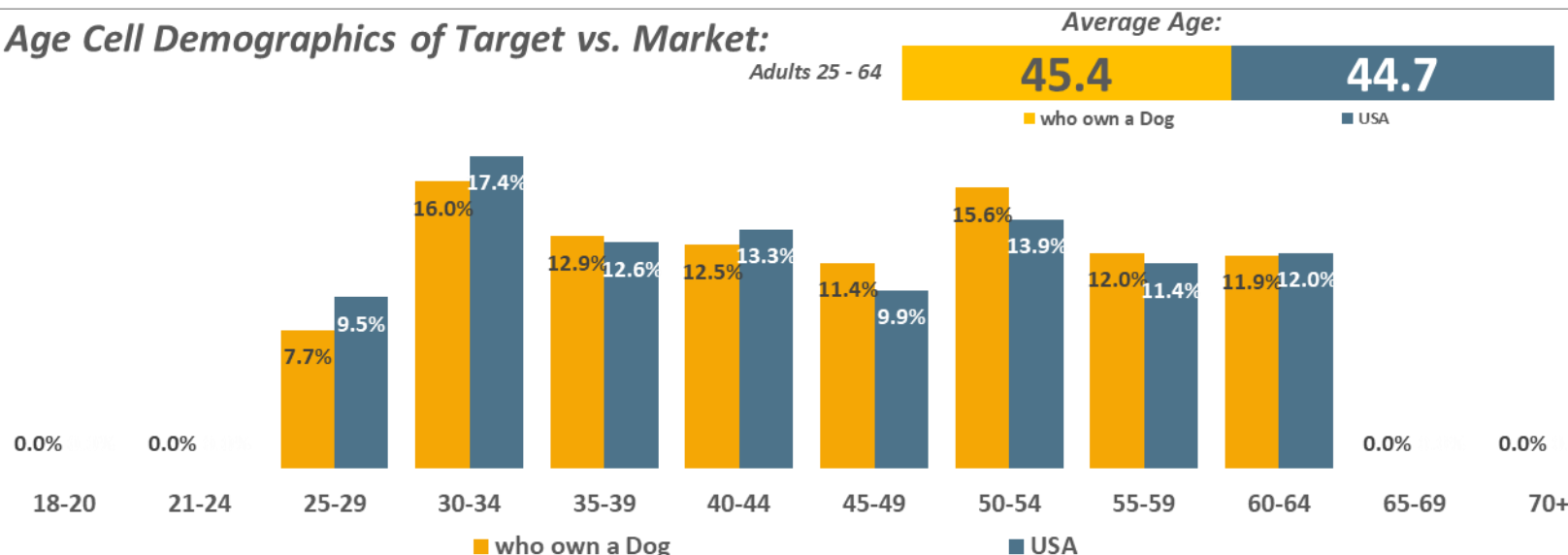
Gender of Target vs. Market: Adults 25 - 64



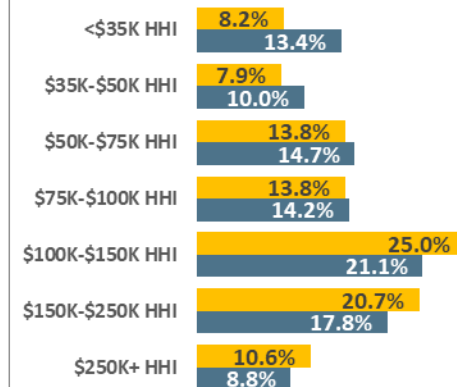
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

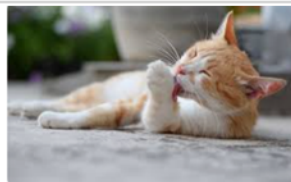


HHI of Target vs. Market:



Avg HHI: \$109,329 (who own a Dog), \$98,039 (USA)



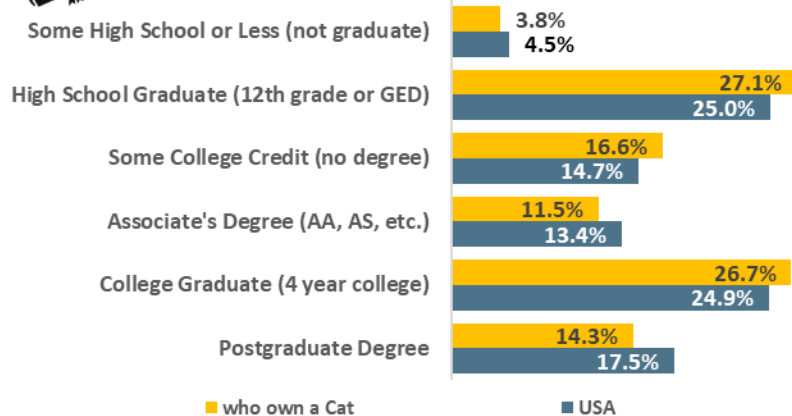


22.2% or 38,850,648 of USA Adults 25 - 64 own a Cat.

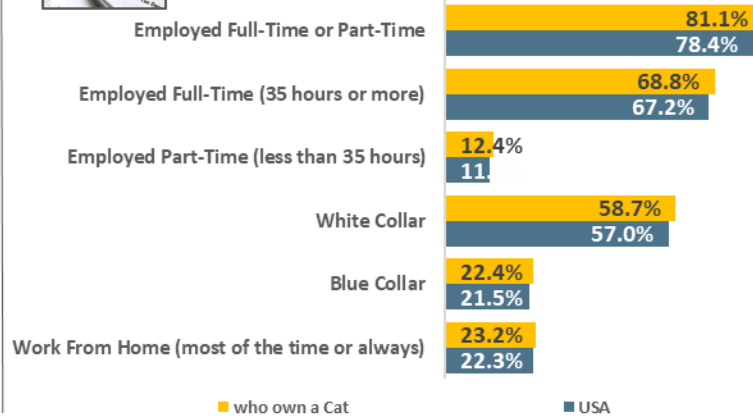
Adults 25 - 64 who own a Cat are 3.4% less likely to be a college graduate, 2.3% more likely to work full-time, 3.1% more likely to be married, .2% more likely to be a parent of 1 or more children under 18.



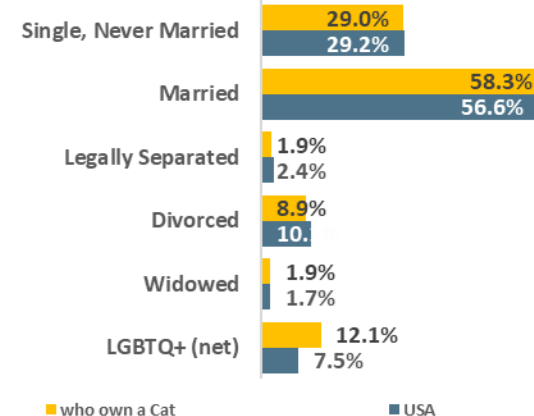
Education Levels: Adults 25 - 64



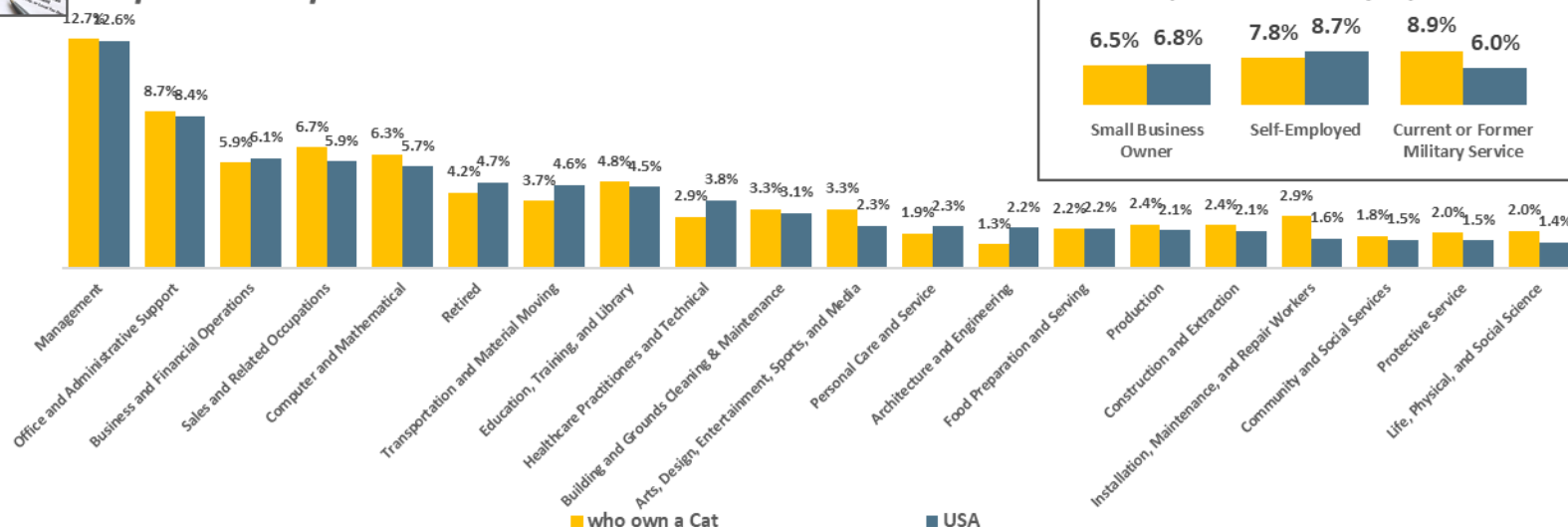
Employment: Adults 25 - 64



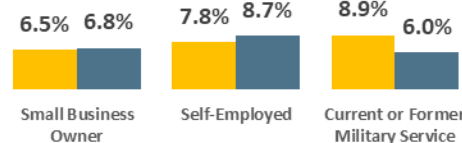
Marital Status: Adults 25 - 64



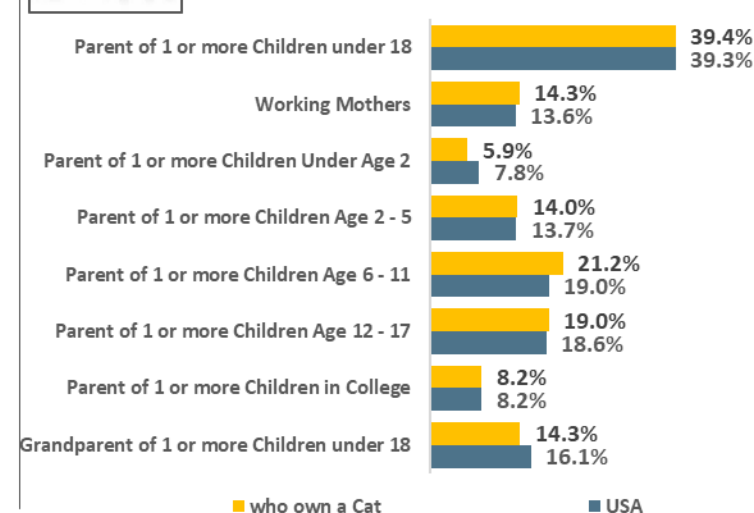
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience



Stage in Life: Adults 25 - 64



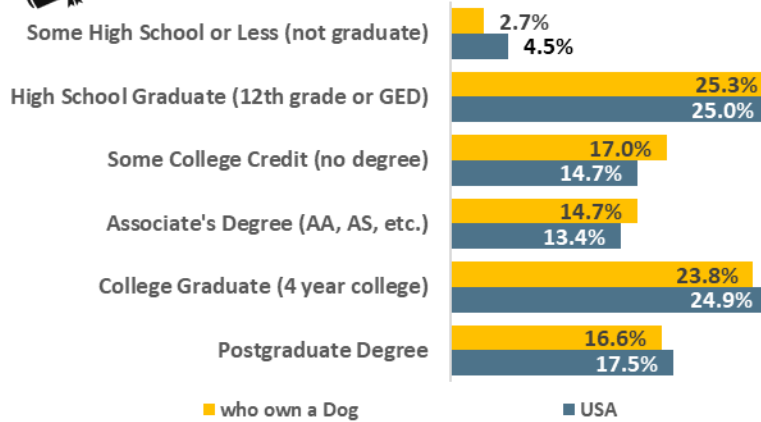


36.8% or 65,013,977 of USA Adults 25 - 64 own a Dog.

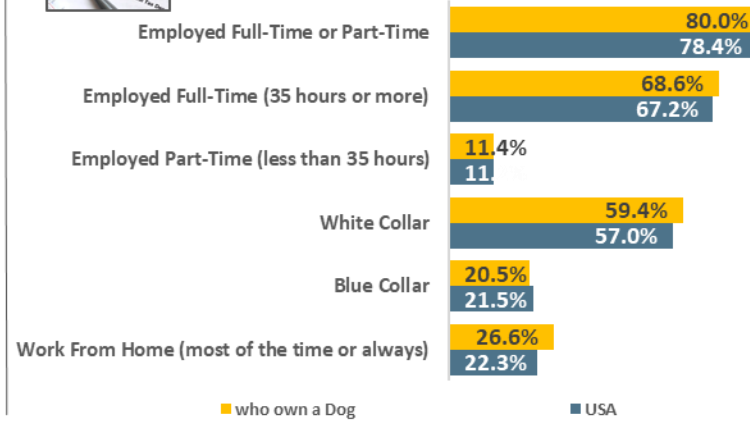
Adults 25 - 64 who own a Dog are 4.8% less likely to be a college graduate, 2.% more likely to work full-time, 16.3% more likely to be married, 9.% more likely to be a parent of 1 or more children under 18.



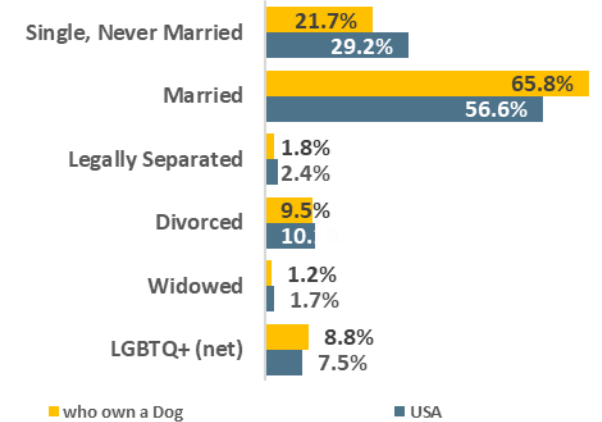
Education Levels: Adults 25 - 64



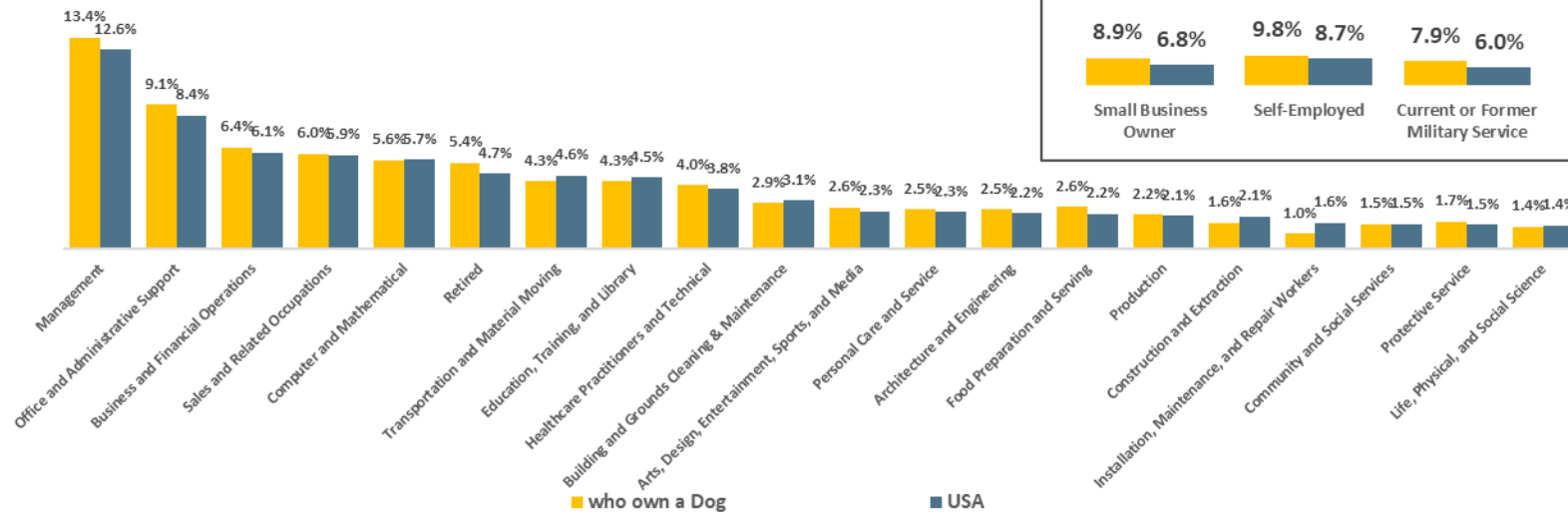
Employment: Adults 25 - 64



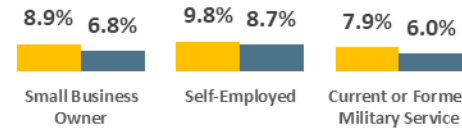
Marital Status: Adults 25 - 64



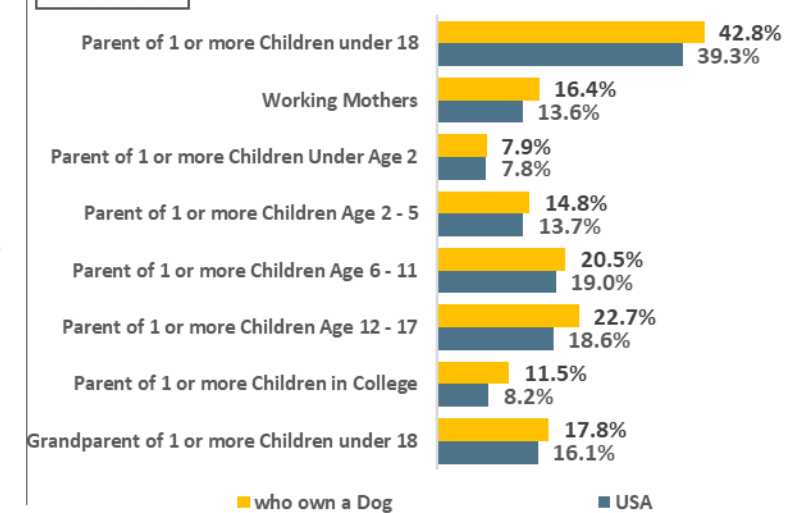
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience



Stage in Life: Adults 25 - 64



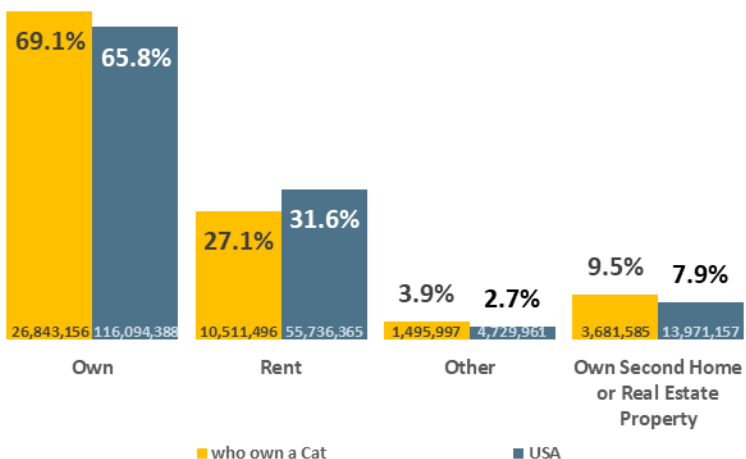


22.2% or 38,850,648 of USA Adults 25 - 64 own a Cat.

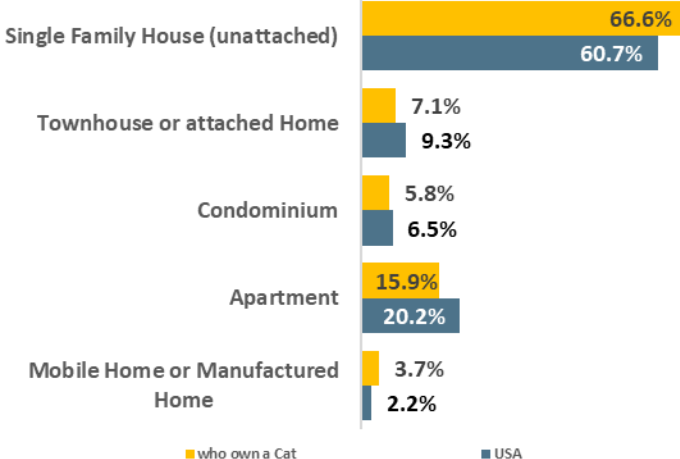
Adults 25 - 64 who own a Cat are 5.1% more likely to own their home, 1.5% more likely to own a lower valued home, 9.8% more likely to have a single-family home, 12.3% more likely to have a dog.



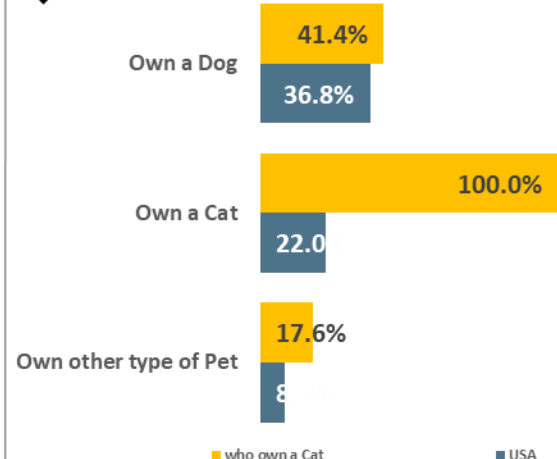
Own/Rent/Other: Adults 25 - 64



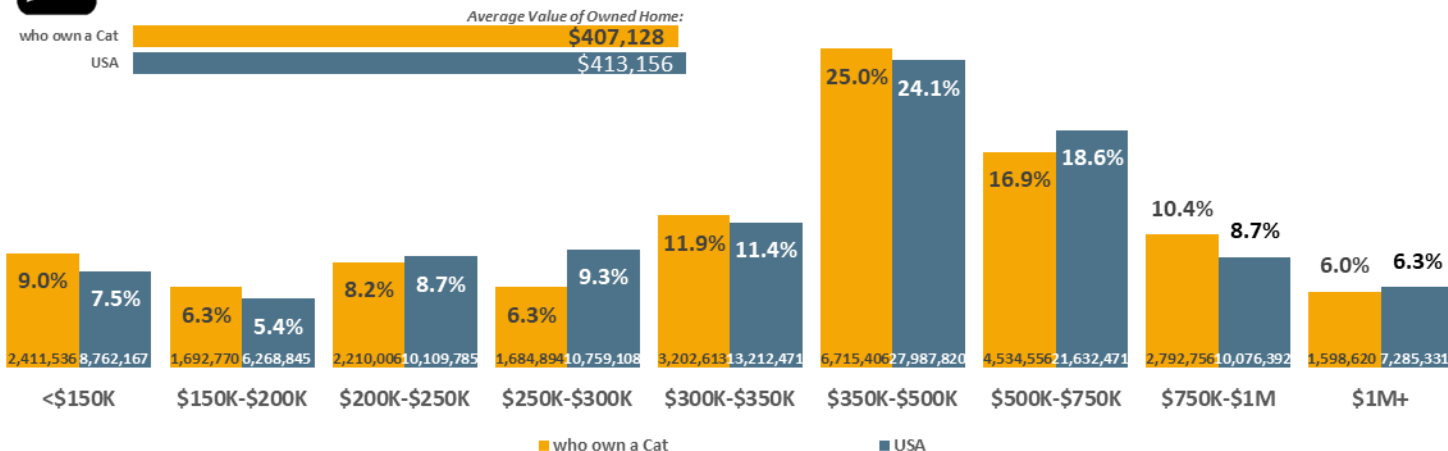
Type of Home: Adults 25 - 64



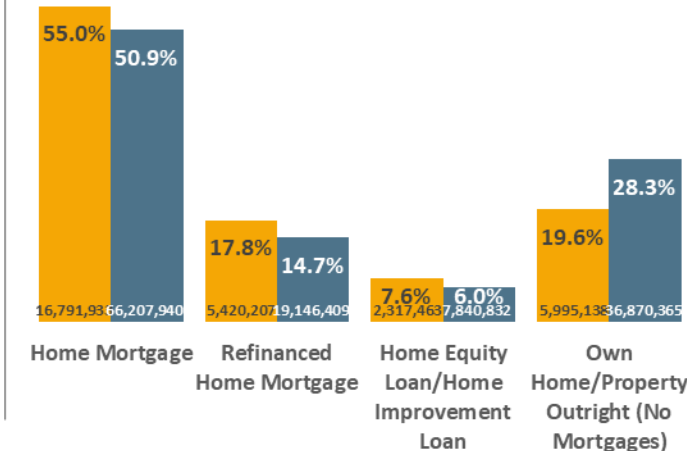
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

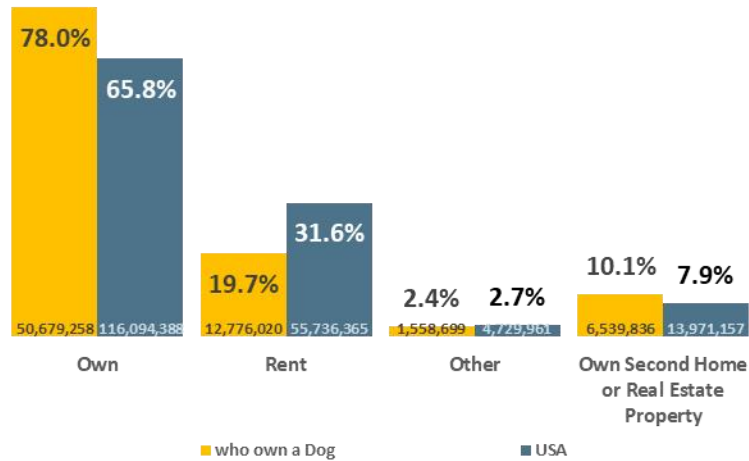




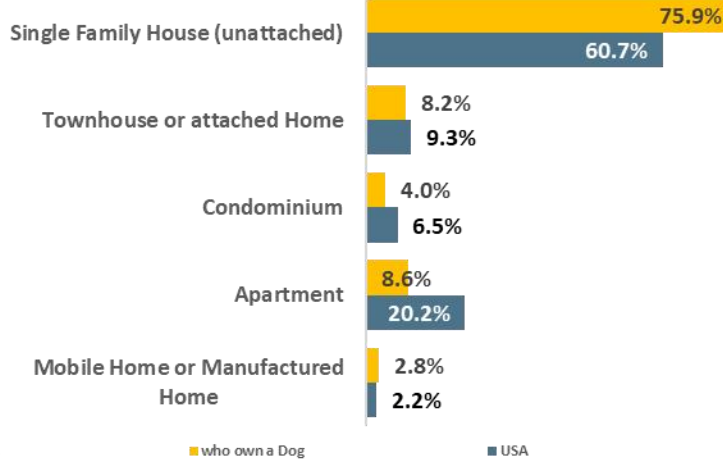
36.8% or 65,013,977 of USA Adults 25 - 64 own a Dog.
Adults 25 - 64 who own a Dog are 18.6% more likely to own their home, 3.% more likely to own a higher valued home, 25.% more likely to have a single-family home, 12.3% more likely to have a cat.



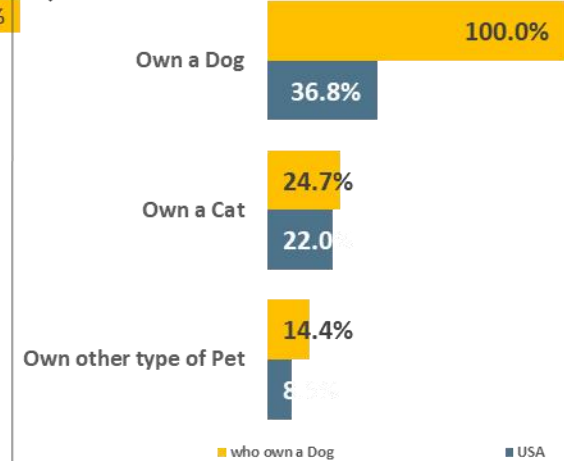
Own/Rent/Other: Adults 25 - 64



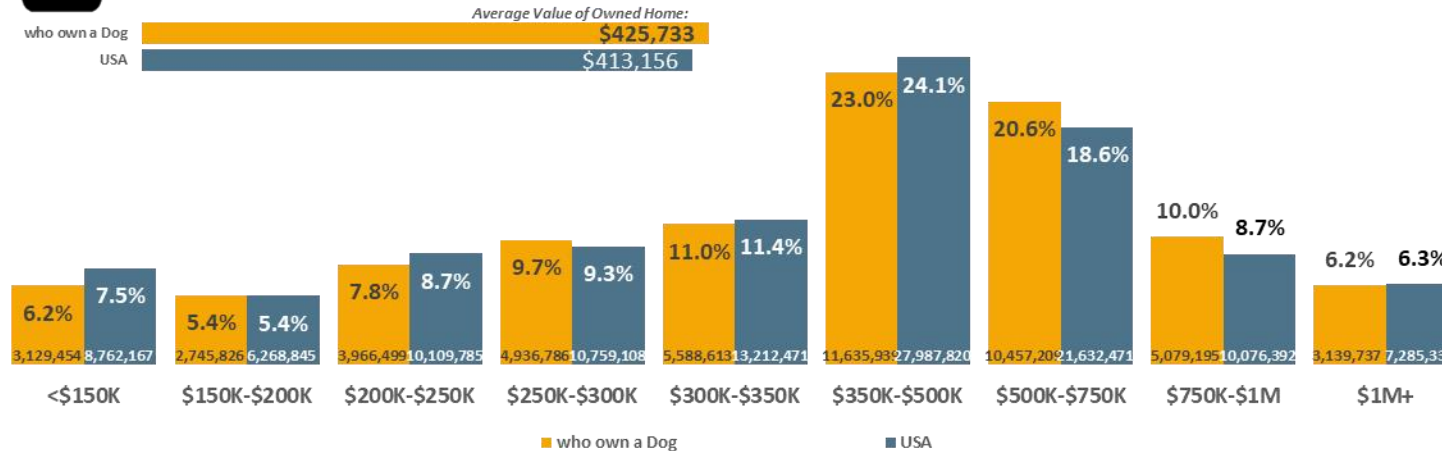
Type of Home: Adults 25 - 64



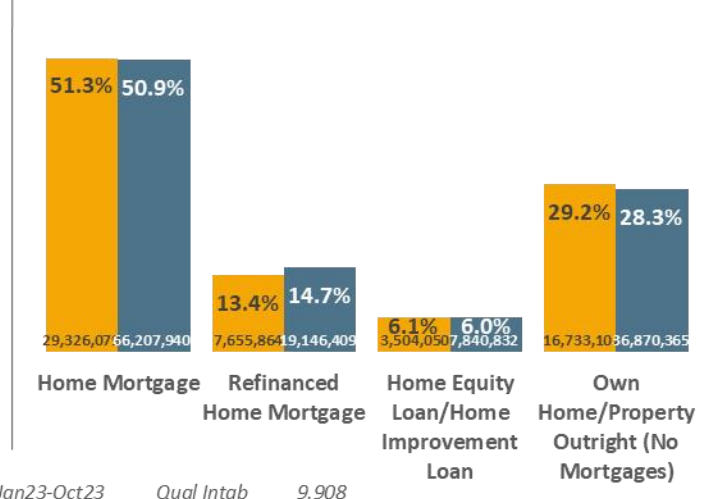
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

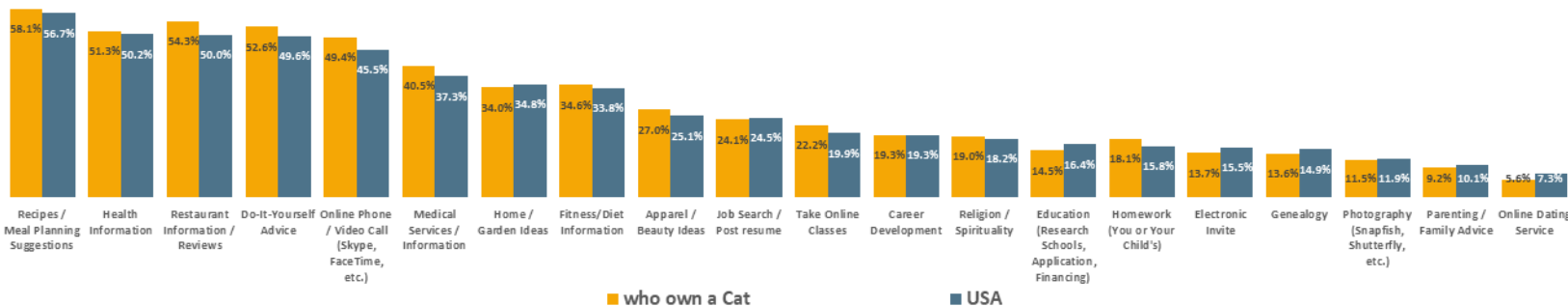




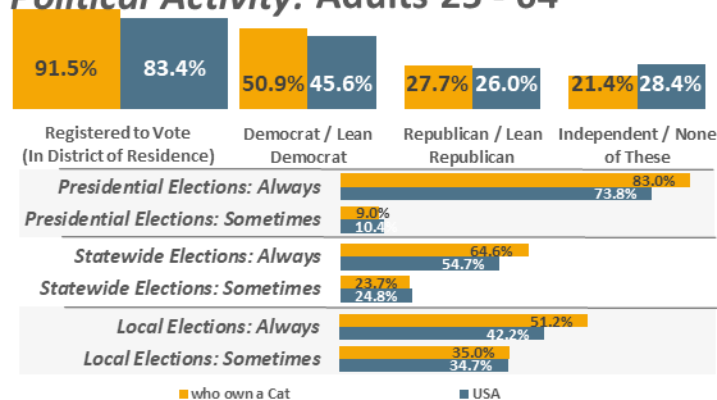
22.2% or 38,850,648 of USA Adults 25 - 64 own a Cat.
Adults 25 - 64 who own a Cat are 6.1% more likely to look up D-I-Y advice online, 21.2% more likely to always vote in local elections, 20.8% more likely to belong to a gym, 1.8% less likely to fly domestic past yr.



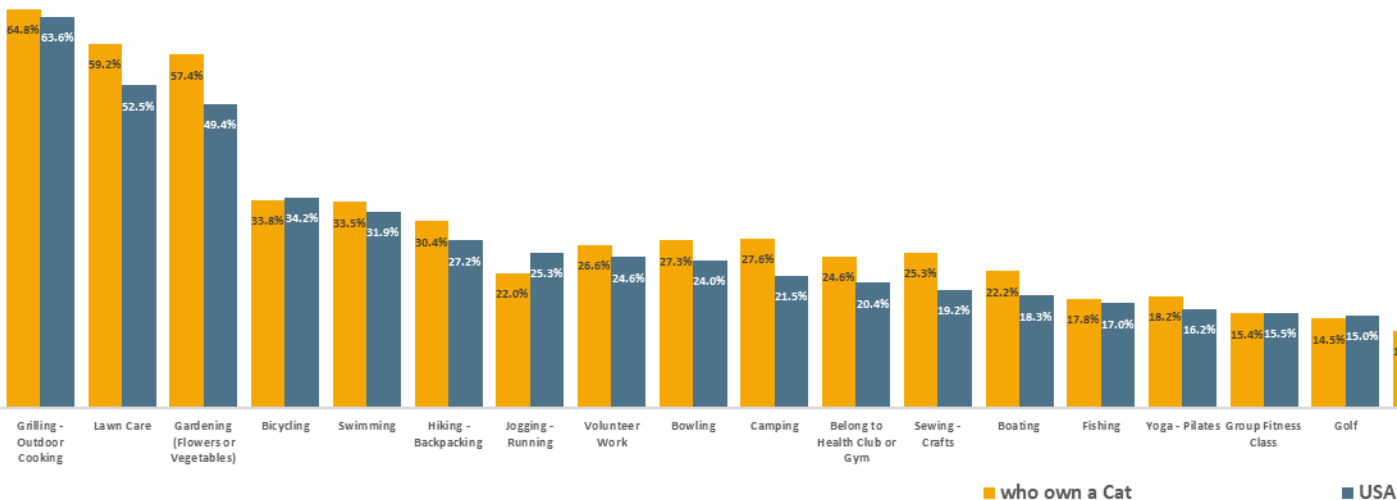
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



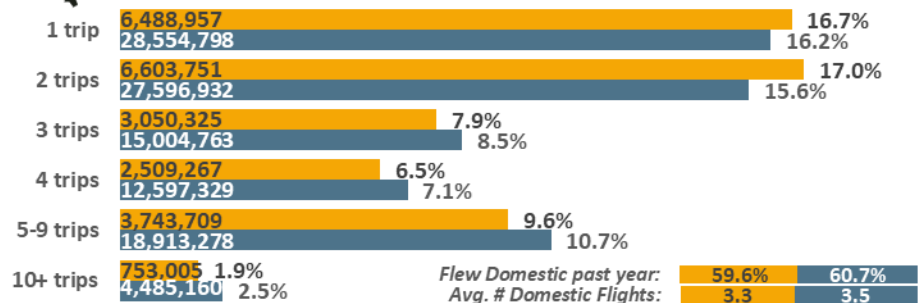
Political Activity: Adults 25 - 64



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



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



Flew Domestic past year: 59.6%
Avg. # Domestic Flights: 3.3

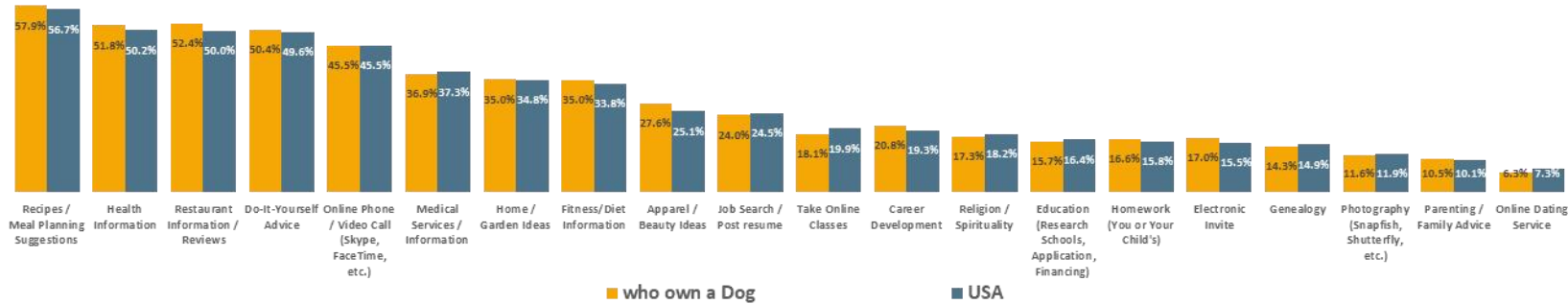




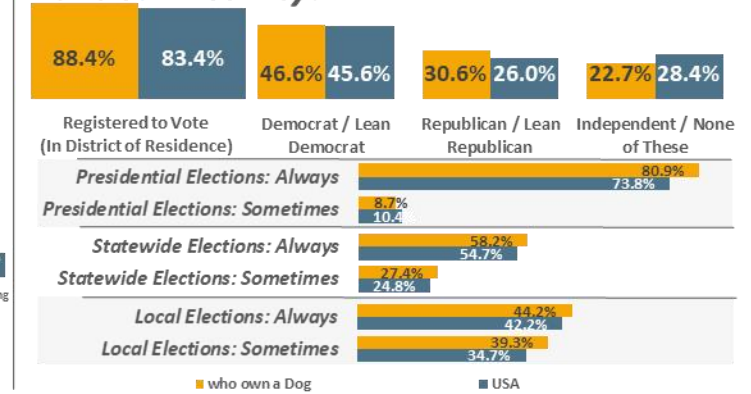
36.8% or 65,013,977 of USA Adults 25 - 64 own a Dog.
Adults 25 - 64 who own a Dog are 1.6% more likely to look up D-I-Y advice online, 4.6% more likely to always vote in local elections, 6.1% more likely to belong to a gym, 2.6% more likely to fly domestic past yr.



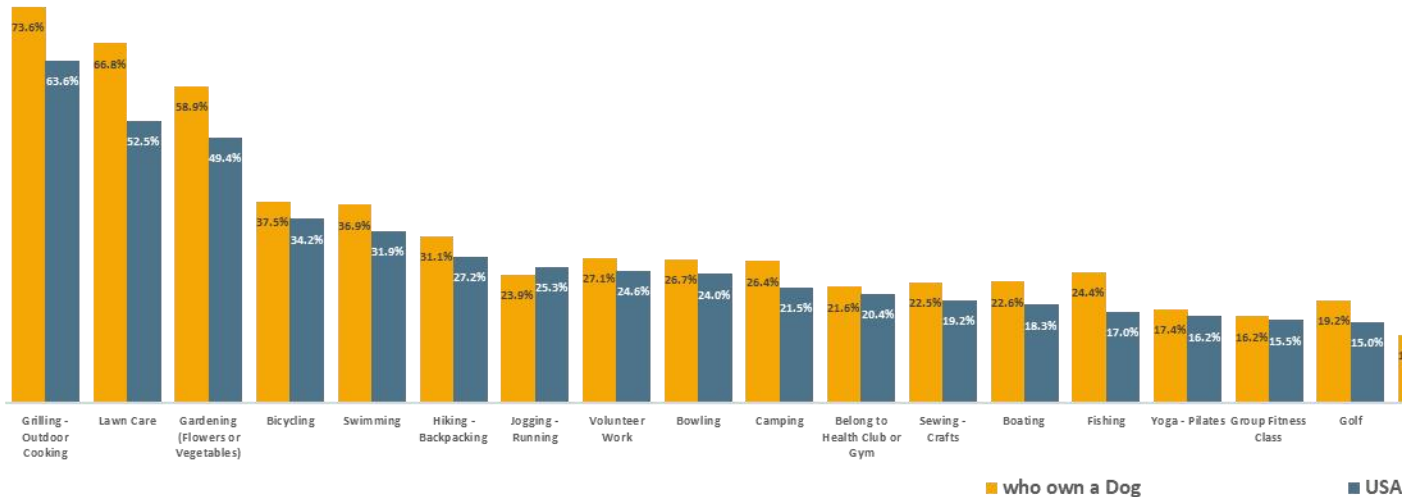
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



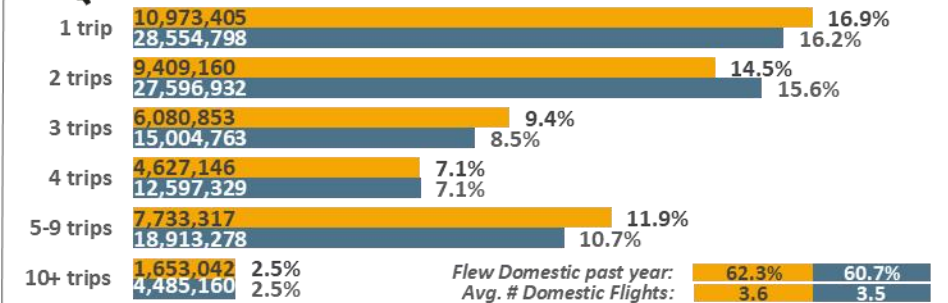
Political Activity: Adults 25 - 64



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



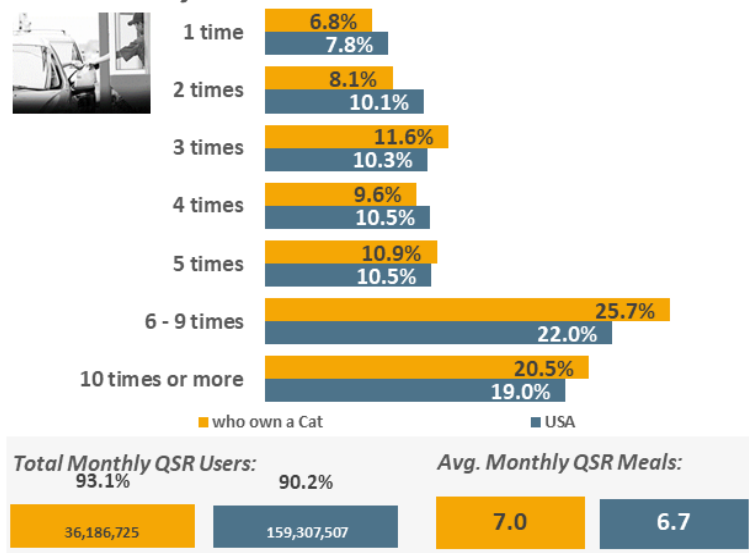
Past 12-months Domestic Airline Trips: Adults 25 - 64



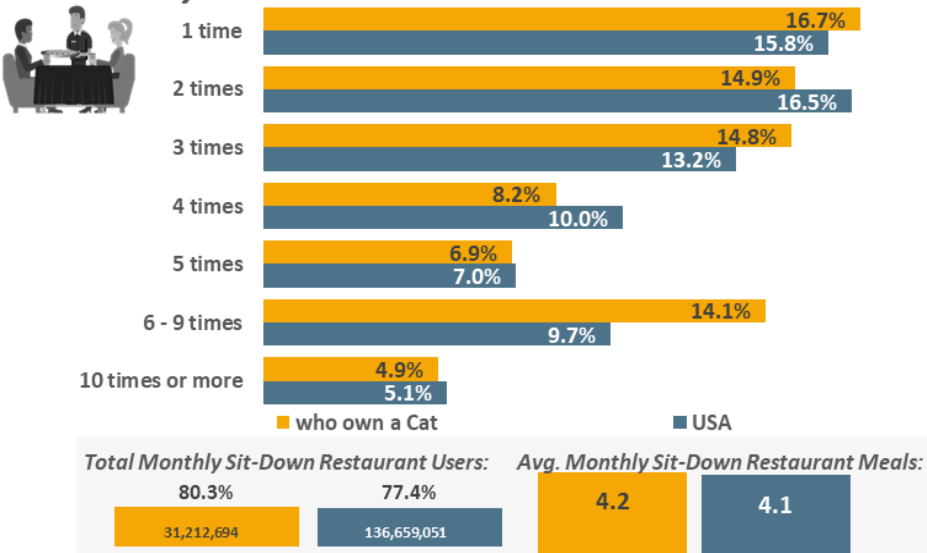


22.% or 38,850,648 of USA Adults 25 - 64 own a Cat.
Adults 25 - 64 who own a Cat are 3.2% more likely to use QSRs past mo., 3.8% more likely to use Sit-Down Restaurants past mo., .8% less likely to use Casinos past yr., 17.7% less likely to smoke cigarettes.

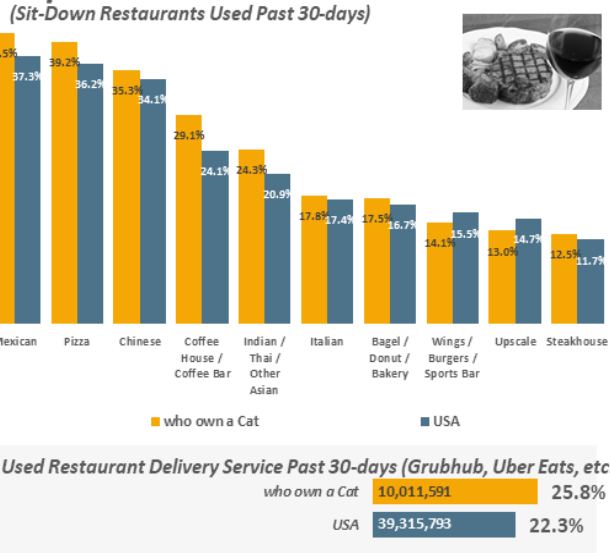
Past 30-days QSR Users: Adults 25 - 64



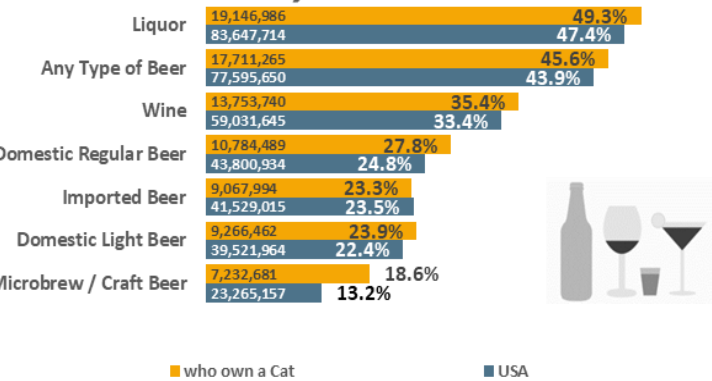
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



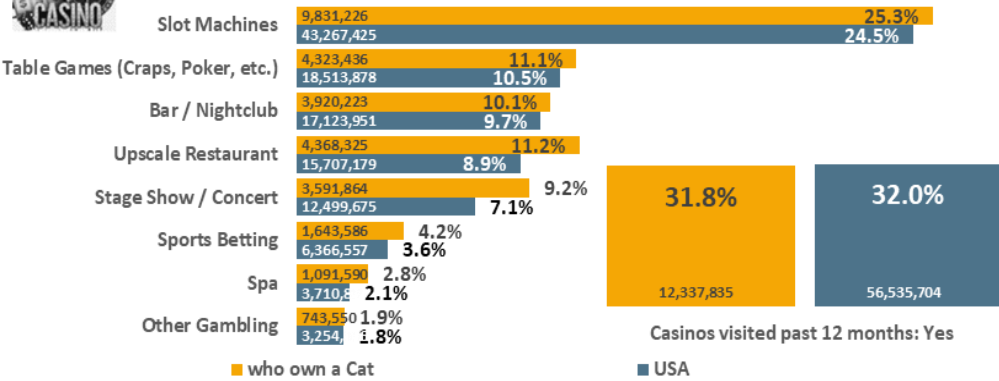
Top-10 Cuisines: Adults 25 - 64



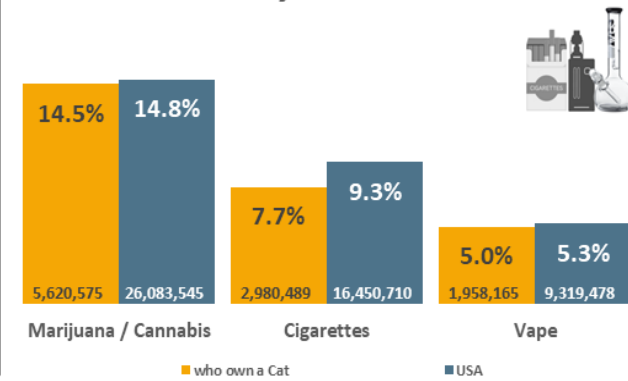
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



Used Past 30-days: Adults 25 - 64

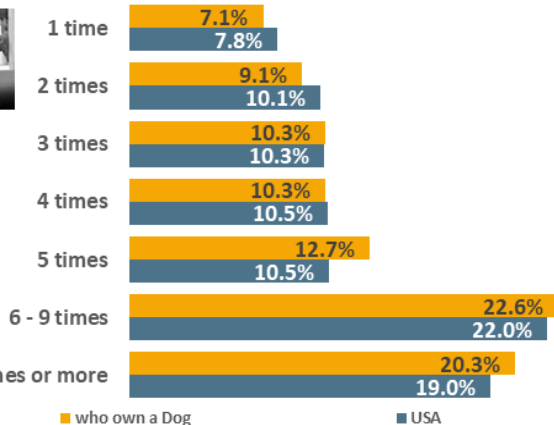




36.8% or 65,013,977 of USA Adults 25 - 64 own a Dog.

Adults 25 - 64 who own a Dog are 2.5% more likely to use QSRs past mo., 4.2% more likely to use Sit-Down Restaurants past mo., 10.7% more likely to use Casinos past yr., 27.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:

92.4%

90.2%

Avg. Monthly QSR Meals:

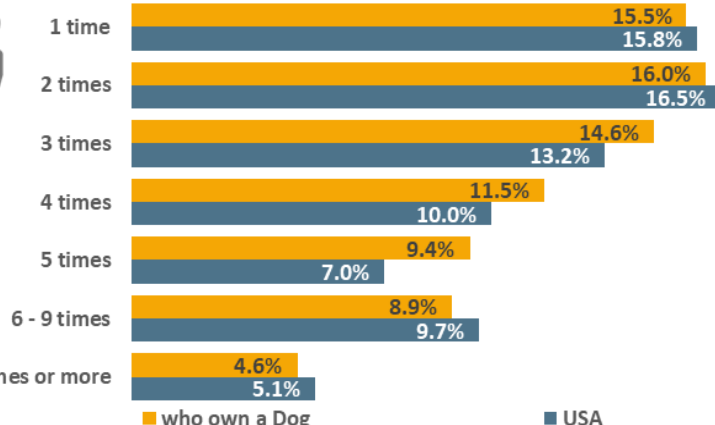
60,104,556

159,307,507

6.9

6.7

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



Total Monthly Sit-Down Restaurant Users:

80.7%

Avg. Monthly Sit-Down Restaurant Meals:

52,448,346

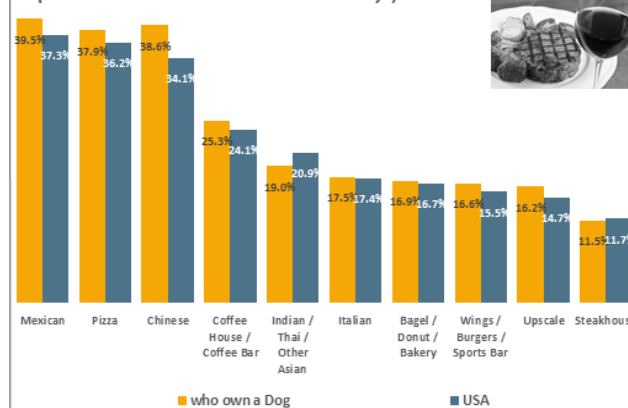
136,659,051

4.0

4.1

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 own a Dog

13,685,473

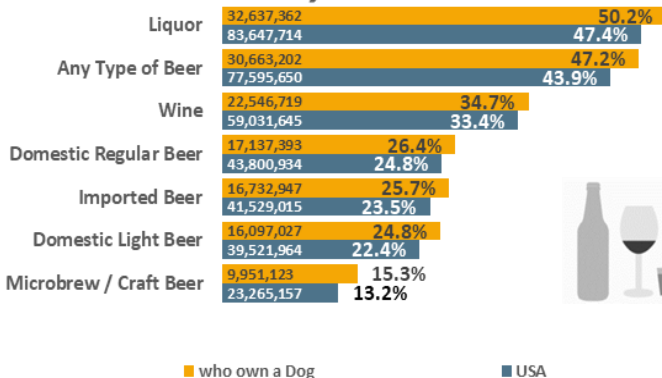
21.1%

USA

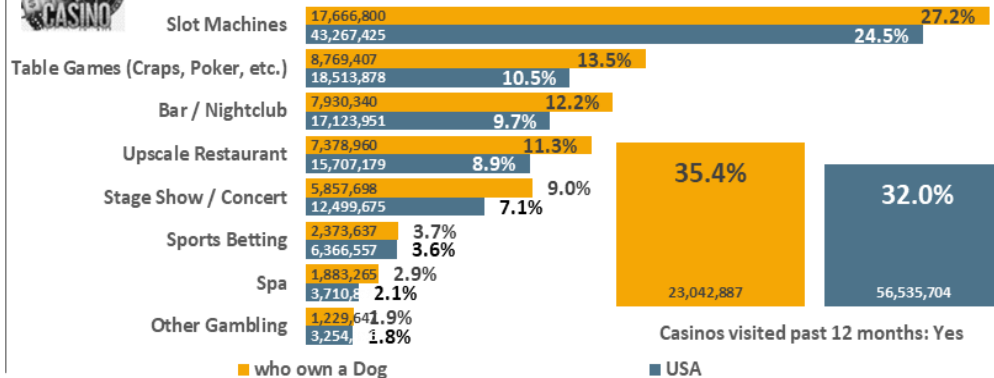
39,315,793

22.3%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



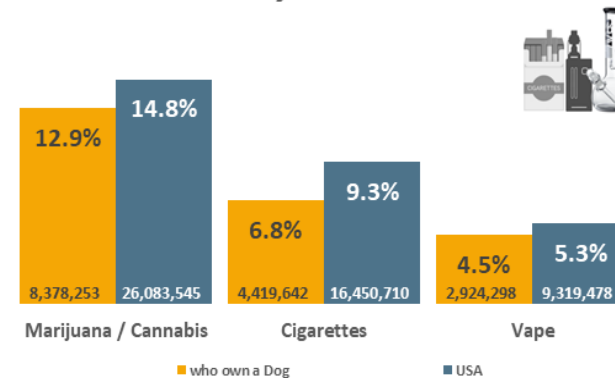
Casinos visited past 12 months: Yes

USA

23,042,887

56,535,704

Used Past 30-days: Adults 25 - 64

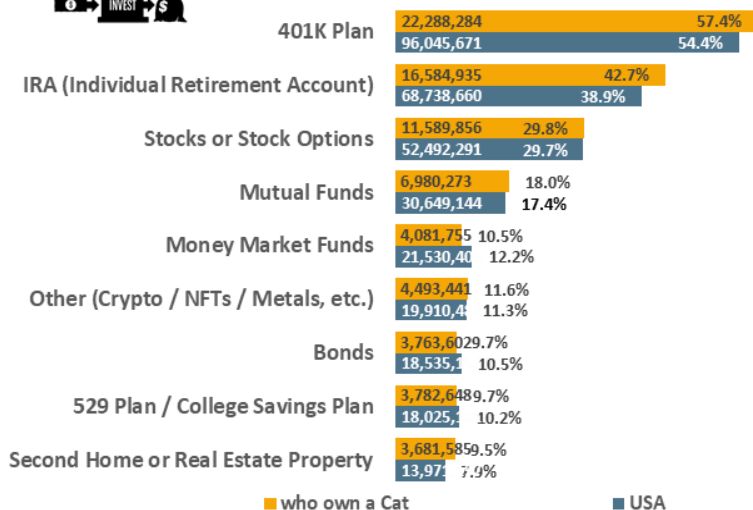




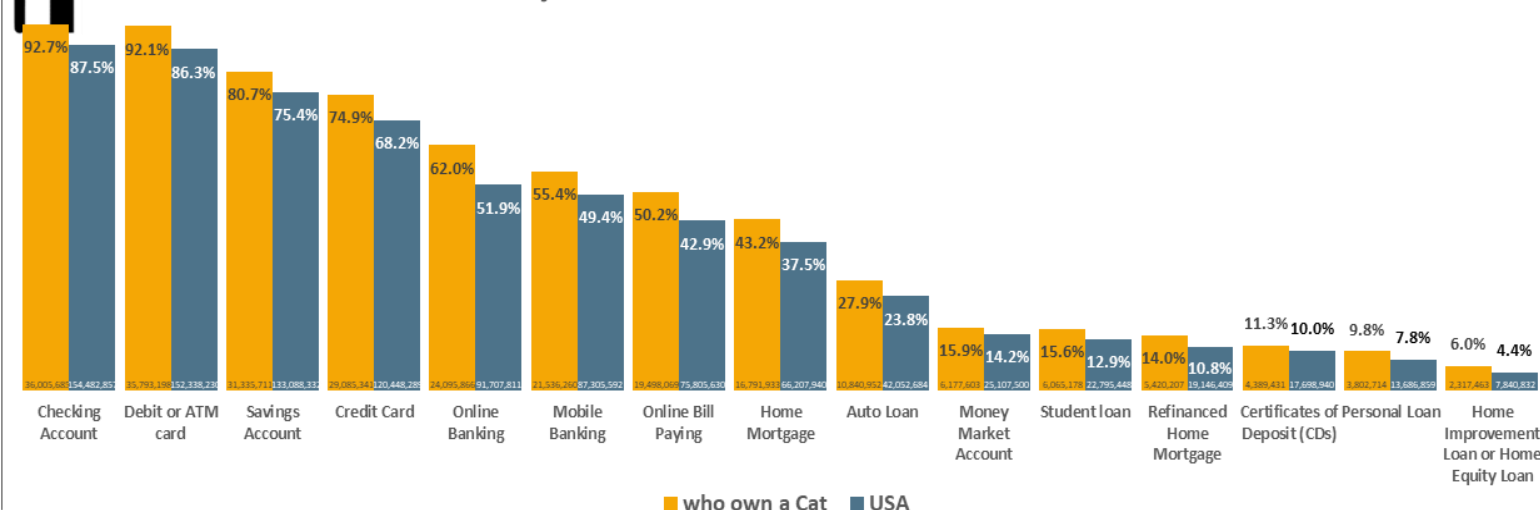
22.2% or 38,850,648 of USA Adults 25 - 64 own a Cat.
Adults 25 - 64 who own a Cat are 5.5% more likely to have a 401K, 17.2% more likely to have an Auto Loan,
.5% more likely to Invest/Trade Stocks Online, 9.6% more likely to pay with their Debit Card.



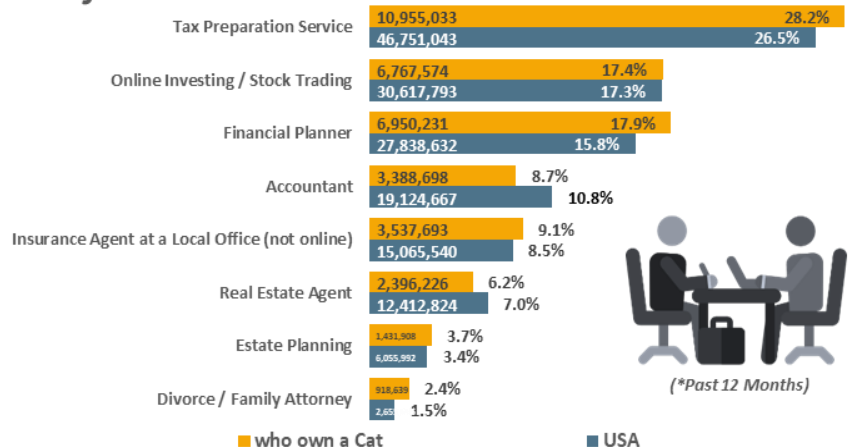
Investments Owned: Adults 25 - 64



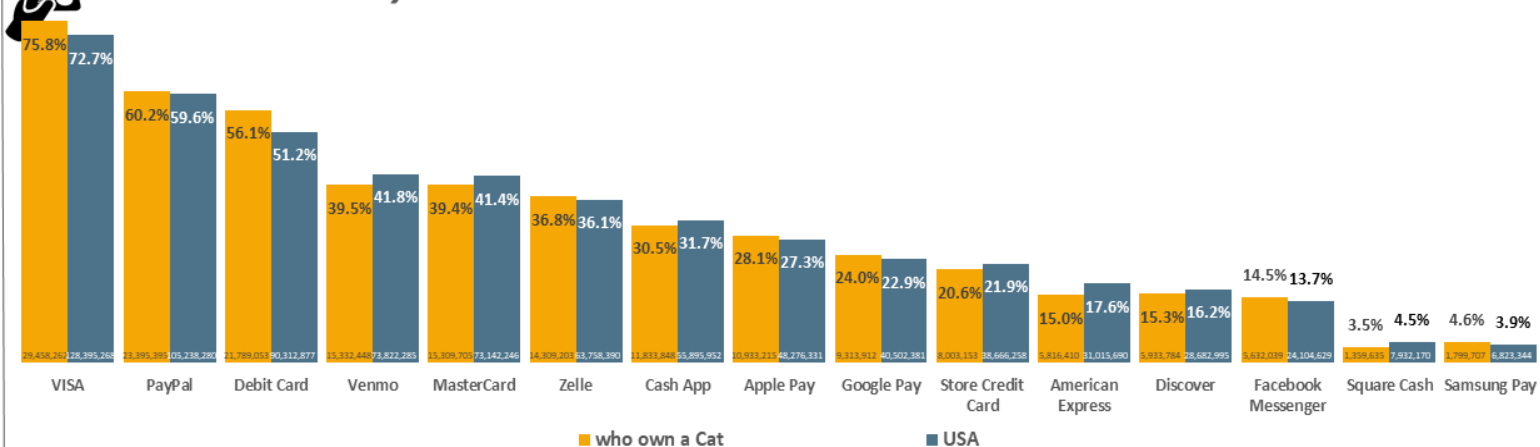
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used*: Adults 25 - 64



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

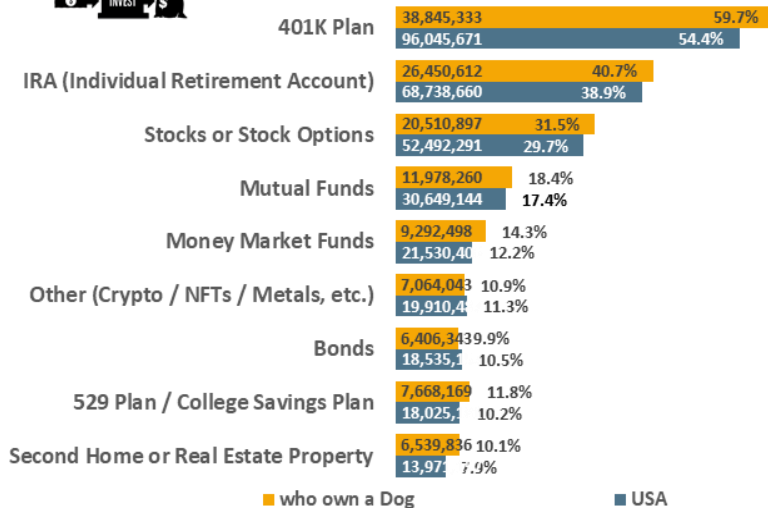




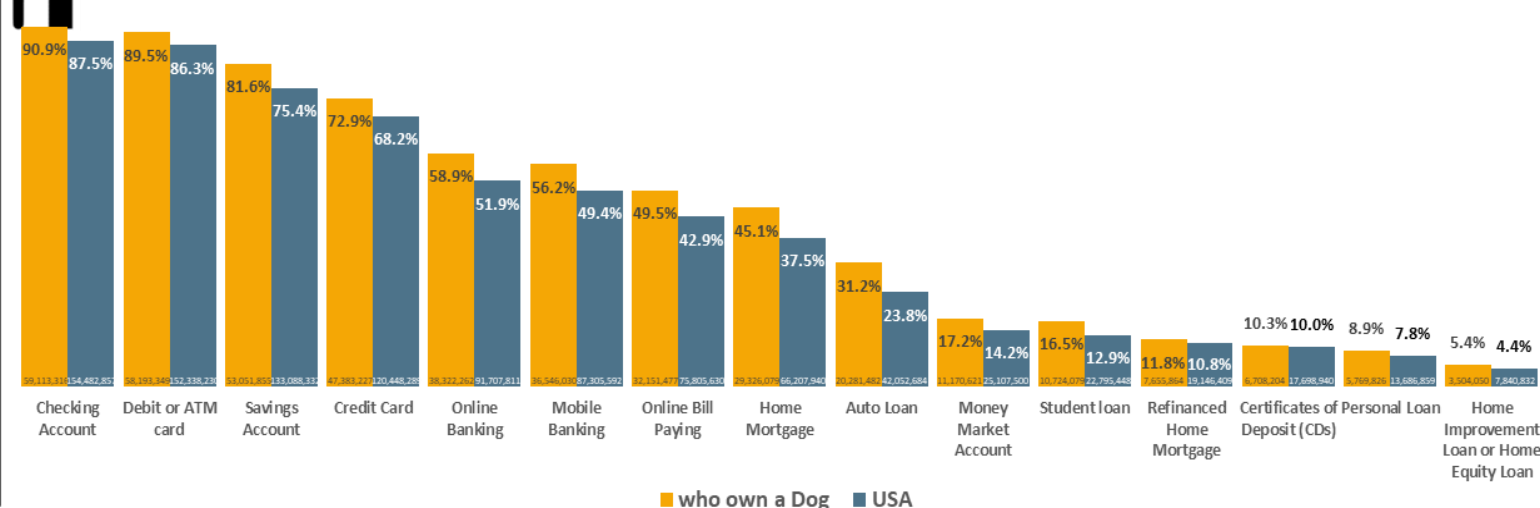
36.8% or 65,013,977 of USA Adults 25 - 64 own a Dog.
Adults 25 - 64 who own a Dog are 9.8% more likely to have a 401K, 31.% more likely to have an Auto Loan,
5.6% less likely to Invest/Trade Stocks Online, 6.6% more likely to pay with their Debit Card.



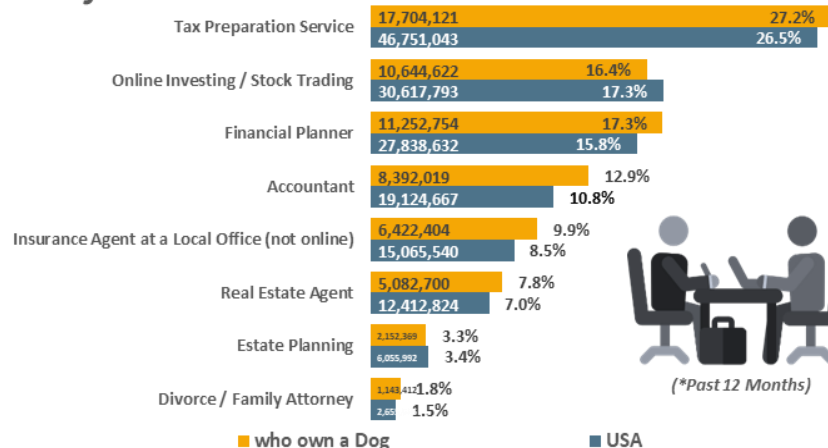
Investments Owned: Adults 25 - 64



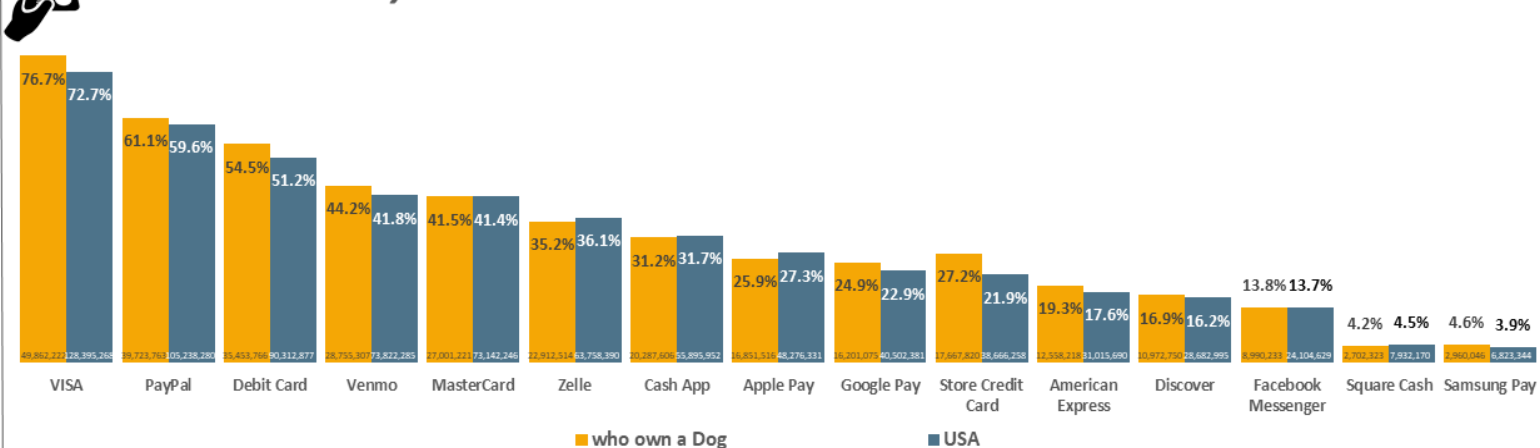
Financial Services Has and/or Uses: Adults 25 - 64

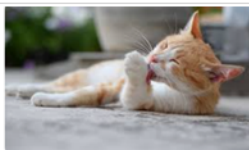


Professional Services Used*: Adults 25 - 64



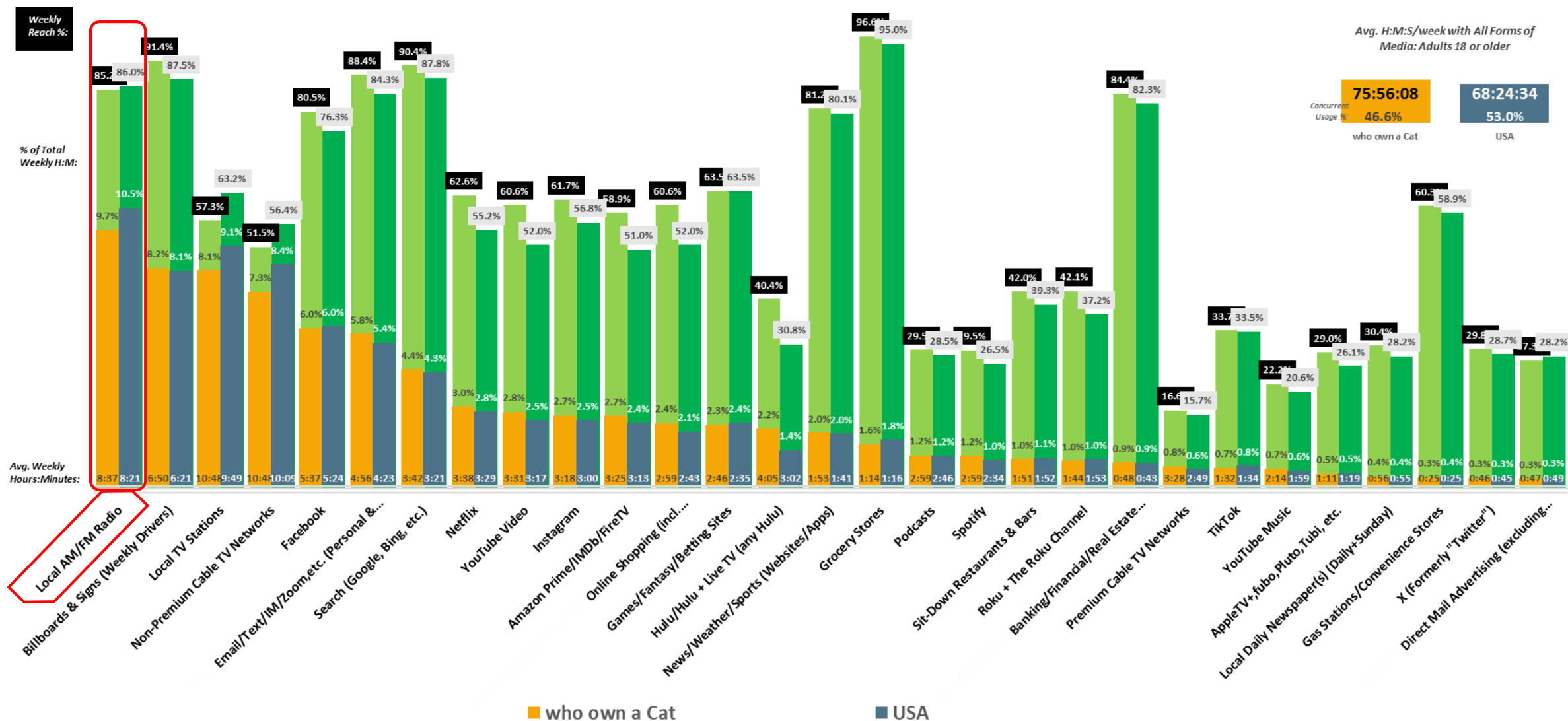
Past 3-Months Payment Methods Used: Adults 25 - 64





Adults 25 - 64 who own a Cat spend an average of 3 days, 3 hours, 56 minutes and 8 seconds each week with All Forms of Media.

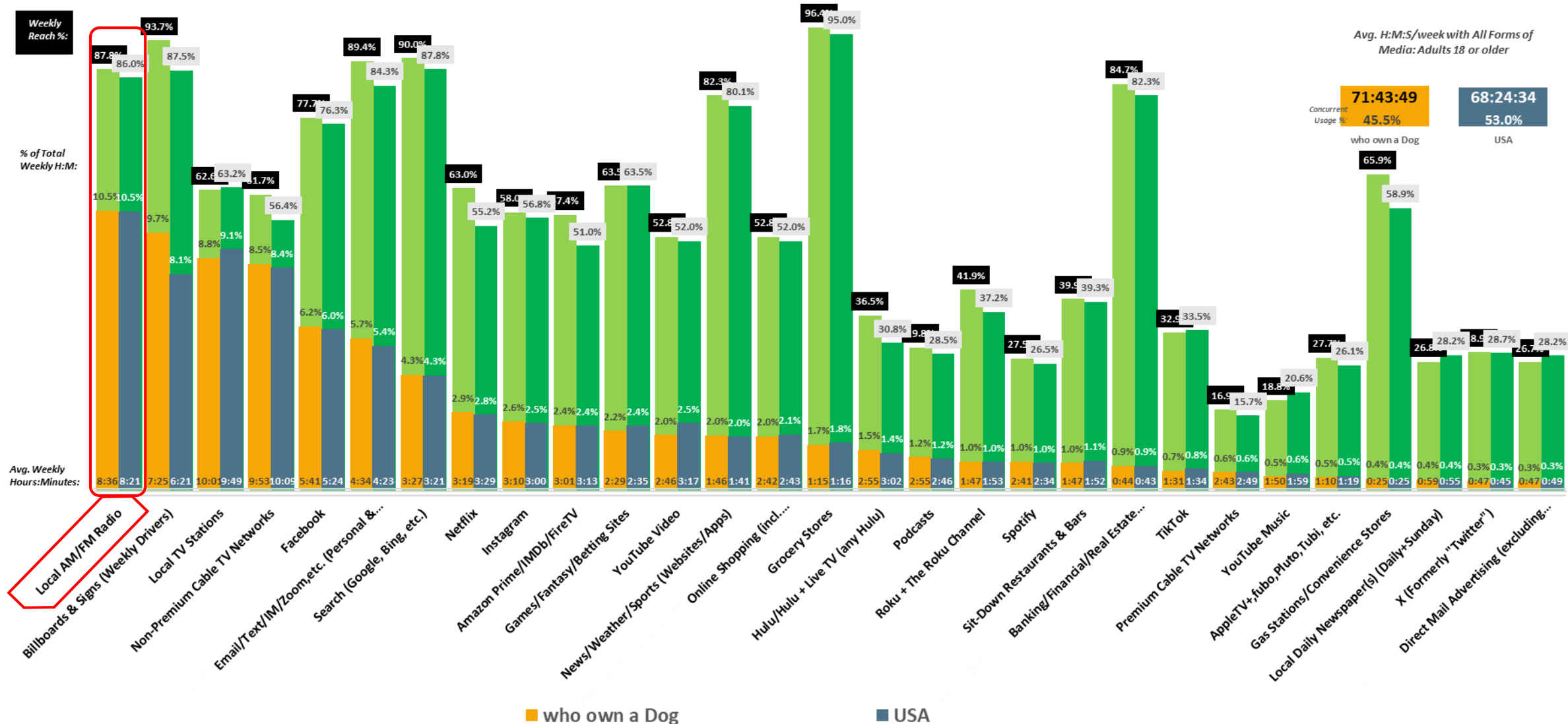
85.2% of Adults 25 - 64 who own a Cat spend an avg. of 8 hours and 37 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.





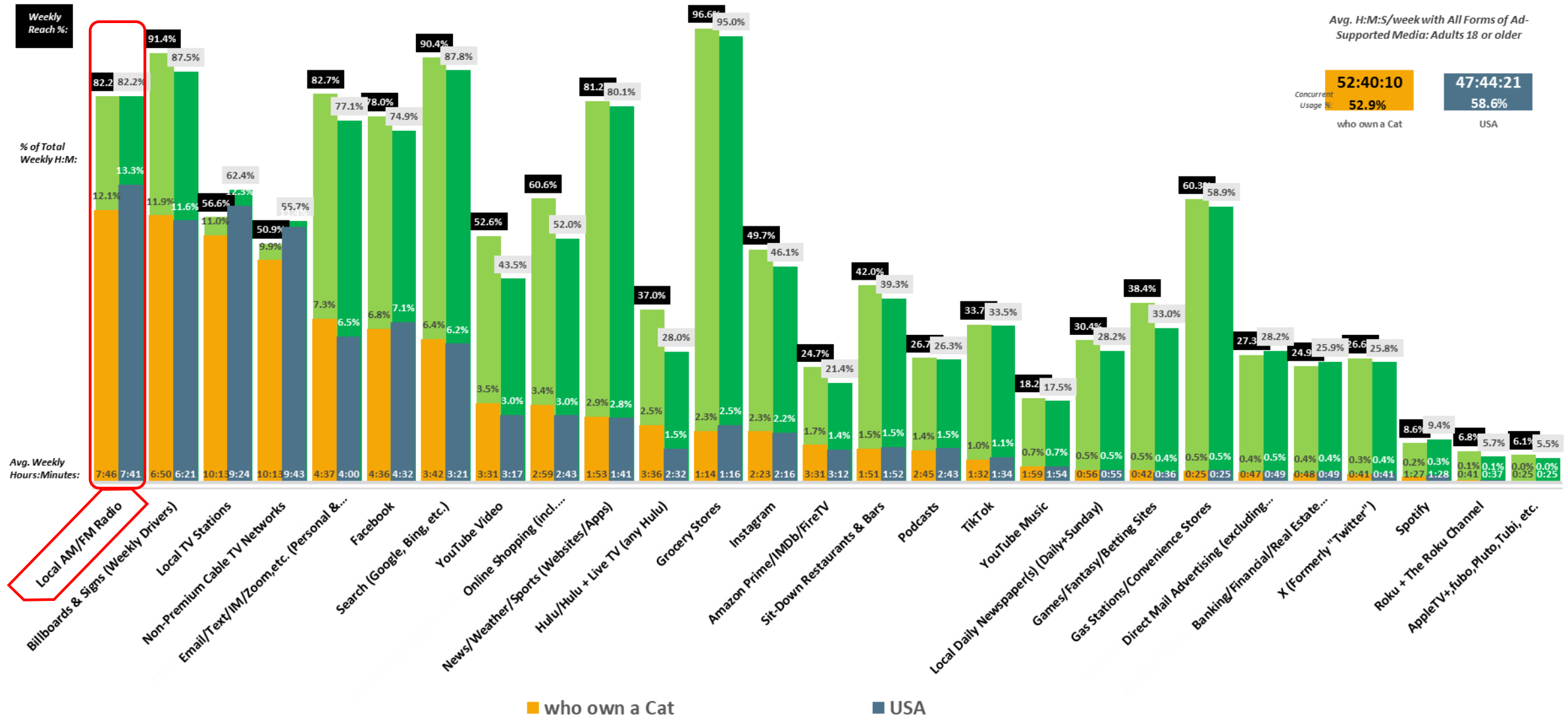
Adults 25 - 64 who own a Dog spend an average of 2 days, 23 hours, 43 minutes and 49 seconds each week with All Forms of Media.

87.8% of Adults 25 - 64 who own a Dog spend an avg. of 8 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.





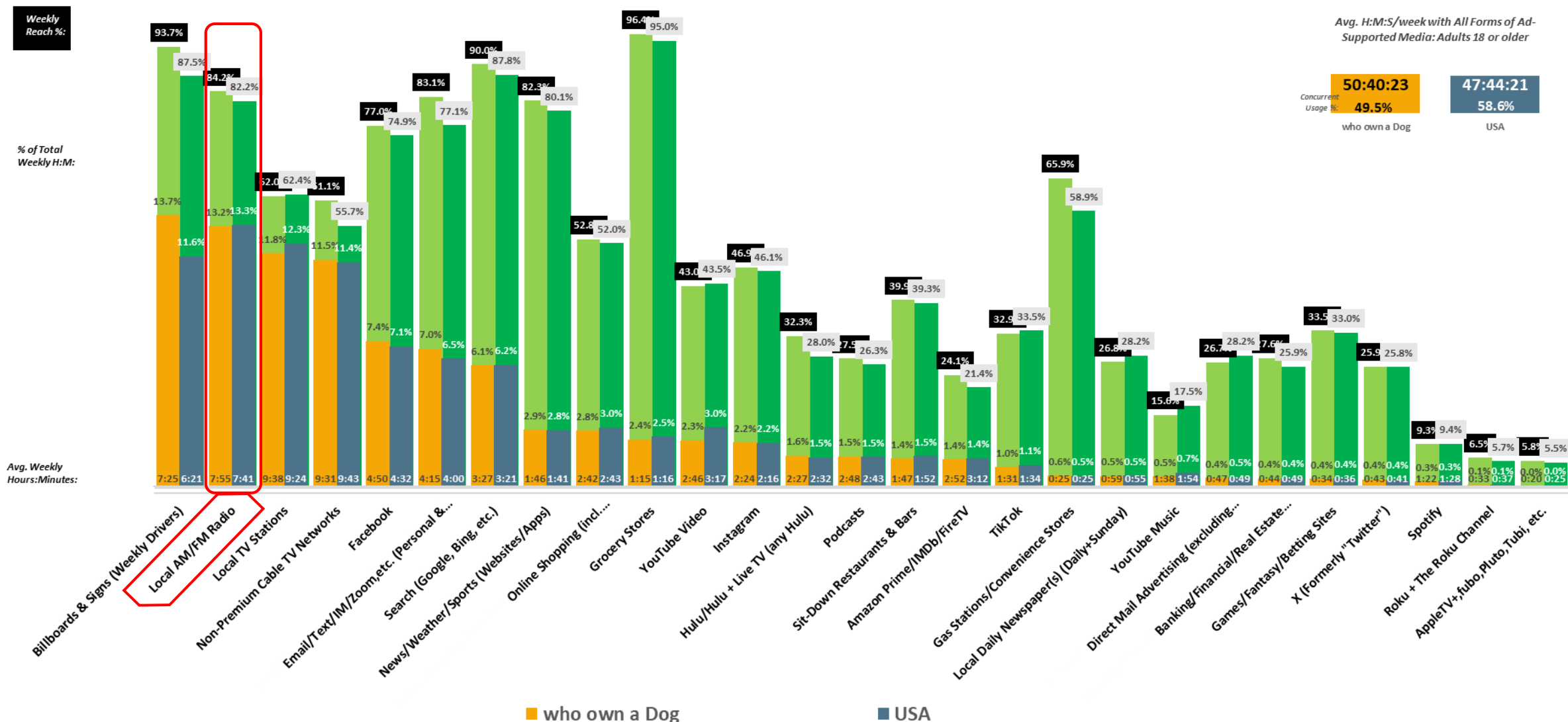
Adults 25 - 64 who own a Cat spend an average of 2 days, 4 hours, 40 minutes and 10 seconds each week with All Forms of Ad-Supported Media.
82.2% of Adults 25 - 64 who own a Cat spend an avg. of 7 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.1% of total time spent with all forms of Ad-Supported Media.





Adults 25 - 64 who own a Dog spend an average of 2 days, 2 hours, 40 minutes and 23 seconds each week with All Forms of Ad-Supported Media.

84.2% of Adults 25 - 64 who own a Dog spend an avg. of 7 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.2% of total time spent with all forms of Ad-Supported Media.

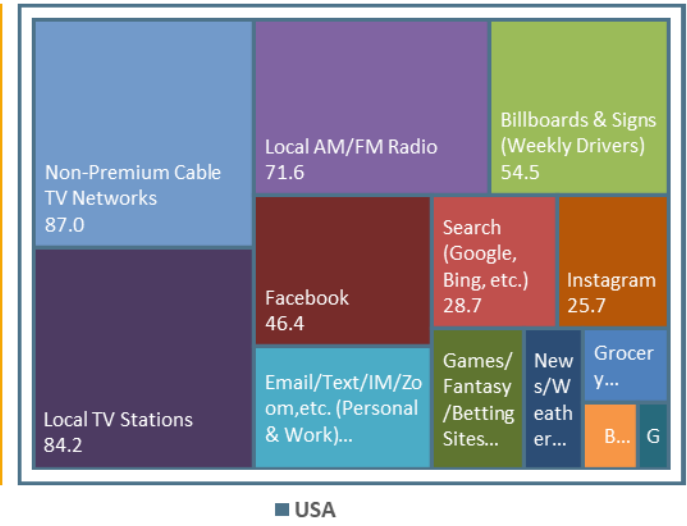
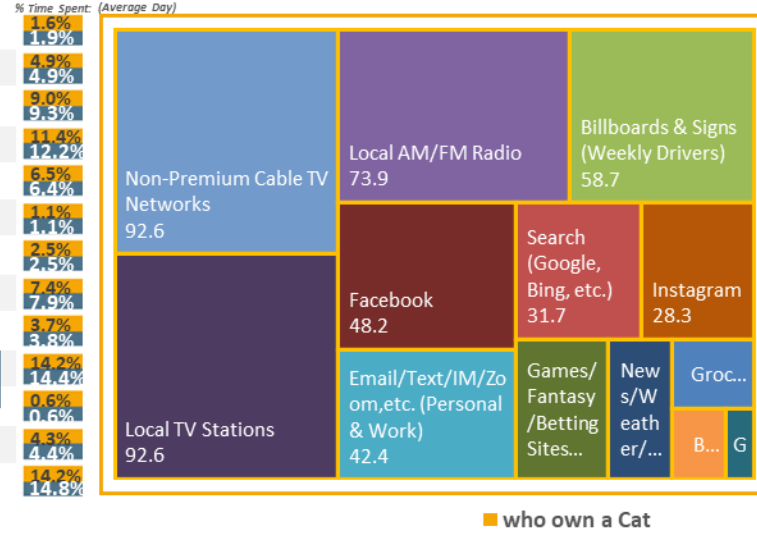
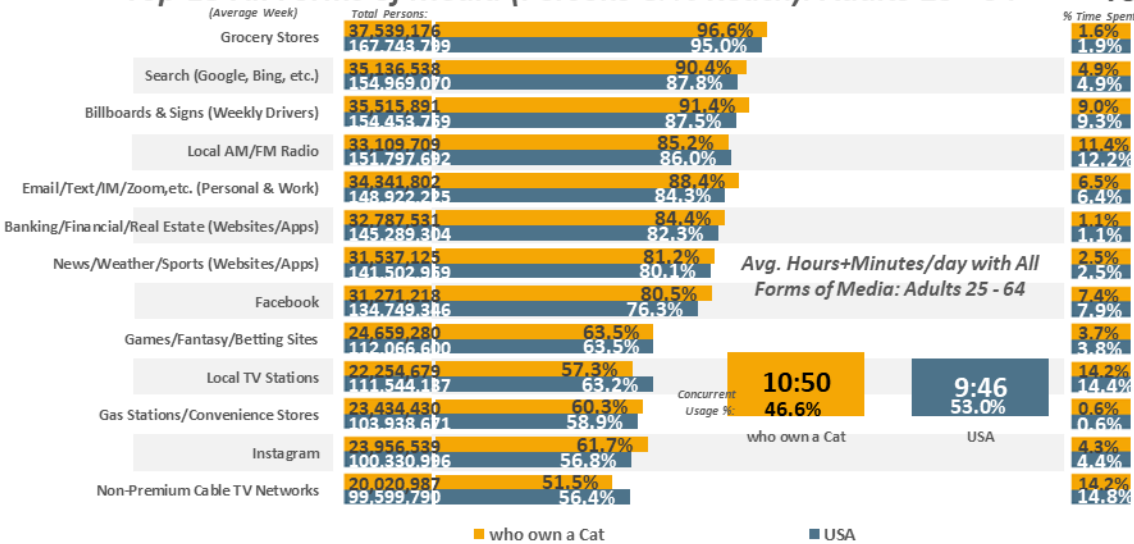




Adults 25 - 64 who own a Cat spend an average of 7 hours and 31 minutes each day with All Forms of Ad-Supported Media. 82.2% listen to Local AM/FM Radio for an avg. of 66.6 minutes/day. (Local Radio delivers 12.1% of Time with Ad-Supported Media.)

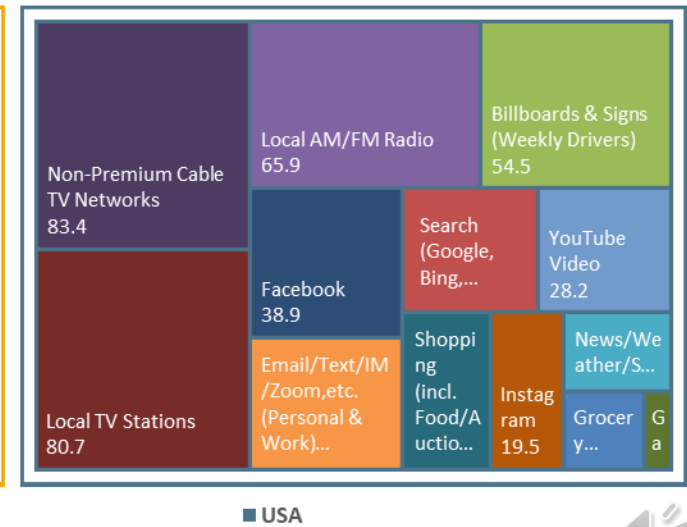
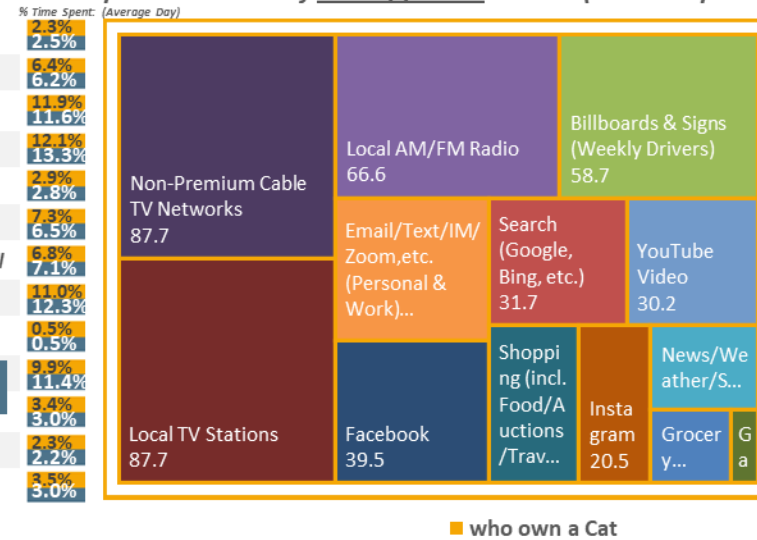
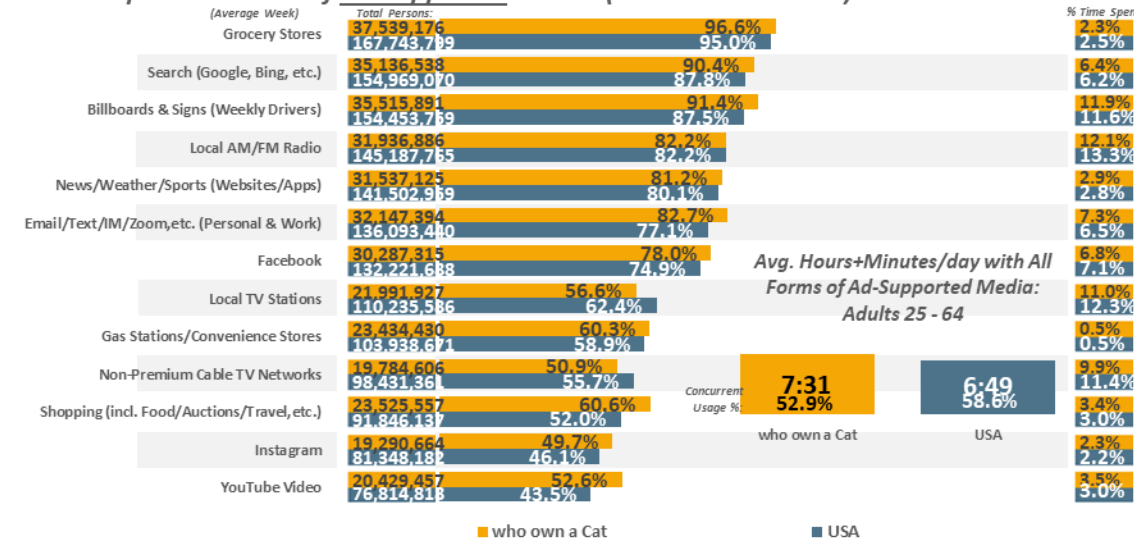
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

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

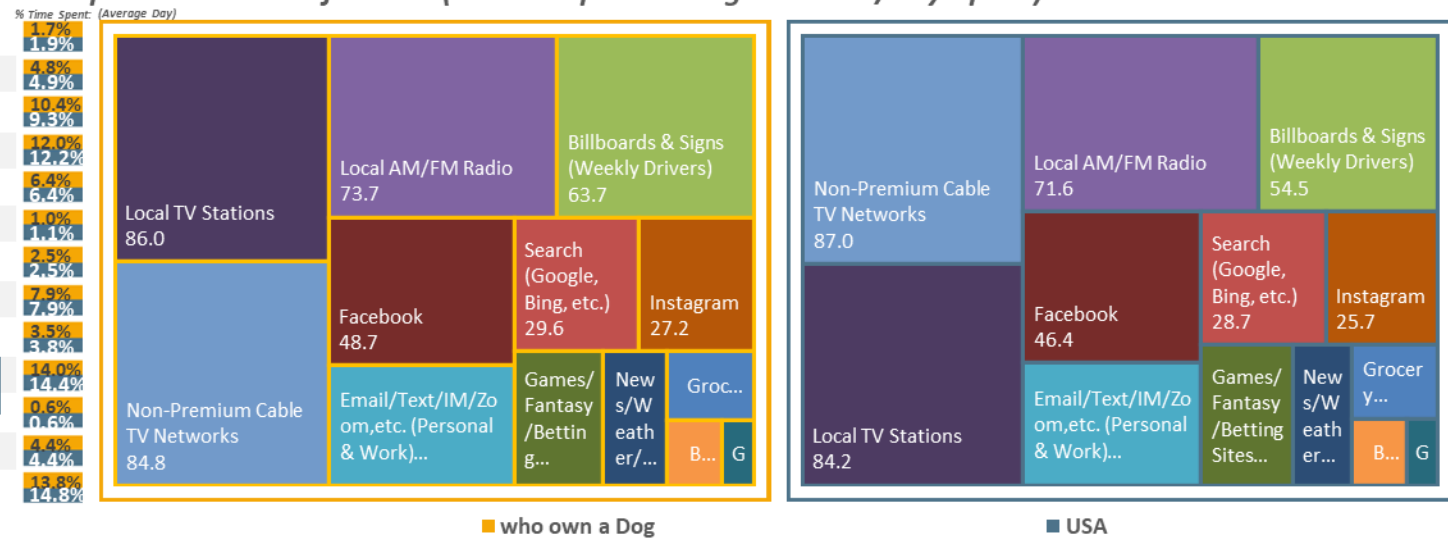
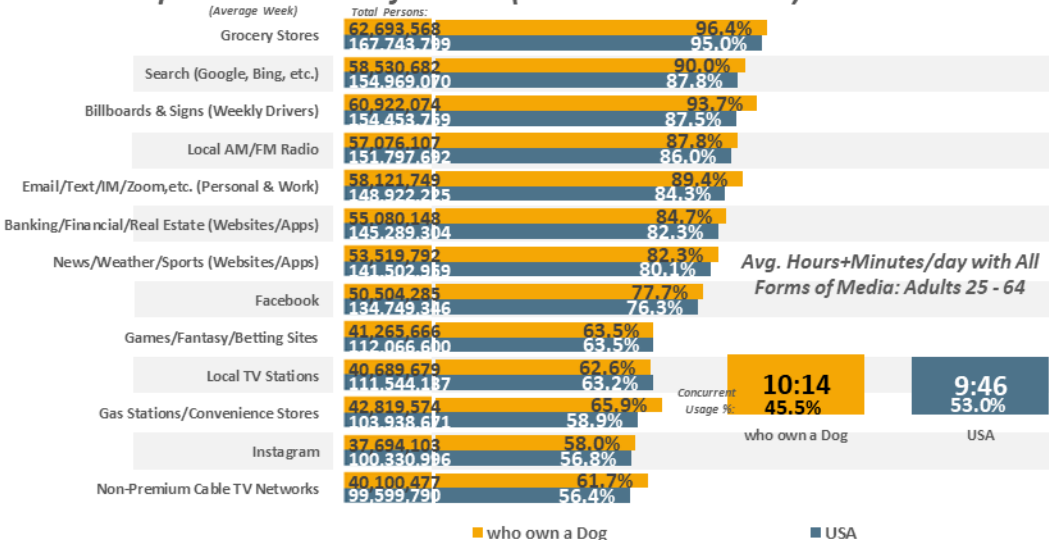




Adults 25 - 64 who own a Dog spend an average of 7 hours and 14 minutes each day with All Forms of Ad-Supported Media. 84.2% listen to Local AM/FM Radio for an avg. of 68. minutes/day.
(Local Radio delivers 13.2% of Time with Ad-Supported Media.)

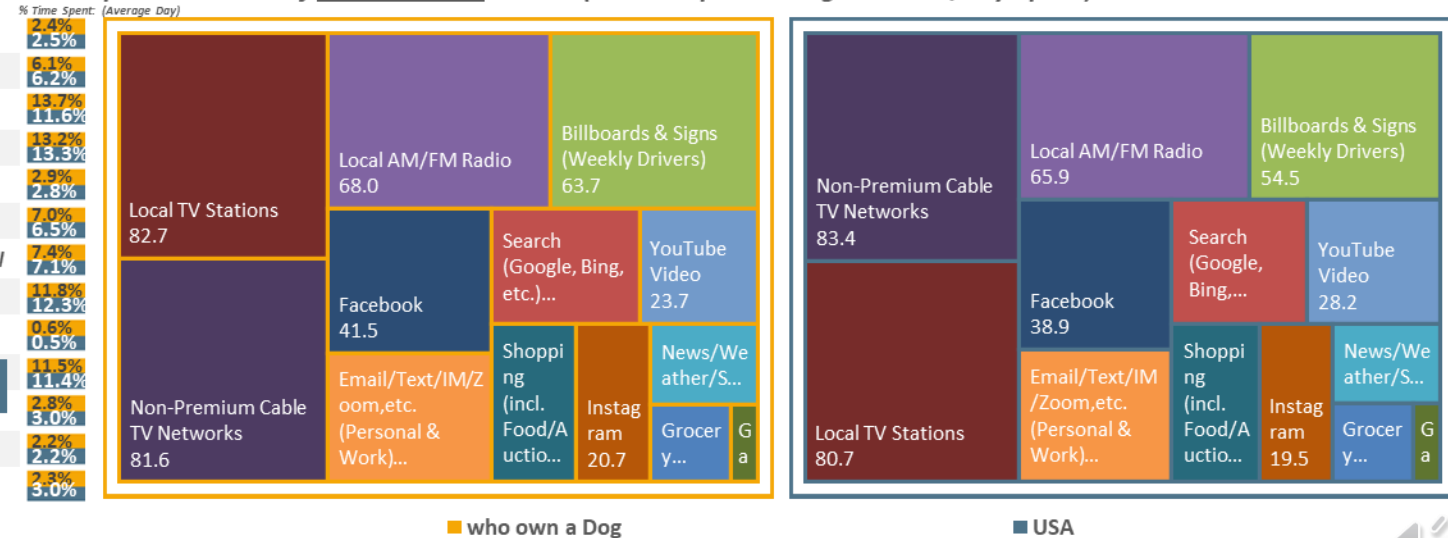
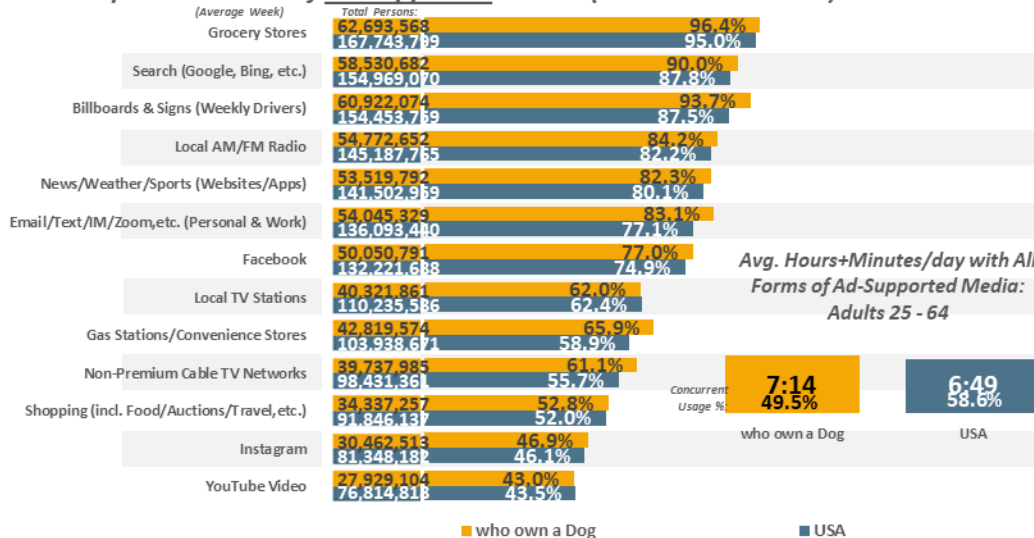
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

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

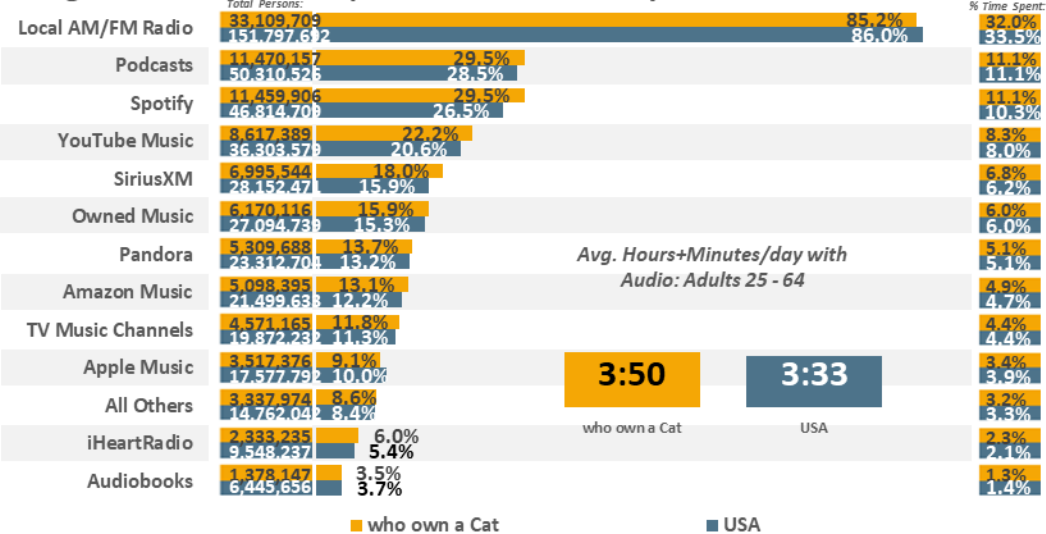
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



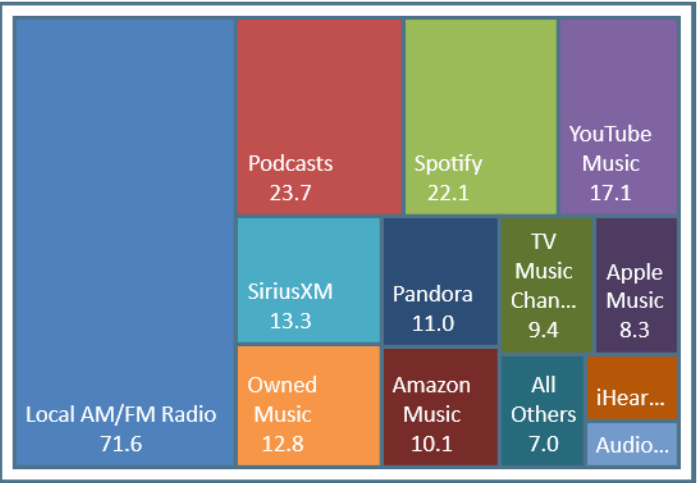
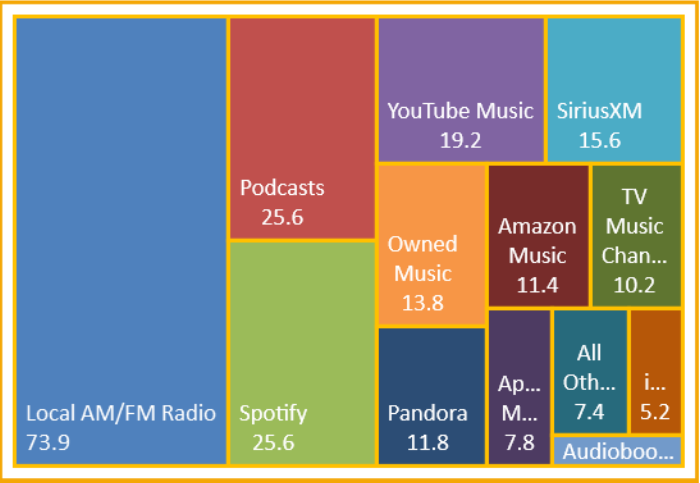


31,936,886 or 82.2% of Adults 25 - 64 who own a Cat listen to Ad-Supported Local AM/FM Radio for an average of 66.6 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.

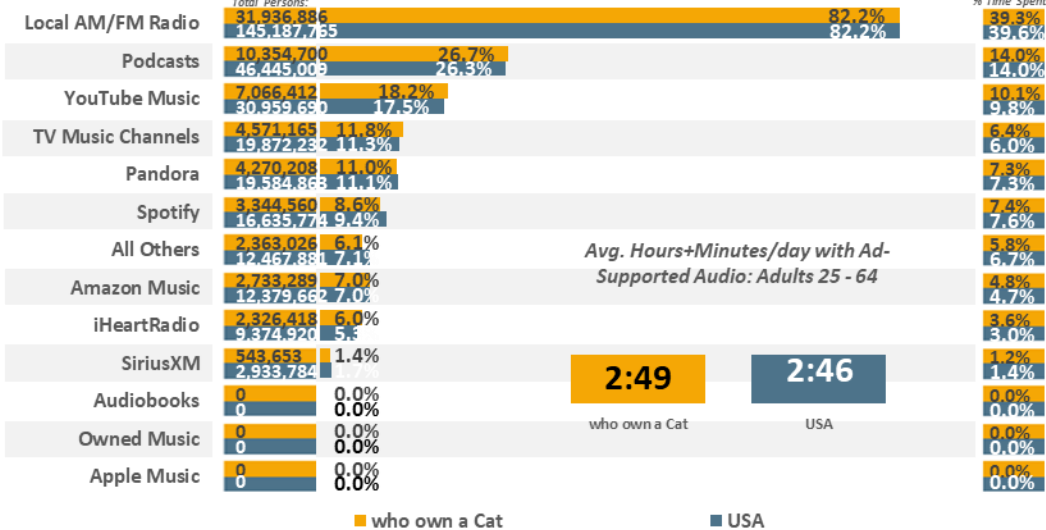
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



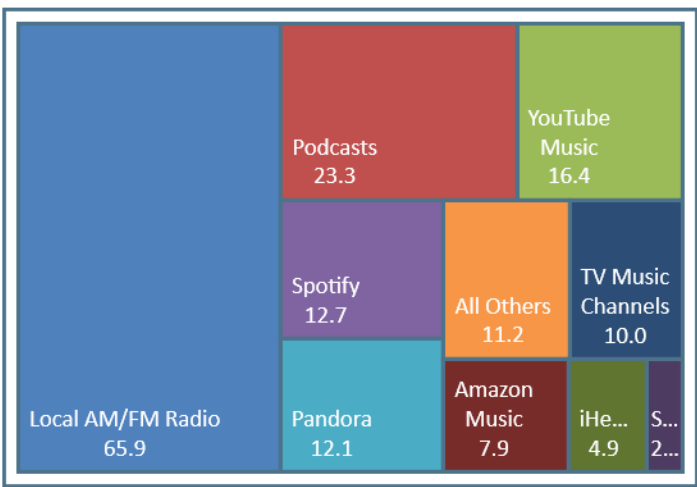
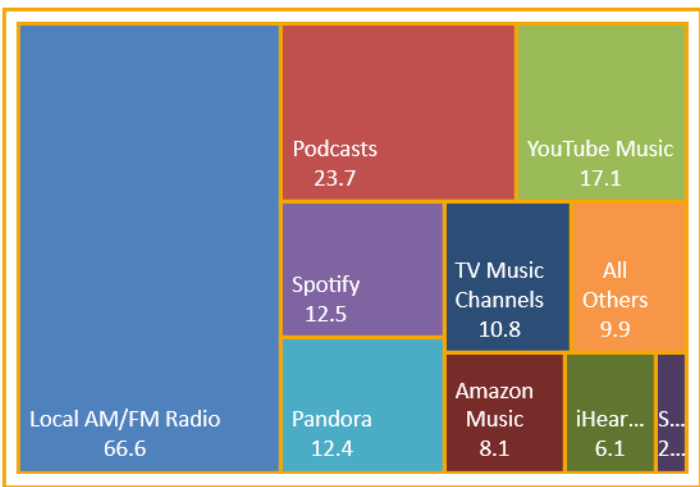
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

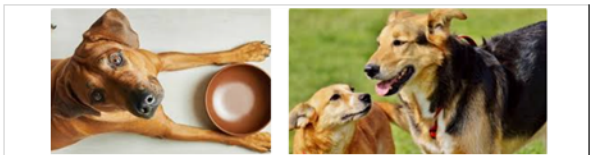


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



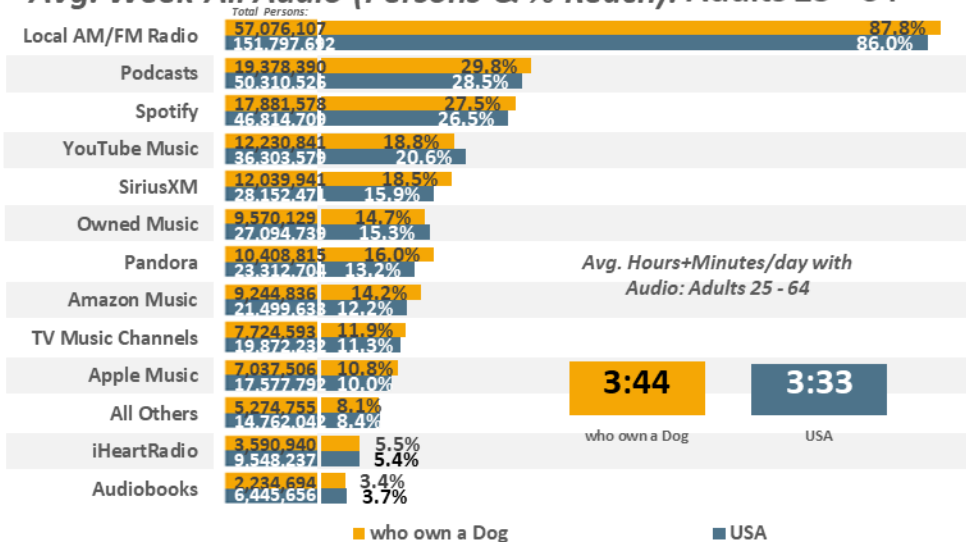
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



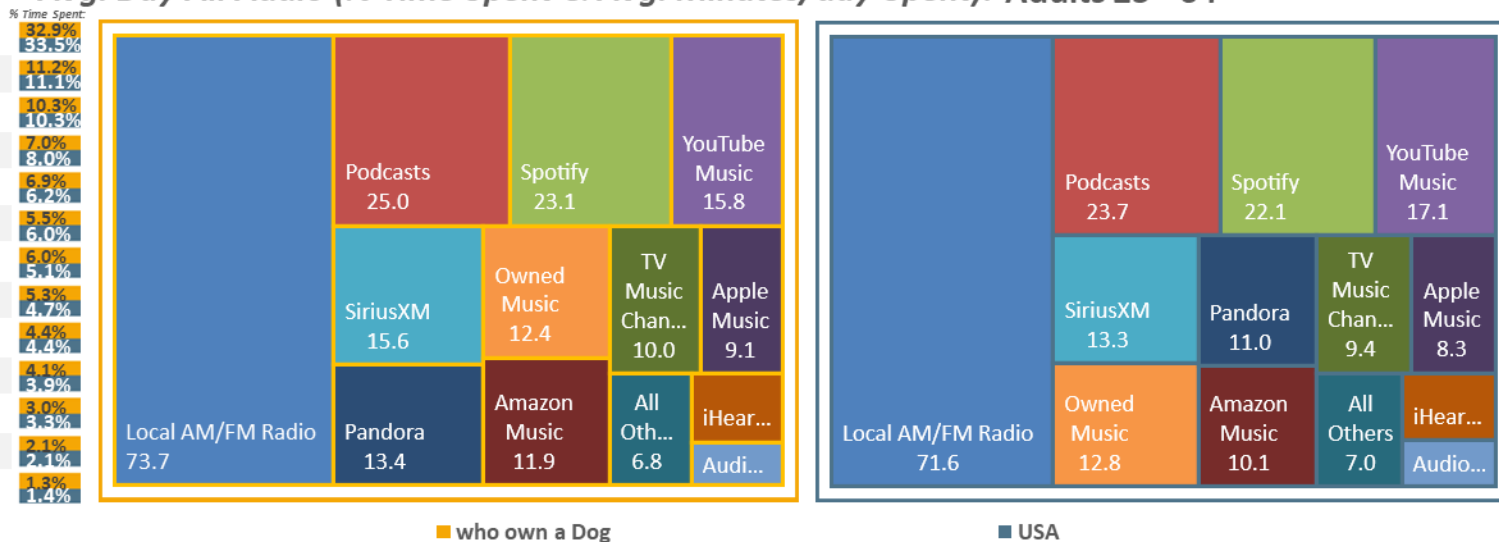


54,772,652 or 84.2% of Adults 25 - 64 who own a Dog listen to Ad-Supported Local AM/FM Radio for an average of 68. minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.

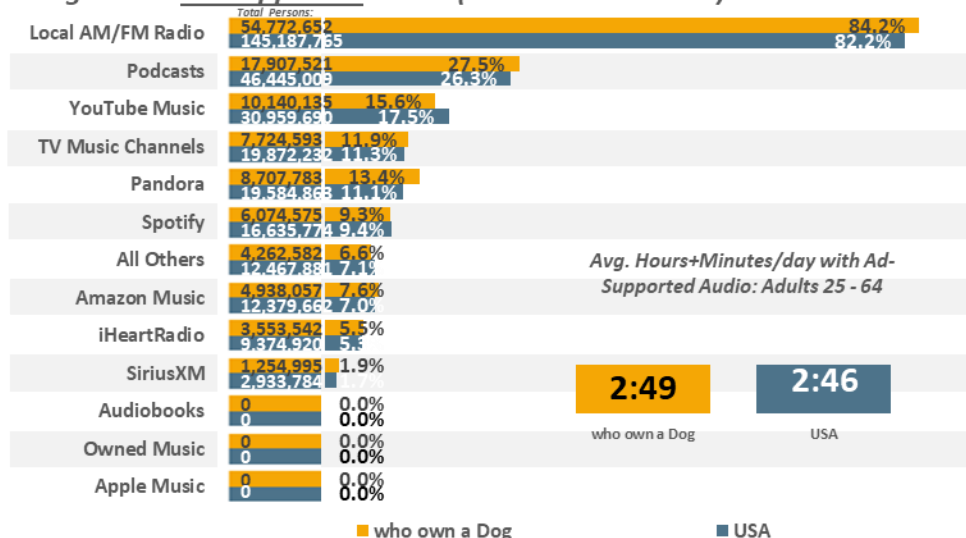
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



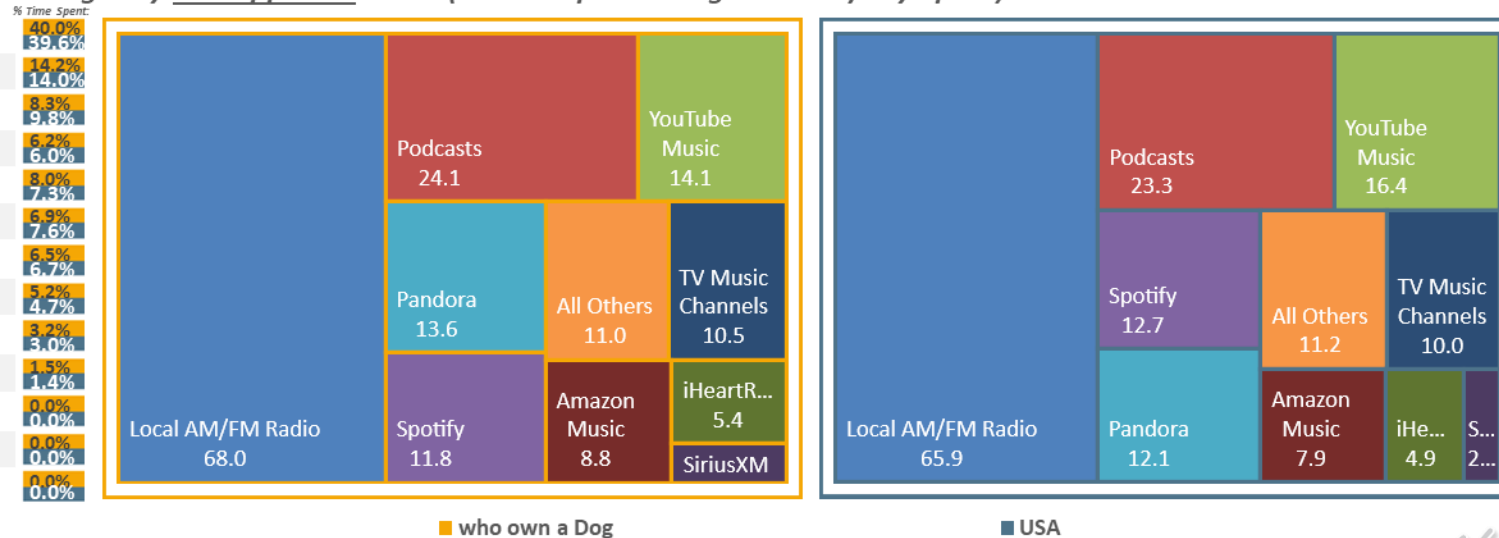
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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

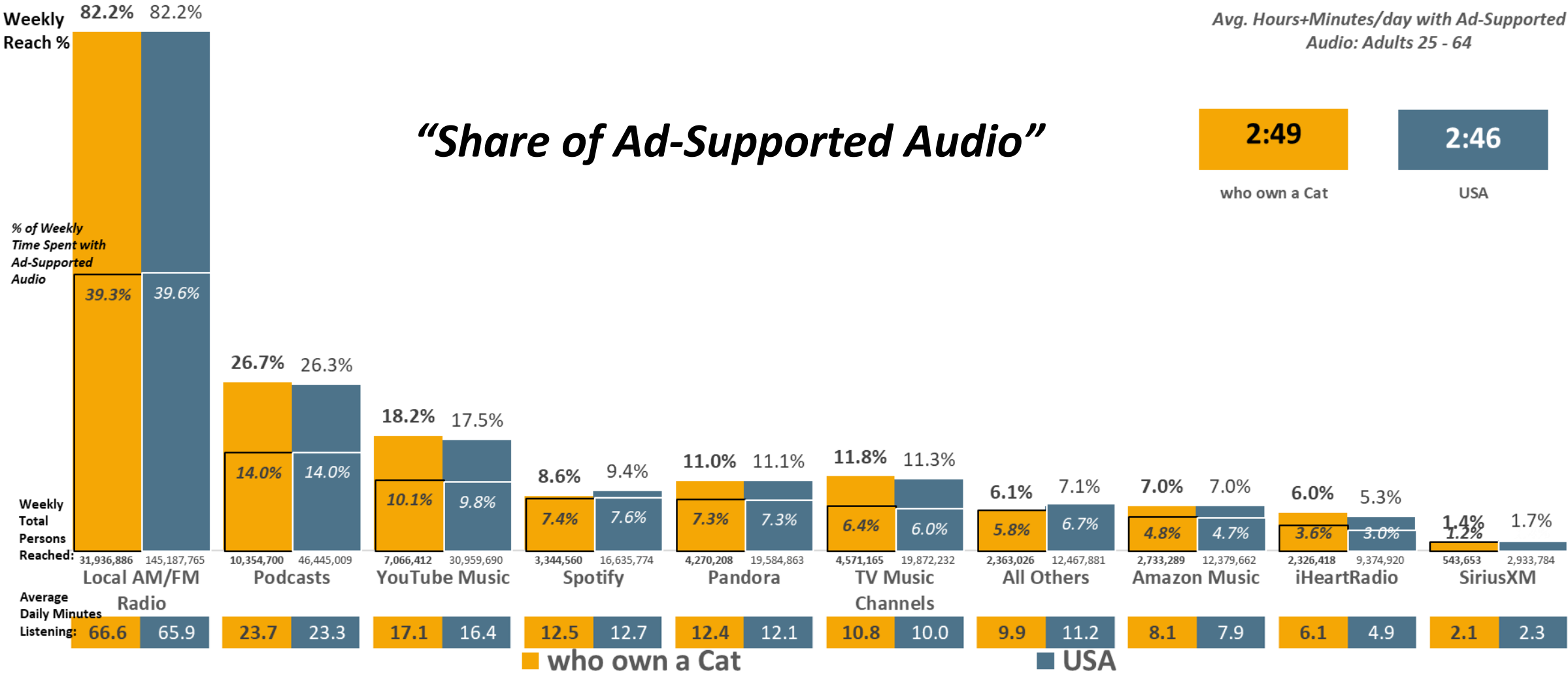


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



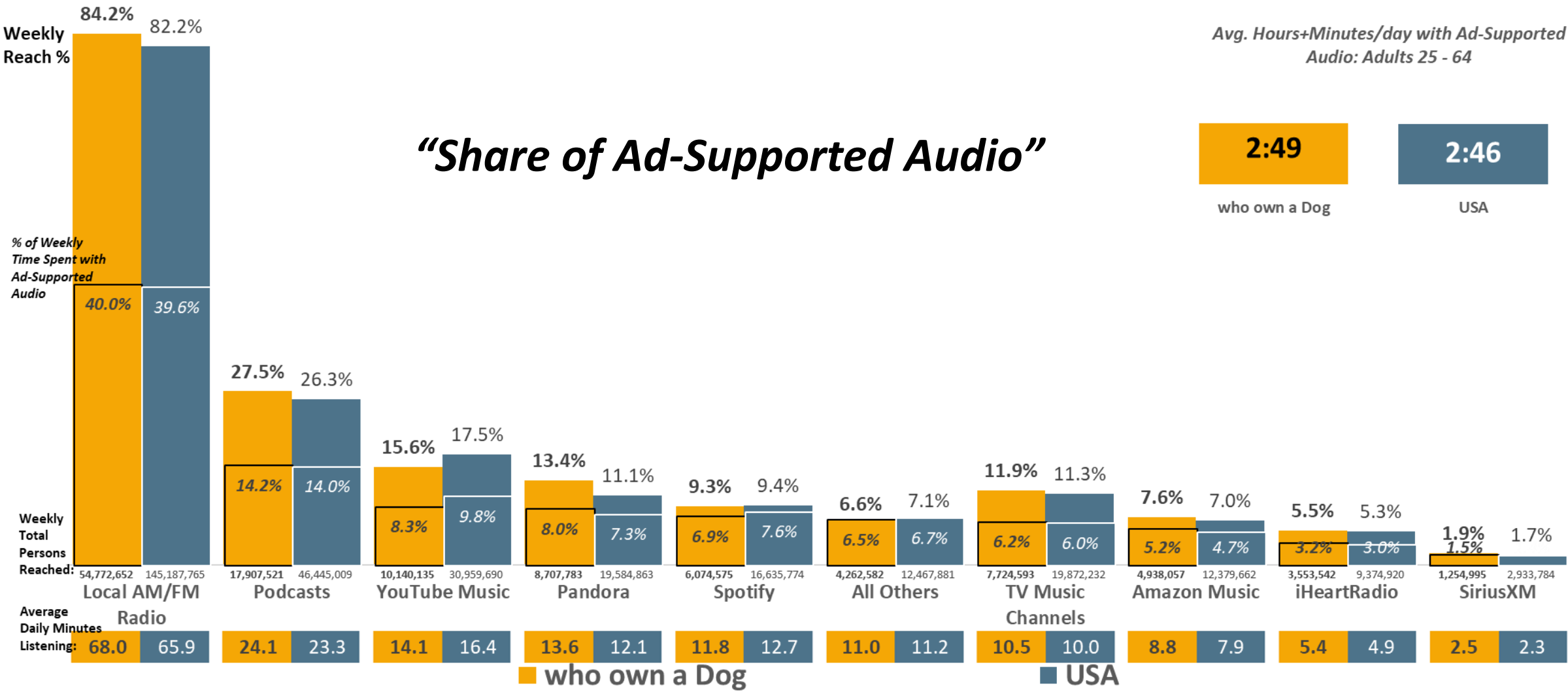


31,936,886 or 82.2% of Adults 25 - 64 who own a Cat listen to Ad-Supported Local AM/FM Radio for an average of 66.6 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.





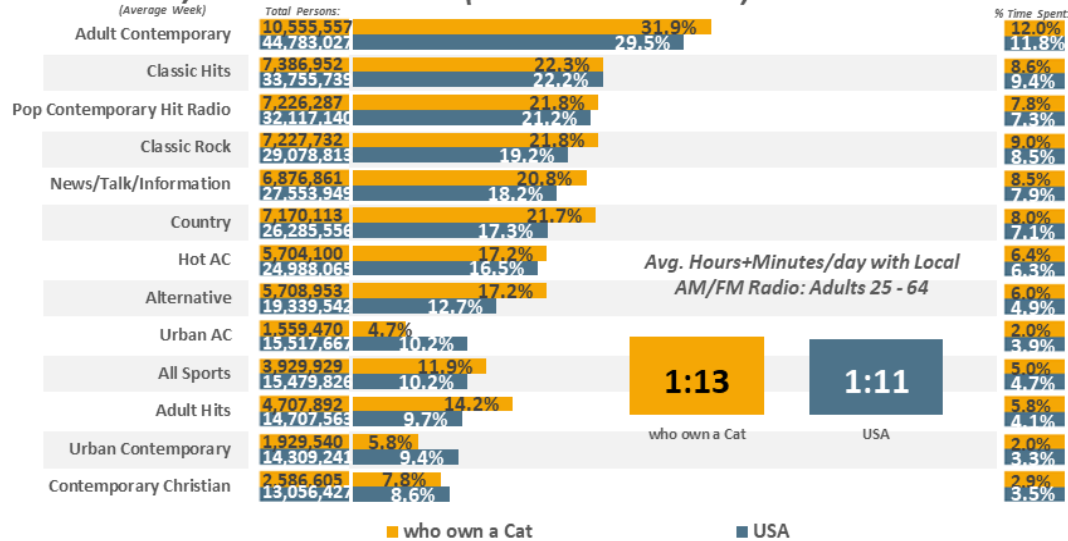
54,772,652 or 84.2% of Adults 25 - 64 who own a Dog listen to Ad-Supported Local AM/FM Radio for an average of 68. minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.



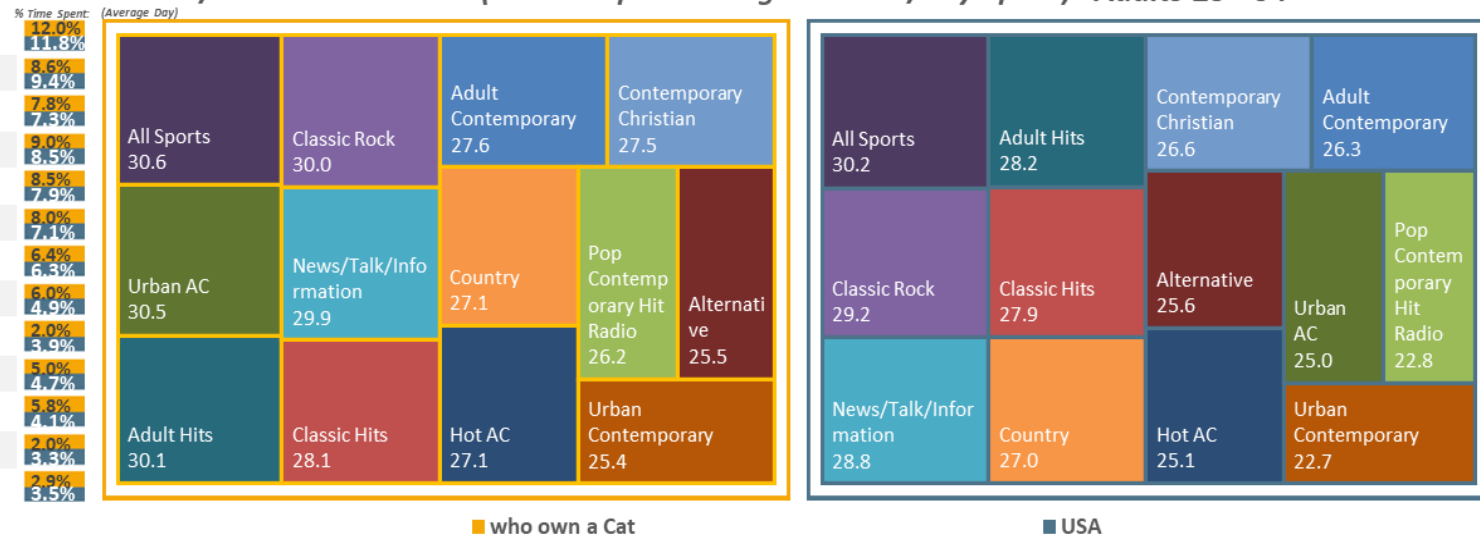


31,936,886 or 82.2% of Adults 25 - 64 who own a Cat listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Pop Contemporary Hit Radio, and Country.

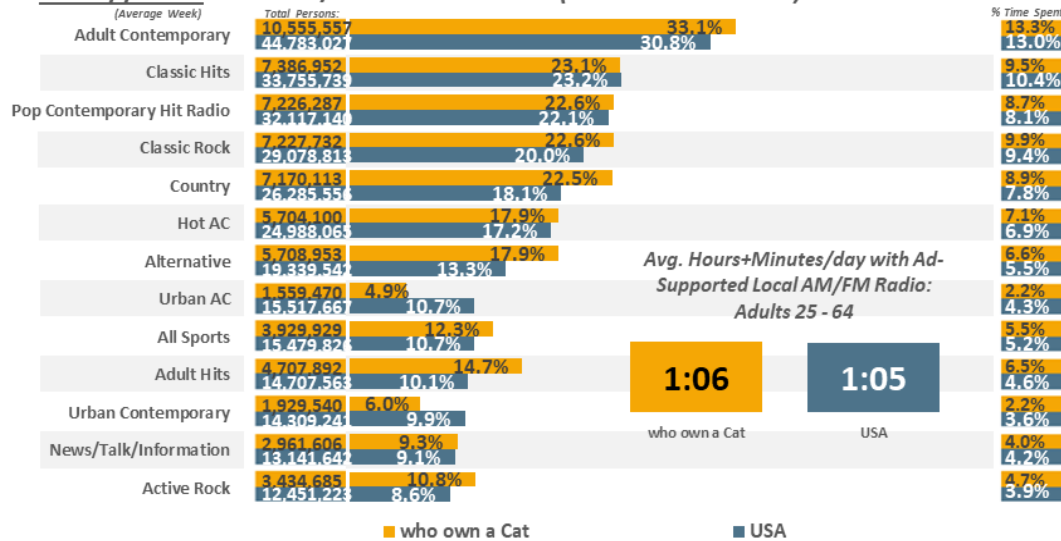
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



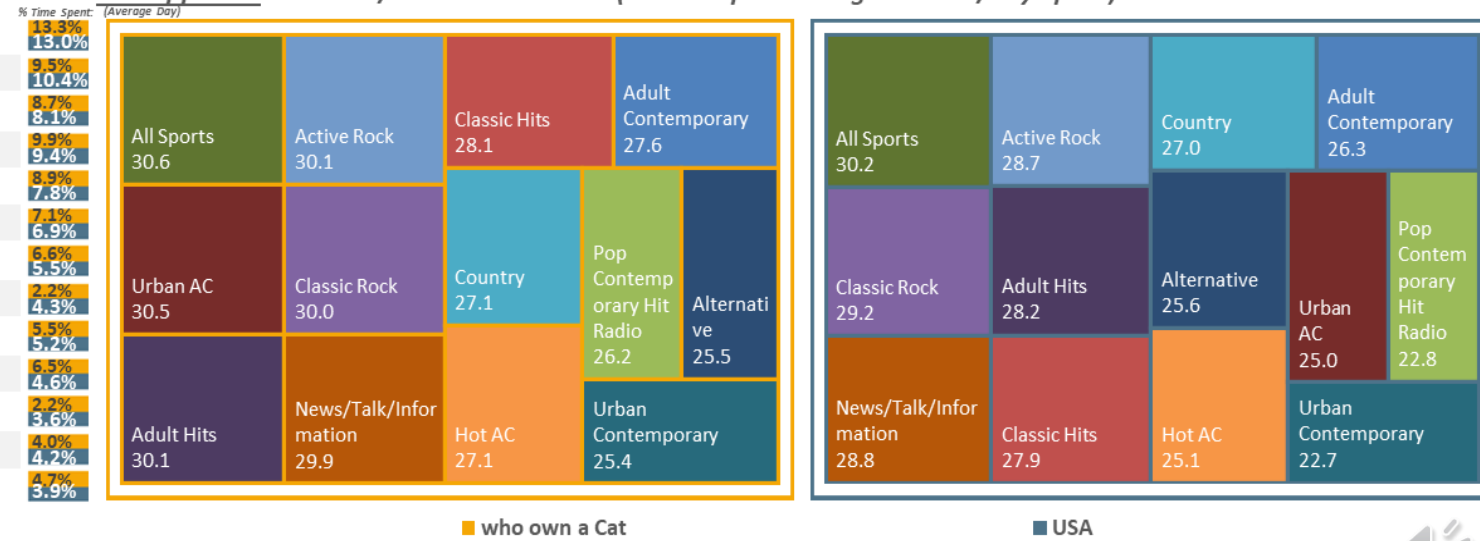
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



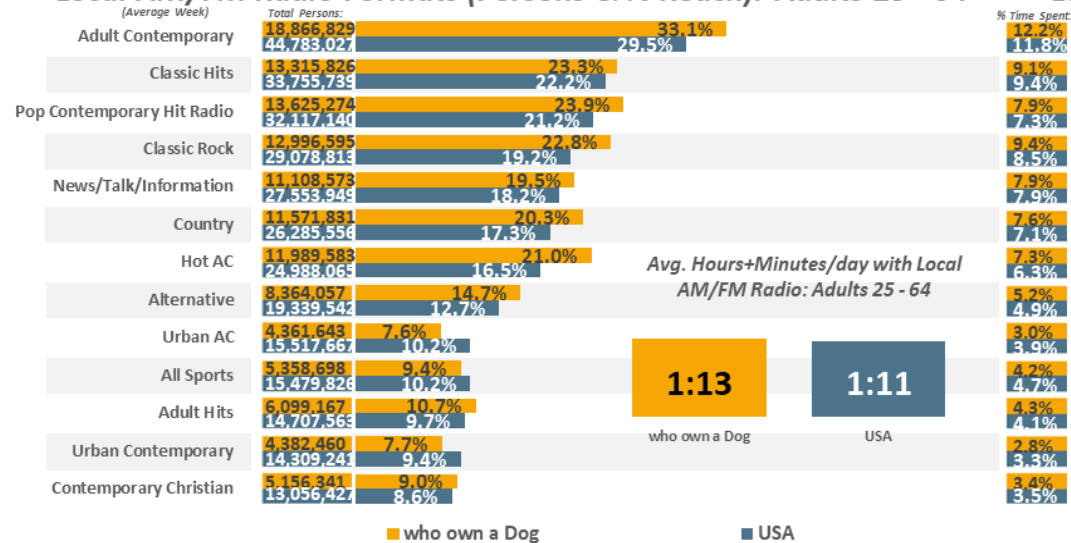
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



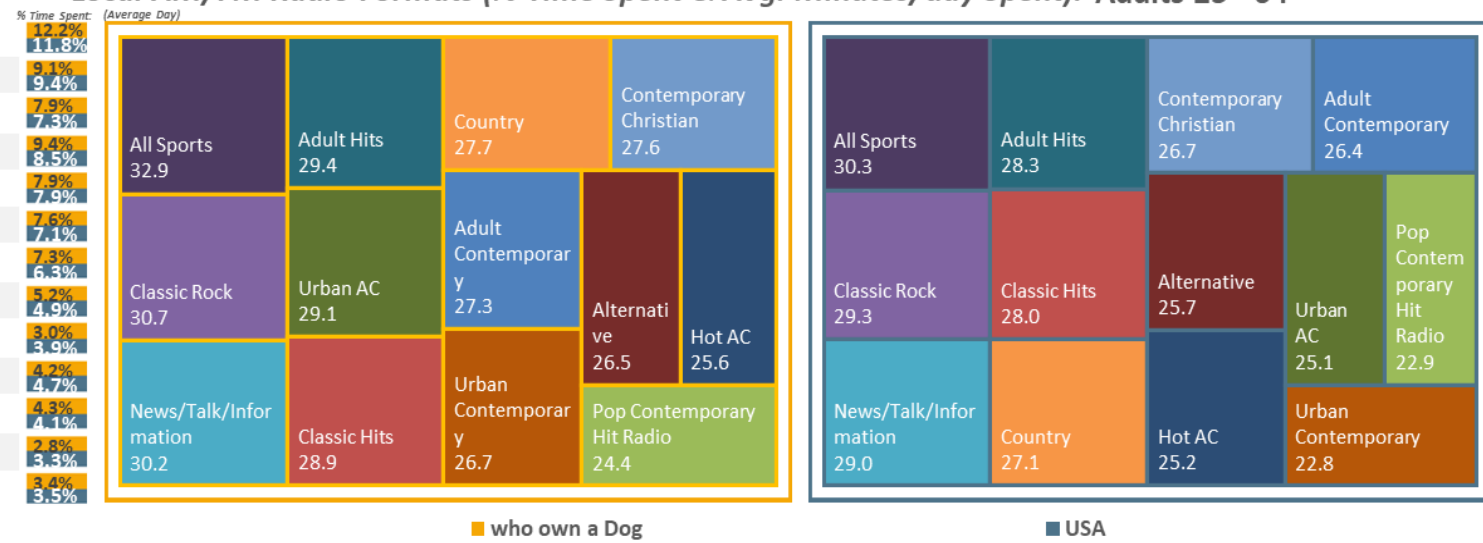


54,772,652 or 84.2% of Adults 25 - 64 who own a Dog listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Hot AC.

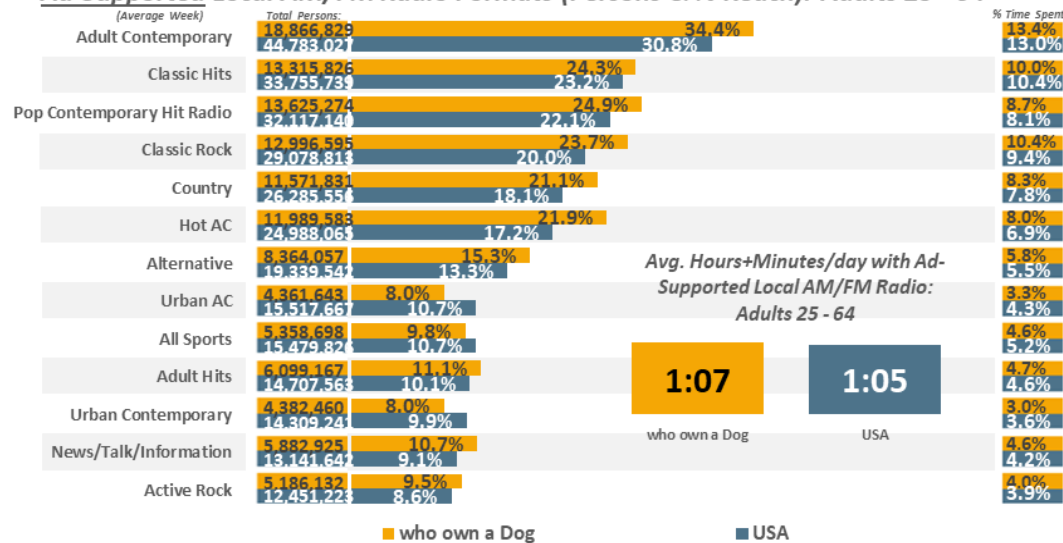
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



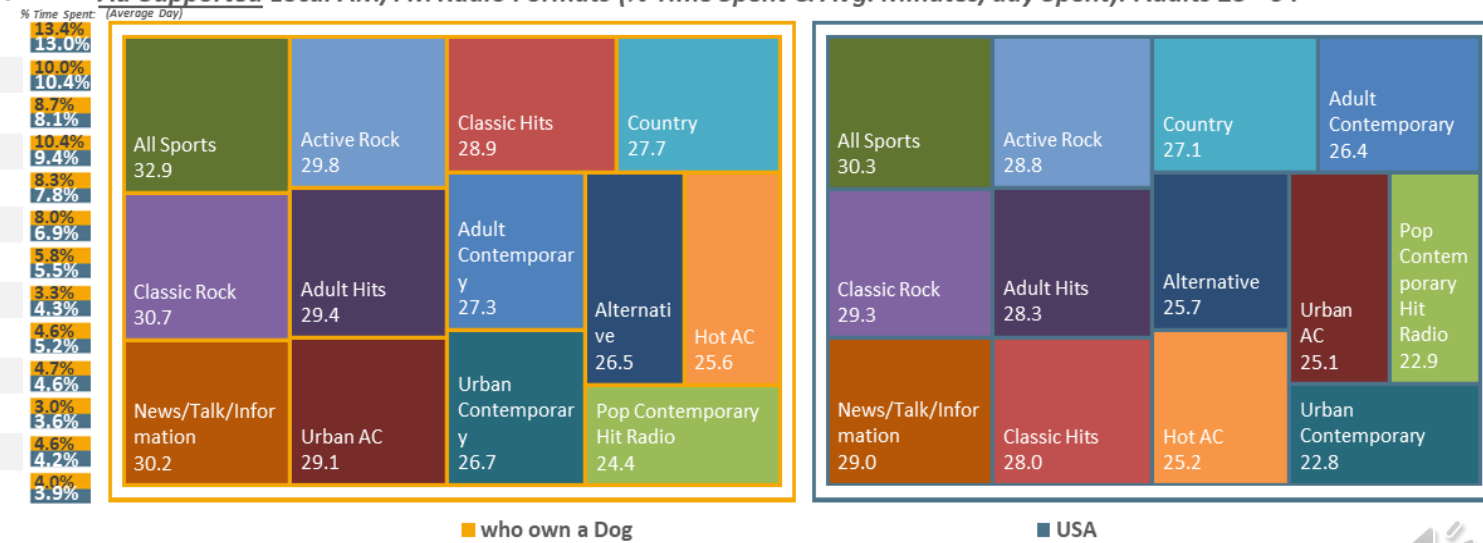
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



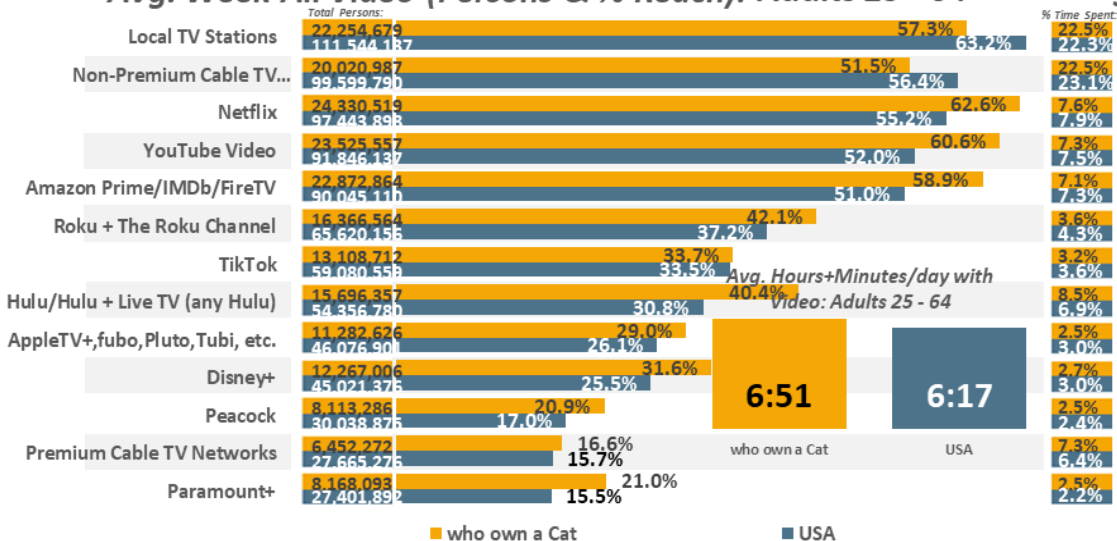
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



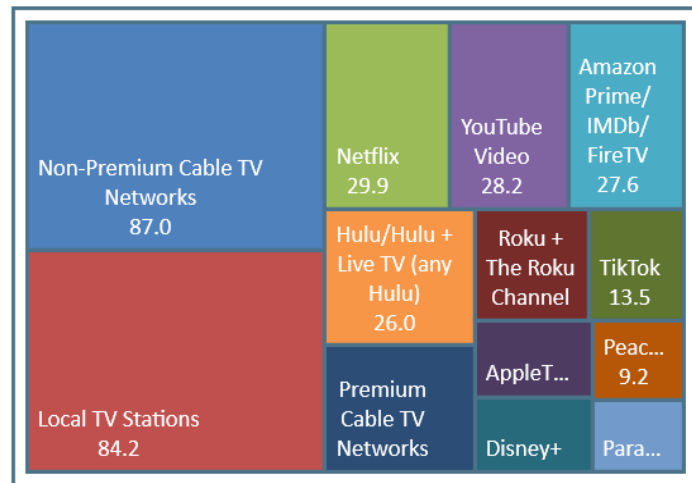
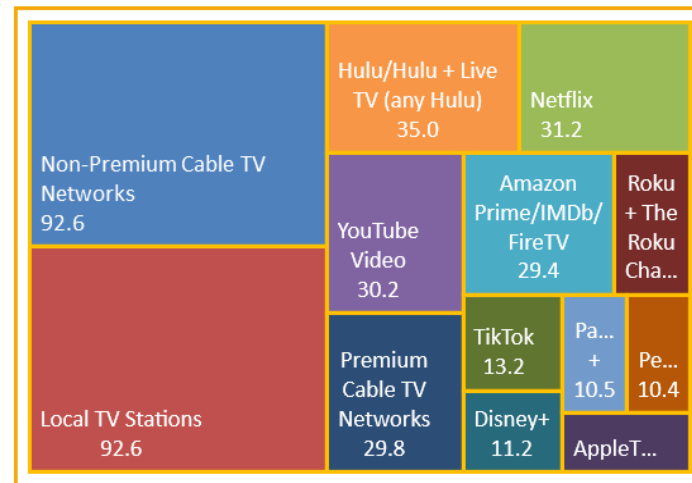


21,991,927 or 56.6% of Adults 25 - 64 who own a Cat watch Ad-Supported Local TV Stations for an average of 87.7 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

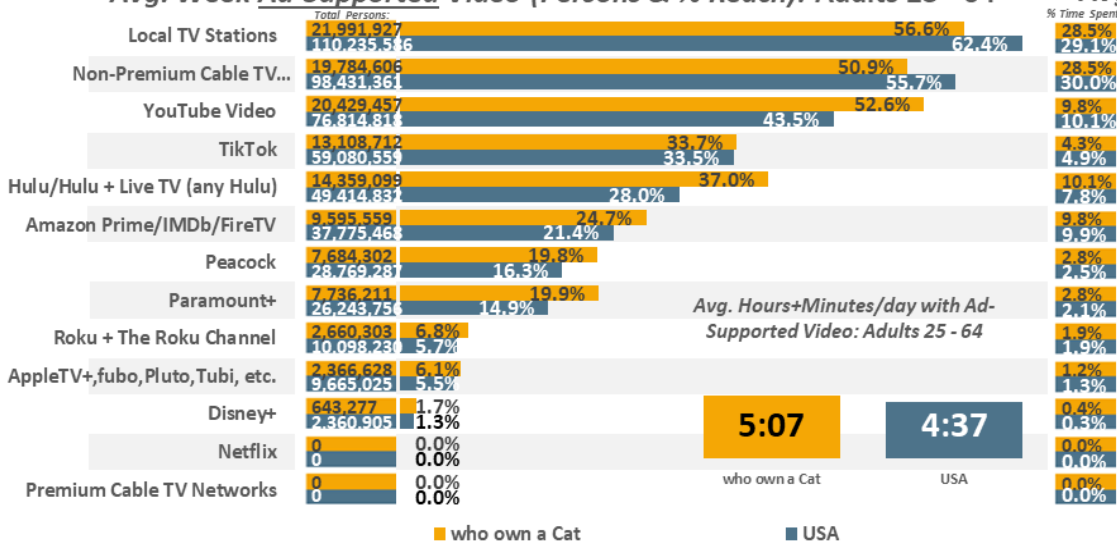
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



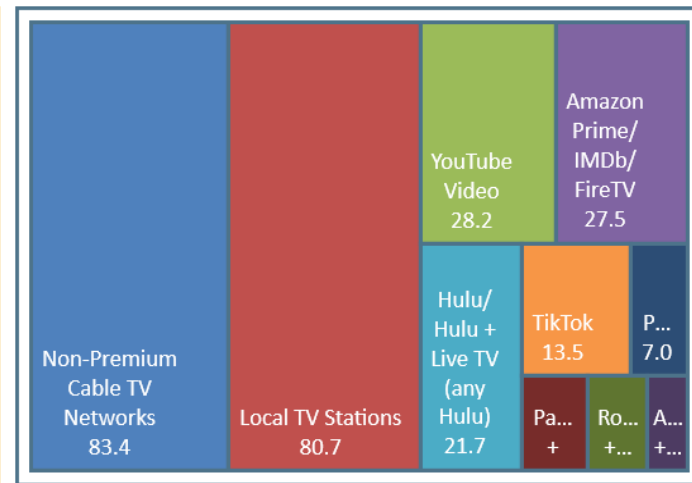
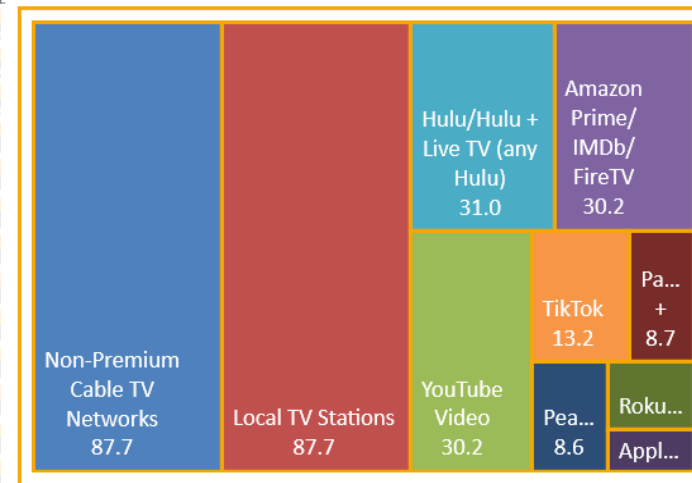
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



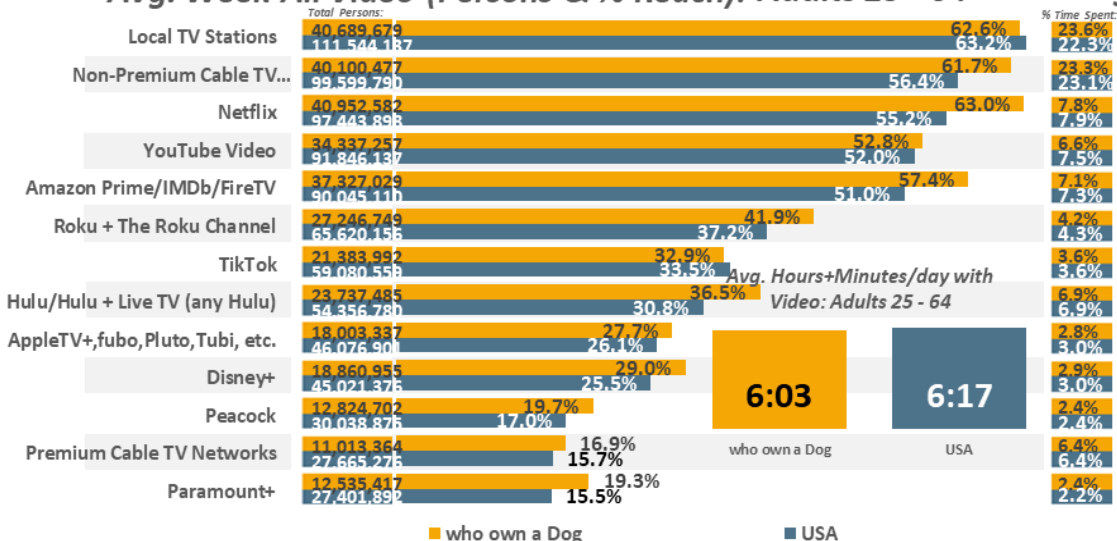
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



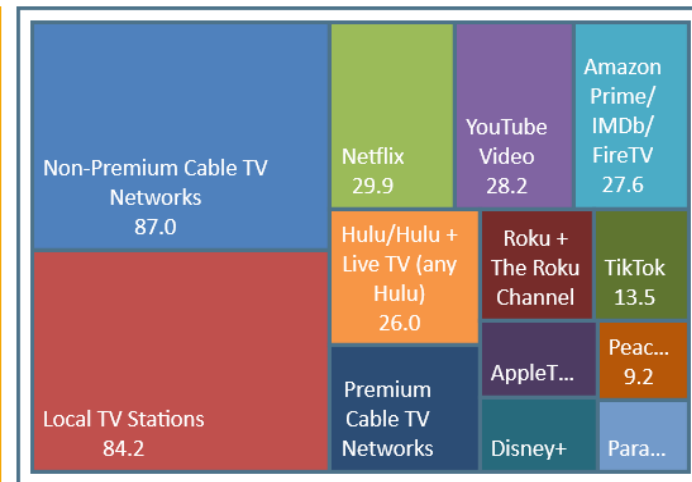
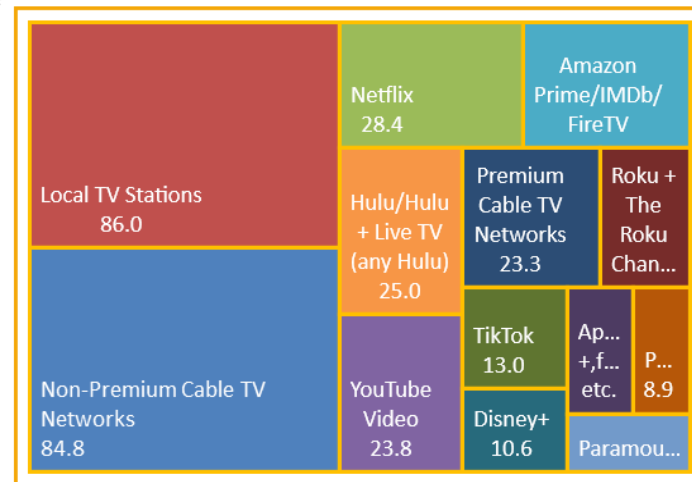


40,321,861 or 62.% of Adults 25 - 64 who own a Dog watch Ad-Supported Local TV Stations for an average of 82.7 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

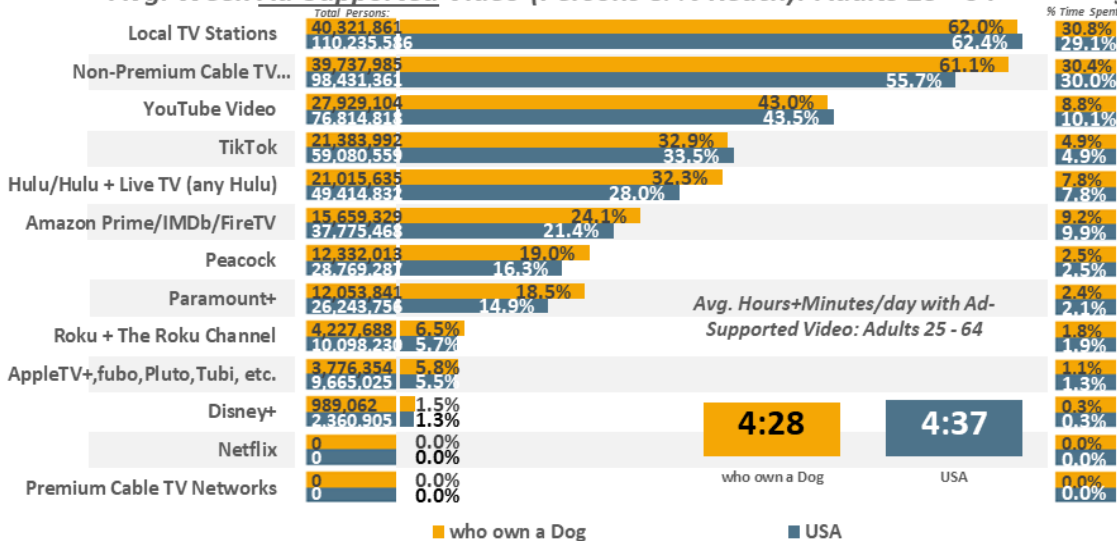
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



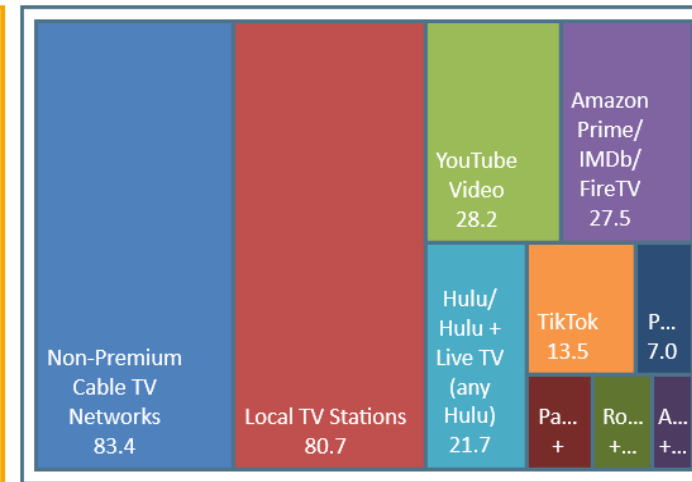
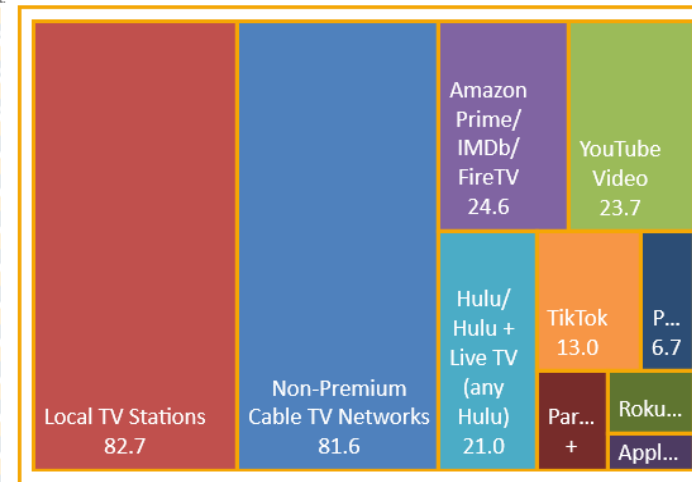
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



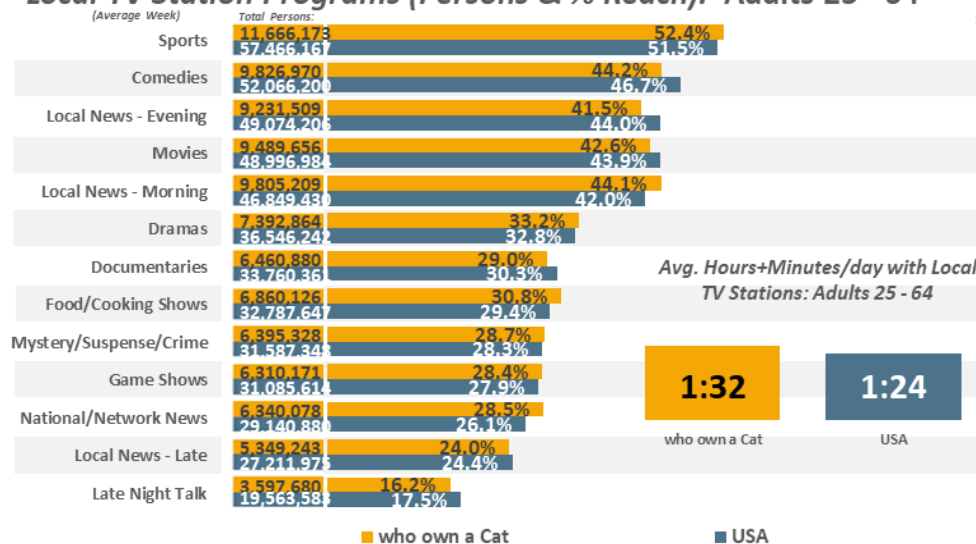
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



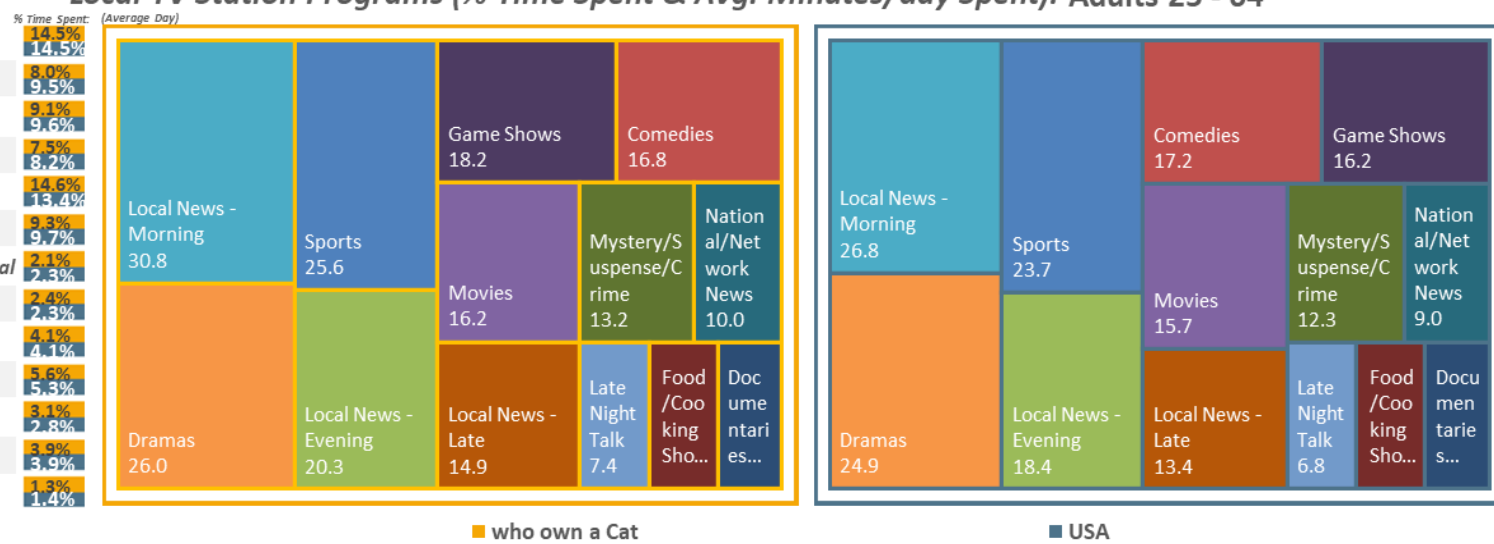


21,991,927 or 56.6% of Adults 25 - 64 who own a Cat watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Movies, Comedies, Local News - Evening, and Dramas.

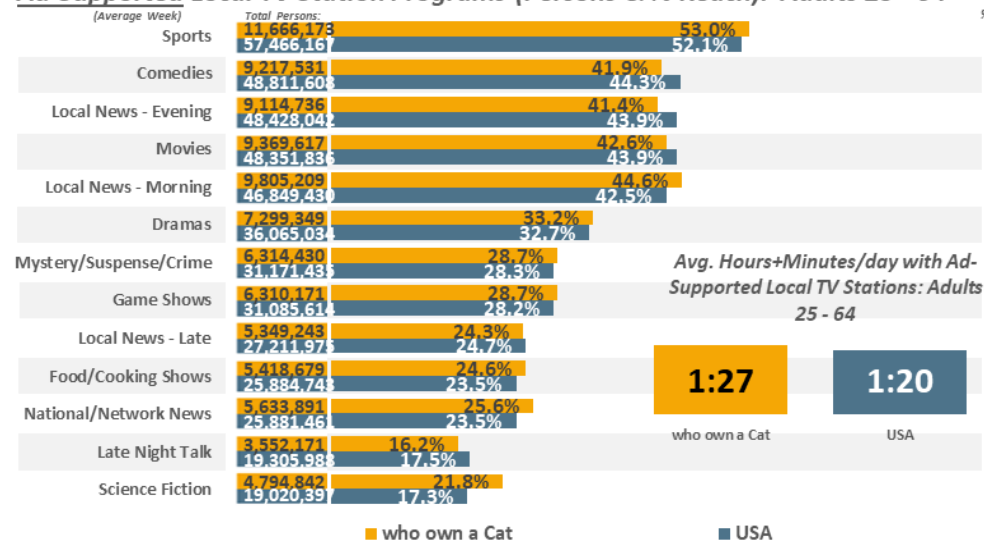
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



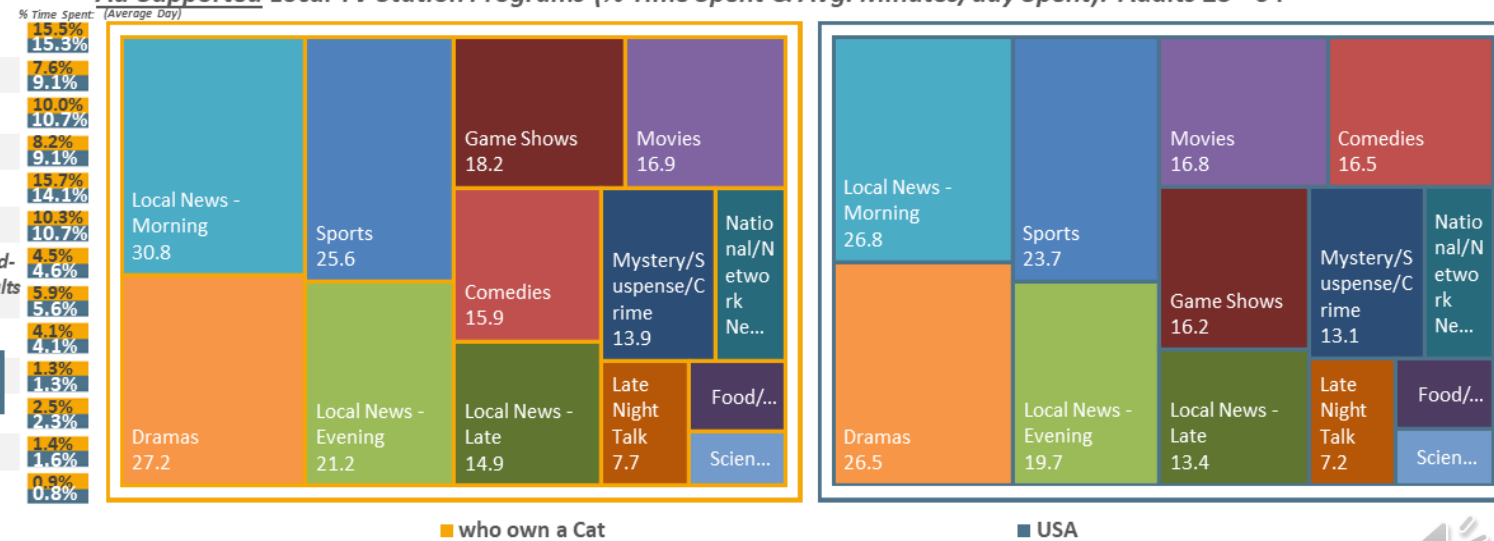
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



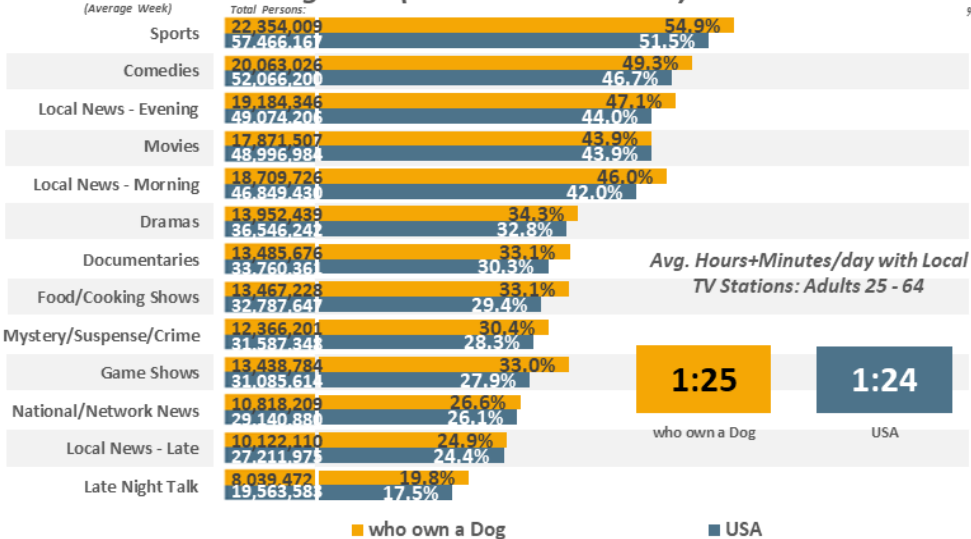
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



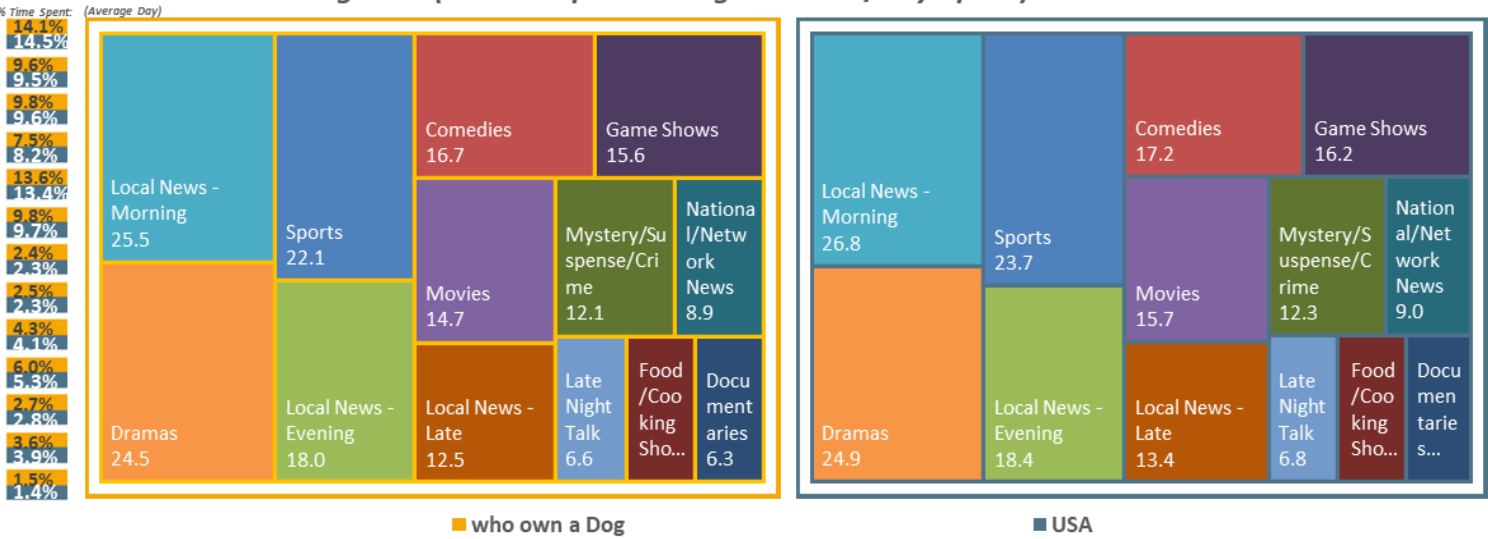


40,321,861 or 62.% of Adults 25 - 64 who own a Dog watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

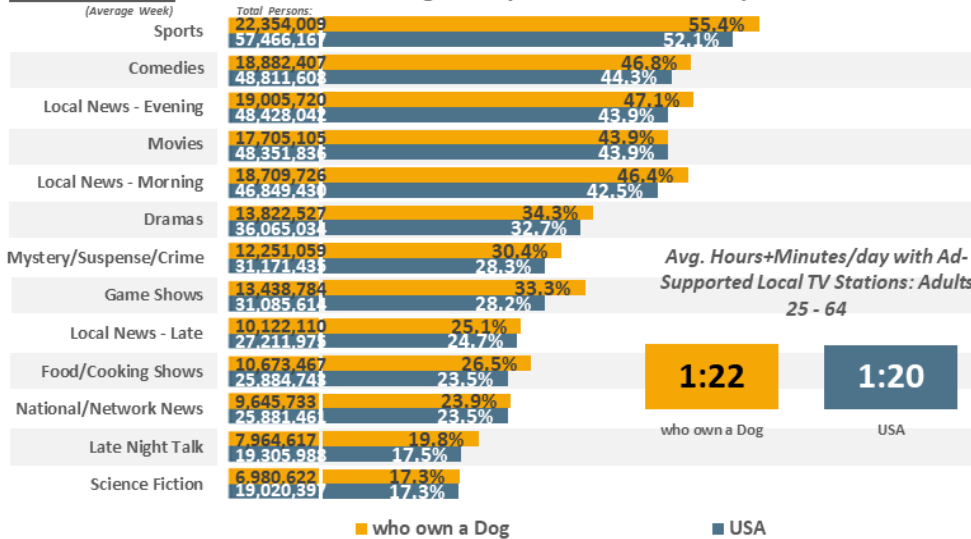
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



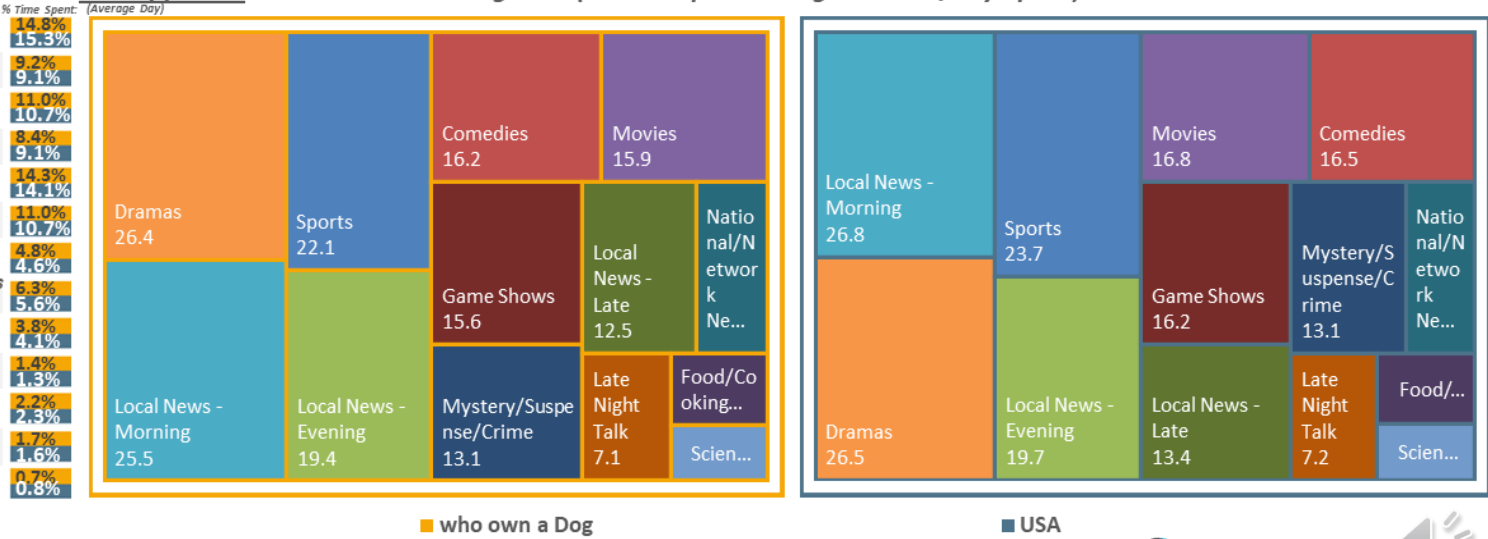
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



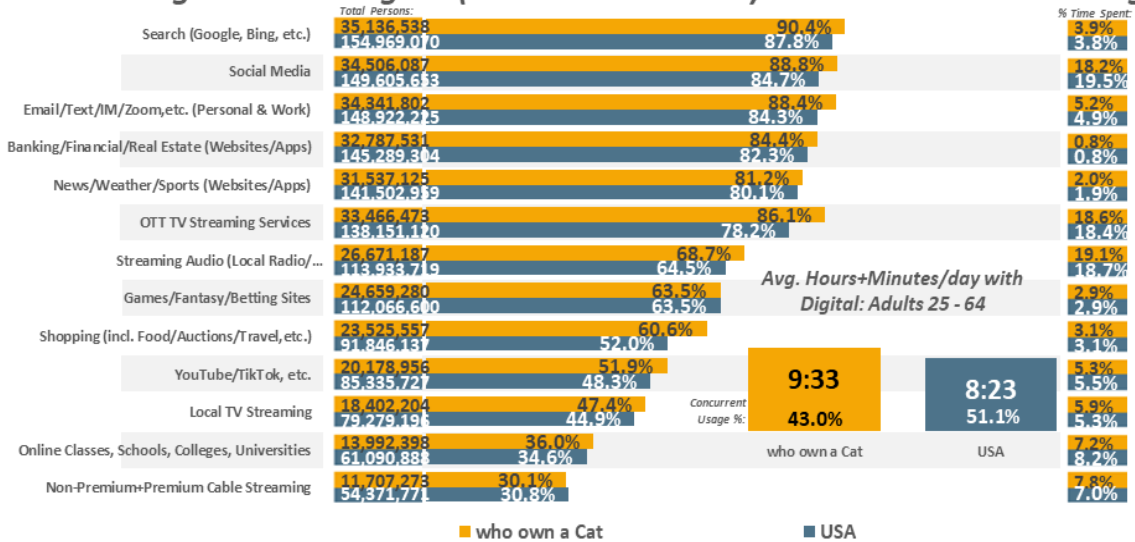
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



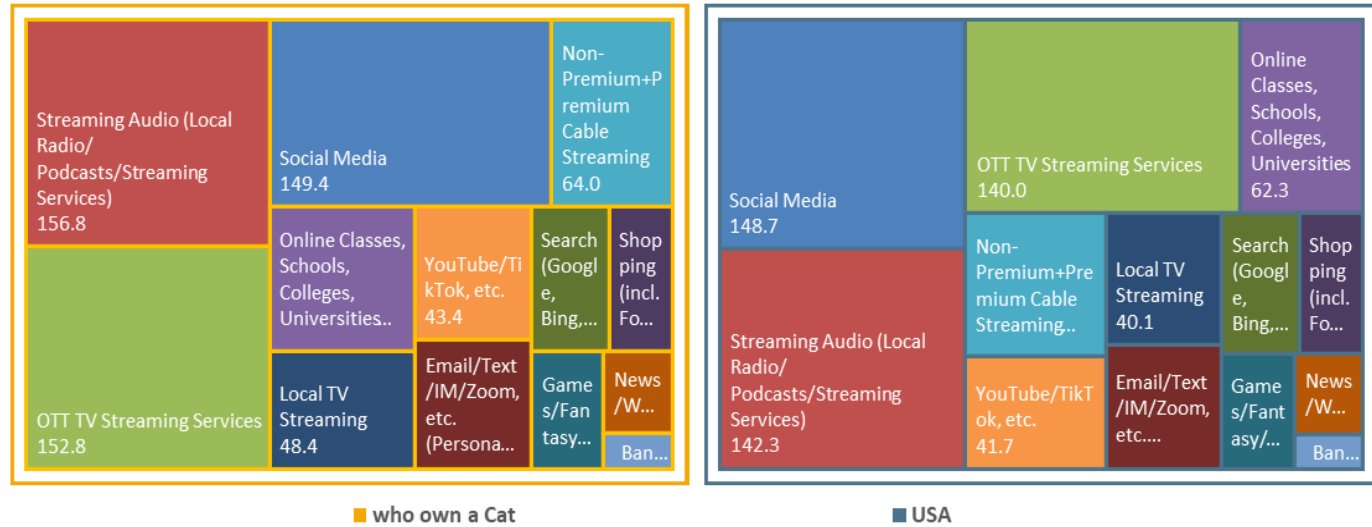


30,287,315 or 78.% of Adults 25 - 64 who own a Cat use Ad-Supported Social Media for an average of 137.5 minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

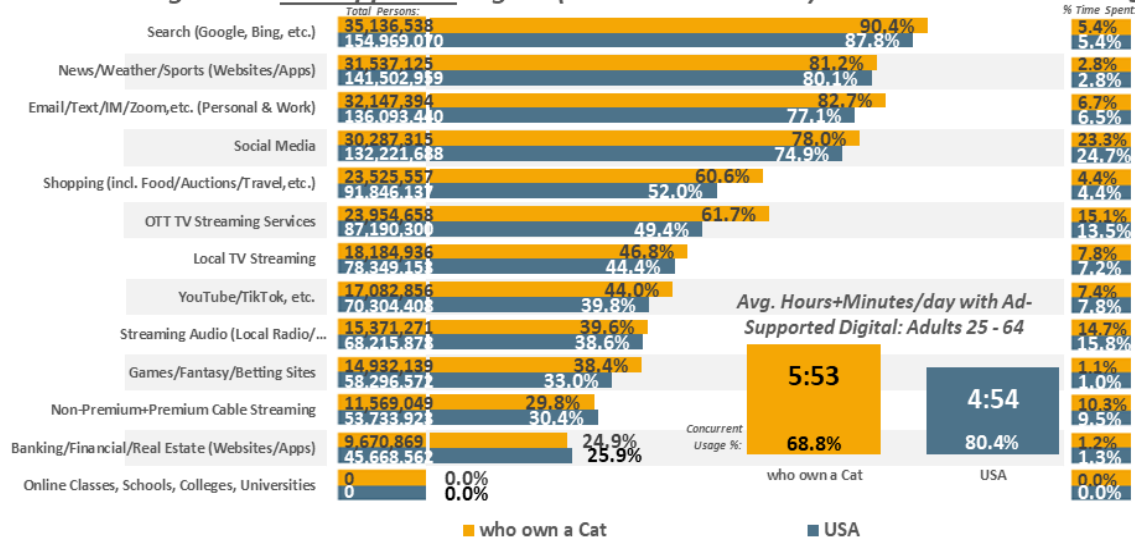
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



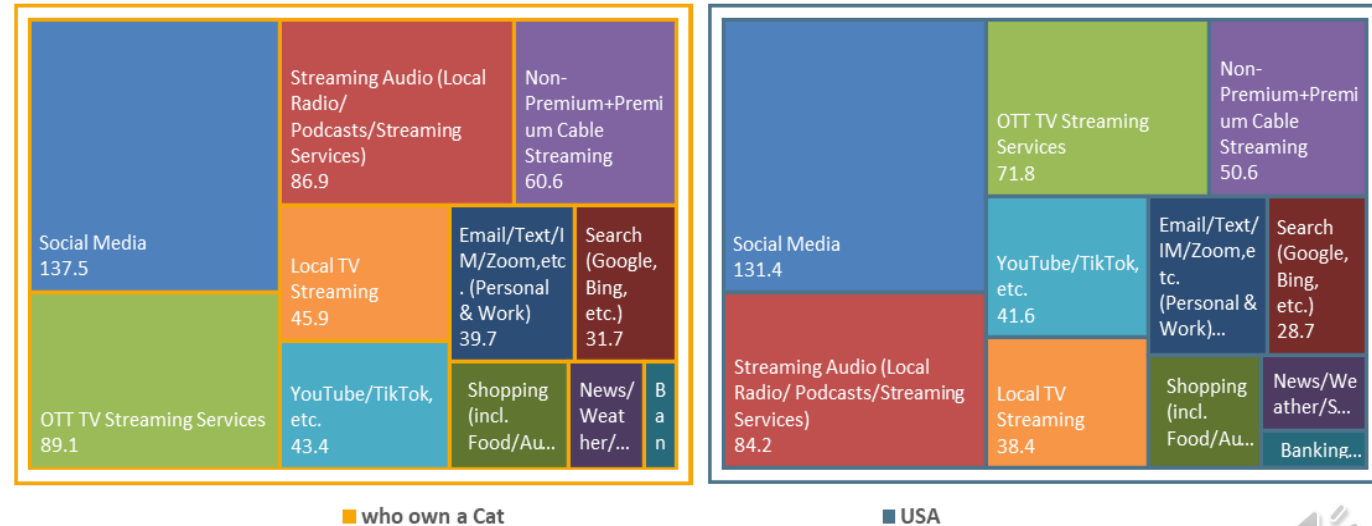
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



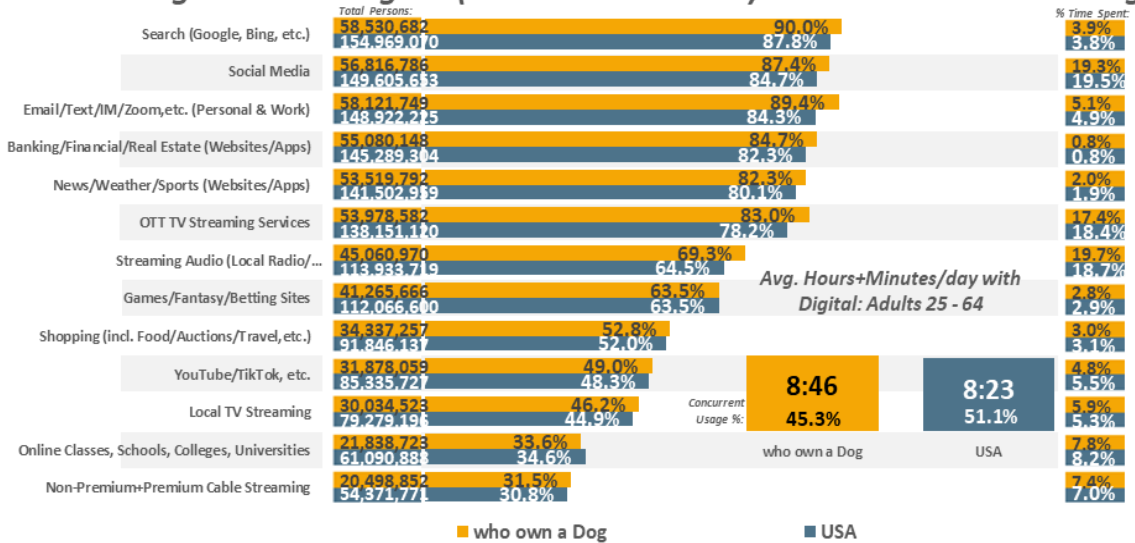
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



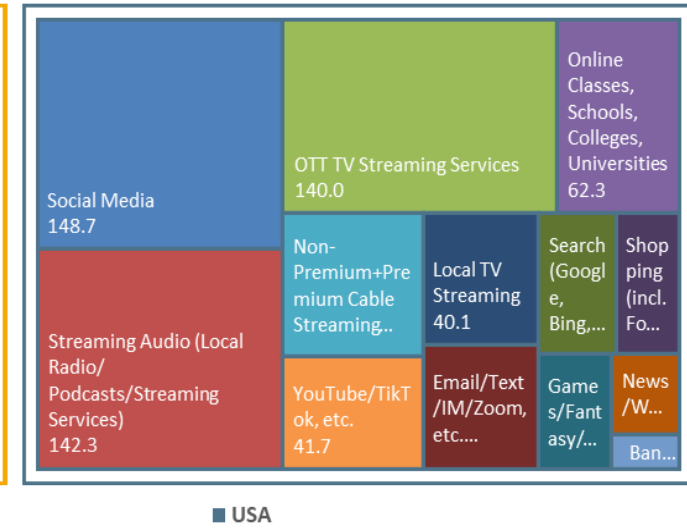
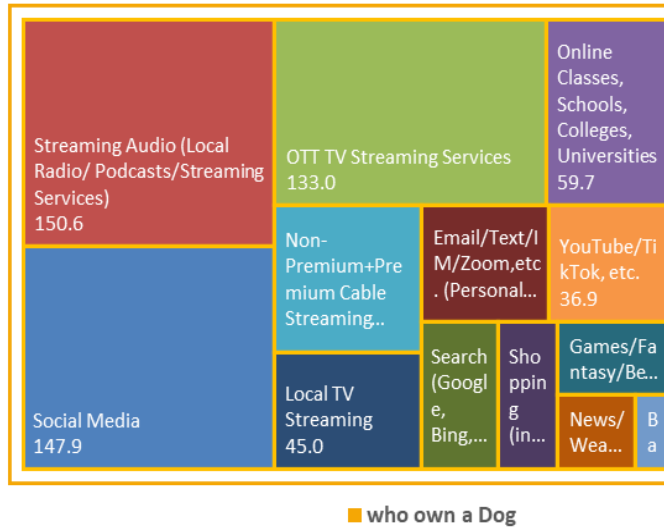


50,050,791 or 77.% of Adults 25 - 64 who own a Dog use Ad-Supported Social Media for an average of 136. minutes every day representing 25.2% of all time spent daily with Ad-Supported Digital Media.

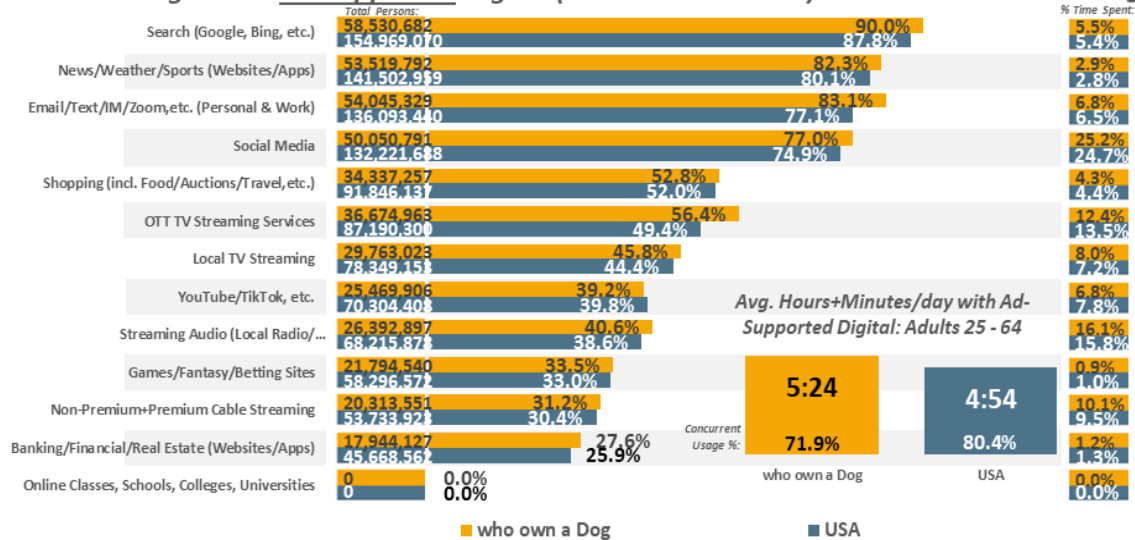
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



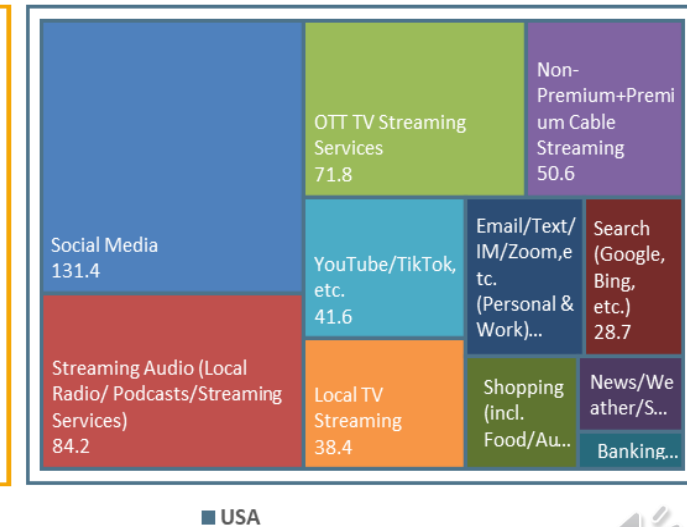
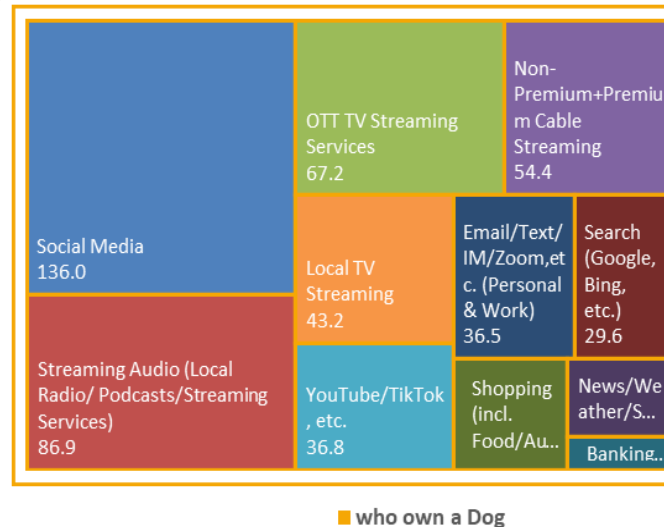
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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

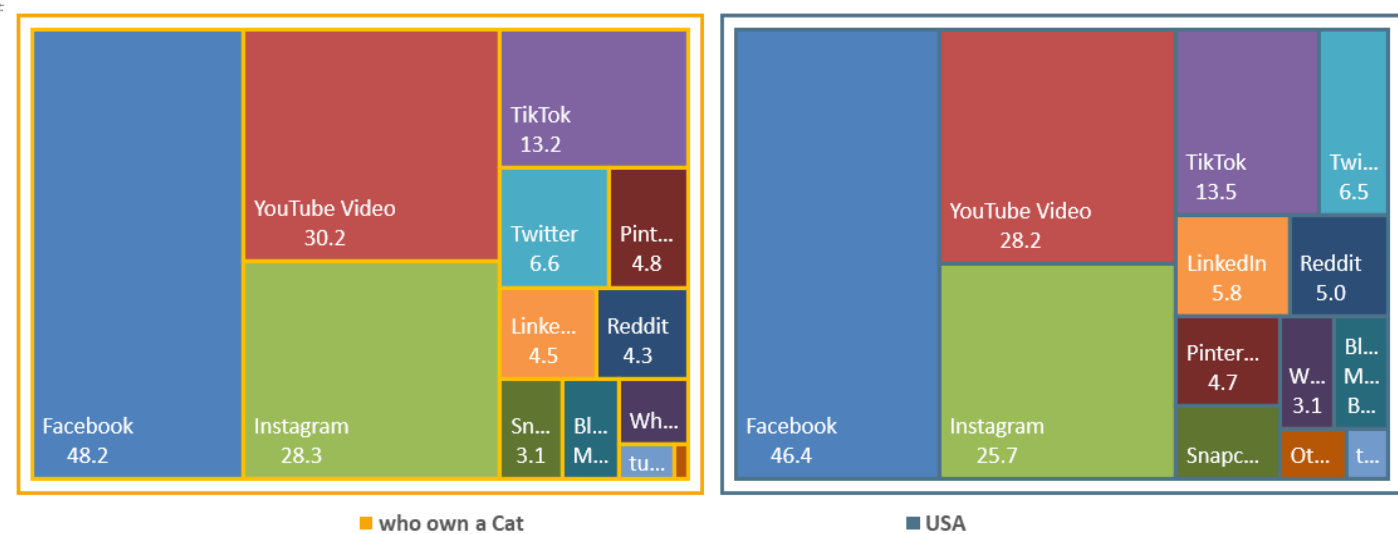
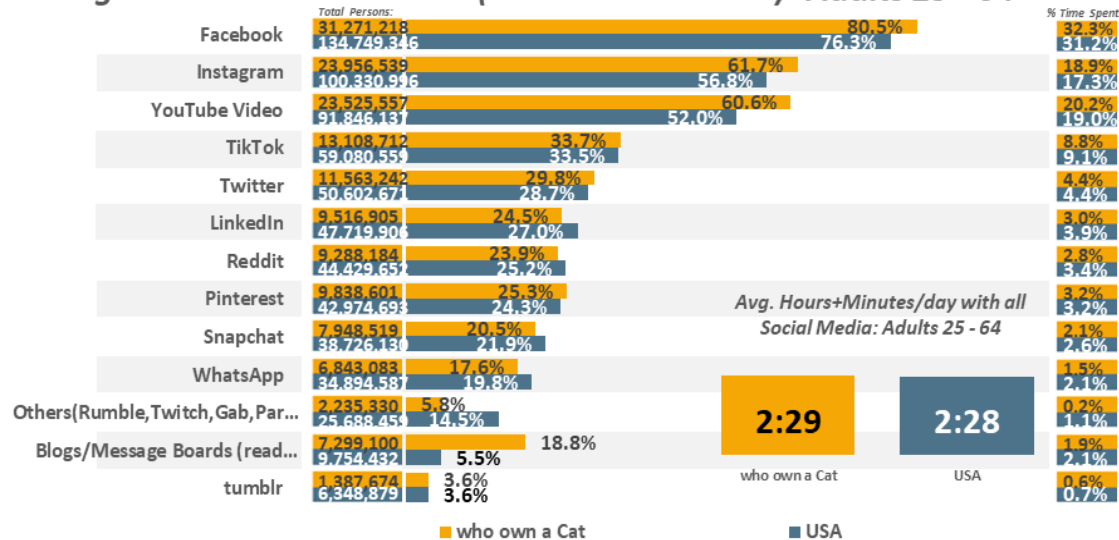




30,287,315 or 78.% of Adults 25 - 64 who own a Cat use Ad-Supported Facebook for an average of 39.5 minutes every day representing 30.1% of all time spent daily with Ad-Supported Social Media.

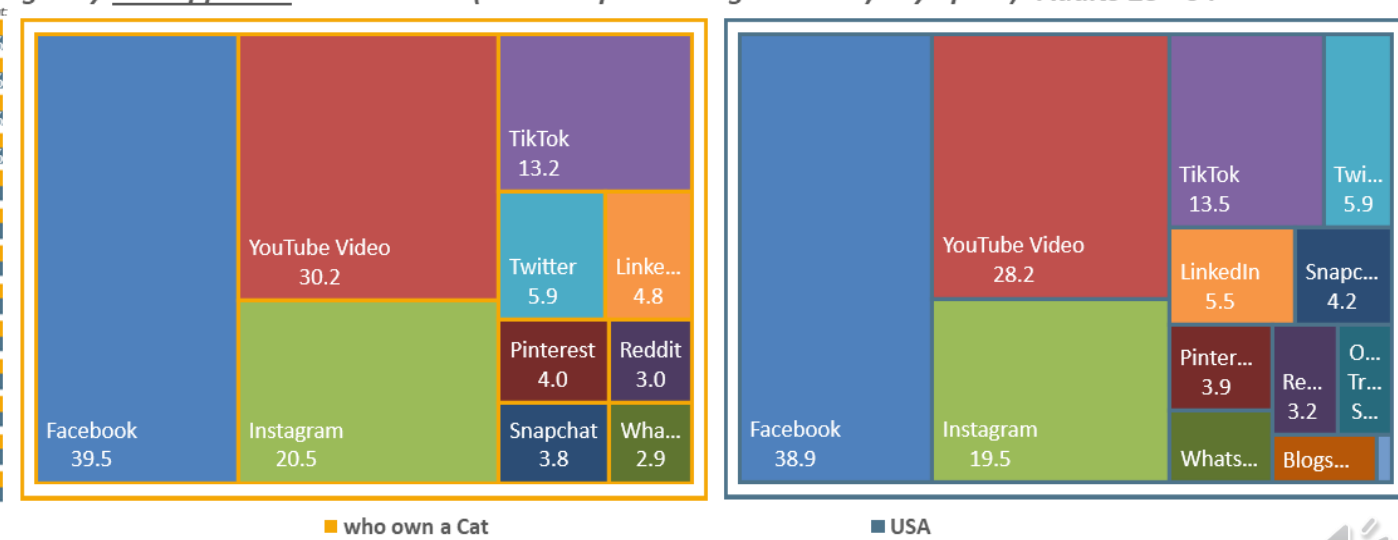
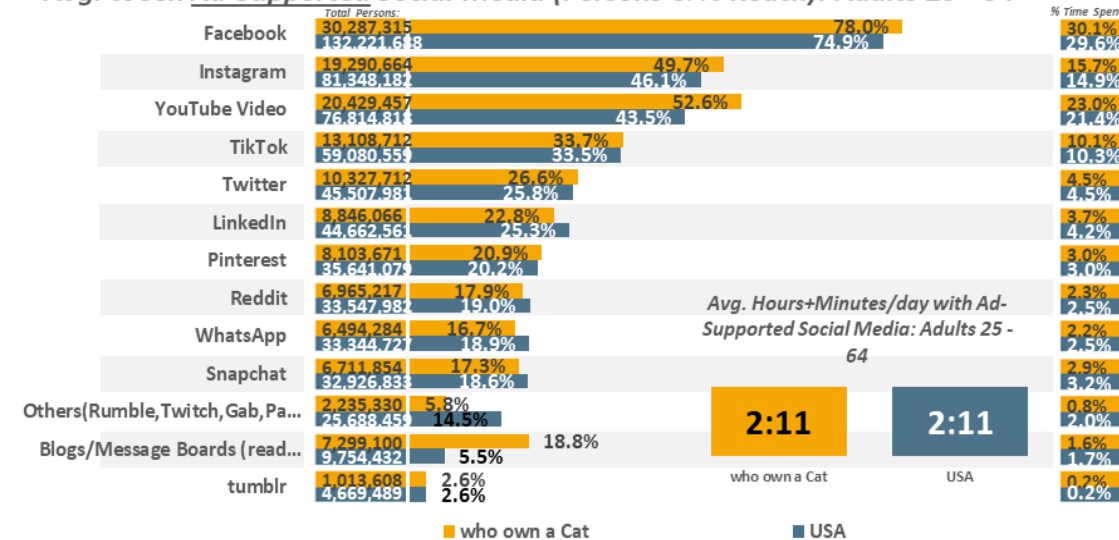
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64

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

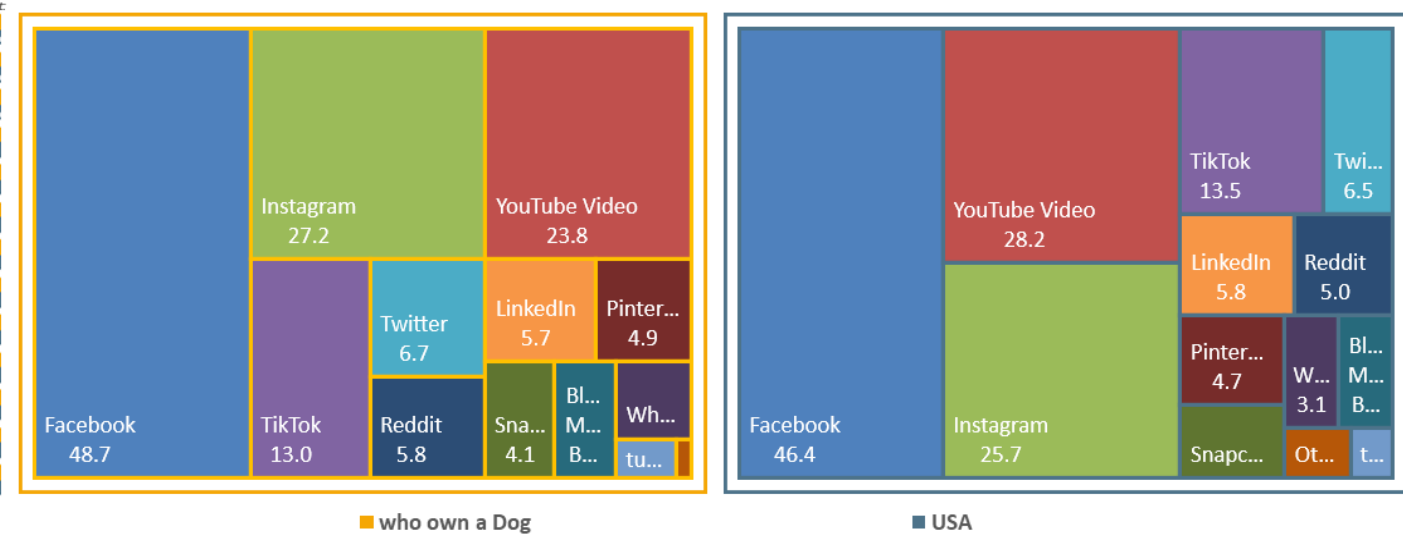
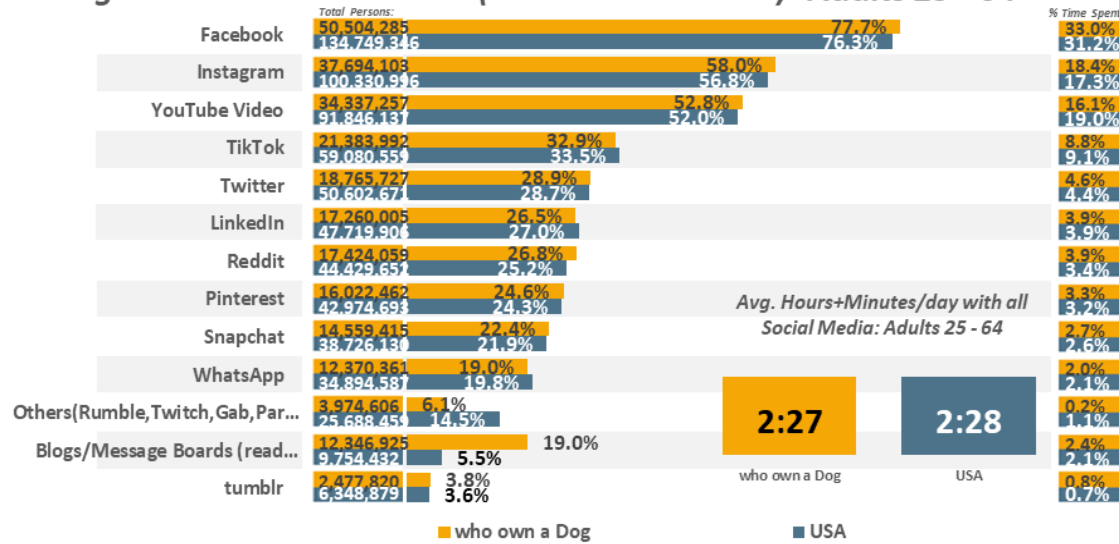




50,050,791 or 77.7% of Adults 25 - 64 who own a Dog use Ad-Supported Facebook for an average of 41.5 minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.

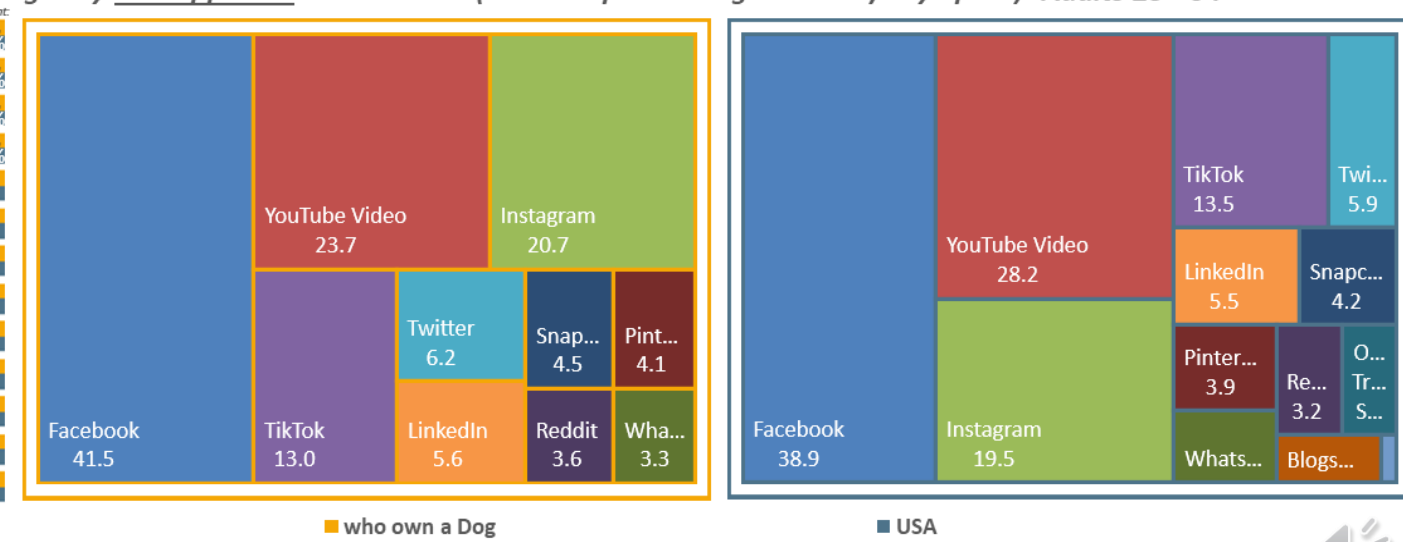
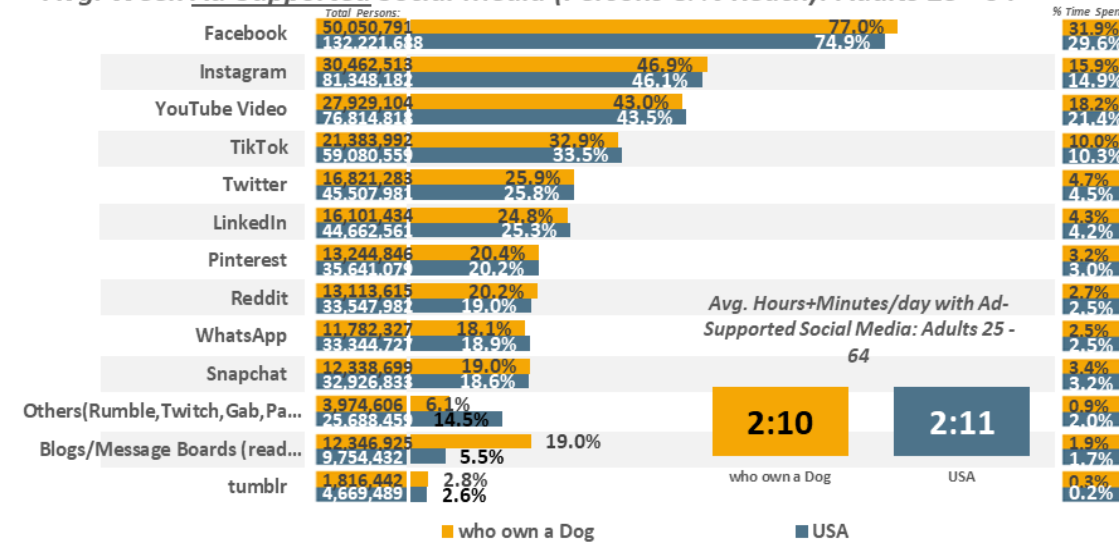
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64

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

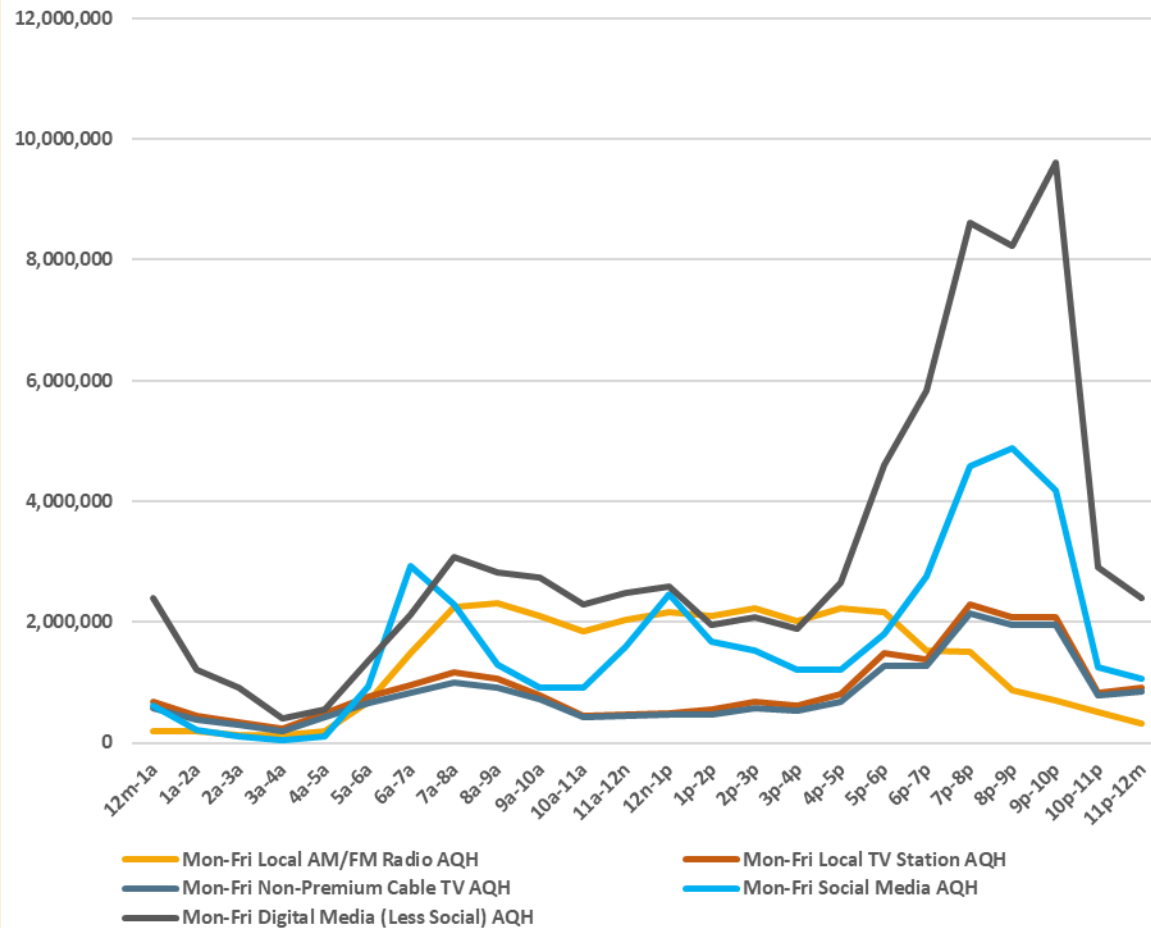
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



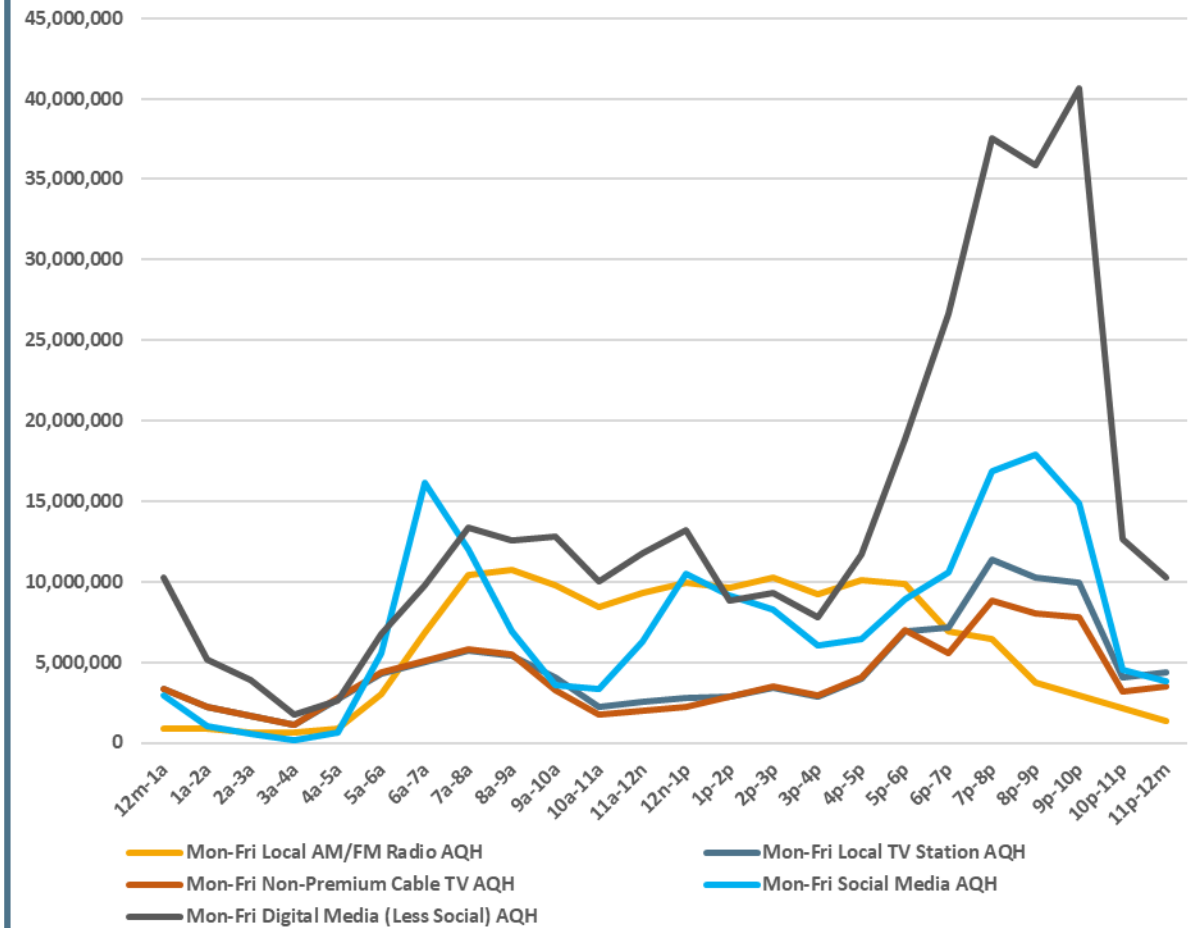


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,856,218; Local Radio: 2,038,298; Social Media: 1,737,707; Local TV: 835,547; Non-Prem. Cable: 736,333 reaching Adults 25 - 64 who own a Cat.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 who own a Cat



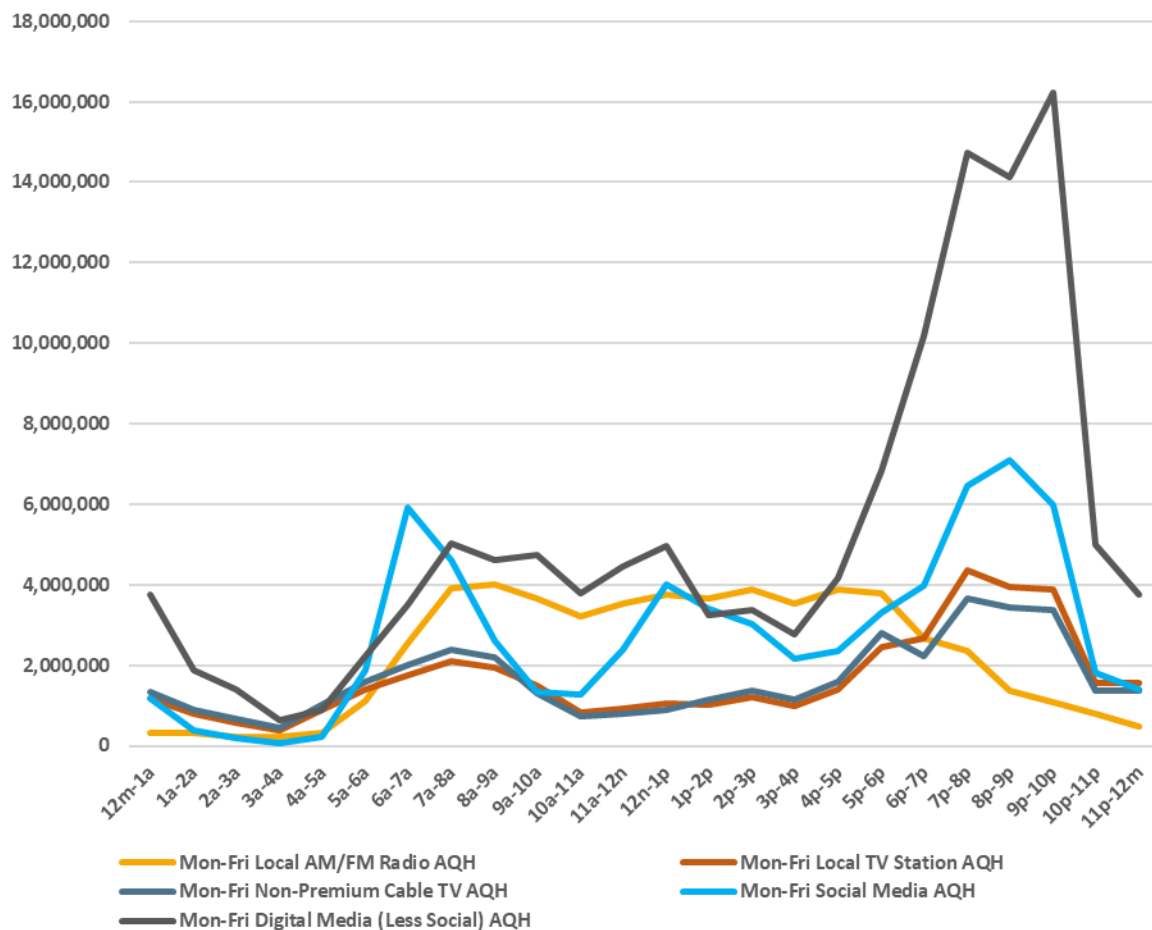
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 25 - 64



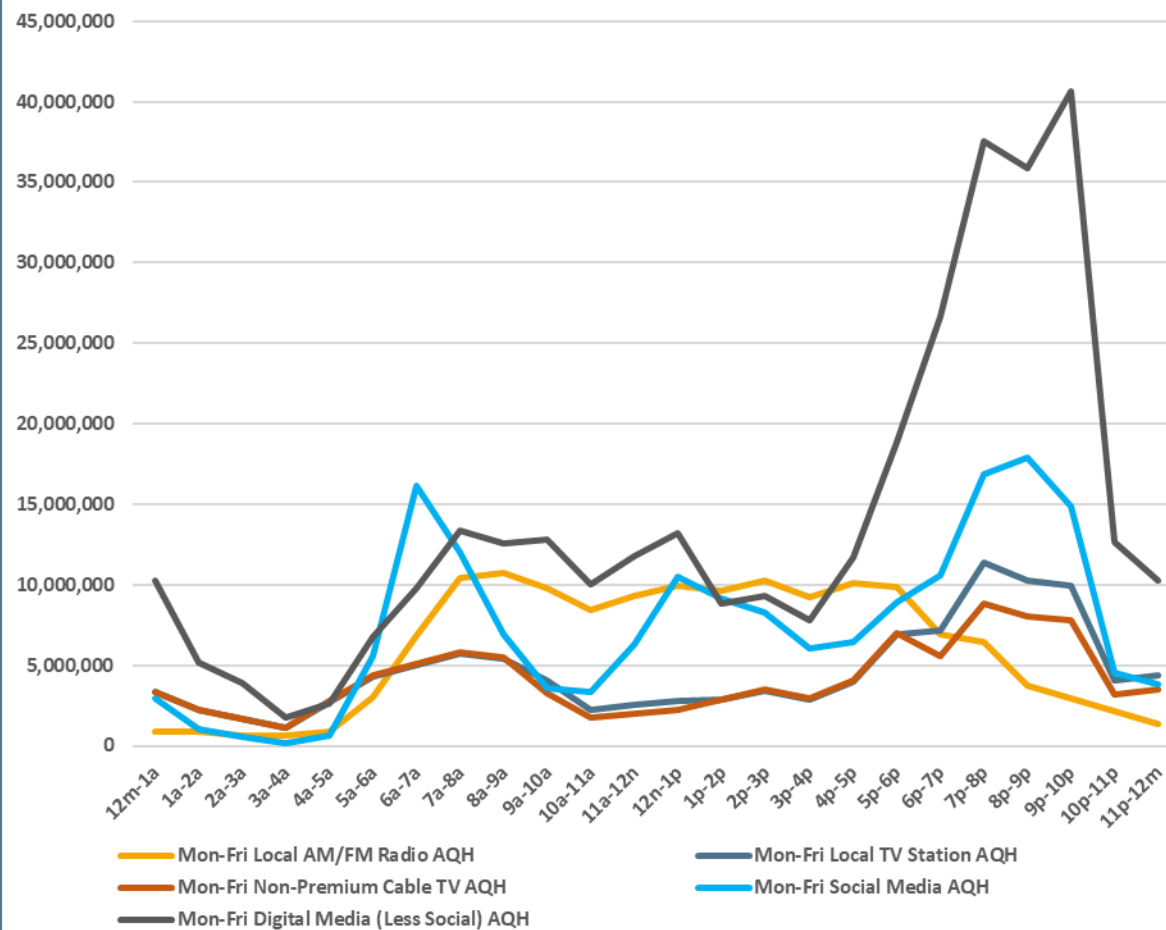


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,741,357; Local Radio: 3,547,049; Social Media: 3,103,177; Non-Prem. Cable: 1,583,928; Local TV: 1,522,286 reaching Adults 25 - 64 who own a Dog.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 who own a Dog



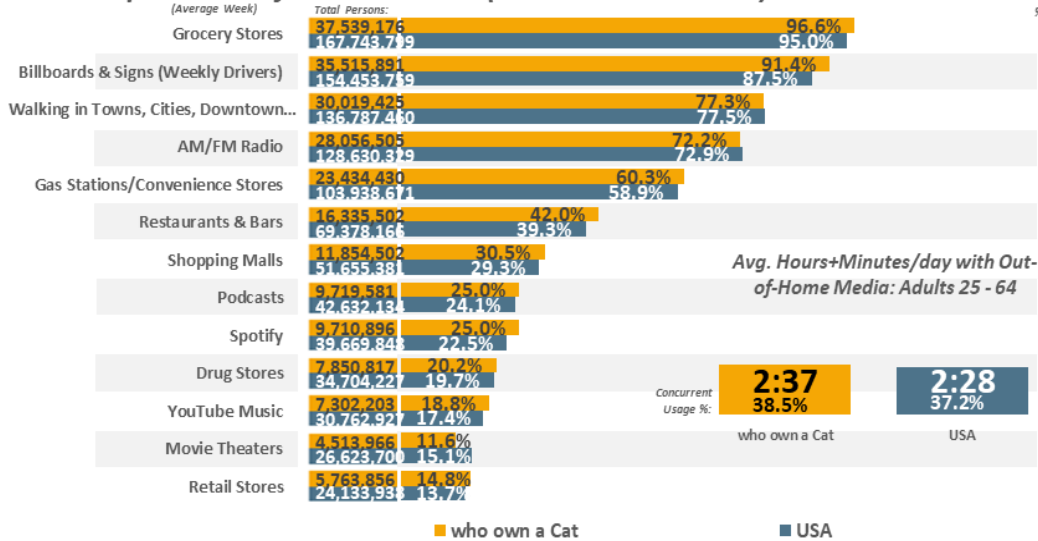
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 25 - 64



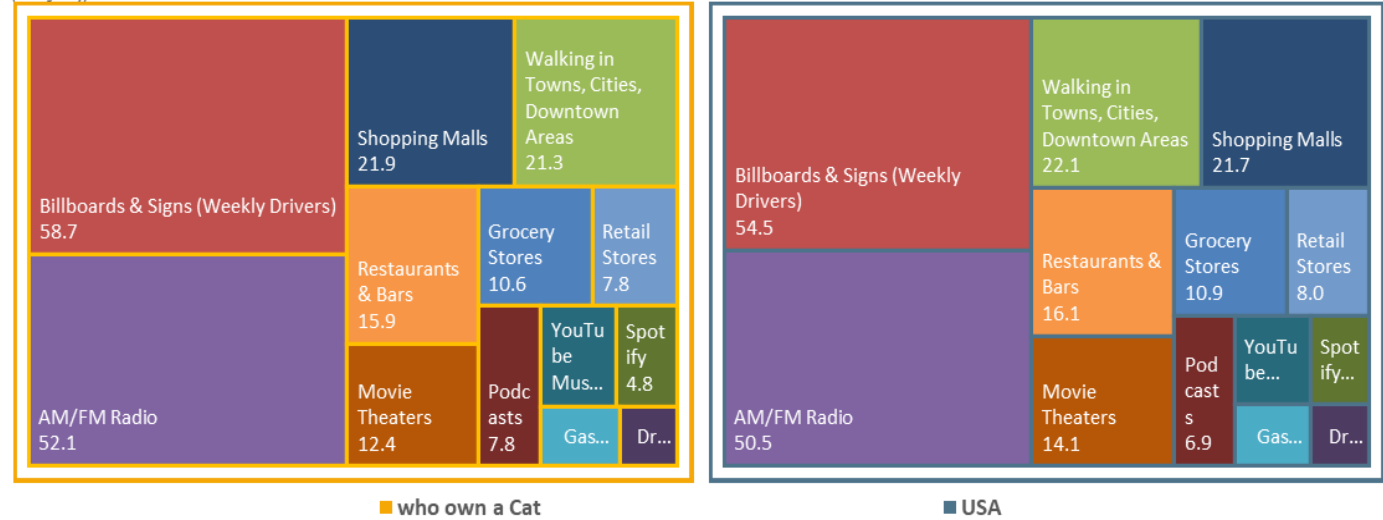


35,515,891 or 91.4% of Adults 25 - 64 who own a Cat spend an average of 58.7 minutes per day driving, seeing Billboards and Signs. 69.7% Listen to Local Radio Stations Out-of-Home for an average of 47. minutes/day.

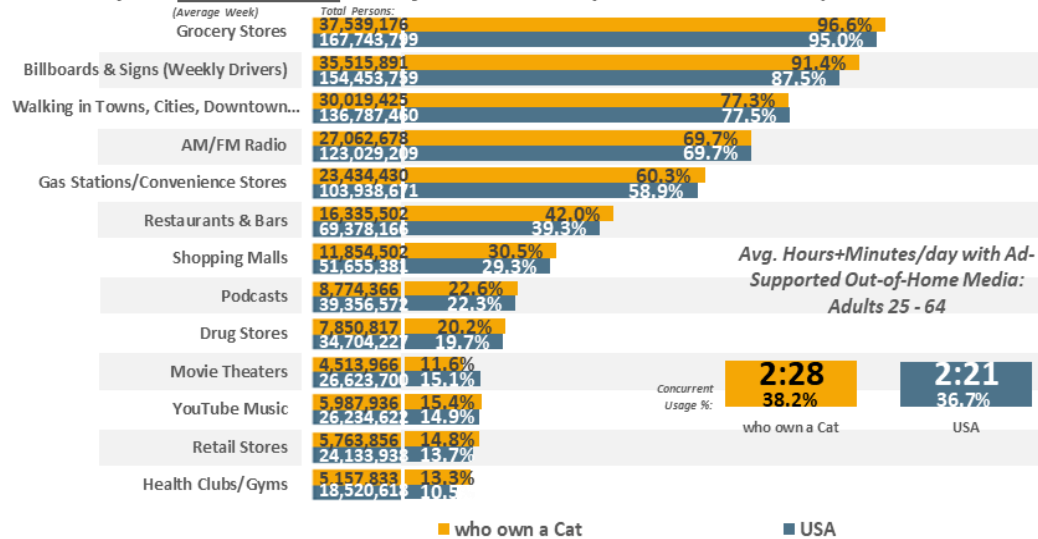
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



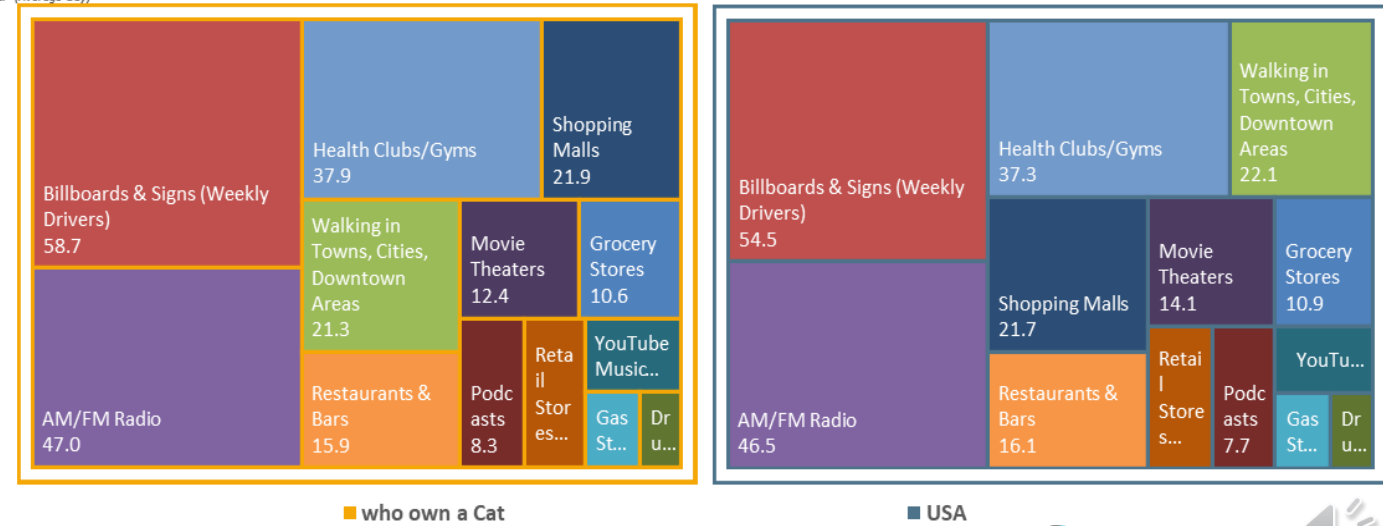
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



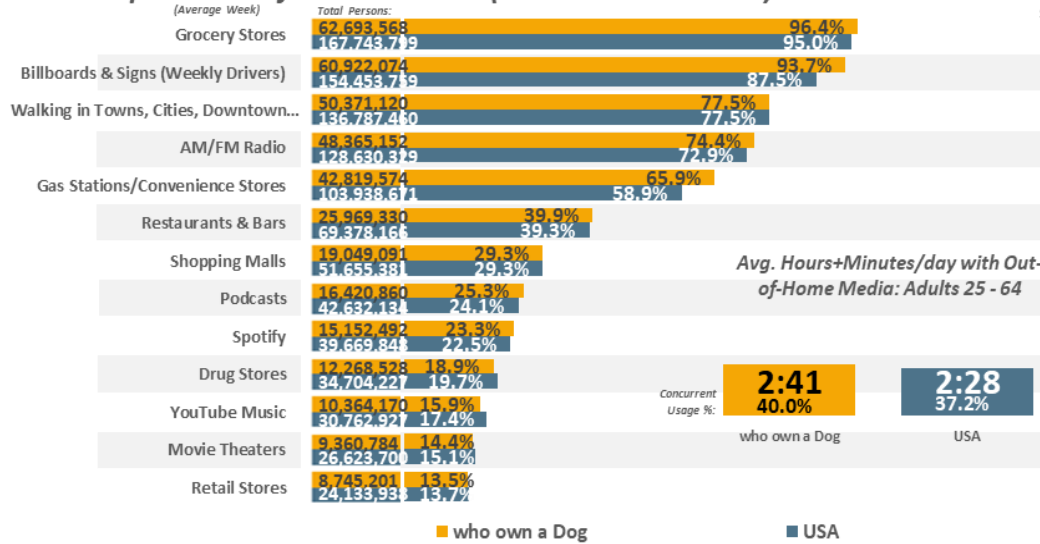
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



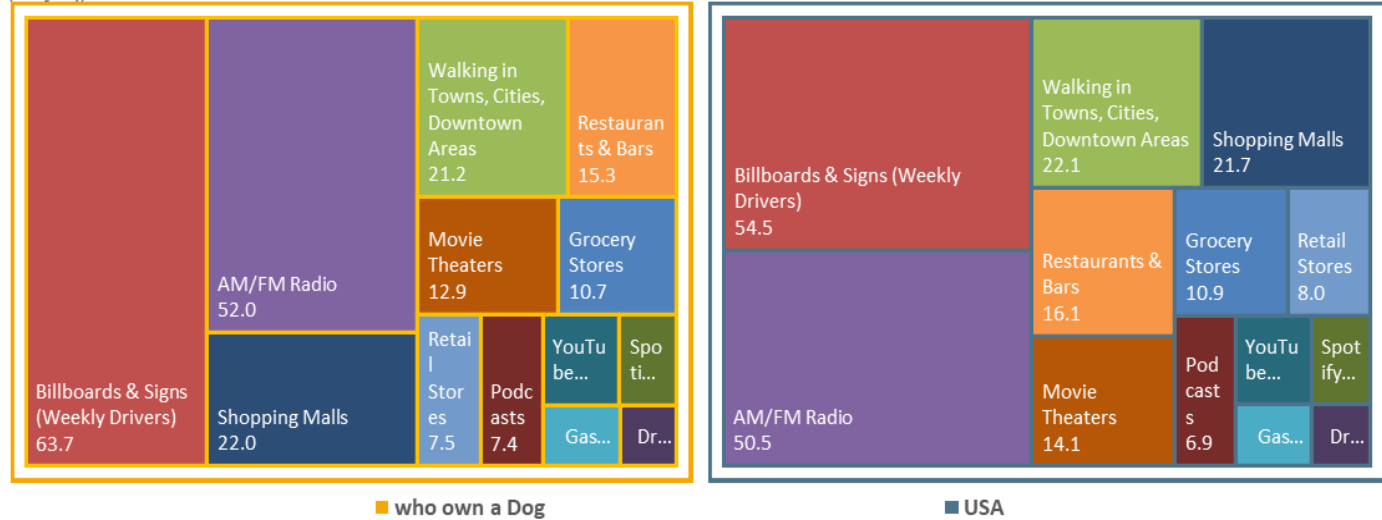


60,922,074 or 93.7% of Adults 25 - 64 who own a Dog spend an average of 63.7 minutes per day driving, seeing Billboards and Signs. 71.4% Listen to Local Radio Stations Out-of-Home for an average of 48. minutes/day.

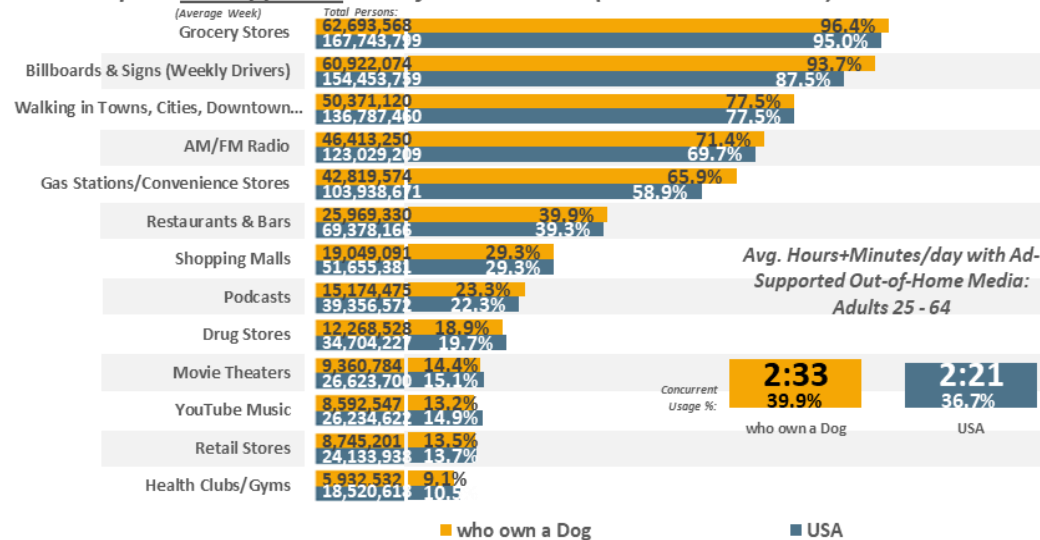
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



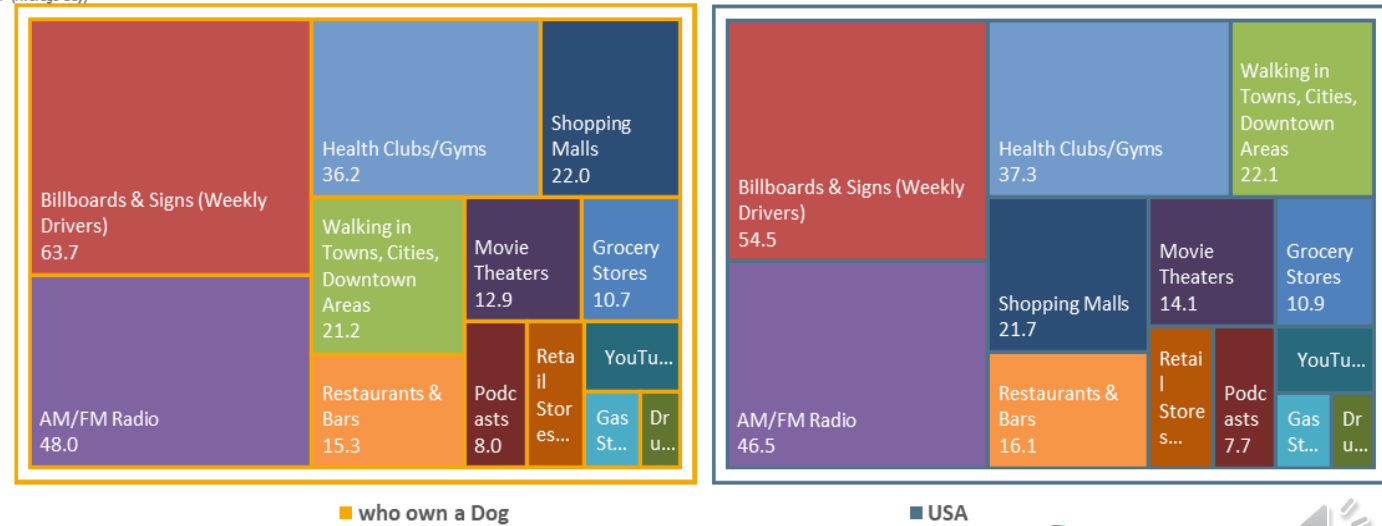
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



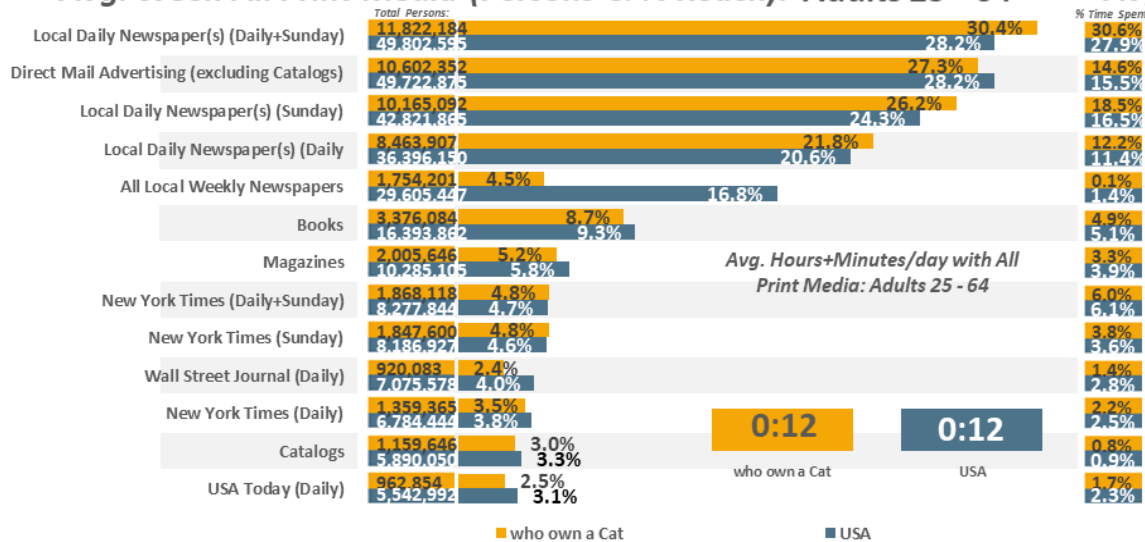
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



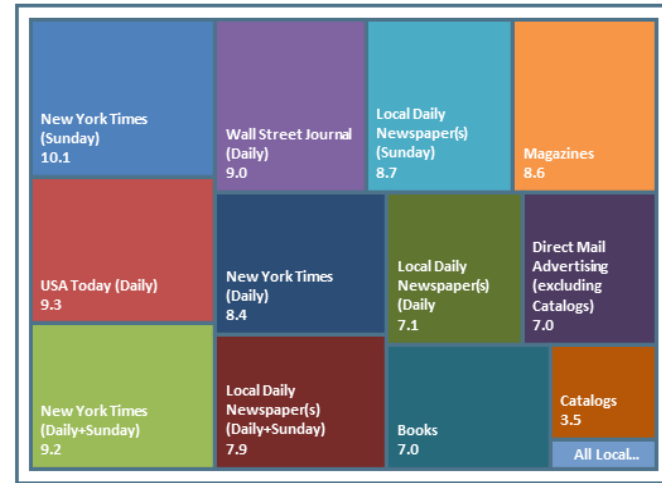
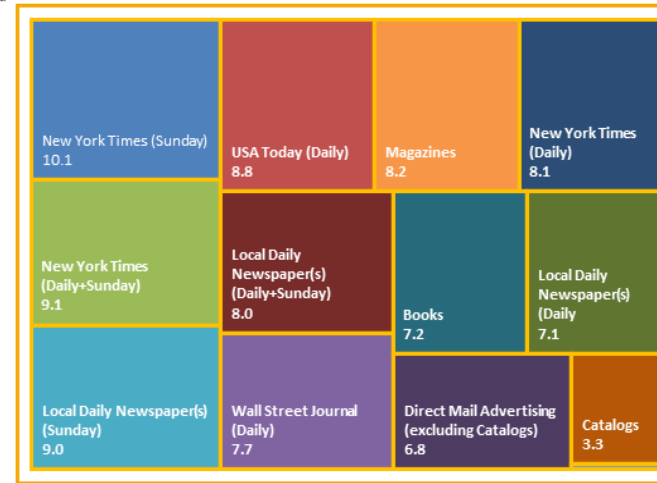


11,822,184 or 30.4% of Adults 25 - 64 who own a Cat read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 32.2% of all time spent daily with All forms of Print Media.

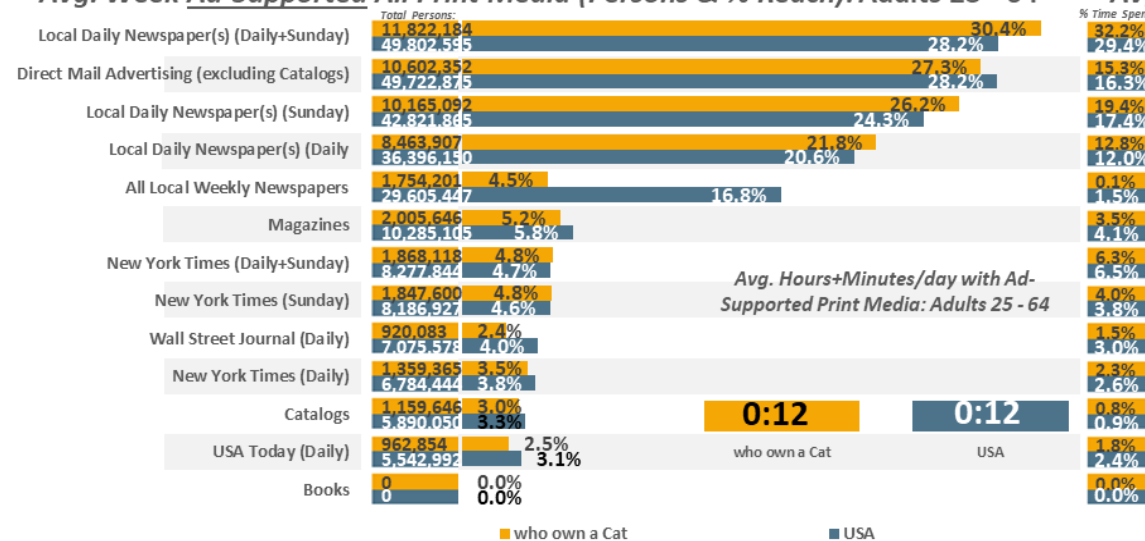
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



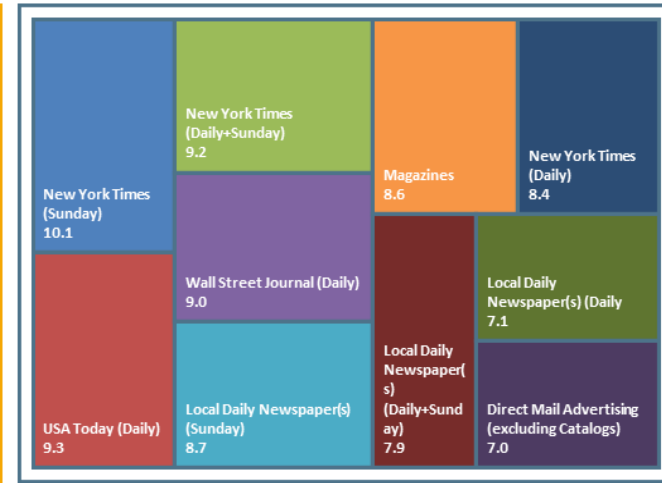
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



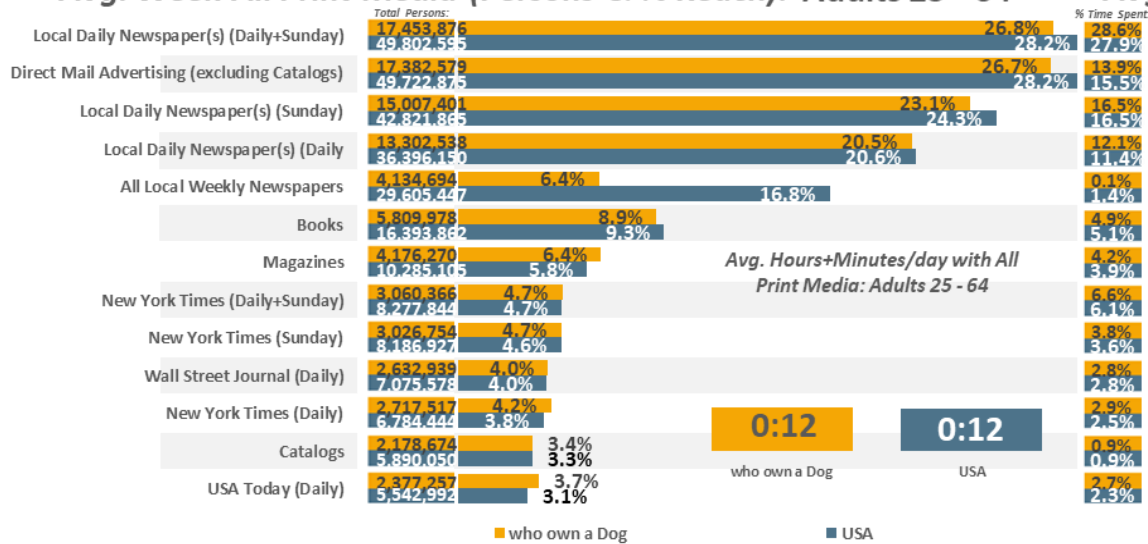
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



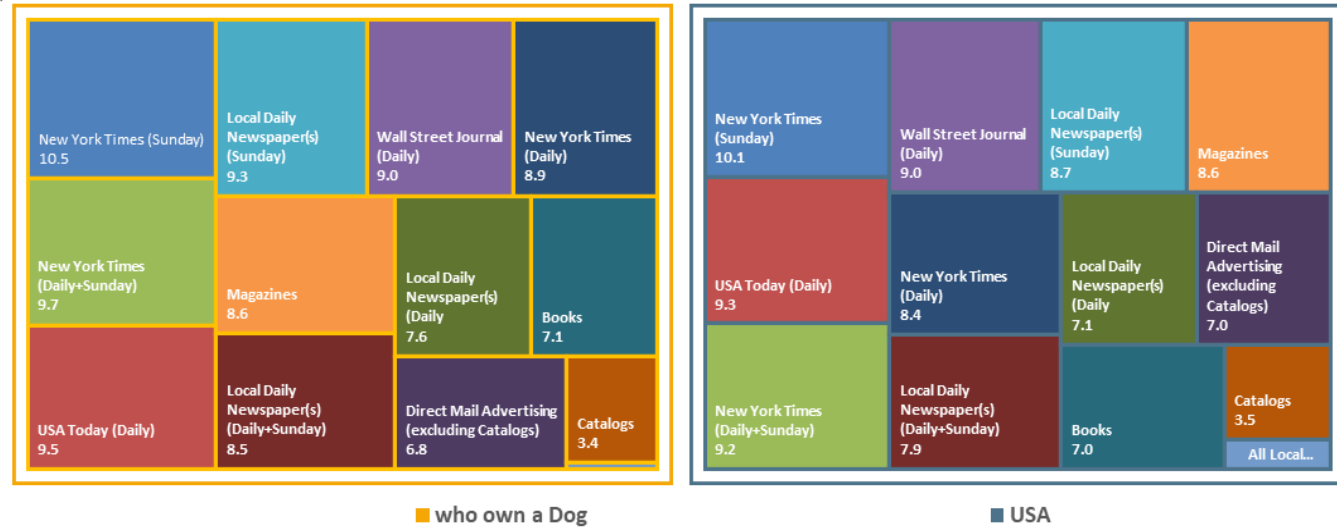


17,453,876 or 26.8% of Adults 25 - 64 who own a Dog read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 30.1% of all time spent daily with All forms of Print Media.

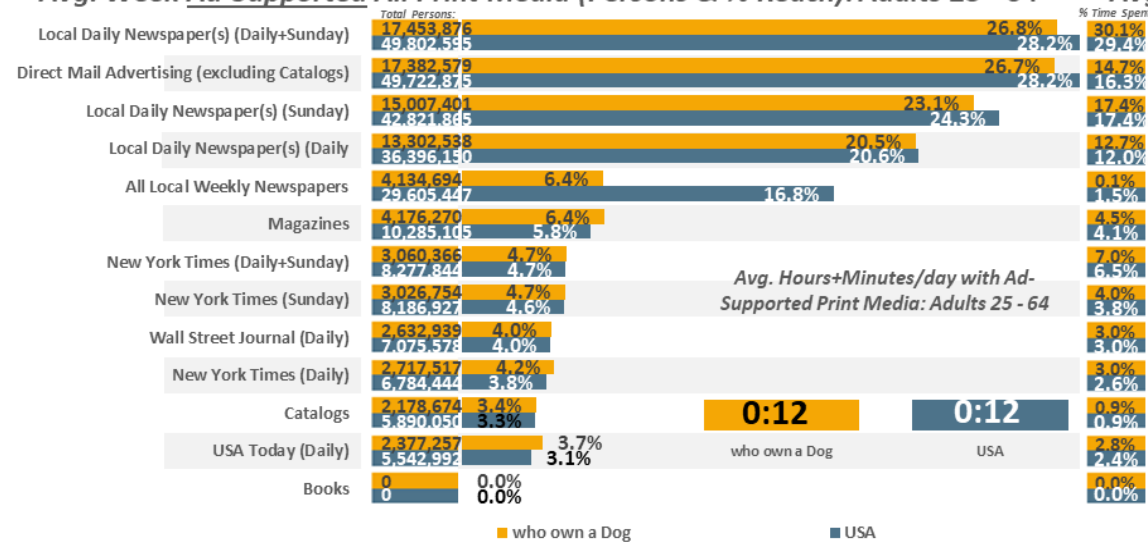
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



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

