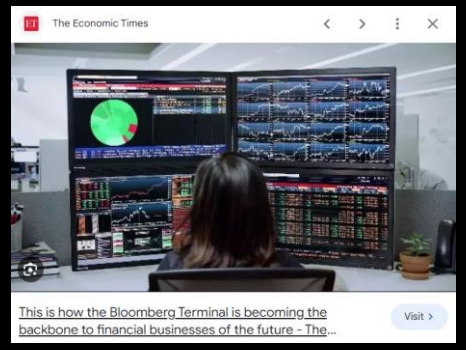
USA –P25-64 Homeowners who Own or Plan to Buy a HOME SECURITY SYSTEM!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA P25-64 Homeowners who Own a Home Security System, Plan to Buy a Home Security System, Have NO Home Security System, Have a NO Home Security System but have a DOG or FIREARMS as of April 2024!





P25-64 Homeowners – 5 Different Targets

Own or rent residence (HHLD): Own AND... Items/services household currently has (HHLD): Home security system
Own or rent residence (HHLD): Own AND... Items/services HHLD plans to buy in next 12 months (HHLD): Home security system
Own or rent residence (HHLD): Own AND... NOT Items/services household currently has (HHLD): Home security system
Own or rent residence (HHLD): Own AND... Lifestyle characteristics: Own a dog AND NOT Items/services household currently has (HHLD): Home security system
Own or rent residence (HHLD): Own AND... Events/places plan to attend/visit next 12 months: Shooting range AND NOT Items/services household currently has (HHLD): Home security system











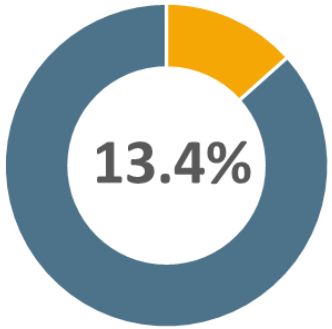
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

OWN a HOME SECURITY SYSTEM

13.4% or 23,027,797 of USA Adults 25 - 64 are Homeowners who Own a Home Security System.
Typical Adults 25 - 64 who are Homeowners who Own a Home Security System are 46.6 years old (3.6% older than average) and have a $157,202 (60.3% higher than average) annual household income.

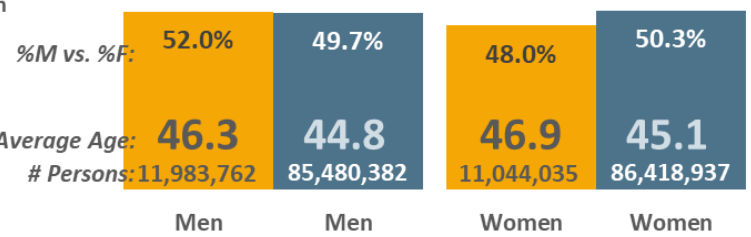
Percent of Market: Adults 25 - 64



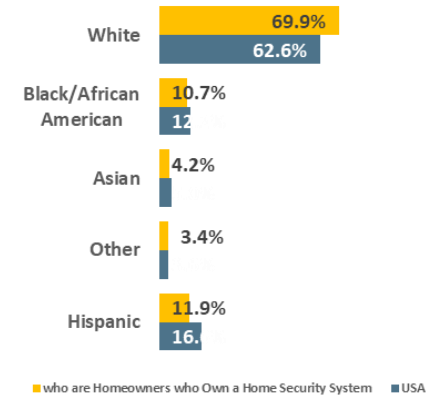
Total Persons:



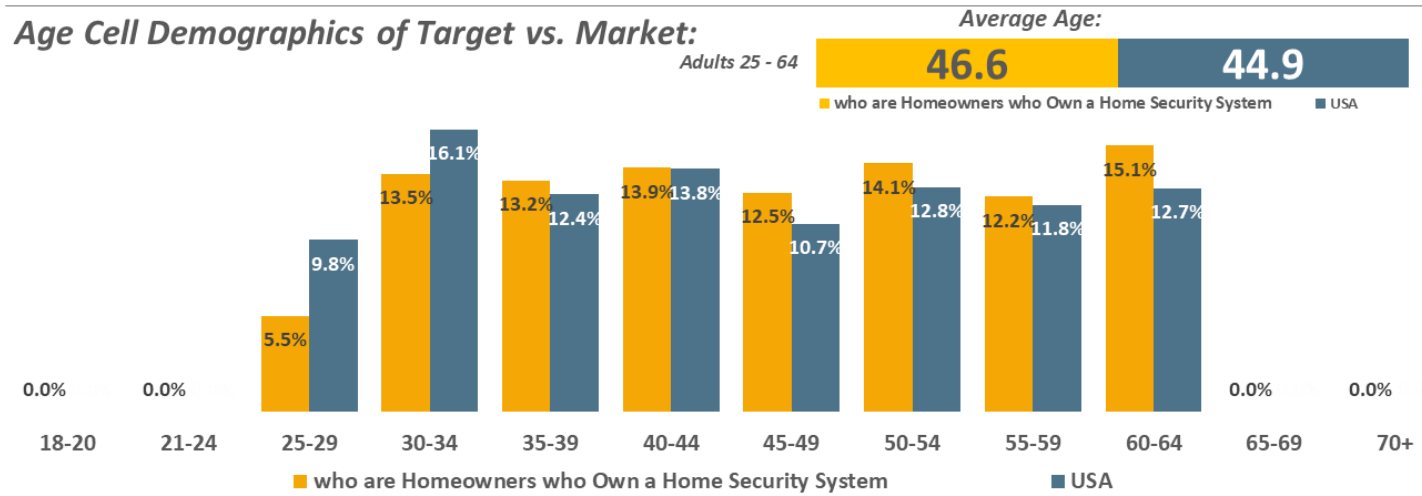
Gender of Target vs. Market: Adults 25 - 64



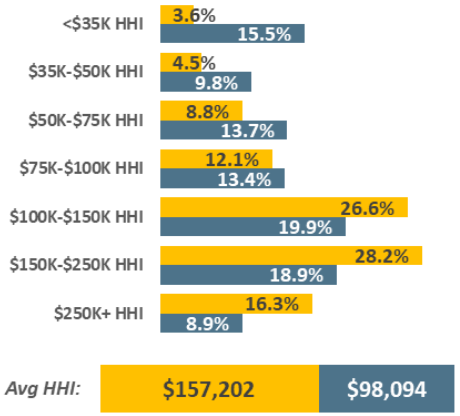
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $157,202 | $98,094

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *9,500*

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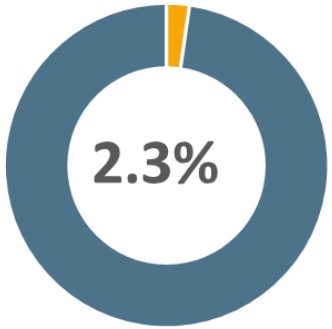
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

Own or rent residence (HHLD): Own AND... Items/services household currently has (HHLD): Home security system

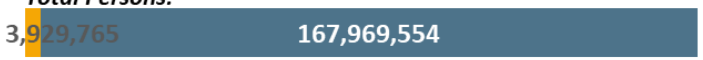
Plan to Buy a HOME SECURITY SYSTEM

2.3% or 3,929,765 of USA Adults 25 - 64 are Homeowners who Plan to Buy a Home Security System.
Typical Adults 25 - 64 who are Homeowners who Plan to Buy a Home Security System are 45.9 years old (2.1% older than average) and have a $128,379 (30.9% higher than average) annual household income.

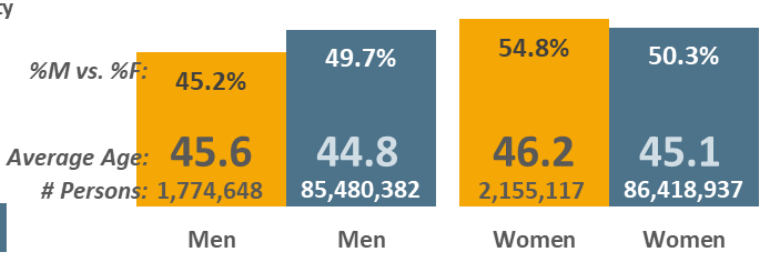
Percent of Market: Adults 25 - 64



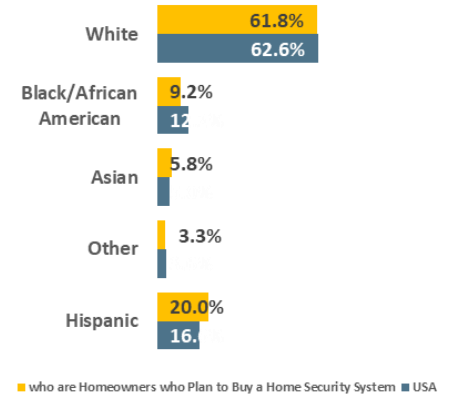
Total Persons:



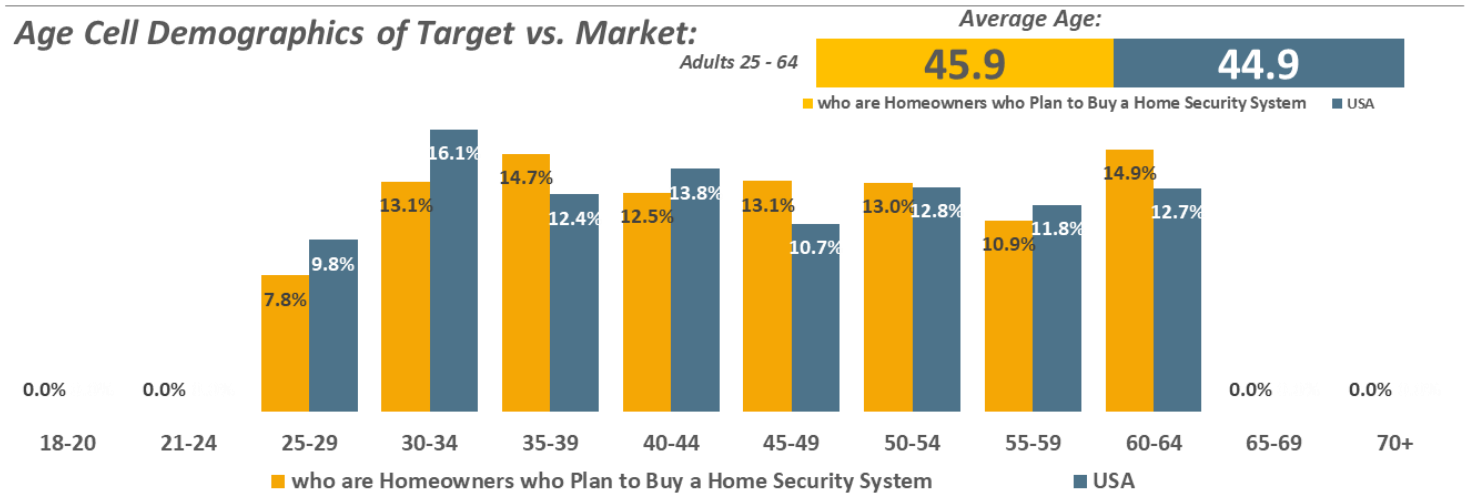
Gender of Target vs. Market: Adults 25 - 64



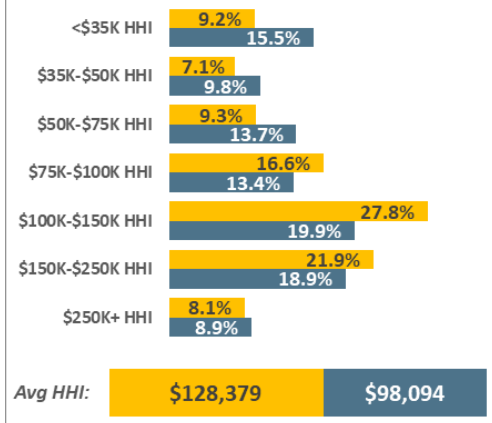
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $128,379 | $98,094

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *9,500*

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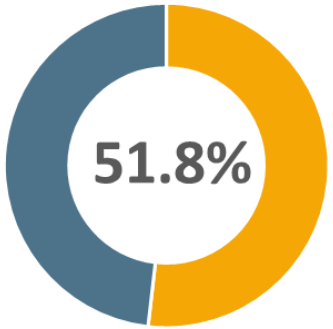
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

Own or rent residence (HHLD): Own AND... Items/services HHLD plans to buy in next 12 months (HHLD): Home security system

Have NO HOME SECURITY SYSTEM

51.8% or 89,083,201 of USA Adults 25 - 64 are Homeowners with NO Home Security System.
Typical Adults 25 - 64 who are Homeowners with NO Home Security System are 47.1 years old (4.8% older than average) and have a $134,667 (37.3% higher than average) annual household income.

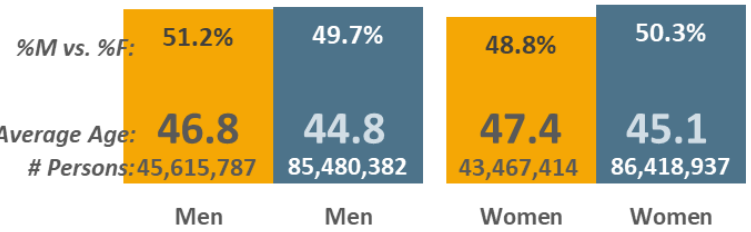
Percent of Market: Adults 25 - 64



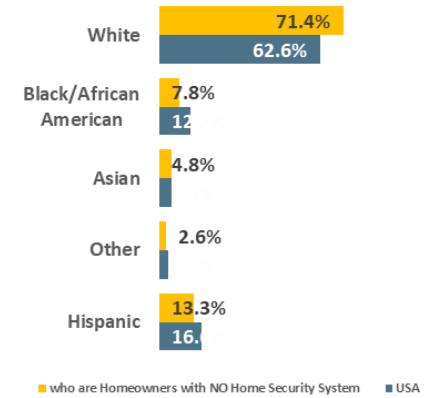
Total Persons:

89,083,201	82,816,118

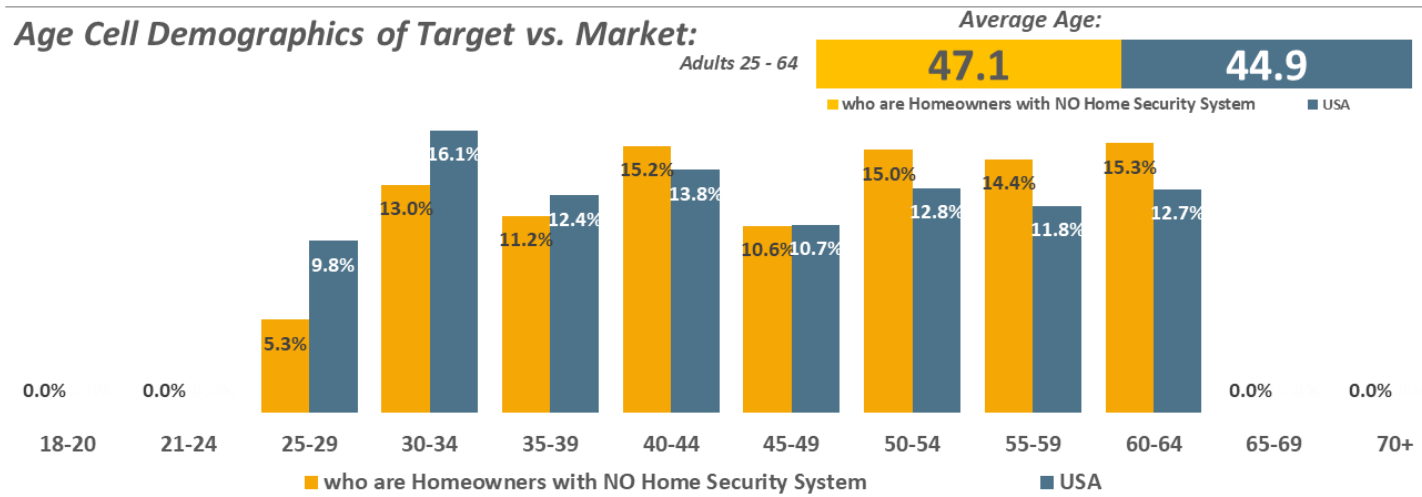
Gender of Target vs. Market: Adults 25 - 64



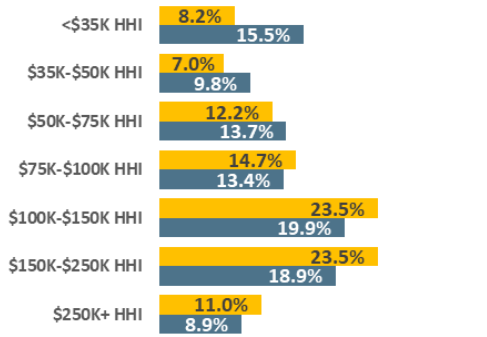
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

$134,667	$98,094

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *9,500*

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

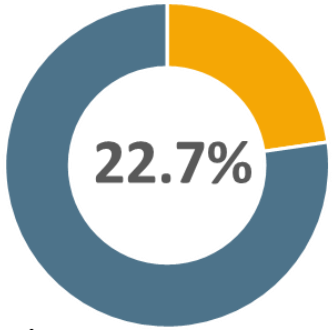
Own or rent residence (HHLD): Own AND... NOT Items/services household currently has (HHLD): Home security system



Have a DOG but No HOME SECURITY SYSTEM

22.7% or 39,036,459 of USA Adults 25 - 64 are Homeowners with a DOG but NO Home Security System. Typical Adults 25 - 64 who are Homeowners with a DOG but NO Home Security System are 46.5 years old (3.6% older than average) and have a $137,927 (40.6% higher than average) annual household income.

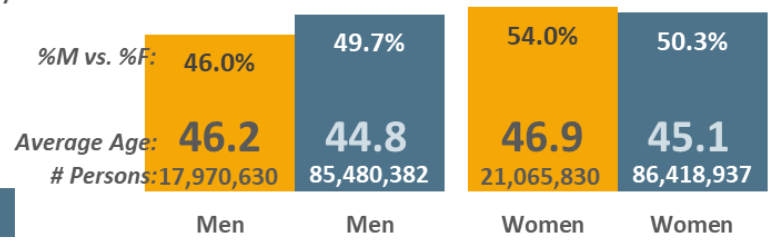
Percent of Market: Adults 25 - 64



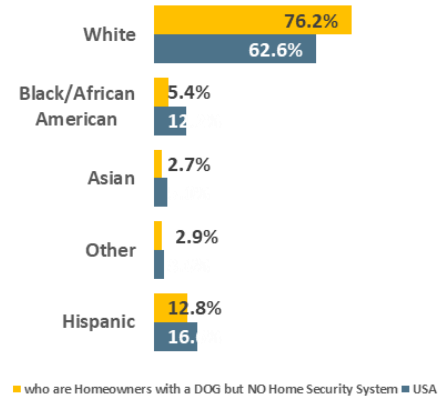
Total Persons:

39,036,459	132,862,860

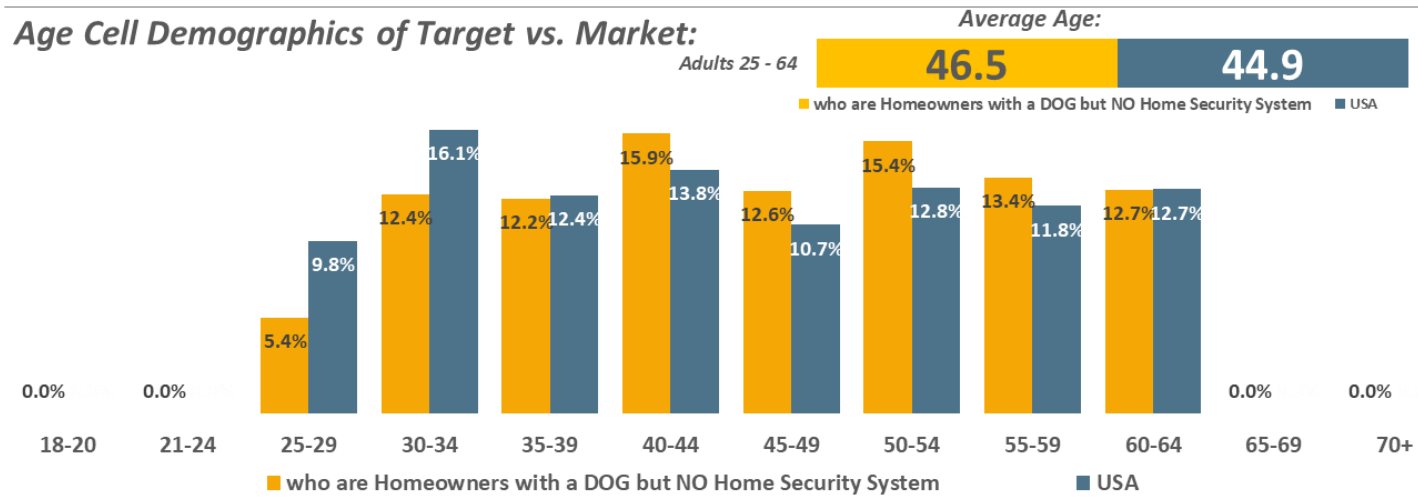
Gender of Target vs. Market: Adults 25 - 64



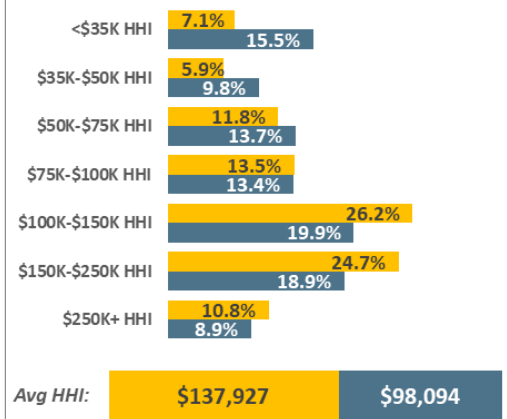
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$137,927	$98,094

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *9,500*

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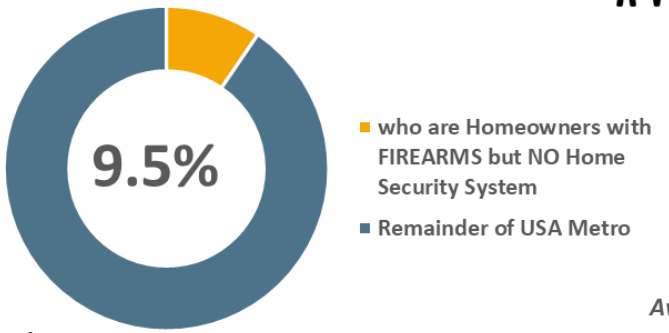
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

Own or rent residence (HHLD): Own AND... Lifestyle characteristics: Own a dog AND NOT Items/services household currently has (HHLD): Home security system



9.5% or 16,381,482 of USA Adults 25 - 64 are Homeowners with FIREARMS but NO Home Security System. Typical Adults 25 - 64 who are Homeowners with FIREARMS but NO Home Security System are 45.7 years old (1.6% older than average) and have a $131,824 (34.4% higher than average) annual household income.

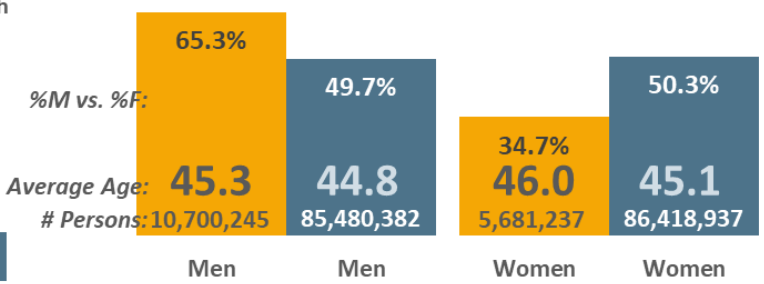
Percent of Market: Adults 25 - 64



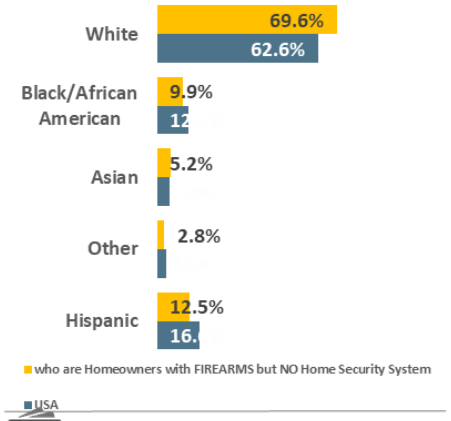
Total Persons:



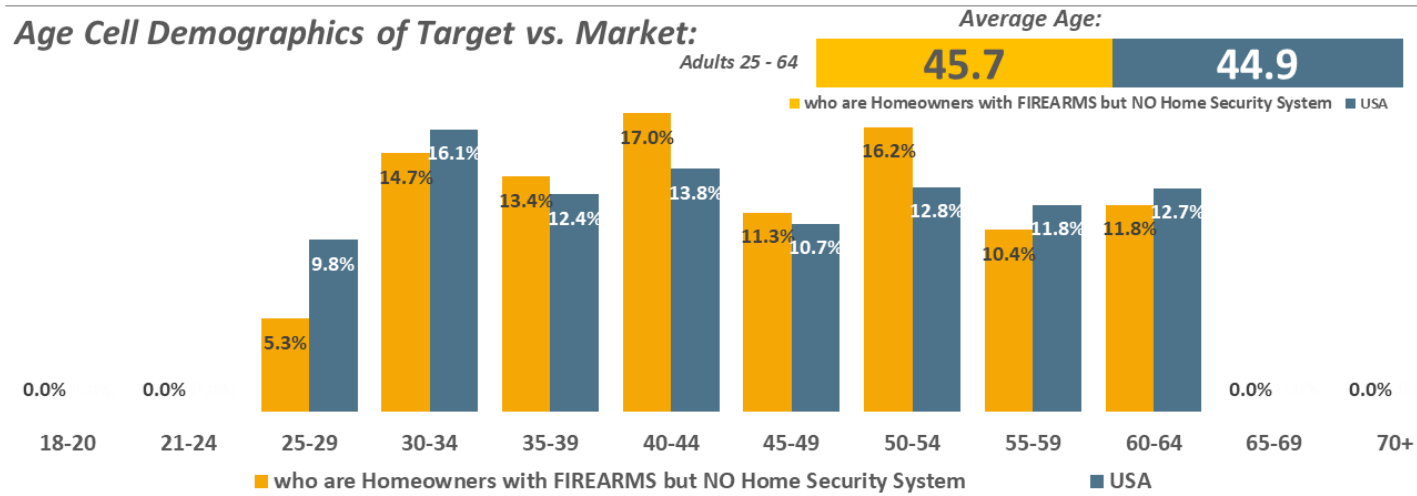
Gender of Target vs. Market: Adults 25 - 64



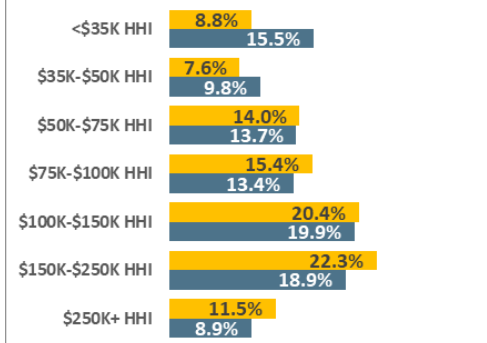
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,500

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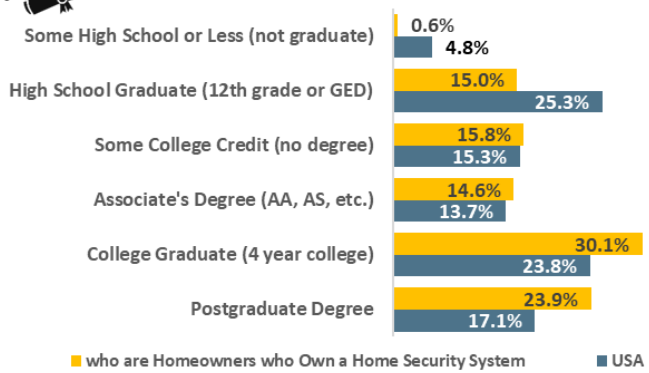
USA Jan23-Feb24 USA Projection Qual Intab 14,048

Own or rent residence (HHLD): Own AND... Events/places plan to attend/visit next 12 months: Shooting range AND NOT Items/services household currently has (HHLD): Home security system

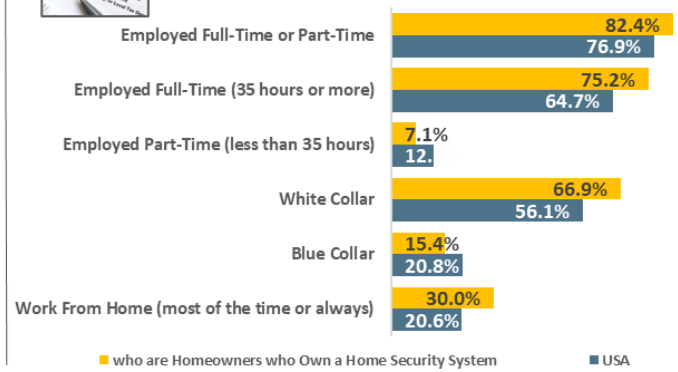
OWN a HOME SECURITY SYSTEM

13.4% or 23,027,797 of USA Adults 25 - 64 are Homeowners who Own a Home Security System. Adults 25 - 64 who are Homeowners who Own a Home Security System are 31.8% more likely to be a college graduate, 16.3% more likely to work full-time, 24.6% more likely to be married, 1.8% more likely to be a parent of 1 or more children under 18.

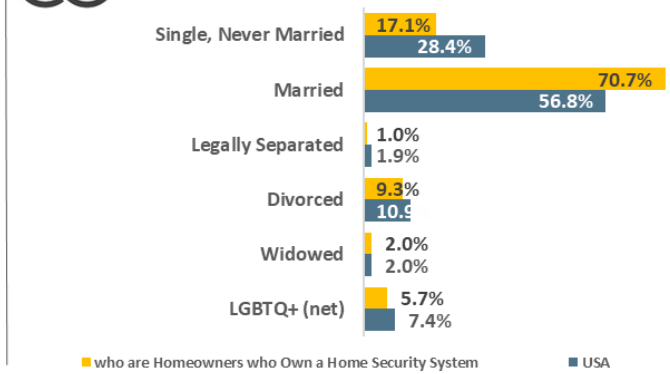
Education Levels: Adults 25 - 64



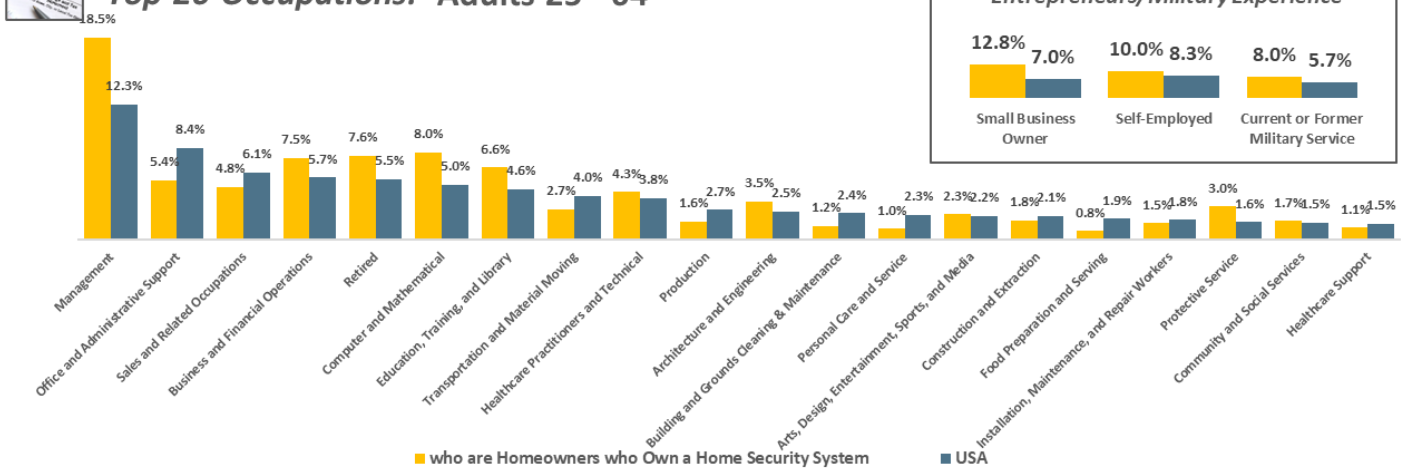
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

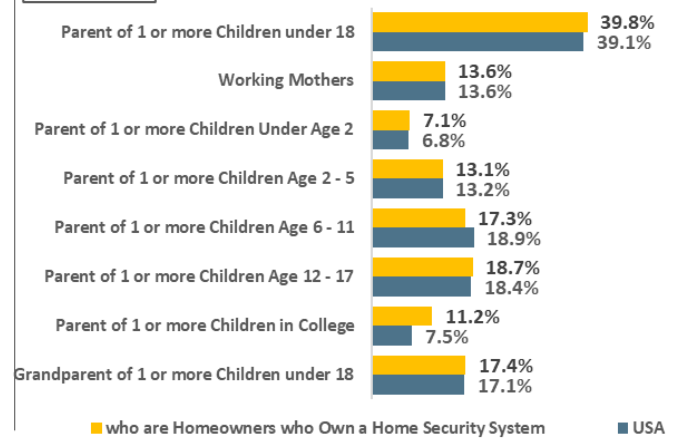


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,500

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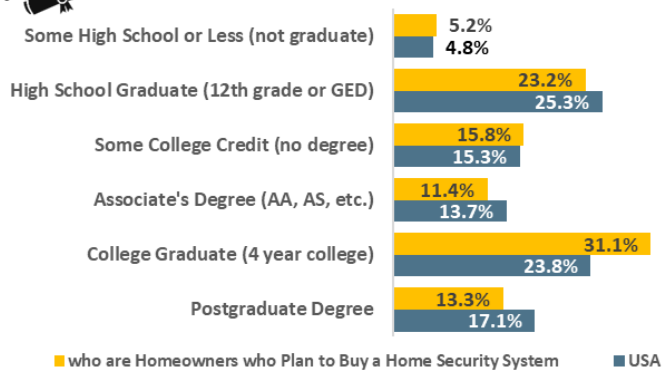
USA Jan23-Feb24 USA Projection Qual Intab 14,048

Own or rent residence (HHLD): Own AND... Items/services household currently has (HHLD): Home security system

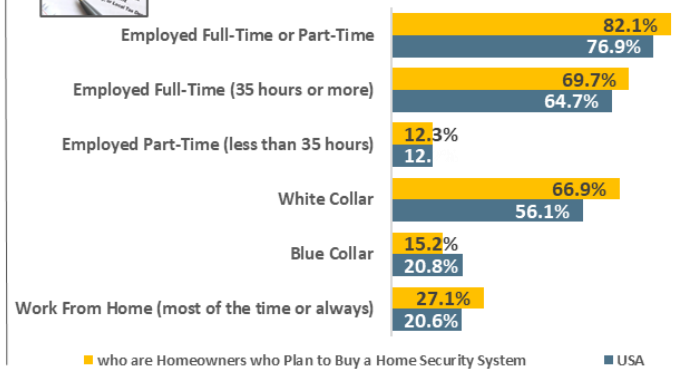
Plan to Buy a HOME SECURITY SYSTEM

2.3% or 3,929,765 of USA Adults 25 - 64 are Homeowners who Plan to Buy a Home Security System. Adults 25 - 64 who are Homeowners who Plan to Buy a Home Security System are 8.3% more likely to be a college graduate, 7.8% more likely to work full-time, 23.6% more likely to be married, 12.8% more likely to be a parent of 1 or more children under 18.

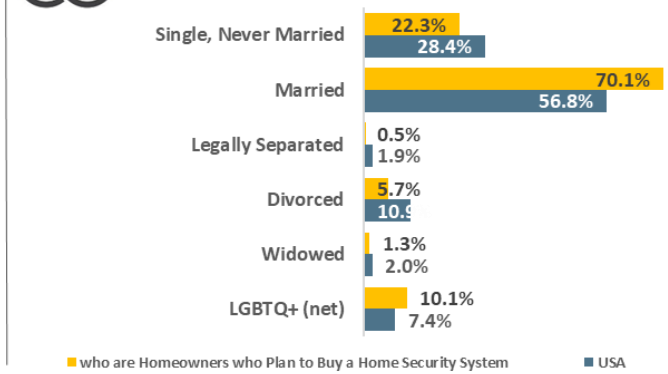
Education Levels: Adults 25 - 64



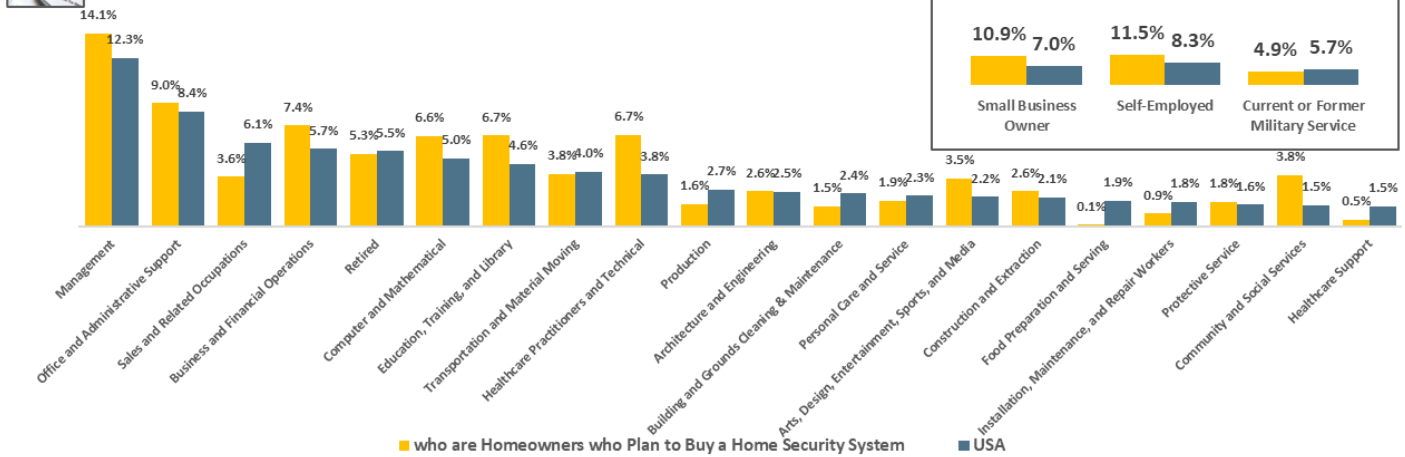
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

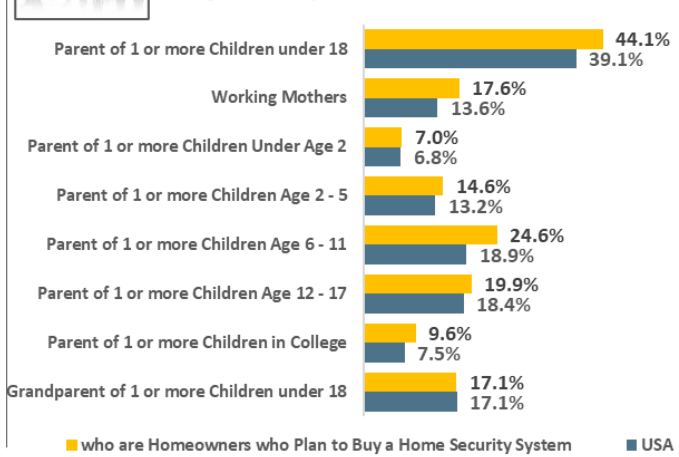


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,500

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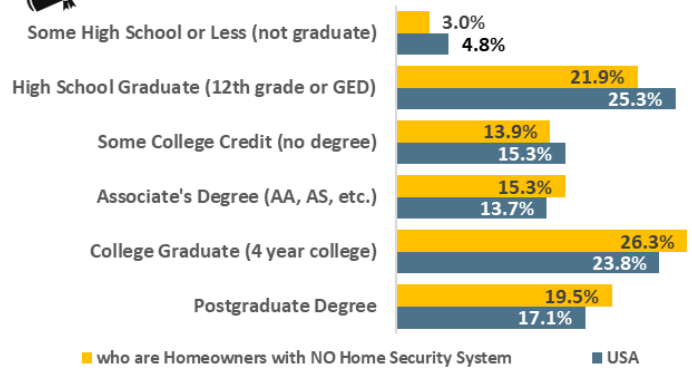
USA Jan23-Feb24 USA Projection Qual Intab 14,048

Own or rent residence (HHLD): Own AND... Items/services HHLD plans to buy in next 12 months (HHLD): Home security system

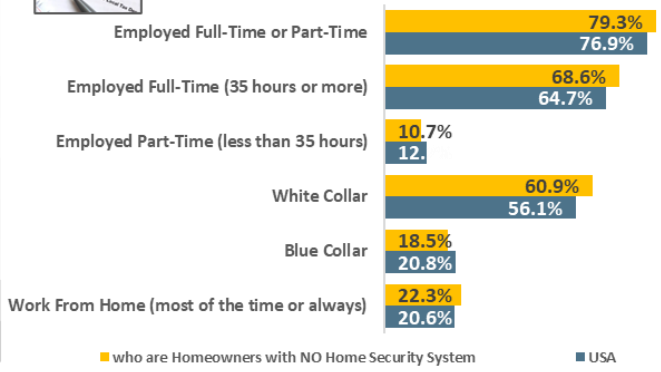


51.8% or 89,083,201 of USA Adults 25 - 64 are Homeowners with NO Home Security System.
Adults 25 - 64 who are Homeowners with NO Home Security System are 12.% more likely to be a college graduate, 6.% more likely to work full-time, 20.1% more likely to be married, 4.3% more likely to be a grandparent of 1 or more children under 18.

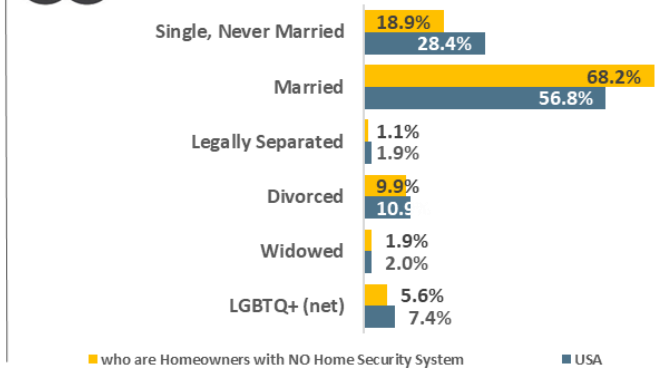
Education Levels: Adults 25 - 64



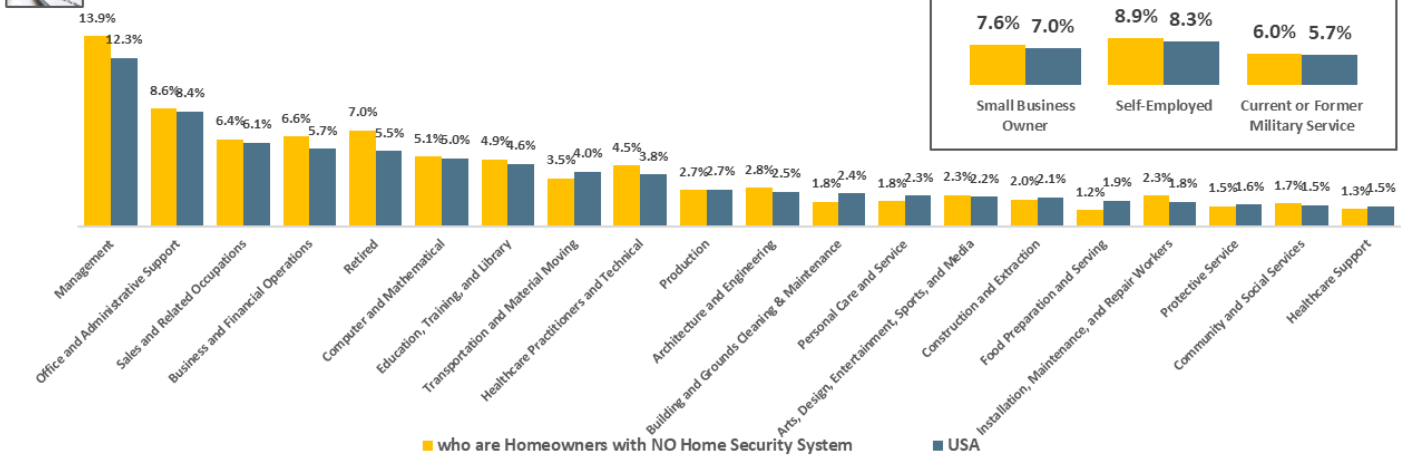
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

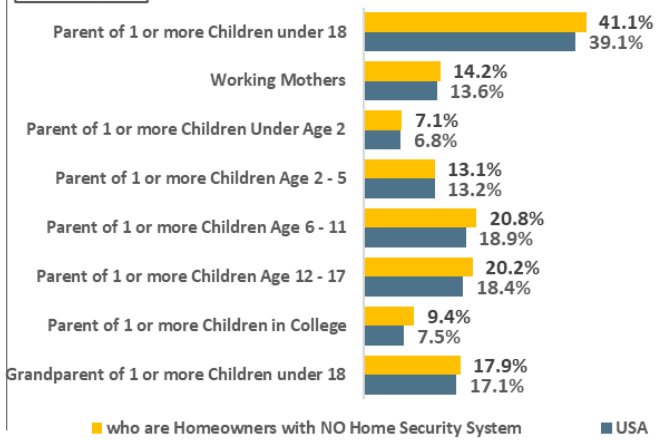


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,500

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USA Jan23-Feb24 USA Projection Qual Intab 14,048

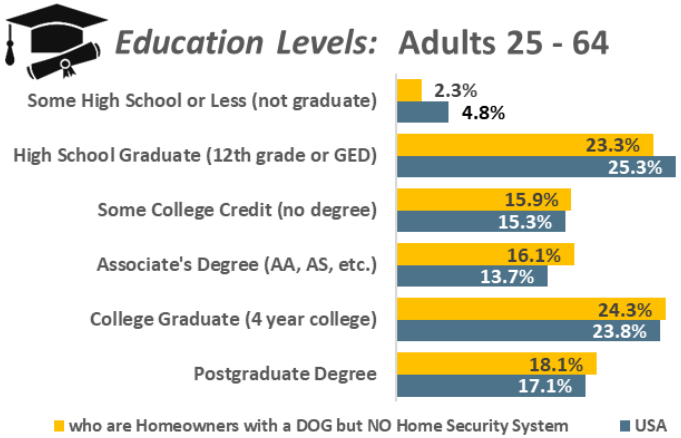
©

Own or rent residence (HHLD): Own AND... NOT Items/services household currently has (HHLD): Home security system

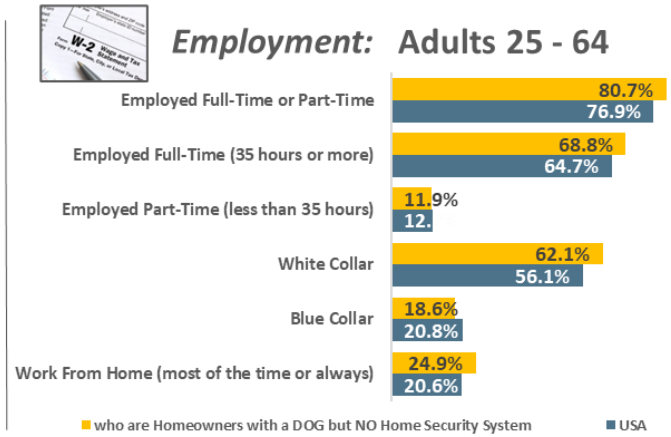


22.7% or 39,036,459 of USA Adults 25 - 64 are Homeowners with a DOG but NO Home Security System. Adults 25 - 64 who are Homeowners with a DOG but NO Home Security System are 3.7% more likely to be a college graduate, 6.3% more likely to work full-time, 31.8% more likely to be married, 5.4% more likely to be a grandparent of 1 or more children under 1

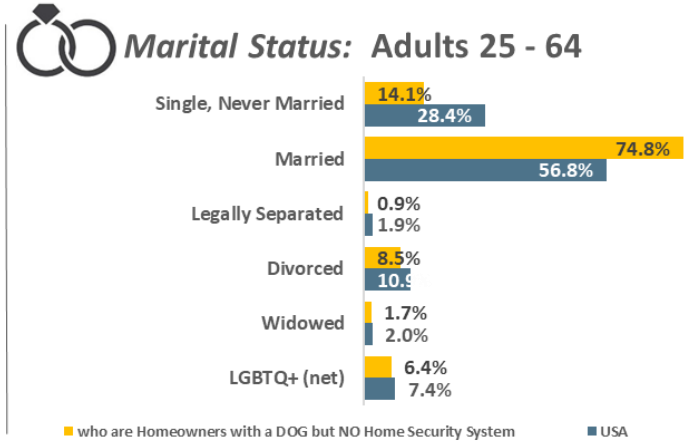
Education Levels: Adults 25 - 64



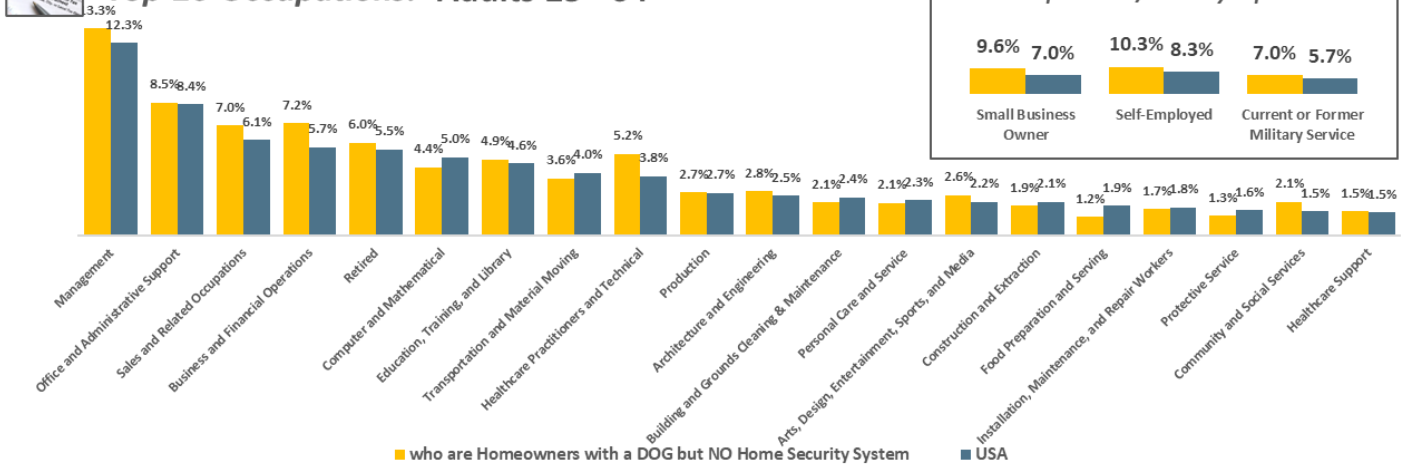
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

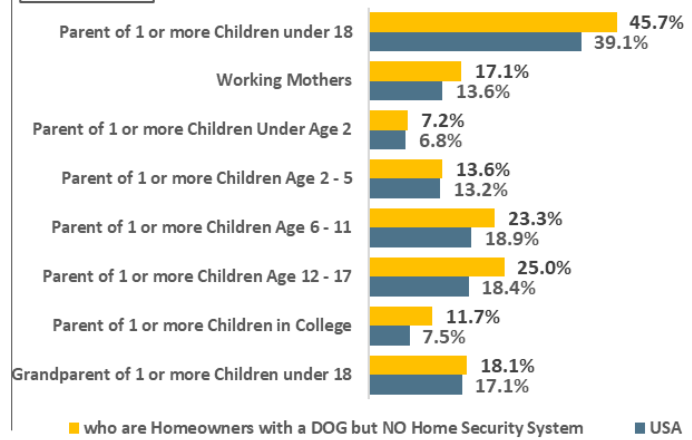


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,500

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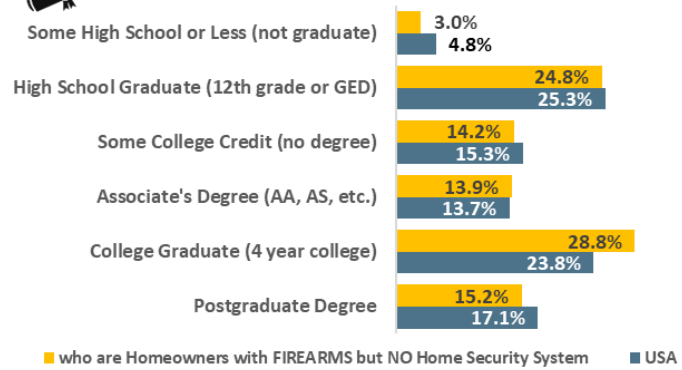
USA Jan23-Feb24 USA Projection Qual Intab 14,048

Own or rent residence (HHLD): Own AND... Lifestyle characteristics: Own a dog AND NOT Items/services household currently has (HHLD): Home security system

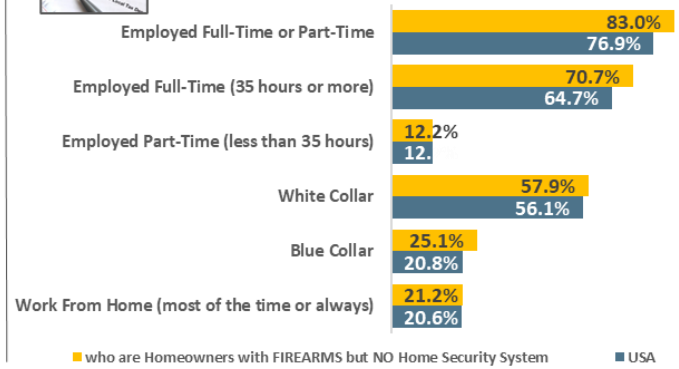


9.5% or 16,381,482 of USA Adults 25 - 64 are Homeowners with FIREARMS but NO Home Security System. Adults 25 - 64 who are Homeowners with FIREARMS but NO Home Security System are 7.4% more likely to be a college graduate, 9.4% more likely to work full-time, 11.% more likely to be married, .2% less likely to be a grandparent of 1 or more children under

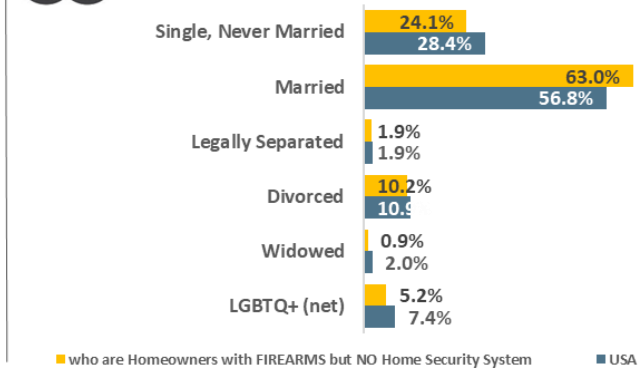
Education Levels: Adults 25 - 64



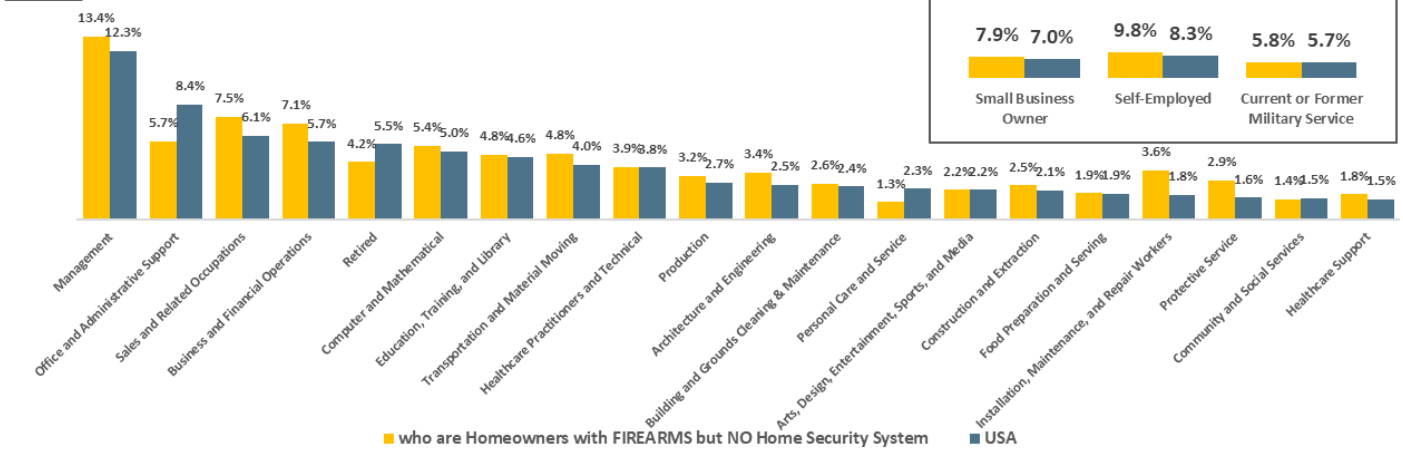
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

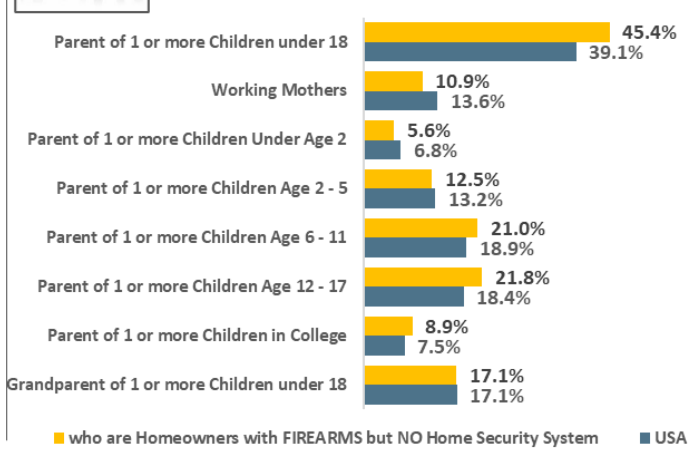


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,500

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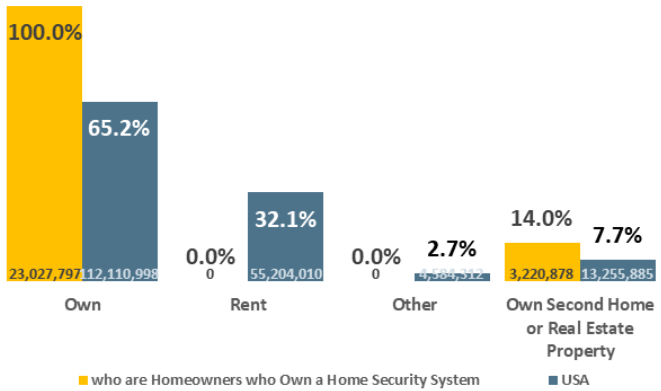
USA Jan23-Feb24 USA Projection Qual Intab 14,048

Own or rent residence (HHLD): Own AND... Events/places plan to attend/visit next 12 months: Shooting range AND NOT Items/services household currently has (HHLD): Home security system

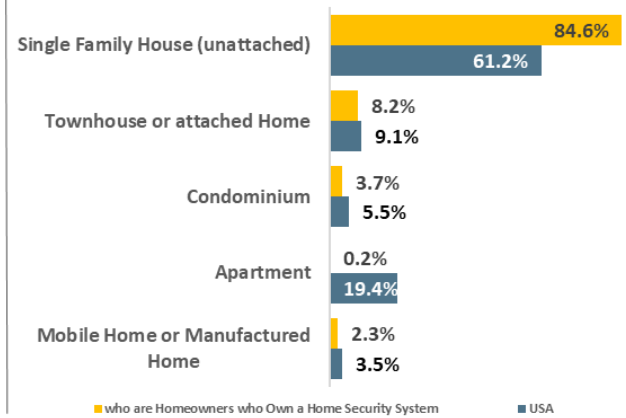
OWN a HOME SECURITY SYSTEM

13.4% or 23,027,797 of USA Adults 25 - 64 are Homeowners who Own a Home Security System.
Adults 25 - 64 who are Homeowners who Own a Home Security System are 53.3% more likely to own their home, 36.4% more likely to own a higher valued home, 38.2% more likely to have a single-family home, 29.8% more likely to have a dog.

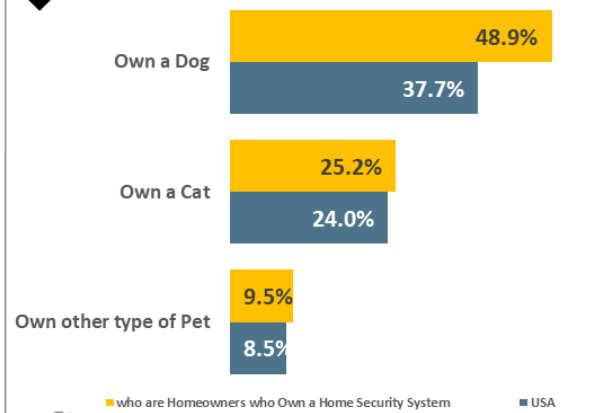
Own/Rent/Other: Adults 25 - 64



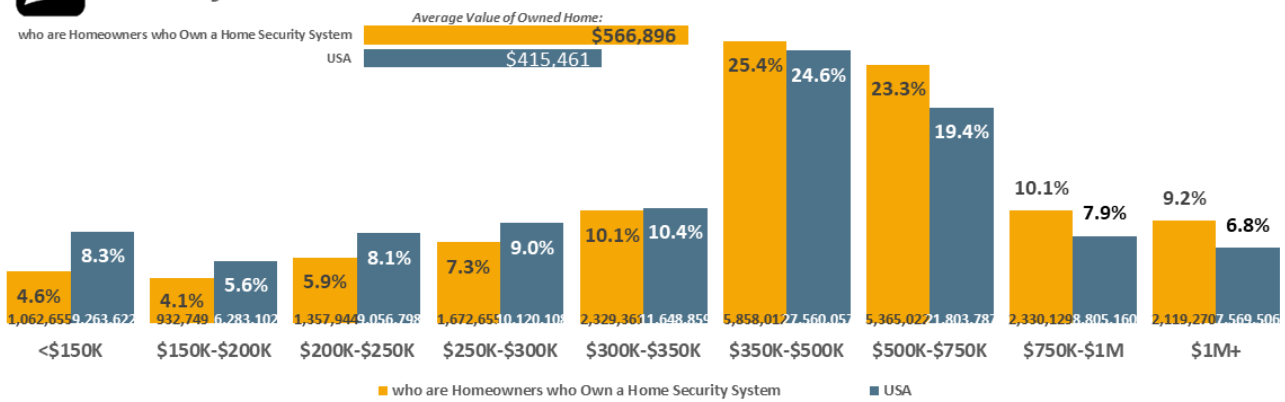
Type of Home: Adults 25 - 64



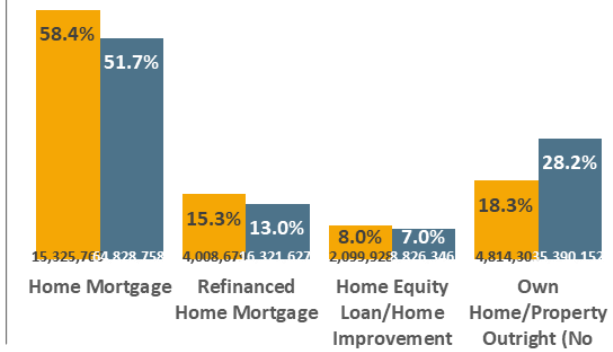
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *9,500*

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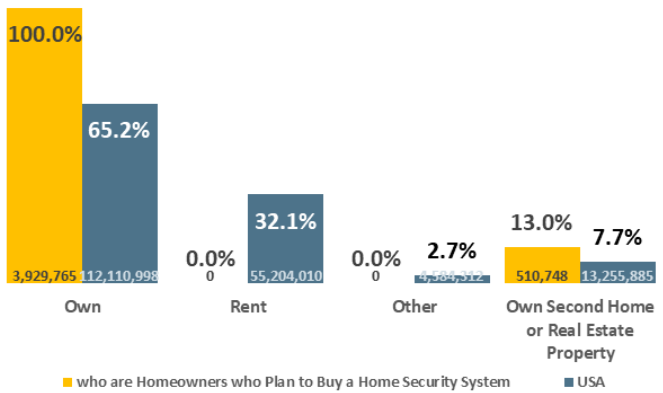
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

Own or rent residence (HHLD): Own AND... Items/services household currently has (HHLD): Home security system

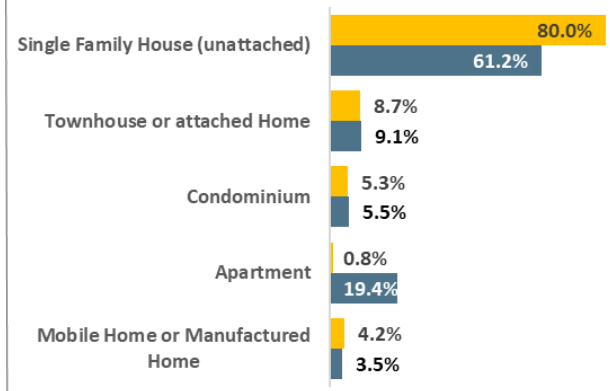
Plan to Buy a HOME SECURITY SYSTEM

2.3% or 3,929,765 of USA Adults 25 - 64 are Homeowners who Plan to Buy a Home Security System. Adults 25 - 64 who are Homeowners who Plan to Buy a Home Security System are 53.3% more likely to own their home, 13.% more likely to own a higher valued home, 30.6% more likely to have a single-family home, 12.4% more likely to have a dog.

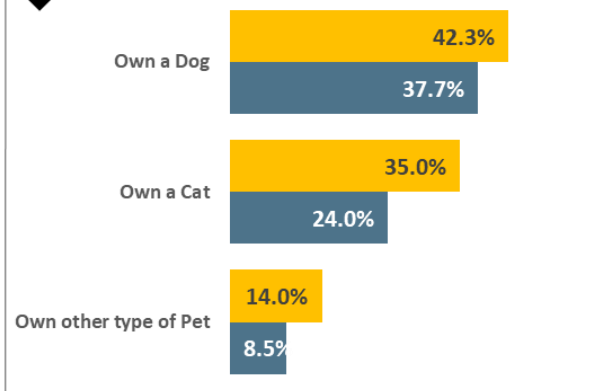
Own/Rent/Other: Adults 25 - 64



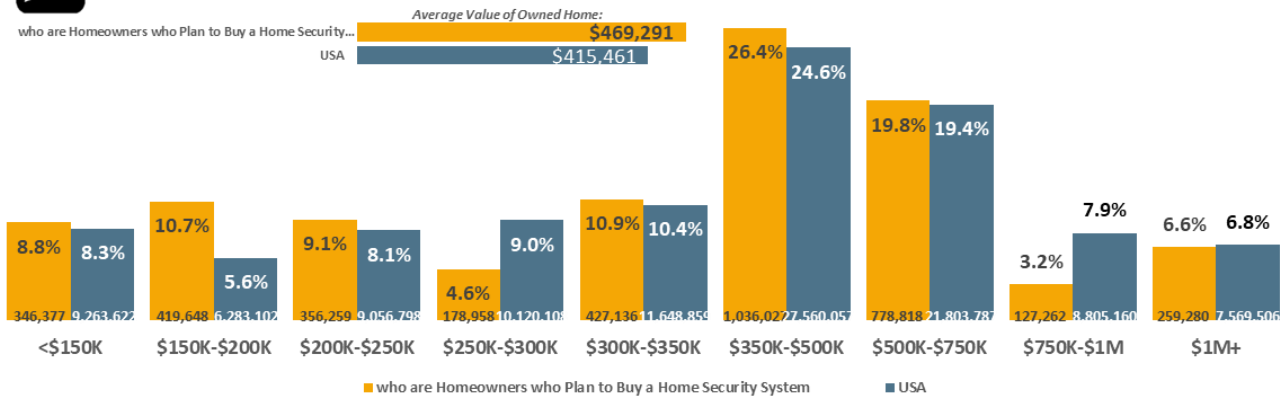
Type of Home: Adults 25 - 64



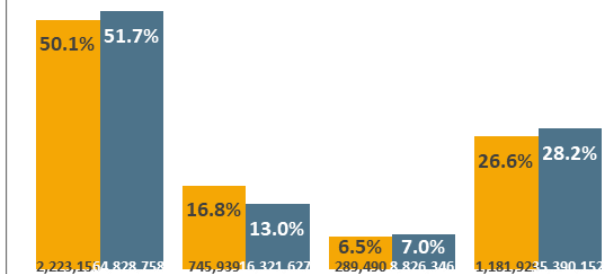
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *9,500*

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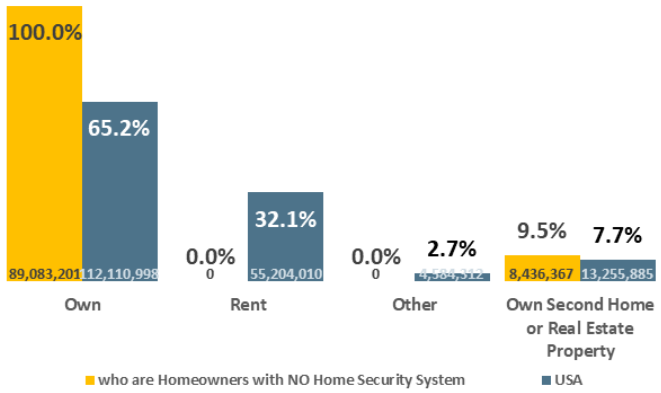
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

Own or rent residence (HHLD): Own AND... Items/services HHLD plans to buy in next 12 months (HHLD): Home security system

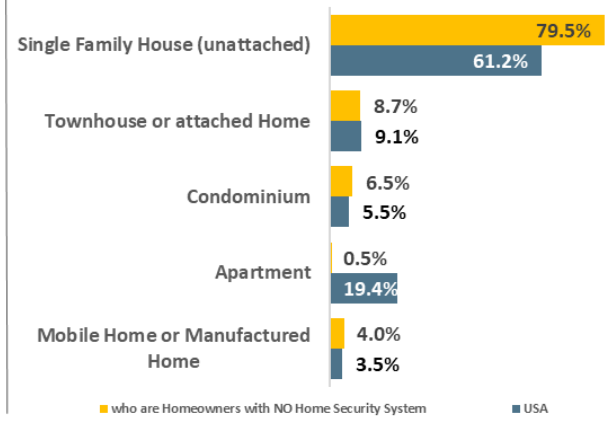
Have NO HOME SECURITY SYSTEM

51.8% or 89,083,201 of USA Adults 25 - 64 are Homeowners with NO Home Security System.
Adults 25 - 64 who are Homeowners with NO Home Security System are 53.3% more likely to own their home, 16.4% more likely to own a higher valued home, 29.9% more likely to have a single-family home, 16.4% more likely to have a dog.

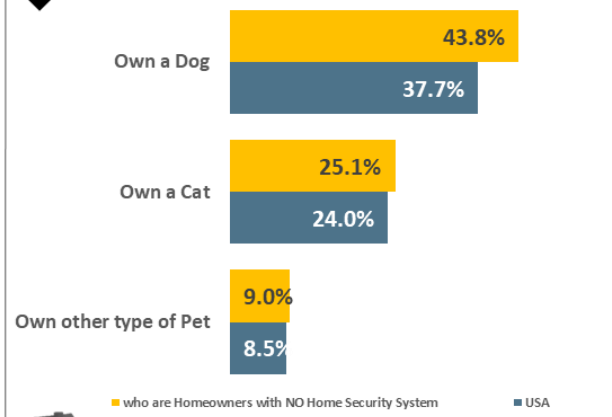
Own/Rent/Other: Adults 25 - 64



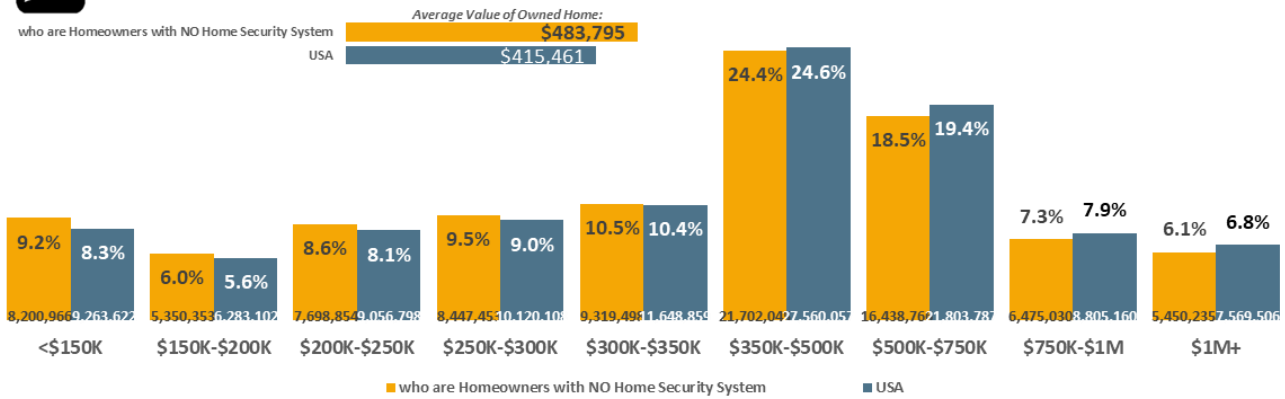
Type of Home: Adults 25 - 64



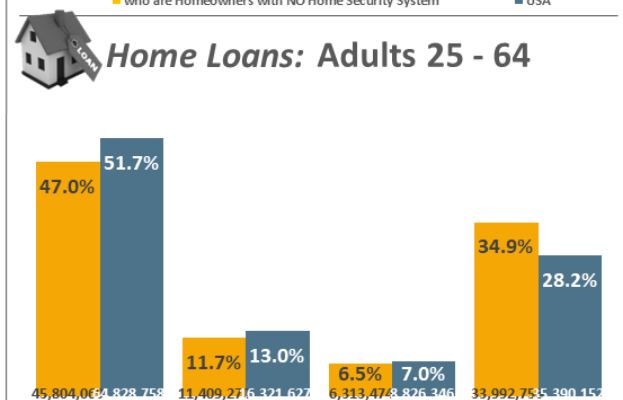
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *9,500*

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

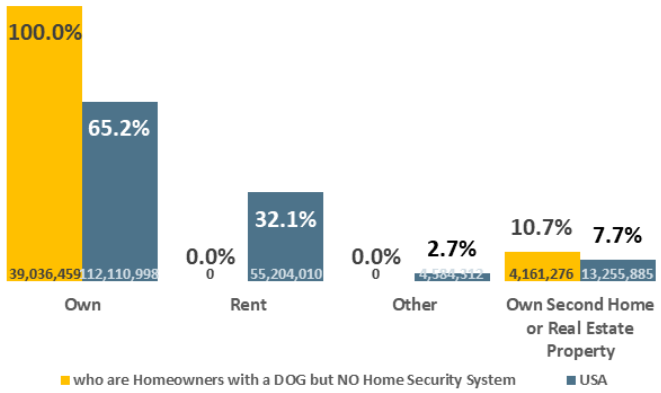
Own or rent residence (HHLD): Own AND... NOT Items/services household currently has (HHLD): Home security system



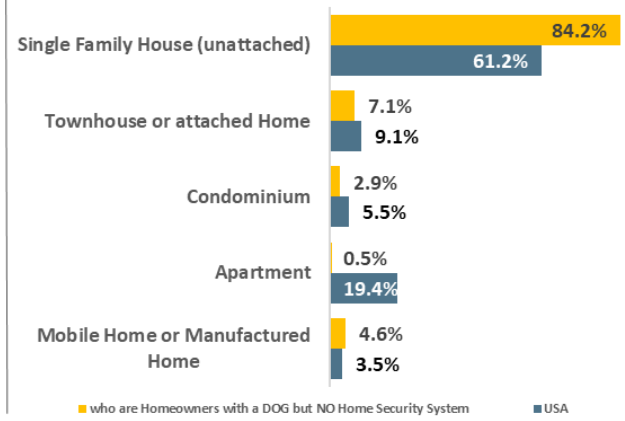
Have a DOG but No HOME SECURITY SYSTEM

22.7% or 39,036,459 of USA Adults 25 - 64 are Homeowners with a DOG but NO Home Security System. Adults 25 - 64 who are Homeowners with a DOG but NO Home Security System are 53.3% more likely to own their home, 17.% more likely to own a higher valued home, 37.6% more likely to have a single-family home, 165.6% more likely to have a dog.

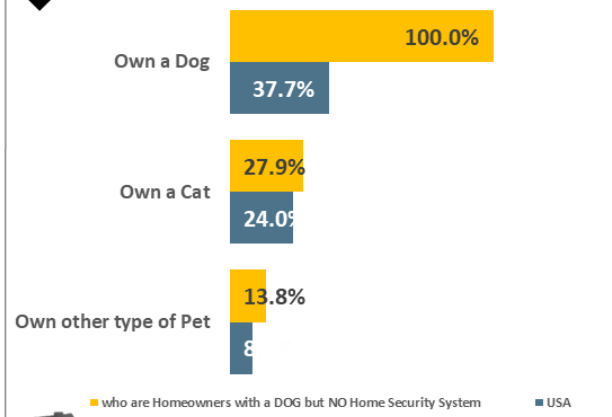
Own/Rent/Other: Adults 25 - 64



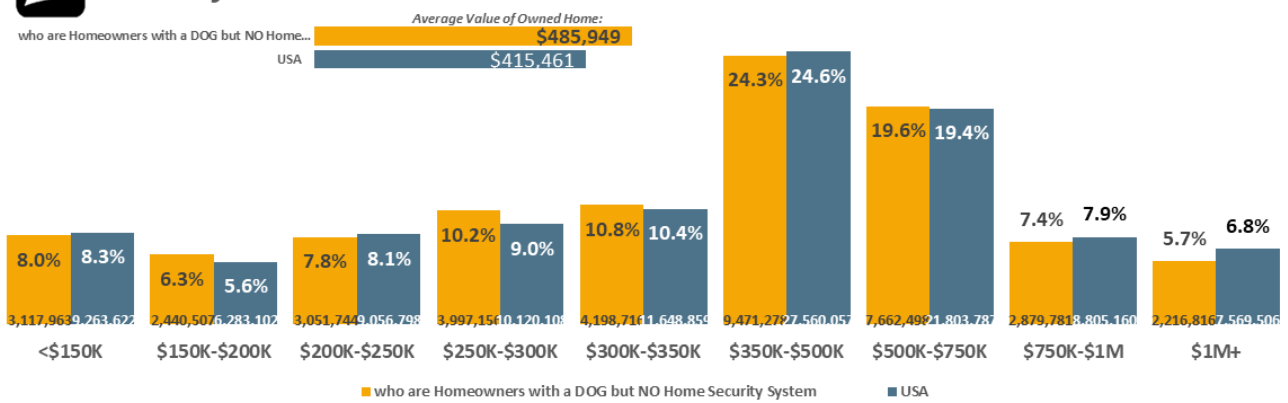
Type of Home: Adults 25 - 64



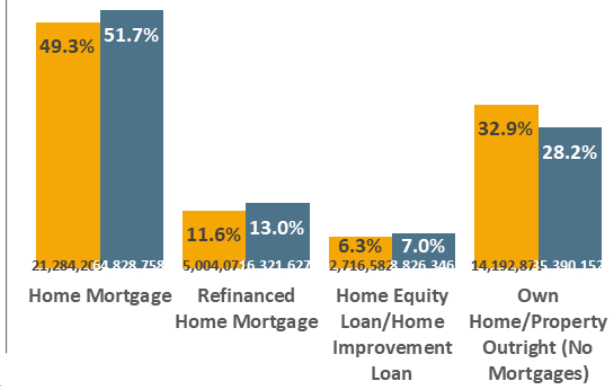
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *9,500*

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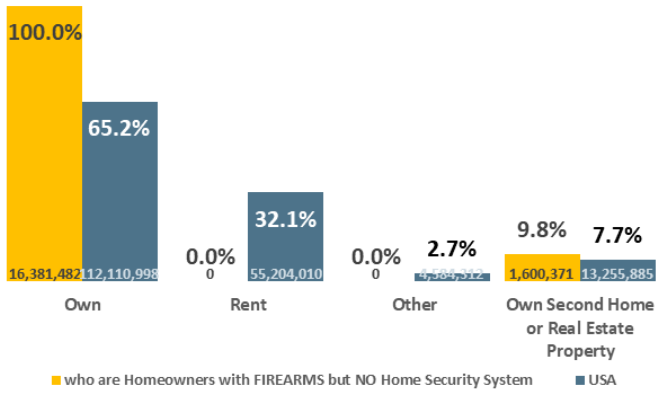
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

Own or rent residence (HHLD): Own AND... Lifestyle characteristics: Own a dog AND NOT Items/services household currently has (HHLD): Home security system

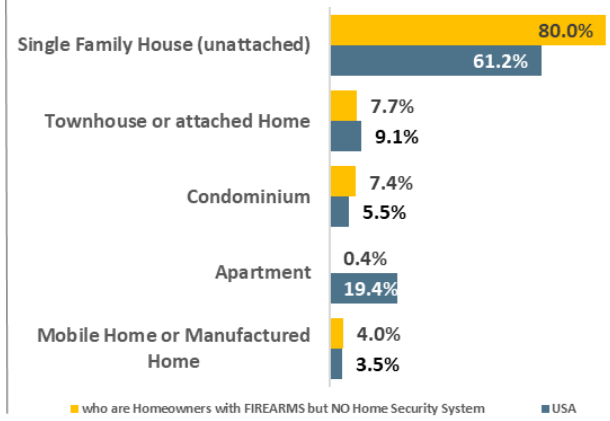
Have FIREARMS but No HOME SECURITY SYSTEM

9.5% or 16,381,482 of USA Adults 25 - 64 are Homeowners with FIREARMS but NO Home Security System. Adults 25 - 64 who are Homeowners with FIREARMS but NO Home Security System are 53.3% more likely to own their home, 11.1% more likely to own a higher valued home, 30.6% more likely to have a single-family home, 1.8% less likely to have a dog.

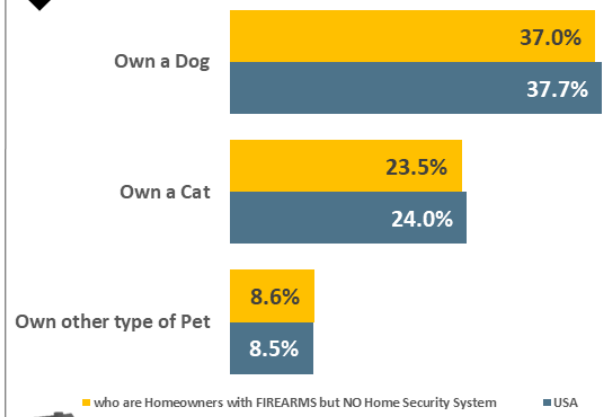
Own/Rent/Other: Adults 25 - 64



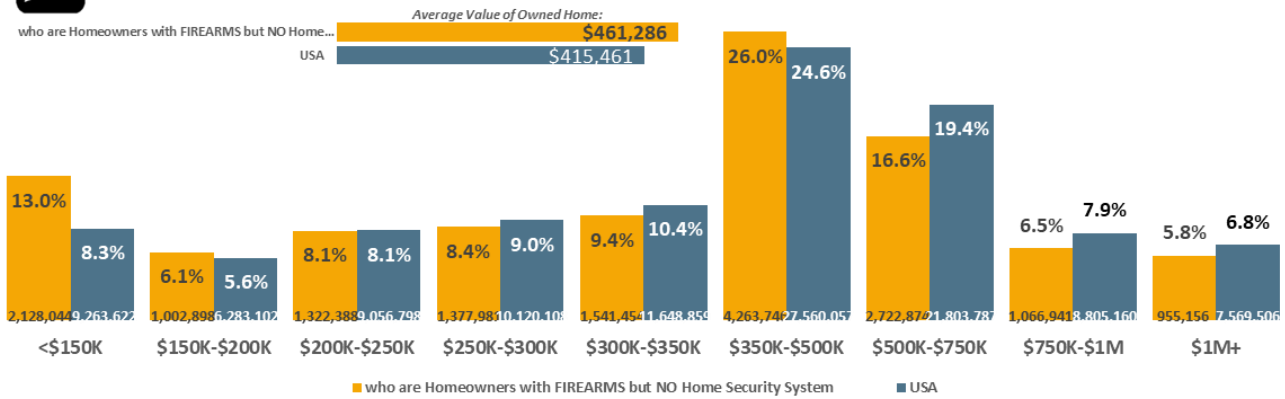
Type of Home: Adults 25 - 64



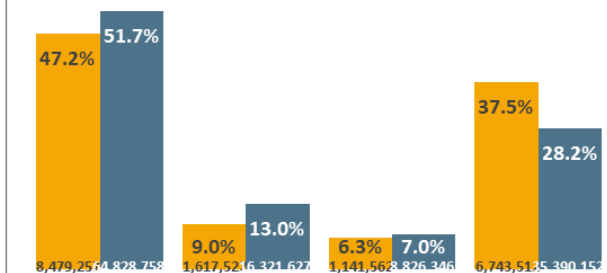
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *9,500*

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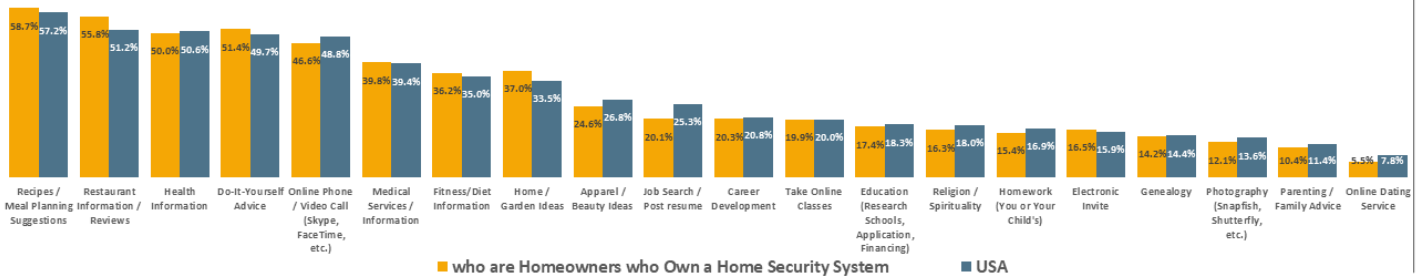
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

Own or rent residence (HHLD): Own AND... Events/places plan to attend/visit next 12 months: Shooting range AND NOT Items/services household currently has (HHLD): Home security system

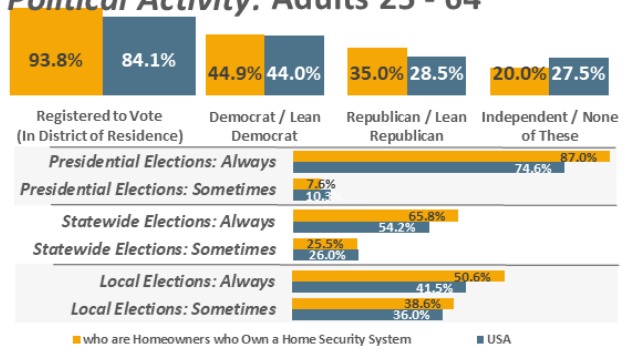
OWN a HOME SECURITY SYSTEM

13.4% or 23,027,797 of USA Adults 25 - 64 are Homeowners who Own a Home Security System.
Adults 25 - 64 who are Homeowners who Own a Home Security System are 3.4% more likely to look up D-I-Y advice online, 21.8% more likely to always vote in local elections, 27.6% more likely to belong to a gym, 20.4% more likely to fly domestic past yr.

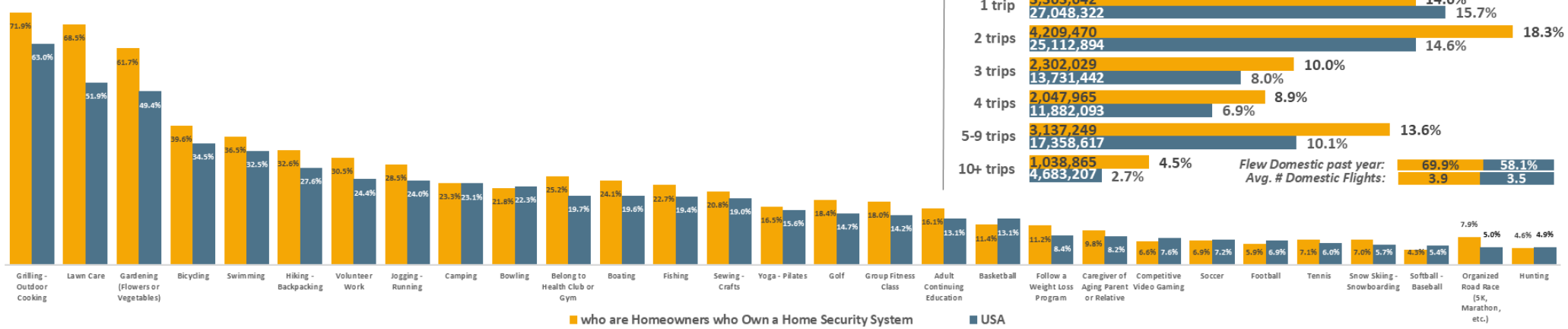
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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 9,500

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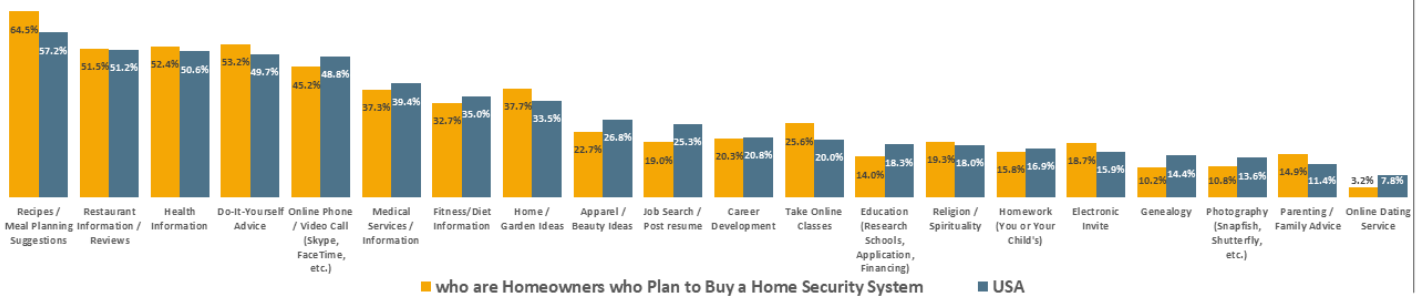
USA Jan23-Feb24 USA Projection Qual Intab 14,048

Own or rent residence (HHLD): Own AND... Items/services household currently has (HHLD): Home security system

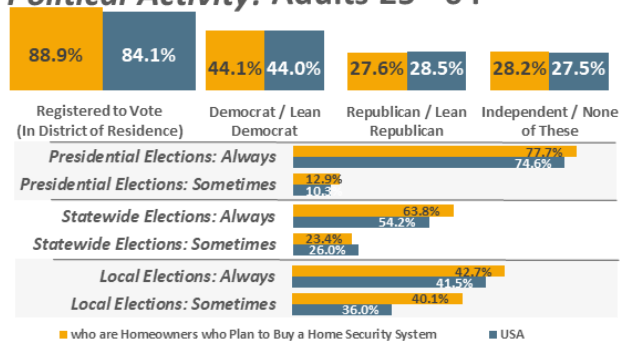


2.3% or 3,929,765 of USA Adults 25 - 64 are Homeowners who Plan to Buy a Home Security System. Adults 25 - 64 who are Homeowners who Plan to Buy a Home Security System are 7.% more likely to look up D-I-Y advice online, 2.8% more likely to always vote in local elections, 22.3% more likely to belong to a gym, 11.% more likely to fly domestic past yr

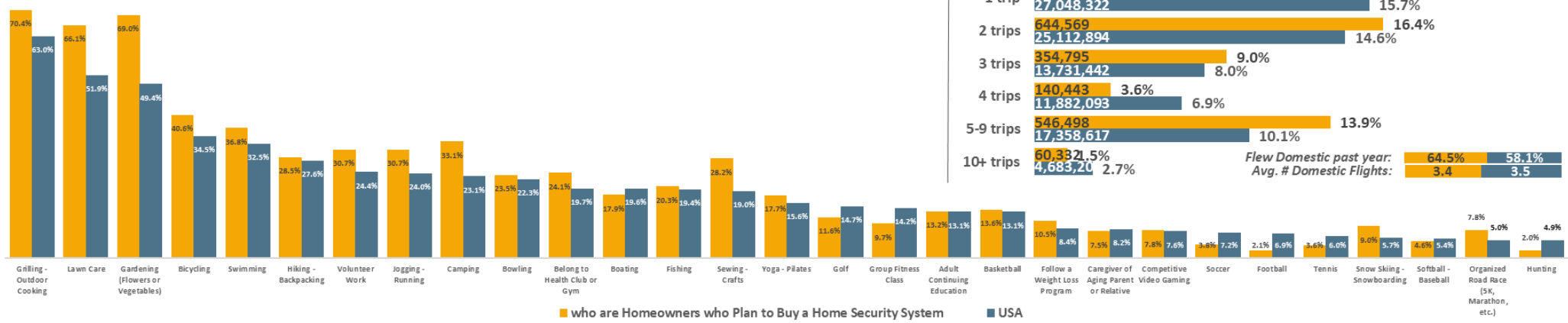
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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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* *9,500*

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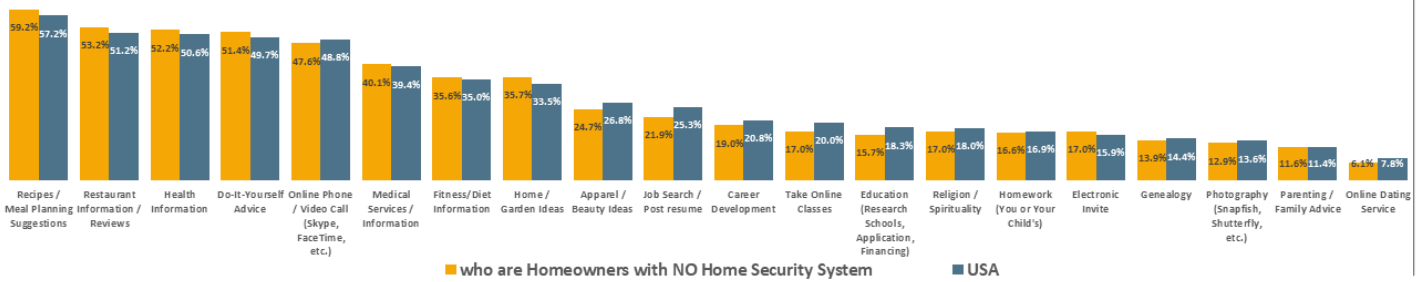
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

Own or rent residence (HHLD): Own AND... Items/services HHLD plans to buy in next 12 months (HHLD): Home security system

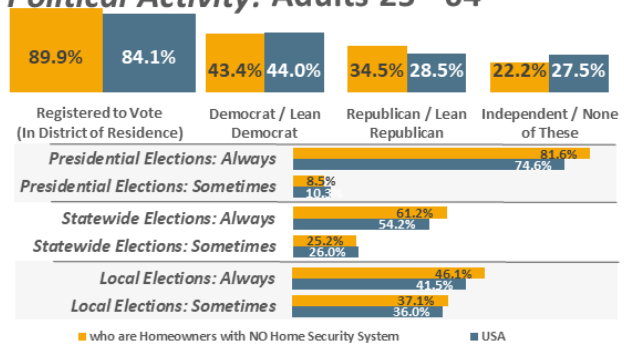


51.8% or 89,083,201 of USA Adults 25 - 64 are Homeowners with NO Home Security System.
Adults 25 - 64 who are Homeowners with NO Home Security System are 3.4% more likely to look up D-I-Y advice online, 10.9% more likely to always vote in local elections, 2.2% more likely to belong to a gym, 4.9% more likely to fly domestic past yr.

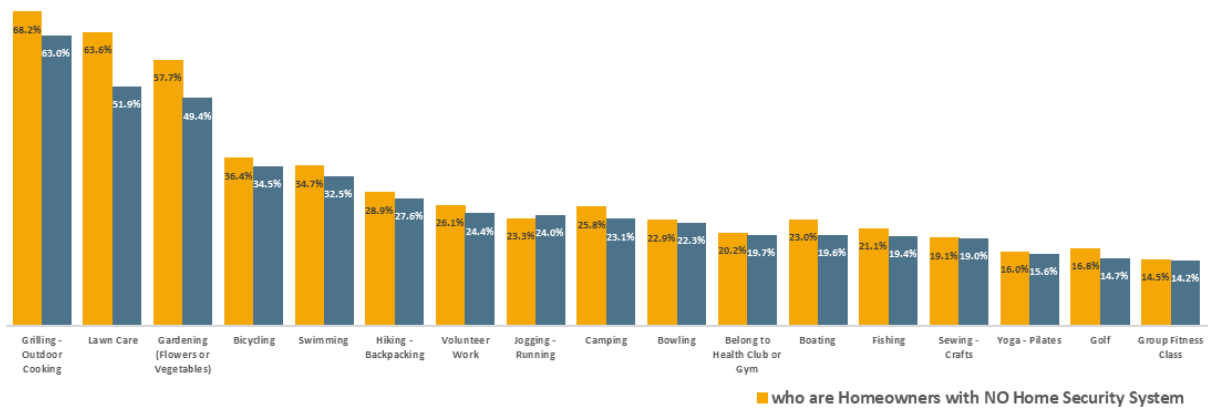
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



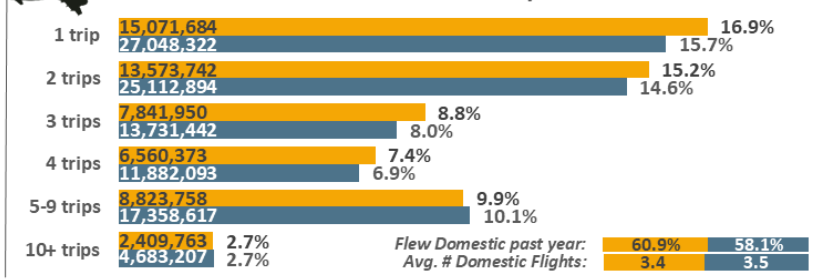
Political Activity: Adults 25 - 64



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* *9,500*

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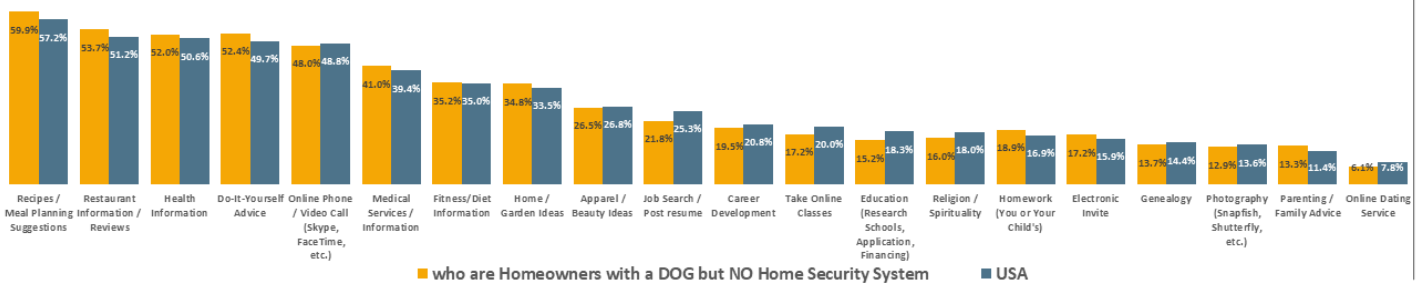
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

Own or rent residence (HHLD): Own AND... NOT Items/services household currently has (HHLD): Home security system

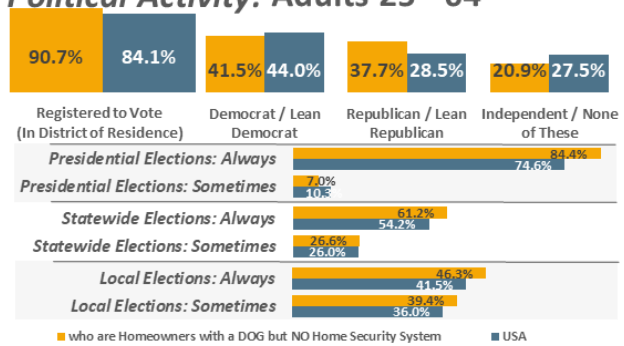


22.7% or 39,036,459 of USA Adults 25 - 64 are Homeowners with a DOG but NO Home Security System. Adults 25 - 64 who are Homeowners with a DOG but NO Home Security System are 5.6% more likely to look up D-I-Y advice online, 11.4% more likely to always vote in local elections, 7.7% more likely to belong to a gym, 4.4% more likely to fly domestic past y

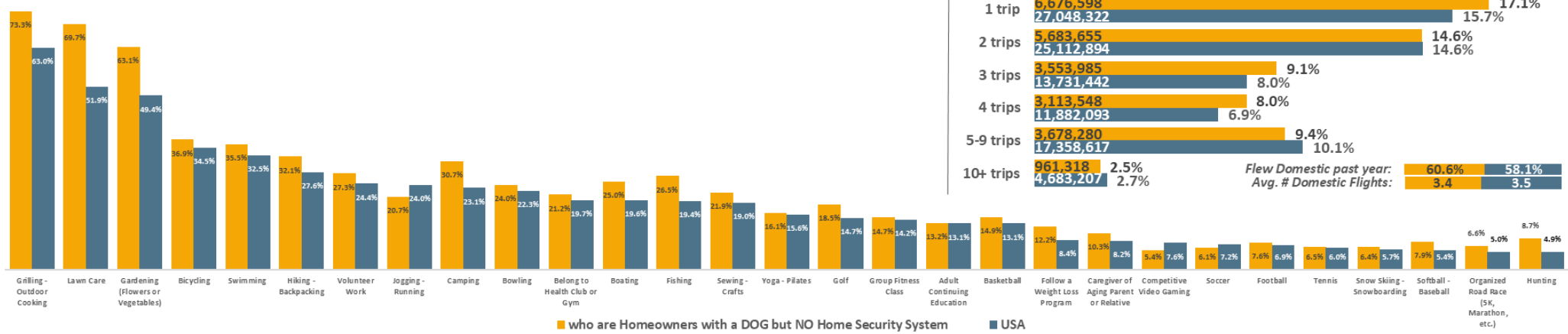
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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 9,500

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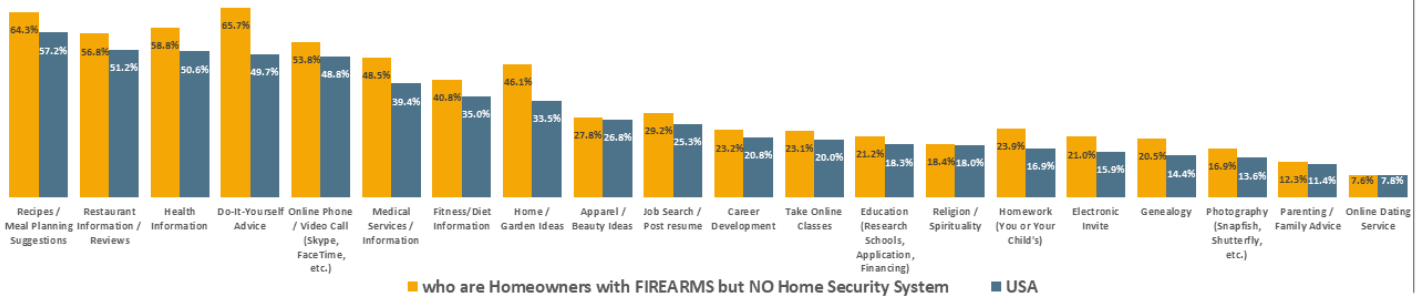
USA Jan23-Feb24 USA Projection Qual Intab 14,048

Own or rent residence (HHLD): Own AND… Lifestyle characteristics: Own a dog AND NOT Items/services household currently has (HHLD): Home security system

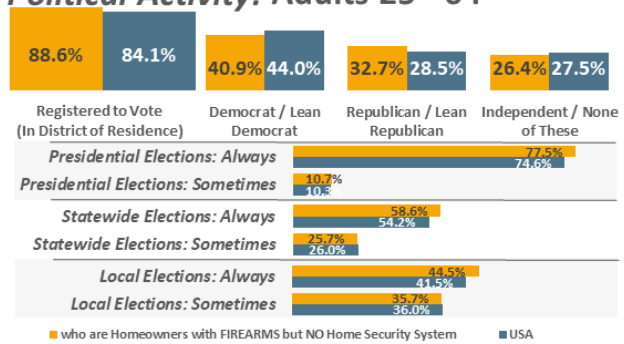
Have FIREARMS but No HOME SECURITY SYSTEM

9.5% or 16,381,482 of USA Adults 25 - 64 are Homeowners with FIREARMS but NO Home Security System. Adults 25 - 64 who are Homeowners with FIREARMS but NO Home Security System are 32.3% more likely to look up D-I-Y advice online, 7.2% more likely to always vote in local elections, 1.1% less likely to belong to a gym, 2.5% more likely to fly domestic pas

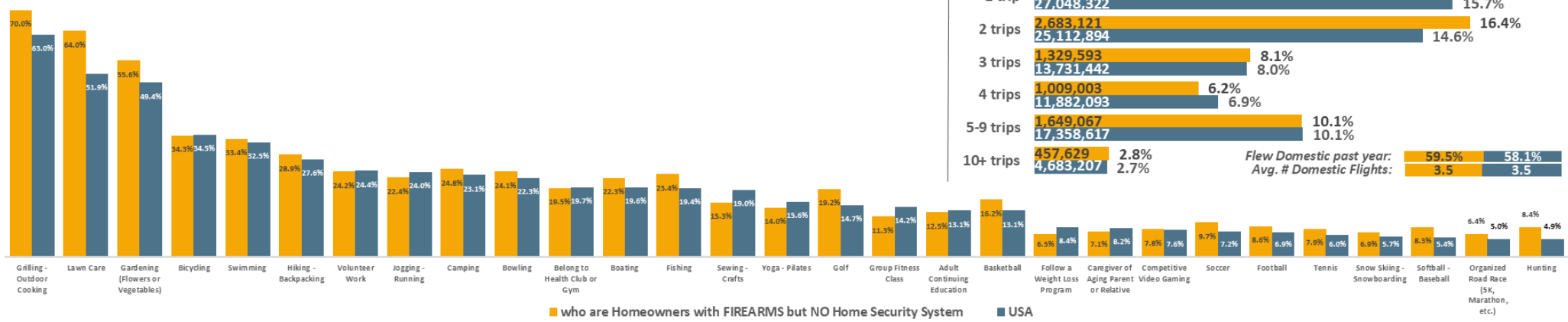
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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 9,500

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USA Jan23-Feb24 USA Projection Qual Intab 14,048

Own or rent residence (HHLD): Own AND... Events/places plan to attend/visit next 12 months: Shooting range AND NOT Items/services household currently has (HHLD): Home security system



13.4% or 23,027,797 of USA Adults 25 - 64 are Homeowners who Own a Home Security System.
Adults 25 - 64 who are Homeowners who Own a Home Security System are 2.2% more likely to use QSRs past mo., 11.4% more likely to use Sit-Down Restaurants past mo., 2.7% more likely to use Casinos past yr., 44.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 92.0% 89.9% 21,174,866 154,597,396

Avg. Monthly QSR Meals: 6.8 6.6

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



Total Monthly Sit-Down Restaurant Users: 85.6% 76.8% 19,714,994 132,070,174

Avg. Monthly Sit-Down Restaurant Meals: 4.3 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 are Homeowners who Own a Home Security System 5,480,203 23.8%

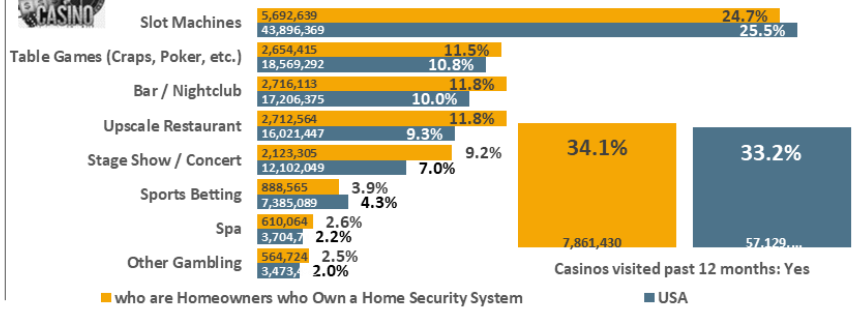
USA 20.0%

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* *9,500*

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

Own or rent residence (HHLD): Own AND... Items/services household currently has (HHLD): Home security system

Plan to Buy a HOME SECURITY SYSTEM

2.3% or 3,929,765 of USA Adults 25 - 64 are Homeowners who Plan to Buy a Home Security System. Adults 25 - 64 who are Homeowners who Plan to Buy a Home Security System are 5.9% more likely to use QSRs past mo., 15.3% more likely to use Sit-Down Restaurants past mo., .6% less likely to use Casinos past yr., 4.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64

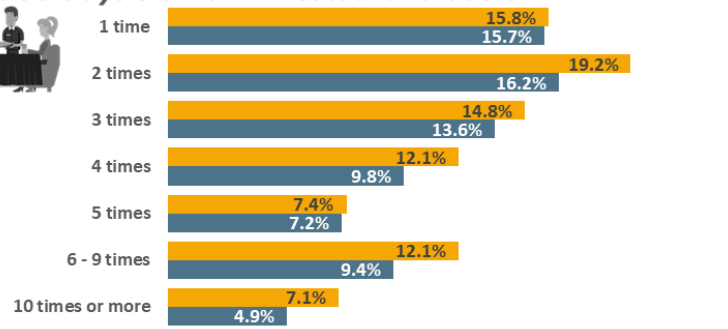


Total Monthly QSR Users: 95.3% 3,744,184 | 89.9% 96

Avg. Monthly QSR Meals: 7.1 | 6.6

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





Total Monthly Sit-Down Restaurant Users: 88.6% 3,480,230 | 76.8% 132,070,1 74

Avg. Monthly Sit-Down Restaurant Meals: 4.3 | 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 are Homeowners who Plan to Buy a Home... 1,304,889 33.2%

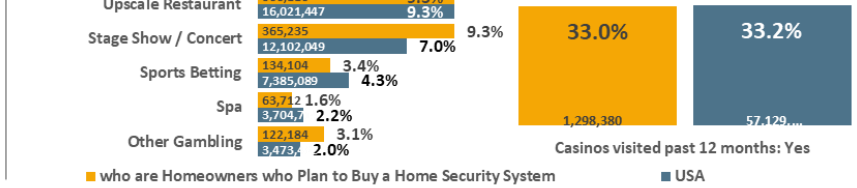
USA 20.0%

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* *9,500*

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

Own or rent residence (HHLD): Own AND... Items/services HHLD plans to buy in next 12 months (HHLD): Home security system



51.8% or 89,083,201 of USA Adults 25 - 64 are Homeowners with NO Home Security System.
Adults 25 - 64 who are Homeowners with NO Home Security System are .3% more likely to use QSRs past mo., 4.1% more likely to use Sit-Down Restaurants past mo., 2.5% less likely to use Casinos past yr., 29.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:
90.2% 89.9%
80,350,608 154,597,396

Avg. Monthly QSR Meals:
6.5 6.6

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



Total Monthly Sit-Down Restaurant Users:
80.0% 76.8%
71,262,710 132,070,174

Avg. Monthly Sit-Down Restaurant Meals:
3.9 4.0

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



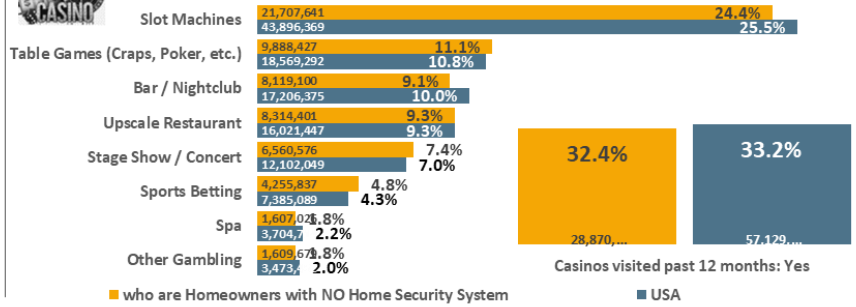
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who are Homeowners with NO Home Security System 15.4%
USA 20.0%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64

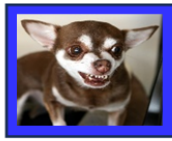


USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *9,500*

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

Own or rent residence (HHLD): Own AND... NOT Items/services household currently has (HHLD): Home security system



Have a DOG but No HOME SECURITY SYSTEM

22.7% or 39,036,459 of USA Adults 25 - 64 are Homeowners with a DOG but NO Home Security System. Adults 25 - 64 who are Homeowners with a DOG but NO Home Security System are 2.1% more likely to use QSRs past mo., 7.1% more likely to use Sit-Down Restaurants past mo., 1.9% more likely to use Casinos past yr., 33.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



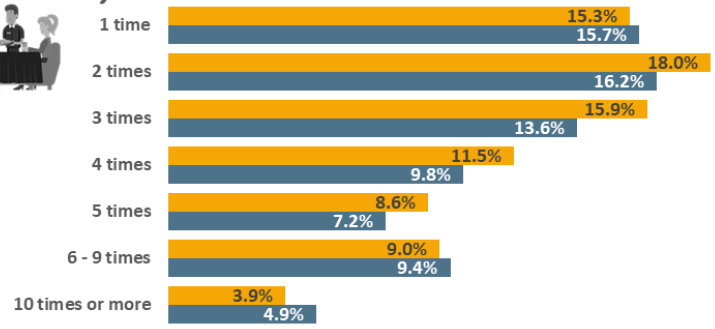
Total Monthly QSR Users:



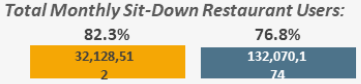
Avg. Monthly QSR Meals:

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

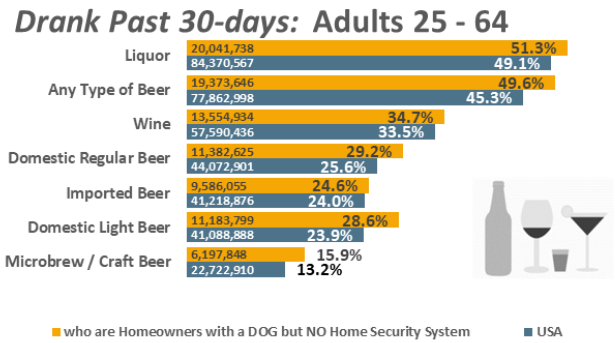
(Sit-Down Restaurants Used Past 30-days)



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

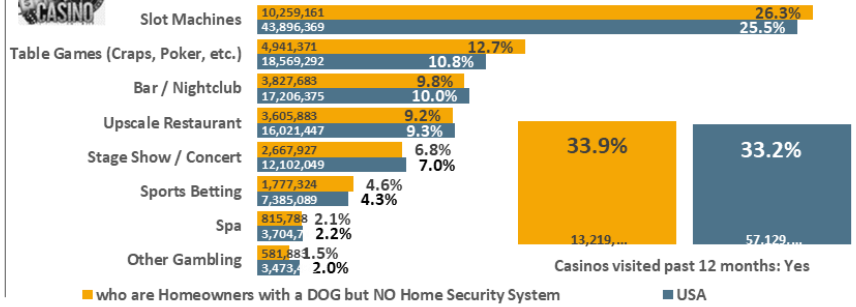


Drank Past 30-days: Adults 25 - 64



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* *9,500*

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

Own or rent residence (HHLD): Own AND... Lifestyle characteristics: Own a dog AND NOT Items/services household currently has (HHLD): Home security system

Have FIREARMS but No HOME SECURITY SYSTEM

9.5% or 16,381,482 of USA Adults 25 - 64 are Homeowners with FIREARMS but NO Home Security System. Adults 25 - 64 who are Homeowners with FIREARMS but NO Home Security System are 2.5% more likely to use QSRs past mo., 2.3% less likely to use Sit-Down Restaurants past mo., .5% more likely to use Casinos past yr., 17.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



	who are Homeowners with FIREARMS but NO Home Security System	USA
1 time	7.4%	7.7%
2 times	8.1%	9.6%
3 times	14.0%	10.9%
4 times	11.0%	10.5%
5 times	11.0%	10.6%
6 - 9 times	24.2%	22.3%
10 times or more	16.5%	18.2%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
92.2%	89.9%		
15,097,326	154,597,396	6.4	6.6

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



	who are Homeowners with FIREARMS but NO Home Security System	USA
1 time	13.7%	15.7%
2 times	16.8%	16.2%
3 times	12.7%	13.6%
4 times	9.6%	9.8%
5 times	8.1%	7.2%
6 - 9 times	9.1%	9.4%
10 times or more	5.1%	4.9%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
75.0%	76.8%		
12,290,363	132,070,174	4.1	4.0

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



	who are Homeowners with FIREARMS but NO Home Security System	USA
Mexican	36.3%	36.0%
Pizza	38.7%	35.5%
Chinese	35.9%	33.1%
Coffee House / Coffee Bar	20.9%	23.9%
Indian / Thai / Other Asian	19.6%	18.9%
Italian	17.8%	17.3%
Wings / Burgers / Sports Bar	17.8%	16.3%
Bagel / Donut / Bakery	12.2%	14.8%
Upscale	15.0%	14.0%
Steakhouse	14.9%	12.5%

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

	who are Homeowners with FIREARMS but NO Home...	USA
	2,659,800	16.2%
	[illegible]	20.0%

Drank Past 30-days: Adults 25 - 64



	who are Homeowners with FIREARMS but NO Home Security System	USA
Liquor	8,058,259 49.2%	84,370,567 49.1%
Any Type of Beer	8,333,105 50.9%	77,862,998 45.3%
Wine	4,923,088 30.1%	57,590,436 33.5%
Domestic Regular Beer	4,936,616 30.1%	44,072,901 25.6%
Imported Beer	3,790,025 23.1%	41,218,876 24.0%
Domestic Light Beer	4,788,912 29.2%	41,088,888 23.9%
Microbrew / Craft Beer	2,195,524 13.4%	22,722,910 13.2%

Past 12 months Casino Activities: Adults 25 - 64



	who are Homeowners with FIREARMS but NO Home Security System	USA
Slot Machines	3,913,285 23.9%	43,896,369 25.5%
Table Games (Craps, Poker, etc.)	2,038,068 12.4%	18,569,292 10.8%
Bar / Nightclub	1,687,154 10.3%	17,206,375 10.0%
Upscale Restaurant	1,470,376 9.0%	16,021,447 9.3%
Stage Show / Concert	1,177,578 7.2%	12,102,049 7.0%
Sports Betting	856,923 5.2%	7,385,089 4.3%
Spa	360,431 2.2%	3,704,7[illegible] 2.2%
Other Gambling	272,7[illegible] 1.7%	3,473,[illegible] 2.0%

Casinos visited past 12 months: Yes

	who are Homeowners with FIREARMS but NO Home Security System	USA
Yes	33.4% (5,469,561)	33.2% (57,129,...)

Used Past 30-days: Adults 25 - 64



	who are Homeowners with FIREARMS but NO Home Security System	USA
Marijuana / Cannabis	13.8% (2,255,581)	16.4% (28,155,048)
Cigarettes	9.1% (1,498,314)	11.1% (19,002,921)
Vape	3.5% (568,169)	5.7% (9,772,874)

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,500

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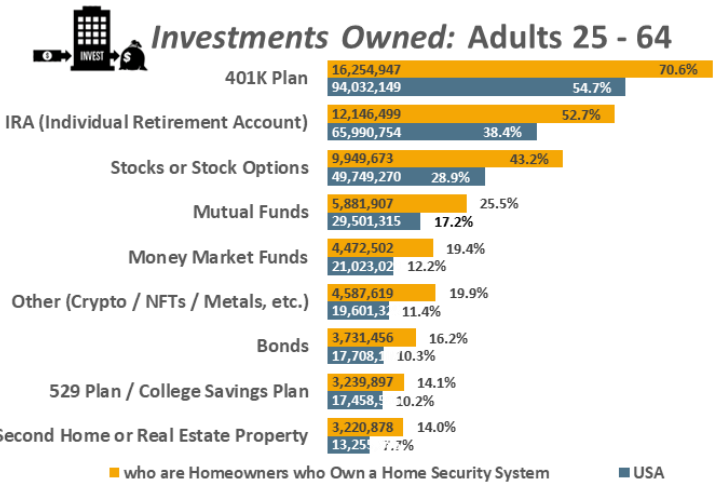
USA Jan23-Feb24 USA Projection Qual Intab 14,048

Own or rent residence (HHLD): Own AND... Events/places plan to attend/visit next 12 months: Shooting range AND NOT Items/services household currently has (HHLD): Home security system

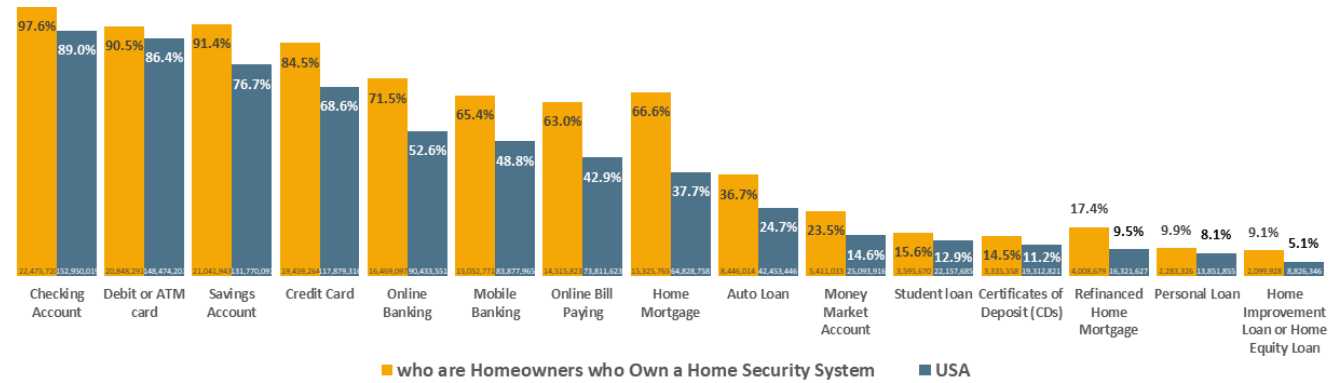
OWN a HOME SECURITY SYSTEM

13.4% or 23,027,797 of USA Adults 25 - 64 are Homeowners who Own a Home Security System.
Adults 25 - 64 who are Homeowners who Own a Home Security System are 29.% more likely to have a 401K, 48.5% more likely to have an Auto Loan, 53.9% more likely to Invest/Trade Stocks Online, 5.2% less likely to pay with their Debit Card.

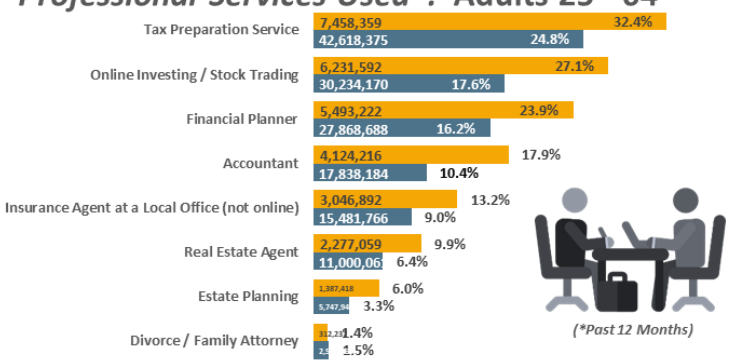
Investments Owned: Adults 25 - 64



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

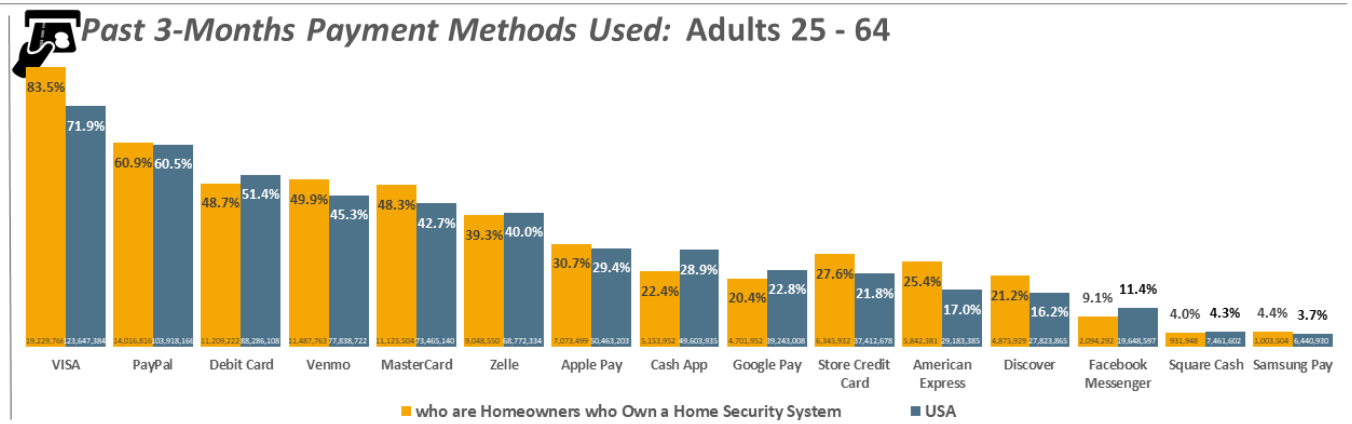


Professional Services Used:* Adults 25 - 64



*(*Past 12 Months)*

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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,500

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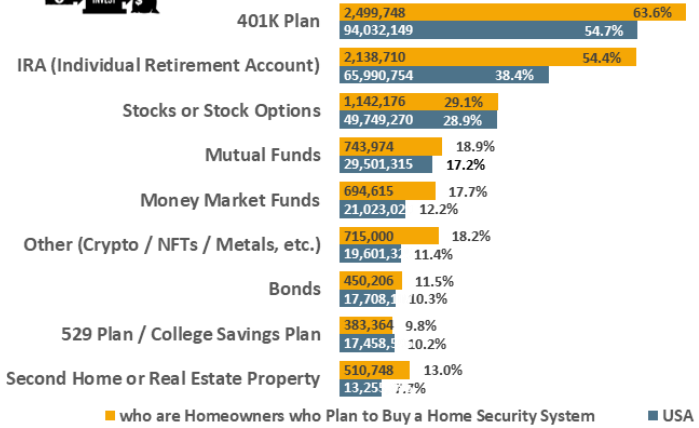
USA Jan23-Feb24 USA Projection Qual Intab 14,048

Own or rent residence (HHLD): Own AND... Items/services household currently has (HHLD): Home security system

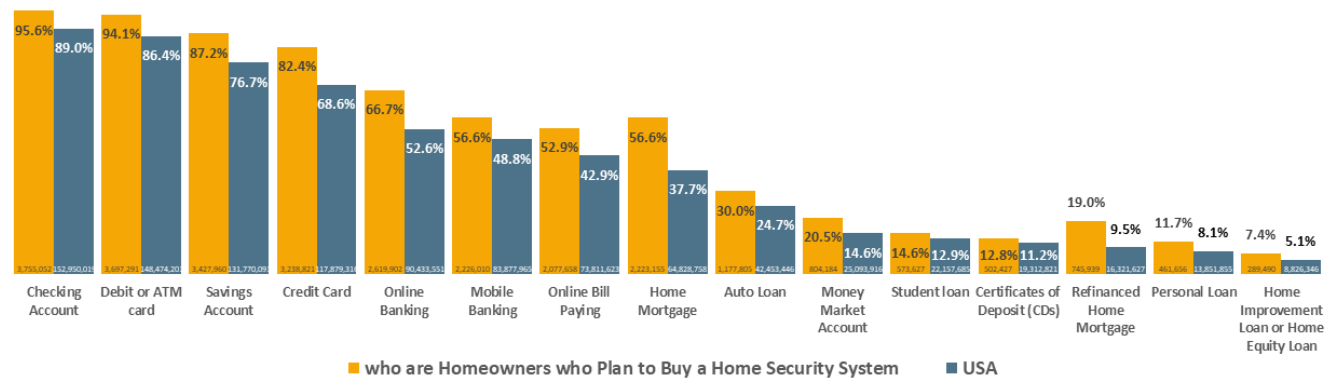


2.3% or 3,929,765 of USA Adults 25 - 64 are Homeowners who Plan to Buy a Home Security System. Adults 25 - 64 who are Homeowners who Plan to Buy a Home Security System are 16.3% more likely to have a 401K, 21.4% more likely to have an Auto Loan, 18.6% more likely to Invest/Trade Stocks Online, 11.4% more likely to pay with their Debit Card.

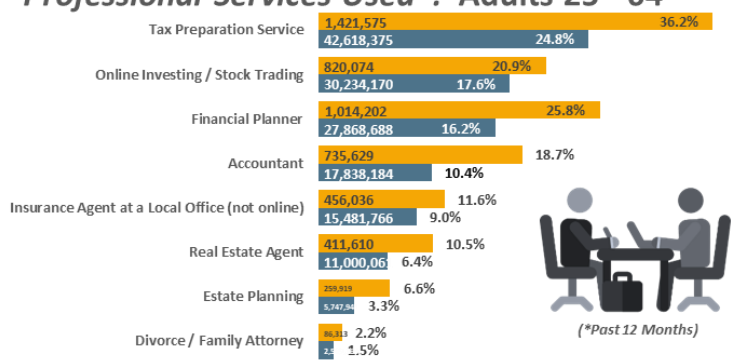
Investments Owned: Adults 25 - 64



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

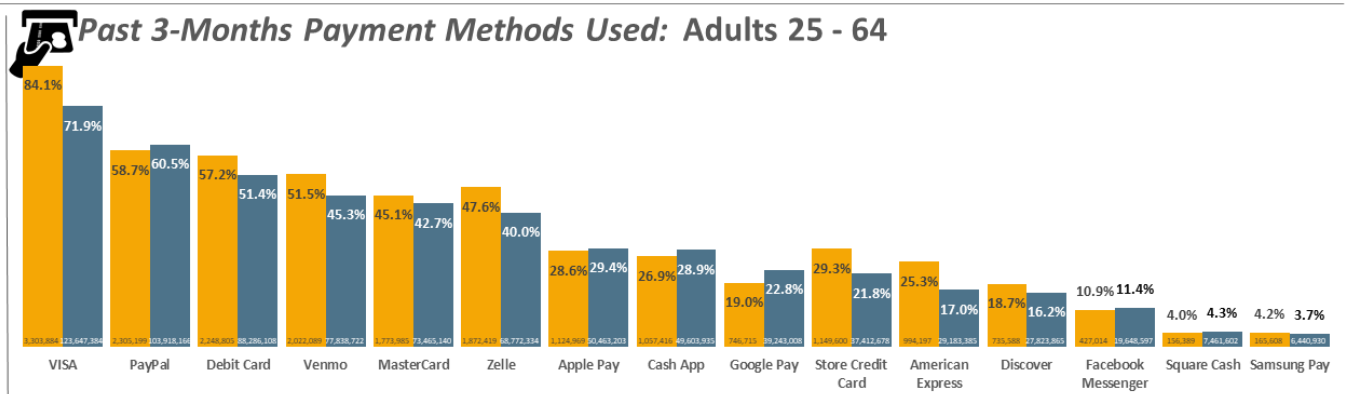


Professional Services Used:* Adults 25 - 64



*(*Past 12 Months)*

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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,500

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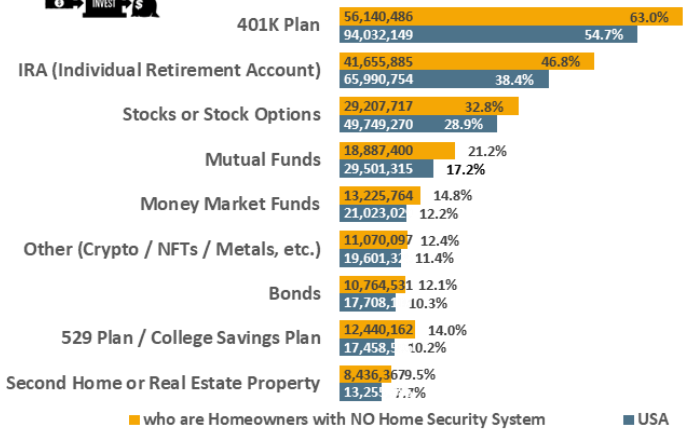
USA Jan23-Feb24 USA Projection Qual Intab 14,048

Own or rent residence (HHLD): Own AND... Items/services HHLD plans to buy in next 12 months (HHLD): Home security system

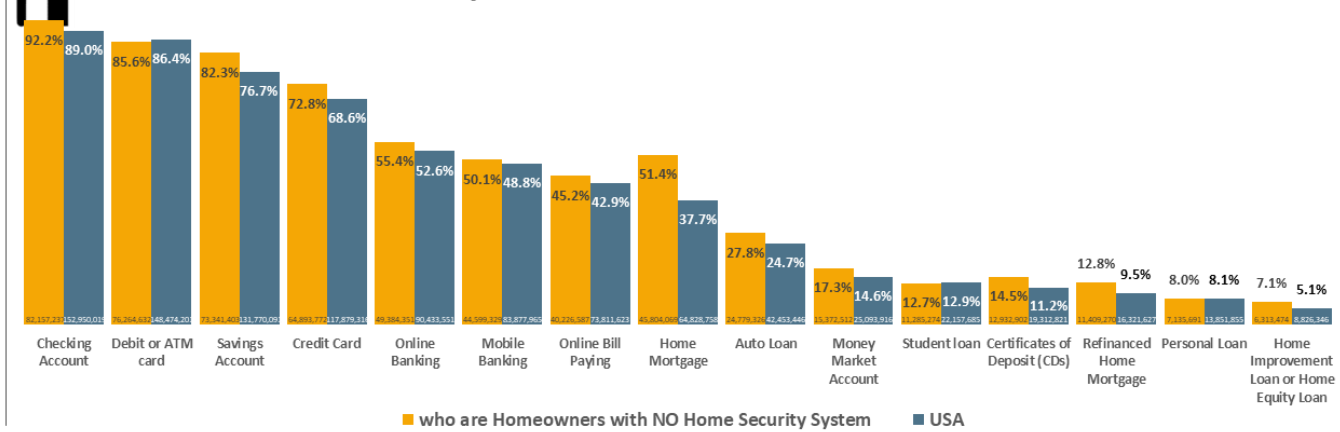


51.8% or 89,083,201 of USA Adults 25 - 64 are Homeowners with NO Home Security System.
Adults 25 - 64 who are Homeowners with NO Home Security System are 15.2% more likely to have a 401K, 12.6% more likely to have an Auto Loan, 6.2% more likely to Invest/Trade Stocks Online, 7.3% less likely to pay with their Debit Card.

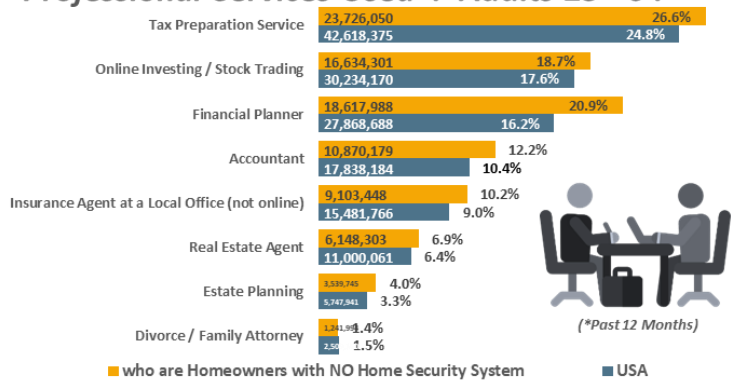
Investments Owned: Adults 25 - 64



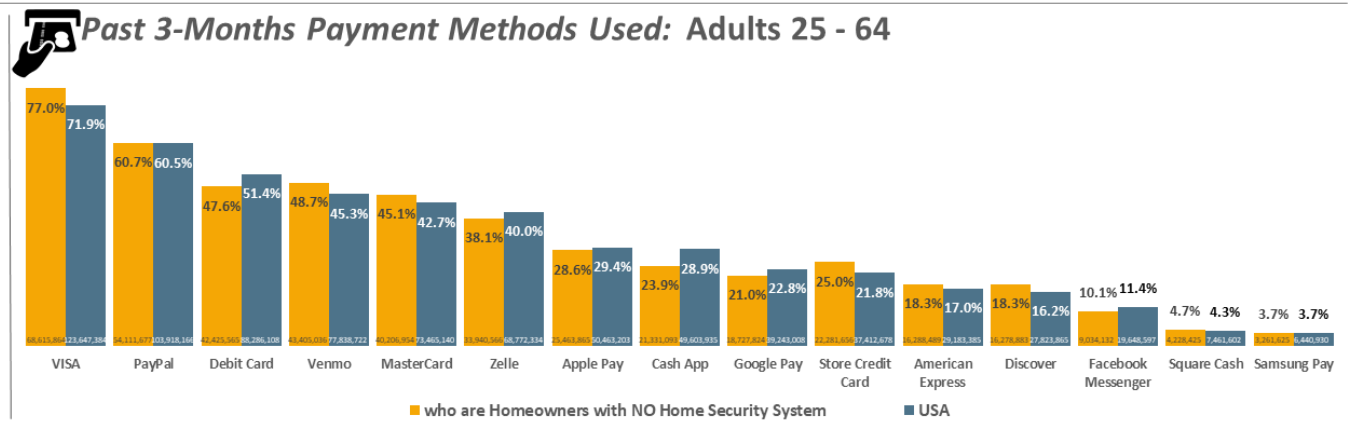
Financial Services Has and/or Uses: Adults 25 - 64



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 9,500

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USA Jan23-Feb24 USA Projection Qual Intab 14,048

Own or rent residence (HHLD): Own AND... NOT Items/services household currently has (HHLD): Home security system

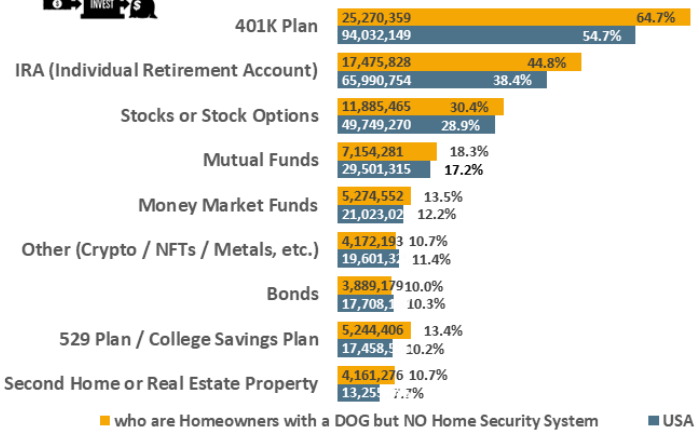


Have a DOG but No HOME SECURITY SYSTEM

22.7% or 39,036,459 of USA Adults 25 - 64 are Homeowners with a DOG but NO Home Security System. Adults 25 - 64 who are Homeowners with a DOG but NO Home Security System are 18.3% more likely to have a 401K, 35.7% more likely to have an Auto Loan, 2.5% more likely to Invest/Trade Stocks Online, 3.2% less likely to pay with their Debit Card.

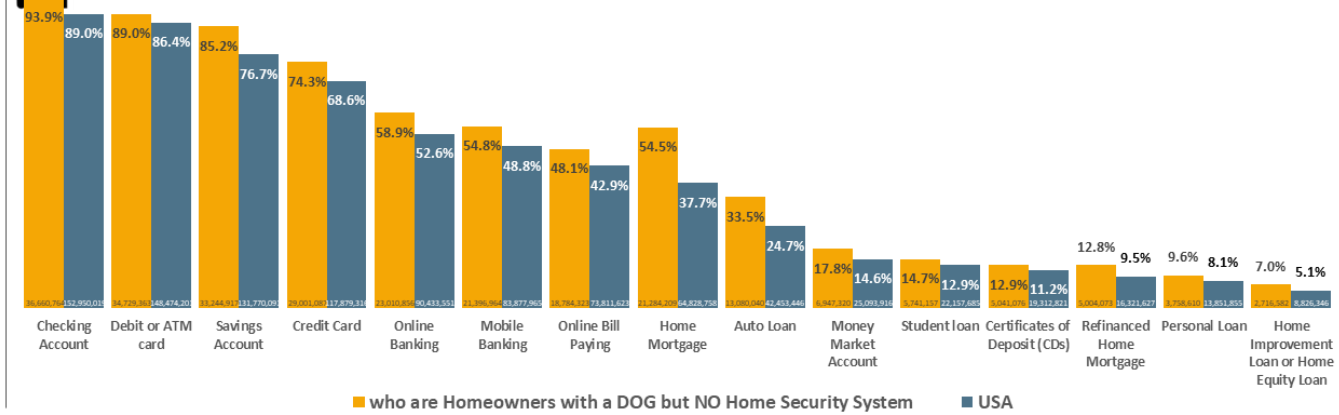
Investments Owned: Adults 25 - 64



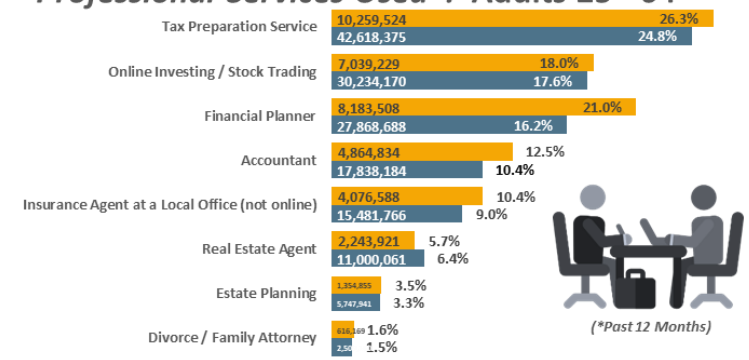


Financial Services Has and/or Uses: Adults 25 - 64



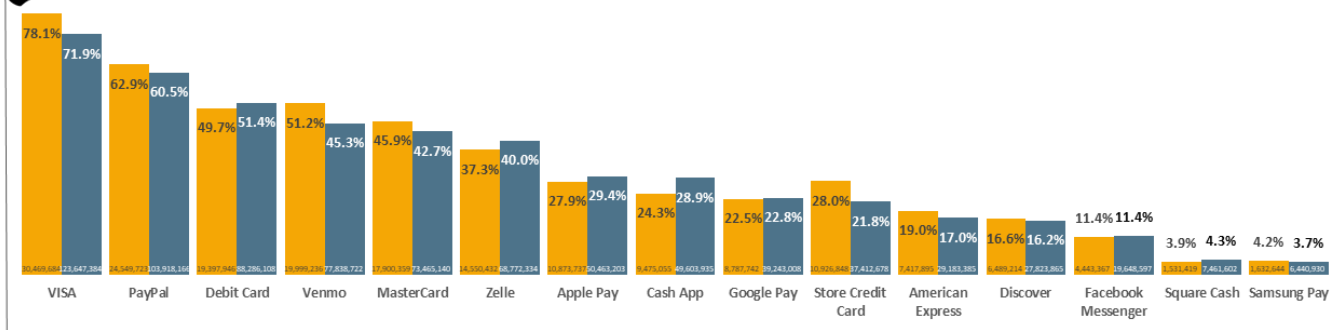


Professional Services Used:* Adults 25 - 64



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,500

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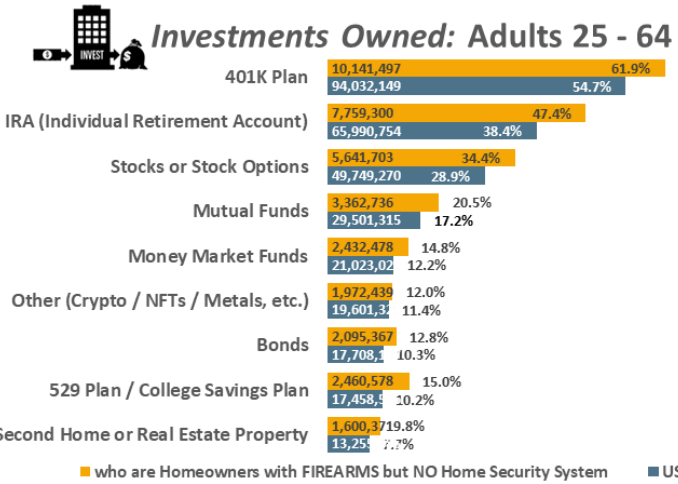
USA Jan23-Feb24 USA Projection Qual Intab 14,048

Own or rent residence (HHLD): Own AND… Lifestyle characteristics: Own a dog AND NOT Items/services household currently has (HHLD): Home security system

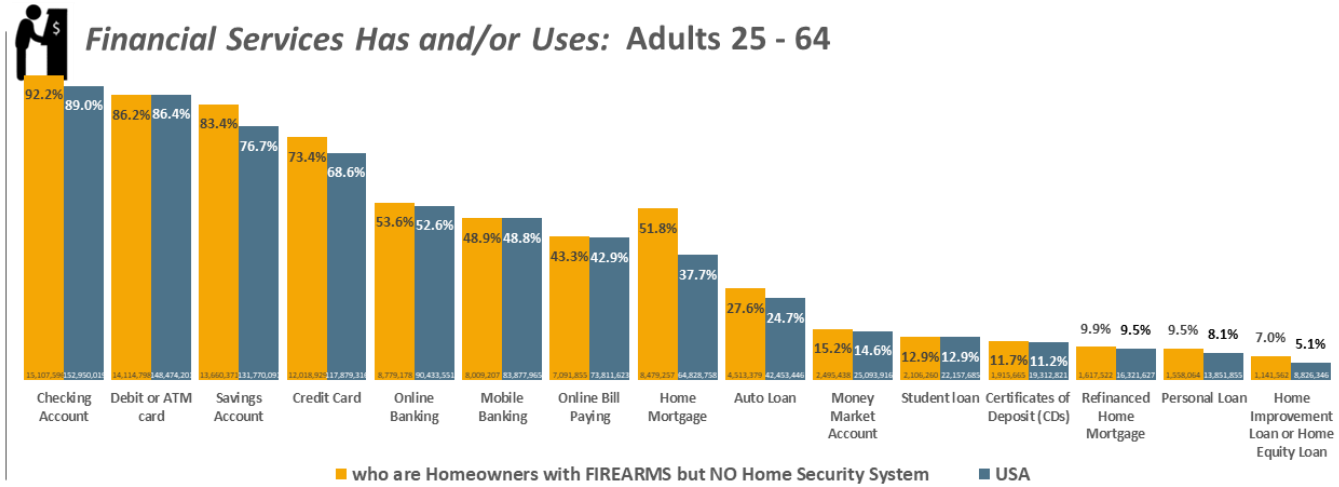
Have FIREARMS but No HOME SECURITY SYSTEM

9.5% or 16,381,482 of USA Adults 25 - 64 are Homeowners with FIREARMS but NO Home Security System. Adults 25 - 64 who are Homeowners with FIREARMS but NO Home Security System are 13.2% more likely to have a 401K, 11.6% more likely to have an Auto Loan, 5.1% more likely to Invest/Trade Stocks Online, 4.3% less likely to pay with their Debit Card.

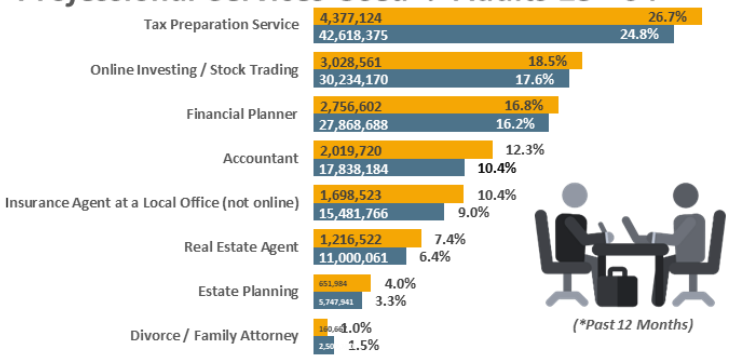
Investments Owned: Adults 25 - 64



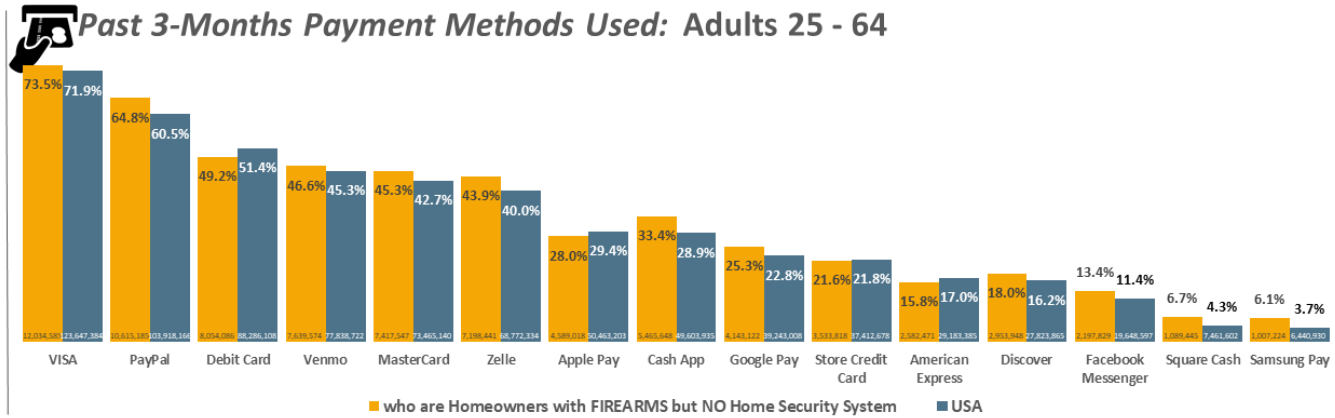
Financial Services Has and/or Uses: Adults 25 - 64



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* *9,500*

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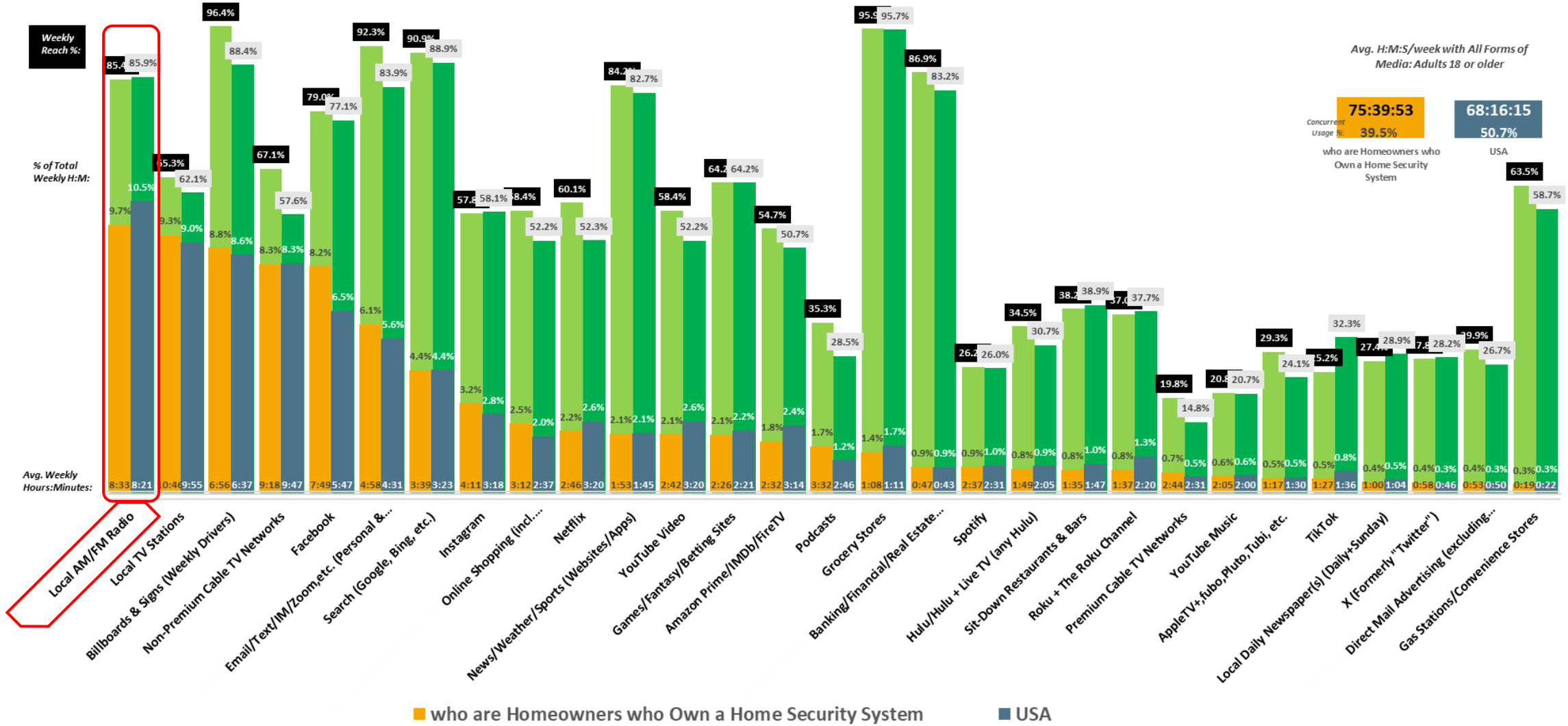
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

Own or rent residence (HHLD): Own AND... Events/places plan to attend/visit next 12 months: Shooting range AND NOT Items/services household currently has (HHLD): Home security system

OWN a HOME SECURITY SYSTEM

Adults 25 - 64 who are Homeowners who Own a Home Security System spend an average of 3 days, 3 hours, 39 minutes and 53 seconds each week with All Forms of Media.

85.4% of Adults 25 - 64 who are Homeowners who Own a Home Security System spend an avg. of 8 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



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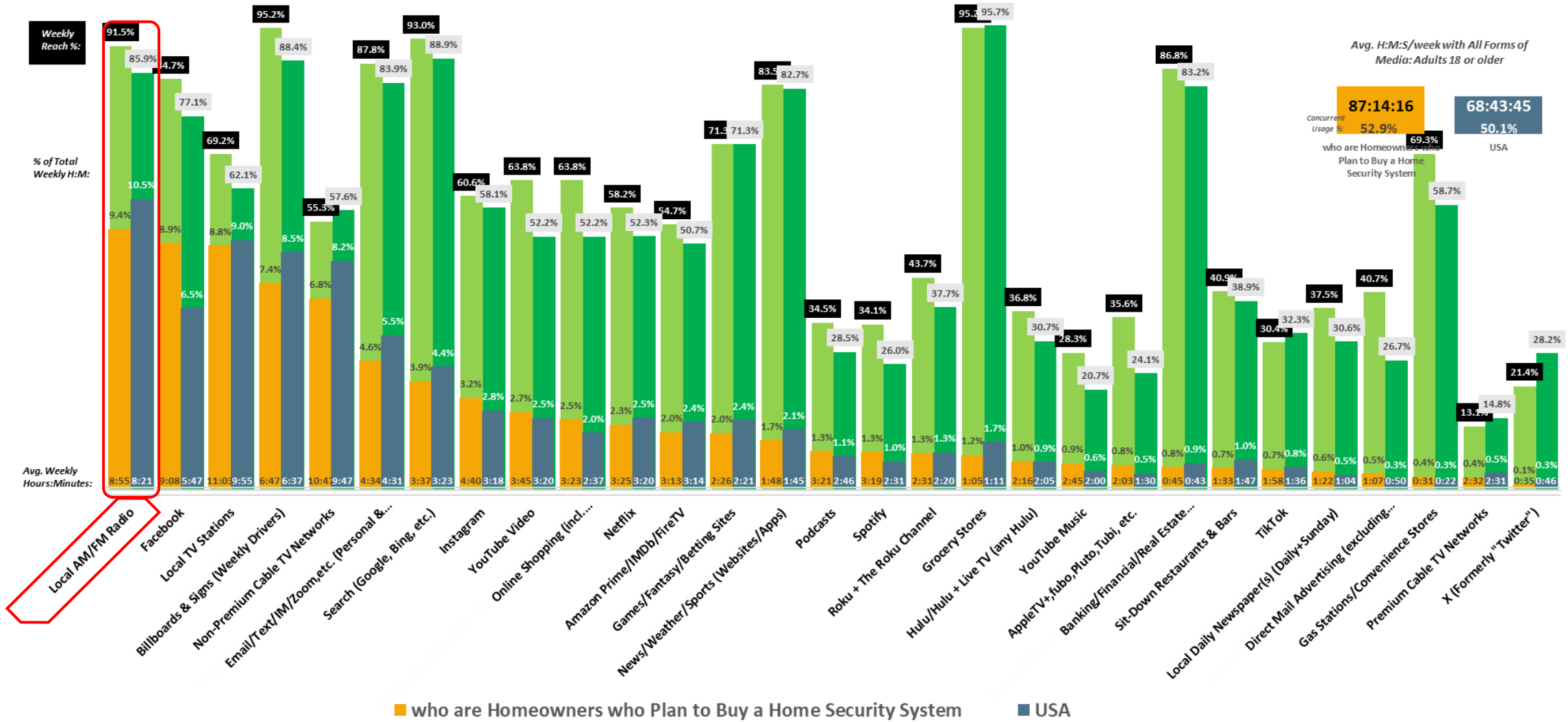
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Own or rent residence (HHLD): Own AND... Items/services household currently has (HHLD): Home security system

Plan to Buy a HOME SECURITY SYSTEM

Adults 25 - 64 who are Homeowners who Plan to Buy a Home Security System spend an average of 3 days, 15 hours, 14 minutes and 16 seconds each week with All Forms of Media.

91.5% of Adults 25 - 64 who are Homeowners who Plan to Buy a Home Security System spend an avg. of 8 hours and 55 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.

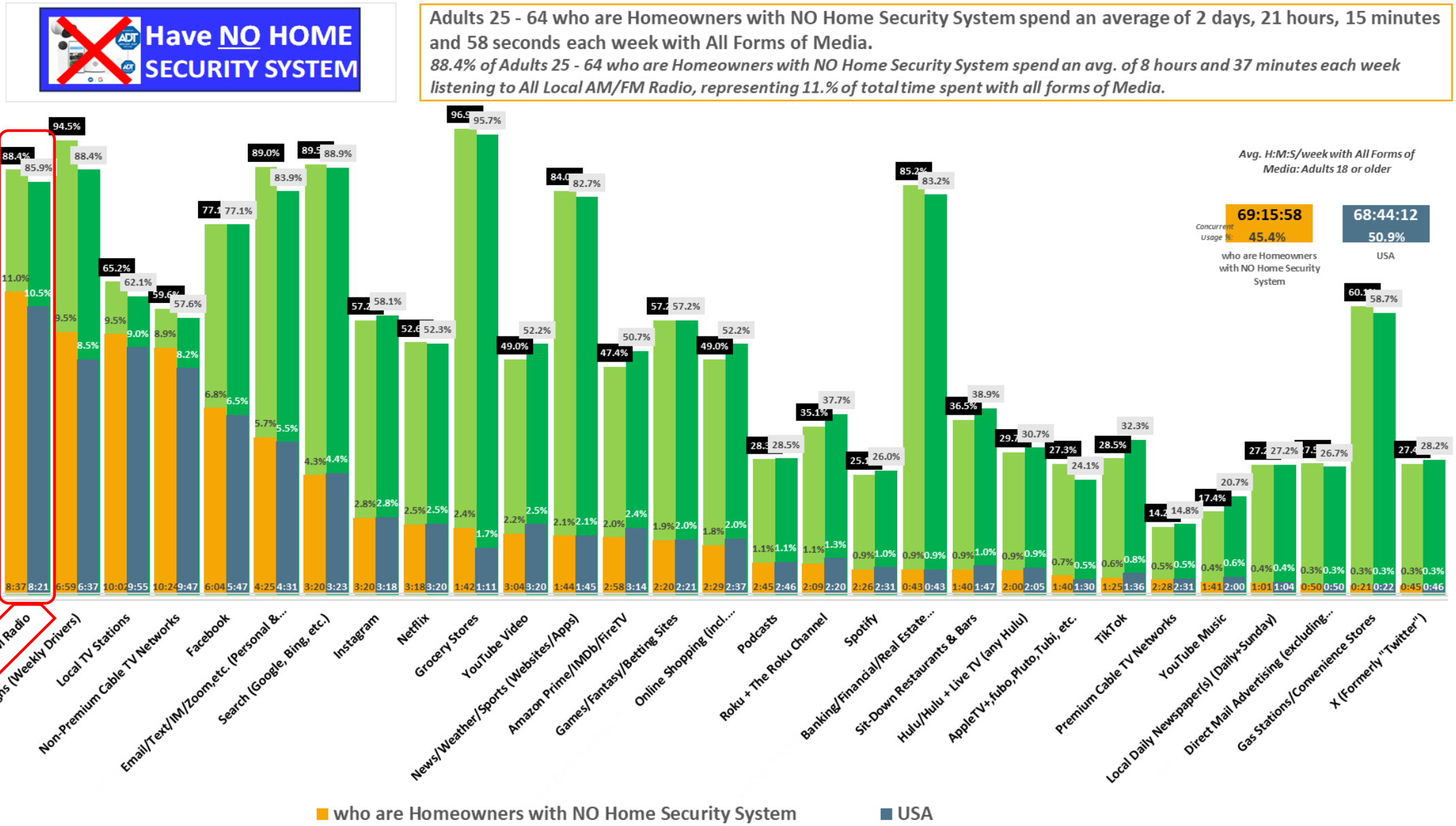


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Own or rent residence (HHLD): Own AND... Items/services HHLD plans to buy in next 12 months (HHLD): Home security system



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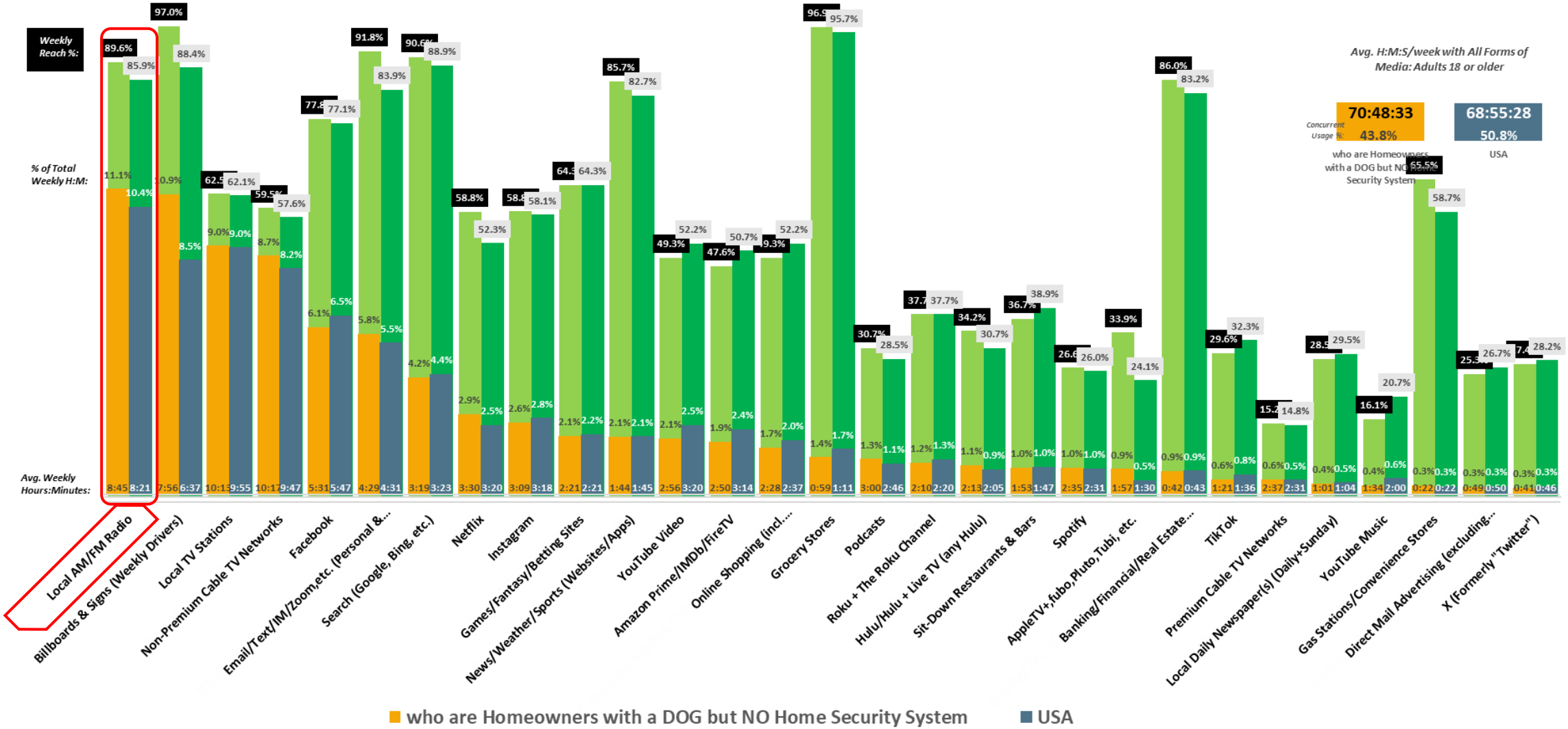
Own or rent residence (HHLD): Own AND... NOT Items/services household currently has (HHLD): Home security system



Have a DOG but No HOME SECURITY SYSTEM

Adults 25 - 64 who are Homeowners with a DOG but NO Home Security System spend an average of 2 days, 22 hours, 48 minutes and 33 seconds each week with All Forms of Media.

89.6% of Adults 25 - 64 who are Homeowners with a DOG but NO Home Security System spend an avg. of 8 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 11.1% of total time spent with all forms of Media.

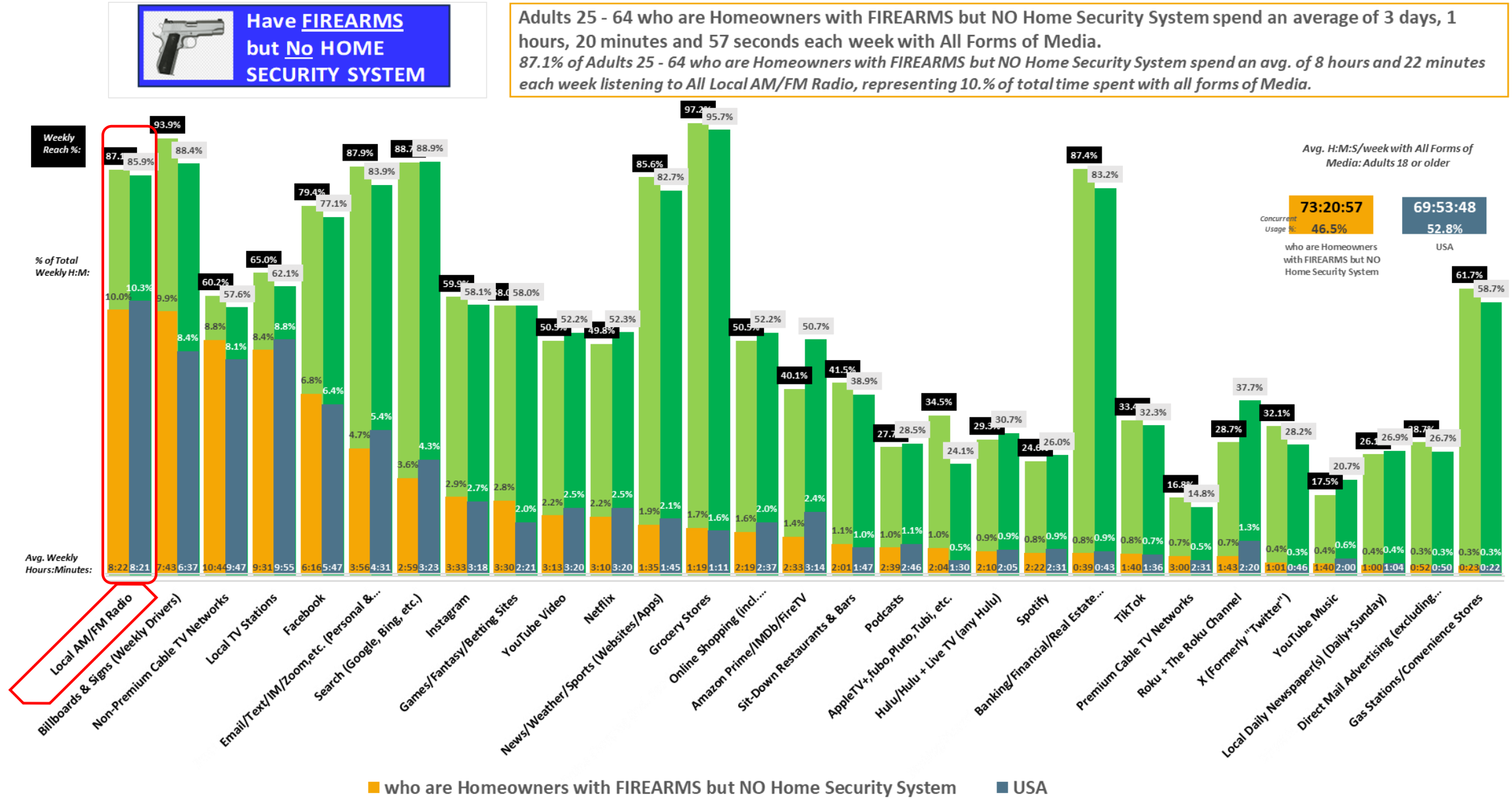


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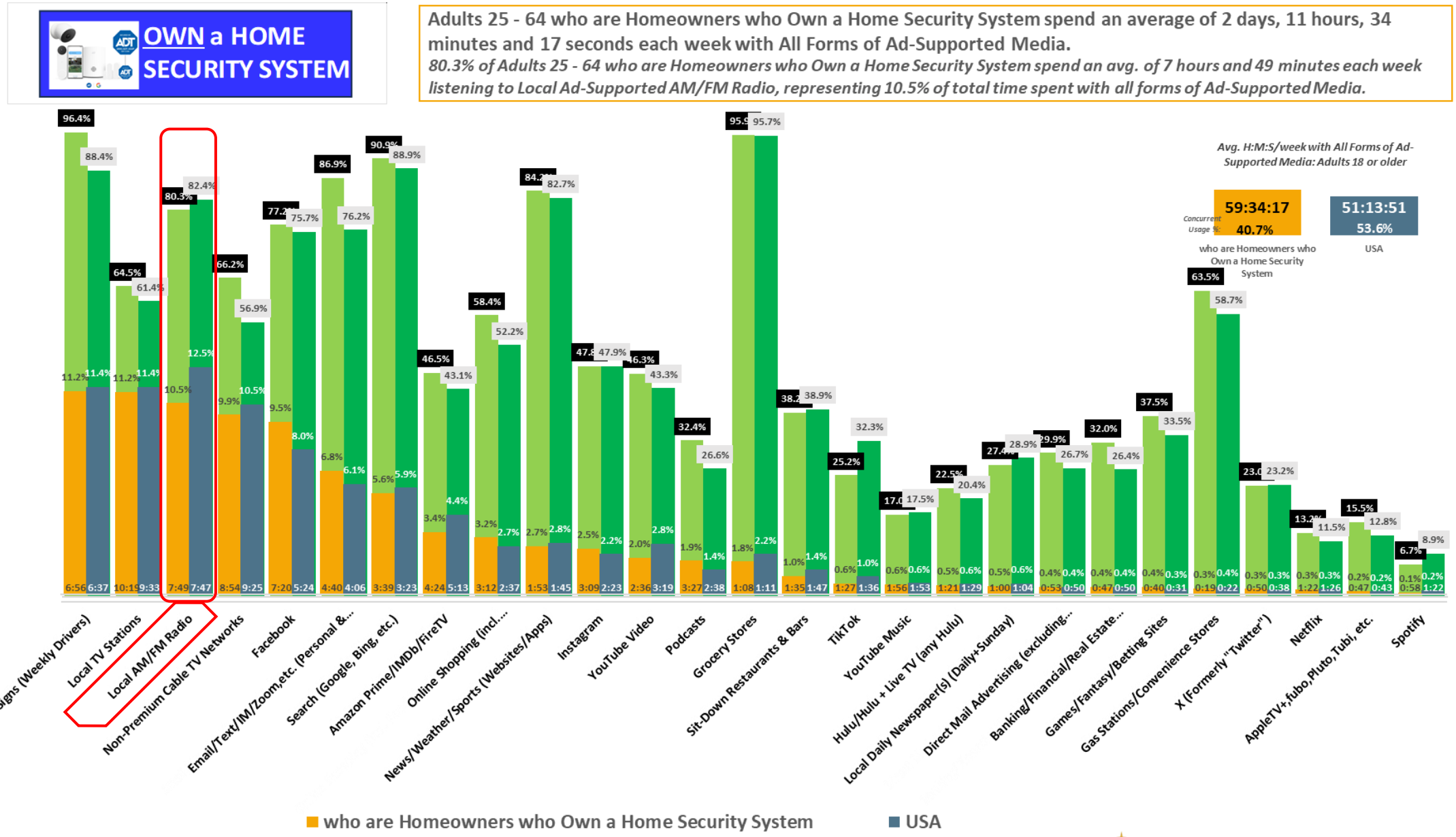


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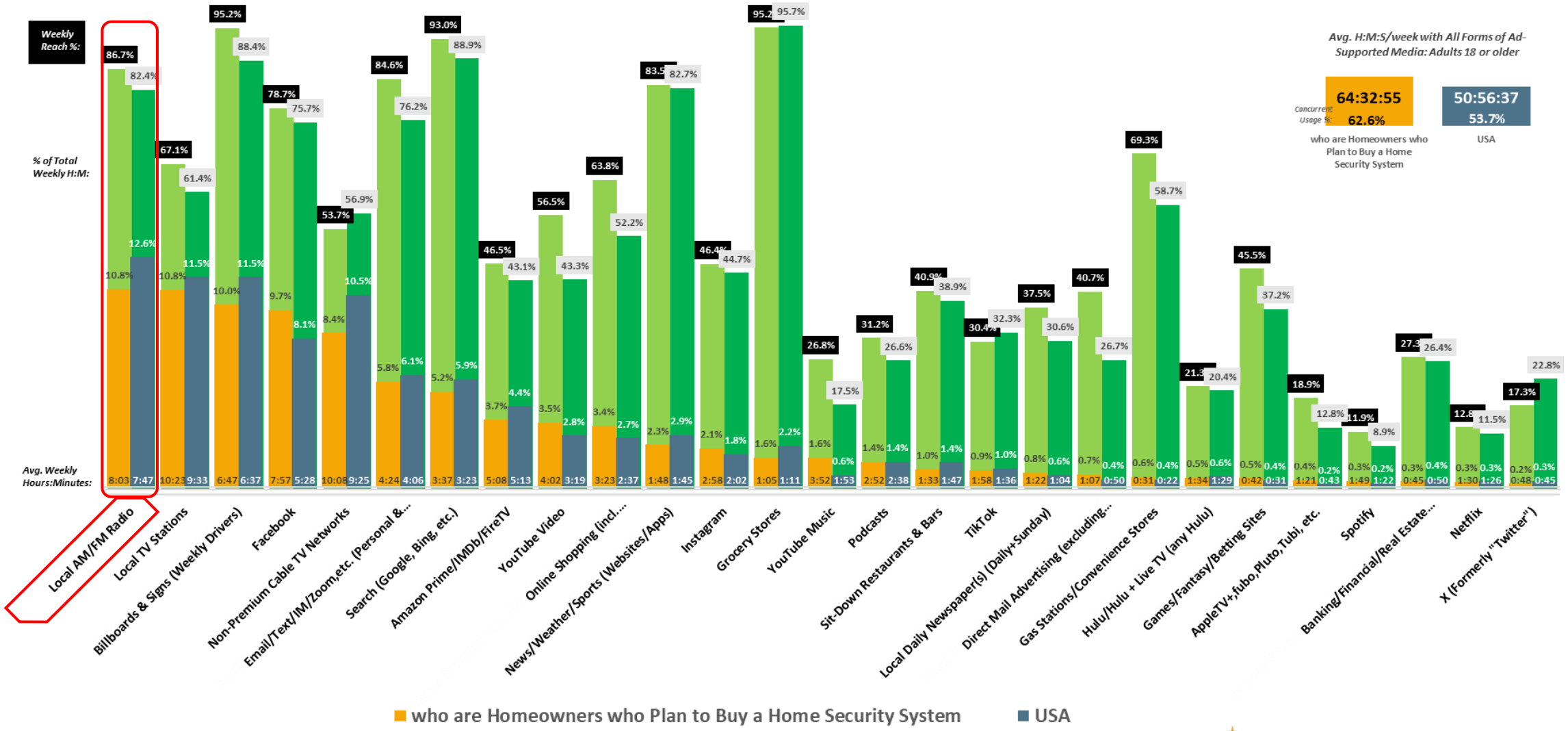
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Own or rent residence (HHLD): Own AND... Items/services household currently has (HHLD): Home security system

Plan to Buy a HOME SECURITY SYSTEM

Adults 25 - 64 who are Homeowners who Plan to Buy a Home Security System spend an average of 2 days, 16 hours, 32 minutes and 55 seconds each week with All Forms of Ad-Supported Media.

86.7% of Adults 25 - 64 who are Homeowners who Plan to Buy a Home Security System spend an avg. of 8 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.

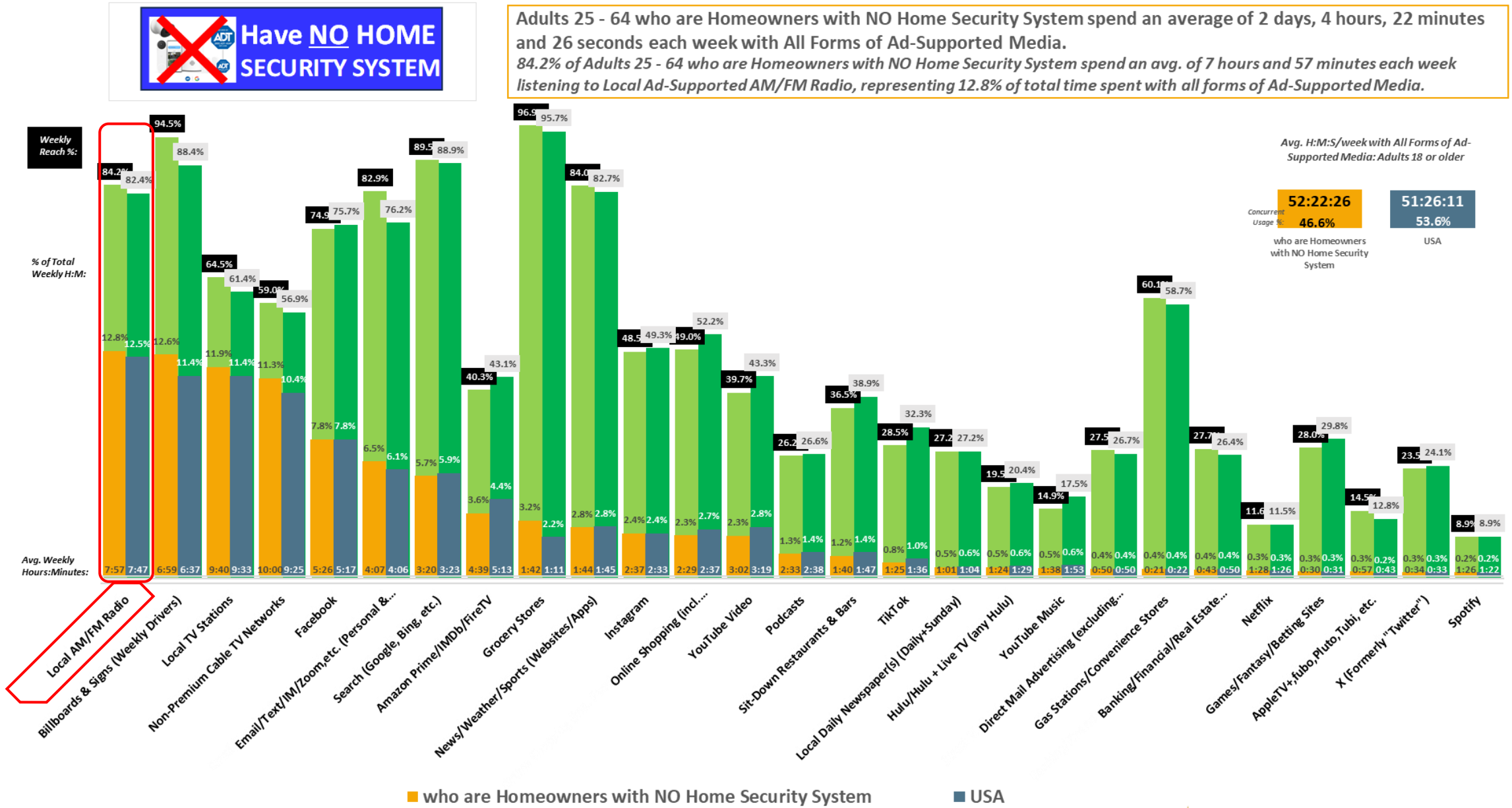


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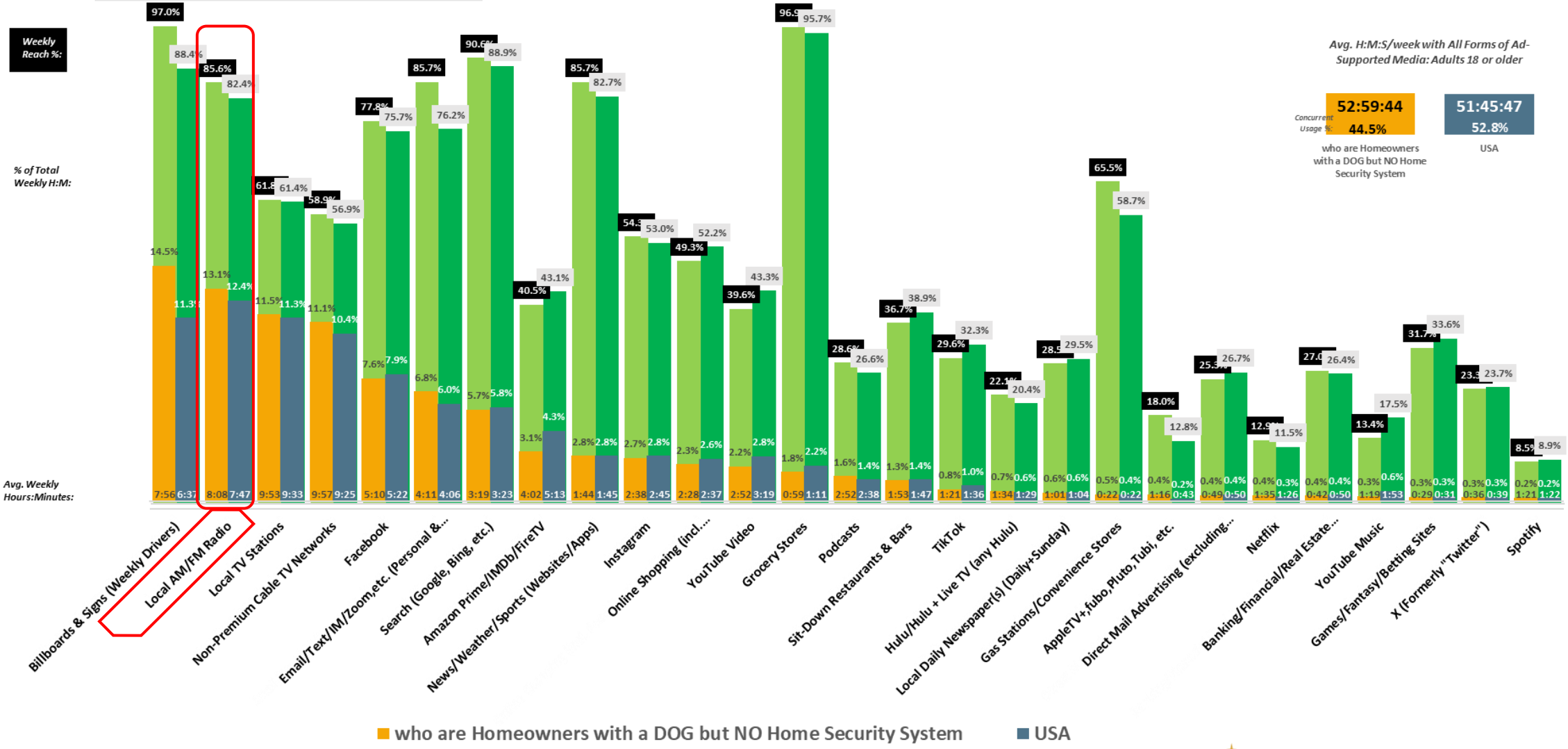
Own or rent residence (HHLD): Own AND... NOT Items/services household currently has (HHLD): Home security system



Have a DOG but No HOME SECURITY SYSTEM

Adults 25 - 64 who are Homeowners with a DOG but NO Home Security System spend an average of 2 days, 4 hours, 59 minutes and 44 seconds each week with All Forms of Ad-Supported Media.

85.6% of Adults 25 - 64 who are Homeowners with a DOG but NO Home Security System spend an avg. of 8 hours and 8 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.1% of total time spent with all forms of Ad-Supported Media.

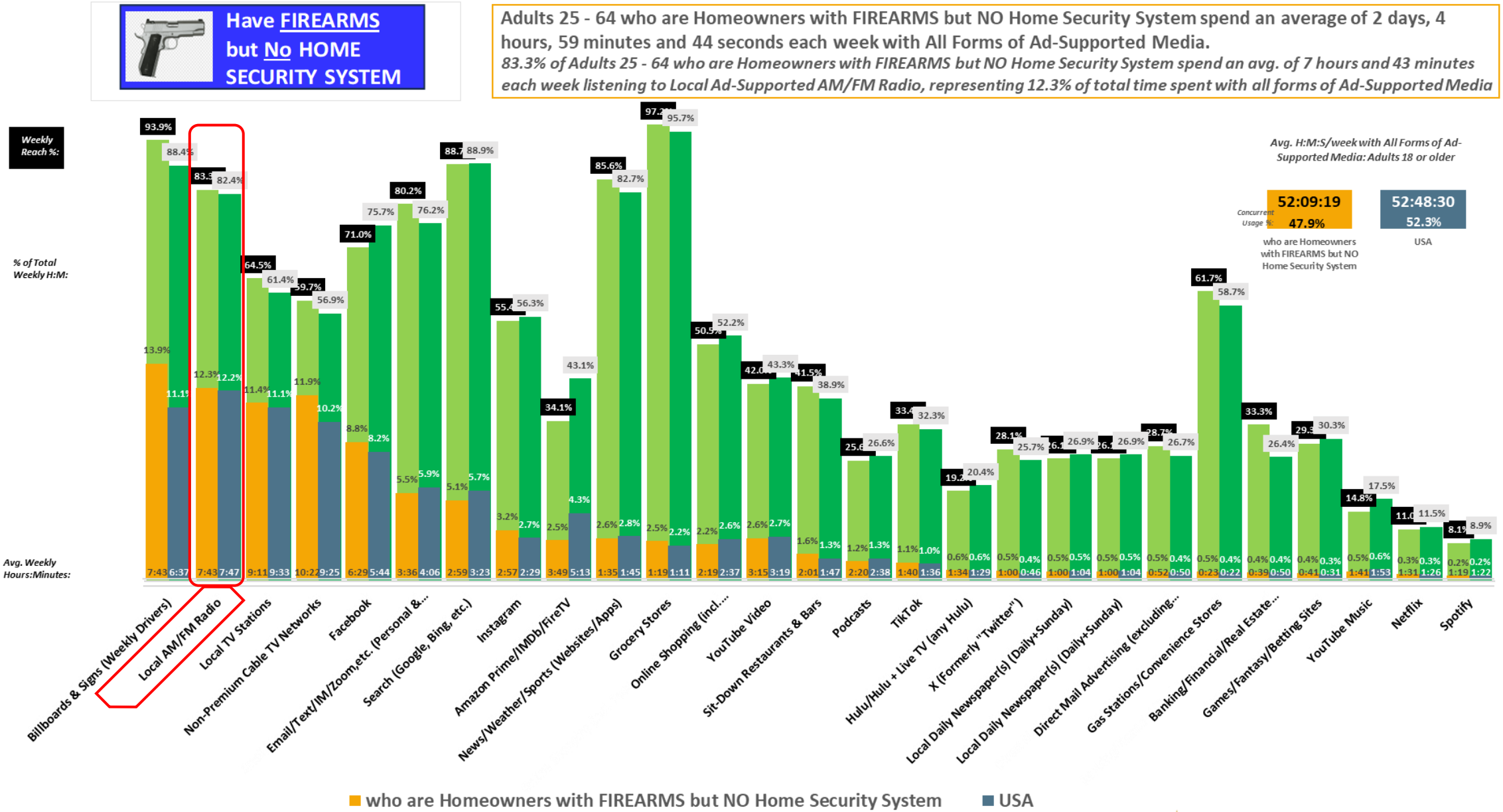


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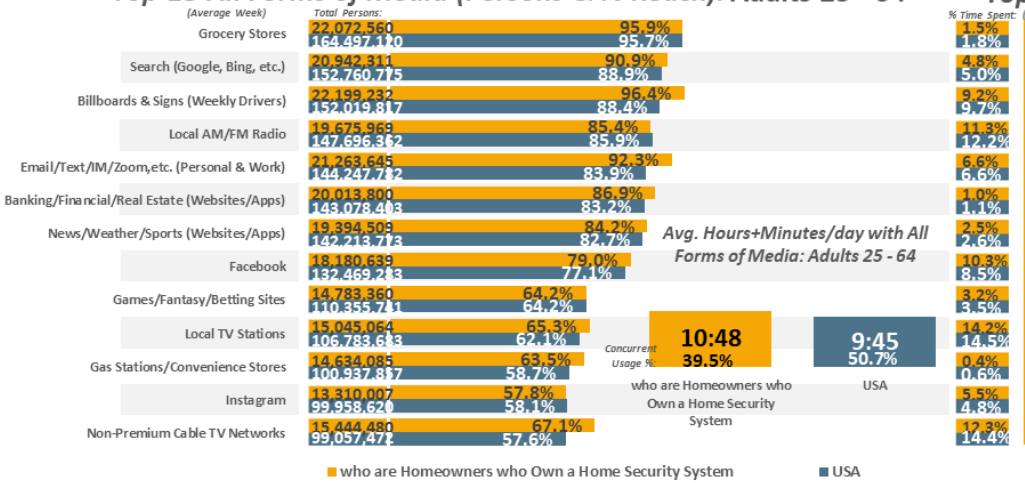
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Own or rent residence (HHLD): Own AND... Events/places plan to attend/visit next 12 months: Shooting range AND NOT Items/services household currently has (HHLD): Home security system

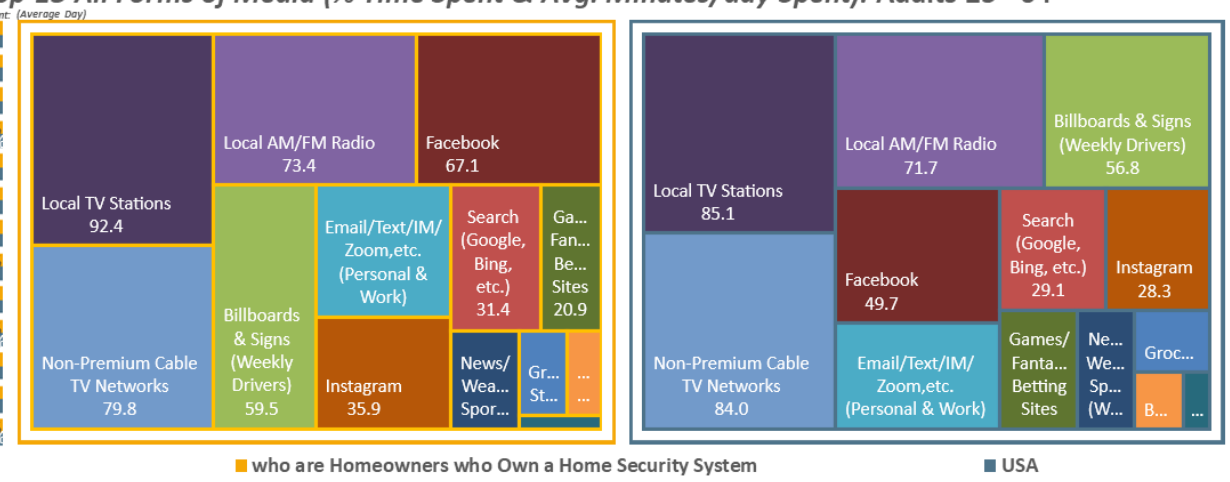


Adults 25 - 64 who are Homeowners who Own a Home Security System spend an average of 8 hours and 30 minutes each day with All Forms of Ad-Supported Media. 80.3% listen to Local AM/FM Radio for an avg. of 67.1 minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

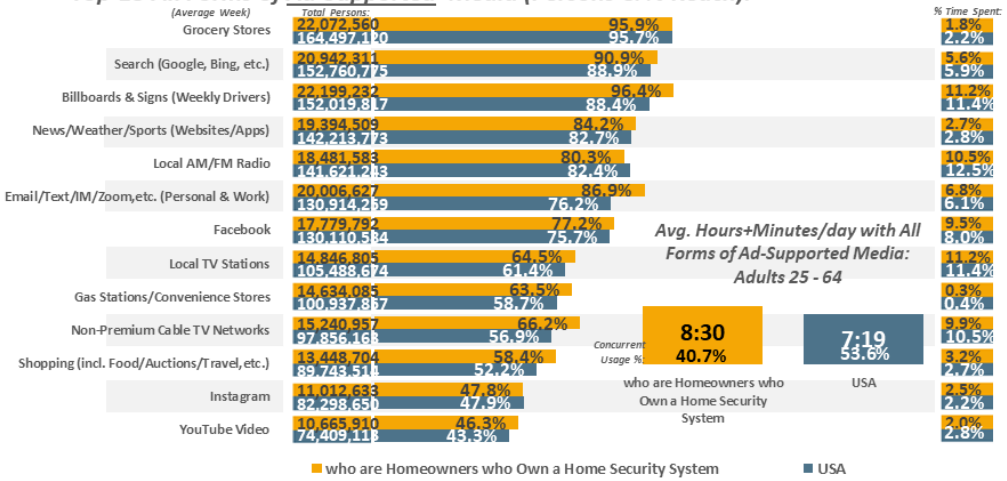
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



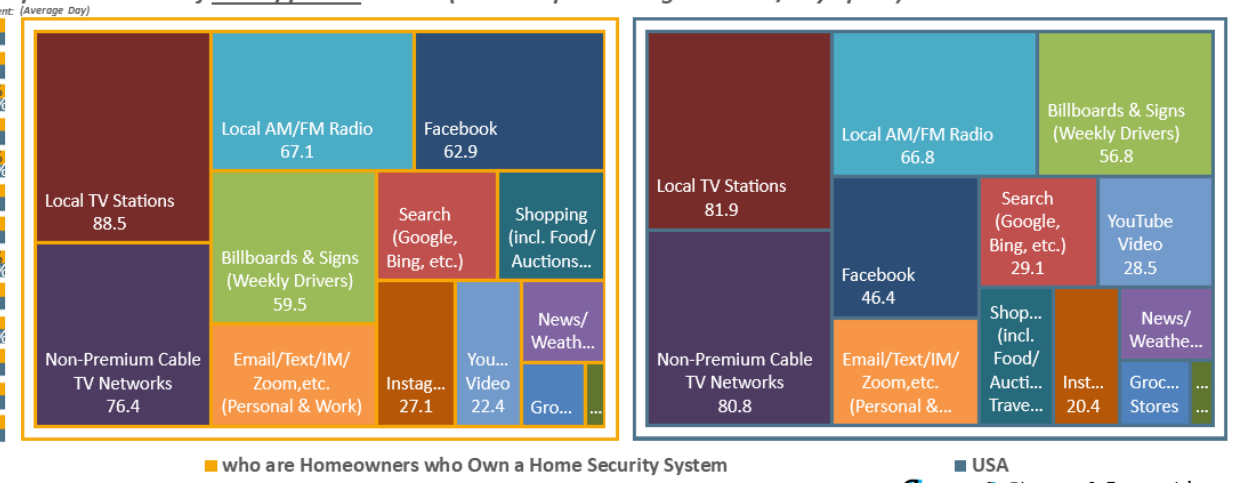
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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* *9,500*

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

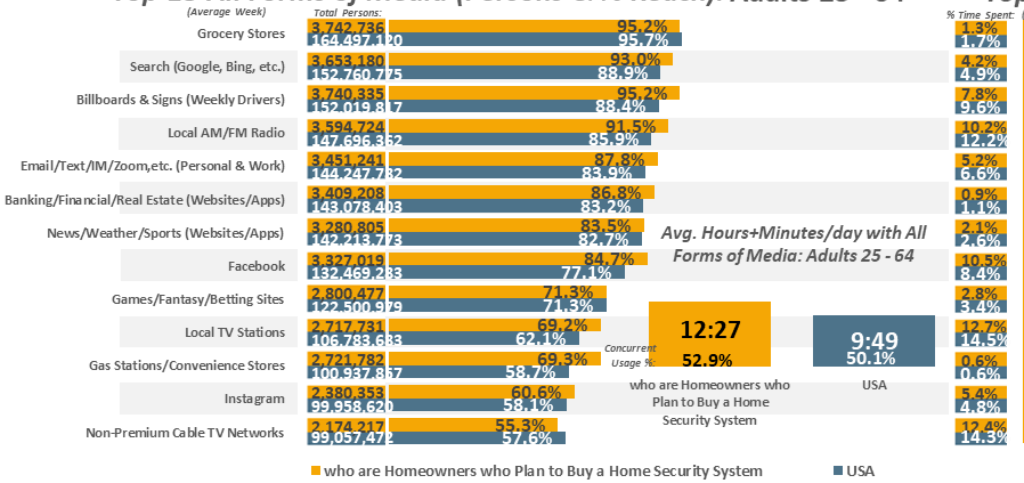
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Own or rent residence (HHLD): Own AND... Items/services household currently has (HHLD): Home security system

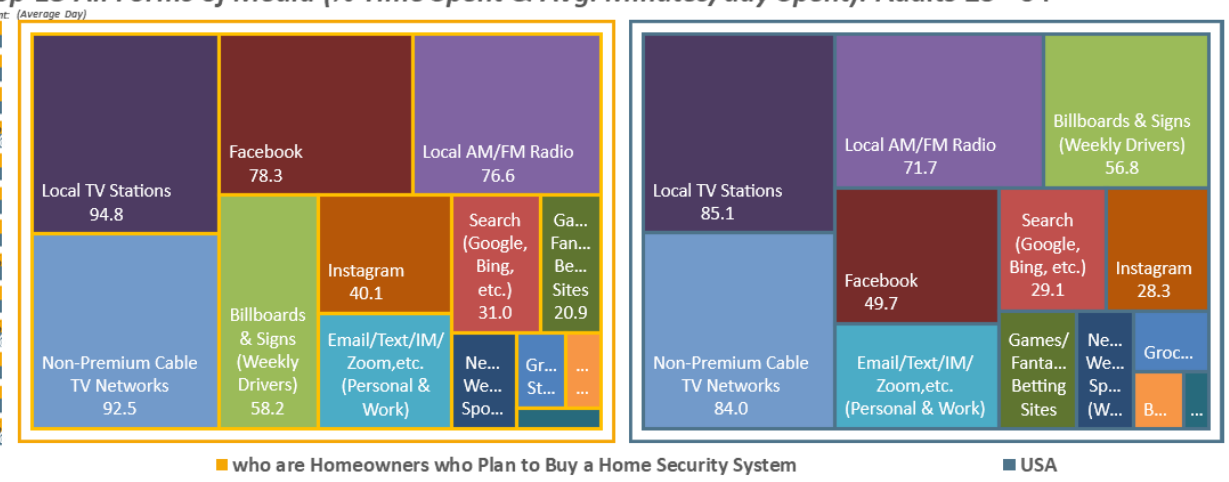


Adults 25 - 64 who are Homeowners who Plan to Buy a Home Security System spend an average of 9 hours and 13 minutes each day with All Forms of Ad-Supported Media. 86.7% listen to Local AM/FM Radio for an avg. of 69.1 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

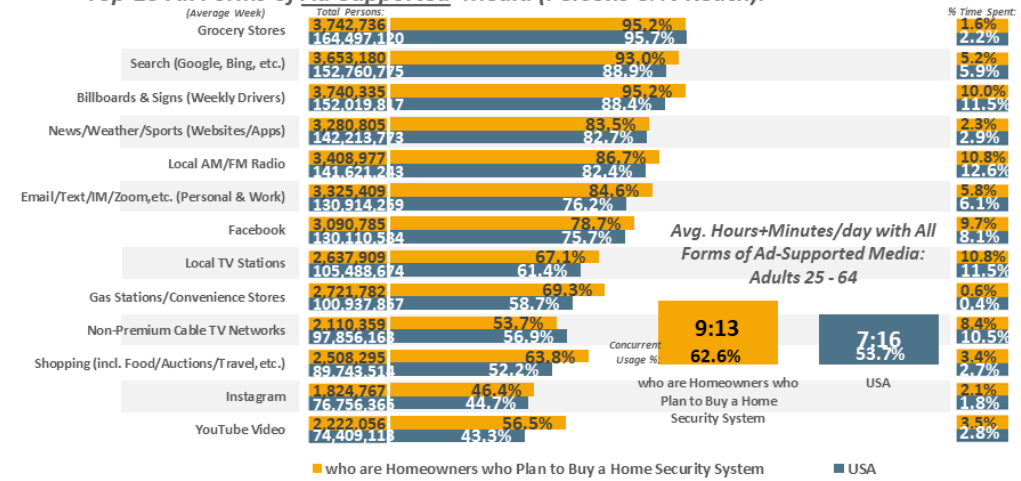
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



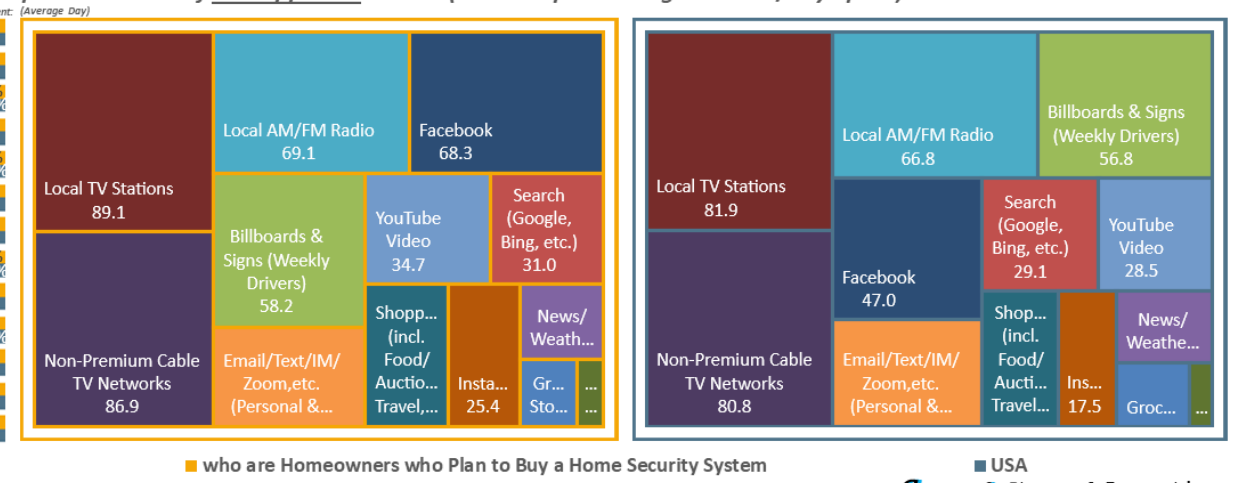
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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* *9,500*

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

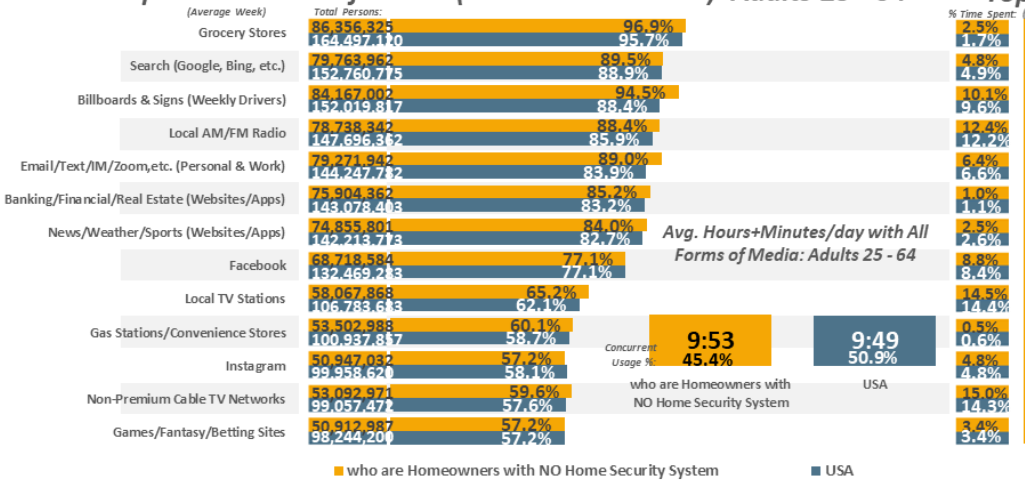
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Own or rent residence (HHLD): Own AND... Items/services HHLD plans to buy in next 12 months (HHLD): Home security system

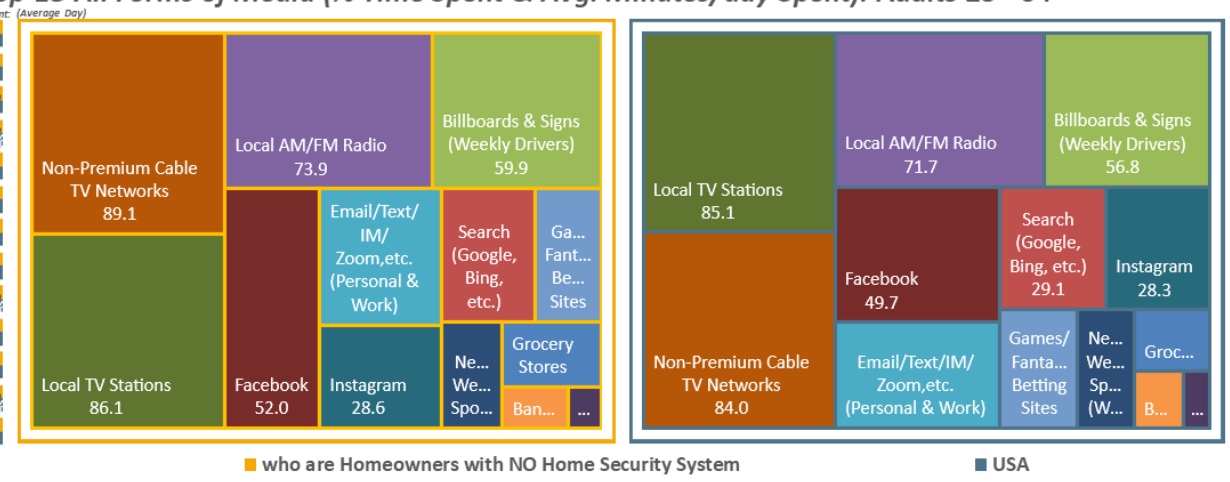


Adults 25 - 64 who are Homeowners with NO Home Security System spend an average of 7 hours and 28 minutes each day with All Forms of Ad-Supported Media. 84.2% listen to Local AM/FM Radio for an avg. of 68.3 minutes/day. *(Local Radio delivers 12.8% of Time with Ad-Supported Media.)*

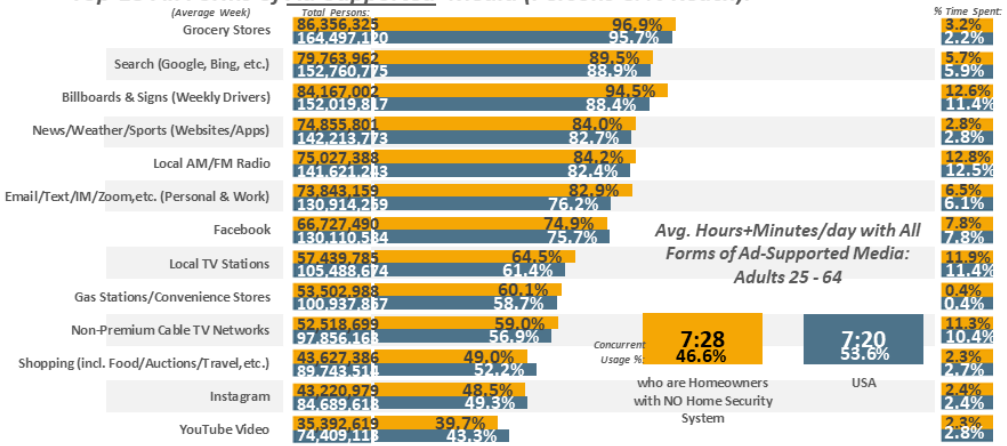
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



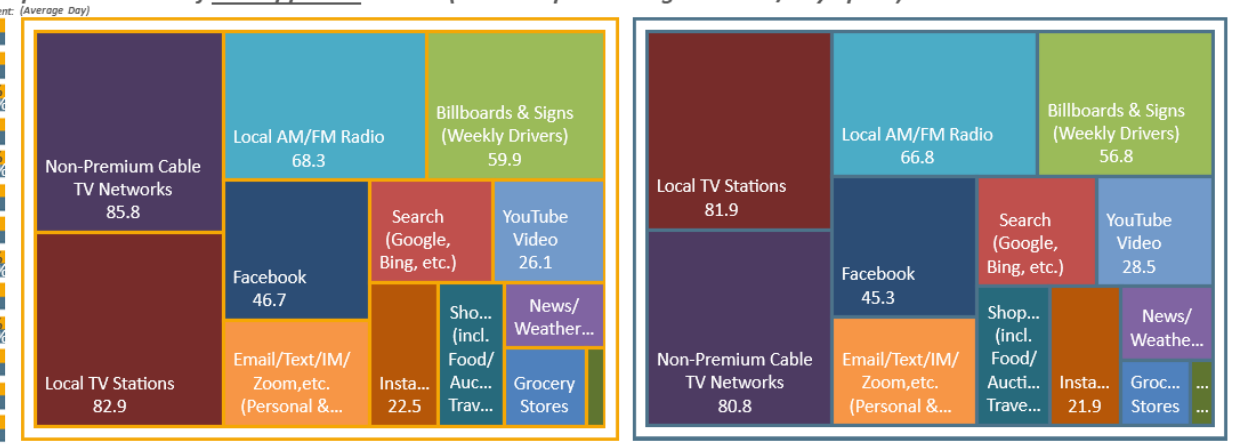
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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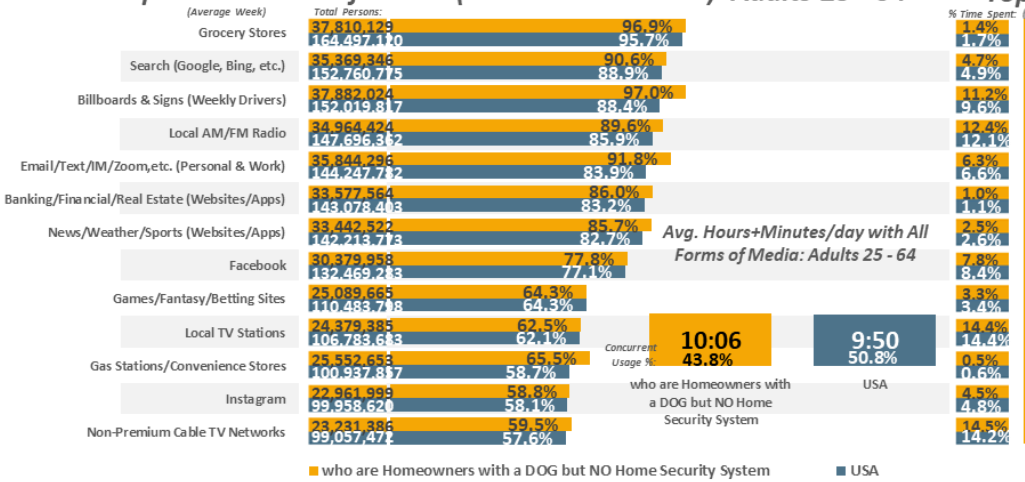
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Own or rent residence (HHLD): Own AND... NOT Items/services household currently has (HHLD): Home security system

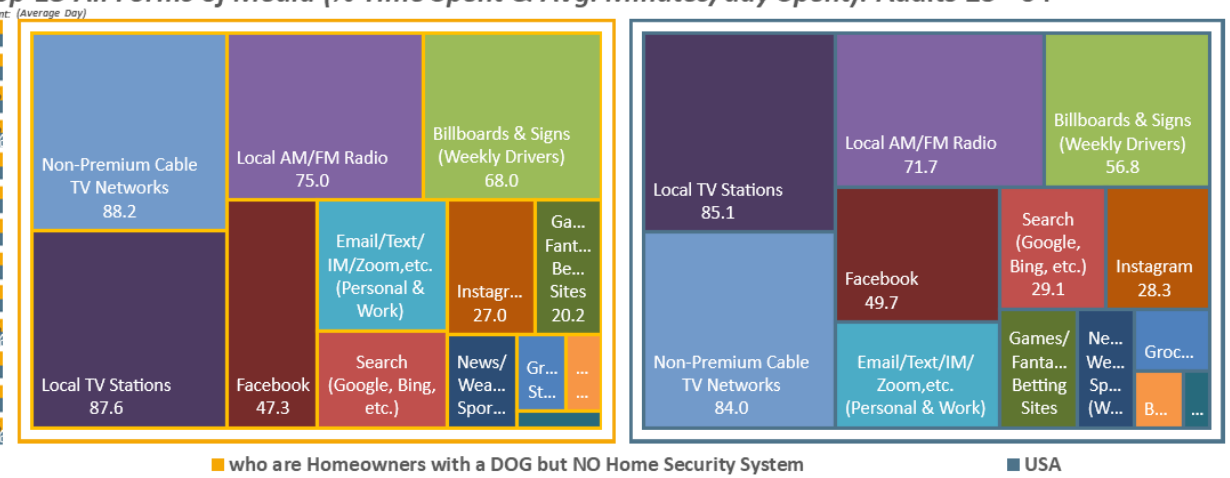


Adults 25 - 64 who are Homeowners with a DOG but NO Home Security System spend an average of 7 hours and 34 minutes each day with All Forms of Ad-Supported Media. 85.6% listen to Local AM/FM Radio for an avg. of 69.7 minutes/day. *(Local Radio delivers 13.1% of Time with Ad-Supported Media.)*

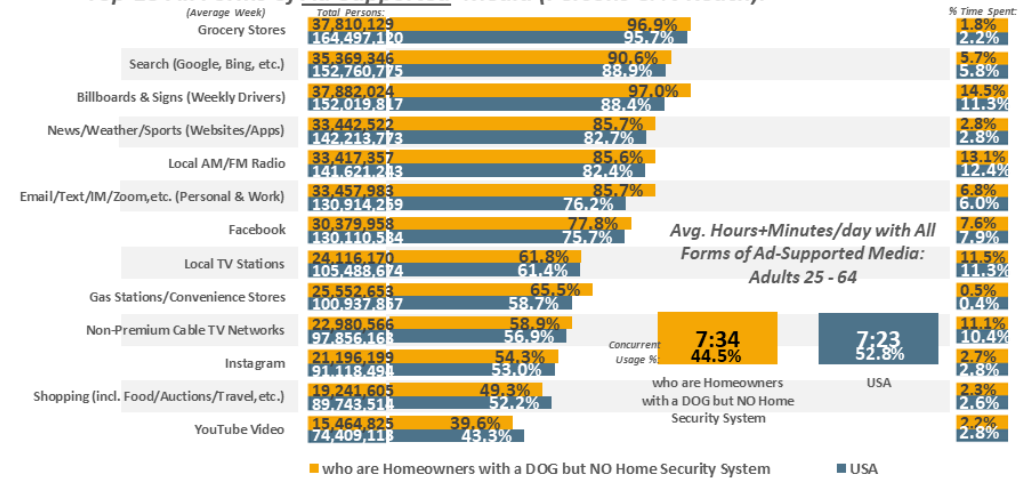
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



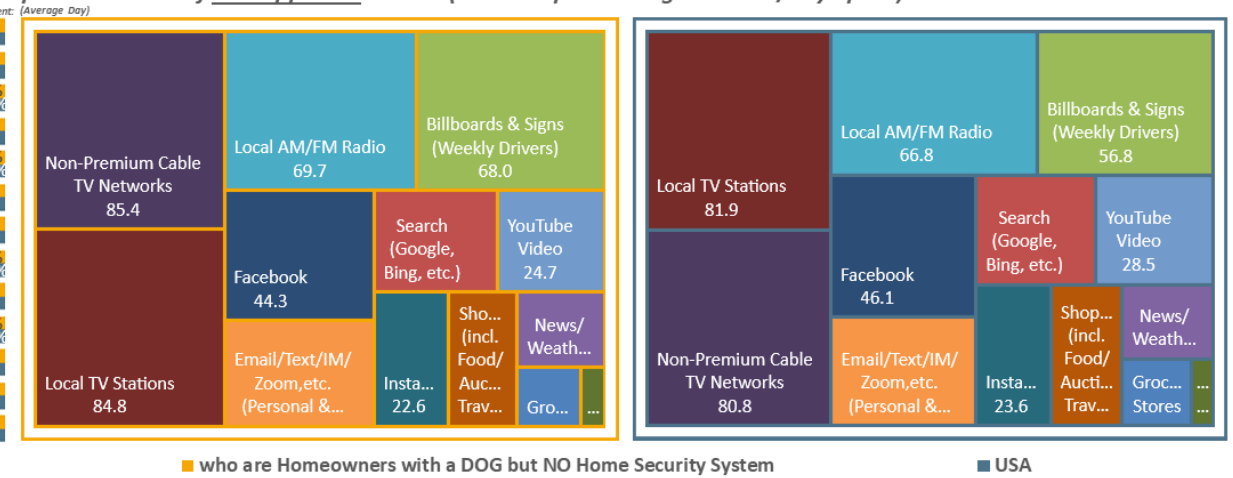
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



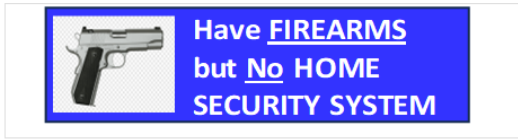
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,500

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USA Jan23-Feb24 USA Projection Qual Intab 14,048

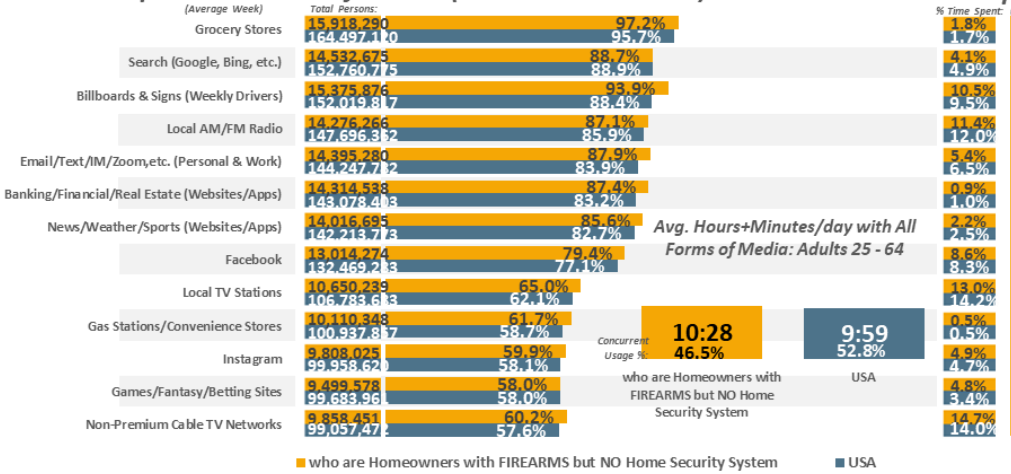
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Own or rent residence (HHLD): Own AND... Lifestyle characteristics: Own a dog AND NOT Items/services household currently has (HHLD): Home security system

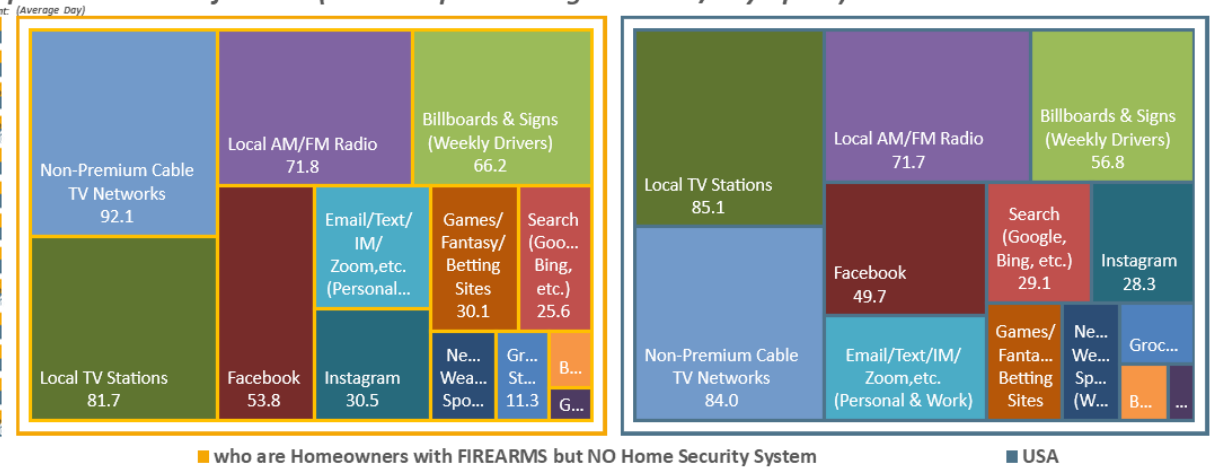


Adults 25 - 64 who are Homeowners with FIREARMS but NO Home Security System spend an average of 7 hours and 27 minutes each day with All Forms of Ad-Supported Media. 83.3% listen to Local AM/FM Radio for an avg. of 66.2 minutes/day. *(Local Radio delivers 12.3% of Time with Ad-Supported Media.)*

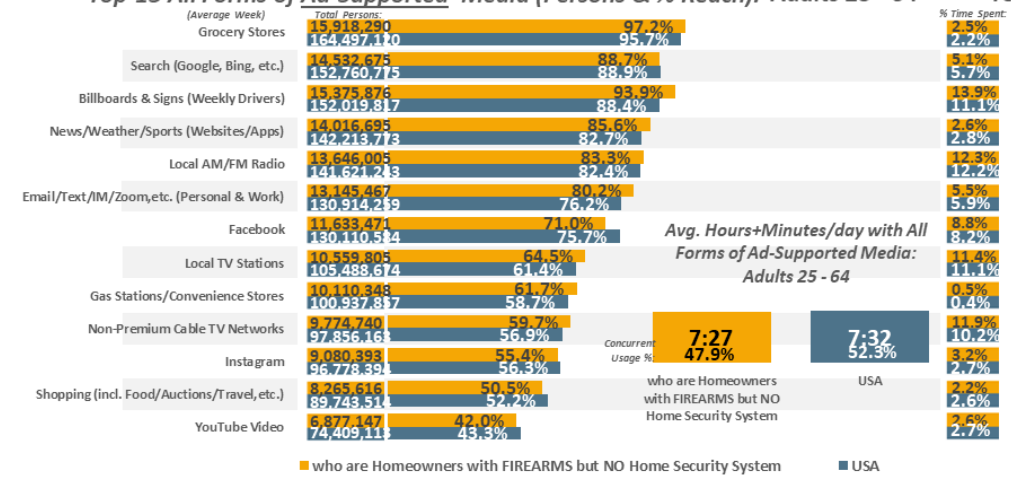
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



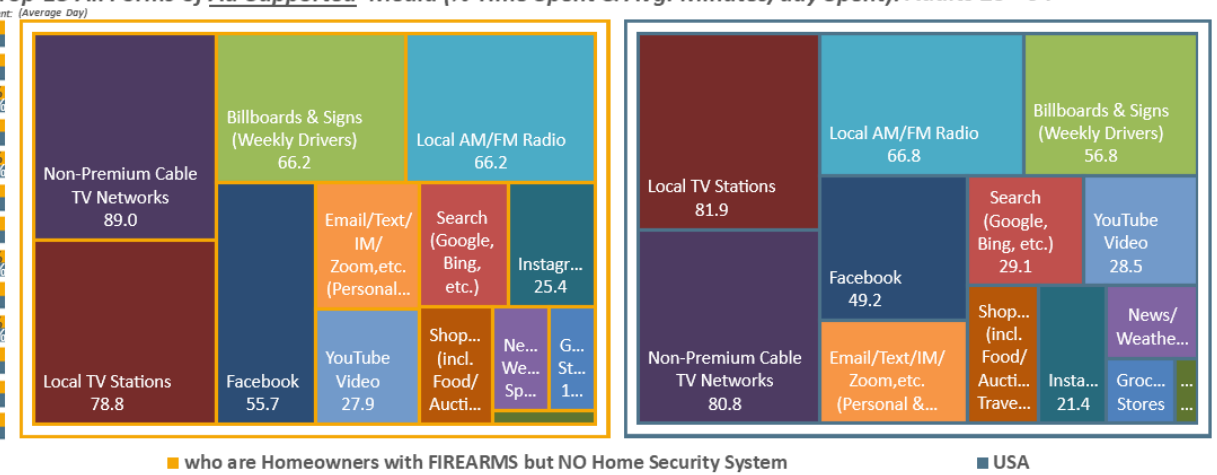
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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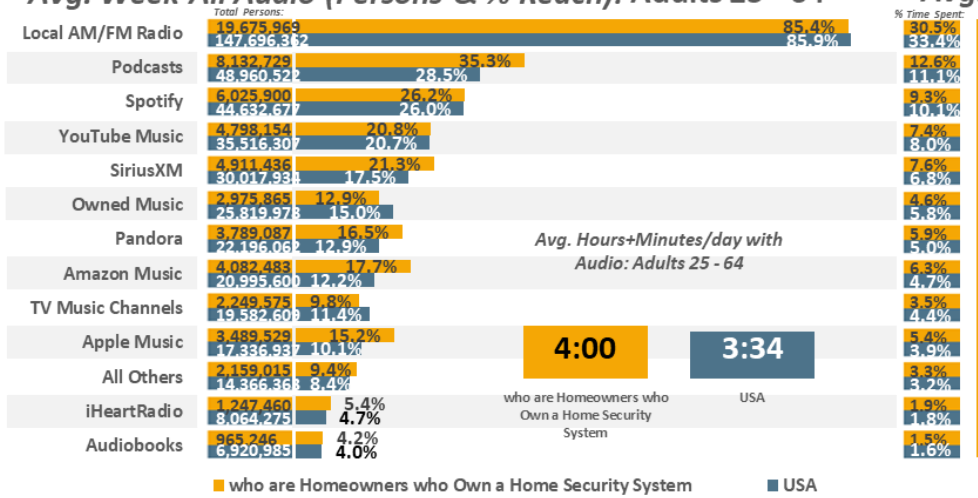
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Own or rent residence (HHLD): Own AND... Events/places plan to attend/visit next 12 months: Shooting range AND NOT Items/services household currently has (HHLD): Home security system

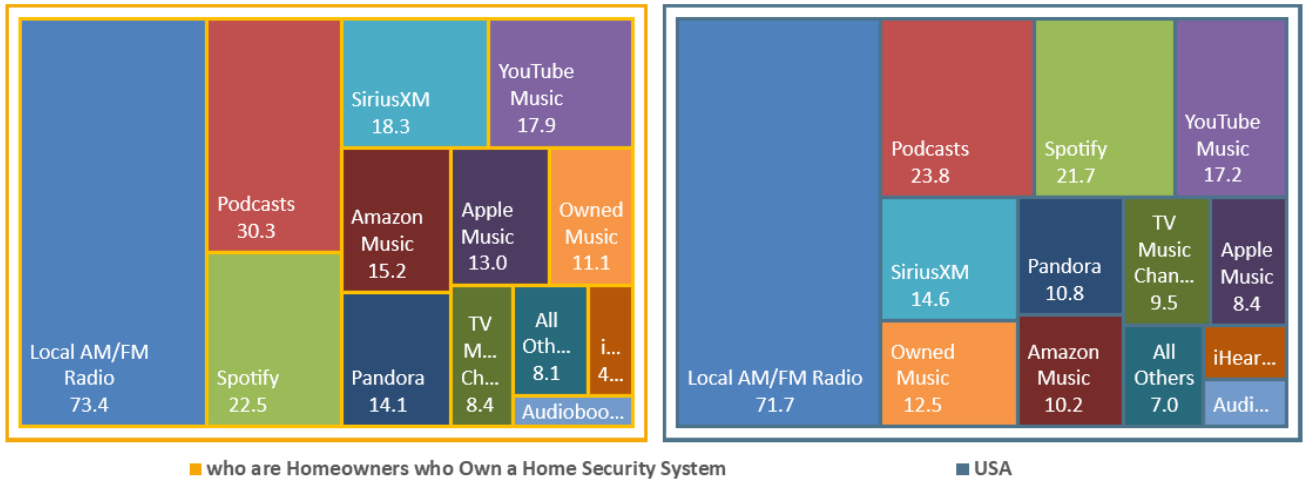


18,481,583 or 80.3% of Adults 25 - 64 who are Homeowners who Own a Home Security System listen to Ad-Supported Local AM/FM Radio for an average of 67.1 minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.

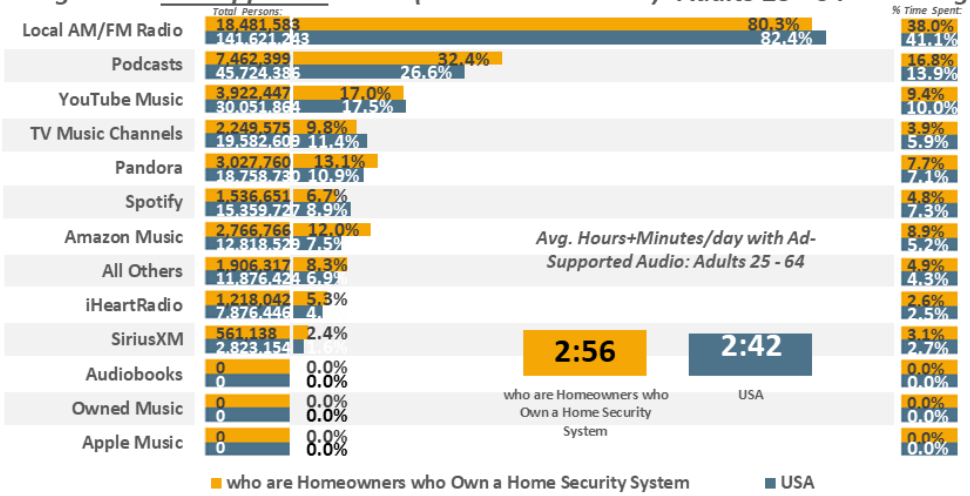
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



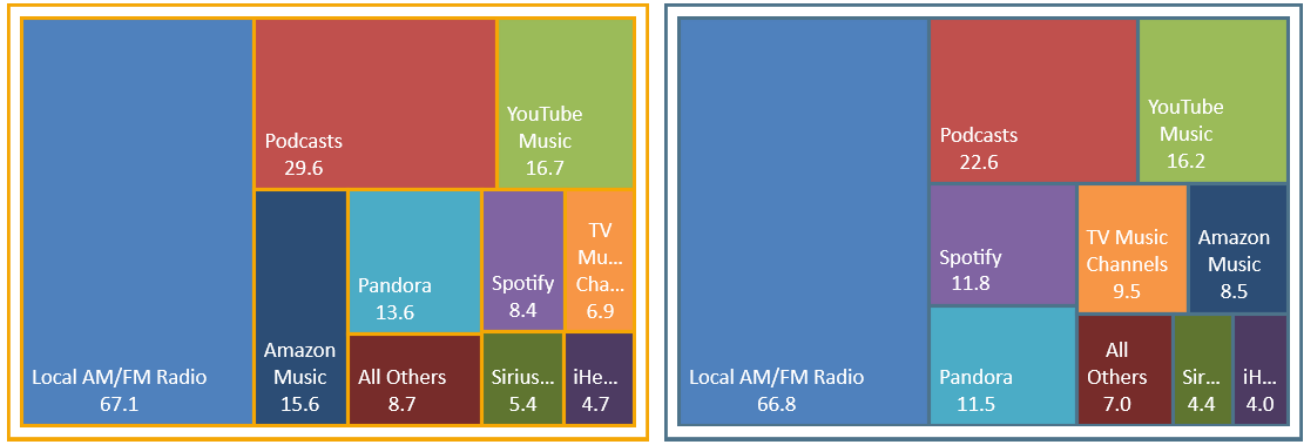
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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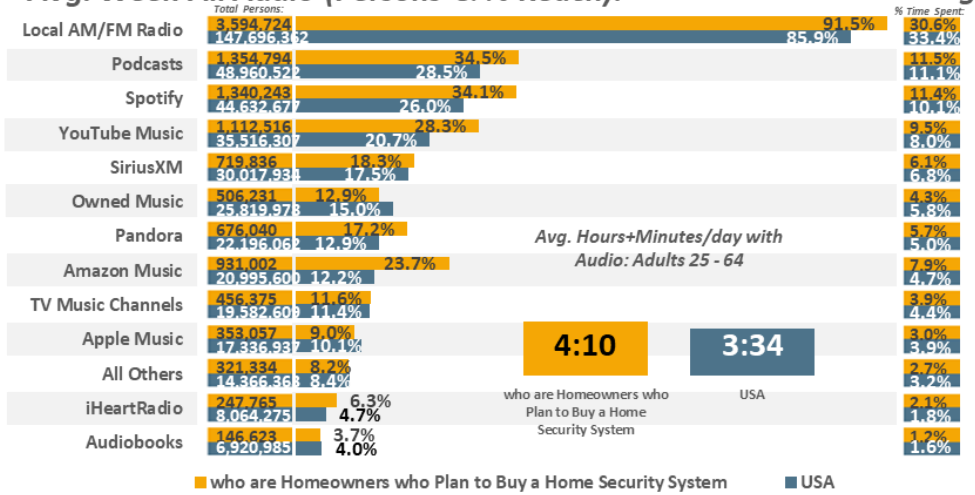
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Own or rent residence (HHLD): Own AND... Items/services household currently has (HHLD): Home security system

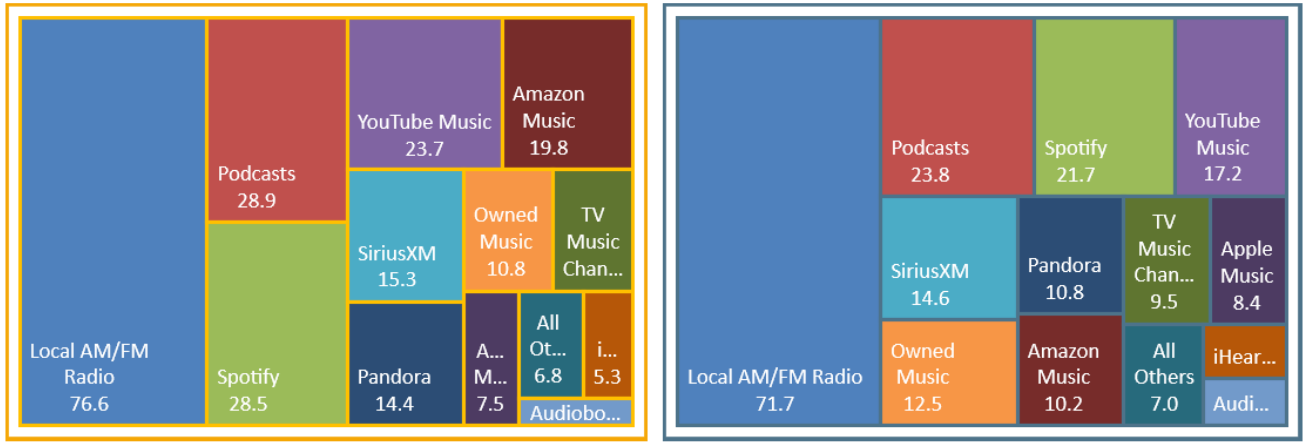


3,408,977 or 86.7% of Adults 25 - 64 who are Homeowners who Plan to Buy a Home Security System listen to Ad-Supported Local AM/FM Radio for an average of 69.1 minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.

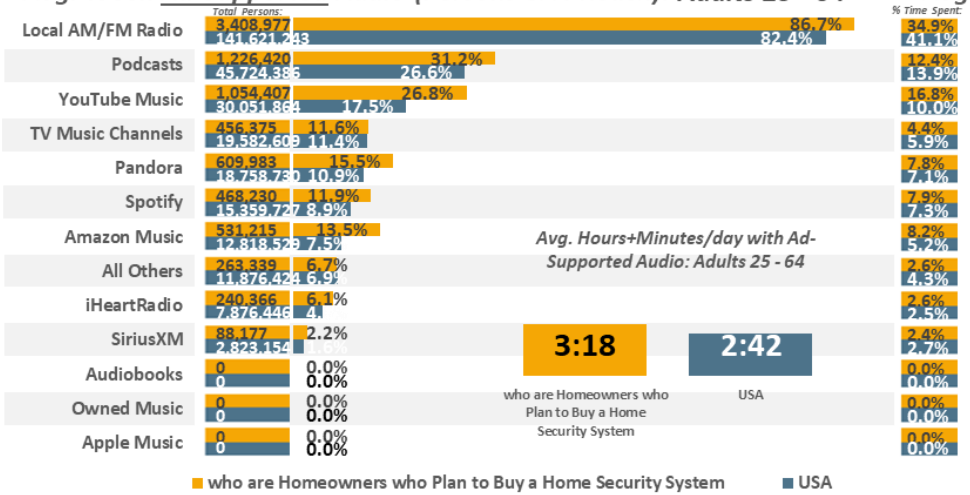
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



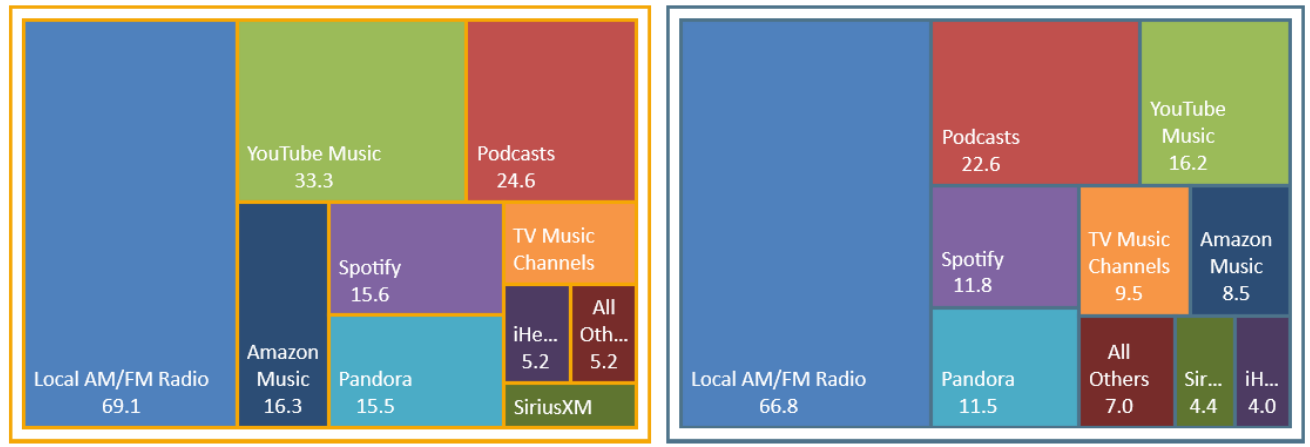
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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* *9,500*

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

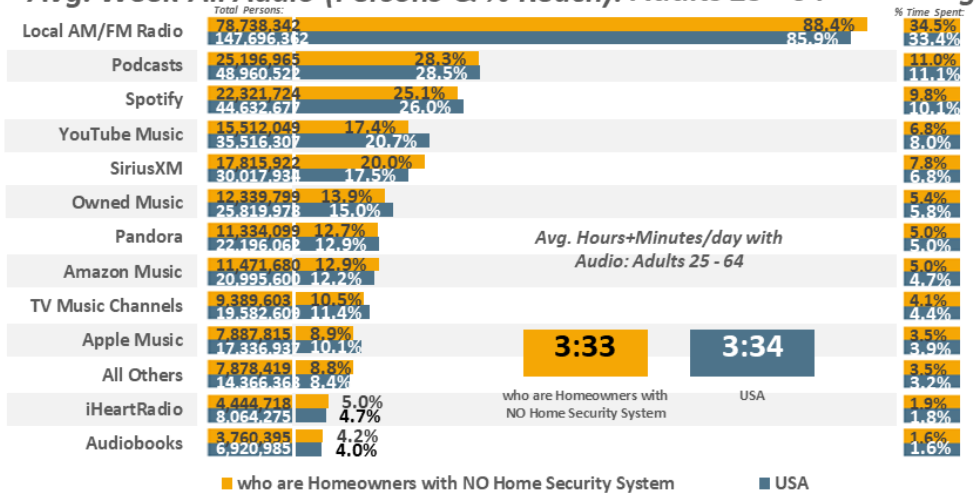
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Own or rent residence (HHLD): Own AND... Items/services HHLD plans to buy in next 12 months (HHLD): Home security system

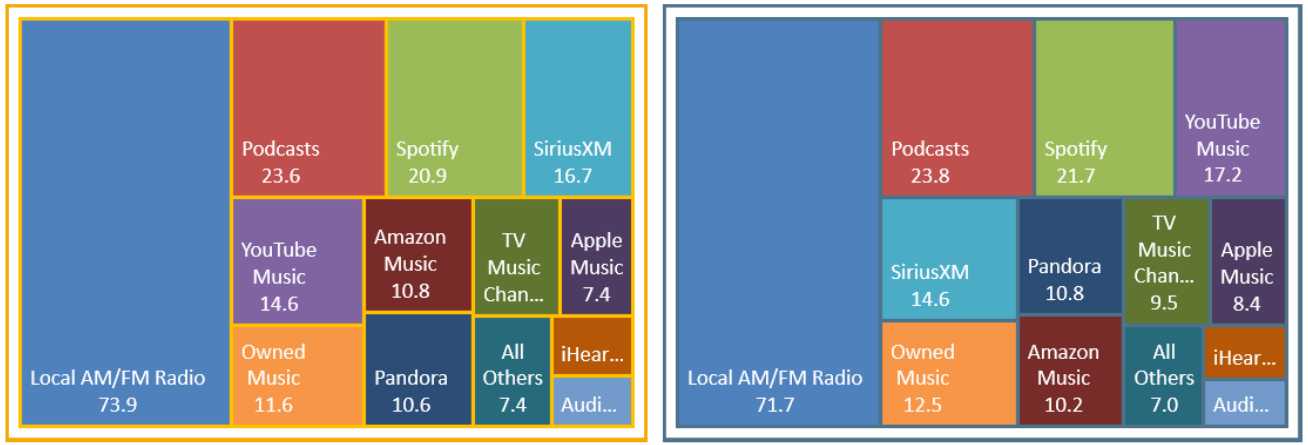


75,027,388 or 84.2% of Adults 25 - 64 who are Homeowners with NO Home Security System listen to Ad-Supported Local AM/FM Radio for an average of 68.3 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.

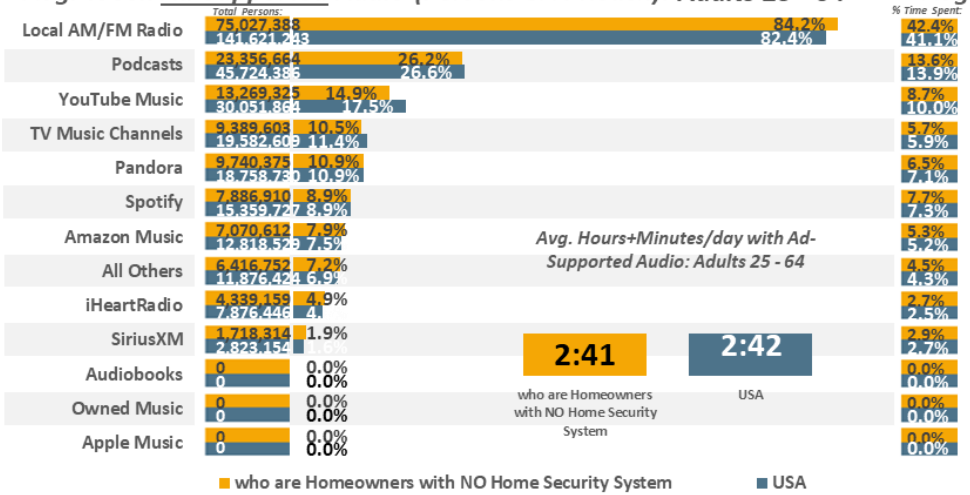
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



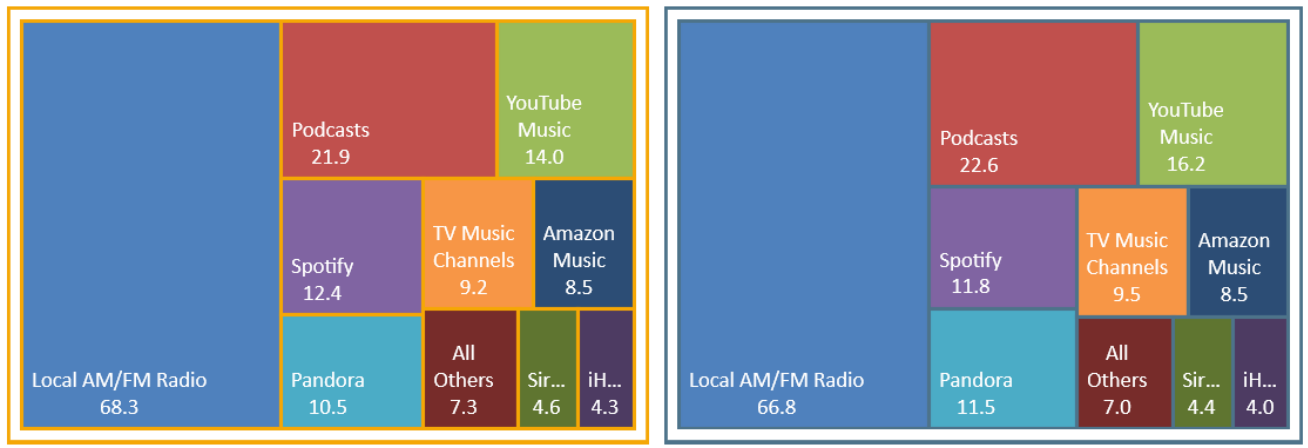
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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

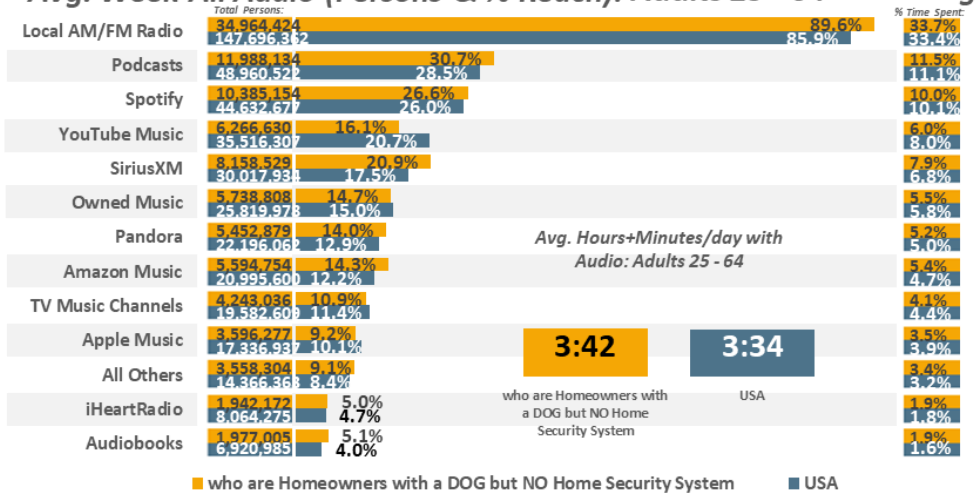
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Own or rent residence (HHLD): Own AND... NOT Items/services household currently has (HHLD): Home security system

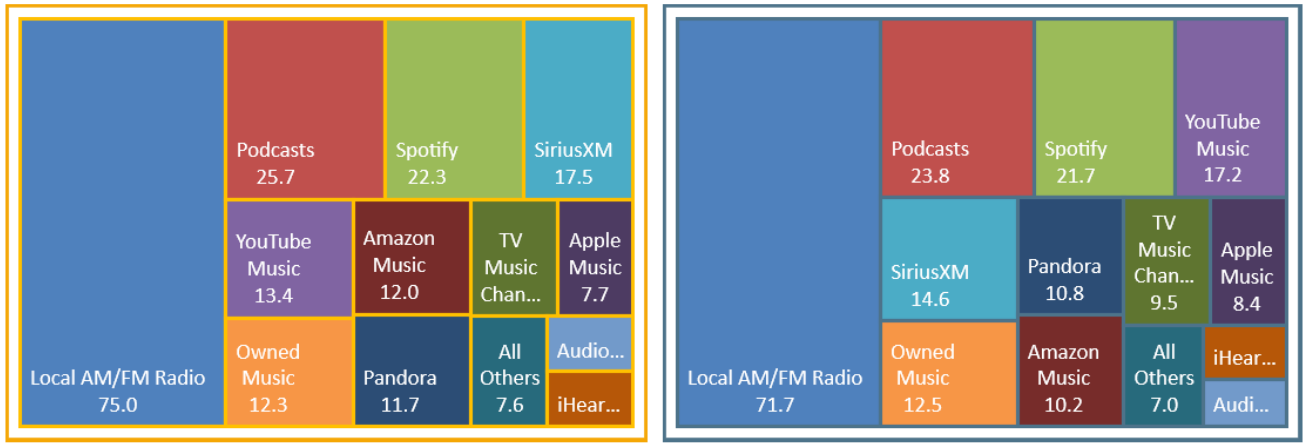


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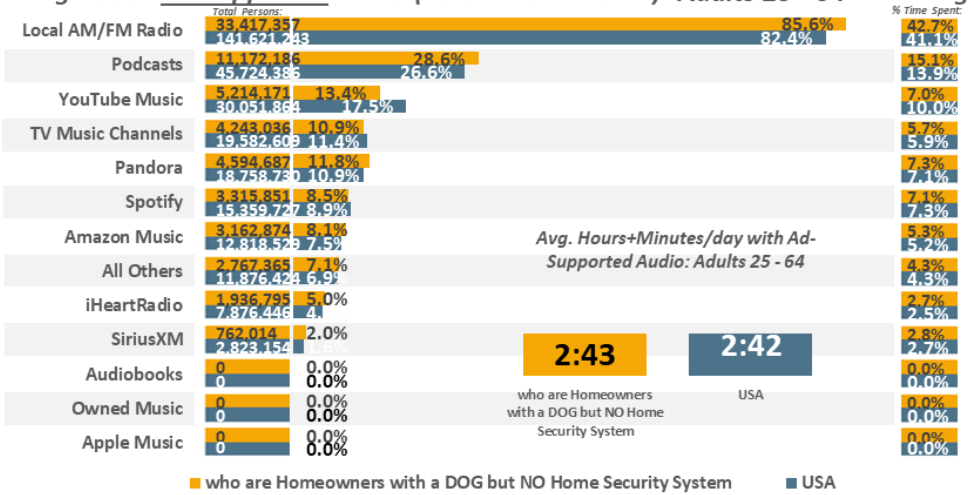
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



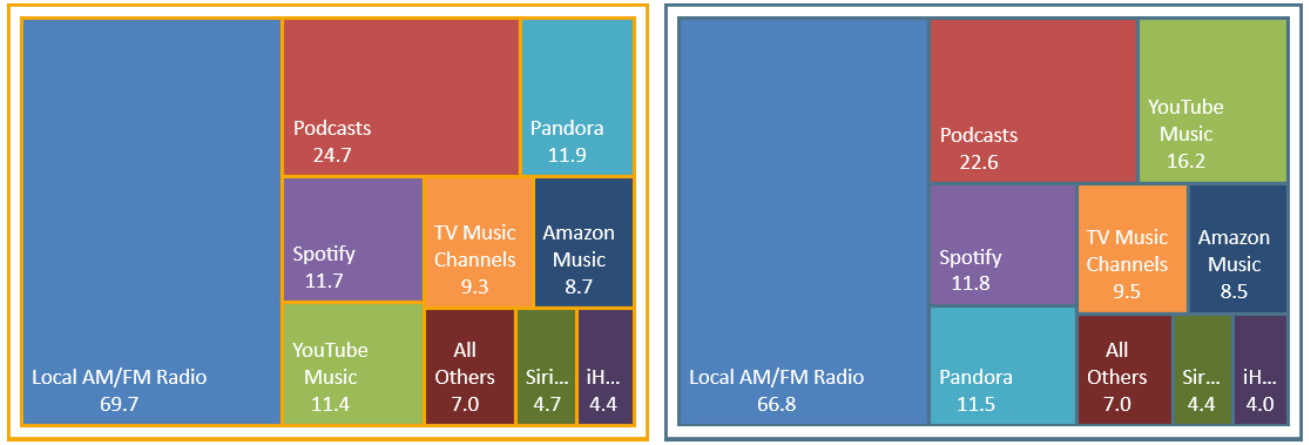
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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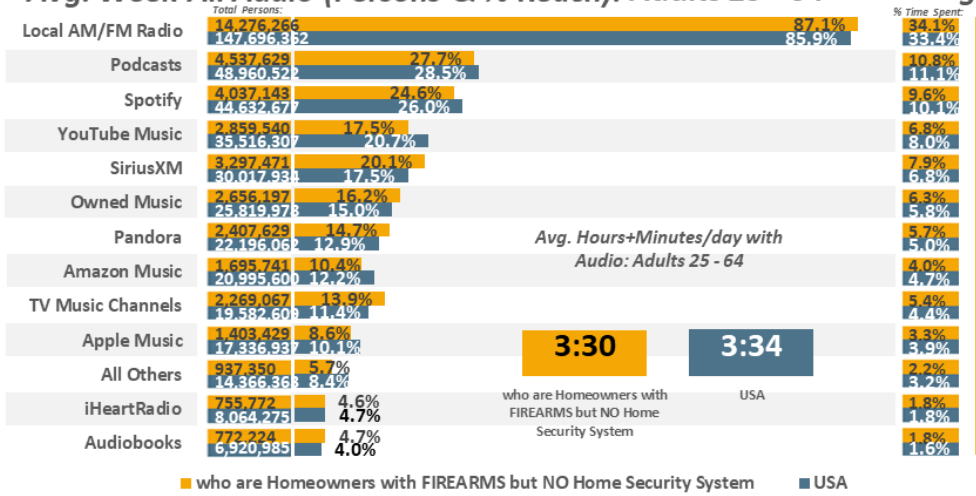
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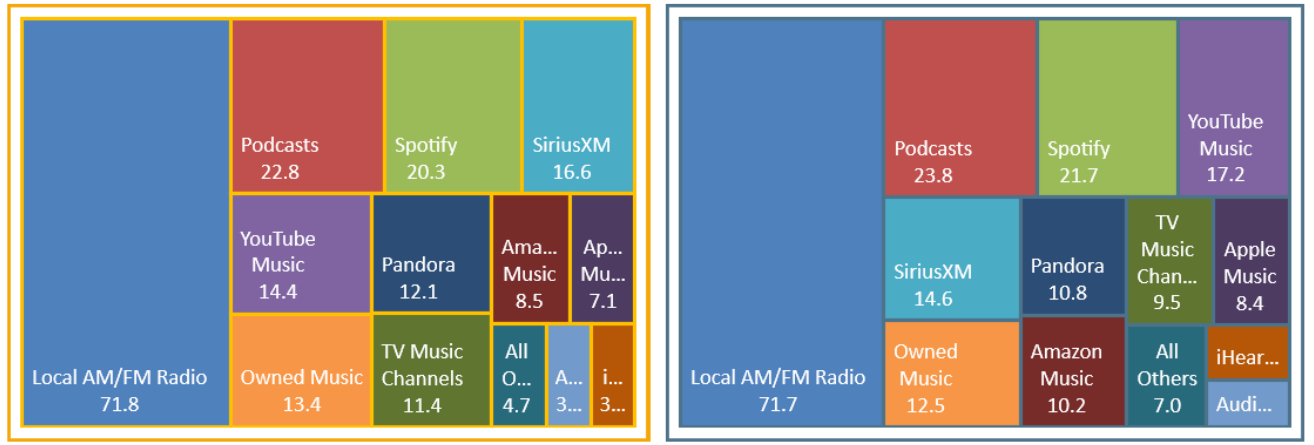


13,646,005 or 83.3% of Adults 25 - 64 who are Homeowners with FIREARMS but NO Home Security System listen to Ad-Supported Local AM/FM Radio for an average of 66.2 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.

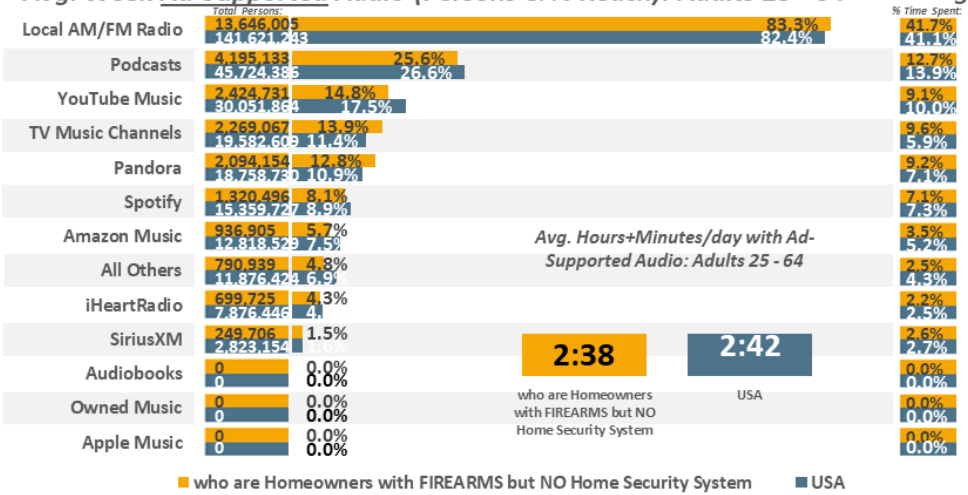
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



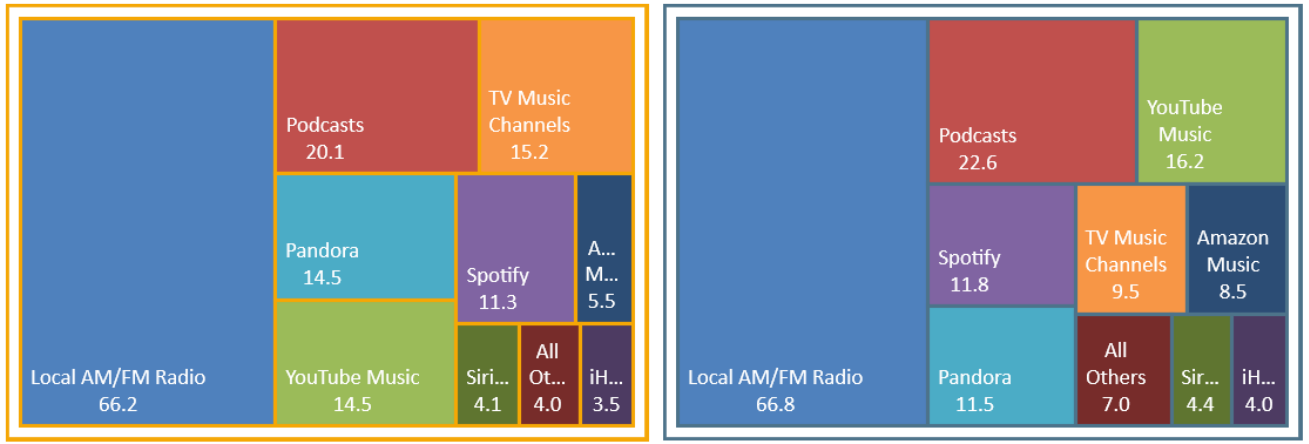
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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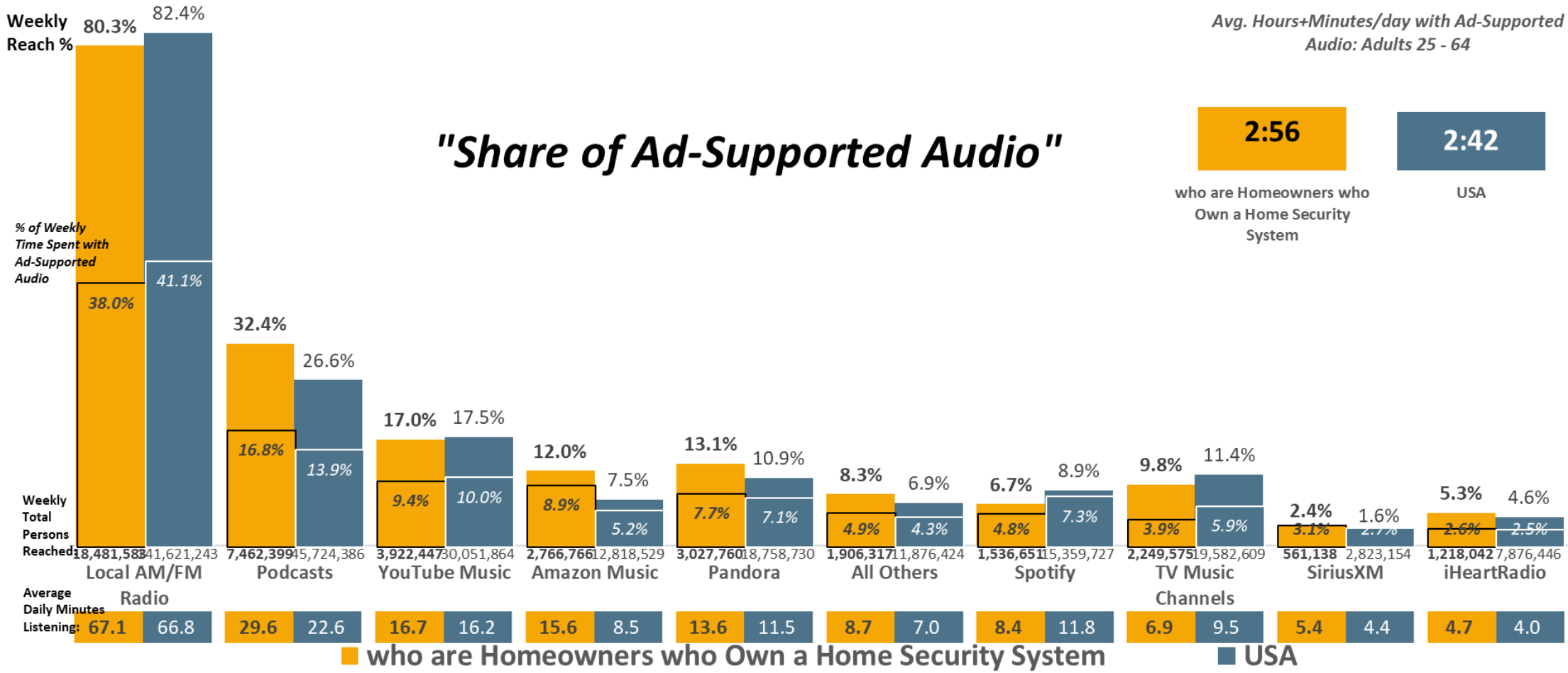
USA Jan23-Feb24 *USA Projection* *Qual Intab* *14,048*

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Own or rent residence (HHLD): Own AND... Events/places plan to attend/visit next 12 months: Shooting range AND NOT Items/services household currently has (HHLD): Home security system



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USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,500

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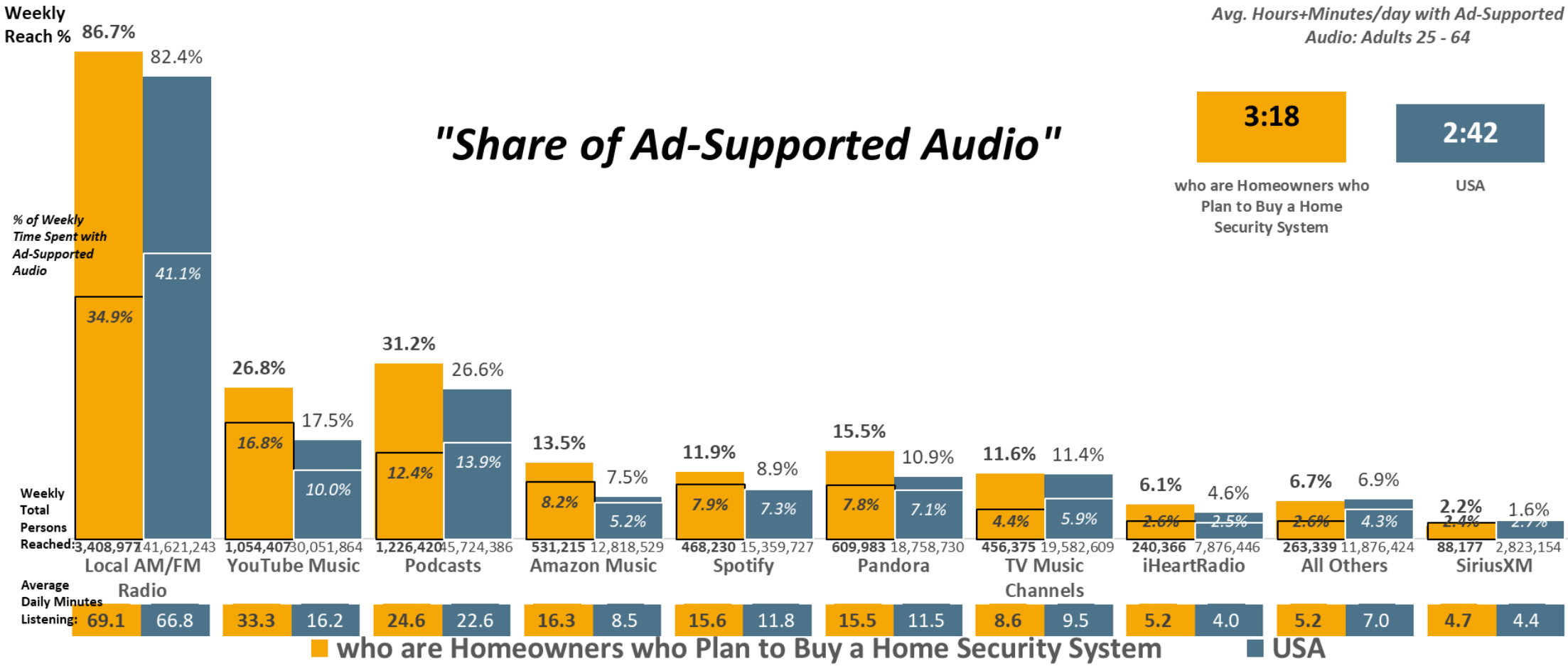
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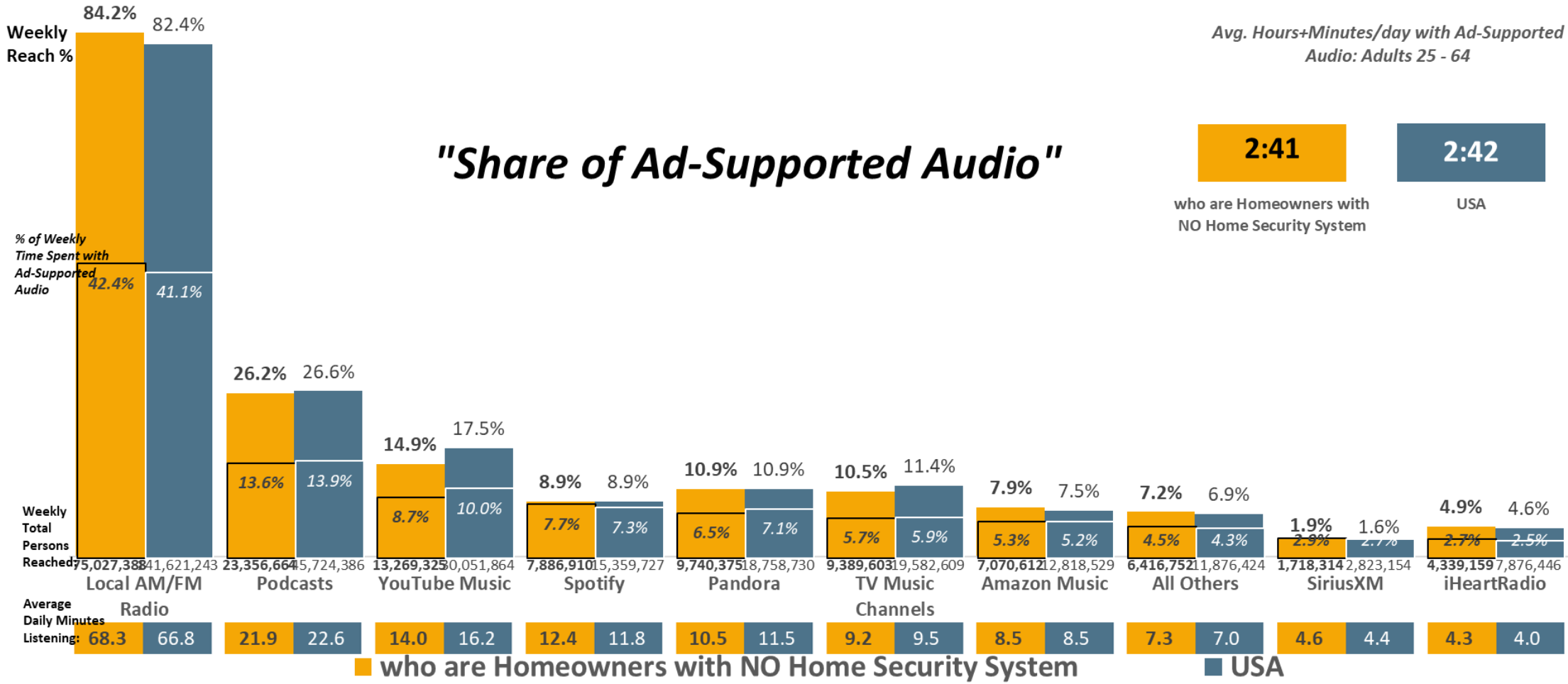
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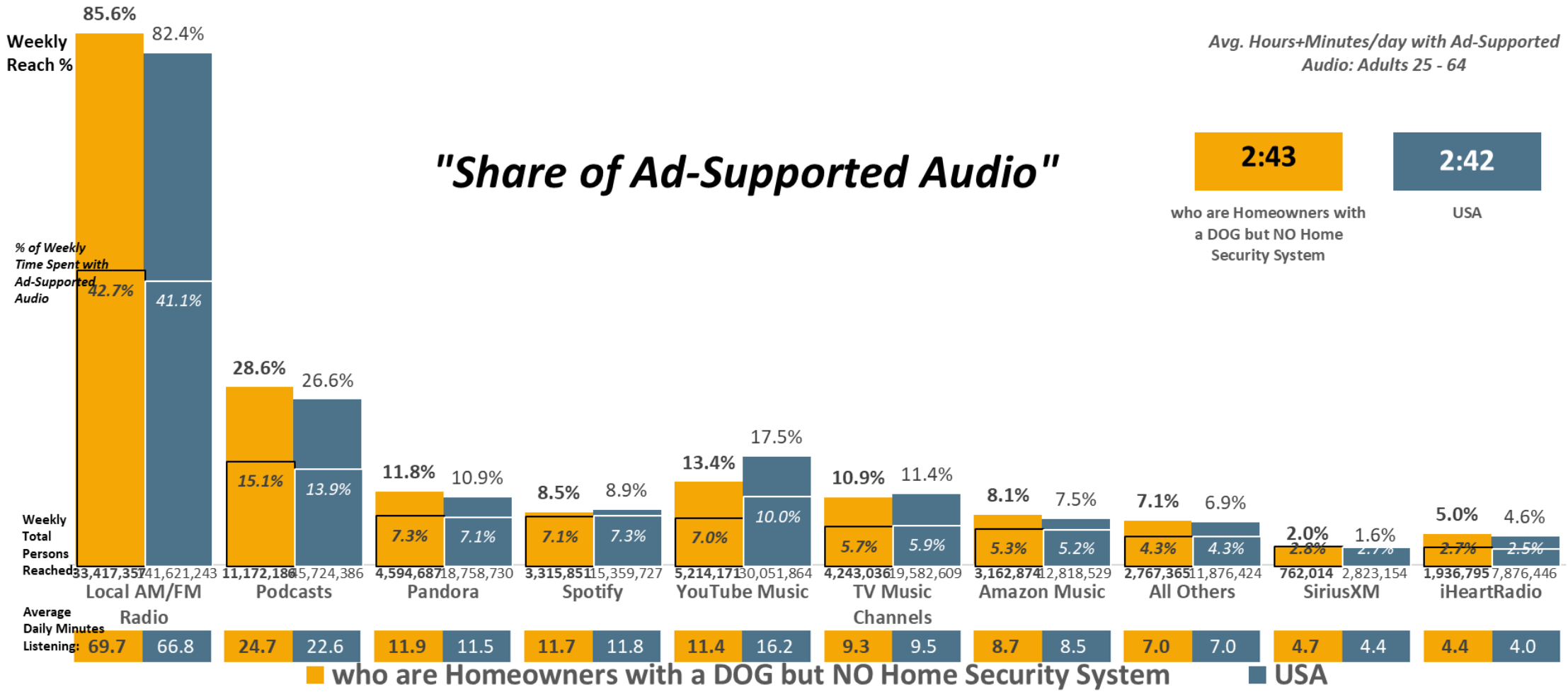
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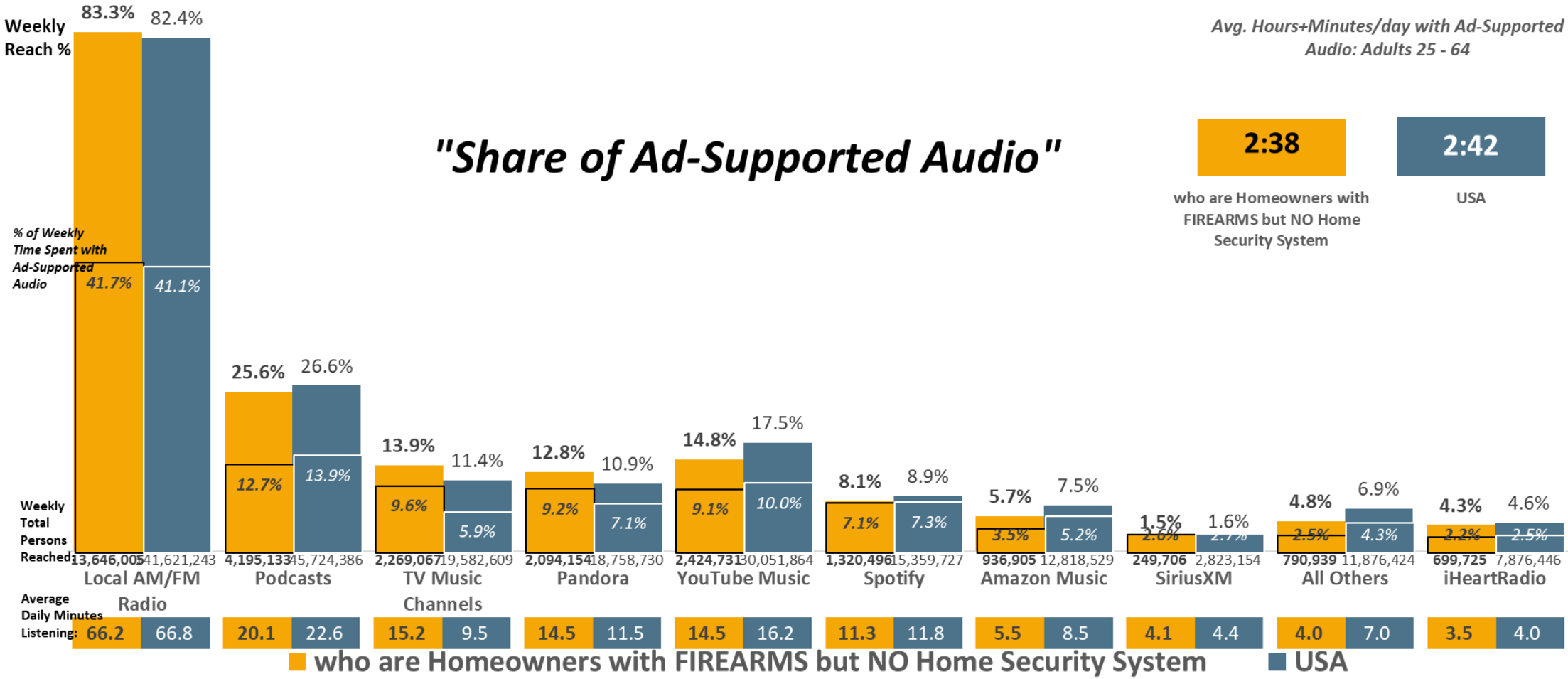
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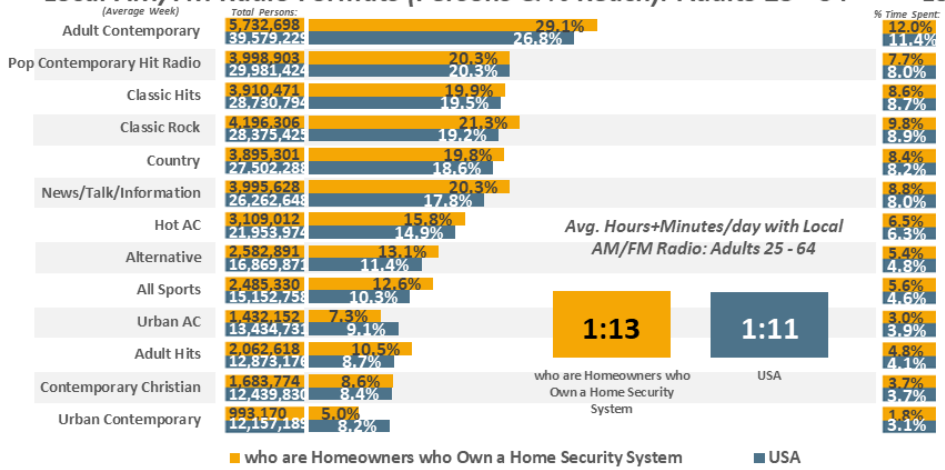
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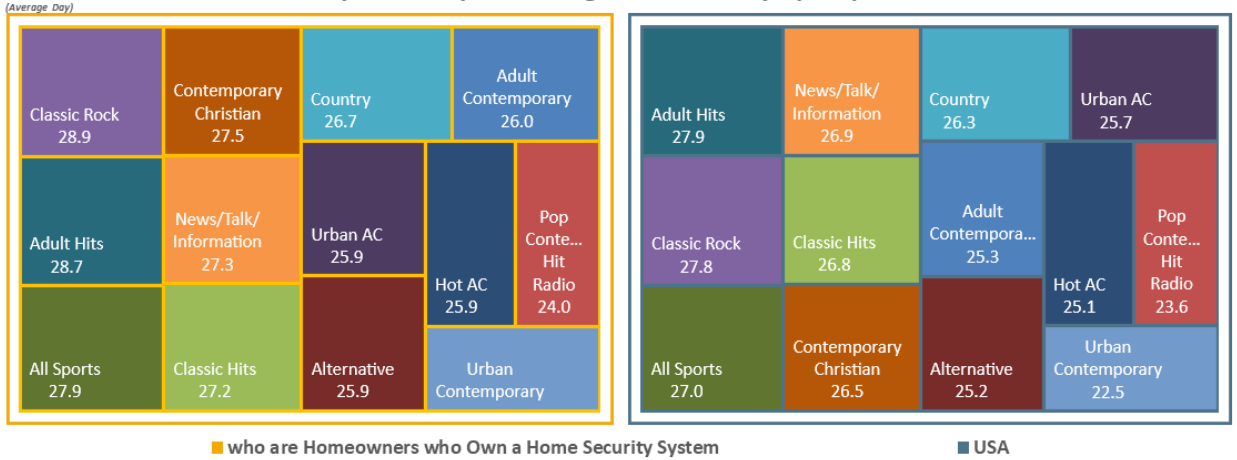
OWN a HOME SECURITY SYSTEM

18,481,583 or 80.3% of Adults 25 - 64 who are Homeowners who Own a Home Security System listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Classic Hits, and Country.

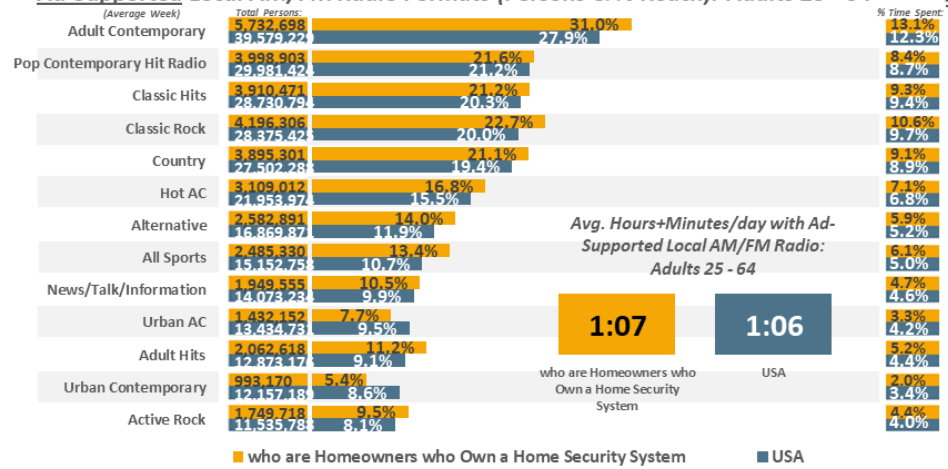
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



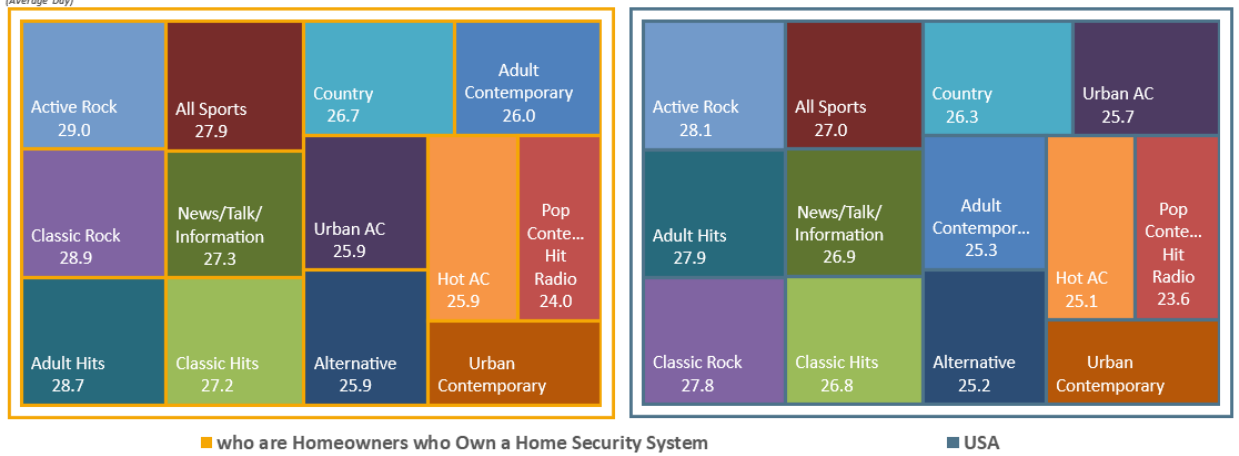
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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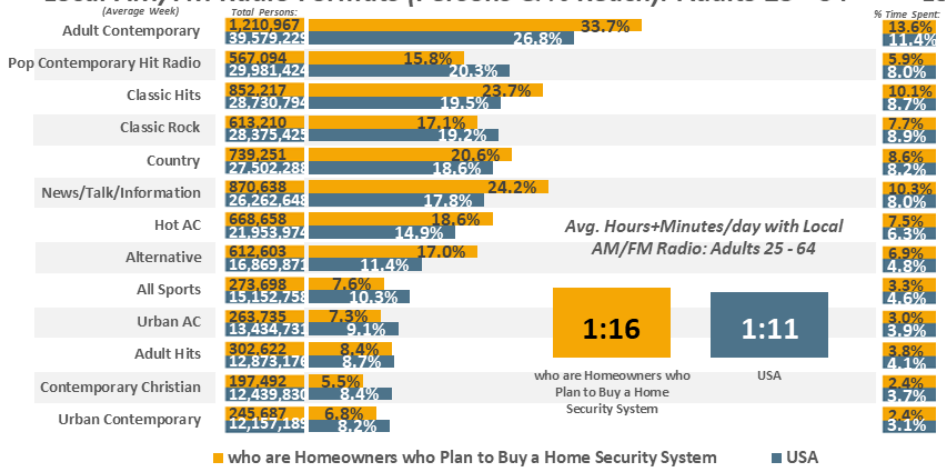
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Own or rent residence (HHLD): Own AND... Items/services household currently has (HHLD): Home security system

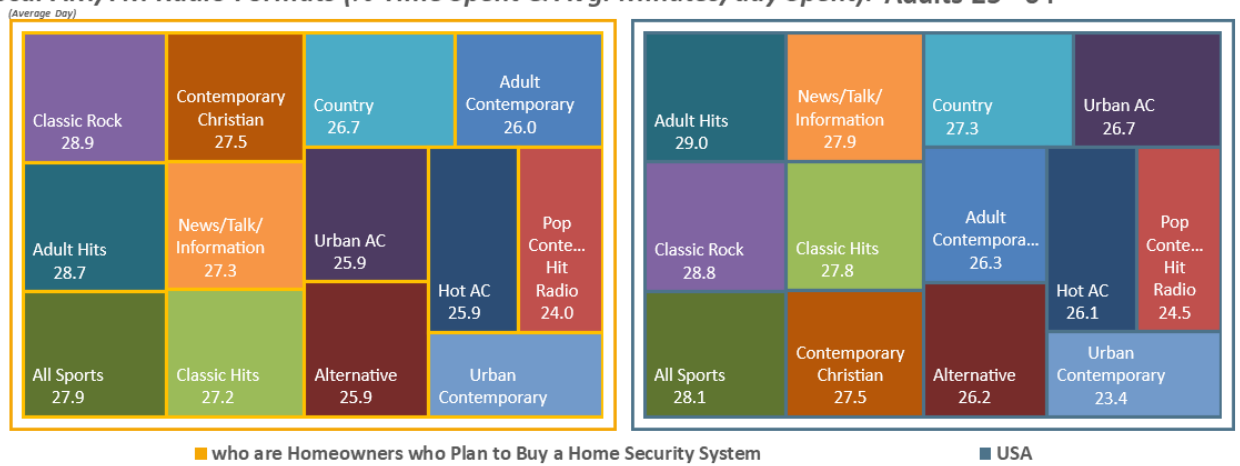
Plan to Buy a HOME SECURITY SYSTEM

3,408,977 or 86.7% of Adults 25 - 64 who are Homeowners who Plan to Buy a Home Security System listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Hot AC, and Classic Rock.

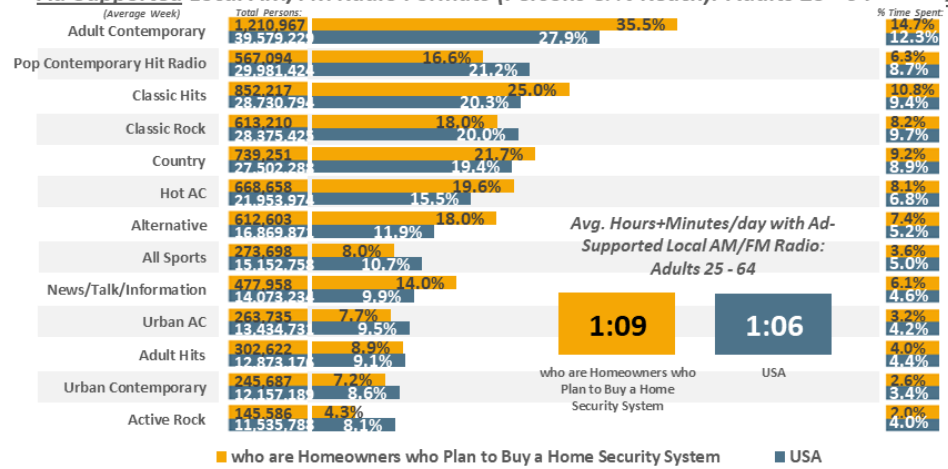
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



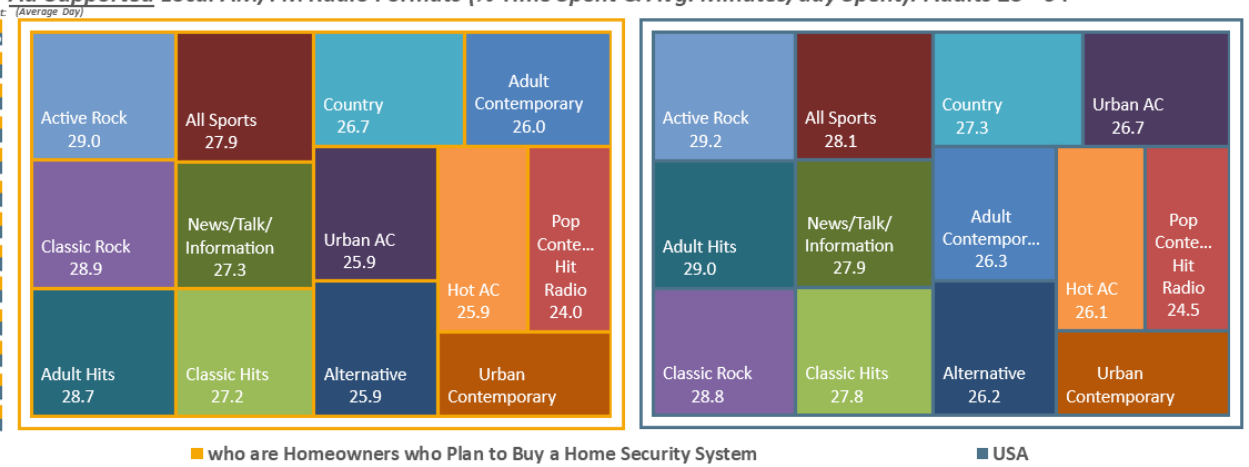
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 9,500

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USA Jan23-Feb24 USA Projection Qual Intab 14,048

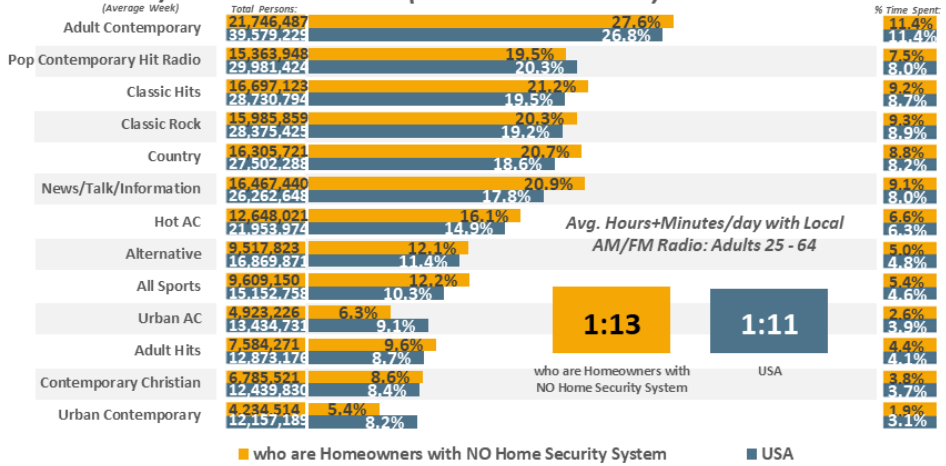
soefa.ai Share of Everything for Anything ©

Own or rent residence (HHLD): Own AND... Items/services HHLD plans to buy in next 12 months (HHLD): Home security system

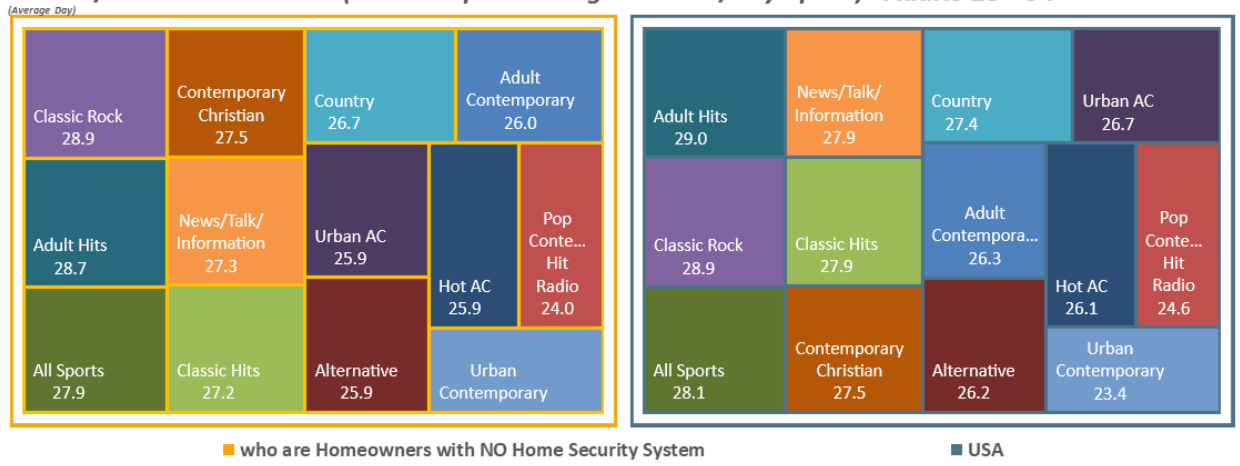


75,027,388 or 84.2% of Adults 25 - 64 who are Homeowners with NO Home Security System listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

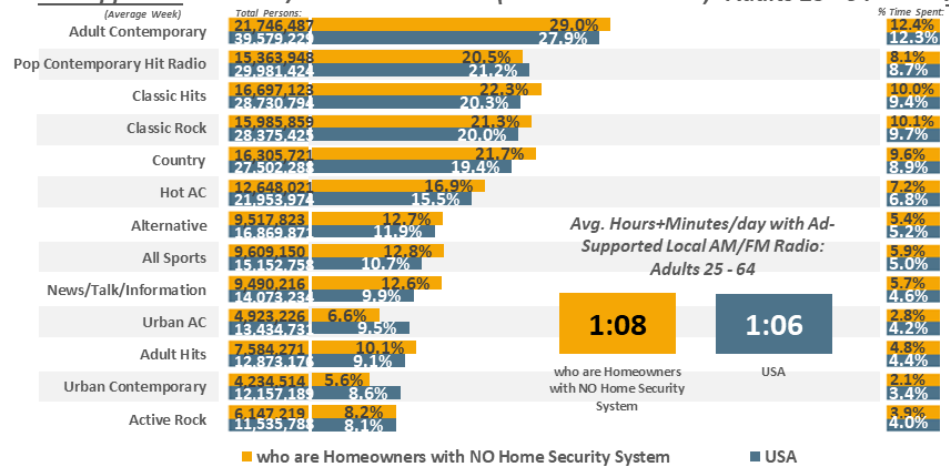
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



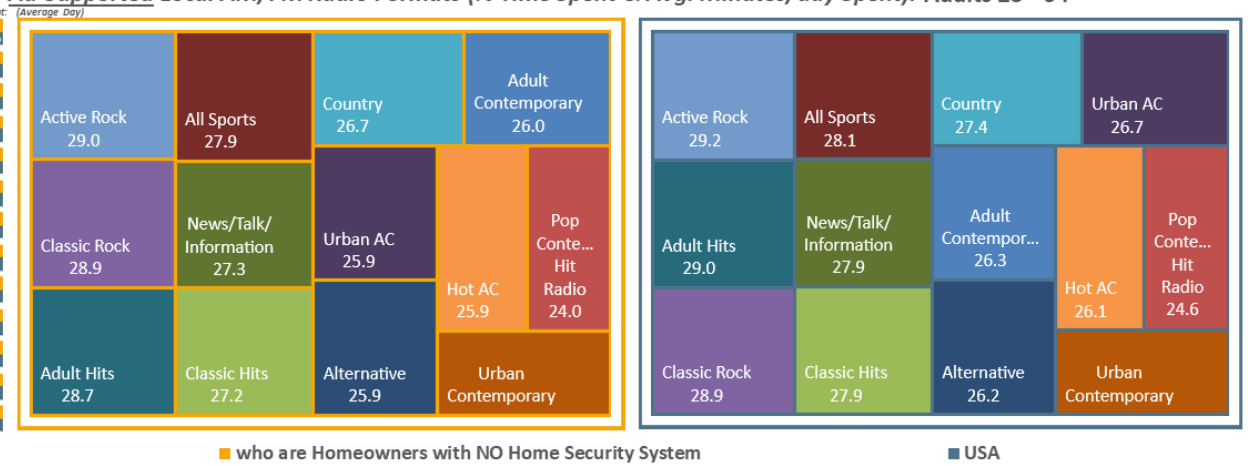
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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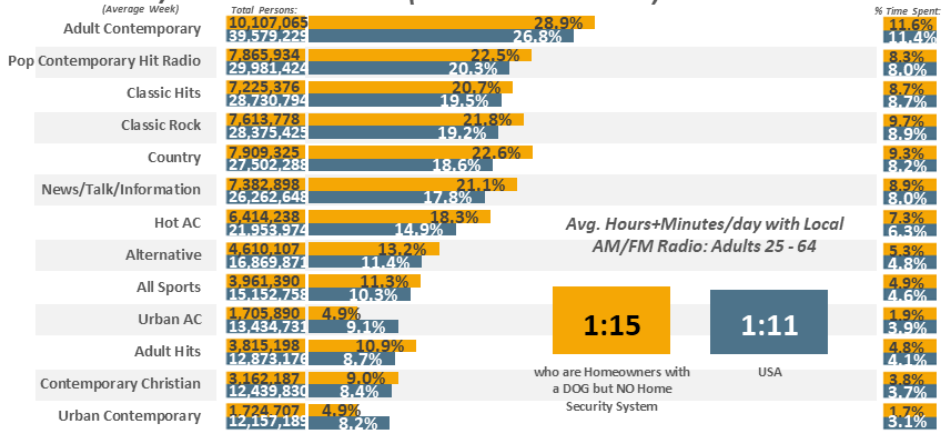
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Own or rent residence (HHLD): Own AND... NOT Items/services household currently has (HHLD): Home security system

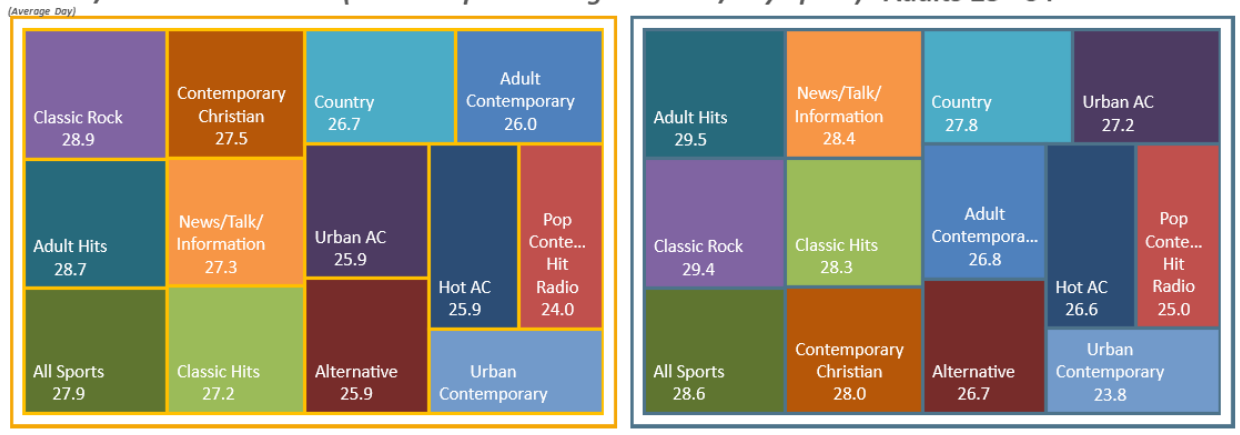


33,417,357 or 85.6% of Adults 25 - 64 who are Homeowners with a DOG but NO Home Security System listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Classic Rock, and Classic Hits.

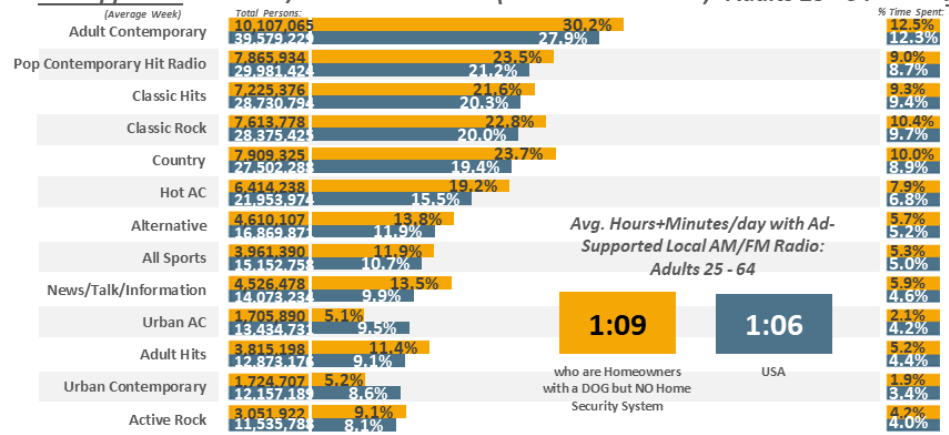
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



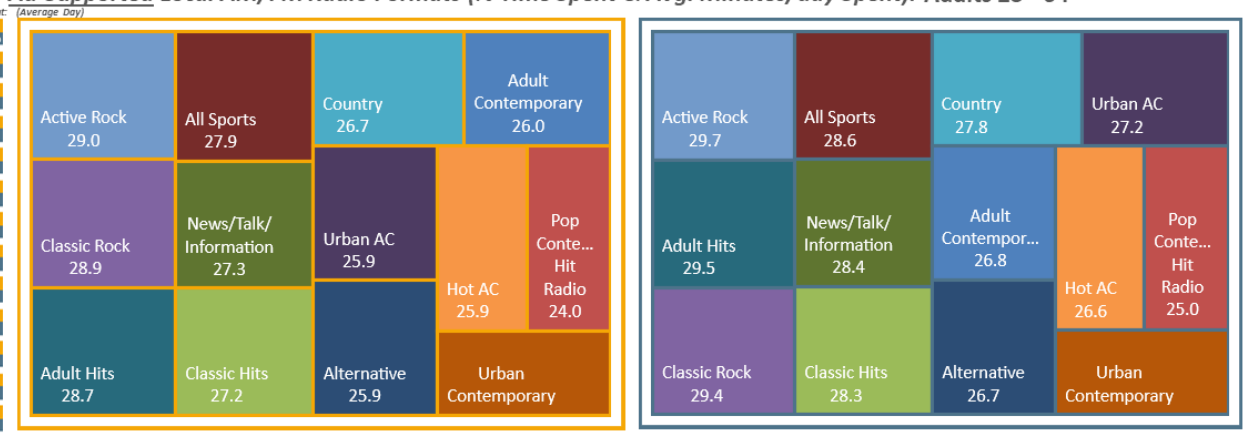
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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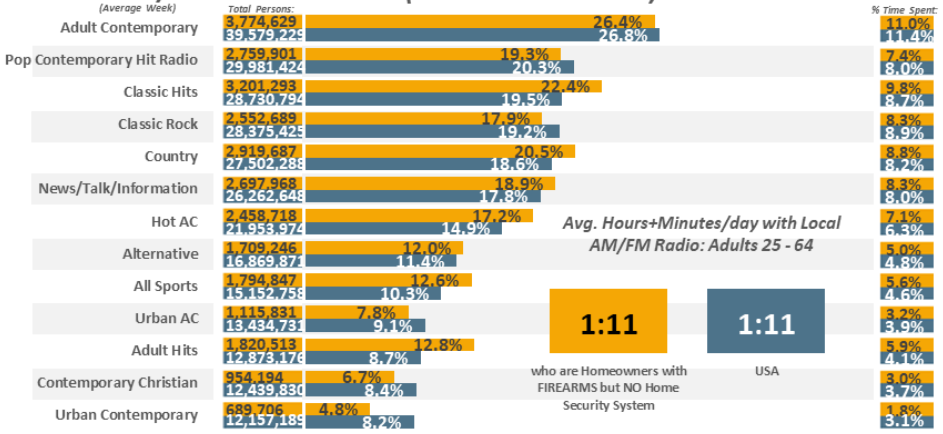
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Own or rent residence (HHLD): Own AND... Lifestyle characteristics: Own a dog AND NOT Items/services household currently has (HHLD): Home security system

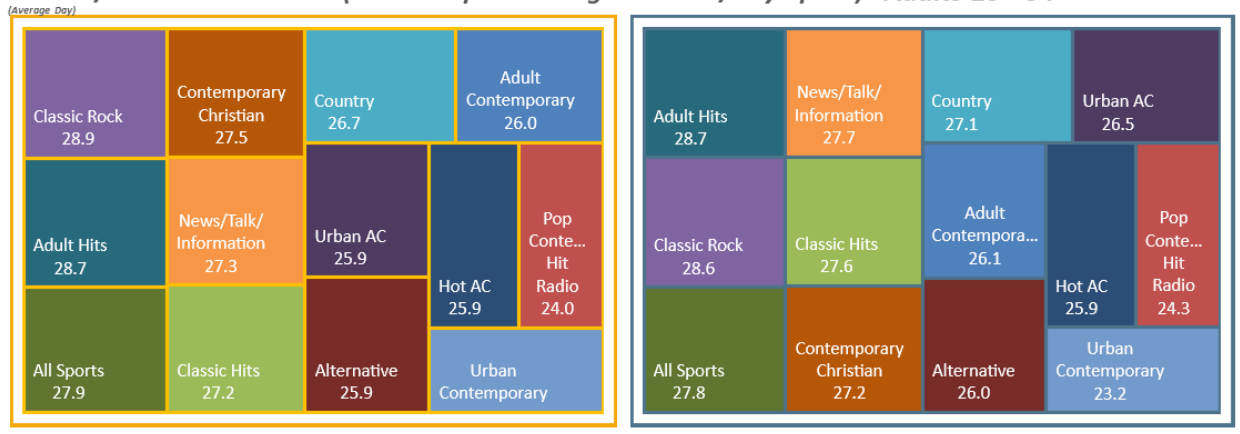


13,646,005 or 83.3% of Adults 25 - 64 who are Homeowners with FIREARMS but NO Home Security System listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Pop Contemporary Hit Radio, and Classic Rock.

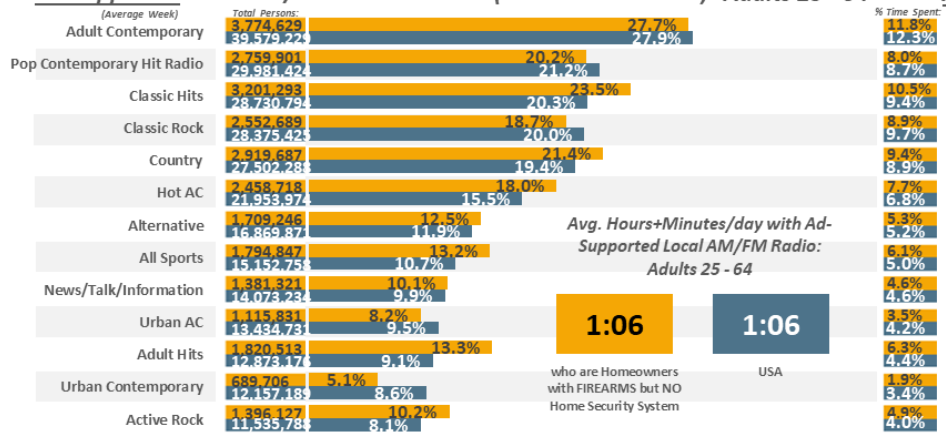
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



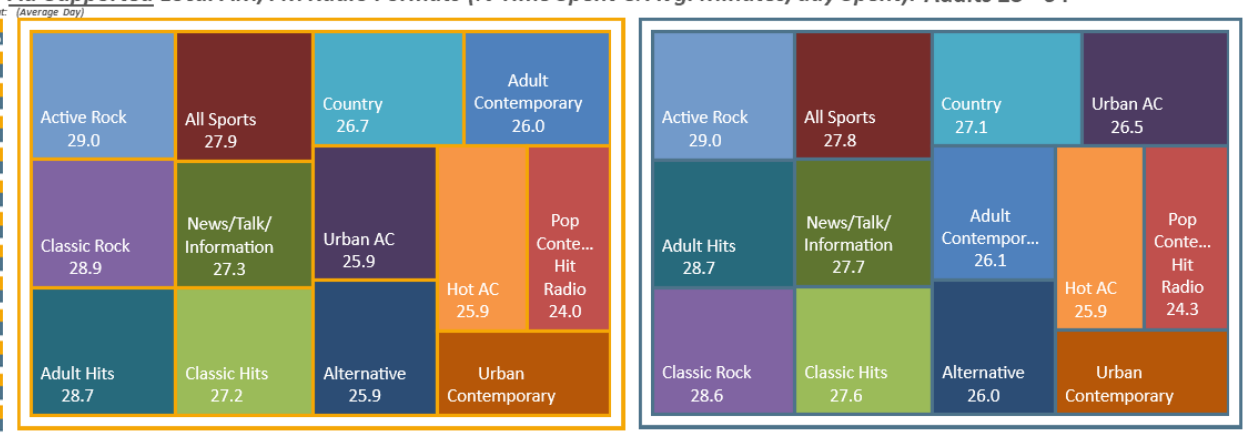
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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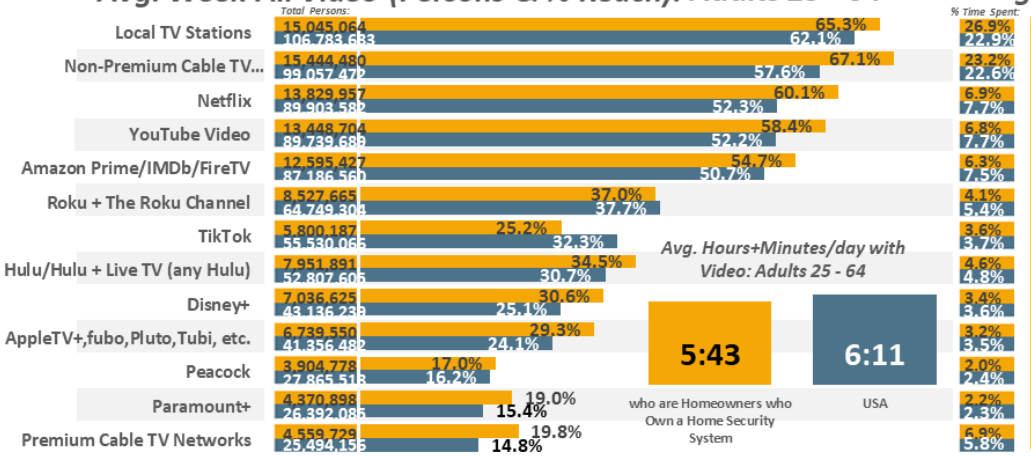
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Own or rent residence (HHLD): Own AND... Events/places plan to attend/visit next 12 months: Shooting range AND NOT Items/services household currently has (HHLD): Home security system

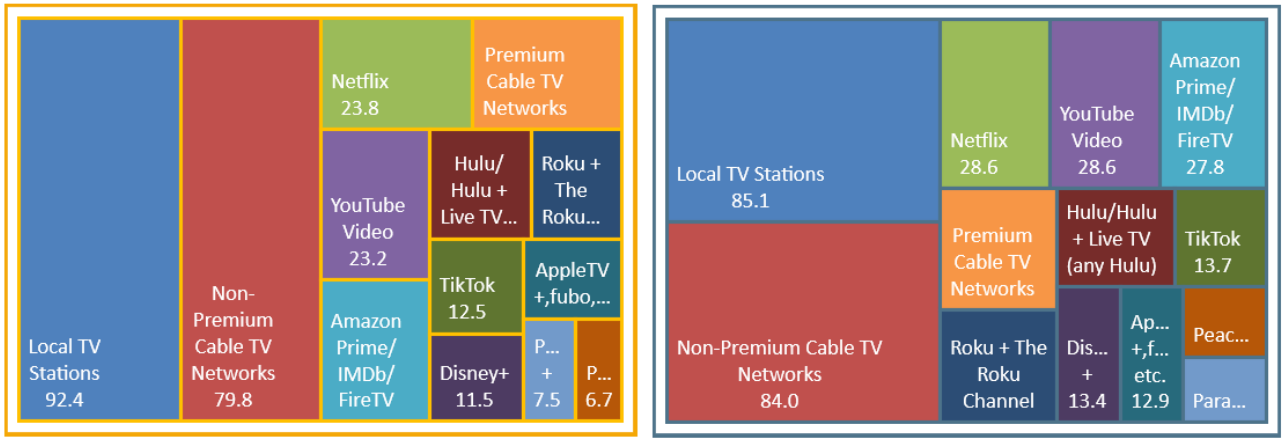


14,846,805 or 64.5% of Adults 25 - 64 who are Homeowners who Own a Home Security System watch Ad-Supported Local TV Stations for an average of 88.5 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

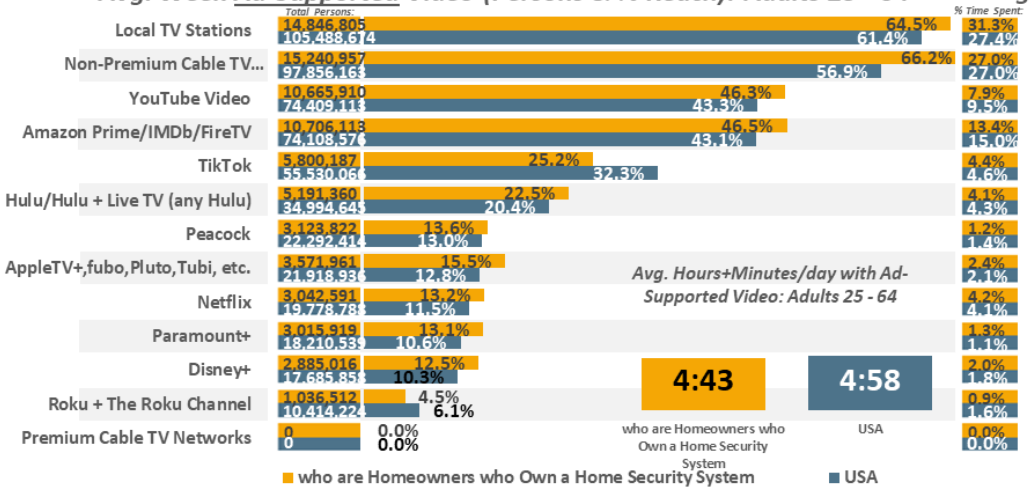
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



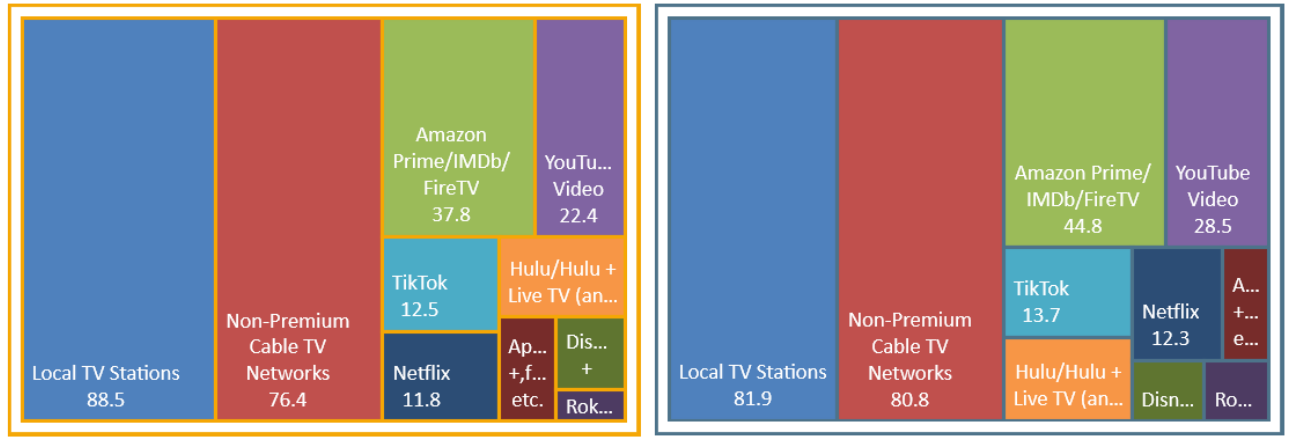
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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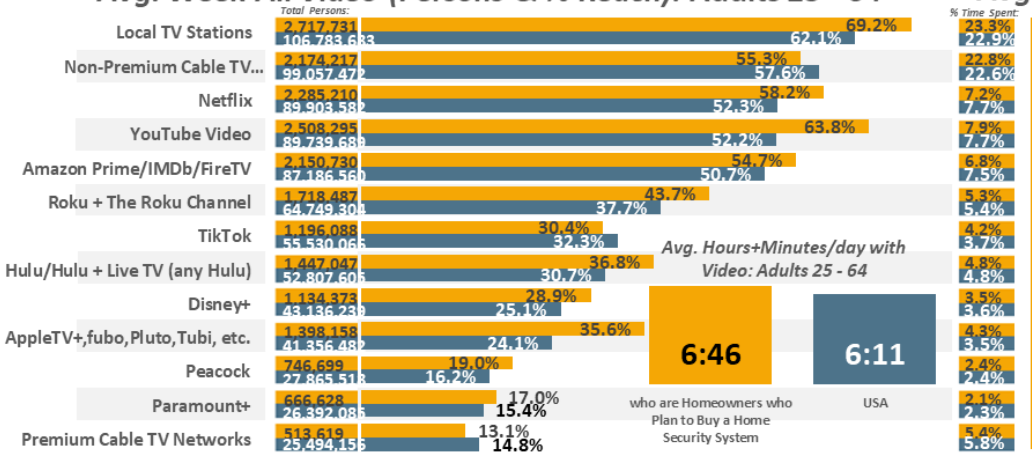
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Own or rent residence (HHLD): Own AND... Items/services household currently has (HHLD): Home security system

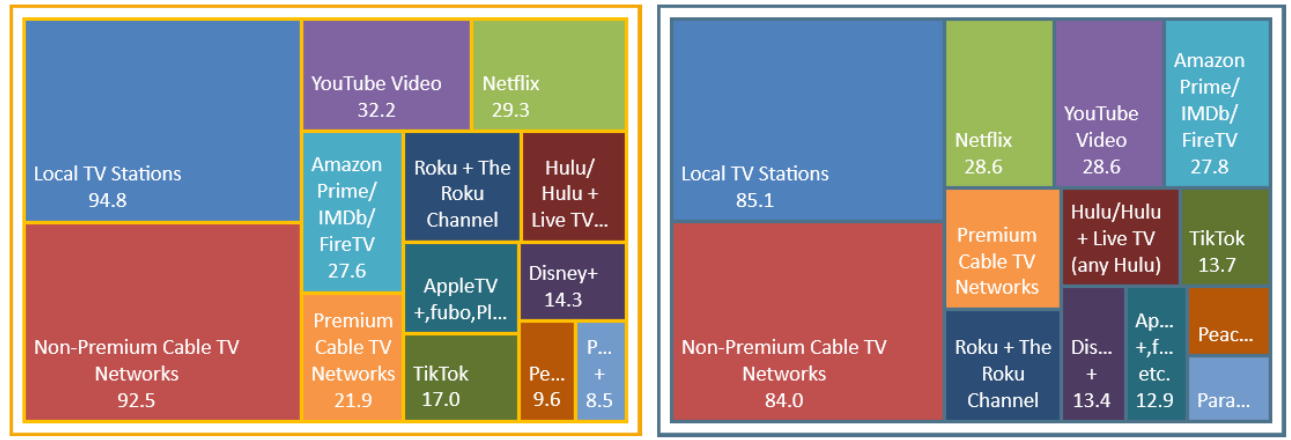
Plan to Buy a HOME SECURITY SYSTEM

2,637,909 or 67.1% of Adults 25 - 64 who are Homeowners who Plan to Buy a Home Security System watch Ad-Supported Local TV Stations for an average of 89.1 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.

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

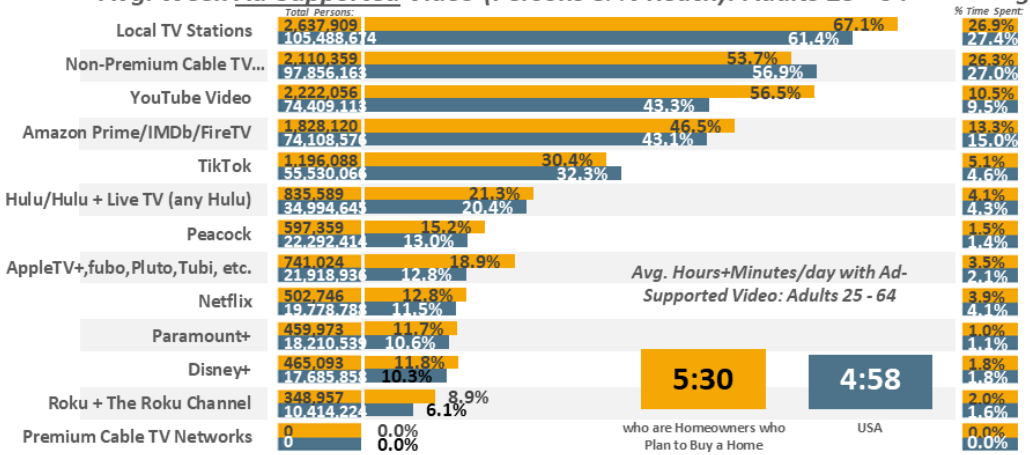


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

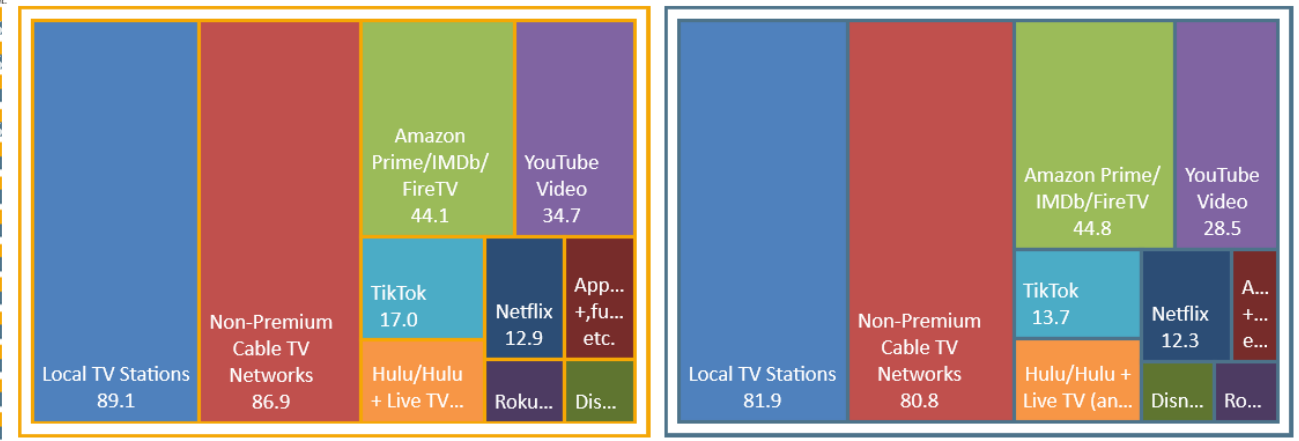


who are Homeowners who Plan to Buy a Home Security System ■ USA

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 are Homeowners who Plan to Buy a Home Security System ■ USA

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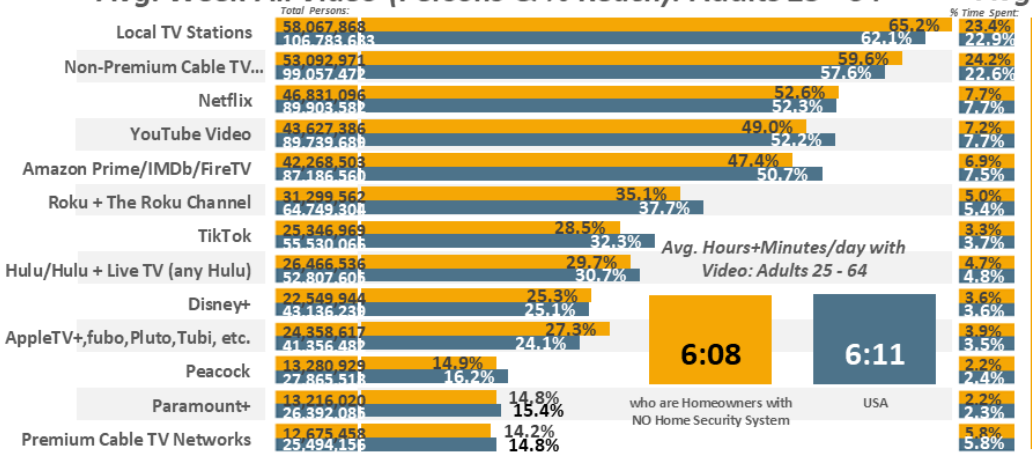
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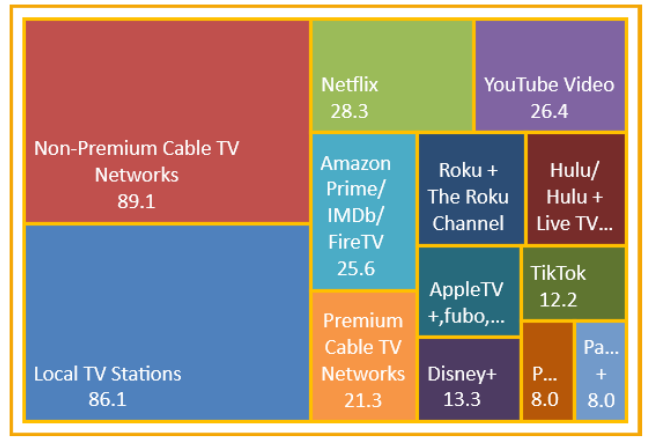
Own or rent residence (HHLD): Own AND... Items/services HHLD plans to buy in next 12 months (HHLD): Home security system

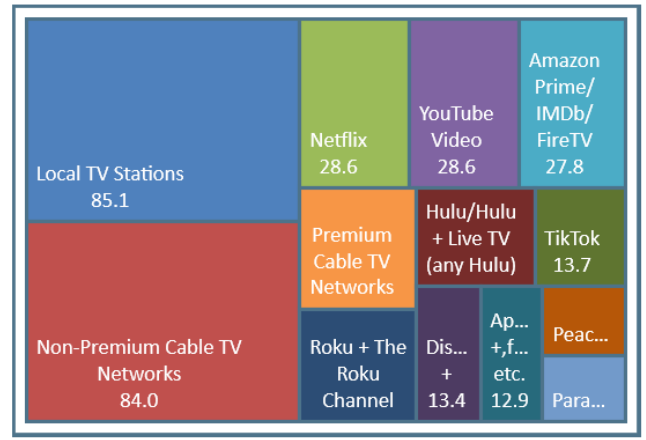


57,439,785 or 64.5% of Adults 25 - 64 who are Homeowners with NO Home Security System watch Ad-Supported Local TV Stations for an average of 82.9 minutes every day representing 28.% of all time spent daily with Ad-Supported Video.

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

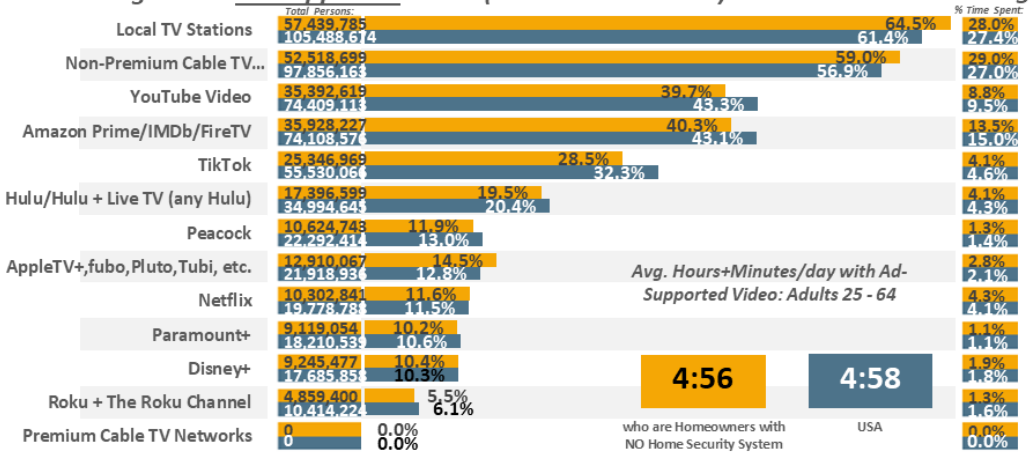


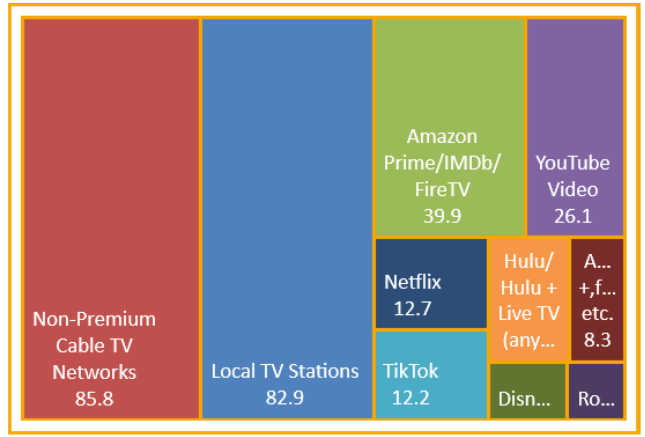


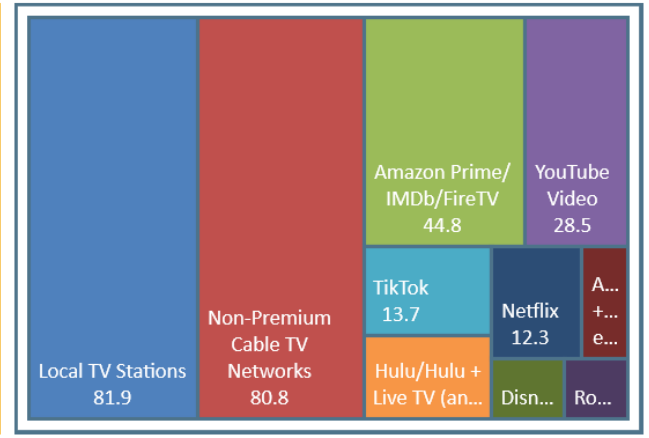


who are Homeowners with NO Home Security System ■ USA

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







who are Homeowners with NO Home Security System ■ USA

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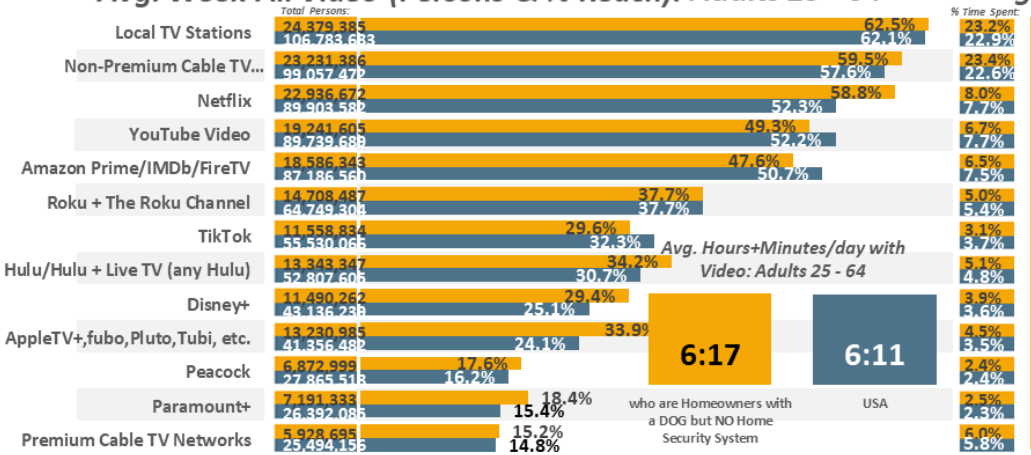
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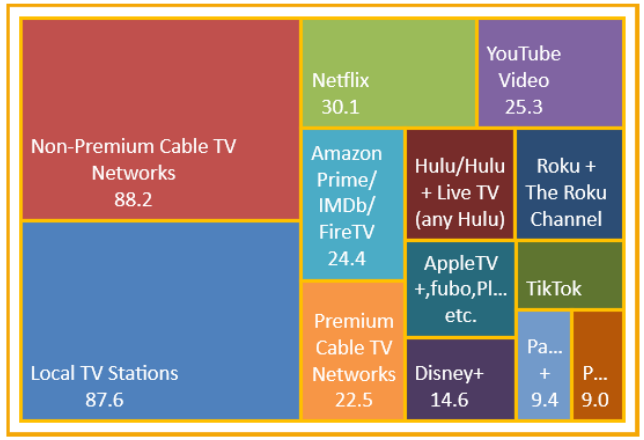
Own or rent residence (HHLD): Own AND... NOT Items/services household currently has (HHLD): Home security system

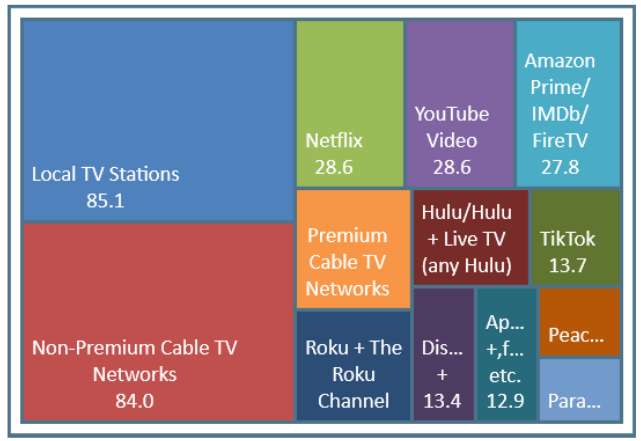


24,116,170 or 61.8% of Adults 25 - 64 who are Homeowners with a DOG but NO Home Security System watch Ad-Supported Local TV Stations for an average of 84.8 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

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

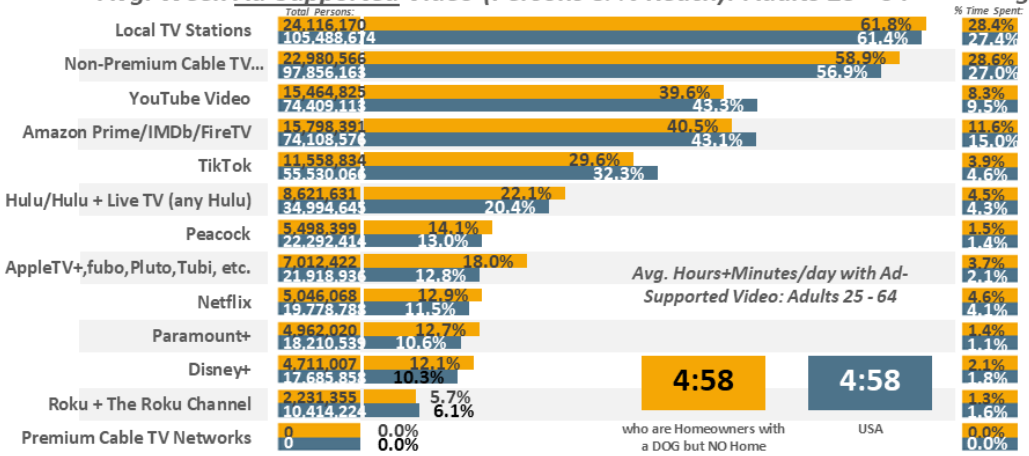


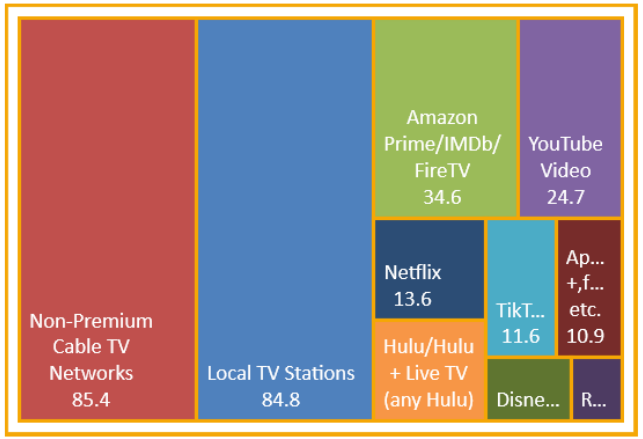


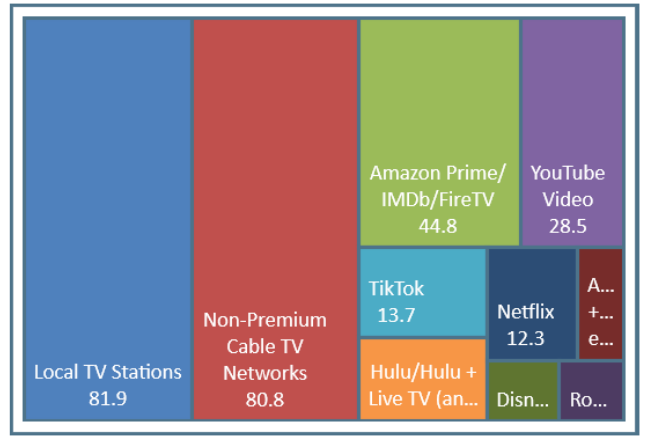


■ who are Homeowners with a DOG but NO Home Security System ■ USA

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







■ who are Homeowners with a DOG but NO Home Security System ■ USA

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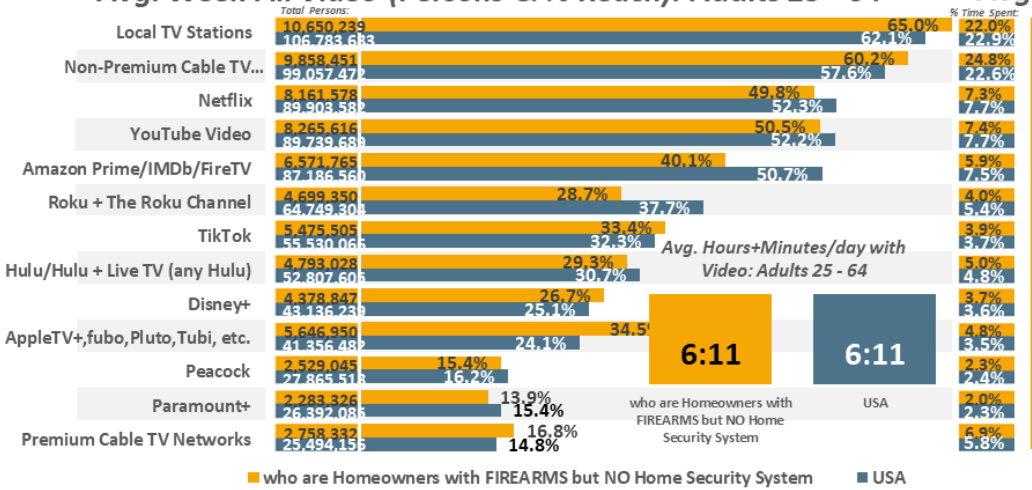
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Own or rent residence (HHLD): Own AND... Lifestyle characteristics: Own a dog AND NOT Items/services household currently has (HHLD): Home security system

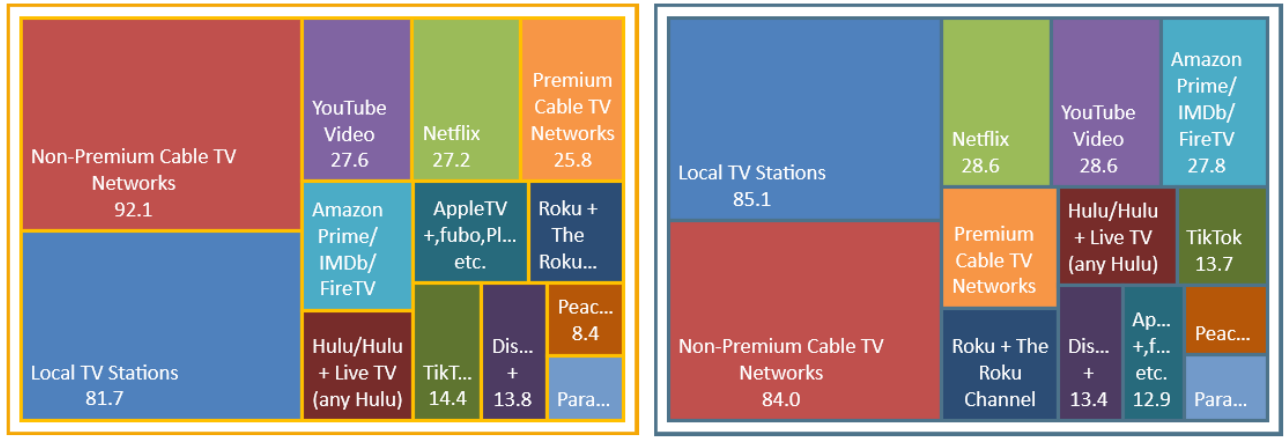


10,559,805 or 64.5% of Adults 25 - 64 who are Homeowners with FIREARMS but NO Home Security System watch Ad-Supported Local TV Stations for an average of 78.8 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.

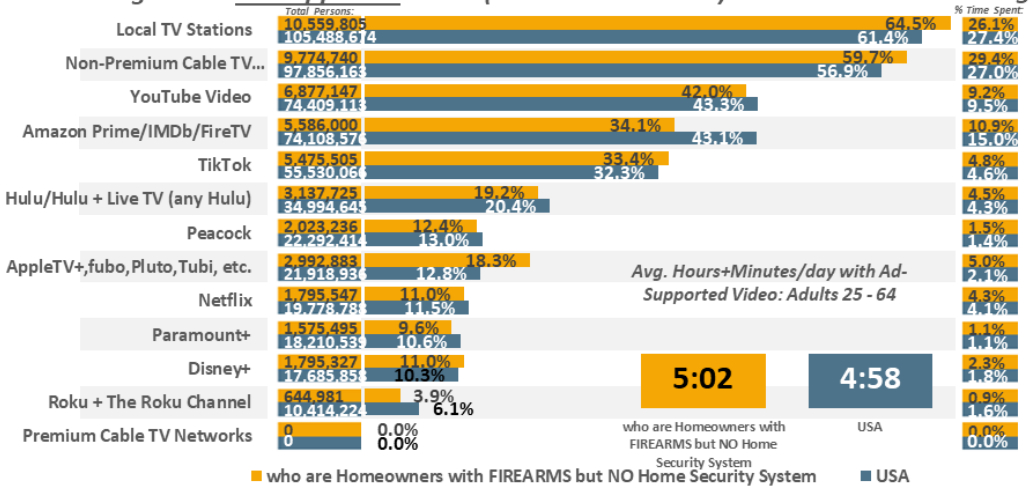
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



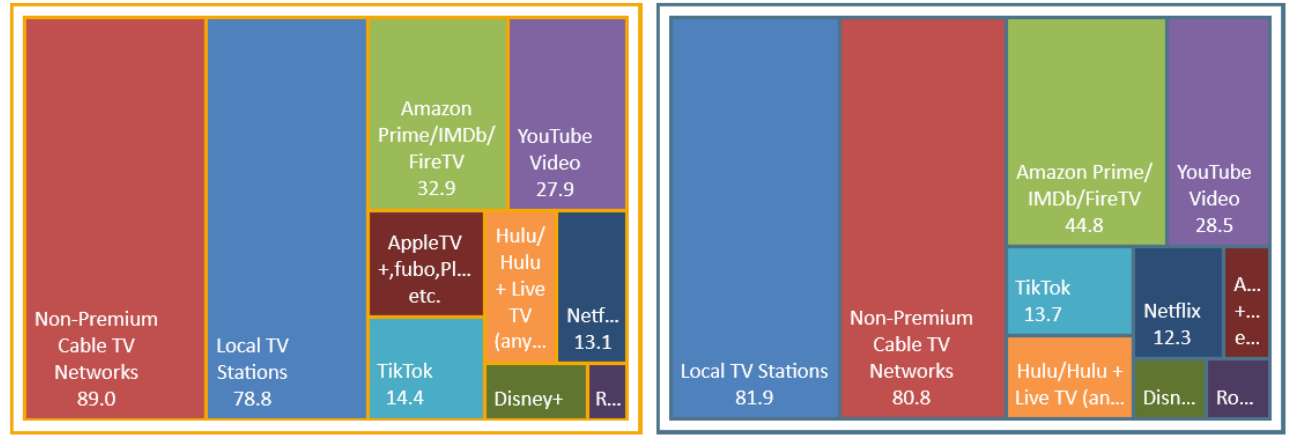
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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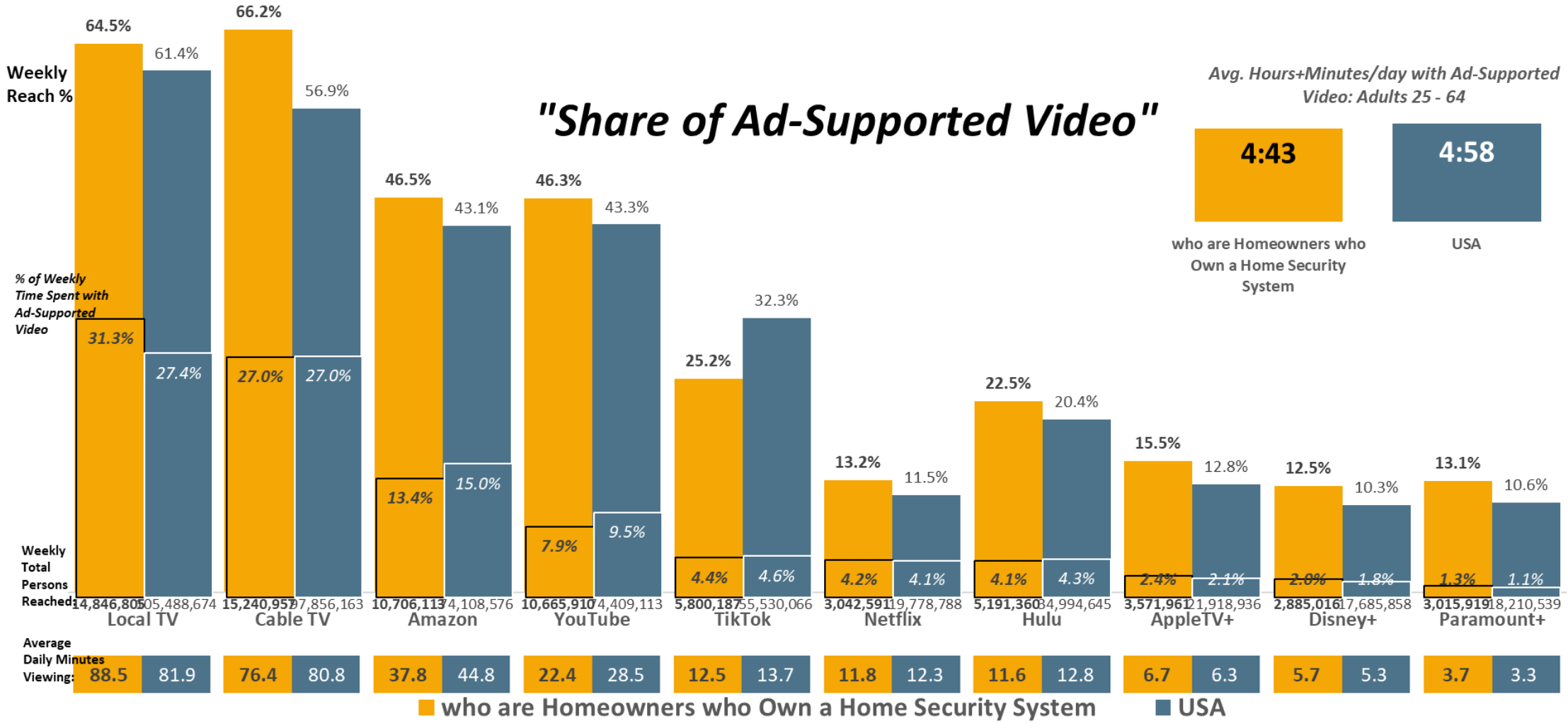
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Own or rent residence (HHLD): Own AND... Events/places plan to attend/visit next 12 months: Shooting range AND NOT Items/services household currently has (HHLD): Home security system



14,846,805 or 64.5% of Adults 25 - 64 who are Homeowners who Own a Home Security System watch Ad-Supported Local TV Stations for an average of 88.5 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.



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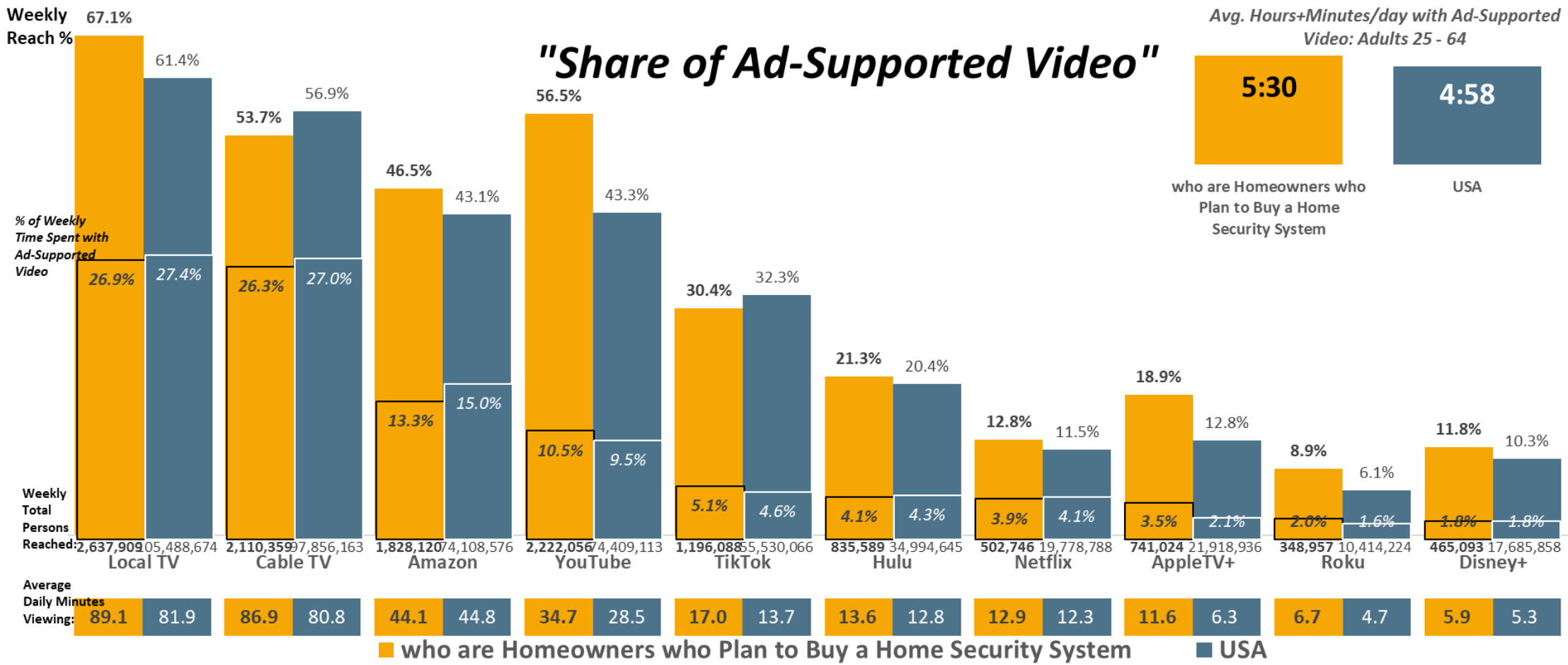
USA Jan23-Feb24 USA Projection Qual Intab 14,048

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Own or rent residence (HHLD): Own AND... Items/services household currently has (HHLD): Home security system



2,637,909 or 67.1% of Adults 25 - 64 who are Homeowners who Plan to Buy a Home Security System watch Ad-Supported Local TV Stations for an average of 89.1 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 9,500

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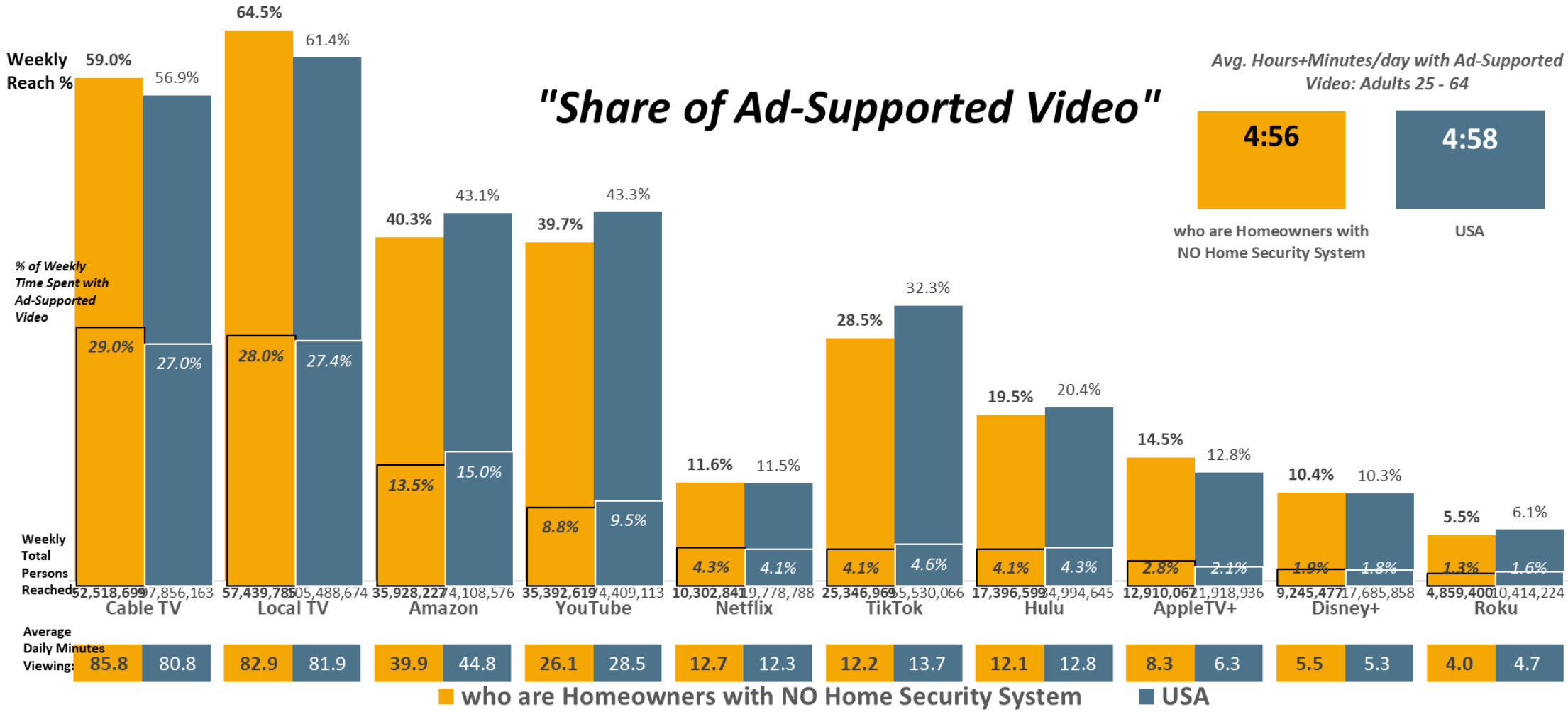
USA Jan23-Feb24 USA Projection Qual Intab 14,048

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Own or rent residence (HHLD): Own AND... Items/services HHLD plans to buy in next 12 months (HHLD): Home security system



57,439,785 or 64.5% of Adults 25 - 64 who are Homeowners with NO Home Security System watch Ad-Supported Local TV Stations for an average of 82.9 minutes every day representing 28.% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,500

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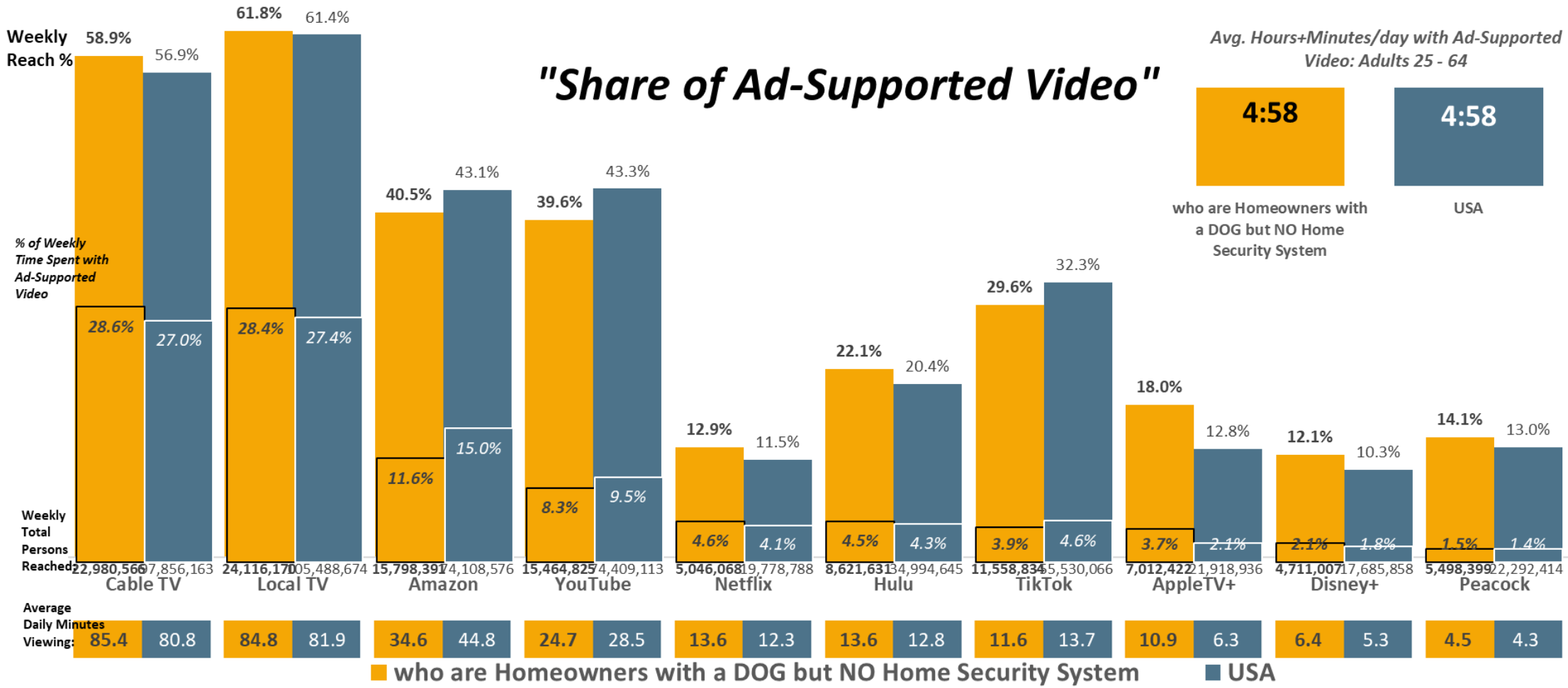
USA Jan23-Feb24 USA Projection Qual Intab 14,048

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Own or rent residence (HHLD): Own AND... NOT Items/services household currently has (HHLD): Home security system



24,116,170 or 61.8% of Adults 25 - 64 who are Homeowners with a DOG but NO Home Security System watch Ad-Supported Local TV Stations for an average of 84.8 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.



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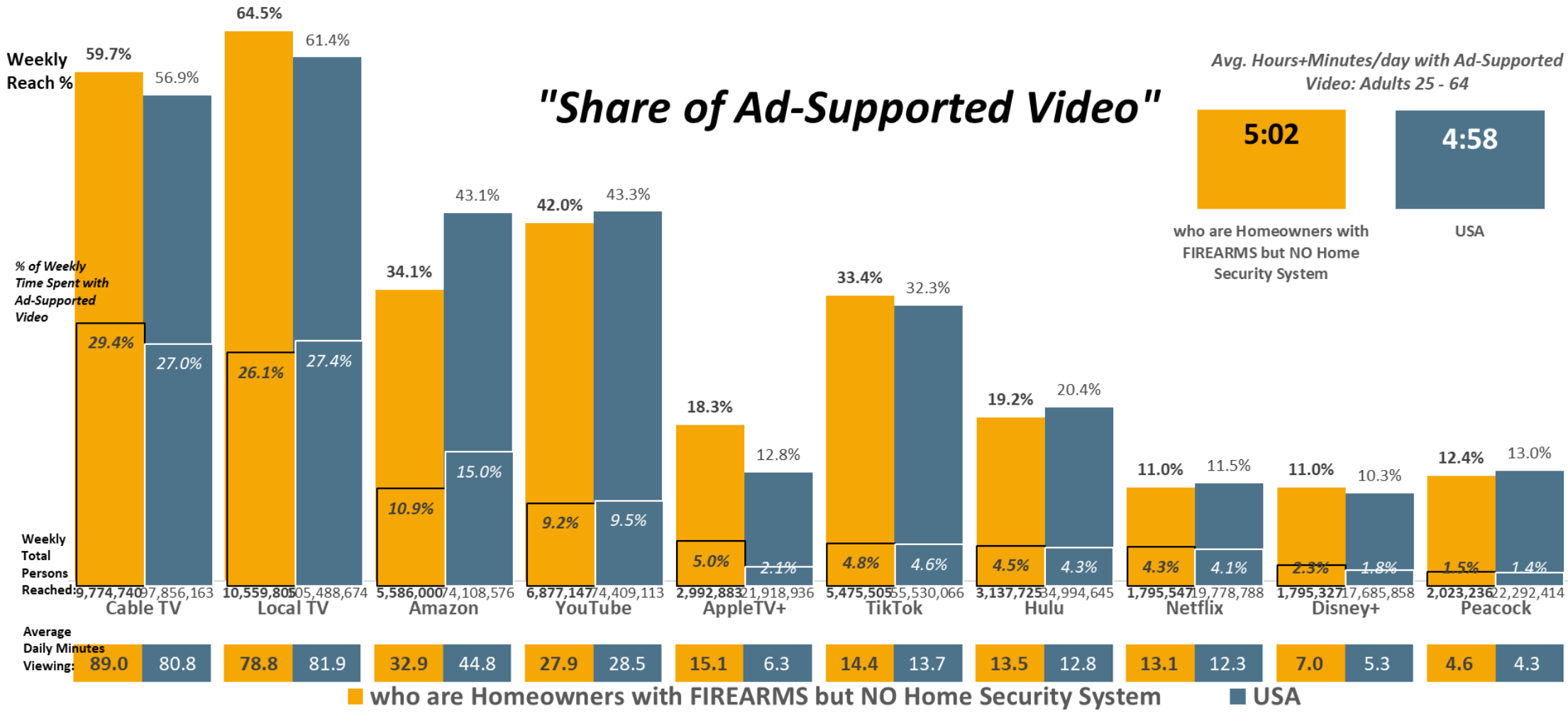
USA Jan23-Feb24 USA Projection Qual Intab 14,048

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Own or rent residence (HHLD): Own AND... Lifestyle characteristics: Own a dog AND NOT Items/services household currently has (HHLD): Home security system



10,559,805 or 64.5% of Adults 25 - 64 who are Homeowners with FIREARMS but NO Home Security System watch Ad-Supported Local TV Stations for an average of 78.8 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.



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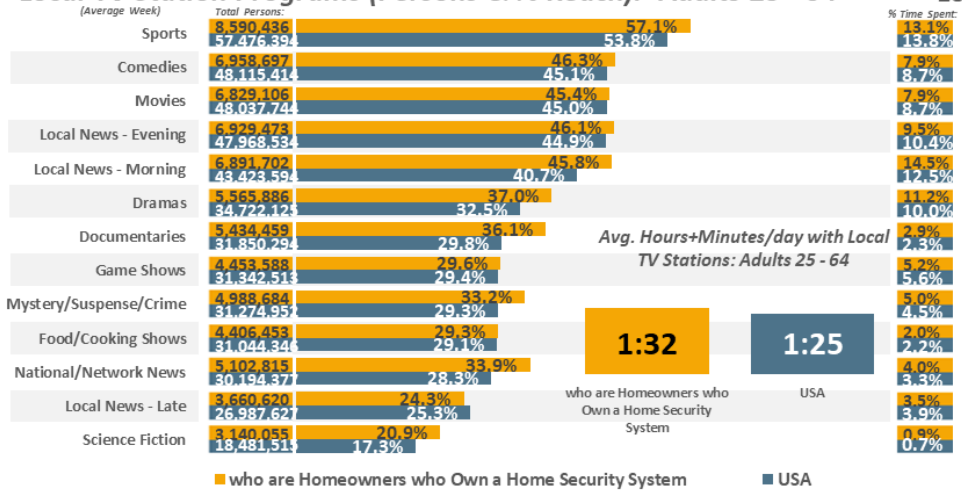
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Own or rent residence (HHLD): Own AND... Events/places plan to attend/visit next 12 months: Shooting range AND NOT Items/services household currently has (HHLD): Home security system

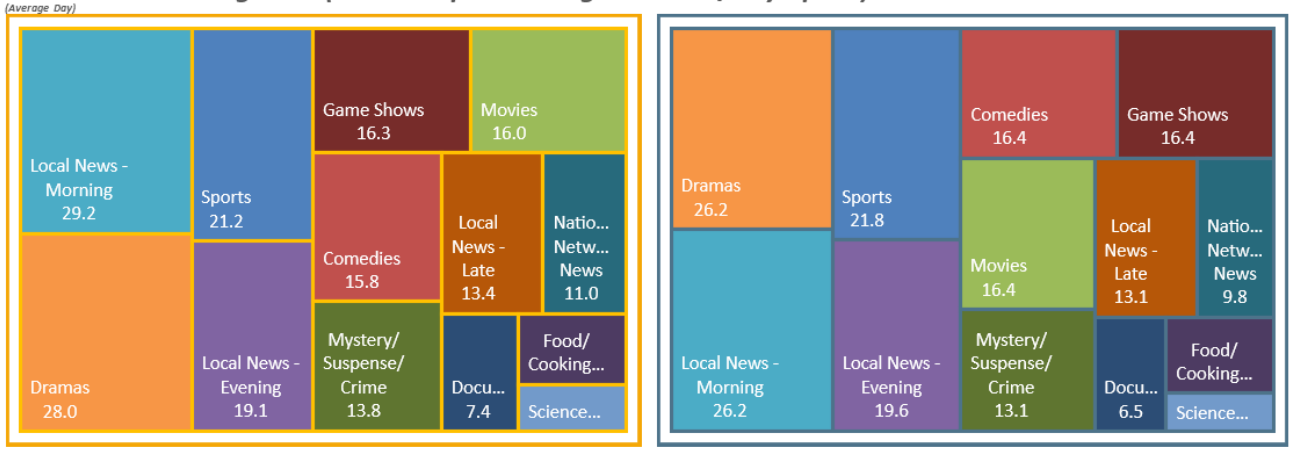


14,846,805 or 64.5% of Adults 25 - 64 who are Homeowners who Own a Home Security System watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Movies, Comedies, and Dramas.

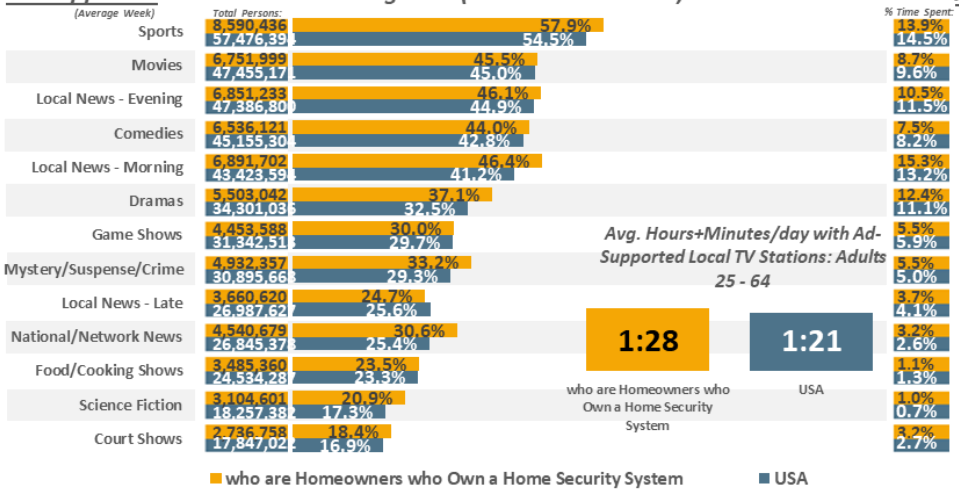
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



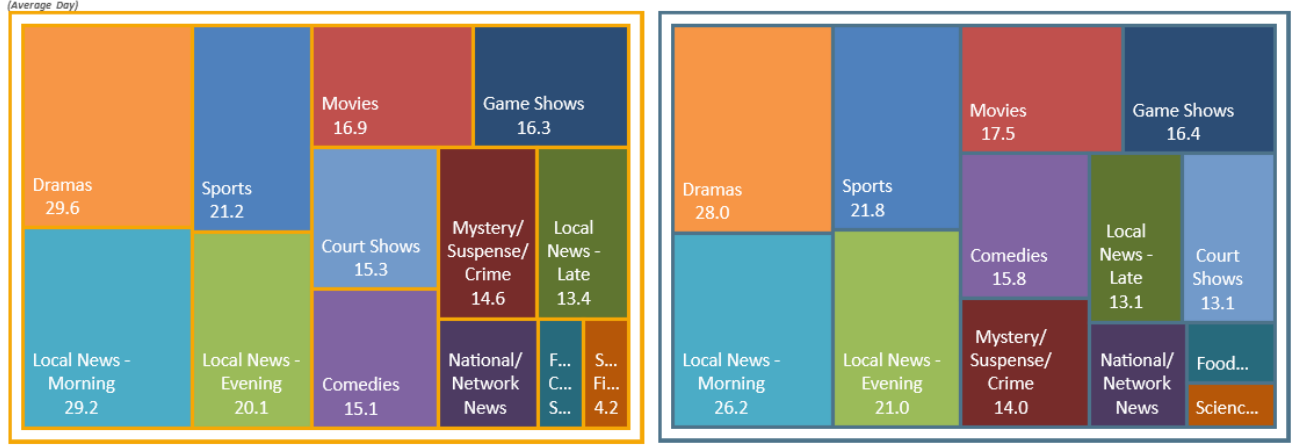
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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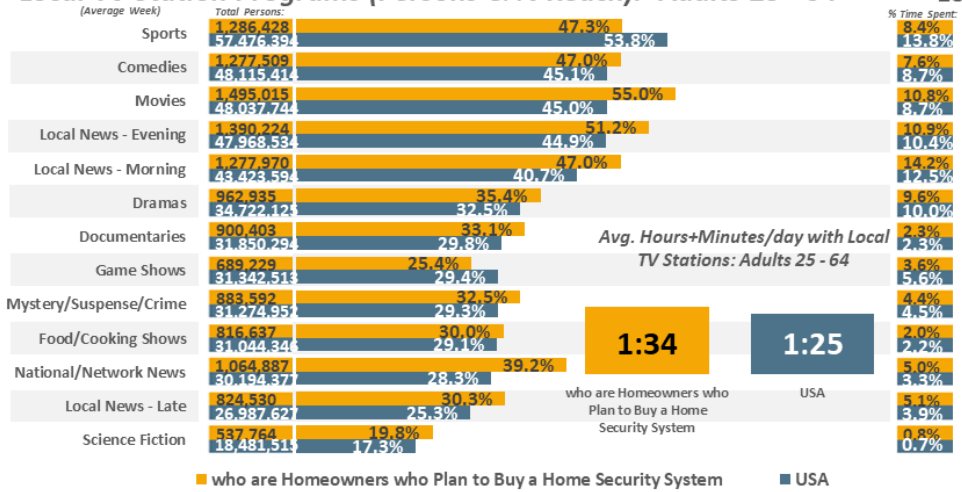
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Own or rent residence (HHLD): Own AND... Items/services household currently has (HHLD): Home security system

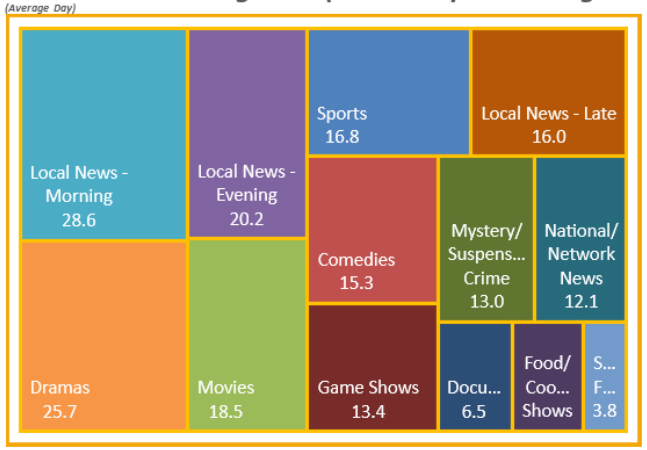
Plan to Buy a HOME SECURITY SYSTEM

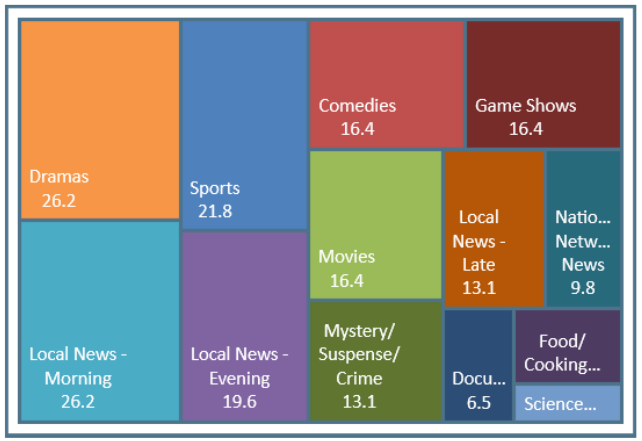
2,637,909 or 67.1% of Adults 25 - 64 who are Homeowners who Plan to Buy a Home Security System watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Evening, Sports, Local News - Morning, Comedies, and Dramas.

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



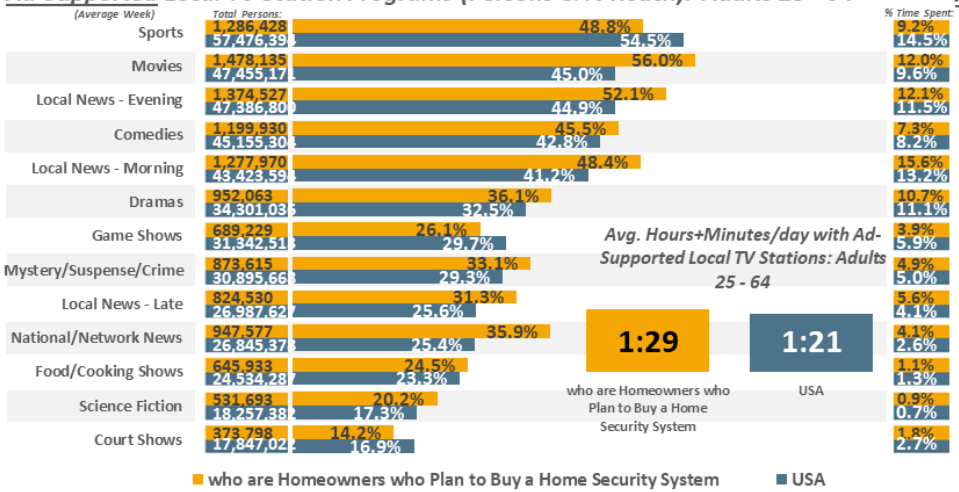
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



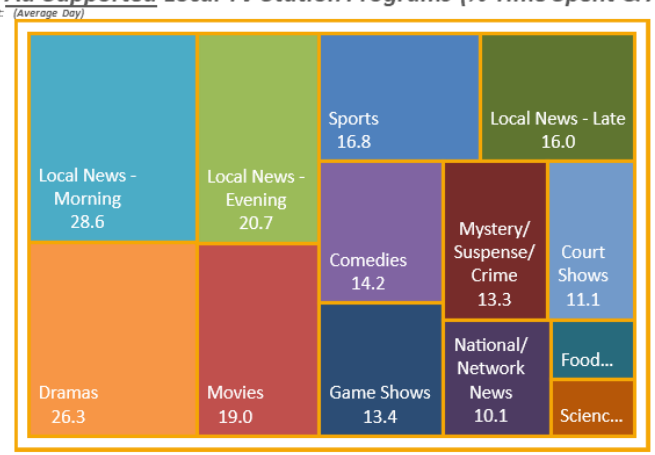


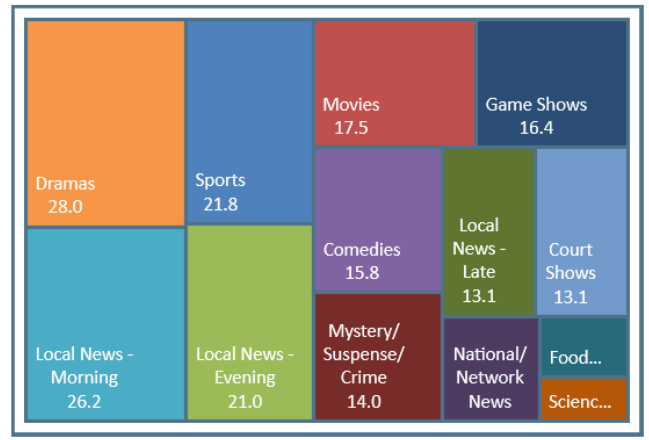
who are Homeowners who Plan to Buy a Home Security System — USA

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





who are Homeowners who Plan to Buy a Home Security System — USA

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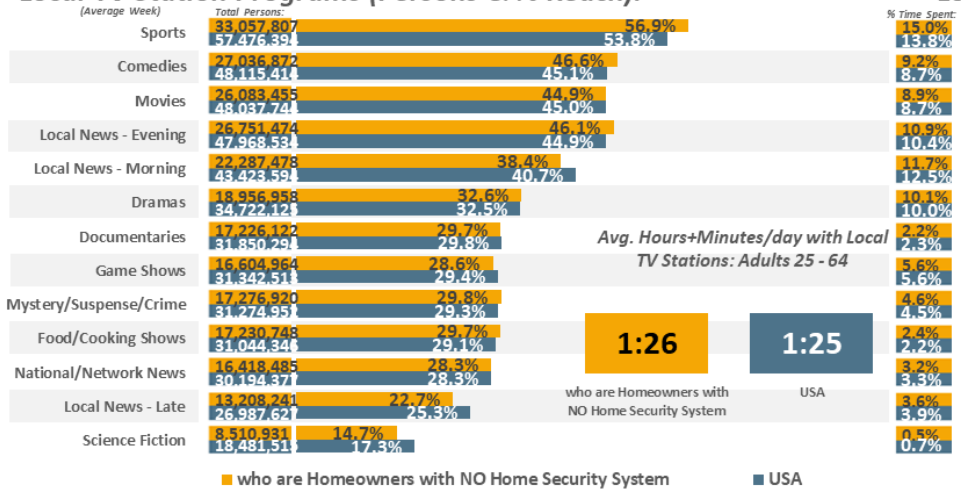
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Own or rent residence (HHLD): Own AND... Items/services HHLD plans to buy in next 12 months (HHLD): Home security system

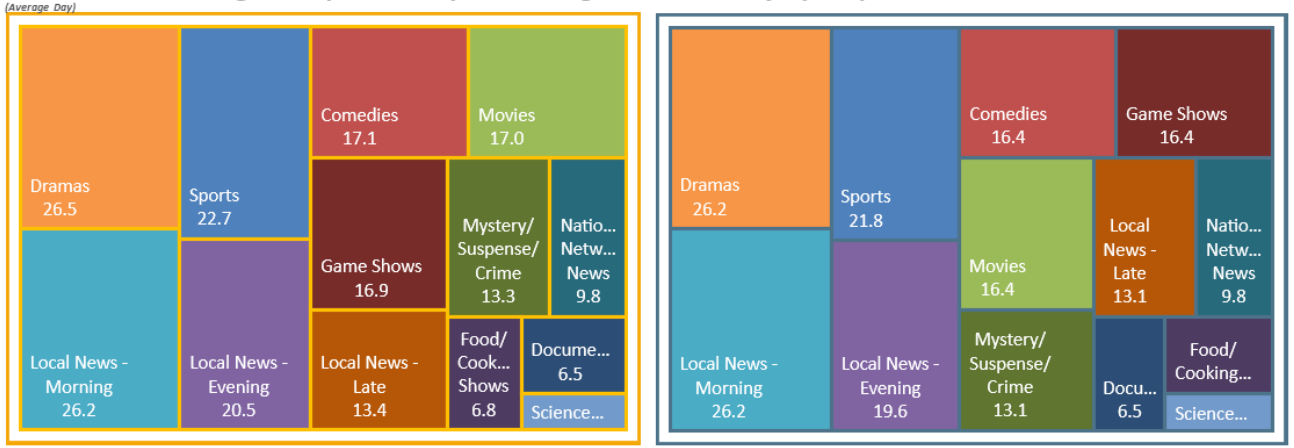


57,439,785 or 64.5% of Adults 25 - 64 who are Homeowners with NO Home Security System watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Dramas.

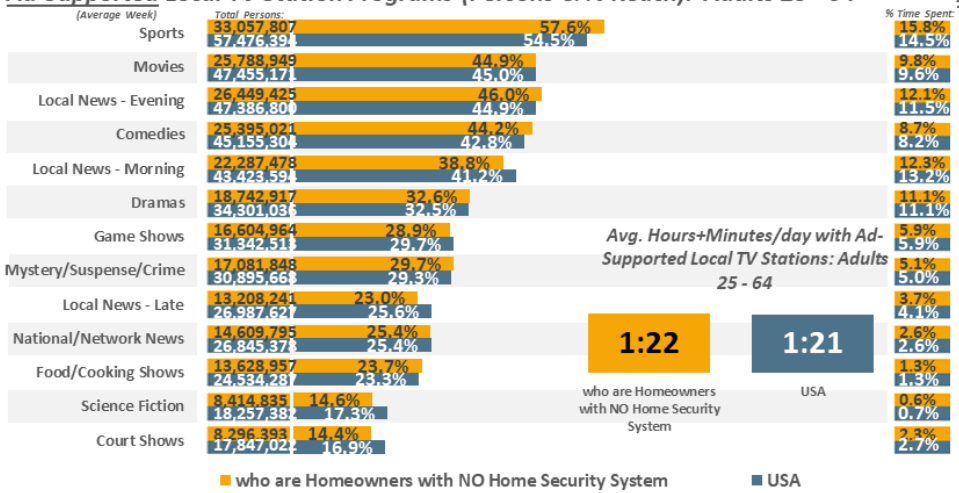
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



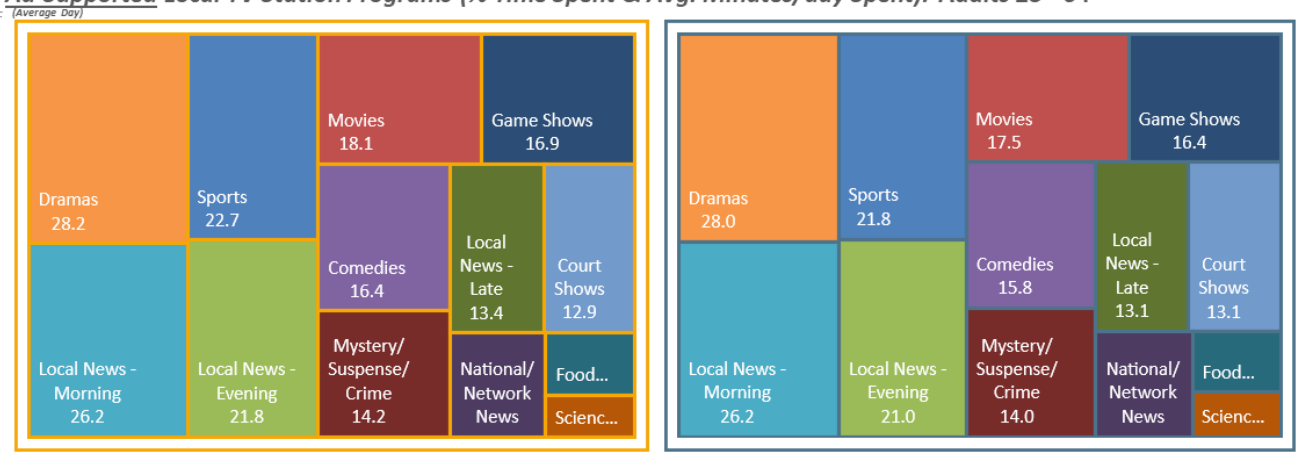
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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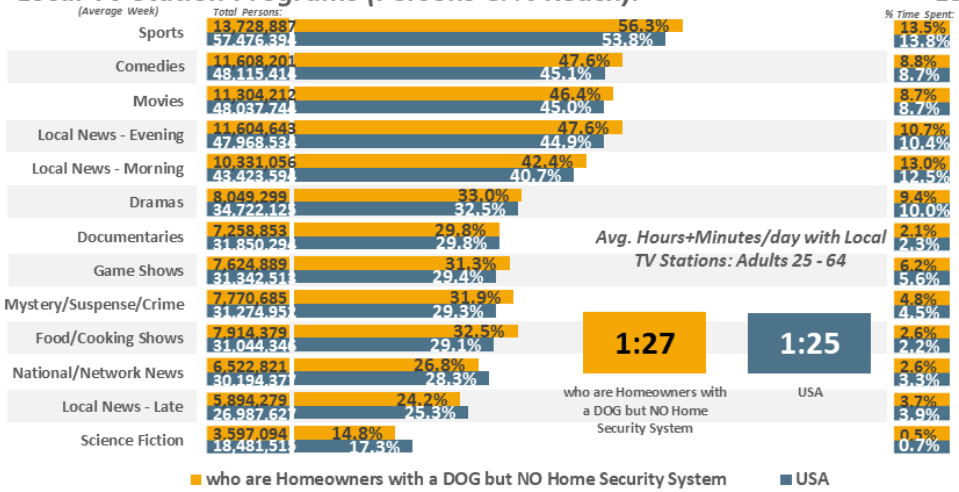
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Own or rent residence (HHLD): Own AND... NOT Items/services household currently has (HHLD): Home security system

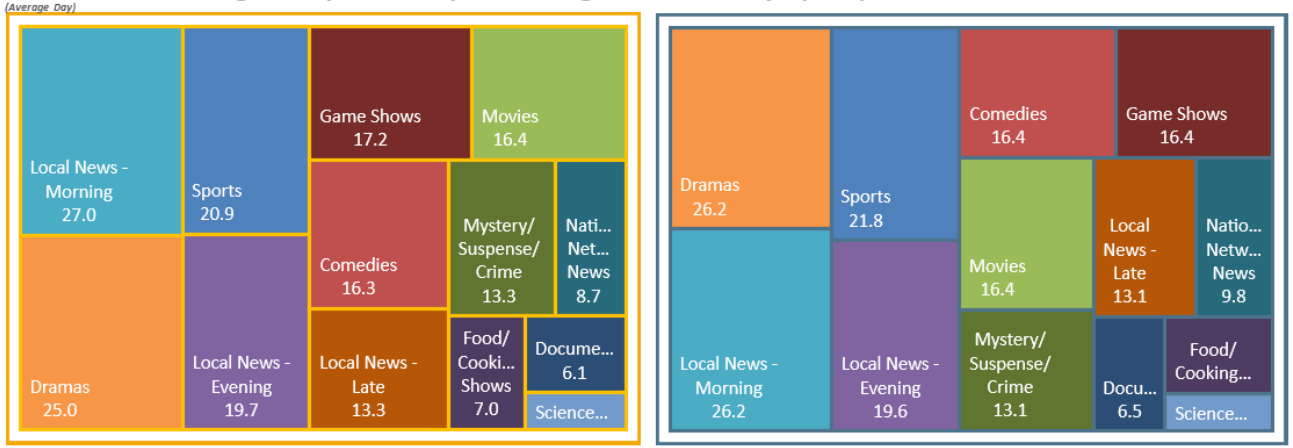


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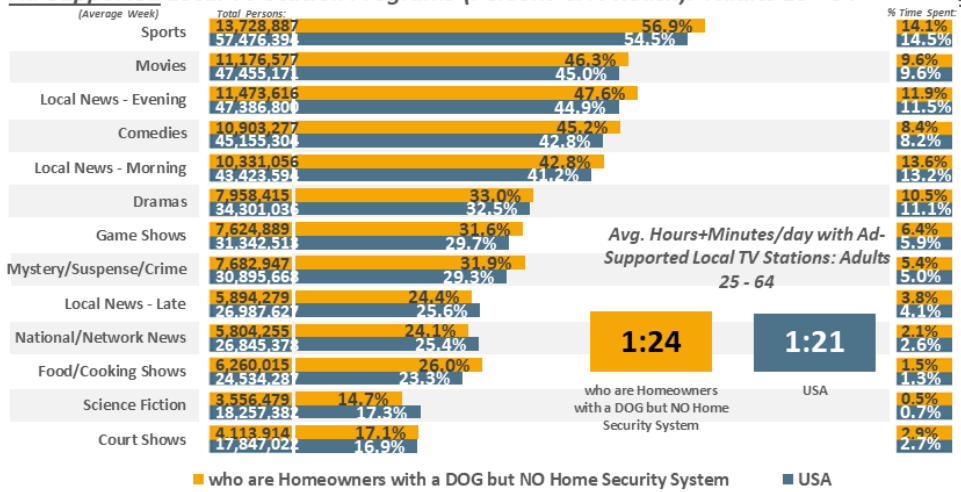
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



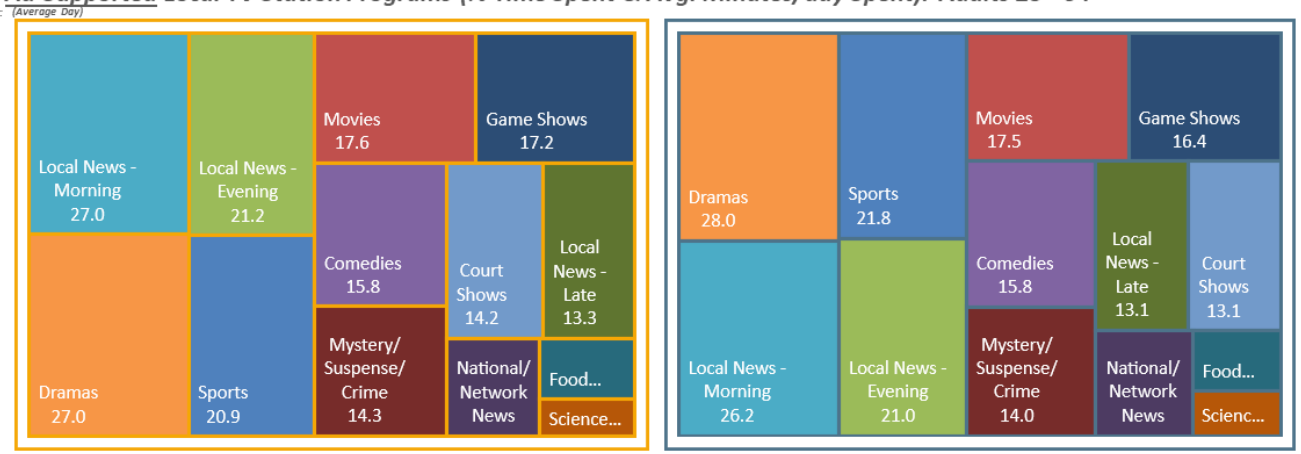
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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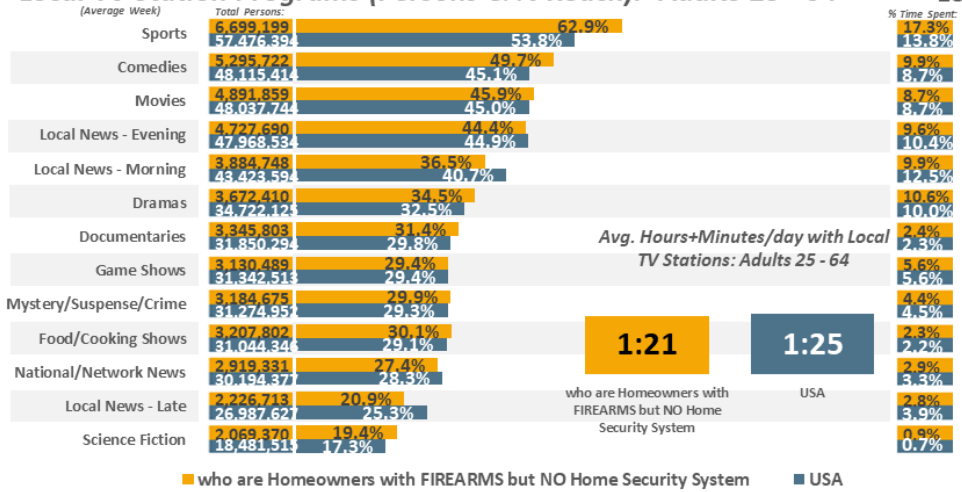
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Own or rent residence (HHLD): Own AND... Lifestyle characteristics: Own a dog AND NOT Items/services household currently has (HHLD): Home security system

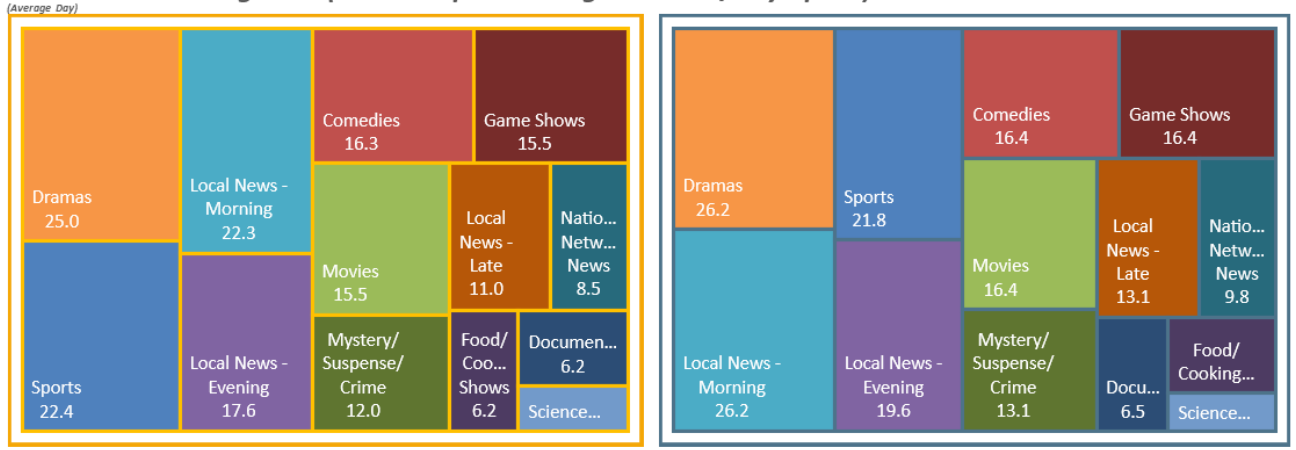


10,559,805 or 64.5% of Adults 25 - 64 who are Homeowners with FIREARMS but NO Home Security System watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Evening, Local News - Morning, and Dramas.

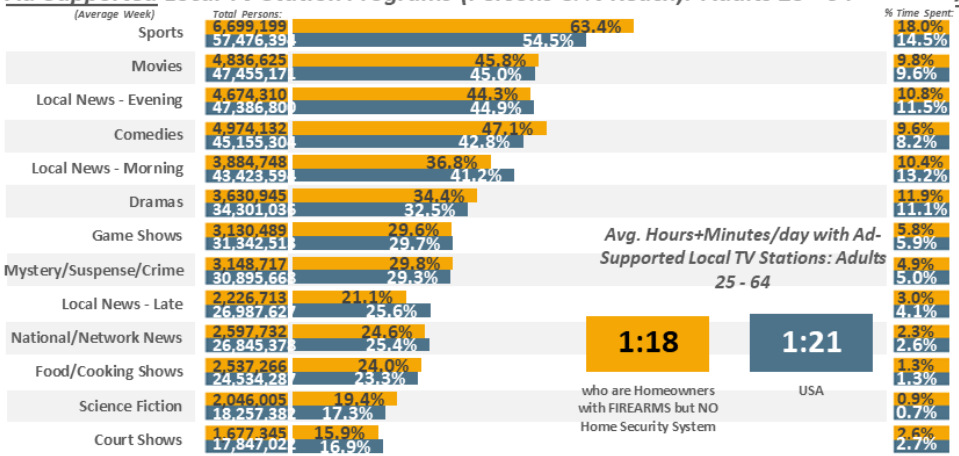
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



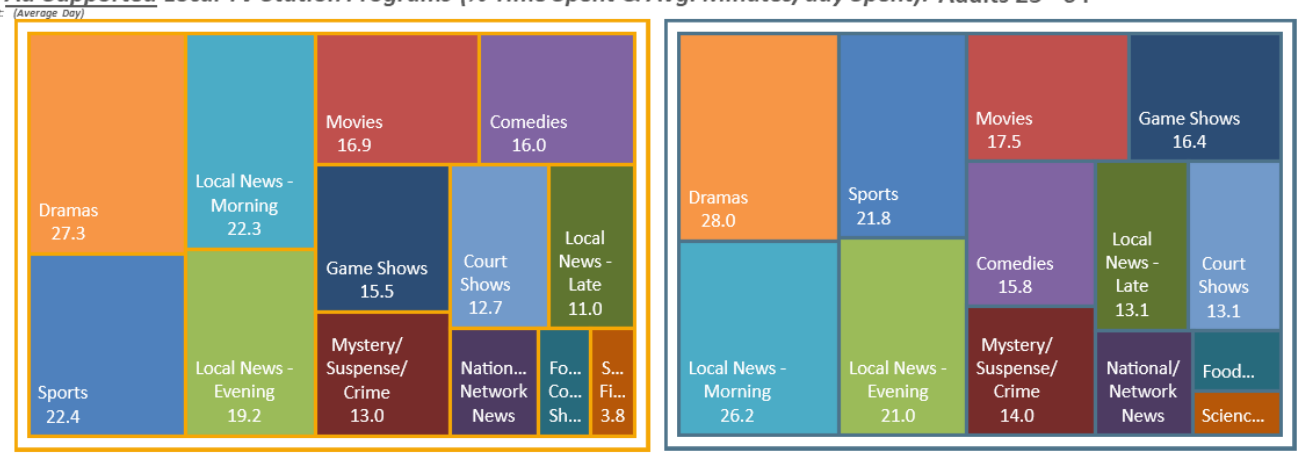
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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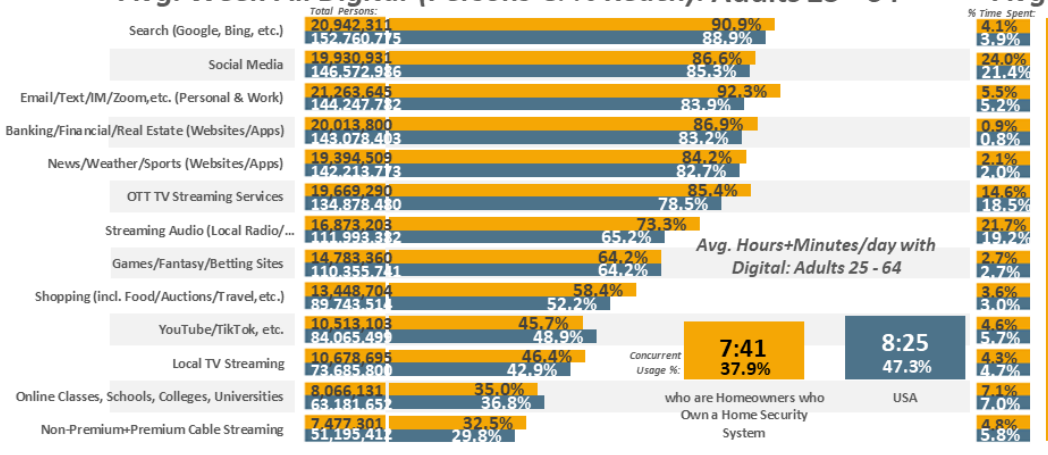
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Own or rent residence (HHLD): Own AND... Events/places plan to attend/visit next 12 months: Shooting range AND NOT Items/services household currently has (HHLD): Home security system

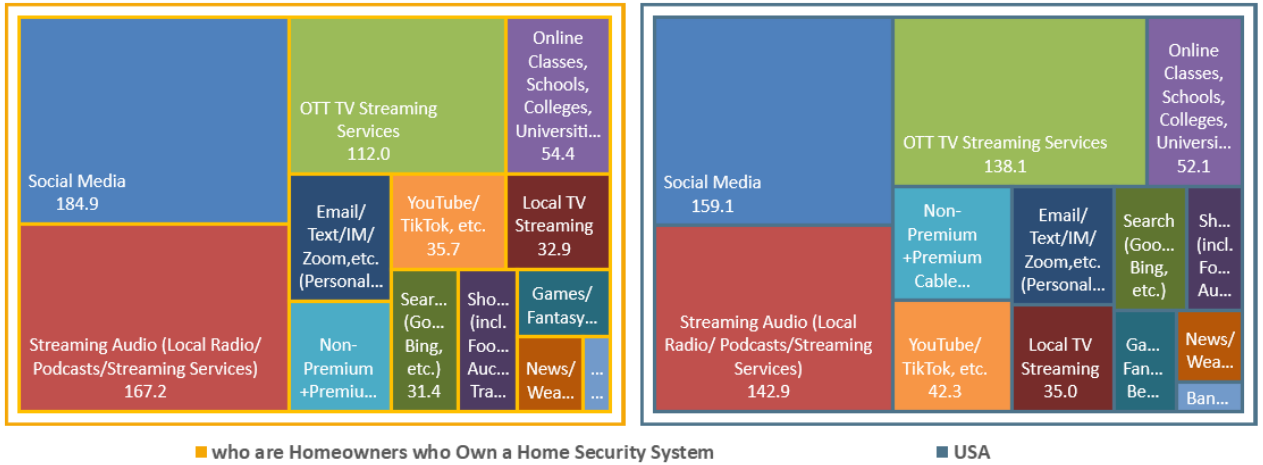
OWN a HOME SECURITY SYSTEM

17,779,792 or 77.2% of Adults 25 - 64 who are Homeowners who Own a Home Security System use Ad-Supported Social Media for an average of 170.1 minutes every day representing 29.3% of all time spent daily with Ad-Supported Digital Media.

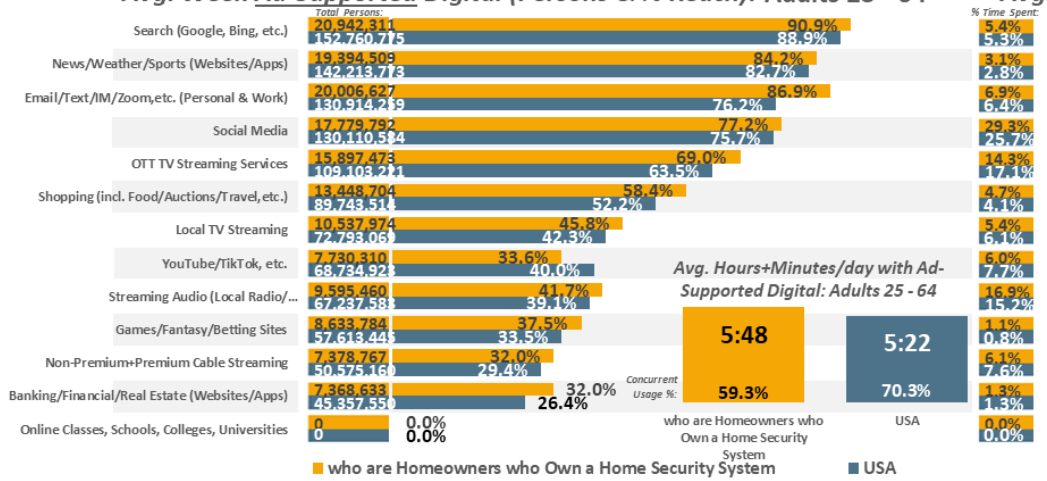
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



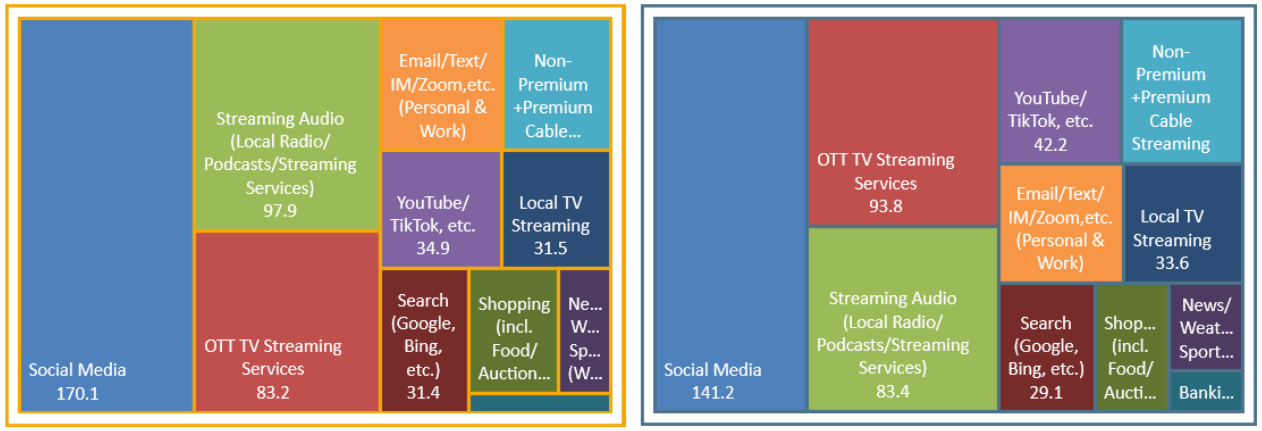
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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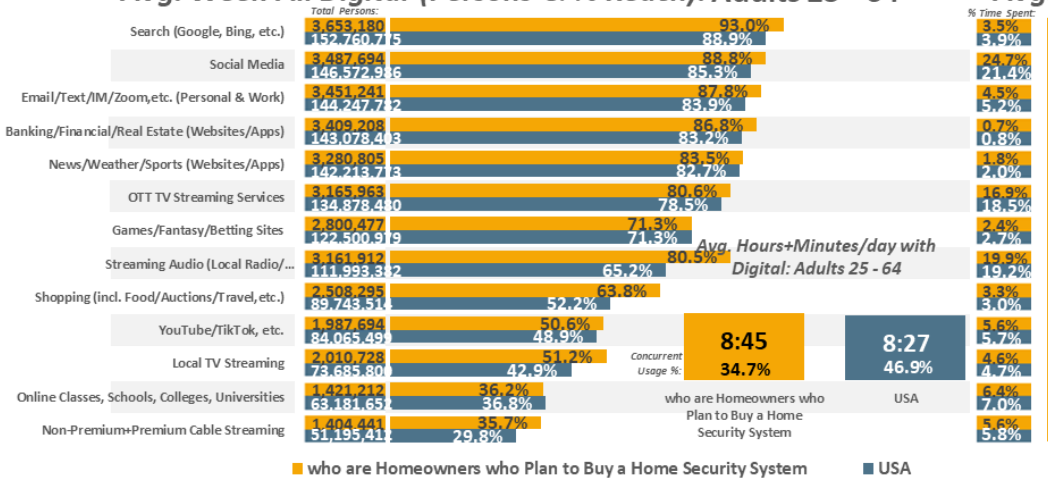
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Own or rent residence (HHLD): Own AND... Items/services household currently has (HHLD): Home security system

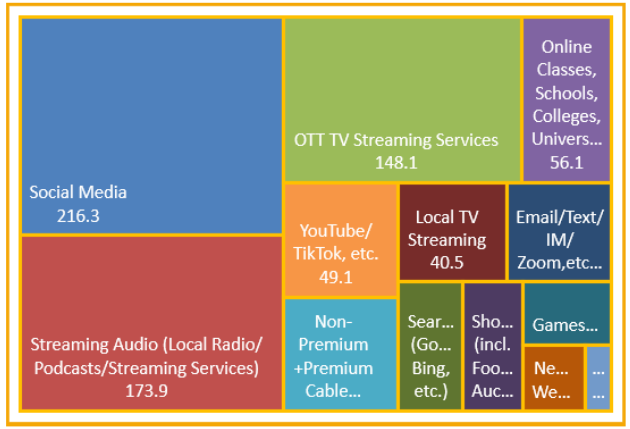


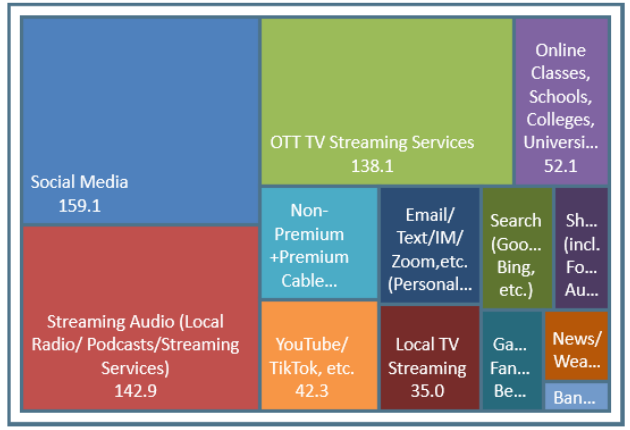
3,090,785 or 78.7% of Adults 25 - 64 who are Homeowners who Plan to Buy a Home Security System use Ad-Supported Social Media for an average of 199. minutes every day representing 29.5% of all time spent daily with Ad-Supported Digital Media.

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



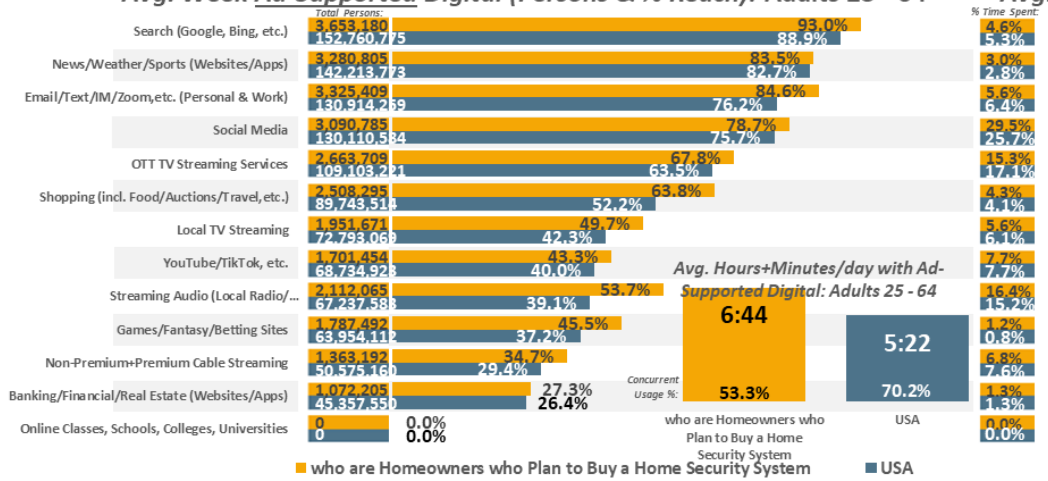
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



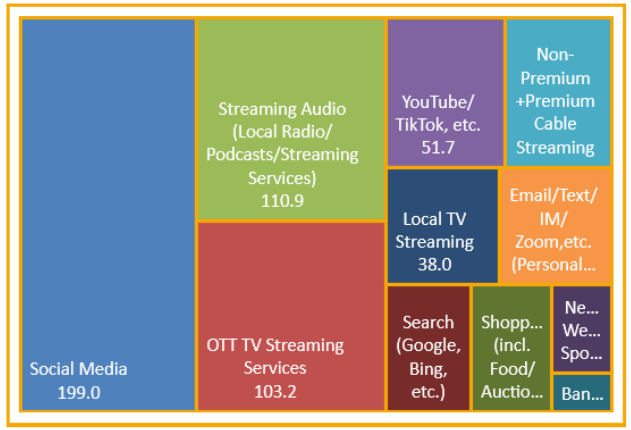


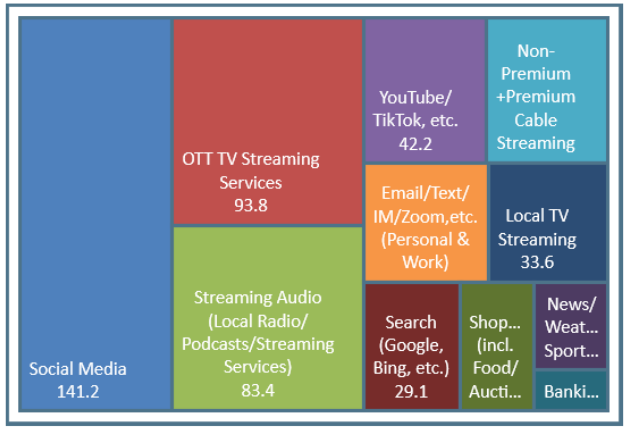
who are Homeowners who Plan to Buy a Home Security System ■ USA

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 are Homeowners who Plan to Buy a Home Security System ■ USA

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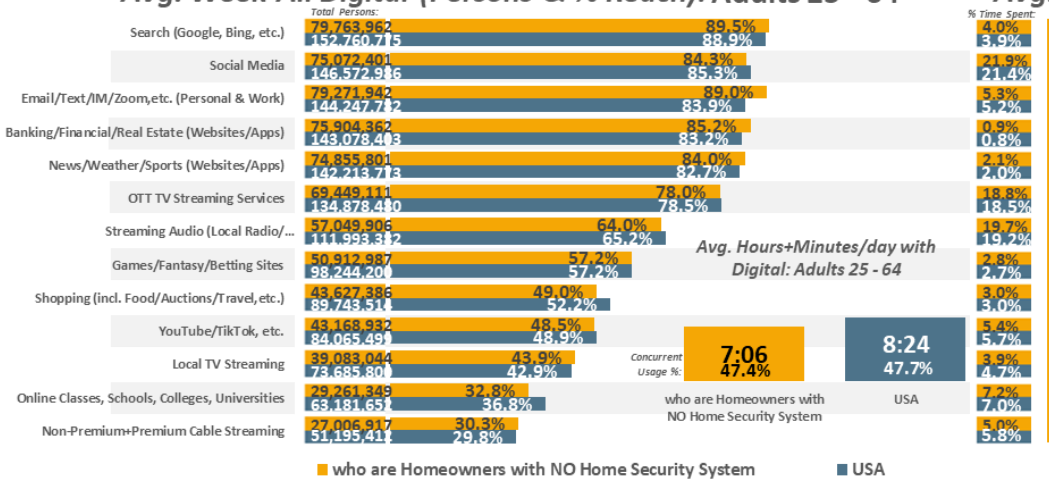
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Own or rent residence (HHLD): Own AND... Items/services HHLD plans to buy in next 12 months (HHLD): Home security system

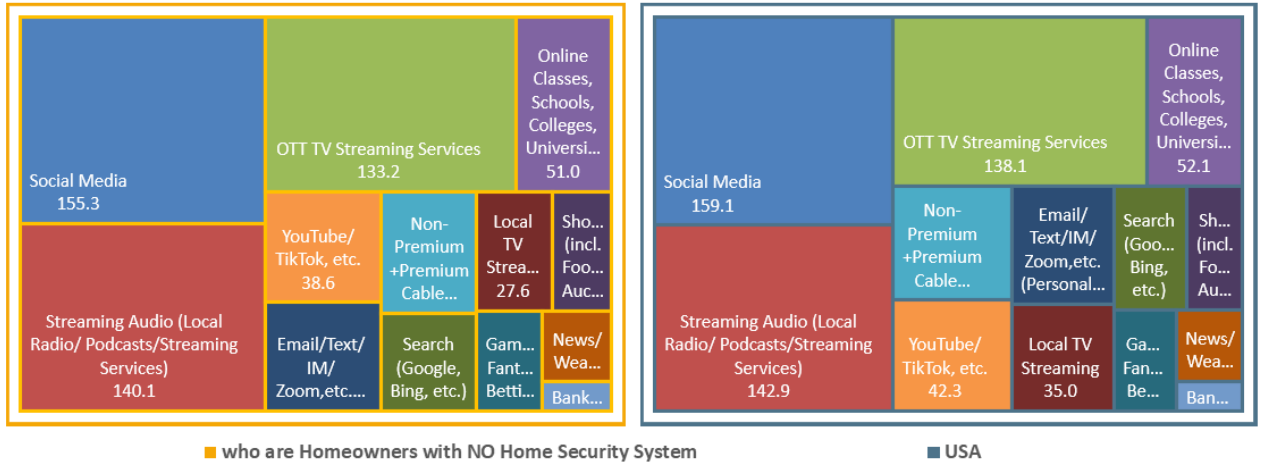


66,727,490 or 74.9% of Adults 25 - 64 who are Homeowners with NO Home Security System use Ad-Supported Social Media for an average of 142.9 minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media.

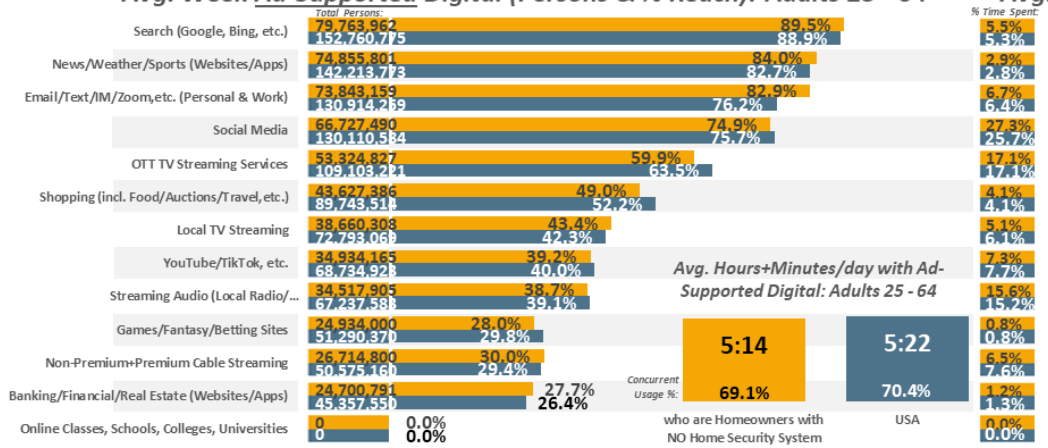
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



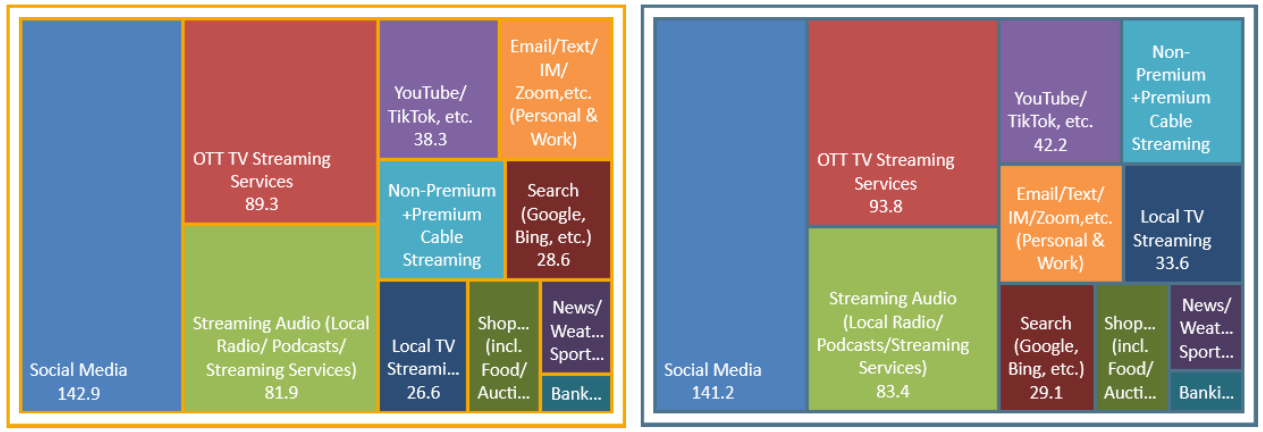
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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

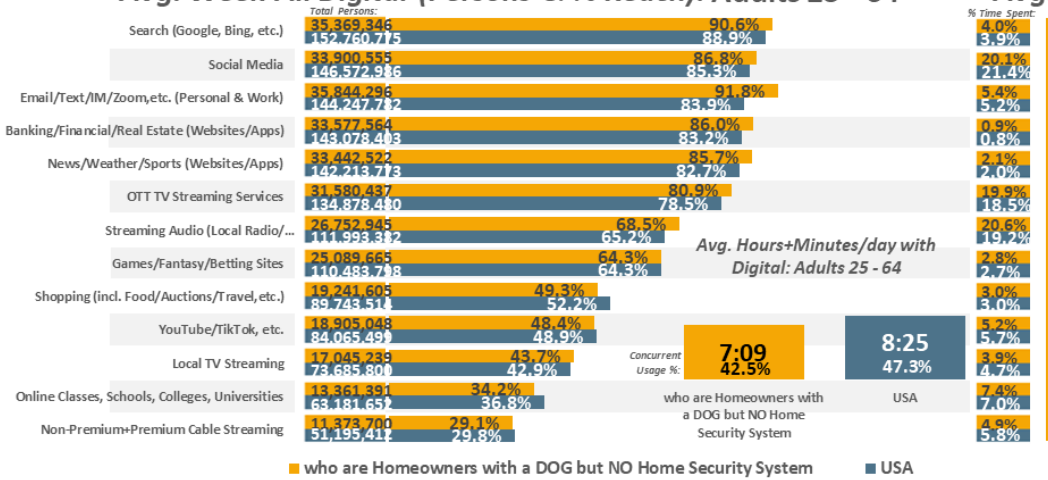
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Own or rent residence (HHLD): Own AND... NOT Items/services household currently has (HHLD): Home security system

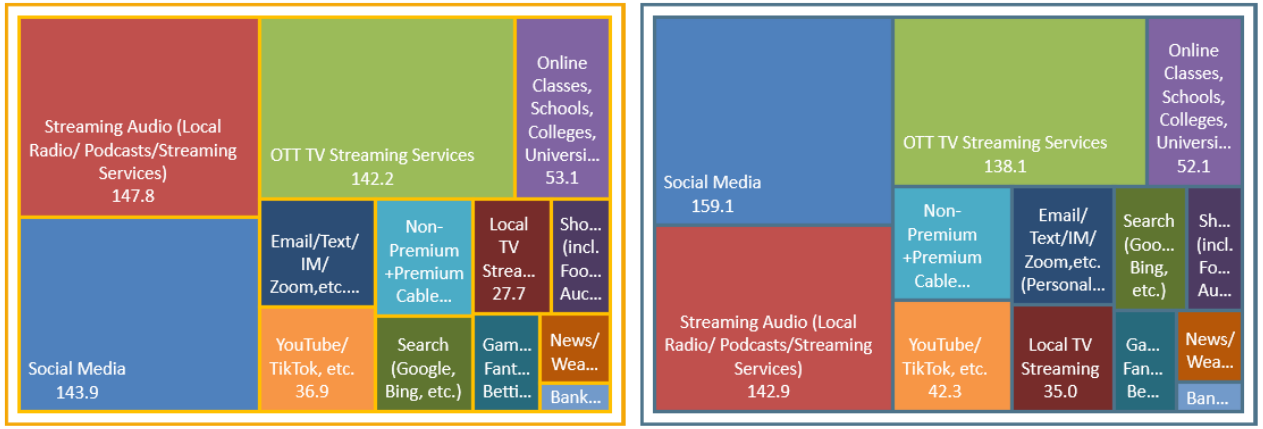


30,473,865 or 78.1% of Adults 25 - 64 who are Homeowners with a DOG but NO Home Security System use Ad-Supported Social Media for an average of 132.4 minutes every day representing 25.7% of all time spent daily with Ad-Supported Digital Media.

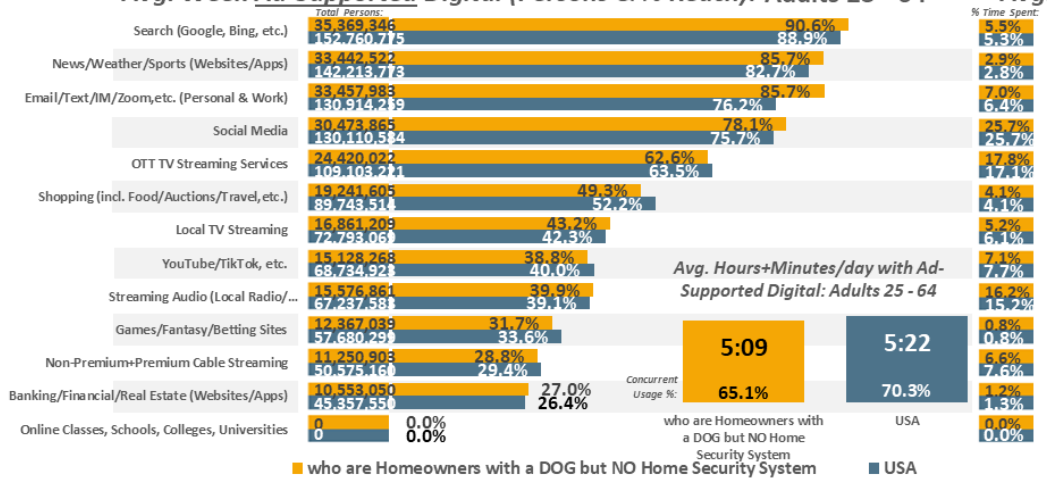
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



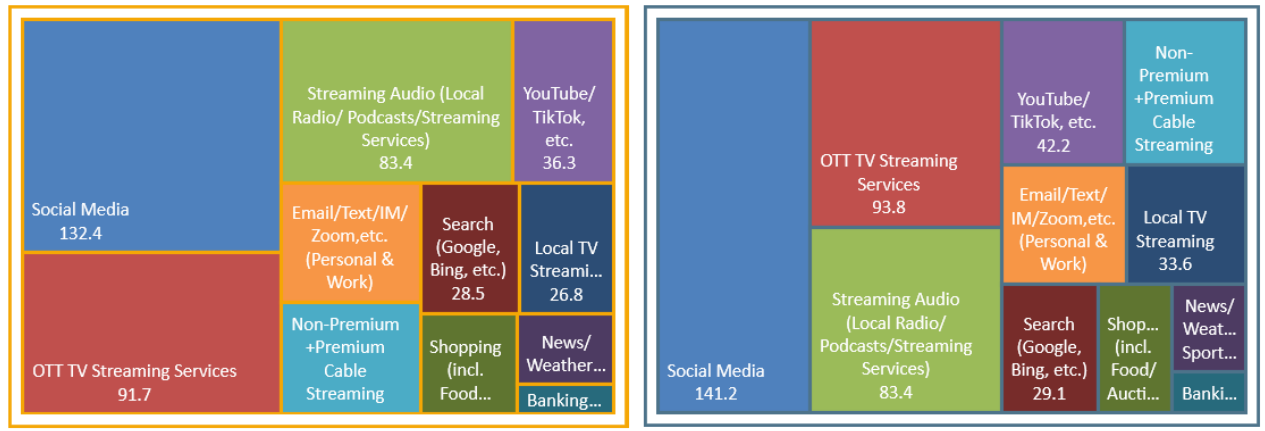
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *9,500*

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

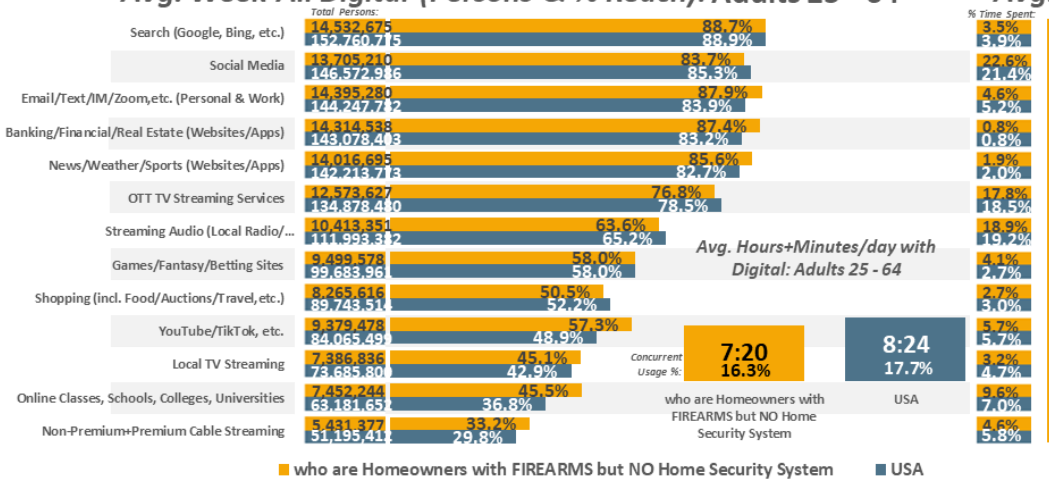
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Own or rent residence (HHLD): Own AND... Lifestyle characteristics: Own a dog AND NOT Items/services household currently has (HHLD): Home security system

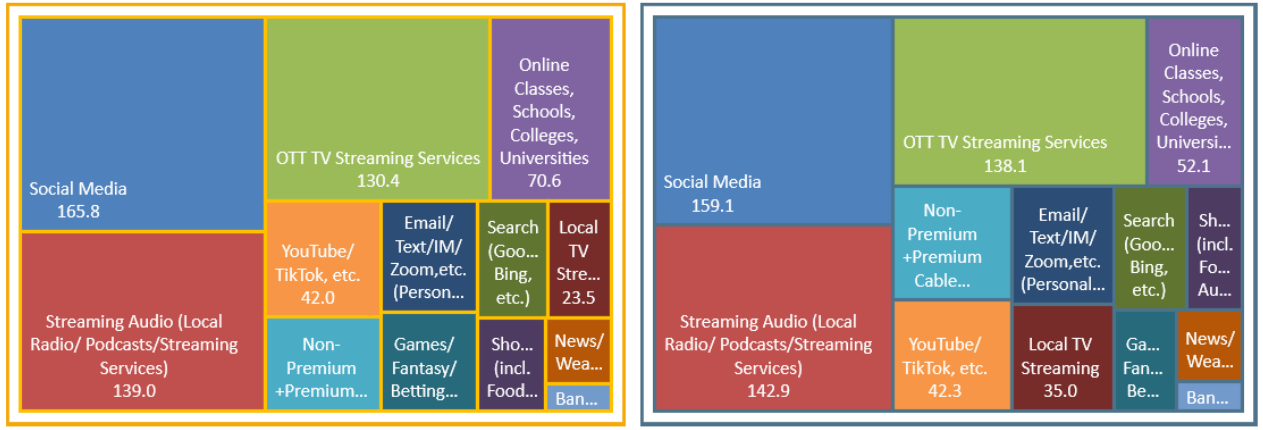


11,633,471 or 71.% of Adults 25 - 64 who are Homeowners with FIREARMS but NO Home Security System use Ad-Supported Social Media for an average of 140.7 minutes every day representing 27.5% of all time spent daily with Ad-Supported Digital Media.

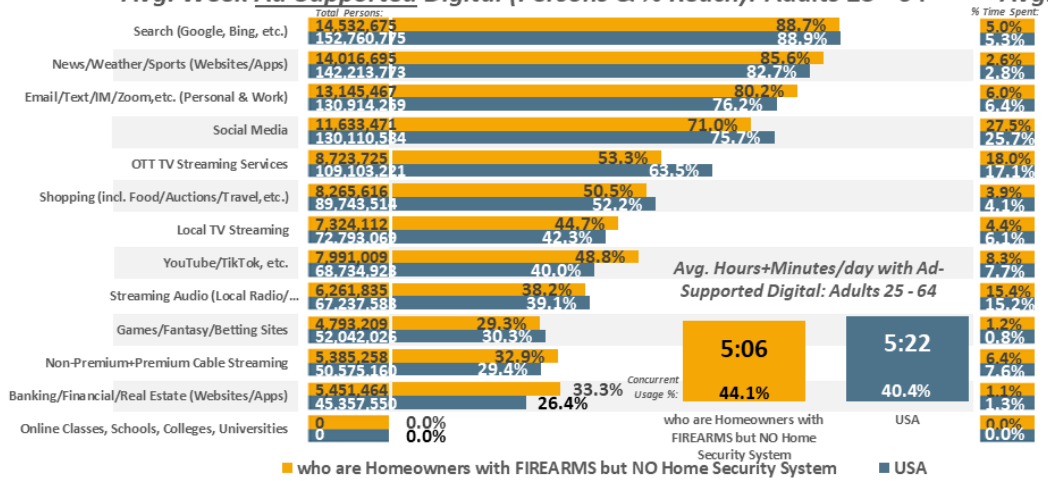
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



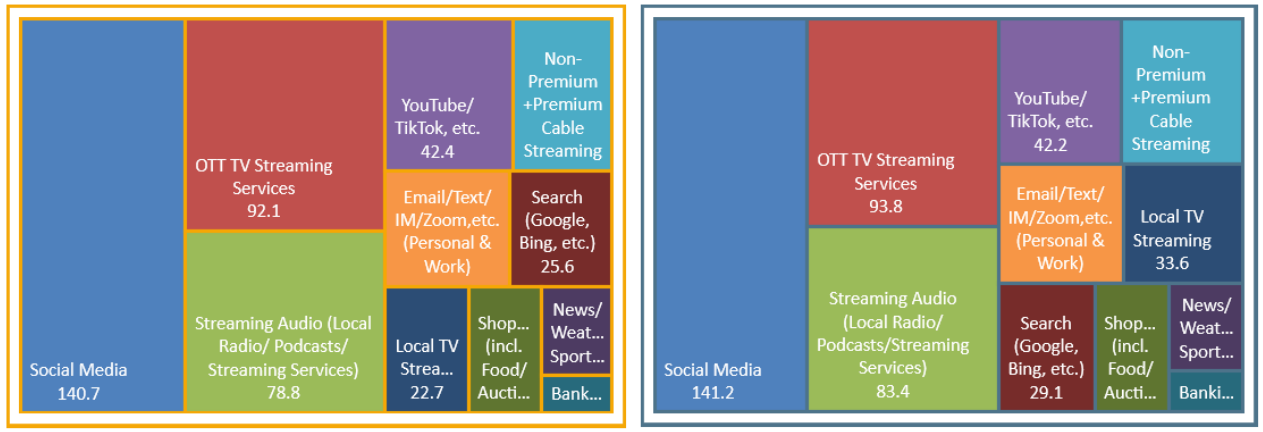
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *9,500*

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

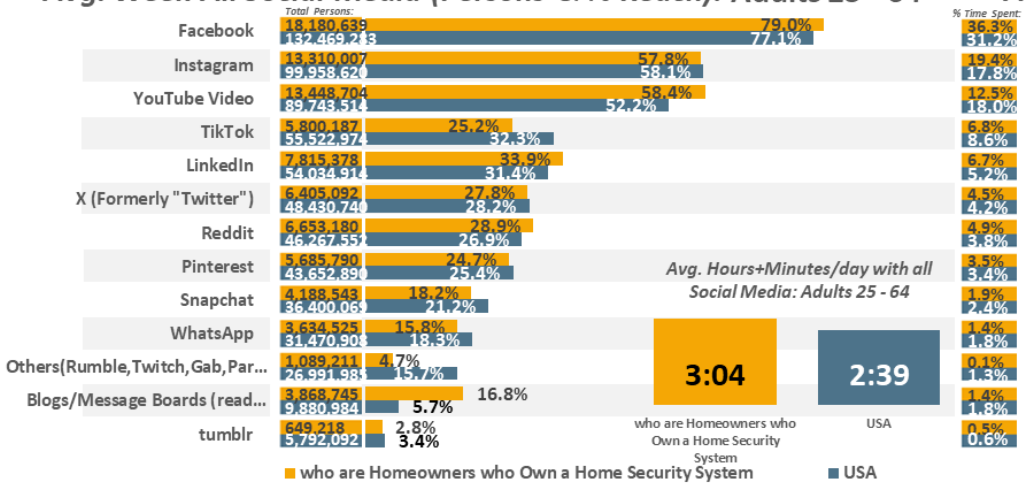
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Own or rent residence (HHLD): Own AND... Events/places plan to attend/visit next 12 months: Shooting range AND NOT Items/services household currently has (HHLD): Home security system

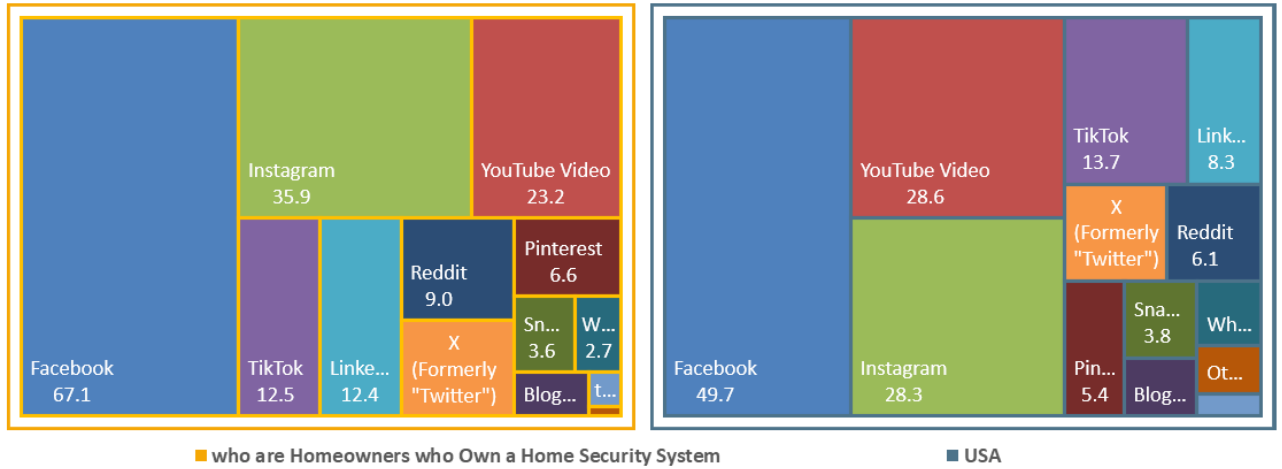


17,779,792 or 77.2% of Adults 25 - 64 who are Homeowners who Own a Home Security System use Ad-Supported Facebook for an average of 62.9 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

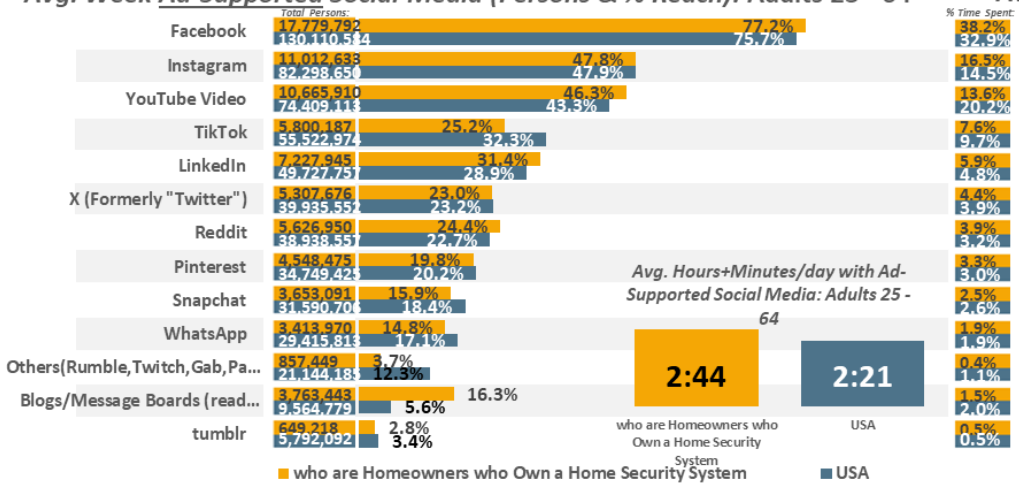
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



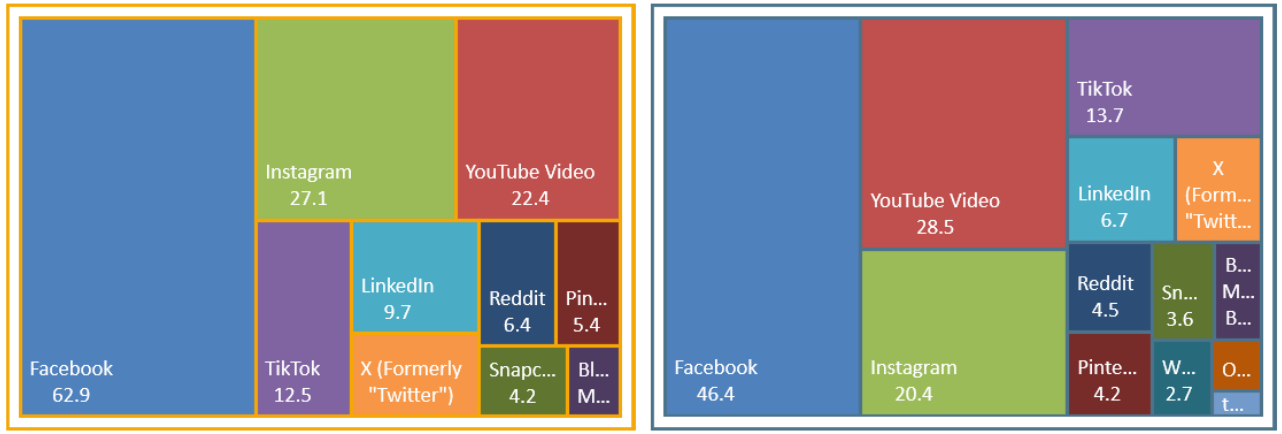
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 9,500

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USA Jan23-Feb24 USA Projection Qual Intab 14,048

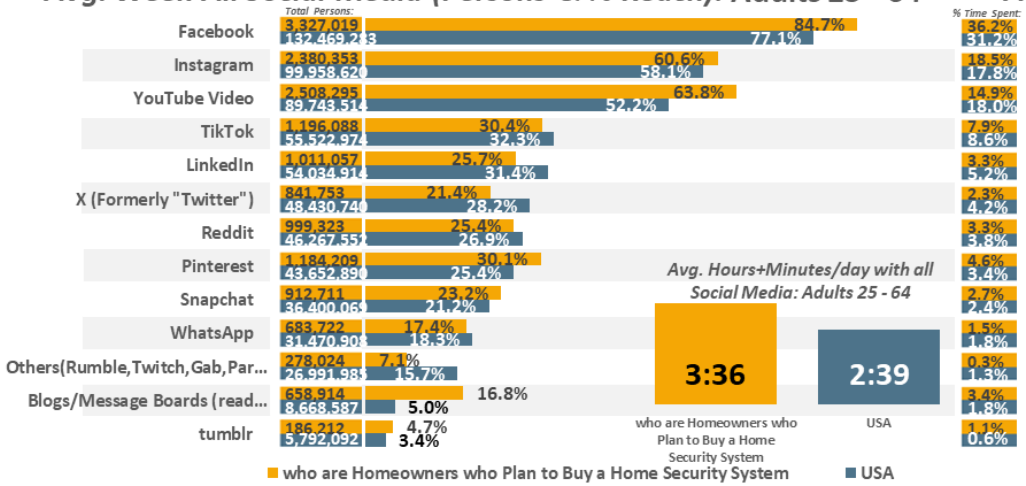
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Own or rent residence (HHLD): Own AND... Items/services household currently has (HHLD): Home security system

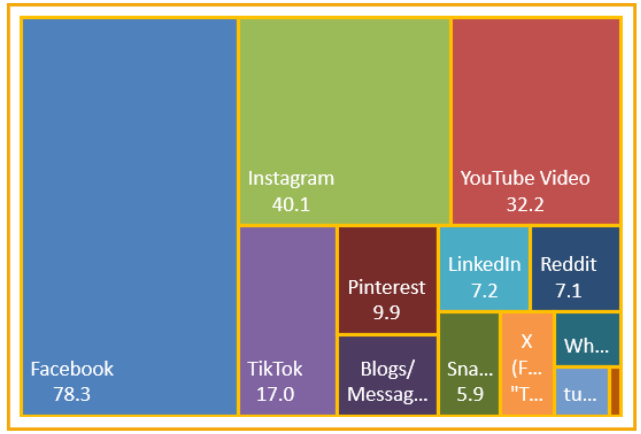


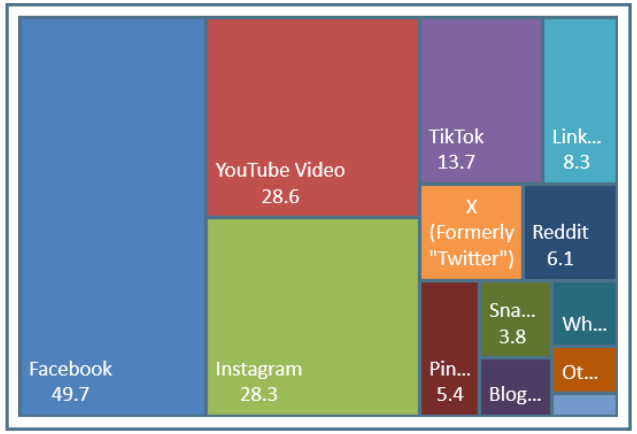
3,090,785 or 78.7% of Adults 25 - 64 who are Homeowners who Plan to Buy a Home Security System use Ad-Supported Facebook for an average of 68.3 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

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

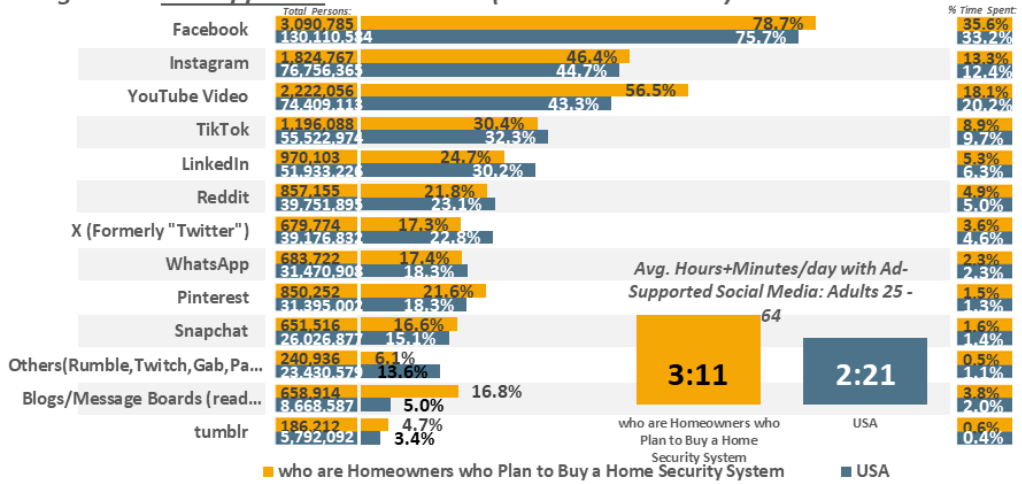


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

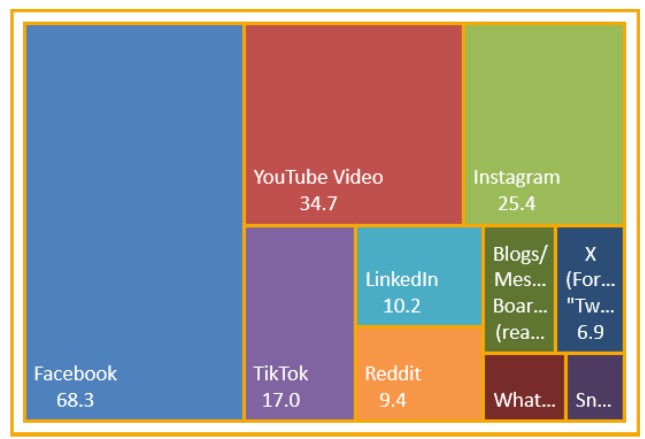


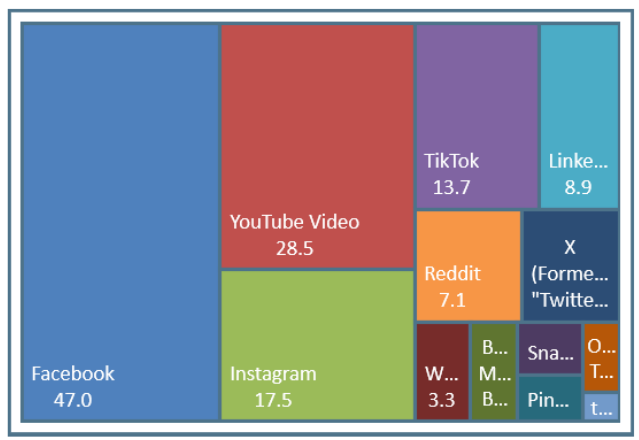


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



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 9,500

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USA Jan23-Feb24 USA Projection Qual Intab 14,048

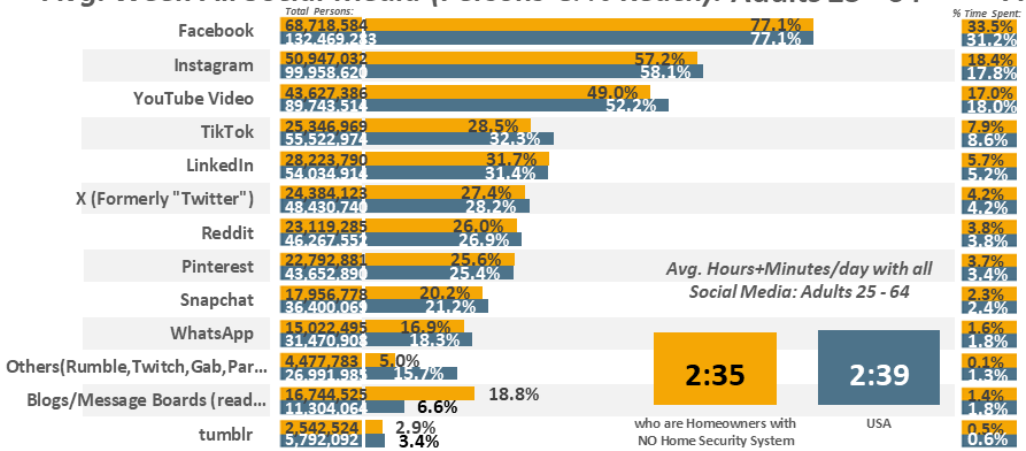
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Own or rent residence (HHLD): Own AND... Items/services HHLD plans to buy in next 12 months (HHLD): Home security system

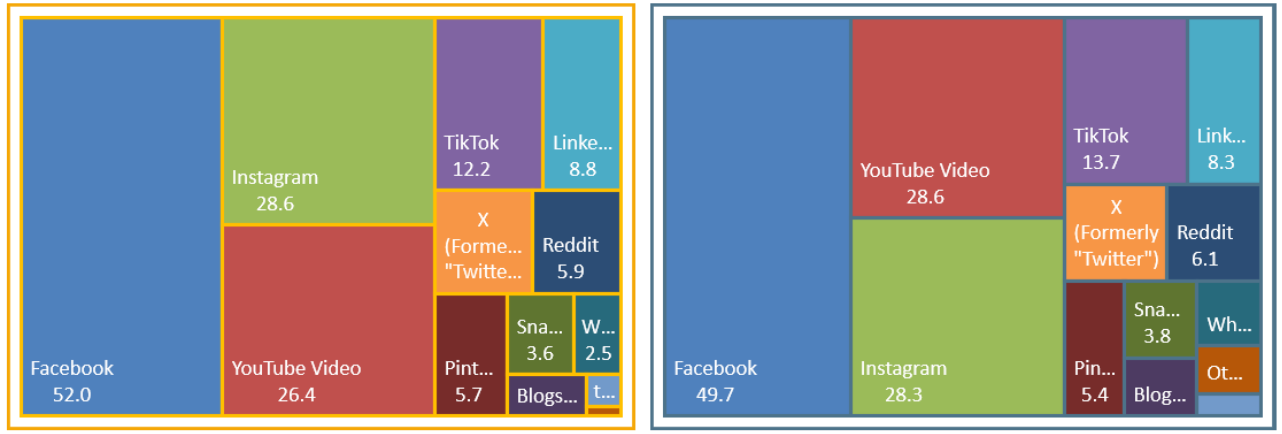


66,727,490 or 74.9% of Adults 25 - 64 who are Homeowners with NO Home Security System use Ad-Supported Facebook for an average of 46.7 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

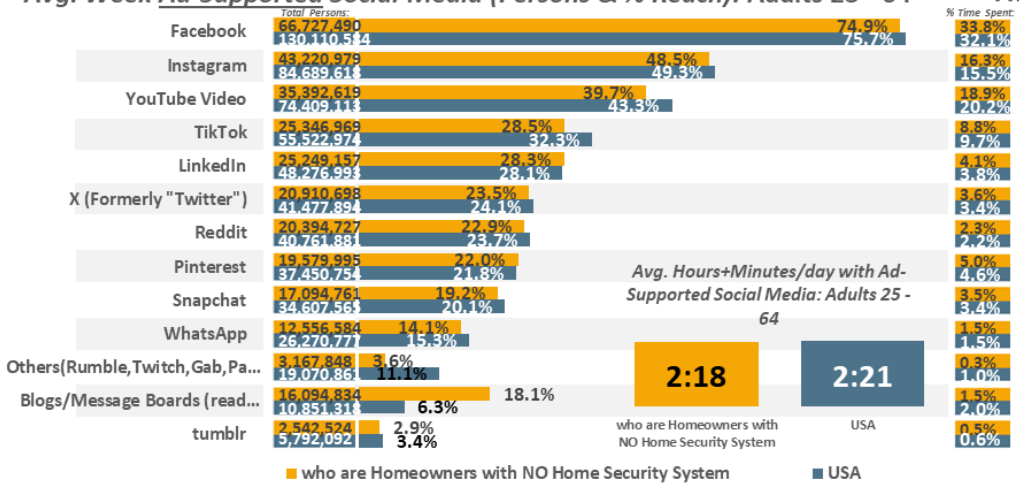
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



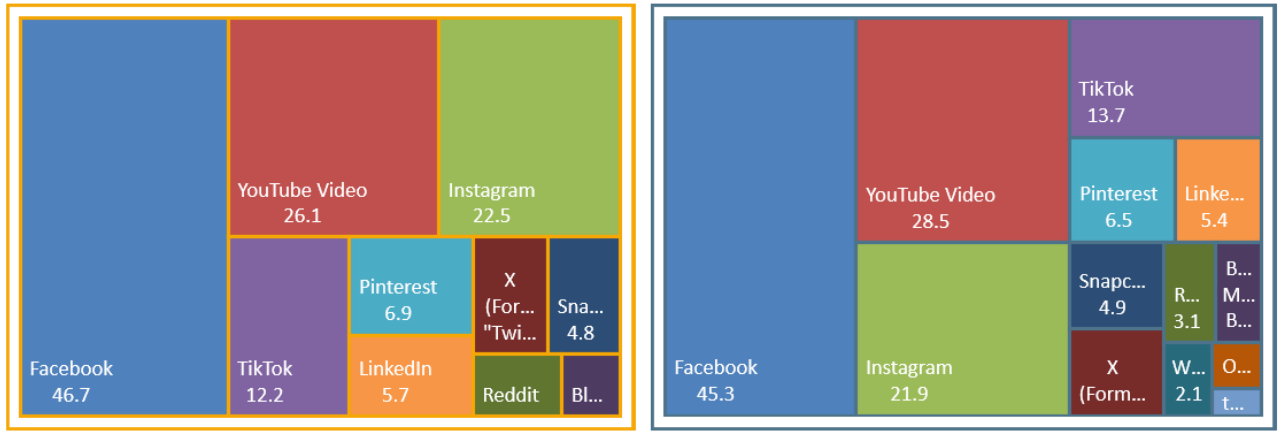
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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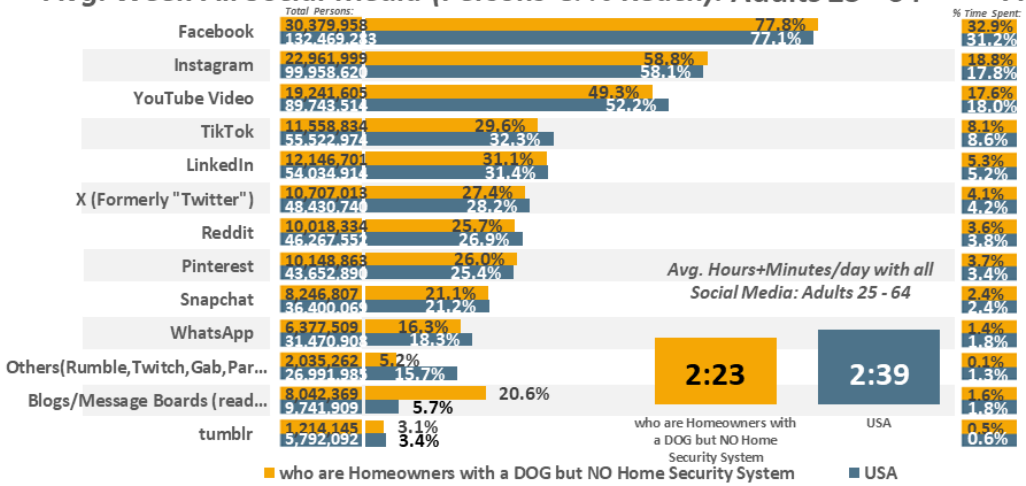
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Own or rent residence (HHLD): Own AND... NOT Items/services household currently has (HHLD): Home security system

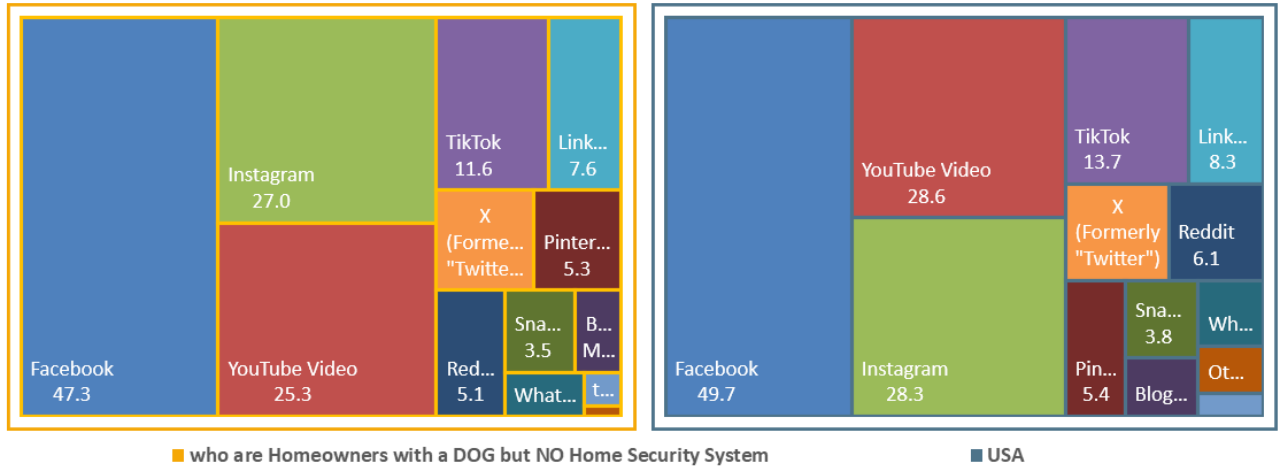


30,379,958 or 77.8% of Adults 25 - 64 who are Homeowners with a DOG but NO Home Security System use Ad-Supported Facebook for an average of 44.3 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

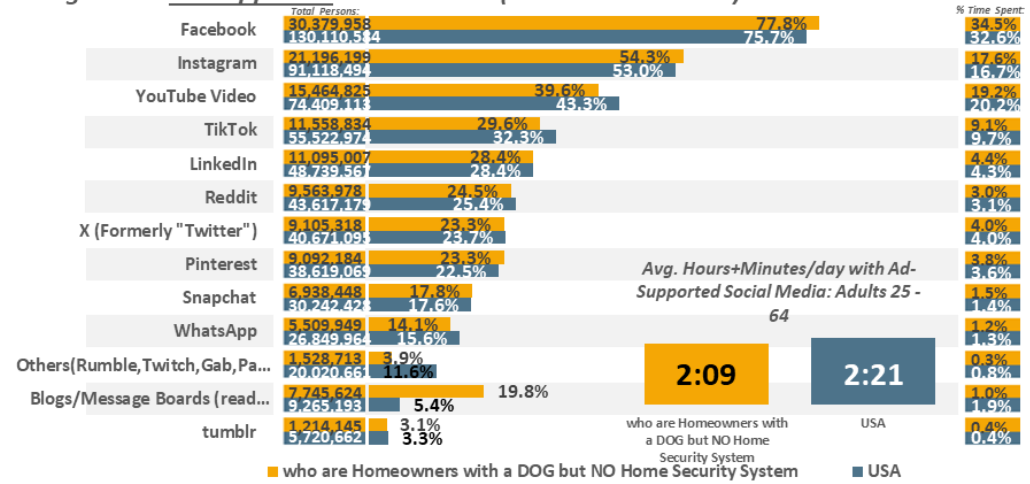
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



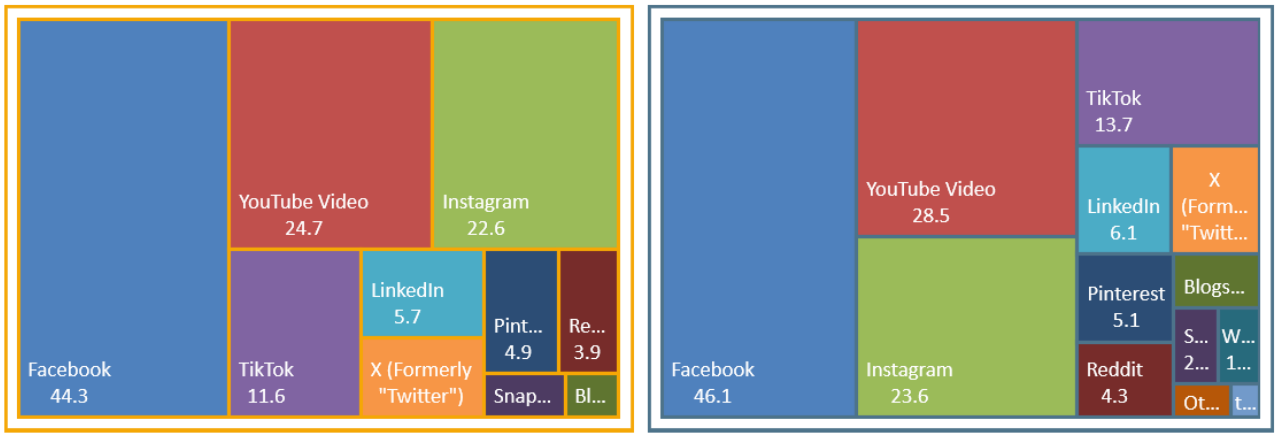
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 9,500

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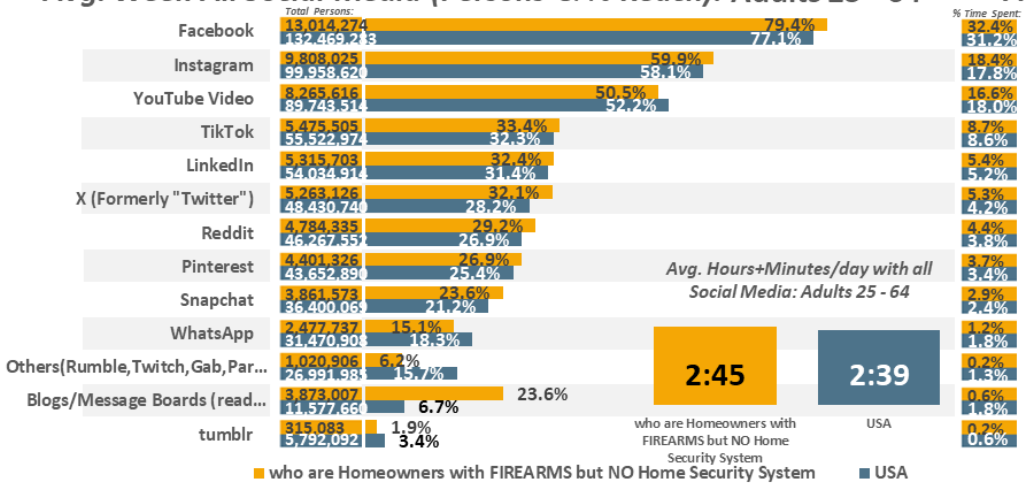
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Own or rent residence (HHLD): Own AND... Lifestyle characteristics: Own a dog AND NOT Items/services household currently has (HHLD): Home security system

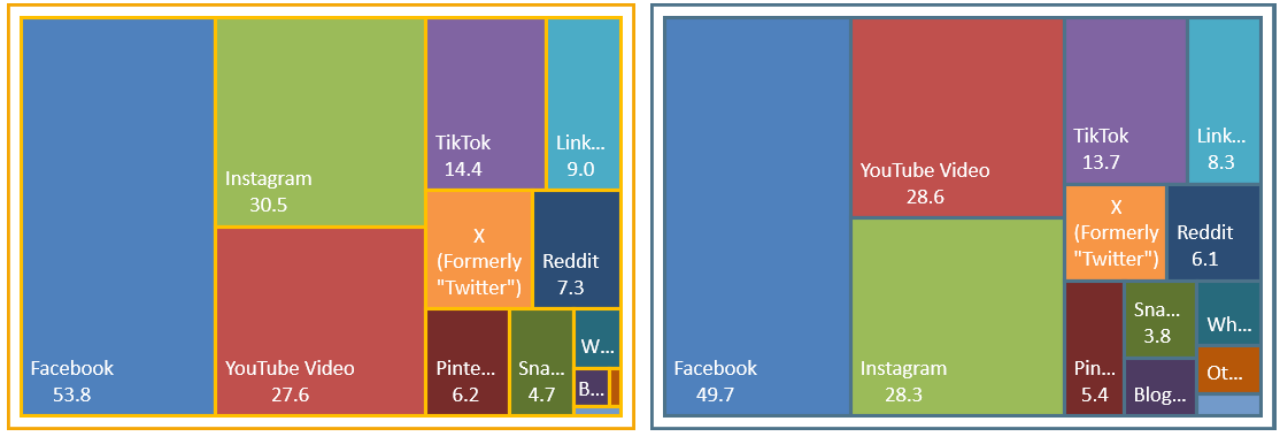


11,633,471 or 71.% of Adults 25 - 64 who are Homeowners with FIREARMS but NO Home Security System use Ad-Supported Facebook for an average of 55.7 minutes every day representing 39.6% of all time spent daily with Ad-Supported Social Media.

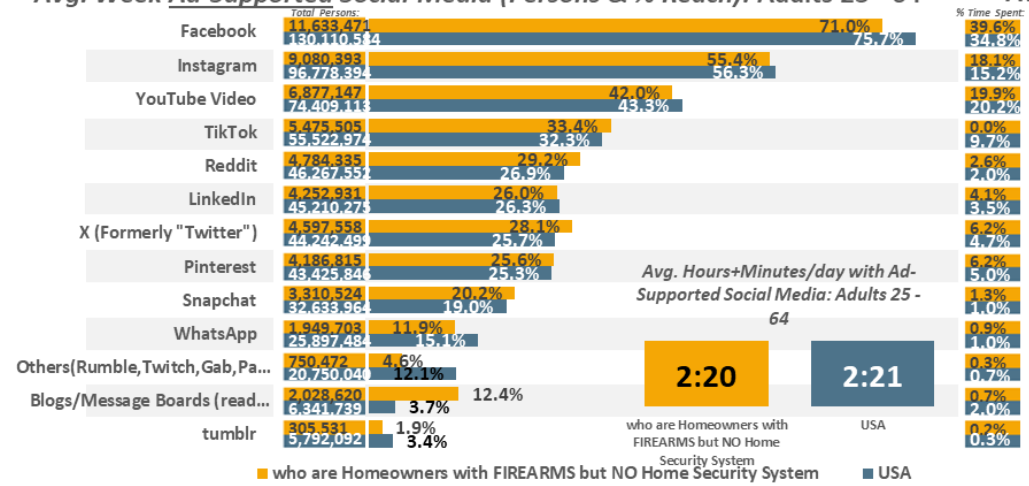
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



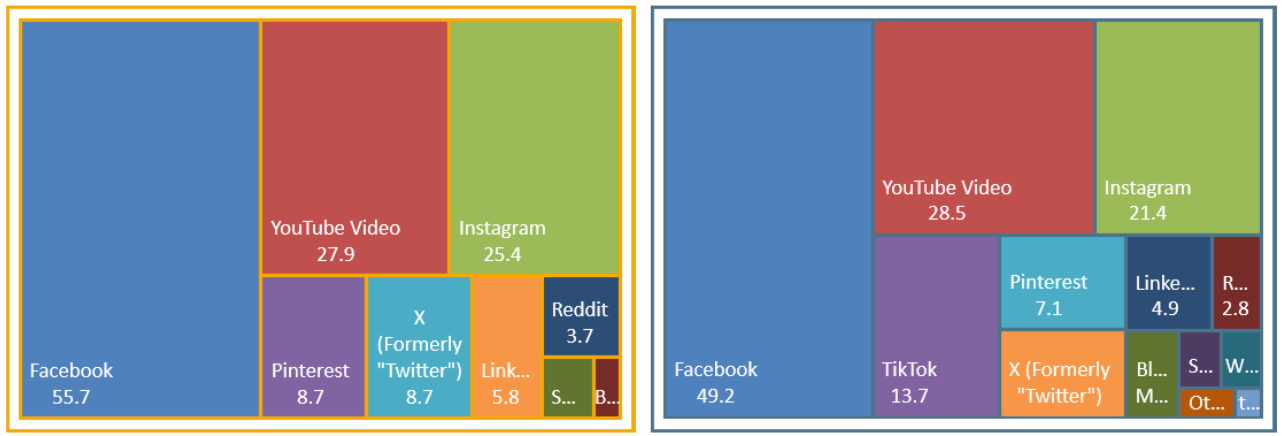
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 9,500

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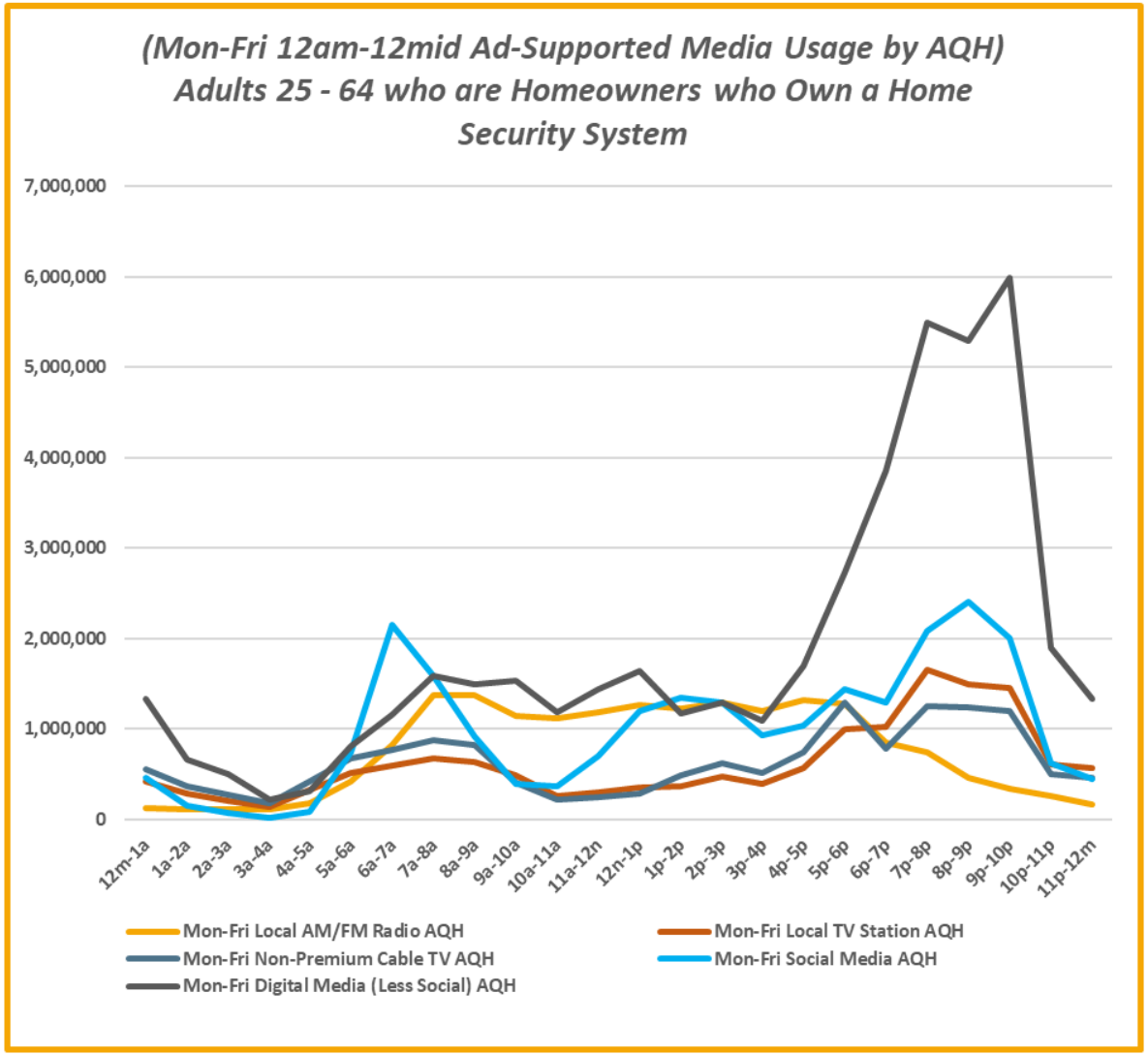
USA Jan23-Feb24 USA Projection Qual Intab 14,048

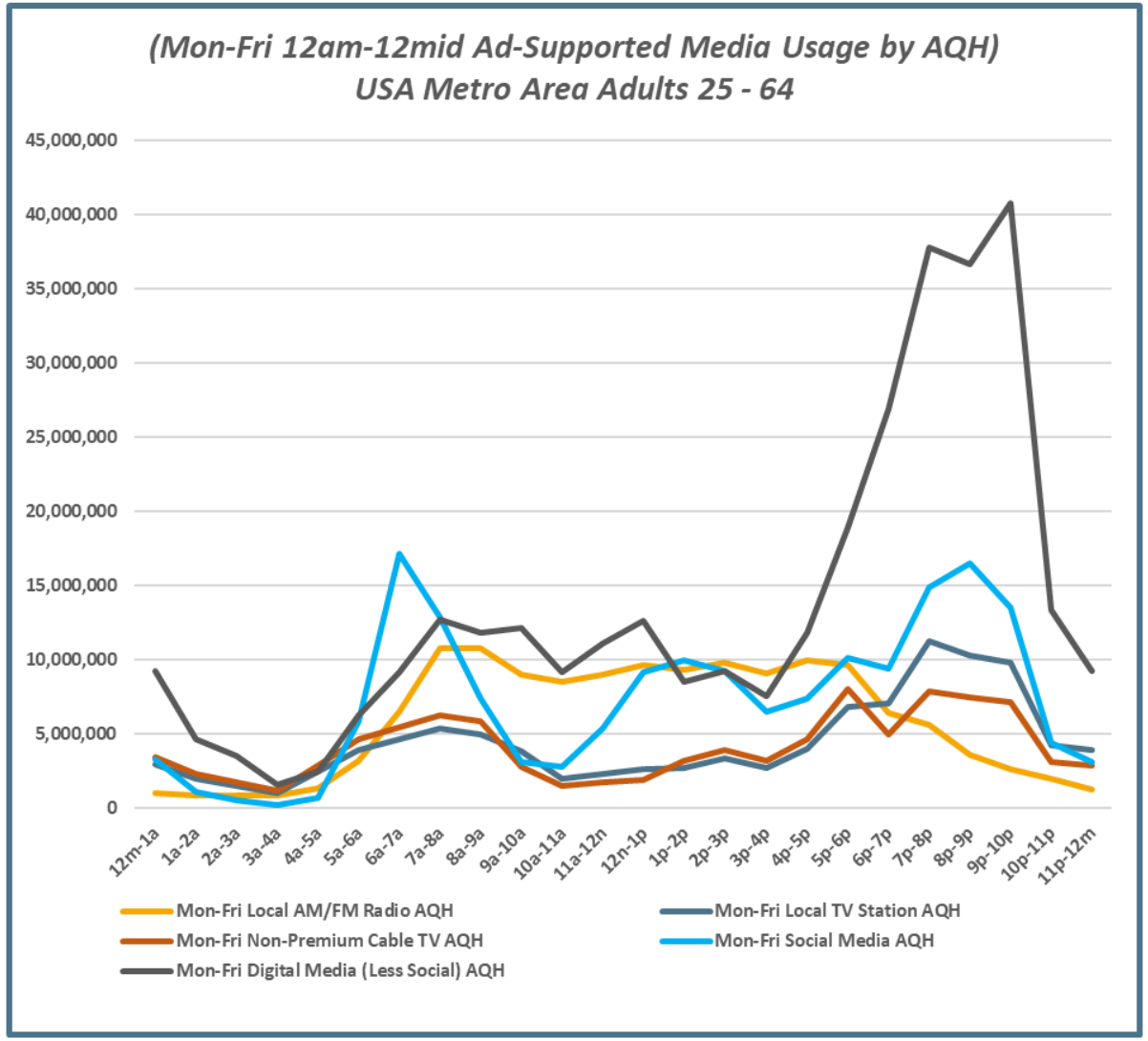
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Own or rent residence (HHLD): Own AND... Events/places plan to attend/visit next 12 months: Shooting range AND NOT Items/services household currently has (HHLD): Home security system



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,683,573; Local Radio: 1,188,445; Social Media: 1,129,562; Non-Prem. Cable: 622,777; Local TV: 550,853 reaching Adults 25 - 64 who are Homeowners who Own a Home Security





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,500

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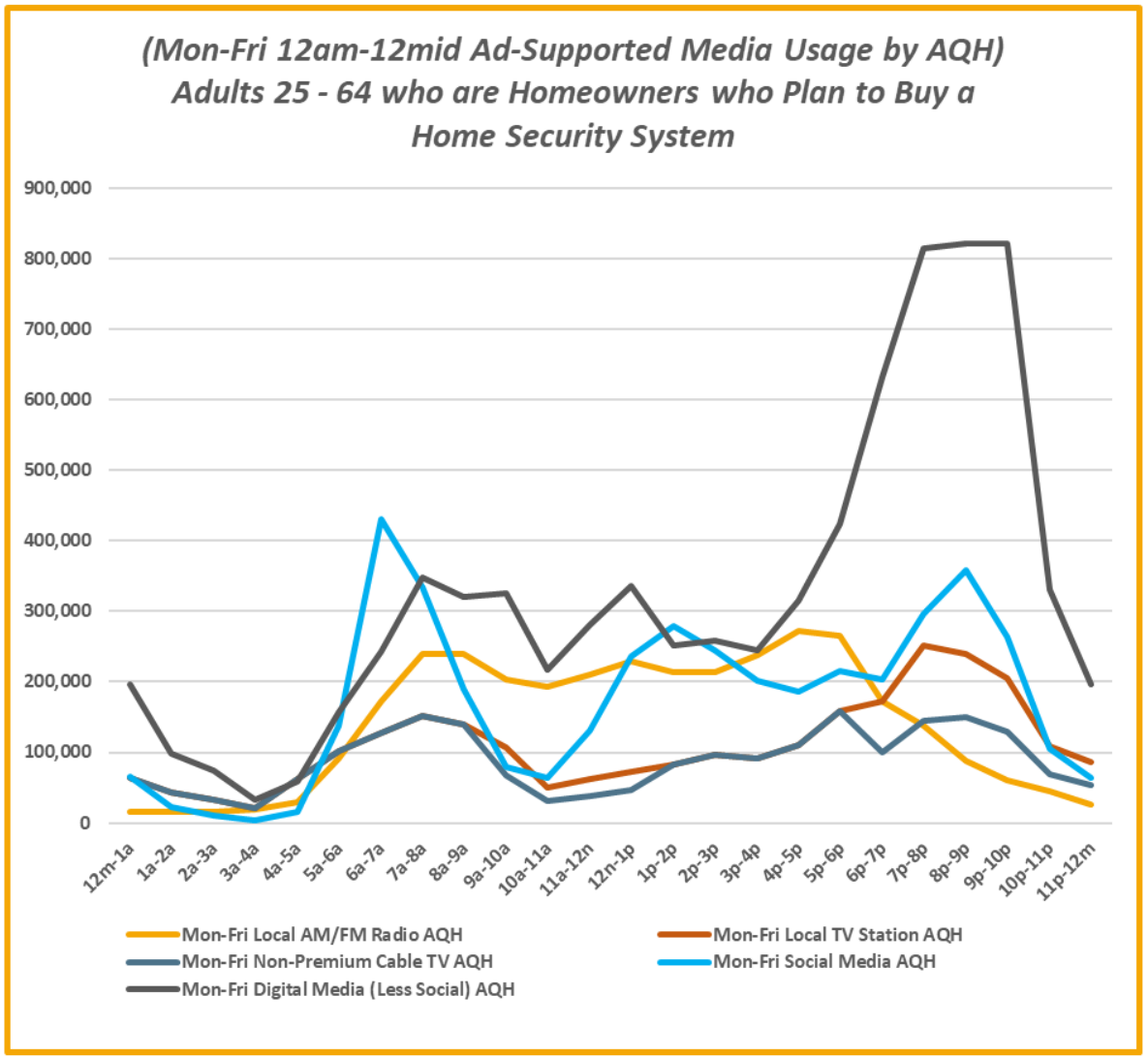
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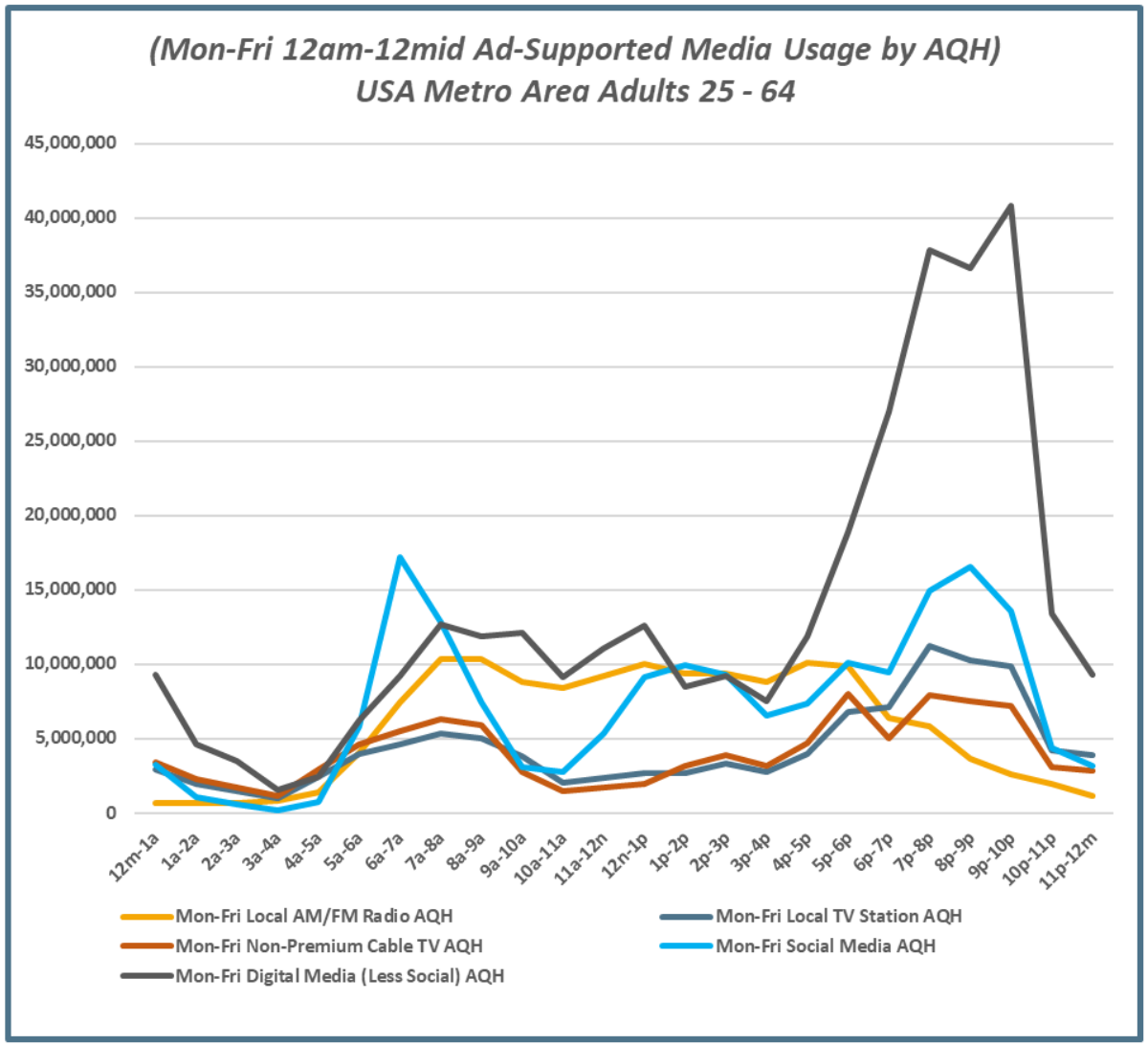
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Own or rent residence (HHLD): Own AND... Items/services household currently has (HHLD): Home security system



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 323,202; Local Radio: 220,429; Social Media: 215,146; Local TV: 109,472; Non-Prem. Cable: 95,259 reaching Adults 25 - 64 who are Homeowners who Plan to Buy a Home Securit





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,500

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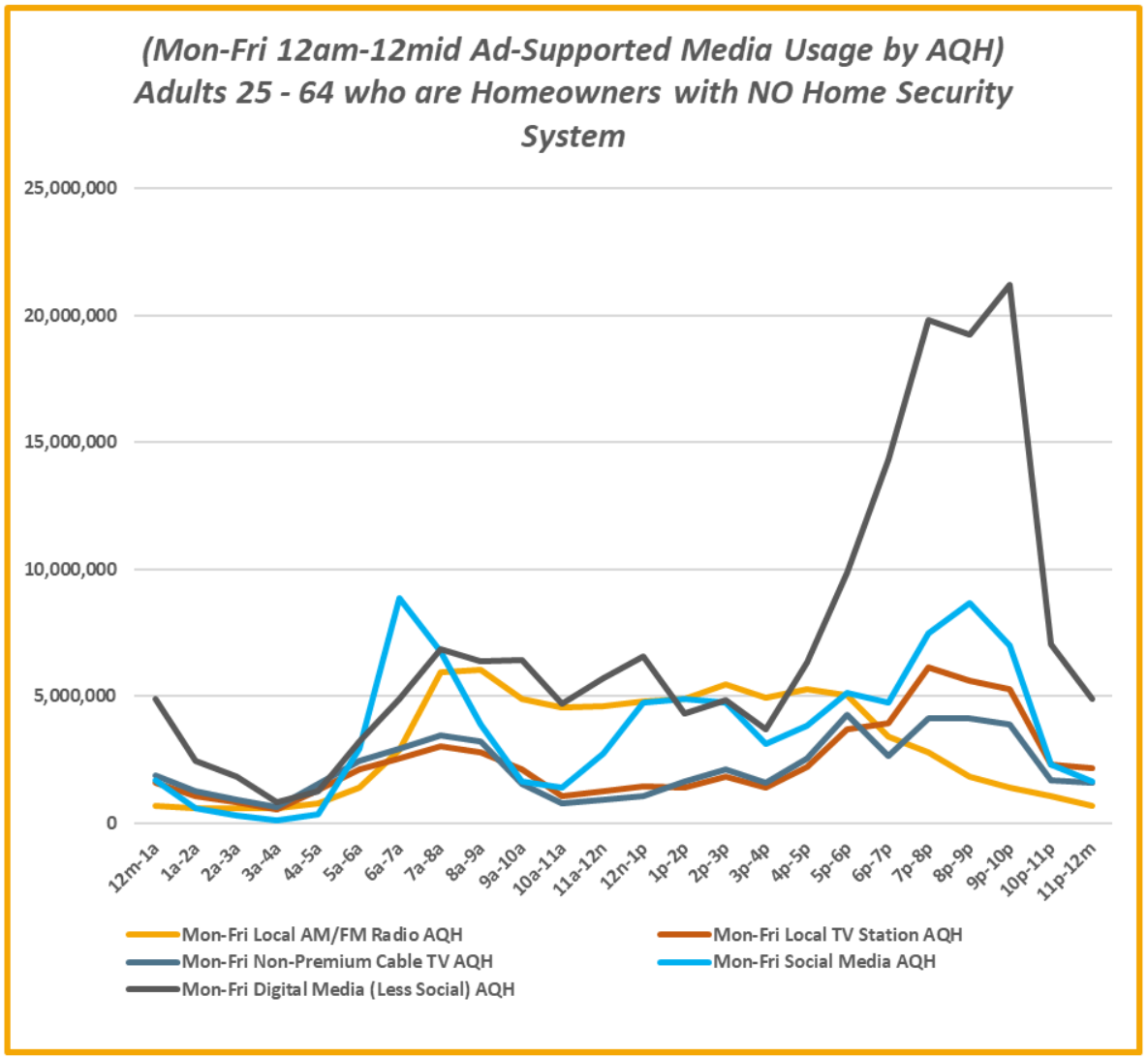
USA Jan23-Feb24 USA Projection Qual Intab 14,048

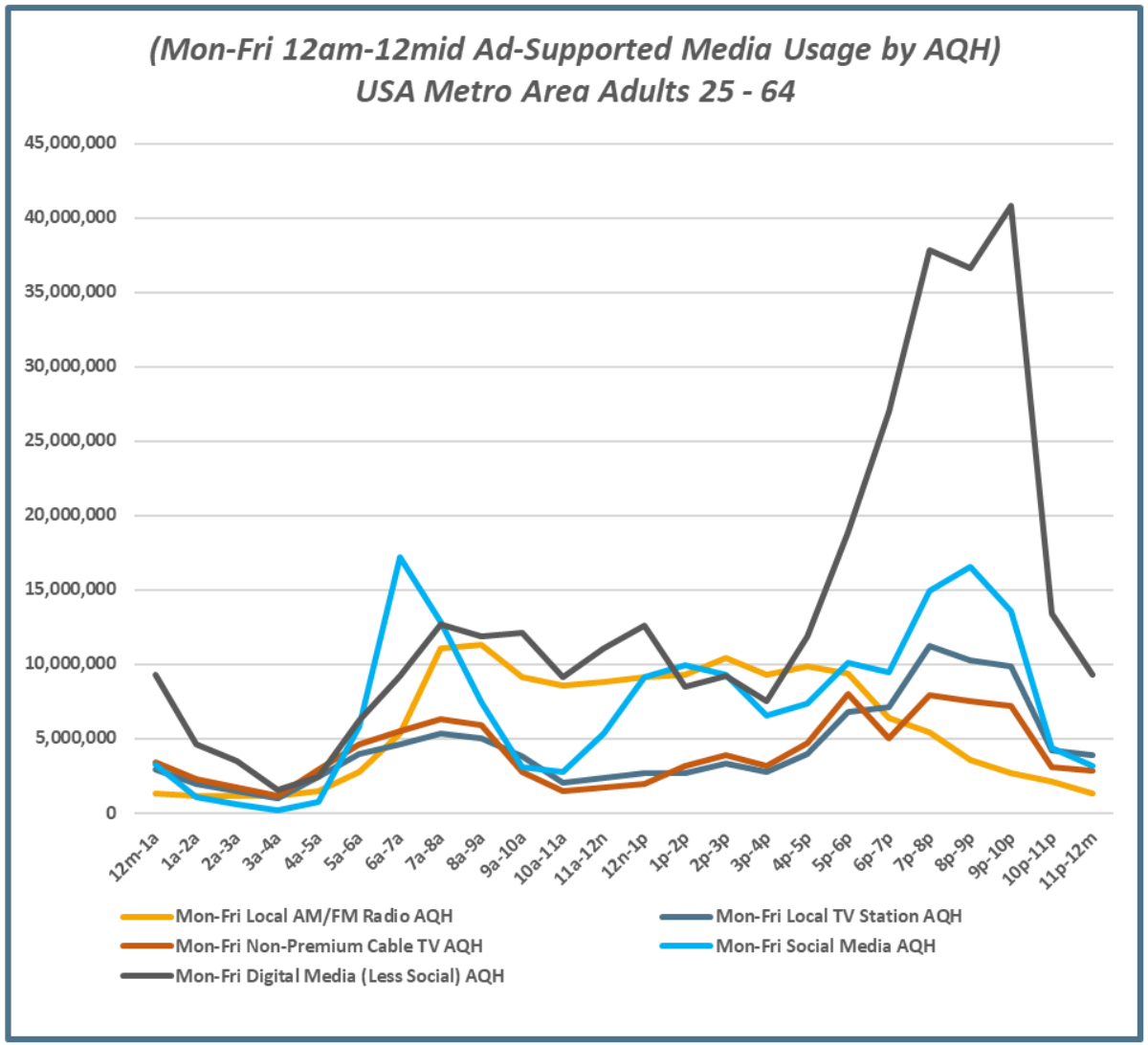
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Own or rent residence (HHLD): Own AND... Items/services HHLD plans to buy in next 12 months (HHLD): Home security system



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,516,844; Local Radio: 4,826,417; Social Media: 4,345,632; Non-Prem. Cable: 2,201,367; Local TV: 2,197,352 reaching Adults 25 - 64 who are Homeowners with NO Home Securi





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,500

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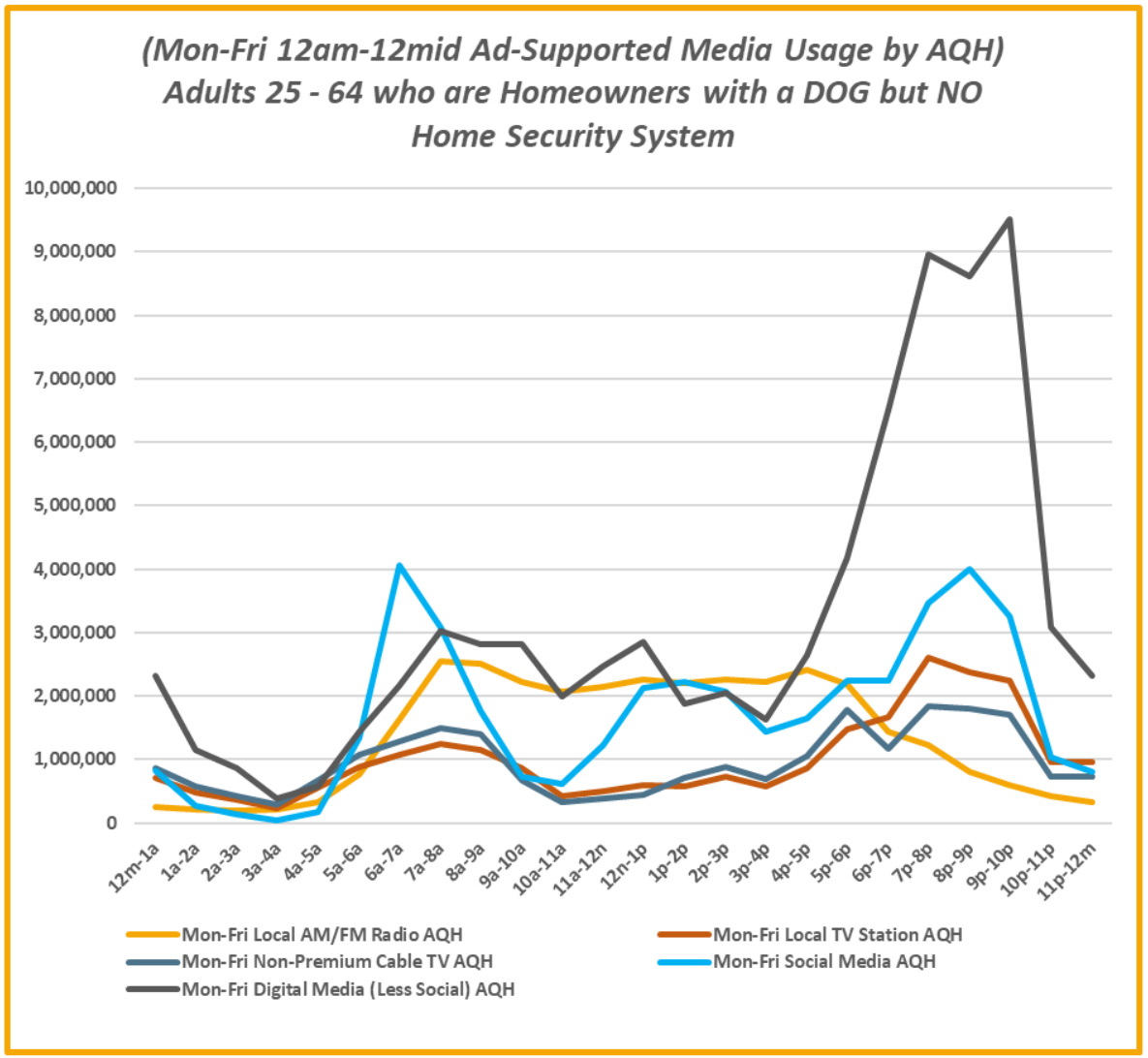
USA Jan23-Feb24 USA Projection Qual Intab 14,048

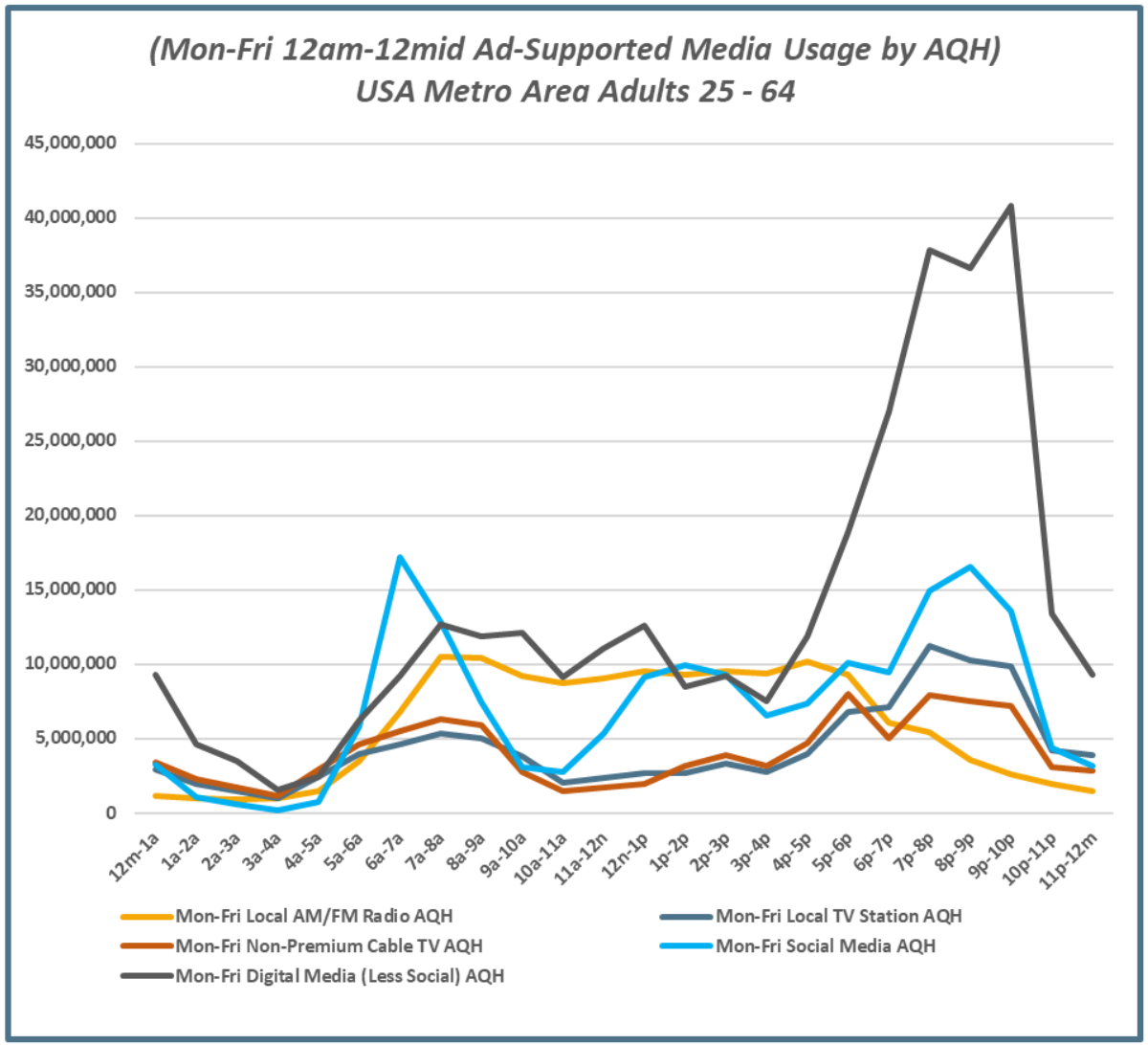
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Own or rent residence (HHLD): Own AND... NOT Items/services household currently has (HHLD): Home security system



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,846,405; Local Radio: 2,160,538; Social Media: 1,960,415; Non-Prem. Cable: 944,806; Local TV: 905,249 reaching Adults 25 - 64 who are Homeowners with a DOG but NO Home





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,500

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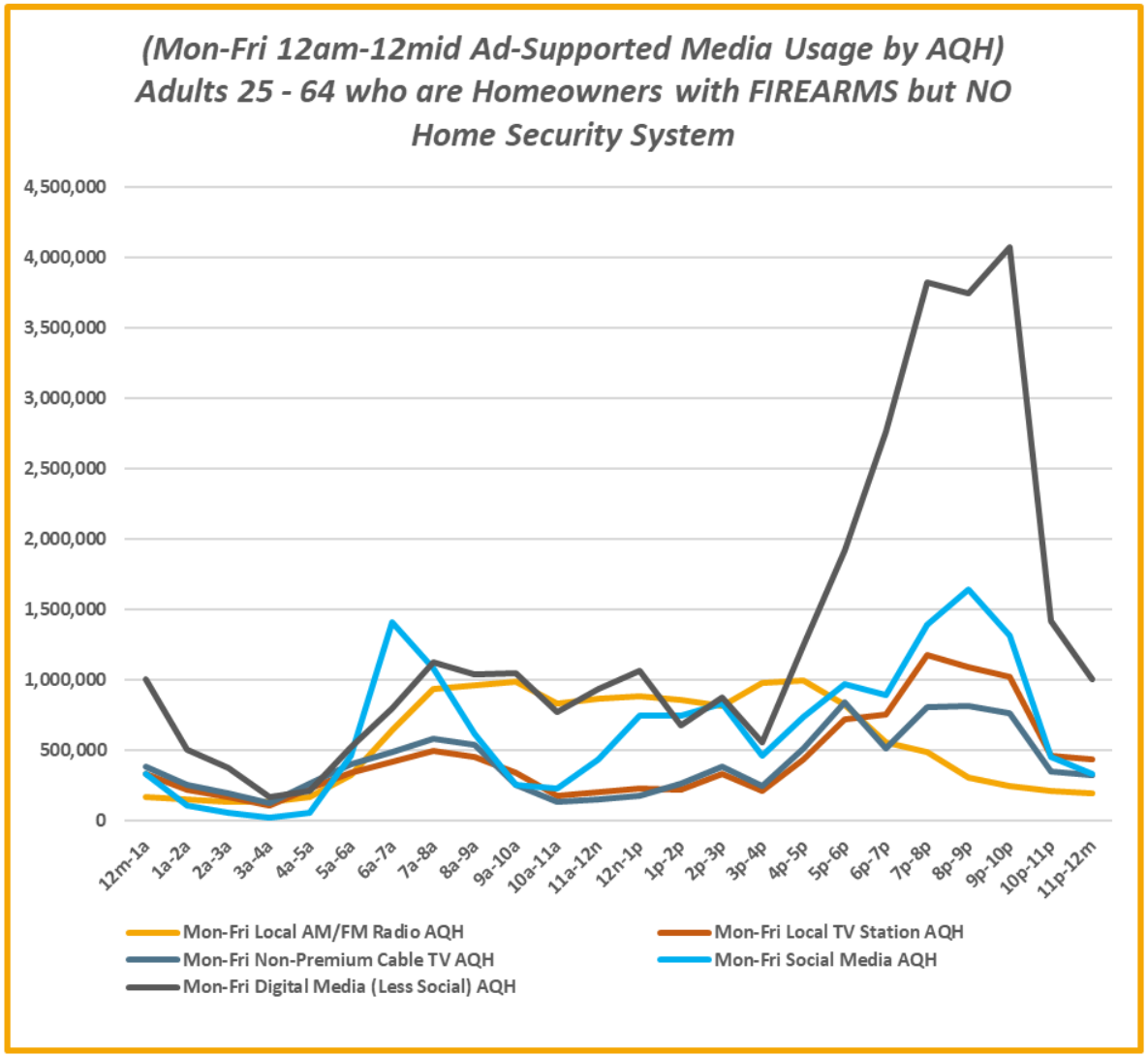
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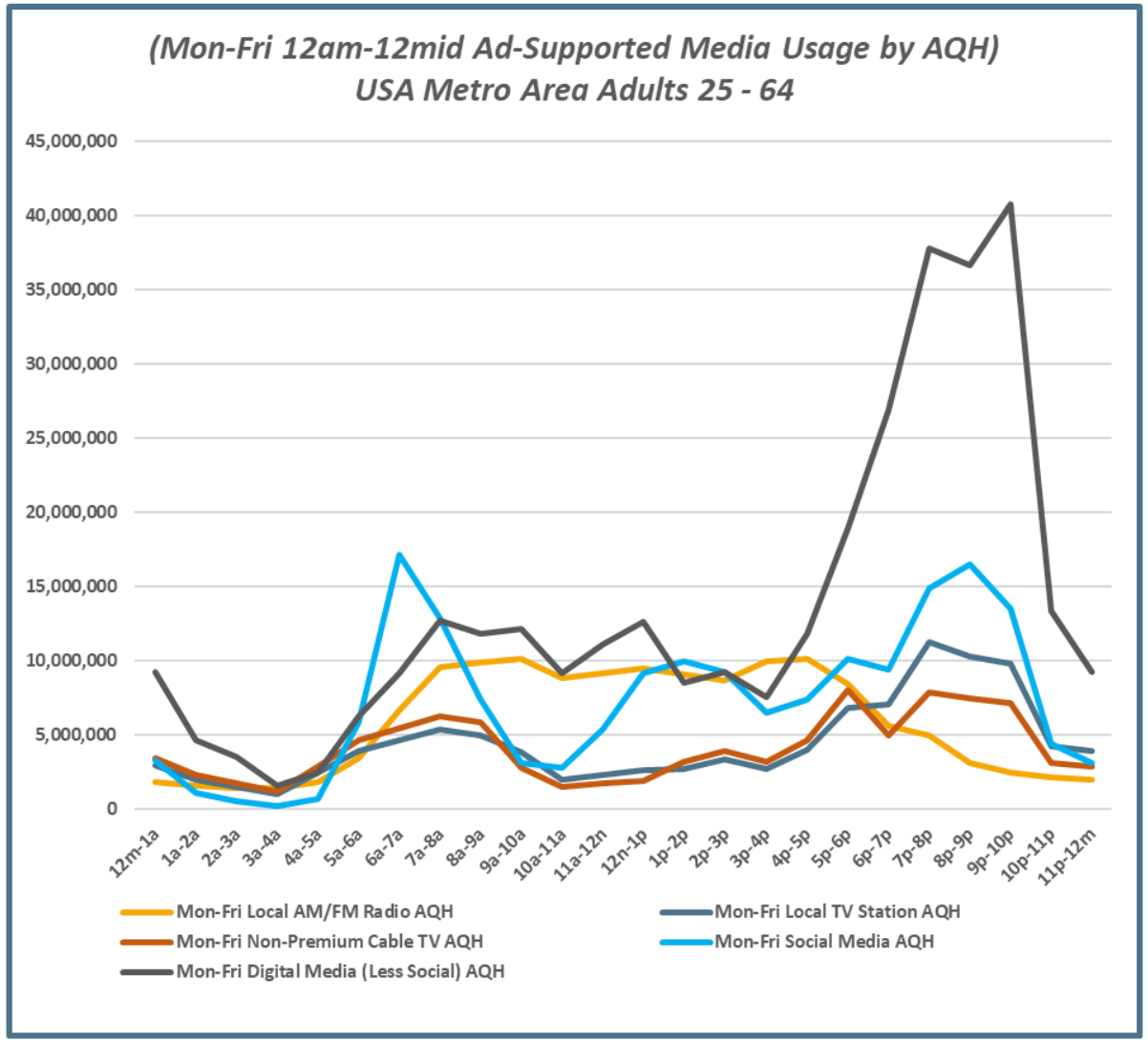
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Own or rent residence (HHLD): Own AND... Lifestyle characteristics: Own a dog AND NOT Items/services household currently has (HHLD): Home security system



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,139,343; Local Radio: 856,329; Social Media: 724,961; Non-Prem. Cable: 391,185; Local TV: 383,339 reaching Adults 25 - 64 who are Homeowners with FIREARMS but NO Home S





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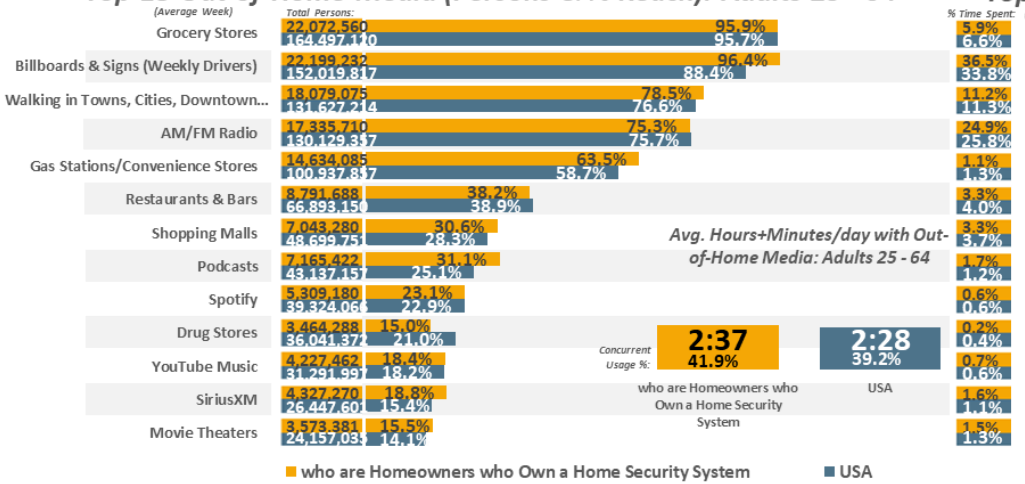
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Own or rent residence (HHLD): Own AND... Events/places plan to attend/visit next 12 months: Shooting range AND NOT Items/services household currently has (HHLD): Home security system

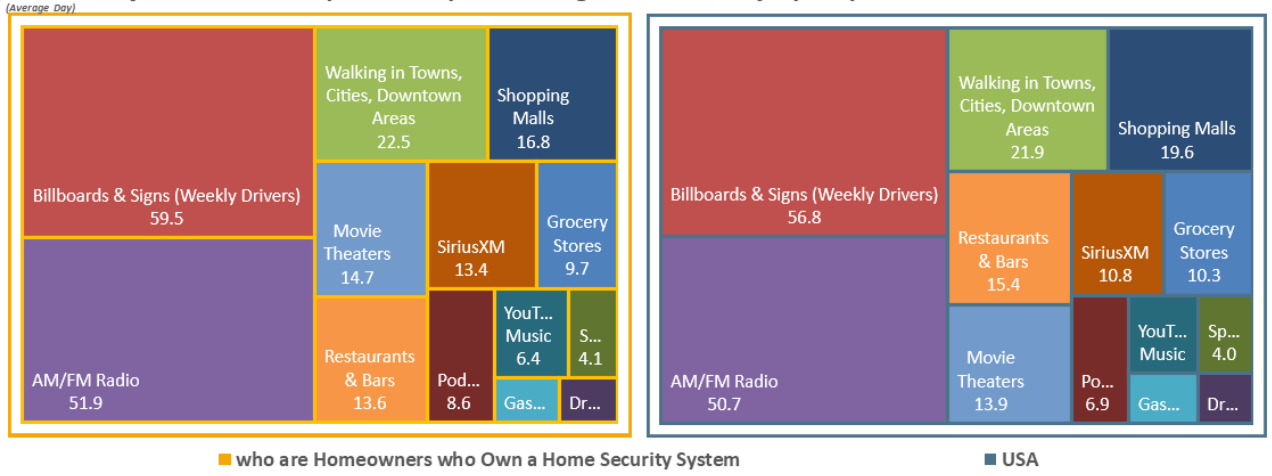


22,199,232 or 96.4% of Adults 25 - 64 who are Homeowners who Own a Home Security System spend an average of 59.5 minutes per day driving, seeing Billboards and Signs. 70.7% Listen to Local Radio Stations Out-of-Home for an average of 47.4 minutes/day.

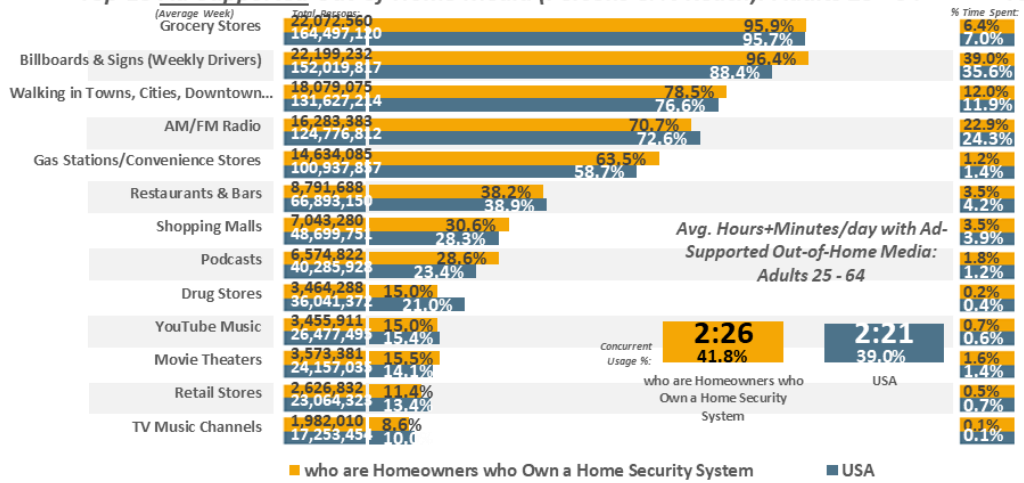
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



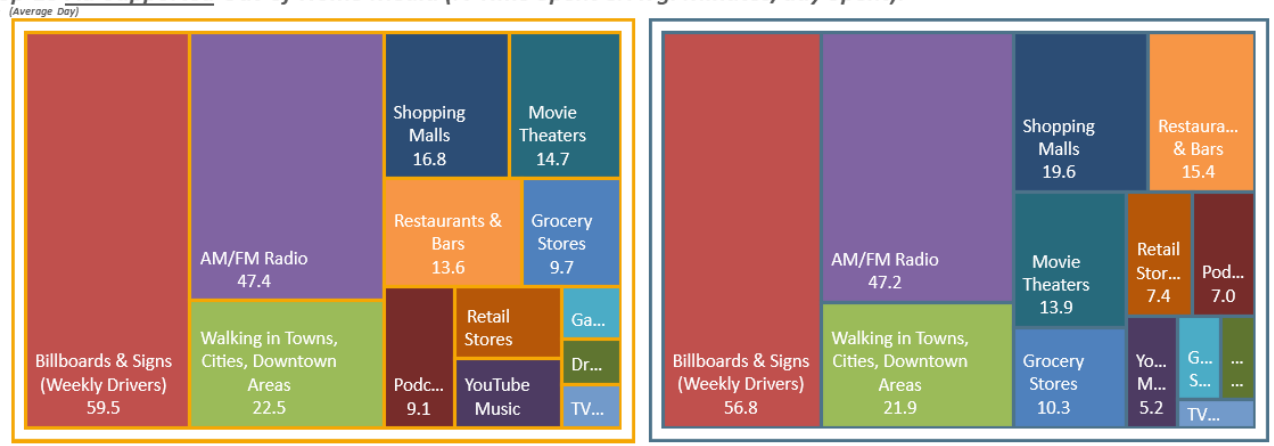
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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

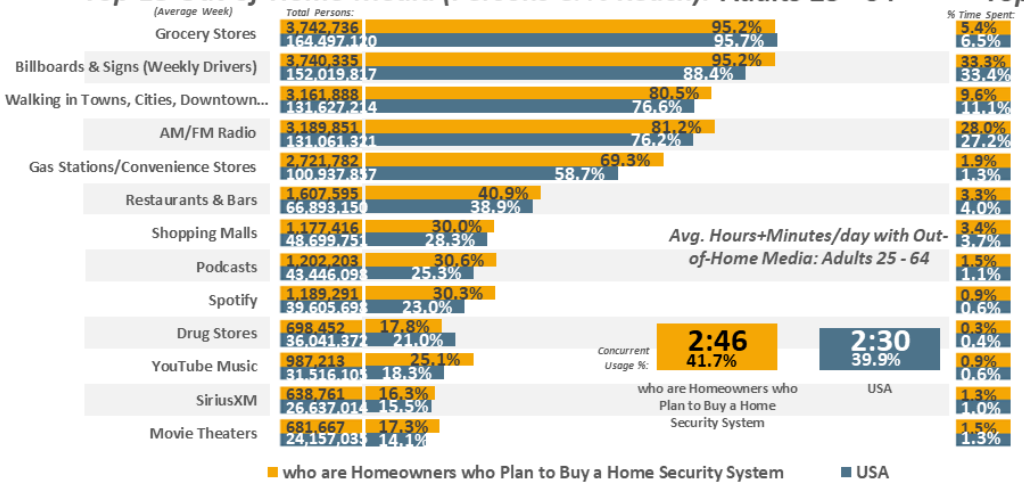
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Own or rent residence (HHLD): Own AND... Items/services household currently has (HHLD): Home security system

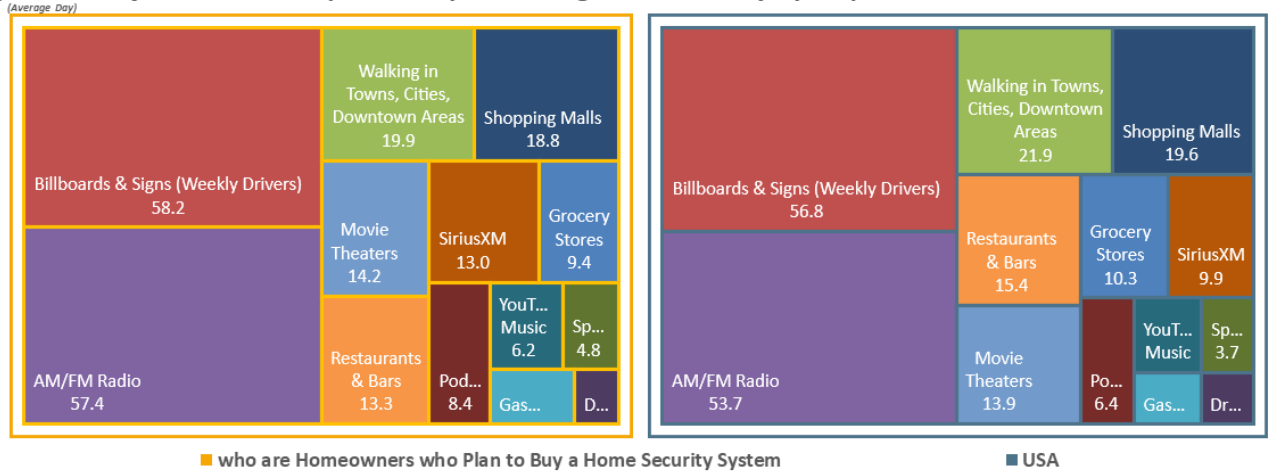


3,740,335 or 95.2% of Adults 25 - 64 who are Homeowners who Plan to Buy a Home Security System spend an average of 58.2 minutes per day driving, seeing Billboards and Signs. 77.% Listen to Local Radio Stations Out-of-Home for an average of 51.8 minutes/da

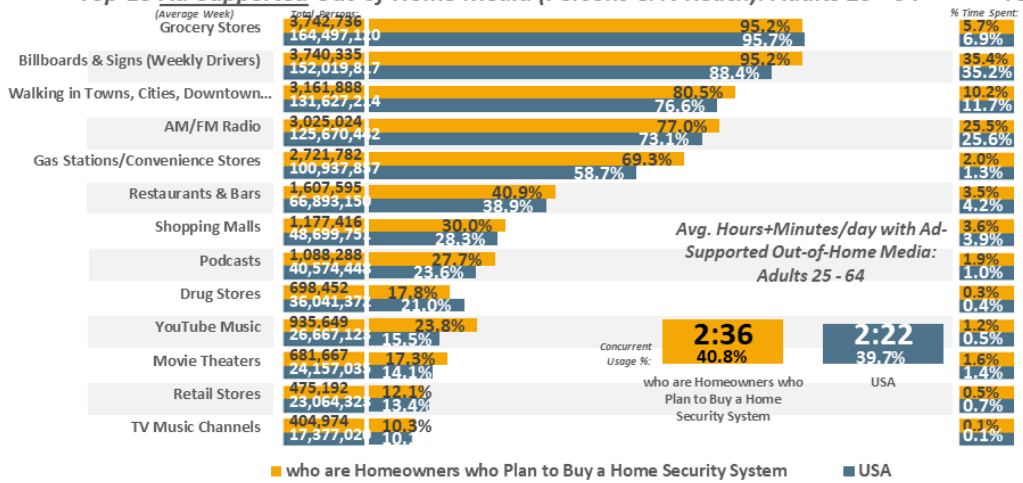
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



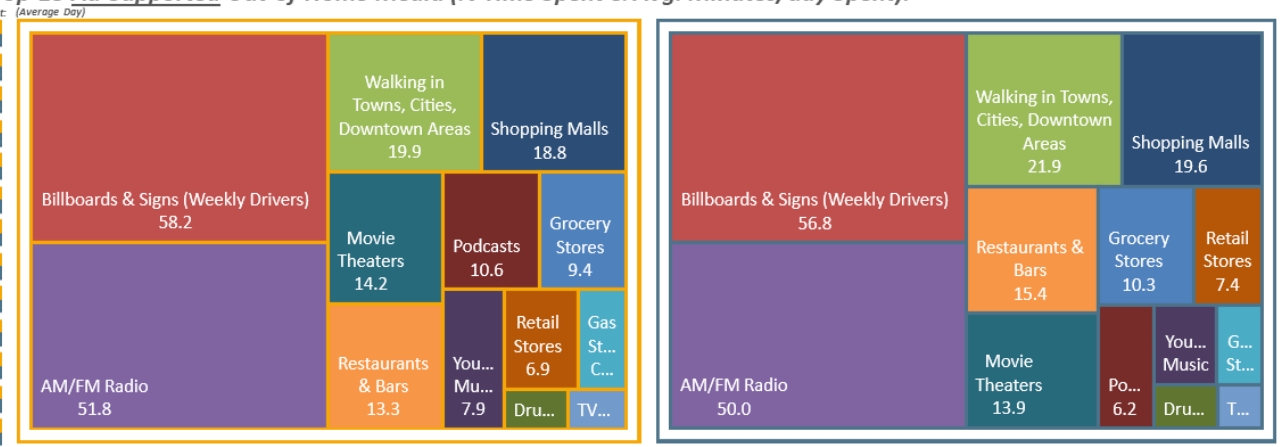
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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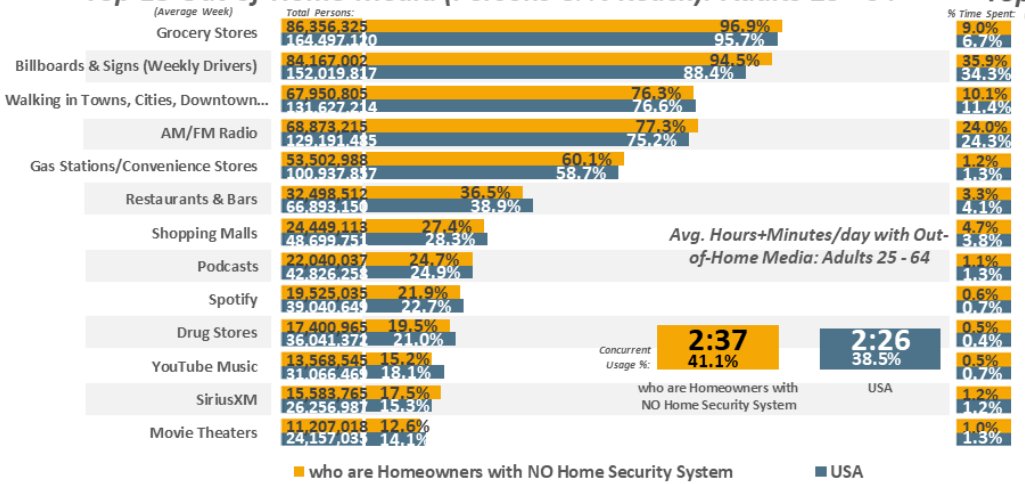
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Own or rent residence (HHLD): Own AND... Items/services HHLD plans to buy in next 12 months (HHLD): Home security system

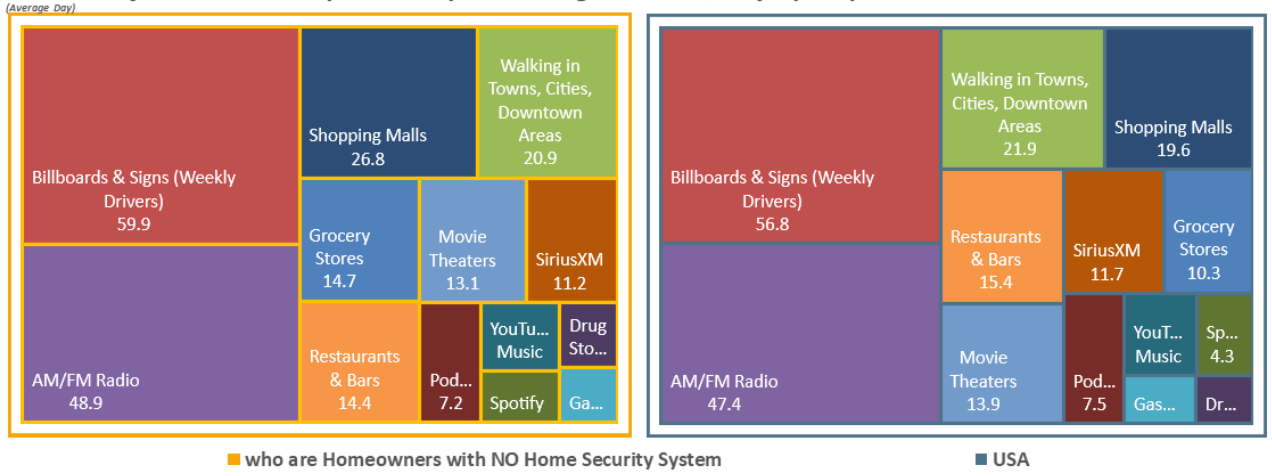


84,167,002 or 94.5% of Adults 25 - 64 who are Homeowners with NO Home Security System spend an average of 59.9 minutes per day driving, seeing Billboards and Signs. 73.7% Listen to Local Radio Stations Out-of-Home for an average of 45.2 minutes/day.

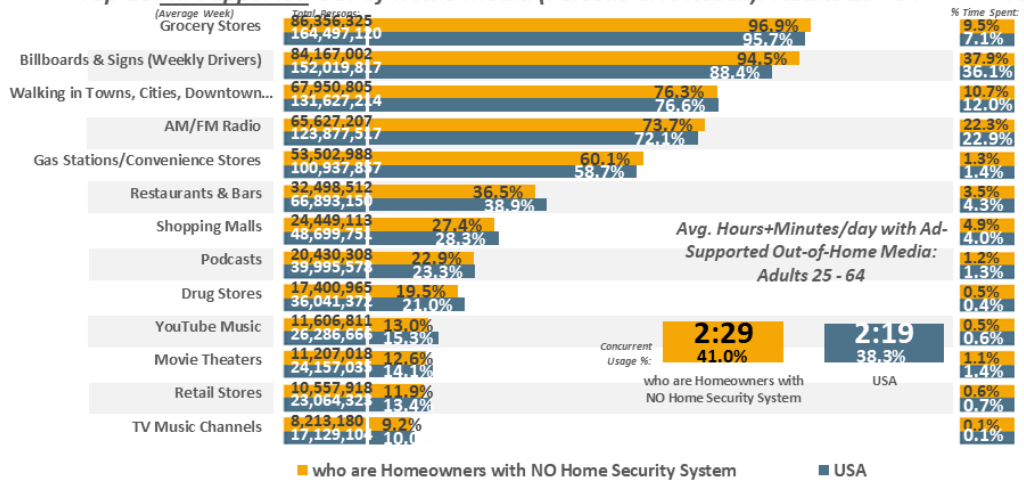
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



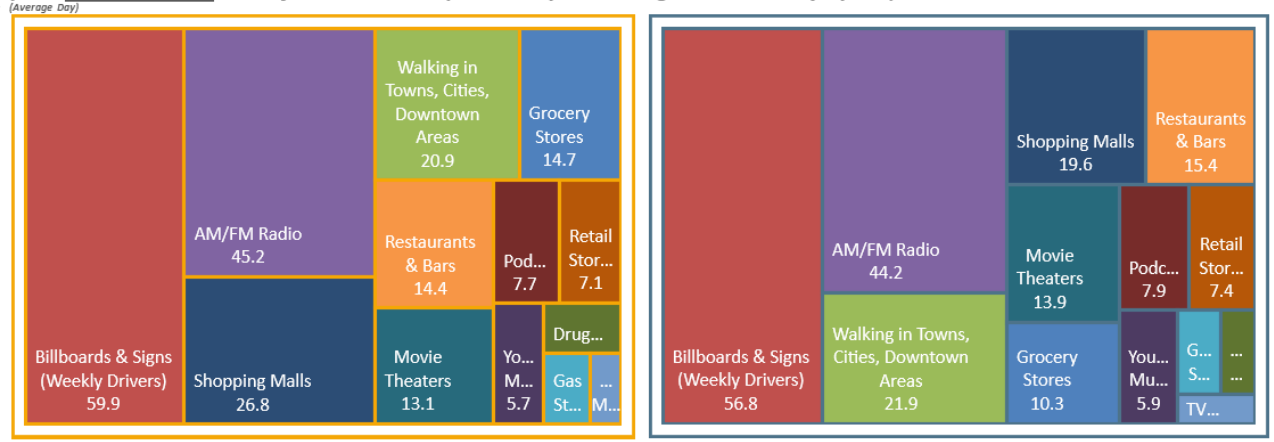
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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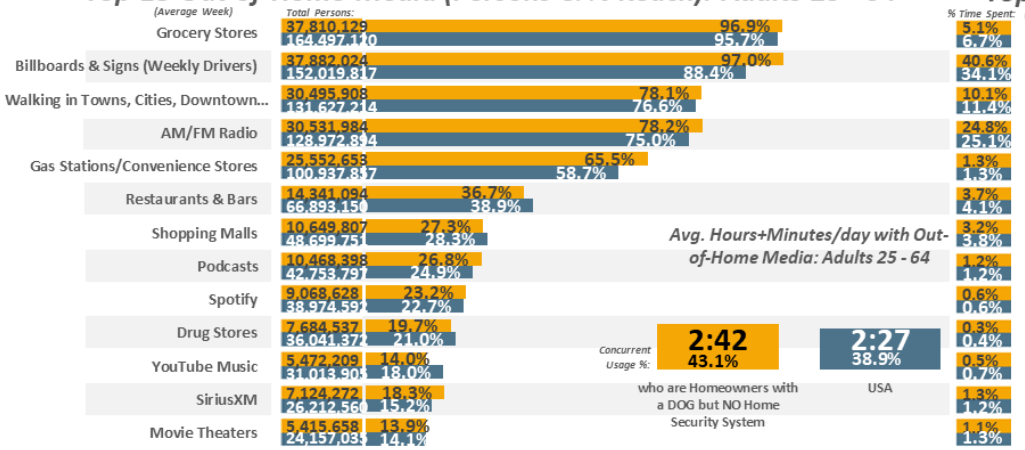
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Own or rent residence (HHLD): Own AND... NOT Items/services household currently has (HHLD): Home security system

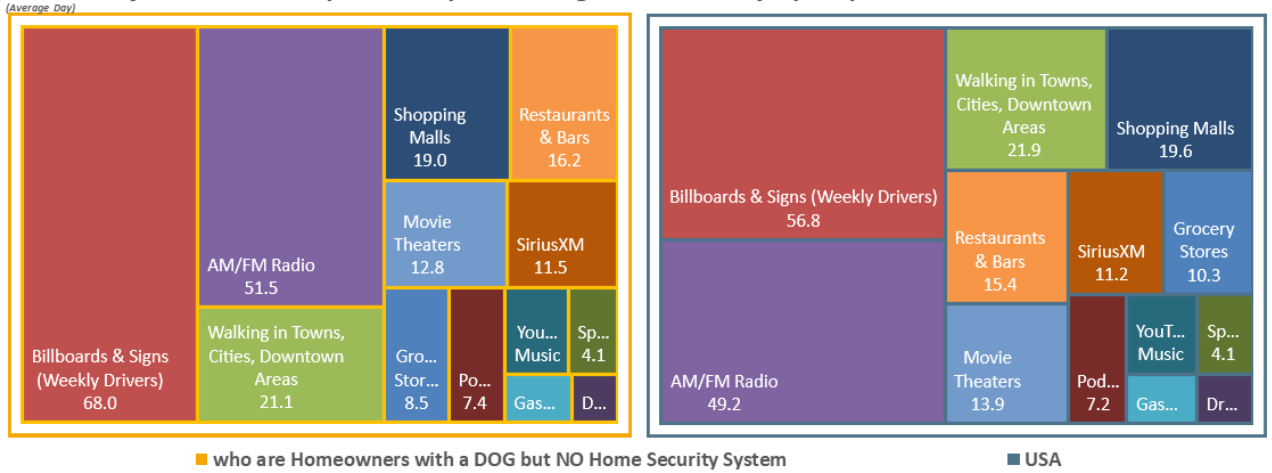


37,882,024 or 97.% of Adults 25 - 64 who are Homeowners with a DOG but NO Home Security System spend an average of 68. minutes per day driving, seeing Billboards and Signs. 74.8% Listen to Local Radio Stations Out-of-Home for an average of 47.9 minutes/da

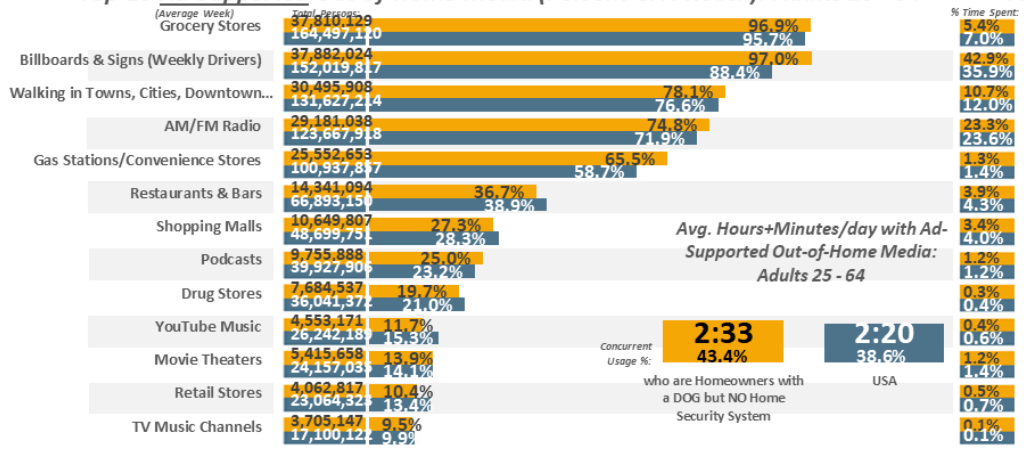
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



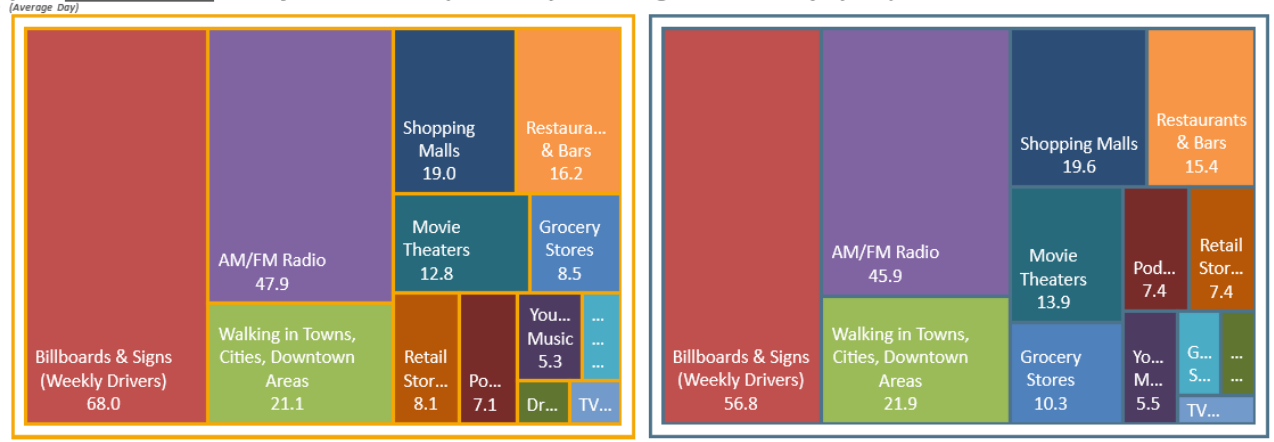
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



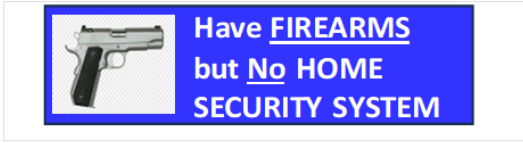
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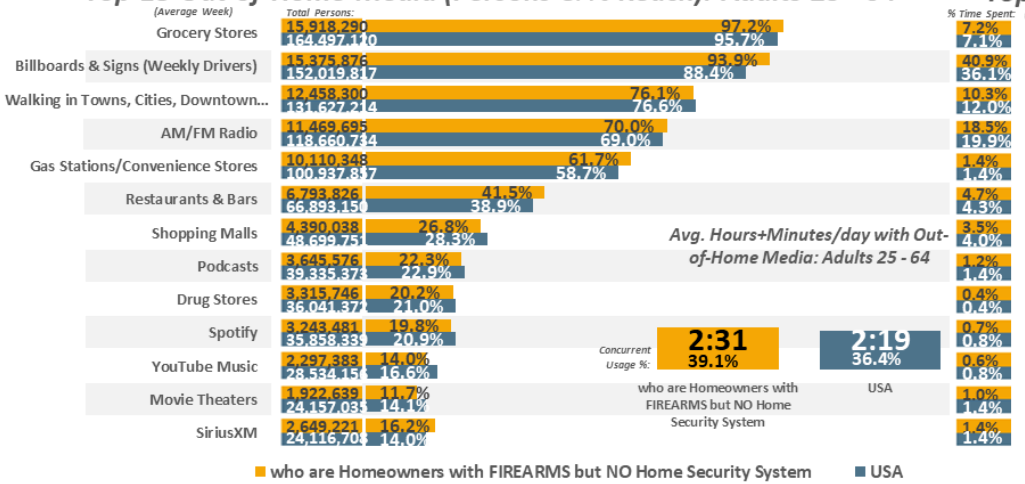
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Own or rent residence (HHLD): Own AND... Lifestyle characteristics: Own a dog AND NOT Items/services household currently has (HHLD): Home security system

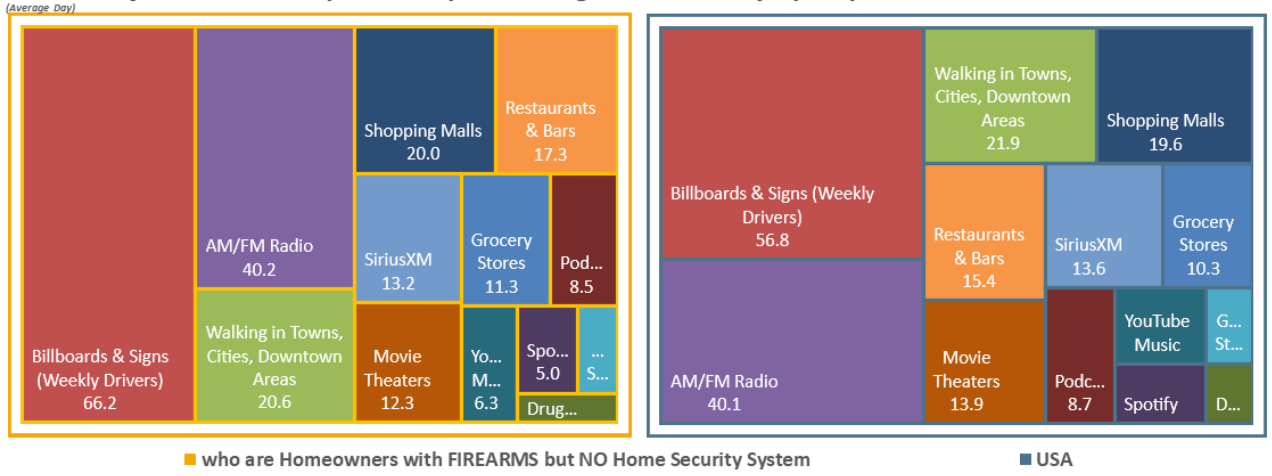


15,375,876 or 93.9% of Adults 25 - 64 who are Homeowners with FIREARMS but NO Home Security System spend an average of 66.2 minutes per day driving, seeing Billboards and Signs. 66.9% Listen to Local Radio Stations Out-of-Home for an average of 37.1 minut

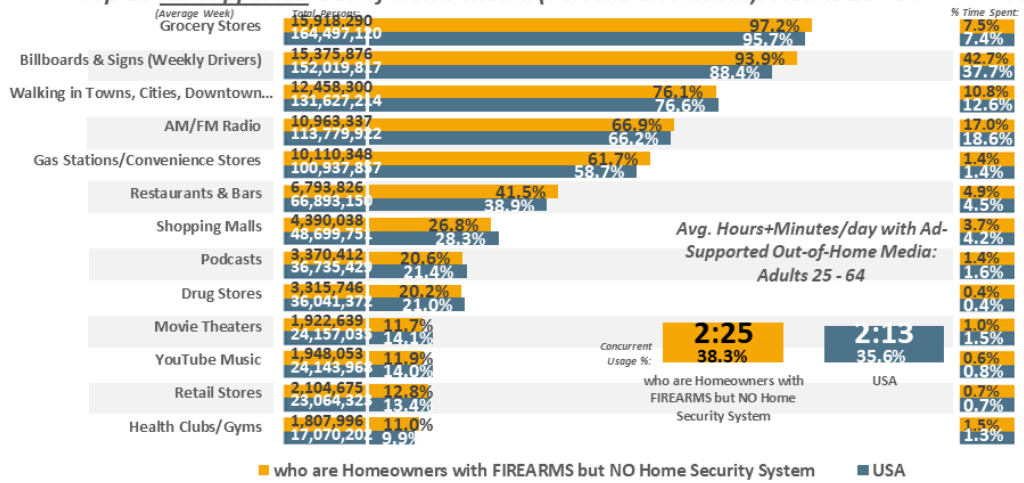
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



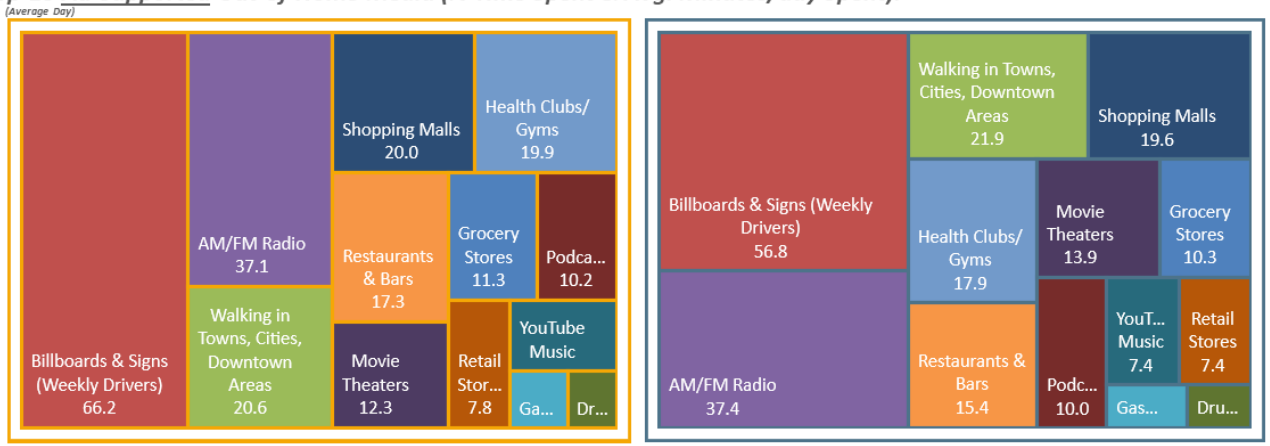
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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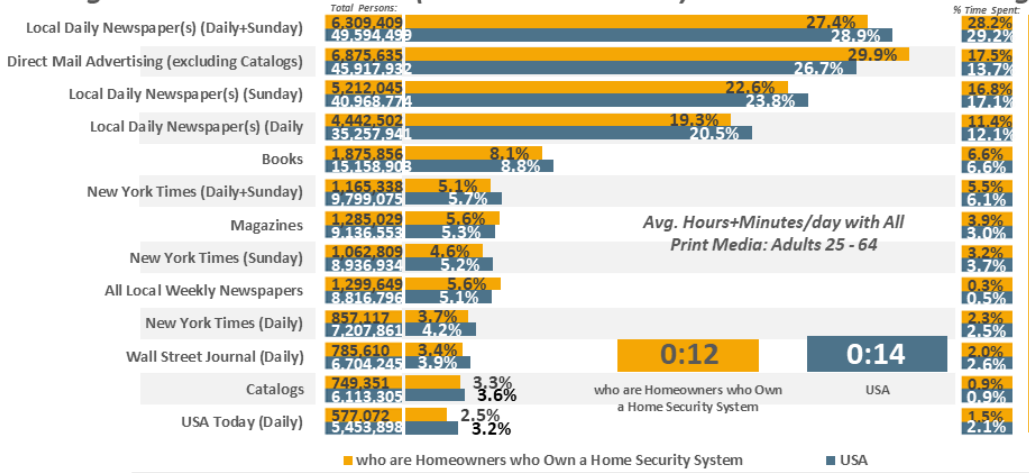
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Own or rent residence (HHLD): Own AND... Events/places plan to attend/visit next 12 months: Shooting range AND NOT Items/services household currently has (HHLD): Home security system

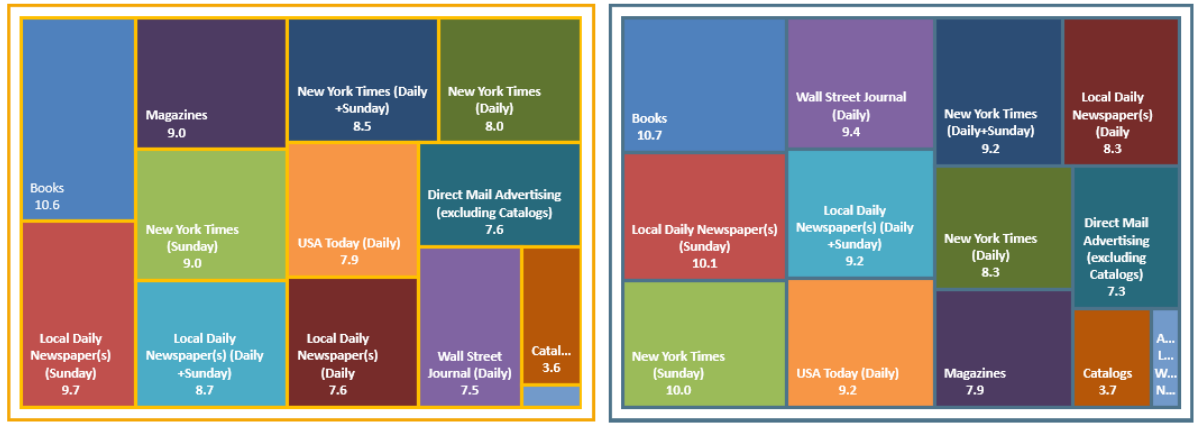


6,309,409 or 27.4% of Adults 25 - 64 who are Homeowners who Own a Home Security System read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 30.2% of all time spent daily with All forms of Print Media.

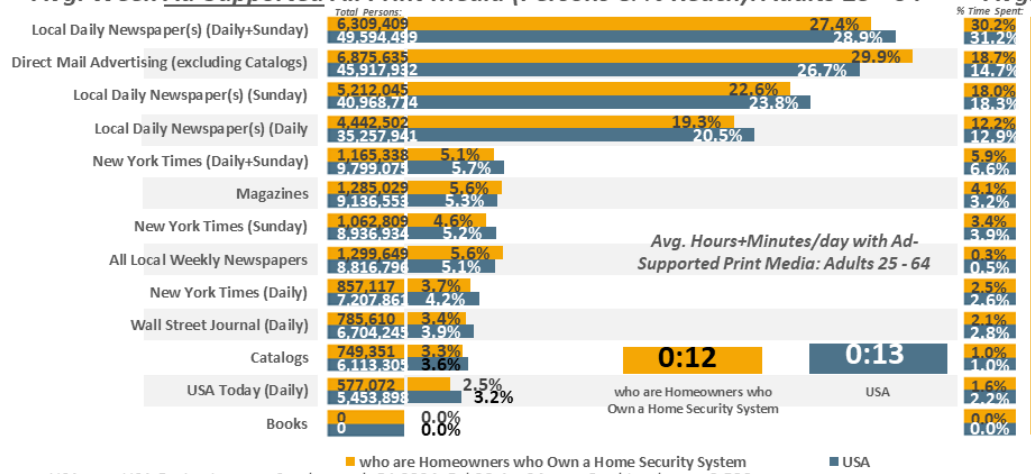
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



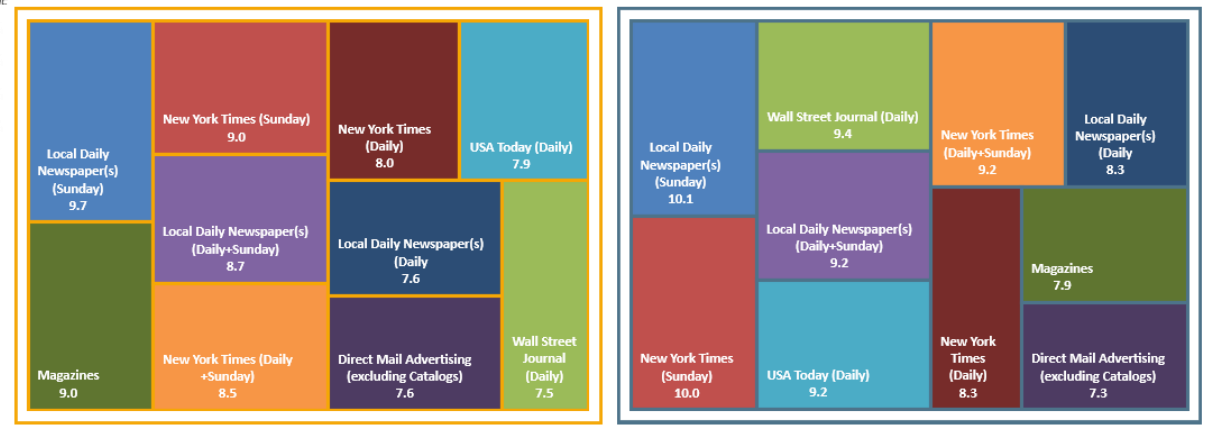
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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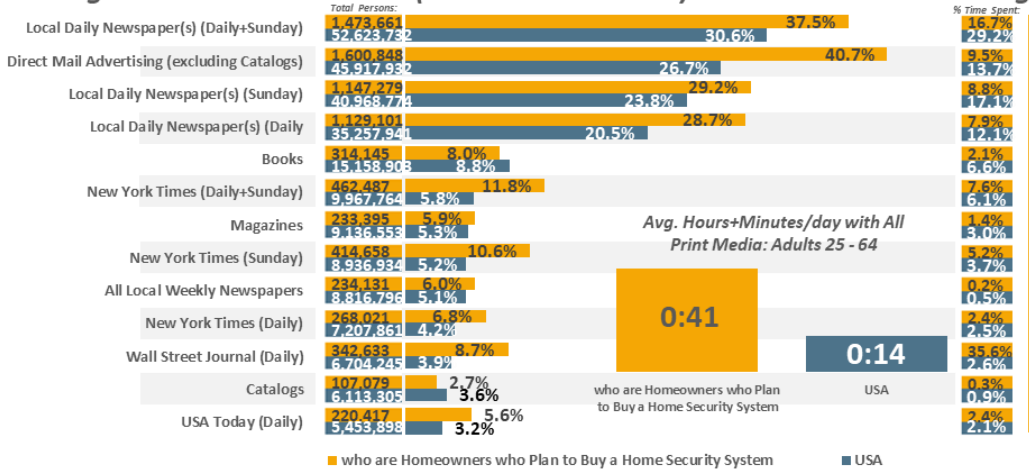
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Own or rent residence (HHLD): Own AND... Items/services household currently has (HHLD): Home security system

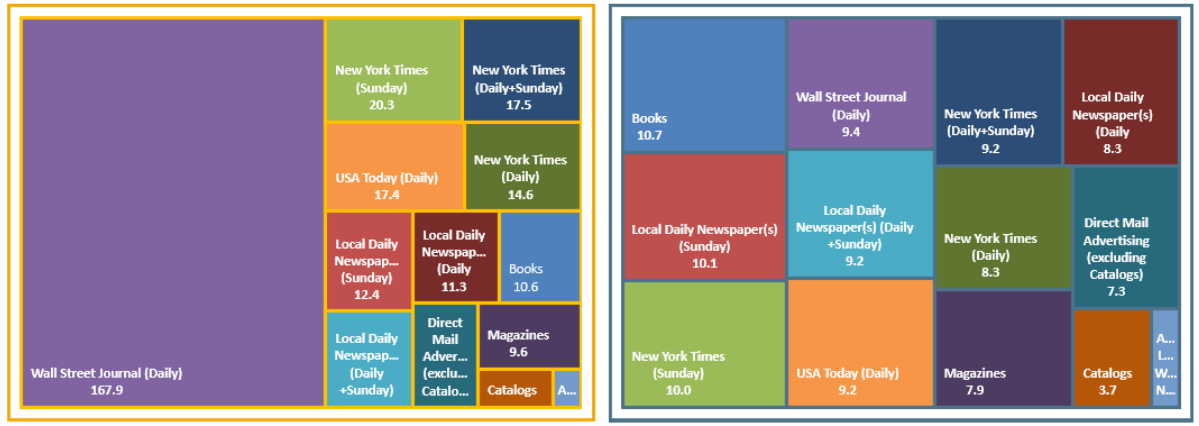


342,633 or 8.7% of Adults 25 - 64 who are Homeowners who Plan to Buy a Home Security System read Wall Street Journal (Daily) for an average of 167.9 minutes every day representing 36.3% of all time spent daily with All forms of Print Media.

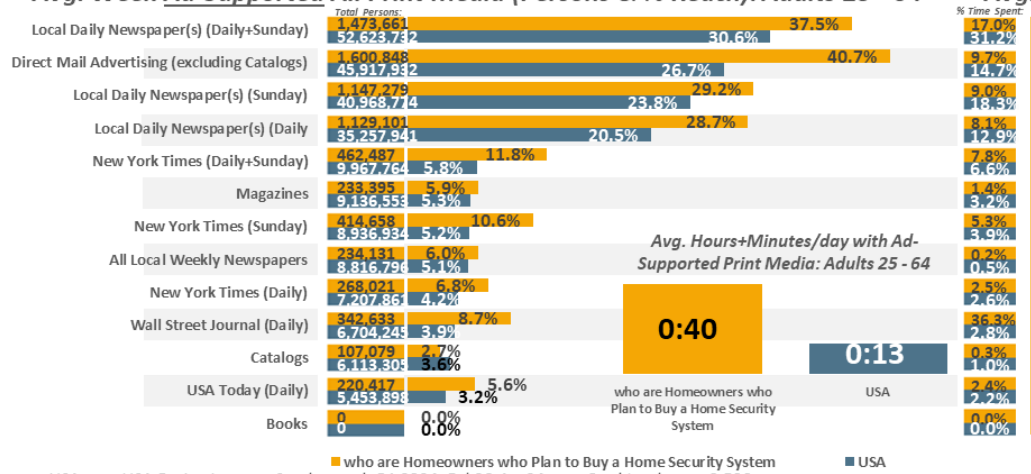
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



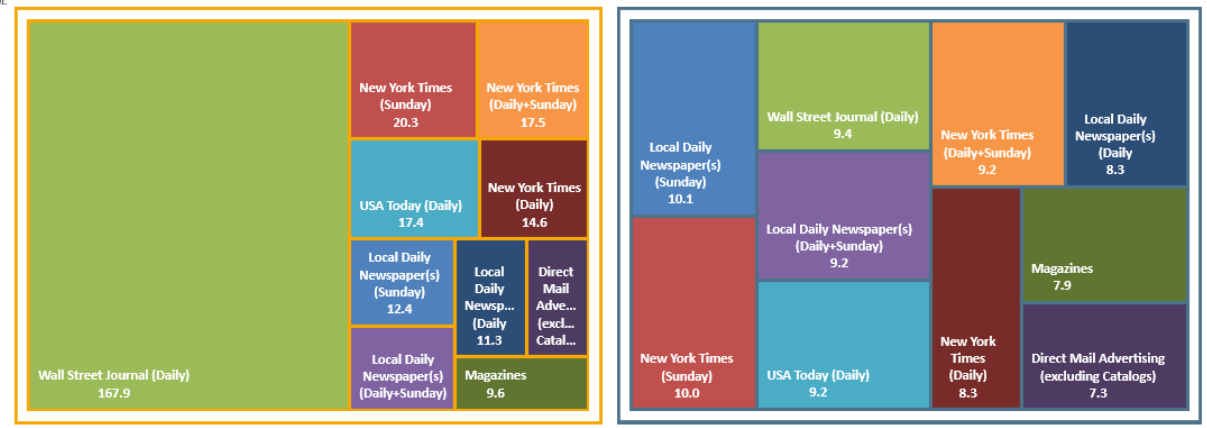
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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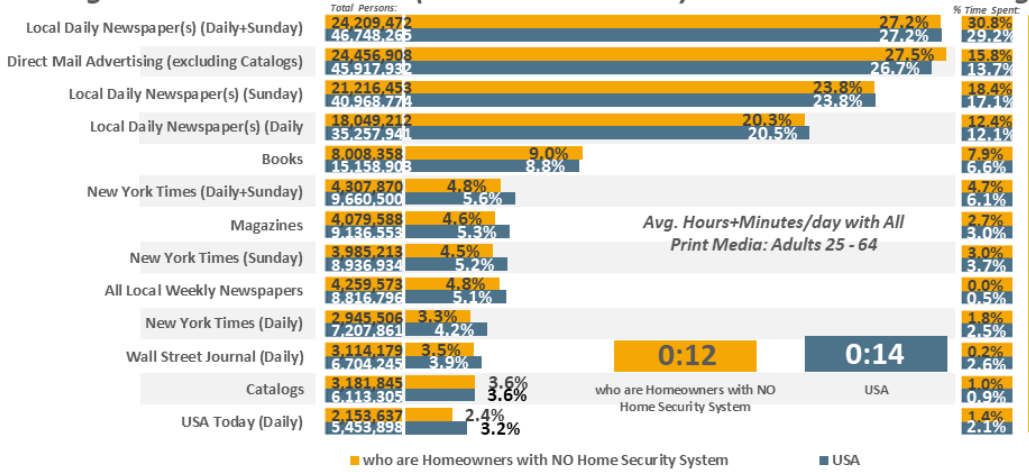
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Own or rent residence (HHLD): Own AND... Items/services HHLD plans to buy in next 12 months (HHLD): Home security system

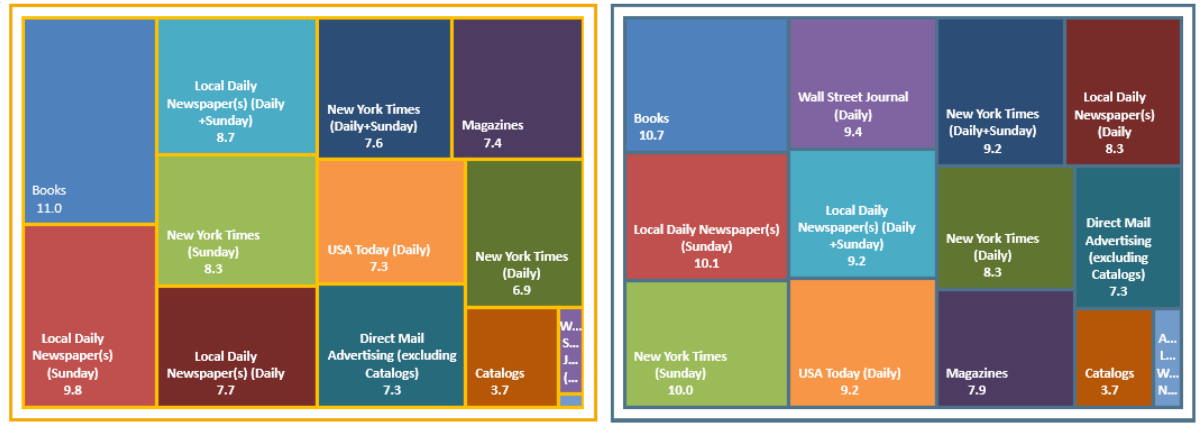


24,209,472 or 27.2% of Adults 25 - 64 who are Homeowners with NO Home Security System read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 33.4% of all time spent daily with All forms of Print Media.

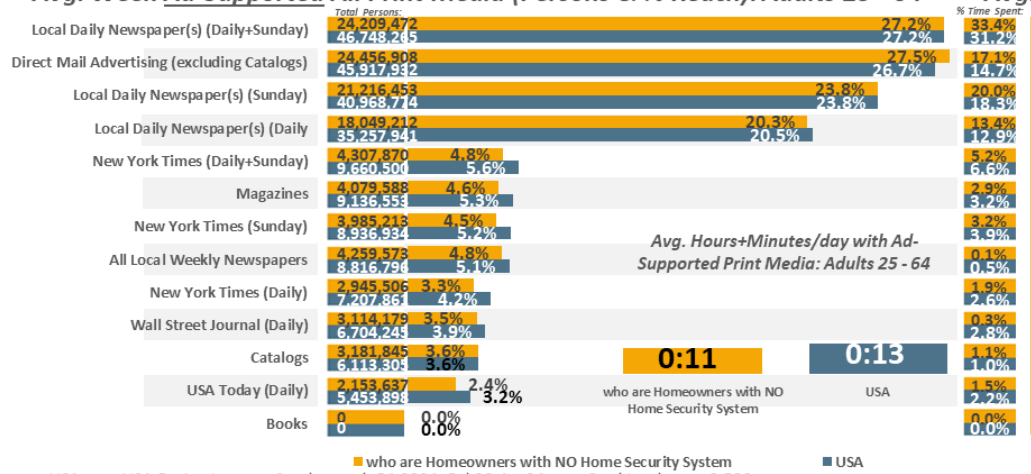
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



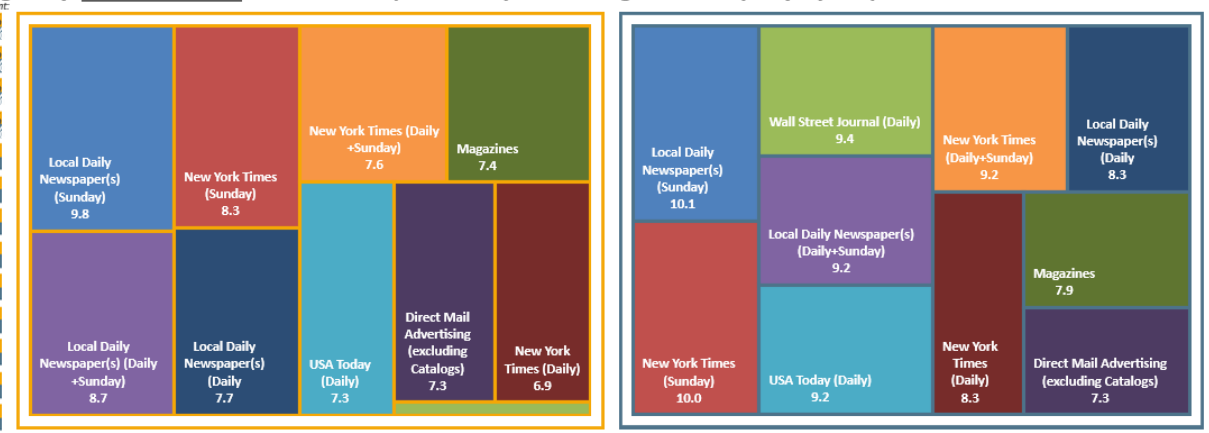
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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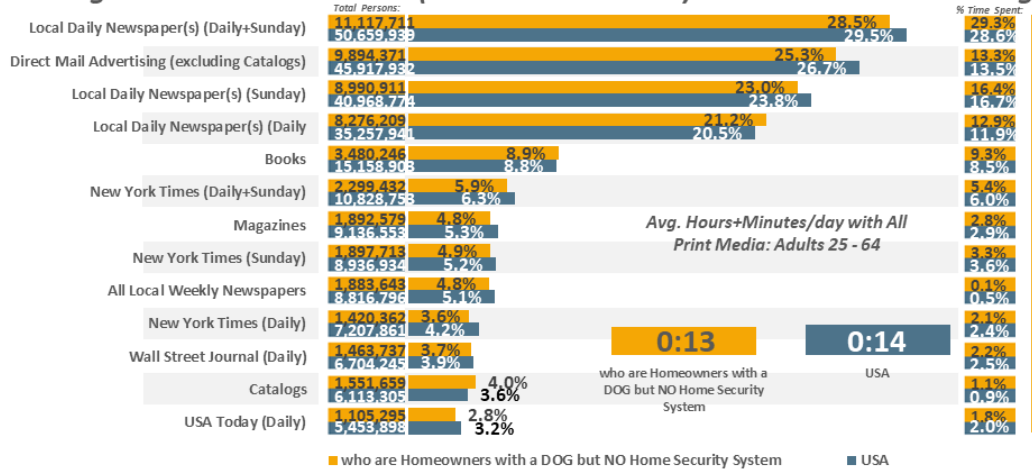
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Own or rent residence (HHLD): Own AND... NOT Items/services household currently has (HHLD): Home security system

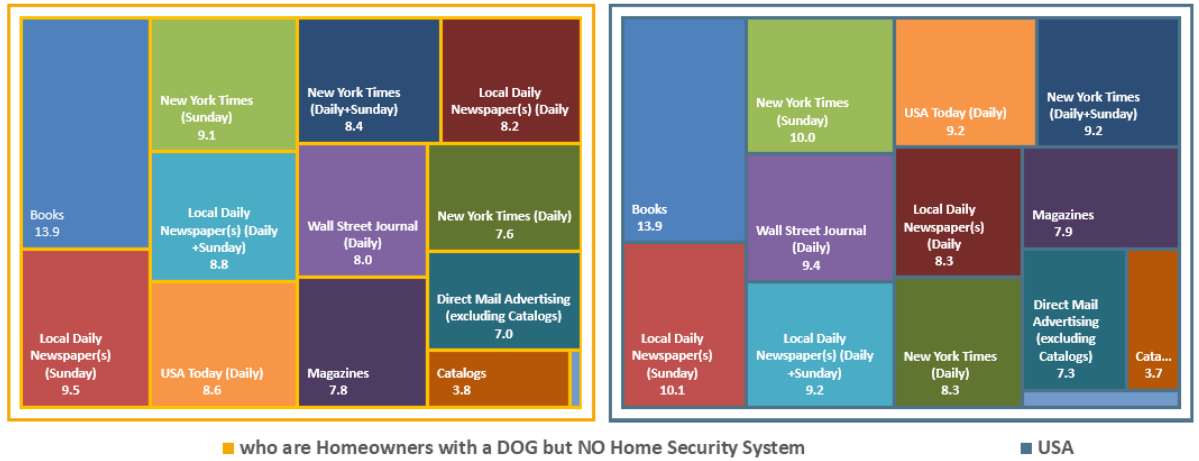


11,117,711 or 28.5% of Adults 25 - 64 who are Homeowners with a DOG but NO Home Security System read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 32.3% of all time spent daily with All forms of Print Media.

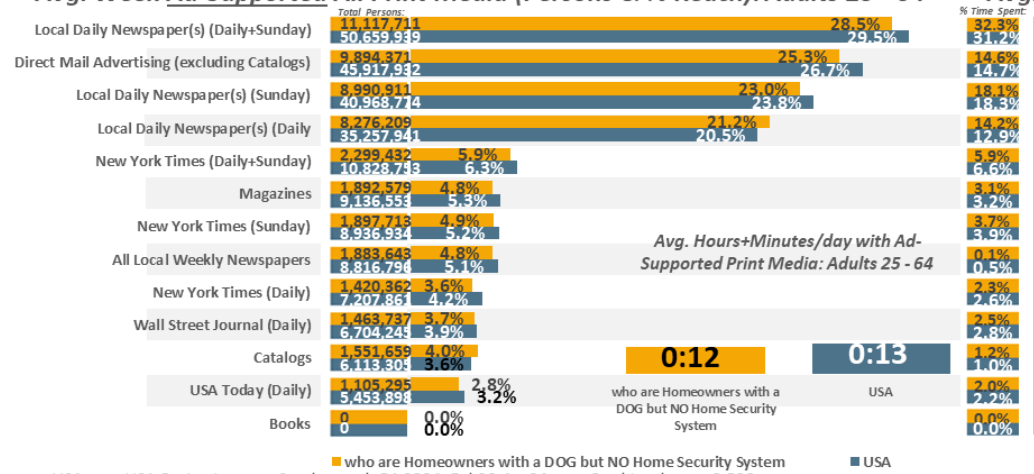
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



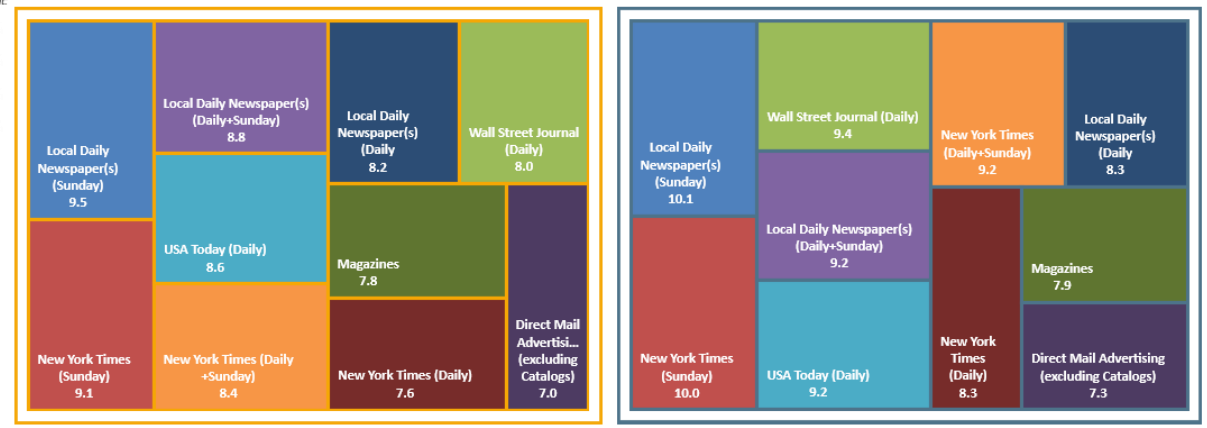
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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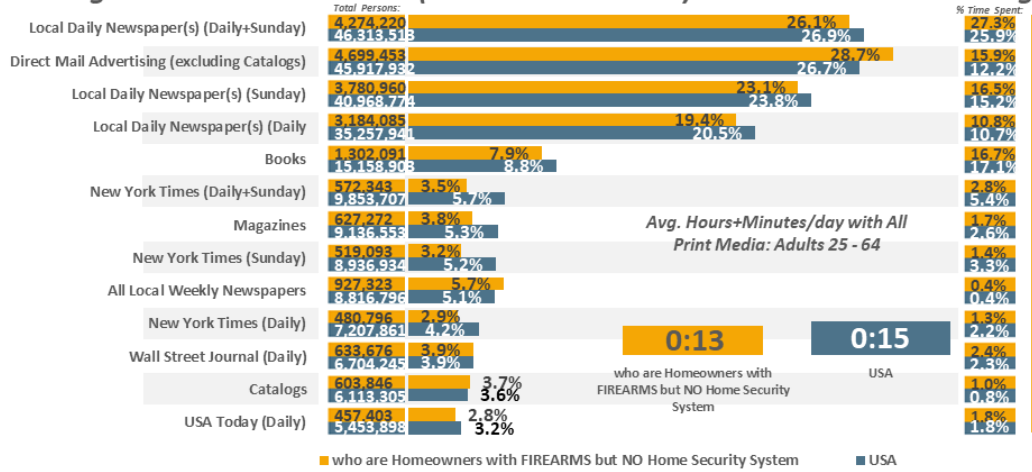
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Own or rent residence (HHLD): Own AND... Lifestyle characteristics: Own a dog AND NOT Items/services household currently has (HHLD): Home security system

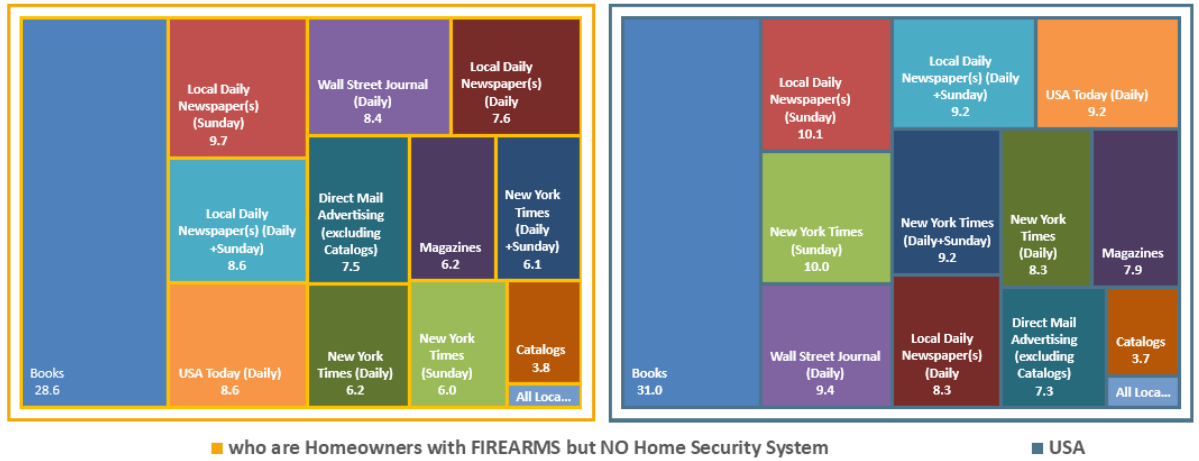


4,274,220 or 26.1% of Adults 25 - 64 who are Homeowners with FIREARMS but NO Home Security System read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 32.8% of all time spent daily with All forms of Print Medi

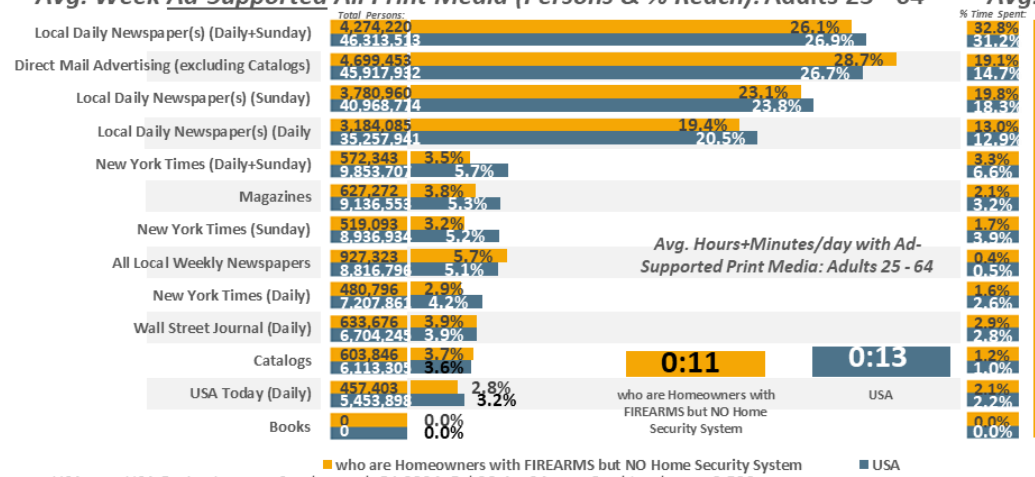
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



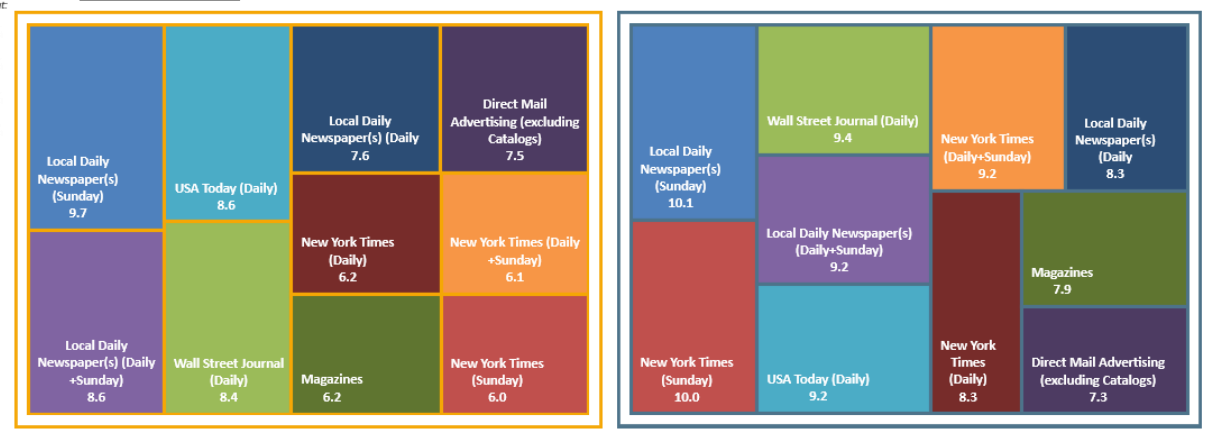
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 9,500

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USA Jan23-Feb24 USA Projection Qual Intab 14,048

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Own or rent residence (HHLD): Own AND... Events/places plan to attend/visit next 12 months: Shooting range AND NOT Items/services household currently has (HHLD): Home security system