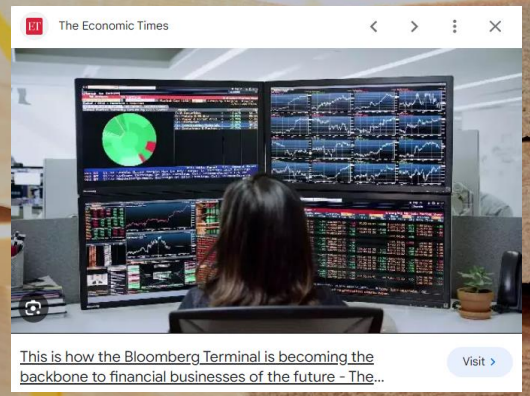
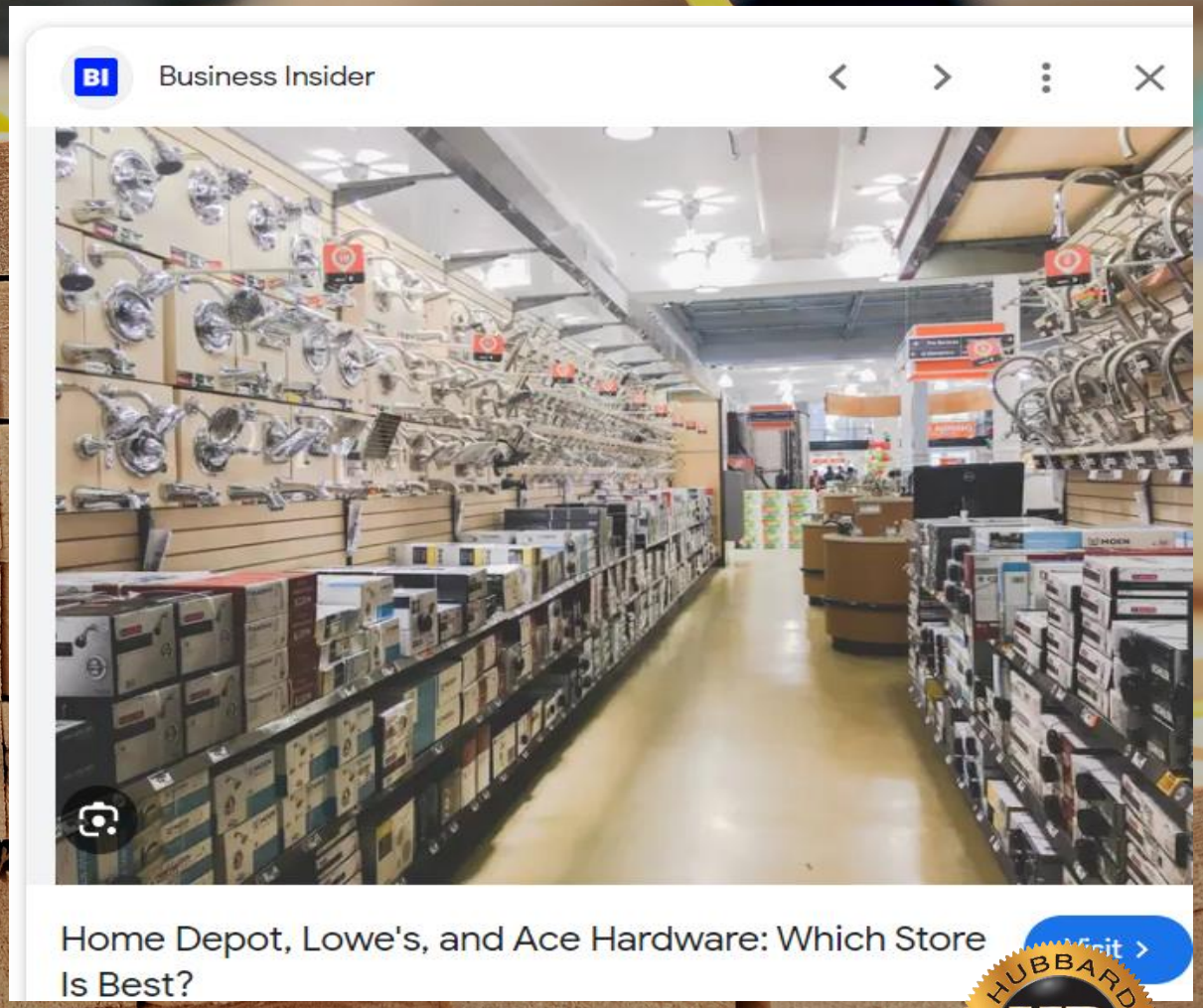
USA – P25-64 2023 Shoppers of Top-5 HOME IMPROVEMENT and HARDWARE Stores

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA's P25-64 2023 Shoppers of Top-5 HOME IMPROVEMENT and HARDWARE Stores.



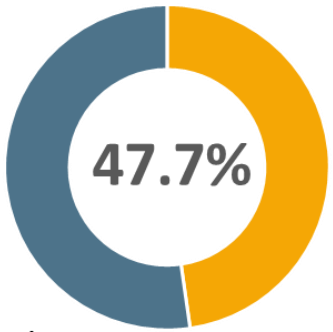


And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): The Home Depot *Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Lowe's* *Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Ace Hardware*
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): True Value *Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Tractor Supply Co*

47.7% or 84,272,753 of USA Adults 25 - 64 Purchased Items at THE HOME DEPOT in 2023.
Typical Adults 25 - 64 who Purchased Items at THE HOME DEPOT in 2023 are 45.5 years old (1.7% older than average) and have a $114,390 (16.7% higher than average) annual household income.

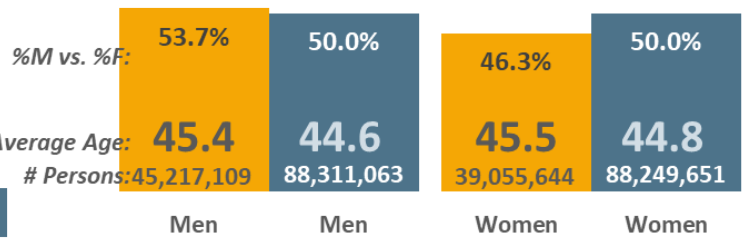
Percent of Market: Adults 25 - 64



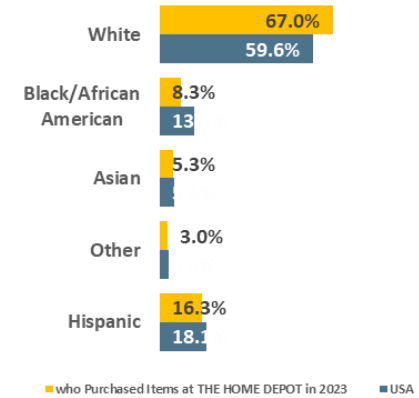
Total Persons:

84,272,753	92,287,961

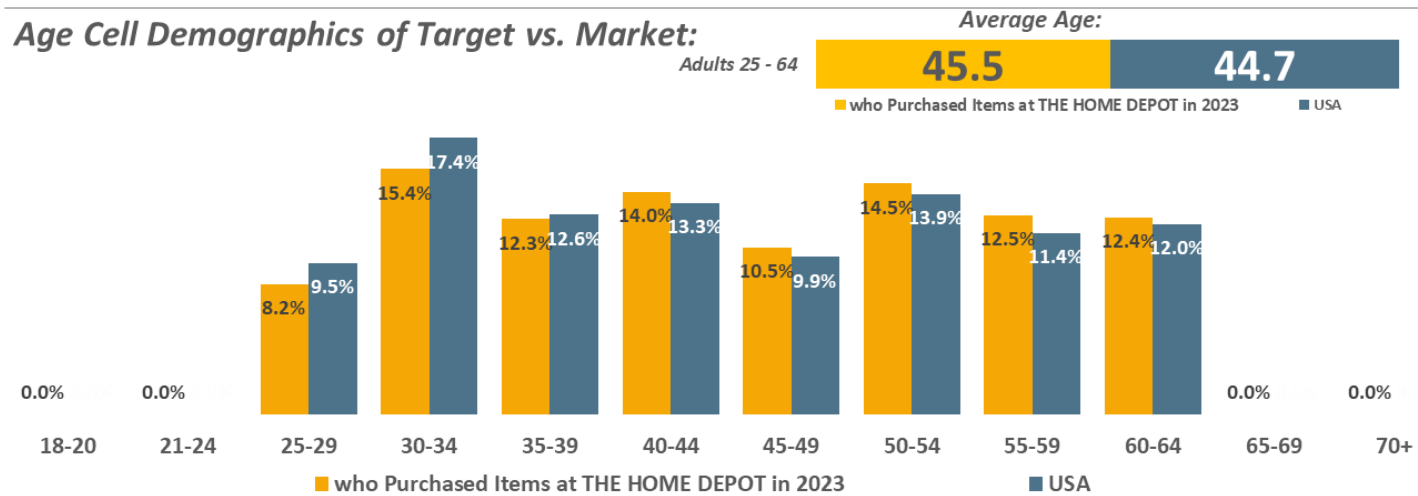
Gender of Target vs. Market: Adults 25 - 64



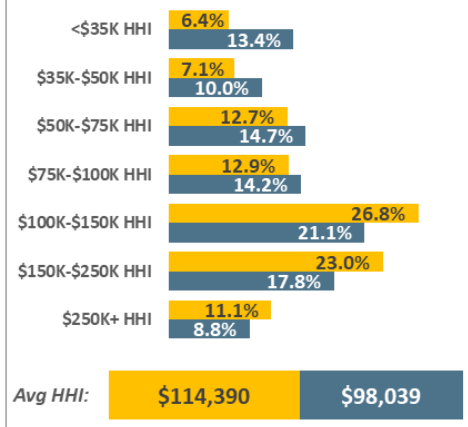
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$114,390	$98,039

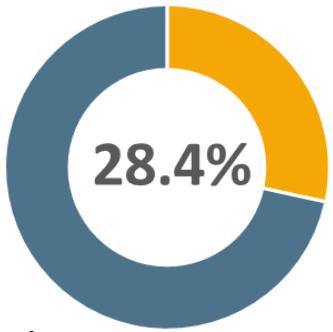
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,712

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

28.4% or 50,155,860 of USA Adults 25 - 64 Purchased Items at LOWE'S in 2023.
Typical Adults 25 - 64 who Purchased Items at LOWE'S in 2023 are 46.8 years old (4.8% older than average) and have a $116,564 (18.9% higher than average) annual household income.

Percent of Market: Adults 25 - 64

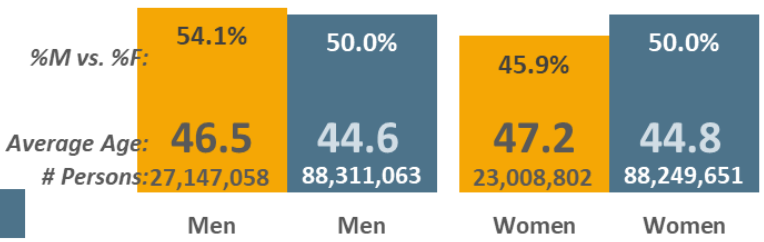


- who Purchased Items at LOWE'S in 2023
- Remainder of USA

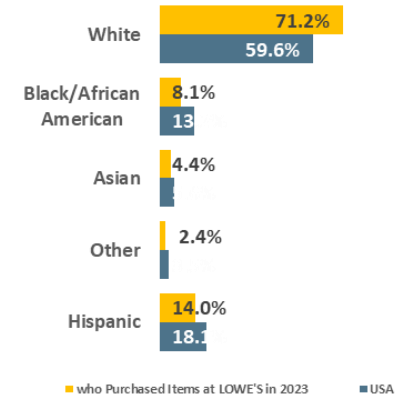
Total Persons:

50,155,860	126,404,855

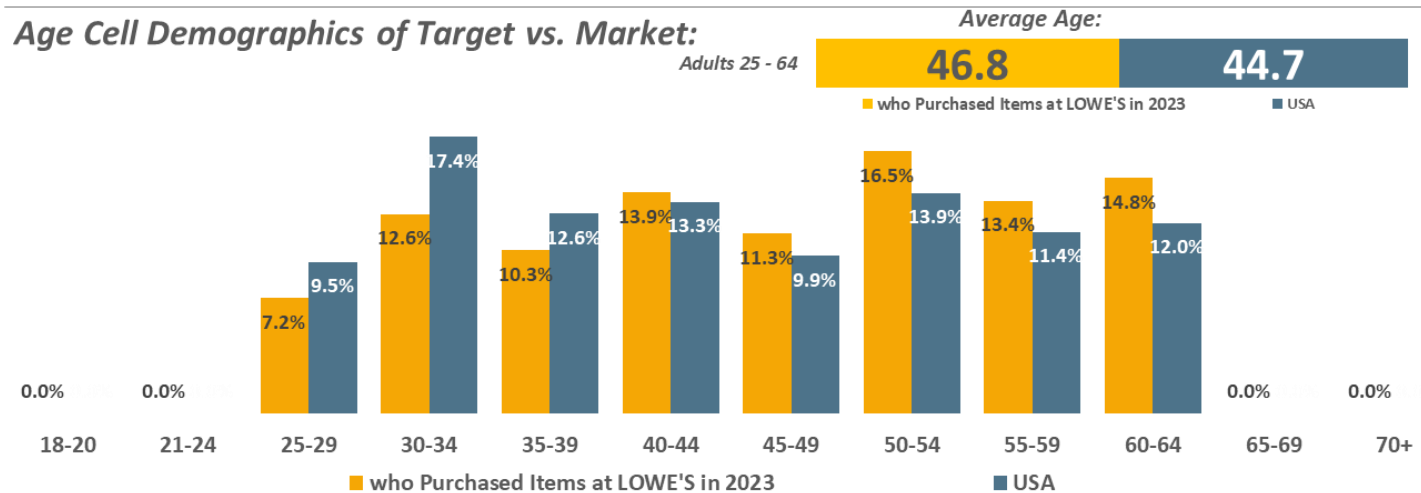
Gender of Target vs. Market: Adults 25 - 64



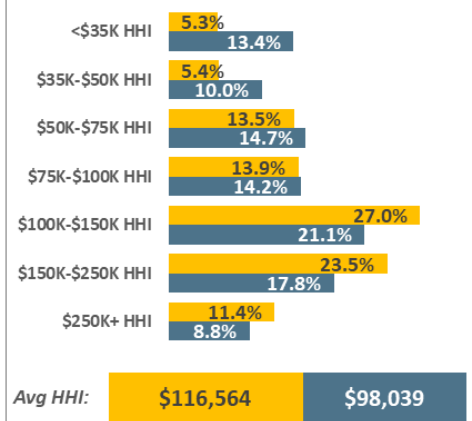
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$116,564	$98,039

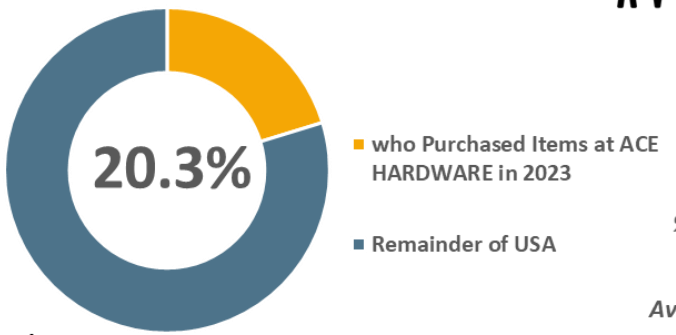
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,090

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

20.3% or 35,764,582 of USA Adults 25 - 64 Purchased Items at ACE HARDWARE in 2023.
Typical Adults 25 - 64 who Purchased Items at ACE HARDWARE in 2023 are 46.9 years old (4.9% older than average) and have a $115,408 (17.7% higher than average) annual household income.

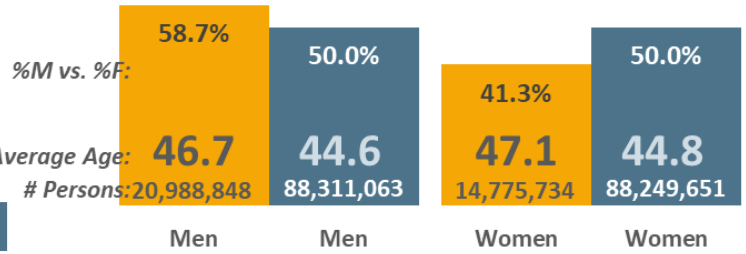
Percent of Market: Adults 25 - 64



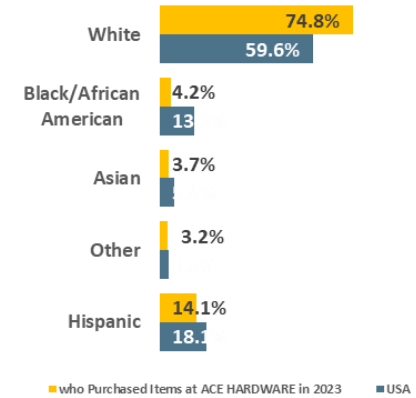
Total Persons:



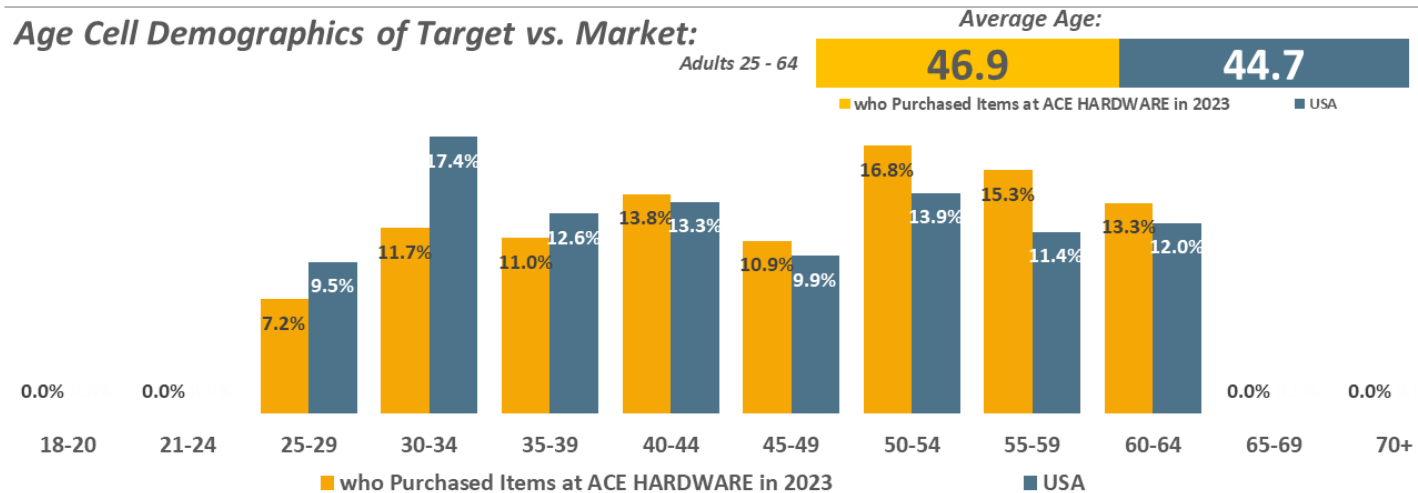
Gender of Target vs. Market: Adults 25 - 64



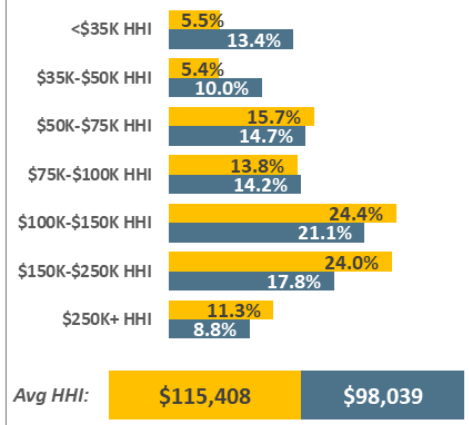
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,131

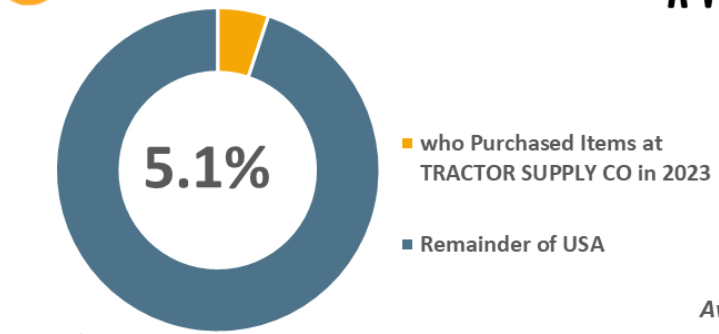
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

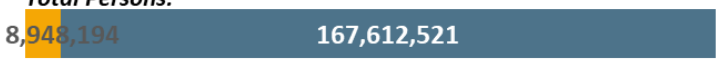
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Ace Hardware

5.1% or 8,948,194 of USA Adults 25 - 64 Purchased Items at TRACTOR SUPPLY CO in 2023.
Typical Adults 25 - 64 who Purchased Items at TRACTOR SUPPLY CO in 2023 are 48.6 years old (8.8% older than average) and have a $111,086 (13.3% higher than average) annual household income.

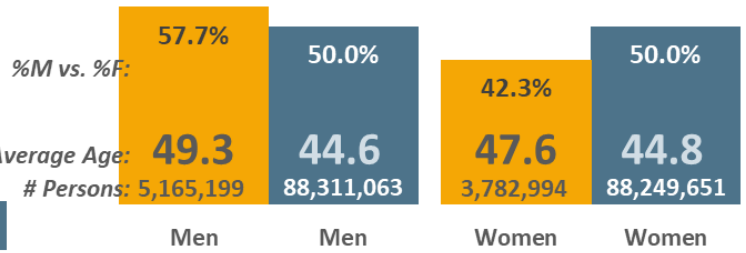
Percent of Market: Adults 25 - 64



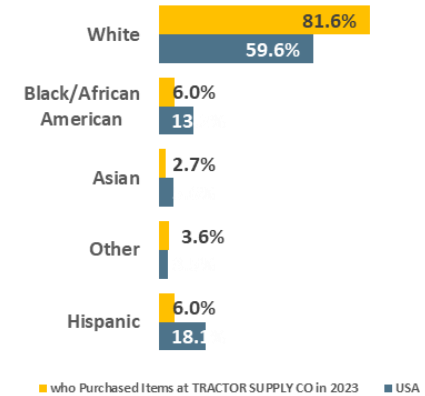
Total Persons:



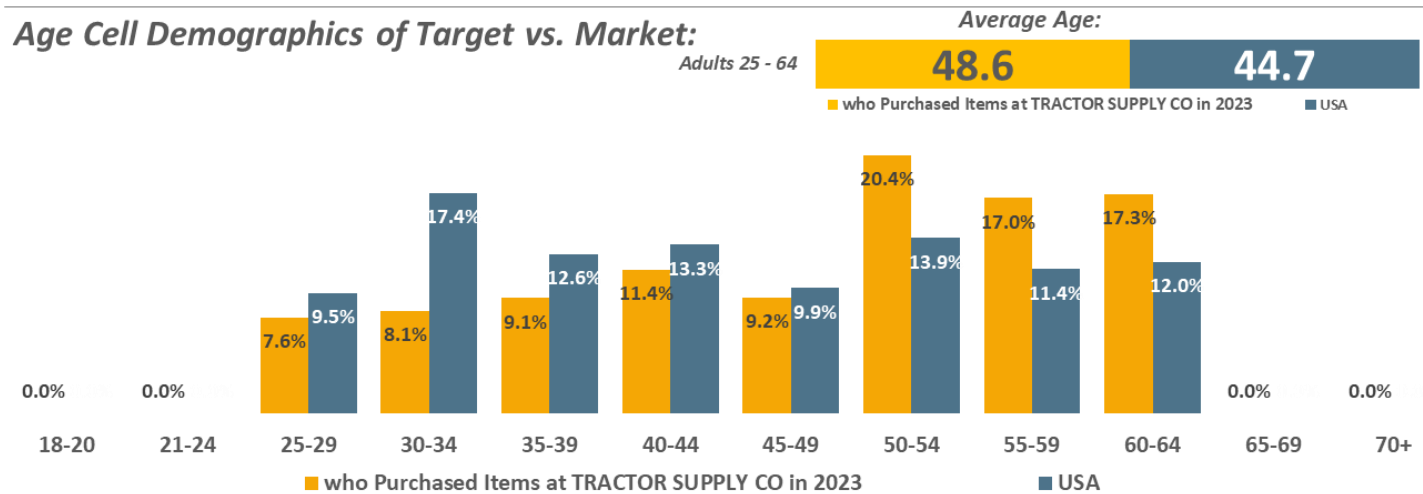
Gender of Target vs. Market: Adults 25 - 64



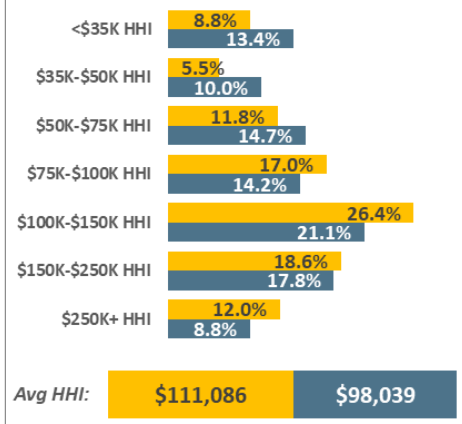
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $111,086 | $98,039

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 540

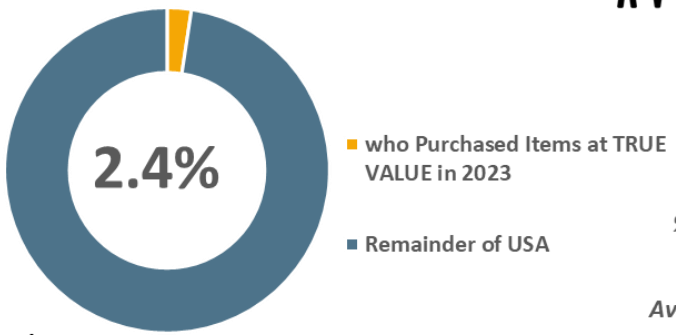
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Tractor Supply Co

2.4% or 4,249,121 of USA Adults 25 - 64 Purchased Items at TRUE VALUE in 2023.
Typical Adults 25 - 64 who Purchased Items at TRUE VALUE in 2023 are 47.7 years old (6.8% older than average) and have a $141,099 (43.9% higher than average) annual household income.

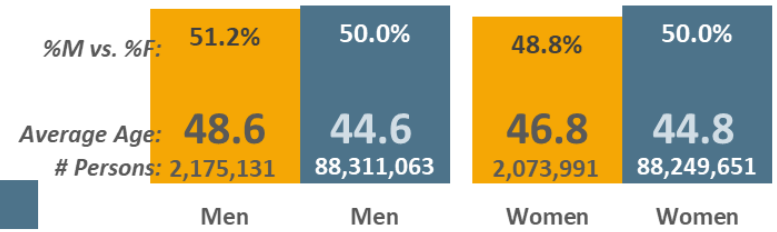
Percent of Market: Adults 25 - 64



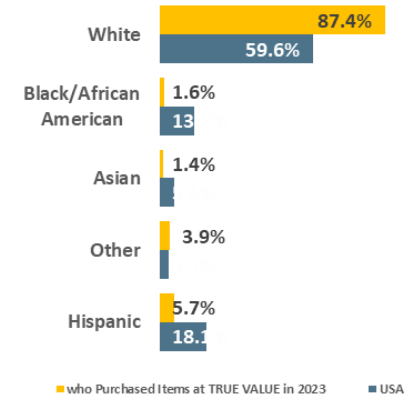
Total Persons:



Gender of Target vs. Market: Adults 25 - 64

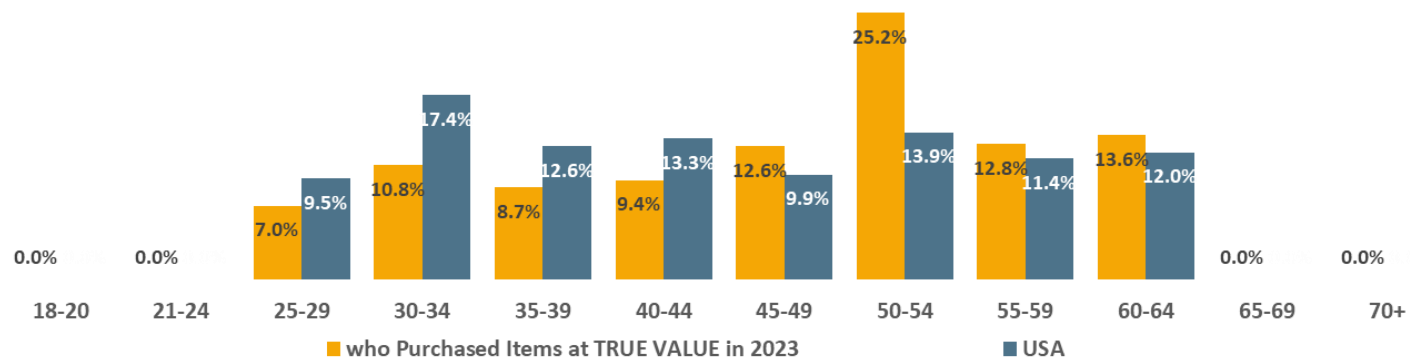


Ethnicity of Target vs. Market:

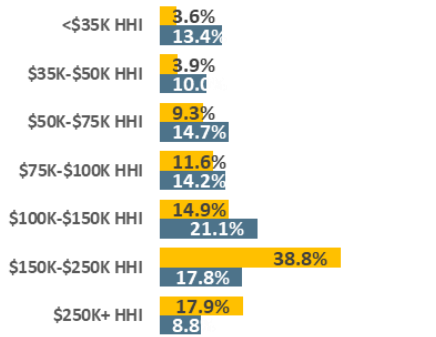


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



Avg HHI:



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 262

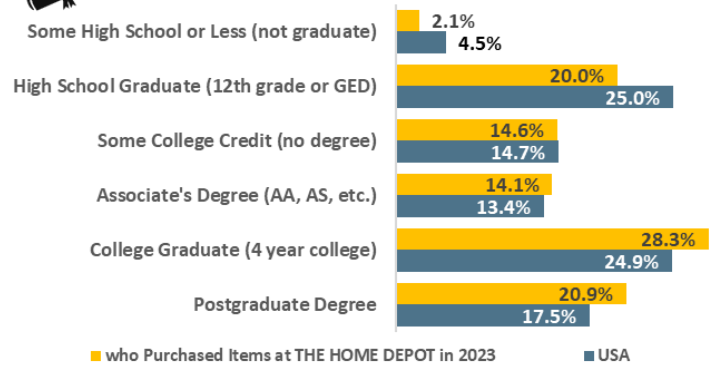
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

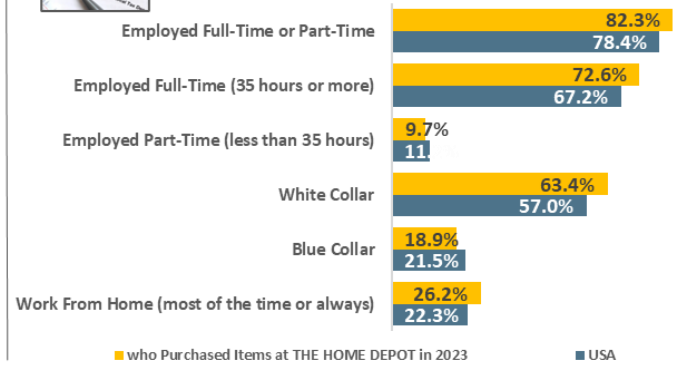
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): True Value

47.7% or 84,272,753 of USA Adults 25 - 64 Purchased Items at THE HOME DEPOT in 2023.
Adults 25 - 64 who Purchased Items at THE HOME DEPOT in 2023 are 15.9% more likely to be a college graduate, 8.% more likely to work full-time, 15.2% more likely to be married, 2.3% more likely to be a parent of 1 or more children under 18.

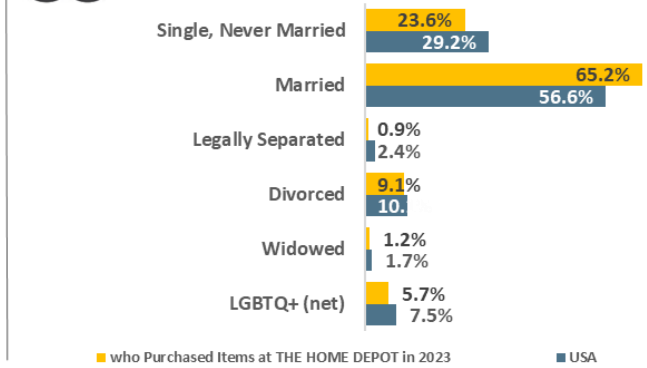
Education Levels: Adults 25 - 64



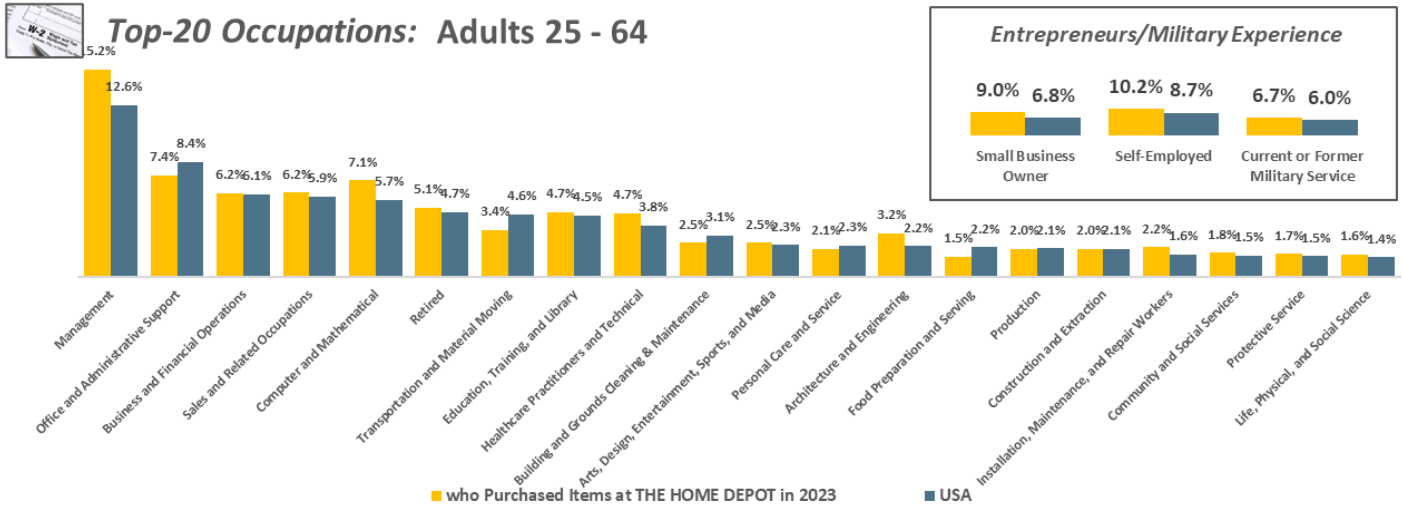
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

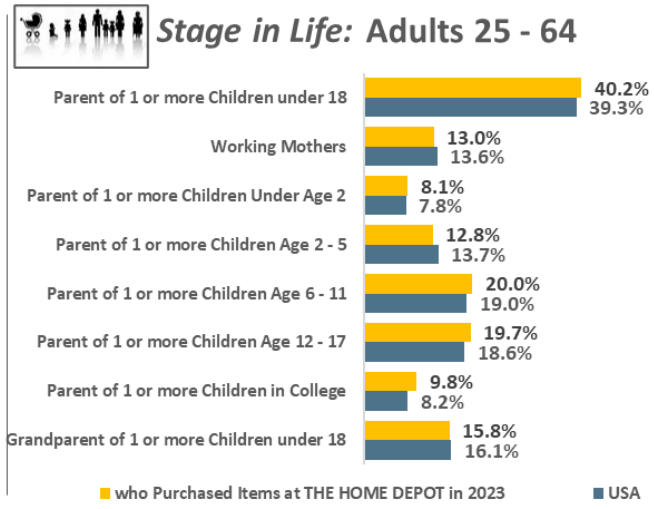


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,712

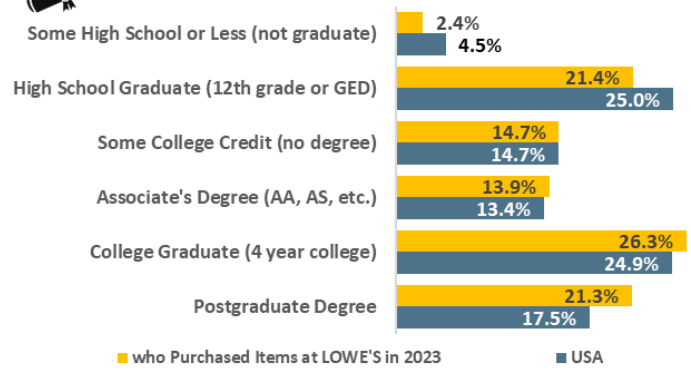
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

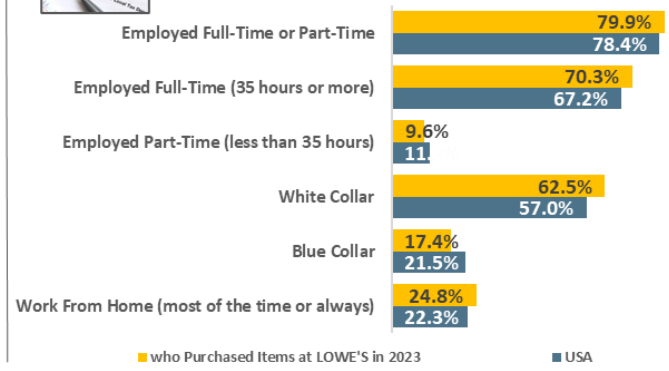
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): The Home Depot

28.4% or 50,155,860 of USA Adults 25 - 64 Purchased Items at LOWE'S in 2023.
Adults 25 - 64 who Purchased Items at LOWE'S in 2023 are 12.1% more likely to be a college graduate, 4.7% more likely to work full-time, 21.8% more likely to be married, 1.% less likely to be a parent of 1 or more children under 18.

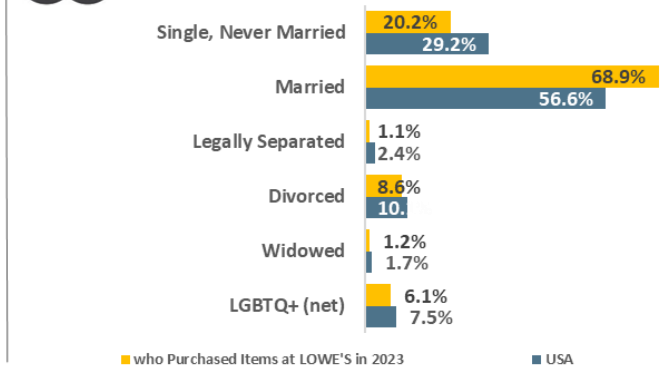
Education Levels: Adults 25 - 64



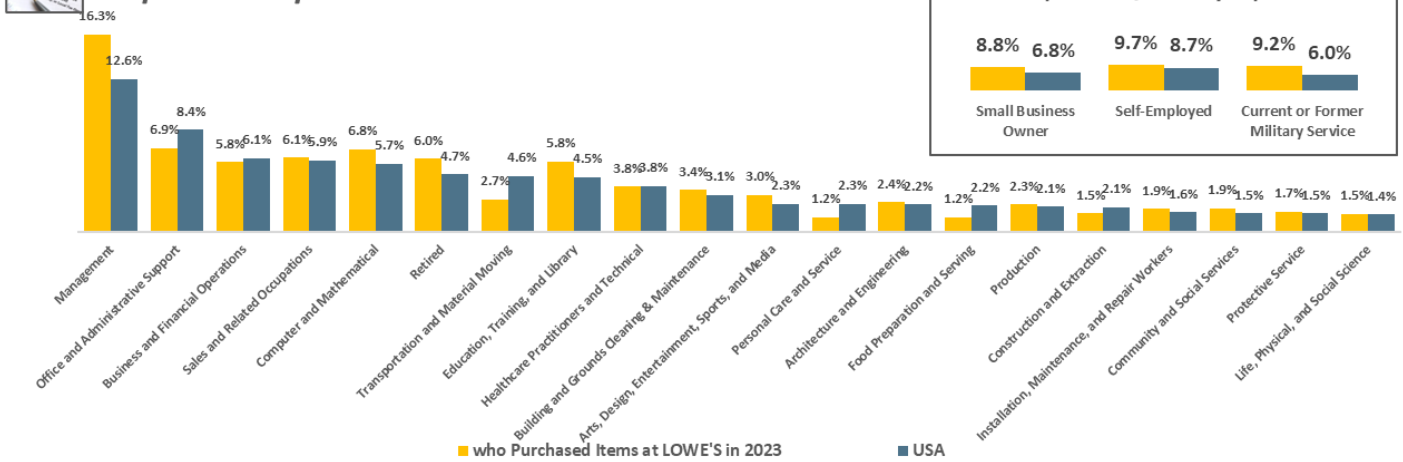
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

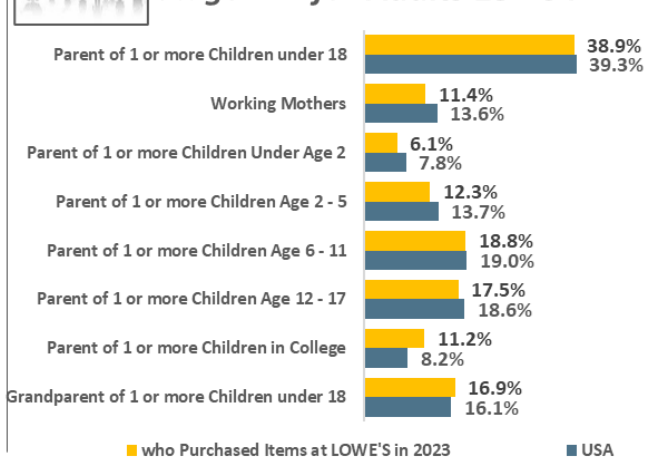


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



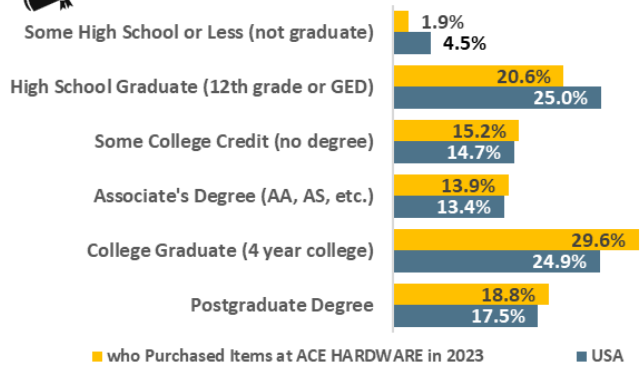
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,090

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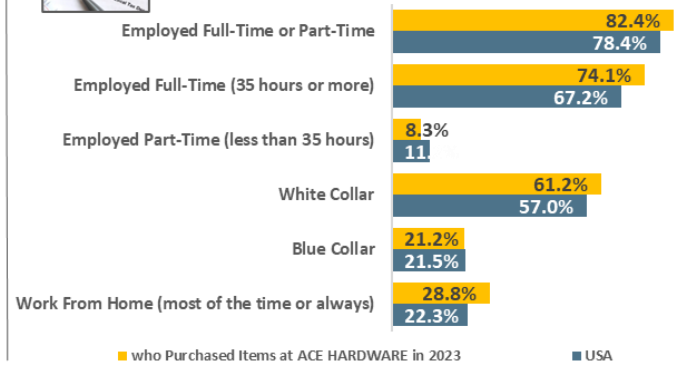
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Lowe's

20.3% or 35,764,582 of USA Adults 25 - 64 Purchased Items at ACE HARDWARE in 2023.
Adults 25 - 64 who Purchased Items at ACE HARDWARE in 2023 are 14.2% more likely to be a college graduate, 10.2% more likely to work full-time, 17.9% more likely to be married, 10.3% less likely to be a parent of 1 or more children under 18.

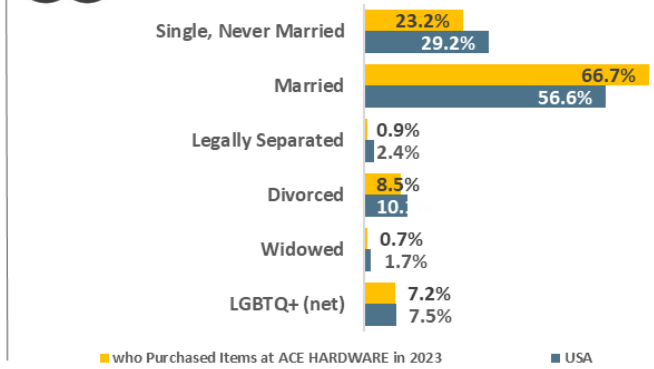
Education Levels: Adults 25 - 64



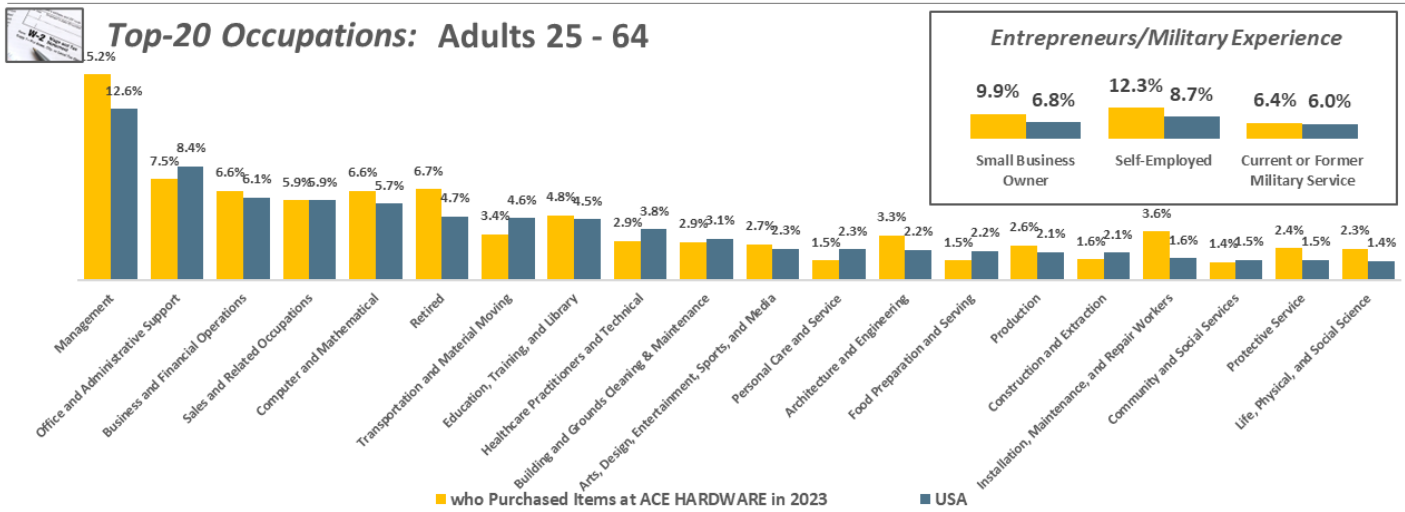
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

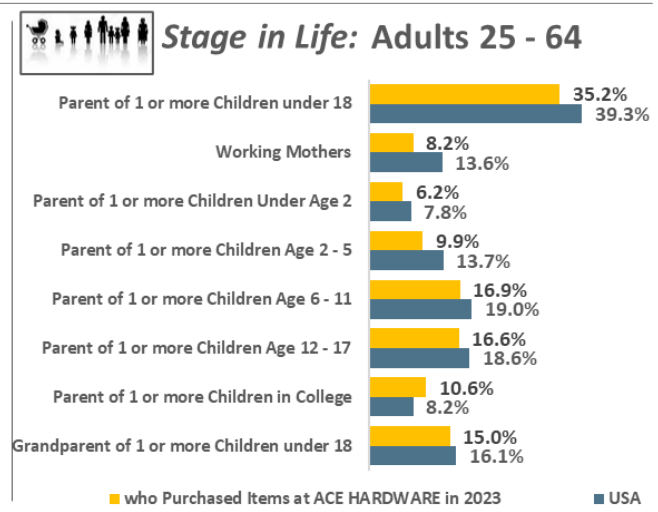


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *2,131*

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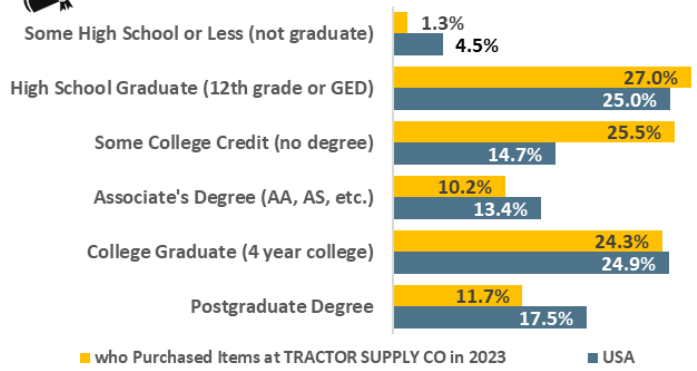
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

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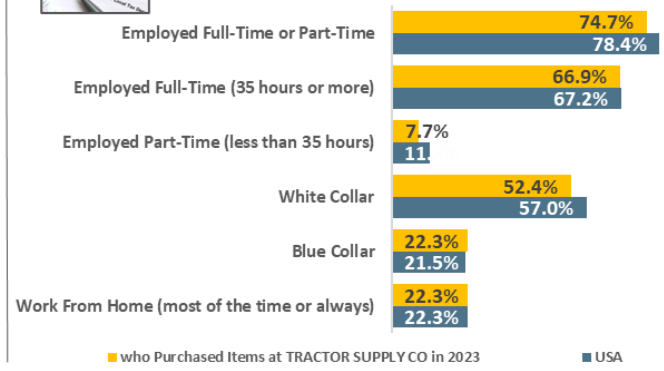
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Ace Hardware

5.1% or 8,948,194 of USA Adults 25 - 64 Purchased Items at TRACTOR SUPPLY CO in 2023.
Adults 25 - 64 who Purchased Items at TRACTOR SUPPLY CO in 2023 are 15.5% less likely to be a college graduate, .4% less likely to work full-time, 15.5% more likely to be married, 13.7% less likely to be a parent of 1 or more children under 18.

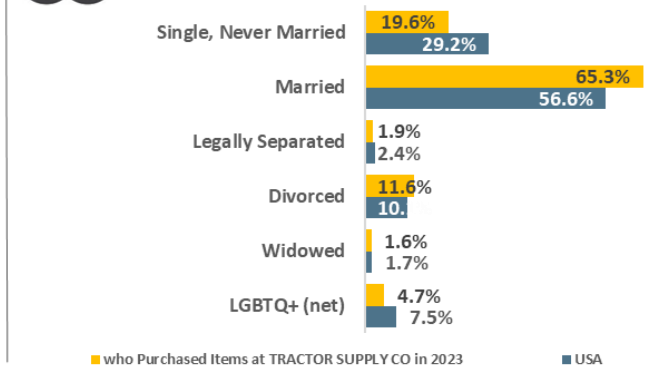
Education Levels: Adults 25 - 64



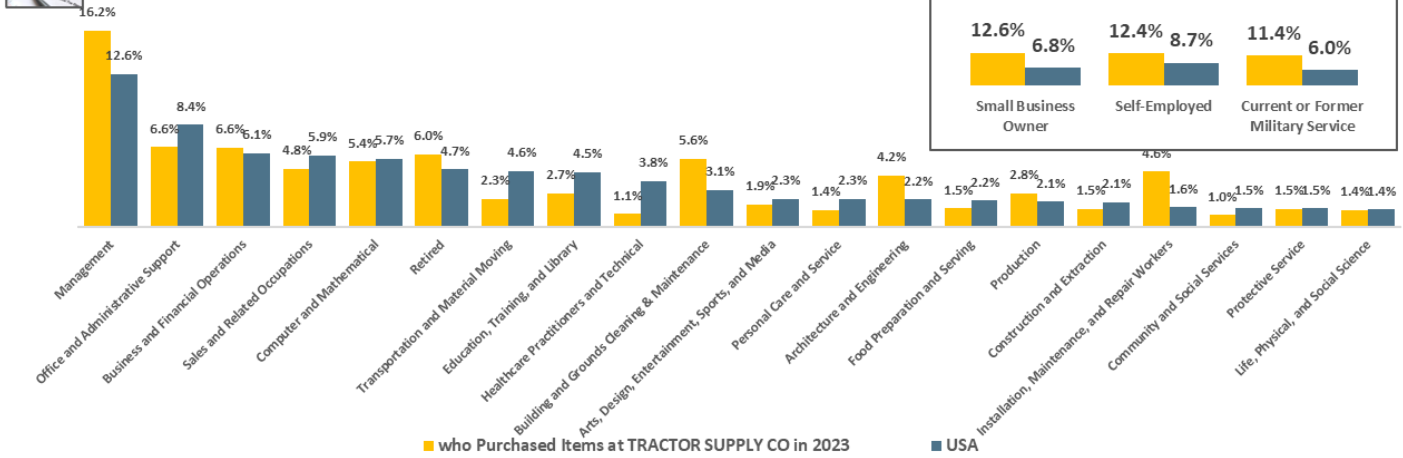
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

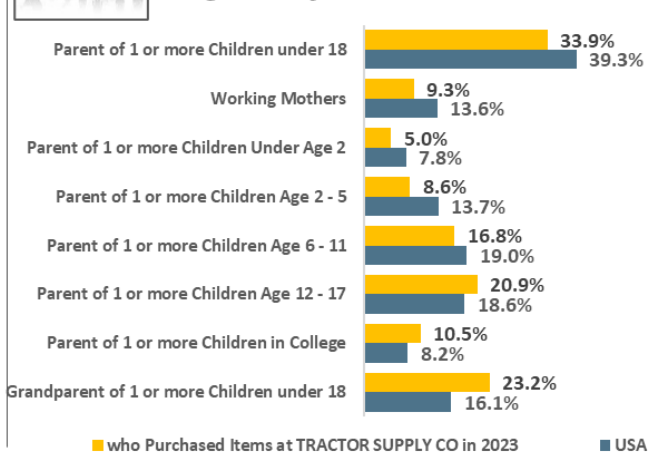


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



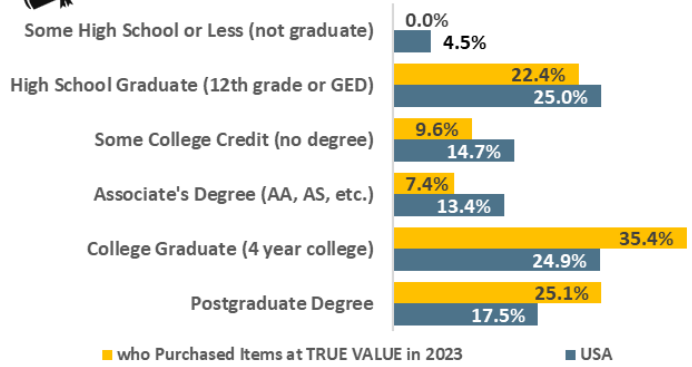
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 540

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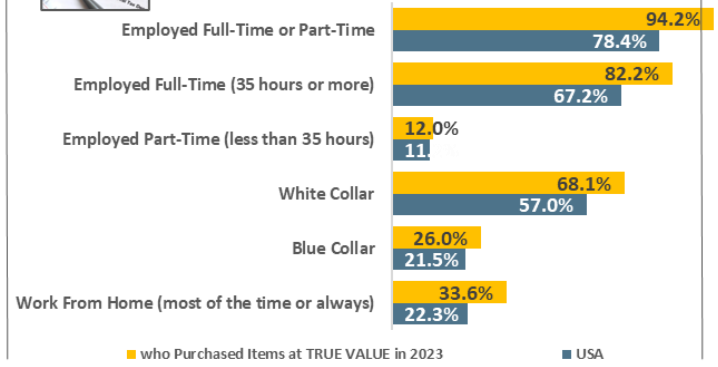
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

2.4% or 4,249,121 of USA Adults 25 - 64 Purchased Items at TRUE VALUE in 2023.
Adults 25 - 64 who Purchased Items at TRUE VALUE in 2023 are 42.8% more likely to be a college graduate, 22.3% more likely to work full-time, 17.1% more likely to be married, 25.4% less likely to be a parent of 1 or more children under 18.

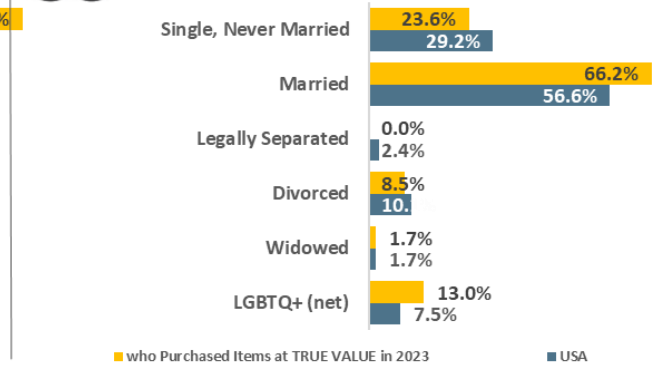
Education Levels: Adults 25 - 64



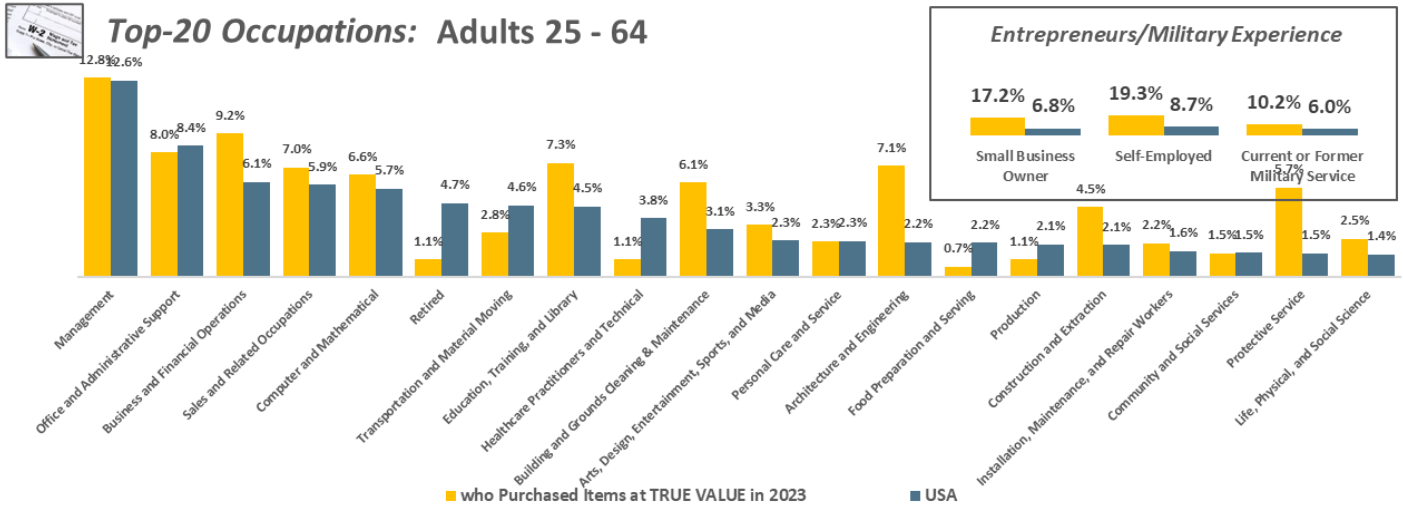
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

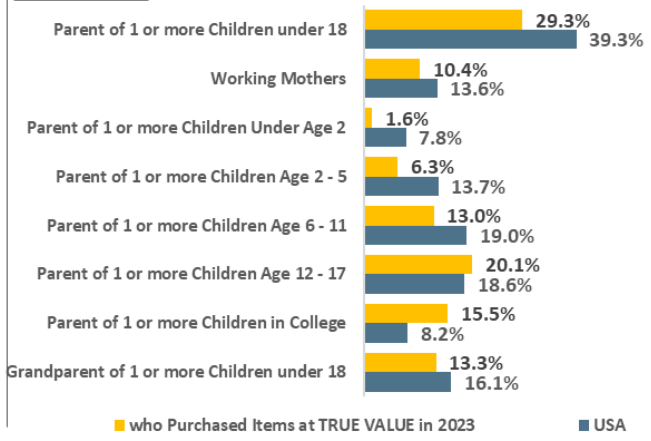


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 262

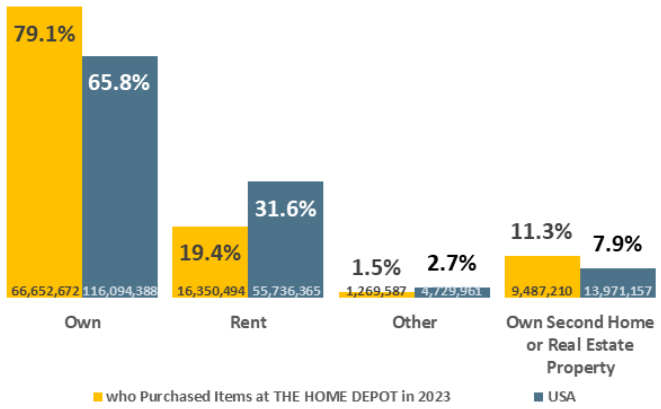
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

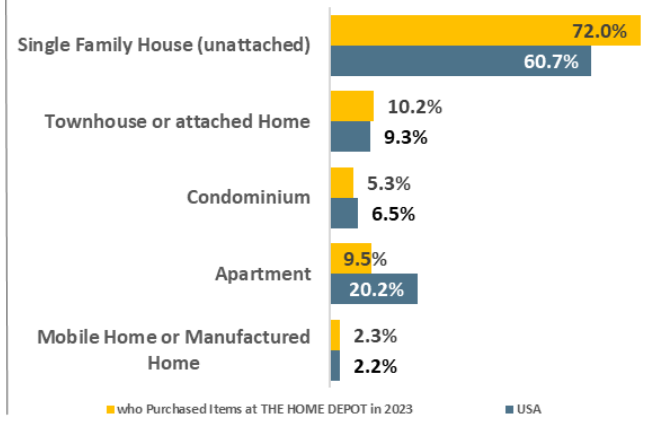
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): True Value

47.7% or 84,272,753 of USA Adults 25 - 64 Purchased Items at THE HOME DEPOT in 2023.
Adults 25 - 64 who Purchased Items at THE HOME DEPOT in 2023 are 20.3% more likely to own their home, 7.7% more likely to own a higher valued home, 18.6% more likely to have a single-family home, 15.% more likely to have a dog.

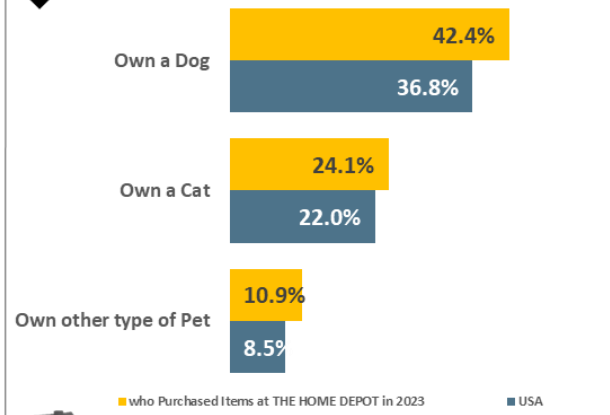
Own/Rent/Other: Adults 25 - 64



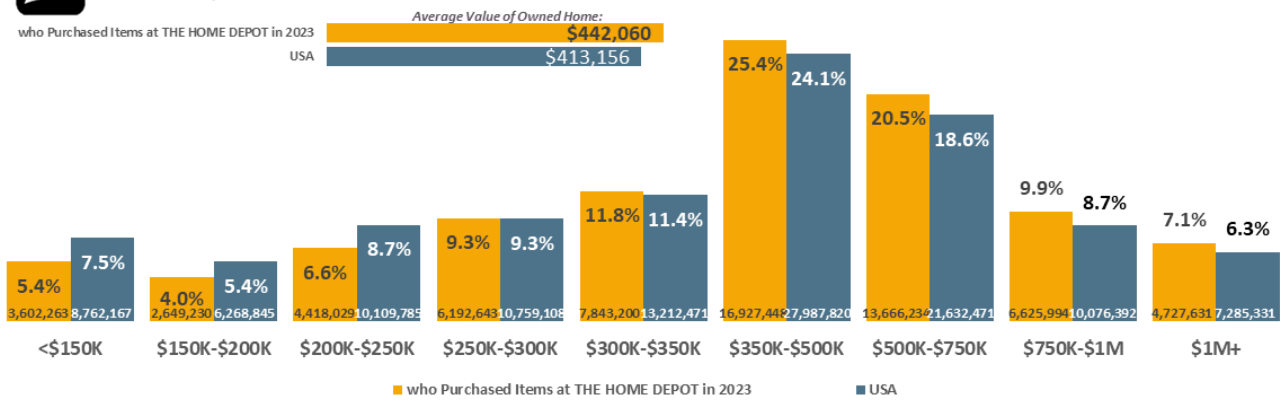
Type of Home: Adults 25 - 64



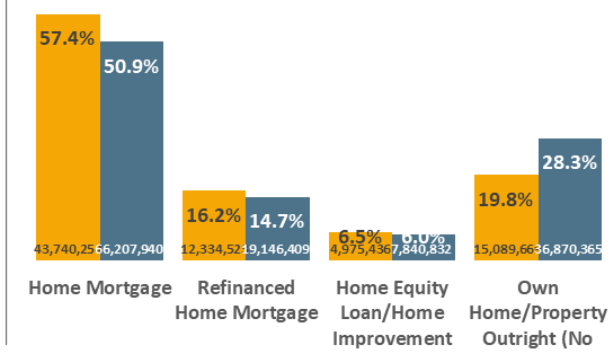
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



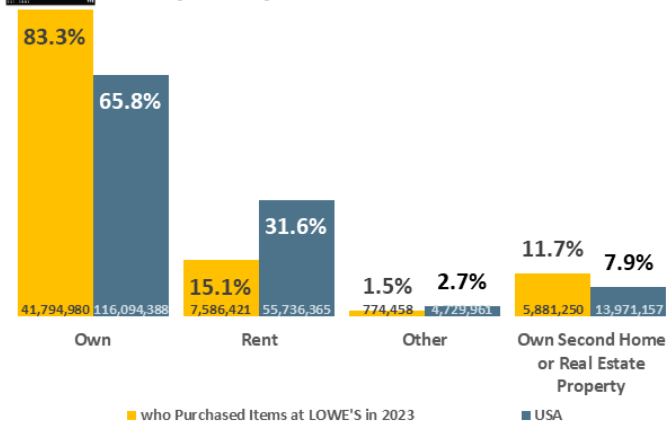
USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *4,712*

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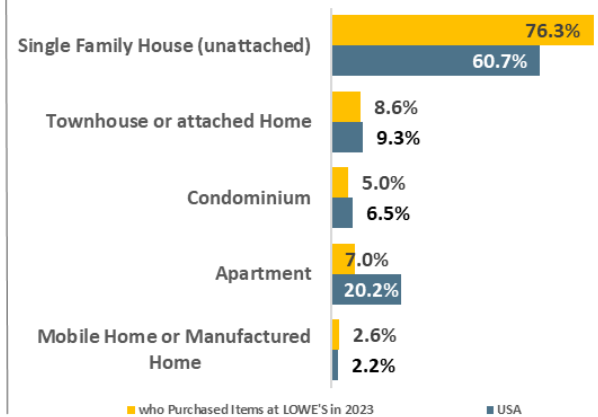
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): The Home Depot

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Adults 25 - 64 who Purchased Items at LOWE'S in 2023 are 26.7% more likely to own their home, 6.9% more likely to own a higher valued home, 25.7% more likely to have a single-family home, 21.3% more likely to have a dog.

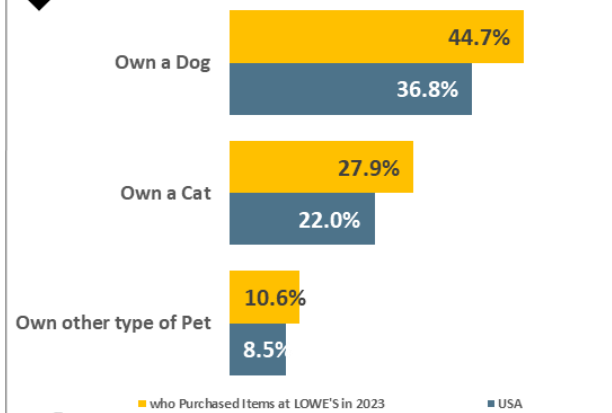
Own/Rent/Other: Adults 25 - 64



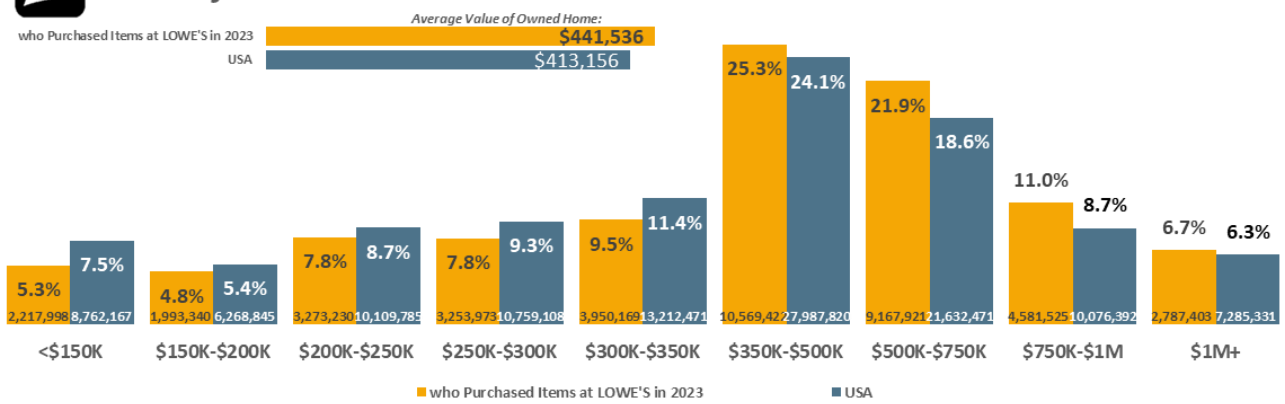
Type of Home: Adults 25 - 64



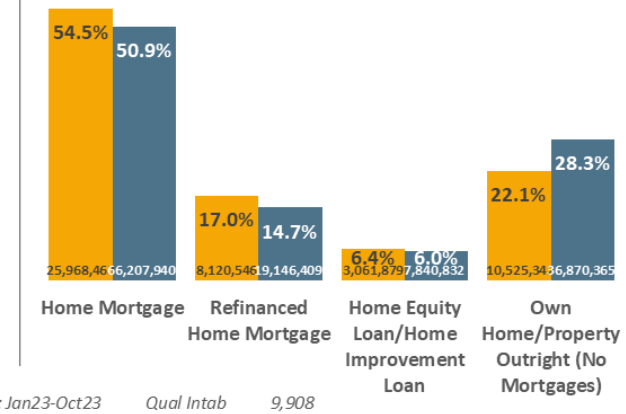
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,090

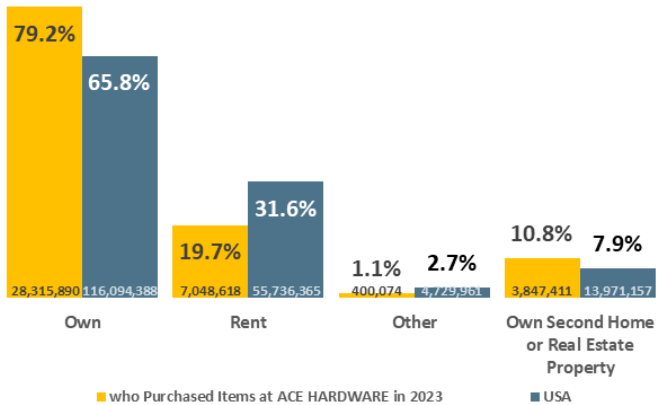
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

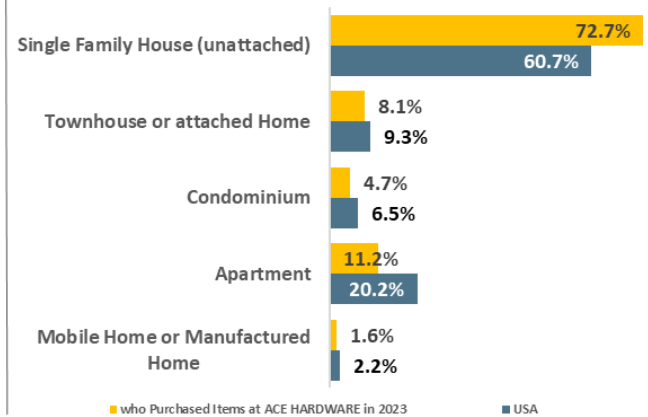
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Lowe's

20.3% or 35,764,582 of USA Adults 25 - 64 Purchased Items at ACE HARDWARE in 2023.
Adults 25 - 64 who Purchased Items at ACE HARDWARE in 2023 are 20.4% more likely to own their home, 6.5% more likely to own a higher valued home, 19.9% more likely to have a single-family home, 20.9% more likely to have a dog.

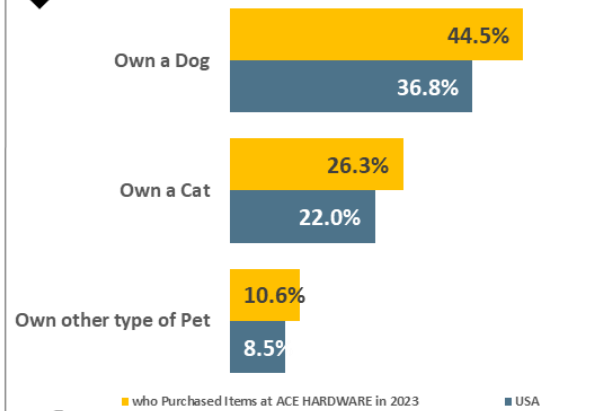
Own/Rent/Other: Adults 25 - 64



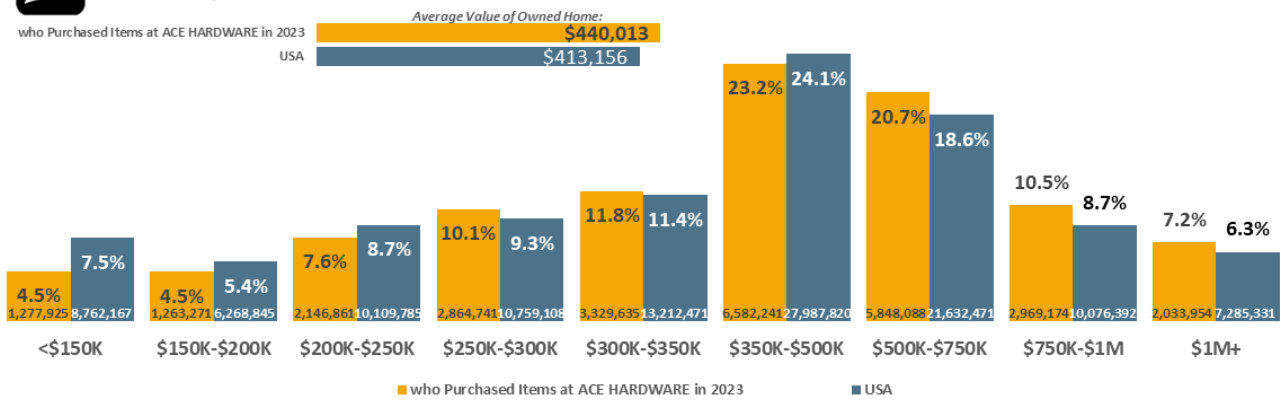
Type of Home: Adults 25 - 64



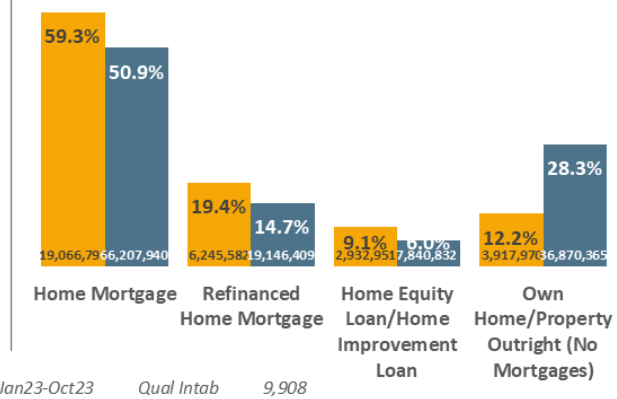
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



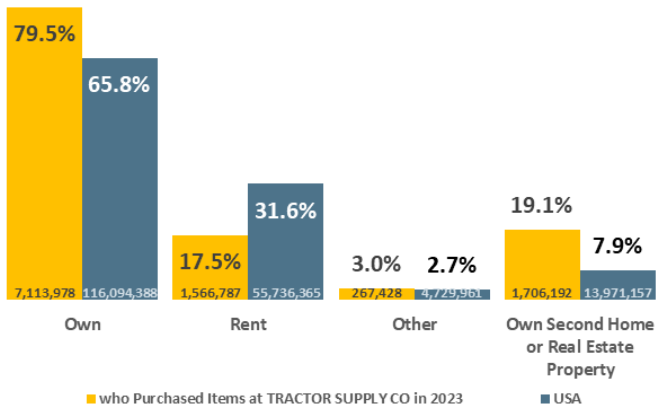
USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *2,131*

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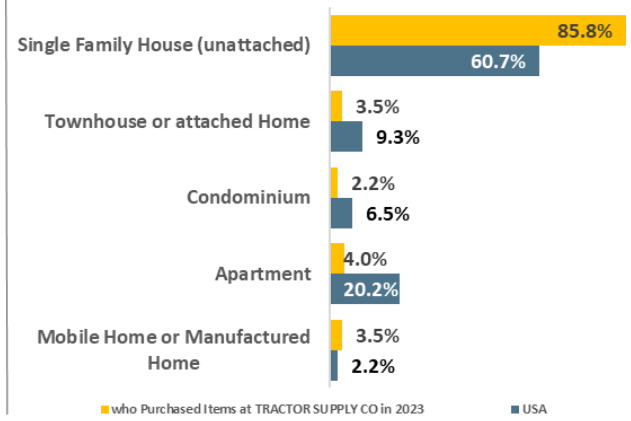
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Ace Hardware

5.1% or 8,948,194 of USA Adults 25 - 64 Purchased Items at TRACTOR SUPPLY CO in 2023.
Adults 25 - 64 who Purchased Items at TRACTOR SUPPLY CO in 2023 are 20.9% more likely to own their home, 8.5% more likely to own a higher valued home, 41.4% more likely to have a single-family home, 49.9% more likely to have a dog.

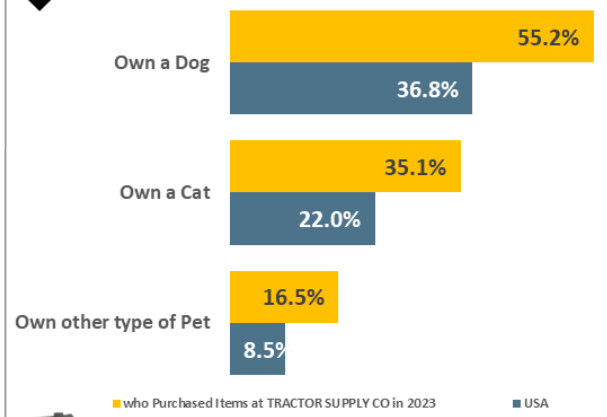
Own/Rent/Other: Adults 25 - 64



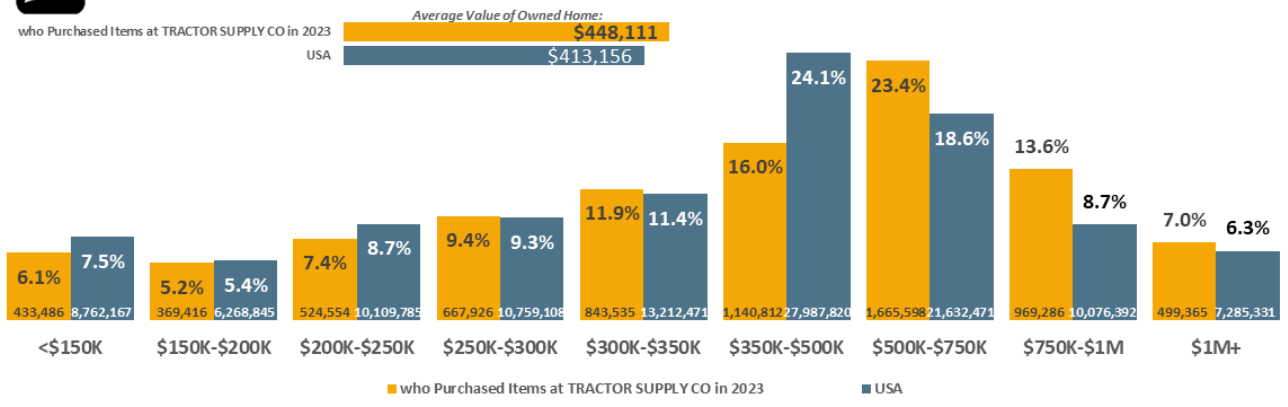
Type of Home: Adults 25 - 64



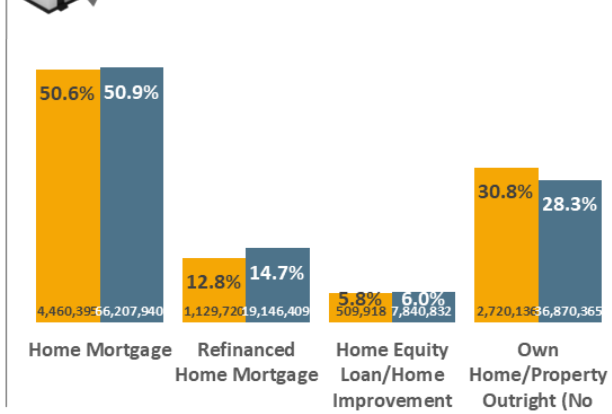
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

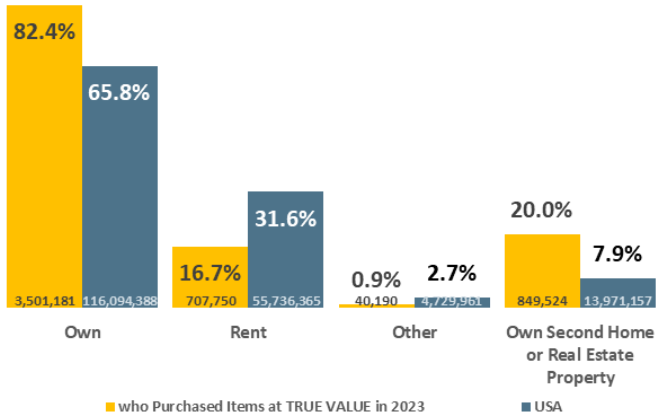


USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *540*

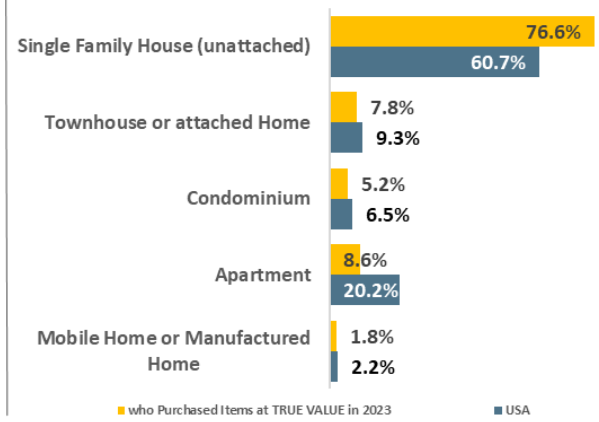
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2.4% or 4,249,121 of USA Adults 25 - 64 Purchased Items at TRUE VALUE in 2023.
Adults 25 - 64 who Purchased Items at TRUE VALUE in 2023 are 25.3% more likely to own their home, 21.4% more likely to own a higher valued home, 26.3% more likely to have a single-family home, 46.7% more likely to have a dog.

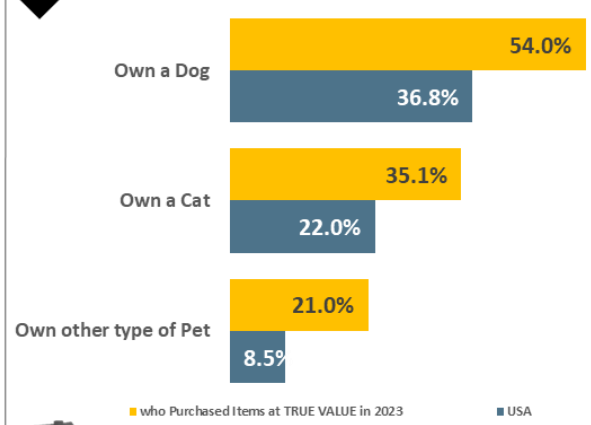
Own/Rent/Other: Adults 25 - 64



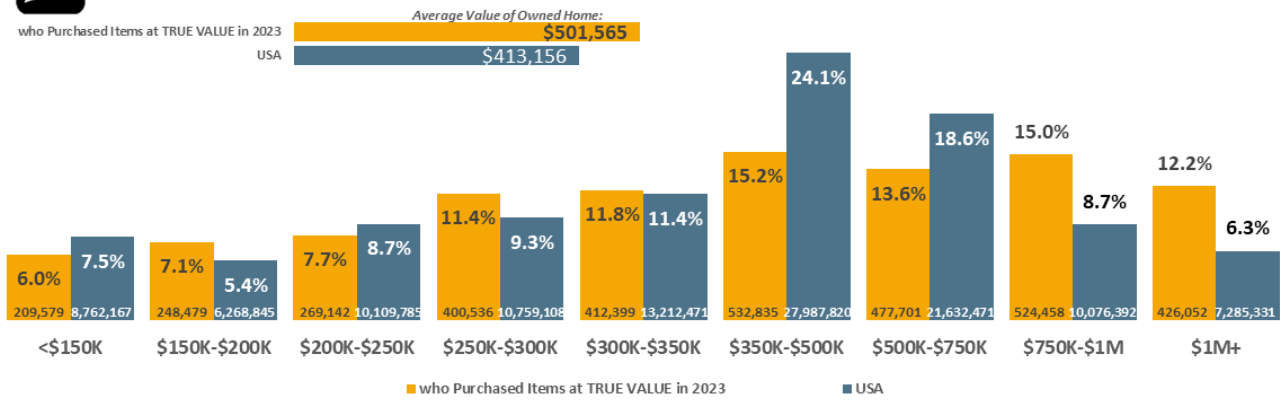
Type of Home: Adults 25 - 64



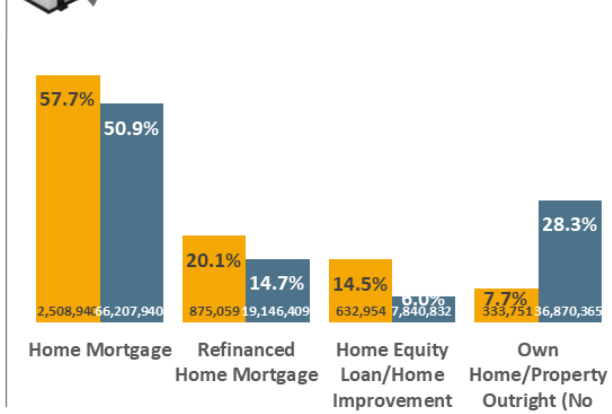
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 262

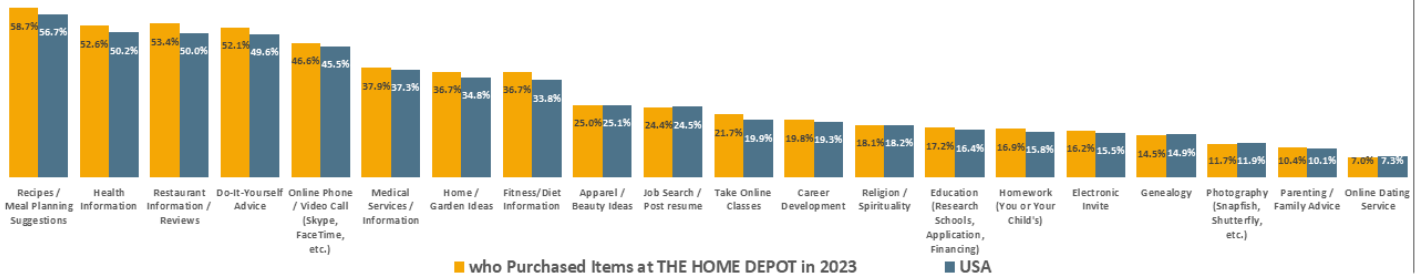
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

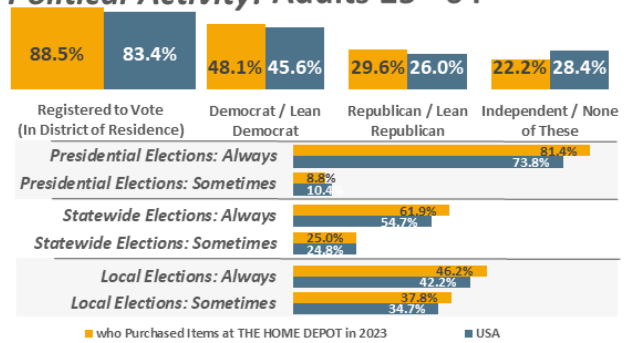
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): True Value

47.7% or 84,272,753 of USA Adults 25 - 64 Purchased Items at THE HOME DEPOT in 2023.
Adults 25 - 64 who Purchased Items at THE HOME DEPOT in 2023 are 5.% more likely to look up D-I-Y advice online, 9.4% more likely to always vote in local elections, 15.3% more likely to belong to a gym, 9.6% more likely to fly domestic past yr.

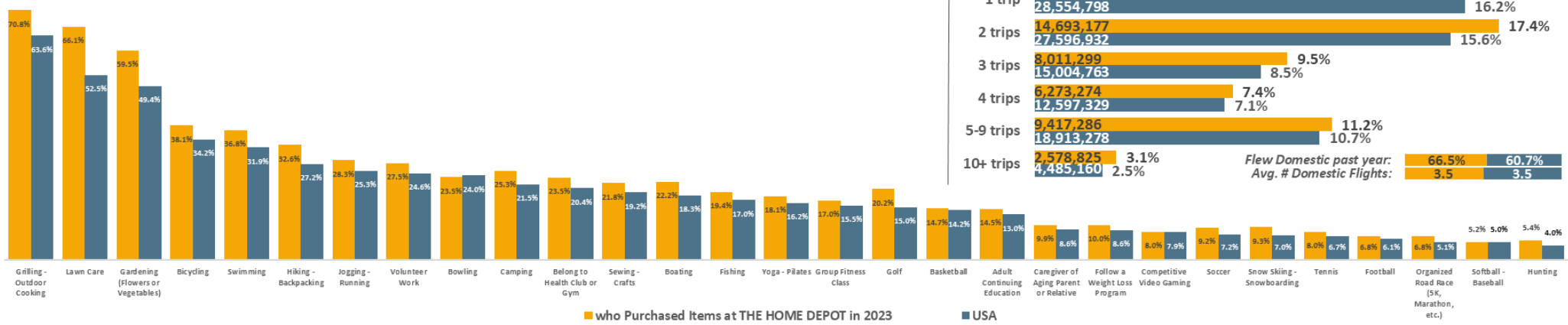
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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 R2 2023: Jan23-Oct23* *Qual Intab* *4,712*

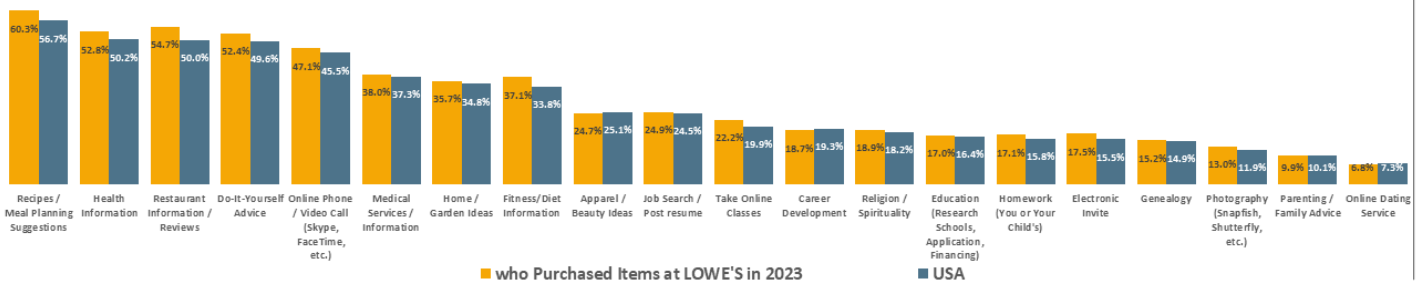
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

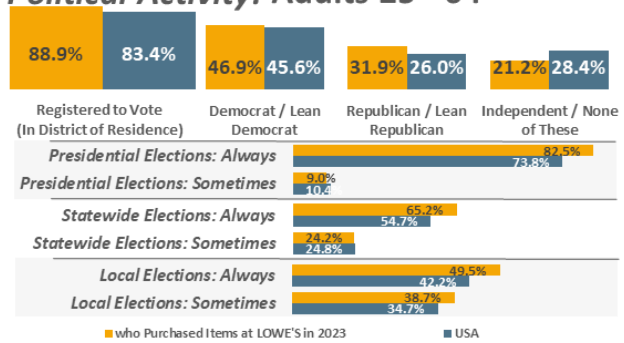
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): The Home Depot

28.4% or 50,155,860 of USA Adults 25 - 64 Purchased Items at LOWE'S in 2023.
Adults 25 - 64 who Purchased Items at LOWE'S in 2023 are 5.6% more likely to look up D-I-Y advice online, 17.4% more likely to always vote in local elections, .3% less likely to belong to a gym, 8.% more likely to fly domestic past yr.

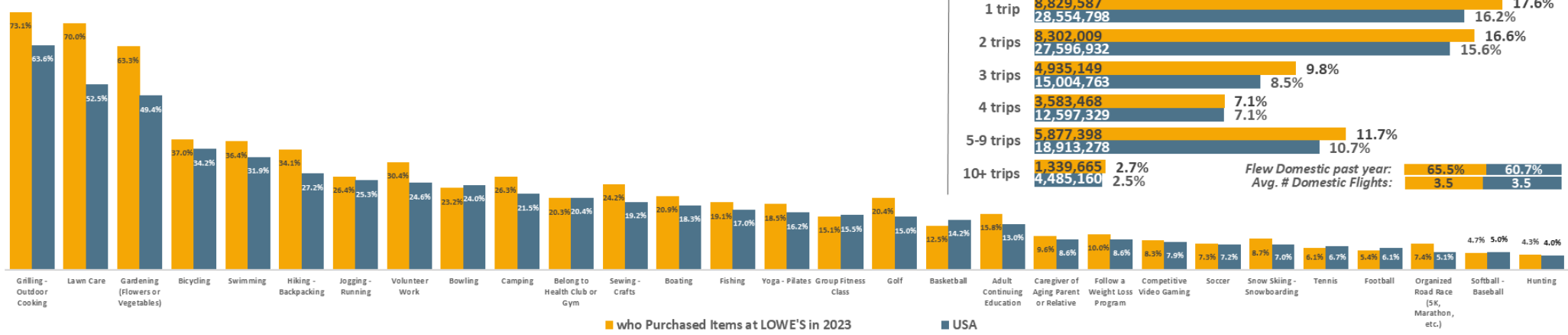
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 3,090

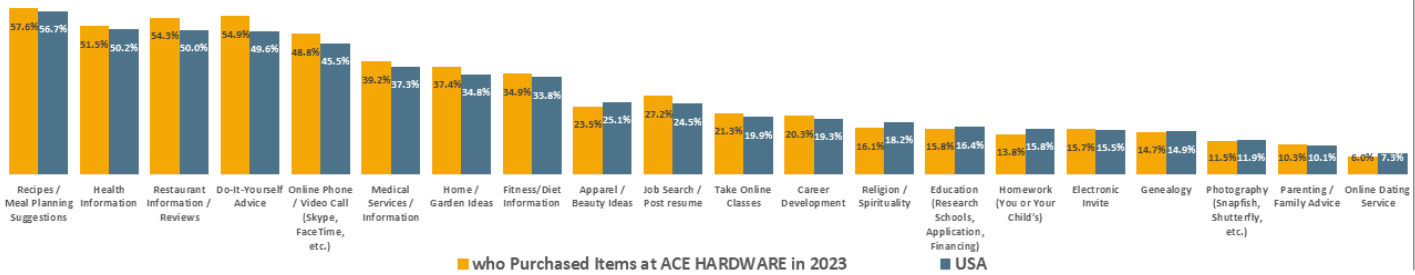
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

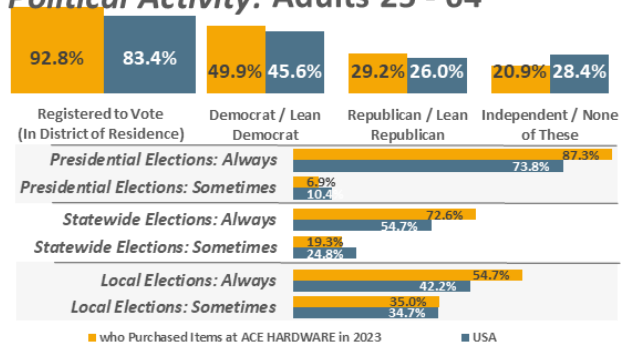
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Lowe's

20.3% or 35,764,582 of USA Adults 25 - 64 Purchased Items at ACE HARDWARE in 2023.
Adults 25 - 64 who Purchased Items at ACE HARDWARE in 2023 are 10.6% more likely to look up D-I-Y advice online, 29.6% more likely to always vote in local elections, 11.5% more likely to belong to a gym, 8.8% more likely to fly domestic past yr.

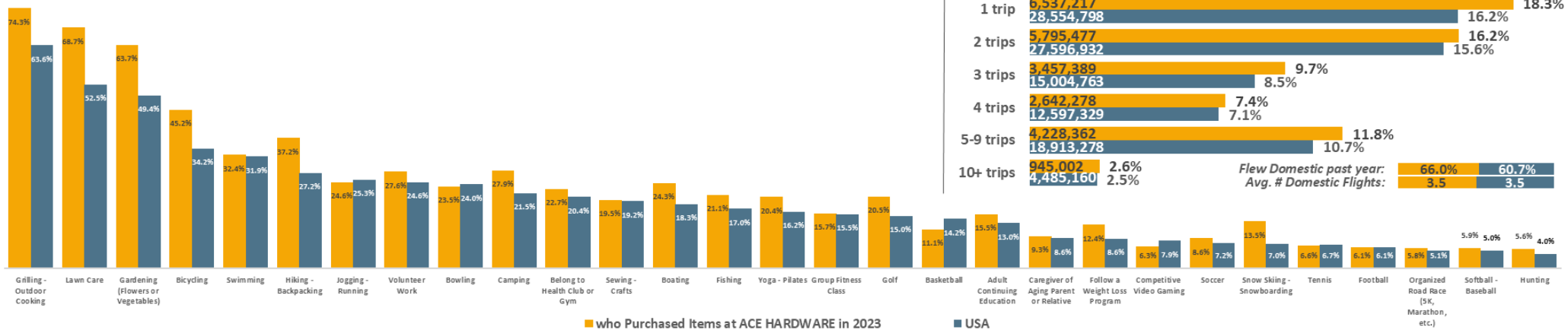
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 2,131

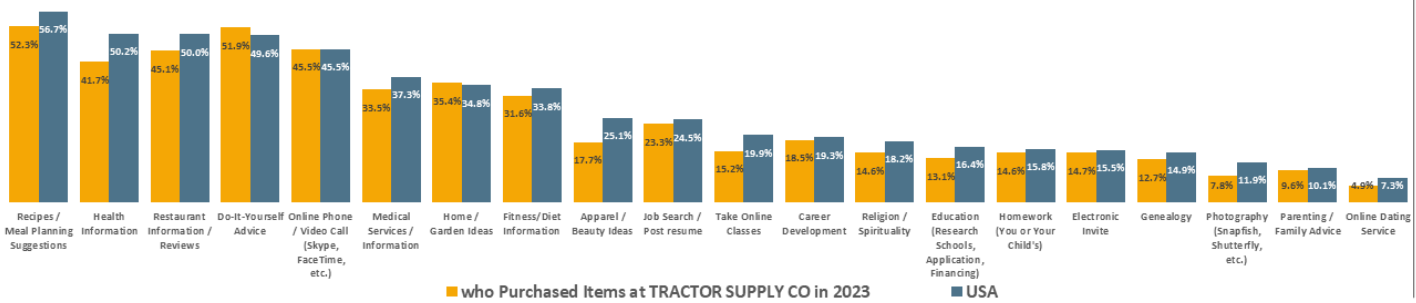
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

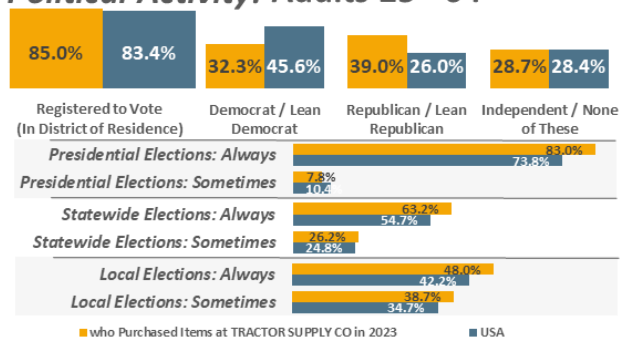
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Ace Hardware

5.1% or 8,948,194 of USA Adults 25 - 64 Purchased Items at TRACTOR SUPPLY CO in 2023.
Adults 25 - 64 who Purchased Items at TRACTOR SUPPLY CO in 2023 are 4.6% more likely to look up D-I-Y advice online, 13.8% more likely to always vote in local elections, 19.1% more likely to belong to a gym, 5.2% more likely to fly domestic past yr.

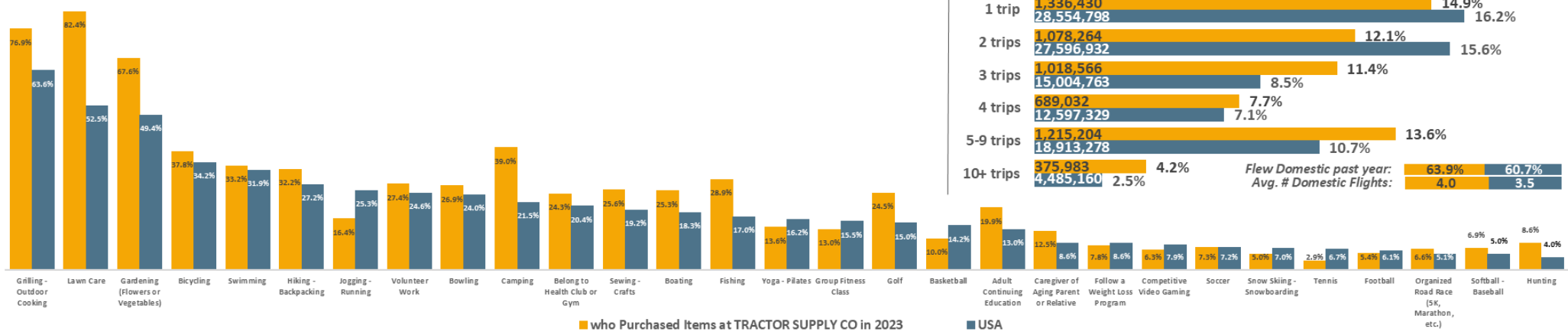
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 540

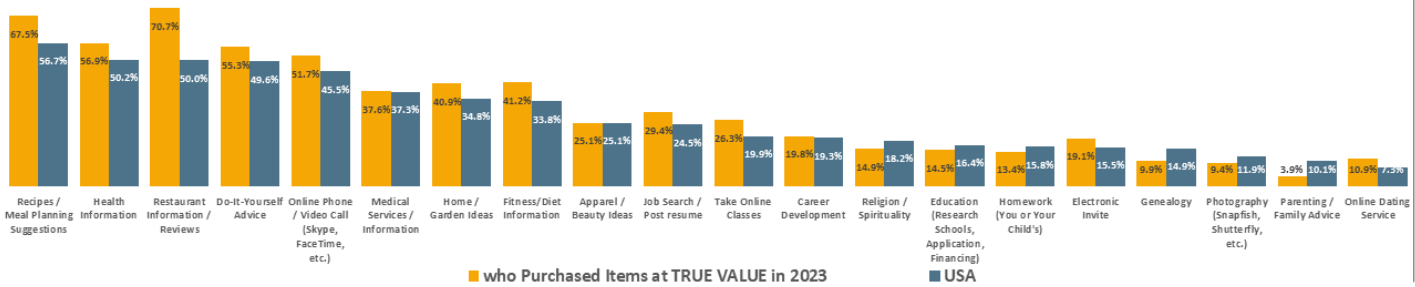
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

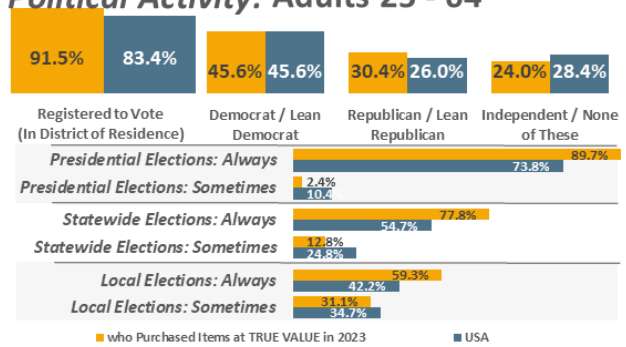
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Tractor Supply Co

2.4% or 4,249,121 of USA Adults 25 - 64 Purchased Items at TRUE VALUE in 2023.
Adults 25 - 64 who Purchased Items at TRUE VALUE in 2023 are 11.3% more likely to look up D-I-Y advice online, 40.4% more likely to always vote in local elections, 43.8% more likely to belong to a gym, 16.6% more likely to fly domestic past yr.

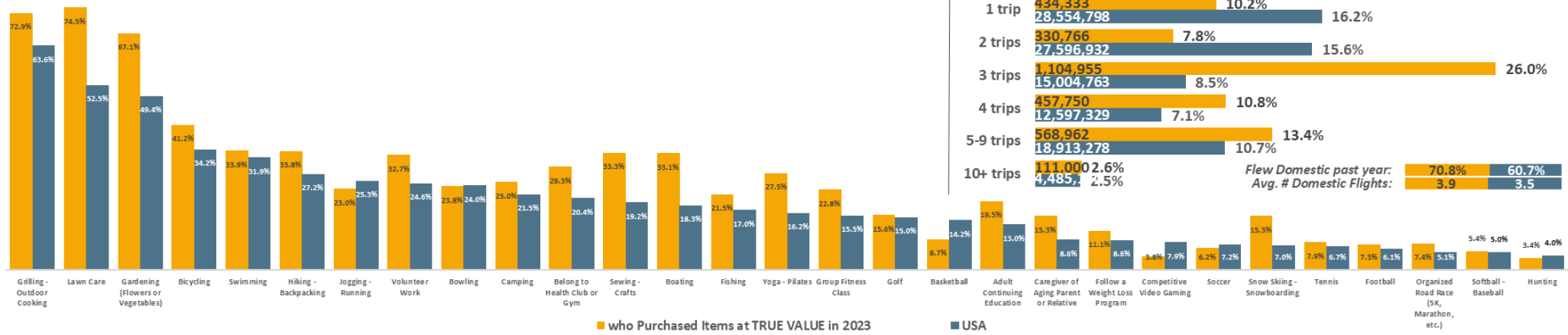
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 262

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): True Value

47.7% or 84,272,753 of USA Adults 25 - 64 Purchased Items at THE HOME DEPOT in 2023.
Adults 25 - 64 who Purchased Items at THE HOME DEPOT in 2023 are 4.2% more likely to use QSRs past mo., 8.9% more likely to use Sit-Down Restaurants past mo., 2.8% more likely to use Casinos past yr., 43.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64

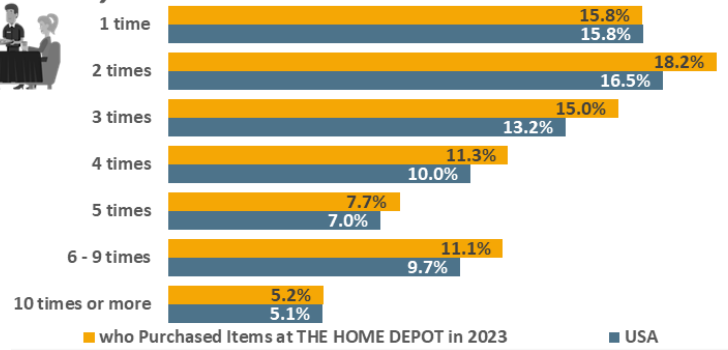


Total Monthly QSR Users: 94.0% 79,220,172 | 90.2% 159,307,507

Avg. Monthly QSR Meals: 7.0 | 6.7

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





Total Monthly Sit-Down Restaurant Users: 84.3% 71,013,487 | 77.4% 136,659,051

Avg. Monthly Sit-Down Restaurant Meals: 4.1 | 4.1

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

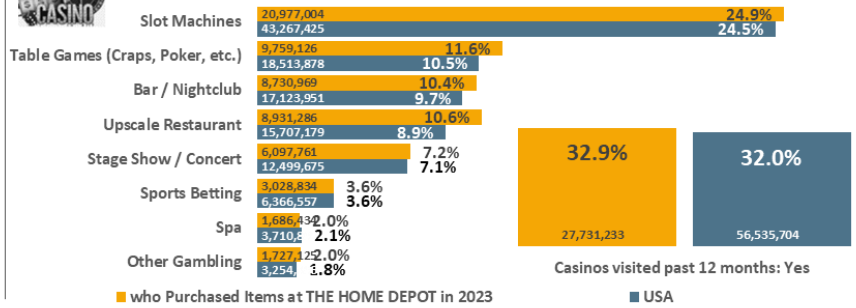
who Purchased Items at THE HOME DEPOT in 2023	19,697,711	23.4%
USA	39,315,793	22.3%

Drank Past 30-days: Adults 25 - 64



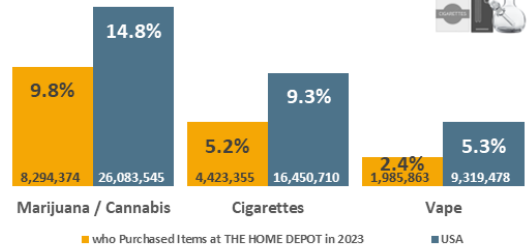
Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64





USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *4,712*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): The Home Depot

28.4% or 50,155,860 of USA Adults 25 - 64 Purchased Items at LOWE'S in 2023.
Adults 25 - 64 who Purchased Items at LOWE'S in 2023 are 4.4% more likely to use QSRs past mo., 9.5% more likely to use Sit-Down Restaurants past mo., 7.1% more likely to use Casinos past yr., 48.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:
94.2% 47,254,742
90.2% 159,307,507

Avg. Monthly QSR Meals:
7.0
6.7

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



Total Monthly Sit-Down Restaurant Users:
84.7% 42,504,888
77.4% 136,659,051

Avg. Monthly Sit-Down Restaurant Meals:
4.2
4.1

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



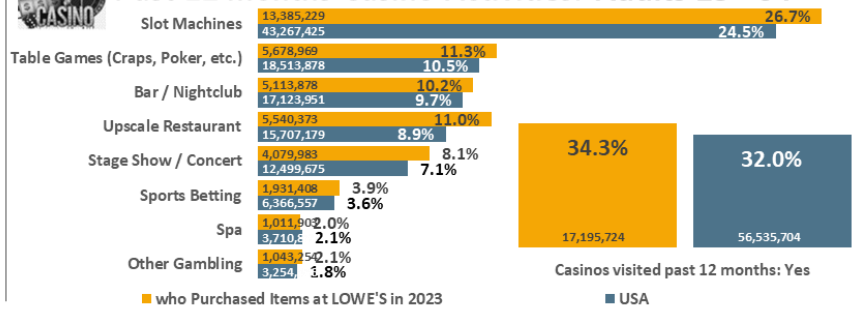
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Purchased Items at LOWE'S in 2023 10,399,744 20.7%
USA 39,315,793 22.3%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64

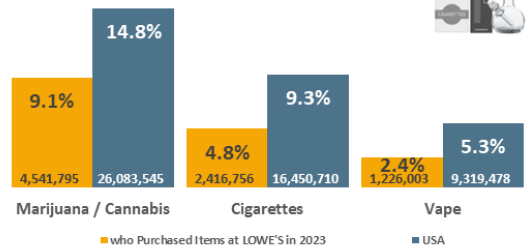




34.3% 17,195,724
32.0% 56,535,704
Casinos visited past 12 months: Yes

Used Past 30-days: Adults 25 - 64





USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *3,090*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Lowe's

20.3% or 35,764,582 of USA Adults 25 - 64 Purchased Items at ACE HARDWARE in 2023.
Adults 25 - 64 who Purchased Items at ACE HARDWARE in 2023 are 4.1% more likely to use QSRs past mo., 11.3% more likely to use Sit-Down Restaurants past mo., 3.% more likely to use Casinos past yr., 30.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



	who Purchased Items at ACE HARDWARE in 2023	USA
1 time	6.2%	7.8%
2 times	8.9%	10.1%
3 times	13.2%	10.3%
4 times	10.7%	10.5%
5 times	11.8%	10.5%
6 - 9 times	23.1%	22.0%
10 times or more	20.1%	19.0%

Total Monthly QSR Users:	who Purchased Items at ACE HARDWARE in 2023	USA
	94.0%	90.2%
	33,600,986	159,307,507

Avg. Monthly QSR Meals:	who Purchased Items at ACE HARDWARE in 2023	USA
	6.8	6.7

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



	who Purchased Items at ACE HARDWARE in 2023	USA
1 time	14.5%	15.8%
2 times	16.8%	16.5%
3 times	18.4%	13.2%
4 times	12.6%	10.0%
5 times	8.2%	7.0%
6 - 9 times	11.5%	9.7%
10 times or more	4.1%	5.1%

Total Monthly Sit-Down Restaurant Users:	who Purchased Items at ACE HARDWARE in 2023	USA
	86.1%	77.4%
	30,799,487	136,659,051

Avg. Monthly Sit-Down Restaurant Meals:	who Purchased Items at ACE HARDWARE in 2023	USA
	4.0	4.1

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



	who Purchased Items at ACE HARDWARE in 2023	USA
Mexican	45.1%	37.3%
Pizza	44.9%	36.2%
Chinese	37.0%	34.1%
Coffee House / Coffee Bar	28.0%	24.1%
Indian / Thai / Other Asian	24.7%	20.9%
Italian	20.6%	17.4%
Bagel / Donut / Bakery	20.9%	16.7%
Wings / Burgers / Sports Bar	19.3%	15.5%
Upscale	20.8%	14.7%
Steakhouse	11.8%	11.7%

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

	who Purchased Items at ACE HARDWARE in 2023	USA
	7,073,364	39,315,793
	19.8%	22.3%

Drank Past 30-days: Adults 25 - 64

	who Purchased Items at ACE HARDWARE in 2023	USA
Liquor	19,740,694 / 55.2%	83,647,714 / 47.4%
Any Type of Beer	19,517,866 / 54.6%	77,595,650 / 43.9%
Wine	14,009,268 / 39.2%	59,031,645 / 33.4%
Domestic Regular Beer	10,735,672 / 30.0%	43,800,934 / 24.8%
Imported Beer	10,974,715 / 30.7%	41,529,015 / 23.5%
Domestic Light Beer	9,411,393 / 26.3%	39,521,964 / 22.4%
Microbrew / Craft Beer	7,210,207 / 20.2%	23,265,157 / 13.2%



Past 12 months Casino Activities: Adults 25 - 64

	who Purchased Items at ACE HARDWARE in 2023	USA
Slot Machines	9,517,502 / 26.6%	43,267,425 / 24.5%
Table Games (Craps, Poker, etc.)	4,745,752 / 13.3%	18,513,878 / 10.5%
Bar / Nightclub	4,368,537 / 12.2%	17,123,951 / 9.7%
Upscale Restaurant	4,207,371 / 11.8%	15,707,179 / 8.9%
Stage Show / Concert	2,492,629 / 7.0%	12,499,675 / 7.1%
Sports Betting	1,345,866 / 3.8%	6,366,557 / 3.6%
Spa	734,634 / 2.1%	3,710,8 / 2.1%
Other Gambling	1,183,448 / 3.3%	3,254 / 1.8%

Casinos visited past 12 months: Yes	who Purchased Items at ACE HARDWARE in 2023	USA
	33.0%	32.0%
	11,794,717	56,535,704

Used Past 30-days: Adults 25 - 64



	who Purchased Items at ACE HARDWARE in 2023	USA
Marijuana / Cannabis	11.7% / 4,194,299	14.8% / 26,083,545
Cigarettes	6.5% / 2,314,458	9.3% / 16,450,710
Vape	2.9% / 1,024,599	5.3% / 9,319,478

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *2,131*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Ace Hardware

5.1% or 8,948,194 of USA Adults 25 - 64 Purchased Items at TRACTOR SUPPLY CO in 2023.
Adults 25 - 64 who Purchased Items at TRACTOR SUPPLY CO in 2023 are 4.1% more likely to use QSRs past mo., 9.7% more likely to use Sit-Down Restaurants past mo., 42.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 93.9% 8,405,249 | 90.2% 159,307,507

Avg. Monthly QSR Meals: 6.8 | 6.7

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



Total Monthly Sit-Down Restaurant Users: 84.9% 7,595,780 | 77.4% 136,659,051

Avg. Monthly Sit-Down Restaurant Meals: 4.8 | 4.1

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

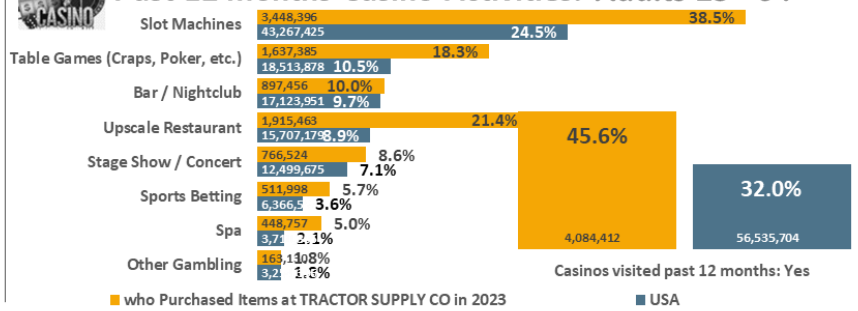
who Purchased Items at TRACTOR SUPPLY CO in 2023	1,715,802	19.2%
USA	39,315,793	22.3%

Drank Past 30-days: Adults 25 - 64



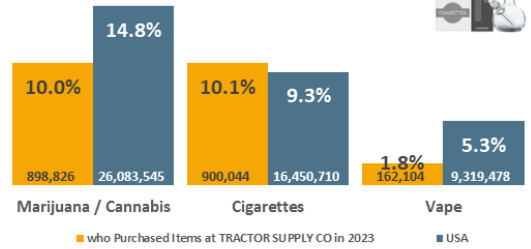
Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 540

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Tractor Supply Co

2.4% or 4,249,121 of USA Adults 25 - 64 Purchased Items at TRUE VALUE in 2023.
Adults 25 - 64 who Purchased Items at TRUE VALUE in 2023 are 4.4% more likely to use QSRs past mo., 7.3% more likely to use Sit-Down Restaurants past mo., 16.9% more likely to use Casinos past yr., 52.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:
94.2% 90.2%
4,003,858 159,307,507

Avg. Monthly QSR Meals:
6.2 6.7

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



Total Monthly Sit-Down Restaurant Users:
83.1% 77.4%
3,529,701 136,659,051

Avg. Monthly Sit-Down Restaurant Meals:
4.7 4.1

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



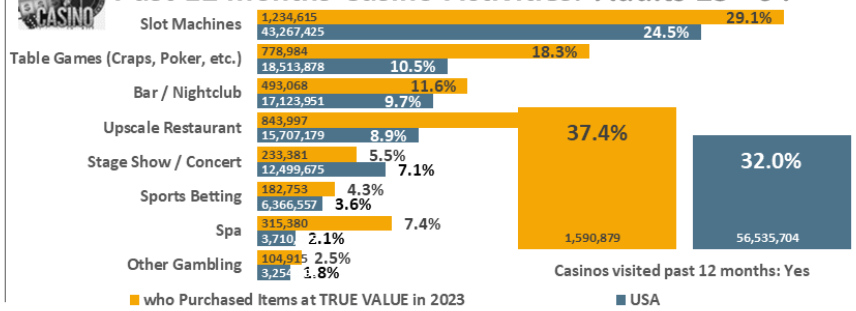
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Purchased Items at TRUE VALUE in 2023 528,983 12.4%
USA 39,315,793 22.3%

Drank Past 30-days: Adults 25 - 64



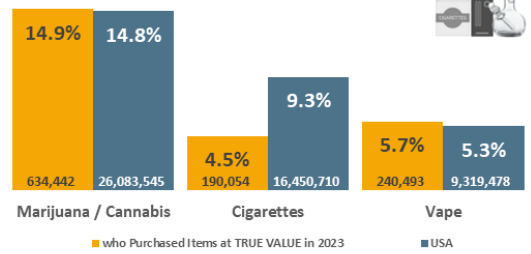
Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64





USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *262*

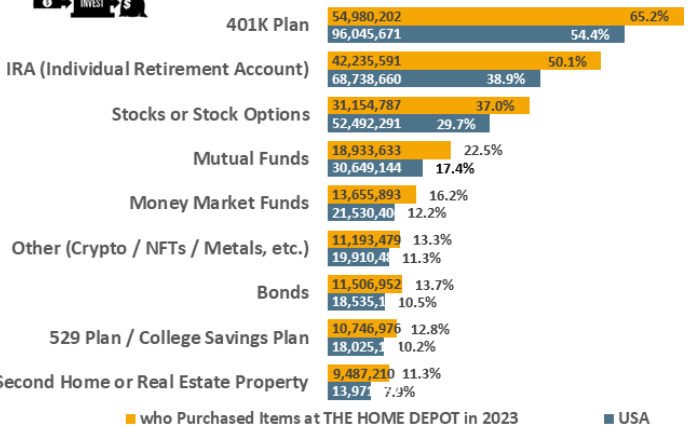
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

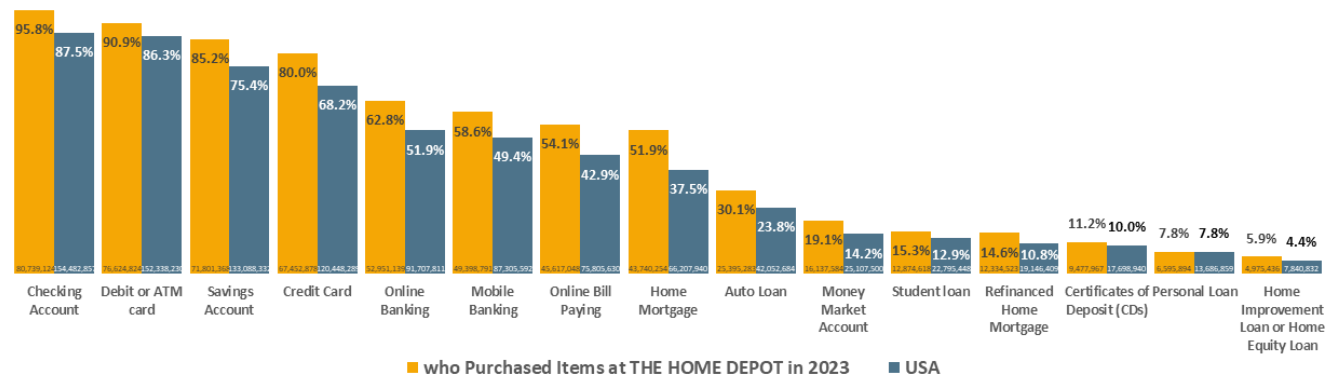
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): True Value

47.7% or 84,272,753 of USA Adults 25 - 64 Purchased Items at THE HOME DEPOT in 2023.
Adults 25 - 64 who Purchased Items at THE HOME DEPOT in 2023 are 19.9% more likely to have a 401K, 26.5% more likely to have an Auto Loan, 28.4% more likely to Invest/Trade Stocks Online, .7% more likely to pay with their Debit Card.

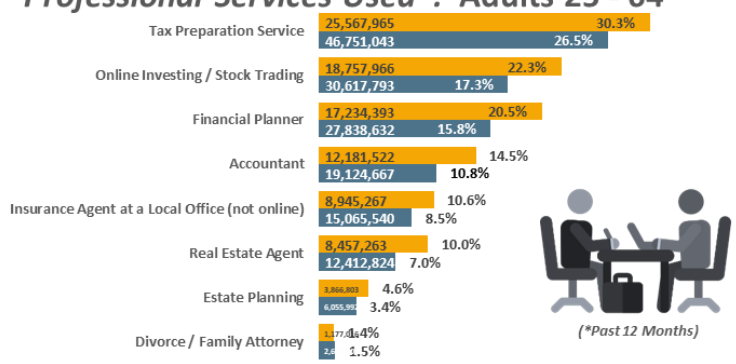
Investments Owned: Adults 25 - 64



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

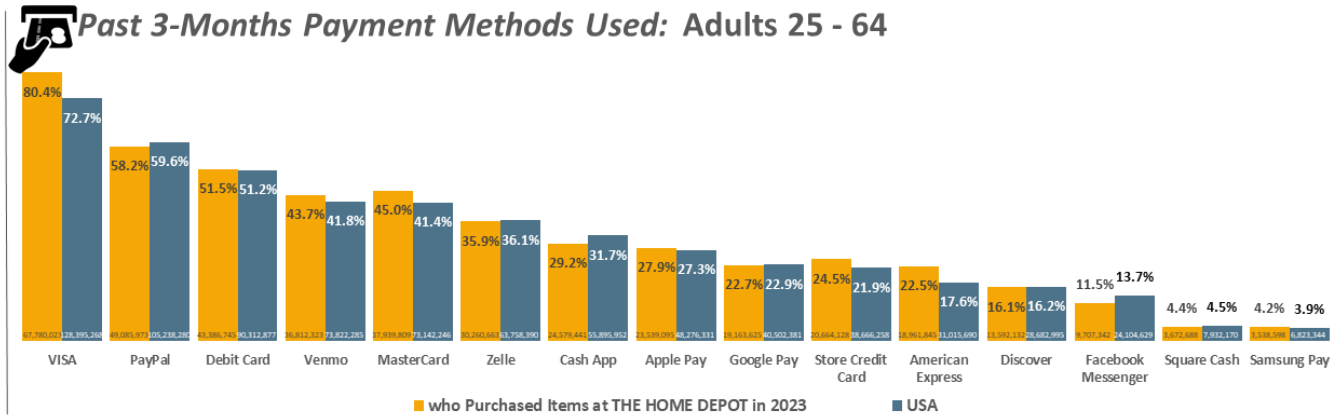


Professional Services Used:* Adults 25 - 64



*(*Past 12 Months)*

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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,712

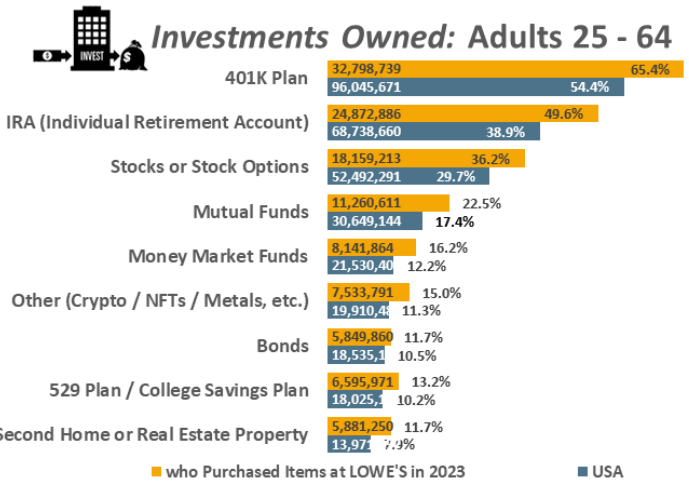
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

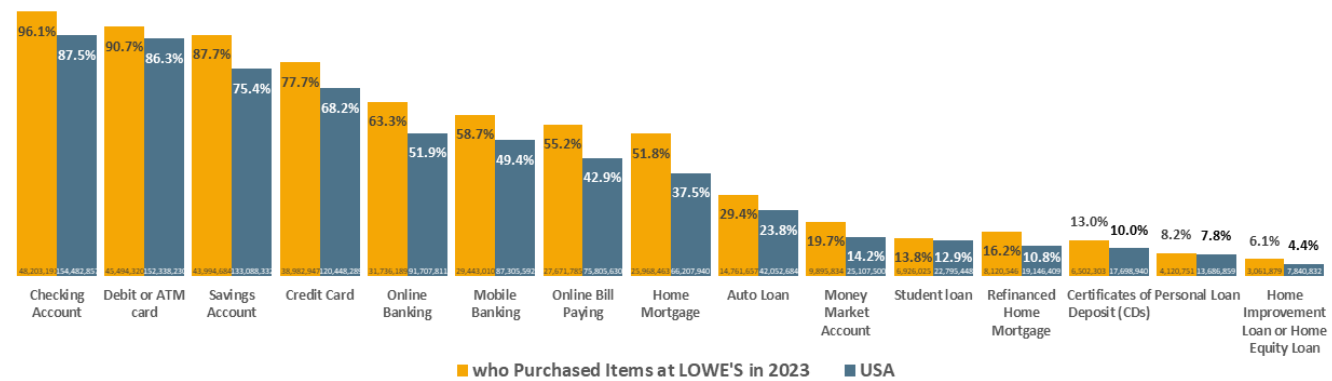
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): The Home Depot

28.4% or 50,155,860 of USA Adults 25 - 64 Purchased Items at LOWE'S in 2023.
Adults 25 - 64 who Purchased Items at LOWE'S in 2023 are 20.2% more likely to have a 401K, 23.6% more likely to have an Auto Loan, 25.8% more likely to Invest/Trade Stocks Online, 2.2% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 64



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

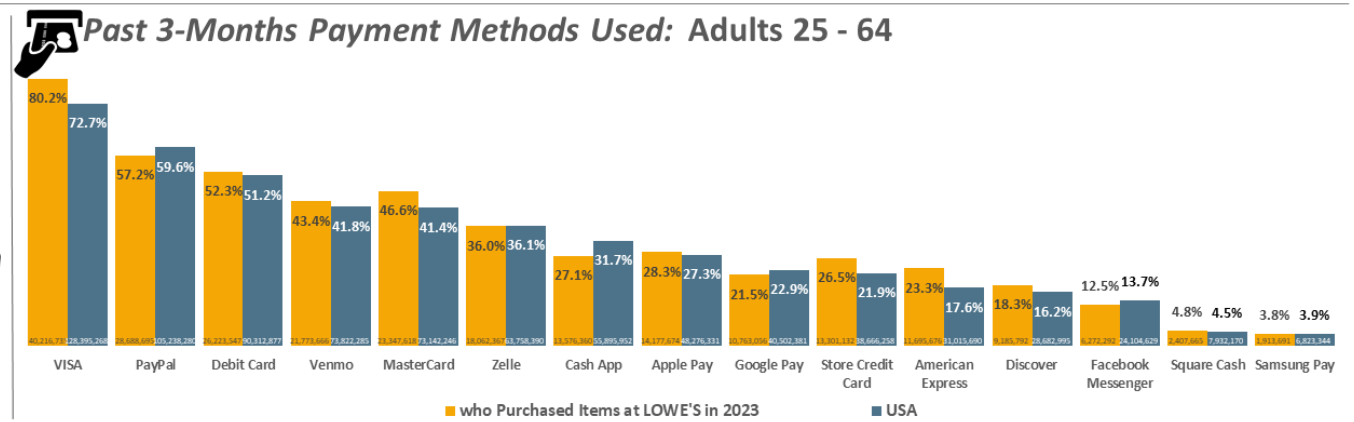


Professional Services Used:* Adults 25 - 64



*(*Past 12 Months)*

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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,090

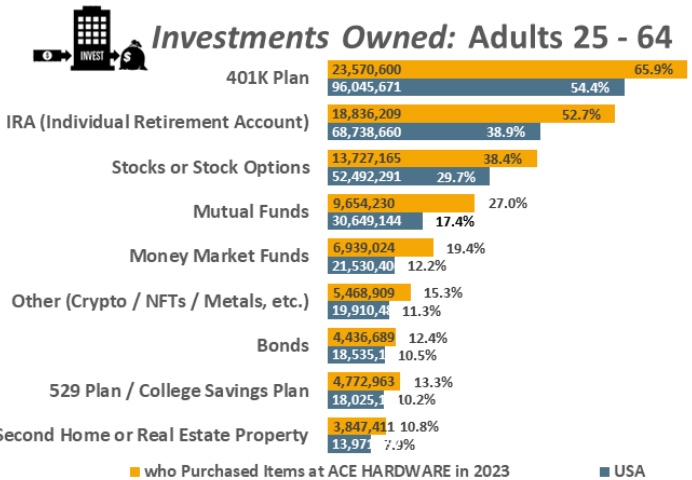
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

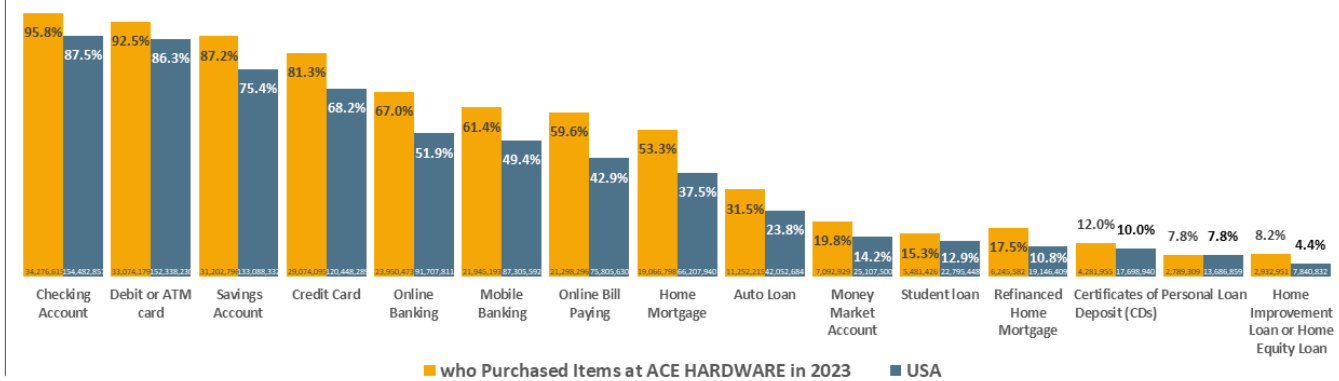
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Lowe's

20.3% or 35,764,582 of USA Adults 25 - 64 Purchased Items at ACE HARDWARE in 2023.
Adults 25 - 64 who Purchased Items at ACE HARDWARE in 2023 are 21.2% more likely to have a 401K, 32.1% more likely to have an Auto Loan, 34.8% more likely to Invest/Trade Stocks Online, 3.8% more likely to pay with their Debit Card.

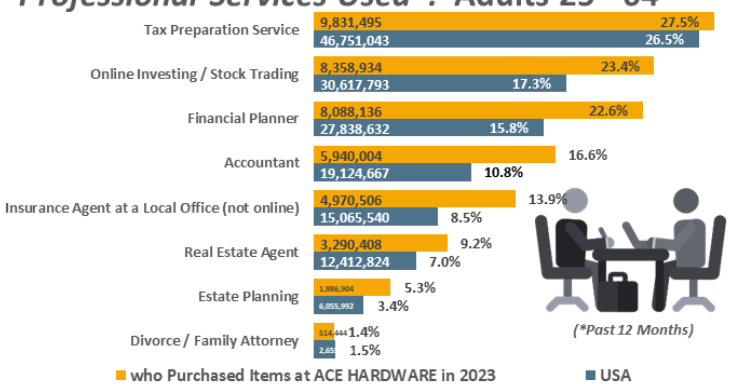
Investments Owned: Adults 25 - 64



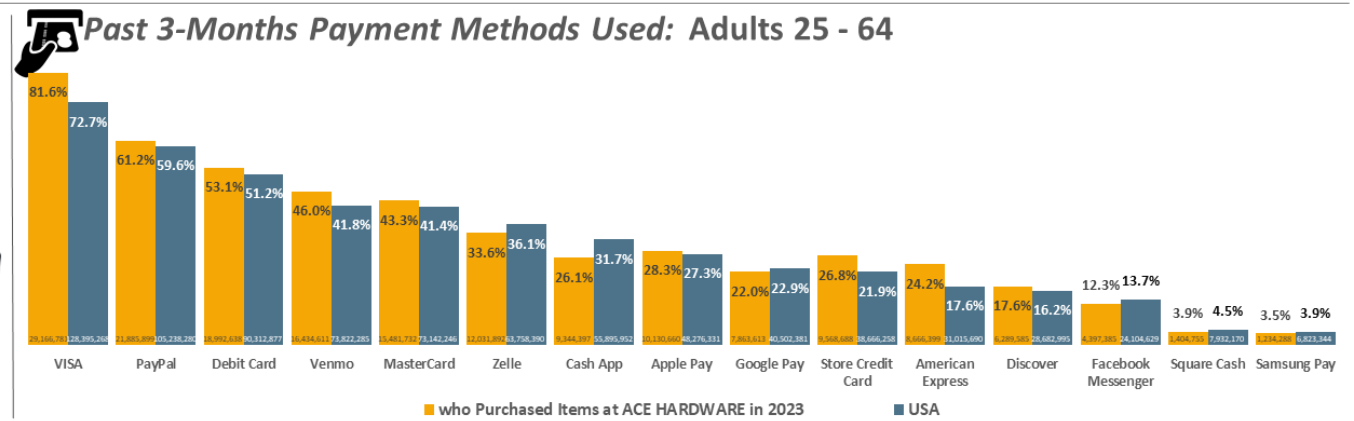
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,131

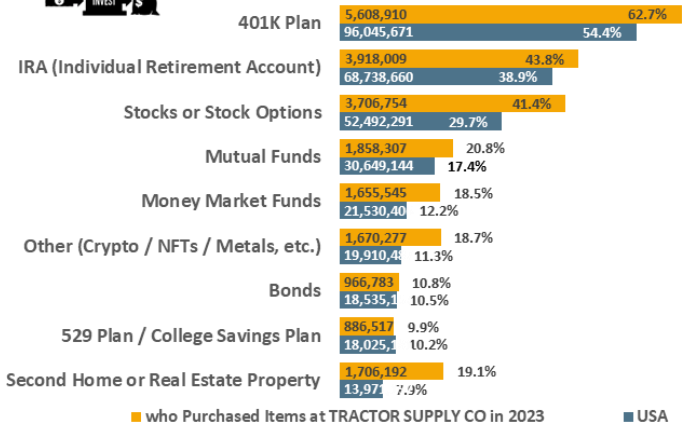
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

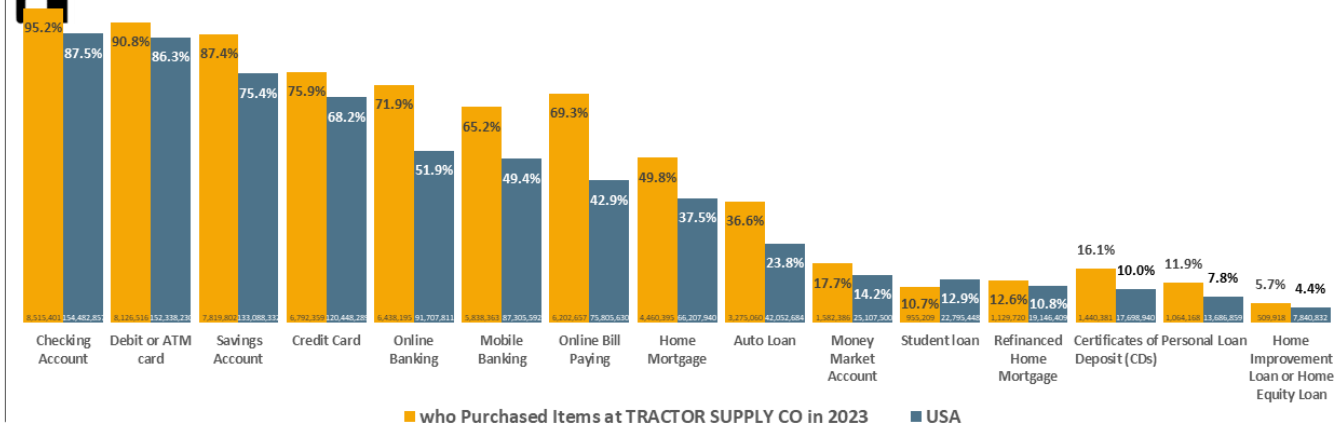
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Ace Hardware

5.1% or 8,948,194 of USA Adults 25 - 64 Purchased Items at TRACTOR SUPPLY CO in 2023.
Adults 25 - 64 who Purchased Items at TRACTOR SUPPLY CO in 2023 are 15.2% more likely to have a 401K, 53.7% more likely to have an Auto Loan, 40.0% more likely to Invest/Trade Stocks Online, 15.1% more likely to pay with their Debit Card.

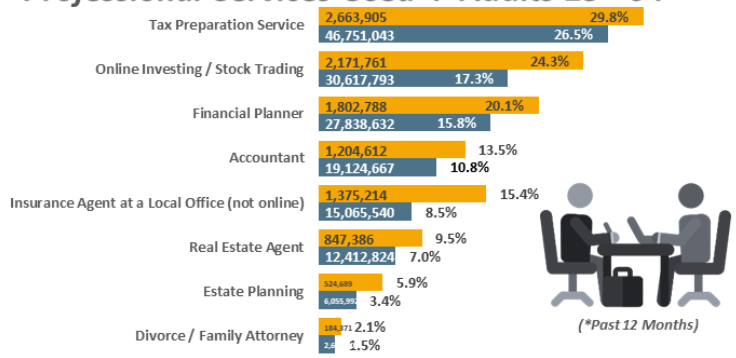
Investments Owned: Adults 25 - 64



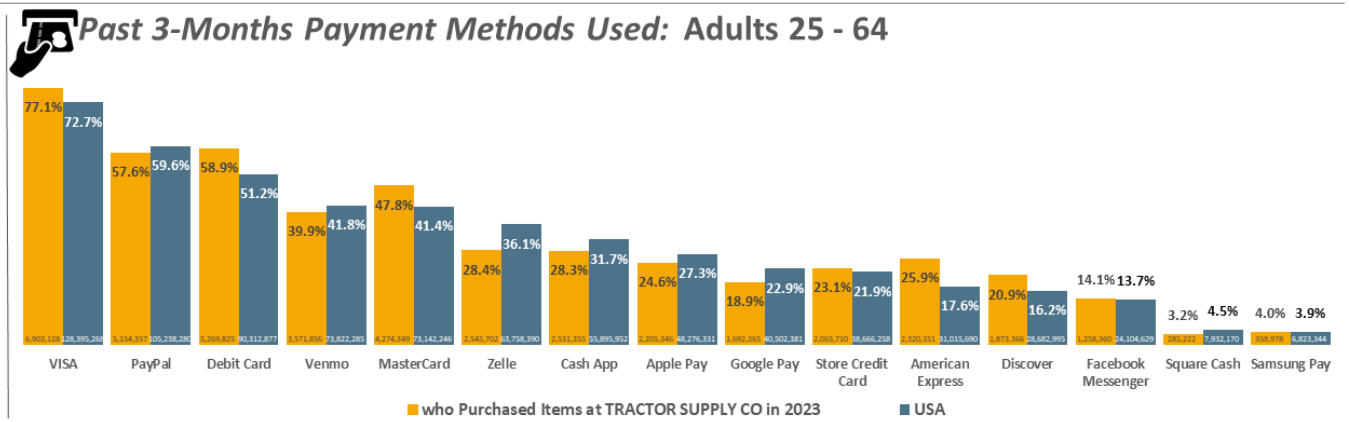
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 540

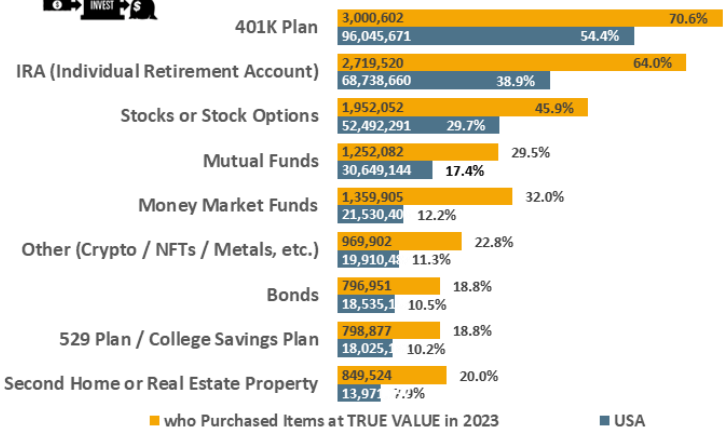
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

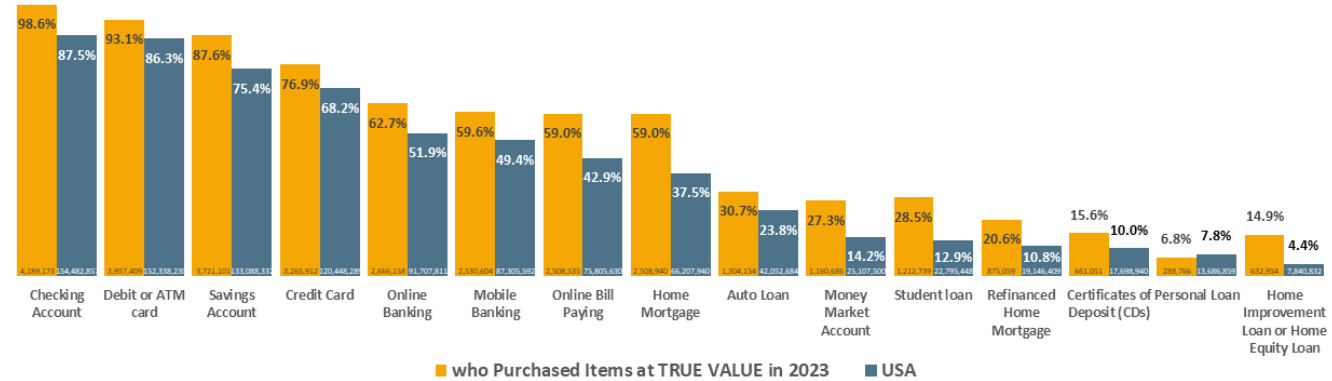
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Tractor Supply Co

2.4% or 4,249,121 of USA Adults 25 - 64 Purchased Items at TRUE VALUE in 2023.
Adults 25 - 64 who Purchased Items at TRUE VALUE in 2023 are 29.8% more likely to have a 401K, 28.9% more likely to have an Auto Loan, 26.7% more likely to Invest/Trade Stocks Online, 6.8% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 64



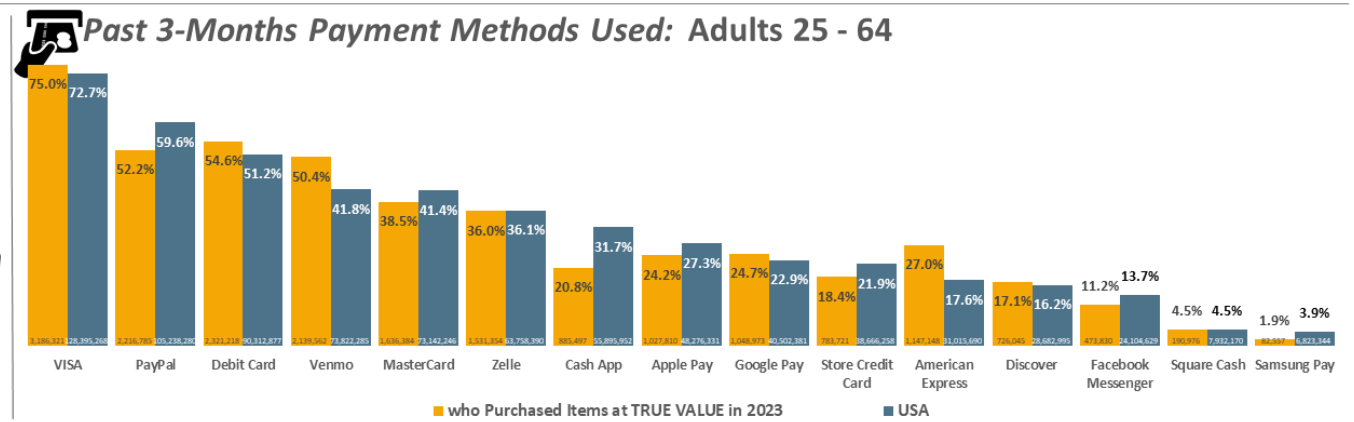
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 262

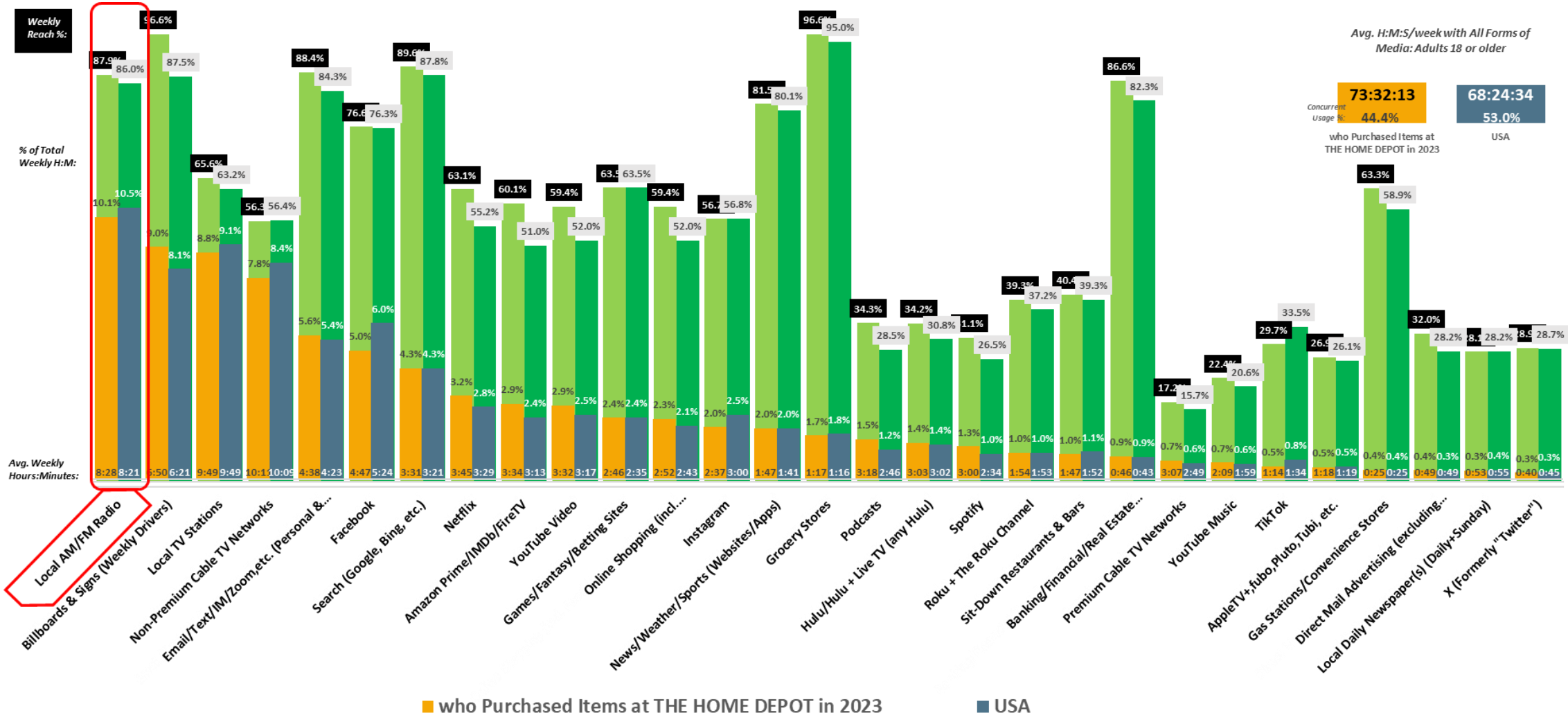
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): True Value

Adults 25 - 64 who Purchased Items at THE HOME DEPOT in 2023 spend an average of 3 days, 1 hours, 32 minutes and 13 seconds each week with All Forms of Media.

87.9% of Adults 25 - 64 who Purchased Items at THE HOME DEPOT in 2023 spend an avg. of 8 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,712 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

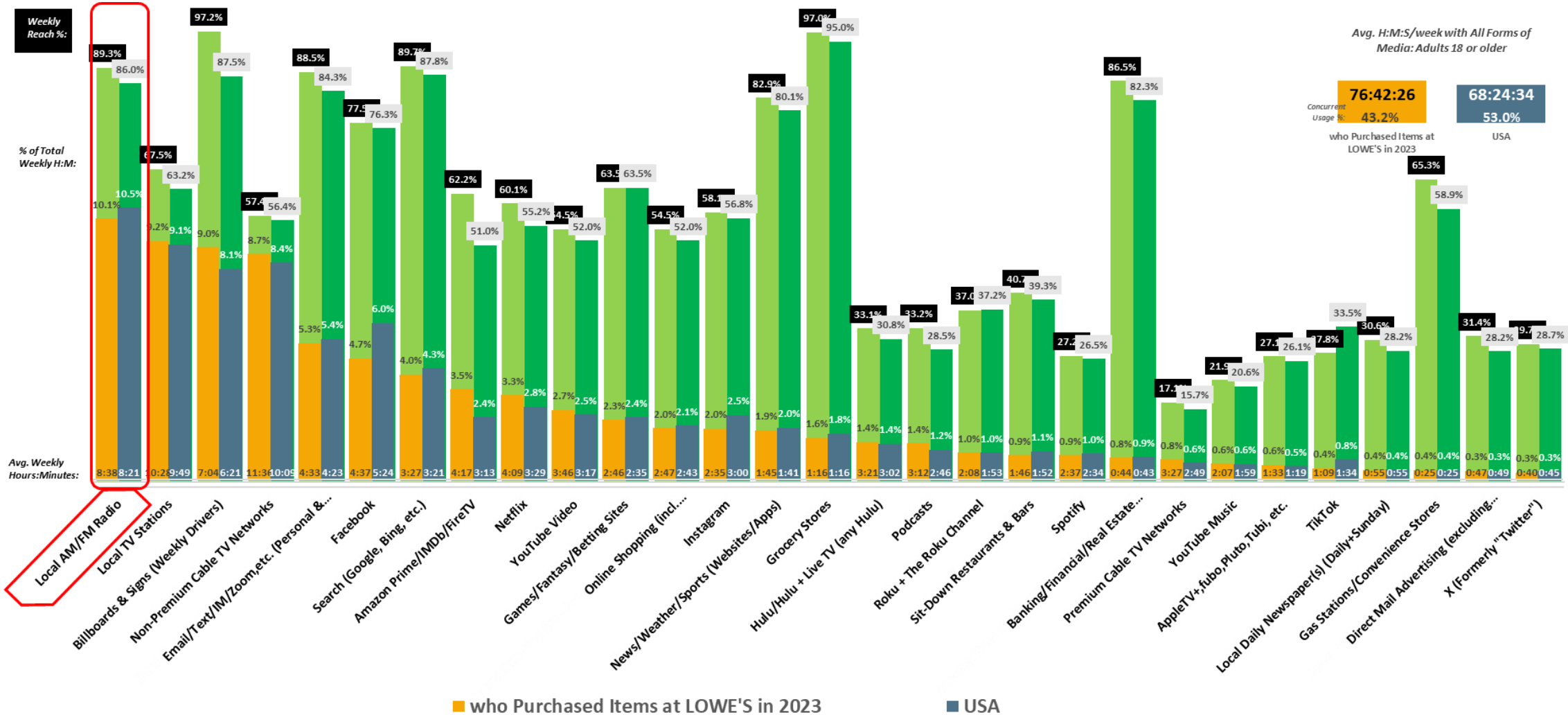
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Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): The Home Depot

Adults 25 - 64 who Purchased Items at LOWE'S in 2023 spend an average of 3 days, 4 hours, 42 minutes and 26 seconds each week with All Forms of Media.

89.3% of Adults 25 - 64 who Purchased Items at LOWE'S in 2023 spend an avg. of 8 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



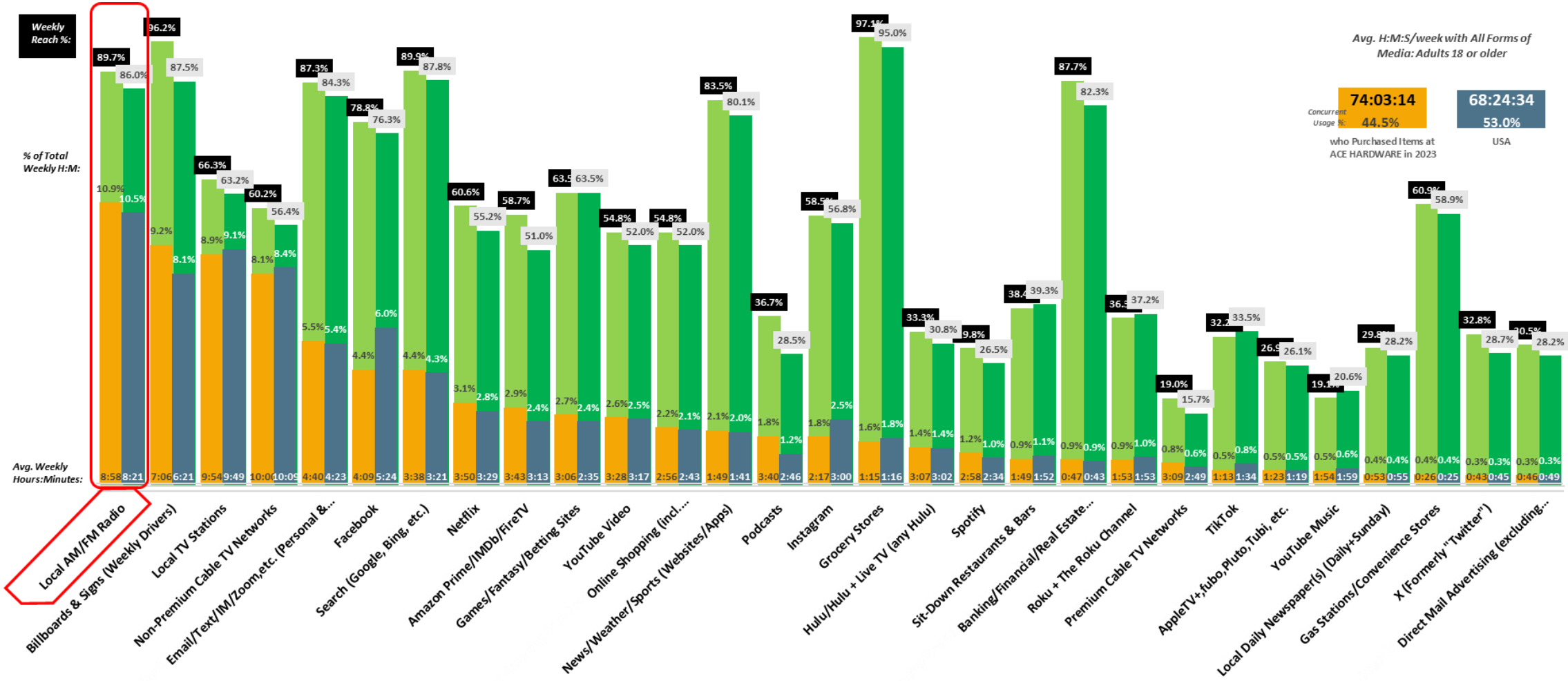
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Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Lowe's

Adults 25 - 64 who Purchased Items at ACE HARDWARE in 2023 spend an average of 3 days, 2 hours, 3 minutes and 14 seconds each week with All Forms of Media.

89.7% of Adults 25 - 64 who Purchased Items at ACE HARDWARE in 2023 spend an avg. of 8 hours and 58 minutes each week listening to All Local AM/FM Radio, representing 10.9% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,131 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

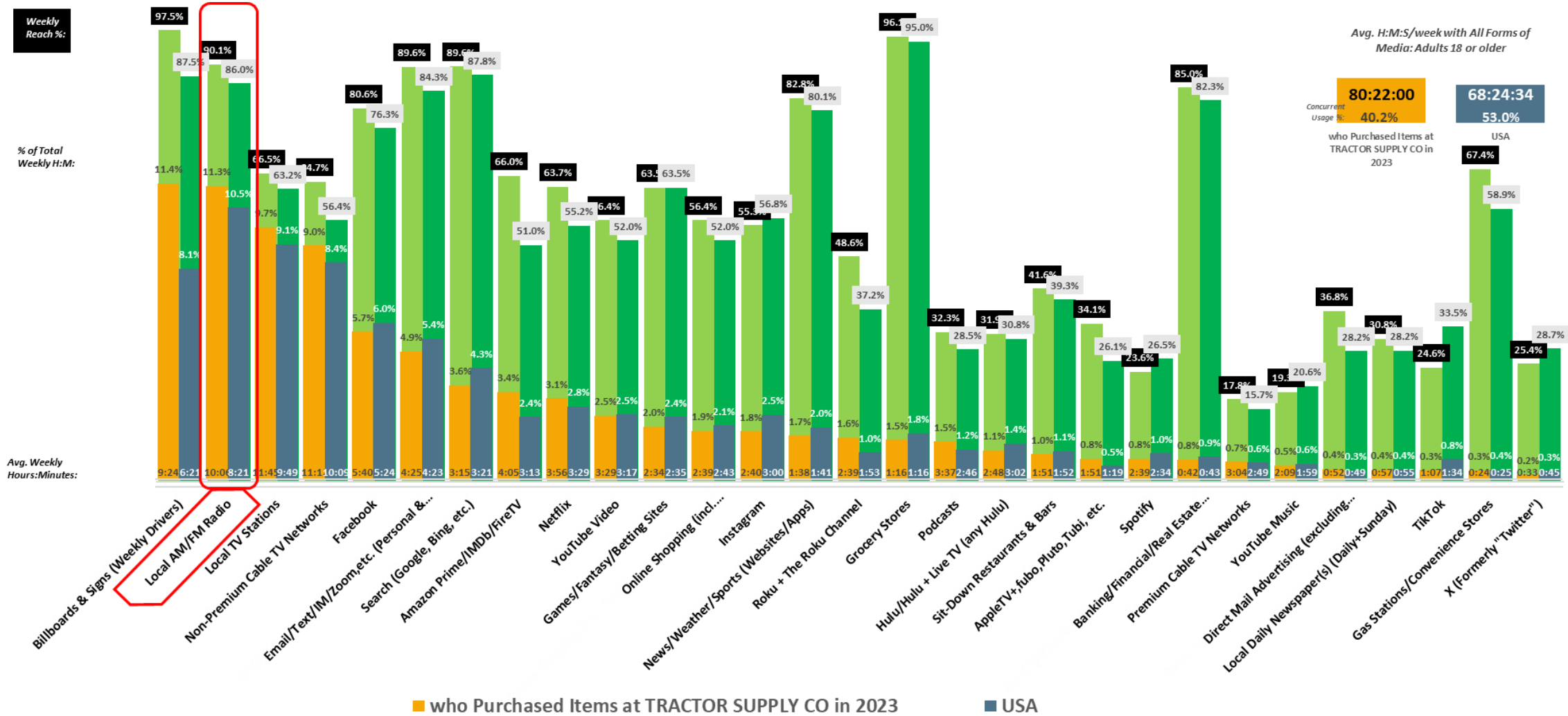
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Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Ace Hardware

Adults 25 - 64 who Purchased Items at TRACTOR SUPPLY CO in 2023 spend an average of 3 days, 8 hours, 22 minutes and 0 seconds each week with All Forms of Media.

90.1% of Adults 25 - 64 who Purchased Items at TRACTOR SUPPLY CO in 2023 spend an avg. of 10 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 11.3% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 540 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

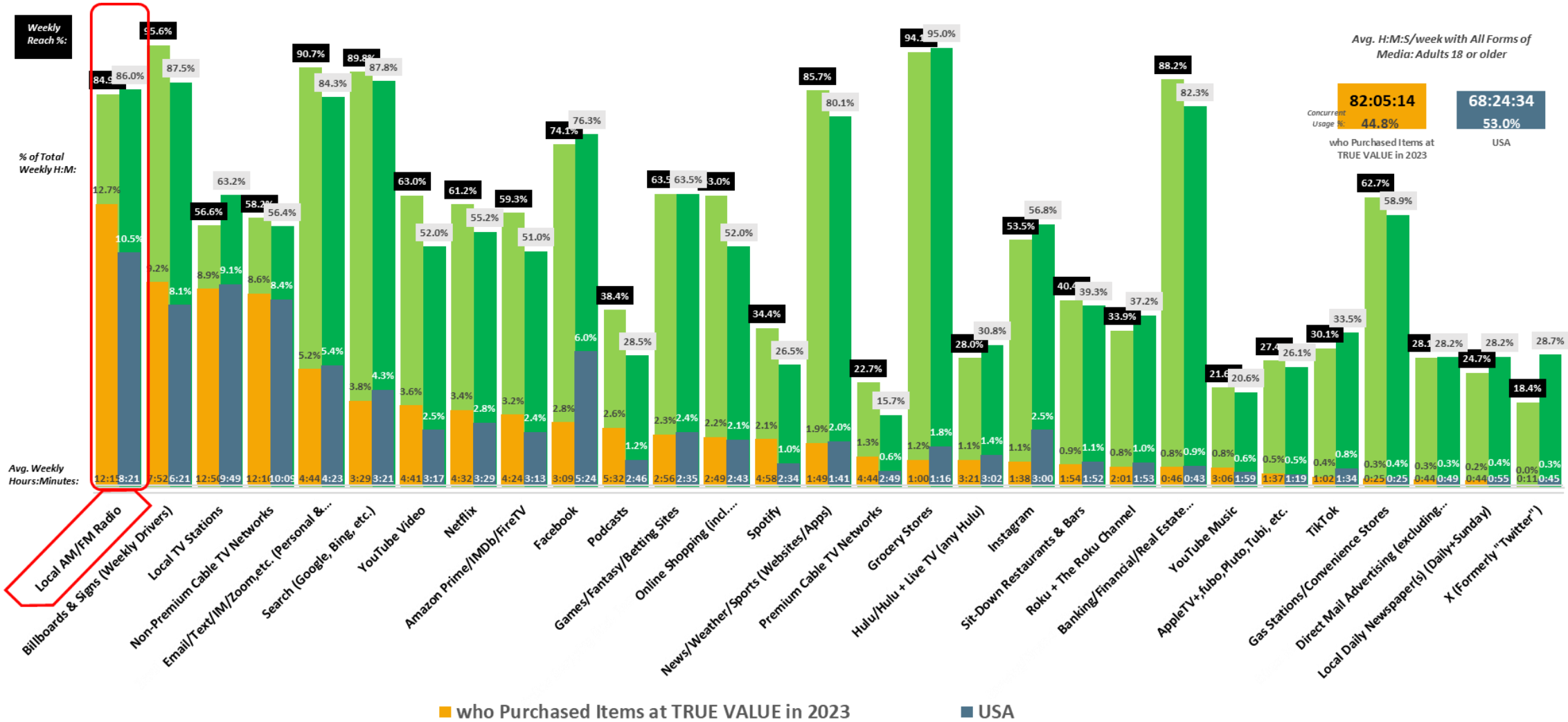
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Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Tractor Supply Co

Adults 25 - 64 who Purchased Items at TRUE VALUE in 2023 spend an average of 3 days, 10 hours, 5 minutes and 14 seconds each week with All Forms of Media.

84.9% of Adults 25 - 64 who Purchased Items at TRUE VALUE in 2023 spend an avg. of 12 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 12.7% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 262 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

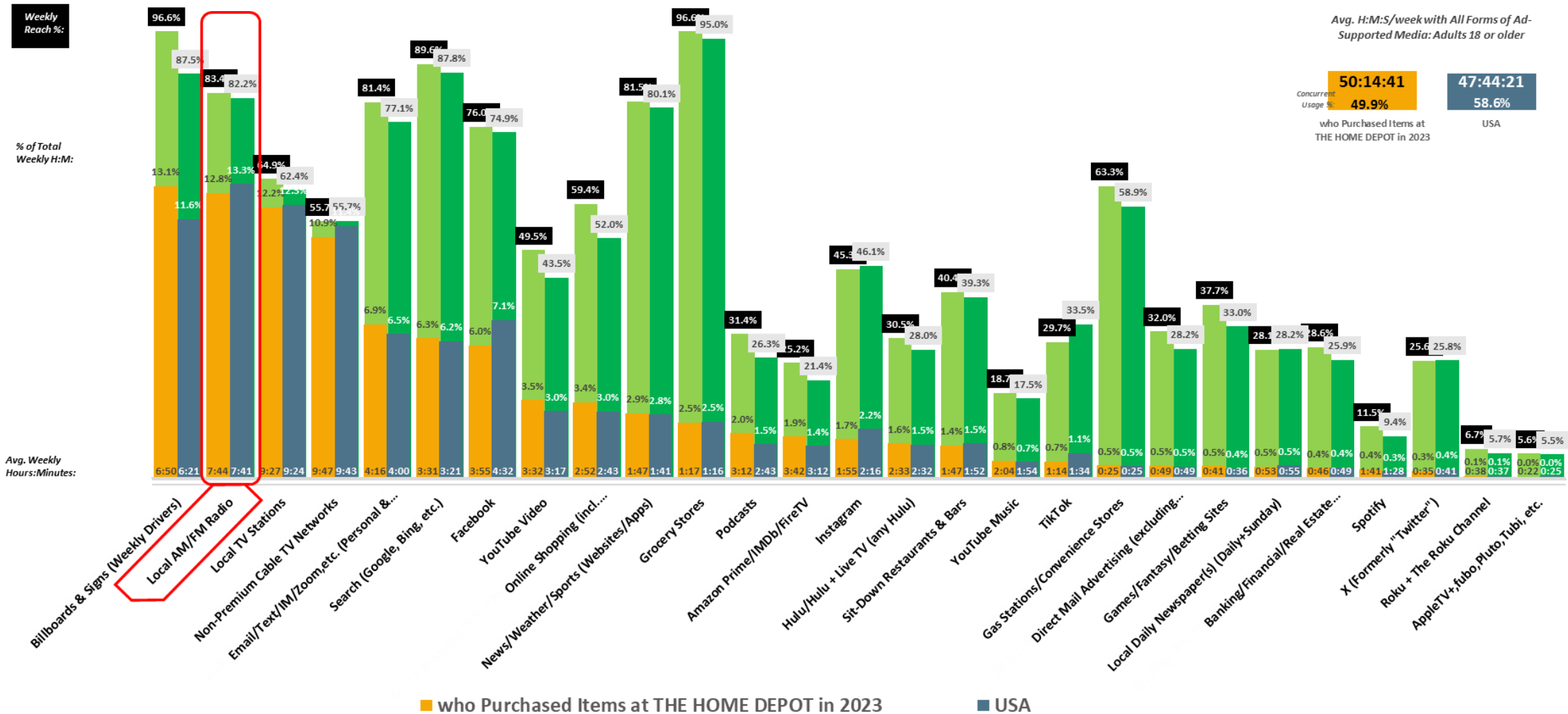
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Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): True Value

Adults 25 - 64 who Purchased Items at THE HOME DEPOT in 2023 spend an average of 2 days, 2 hours, 14 minutes and 41 seconds each week with All Forms of Ad-Supported Media.

83.4% of Adults 25 - 64 who Purchased Items at THE HOME DEPOT in 2023 spend an avg. of 7 hours and 44 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.8% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,712 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

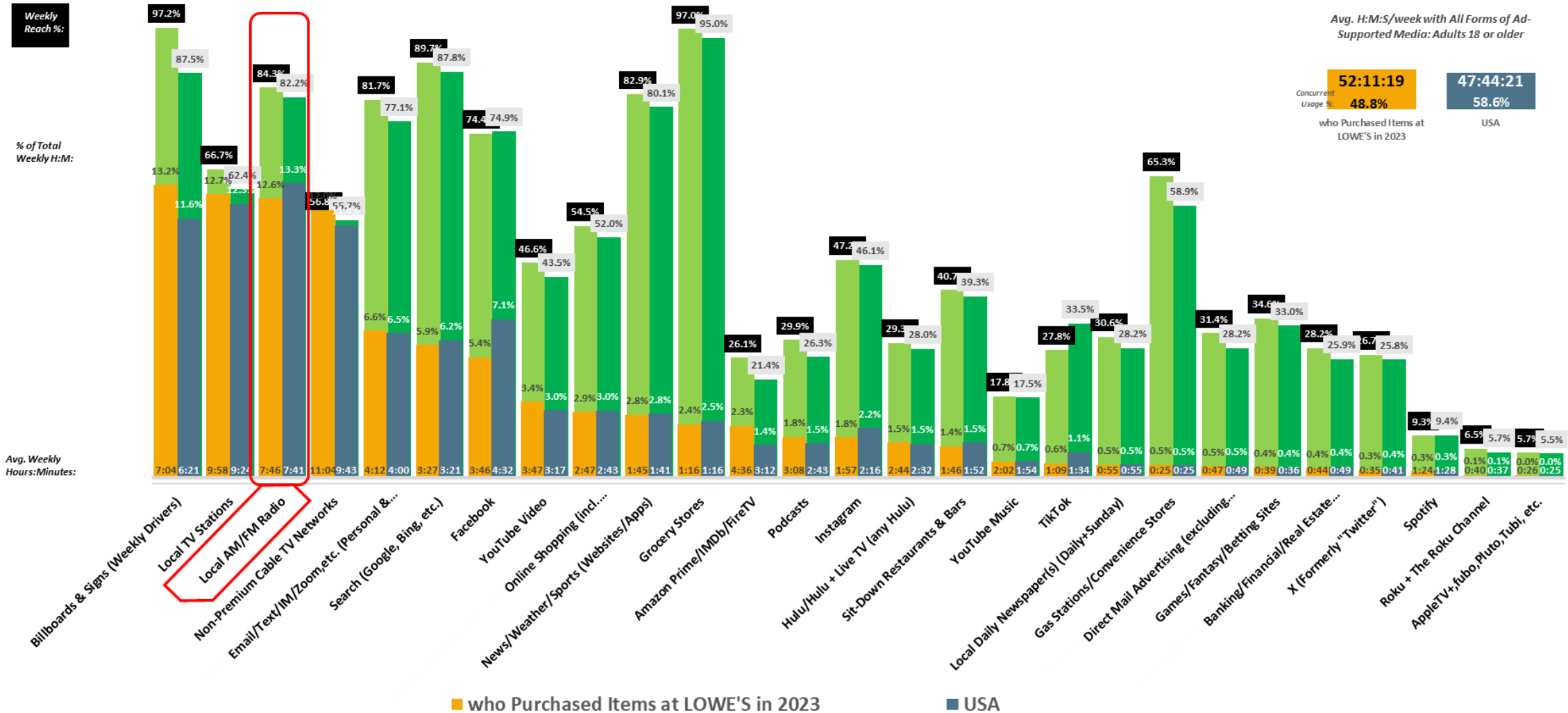
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Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): The Home Depot

Adults 25 - 64 who Purchased Items at LOWE'S in 2023 spend an average of 2 days, 4 hours, 11 minutes and 19 seconds each week with All Forms of Ad-Supported Media.

84.3% of Adults 25 - 64 who Purchased Items at LOWE'S in 2023 spend an avg. of 7 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.6% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,090 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

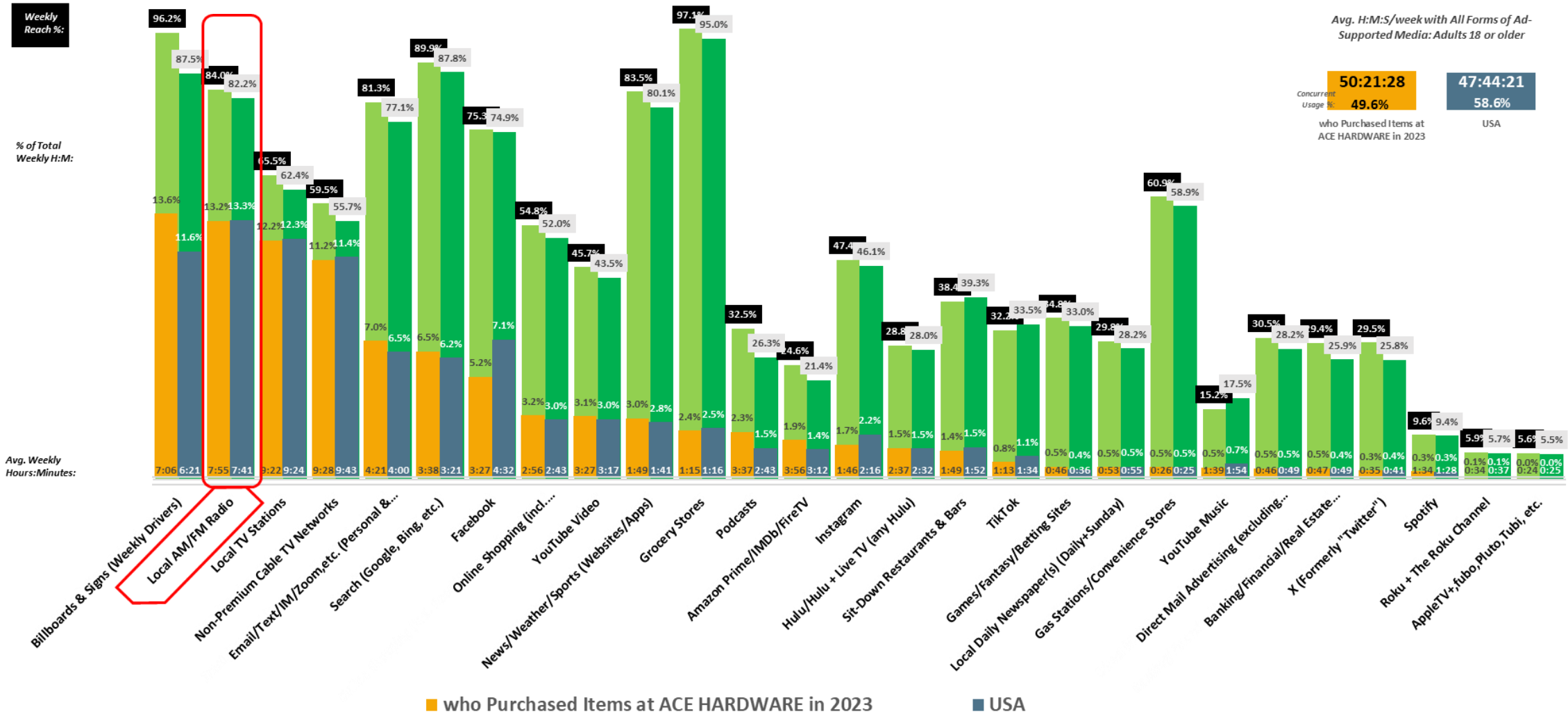
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Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Lowe's

Adults 25 - 64 who Purchased Items at ACE HARDWARE in 2023 spend an average of 2 days, 2 hours, 21 minutes and 28 seconds each week with All Forms of Ad-Supported Media.

84.% of Adults 25 - 64 who Purchased Items at ACE HARDWARE in 2023 spend an avg. of 7 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.2% of total time spent with all forms of Ad-Supported Media.



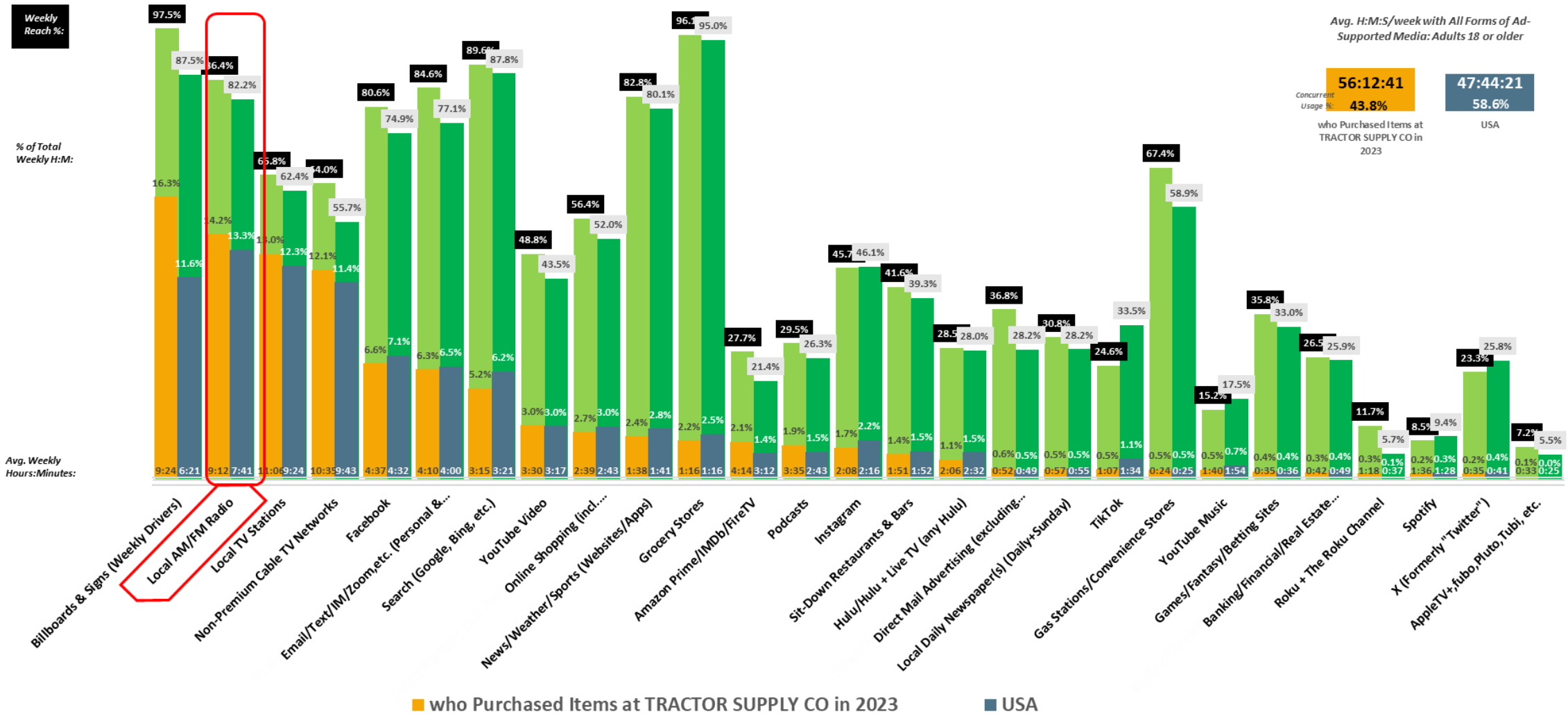
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,131 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908
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Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Ace Hardware

Adults 25 - 64 who Purchased Items at TRACTOR SUPPLY CO in 2023 spend an average of 2 days, 8 hours, 12 minutes and 41 seconds each week with All Forms of Ad-Supported Media.

86.4% of Adults 25 - 64 who Purchased Items at TRACTOR SUPPLY CO in 2023 spend an avg. of 9 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.2% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 540 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

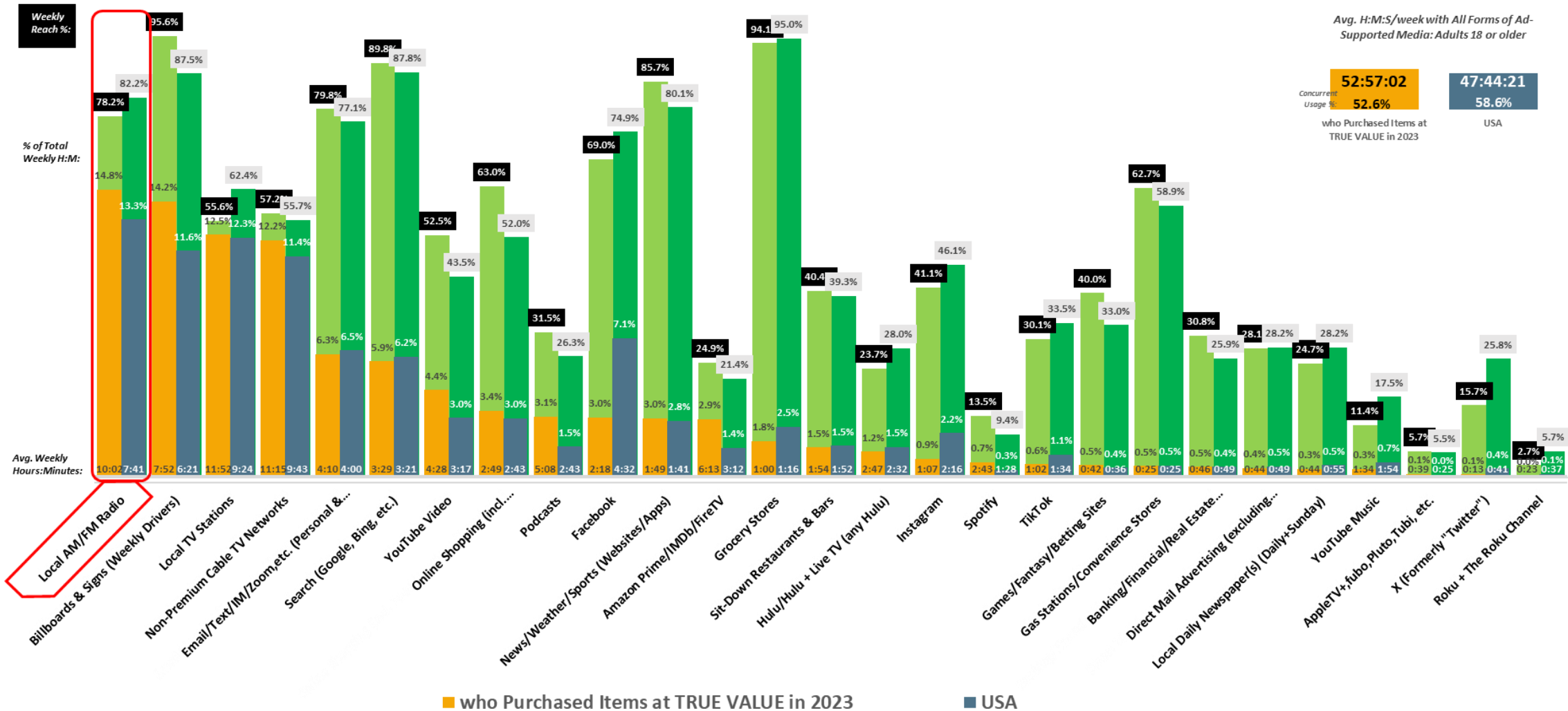
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Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Tractor Supply Co

Adults 25 - 64 who Purchased Items at TRUE VALUE in 2023 spend an average of 2 days, 4 hours, 57 minutes and 2 seconds each week with All Forms of Ad-Supported Media.

78.2% of Adults 25 - 64 who Purchased Items at TRUE VALUE in 2023 spend an avg. of 10 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.8% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 262 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

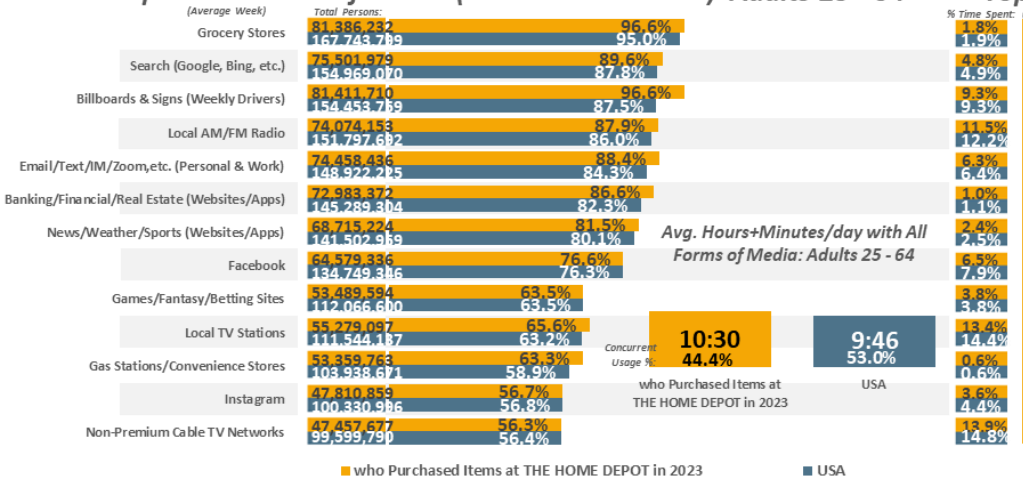
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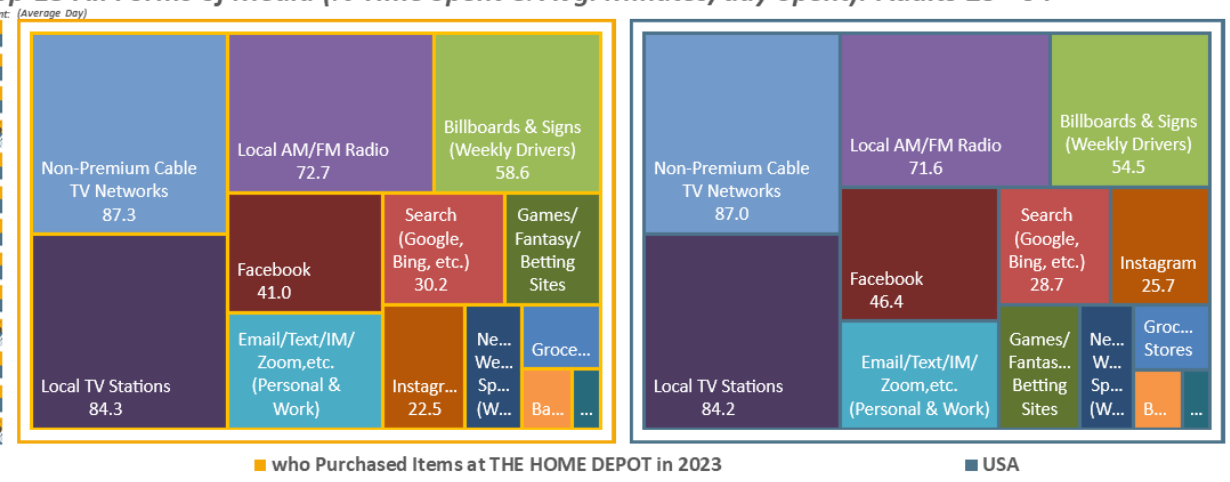
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): True Value

Adults 25 - 64 who Purchased Items at THE HOME DEPOT in 2023 spend an average of 7 hours and 10 minutes each day with All Forms of Ad-Supported Media. 83.4% listen to Local AM/FM Radio for an avg. of 66.4 minutes/day. *(Local Radio delivers 12.8% of Time with Ad-Supported Media.)*

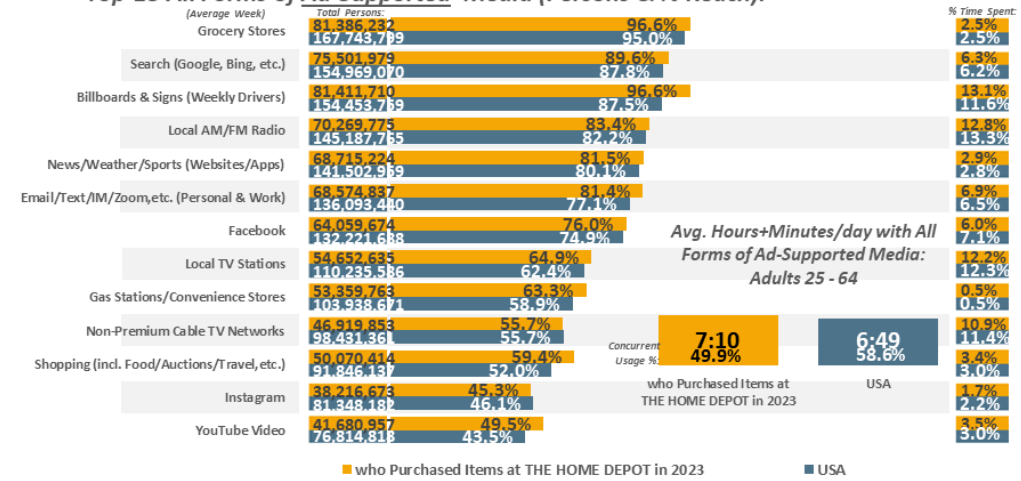
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



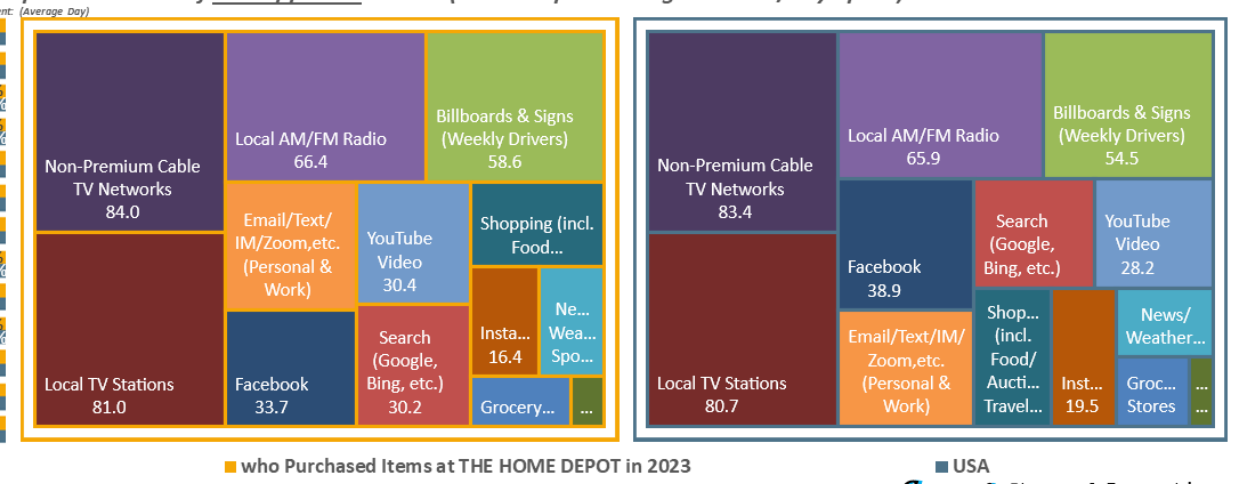
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,712

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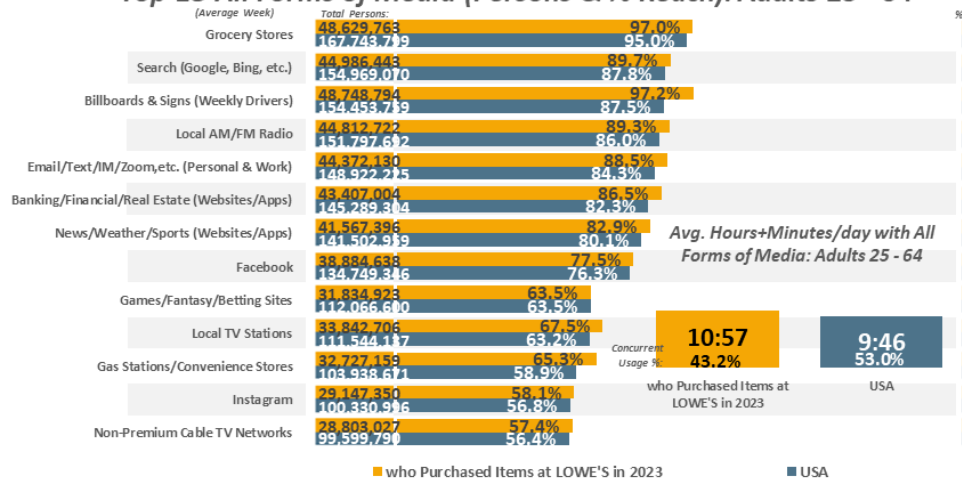
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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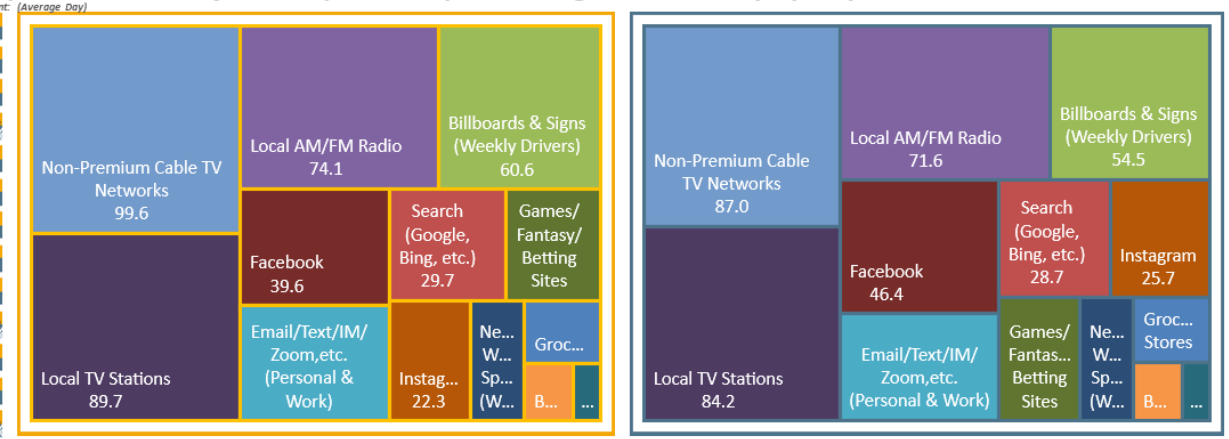
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): The Home Depot

Adults 25 - 64 who Purchased Items at LOWE'S in 2023 spend an average of 7 hours and 27 minutes each day with All Forms of Ad-Supported Media. 84.3% listen to Local AM/FM Radio for an avg. of 66.6 minutes/day. *(Local Radio delivers 12.6% of Time with Ad-Supported Media.)*

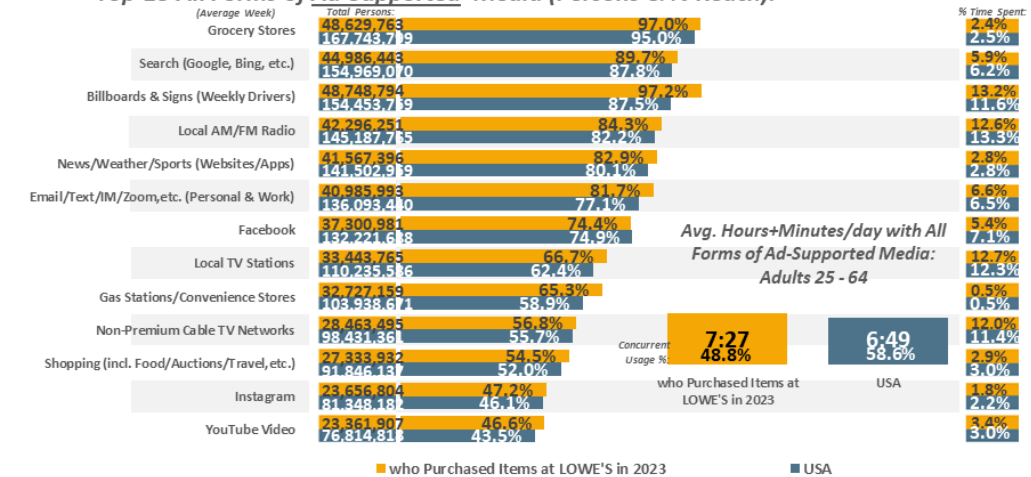
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



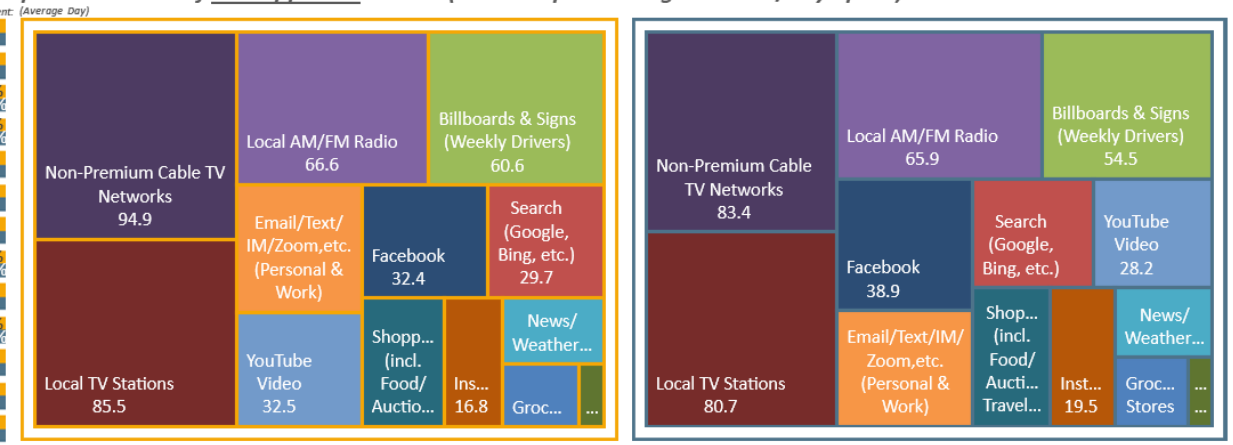
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 3,090

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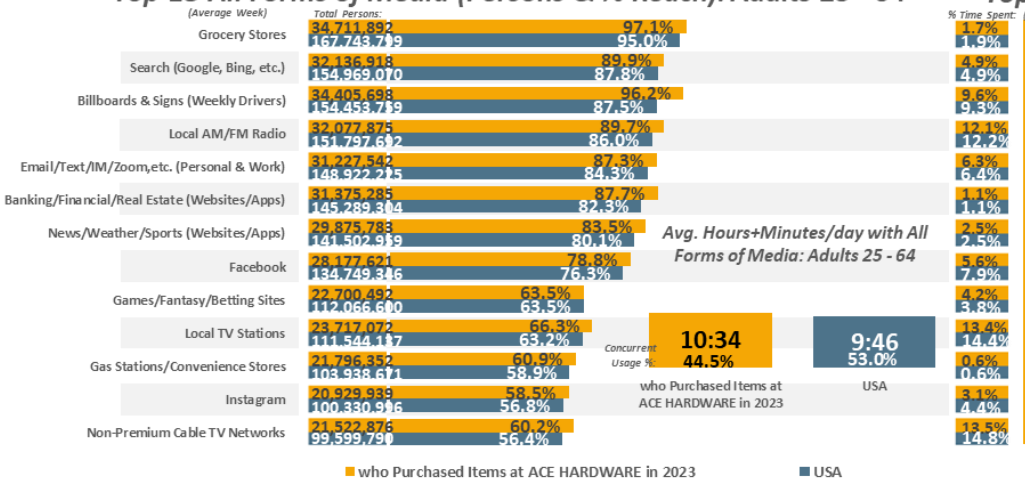
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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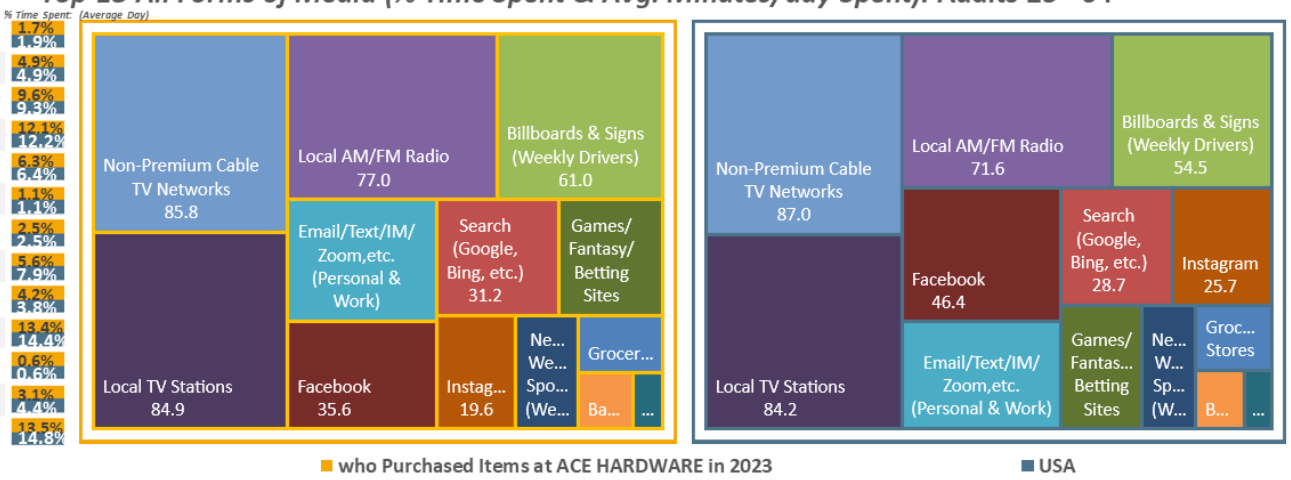
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Lowe's

Adults 25 - 64 who Purchased Items at ACE HARDWARE in 2023 spend an average of 7 hours and 11 minutes each day with All Forms of Ad-Supported Media. 84.% listen to Local AM/FM Radio for an avg. of 67.9 minutes/day. *(Local Radio delivers 13.2% of Time with Ad-Supported Media.)*

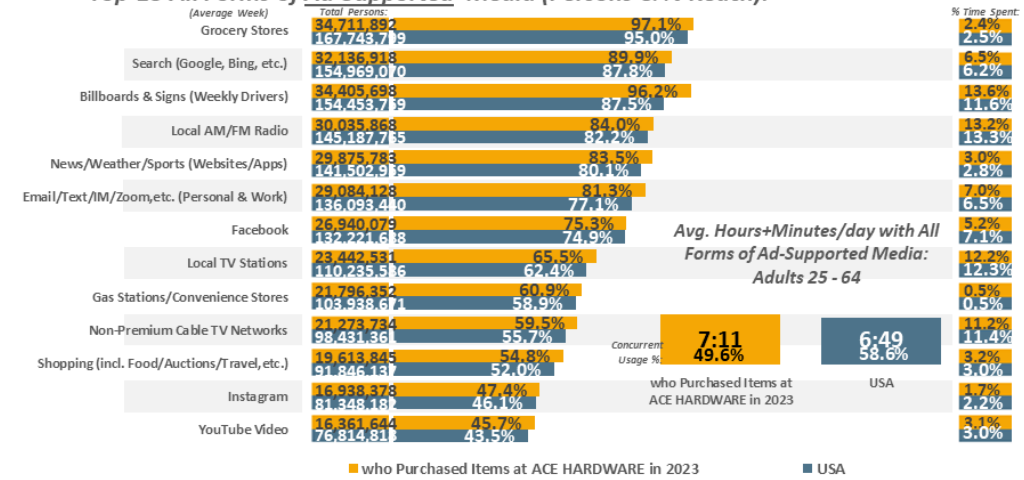
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



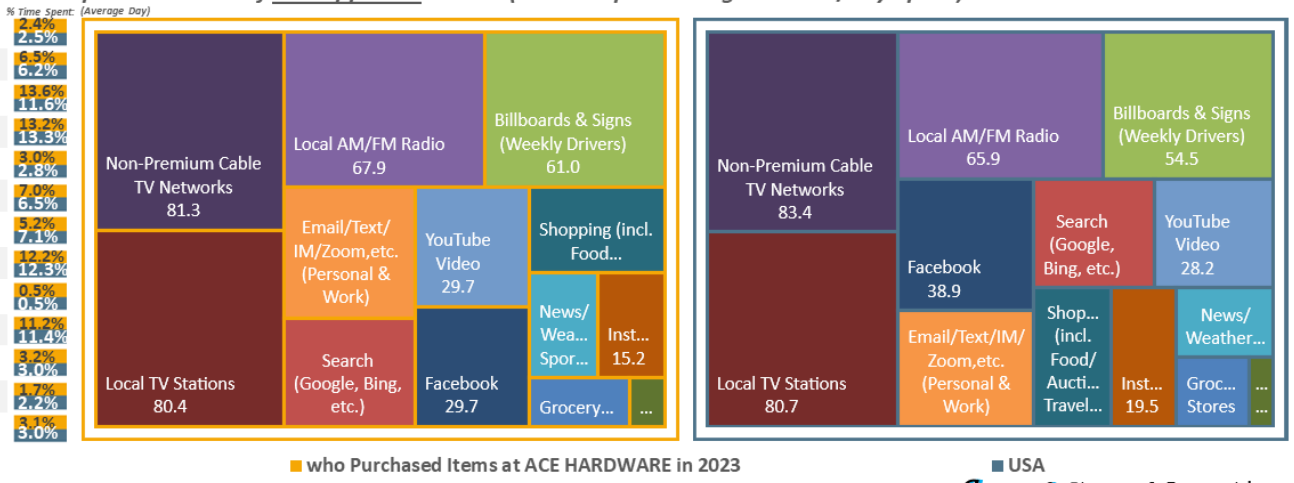
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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

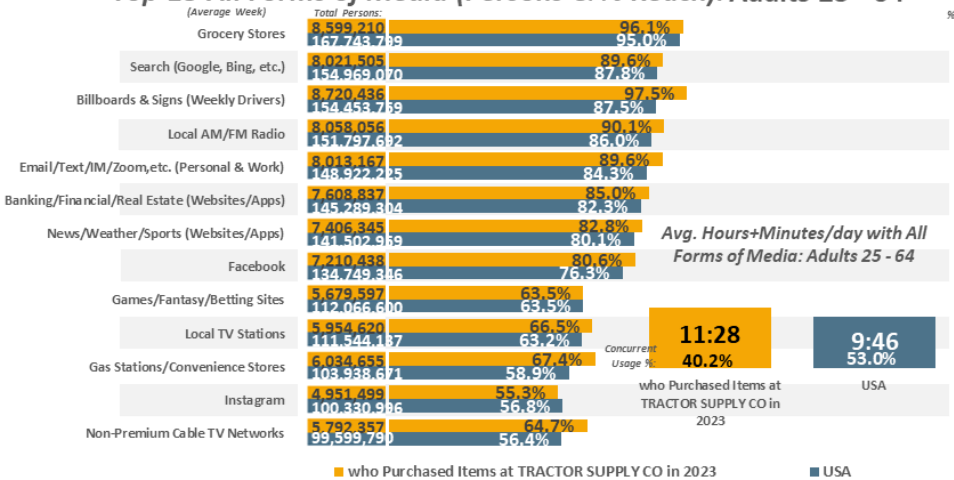


USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,131
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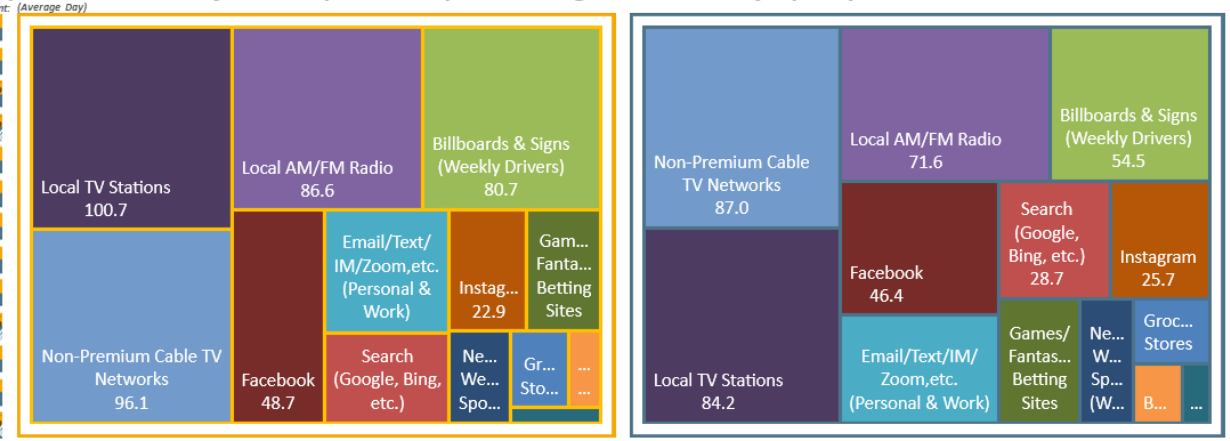
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Ace Hardware

Adults 25 - 64 who Purchased Items at TRACTOR SUPPLY CO in 2023 spend an average of 8 hours and 1 minutes each day with All Forms of Ad-Supported Media. 86.4% listen to Local AM/FM Radio for an avg. of 79. minutes/day. *(Local Radio delivers 14.2% of Time with Ad-Supported Media.)*

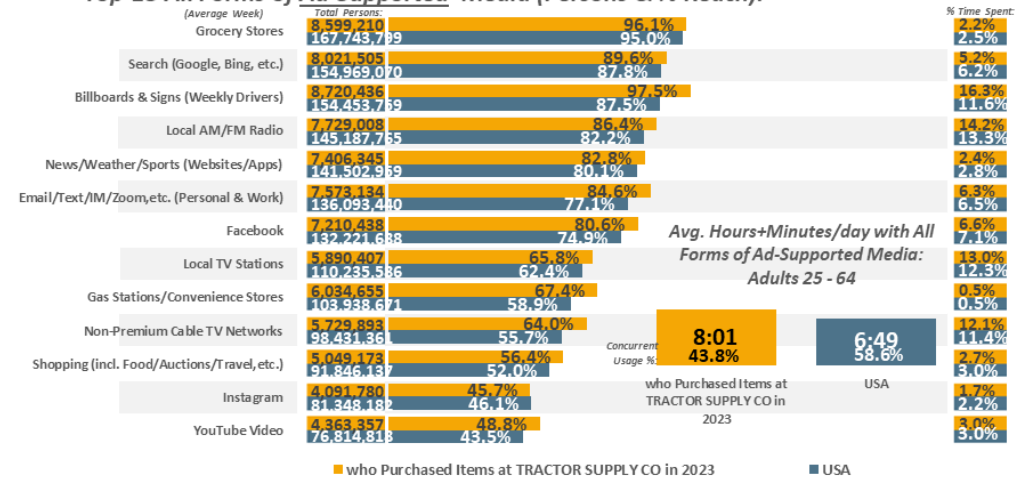
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



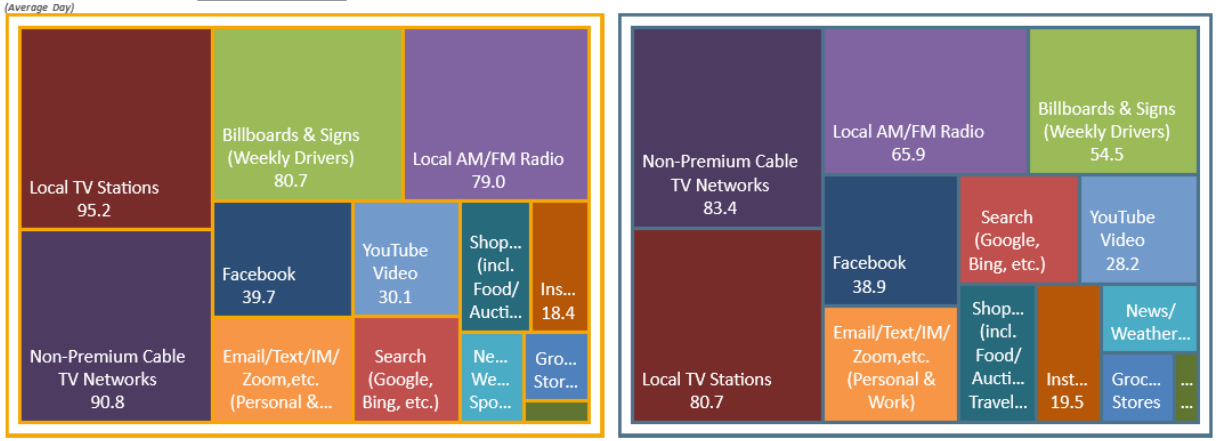
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 540

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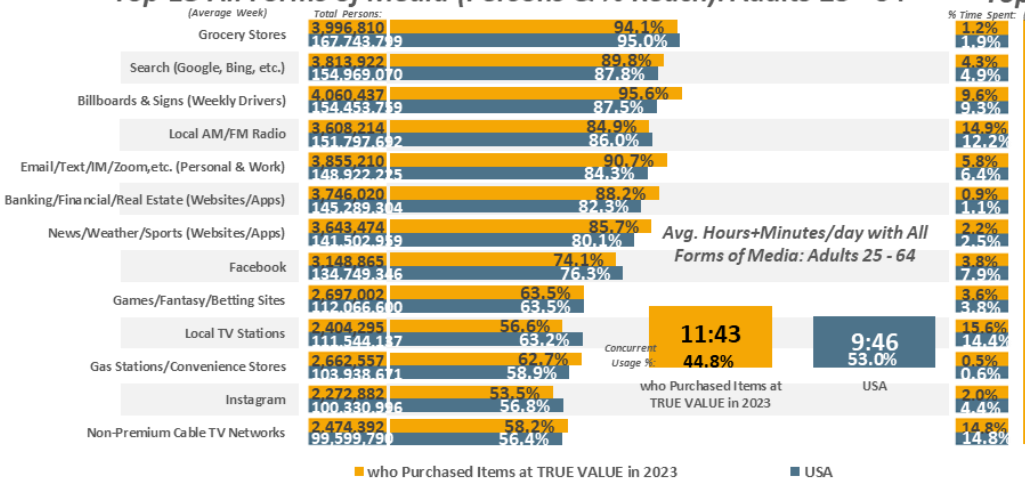
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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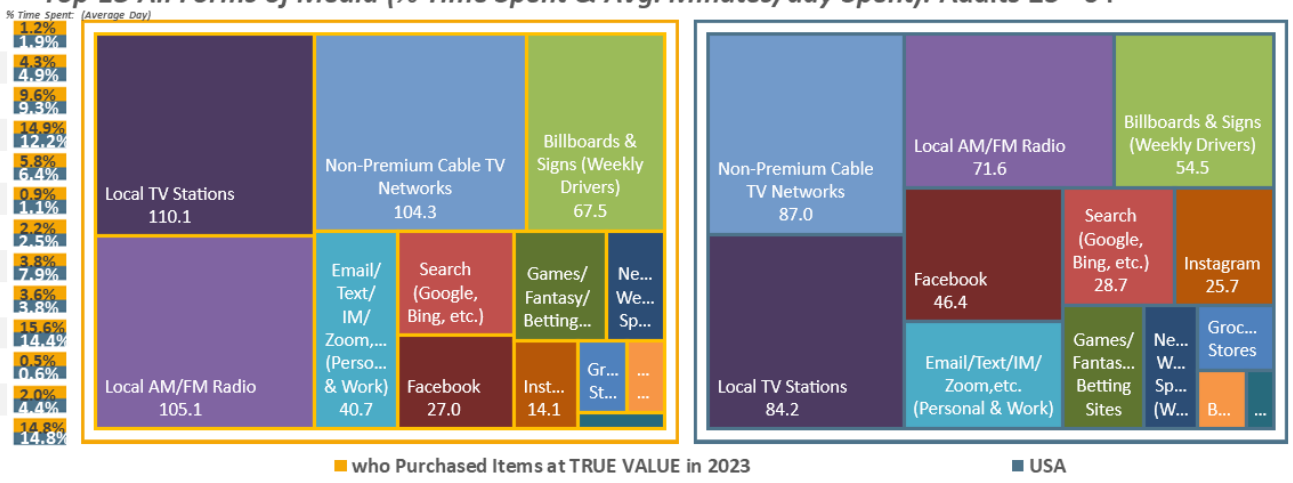
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Tractor Supply Co

Adults 25 - 64 who Purchased Items at TRUE VALUE in 2023 spend an average of 7 hours and 33 minutes each day with All Forms of Ad-Supported Media. 78.2% listen to Local AM/FM Radio for an avg. of 86. minutes/day. *(Local Radio delivers 14.8% of Time with Ad-Supported Media.)*

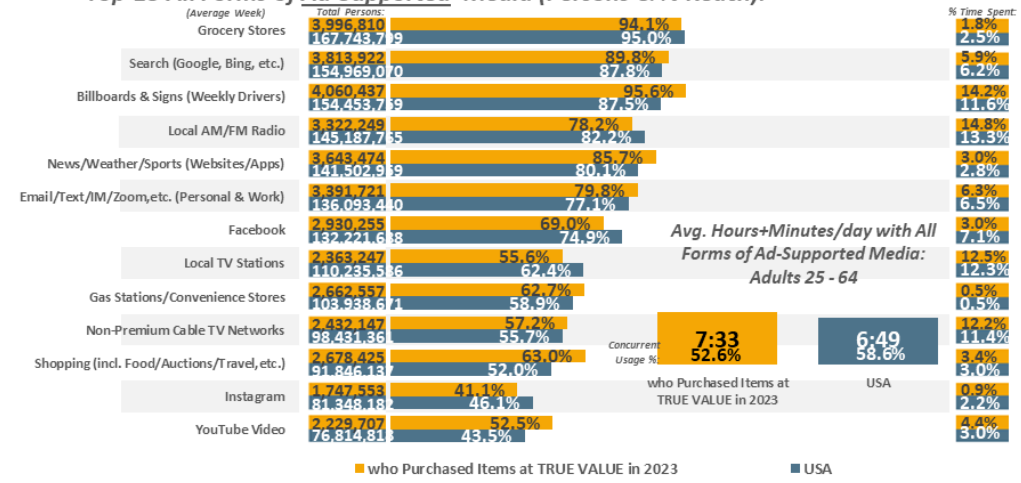
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



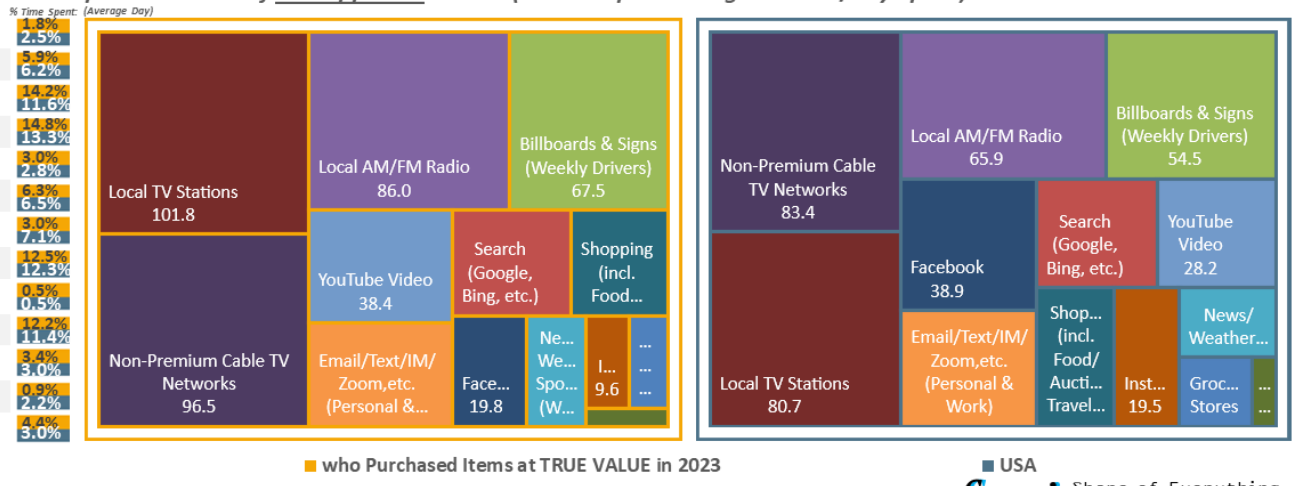
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 262

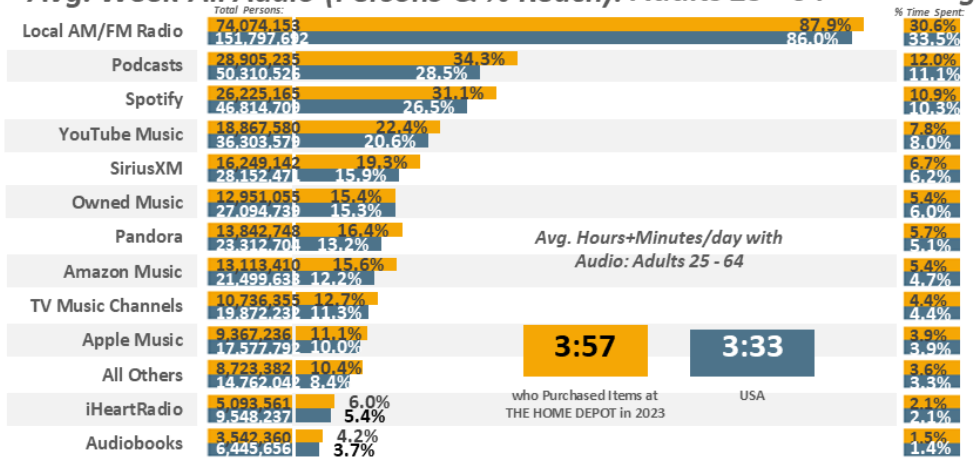
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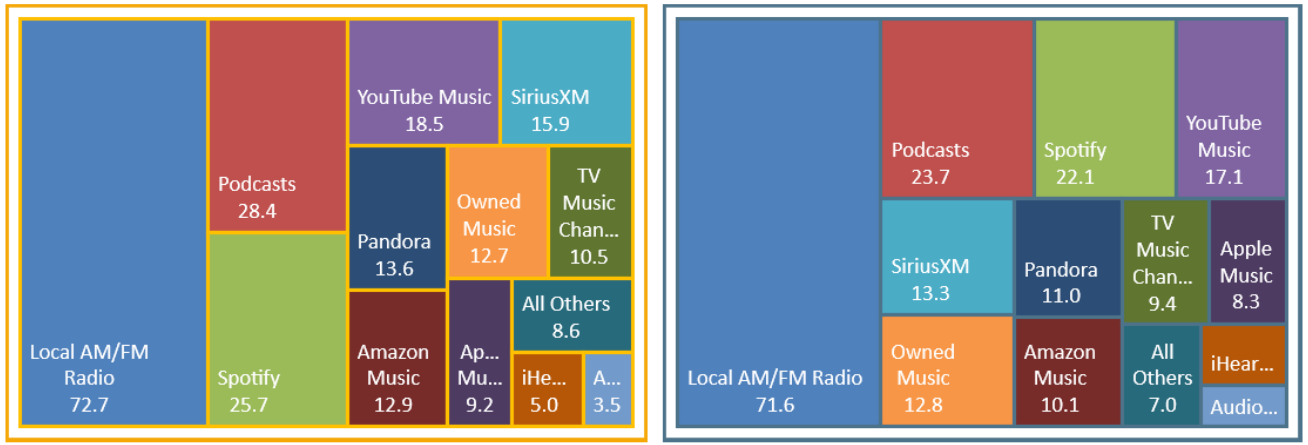
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): True Value

70,269,775 or 83.4% of Adults 25 - 64 who Purchased Items at THE HOME DEPOT in 2023 listen to Ad-Supported Local AM/FM Radio for an average of 66.4 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.

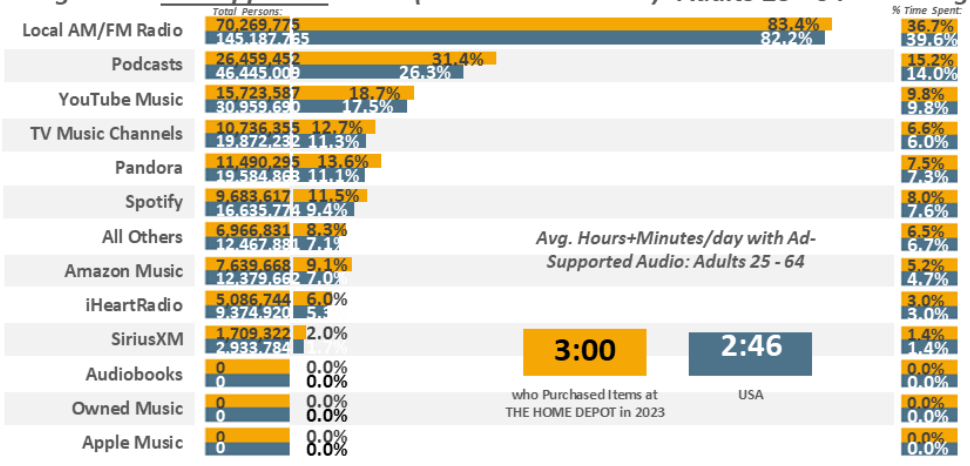
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



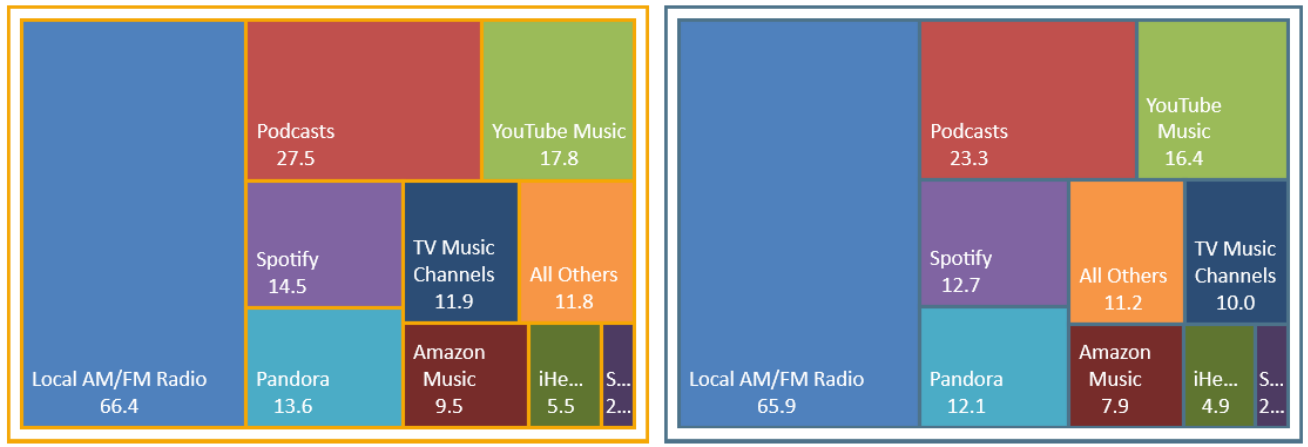
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,712

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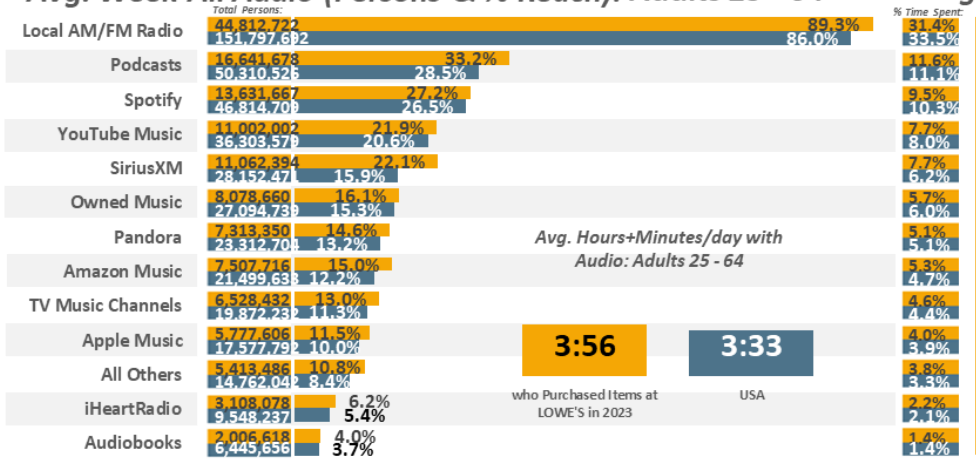
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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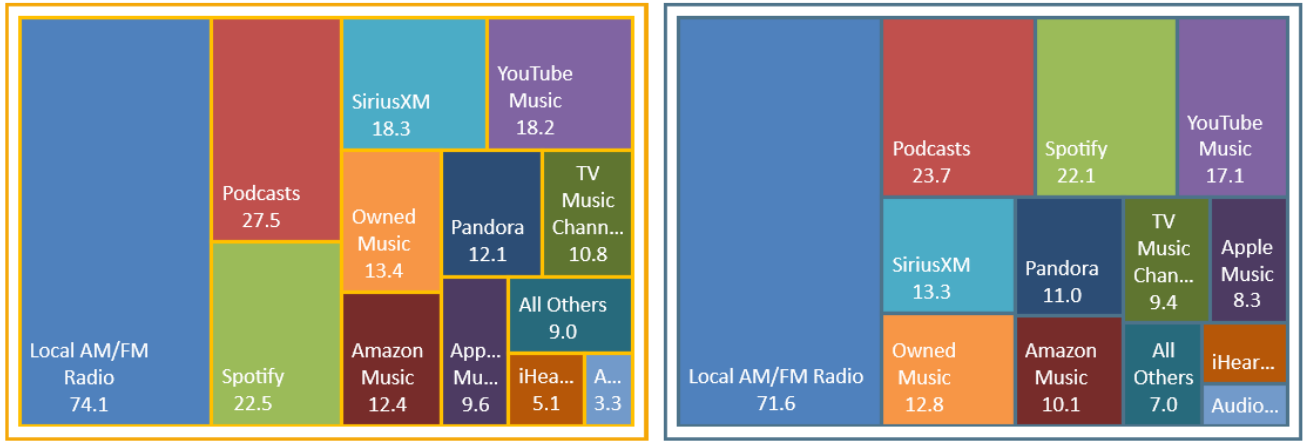
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): The Home Depot

42,296,251 or 84.3% of Adults 25 - 64 who Purchased Items at LOWE'S in 2023 listen to Ad-Supported Local AM/FM Radio for an average of 66.6 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.

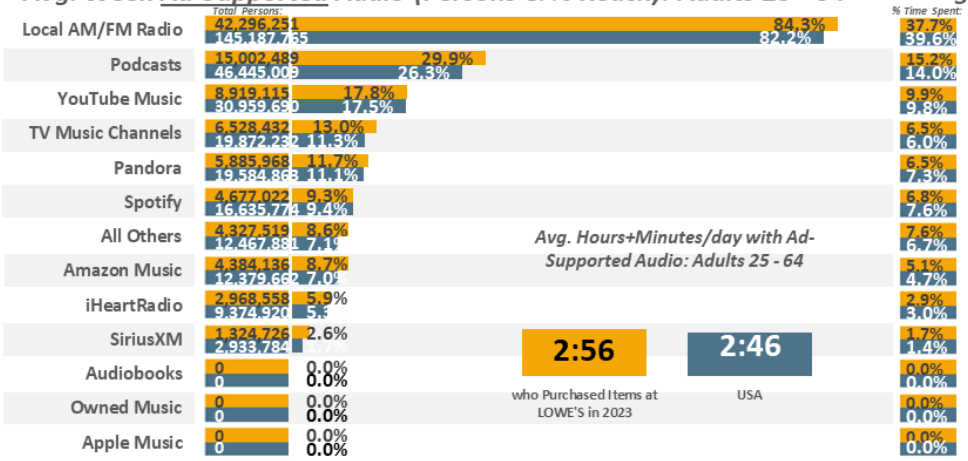
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



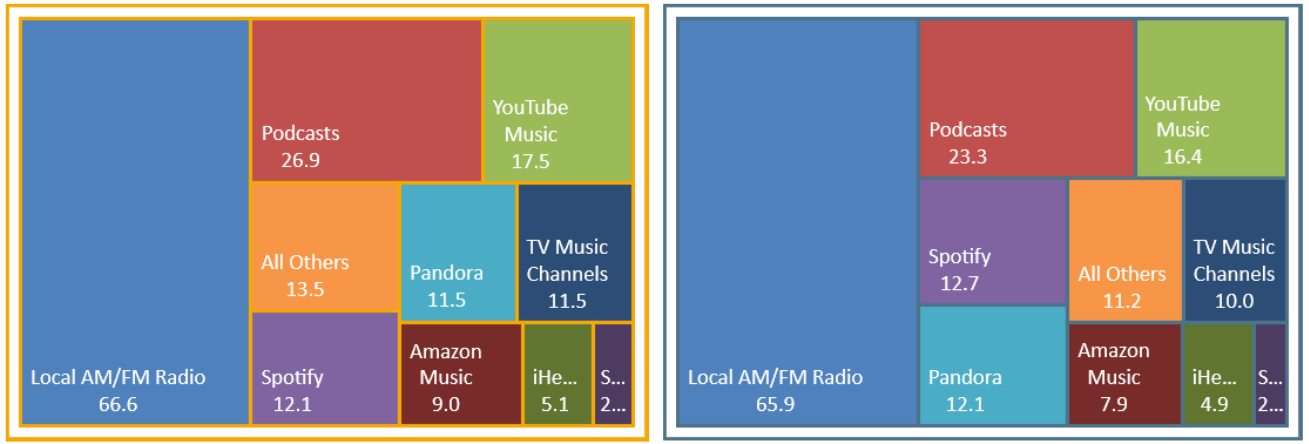
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,090

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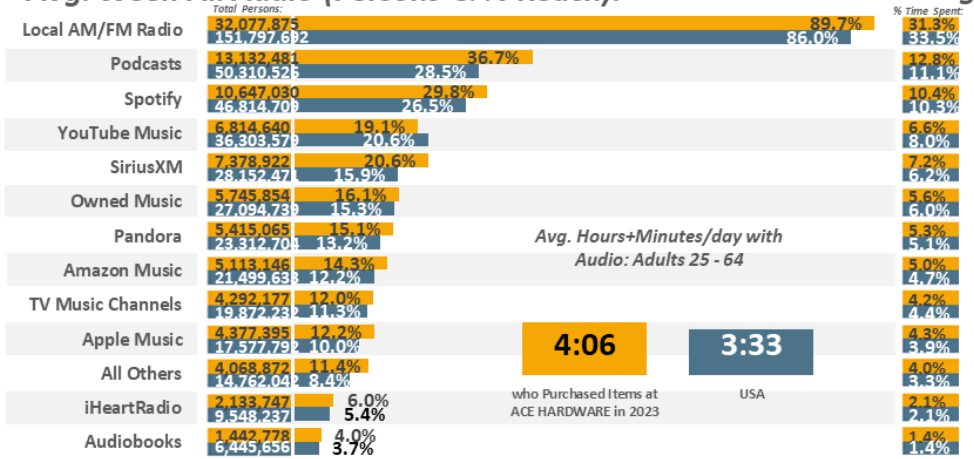
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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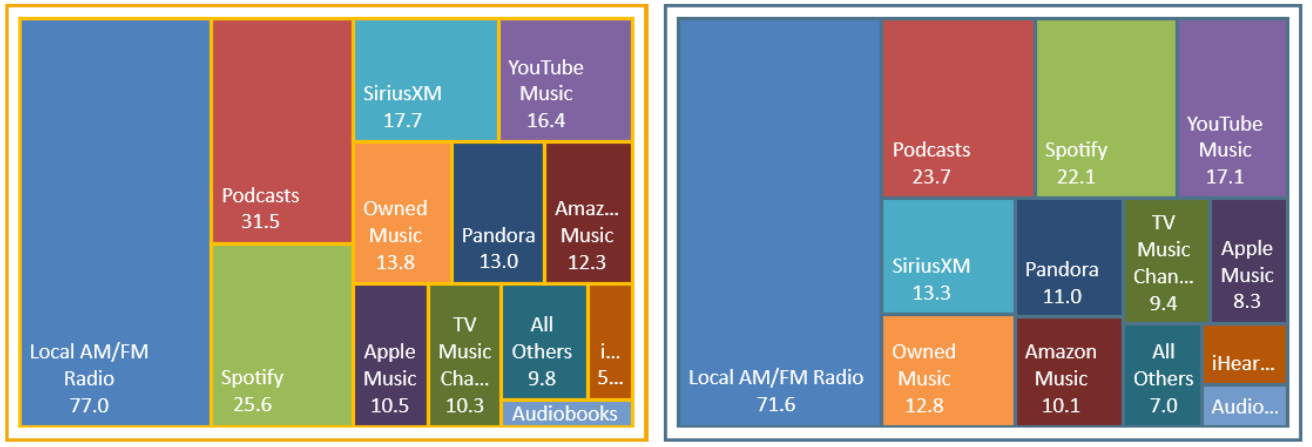
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Lowe's

30,035,868 or 84.% of Adults 25 - 64 who Purchased Items at ACE HARDWARE in 2023 listen to Ad-Supported Local AM/FM Radio for an average of 67.9 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.

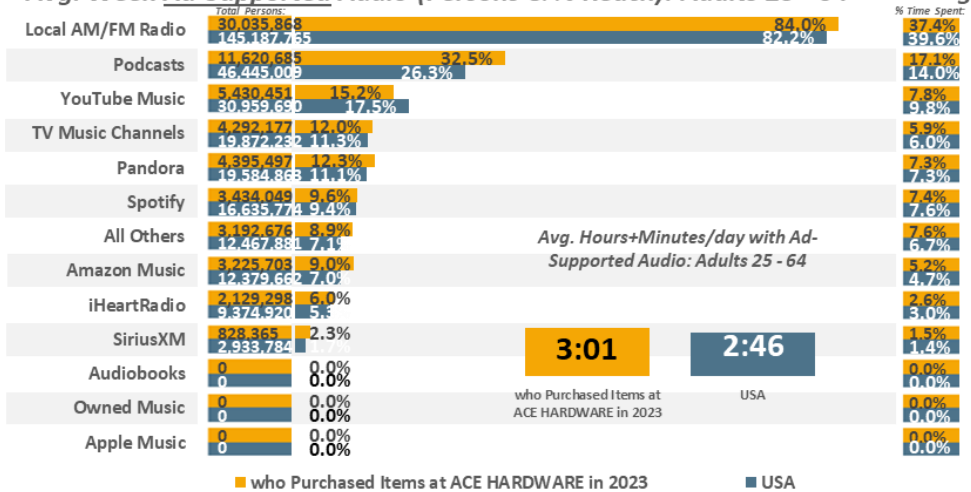
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



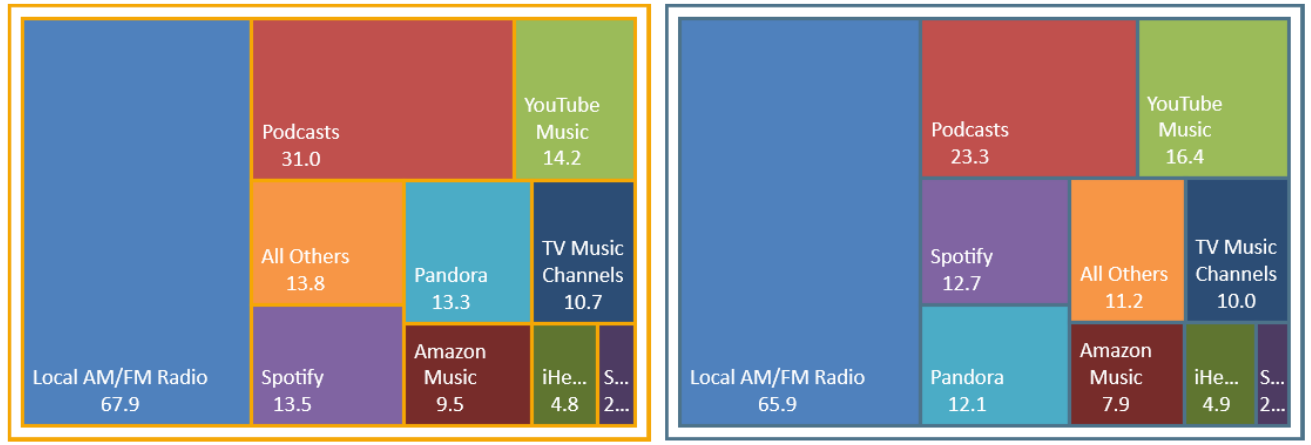
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,131

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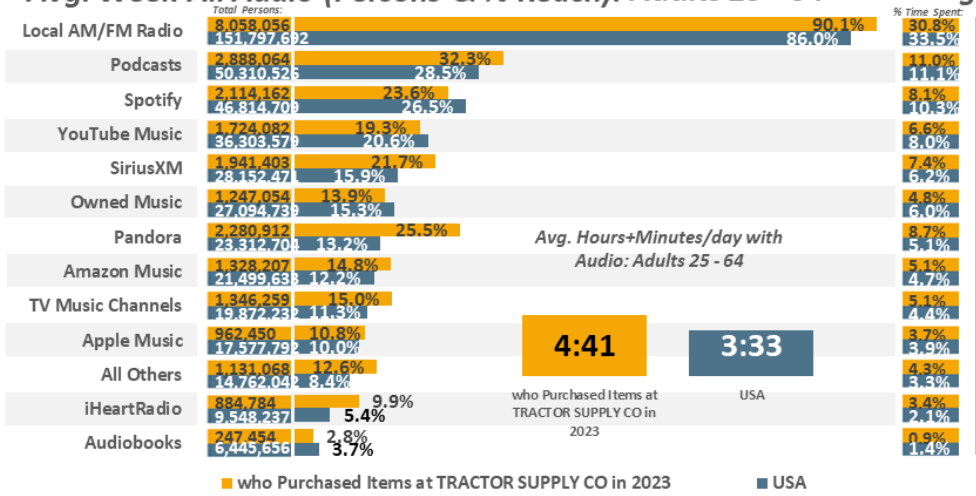
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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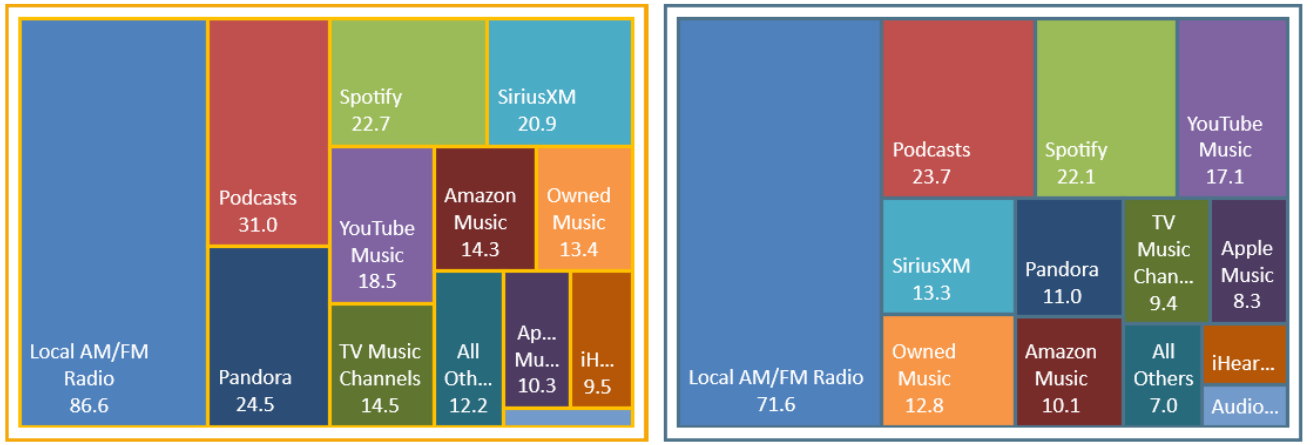
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Ace Hardware

7,729,008 or 86.4% of Adults 25 - 64 who Purchased Items at TRACTOR SUPPLY CO in 2023 listen to Ad-Supported Local AM/FM Radio for an average of 79. minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.

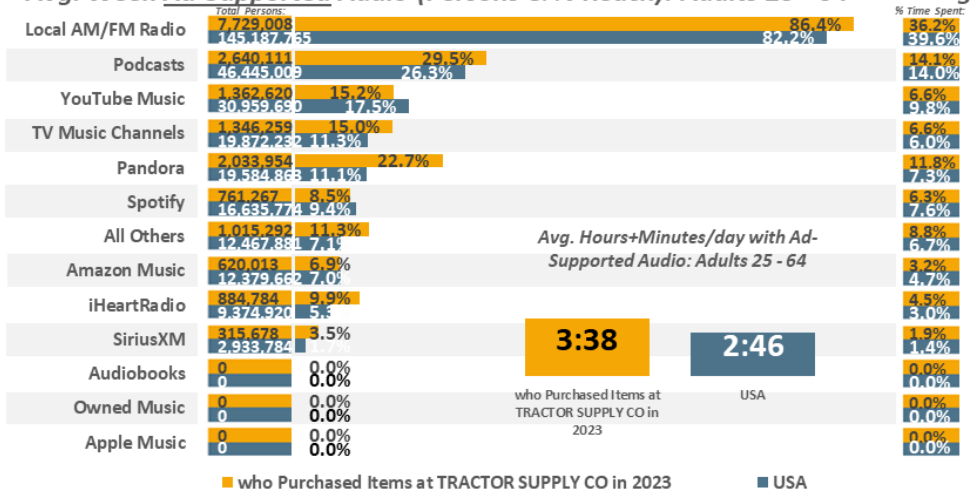
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



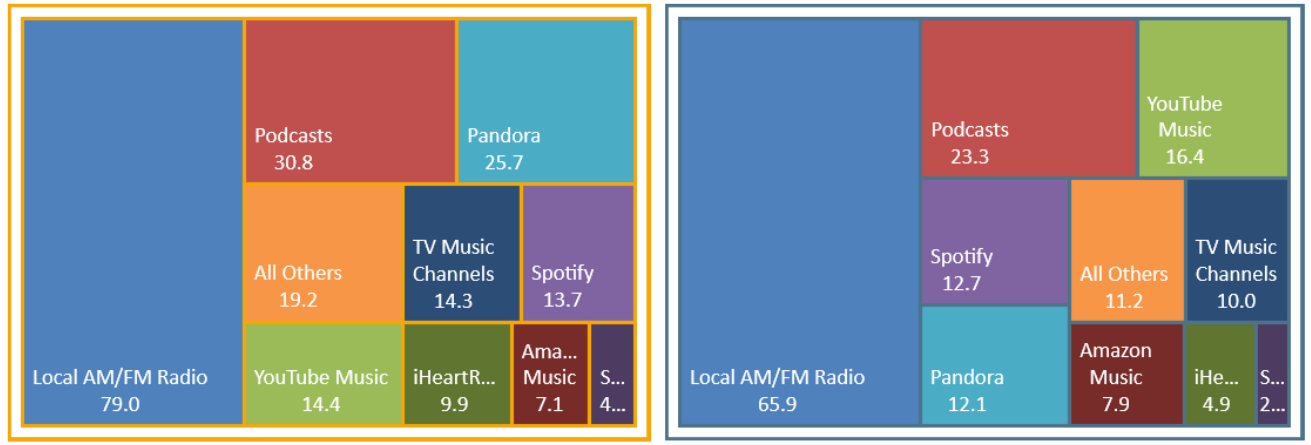
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 540

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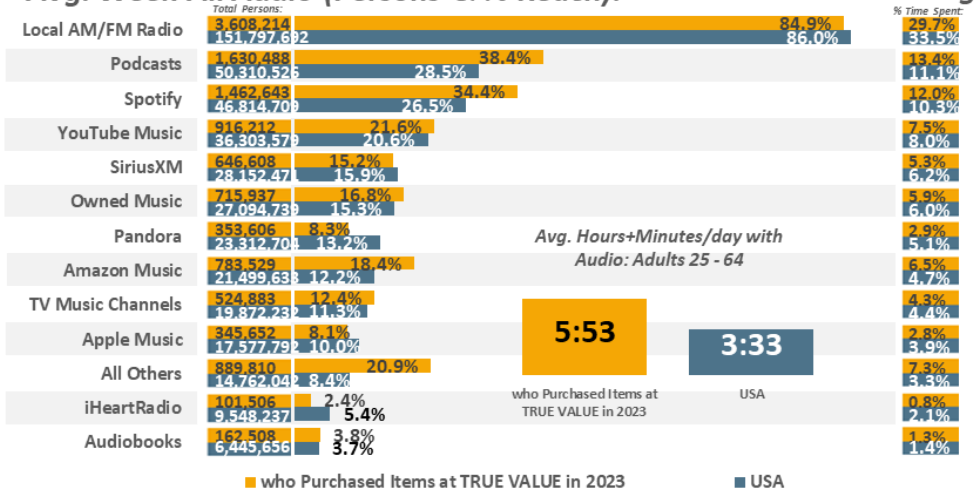
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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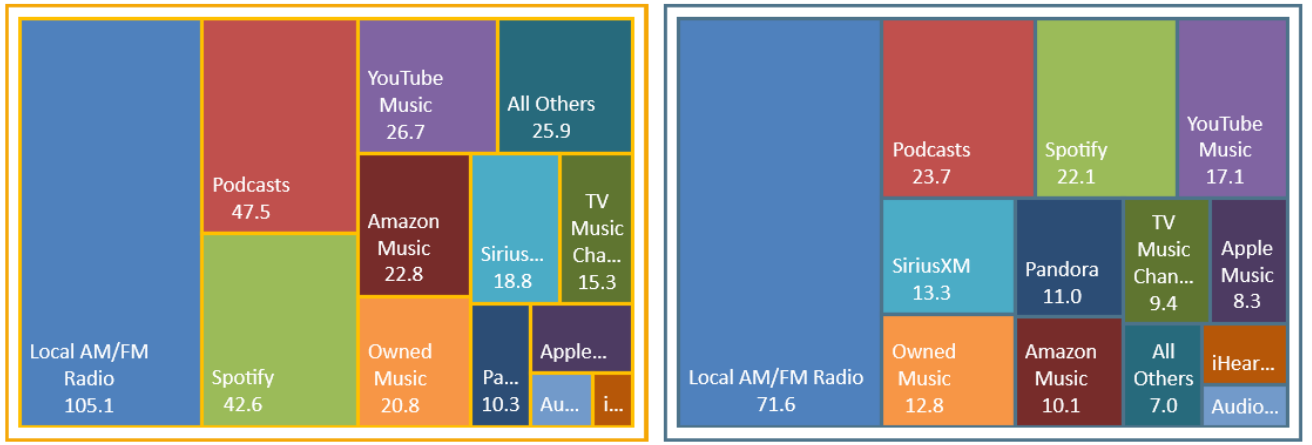
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Tractor Supply Co

3,322,249 or 78.2% of Adults 25 - 64 who Purchased Items at TRUE VALUE in 2023 listen to Ad-Supported Local AM/FM Radio for an average of 86. minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.

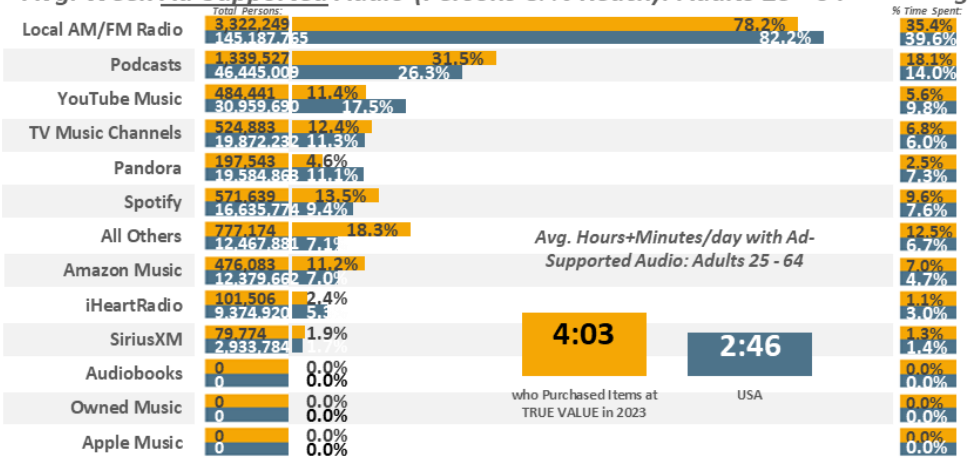
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



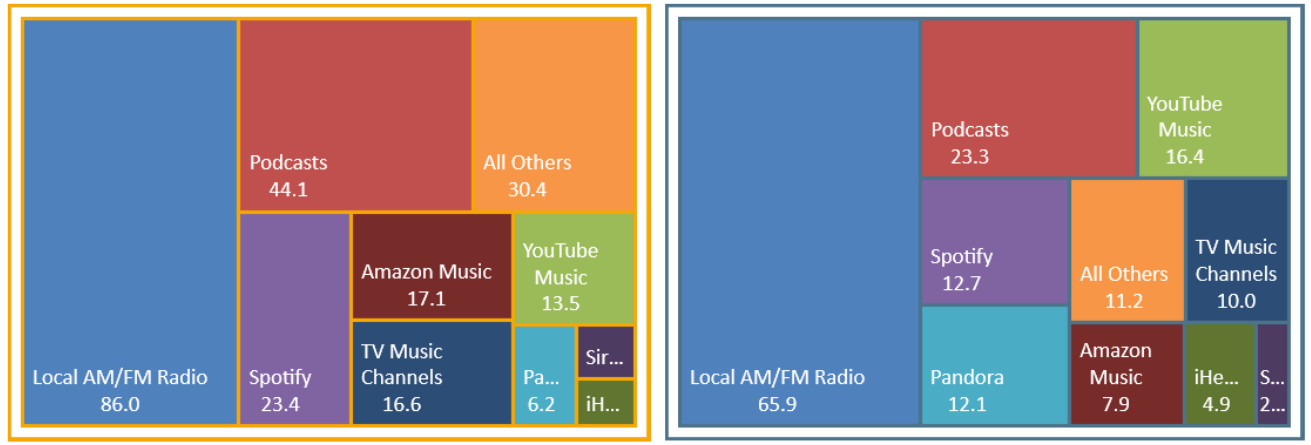
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 262

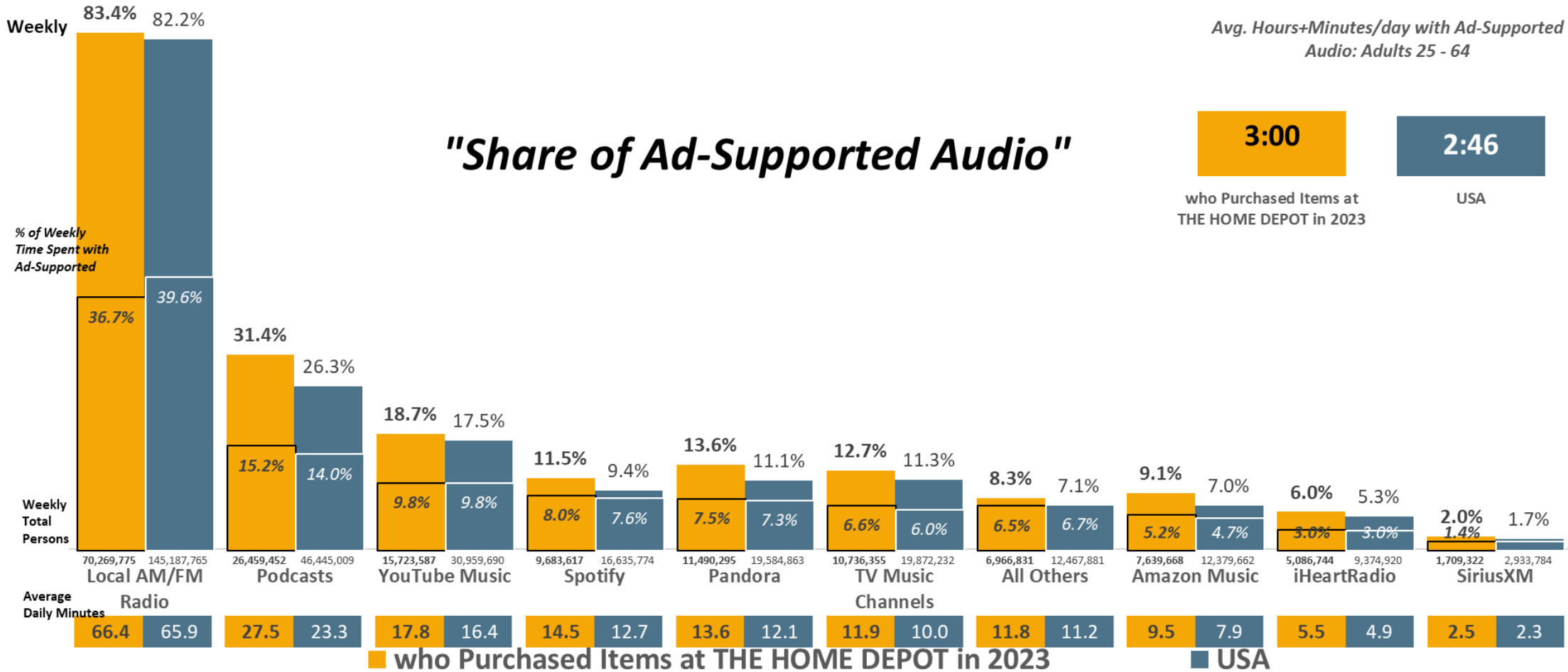
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Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): True Value

70,269,775 or 83.4% of Adults 25 - 64 who Purchased Items at THE HOME DEPOT in 2023 listen to Ad-Supported Local AM/FM Radio for an average of 66.4 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.



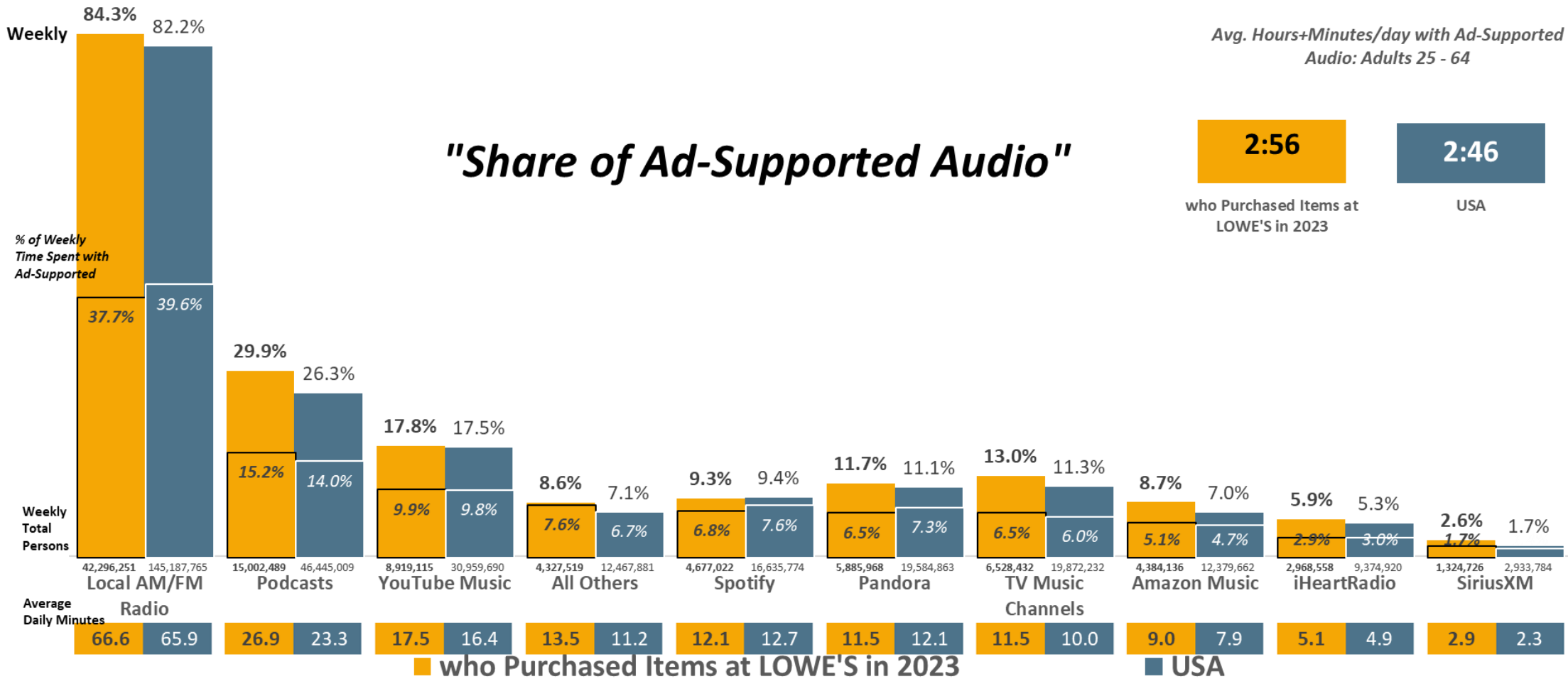
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,712

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Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): The Home Depot

42,296,251 or 84.3% of Adults 25 - 64 who Purchased Items at LOWE'S in 2023 listen to Ad-Supported Local AM/FM Radio for an average of 66.6 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.



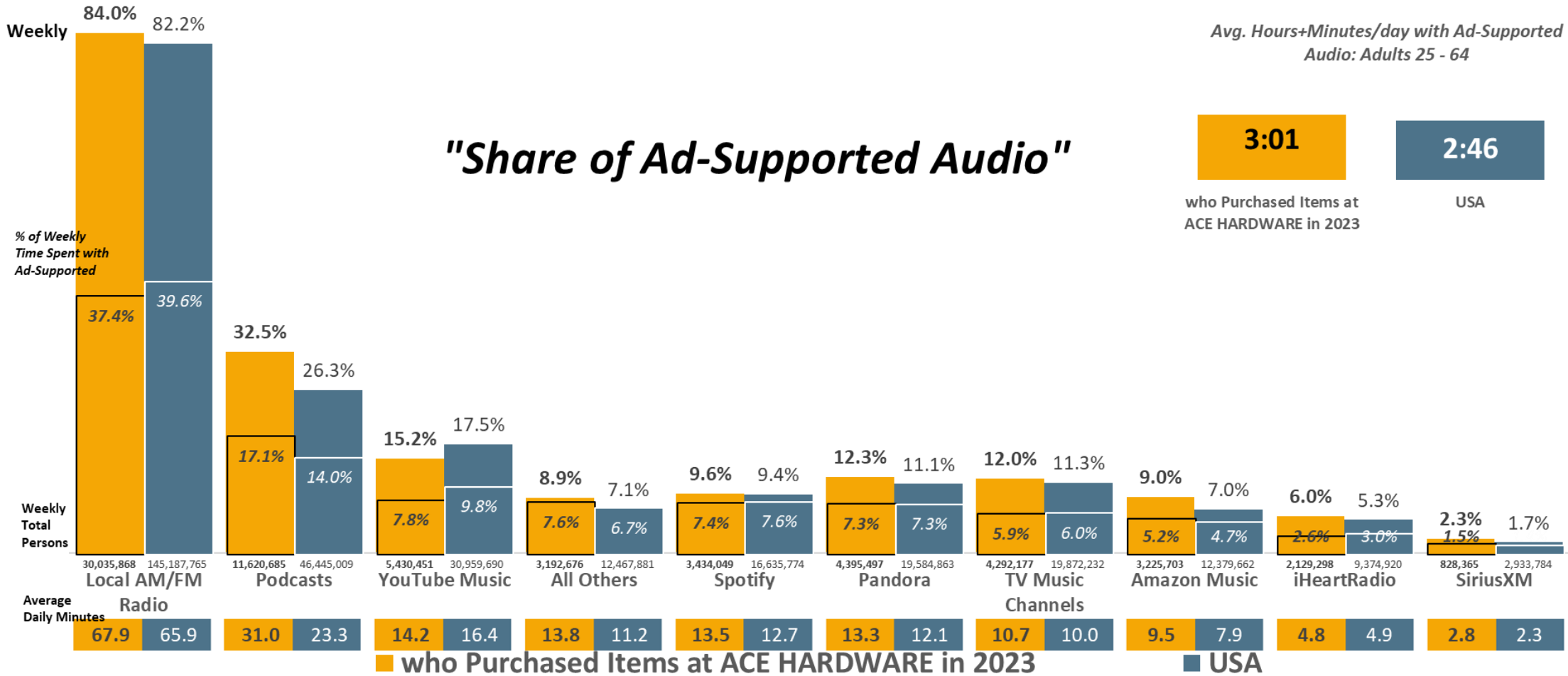
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Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Lowe's

30,035,868 or 84.% of Adults 25 - 64 who Purchased Items at ACE HARDWARE in 2023 listen to Ad-Supported Local AM/FM Radio for an average of 67.9 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.



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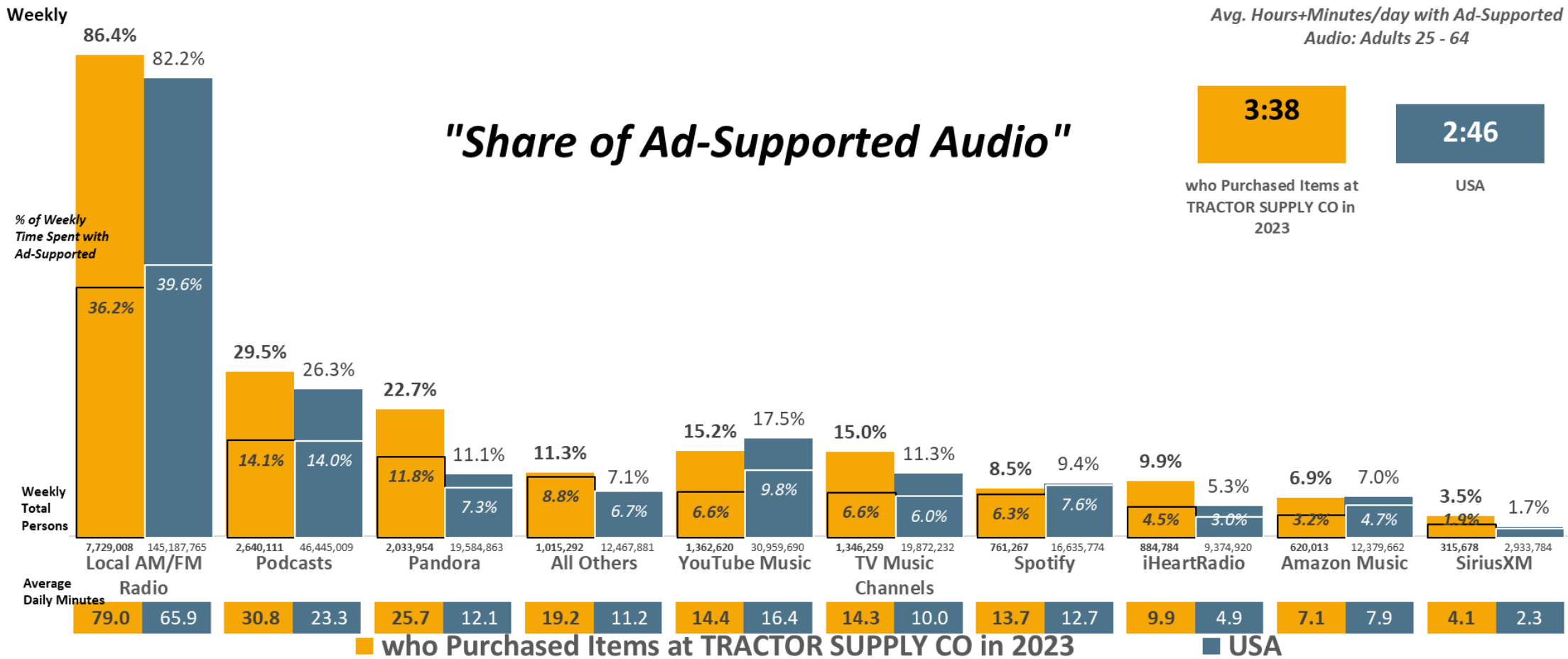
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Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Ace Hardware

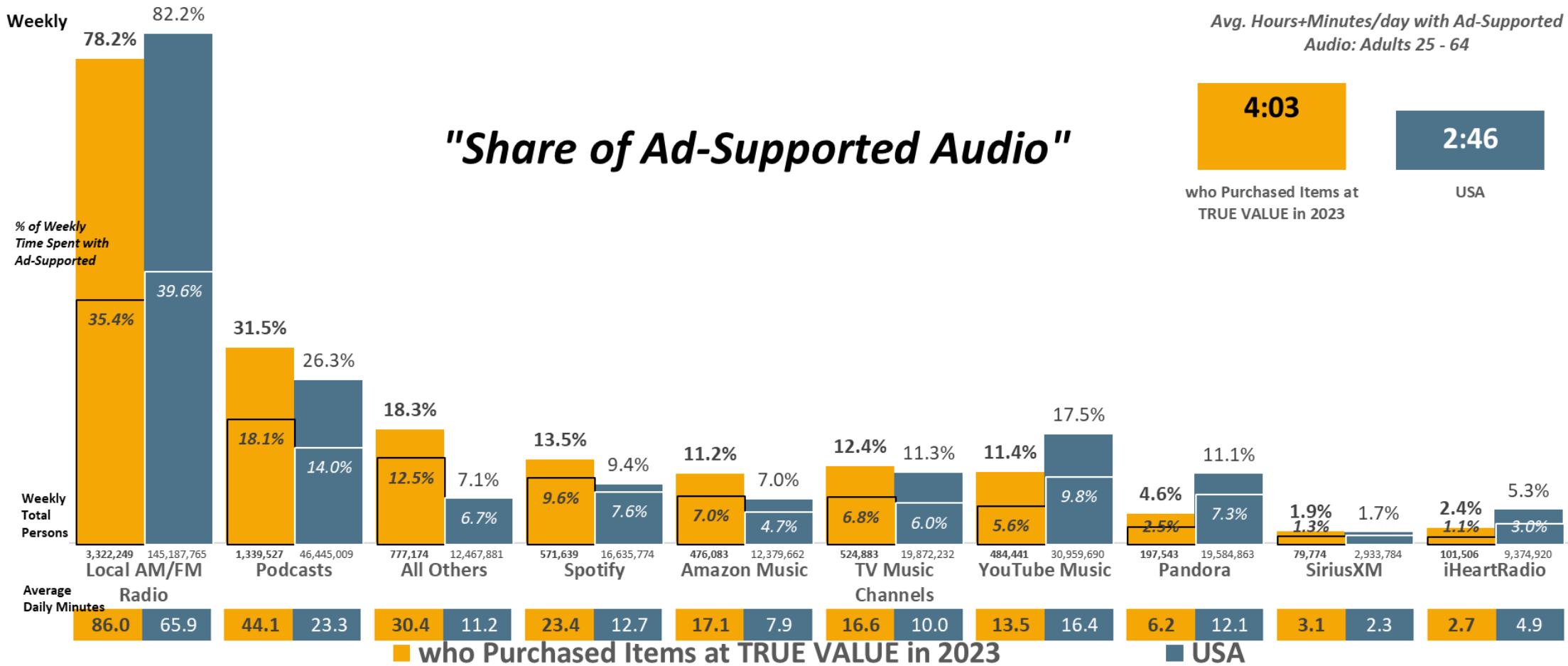
7,729,008 or 86.4% of Adults 25 - 64 who Purchased Items at TRACTOR SUPPLY CO in 2023 listen to Ad-Supported Local AM/FM Radio for an average of 79. minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 540
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Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Tractor Supply Co

3,322,249 or 78.2% of Adults 25 - 64 who Purchased Items at TRUE VALUE in 2023 listen to Ad-Supported Local AM/FM Radio for an average of 86. minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 262

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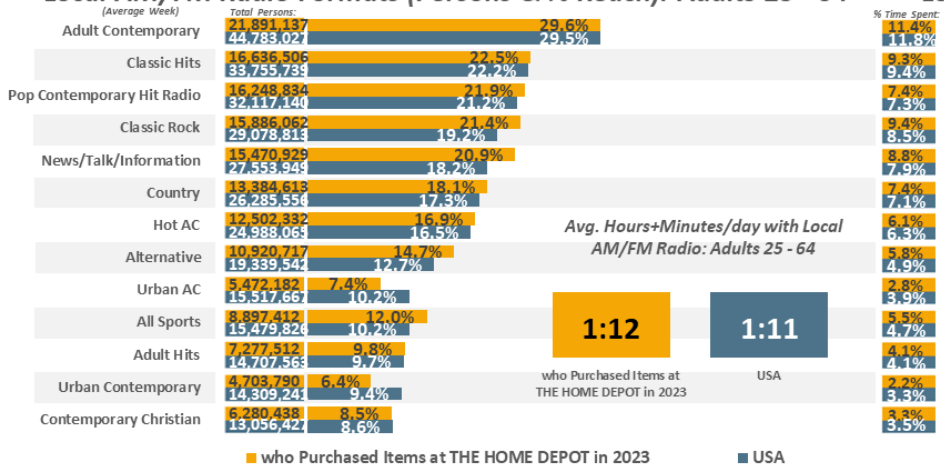
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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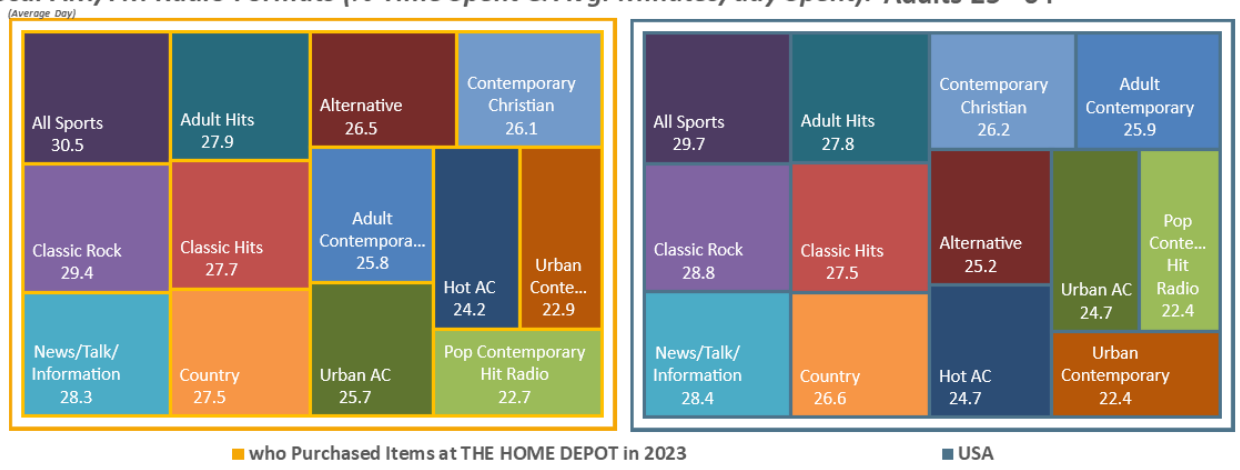
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): True Value

70,269,775 or 83.4% of Adults 25 - 64 who Purchased Items at THE HOME DEPOT in 2023 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Country.

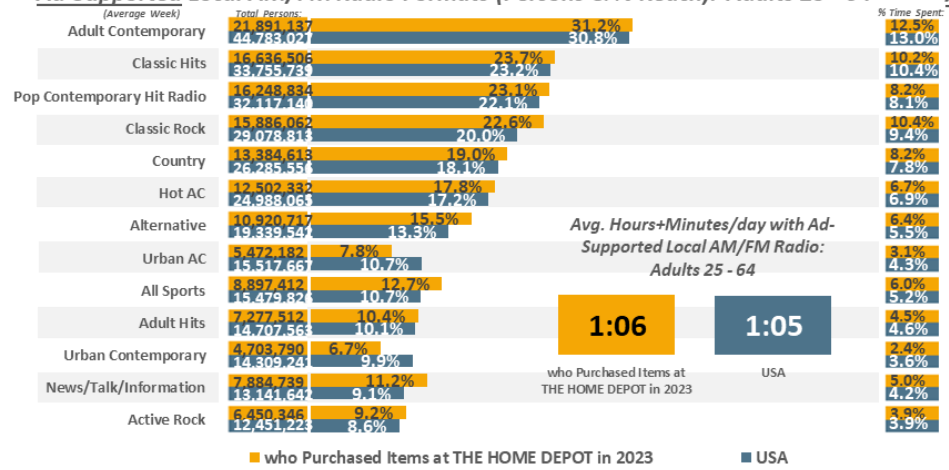
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



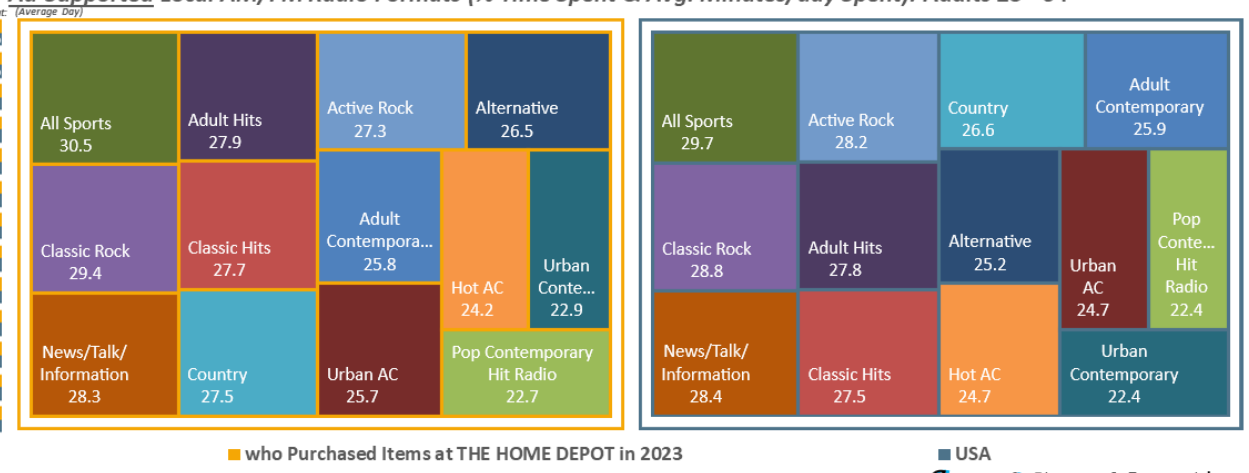
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,712

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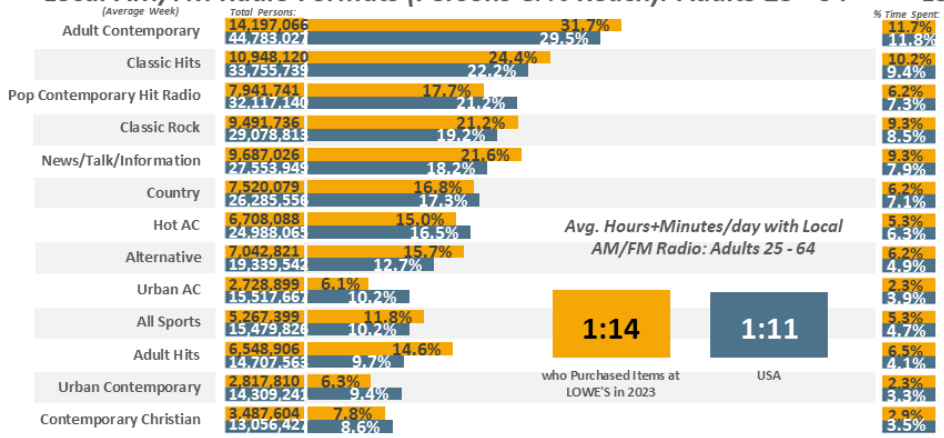
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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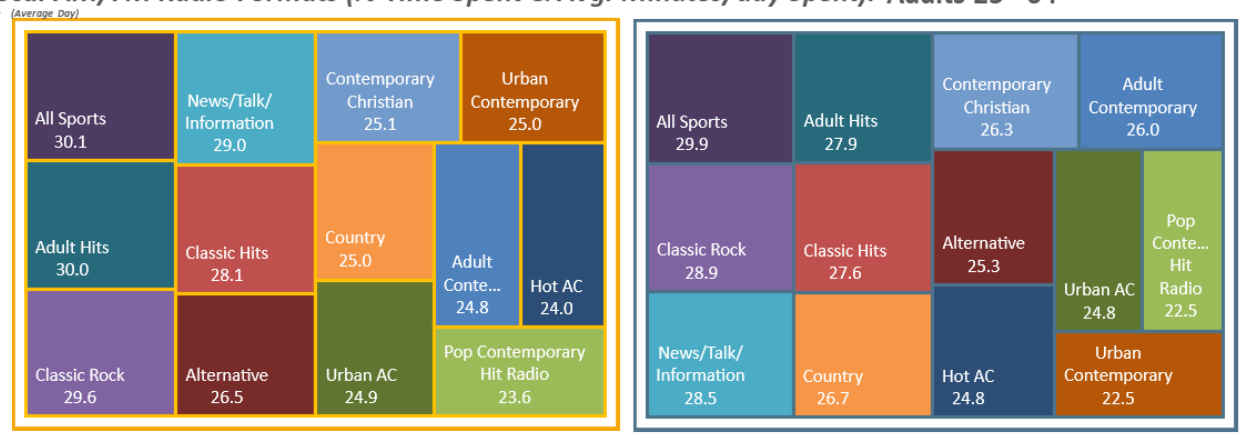
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): The Home Depot

42,296,251 or 84.3% of Adults 25 - 64 who Purchased Items at LOWE'S in 2023 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Pop Contemporary Hit Radio, and Country.

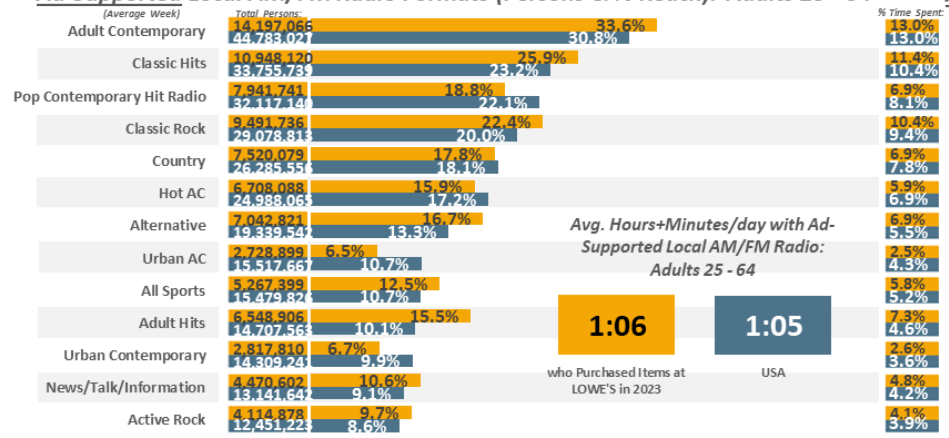
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



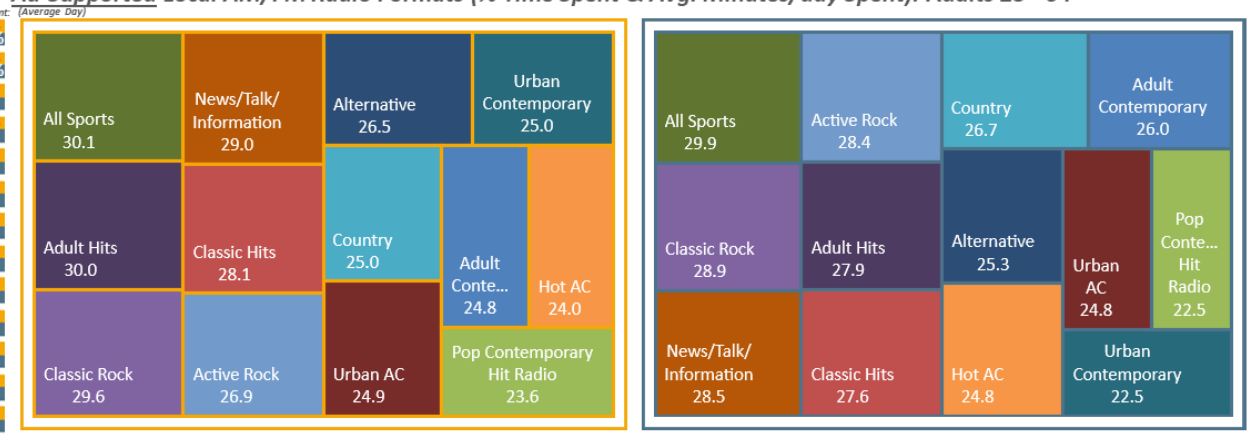
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,090

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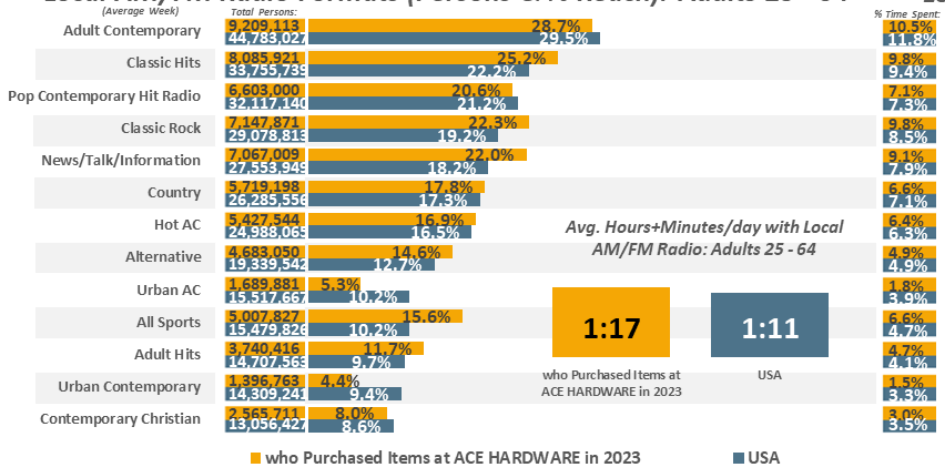
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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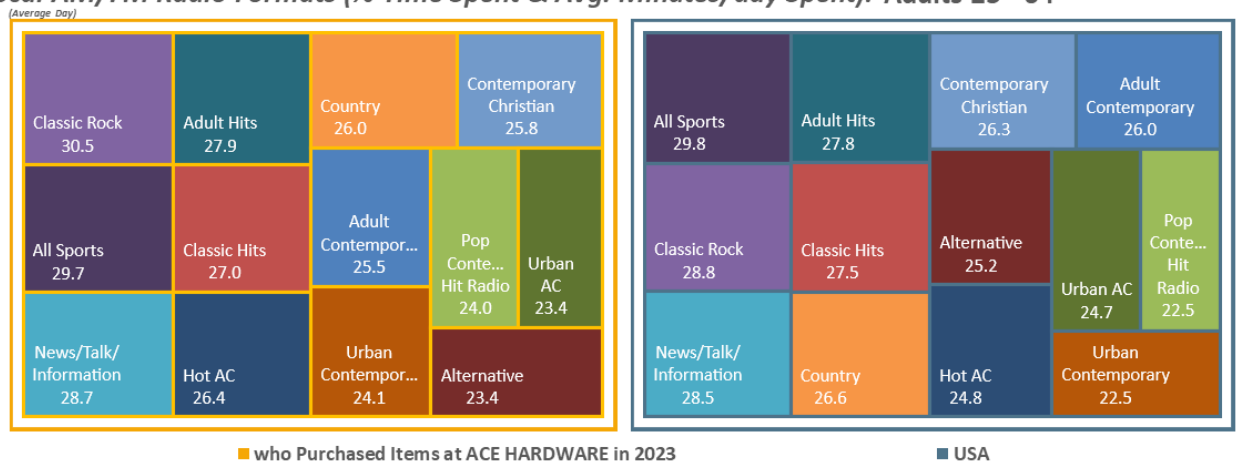
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Lowe's

30,035,868 or 84.% of Adults 25 - 64 who Purchased Items at ACE HARDWARE in 2023 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Pop Contemporary Hit Radio, and Country.

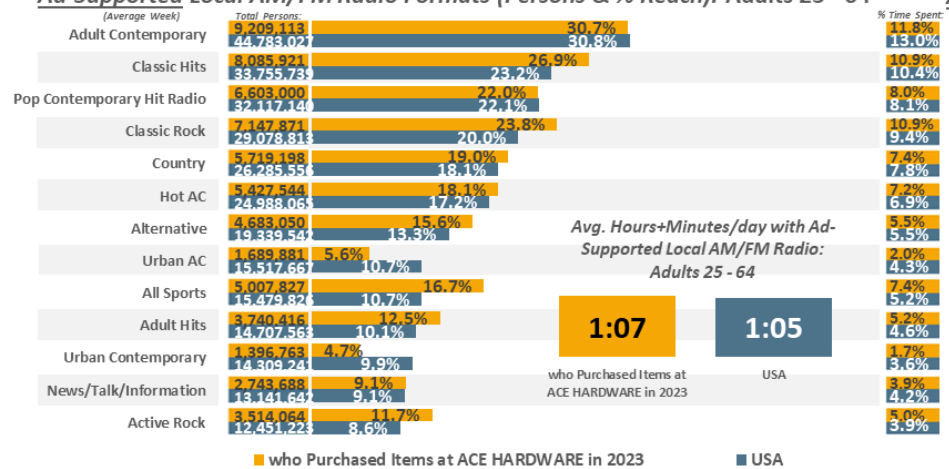
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



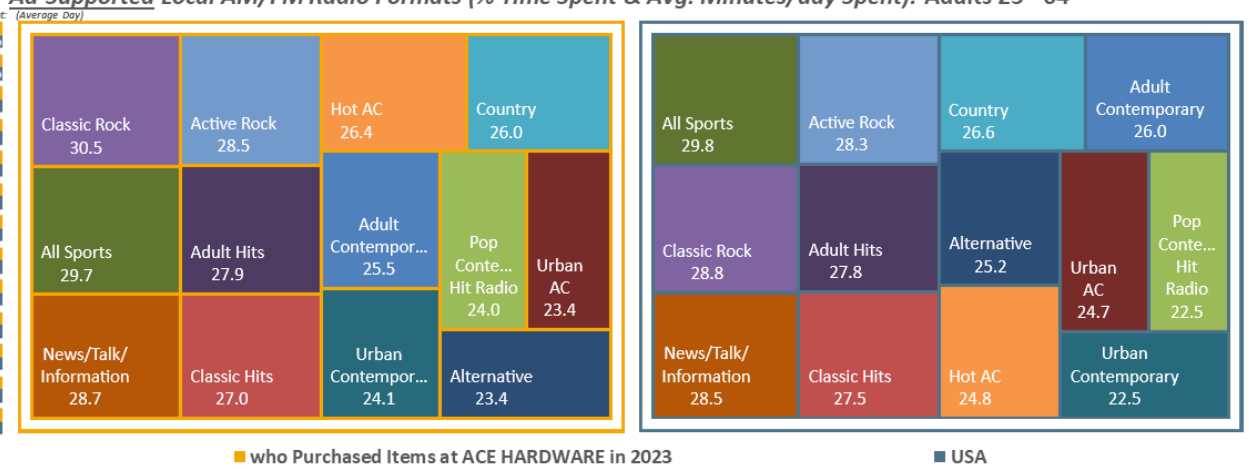
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,131

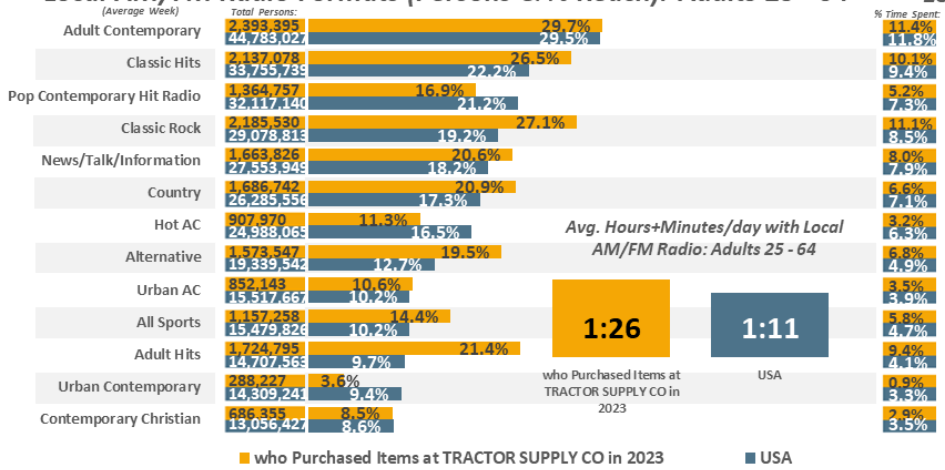
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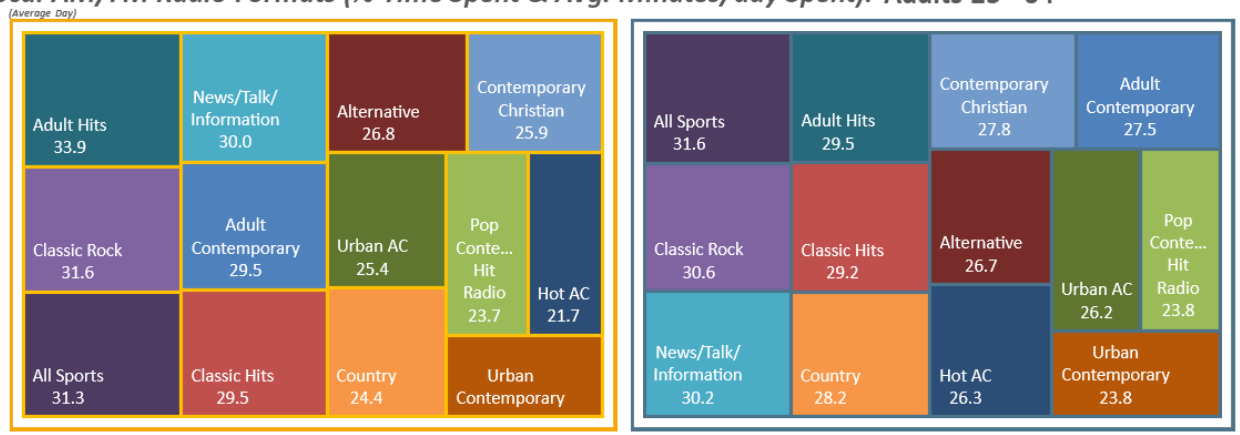
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Ace Hardware

7,729,008 or 86.4% of Adults 25 - 64 who Purchased Items at TRACTOR SUPPLY CO in 2023 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Adult Hits, and Country.

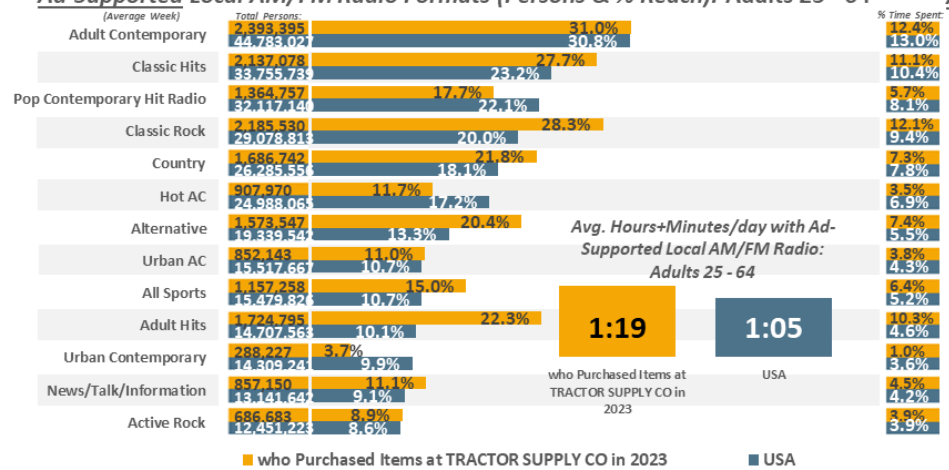
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



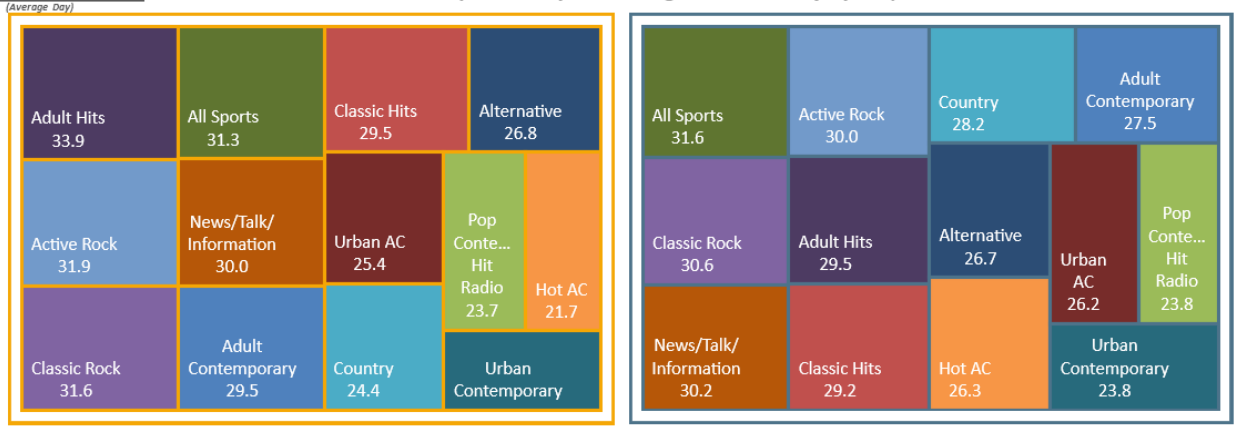
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 540

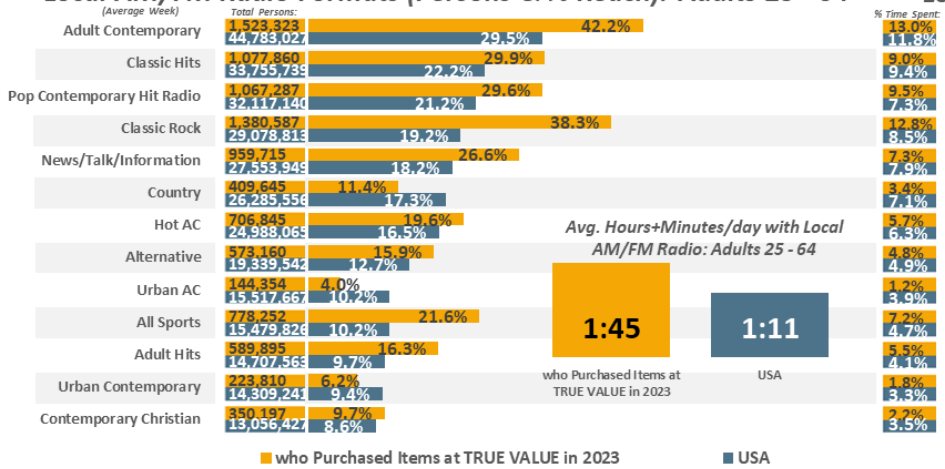
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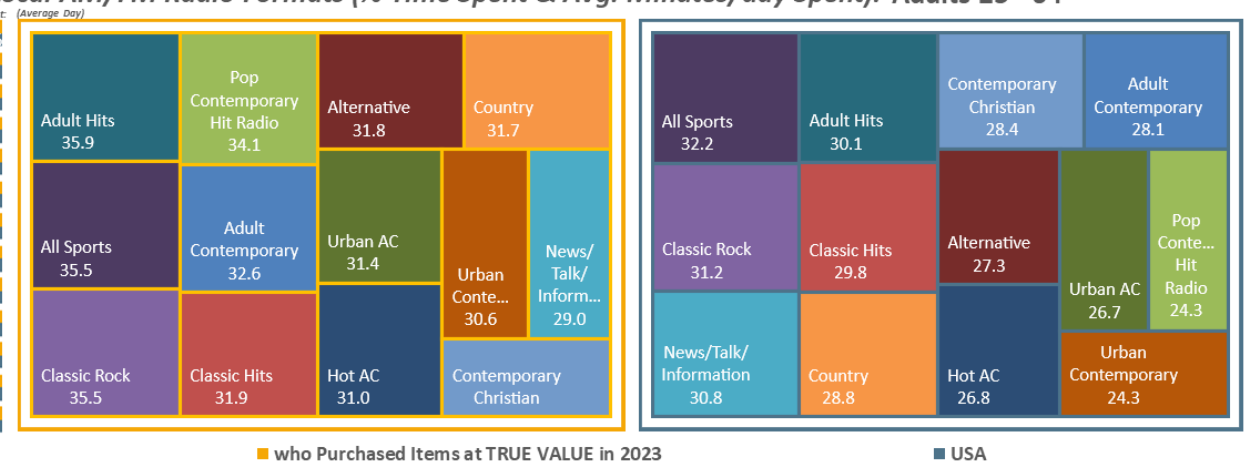
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Tractor Supply Co

3,322,249 or 78.2% of Adults 25 - 64 who Purchased Items at TRUE VALUE in 2023 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Pop Contemporary Hit Radio, and All Sports.

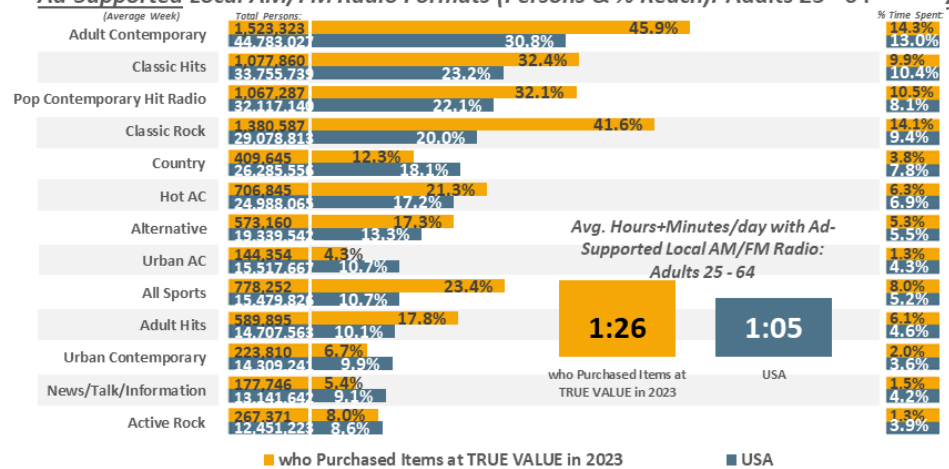
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



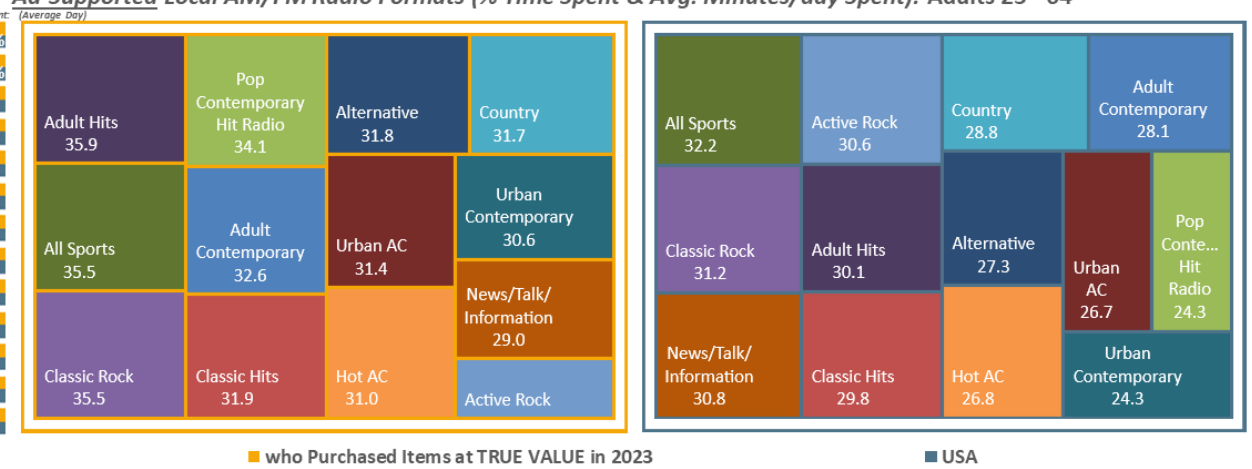
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 262

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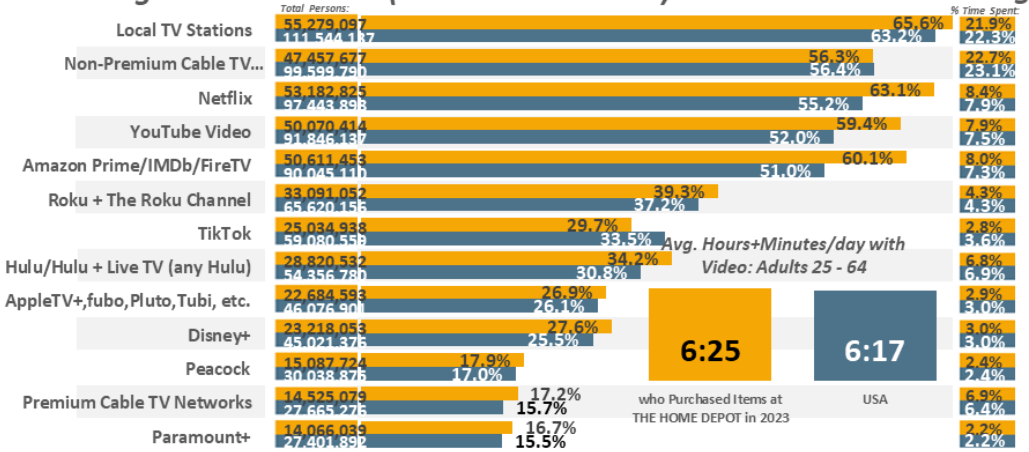
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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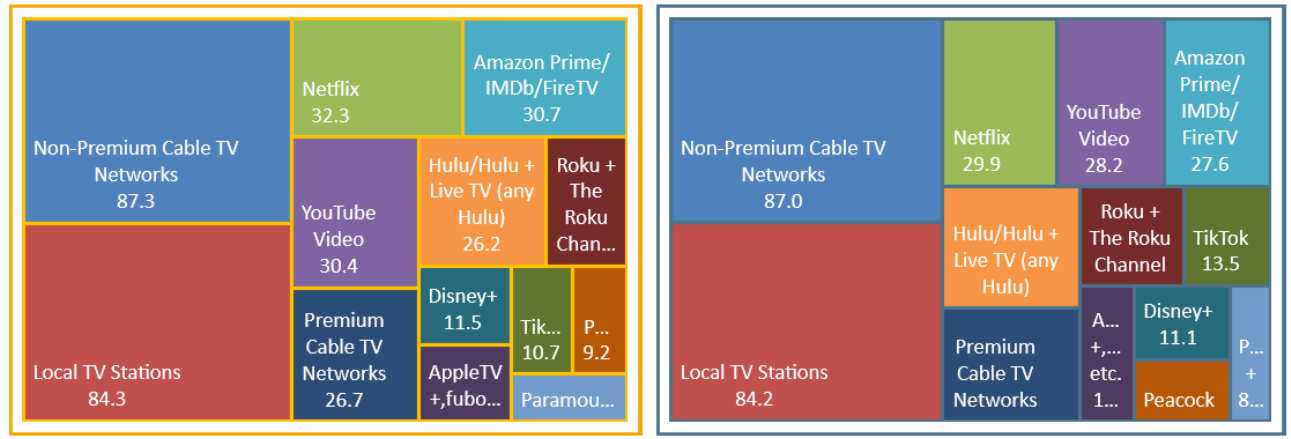
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): True Value

54,652,635 or 64.9% of Adults 25 - 64 who Purchased Items at THE HOME DEPOT in 2023 watch Ad-Supported Local TV Stations for an average of 81. minutes every day representing 28.8% of all time spent daily with Ad-Supported Video.

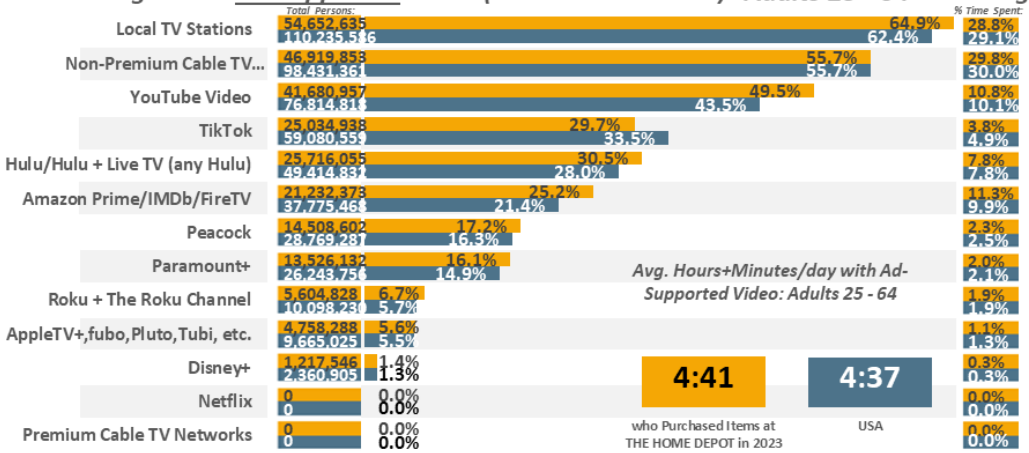
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



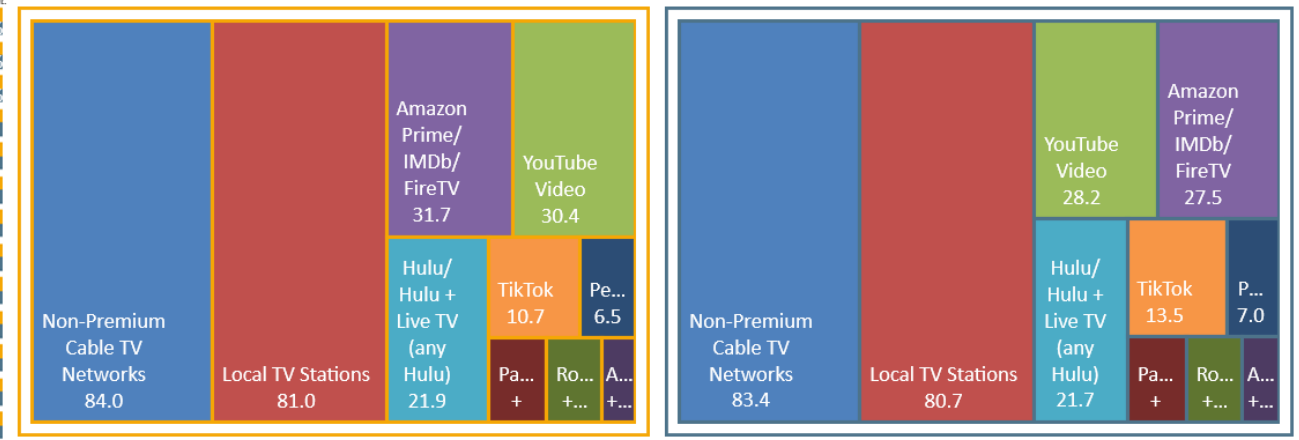
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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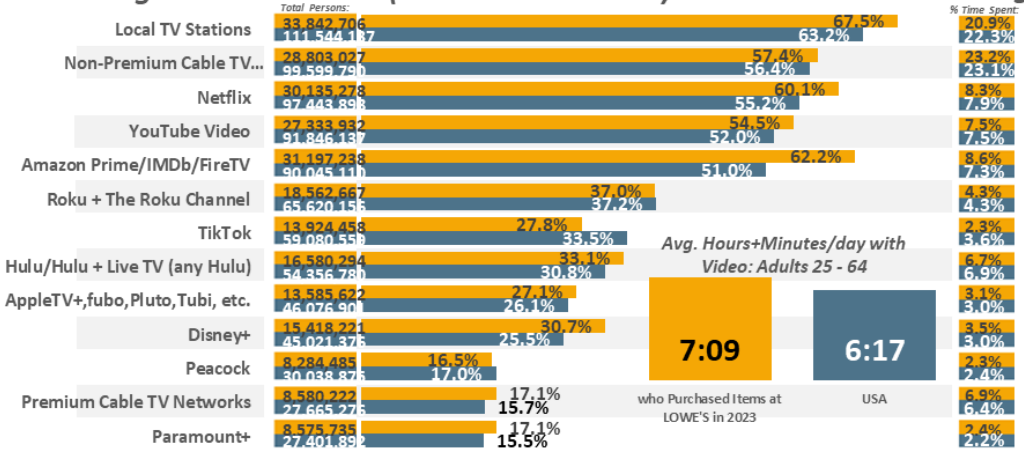
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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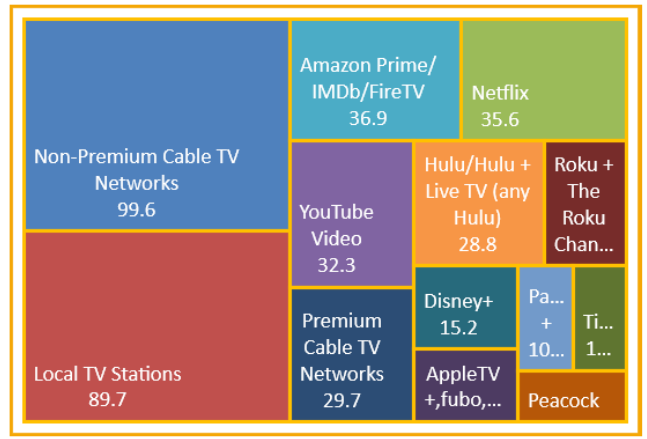
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): The Home Depot

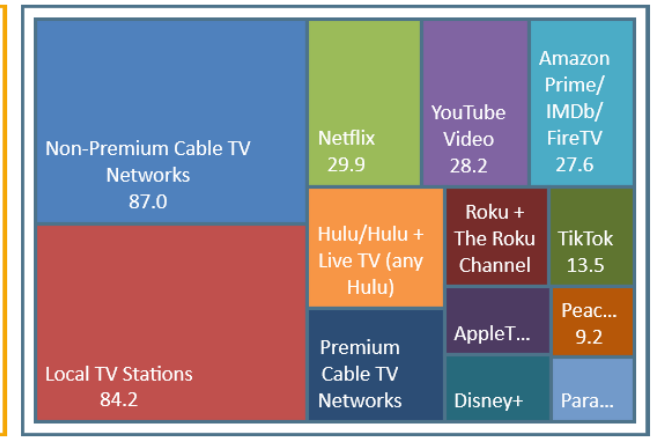
33,443,765 or 66.7% of Adults 25 - 64 who Purchased Items at LOWE'S in 2023 watch Ad-Supported Local TV Stations for an average of 85.5 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.

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

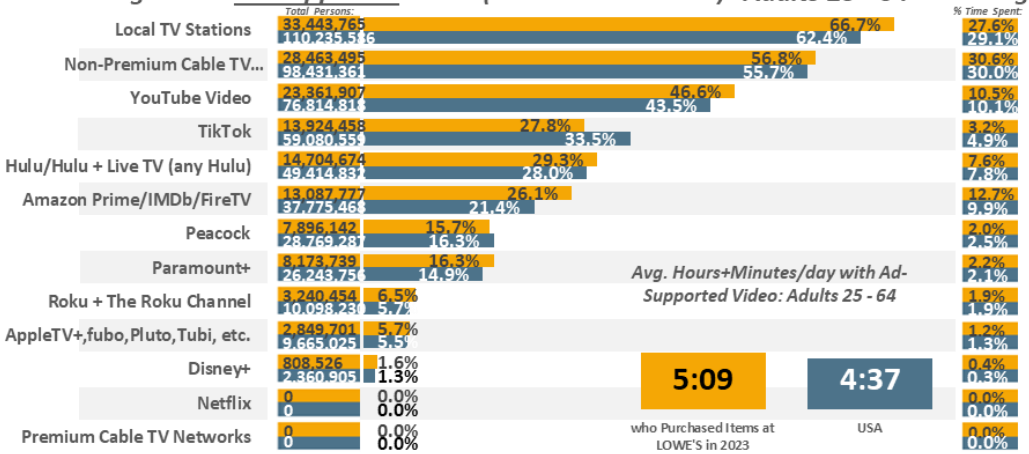


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

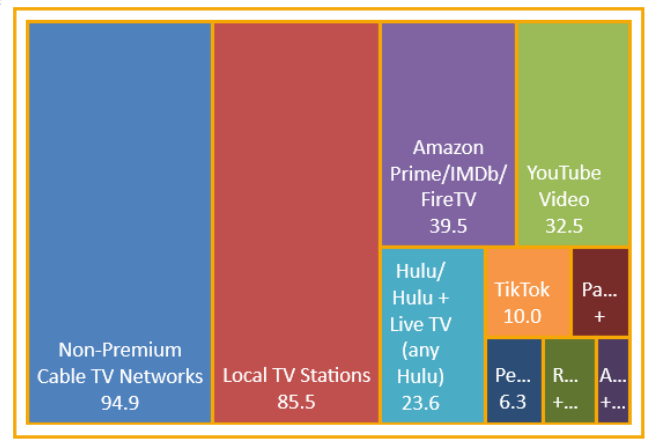


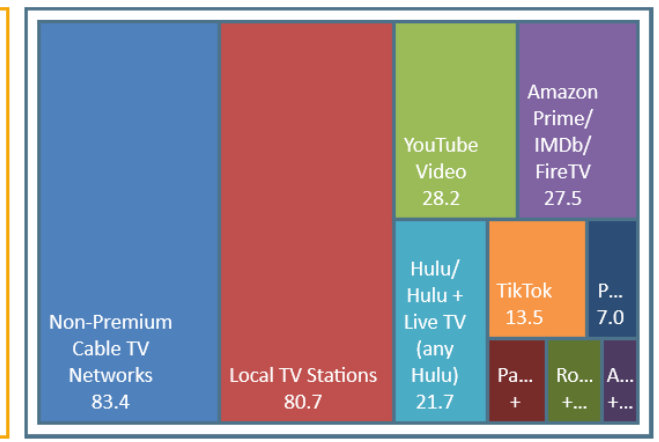


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,090

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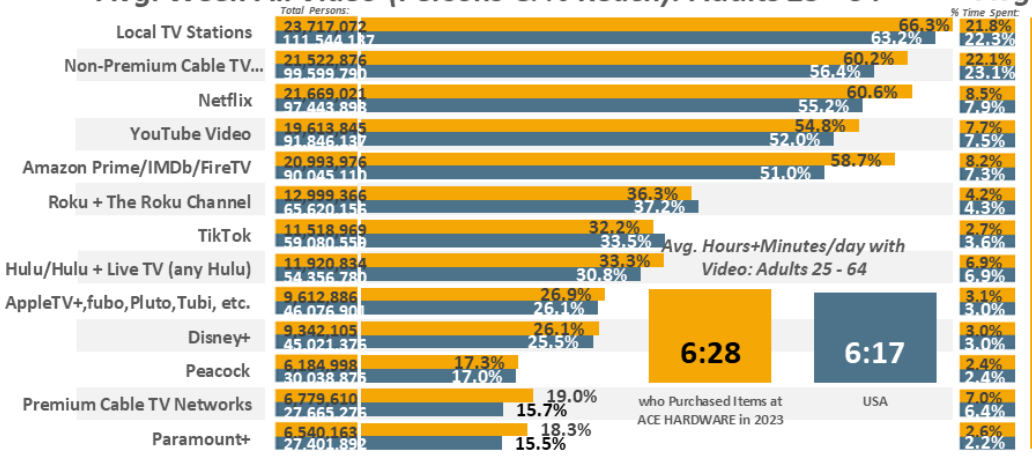
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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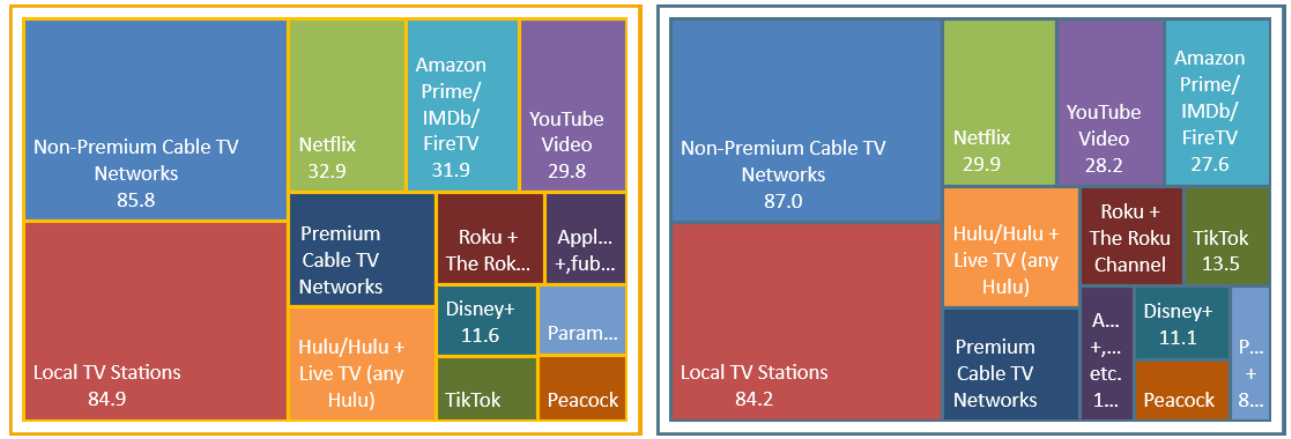
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Lowe's

23,442,531 or 65.5% of Adults 25 - 64 who Purchased Items at ACE HARDWARE in 2023 watch Ad-Supported Local TV Stations for an average of 80.4 minutes every day representing 28.6% of all time spent daily with Ad-Supported Video.

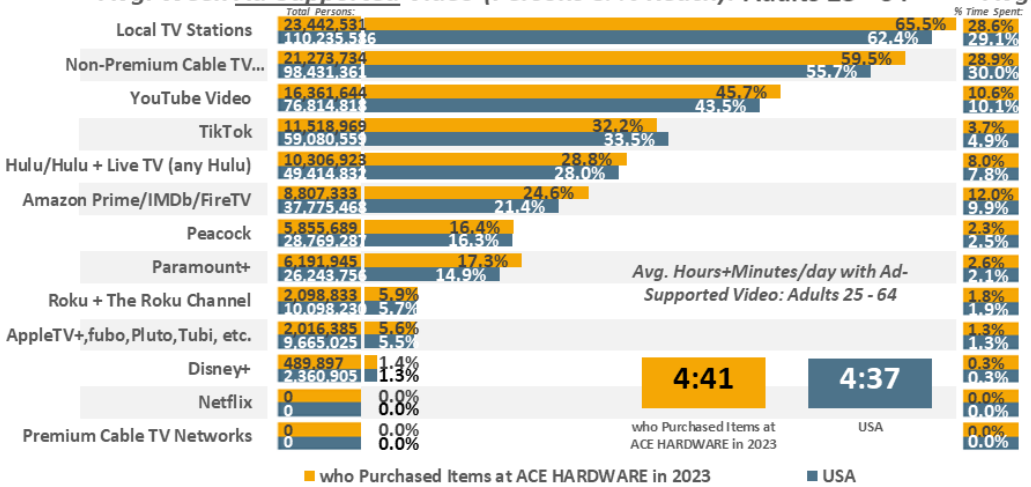
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



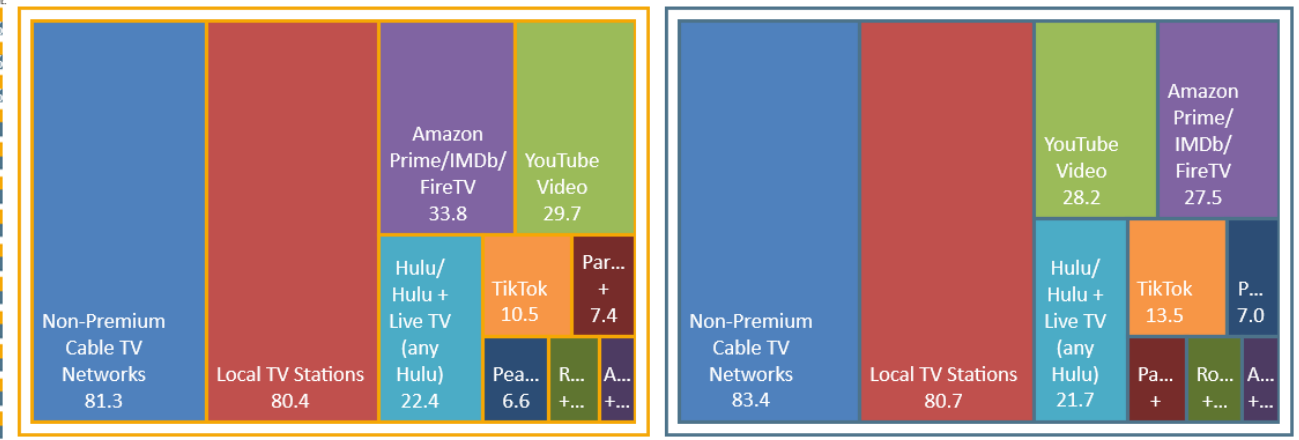
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,131

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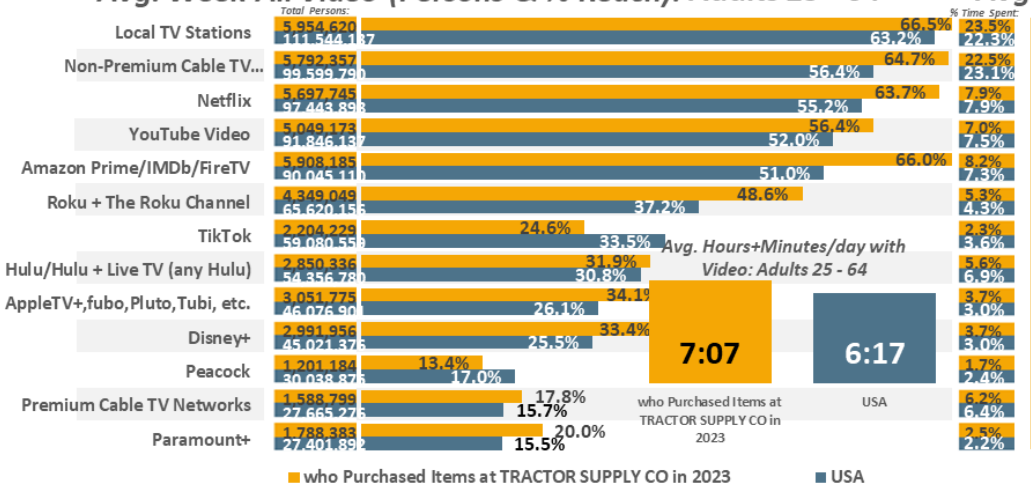
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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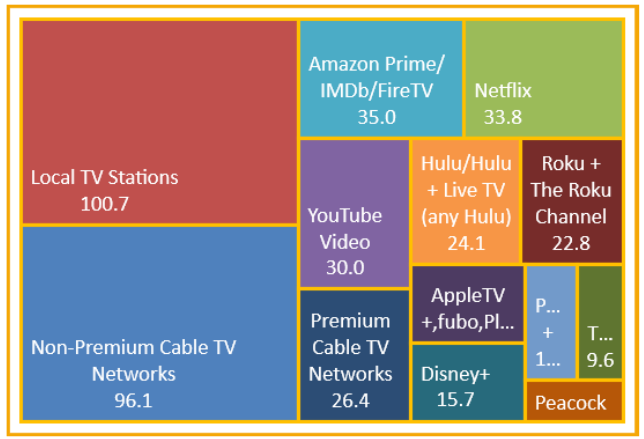
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Ace Hardware

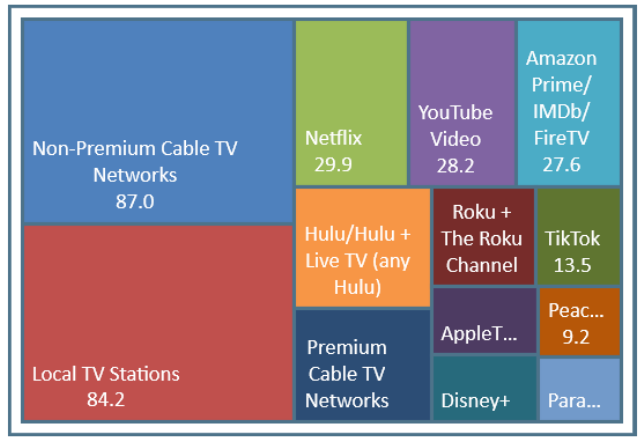
5,890,407 or 65.8% of Adults 25 - 64 who Purchased Items at TRACTOR SUPPLY CO in 2023 watch Ad-Supported Local TV Stations for an average of 95.2 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

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



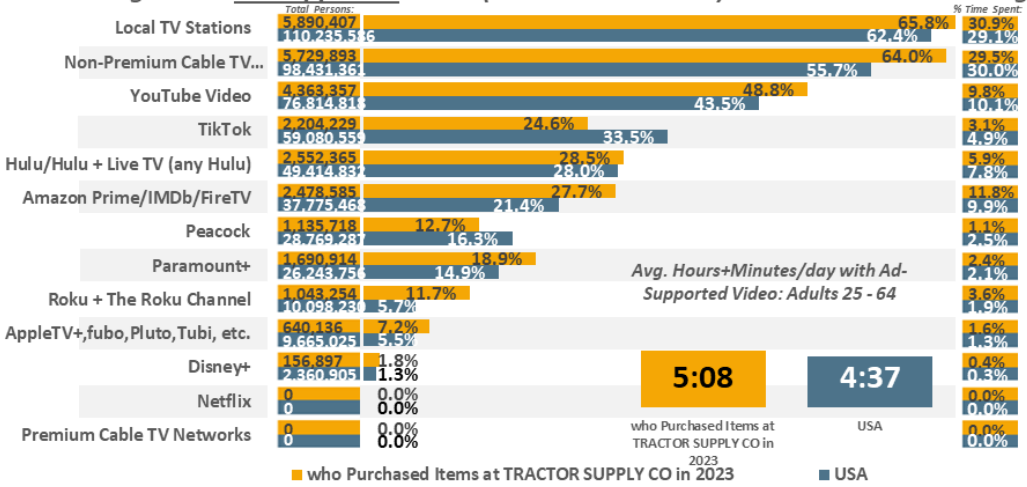
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



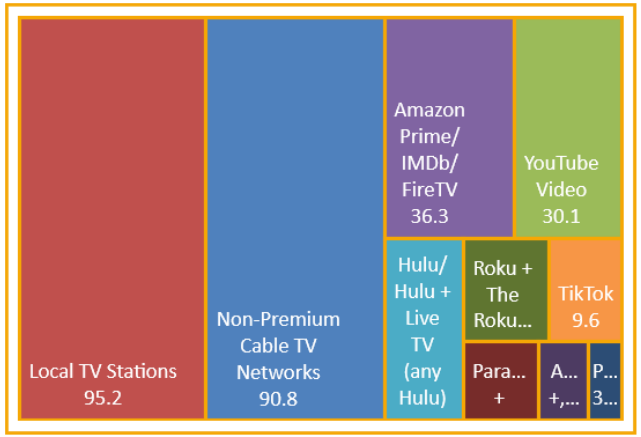


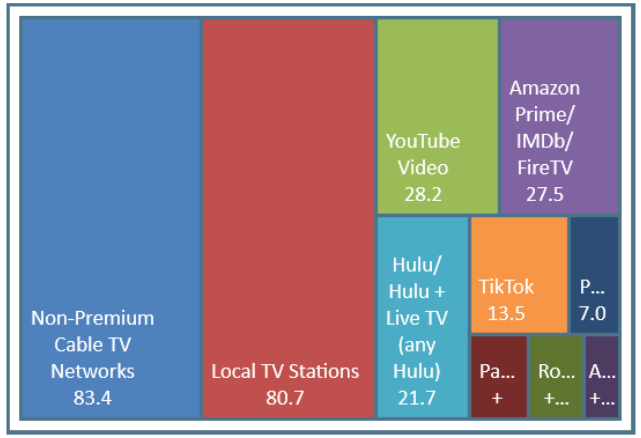
who Purchased Items at TRACTOR SUPPLY CO in 2023 ■ USA

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 Purchased Items at TRACTOR SUPPLY CO in 2023 ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 540

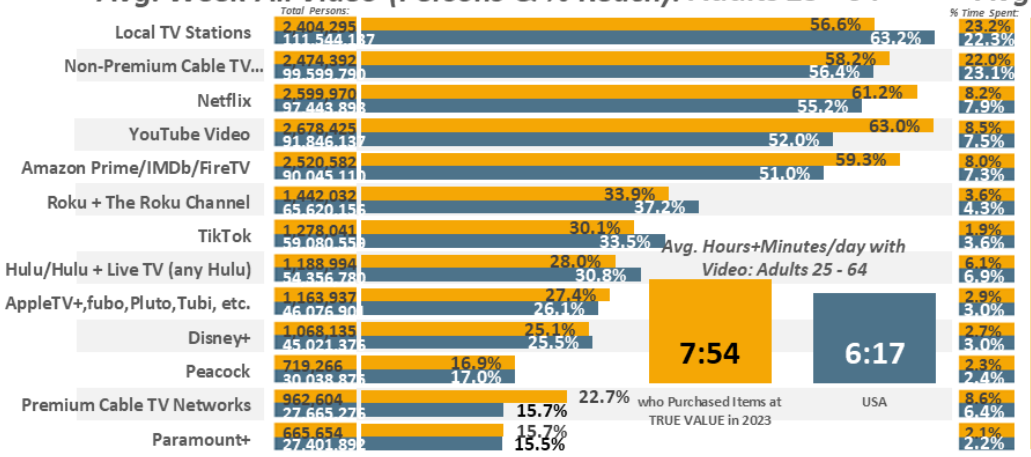
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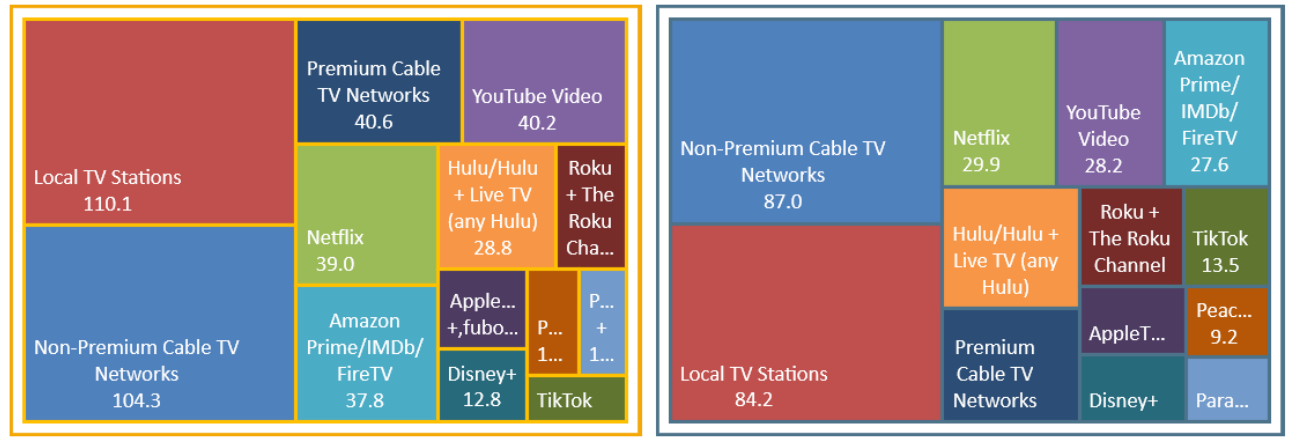
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Tractor Supply Co

2,363,247 or 55.6% of Adults 25 - 64 who Purchased Items at TRUE VALUE in 2023 watch Ad-Supported Local TV Stations for an average of 101.8 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

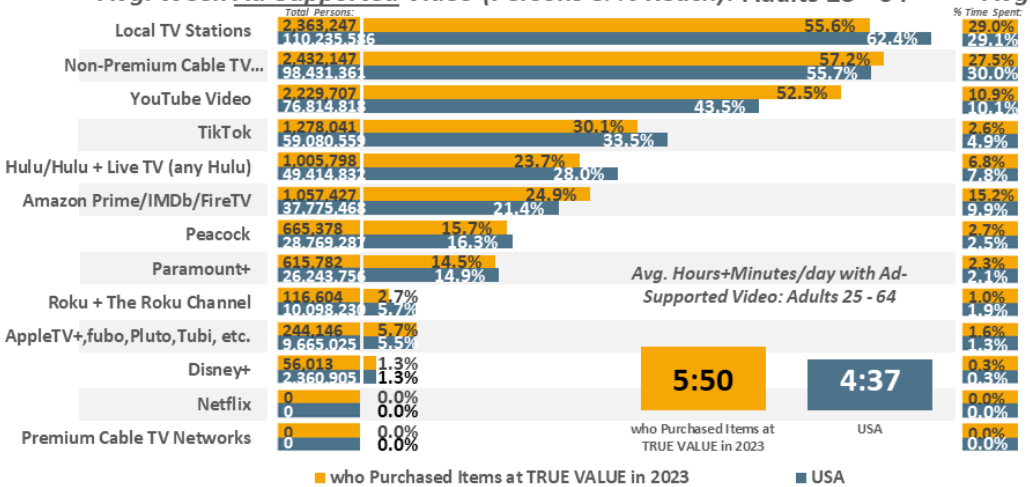
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



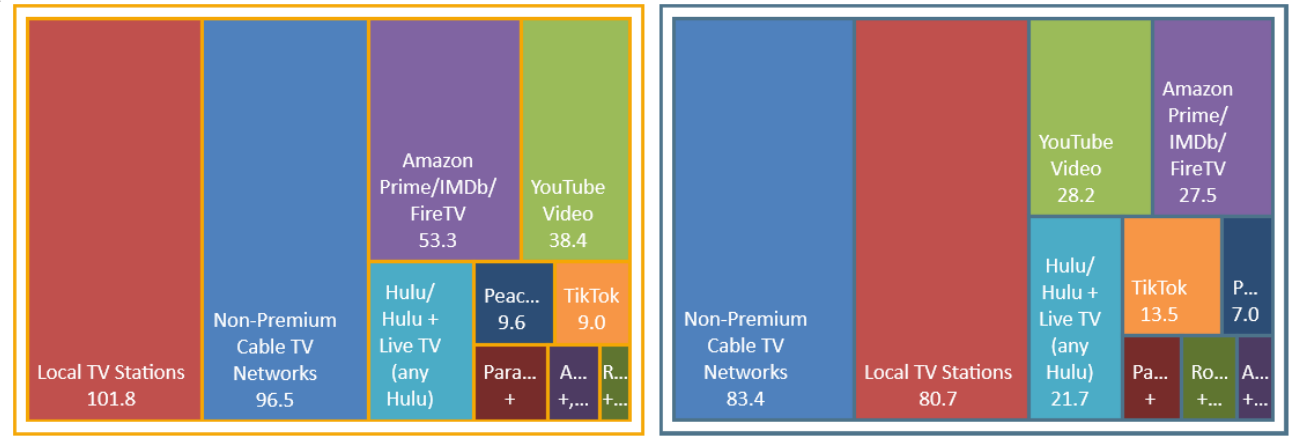
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 262

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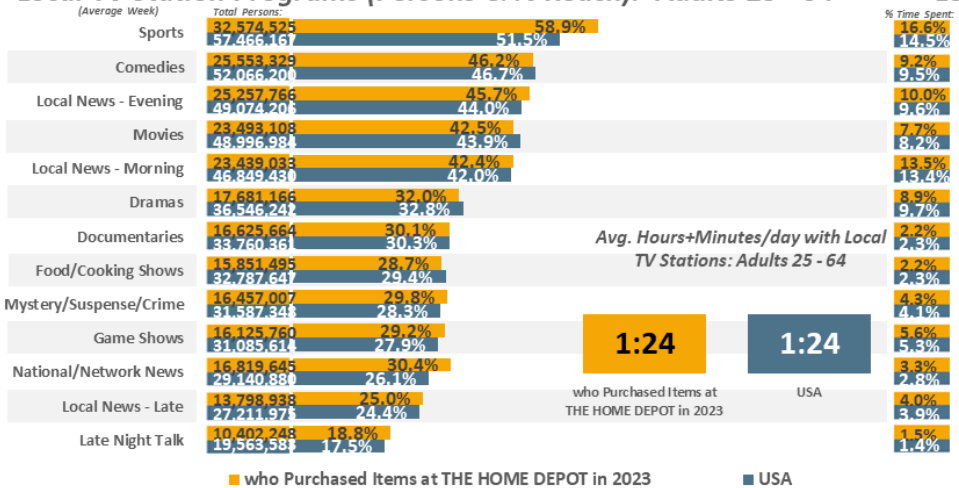
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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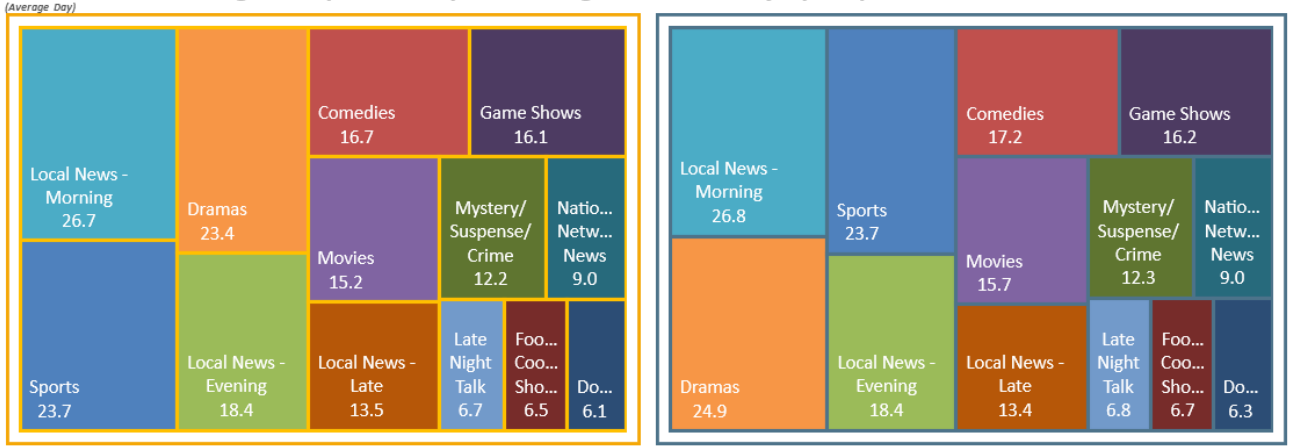
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): True Value

54,652,635 or 64.9% of Adults 25 - 64 who Purchased Items at THE HOME DEPOT in 2023 watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

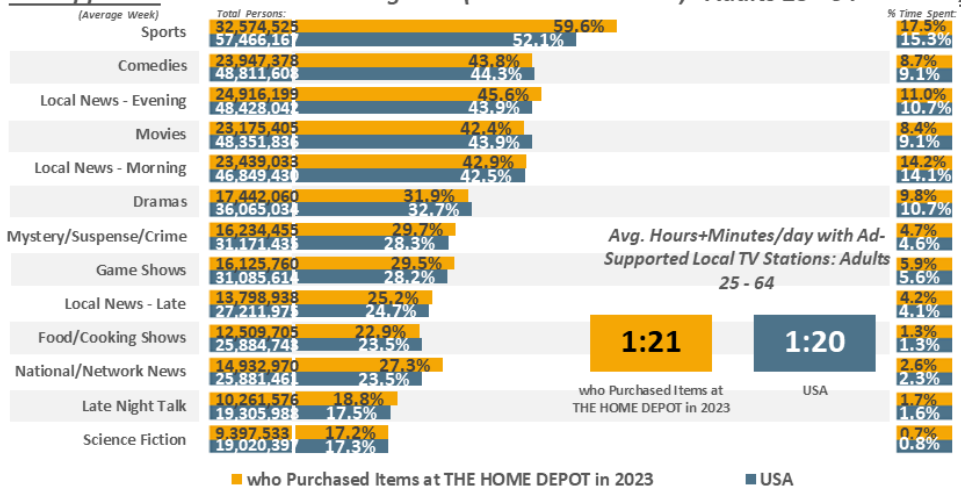
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



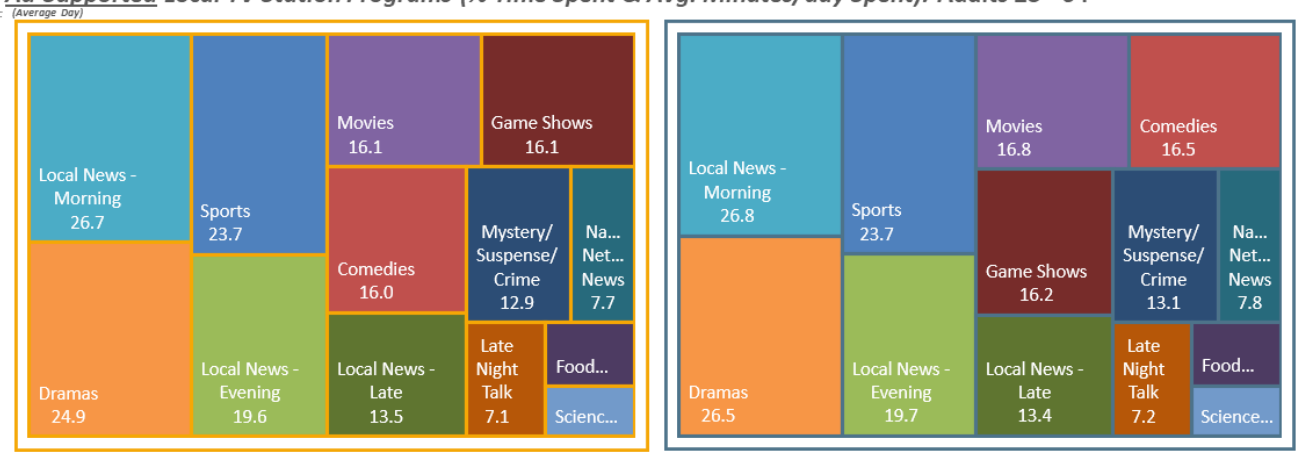
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *4,712*

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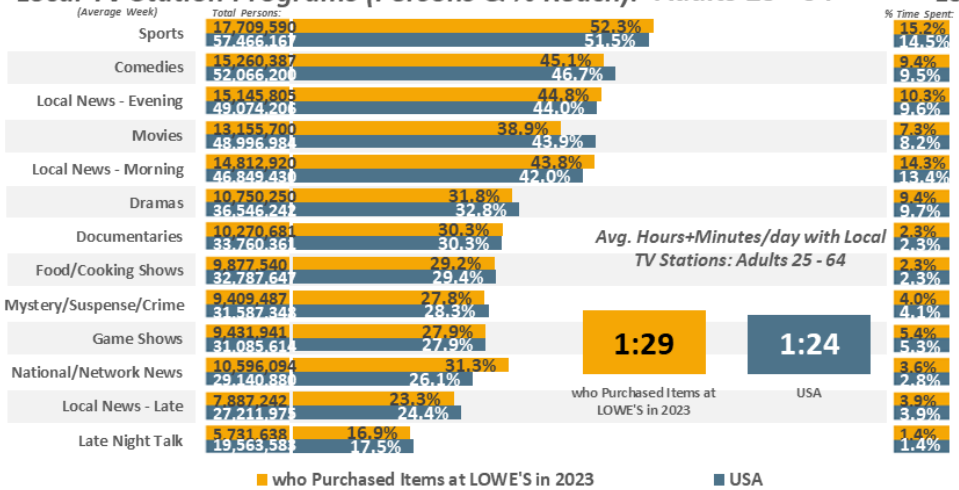
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

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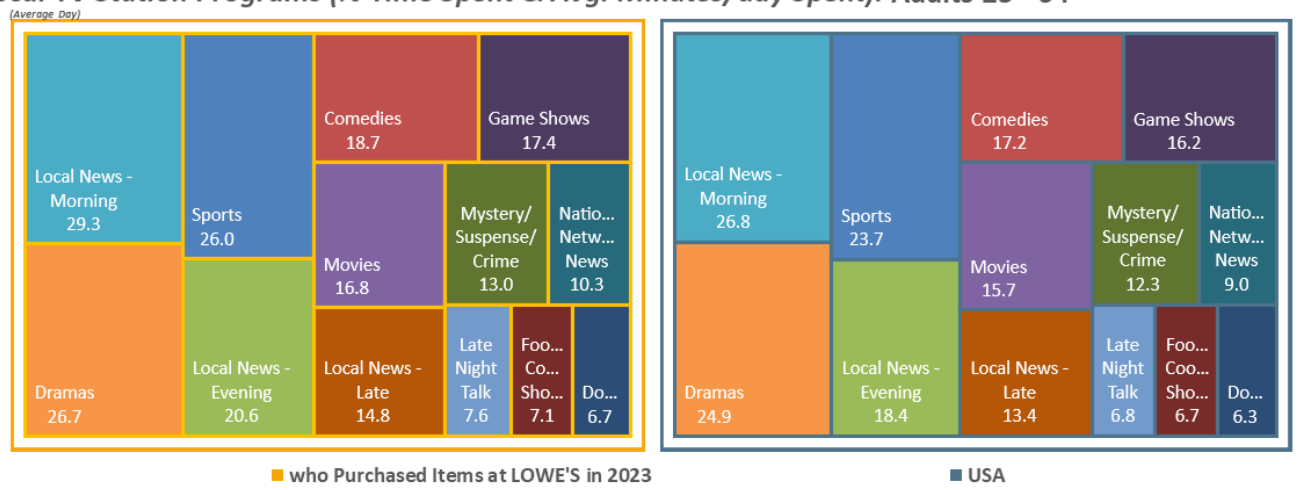
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): The Home Depot

33,443,765 or 66.7% of Adults 25 - 64 who Purchased Items at LOWE'S in 2023 watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

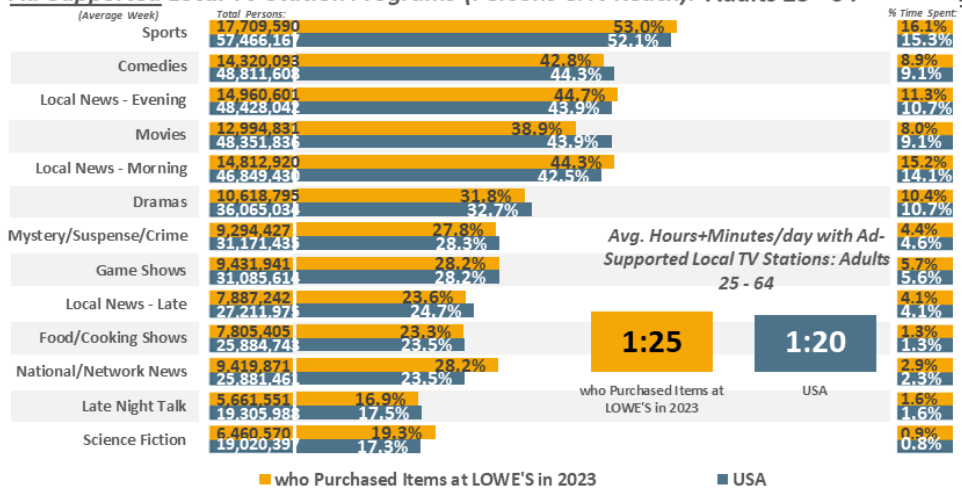
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



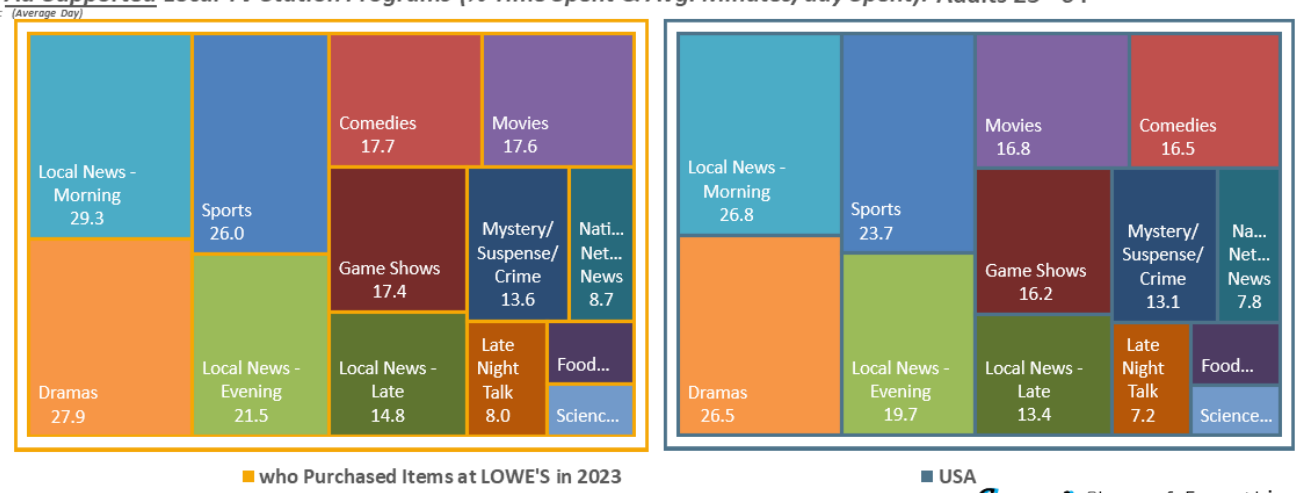
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *3,090*

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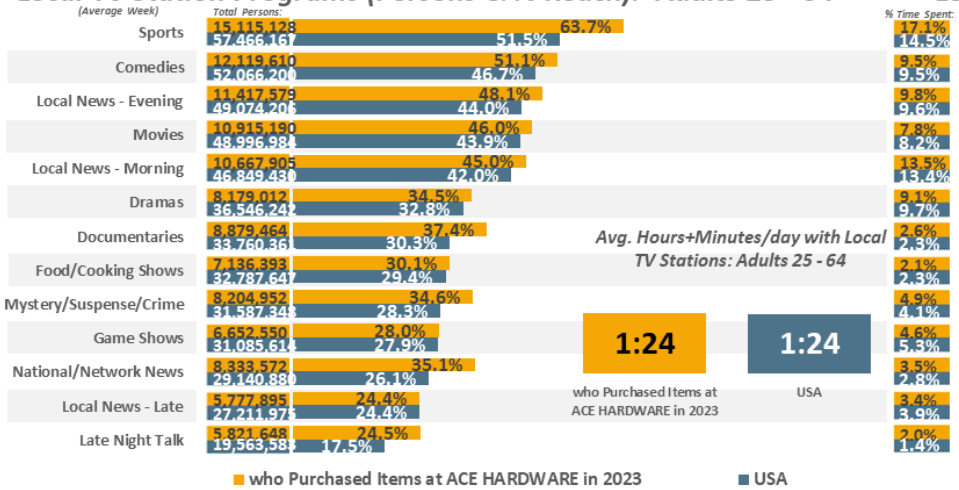
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

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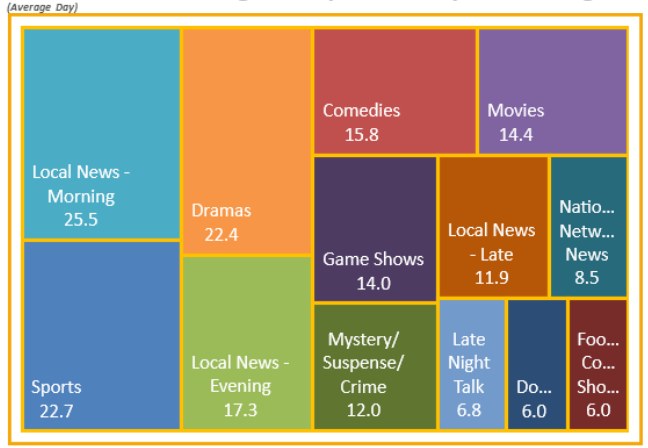
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Lowe's

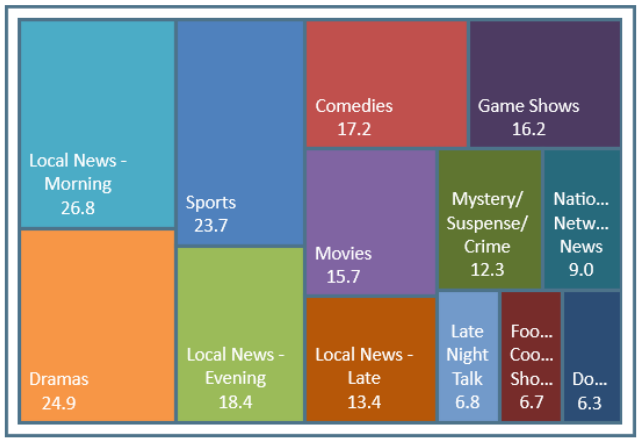
23,442,531 or 65.5% of Adults 25 - 64 who Purchased Items at ACE HARDWARE in 2023 watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Local News - Morning, and Mystery/Suspense/Crime.

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

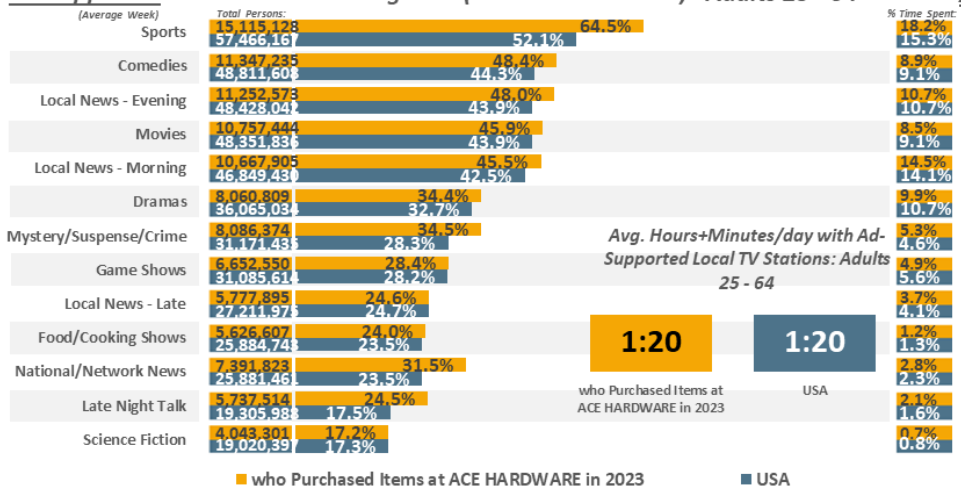


Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

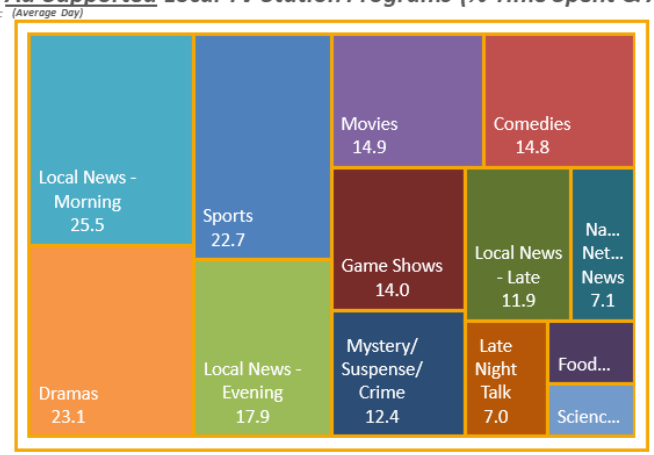


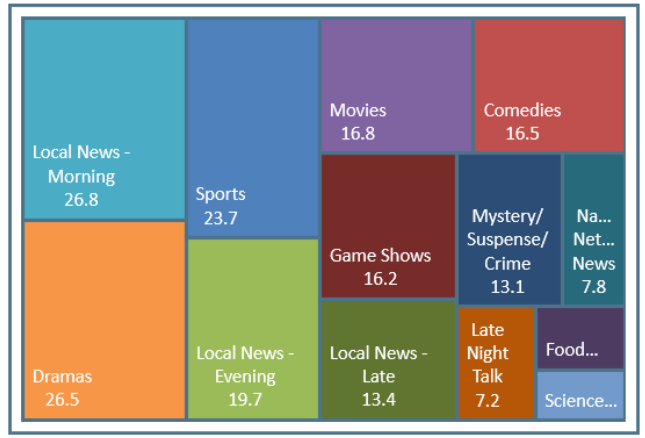


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,131

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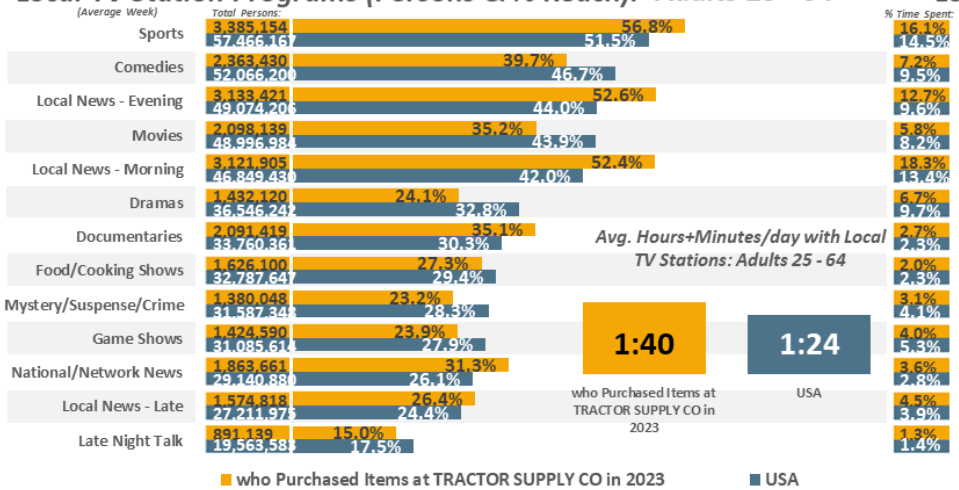
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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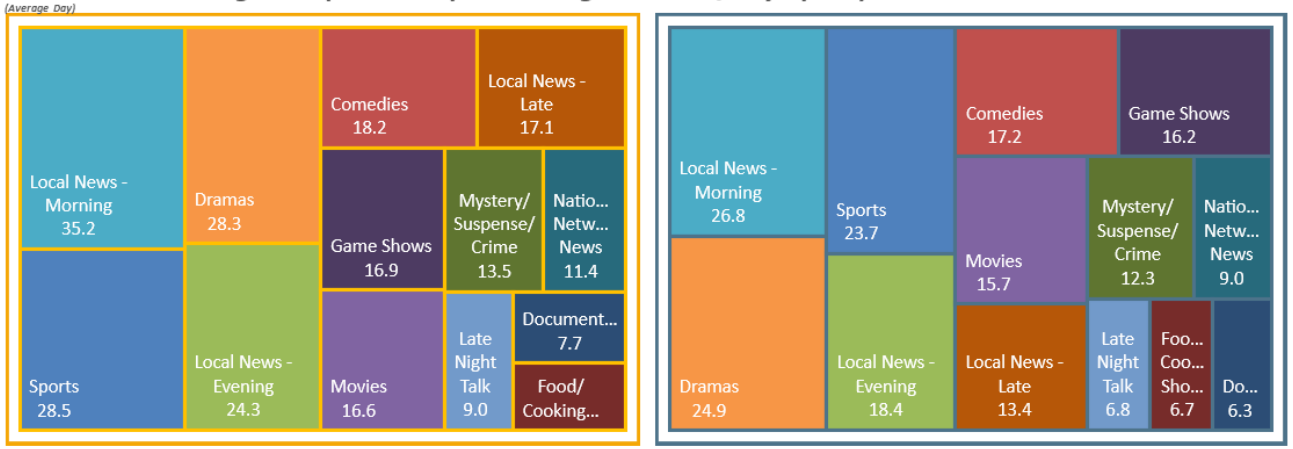
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Ace Hardware

5,890,407 or 65.8% of Adults 25 - 64 who Purchased Items at TRACTOR SUPPLY CO in 2023 watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and National/Network News.

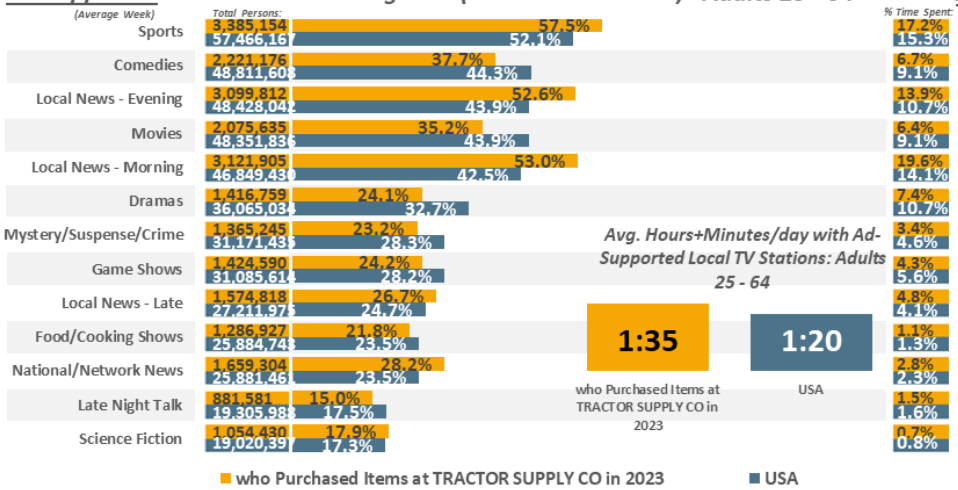
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



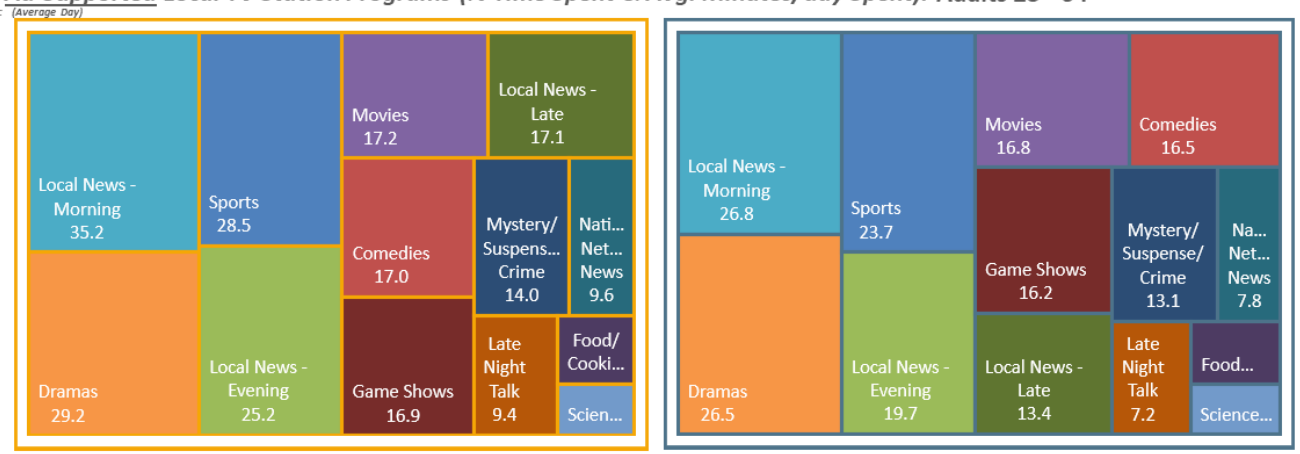
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 540

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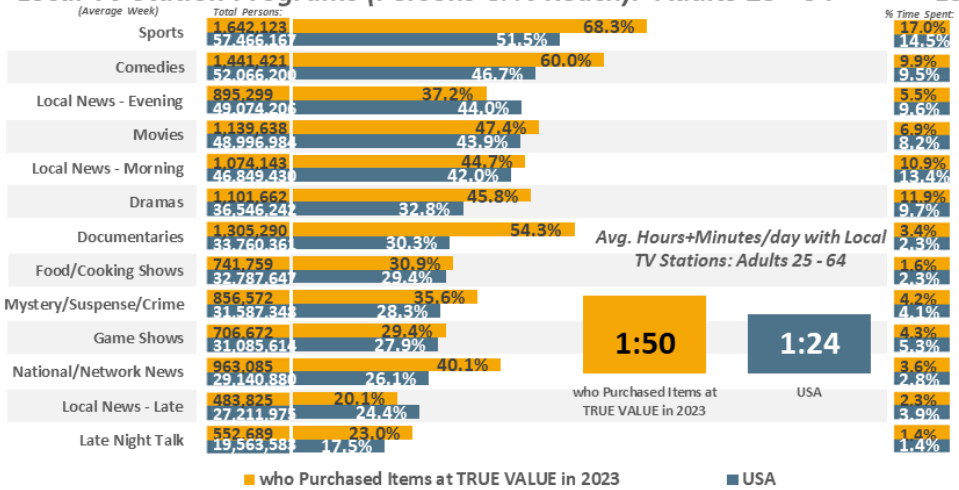
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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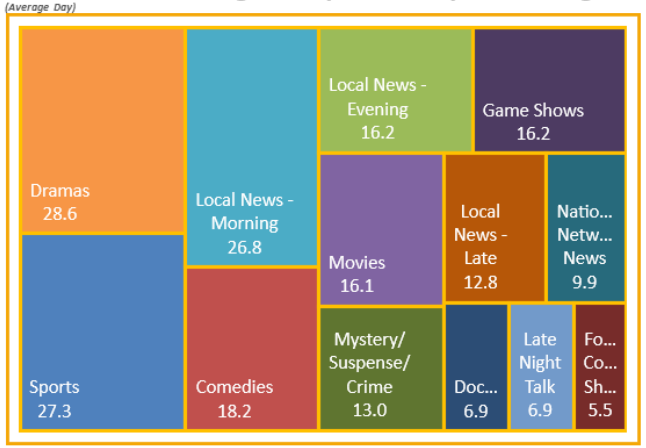
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Tractor Supply Co

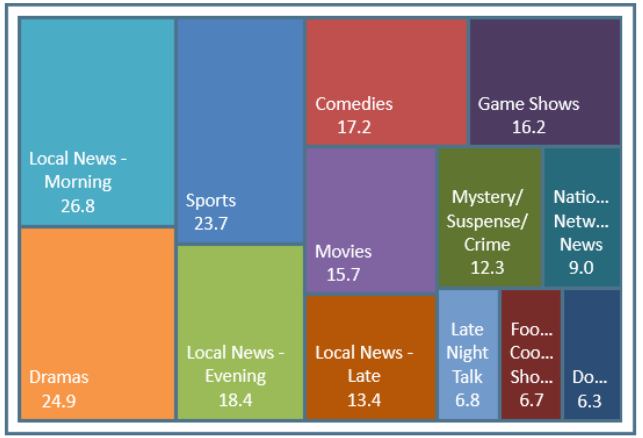
2,363,247 or 55.6% of Adults 25 - 64 who Purchased Items at TRUE VALUE in 2023 watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Dramas, Local News - Morning, and Local News - Evening.

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

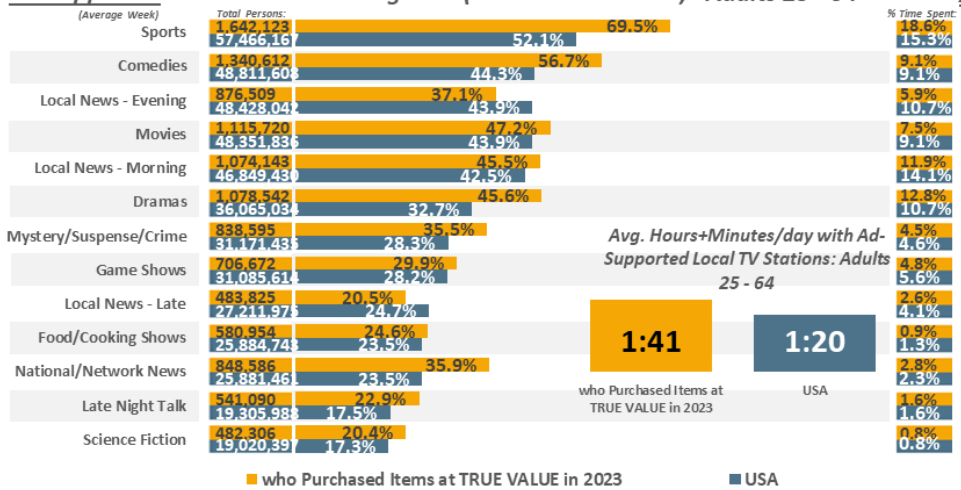


Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

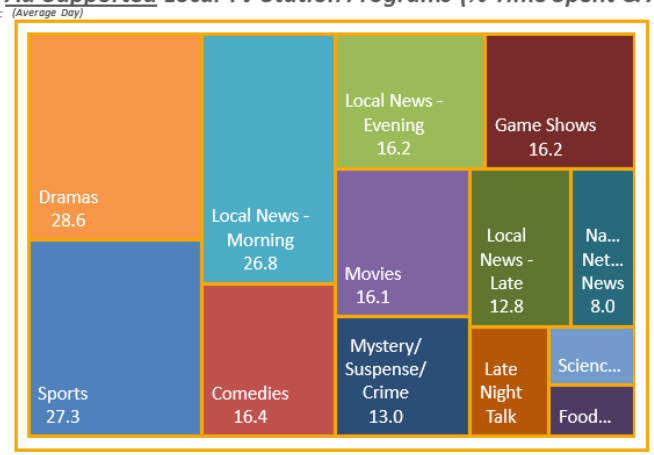


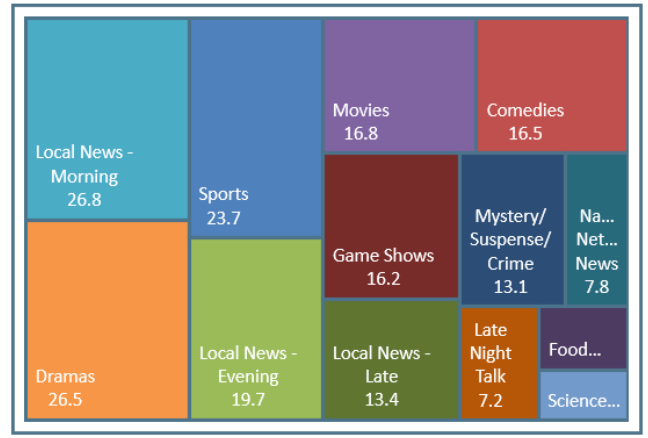


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 262

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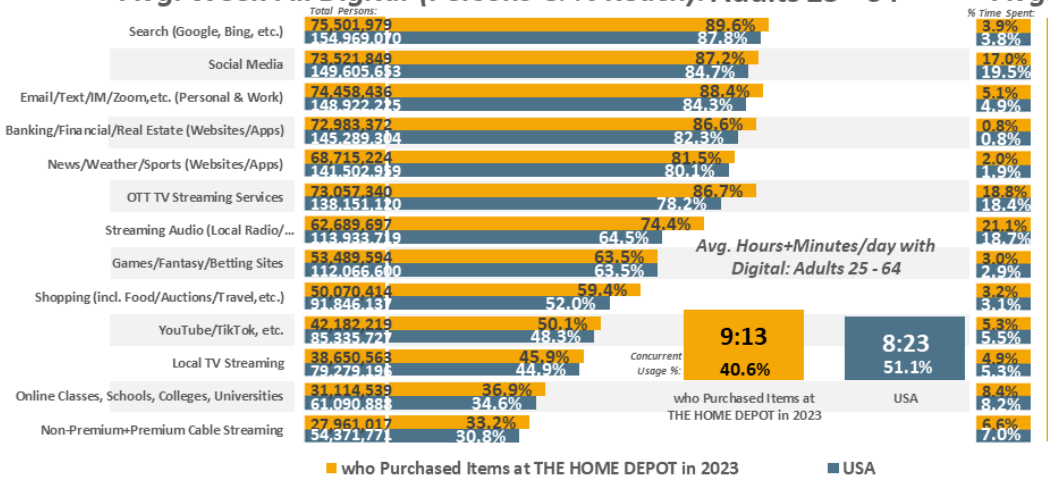
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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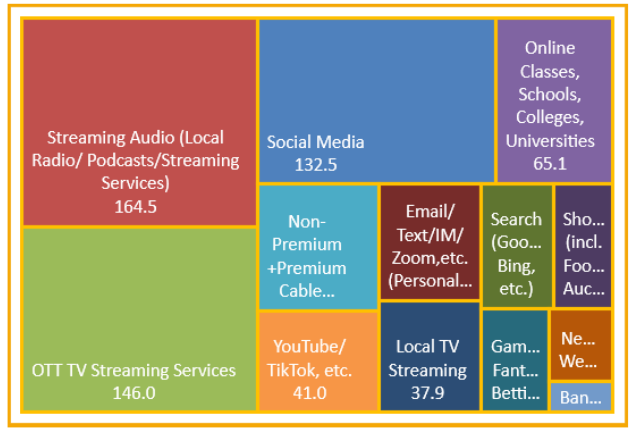
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): True Value

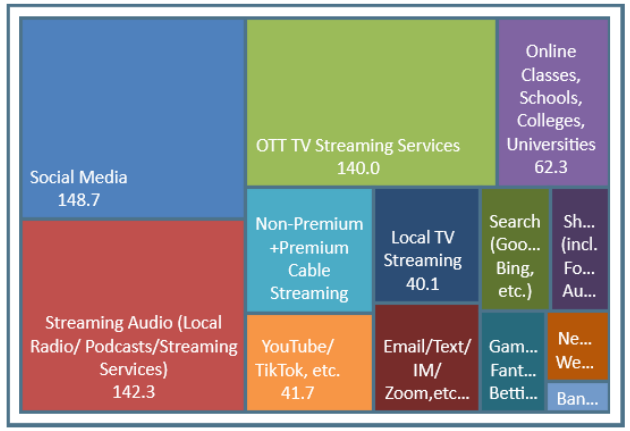
64,059,674 or 76.% of Adults 25 - 64 who Purchased Items at THE HOME DEPOT in 2023 use Ad-Supported Social Media for an average of 121.9 minutes every day representing 22.5% of all time spent daily with Ad-Supported Digital Media.

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



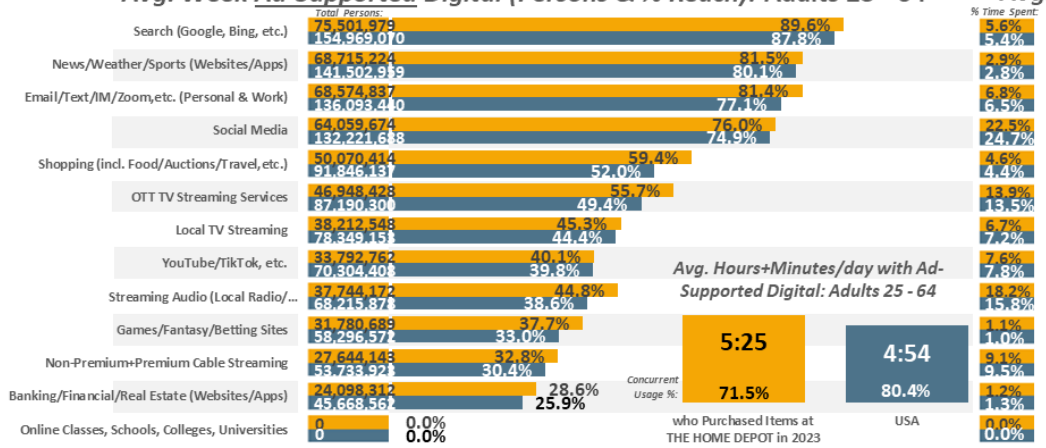
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



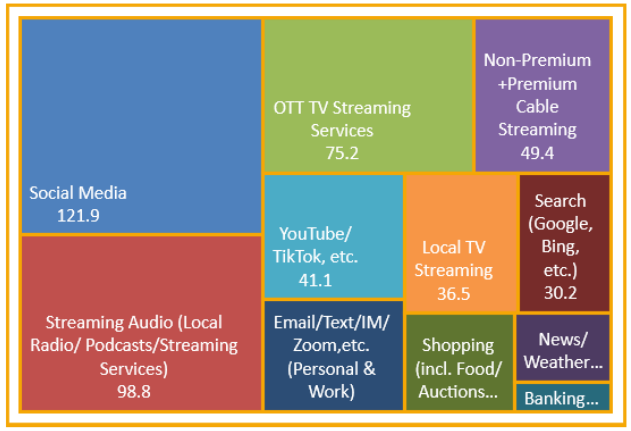


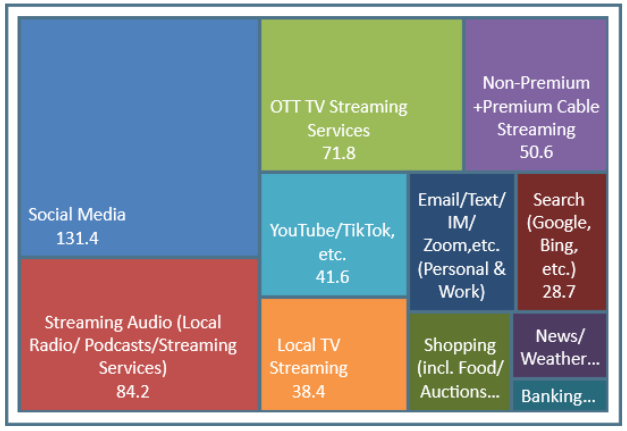
■ who Purchased Items at THE HOME DEPOT in 2023 ■ USA

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 Purchased Items at THE HOME DEPOT in 2023 ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,712

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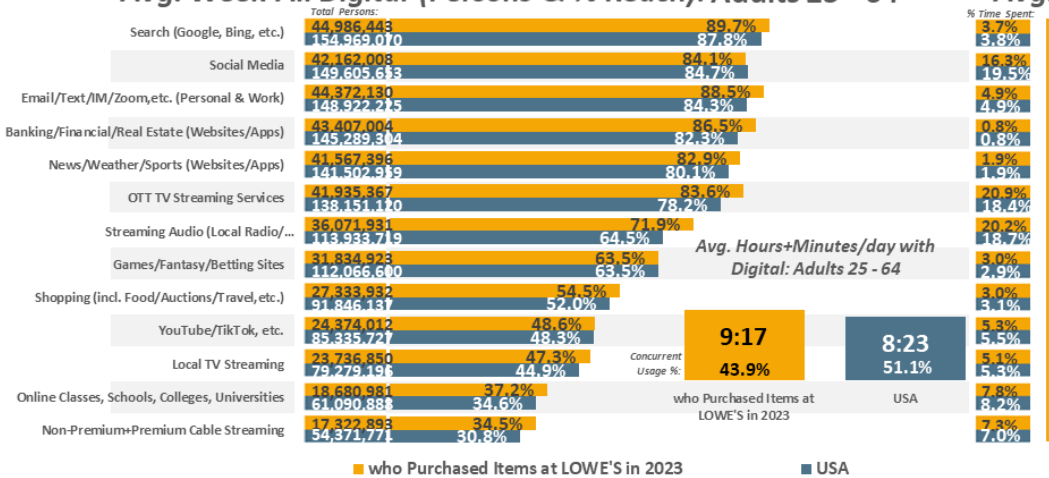
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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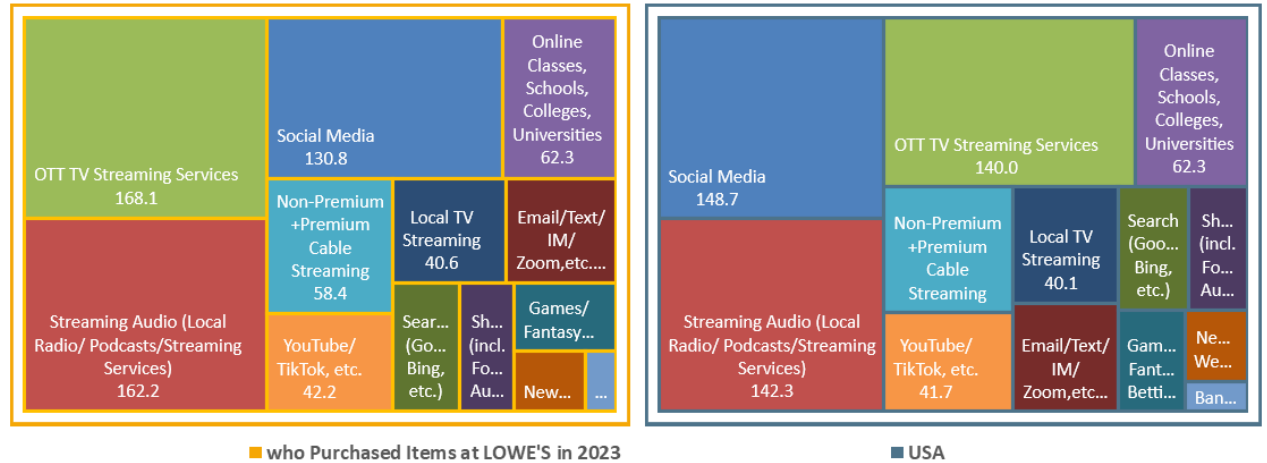
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): The Home Depot

37,300,981 or 74.4% of Adults 25 - 64 who Purchased Items at LOWE'S in 2023 use Ad-Supported Social Media for an average of 120.3 minutes every day representing 21.7% of all time spent daily with Ad-Supported Digital Media.

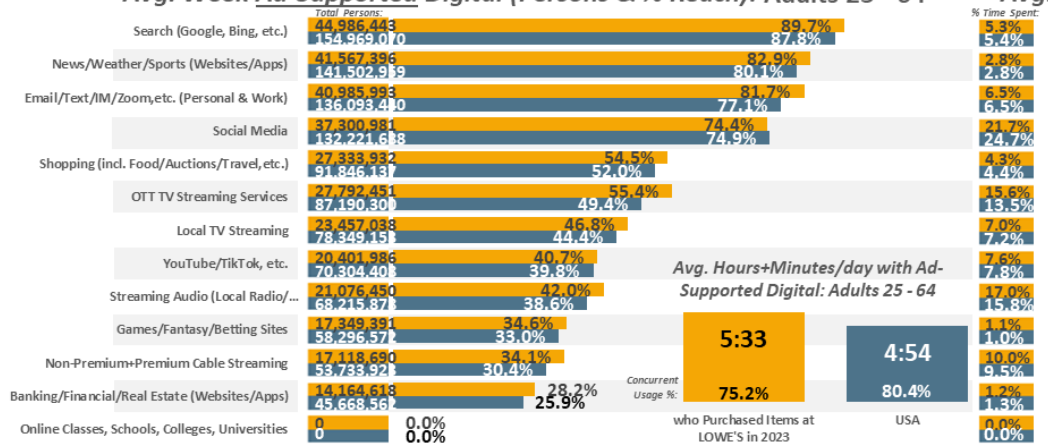
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



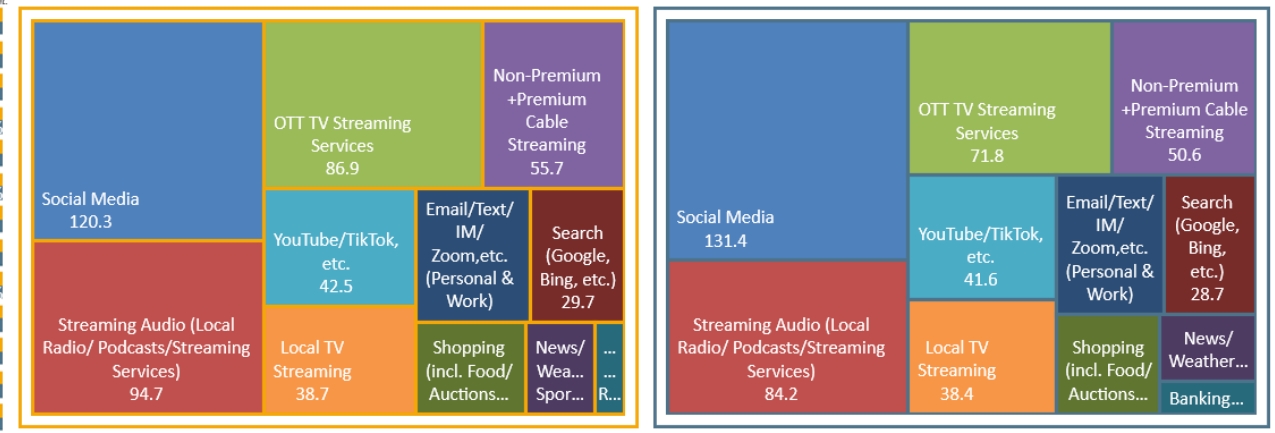
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 3,090

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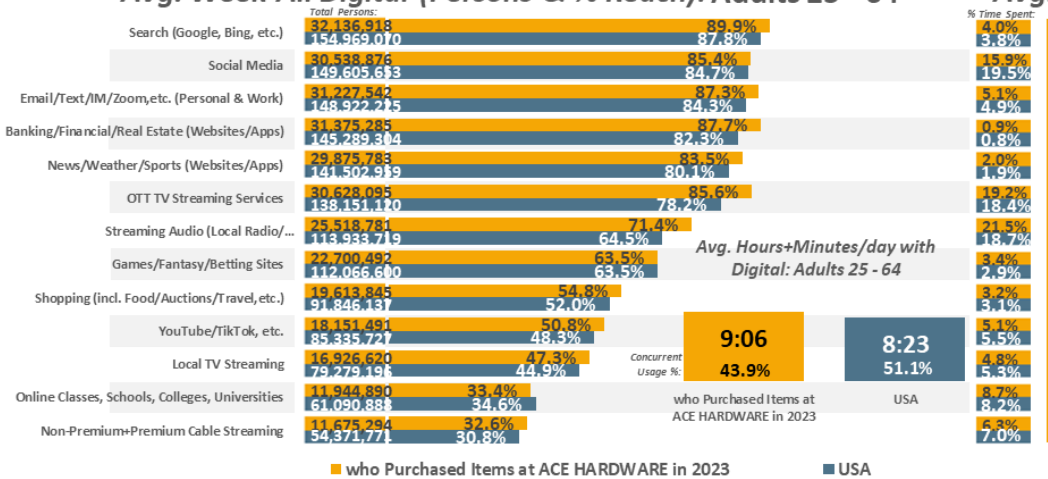
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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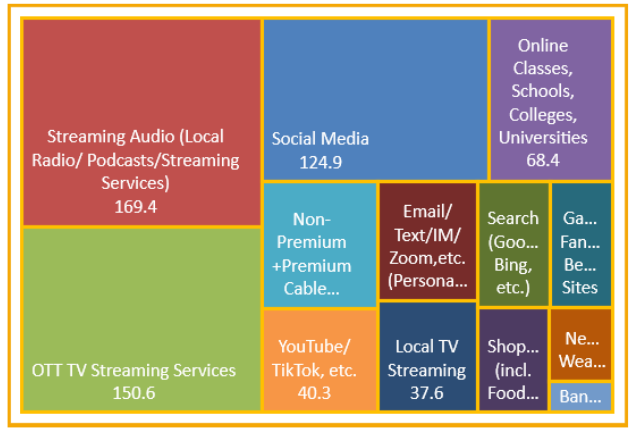
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Lowe's

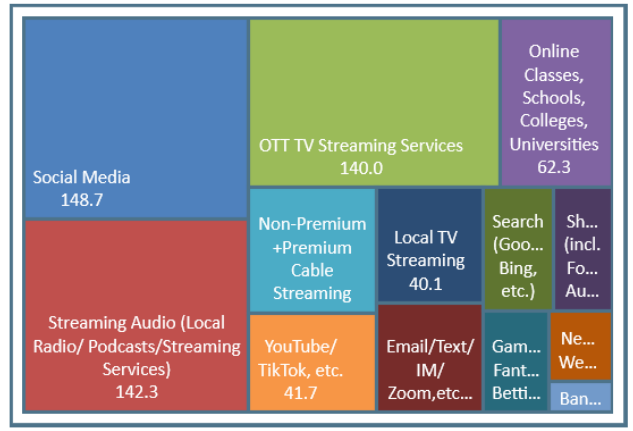
26,940,079 or 75.3% of Adults 25 - 64 who Purchased Items at ACE HARDWARE in 2023 use Ad-Supported Social Media for an average of 114.9 minutes every day representing 21.3% of all time spent daily with Ad-Supported Digital Media.

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

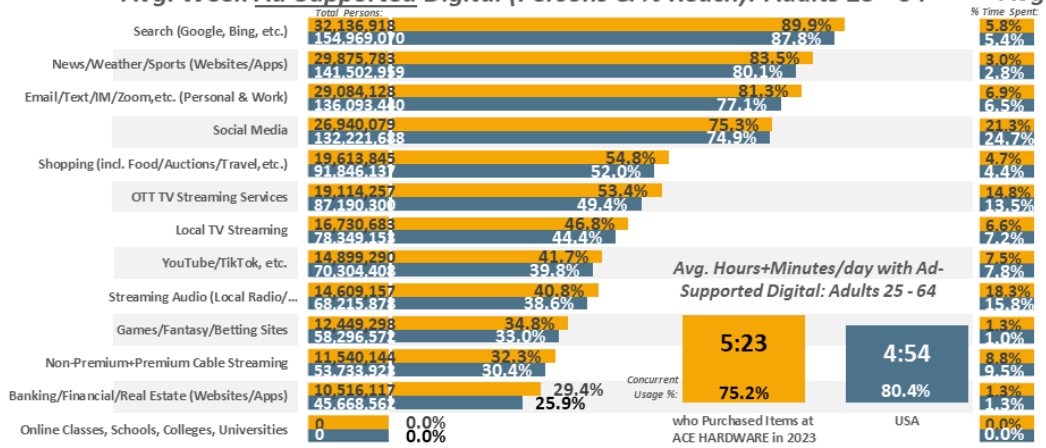


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

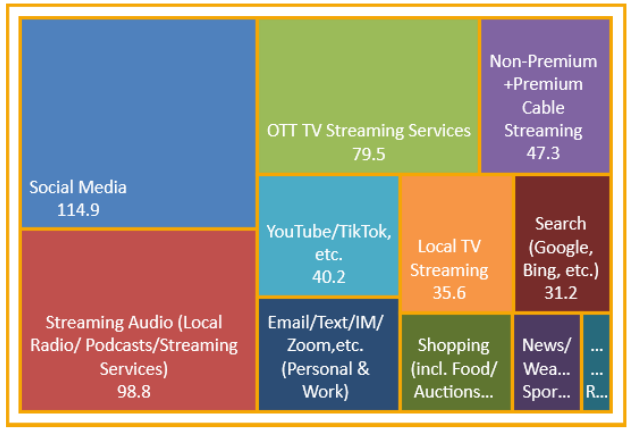


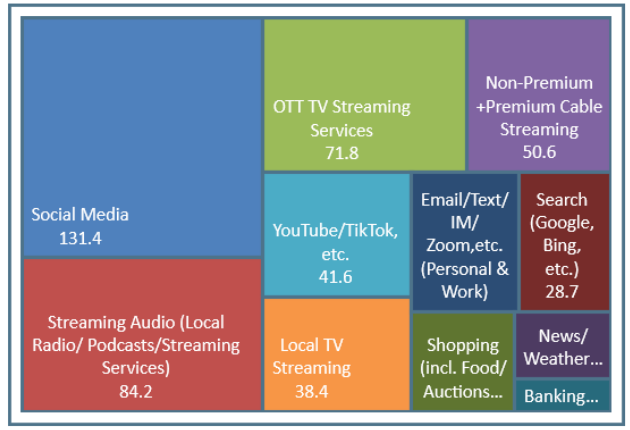


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,131

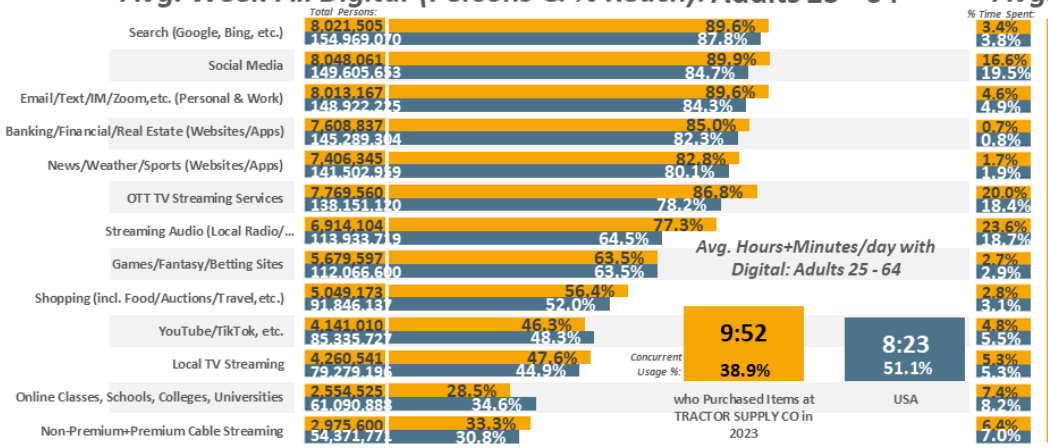
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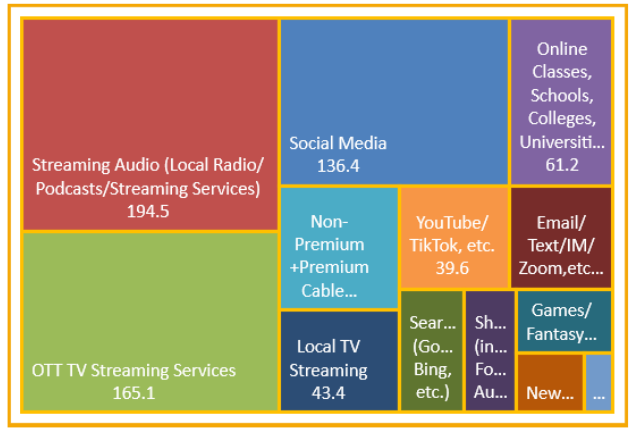
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Ace Hardware

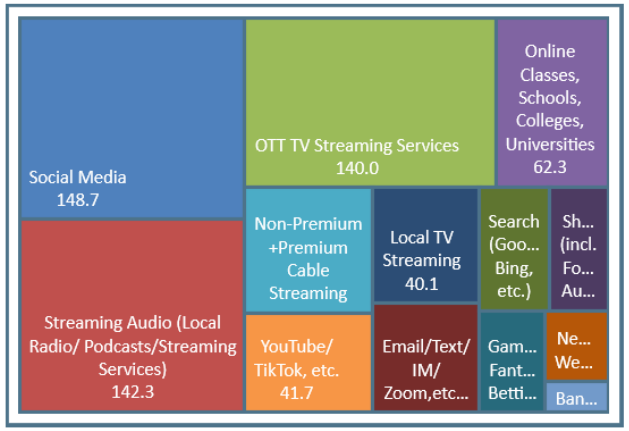
7,249,512 or 81.% of Adults 25 - 64 who Purchased Items at TRACTOR SUPPLY CO in 2023 use Ad-Supported Social Media for an average of 125.5 minutes every day representing 21.9% of all time spent daily with Ad-Supported Digital Media.

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

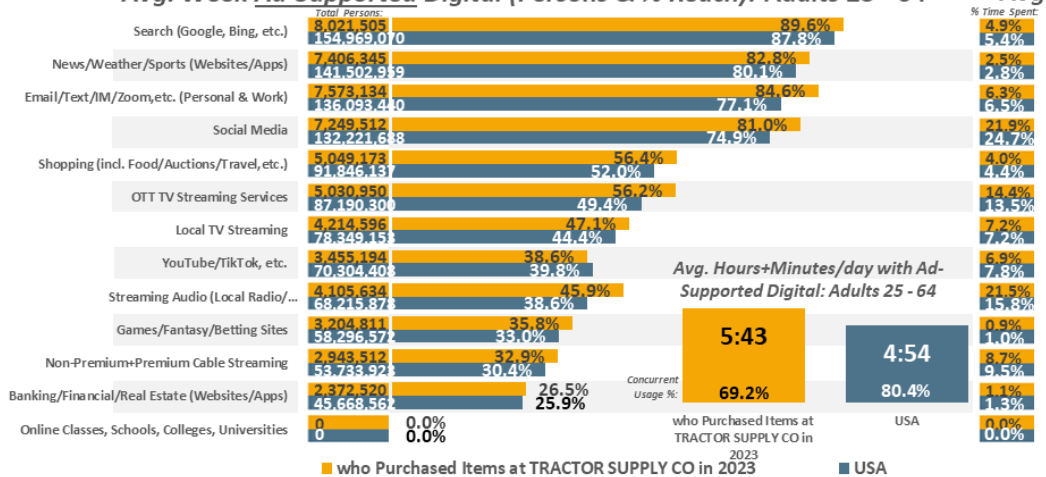


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

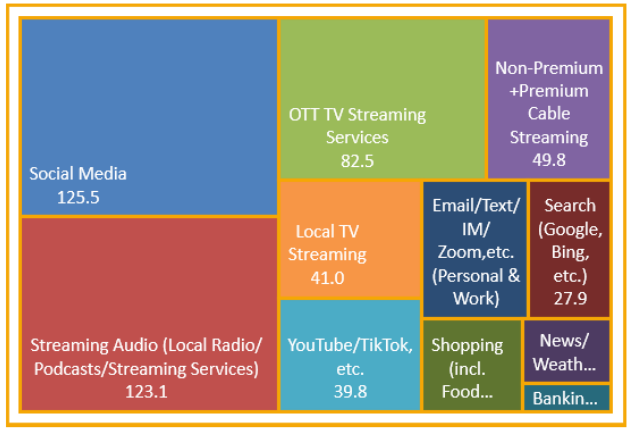


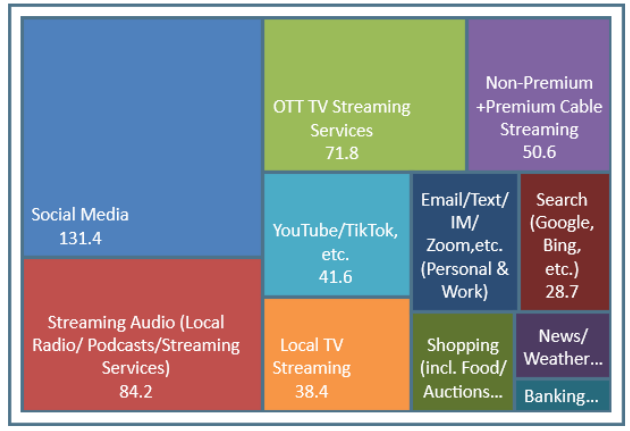


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 540

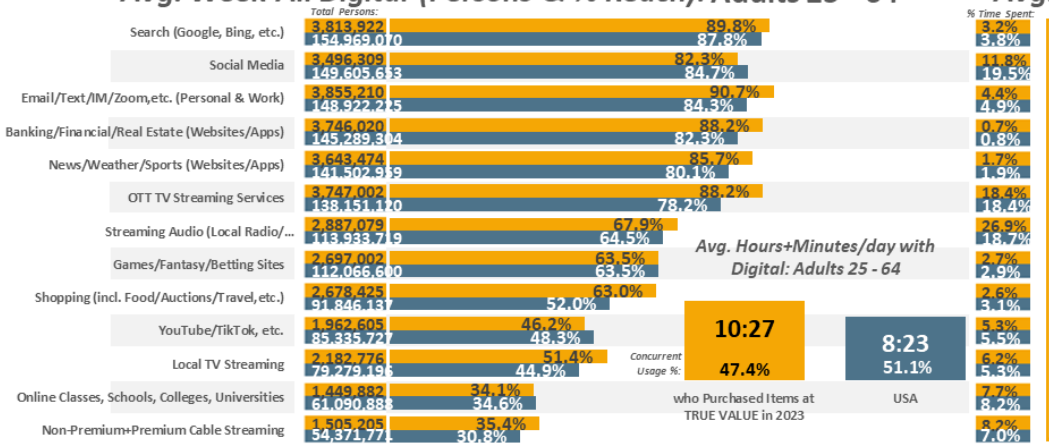
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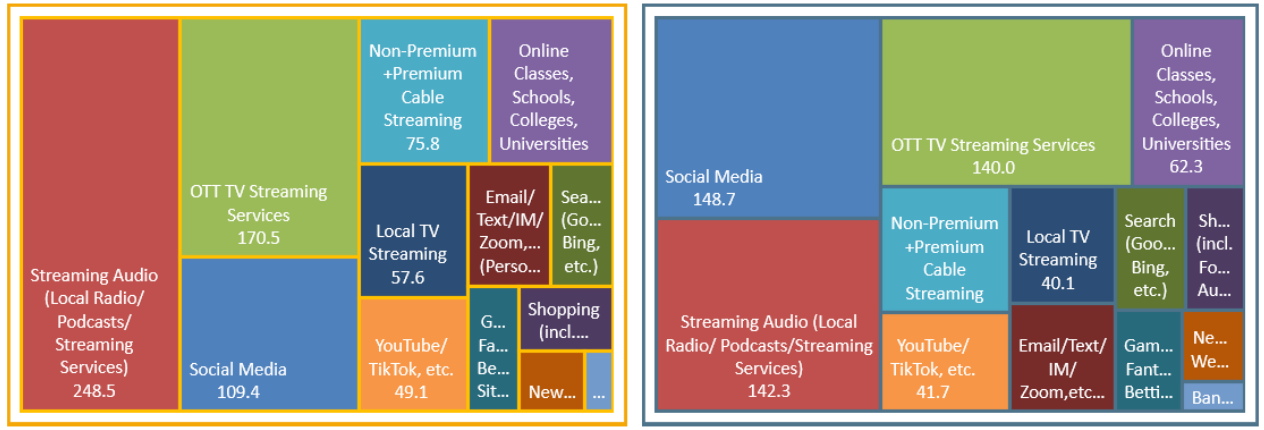
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Tractor Supply Co

2,930,255 or 69.% of Adults 25 - 64 who Purchased Items at TRUE VALUE in 2023 use Ad-Supported Social Media for an average of 100.6 minutes every day representing 15.8% of all time spent daily with Ad-Supported Digital Media.

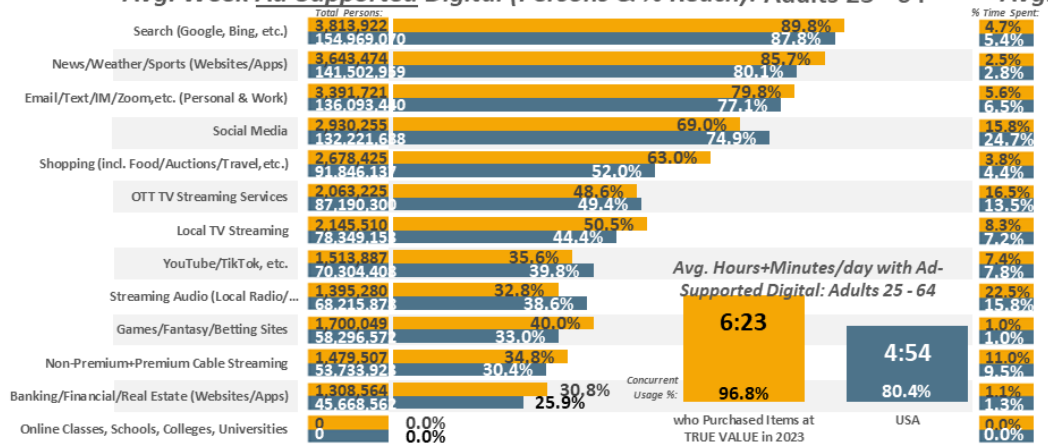
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



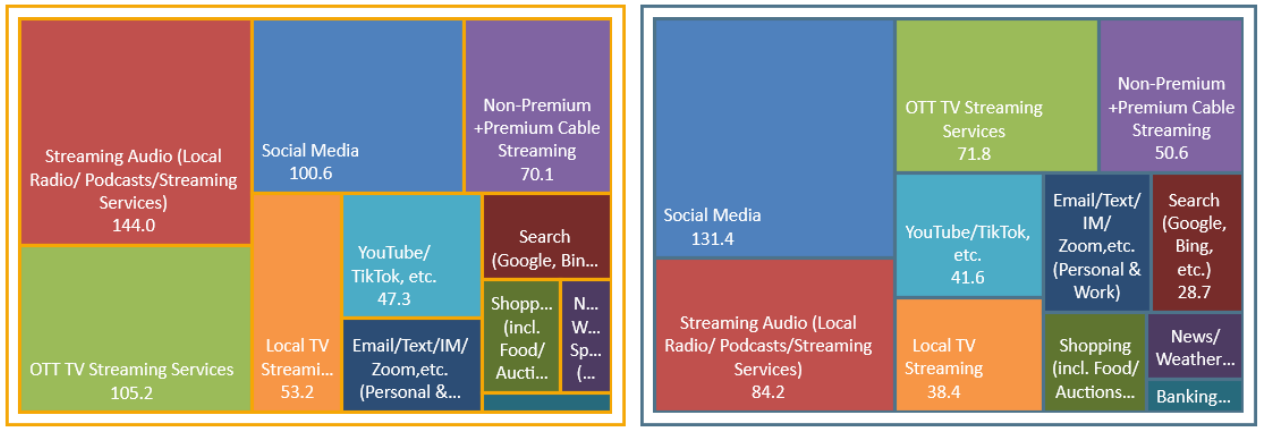
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 262

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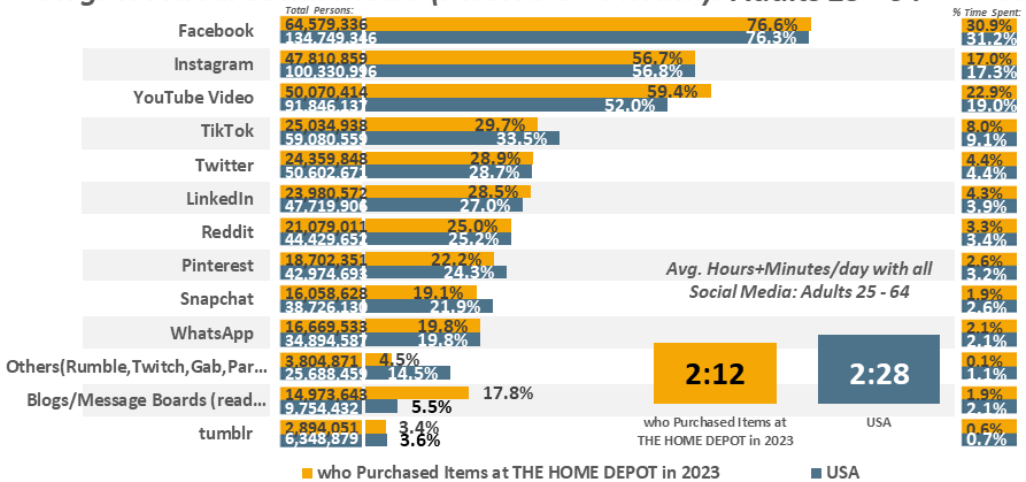
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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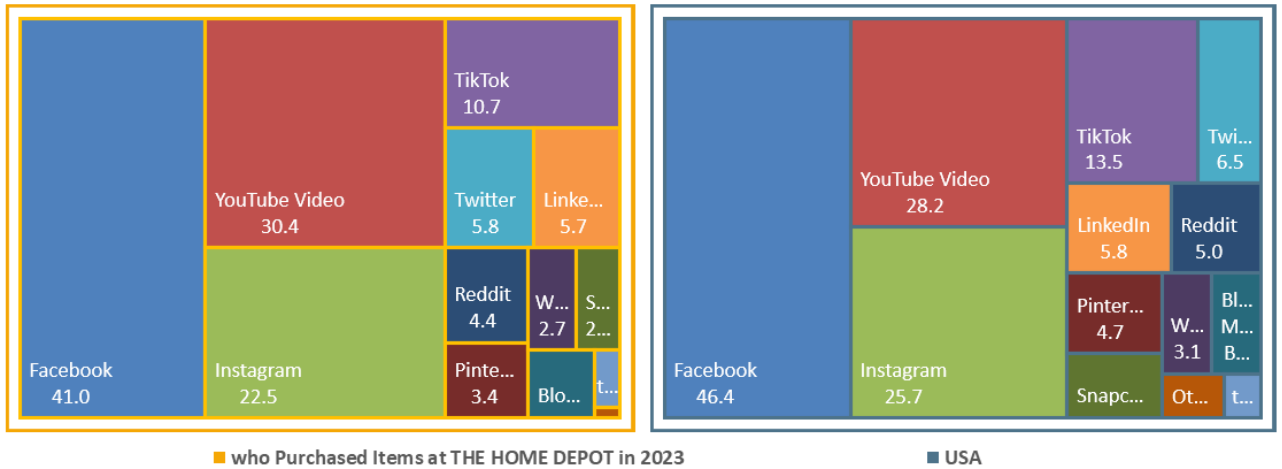
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): True Value

64,059,674 or 76.% of Adults 25 - 64 who Purchased Items at THE HOME DEPOT in 2023 use Ad-Supported Facebook for an average of 33.7 minutes every day representing 29.2% of all time spent daily with Ad-Supported Social Media.

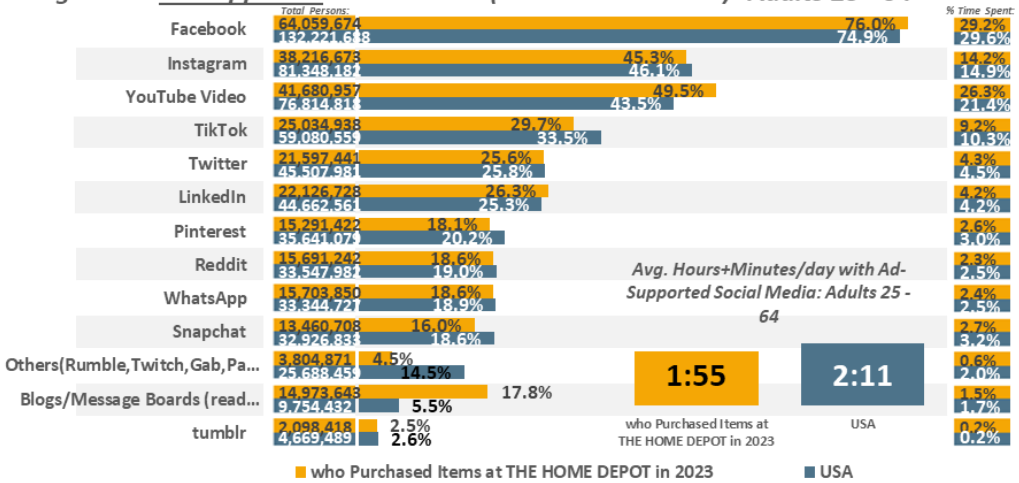
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



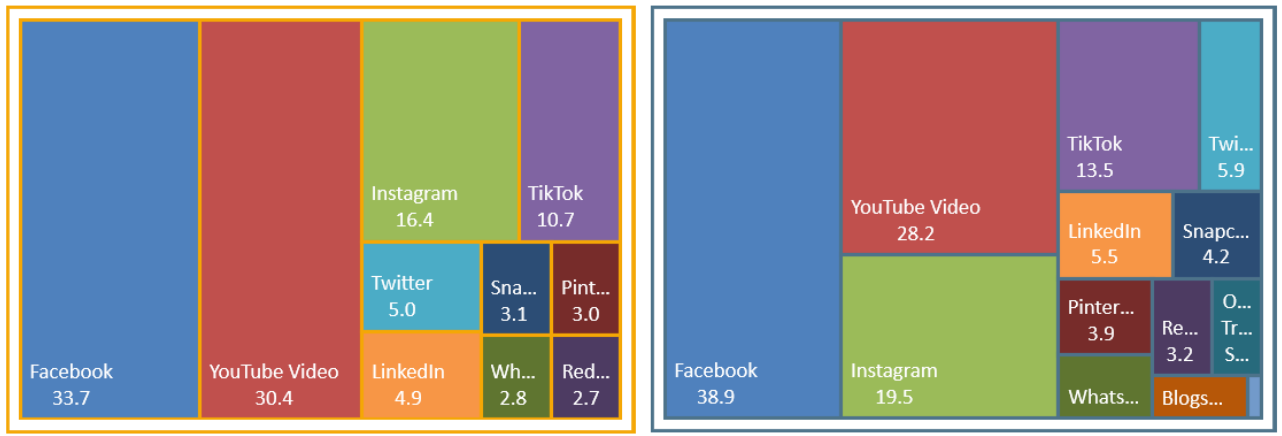
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 4,712

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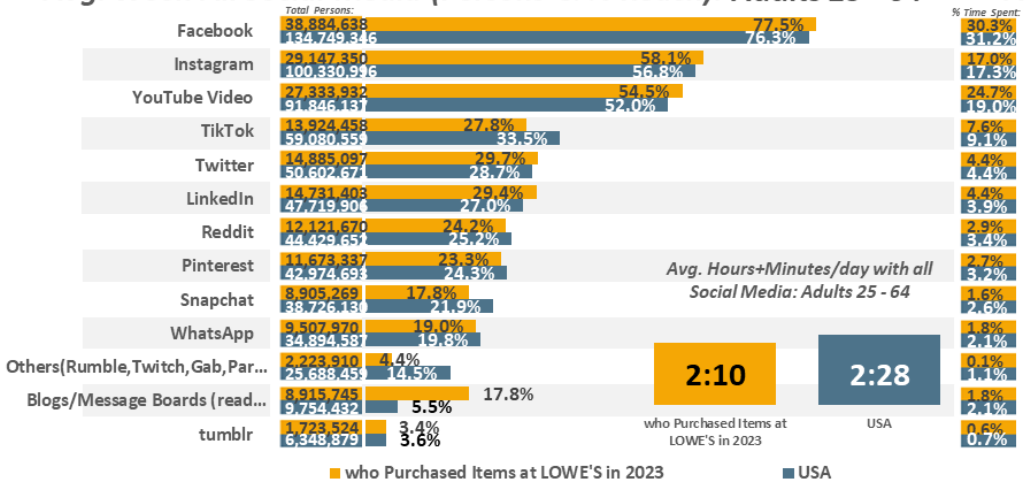
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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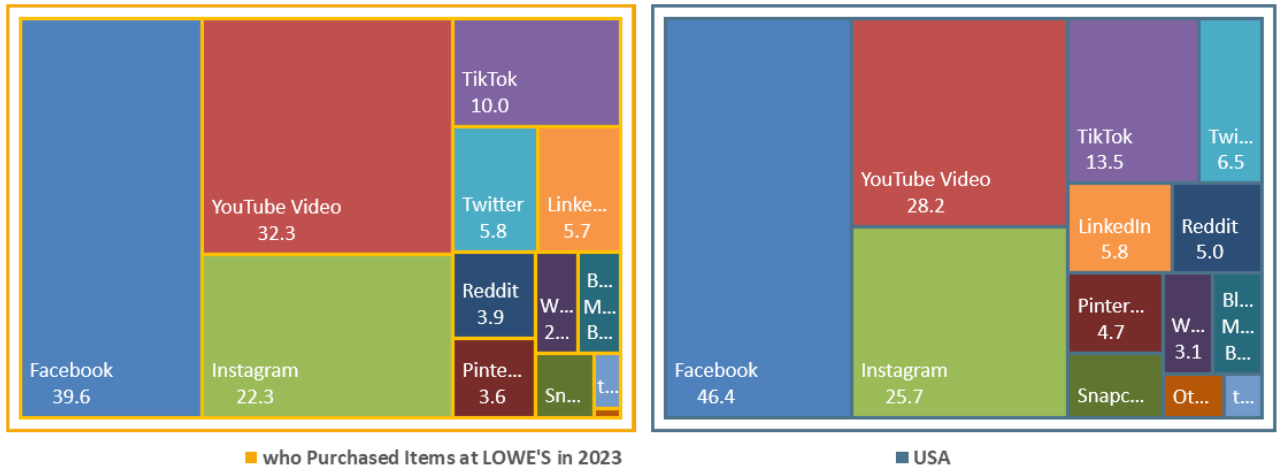
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): The Home Depot

23,361,907 or 46.6% of Adults 25 - 64 who Purchased Items at LOWE'S in 2023 use Ad-Supported YouTube Video for an average of 32.5 minutes every day representing 28.1% of all time spent daily with Ad-Supported Social Media.

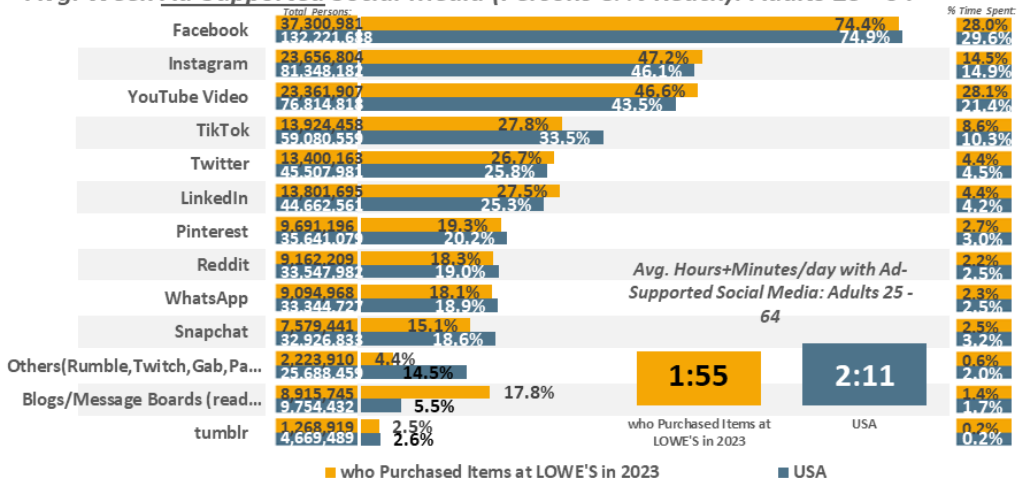
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



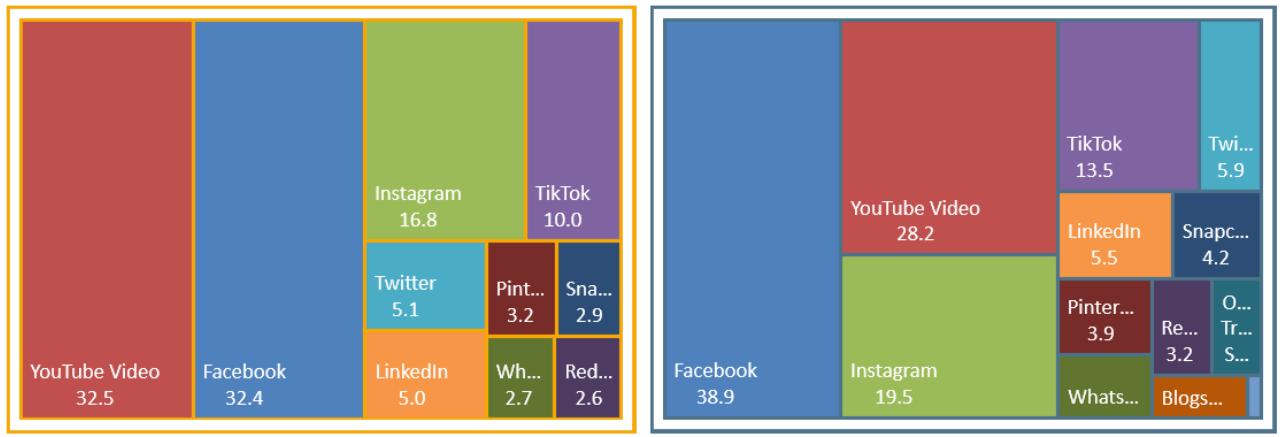
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,090

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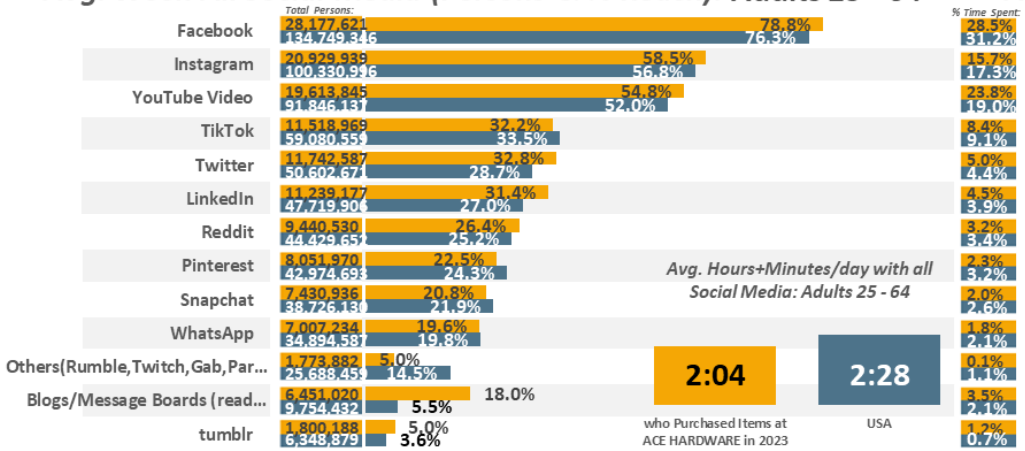
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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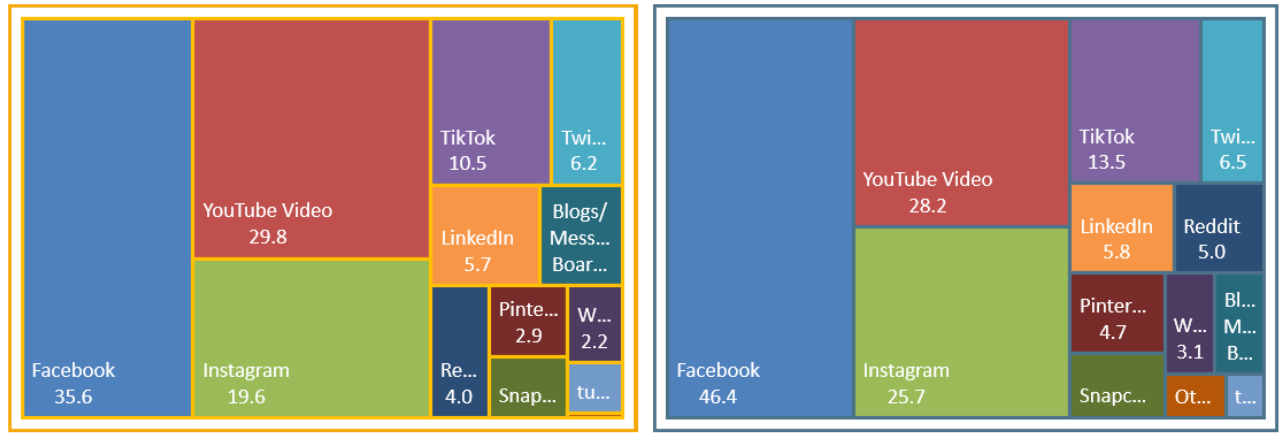
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Lowe's

16,361,644 or 45.7% of Adults 25 - 64 who Purchased Items at ACE HARDWARE in 2023 use Ad-Supported YouTube Video for an average of 29.7 minutes every day representing 27.7% of all time spent daily with Ad-Supported Social Media.

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

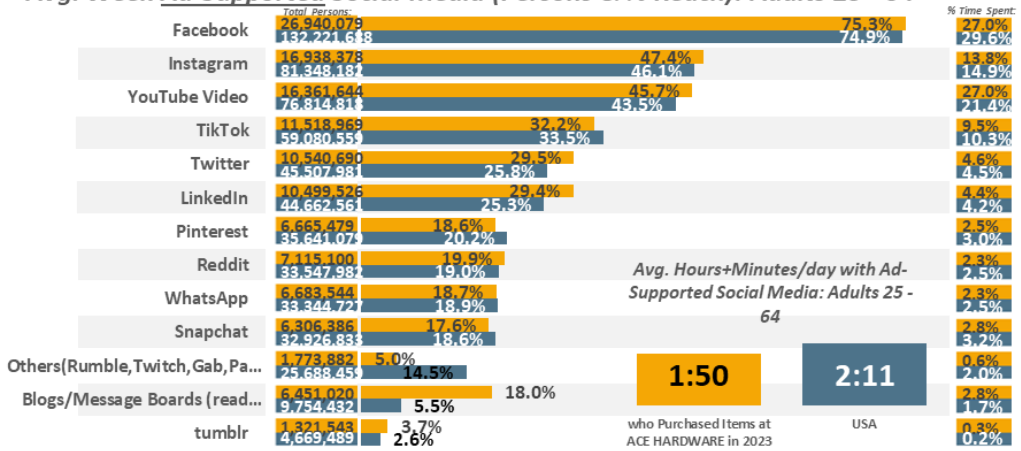


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

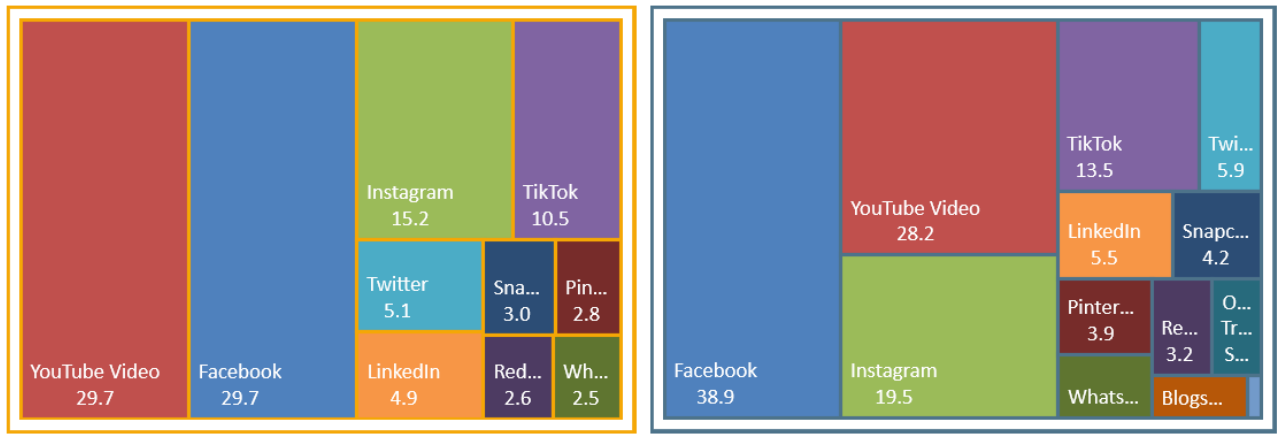


who Purchased Items at ACE HARDWARE in 2023 ■ USA

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



who Purchased Items at ACE HARDWARE in 2023 ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,131

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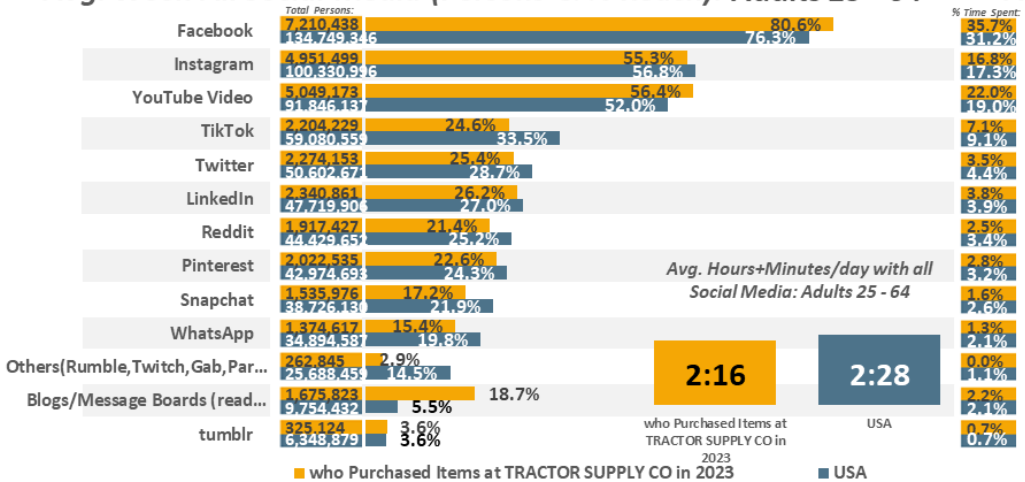
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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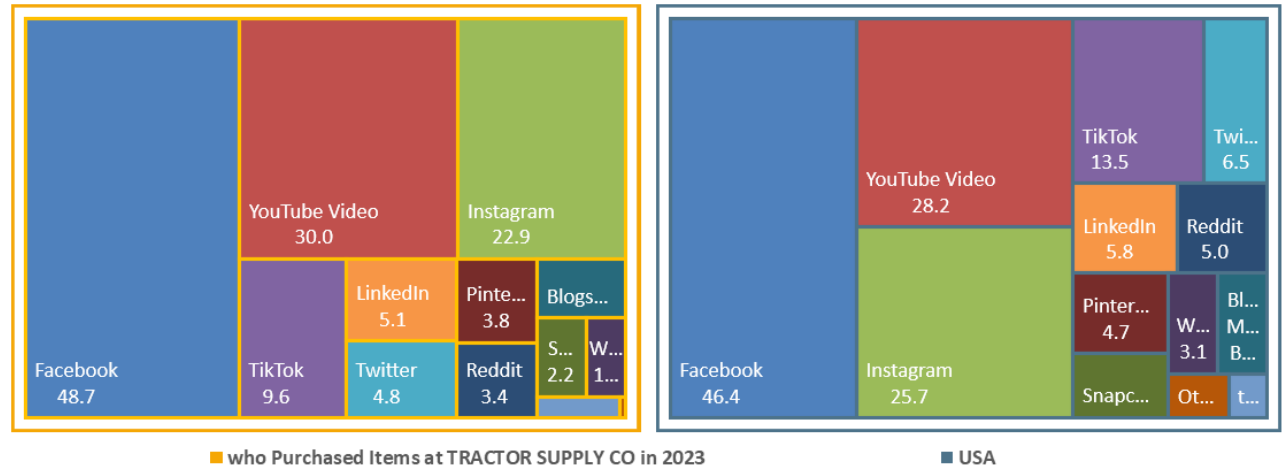
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Ace Hardware

7,210,438 or 80.6% of Adults 25 - 64 who Purchased Items at TRACTOR SUPPLY CO in 2023 use Ad-Supported Facebook for an average of 39.7 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.

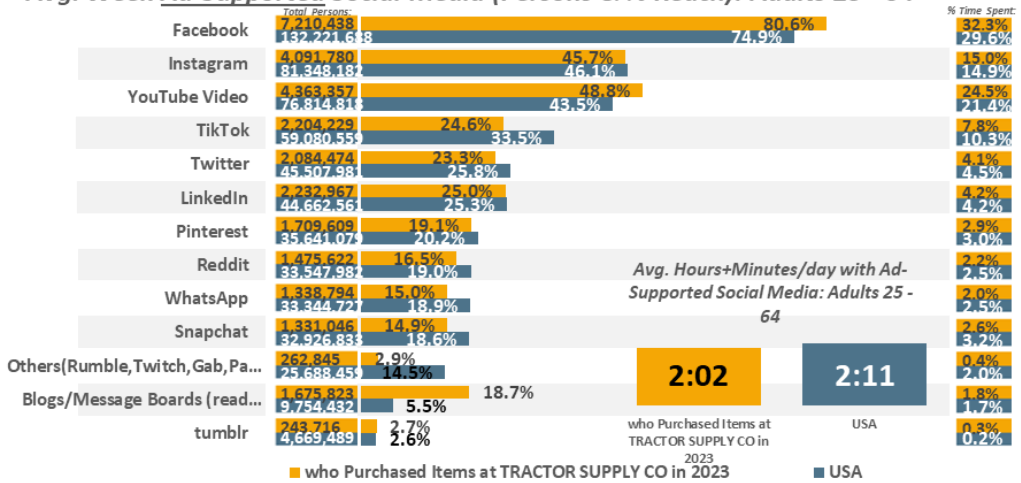
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



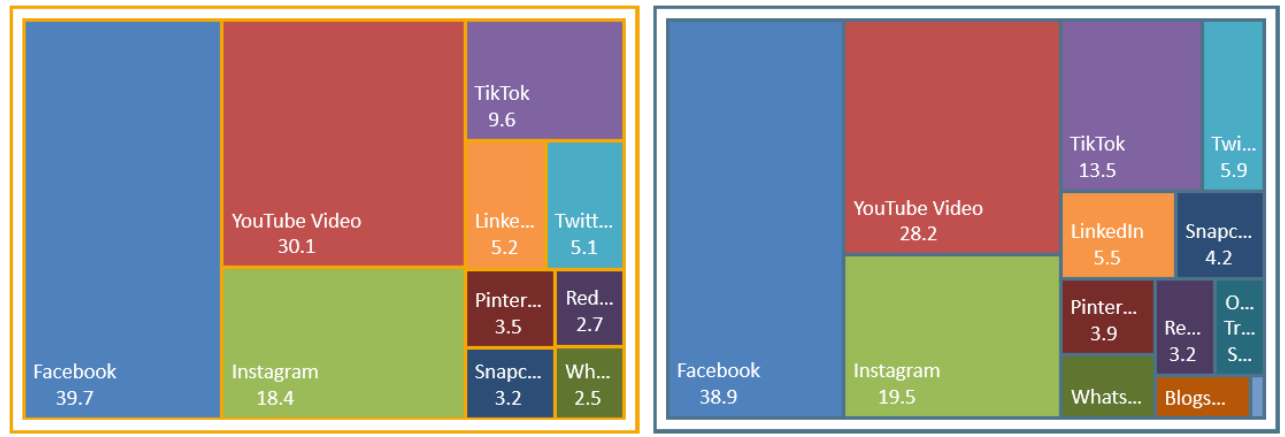
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 540

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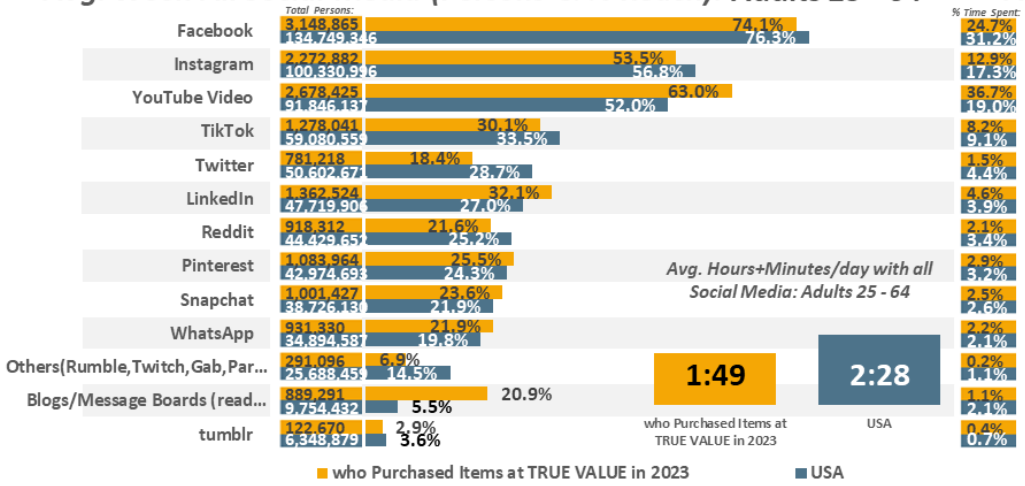
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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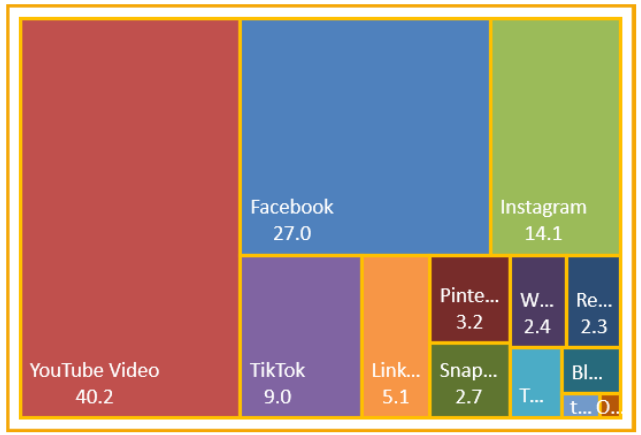
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Tractor Supply Co

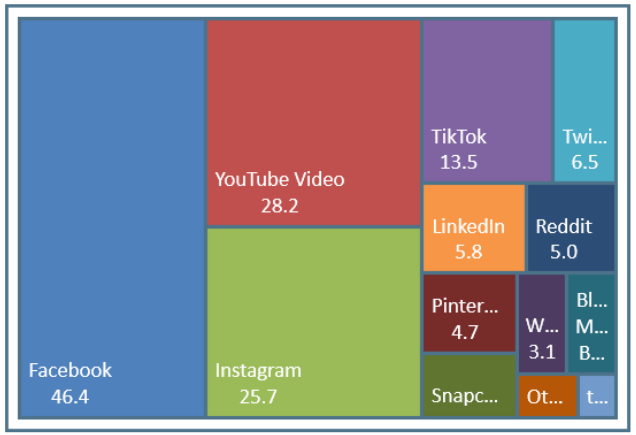
2,229,707 or 52.5% of Adults 25 - 64 who Purchased Items at TRUE VALUE in 2023 use Ad-Supported YouTube Video for an average of 38.4 minutes every day representing 41.8% of all time spent daily with Ad-Supported Social Media.

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

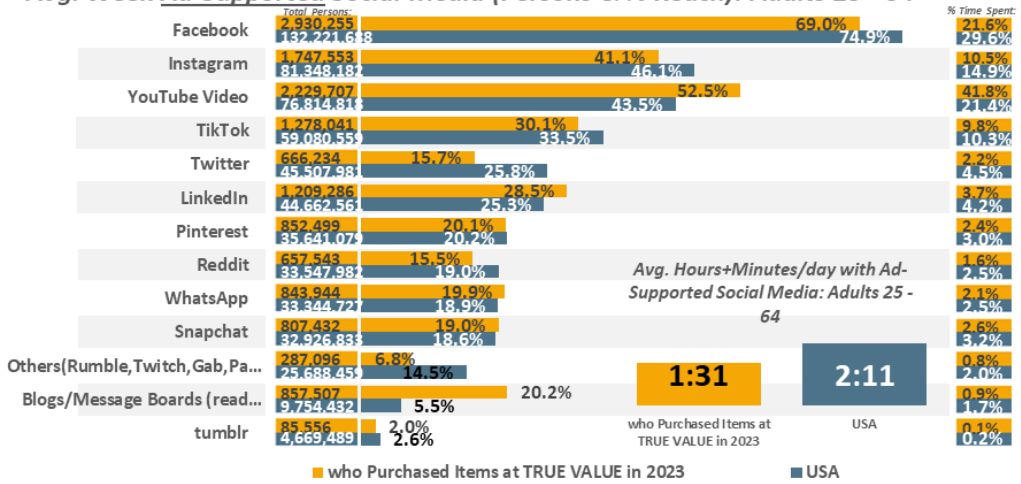


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

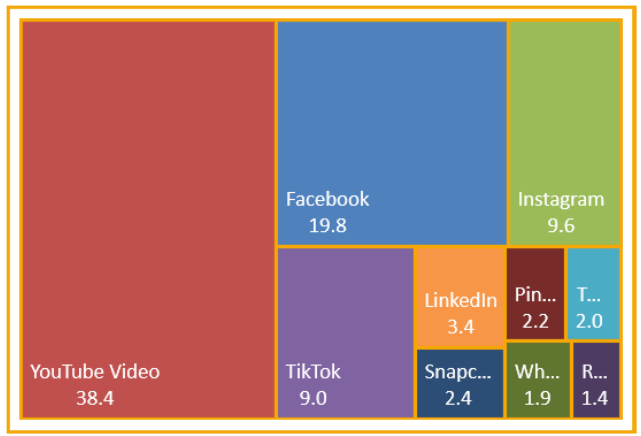


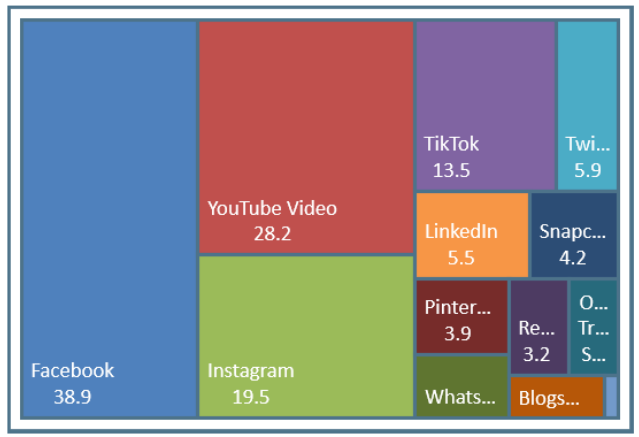


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 262

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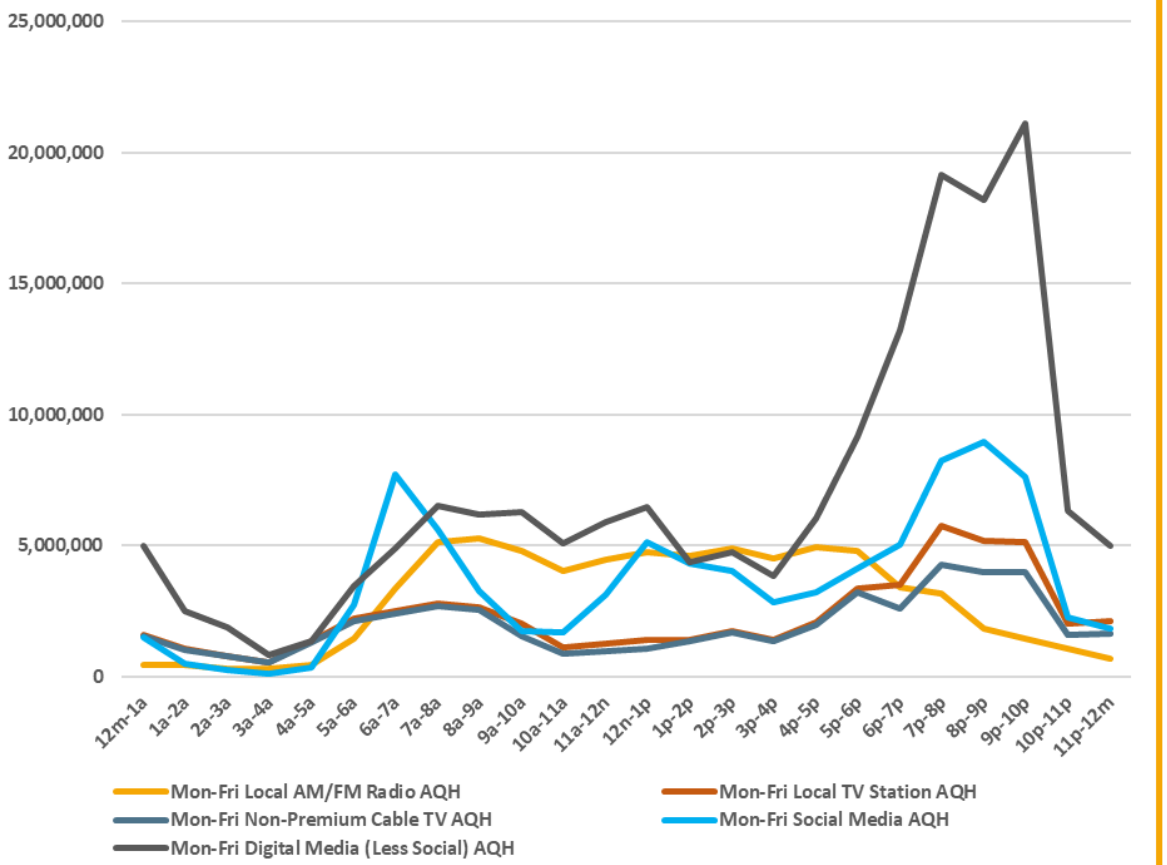
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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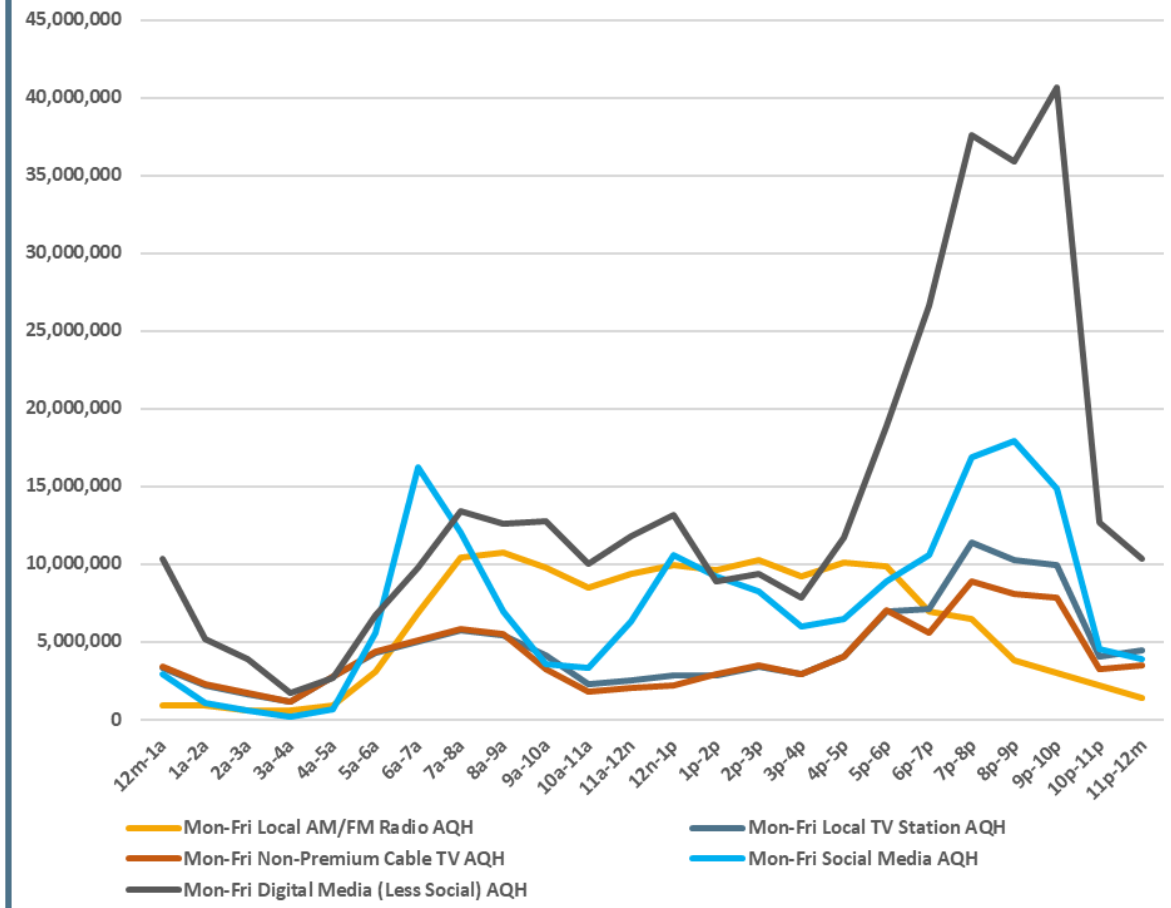
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): True Value

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,348,056; Local Radio: 4,525,610; Social Media: 3,971,406; Local TV: 2,078,368; Non-Prem. Cable: 1,865,459 reaching Adults 25 - 64 who Purchased Items at THE HOME DEPOT

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who Purchased Items at THE HOME DEPOT in 2023



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,712

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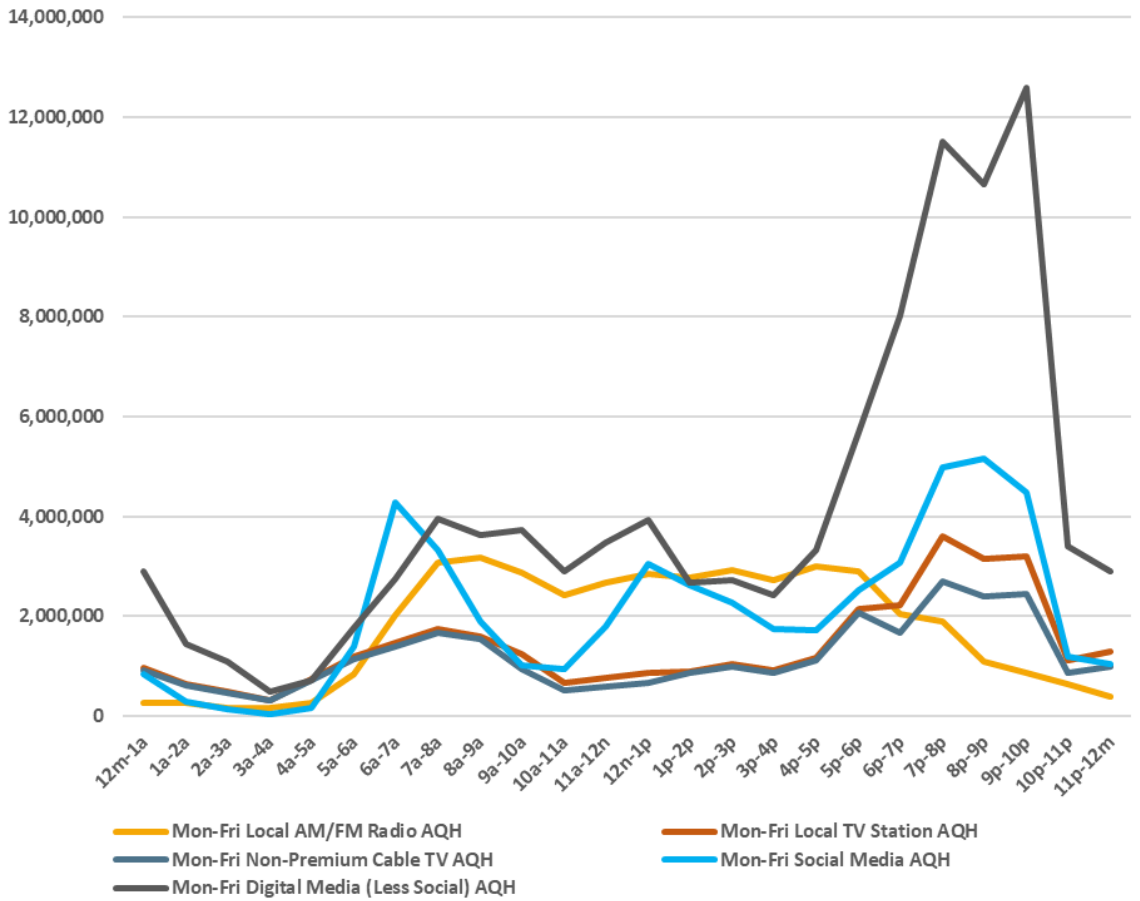
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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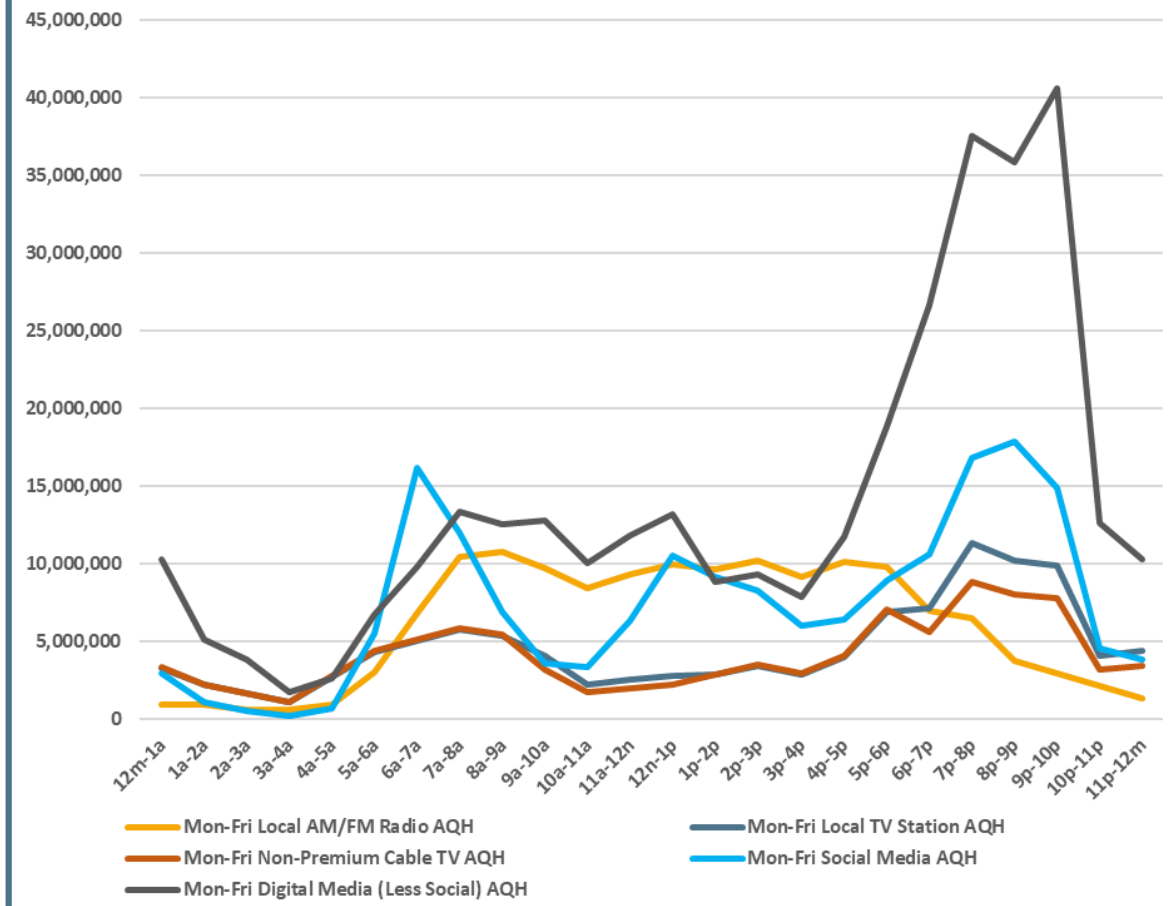
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): The Home Depot

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,784,894; Local Radio: 2,727,601; Social Media: 2,327,558; Local TV: 1,288,896; Non-Prem. Cable: 1,146,550 reaching Adults 25 - 64 who Purchased Items at LOWE'S in 2023.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who Purchased Items at LOWE'S in 2023



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,090

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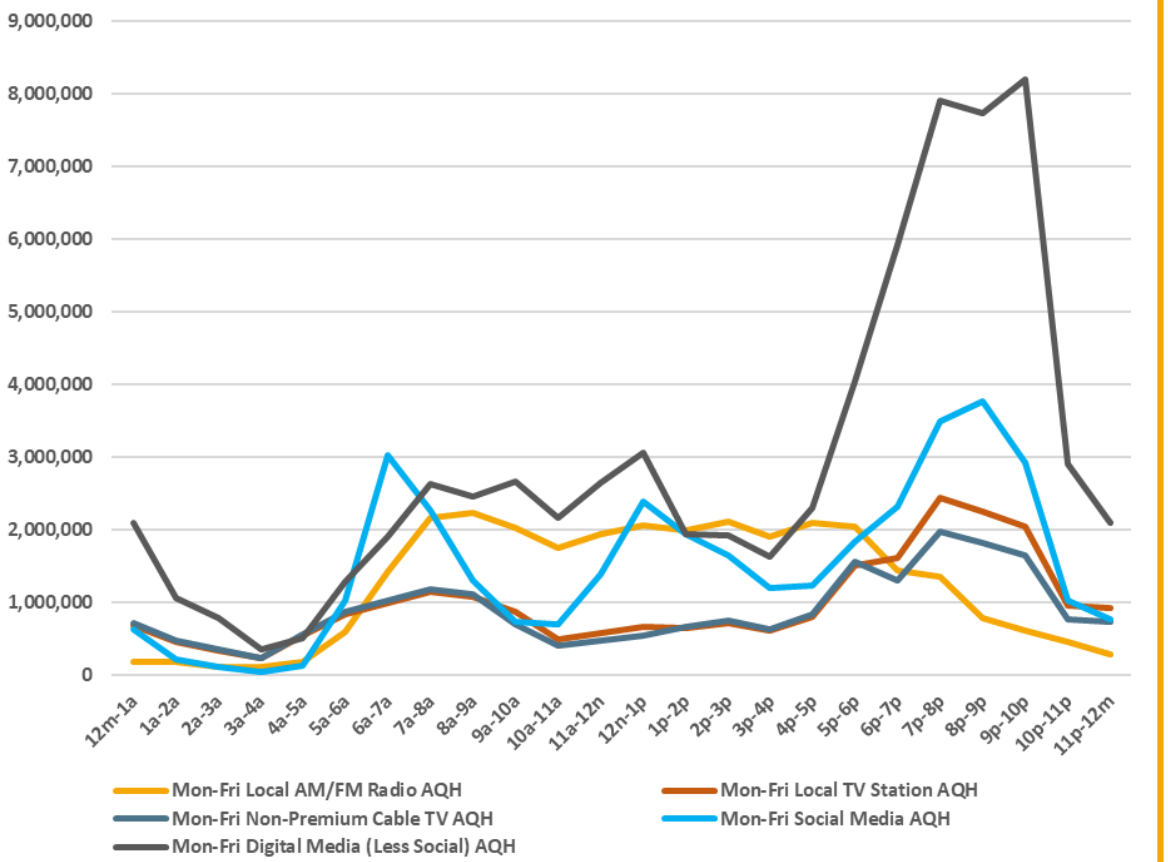
USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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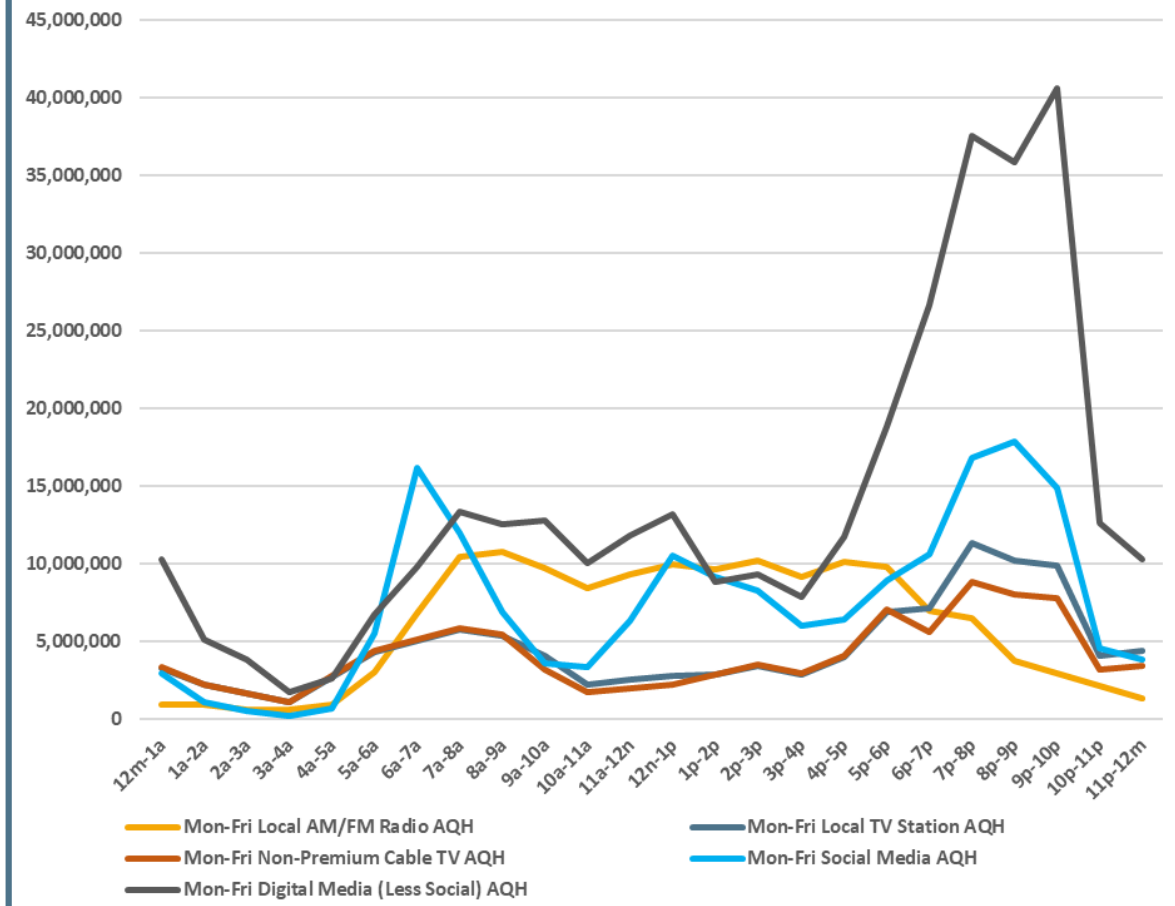
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Lowe's

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,714,516; Local Radio: 1,937,673; Social Media: 1,692,042; Local TV: 902,518; Non-Prem. Cable: 856,734 reaching Adults 25 - 64 who Purchased Items at ACE HARDWARE in 202

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who Purchased Items at ACE HARDWARE in 2023



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,131

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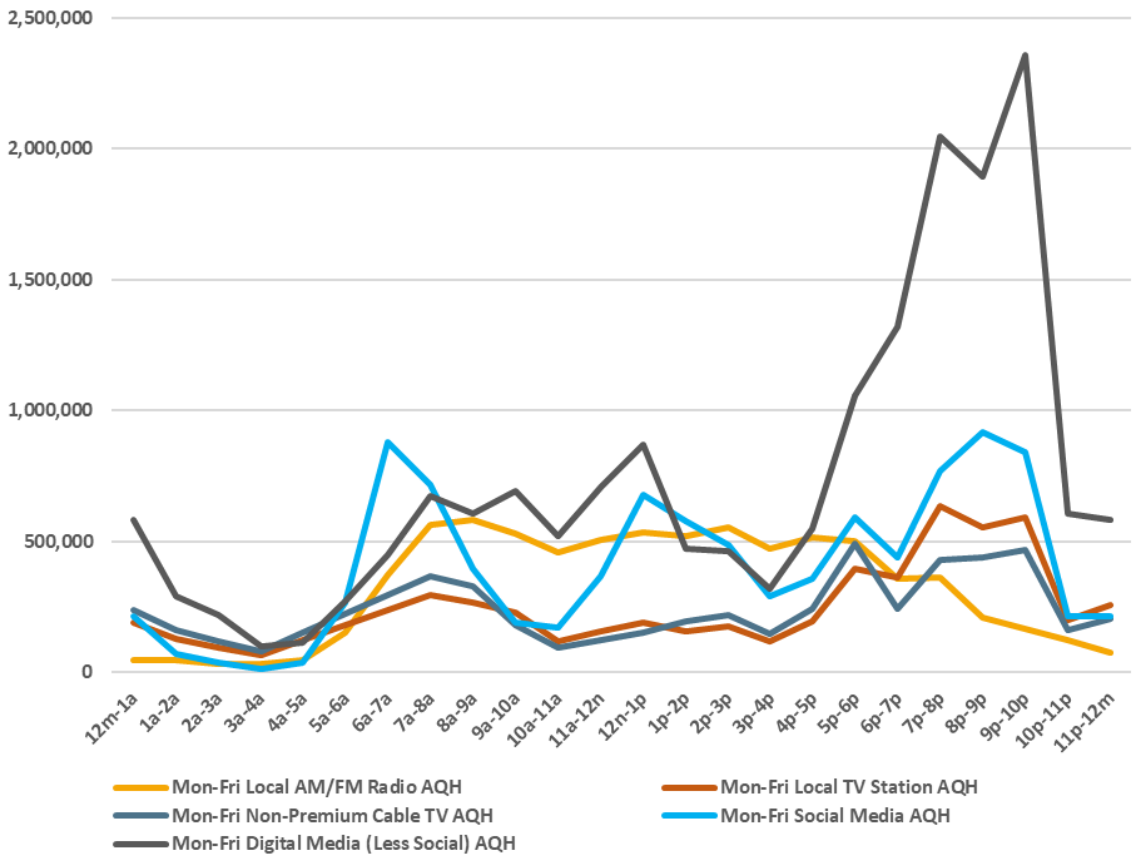
USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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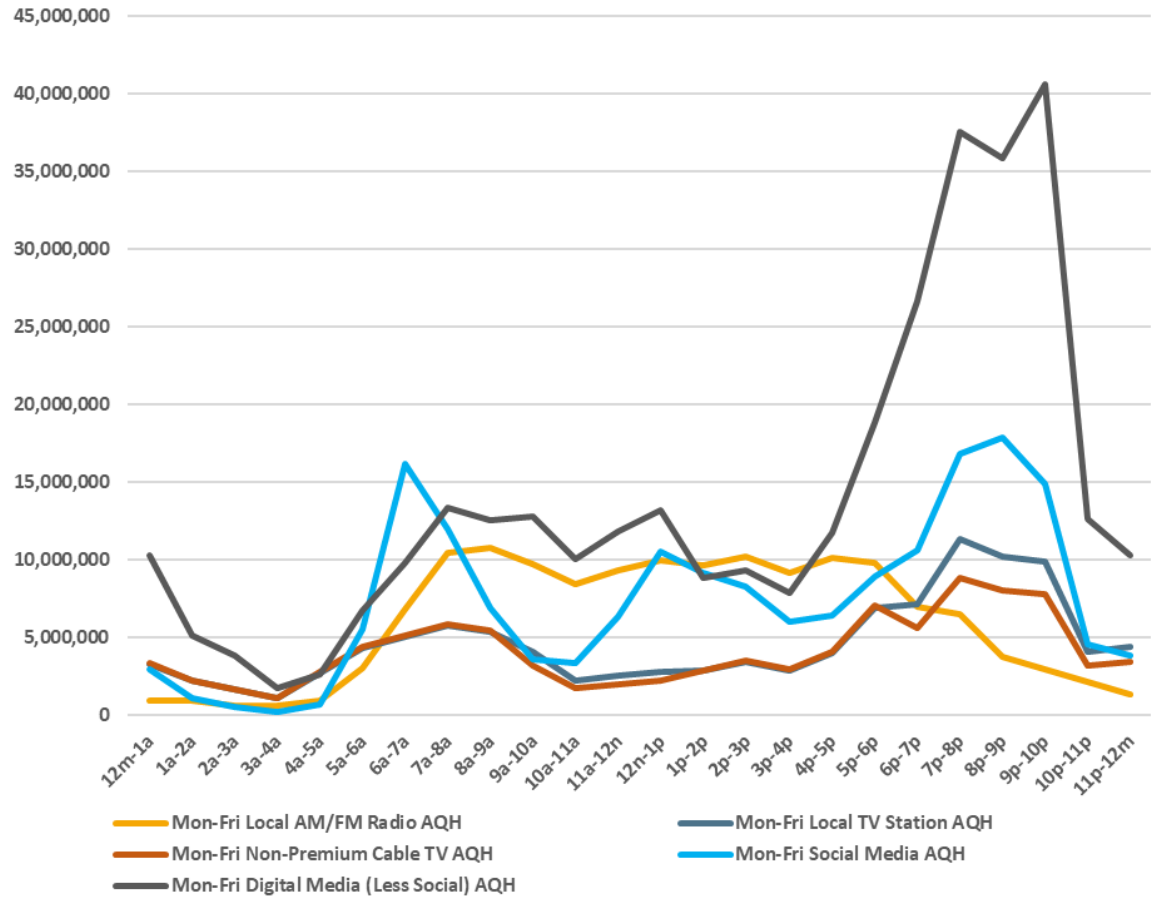
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Ace Hardware

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 668,630; Local Radio: 496,442; Social Media: 471,690; Non-Prem. Cable: 236,348; Local TV: 221,896 reaching Adults 25 - 64 who Purchased Items at TRACTOR SUPPLY CO in 2023

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who Purchased Items at TRACTOR SUPPLY CO in 2023



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 540

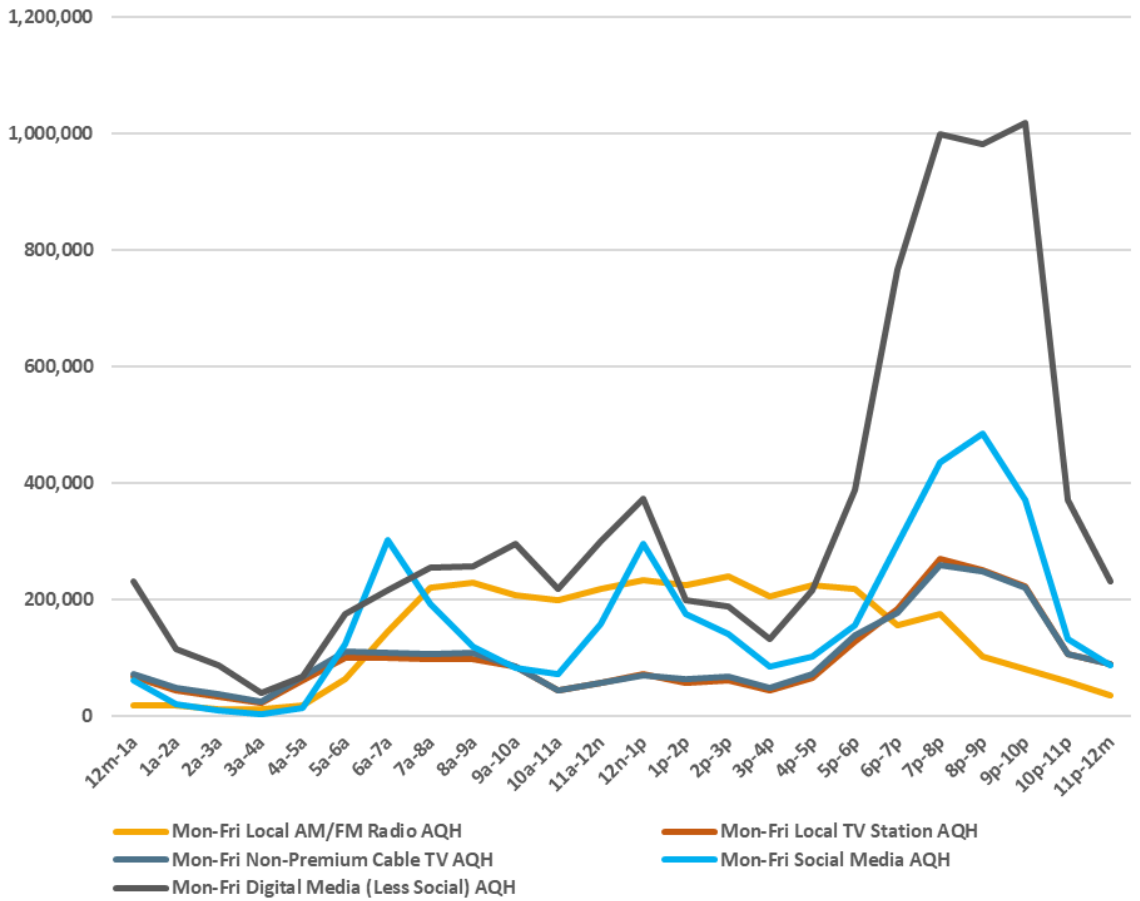
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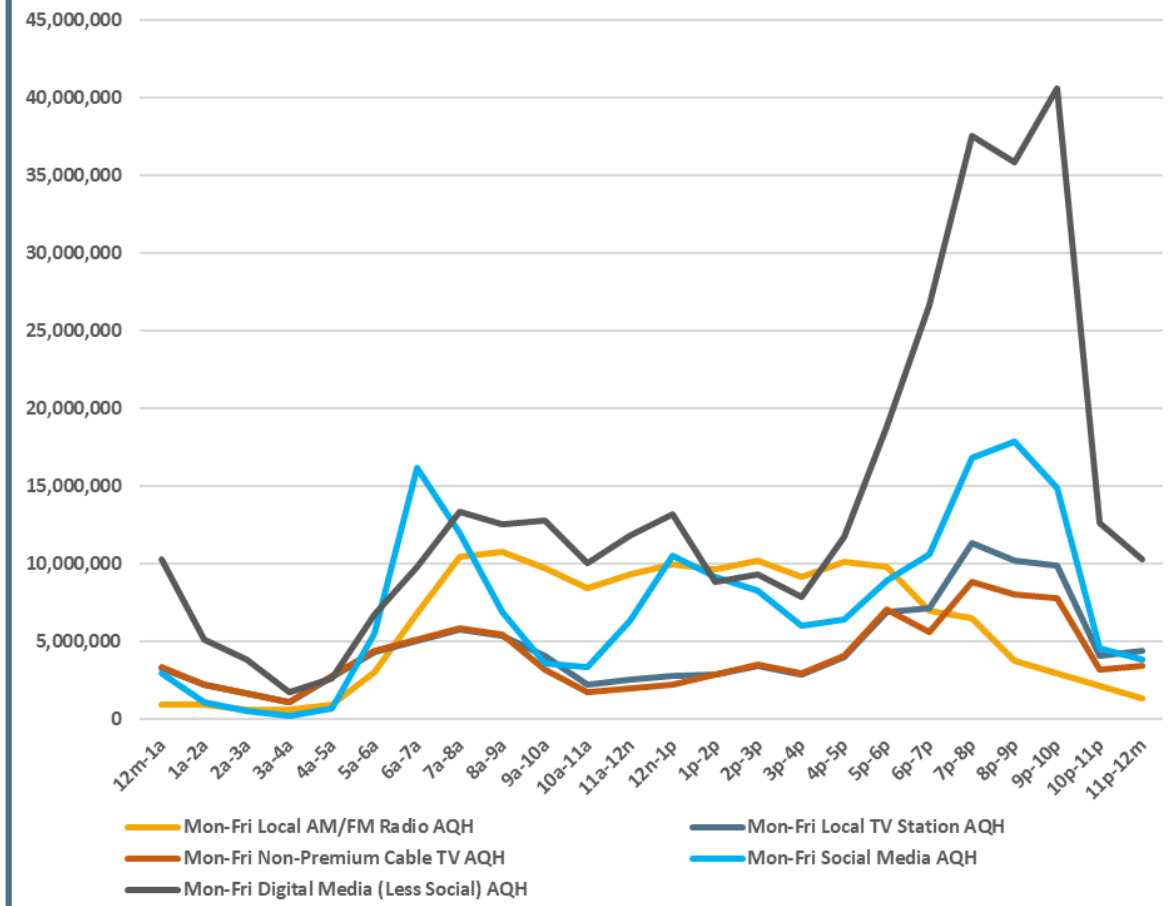
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Tractor Supply Co

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 292,751; Local Radio: 209,388; Social Media: 167,893; Non-Prem. Cable: 88,150; Local TV: 84,065 reaching Adults 25 - 64 who Purchased Items at TRUE VALUE in 2023.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who Purchased Items at TRUE VALUE in 2023



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 262

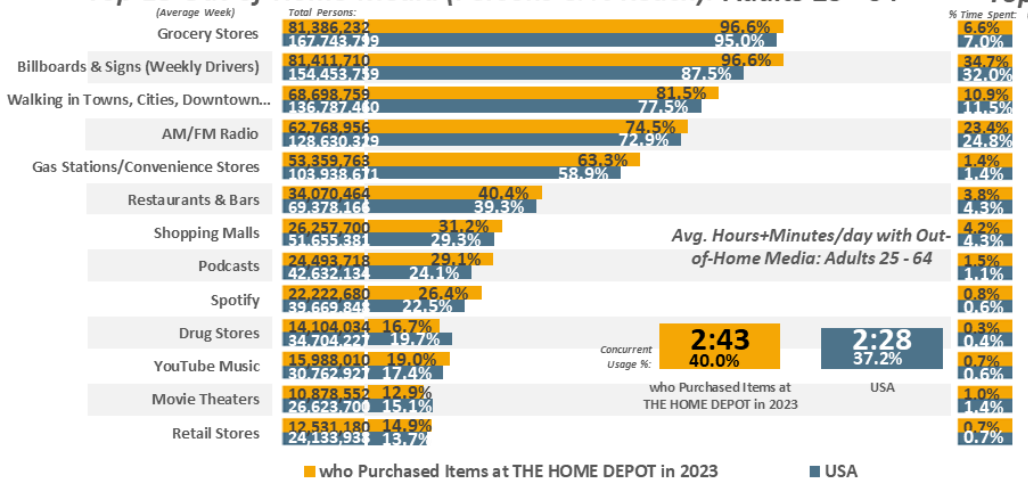
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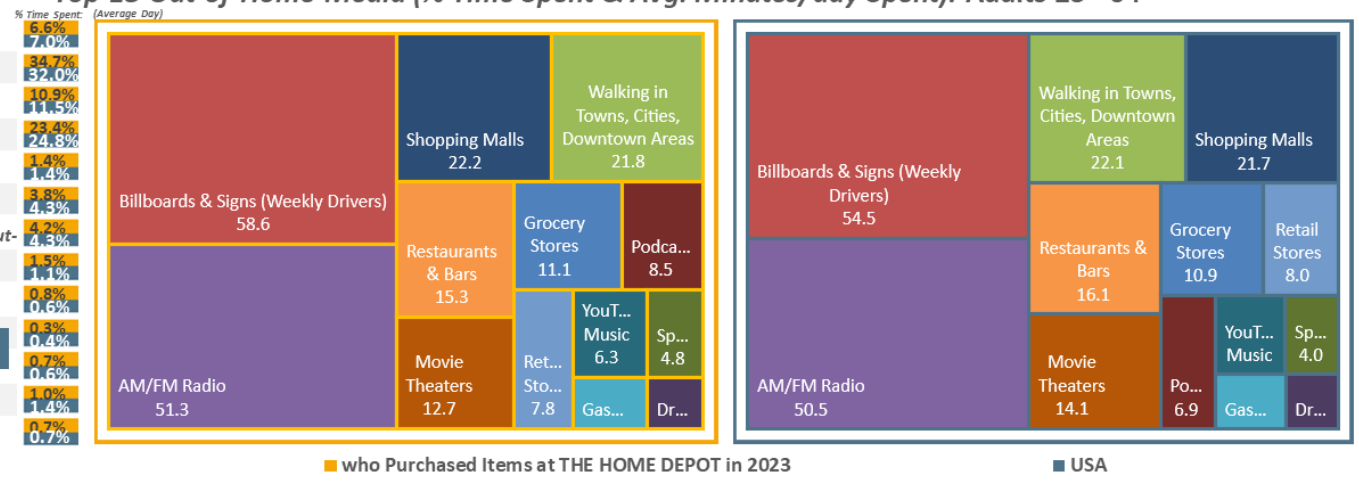
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): True Value

81,411,710 or 96.6% of Adults 25 - 64 who Purchased Items at THE HOME DEPOT in 2023 spend an average of 58.6 minutes per day driving, seeing Billboards and Signs. 70.7% Listen to Local Radio Stations Out-of-Home for an average of 46.8 minutes/day.

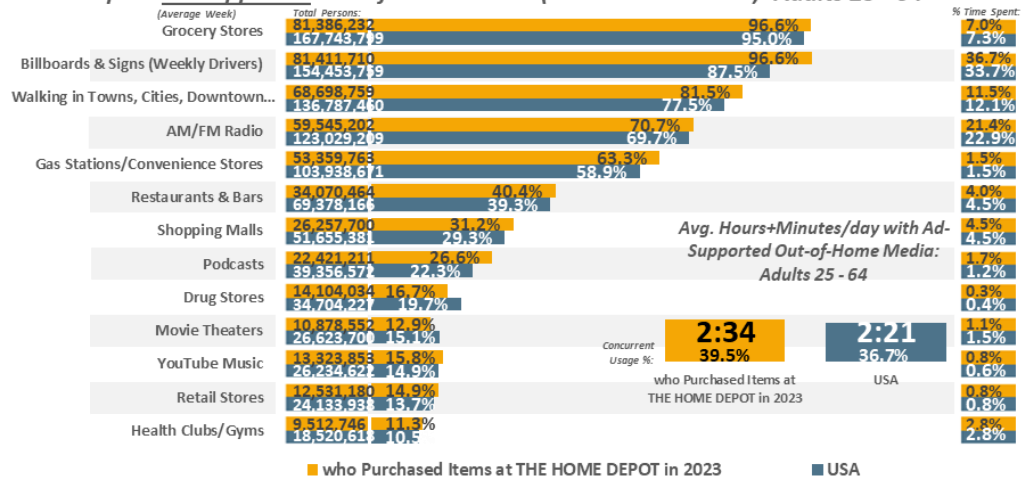
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



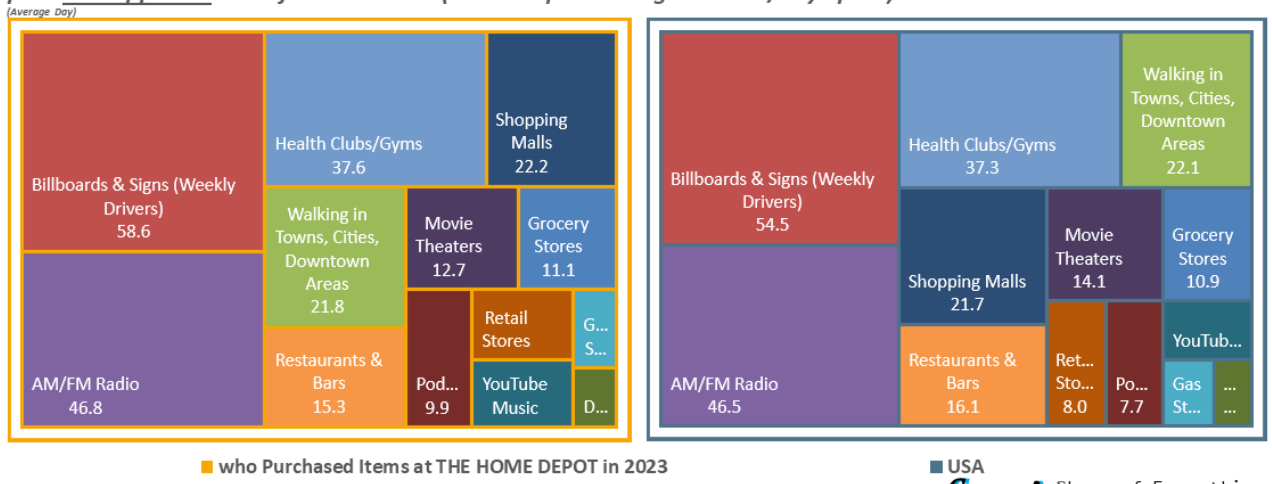
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,712

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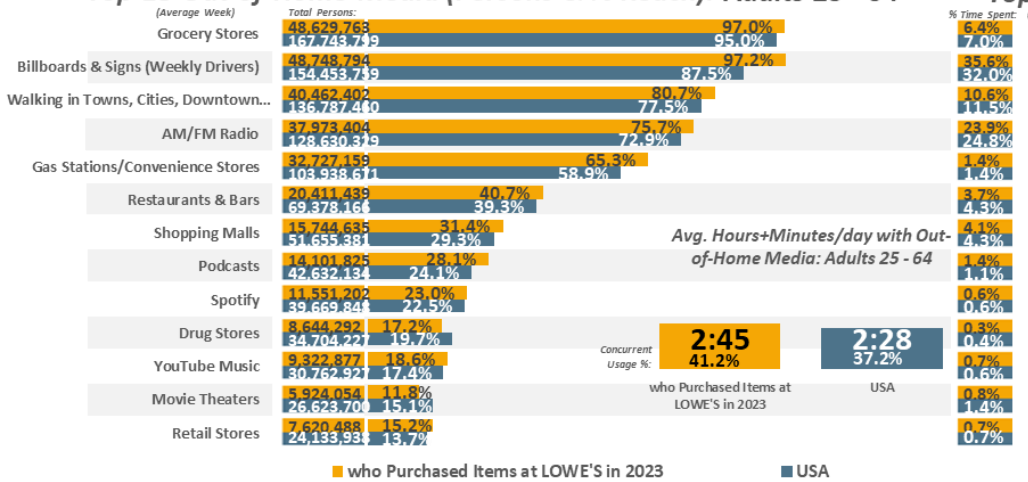
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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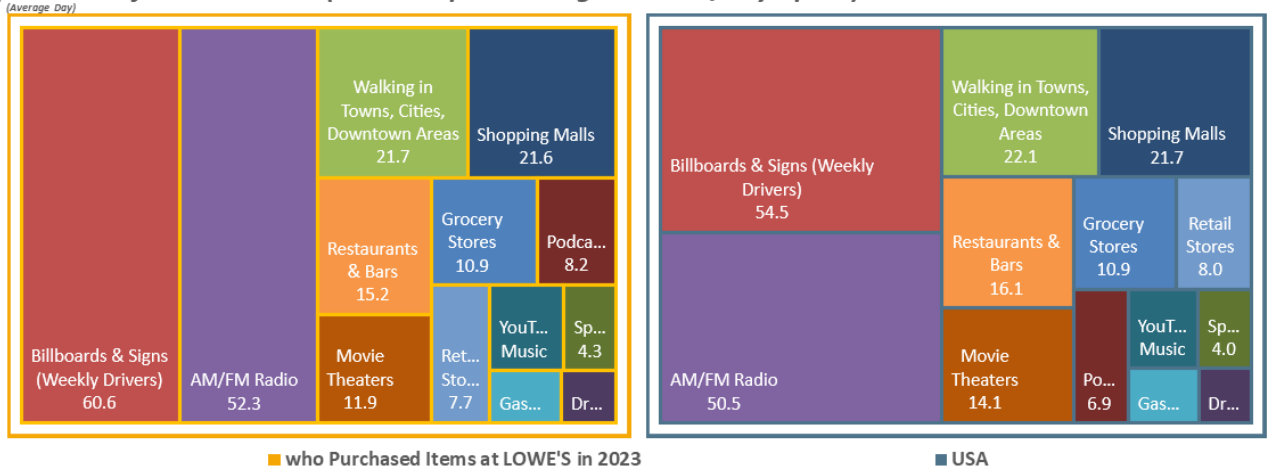
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): The Home Depot

48,748,794 or 97.2% of Adults 25 - 64 who Purchased Items at LOWE'S in 2023 spend an average of 60.6 minutes per day driving, seeing Billboards and Signs. 71.5% Listen to Local Radio Stations Out-of-Home for an average of 47. minutes/day.

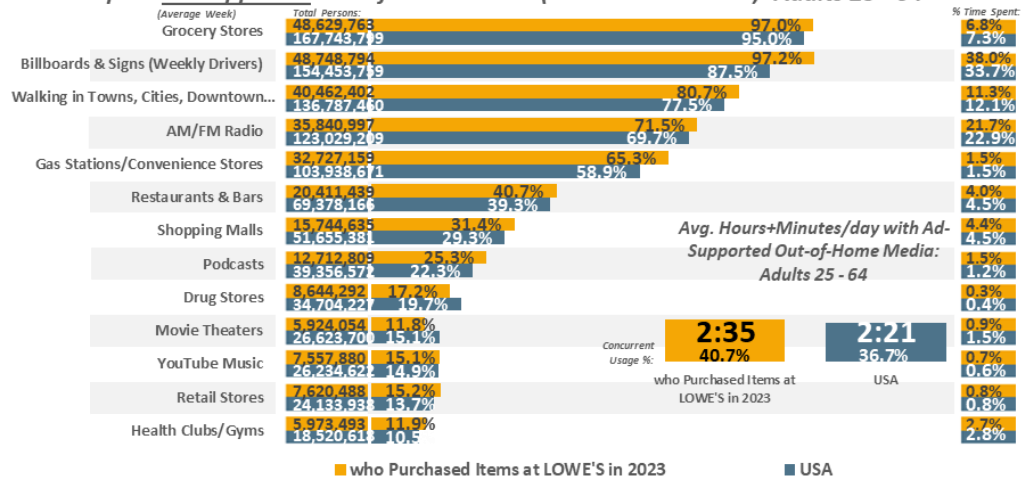
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



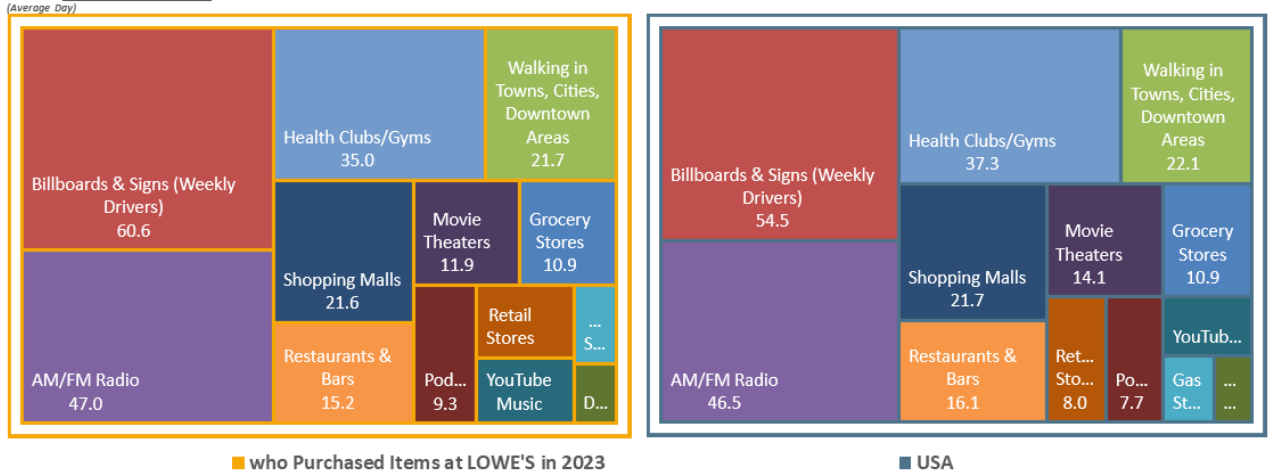
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,090

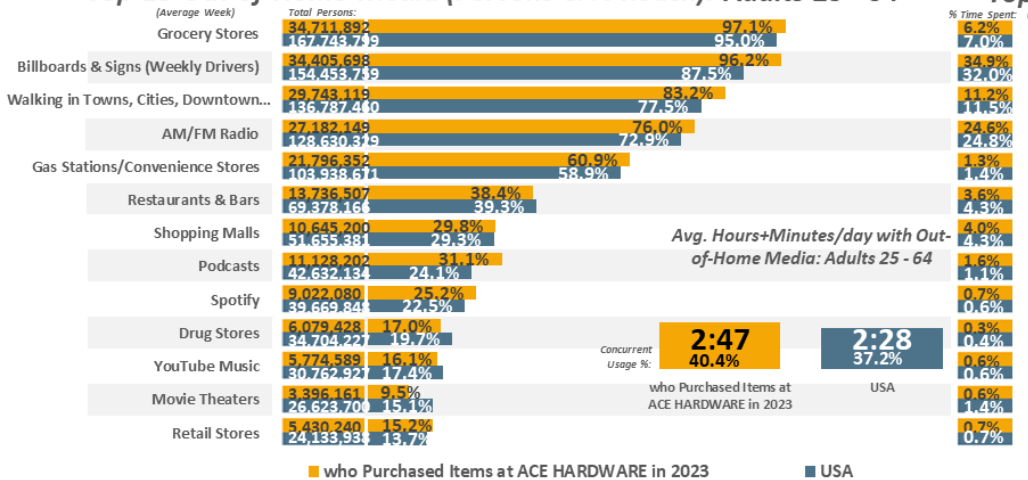
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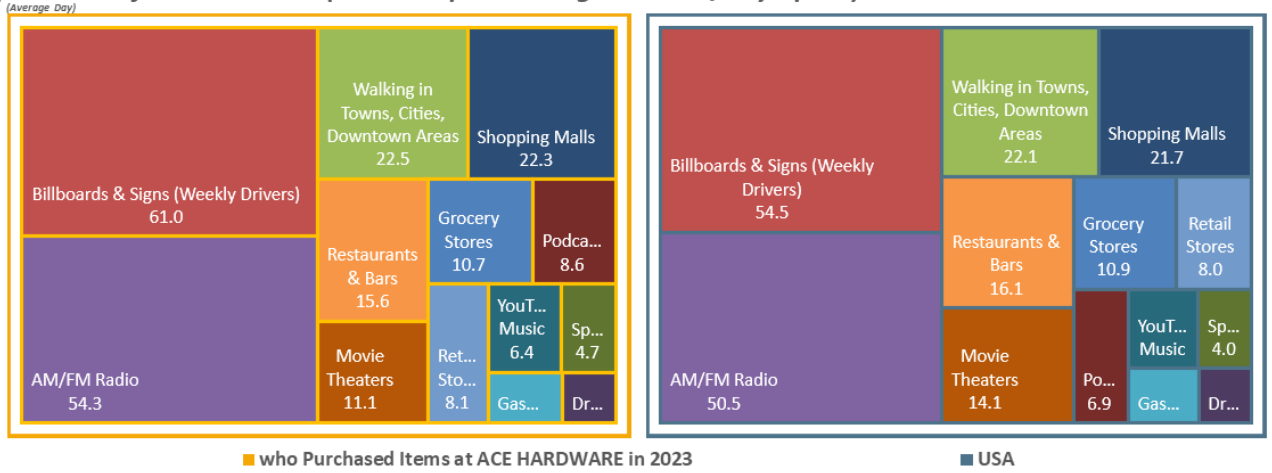
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Lowe's

34,405,698 or 96.2% of Adults 25 - 64 who Purchased Items at ACE HARDWARE in 2023 spend an average of 61. minutes per day driving, seeing Billboards and Signs. 71.2% Listen to Local Radio Stations Out-of-Home for an average of 47.9 minutes/day.

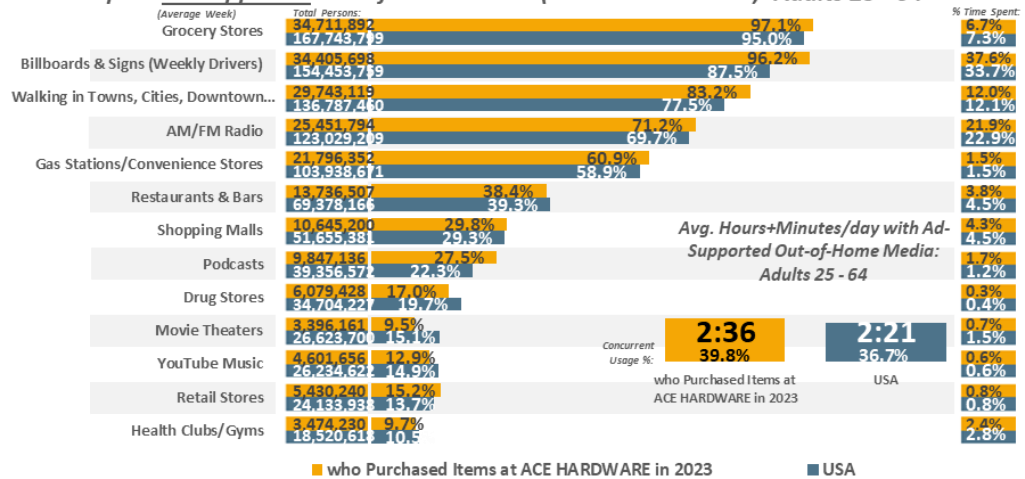
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



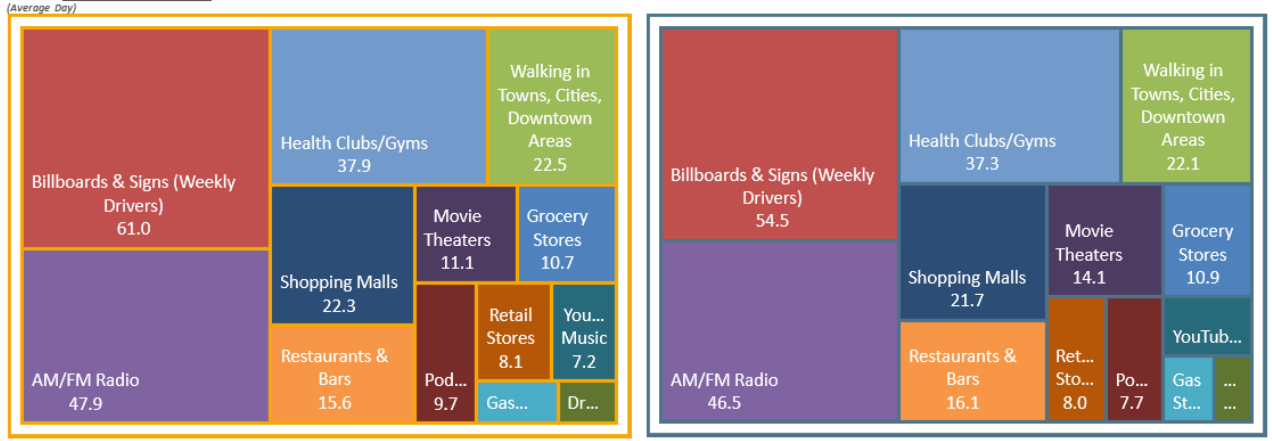
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,131

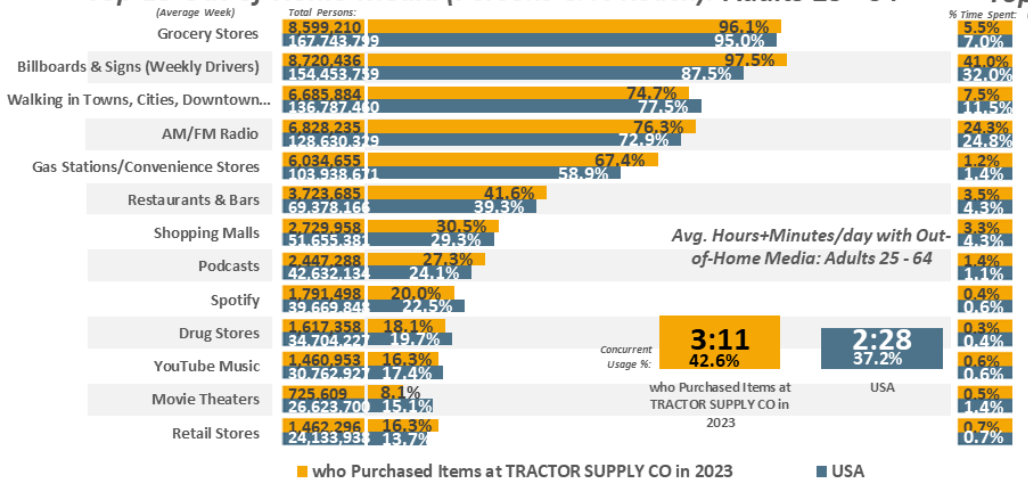
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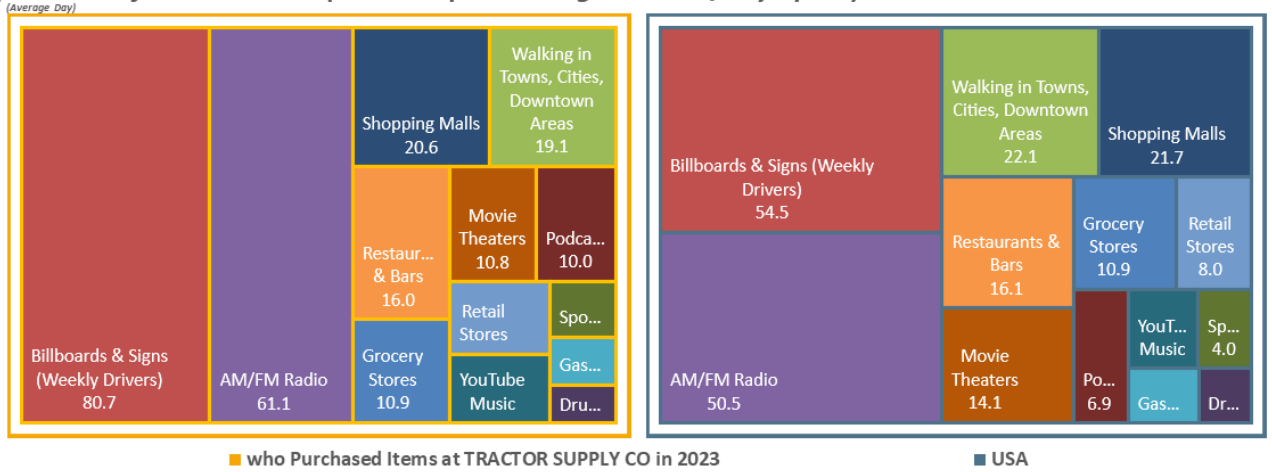
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Ace Hardware

8,720,436 or 97.5% of Adults 25 - 64 who Purchased Items at TRACTOR SUPPLY CO in 2023 spend an average of 80.7 minutes per day driving, seeing Billboards and Signs. 73.2% Listen to Local Radio Stations Out-of-Home for an average of 55.7 minutes/day.

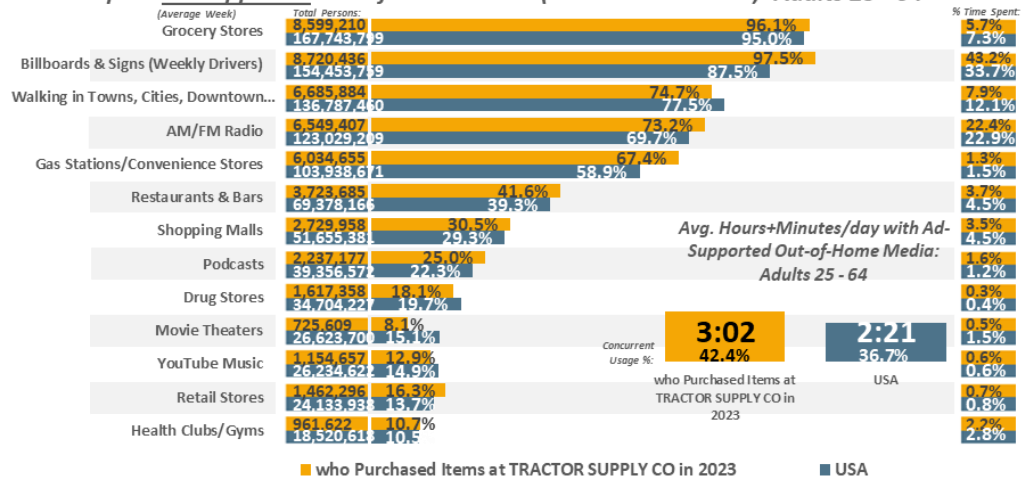
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



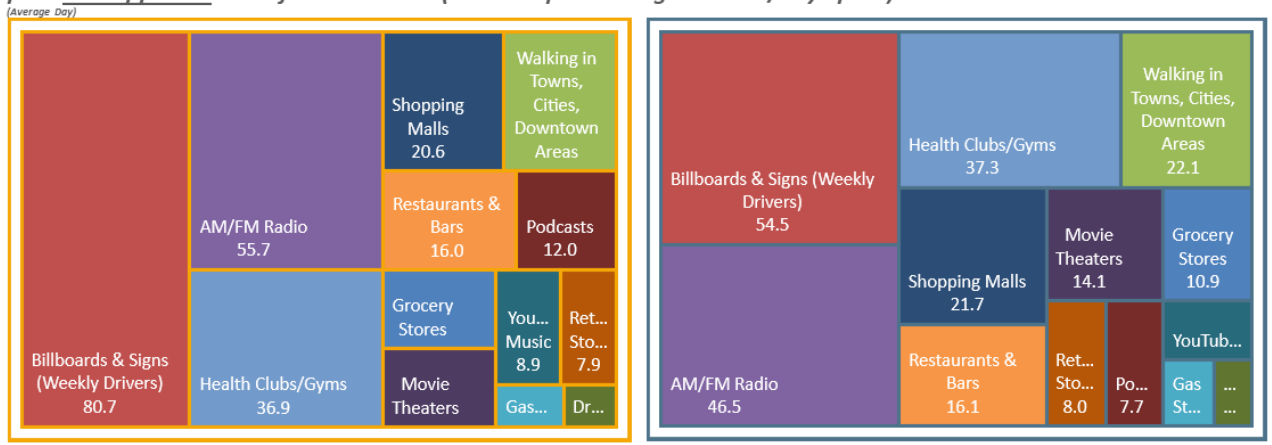
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 540

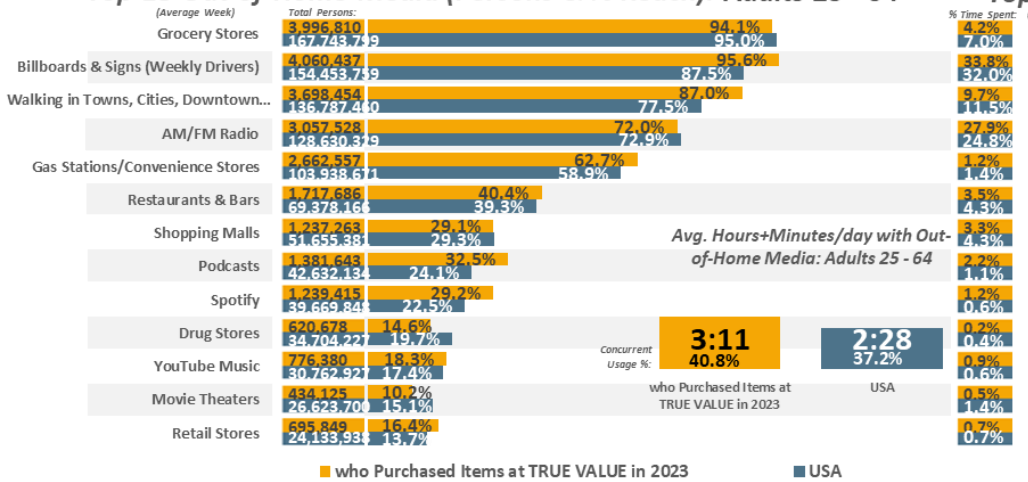
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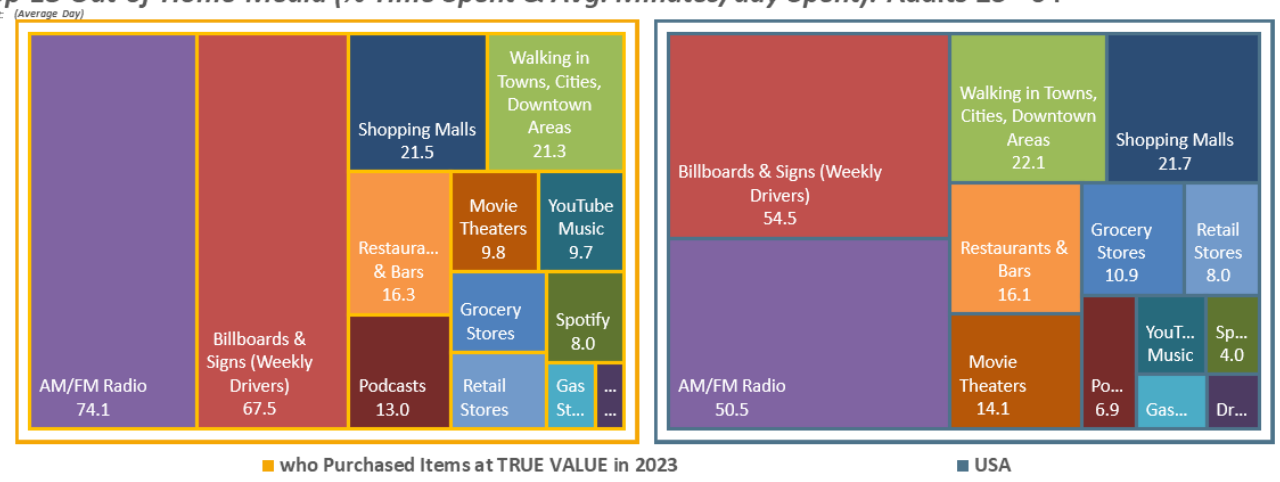
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Tractor Supply Co

4,060,437 or 95.6% of Adults 25 - 64 who Purchased Items at TRUE VALUE in 2023 spend an average of 67.5 minutes per day driving, seeing Billboards and Signs. 66.3% Listen to Local Radio Stations Out-of-Home for an average of 60.7 minutes/day.

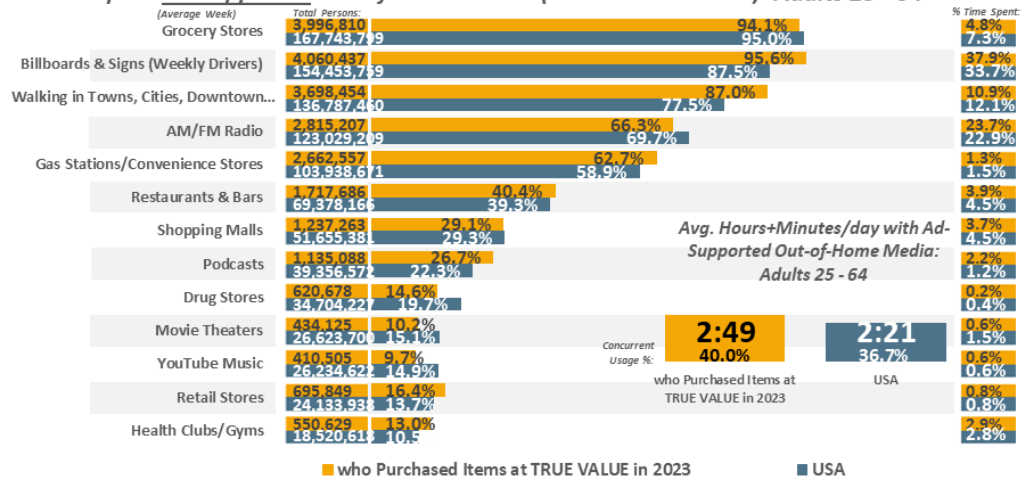
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



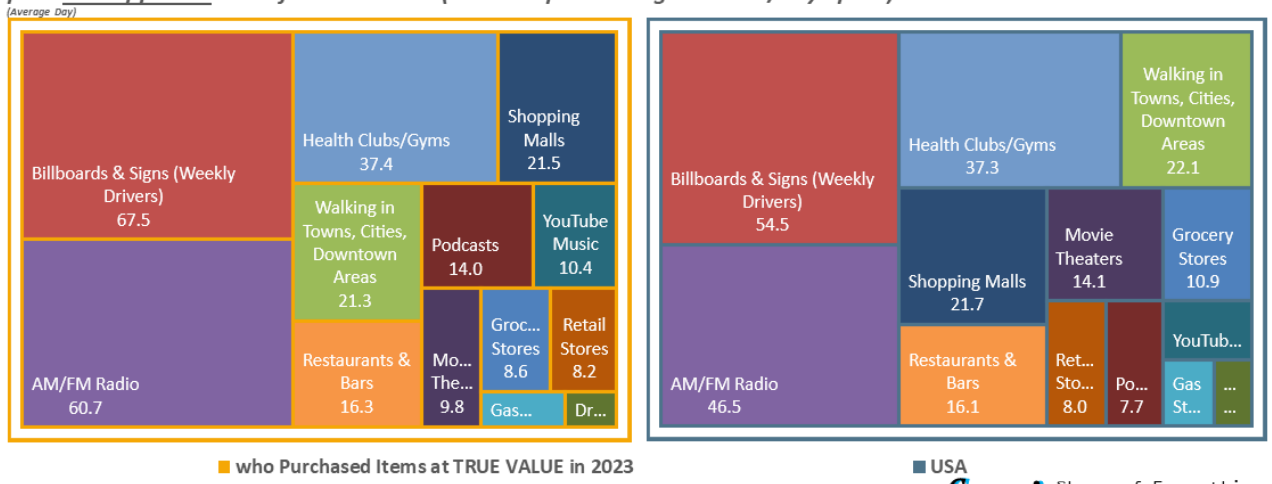
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 262

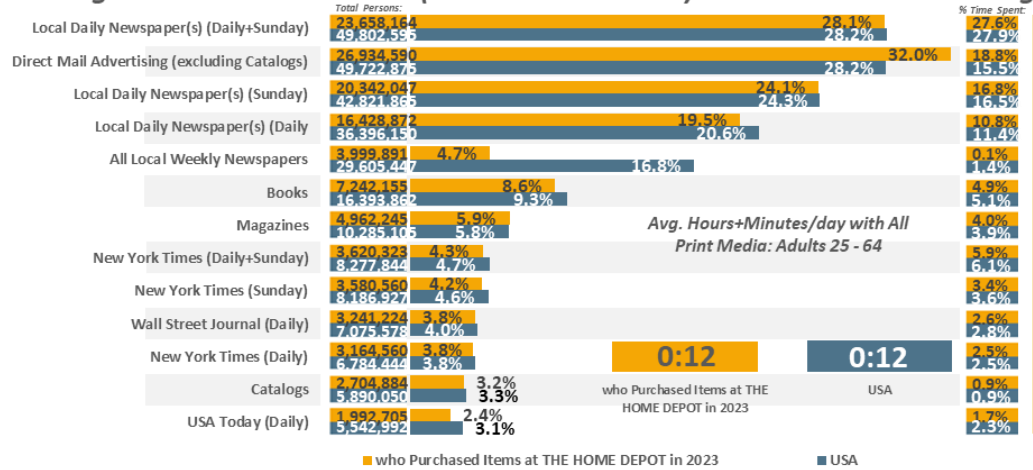
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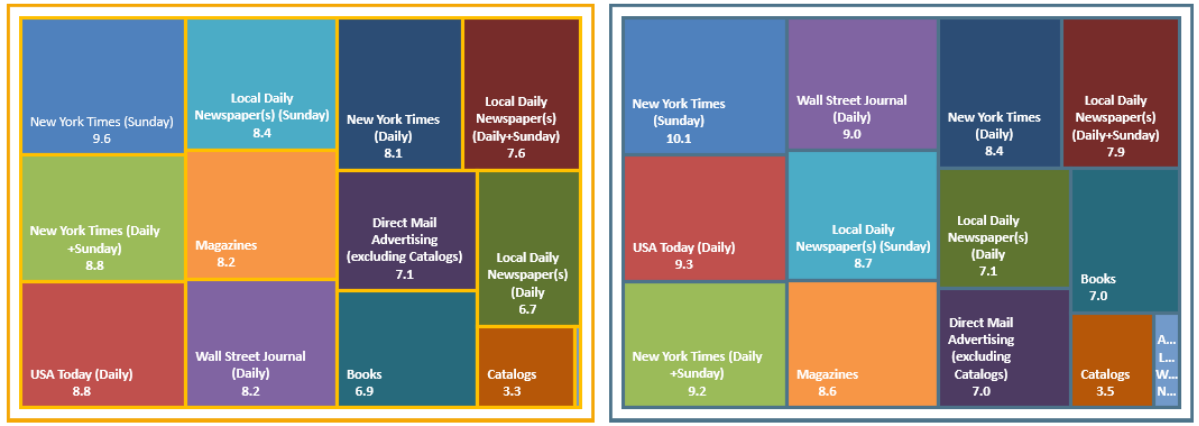
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): True Value

23,658,164 or 28.1% of Adults 25 - 64 who Purchased Items at THE HOME DEPOT in 2023 read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 29.1% of all time spent daily with All forms of Print Media.

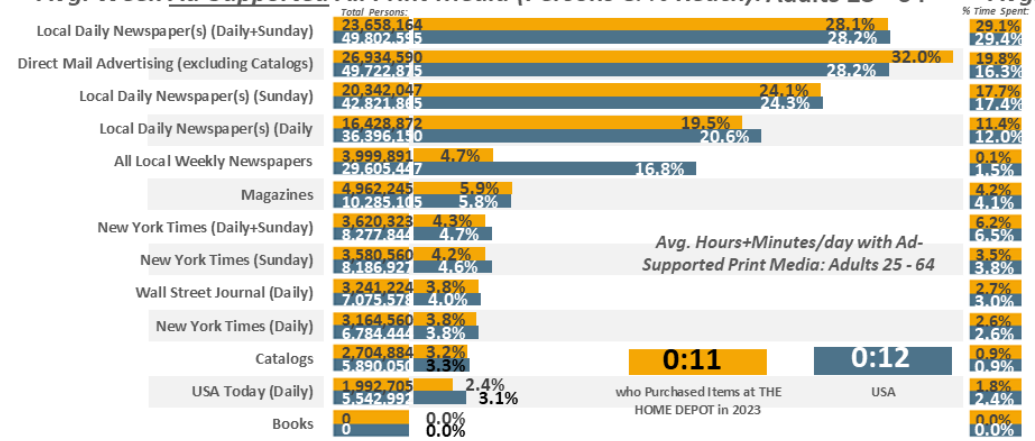
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



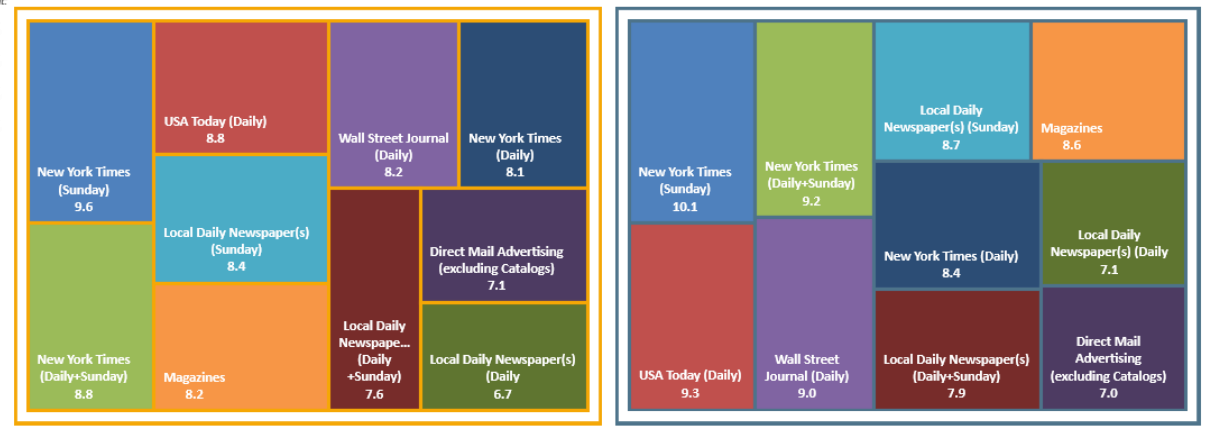
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,712

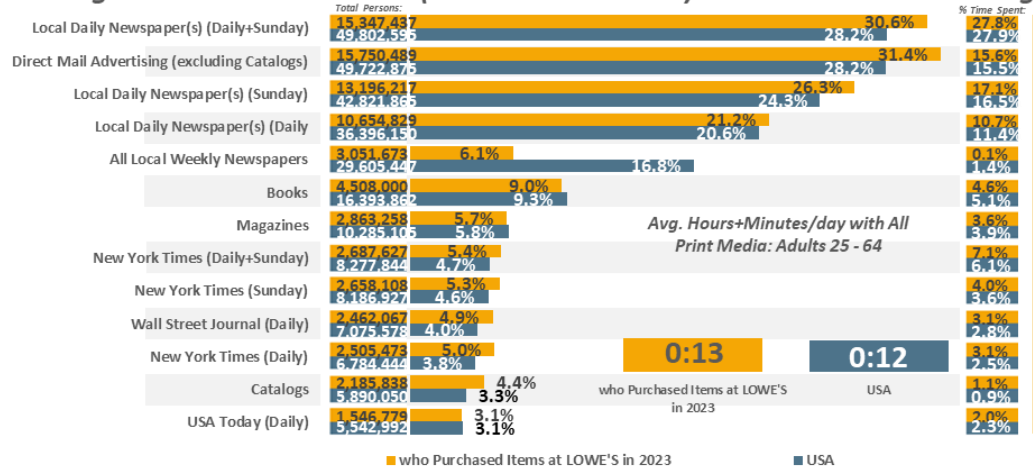
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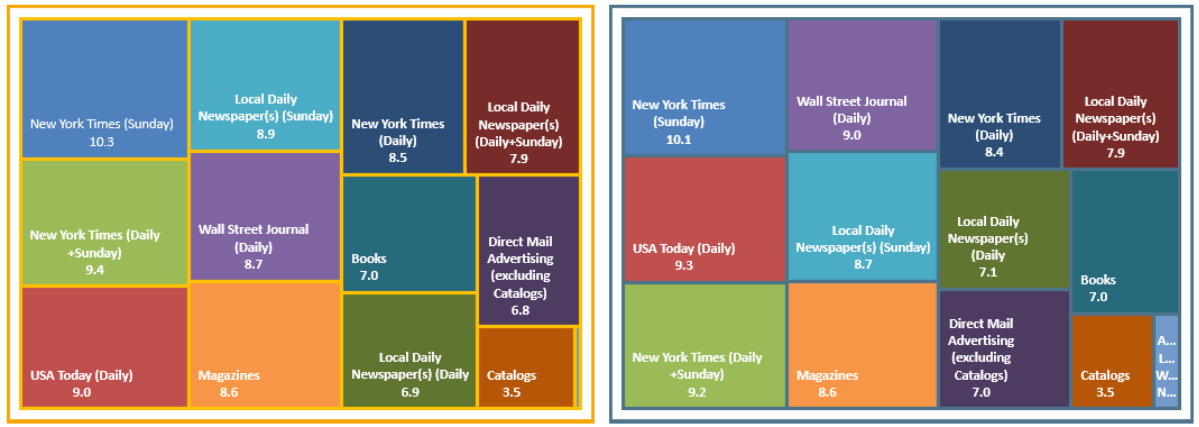
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): The Home Depot

15,347,437 or 30.6% of Adults 25 - 64 who Purchased Items at LOWE'S in 2023 read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 29.1% of all time spent daily with All forms of Print Media.

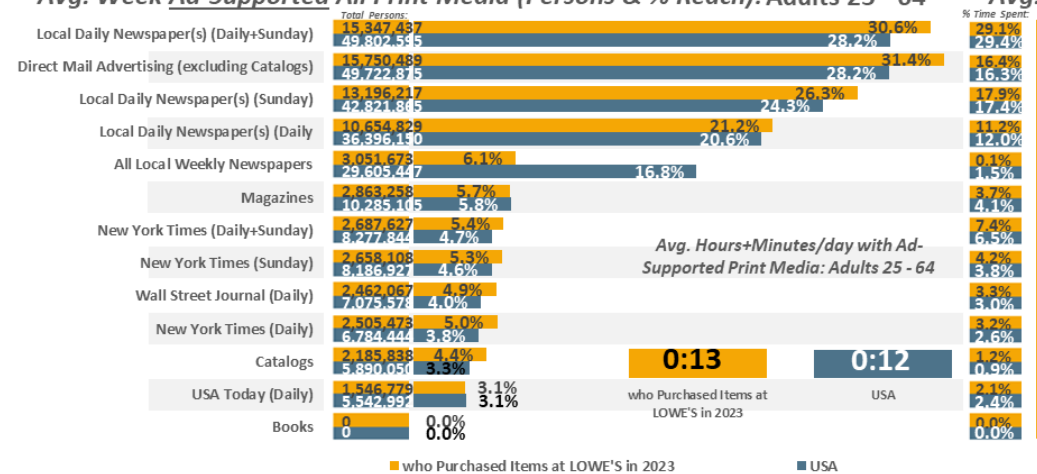
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



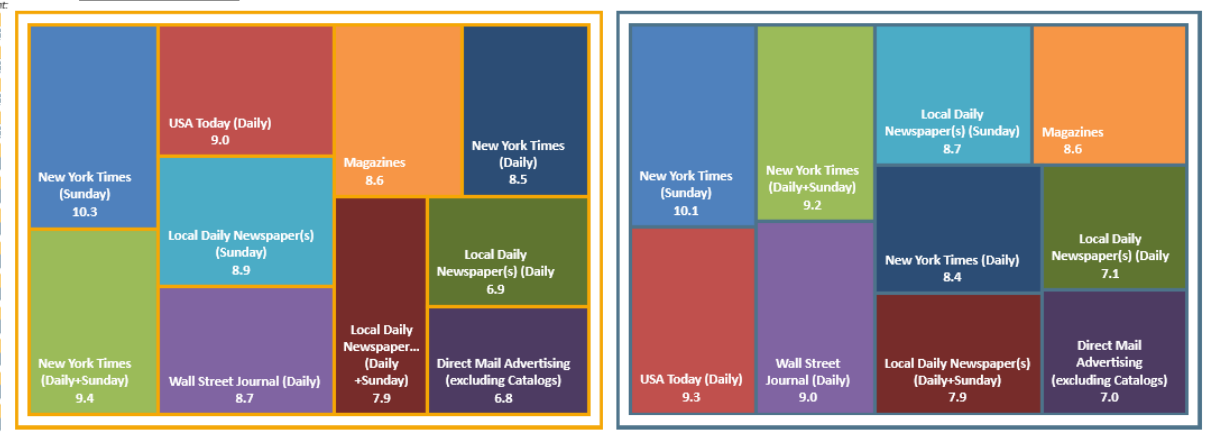
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,090

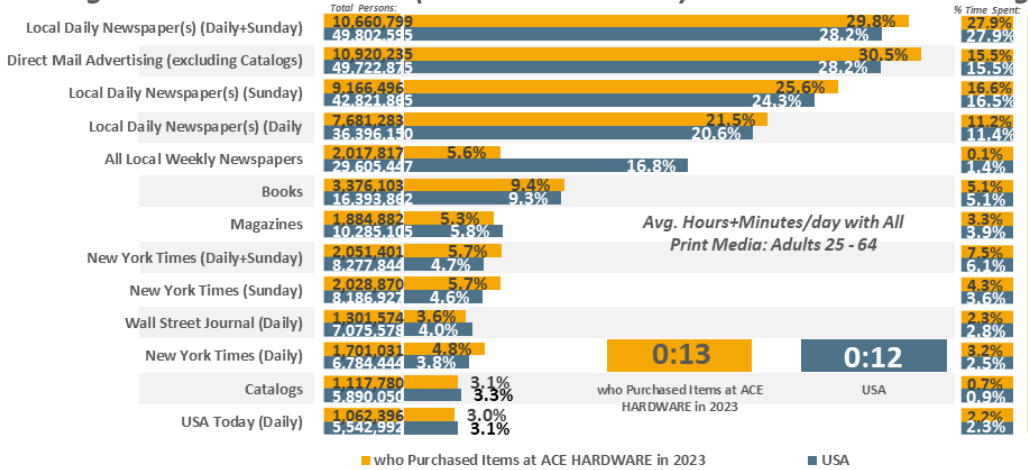
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Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Lowe's

10,660,799 or 29.8% of Adults 25 - 64 who Purchased Items at ACE HARDWARE in 2023 read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 29.4% of all time spent daily with All forms of Print Media.

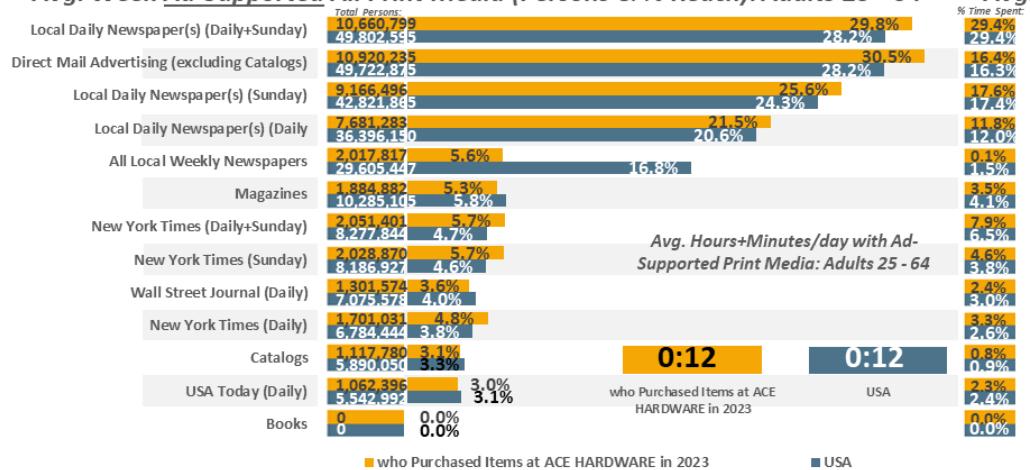
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,131

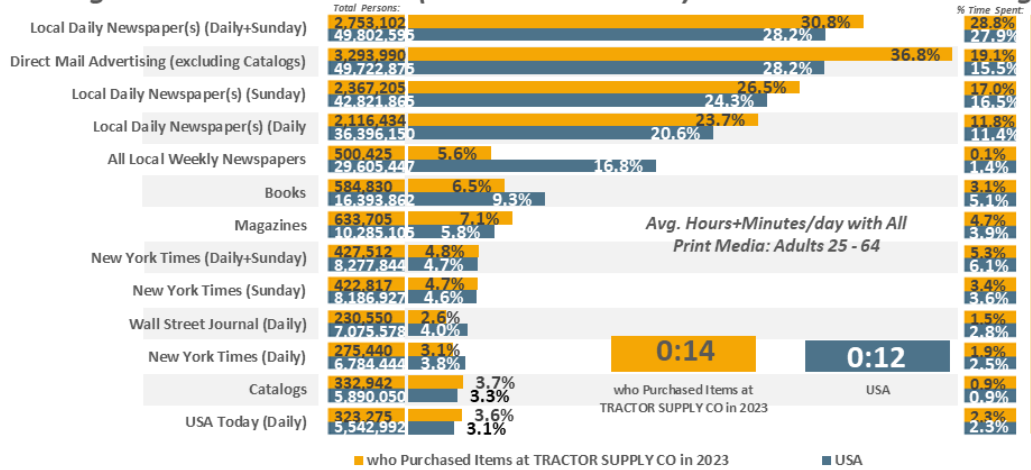
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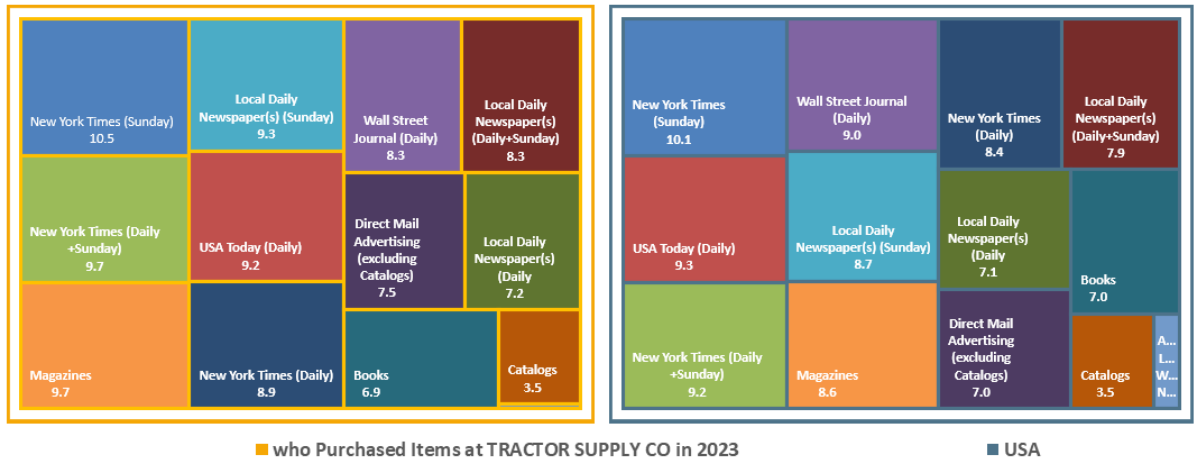
Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Ace Hardware

2,753,102 or 30.8% of Adults 25 - 64 who Purchased Items at TRACTOR SUPPLY CO in 2023 read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 29.8% of all time spent daily with All forms of Print Media.

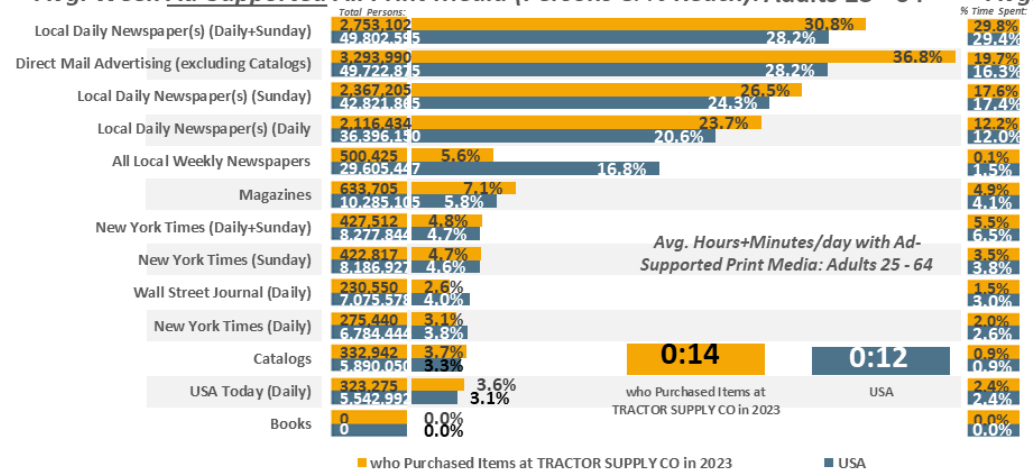
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



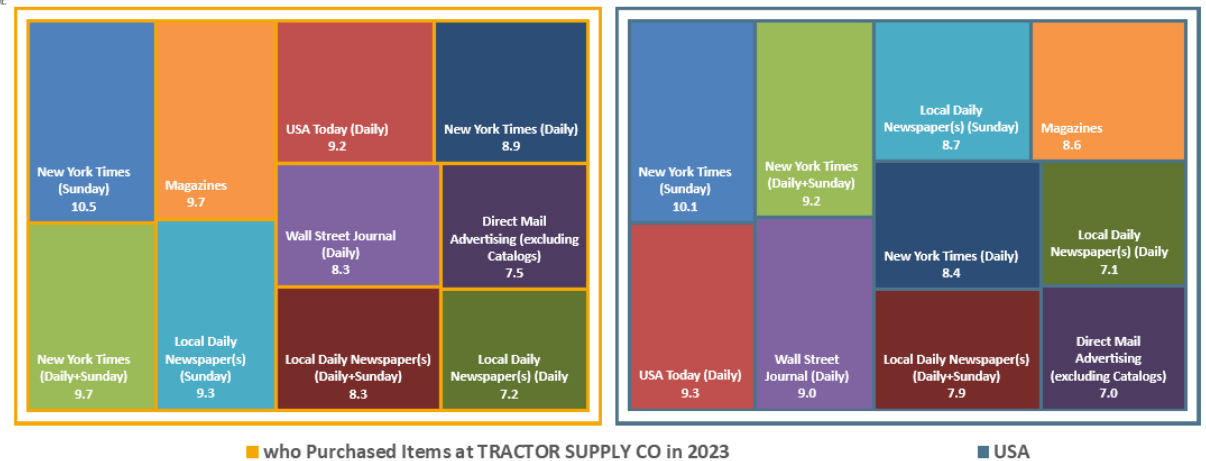
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 540

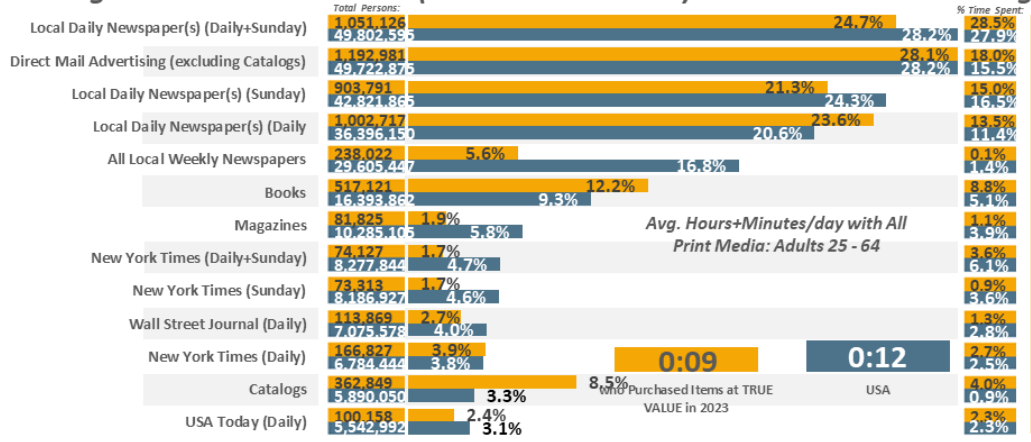
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Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): Tractor Supply Co

1,051,126 or 24.7% of Adults 25 - 64 who Purchased Items at TRUE VALUE in 2023 read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.3 minutes every day representing 31.2% of all time spent daily with All forms of Print Media.

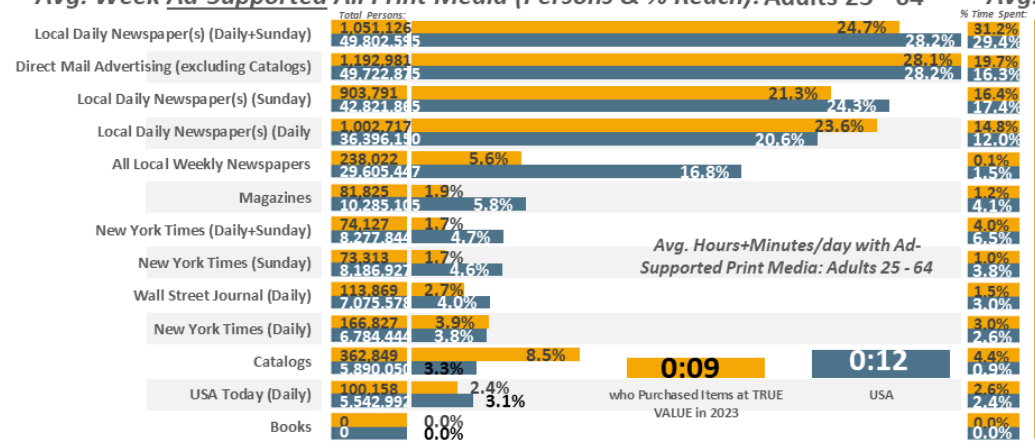
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



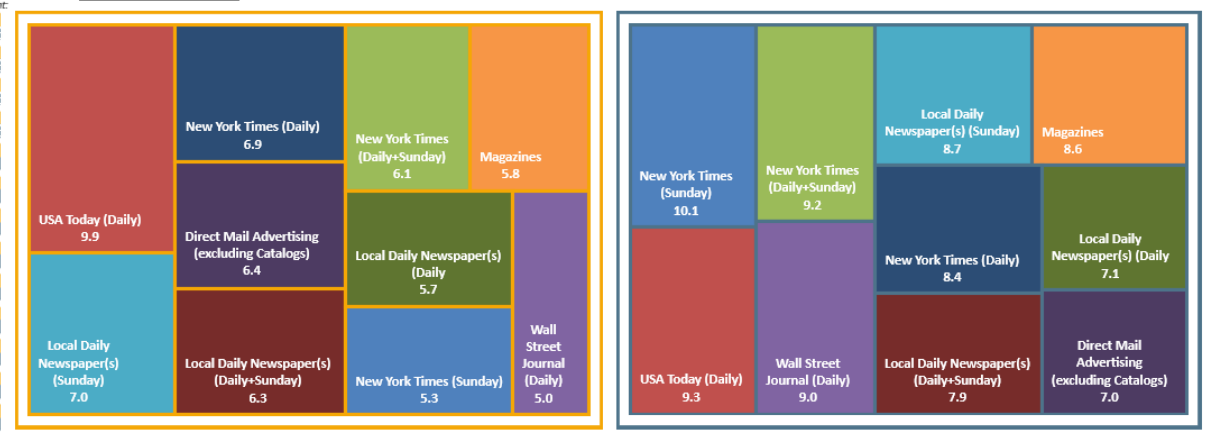
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 262

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Hardware/paint/lawn/garden: Stores bought past 12 mo (HHLD): True Value