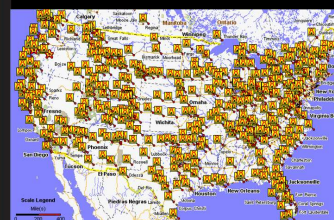
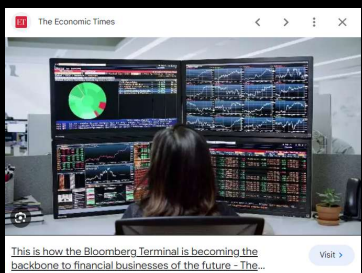


USA+4 DMAs – P35+ who Own an RV or MOTOR HOME!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA** **P35+ who Own an RV or MOTOR HOME** as of August 31, 2025.



Oscar Liu-Chien Tang, Agnes Hsin Mei Hsu-Tang, and Family

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

Items/services household currently has (HHLD): RV (motor home)





4.1% or 7,734,652 of USA Adults 35 or older Own an RV or MOTOR HOME.

Typical Adults 35 or older who Own an RV or MOTOR HOME are 59.6 years old (3.8% older than average) and have a \$105,362 (6.6% higher than average) annual household income.

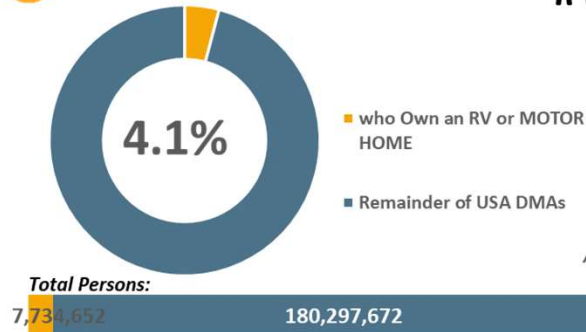


Percent of Market: Adults 35 or older



Gender of Target vs. Market: Adults 35 or older

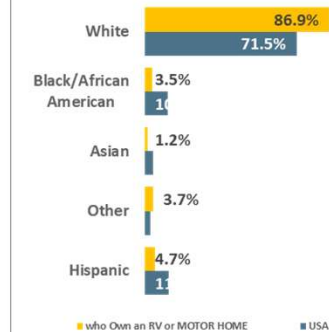
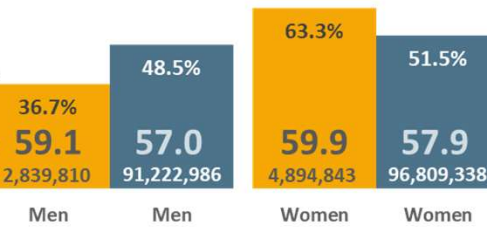
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

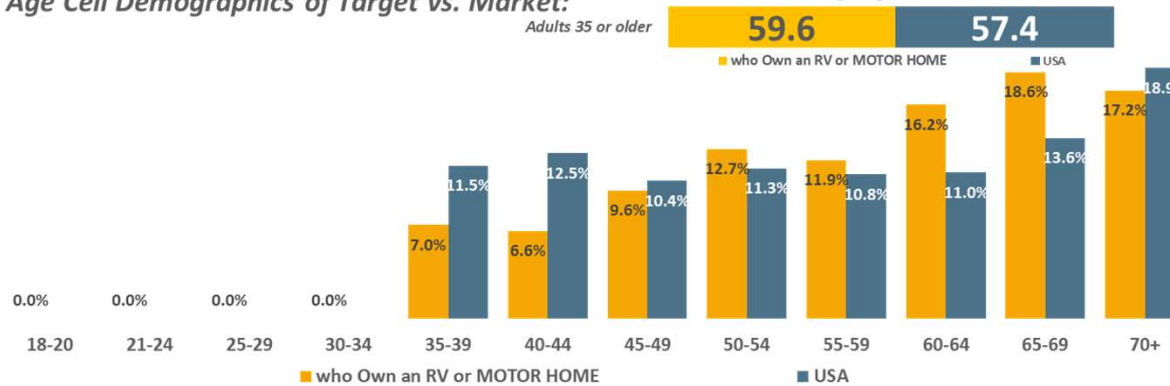
Persons:



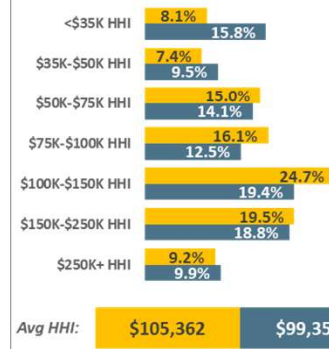
Age Cell Demographics of Target vs. Market:

Adults 35 or older

Average Age:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 732
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

Items/services household currently has (HHLD): RV (motor home)



1.9% or 103,417 of CHICAGO DMA Adults 35 or older Own an RV or MOTOR HOME.
Typical Adults 35 or older who Own an RV or MOTOR HOME are 61.2 years old (7.2% older than average)
and have a \$147,596 (33.6% higher than average) annual household income.

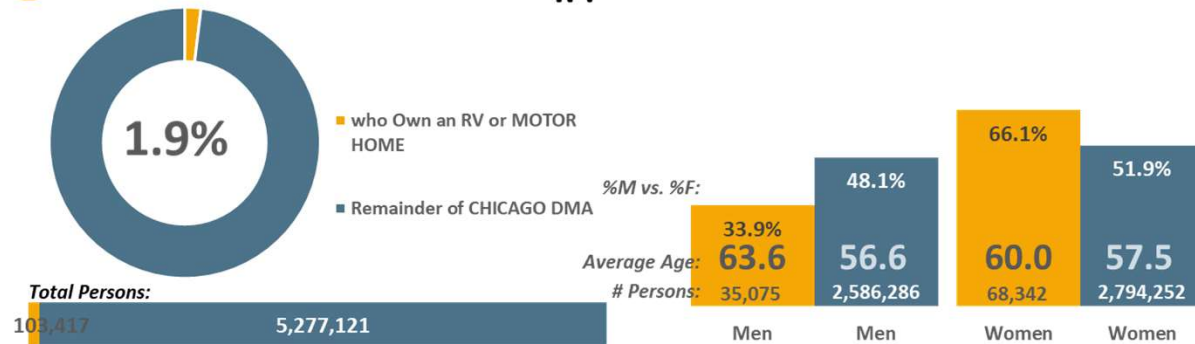


Percent of Market: Adults 35 or older

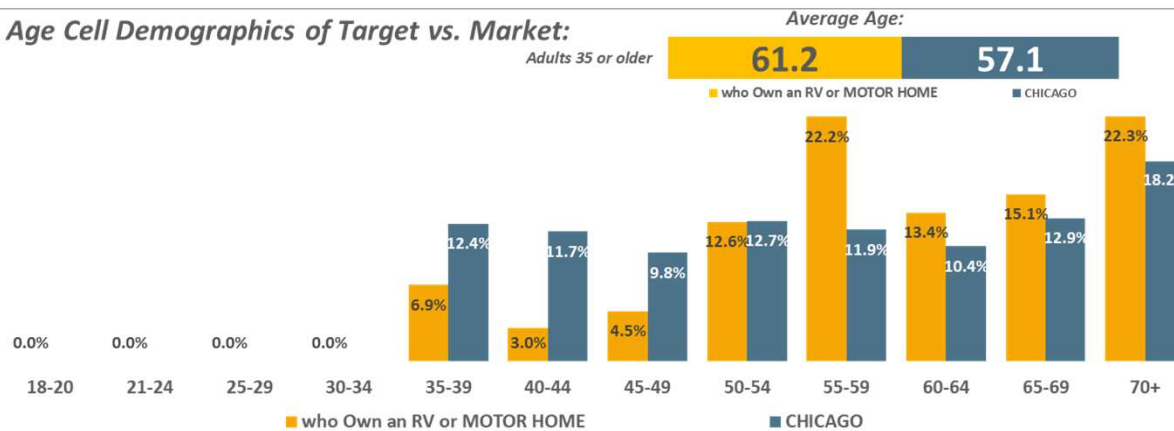


Gender of Target vs. Market: Adults 35 or older

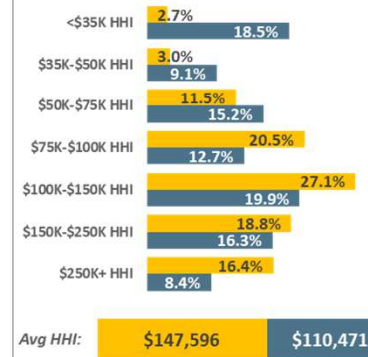
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





2.0% or 82,648 of WASHINGTON, DC DMA Adults 35 or older Own an RV or MOTOR HOME.
 Typical Adults 35 or older who Own an RV or MOTOR HOME are 58.7 years old (3.8% older than average)
 and have a \$154,007 (6.4% higher than average) annual household income.

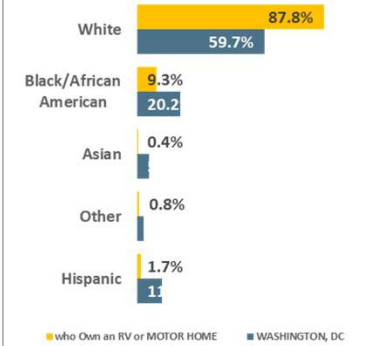
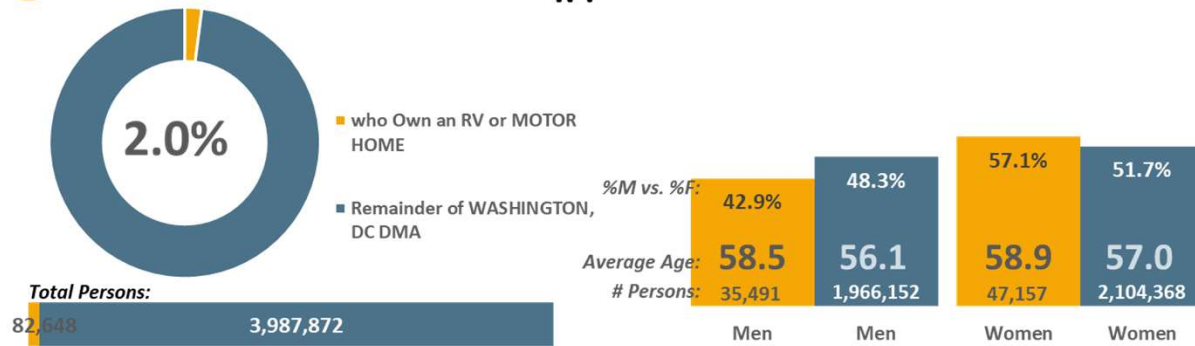


Percent of Market: Adults 35 or older

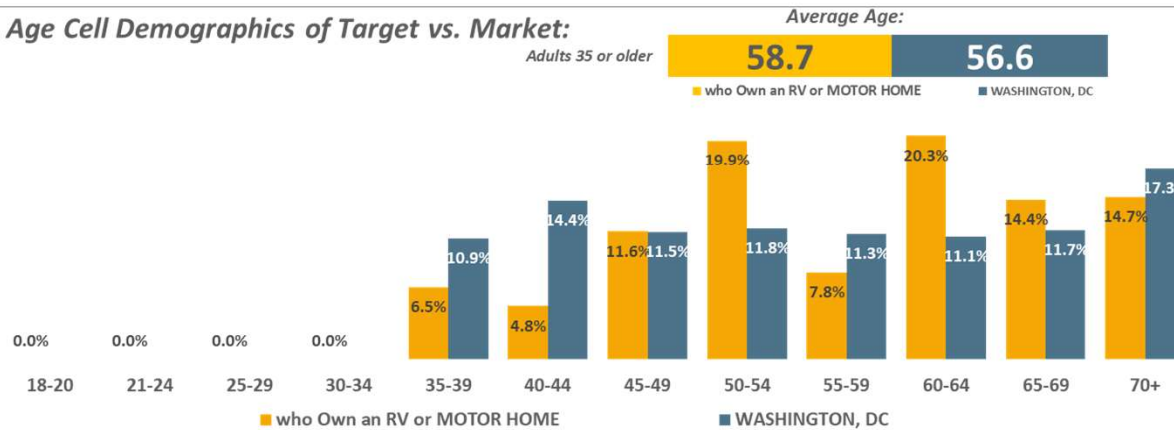


Gender of Target vs. Market: Adults 35 or older

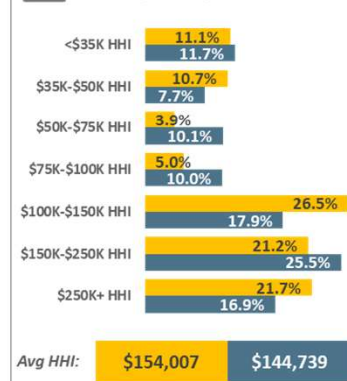
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





7.6% or 242,946 of SEATTLE-TACOMA DMA Adults 35 or older Own an RV or MOTOR HOME.
Typical Adults 35 or older who Own an RV or MOTOR HOME are 58.3 years old (2.7% older than average)
and have a \$127,401 (.7% lower than average) annual household income.

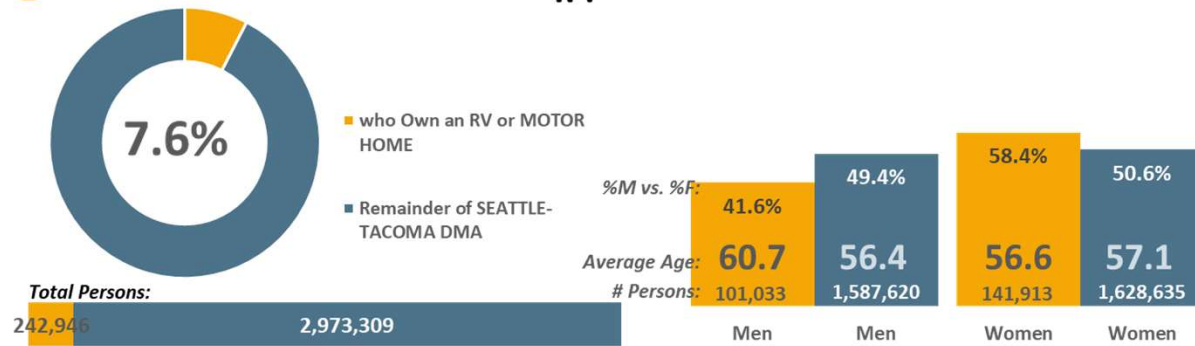


Percent of Market: Adults 35 or older

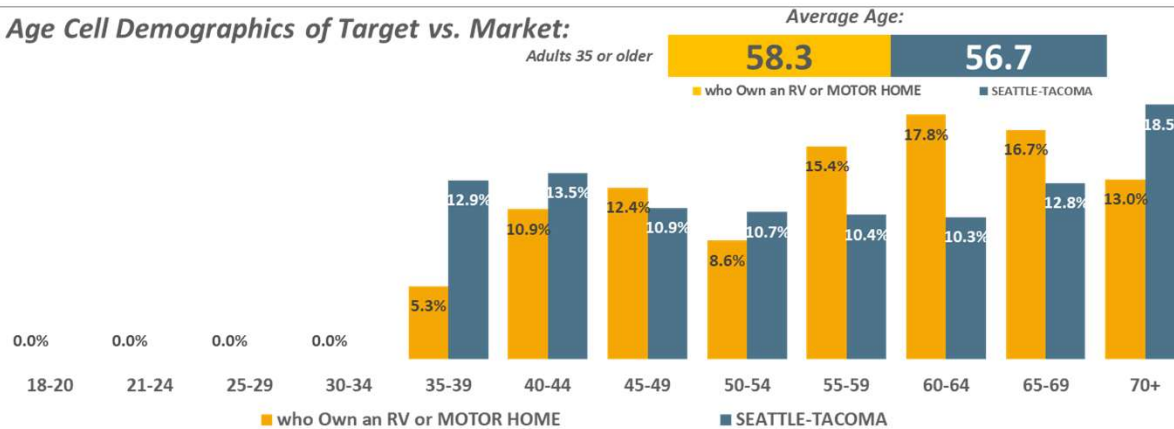


Gender of Target vs. Market: Adults 35 or older

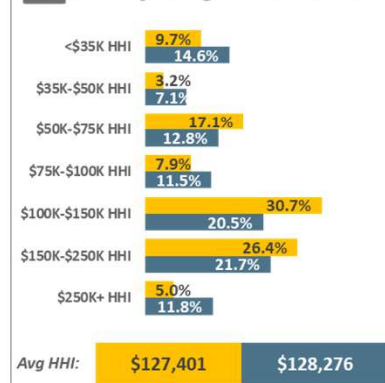
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





6.3% or 211,767 of PHOENIX DMA Adults 35 or older Own an RV or MOTOR HOME.
Typical Adults 35 or older who Own an RV or MOTOR HOME are 62.2 years old (7.5% older than average)
and have a \$117,144 (5.6% higher than average) annual household income.

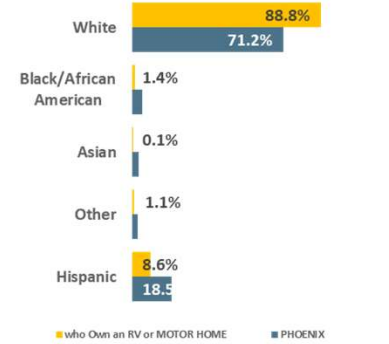
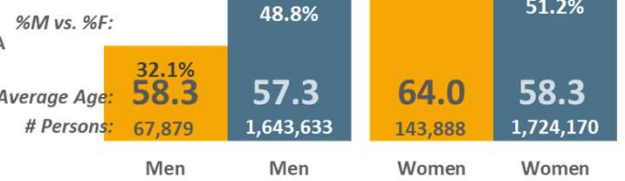
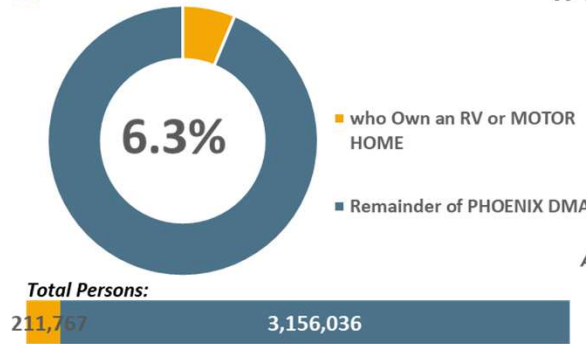


Percent of Market: Adults 35 or older

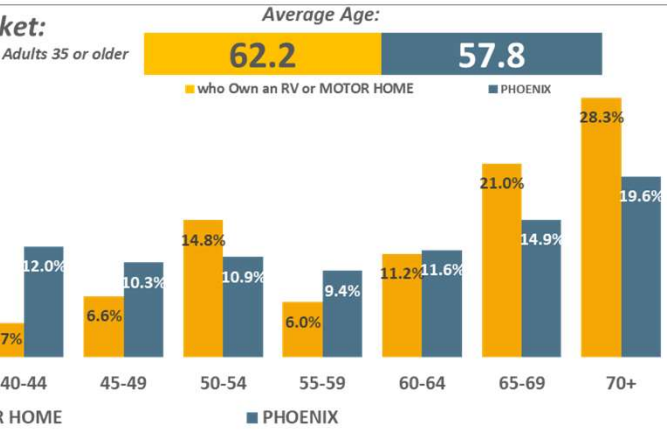


Gender of Target vs. Market: Adults 35 or older

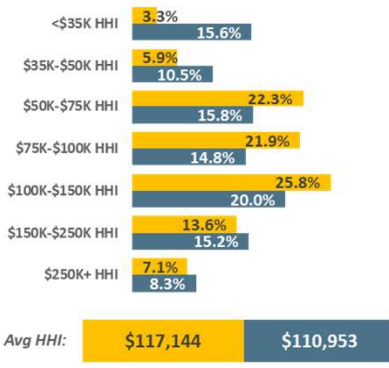
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



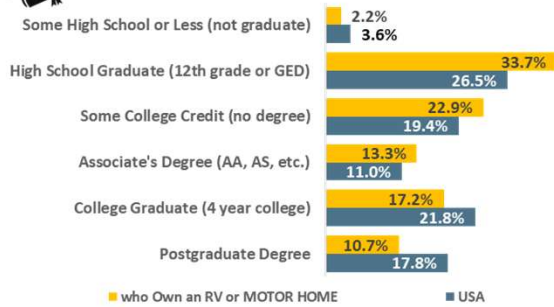
Items/services household currently has (HHLD): RV (motor home)



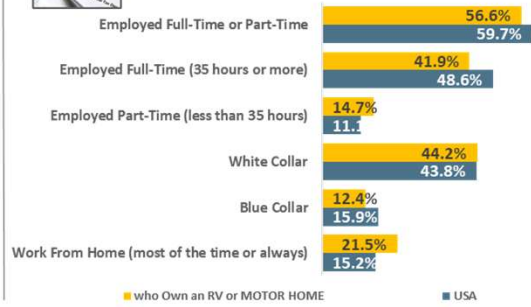
4.1% or 7,734,652 of USA Adults 35 or older Own an RV or MOTOR HOME.
Adults 35 or older who Own an RV or MOTOR HOME are 29.5% less likely to be a college graduate, 13.9% less likely to work full-time, 28.8% more likely to be married, 53.% more likely to be a grandparent of 1 or more children under 18.



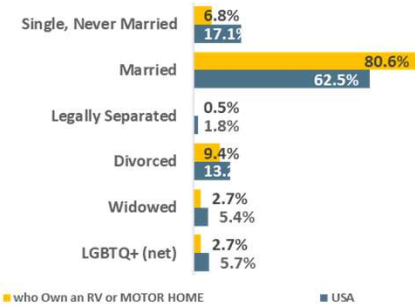
Education Levels: Adults 35 or older



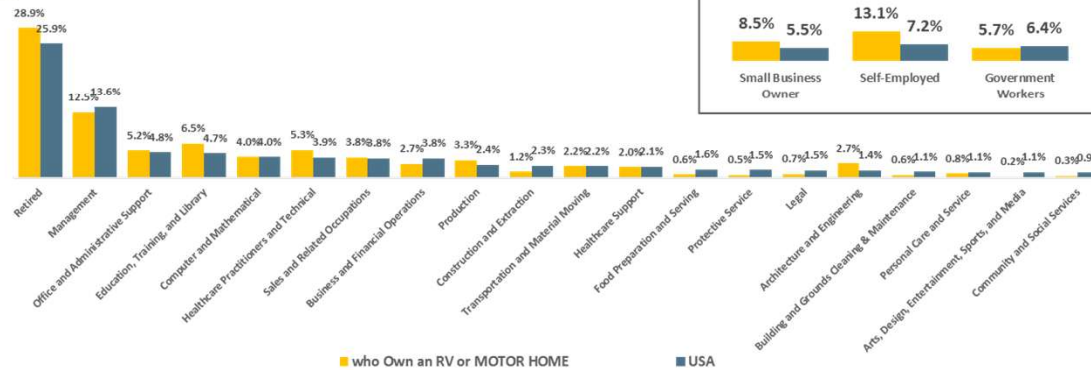
Employment: Adults 35 or older



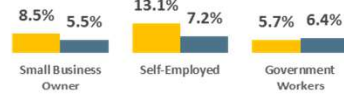
Marital Status: Adults 35 or older



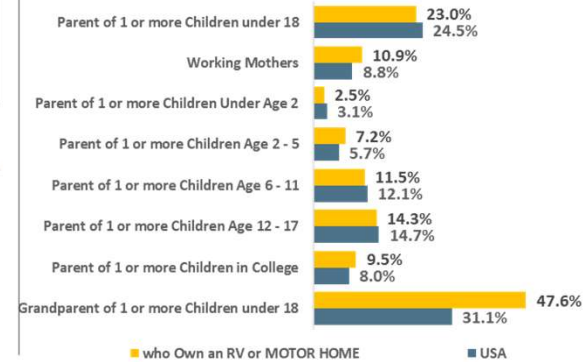
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

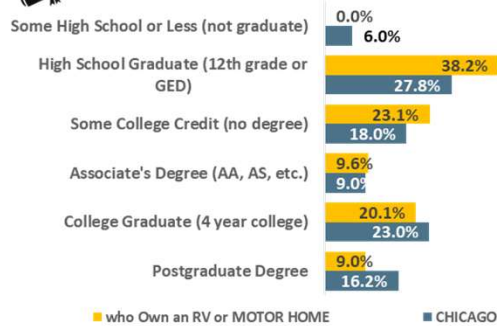




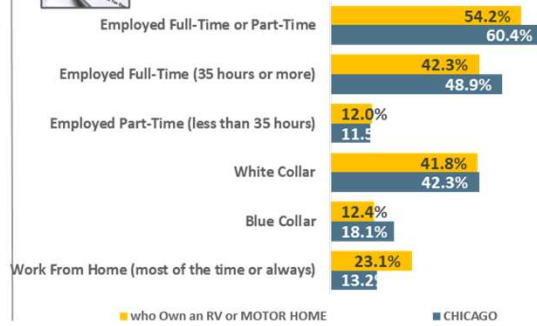
1.9% or 103,417 of CHICAGO DMA Adults 35 or older Own an RV or MOTOR HOME.
Adults 35 or older who Own an RV or MOTOR HOME are 25.8% less likely to be a college graduate, 13.6% less likely to work full-time, 48.1% more likely to be married, 77.8% more likely to be a grandparent of 1 or more children under 18.



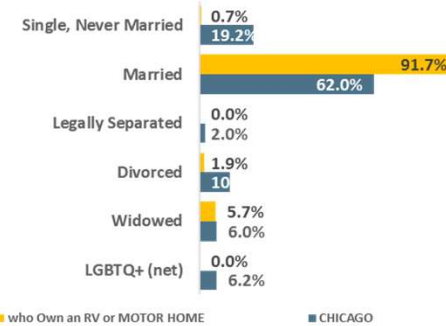
Education Levels: Adults 35 or older



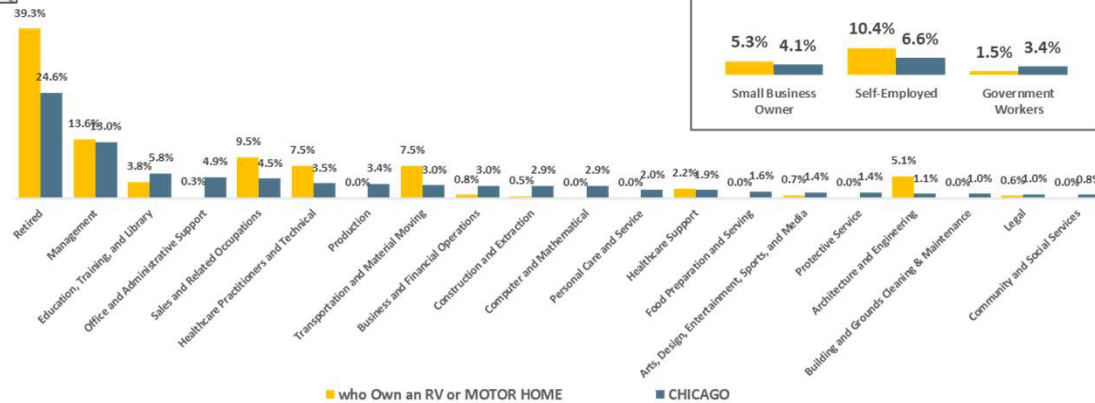
Employment: Adults 35 or older



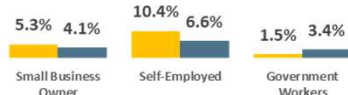
Marital Status: Adults 35 or older



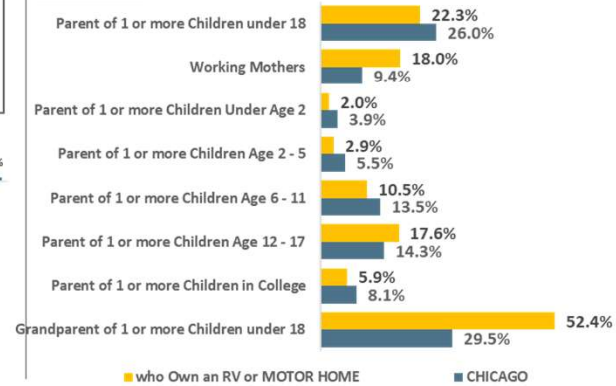
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

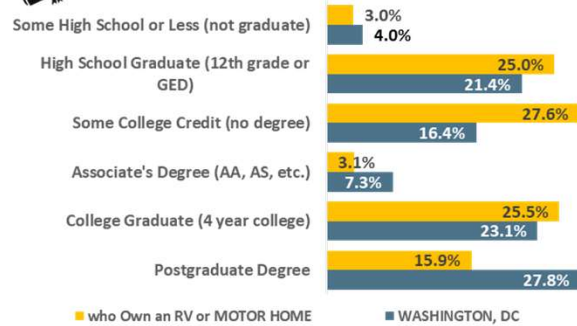




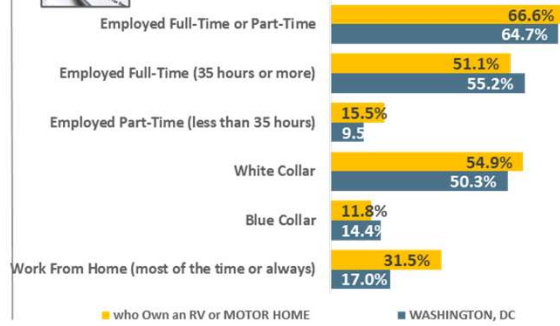
2.2% or 82,648 of WASHINGTON, DC DMA Adults 35 or older Own an RV or MOTOR HOME.
 Adults 35 or older who Own an RV or MOTOR HOME are 18.8% less likely to be a college graduate, 7.3% less likely to work full-time, 31.4% more likely to be married, 57.7% more likely to be a grandparent of 1 or more children under 18.



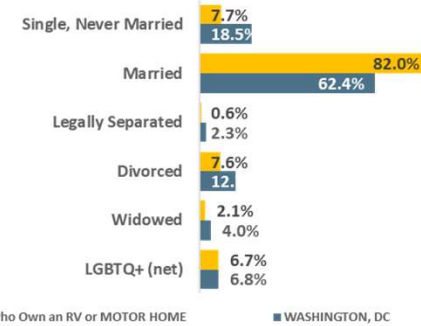
Education Levels: Adults 35 or older



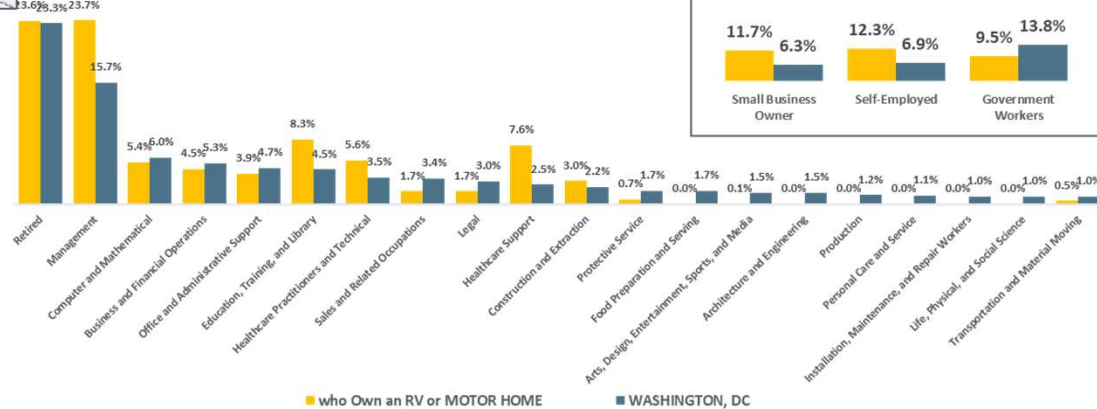
Employment: Adults 35 or older



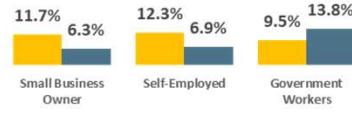
Marital Status: Adults 35 or older



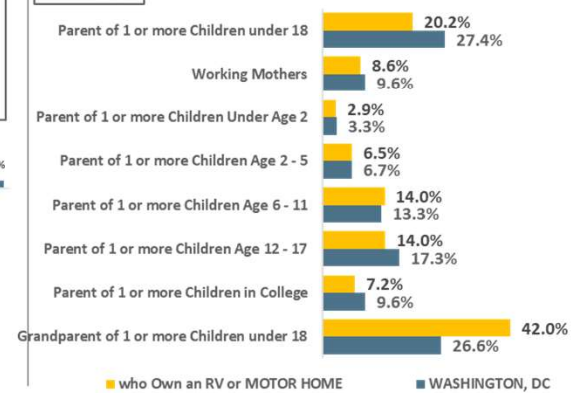
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

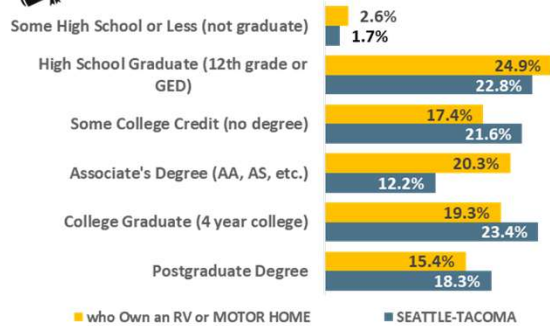




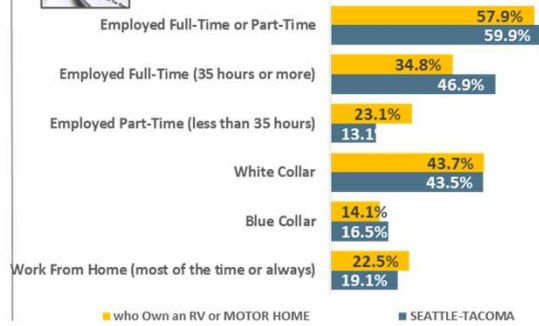
7.6% or 242,946 of SEATTLE-TACOMA DMA Adults 35 or older Own an RV or MOTOR HOME. Adults 35 or older who Own an RV or MOTOR HOME are 16.6% less likely to be a college graduate, 25.8% less likely to work full-time, 25.3% more likely to be married, 61.4% more likely to be a grandparent of 1 or more children under 18.



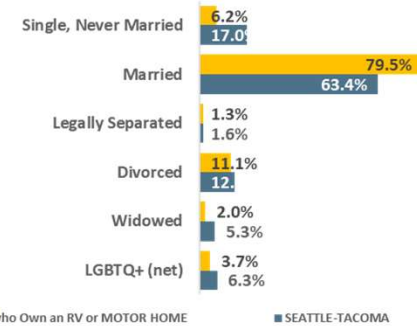
Education Levels: Adults 35 or older



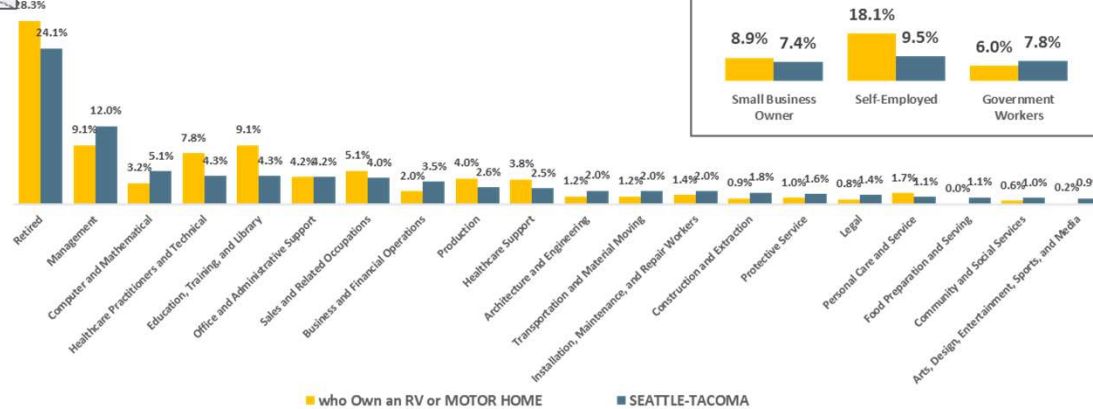
Employment: Adults 35 or older



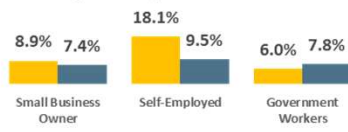
Marital Status: Adults 35 or older



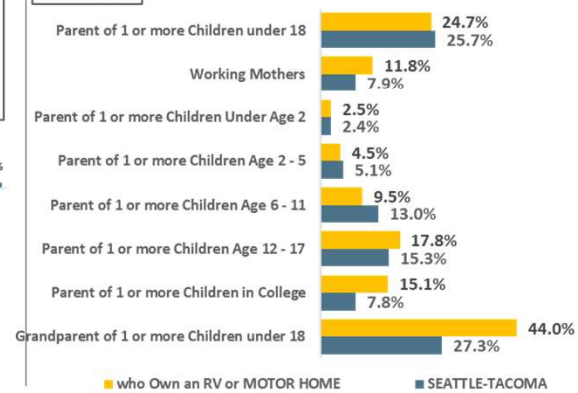
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

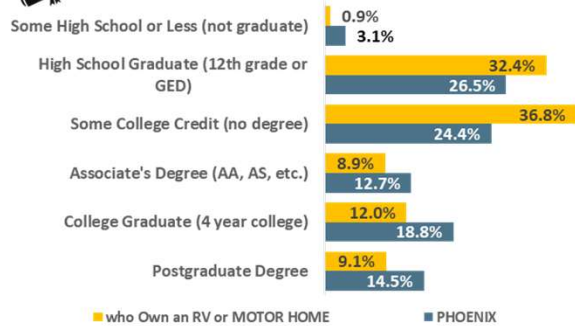




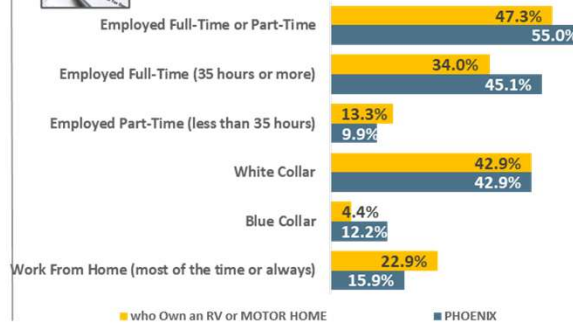
6.3% or 211,767 of PHOENIX DMA Adults 35 or older Own an RV or MOTOR HOME.
Adults 35 or older who Own an RV or MOTOR HOME are 36.9% less likely to be a college graduate, 24.7% less likely to work full-time, 24.4% more likely to be married, 21.5% more likely to be a grandparent of 1 or more children under 18.



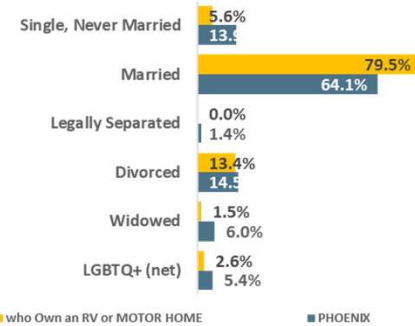
Education Levels: Adults 35 or older



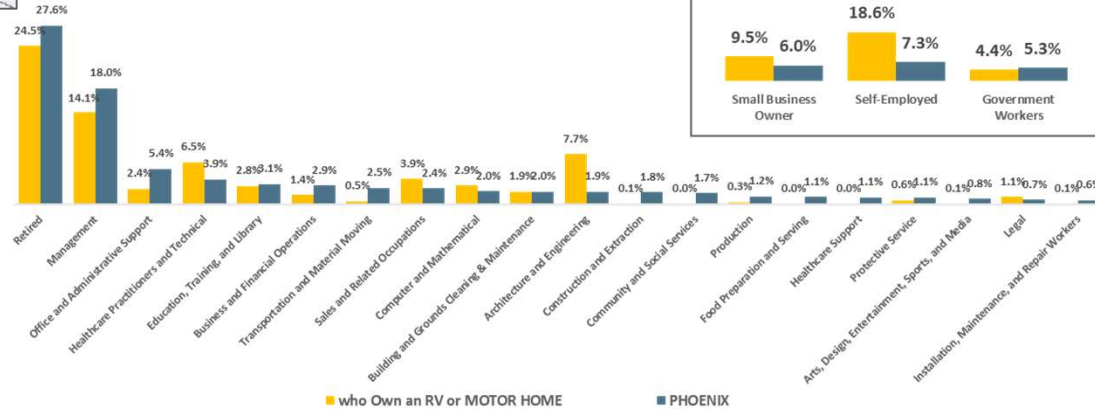
Employment: Adults 35 or older



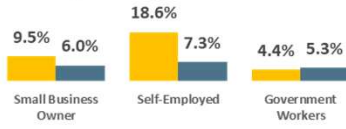
Marital Status: Adults 35 or older



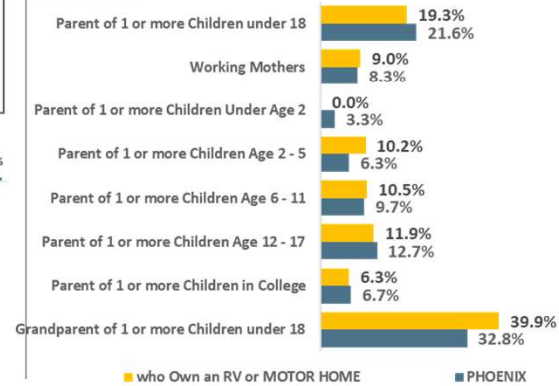
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



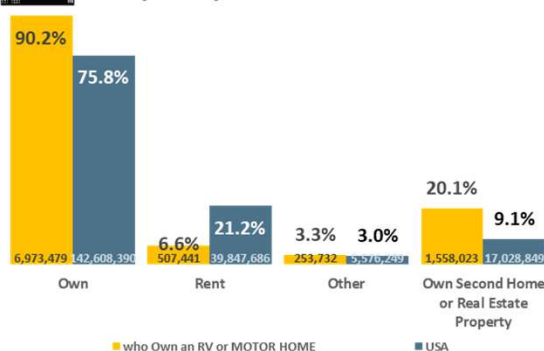
Stage in Life: Adults 35 or older



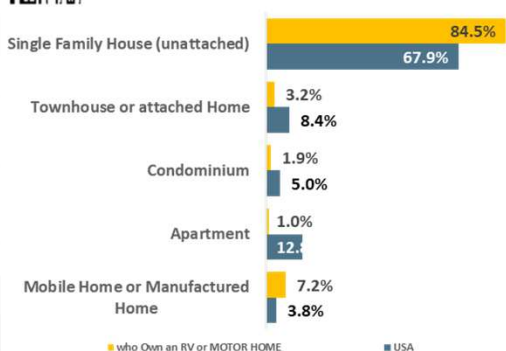


4.1% or 7,734,652 of USA Adults 35 or older Own an RV or MOTOR HOME.
Adults 35 or older who Own an RV or MOTOR HOME are 18.9% more likely to own their home, 25.1% more likely to own a higher valued home, 24.5% more likely to have a single-family home, 67.% more likely to have a dog.

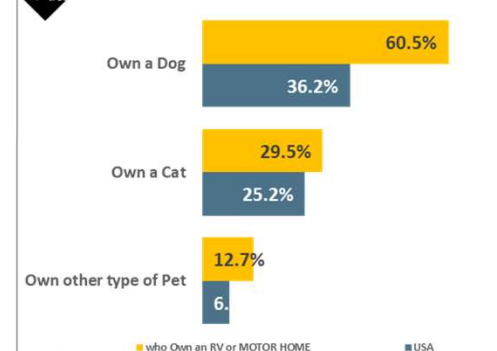
Own/Rent/Other: Adults 35 or older



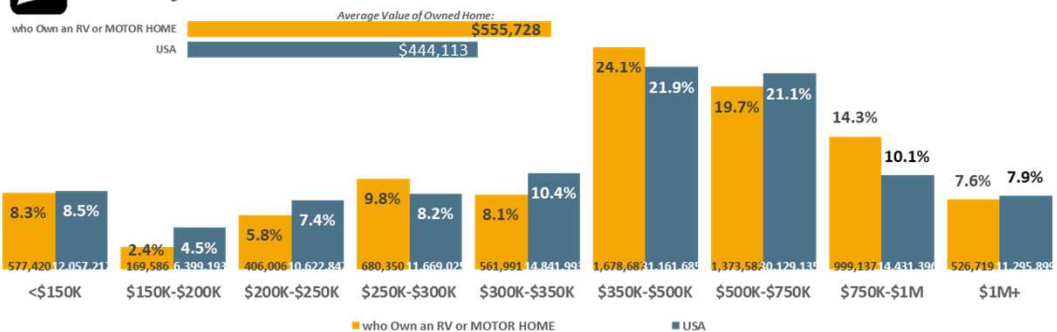
Type of Home: Adults 35 or older



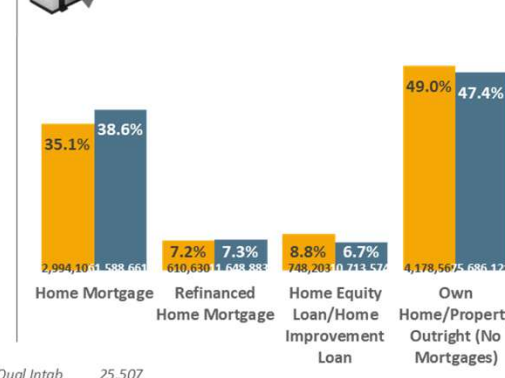
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 732
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

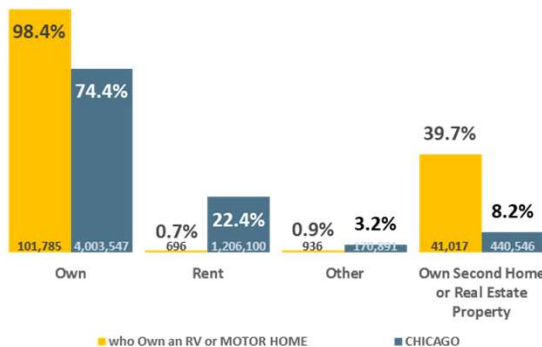
USA Projection Scarborough R2 2025: Sep24-Aug25
Qual Intab 25,507

Items/services household currently has (HHL): RV (motor home)

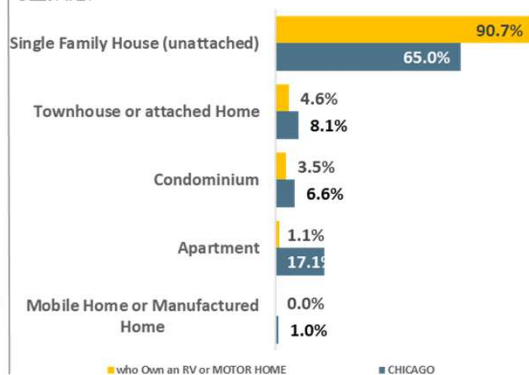


1.9% or 103,417 of CHICAGO DMA Adults 35 or older Own an RV or MOTOR HOME.
 Adults 35 or older who Own an RV or MOTOR HOME are 32.3% more likely to own their home, 7.7% more likely to own a higher valued home, 39.5% more likely to have a single-family home, 62.5% more likely to have a dog.

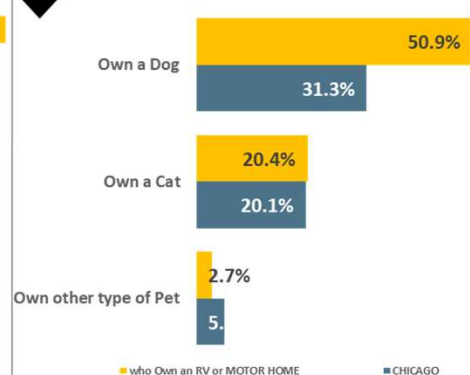
Own/Rent/Other: Adults 35 or older



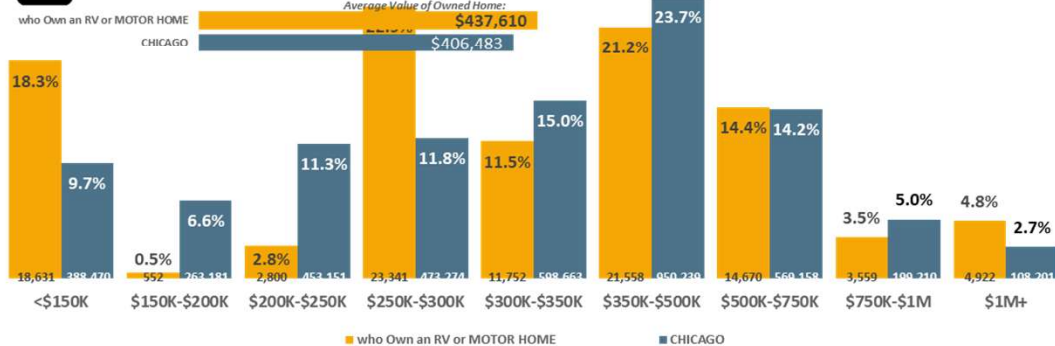
Type of Home: Adults 35 or older



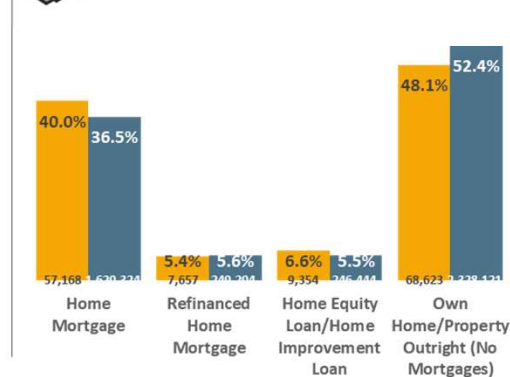
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

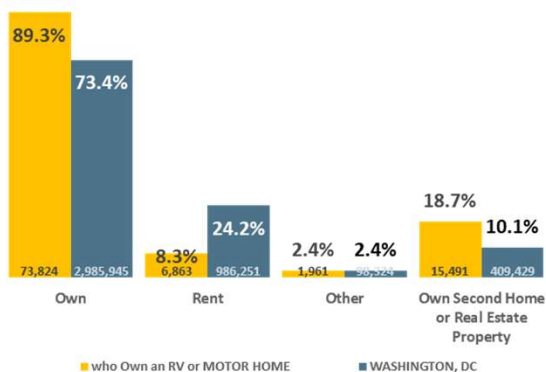




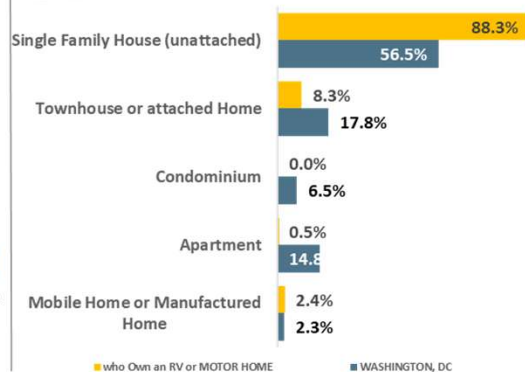
2.2% or 82,648 of WASHINGTON, DC DMA Adults 35 or older Own an RV or MOTOR HOME. Adults 35 or older who Own an RV or MOTOR HOME are 21.8% more likely to own their home, 26.1% more likely to own a lower valued home, 56.2% more likely to have a single-family home, 116.1% more likely to have a dog.



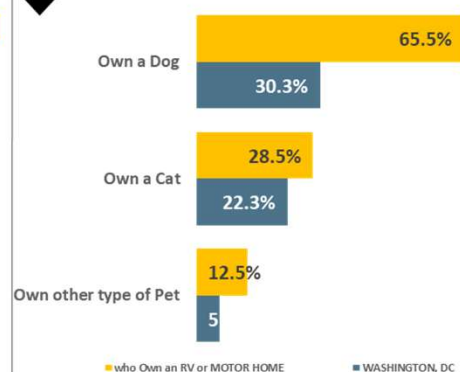
Own/Rent/Other: Adults 35 or older



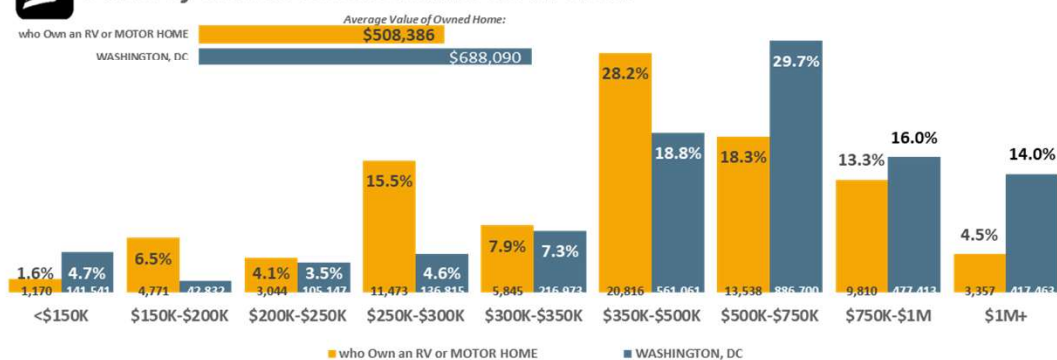
Type of Home: Adults 35 or older



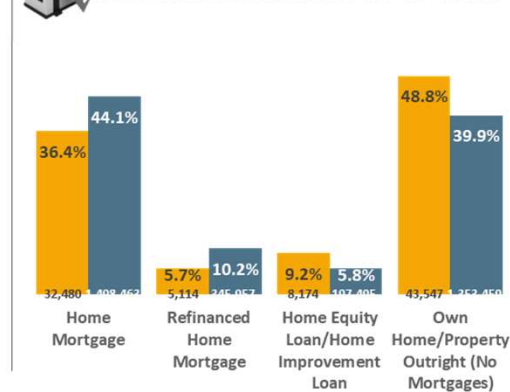
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



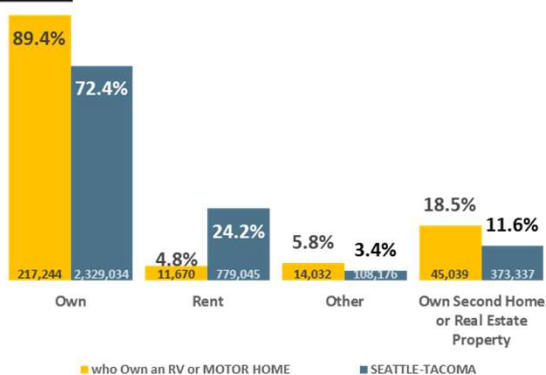
Home Loans: Adults 35 or older



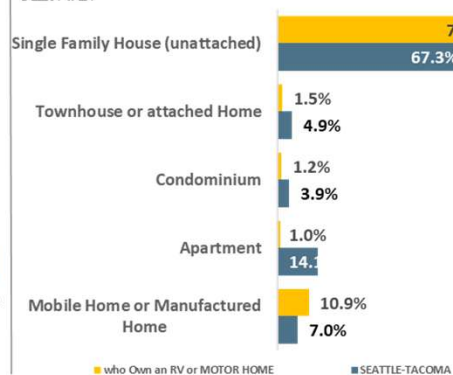


7.6% or 242,946 of SEATTLE-TACOMA DMA Adults 35 or older Own an RV or MOTOR HOME. Adults 35 or older who Own an RV or MOTOR HOME are 23.5% more likely to own their home, 2.3% more likely to own a lower valued home, 18.6% more likely to have a single-family home, 61.6% more likely to have a dog.

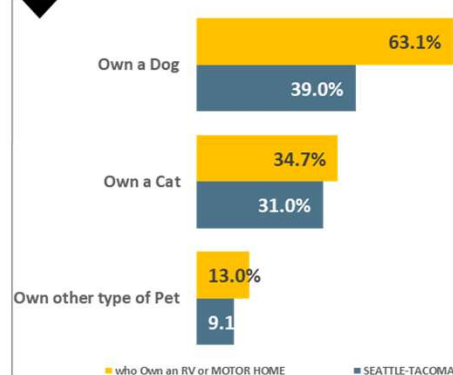
Own/Rent/Other: Adults 35 or older



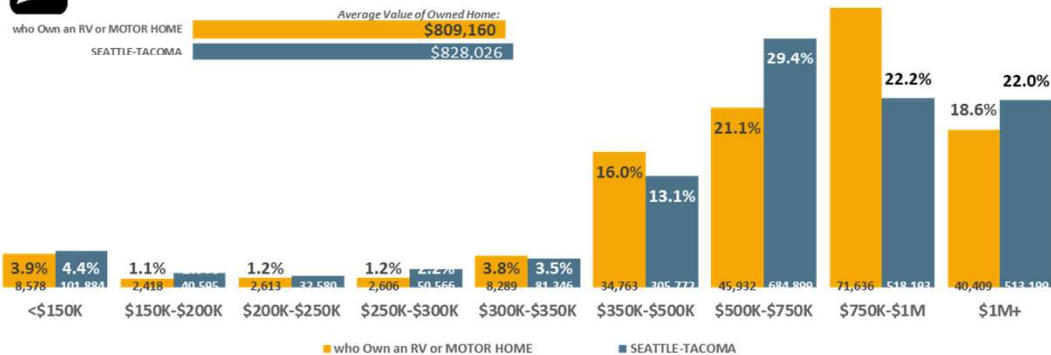
Type of Home: Adults 35 or older



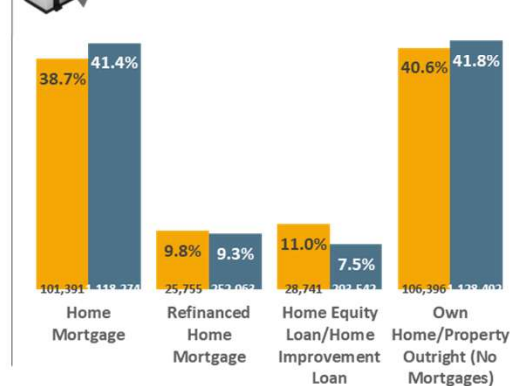
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older

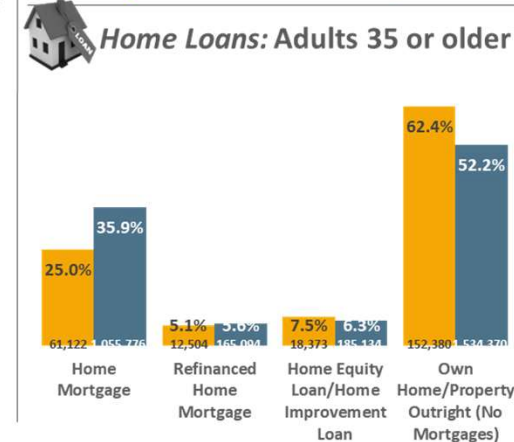
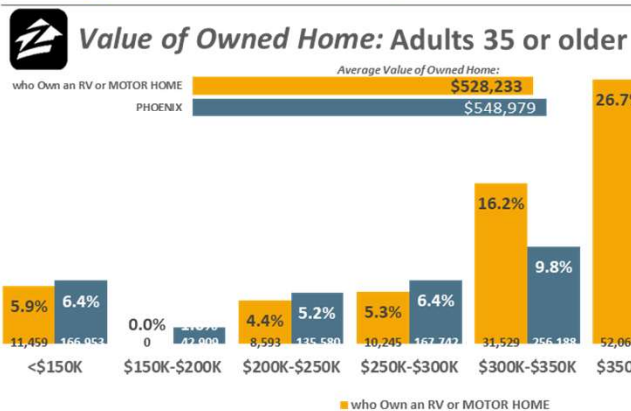
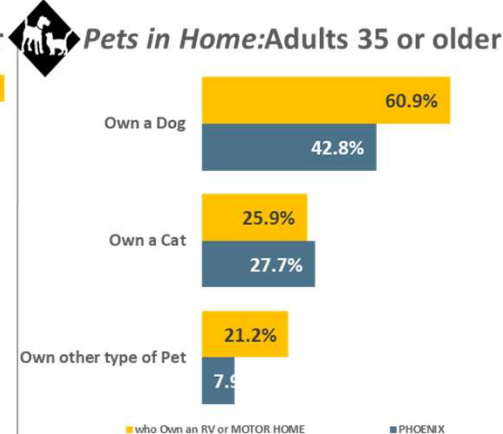
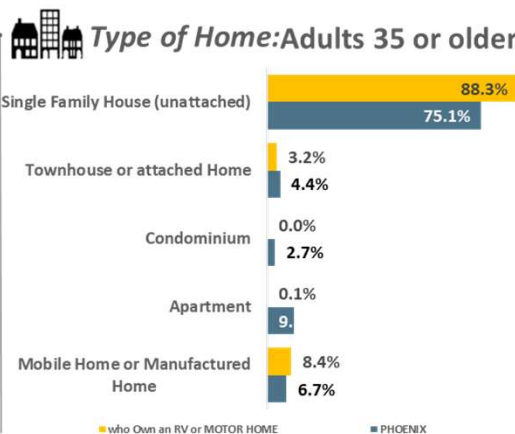
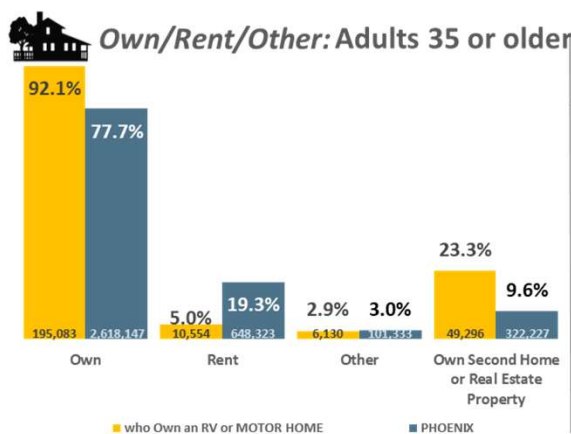


Home Loans: Adults 35 or older





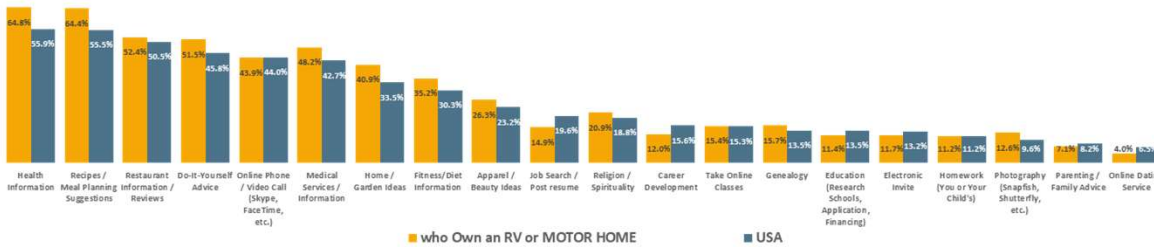
6.3% or 211,767 of PHOENIX DMA Adults 35 or older Own an RV or MOTOR HOME. Adults 35 or older who Own an RV or MOTOR HOME are 18.5% more likely to own their home, 3.8% more likely to own a lower valued home, 17.5% more likely to have a single-family home, 42.4% more likely to have a dog.



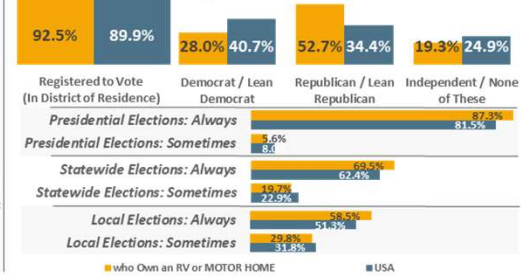


4.1% or 7,734,652 of USA Adults 35 or older Own an RV or MOTOR HOME.
 Adults 35 or older who Own an RV or MOTOR HOME are 12.5% more likely to look up D-I-Y advice online,
 14.1% more likely to always vote in local elections, 17.1% less likely to belong to a gym, 2.8% less likely to
 fly domestic past yr.

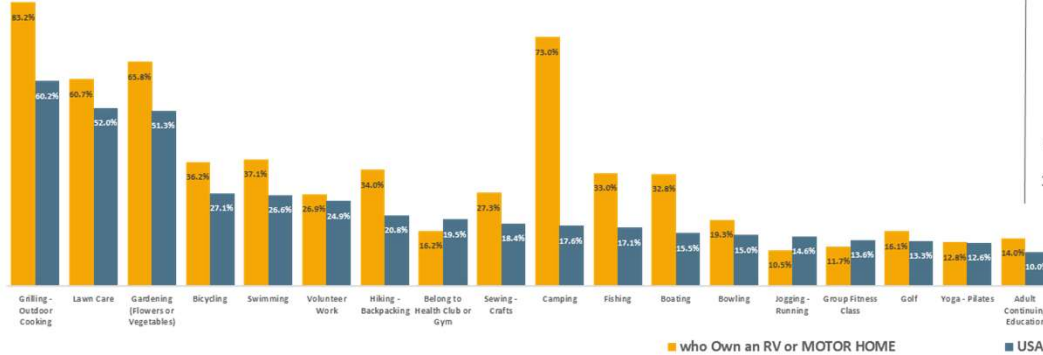
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



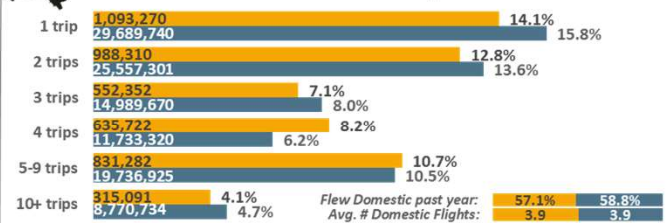
Political Activity: Adults 35 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 35 or older



Past 12-months Domestic Airline Trips: Adults 35 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 732
 All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

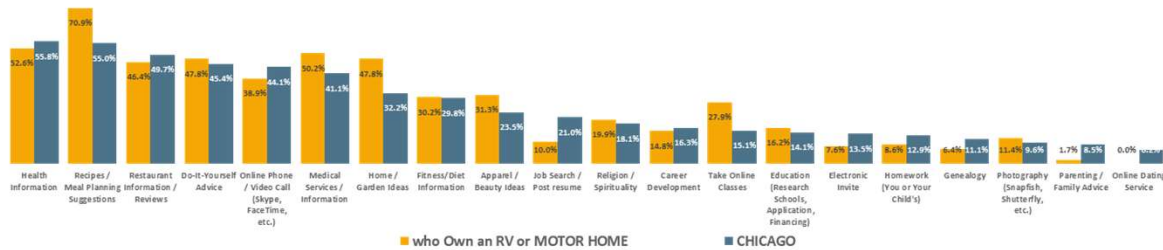
Items/services household currently has (HHL): RV (motor home)



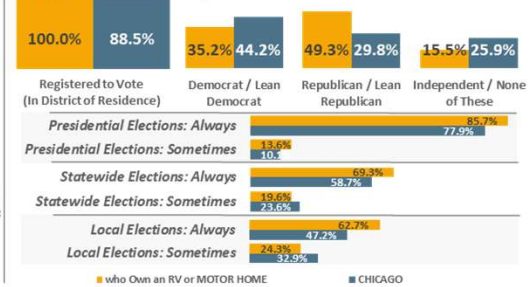
1.9% or 103,417 of CHICAGO DMA Adults 35 or older Own an RV or MOTOR HOME.
 Adults 35 or older who Own an RV or MOTOR HOME are 5.3% more likely to look up D-I-Y advice online,
 32.9% more likely to always vote in local elections, 44.7% less likely to belong to a gym, .3% more likely to
 fly domestic past yr.



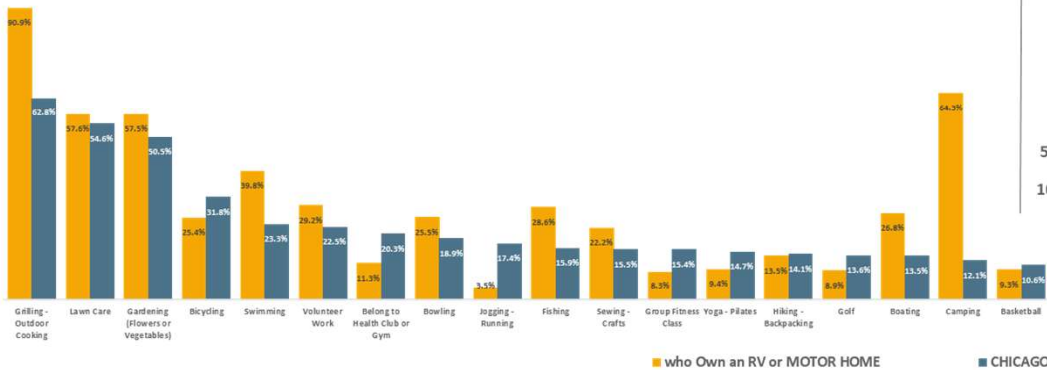
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



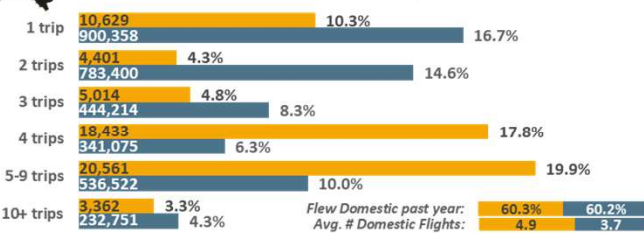
Political Activity: Adults 35 or older



Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



Past 12-months Domestic Airline Trips: Adults 35 or older

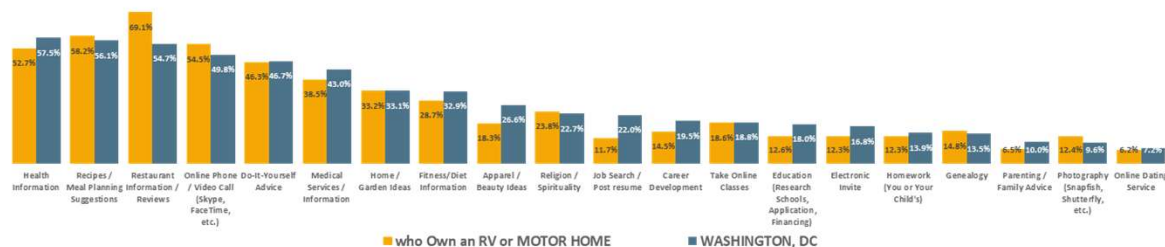




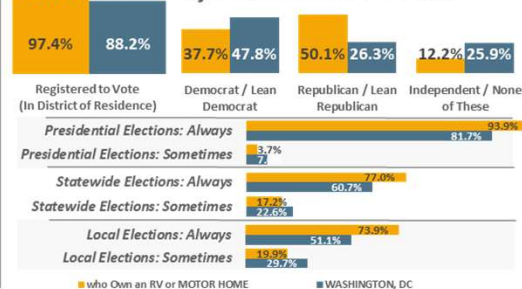
2.2% or 82,648 of WASHINGTON, DC DMA Adults 35 or older Own an RV or MOTOR HOME.
 Adults 35 or older who Own an RV or MOTOR HOME are .8% less likely to look up D-I-Y advice online,
 44.7% more likely to always vote in local elections, 21.2% less likely to belong to a gym, 1.6% more likely to
 fly domestic past yr.



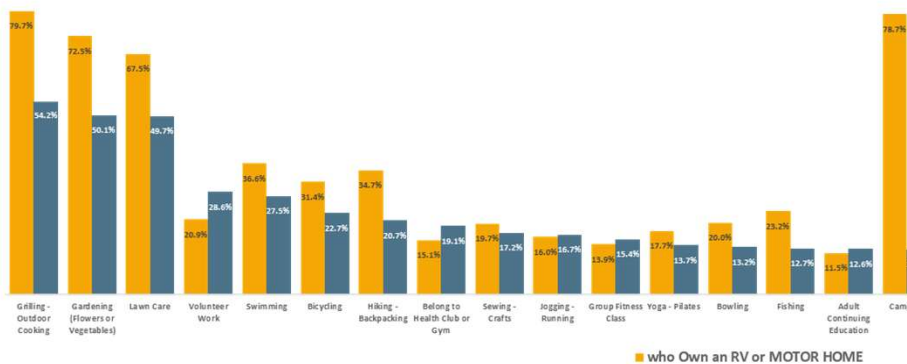
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



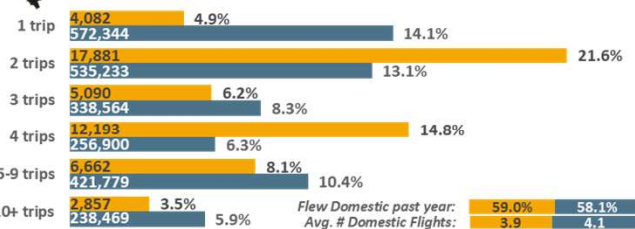
Political Activity: Adults 35 or older



Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



Past 12-months Domestic Airline Trips: Adults 35 or older



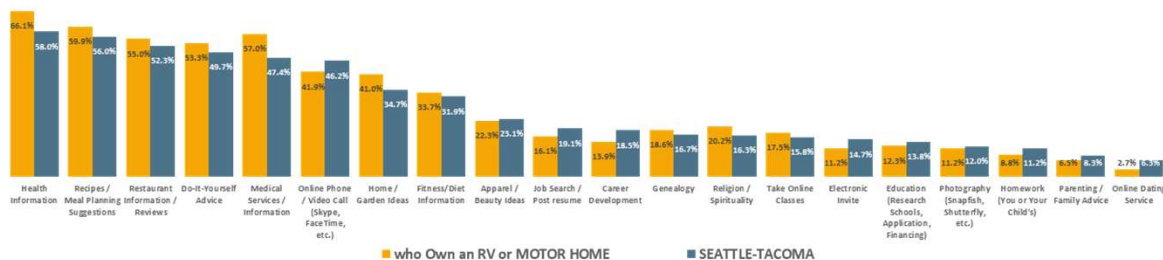
Flew Domestic past year: 59.0%
 Avg. # Domestic Flights: 3.9



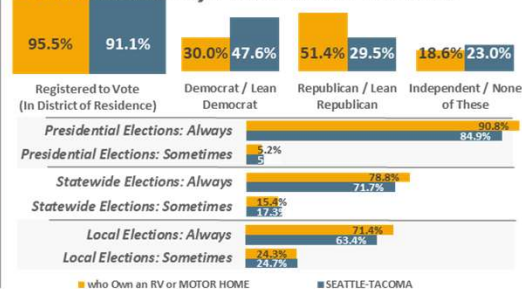
7.6% or 242,946 of SEATTLE-TACOMA DMA Adults 35 or older Own an RV or MOTOR HOME.
Adults 35 or older who Own an RV or MOTOR HOME are 7.4% more likely to look up D-I-Y advice online,
12.6% more likely to always vote in local elections, 11.8% less likely to belong to a gym, 4% less likely to fly
domestic past yr.



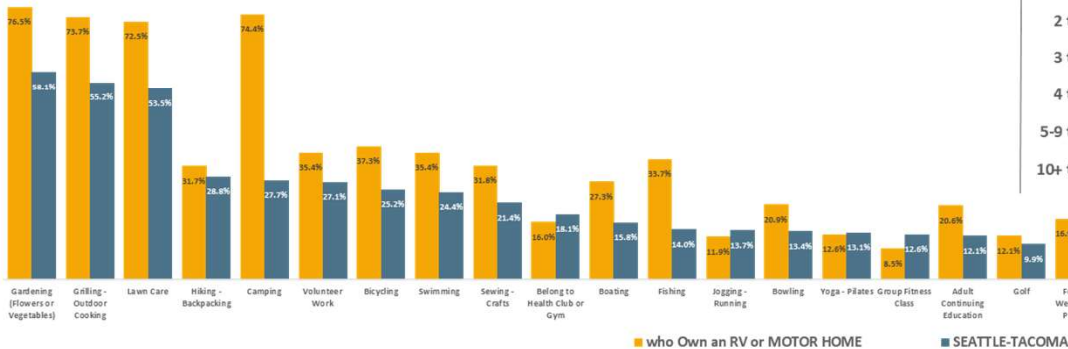
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



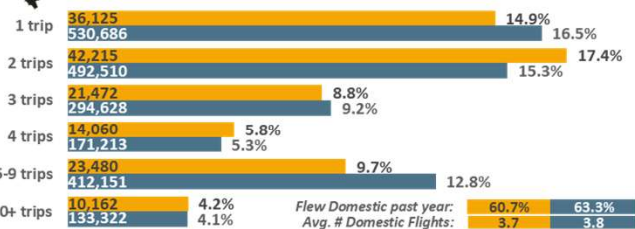
Political Activity: Adults 35 or older



Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



Past 12-months Domestic Airline Trips: Adults 35 or older

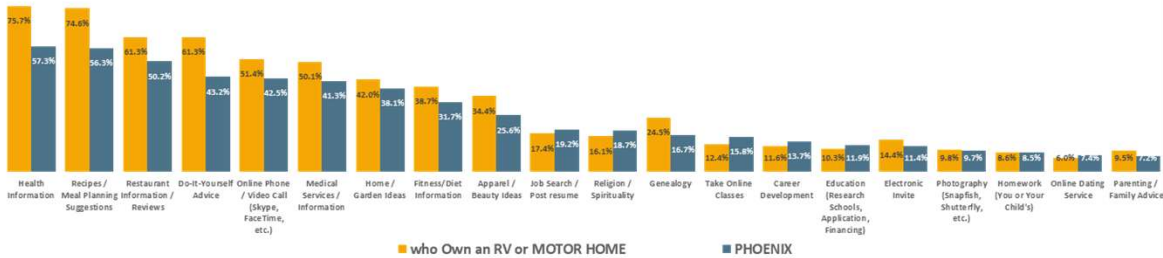




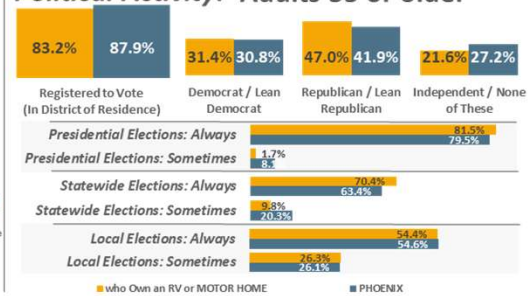
6.3% or 211,767 of PHOENIX DMA Adults 35 or older Own an RV or MOTOR HOME.
 Adults 35 or older who Own an RV or MOTOR HOME are 42.% more likely to look up D-I-Y advice online,
 .2% less likely to always vote in local elections, 14.2% less likely to belong to a gym, 9.2% less likely to fly
 domestic past yr.



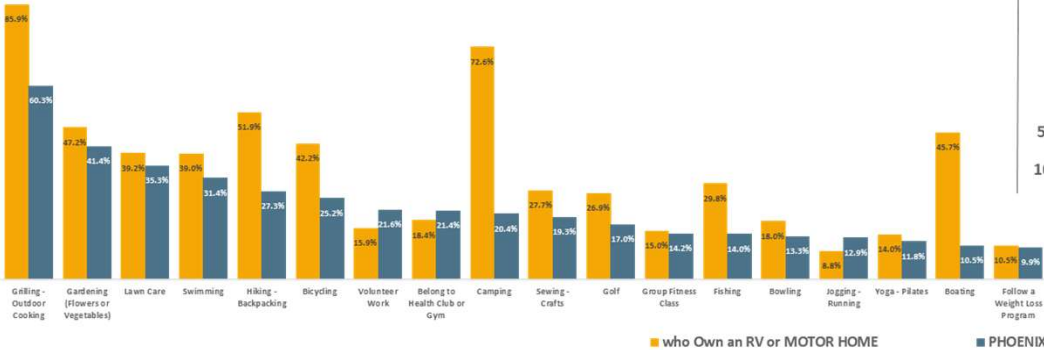
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



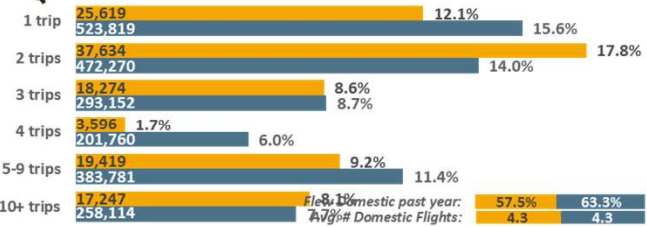
Political Activity: Adults 35 or older



Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



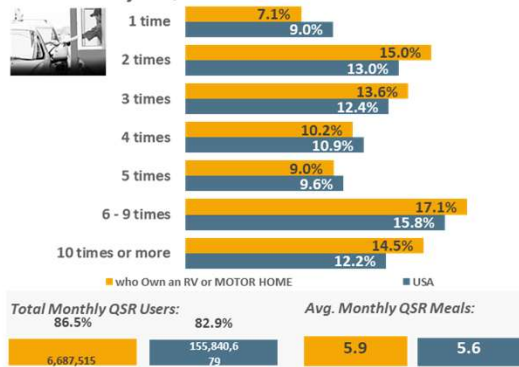
Past 12-months Domestic Airline Trips: Adults 35 or older



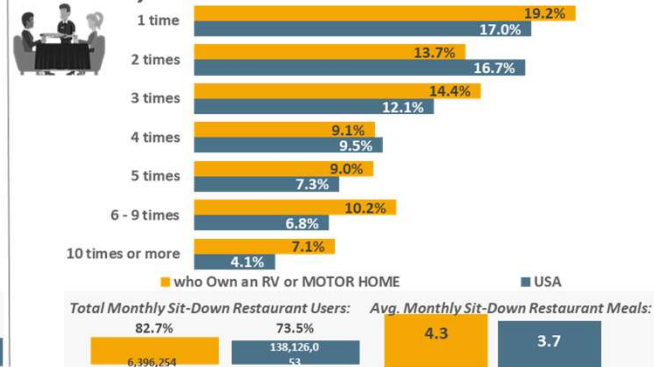


4.1% or 7,734,652 of USA Adults 35 or older Own an RV or MOTOR HOME.
 Adults 35 or older who Own an RV or MOTOR HOME are 4.3% more likely to use QSRs past mo., 12.6% more likely to use Sit-Down Restaurants past mo., 46.6% more likely to use Casinos past yr, 28.3% more likely to smoke cigarettes.

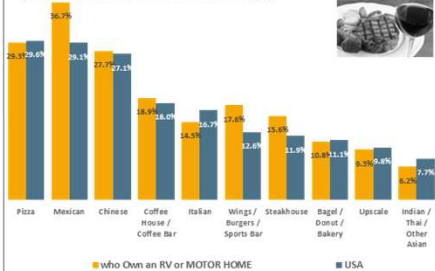
Past 30-days QSR Users: Adults 35 or older



Past 30-days Sit-Down Restaurant Users: Adults 35 or older

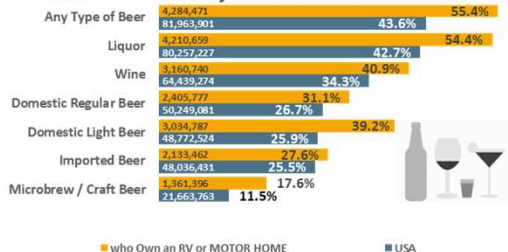


Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)

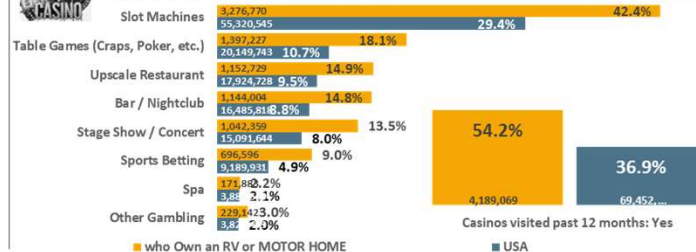


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Own an RV or MOTOR HOME: 10.5%
 USA: 15.8%

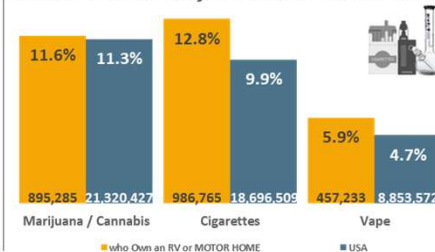
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



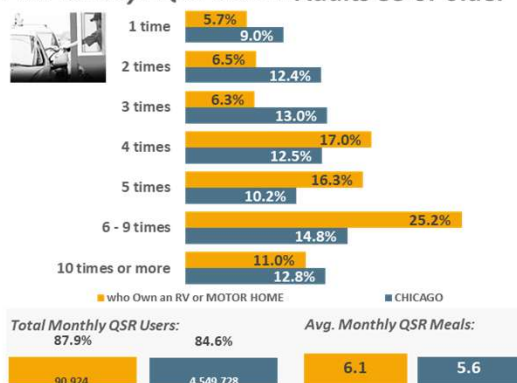
Used Past 30-days: Adults 35 or older



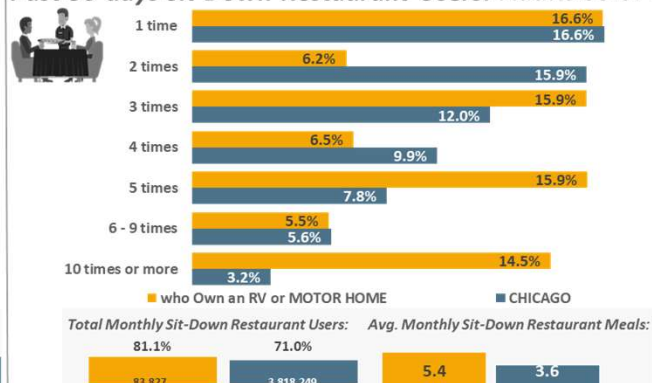


1.9% or 103,417 of CHICAGO DMA Adults 35 or older Own an RV or MOTOR HOME.
Adults 35 or older who Own an RV or MOTOR HOME are 4.% more likely to use QSRs past mo., 14.2% more likely to use Sit-Down Restaurants past mo., 46.% more likely to use Casinos past yr., 27.2% more likely to smoke cigarettes.

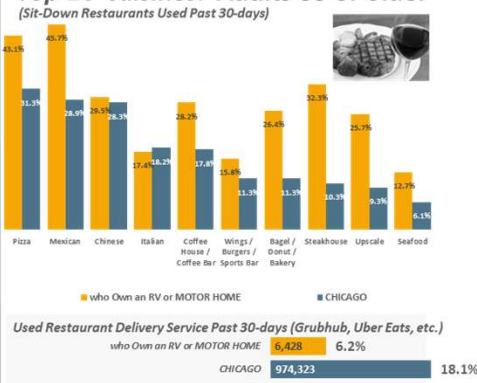
Past 30-days QSR Users: Adults 35 or older



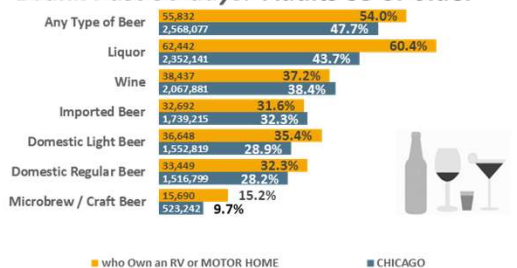
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



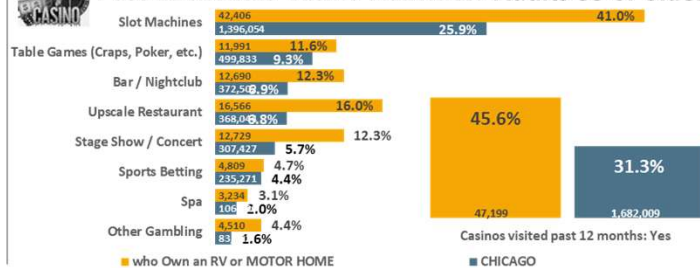
Top-10 Cuisines: Adults 35 or older



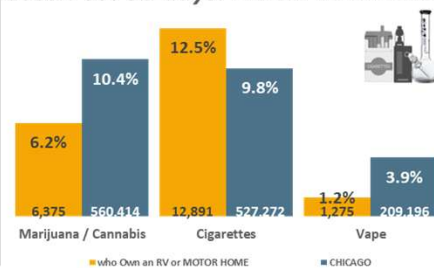
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



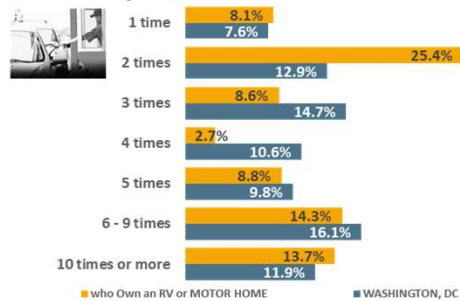
Used Past 30-days: Adults 35 or older





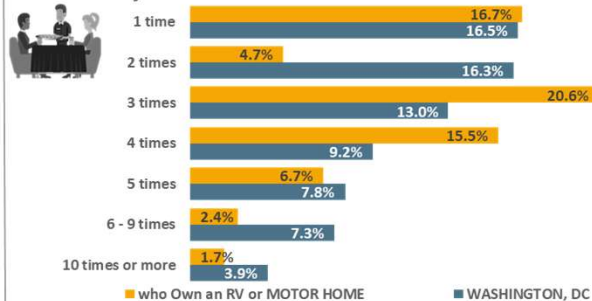
2.2% or 82,648 of WASHINGTON, DC DMA Adults 35 or older Own an RV or MOTOR HOME.
 Adults 35 or older who Own an RV or MOTOR HOME are 2.5% less likely to use QSRs past mo., 7.6% less likely to use Sit-Down Restaurants past mo., 61.1% more likely to use Casinos past yr, 54.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



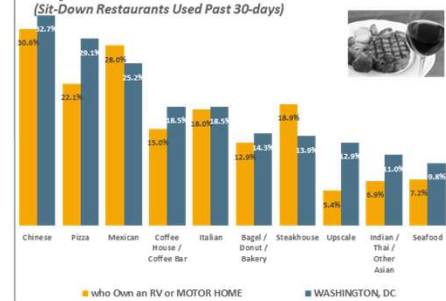
Total Monthly QSR Users:	81.5%	83.5%	Avg. Monthly QSR Meals:	5.5	5.6
	67,324	3,400,845			

Past 30-days Sit-Down Restaurant Users: Adults 35 or older



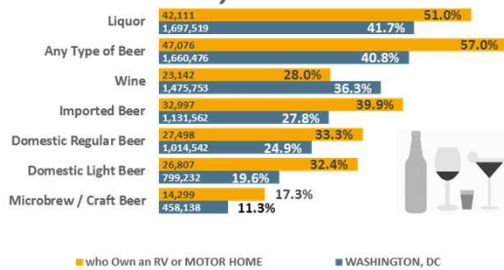
Total Monthly Sit-Down Restaurant Users:	68.4%	74.0%	Avg. Monthly Sit-Down Restaurant Meals:	3.3	3.7
	56,493	3,012,506			

Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)

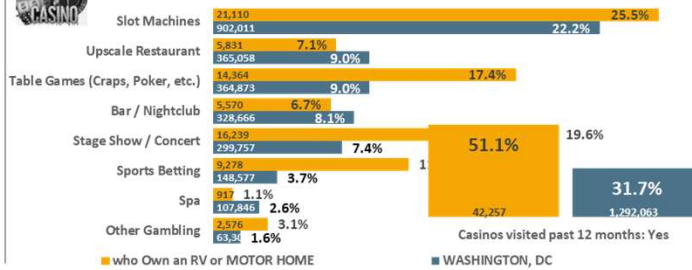


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	who Own an RV or MOTOR HOME	WASHINGTON, DC
	13,899	861,225
	16.8%	21.2%

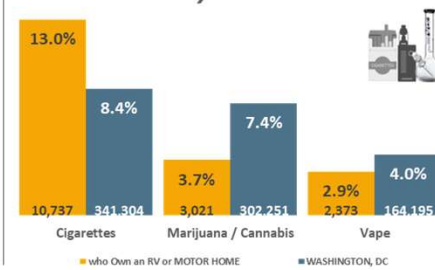
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



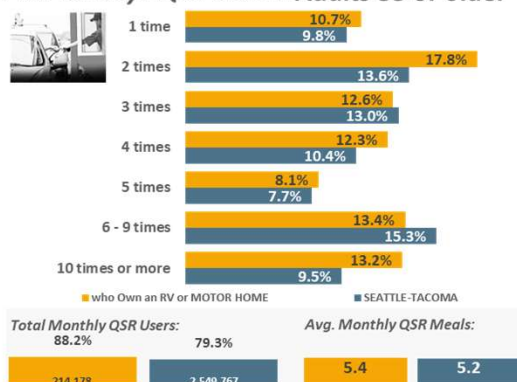
Used Past 30-days: Adults 35 or older



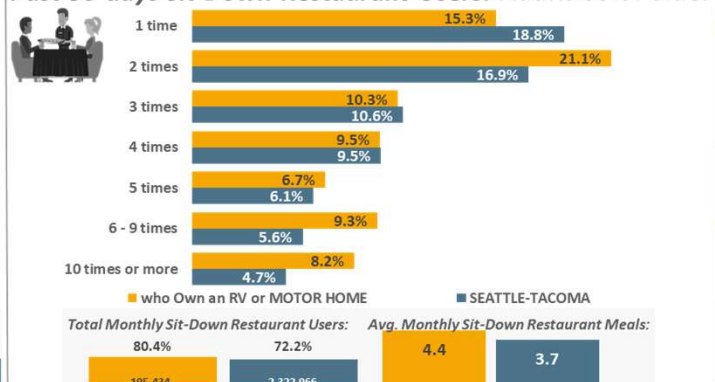


7.6% or 242,946 of SEATTLE-TACOMA DMA Adults 35 or older Own an RV or MOTOR HOME.
Adults 35 or older who Own an RV or MOTOR HOME are 11.2% more likely to use QSRs past mo., 11.4% more likely to use Sit-Down Restaurants past mo., 35.2% more likely to use Casinos past yr., 4.6% less likely to smoke cigarettes.

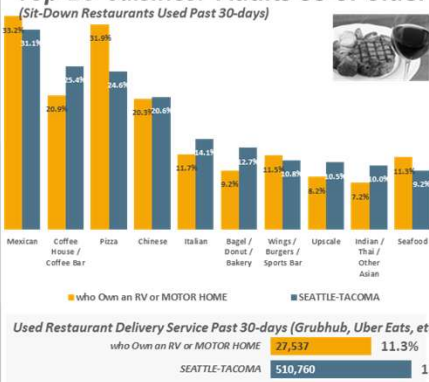
Past 30-days QSR Users: Adults 35 or older



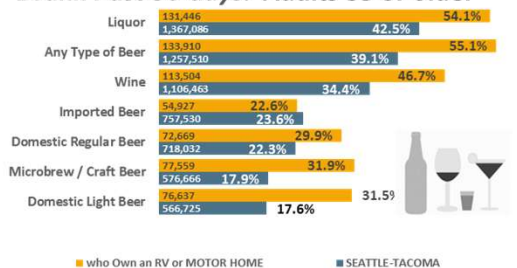
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



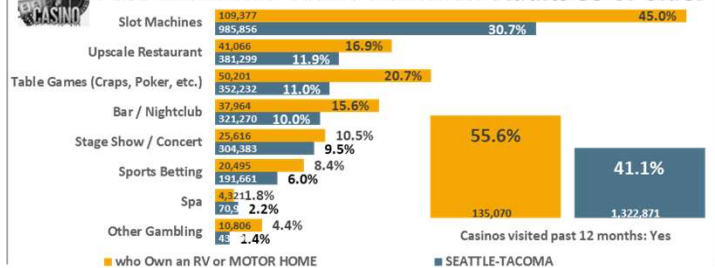
Top-10 Cuisines: Adults 35 or older



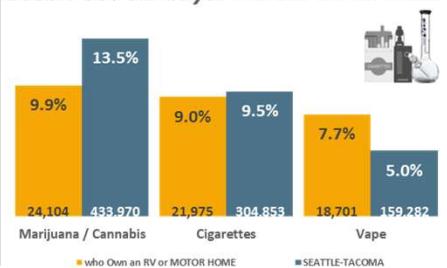
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



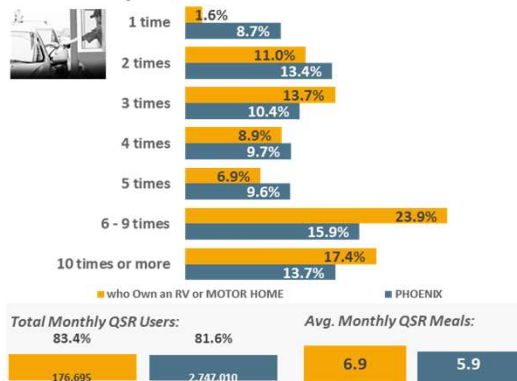
Used Past 30-days: Adults 35 or older



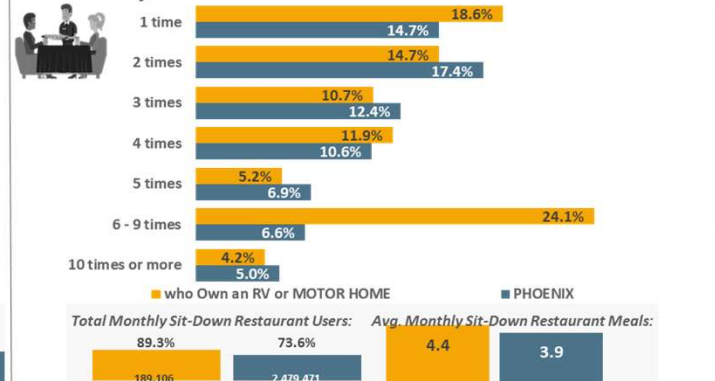


6.3% or 211,767 of PHOENIX DMA Adults 35 or older Own an RV or MOTOR HOME.
Adults 35 or older who Own an RV or MOTOR HOME are 2.3% more likely to use QSRs past mo., 21.3% more likely to use Sit-Down Restaurants past mo., 45.9% more likely to use Casinos past yr., 18.9% more likely to smoke cigarettes.

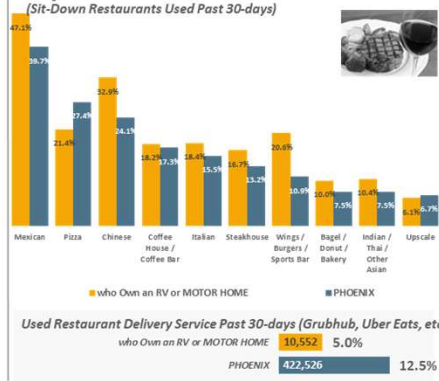
Past 30-days QSR Users: Adults 35 or older



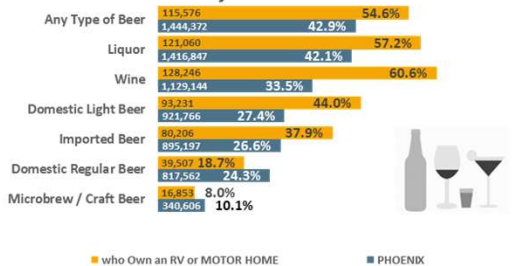
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



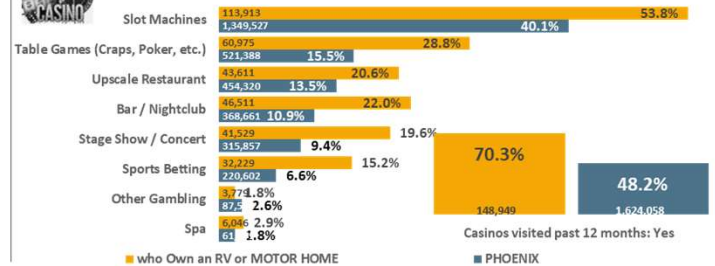
Top-10 Cuisines: Adults 35 or older



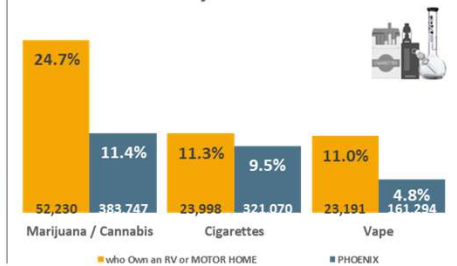
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older





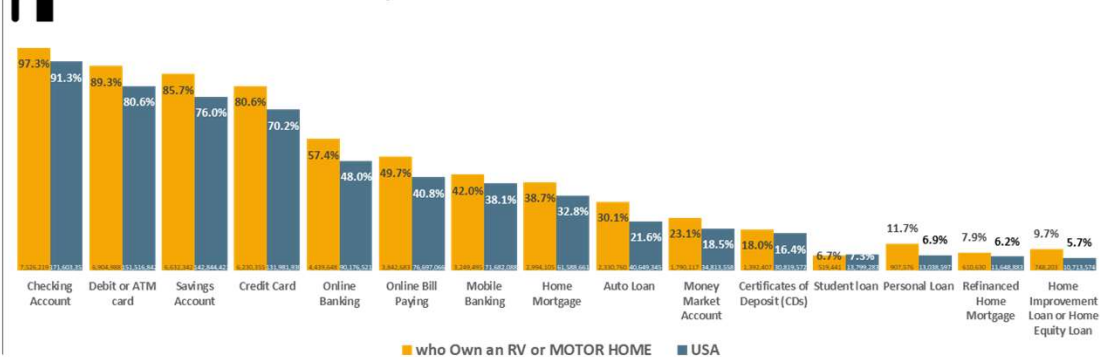
4.1% or 7,734,652 of USA Adults 35 or older Own an RV or MOTOR HOME.
Adults 35 or older who Own an RV or MOTOR HOME are 10.6% more likely to have a 401K, 39.4% more likely to have an Auto Loan, 8.8% less likely to Invest/Trade Stocks Online, 10.1% more likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



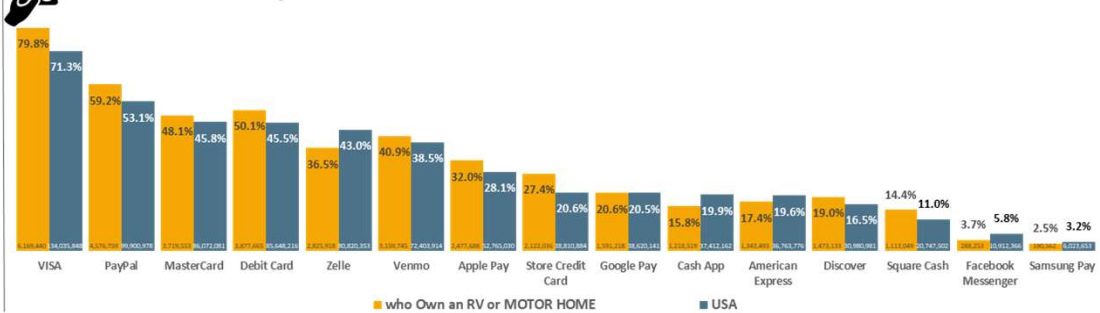
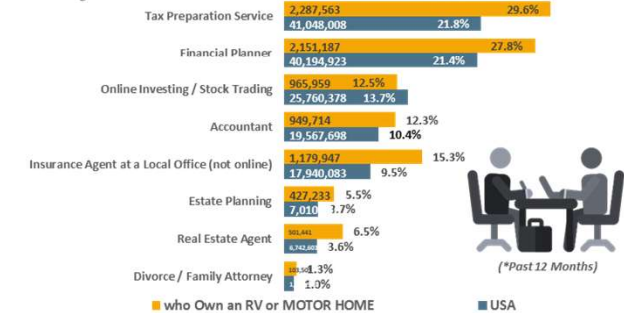
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



Past 3-Months Payment Methods Used: Adults 35 or older

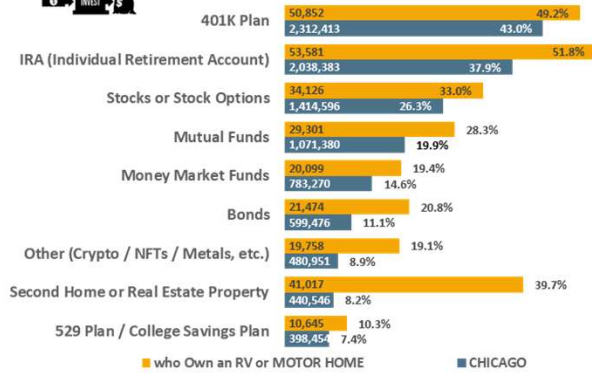




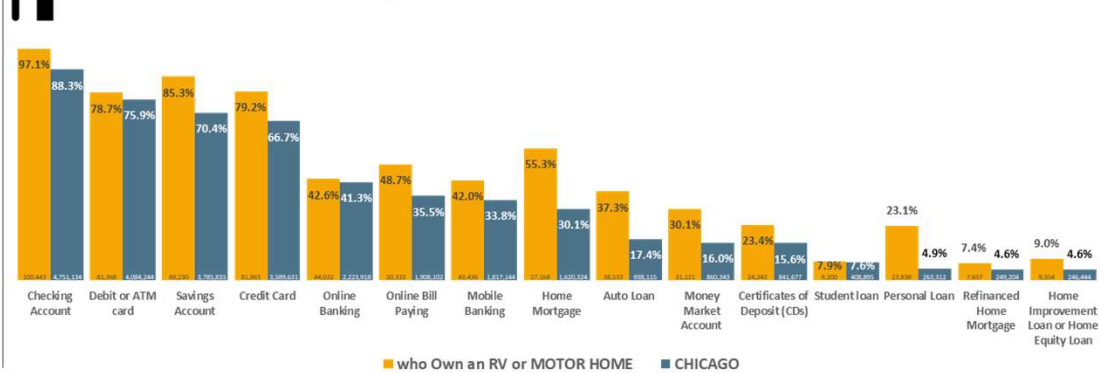
1.9% or 103,417 of CHICAGO DMA Adults 35 or older Own an RV or MOTOR HOME.
Adults 35 or older who Own an RV or MOTOR HOME are 14.4% more likely to have a 401K, 113.7% more likely to have an Auto Loan, 26.9% less likely to Invest/Trade Stocks Online, 17.9% less likely to pay with their Debit Card.



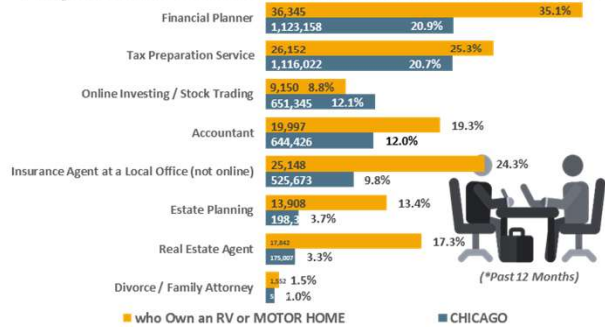
Investments Owned: Adults 35 or older



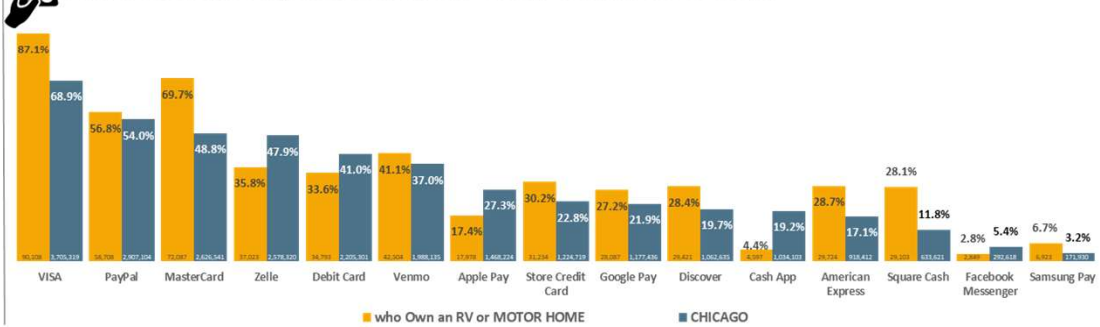
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



Past 3-Months Payment Methods Used: Adults 35 or older

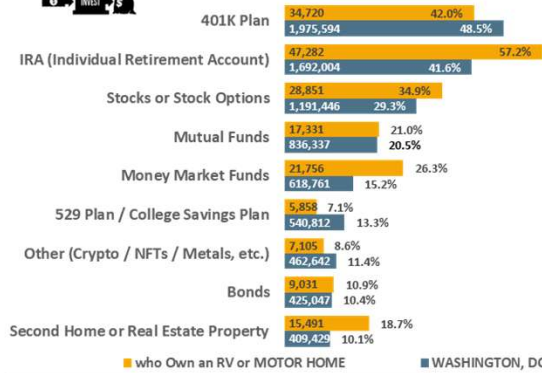




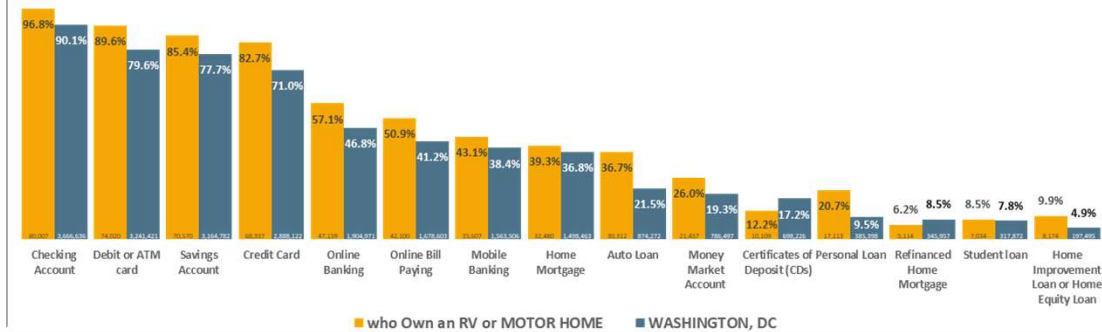
2.2% or 82,648 of WASHINGTON, DC DMA Adults 35 or older Own an RV or MOTOR HOME.
Adults 35 or older who Own an RV or MOTOR HOME are 13.4% less likely to have a 401K, 70.8% more likely to have an Auto Loan, 3.5% less likely to Invest/Trade Stocks Online, 21.1% more likely to pay with their Debit Card.



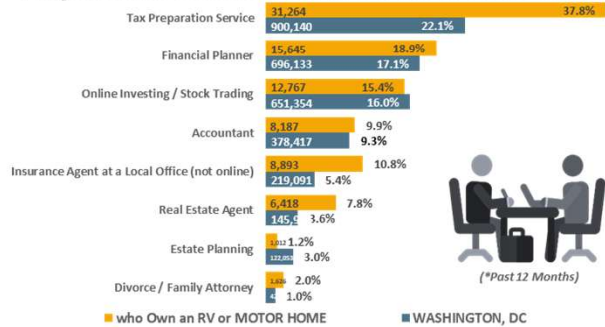
Investments Owned: Adults 35 or older



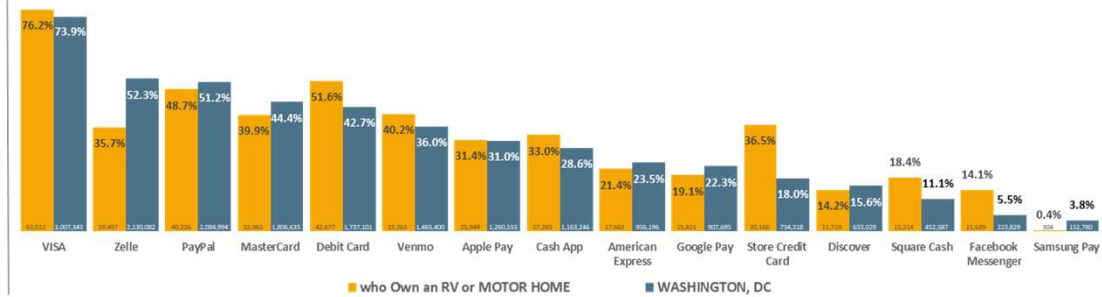
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



Past 3-Months Payment Methods Used: Adults 35 or older

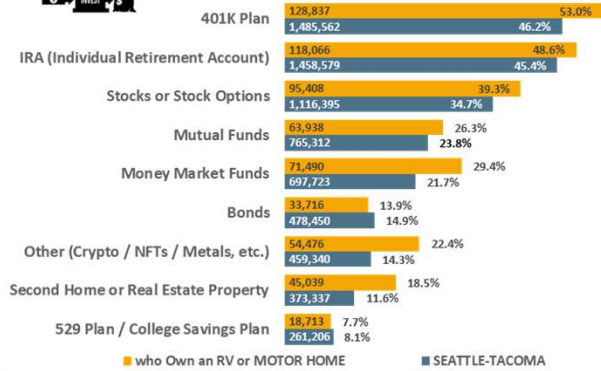




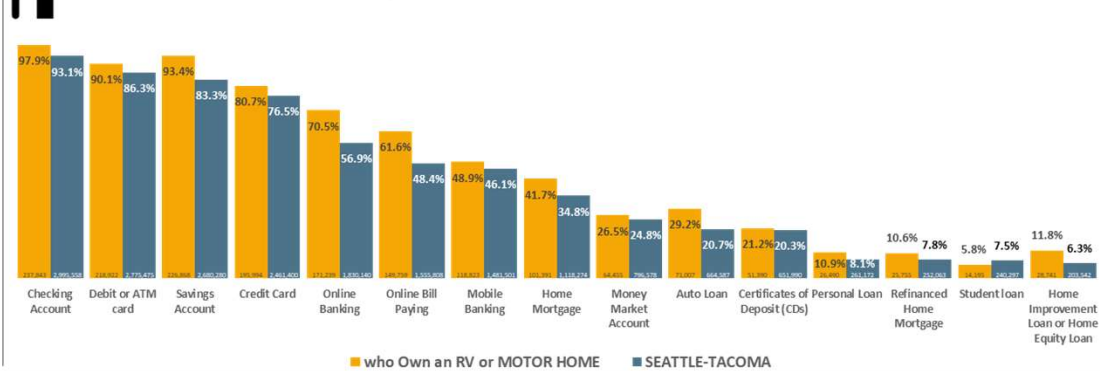
7.6% or 242,946 of SEATTLE-TACOMA DMA Adults 35 or older Own an RV or MOTOR HOME.
Adults 35 or older who Own an RV or MOTOR HOME are 14.8% more likely to have a 401K, 41.4% more likely to have an Auto Loan, 16.3% less likely to Invest/Trade Stocks Online, 20.2% more likely to pay with their Debit Card.



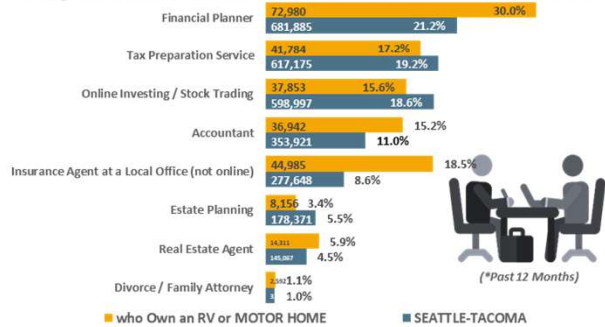
Investments Owned: Adults 35 or older



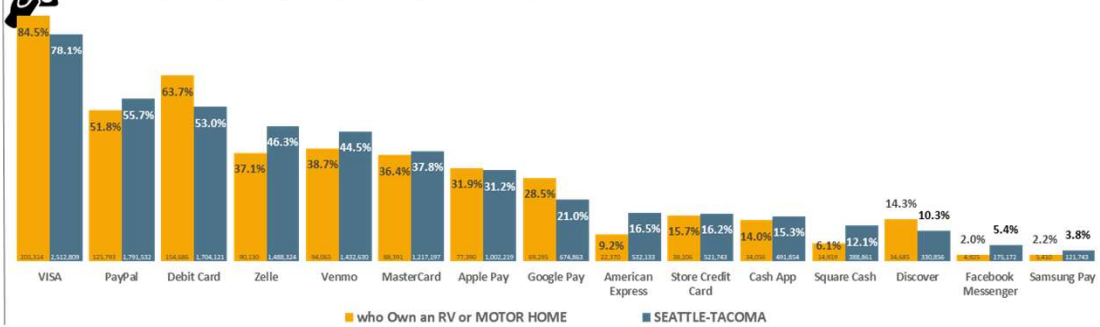
Financial Services Has and/or Uses: Adults 35 or older

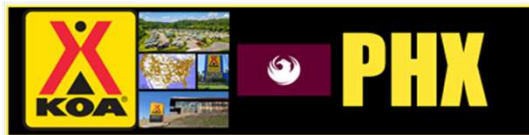


Professional Services Used*: Adults 35 or older



Past 3-Months Payment Methods Used: Adults 35 or older

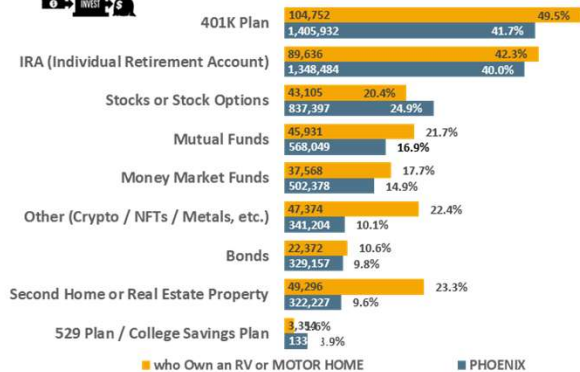




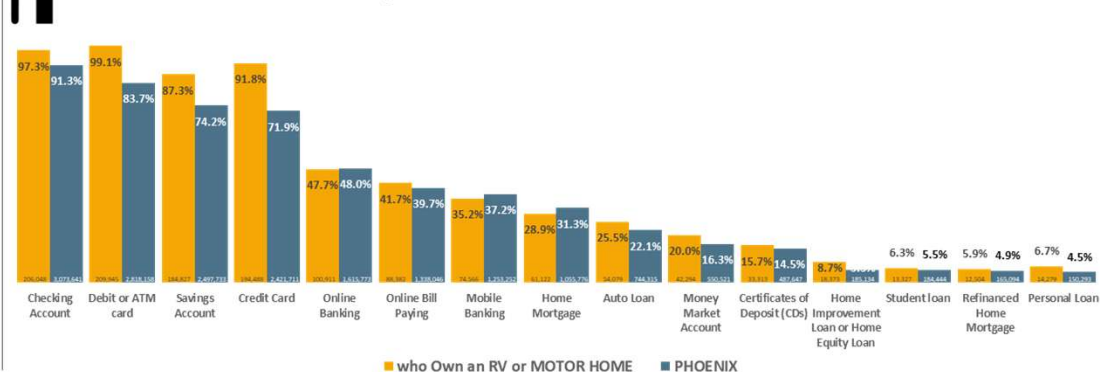
6.3% or 211,767 of PHOENIX DMA Adults 35 or older Own an RV or MOTOR HOME.
Adults 35 or older who Own an RV or MOTOR HOME are 18.5% more likely to have a 401K, 15.5% more likely to have an Auto Loan, 3.2% more likely to Invest/Trade Stocks Online, 8.1% less likely to pay with their Debit Card.



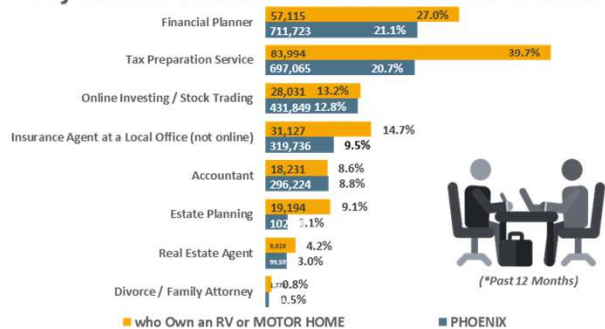
Investments Owned: Adults 35 or older



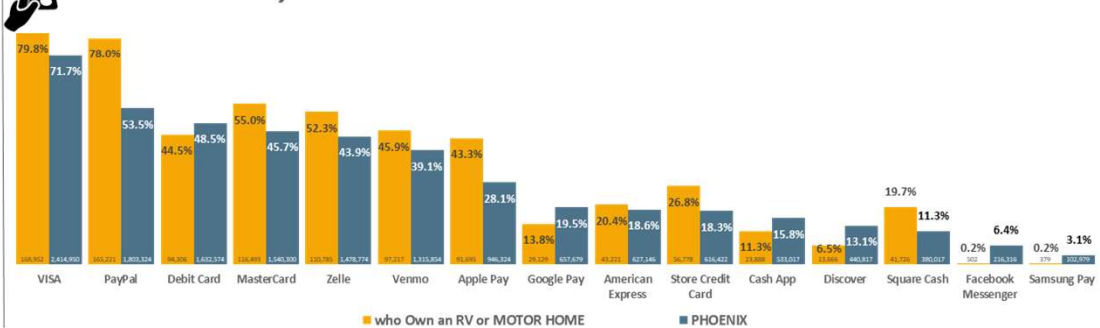
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older

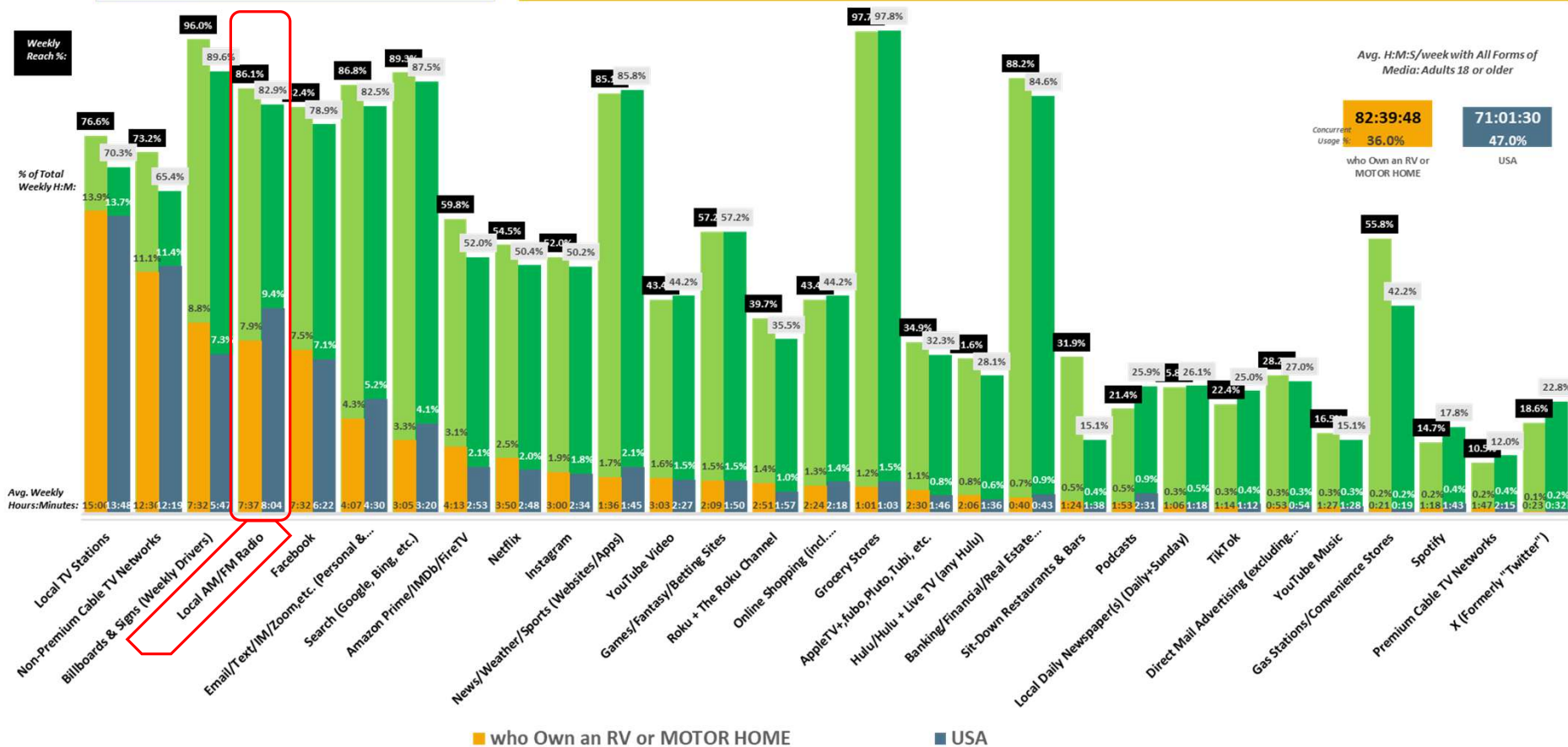


Past 3-Months Payment Methods Used: Adults 35 or older



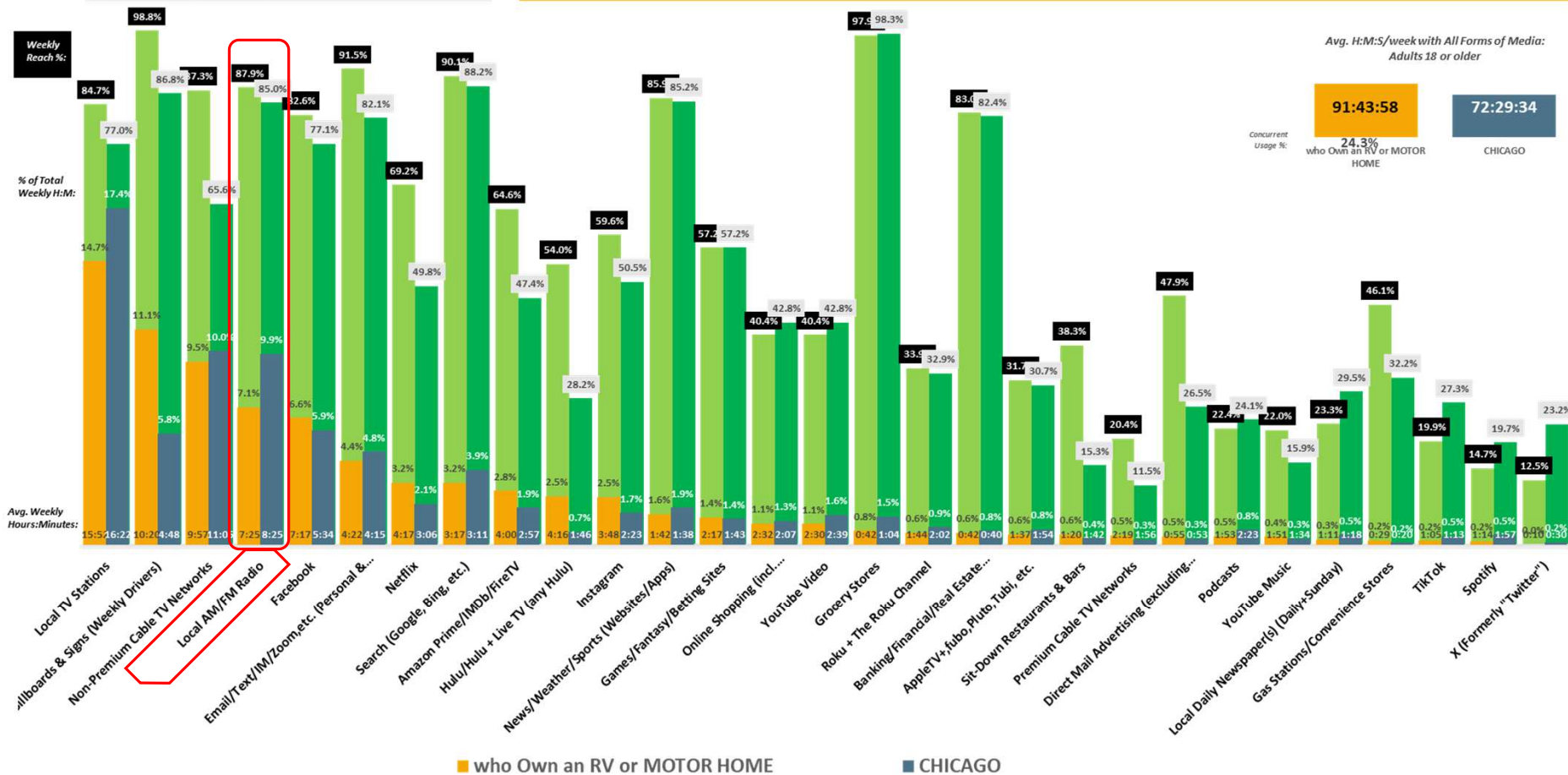


Adults 35 or older who Own an RV or MOTOR HOME spend an average of 3 days, 10 hours, 39 minutes and 48 seconds each week with All Forms of Media.
 86.1% of Adults 35 or older who Own an RV or MOTOR HOME spend an avg. of 7 hours and 37 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



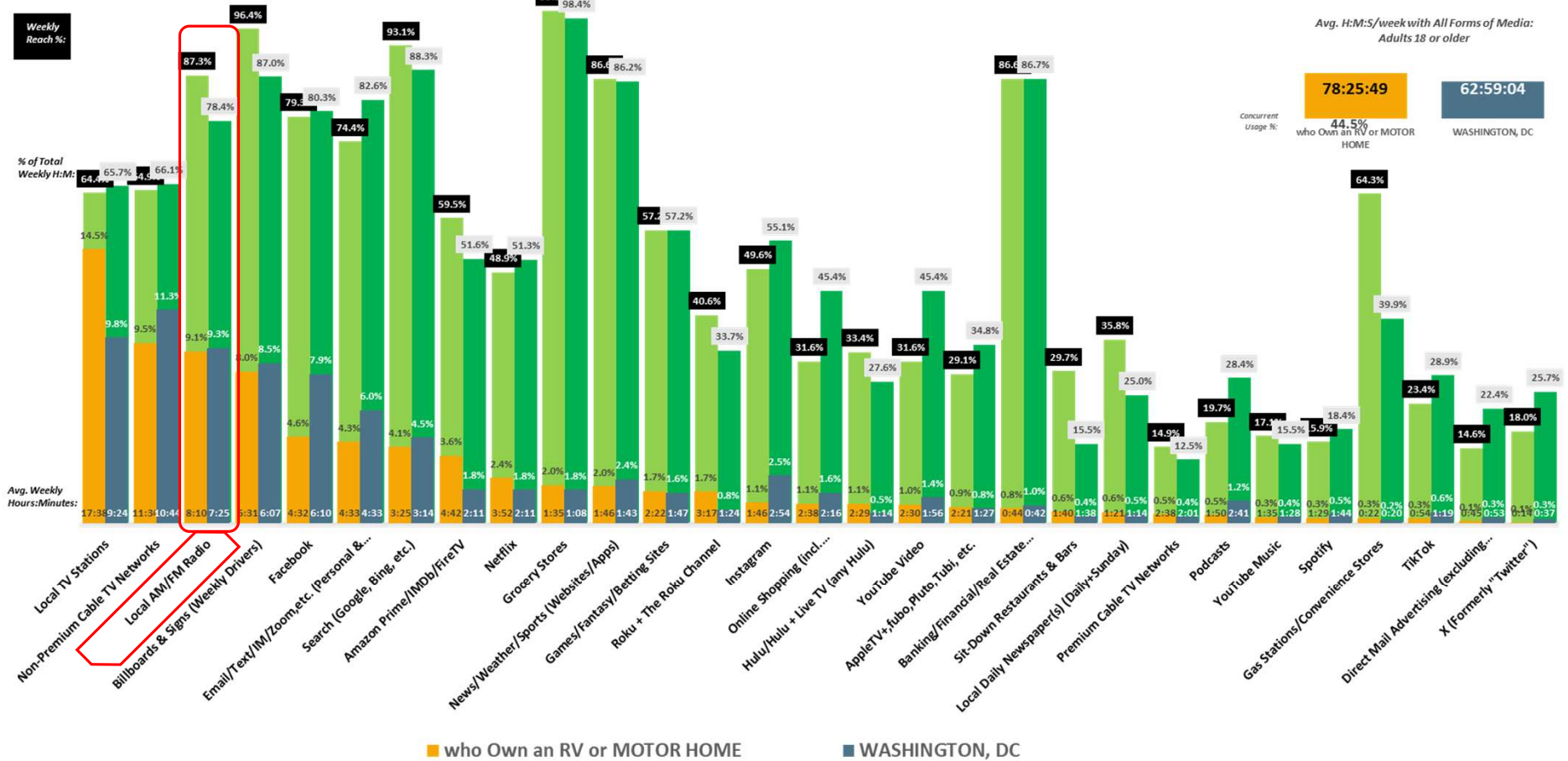


Adults 35 or older who Own an RV or MOTOR HOME spend an average of 3 days, 19 hours, 43 minutes and 58 seconds each week with All Forms of Media.
 87.9% of Adults 35 or older who Own an RV or MOTOR HOME spend an avg. of 7 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.





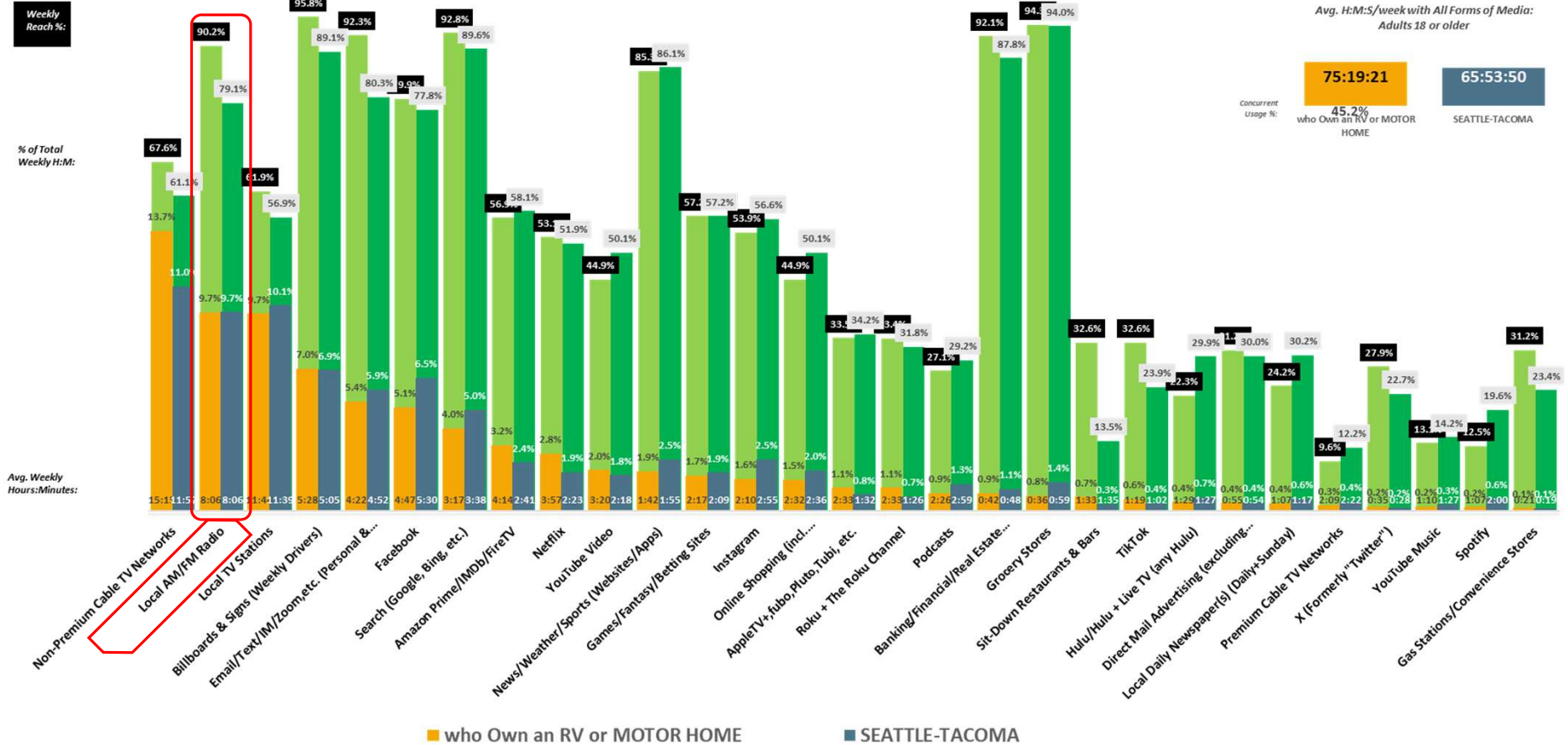
Adults 35 or older who Own an RV or MOTOR HOME spend an average of 3 days, 6 hours, 25 minutes and 49 seconds each week with All Forms of Media.
 87.3% of Adults 35 or older who Own an RV or MOTOR HOME spend an avg. of 8 hours and 10 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.

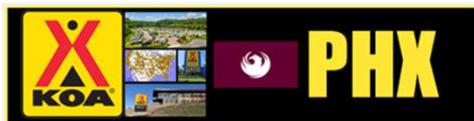




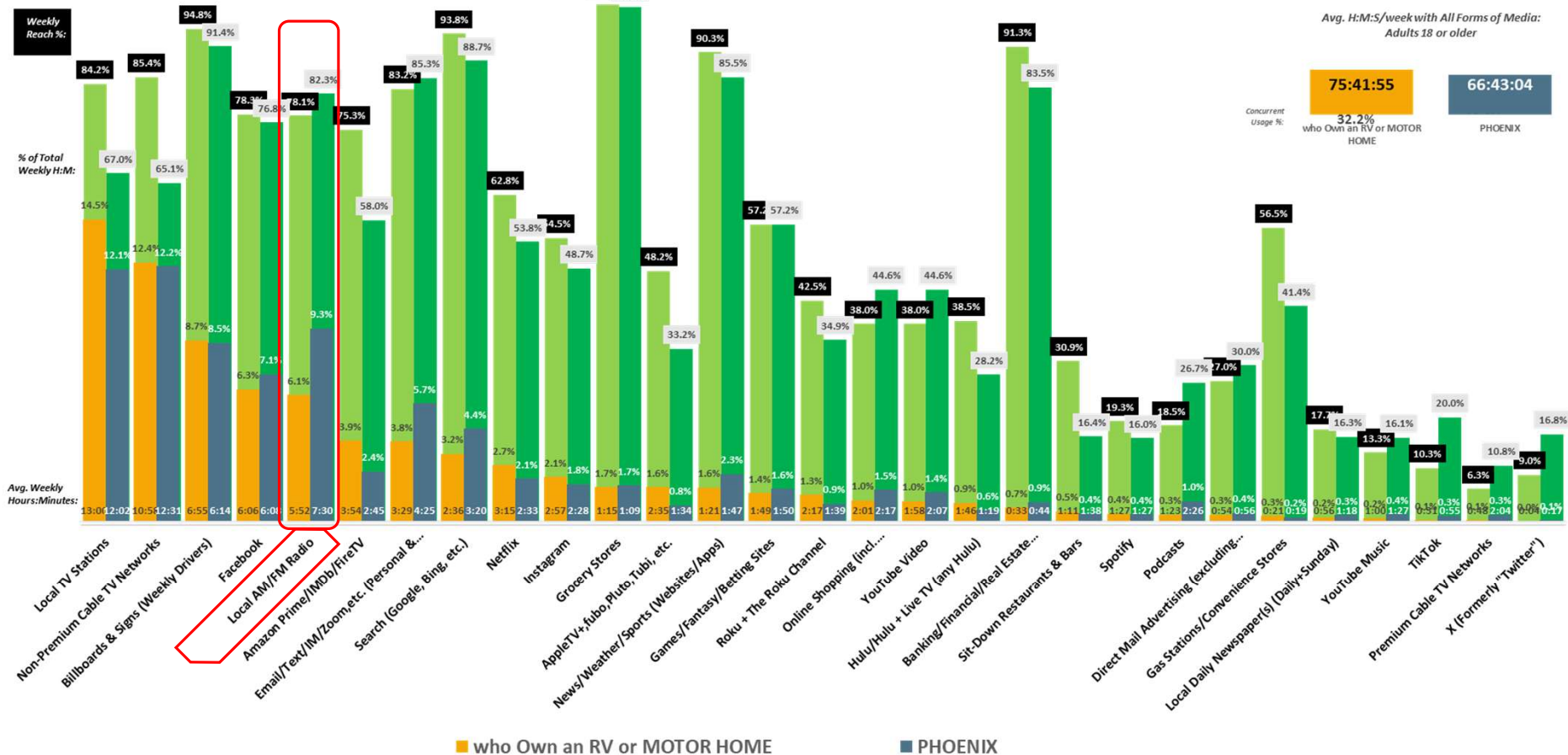
Adults 35 or older who Own an RV or MOTOR HOME spend an average of 3 days, 3 hours, 19 minutes and 21 seconds each week with All Forms of Media.

90.2% of Adults 35 or older who Own an RV or MOTOR HOME spend an avg. of 8 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.





Adults 35 or older who Own an RV or MOTOR HOME spend an average of 3 days, 3 hours, 41 minutes and 55 seconds each week with All Forms of Media.
 78.1% of Adults 35 or older who Own an RV or MOTOR HOME spend an avg. of 5 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 6.1% of total time spent with all forms of Media.

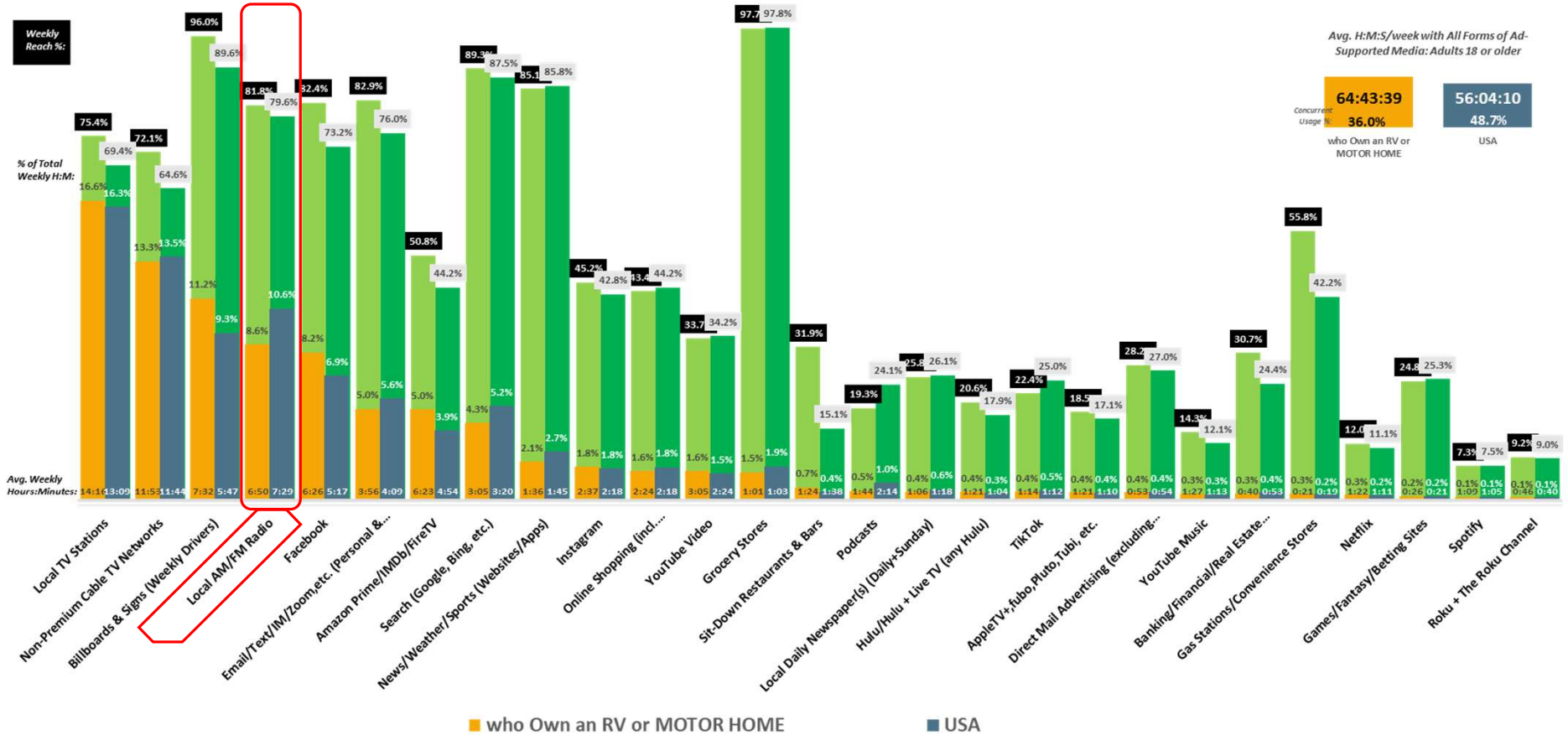


Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

Concurrent Usage %:
 75:41:55
 32.2% who Own an RV or MOTOR HOME
 PHOENIX 66:43:04



Adults 35 or older who Own an RV or MOTOR HOME spend an average of 2 days, 16 hours, 43 minutes and 39 seconds each week with All Forms of Ad-Supported Media.
 81.8% of Adults 35 or older who Own an RV or MOTOR HOME spend an avg. of 6 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.6% of total time spent with all forms of Ad-Supported Media.

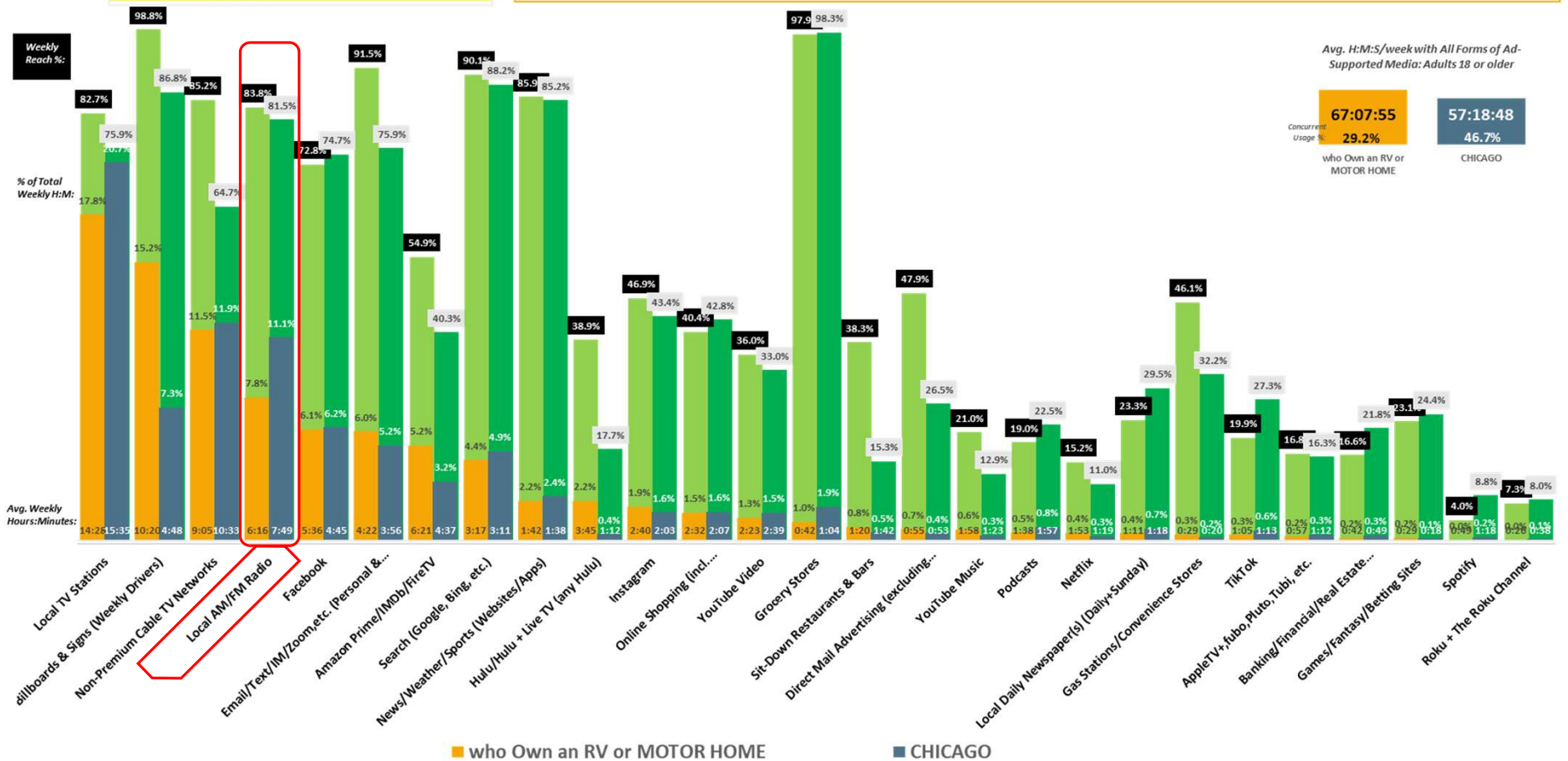


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage	64:43:39	56:04:10
who Own an RV or MOTOR HOME	36.0%	48.7%
USA		



Adults 35 or older who Own an RV or MOTOR HOME spend an average of 2 days, 19 hours, 7 minutes and 55 seconds each week with All Forms of Ad-Supported Media.
 83.8% of Adults 35 or older who Own an RV or MOTOR HOME spend an avg. of 6 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.8% of total time spent with all forms of Ad-Supported Media.

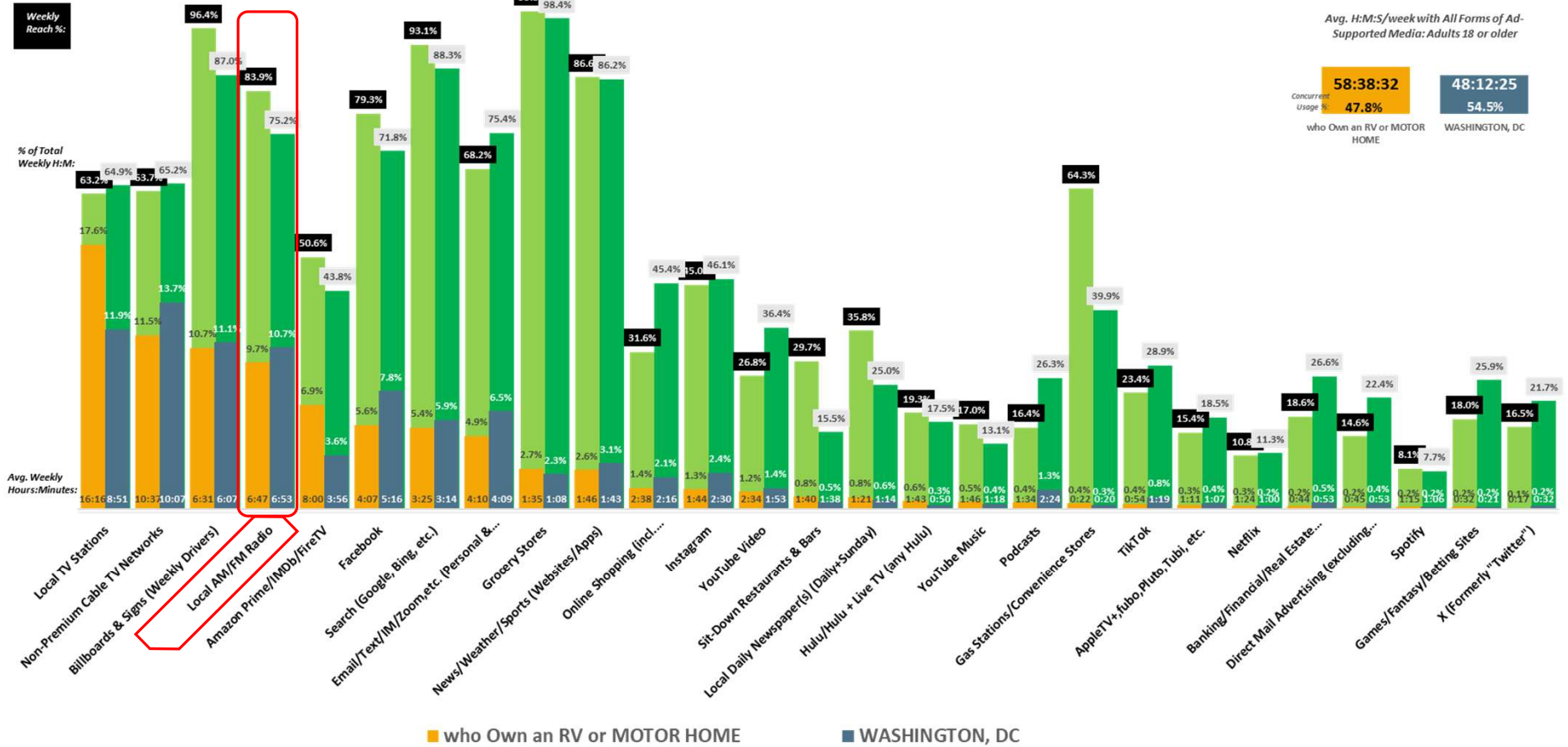


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %	67:07:55	57:18:48
who Own an RV or MOTOR HOME	29.2%	46.7%
CHICAGO		

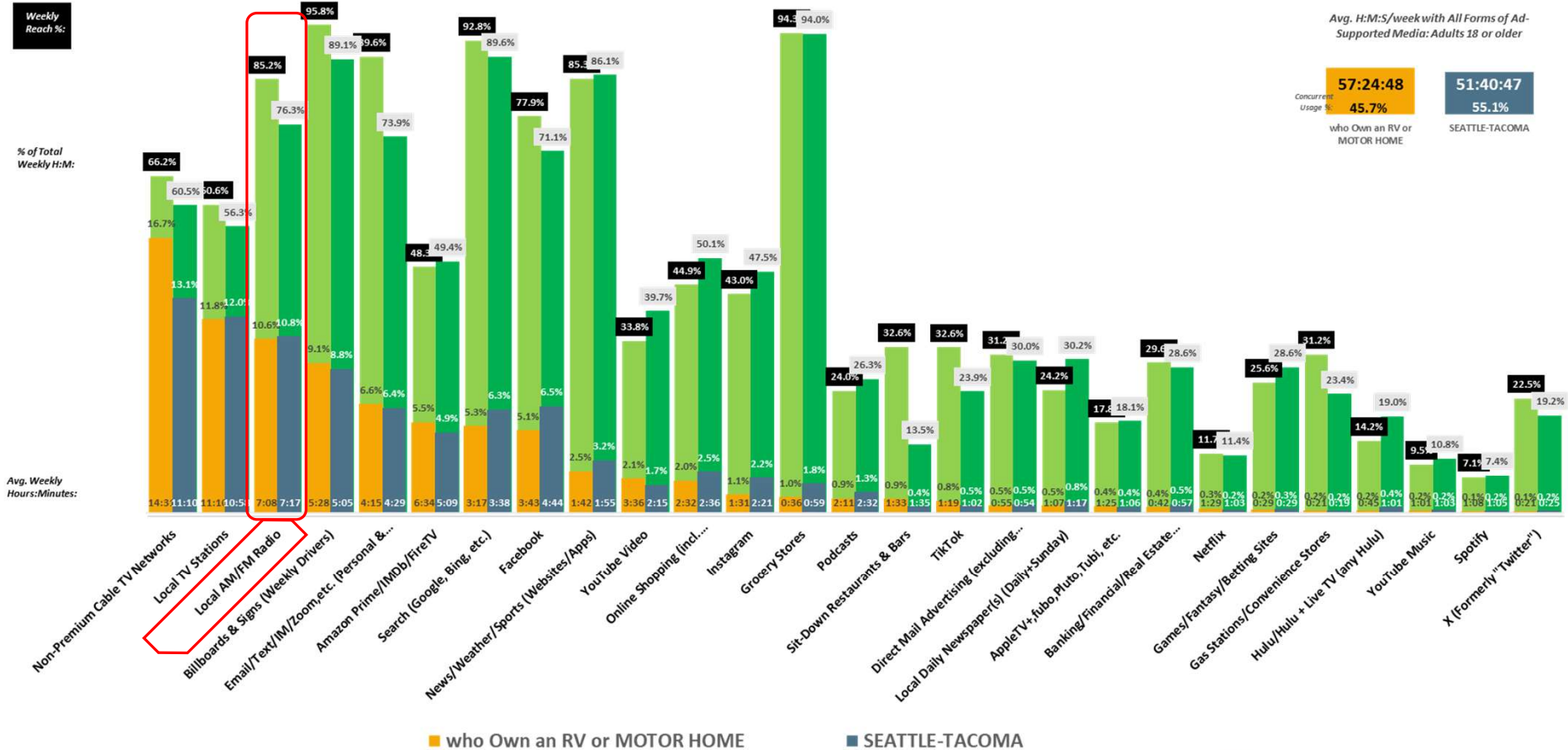


Adults 35 or older who Own an RV or MOTOR HOME spend an average of 2 days, 10 hours, 38 minutes and 32 seconds each week with All Forms of Ad-Supported Media.
 83.9% of Adults 35 or older who Own an RV or MOTOR HOME spend an avg. of 6 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.





Adults 35 or older who Own an RV or MOTOR HOME spend an average of 2 days, 9 hours, 24 minutes and 48 seconds each week with All Forms of Ad-Supported Media.
 85.2% of Adults 35 or older who Own an RV or MOTOR HOME spend an avg. of 7 hours and 8 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media.

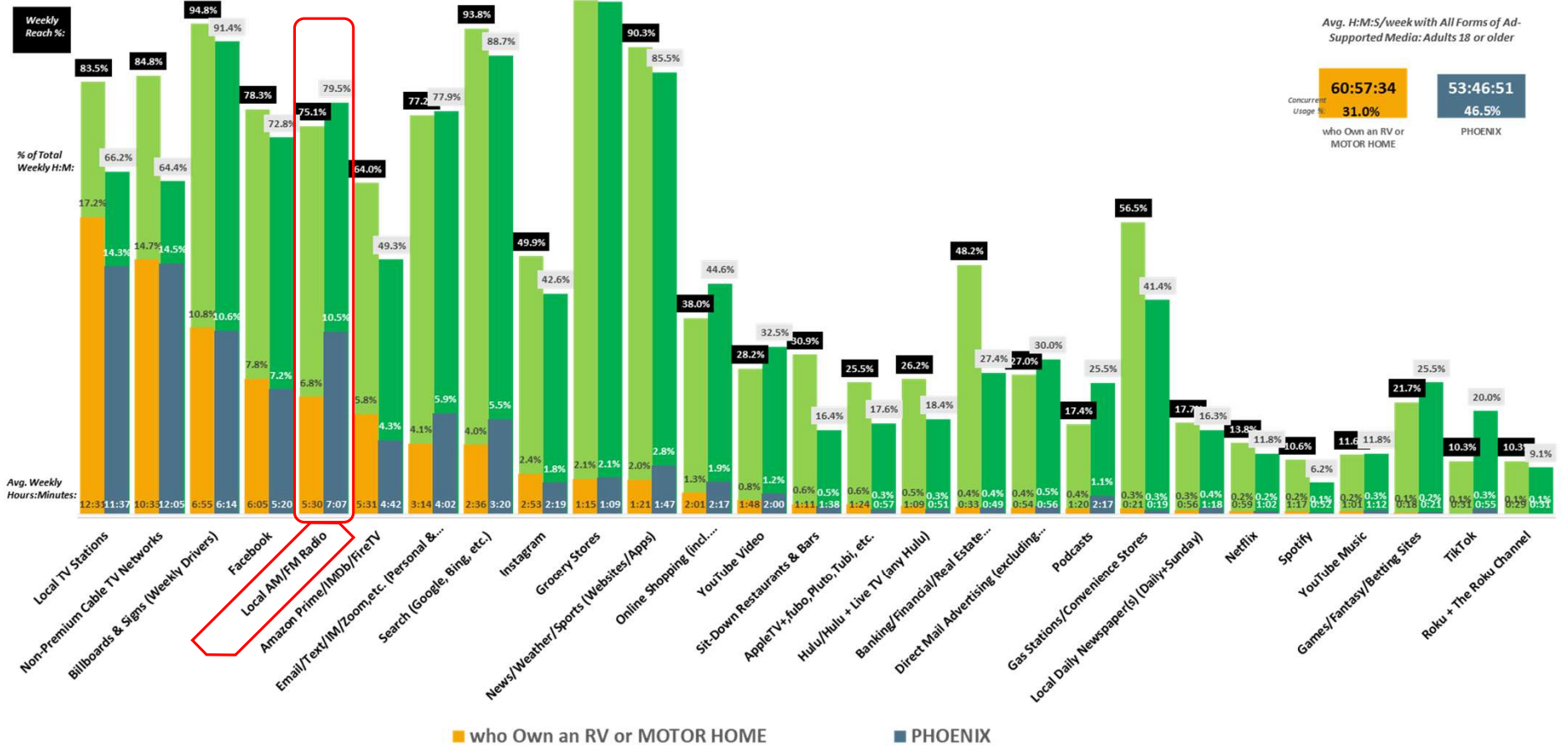


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage	57:24:48	51:40:47
who Own an RV or MOTOR HOME	45.7%	55.1%



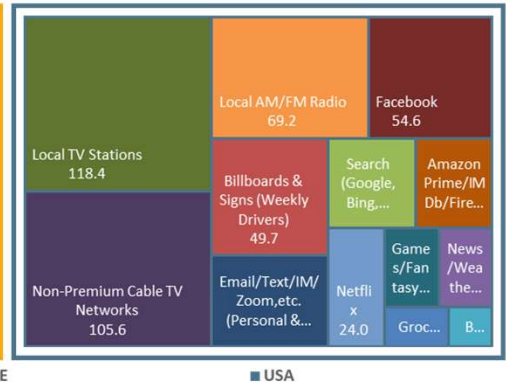
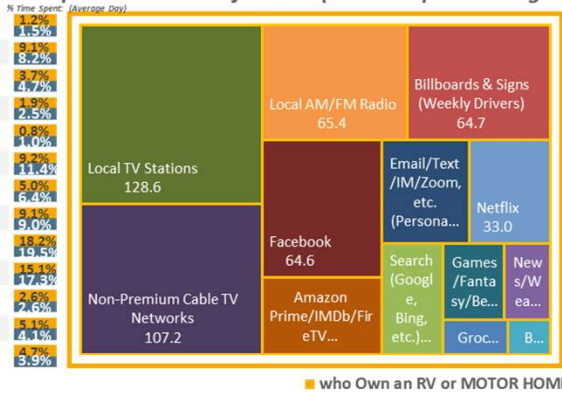
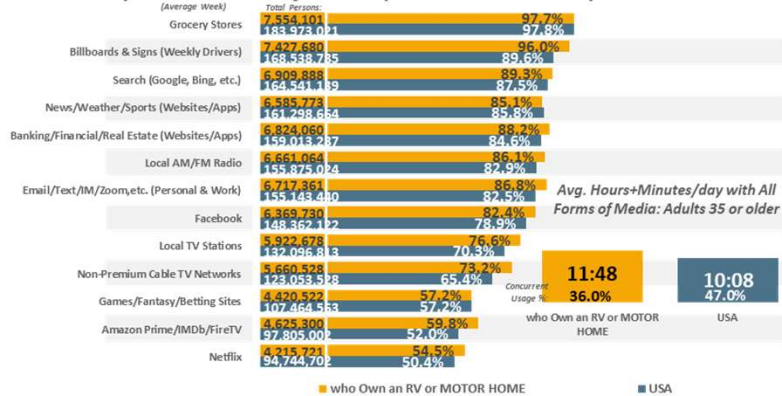
Adults 35 or older who Own an RV or MOTOR HOME spend an average of 2 days, 12 hours, 57 minutes and 34 seconds each week with All Forms of Ad-Supported Media.
 75.1% of Adults 35 or older who Own an RV or MOTOR HOME spend an avg. of 5 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.8% of total time spent with all forms of Ad-Supported Media.



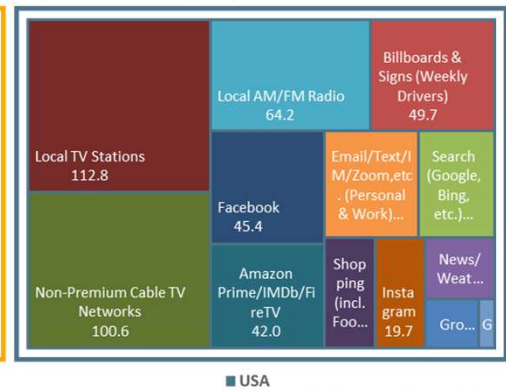
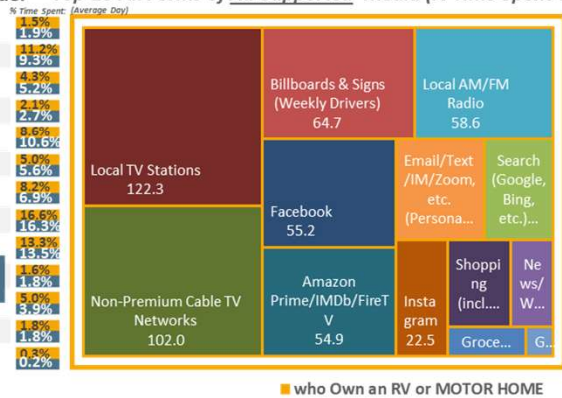
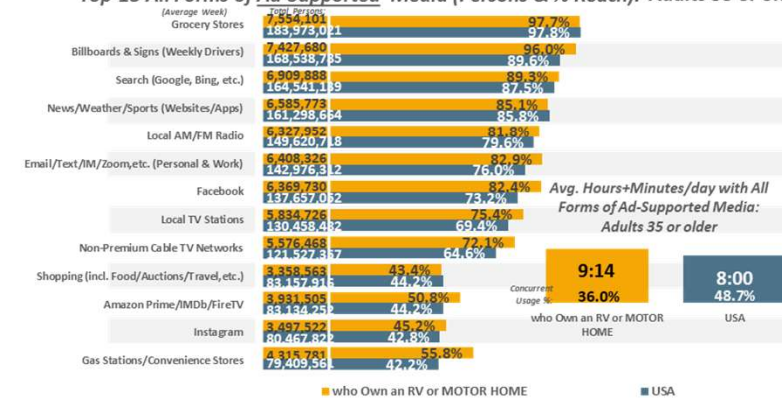


Adults 35 or older who Own an RV or MOTOR HOME spend an average of 9 hours and 14 minutes each day with All Forms of Ad-Supported Media. 81.8% listen to Local AM/FM Radio for an avg. of 58.6 minutes/day. (Local Radio delivers 8.6% of Time with Ad-Supported Media.)

Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 732
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

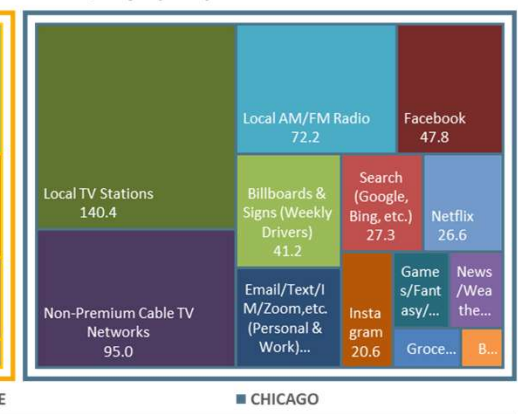
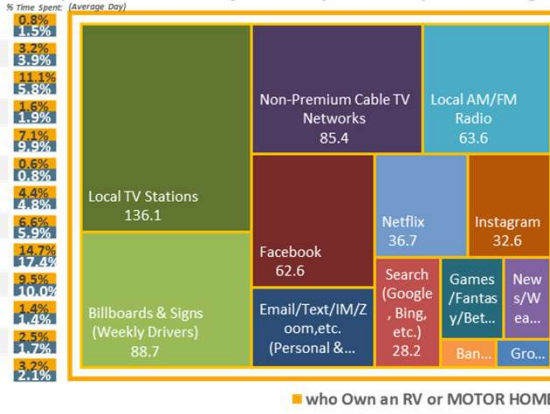
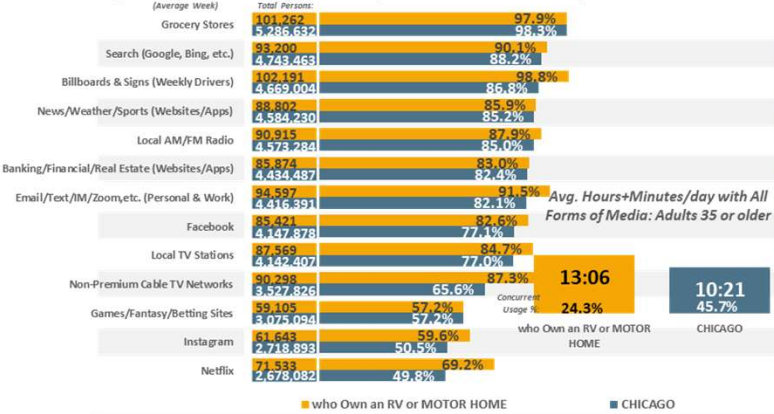
soefa.ai Share of Everything for Anything

Items/services household currently has (HHLI): RV (motor home)

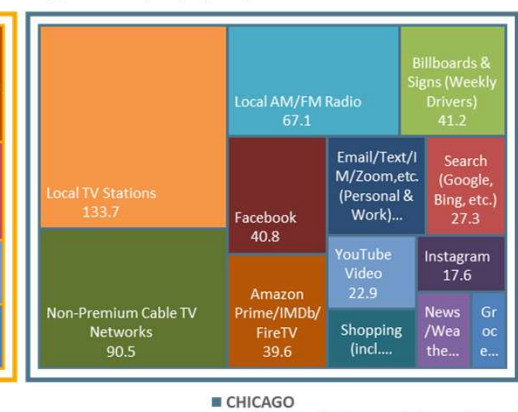
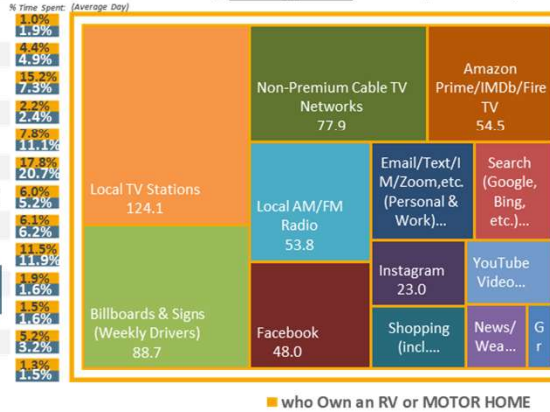
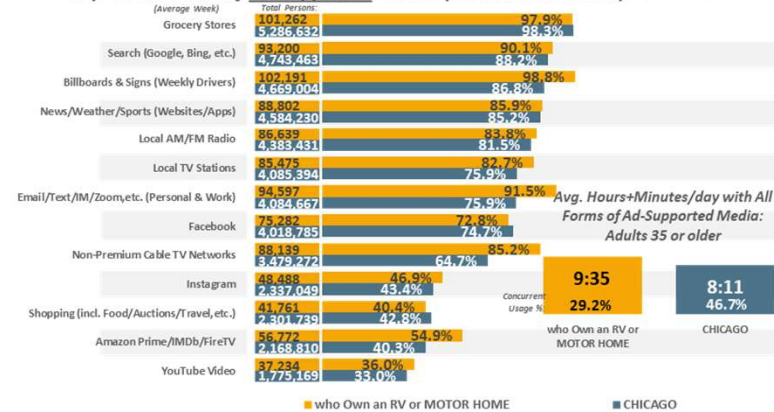


Adults 35 or older who Own an RV or MOTOR HOME spend an average of 9 hours and 35 minutes each day with All Forms of Ad-Supported Media. 83.8% listen to Local AM/FM Radio for an avg. of 53.8 minutes/day.
(Local Radio delivers 7.8% of Time with Ad-Supported Media.)

Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older **Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





A treemap visualization showing the distribution of Washington, DC's top 100 websites. The chart is divided into colored blocks representing different categories and their respective percentage of traffic. The largest category is Non-Premium Cable TV Networks at 92.1%, followed by Local TV Stations at 80.6%. Other significant categories include Local AM/FM Radio (63.7%), Facebook (53.0%), and Search engines like Google and Bing (27.7%).

Category	Percentage
Non-Premium Cable TV Networks	92.1
Local TV Stations	80.6
Local AM/FM Radio	63.7
Facebook	53.0
Billboards & Signs (Weekly Drivers)	52.6
Search (Google, Bing, etc.)	27.7
Instagram	24.9
Email/Text/IM/Zoom, etc. (Personal & Work)	39.1
Amazon Prime/IMDb/...	10.0
Games/Fantasy/Besides...	10.0
News/Weather/Sports...	10.0
Grocery/Banking...	10.0

■ WASHINGTON, DC

Platform	Revenue (\$B)
Non-Premium Cable TV Networks	86.8
Local TV Stations	76.0
Local AM/FM Radio	59.0
Billboards & Signs (Weekly Drivers)	52.6
Facebook	45.1
Amazon Prime/IMDb/FireTV	33.8
Search (Google, Bing, etc.)	27.7
Email/Text/IM/Zoom, etc. (Personal & Work)...	21.6
Instagram	21.6
Shopping (incl. Food/Auc...	21.6
News/W eather...	21.6
Grocery...	21.6

■ WASHINGTON, DC
soefa.ai Share of Everything
for Anything.®

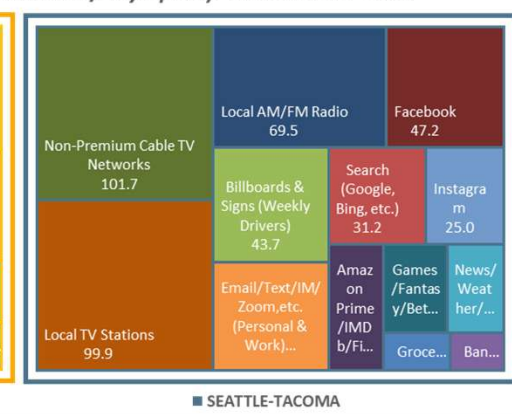
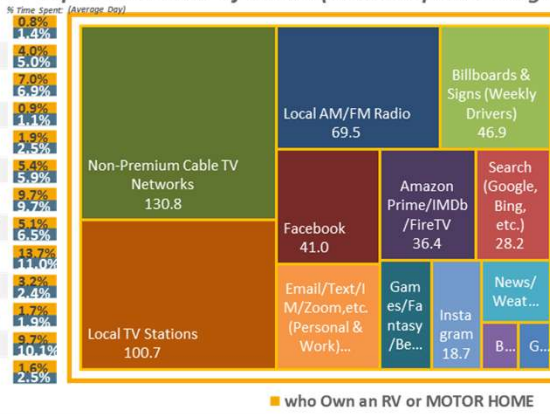
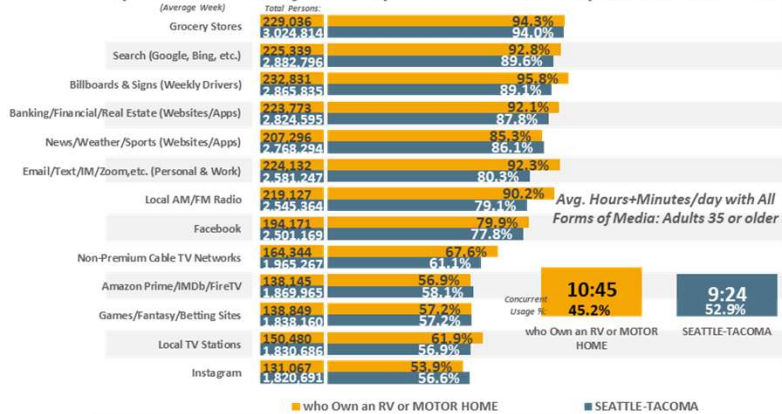
Items/services household currently has (HHLD): RV (motor home)



Adults 35 or older who Own an RV or MOTOR HOME spend an average of 8 hours and 12 minutes each day with All Forms of Ad-Supported Media. 85.2% listen to Local AM/FM Radio for an avg. of 61.3 minutes/day.
(Local Radio delivers 10.6% of Time with Ad-Supported Media.)

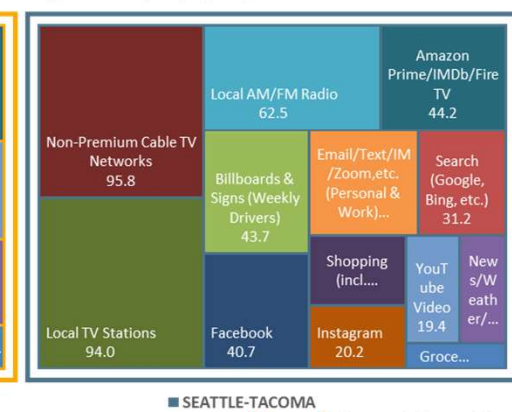
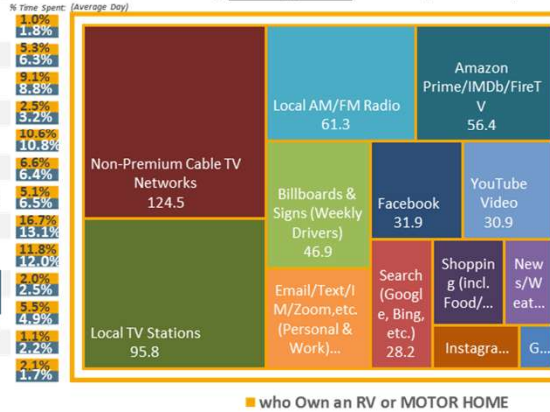
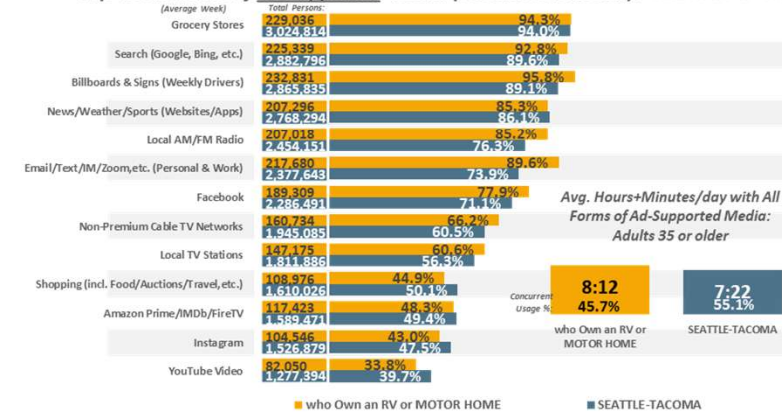
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older

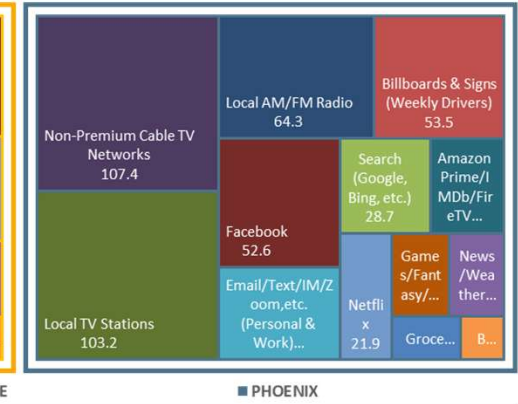
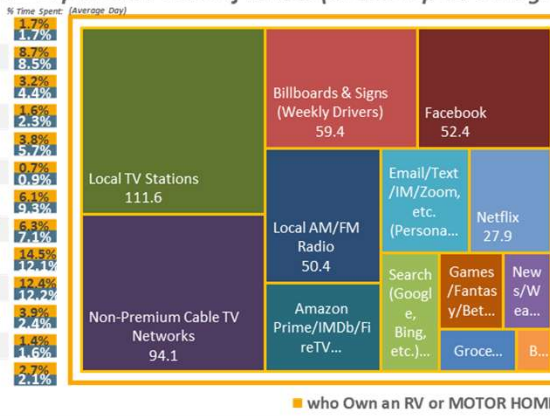
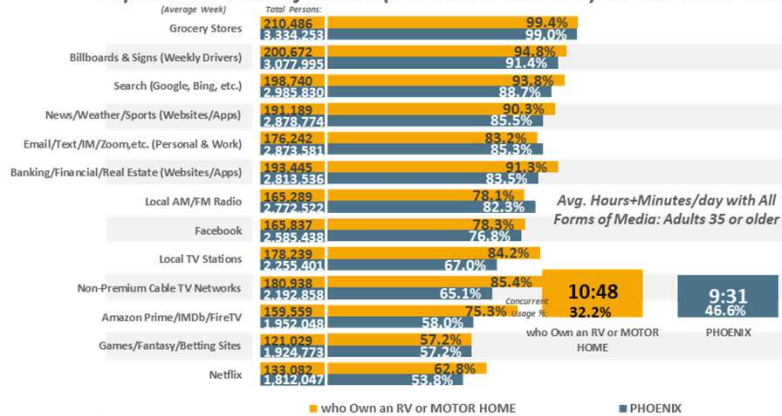
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



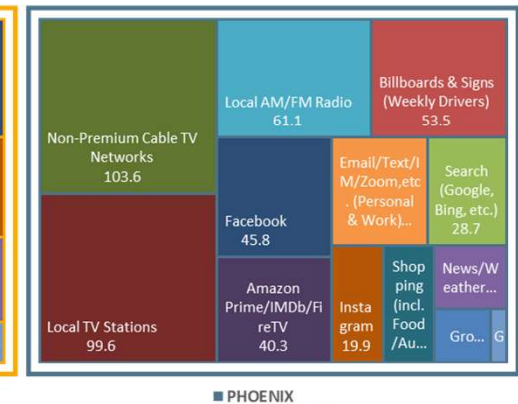
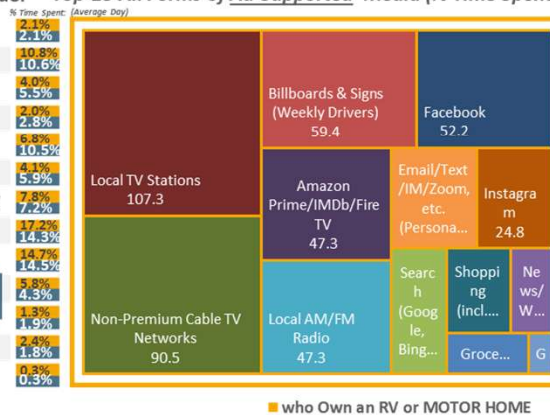
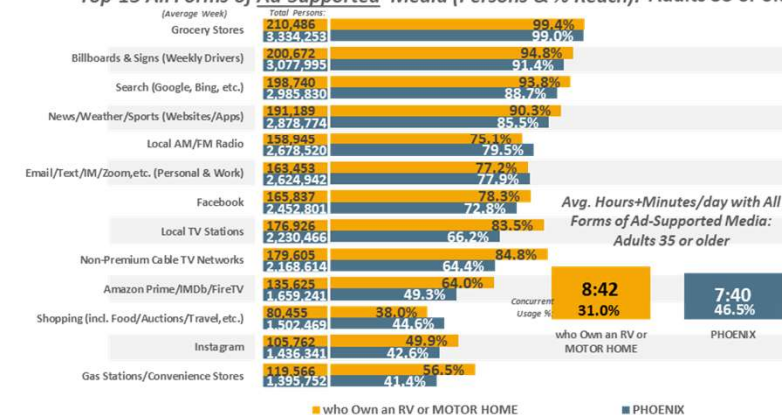


Adults 35 or older who Own an RV or MOTOR HOME spend an average of 8 hours and 42 minutes each day with All Forms of Ad-Supported Media. 75.1% listen to Local AM/FM Radio for an avg. of 47.3 minutes/day.
(Local Radio delivers 6.8% of Time with Ad-Supported Media.)

Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



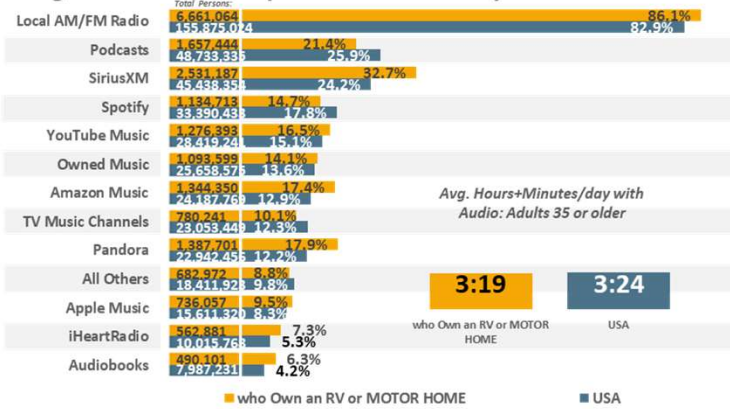
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



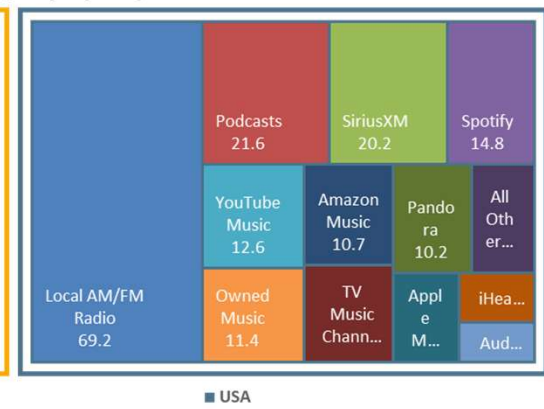
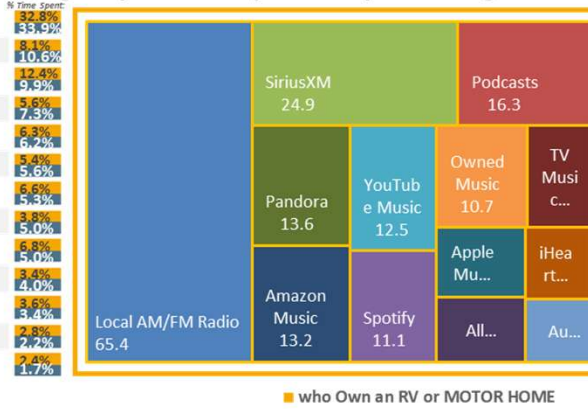


6,327,952 or 81.8% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.

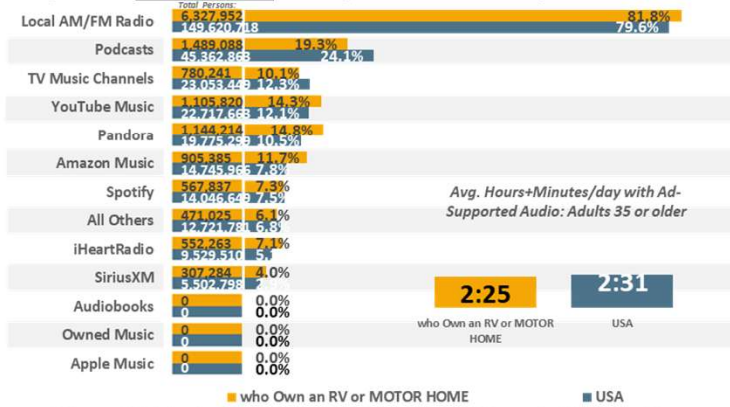
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



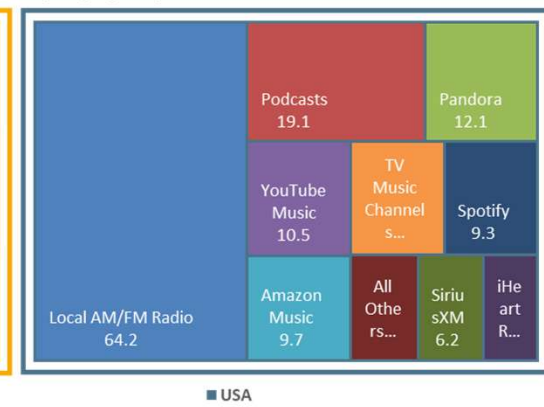
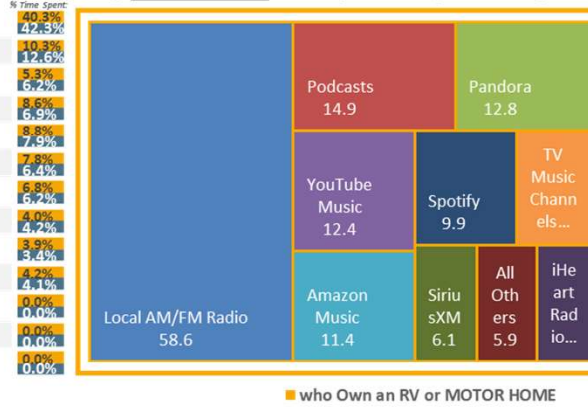
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



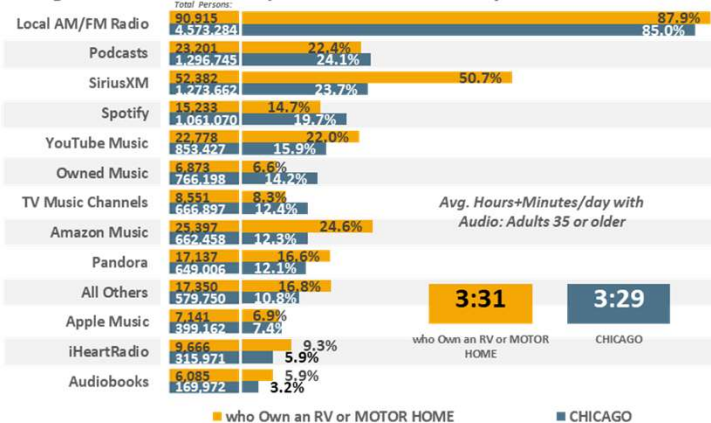
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



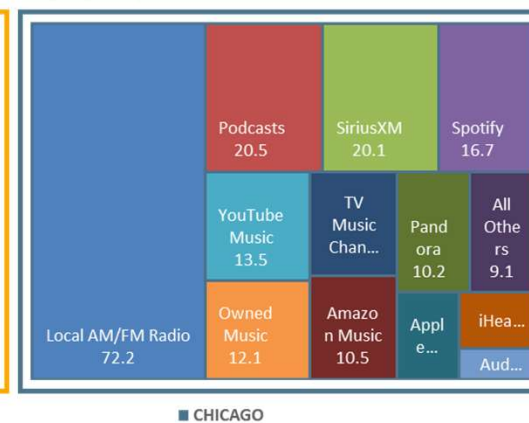
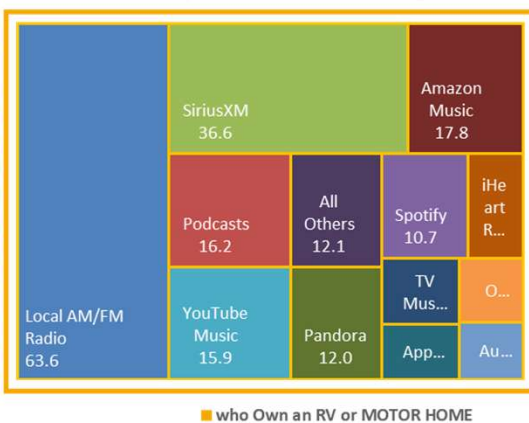


86,639 or 83.8% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio for an average of 53.8 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.

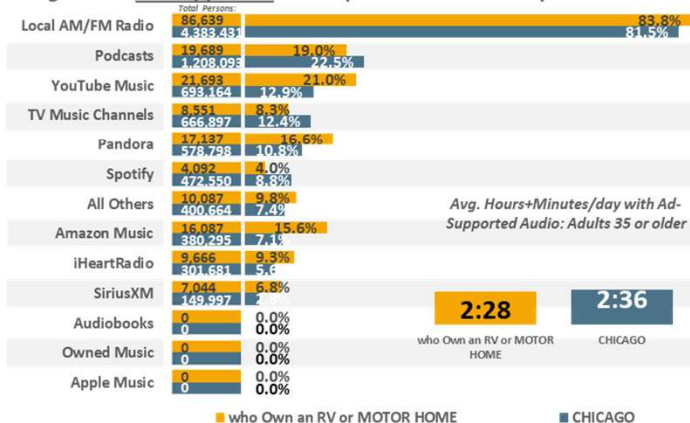
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



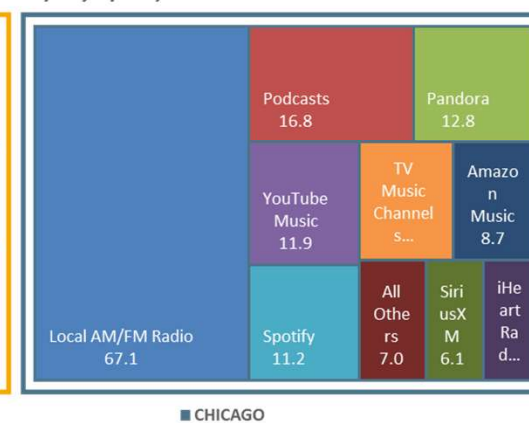
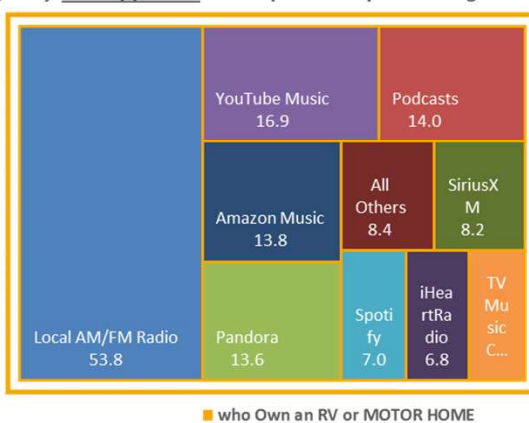
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



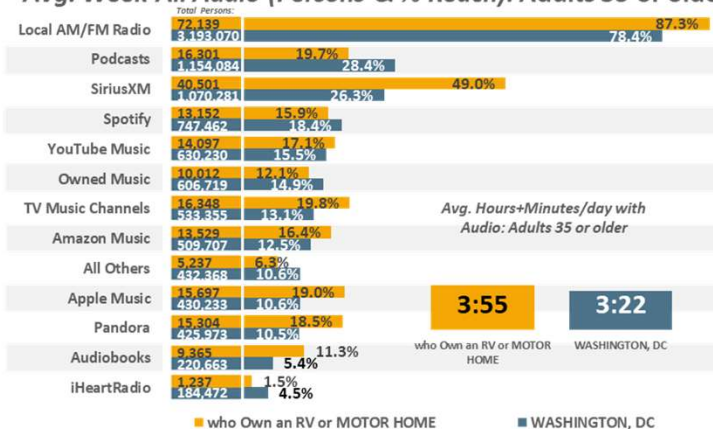
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



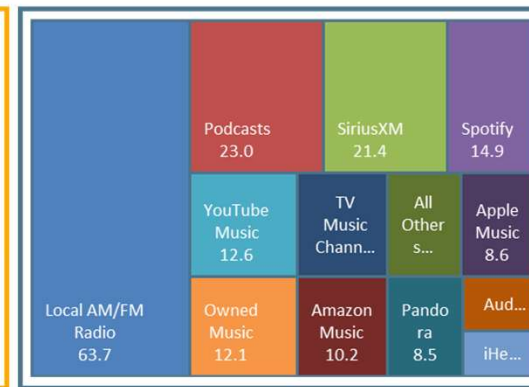
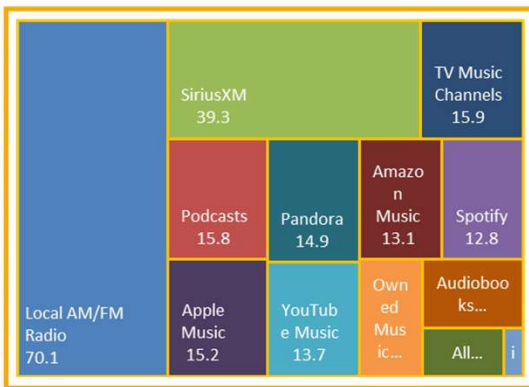


69,336 or 83.9% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio for an average of 58.3 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.

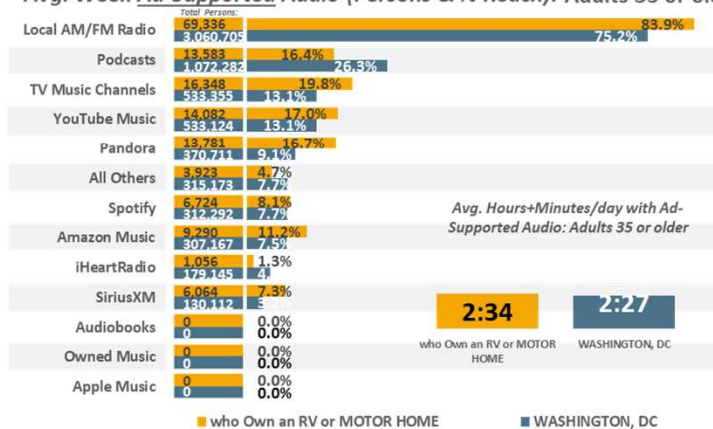
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



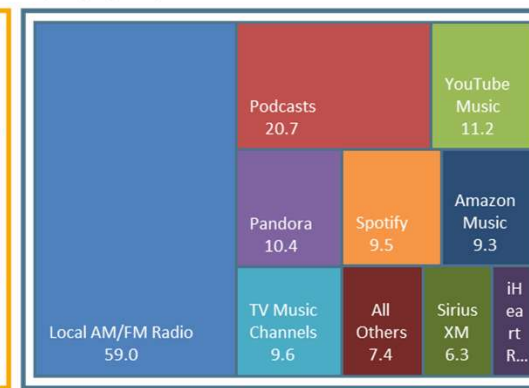
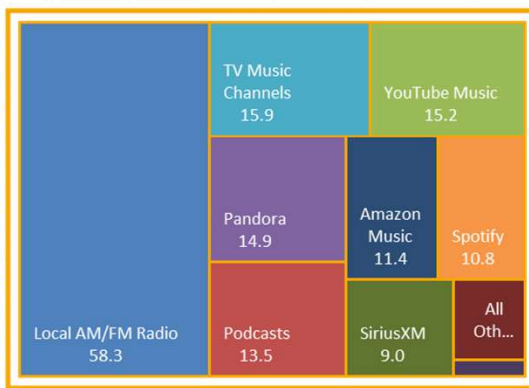
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



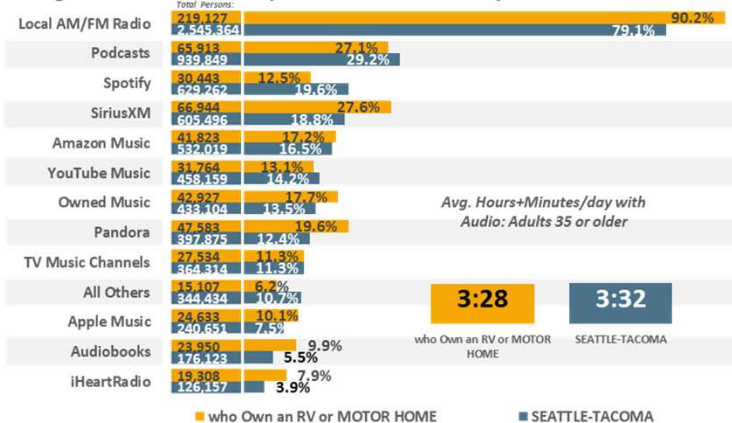
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



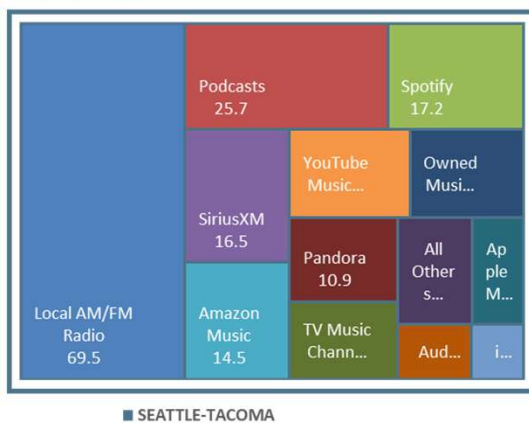
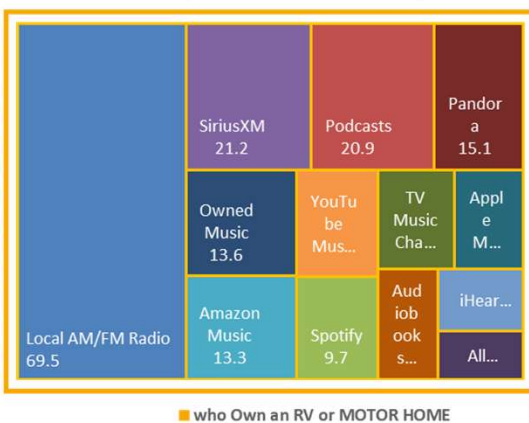


207,018 or 85.2% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio for an average of 61.3 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.

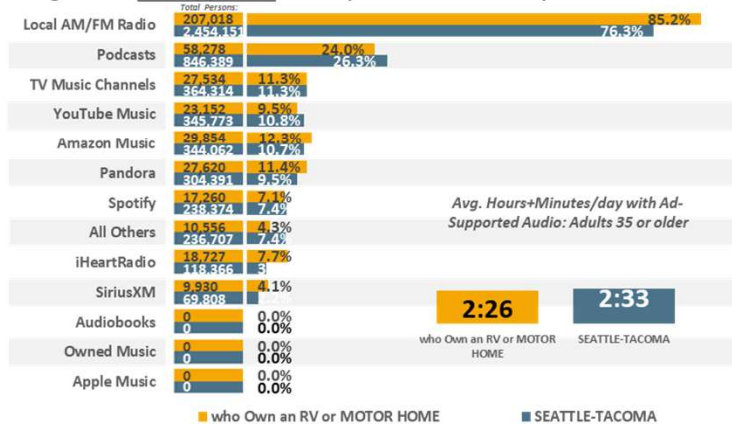
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



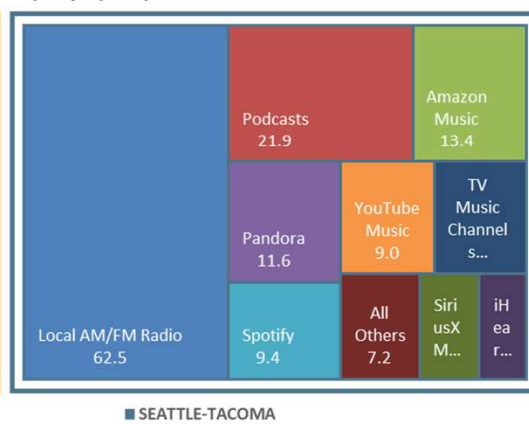
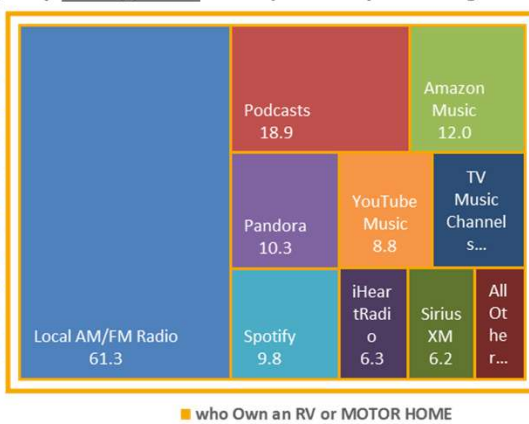
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



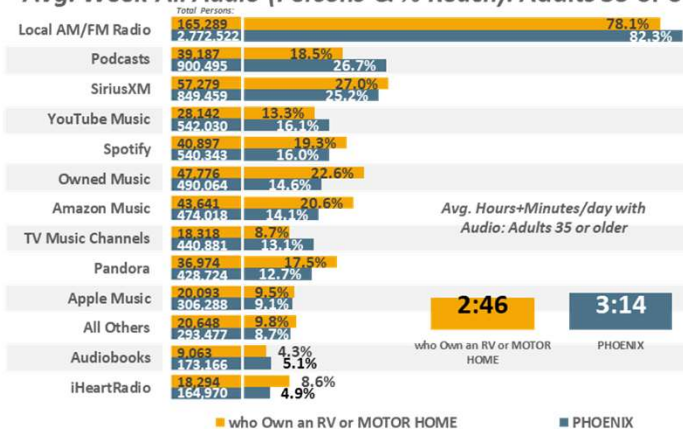
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



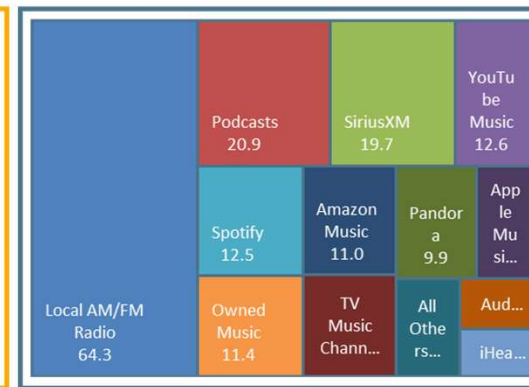
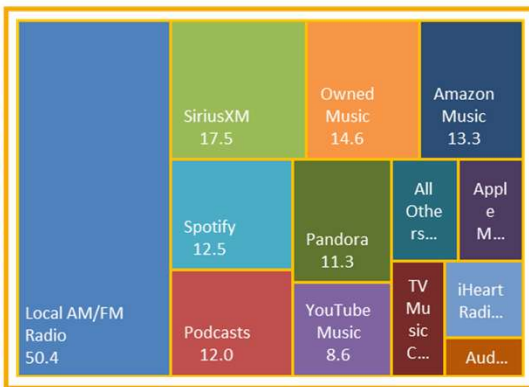


158,945 or 75.1% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio for an average of 47.3 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.

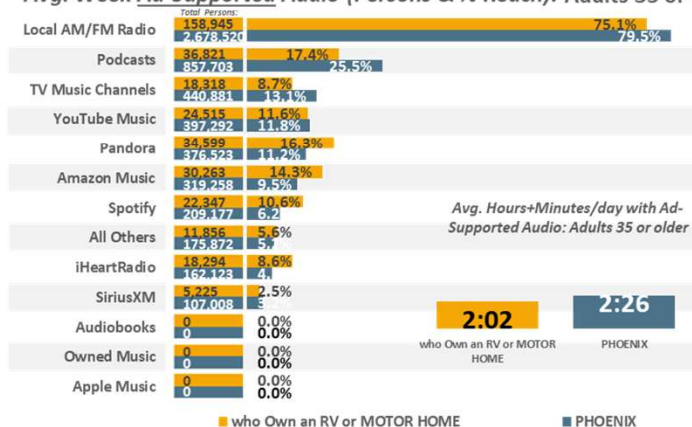
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



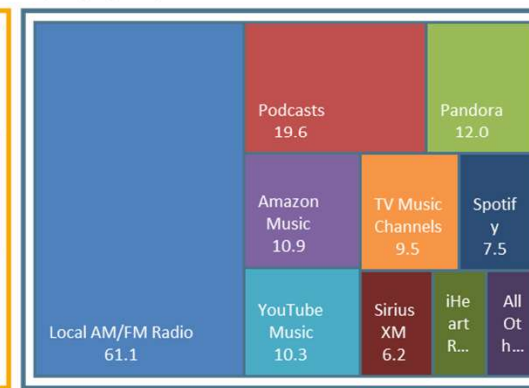
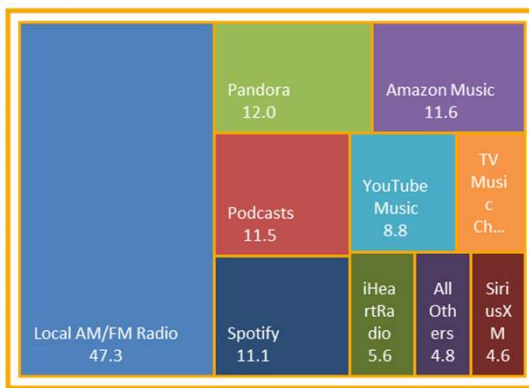
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



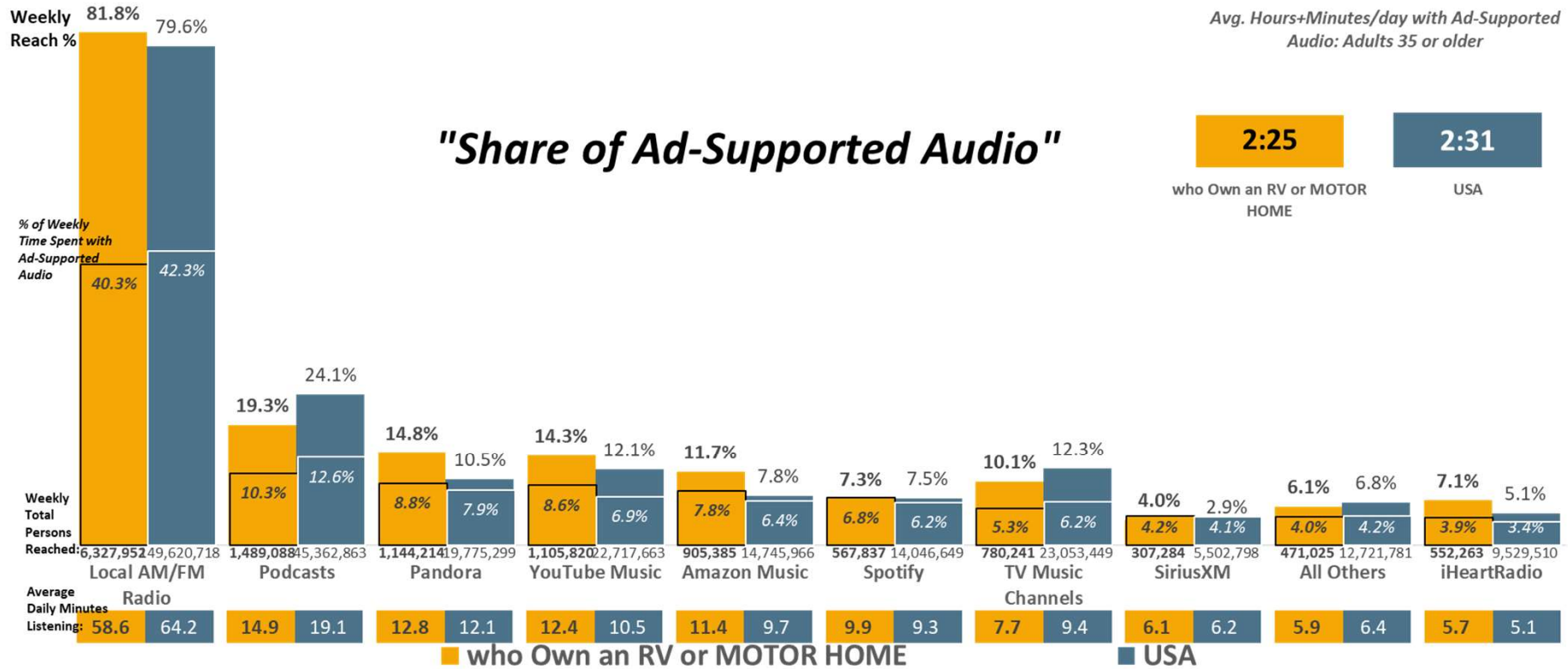
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





6,327,952 or 81.8% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 732
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

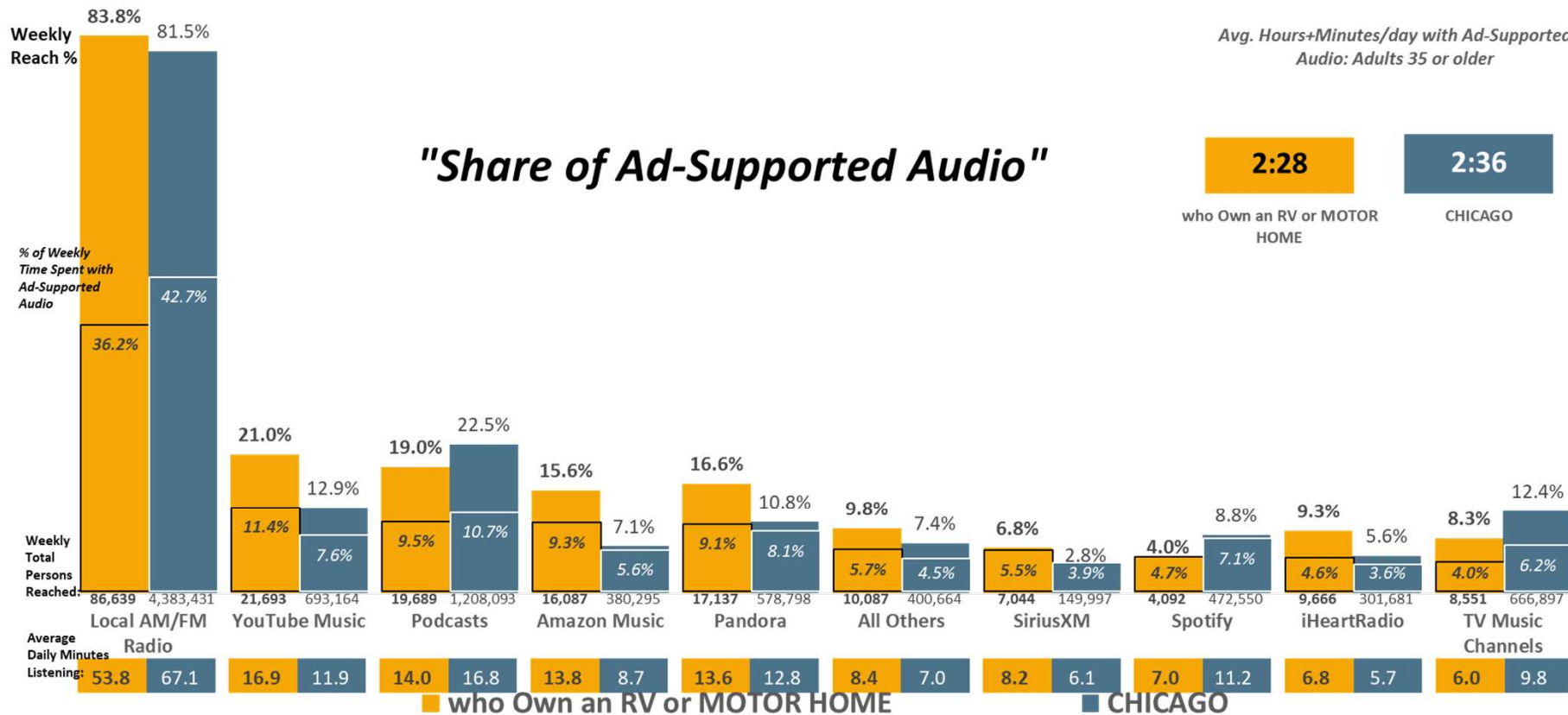
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): RV (motor home)

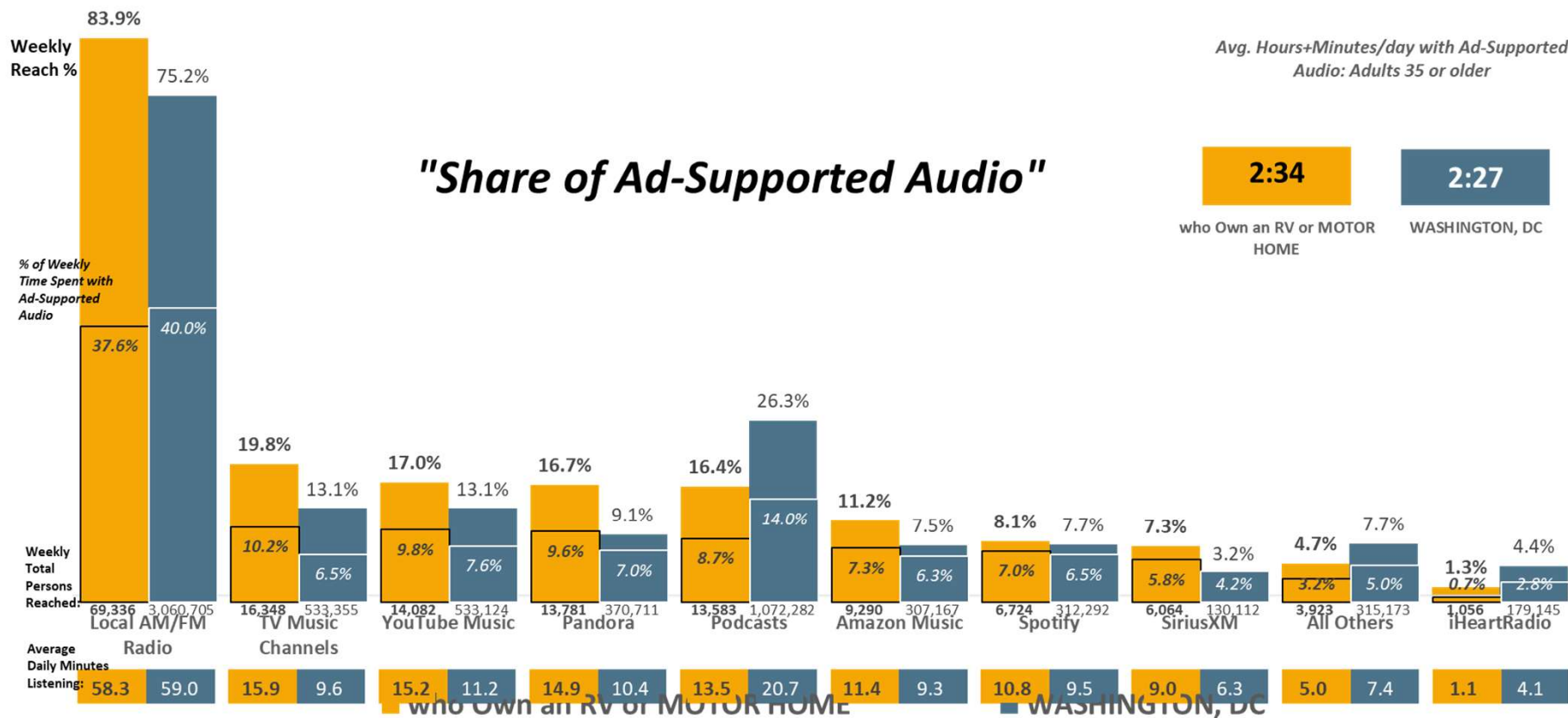


86,639 or 83.8% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio for an average of 53.8 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.



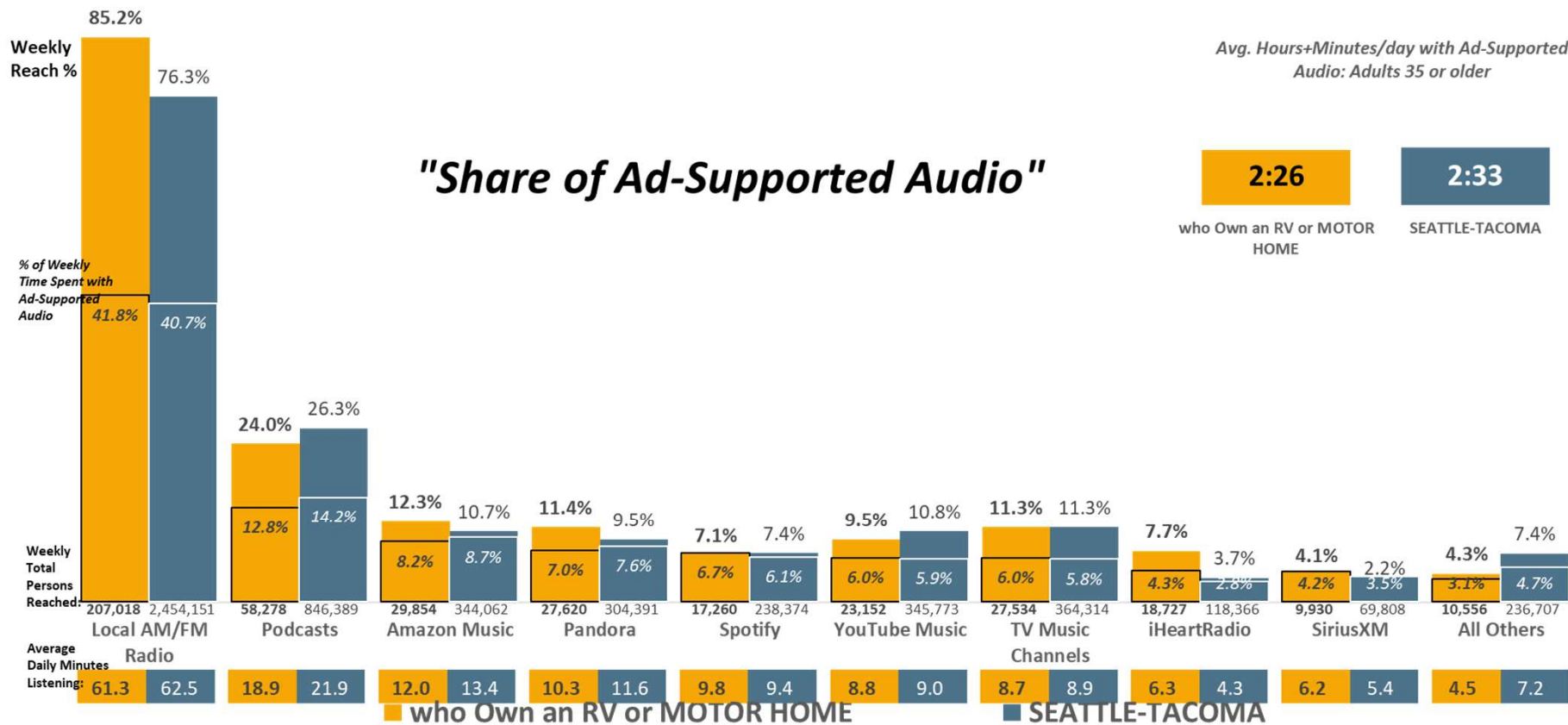


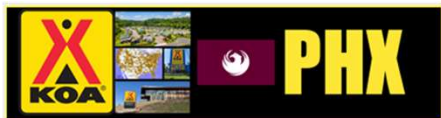
69,336 or 83.9% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio for an average of 58.3 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.



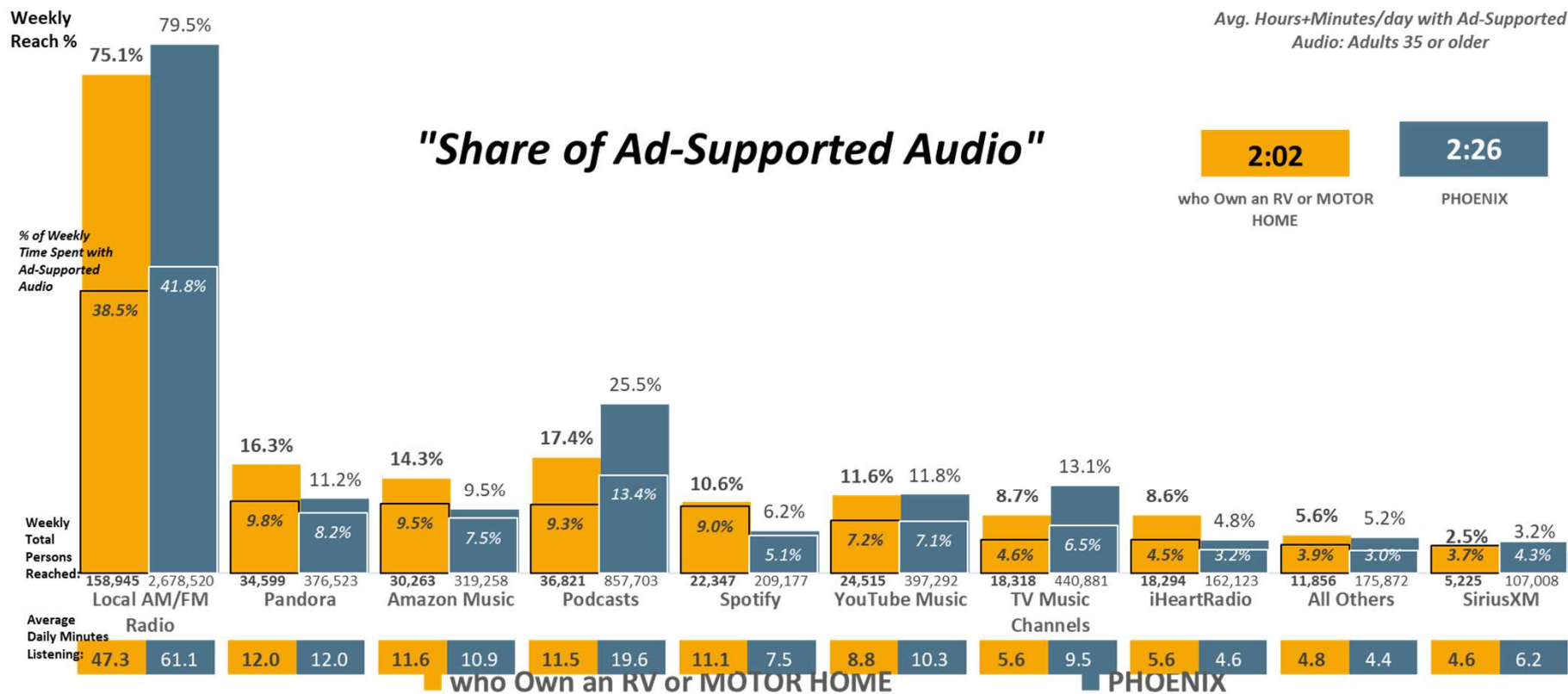


207,018 or 85.2% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio for an average of 61.3 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.





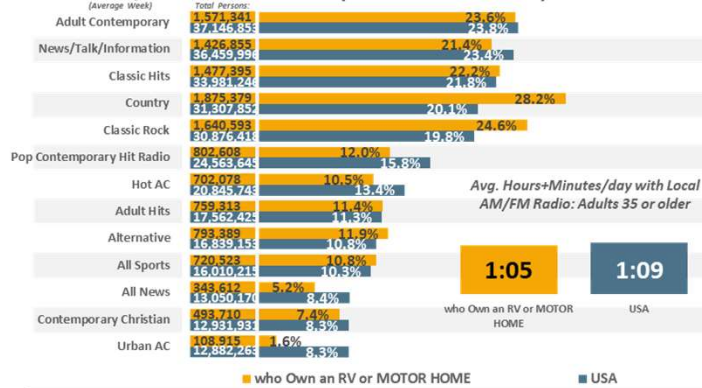
158,945 or 75.1% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio for an average of 47.3 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.



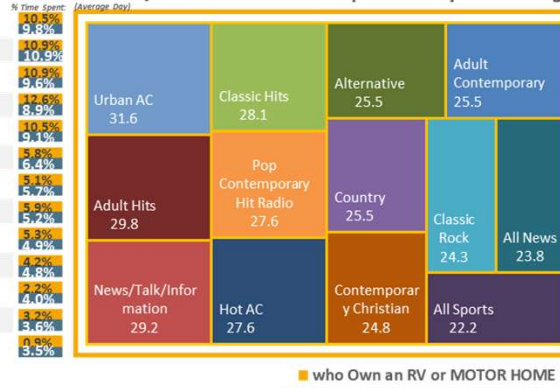


6,327,952 or 81.8% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Rock, Adult Contemporary, Classic Hits, and Pop Contemporary Hit Radio.

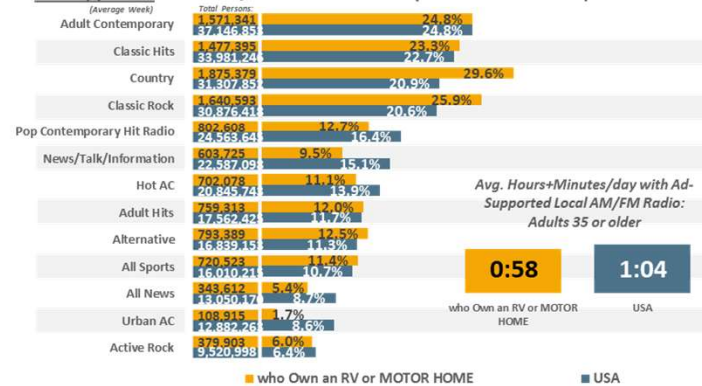
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



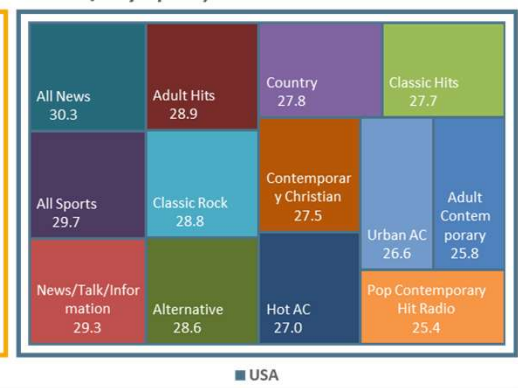
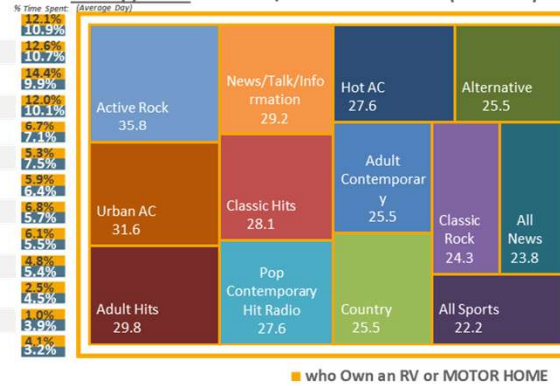
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



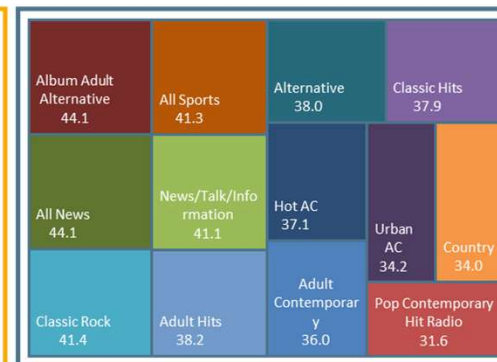
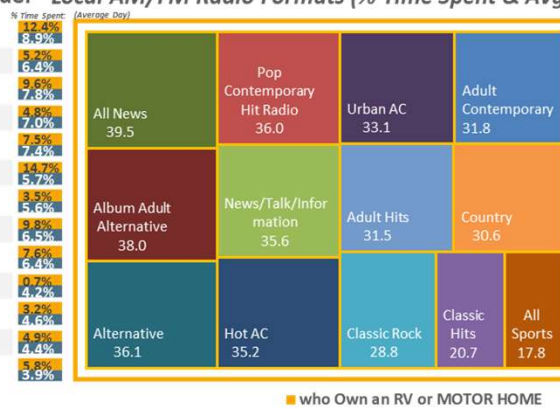
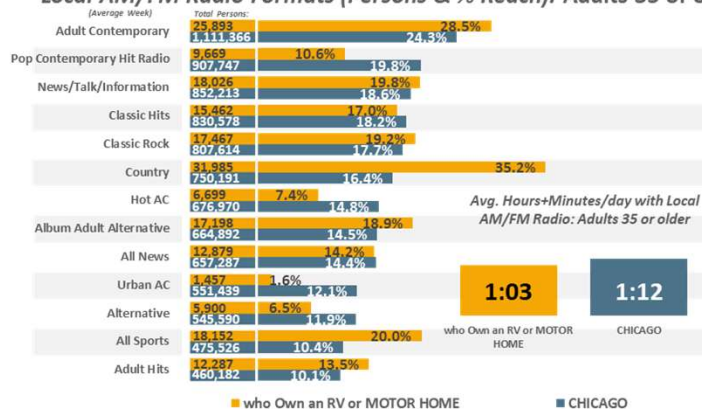
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



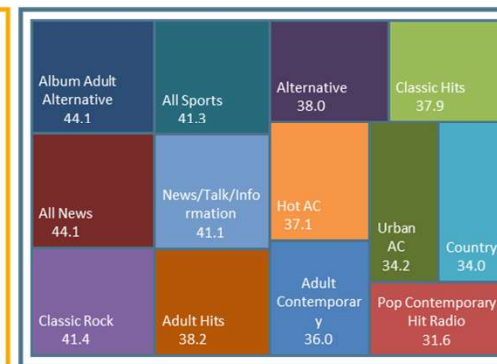
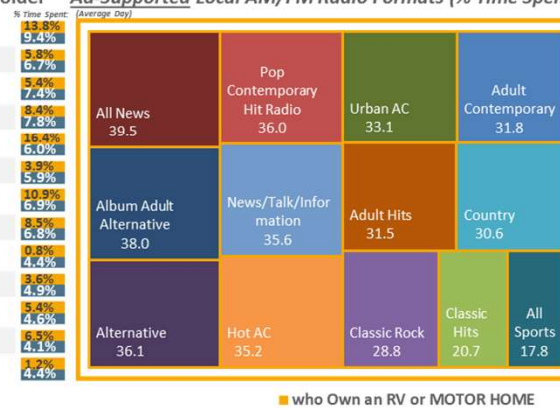
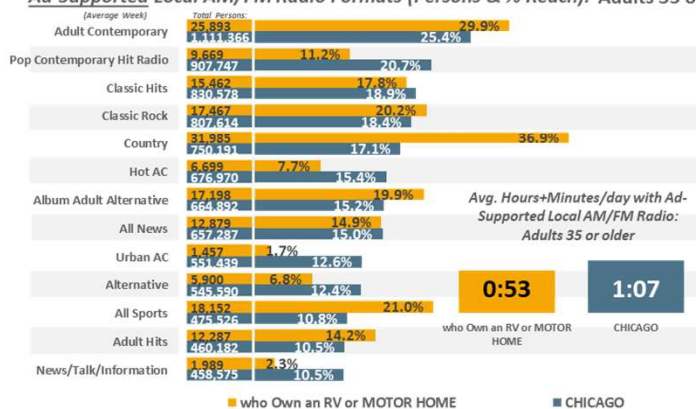


86,639 or 83.8% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, All Sports, Classic Rock, and Album Adult Alternative.

Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



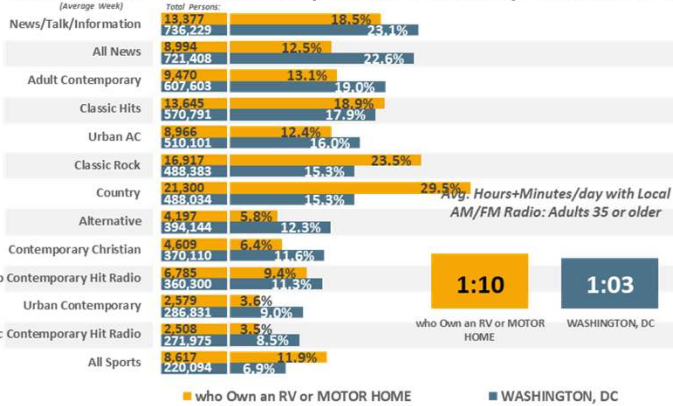
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



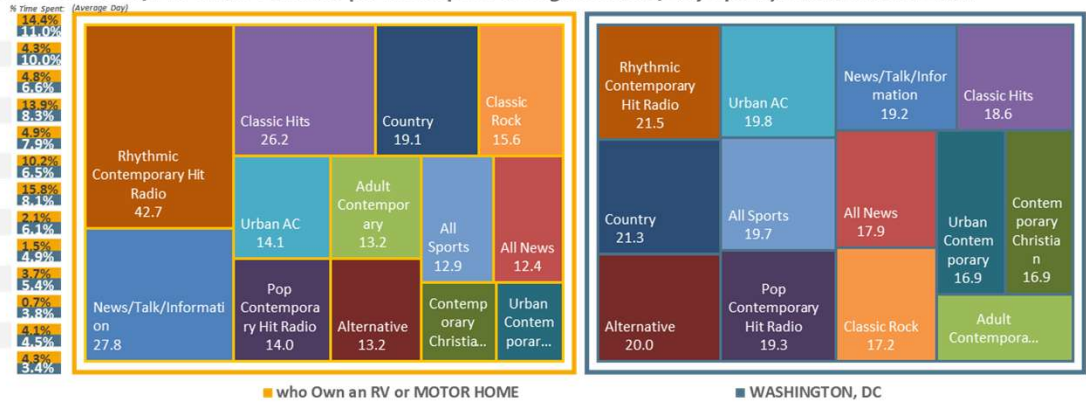


69,336 or 83.9% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Rock, Classic Hits, Adult Contemporary, and All News.

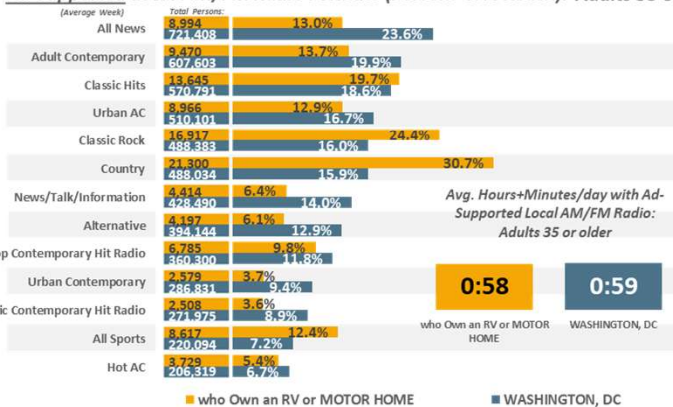
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



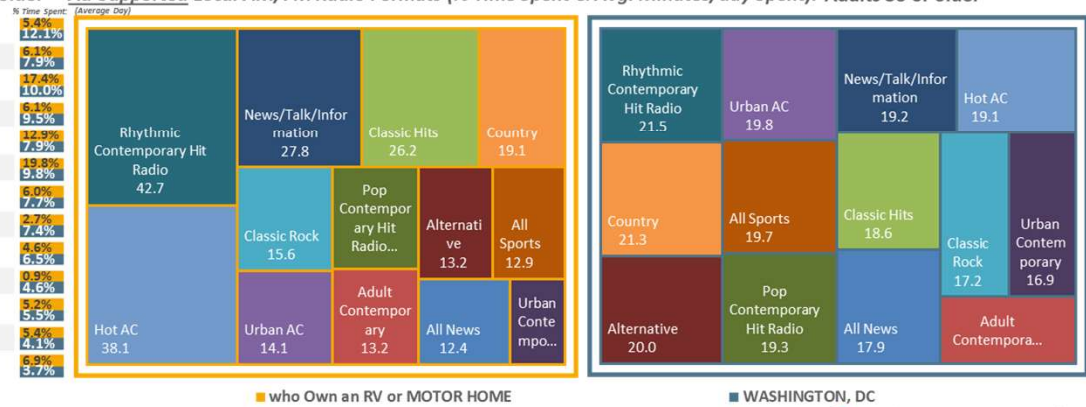
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



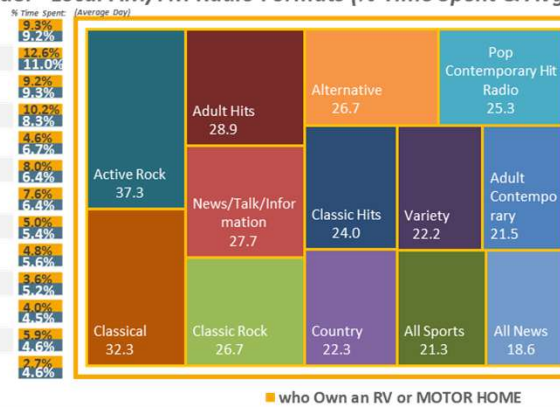
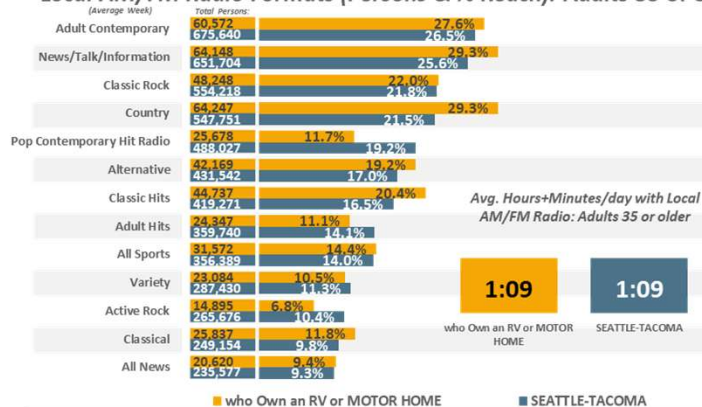
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



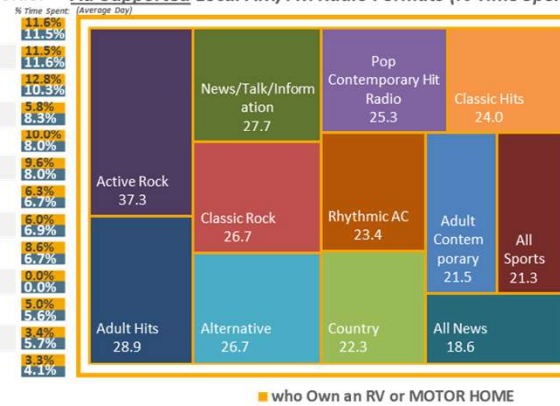
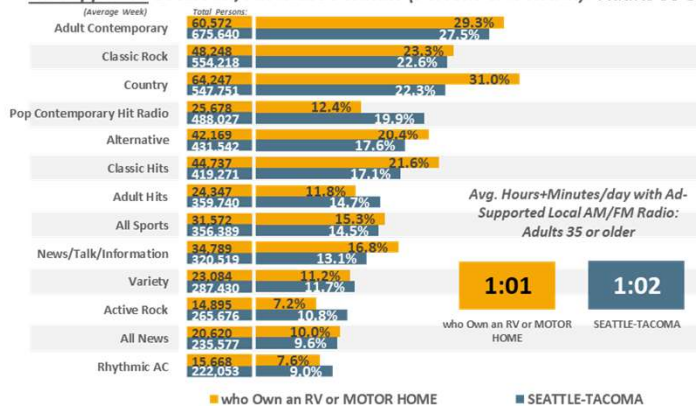


207,018 or 85.2% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Rock, Classic Hits, and Alternative.

Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



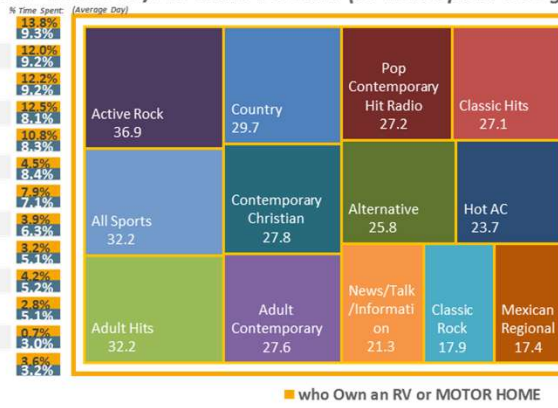
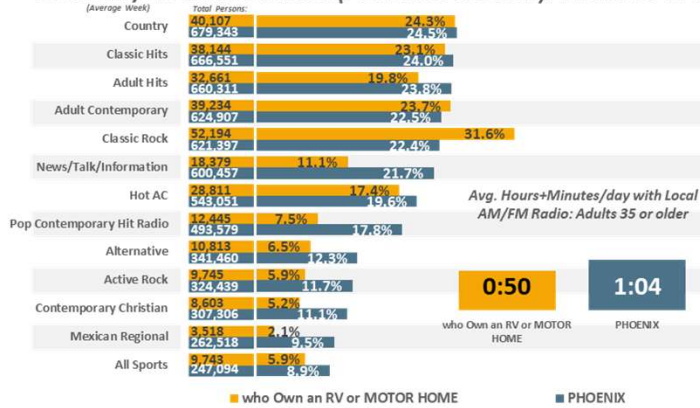
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



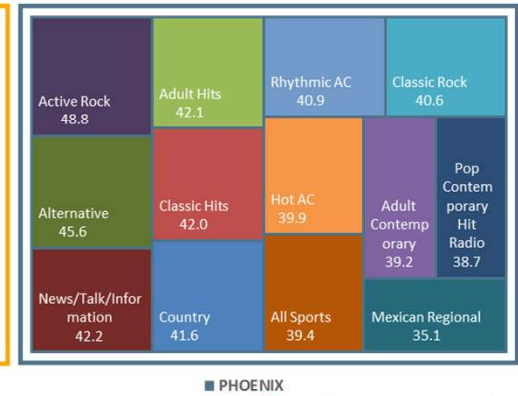
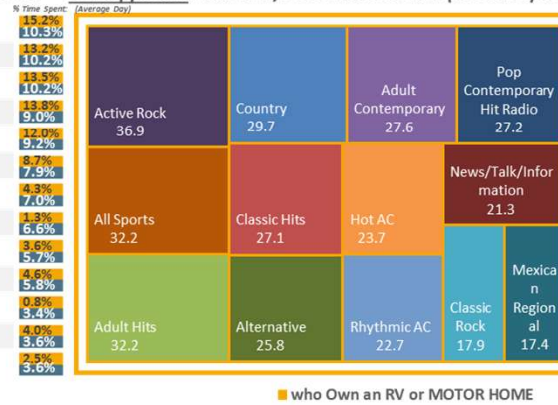
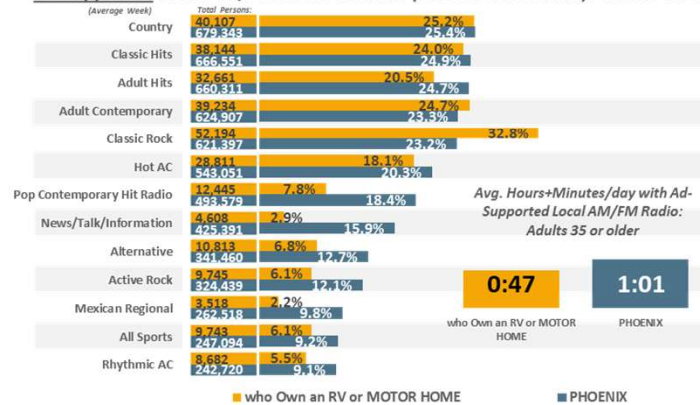


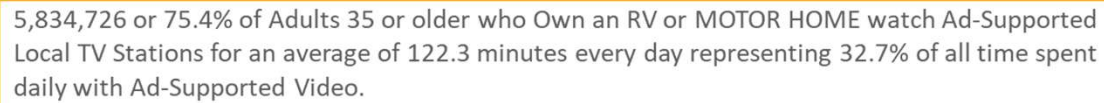
158,945 or 75.1% of Adults 35 or older who Own an RV or MOTOR HOME listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Country, Adult Contemporary, Classic Hits, and Adult Hits.

Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**

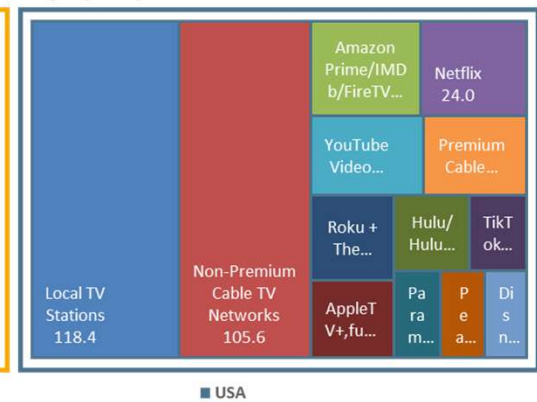
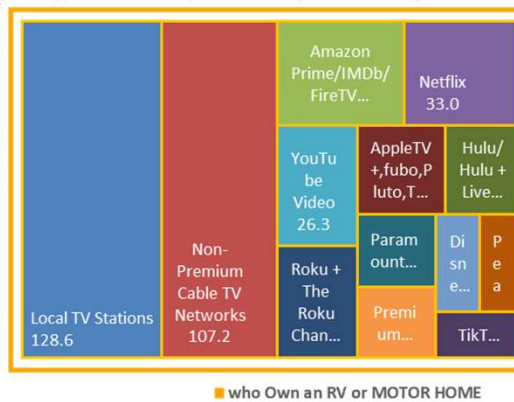


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**

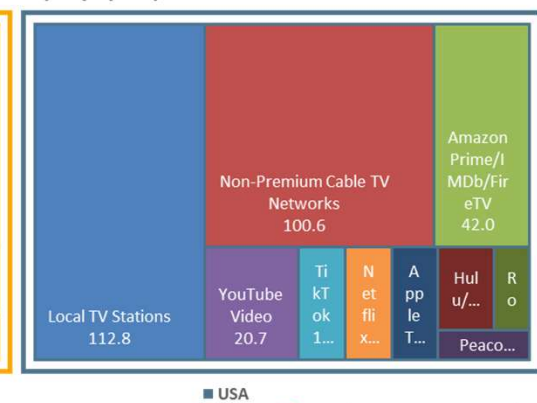
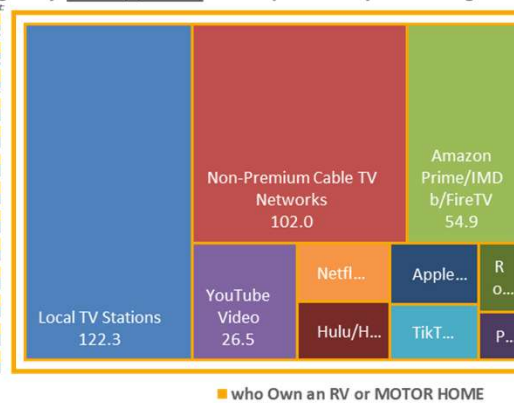




Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

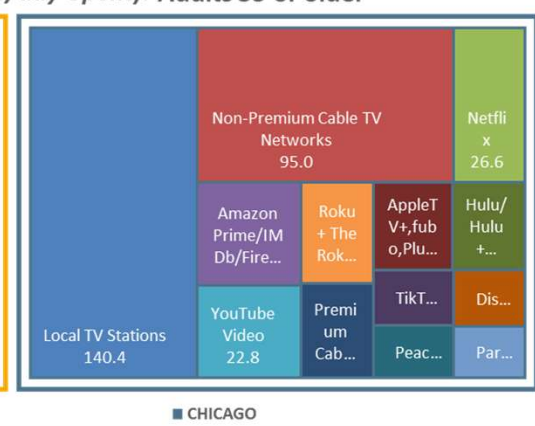
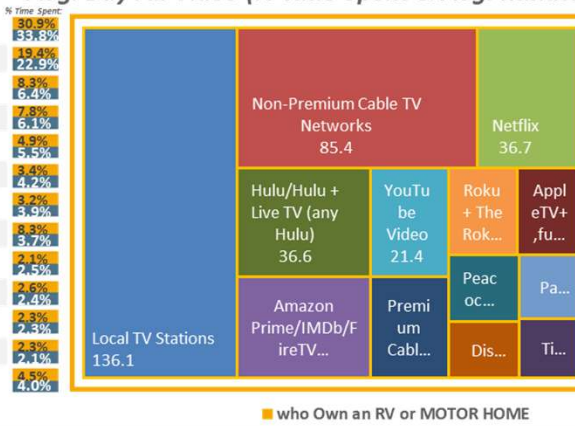
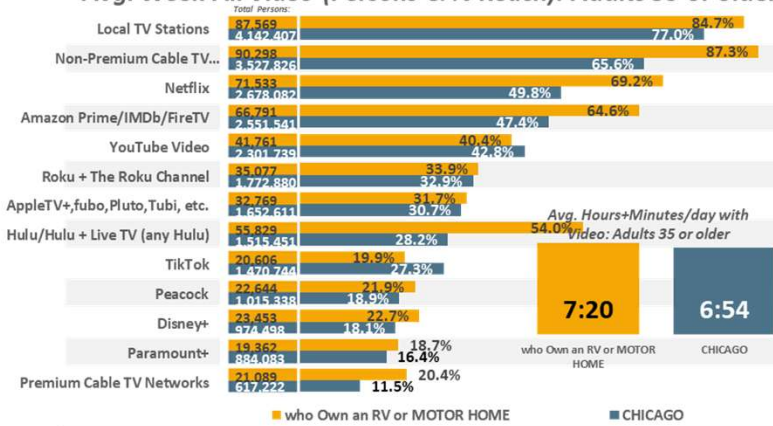




85,475 or 82.7% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations for an average of 124.1 minutes every day representing 34.5% of all time spent daily with Ad-Supported Video.

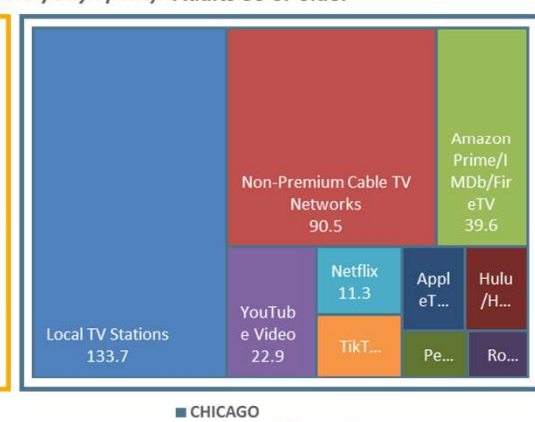
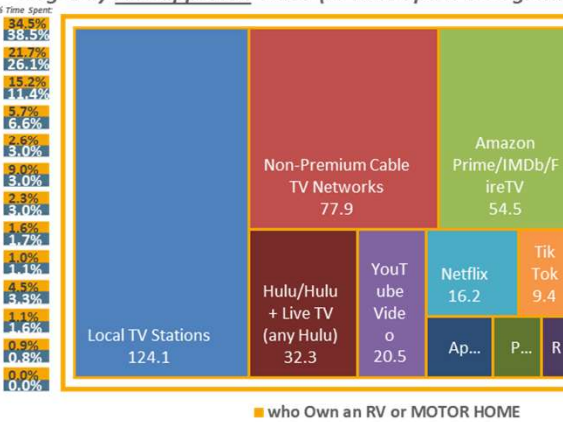
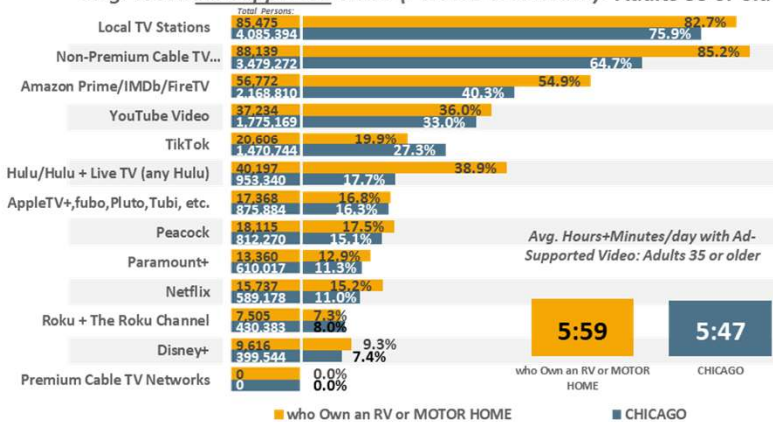
Avg. Week All Video (Persons & % Reach): Adults 35 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

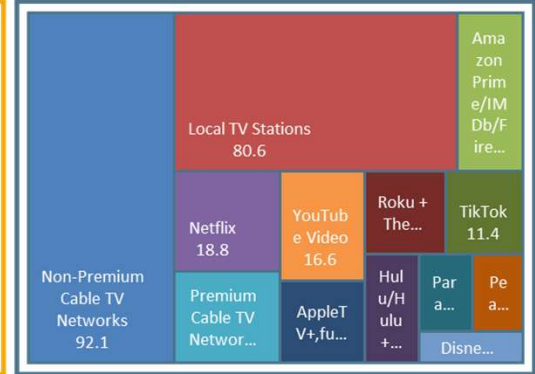
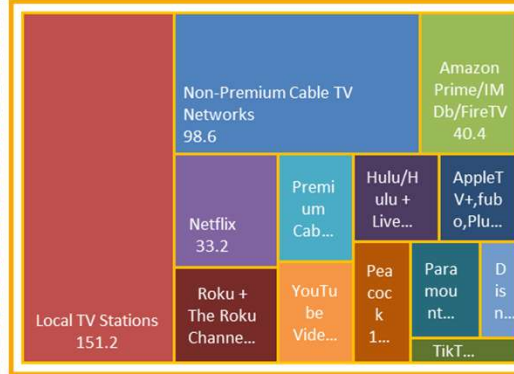
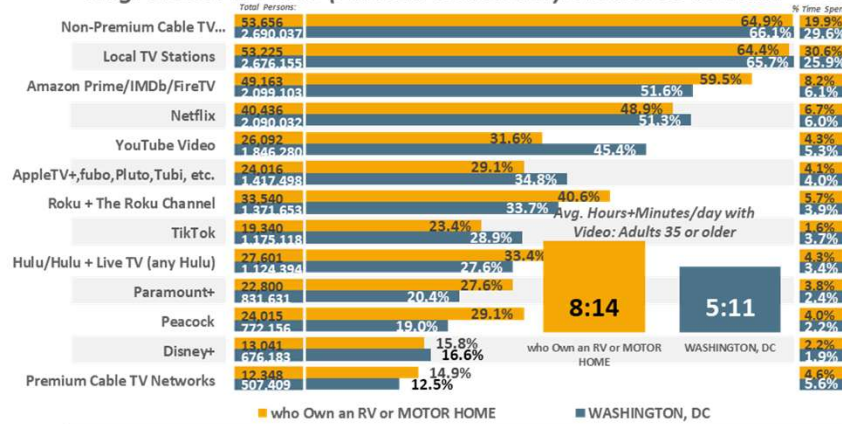




52,245 or 63.2% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations for an average of 139.6 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

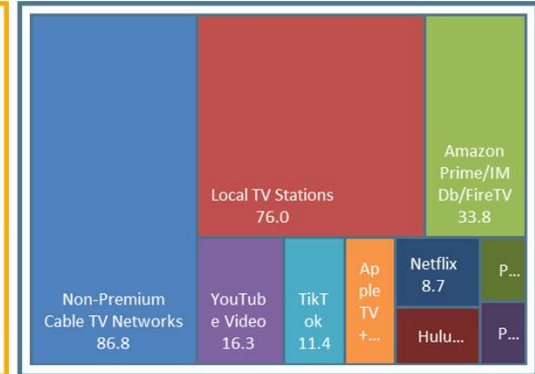
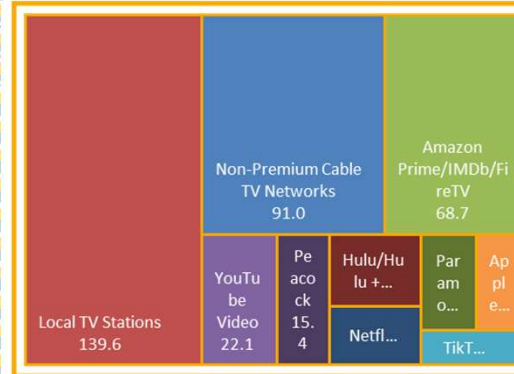
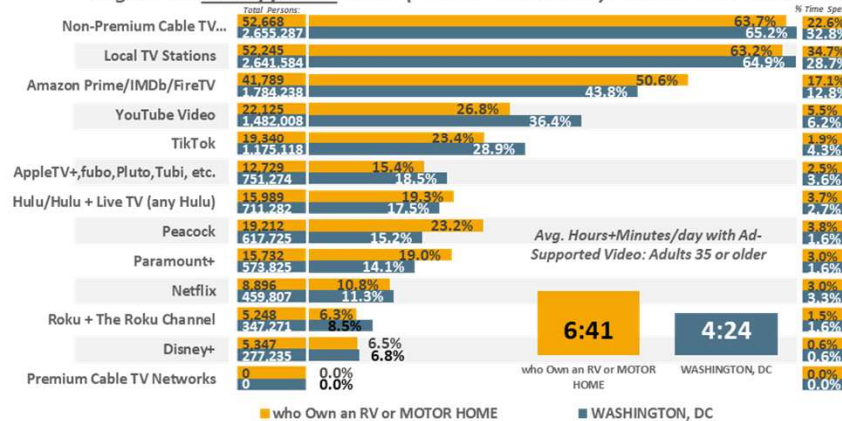
Avg. Week All Video (Persons & % Reach): Adults 35 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

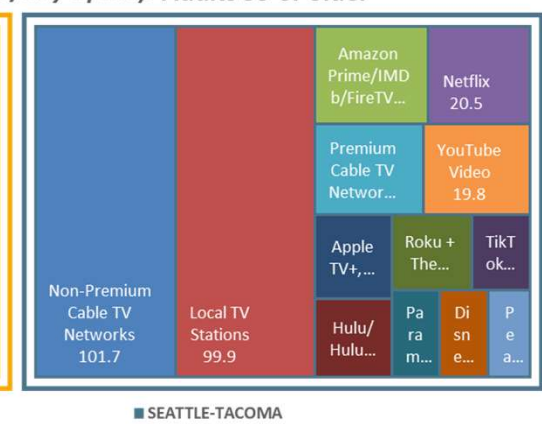
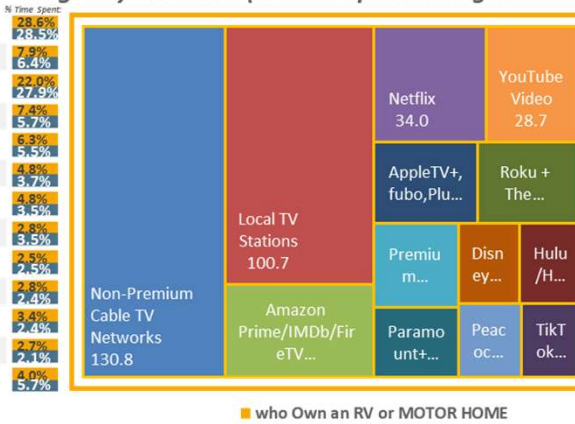
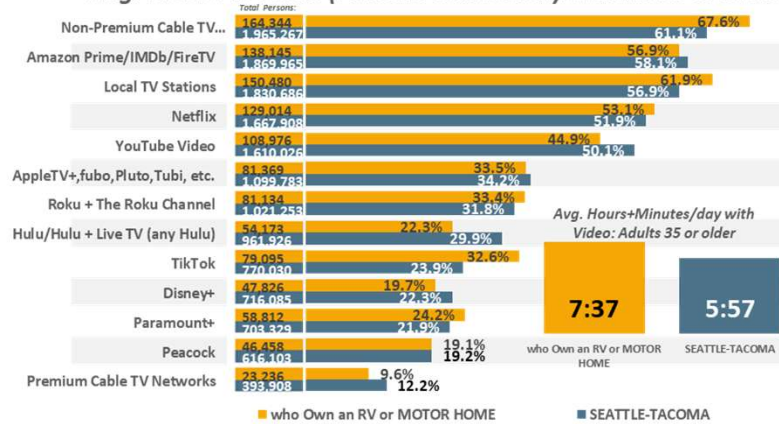




147,175 or 60.6% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations for an average of 95.8 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.

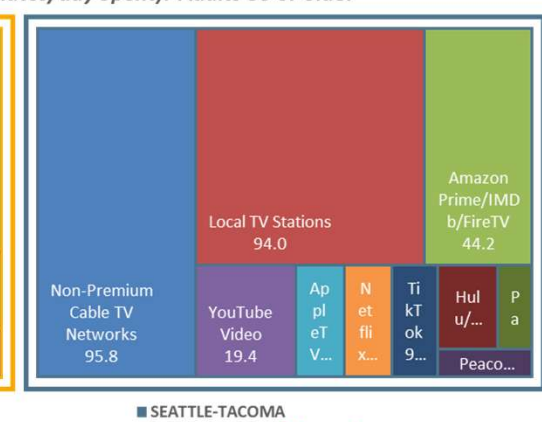
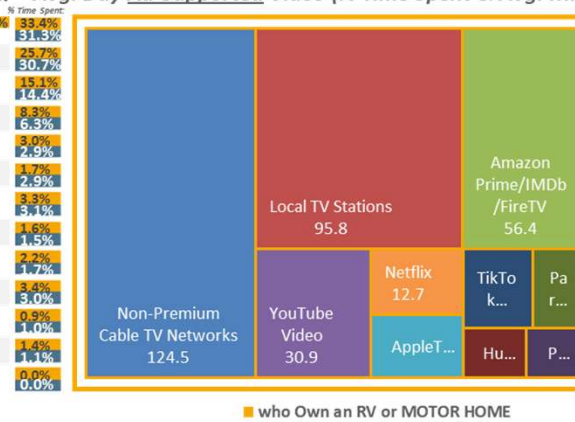
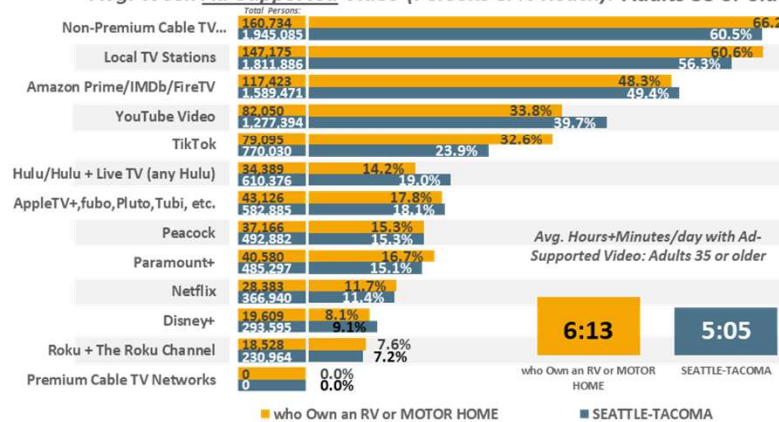
Avg. Week All Video (Persons & % Reach): Adults 35 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

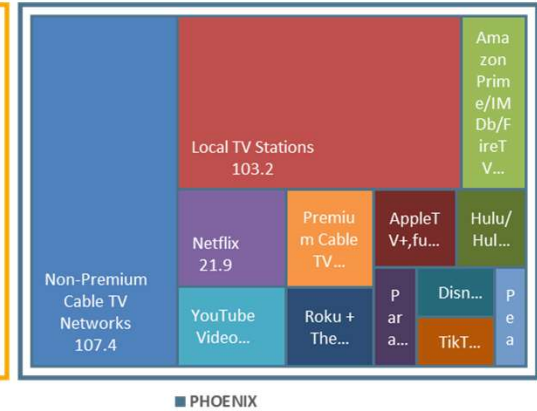
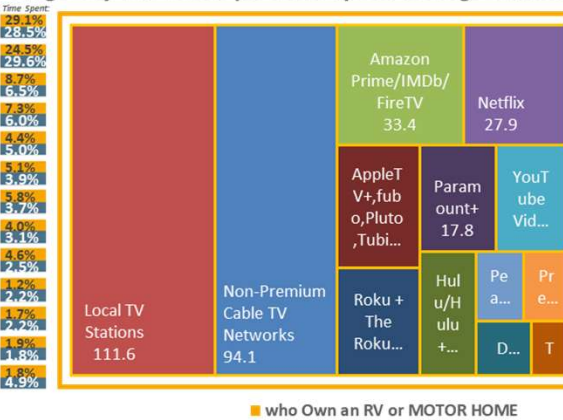
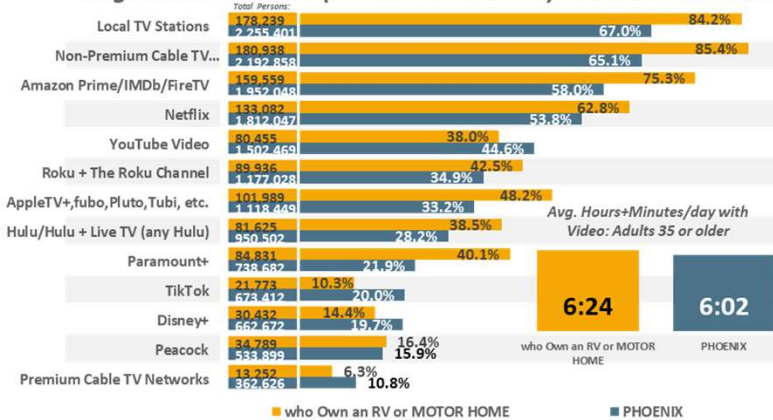




176,926 or 83.5% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations for an average of 107.3 minutes every day representing 34.2% of all time spent daily with Ad-Supported Video.

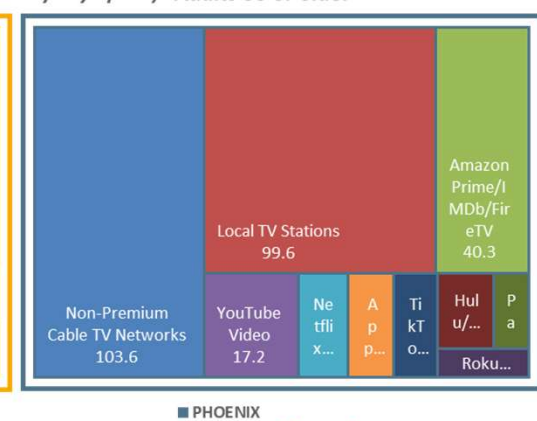
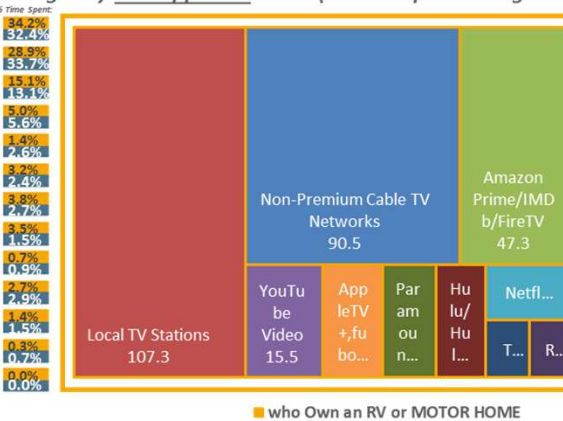
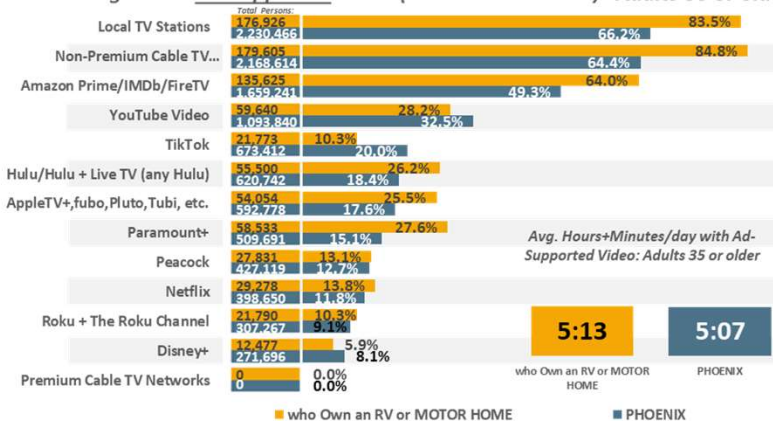
Avg. Week All Video (Persons & % Reach): Adults 35 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 or older

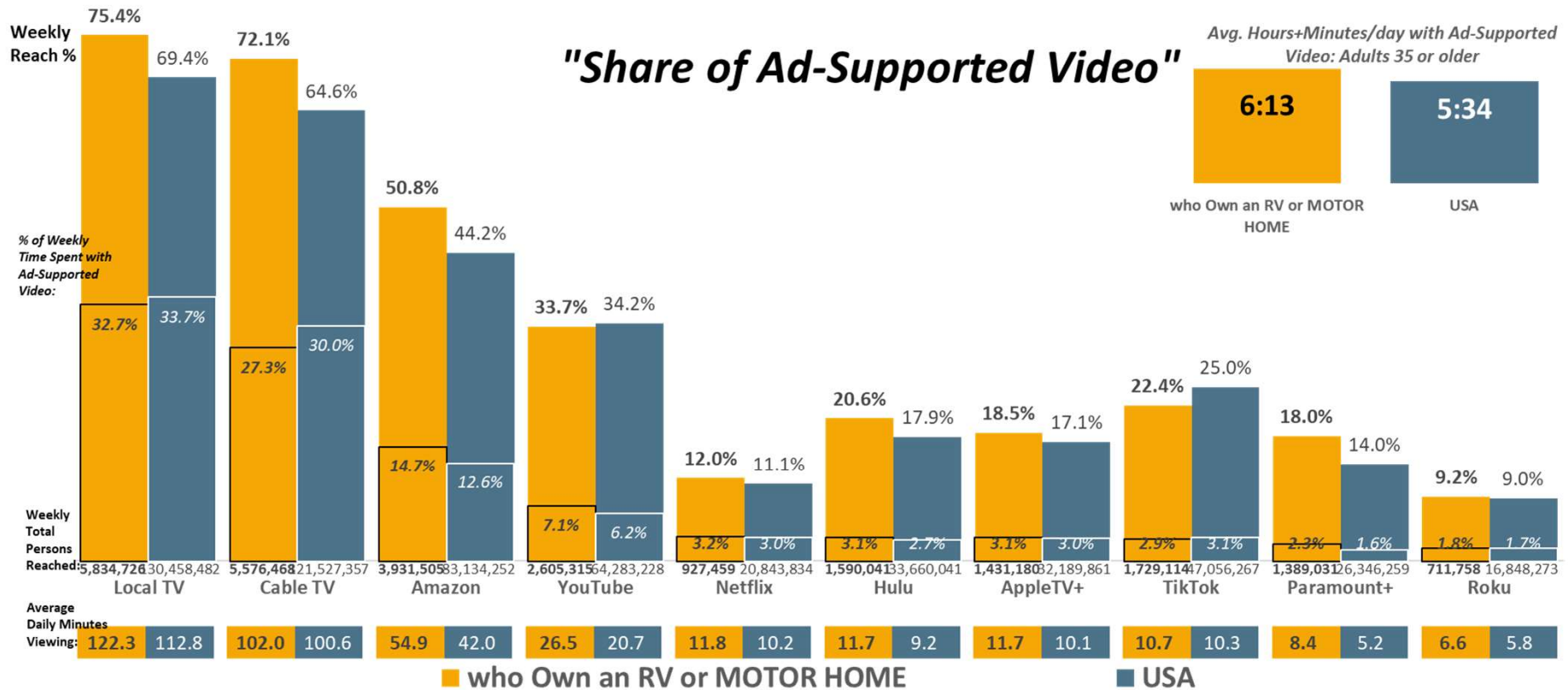
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





5,834,726 or 75.4% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations for an average of 122.3 minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 732
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

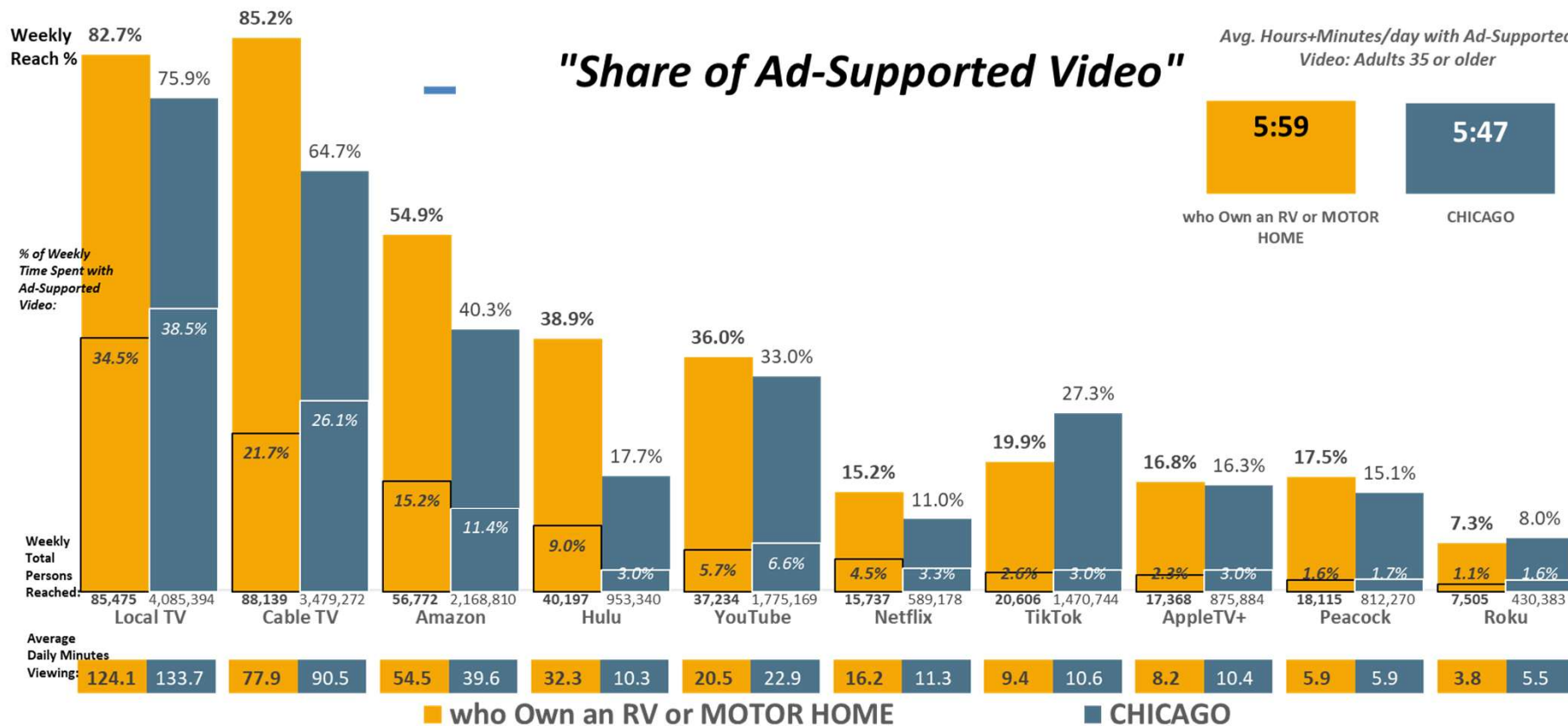
soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): RV (motor home)



85,475 or 82.7% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations for an average of 124.1 minutes every day representing 34.5% of all time spent daily with Ad-Supported Video.

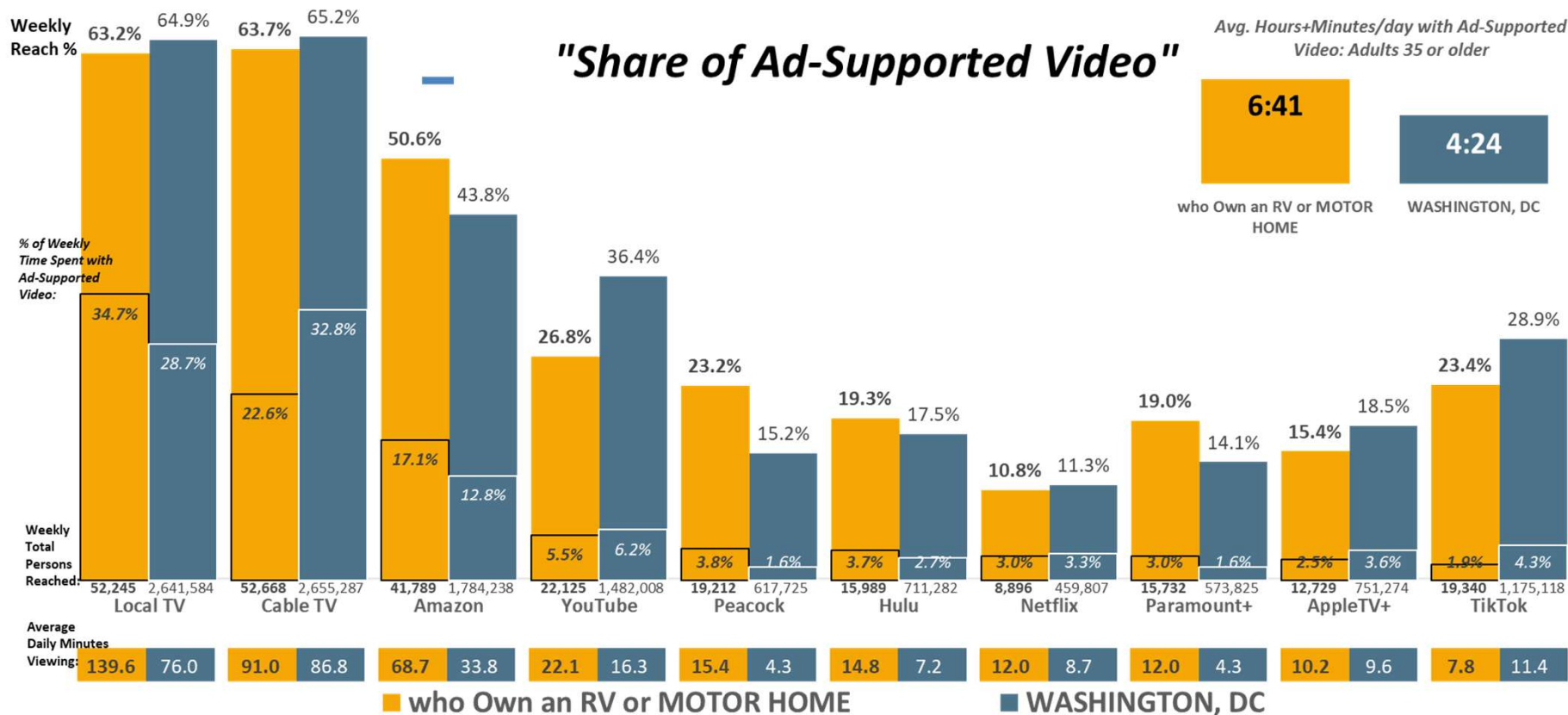
"Share of Ad-Supported Video"





52,245 or 63.2% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations for an average of 139.6 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

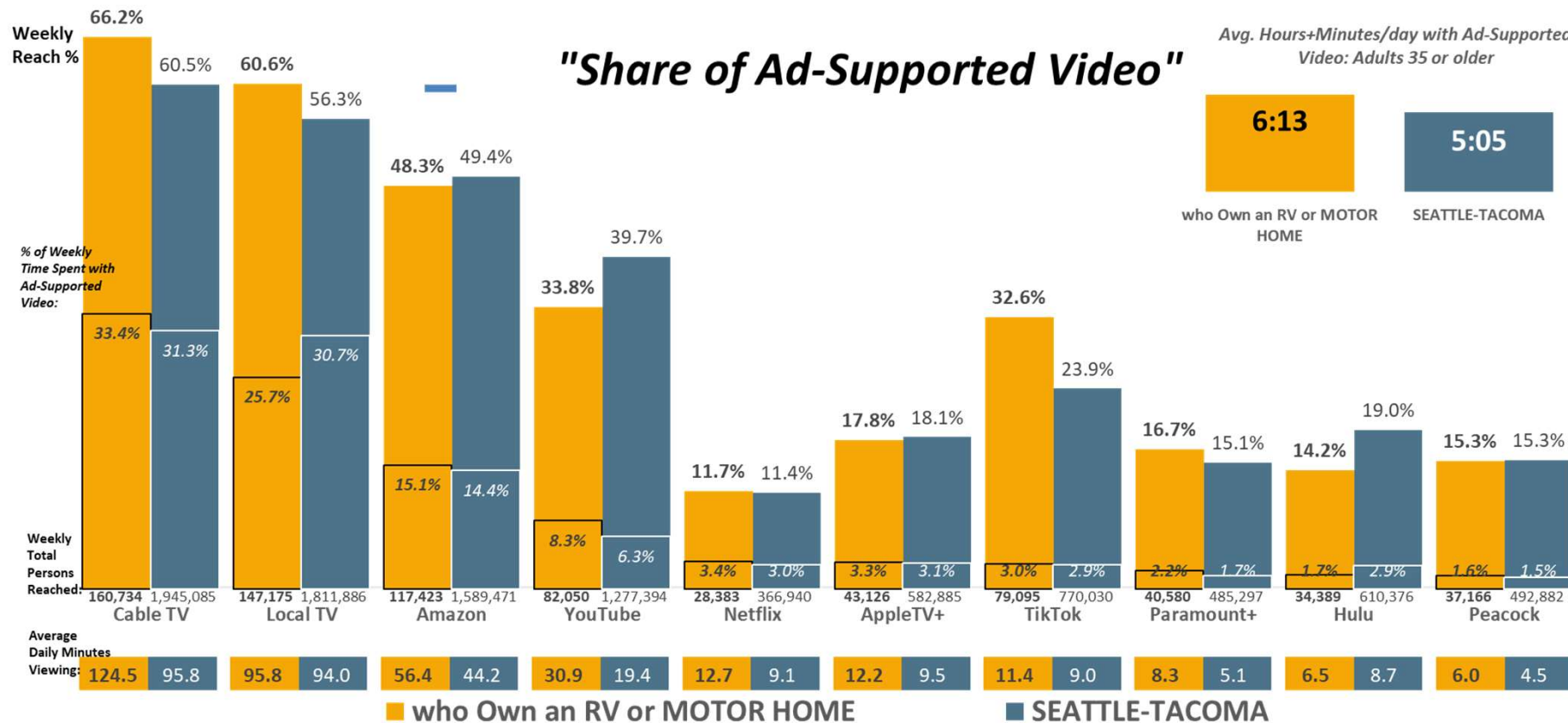
"Share of Ad-Supported Video"





147,175 or 60.6% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations for an average of 95.8 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.

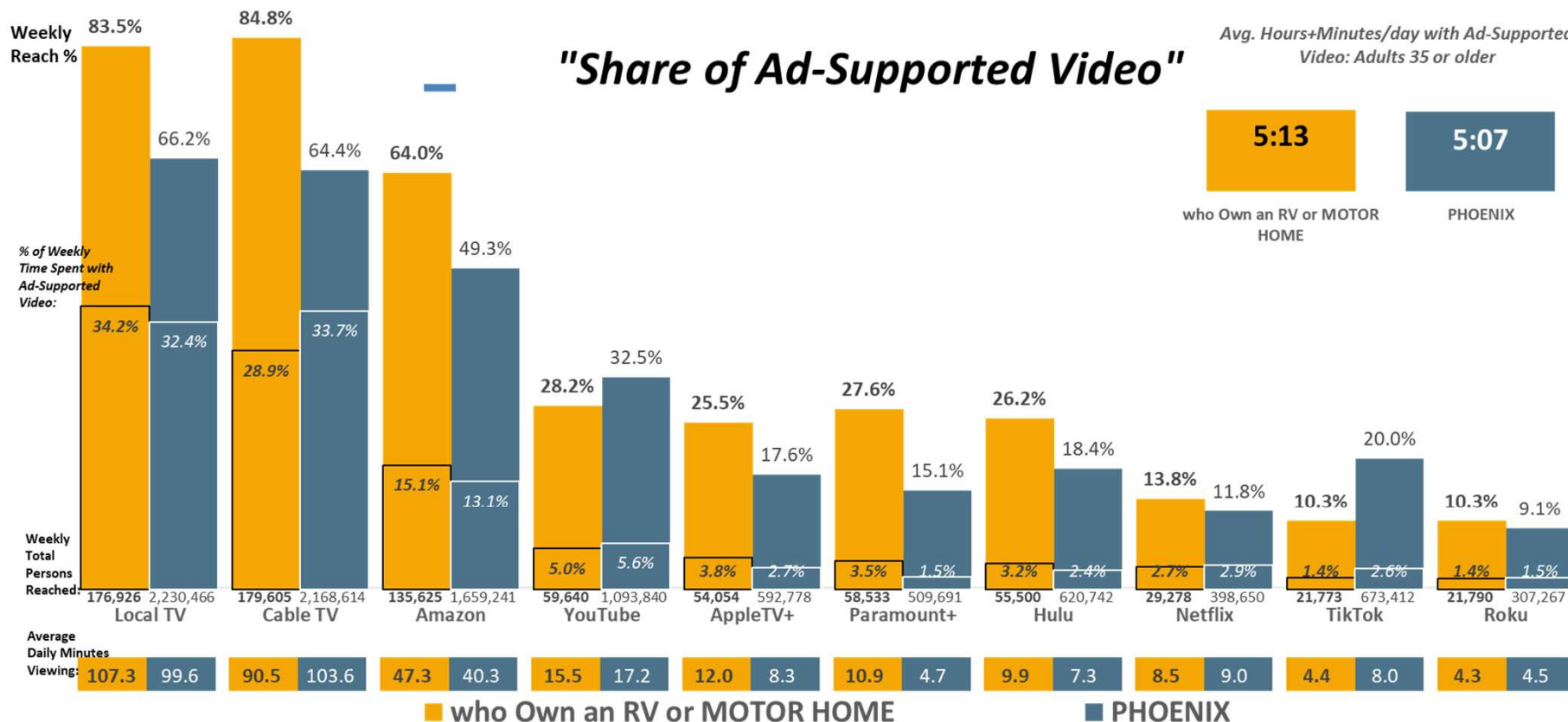
"Share of Ad-Supported Video"





176,926 or 83.5% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations for an average of 107.3 minutes every day representing 34.2% of all time spent daily with Ad-Supported Video.

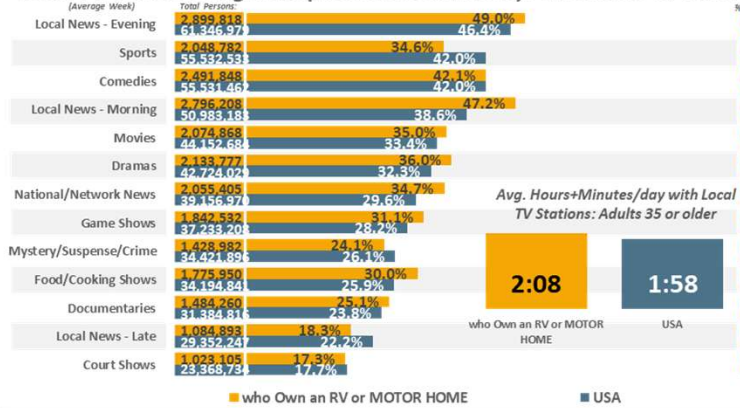
"Share of Ad-Supported Video"



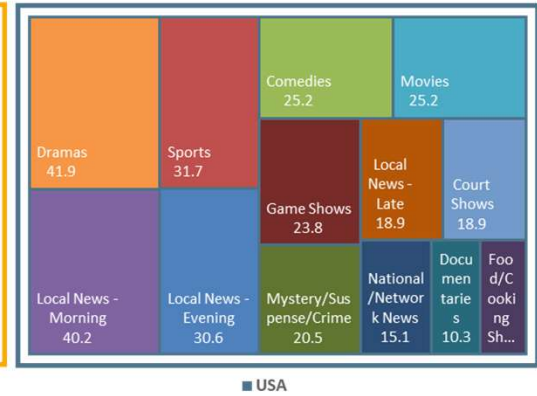
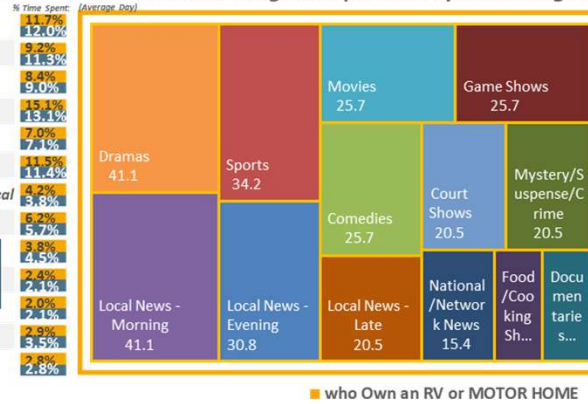


5,834,726 or 75.4% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Comedies, Dramas, Sports, and Movies.

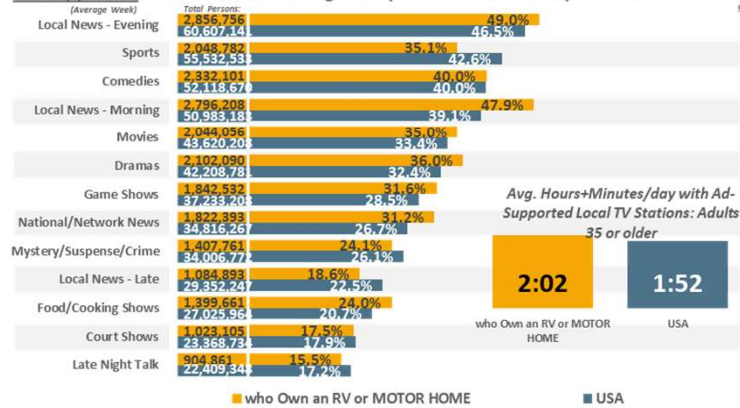
Local TV Station Programs (Persons & % Reach): Adults 35 or older



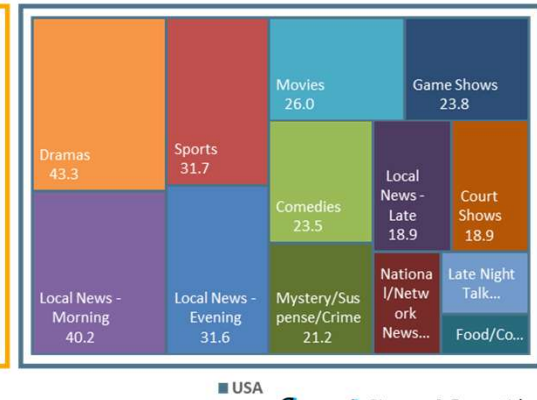
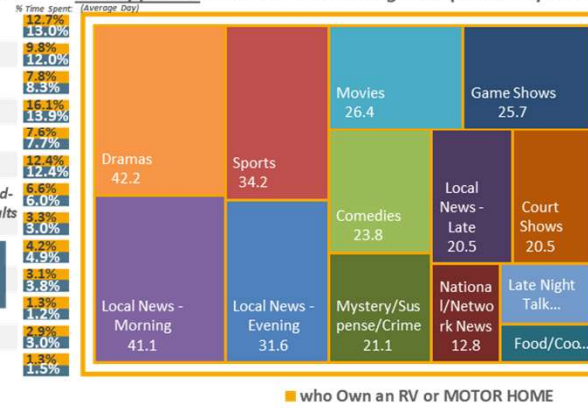
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older



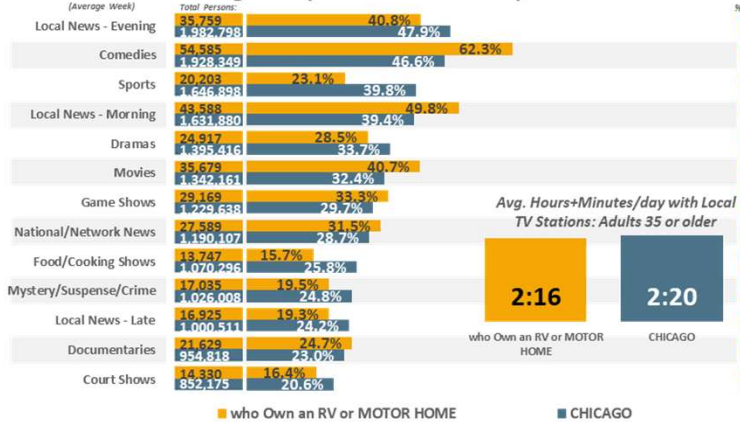
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



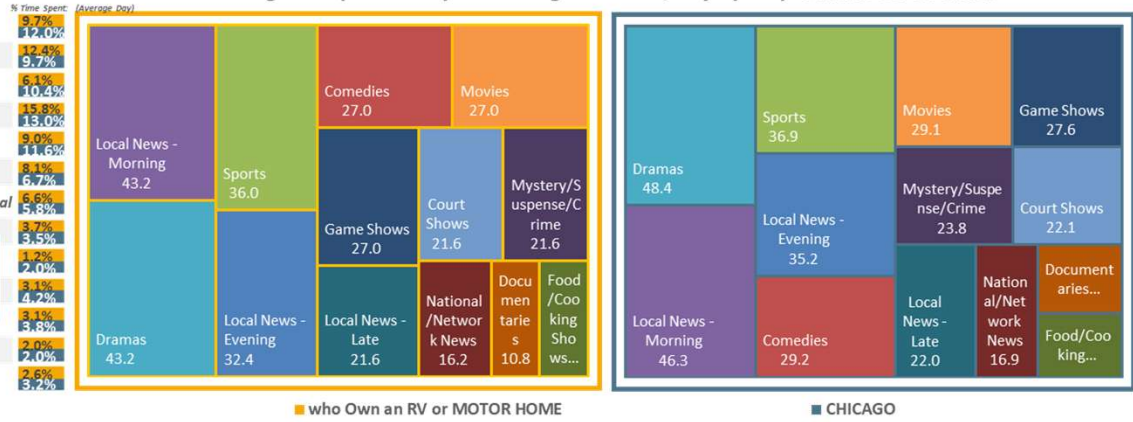


85,475 or 82.7% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Morning, Local News - Evening, Movies, Game Shows, and Dramas.

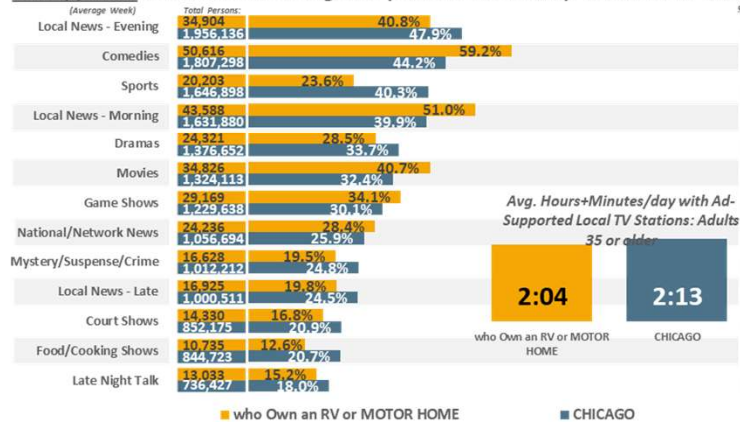
Local TV Station Programs (Persons & % Reach): Adults 35 or older



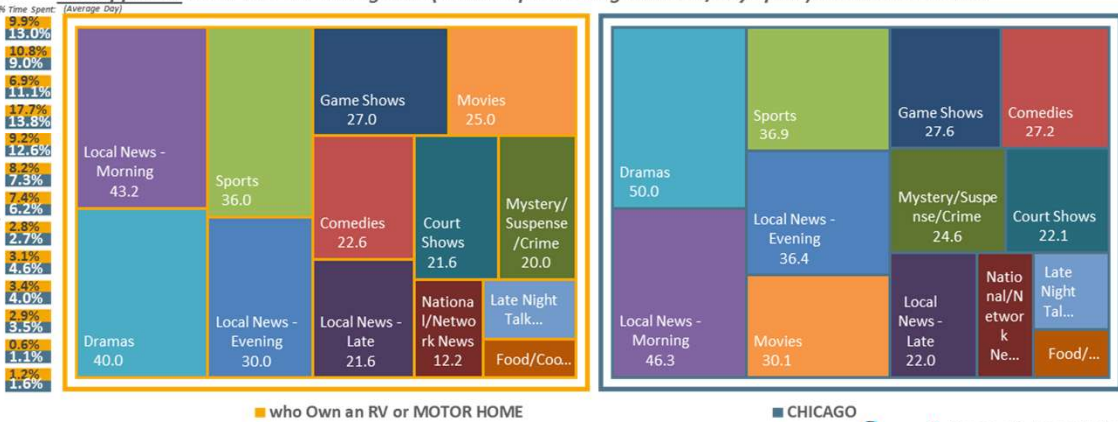
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older



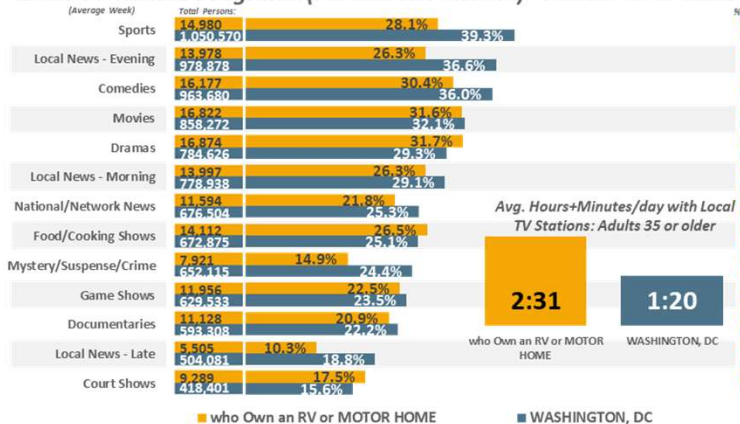
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



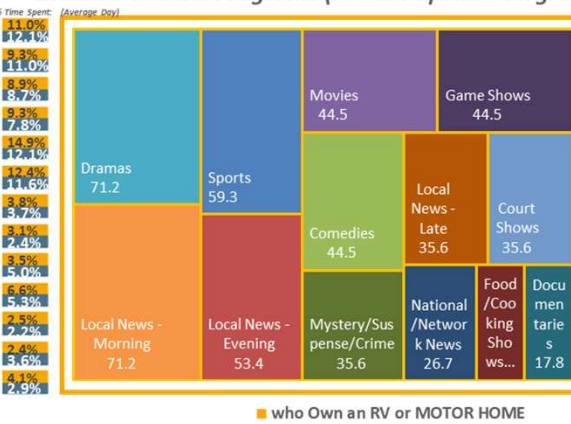


52,245 or 63.2% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations. The Top 6-Programs are Dramas, Movies, Comedies, Sports, Local News - Morning, and Local News - Evening.

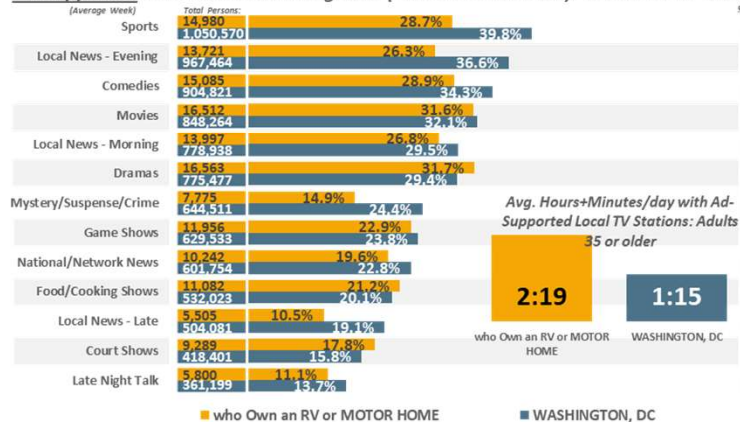
Local TV Station Programs (Persons & % Reach): Adults 35 or older



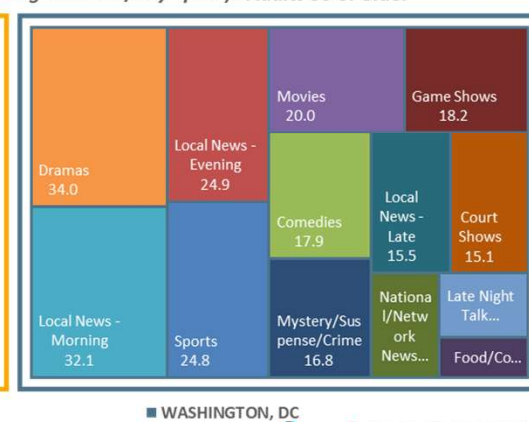
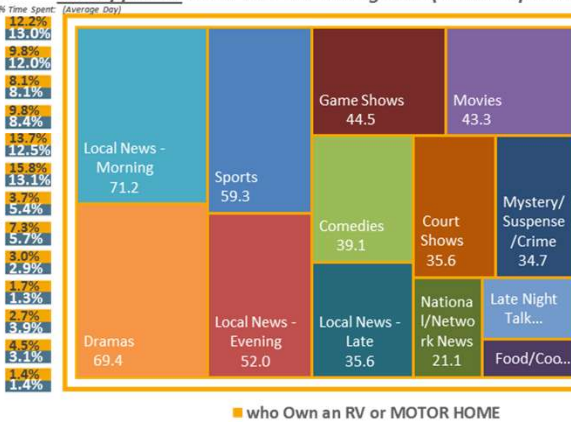
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older



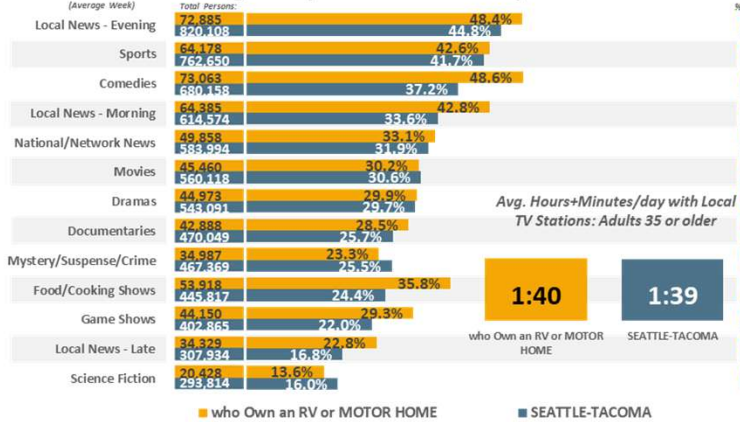
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



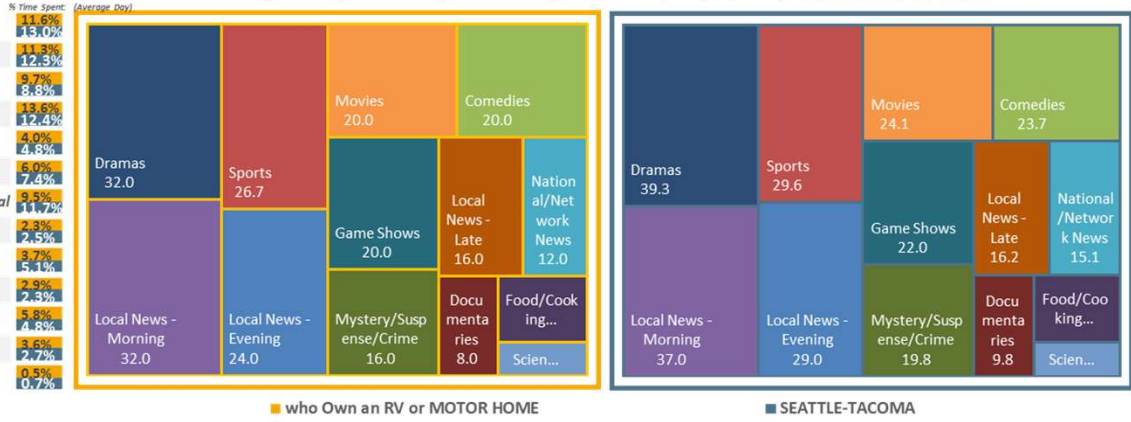


147,175 or 60.6% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Sports, Movies, and Game Shows.

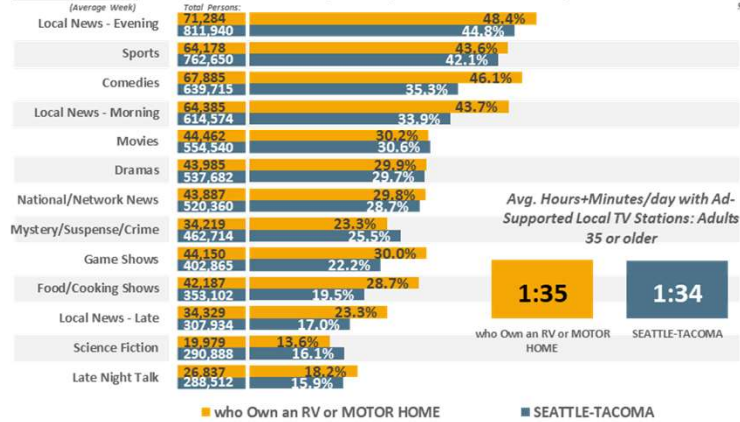
Local TV Station Programs (Persons & % Reach): Adults 35 or older



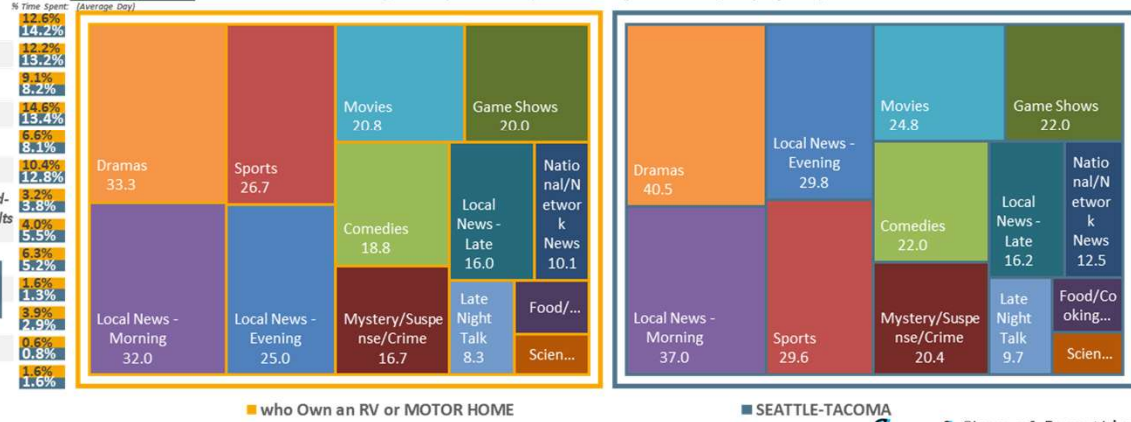
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older



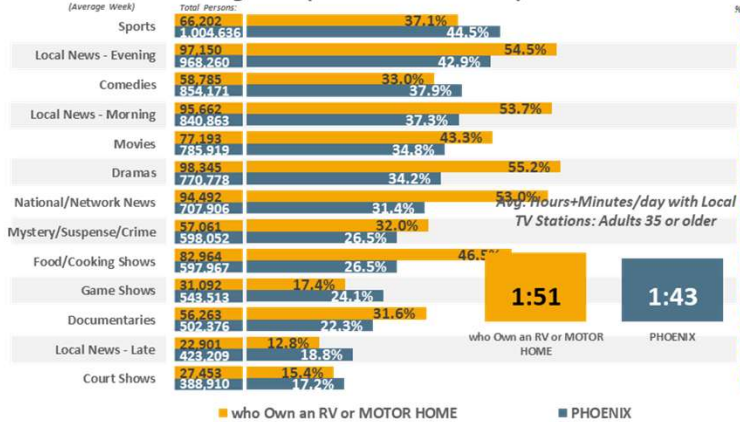
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



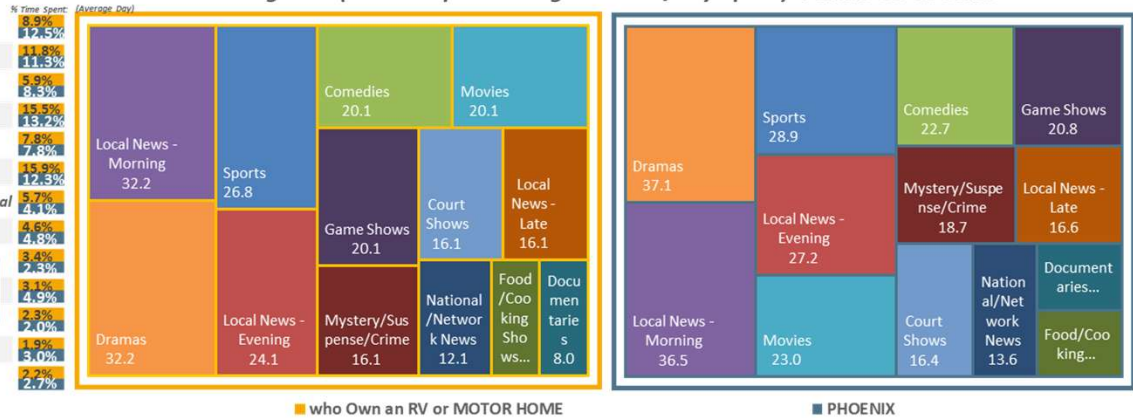


176,926 or 83.5% of Adults 35 or older who Own an RV or MOTOR HOME watch Ad-Supported Local TV Stations. The Top 6-Programs are Dramas, Local News - Evening, Local News - Morning, National/Network News, Movies, and Sports.

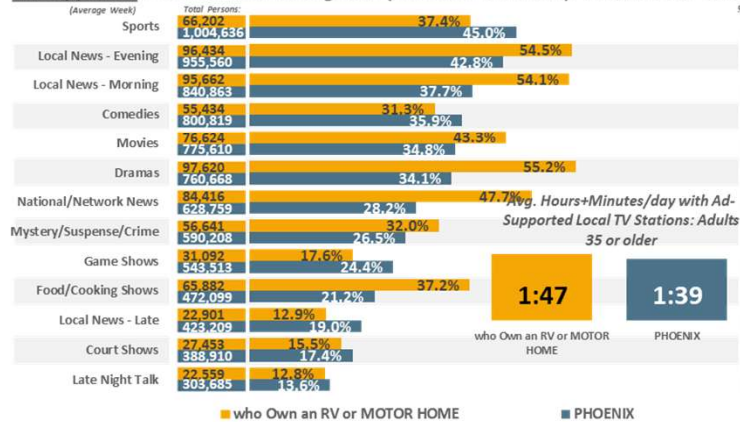
Local TV Station Programs (Persons & % Reach): Adults 35 or older



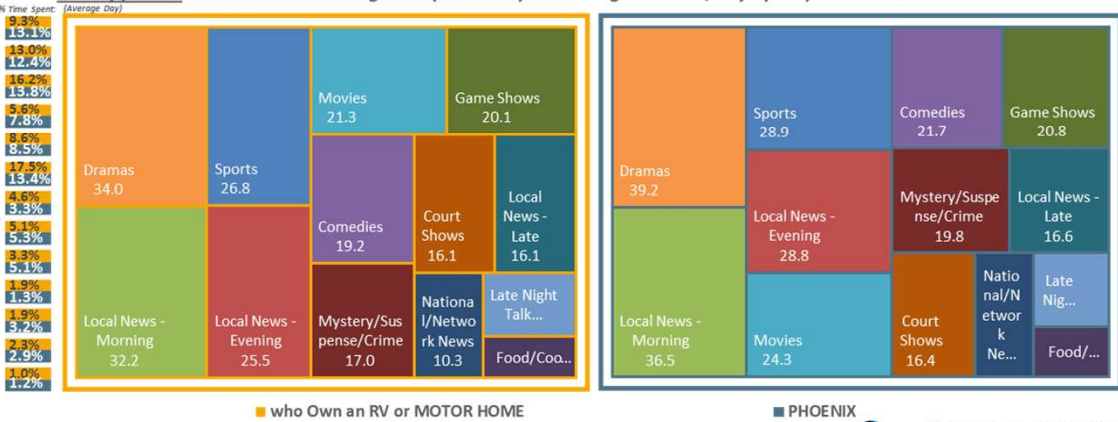
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

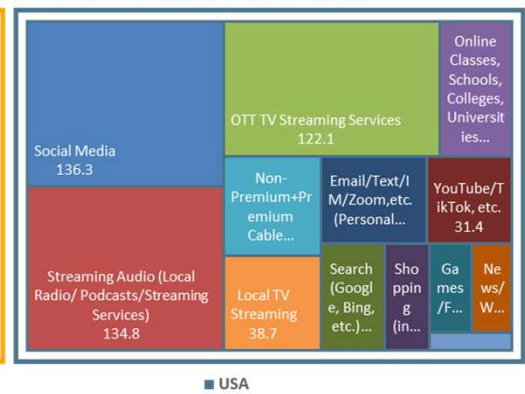
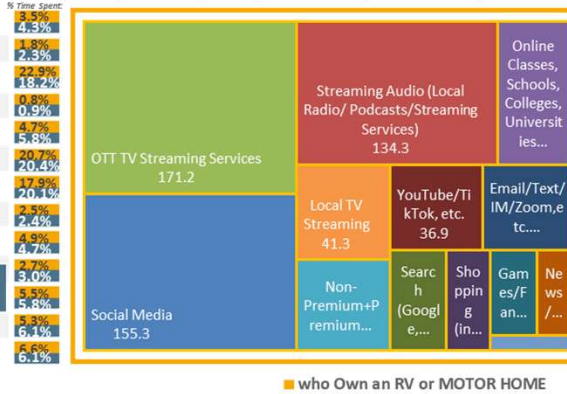
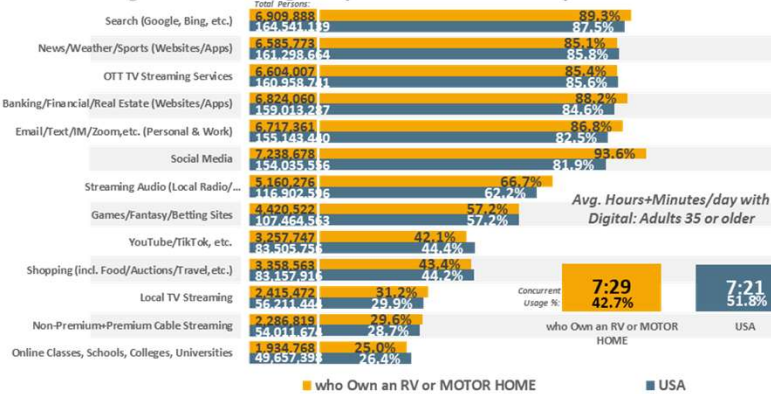




6,597,077 or 85.3% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Social Media for an average of 142.9 minutes every day representing 26.% of all time spent daily with Ad-Supported Digital Media.

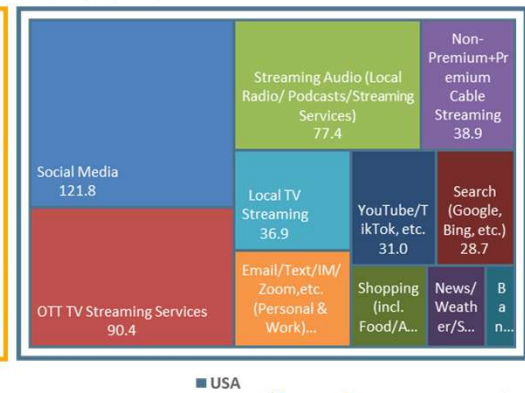
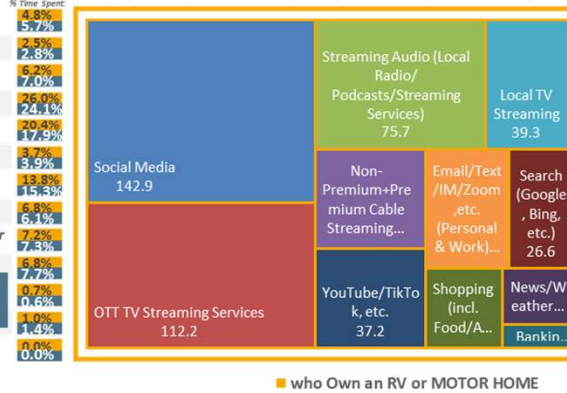
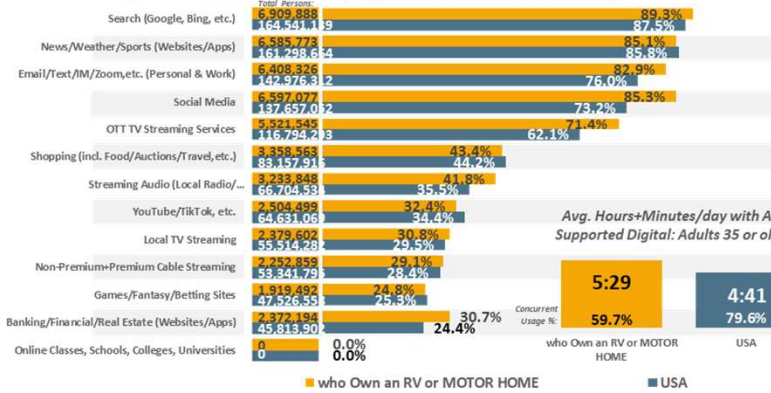
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

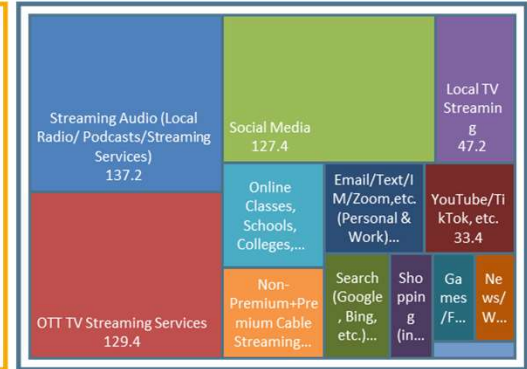
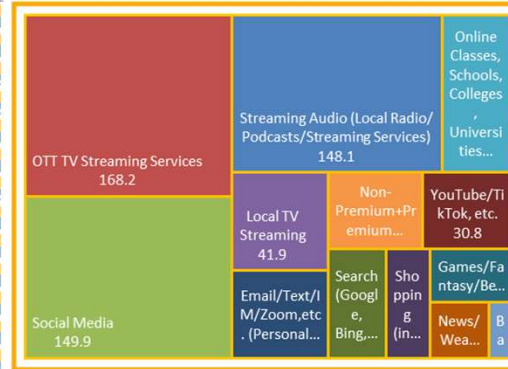
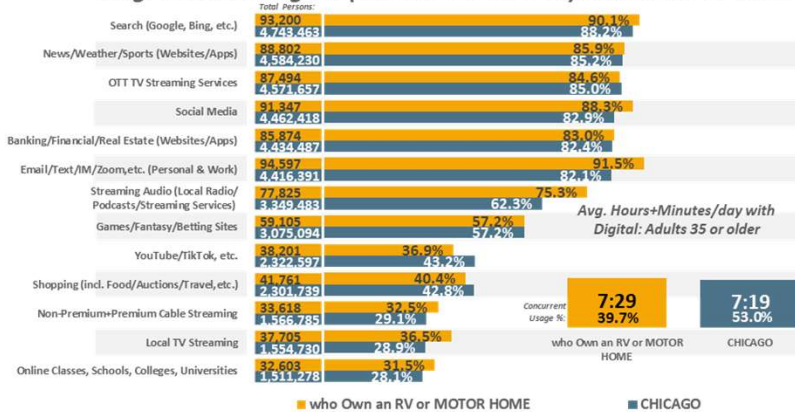




75,282 or 72.8% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Social Media for an average of 137.9 minutes every day representing 24.6% of all time spent daily with Ad-Supported Digital Media.

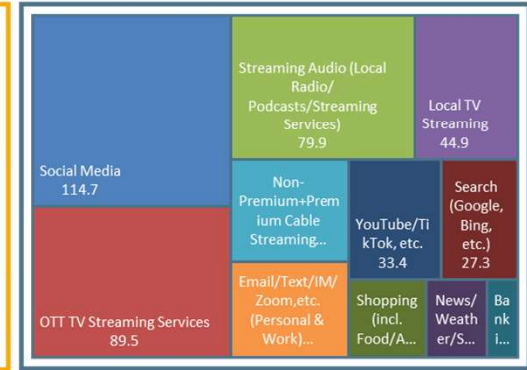
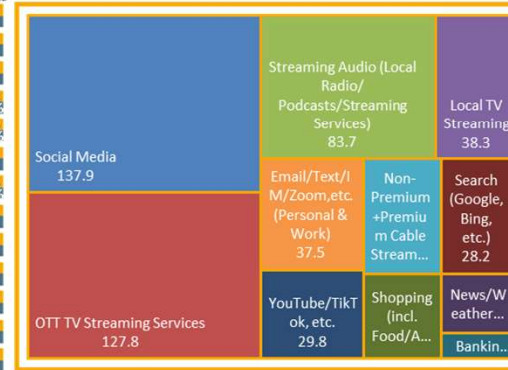
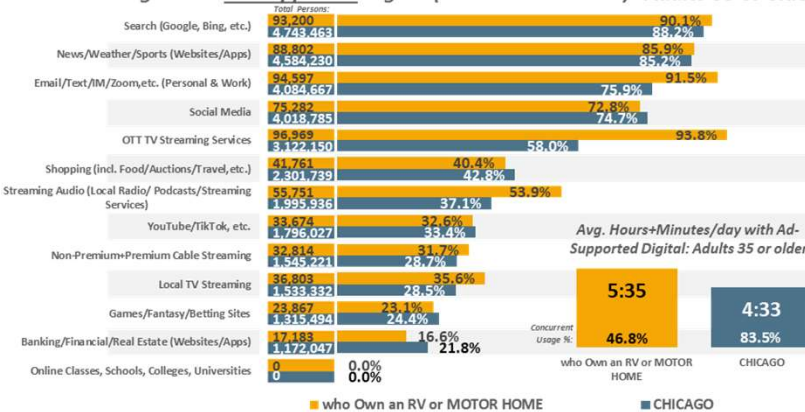
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

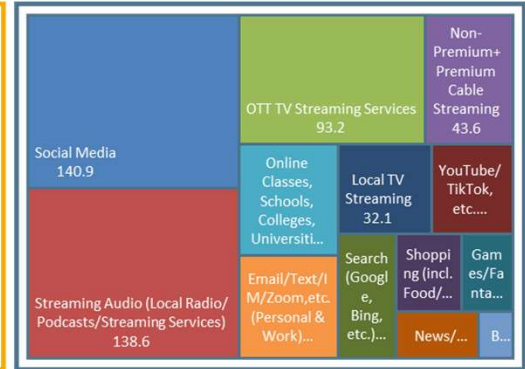
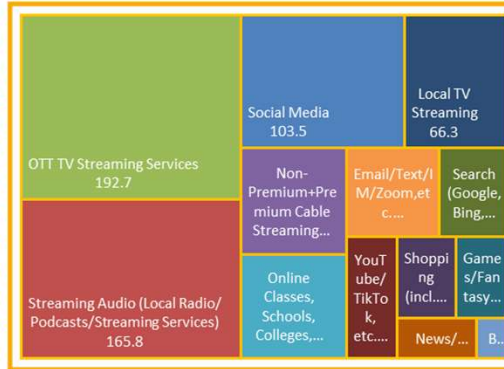
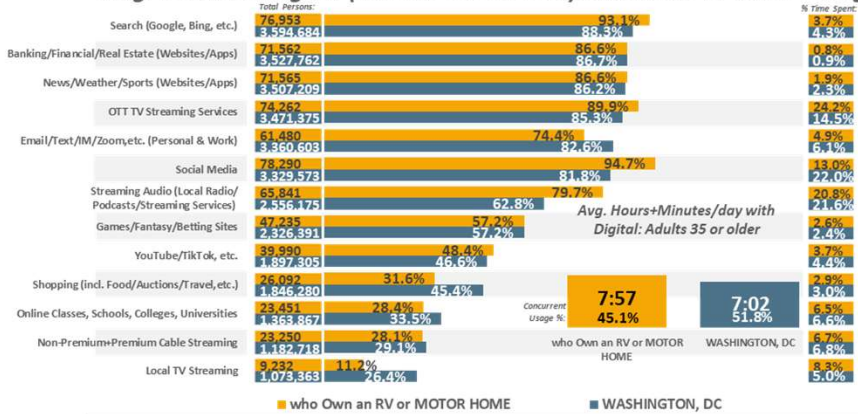




74,470 or 90.1% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Social Media for an average of 95.2 minutes every day representing 16.5% of all time spent daily with Ad-Supported Digital Media.

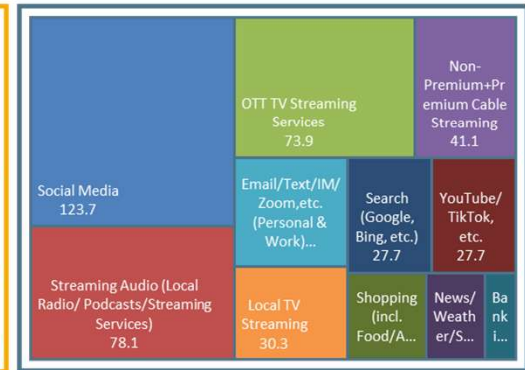
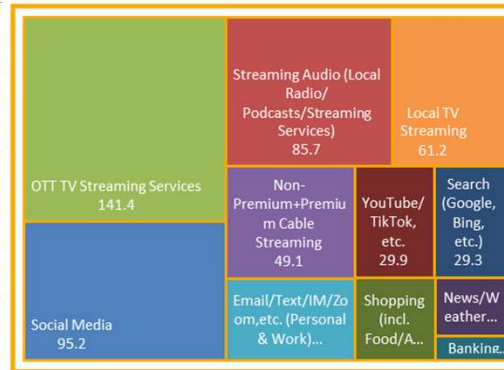
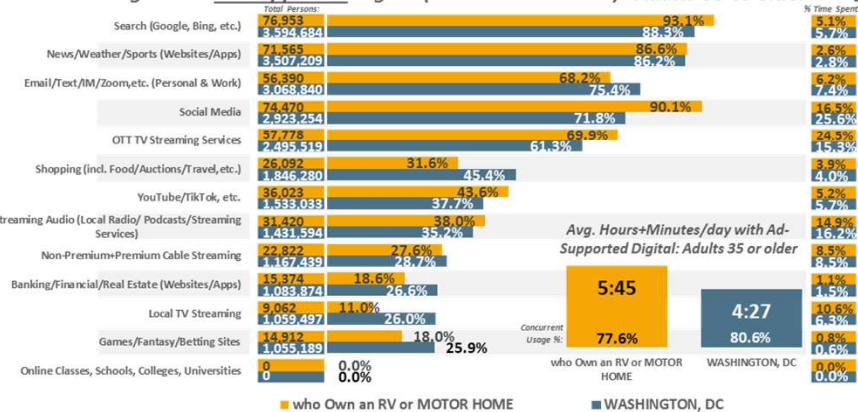
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 92
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

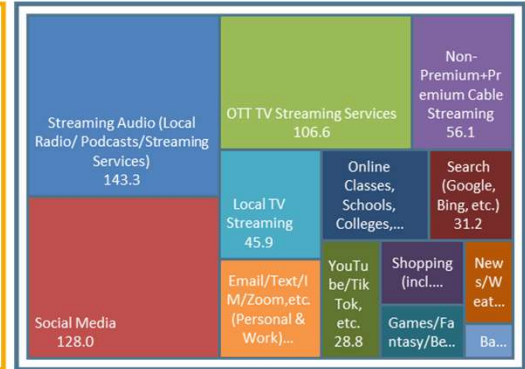
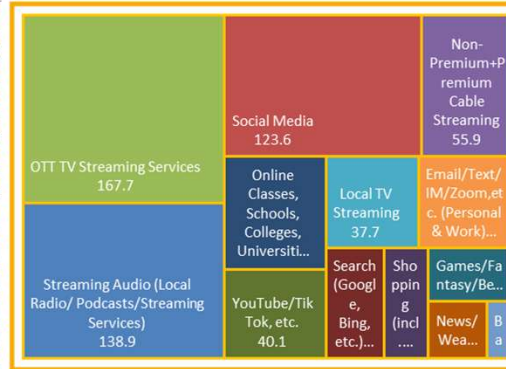
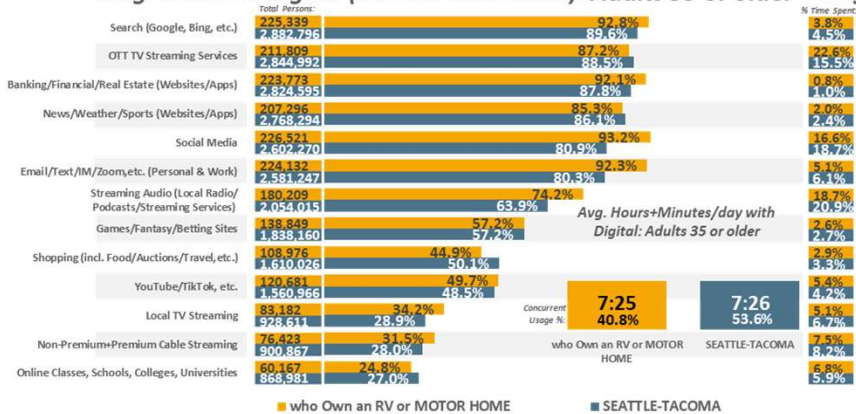
Items/services household currently has (HHL): RV (motor home)



189,309 or 77.9% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Social Media for an average of 113.7 minutes every day representing 21.% of all time spent daily with Ad-Supported Digital Media.

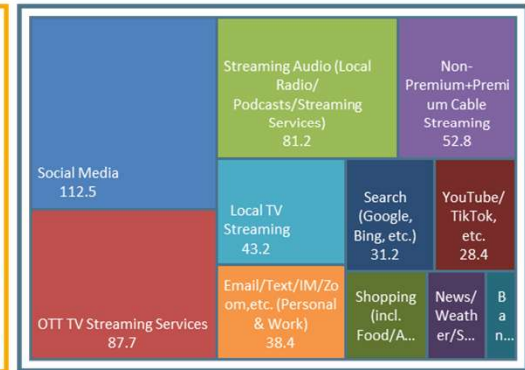
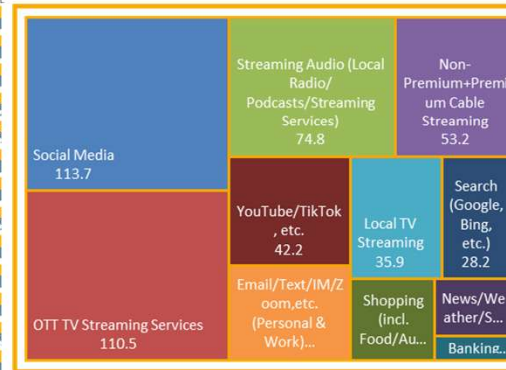
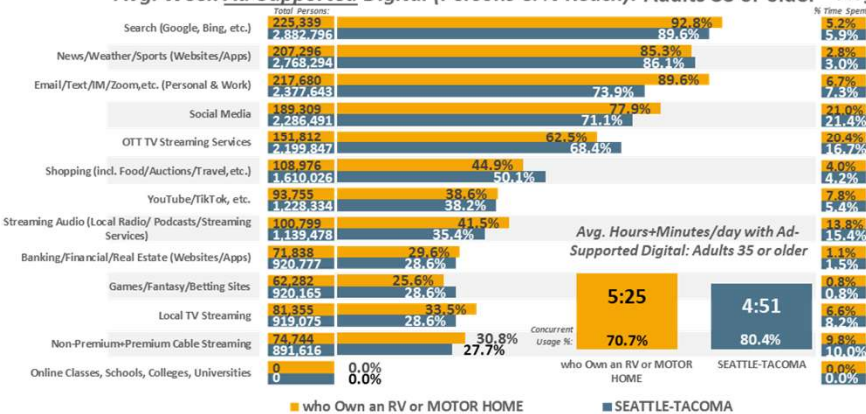
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

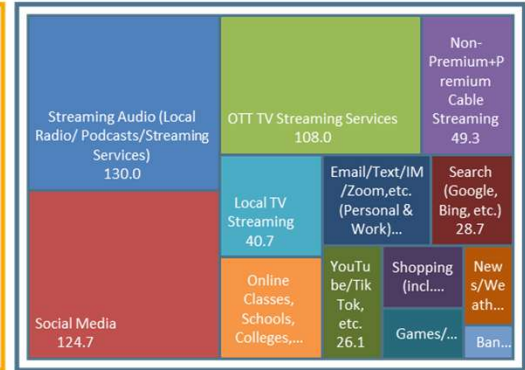
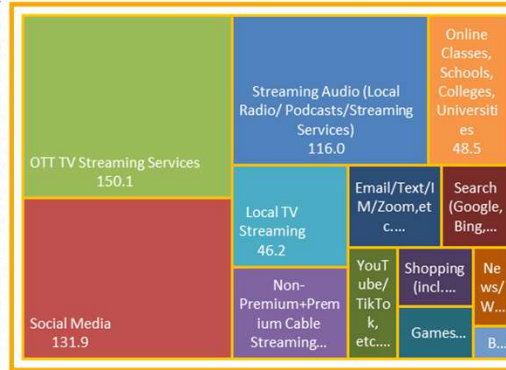
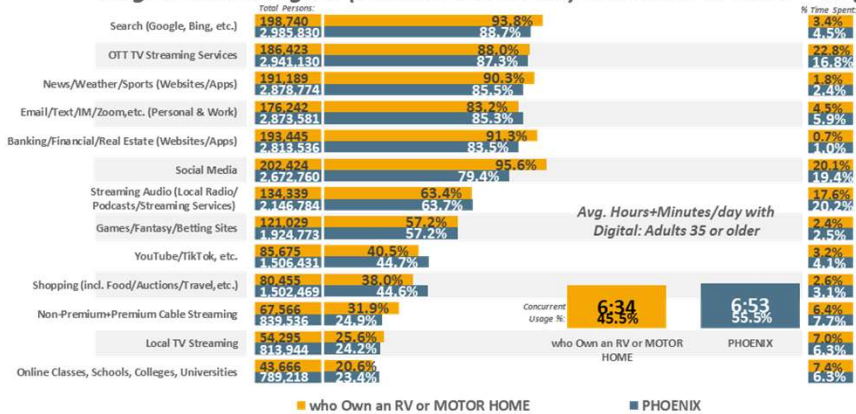




194,308 or 91.8% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Social Media for an average of 121.3 minutes every day representing 25.7% of all time spent daily with Ad-Supported Digital Media.

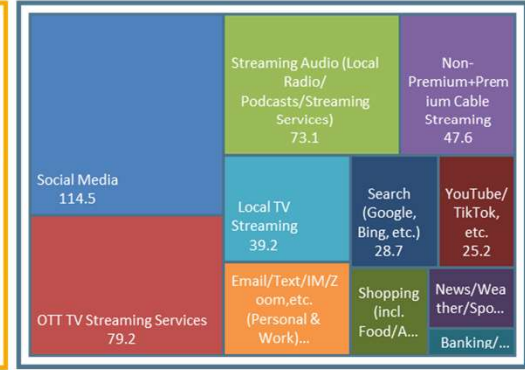
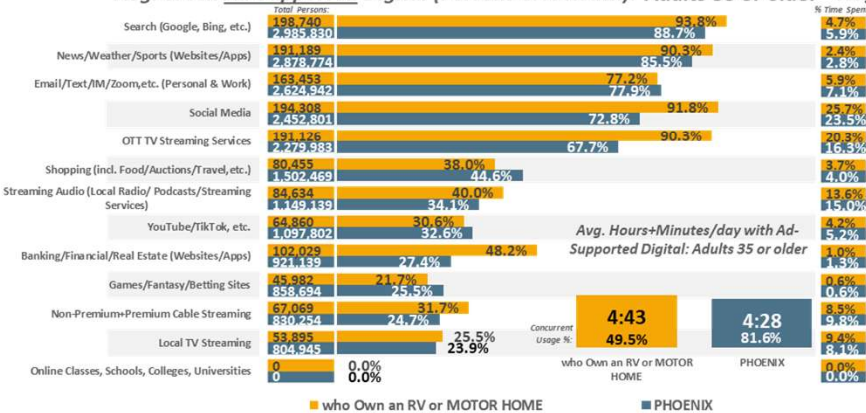
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older

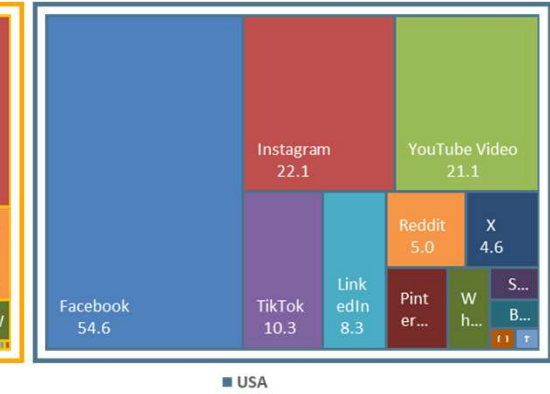
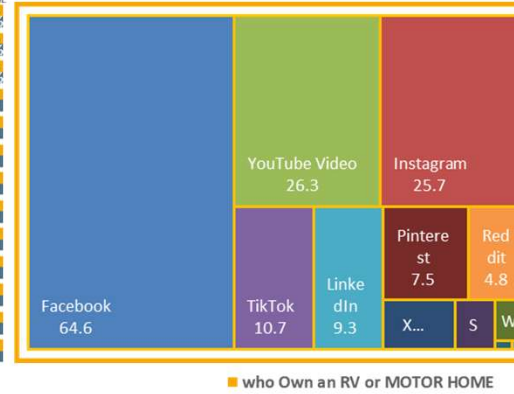
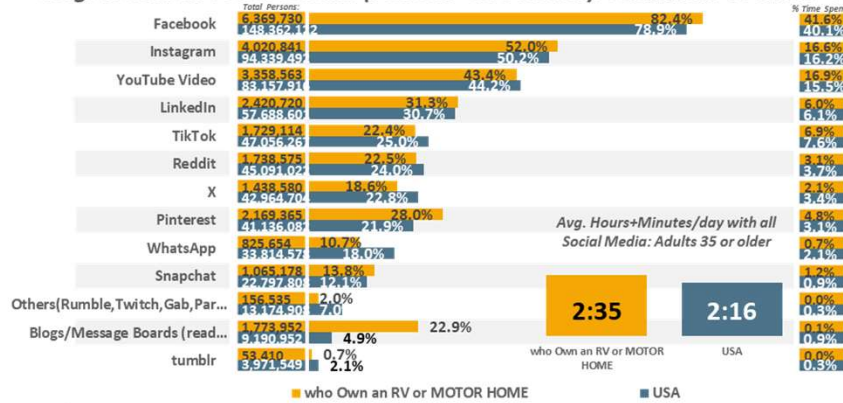
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



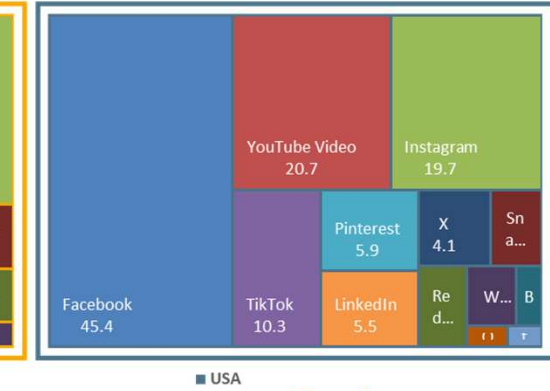
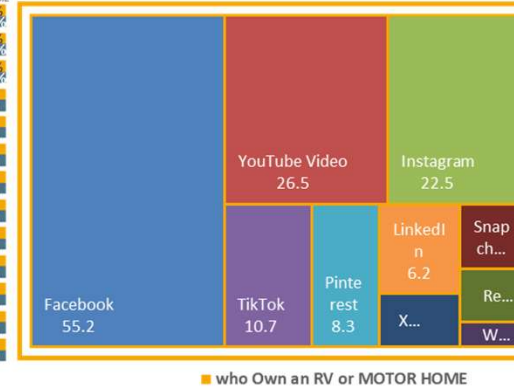
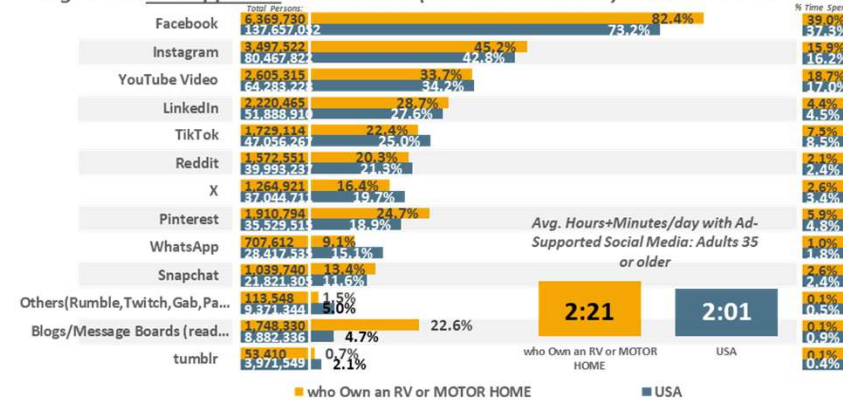


6,369,730 or 82.4% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Facebook for an average of 55.2 minutes every day representing 39.% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 35 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



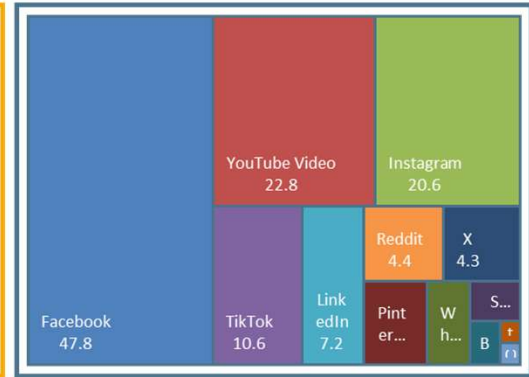
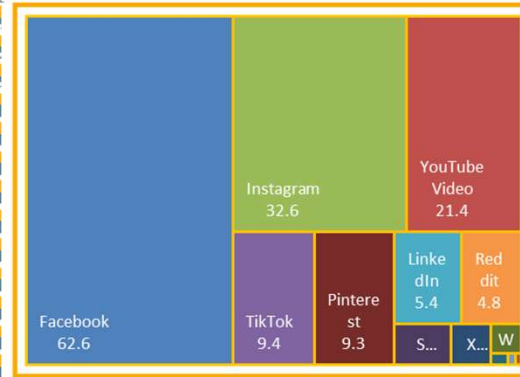
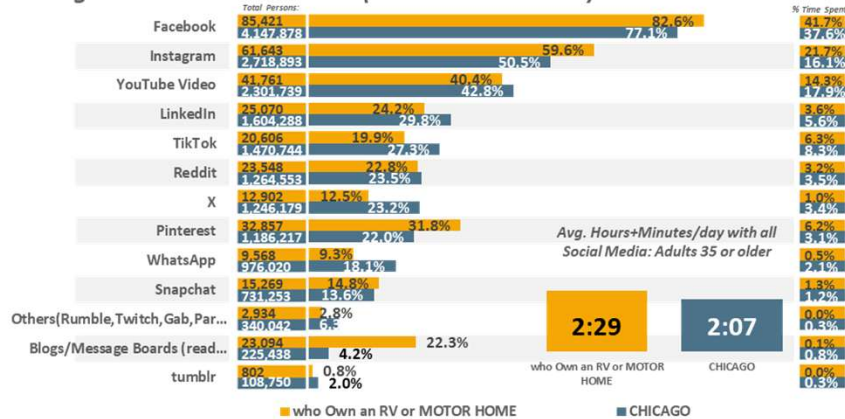
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



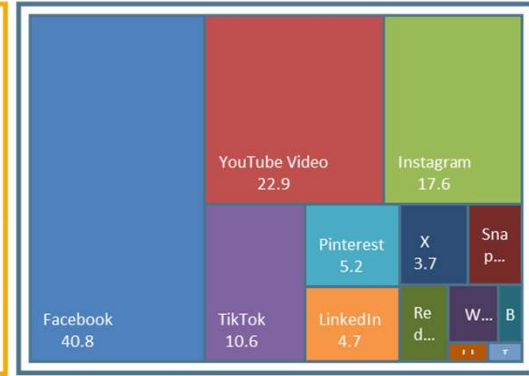
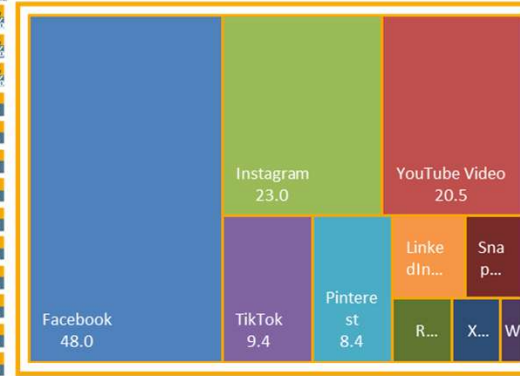
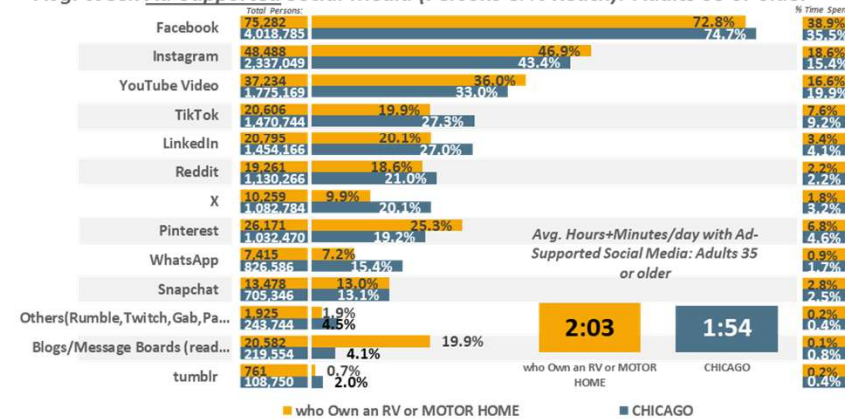


75,282 or 72.8% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Facebook for an average of 48. minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 35 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



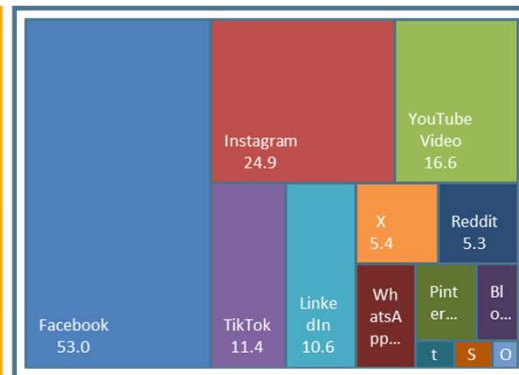
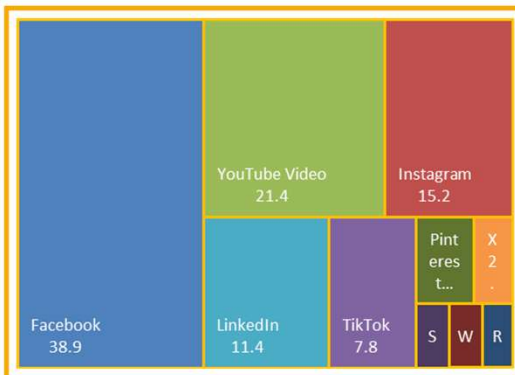
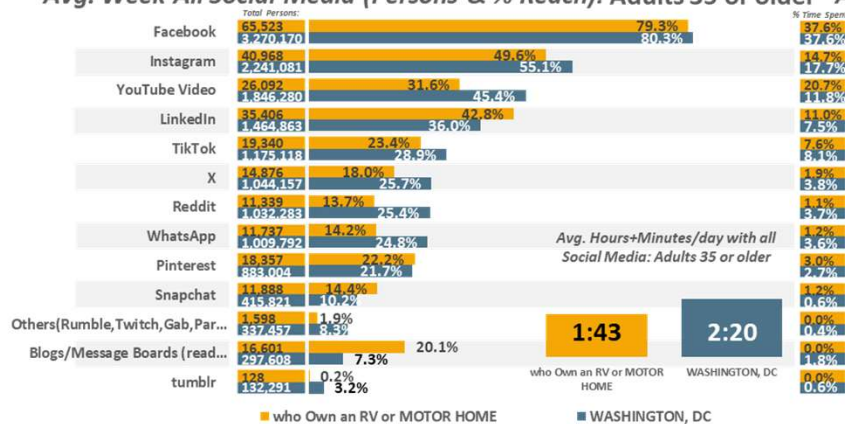
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



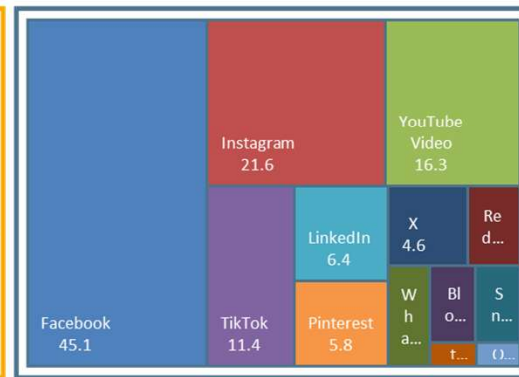
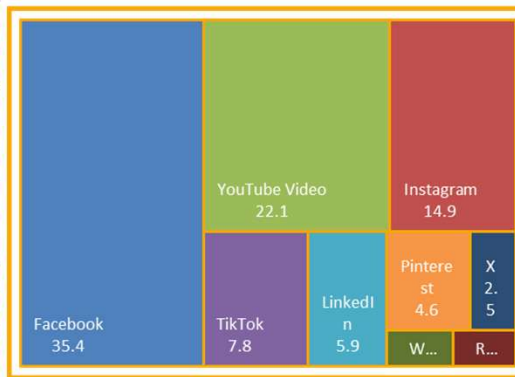
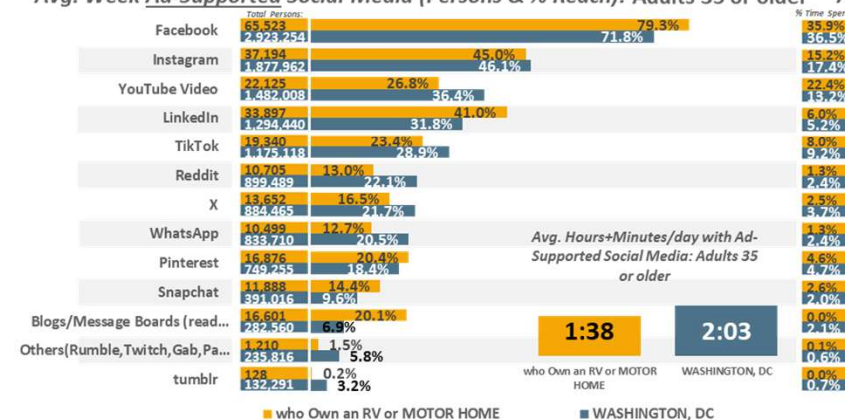


65,523 or 79.3% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Facebook for an average of 35.4 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 35 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



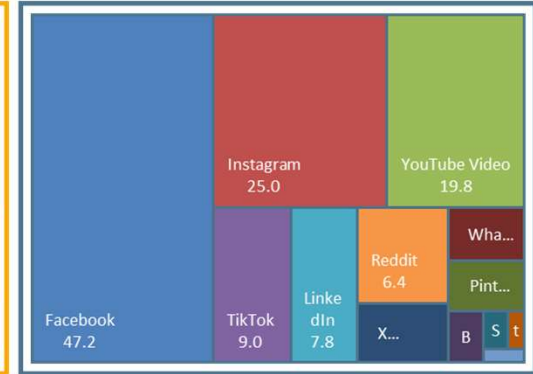
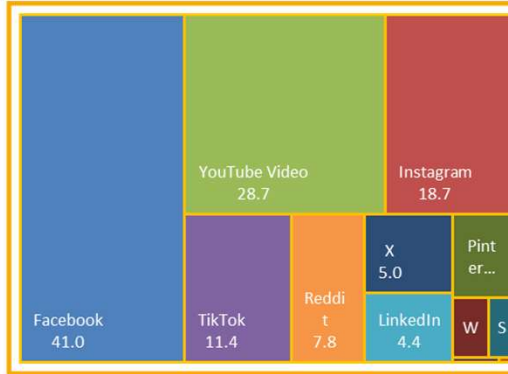
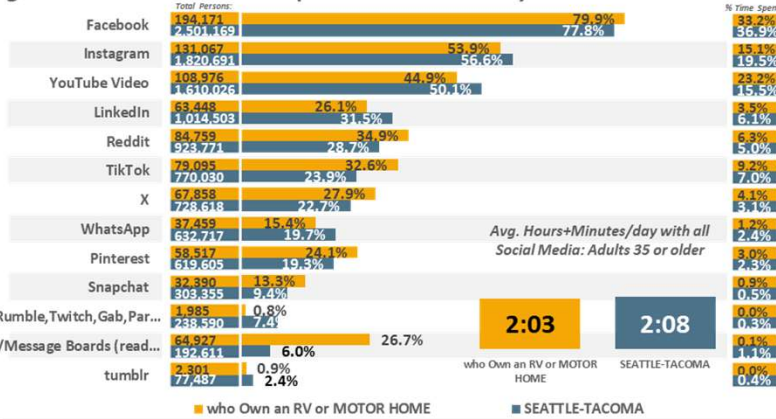
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



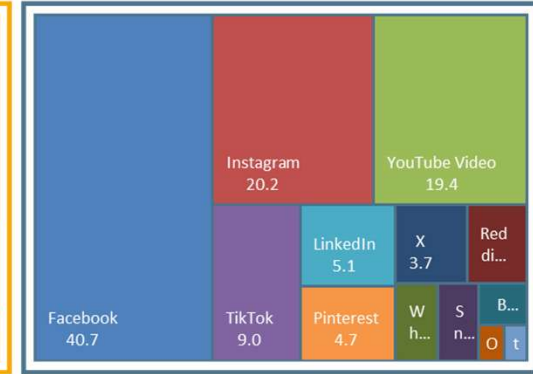
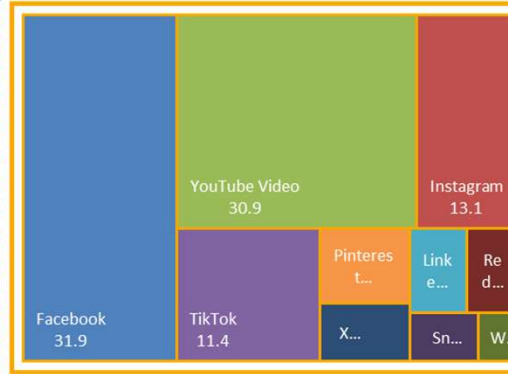
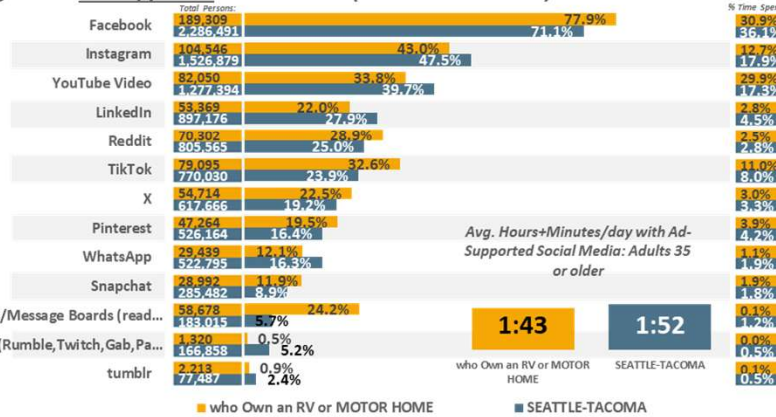


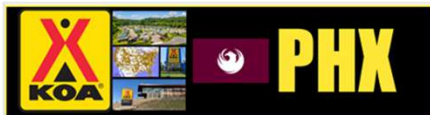
189,309 or 77.9% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Facebook for an average of 31.9 minutes every day representing 30.9% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 35 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



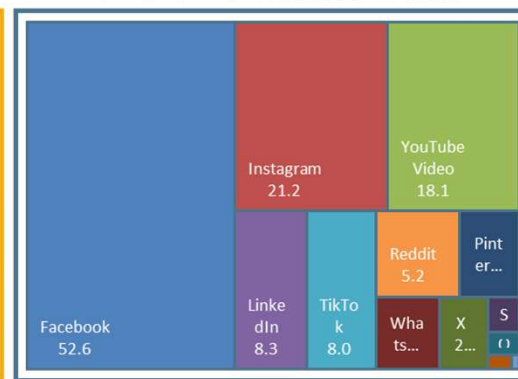
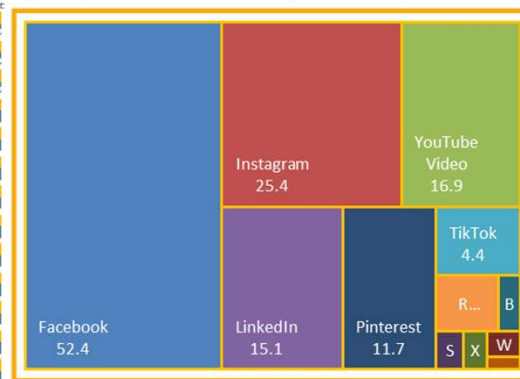
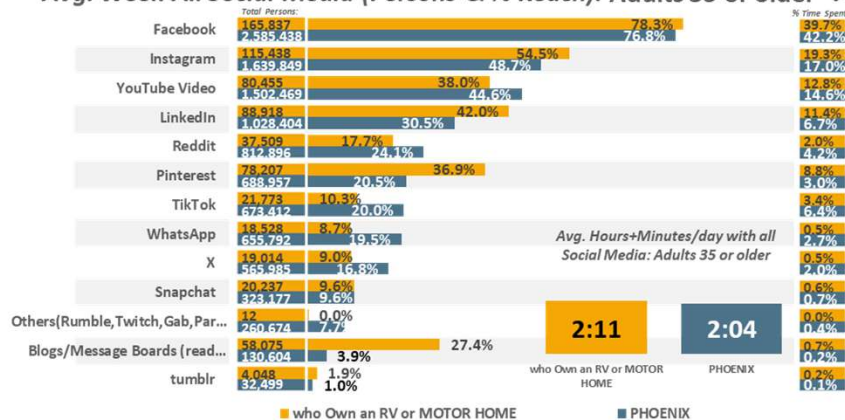
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



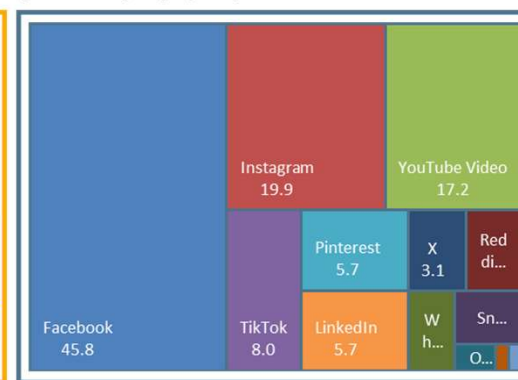
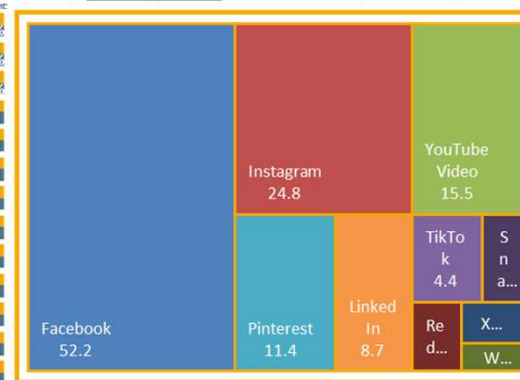
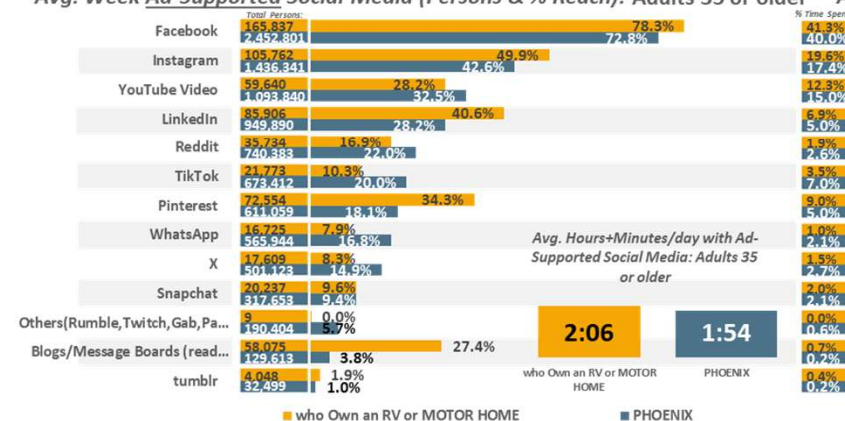


165,837 or 78.3% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Facebook for an average of 52.2 minutes every day representing 41.3% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 35 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**

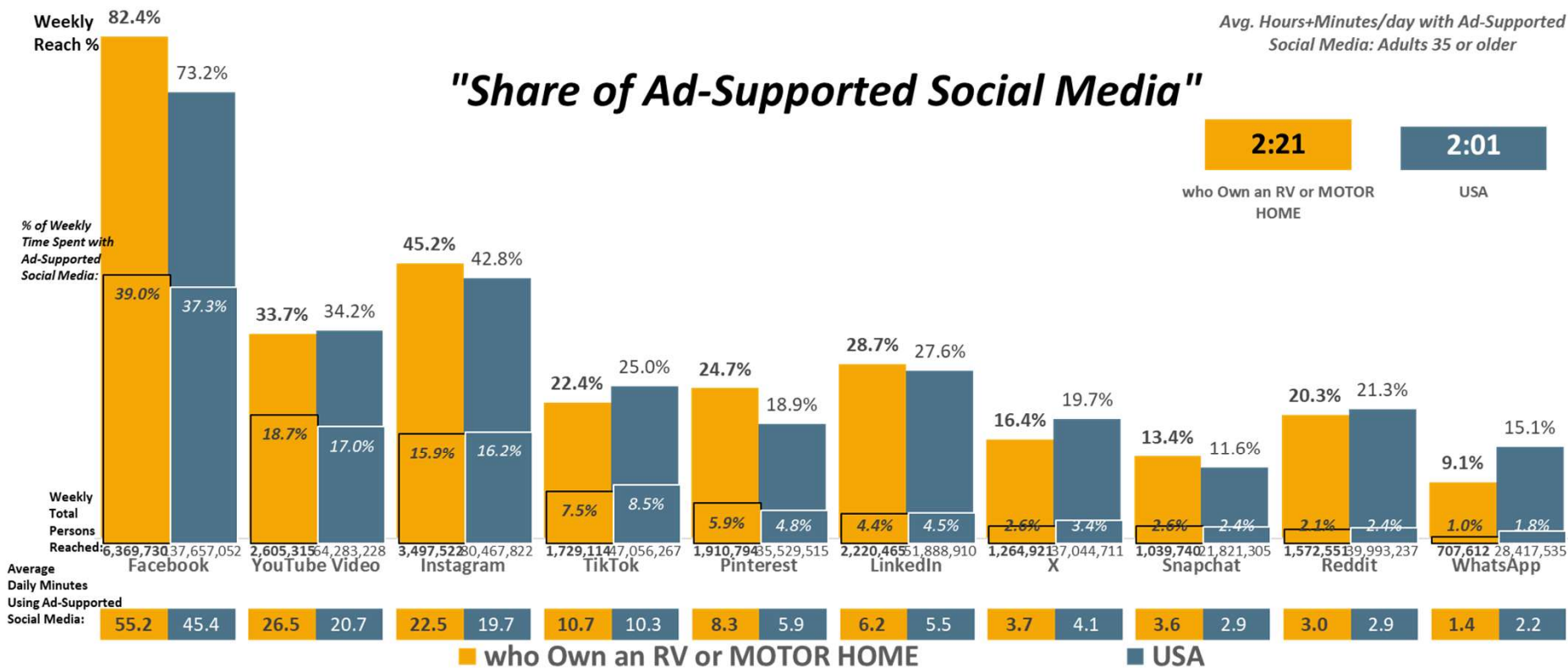


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





6,369,730 or 82.4% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Facebook for an average of 55.2 minutes every day representing 39.% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 732
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

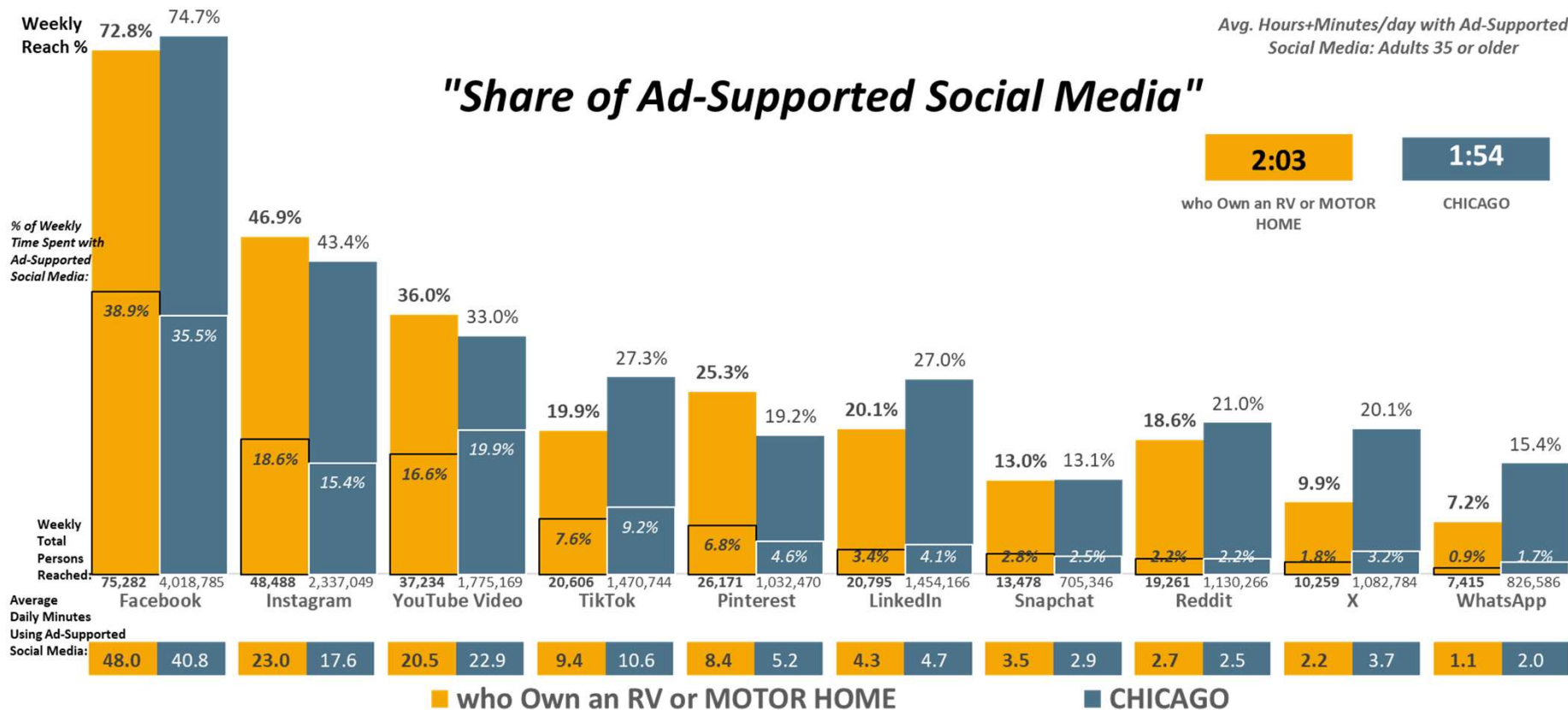
soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): RV (motor home)



75,282 or 72.8% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Facebook for an average of 48. minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



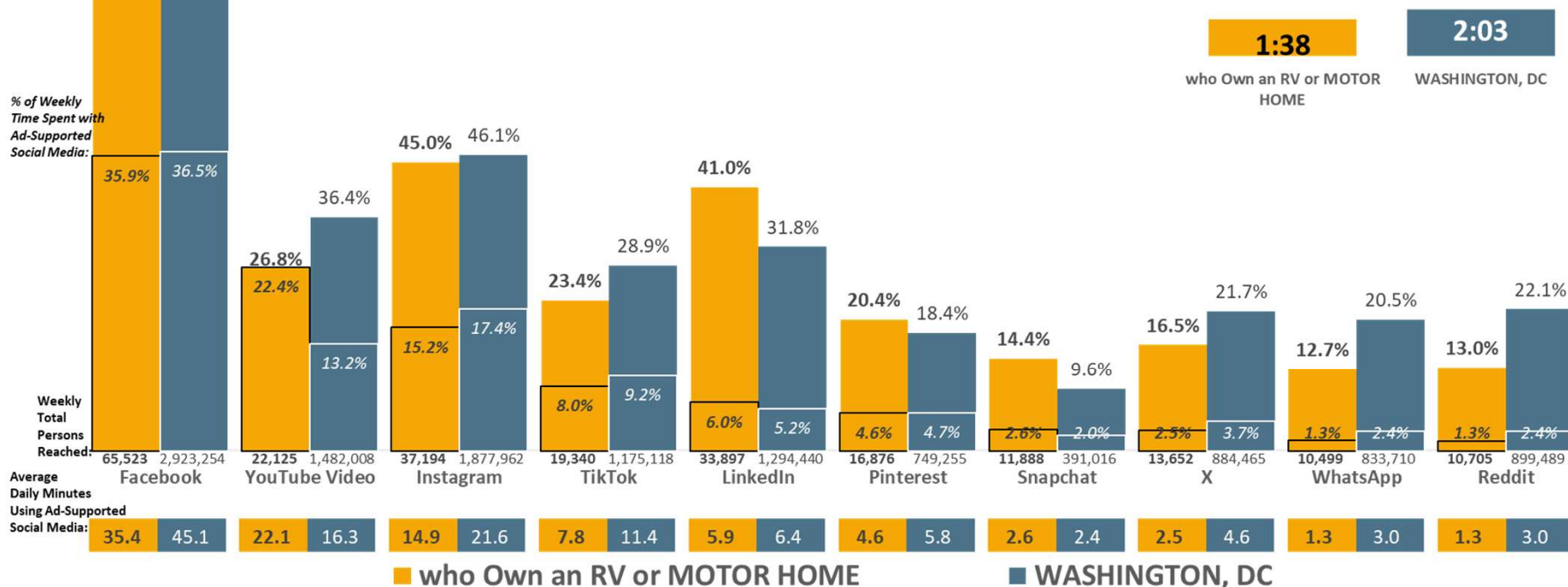


65,523 or 79.3% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Facebook for an average of 35.4 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach % 79.3%

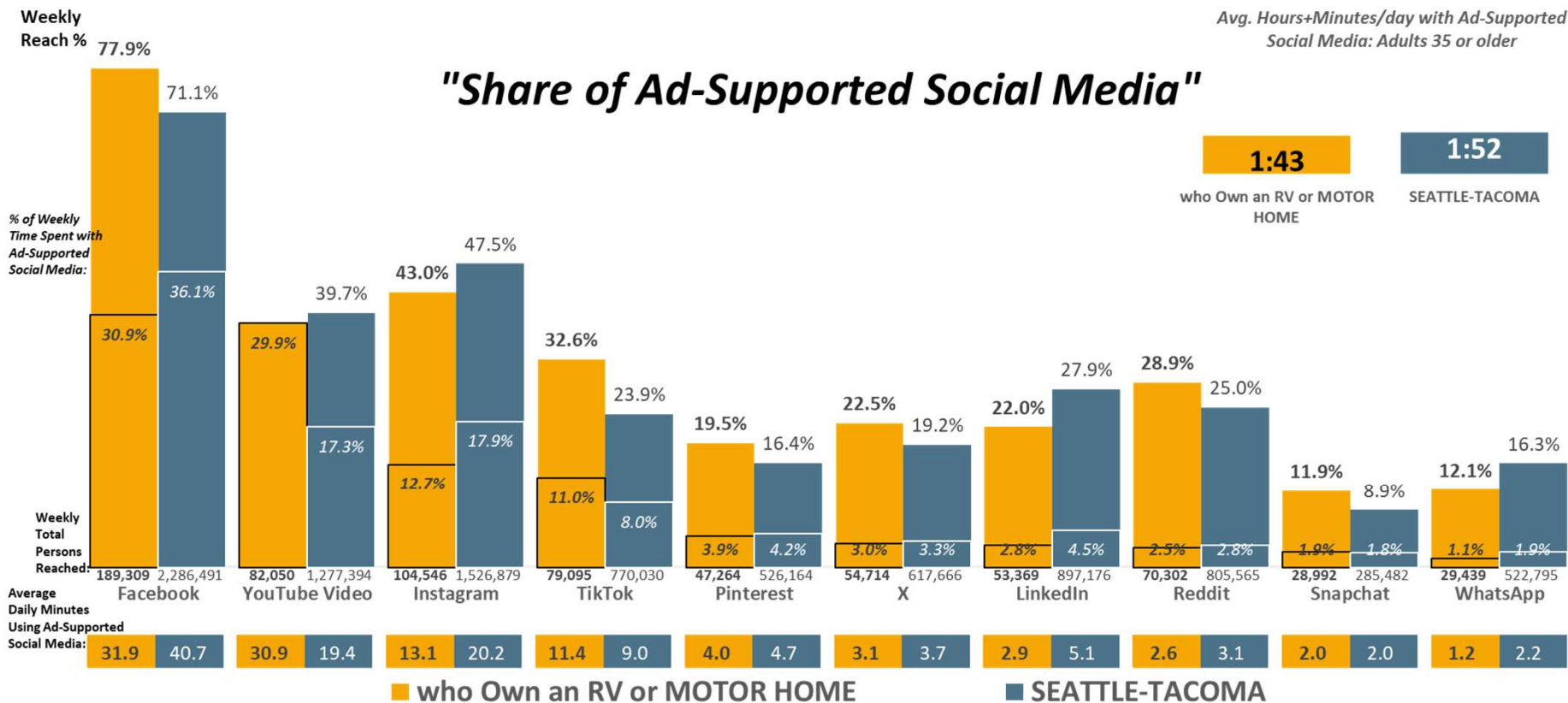
Avg. Hours+Minutes/day with Ad-Supported
Social Media: Adults 35 or older

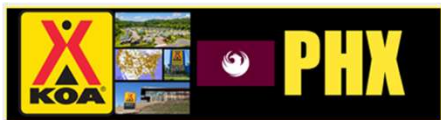
"Share of Ad-Supported Social Media"



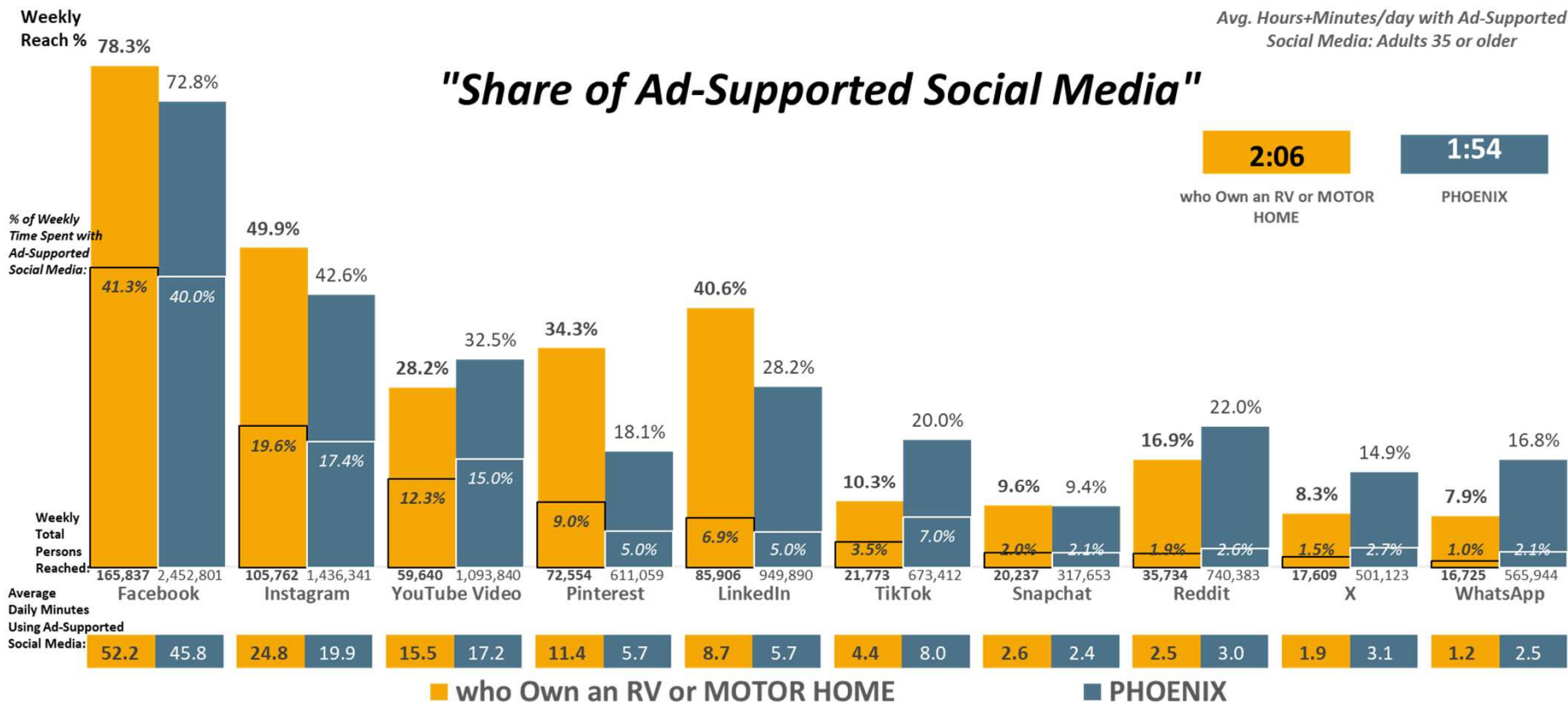


189,309 or 77.9% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Facebook for an average of 31.9 minutes every day representing 30.9% of all time spent daily with Ad-Supported Social Media.





165,837 or 78.3% of Adults 35 or older who Own an RV or MOTOR HOME use Ad-Supported Facebook for an average of 52.2 minutes every day representing 41.3% of all time spent daily with Ad-Supported Social Media.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 103
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

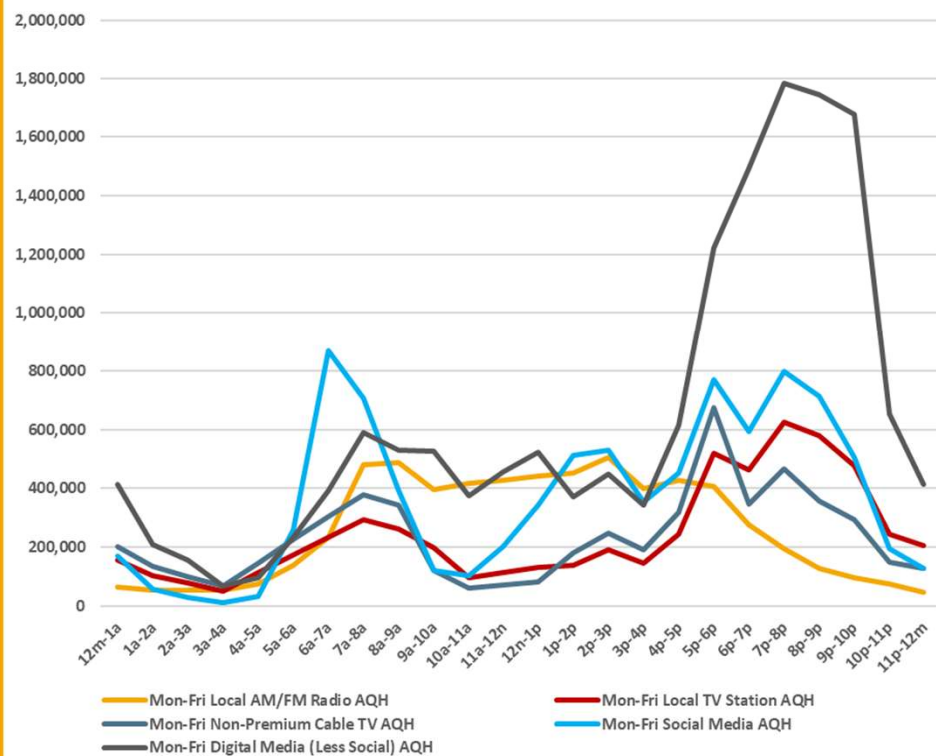
soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): RV (motor home)

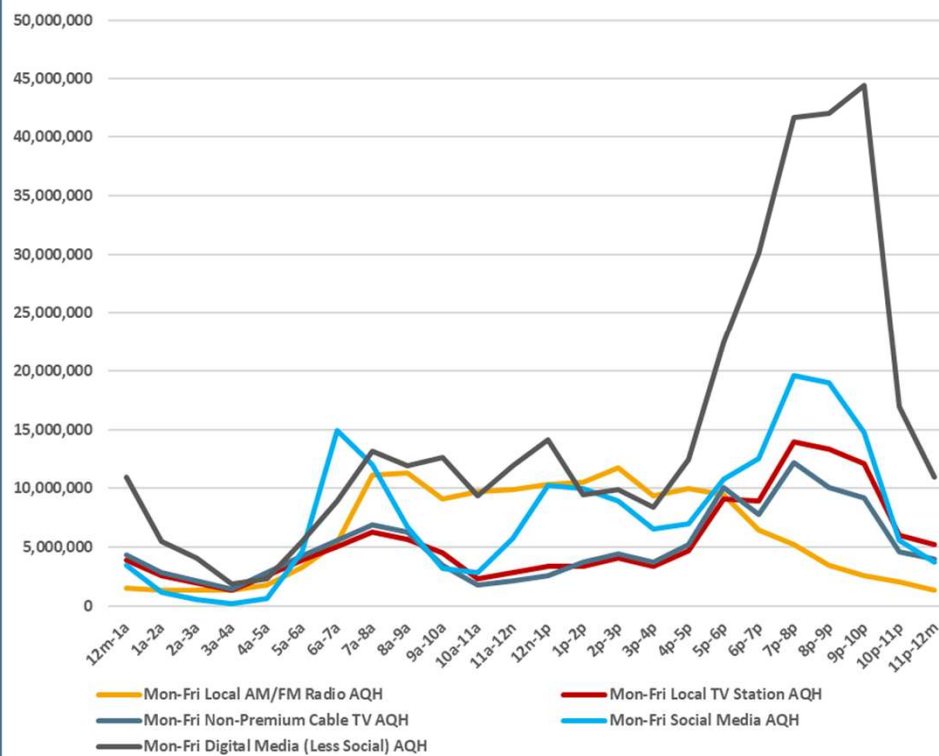


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 606,666; Social Media: 457,337; Local Radio: 411,152; Non-Prem. Cable: 254,600; Local TV: 233,218 reaching Adults 35 or older who Own an RV or MOTOR HOME.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Own an RV or MOTOR HOME



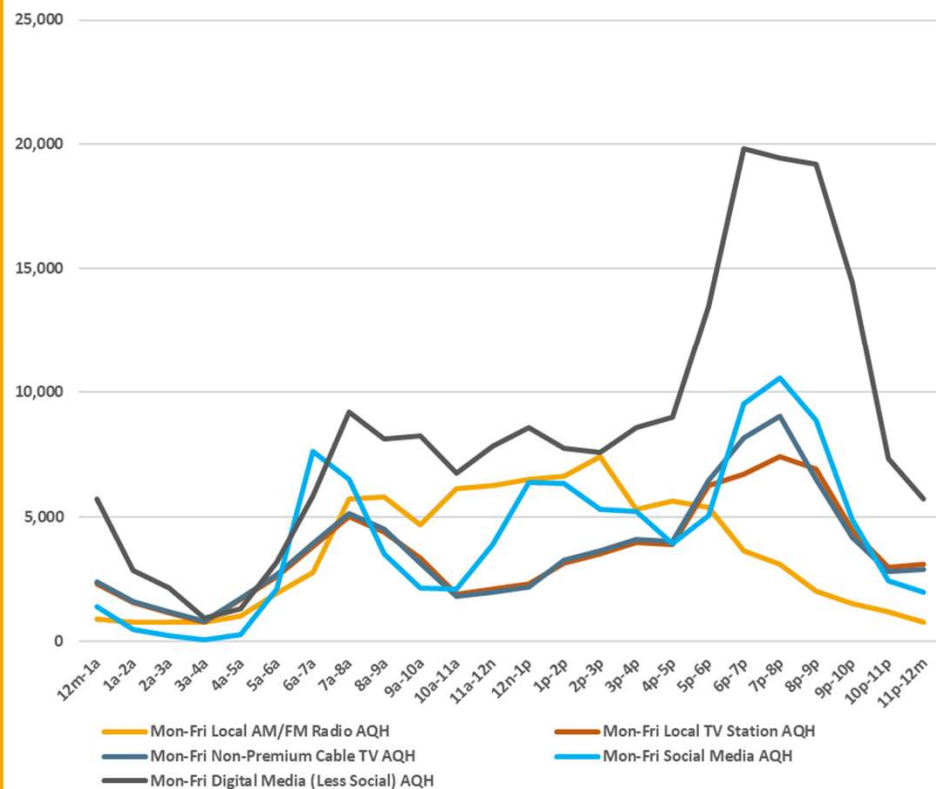
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Adults 35 or older



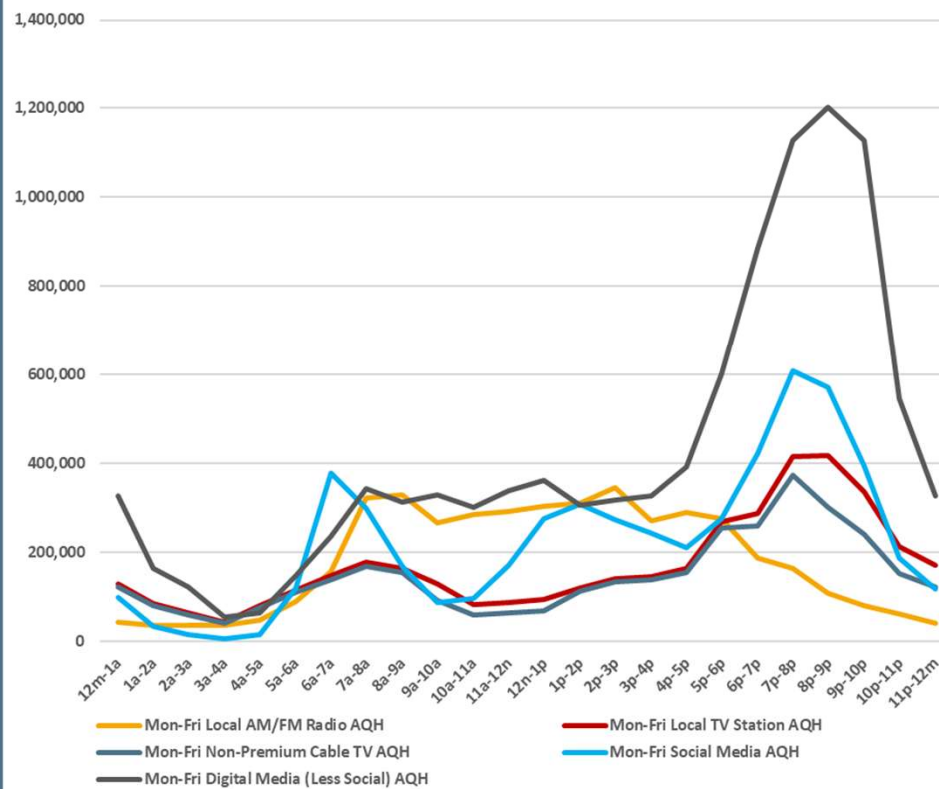


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,300; Local Radio: 5,527; Social Media: 5,198; Non-Prem. Cable: 4,026; Local TV: 3,883 reaching Adults 35 or older who Own an RV or MOTOR HOME.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Own an RV or MOTOR HOME



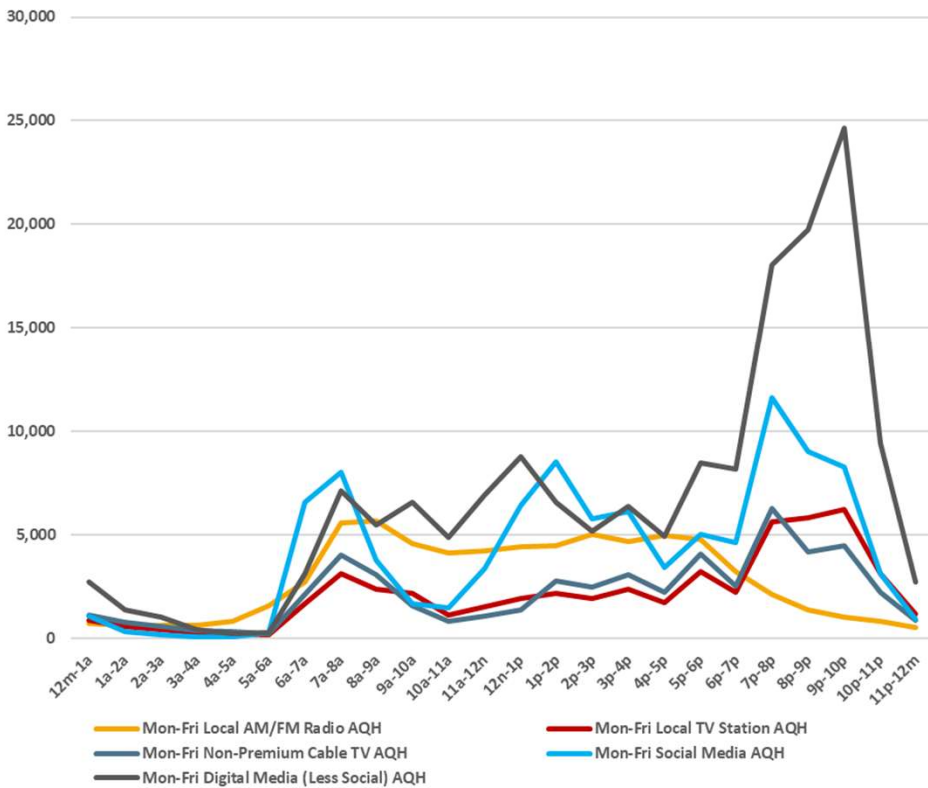
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHICAGO Metro Area Adults 35 or older



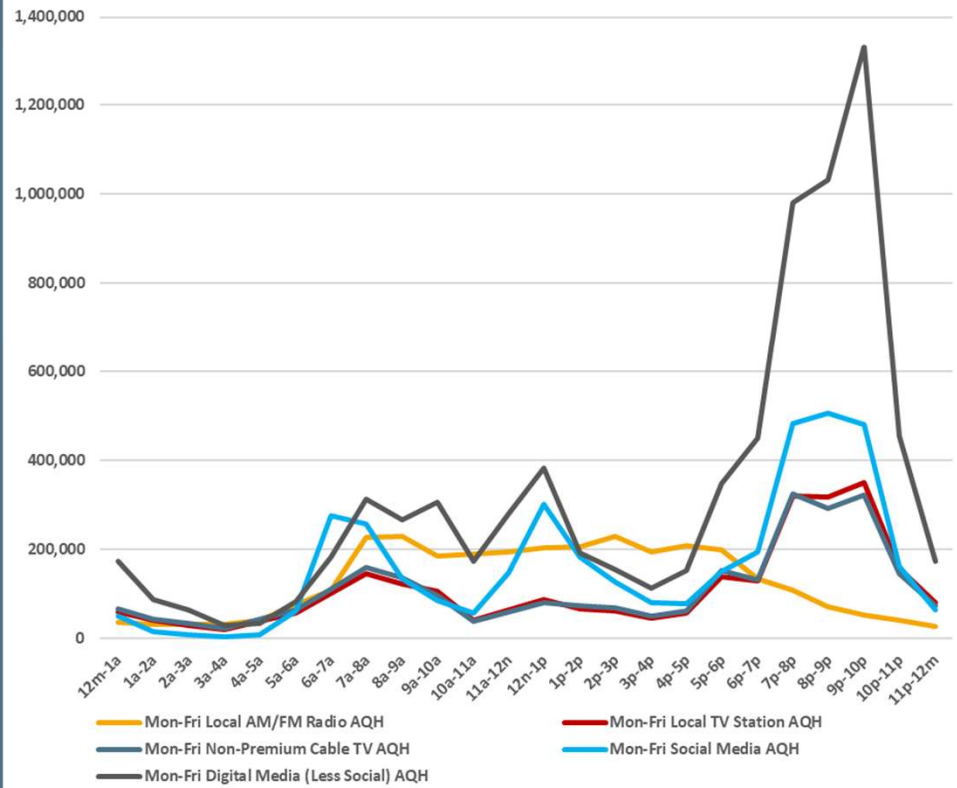


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,341;
Social Media: 4,988; Local Radio: 4,497; Non-Prem. Cable: 2,400; Local TV: 2,126 reaching
Adults 35 or older who Own an RV or MOTOR HOME.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Own an RV or MOTOR HOME



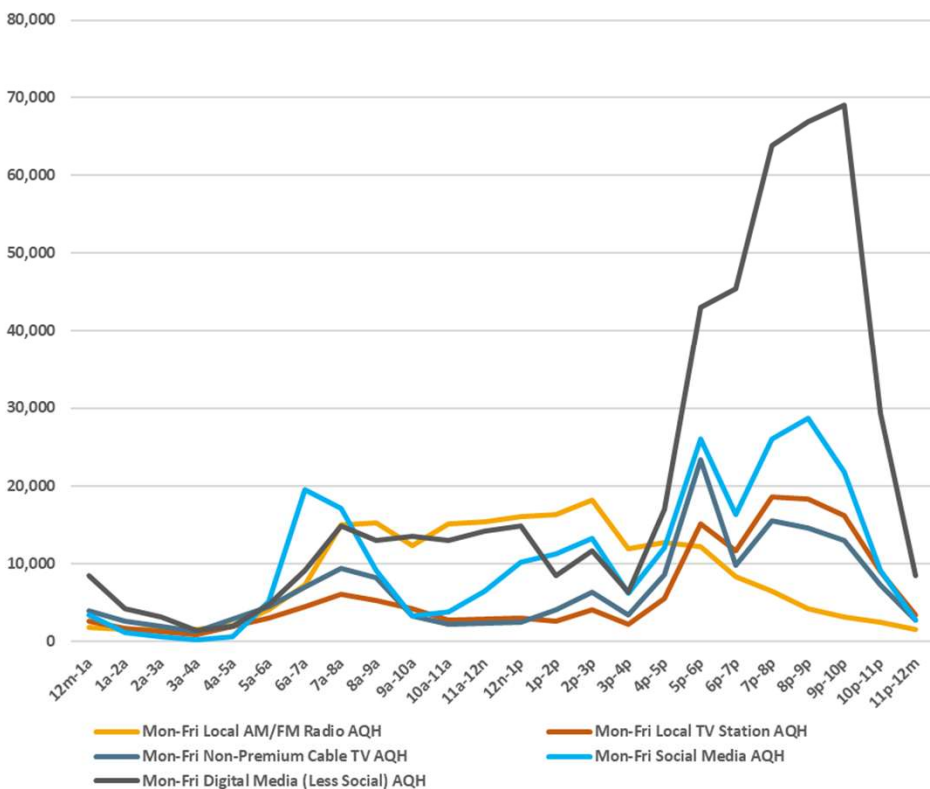
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WASHINGTON, DC DMA Adults 35 or older



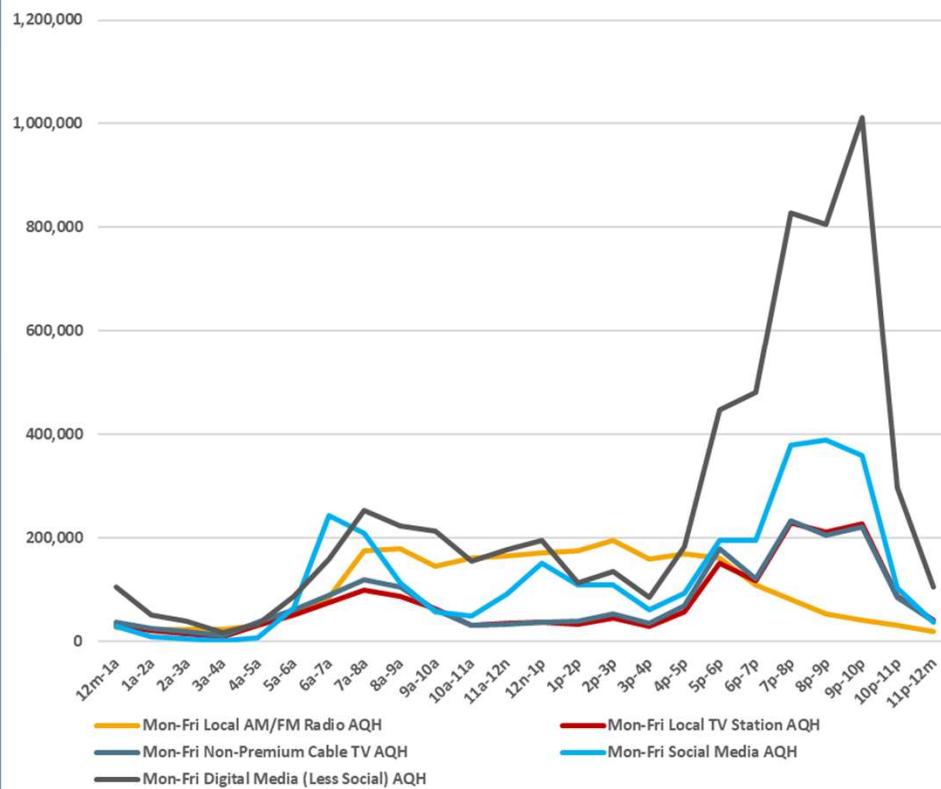


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,274;
Local Radio: 13,547; Social Media: 11,892; Non-Prem. Cable: 6,941; Local TV: 5,406
reaching Adults 35 or older who Own an RV or MOTOR HOME.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Own an RV or MOTOR HOME



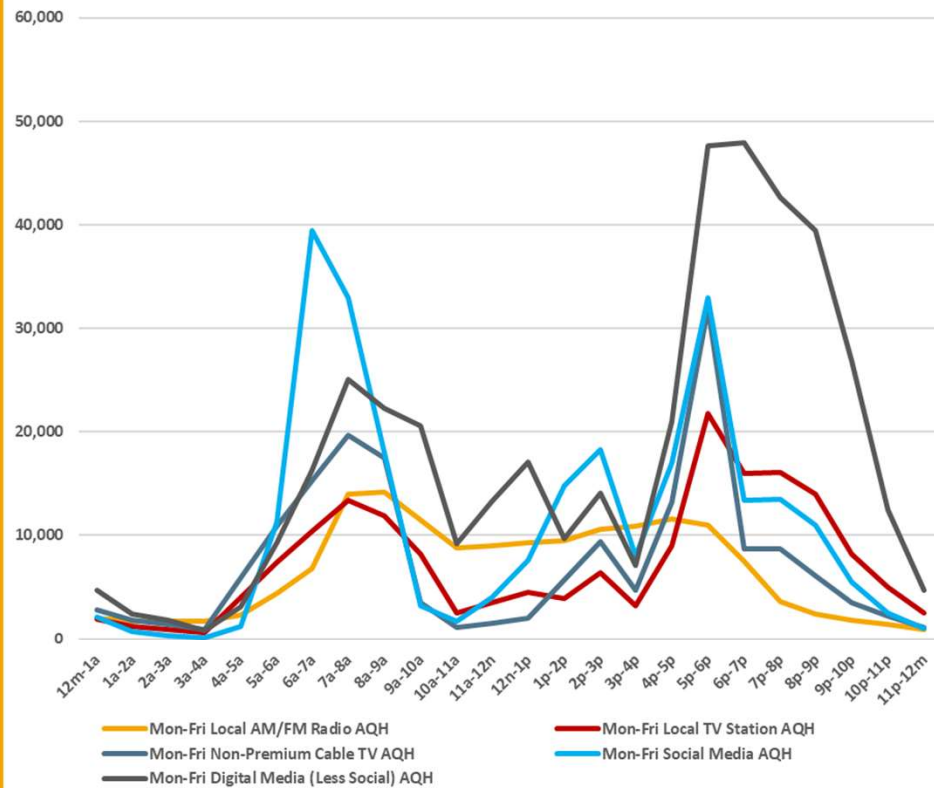
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEATTLE-TACOMA Metro Area Adults 35 or older



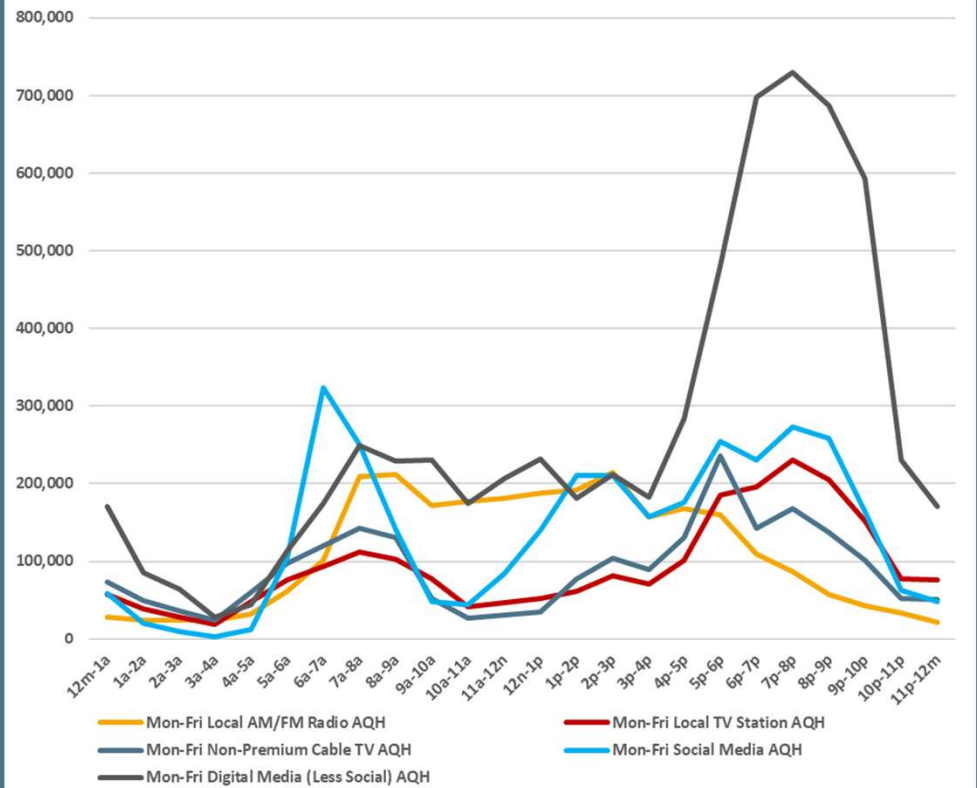


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,867;
Social Media: 16,244; Local Radio: 10,365; Non-Prem. Cable: 10,325; Local TV: 8,838
reaching Adults 35 or older who Own an RV or MOTOR HOME.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Own an RV or MOTOR HOME*



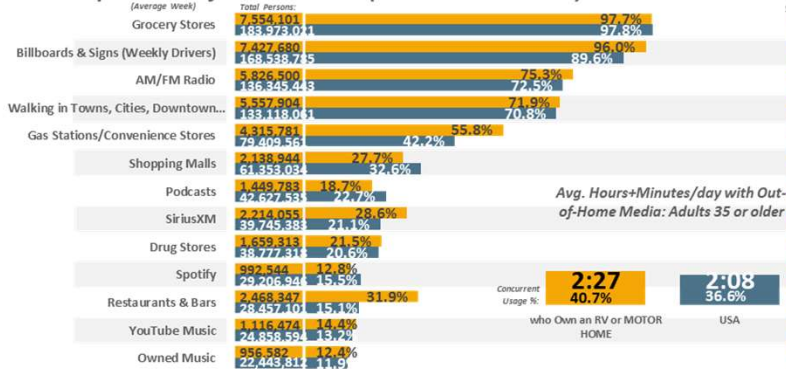
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHOENIX Metro Area Adults 35 or older*



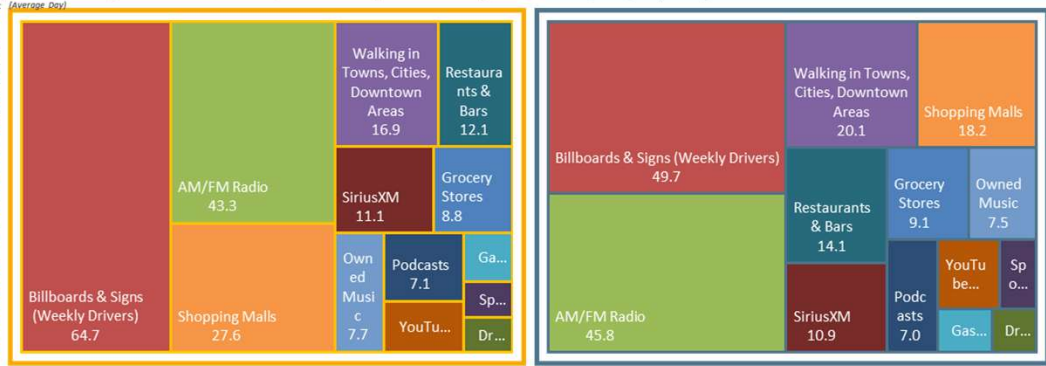


7,427,680 or 96.% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 64.7 minutes per day driving, seeing Billboards and Signs. 71.6% Listen to Local Radio Stations Out-of-Home for an average of 38.8 minutes/day.

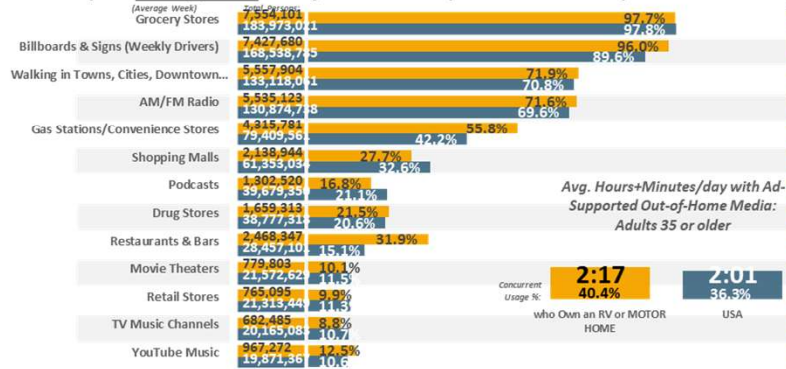
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



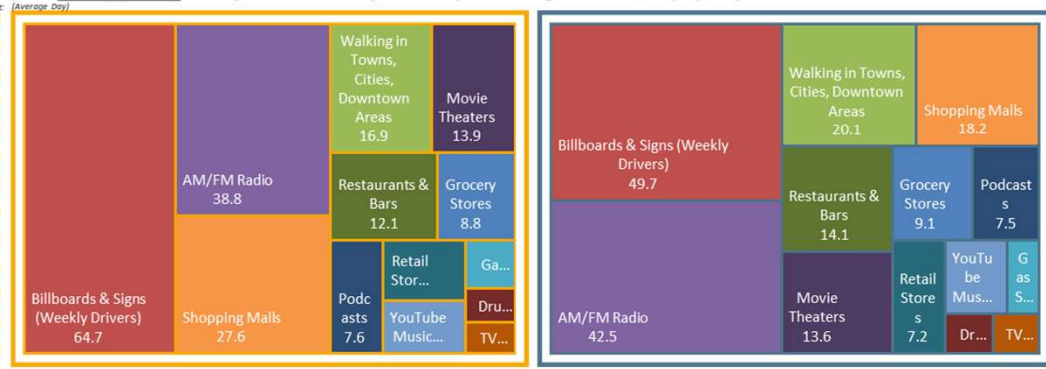
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 or older



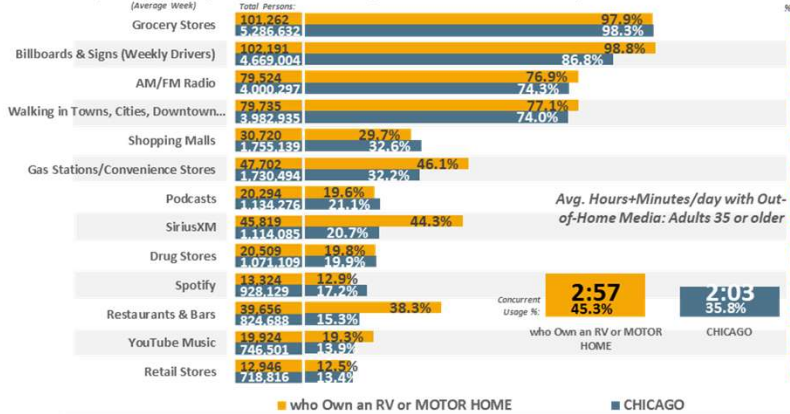
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



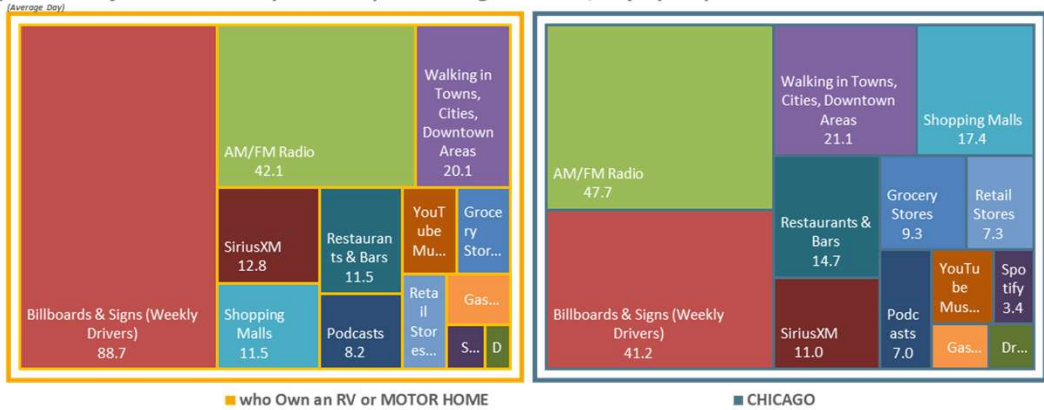


102,191 or 98.8% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 88.7 minutes per day driving, seeing Billboards and Signs. 73.3% Listen to Local Radio Stations Out-of-Home for an average of 35.6 minutes/day.

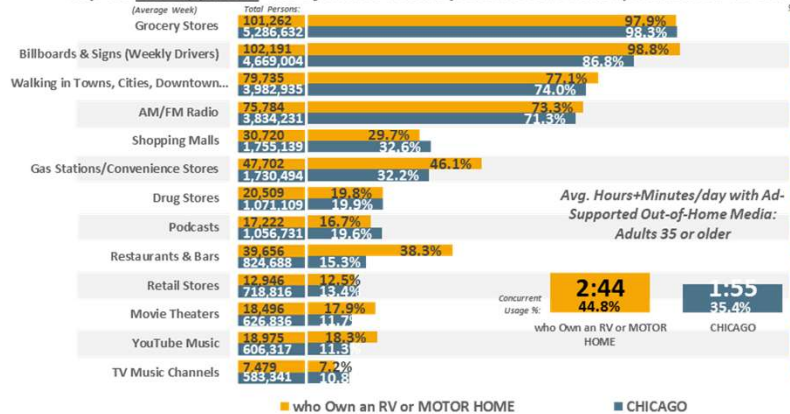
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



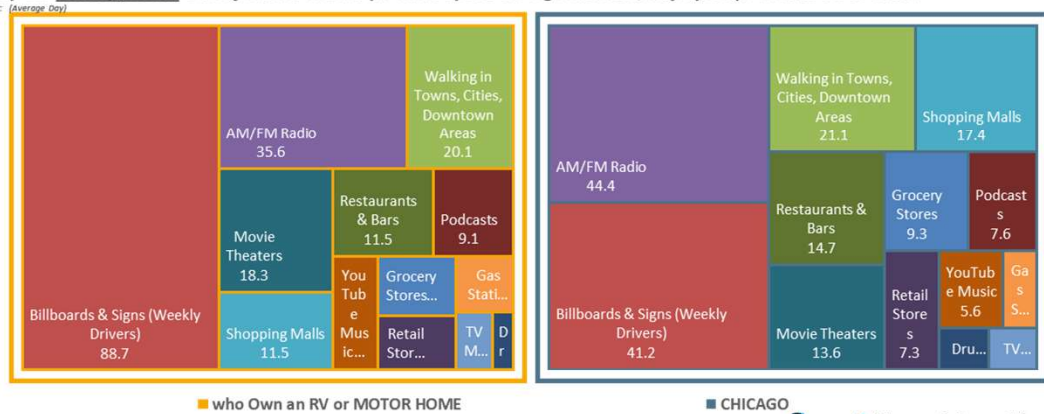
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 or older



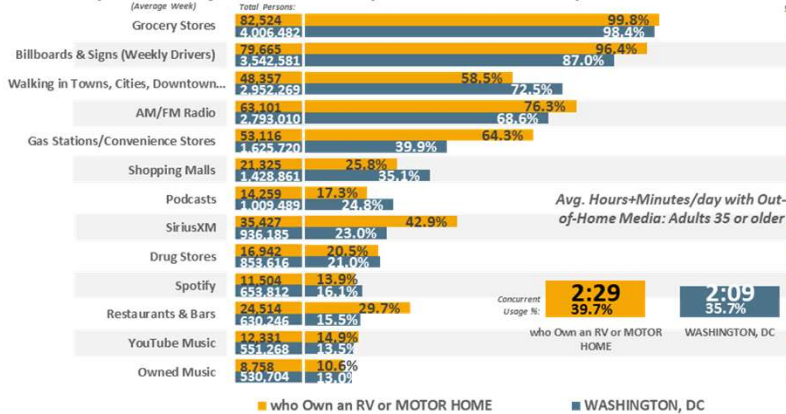
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



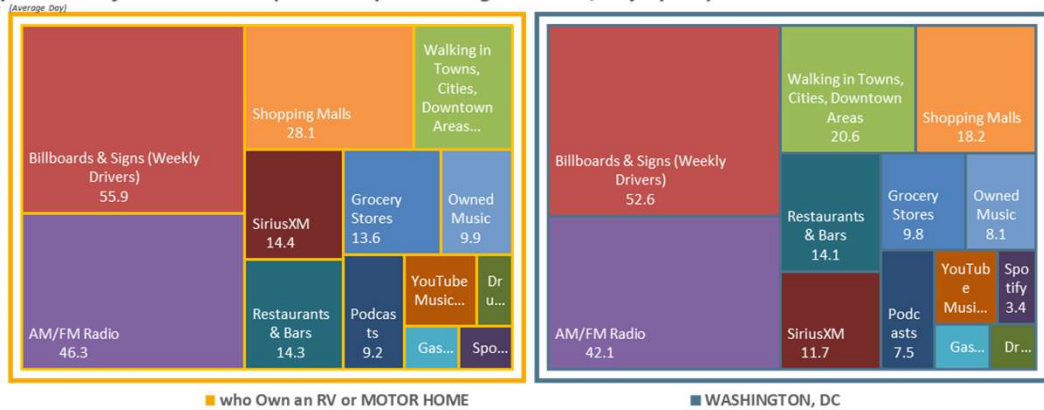


79,665 or 96.4% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 55.9 minutes per day driving, seeing Billboards and Signs. 73.4% Listen to Local Radio Stations Out-of-Home for an average of 38.5 minutes/day.

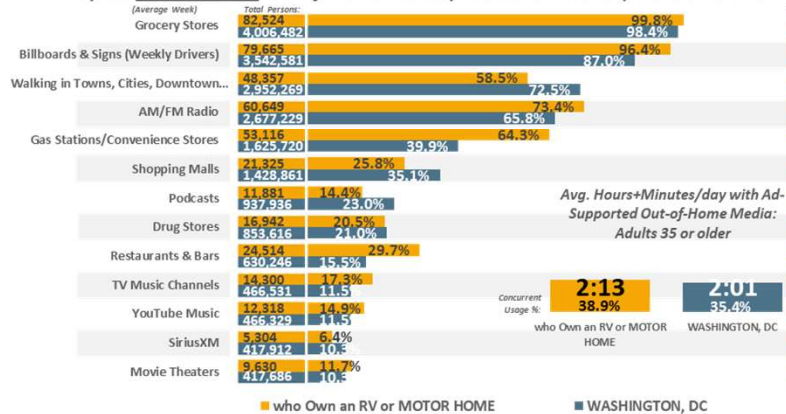
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



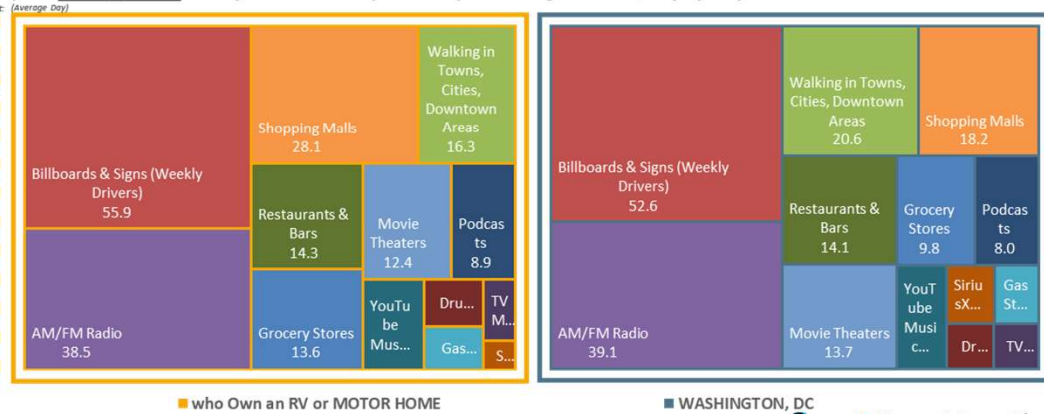
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 or older



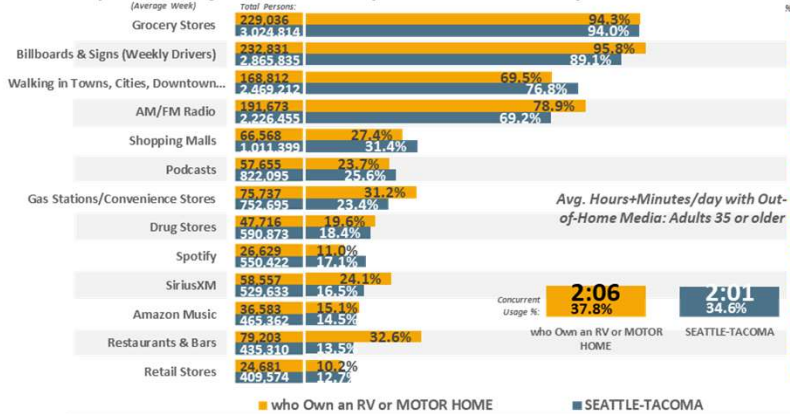
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



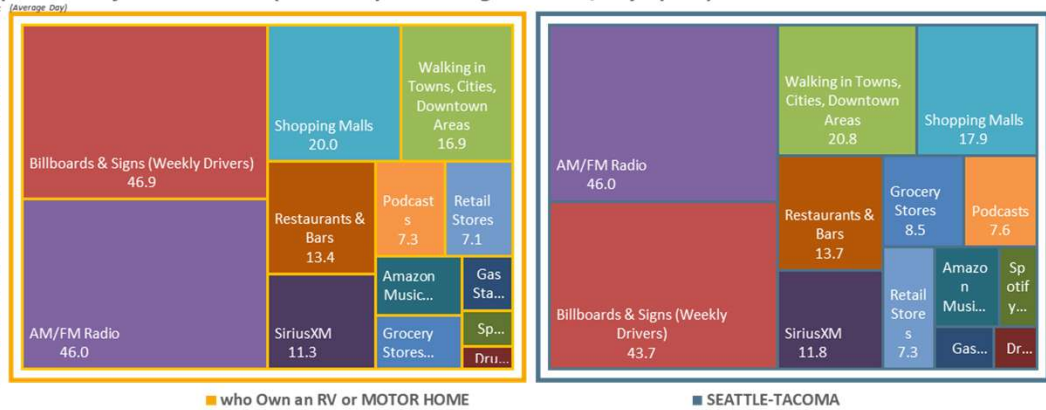


232,831 or 95.8% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 46.9 minutes per day driving, seeing Billboards and Signs. 74.5% Listen to Local Radio Stations Out-of-Home for an average of 40.5 minutes/day.

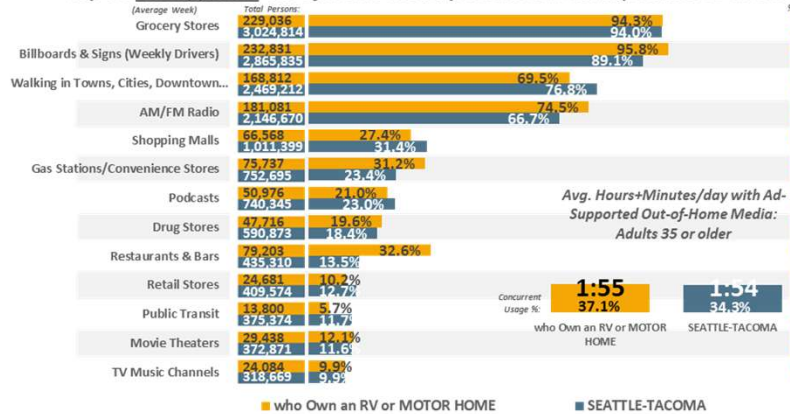
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



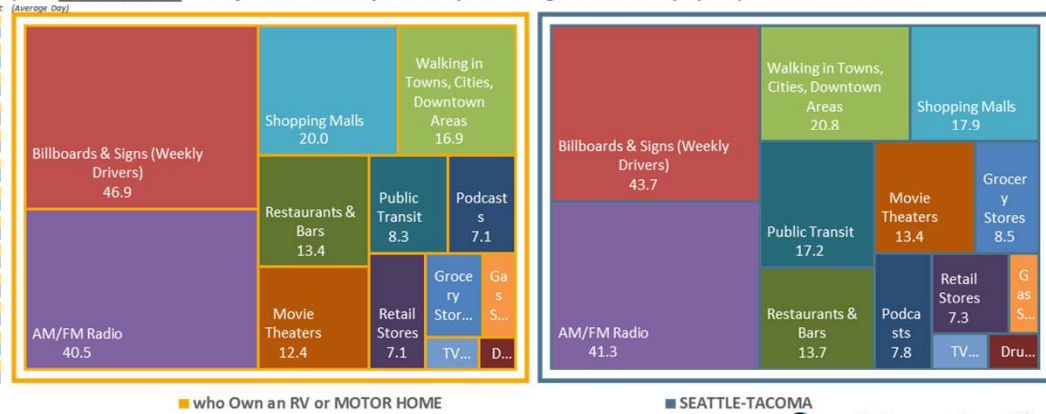
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 or older



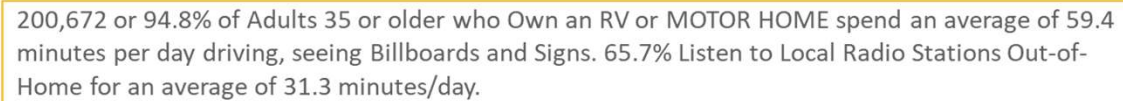
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



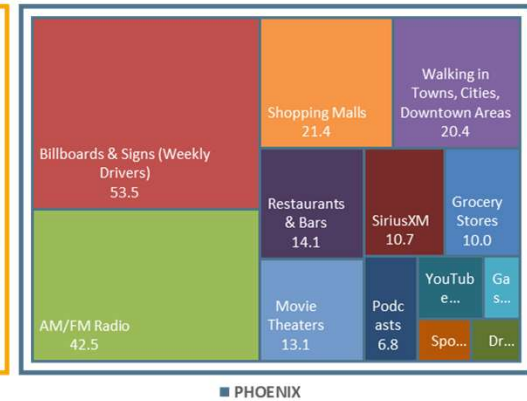
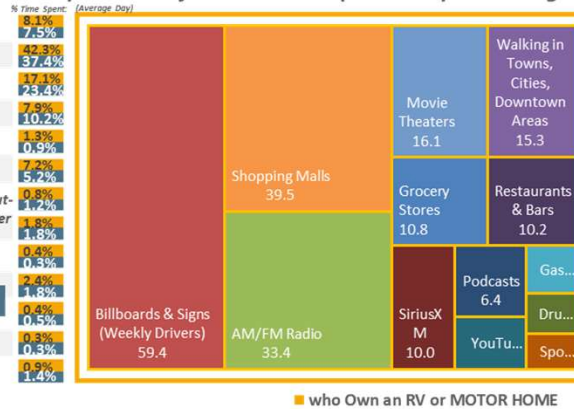
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 225
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

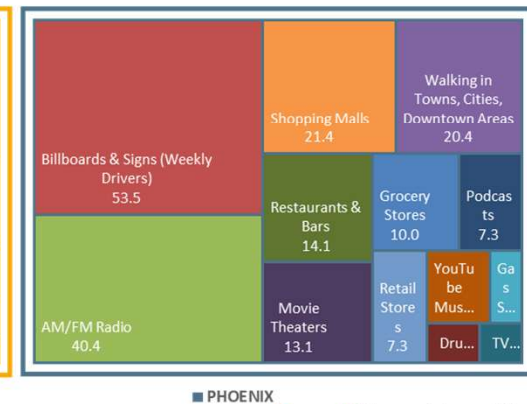
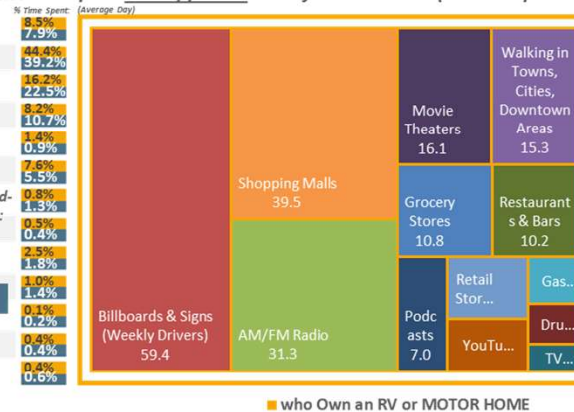
Items/services household currently has (HHL): RV (motor home)



Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



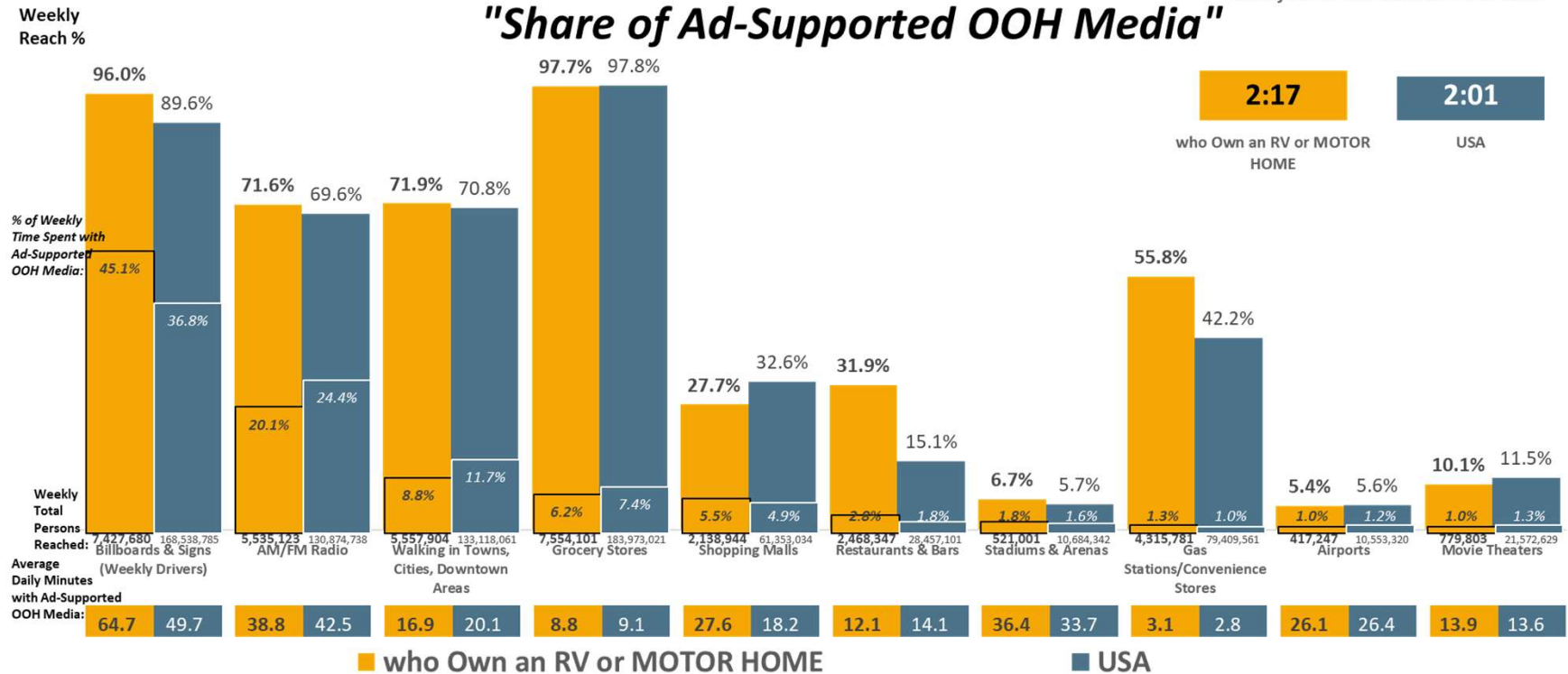
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





7,427,680 or 96.% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 64.7 minutes per day driving, seeing Billboards and Signs representing 45.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 732
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

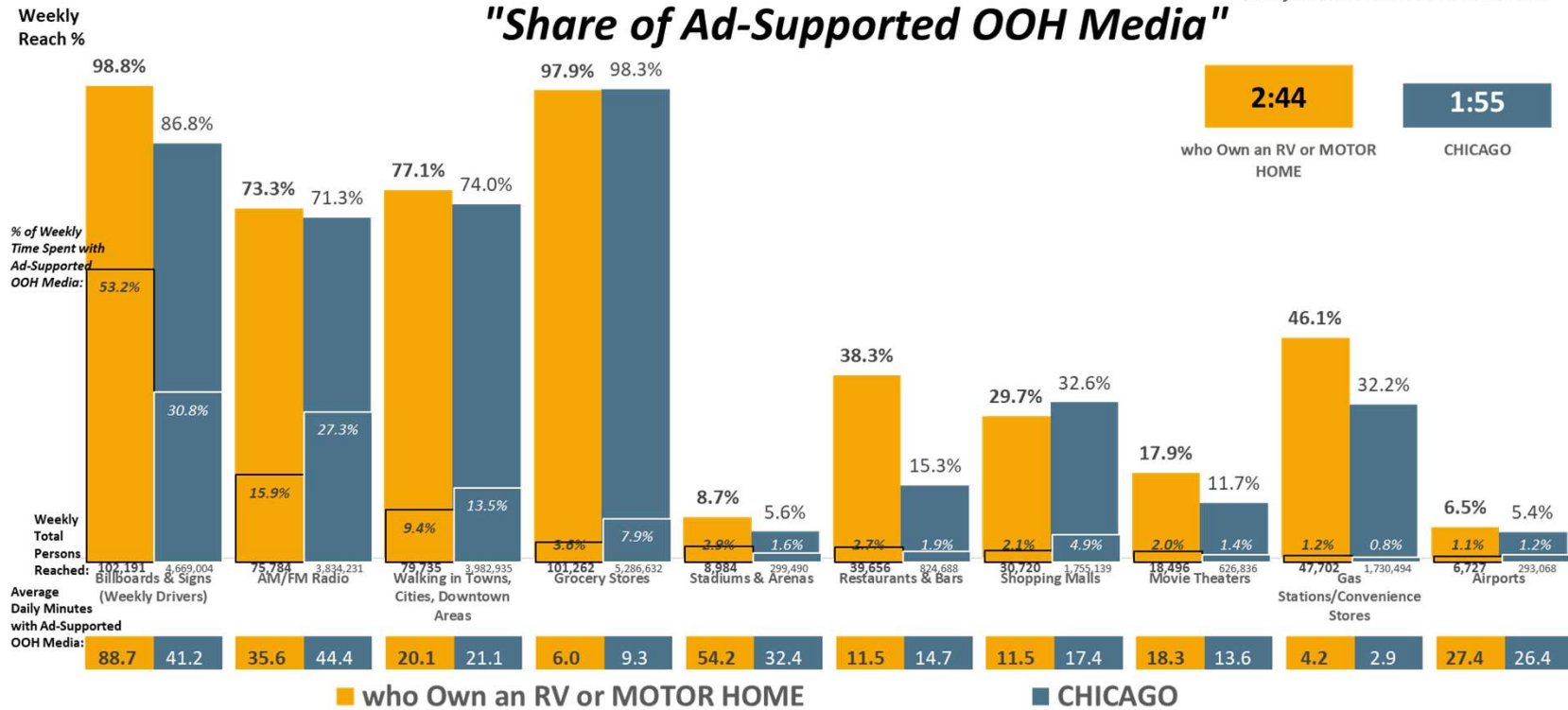
soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): RV (motor home)



102,191 or 98.8% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 88.7 minutes per day driving, seeing Billboards and Signs representing 53.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 or older



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 62
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

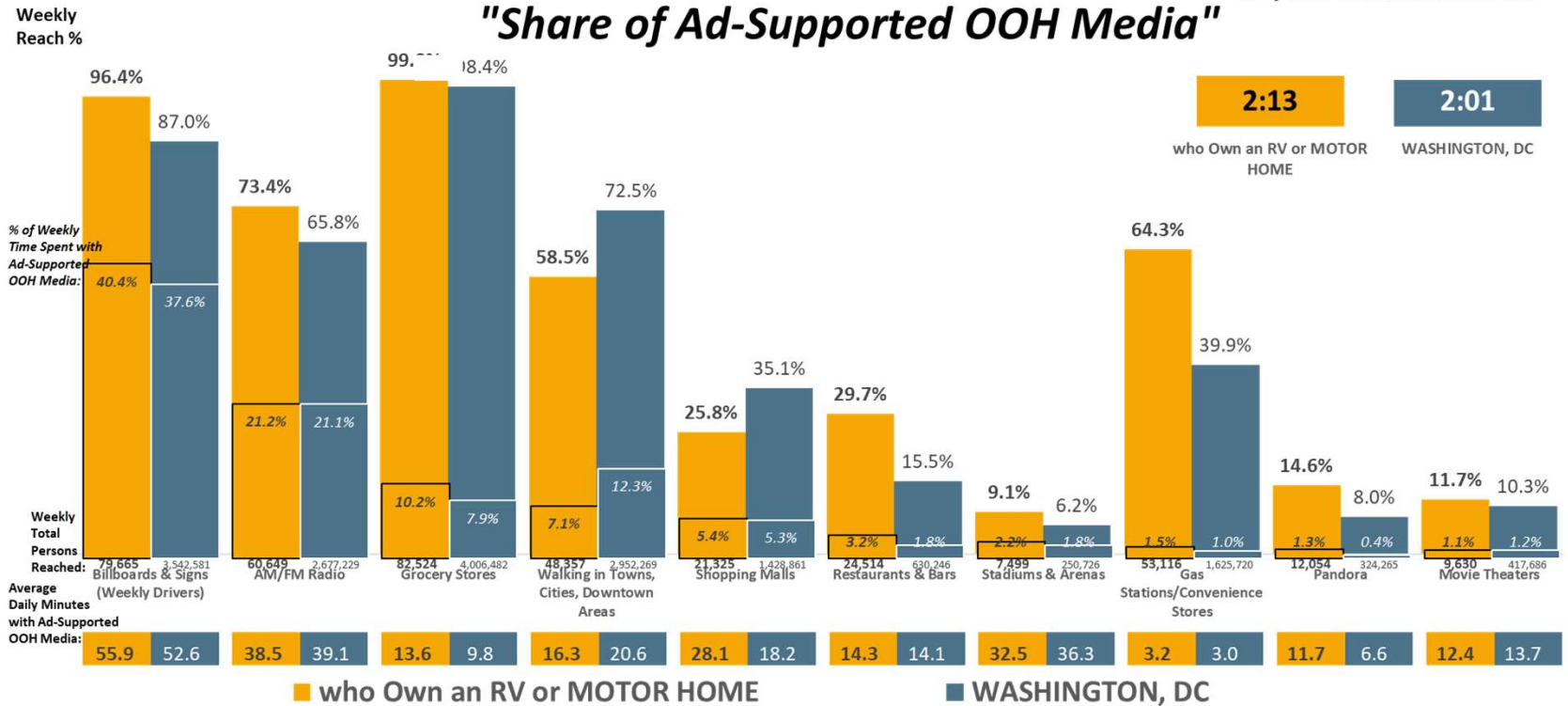
soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): RV (motor home)



79,665 or 96.4% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 55.9 minutes per day driving, seeing Billboards and Signs representing 40.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 92 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): RV (motor home)

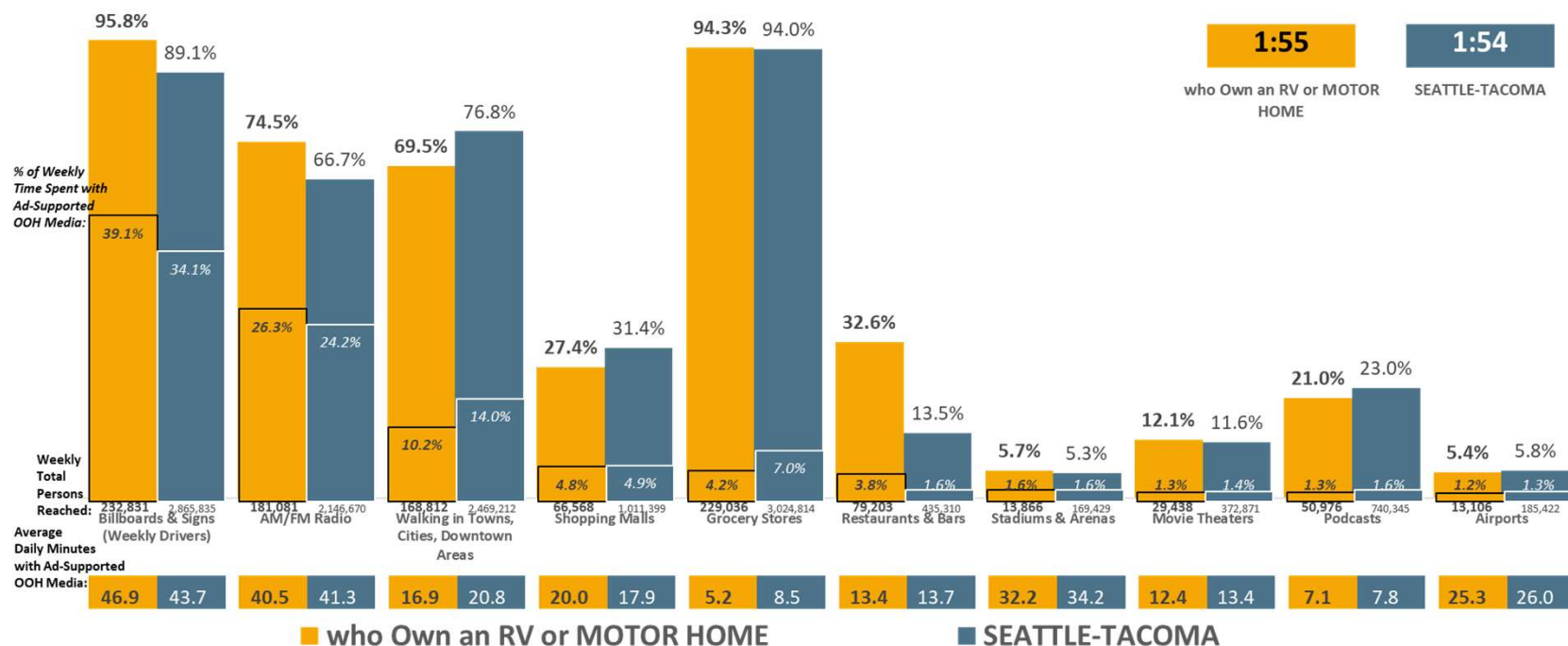


232,831 or 95.8% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 46.9 minutes per day driving, seeing Billboards and Signs representing 39.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 or older

Weekly Reach %

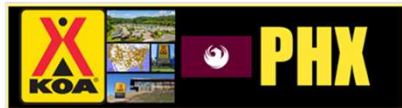
"Share of Ad-Supported OOH Media"



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 225 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): RV (motor home)

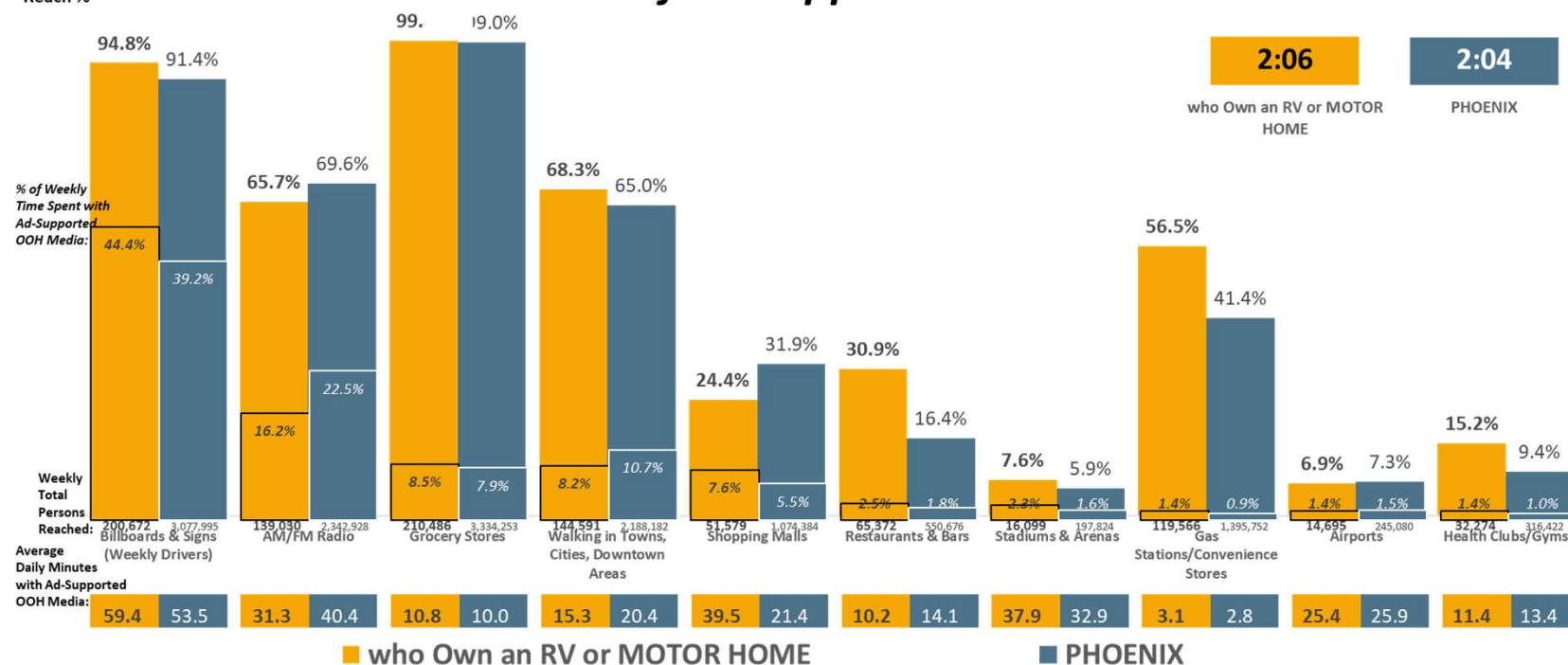


200,672 or 94.8% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 59.4 minutes per day driving, seeing Billboards and Signs representing 44.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 103
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

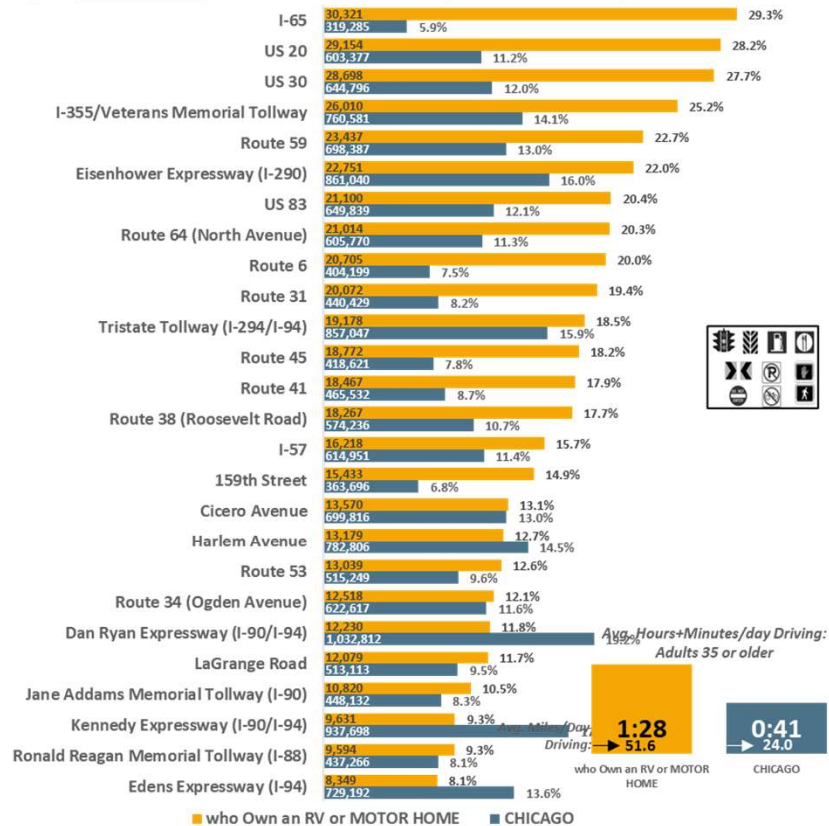
soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): RV (motor home)

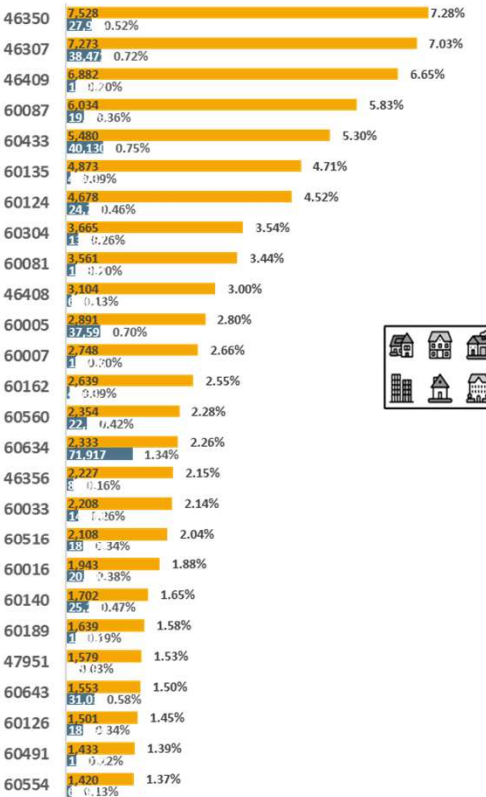


102,191 or 98.8% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 88.7 minutes per day driving an average of 51.6 miles each day and are 394.1% more likely to use I-65 than the Metro average.

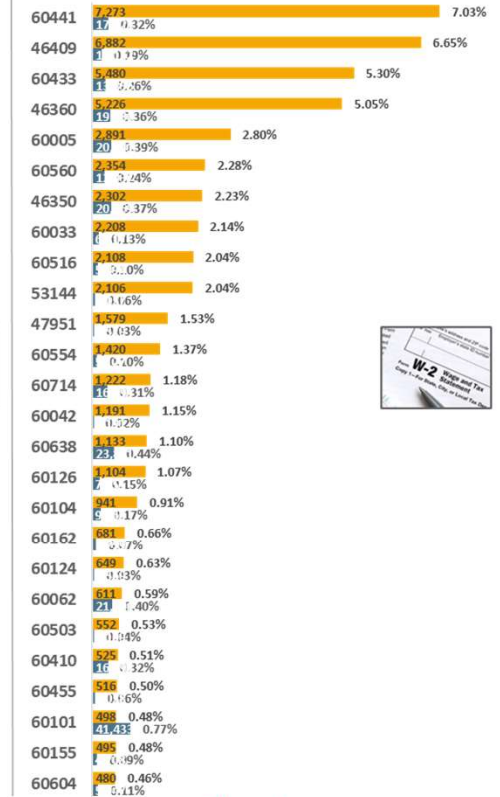
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



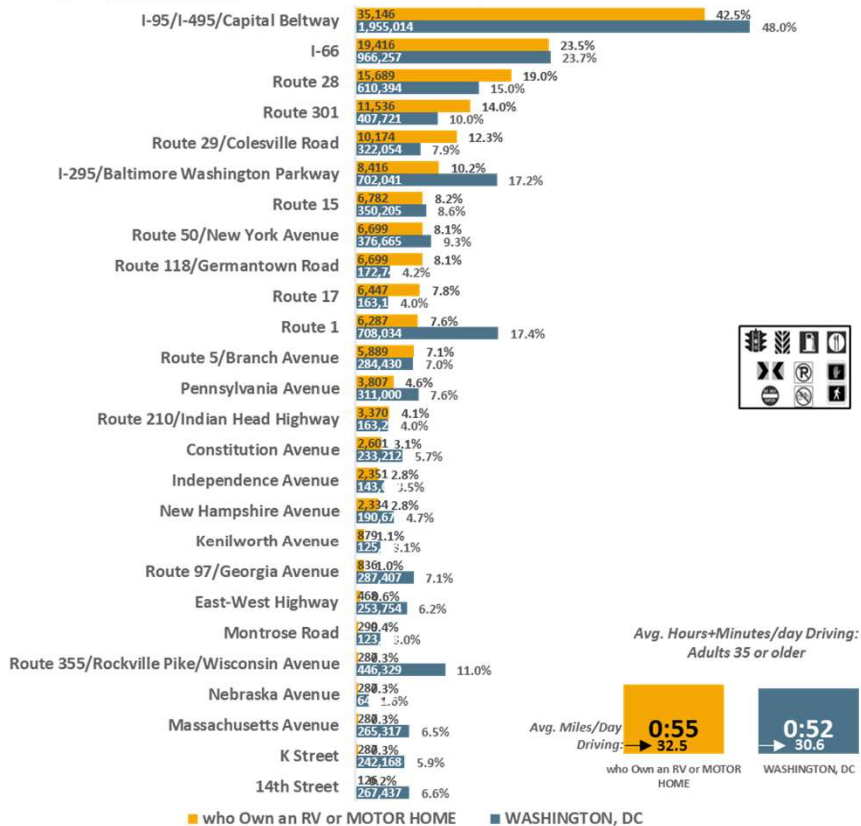
Top-26 Employment Zip Codes: Adults 35 or older



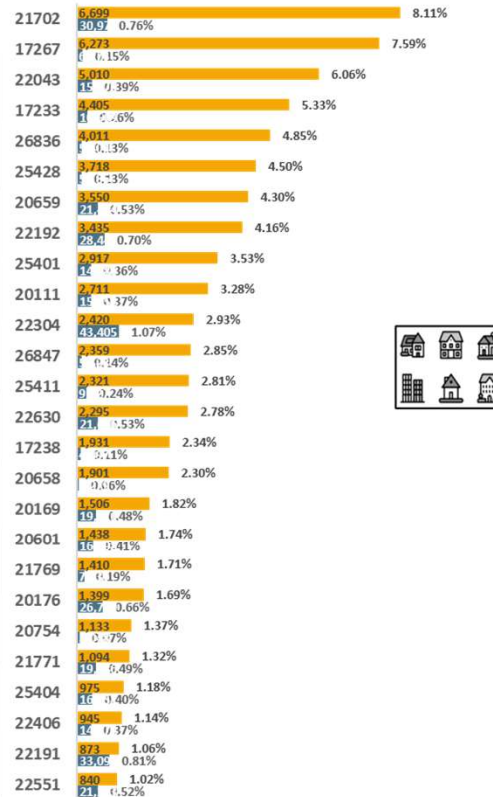


79,665 or 96.4% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 55.9 minutes per day driving an average of 32.5 miles each day and are 94.7% more likely to use Route 17 than the Metro average.

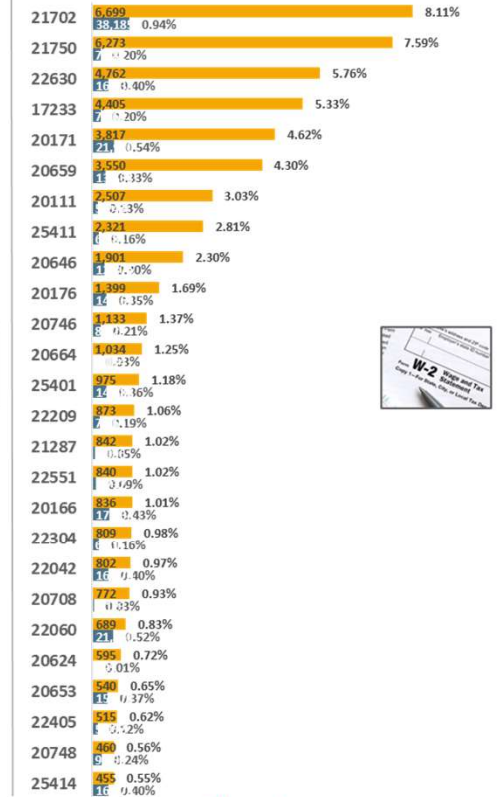
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



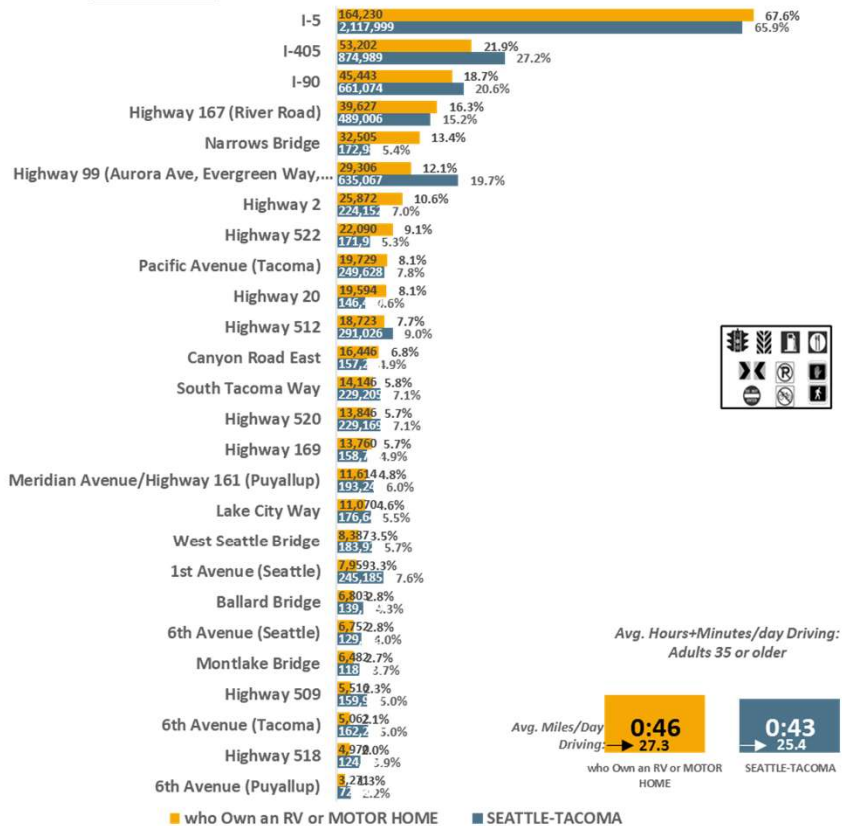
Top-26 Employment Zip Codes: Adults 35 or older



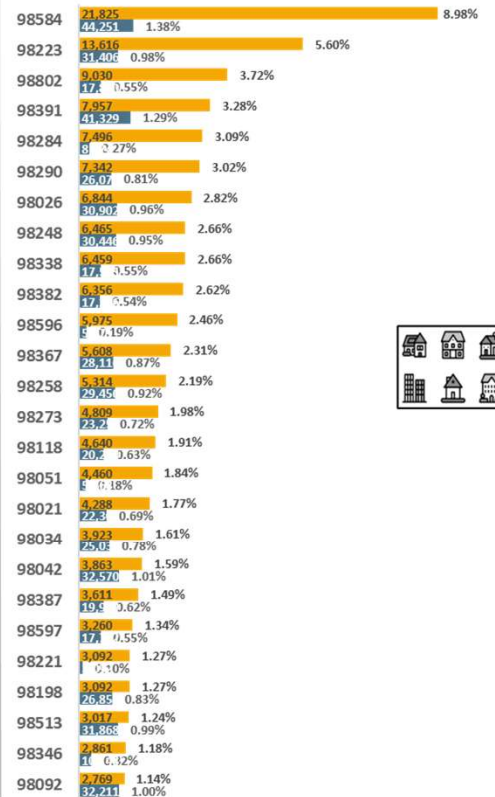


232,831 or 95.8% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 46.9 minutes per day driving an average of 27.3 miles each day and are 148.8% more likely to use Narrows Bridge than the Metro average.

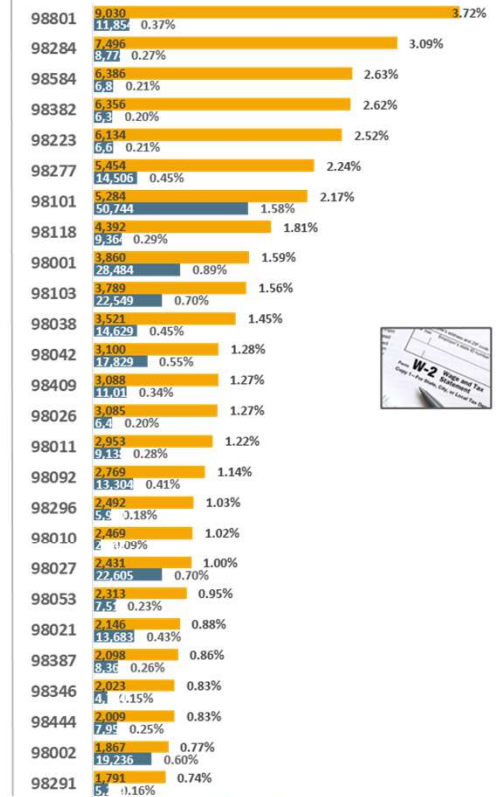
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



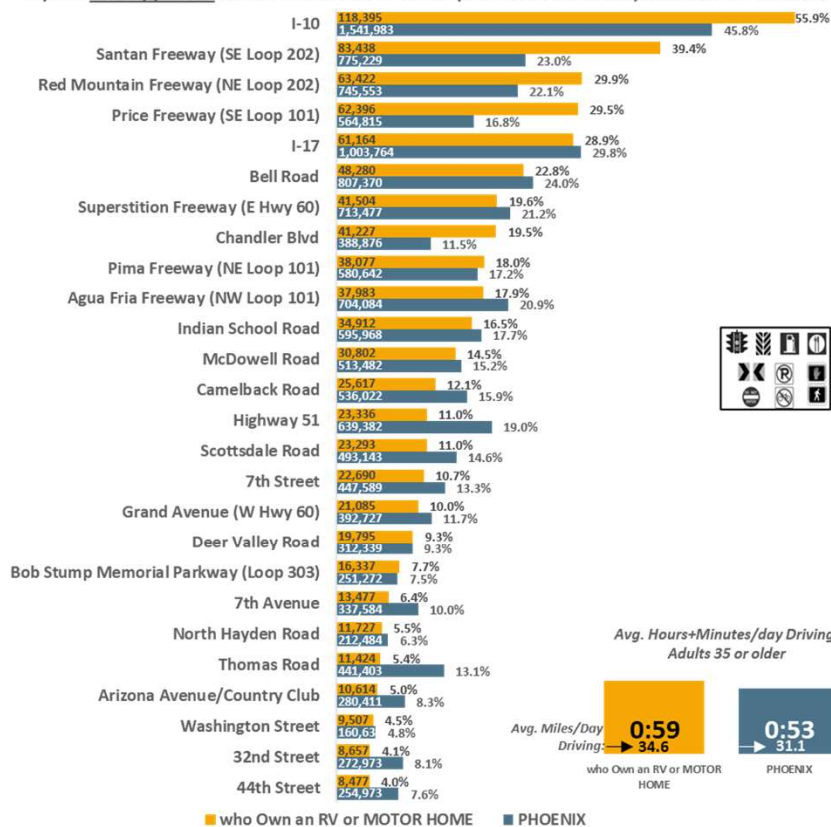
Top-26 Employment Zip Codes: Adults 35 or older



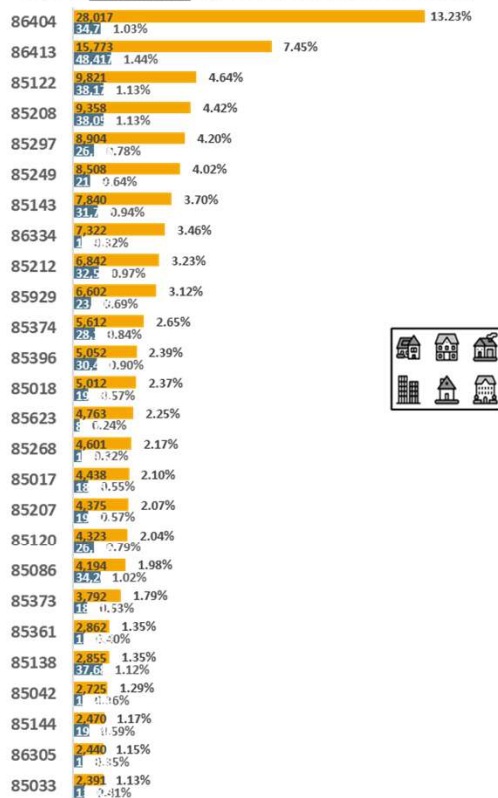


200,672 or 94.8% of Adults 35 or older who Own an RV or MOTOR HOME spend an average of 59.4 minutes per day driving an average of 34.6 miles each day and are 75.7% more likely to use Price Freeway (SE Loop 101) than the Metro average.

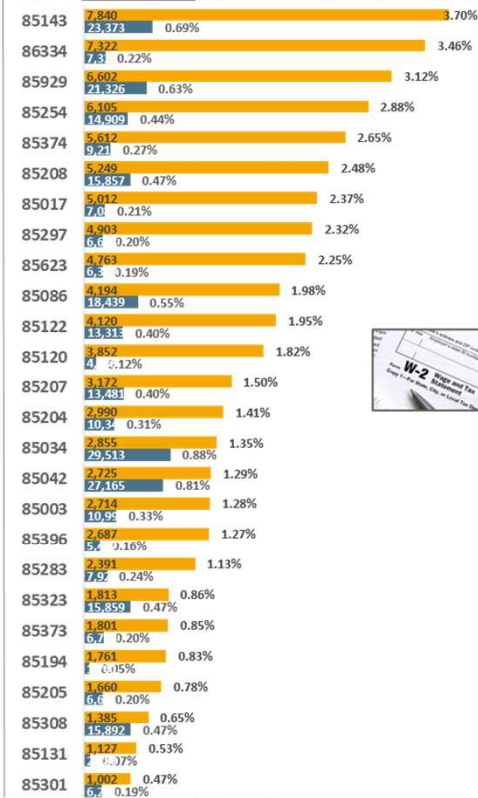
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



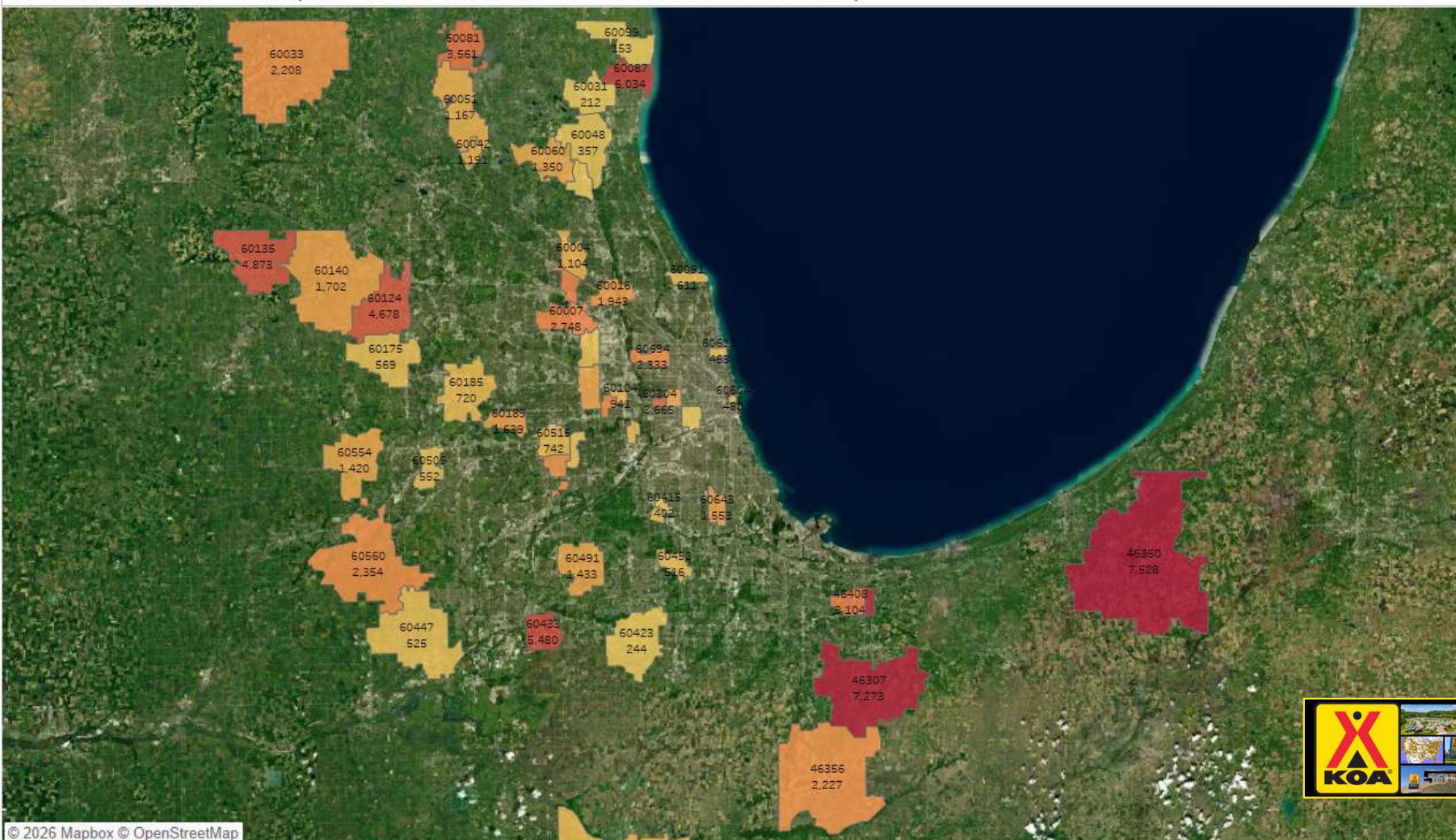
Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older



Top Residential Zip Codes: (Adults 35 or older who Own an RV or MOTOR HOME)



SUM(Adults 35 or older ...
72 7,528



© 2026 Mapbox © OpenStreetMap

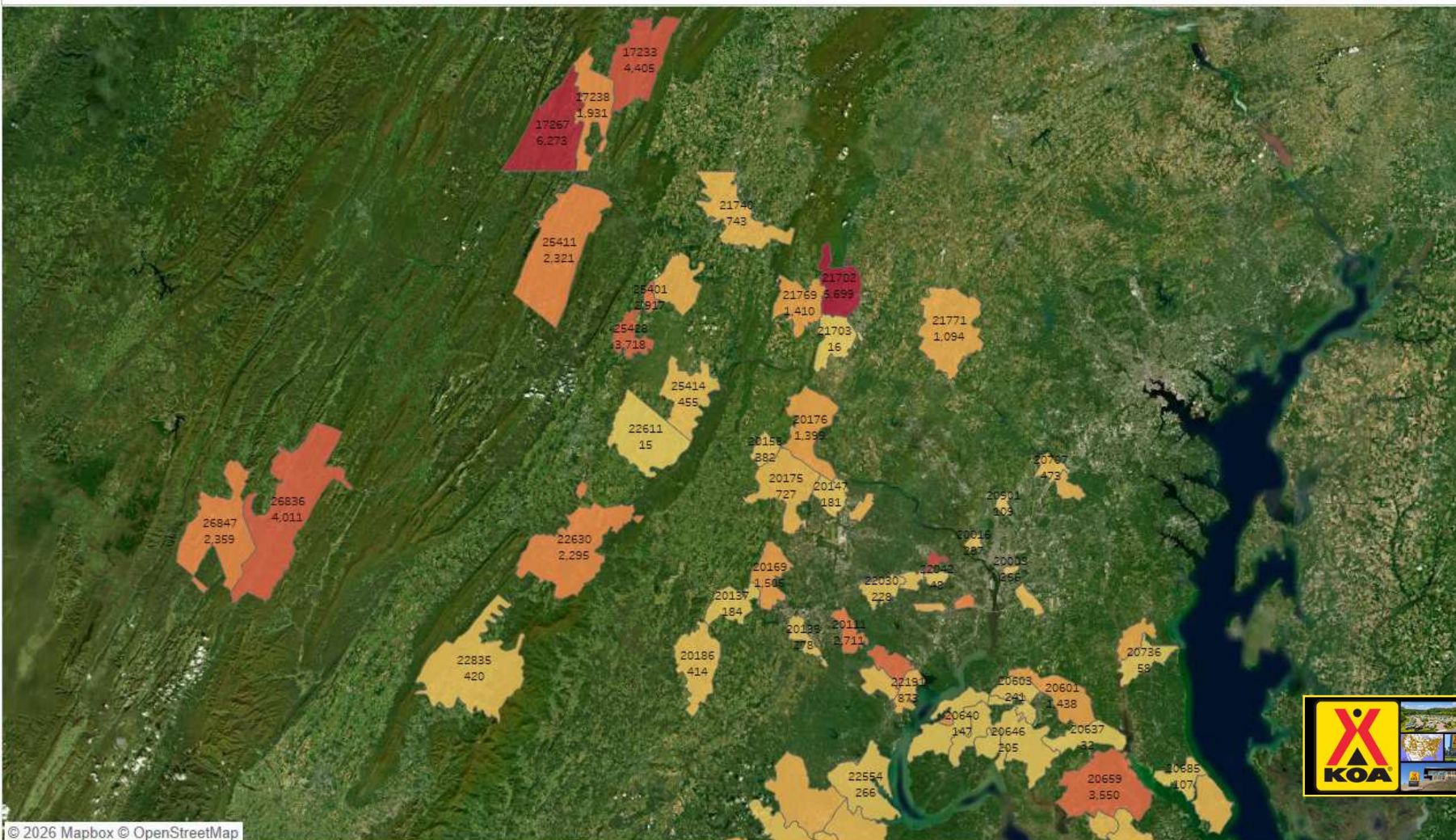
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 62
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Items/services household currently has (HHLID): RV (motor home)

soefa.ai Share of Everything for Anything

Top Residential Zip Codes: (Adults 35 or older who Own an RV or MOTOR HOME)

SUM(Adults 35 or older ...



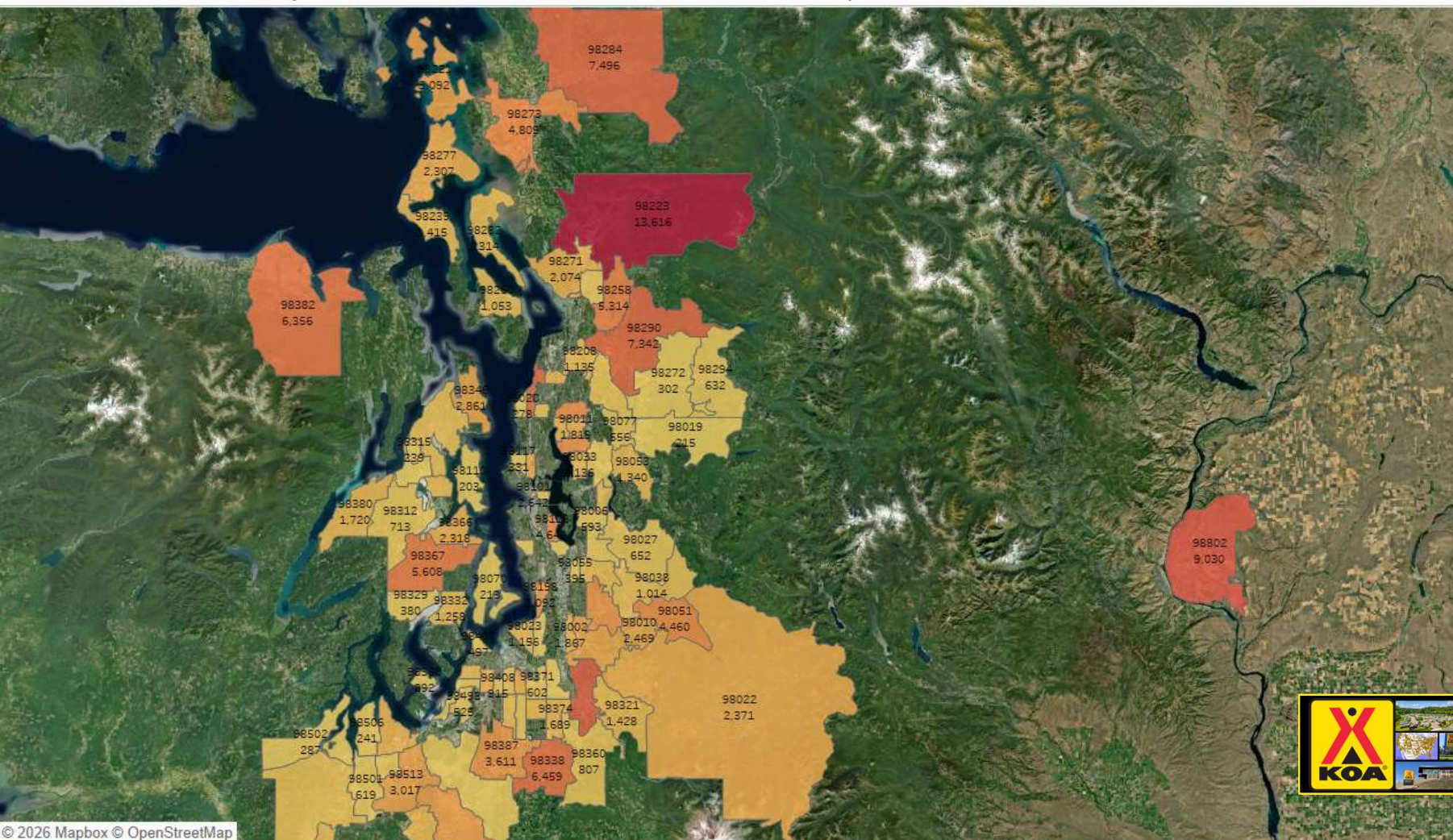
© 2026 Mapbox © OpenStreetMap

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 92
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Items/services household currently has (HHLID): RV (motor home)

soefa.ai Share of Everything for Anything

Top Residential Zip Codes: (Adults 35 or older who Own an RV or MOTOR HOME)

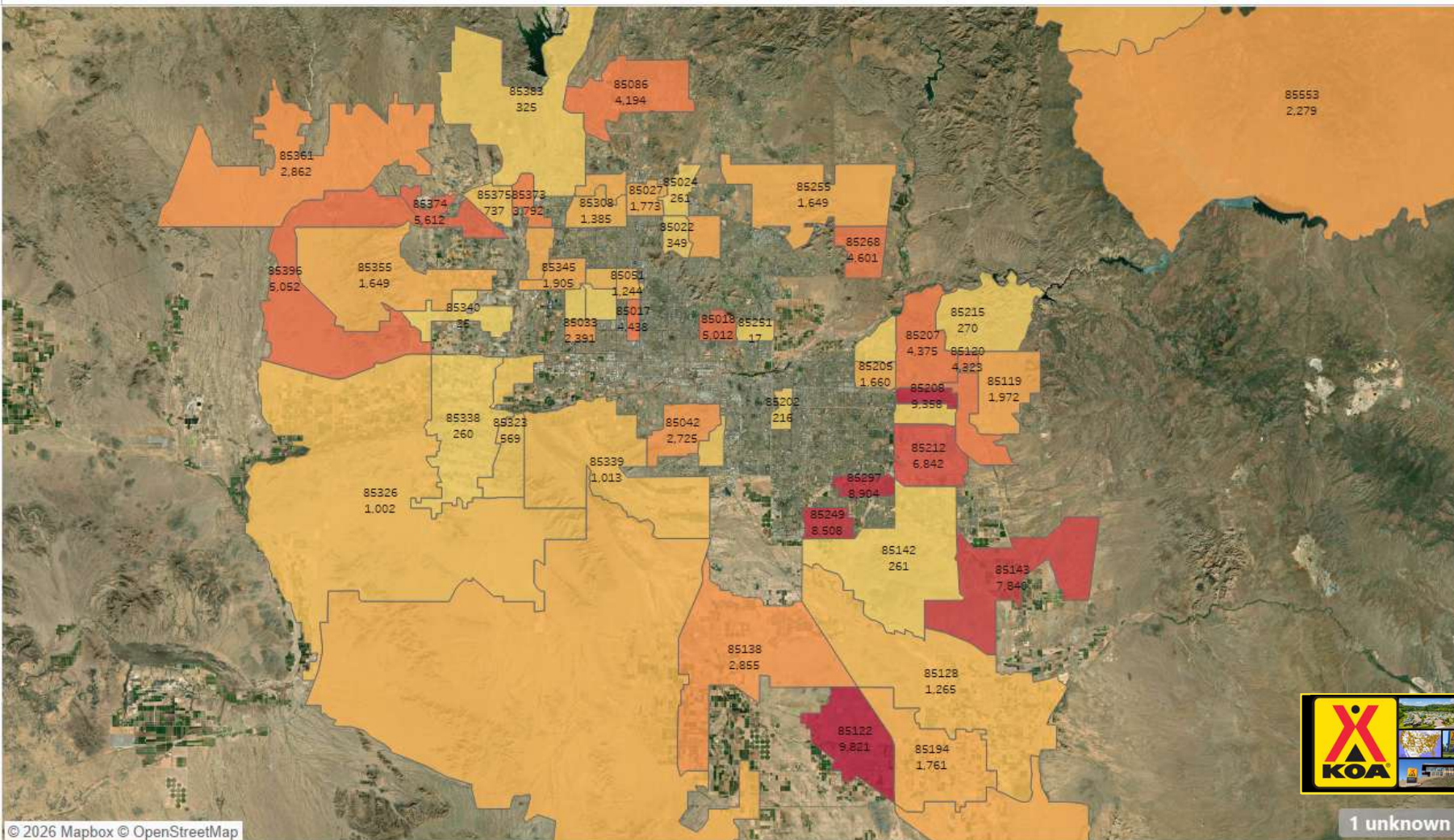


SUM(Adults 35 or older ...)



Top Residential Zip Codes: (Adults 35 or older who Own an RV or MOTOR HOME)

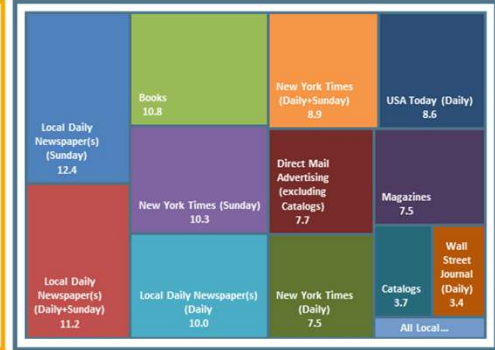
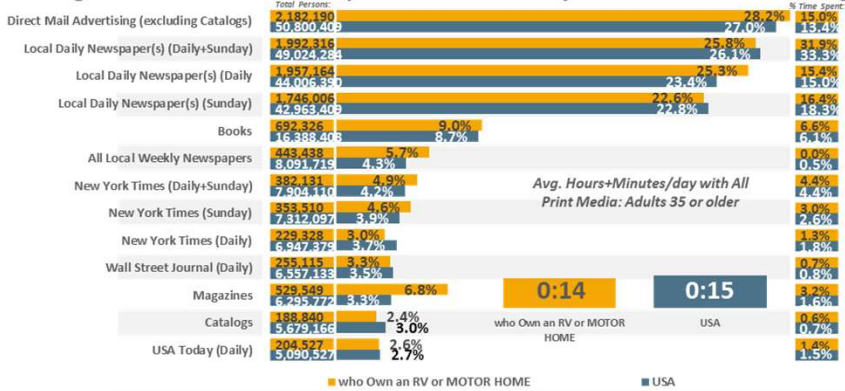
SUM(Adults 35 or older ...



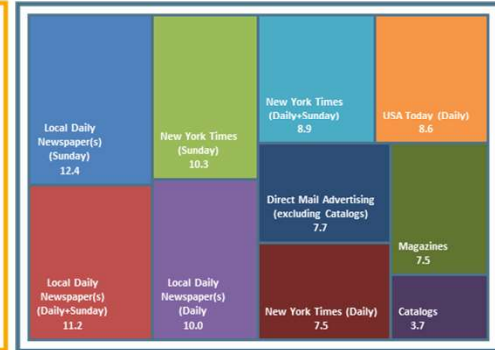
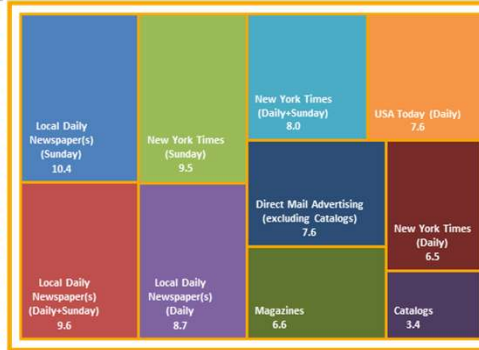
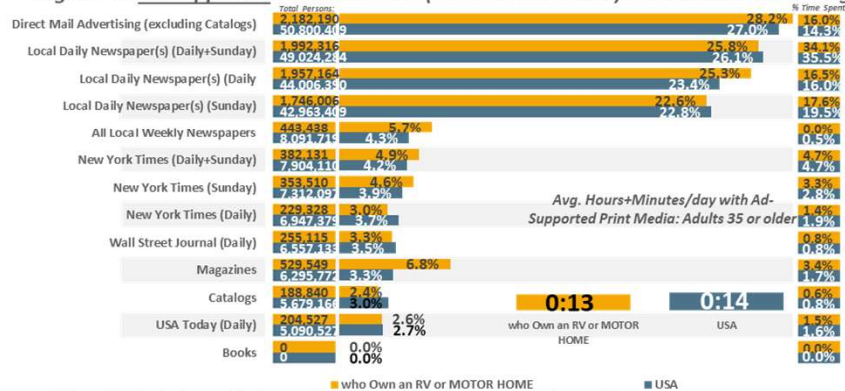


1,992,316 or 25.8% of Adults 35 or older who Own an RV or MOTOR HOME read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 34.1% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



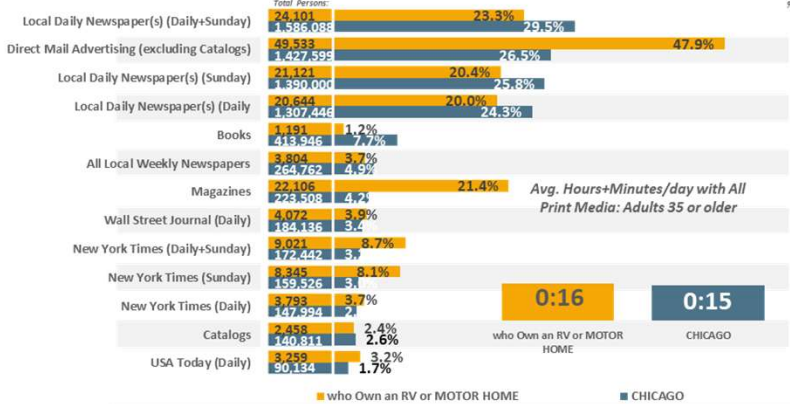
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



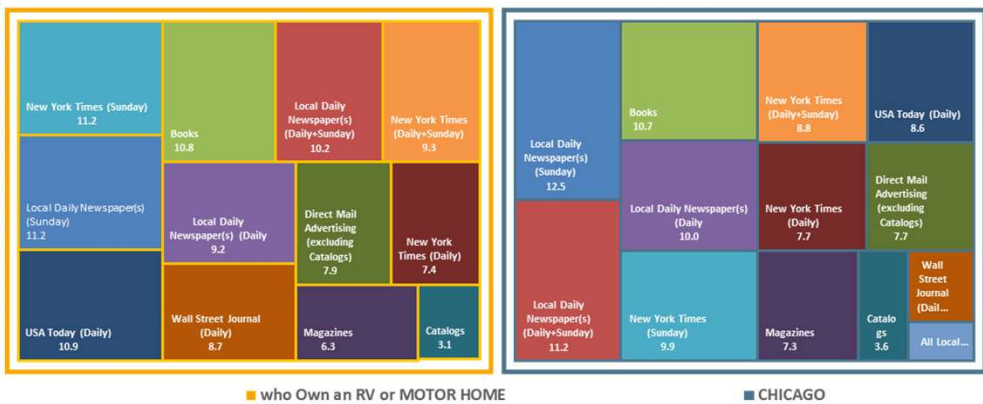


24,101 or 23.3% of Adults 35 or older who Own an RV or MOTOR HOME read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 25.% of all time spent daily with All forms of Print Media.

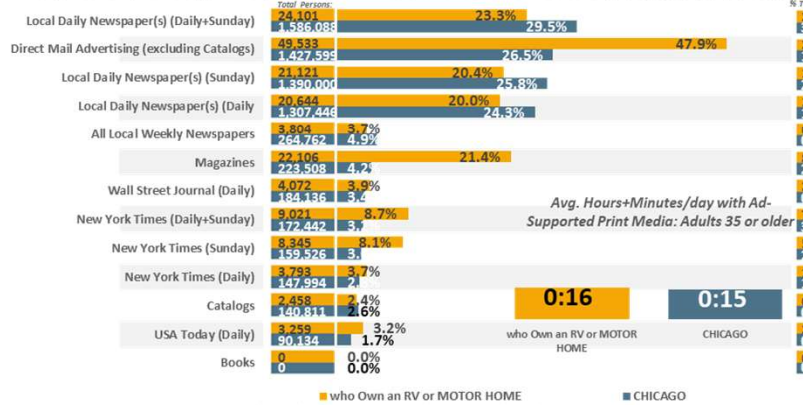
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



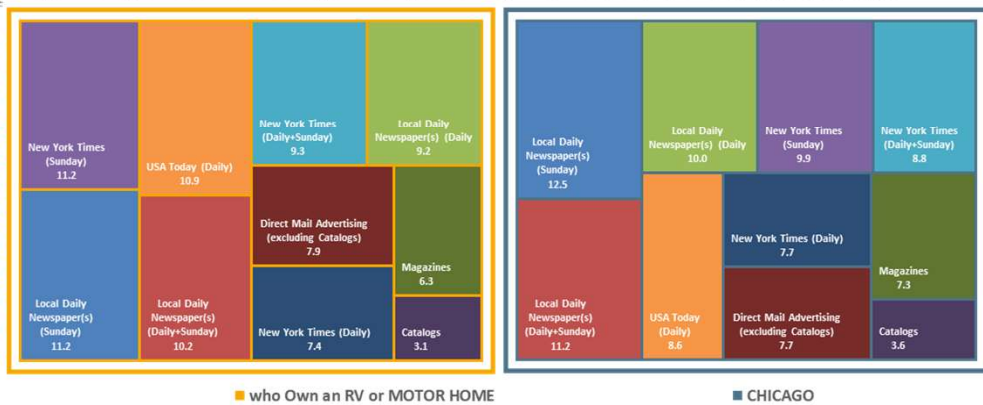
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older



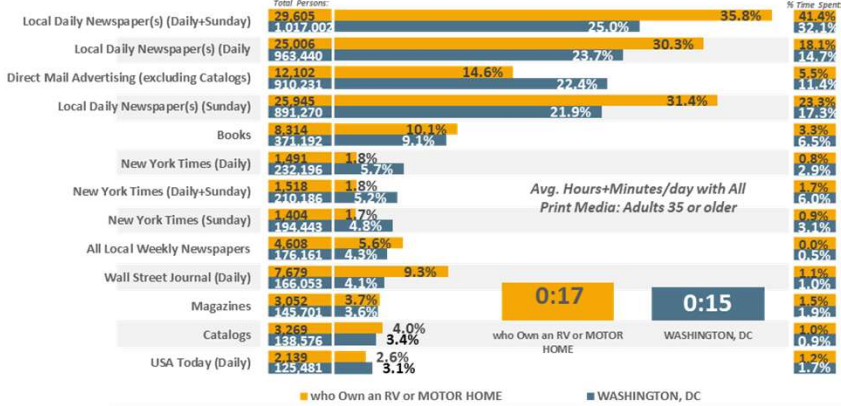
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



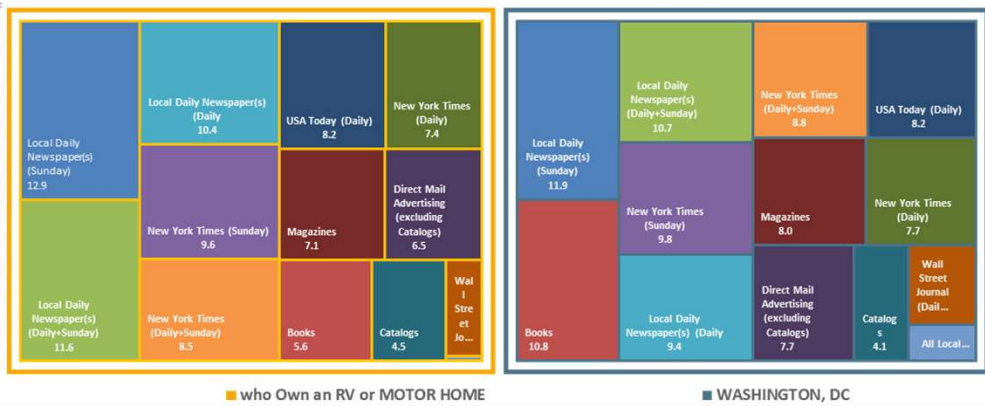


29,605 or 35.8% of Adults 35 or older who Own an RV or MOTOR HOME read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.6 minutes every day representing 42.8% of all time spent daily with All forms of Print Media.

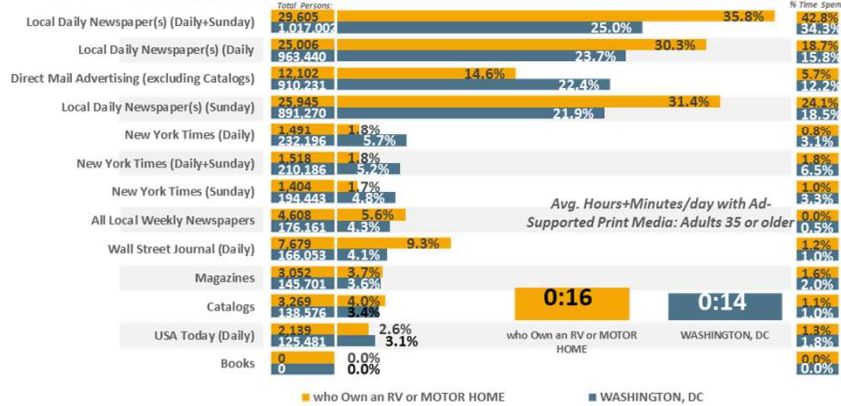
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



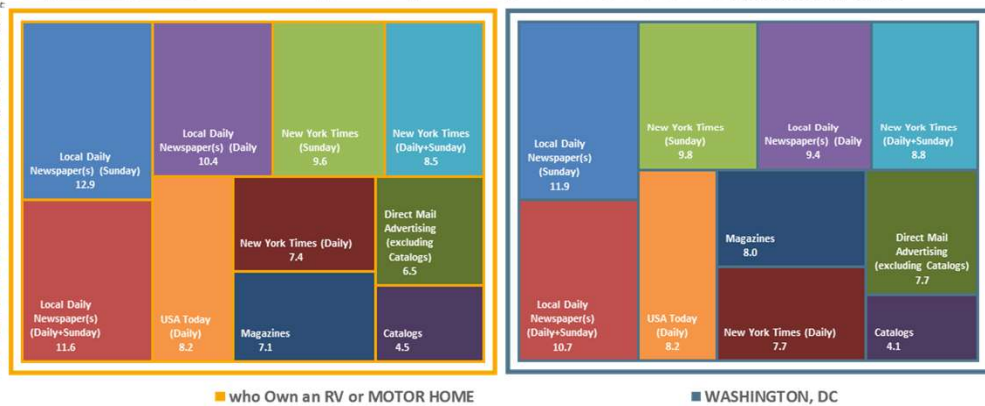
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older



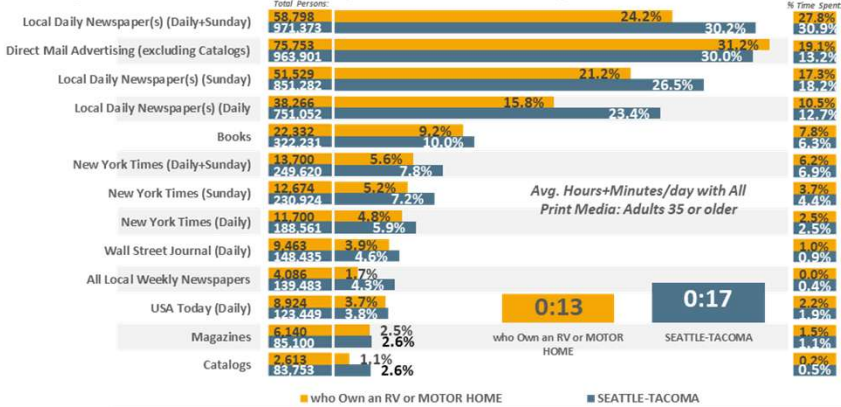
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



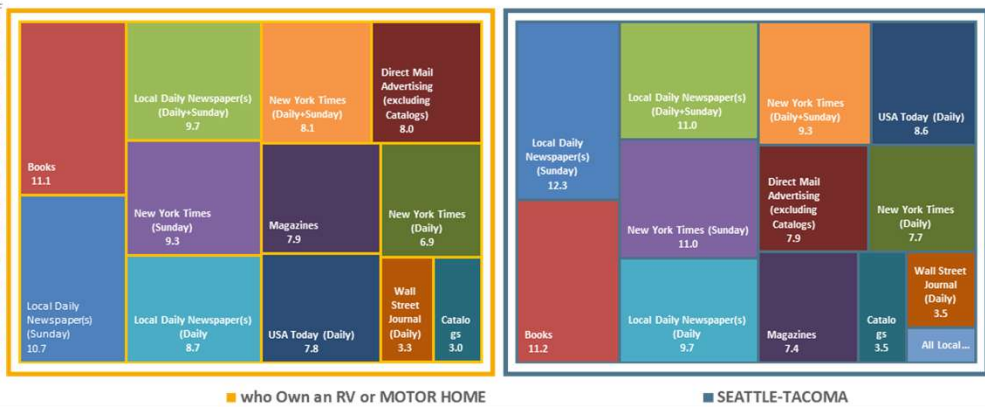


58,798 or 24.2% of Adults 35 or older who Own an RV or MOTOR HOME read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 30.2% of all time spent daily with All forms of Print Media.

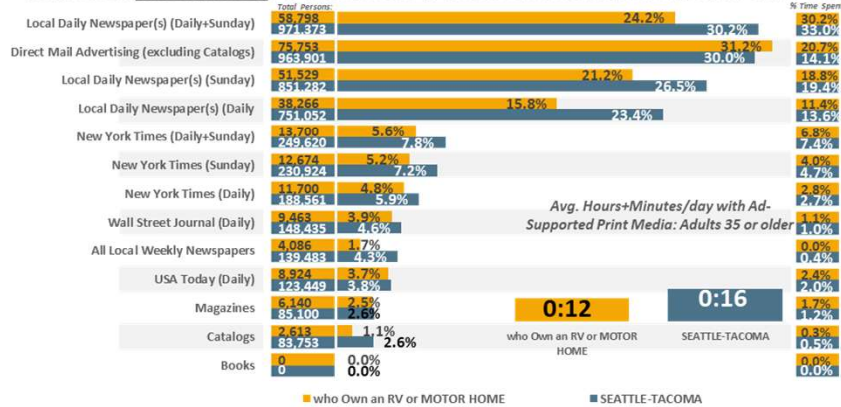
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



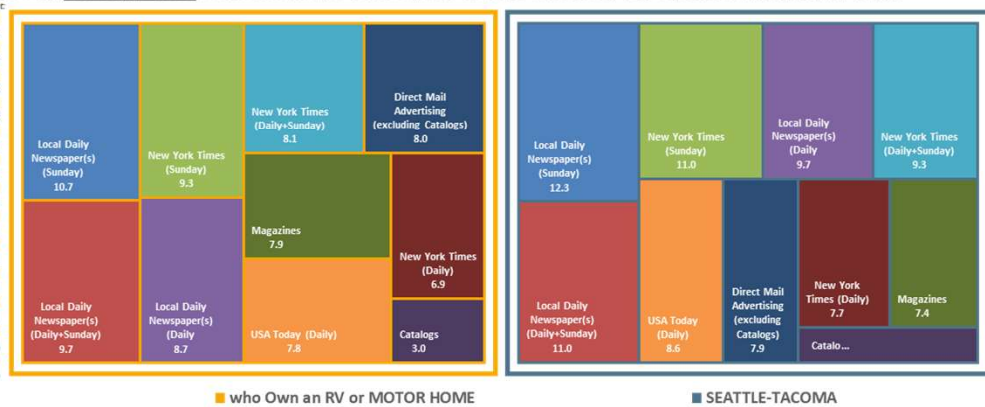
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older



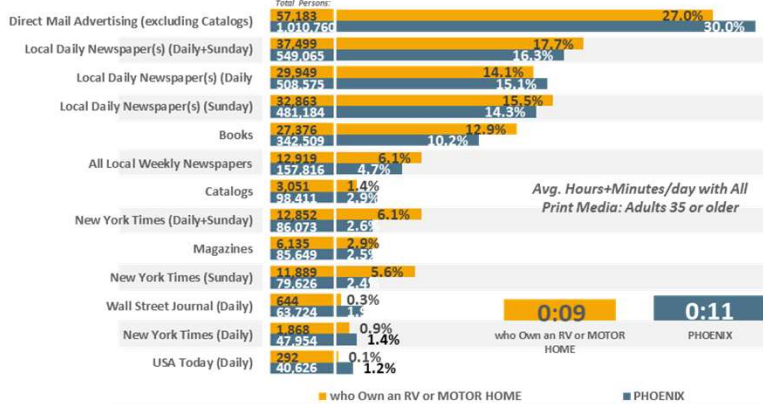
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





37,499 or 17.7% of Adults 35 or older who Own an RV or MOTOR HOME read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 29.3% of all time spent daily with All forms of Print Media.

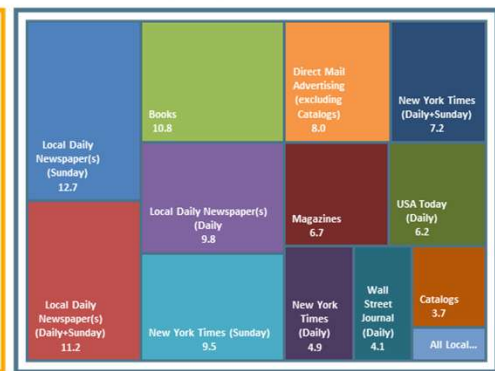
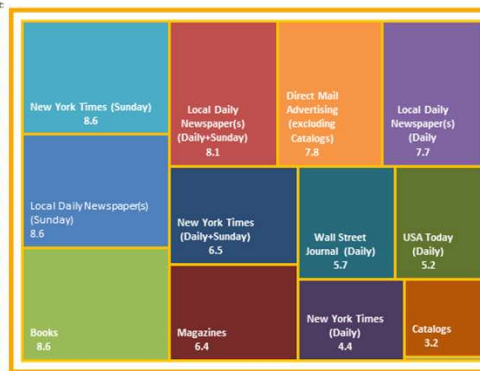
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



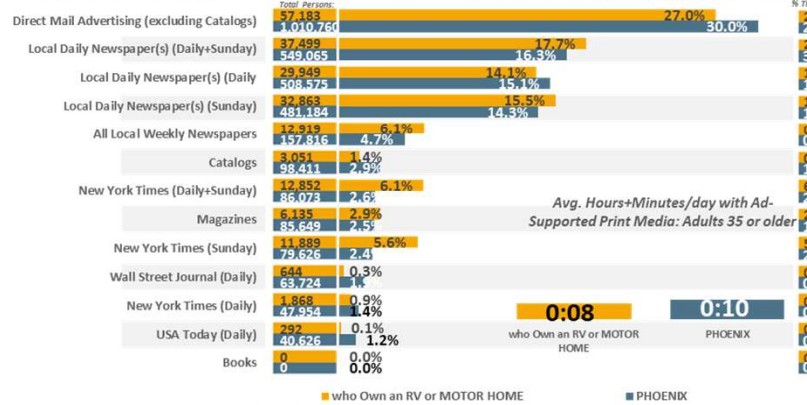
Avg. Hours+Minutes/day with All Print Media: Adults 35 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



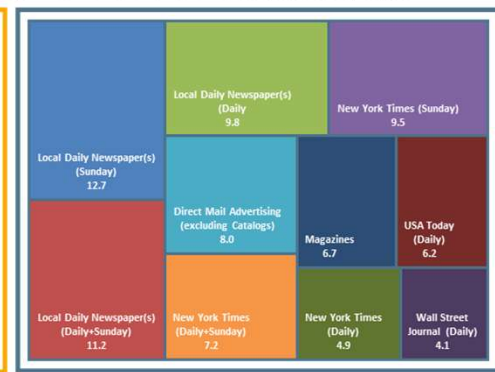
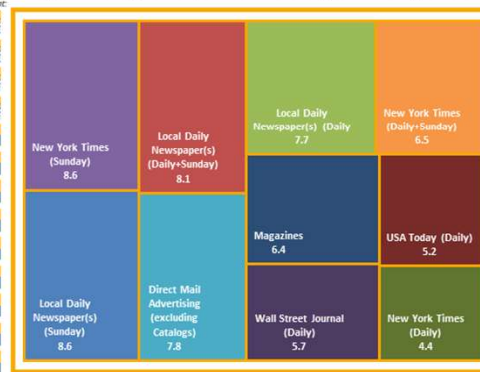
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older



Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 35 or older



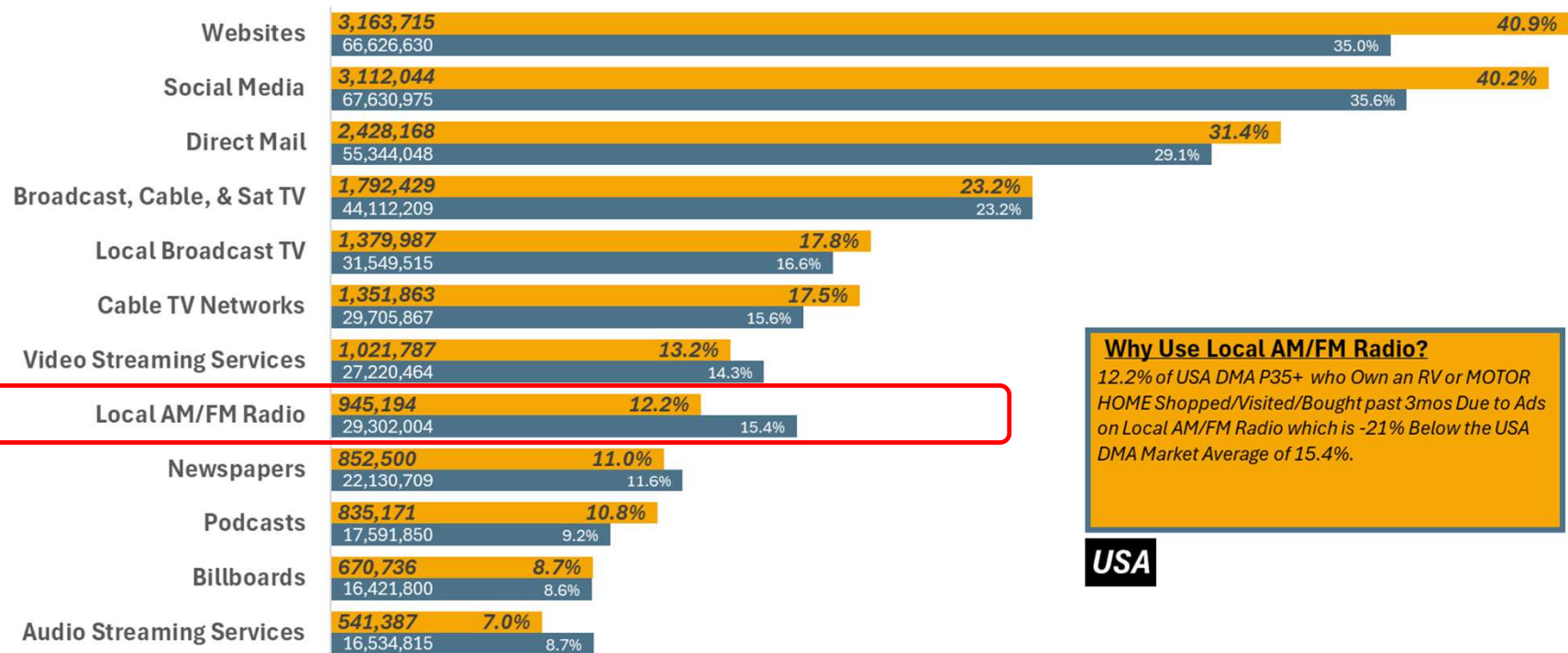
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





"Advertising Actions"

P35+ who Own an RV or MOTOR HOME (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

12.2% of USA DMA P35+ who Own an RV or MOTOR HOME Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -21% Below the USA DMA Market Average of 15.4%.

USA

■ P35+ who Own an RV or MOTOR HOME (Shopped/Visited/Bought past 3mos Due to Ads on %) ■ P35+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA ScarboroughR2 2025: Sep24-Aug25 Qual Intab: 732

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

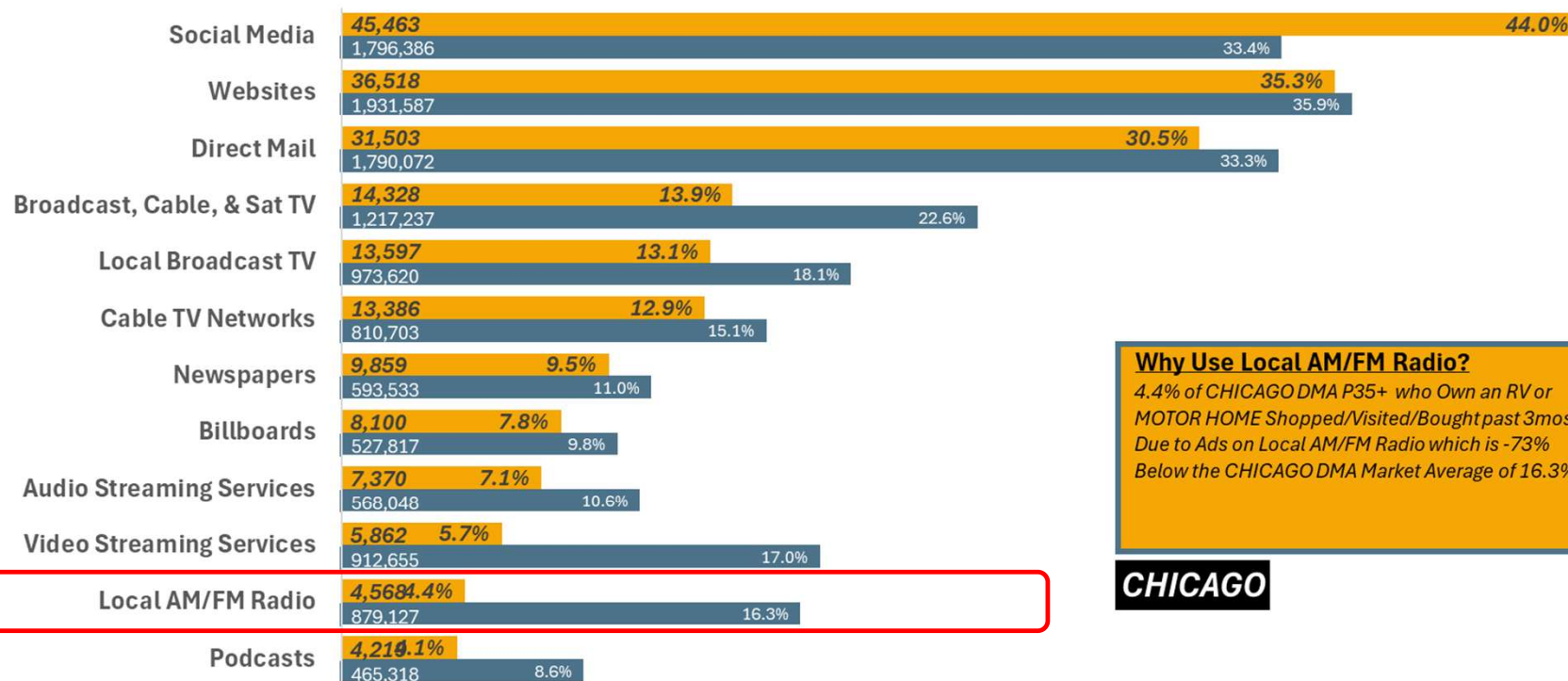
soefa.ai Share of Everything for Anything ®

Items/services household currently has (HHL): RV (motor home)



"Advertising Actions"

P35+ who Own an RV or MOTOR HOME (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

4.4% of CHICAGO DMA P35+ who Own an RV or MOTOR HOME Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -73% Below the CHICAGO DMA Market Average of 16.3%.

CHICAGO

■ P35+ who Own an RV or MOTOR HOME (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P35+ CHICAGO AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CHICAGO DMA Scarborough R2 2025: Sep 24-Jul 25 Qual Intab: 62
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

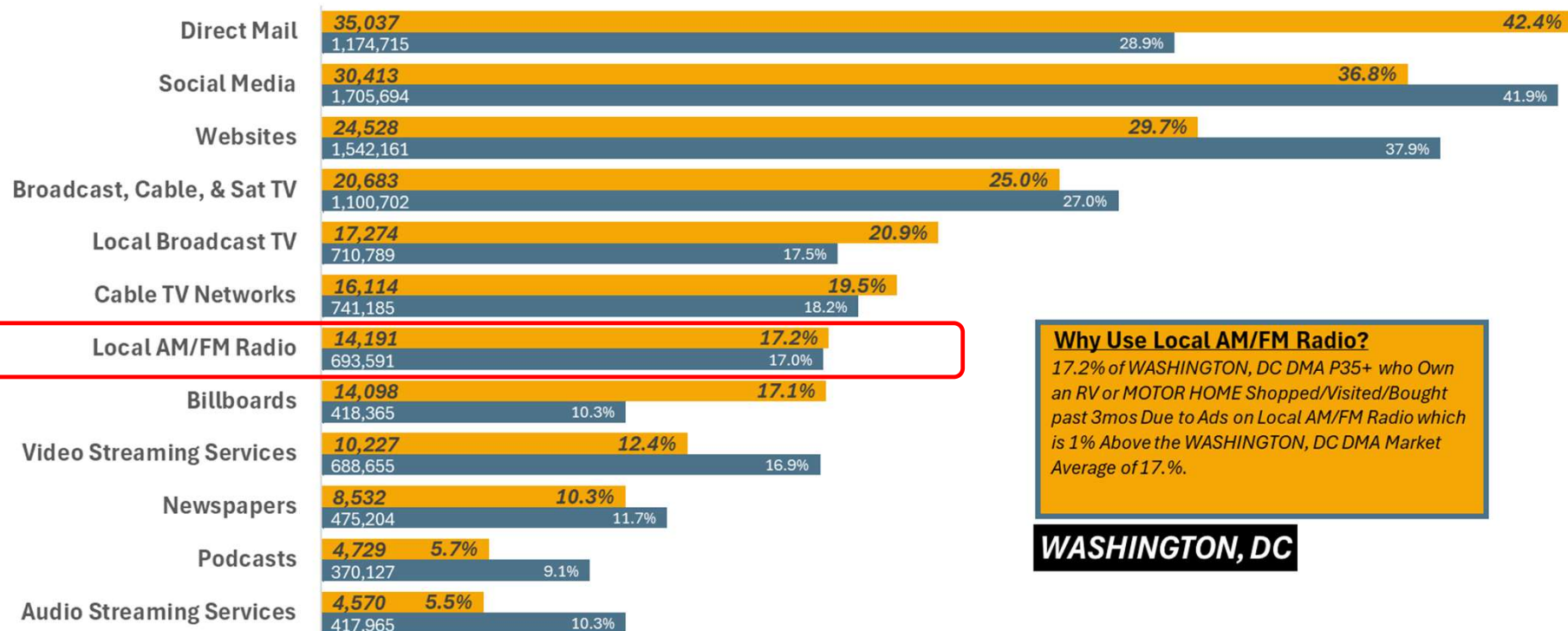
soefa.ai Share of Everything for Anything ©

Items/services household currently has (HHLD): RV (motor home)



"Advertising Actions"

P35+ who Own an RV or MOTOR HOME (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.2% of WASHINGTON, DC DMA P35+ who Own an RV or MOTOR HOME Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the WASHINGTON, DC DMA Market Average of 17.0%.

WASHINGTON, DC

■ P35+ who Own an RV or MOTOR HOME (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P35+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 92
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

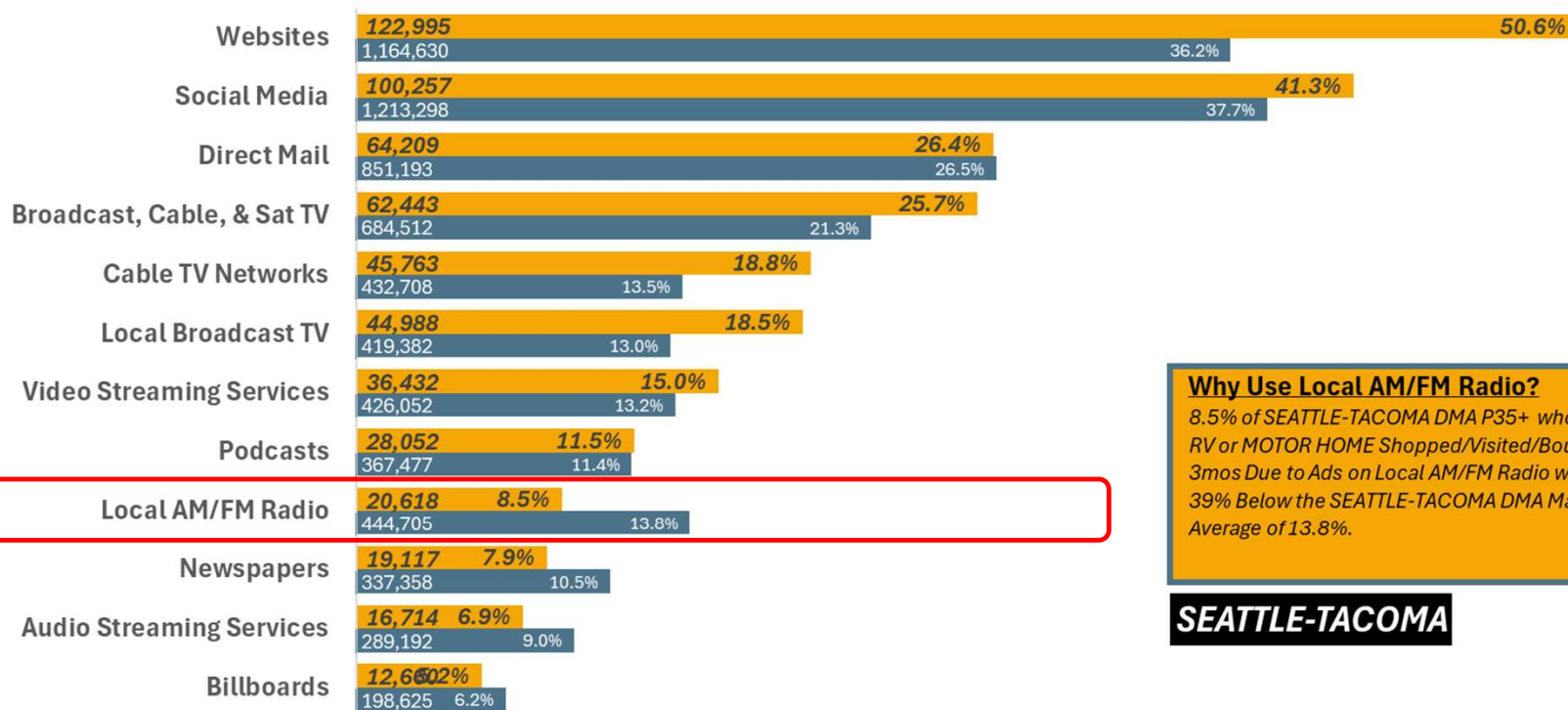
soefa.ai Share of Everything for Anything ®

Items/services household currently has (HHL): RV (motor home)



"Advertising Actions"

P35+ who Own an RV or MOTOR HOME (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

8.5% of SEATTLE-TACOMA DMA P35+ who Own an RV or MOTOR HOME Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is - 39% Below the SEATTLE-TACOMA DMA Market Average of 13.8%.

SEATTLE-TACOMA

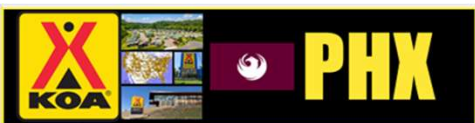
■ P35+ who Own an RV or MOTOR HOME (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P35+ SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 225
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

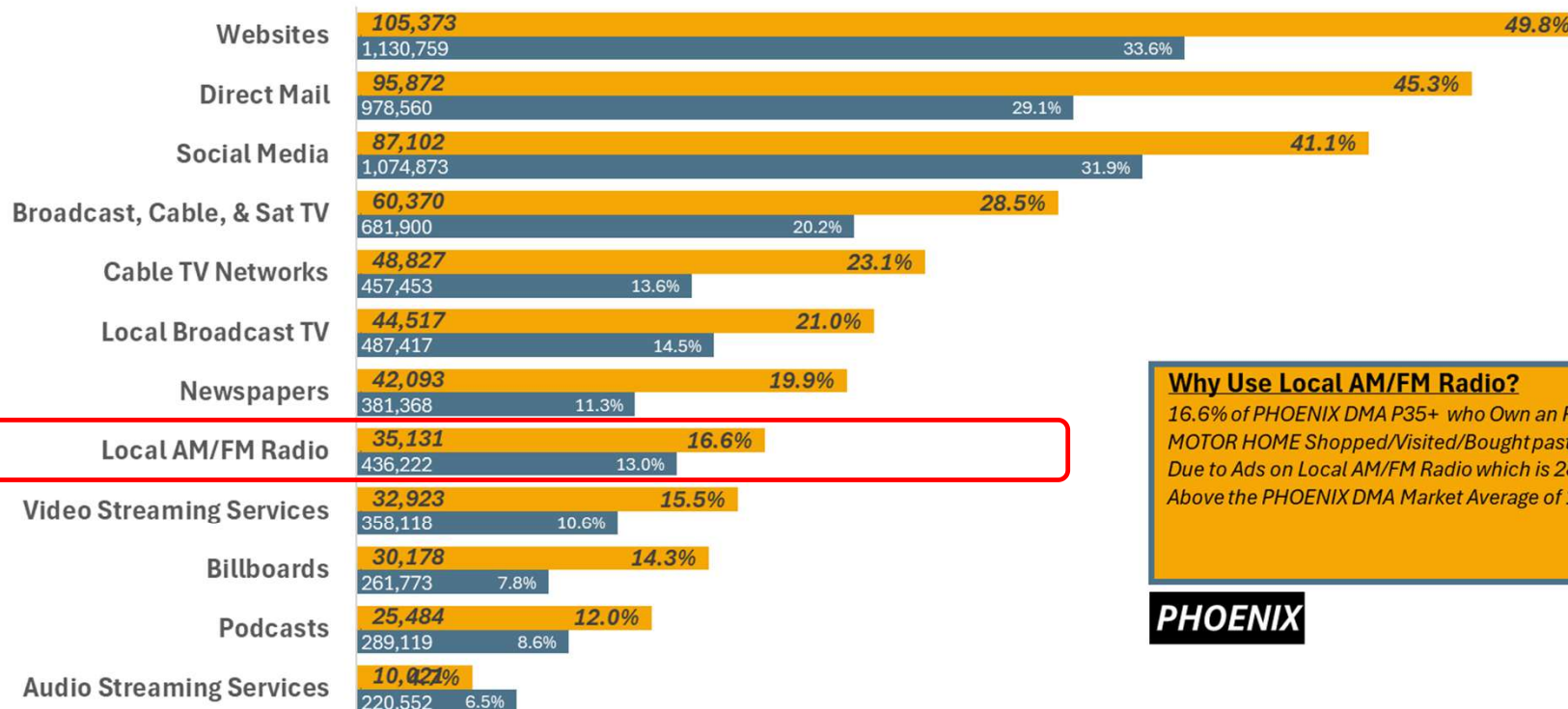
soefa.ai Share of Everything for Anything ®

Items/services household currently has (HHLD): RV (motor home)



"Advertising Actions"

P35+ who Own an RV or MOTOR HOME (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.6% of PHOENIX DMA P35+ who Own an RV or MOTOR HOME Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 28% Above the PHOENIX DMA Market Average of 13.0%.

PHOENIX

■ P35+ who Own an RV or MOTOR HOME (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P35+ PHOENIX AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 103
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ®

Items/services household currently has (HHLD): RV (motor home)