USA+4 DMAs – P25-64 Homeowners who Plan to Buy a MAJOR APPLIANCE in the next 12 months!

Complete Demographic & Media Use Profiles



Whirlpool

KitchenAid® JENNAIR®

MAYTAG® AMANA®

Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

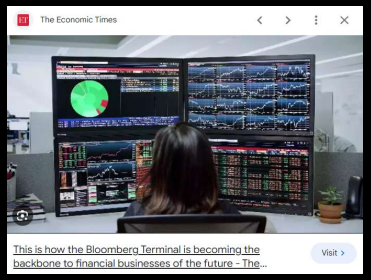
Whirlpool KitchenAid JENNAIR MAYTAG AMANA CHI

Whirlpool KitchenAid JENNAIR MAYTAG AMANA WDC

Whirlpool KitchenAid JENNAIR MAYTAG AMANA SEA

Whirlpool KitchenAid JENNAIR MAYTAG AMANA PHX

Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P25-64 Homeowners who Plan to Buy a MAJOR APPLIANCE in the next 12 months as of March 31, 2025.





P25-64

Vanguard BlackRock

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

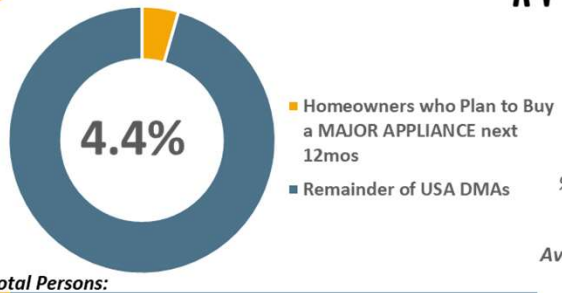
HUBBARD BROADCASTING INC. HB INC.

[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

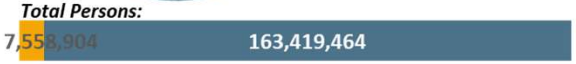
Whirlpool KitchenAid JENNAIR MAYTAG AMANA **USA**

4.4% or 7,558,904 of USA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos. Typical Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 46.4 years old (3.5% older than average) and have a $124,583 (24.% higher than average) annual household income.

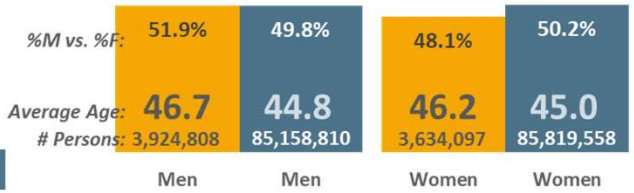
Percent of Market: Adults 25 - 64



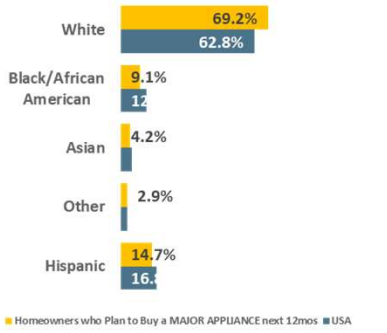
Total Persons:



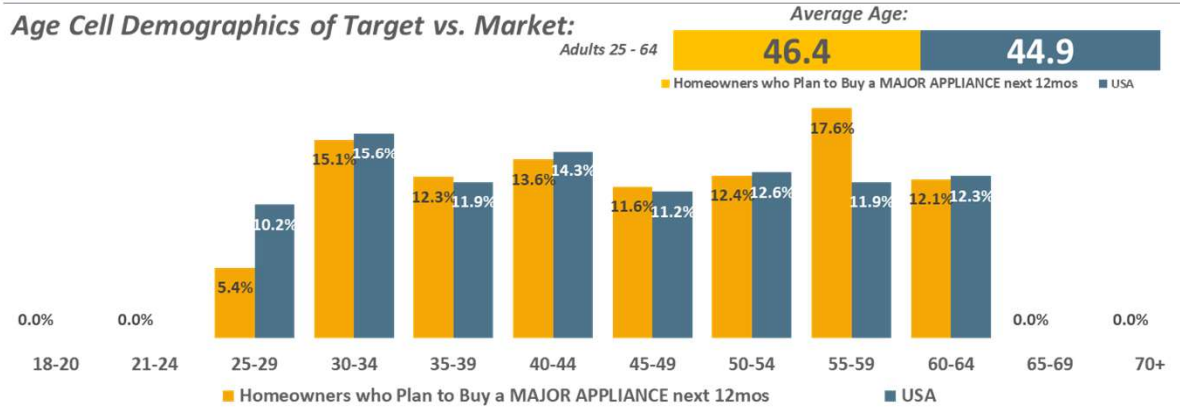
Gender of Target vs. Market: Adults 25 - 64



Ethnicity of Target vs. Market:



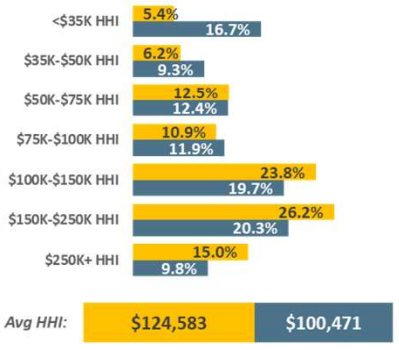
Age Cell Demographics of Target vs. Market:



USA *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *1,081*

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HHI of Target vs. Market:

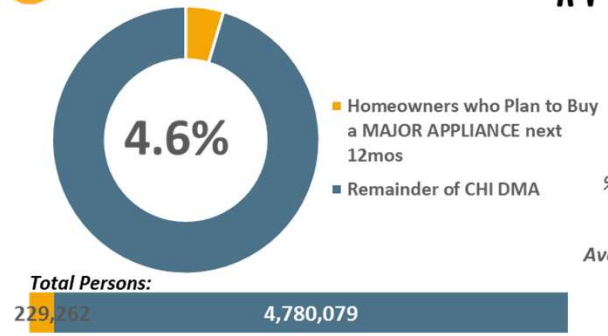


USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

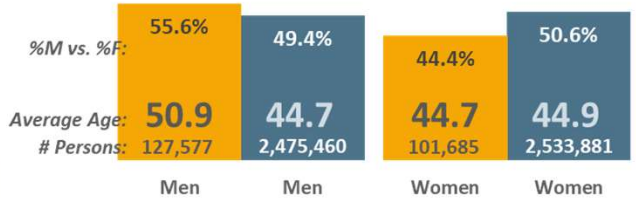
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

4.6% or 229,262 of CHI DMA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos.
Typical Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 48.1 years old (7.3% older than average) and have a $157,733 (37.6% higher than average) annual household income.

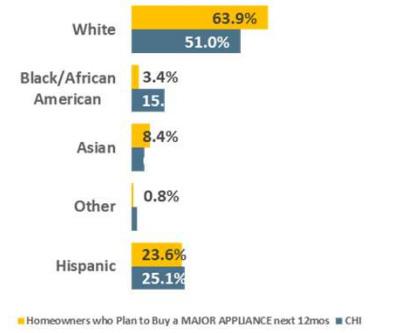
Percent of Market: Adults 25 - 64



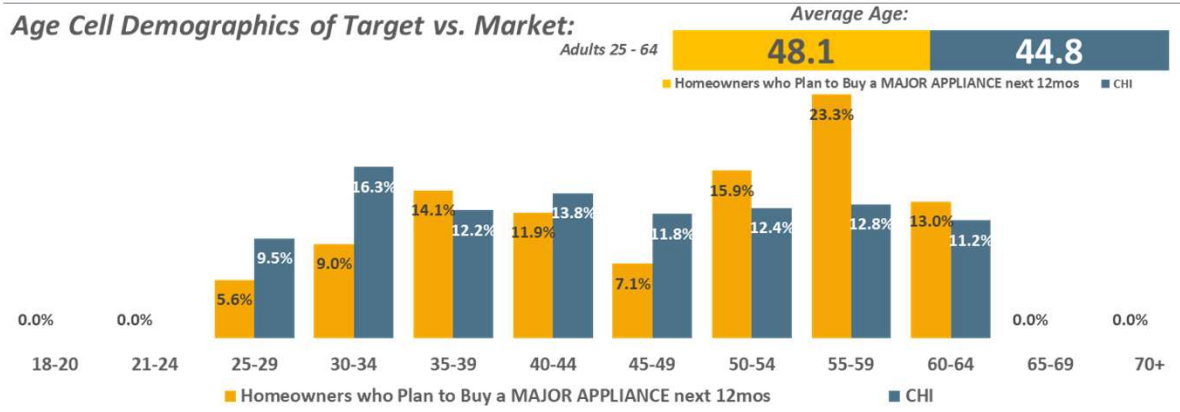
Gender of Target vs. Market: Adults 25 - 64



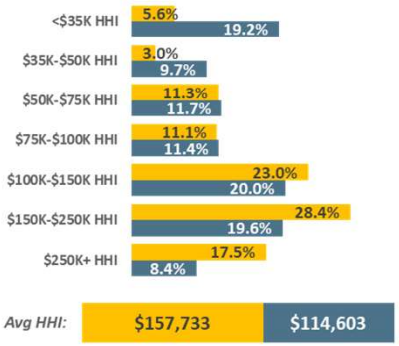
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



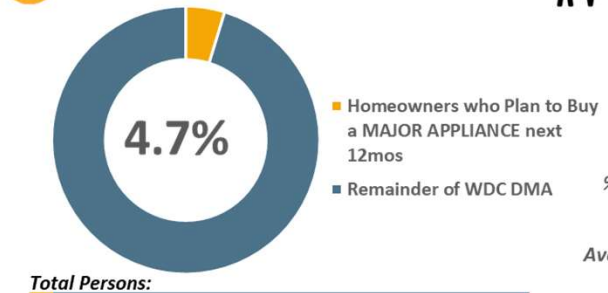
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 160

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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

4.7% or 182,262 of WDC DMA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos.
Typical Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 45.5 years old (1.8% older than average) and have a $167,666 (17.8% higher than average) annual household income.

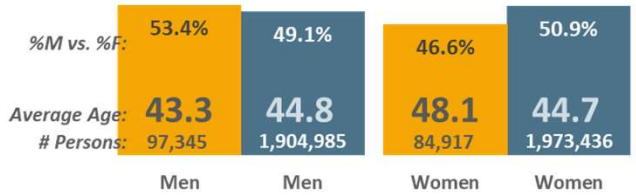
Percent of Market: Adults 25 - 64



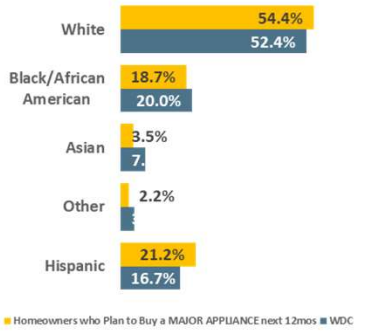
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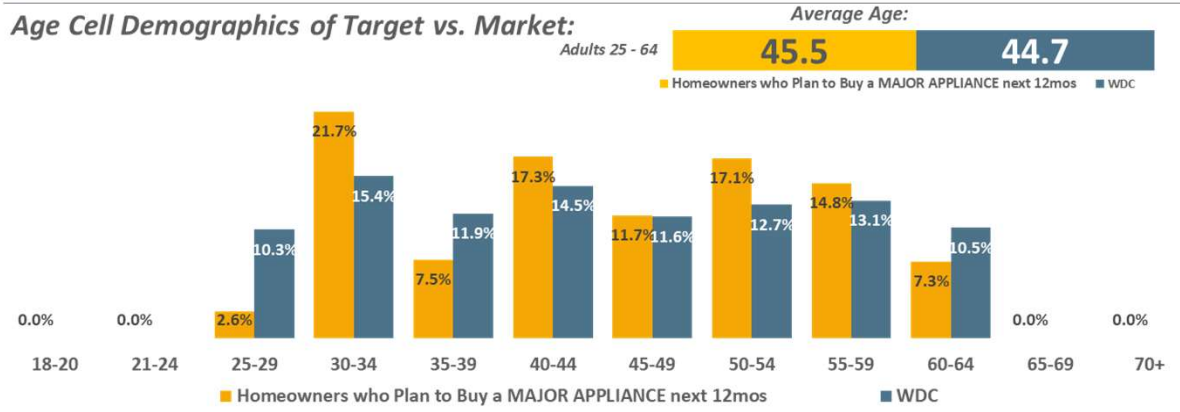
Gender of Target vs. Market: Adults 25 - 64



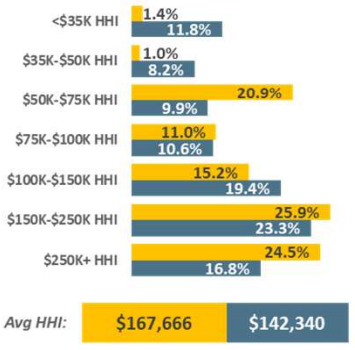
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 267

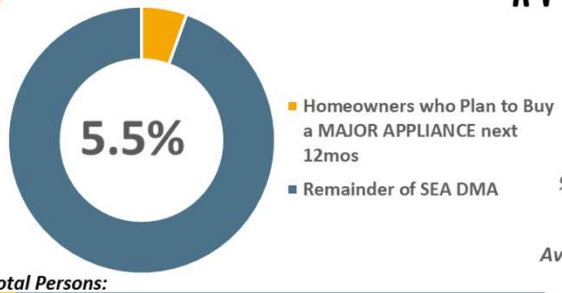
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool · KitchenAid · JENNAIR · MAYTAG · AMANA · SEA

5.5% or 166,683 of SEA DMA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos. Typical Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 46.6 years old (4.9% older than average) and have a $156,579 (21.6% higher than average) annual household income.

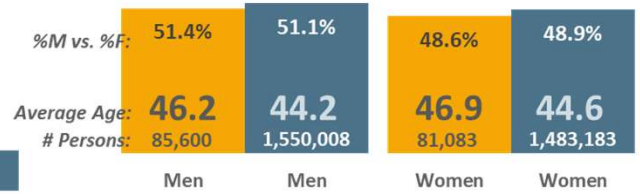
Percent of Market: Adults 25 - 64



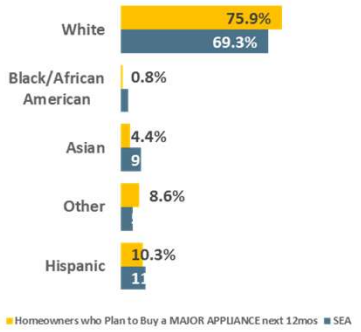
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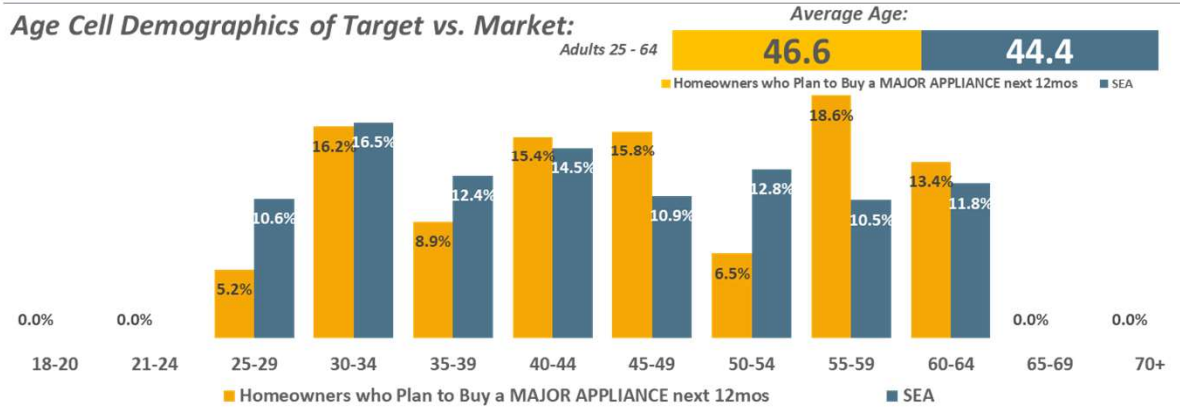
Gender of Target vs. Market: Adults 25 - 64



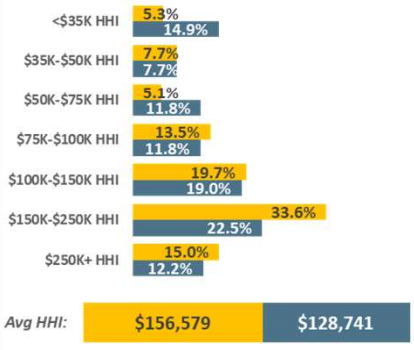
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

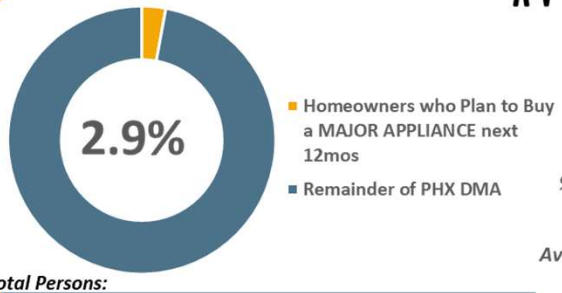
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

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2.9% or 86,237 of PHX DMA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos.
Typical Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 44.6 years old (.2% younger than average) and have a $125,535 (13.1% higher than average) annual household income.

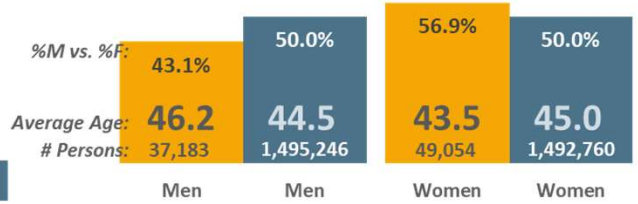
Percent of Market: Adults 25 - 64



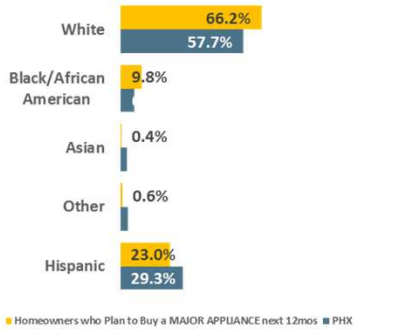
Total Persons:



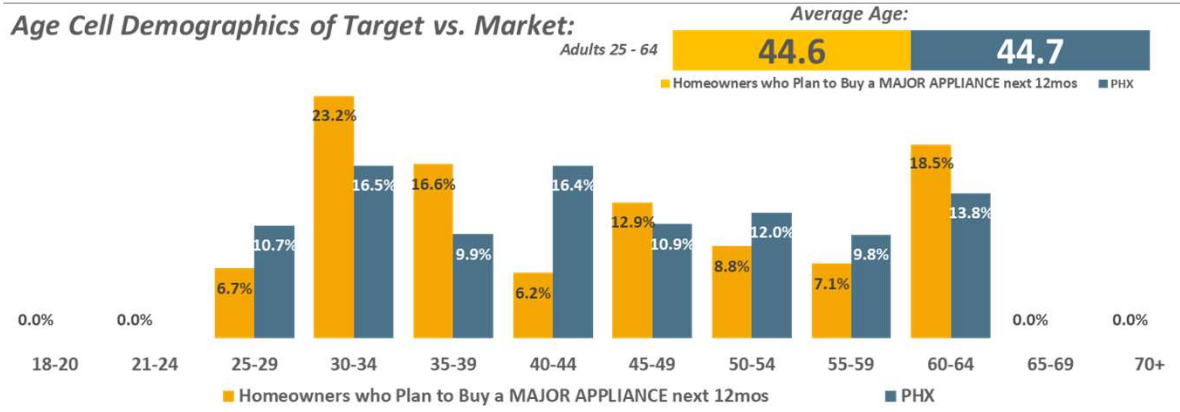
Gender of Target vs. Market: Adults 25 - 64



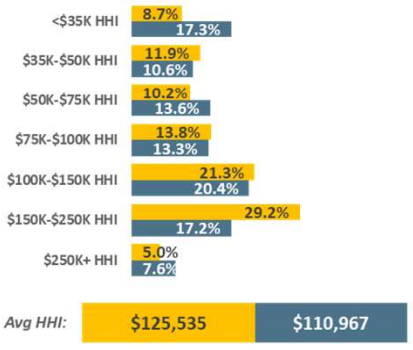
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 82

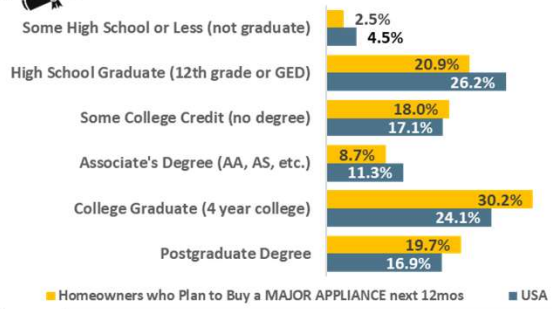
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

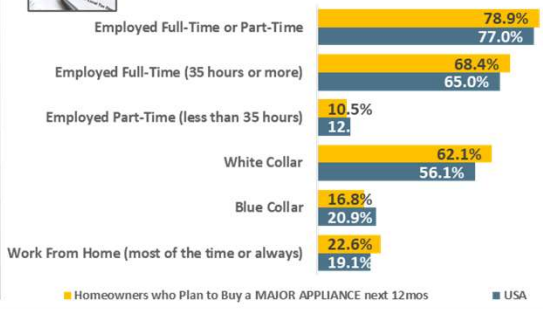
Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

4.4% or 7,558,904 of USA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos. Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 21.7% more likely to be a college graduate, 5.2% more likely to work full-time, 32.8% more likely to be married, 22.7% more likely to be a parent of 1 or more children under 18.

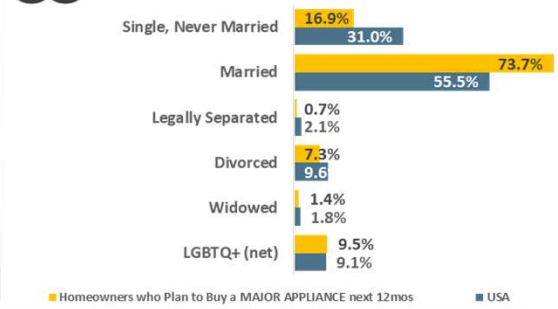
Education Levels: Adults 25 - 64



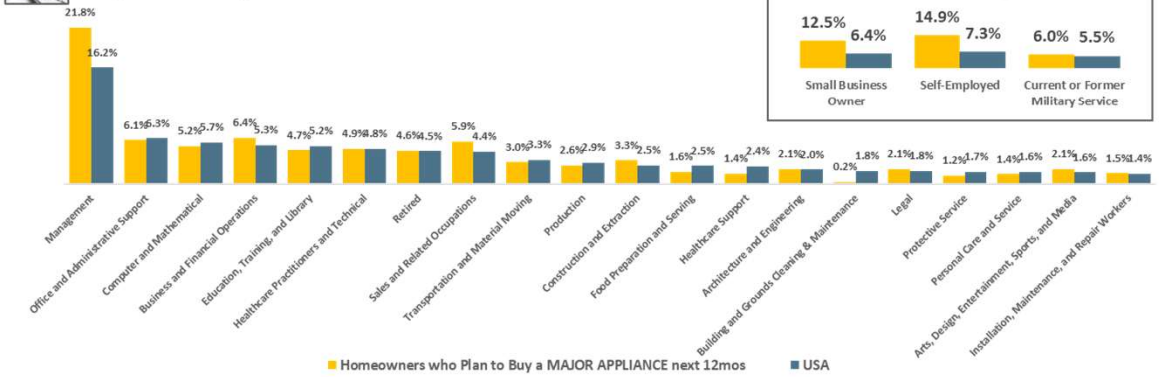
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

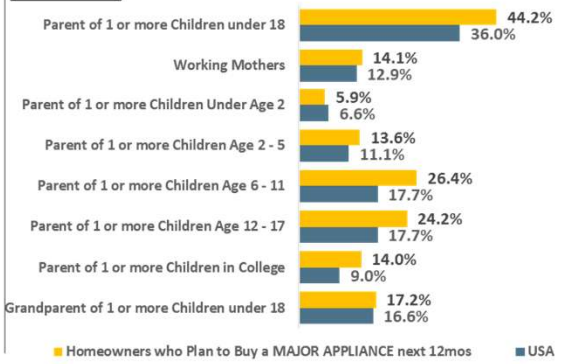


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,081

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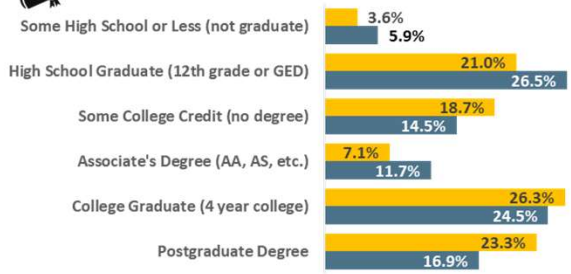
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

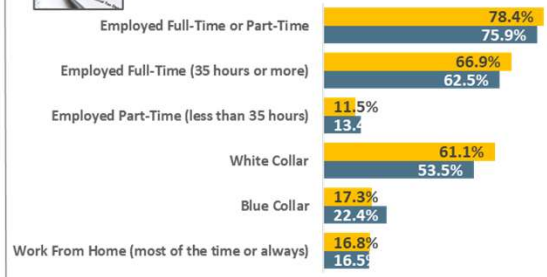
Whirlpool · KitchenAid · JENNAIR · MAYTAG · AMANA — CHI

4.6% or 229,262 of CHI DMA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos. Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 19.8% more likely to be a college graduate, 7.% more likely to work full-time, 43.8% more likely to be married, 6.8% more likely to be a parent of 1 or more children under 18.

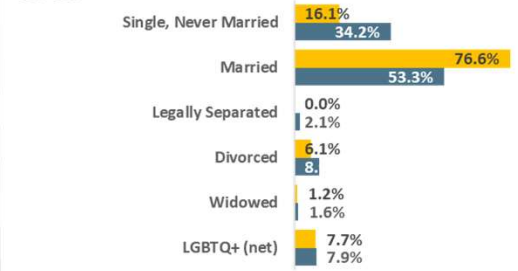
Education Levels: Adults 25 - 64



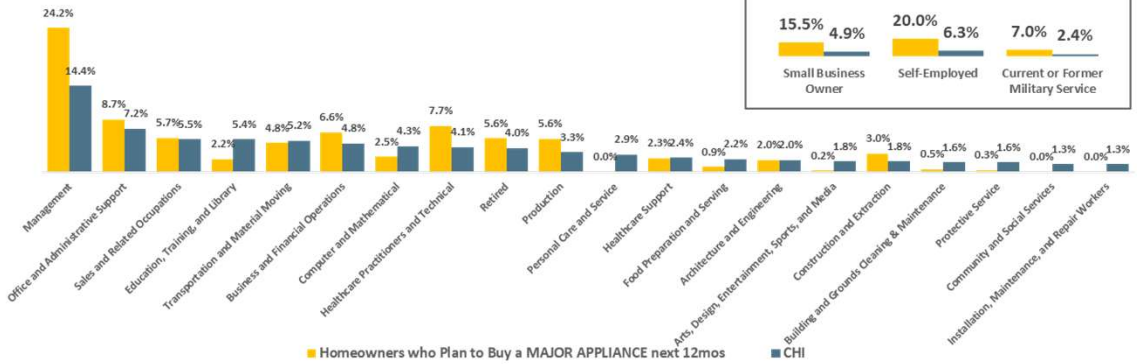
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

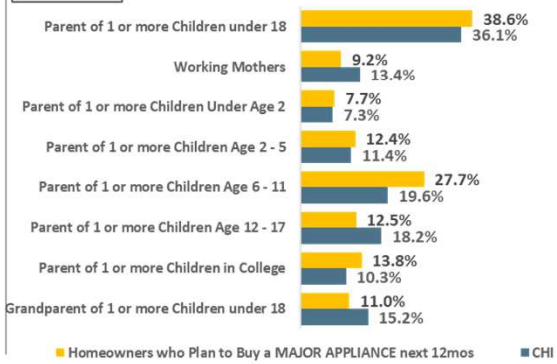


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



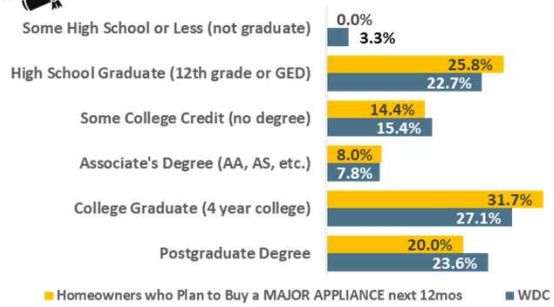
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 160

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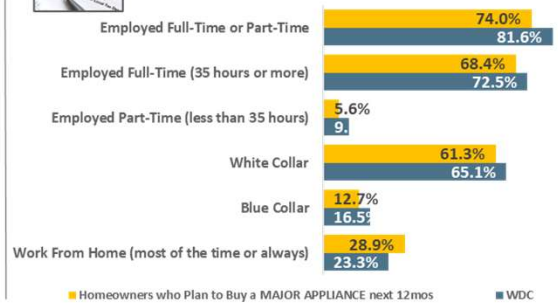
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

4.7% or 182,262 of WDC DMA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos. Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 1.9% more likely to be a college graduate, 5.7% less likely to work full-time, 27.1% more likely to be married, 29.1% more likely to be a parent of 1 or more children under 18.

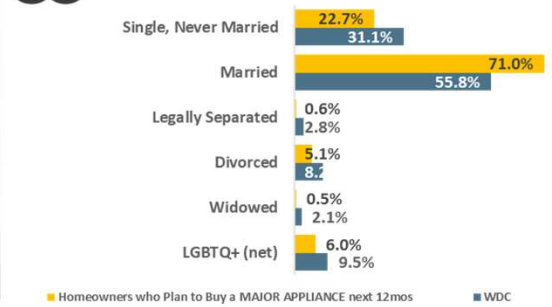
Education Levels: Adults 25 - 64



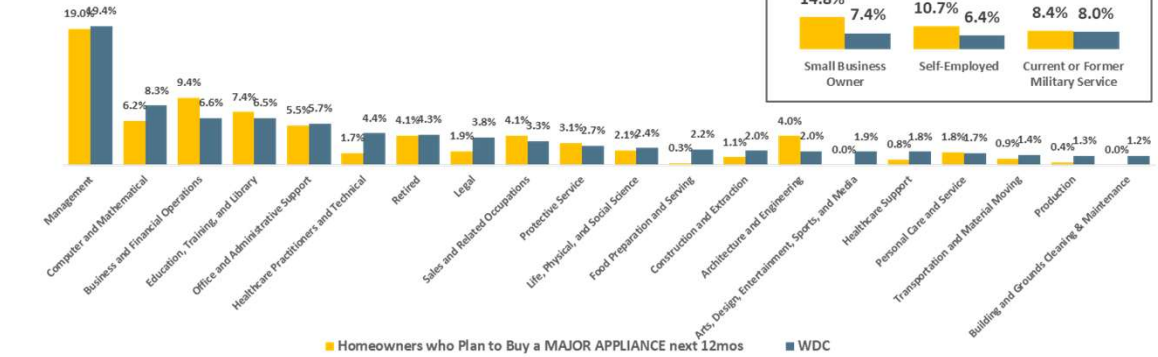
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

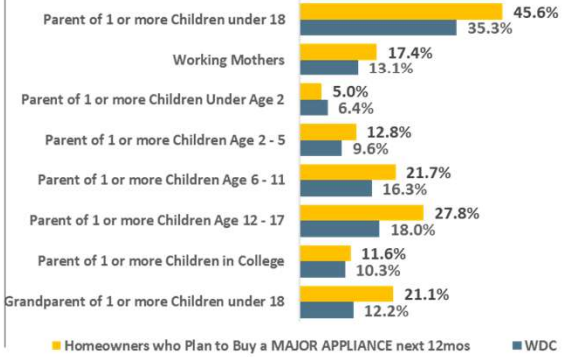


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



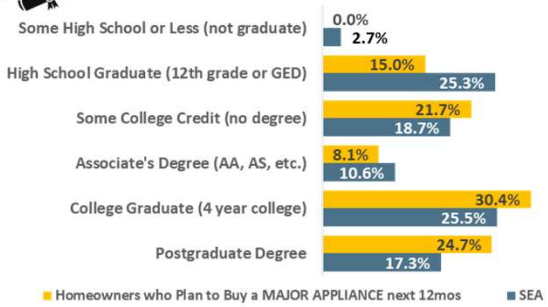
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 267

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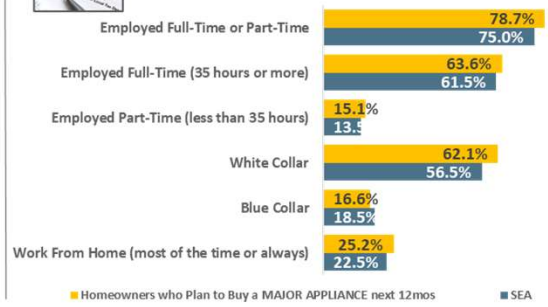
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

5.5% or 166,683 of SEA DMA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos. Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 28.9% more likely to be a college graduate, 3.5% more likely to work full-time, 38.% more likely to be married, 30.8% more likely to be a parent of 1 or more children under 18.

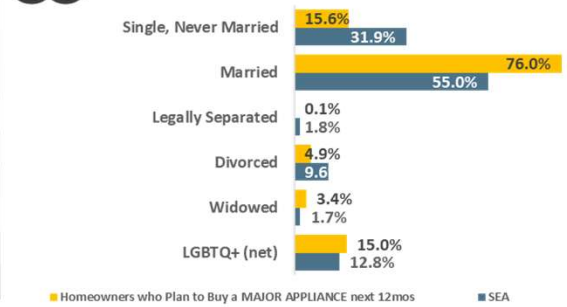
Education Levels: Adults 25 - 64



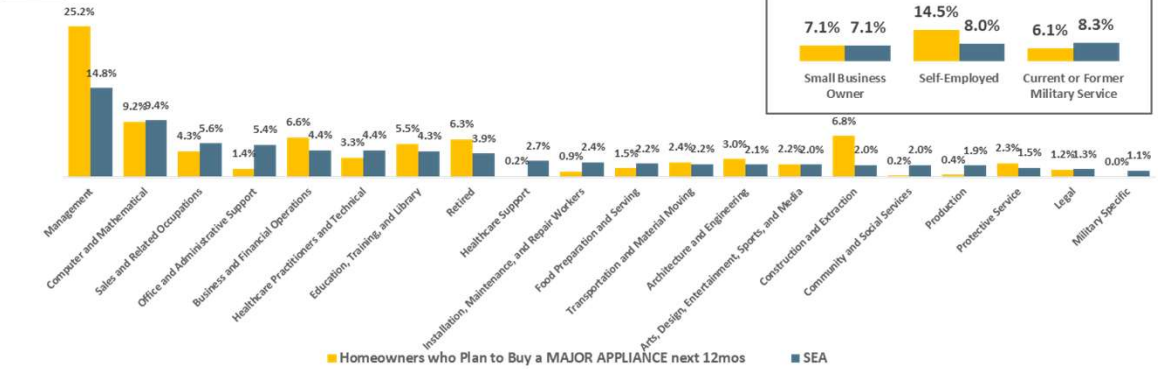
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

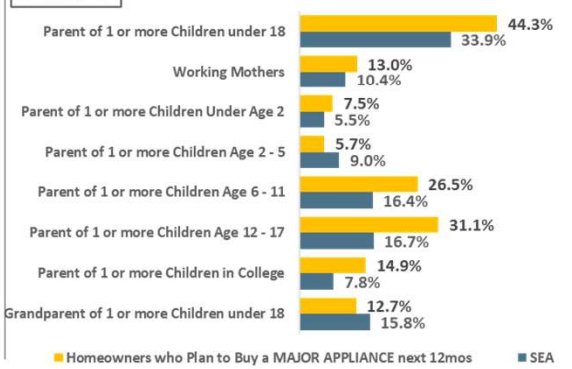


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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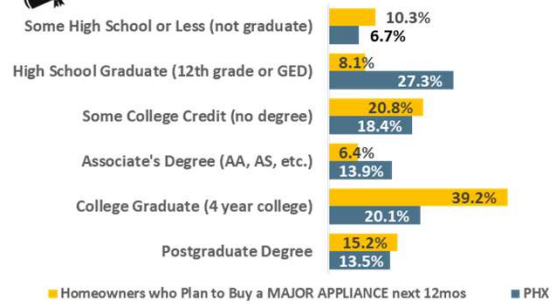
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool · KitchenAid · JENNAIR · MAYTAG · AMANA

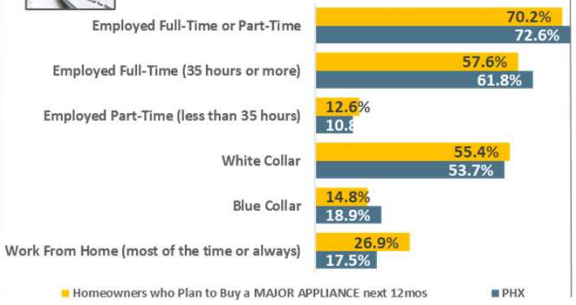
PHX

2.9% or 86,237 of PHX DMA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos. Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 61.5% more likely to be a college graduate, 6.9% less likely to work full-time, 30.4% more likely to be married, 17.1% more likely to be a parent of 1 or more children under 18.

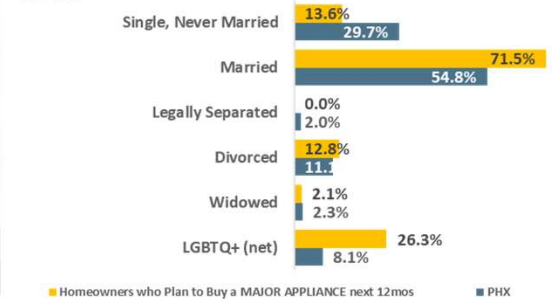
Education Levels: Adults 25 - 64



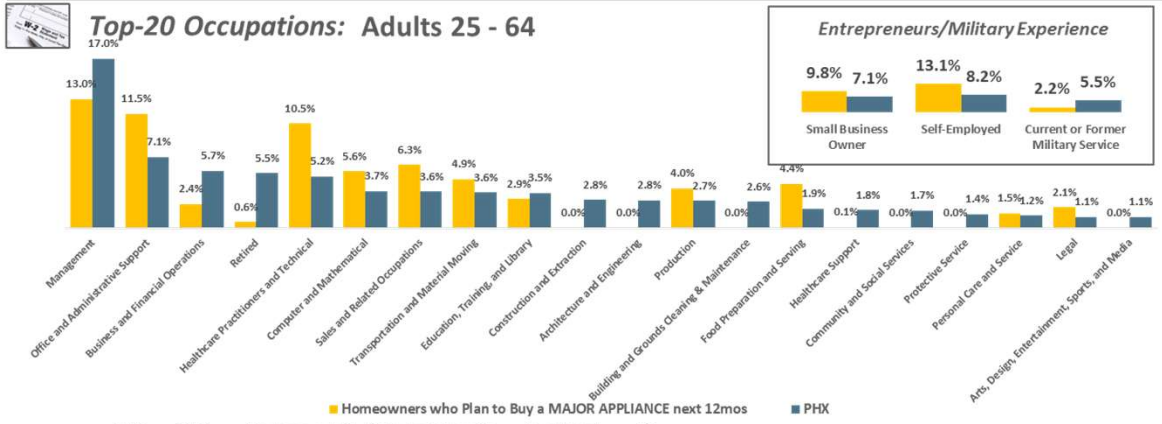
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

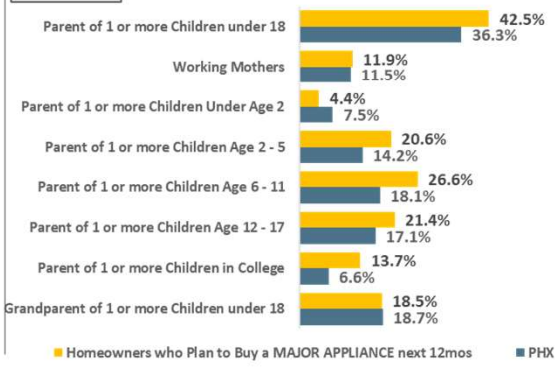


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 82

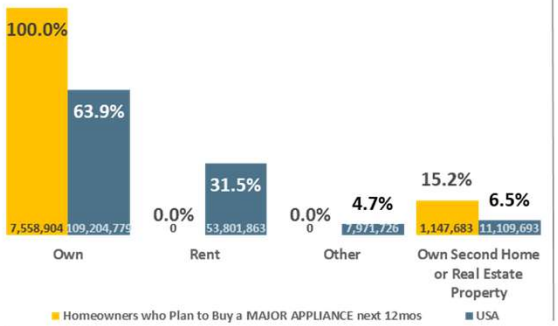
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

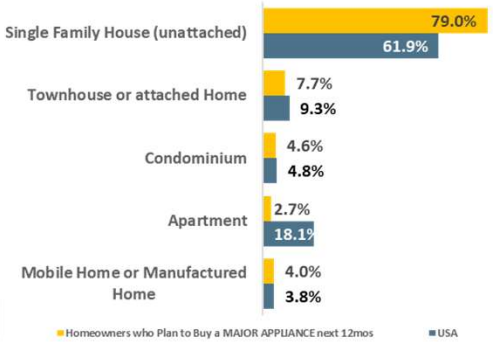
Whirlpool KitchenAid JENNAIR MAYTAG AMANA **USA**

4.4% or 7,558,904 of USA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos. Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 56.6% more likely to own their home, 24.8% more likely to own a higher valued home, 27.7% more likely to have a single-family home, 29.3% more likely to have a dog.

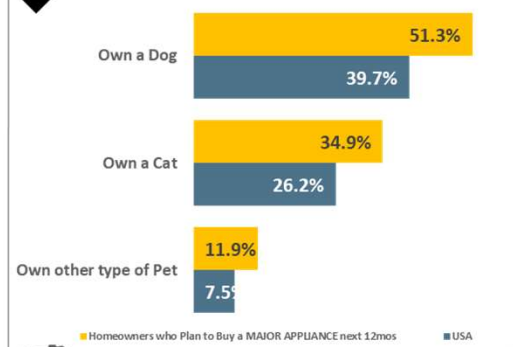
Own/Rent/Other: Adults 25 - 64



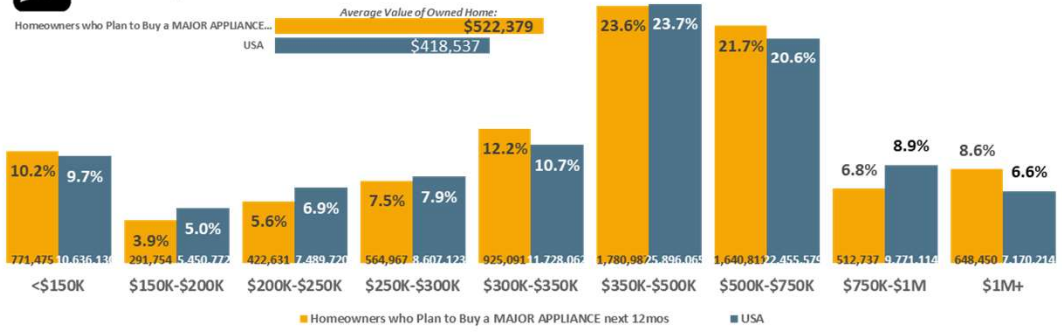
Type of Home: Adults 25 - 64



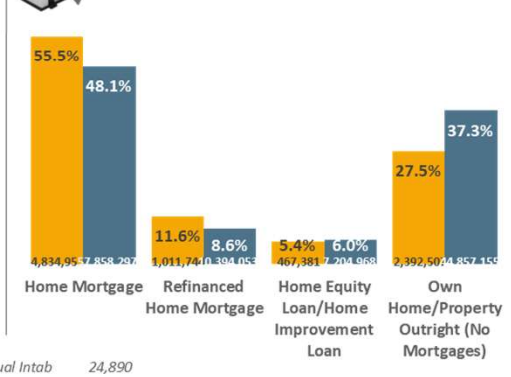
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *1,081*

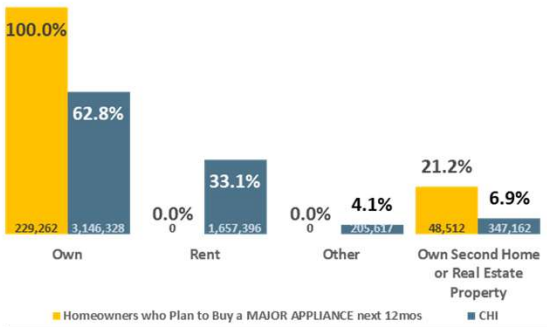
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USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

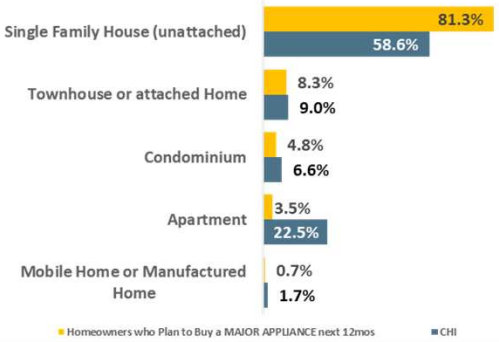
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

4.6% or 229,262 of CHI DMA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos. Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 59.2% more likely to own their home, 19.1% more likely to own a higher valued home, 38.7% more likely to have a single-family home, 47.% more likely to have a dog.

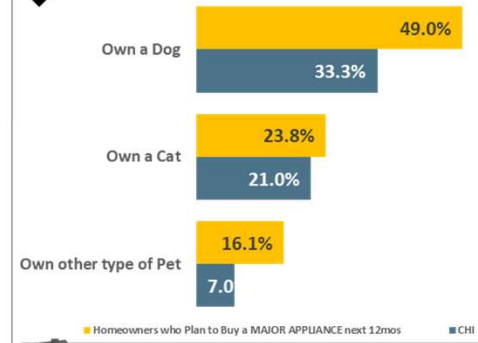
Own/Rent/Other: Adults 25 - 64



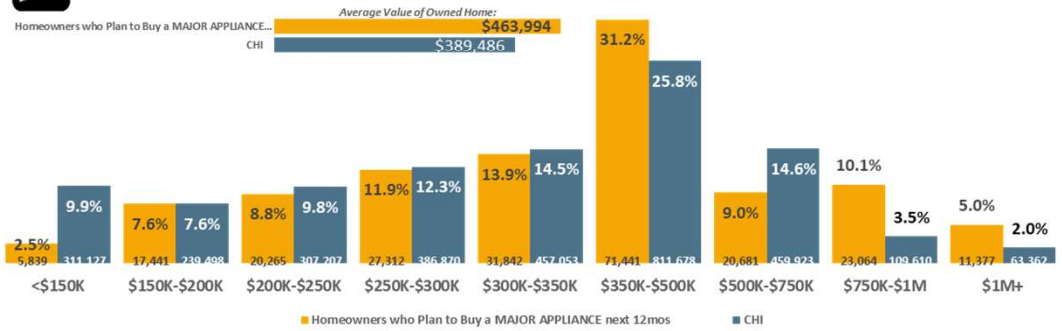
Type of Home: Adults 25 - 64



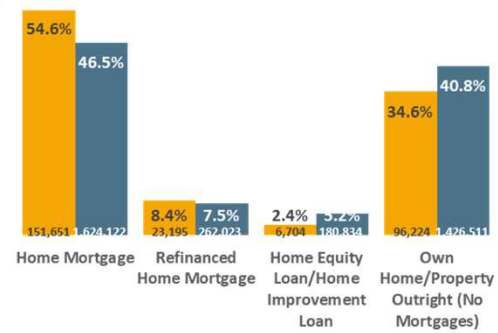
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



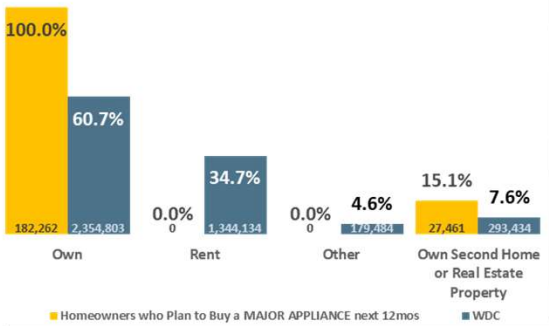
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 160

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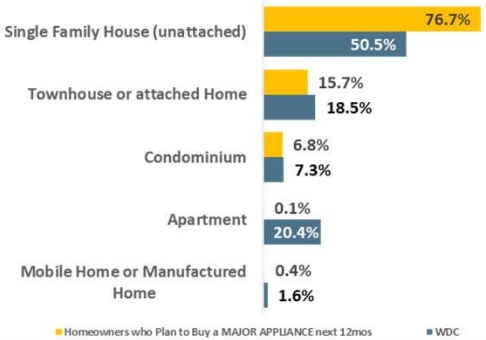
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

4.7% or 182,262 of WDC DMA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos. Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 64.7% more likely to own their home, 6.9% more likely to own a lower valued home, 51.8% more likely to have a single-family home, 17.% more likely to have a dog.

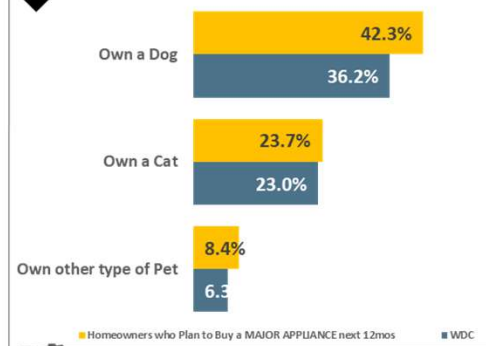
Own/Rent/Other: Adults 25 - 64



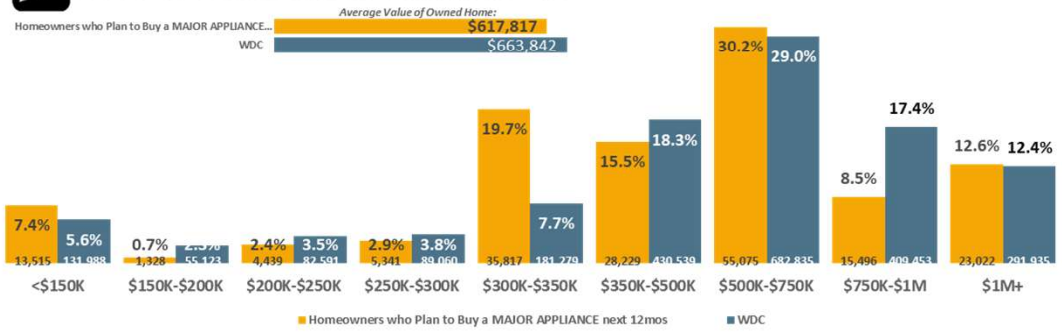
Type of Home: Adults 25 - 64



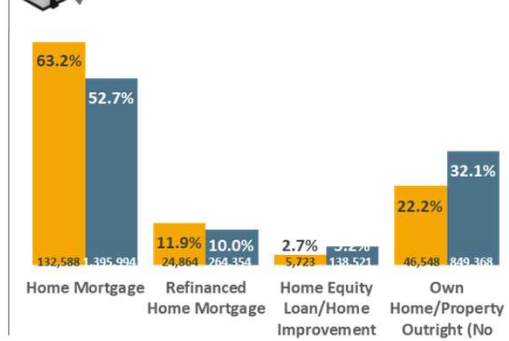
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 267

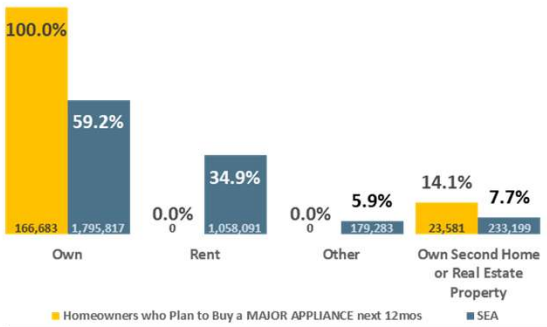
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

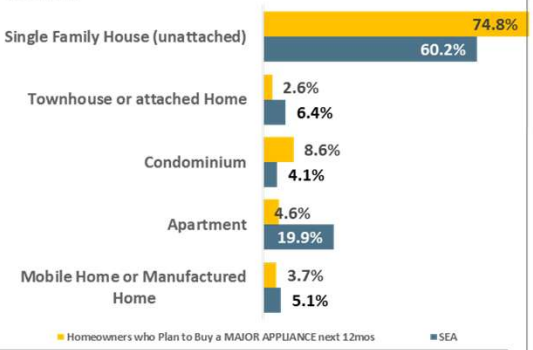
Whirlpool KitchenAid JENNAIR MAYTAG AMANA SEA

5.5% or 166,683 of SEA DMA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos. Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 68.9% more likely to own their home, .7% more likely to own a higher valued home, 24.3% more likely to have a single-family home, 23.8% more likely to have a dog.

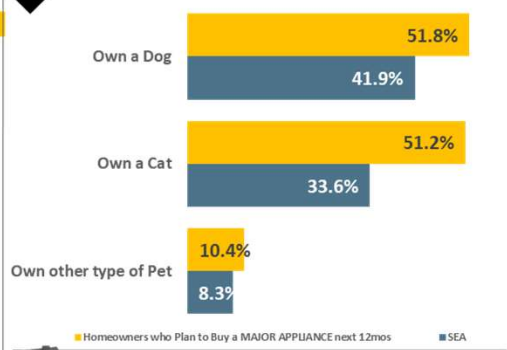
Own/Rent/Other: Adults 25 - 64



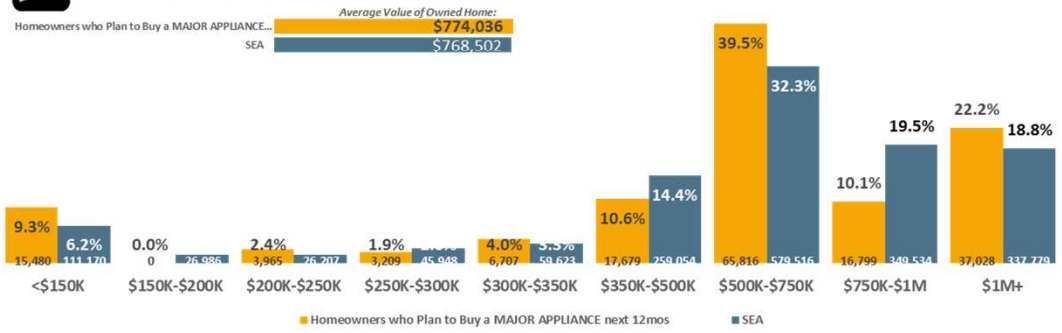
Type of Home: Adults 25 - 64



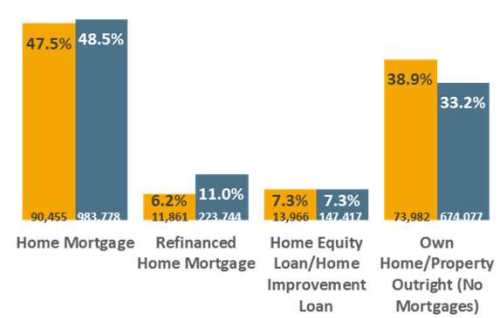
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

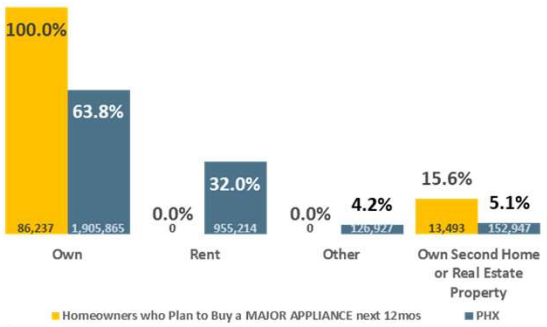
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

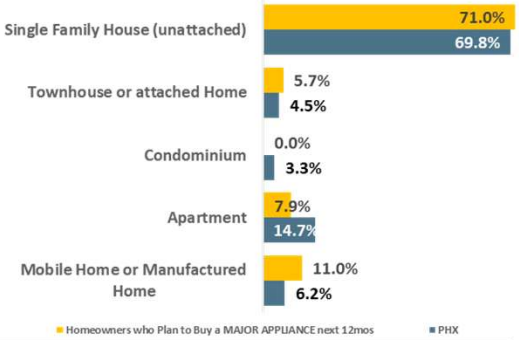
Whirlpool KitchenAid JENNAIR MAYTAG AMANA **PHX**

2.9% or 86,237 of PHX DMA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos. Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 56.8% more likely to own their home, .5% more likely to own a higher valued home, 1.8% more likely to have a single-family home, 44.3% more likely to have a dog.

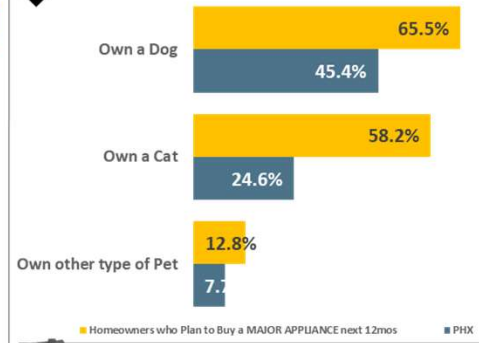
Own/Rent/Other: Adults 25 - 64



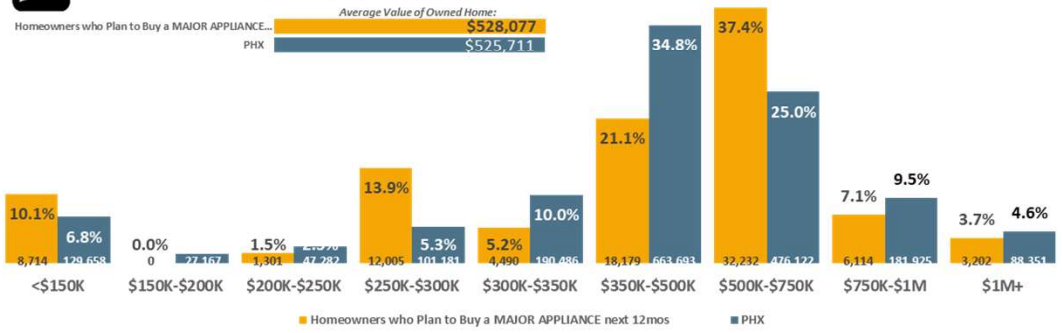
Type of Home: Adults 25 - 64



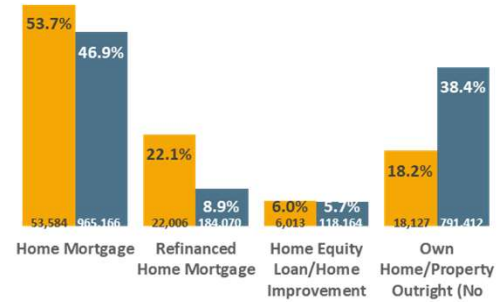
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 82

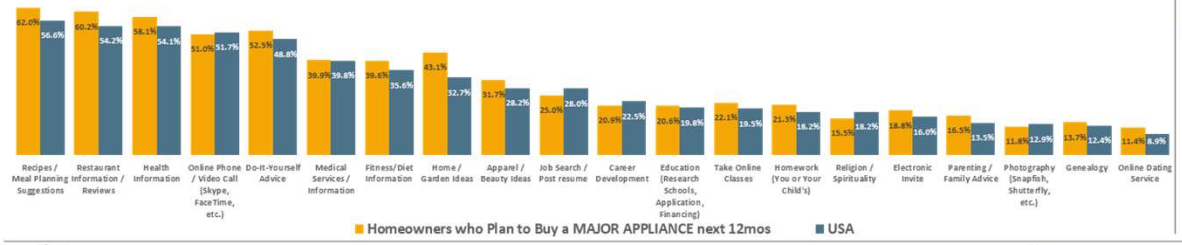
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

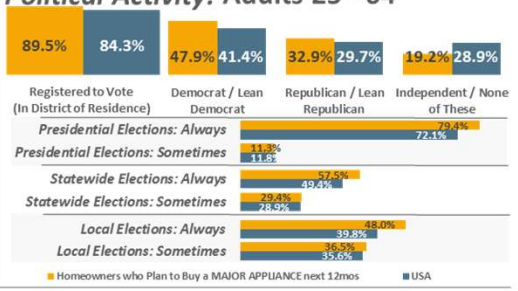
Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

4.4% or 7,558,904 of USA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos. Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 7.6% more likely to look up D-I-Y advice online, 20.7% more likely to always vote in local elections, 2.5% more likely to belong to a gym, 13.8% more likely to fly domestic past yr

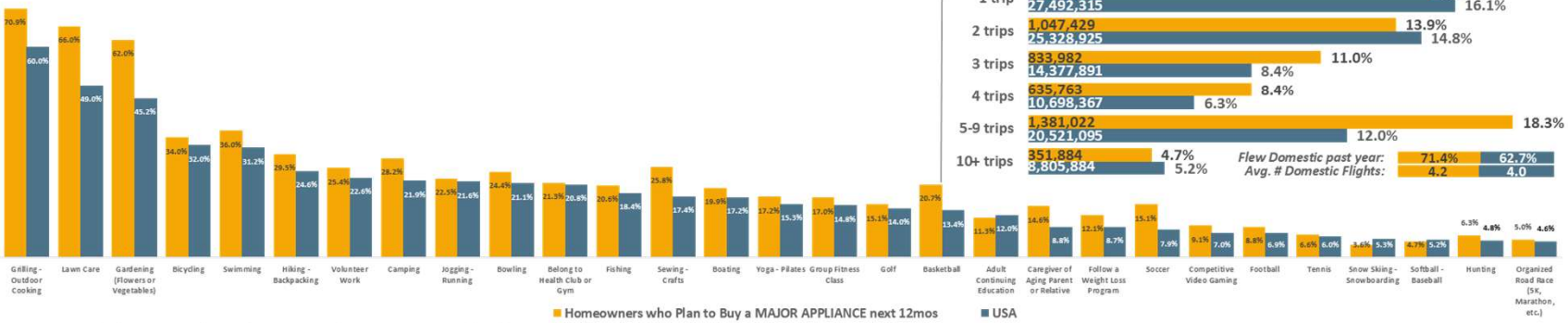
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



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



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

USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,081

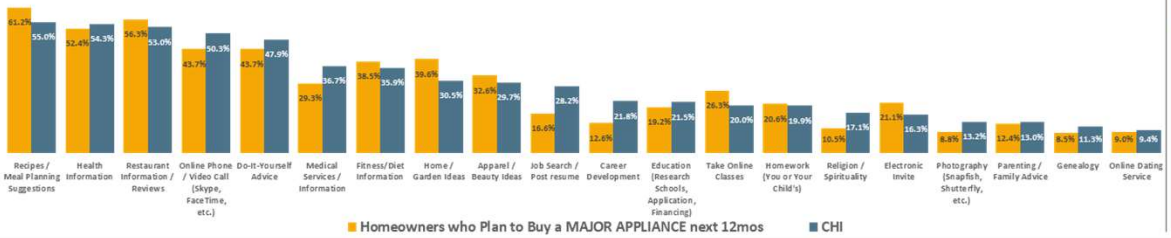
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

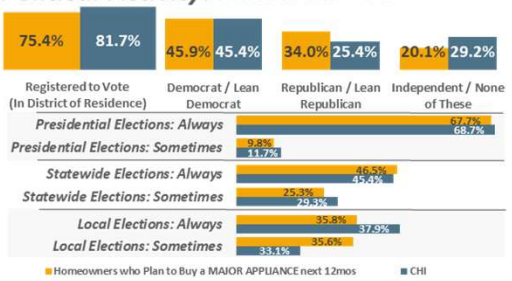
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

4.6% or 229,262 of CHI DMA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next… Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 8.7% less likely to look up D-I-Y advice online, 5.4% less likely to always vote in local elections, 32.5% less likely to belong to a gym, 22.6% more likely to fly domestic past yr

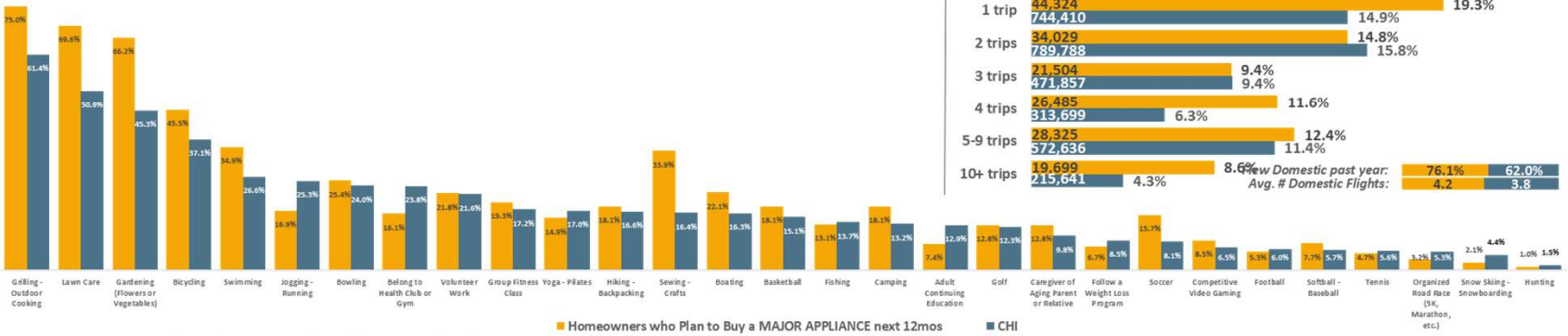
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



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



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

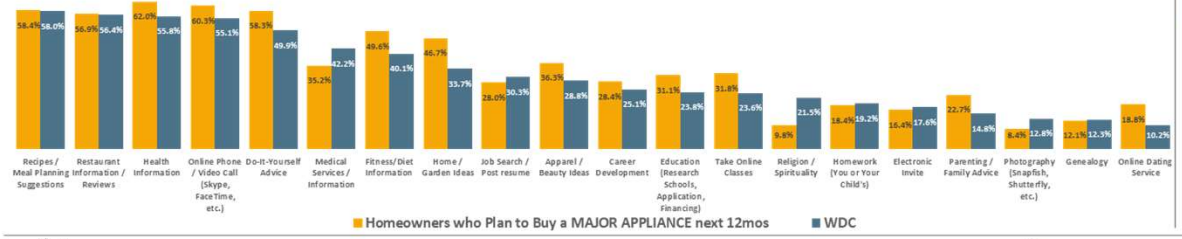
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 160

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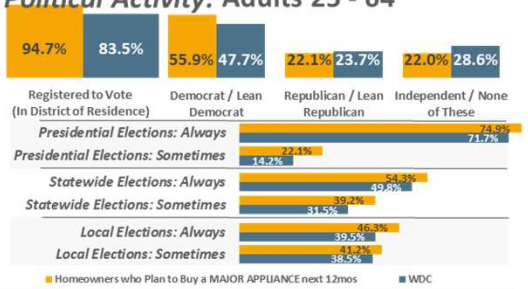
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

4.7% or 182,262 of WDC DMA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next… Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 16.7% more likely to look up D-I-Y advice online, 17.1% more likely to always vote in local elections, 23.2% less likely to belong to a gym, 7.7% less likely to fly domestic past y

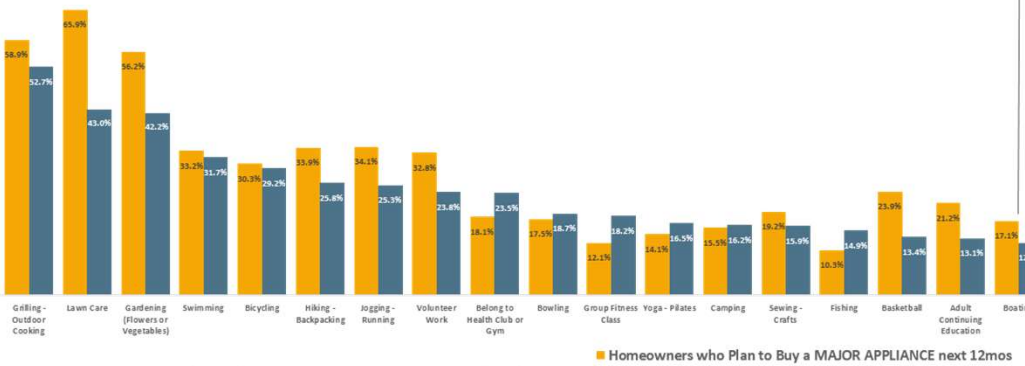
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



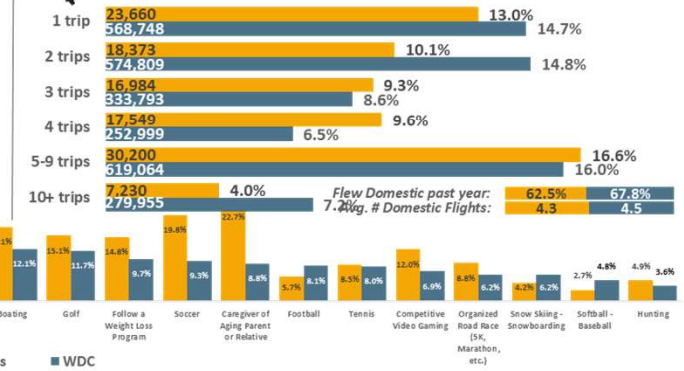
Political Activity: Adults 25 - 64



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



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



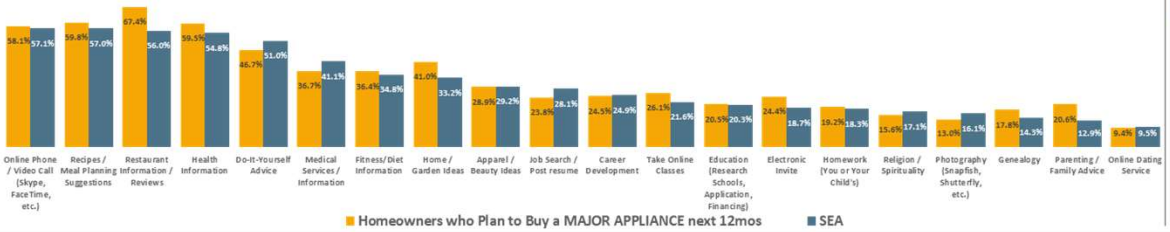
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 267

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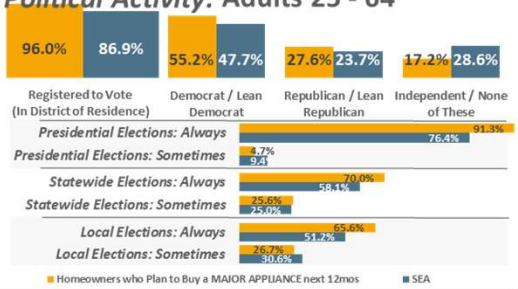
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

5.5% or 166,683 of SEA DMA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next… Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 8.4% less likely to look up D-I-Y advice online, 28.2% more likely to always vote in local elections, 33.1% more likely to belong to a gym, 13.4% more likely to fly domestic past y

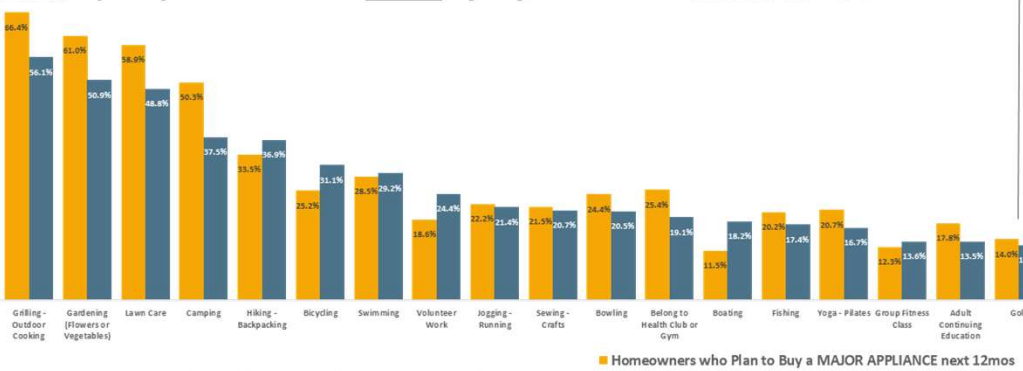
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



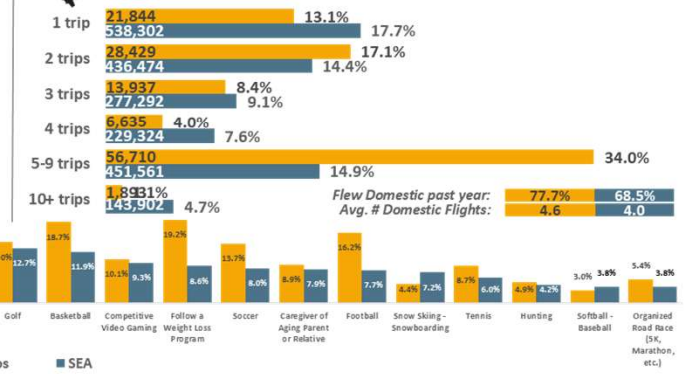
Political Activity: Adults 25 - 64



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

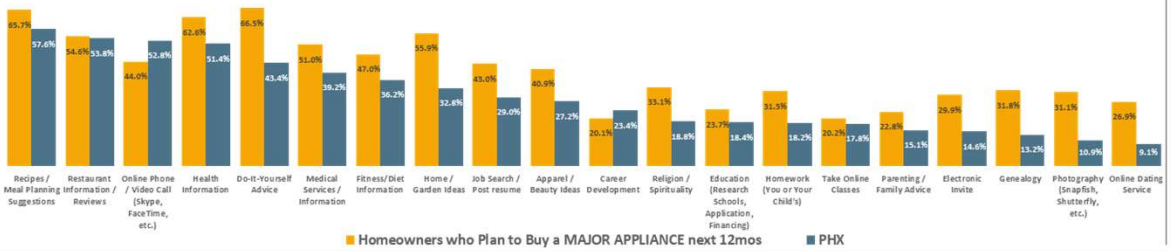
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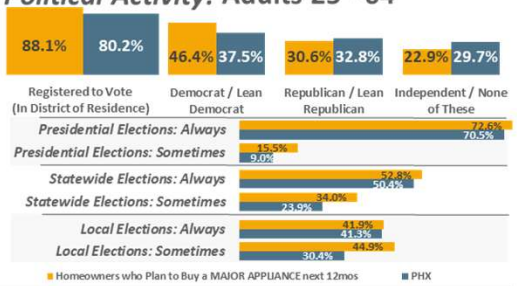
Whirlpool · KitchenAid · JENNAIR · MAYTAG · AMANA · PHX

2.9% or 86,237 of PHX DMA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos. Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 53.% more likely to look up D-I-Y advice online, 1.3% more likely to always vote in local elections, 115.7% more likely to belong to a gym, 17.7% more likely to fly domestic past y

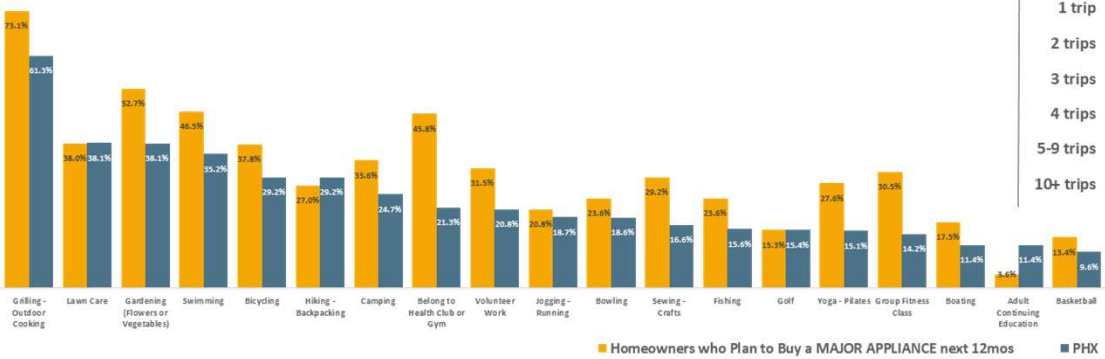
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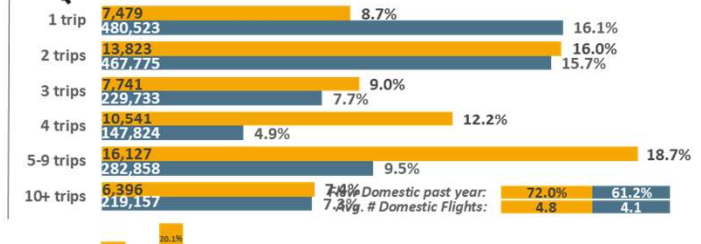
Political Activity: Adults 25 - 64



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 82

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Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

4.4% or 7,558,904 of USA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos. Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 4.2% more likely to use QSRs past mo., 15.2% more likely to use Sit-Down Restaurants past mo., 1.5% more likely to use Casinos past yr., 5.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



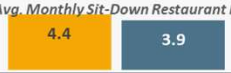
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

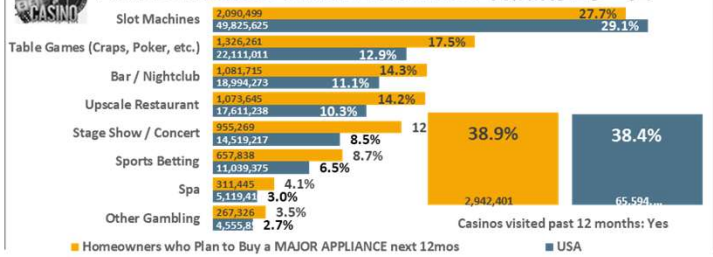


Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,081

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA — CHI

4.6% or 229,262 of CHI DMA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos. Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 7.% more likely to use QSRs past mo., 22.5% more likely to use Sit-Down Restaurants past mo., 9.2% less likely to use Casinos past yr., 39.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 96.5% 221,212 | 90.2% 4,515,945

Avg. Monthly QSR Meals: 8.2 | 6.6

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



Total Monthly Sit-Down Restaurant Users: 91.1% 208,955 | 74.4% 3,726,646

Avg. Monthly Sit-Down Restaurant Meals: 4.4 | 4.1

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

Homeowners who Plan to Buy a MAJOR APPLIANCE... 71,208 31.1%

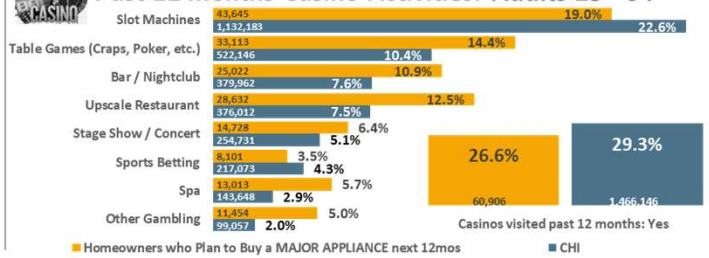
CHI 1,320,409 26.4%

Drank Past 30-days: Adults 25 - 64



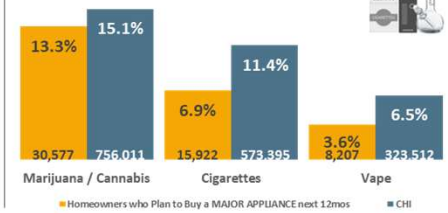
Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64





CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 160

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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA — WDC

4.7% or 182,262 of WDC DMA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos. Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 12.3% less likely to use QSRs past mo., 1.9% less likely to use Sit-Down Restaurants past mo., 29.5% less likely to use Casinos past yr., 43.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 75.7% 137,935 | 86.3% 3,346,634

Avg. Monthly QSR Meals: 6.9 | 6.2

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



Total Monthly Sit-Down Restaurant Users: 73.2% 133,376 | 74.6% 2,892,028

Avg. Monthly Sit-Down Restaurant Meals: 3.9 | 3.9

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

Homeowners who Plan to Buy a MAJOR APPLIANCE... 46,115 25.3%

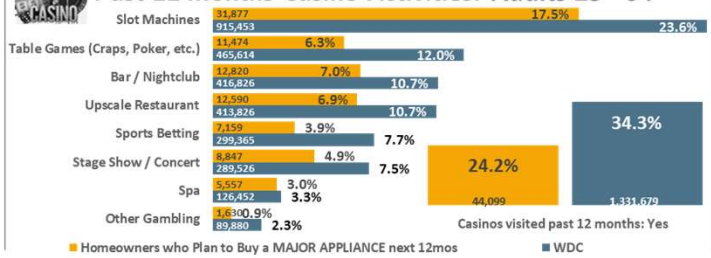
WDC 1,055,051 27.2%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 267

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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA SEA

5.5% or 166,683 of SEA DMA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos. Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 8.7% more likely to use QSRs past mo., 17.7% more likely to use Sit-Down Restaurants past mo., 22.% more likely to use Casinos past yr., 20.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64

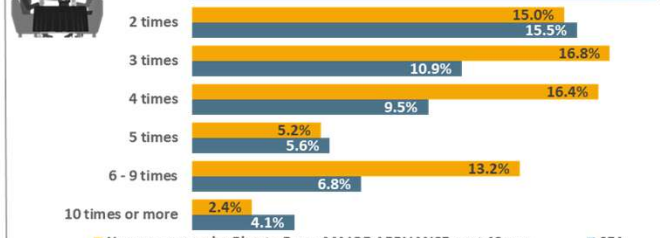


Total Monthly QSR Users: 89.9% 149,804 | 82.7% 2,507,367

Avg. Monthly QSR Meals: 6.1 | 5.5

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





Total Monthly Sit-Down Restaurant Users: 83.8% 139,599 | 71.1% 2,157,538

Avg. Monthly Sit-Down Restaurant Meals: 3.8 | 3.7

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

Homeowners who Plan to Buy a MAJOR APPLIANCE... 44,038 26.4%

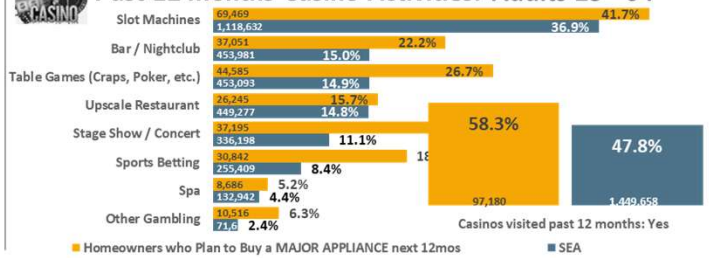
SEA 697,582 23.0%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA **PHX**

2.9% or 86,237 of PHX DMA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos. Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 9.9% more likely to use QSRs past mo., 9.6% more likely to use Sit-Down Restaurants past mo., 10.6% more likely to use Casinos past yr., 2.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 96.0% 82,795 | 87.3% 2,609,709

Avg. Monthly QSR Meals: 9.6 | 7.1

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



Total Monthly Sit-Down Restaurant Users: 79.9% 68,880 | 72.9% 2,177,274

Avg. Monthly Sit-Down Restaurant Meals: 6.0 | 4.3

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

Homeowners who Plan to Buy a MAJOR APPLIANCE... 31,174 36.1%

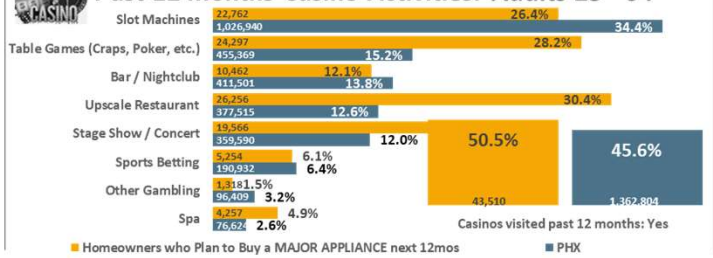
PHX 570,968 19.1%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 82

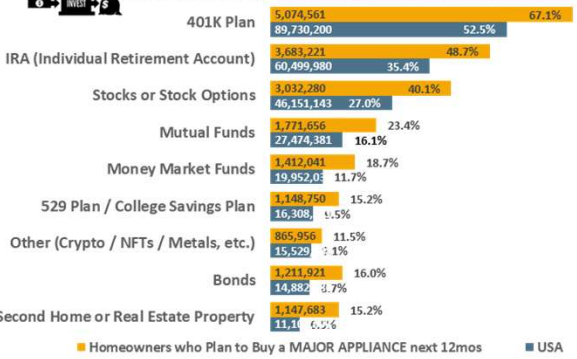
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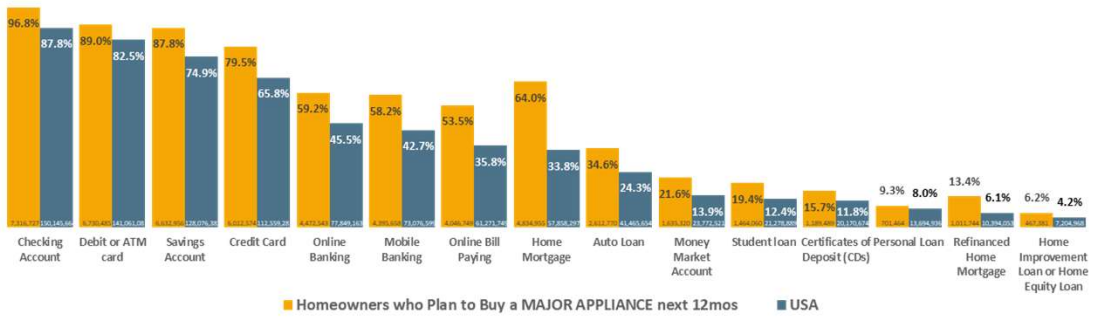
Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

4.4% or 7,558,904 of USA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos. Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 27.9% more likely to have a 401K, 42.5% more likely to have an Auto Loan, 68.3% more likely to Invest/Trade Stocks Online, 11.2% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 64



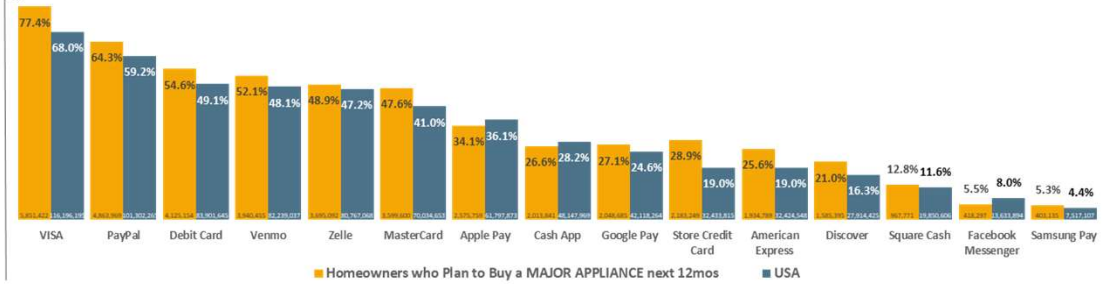
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,081

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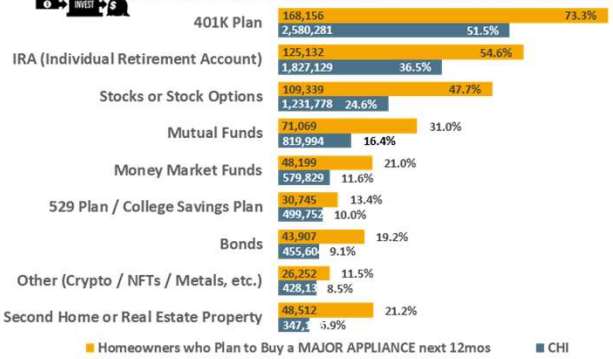
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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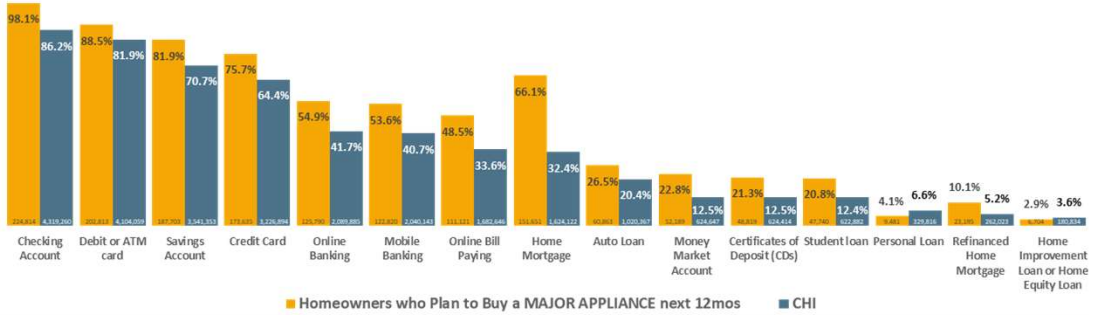
Whirlpool · KitchenAid · JENNAIR · MAYTAG · AMANA — CHI

4.6% or 229,262 of CHI DMA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next… Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 42.4% more likely to have a 401K, 30.3% more likely to have an Auto Loan, 123.3% more likely to Invest/Trade Stocks Online, .9% more likely to pay with their Debit Card.

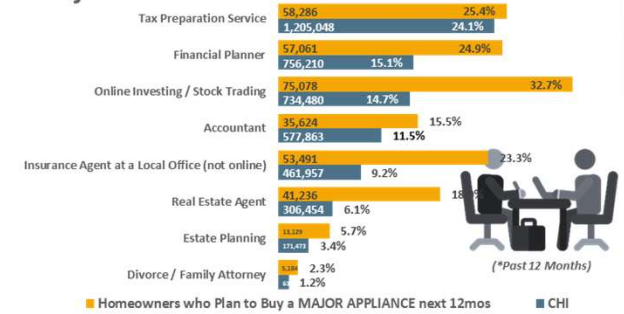
Investments Owned: Adults 25 - 64



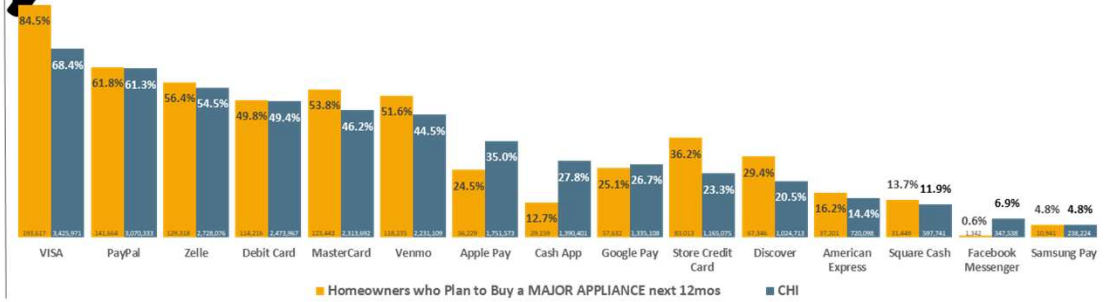
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



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



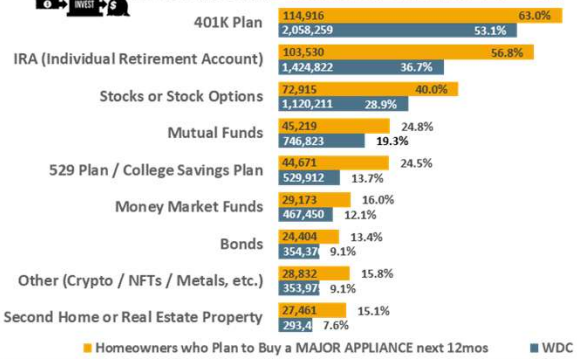
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 160

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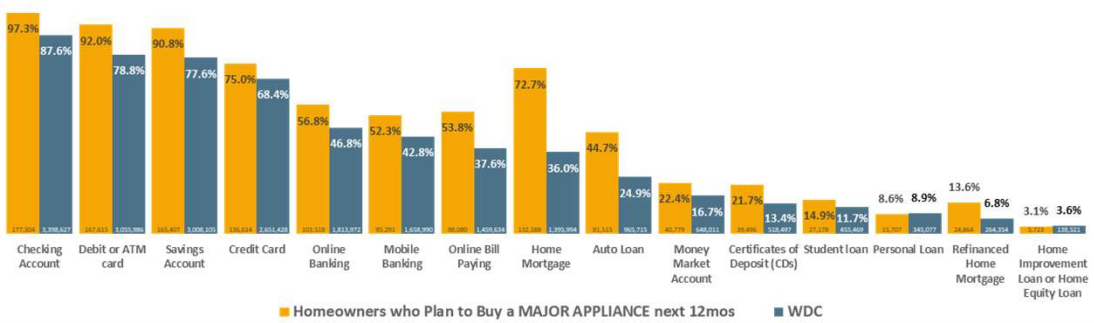
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Investments Owned: Adults 25 - 64



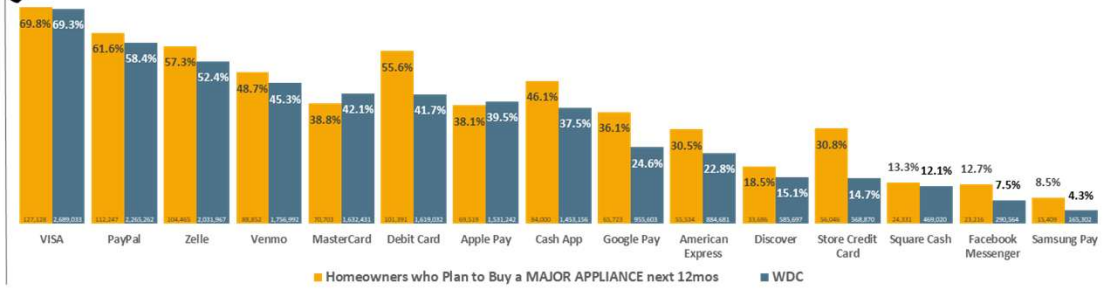
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



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



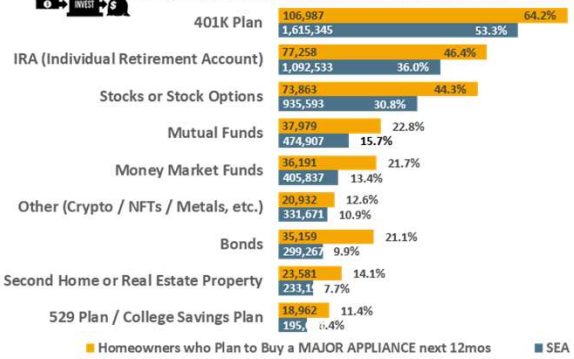
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 267

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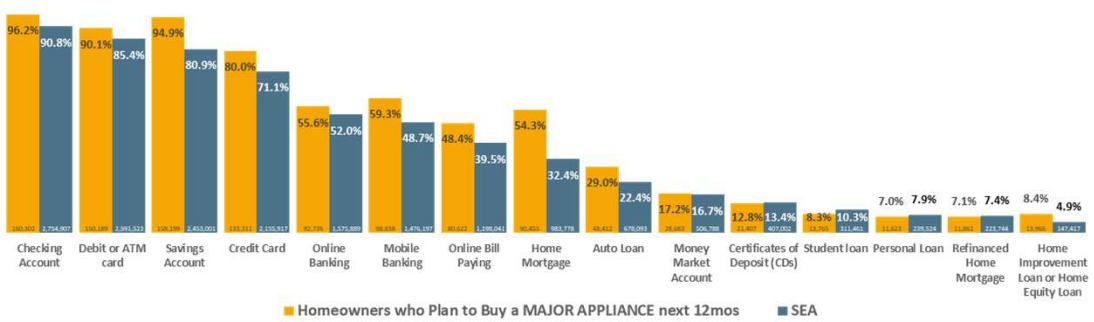
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Investments Owned: Adults 25 - 64



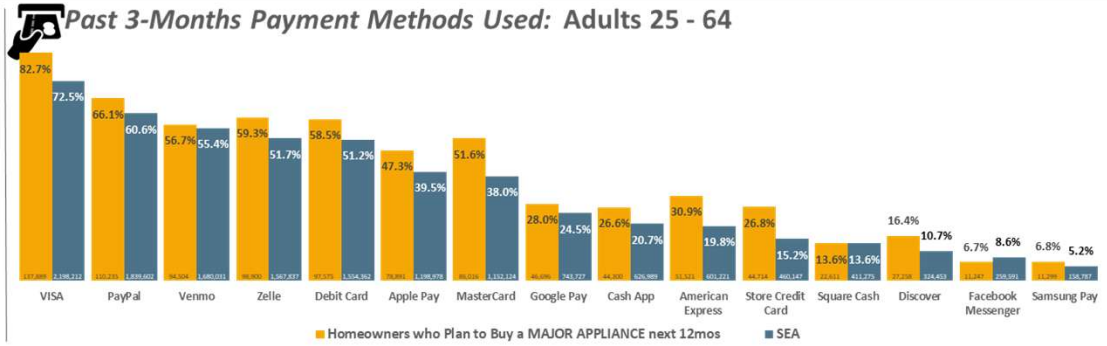
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used*: Adults 25 - 64



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

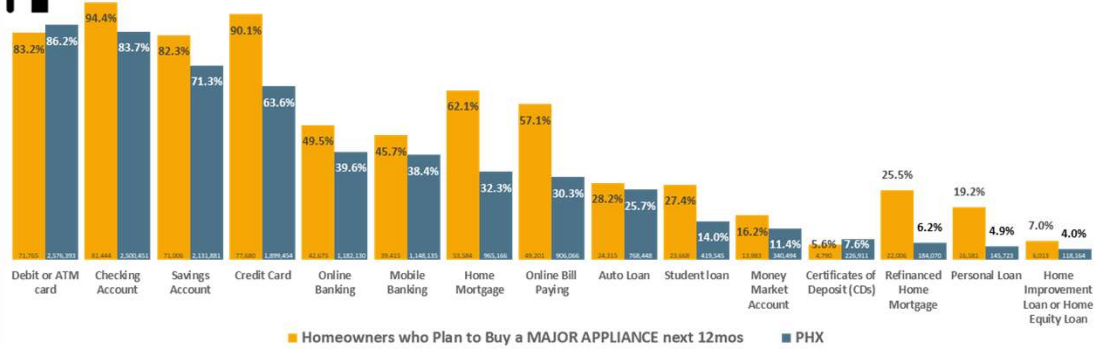
Whirlpool KitchenAid JENNAIR MAYTAG AMANA **PHX**

2.9% or 86,237 of PHX DMA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos. Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 4.2% less likely to have a 401K, 9.6% more likely to have an Auto Loan, 11.% less likely to Invest/Trade Stocks Online, 5.3% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 64



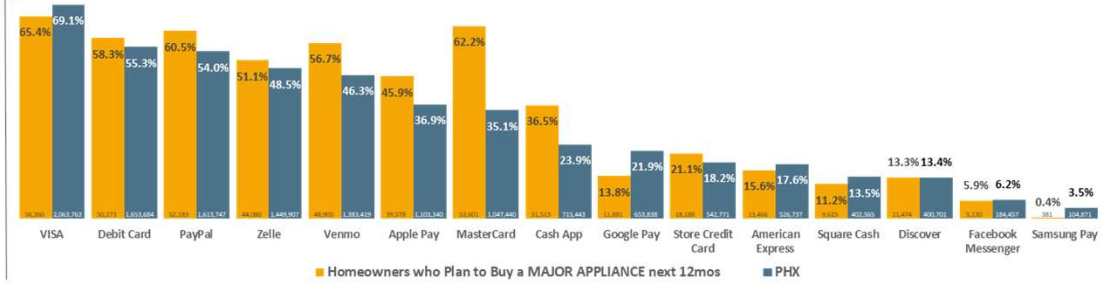
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



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



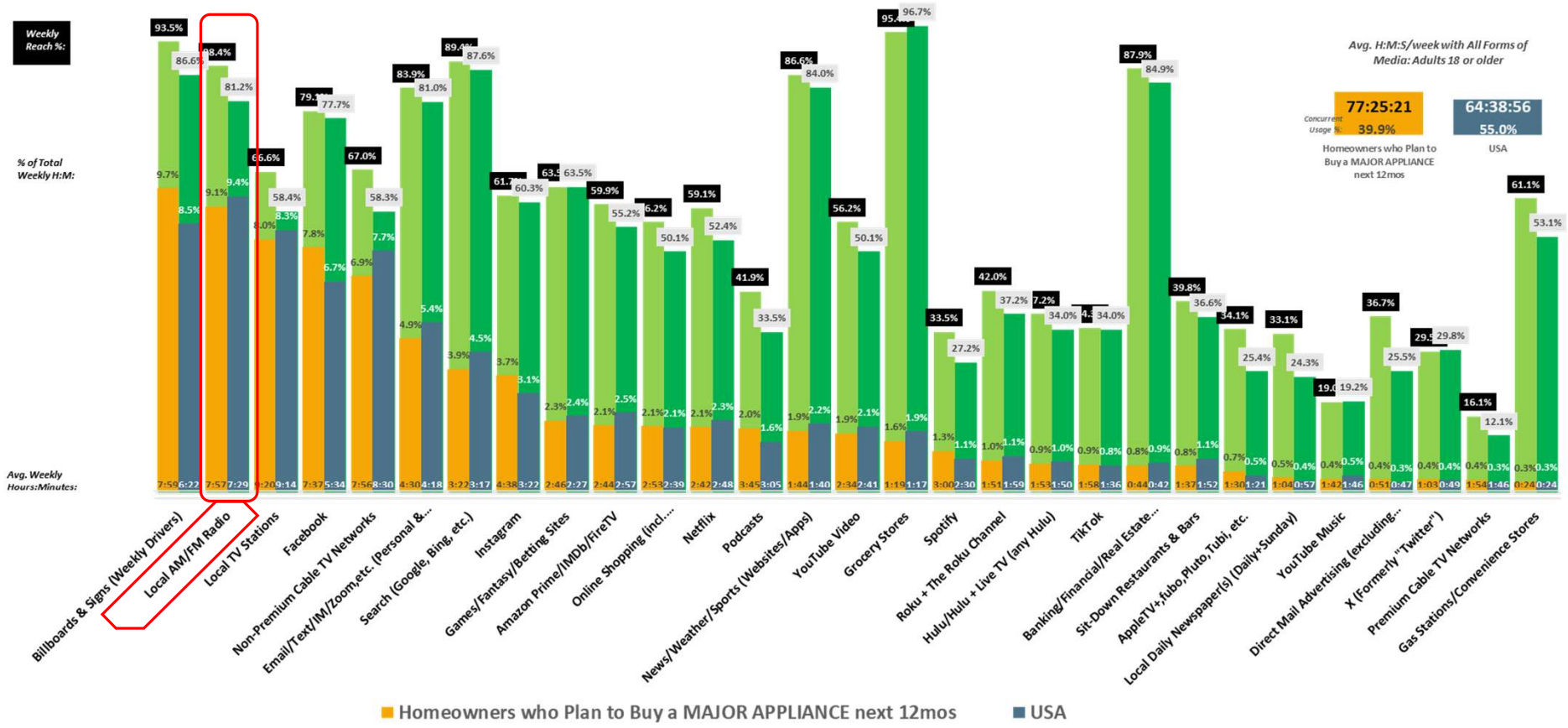
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 3 days, 5 hours, 25 minutes and 21 seconds each week with All Forms of Media.

88.4% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an avg. of 7 hours and 57 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,081 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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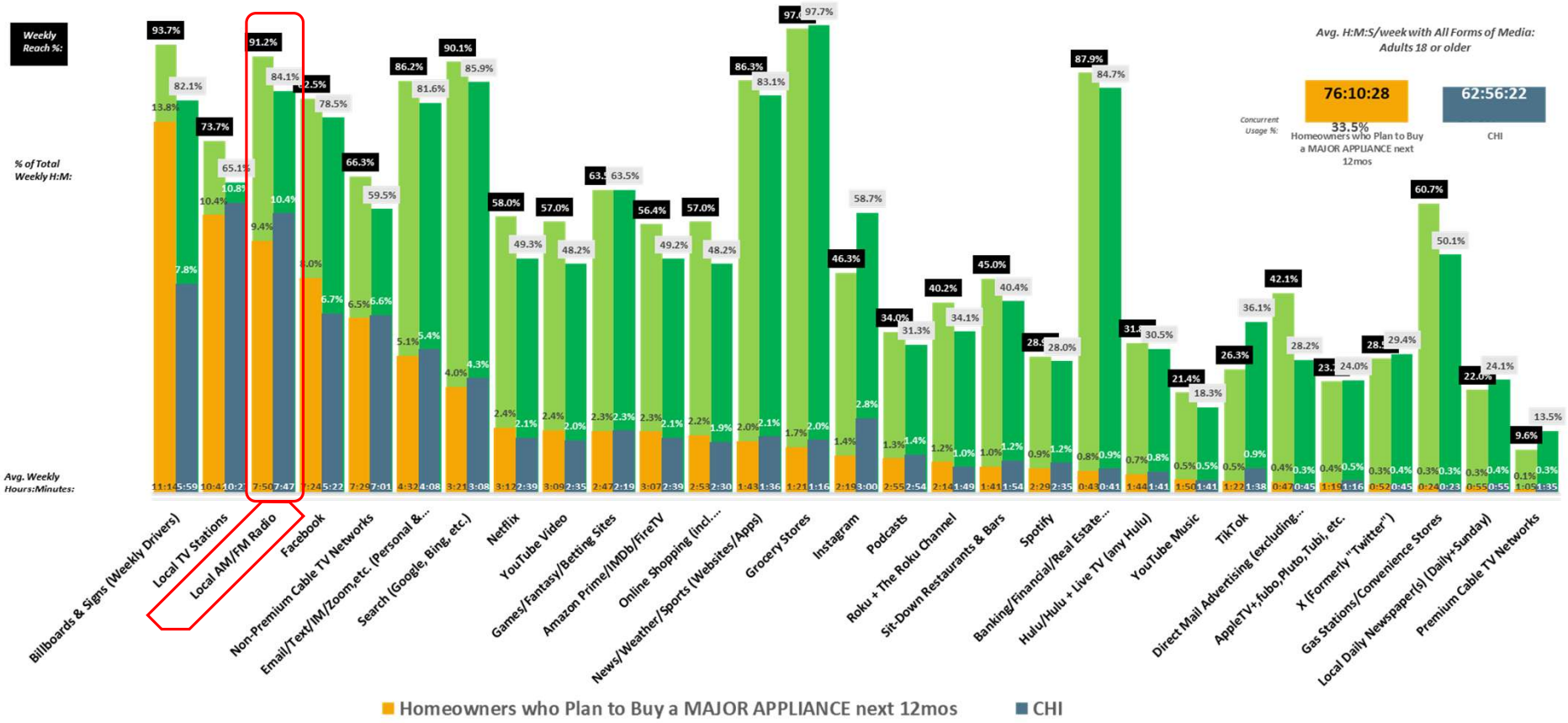
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA — CHI

Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 3 days, 4 hours, 10 minutes and 28 seconds each week with All Forms of Media.

91.2% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an avg. of 7 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.

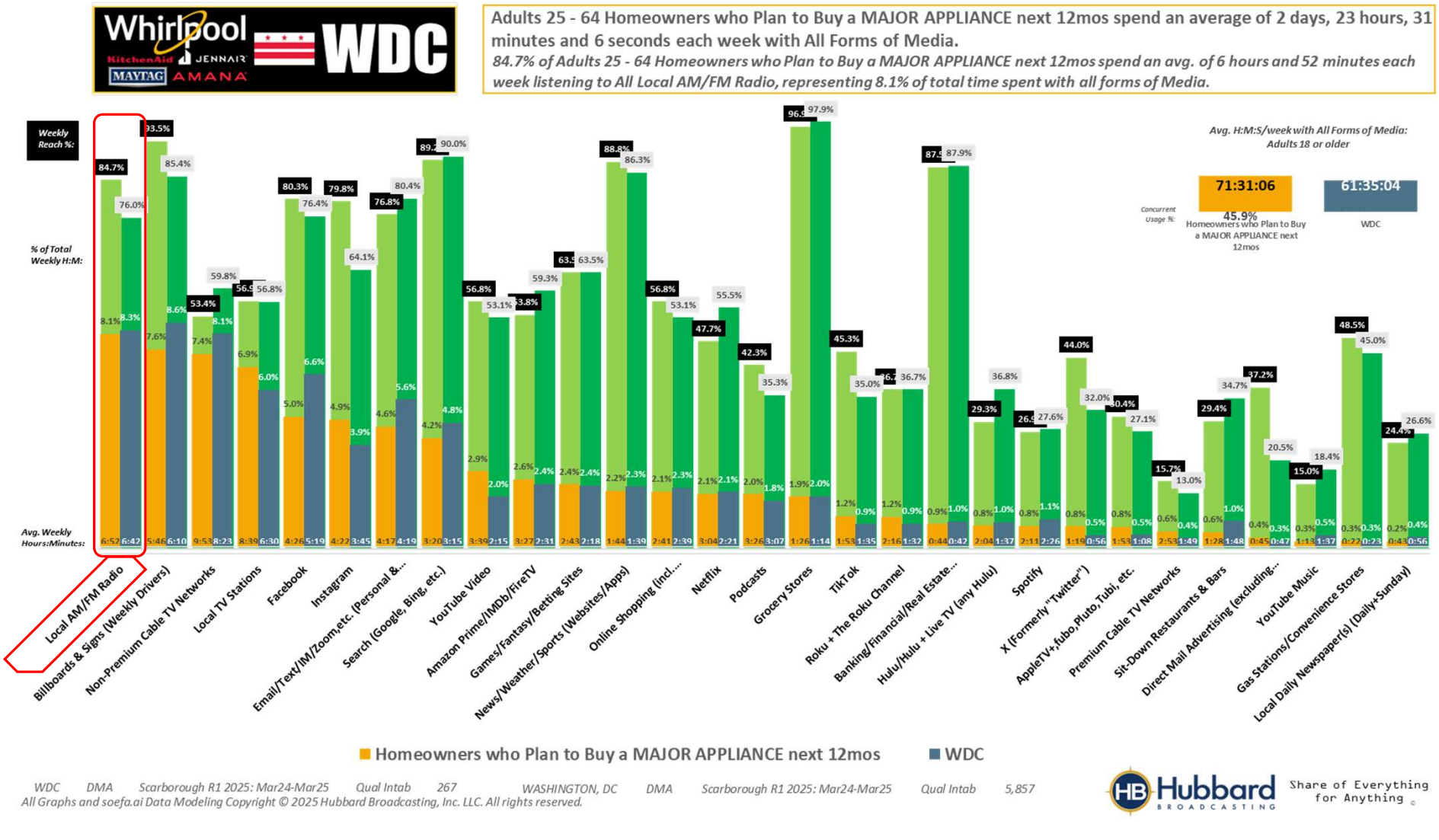


CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 160 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 267 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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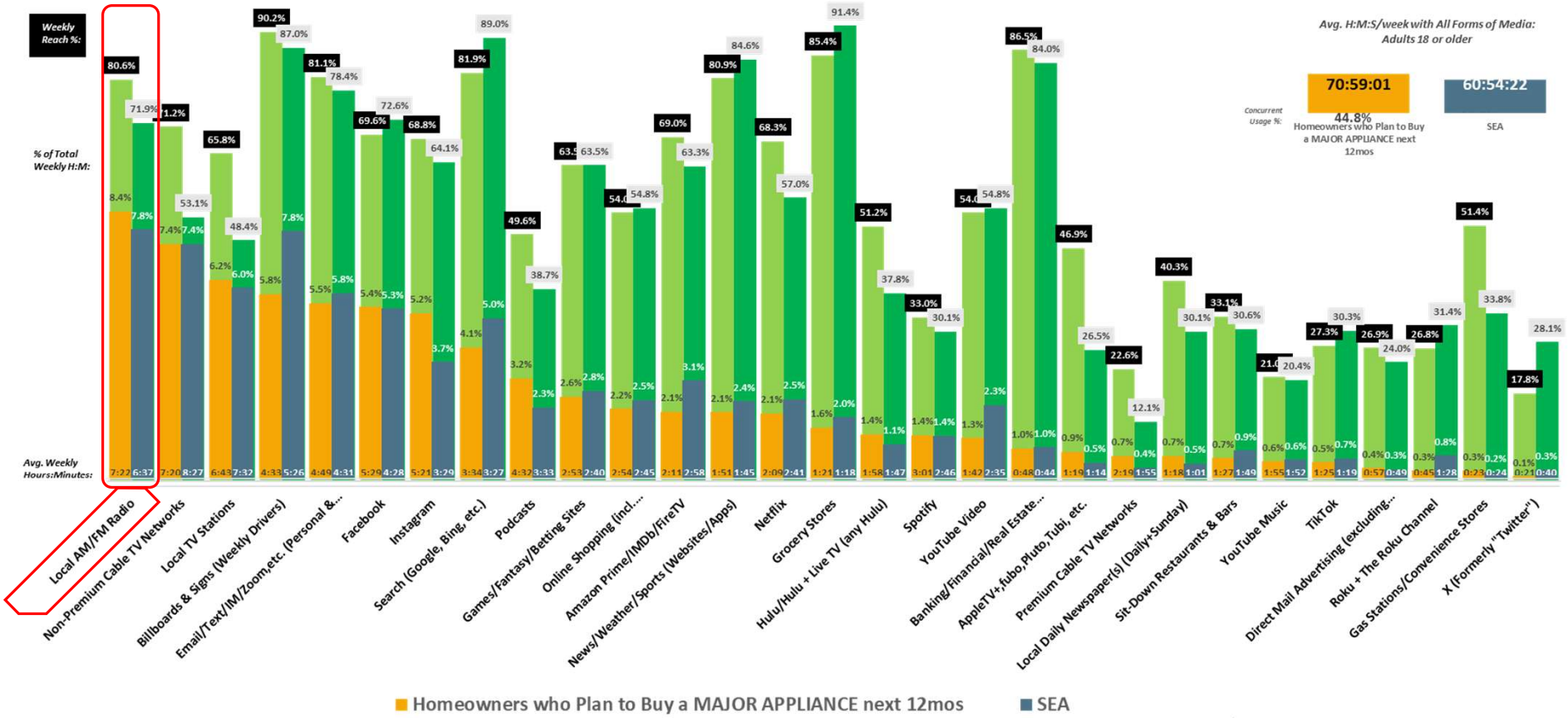
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA SEA

Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 2 days, 22 hours, 59 minutes and 1 seconds each week with All Forms of Media.

80.6% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an avg. of 7 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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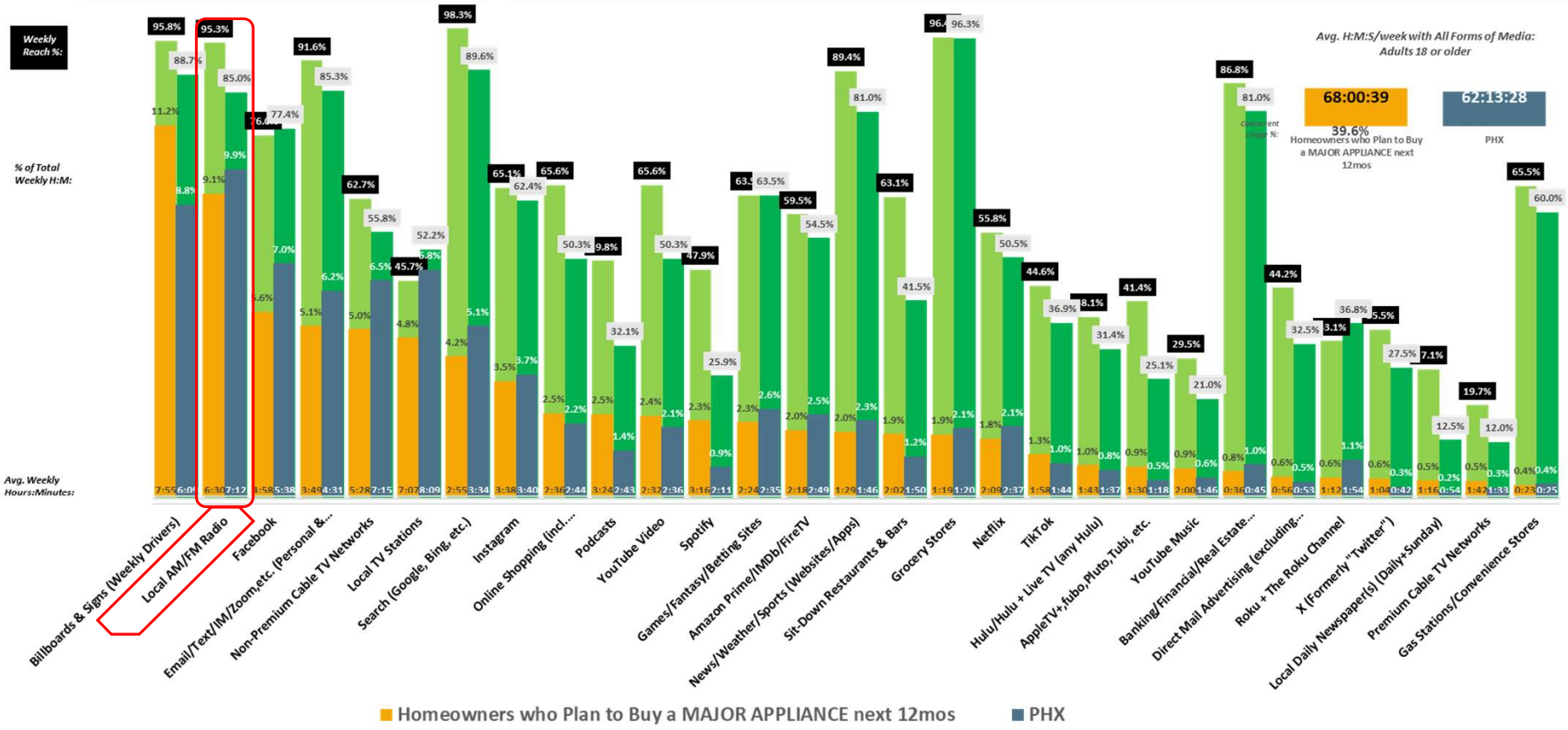
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA PHX

Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 2 days, 20 hours, 0 minutes and 39 seconds each week with All Forms of Media.

95.3% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an avg. of 6 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 82 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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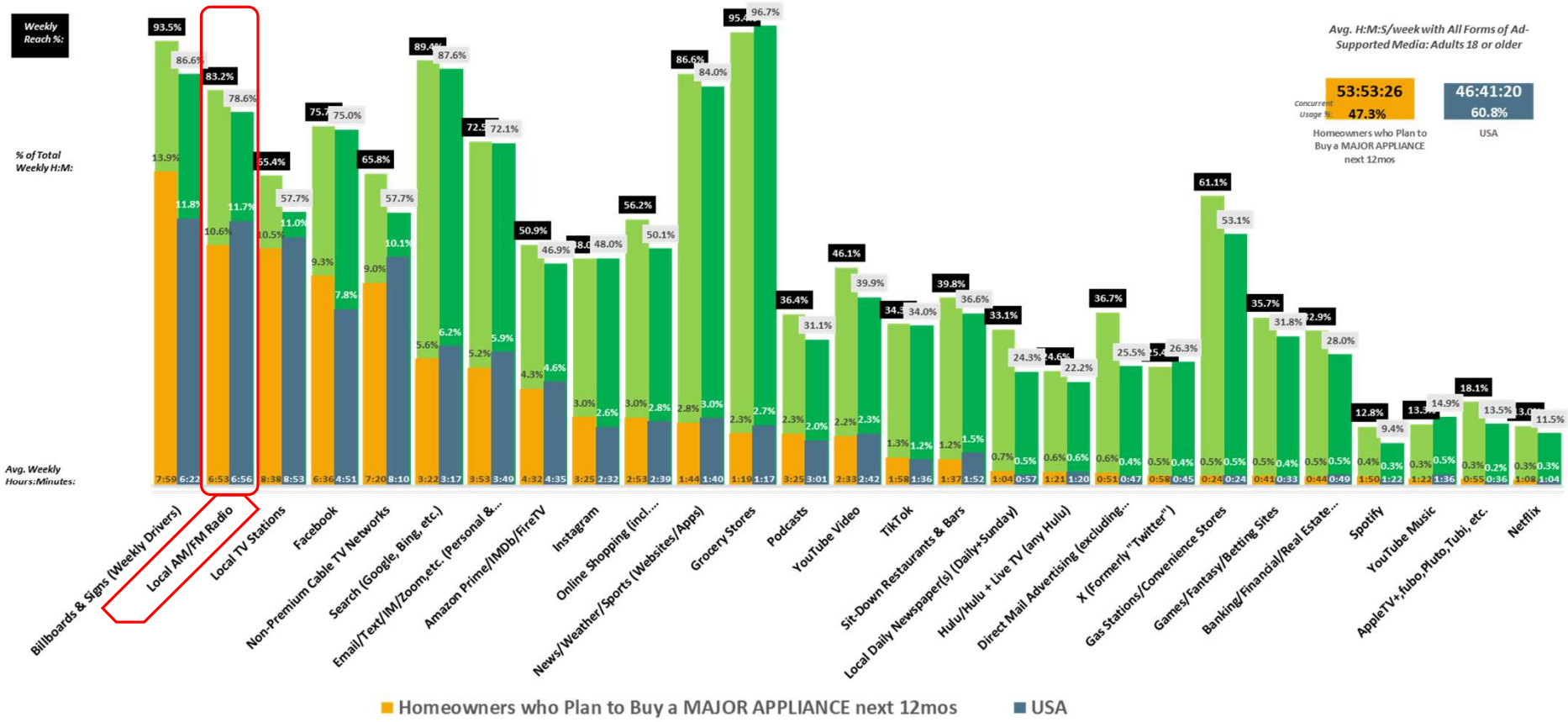
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool · KitchenAid · JENNAIR · MAYTAG · AMANA · USA

Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 2 days, 5 hours, 53 minutes and 26 seconds each week with All Forms of Ad-Supported Media.

83.2% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an avg. of 6 hours and 53 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.



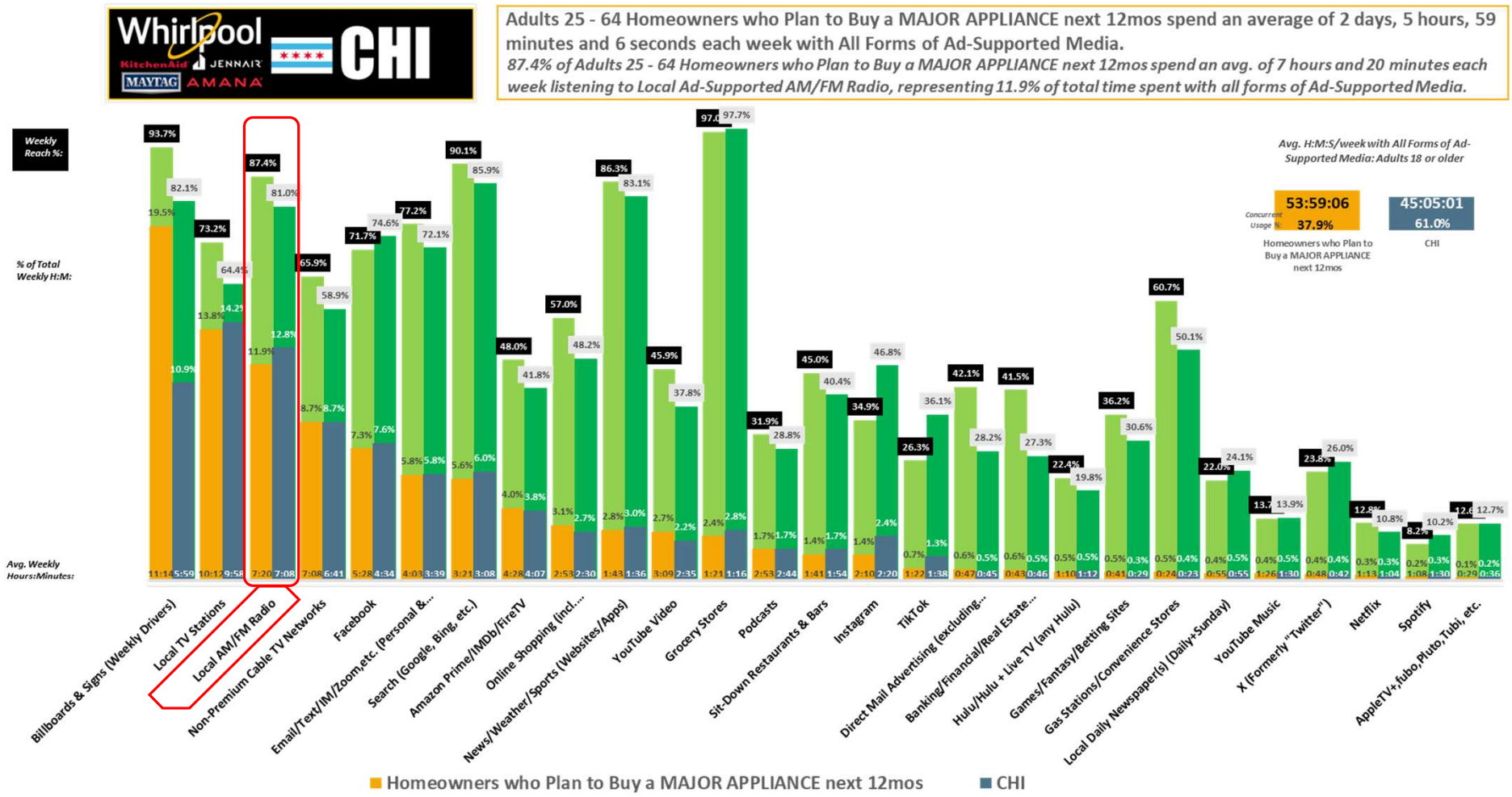
USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,081

USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 160 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

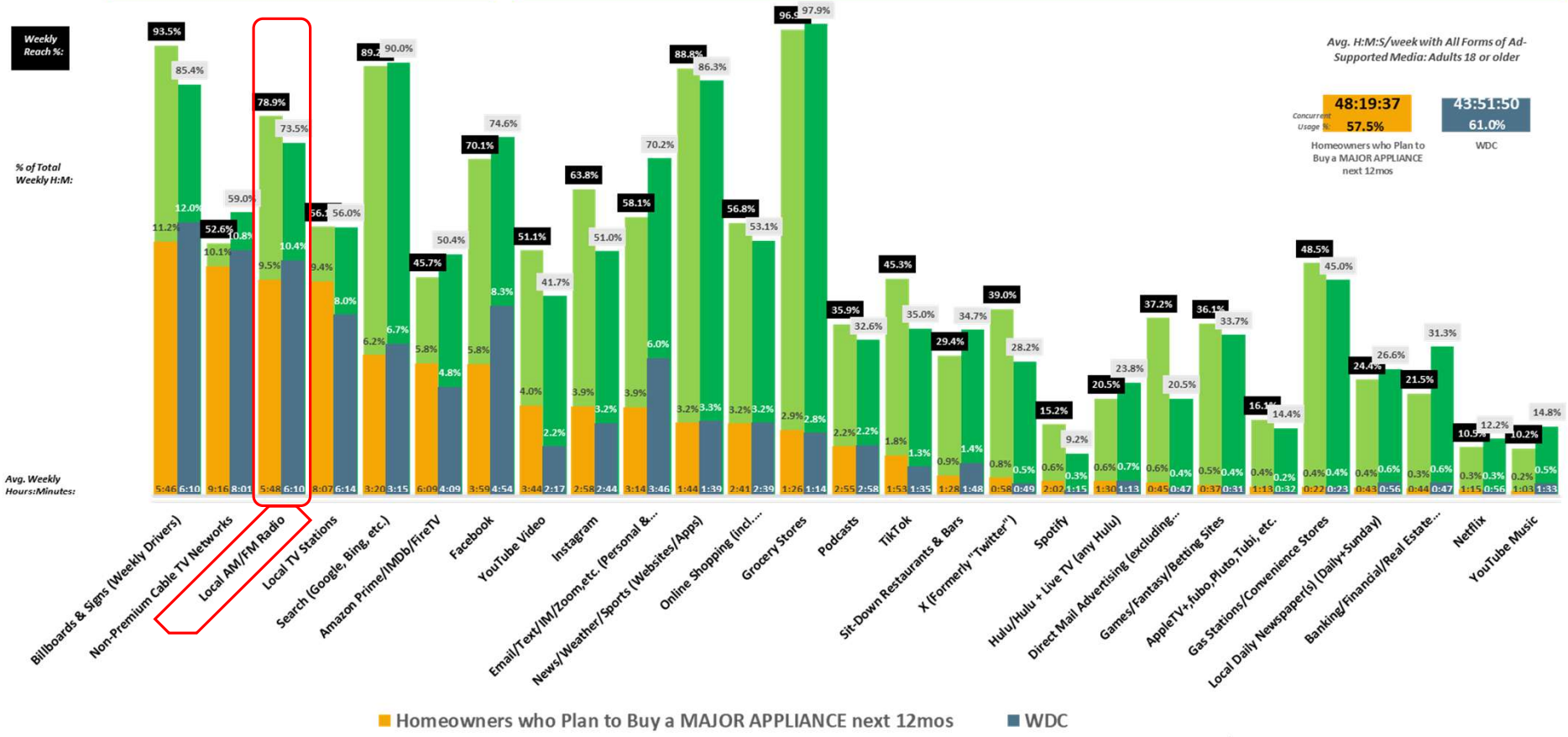
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 2 days, 0 hours, 19 minutes and 37 seconds each week with All Forms of Ad-Supported Media.

78.9% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an avg. of 5 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported Media.



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 267 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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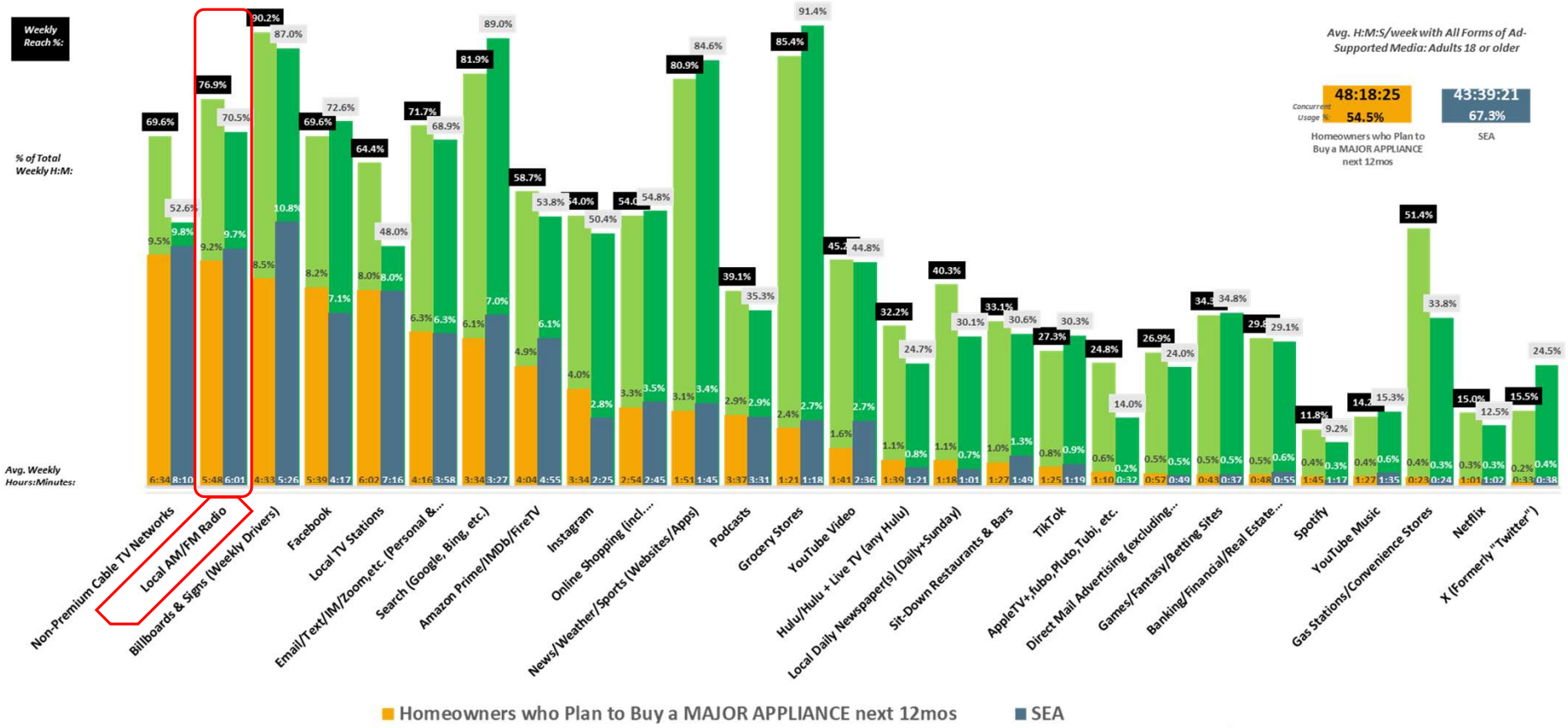
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA SEA

Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 2 days, 0 hours, 18 minutes and 25 seconds each week with All Forms of Ad-Supported Media.

76.9% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an avg. of 5 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.2% of total time spent with all forms of Ad-Supported Media.

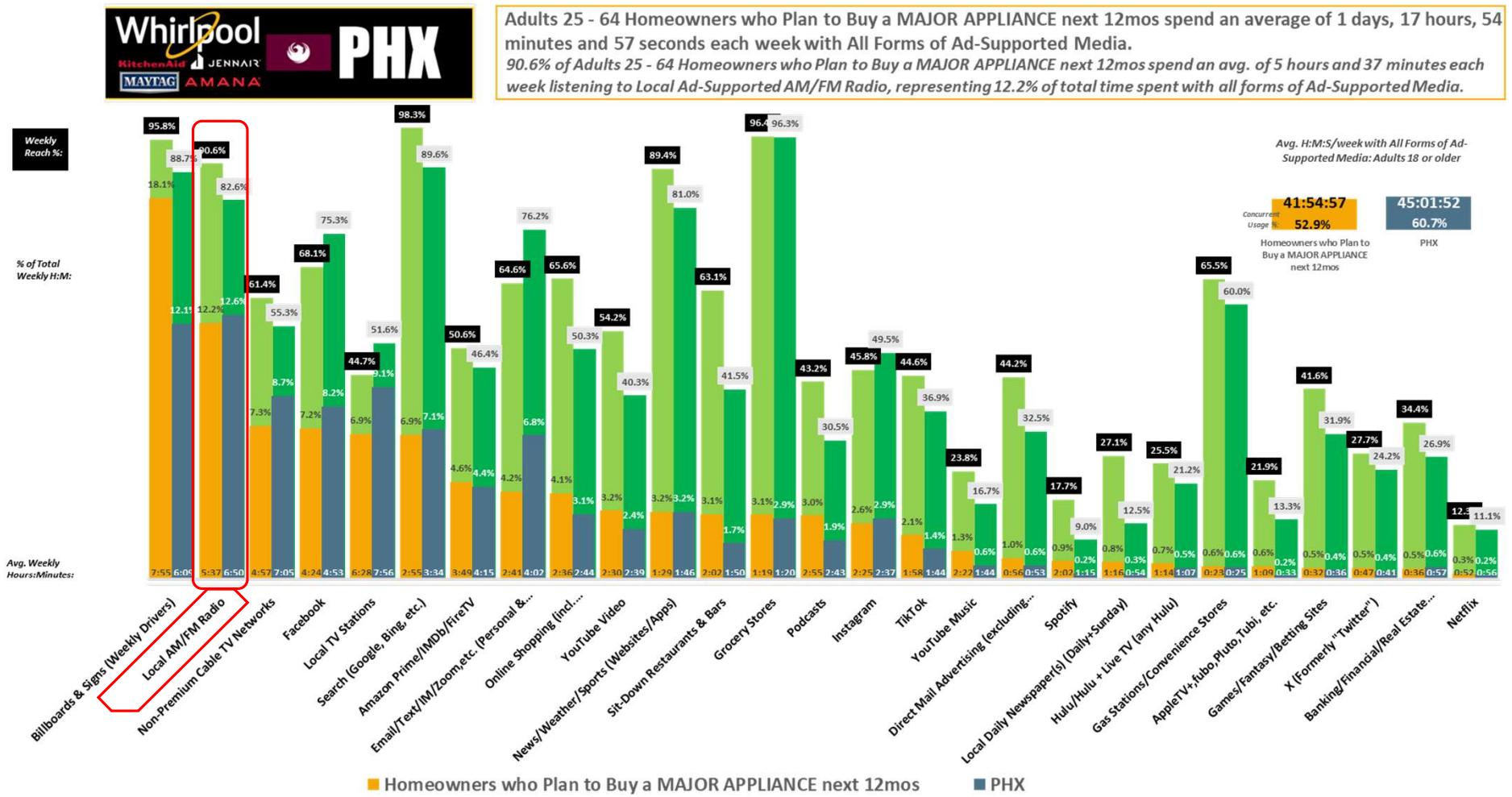


SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 82 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

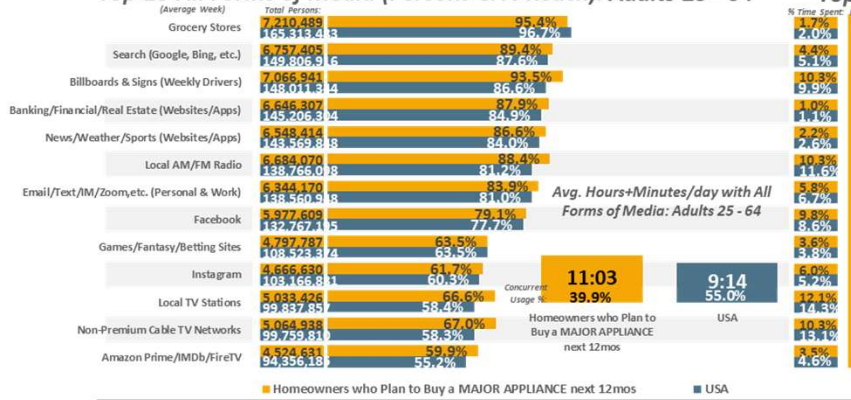
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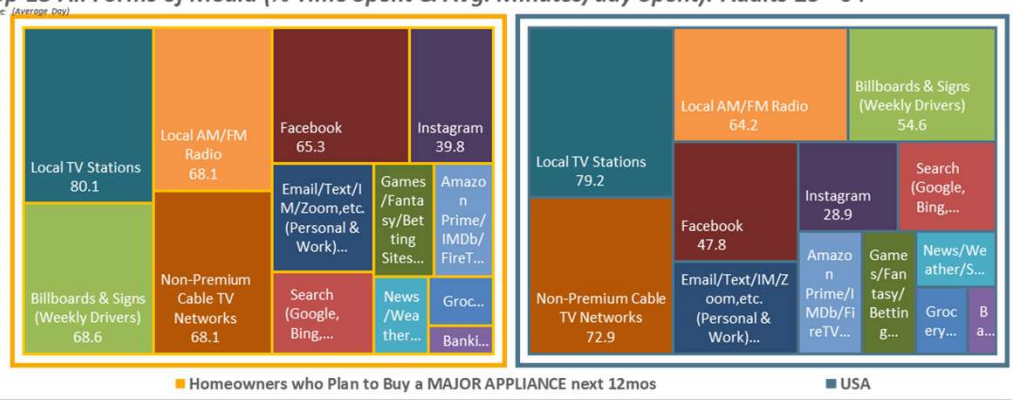
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 7 hours and 41 minutes each day with All Forms of Ad-Supported Media. 83.2% listen to Local AM/FM Radio for an avg. of 59. minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

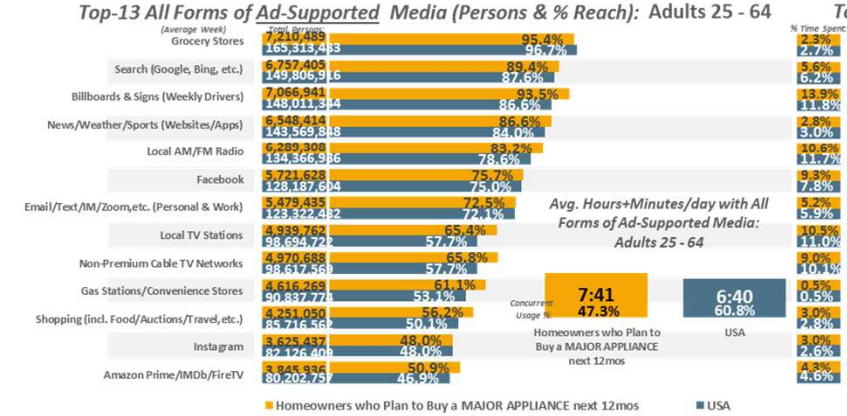
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



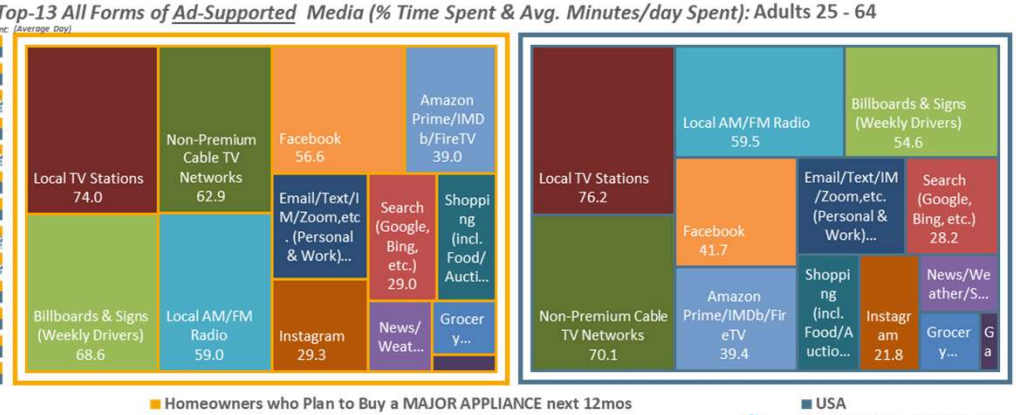
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



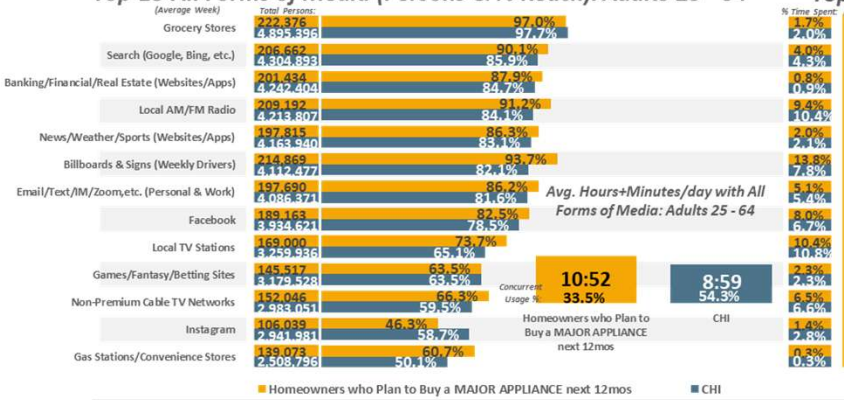
USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,081
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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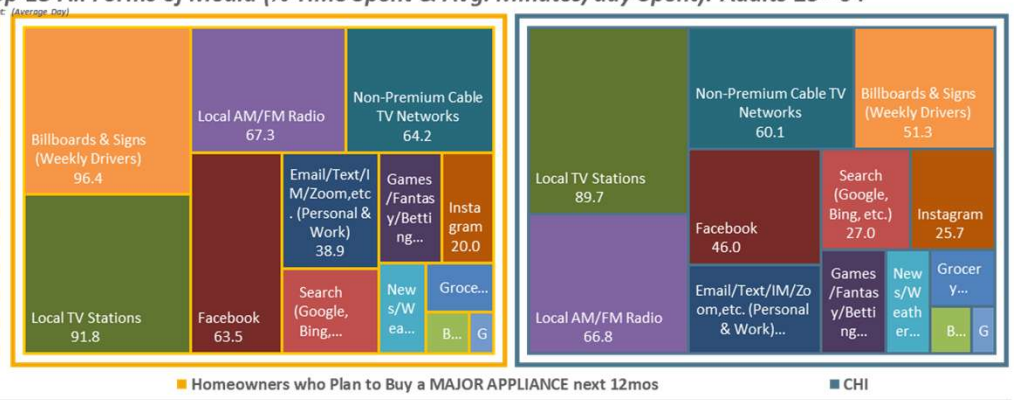
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 7 hours and 42 minutes each day with All Forms of Ad-Supported Media. 87.4% listen to Local AM/FM Radio for an avg. of 62.9 minutes/day. *(Local Radio delivers 11.9% of Time with Ad-Supported Media.)*

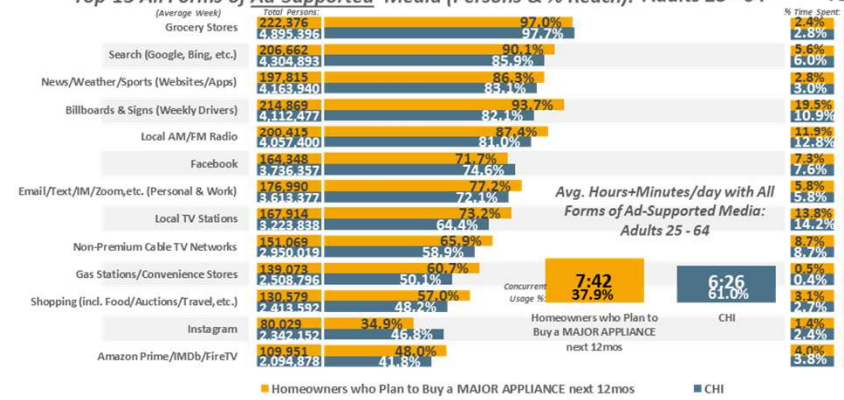
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



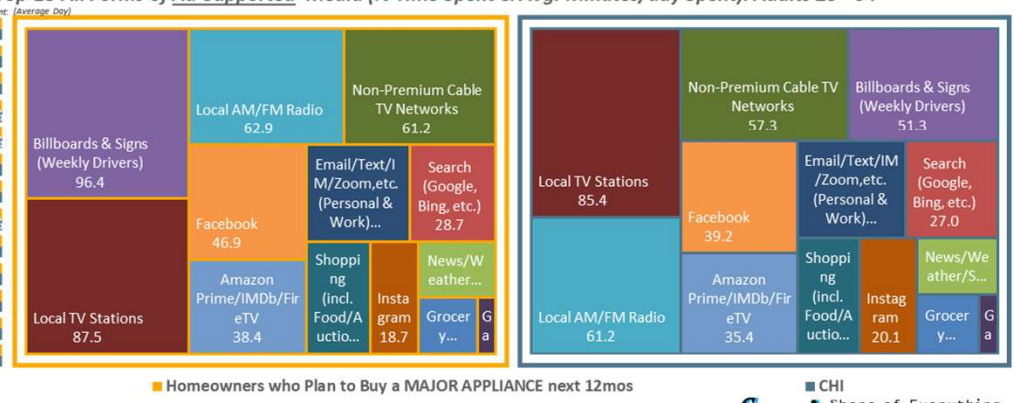
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 160

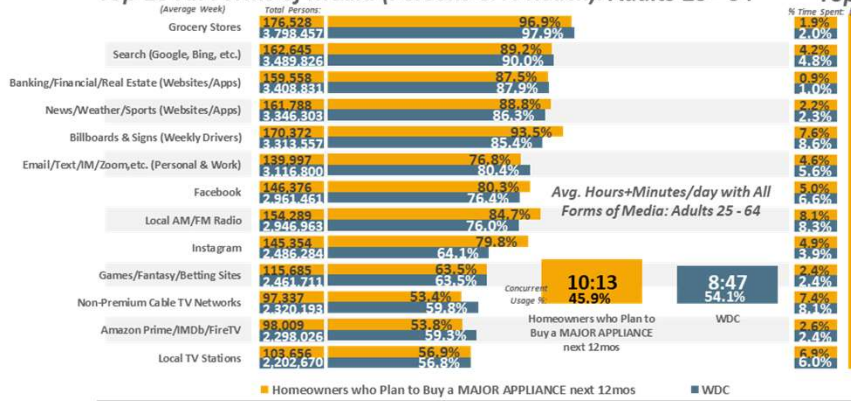
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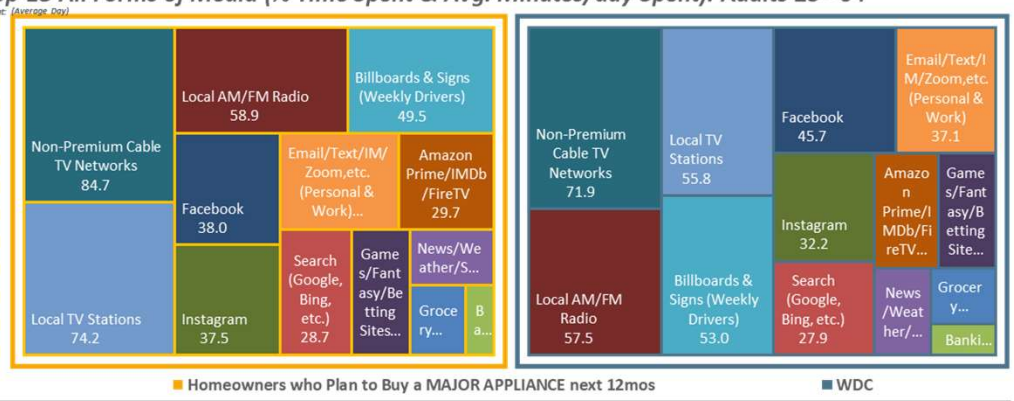
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 6 hours and 54 minutes each day with All Forms of Ad-Supported Media. 78.9% listen to Local AM/FM Radio for an avg. of 49.9 minutes/day. *(Local Radio delivers 9.5% of Time with Ad-Supported Media.)*

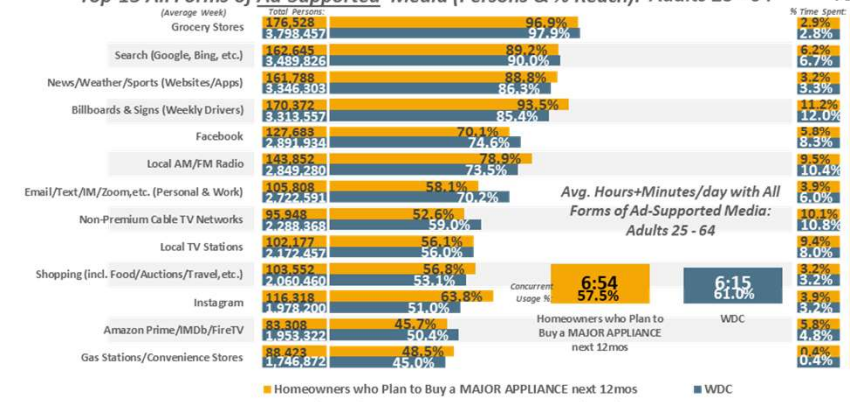
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



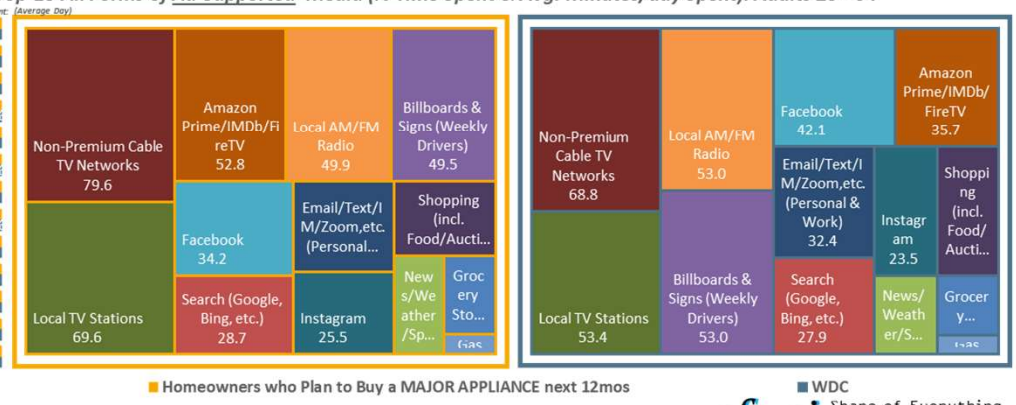
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 267

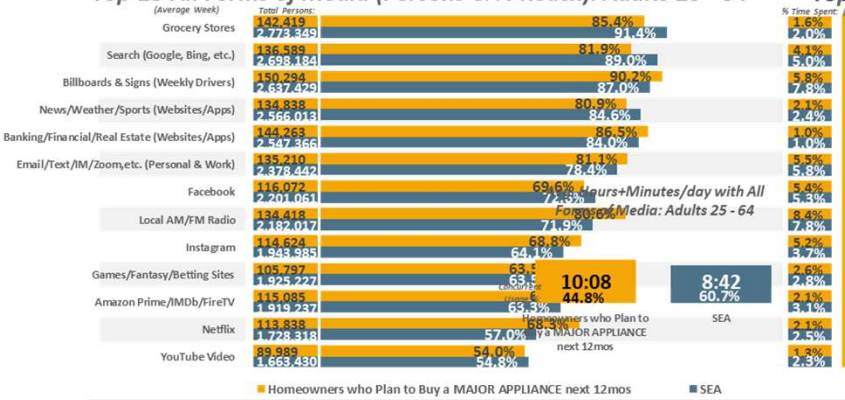
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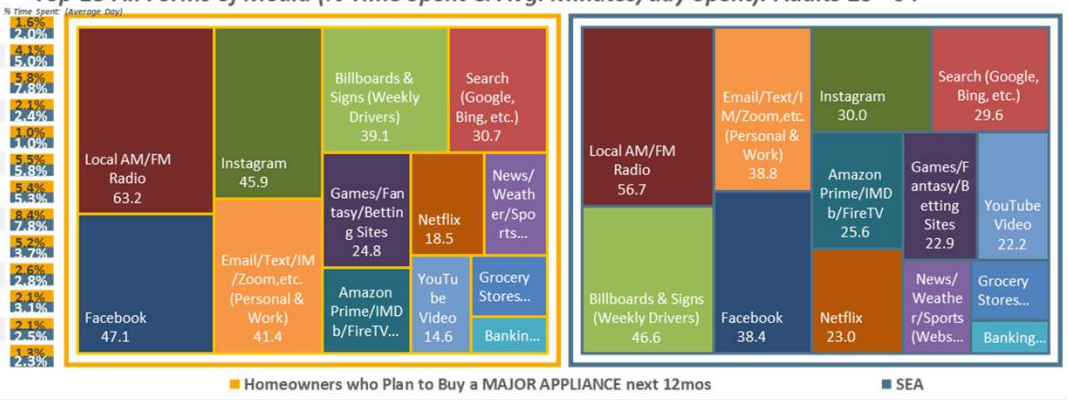
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Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 6 hours and 54 minutes each day with All Forms of Ad-Supported Media. 76.9% listen to Local AM/FM Radio for an avg. of 49.8 minutes/day. *(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

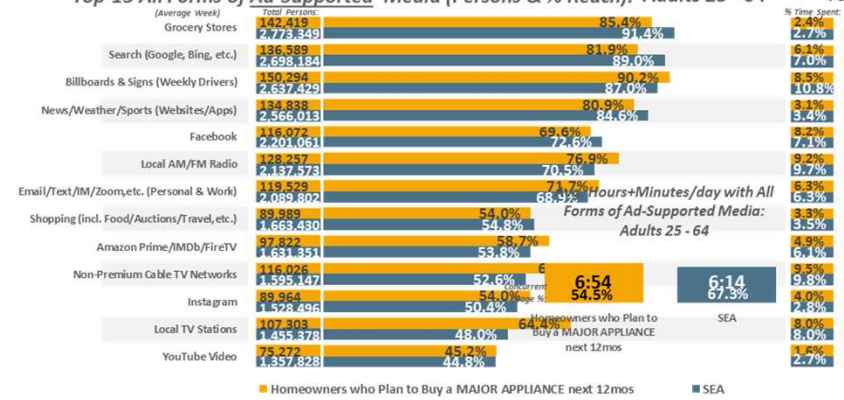
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



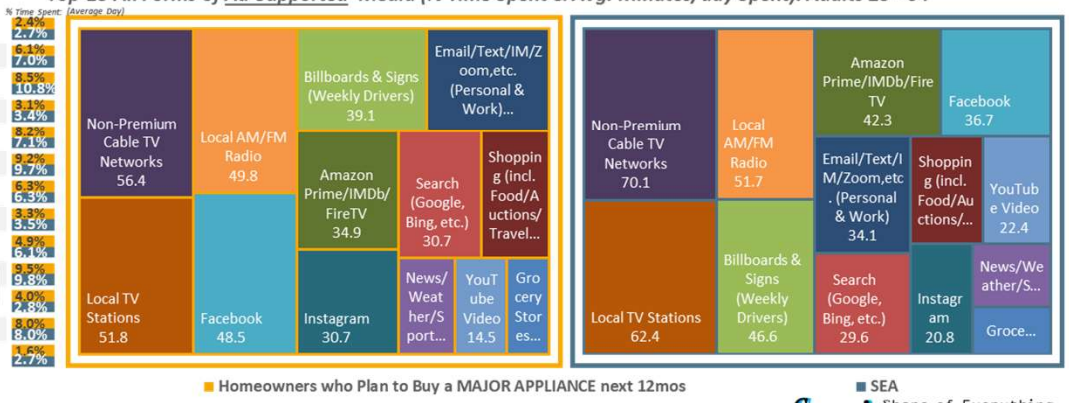
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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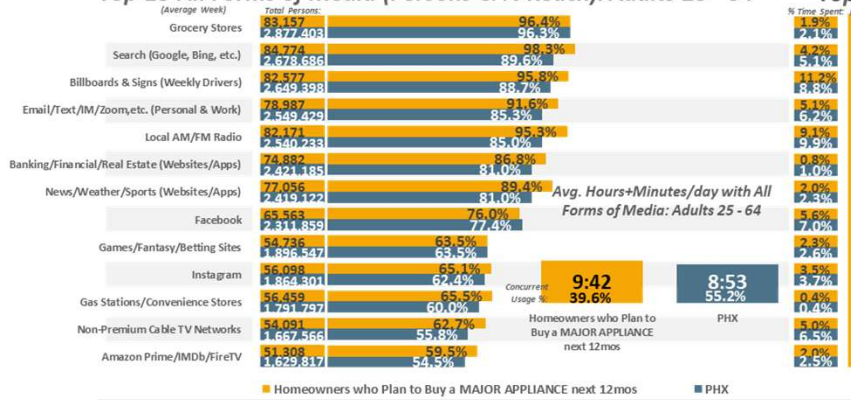
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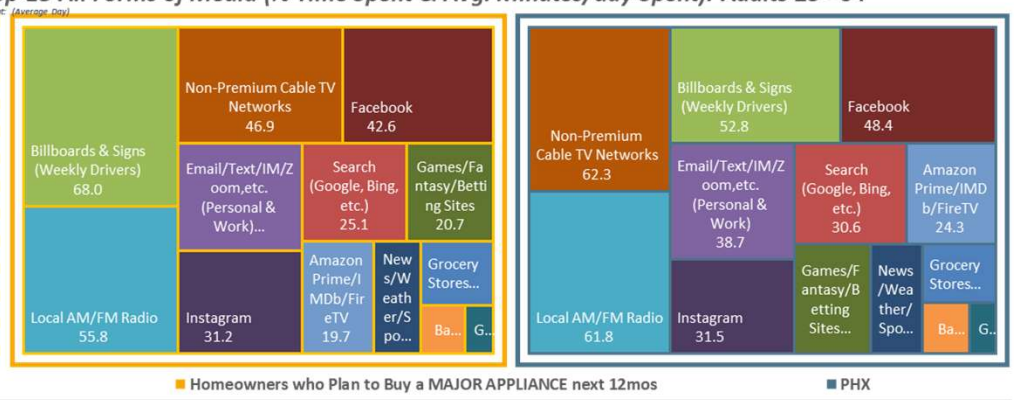
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Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 5 hours and 59 minutes each day with All Forms of Ad-Supported Media. 90.6% listen to Local AM/FM Radio for an avg. of 48.3 minutes/day. *(Local Radio delivers 12.2% of Time with Ad-Supported Media.)*

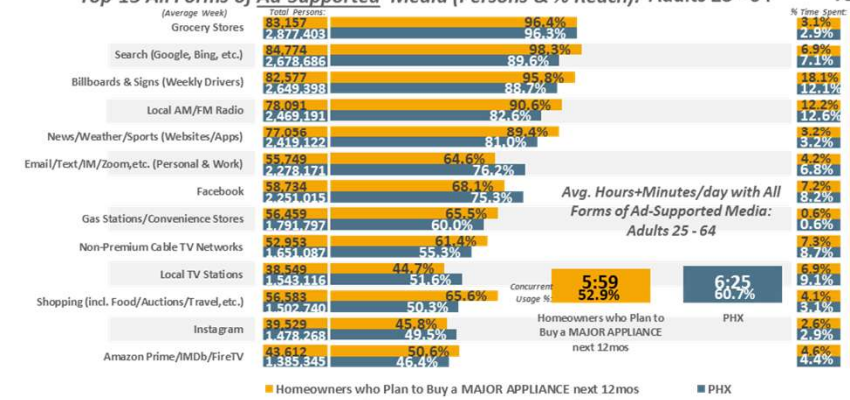
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



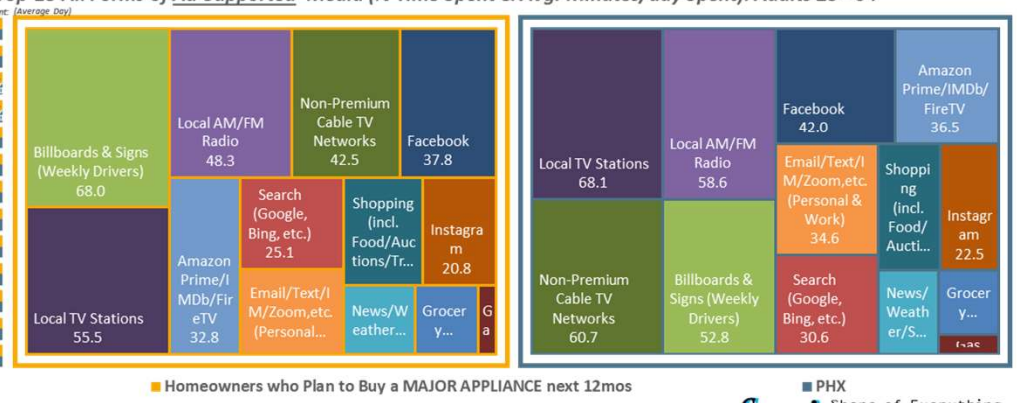
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 82

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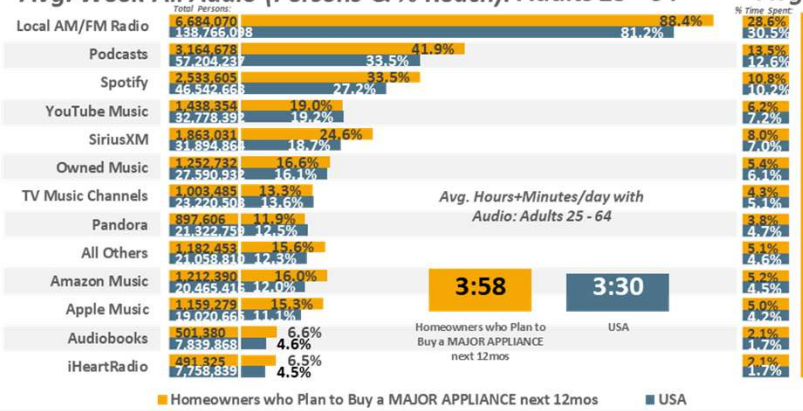
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

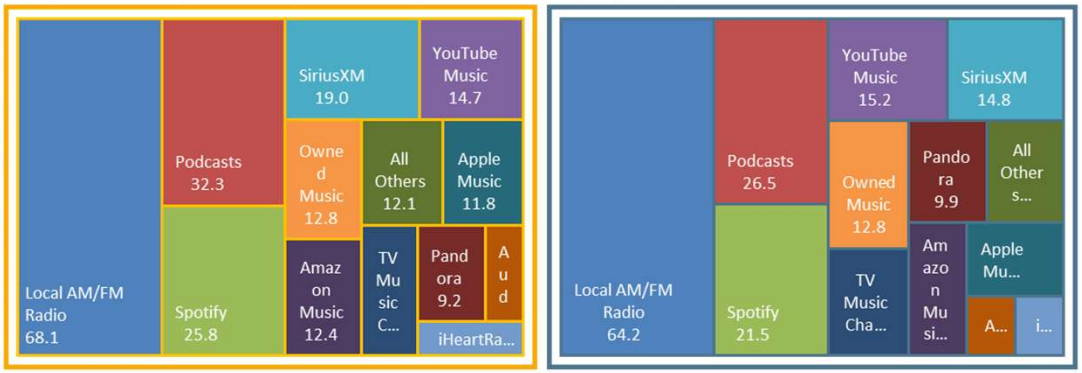
Whirlpool KitchenAid JENNAIR MAYTAG AMANA **USA**

6,289,308 or 83.2% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 59. minutes every day representing 35.3% of all time spent daily with Ad-Supported Audio.

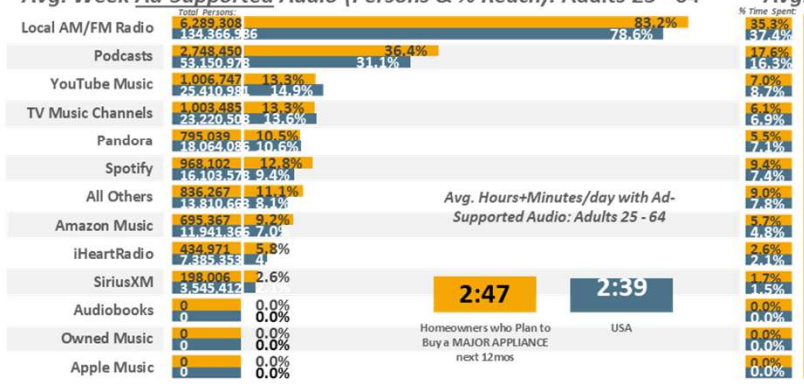
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



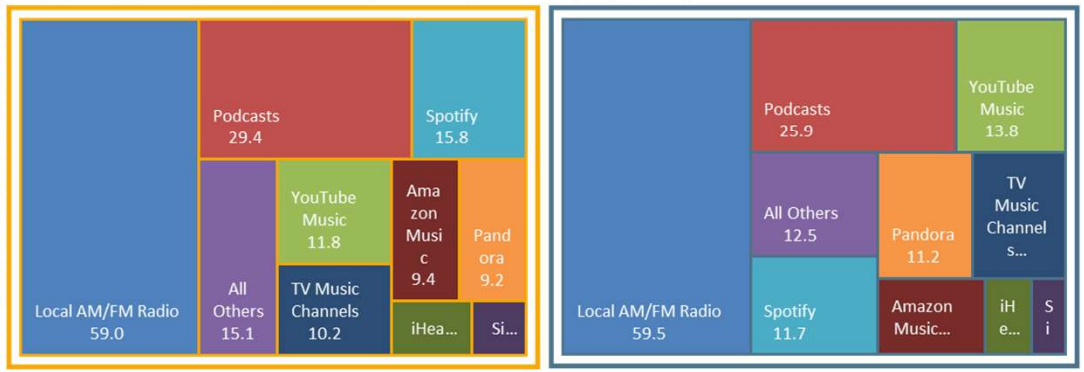
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,081

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Scarborough R1 2025: Feb24-Mar25 USA Projection

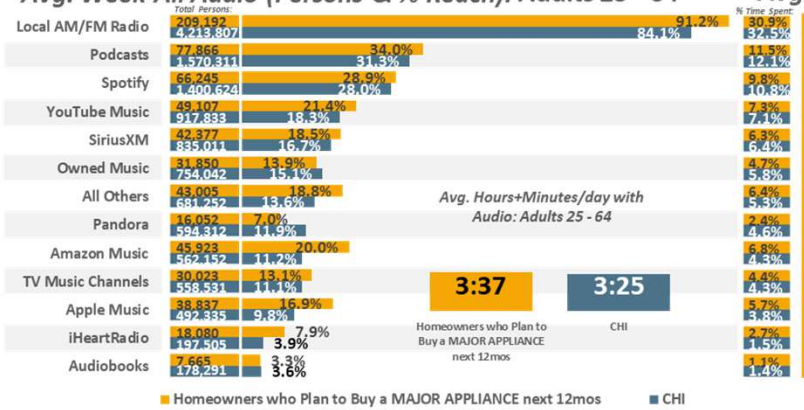
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

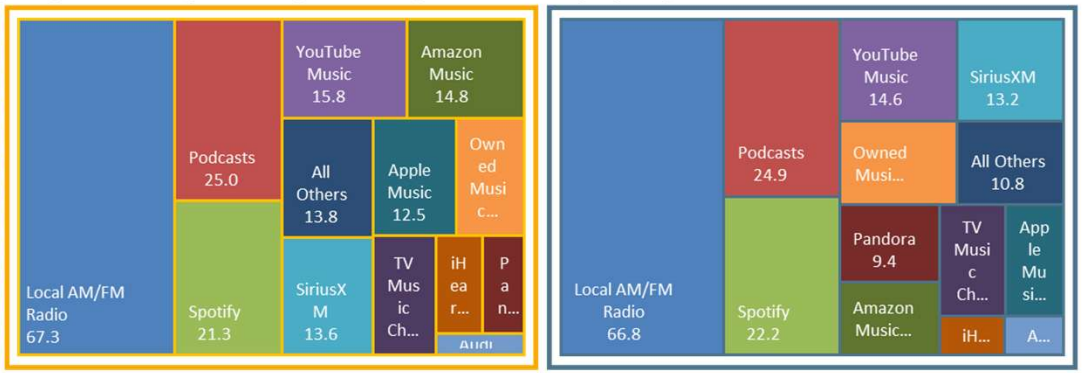
Whirlpool · KitchenAid · JENNAIR · MAYTAG · AMANA · CHI

200,415 or 87.4% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.9 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.

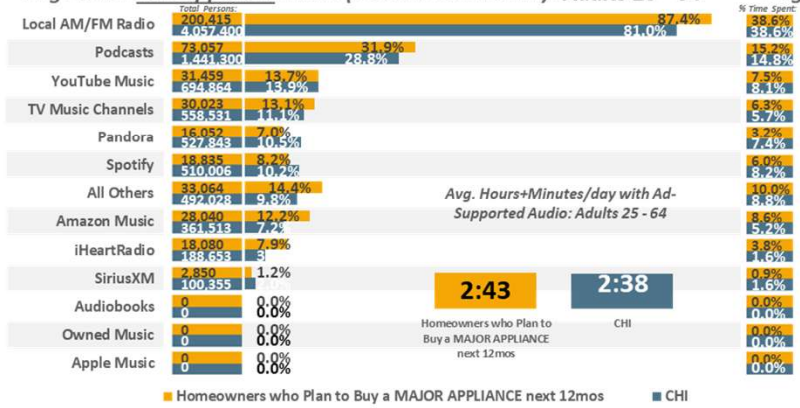
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



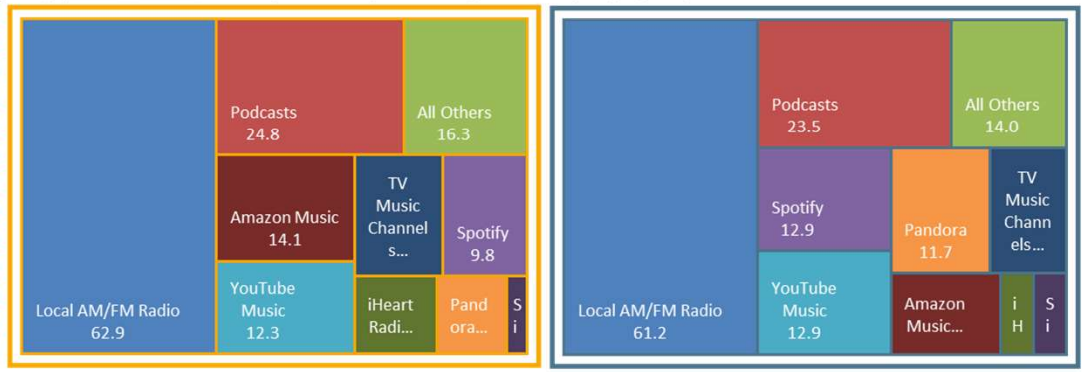
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 160

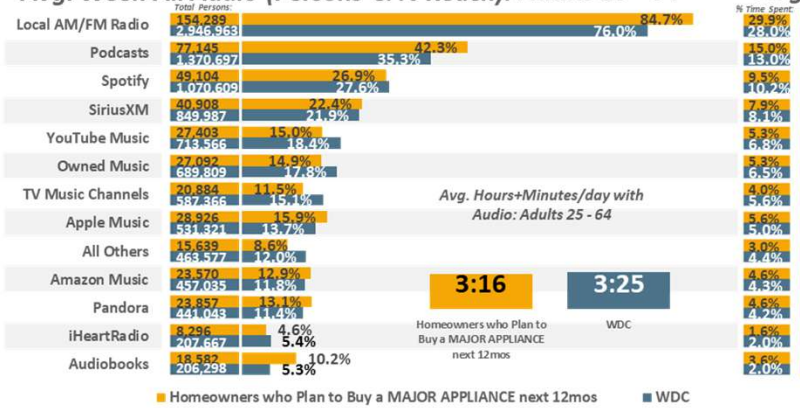
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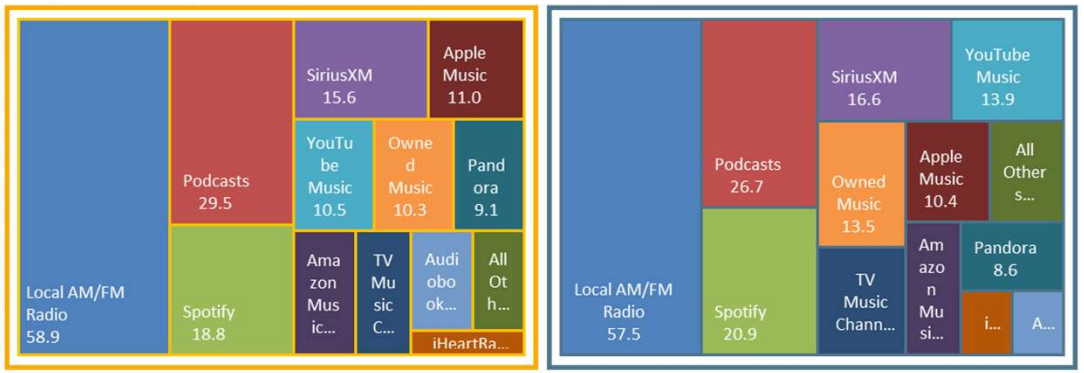
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

143,852 or 78.9% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 49.9 minutes every day representing 35.3% of all time spent daily with Ad-Supported Audio.

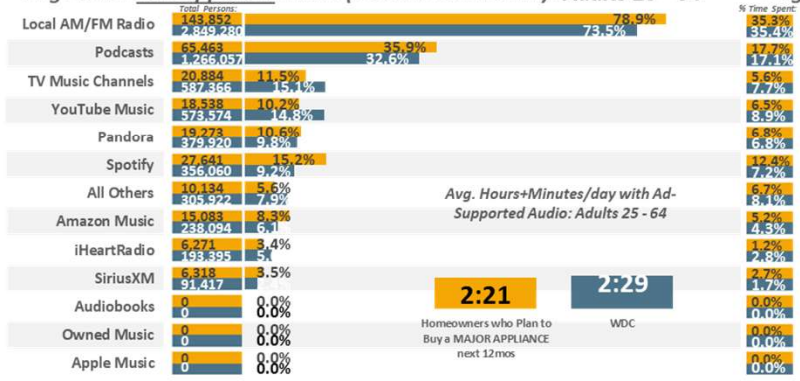
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



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



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 267

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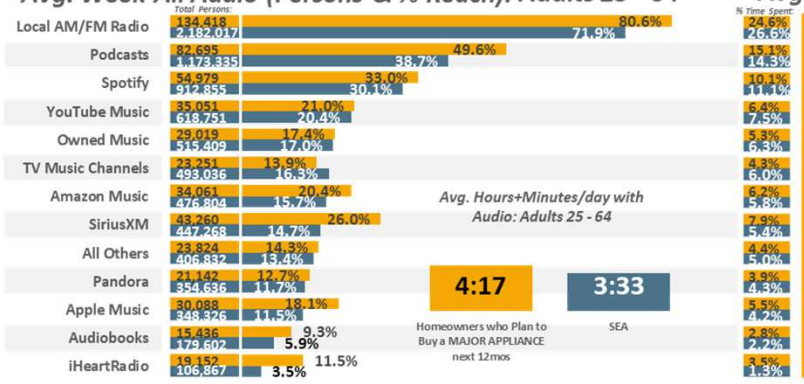
soefa.ai Share of Everything for Anything

[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA SEA

128,257 or 76.9% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 49.8 minutes every day representing 31.% of all time spent daily with Ad-Supported Audio.

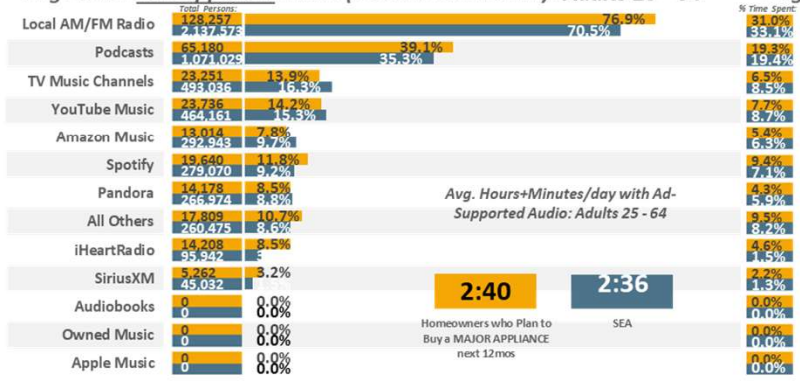
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



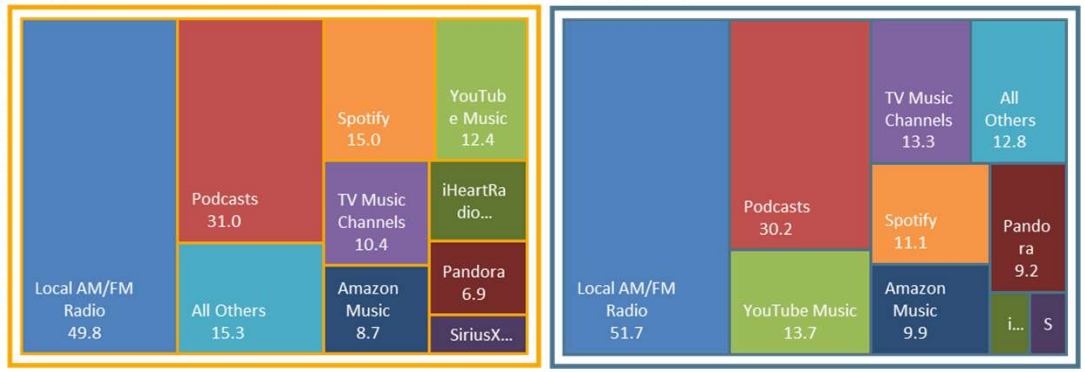
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

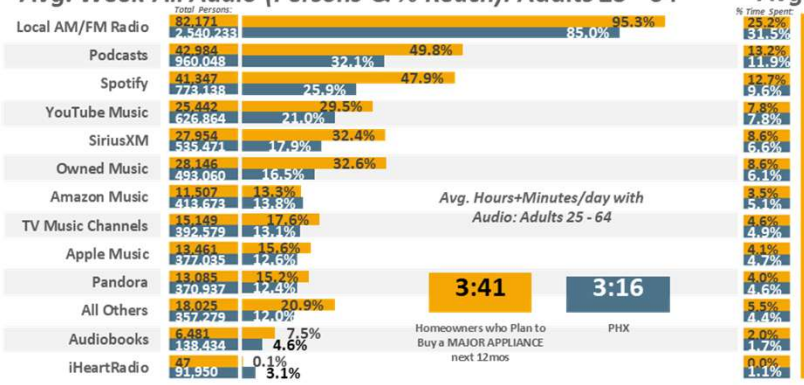
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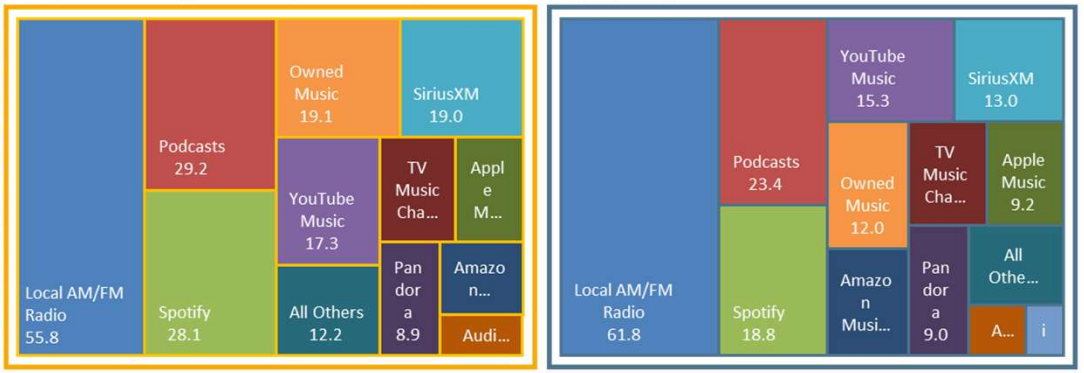
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

78,091 or 90.6% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 48.3 minutes every day representing 31.% of all time spent daily with Ad-Supported Audio.

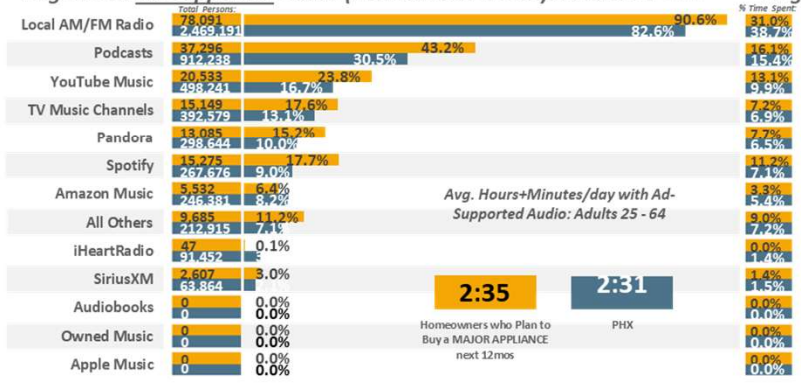
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



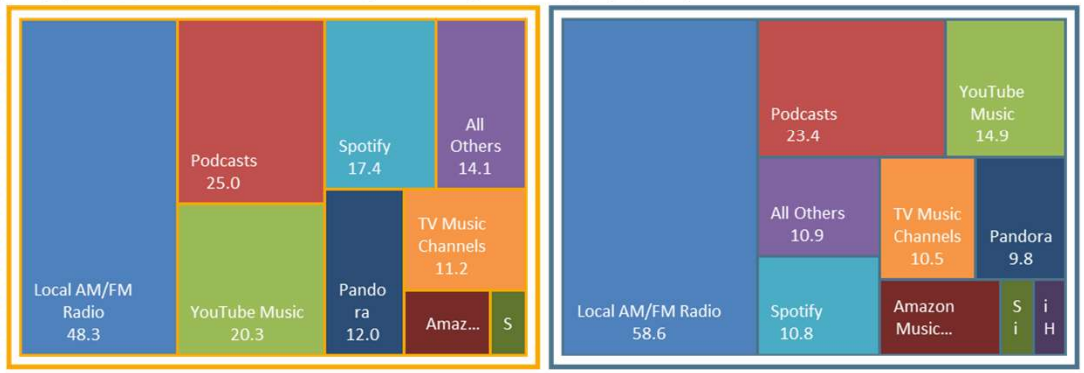
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 82

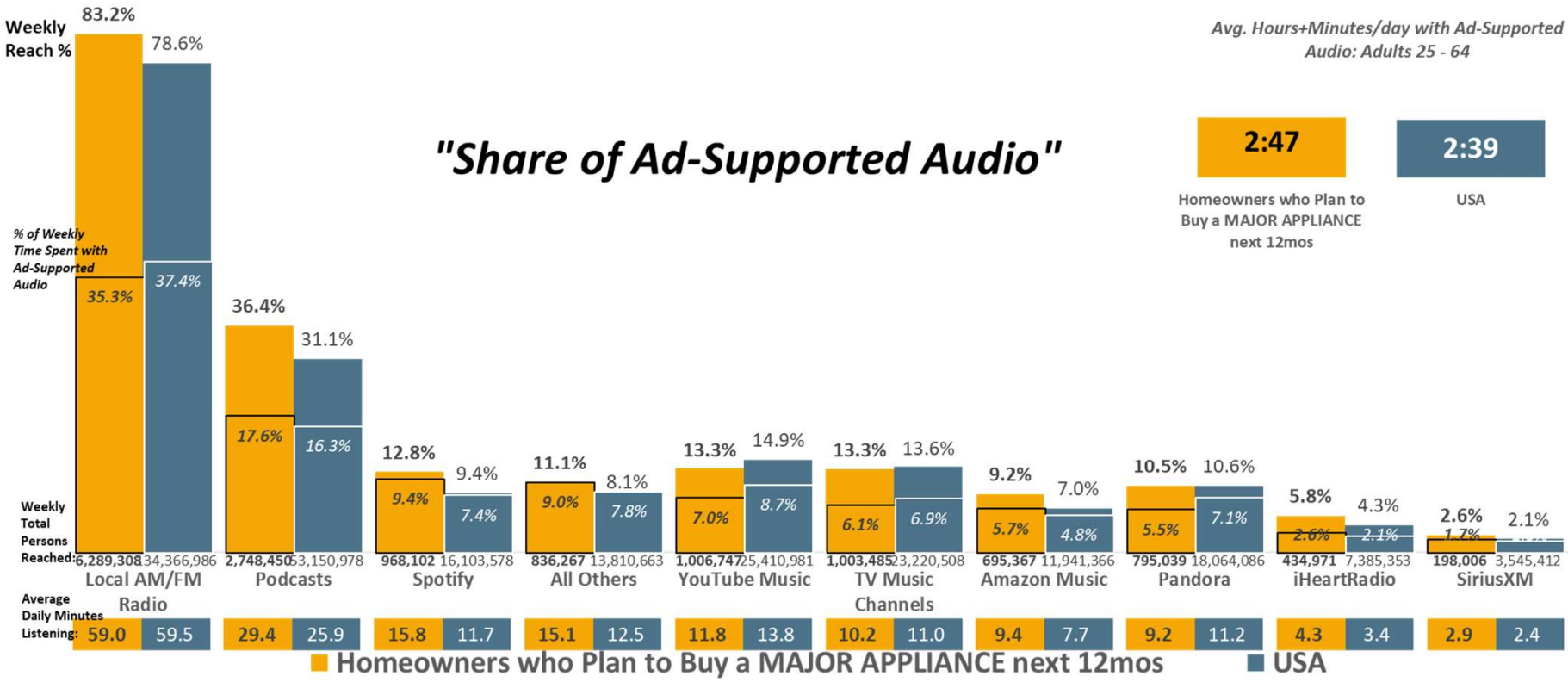
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

6,289,308 or 83.2% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 59. minutes every day representing 35.3% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,081

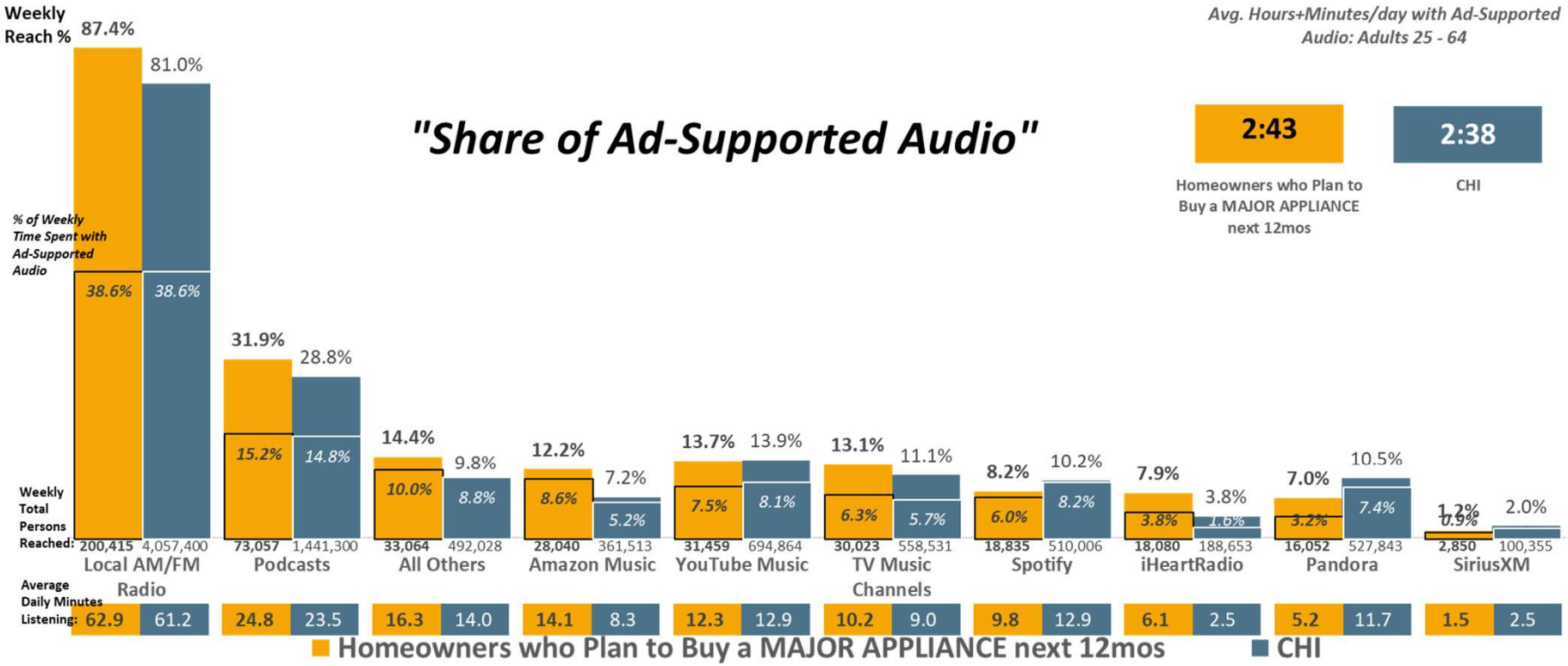
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

200,415 or 87.4% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.9 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.



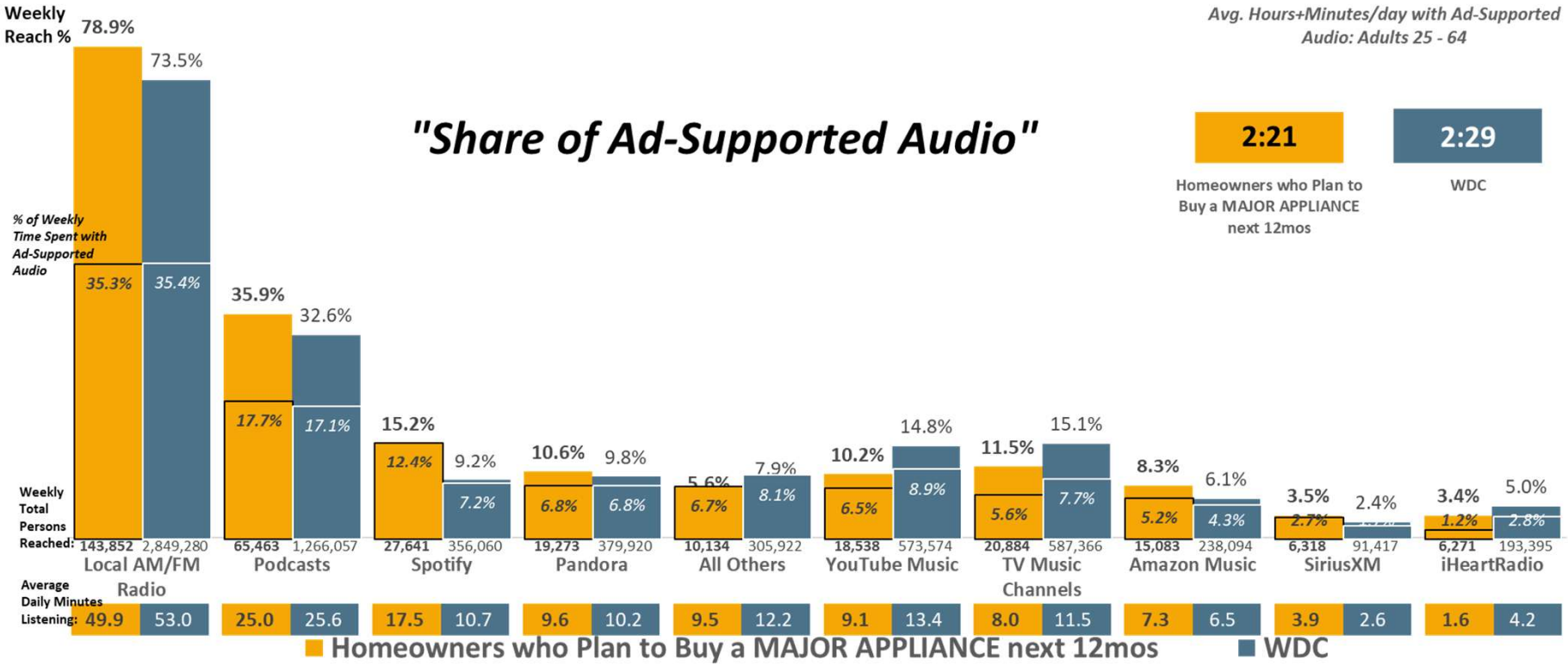
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 160 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

143,852 or 78.9% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 49.9 minutes every day representing 35.3% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 267 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

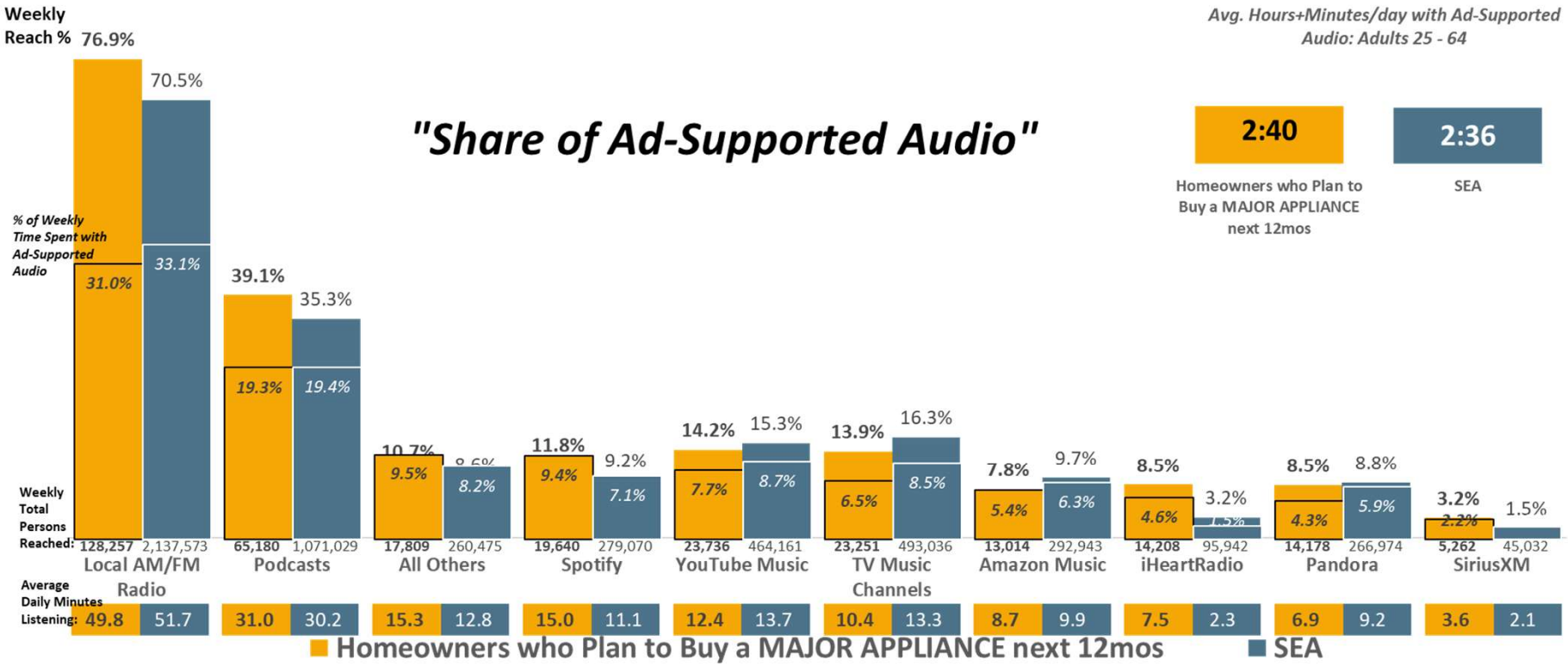
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA SEA

128,257 or 76.9% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 49.8 minutes every day representing 31.% of all time spent daily with Ad-Supported Audio.



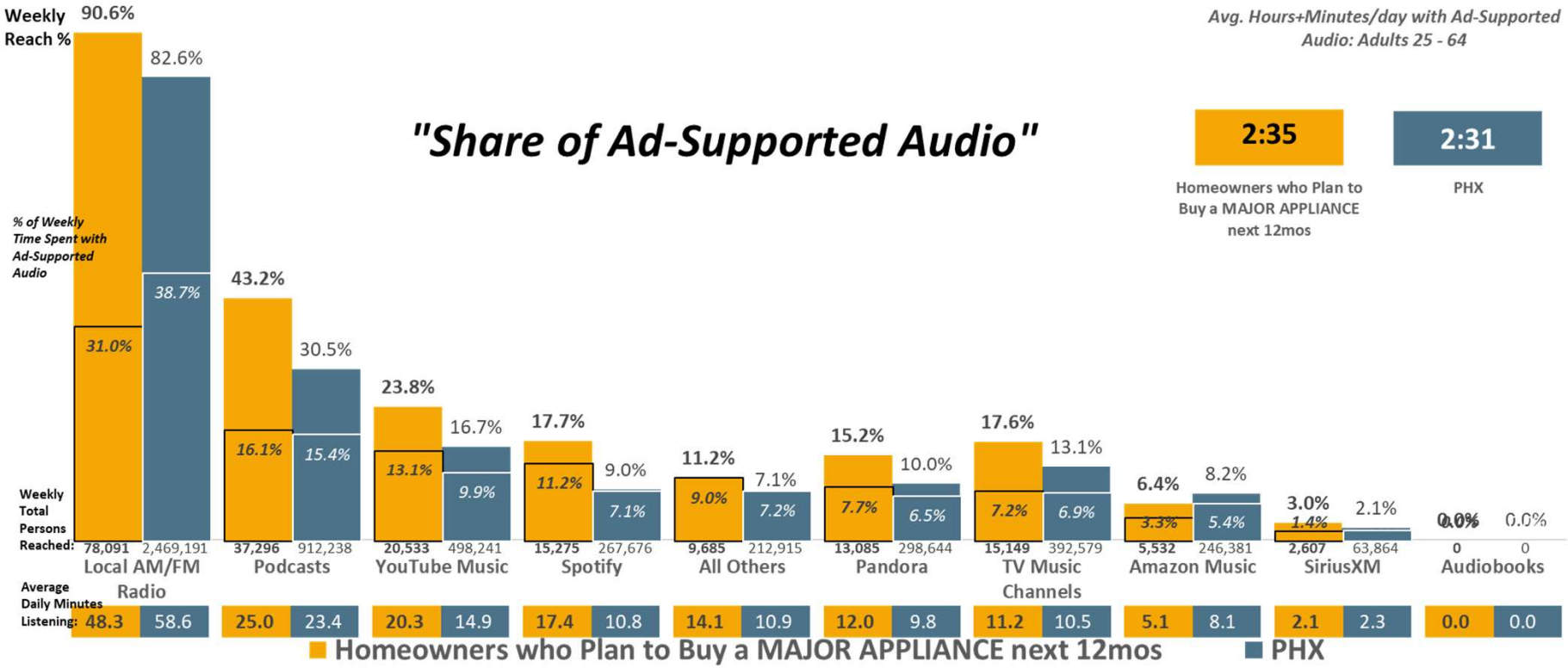
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

78,091 or 90.6% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 48.3 minutes every day representing 31.% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 82 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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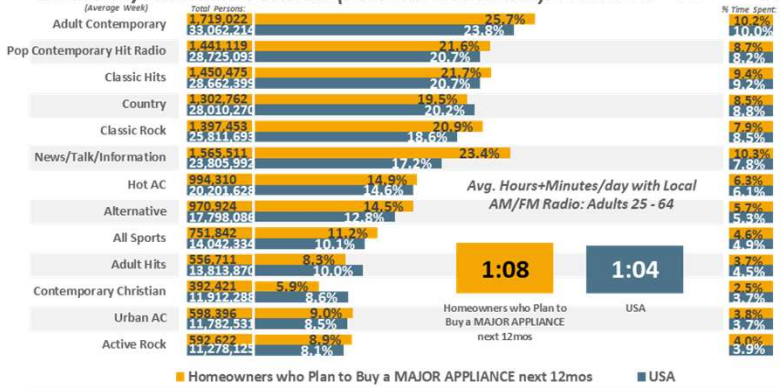
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

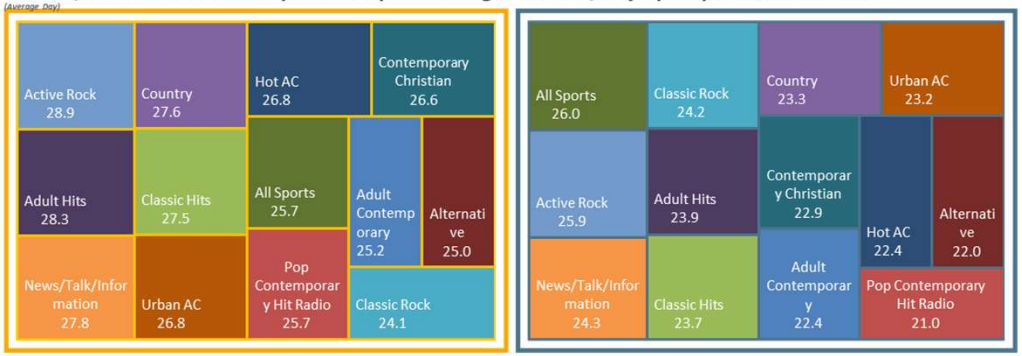
Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

6,289,308 or 83.2% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Country.

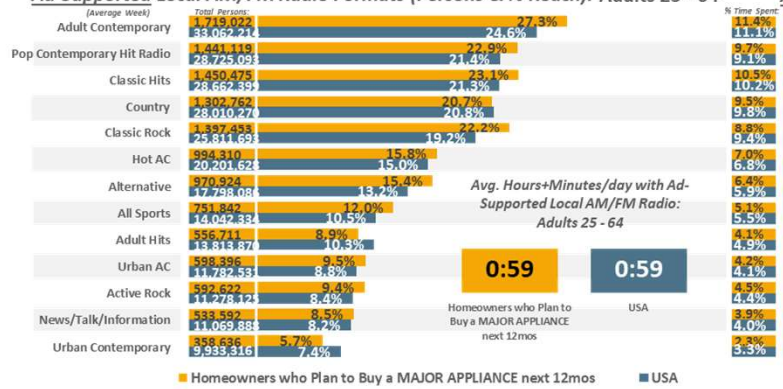
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



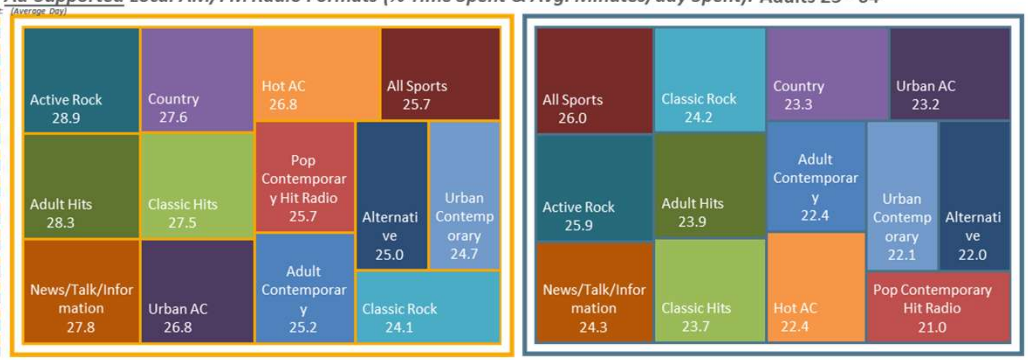
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,081

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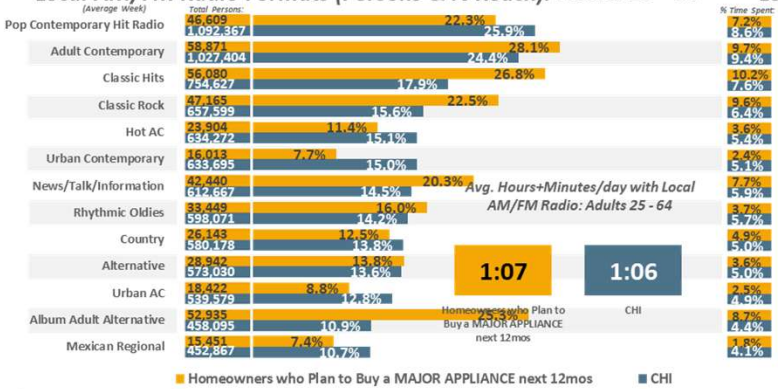
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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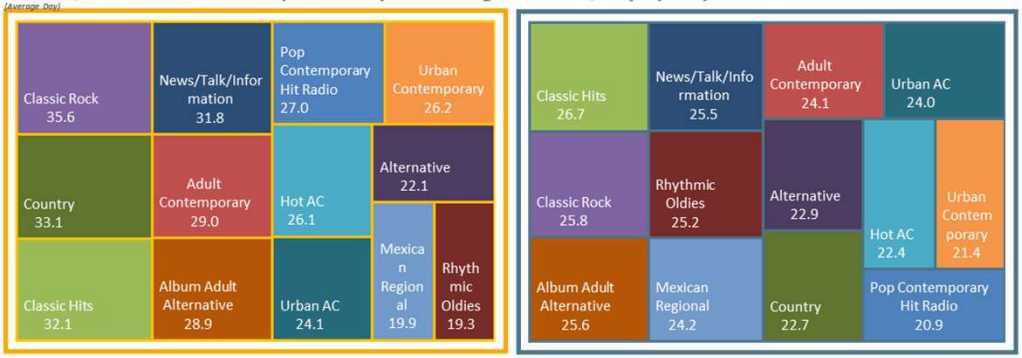
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

200,415 or 87.4% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Album Adult Alternative, Classic Rock, and Pop Contemporary Hit Ra

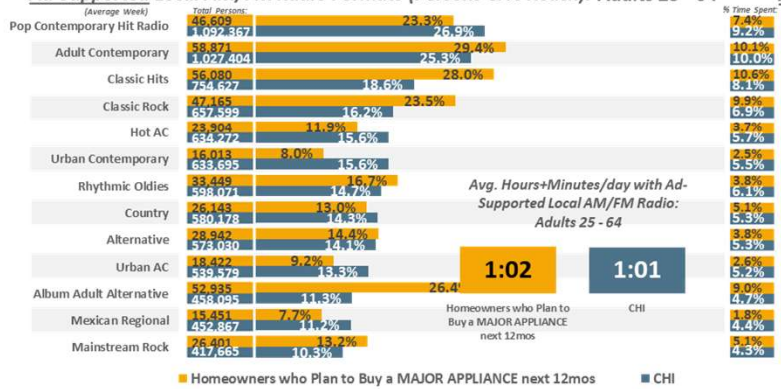
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



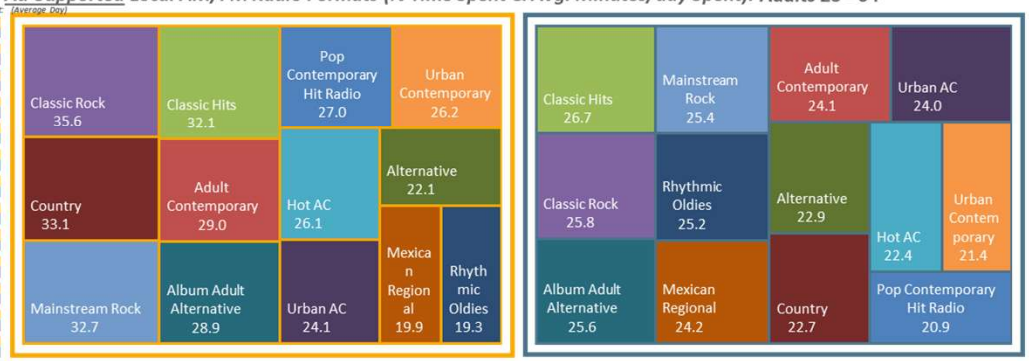
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 160

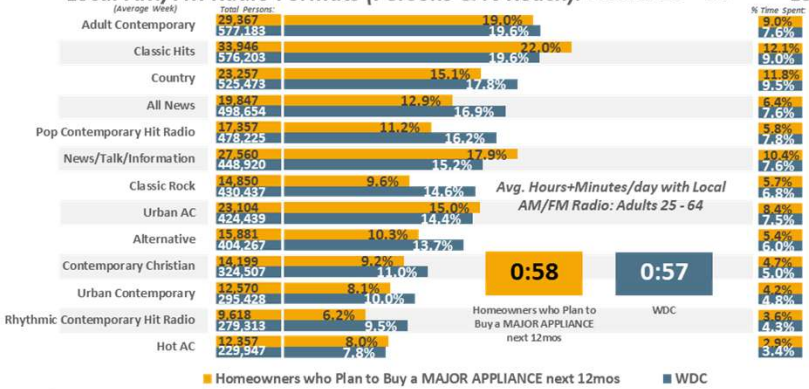
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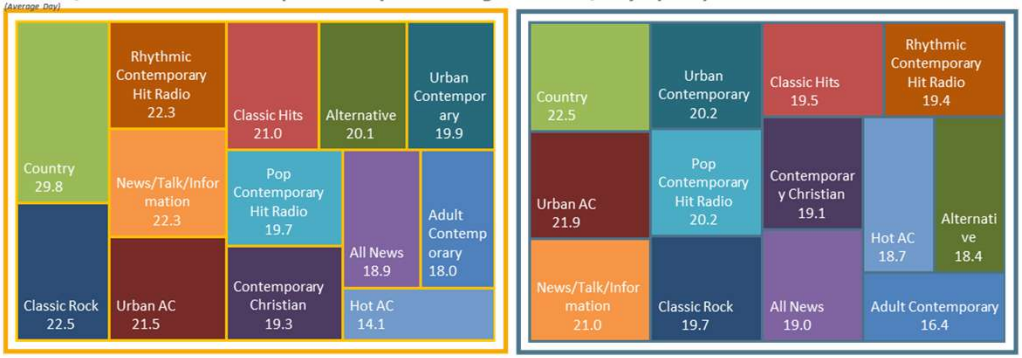
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

143,852 or 78.9% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Urban AC, and Spanish Contemporary.

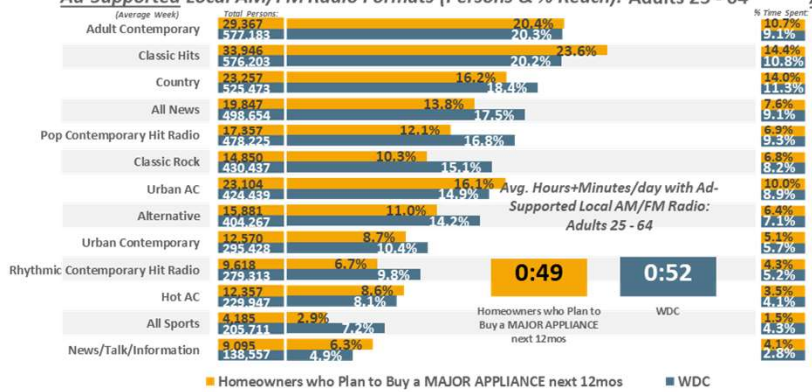
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



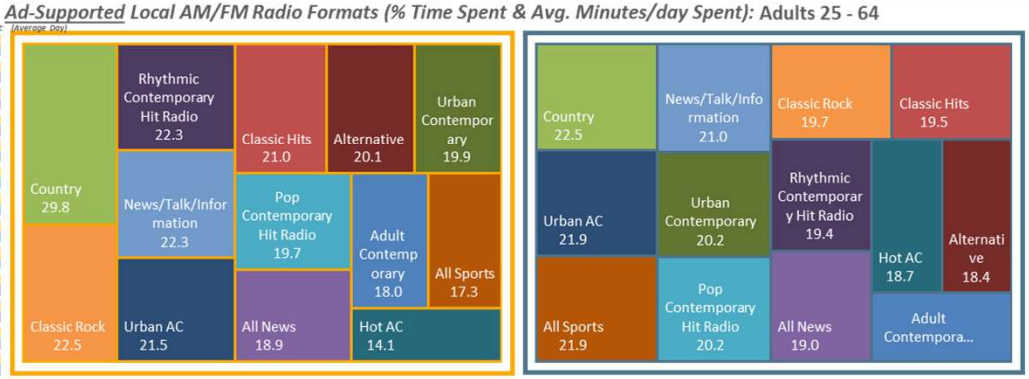
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 267

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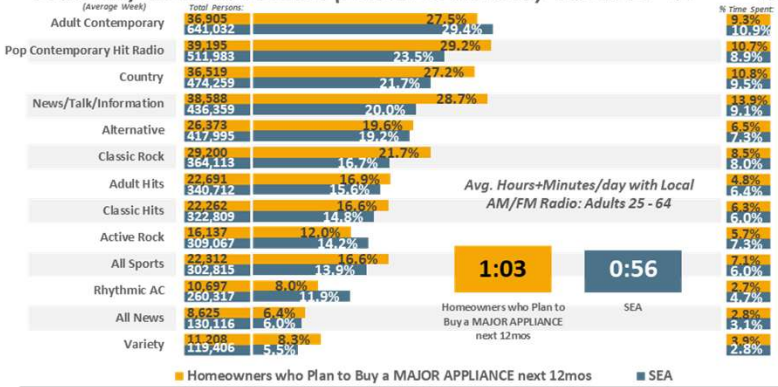
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

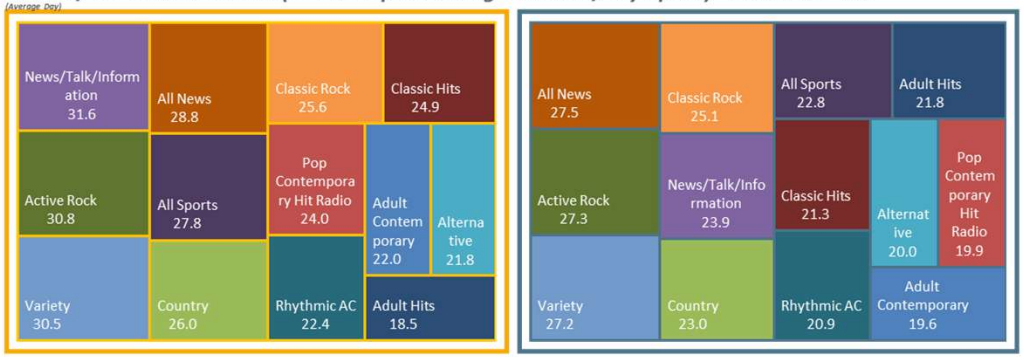
Whirlpool KitchenAid JENNAIR MAYTAG AMANA SEA

128,257 or 76.9% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Classic Rock, and Alternative.

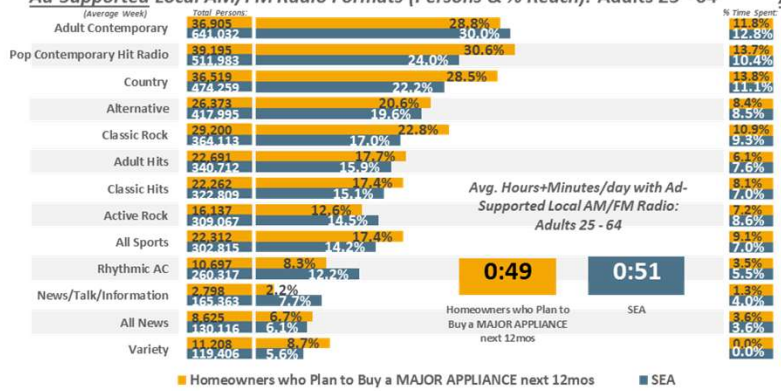
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



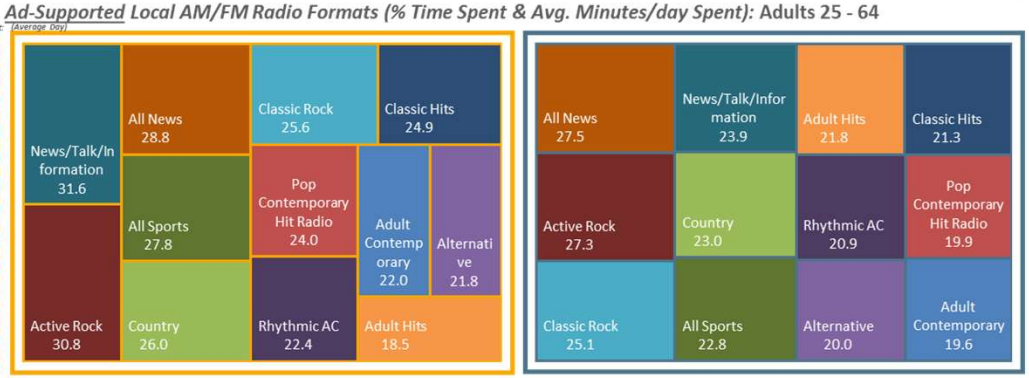
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

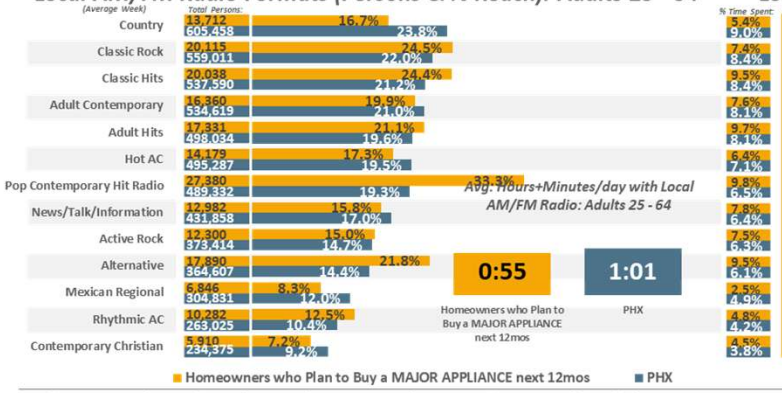
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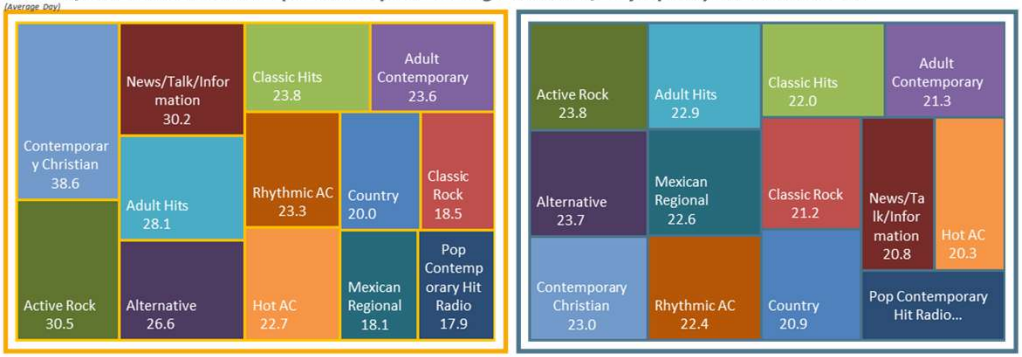
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

78,091 or 90.6% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Rock, Classic Hits, Alternative, and Adult Hits.

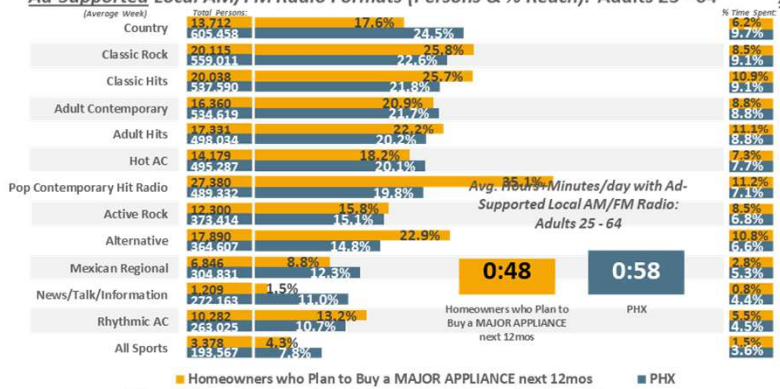
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



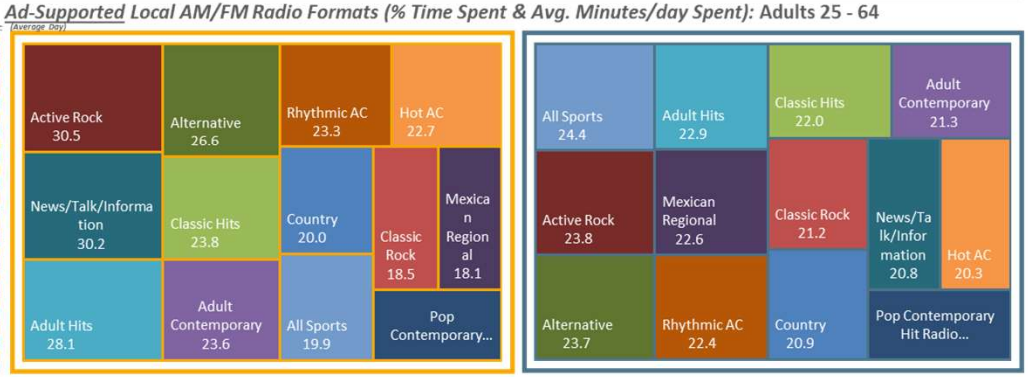
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 82

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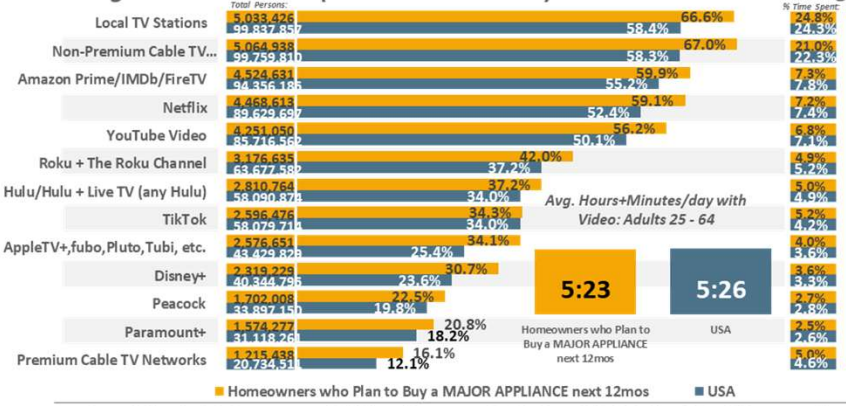
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

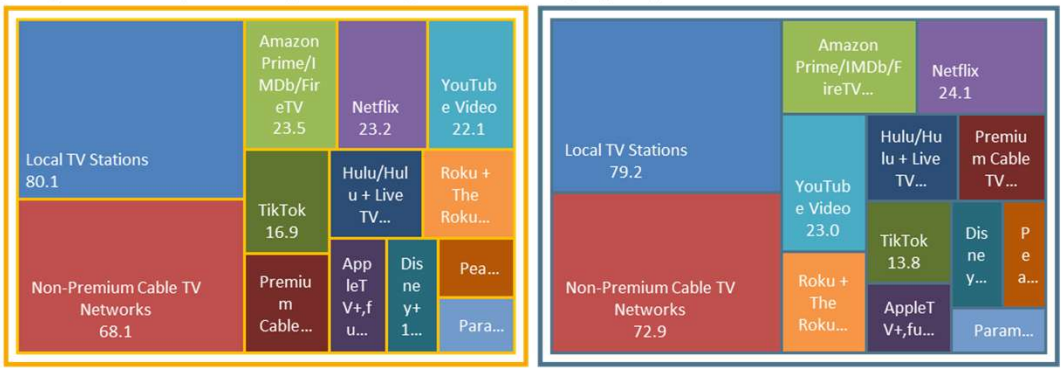
Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

4,939,762 or 65.4% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos watch Ad-Supported Local TV Stations for an average of 74. minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

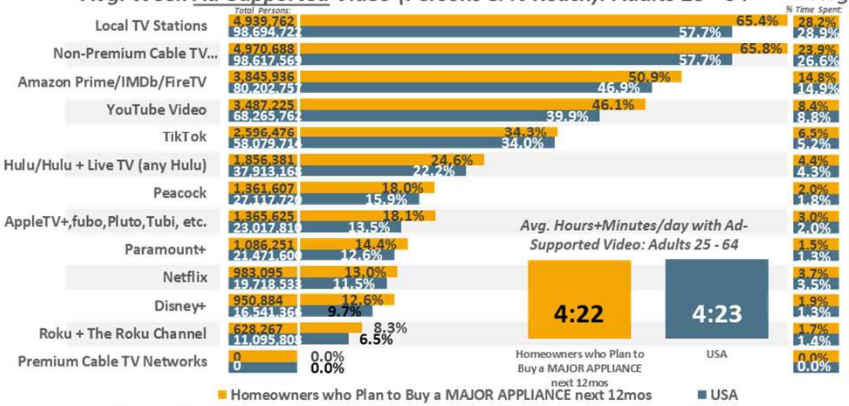
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



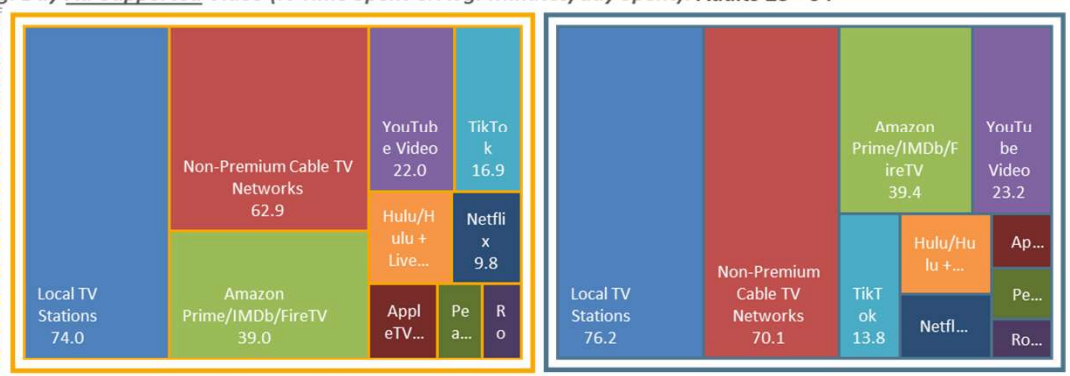
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,081

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

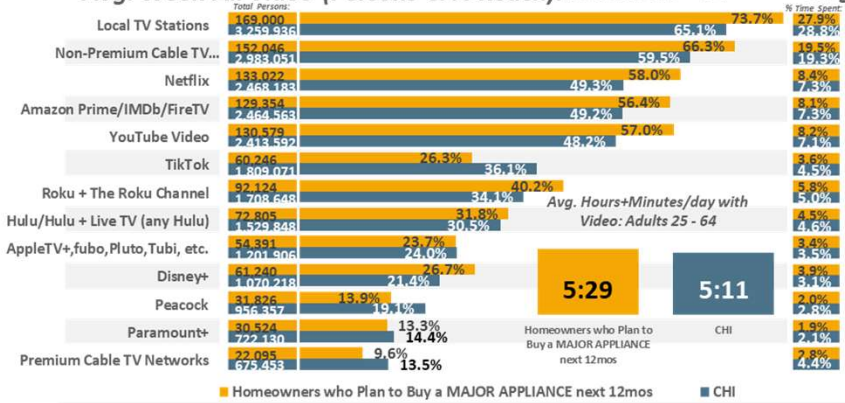
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

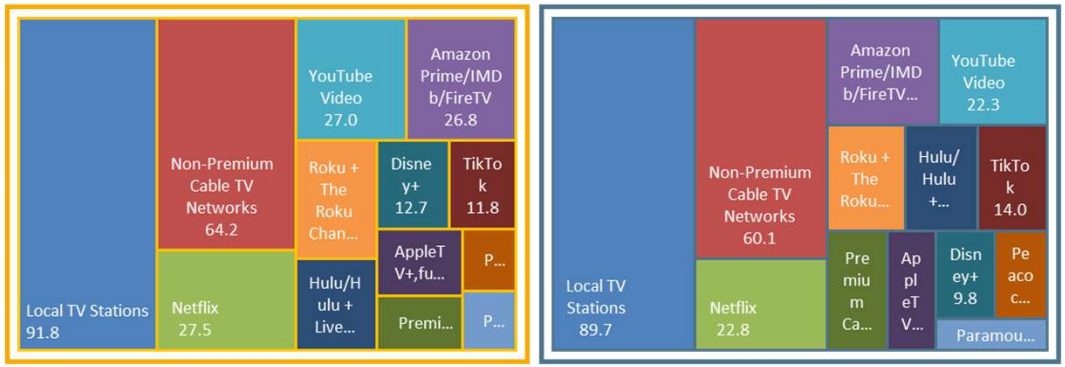
Whirlpool KitchenAid JENNAIR MAYTAG AMANA — CHI

167,914 or 73.2% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos watch Ad-Supported Local TV Stations for an average of 87.5 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

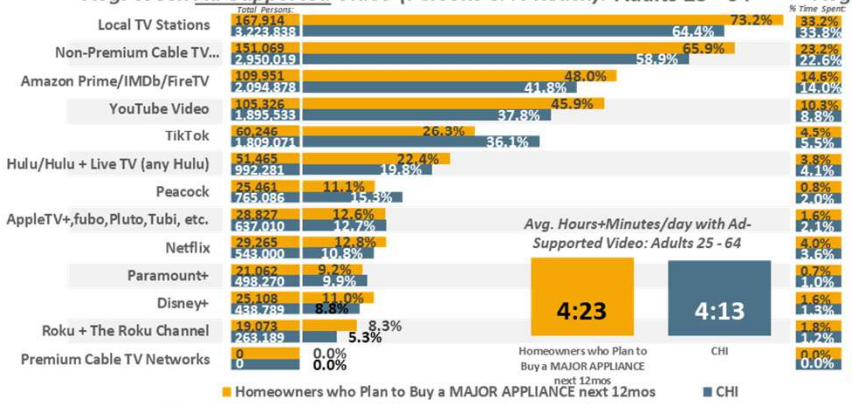
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



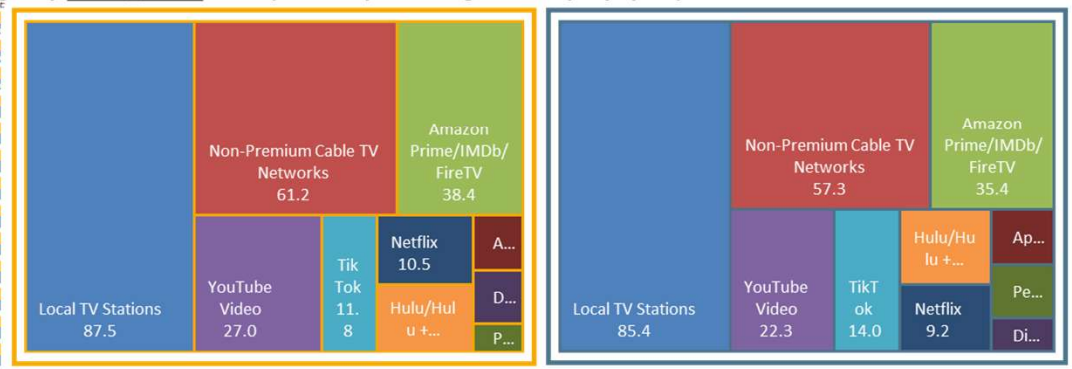
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 160

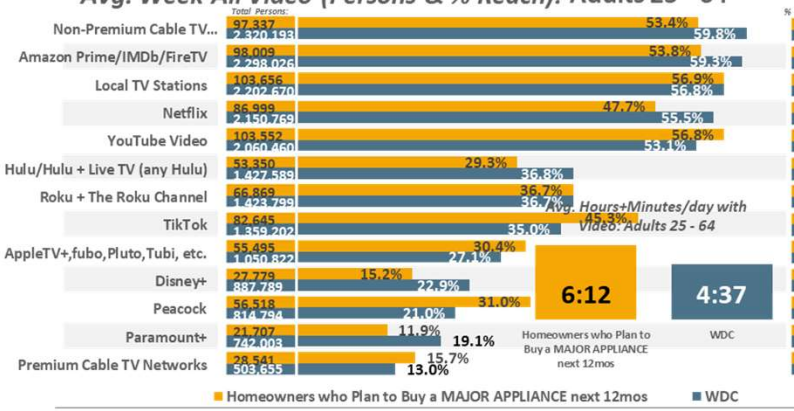
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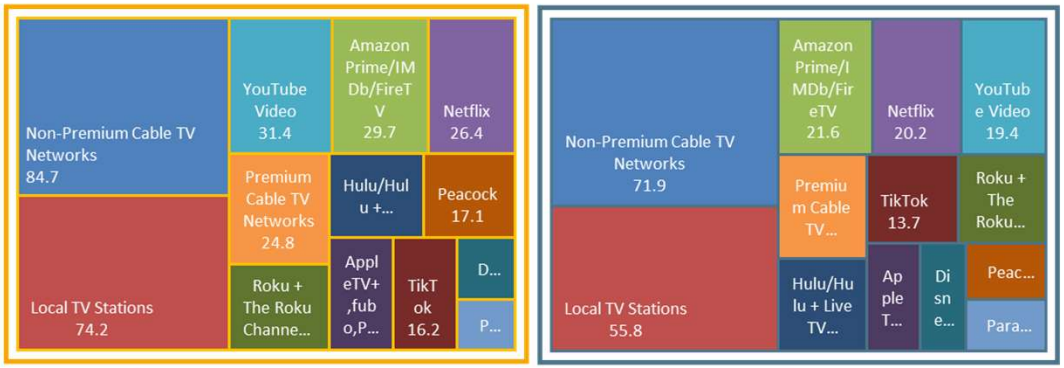
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

102,177 or 56.1% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos watch Ad-Supported Local TV Stations for an average of 69.6 minutes every day representing 22.6% of all time spent daily with Ad-Supported Video.

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

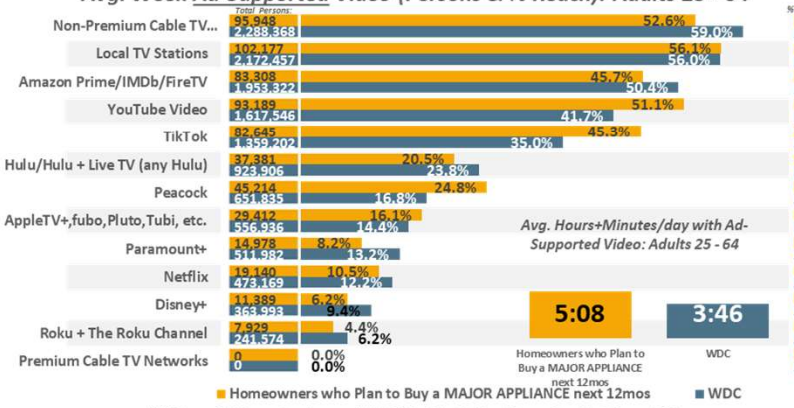


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

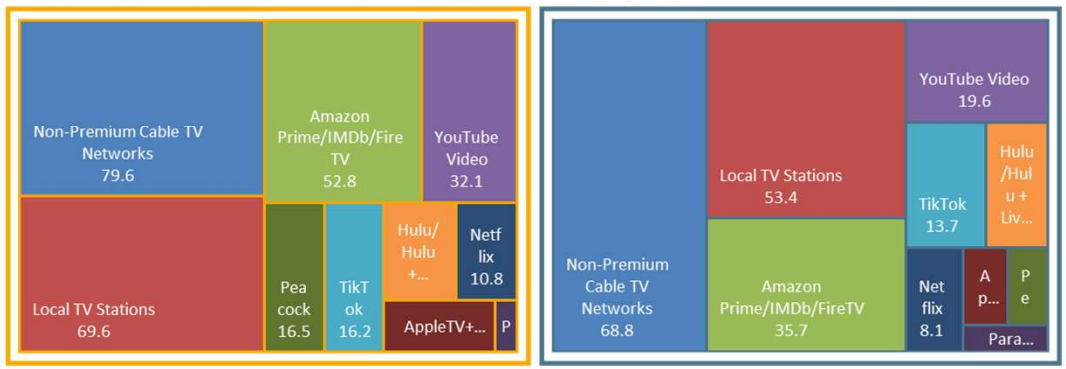


Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos ■ WDC

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



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



Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos ■ WDC

WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 267

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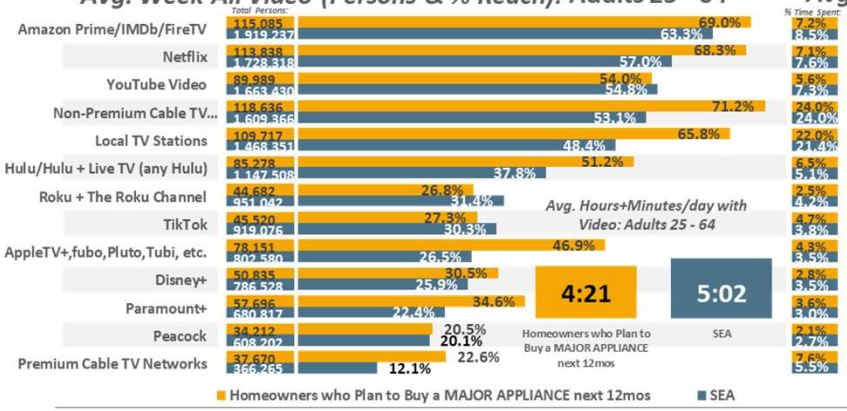
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

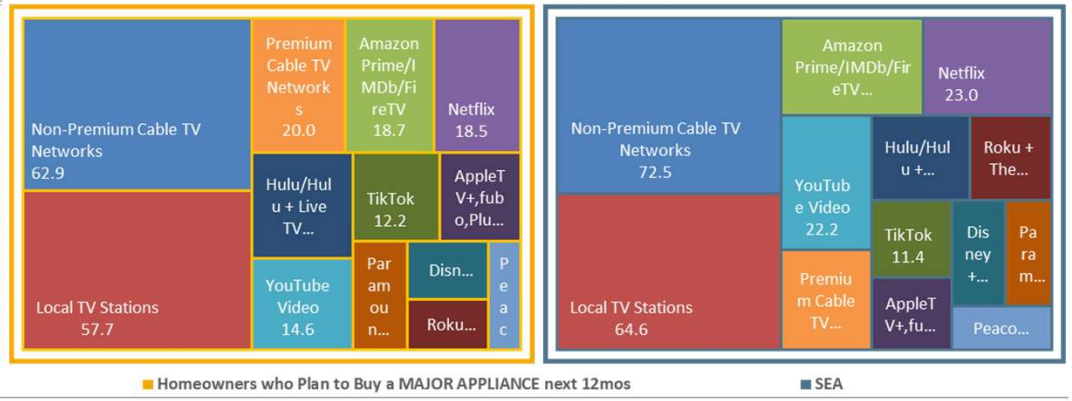
Whirlpool · KitchenAid · JENNAIR · MAYTAG · AMANA · SEA

107,303 or 64.4% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos watch Ad-Supported Local TV Stations for an average of 51.8 minutes every day representing 23.9% of all time spent daily with Ad-Supported Video.

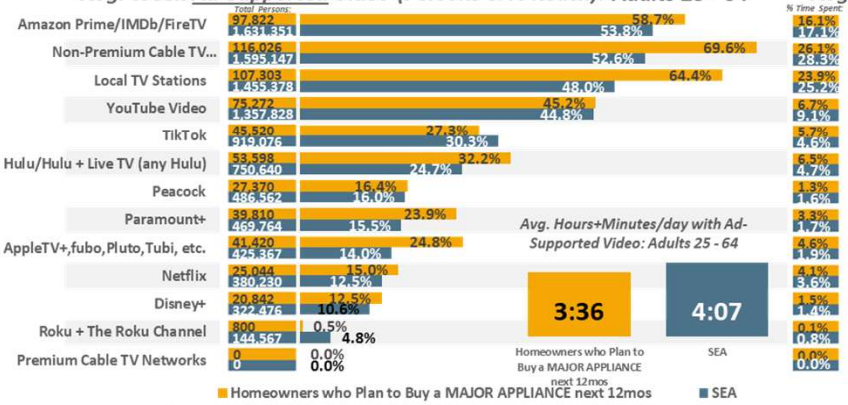
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



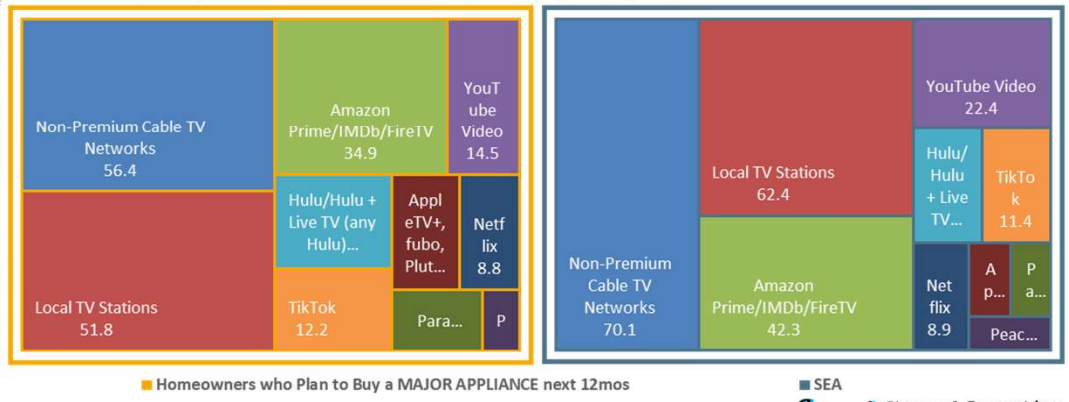
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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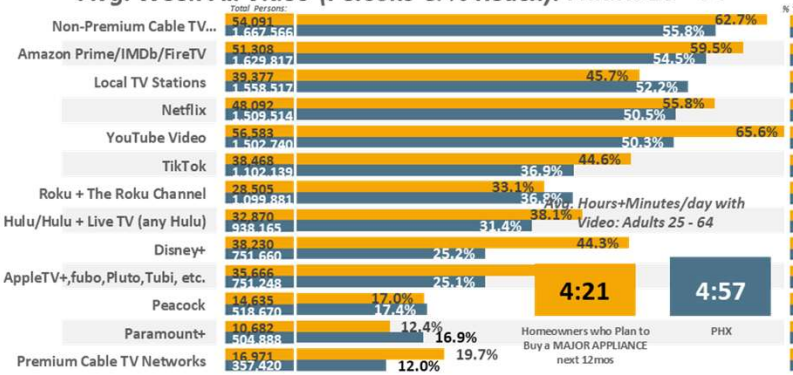
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

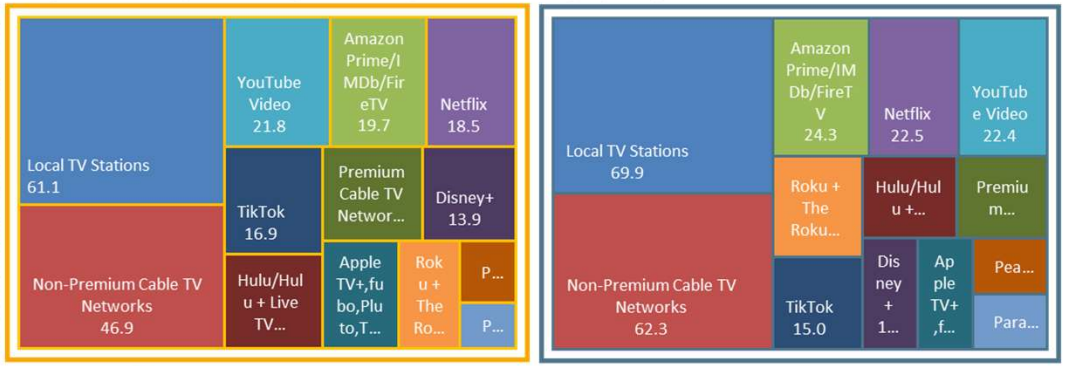
Whirlpool KitchenAid JENNAIR MAYTAG AMANA PHX

38,549 or 44.7% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos watch Ad-Supported Local TV Stations for an average of 55.5 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.

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

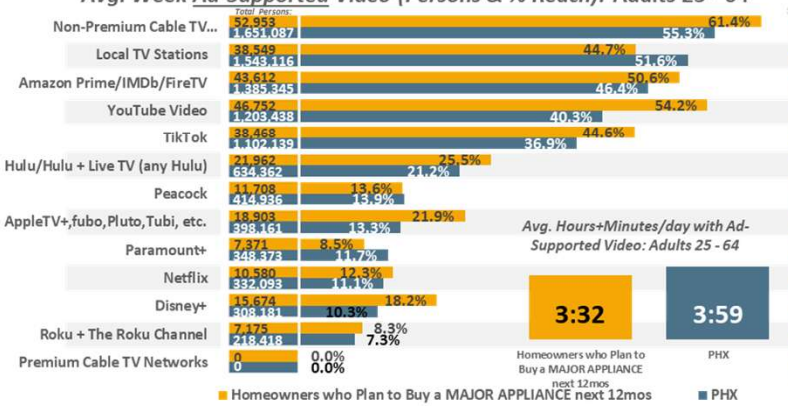


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

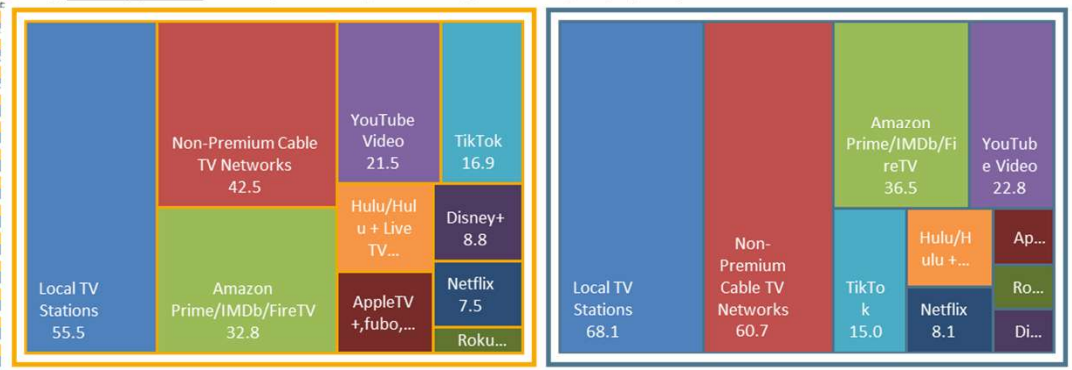


Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos ■ PHX

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



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



Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos ■ PHX

PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 82

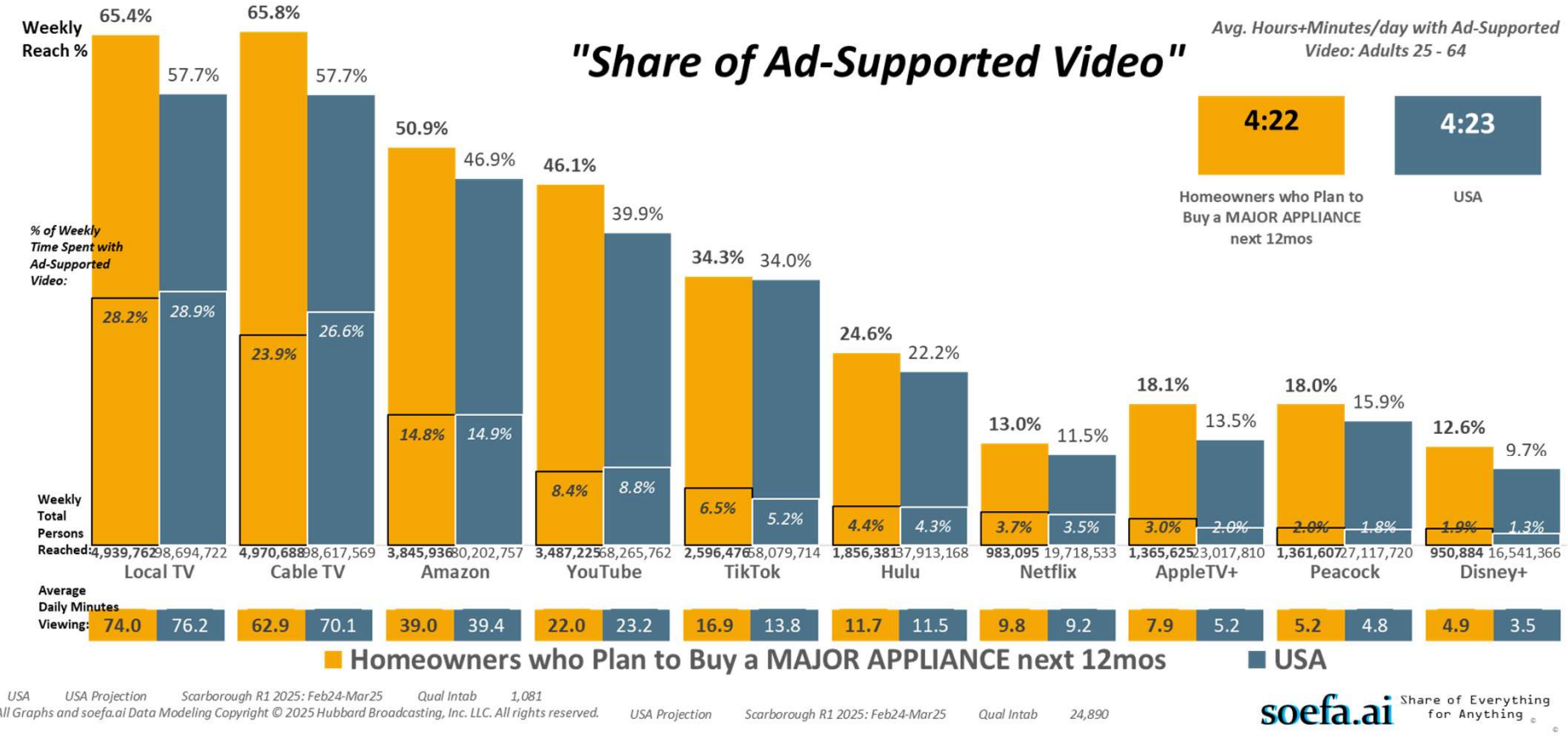
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

4,939,762 or 65.4% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos watch Ad-Supported Local TV Stations for an average of 74. minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,081

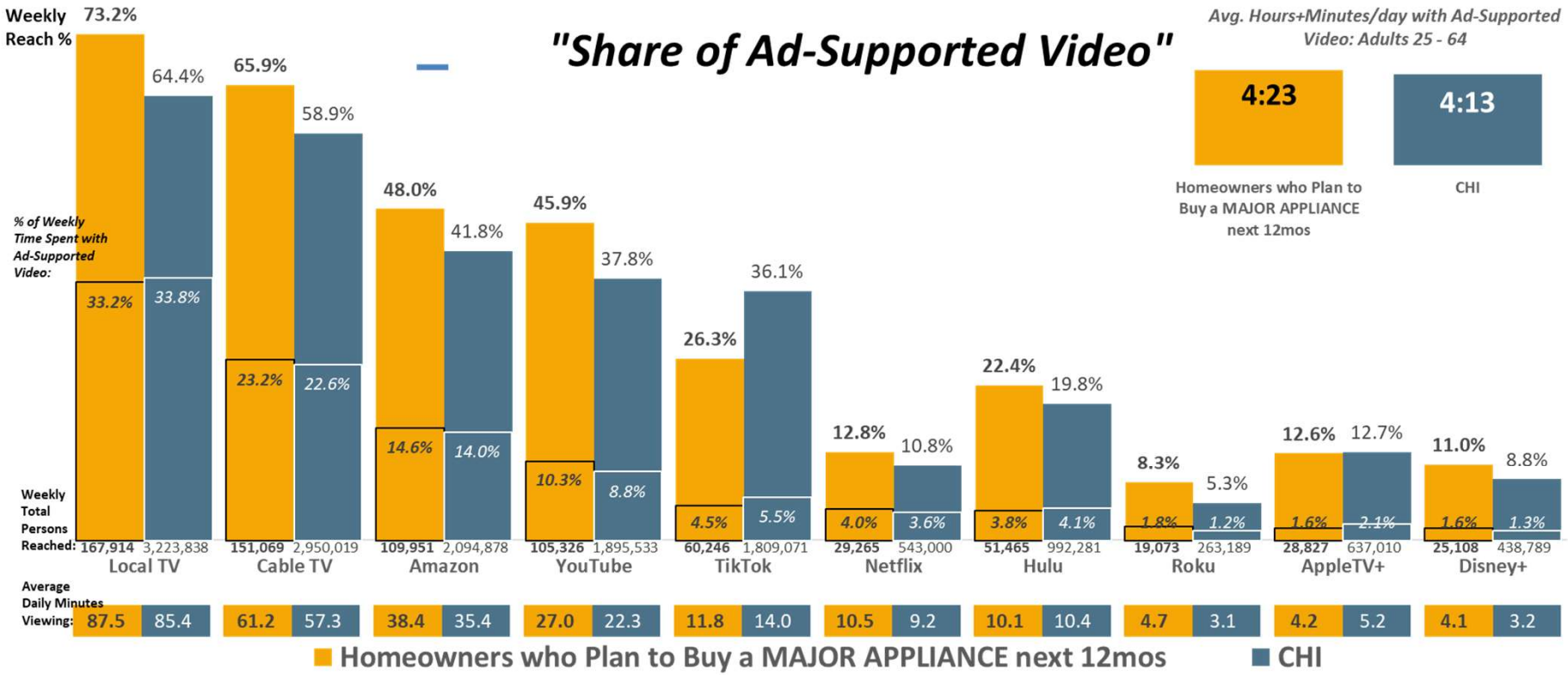
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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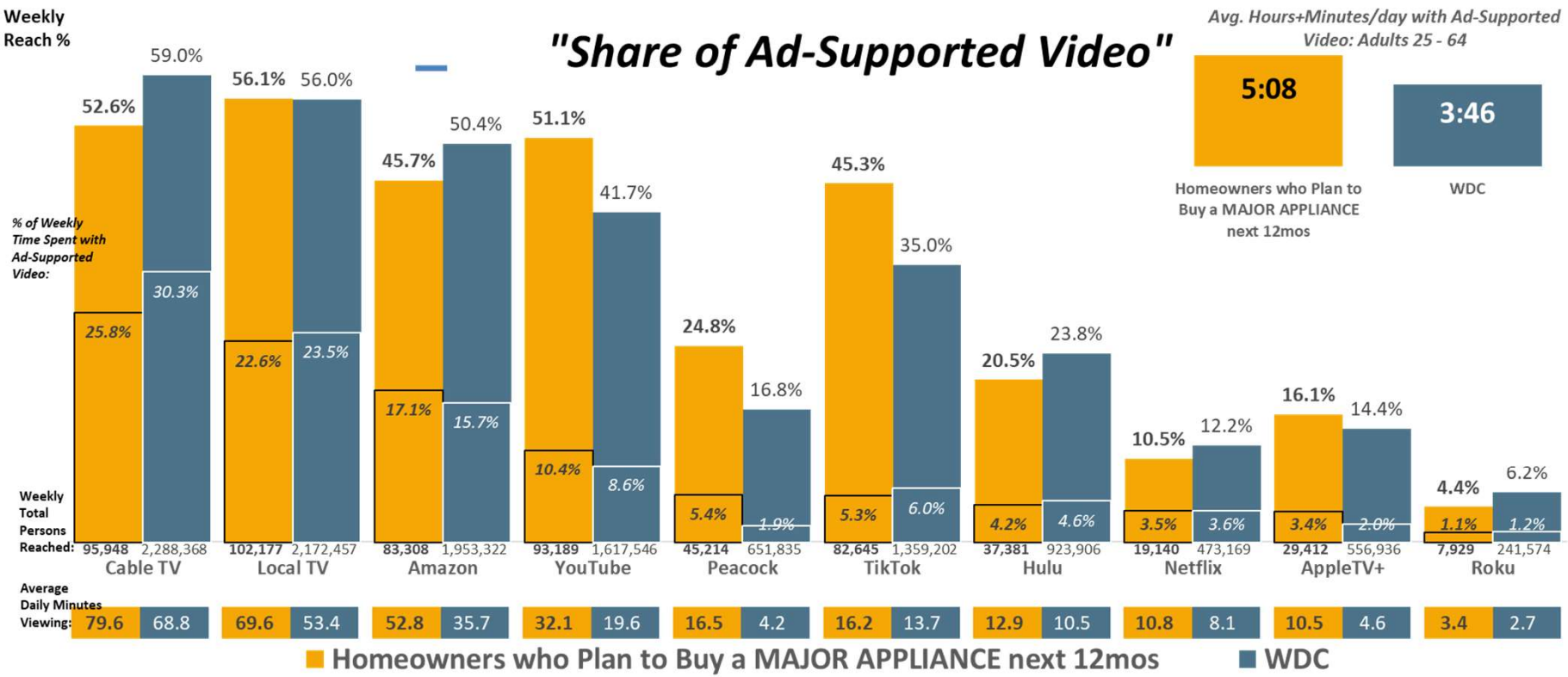
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 160 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 267 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

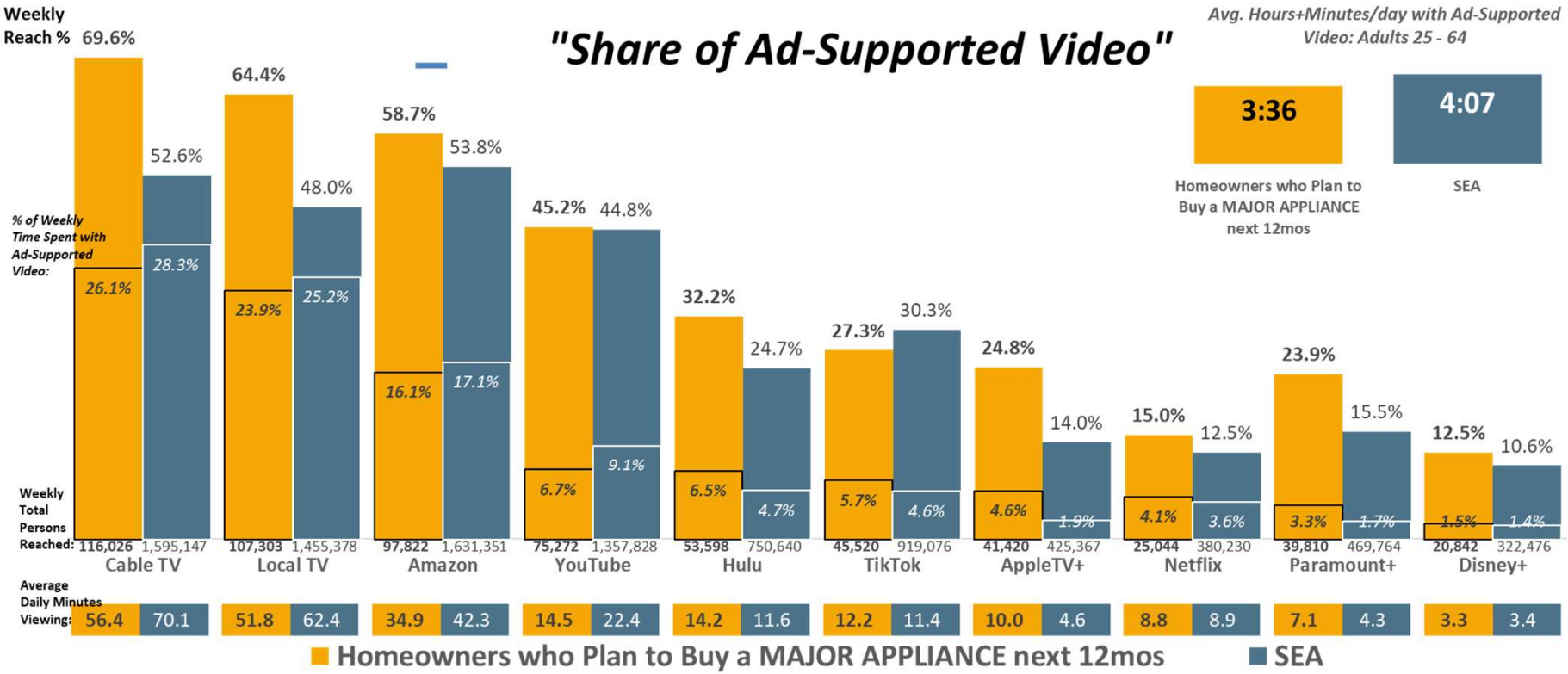
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA SEA

107,303 or 64.4% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos watch Ad-Supported Local TV Stations for an average of 51.8 minutes every day representing 23.9% of all time spent daily with Ad-Supported Video.



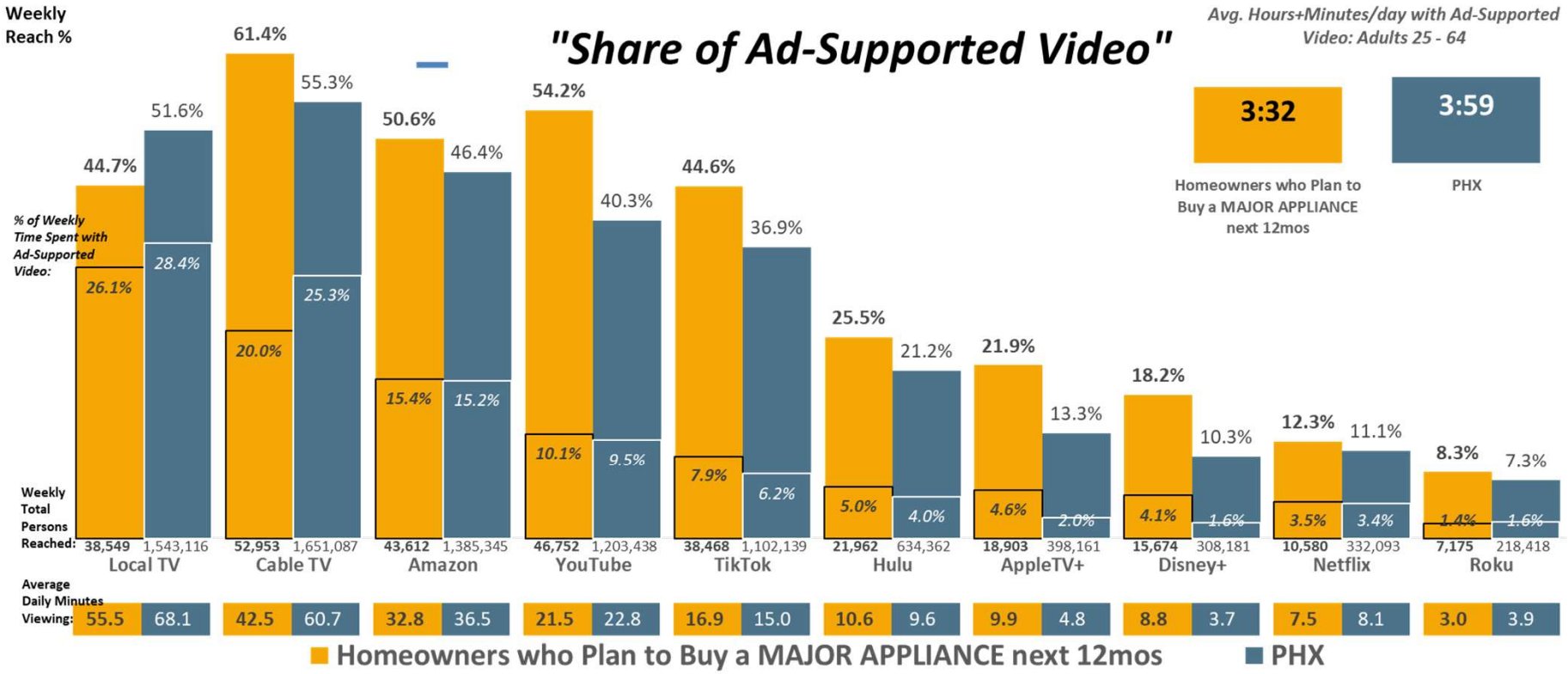
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 82 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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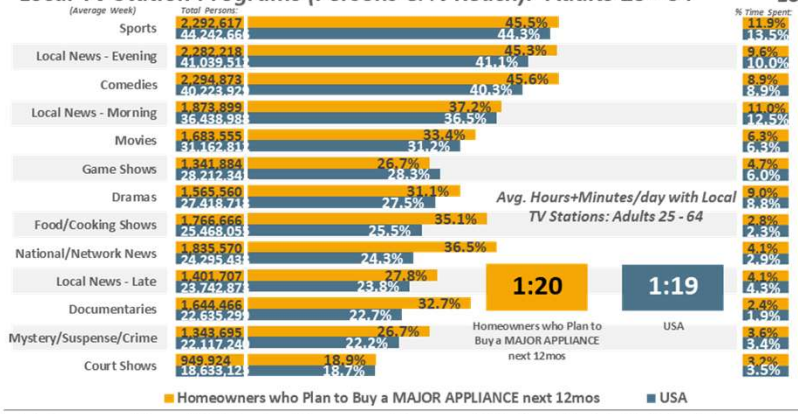
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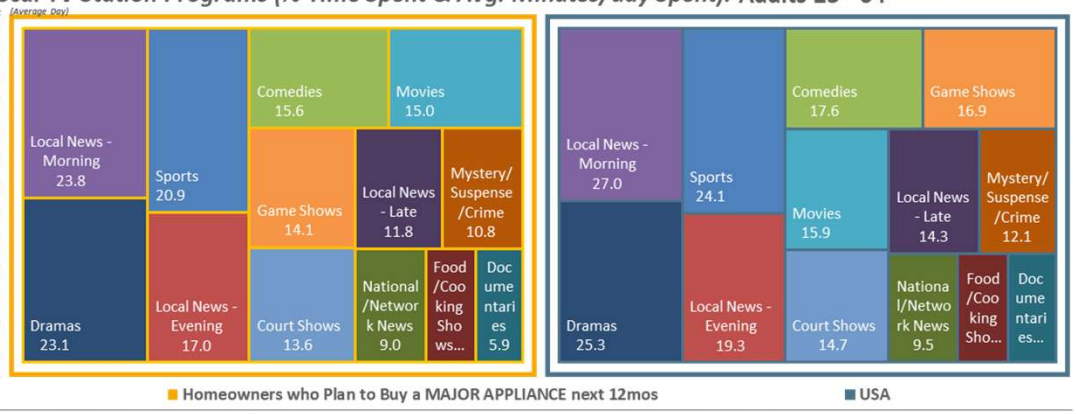
Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

4,939,762 or 65.4% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and National/Network News.

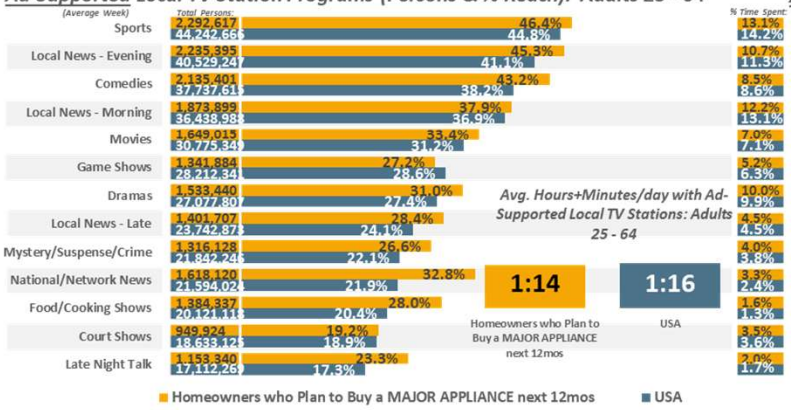
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



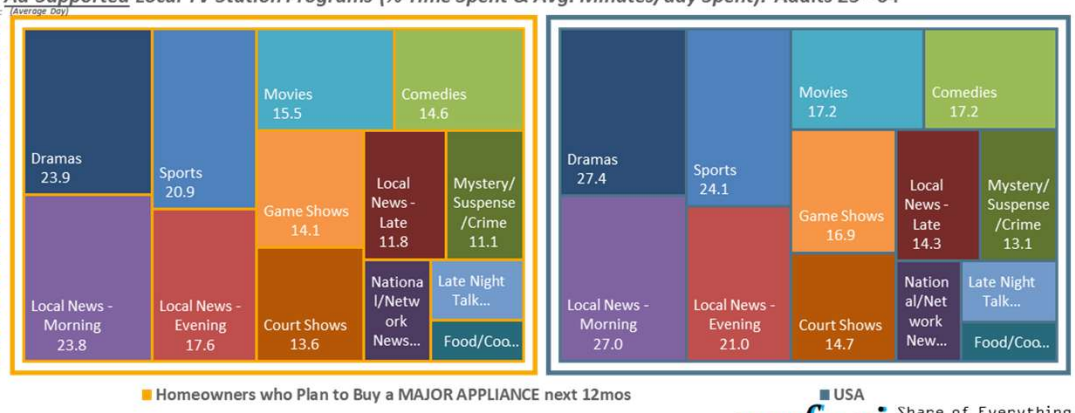
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,081

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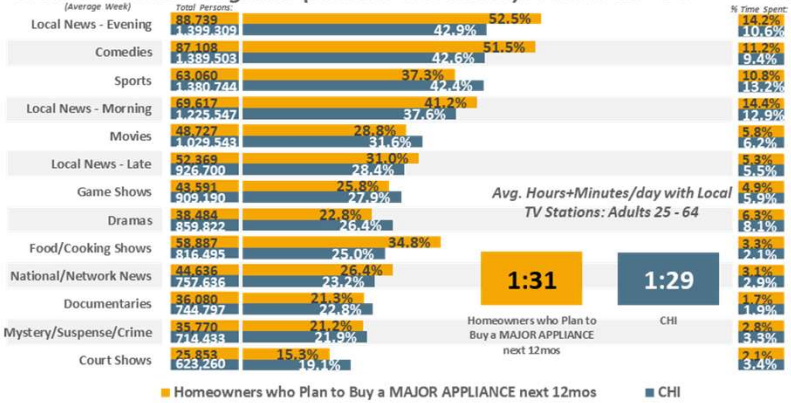
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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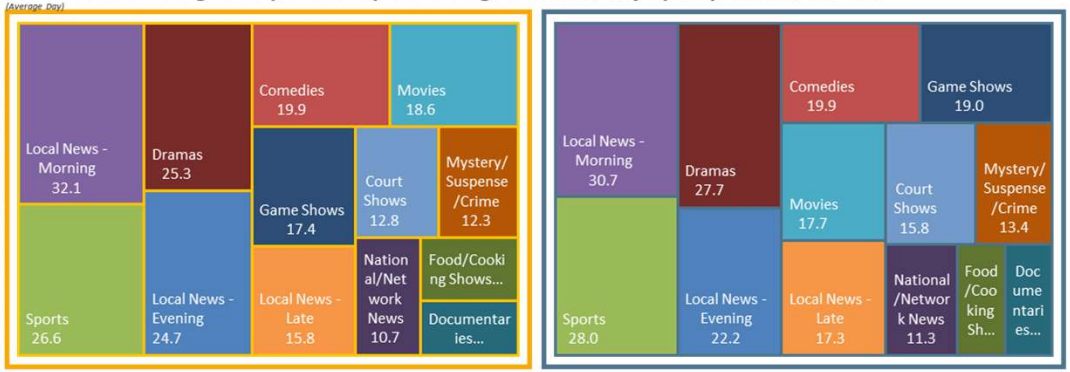
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

167,914 or 73.2% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Sports, Local News - Late, and Movies.

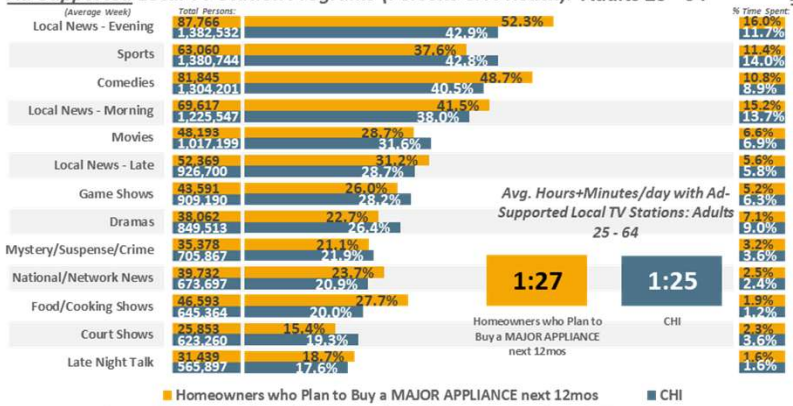
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



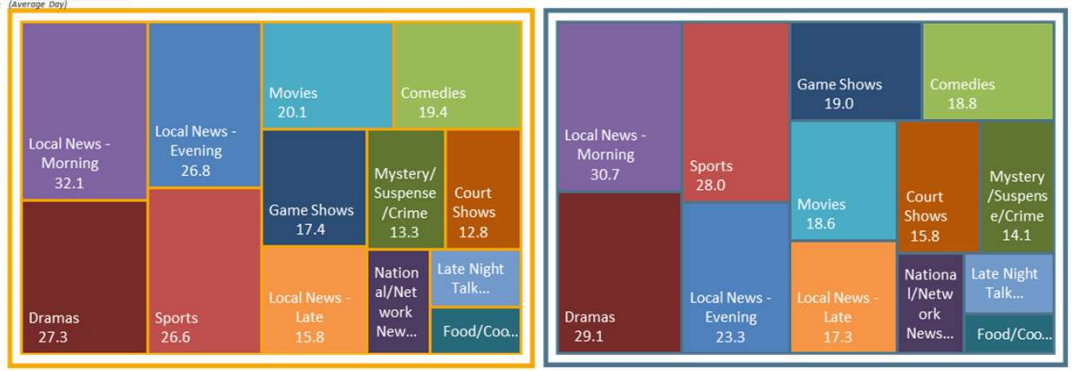
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 160

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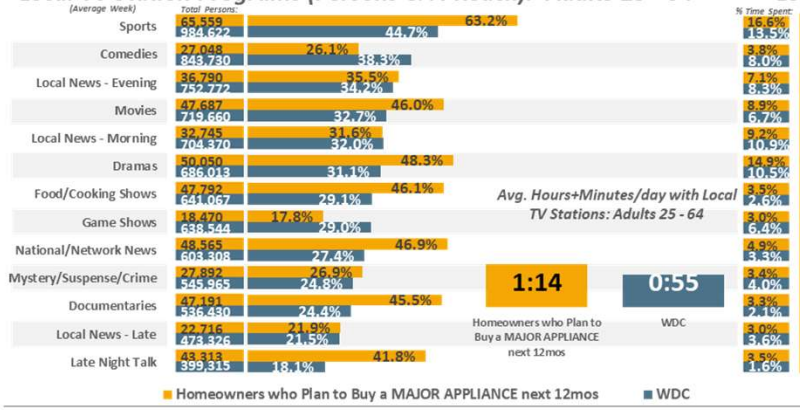
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

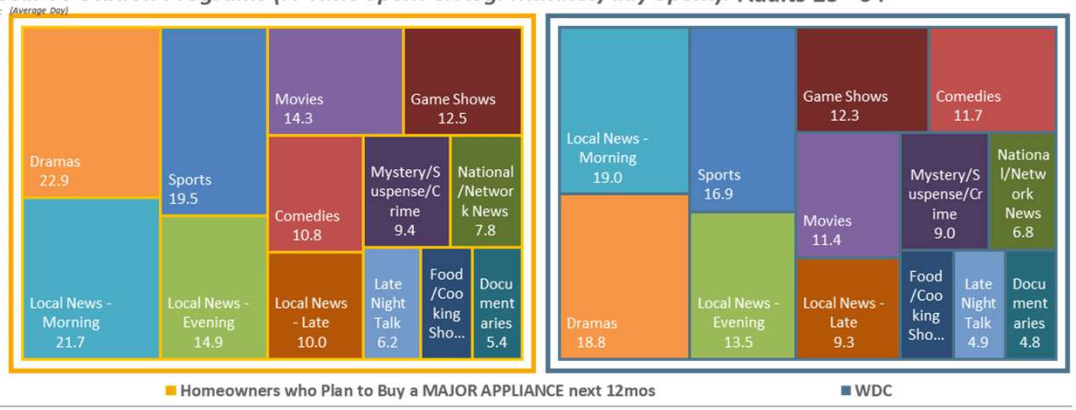
Whirlpool KitchenAid JENNAIR MAYTAG AMANA — WDC

102,177 or 56.1% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Dramas, Movies, National/Network News, Late Night Talk, and Food/Cooking Shows.

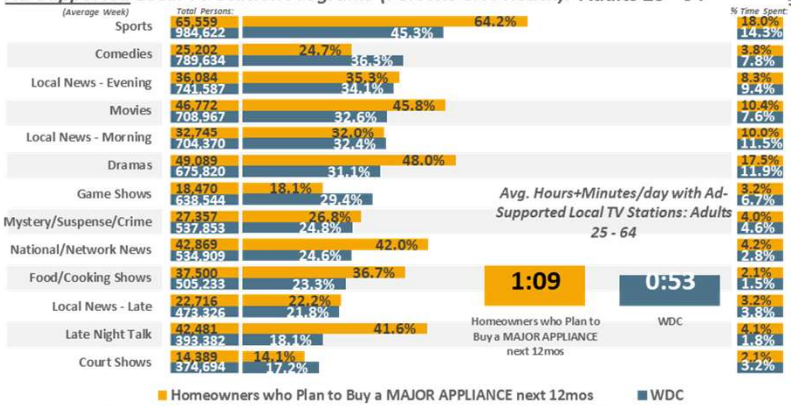
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



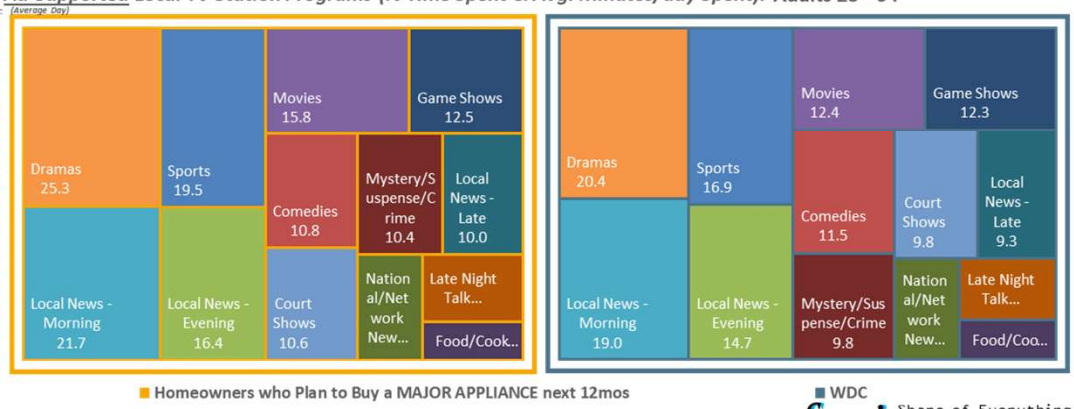
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 267

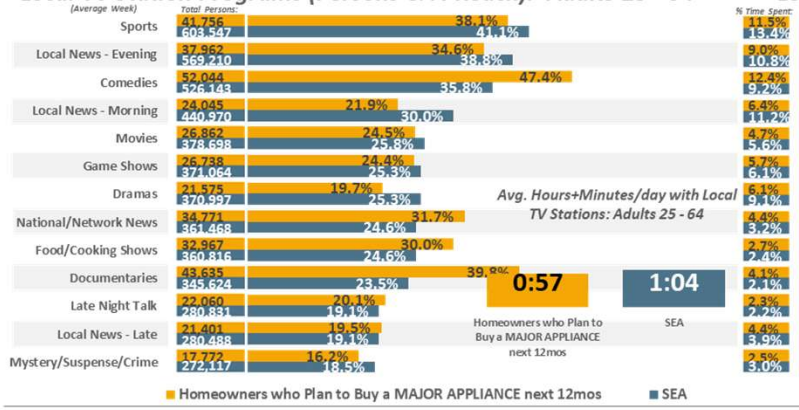
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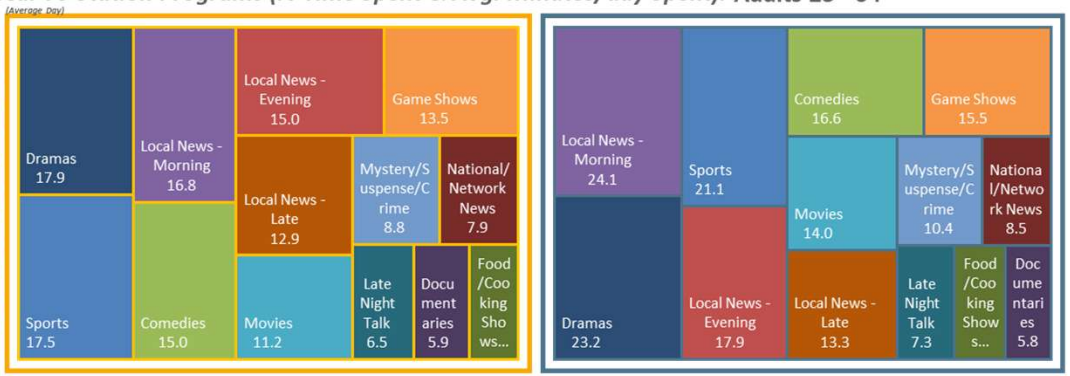
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

107,303 or 64.4% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, National/Network News, Game Shows, and Movies.

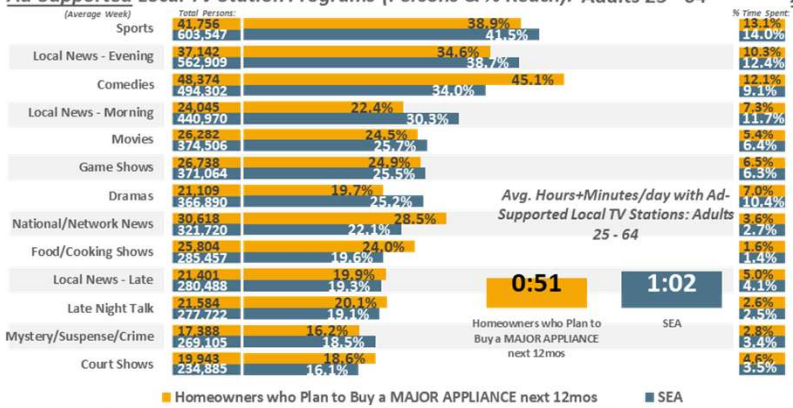
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



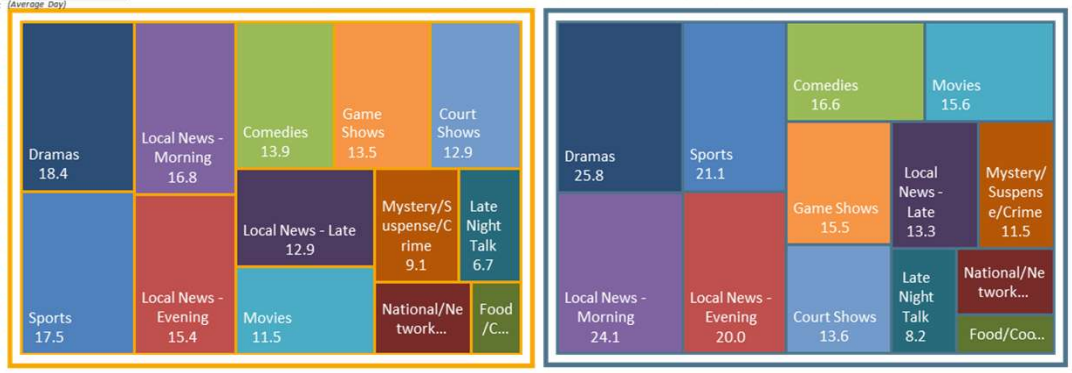
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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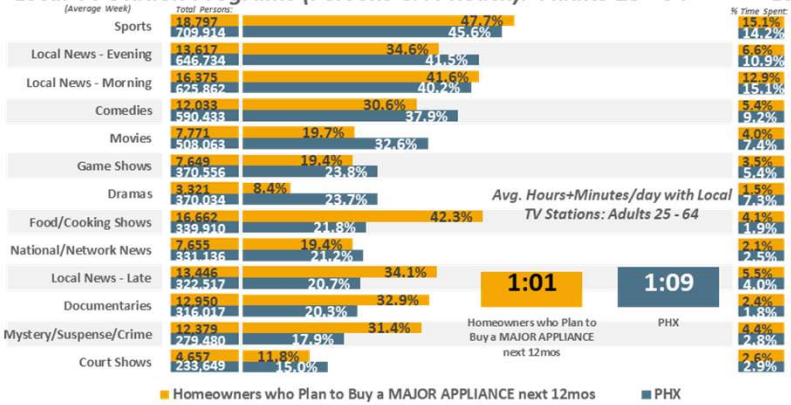
soefa.ai Share of Everything for Anything ©

[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

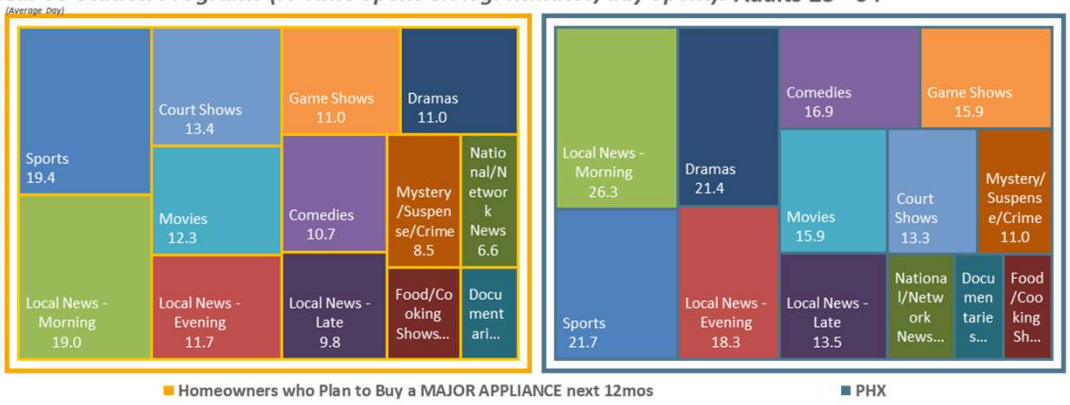
Whirlpool KitchenAid JENNAIR MAYTAG AMANA **PHX**

38,549 or 44.7% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Late, Local News - Evening, Food/Cooking Shows, and Science F

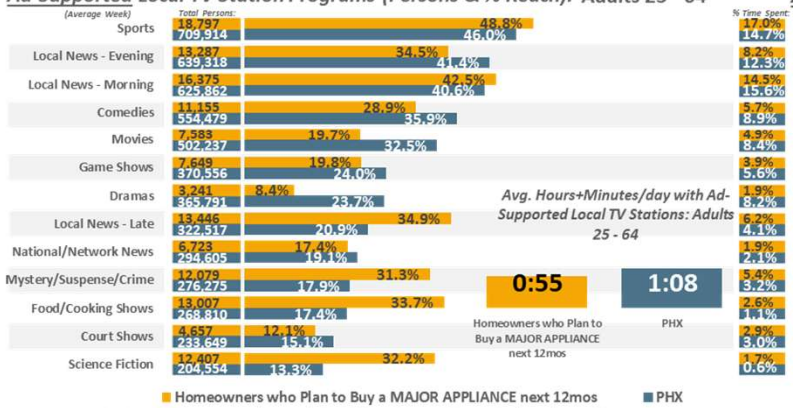
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



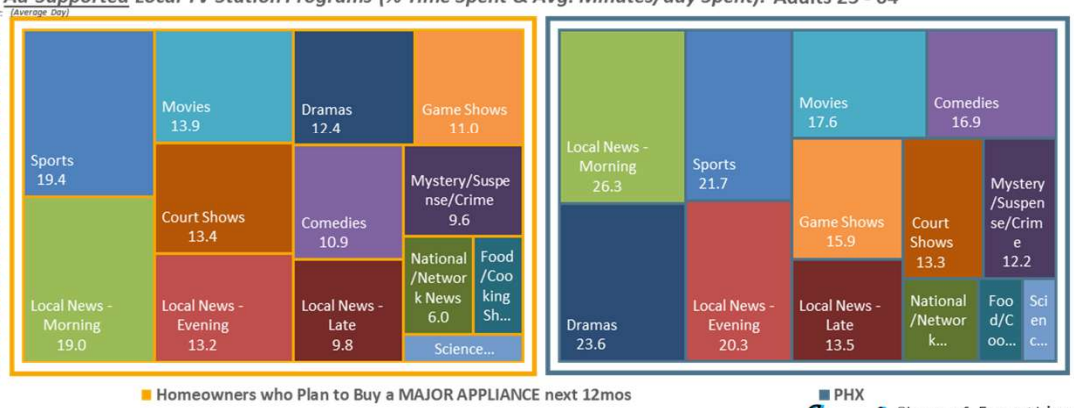
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 82

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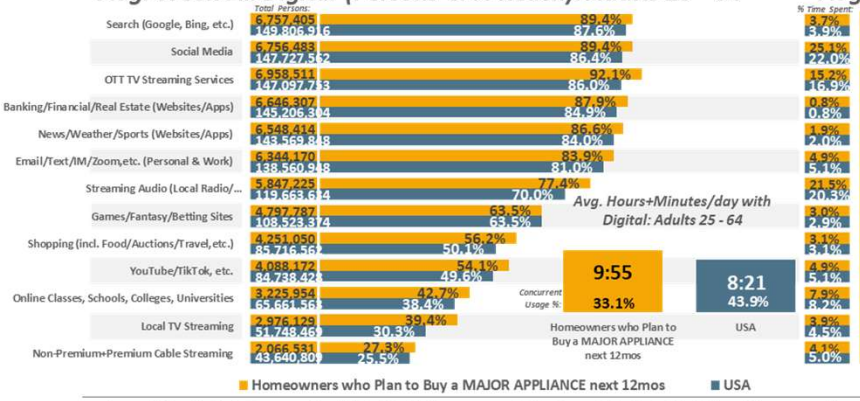
soefa.ai Share of Everything for Anything ©

[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

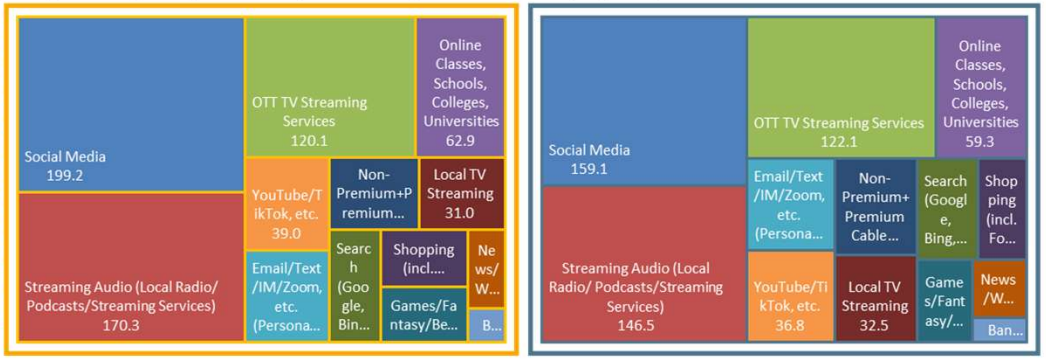
Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

5,721,628 or 75.7% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Social Media for an average of 183.3 minutes every day representing 31.8% of all time spent daily with Ad-Supported Digital Media.

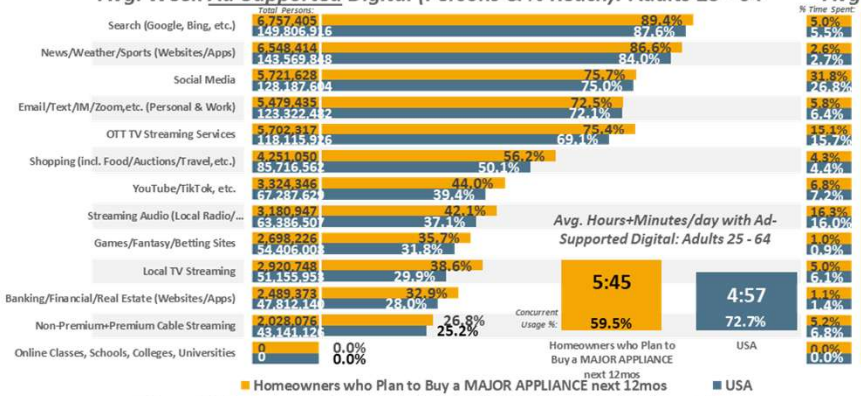
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



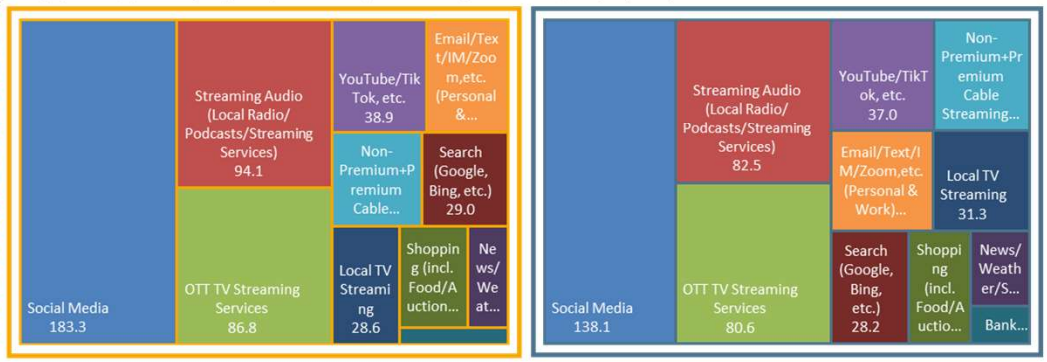
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,081

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

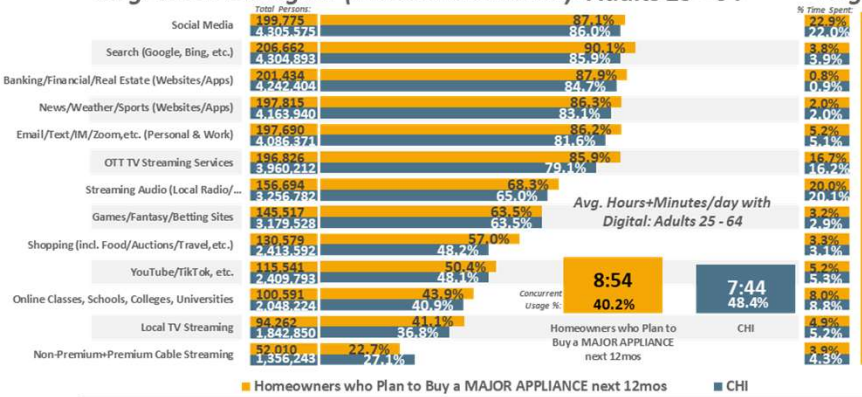
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA — CHI

164,348 or 71.7% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Social Media for an average of 158. minutes every day representing 29.5% of all time spent daily with Ad-Supported Digital Media.

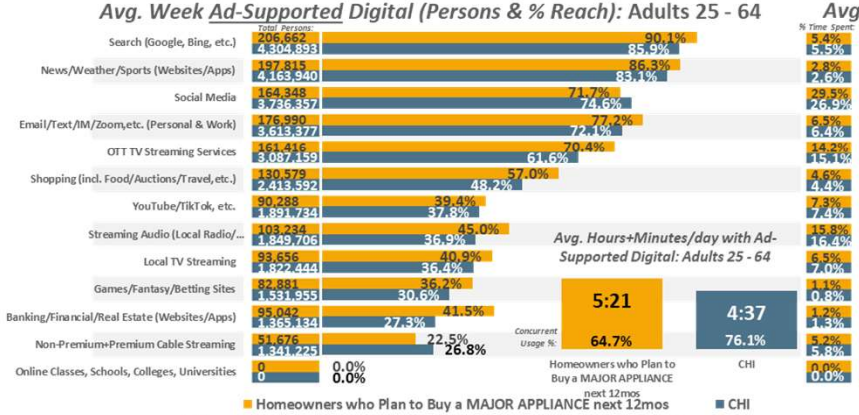
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



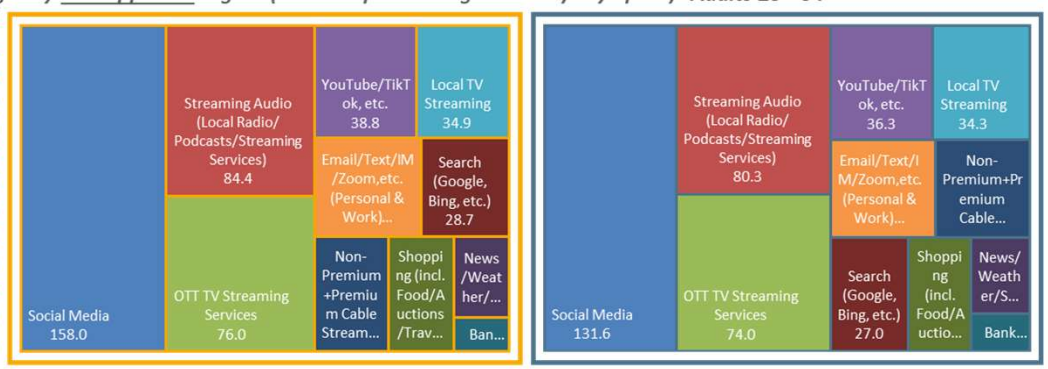
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 160

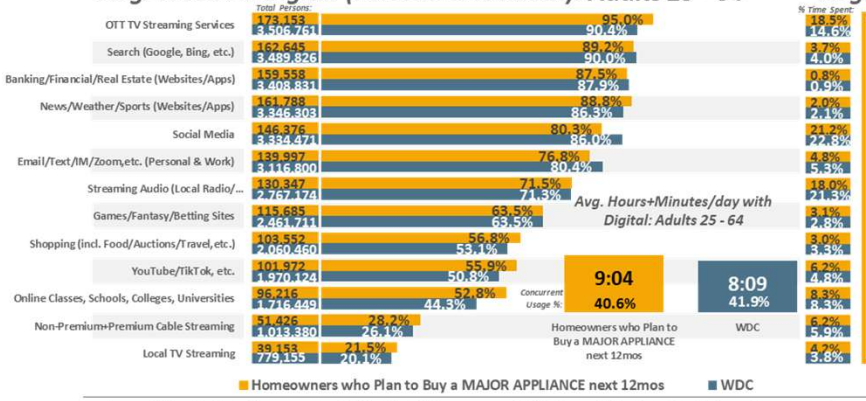
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

127,683 or 70.1% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Social Media for an average of 149.2 minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

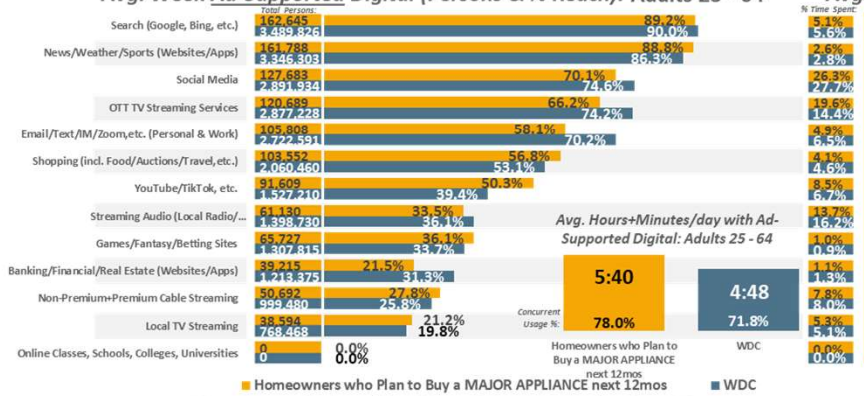
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



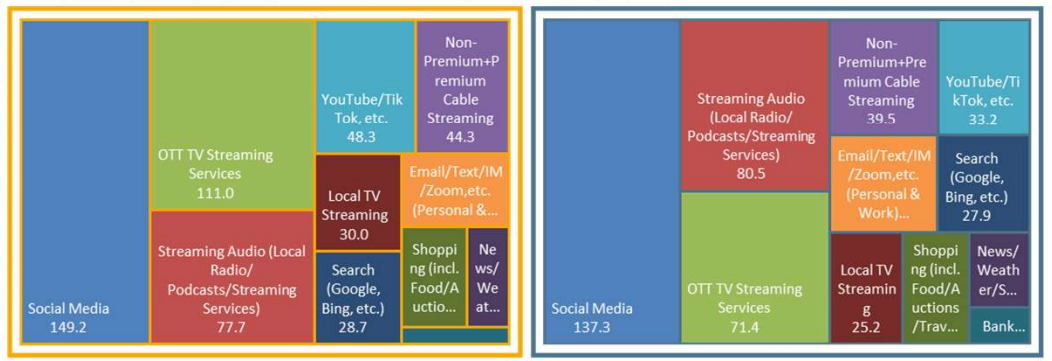
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 267

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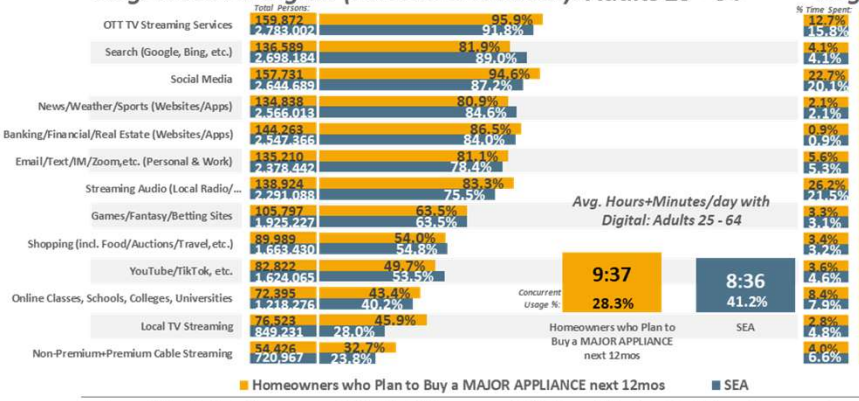
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

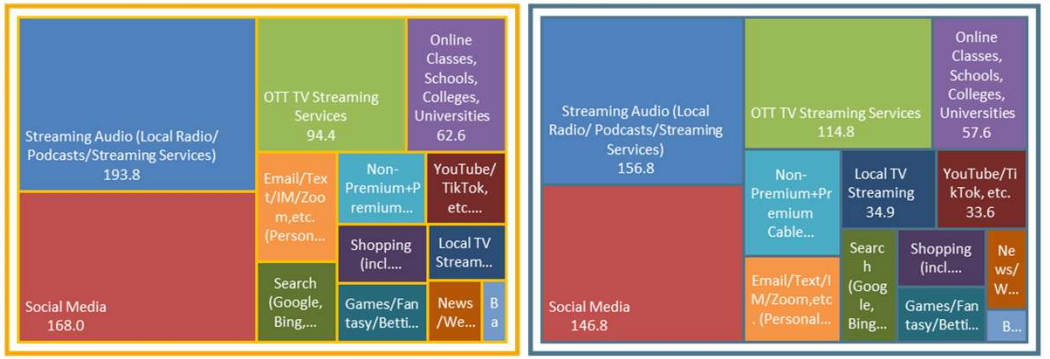
Whirlpool KitchenAid JENNAIR MAYTAG AMANA SEA

134,943 or 81.% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Social Media for an average of 154.6 minutes every day representing 29.4% of all time spent daily with Ad-Supported Digital Media.

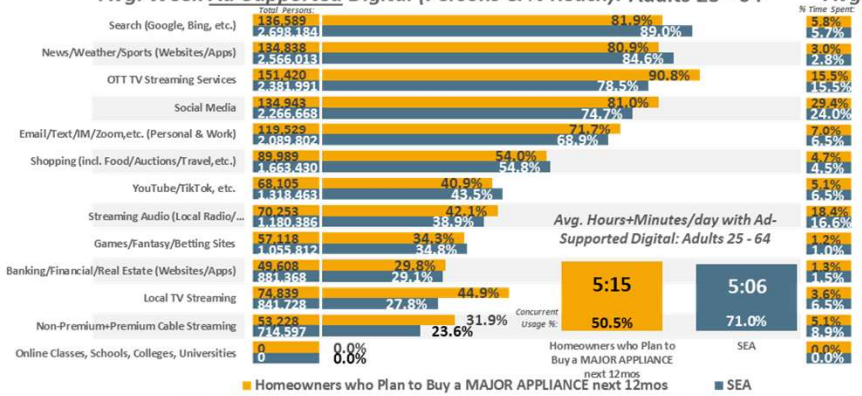
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



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



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

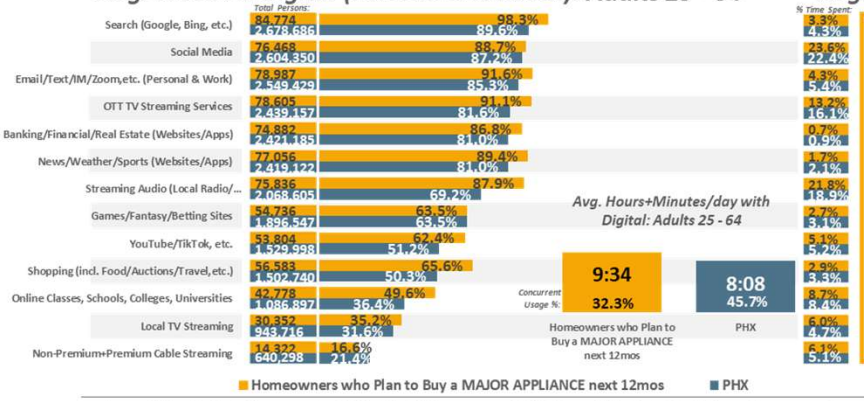
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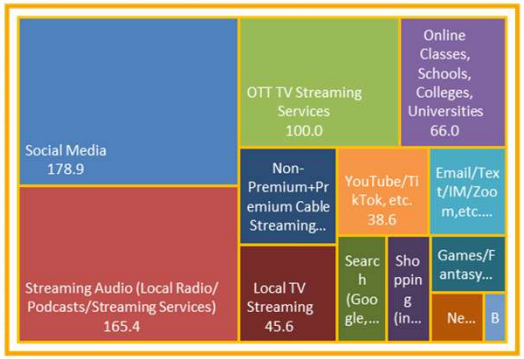
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

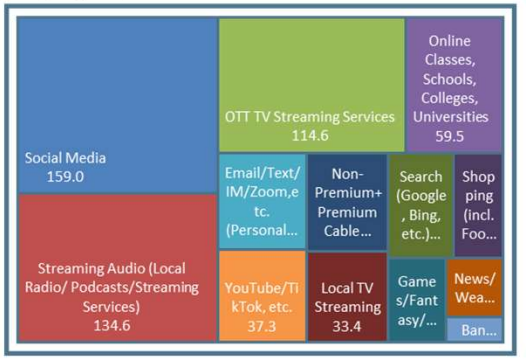
58,734 or 68.1% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Social Media for an average of 164.6 minutes every day representing 30.4% of all time spent daily with Ad-Supported Digital Media.

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

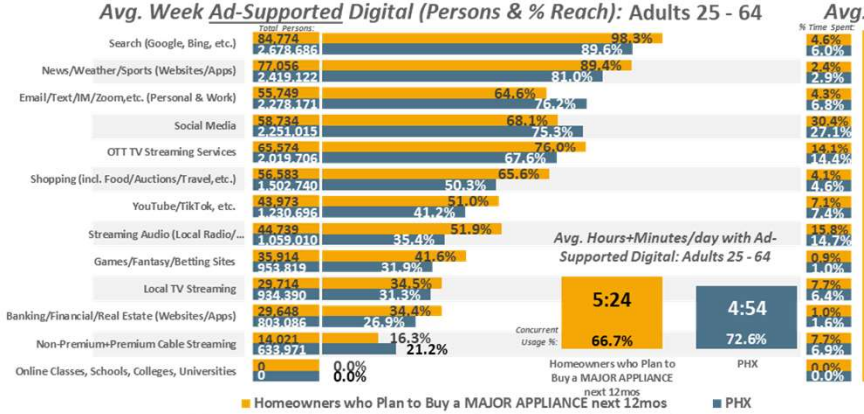


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

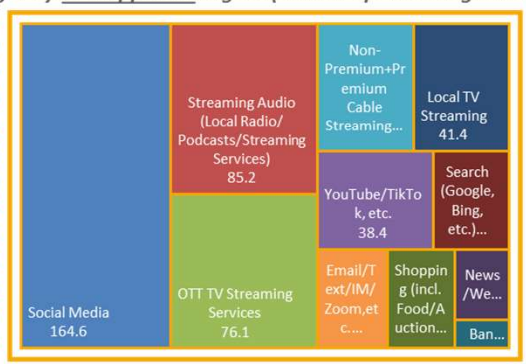


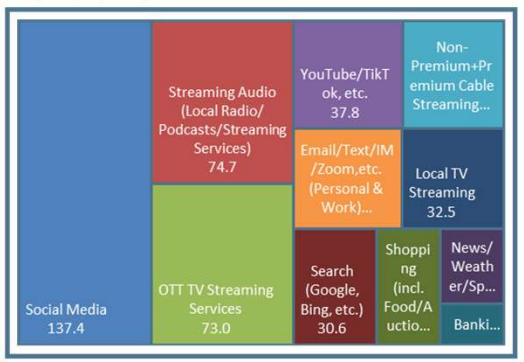


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



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





PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 82

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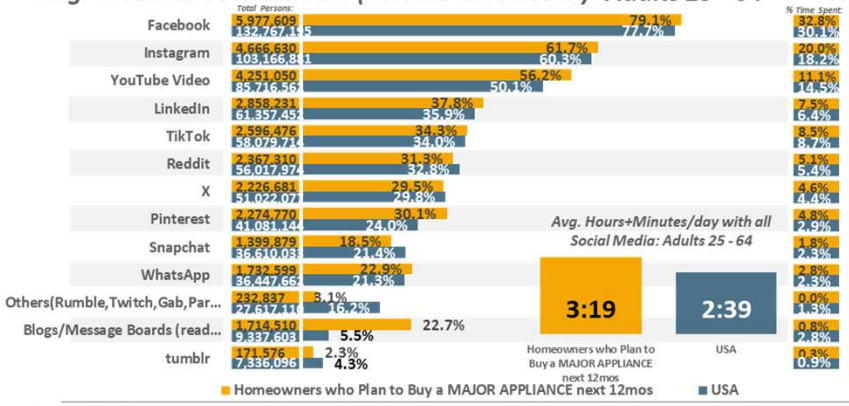
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

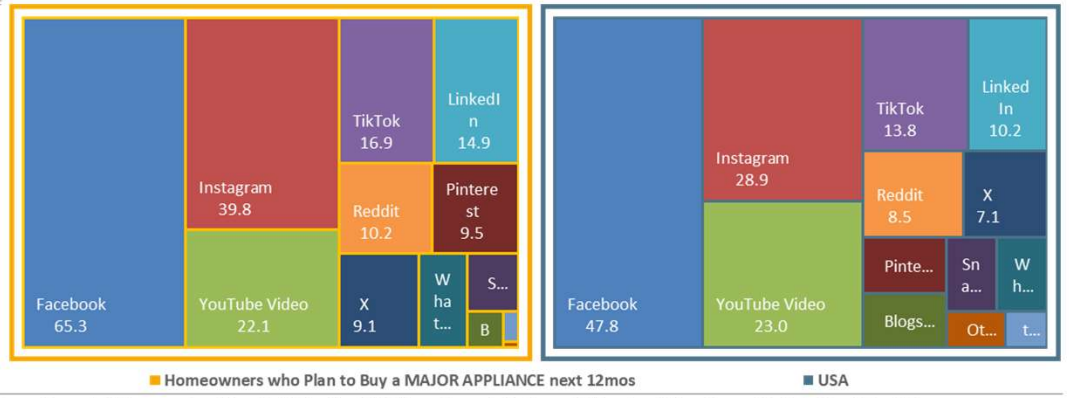
Whirlpool KitchenAid JENNAIR MAYTAG AMANA **USA**

5,721,628 or 75.7% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Facebook for an average of 56.6 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

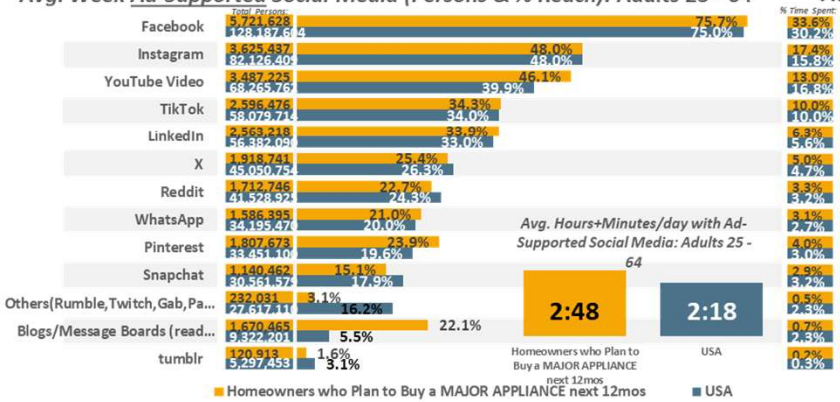
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



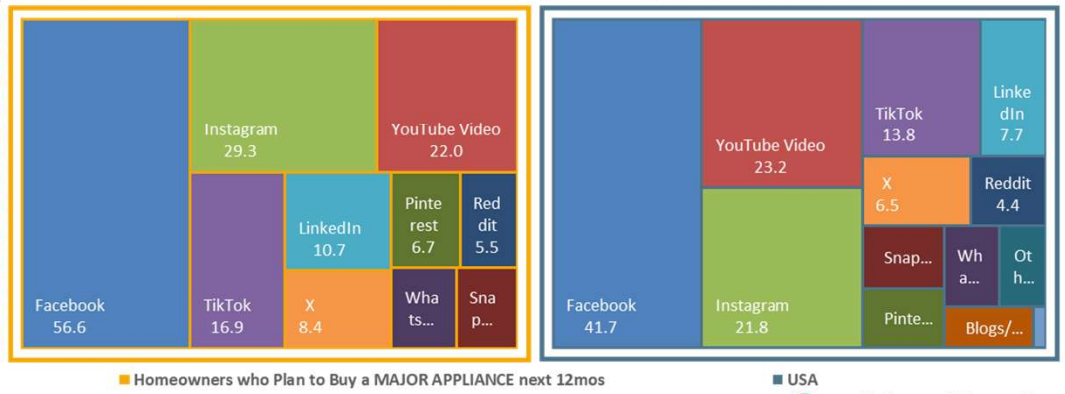
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,081

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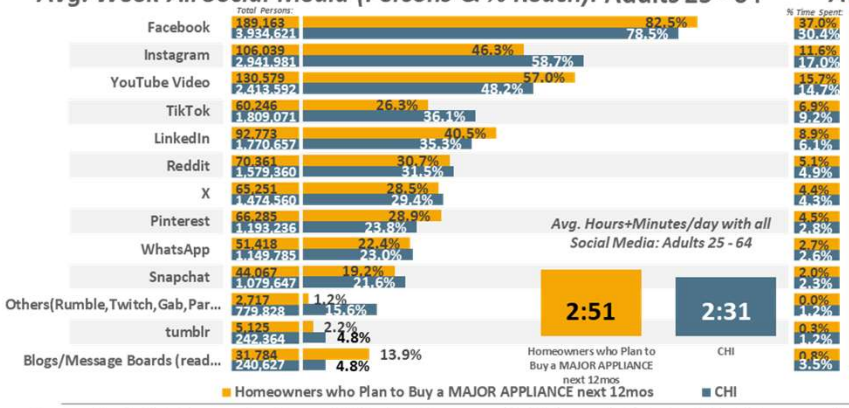
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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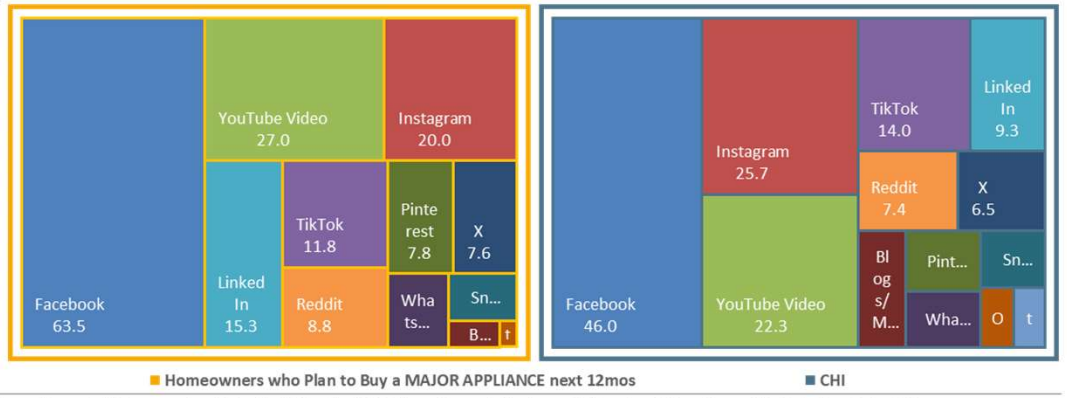
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

164,348 or 71.7% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Facebook for an average of 46.9 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

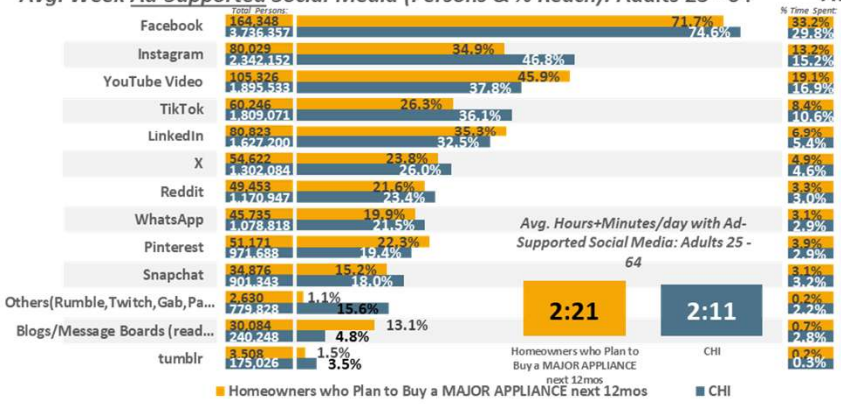
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



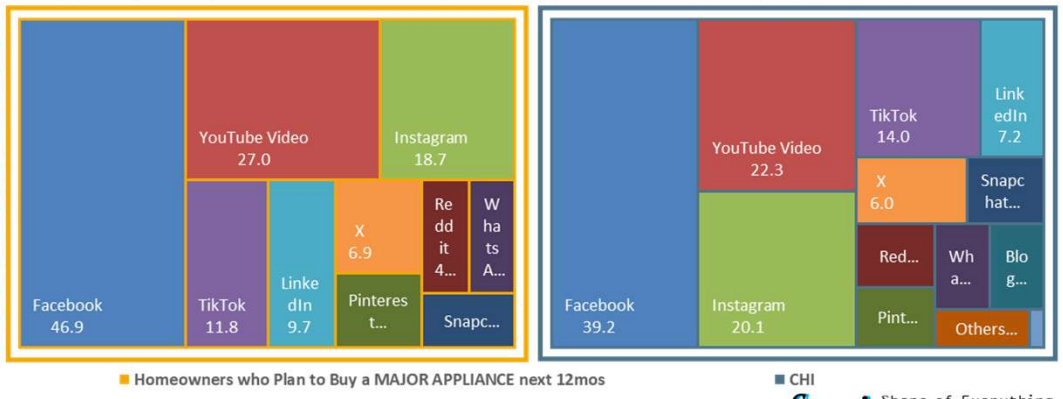
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 160

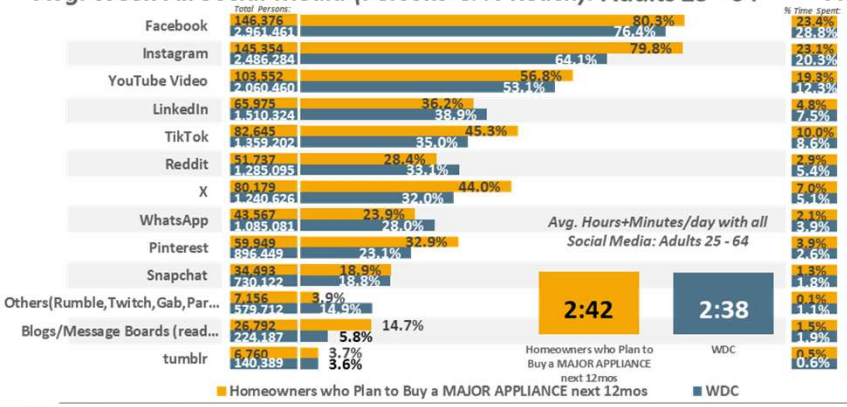
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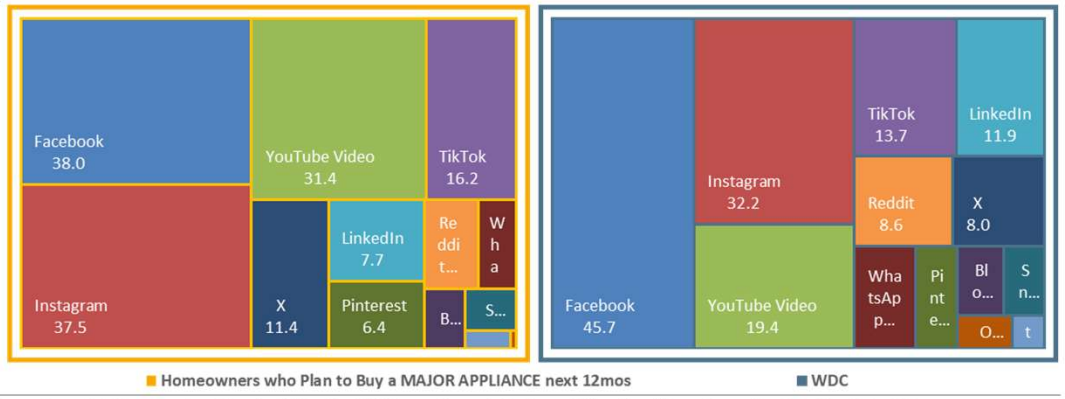
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

127,683 or 70.1% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Facebook for an average of 34.2 minutes every day representing 24.2% of all time spent daily with Ad-Supported Social Media.

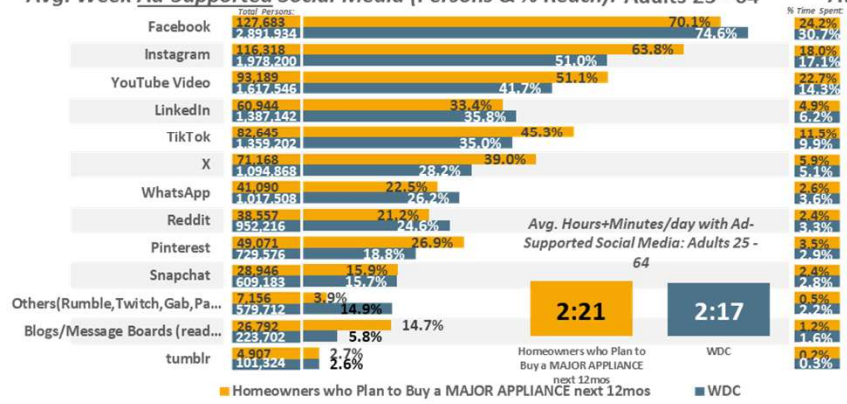
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



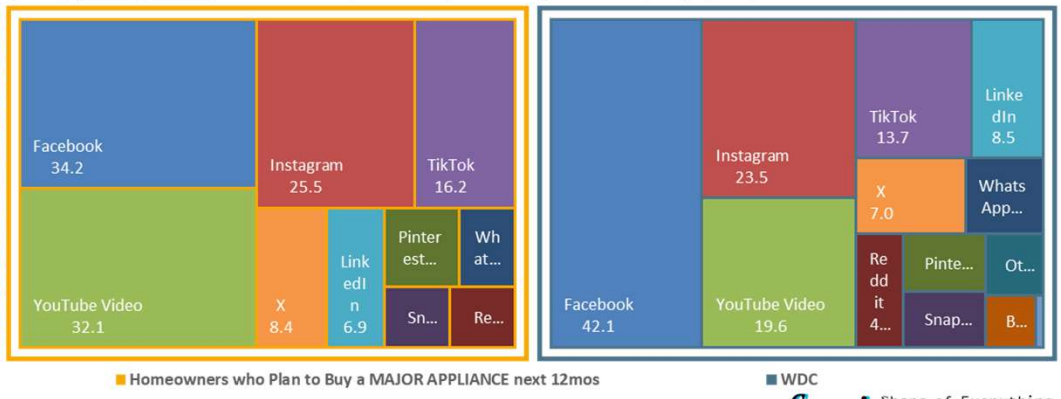
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 267

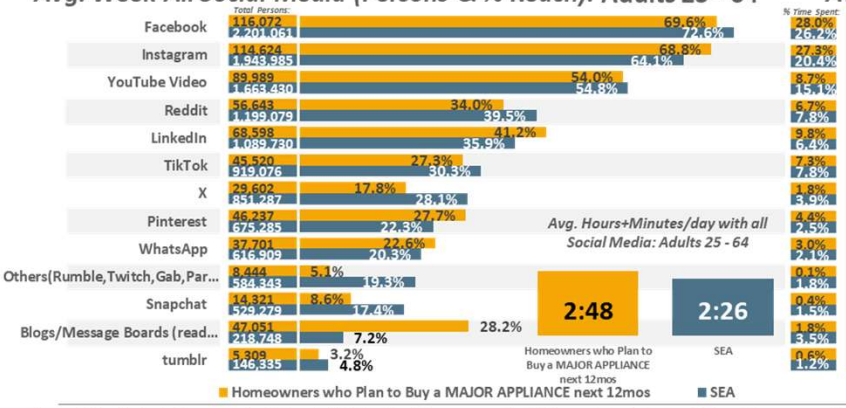
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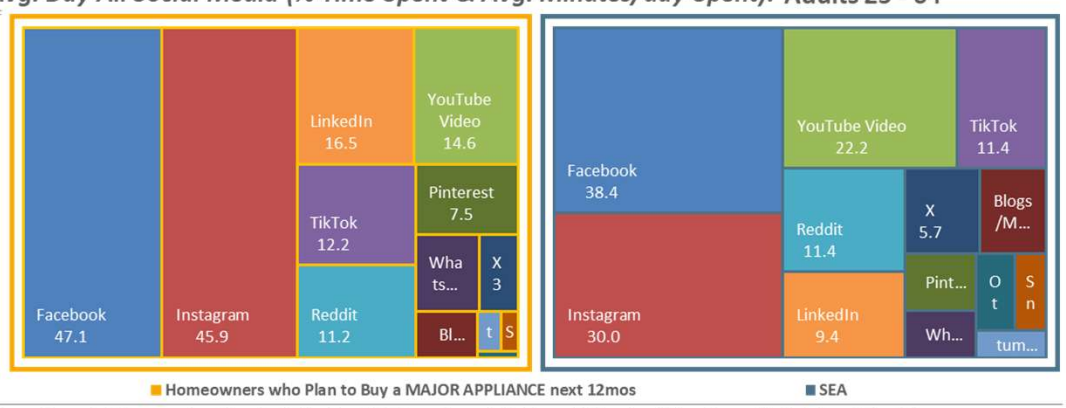
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

116,072 or 69.6% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Facebook for an average of 48.5 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.

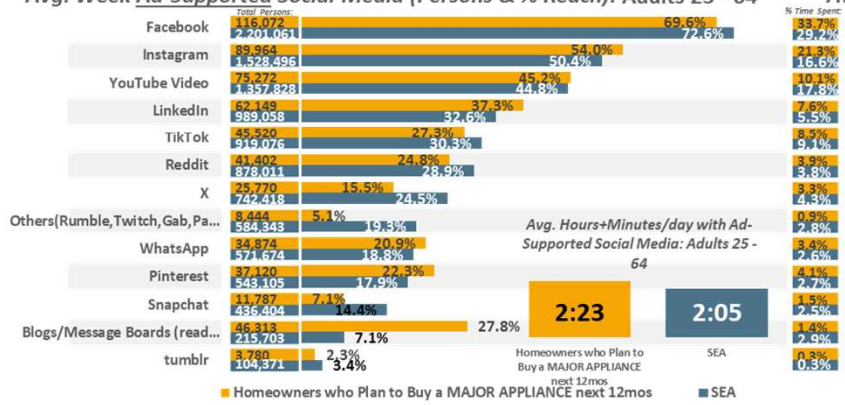
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



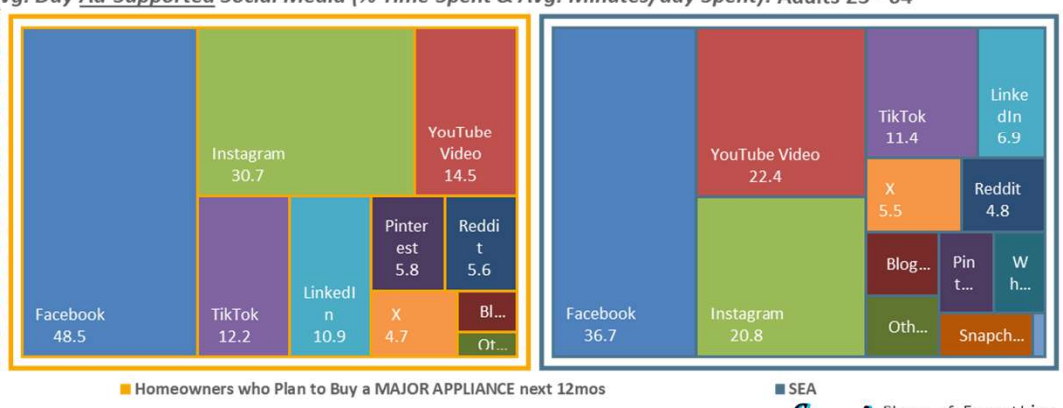
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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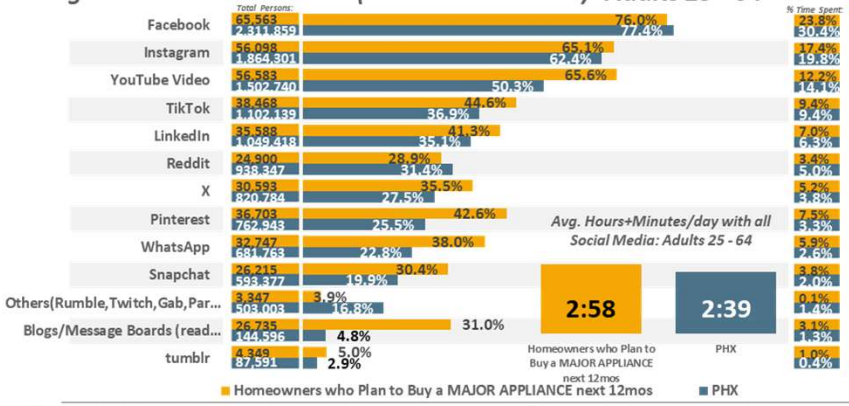
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

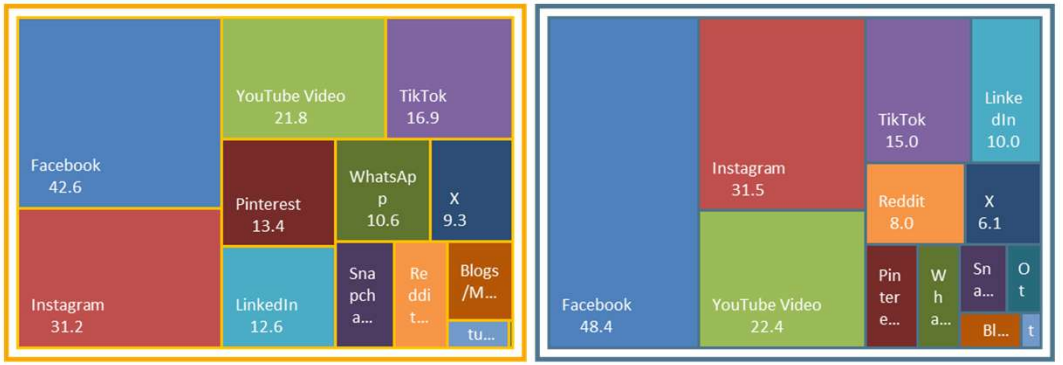
Whirlpool KitchenAid JENNAIR MAYTAG AMANA PHX

58,734 or 68.1% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Facebook for an average of 37.8 minutes every day representing 27.5% of all time spent daily with Ad-Supported Social Media.

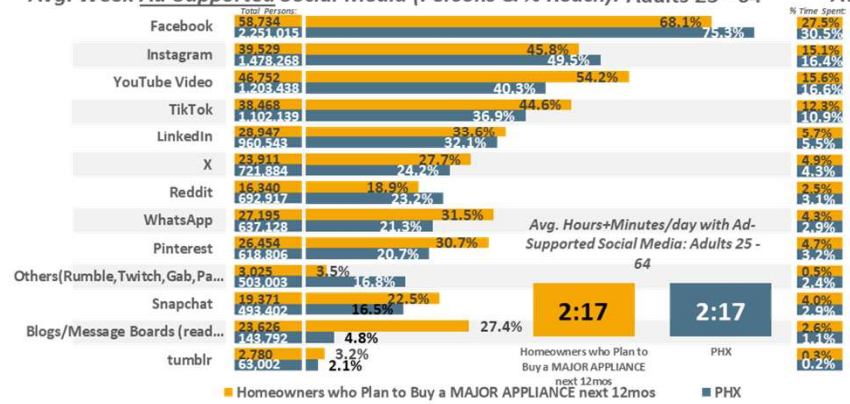
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



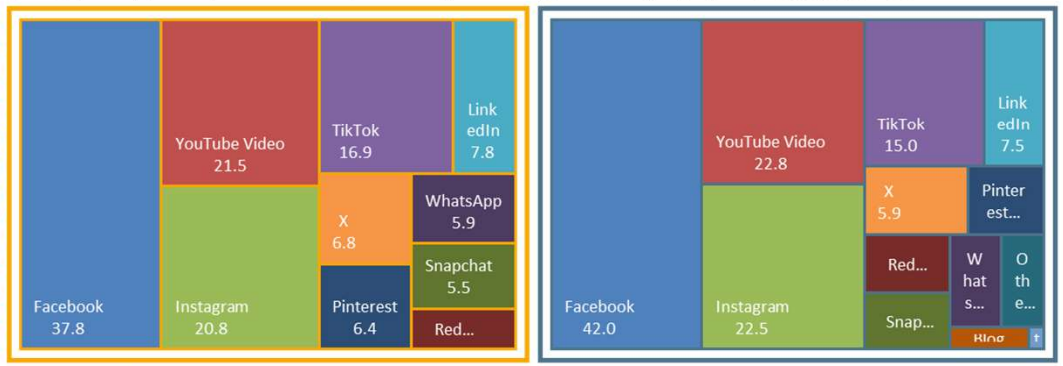
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 82

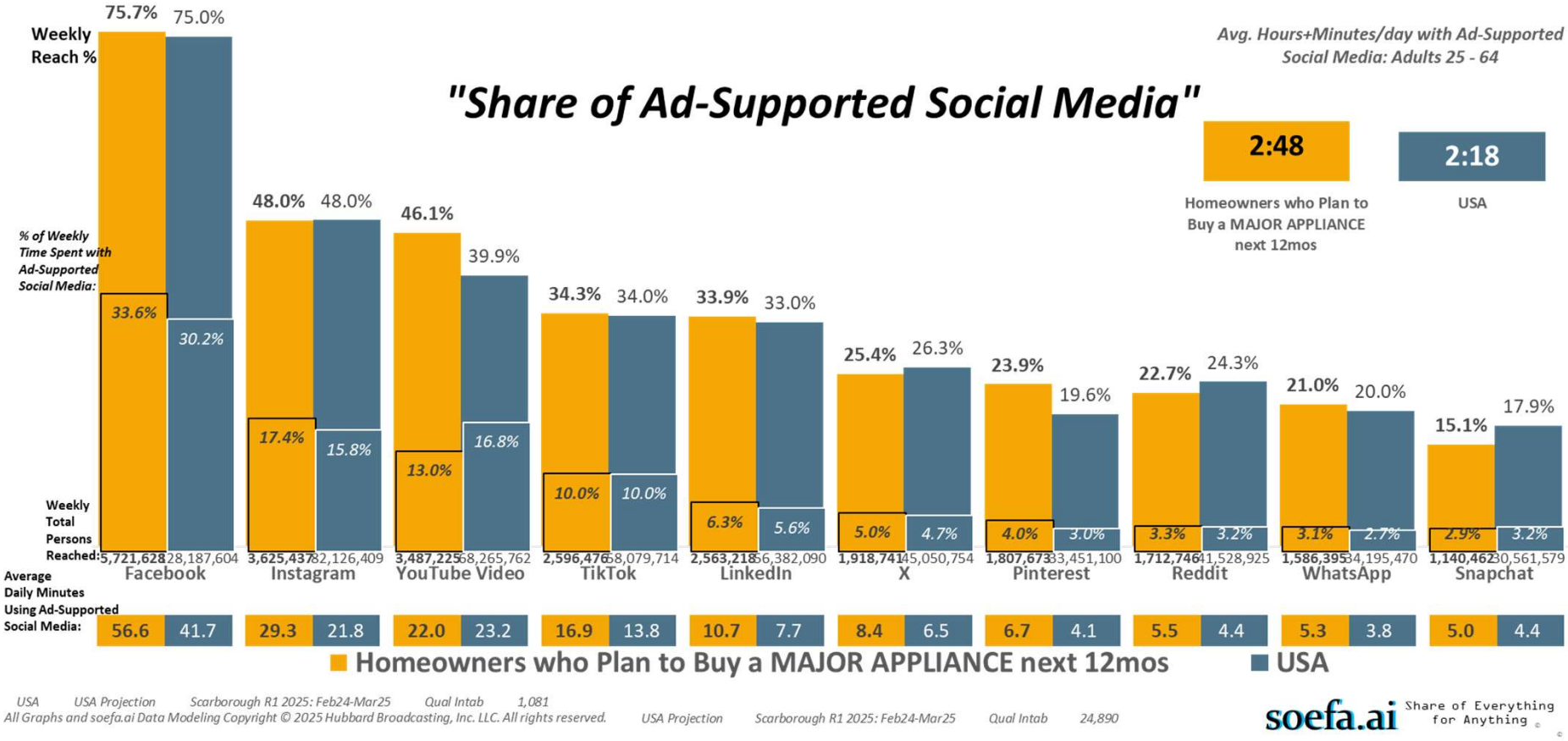
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

5,721,628 or 75.7% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Facebook for an average of 56.6 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,081

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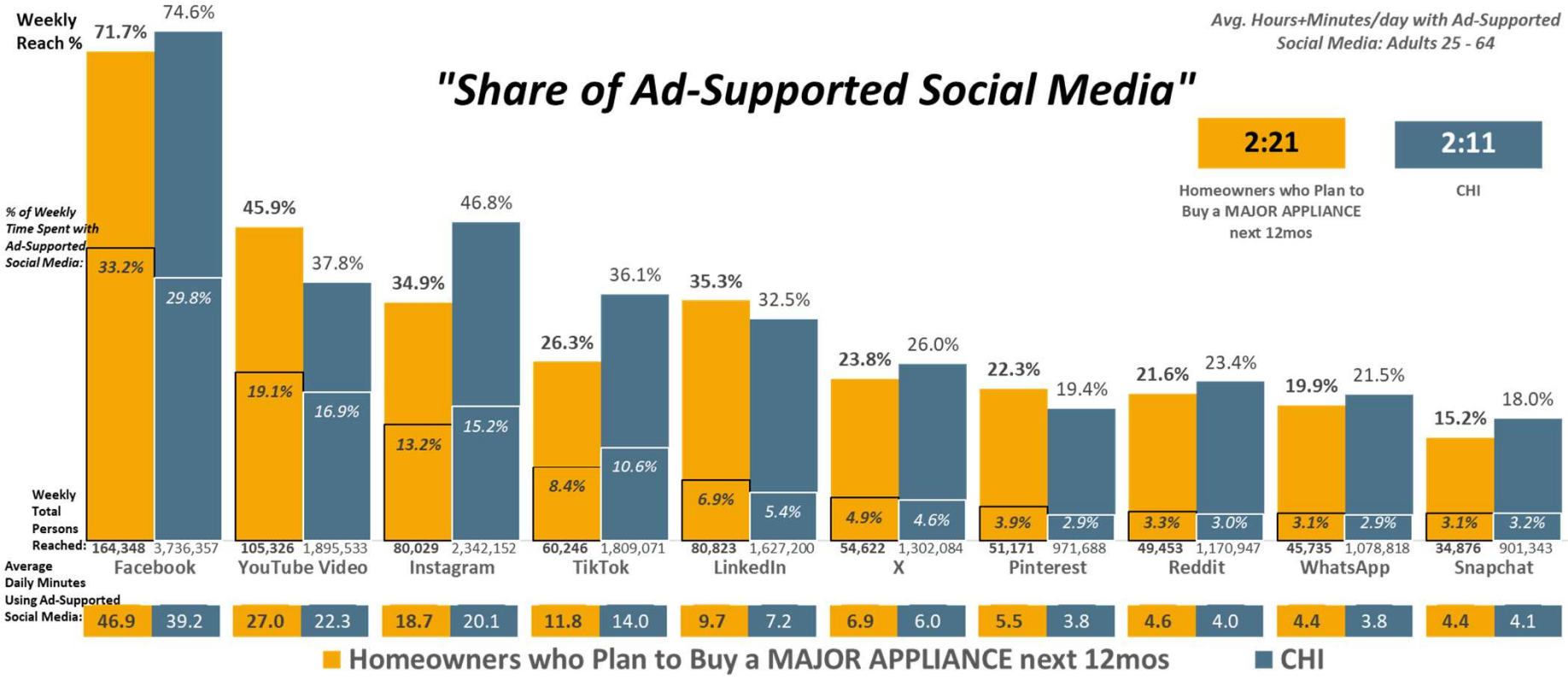
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool · KitchenAid · JENNAIR · MAYTAG · AMANA · CHI

164,348 or 71.7% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Facebook for an average of 46.9 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.



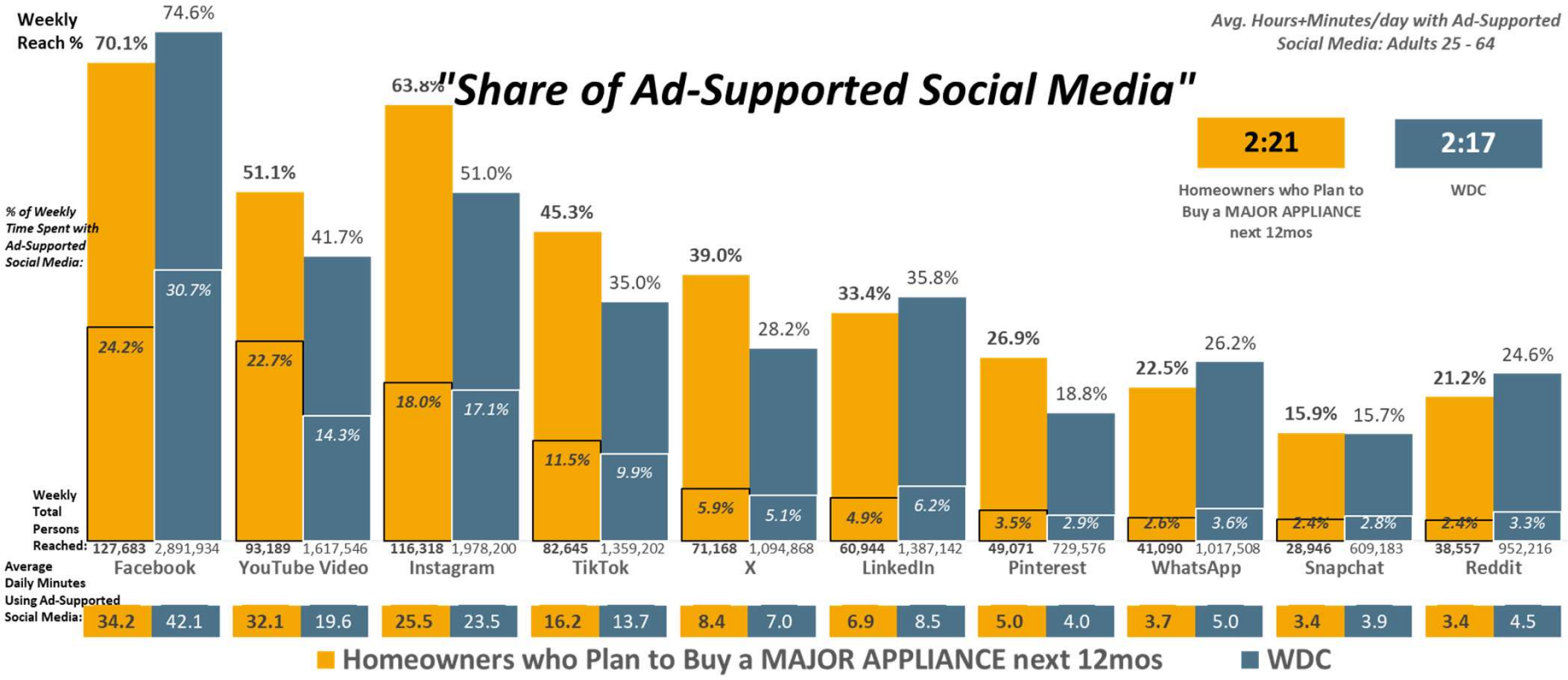
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 160 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

127,683 or 70.1% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Facebook for an average of 34.2 minutes every day representing 24.2% of all time spent daily with Ad-Supported Social Media.



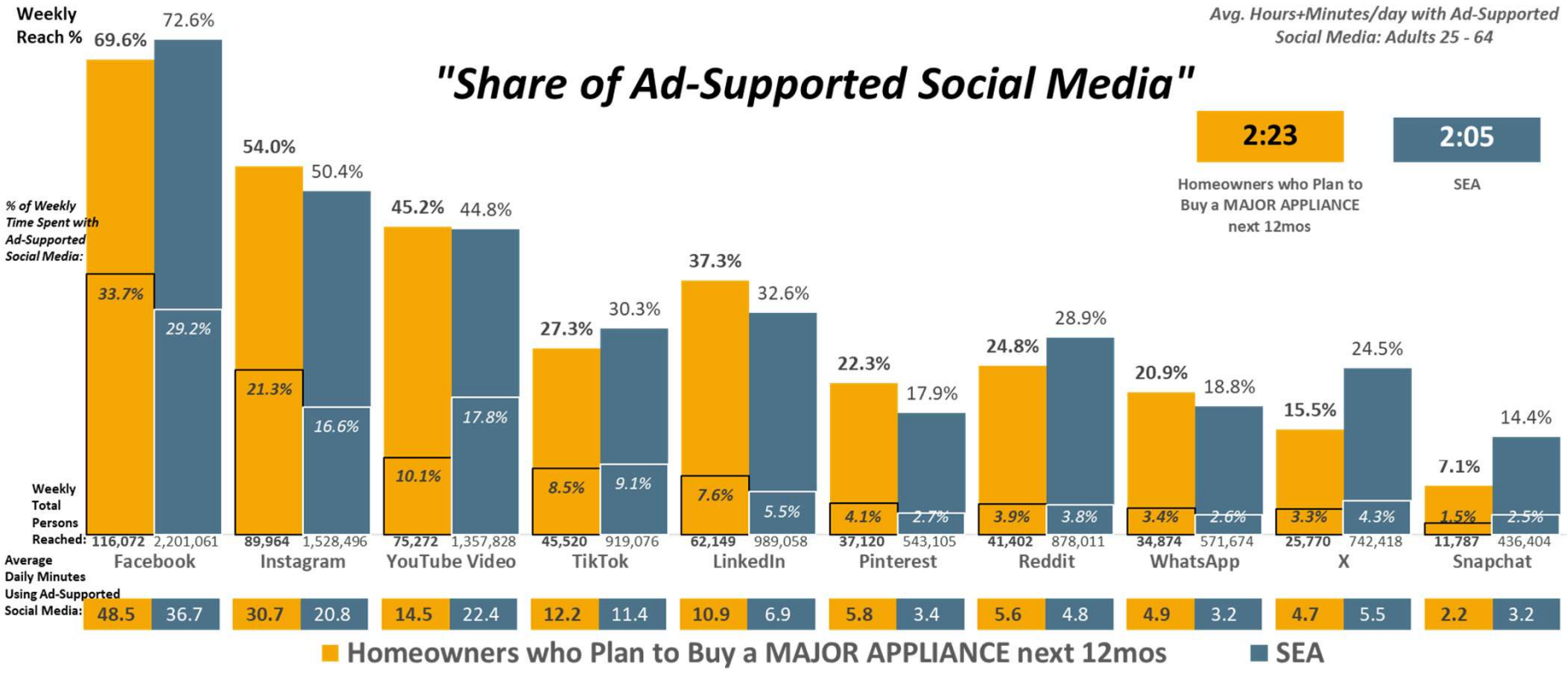
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 267 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

116,072 or 69.6% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Facebook for an average of 48.5 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.



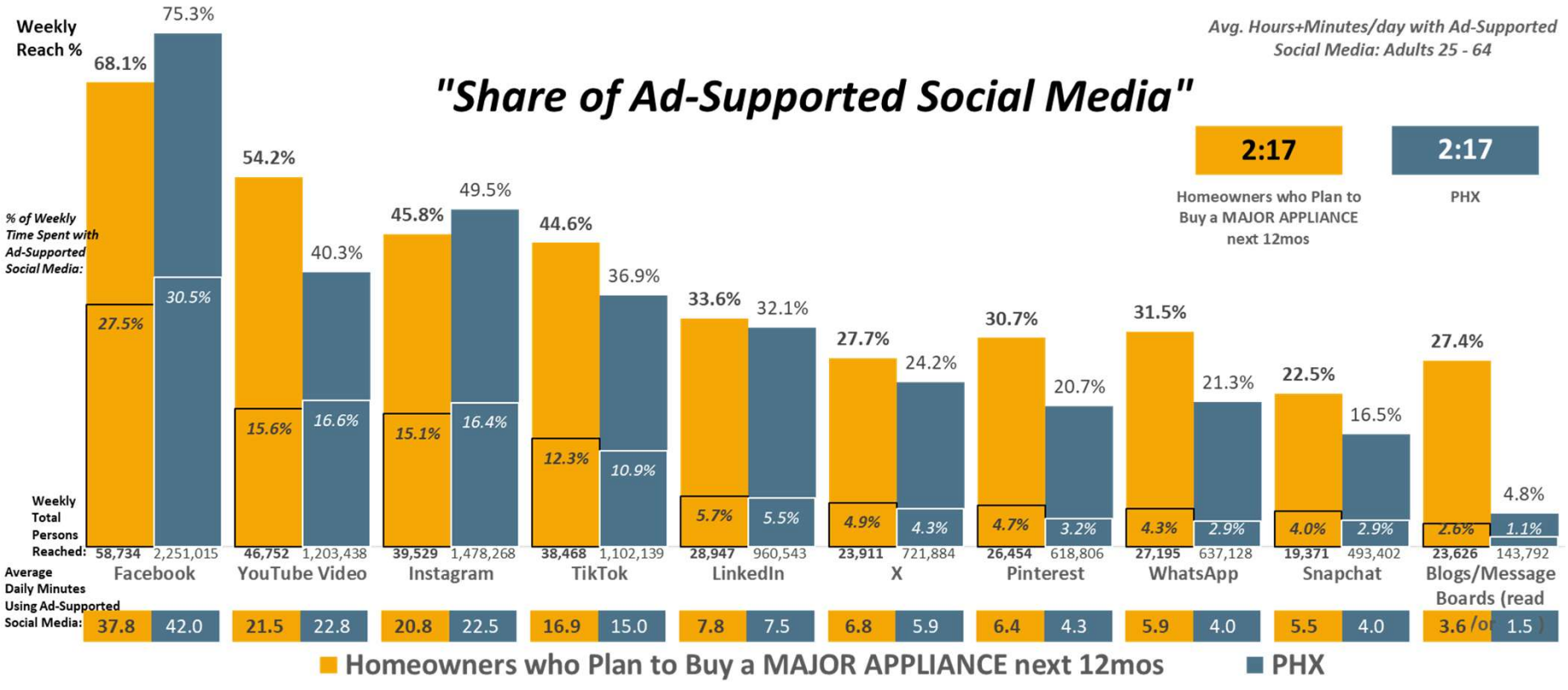
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

58,734 or 68.1% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Facebook for an average of 37.8 minutes every day representing 27.5% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 82 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

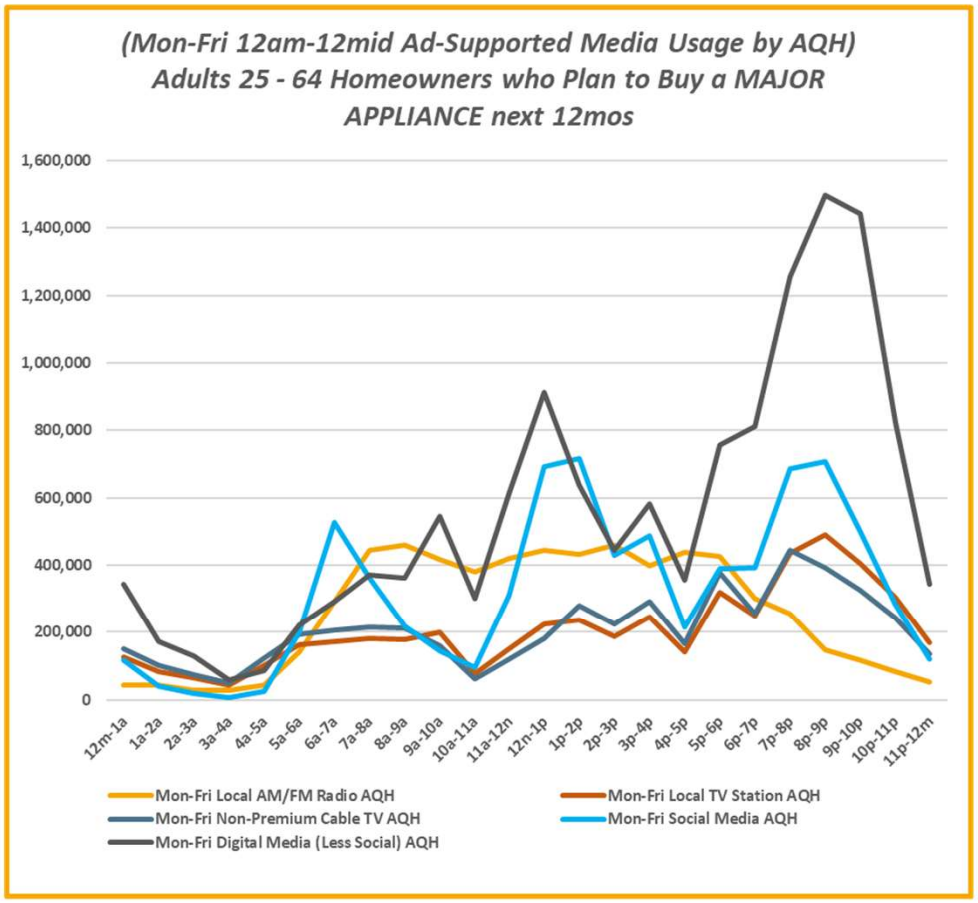
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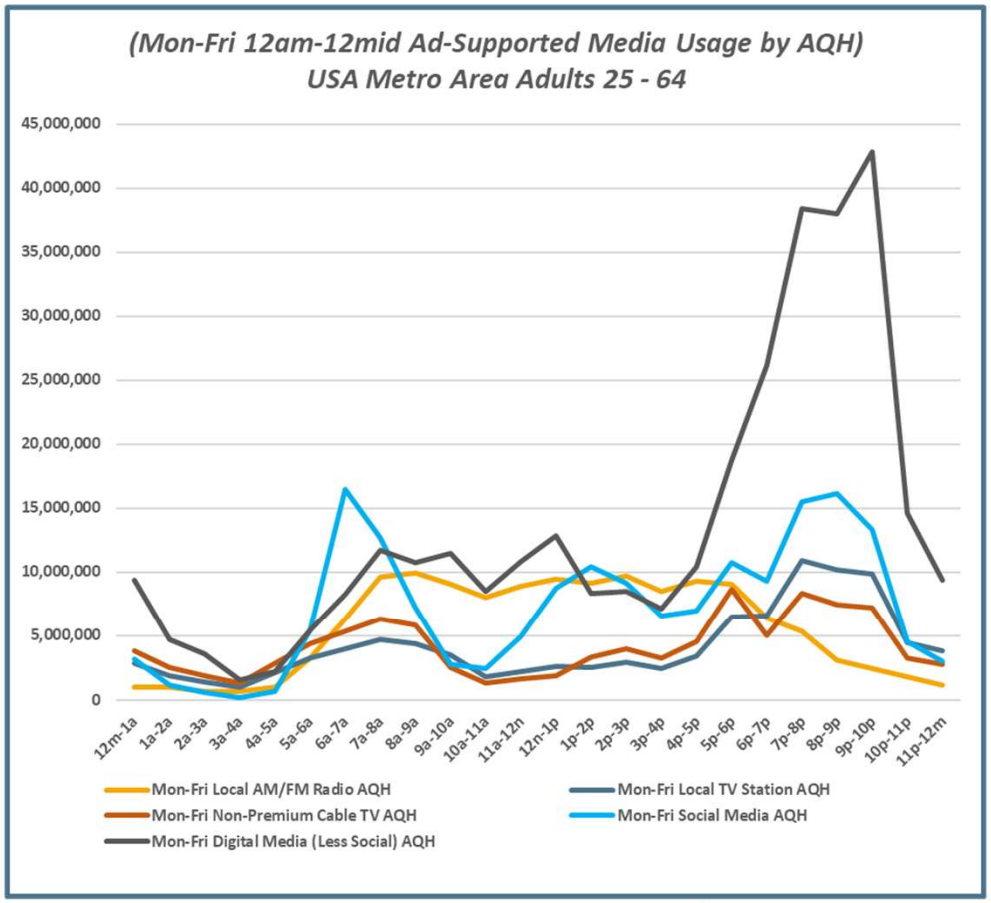
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 537,127; Local Radio: 408,573; Social Media: 382,404; Non-Prem. Cable: 211,014; Local TV: 196,698 reaching Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE nex





USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,081

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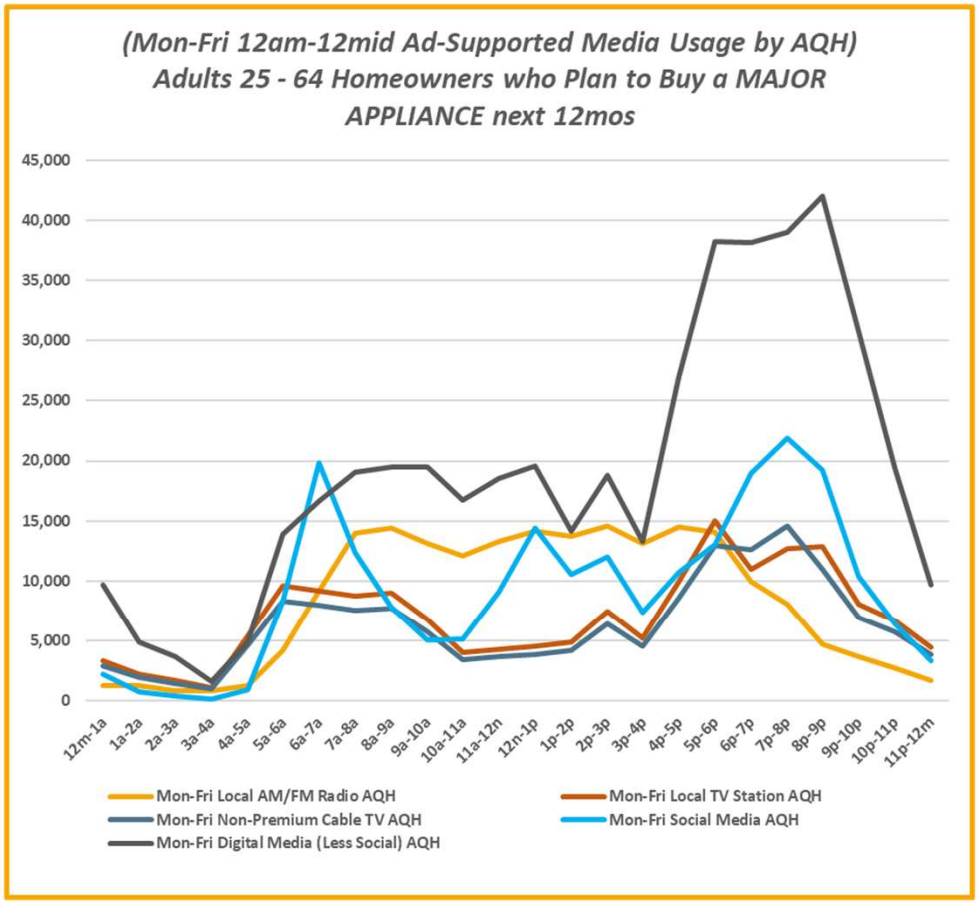
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

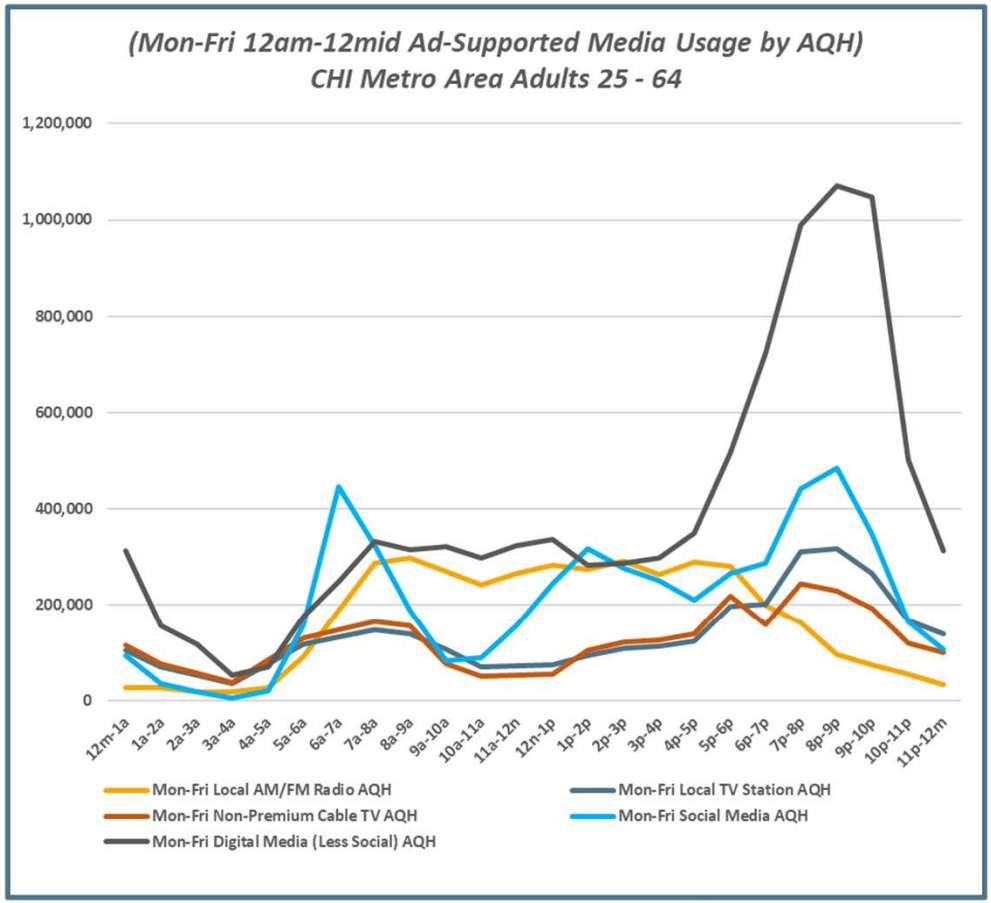
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA CHI

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 21,468; Local Radio: 13,092; Social Media: 11,256; Local TV: 7,680; Non-Prem. Cable: 6,851 reaching Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos





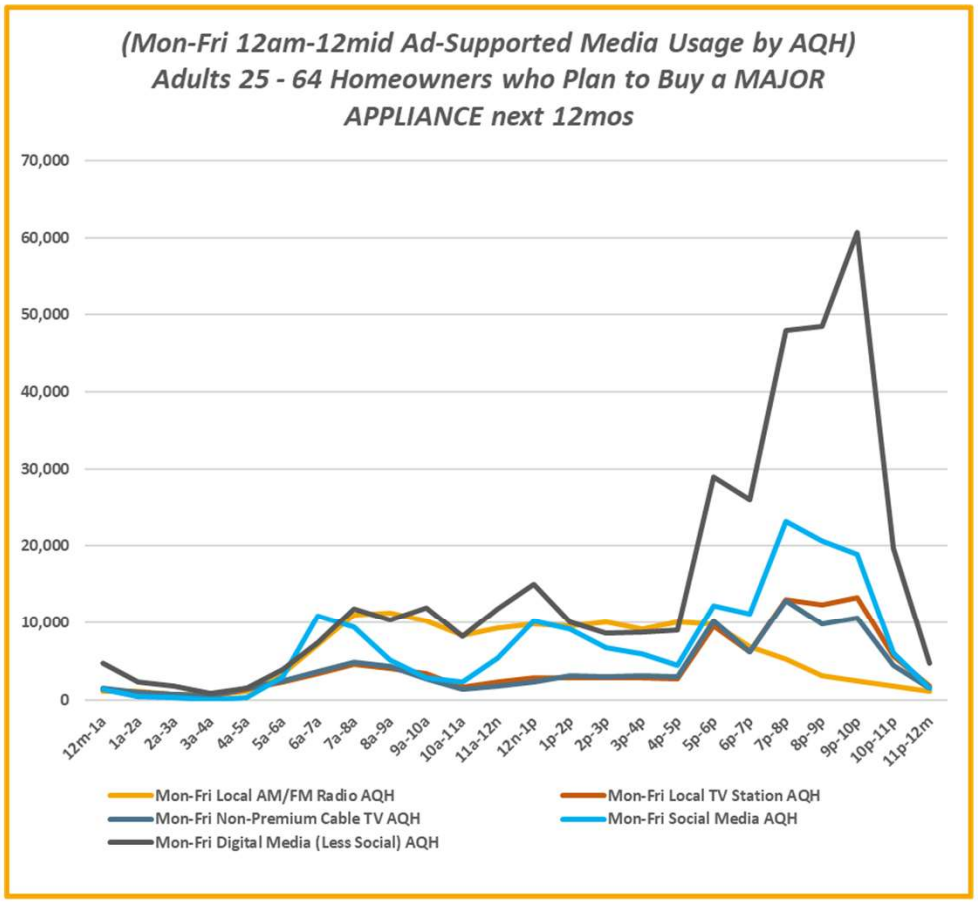
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 160

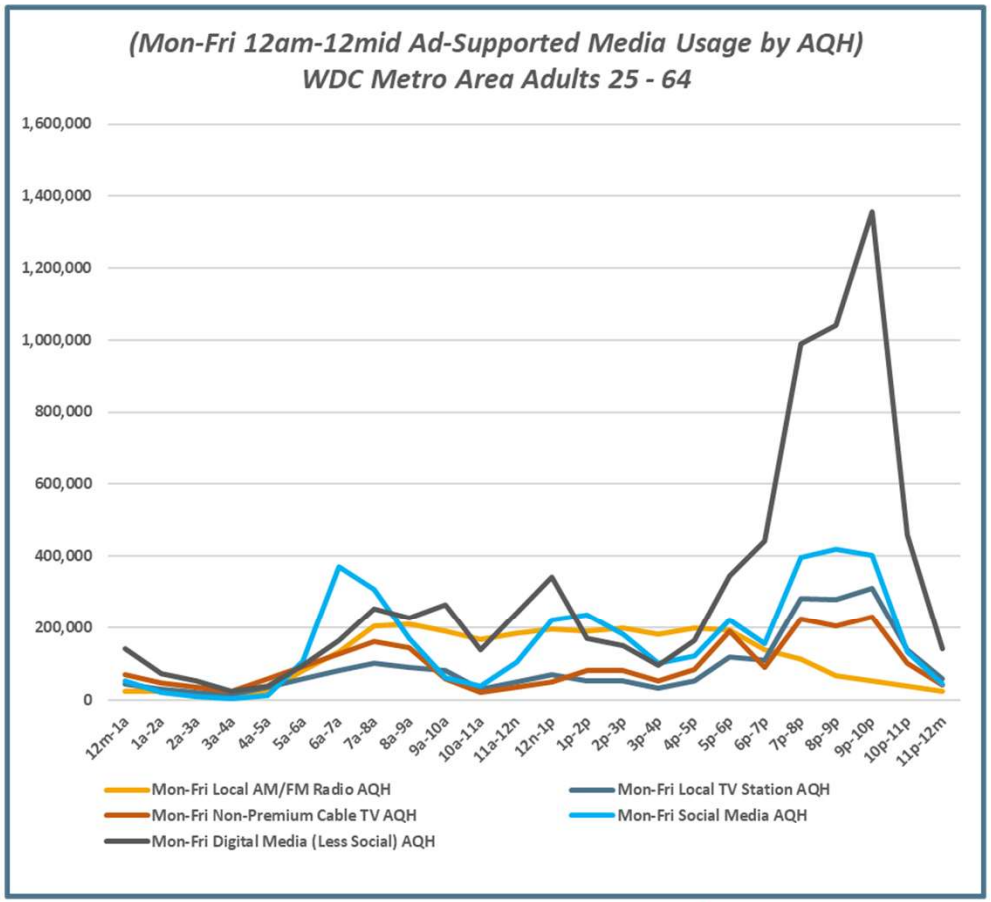
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,915; Local Radio: 9,419; Social Media: 7,357; Non-Prem. Cable: 3,788; Local TV: 3,779 reaching Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos.





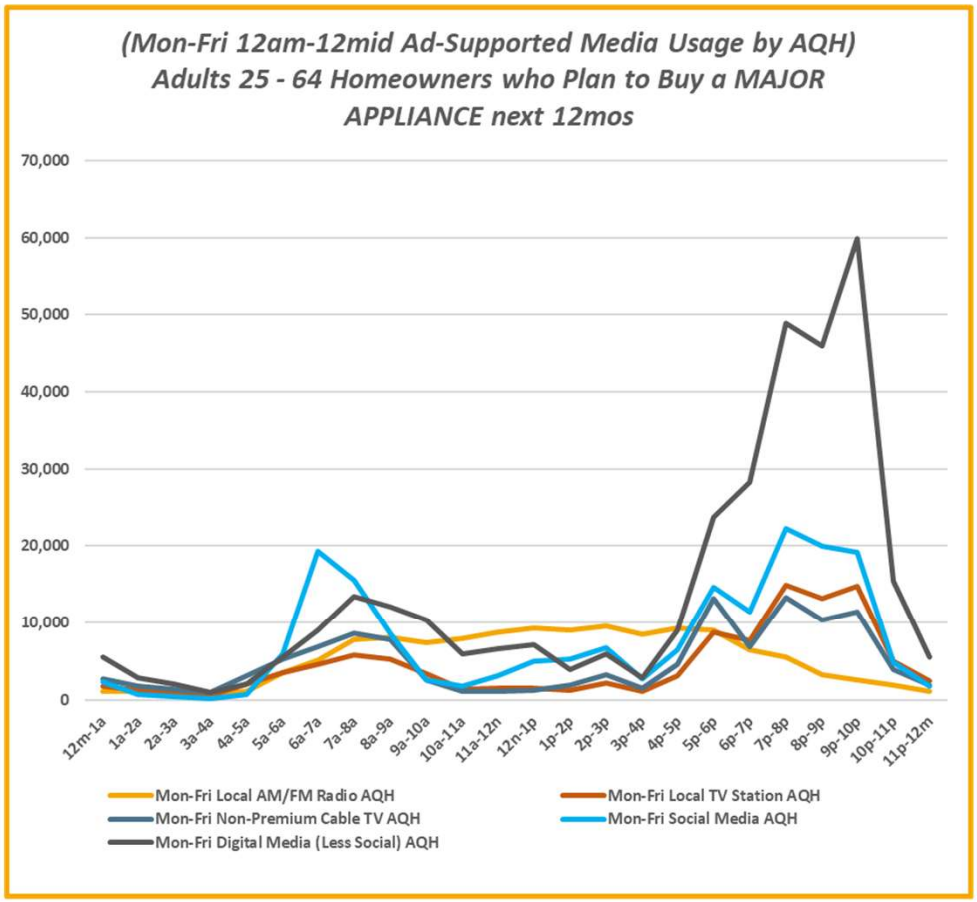
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 267

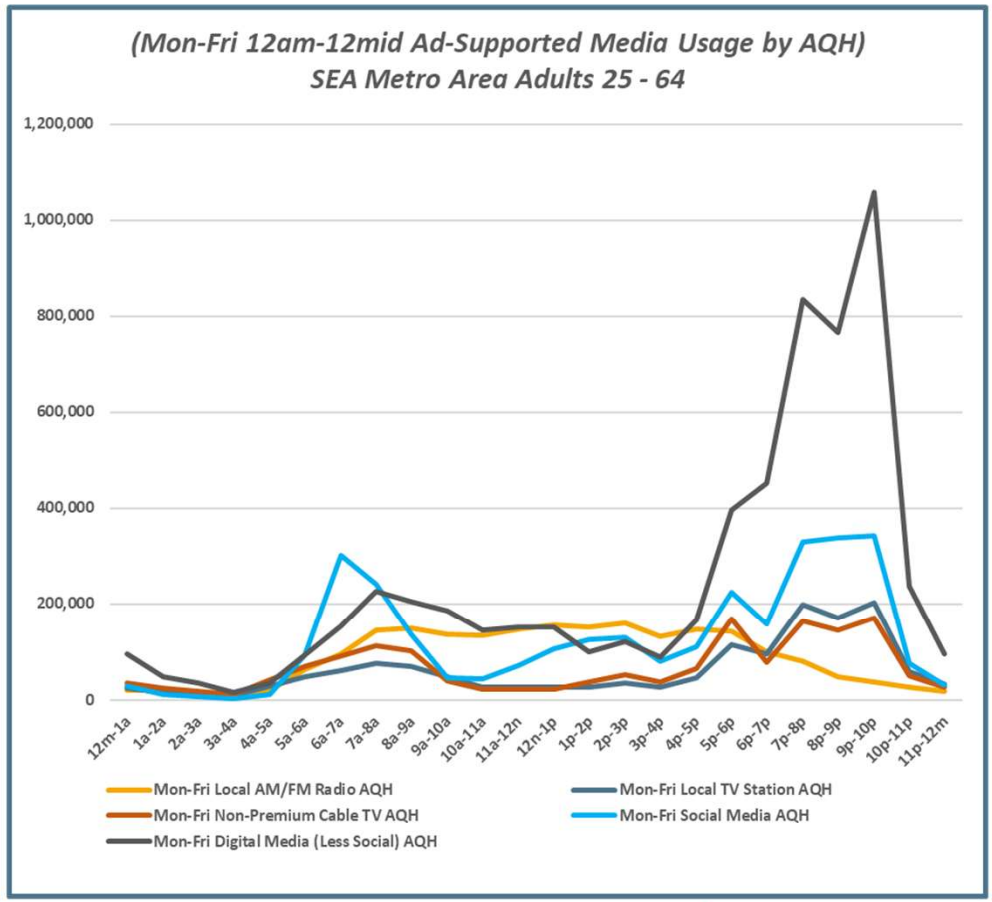
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,616; Local Radio: 8,158; Social Media: 7,909; Non-Prem. Cable: 4,638; Local TV: 3,624 reaching Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos.





SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

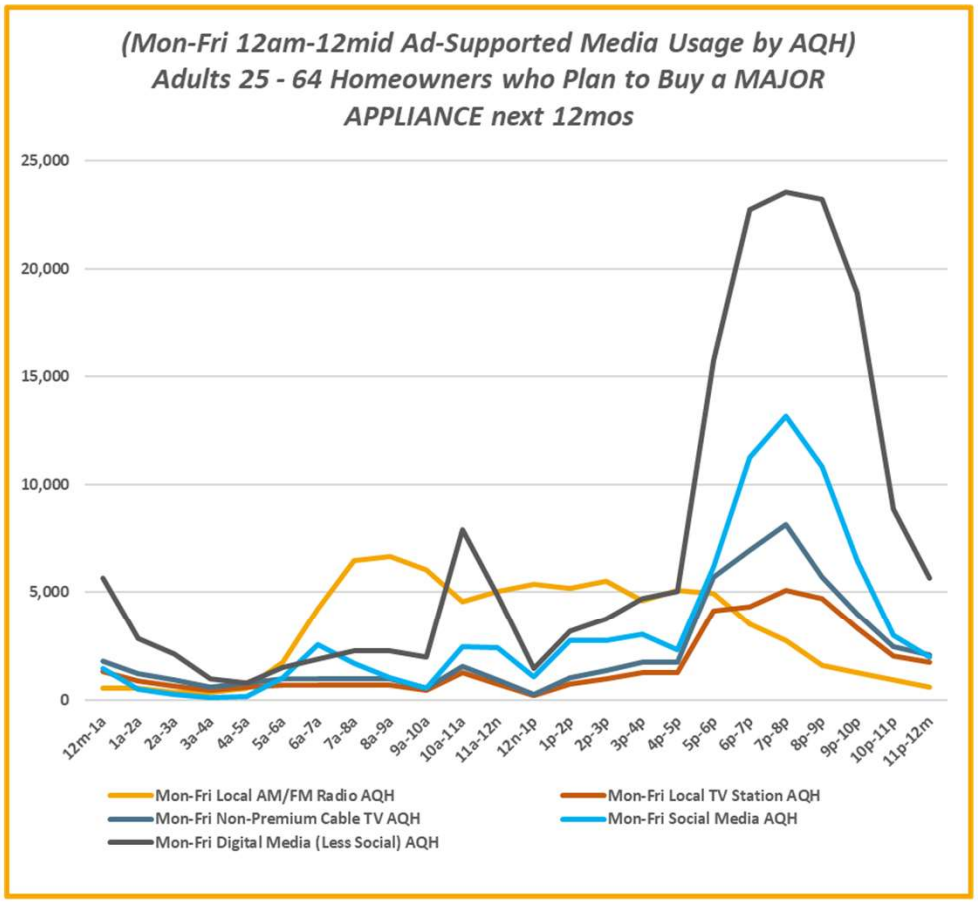
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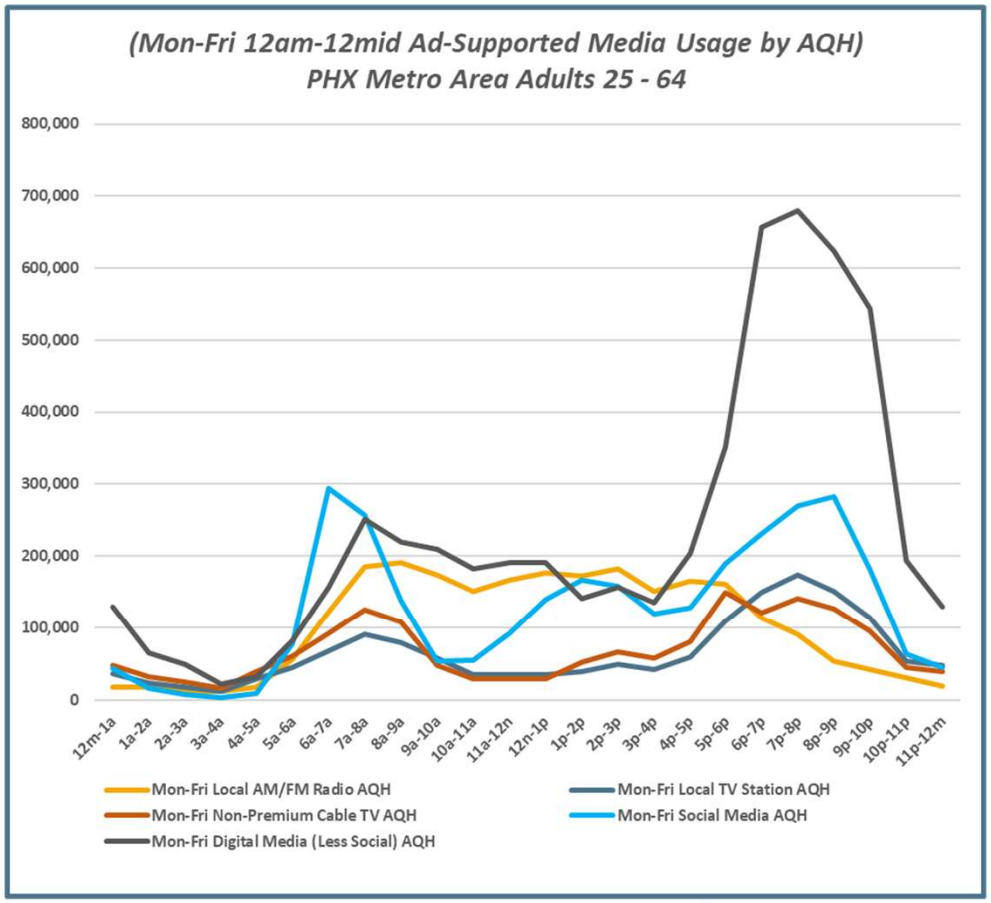
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,962; Local Radio: 5,167; Social Media: 3,067; Non-Prem. Cable: 1,880; Local TV: 1,329 reaching Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos.





PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 82

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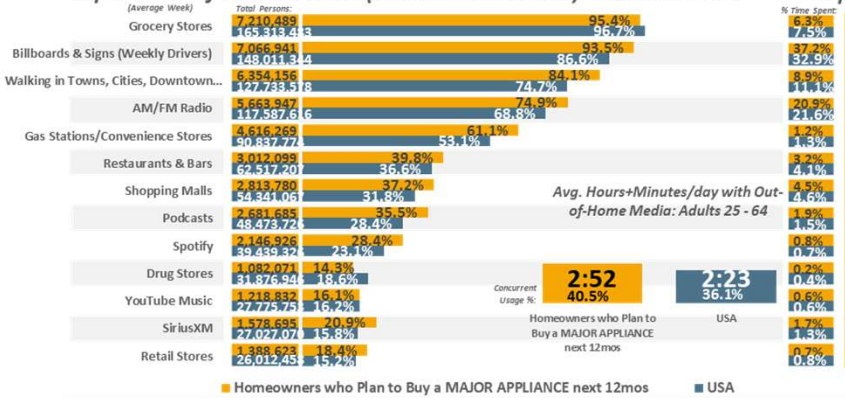
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

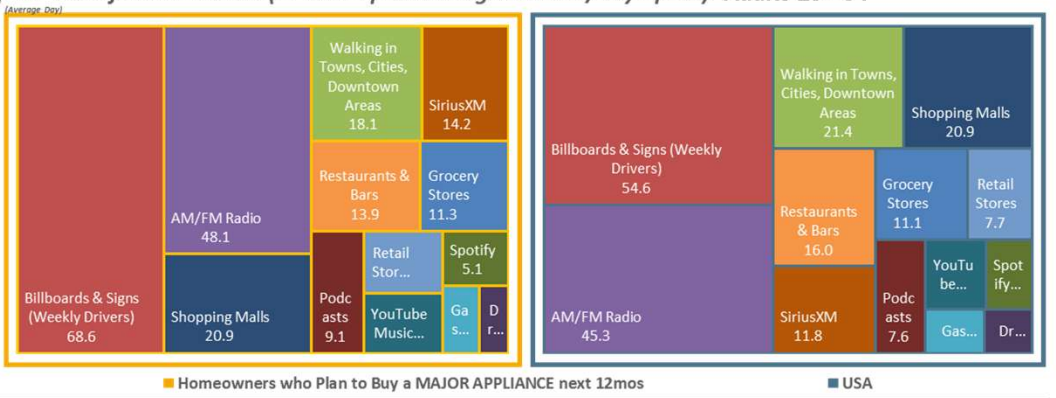
Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

7,066,941 or 93.5% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 68.6 minutes per day driving, seeing Billboards and Signs. 70.5% Listen to Local Radio Stations Out-of-Home for an average of 41.6 minutes/day

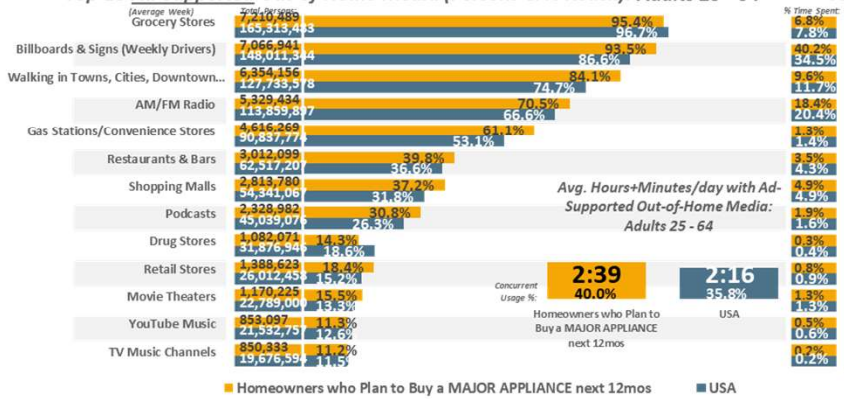
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



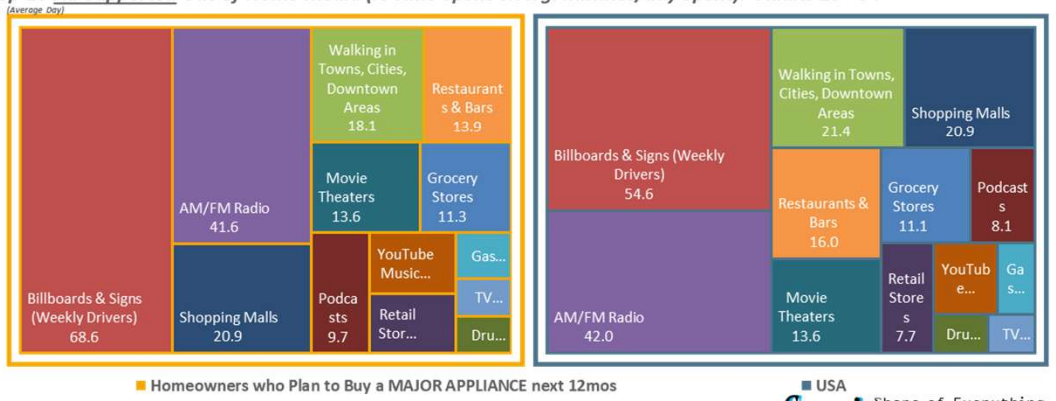
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,081

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

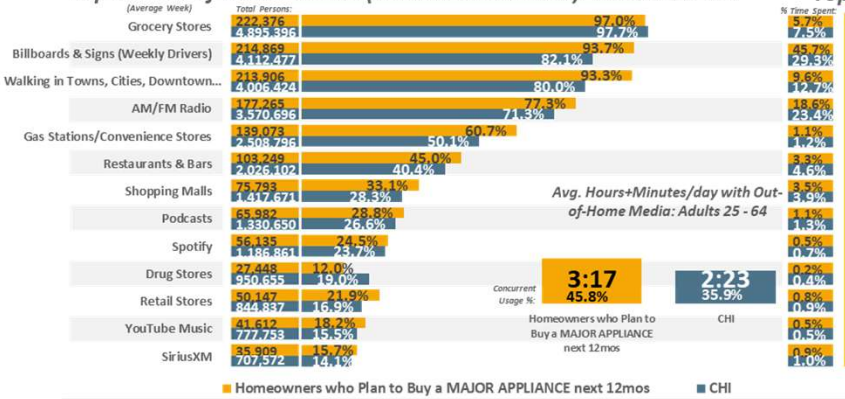
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

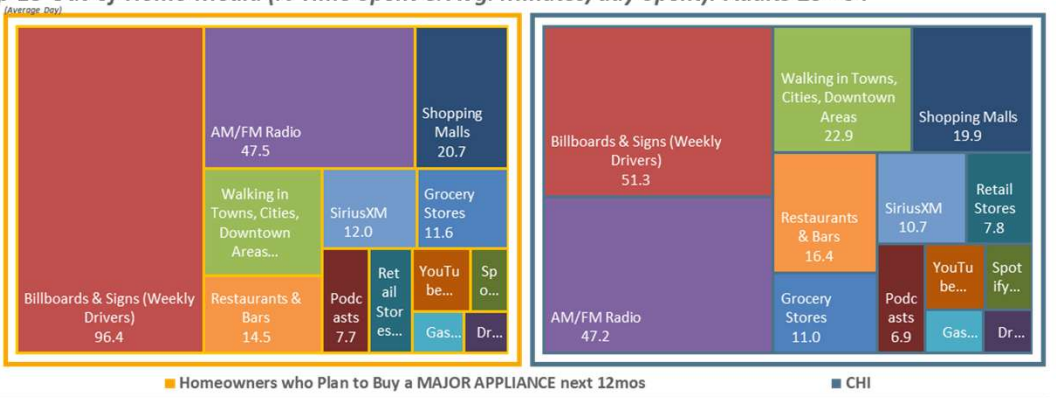
Whirlpool KitchenAid JENNAIR MAYTAG AMANA — CHI

214,869 or 93.7% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 96.4 minutes per day driving, seeing Billboards and Signs. 74.1% Listen to Local Radio Stations Out-of-Home for an average of 44.4 minutes/day.

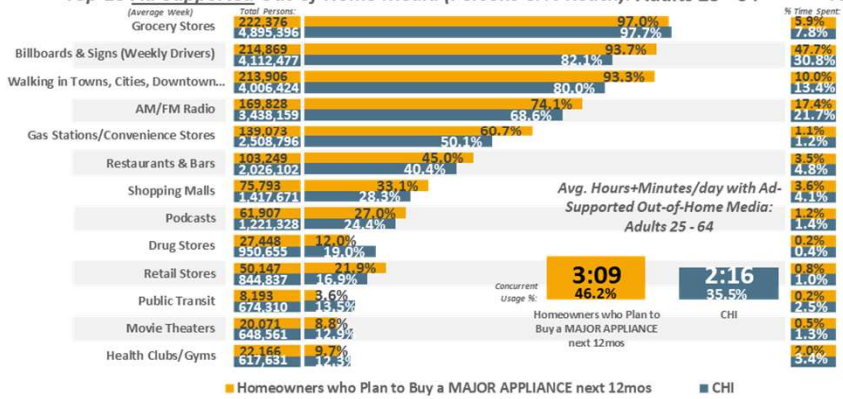
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



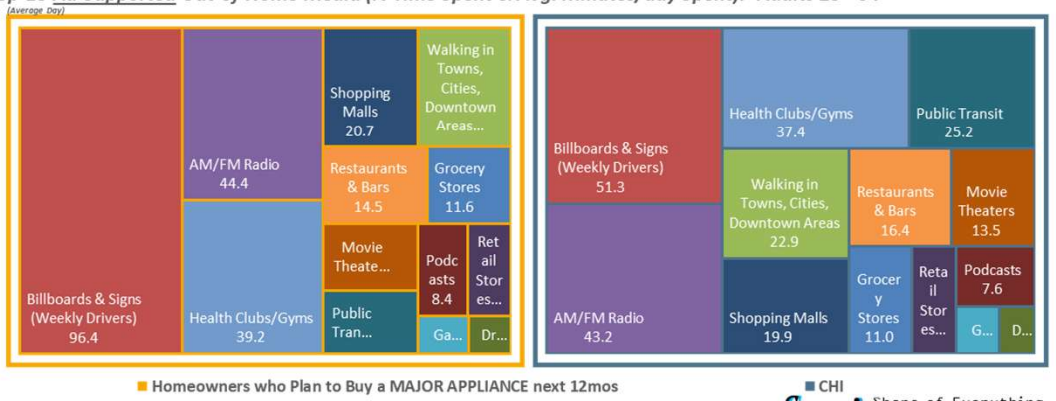
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 160

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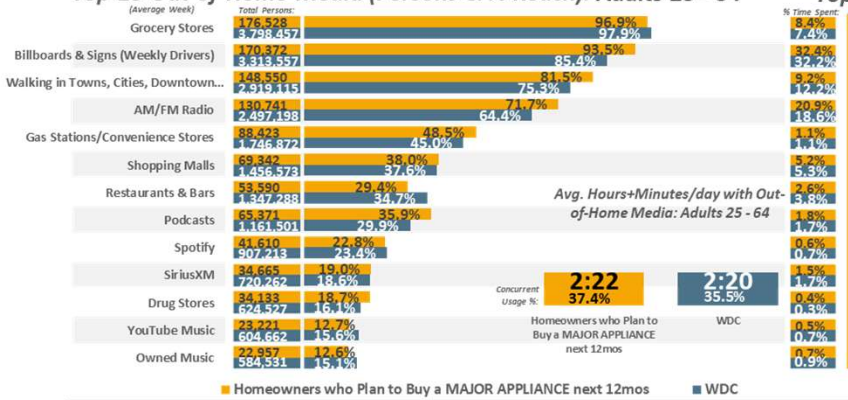
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

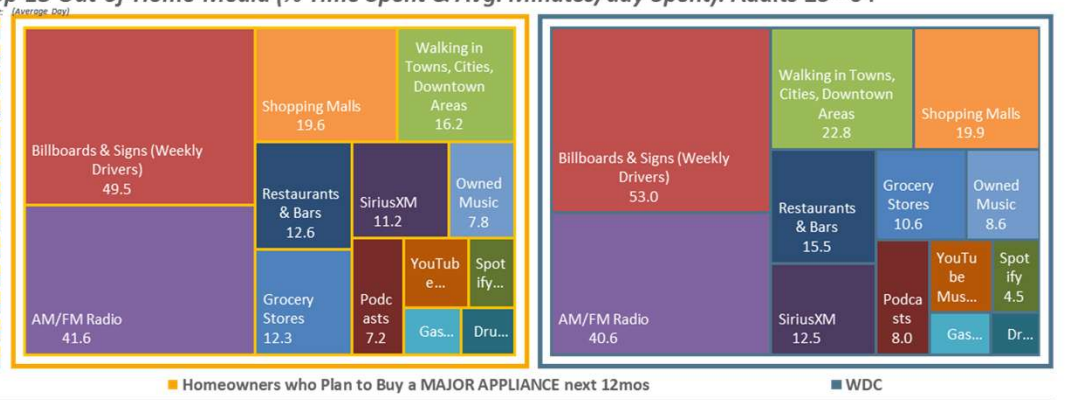
Whirlpool KitchenAid JENNAIR MAYTAG AMANA — WDC

170,372 or 93.5% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 49.5 minutes per day driving, seeing Billboards and Signs. 66.9% Listen to Local Radio Stations Out-of-Home for an average of 35.2 minutes/day.

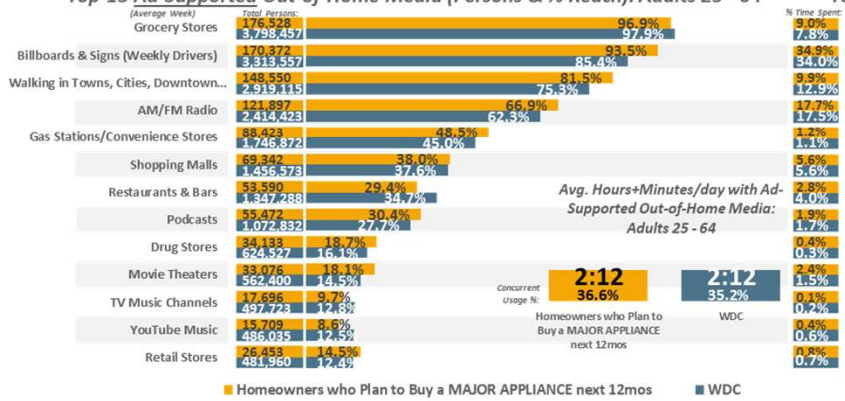
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



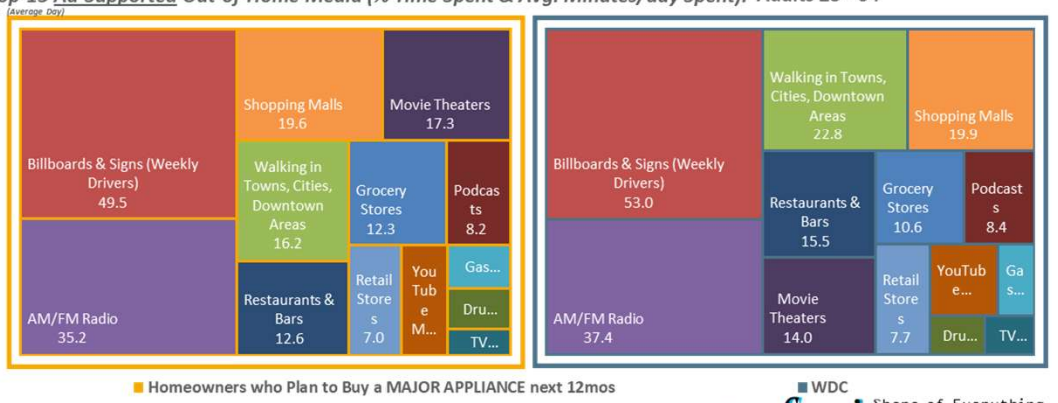
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 267

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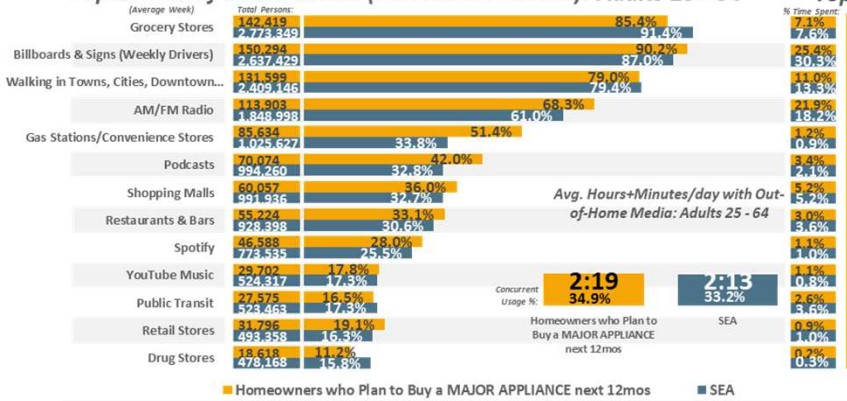
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA SEA

150,294 or 90.2% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 39.1 minutes per day driving, seeing Billboards and Signs. 65.2% Listen to Local Radio Stations Out-of-Home for an average of 35.1 minutes/day.

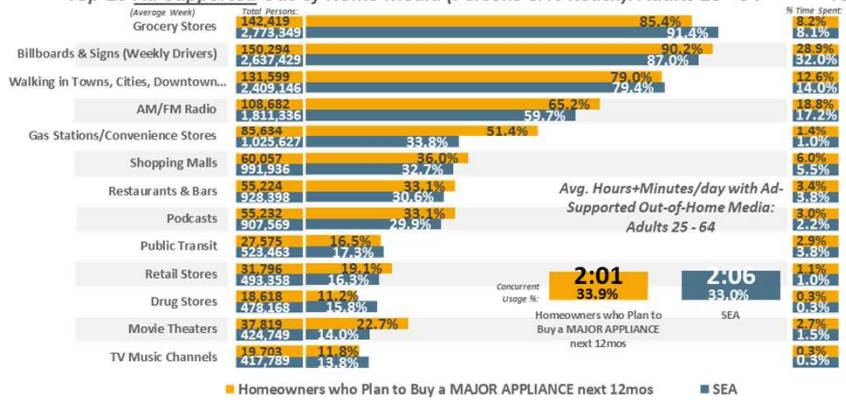
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



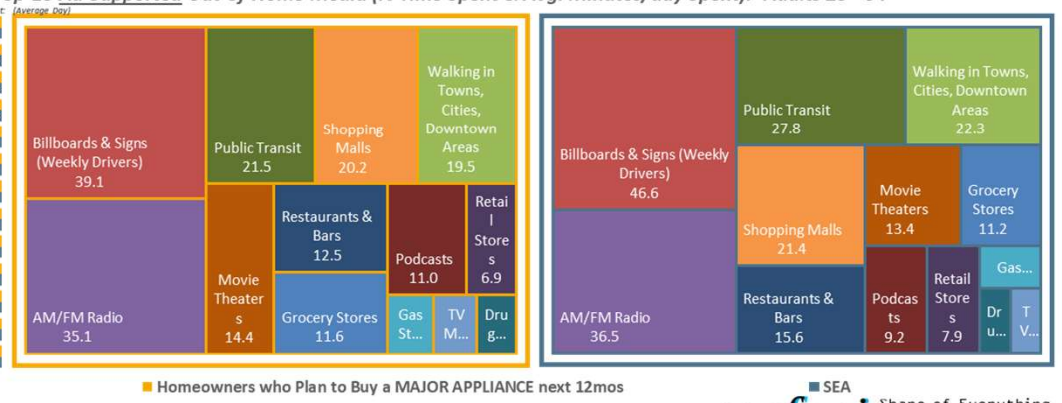
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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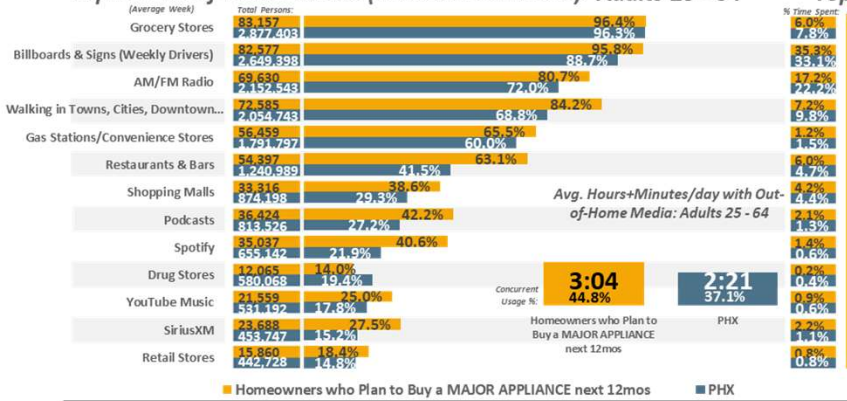
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

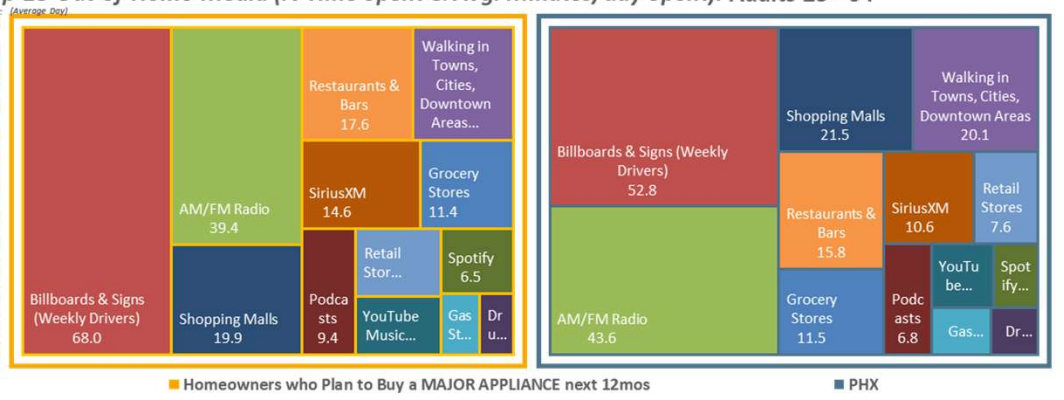
Whirlpool KitchenAid JENNAIR MAYTAG AMANA **PHX**

82,577 or 95.8% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 68. minutes per day driving, seeing Billboards and Signs. 76.7% Listen to Local Radio Stations Out-of-Home for an average of 34.1 minutes/day.

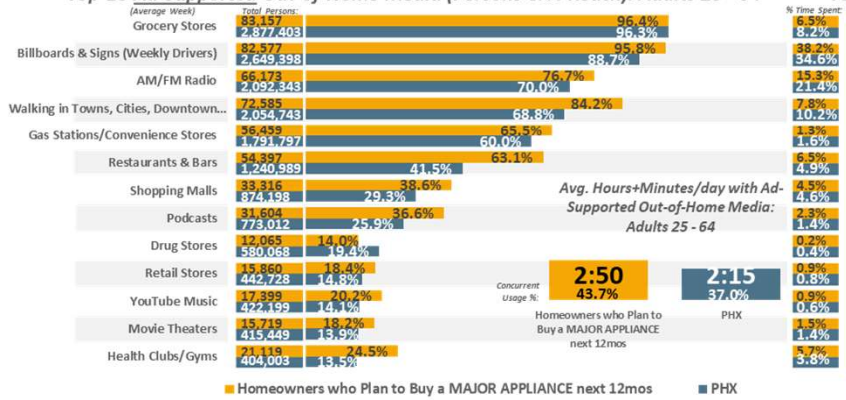
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



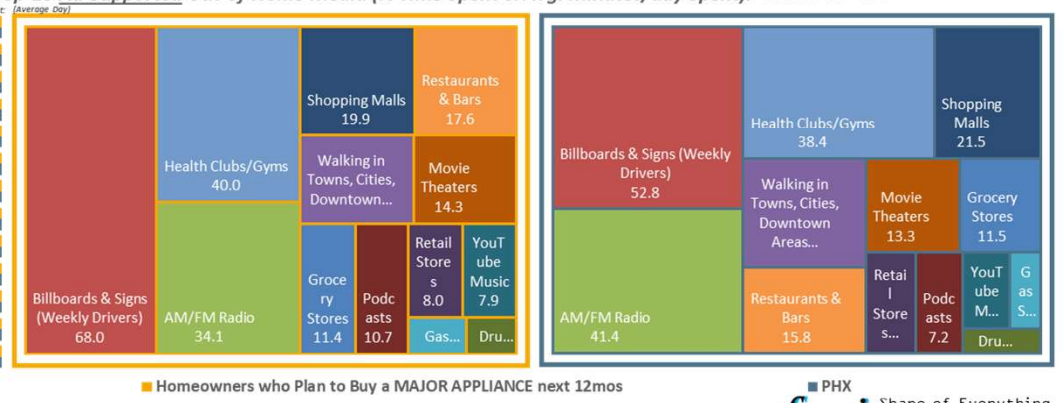
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 82

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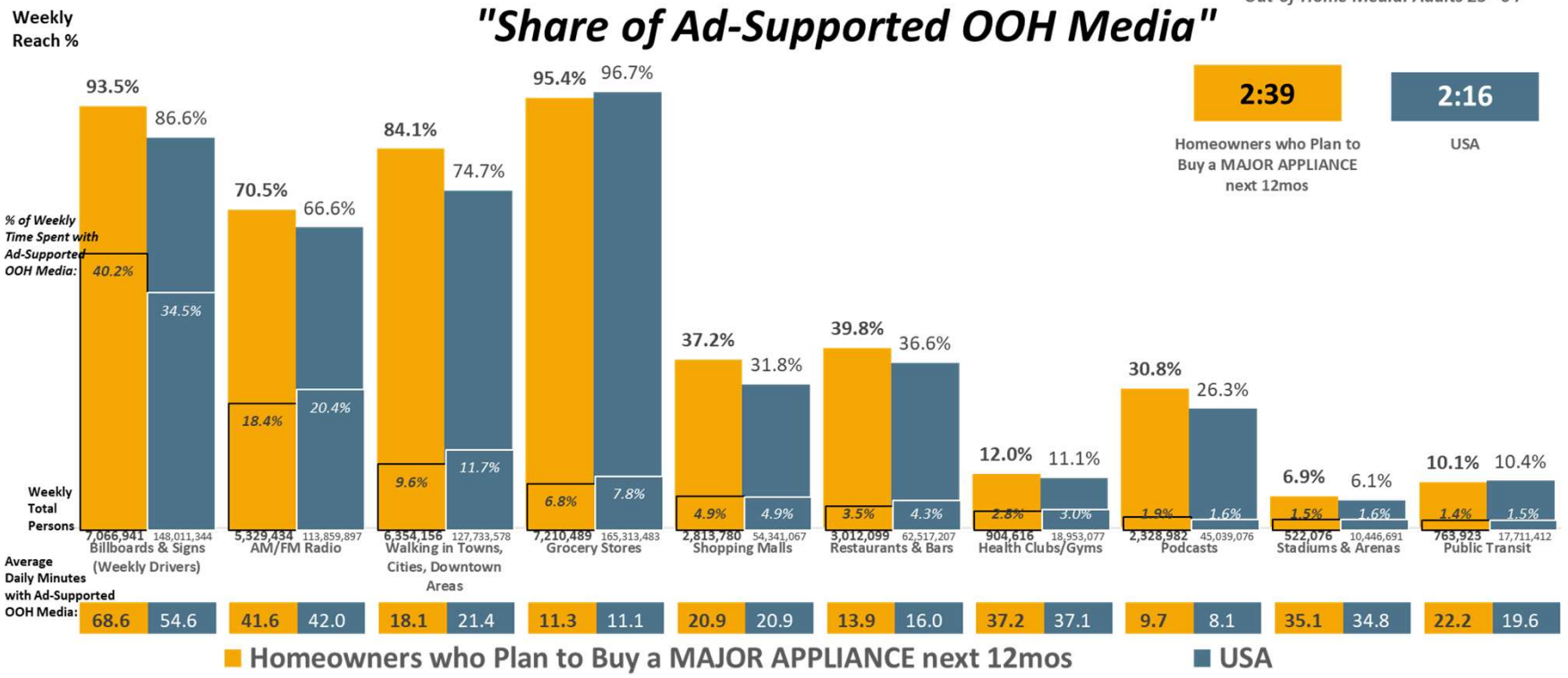
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

7,066,941 or 93.5% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 68.6 minutes per day driving, seeing Billboards and Signs representing 40.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,081

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

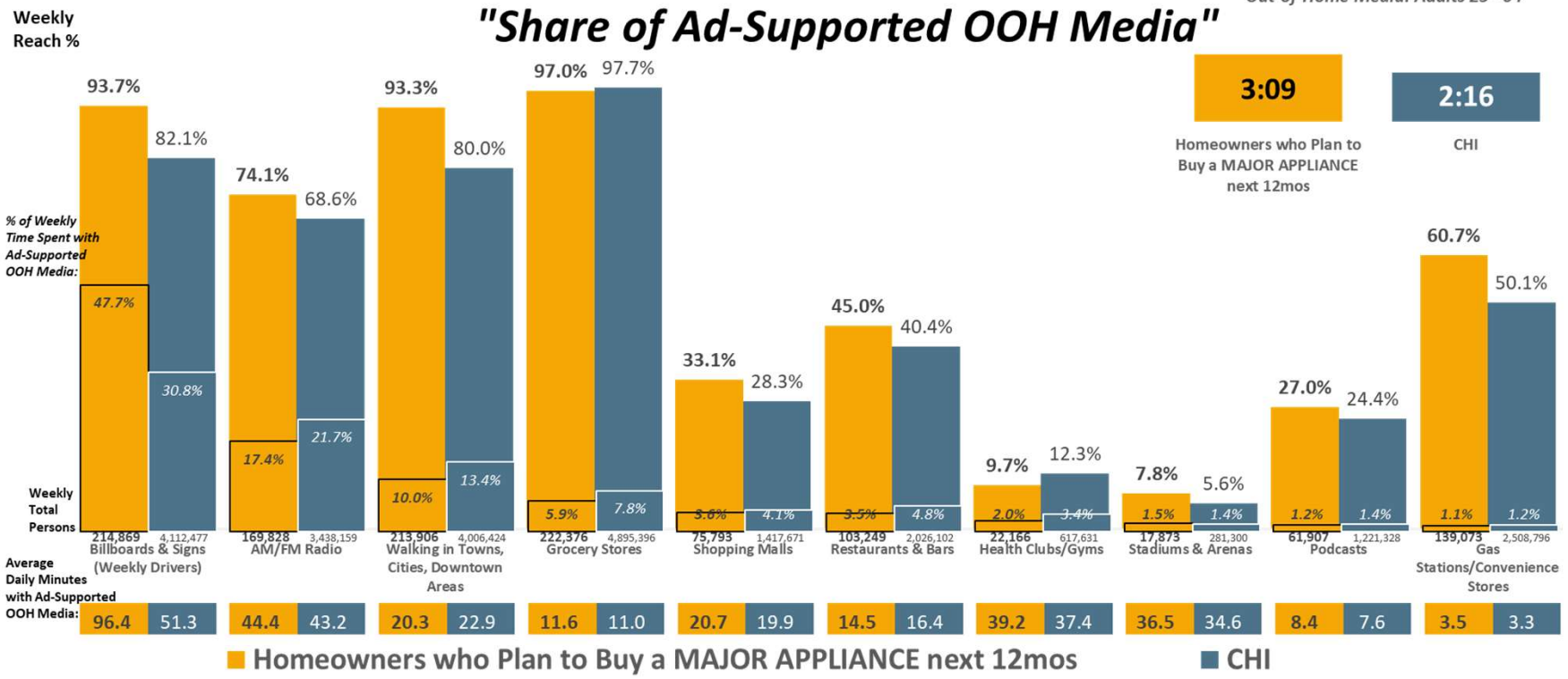
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

214,869 or 93.7% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 96.4 minutes per day driving, seeing Billboards and Signs representing 47.7% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 160 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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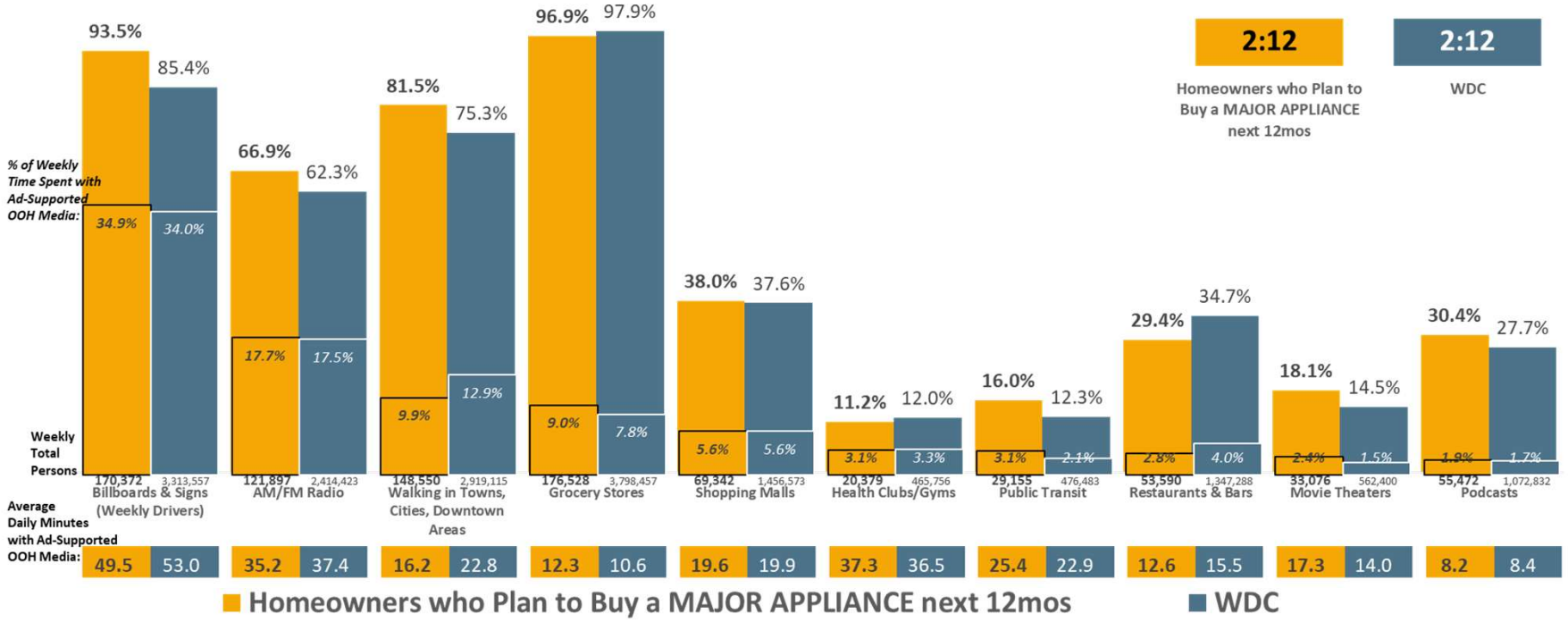
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

170,372 or 93.5% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 49.5 minutes per day driving, seeing Billboards and Signs representing 34.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 267 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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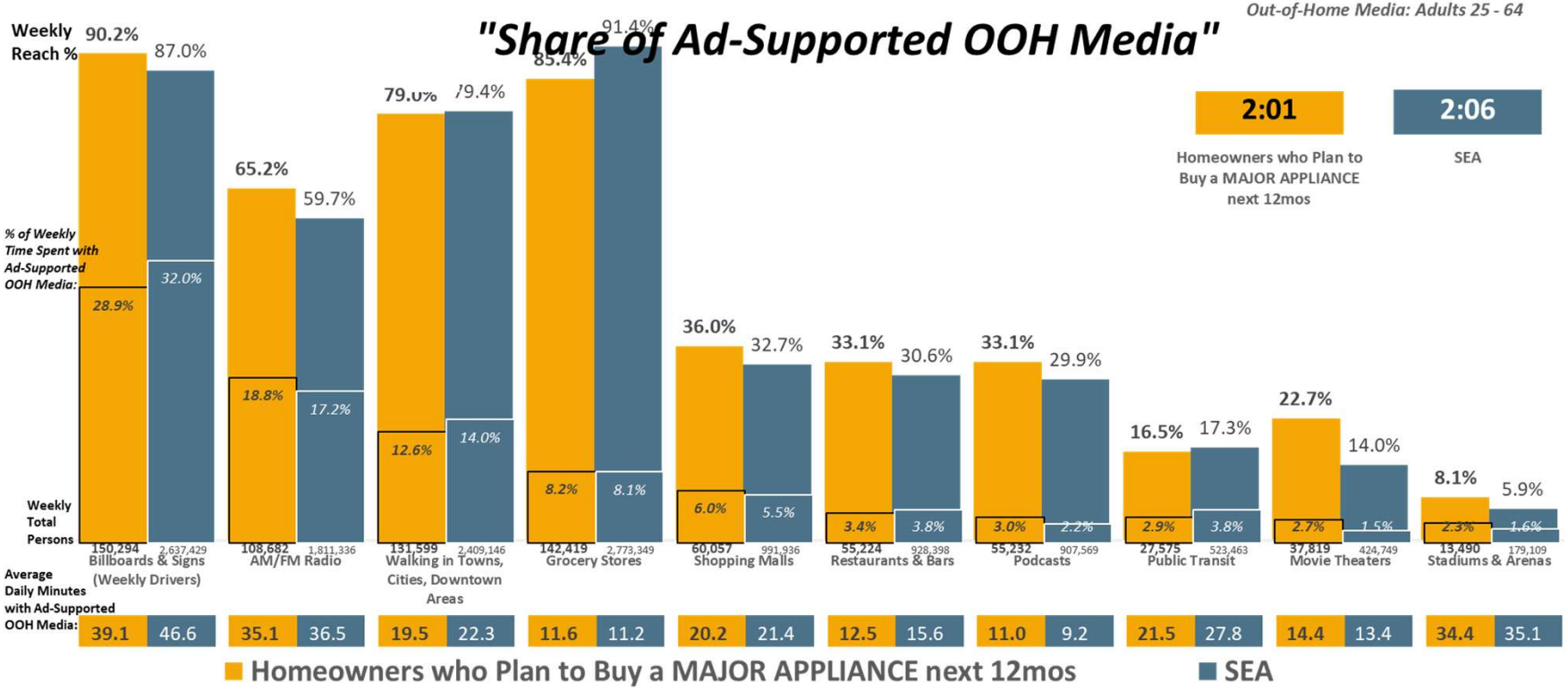
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

150,294 or 90.2% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 39.1 minutes per day driving, seeing Billboards and Signs representing 28.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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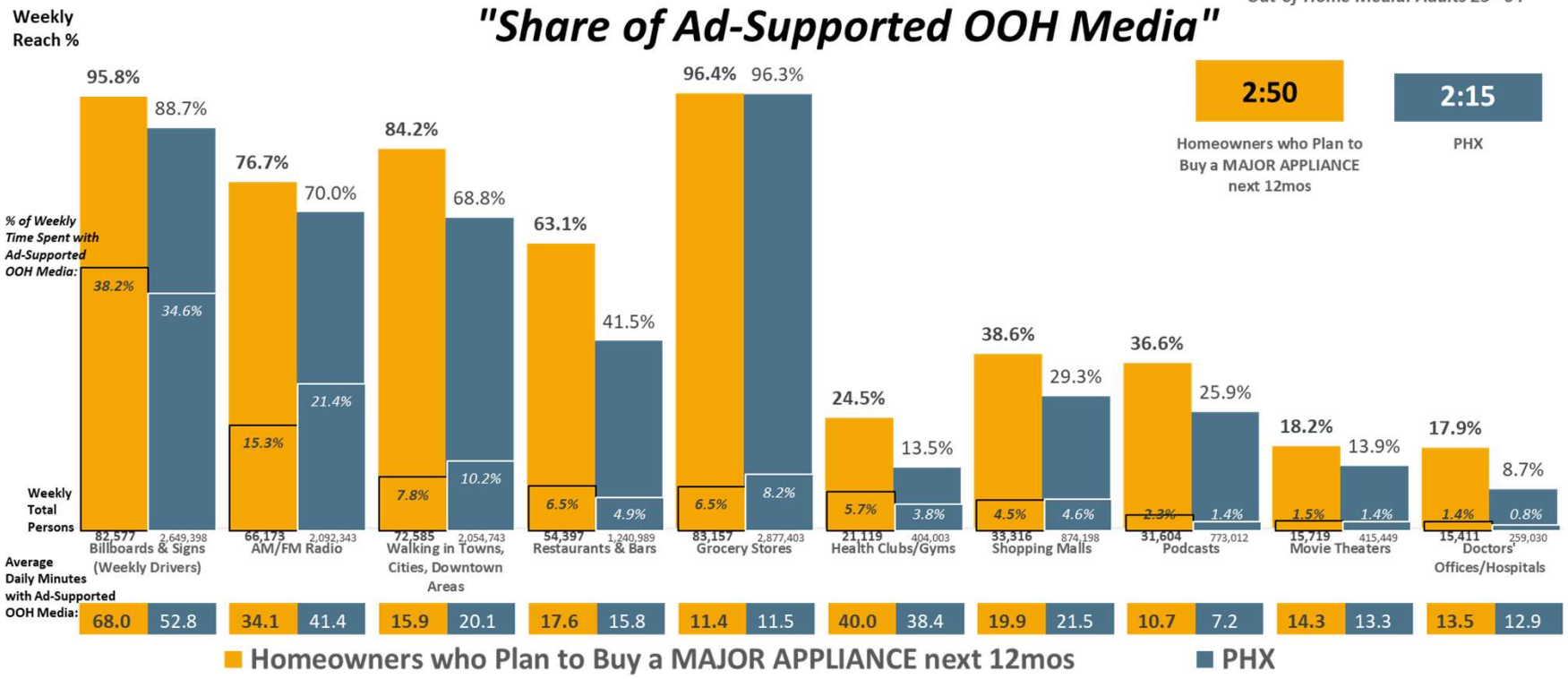
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

82,577 or 95.8% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 68. minutes per day driving, seeing Billboards and Signs representing 38.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 82 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

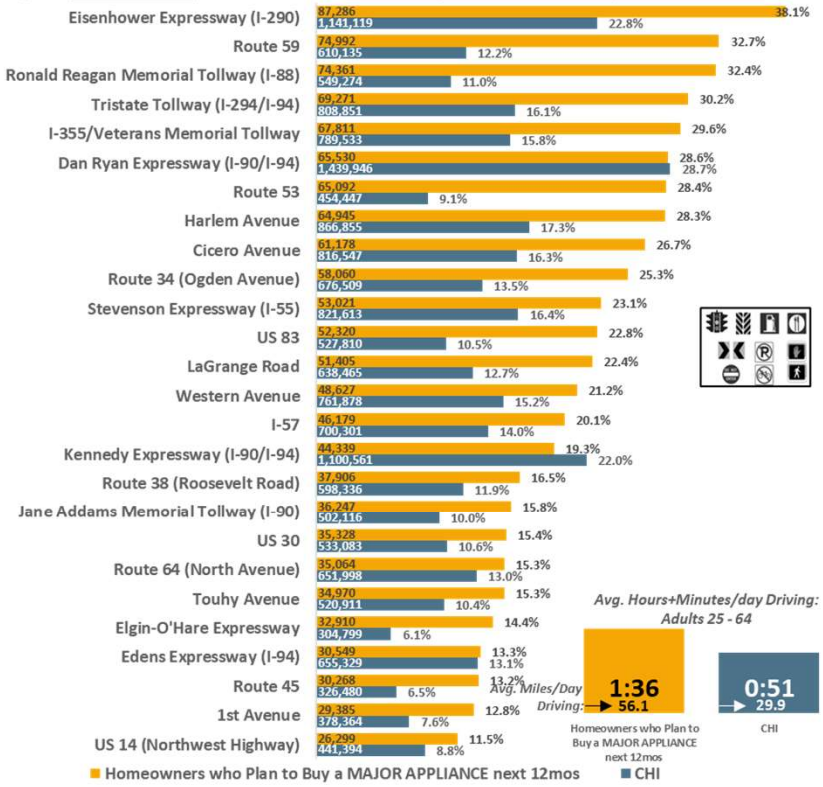
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

214,869 or 93.7% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 96.4 minutes per day driving an average of 56.1 miles each day and are 213.% more likely to use Route 53 than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



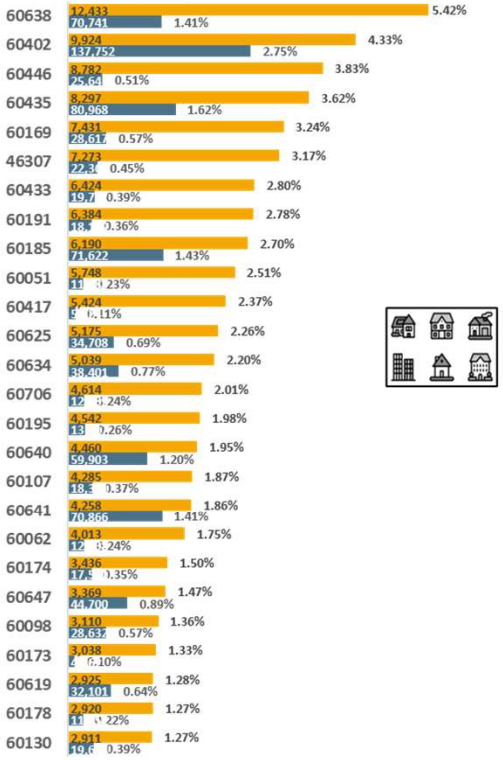
Avg. Hours+Minutes/day Driving: Adults 25 - 64

Avg. Miles/Day Driving: 56.1

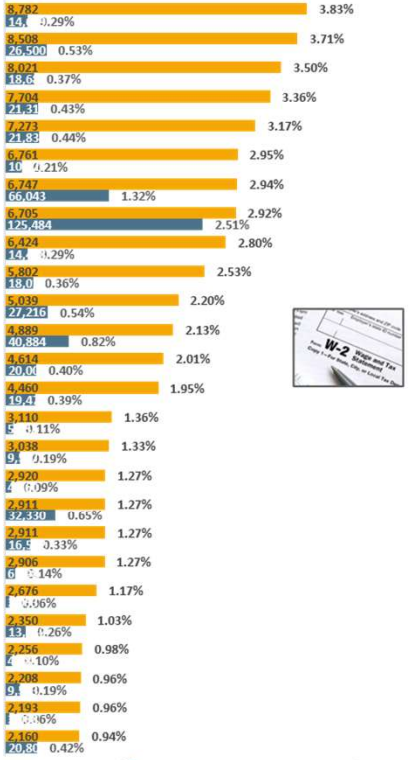
1:36 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos

0:51 (29.9) CHI

Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



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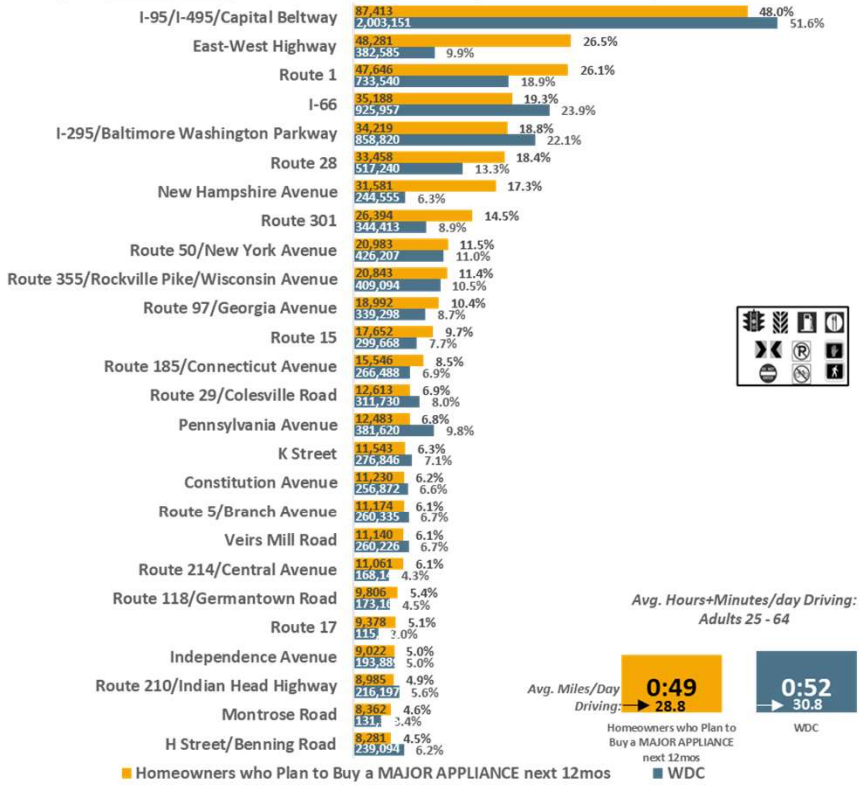
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 160

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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

170,372 or 93.5% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 49.5 minutes per day driving an average of 28.8 miles each day and are 174.8% more likely to use New Hampshire Avenue than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



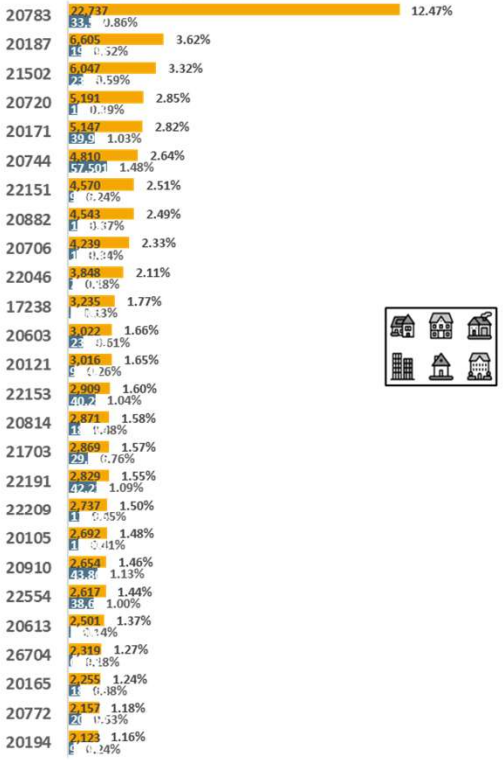
Avg. Hours+Minutes/day Driving: Adults 25 - 64

Avg. Miles/Day Driving: → 28.8

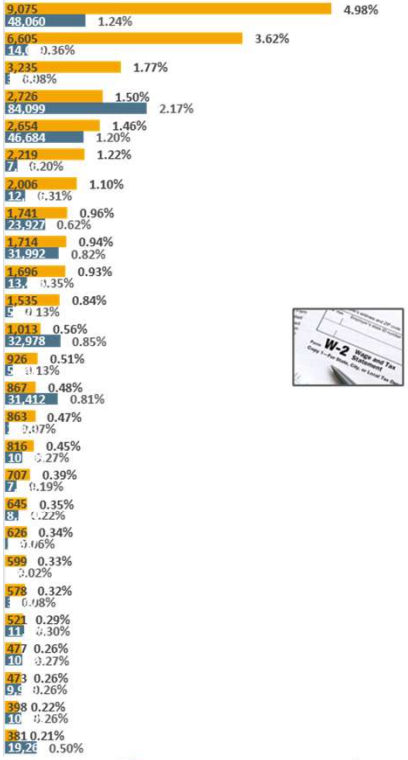
Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos

WDC

Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



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WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 267

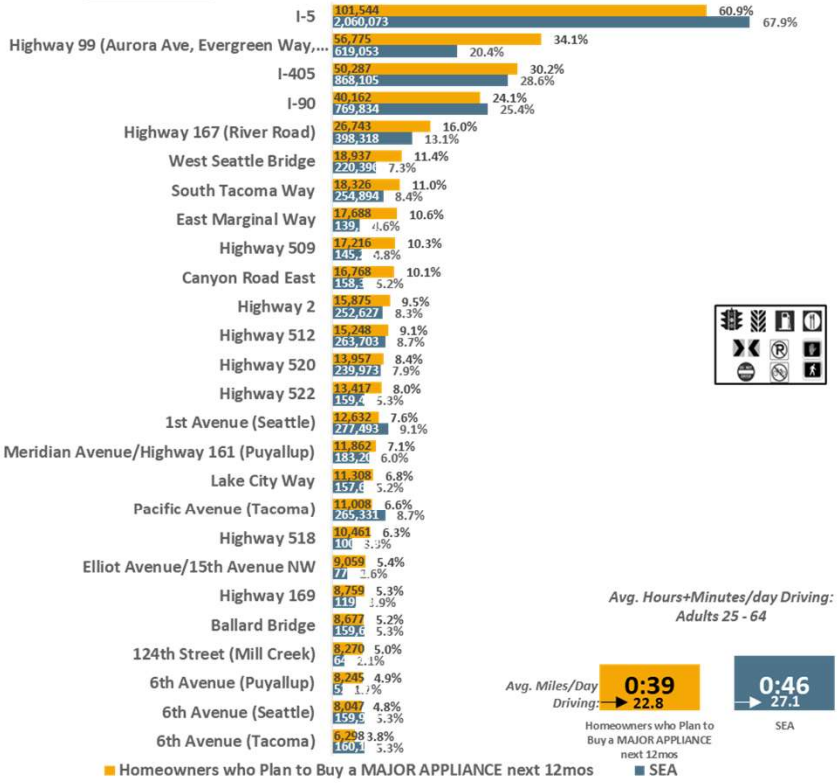
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA SEA

150,294 or 90.2% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 39.1 minutes per day driving an average of 22.8 miles each day and are 131.2% more likely to use East Marginal Way than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



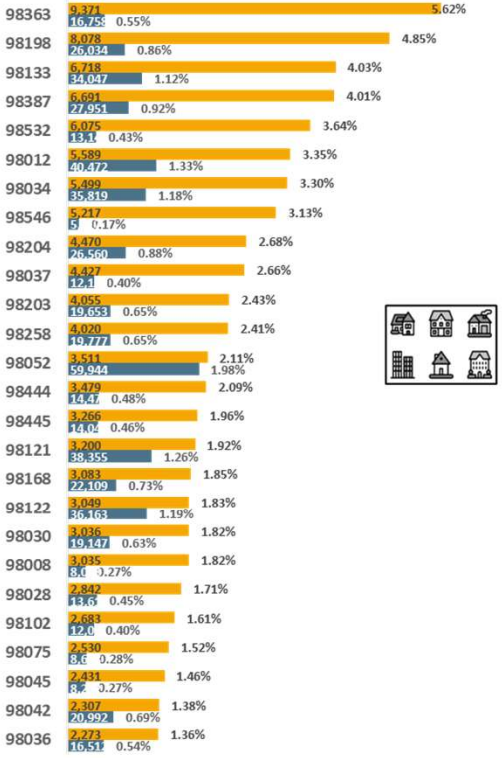
Avg. Hours+Minutes/day Driving: Adults 25 - 64

Avg. Miles/Day Driving:

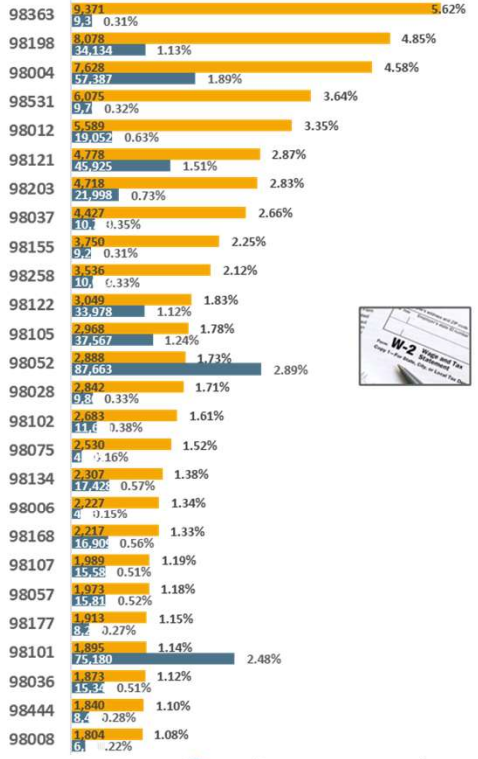
Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos

SEA

Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



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SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

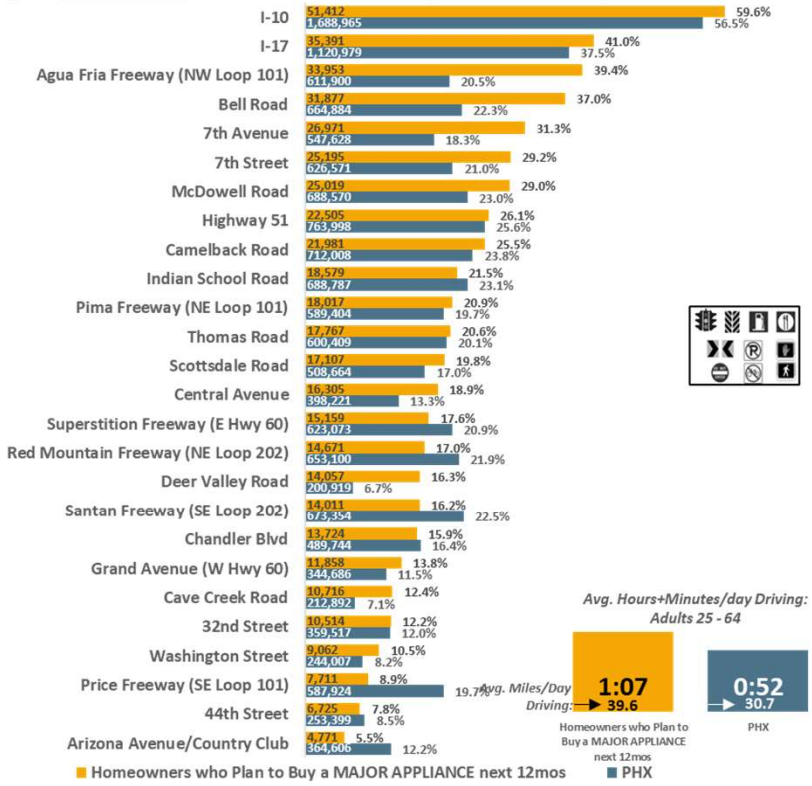
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA PHX

82,577 or 95.8% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 68. minutes per day driving an average of 39.6 miles each day and are 142.4% more likely to use Deer Valley Road than the Metro average.

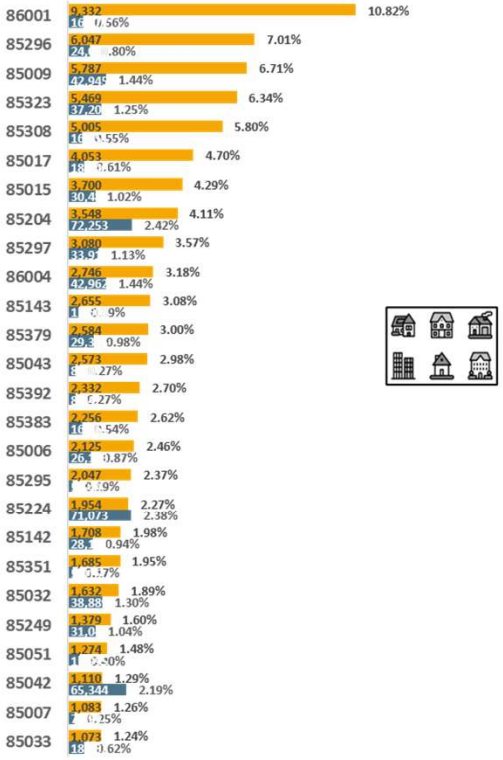
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



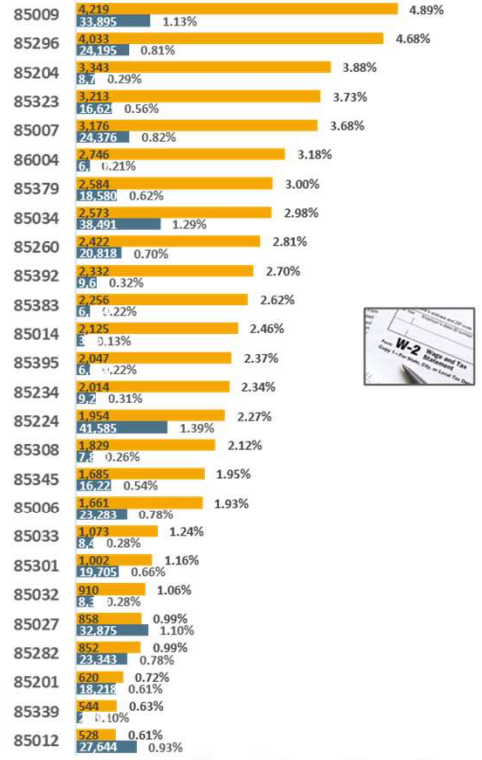
Avg. Hours+Minutes/day Driving: Adults 25 - 64

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



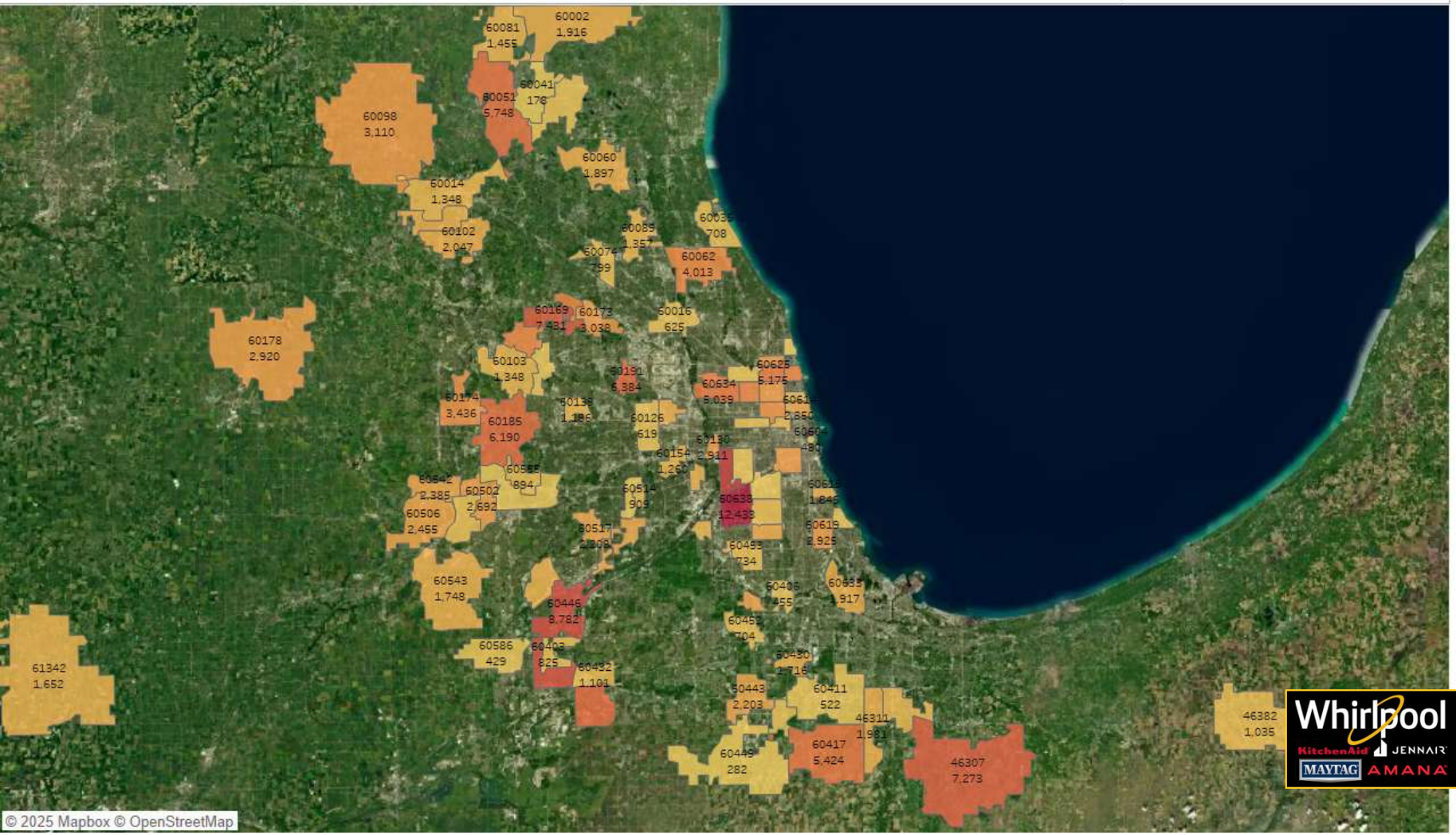
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PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 82

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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Top Residential Zip Codes: (Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos)



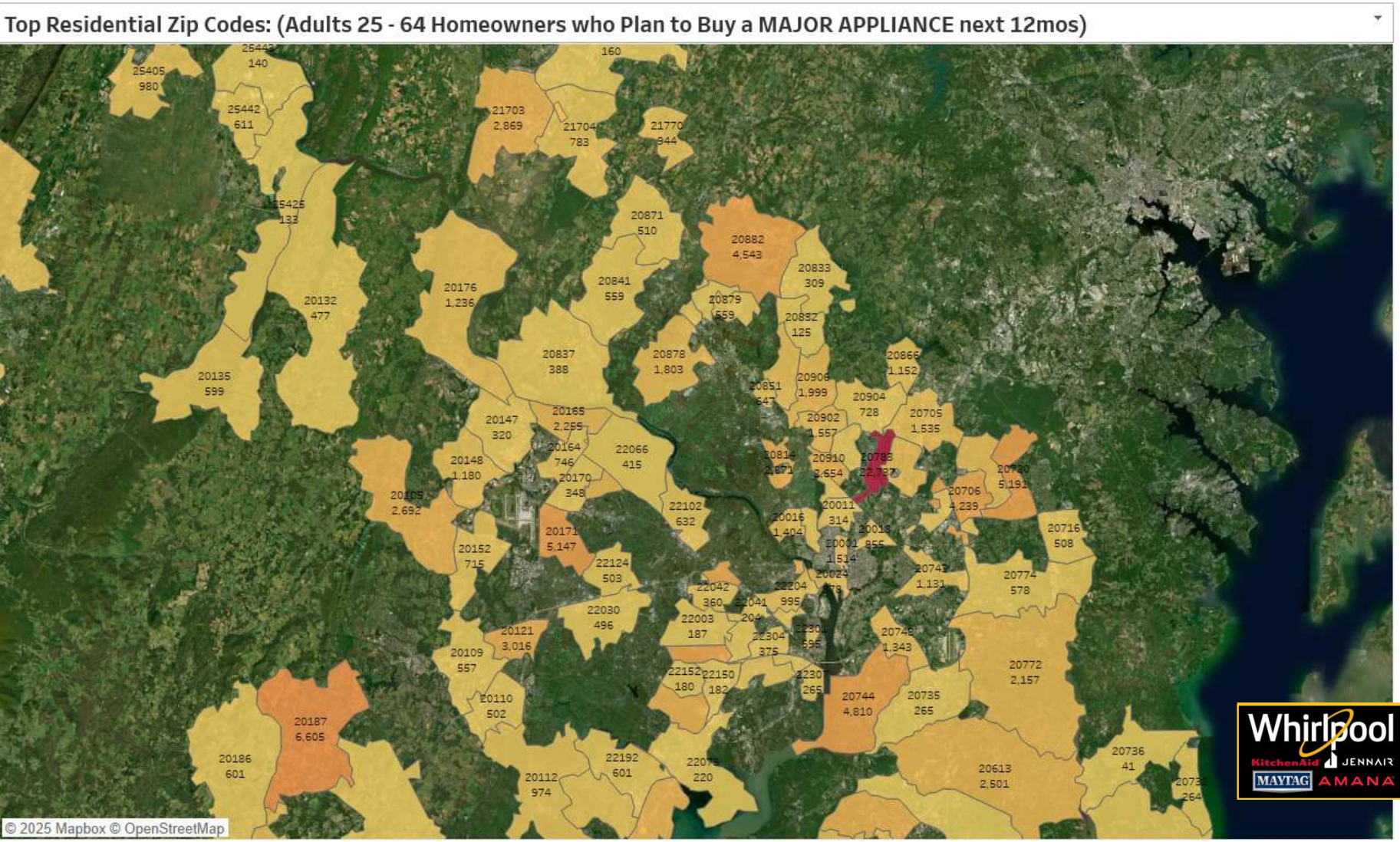
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 160

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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Top Residential Zip Codes: (Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos)



Whirlpool KitchenAid JENNAIR MAYTAG AMANA WDC

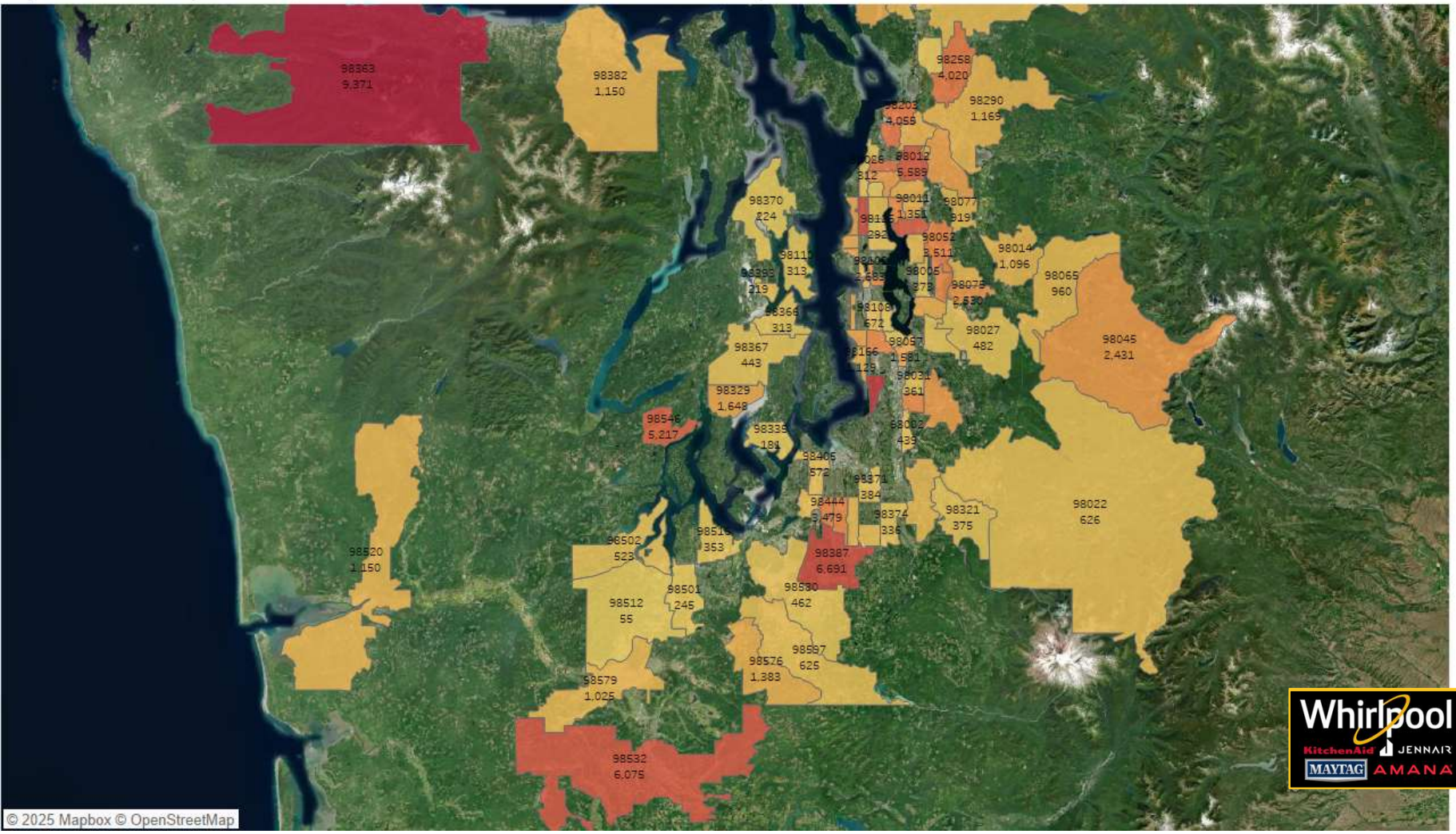
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 267

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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Top Residential Zip Codes: (Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos)



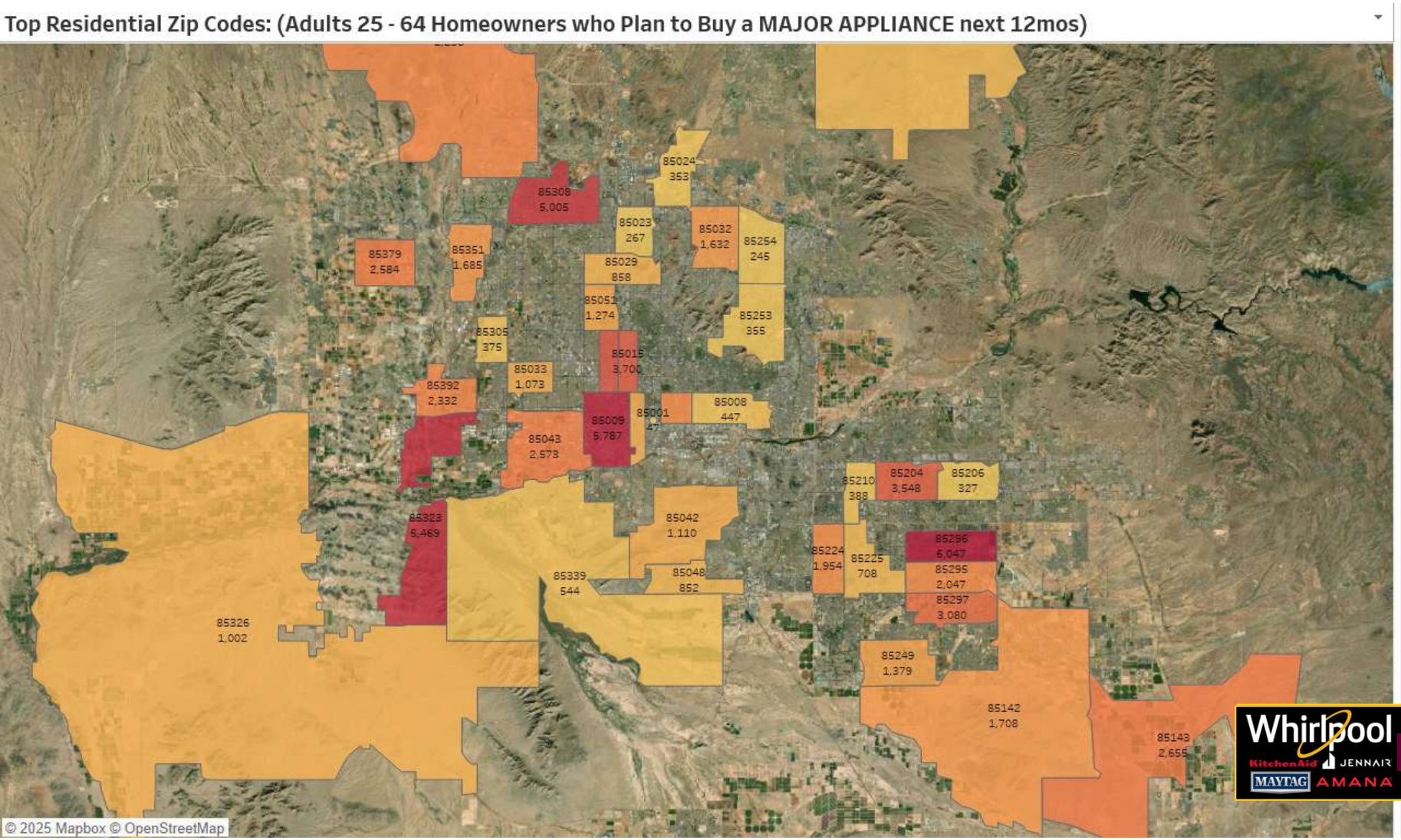
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Top Residential Zip Codes: (Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos)



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 82

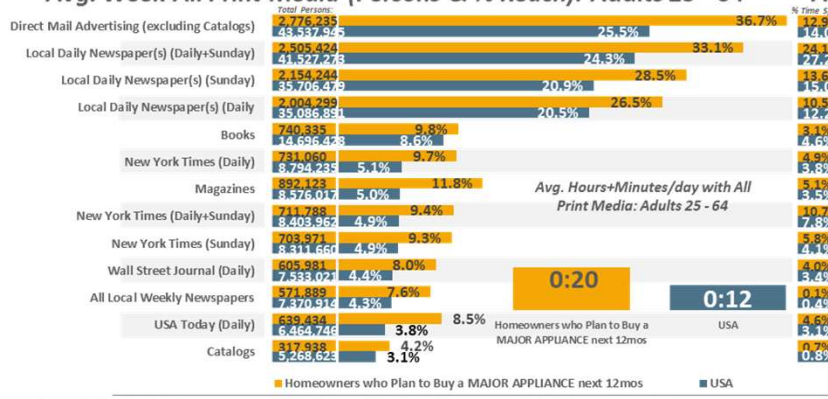
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

2,505,424 or 33.1% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 24.9% of all time spent daily with All forms of Print Media.

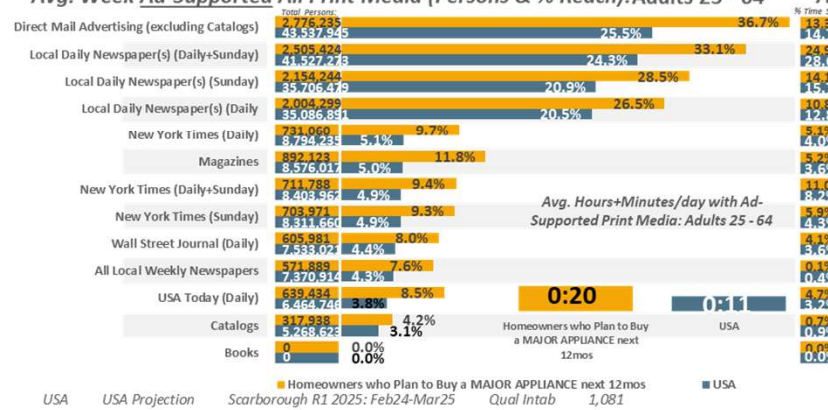
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



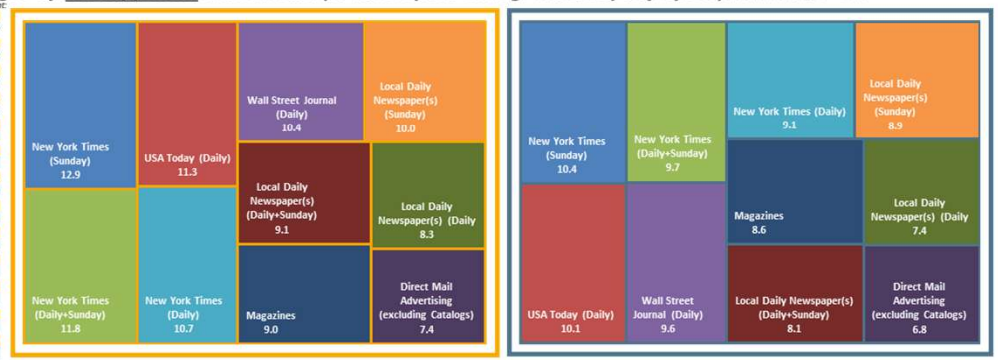
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,081

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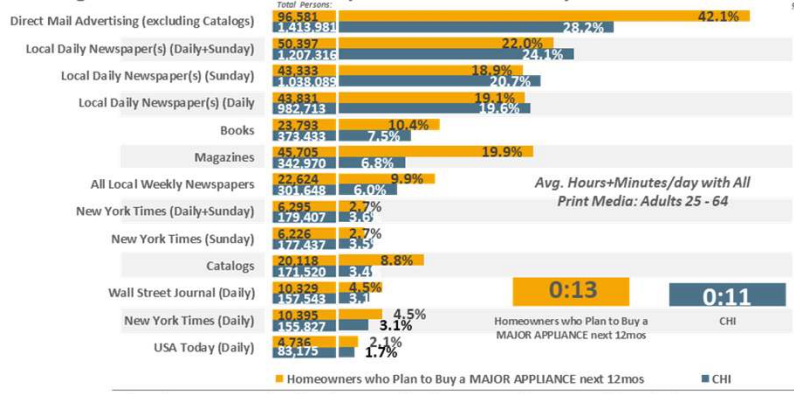
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

50,397 or 22.% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 23.2% of all time spent daily with All forms of Print Media.

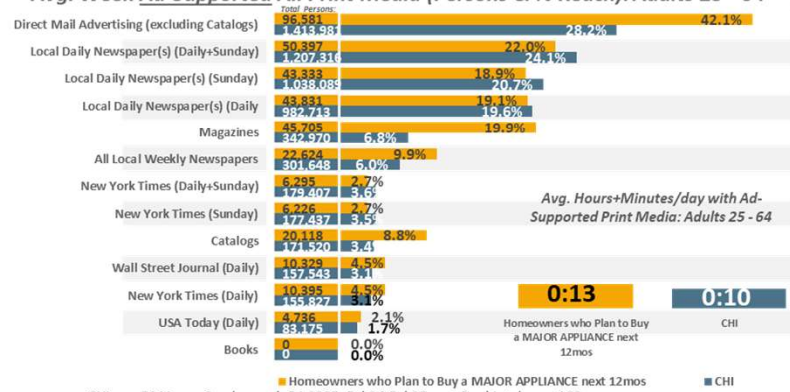
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



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



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 160

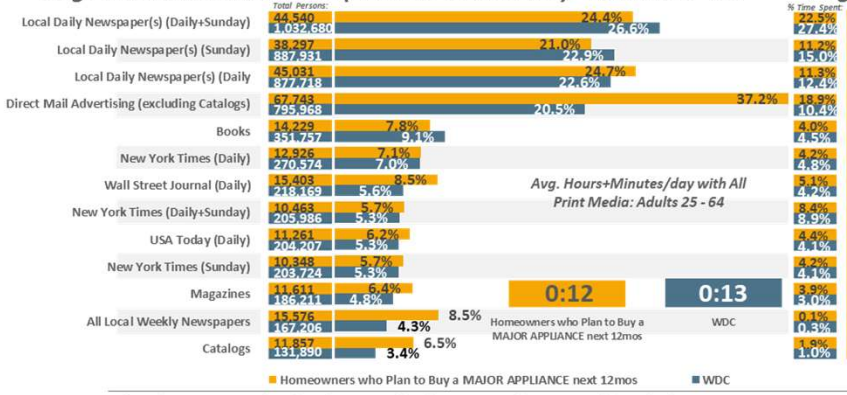
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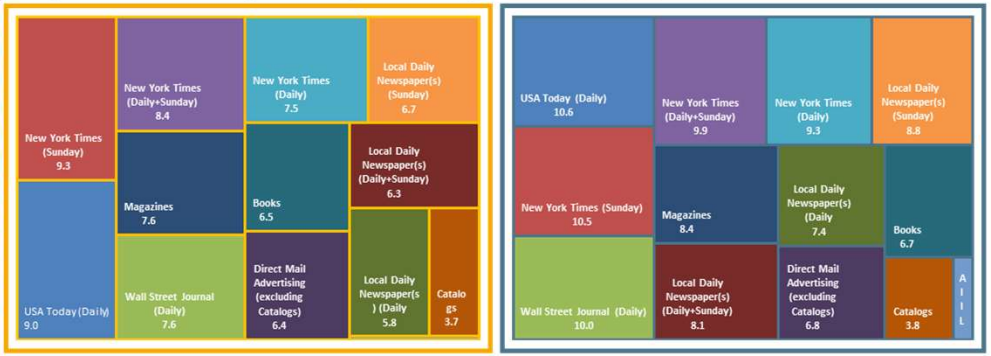
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

44,540 or 24.4% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.3 minutes every day representing 23.4% of all time spent daily with All forms of Print Media.

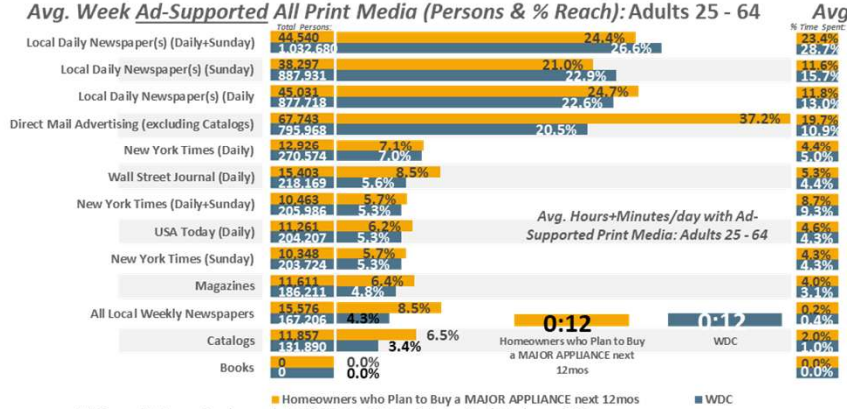
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



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



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 267

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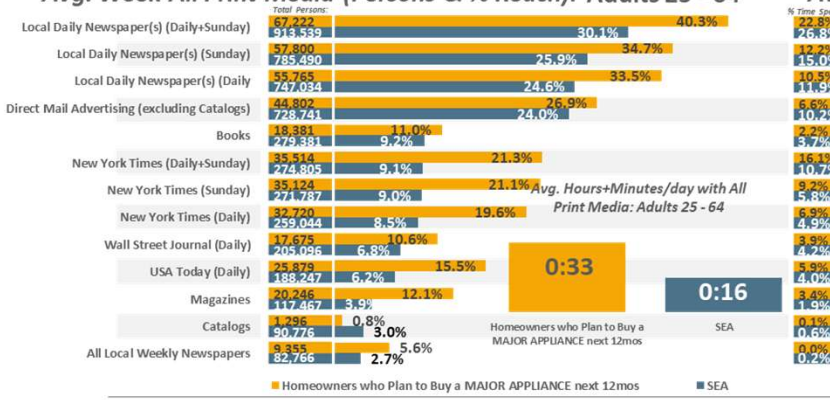
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA **SEA**

67,222 or 40.3% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.2 minutes every day representing 23.3% of all time spent daily with All forms of Print Media.

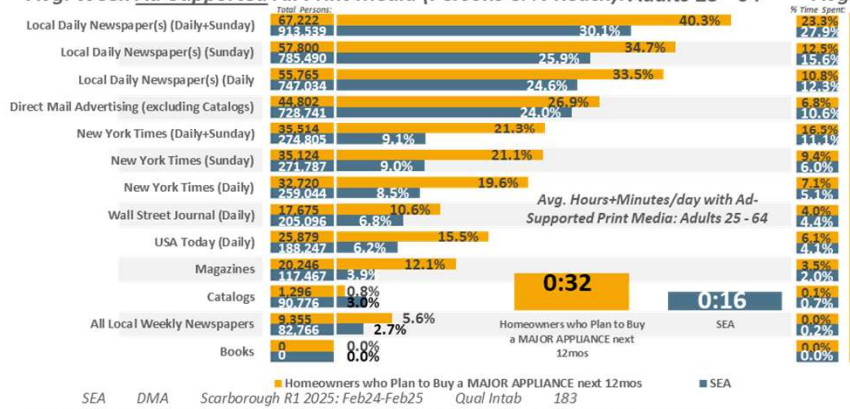
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



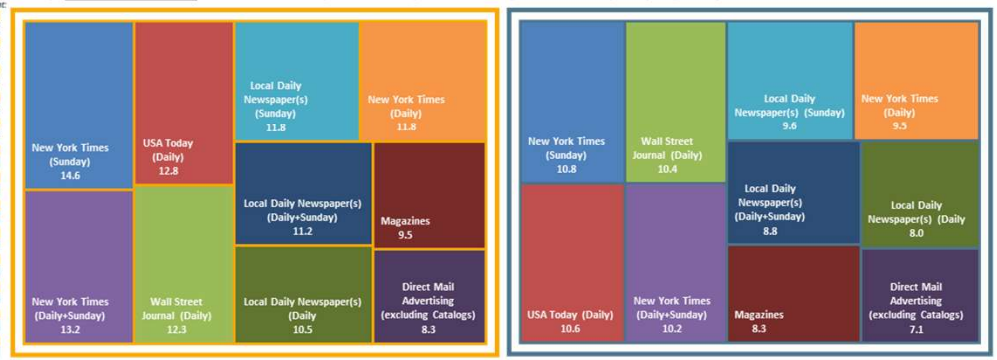
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

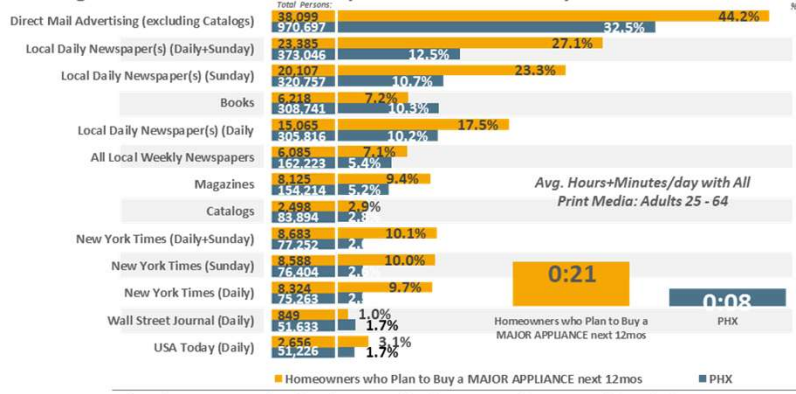
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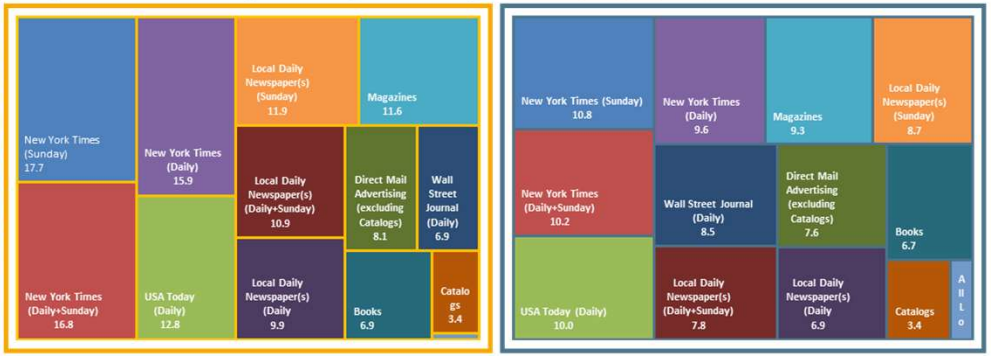
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

23,385 or 27.1% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 21.6% of all time spent daily with All forms of Print Media.

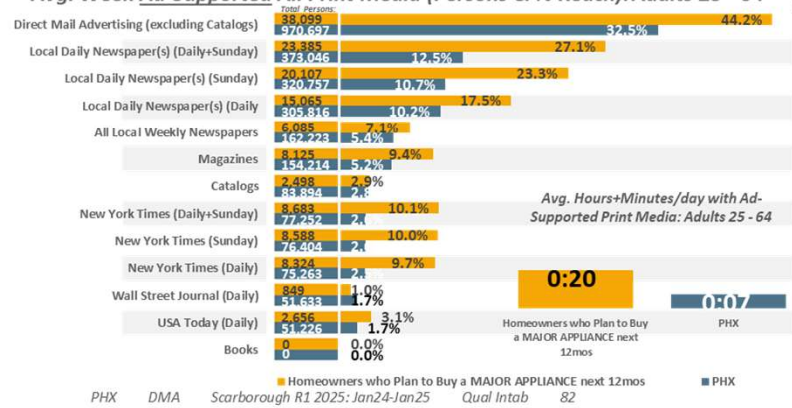
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



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



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 82

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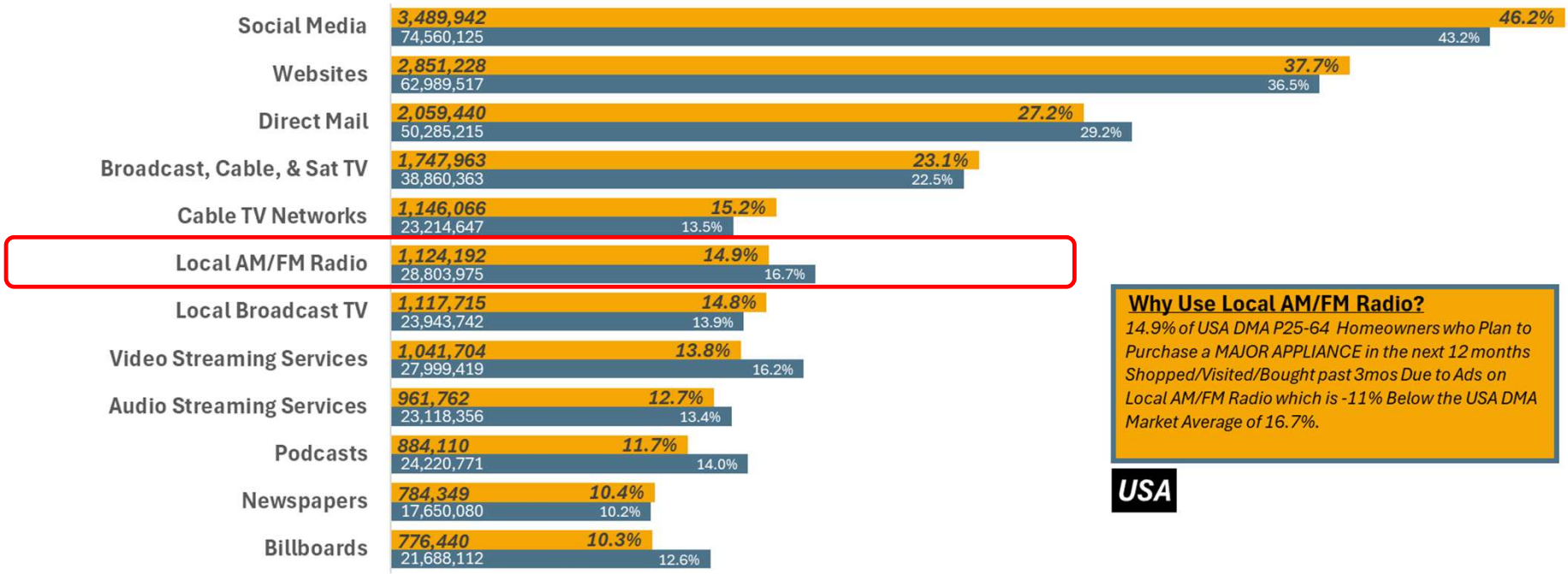
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

"Advertising Actions"

P25-64 Homeowners who Plan to Purchase a MAJOR APPLIANCE in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.9% of USA DMA P25-64 Homeowners who Plan to Purchase a MAJOR APPLIANCE in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -11% Below the USA DMA Market Average of 16.7%.

USA

USA DMA Scarborough R1 2025: Feb24-Mar25 Qual Intab: 772

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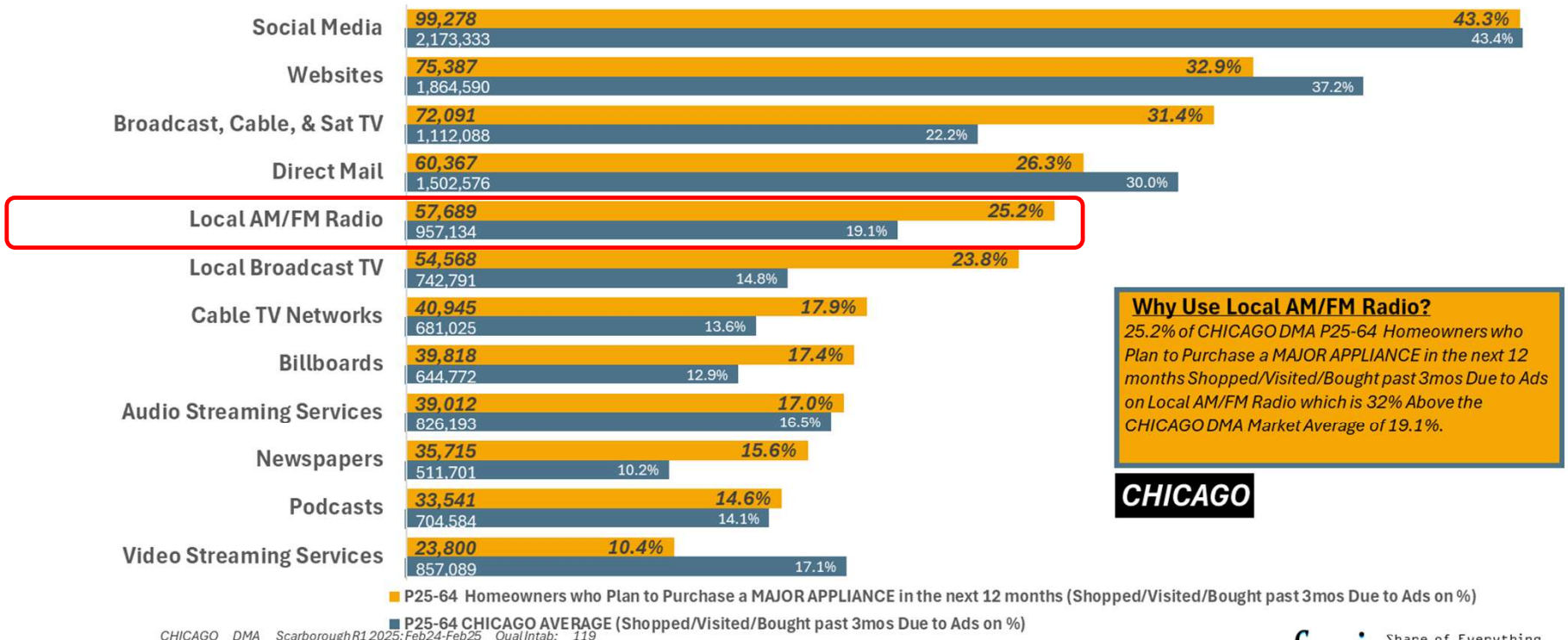
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA CHI

"Advertising Actions"

P25-64 Homeowners who Plan to Purchase a MAJOR APPLIANCE in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

25.2% of CHICAGO DMA P25-64 Homeowners who Plan to Purchase a MAJOR APPLIANCE in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 32% Above the CHICAGO DMA Market Average of 19.1%.

CHICAGO

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 119

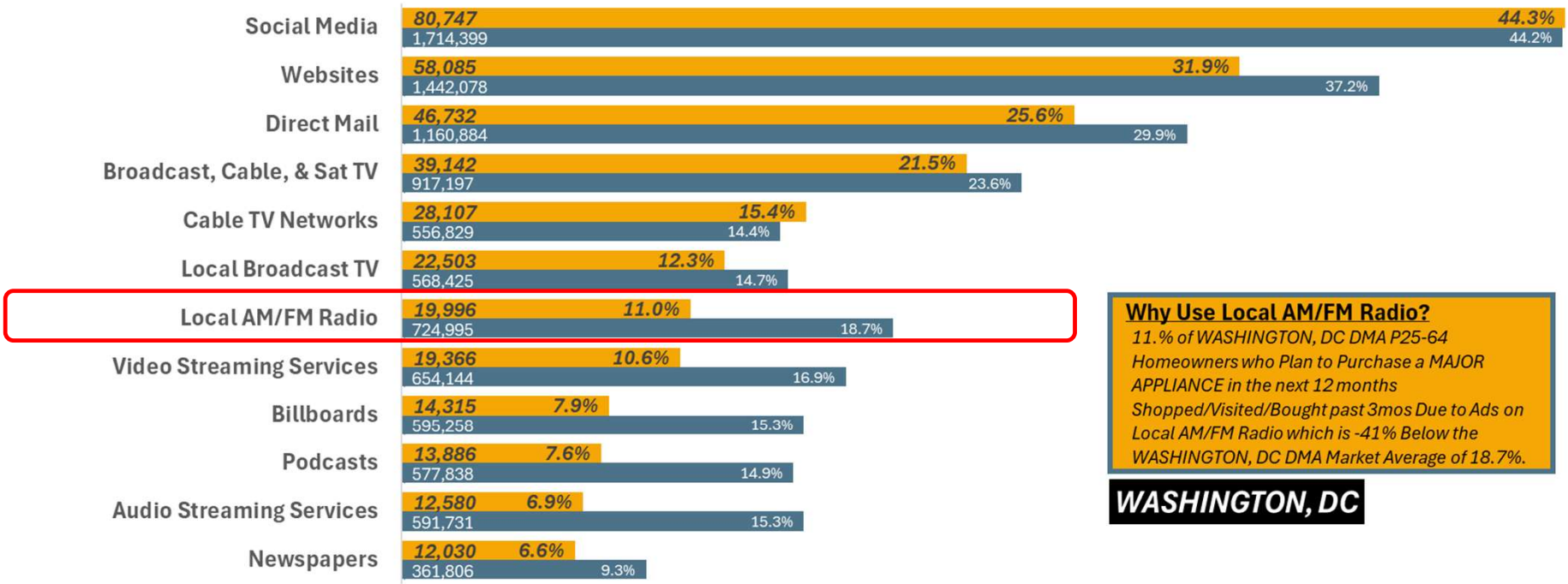
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

"Advertising Actions"

P25-64 Homeowners who Plan to Purchase a MAJOR APPLIANCE in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

11.% of WASHINGTON, DC DMA P25-64 Homeowners who Plan to Purchase a MAJOR APPLIANCE in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -41% Below the WASHINGTON, DC DMA Market Average of 18.7%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab: 199

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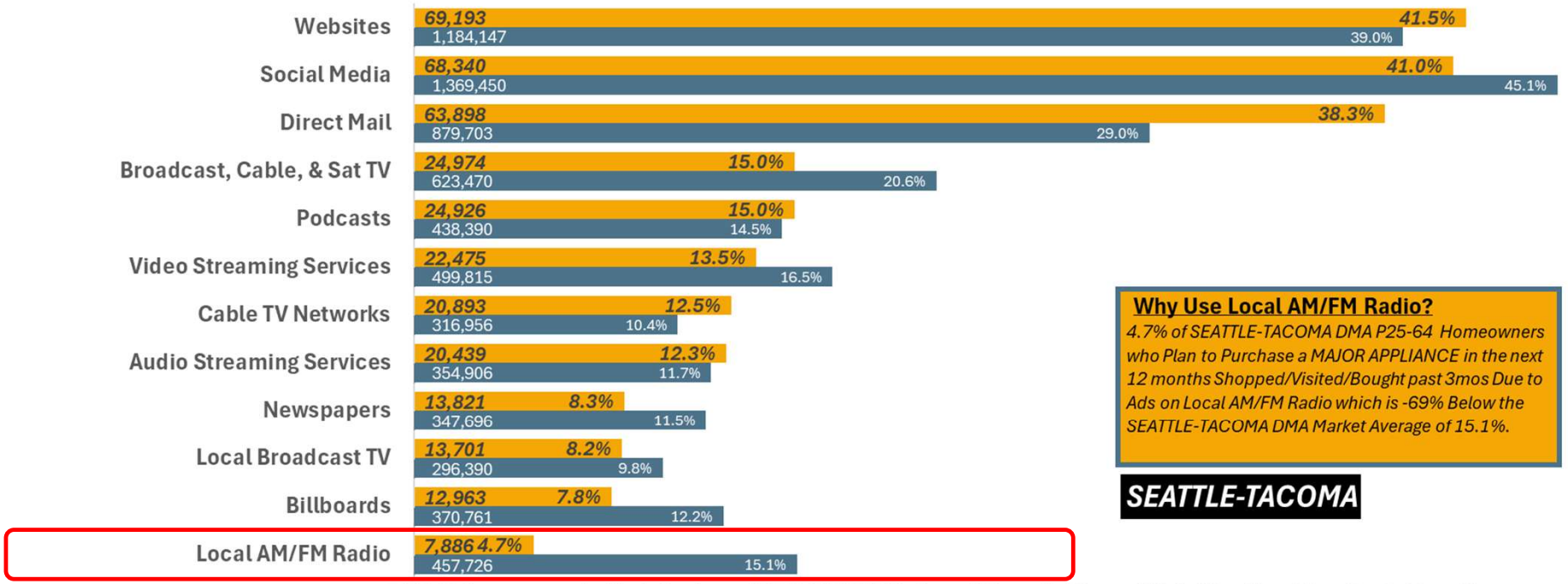
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA SEA

"Advertising Actions"

P25-64 Homeowners who Plan to Purchase a MAJOR APPLIANCE in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

4.7% of SEATTLE-TACOMA DMA P25-64 Homeowners who Plan to Purchase a MAJOR APPLIANCE in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -69% Below the SEATTLE-TACOMA DMA Market Average of 15.1%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 142

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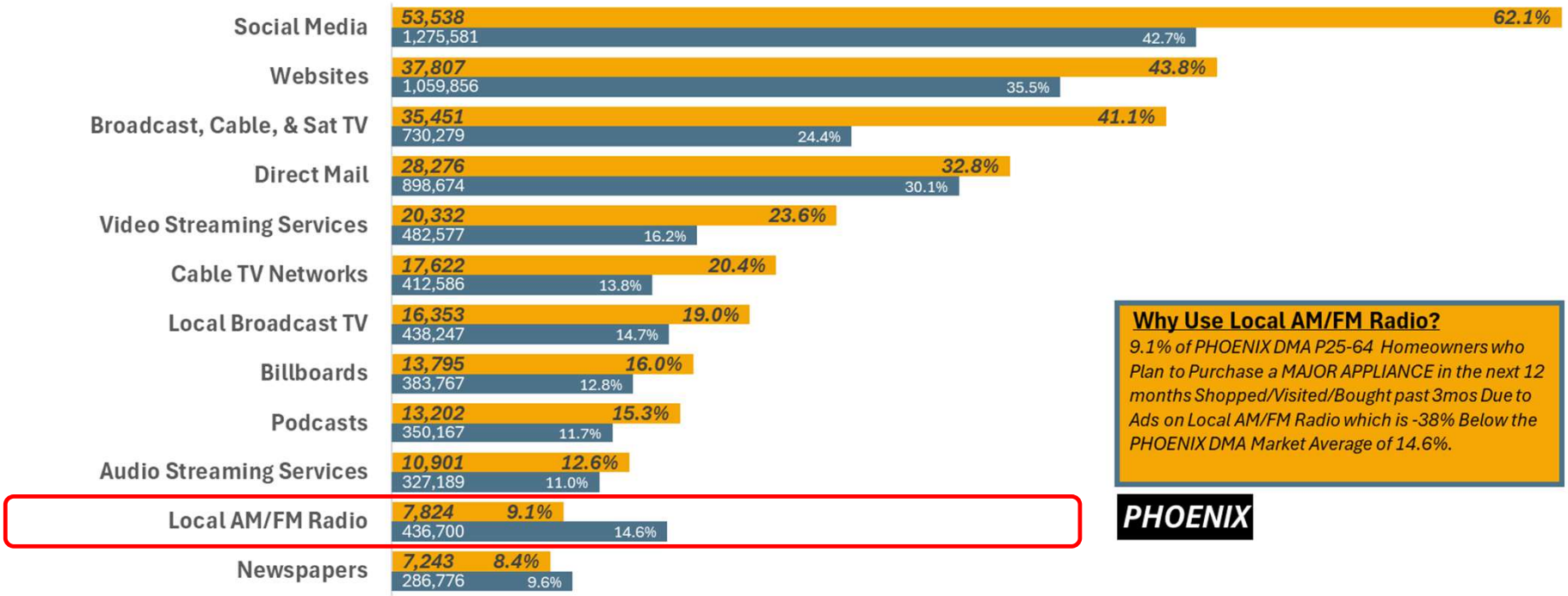
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA PHX

"Advertising Actions"

P25-64 Homeowners who Plan to Purchase a MAJOR APPLIANCE in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

9.1% of PHOENIX DMA P25-64 Homeowners who Plan to Purchase a MAJOR APPLIANCE in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -38% Below the PHOENIX DMA Market Average of 14.6%.

PHOENIX

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab: 55

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