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

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI** and **WEST PALM BEACH DMA** P25-64 **Homeowners** who **Plan to Buy a MAJOR APPLIANCE** in the next 12 months as of March 31, 2025.

Whirlpool

KitchenAid® JENNAIR®

MAYTAG® AMANA®

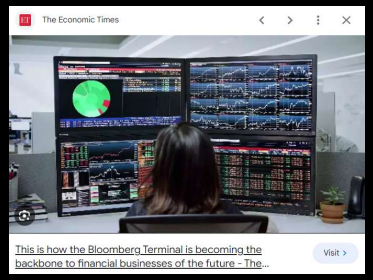
Whirlpool KitchenAid JENNAIR MAYTAG AMANA **USA**

Whirlpool KitchenAid JENNAIR MAYTAG AMANA **MSP**

Whirlpool KitchenAid JENNAIR MAYTAG AMANA **STL**

Whirlpool KitchenAid JENNAIR MAYTAG AMANA **CIN**

Whirlpool KitchenAid JENNAIR MAYTAG AMANA **WPB**





P25-64

Vanguard® BlackRock®

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

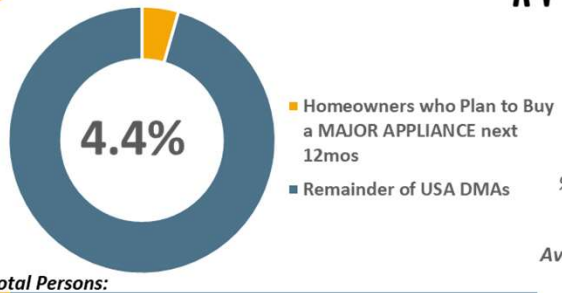
HUBBARD BROADCASTING INC. HB INC.

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

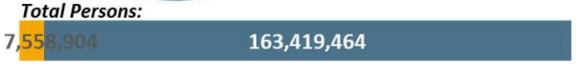
Whirlpool KitchenAid JENNAIR MAYTAG AMANA **USA**

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.

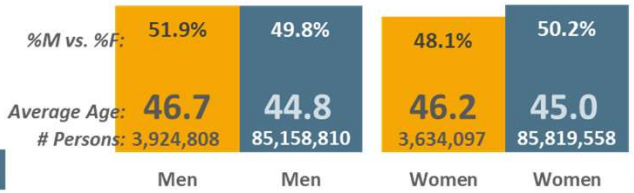
Percent of Market: Adults 25 - 64



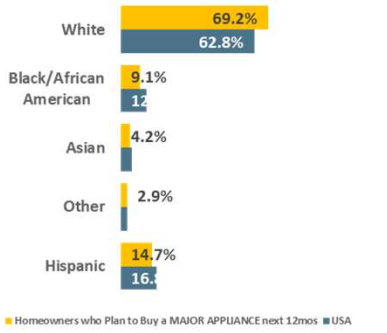
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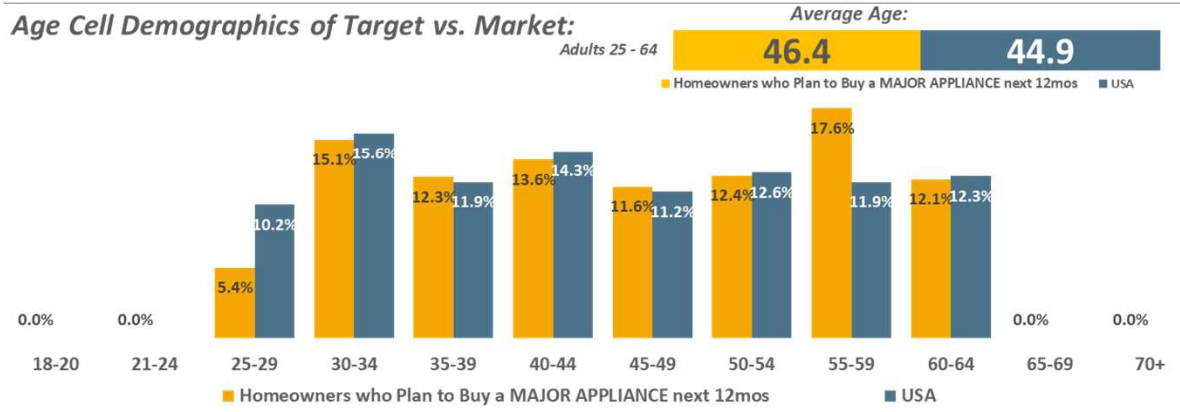
Gender of Target vs. Market: Adults 25 - 64



Ethnicity of Target vs. Market:



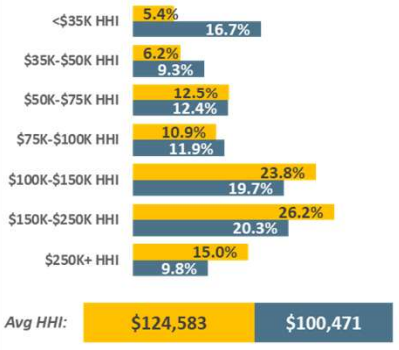
Age Cell Demographics of Target vs. Market:



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

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HHI of Target vs. Market:

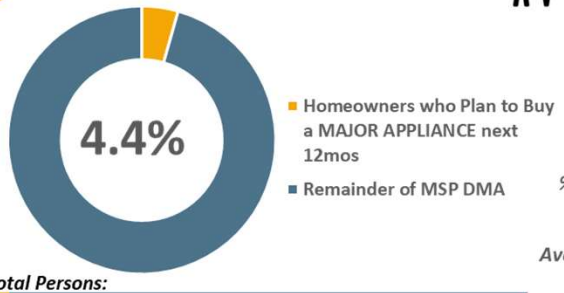


USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

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

4.4% or 110,438 of MSP 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 45.3 years old (.9% older than average) and have a $140,778 (19.5% higher than average) annual household income.

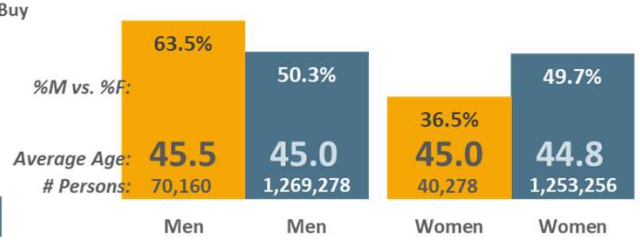
Percent of Market: Adults 25 - 64



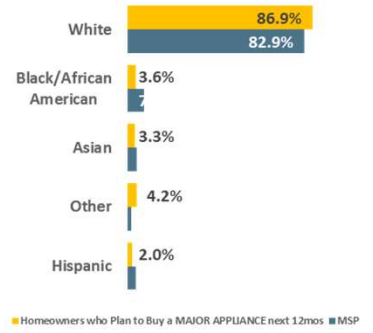
Total Persons:

110,438	2,412,096

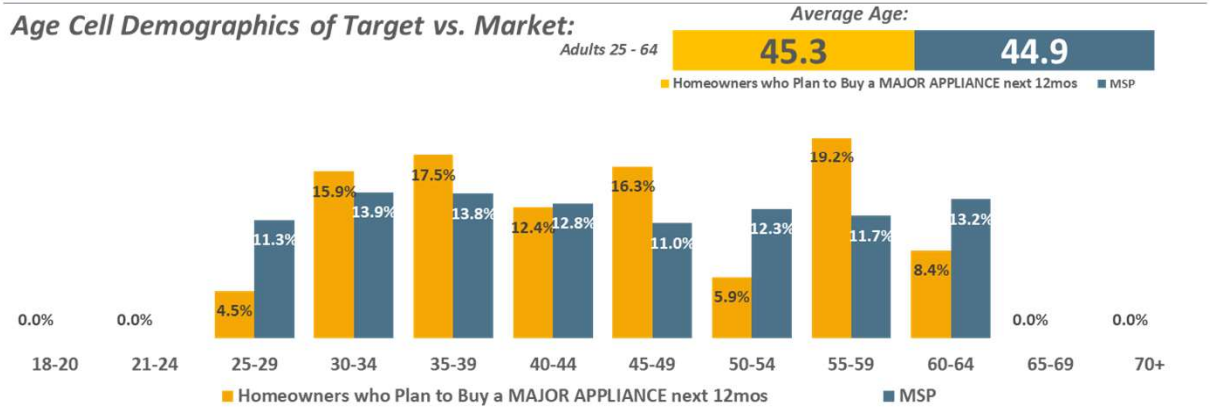
Gender of Target vs. Market: Adults 25 - 64



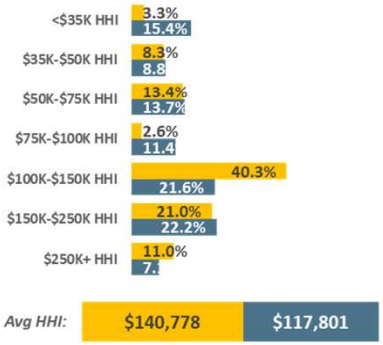
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



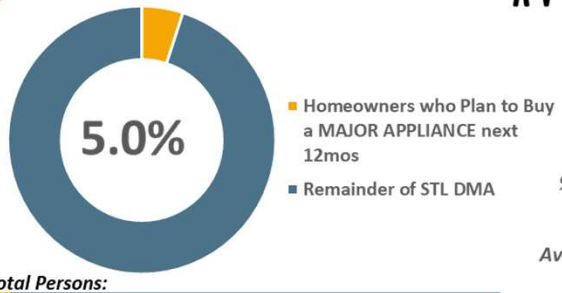
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 88

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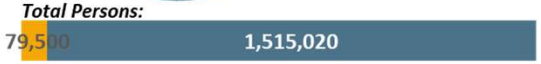
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

5.% or 79,500 of STL 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 (.3% older than average) and have a $116,422 (11.8% higher than average) annual household income.

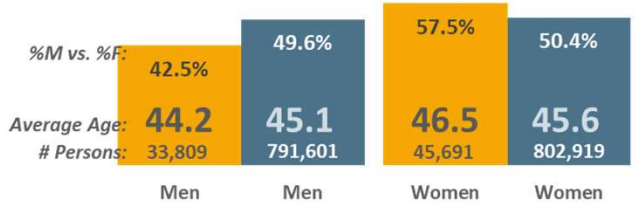
Percent of Market: Adults 25 - 64



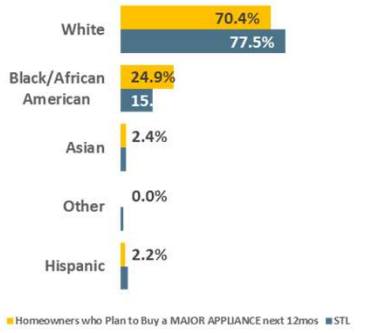
Total Persons:



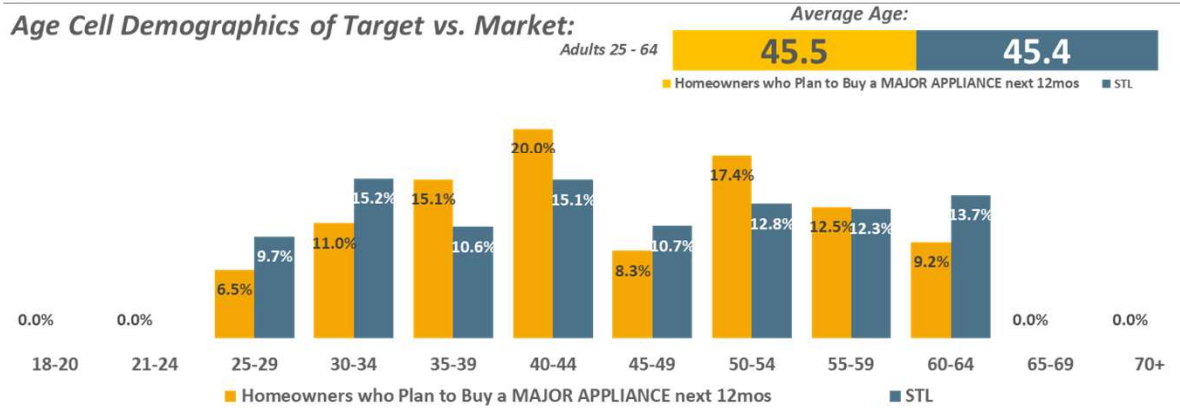
Gender of Target vs. Market: Adults 25 - 64



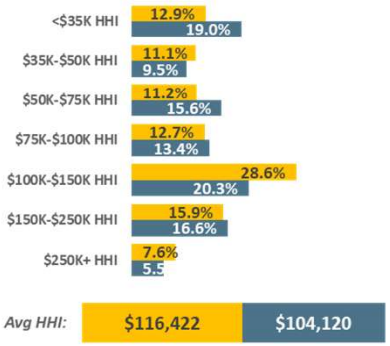
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 109

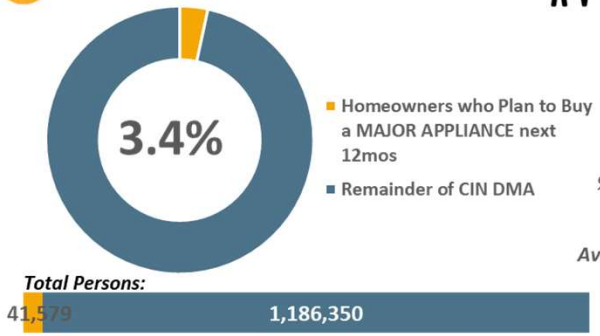
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

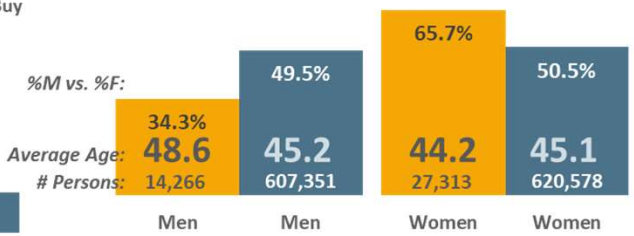
Whirlpool KitchenAid JENNAIR MAYTAG AMANA — CIN

3.4% or 41,579 of CIN 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 45.7 years old (1.3% older than average) and have a $125,429 (19.1% higher than average) annual household income.

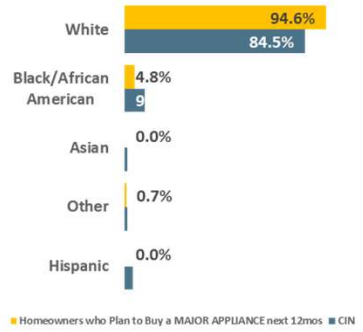
Percent of Market: Adults 25 - 64



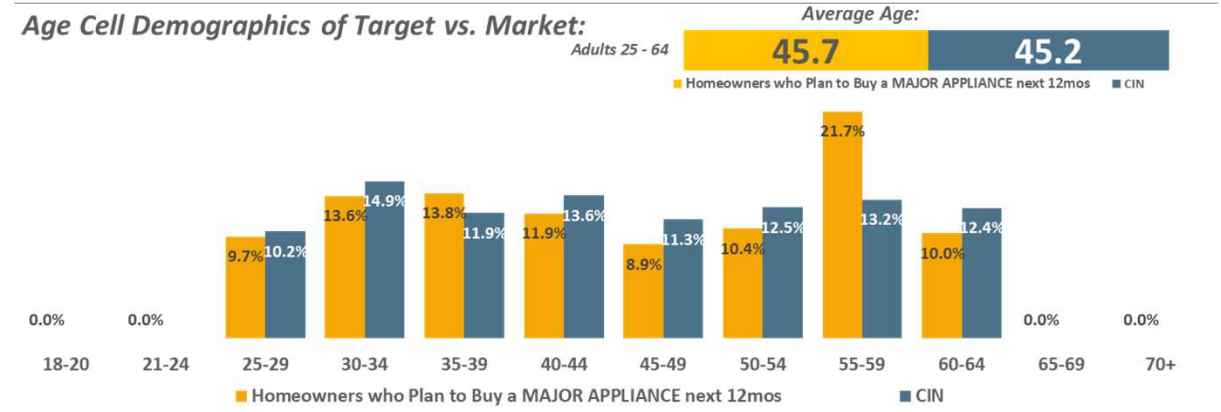
Gender of Target vs. Market: Adults 25 - 64



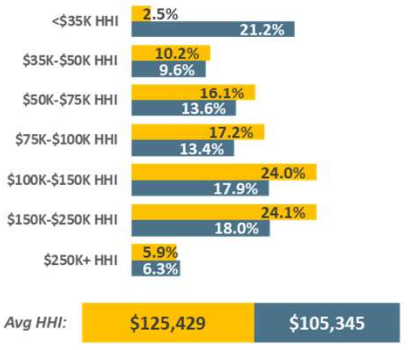
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



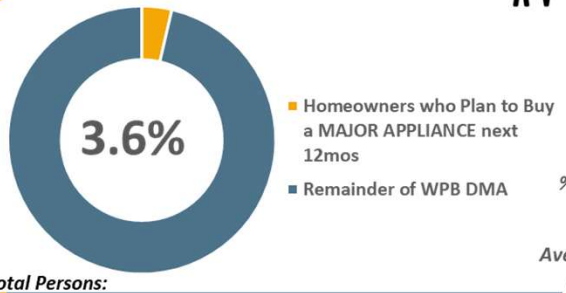
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 85

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

3.6% or 38,816 of WPB 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 50. years old (7.9% older than average) and have a $134,060 (25.8% higher than average) annual household income.

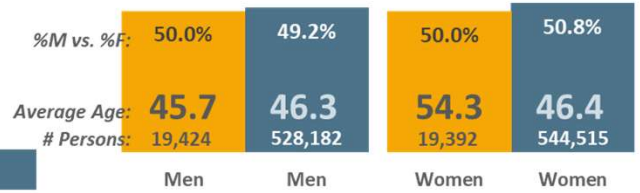
Percent of Market: Adults 25 - 64



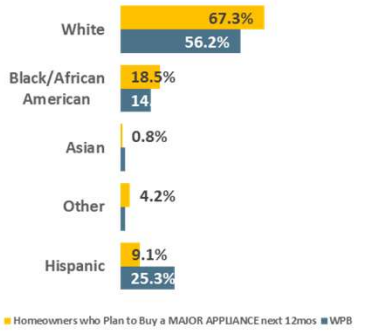
Total Persons:



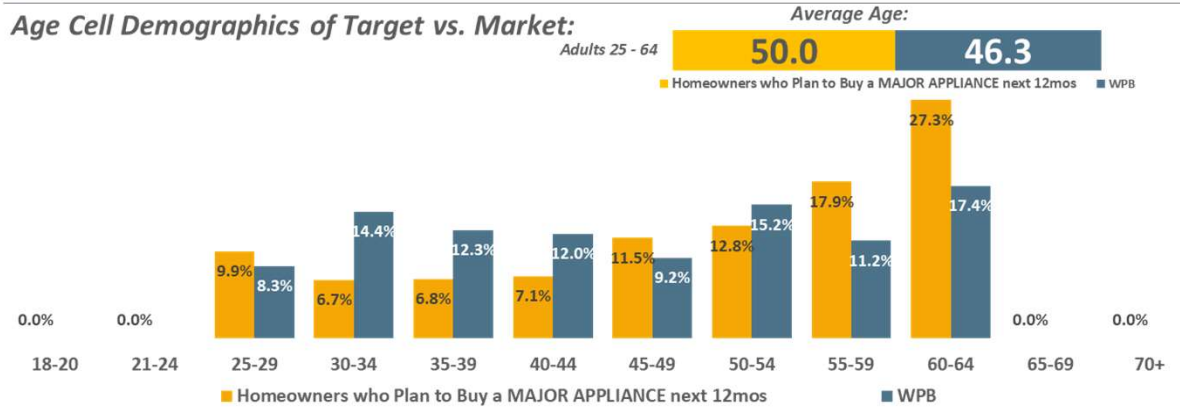
Gender of Target vs. Market: Adults 25 - 64



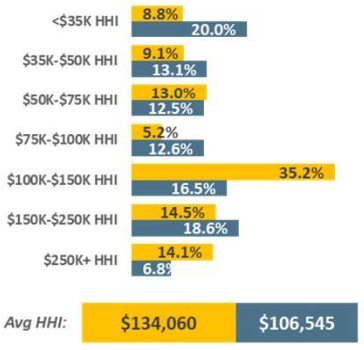
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

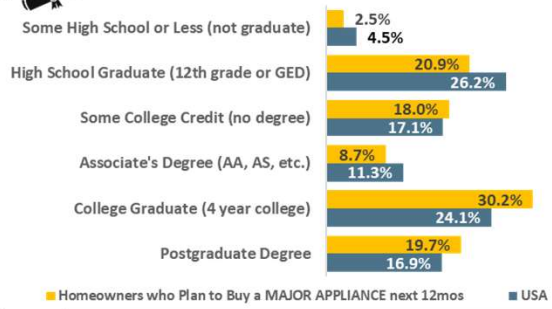
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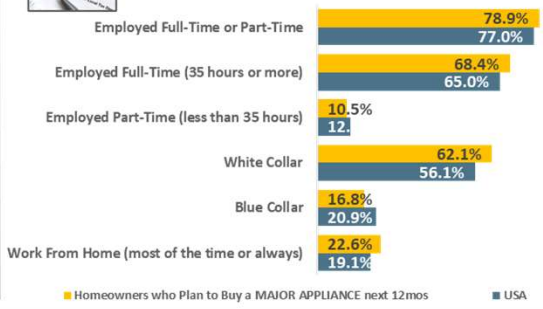
Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

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 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.

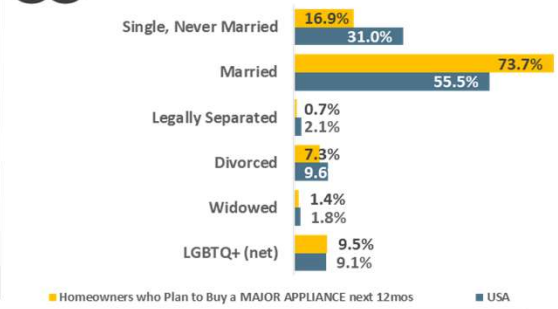
Education Levels: Adults 25 - 64



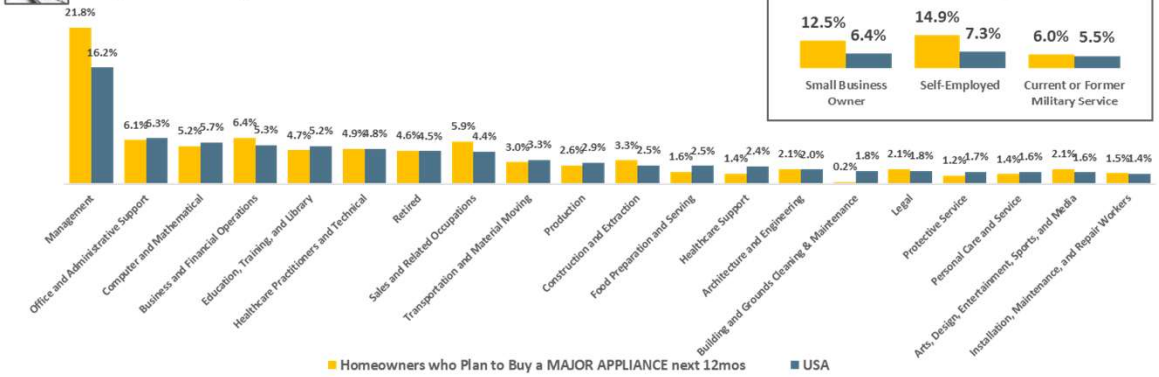
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

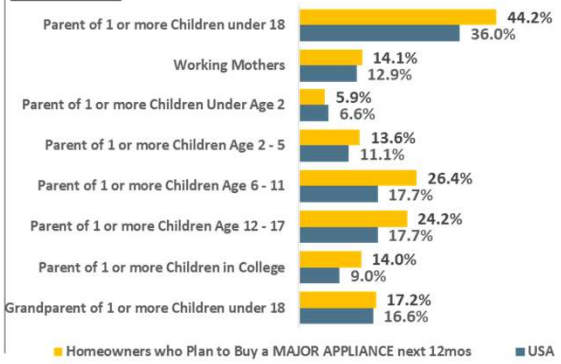


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



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

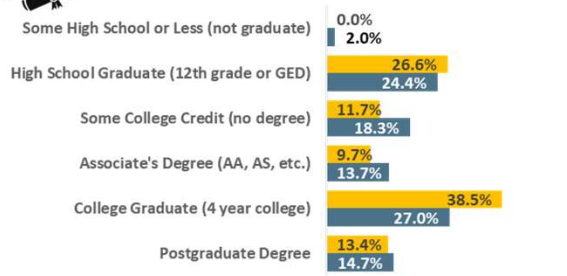
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

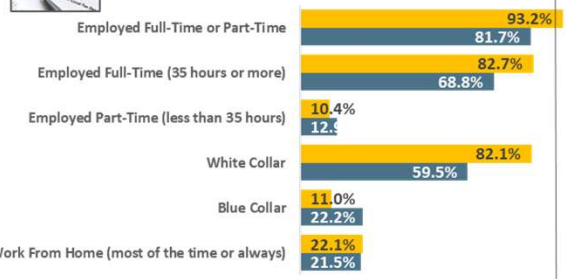
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

4.4% or 110,438 of MSP 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 24.7% more likely to be a college graduate, 20.3% more likely to work full-time, 38.4% more likely to be married, 63.% more likely to be a parent of 1 or more children under 18.

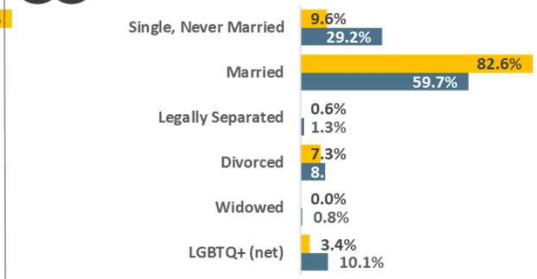
Education Levels: Adults 25 - 64



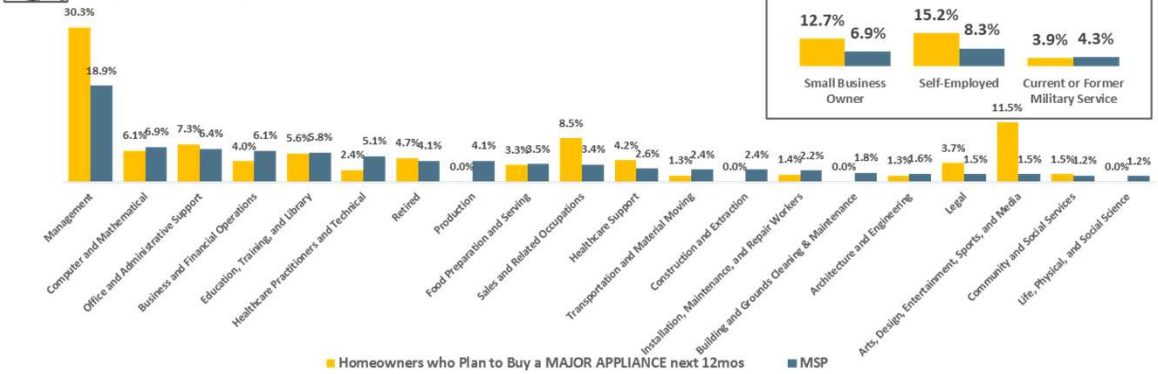
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

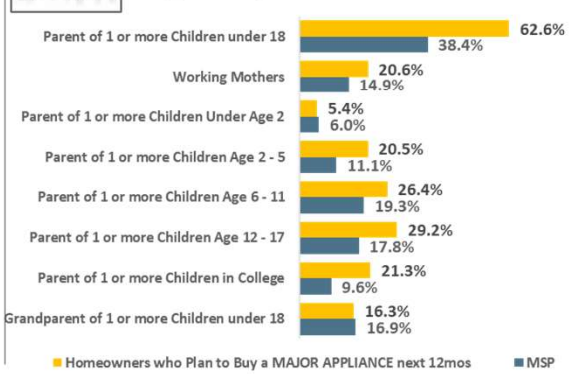


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



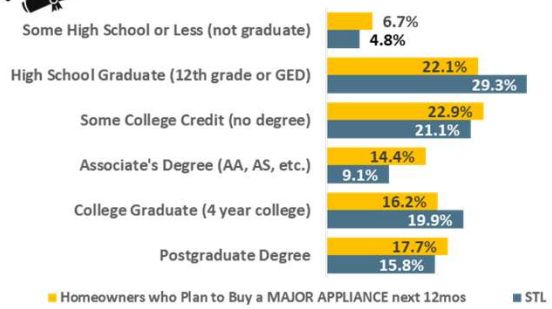
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 88

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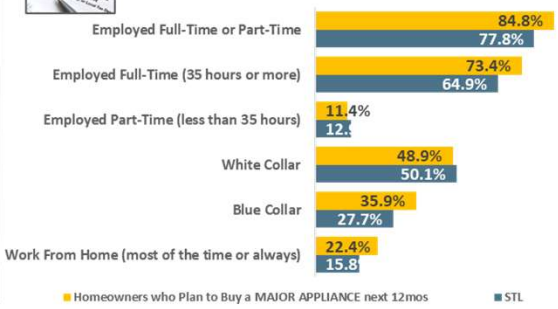
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

5.% or 79,500 of STL 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 5.2% less likely to be a college graduate, 13.1% more likely to work full-time, 11.% more likely to be married, 18.6% more likely to be a parent of 1 or more children under 18.

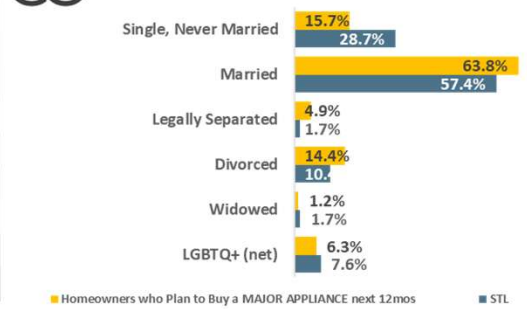
Education Levels: Adults 25 - 64



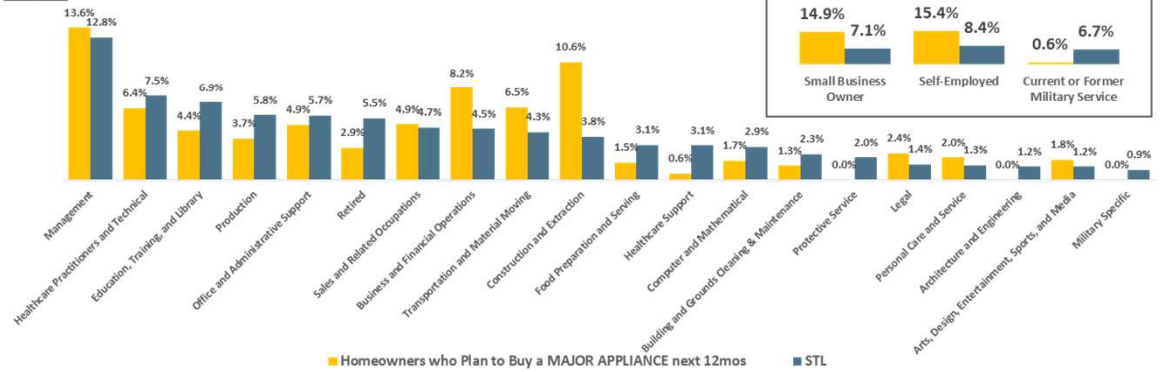
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

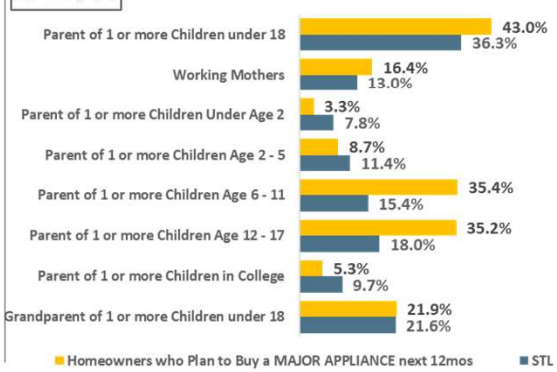


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 109

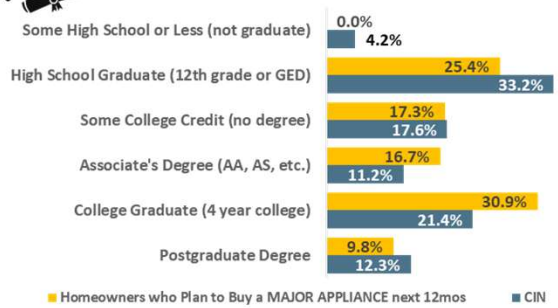
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

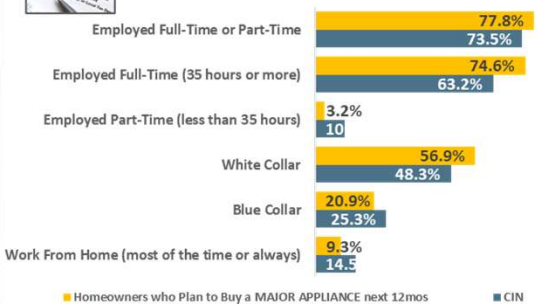
Whirlpool · KitchenAid · JENNAIR · MAYTAG · AMANA · CIN

3.4% or 41,579 of CIN 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 20.7% more likely to be a college graduate, 18.% more likely to work full-time, 34.6% more likely to be married, 2.2% more likely to be a parent of 1 or more children under 18.

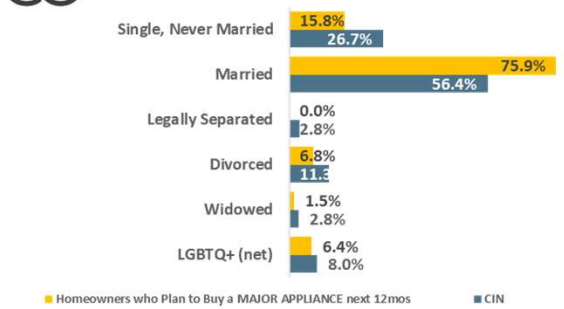
Education Levels: Adults 25 - 64



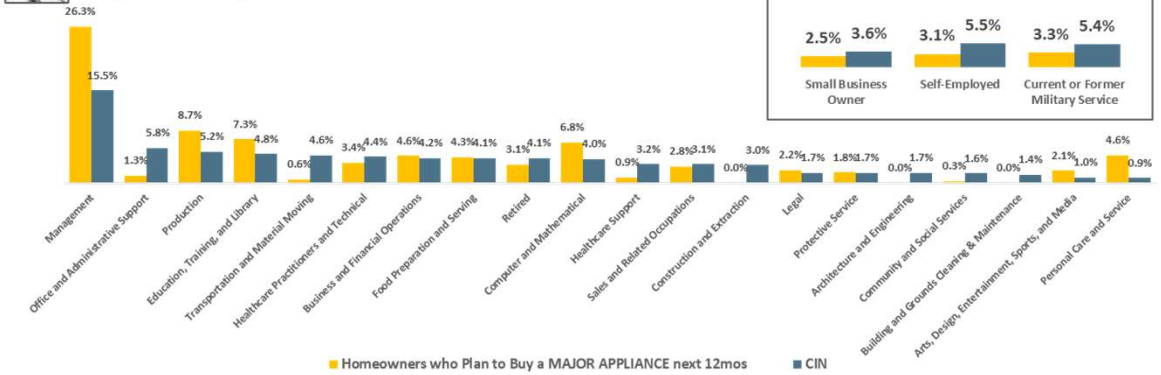
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

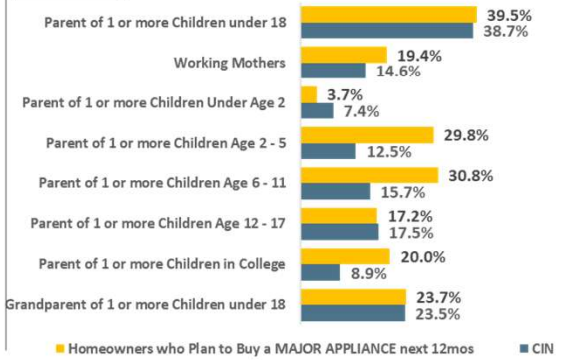


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



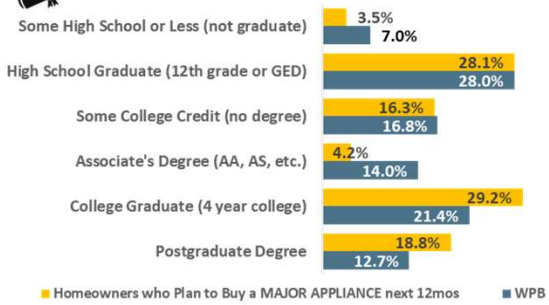
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 85

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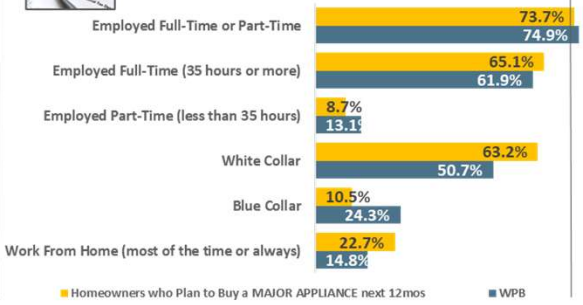
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

3.6% or 38,816 of WPB 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 40.5% more likely to be a college graduate, 5.1% more likely to work full-time, 5.7% more likely to be married, 13.5% less likely to be a parent of 1 or more children under 18.

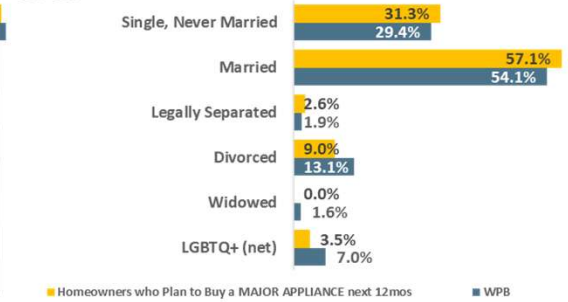
Education Levels: Adults 25 - 64



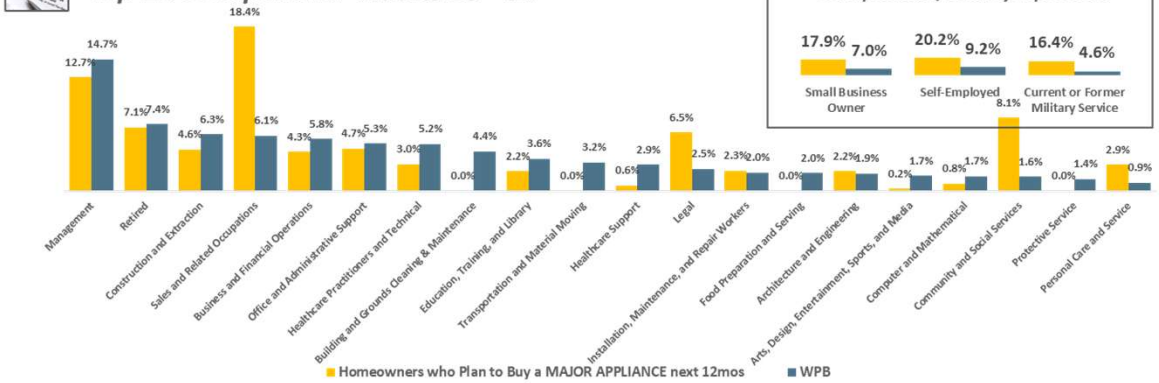
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

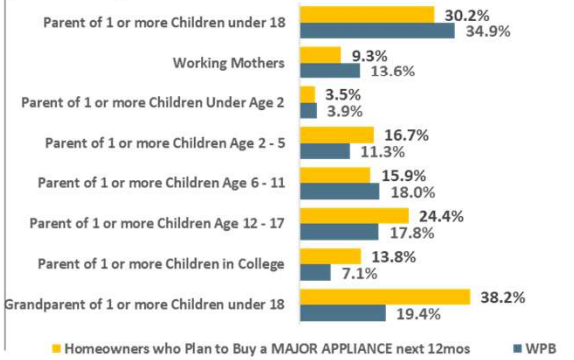


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

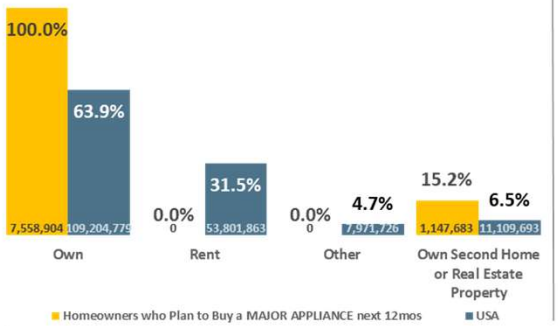
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

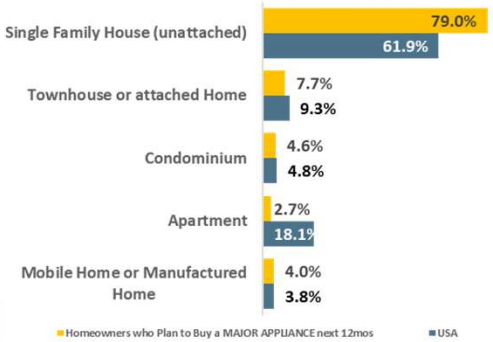
Whirlpool KitchenAid JENNAIR MAYTAG AMANA **USA**

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.

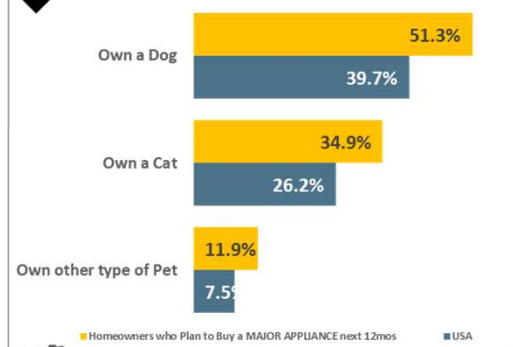
Own/Rent/Other: Adults 25 - 64



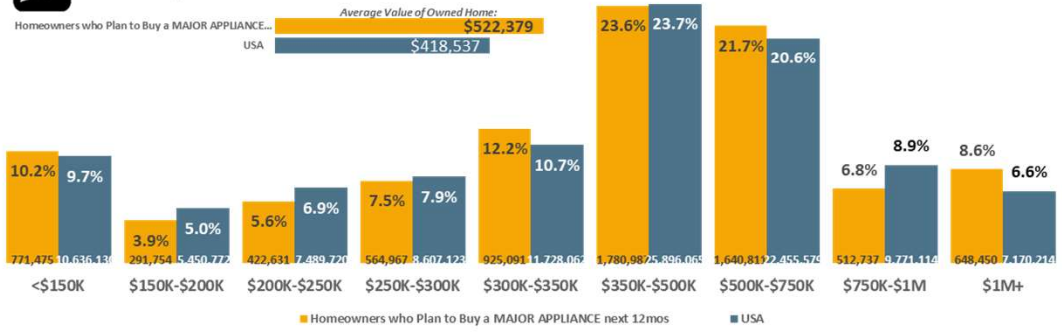
Type of Home: Adults 25 - 64



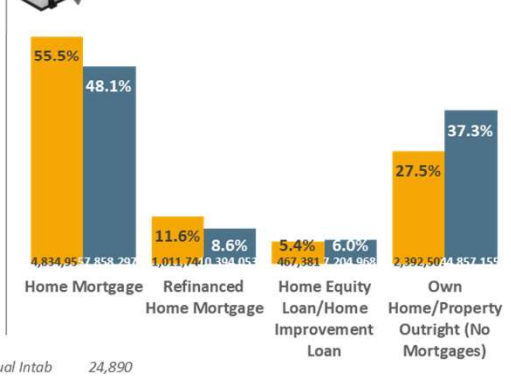
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



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

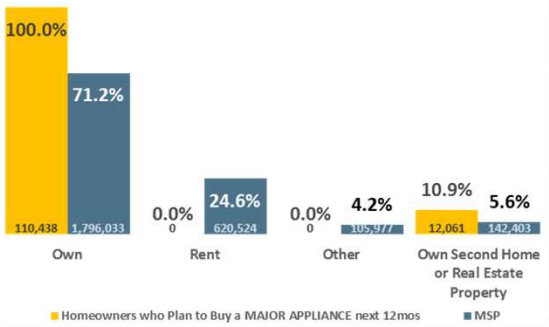
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USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

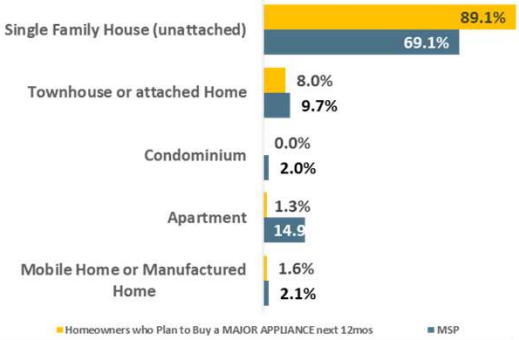
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

4.4% or 110,438 of MSP 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 40.5% more likely to own their home, 6.1% more likely to own a lower valued home, 28.8% more likely to have a single-family home, 14.1% more likely to have a dog.

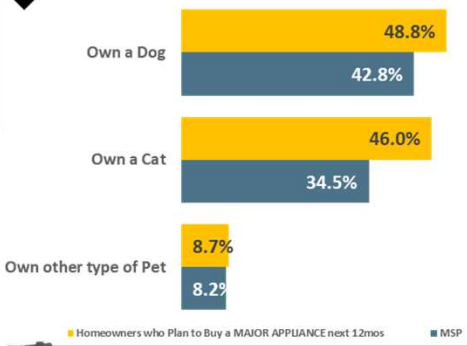
Own/Rent/Other: Adults 25 - 64



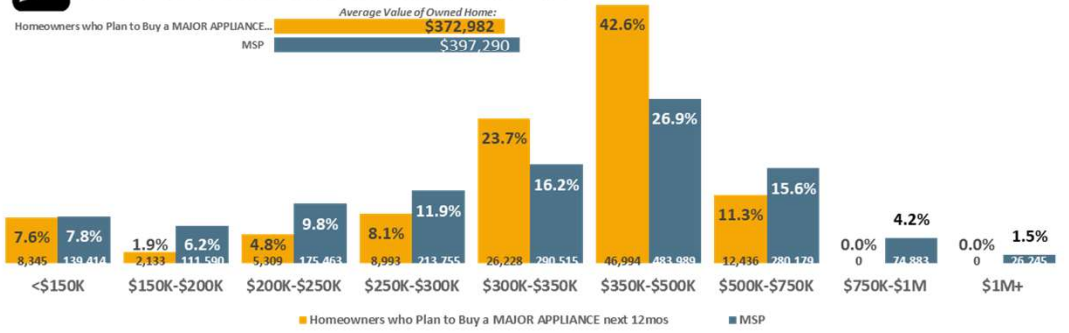
Type of Home: Adults 25 - 64



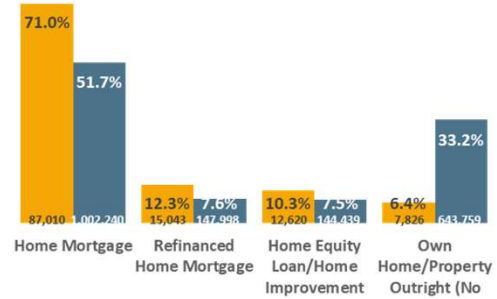
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



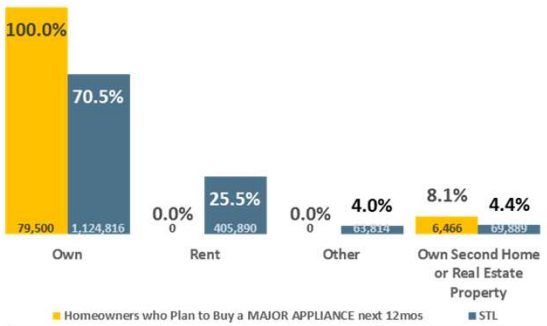
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 88

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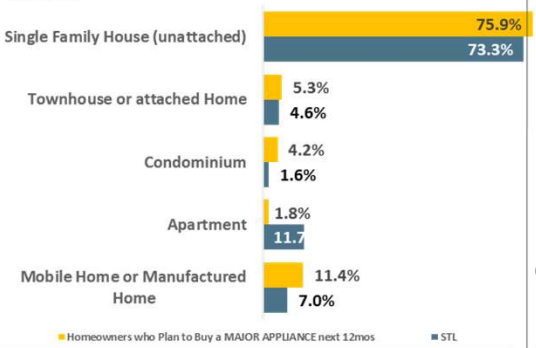
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

5.% or 79,500 of STL 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 41.8% more likely to own their home, 13.5% more likely to own a lower valued home, 3.5% more likely to have a single-family home, 30.9% more likely to have a dog.

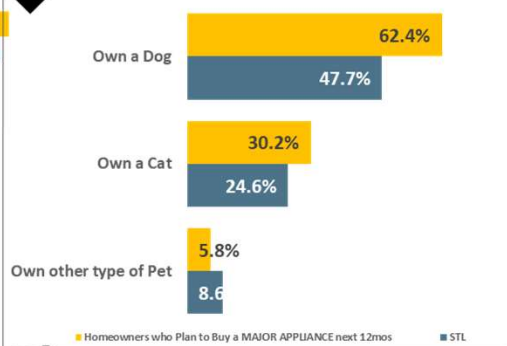
Own/Rent/Other: Adults 25 - 64



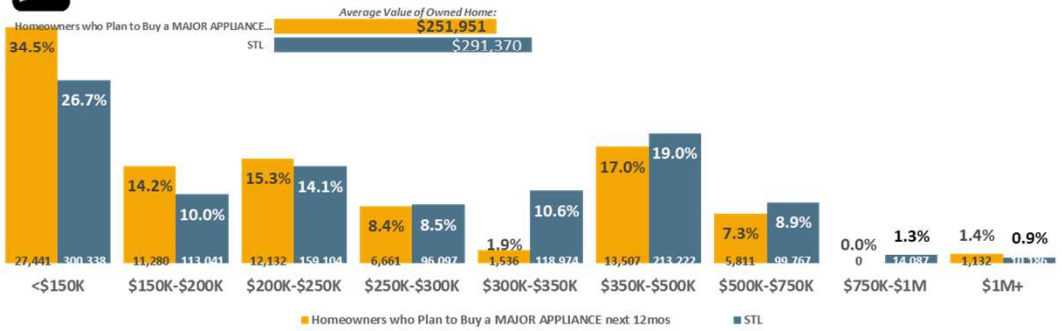
Type of Home: Adults 25 - 64



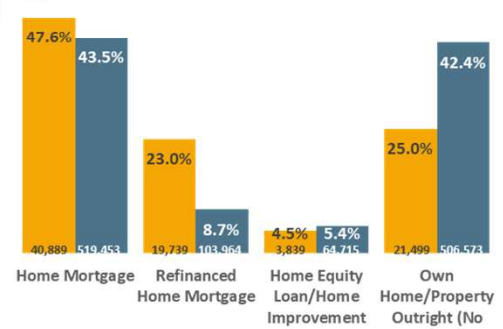
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 109

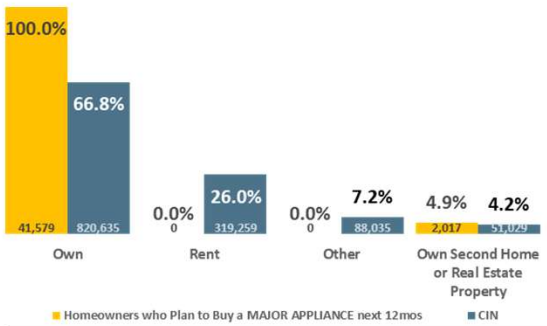
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

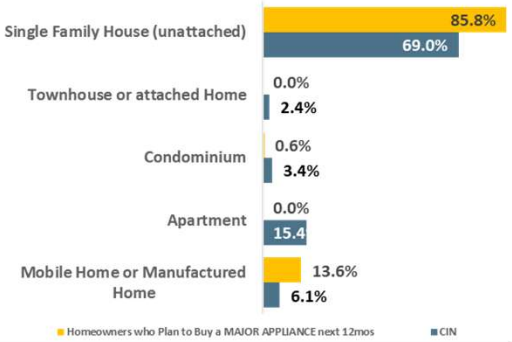
Whirlpool KitchenAid JENNAIR MAYTAG AMANA — CIN

3.4% or 41,579 of CIN 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 49.6% more likely to own their home, 8.3% more likely to own a lower valued home, 24.3% more likely to have a single-family home, 48.% more likely to have a dog.

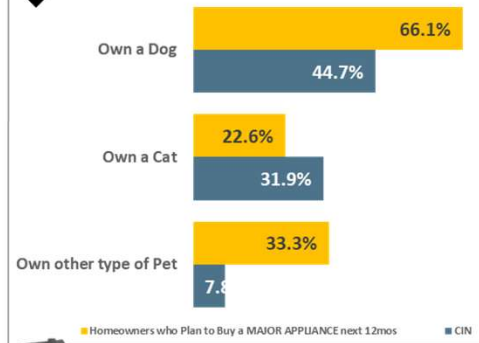
Own/Rent/Other: Adults 25 - 64



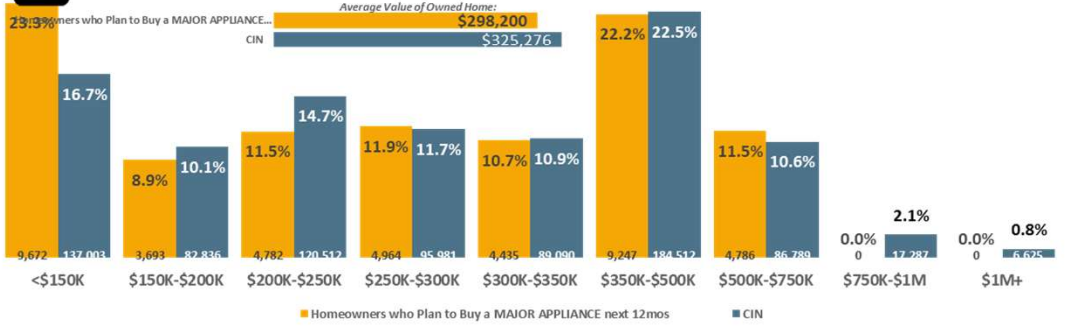
Type of Home: Adults 25 - 64



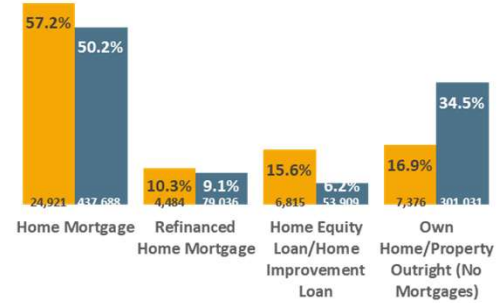
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



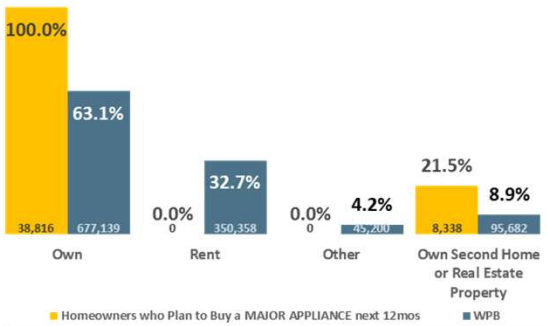
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 85

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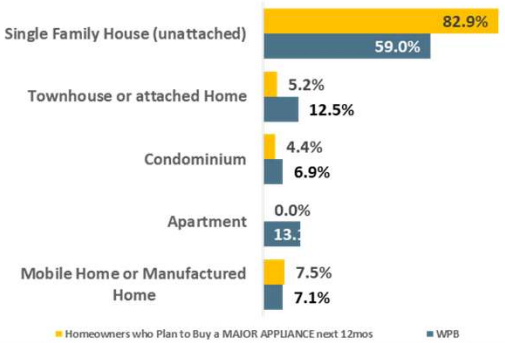
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

3.6% or 38,816 of WPB 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 58.4% more likely to own their home, 6.4% more likely to own a lower valued home, 40.5% more likely to have a single-family home, 20.6% more likely to have a dog.

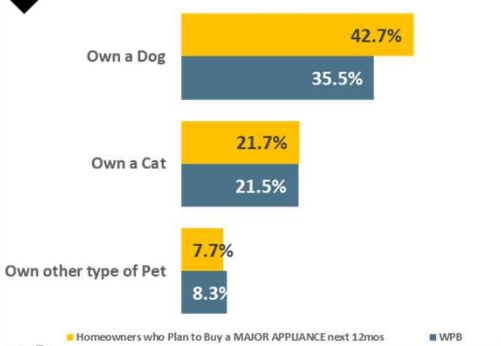
Own/Rent/Other: Adults 25 - 64



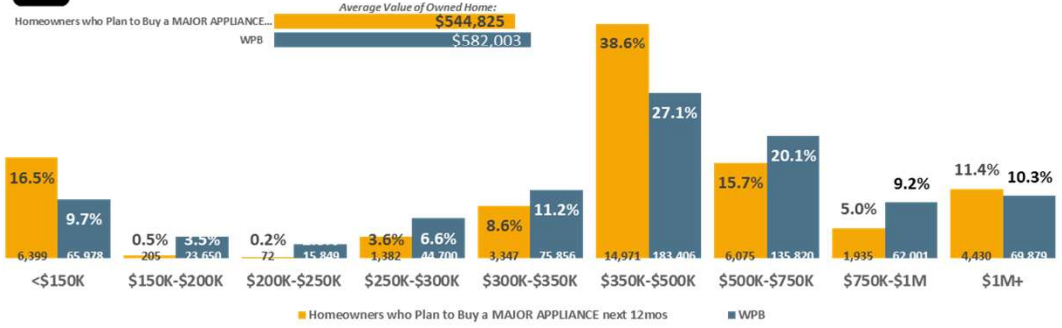
Type of Home: Adults 25 - 64



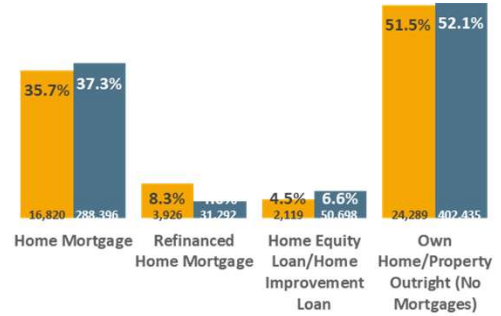
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

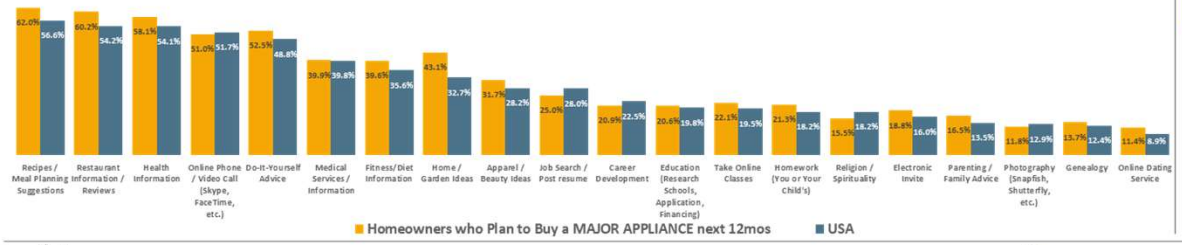
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

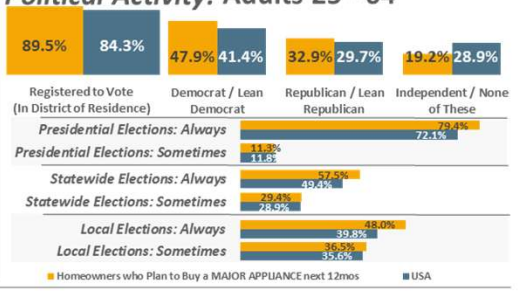
Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

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

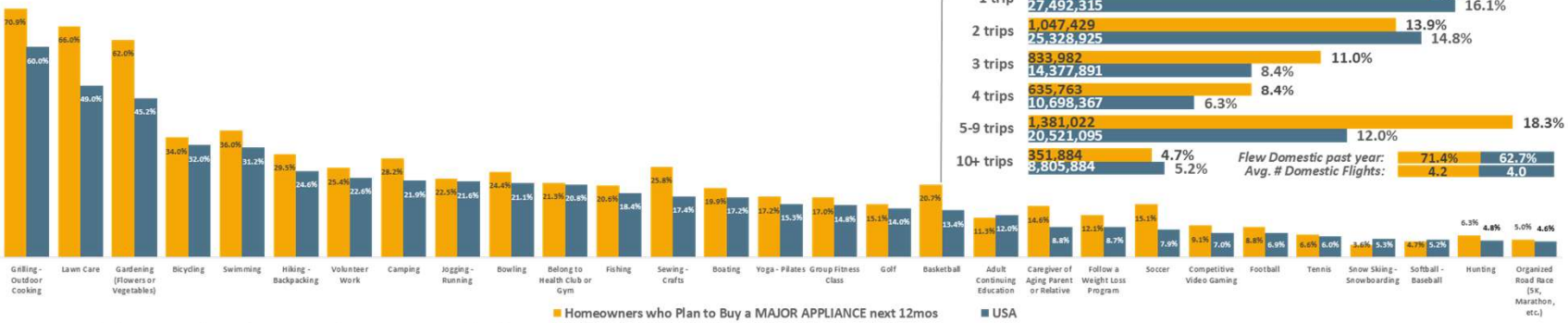
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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

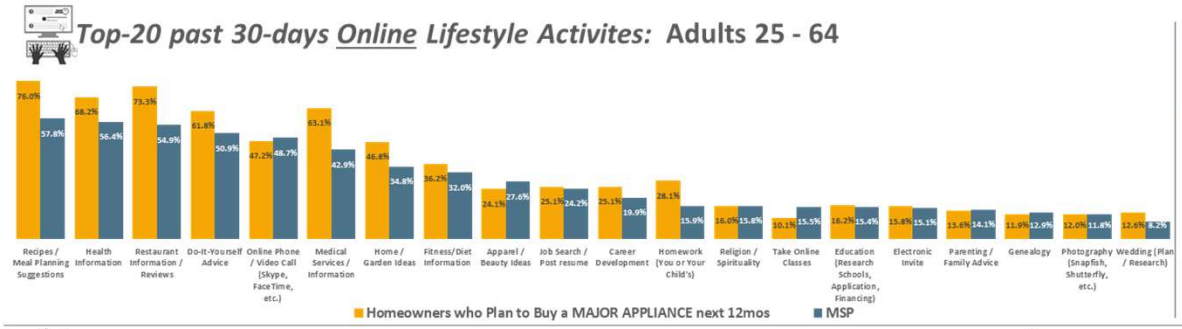
USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,081

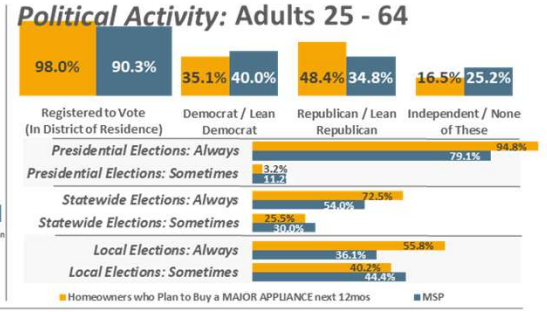
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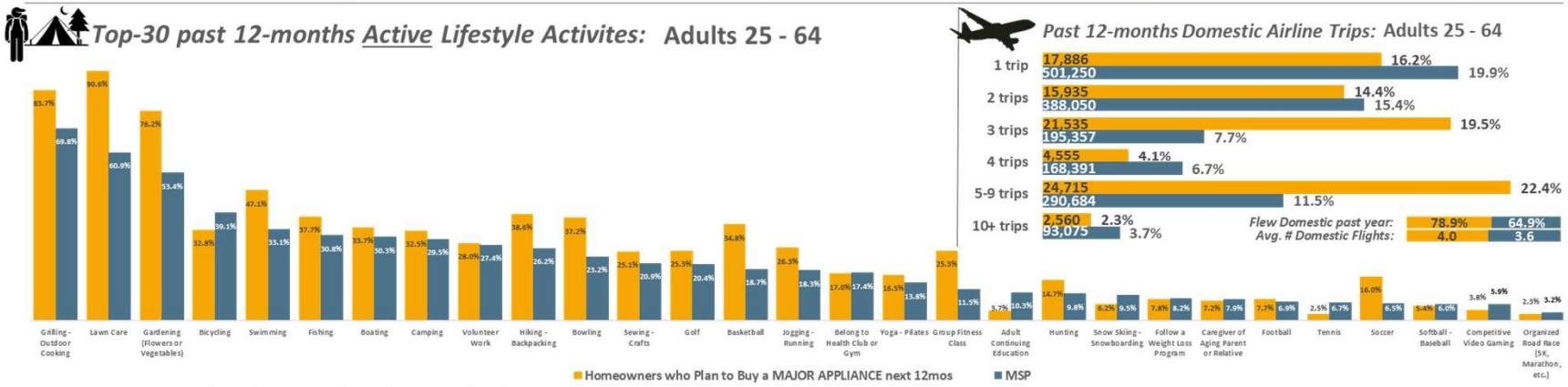
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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

4.4% or 110,438 of MSP 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 21.4% more likely to look up D-I-Y advice online, 54.5% more likely to always vote in local elections, 2.1% less likely to belong to a gym, 21.7% more likely to fly domestic past y







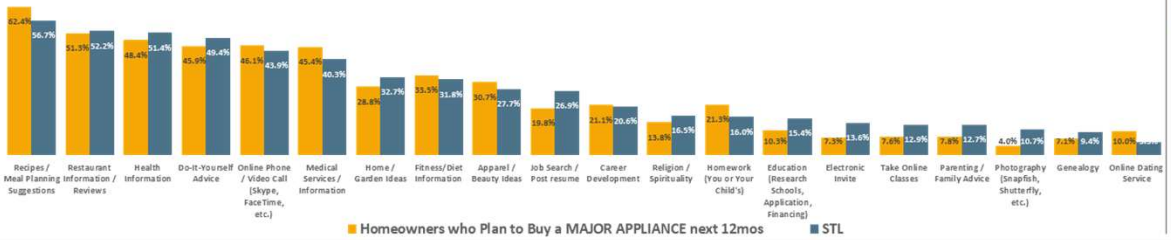
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 88

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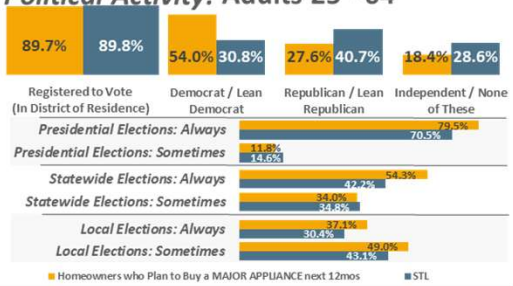
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

5.% or 79,500 of STL 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 7.1% less likely to look up D-I-Y advice online, 21.9% more likely to always vote in local elections, 38.1% less likely to belong to a gym, 14.3% more likely to fly domestic past y

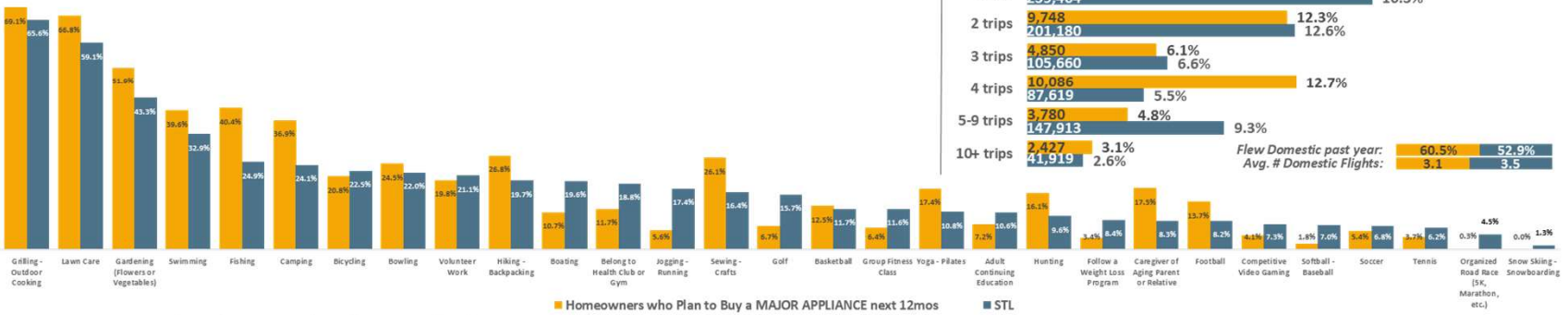
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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

STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 109

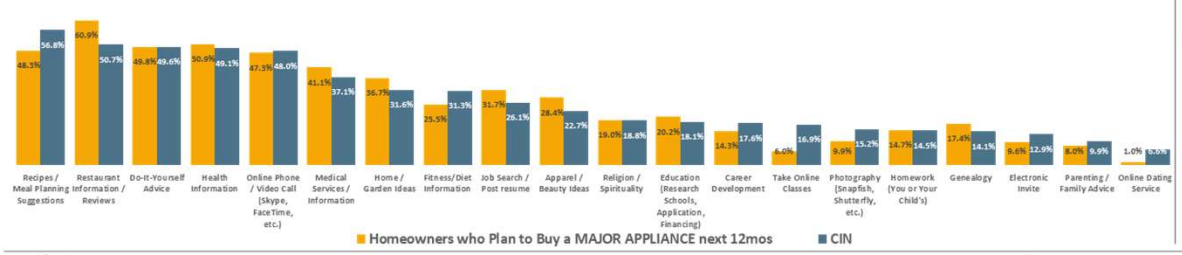
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

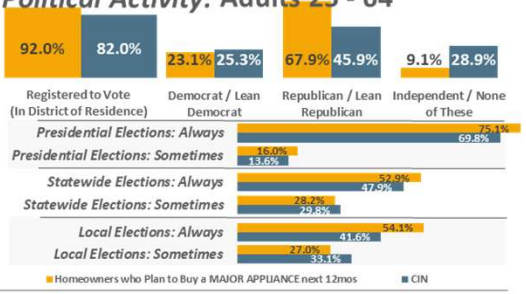
Whirlpool · KitchenAid · JENNAIR · MAYTAG · AMANA — CIN

3.4% or 41,579 of CIN 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% more likely to look up D-I-Y advice online, 29.8% more likely to always vote in local elections, 40.8% more likely to belong to a gym, 17.7% more likely to fly domestic past yr

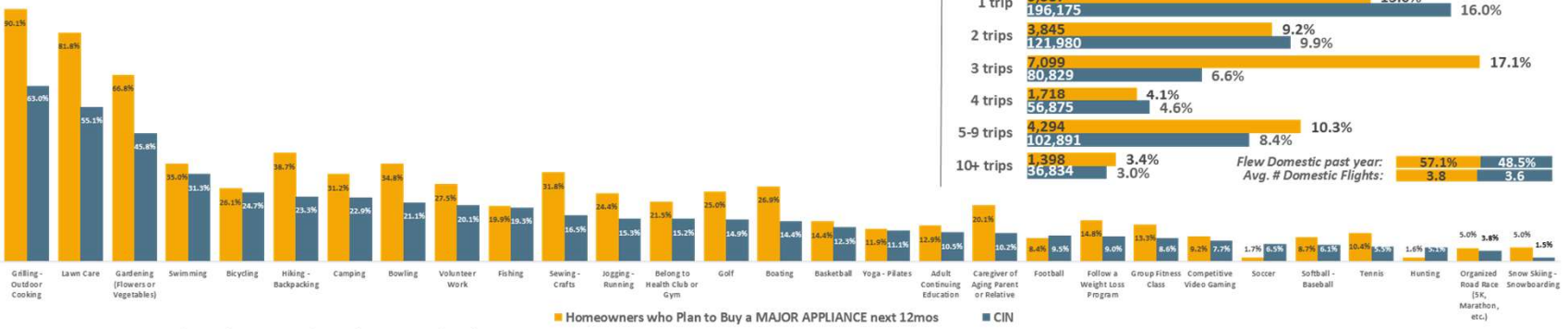
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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

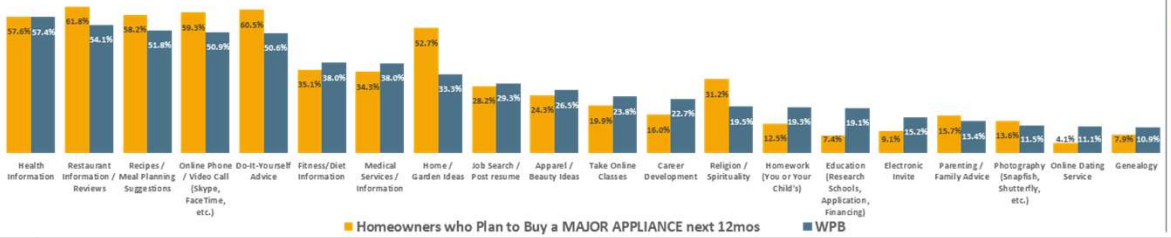
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 85

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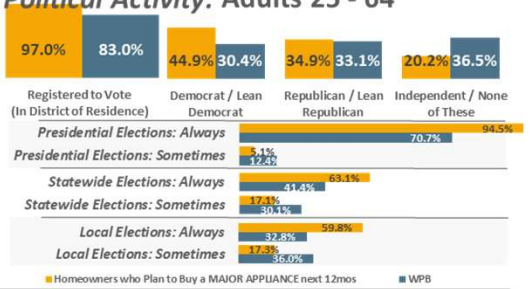
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

3.6% or 38,816 of WPB 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 19.7% more likely to look up D-I-Y advice online, 82.1% more likely to always vote in local elections, 57.1% more likely to belong to a gym, 18.9% more likely to fly domestic past

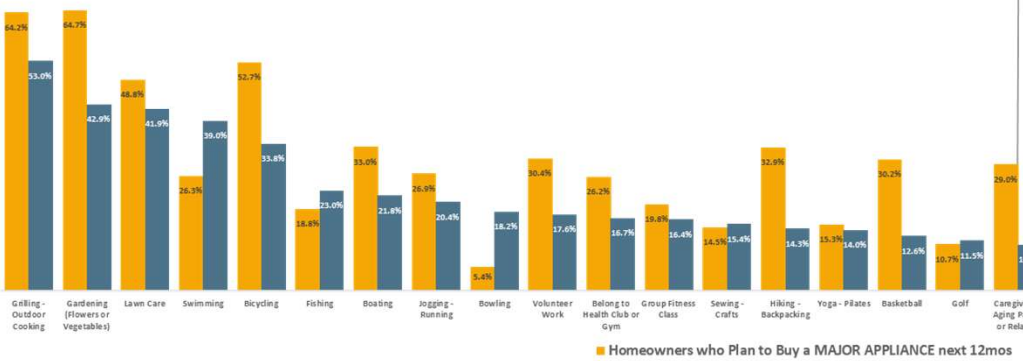
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



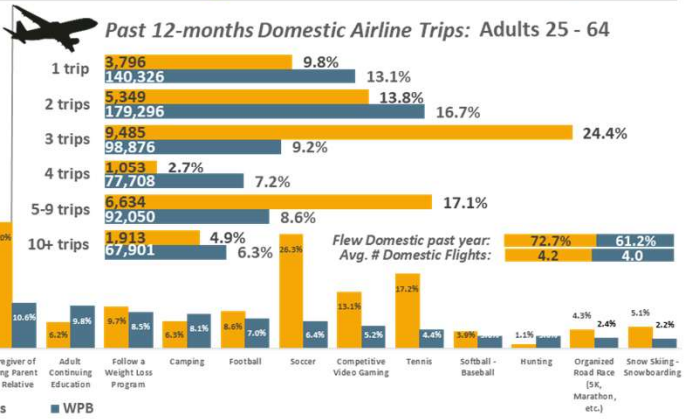
Political Activity: Adults 25 - 64



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

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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 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:



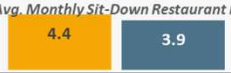
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



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.)

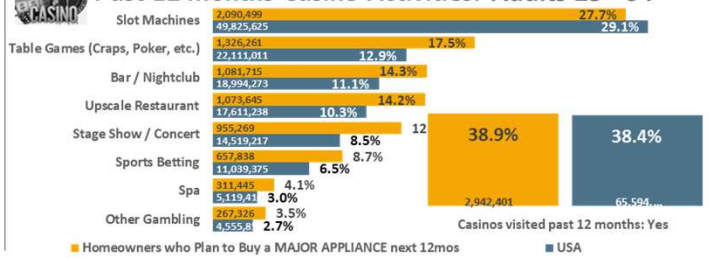


Drank Past 30-days: Adults 25 - 64



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 **MSP**

4.4% or 110,438 of MSP 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 12.7% more likely to use QSRs past mo., 28.2% more likely to use Sit-Down Restaurants past mo., 2.6% less likely to use Casinos past yr., 61.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 98.2% 108,422 | 87.1% 2,197,579

Avg. Monthly QSR Meals: 7.5 | 5.7

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



Total Monthly Sit-Down Restaurant Users: 94.7% 104,604 | 73.9% 1,863,618

Avg. Monthly Sit-Down Restaurant Meals: 4.7 | 3.3

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... 18,918 17.1%

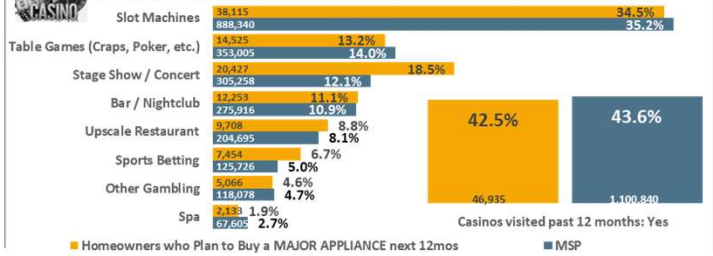
MSP 394,608 15.6%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 88

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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 STL

5.% or 79,500 of STL 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 3.3% more likely to use QSRs past mo., 9.1% more likely to use Sit-Down Restaurants past mo., 35.8% more likely to use Casinos past yr., 6.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



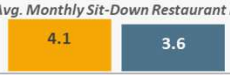
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 64

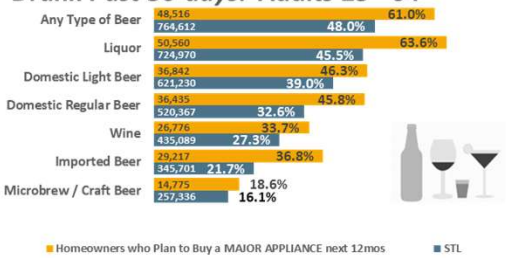
(Sit-Down Restaurants Used Past 30-days)



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

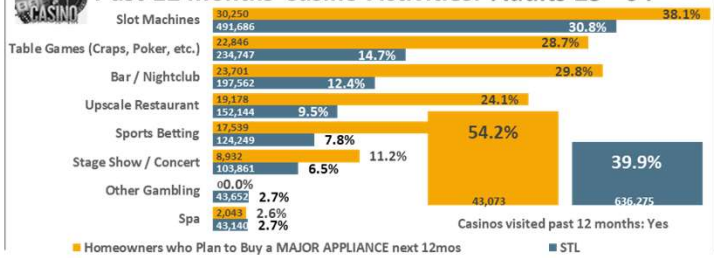


Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 109

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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 — CIN

3.4% or 41,579 of CIN 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 6.4% more likely to use QSRs past mo., 26.7% more likely to use Sit-Down Restaurants past mo., 11.3% less likely to use Casinos past yr., 50.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 91.3% 37,951 | 86.1% 1,056,933

Avg. Monthly QSR Meals: 6.8 | 6.5

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



Total Monthly Sit-Down Restaurant Users: 91.4% 38,020 | 72.2% 886,521

Avg. Monthly Sit-Down Restaurant Meals: 3.8 | 4.0

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

Homeowners who Plan to Buy a MAJOR APPLIANCE... 14,284 34.4%

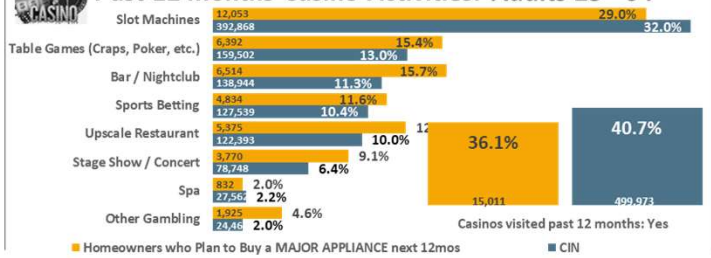
CIN 261,679 21.3%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



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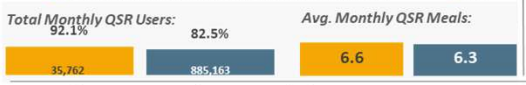
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA **WPB**

3.6% or 38,816 of WPB 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 11.7% more likely to use QSRs past mo., 19.% more likely to use Sit-Down Restaurants past mo., 8.7% more likely to use Casinos past yr., 41.5% less likely to smoke cigarettes.

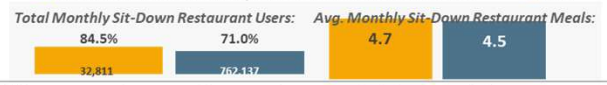
Past 30-days QSR Users: Adults 25 - 64





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





Top-10 Cuisines: Adults 25 - 64

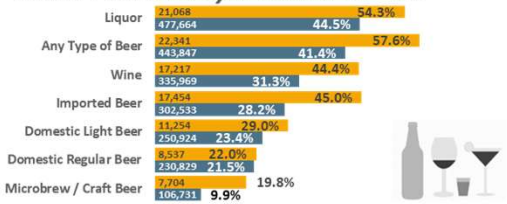
(Sit-Down Restaurants Used Past 30-days)



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

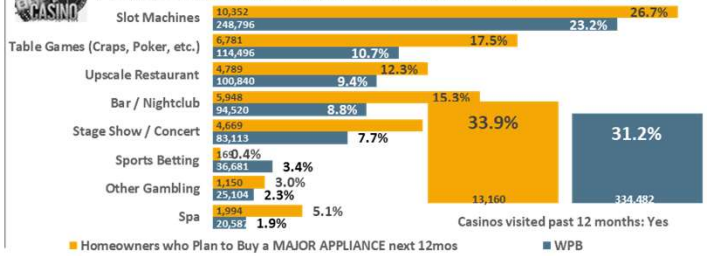
Homeowners who Plan to Buy a MAJOR APPLIANCE...	7,952	20.5%
WPB	250,614	23.4%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

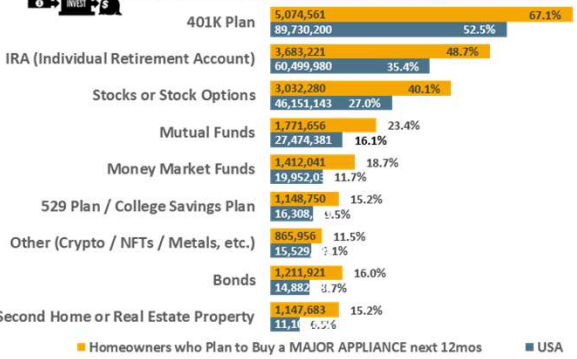
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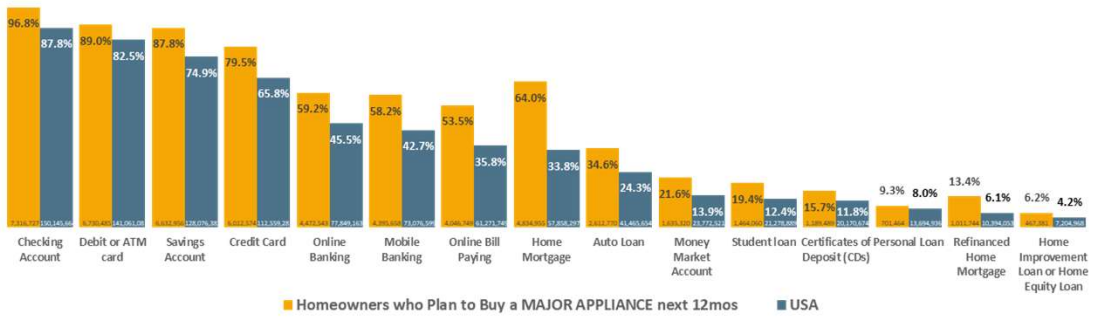
Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

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



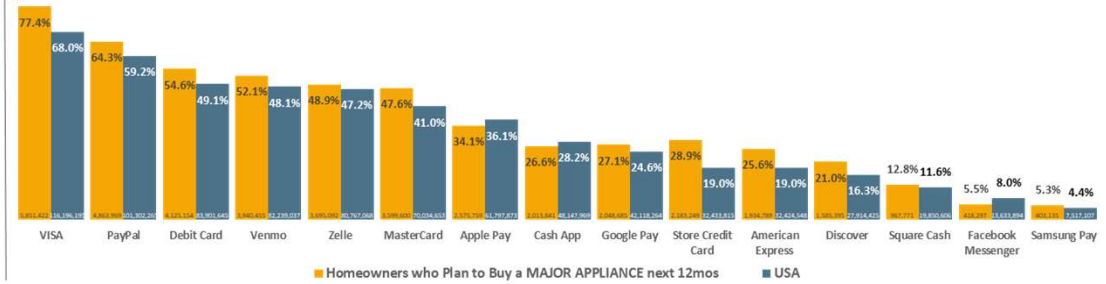
Financial Services Has and/or Uses: Adults 25 - 64



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

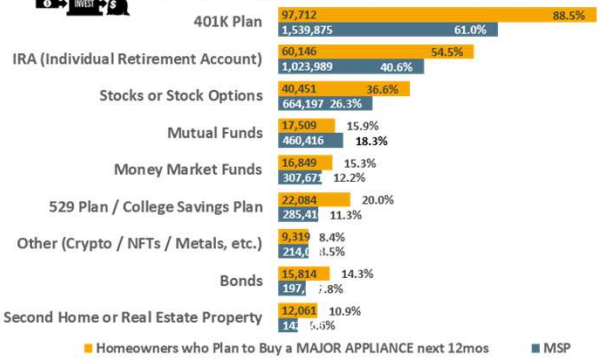
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

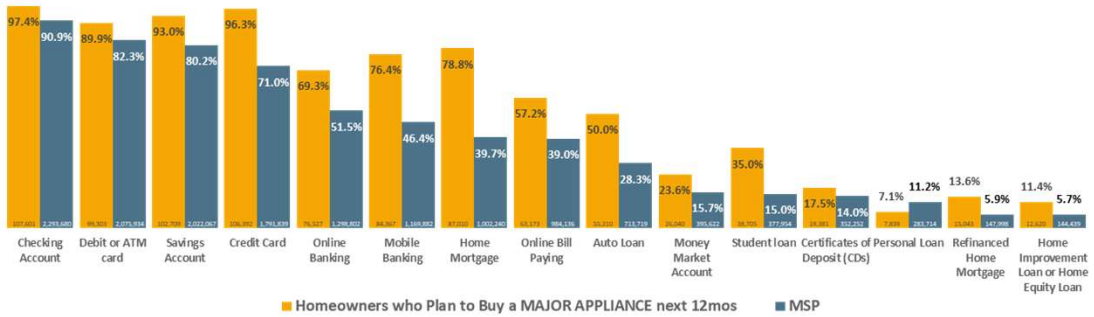
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4.4% or 110,438 of MSP DMA Adults 25 - 64 are Homeowners who Plan to Buy a MAJOR APPLIANCE next... Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos are 44.9% more likely to have a 401K, 76.7% more likely to have an Auto Loan, 34.1% more likely to Invest/Trade Stocks Online, 1.2% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 64



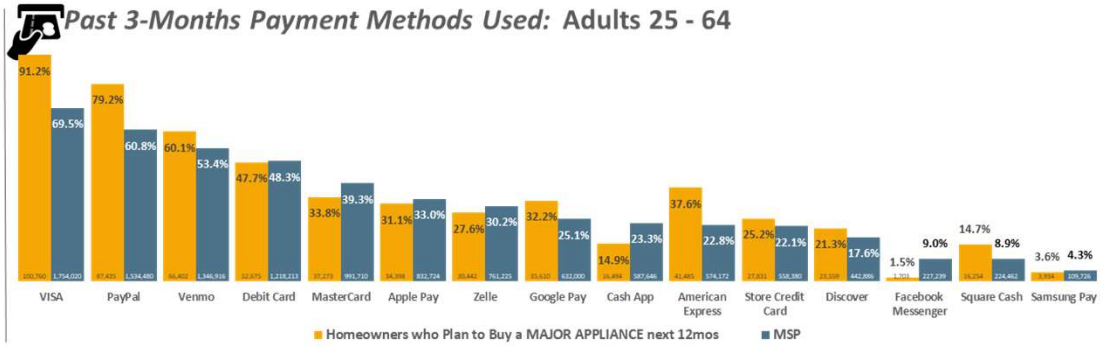
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 88

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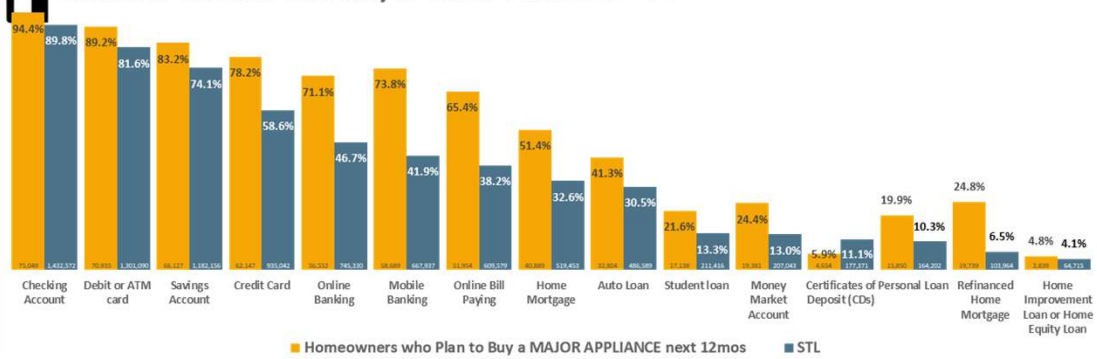
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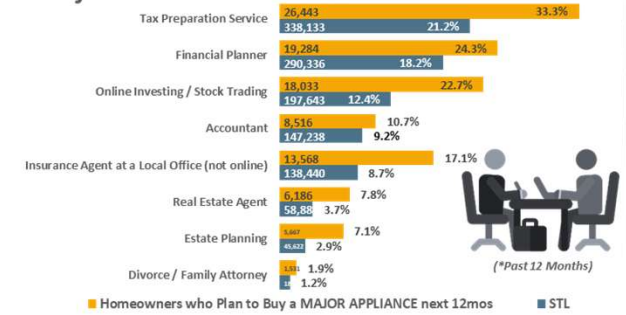
Investments Owned: Adults 25 - 64



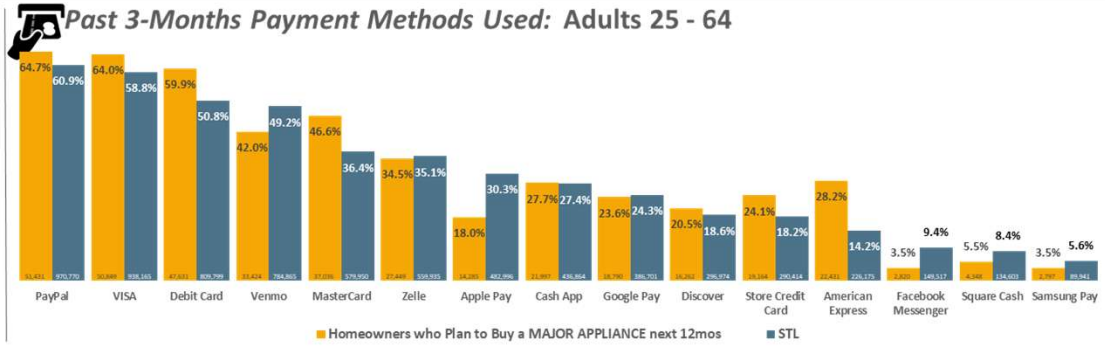
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



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



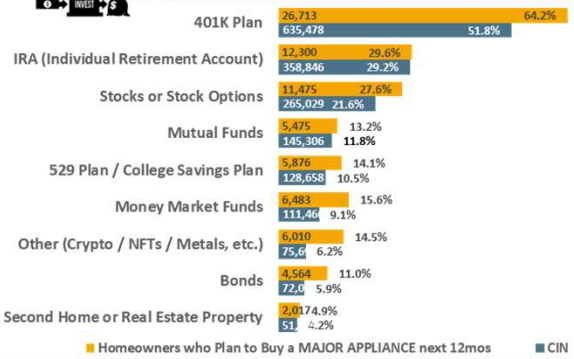
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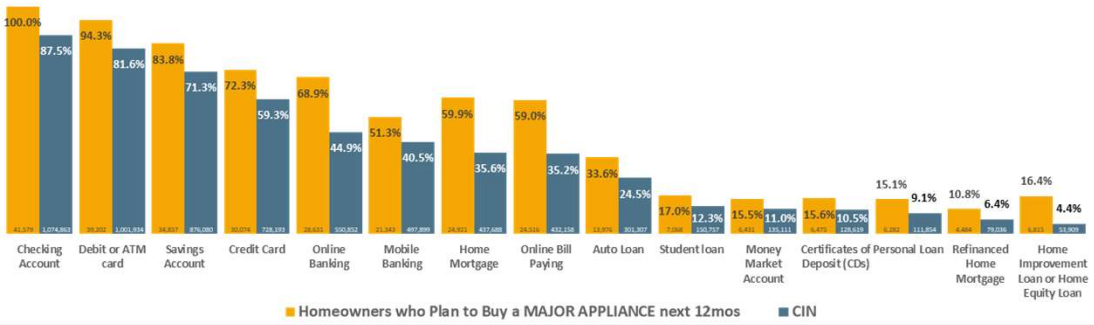
Whirlpool KitchenAid JENNAIR MAYTAG AMANA — CIN

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Investments Owned: Adults 25 - 64



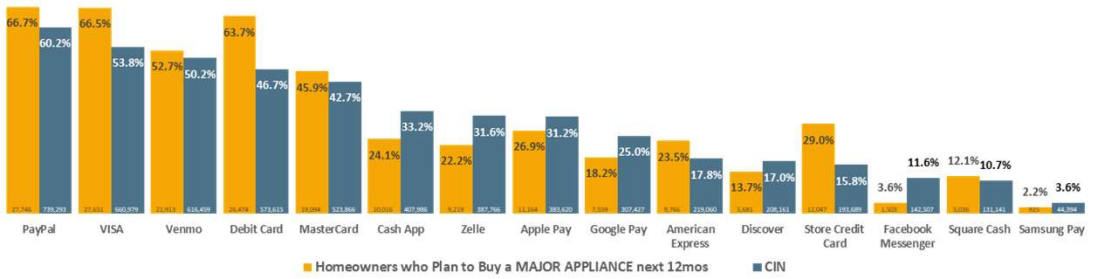
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



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

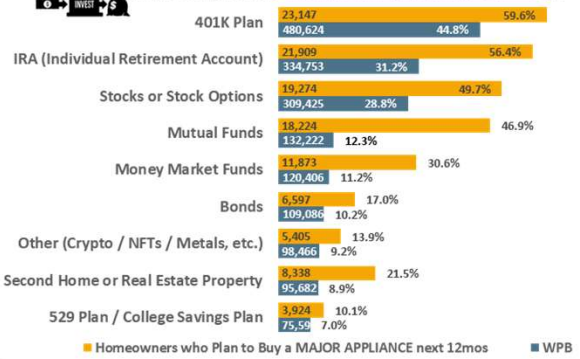


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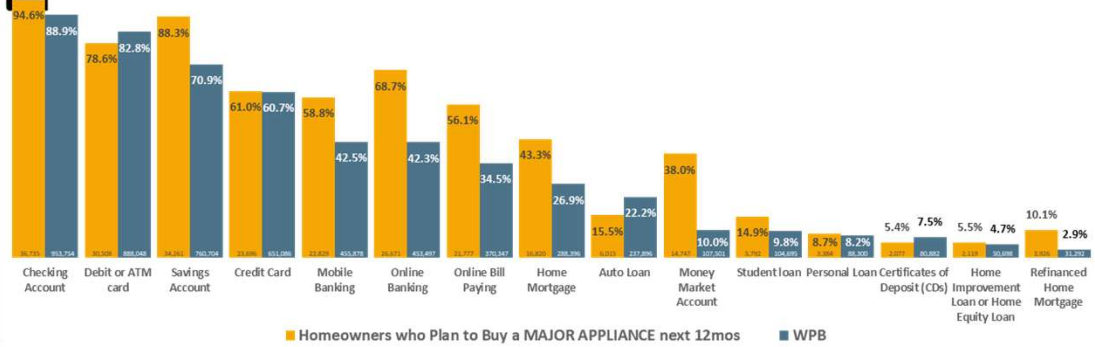
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

3.6% or 38,816 of WPB 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 33.1% more likely to have a 401K, 30.1% less likely to have an Auto Loan, 6.4% more likely to Invest/Trade Stocks Online, 2.2% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 64



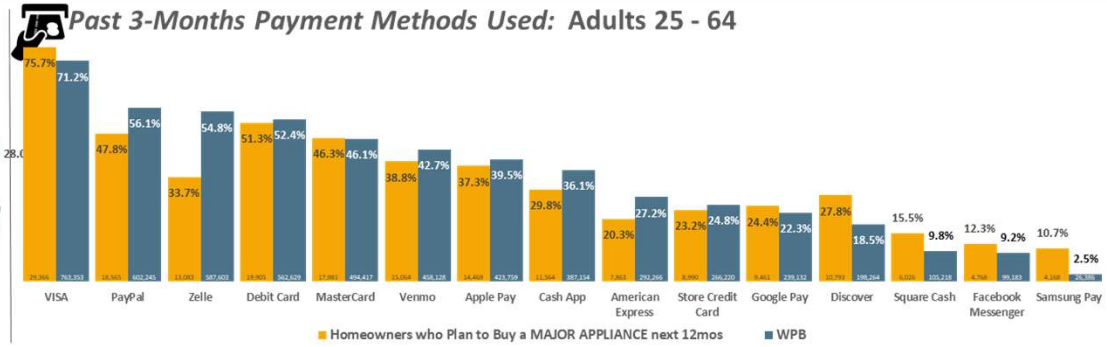
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

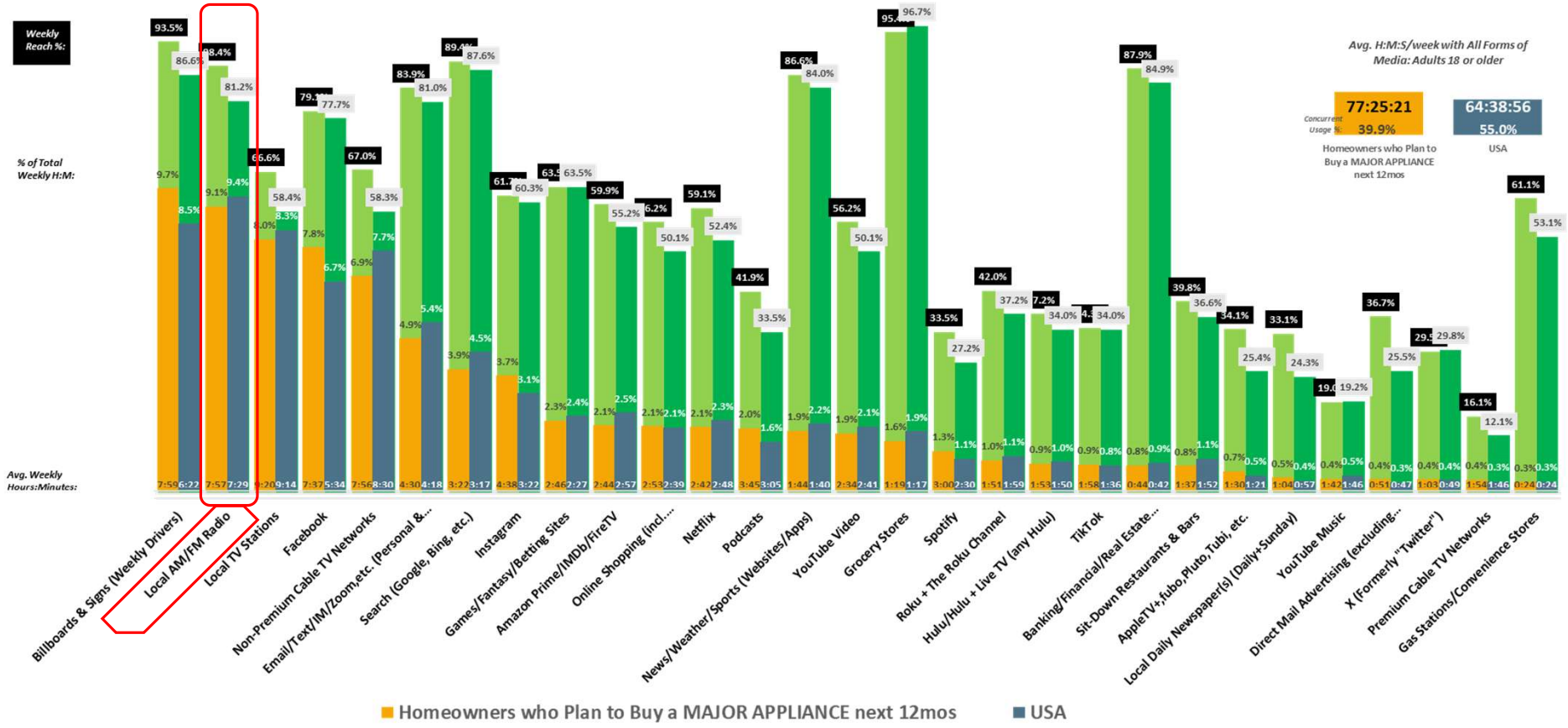
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

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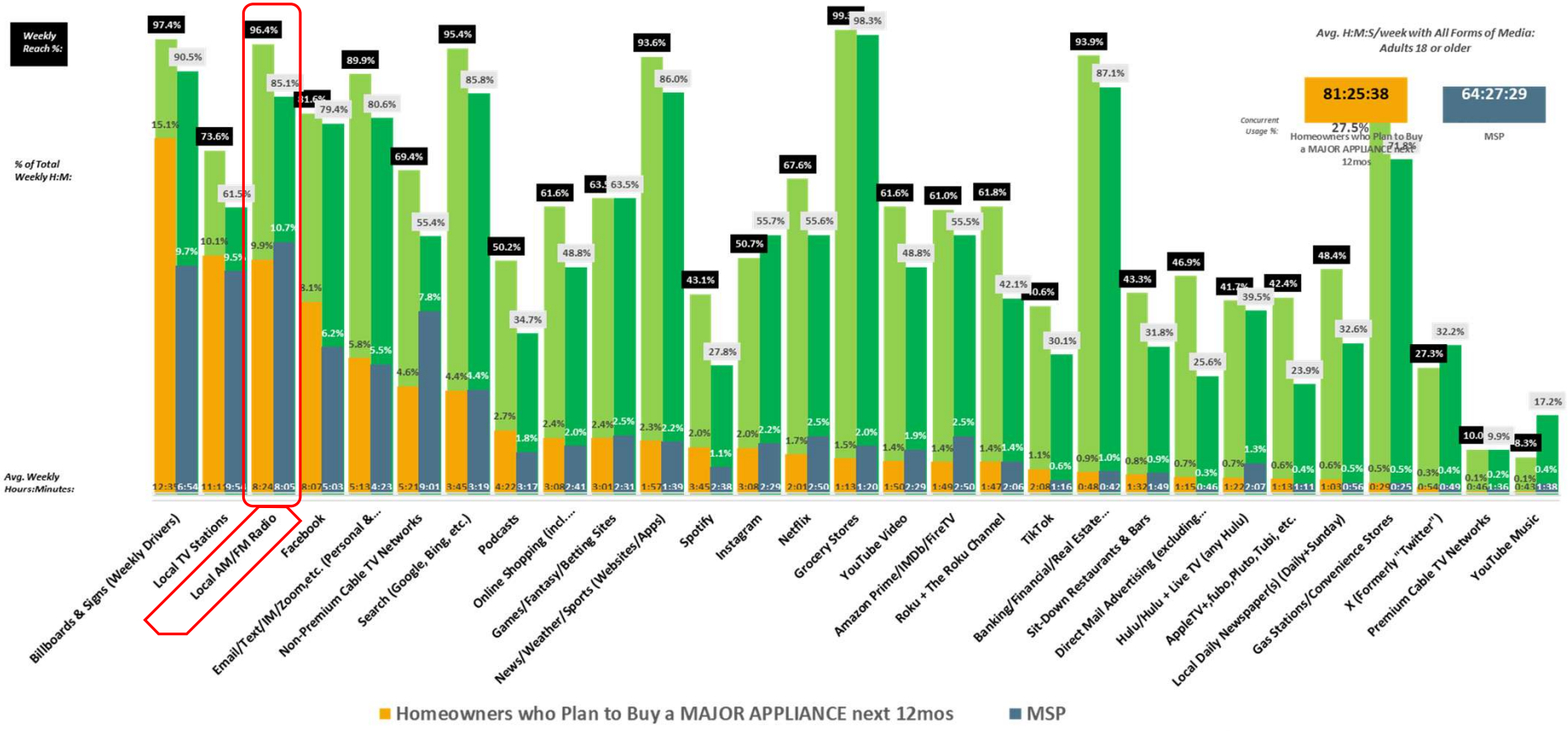
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA — MSP

Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 3 days, 9 hours, 25 minutes and 38 seconds each week with All Forms of Media.

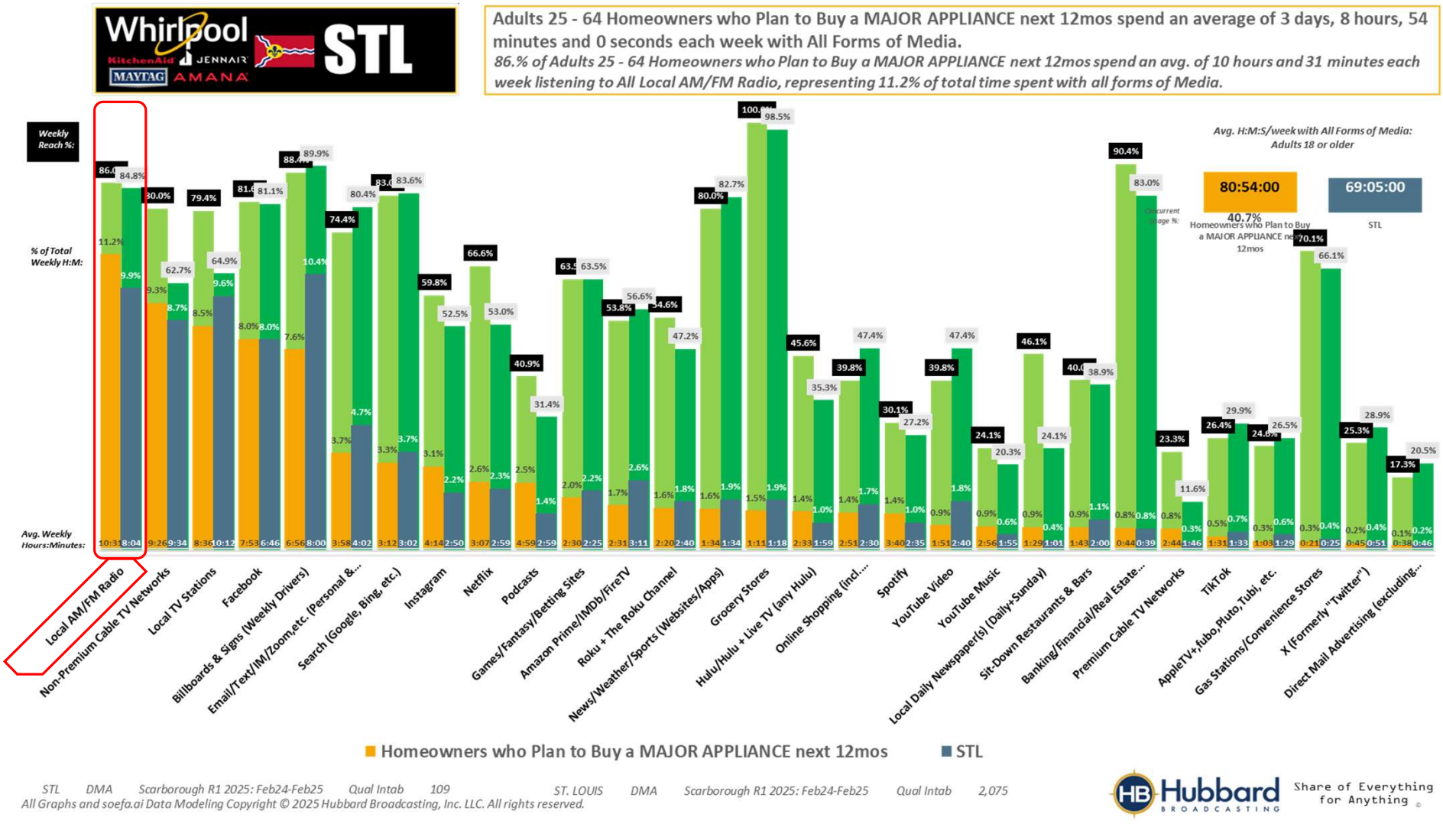
96.4% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an avg. of 8 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 109 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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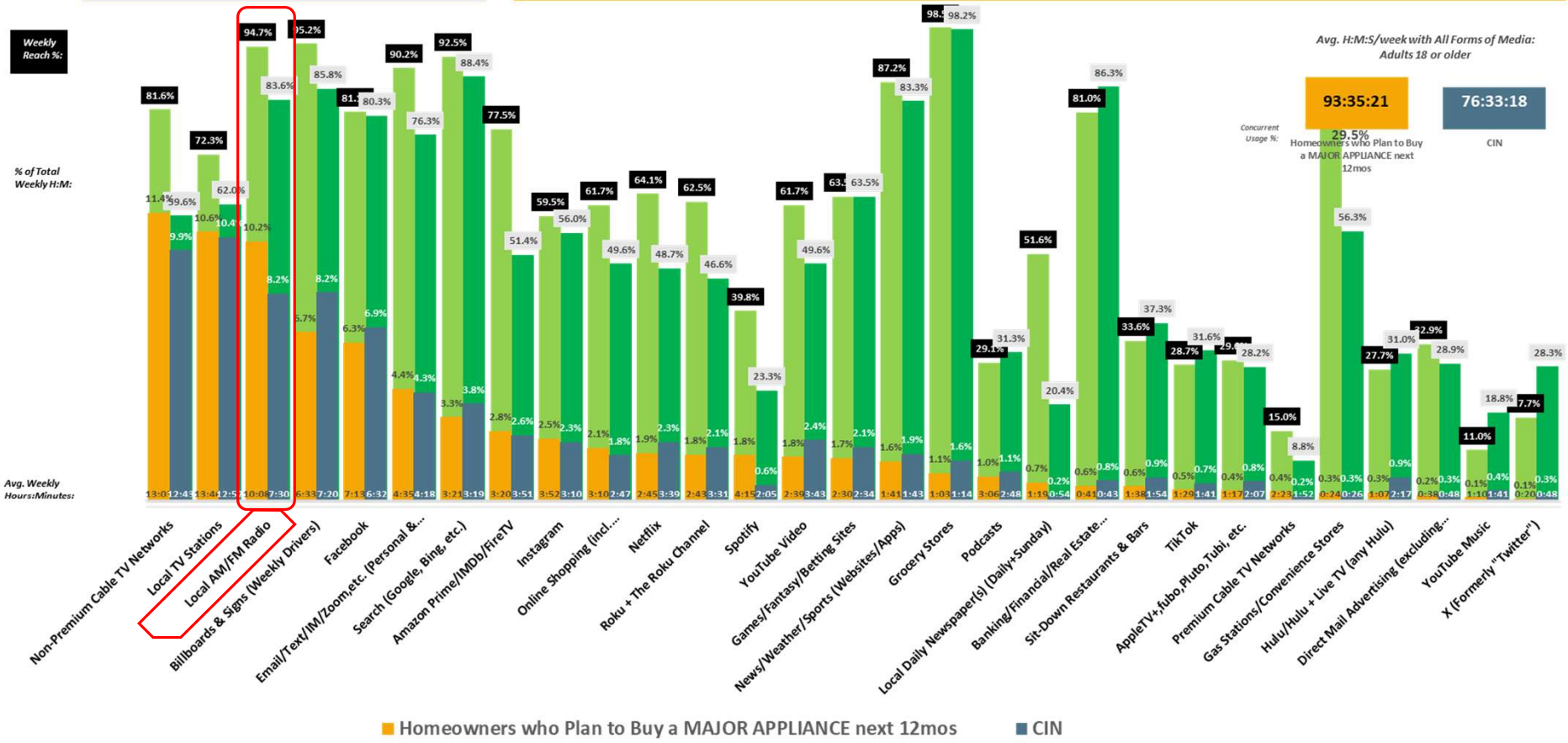
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA — CIN

Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 3 days, 21 hours, 35 minutes and 21 seconds each week with All Forms of Media.

94.7% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an avg. of 10 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.

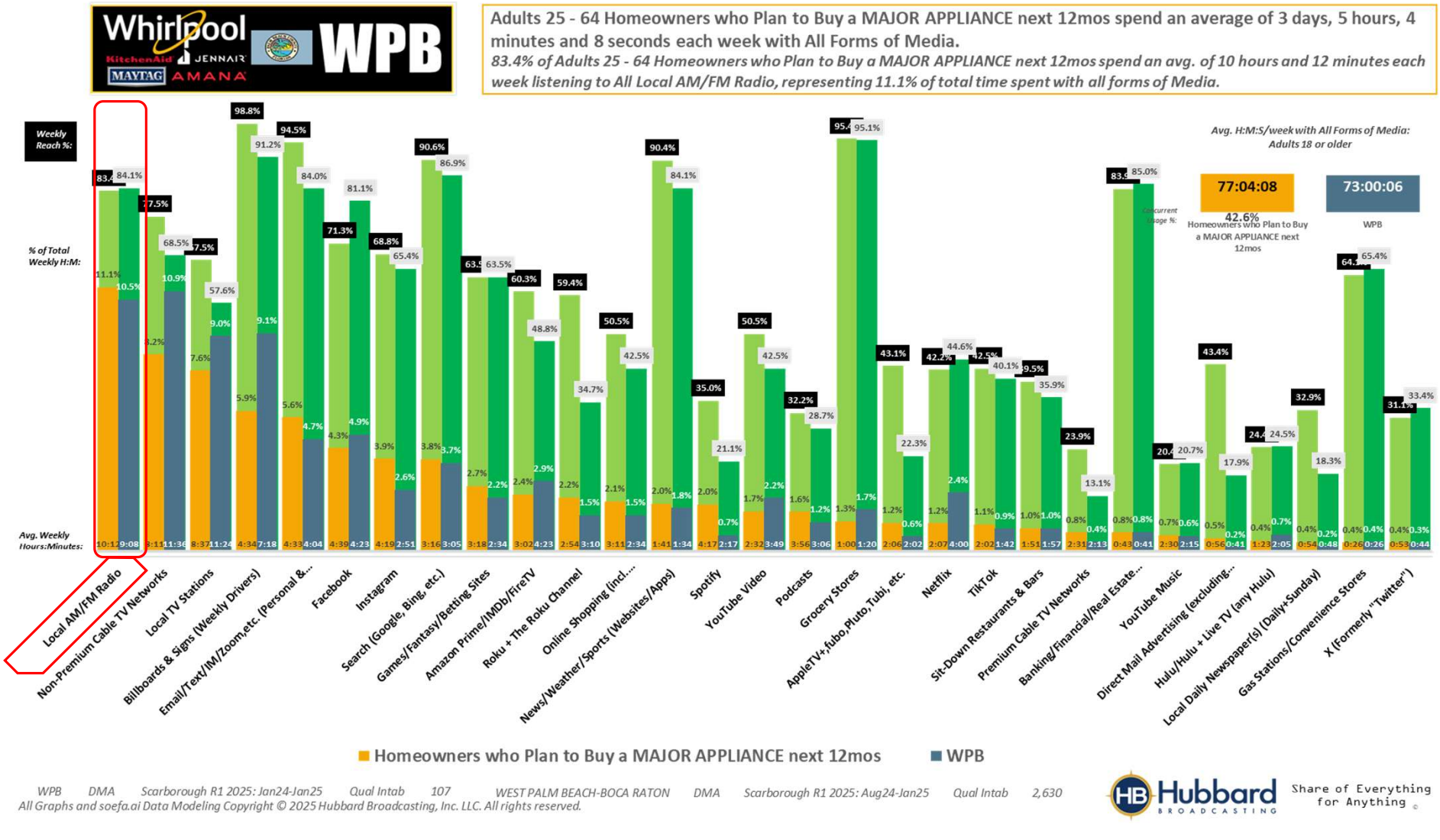


CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 85 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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

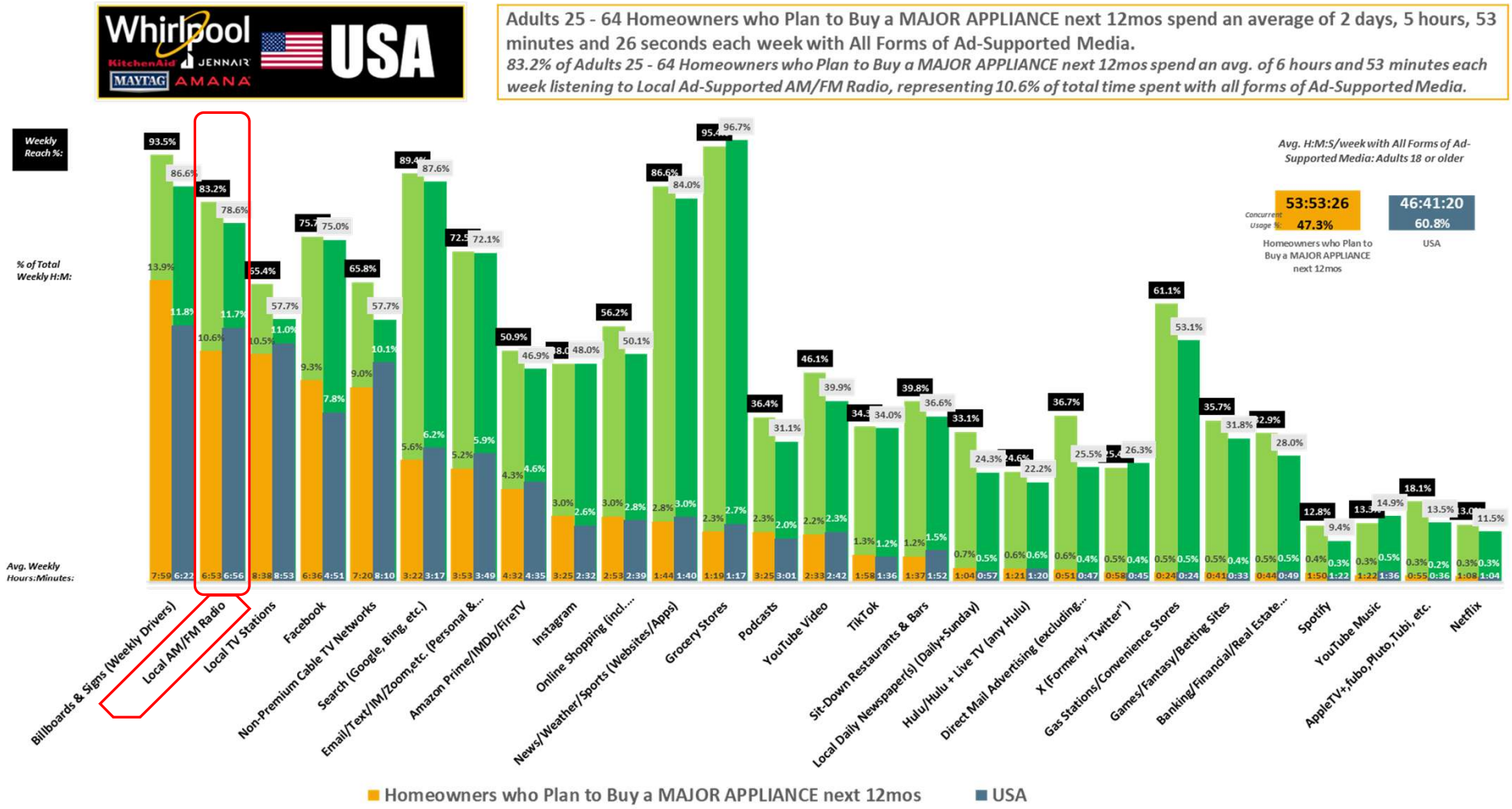


WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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



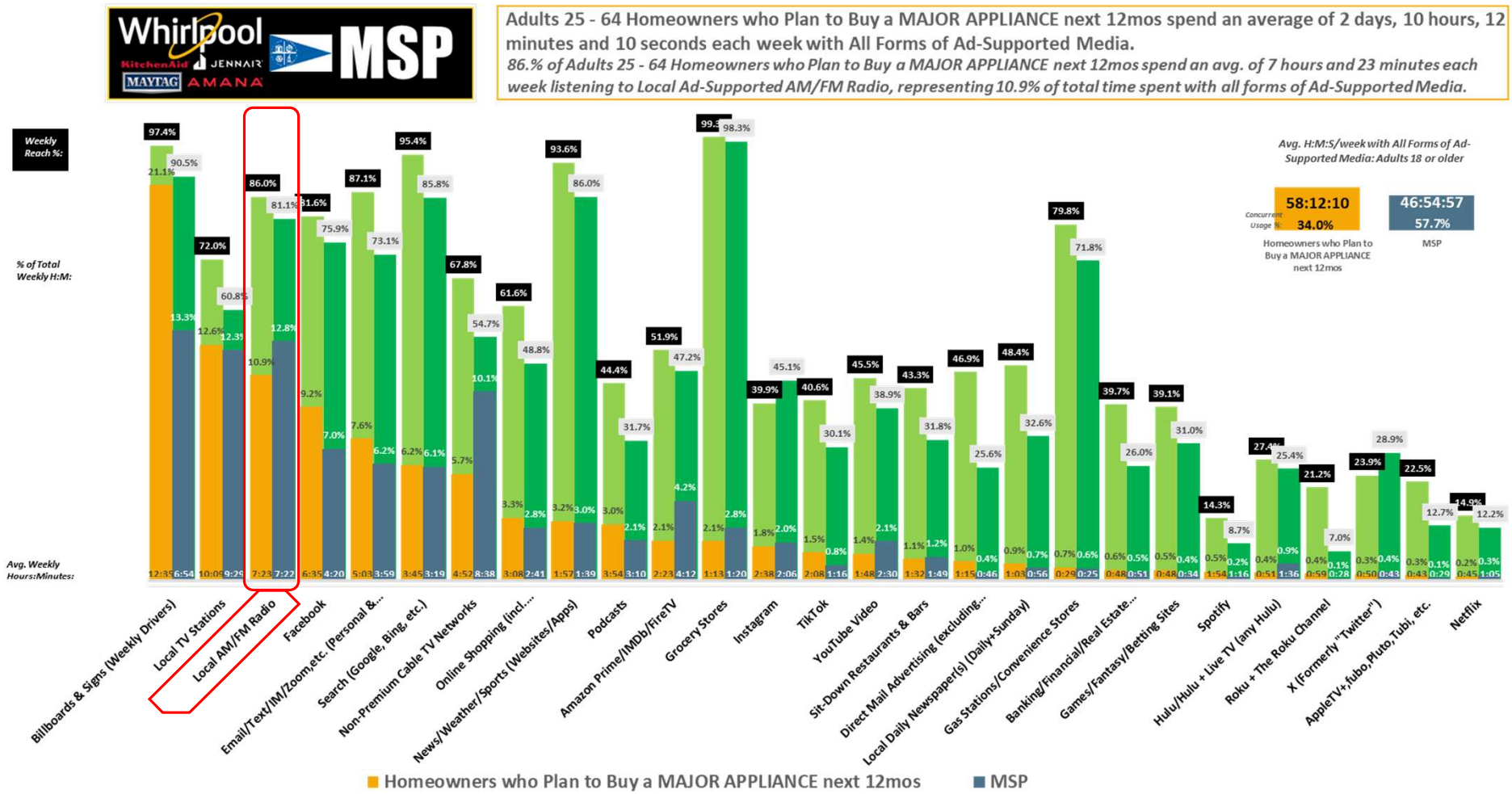
USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,081

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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)]

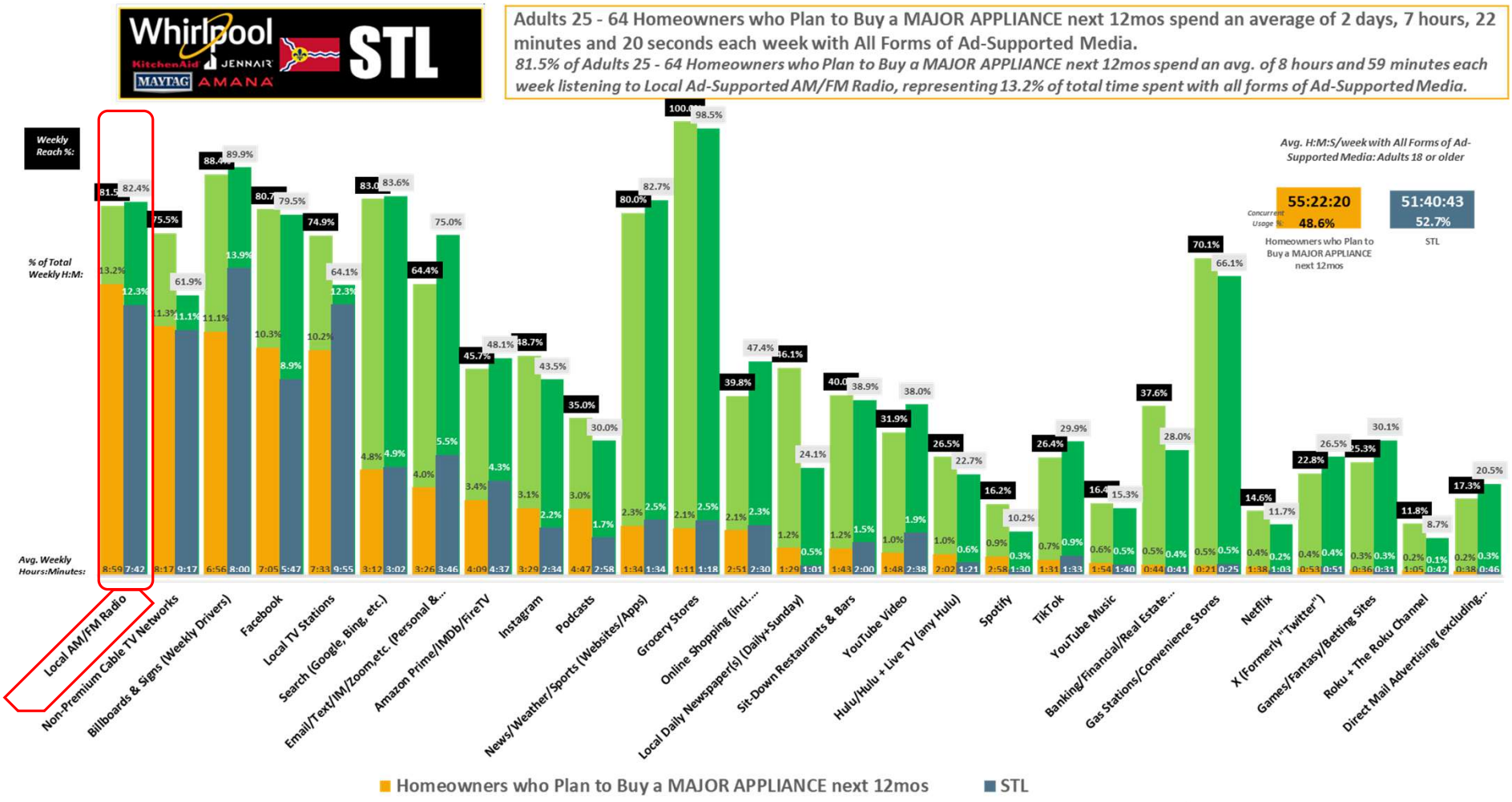


MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 88 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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

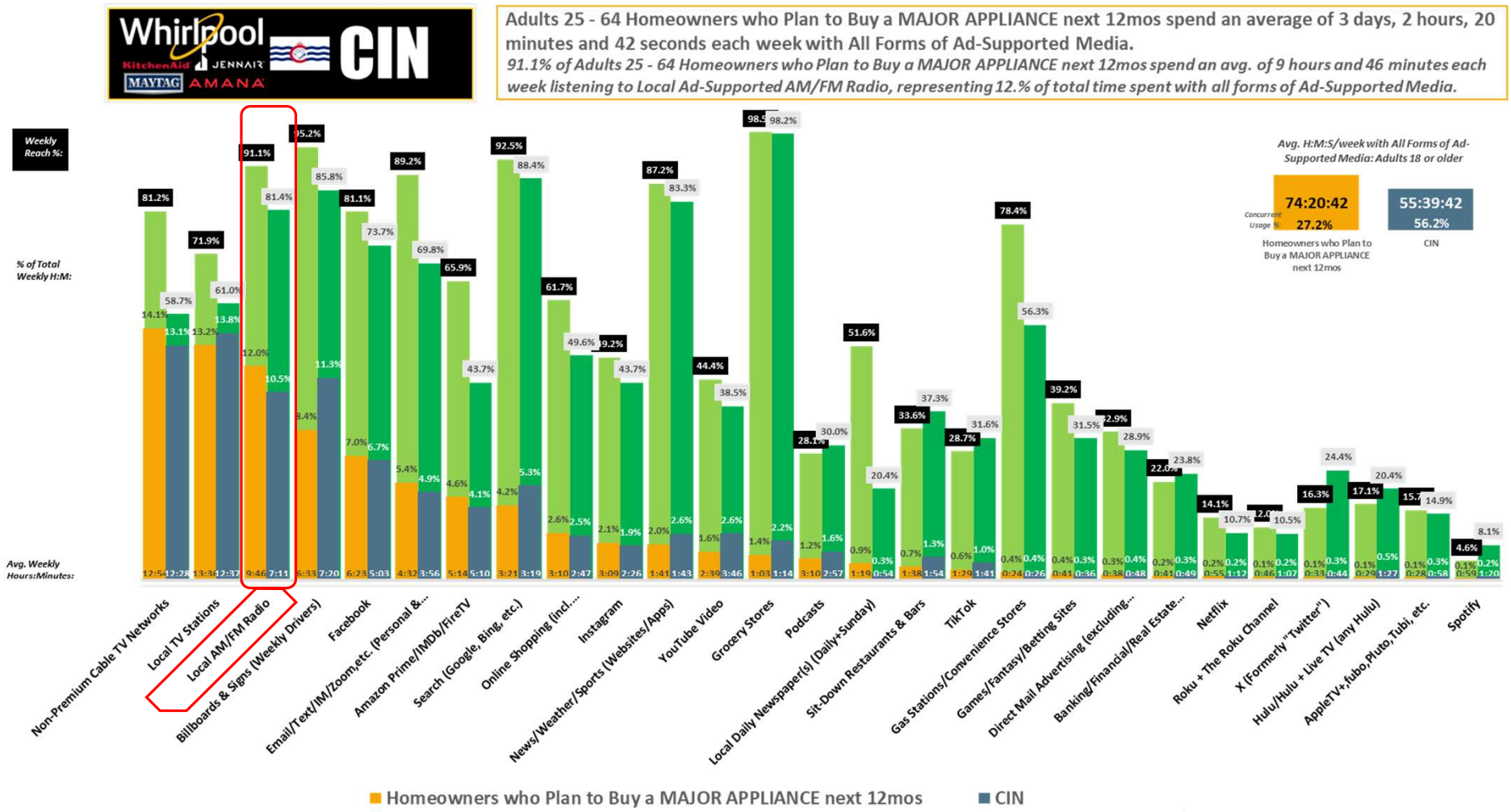


STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 109 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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

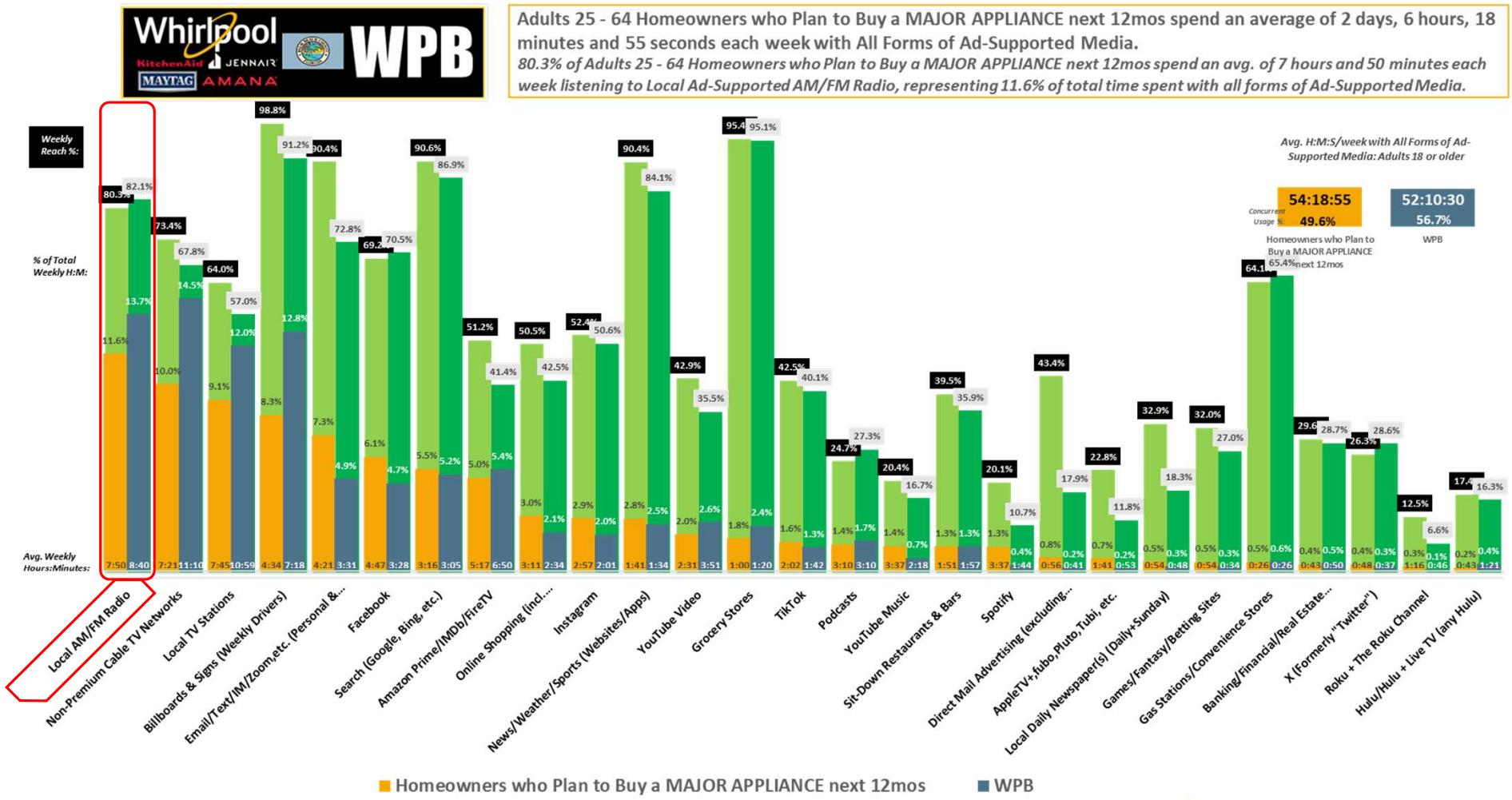


CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 85 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

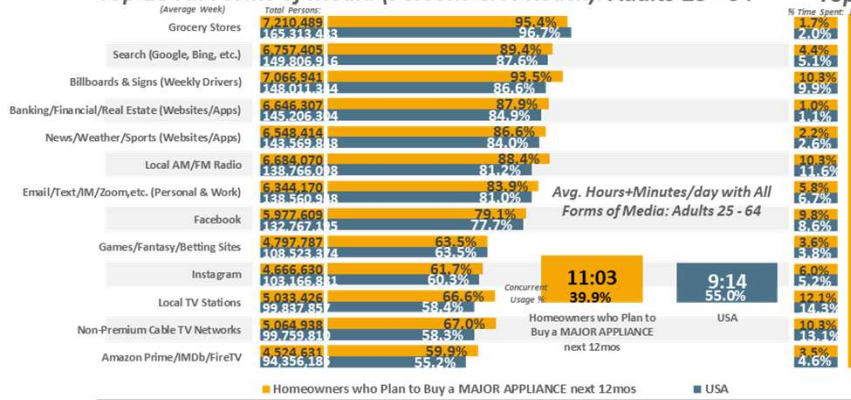
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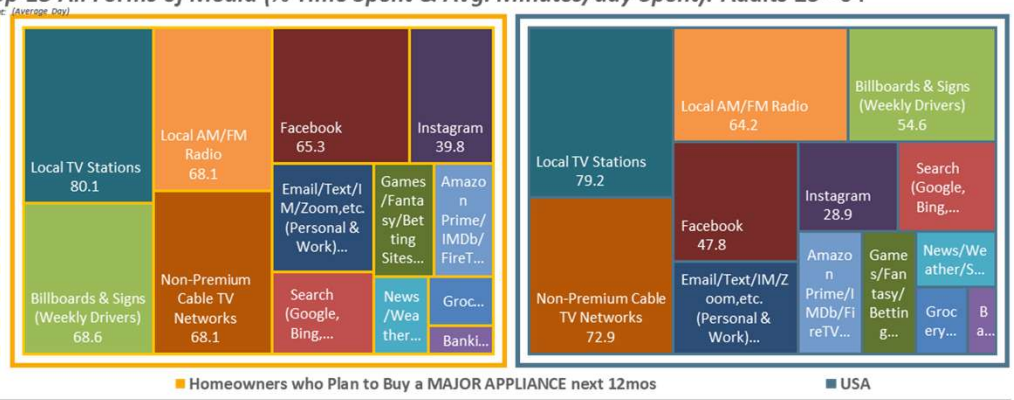
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

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.)*

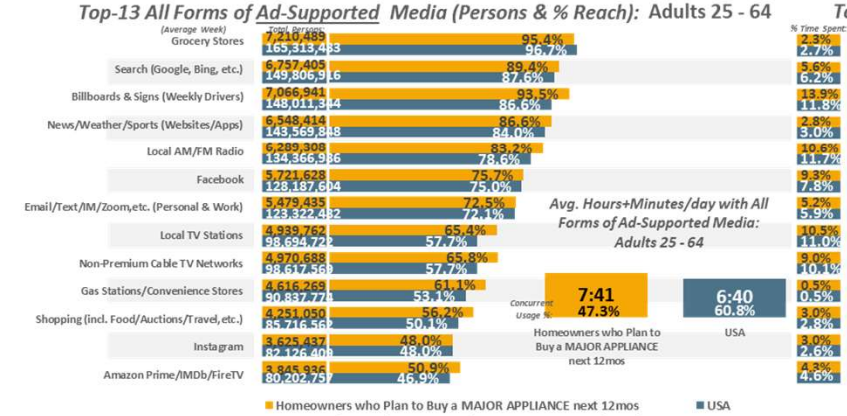
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



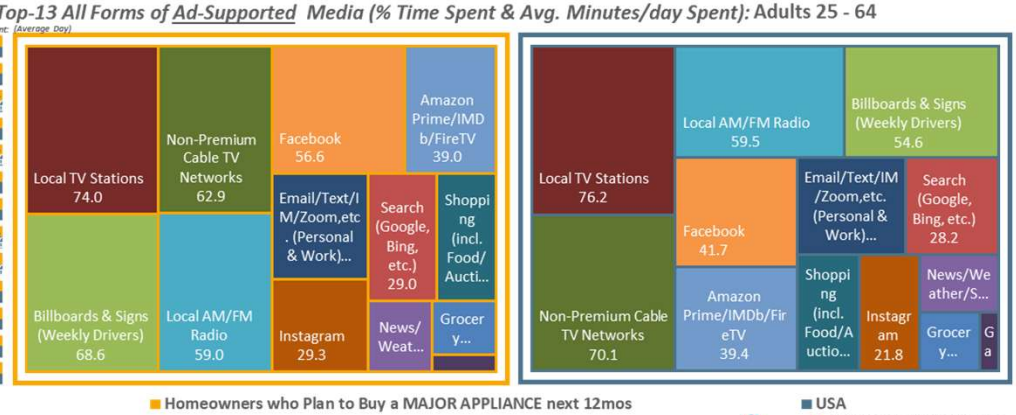
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



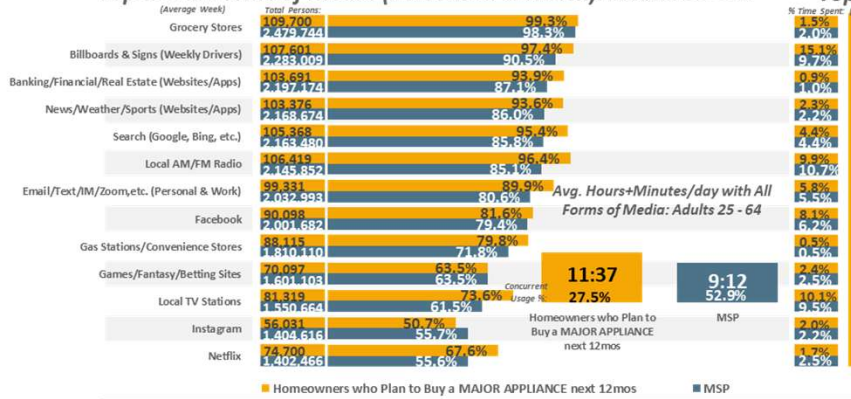
USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,081
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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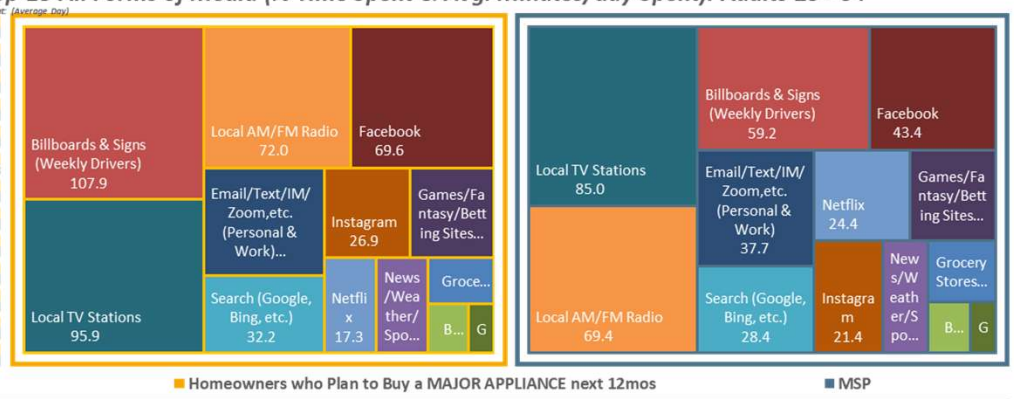
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 8 hours and 18 minutes each day with All Forms of Ad-Supported Media. 86.% listen to Local AM/FM Radio for an avg. of 63.4 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

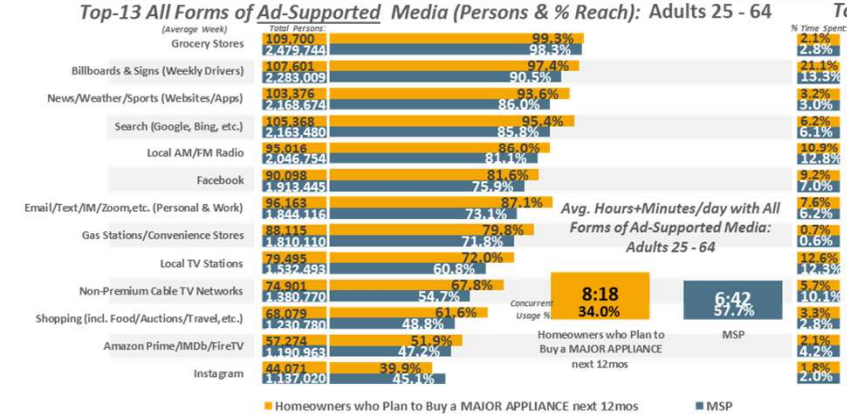
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



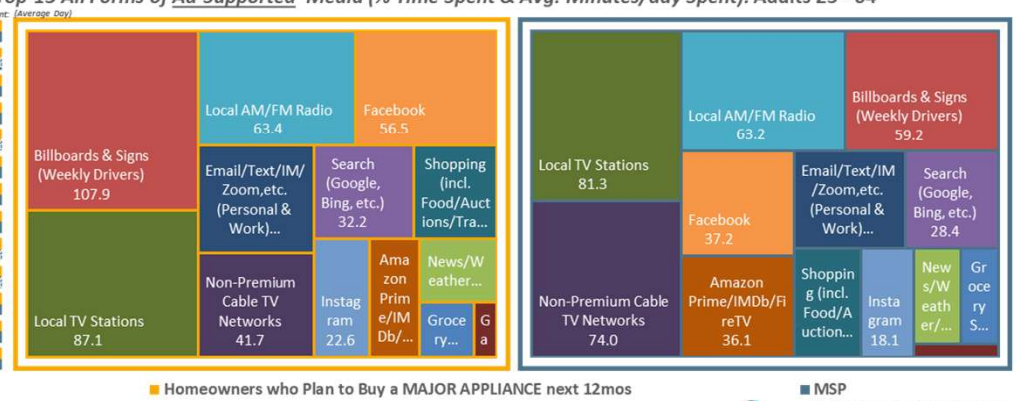
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 88

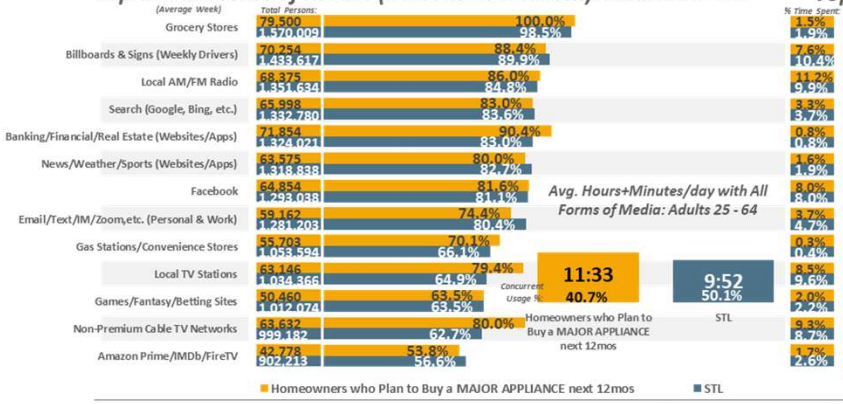
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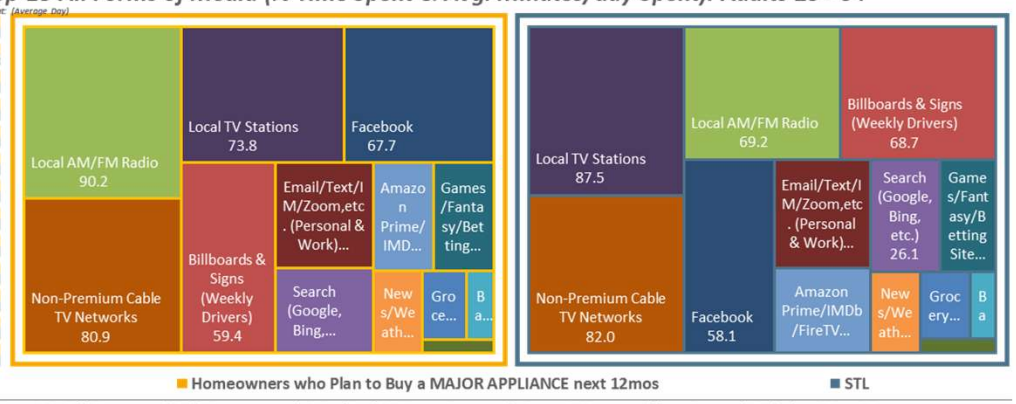
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 7 hours and 54 minutes each day with All Forms of Ad-Supported Media. 81.5% listen to Local AM/FM Radio for an avg. of 77. minutes/day. *(Local Radio delivers 13.2% of Time with Ad-Supported Media.)*

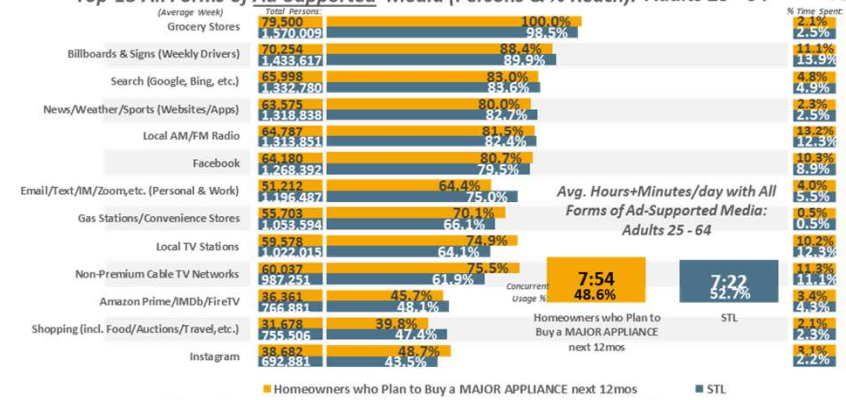
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



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



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 109

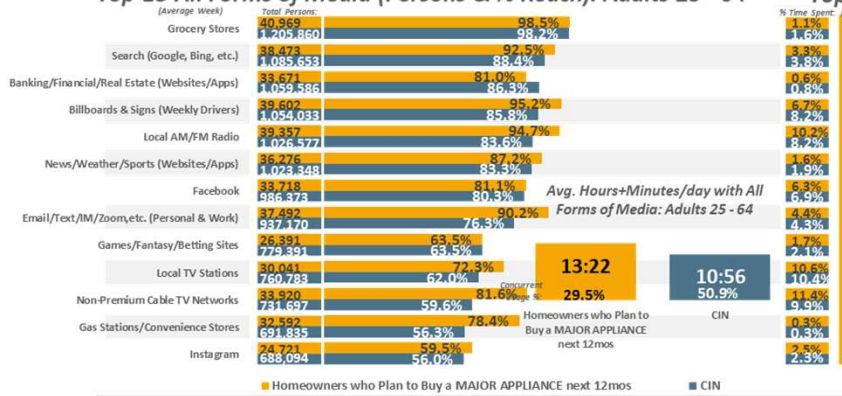
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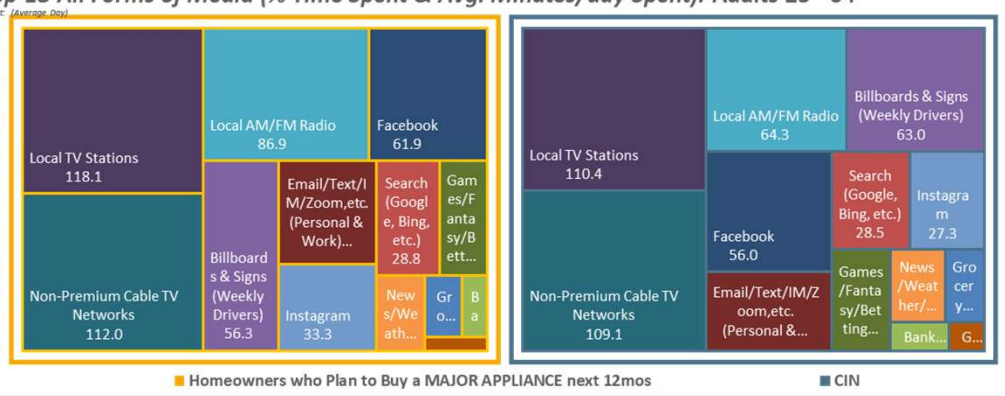
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 10 hours and 37 minutes each day with All Forms of Ad-Supported Media. 91.1% listen to Local AM/FM Radio for an avg. of 83.8 minutes/day. *(Local Radio delivers 12.% of Time with Ad-Supported Media.)*

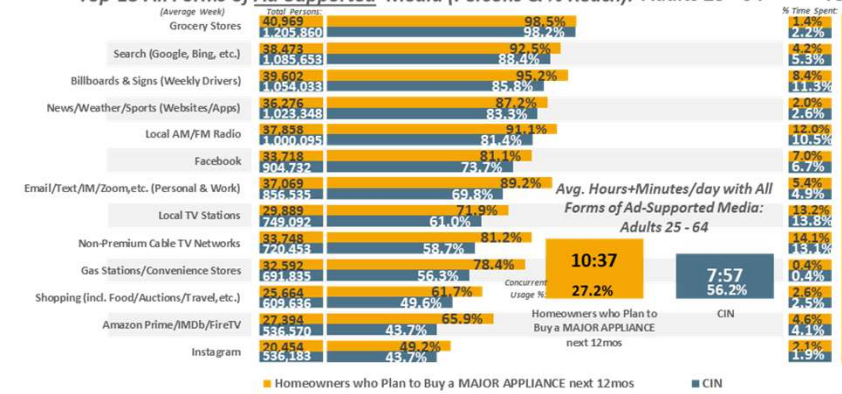
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



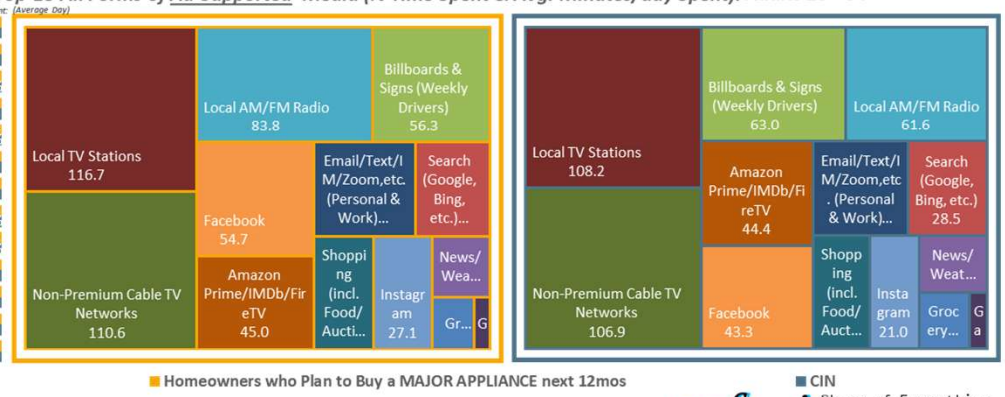
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 85

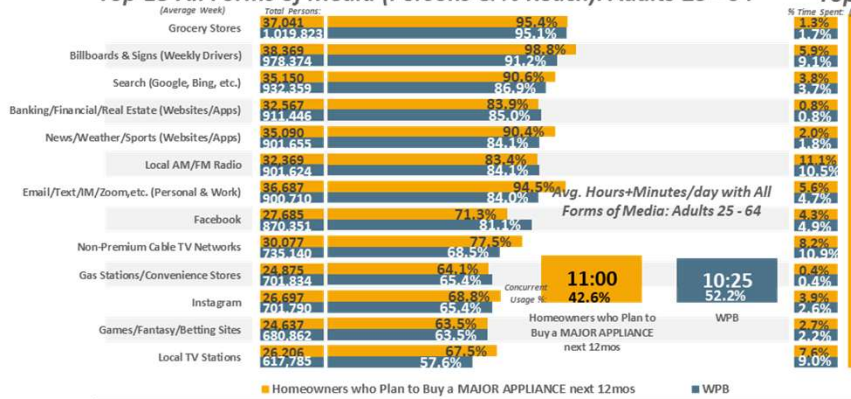
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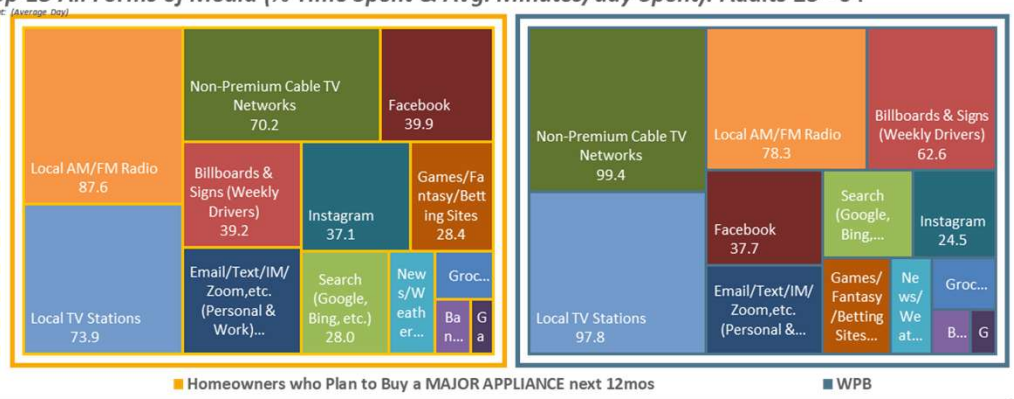
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 7 hours and 45 minutes each day with All Forms of Ad-Supported Media. 80.3% listen to Local AM/FM Radio for an avg. of 67.2 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

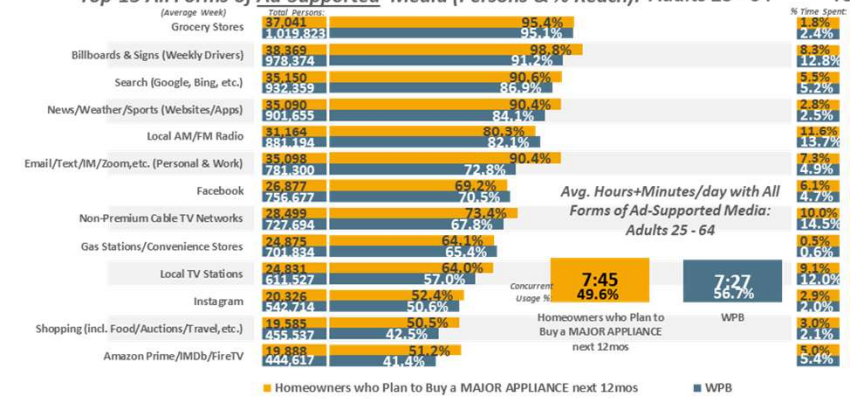
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



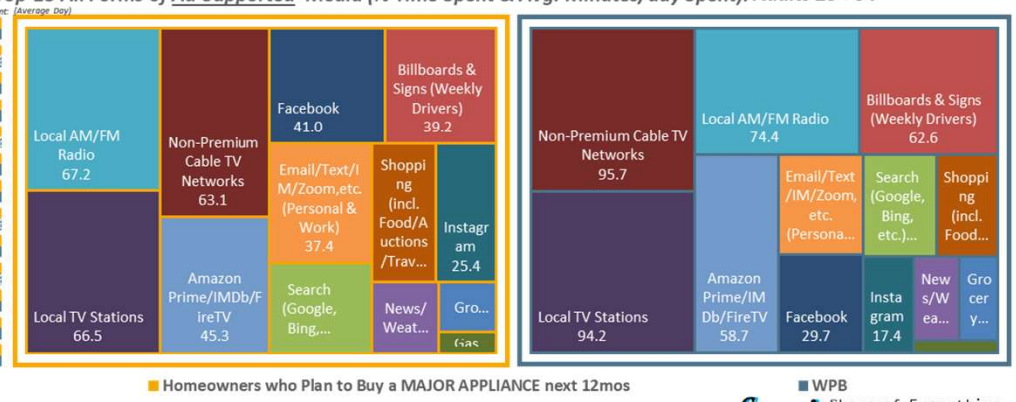
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

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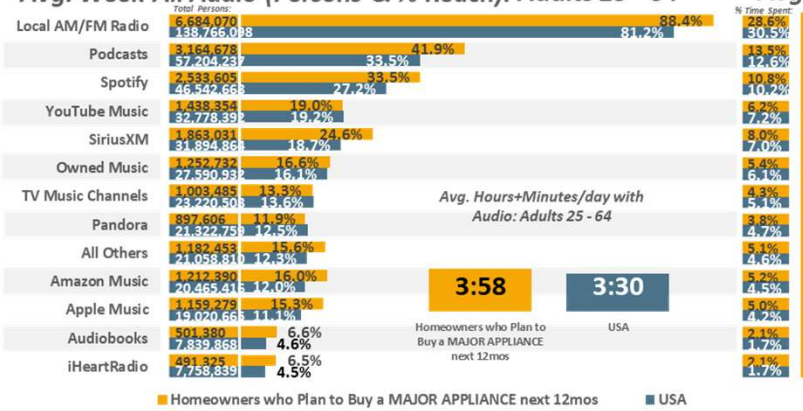
soefa.ai Share of Everything for Anything

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

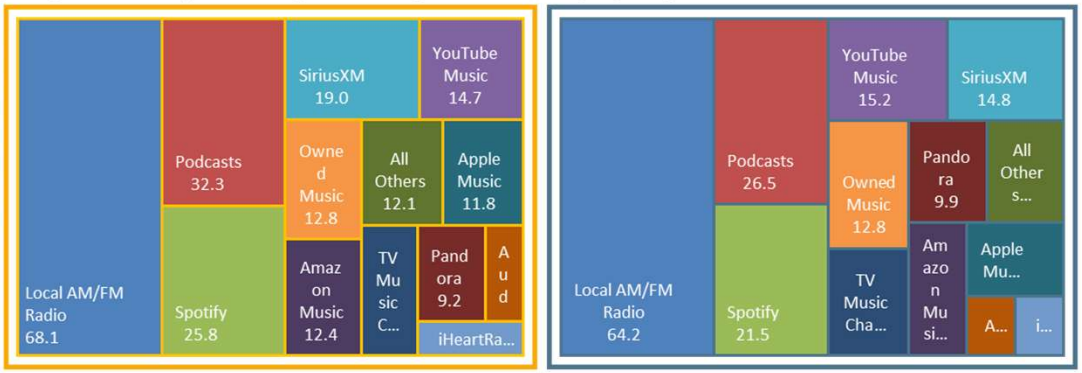
Whirlpool KitchenAid JENNAIR MAYTAG AMANA **USA**

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.

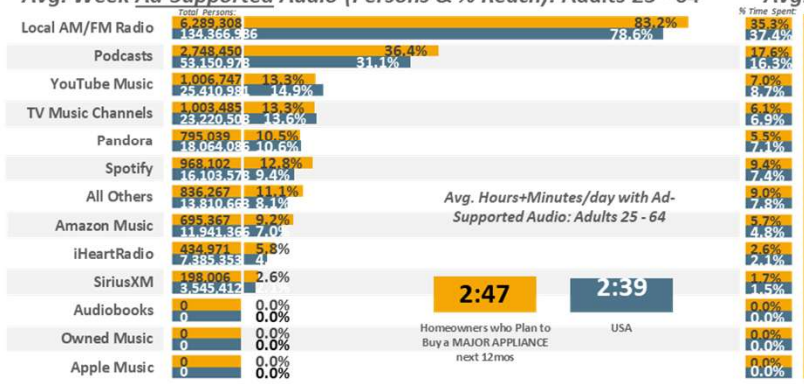
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



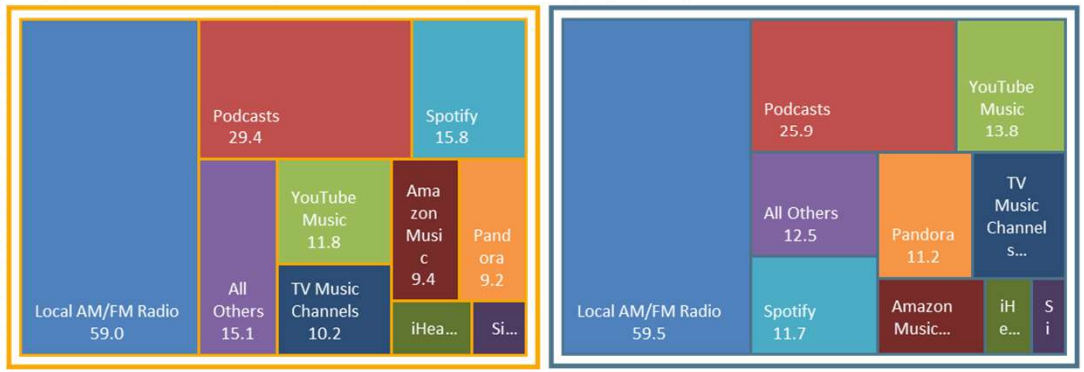
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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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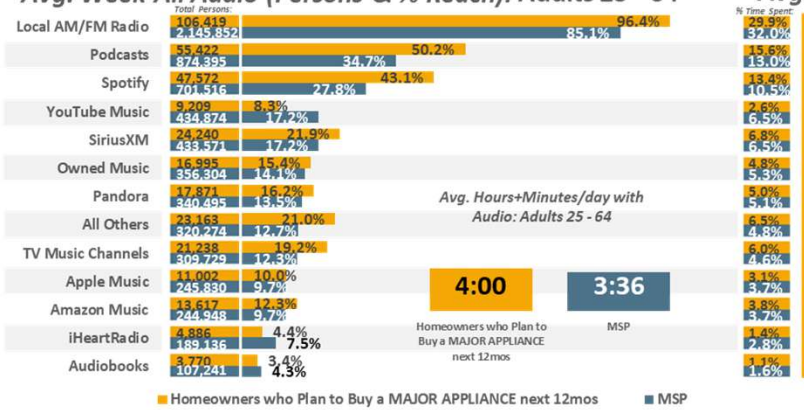
Scarborough R1 2025: Feb24-Mar25 USA Projection

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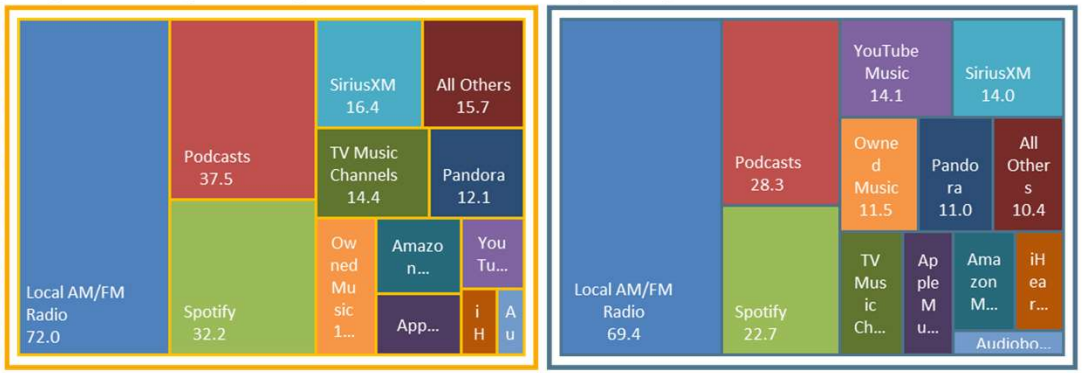
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

95,016 or 86.% 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 63.4 minutes every day representing 34.4% of all time spent daily with Ad-Supported Audio.

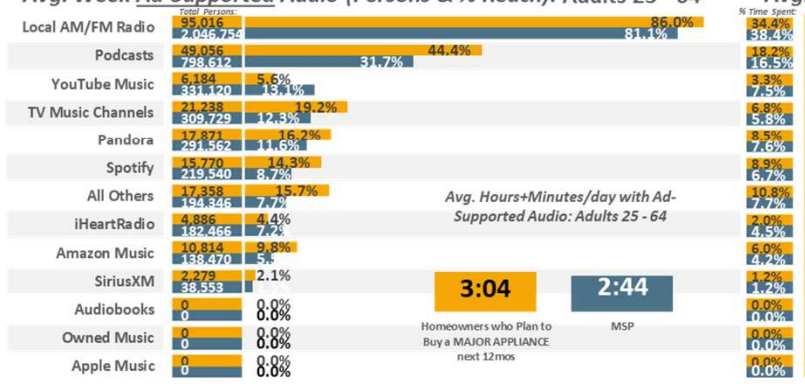
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



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



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 88

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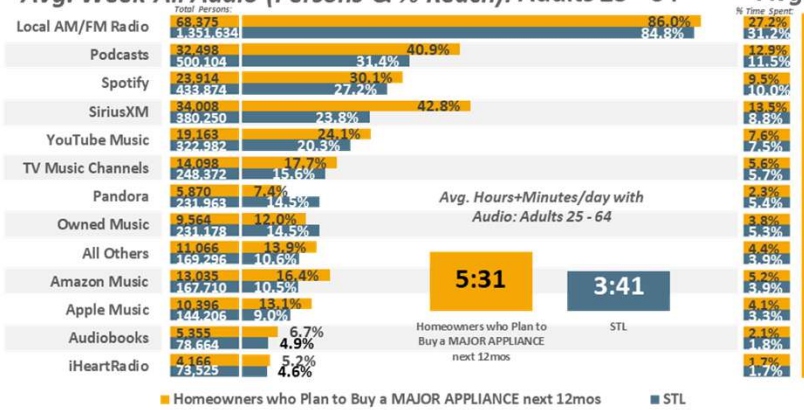
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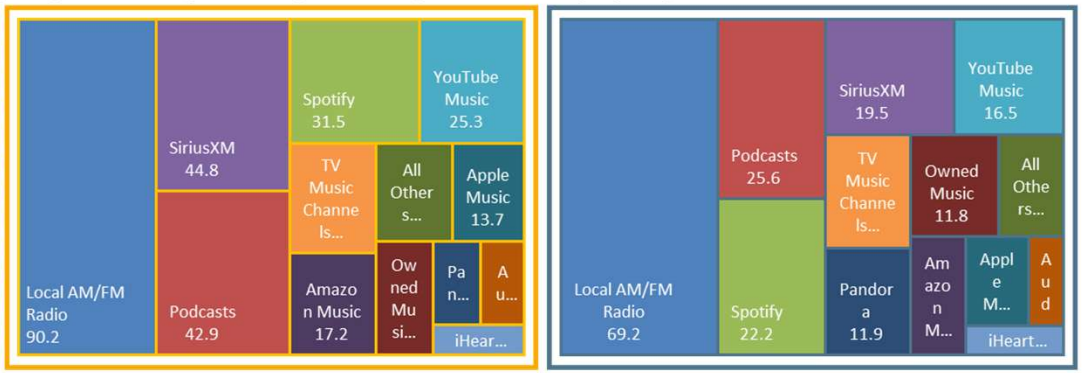
Whirlpool KitchenAid JENNAIR MAYTAG AMANA STL

64,787 or 81.5% 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 77. minutes every day representing 34.3% of all time spent daily with Ad-Supported Audio.

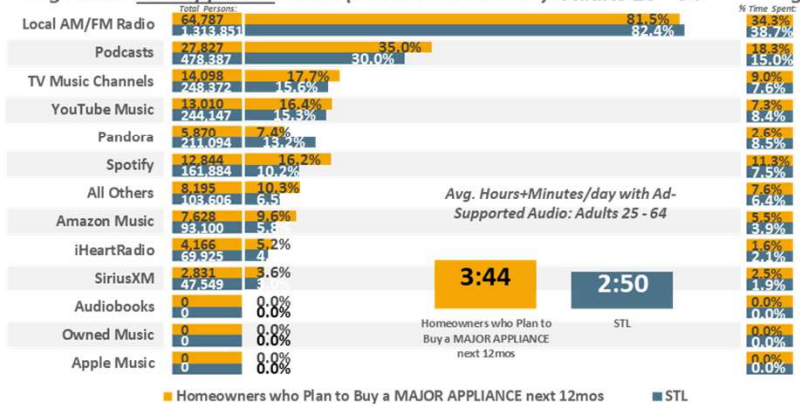
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



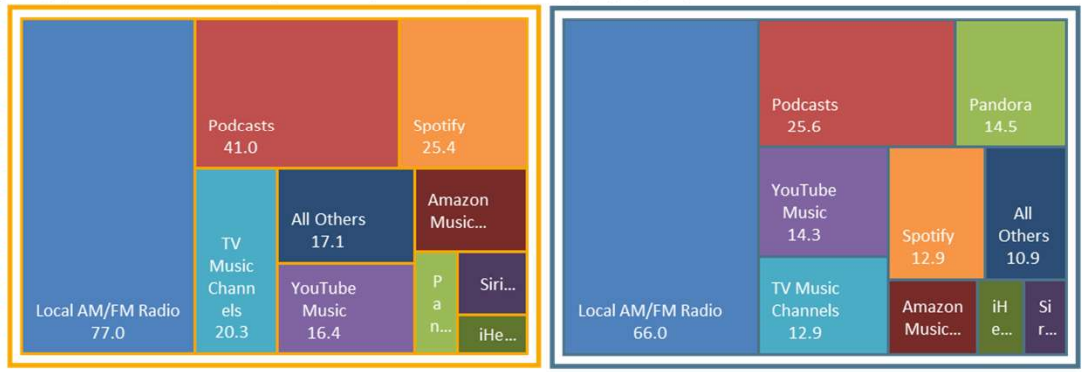
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 109

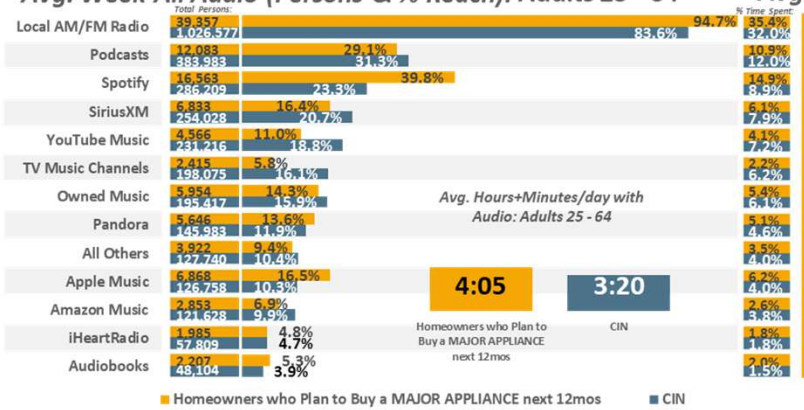
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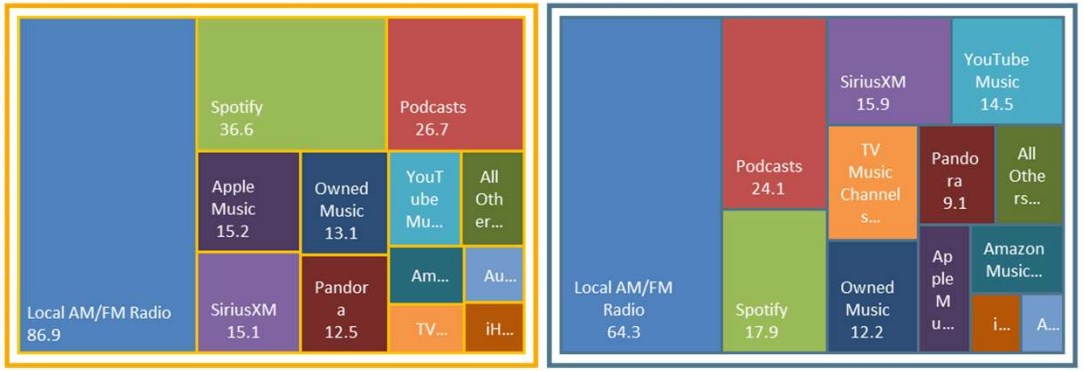
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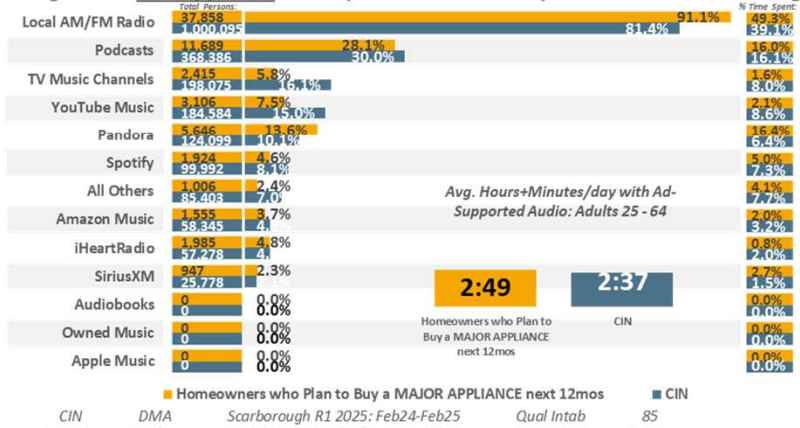
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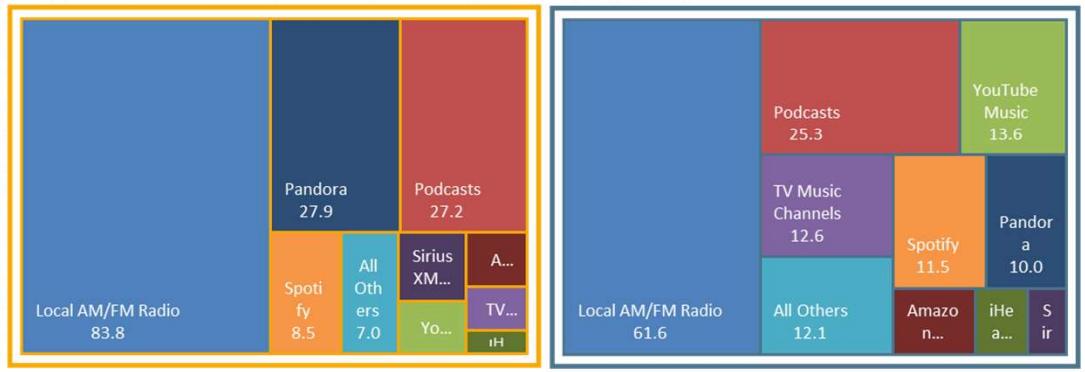
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 85

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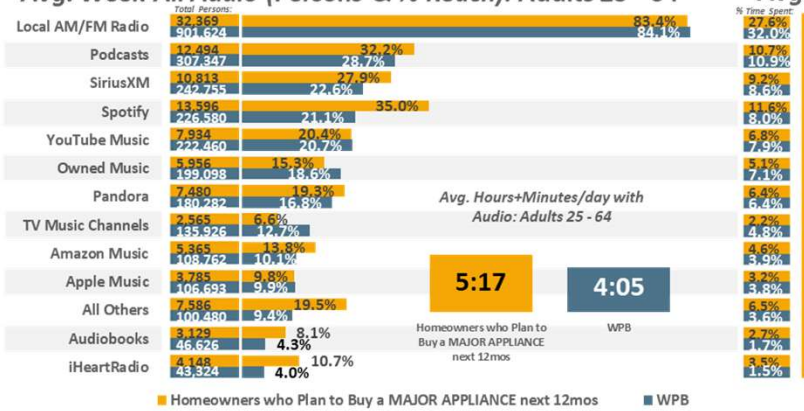
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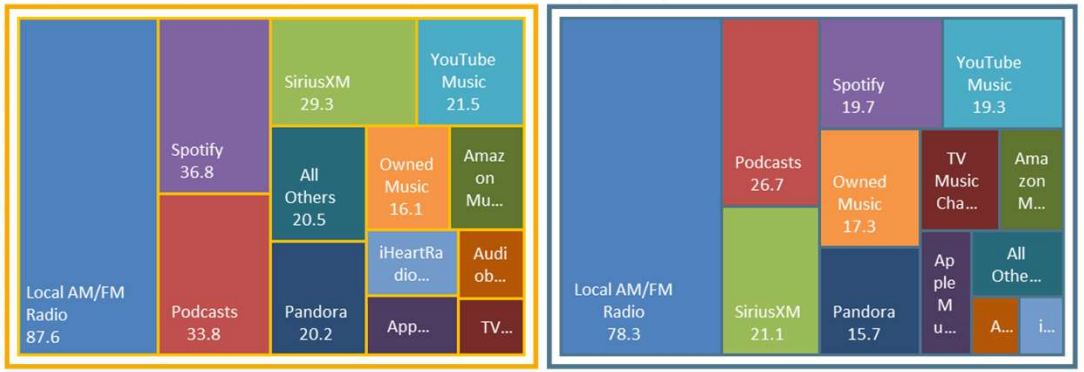
Whirlpool KitchenAid JENNAIR MAYTAG AMANA WPB

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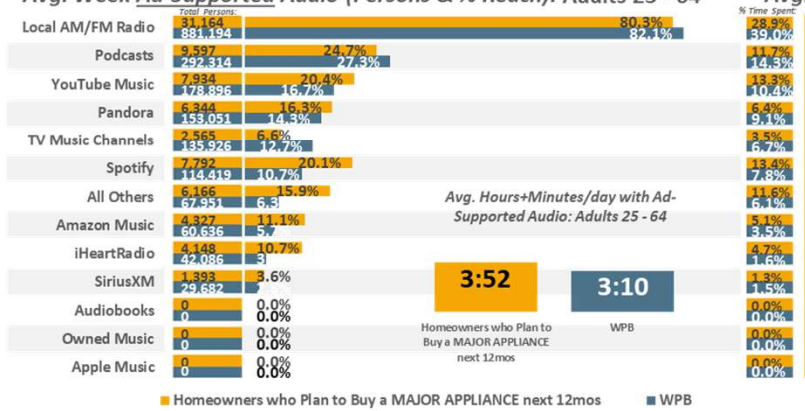
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



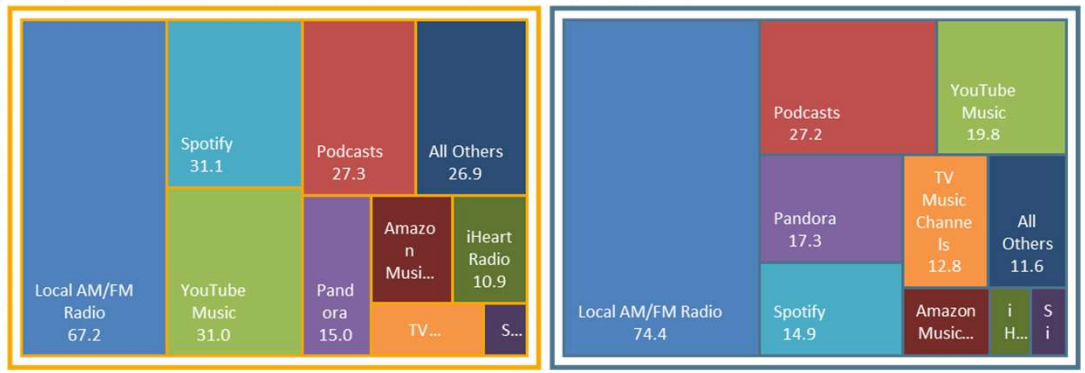
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

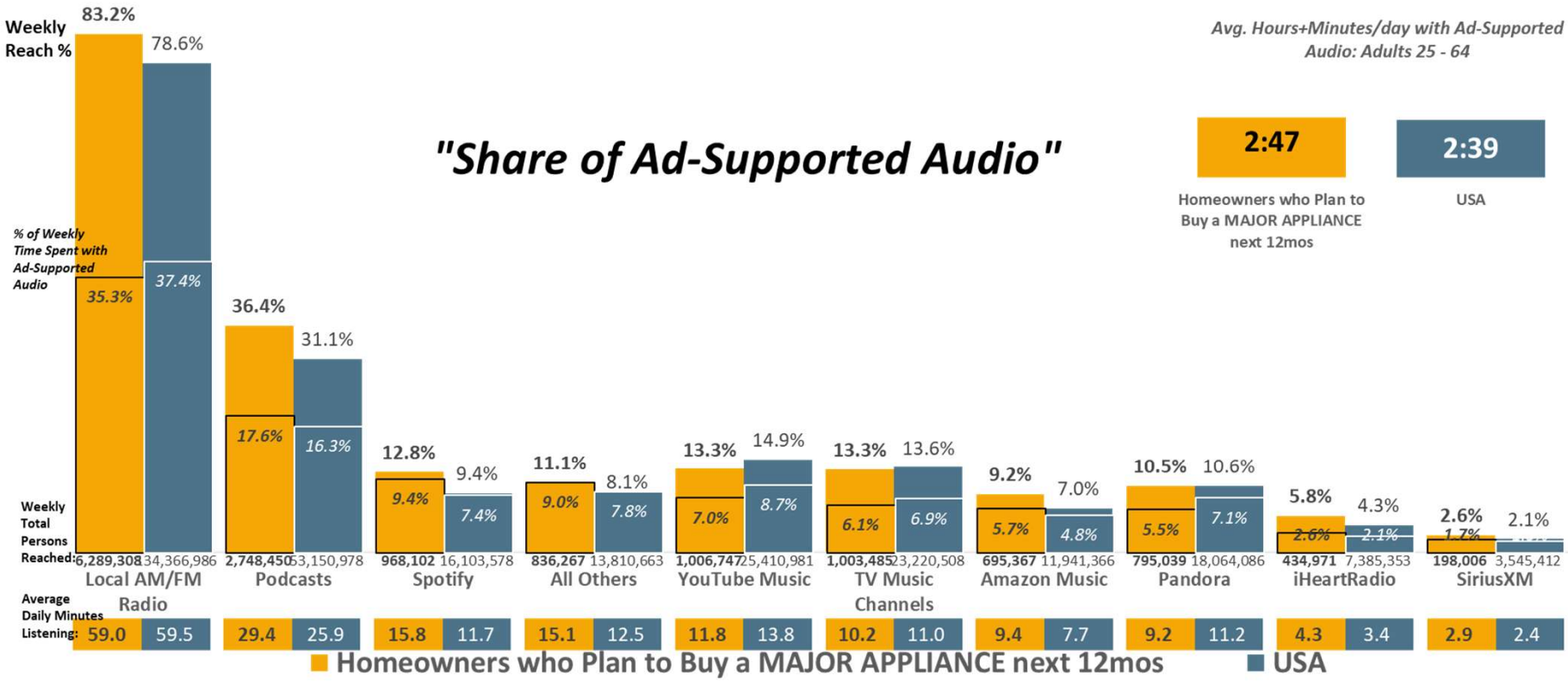
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

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

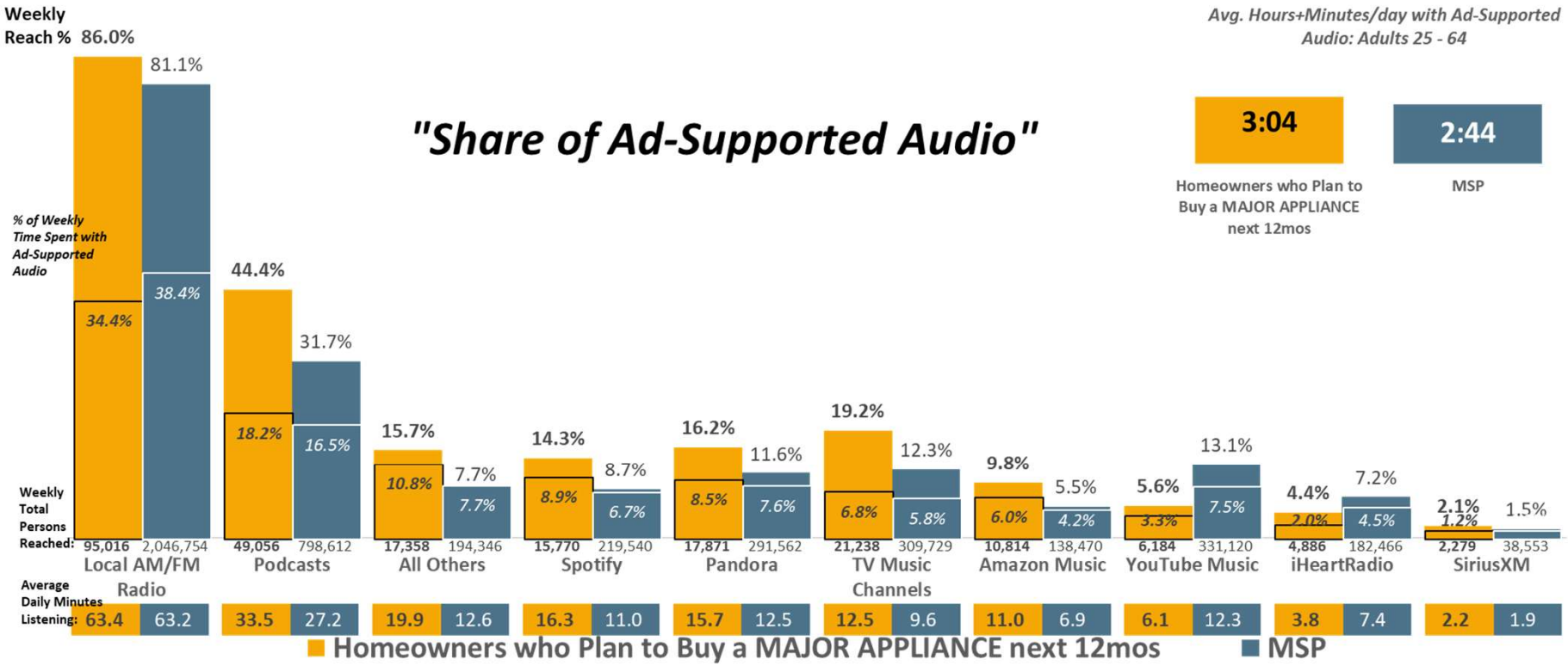
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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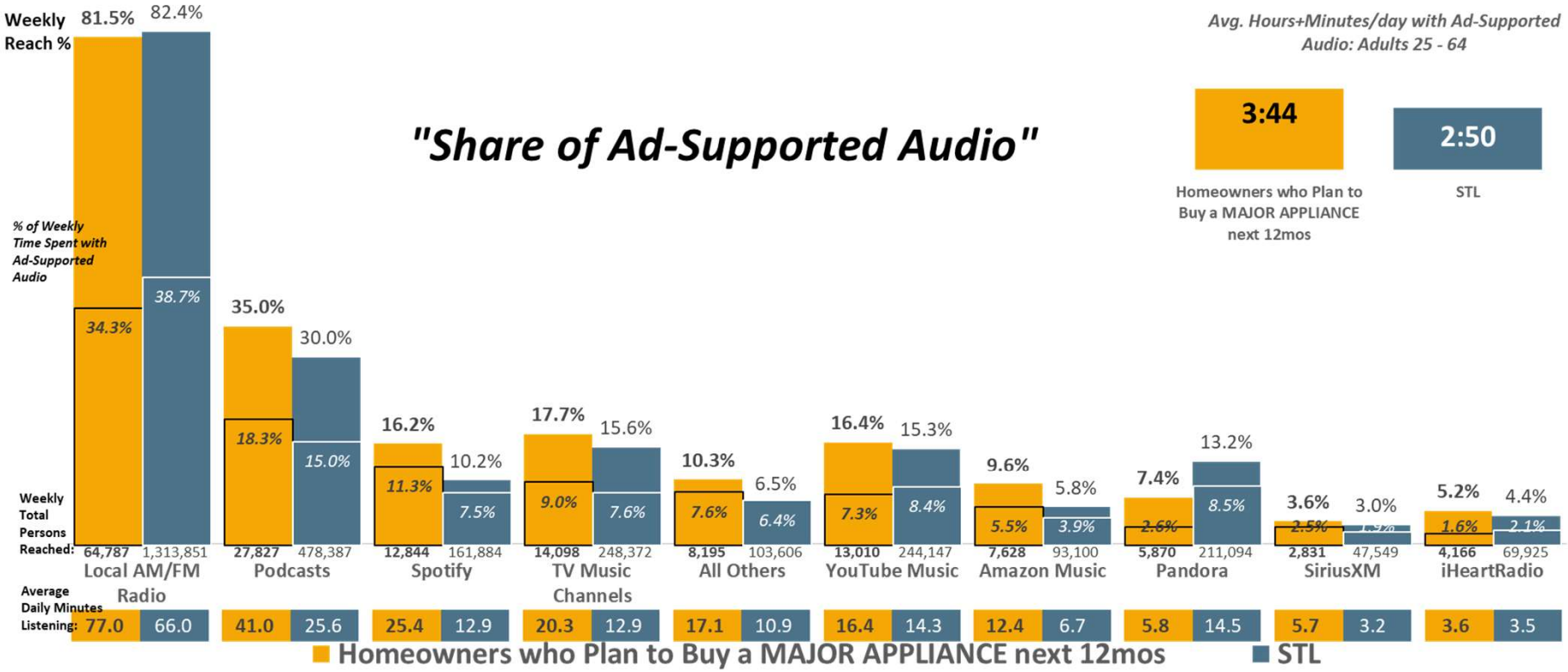
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 88 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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	Local AM/FM Radio	Podcasts	Spotify	TV Music Channels	All Others	YouTube Music	Amazon Music	Pandora	SiriusXM	iHeartRadio
Weekly Reach %	81.5% / 82.4%	35.0% / 30.0%	16.2% / 10.2%	17.7% / 15.6%	10.3% / 6.5%	16.4% / 15.3%	9.6% / 5.8%	7.4% / 13.2%	3.6% / 3.0%	5.2% / 4.4%
% of Weekly Time Spent with Ad-Supported Audio	34.3% / 38.7%	18.3% / 15.0%	11.3% / 7.5%	9.0% / 7.6%	7.6% / 6.4%	7.3% / 8.4%	5.5% / 3.9%	2.6% / 8.5%	2.5% / 1.5%	1.6% / 2.1%
Weekly Total Persons Reached:	64,787 / 1,313,851	27,827 / 478,387	12,844 / 161,884	14,098 / 248,372	8,195 / 103,606	13,010 / 244,147	7,628 / 93,100	5,870 / 211,094	2,831 / 47,549	4,166 / 69,925
Average Daily Minutes Listening:	77.0 / 66.0	41.0 / 25.6	25.4 / 12.9	20.3 / 12.9	17.1 / 10.9	16.4 / 14.3	12.4 / 6.7	5.8 / 14.5	5.7 / 3.2	3.6 / 3.5

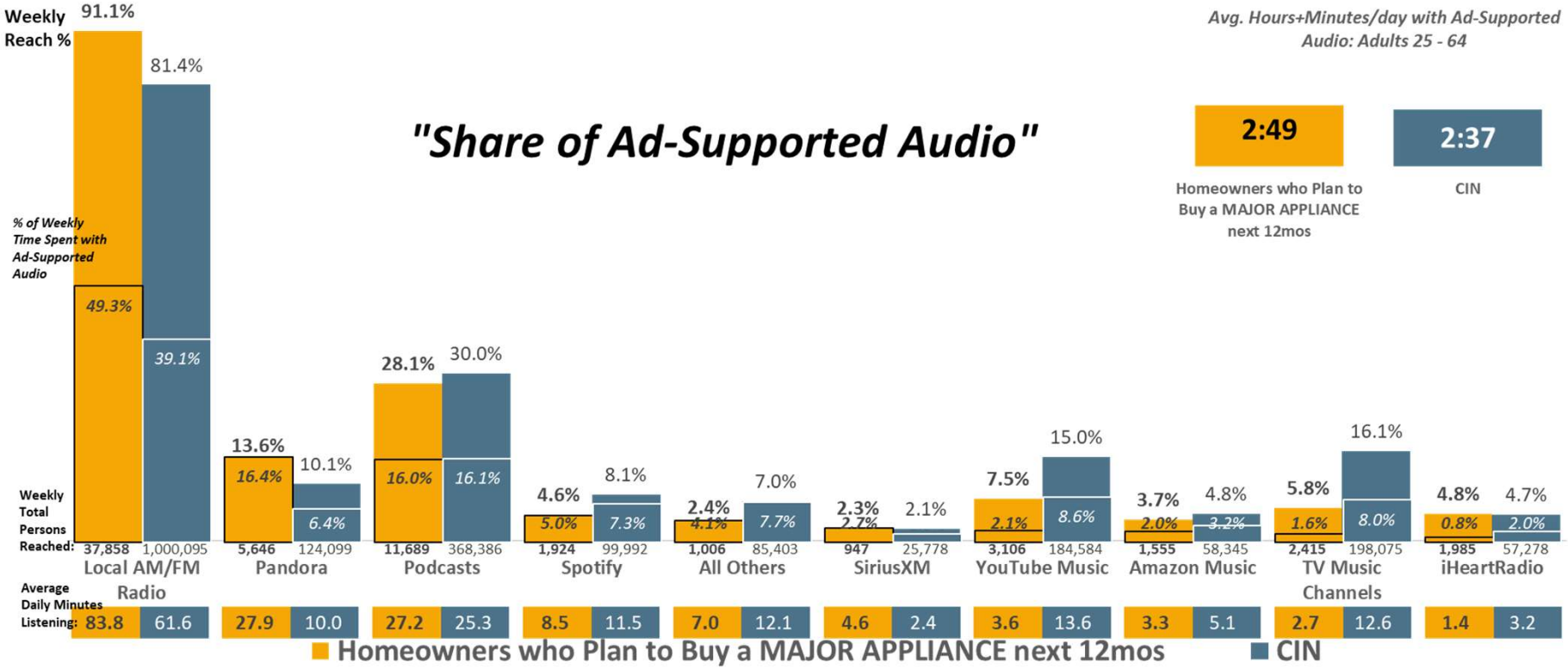
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 109 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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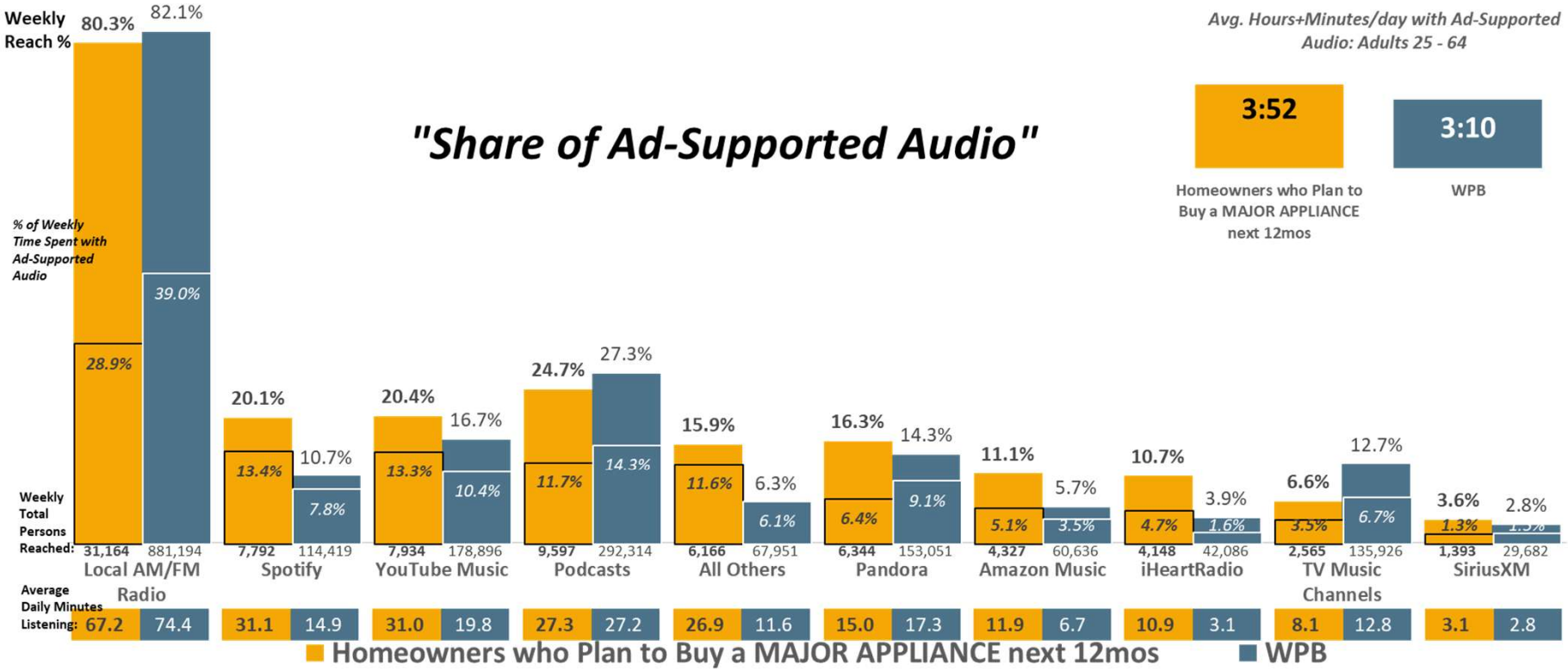
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 85 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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31,164 or 80.3% 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 67.2 minutes every day representing 28.9% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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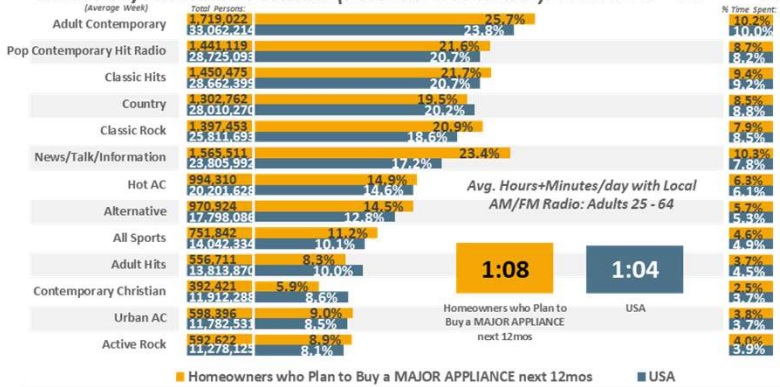
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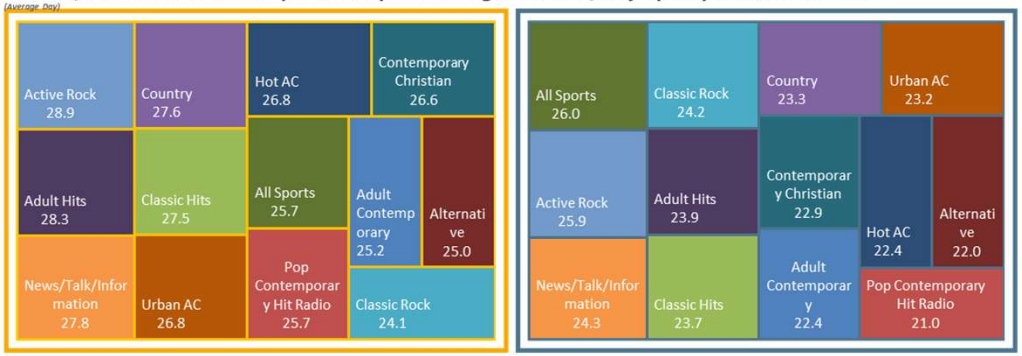
Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

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.

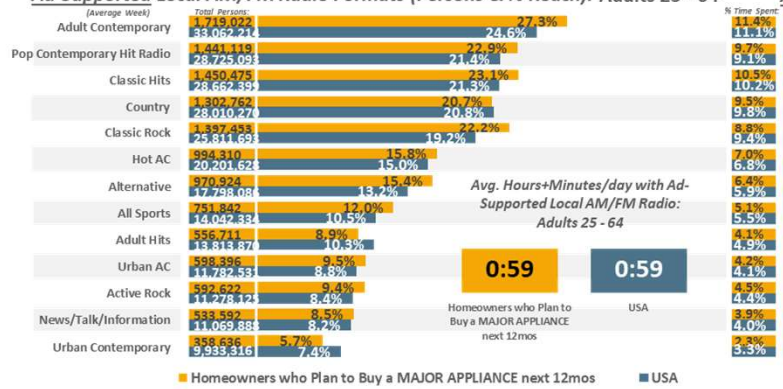
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



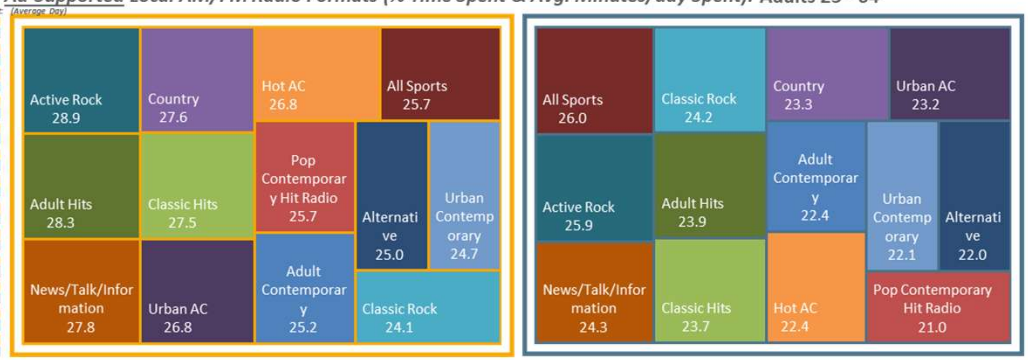
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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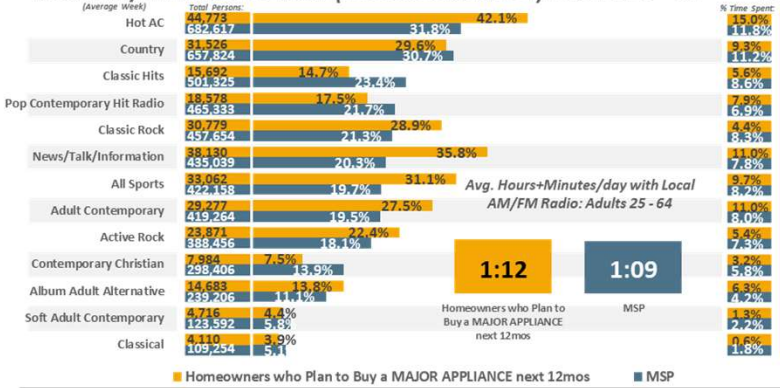
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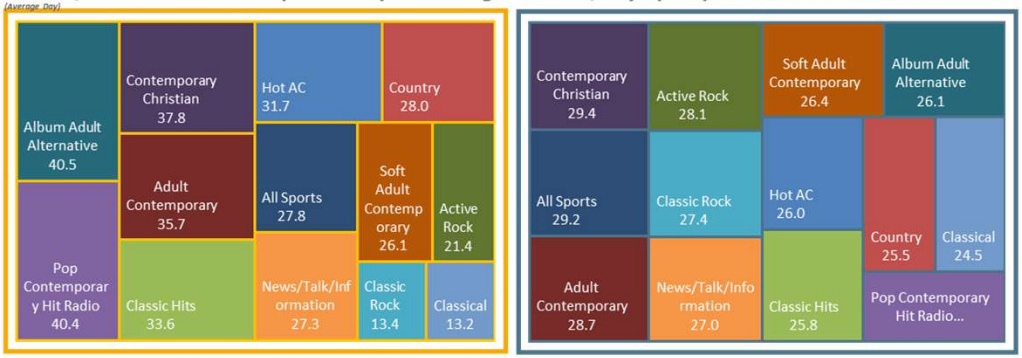
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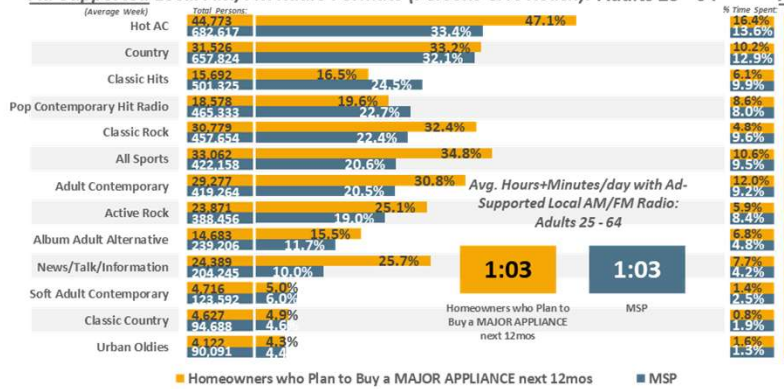
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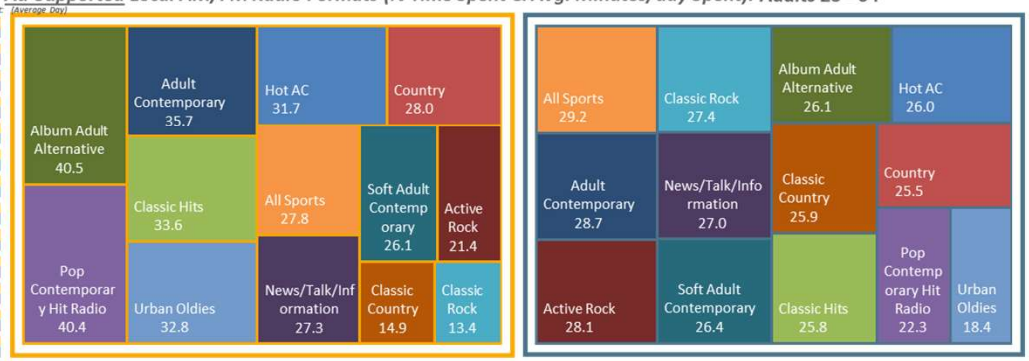
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 88

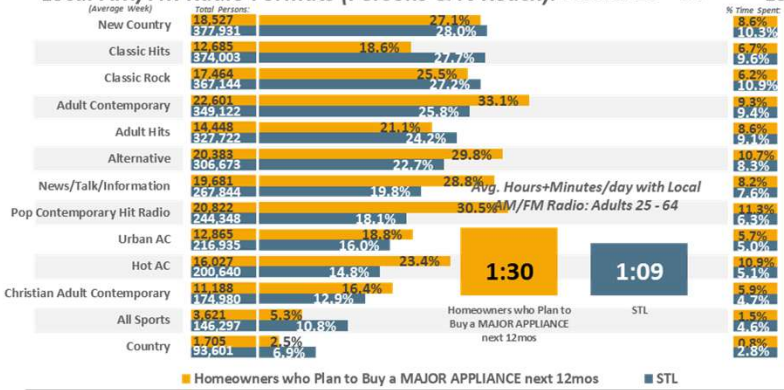
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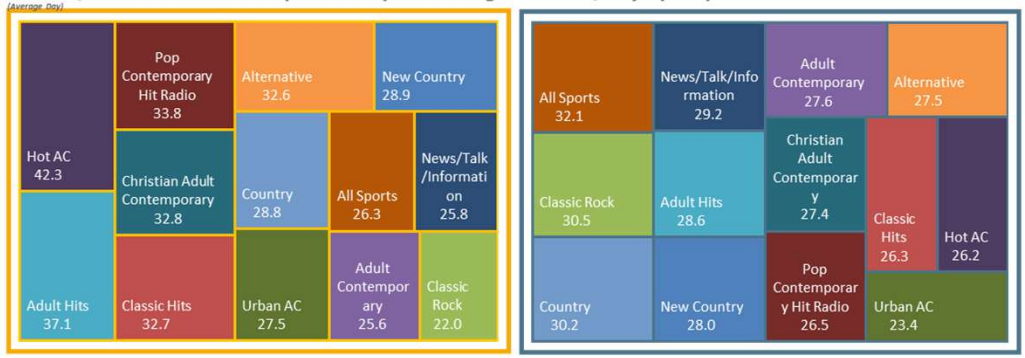
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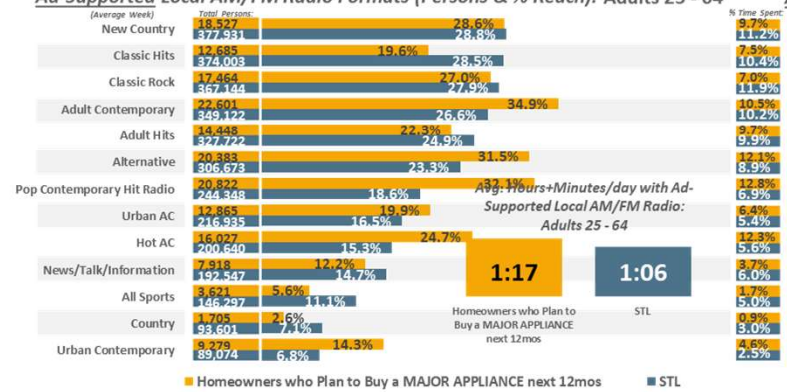
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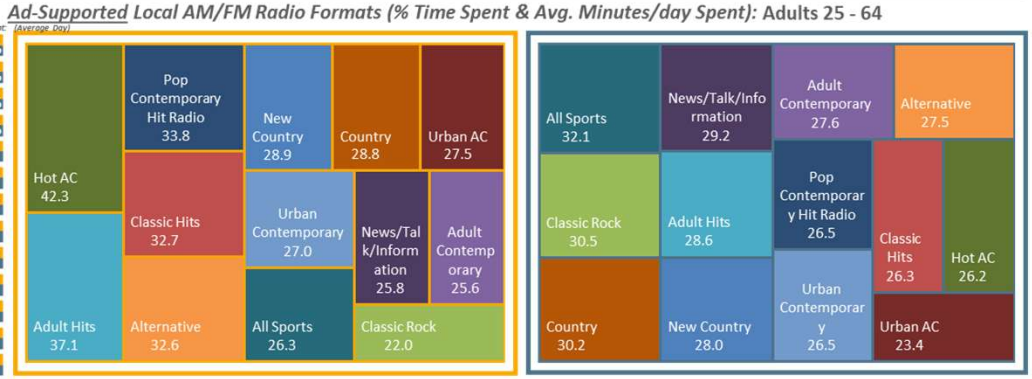
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Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 109

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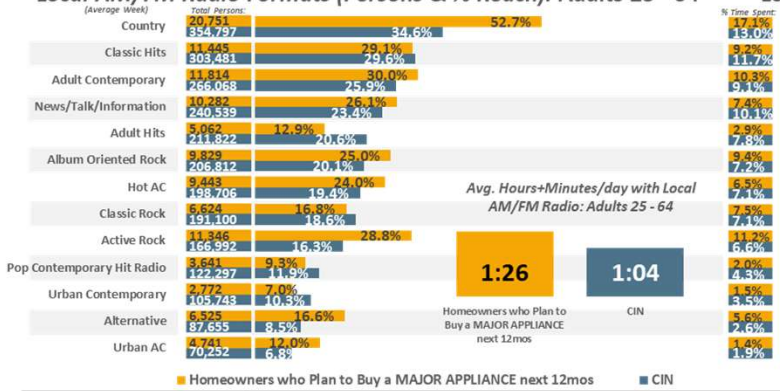
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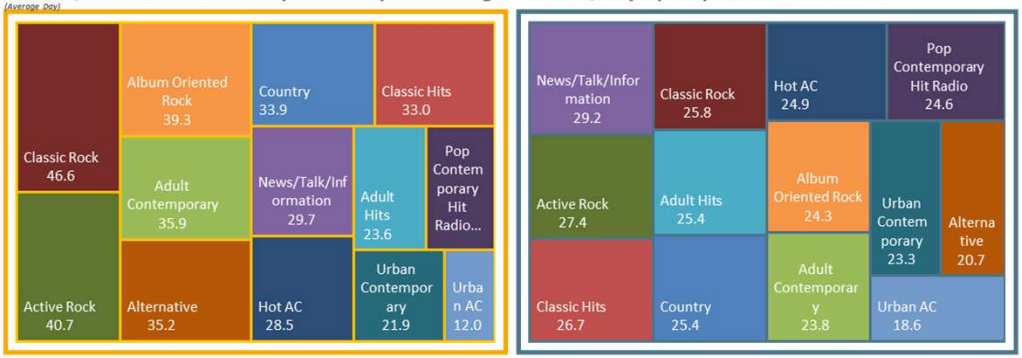
Whirlpool KitchenAid JENNAIR MAYTAG AMANA — CIN

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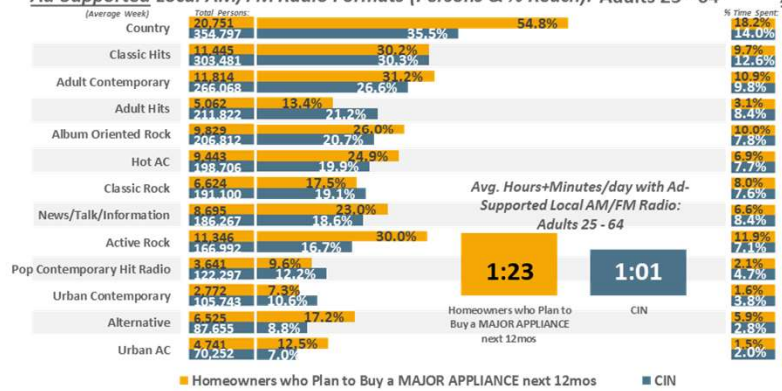
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



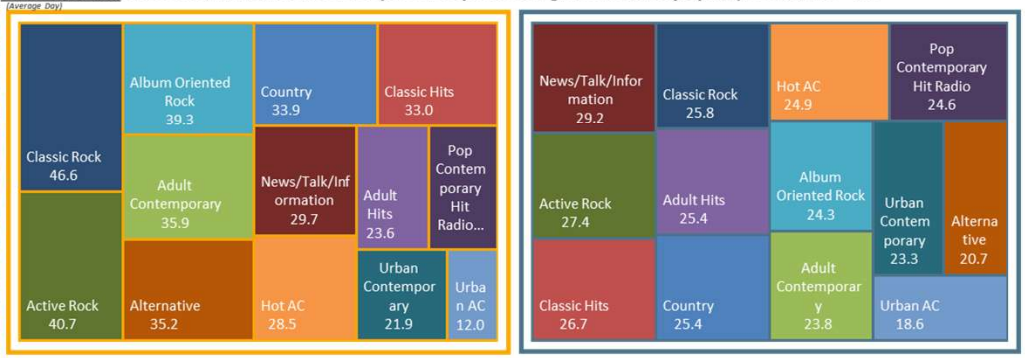
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 85

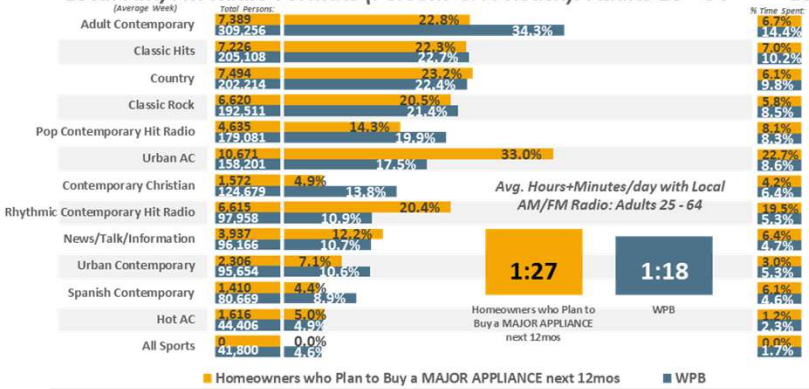
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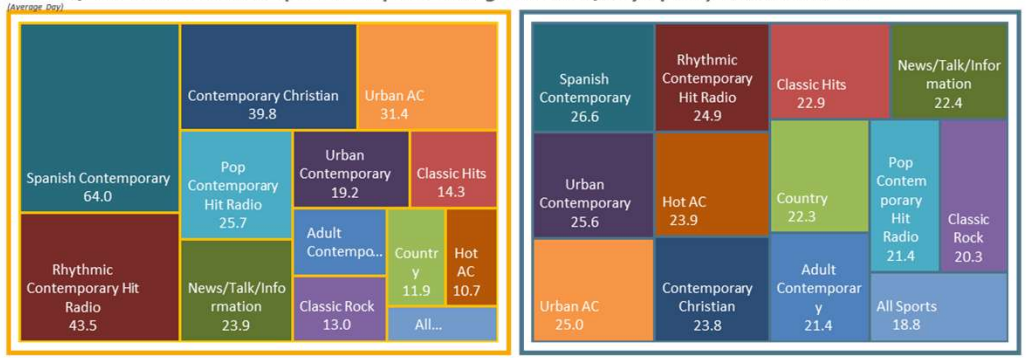
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

31,164 or 80.3% 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 Urban AC, Country, Adult Contemporary, Classic Hits, and Classic Rock.

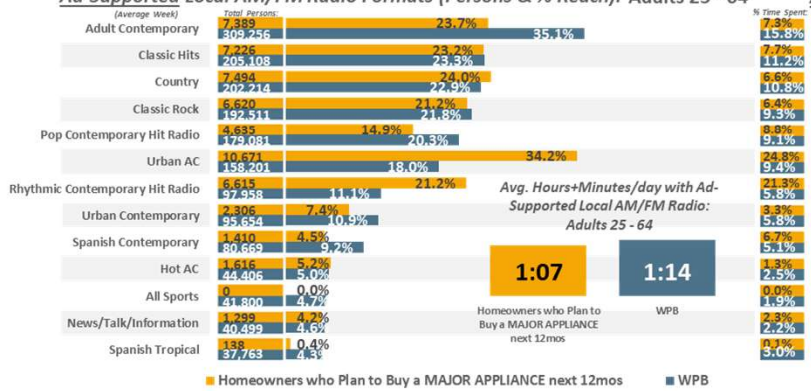
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



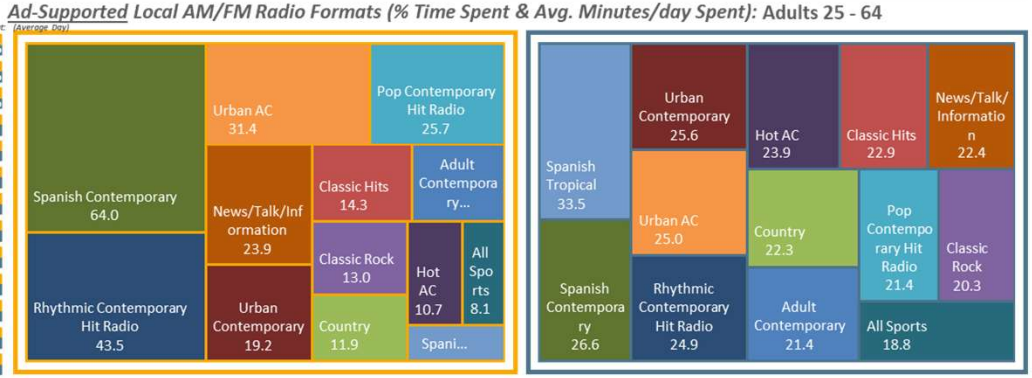
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

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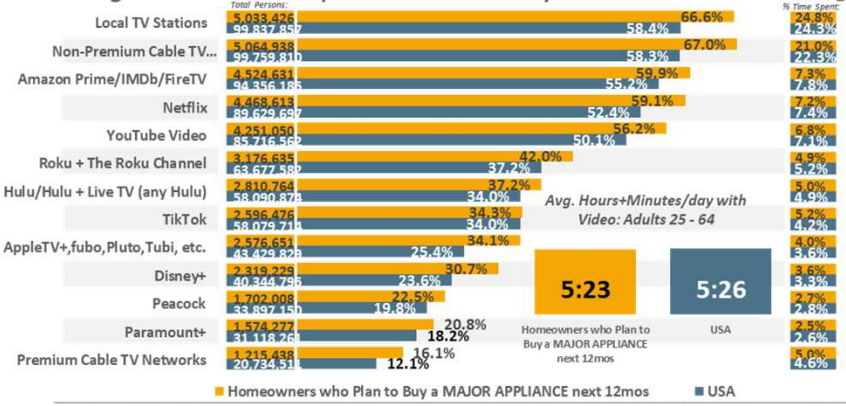
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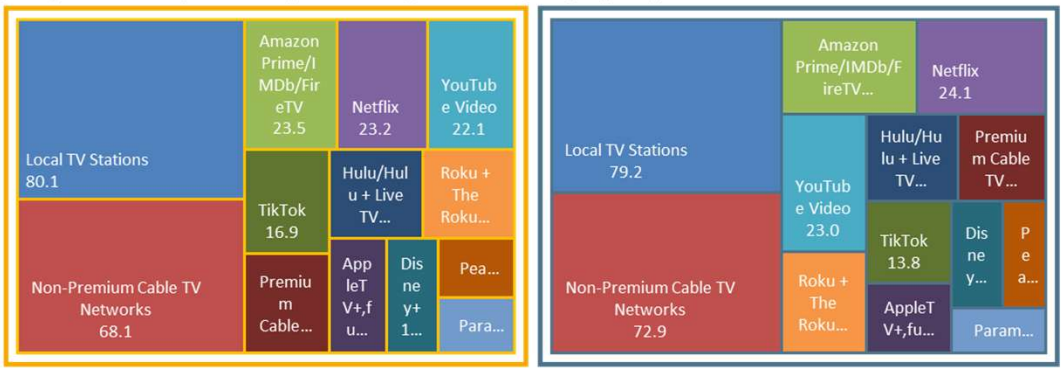
Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

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 for an average of 74. minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

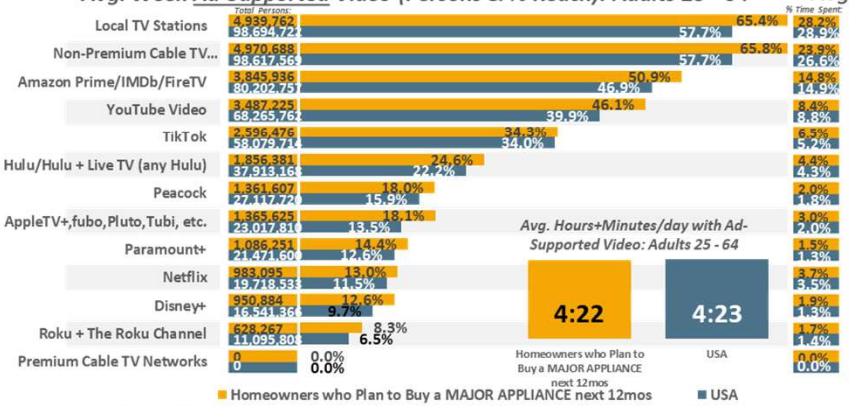
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



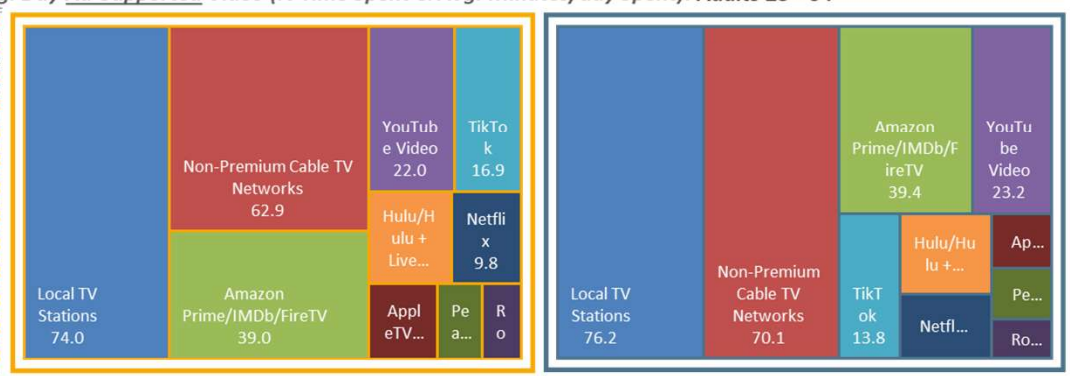
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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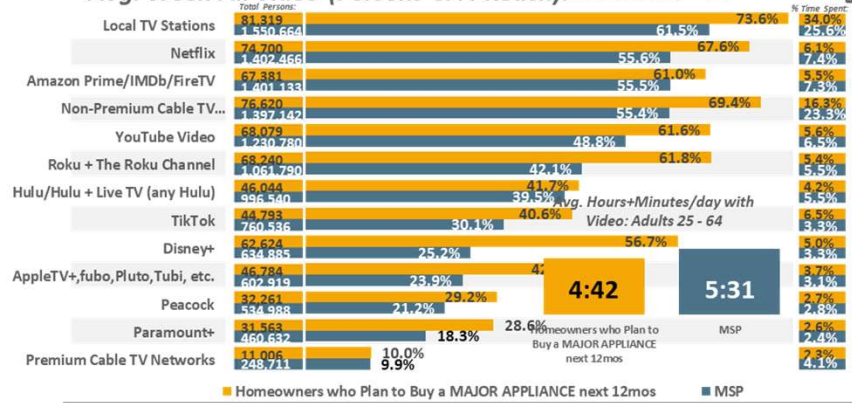
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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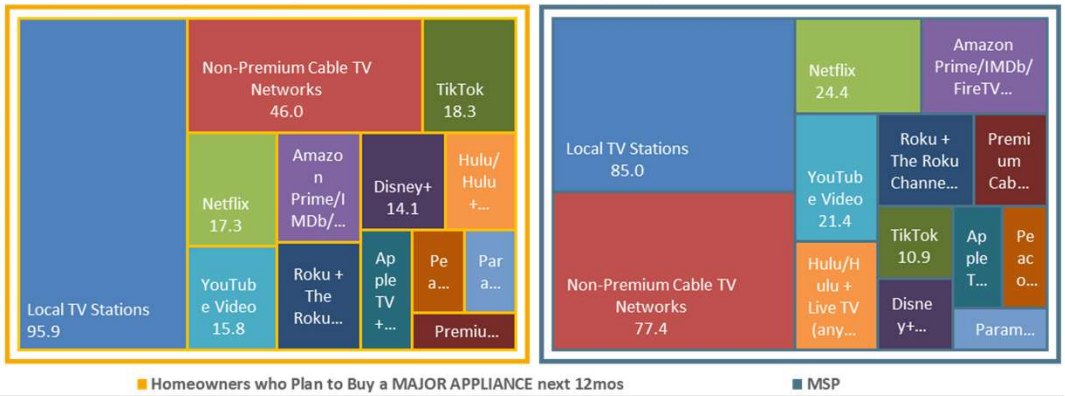
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

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

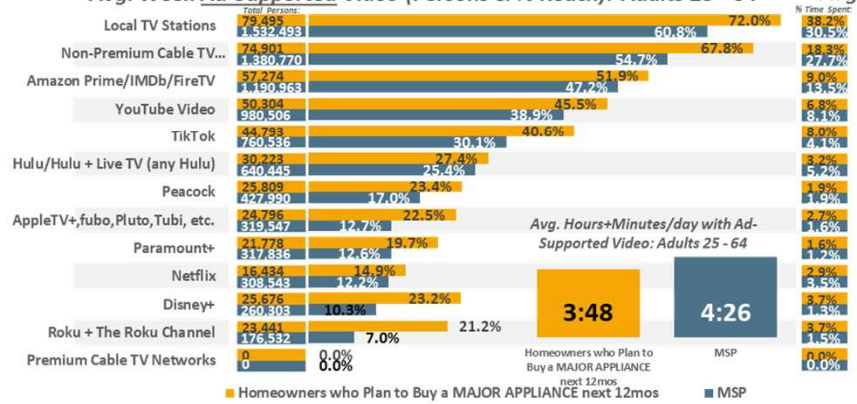


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

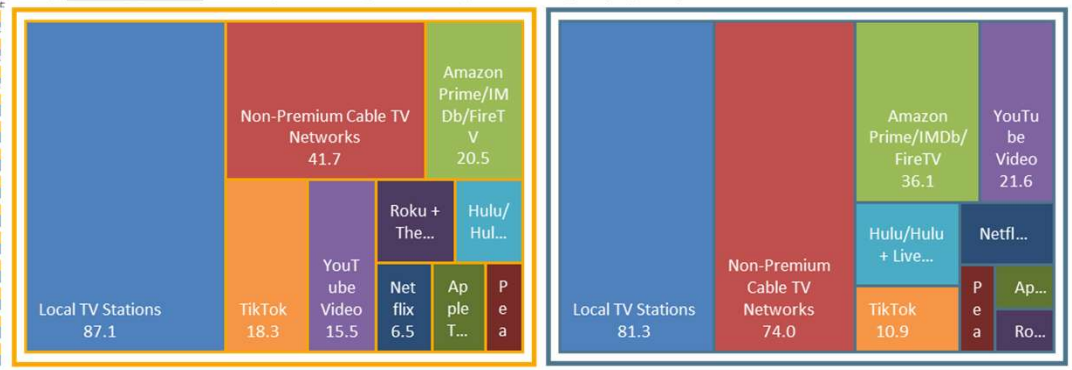


Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos ■ MSP

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 ■ MSP

MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 88

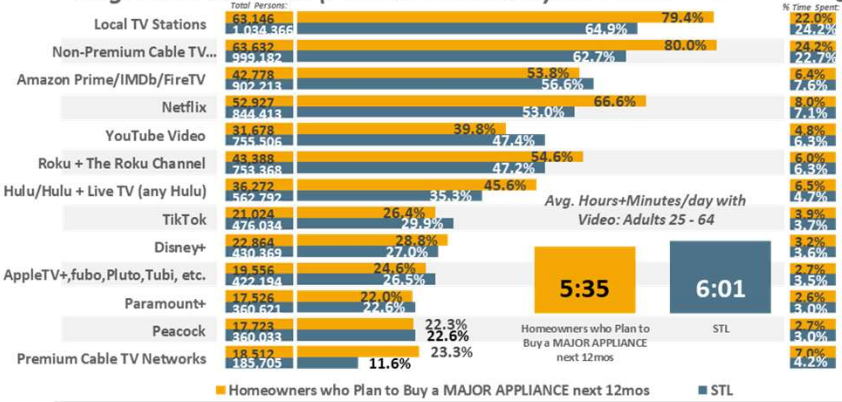
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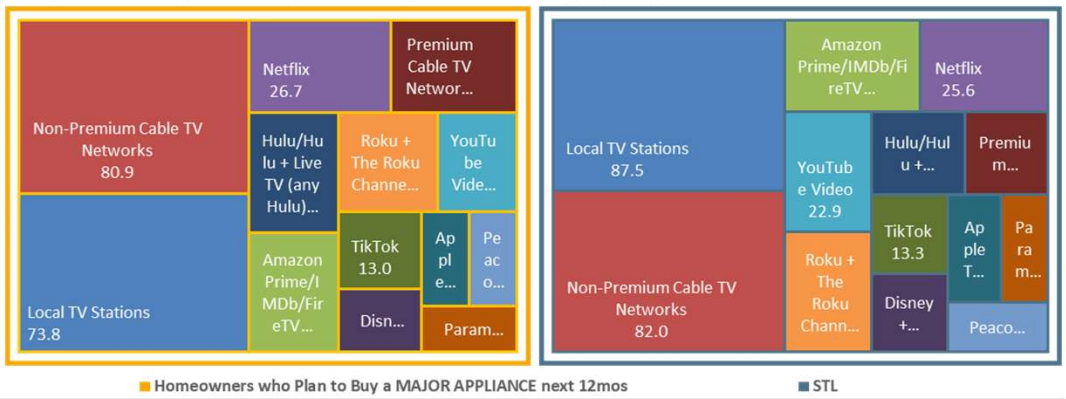
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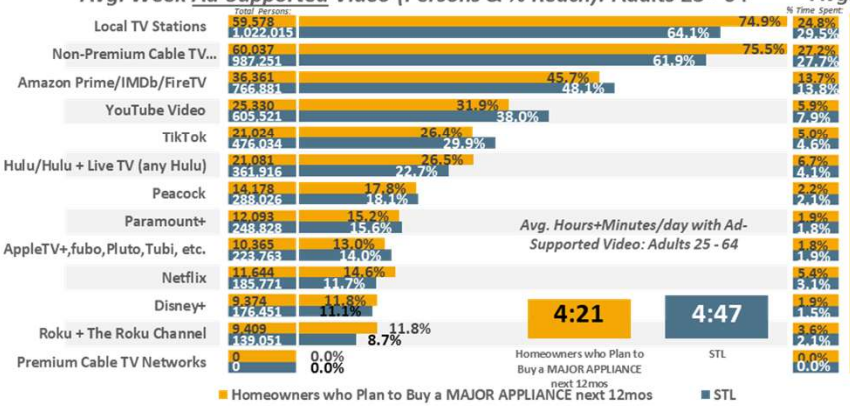
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



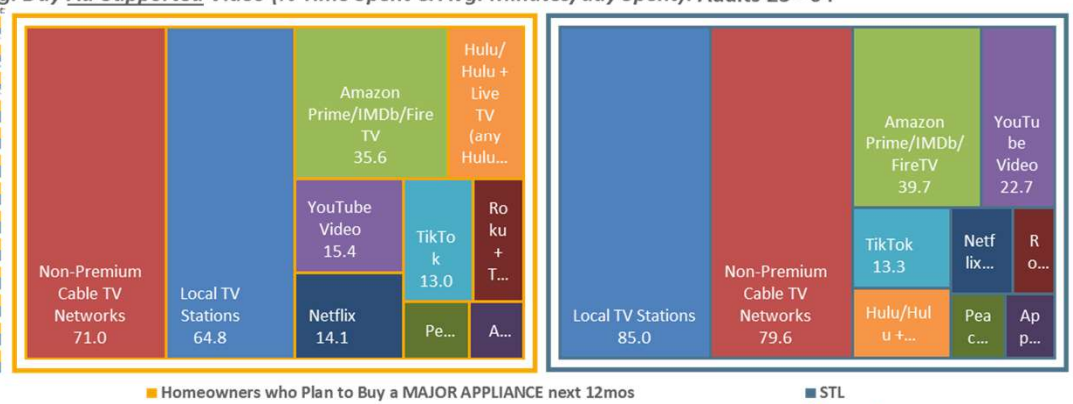
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 109

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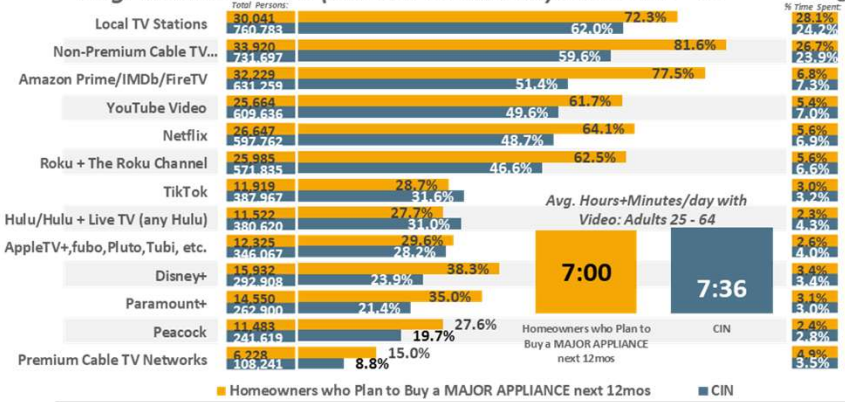
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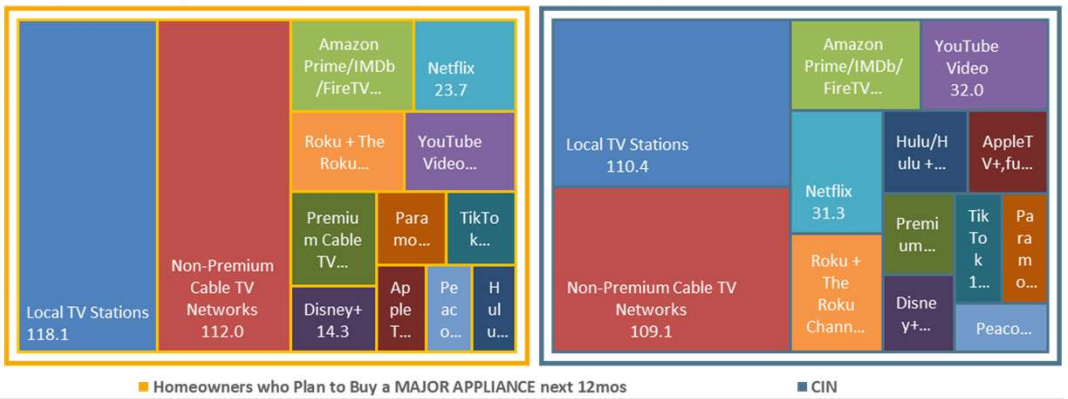


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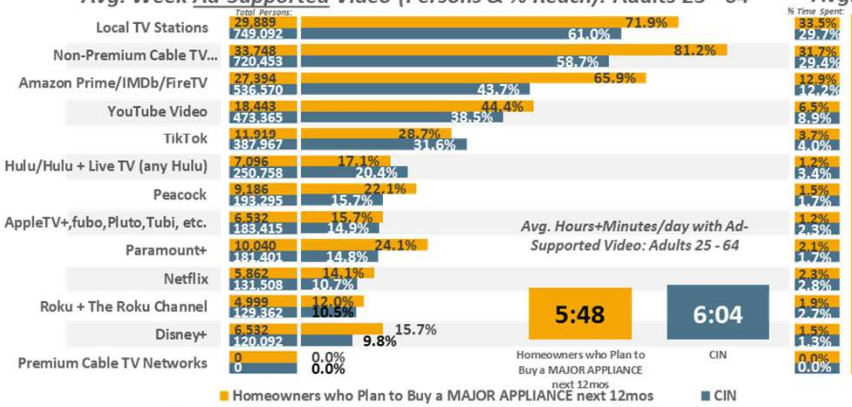
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



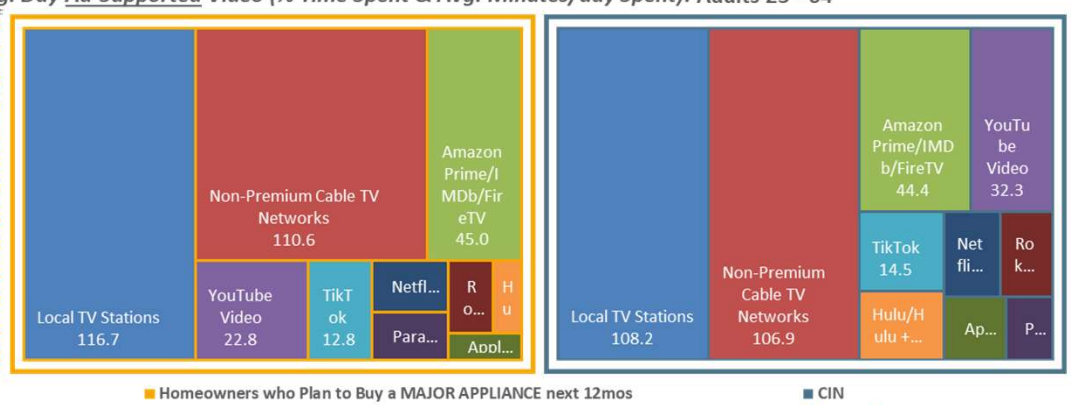
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 85

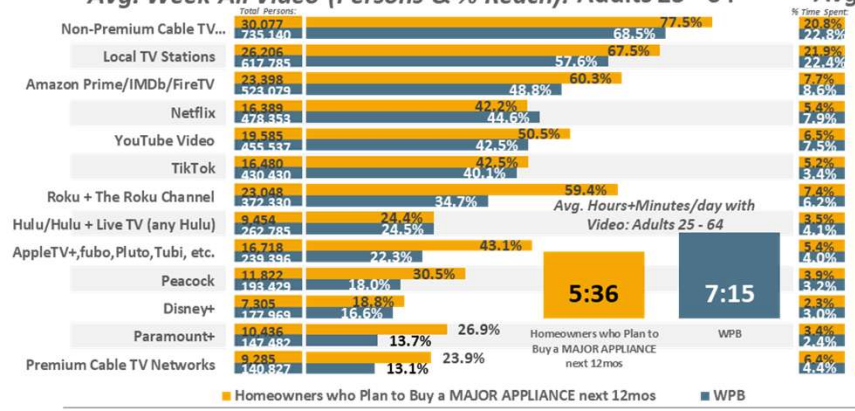
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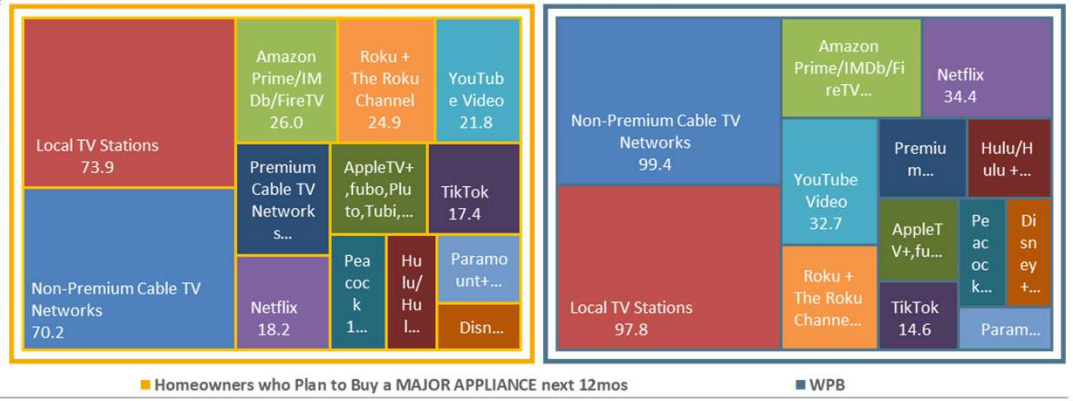
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

24,831 or 64.% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos watch Ad-Supported Local TV Stations for an average of 66.5 minutes every day representing 24.5% of all time spent daily with Ad-Supported Video.

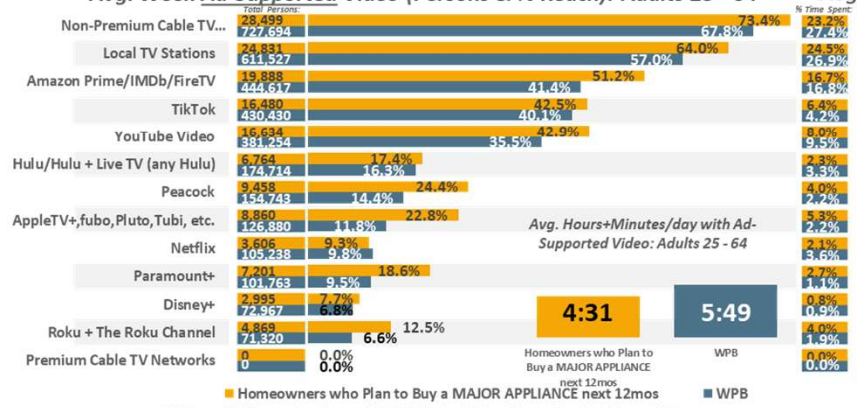
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



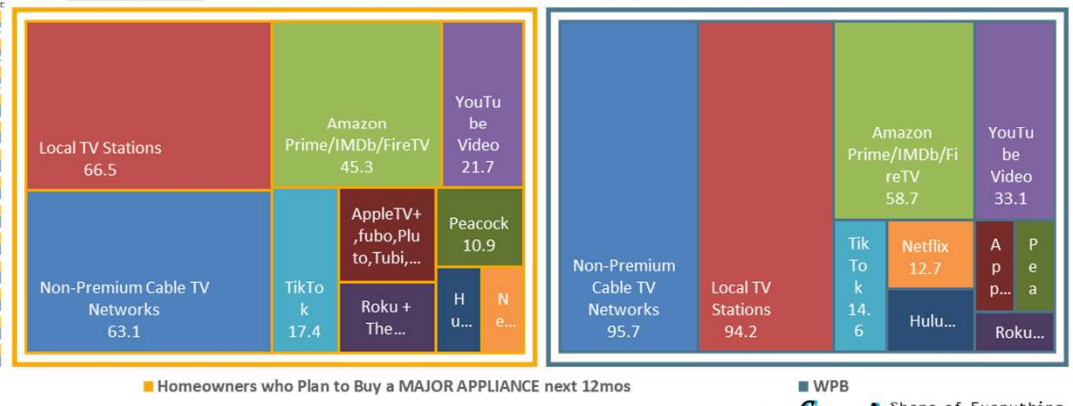
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

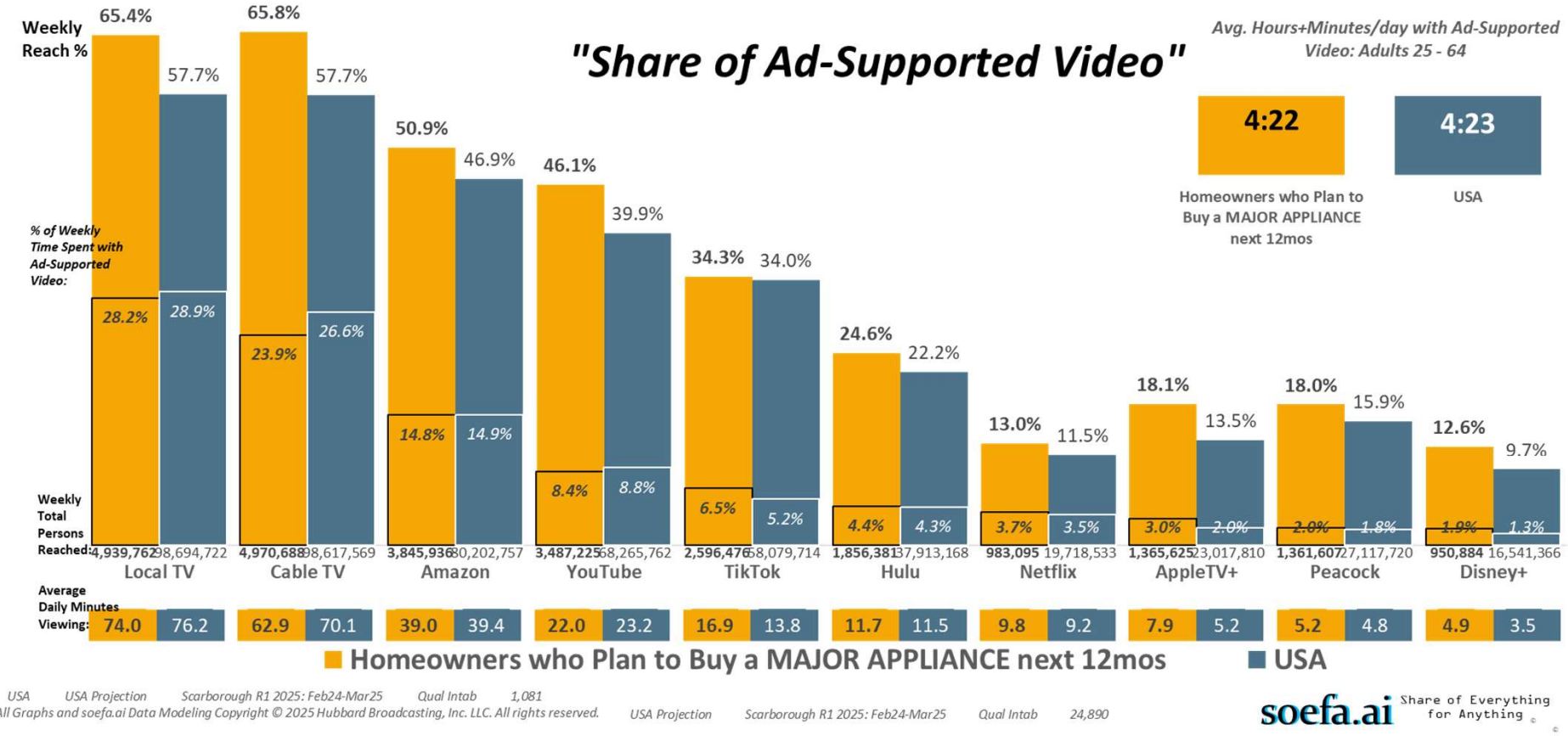
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Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

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

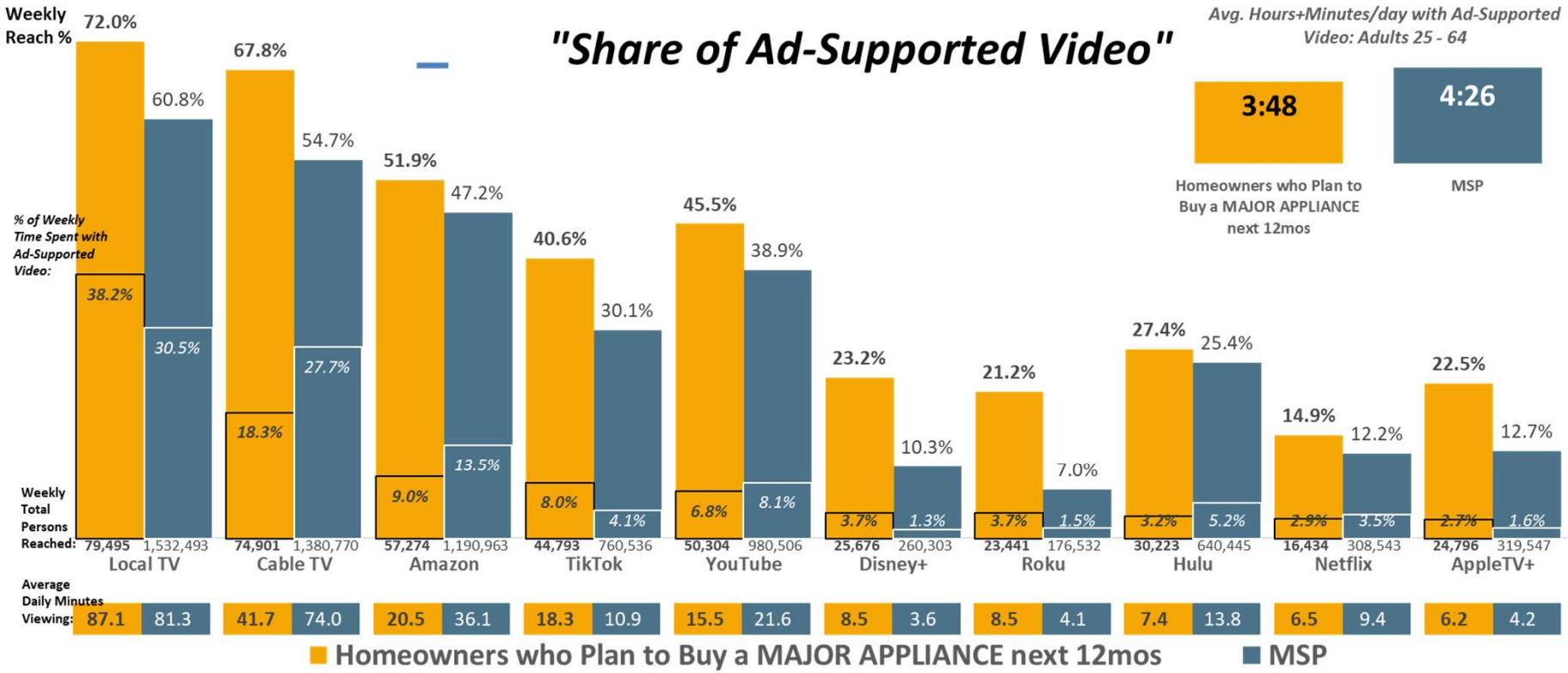
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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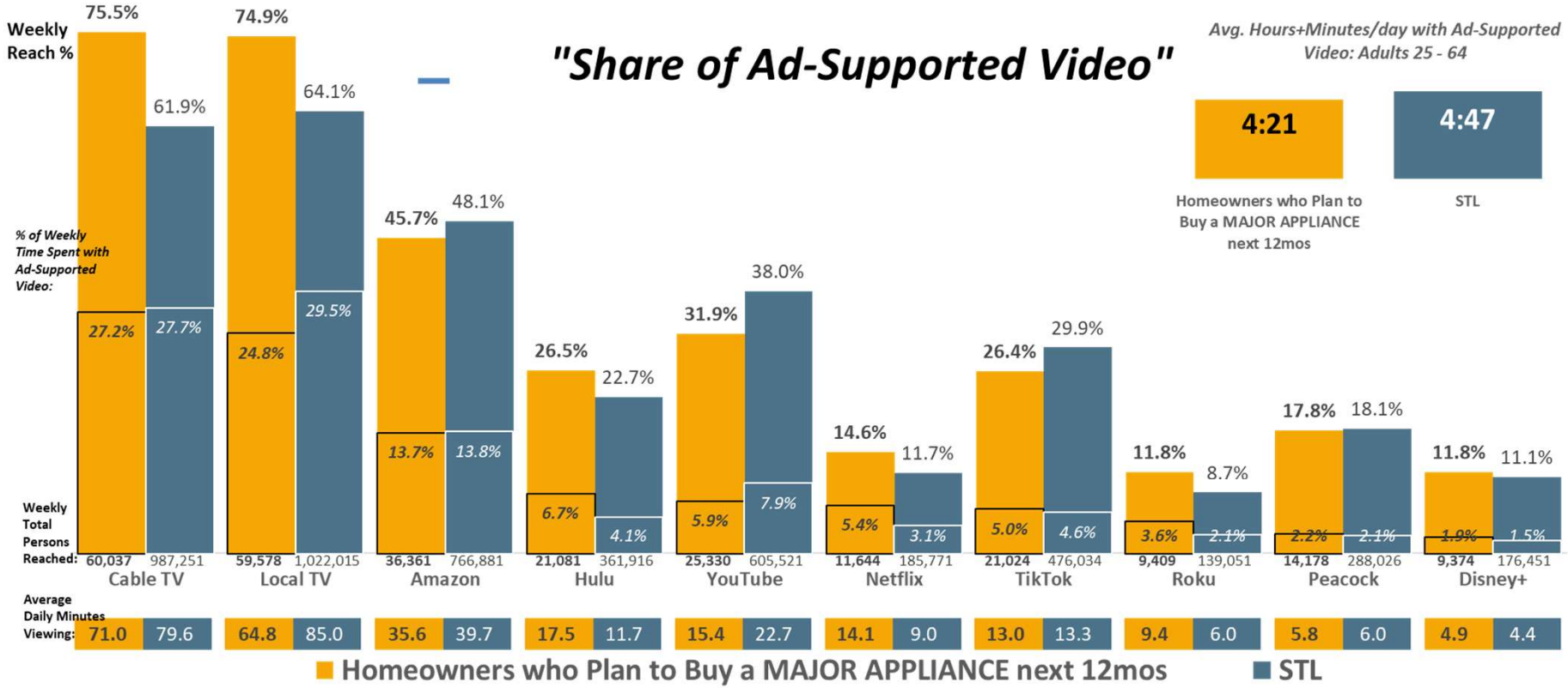
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 88 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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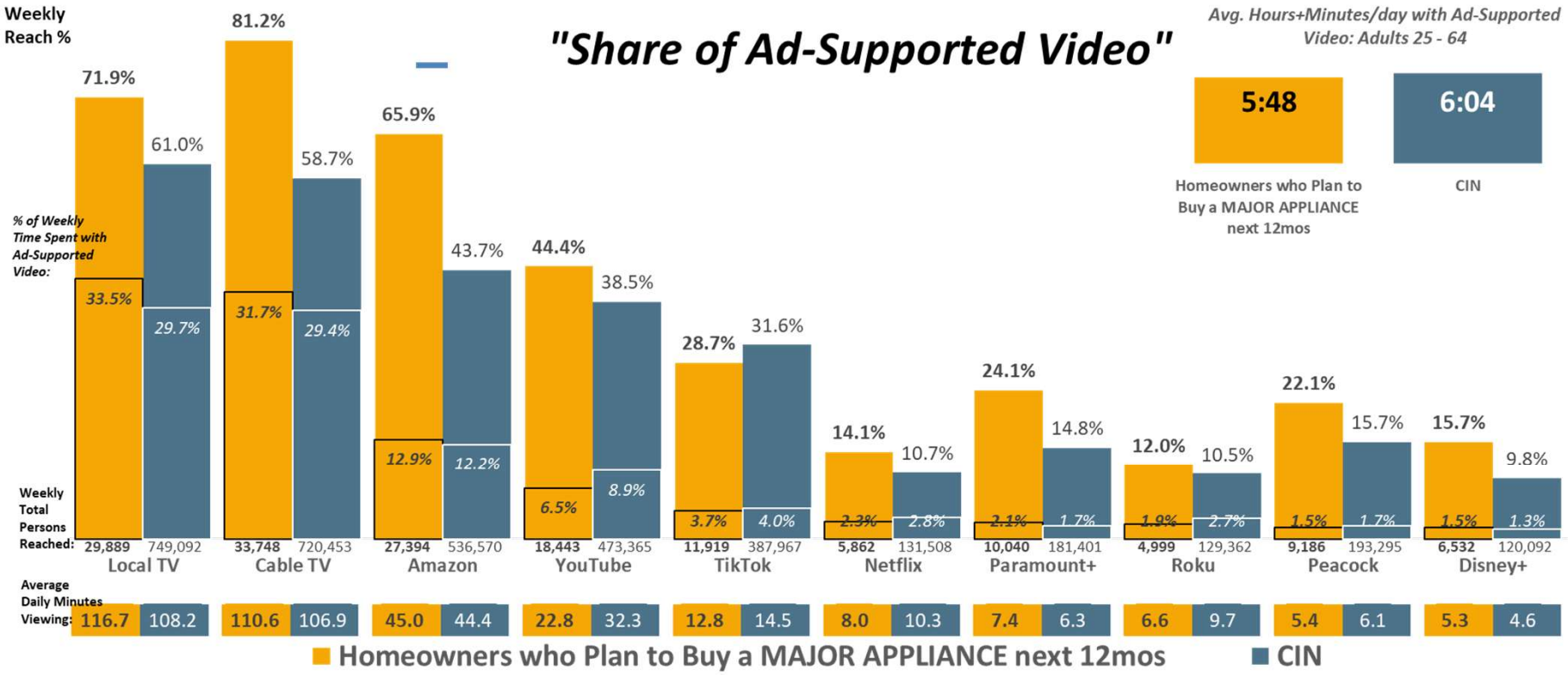
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 109 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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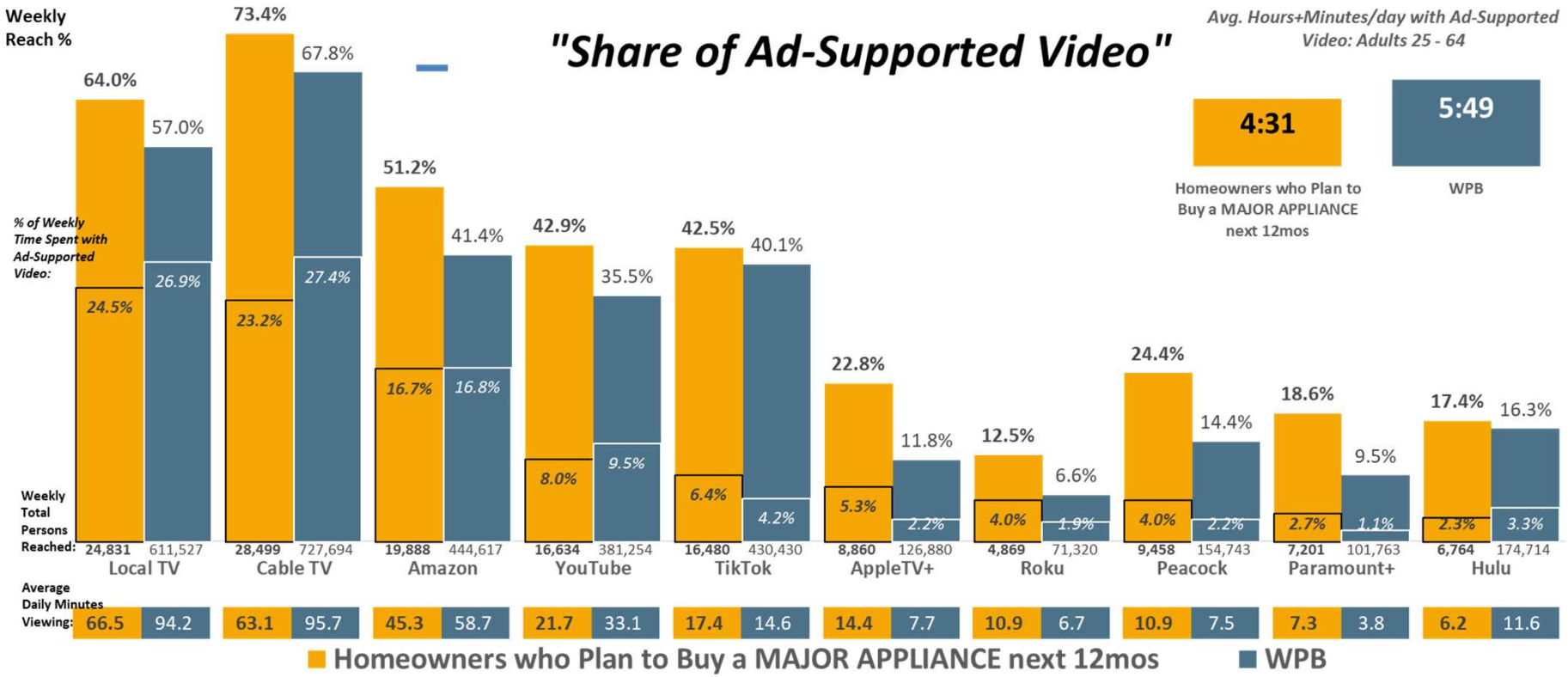
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 85 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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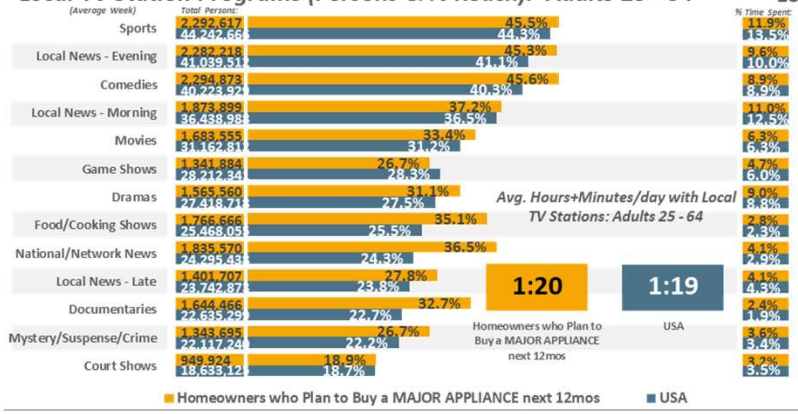
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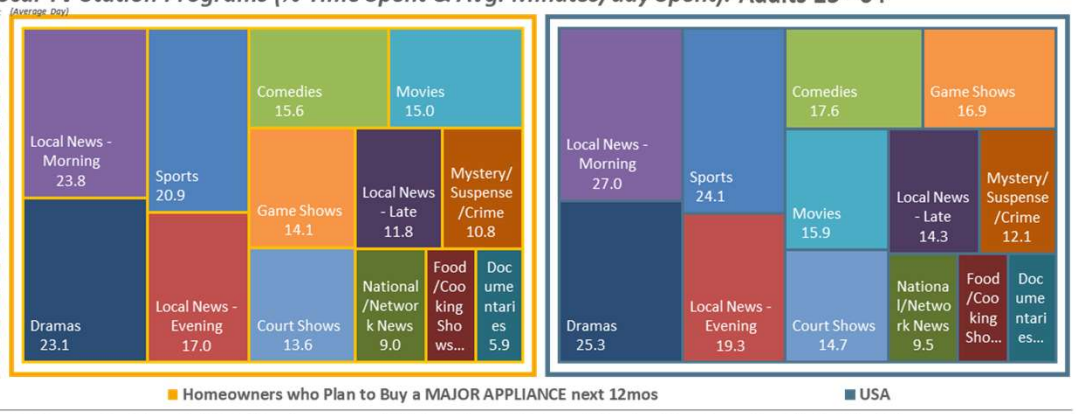
Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

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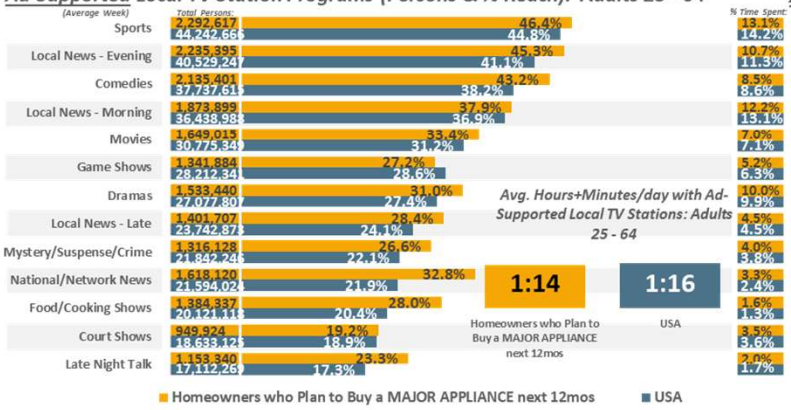
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



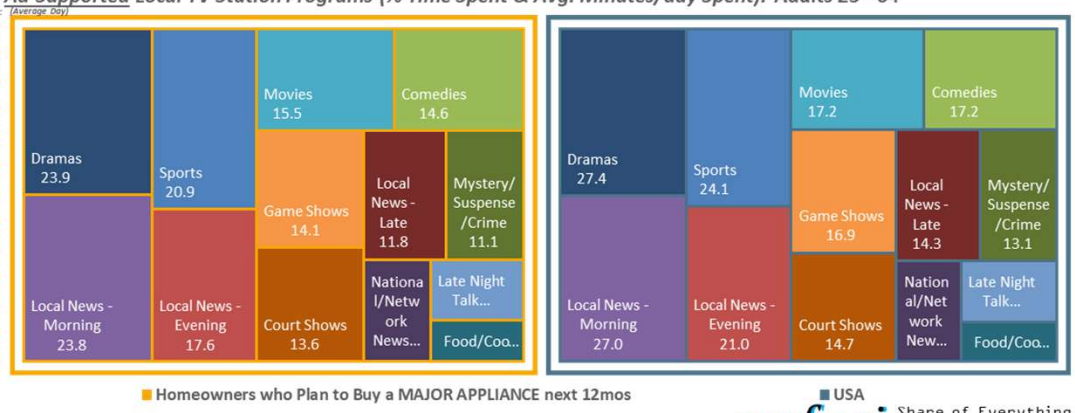
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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

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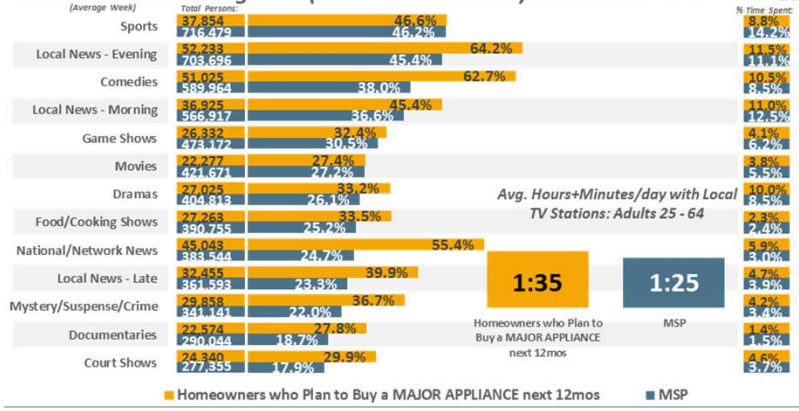
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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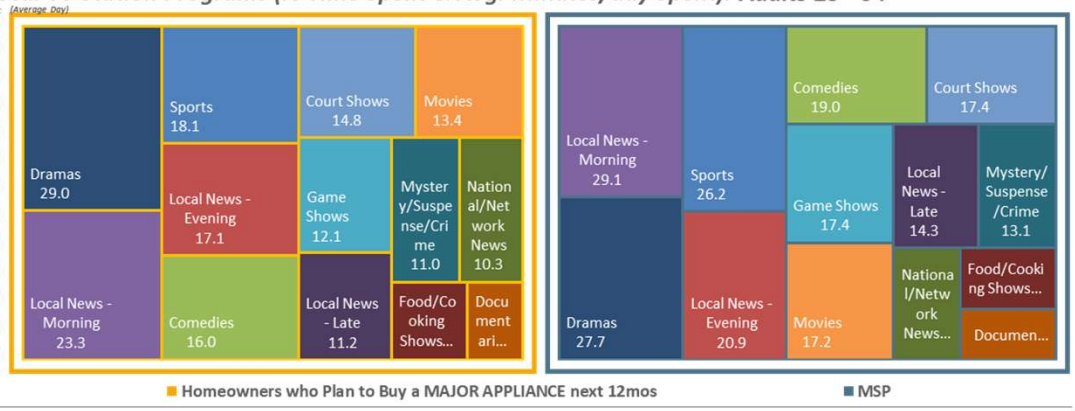
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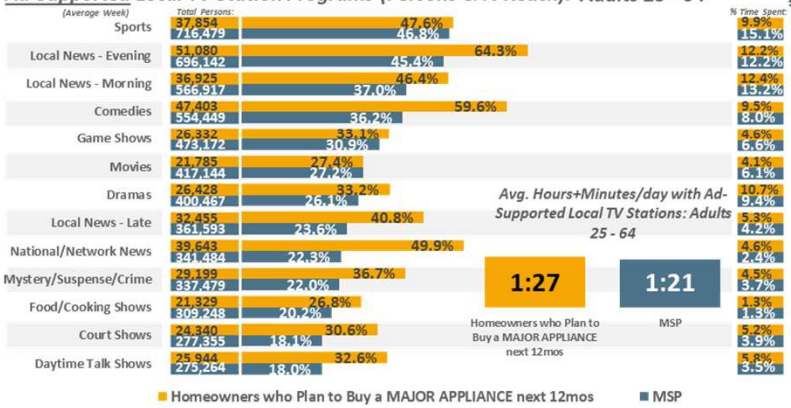
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



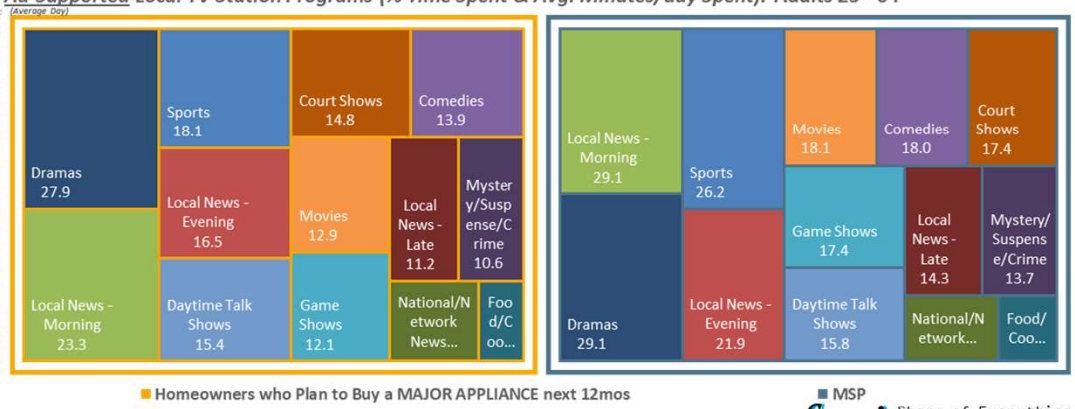
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 88

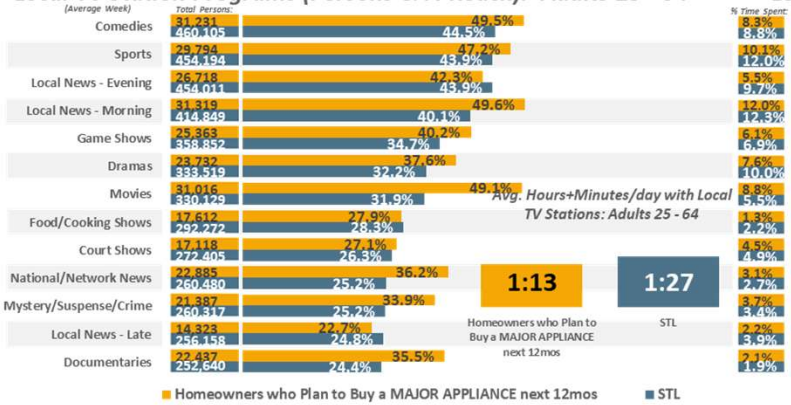
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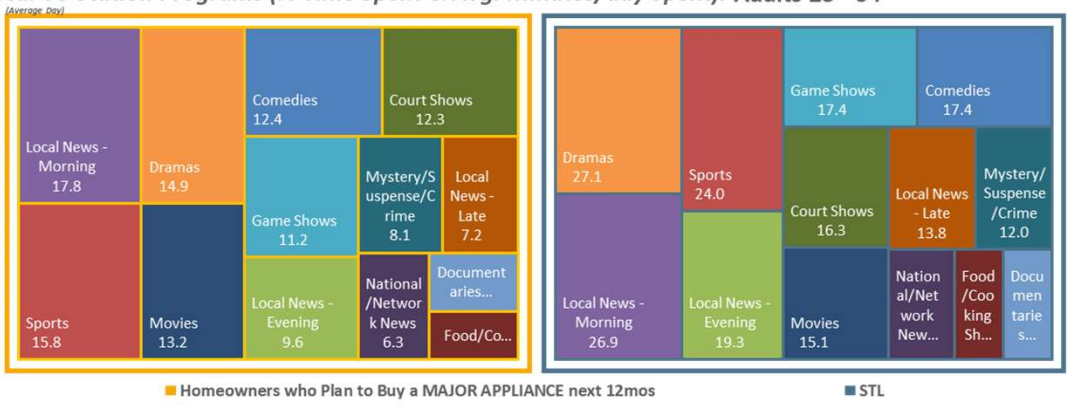
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

59,578 or 74.9% 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 - Morning, Movies, Sports, Comedies, Local News - Evening, and Game Shows.

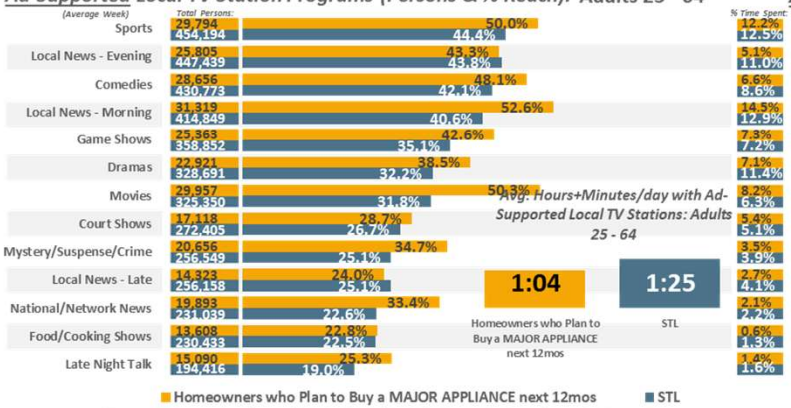
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



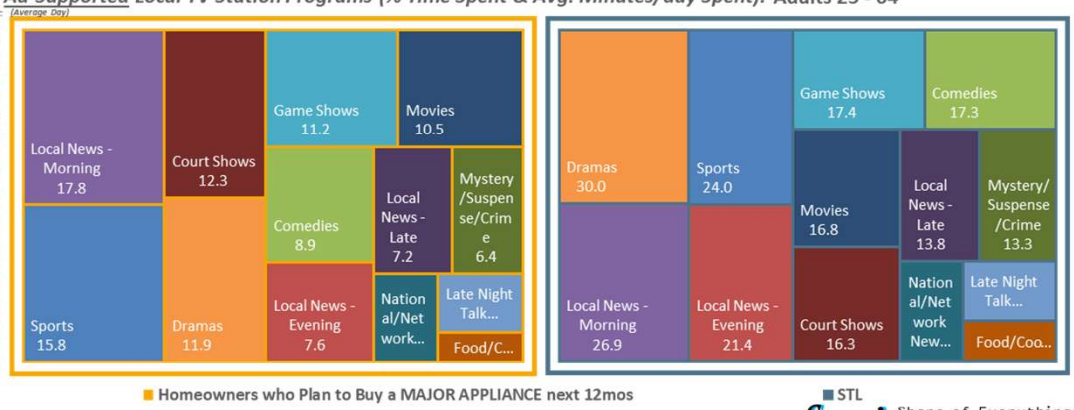
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 109

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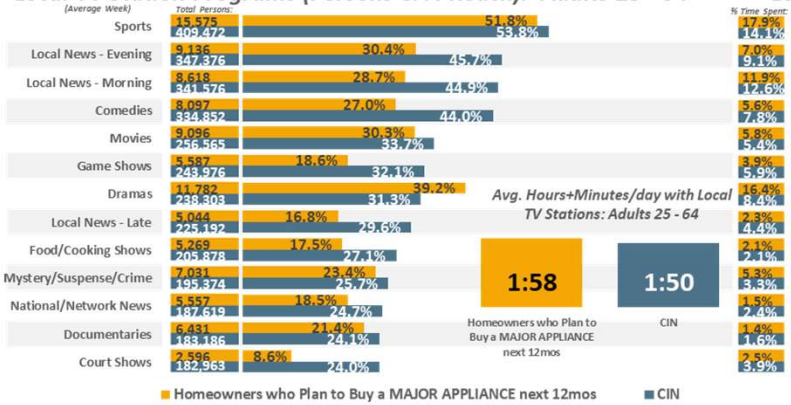
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

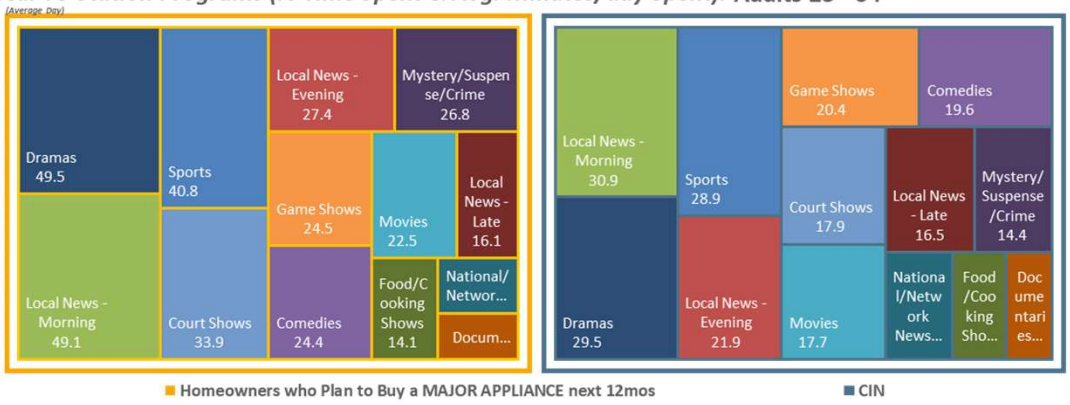
Whirlpool KitchenAid JENNAIR MAYTAG AMANA — CIN

29,889 or 71.9% 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, Local News - Evening, Movies, Local News - Morning, and Comedies.

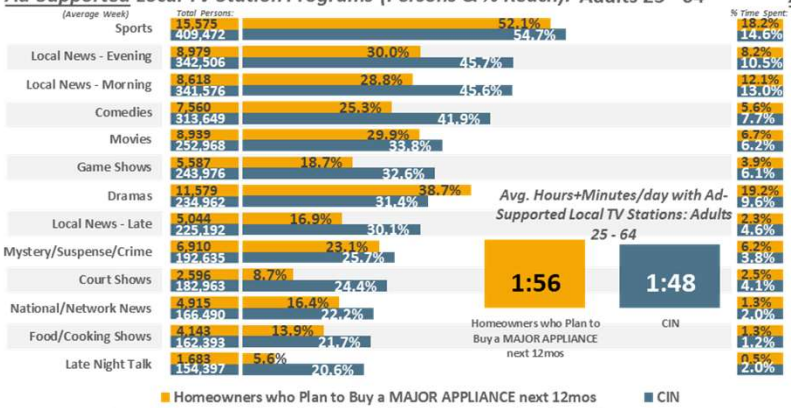
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



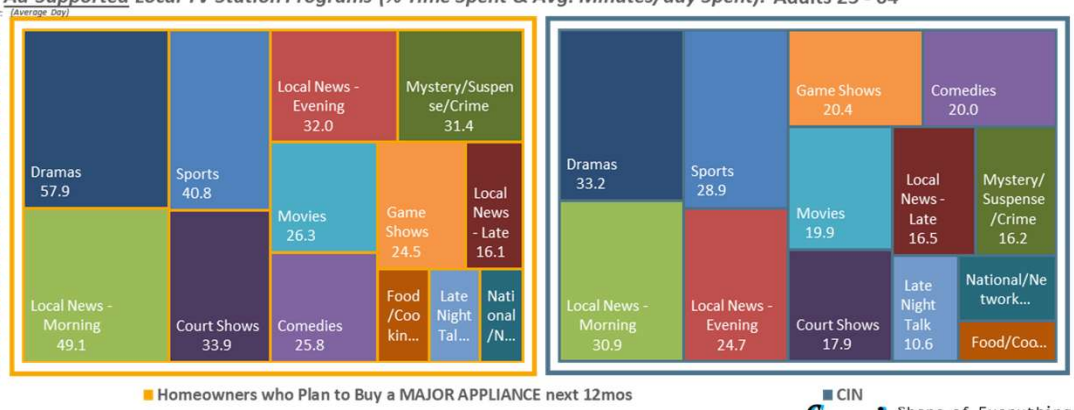
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 85

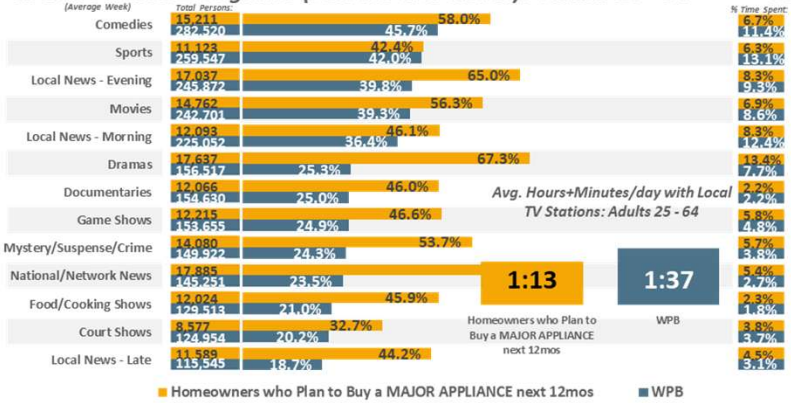
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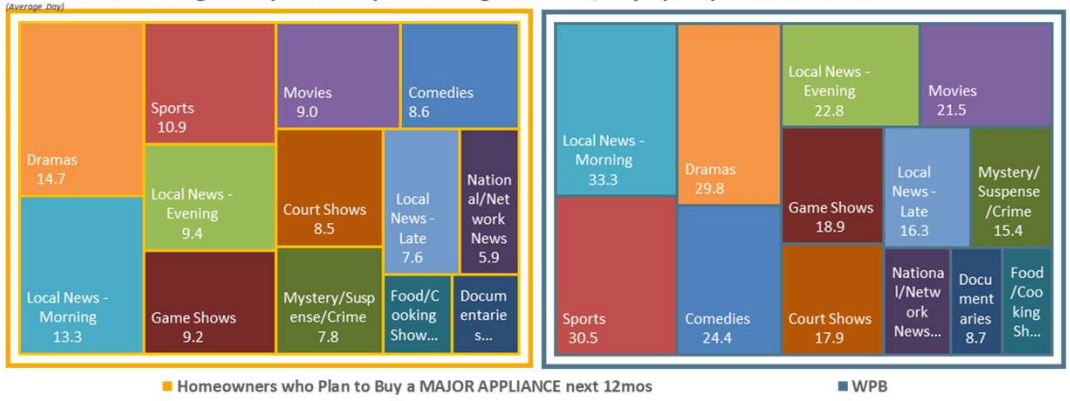
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

24,831 or 64.% 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 Dramas, Local News - Evening, National/Network News, Movies, Comedies, and Mystery/Suspense/Crime.

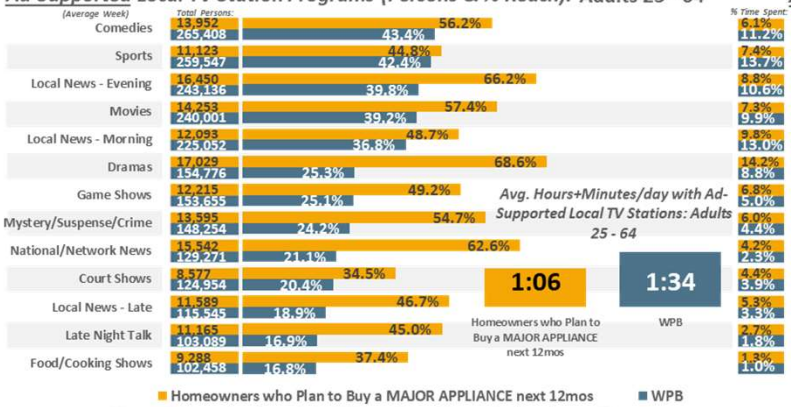
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



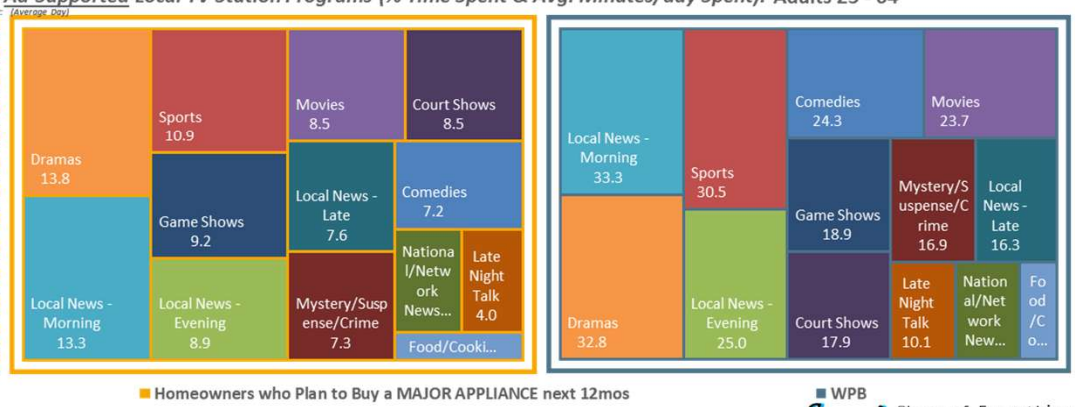
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

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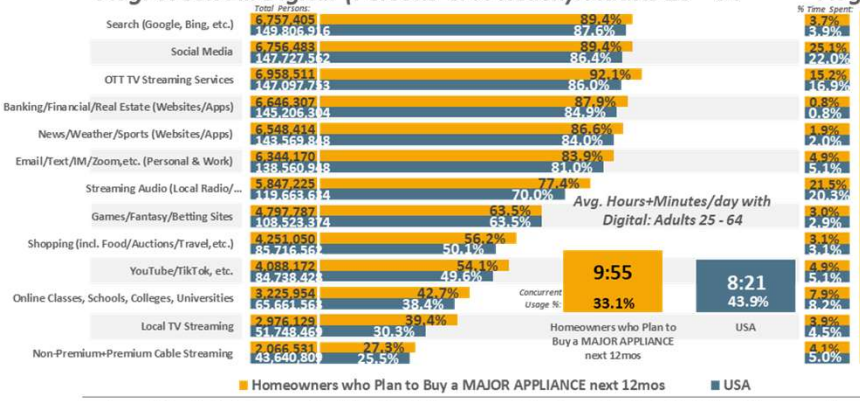
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

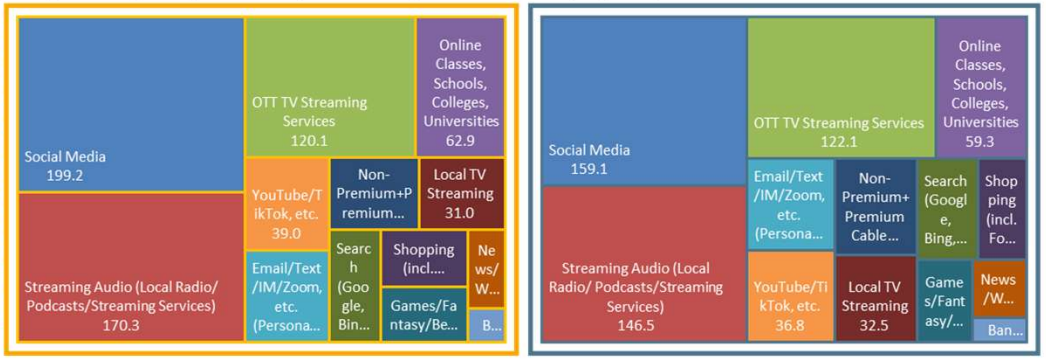
Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

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

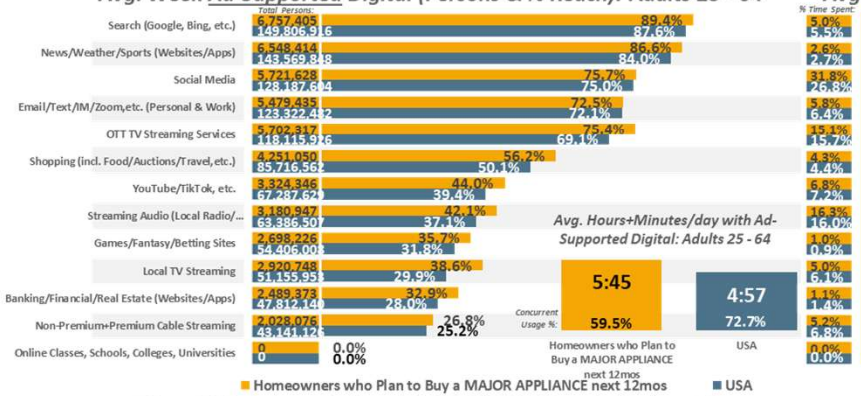
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



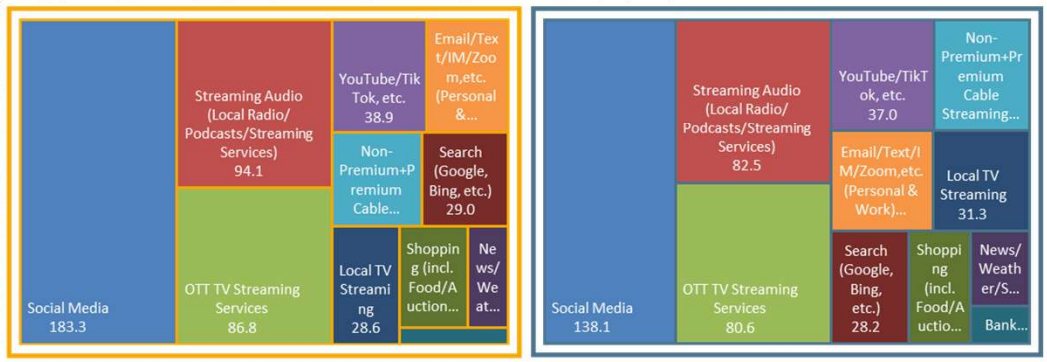
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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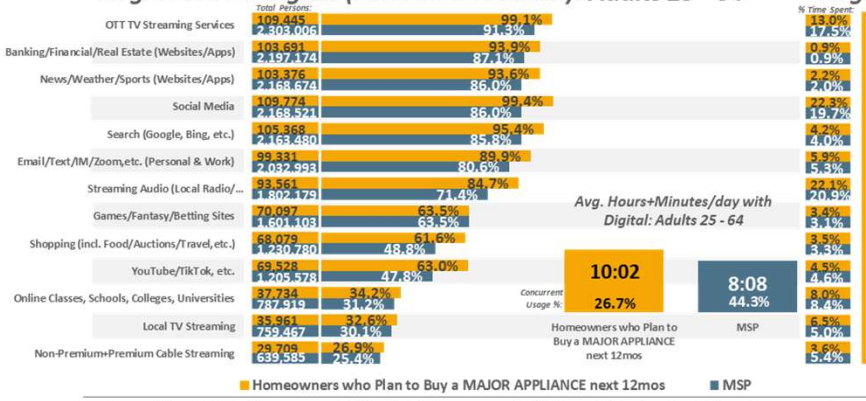
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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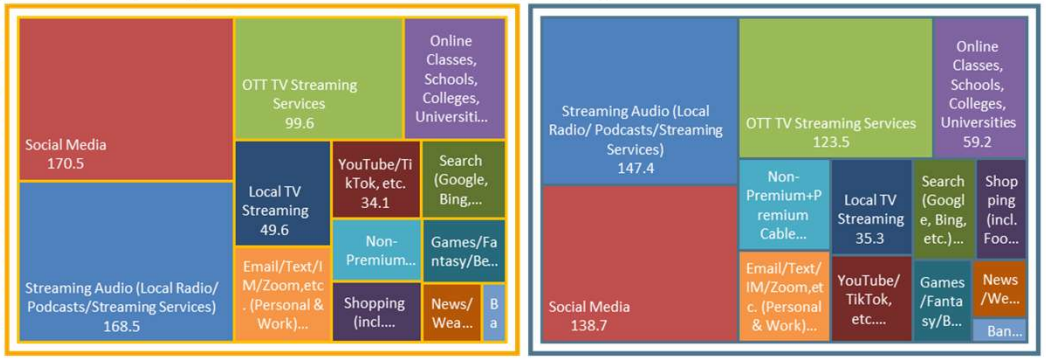
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

94,117 or 85.2% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Social Media for an average of 156.9 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

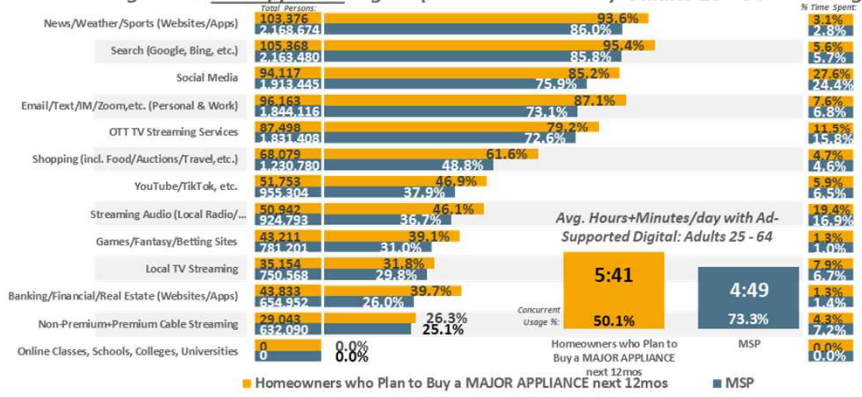
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



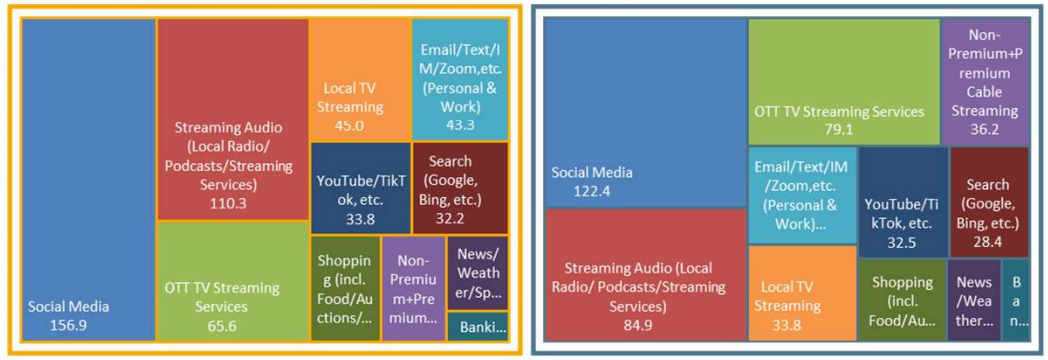
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 88

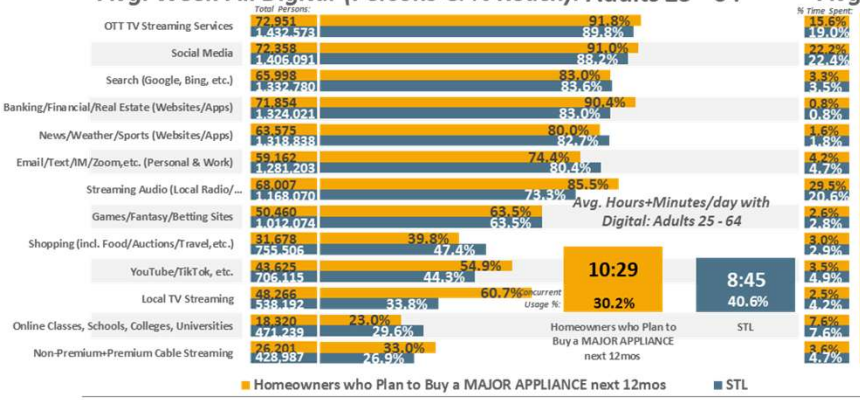
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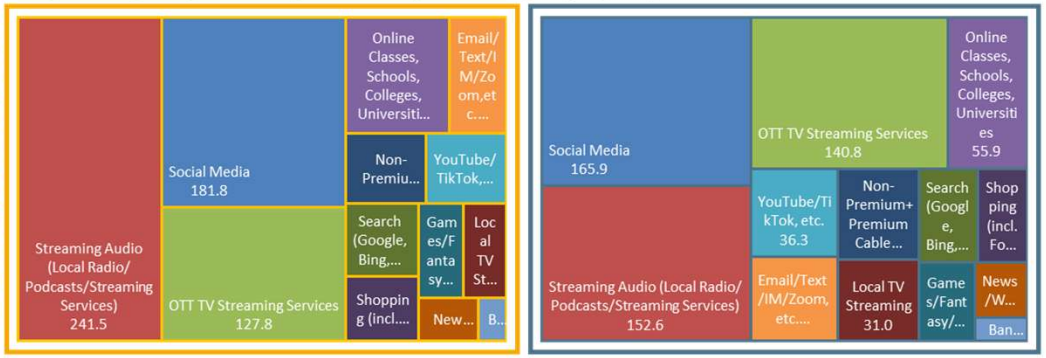
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

64,180 or 80.7% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Social Media for an average of 167.2 minutes every day representing 29.% of all time spent daily with Ad-Supported Digital Media.

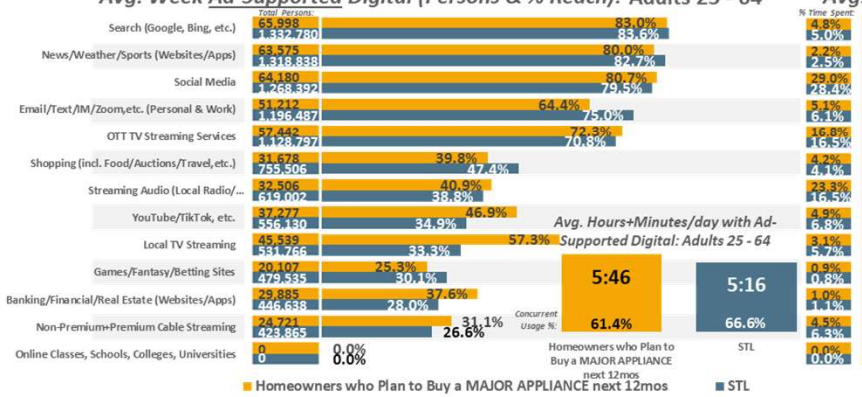
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



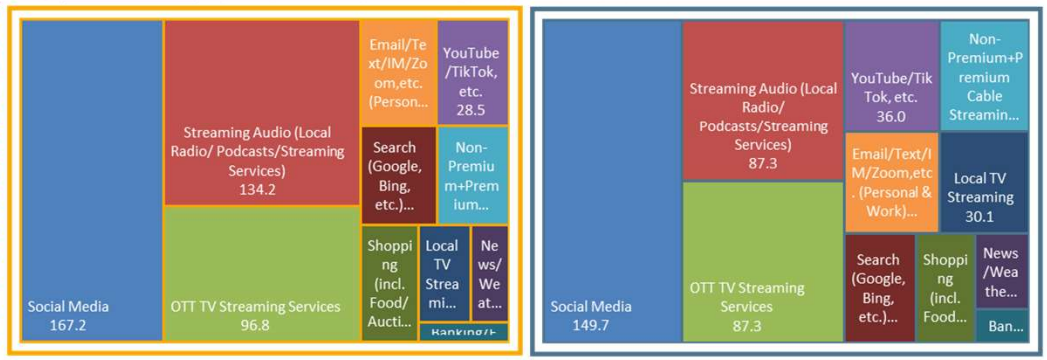
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 109

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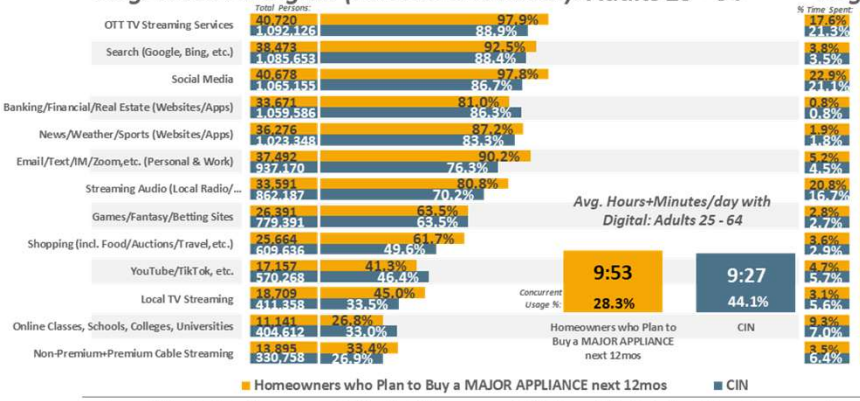
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

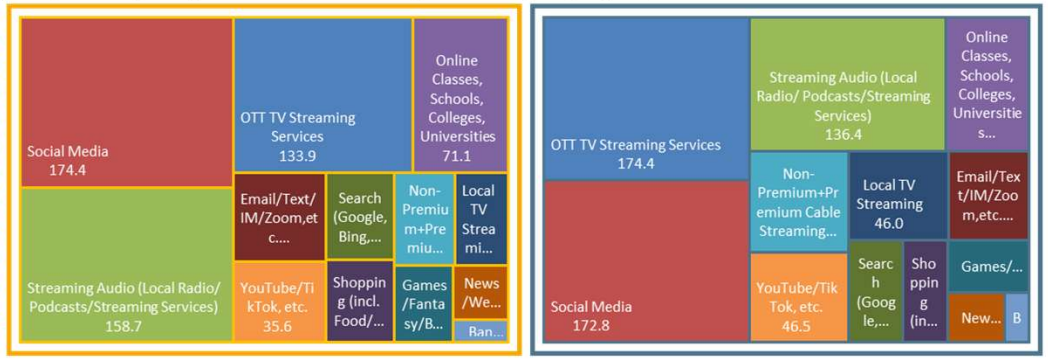
Whirlpool KitchenAid JENNAIR MAYTAG AMANA — CIN

36,687 or 88.2% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Social Media for an average of 160.4 minutes every day representing 30.7% of all time spent daily with Ad-Supported Digital Media.

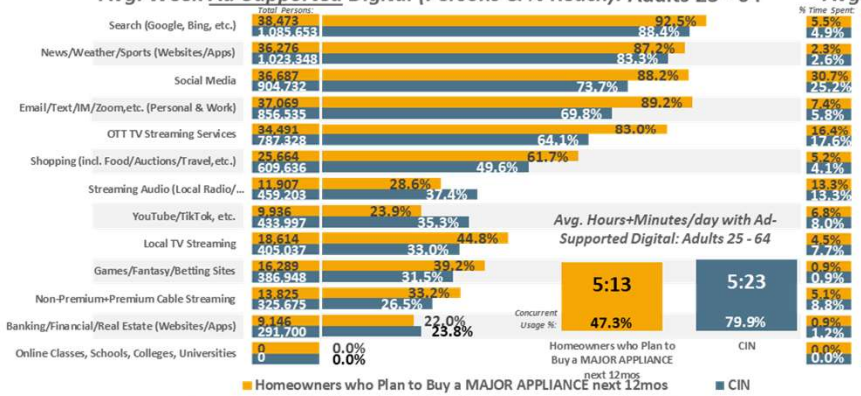
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



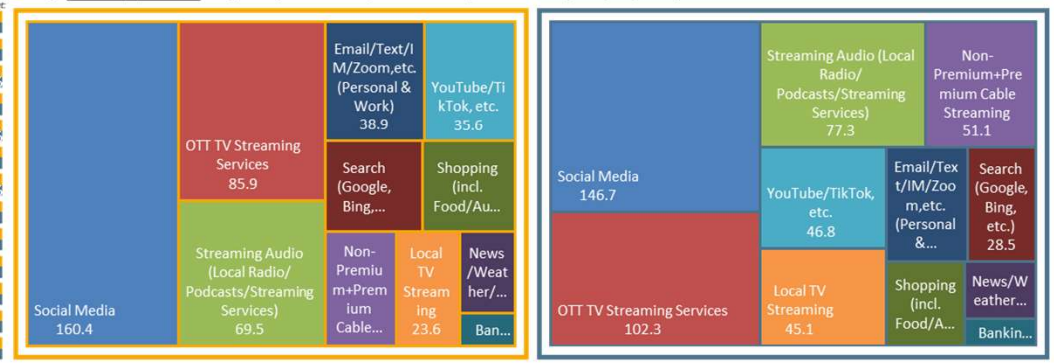
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 85

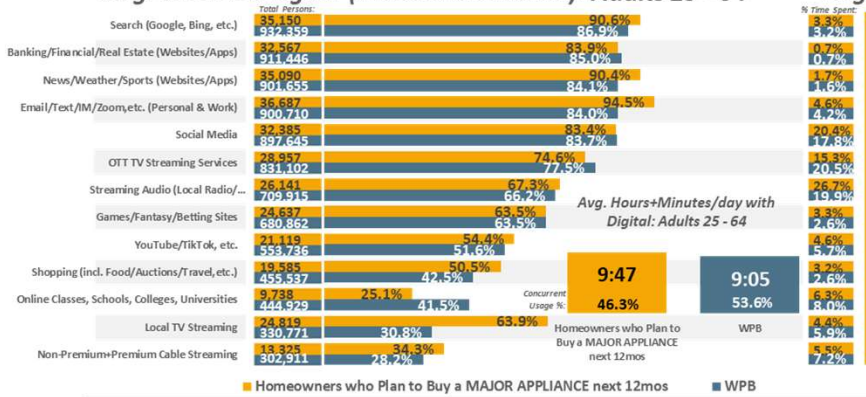
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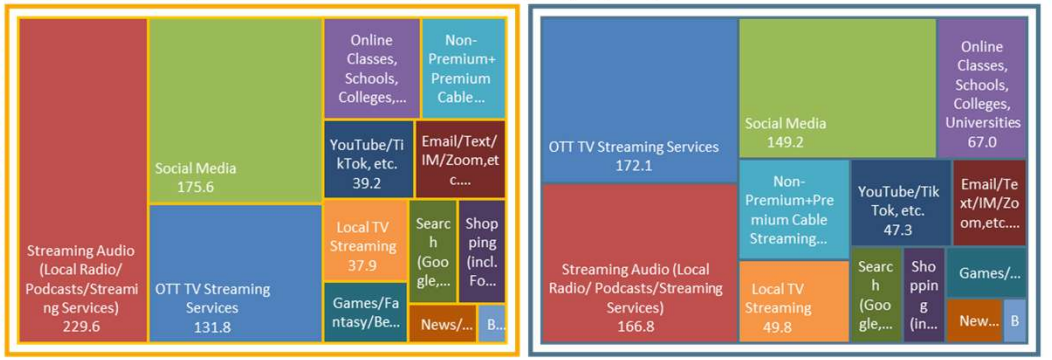
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

26,877 or 69.2% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Social Media for an average of 161.5 minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

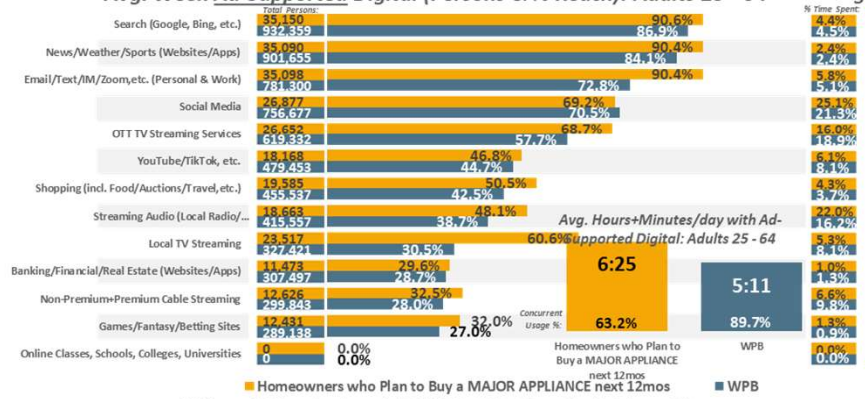
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



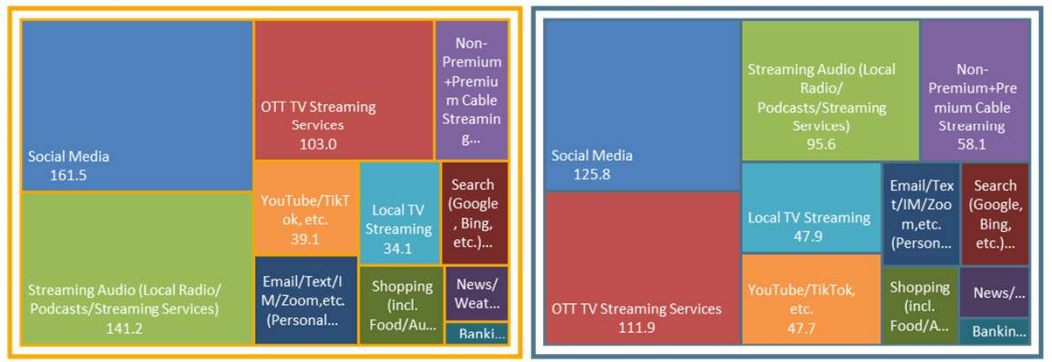
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

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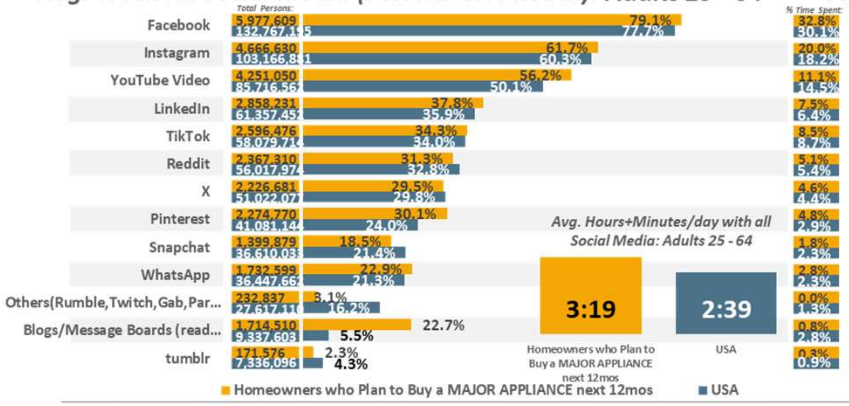
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

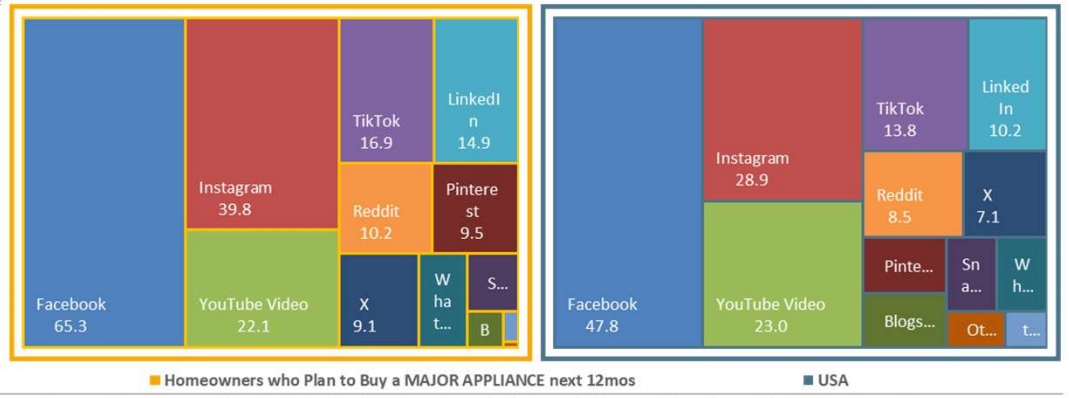
Whirlpool KitchenAid JENNAIR MAYTAG AMANA **USA**

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.

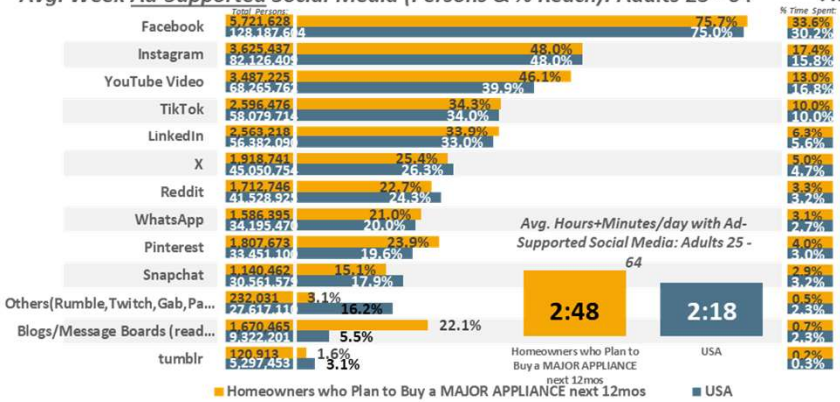
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



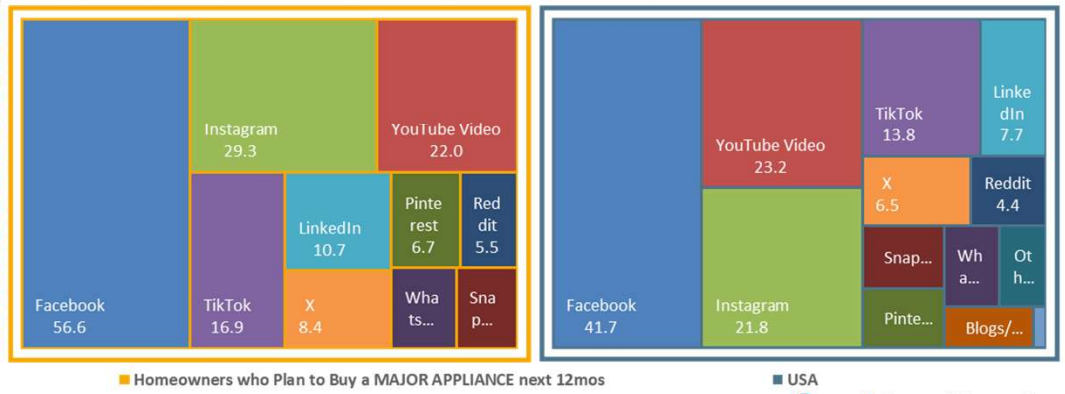
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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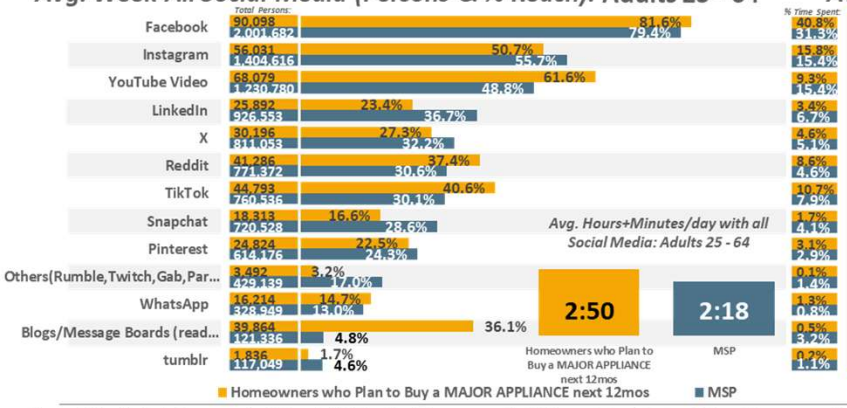
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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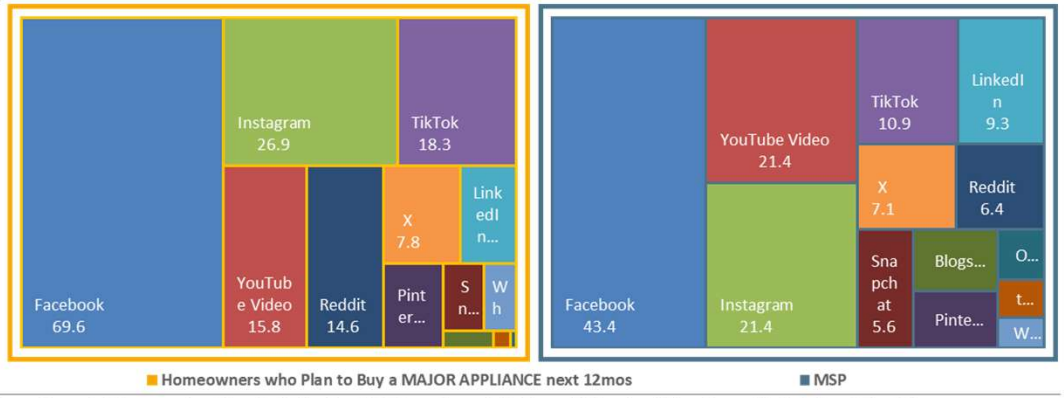
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

90,098 or 81.6% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Facebook for an average of 56.5 minutes every day representing 38.7% of all time spent daily with Ad-Supported Social Media.

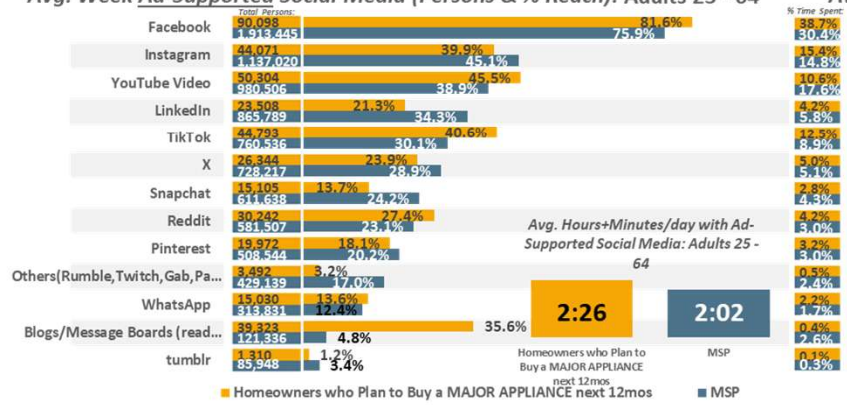
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



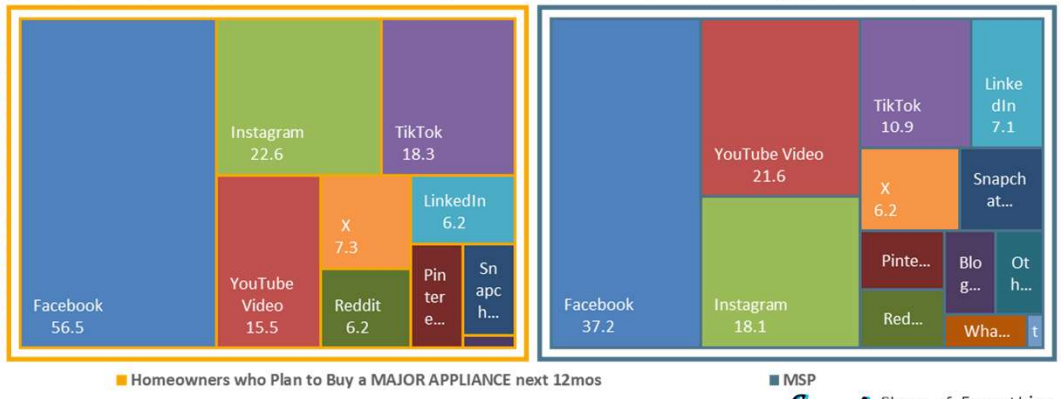
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 88

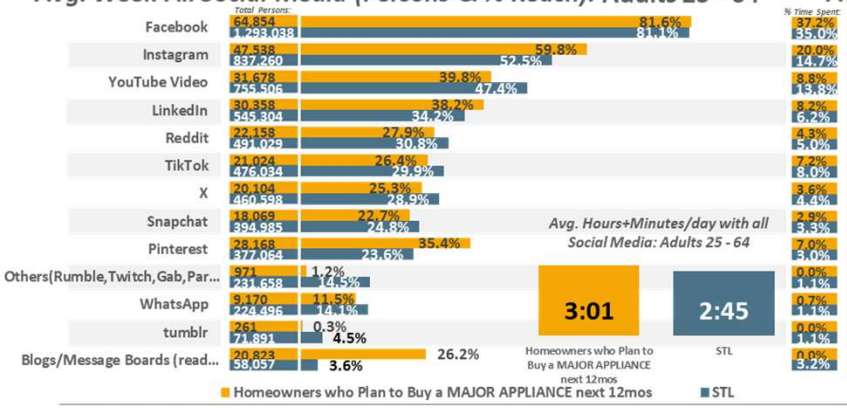
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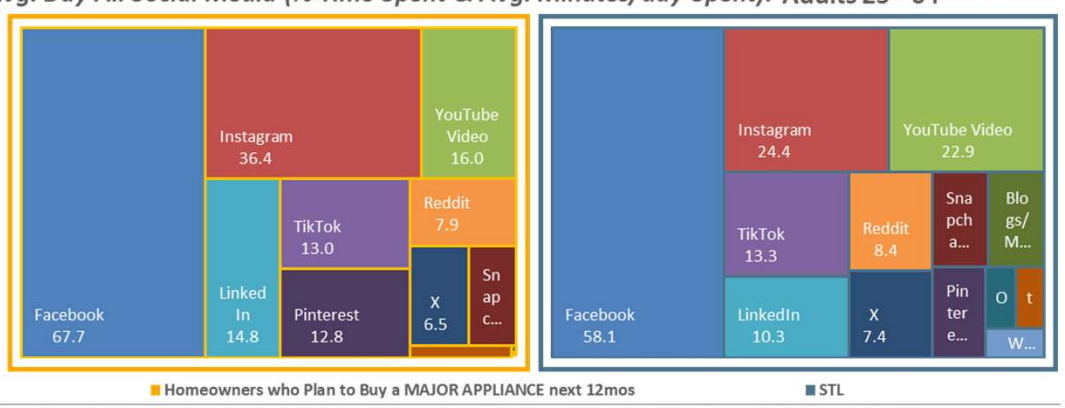
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

64,180 or 80.7% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Facebook for an average of 60.8 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

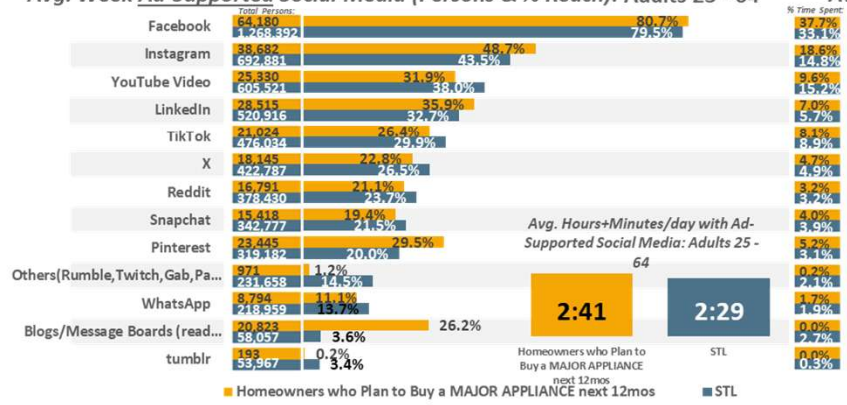
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



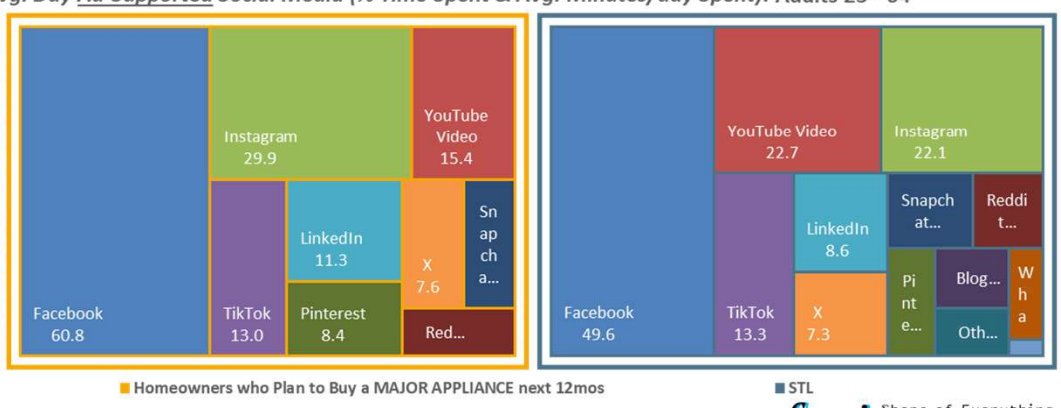
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 109

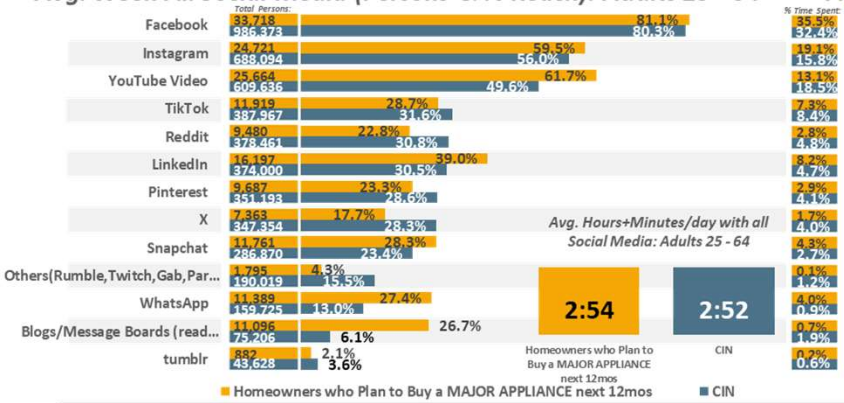
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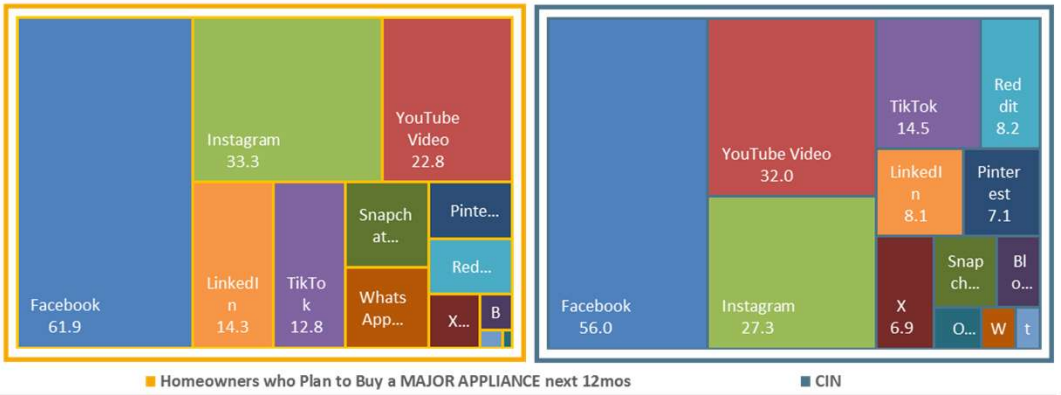
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

33,718 or 81.1% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Facebook for an average of 54.7 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

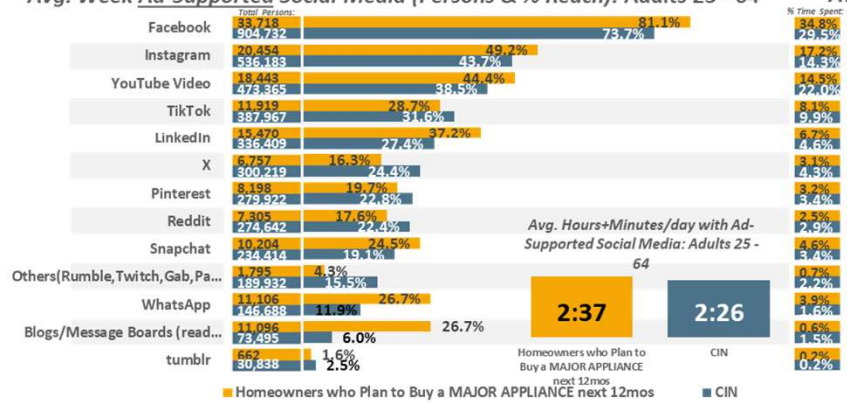
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



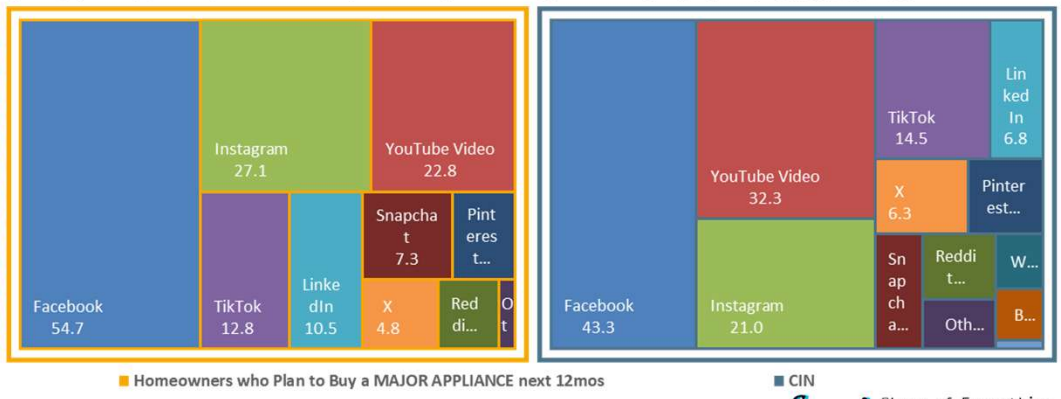
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 85

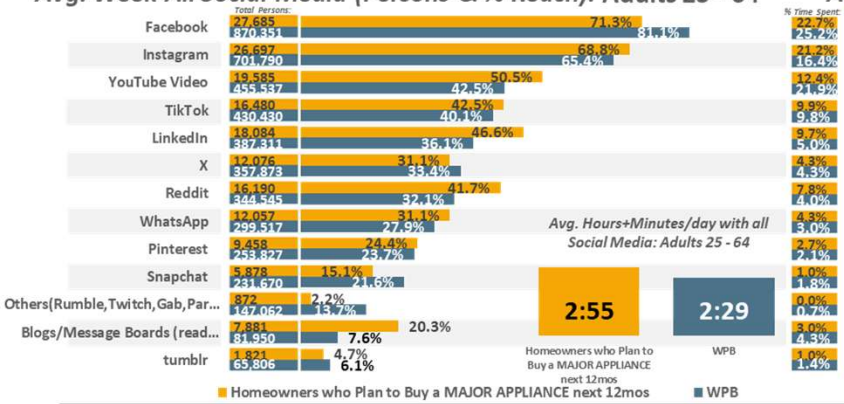
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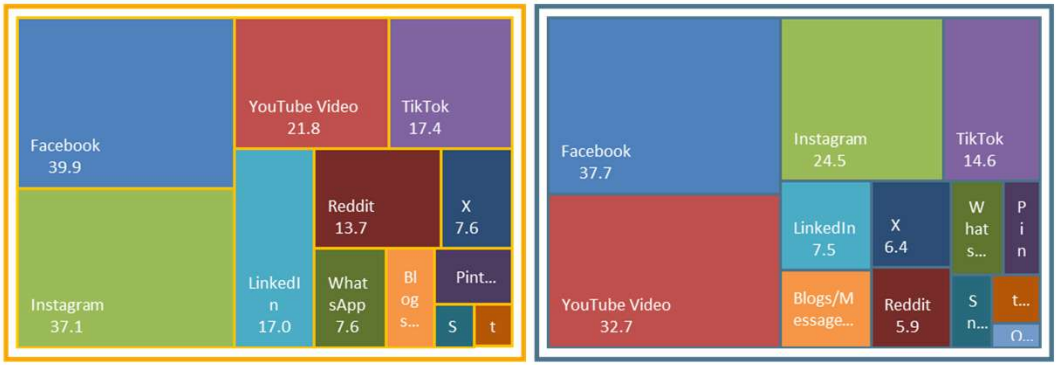
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

26,877 or 69.2% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Facebook for an average of 41. minutes every day representing 28.2% of all time spent daily with Ad-Supported Social Media.

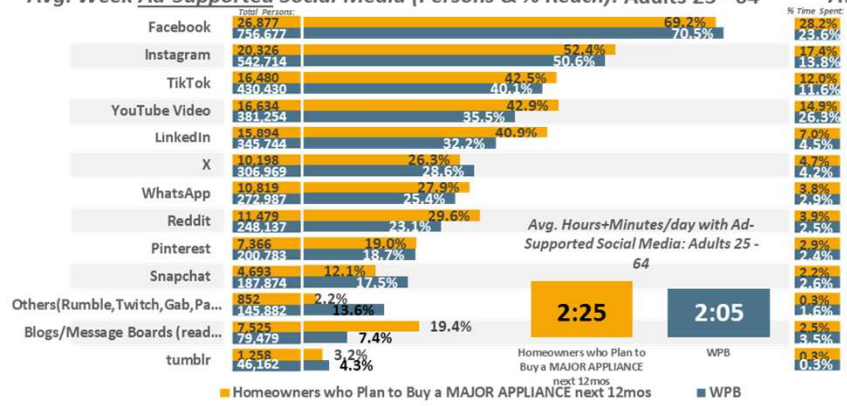
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



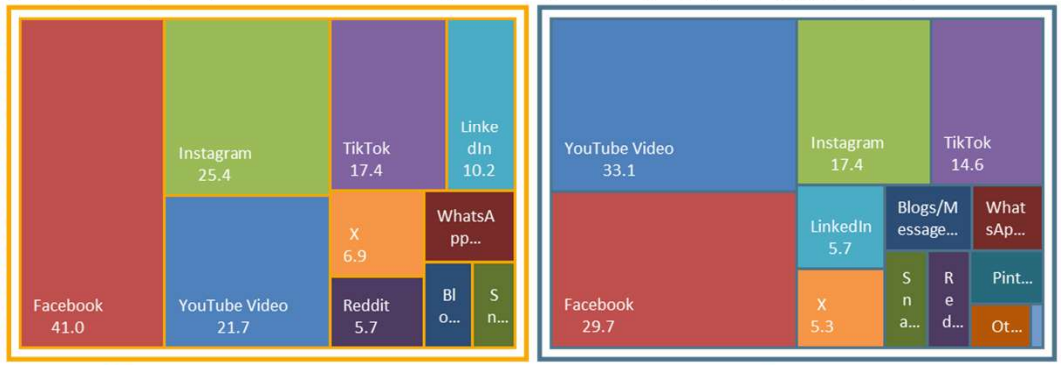
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

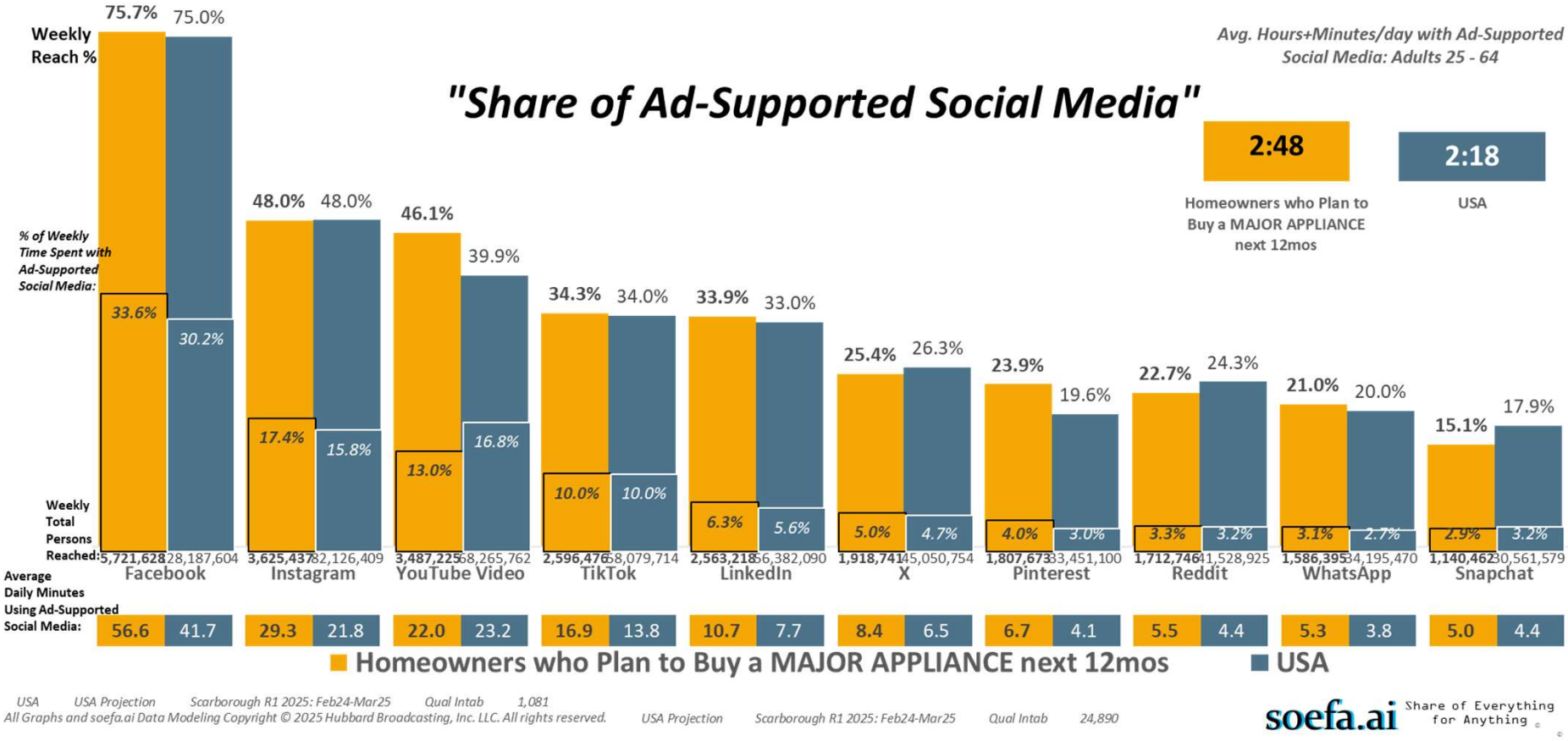
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

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

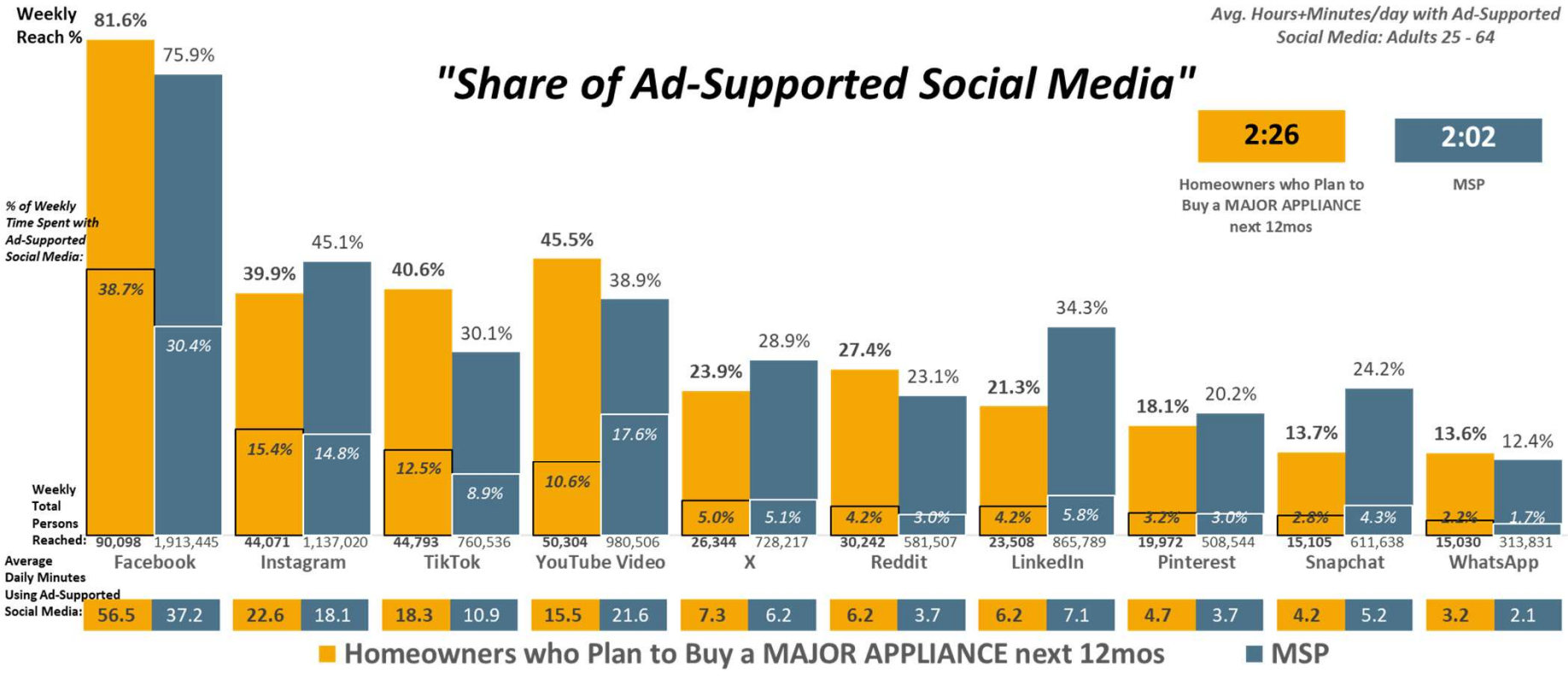
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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

90,098 or 81.6% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Facebook for an average of 56.5 minutes every day representing 38.7% of all time spent daily with Ad-Supported Social Media.



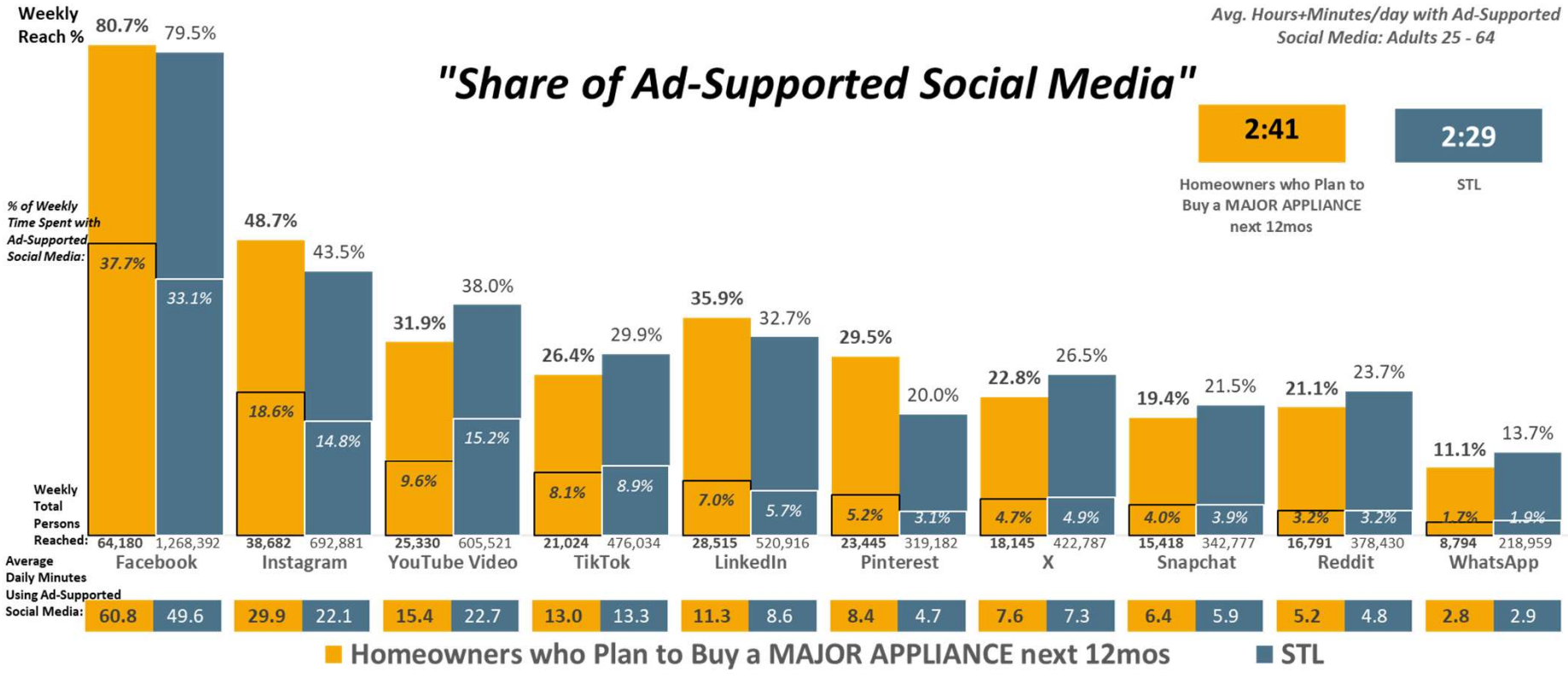
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 88 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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

64,180 or 80.7% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Facebook for an average of 60.8 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.



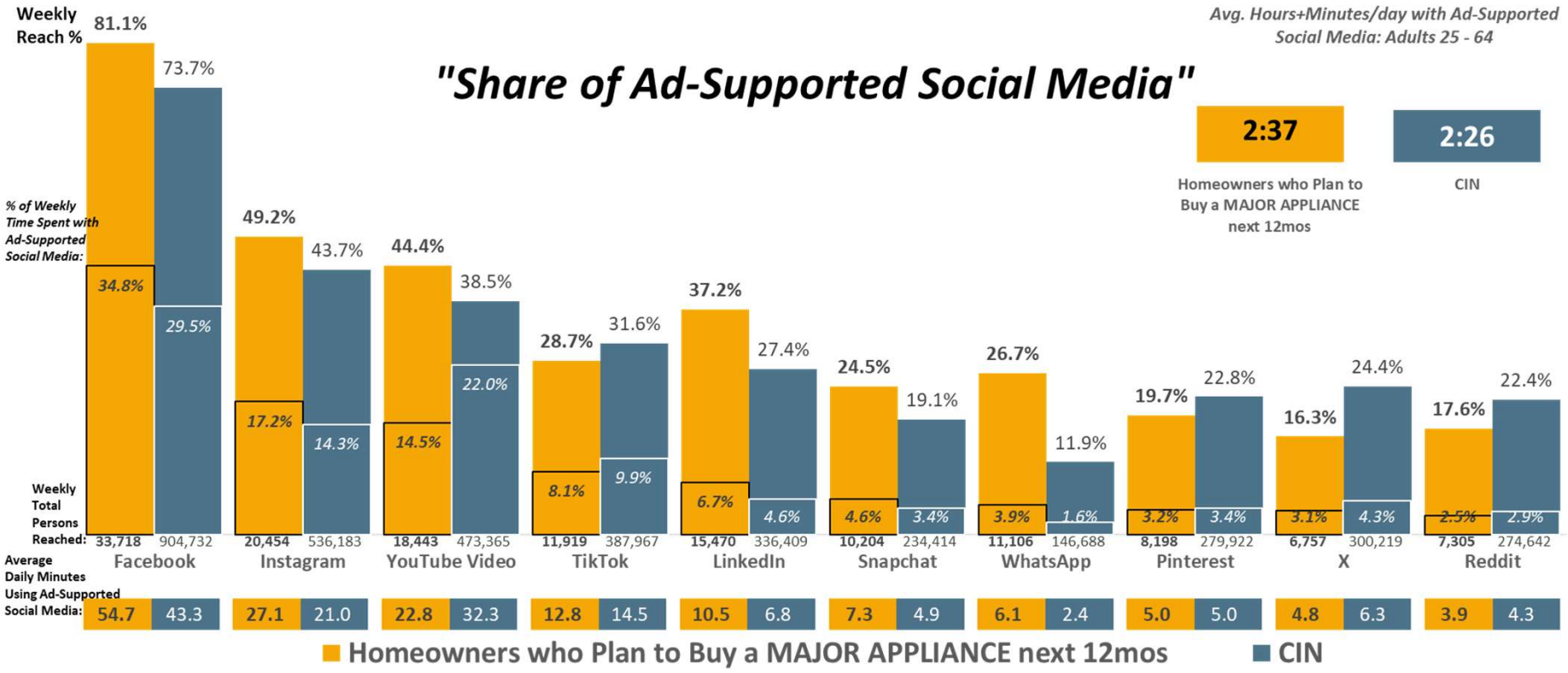
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 109 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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

33,718 or 81.1% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Facebook for an average of 54.7 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.



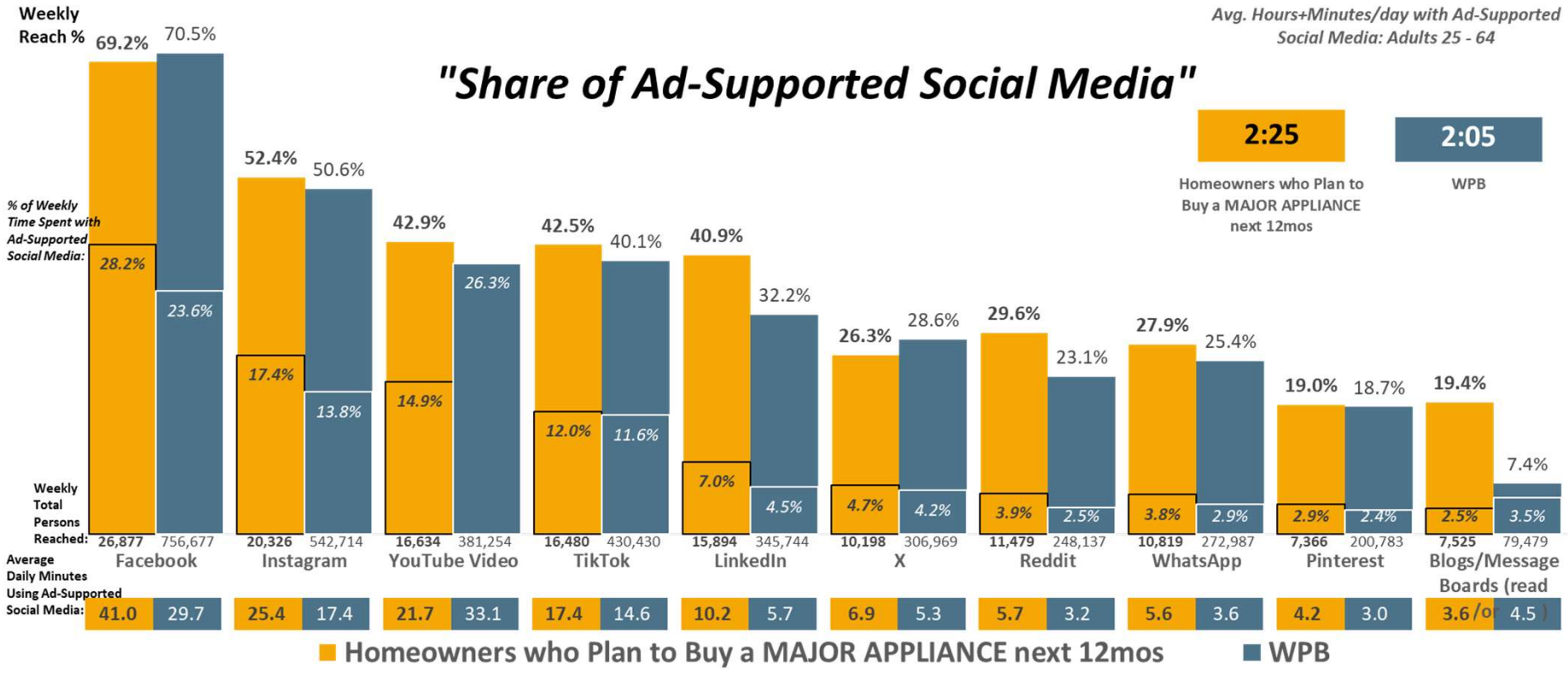
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 85 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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

26,877 or 69.2% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos use Ad-Supported Facebook for an average of 41. minutes every day representing 28.2% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

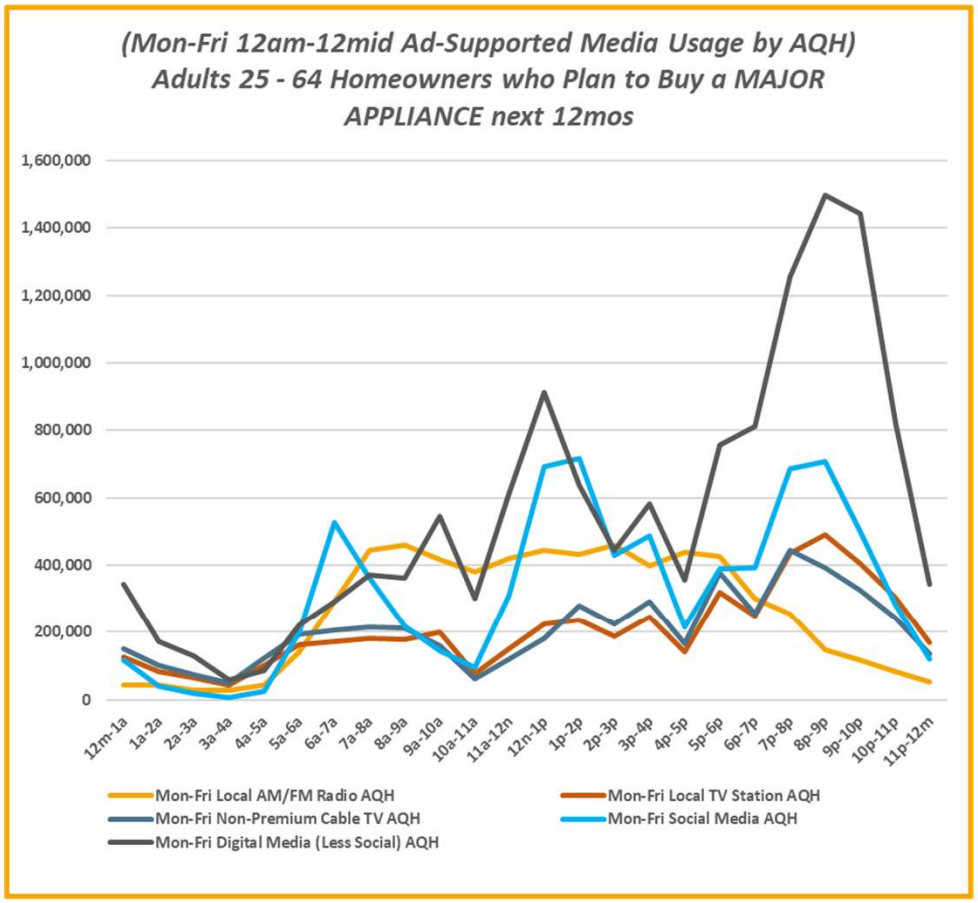
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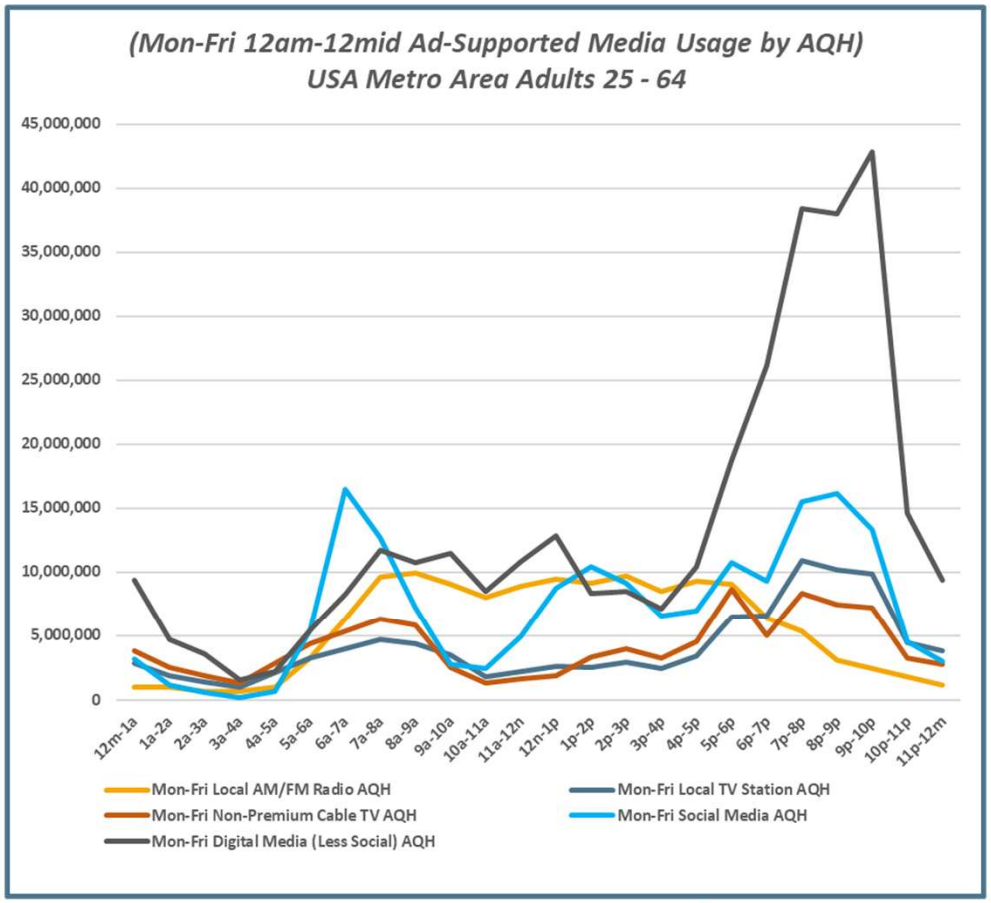
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

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

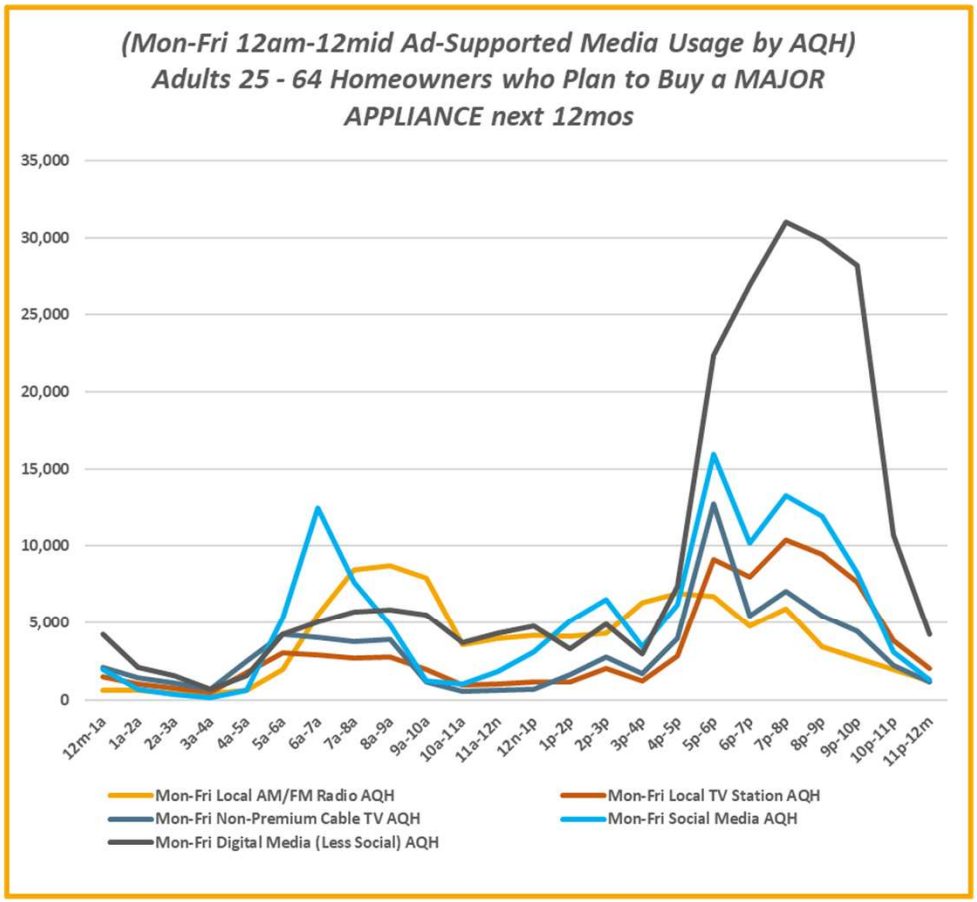
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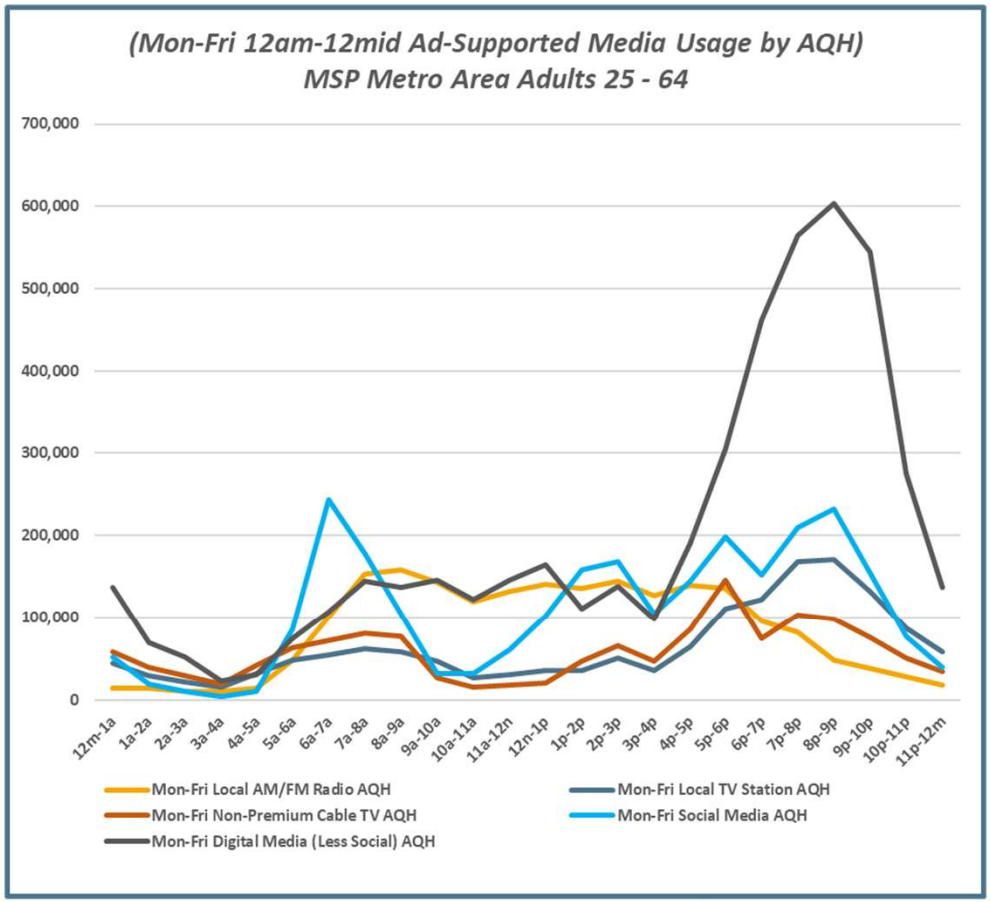
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,887; Social Media: 6,110; Local Radio: 5,791; Non-Prem. Cable: 3,287; Local TV: 2,895 reaching Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos.





MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 88

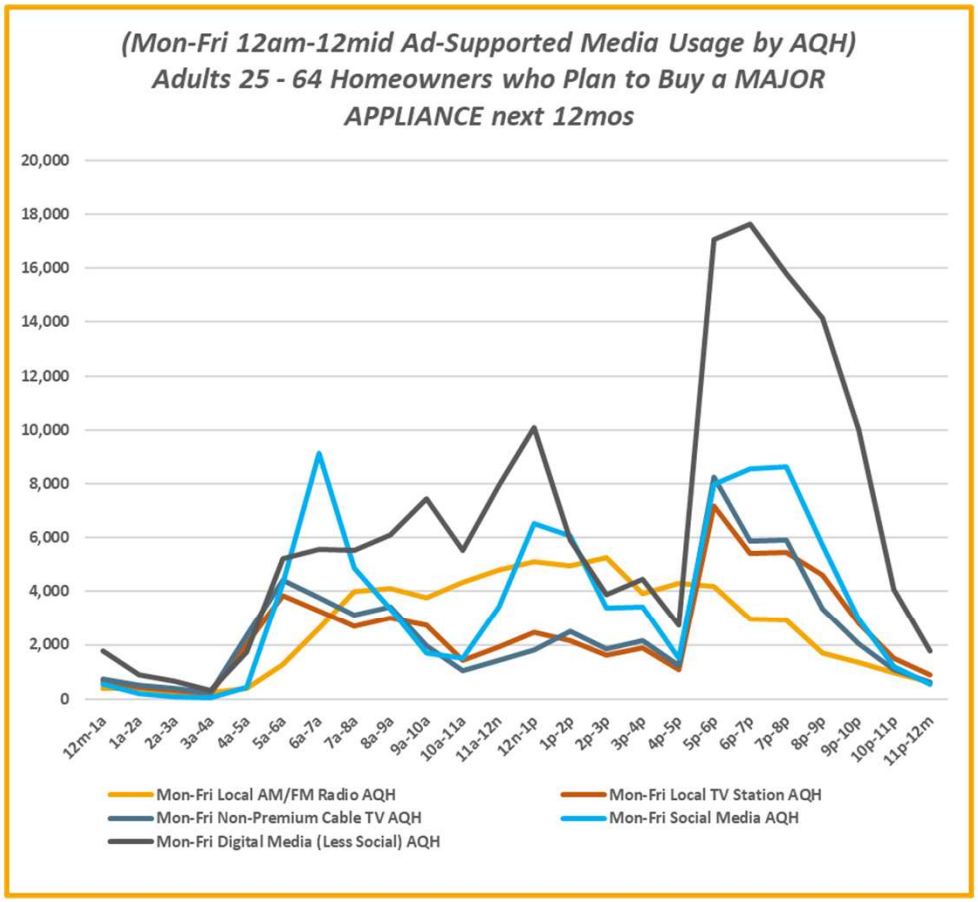
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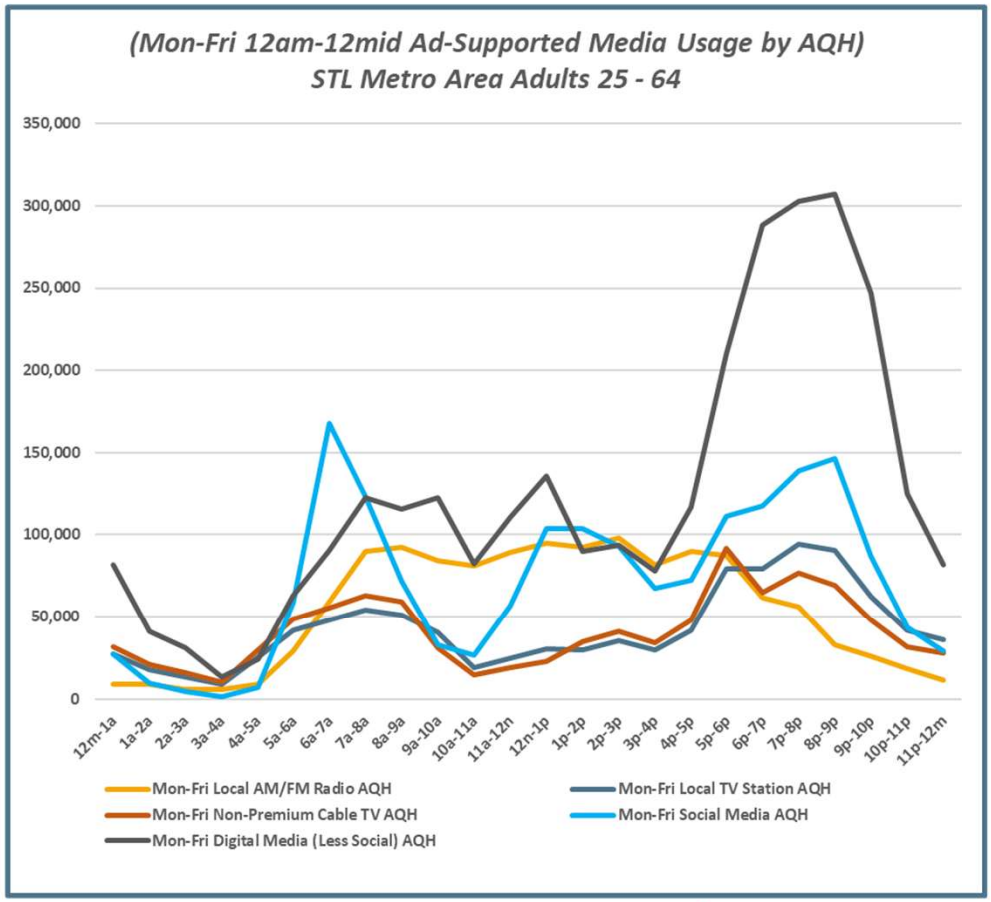
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA STL

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,680; Social Media: 4,722; Local Radio: 4,177; Non-Prem. Cable: 2,950; Local TV: 2,832 reaching Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos.





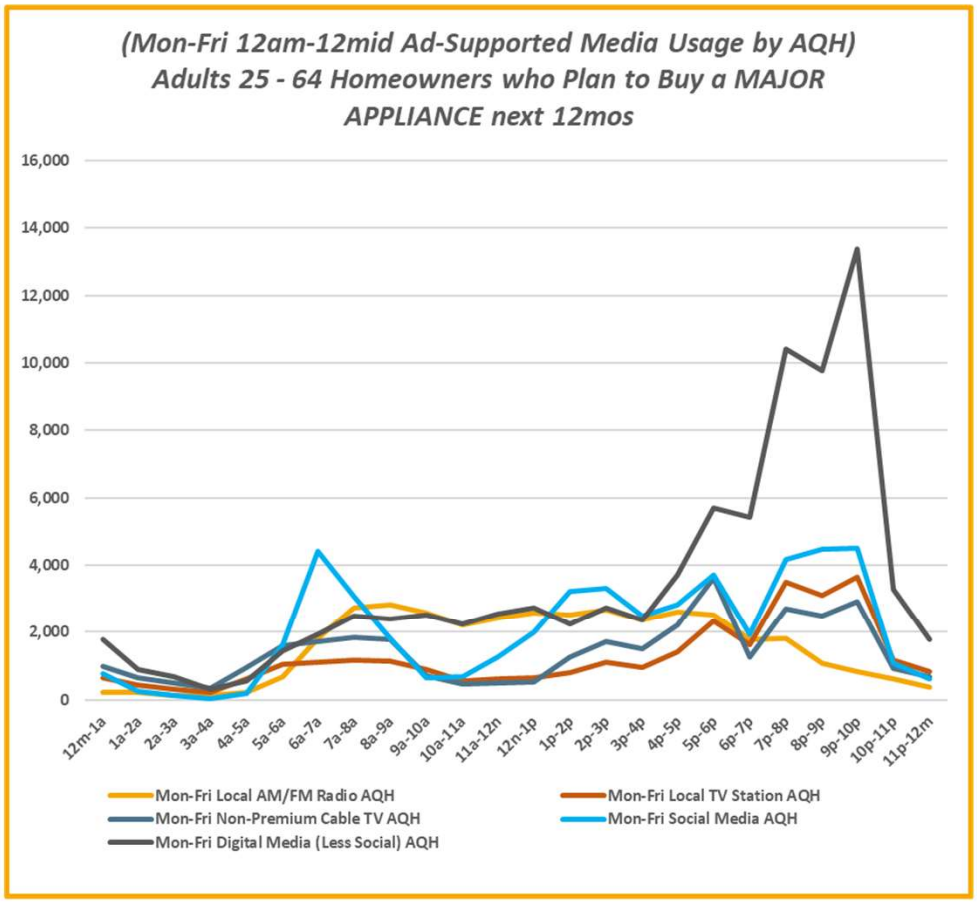
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 109

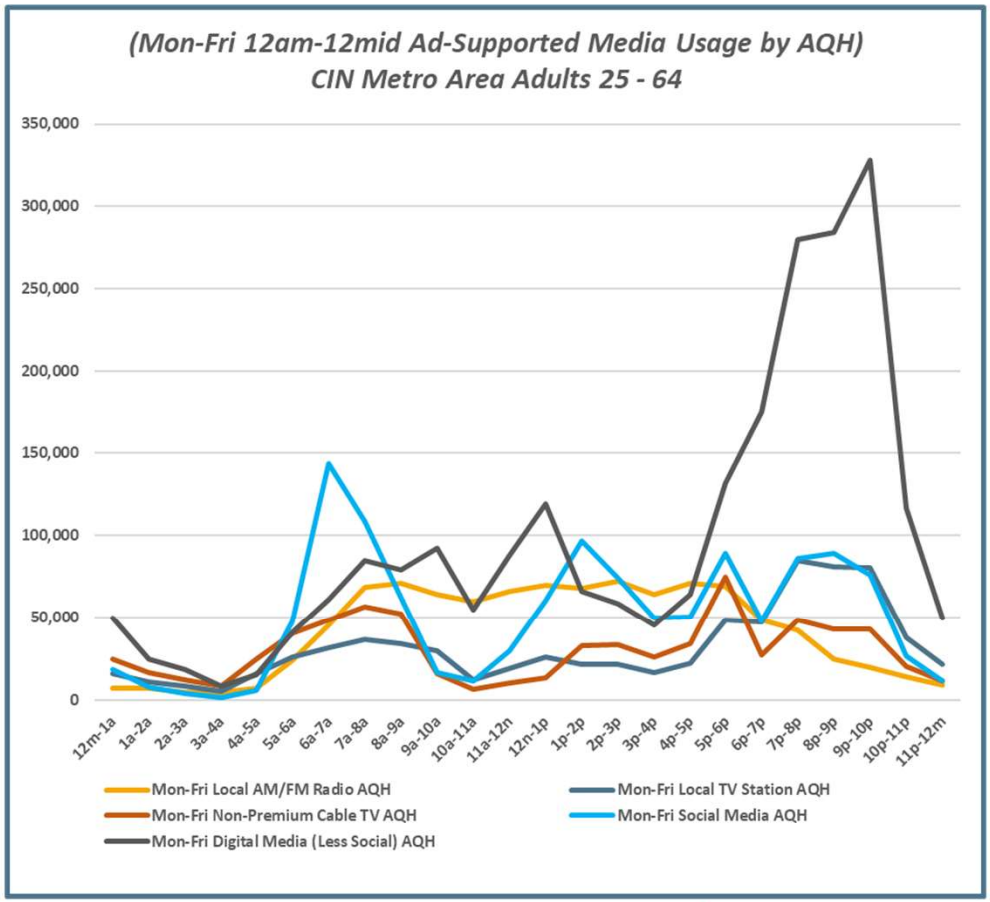
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,999; Local Radio: 2,429; Social Media: 2,411; Non-Prem. Cable: 1,463; Local TV: 1,107 reaching Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos.





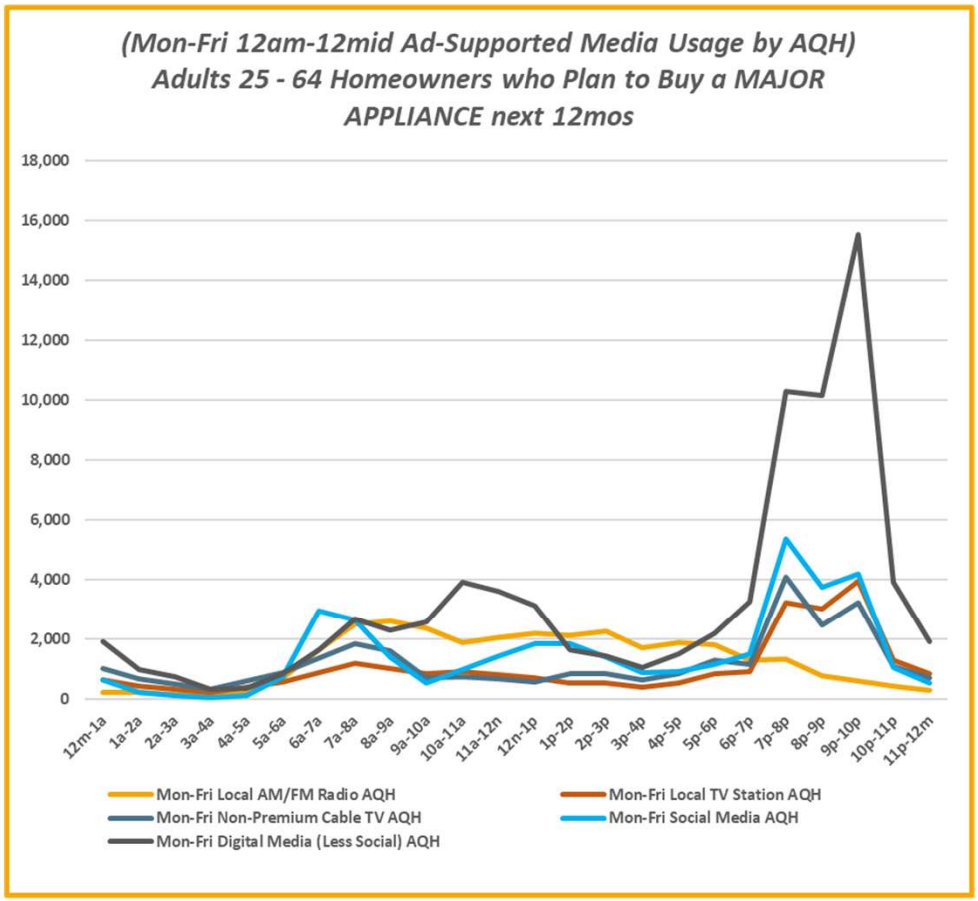
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 85

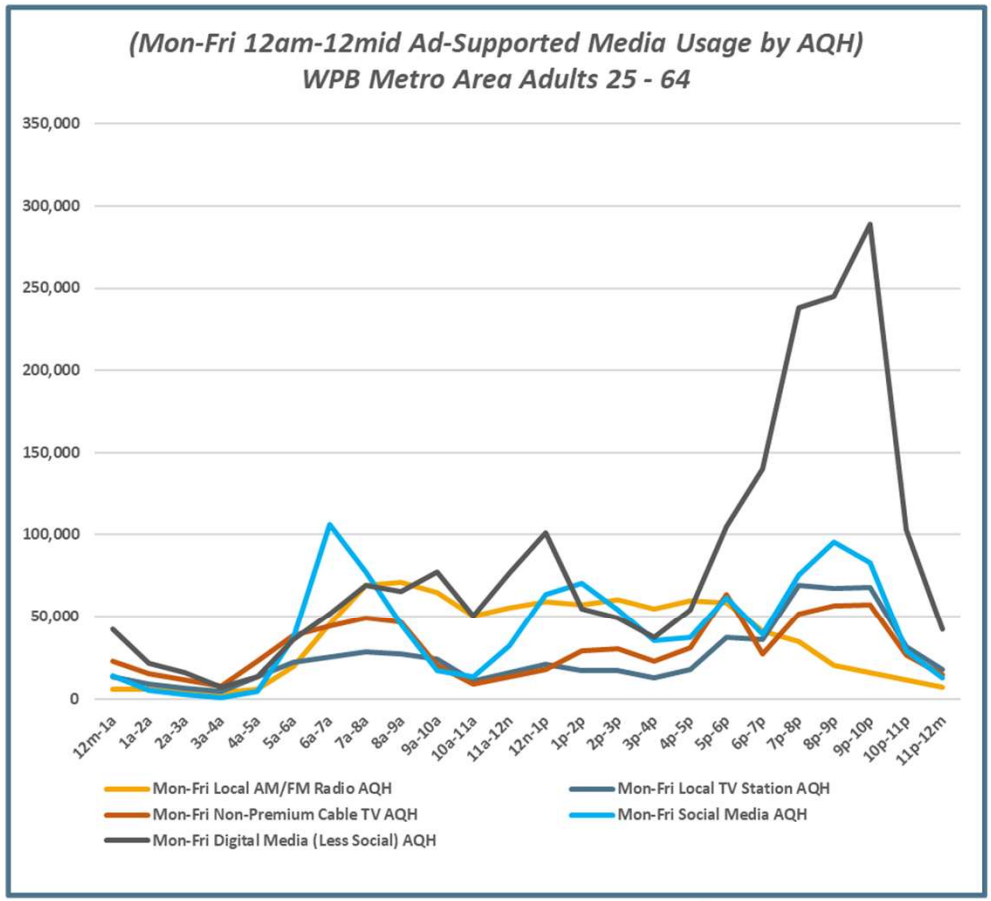
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,365; Local Radio: 2,013; Social Media: 1,487; Non-Prem. Cable: 1,002; Local TV: 771 reaching Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos.





WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

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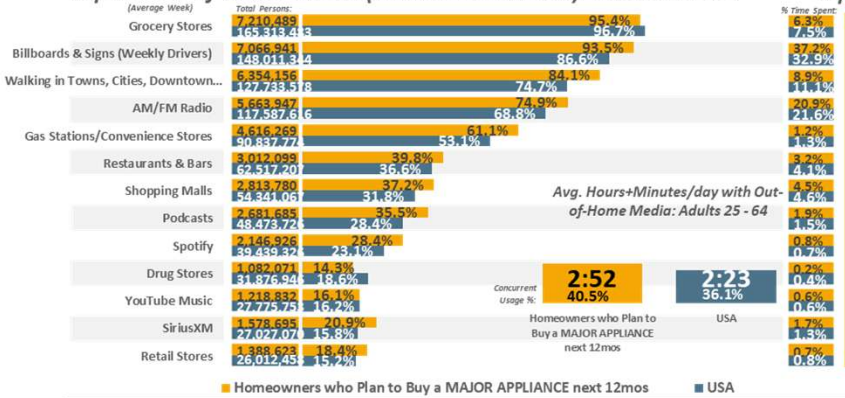
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

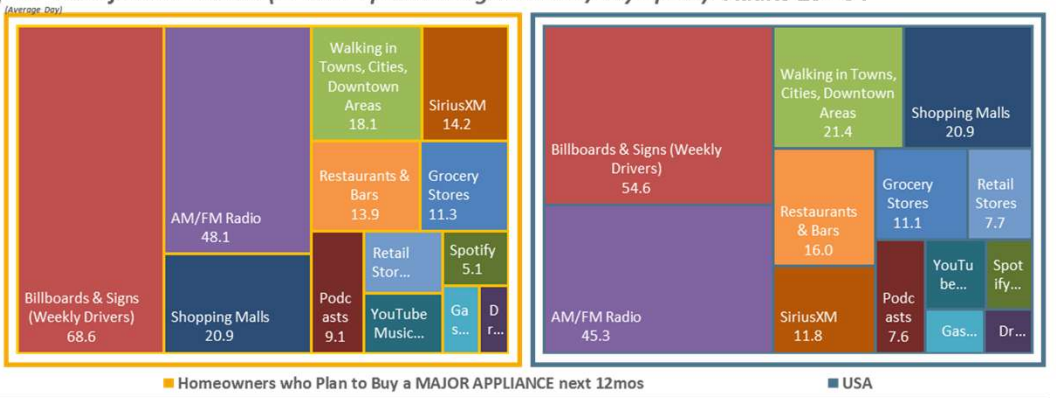
Whirlpool KitchenAid JENNAIR MAYTAG AMANA USA

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

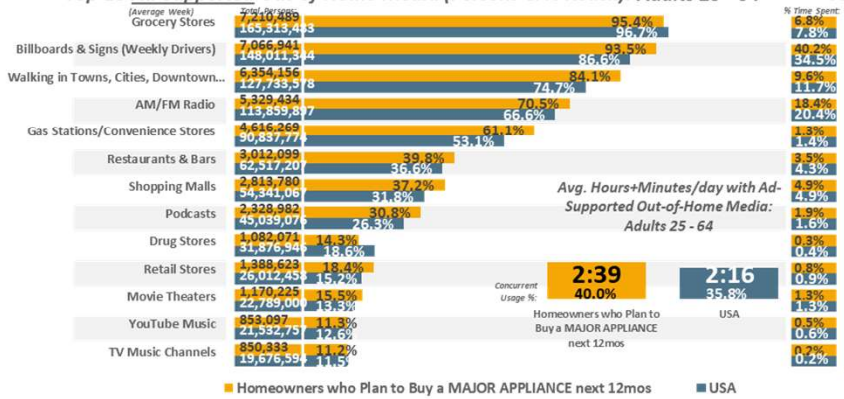
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



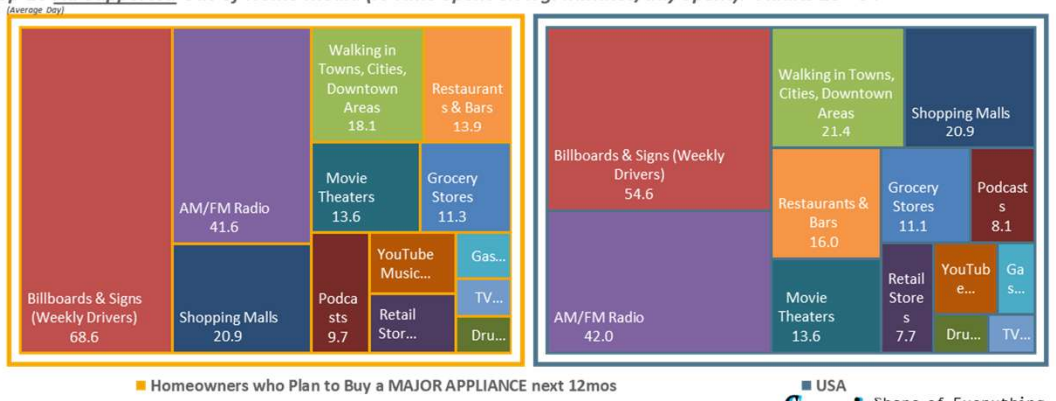
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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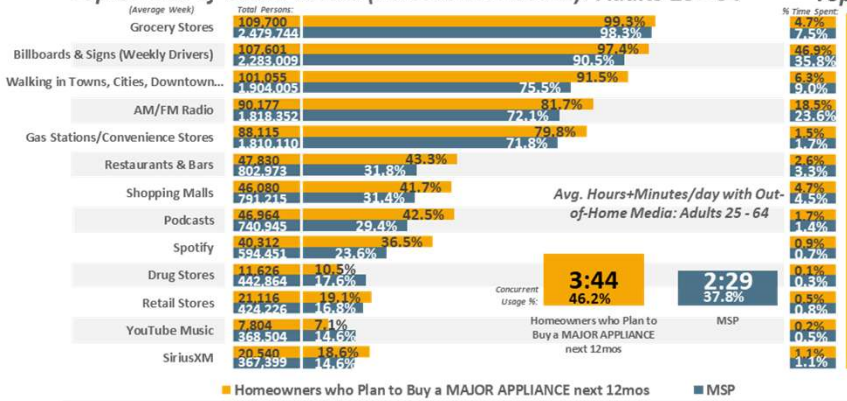
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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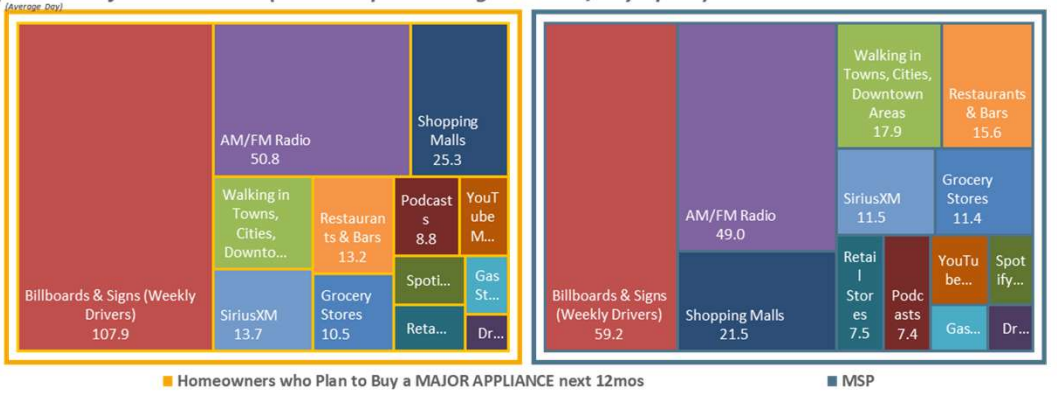
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

107,601 or 97.4% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 107.9 minutes per day driving, seeing Billboards and Signs. 72.9% Listen to Local Radio Stations Out-of-Home for an average of 44.7 minutes/day.

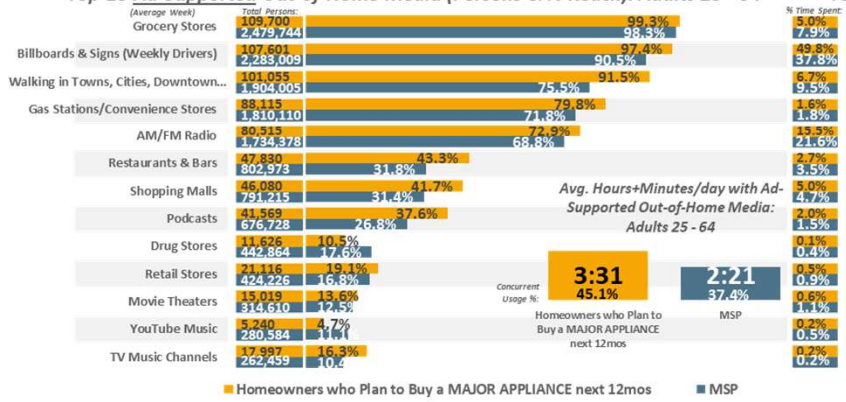
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



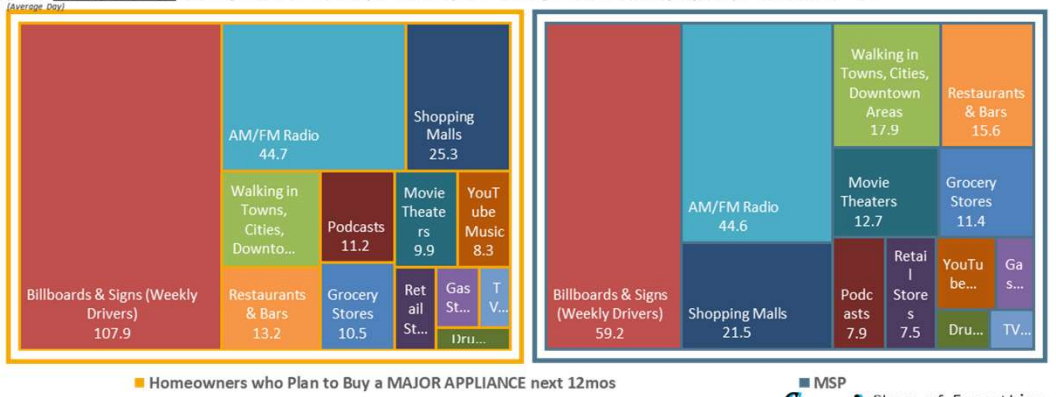
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 88

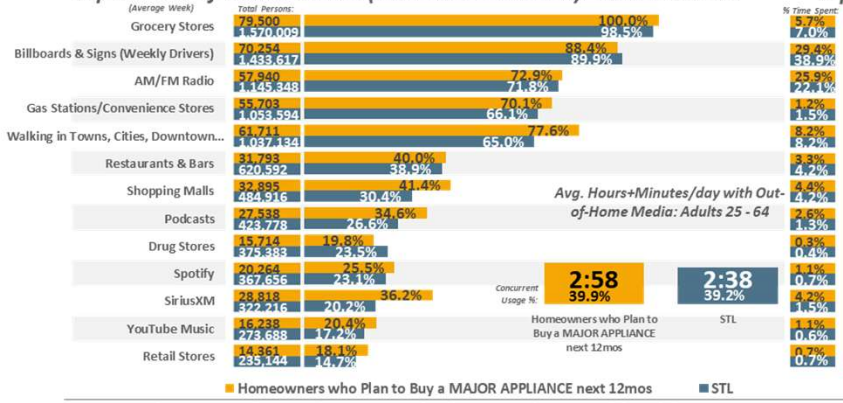
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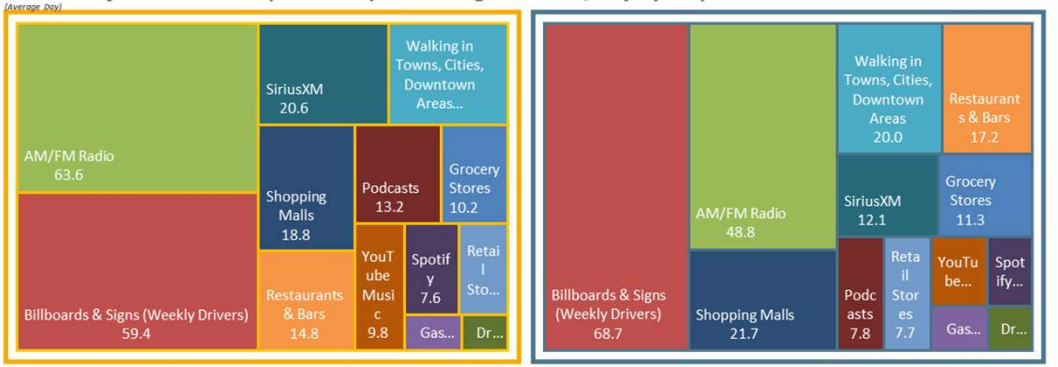
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

70,254 or 88.4% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 59.4 minutes per day driving, seeing Billboards and Signs. 69.1% Listen to Local Radio Stations Out-of-Home for an average of 54.3 minutes/day.

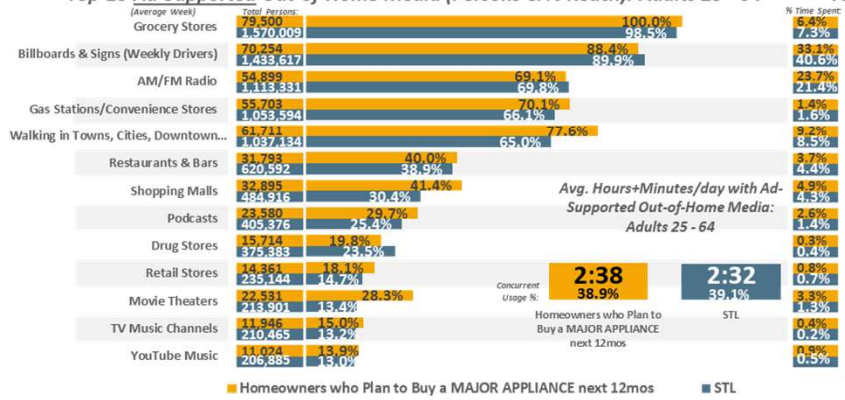
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



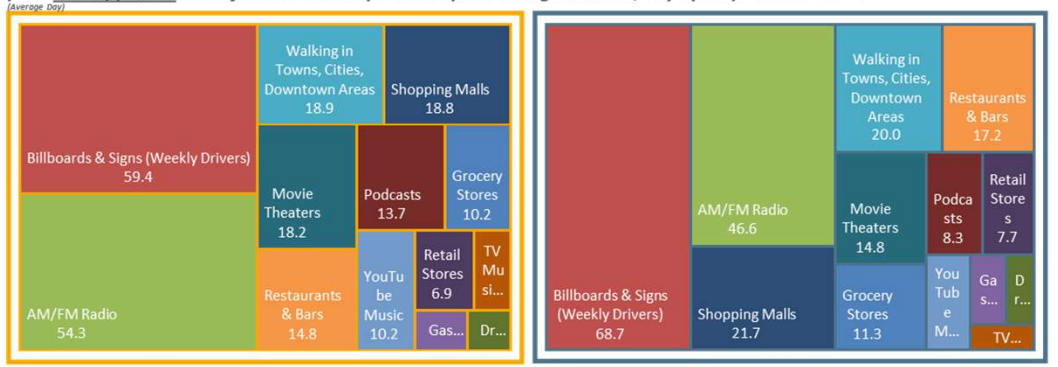
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 109

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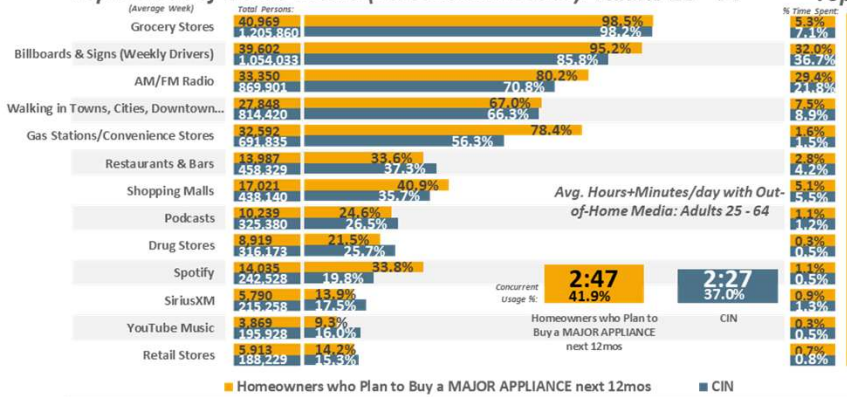
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

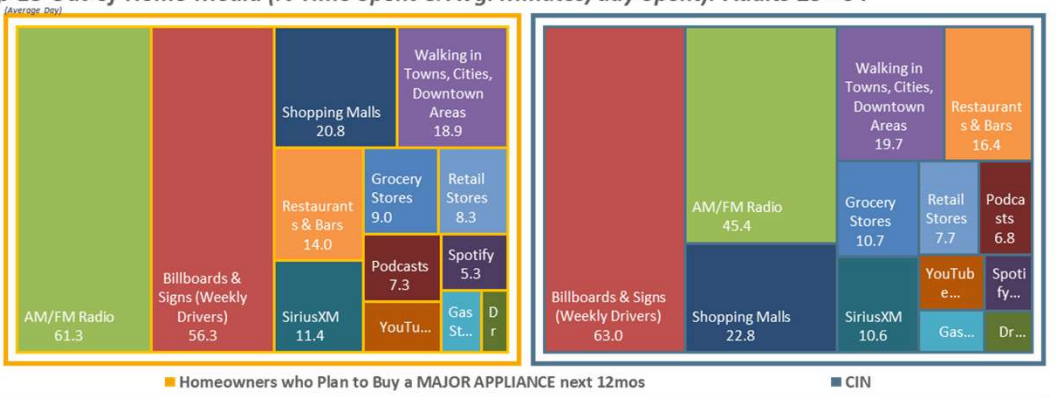
Whirlpool KitchenAid JENNAIR MAYTAG AMANA — CIN

39,602 or 95.2% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 56.3 minutes per day driving, seeing Billboards and Signs. 77.2% Listen to Local Radio Stations Out-of-Home for an average of 59.1 minutes/day.

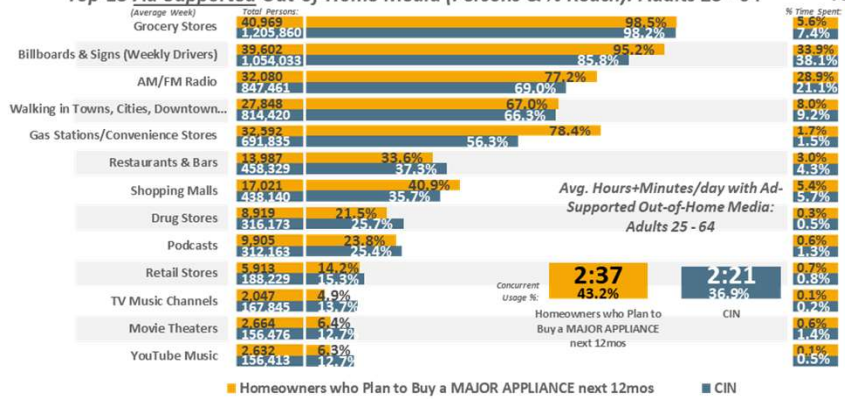
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



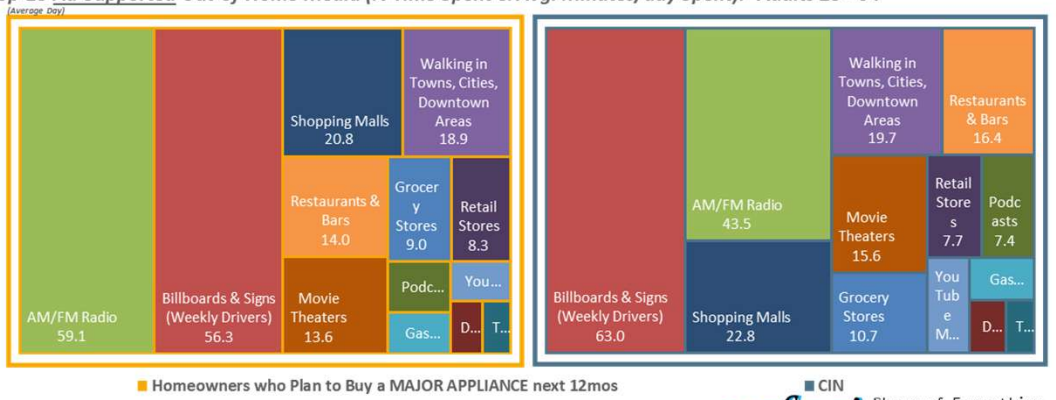
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 85

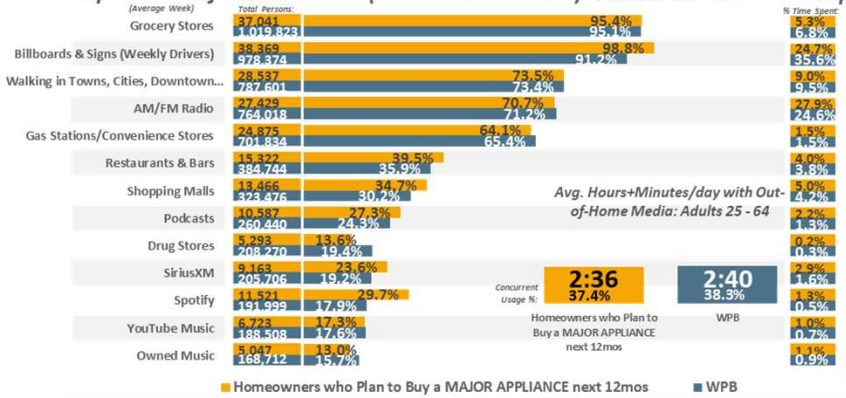
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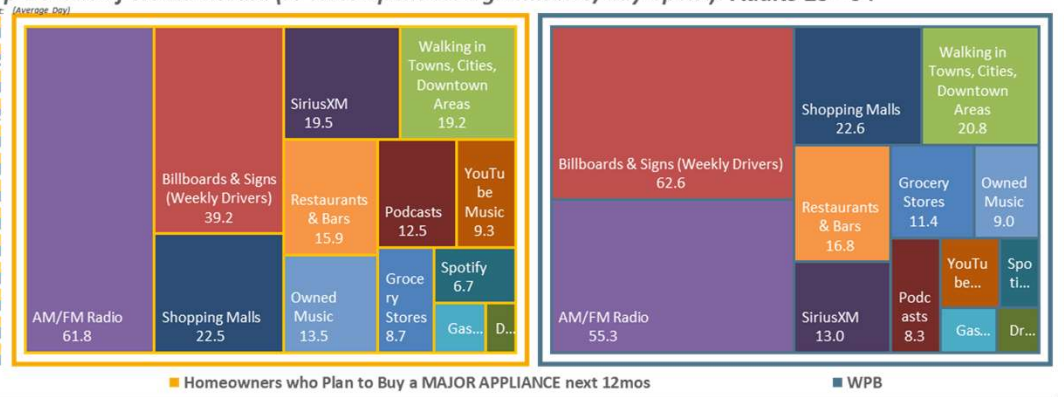
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

38,369 or 98.8% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 39.2 minutes per day driving, seeing Billboards and Signs. 68.% Listen to Local Radio Stations Out-of-Home for an average of 47.4 minutes/day.

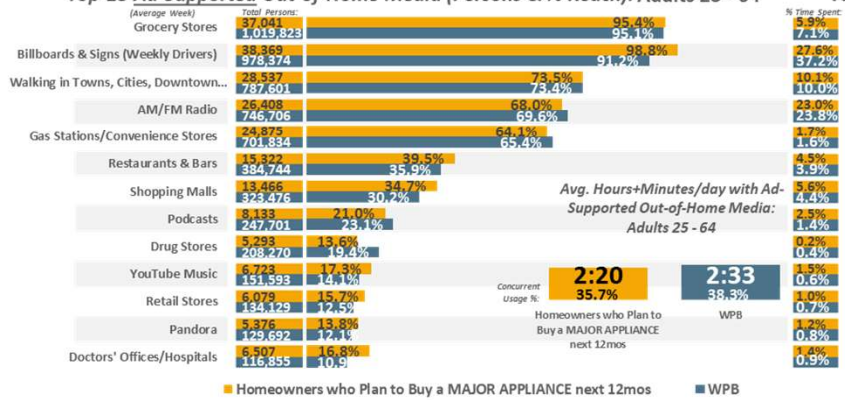
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



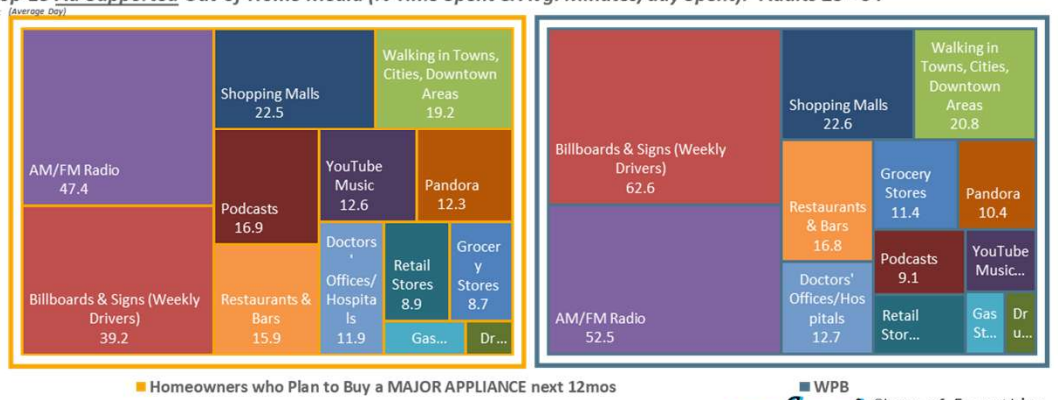
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

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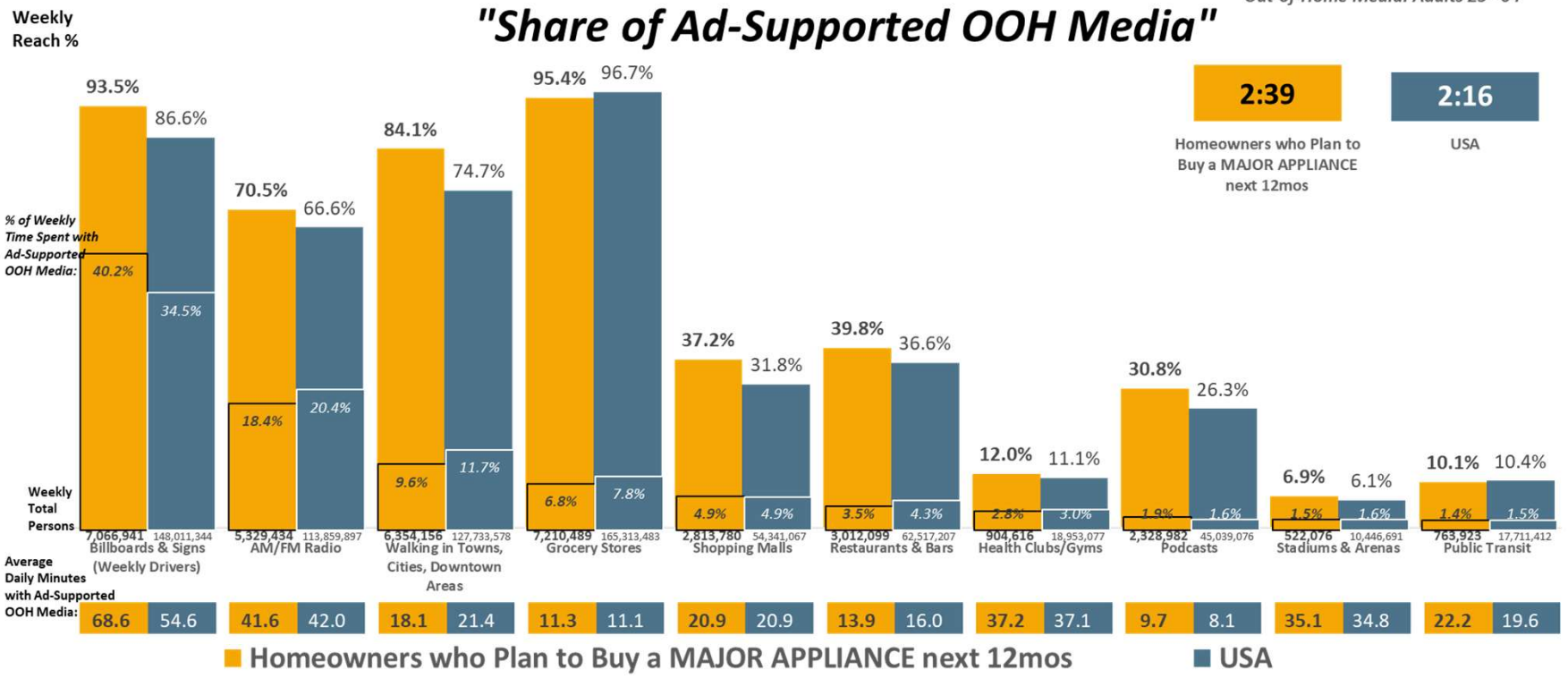
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

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

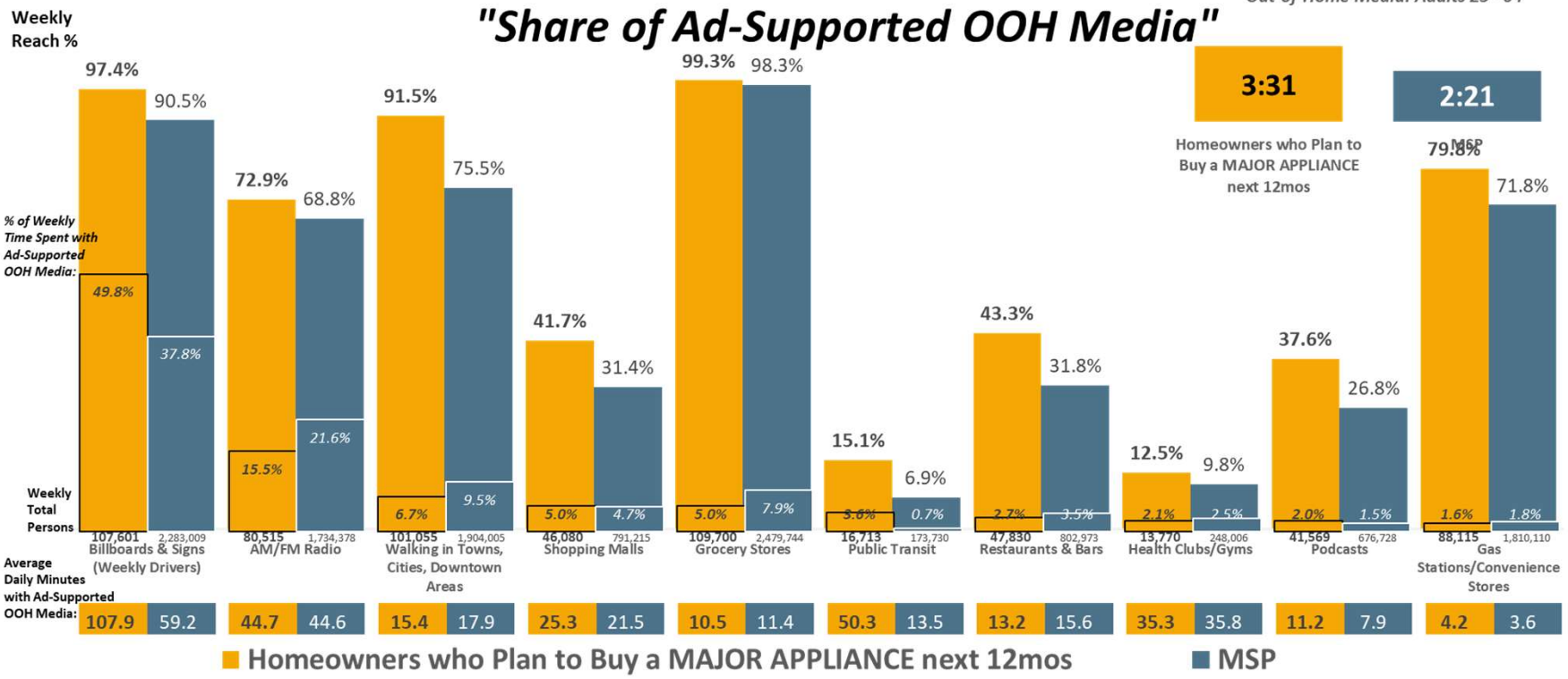
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

107,601 or 97.4% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 107.9 minutes per day driving, seeing Billboards and Signs representing 49.8% 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"



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 88 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

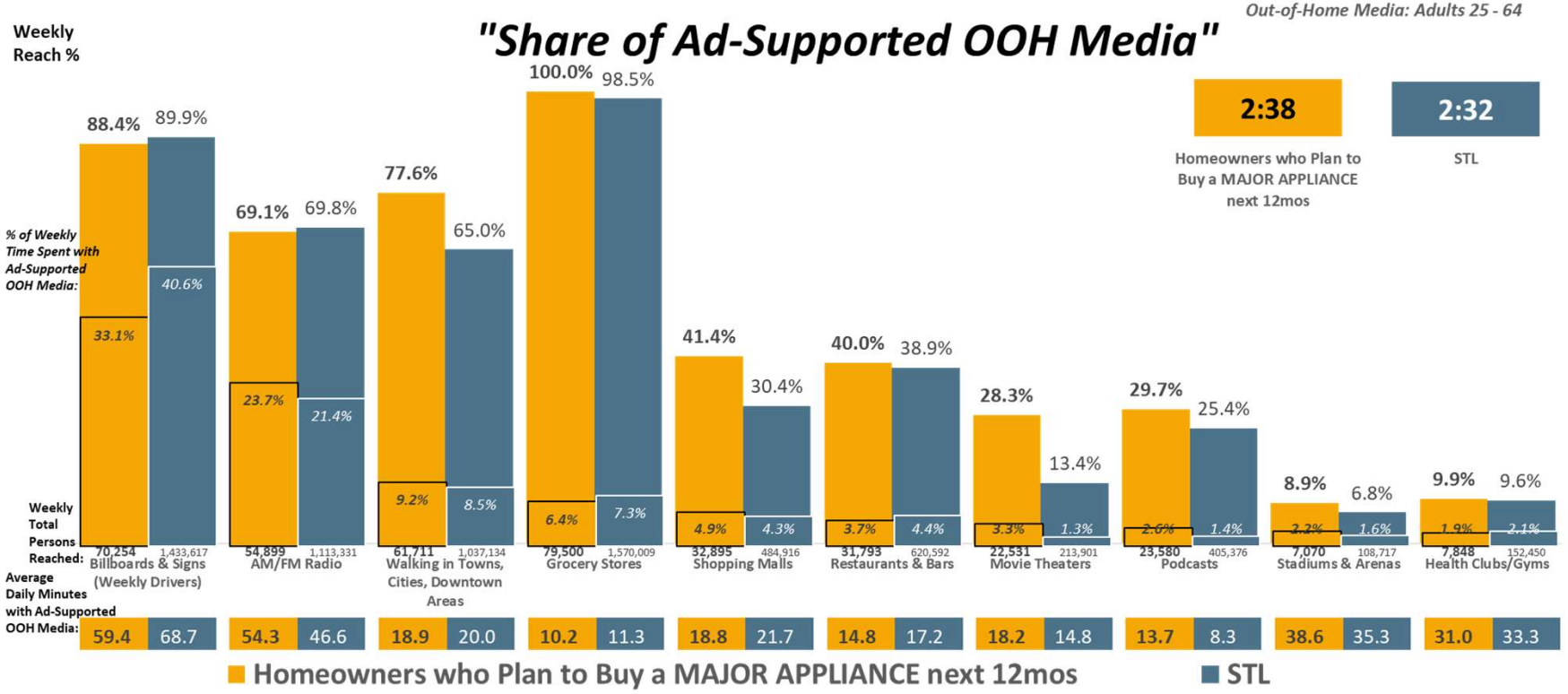
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

70,254 or 88.4% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 59.4 minutes per day driving, seeing Billboards and Signs representing 33.1% 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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 109 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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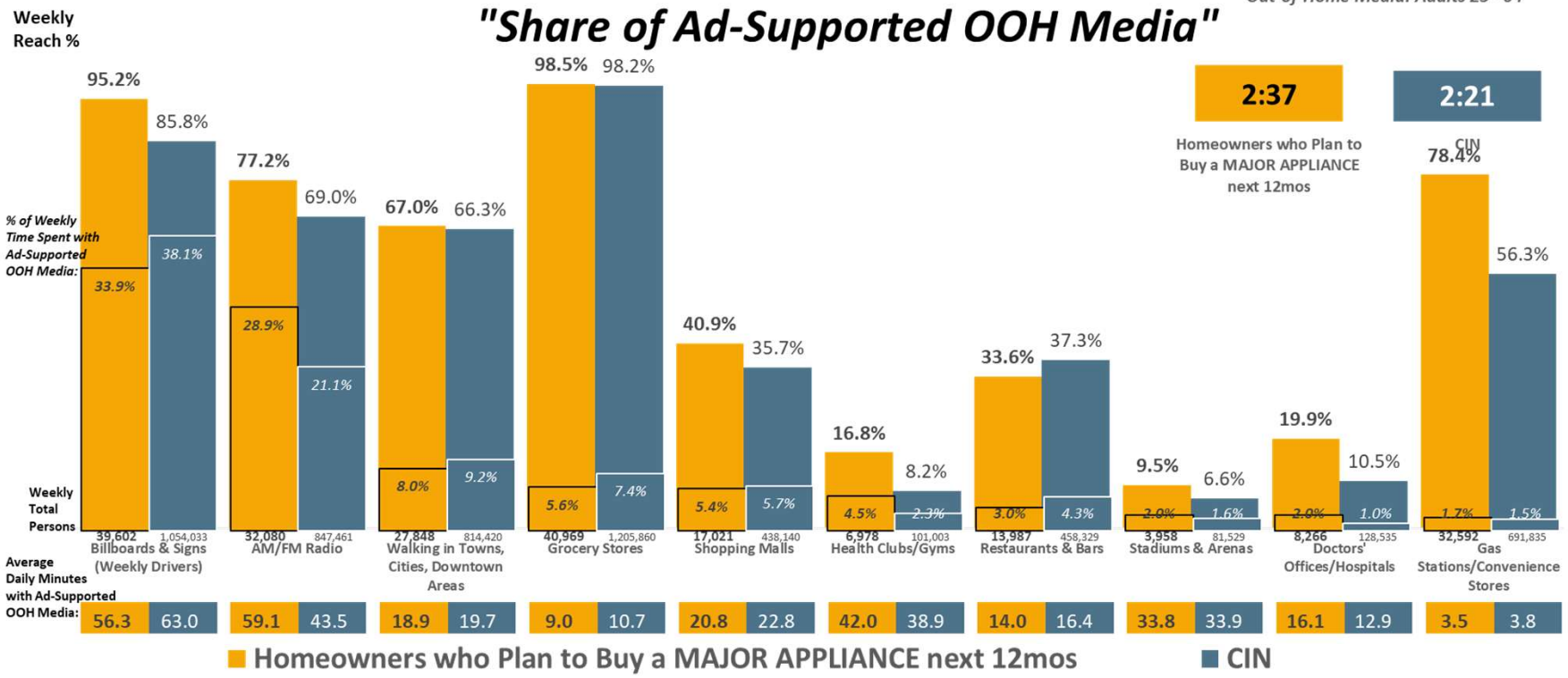
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

39,602 or 95.2% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 56.3 minutes per day driving, seeing Billboards and Signs representing 33.9% 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"



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 85 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

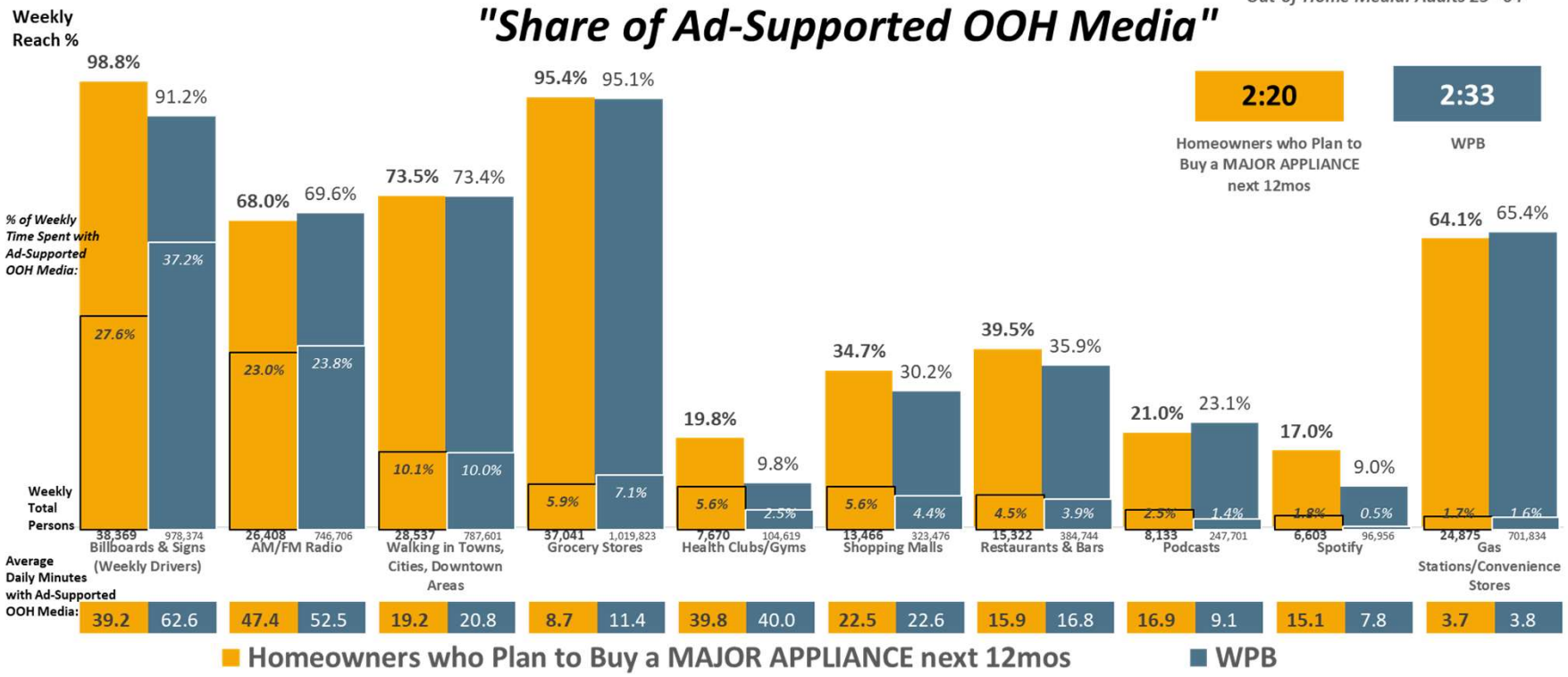
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

38,369 or 98.8% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 39.2 minutes per day driving, seeing Billboards and Signs representing 27.6% 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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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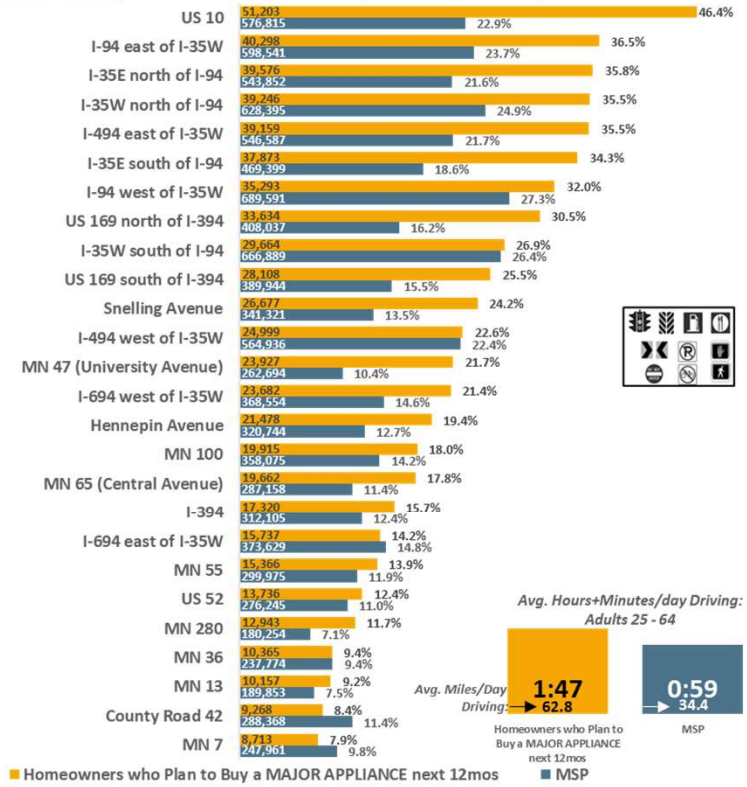
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA — MSP

107,601 or 97.4% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 107.9 minutes per day driving an average of 62.8 miles each day and are 108.% more likely to use MN 47 (University Avenue) than the Metro averag

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



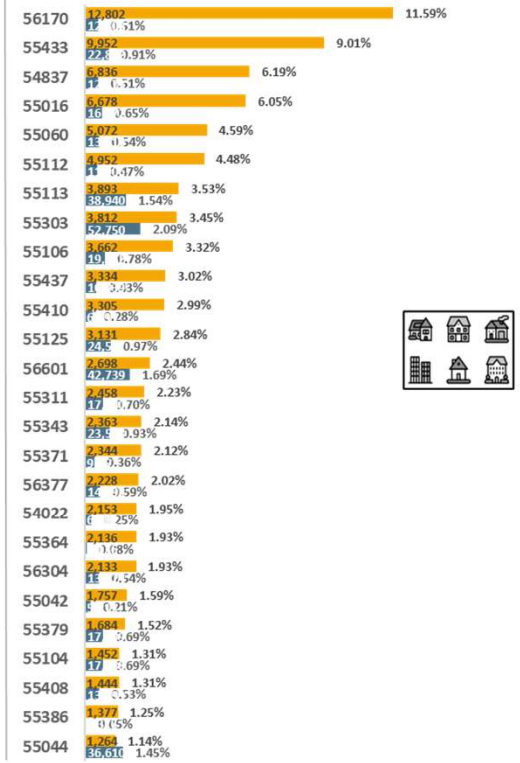
Avg. Hours+Minutes/day Driving: Adults 25 - 64

Avg. Miles/Day Driving: 62.8

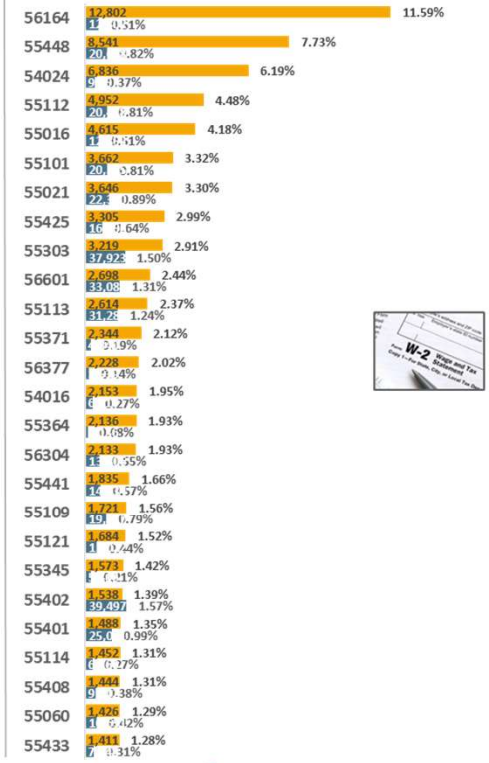
Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos

MSP

Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



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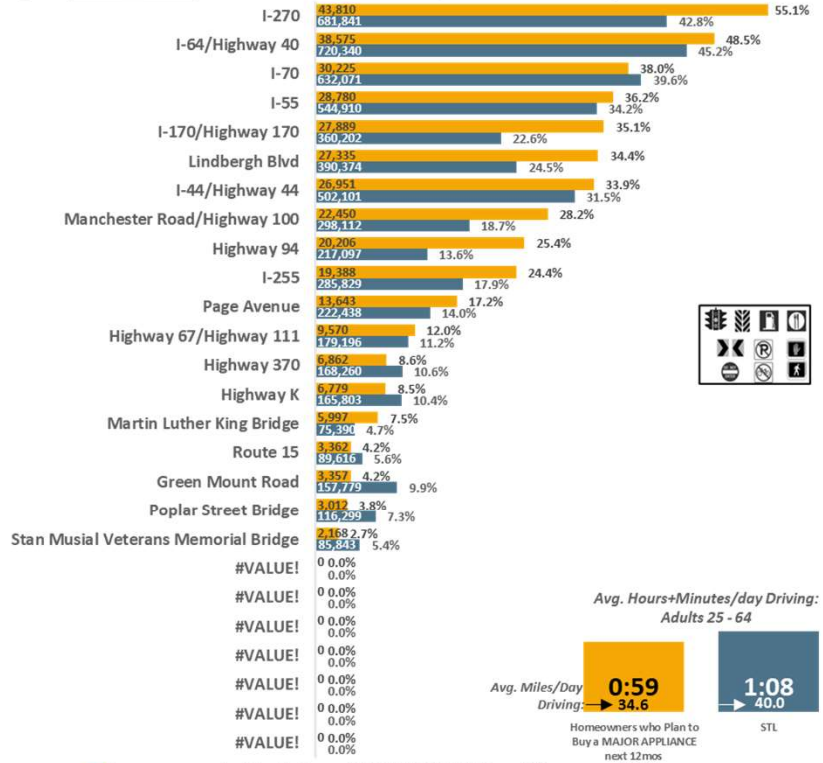
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 88

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

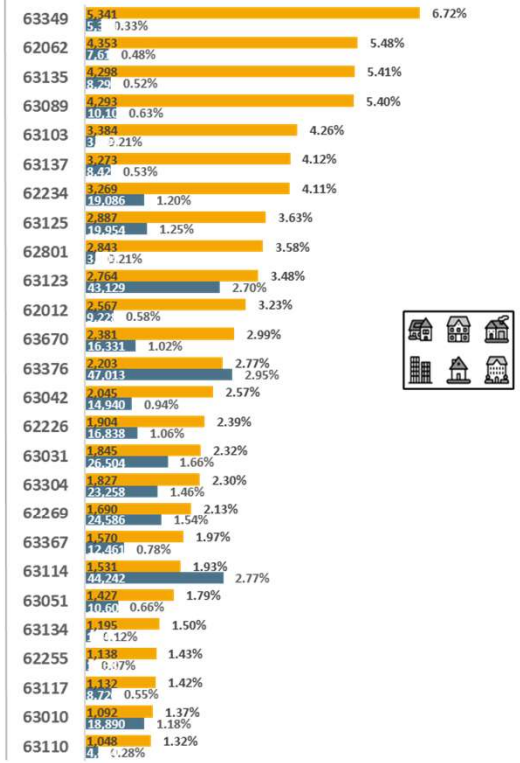
70,254 or 88.4% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 59.4 minutes per day driving an average of 34.6 miles each day and are 86.7% more likely to use Highway 94 than the Metro average.

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

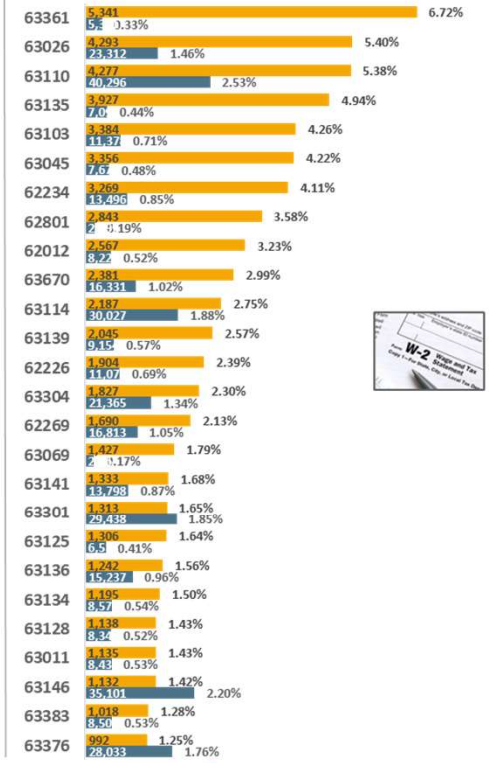


Avg. Hours+Minutes/day Driving: Adults 25 - 64

Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



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STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 109

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

39,602 or 95.2% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 56.3 minutes per day driving an average of 32.7 miles each day and are 134.5% more likely to use US 50 (Columbia Parkway) than the Metro average.

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

I-275	28,756	69.2%	661,140	53.8%
I-75	26,195	63.0%	702,945	57.2%
I-71	19,720	47.4%	578,928	47.1%
US 22 (Montgomery Road)	13,386	32.2%	239,255	19.5%
Dixie Highway	9,998	24.0%	246,017	20.0%
Ronald Reagan Cross County Highway	9,726	23.4%	178,076	14.5%
US 50 (Columbia Parkway)	8,334	20.0%	104,956	8.5%
Norwood Lateral Expressway	7,846	18.9%	112,161	9.1%
US 50 (River Road)	7,328	17.6%	123,369	10.0%
I-471	7,260	17.5%	231,861	18.9%
Route 747	6,941	16.7%	94,132	7.7%
Red Bank Road	6,805	16.4%	124,676	10.2%
Route 42	6,795	16.3%	138,060	11.2%
US 127 (Hamilton Avenue)	6,544	15.7%	149,663	12.2%
Route 28	5,531	13.3%	77,070	6.3%
Winton Road	5,360	12.9%	121,072	9.9%
State Road 747 (Princeton, Glendale Road)	5,353	12.9%	87,055	7.1%
I-74	5,242	12.6%	208,134	17.0%
Route 48	4,660	11.2%	78,252	6.4%
I-675	4,442	10.7%	57,6	4.7%
US 27 (Colerain Avenue)	4,415	10.6%	163,751	13.3%
US 50 (Wooster Pike)	4,259	10.2%	53,0	4.3%
Route 32	4,177	10.0%	117,836	9.6%
Loveland - Madeira Road	4,073	9.8%	87,423	7.1%
State Road 125 (Beechmont Avenue/Ohio Pike)	3,981	9.6%	110,967	9.0%
Harrison Avenue	1,549	3.7%	124,191	10.1%

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

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

Avg. Miles/Day Driving: → 32.7

0:56 — Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos

1:02 (→ 36.6) — CIN

Top-26 Residential Zip Codes: Adults 25 - 64

45011	4,148	9.98%	41,891	3.41%
45069	2,922	7.03%	34,799	2.83%
47353	2,264	5.45%	9,2	0.75%
45133	2,097	5.04%	9,1	0.74%
47025	1,778	4.28%	15,55	1.27%
45122	1,774	4.27%	3	0.28%
45243	1,715	4.12%	6	0.51%
41042	1,678	4.04%	35,170	2.86%
45215	1,670	4.02%	7,1	0.58%
45230	1,638	3.94%	23,848	1.94%
47042	1,627	3.91%	8	0.25%
47031	1,577	3.79%	2	0.22%
45013	1,365	3.28%	18,237	1.49%
45107	1,323	3.18%	4	0.38%
41004	1,005	2.42%	4	0.40%
45216	869	2.09%	7,1	0.58%
41048	798	1.92%	10,7	0.87%
45103	752	1.81%	19,386	1.58%
45226	678	1.63%	8	0.25%
45245	671	1.61%	8,0	0.66%
41063	668	1.61%	2	0.22%
45140	629	1.51%	21,335	1.74%
45227	532	1.28%	5	0.43%
47040	527	1.27%	10,5	0.86%
45213	512	1.23%	7,3	0.60%
45212	508	1.22%	22,123	1.80%

Top-26 Employment Zip Codes: Adults 25 - 64

45069	4,416	10.62%	27,805	2.26%
45242	2,471	5.94%	18,950	1.54%
41048	2,451	5.89%	9,5	0.78%
45056	2,264	5.45%	7,0	0.57%
41042	1,911	4.60%	38,111	3.10%
47025	1,720	4.14%	13,6	1.11%
45215	1,670	4.02%	11,6	0.95%
45014	1,638	3.94%	23,299	1.90%
45202	1,524	3.67%	34,968	2.85%
45040	1,298	3.12%	27,070	2.20%
41011	1,003	2.41%	7,8	0.64%
45216	869	2.09%		0.07%
45224	734	1.77%	5	0.42%
45133	693	1.67%	3	0.28%
45206	619	1.49%	4	0.34%
41017	569	1.37%	13,0	1.06%
47040	527	1.27%	7,4	0.60%
45213	512	1.23%	3	0.31%
45044	497	1.20%	22,079	1.80%
45005	494	1.19%	26,103	2.13%
45241	423	1.02%	25,730	2.10%
45229	349	0.84%	14,2	1.16%
45211	301	0.72%	11,1	0.91%
45221	271	0.65%	2	0.24%
41071	268	0.64%	15,1	1.24%
45013	258	0.62%	14,7	1.20%

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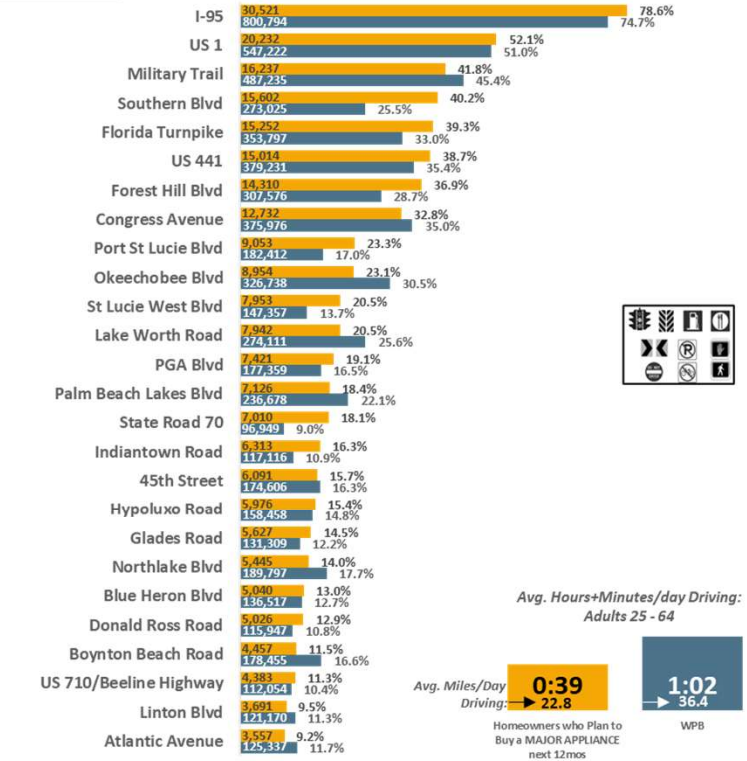
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 85

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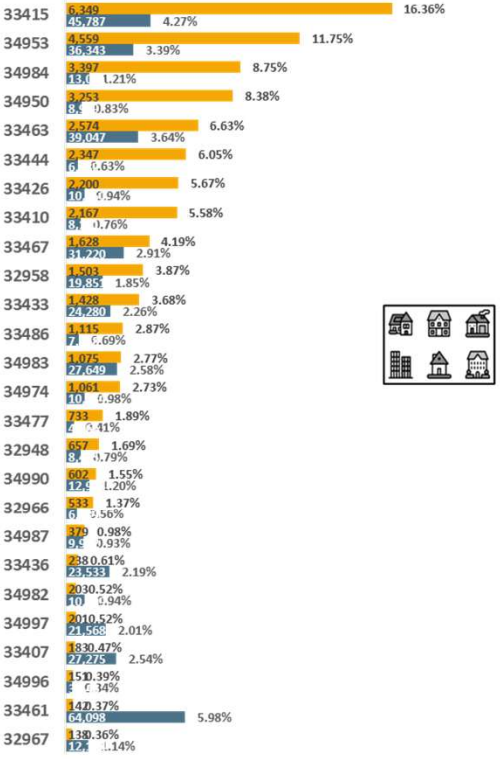
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

38,369 or 98.8% of Adults 25 - 64 Homeowners who Plan to Buy a MAJOR APPLIANCE next 12mos spend an average of 39.2 minutes per day driving an average of 22.8 miles each day and are 99.8% more likely to use State Road 70 than the Metro average.

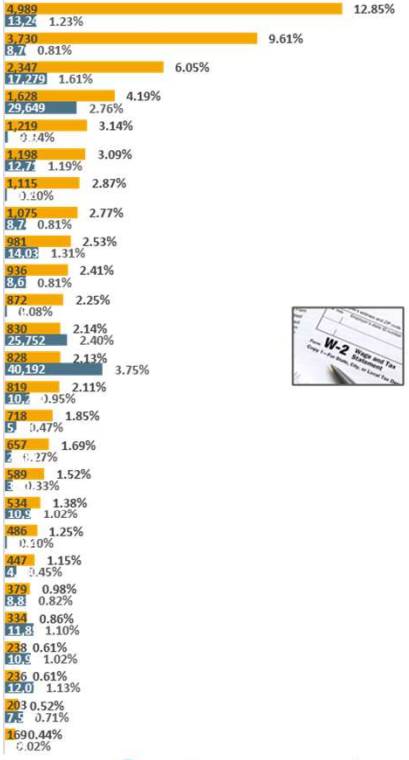
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



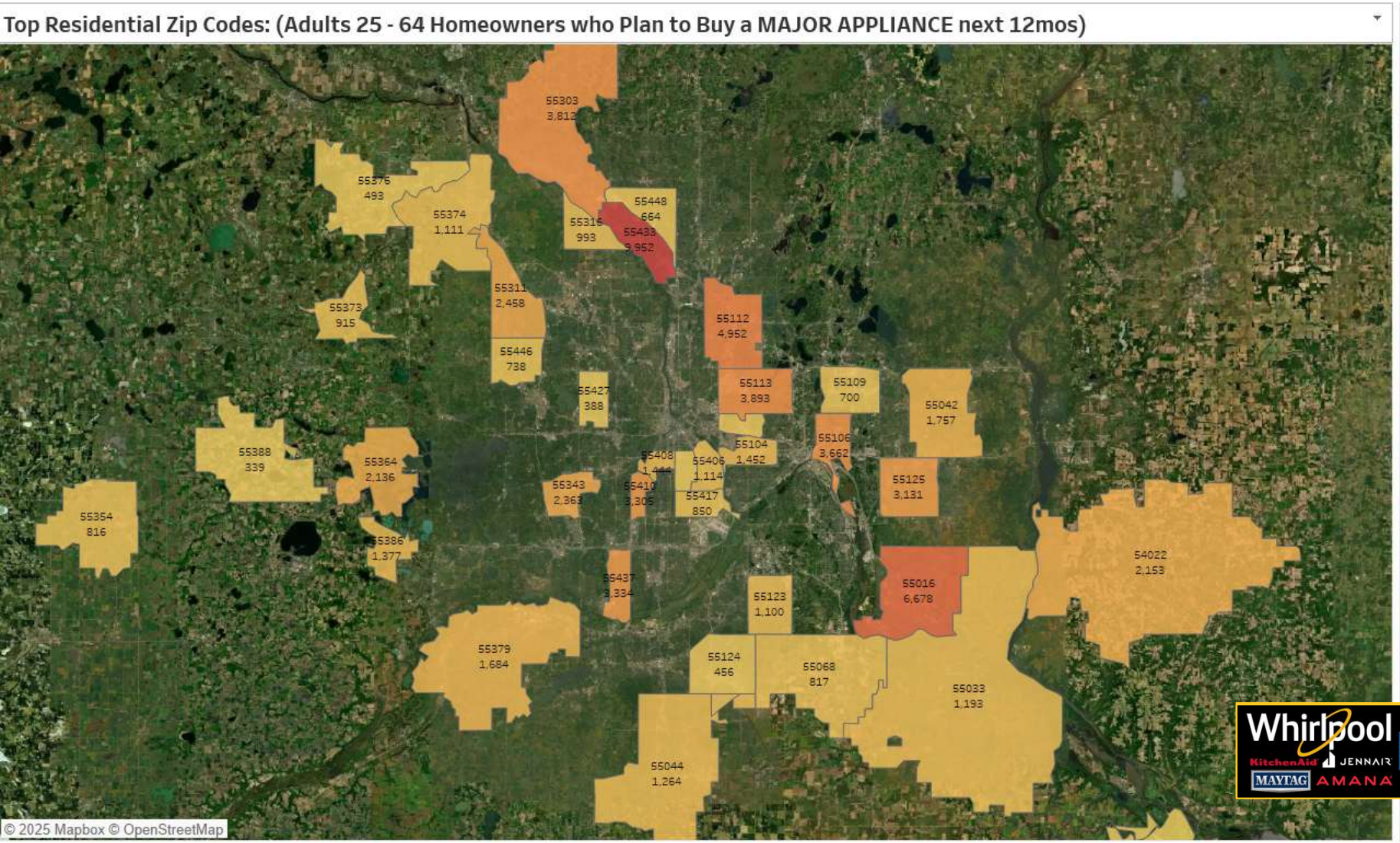
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WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

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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)



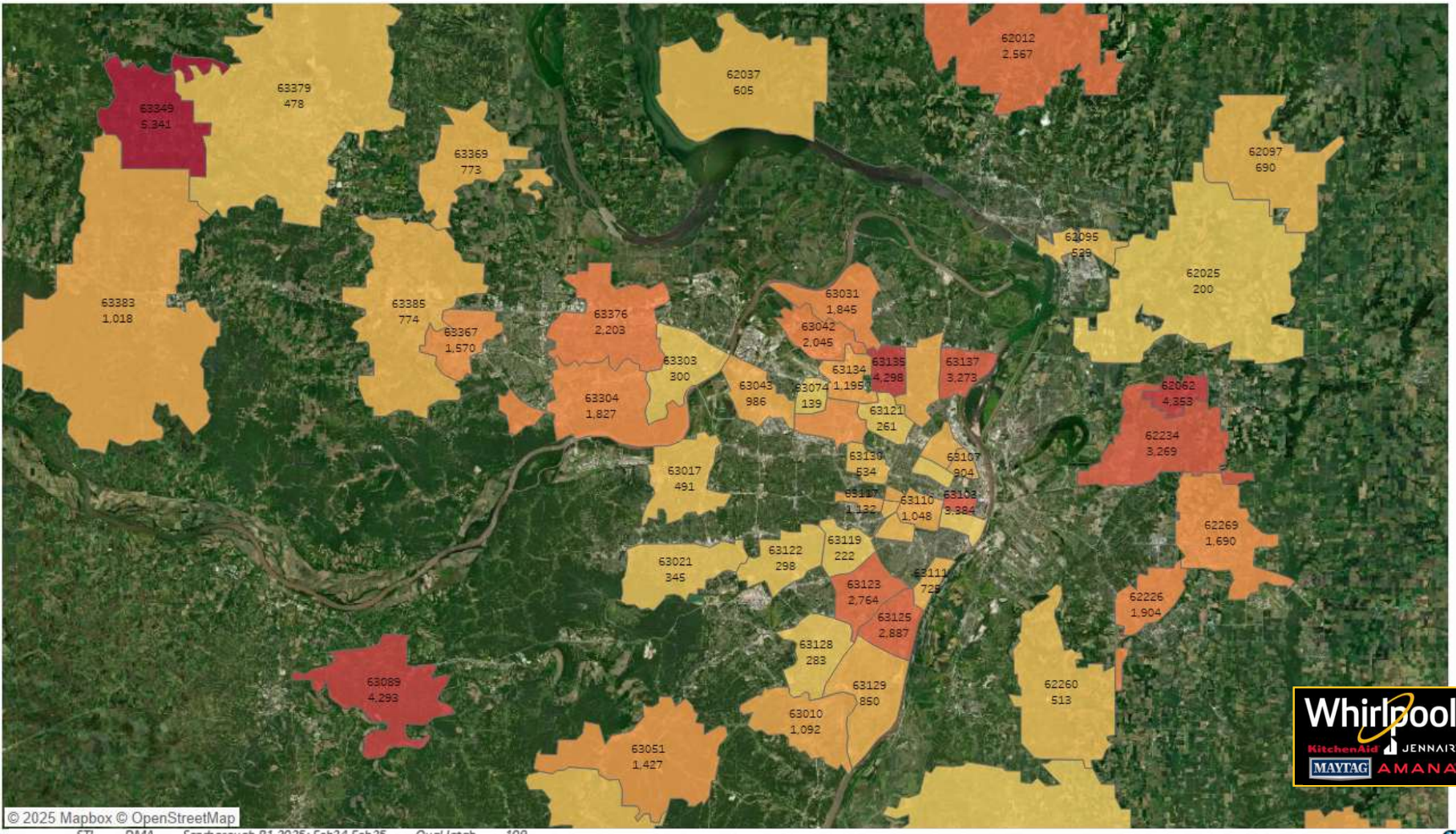
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 88

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



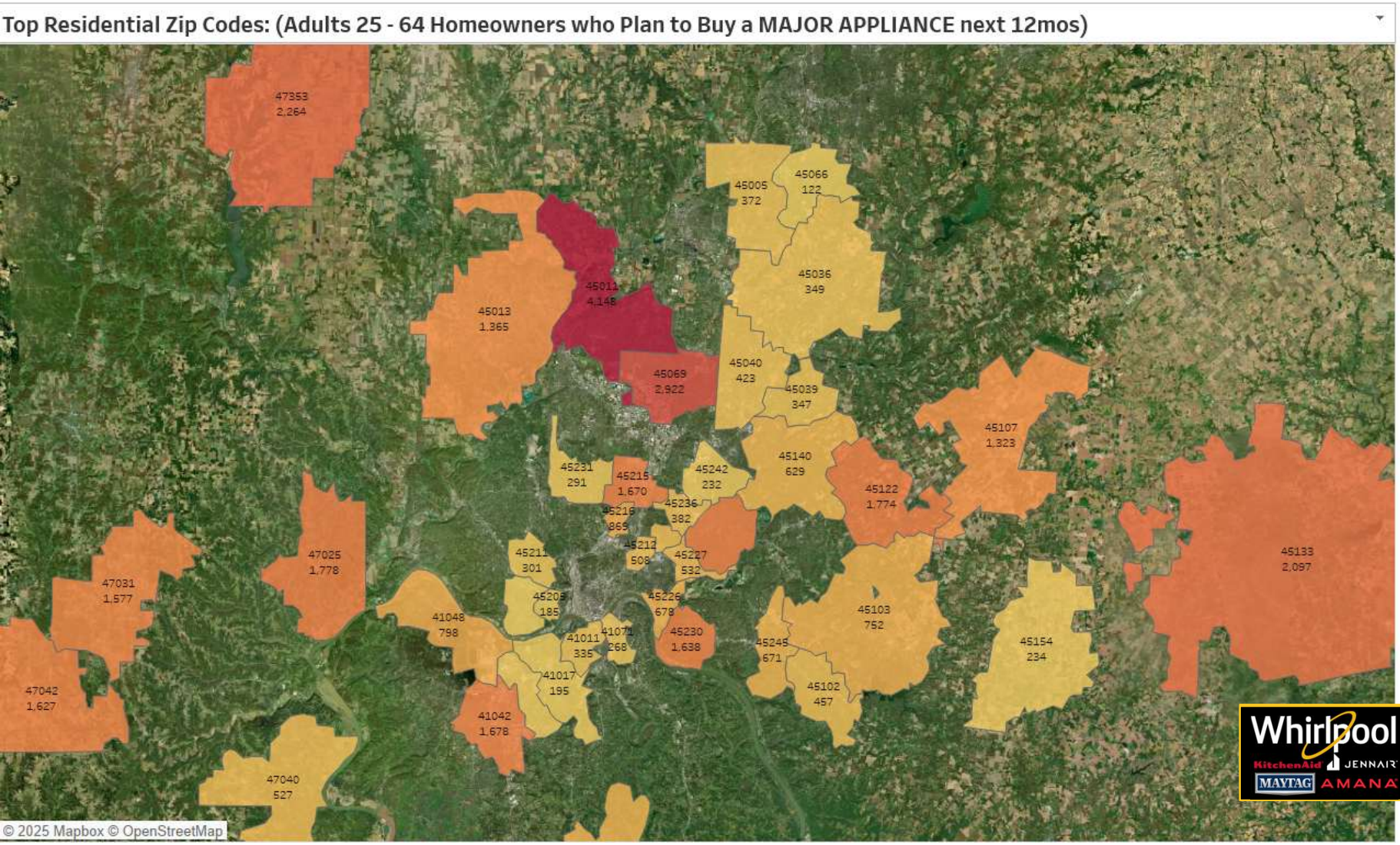
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 109

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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)



SUM(Adults 25 - 64 Ho...

111 4,148

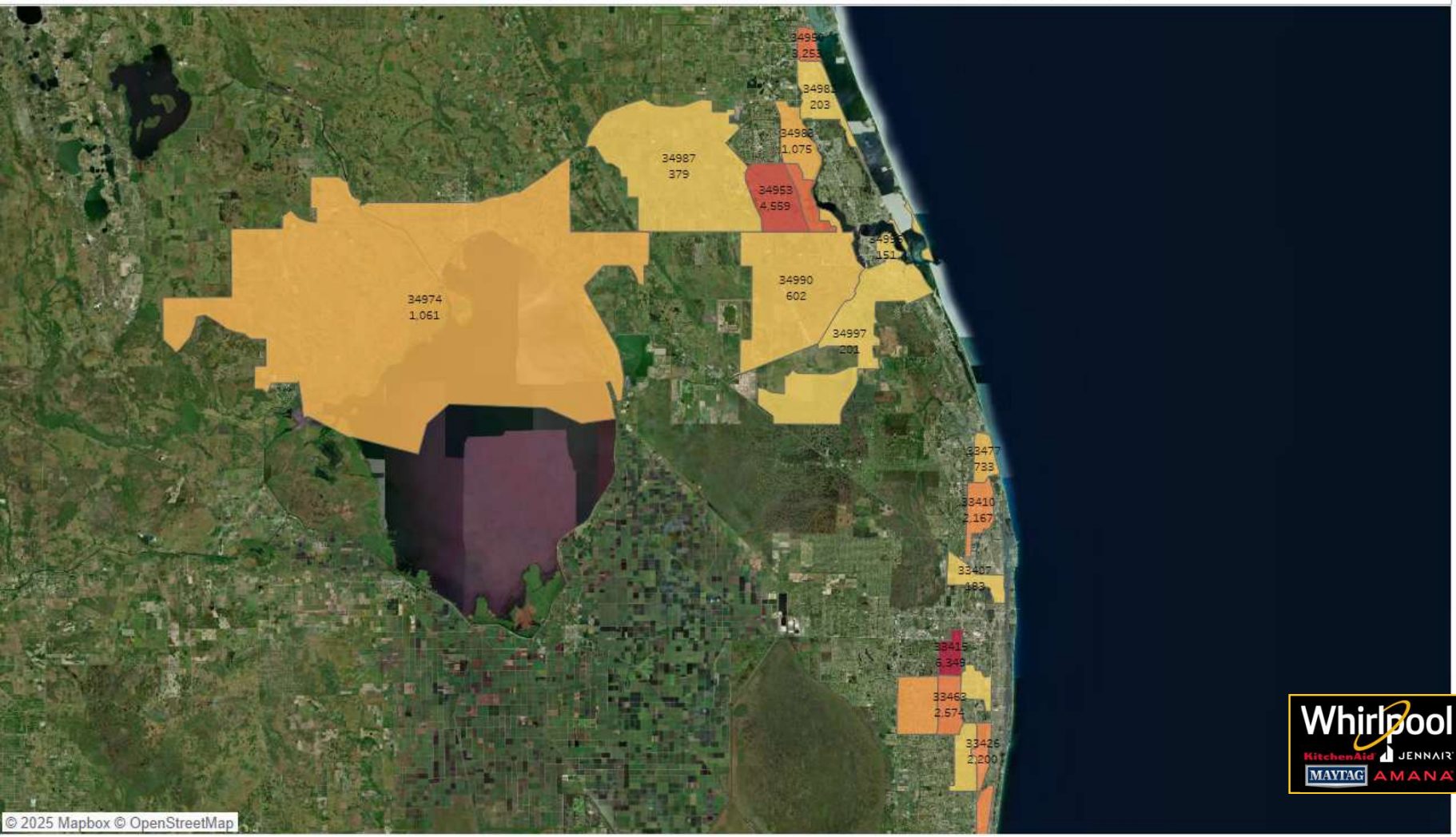
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 85

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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)



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

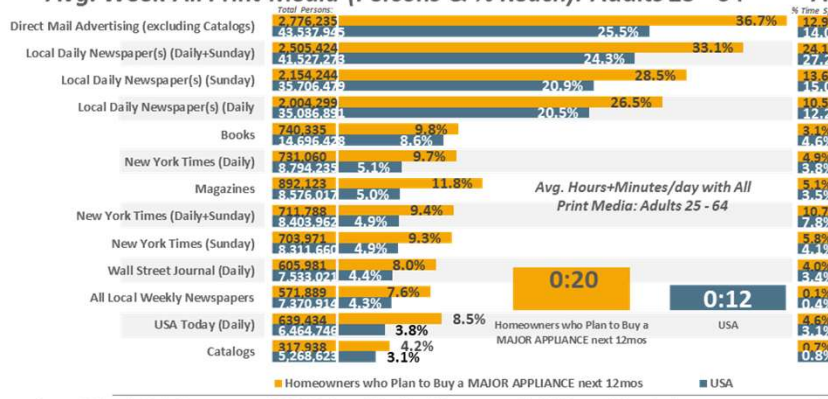
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

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.

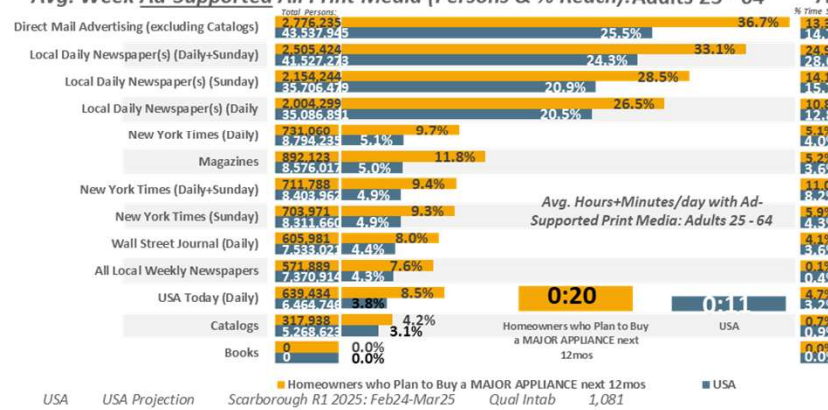
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



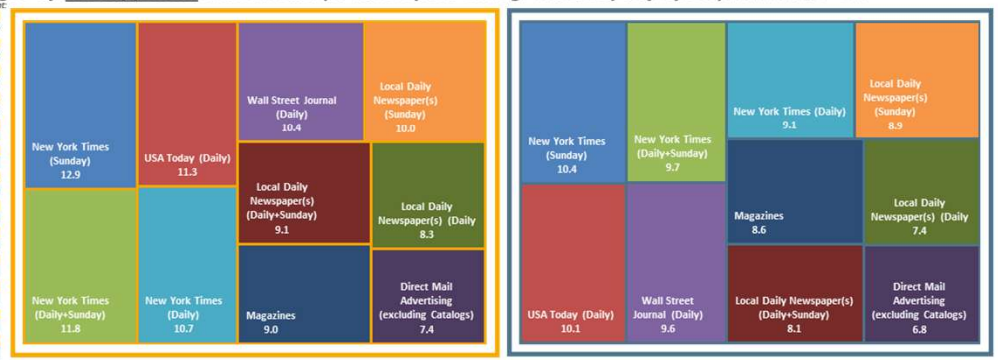
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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

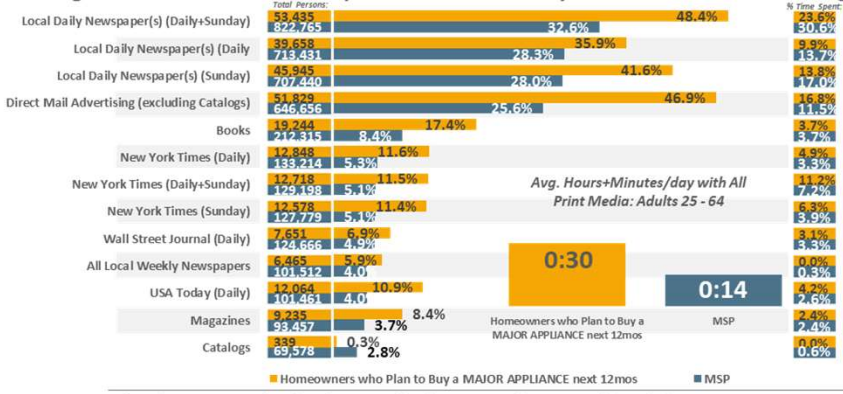
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

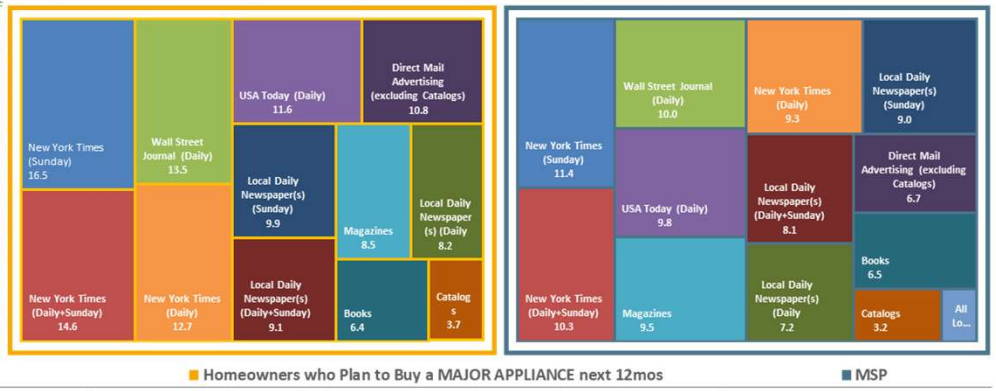
Whirlpool KitchenAid JENNAIR MAYTAG AMANA **MSP**

53,435 or 48.4% 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 9.1 minutes every day representing 24.6% of all time spent daily with All forms of Print Media.

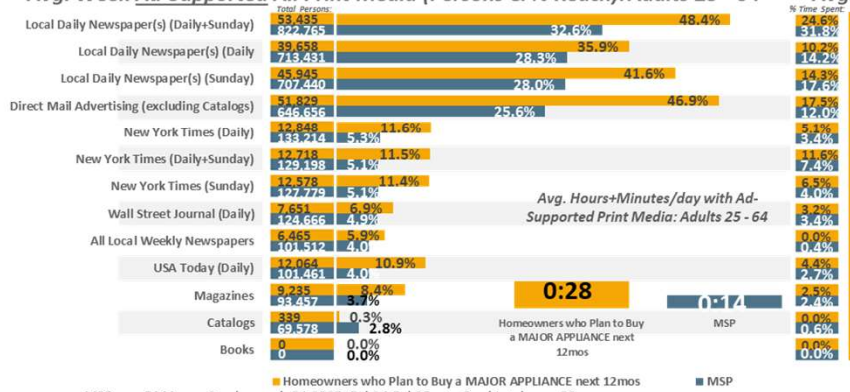
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



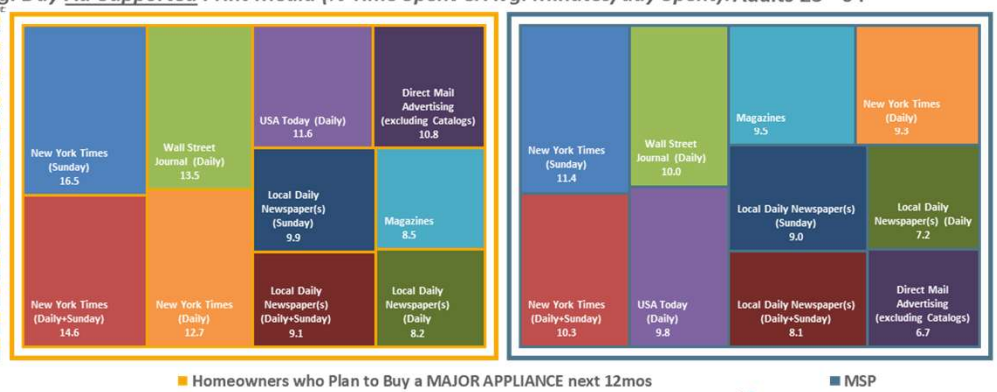
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 88

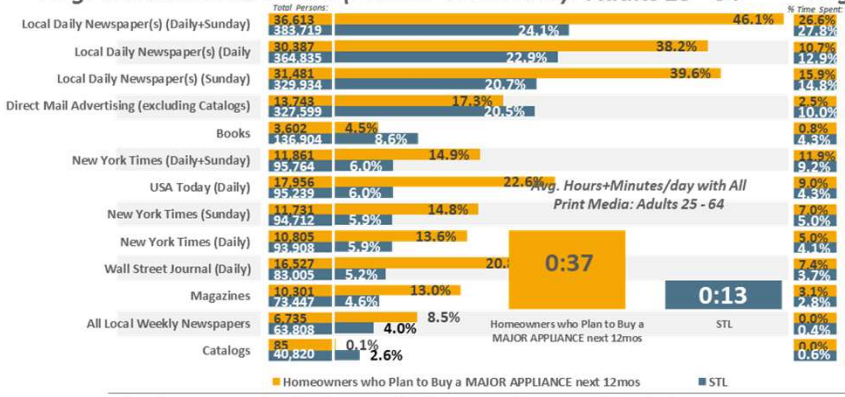
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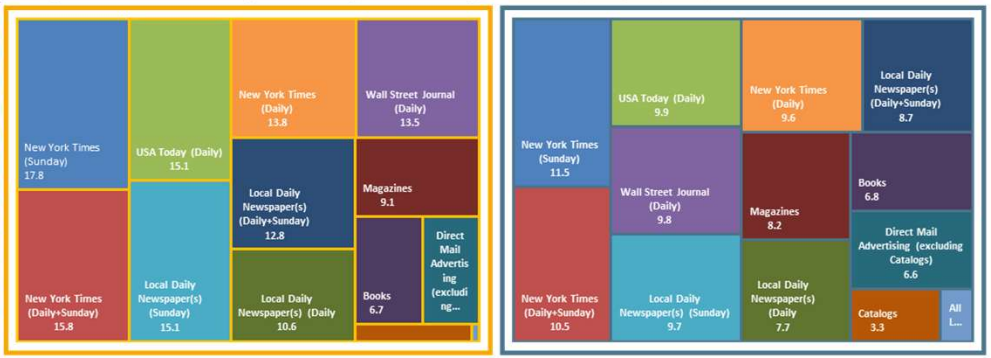
[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

36,613 or 46.1% 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 12.8 minutes every day representing 26.8% of all time spent daily with All forms of Print Media.

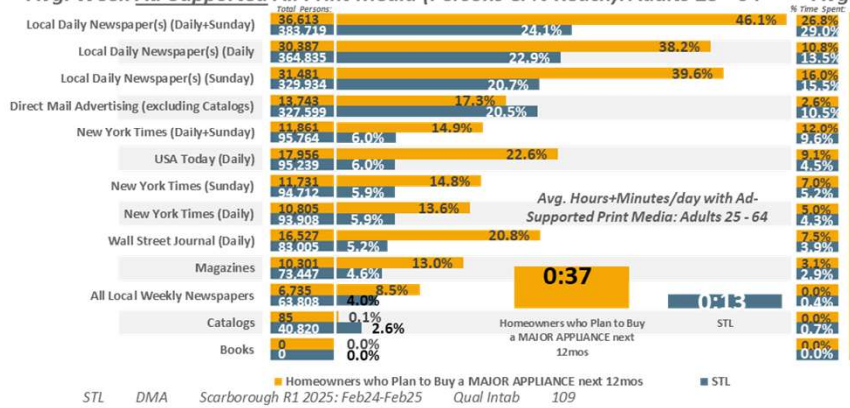
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



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



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 109

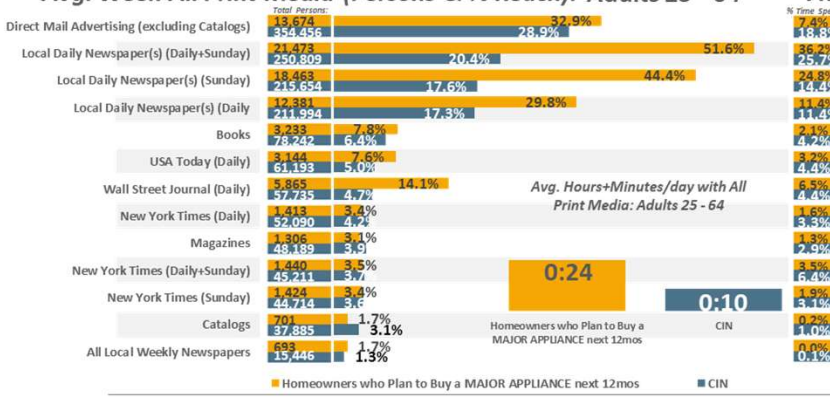
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

21,473 or 51.6% 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 11.4 minutes every day representing 36.9% of all time spent daily with All forms of Print Media.

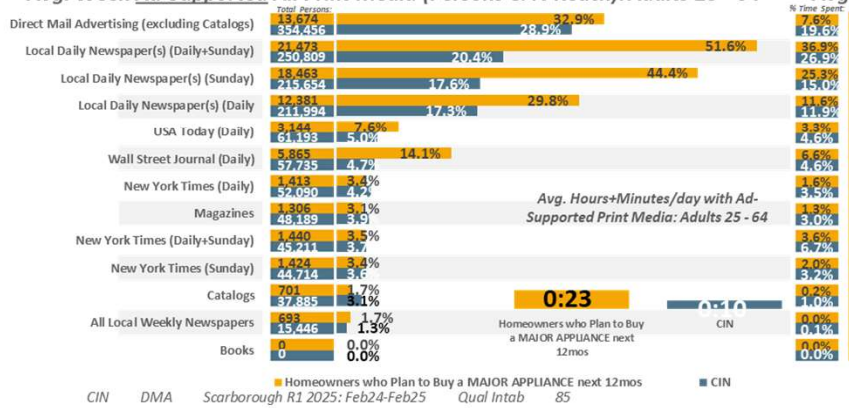
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



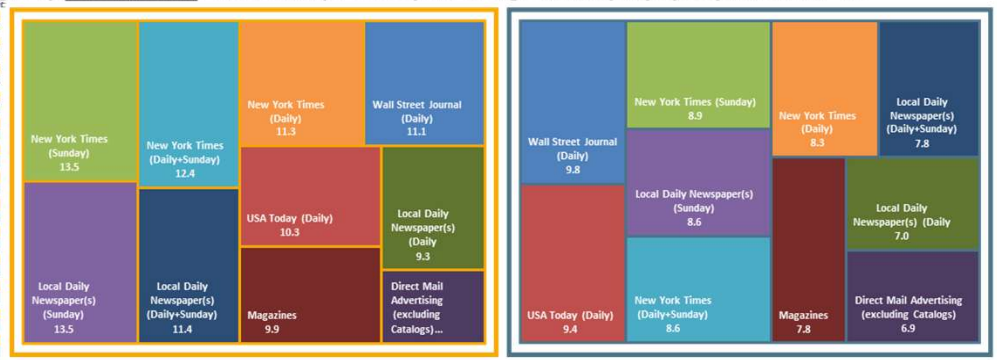
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 85

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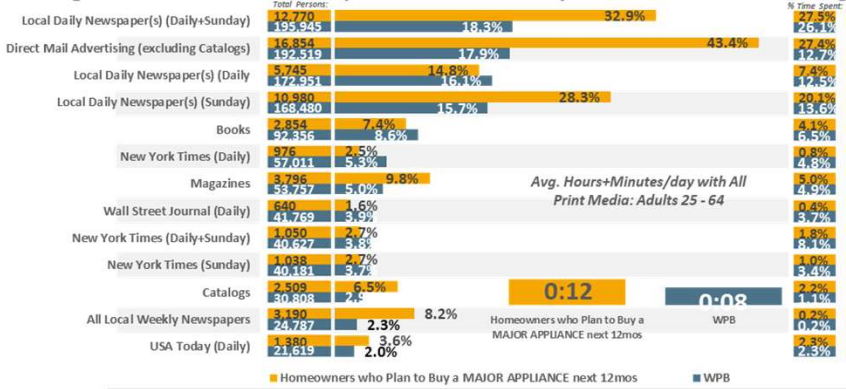
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

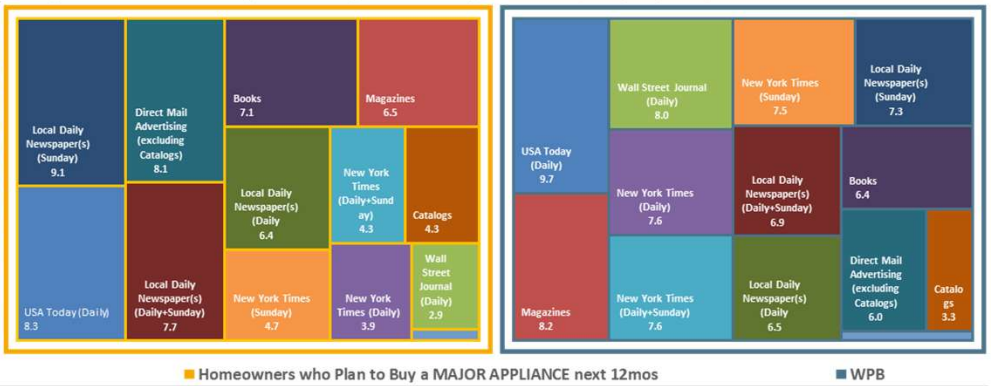
Whirlpool KitchenAid JENNAIR MAYTAG AMANA WPB

12,770 or 32.9% 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 7.7 minutes every day representing 28.7% of all time spent daily with All forms of Print Media.

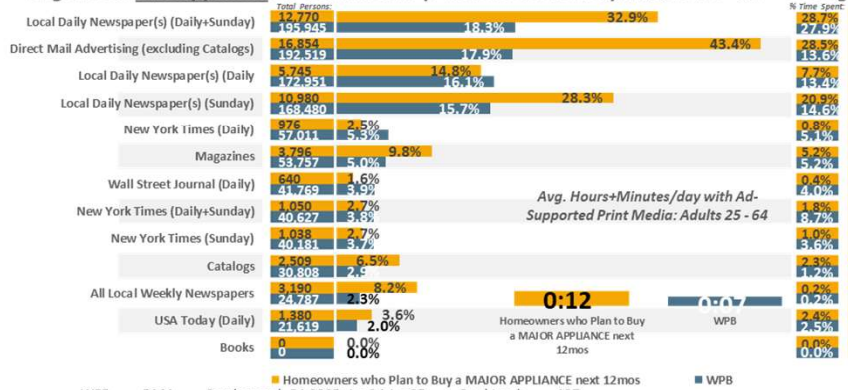
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

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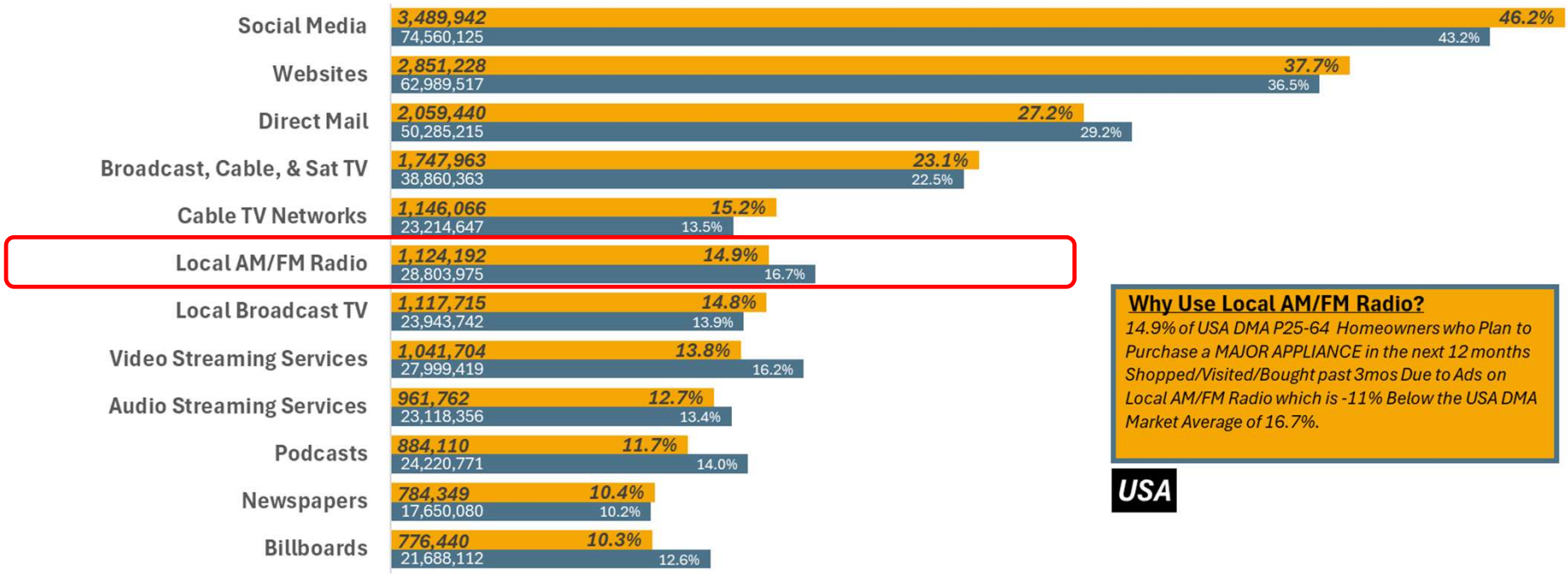
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

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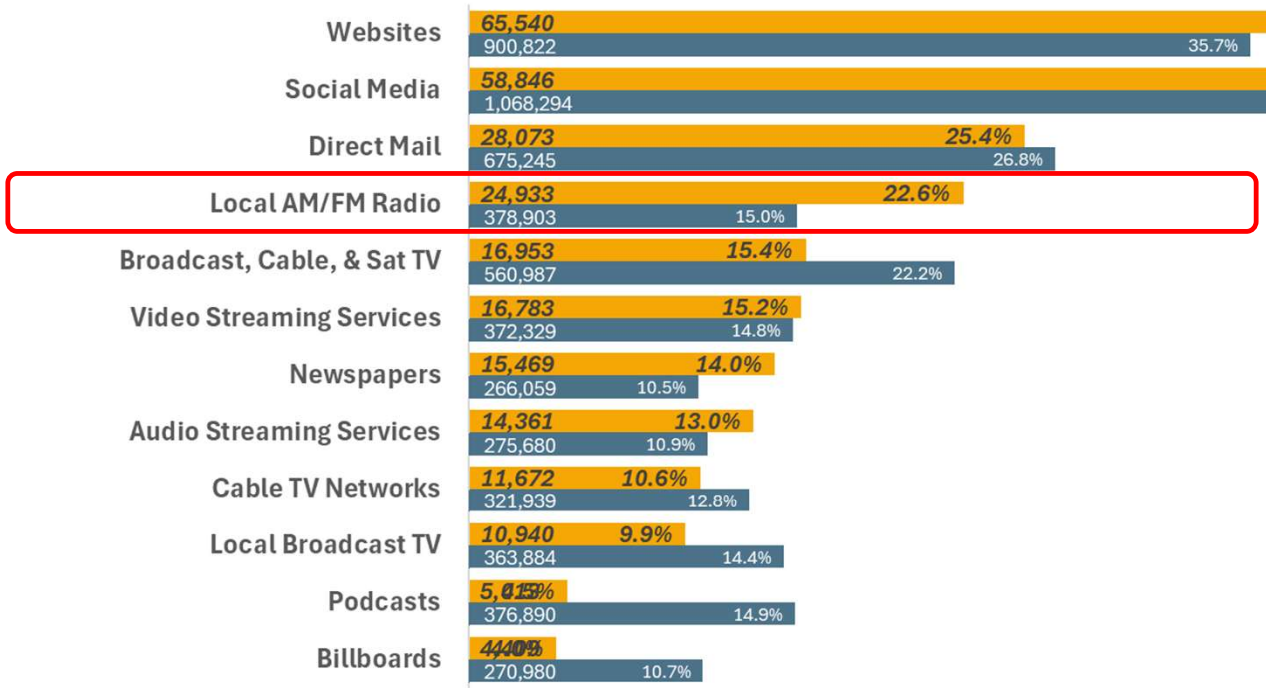
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA MSP

"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?

22.6% of MINNEAPOLIS-ST. PAUL 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 50% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of...

MINNEAPOLIS-ST. PAUL

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

P25-64 MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 61

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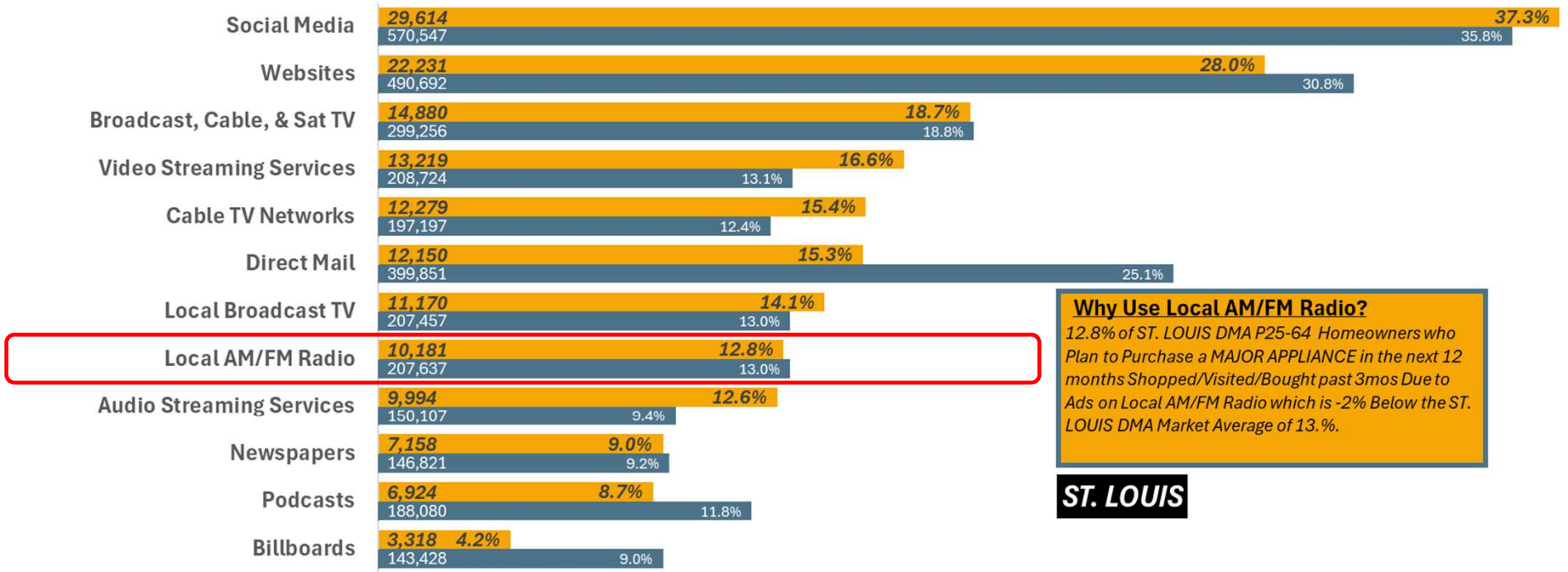
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA STL

"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?

12.8% of ST. LOUIS 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 -2% Below the ST. LOUIS DMA Market Average of 13.%.

ST. LOUIS

ST. LOUIS DMA ScarboroughR1 2025: Feb24-Feb25 Qual Intab: 78

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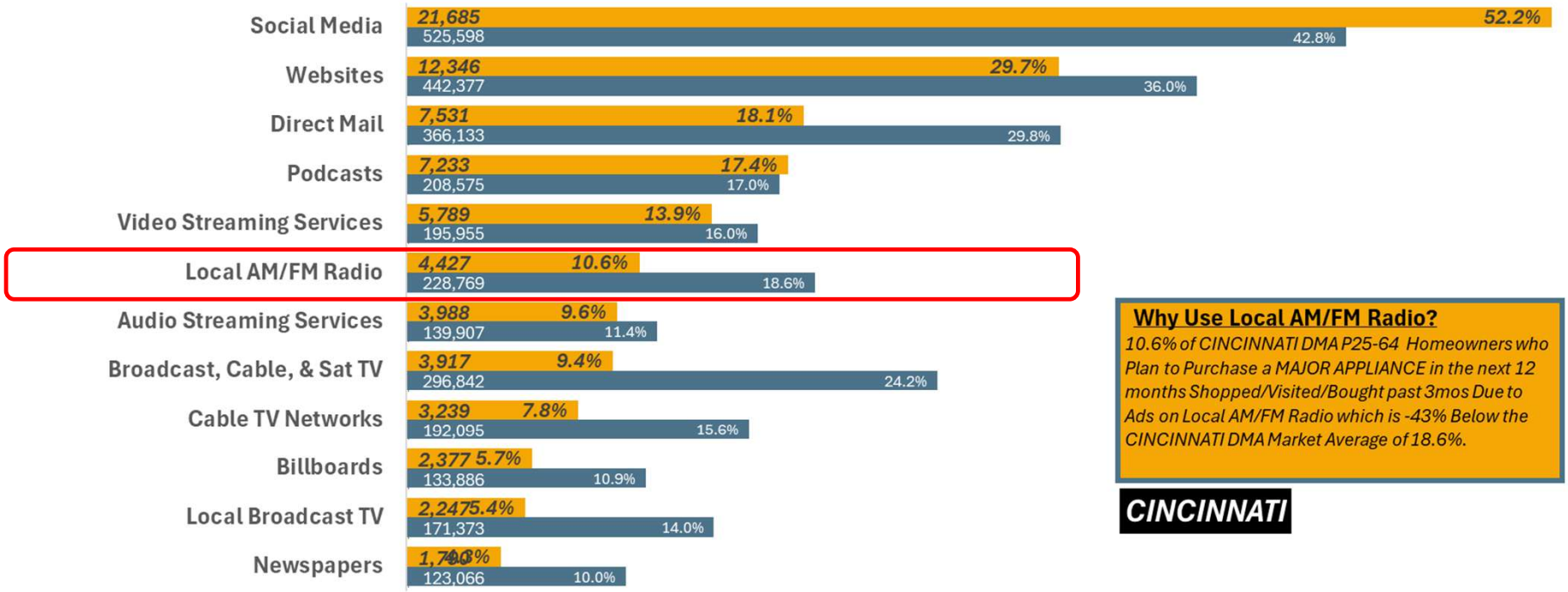
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA CIN

"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?

10.6% of CINCINNATI 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 -43% Below the CINCINNATI DMA Market Average of 18.6%.

CINCINNATI

CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 59

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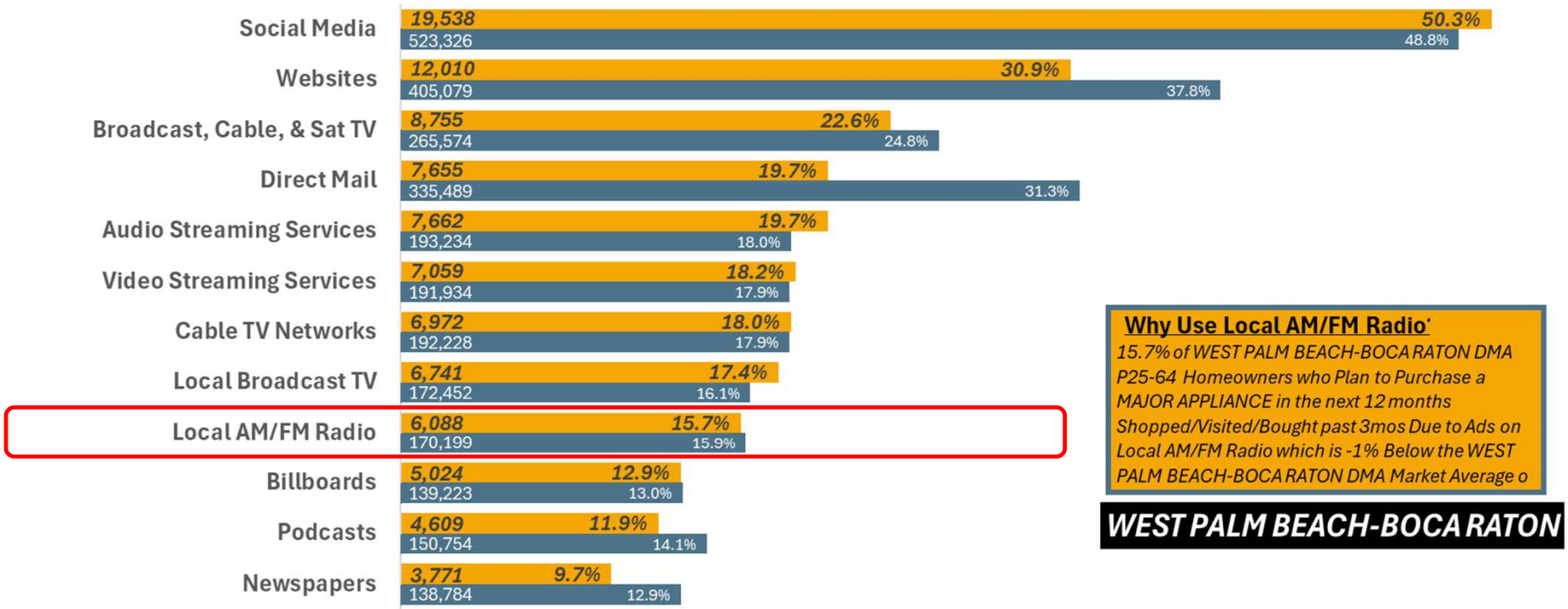
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[(Own or rent residence (HHLD): Own AND Items/services HHLD plans to buy in next 12 months (HHLD): Major appliance)]

Whirlpool KitchenAid JENNAIR MAYTAG AMANA WPB

"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'

15.7% of WEST PALM BEACH-BOCA RATON 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 -1% Below the WEST PALM BEACH-BOCA RATON DMA Market Average o

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab: 59

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