

**USA+4 More DMAs – P35+ \$75K+HHI Single-Family Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12 mos!**

# Complete Demographic & Media Use Profiles



**P35+**

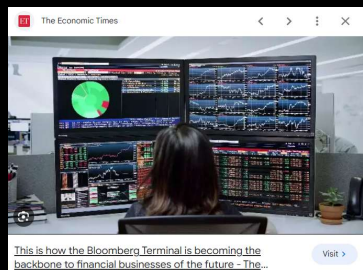


**ANDERSEN™**  
**WINDOWS & DOORS**  
**Vanguard® BlackRock®**

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

[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]

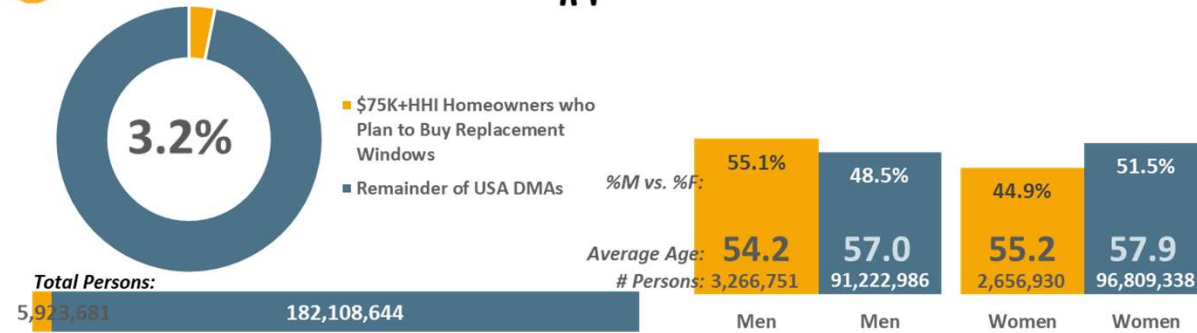
Complete Demographic,  
Psychographic, and Total  
Media Usage Profiles of USA,  
MINNEAPOLIS-ST. PAUL, ST. LOUIS,  
CINCINNATI and WEST PALM  
BEACH DMA P35+ \$75K+HHI  
Single-Family Homeowners  
who Plan to Buy REPLACEMENT  
WINDOWS in the next 12 mos  
as of August 31, 2025.



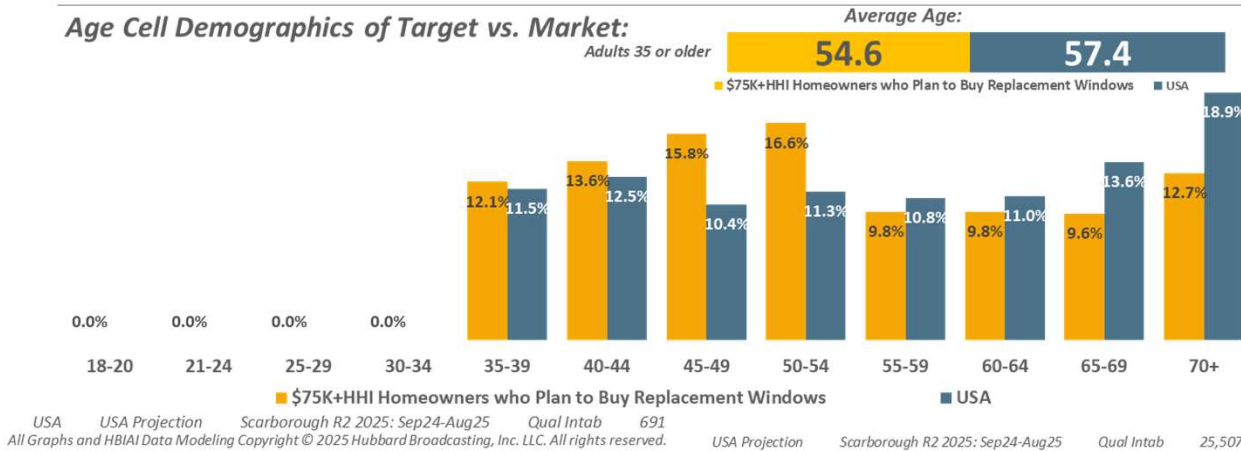


3.2% or 5,923,681 of USA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement Windows. Typical Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 54.6 years old (4.9% younger than average) and have a \$145,836 (46.8% higher than average) annual household...

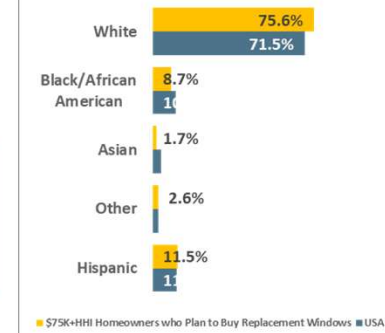
## Percent of Market: Adults 35 or older Gender of Target vs. Market: Adults 35 or older



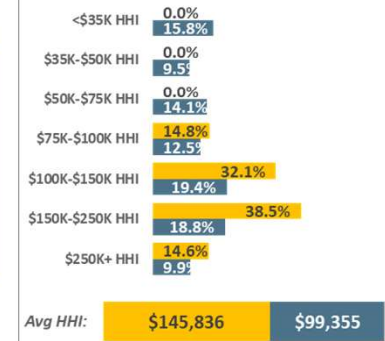
## Age Cell Demographics of Target vs. Market:



## Ethnicity of Target vs. Market:



## HHI of Target vs. Market:

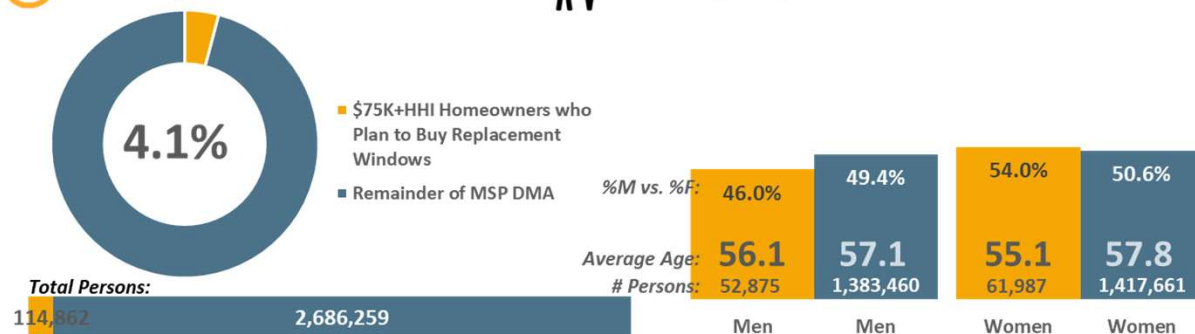


[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]

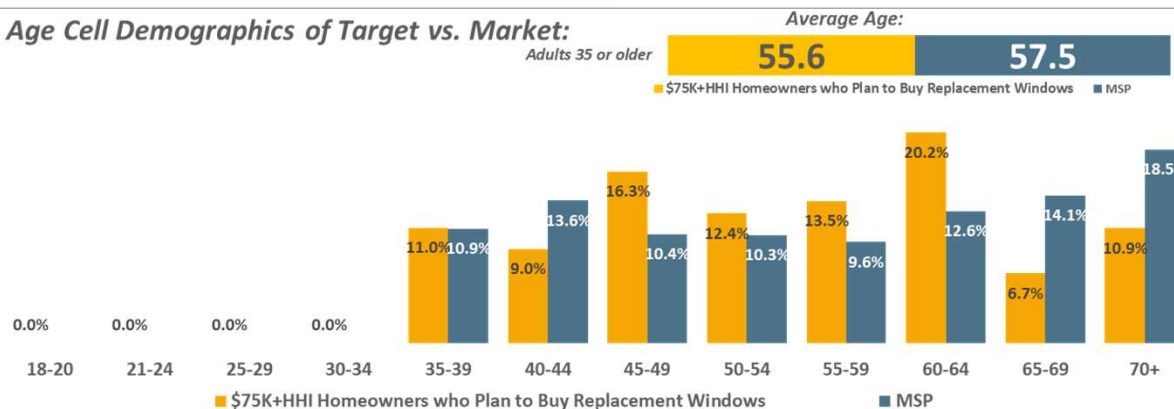


4.1% or 114,862 of MSP DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement...  
 Typical Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 55.6 years old (3.3% younger than average) and have a \$172,863 (49.6% higher than average) annual household...

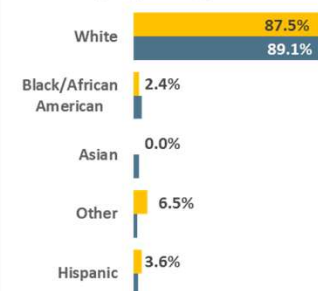
## Percent of Market: Adults 35 or older Gender of Target vs. Market: Adults 35 or older



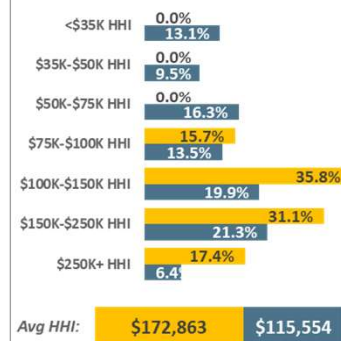
## Age Cell Demographics of Target vs. Market:



## Ethnicity of Target vs. Market:



## HHI of Target vs. Market:



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 69  
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



3.2% or 59,228 of STL DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement ...  
Typical Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 53.3 years old (7.7% younger than average) and have a \$167,147 (60.4% higher than average) annual household ...

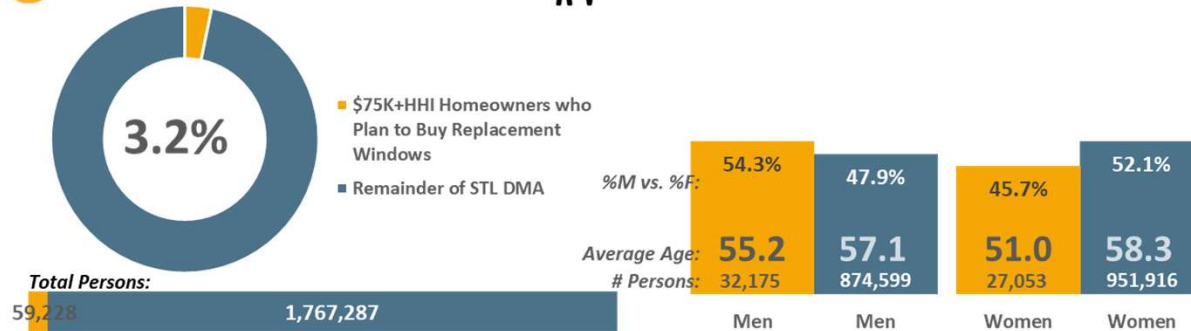


Percent of Market: Adults 35 or older

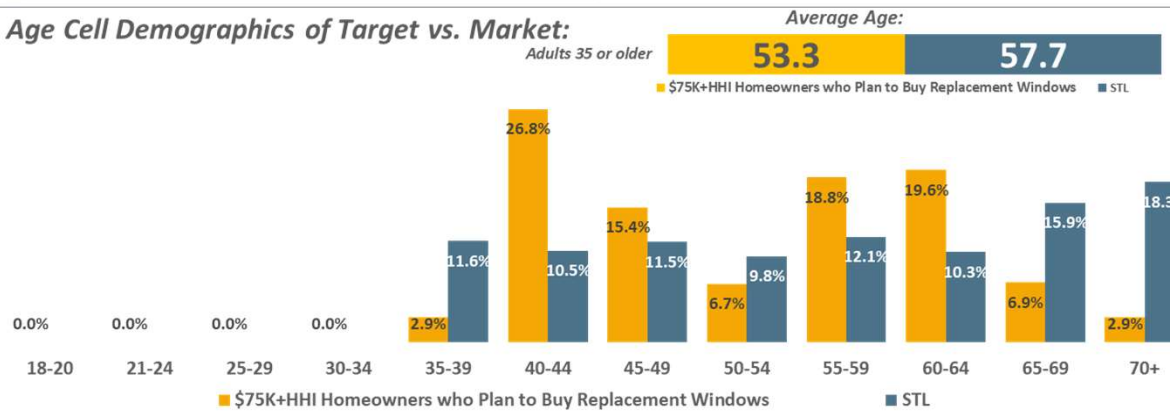


Gender of Target vs. Market: Adults 35 or older

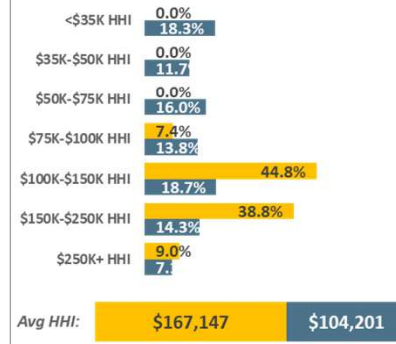
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 71  
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]





3.3% or 45,264 of CIN DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement ...  
Typical Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 54.5 years old (5.5% younger than average) and have a \$162,022 (53.6% higher than average) annual household ...

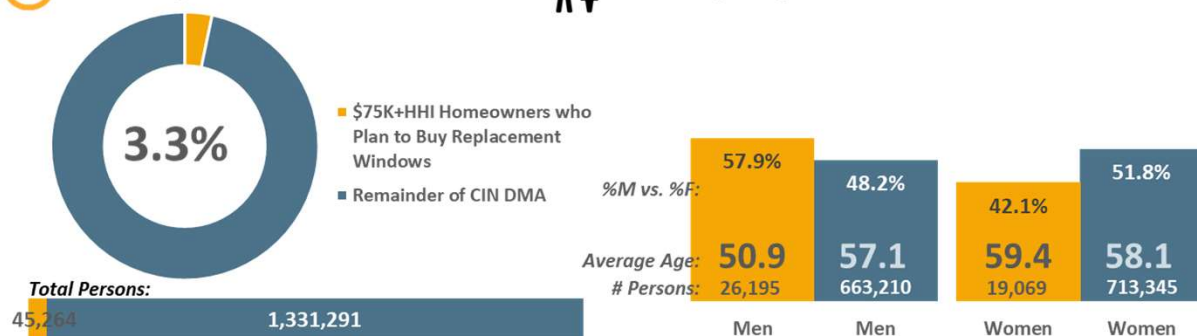


Percent of Market: Adults 35 or older

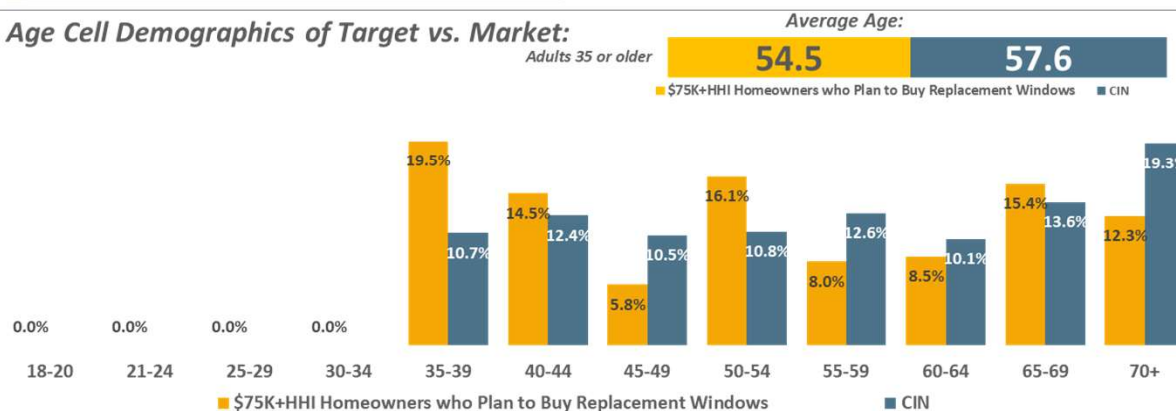


Gender of Target vs. Market: Adults 35 or older

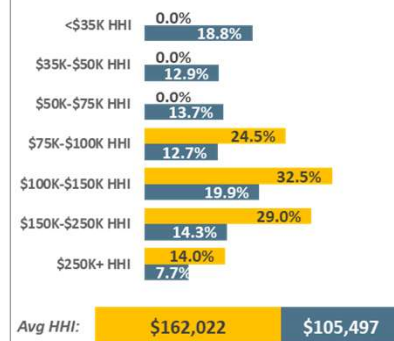
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 65  
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[[[(Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



1.9% or 28,011 of WPB DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement ...  
Typical Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 57.1 years old (6.1% younger than average) and have a \$175,285 (64.7% higher than average) annual household ...

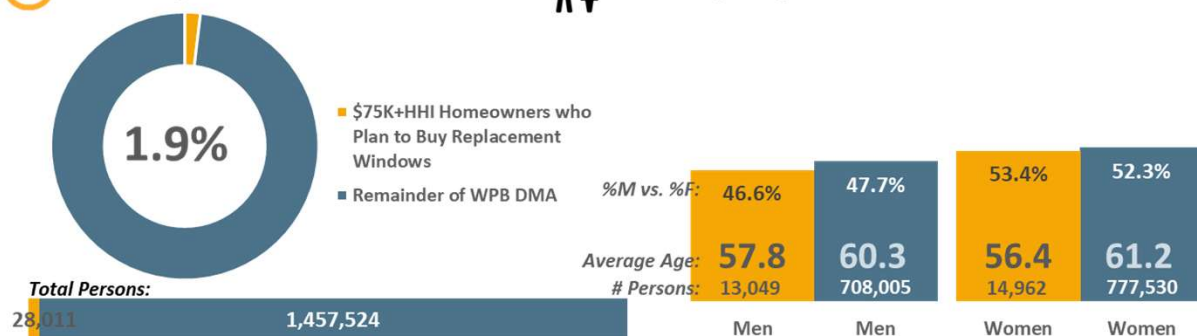


Percent of Market: Adults 35 or older

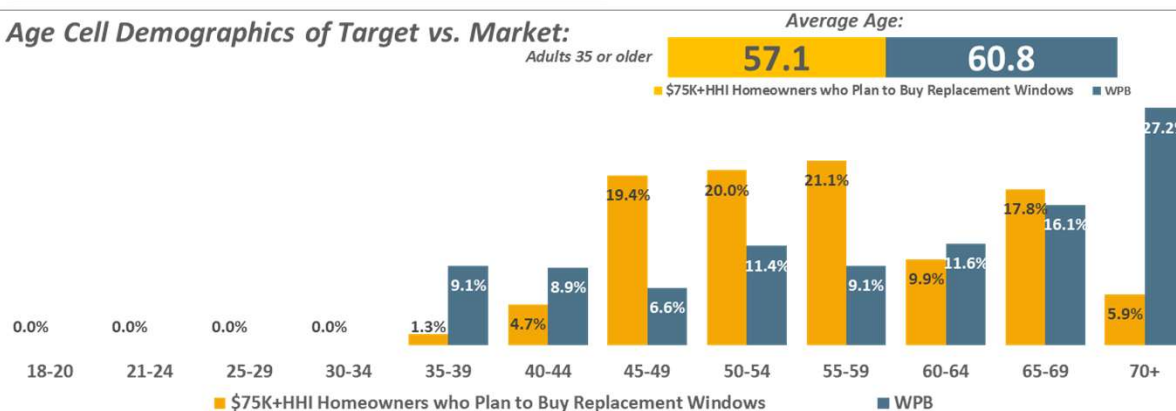


Gender of Target vs. Market: Adults 35 or older

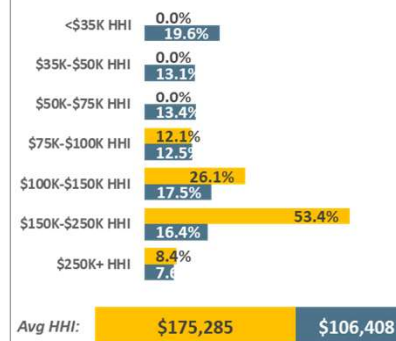
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



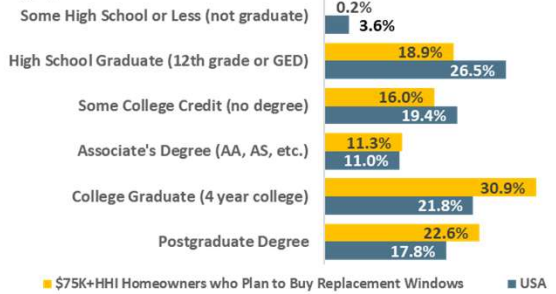
WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 62  
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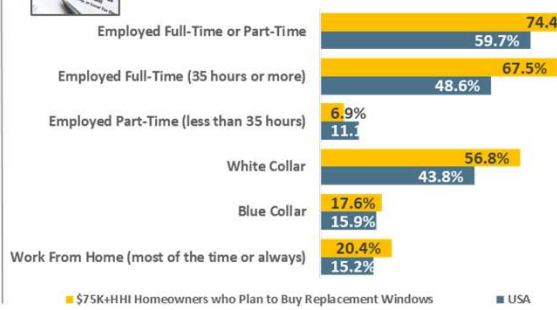


3.2% or 5,923,681 of USA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement Windows. Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 35.5% more likely to be a college graduate, 38.8% more likely to work full-time, 30.7% more likely to be married, 2.1% more likely to be a grandparent of 1 or more children und

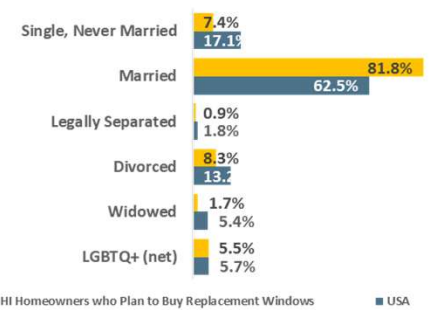
### Education Levels: Adults 35 or older



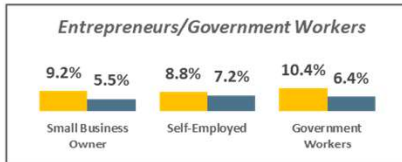
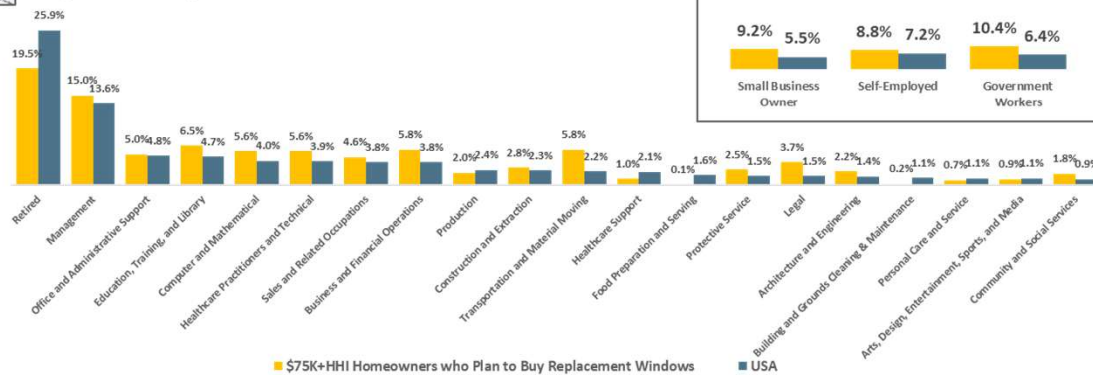
### Employment: Adults 35 or older



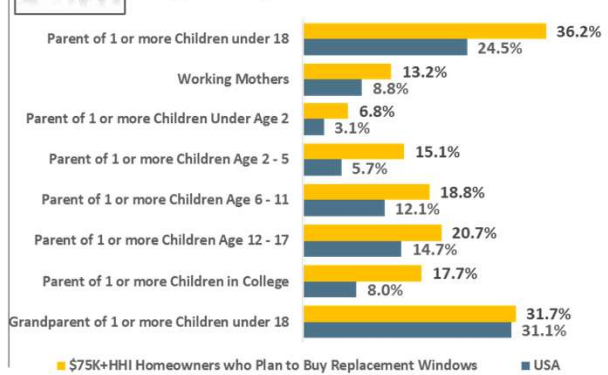
### Marital Status: Adults 35 or older



### Top-20 Occupations: Adults 35 or older



### Stage in Life: Adults 35 or older

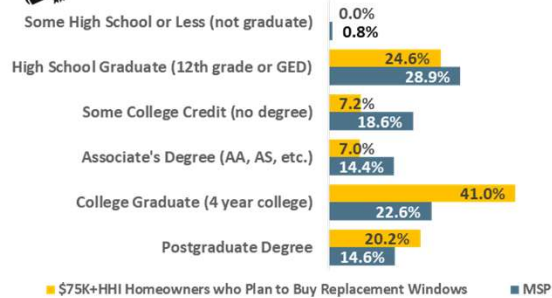




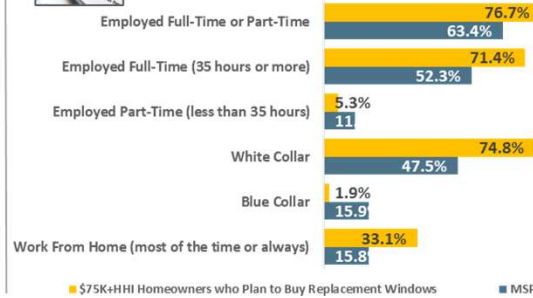
4.1% or 114,862 of MSP DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 64.4% more likely to be a college graduate, 36.6% more likely to work full-time, 48.4% more likely to be married, 40.% more likely to be a grandparent of 1 or more children und



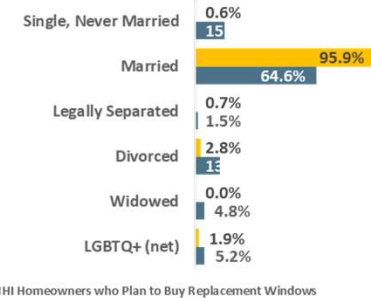
### Education Levels: Adults 35 or older



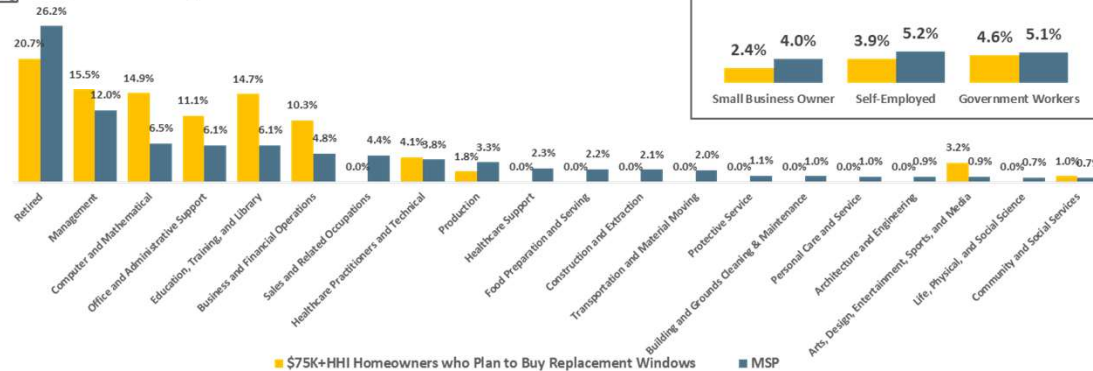
### Employment: Adults 35 or older



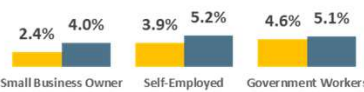
### Marital Status: Adults 35 or older



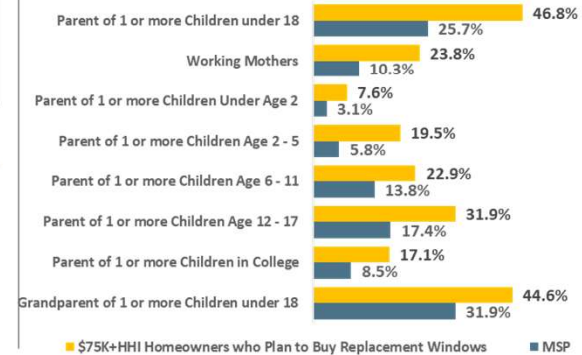
### Top-20 Occupations: Adults 35 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 35 or older

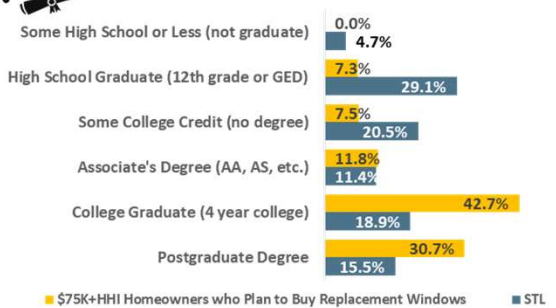




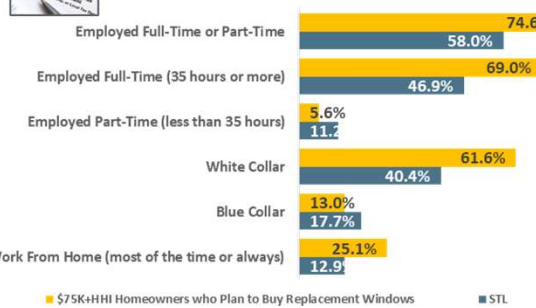


3.2% or 59,228 of STL DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 113.5% more likely to be a college graduate, 47.3% more likely to work full-time, 39.1% more likely to be married, 3.7% more likely to be a grandparent of 1 or more children un

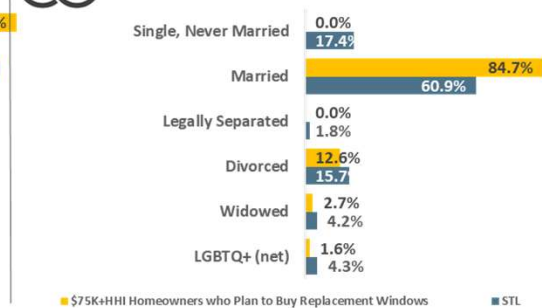
### Education Levels: Adults 35 or older



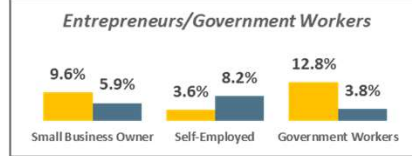
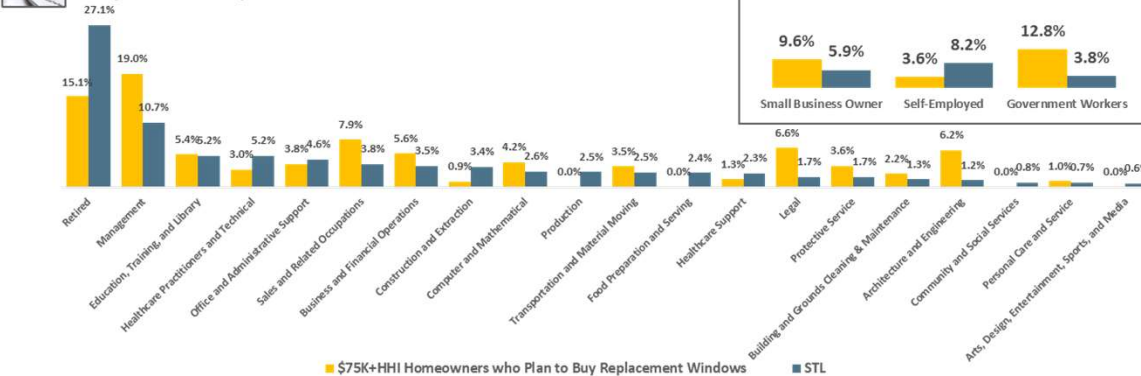
### Employment: Adults 35 or older



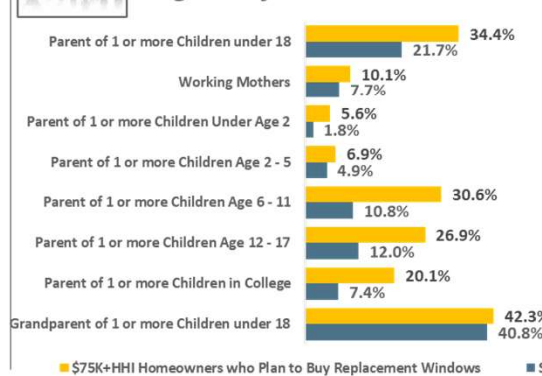
### Marital Status: Adults 35 or older



### Top-20 Occupations: Adults 35 or older



### Stage in Life: Adults 35 or older



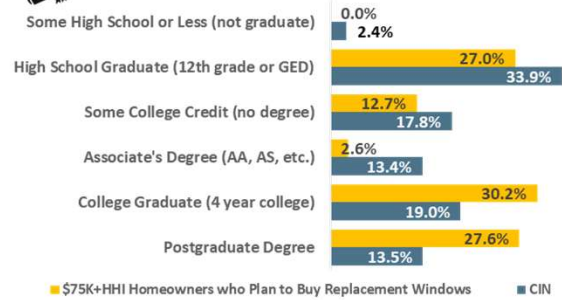




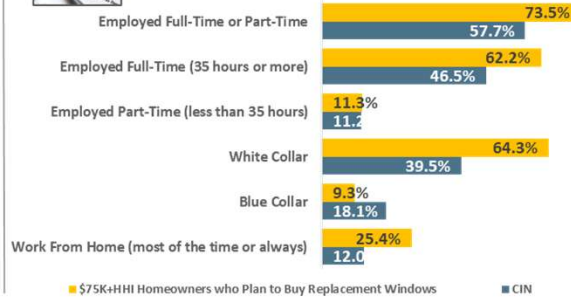
3.3% or 45,264 of CIN DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement ... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 77.7% more likely to be a college graduate, 33.8% more likely to work full-time, 9.3% more likely to be married, 3.8% less likely to be a grandparent of 1 or more children unde



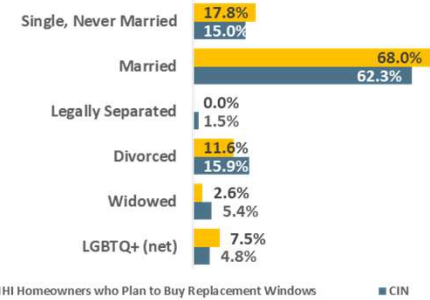
### Education Levels: Adults 35 or older



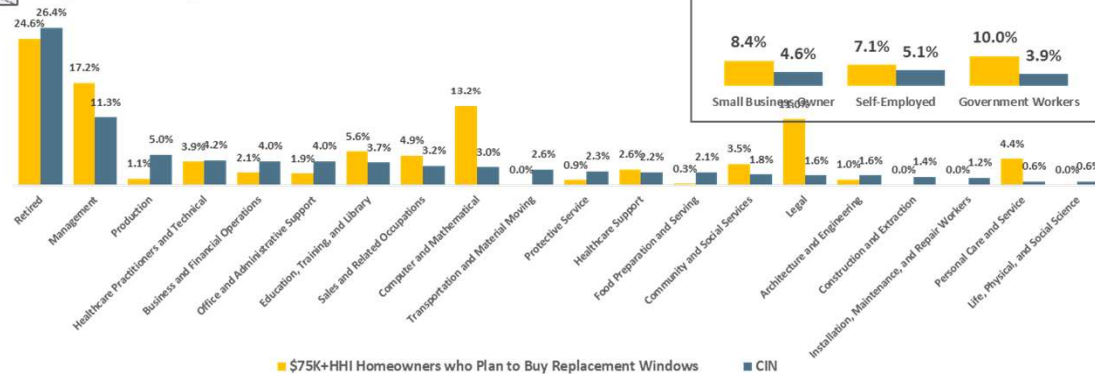
### Employment: Adults 35 or older



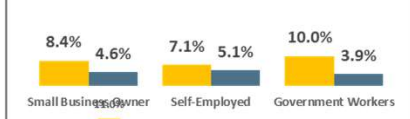
### Marital Status: Adults 35 or older



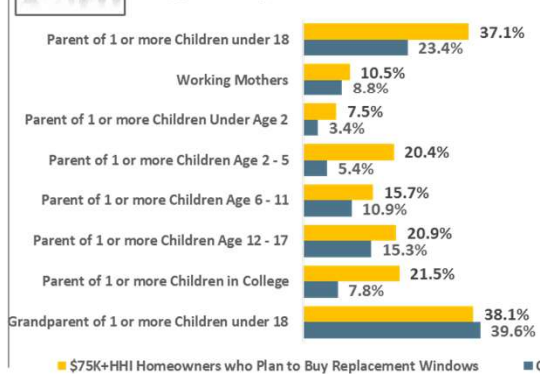
### Top-20 Occupations: Adults 35 or older



### Entrepreneurs/Government Workers



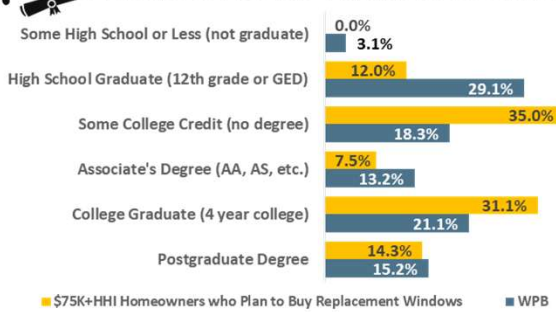
### Stage in Life: Adults 35 or older



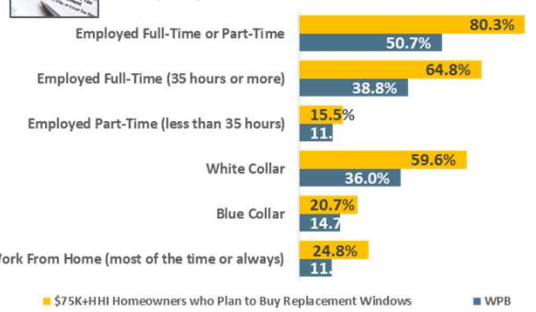


1.9% or 28,011 of WPB DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 25.3% more likely to be a college graduate, 67.% more likely to work full-time, 43.7% more likely to be married, 22.1% less likely to be a grandparent of 1 or more children und

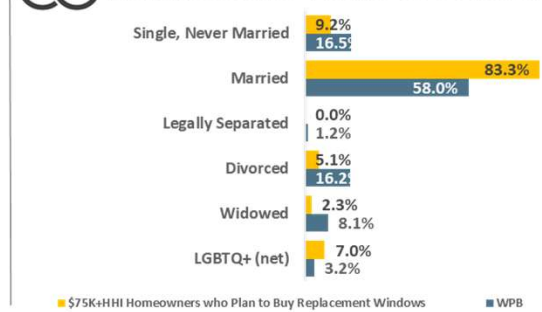
### Education Levels: Adults 35 or older



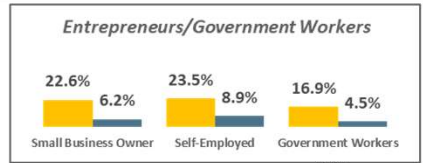
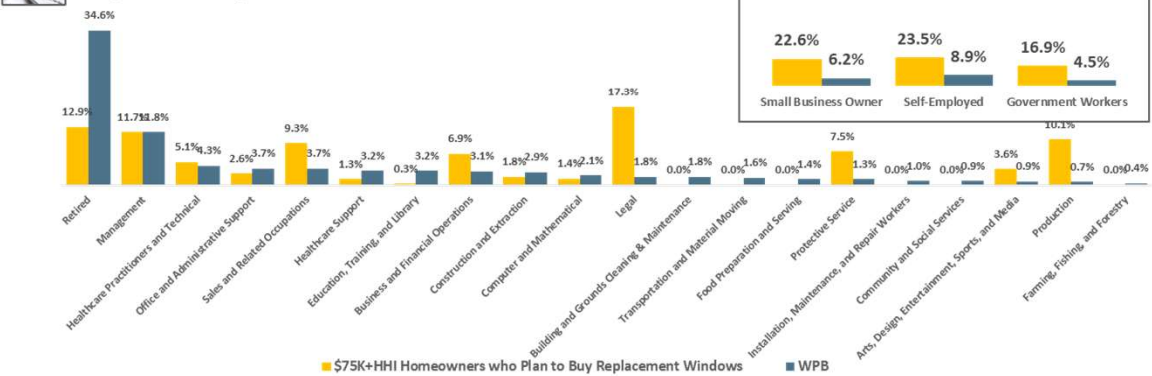
### Employment: Adults 35 or older



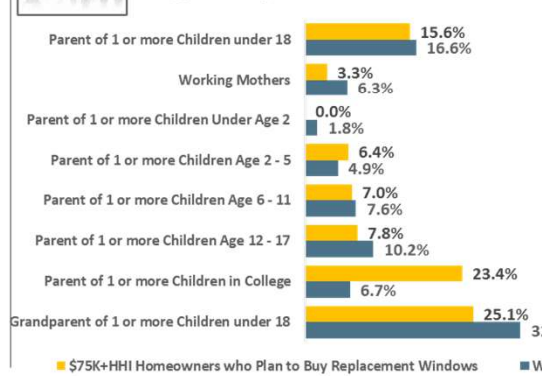
### Marital Status: Adults 35 or older



### Top-20 Occupations: Adults 35 or older



### Stage in Life: Adults 35 or older

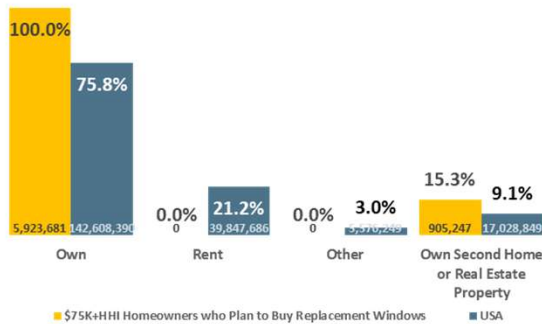




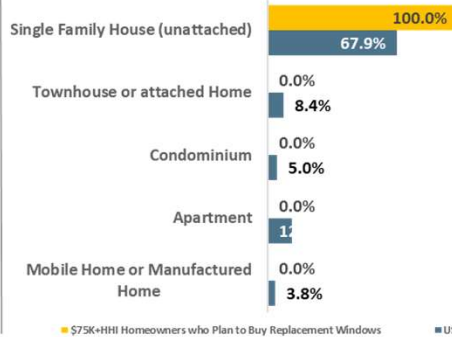
3.2% or 5,923,681 of USA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement Windows. Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 31.9% more likely to own their home, 27.2% more likely to own a higher valued home, 47.2% more likely to have a single-family home, 58.7% more likely to have a dog.



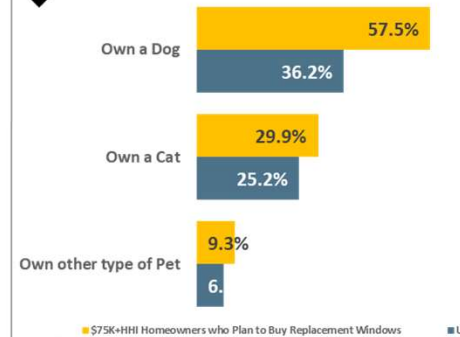
### Own/Rent/Other: Adults 35 or older



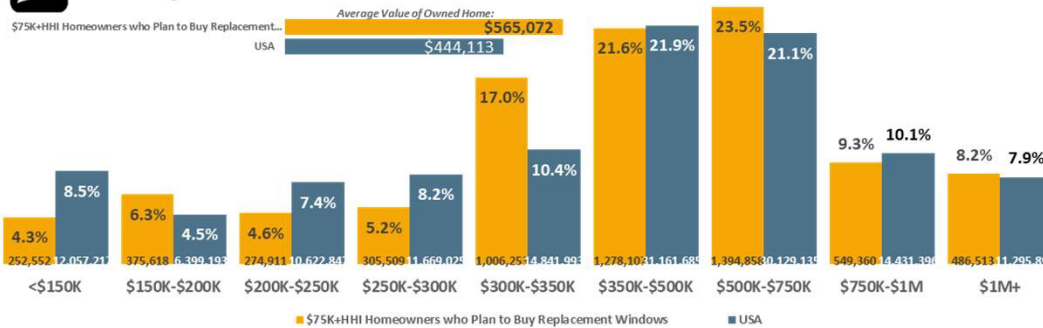
### Type of Home: Adults 35 or older



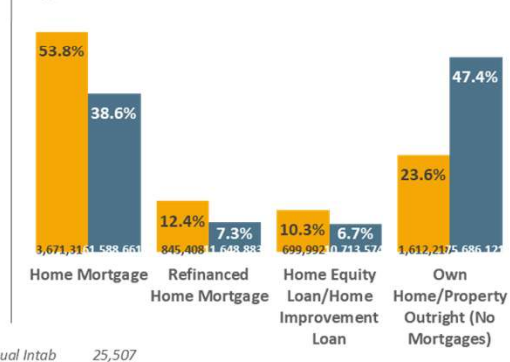
### Pets in Home: Adults 35 or older



### Value of Owned Home: Adults 35 or older



### Home Loans: Adults 35 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 691  
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USA Projection

Scarborough R2 2025: Sep24-Aug25

©

Qual Intab

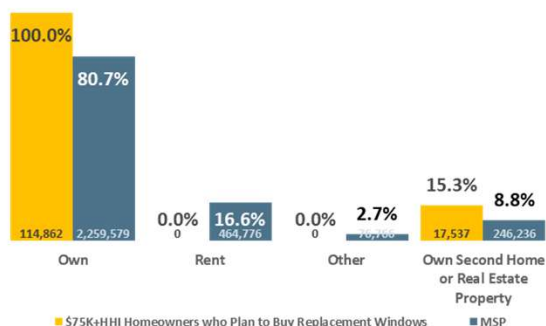
25,507

[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]

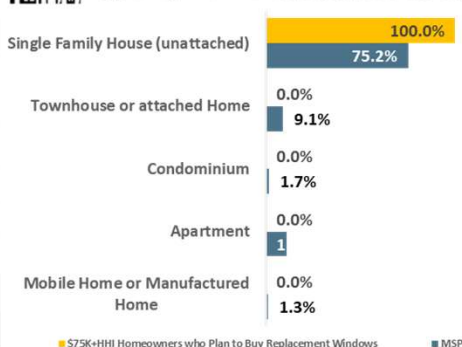


4.1% or 114,862 of MSP DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 24.% more likely to own their home, 16.% more likely to own a higher valued home, 32.9% more likely to have a single-family home, 60.8% more likely to have a dog.

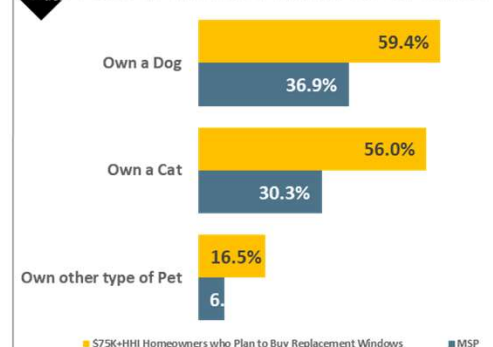
### Own/Rent/Other: Adults 35 or older



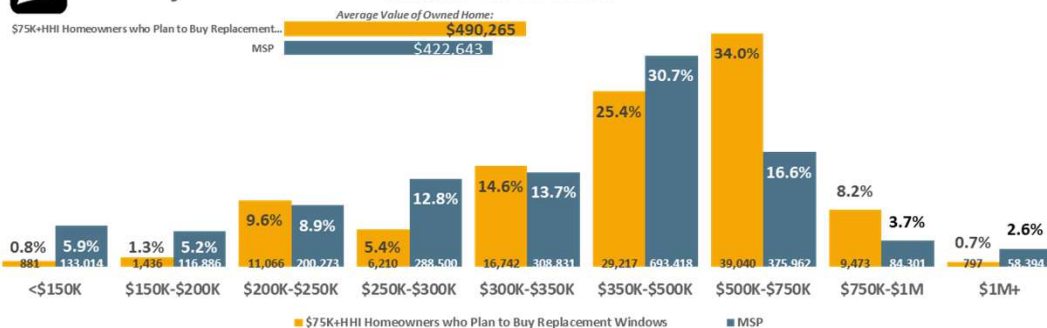
### Type of Home: Adults 35 or older



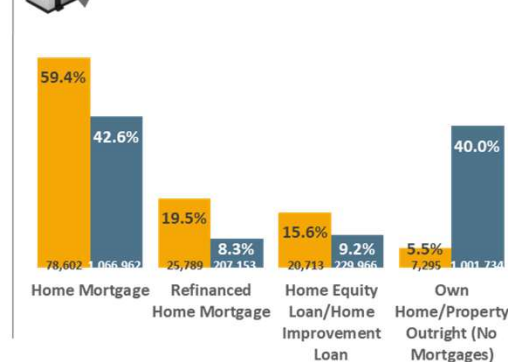
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### Home Loans: Adults 35 or older



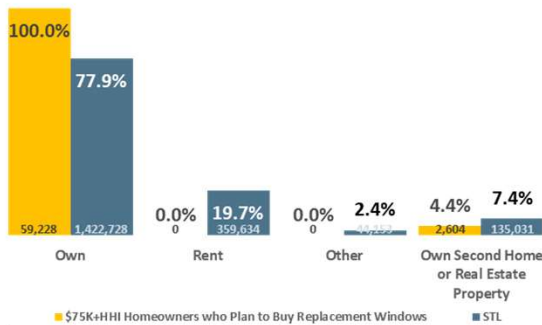




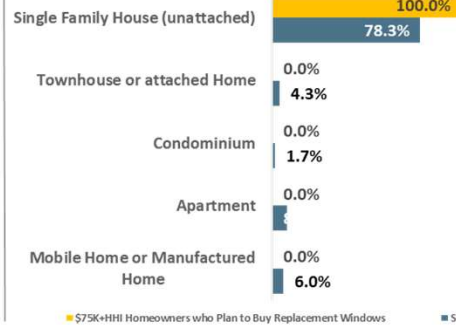
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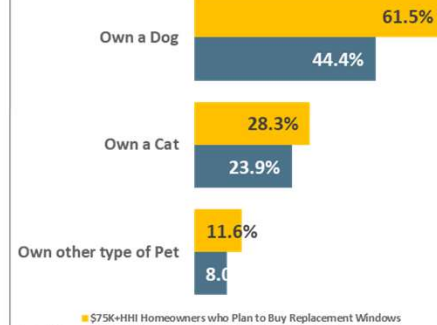
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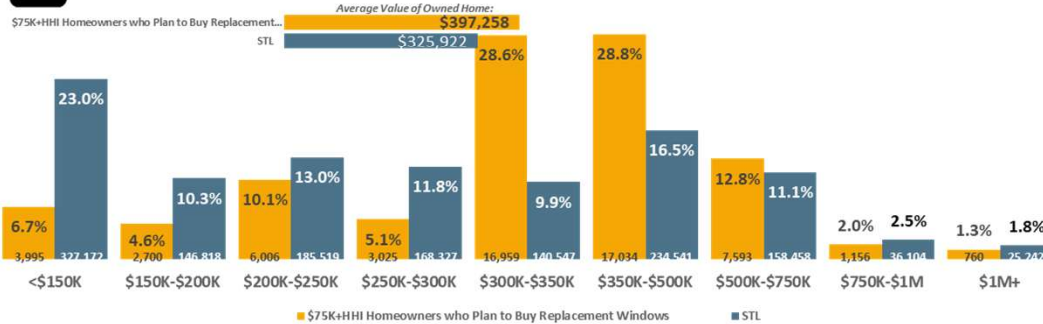
### Type of Home: Adults 35 or older



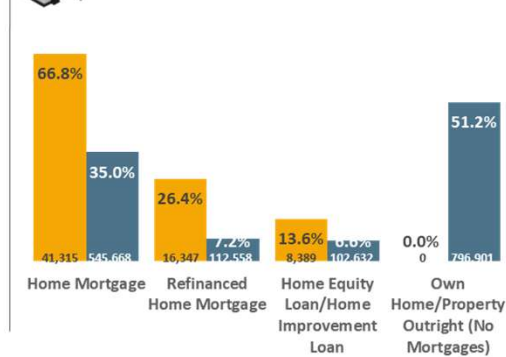
### Pets in Home: Adults 35 or older



### Value of Owned Home: Adults 35 or older



### Home Loans: Adults 35 or older



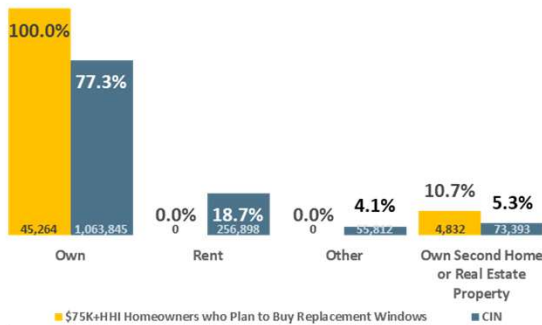




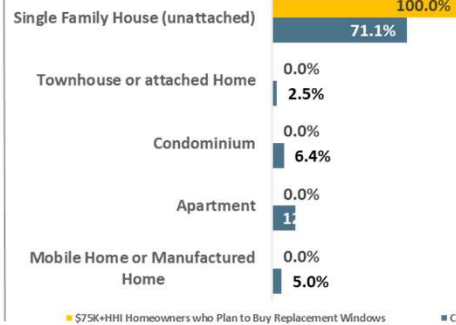
3.3% or 45,264 of CIN DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement Windows. Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 29.4% more likely to own their home, 14.9% more likely to own a higher valued home, 40.6% more likely to have a single-family home, 14.3% more likely to have a dog.



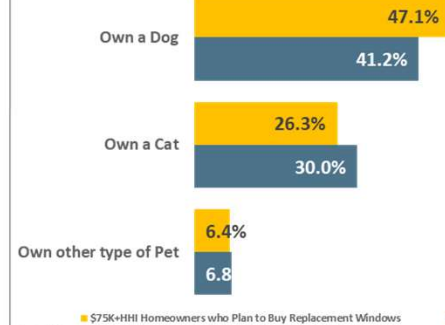
### Own/Rent/Other: Adults 35 or older



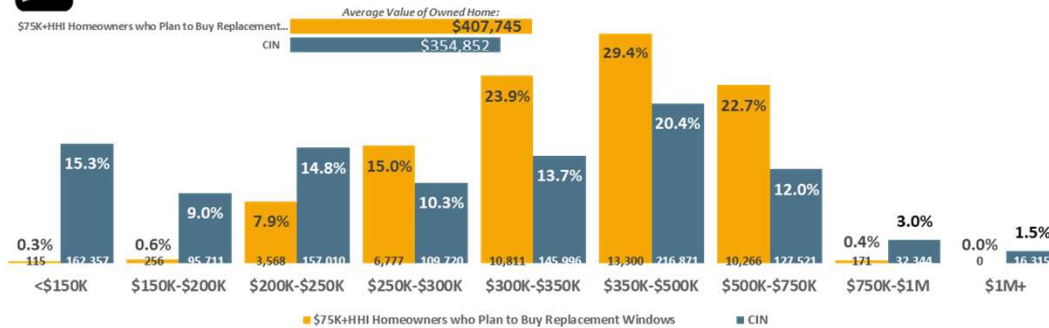
### Type of Home: Adults 35 or older



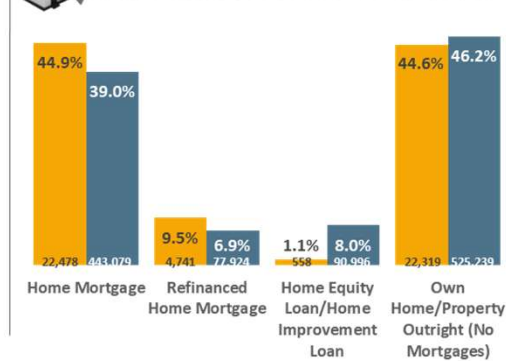
### Pets in Home: Adults 35 or older



### Value of Owned Home: Adults 35 or older



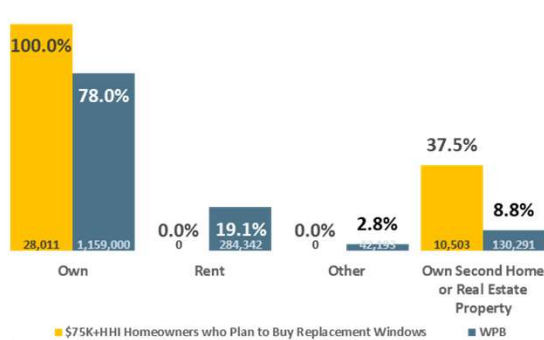
### Home Loans: Adults 35 or older



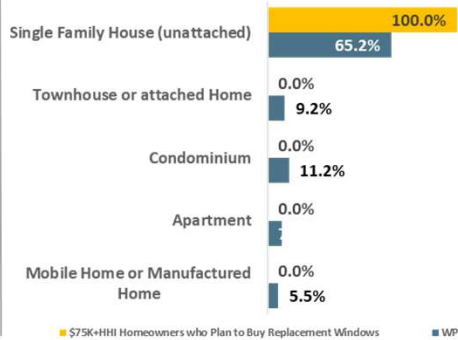


1.9% or 28,011 of WPB DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement Windows. Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 28.2% more likely to own their home, 14.3% more likely to own a higher valued home, 53.5% more likely to have a single-family home, 91.8% more likely to have a dog.

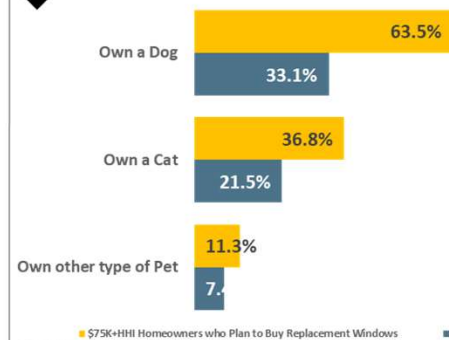
### Own/Rent/Other: Adults 35 or older



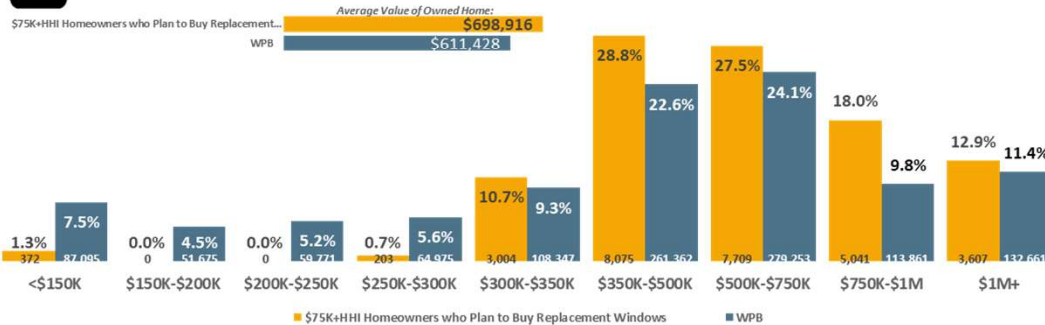
### Type of Home: Adults 35 or older



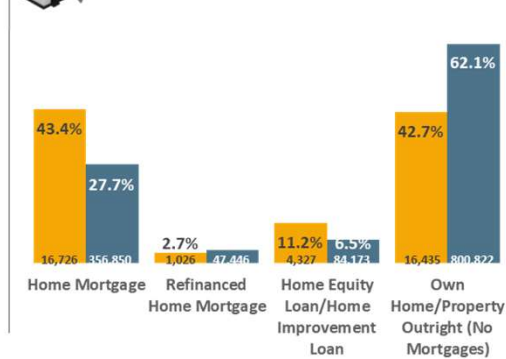
### Pets in Home: Adults 35 or older



### Value of Owned Home: Adults 35 or older



### Home Loans: Adults 35 or older

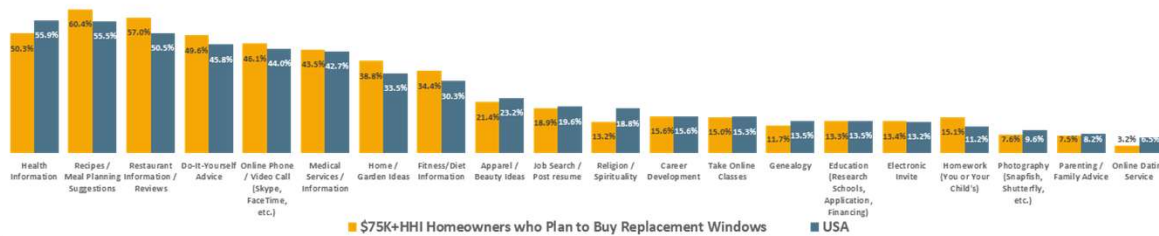




3.2% or 5,923,681 of USA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 8.4% more likely to look up D-I-Y advice online, 16.1% more likely to always vote in local elections, 26.2% more likely to belong to a gym, 17.% more likely to fly domestic pas

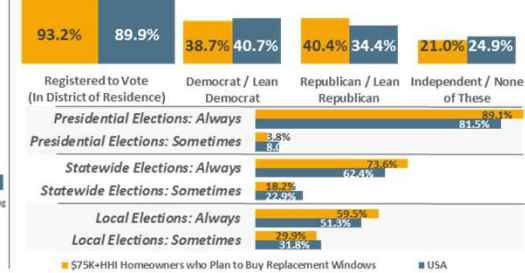


### Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



■ \$75K+HHI Homeowners who Plan to Buy Replacement Windows ■ USA

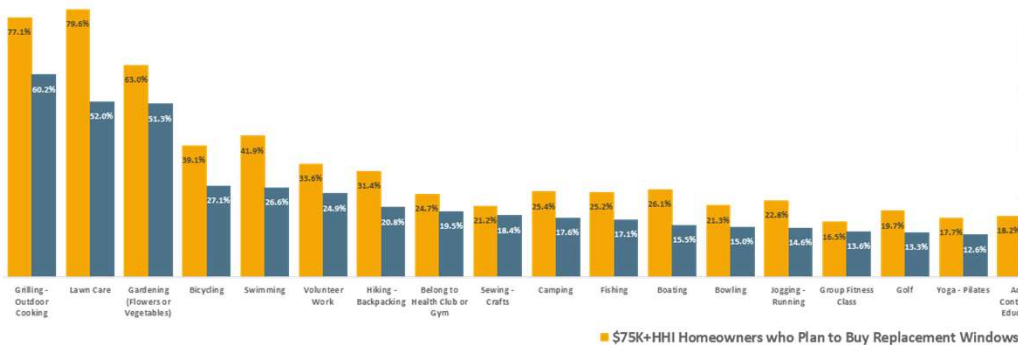
### Political Activity: Adults 35 or older



■ \$75K+HHI Homeowners who Plan to Buy Replacement Windows ■ USA



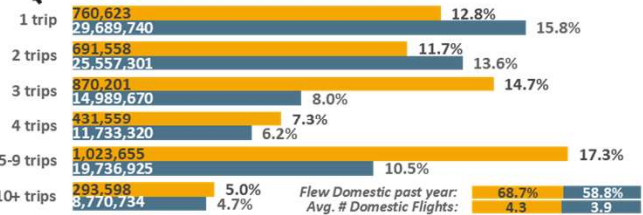
### Top-30 past 12-months Active Lifestyle Activites: Adults 35 or older



■ \$75K+HHI Homeowners who Plan to Buy Replacement Windows ■ USA



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



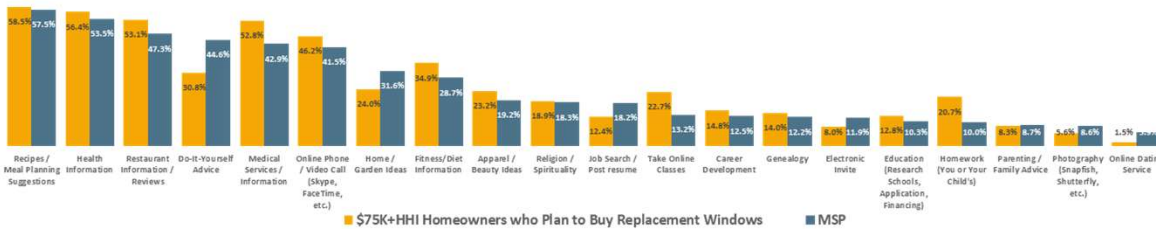
Flew Domestic past year: 68.7% vs 58.8%  
Avg. # Domestic Flights: 4.3 vs 3.9



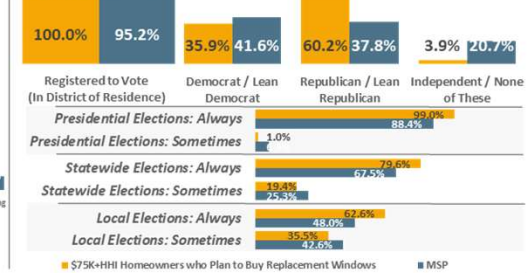
4.1% or 114,862 of MSP DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 31.% less likely to look up D-I-Y advice online, 30.4% more likely to always vote in local elections, 13.3% more likely to belong to a gym, 31.6% more likely to fly domestic pa



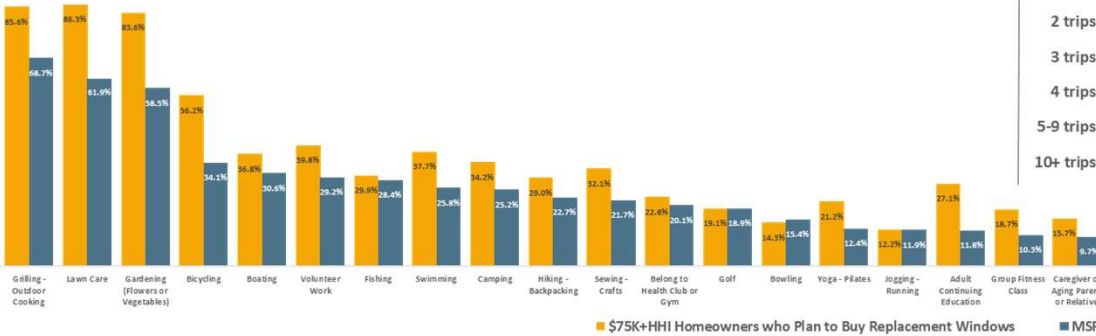
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



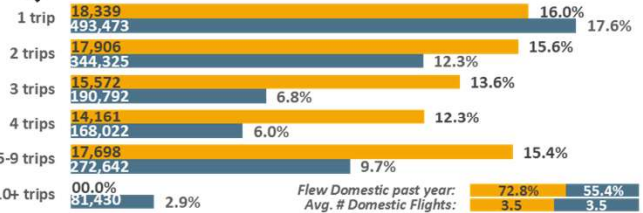
### Political Activity: Adults 35 or older



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



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



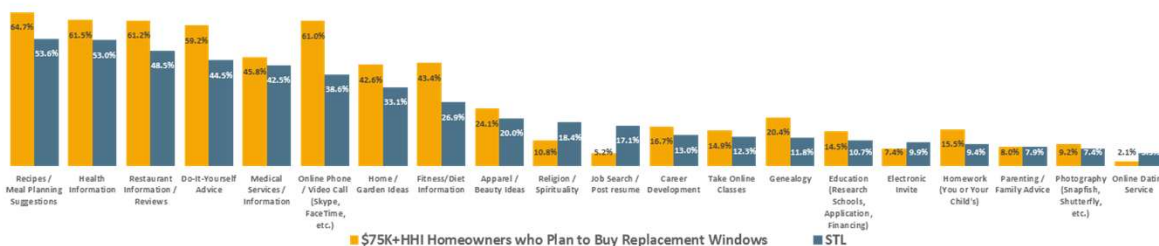




3.2% or 59,228 of STL DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement ... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 33.% more likely to look up D-I-Y advice online, 19.3% more likely to always vote in local elections, 78.1% more likely to belong to a gym, 35.4% more likely to fly domestic pa

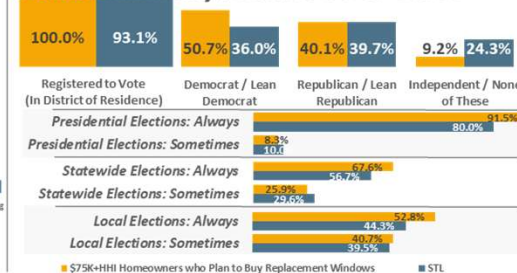


### Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



■ \$75K+HHI Homeowners who Plan to Buy Replacement Windows ■ STL

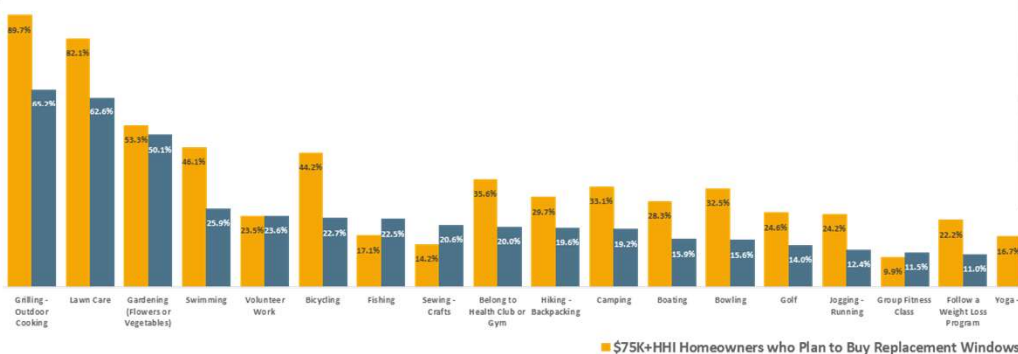
### Political Activity: Adults 35 or older



■ \$75K+HHI Homeowners who Plan to Buy Replacement Windows ■ STL



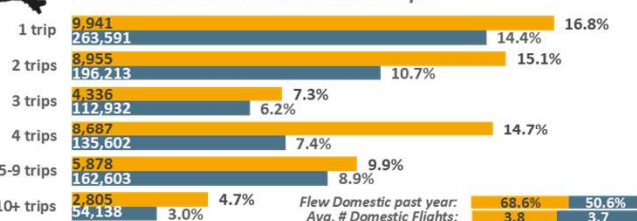
### Top-30 past 12-months Active Lifestyle Activites: Adults 35 or older



■ \$75K+HHI Homeowners who Plan to Buy Replacement Windows ■ STL



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



Flew Domestic past year: 68.6% vs 50.6%  
Avg. # Domestic Flights: 3.8 vs 3.7

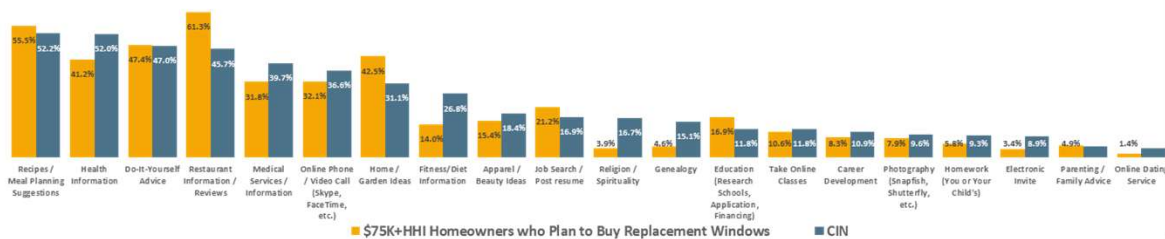




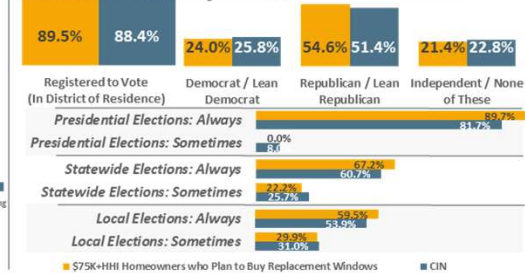
3.3% or 45,264 of CIN DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement ... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are .7% more likely to look up D-I-Y advice online, 10.6% more likely to always vote in local elections, 105.8% more likely to belong to a gym, 40.2% more likely to fly domestic pa



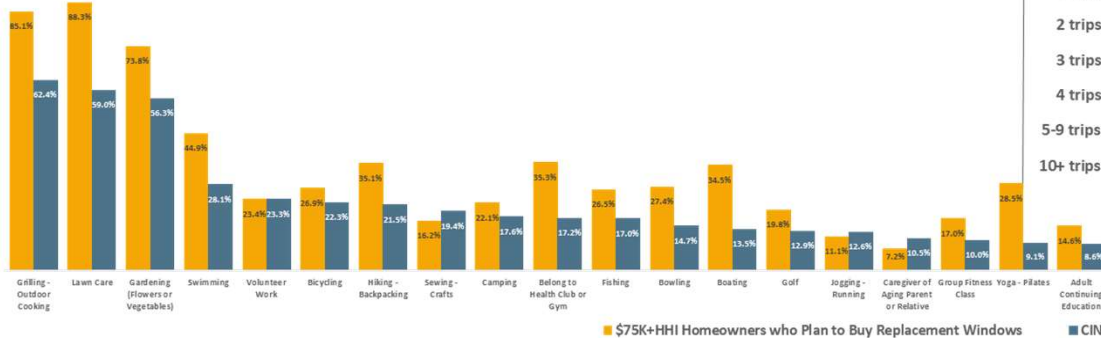
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



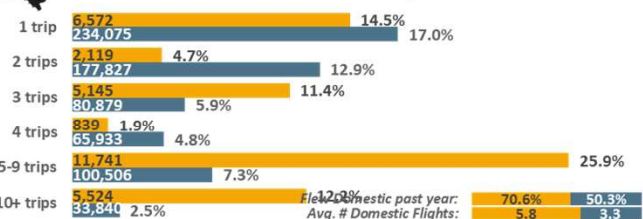
### Political Activity: Adults 35 or older



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



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

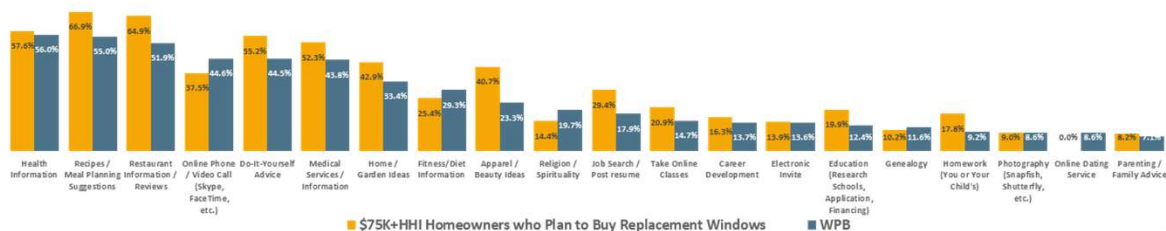




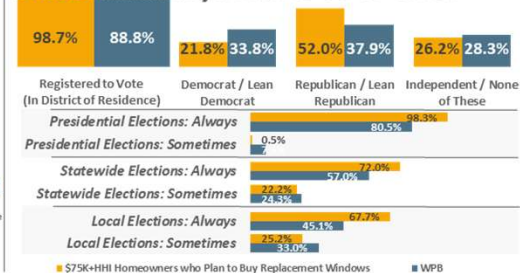
1.9% or 28,011 of WPB DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement ... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 24.2% more likely to look up D-I-Y advice online, 50.% more likely to always vote in local elections, 53.4% more likely to belong to a gym, 26.3% more likely to fly domestic pa



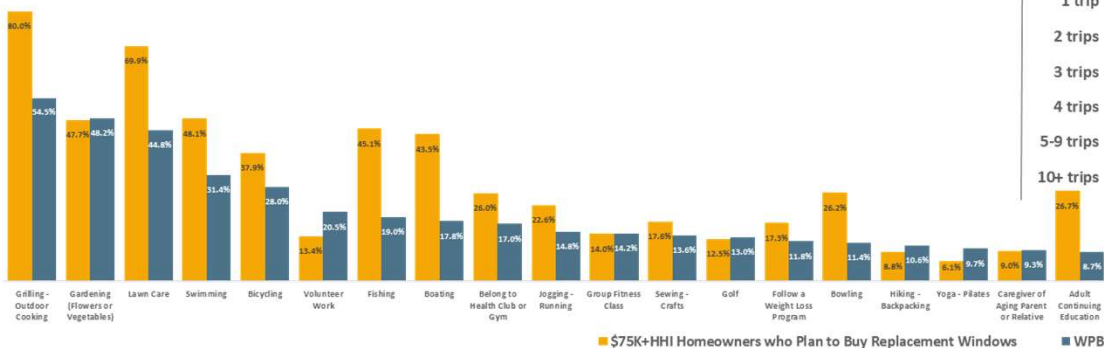
### Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



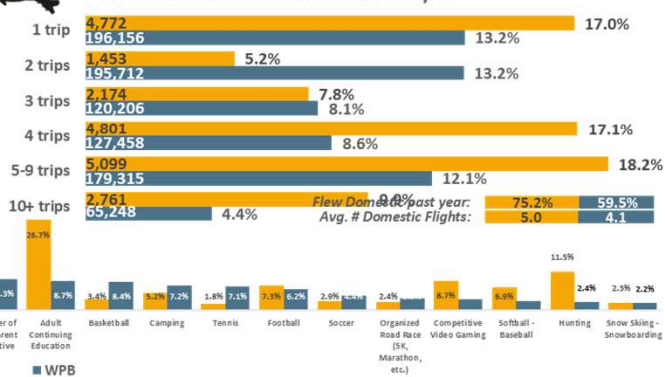
### Political Activity: Adults 35 or older



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



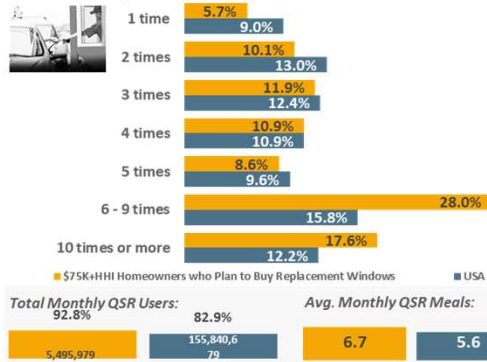
### Past 12-months Domestic Airline Trips: Adults 35 or older



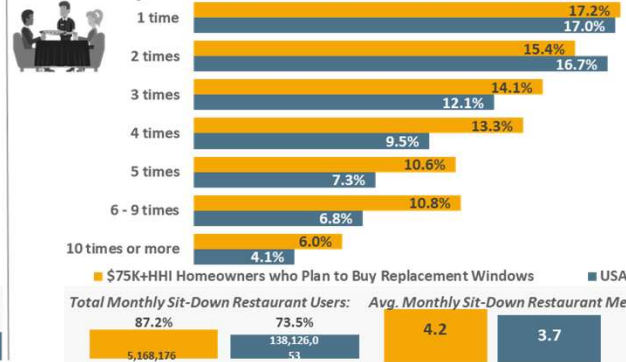


3.2% or 5,923,681 of USA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement Windows. Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 11.9% more likely to use QSRs past mo., 18.8% more likely to use Sit-Down Restaurants past mo., 11.9% more likely to use Casinos past yr., 28.8% less likely to smoke cigarettes

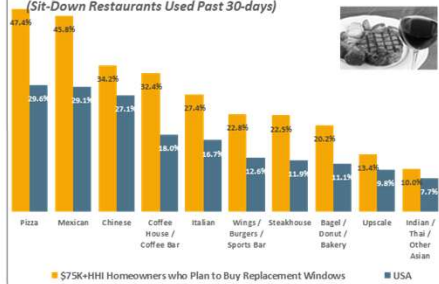
### Past 30-days QSR Users: Adults 35 or older



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

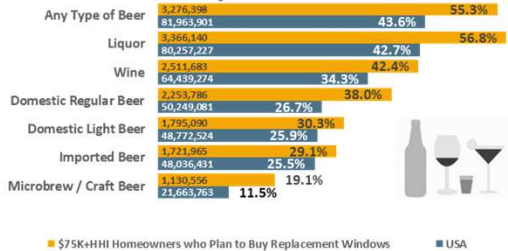


### Top-10 Cuisines: Adults 35 or older

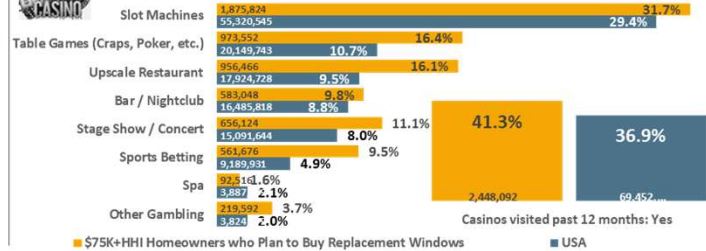


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
\$75K+HHI Homeowners who Plan to Buy Replacement... 1,102,489 (18.6%)  
USA 2,711,574 (15.8%)

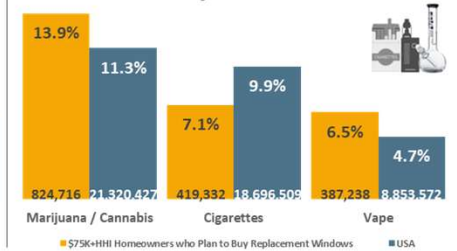
### Drank Past 30-days: Adults 35 or older



### Past 12 months Casino Activities: Adults 35 or older



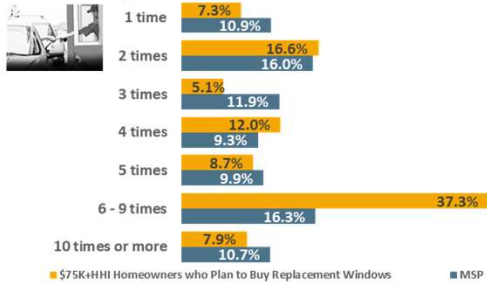
### Used Past 30-days: Adults 35 or older





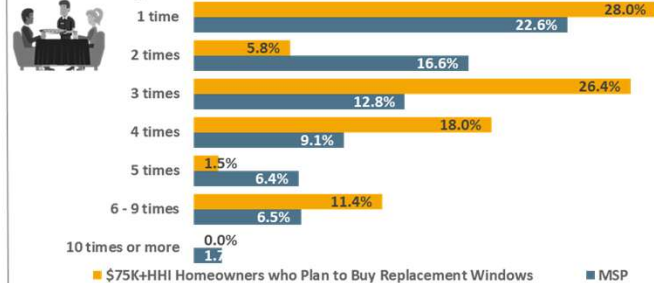
4.1% or 114,862 of MSP DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 11.7% more likely to use QSRs past mo., 20.6% more likely to use Sit-Down Restaurants past mo., 4.6% more likely to use Casinos past yr., 35.1% more likely to smoke cigarettes.

### Past 30-days QSR Users: Adults 35 or older



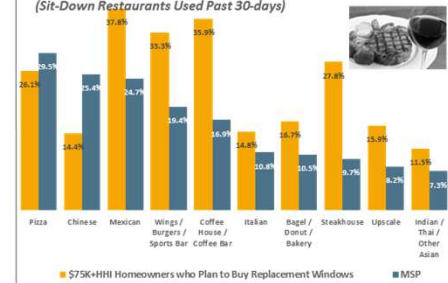
Total Monthly QSR Users: 94.9%  
Avg. Monthly QSR Meals: 5.8

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



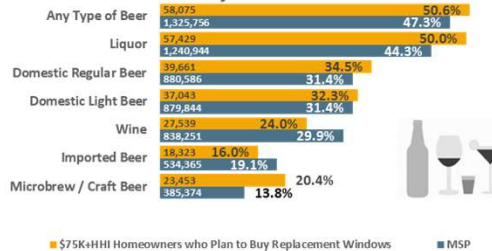
Total Monthly Sit-Down Restaurant Users: 91.2%  
Avg. Monthly Sit-Down Restaurant Meals: 3.1

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

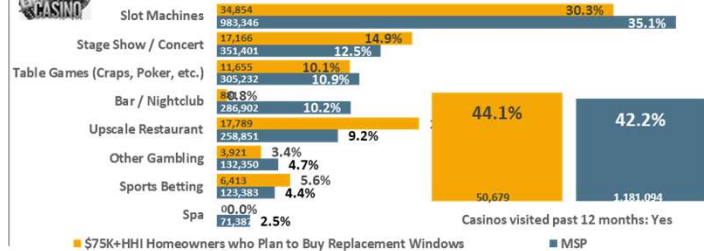


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
\$75K+HHI Homeowners who Plan to Buy Replacement... 3.2%  
MSP 281,957 10.1%

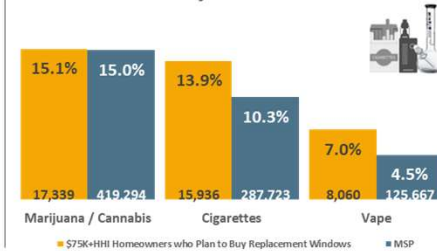
### Drank Past 30-days: Adults 35 or older



### Past 12 months Casino Activities: Adults 35 or older



### Used Past 30-days: Adults 35 or older

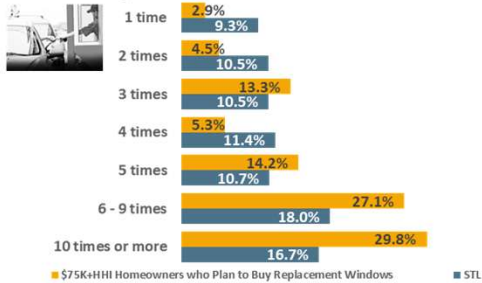






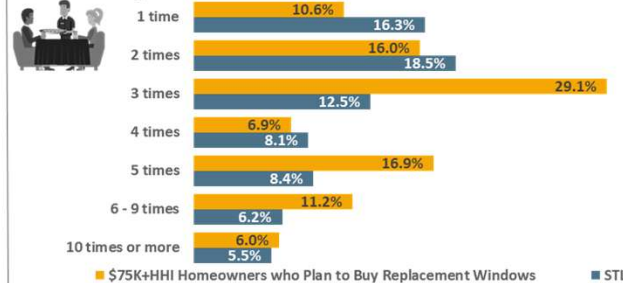
3.2% or 59,228 of STL DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement Windows. Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 11.5% more likely to use QSRs past mo., 28.1% more likely to use Sit-Down Restaurants past mo., 56.4% more likely to use Casinos past yr., 71.6% less likely to smoke cigarettes

### Past 30-days QSR Users: Adults 35 or older



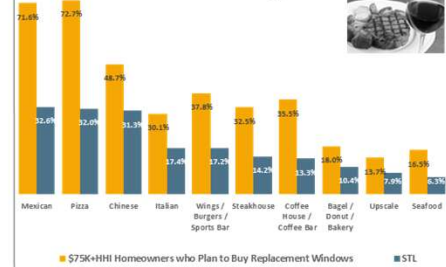
Total Monthly QSR Users:	97.1%	87.1%
Avg. Monthly QSR Meals:	8.2	6.3
	\$7,532	1,501,507

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



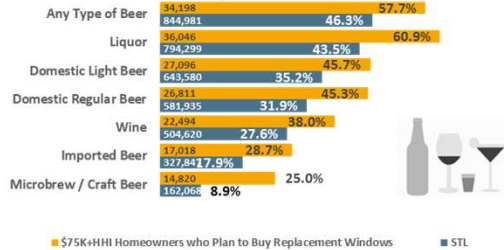
Total Monthly Sit-Down Restaurant Users:	96.7%	75.5%
Avg. Monthly Sit-Down Restaurant Meals:	4.3	3.9
	\$7,255	1,370,358

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

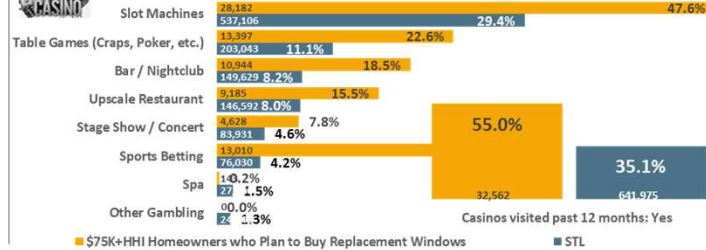


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	17.5%
\$75K+HHI Homeowners who Plan to Buy Replacement...	10,392
STL	285,556
	15.6%

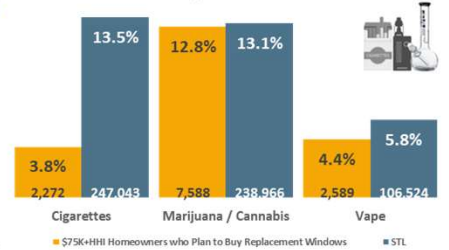
### Drank Past 30-days: Adults 35 or older



### Past 12 months Casino Activities: Adults 35 or older



### Used Past 30-days: Adults 35 or older

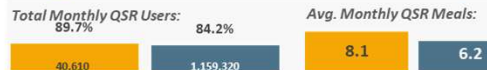
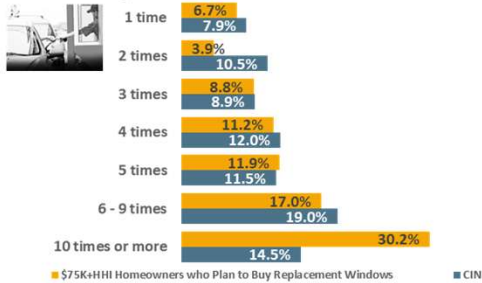




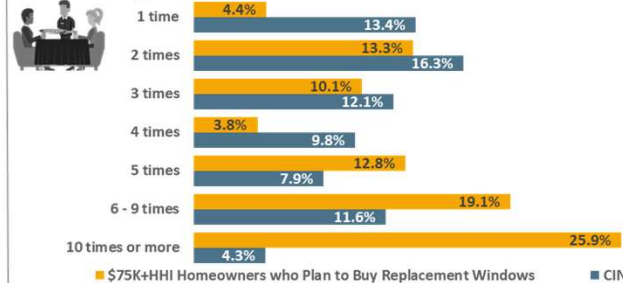


3.3% or 45,264 of CIN DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement Windows. Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 6.5% more likely to use QSRs past mo., 18.7% more likely to use Sit-Down Restaurants past mo., 22.3% more likely to use Casinos past yr., 22.7% more likely to smoke cigarettes.

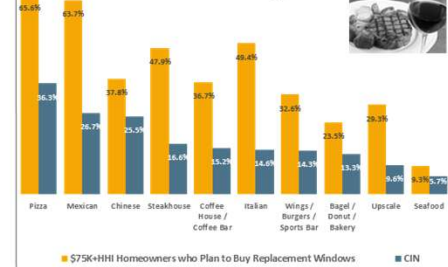
### Past 30-days QSR Users: Adults 35 or older



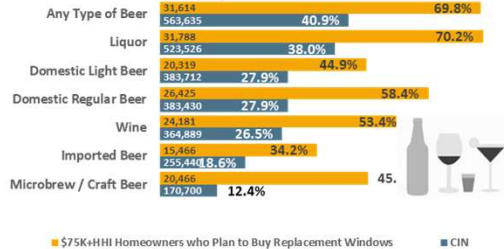
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



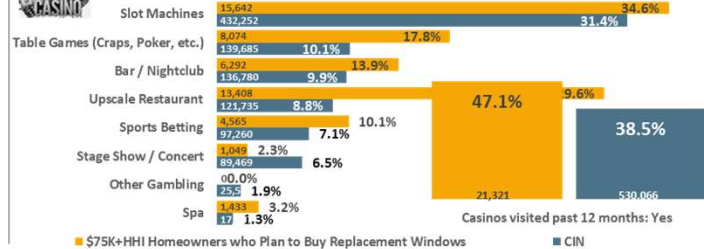
### Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



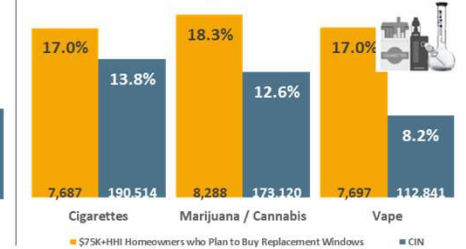
### Drank Past 30-days: Adults 35 or older



### Past 12 months Casino Activities: Adults 35 or older



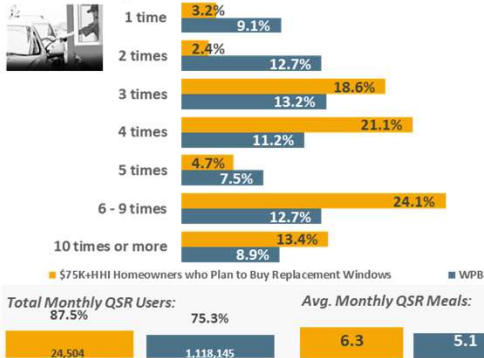
### Used Past 30-days: Adults 35 or older



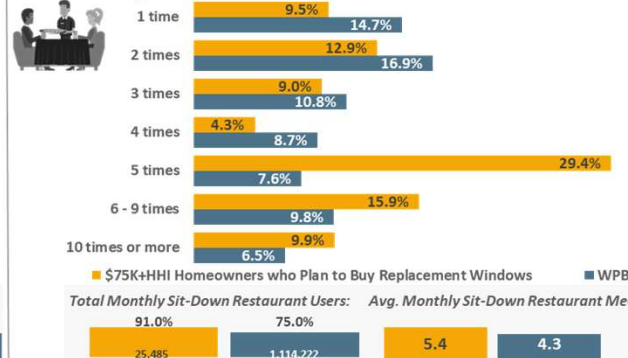


1.9% or 28,011 of WPB DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement Windows. Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 16.2% more likely to use QSRs past mo., 21.3% more likely to use Sit-Down Restaurants past mo., 69.2% more likely to use Casinos past yr., 57.9% less likely to smoke cigarettes

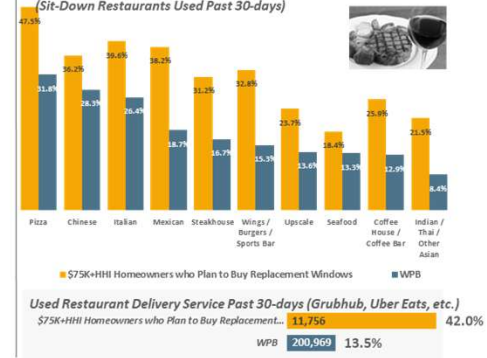
### Past 30-days QSR Users: Adults 35 or older



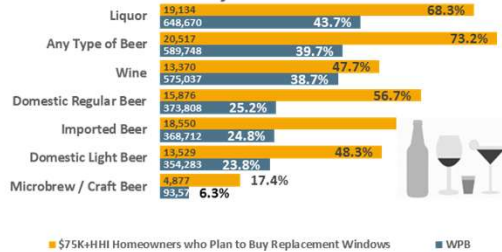
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



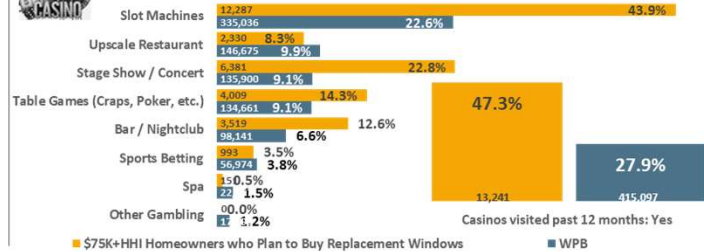
### Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



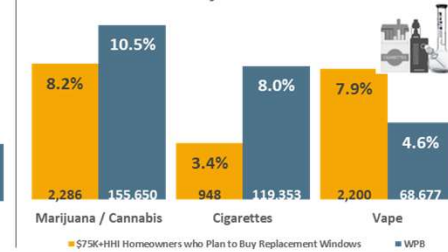
### Drank Past 30-days: Adults 35 or older



### Past 12 months Casino Activities: Adults 35 or older



### Used Past 30-days: Adults 35 or older





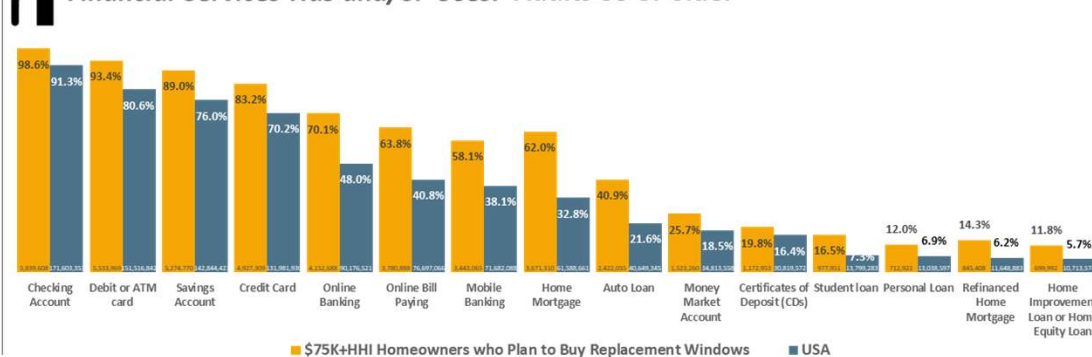
3.2% or 5,923,681 of USA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 49.6% more likely to have a 401K, 89.1% more likely to have an Auto Loan, 86.4% more likely to Invest/Trade Stocks Online, 7.3% more likely to pay with their Debit Card.



### Investments Owned: Adults 35 or older



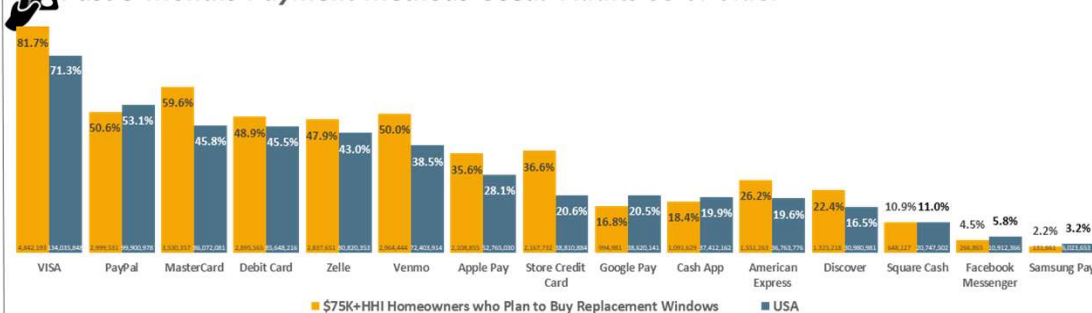
### Financial Services Has and/or Uses: Adults 35 or older



### Professional Services Used\*: Adults 35 or older

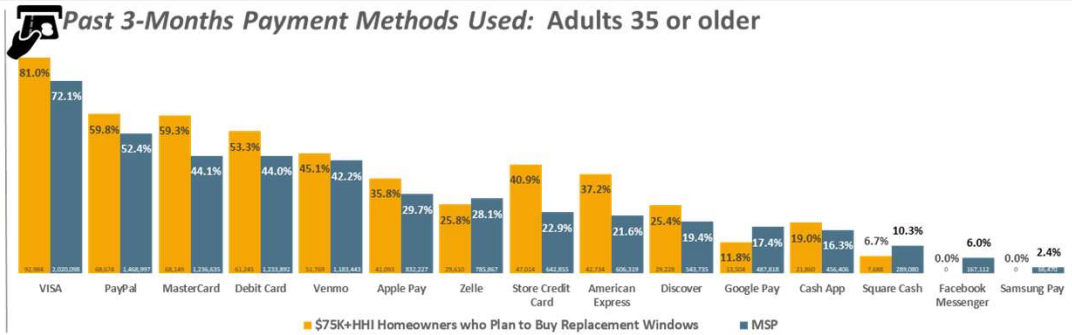
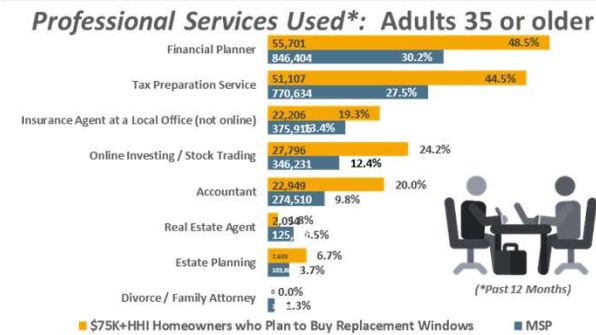
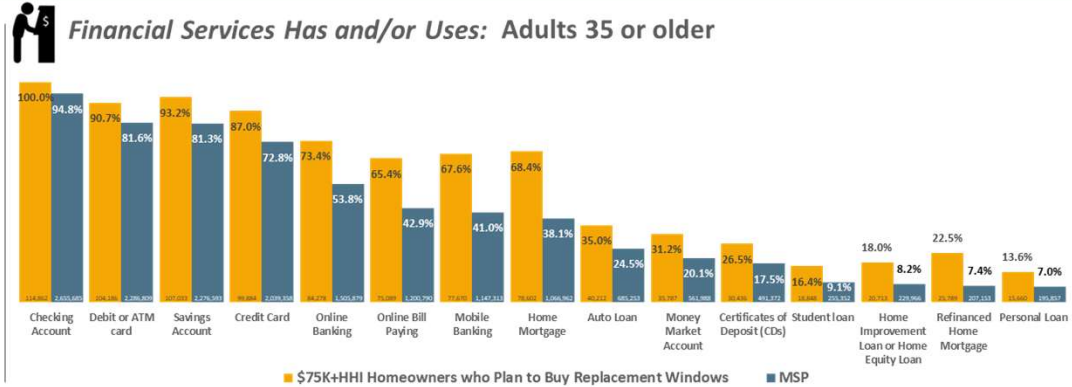
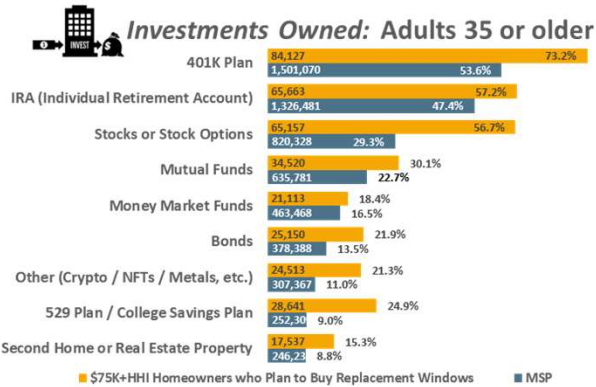


### Past 3-Months Payment Methods Used: Adults 35 or older





4.1% or 114,862 of MSP DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 36.7% more likely to have a 401K, 43.1% more likely to have an Auto Loan, 95.8% more likely to Invest/Trade Stocks Online, 21.1% more likely to pay with their Debit Card.



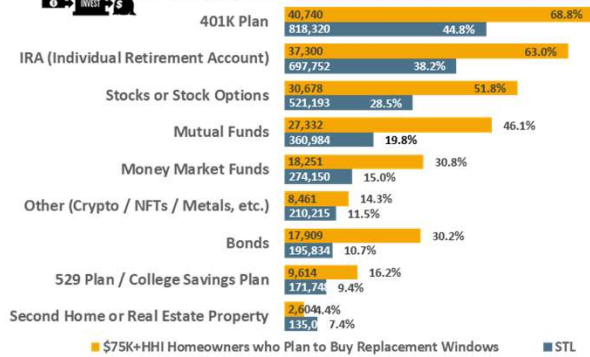




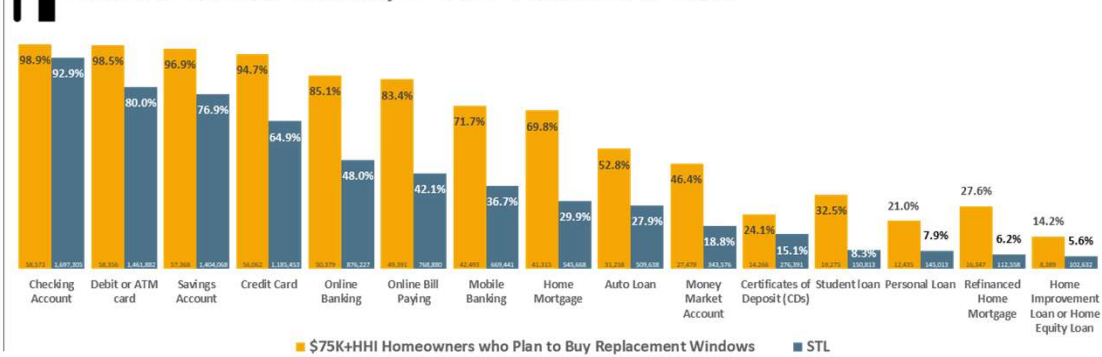
3.2% or 59,228 of STL DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement ... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 53.5% more likely to have a 401K, 89.1% more likely to have an Auto Loan, 141.5% more likely to Invest/Trade Stocks Online, 4.3% less likely to pay with their Debit Card.



### Investments Owned: Adults 35 or older



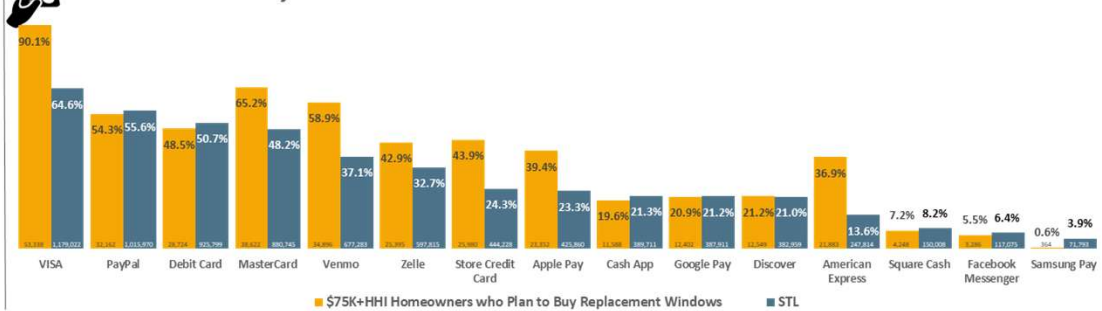
### Financial Services Has and/or Uses: Adults 35 or older



### Professional Services Used\*: Adults 35 or older



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

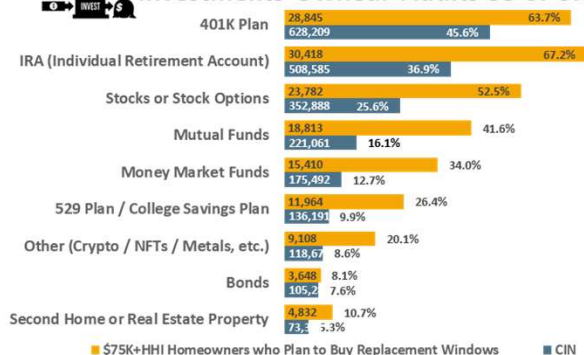




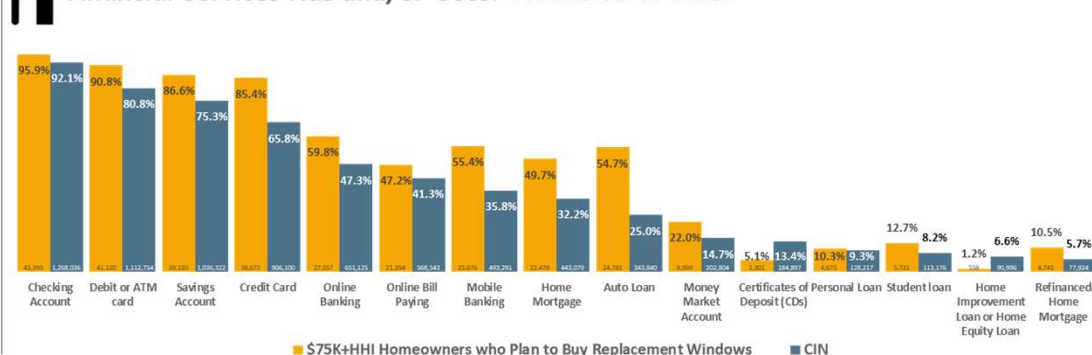
3.3% or 45,264 of CIN DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement ... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 39.6% more likely to have a 401K, 119.2% more likely to have an Auto Loan, 69.2% more likely to Invest/Trade Stocks Online, 54.2% more likely to pay with their Debit Card.



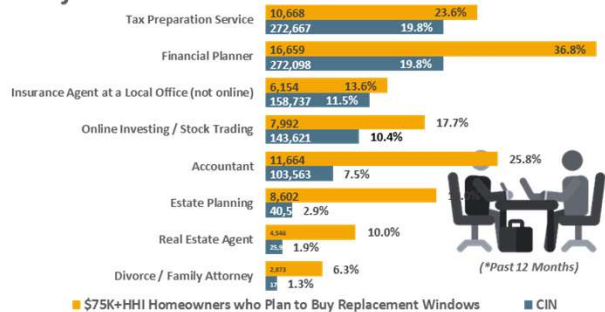
### Investments Owned: Adults 35 or older



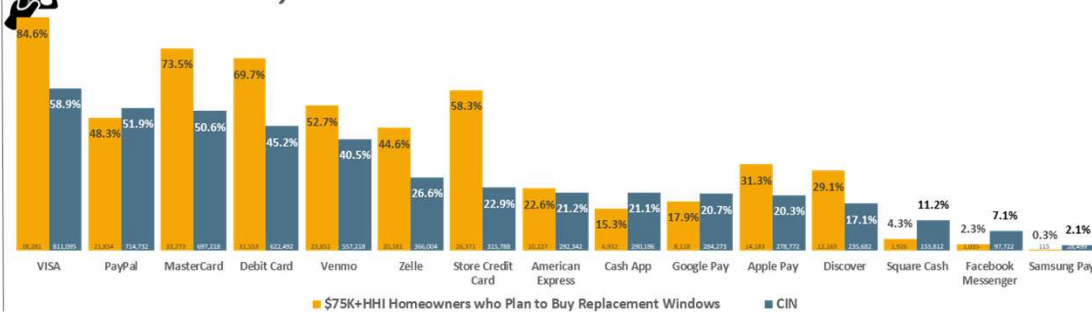
### Financial Services Has and/or Uses: Adults 35 or older



### Professional Services Used\*: Adults 35 or older



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

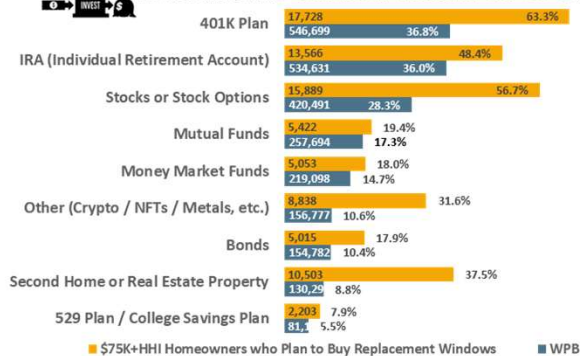




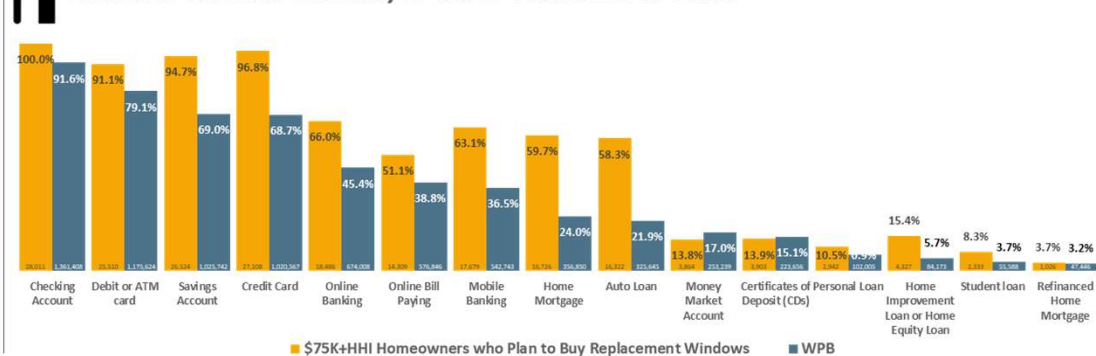
1.9% or 28,011 of WPB DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement ... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 72.% more likely to have a 401K, 165.8% more likely to have an Auto Loan, 251.7% more likely to Invest/Trade Stocks Online, .9% more likely to pay with their Debit Card.



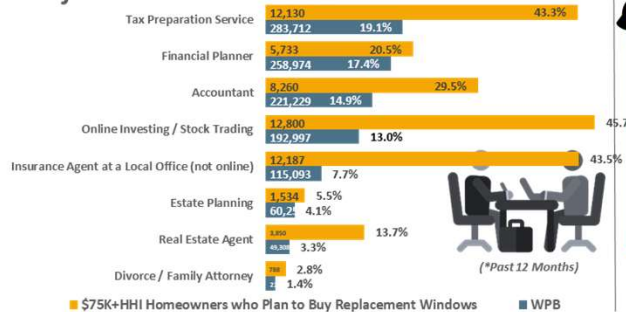
### Investments Owned: Adults 35 or older



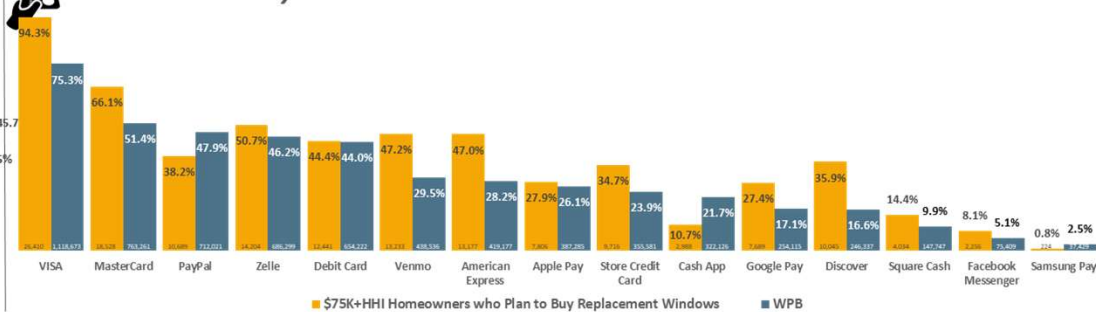
### Financial Services Has and/or Uses: Adults 35 or older



### Professional Services Used\*: Adults 35 or older

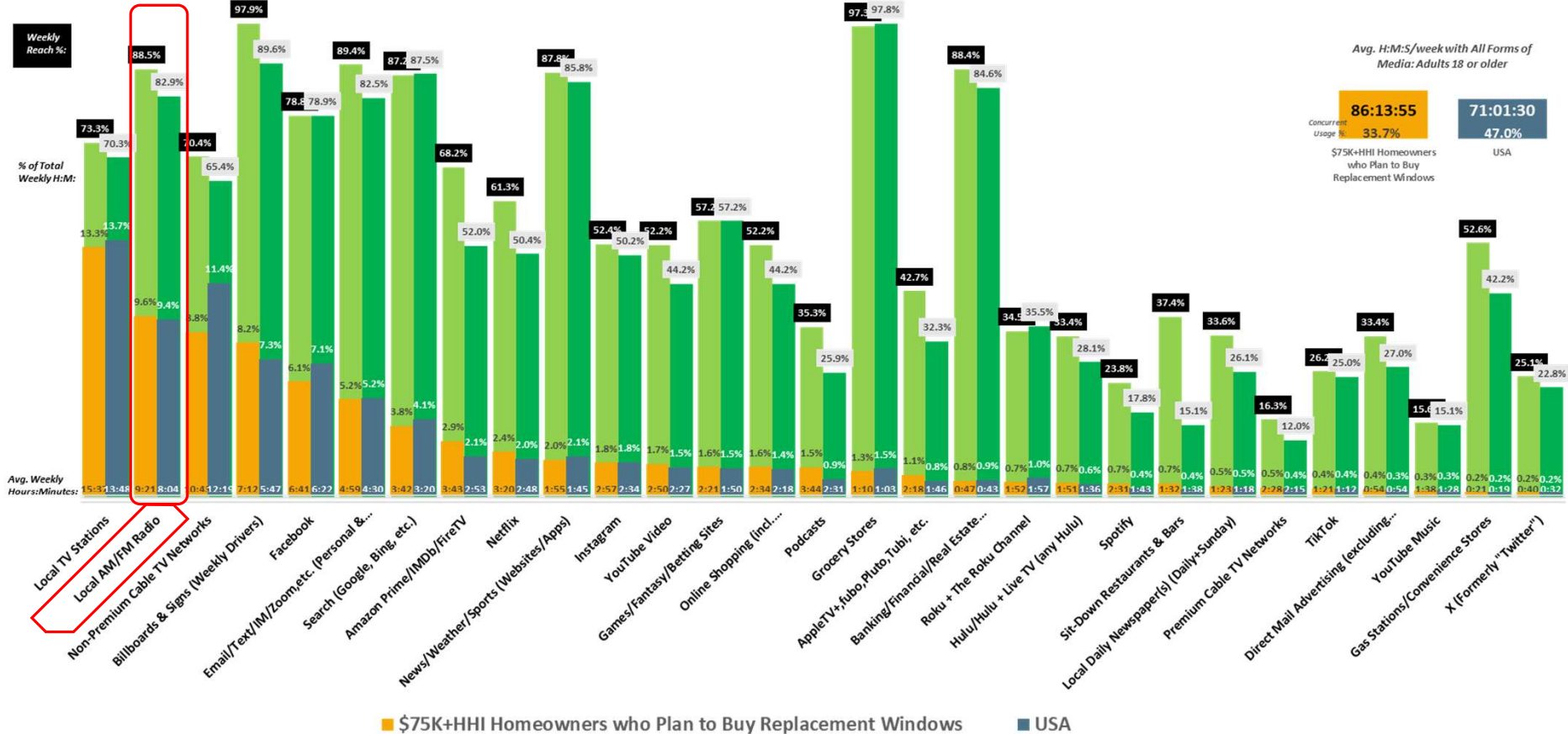


### Past 3-Months Payment Methods Used: Adults 35 or older





Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 3 days, 14 hours, 13 minutes and 55 seconds each week with All Forms of Media.  
88.5% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an avg. of 9 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



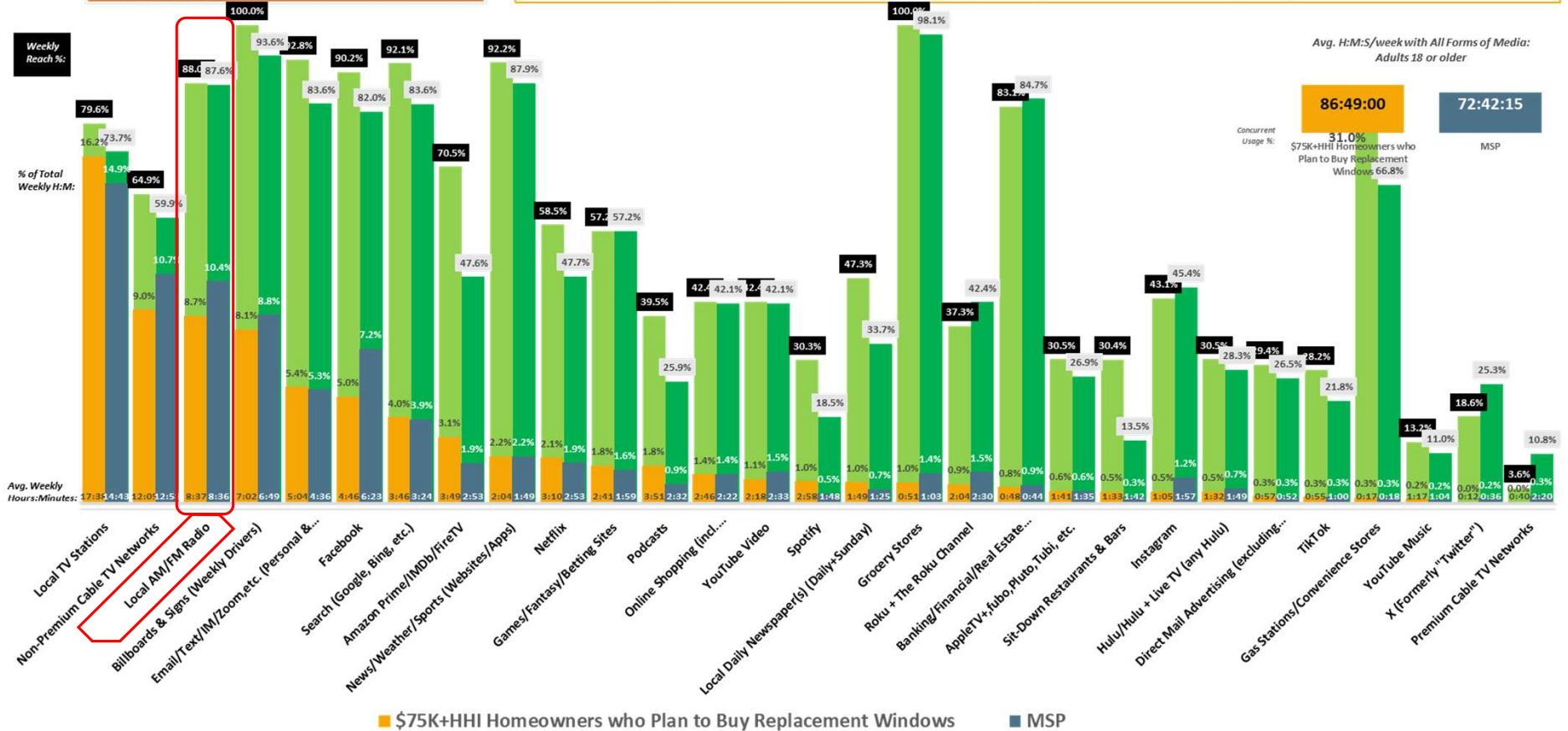
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

86:13:55	71:01:30
Usage %: 33.7%	47.0%
\$75K+HHI Homeowners who Plan to Buy Replacement Windows	USA





Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 3 days, 14 hours, 49 minutes and 0 seconds each week with All Forms of Media.  
 88.% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an avg. of 8 hours and 37 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



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

86:49:00

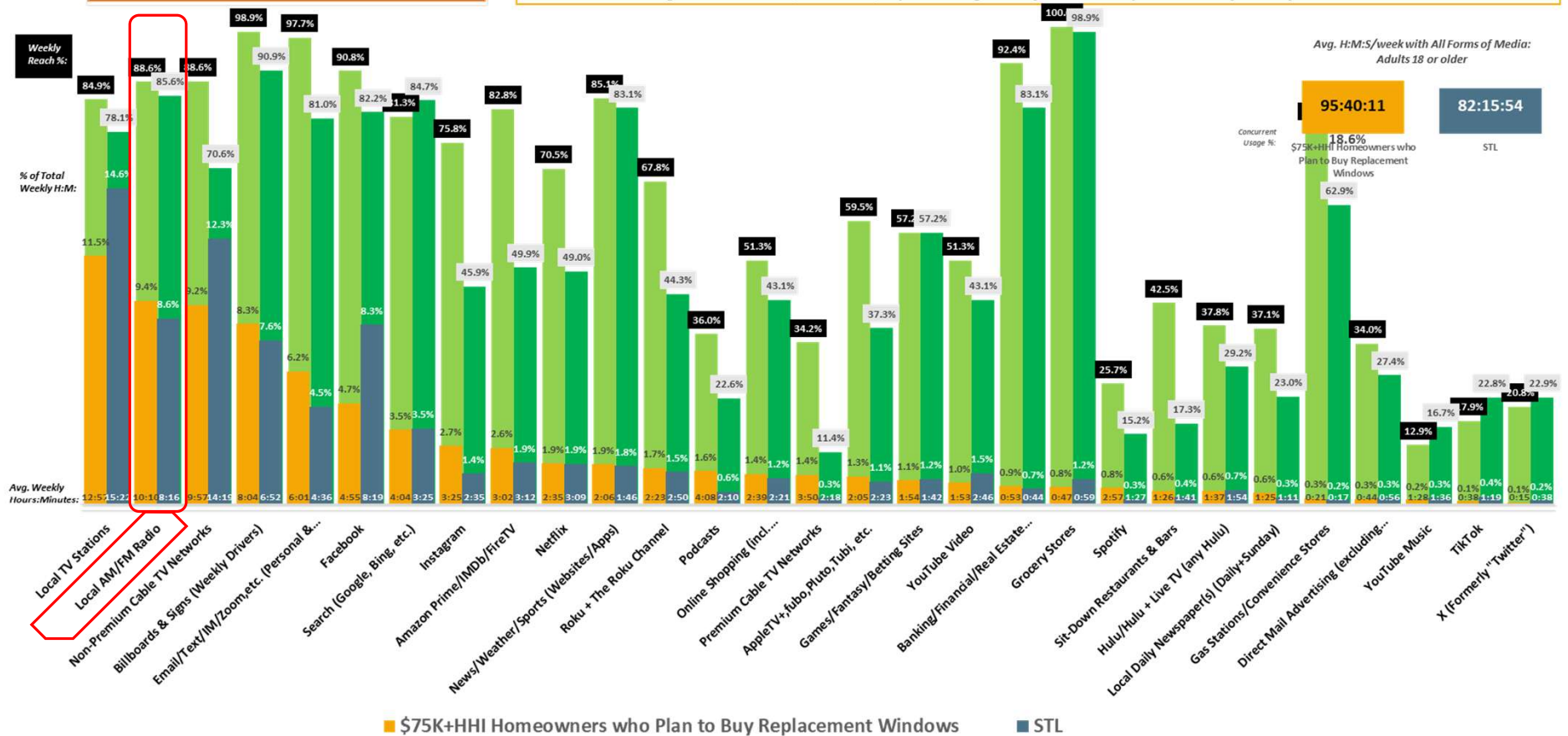
Concurrent Usage %:  
 \$75K+HHI Homeowners who Plan to Buy Replacement Windows 66.8%

MSP

72:42:15



Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 3 days, 23 hours, 40 minutes and 11 seconds each week with All Forms of Media.  
88.6% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an avg. of 10 hours and 10 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



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

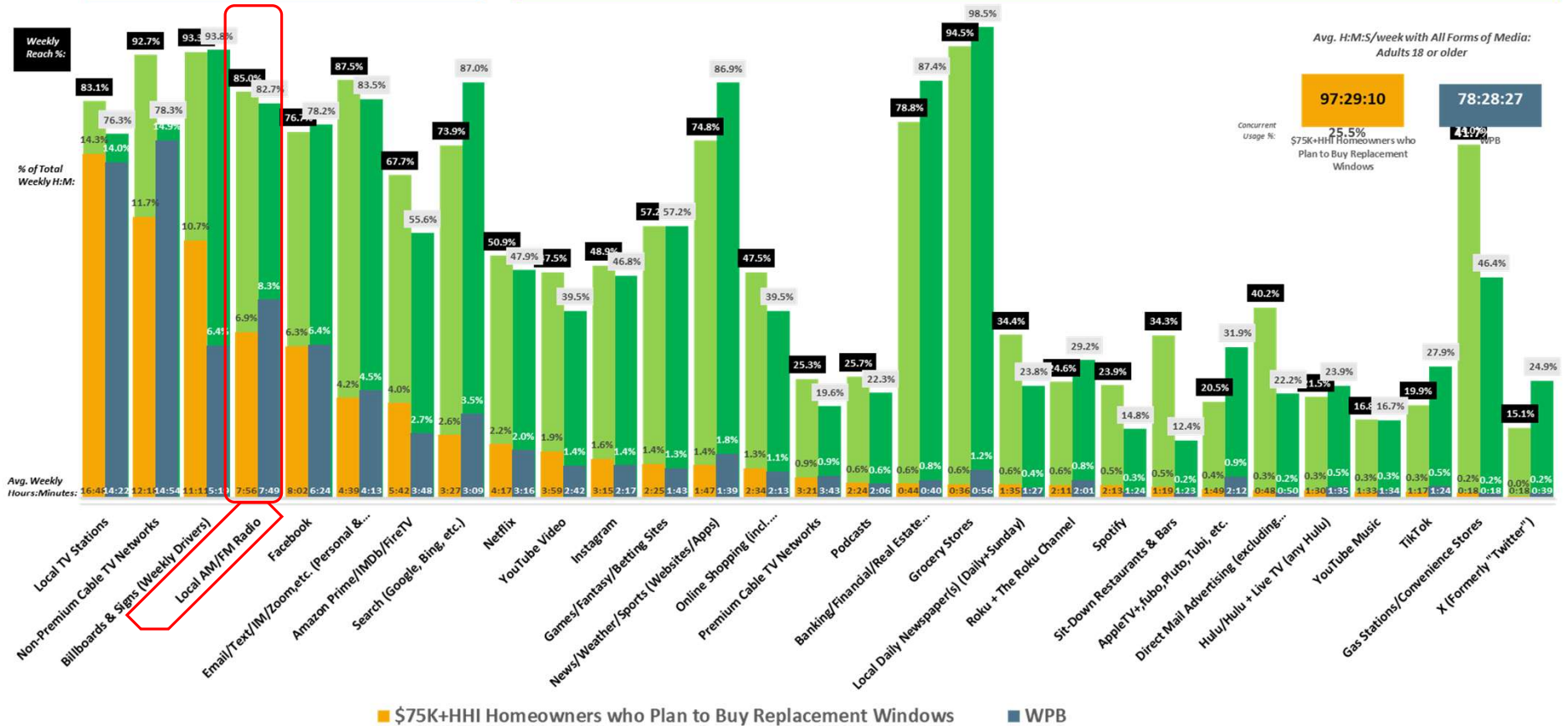
95:40:11  
18.6%  
\$75K+HHI Homeowners who Plan to Buy Replacement Windows

STL





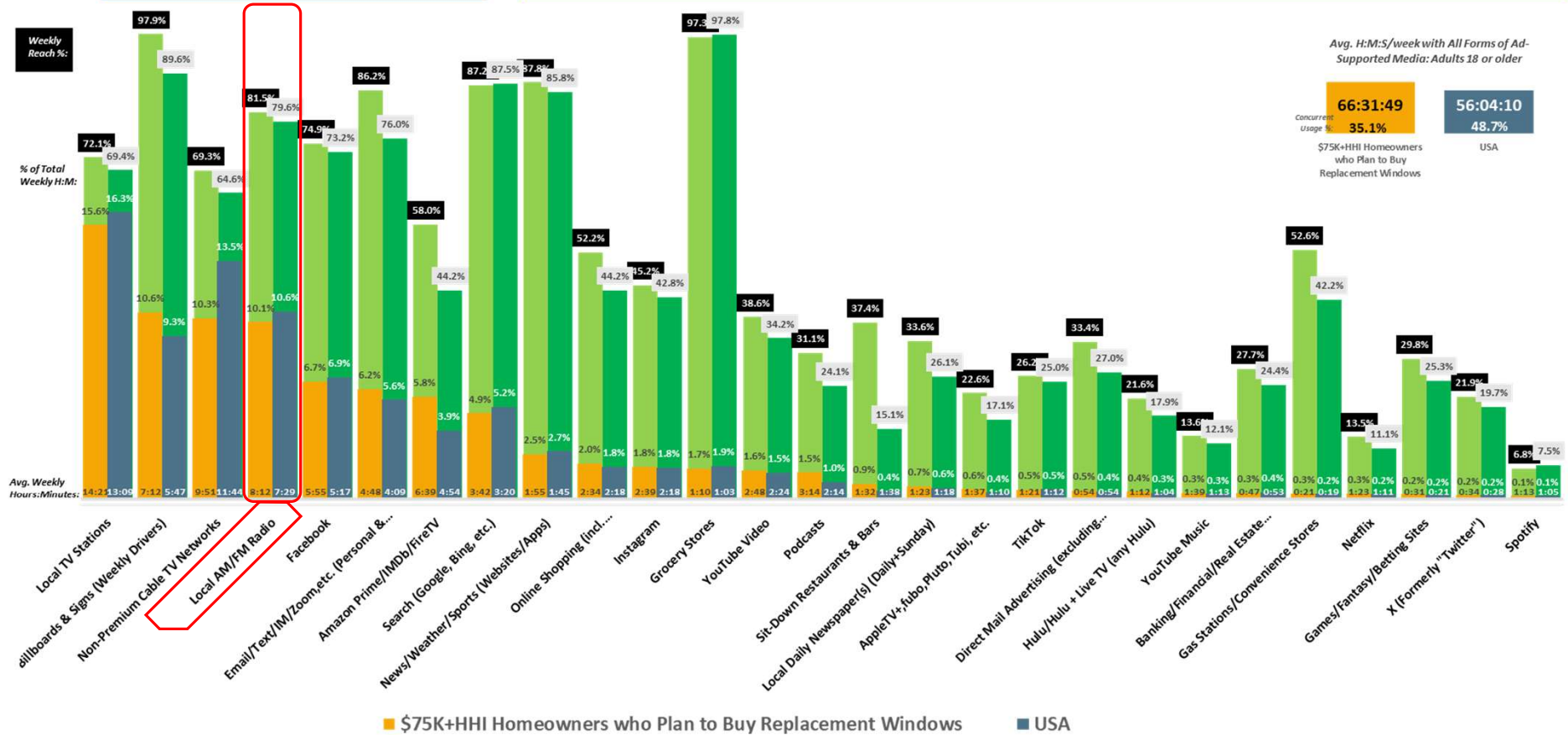
Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 4 days, 1 hour, 29 minutes and 10 seconds each week with All Forms of Media.  
 85.% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an avg. of 7 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 6.9% of total time spent with all forms of Media.







Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 2 days, 18 hours, 31 minutes and 49 seconds each week with All Forms of Ad-Supported Media.  
81.5% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an avg. of 8 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 691  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

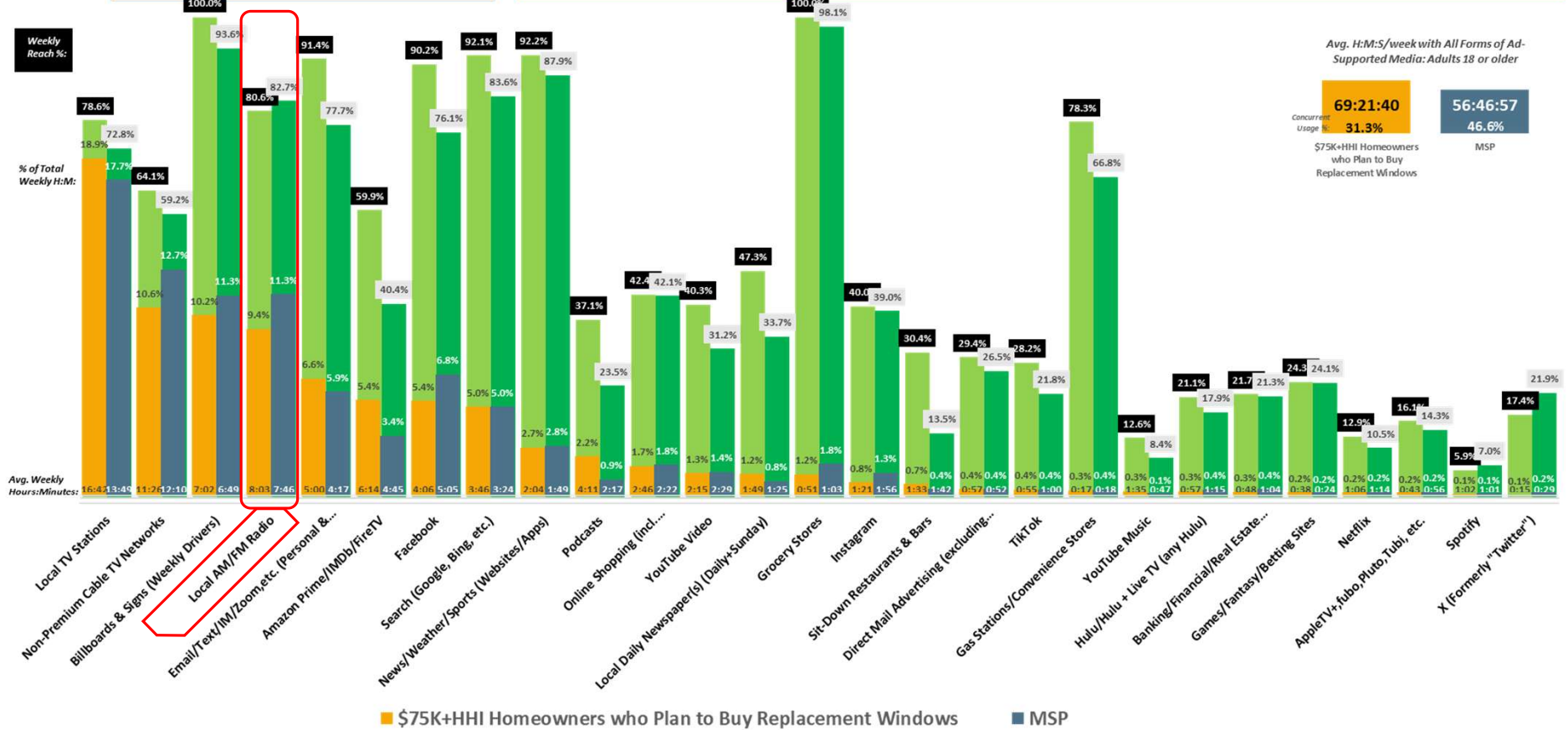


Share of Everything  
for Anything

[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]

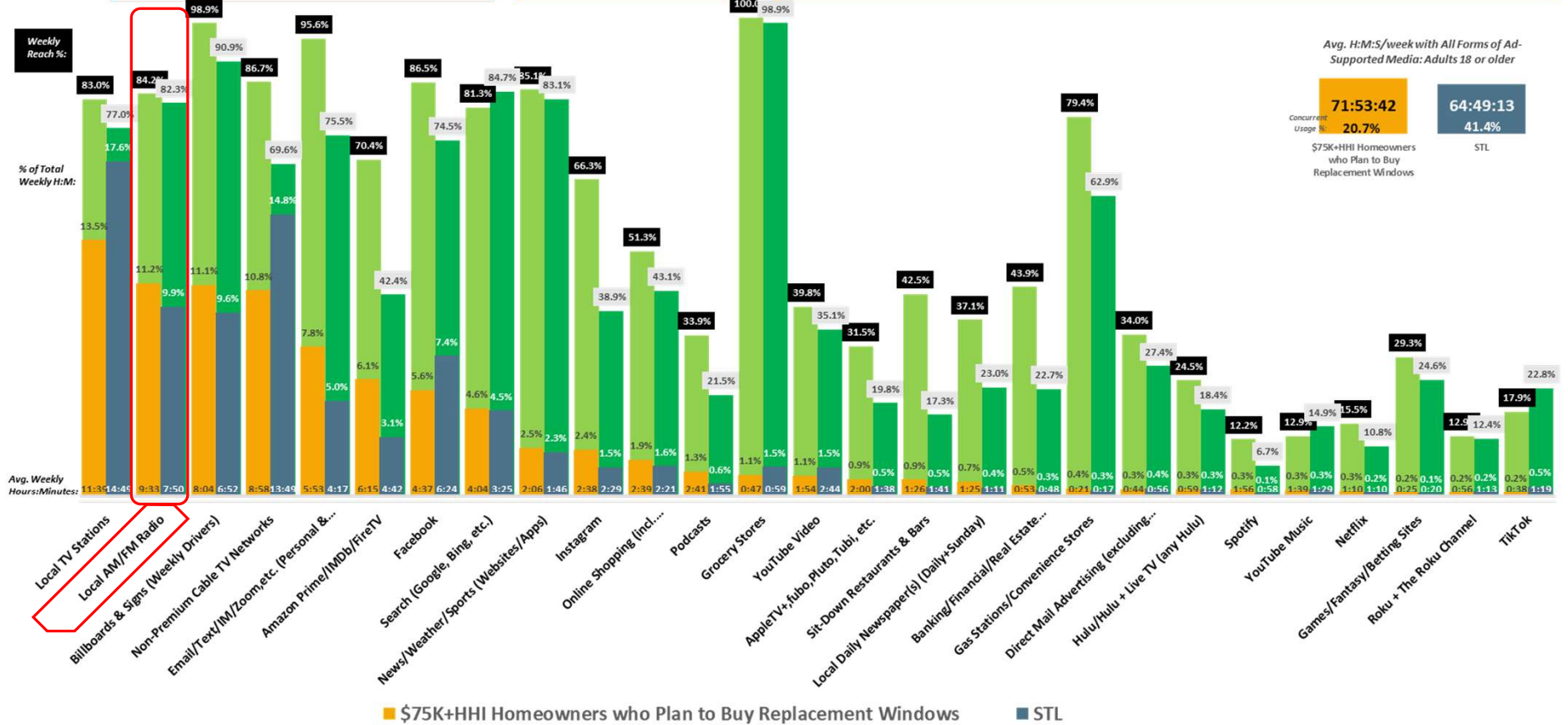


Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 2 days, 21 hours, 21 minutes and 40 seconds each week with All Forms of Ad-Supported Media.  
80.6% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an avg. of 8 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.





Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 2 days, 23 hours, 53 minutes and 42 seconds each week with All Forms of Ad-Supported Media.  
84.2% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an avg. of 9 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported Media.



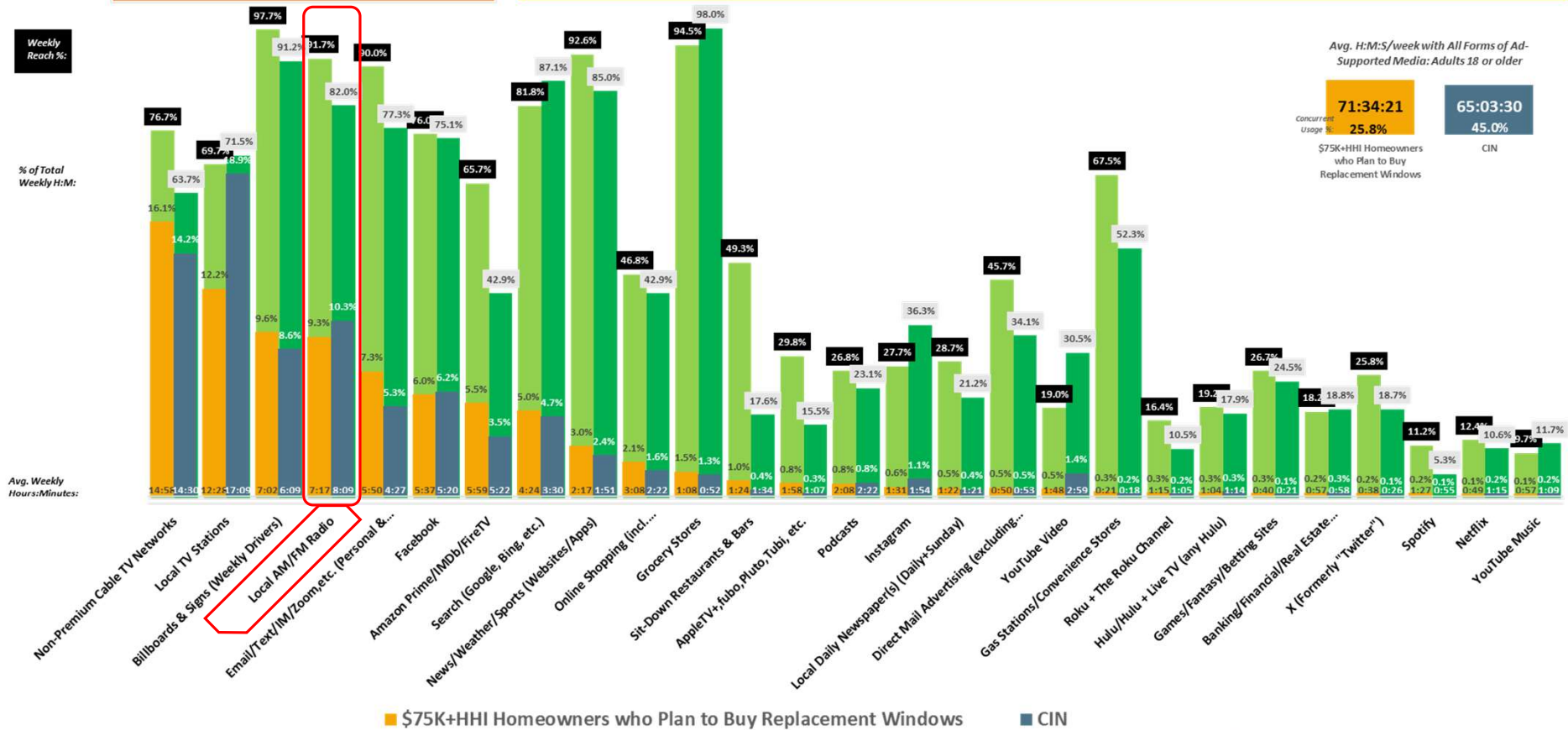
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 71 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095  
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 2 days, 23 hours, 34 minutes and 21 seconds each week with All Forms of Ad-Supported Media.  
91.7% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an avg. of 7 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% of total time spent with all forms of Ad-Supported Media.



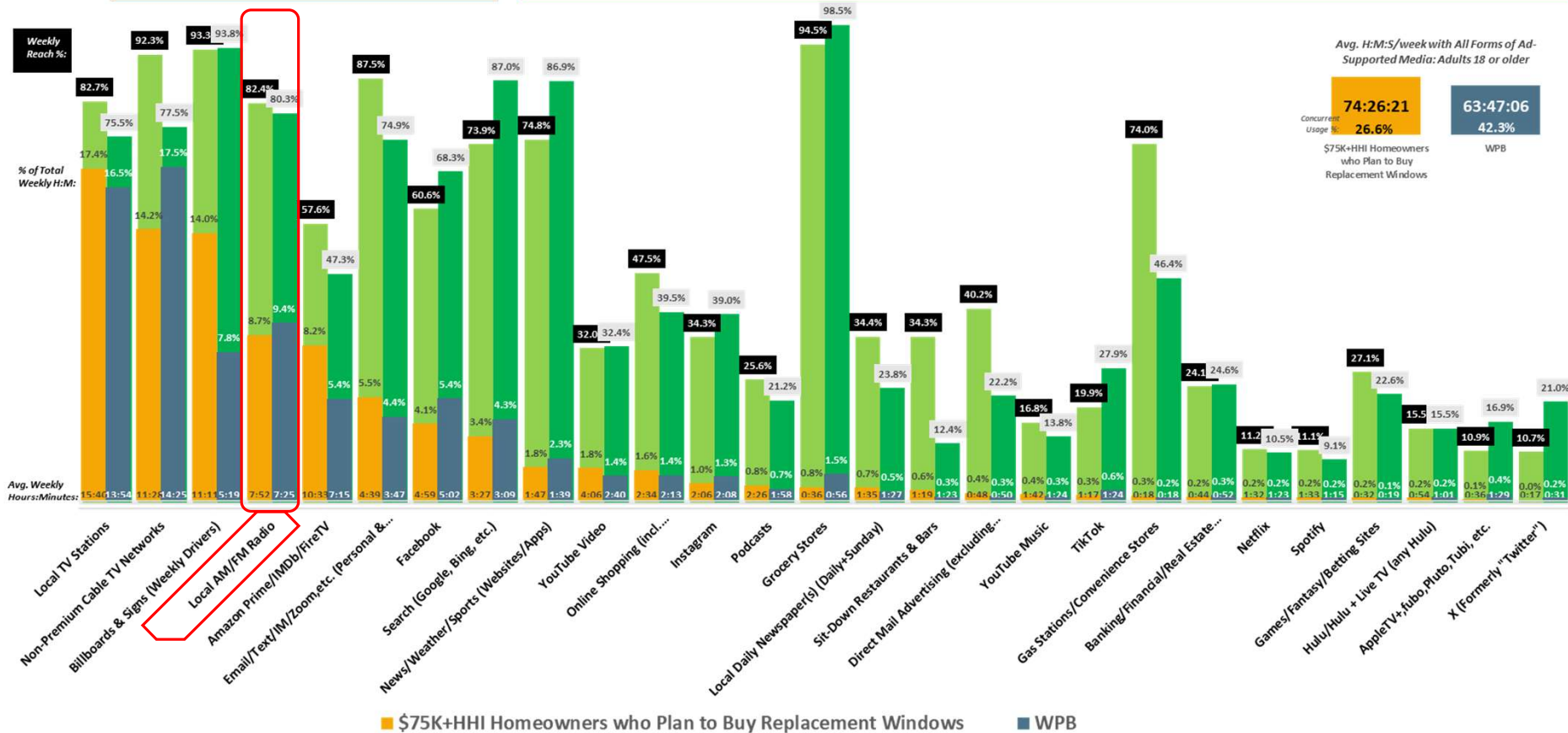
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

71:34:21	65:03:30
Concurrent Usage %	45.0%
\$75K+HHI Homeowners who Plan to Buy Replacement Windows	CIN





Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 3 days, 2 hours, 26 minutes and 21 seconds each week with All Forms of Ad-Supported Media.  
82.4% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an avg. of 7 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.7% of total time spent with all forms of Ad-Supported Media.

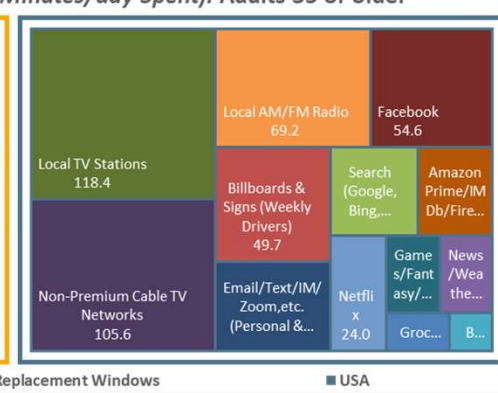
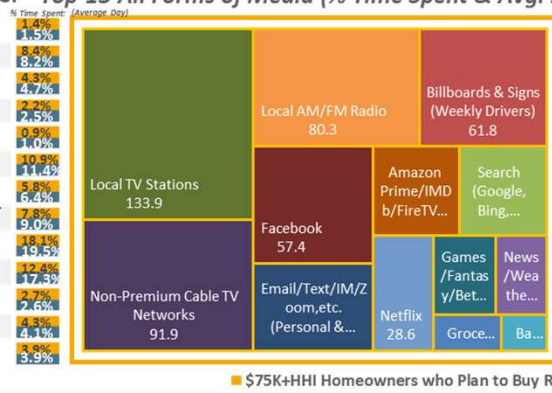
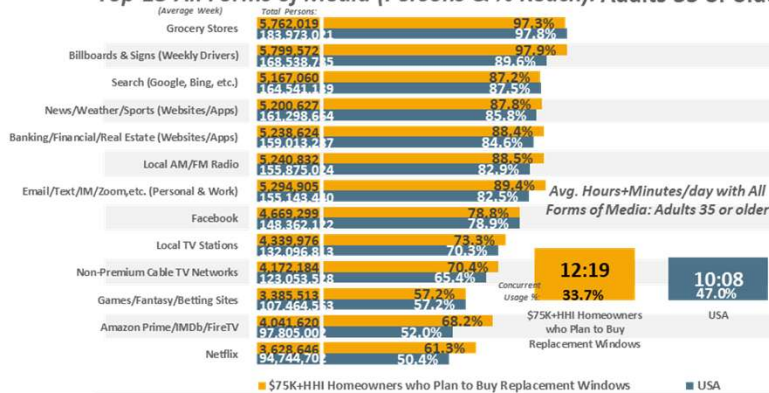




Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 9 hours and 30 minutes each day with All Forms of Ad-Supported Media. 81.5% listen to Local AM/FM Radio for an avg. of 70.3 minutes/day. (Local Radio delivers 10.1% of Time with Ad-Supported Media.)

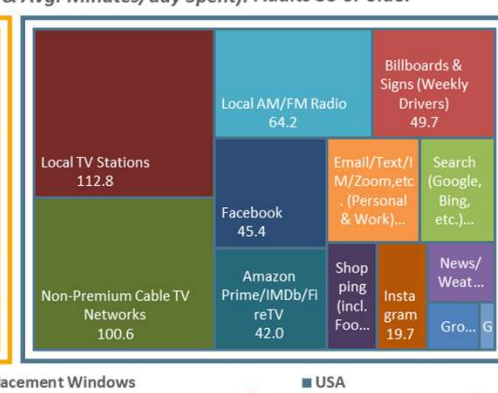
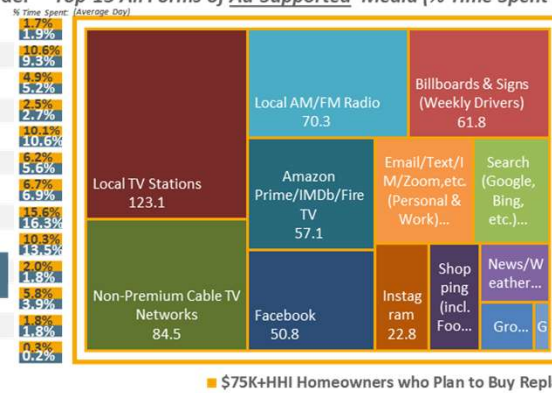
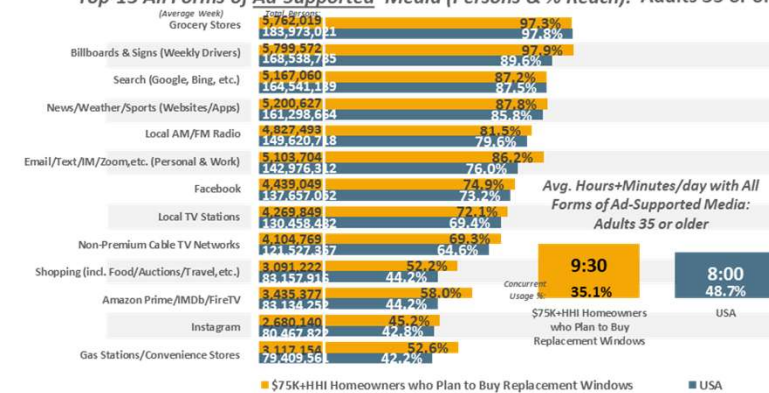
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 691  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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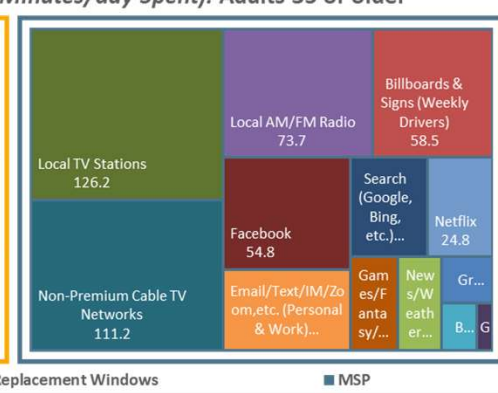
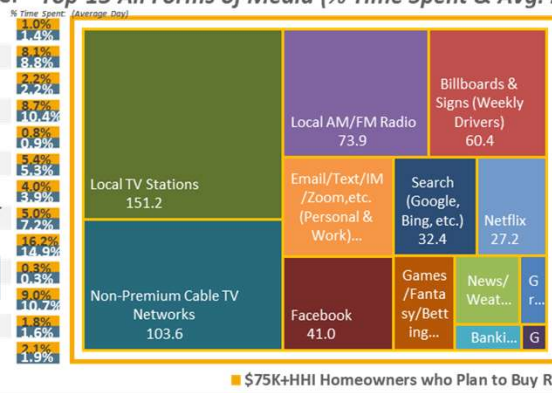
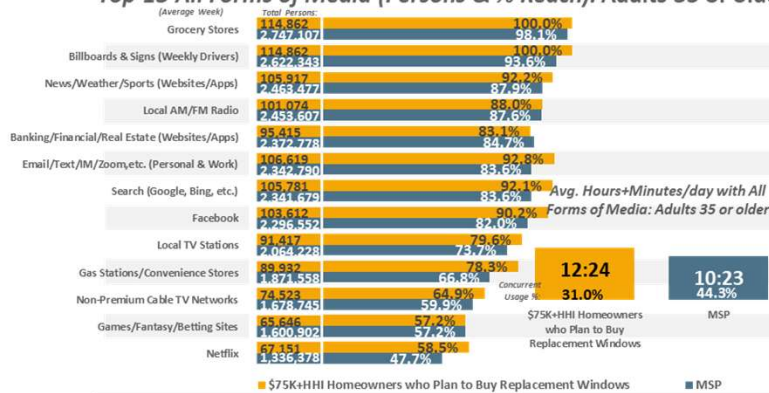
[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 9 hours and 54 minutes each day with All Forms of Ad-Supported Media. 80.6% listen to Local AM/FM Radio for an avg. of 69.1 minutes/day. (Local Radio delivers 9.4% of Time with Ad-Supported Media.)

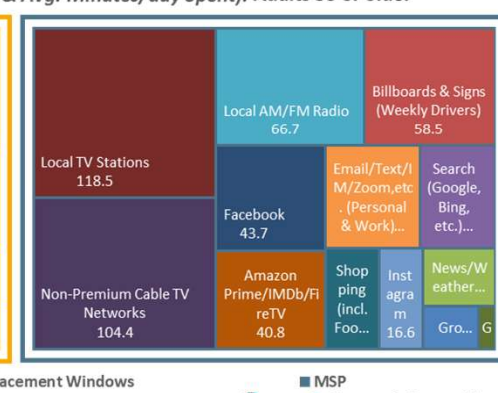
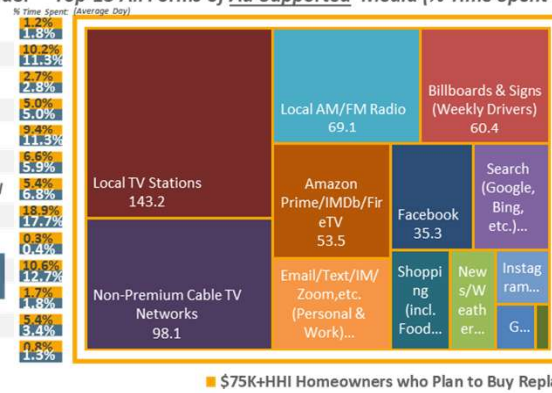
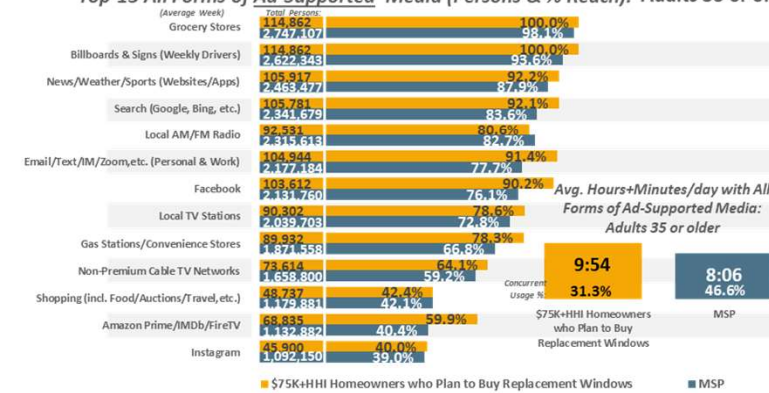
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

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



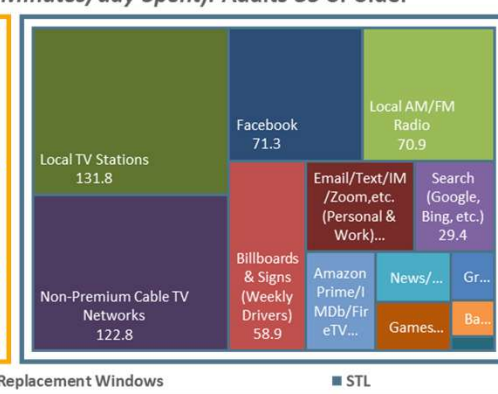
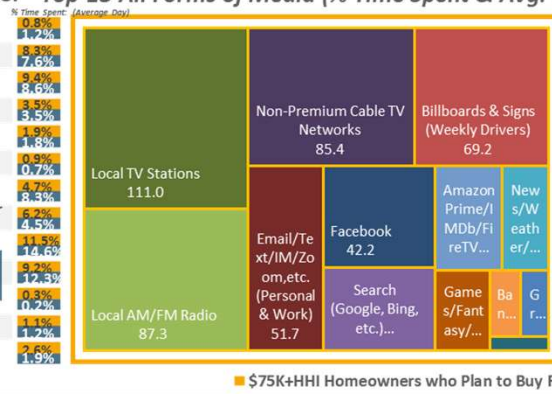
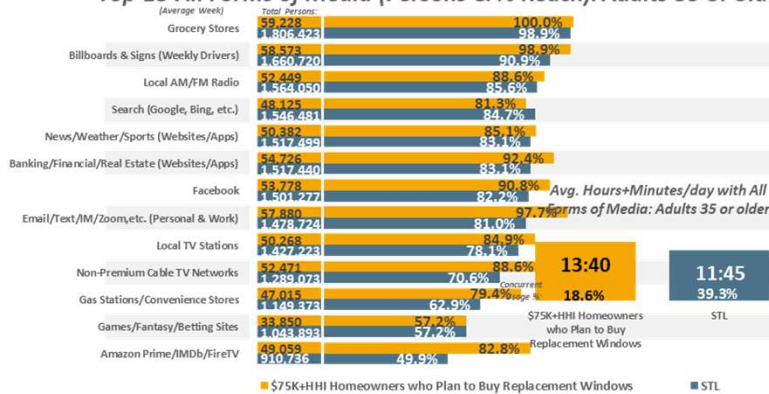




Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 10 hours and 16 minutes each day with All Forms of Ad-Supported Media. 84.2% listen to Local AM/FM Radio for an avg. of 81.9 minutes/day. (Local Radio delivers 11.2% of Time with Ad-Supported Media.)

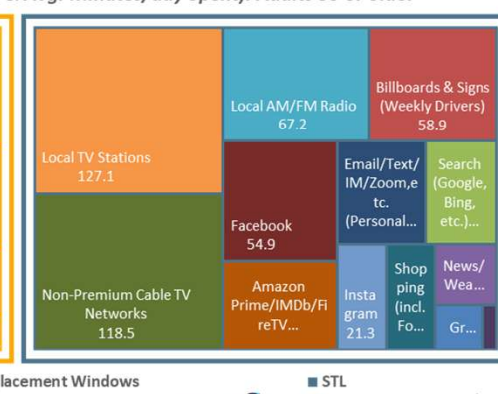
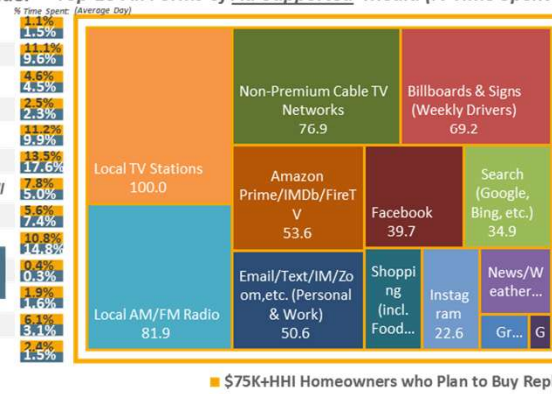
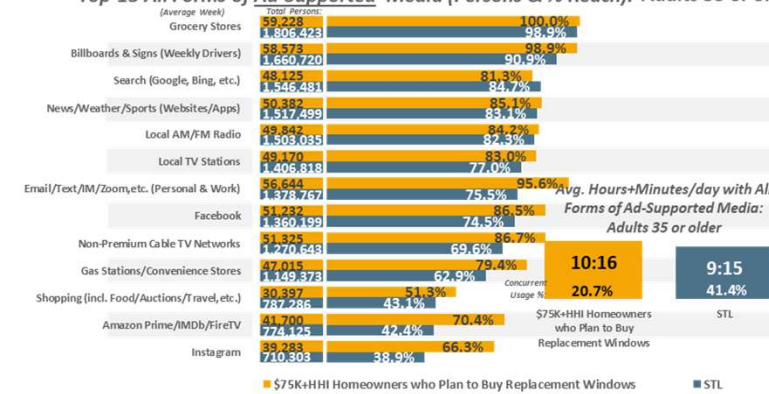
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 71  
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[[[(Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]

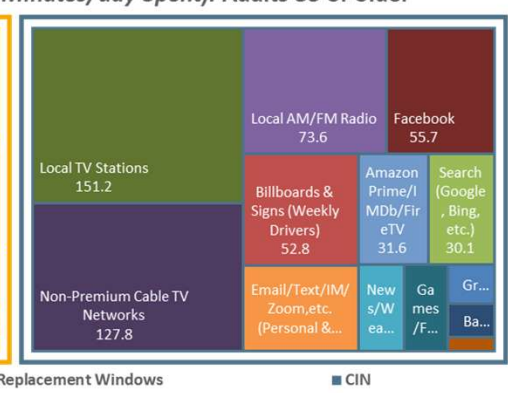
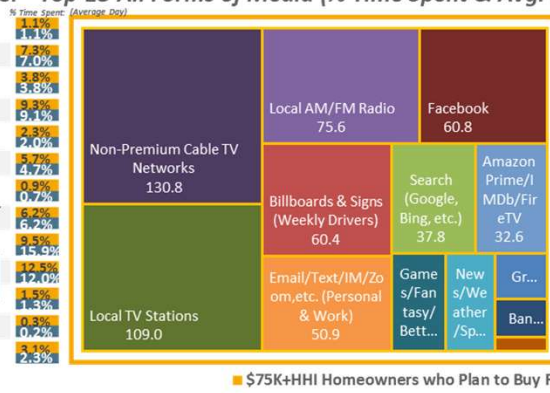
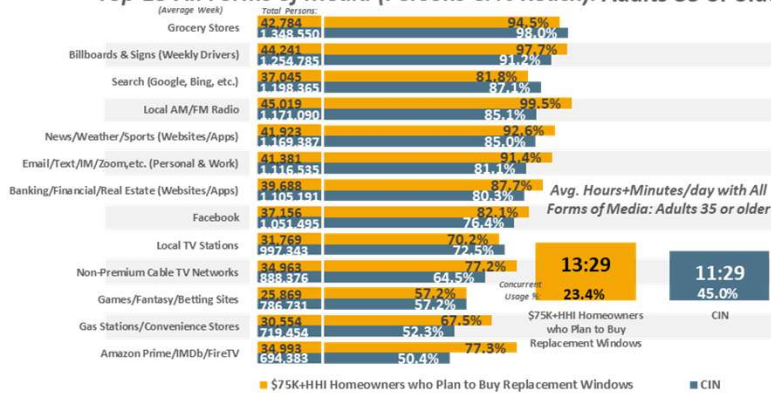




Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 10 hours and 13 minutes each day with All Forms of Ad-Supported Media. 91.7% listen to Local AM/FM Radio for an avg. of 62.5 minutes/day. (Local Radio delivers 9.3% of Time with Ad-Supported Media.)

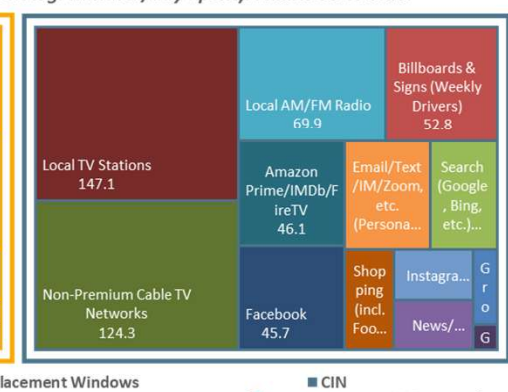
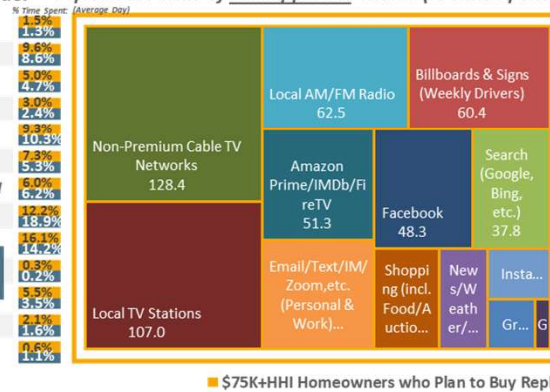
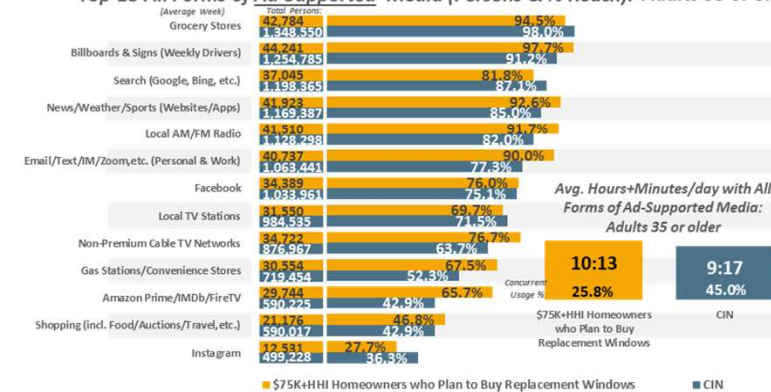
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

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

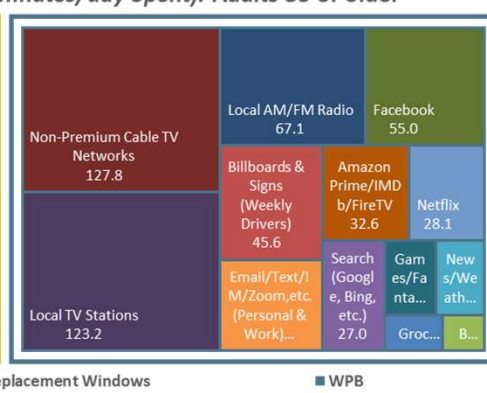
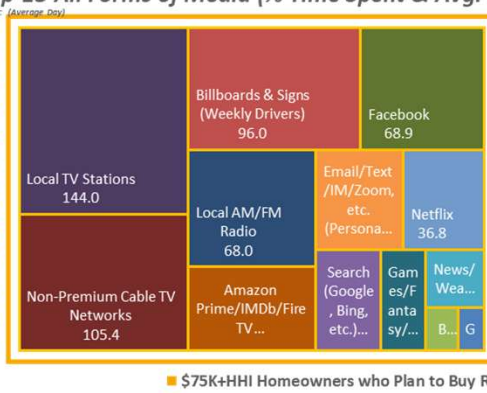
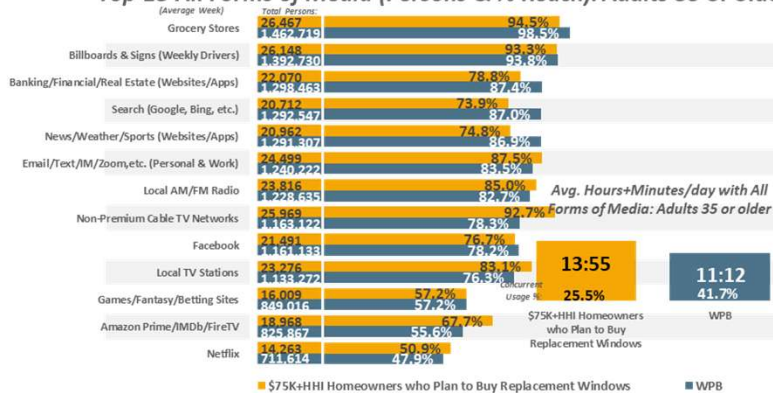




Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 10 hours and 38 minutes each day with All Forms of Ad-Supported Media. 82.4% listen to Local AM/FM Radio for an avg. of 67.5 minutes/day. (Local Radio delivers 8.7% of Time with Ad-Supported Media.)

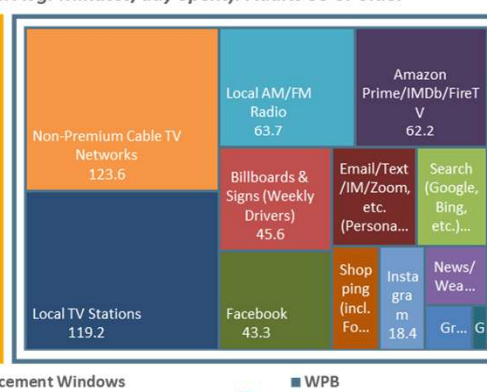
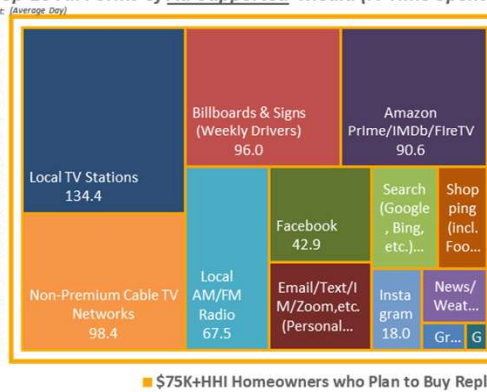
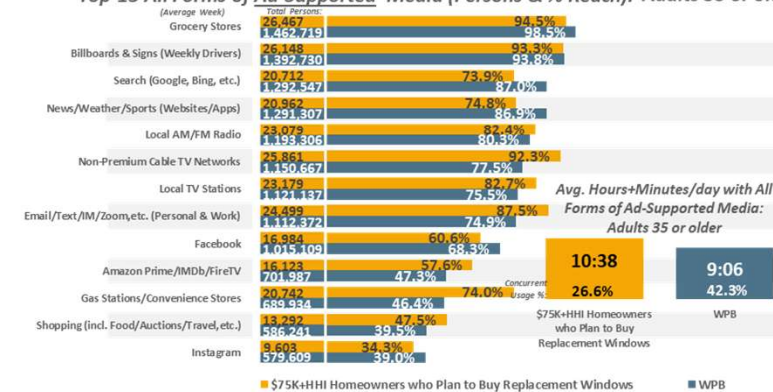
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 62  
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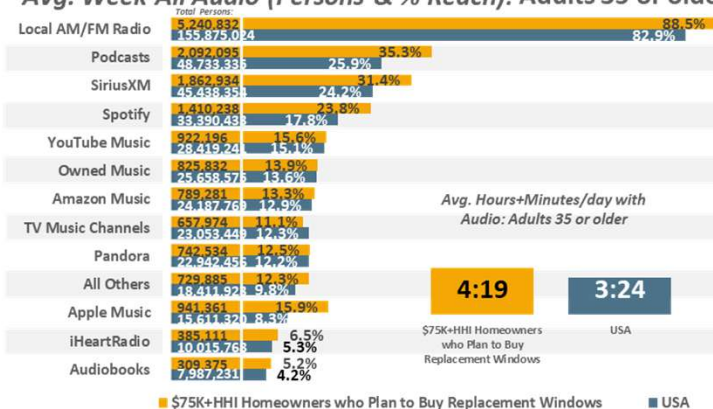
[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



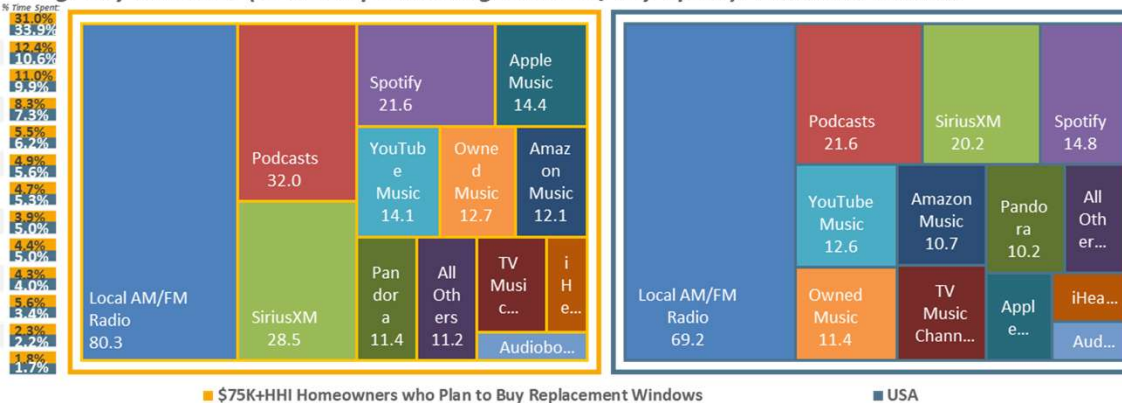


4,827,493 or 81.5% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio for an average of 70.3 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.

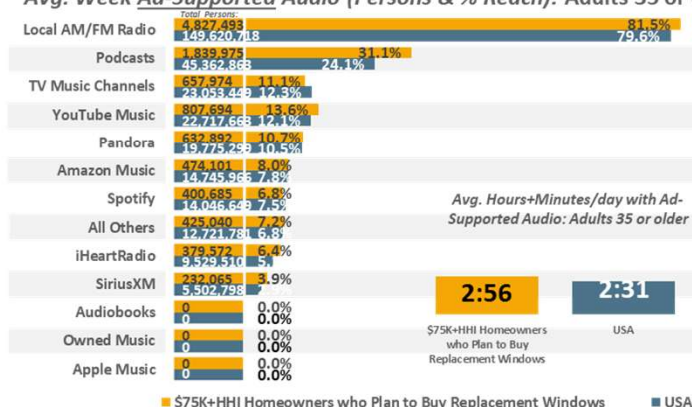
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



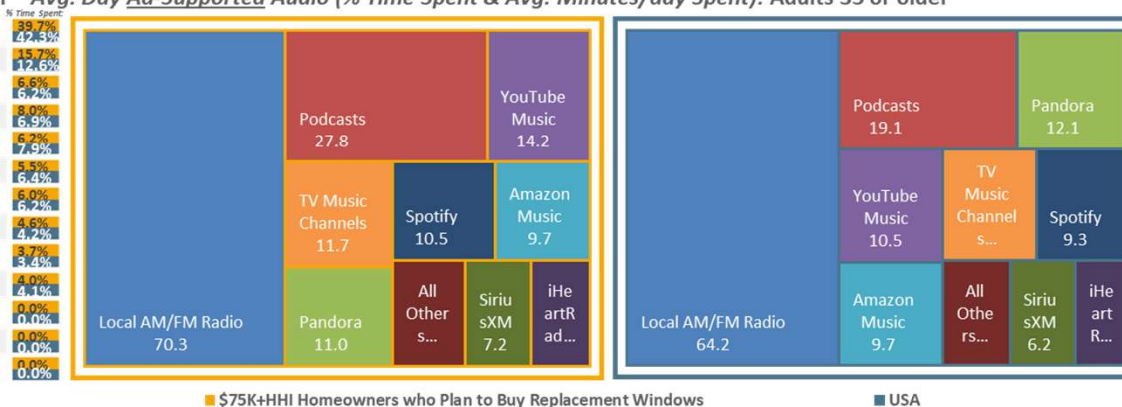
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



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Scarborough R2 2025: Sep24-Aug25 USA Projection

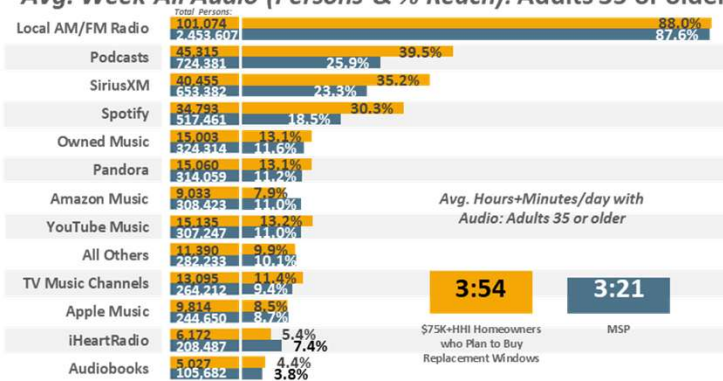
soefa.ai Share of Everything for Anything

[[[(Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



92,531 or 80.6% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio for an average of 69.1 minutes every day representing 40.5% of all time spent daily with Ad-Supported Audio.

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



Avg. Hours+Minutes/day with Audio: Adults 35 or older

3:54

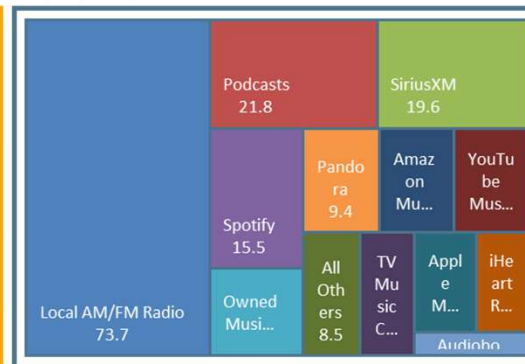
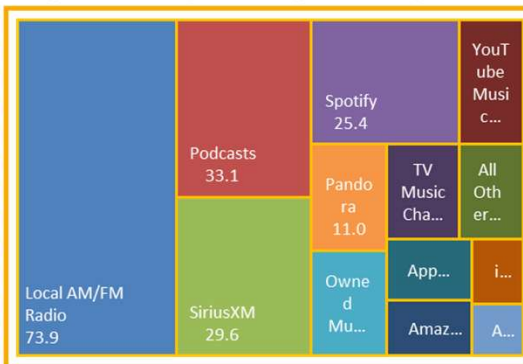
\$75K+HHI Homeowners who Plan to Buy Replacement Windows

3:21

MSP

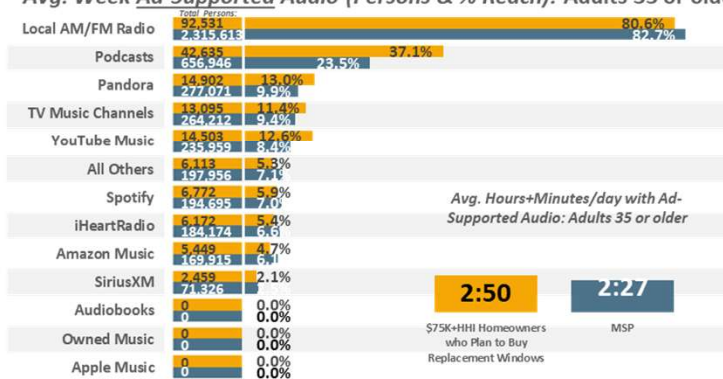
■ \$75K+HHI Homeowners who Plan to Buy Replacement Windows ■ MSP

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



■ \$75K+HHI Homeowners who Plan to Buy Replacement Windows ■ MSP

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



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

2:50

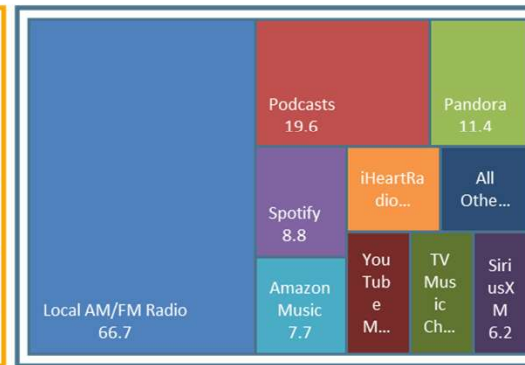
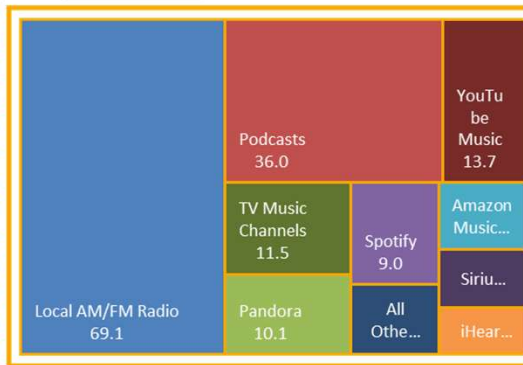
\$75K+HHI Homeowners who Plan to Buy Replacement Windows

2:27

MSP

■ \$75K+HHI Homeowners who Plan to Buy Replacement Windows ■ MSP

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



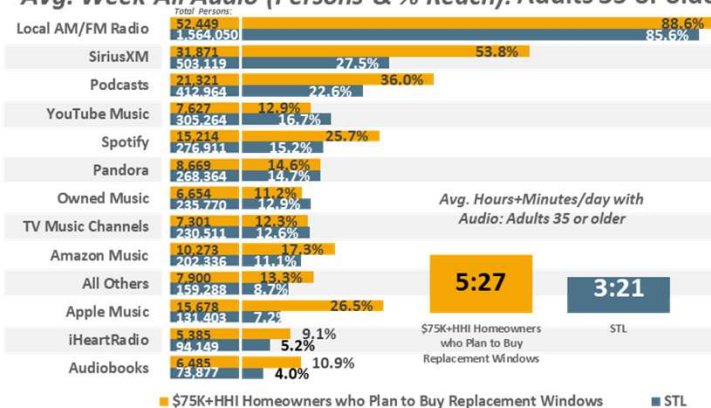
■ \$75K+HHI Homeowners who Plan to Buy Replacement Windows ■ MSP



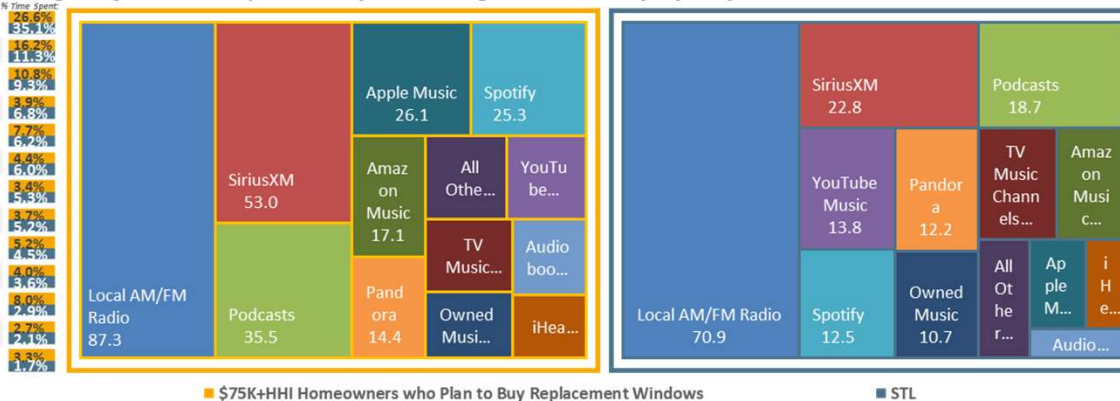


49,842 or 84.2% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio for an average of 81.9 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.

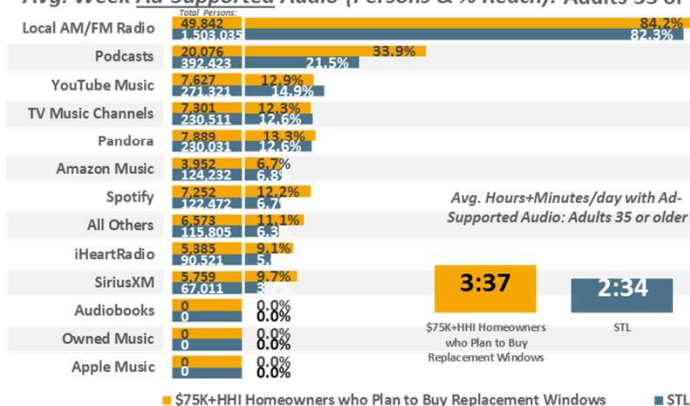
### Avg. Week All Audio (Persons & % Reach): Adults 35 or older



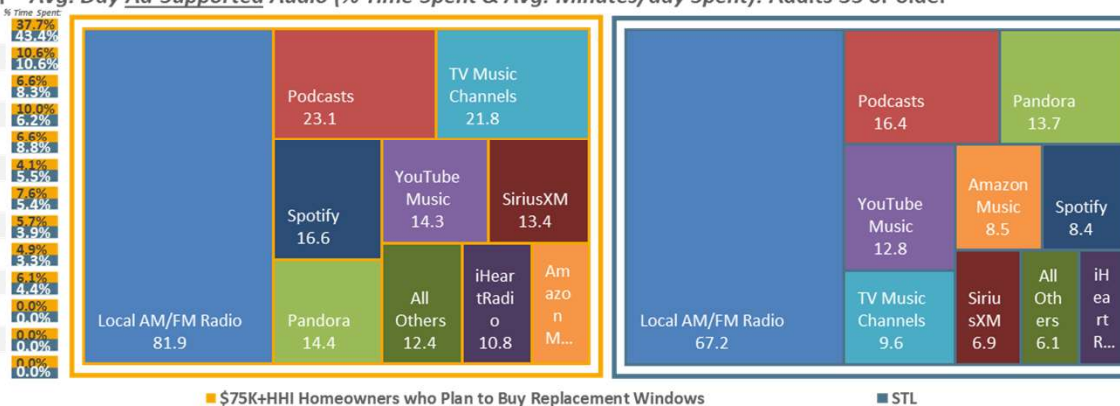
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



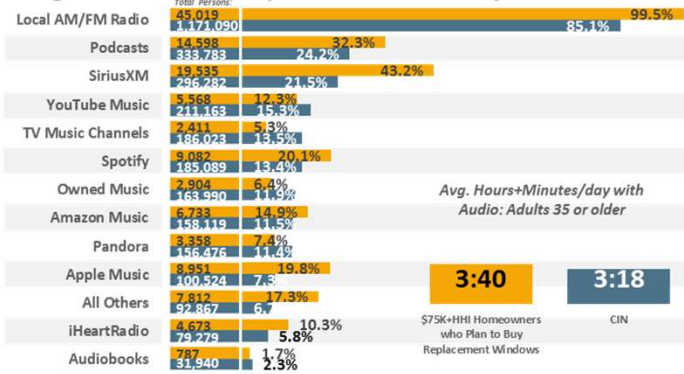
### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





41,510 or 91.7% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio for an average of 62.5 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.

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



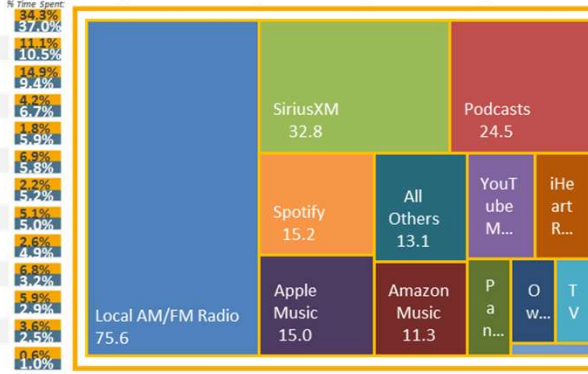
Avg. Hours+Minutes/day with Audio: Adults 35 or older

3:40 3:18

\$75K+HHI Homeowners who Plan to Buy Replacement Windows

CIN

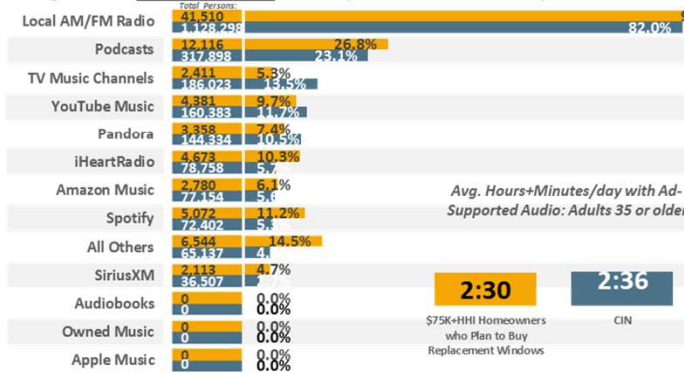
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



\$75K+HHI Homeowners who Plan to Buy Replacement Windows

CIN

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



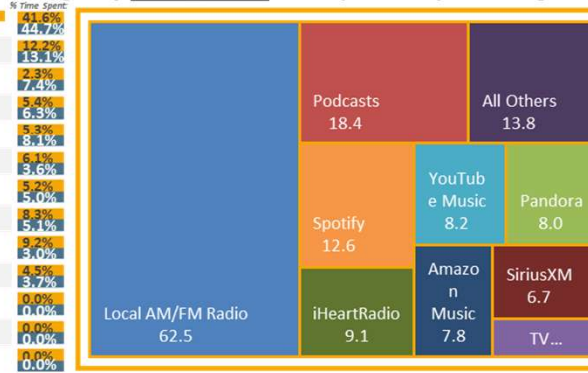
Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 35 or older

2:30 2:36

\$75K+HHI Homeowners who Plan to Buy Replacement Windows

CIN

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



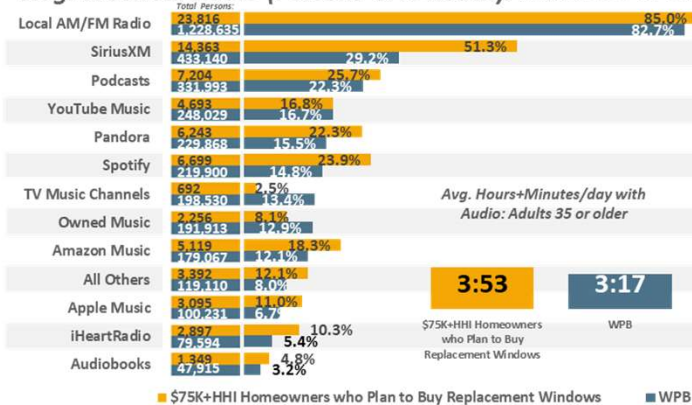
\$75K+HHI Homeowners who Plan to Buy Replacement Windows

CIN

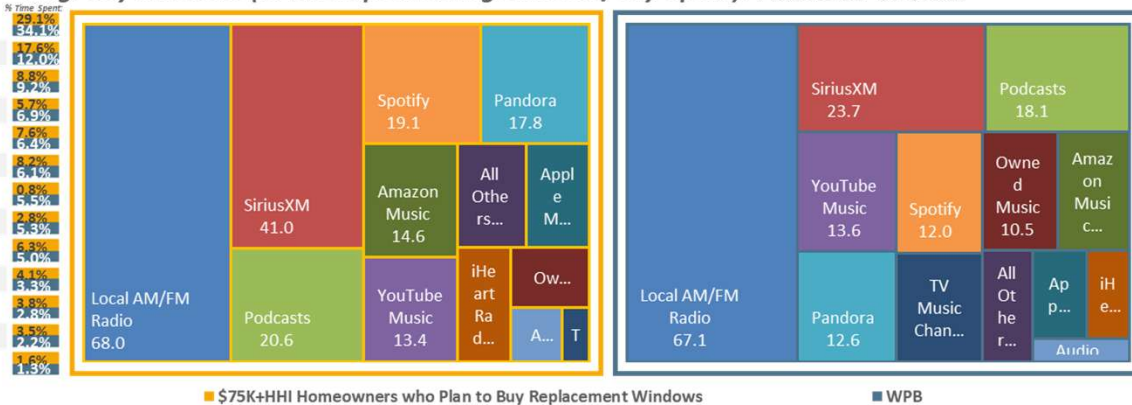


23,079 or 82.4% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio for an average of 67.5 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

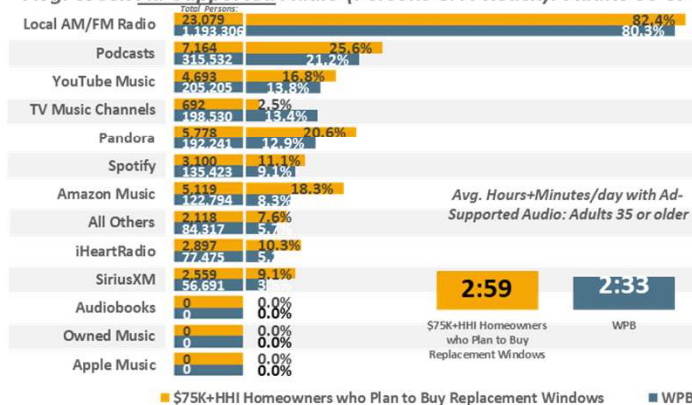
### Avg. Week All Audio (Persons & % Reach): Adults 35 or older



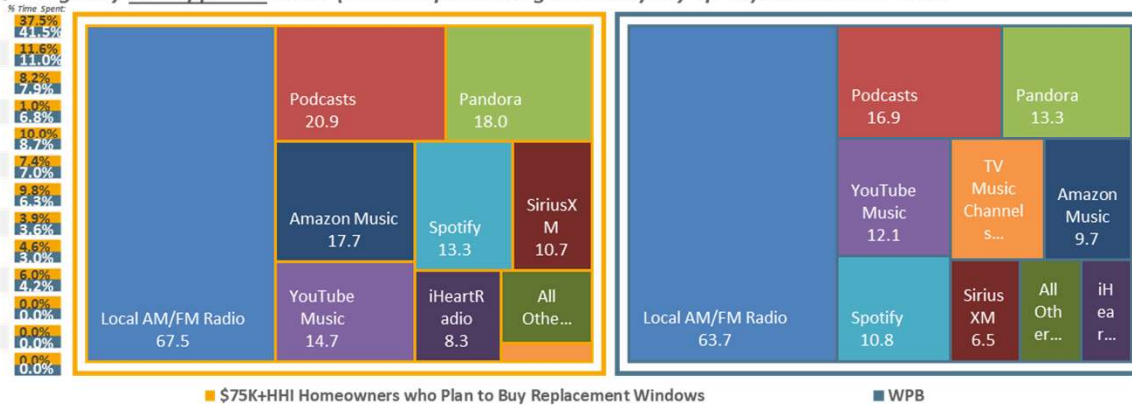
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



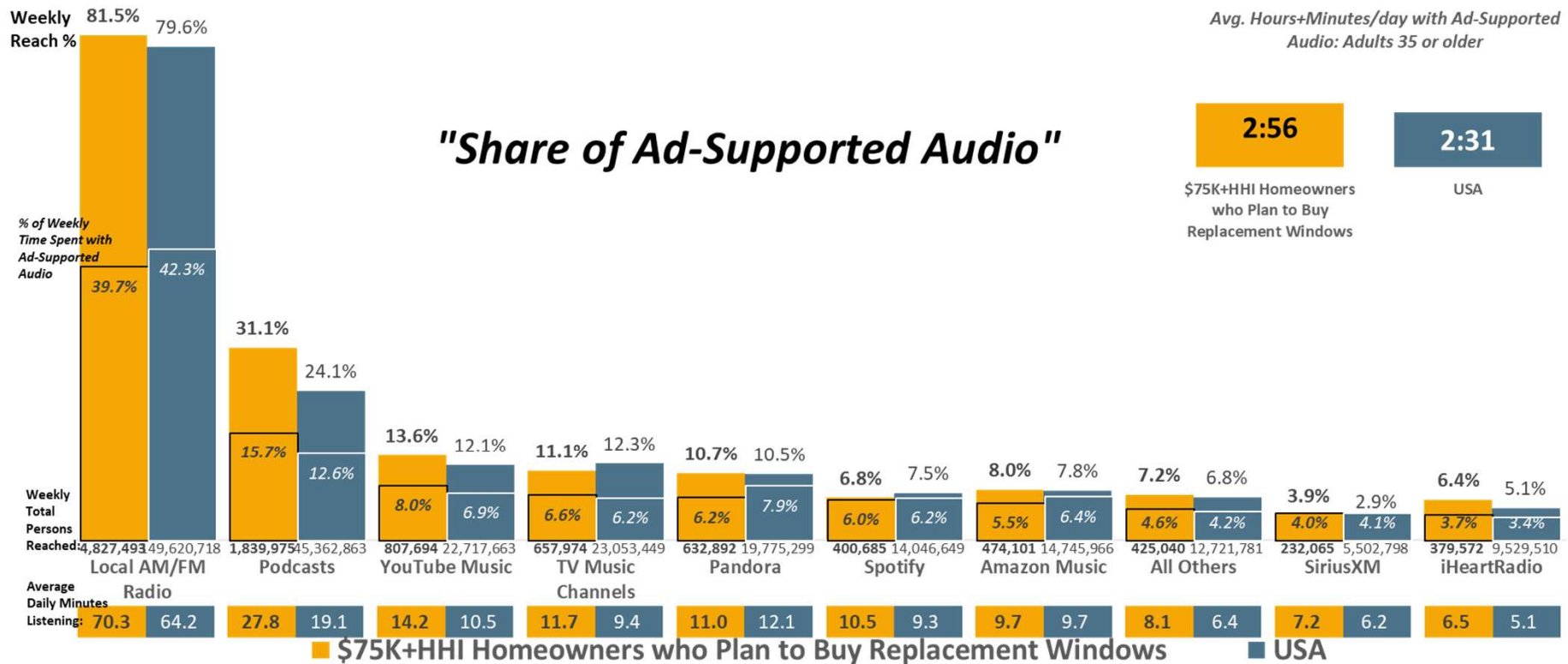
### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older







4,827,493 or 81.5% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio for an average of 70.3 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.



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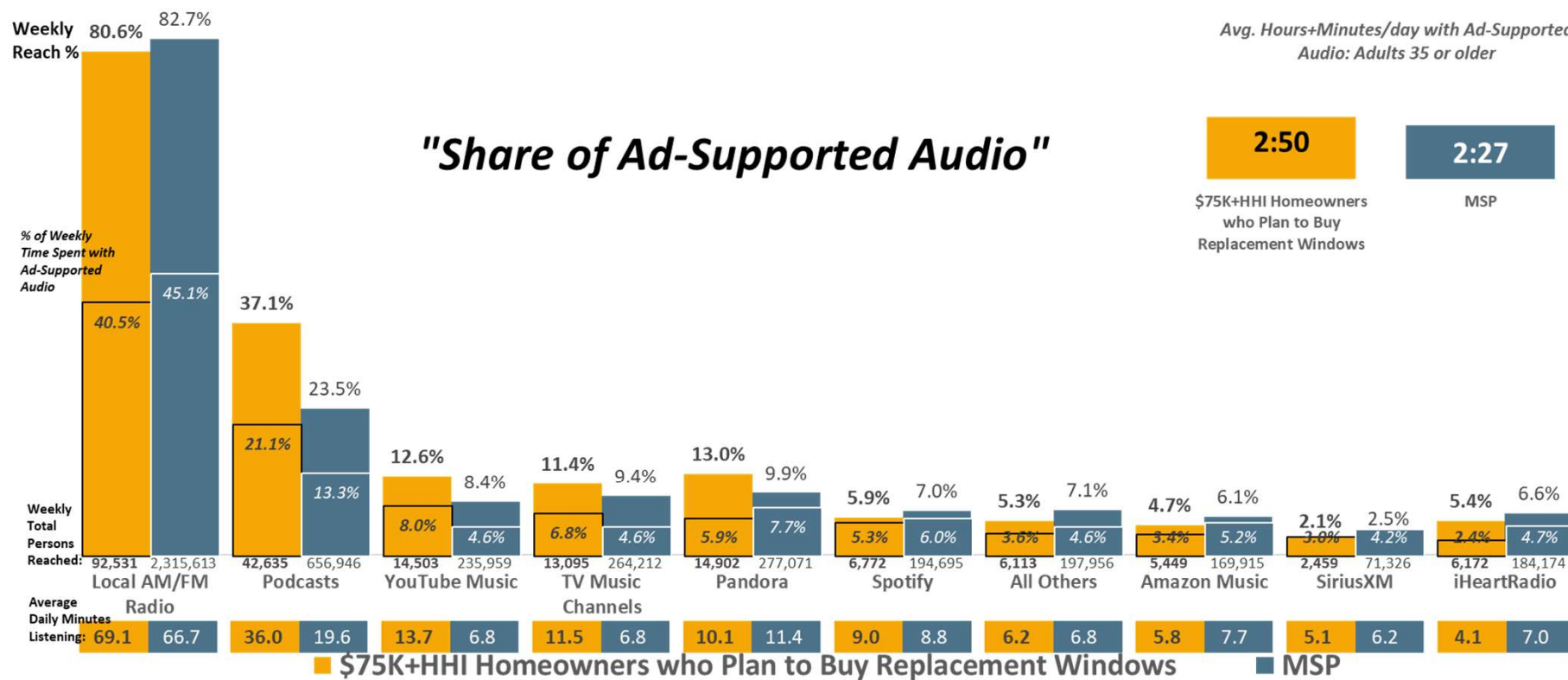
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



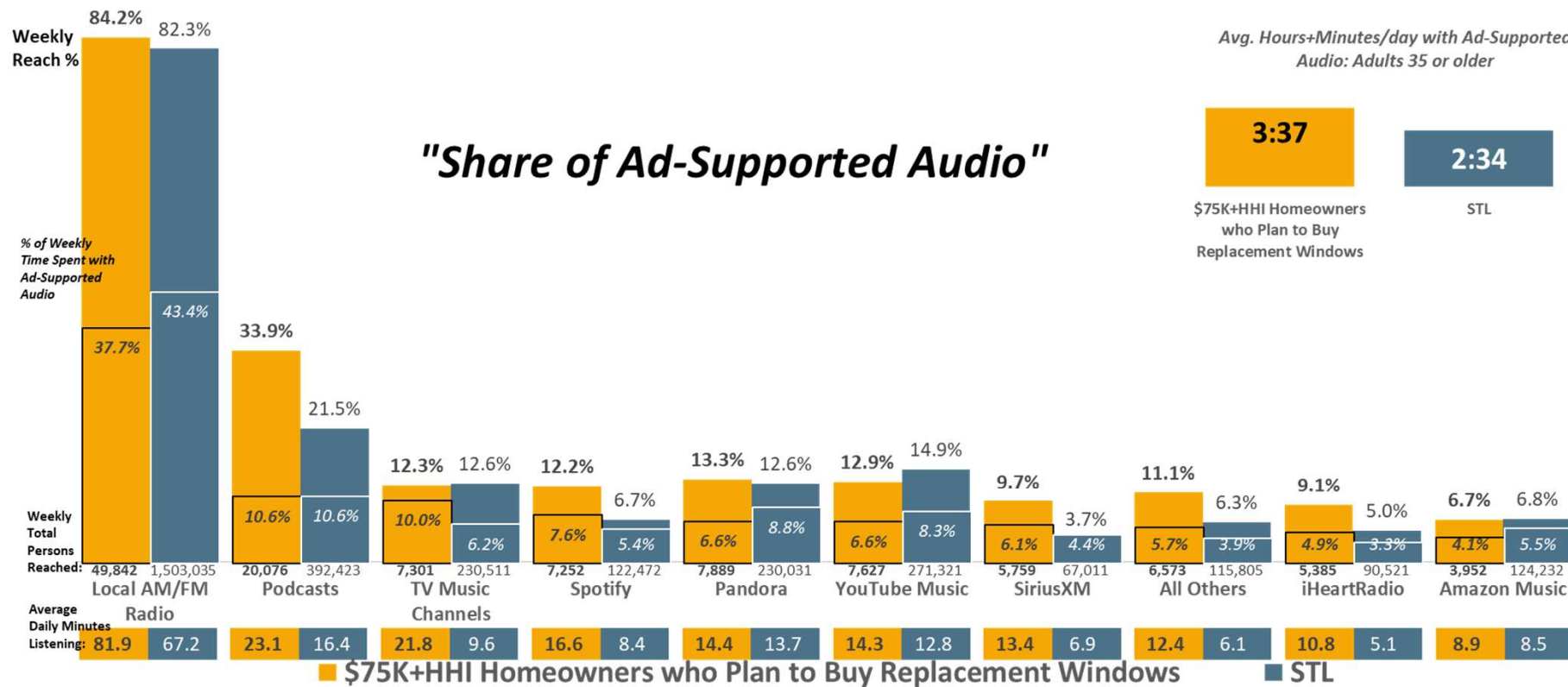


92,531 or 80.6% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio for an average of 69.1 minutes every day representing 40.5% of all time spent daily with Ad-Supported Audio.



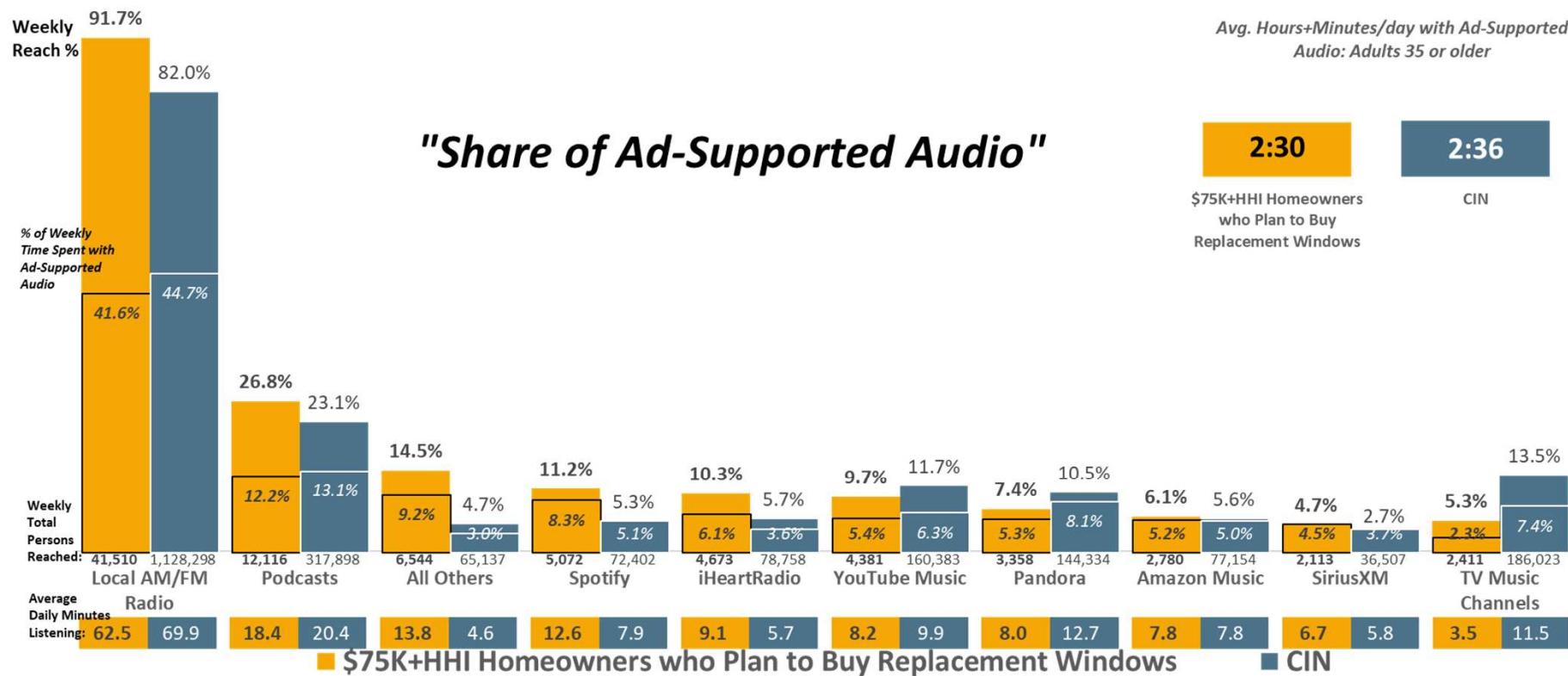


49,842 or 84.2% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio for an average of 81.9 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.



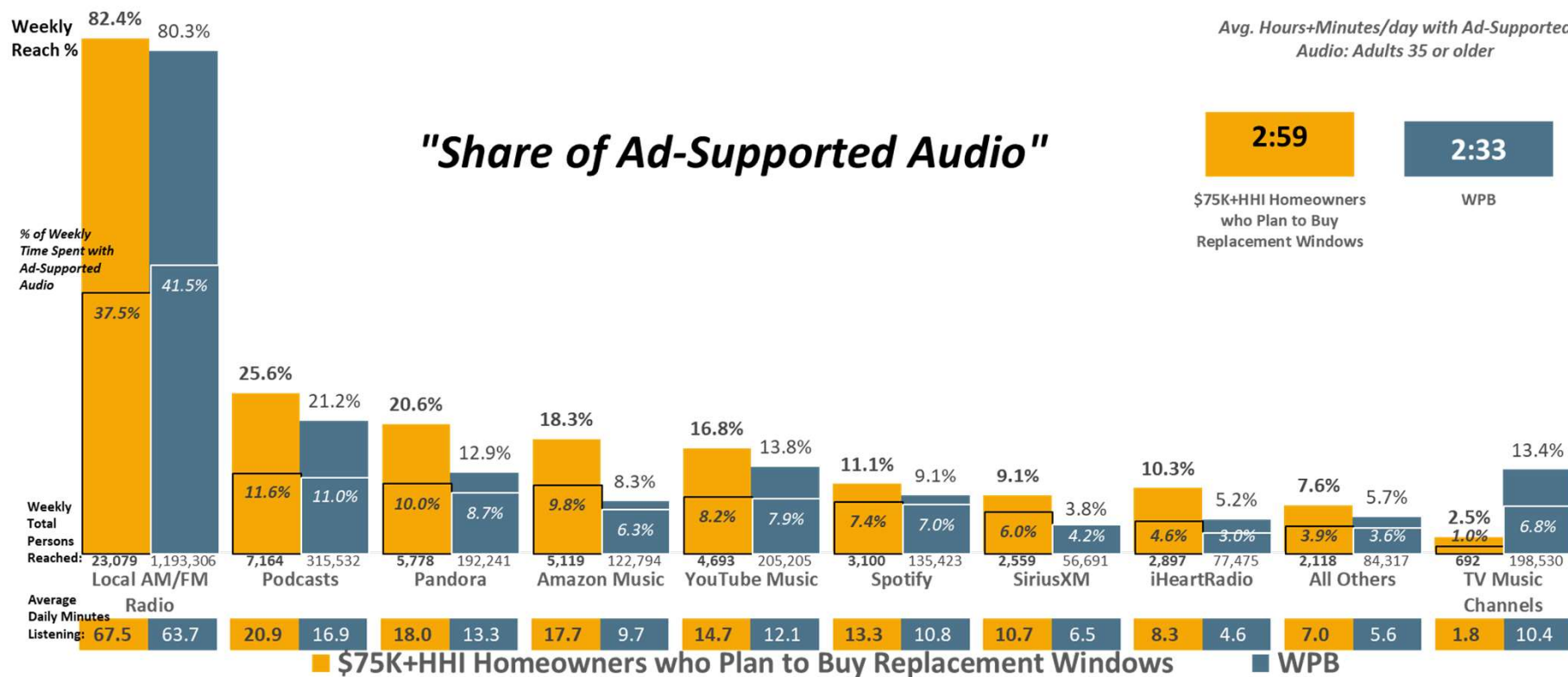


41,510 or 91.7% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio for an average of 62.5 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.





23,079 or 82.4% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio for an average of 67.5 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

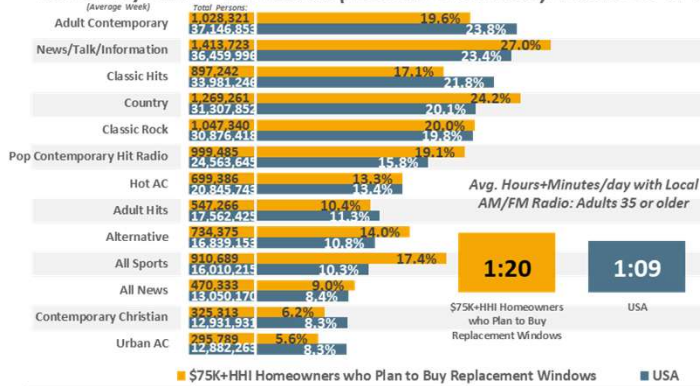




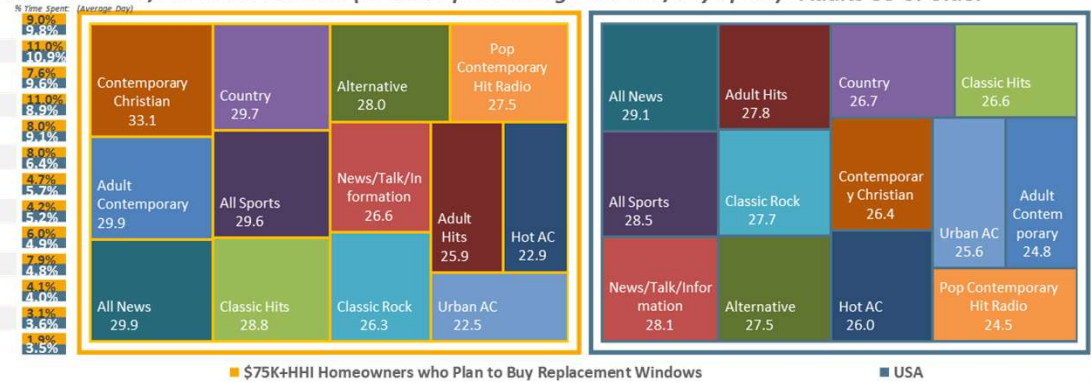


4,827,493 or 81.5% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Rock, Adult Contemporary, Pop Contemporary Hit Radio, and All Sports.

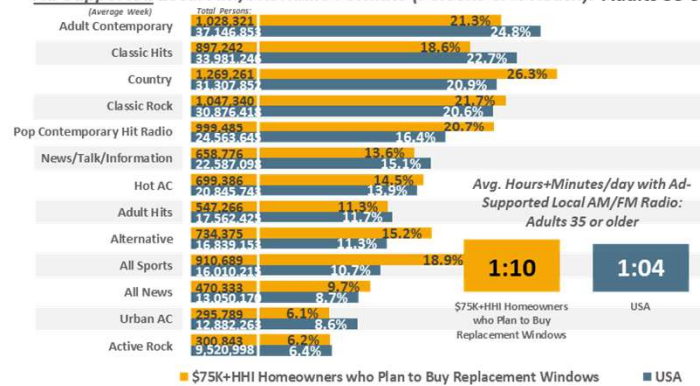
#### Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



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



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



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



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

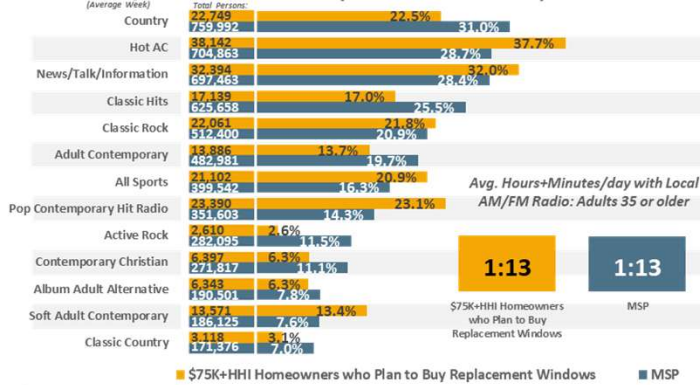
soefa.ai Share of Everything for Anything

[[[(Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]

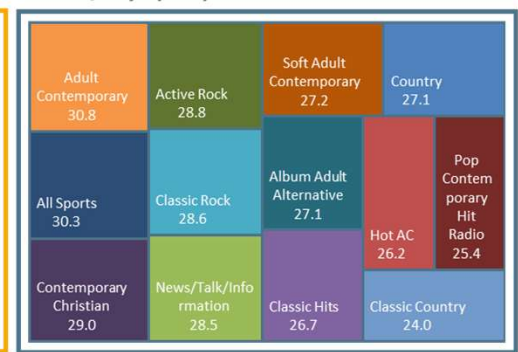
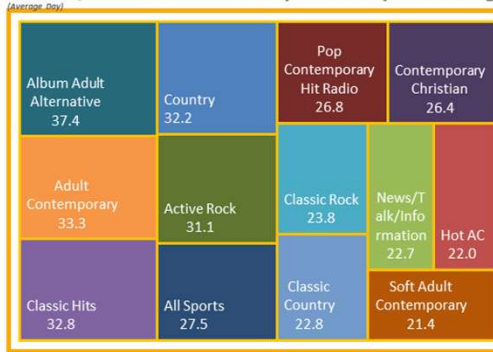


92,531 or 80.6% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, News/Talk/Information, Pop Contemporary Hit Radio, Country, and Classic Rock.

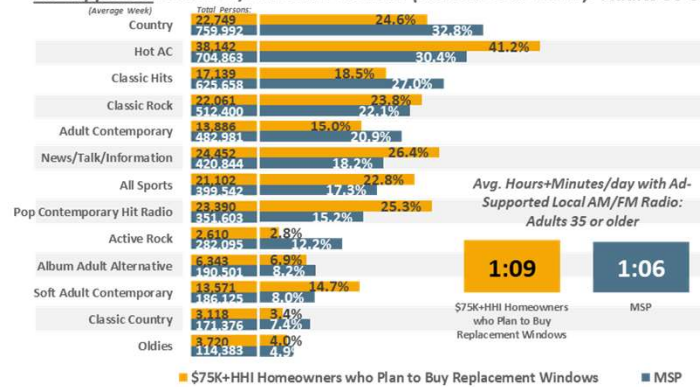
**Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older**



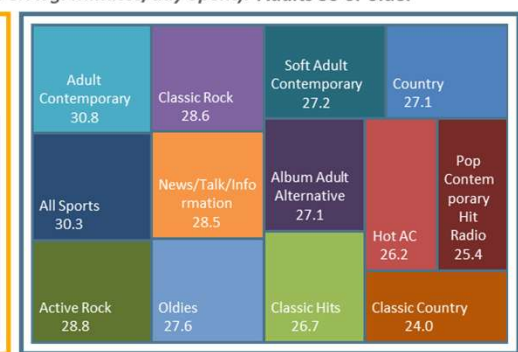
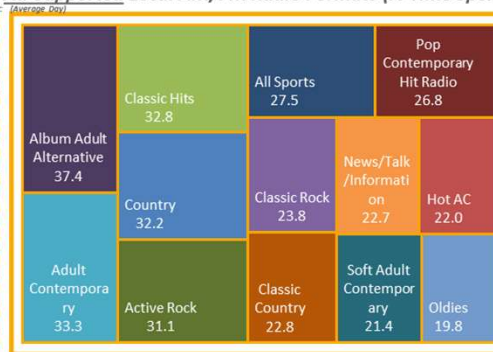
**Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



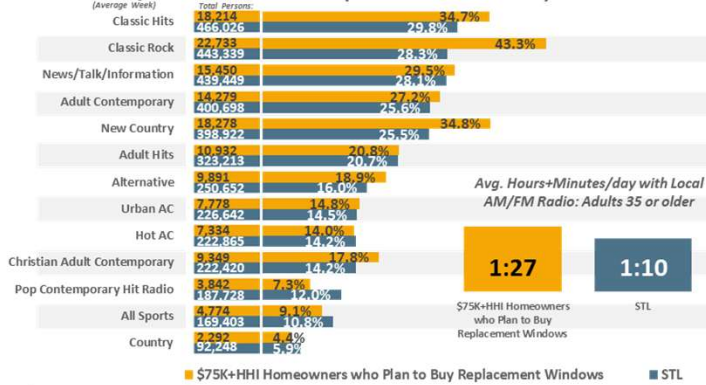
**Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



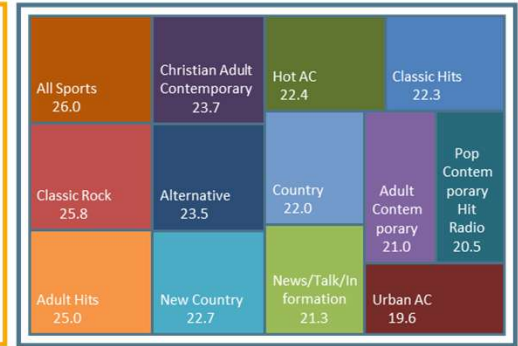
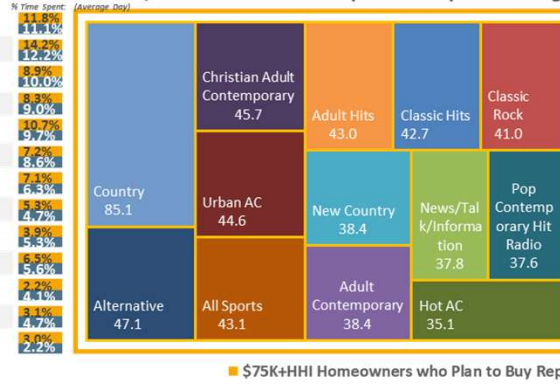


49,842 or 84.2% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, New Country, Classic Hits, Adult Contemporary, and News/Talk/Information.

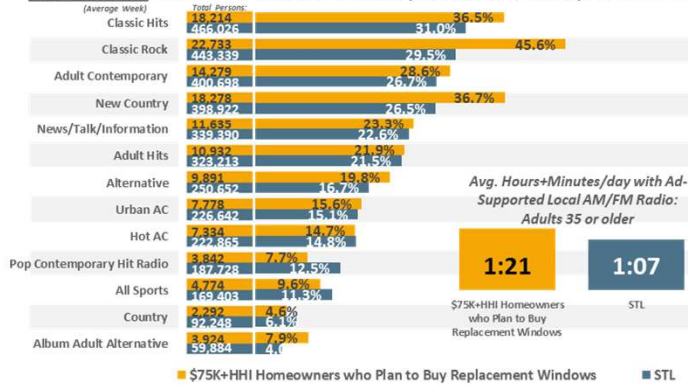
**Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older**



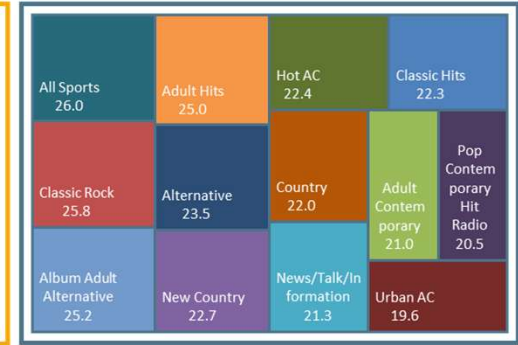
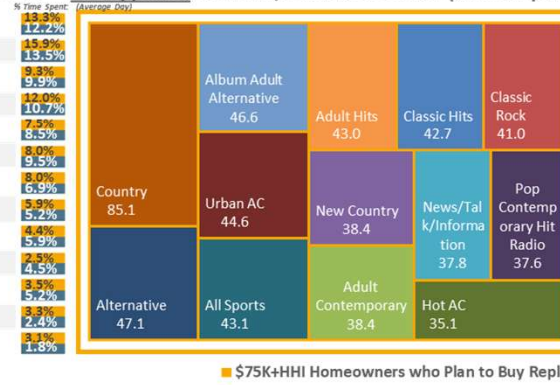
**Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



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

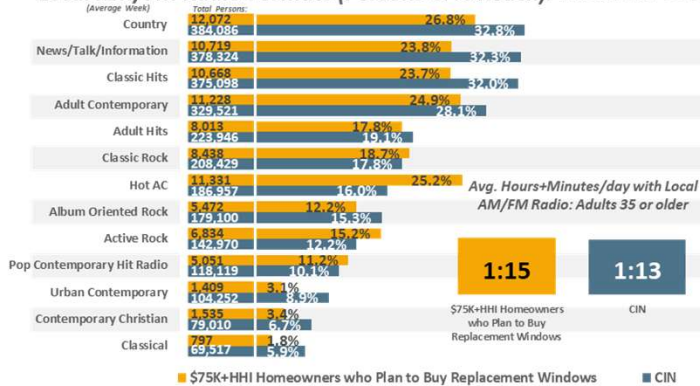






41,510 or 91.7% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Adult Contemporary, Classic Hits, and Classic Rock.

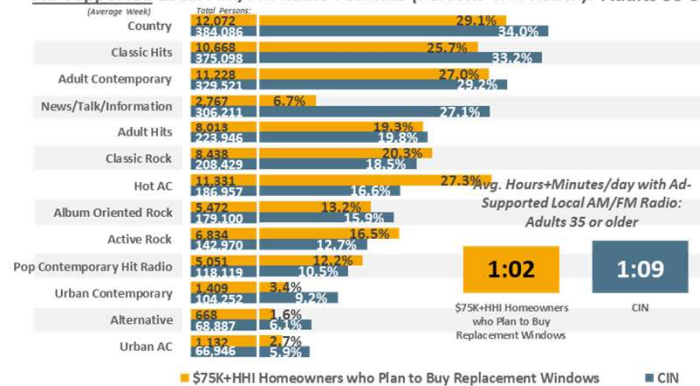
### Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



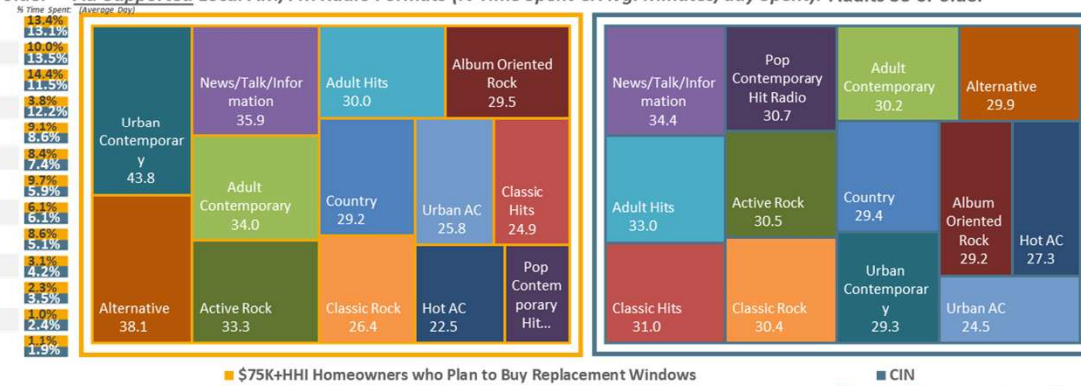
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

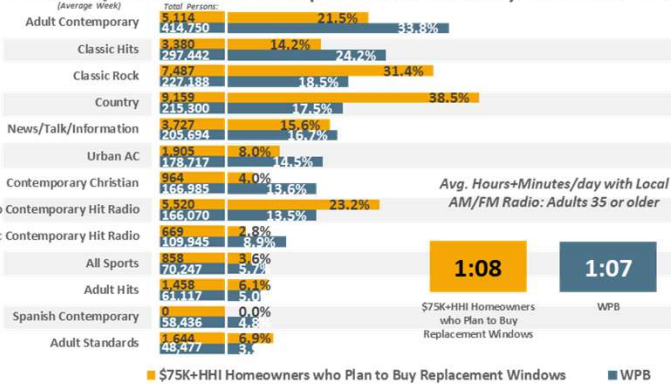




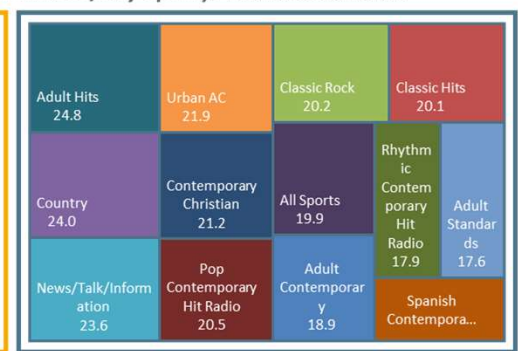
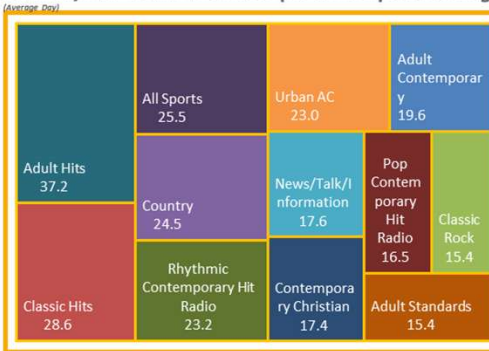


23,079 or 82.4% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Rock, Pop Contemporary Hit Radio, Adult Contemporary, and News/Talk/Information.

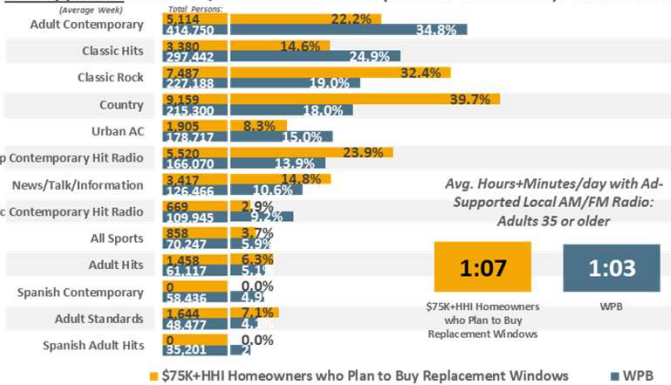
#### Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



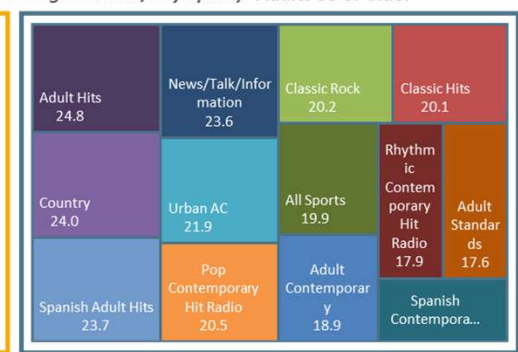
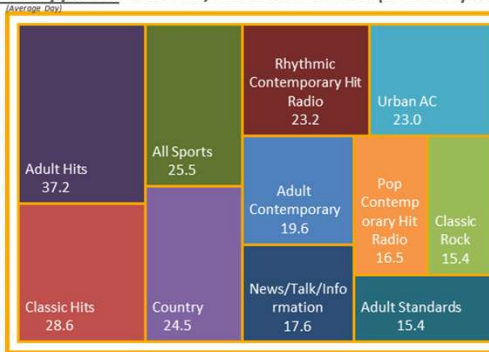
#### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

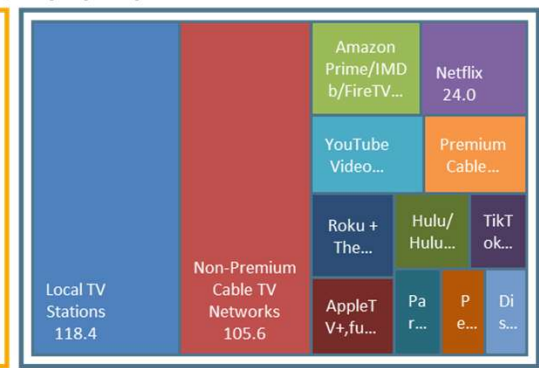
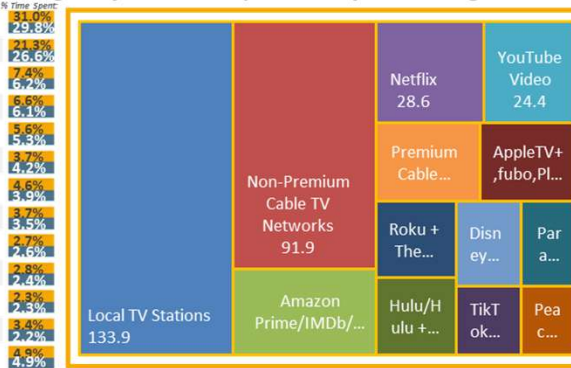
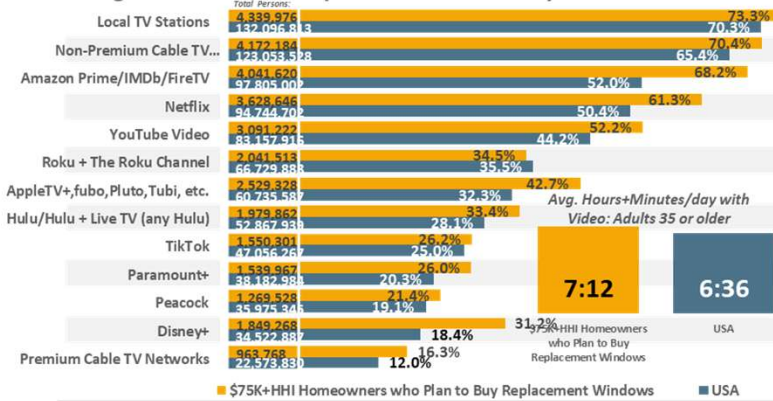




4,269,849 or 72.1% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations for an average of 123.1 minutes every day representing 34.3% of all time spent daily with Ad-Supported Video.

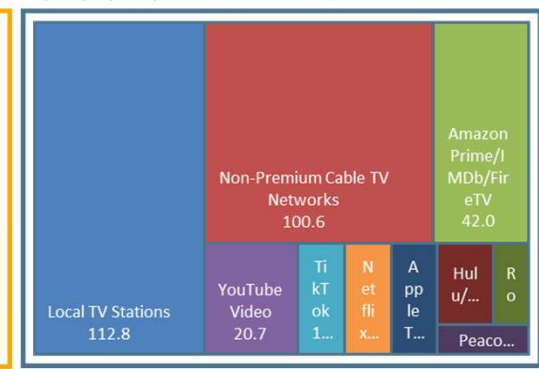
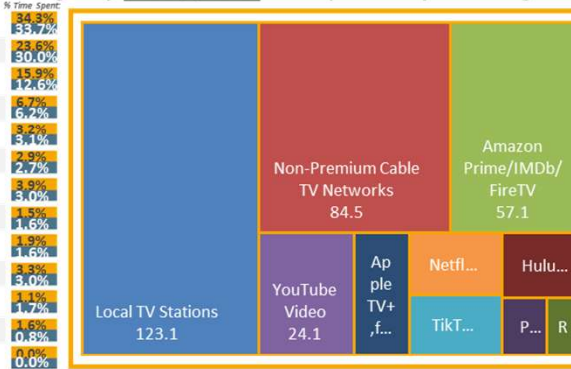
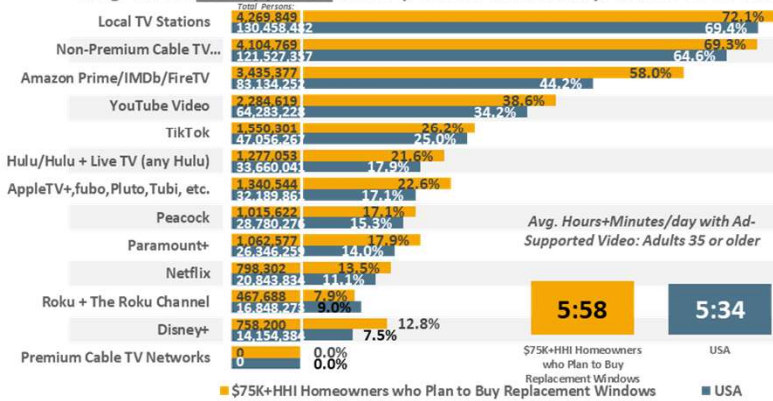
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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

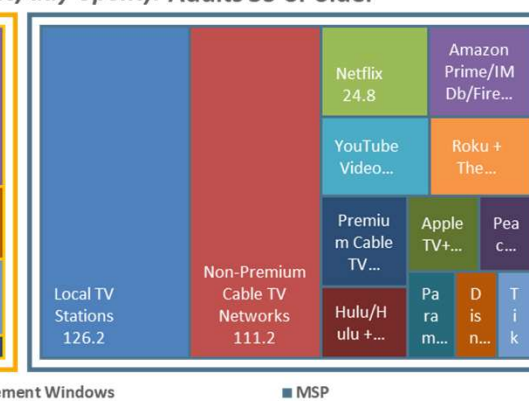
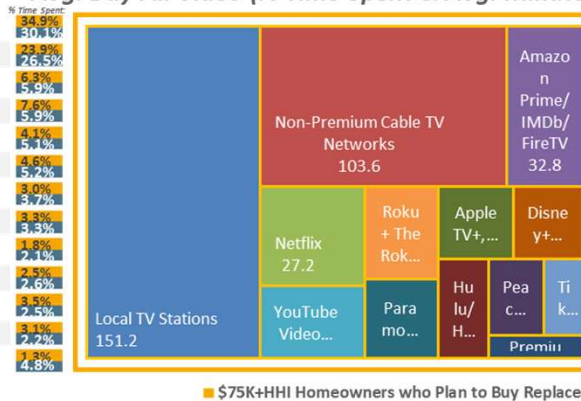
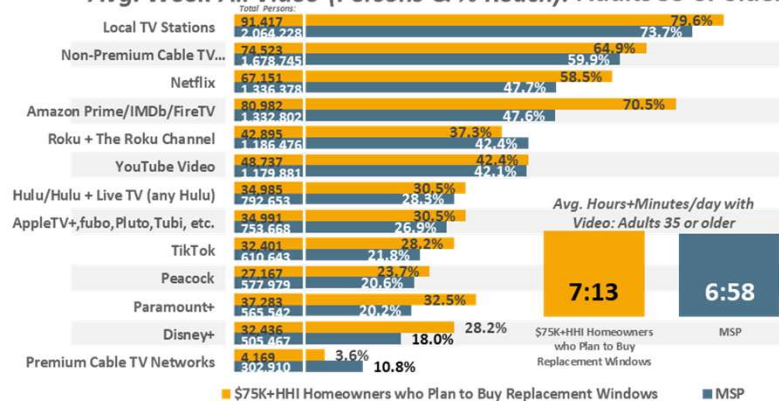




90,302 or 78.6% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations for an average of 143.2 minutes every day representing 39.% of all time spent daily with Ad-Supported Video.

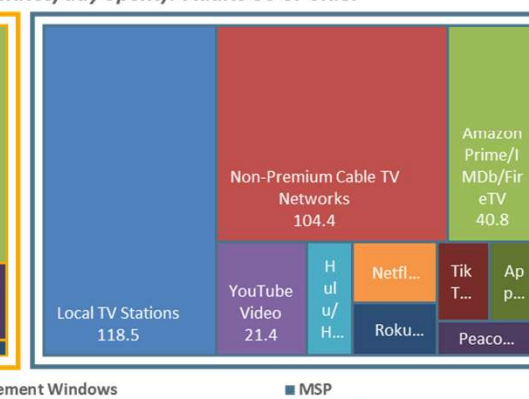
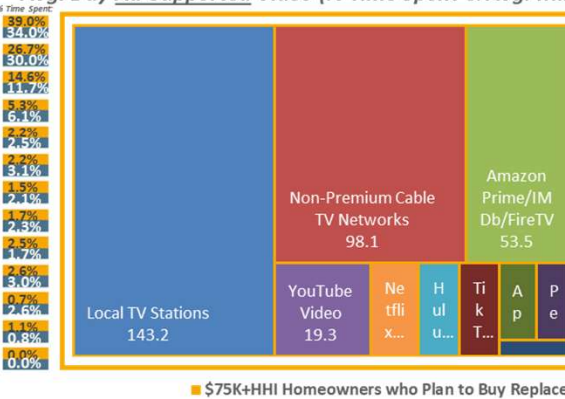
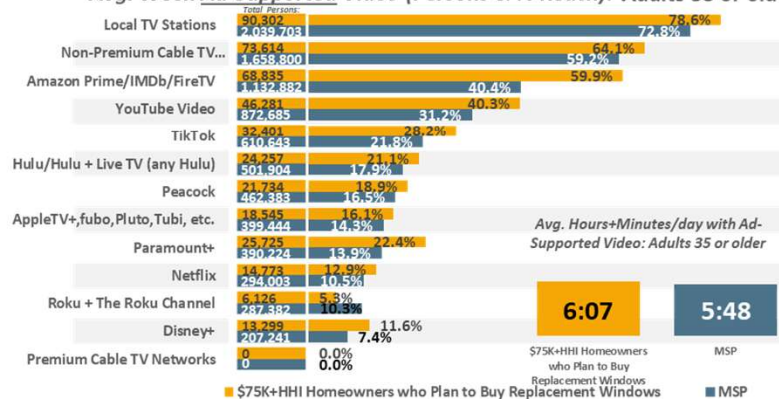
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]

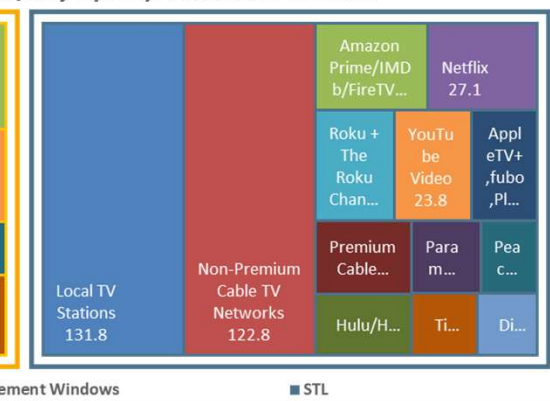
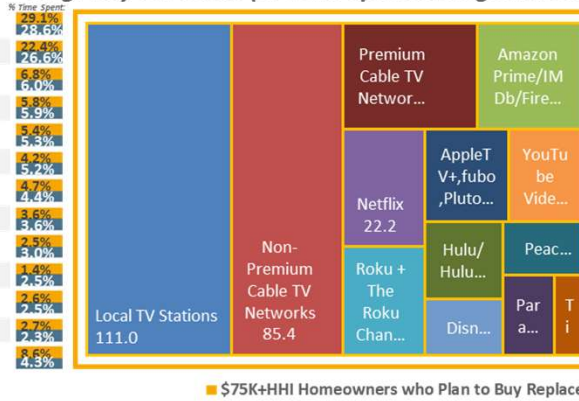
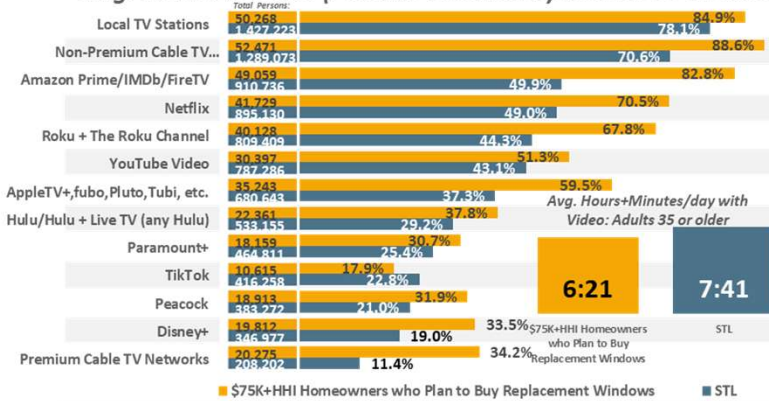




49,170 or 83.0% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations for an average of 100. minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.

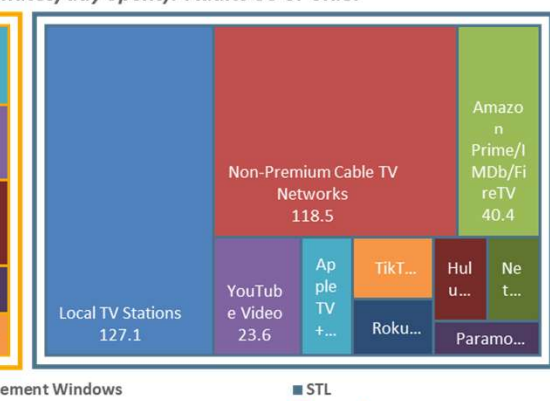
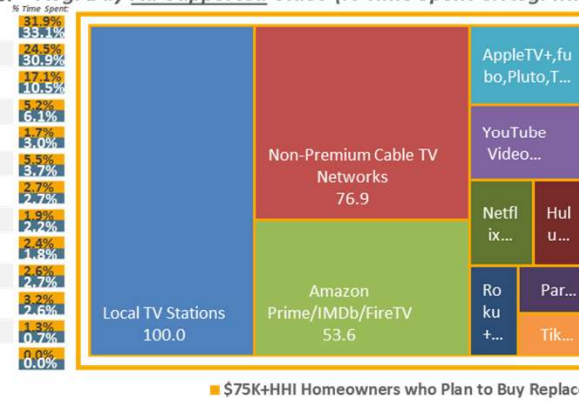
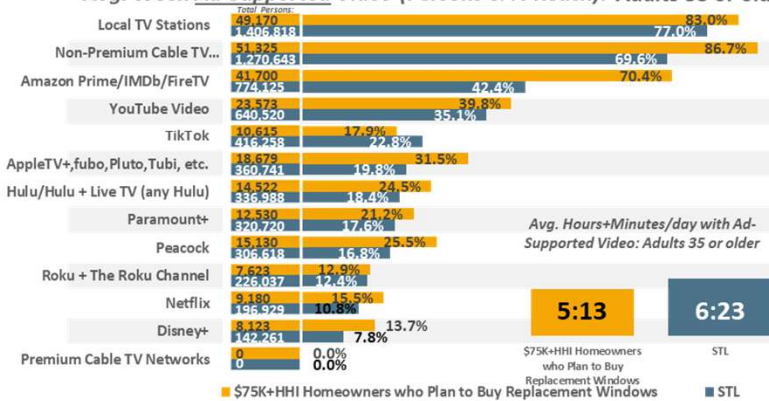
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]

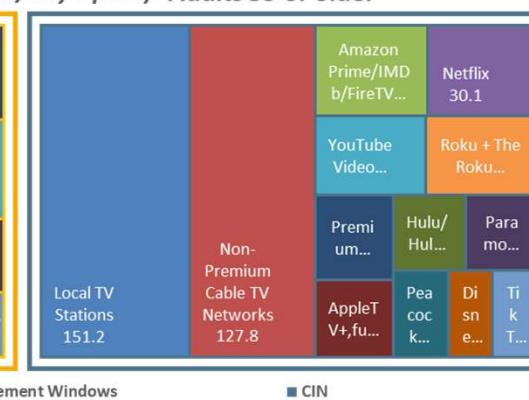
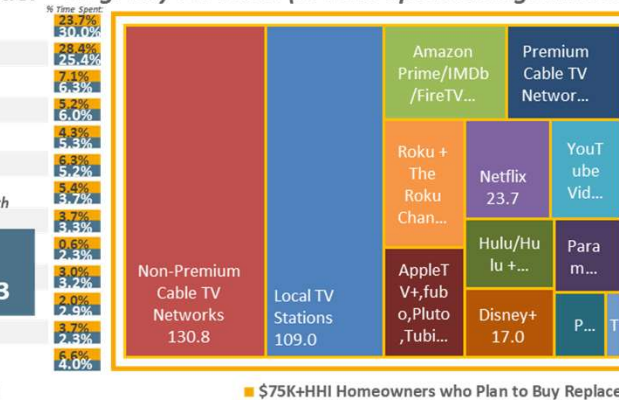
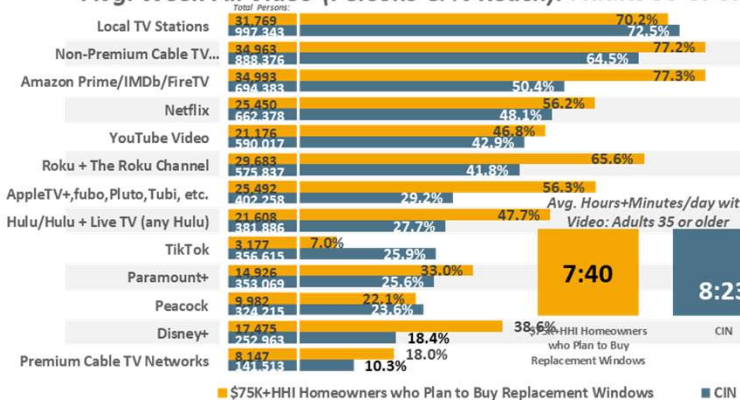




31,550 or 69.7% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations for an average of 107. minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

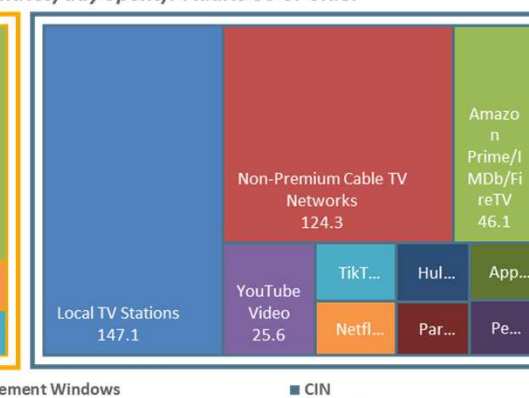
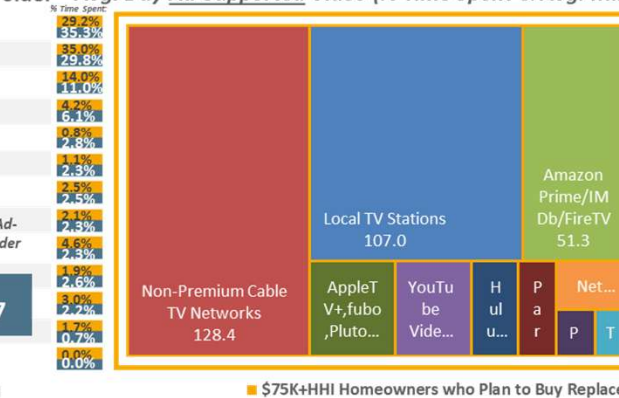
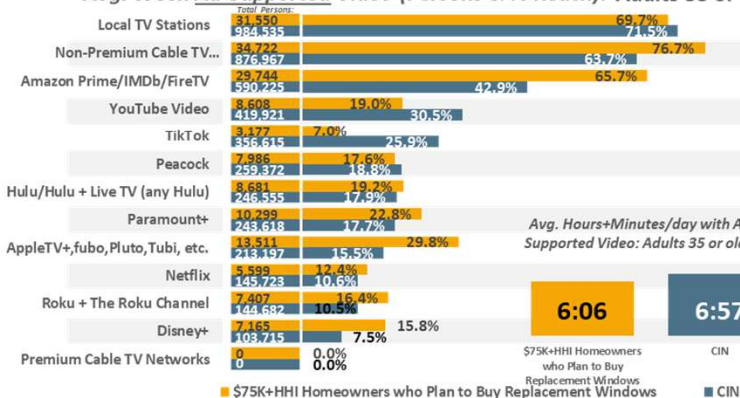
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



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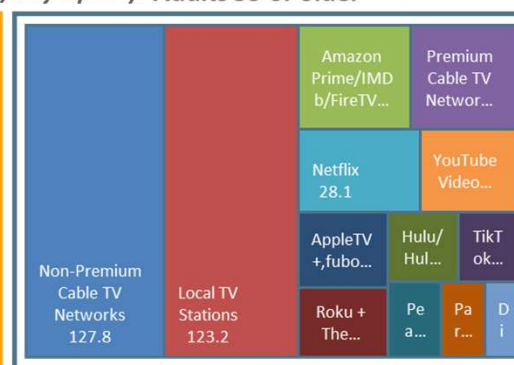
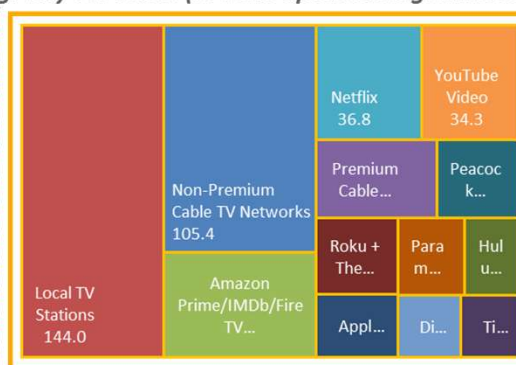
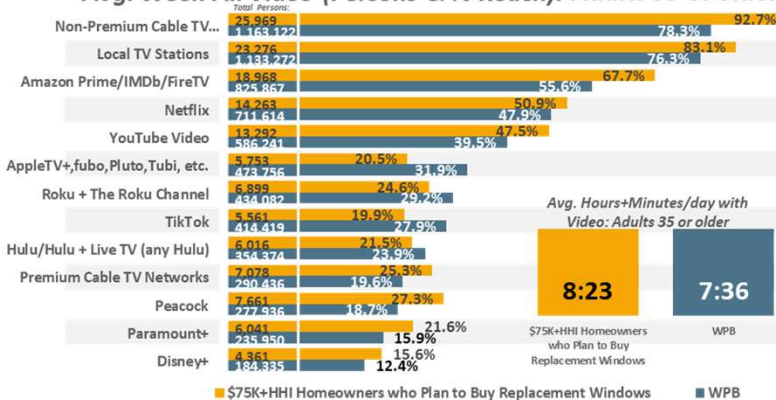
[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



23,179 or 82.7% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations for an average of 134.4 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

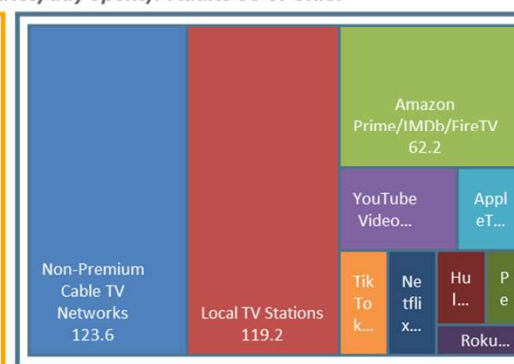
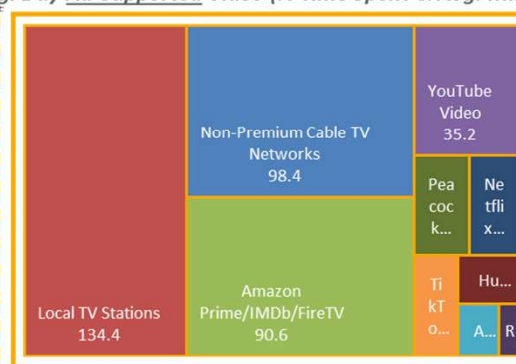
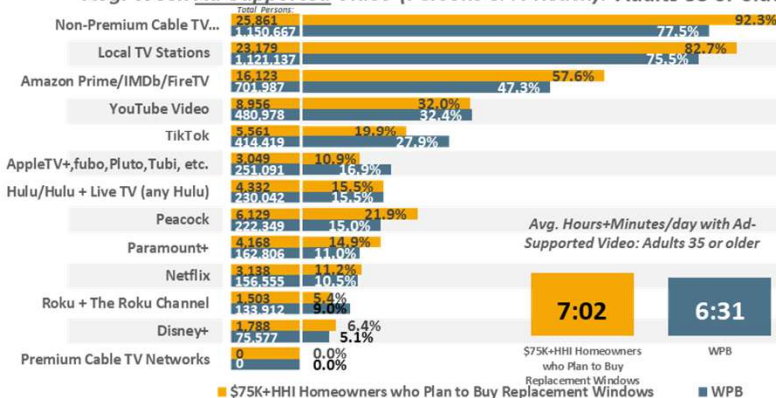
### Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



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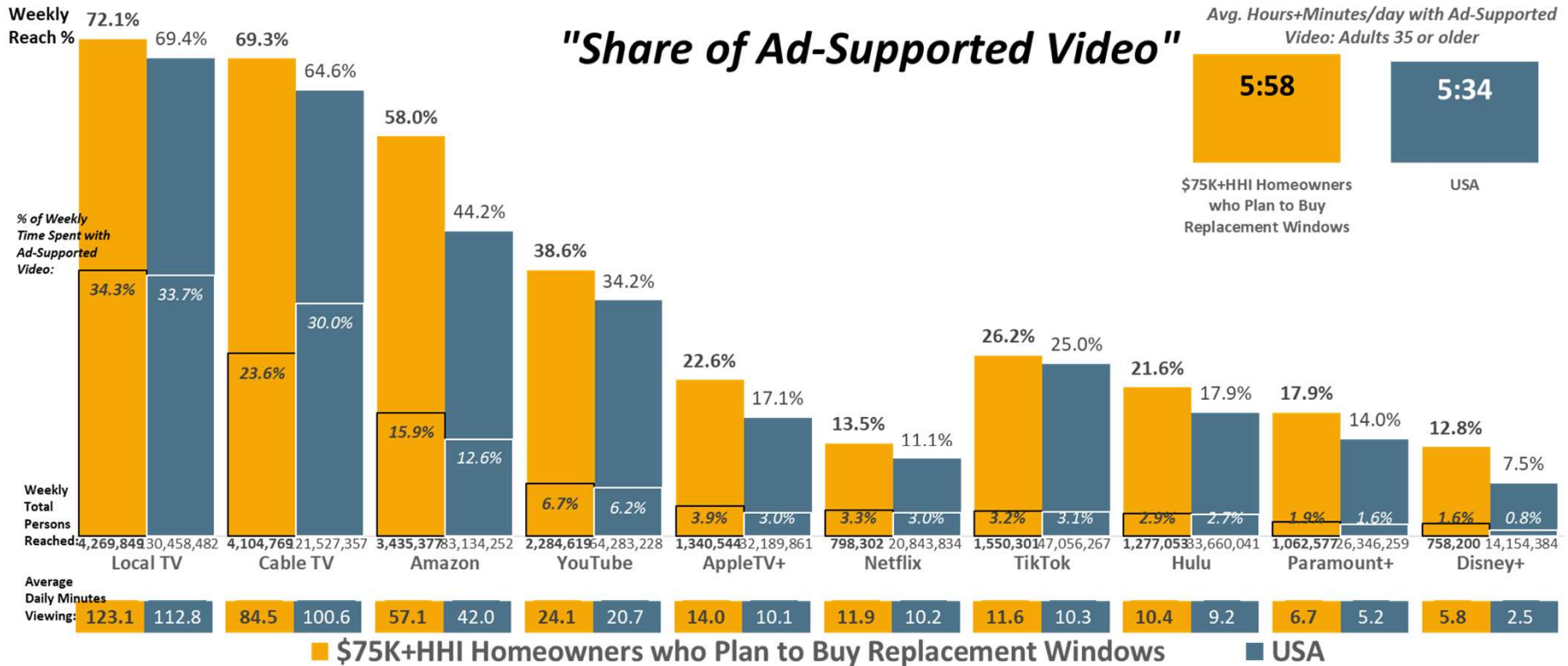
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



4,269,849 or 72.1% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations for an average of 123.1 minutes every day representing 34.3% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 691  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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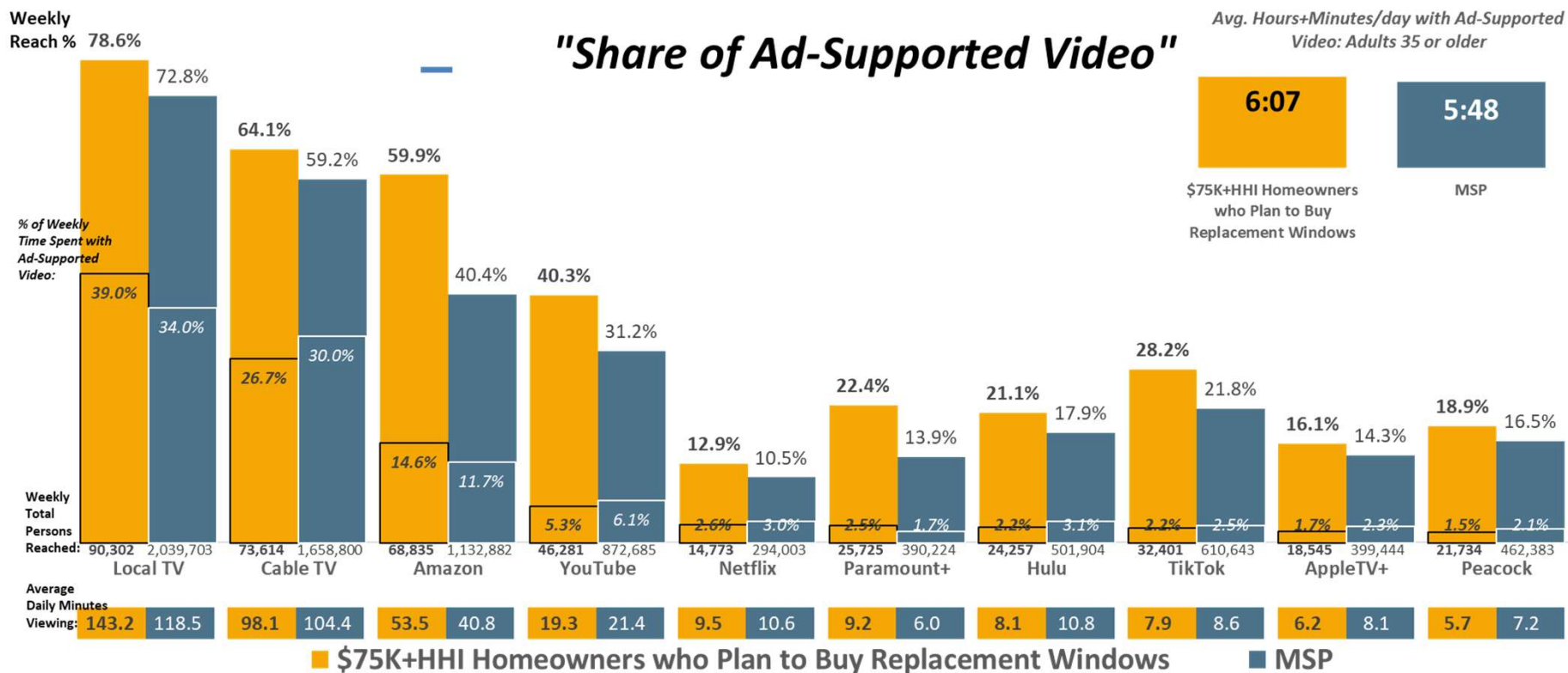
[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]





90,302 or 78.6% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations for an average of 143.2 minutes every day representing 39.0% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 69 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081  
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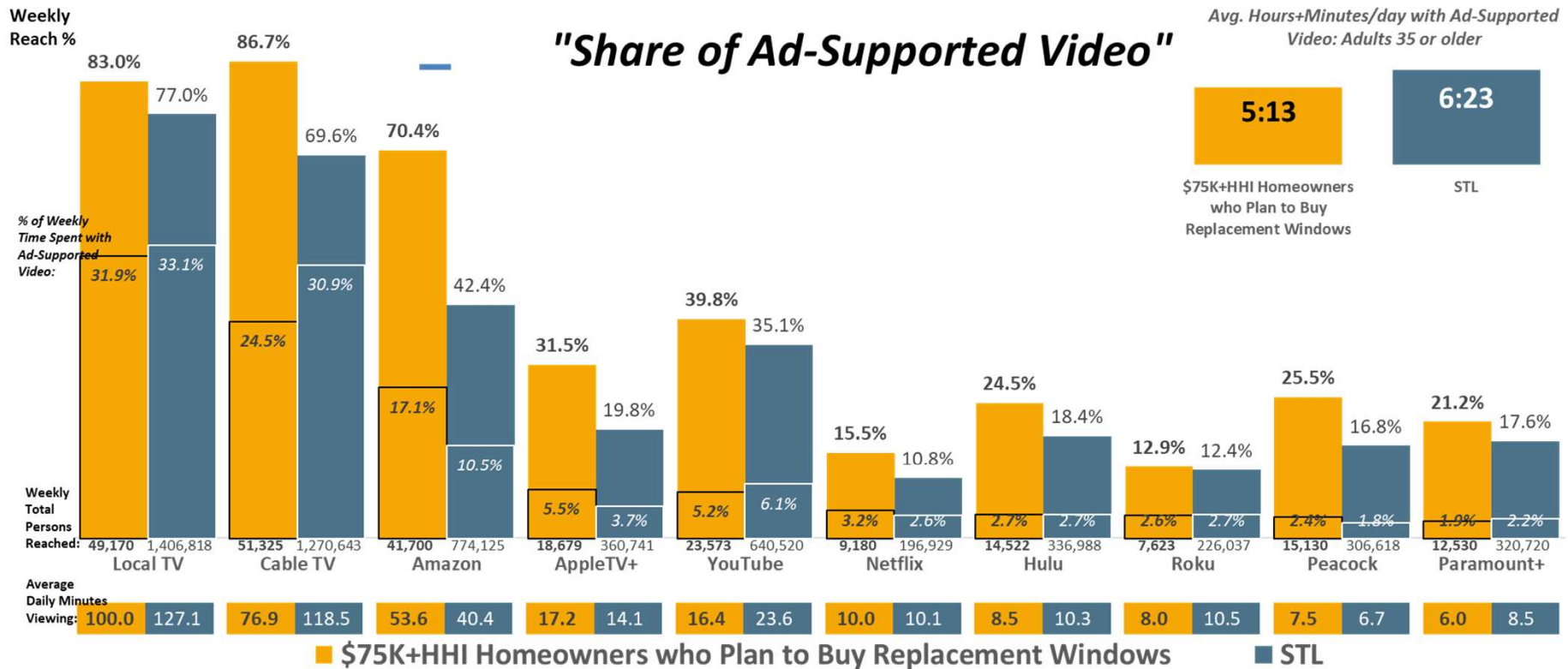
[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]





49,170 or 83.0% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations for an average of 100. minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 71  
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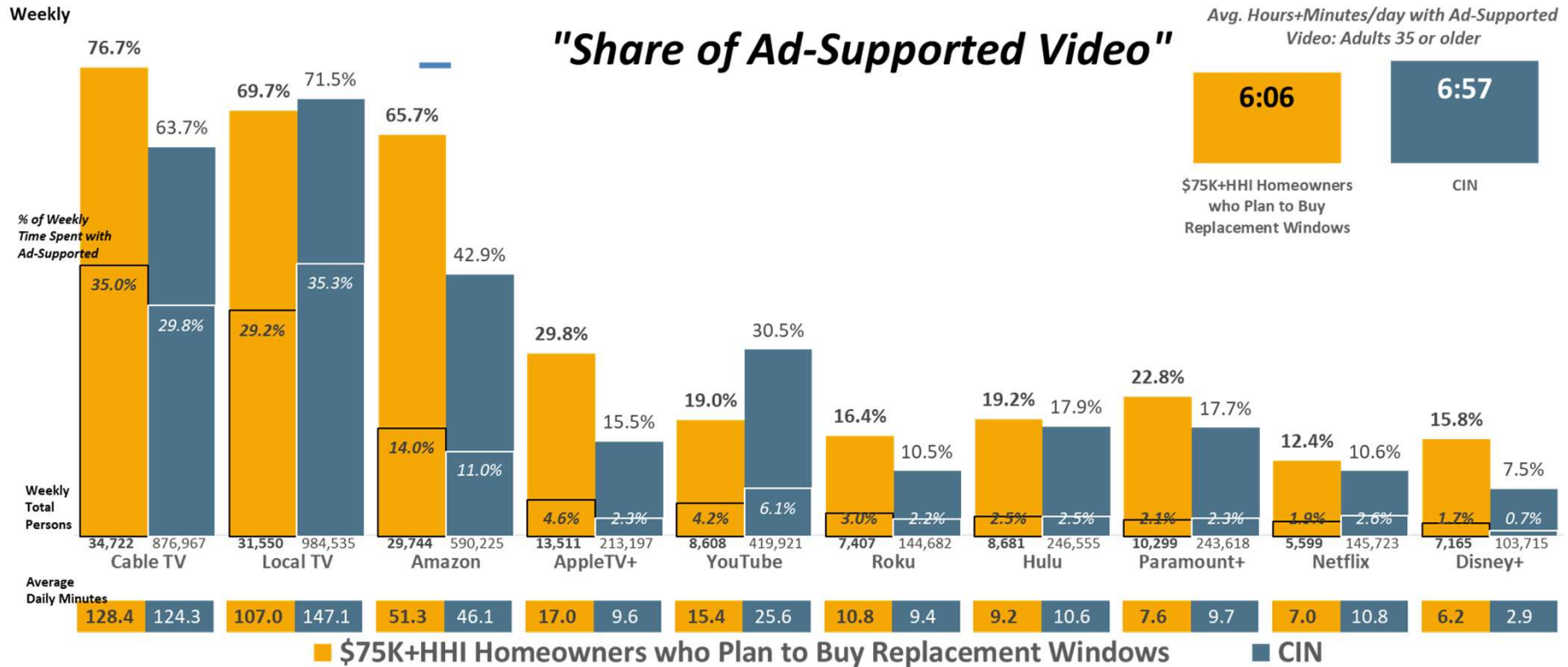
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



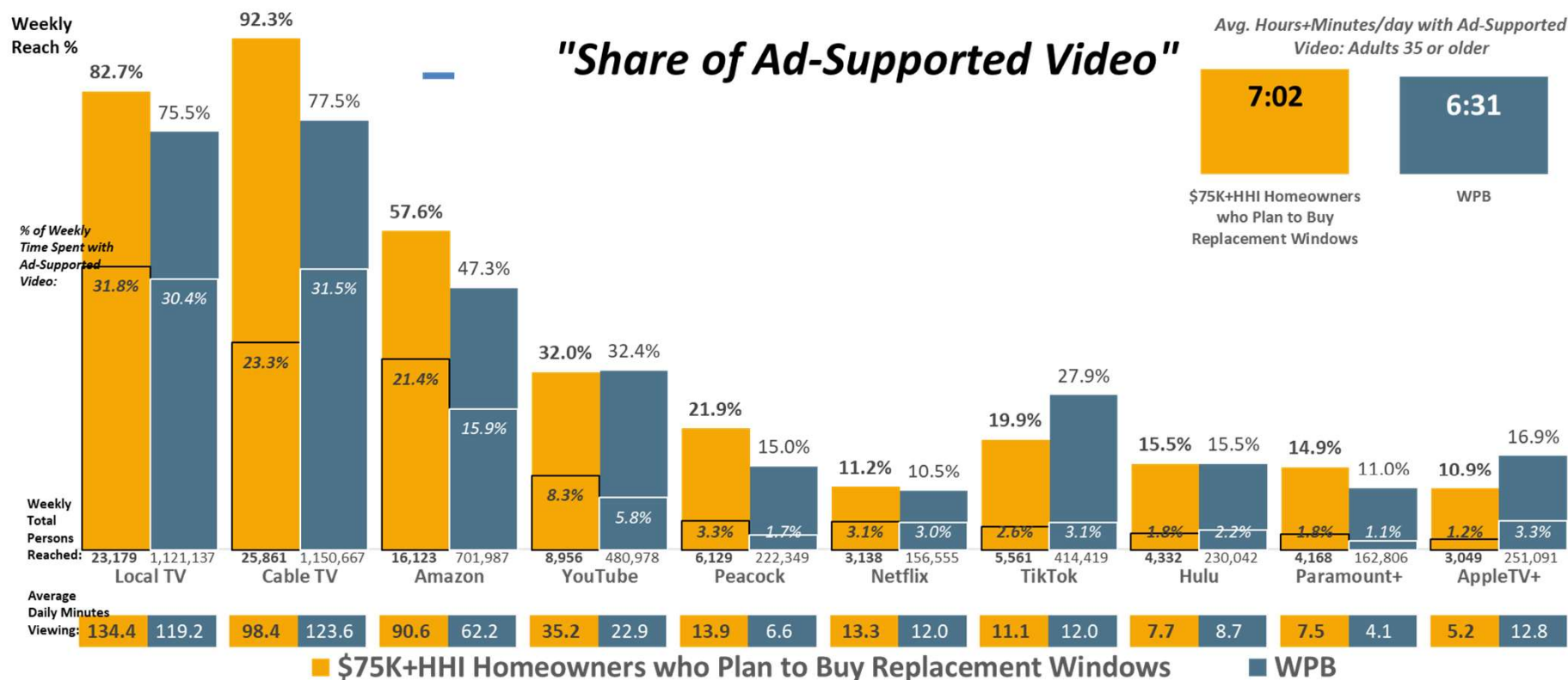
31,550 or 69.7% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations for an average of 107. minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.





23,179 or 82.7% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations for an average of 134.4 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



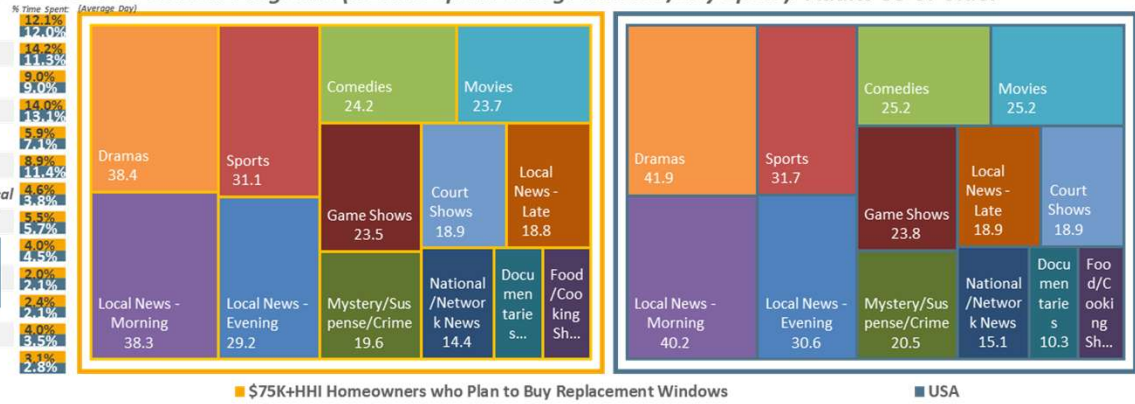


4,269,849 or 72.1% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, National/Network News, and Movies.

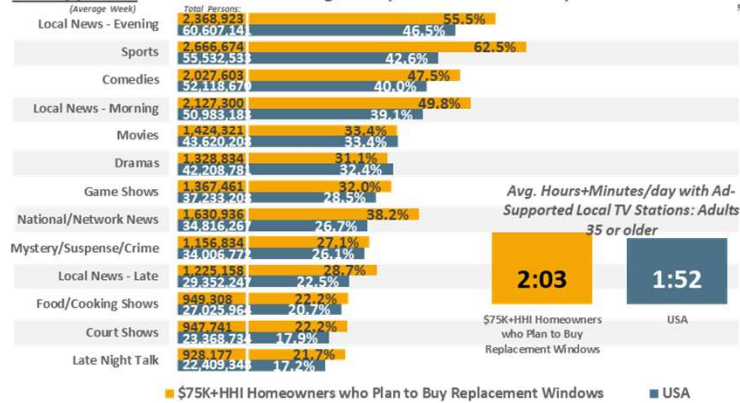
#### Local TV Station Programs (Persons & % Reach): Adults 35 or older



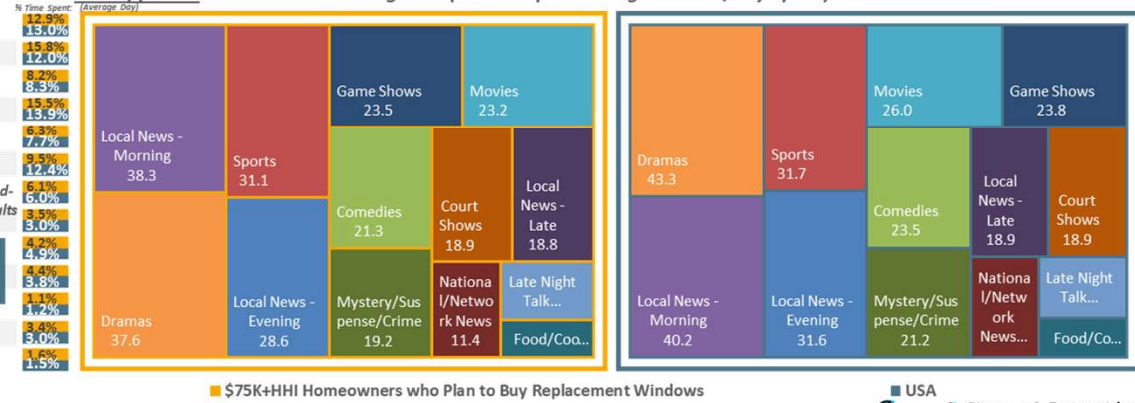
#### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 691  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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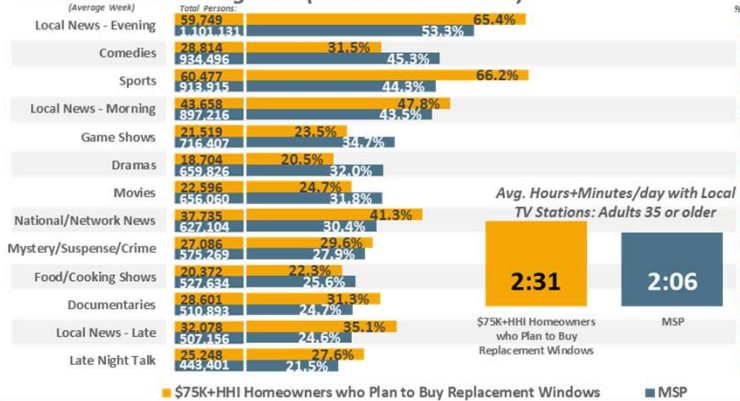
[[[(Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



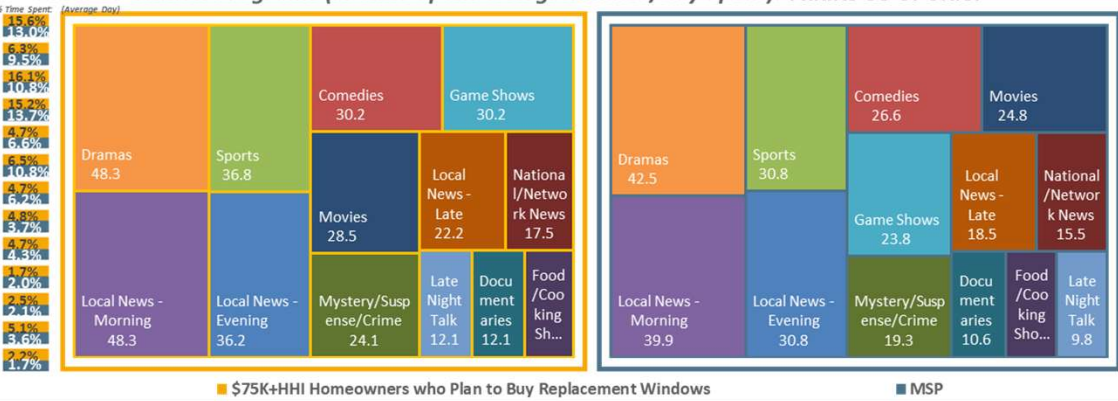


90,302 or 78.6% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, National/Network News, Local News - Late, and Co

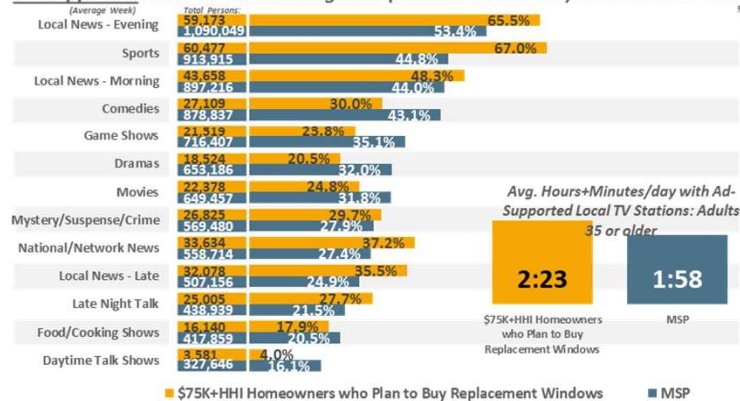
Local TV Station Programs (Persons & % Reach): Adults 35 or older



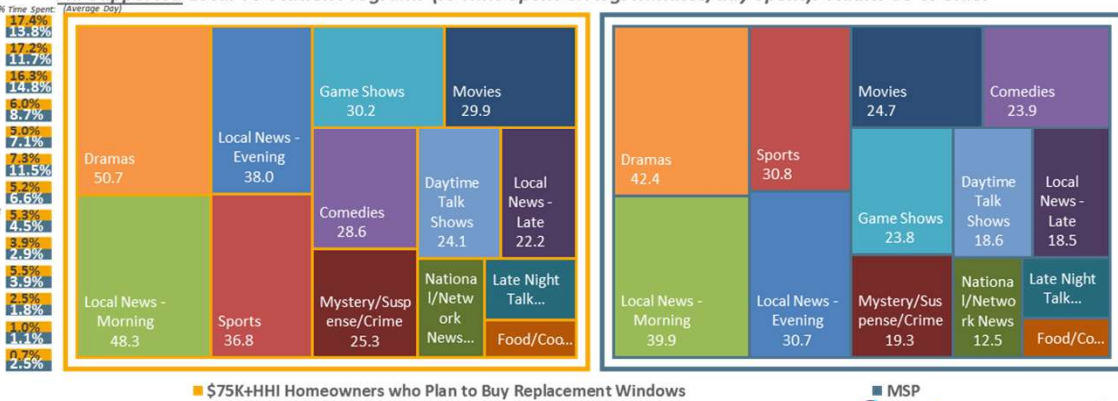
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



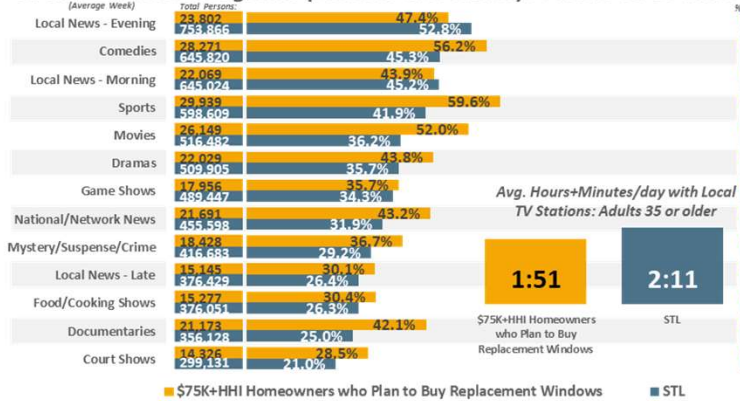
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



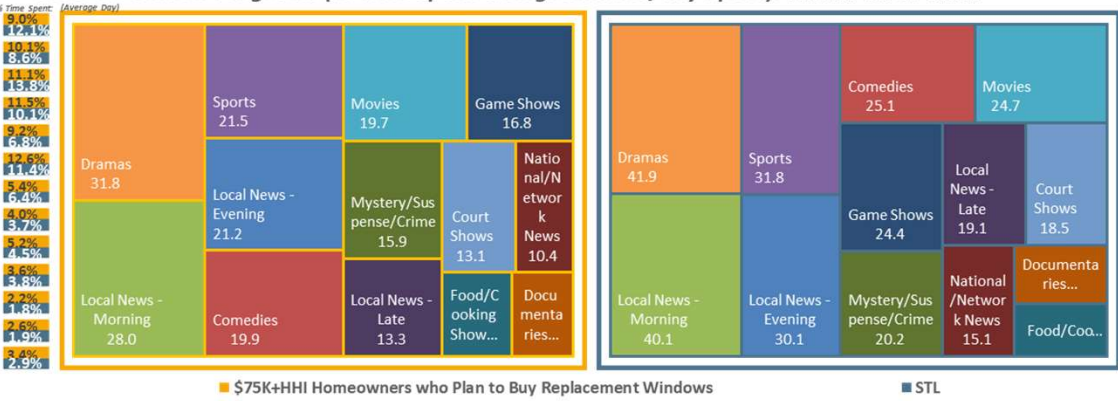


49,170 or 83.% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Evening, Local News - Morning, and Dramas.

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



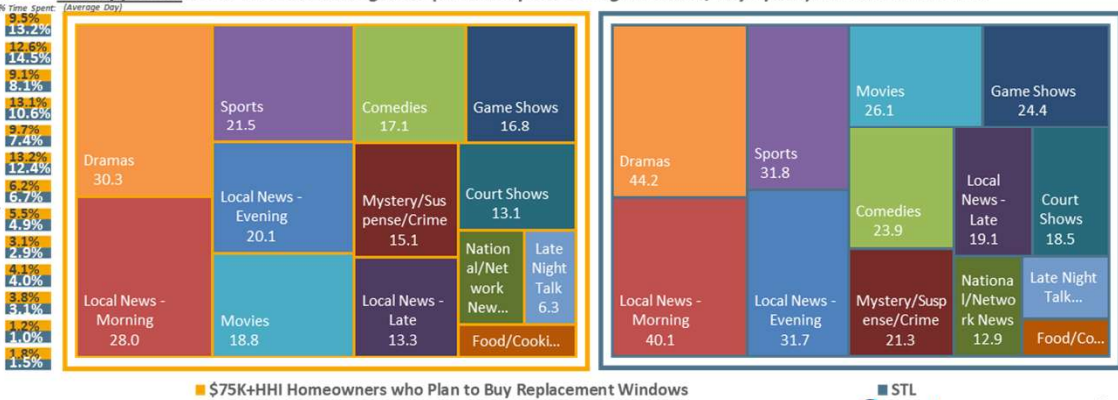
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



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

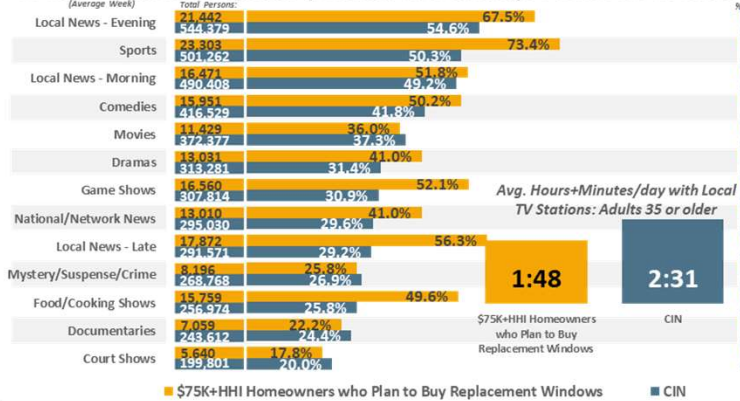




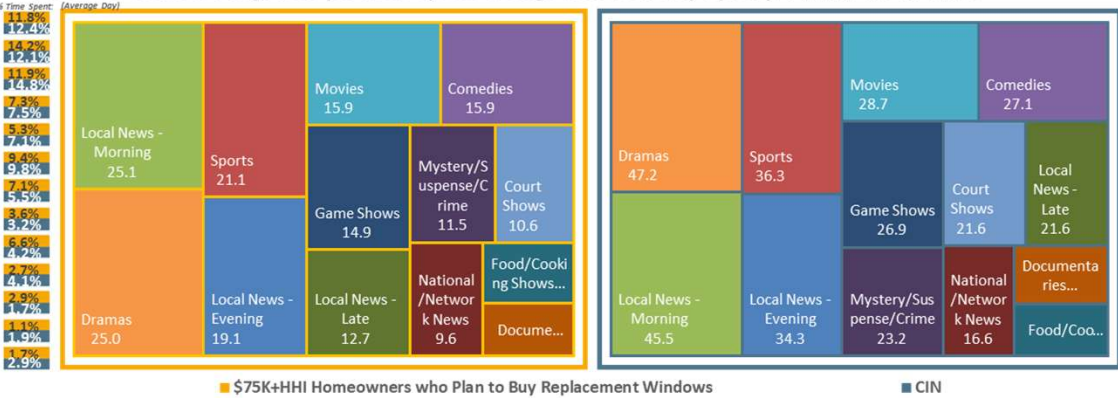


31,550 or 69.7% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Late, Game Shows, Local News - Morning, and Comedies.

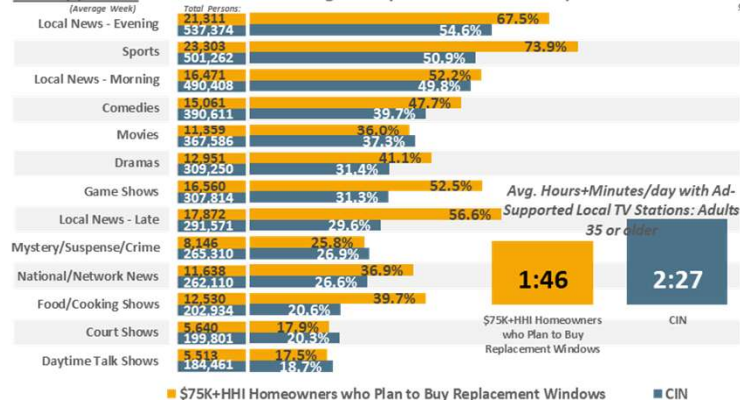
Local TV Station Programs (Persons & % Reach): Adults 35 or older



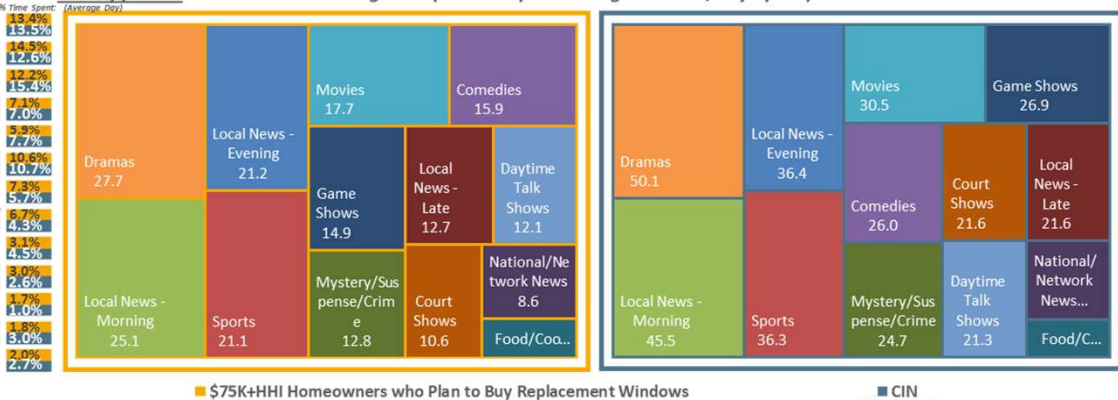
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



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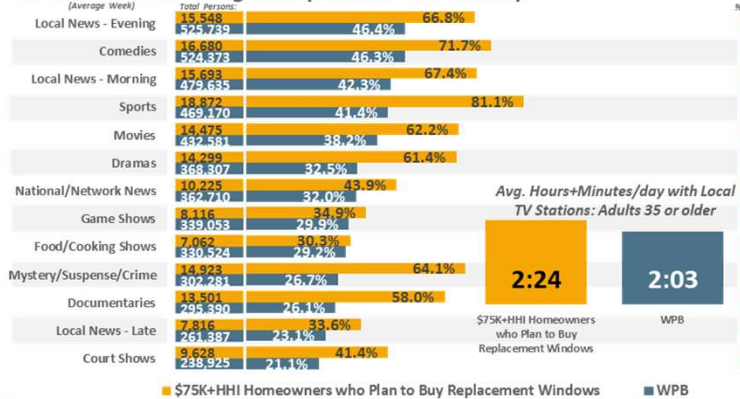
soeafa.ai Share of Everything for Anything

[[[(Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]

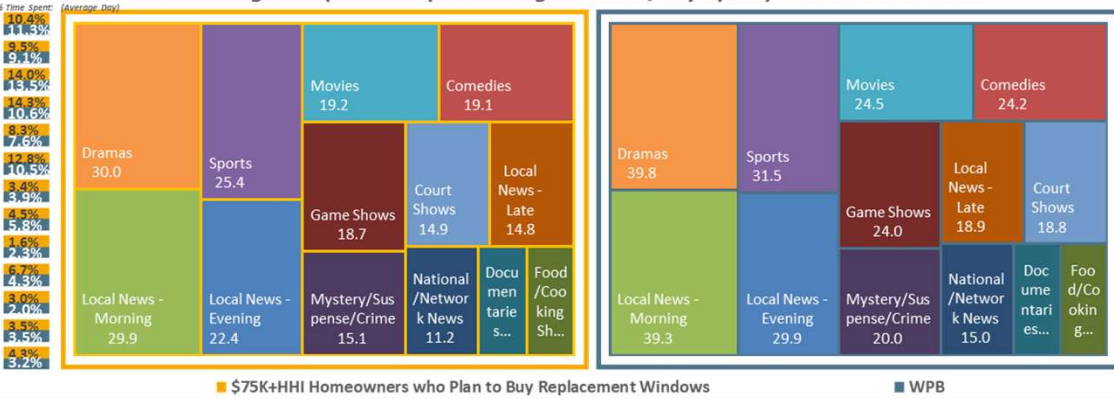


23,179 or 82.7% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Mystery/Suspense/Crime, and Movies.

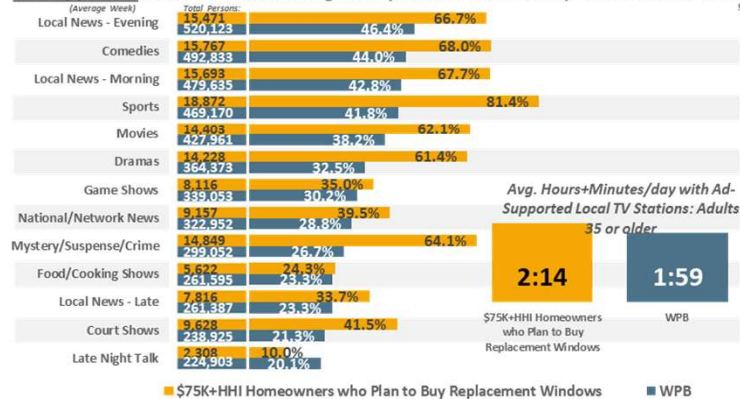
**Local TV Station Programs (Persons & % Reach): Adults 35 or older**



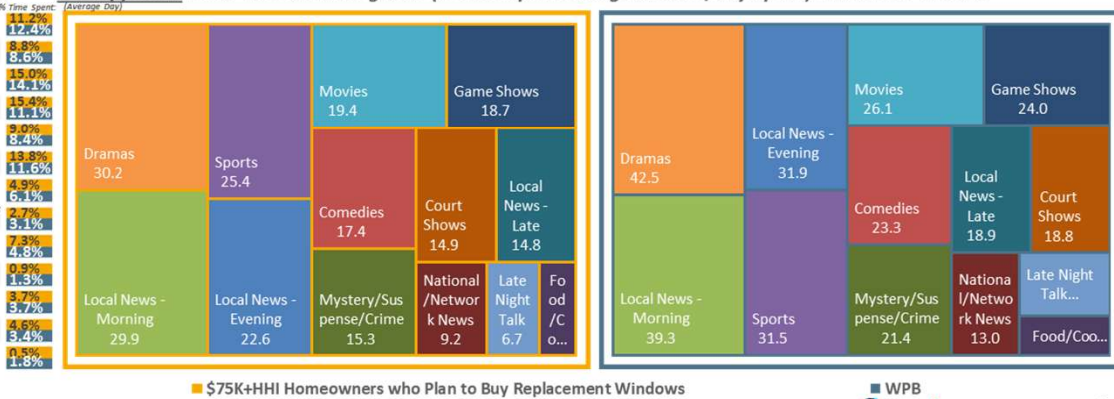
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



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



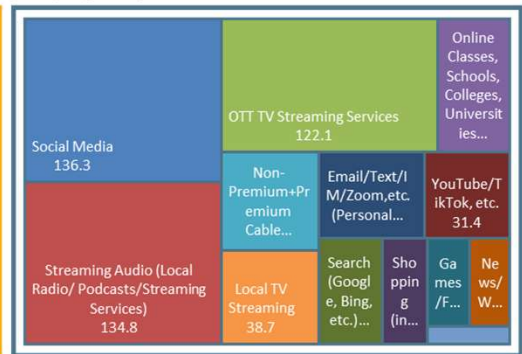
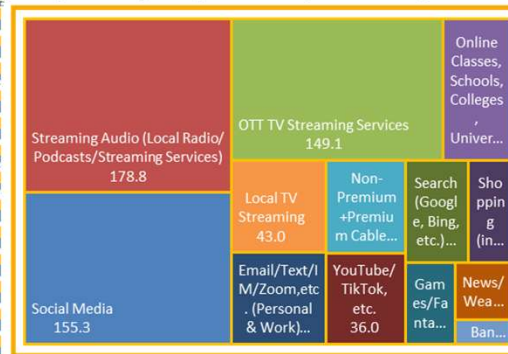
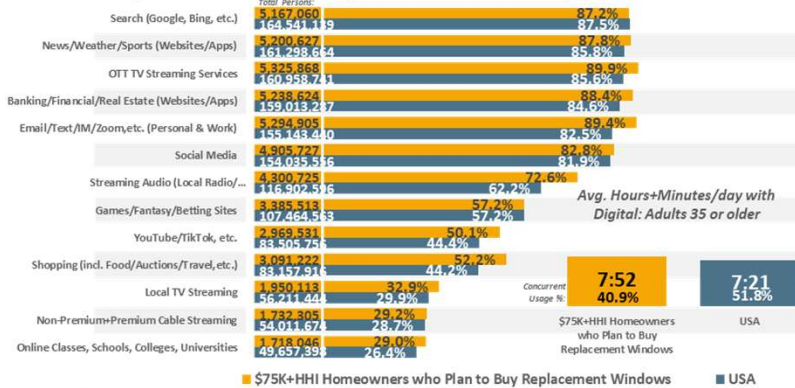




4,439,049 or 74.9% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported Social Media for an average of 142.9 minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

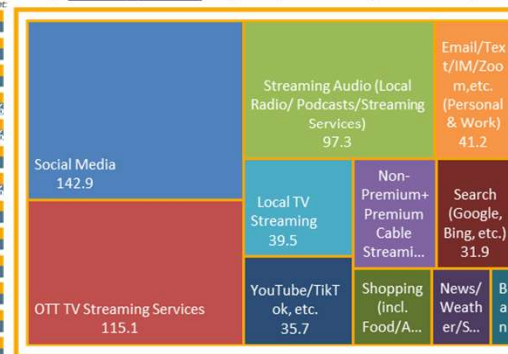
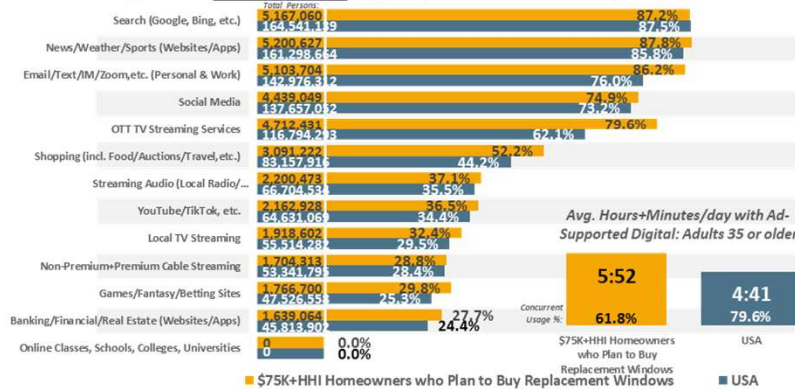
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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

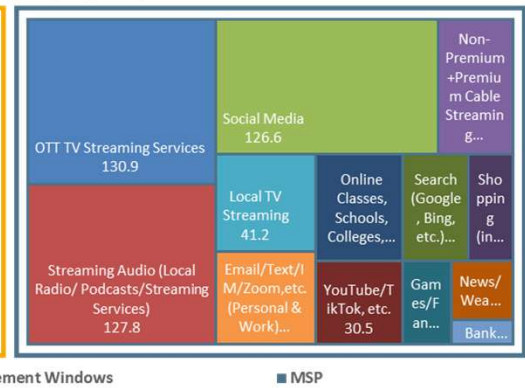
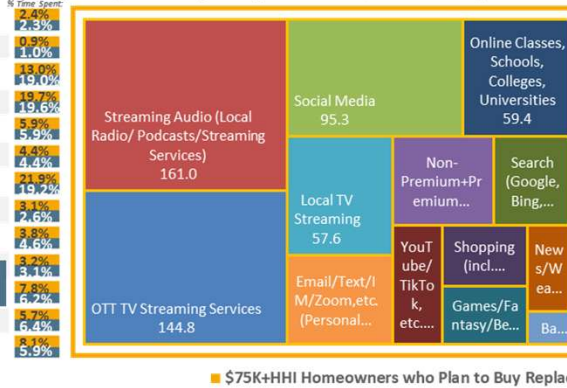
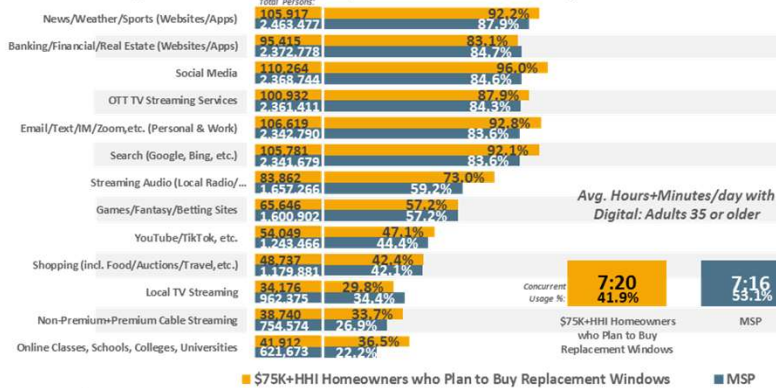




107,023 or 93.2% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported Social Media for an average of 87.6 minutes every day representing 16.7% of all time spent daily with Ad-Supported Digital Media.

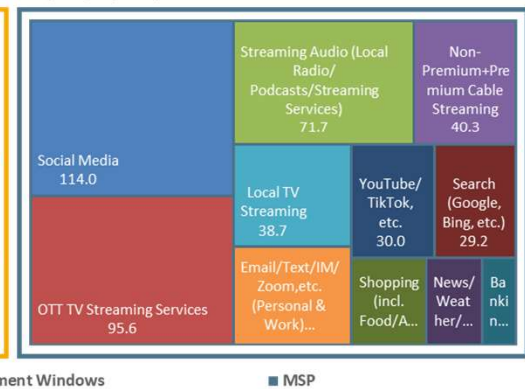
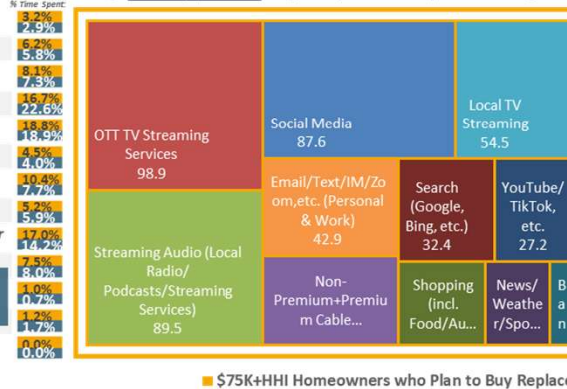
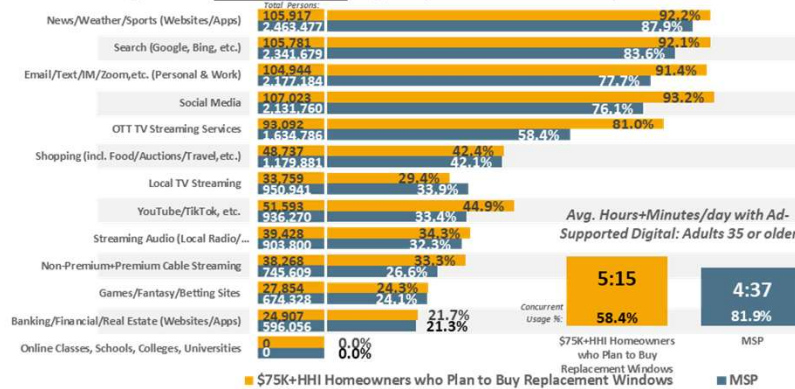
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



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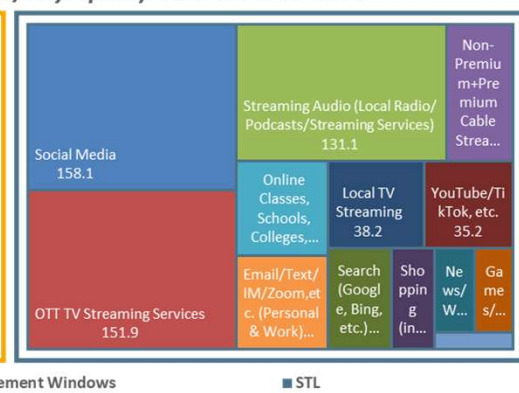
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]

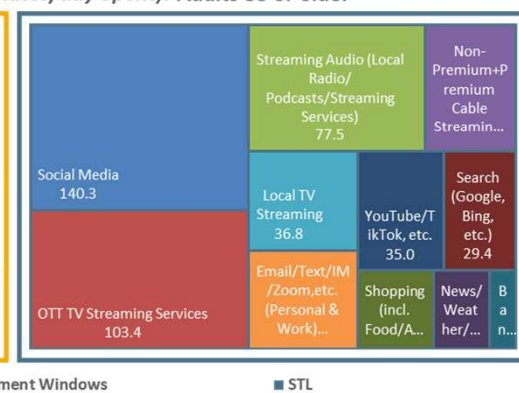
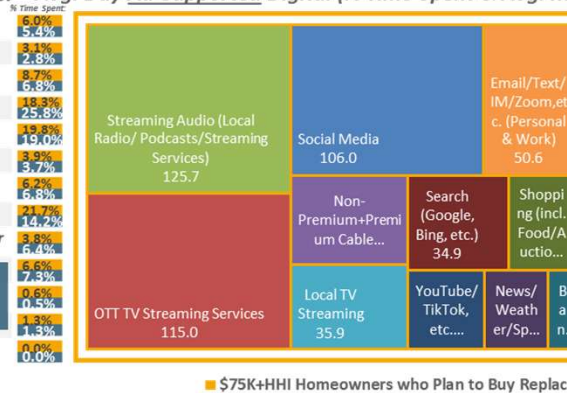




**Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



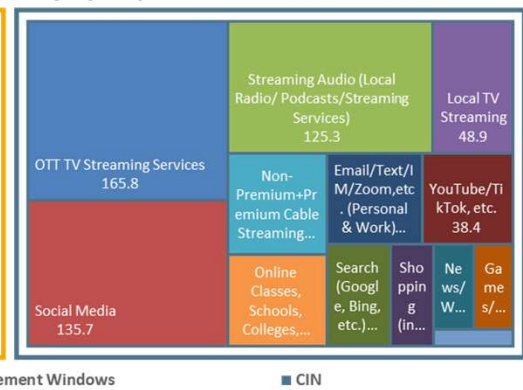
STL  
soefa.ai Share of Everything  
for Anything

(((Household income summaries (HHLI): \$75,000 or more AND Own or rent residence (HHLI): Own) AND Type of dwelling (HHLI): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLI): Replace windows or doors])

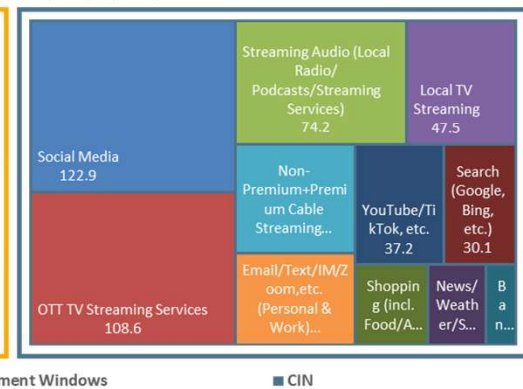




**Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



■ CIN  
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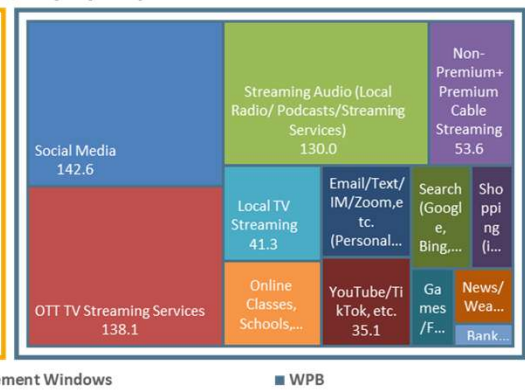
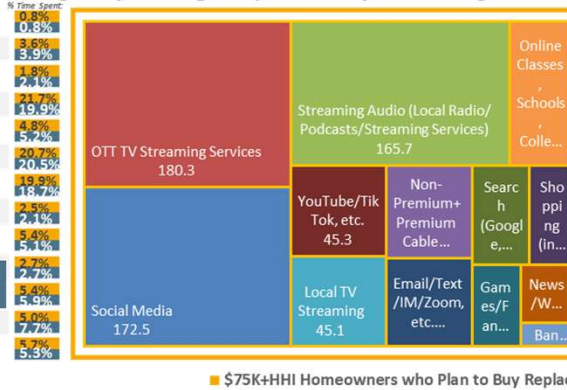
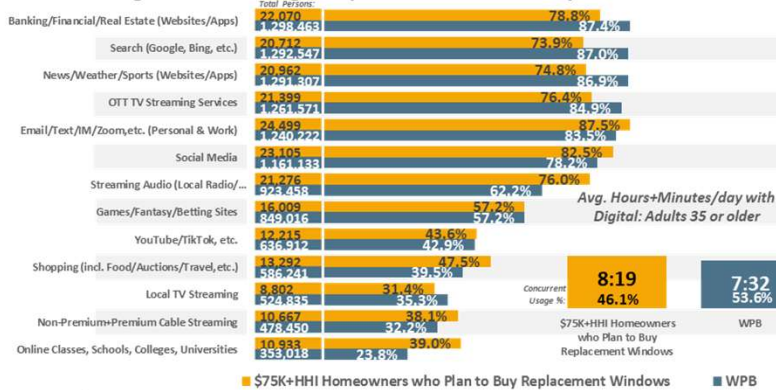
[[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



16,984 or 60.6% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported Social Media for an average of 158.7 minutes every day representing 24.5% of all time spent daily with Ad-Supported Digital Media.

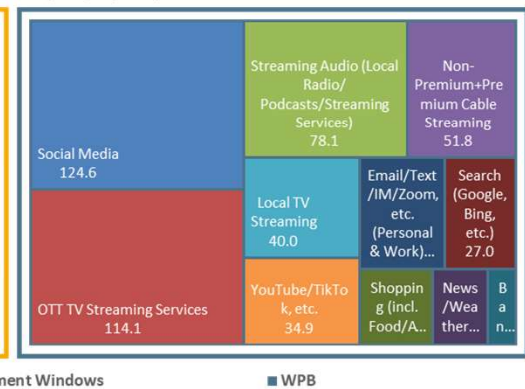
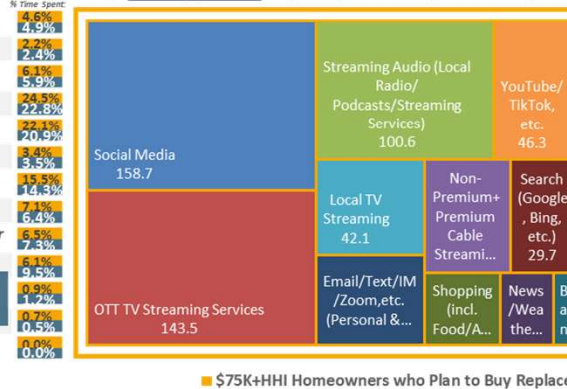
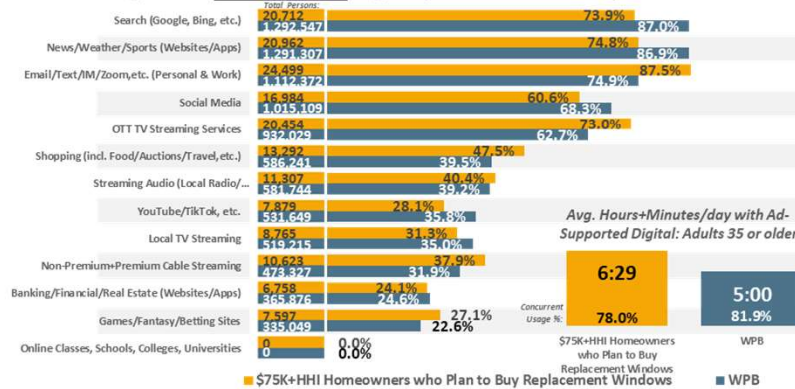
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



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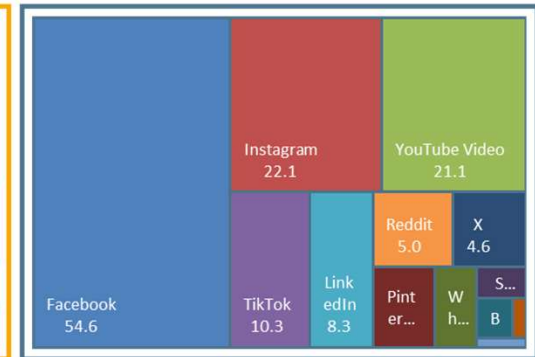
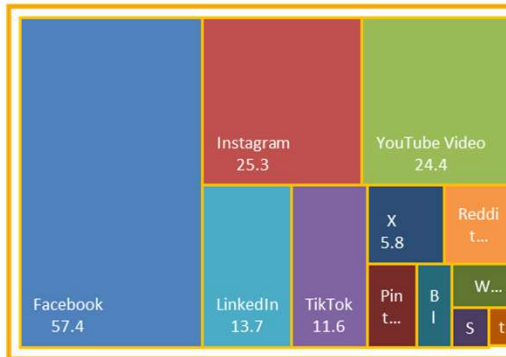
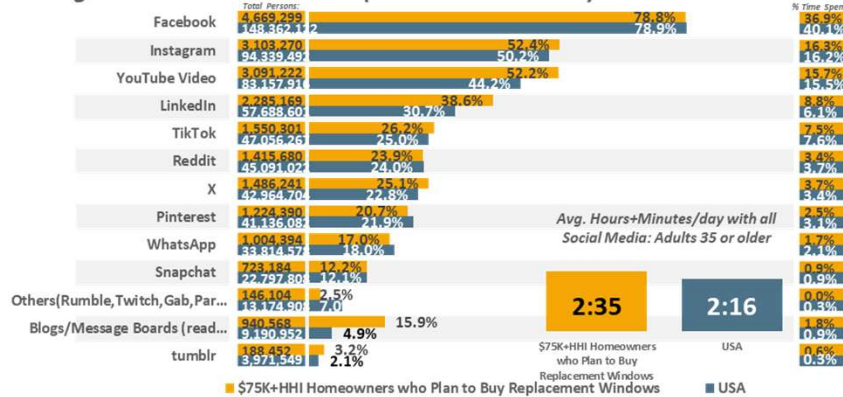
[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



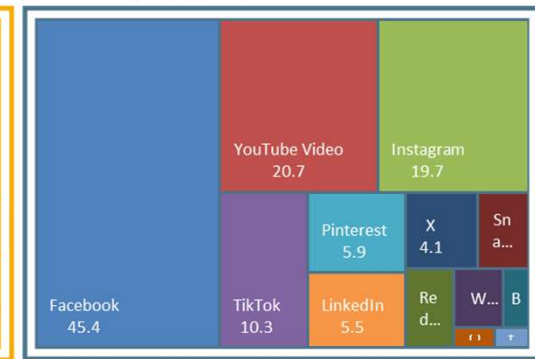
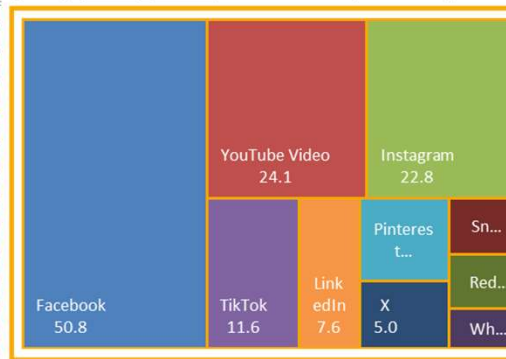
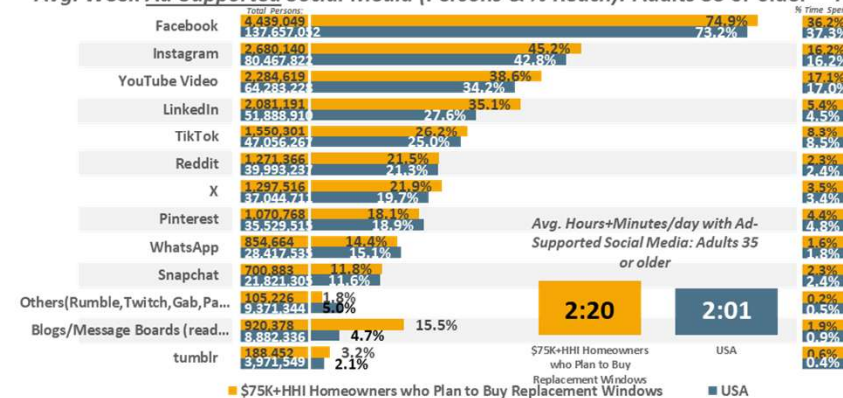


4,439,049 or 74.9% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported Facebook for an average of 50.8 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

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



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

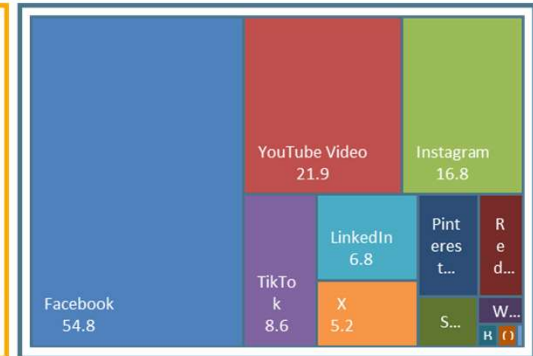
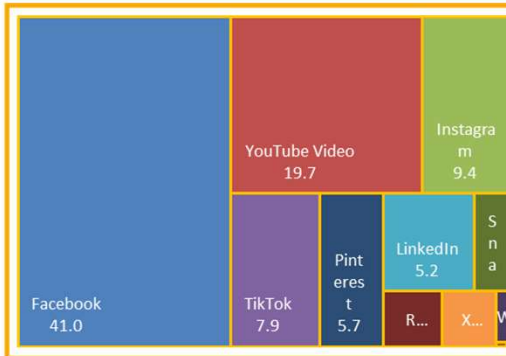
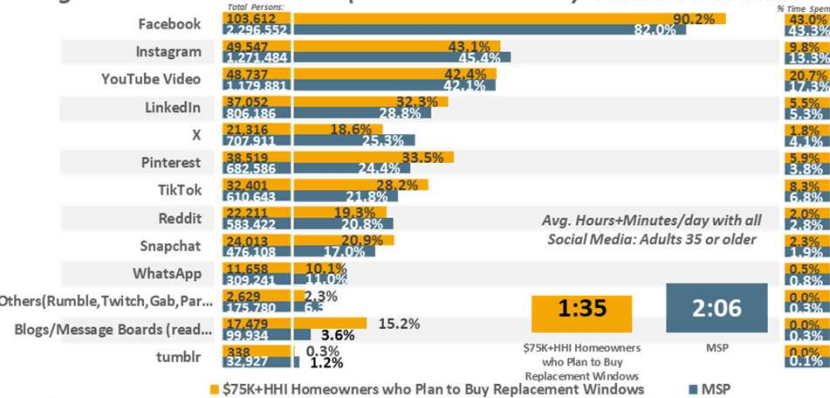




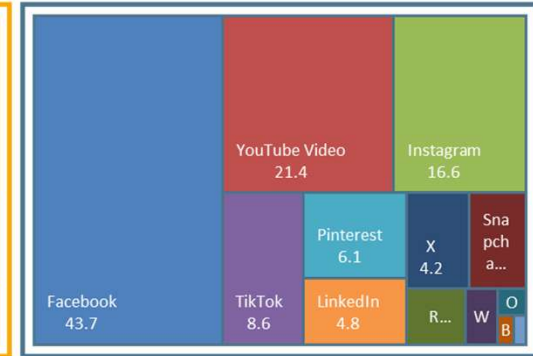
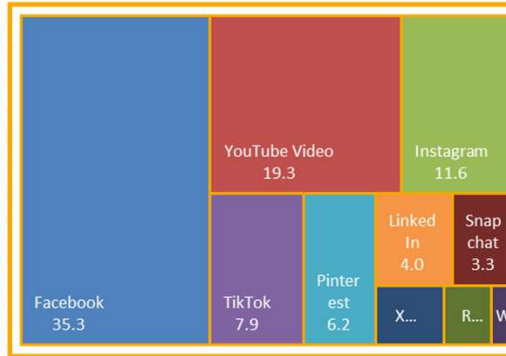
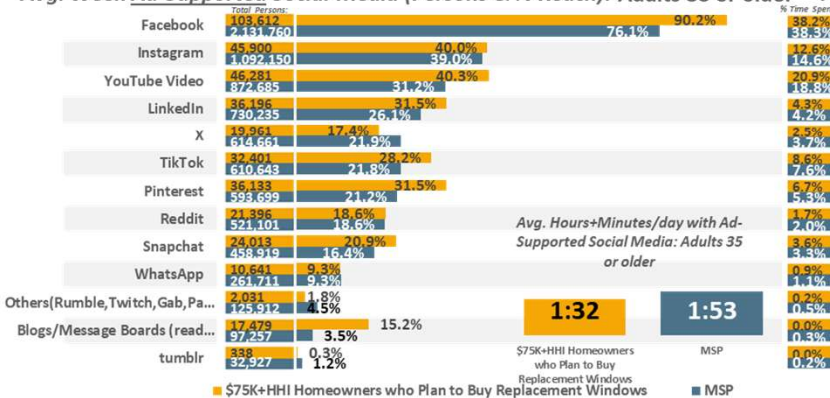


103,612 or 90.2% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported Facebook for an average of 35.3 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

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



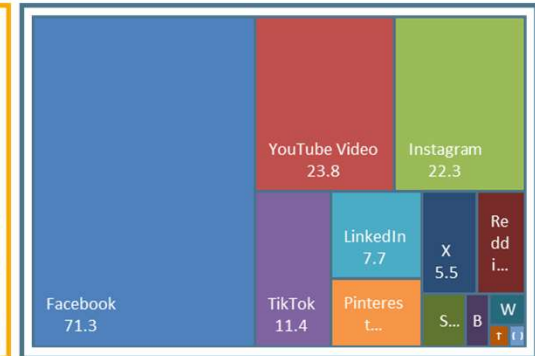
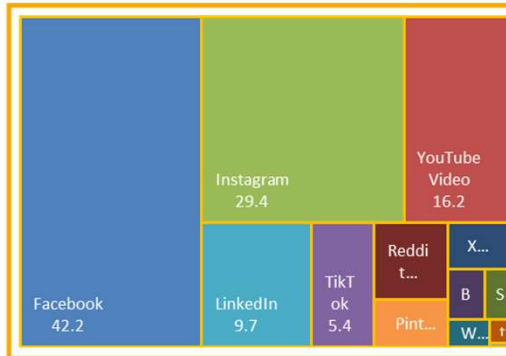
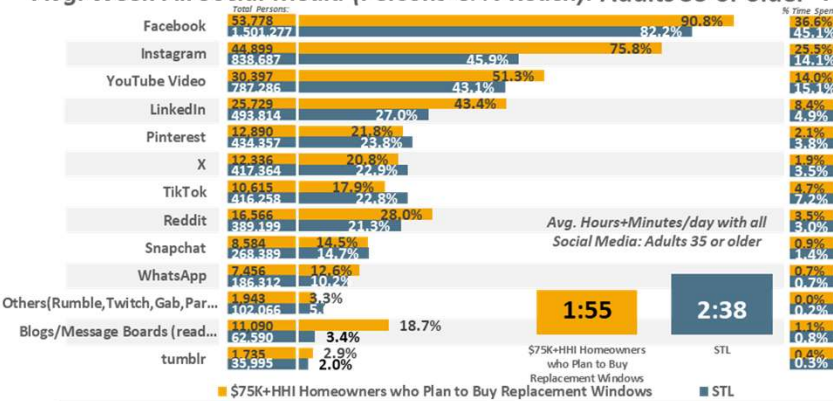
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



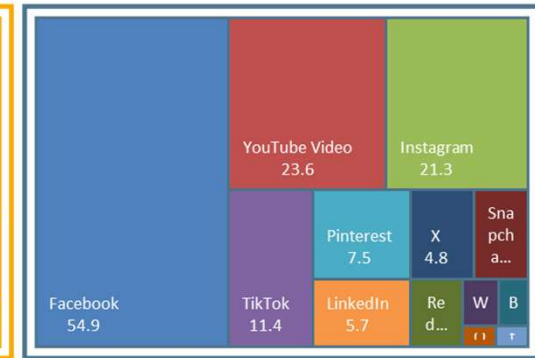
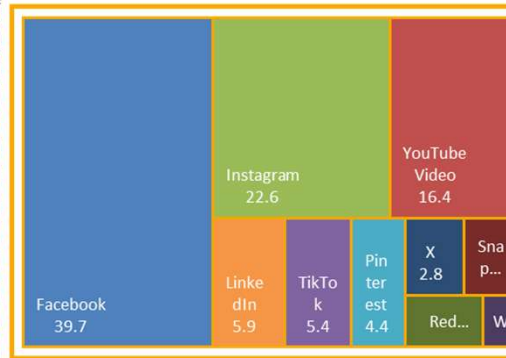
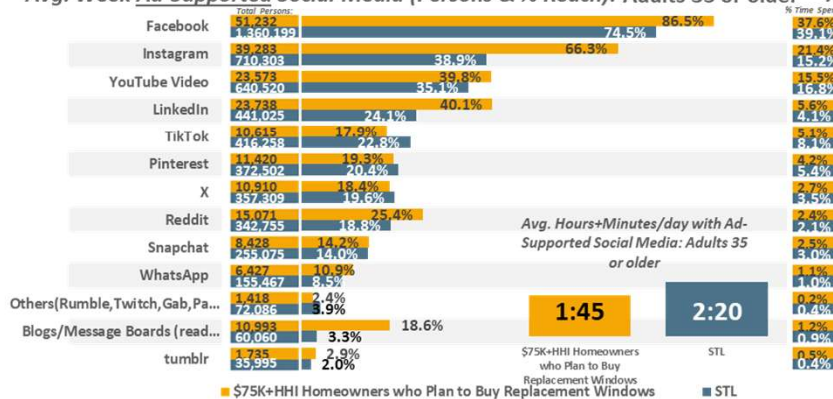


51,232 or 86.5% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported Facebook for an average of 39.7 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

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



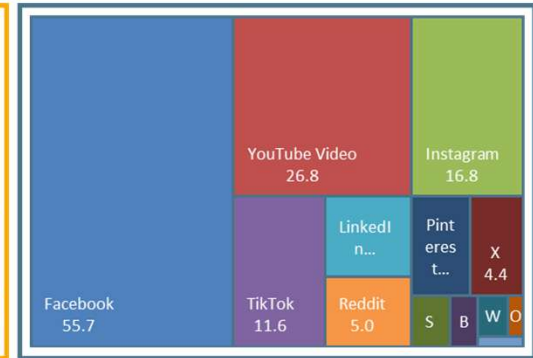
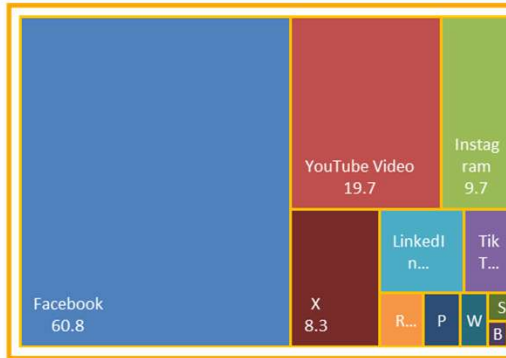
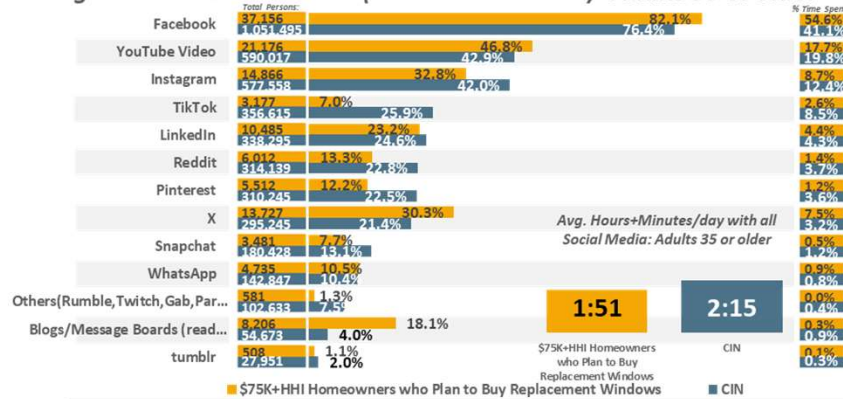
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



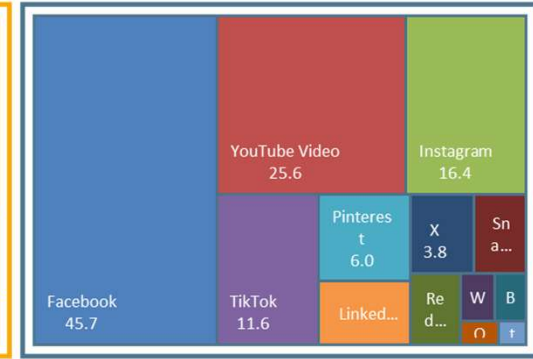
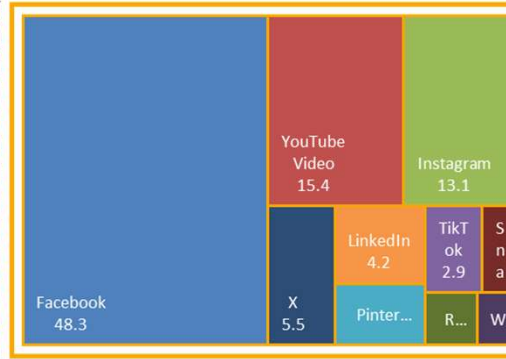
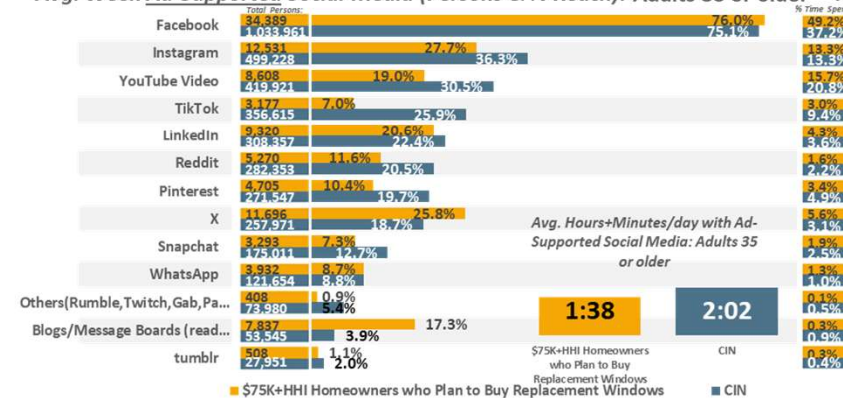


34,389 or 76.% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported Facebook for an average of 48.3 minutes every day representing 49.2% of all time spent daily with Ad-Supported Social Media.

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



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

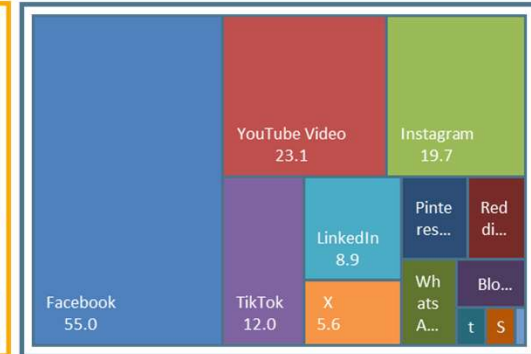
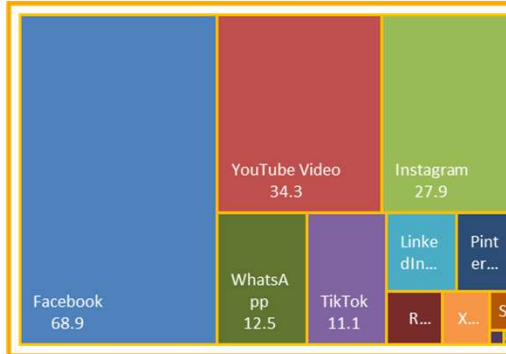
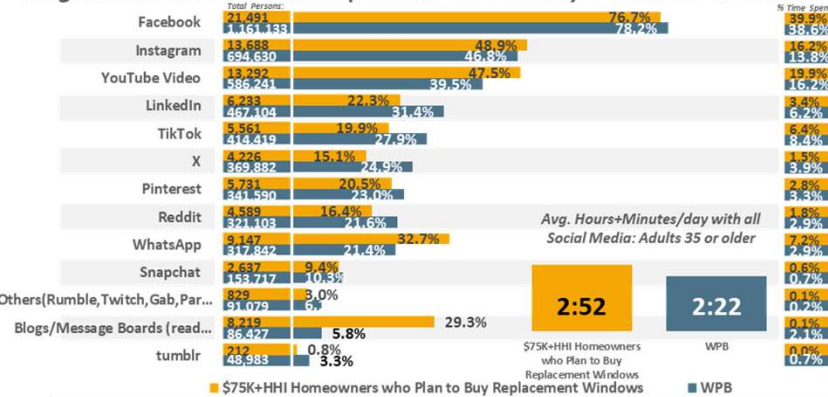




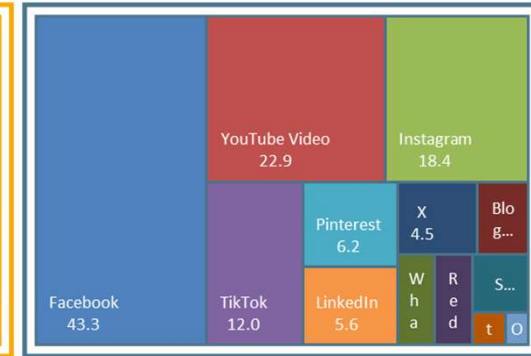
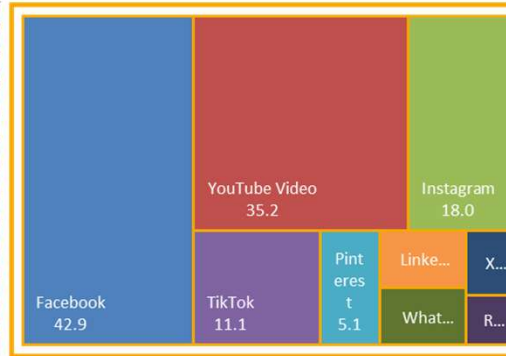
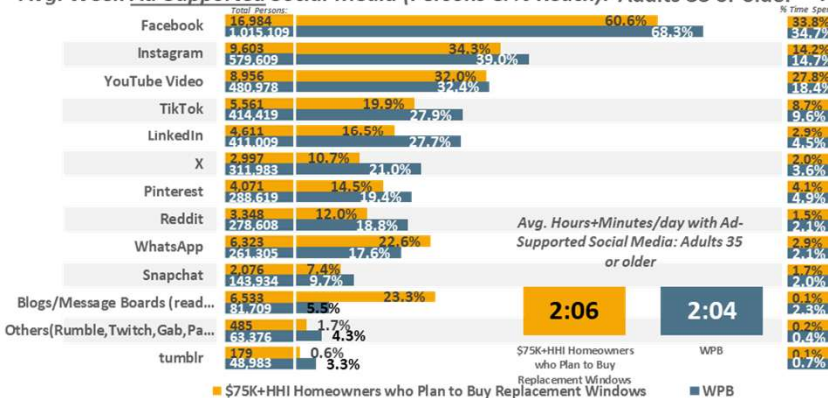


16,984 or 60.6% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported Facebook for an average of 42.9 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

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



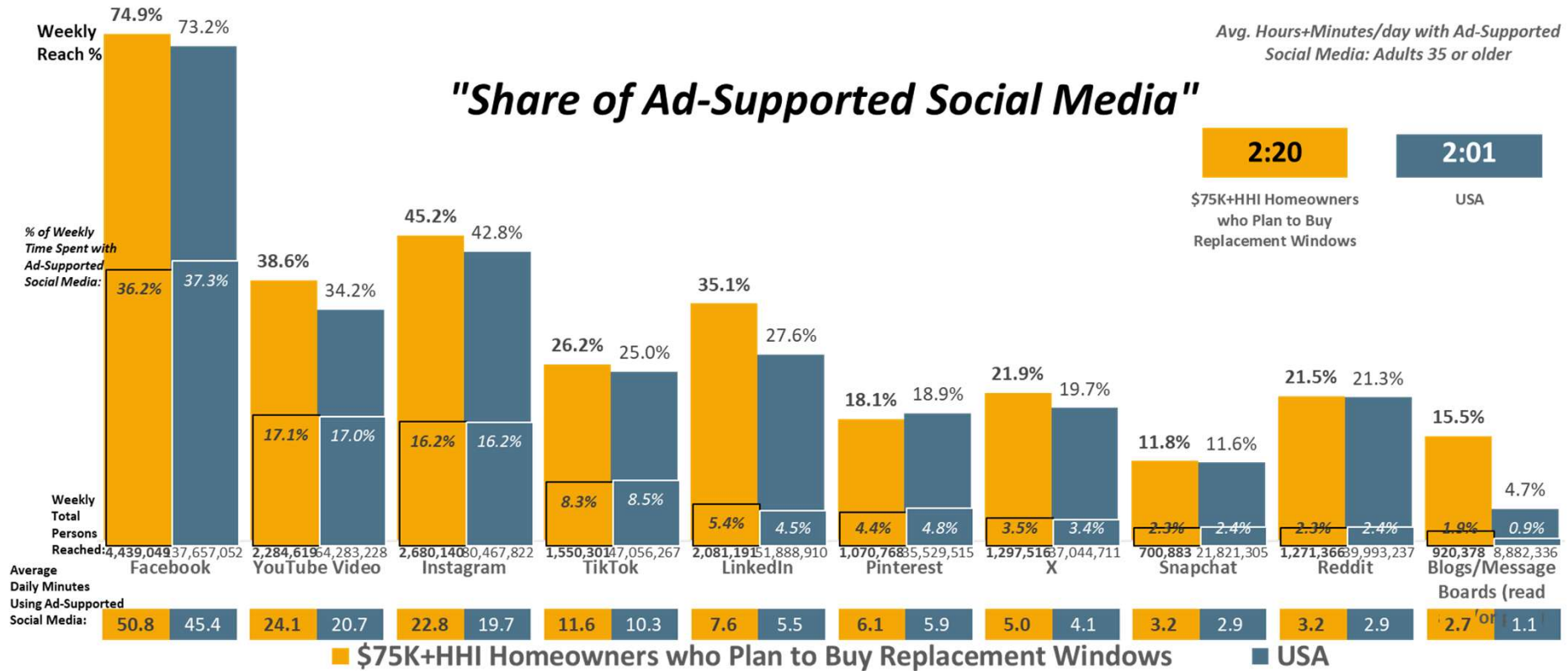
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





4,439,049 or 74.9% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported Facebook for an average of 50.8 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 691  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

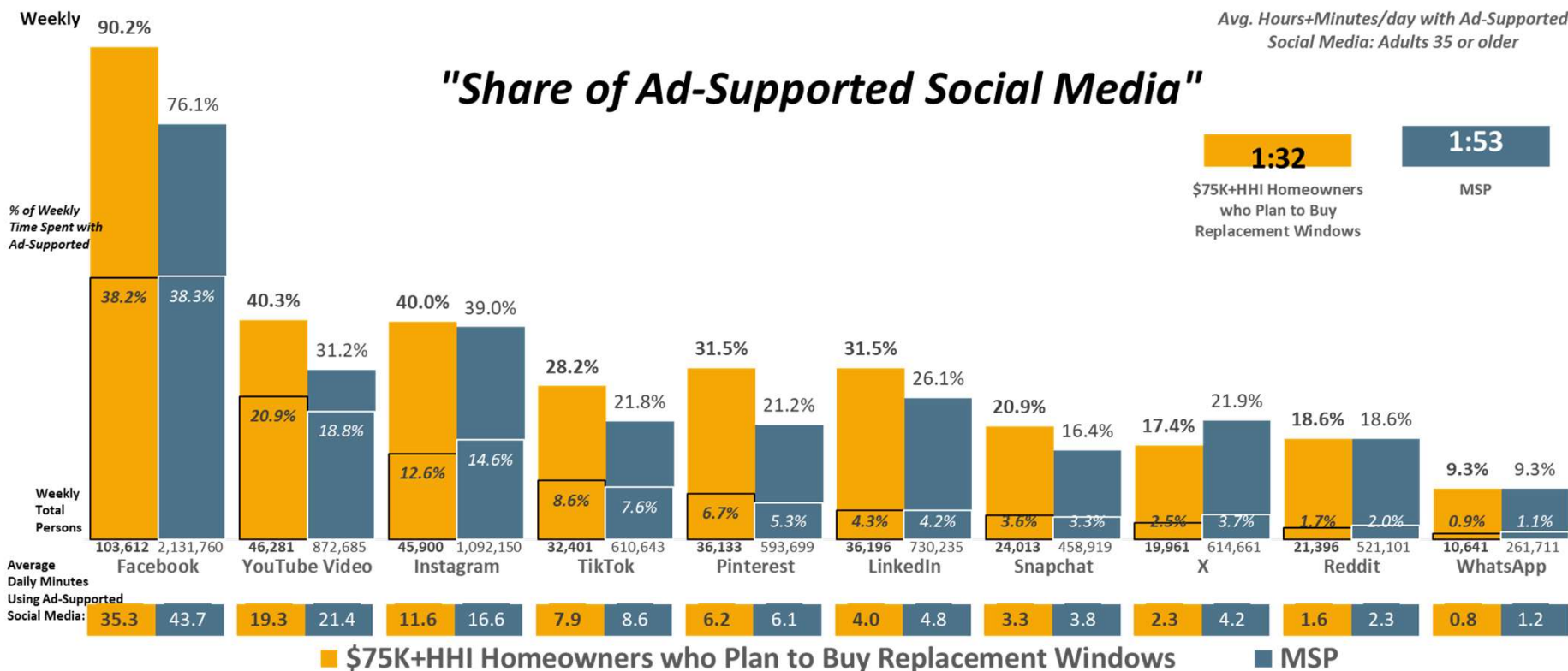
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



103,612 or 90.2% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported Facebook for an average of 35.3 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 69 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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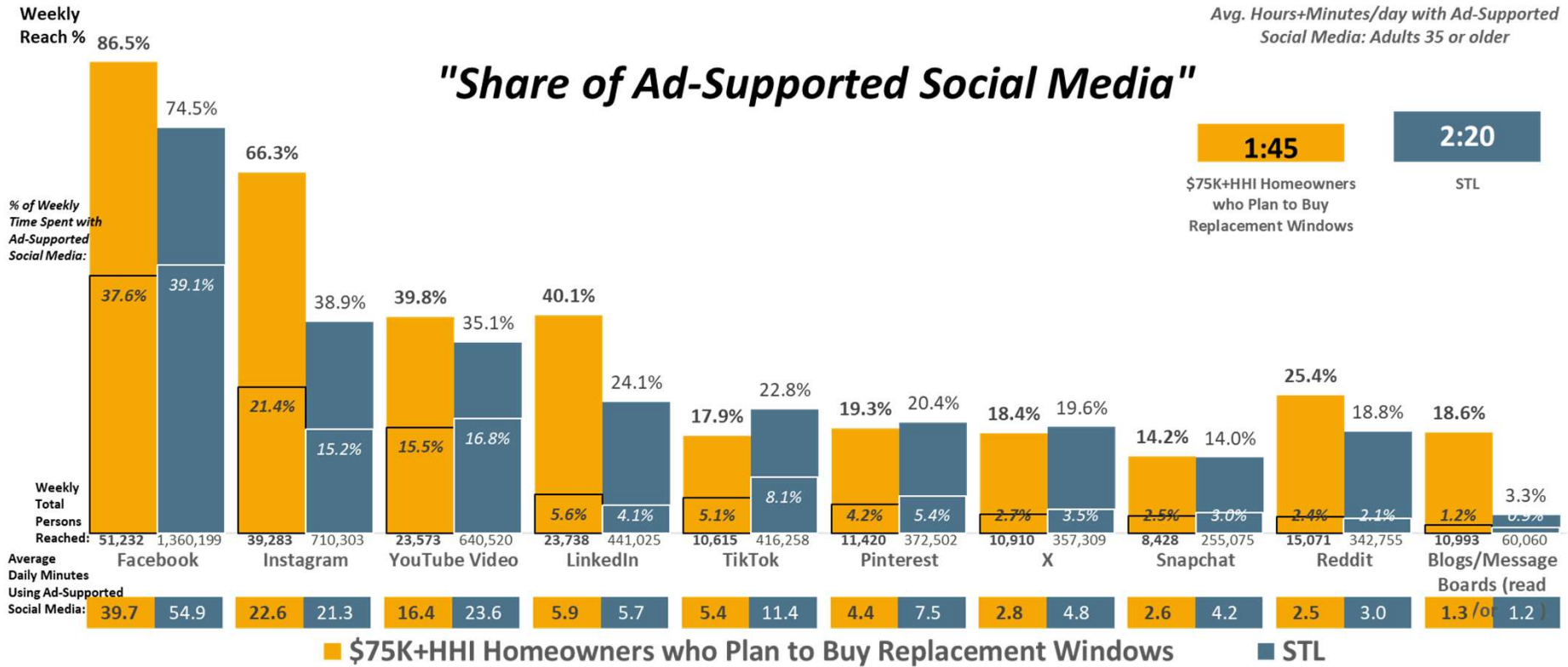
[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]





51,232 or 86.5% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported Facebook for an average of 39.7 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 71  
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

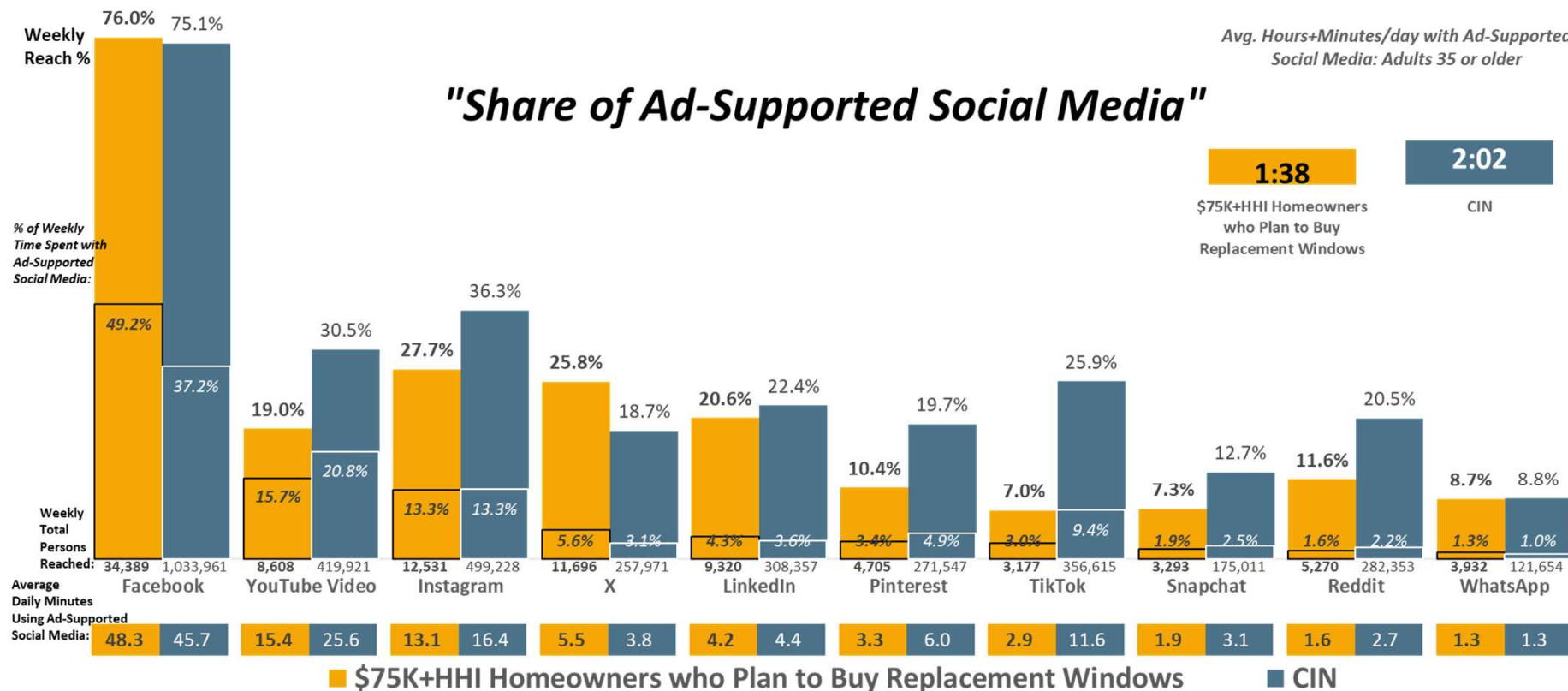
**soefa.ai** Share of Everything for Anything

[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



34,389 or 76.0% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported Facebook for an average of 48.3 minutes every day representing 49.2% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



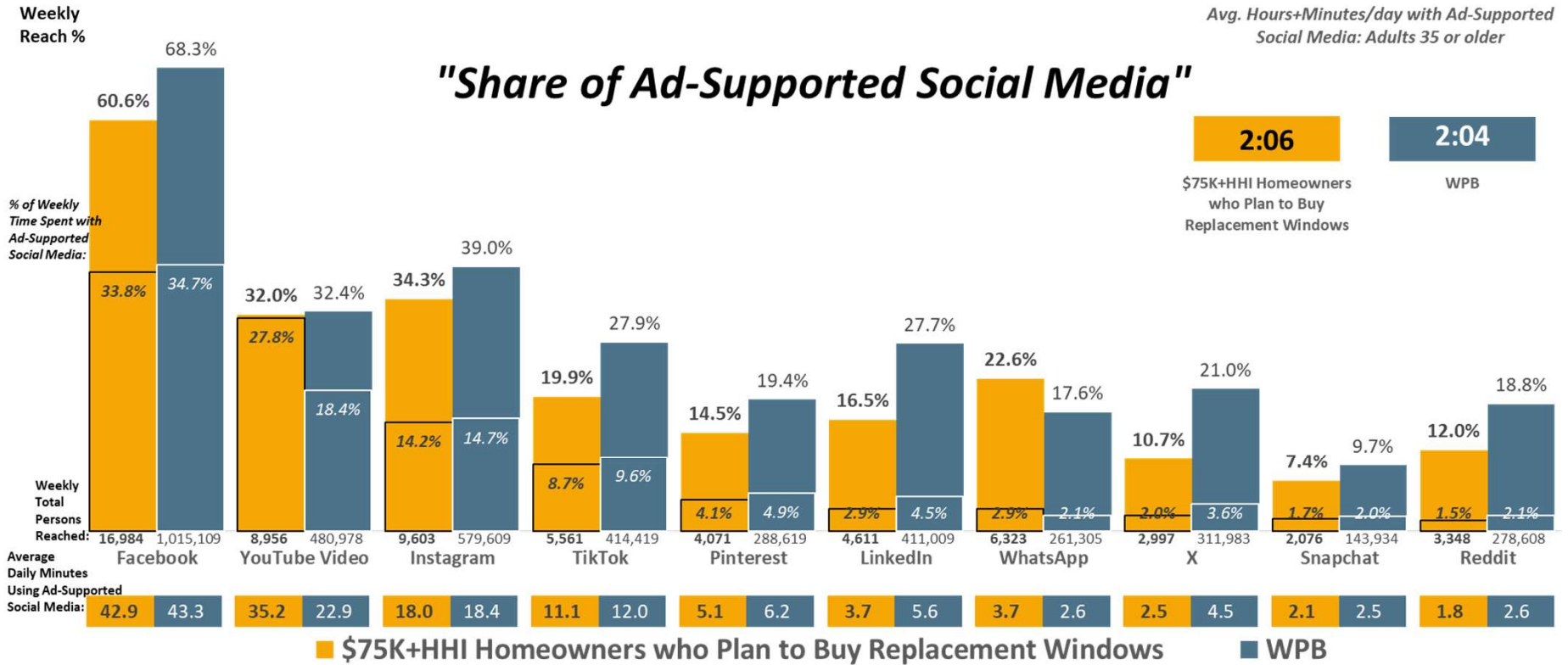
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 65 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033  
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



16,984 or 60.6% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported Facebook for an average of 42.9 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 62 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687  
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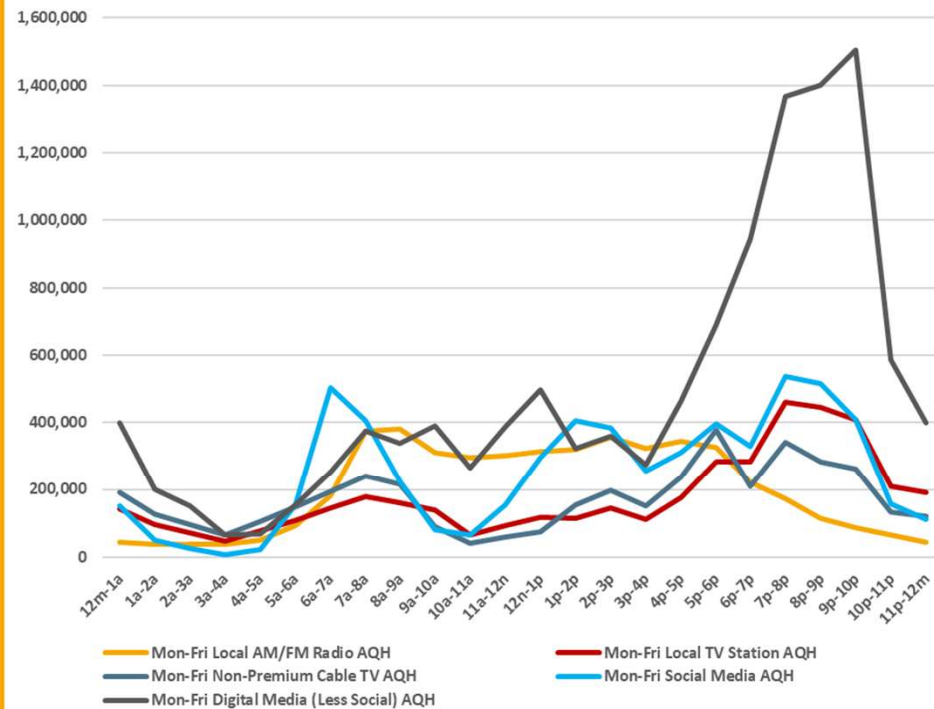
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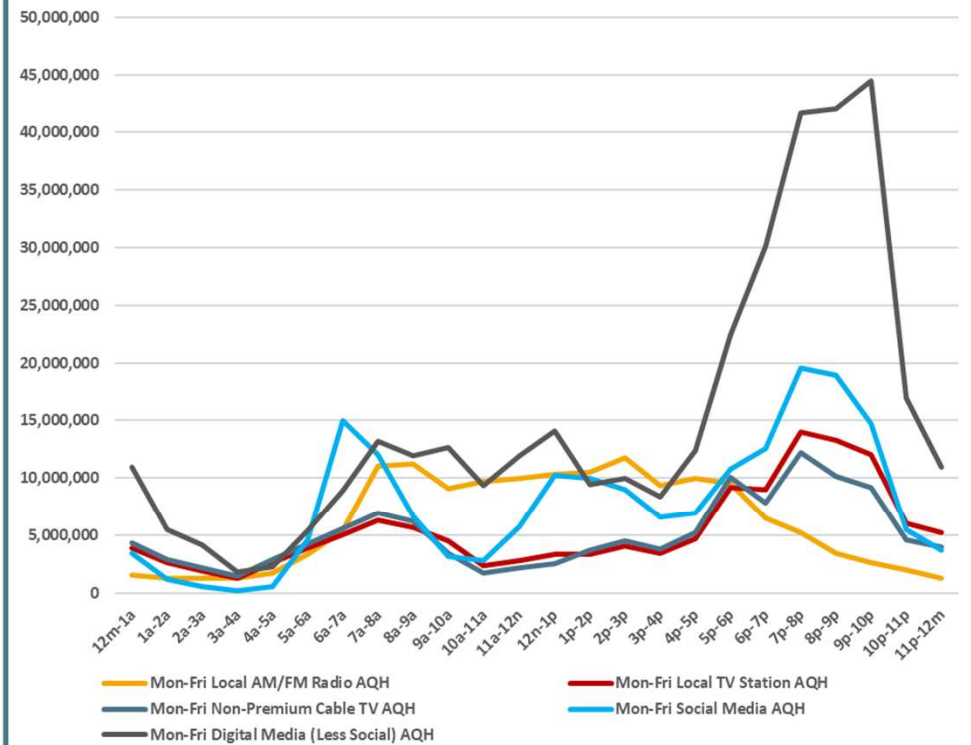


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 427,263;  
Local Radio: 311,752; Social Media: 293,093; Non-Prem. Cable: 172,011; Local TV: 154,741  
reaching Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacem

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 35 or older \$75K+HHI Homeowners who Plan to Buy  
Replacement Windows



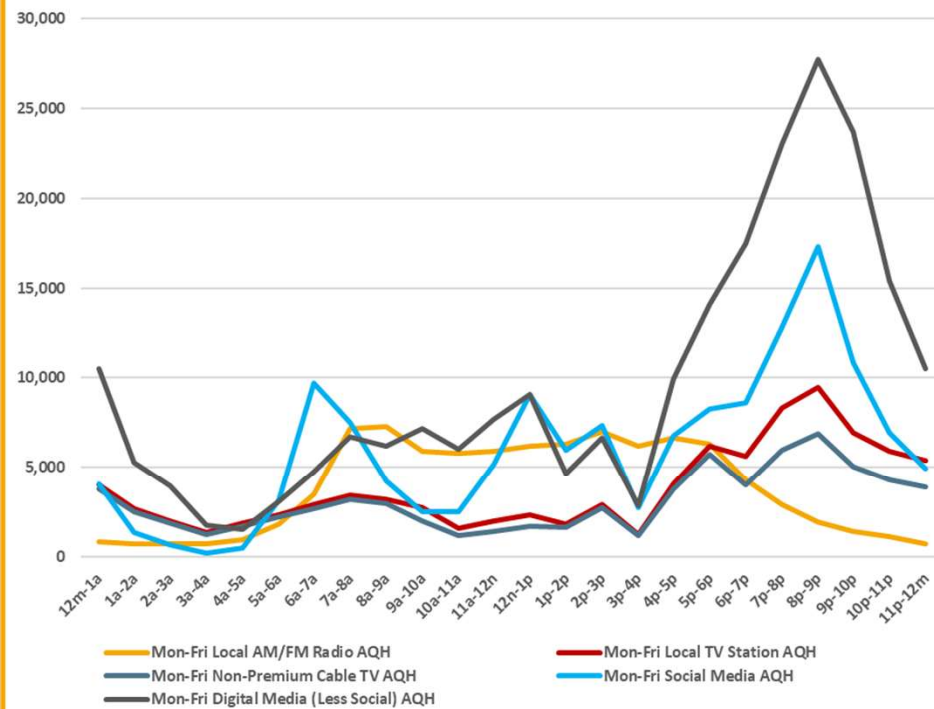
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
USA 210 DMA Adults 35 or older



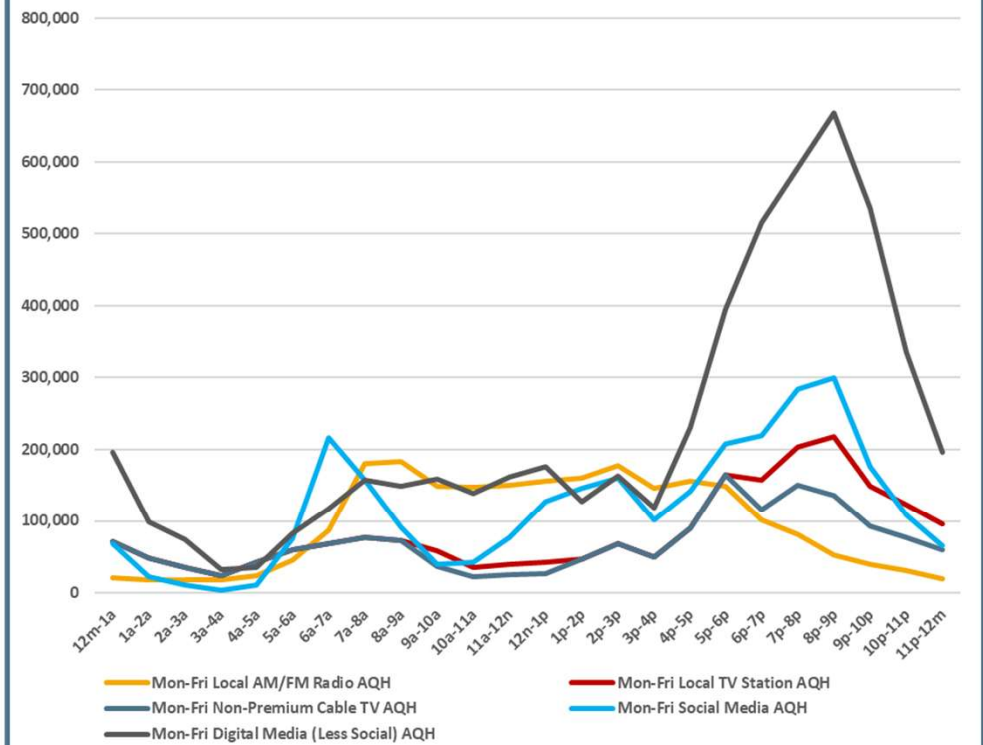


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,946;  
Social Media: 6,197; Local Radio: 6,048; Local TV: 3,076; Non-Prem. Cable: 2,634 reaching  
Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Window

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 35 or older \$75K+HHI Homeowners who Plan to Buy  
Replacement Windows*



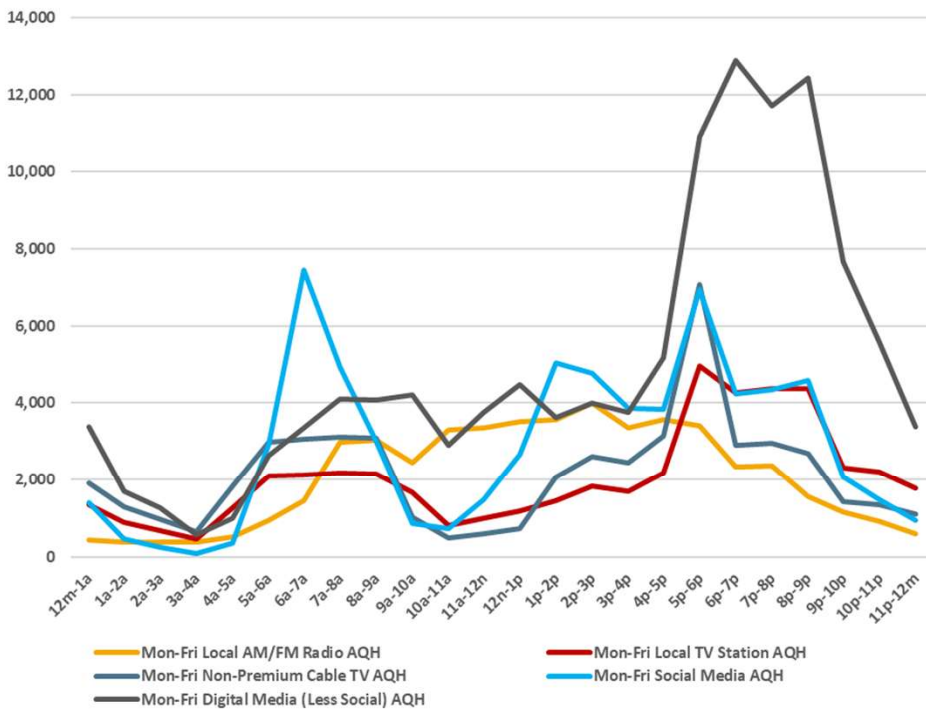
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
MSP Metro Area Adults 35 or older*



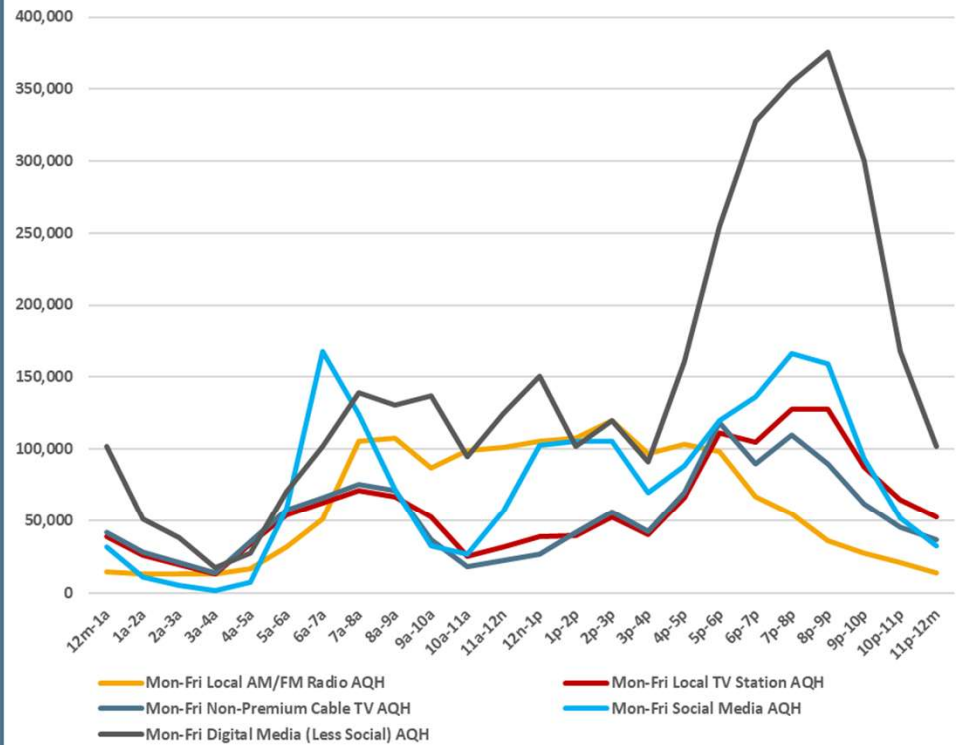


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,168;  
Social Media: 3,830; Local Radio: 3,096; Non-Prem. Cable: 2,481; Local TV: 2,109 reaching  
Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Window

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 35 or older \$75K+HHI Homeowners who Plan to Buy  
Replacement Windows*



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

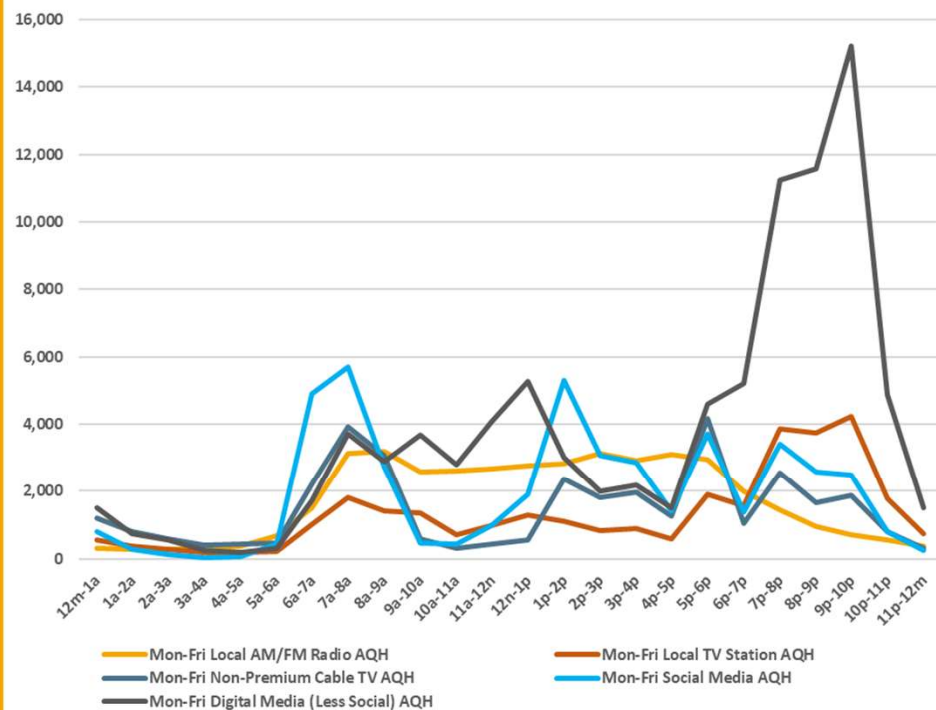




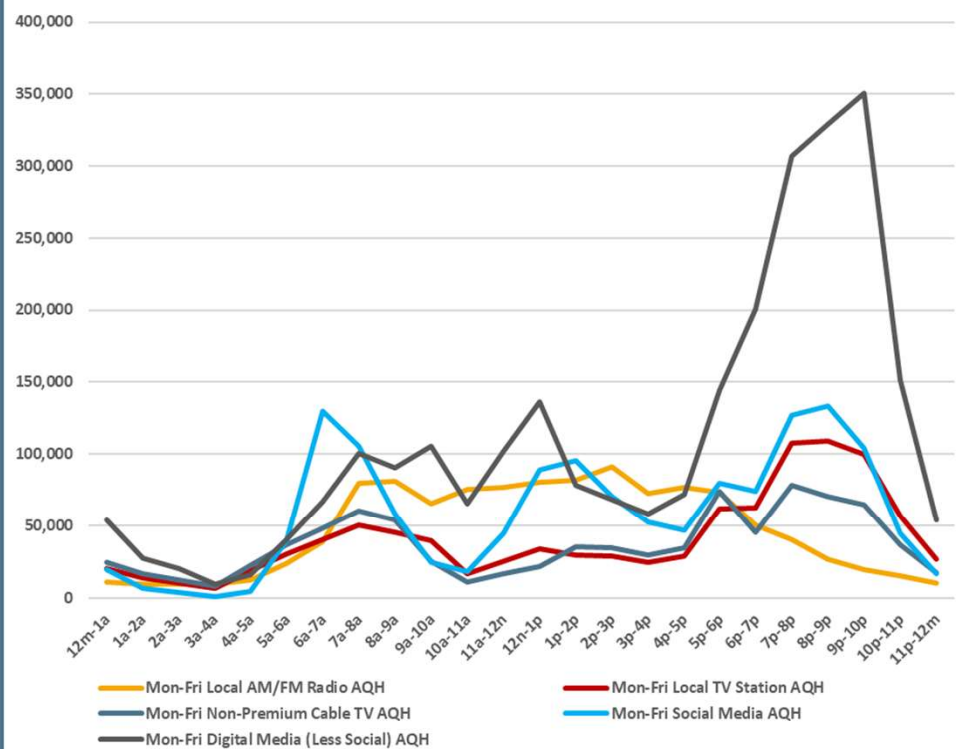


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,274; Local Radio: 2,716; Social Media: 2,678; Non-Prem. Cable: 1,822; Local TV: 1,187 reaching Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Window

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows*



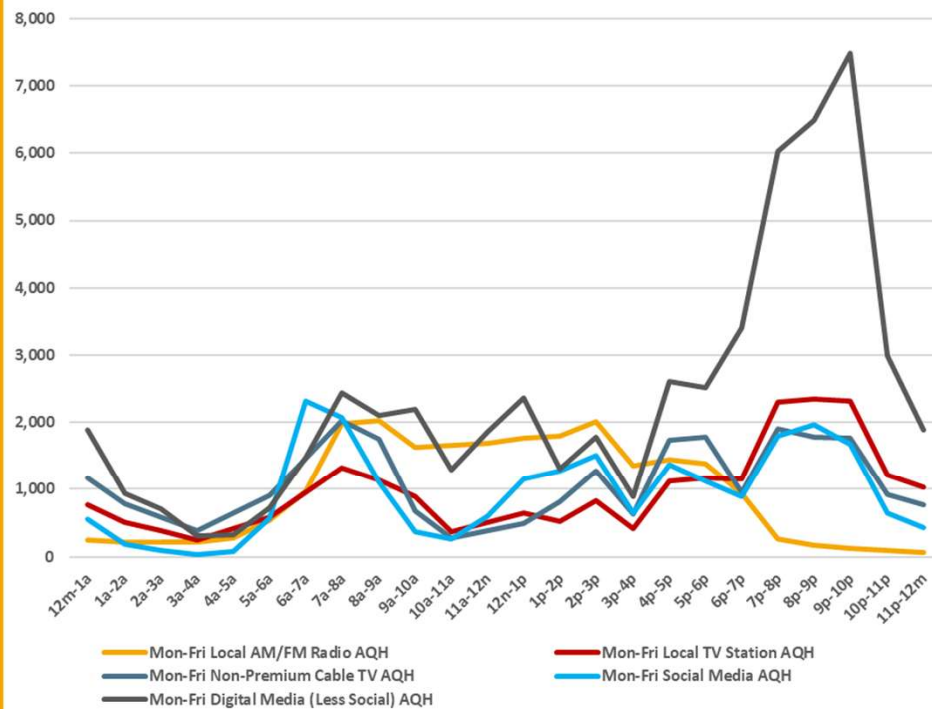
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
CIN Metro Area Adults 35 or older*



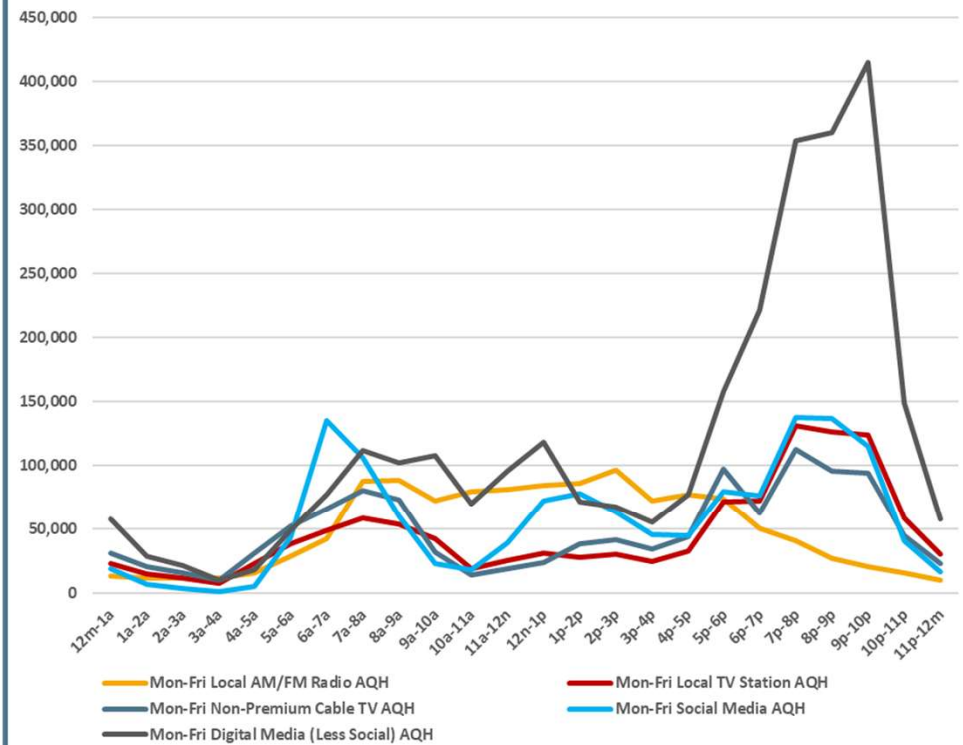


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,017; Local Radio: 1,588; Social Media: 1,132; Non-Prem. Cable: 1,095; Local TV: 849 reaching Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 35 or older \$75K+HHI Homeowners who Plan to Buy  
Replacement Windows*



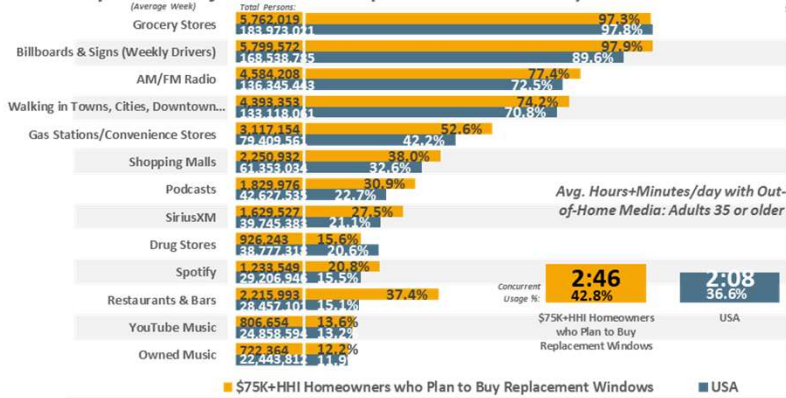
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
WPB Metro Area Adults 35 or older*



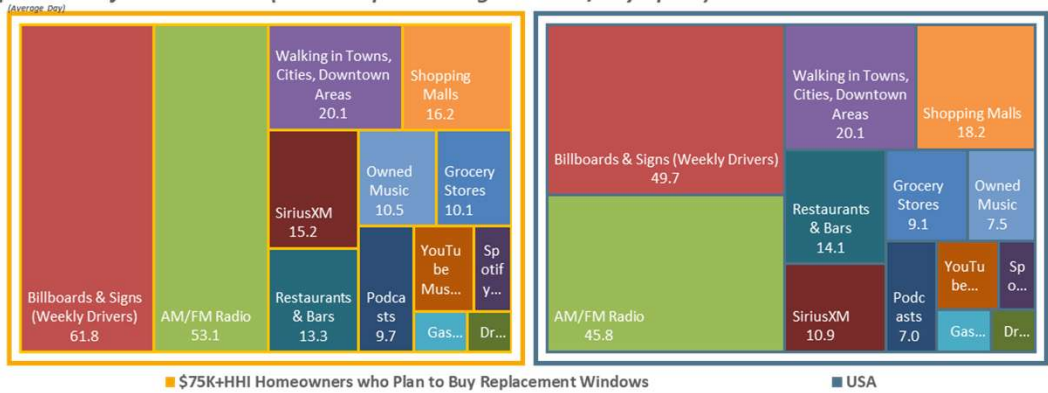


5,799,572 or 97.9% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 61.8 minutes per day driving, seeing Billboards and Signs. 71.3% Listen to Local Radio Stations Out-of-Home for an average of 46.5 minutes

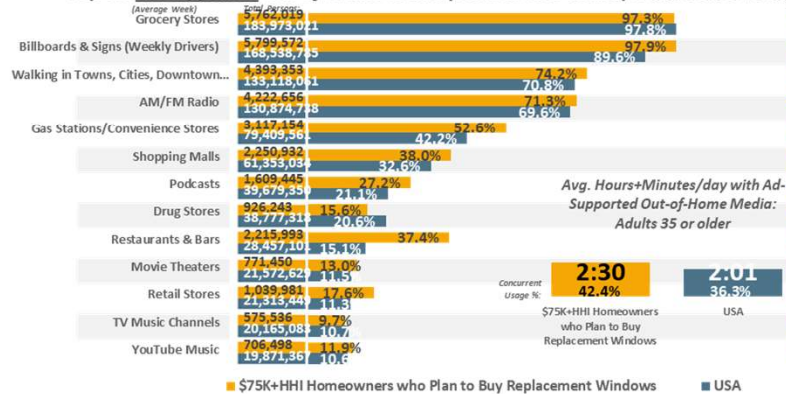
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



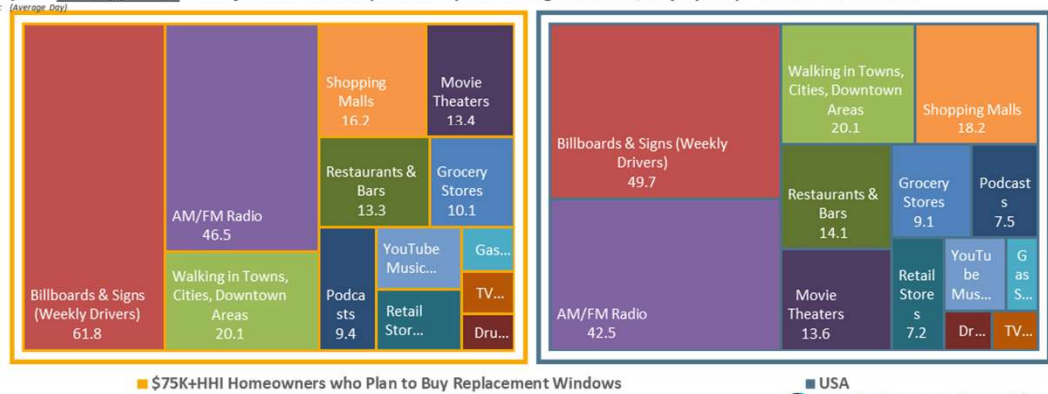
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

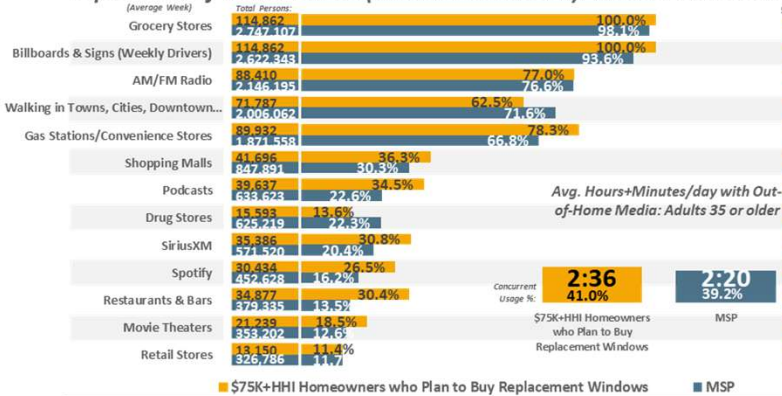




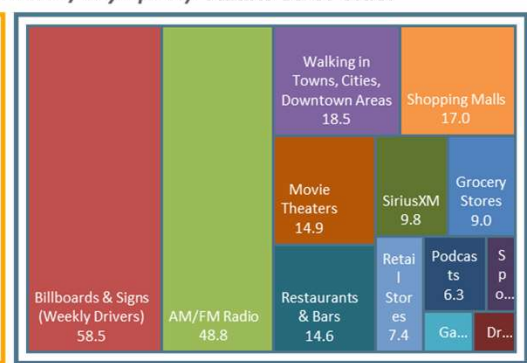
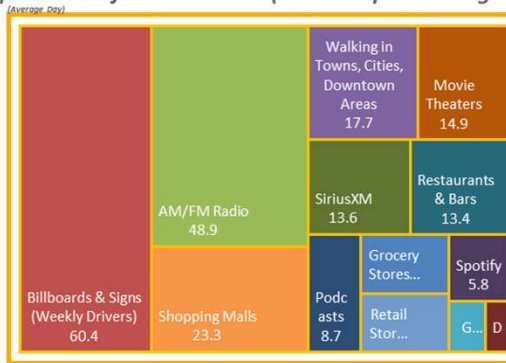


114,862 or 100.% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 60.4 minutes per day driving, seeing Billboards and Signs. 70.5% Listen to Local Radio Stations Out-of-Home for an average of 45.7 minutes/d

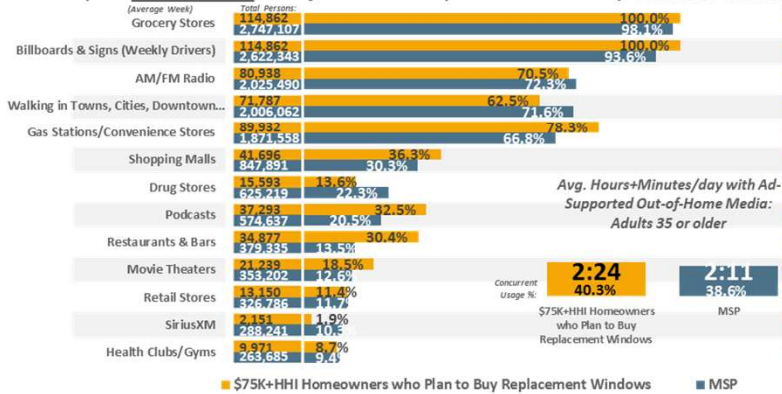
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



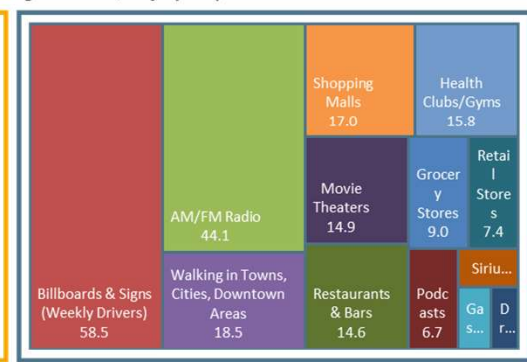
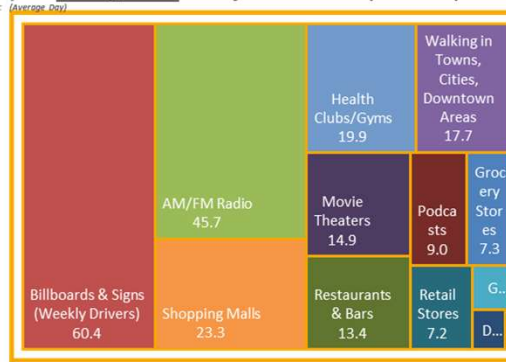
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



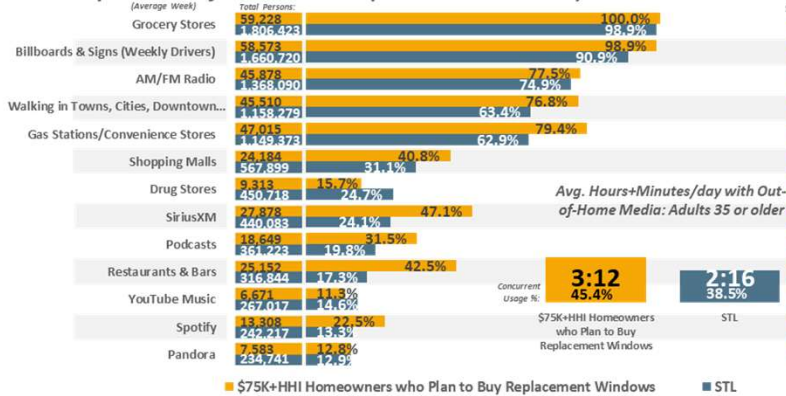
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



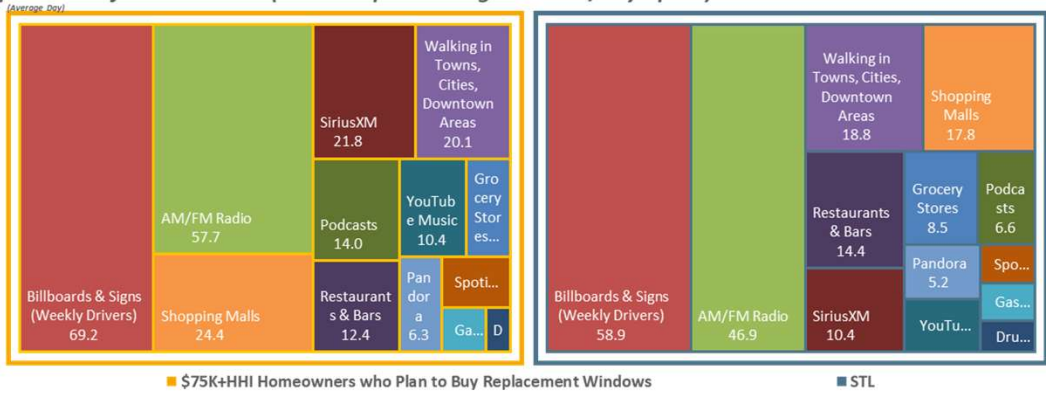


58,573 or 98.9% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 69.2 minutes per day driving, seeing Billboards and Signs. 73.6% Listen to Local Radio Stations Out-of-Home for an average of 54.2 minutes/day

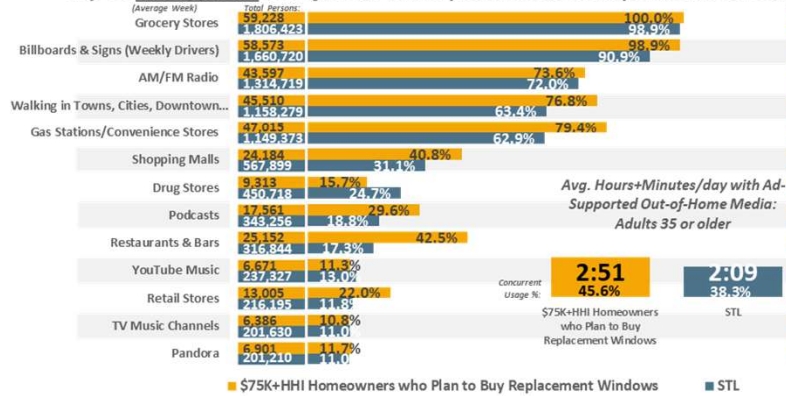
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



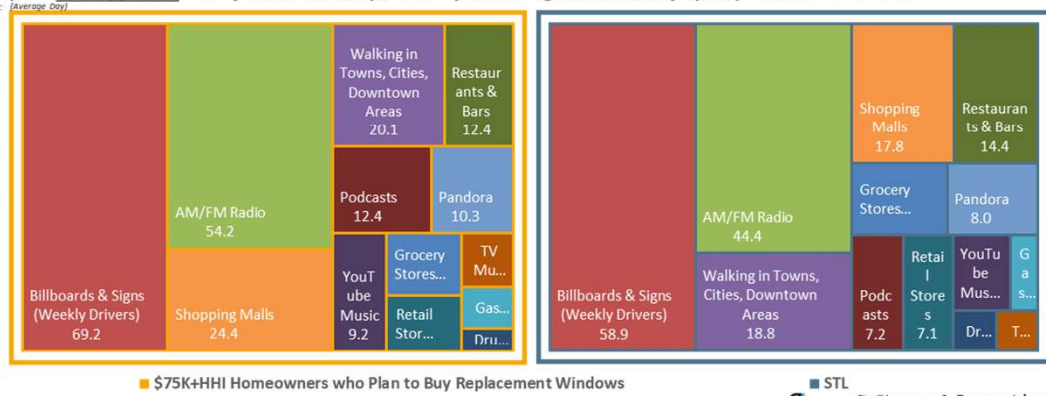
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 71  
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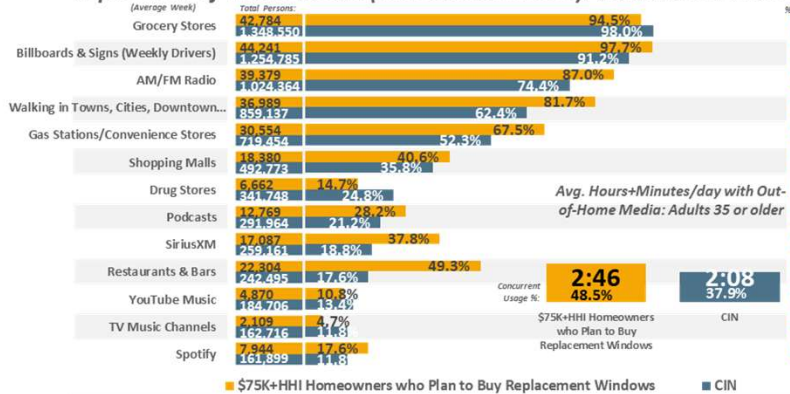
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]

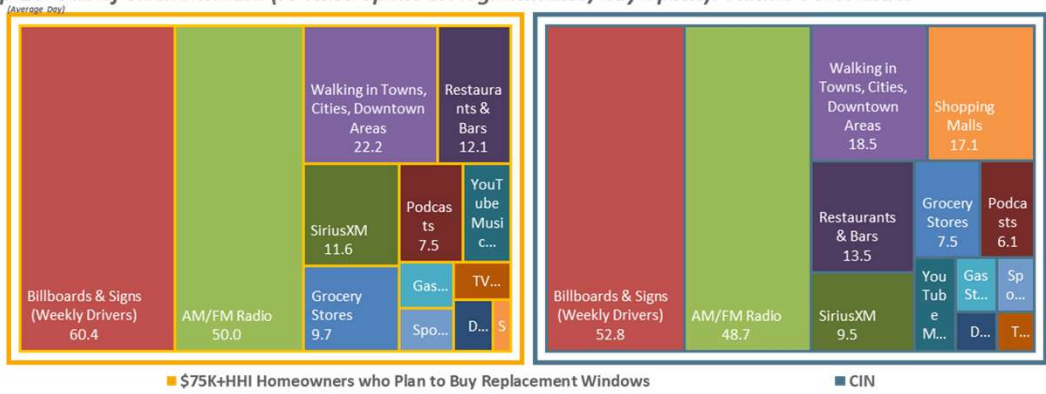


44,241 or 97.7% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 60.4 minutes per day driving, seeing Billboards and Signs. 80.2% Listen to Local Radio Stations Out-of-Home for an average of 41.4 minutes/da

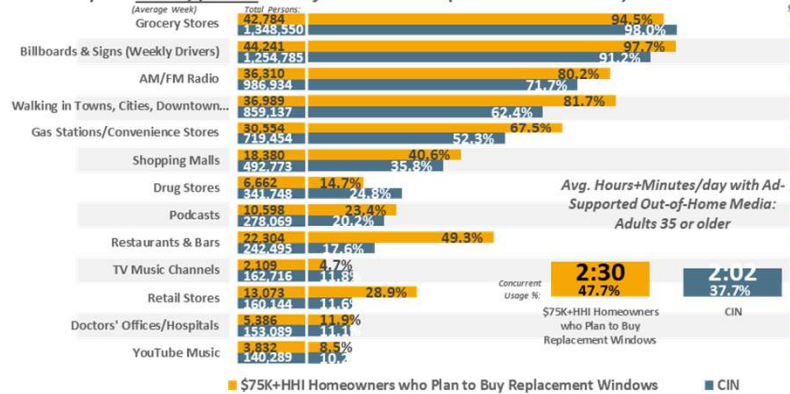
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



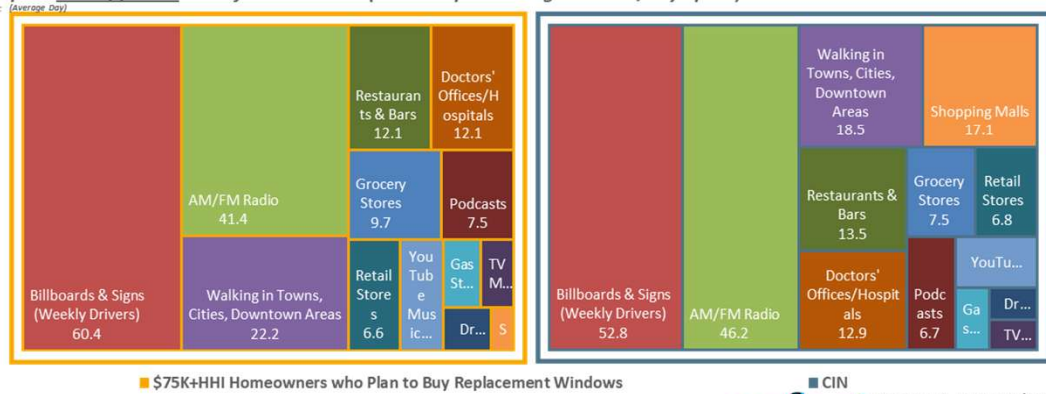
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 65  
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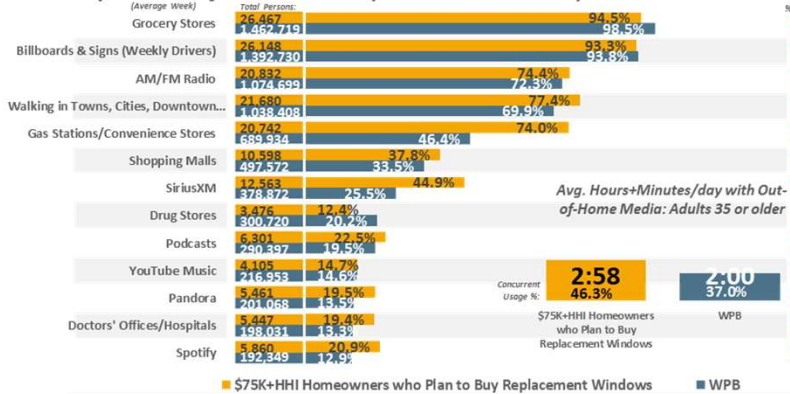
[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



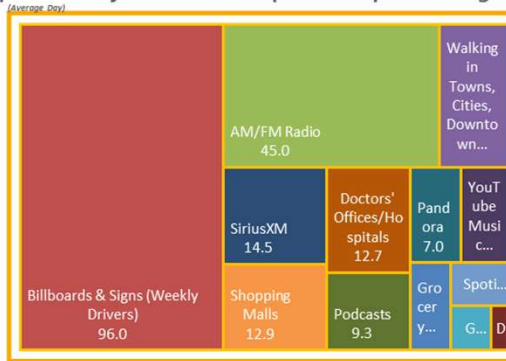


26,148 or 93.3% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 96. minutes per day driving, seeing Billboards and Signs. 72.1% Listen to Local Radio Stations Out-of-Home for an average of 44.6 minutes/day

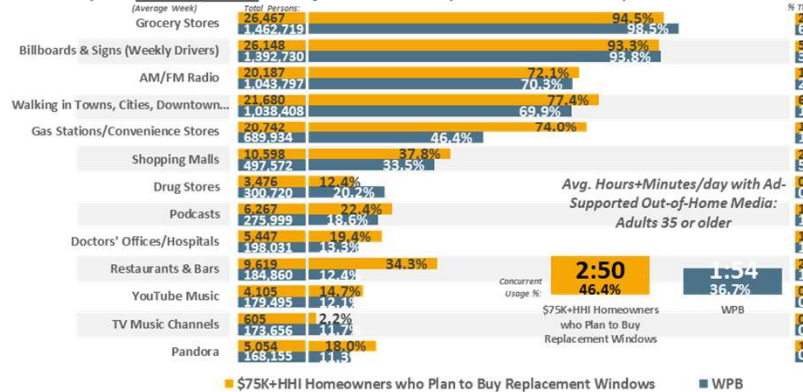
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older**



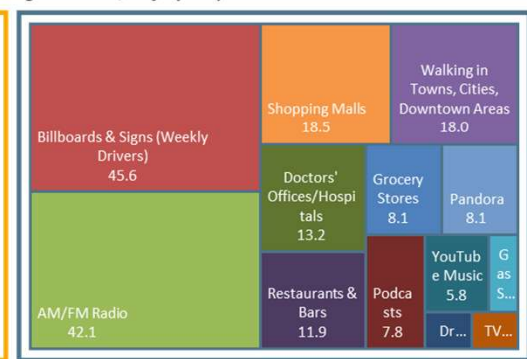
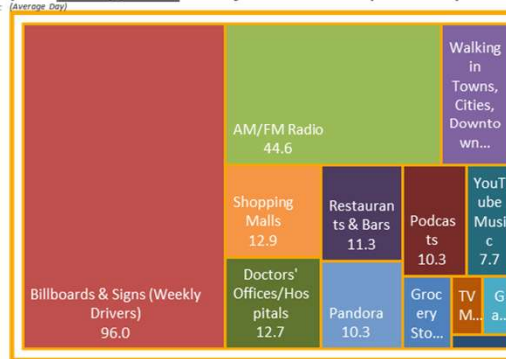
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



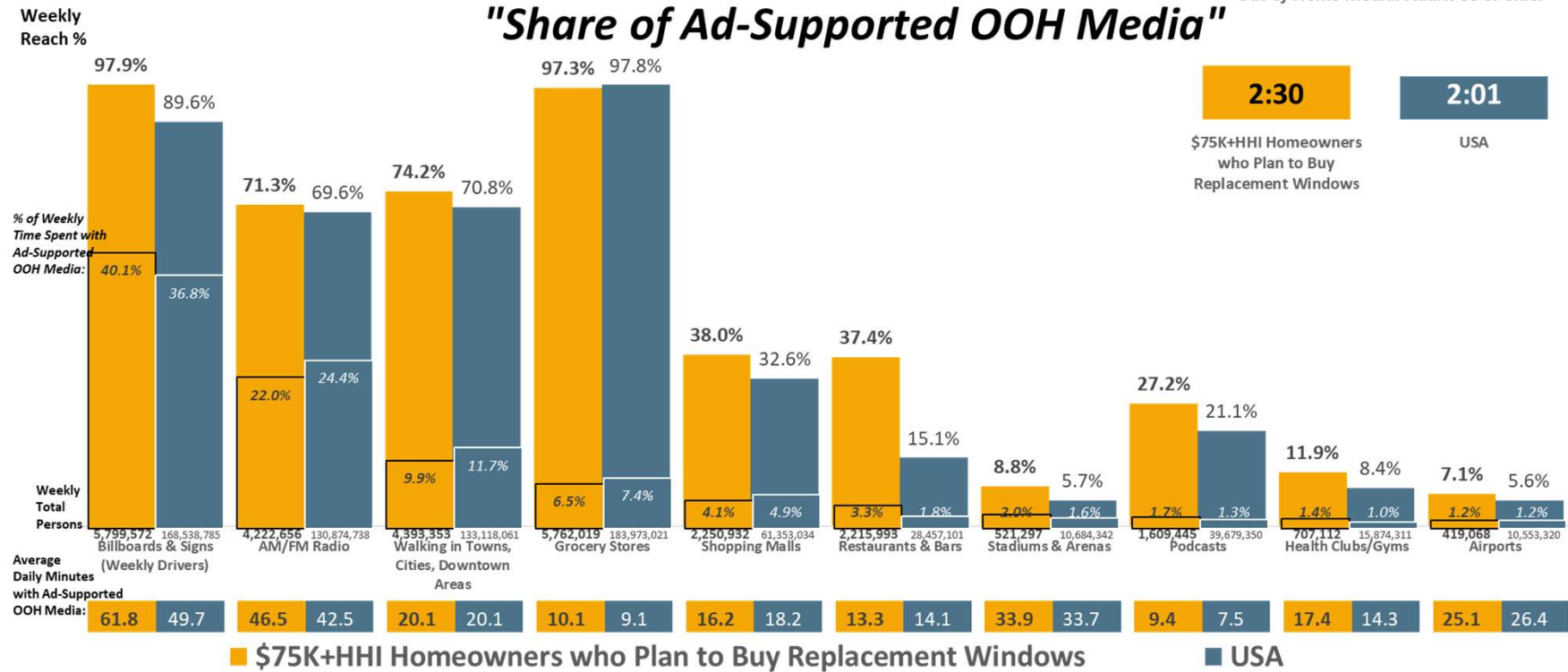
**Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





5,799,572 or 97.9% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 61.8 minutes per day driving, seeing Billboards and Signs representing 40.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 691  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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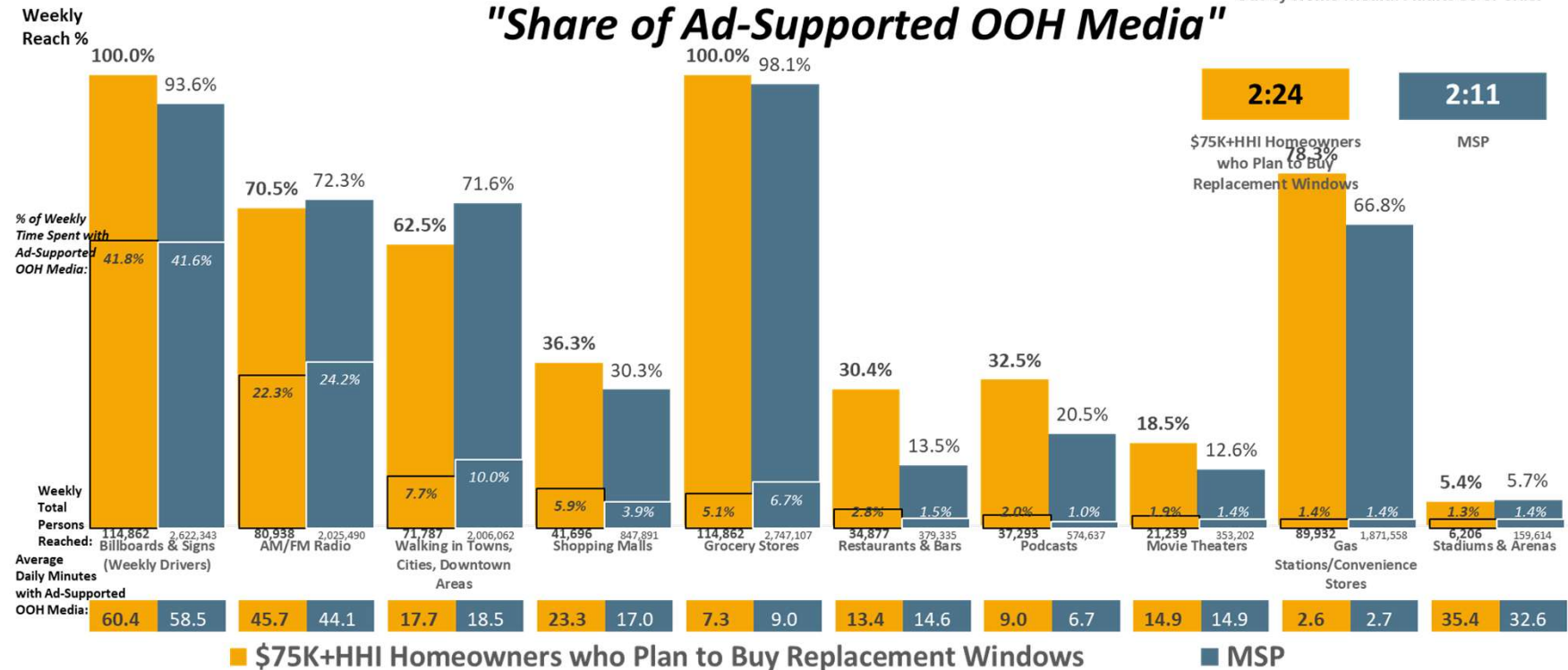
[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



114,862 or 100.% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 60.4 minutes per day driving, seeing Billboards and Signs representing 41.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

## "Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 69 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081  
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]

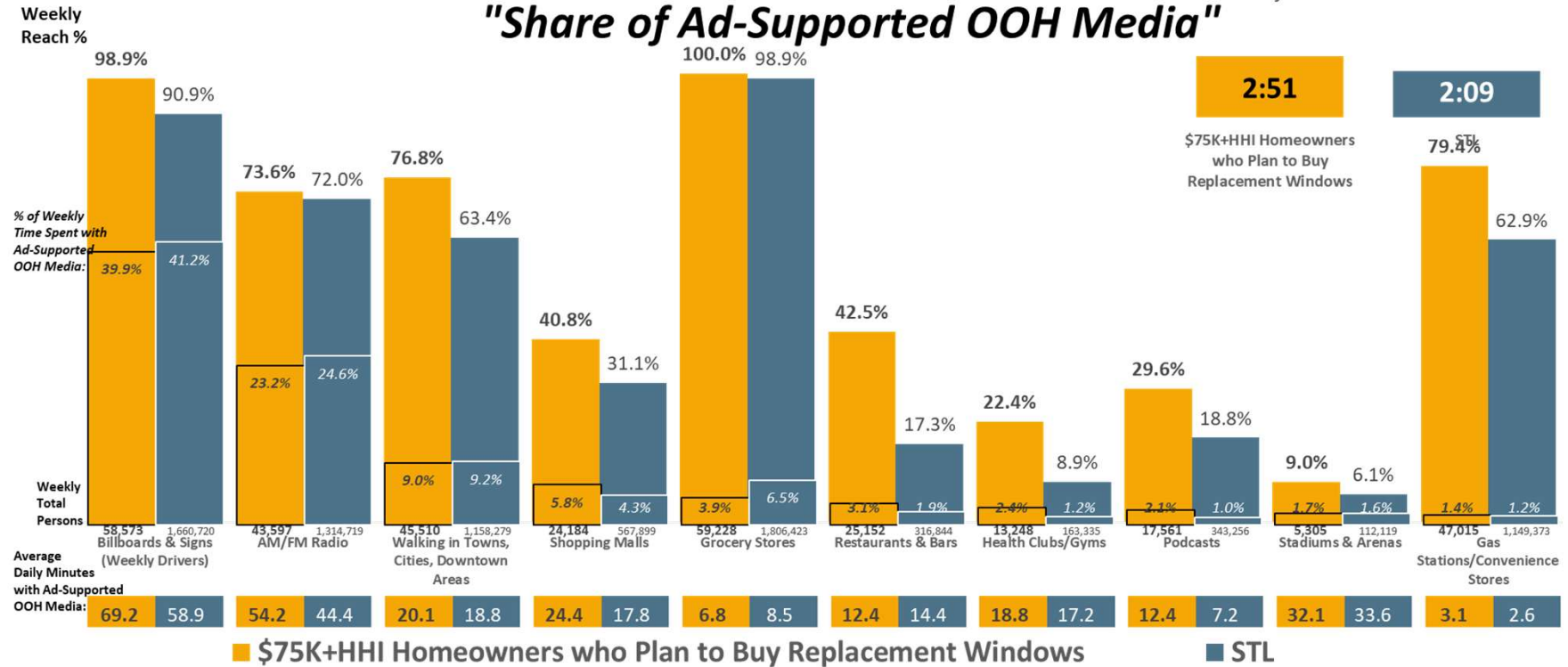




58,573 or 98.9% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 69.2 minutes per day driving, seeing Billboards and Signs representing 39.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

## "Share of Ad-Supported OOH Media"



**2:51**  
\$75K+HHI Homeowners who Plan to Buy Replacement Windows

**2:09**  
STL

STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 71 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095  
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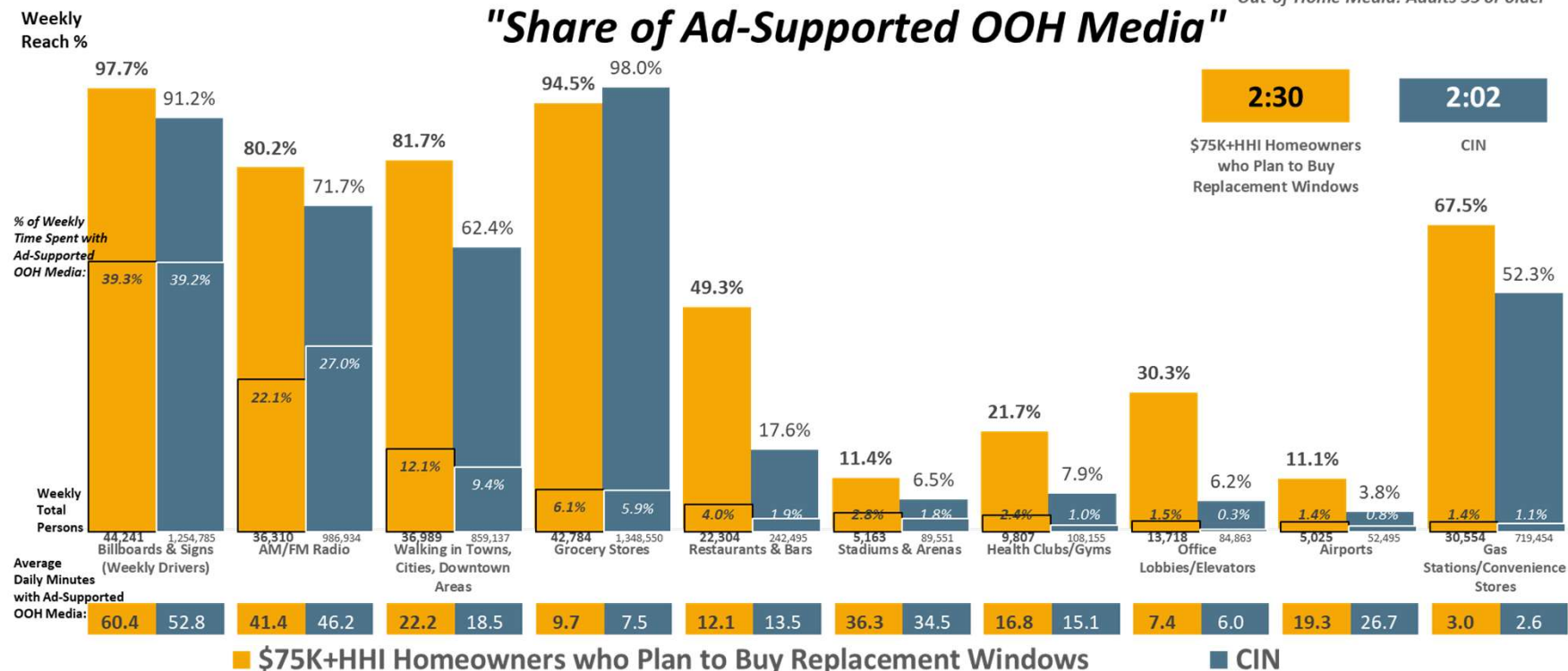
[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



44,241 or 97.7% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 60.4 minutes per day driving, seeing Billboards and Signs representing 39.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

## "Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 65 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033  
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]

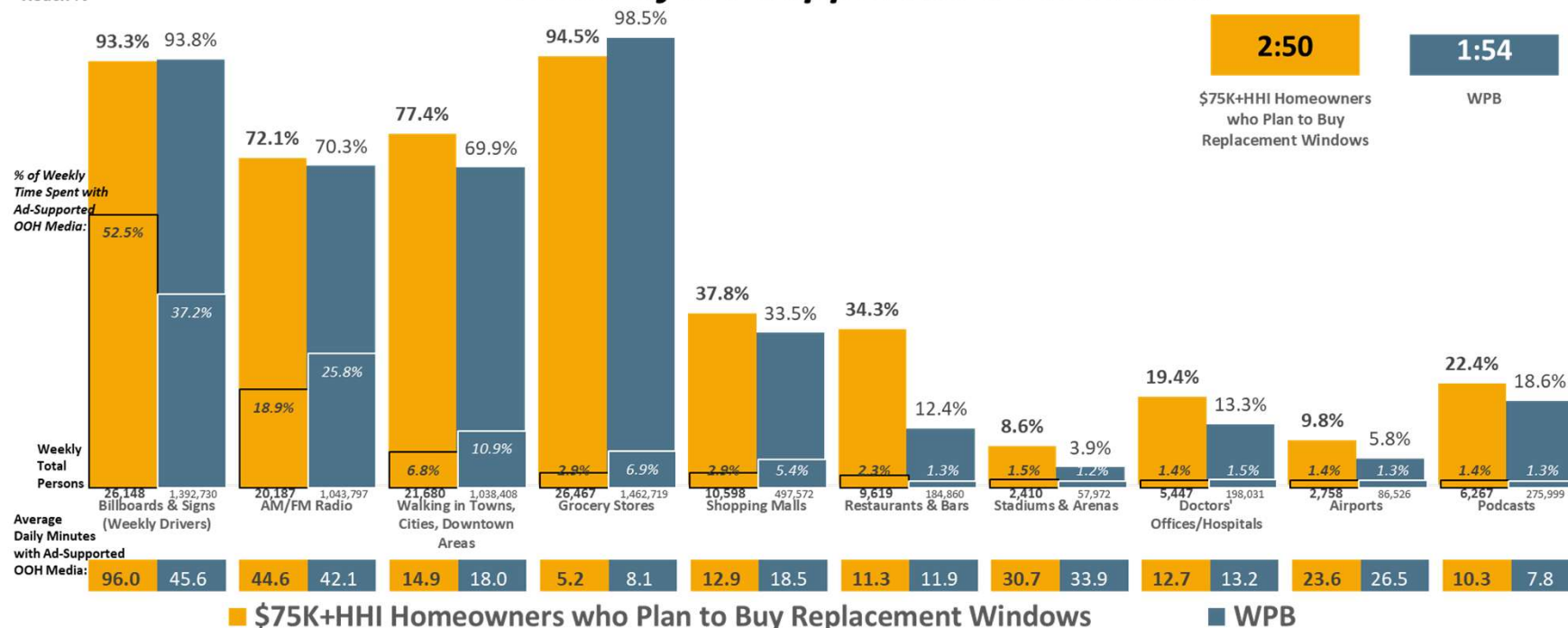


26,148 or 93.3% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 96. minutes per day driving, seeing Billboards and Signs representing 52.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 62 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687  
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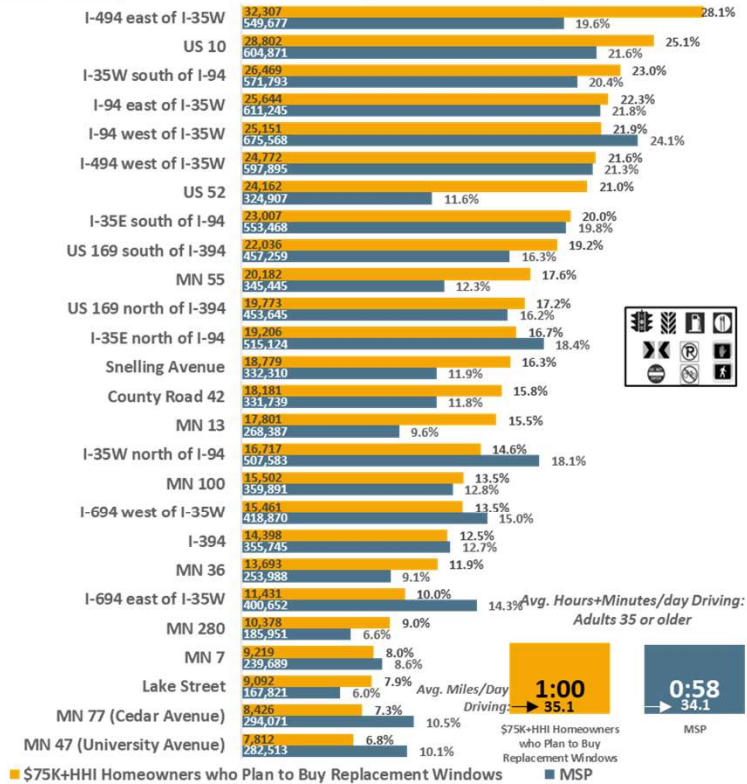
[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



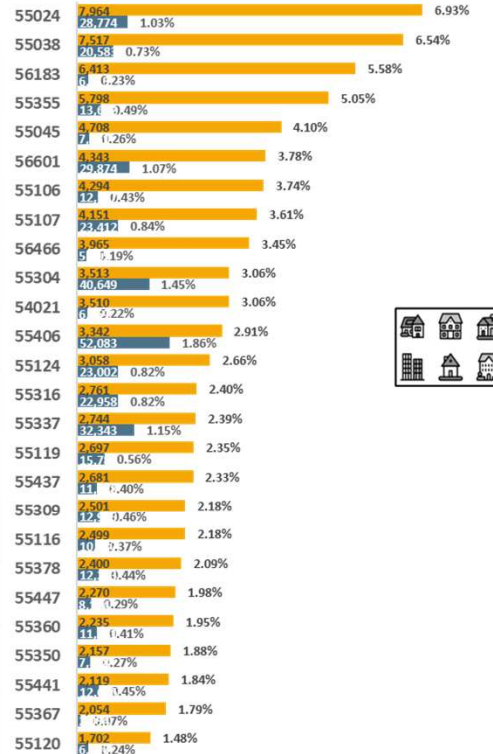


114,862 or 100.% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 60.4 minutes per day driving an average of 35.1 miles each day and are 81.4% more likely to use US 52 than the Metro average.

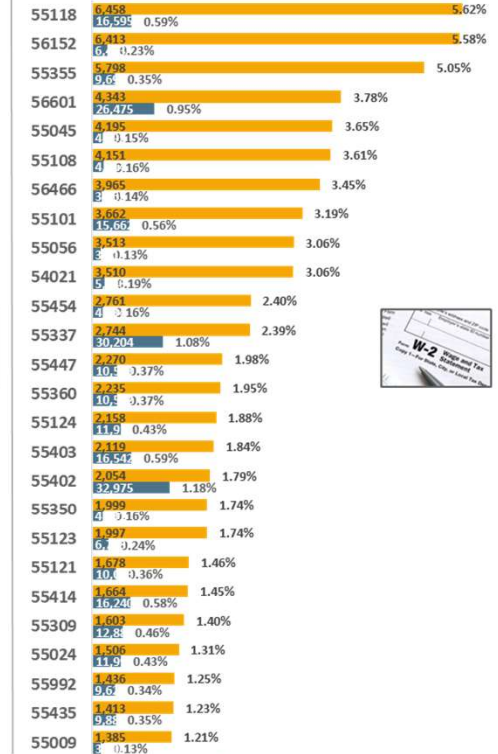
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



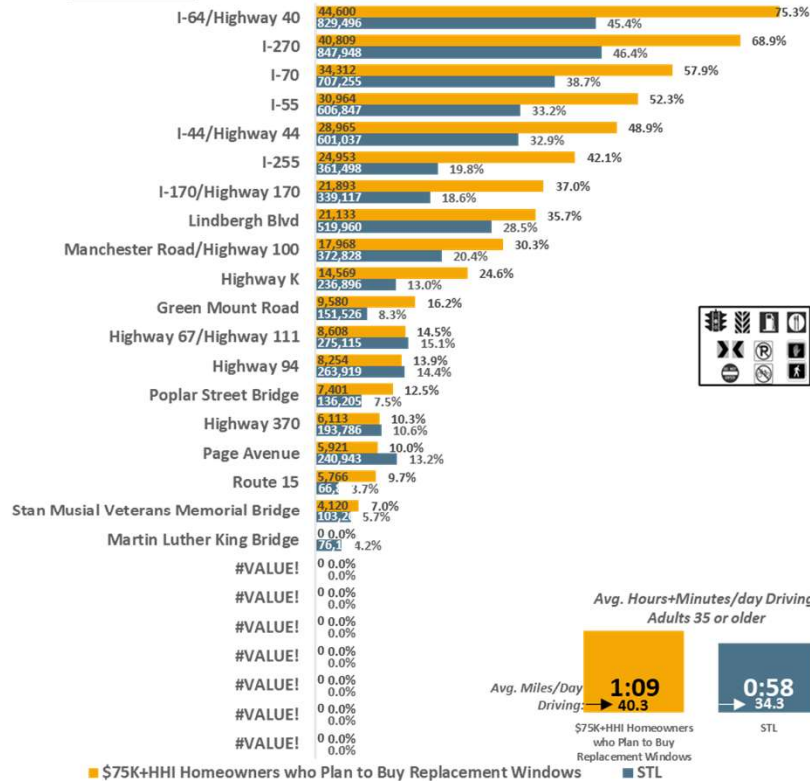
Top-26 Employment Zip Codes: Adults 35 or older



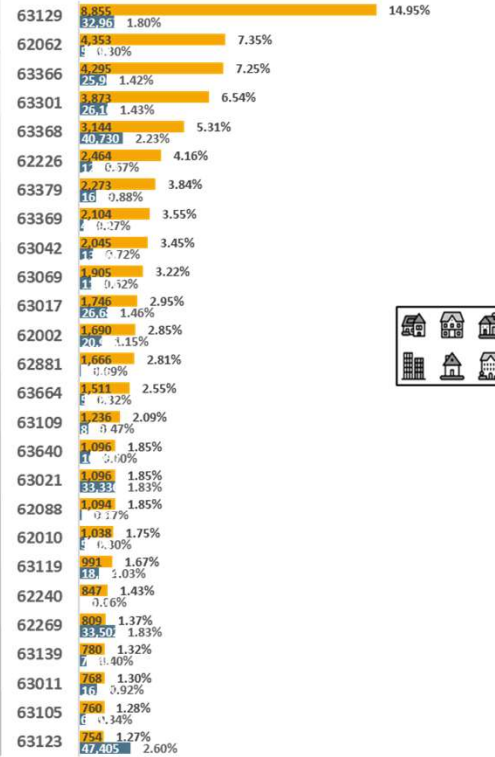


58,573 or 98.9% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 69.2 minutes per day driving an average of 40.3 miles each day and are 165.9% more likely to use Route 15 than the Metro average.

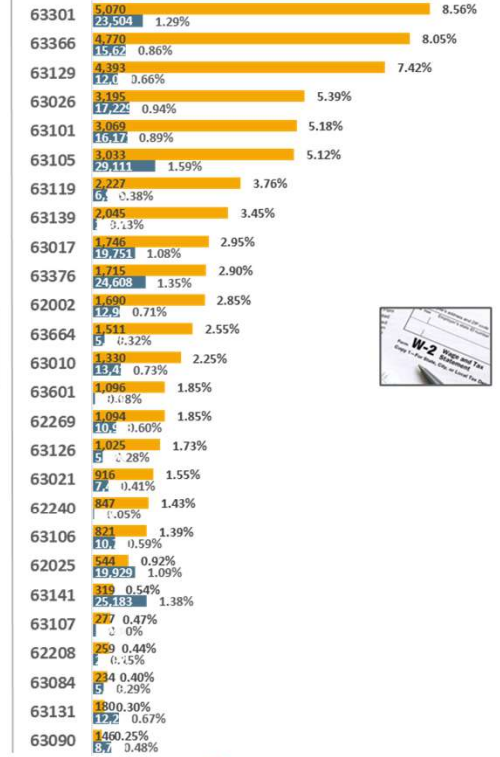
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



#### Top-26 Residential Zip Codes: Adults 35 or older



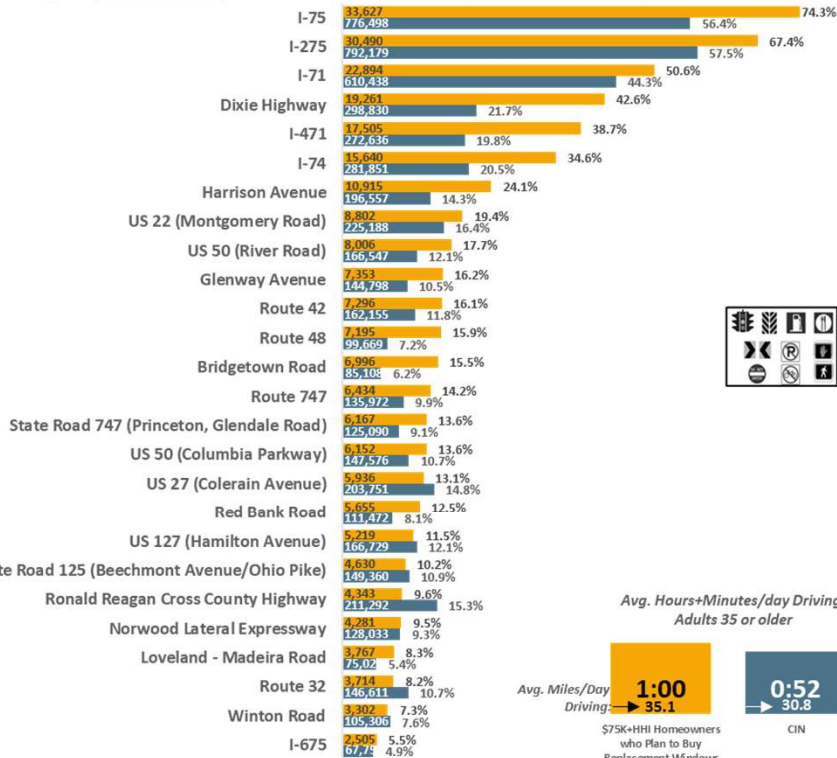
#### Top-26 Employment Zip Codes: Adults 35 or older





44,241 or 97.7% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 60.4 minutes per day driving an average of 35.1 miles each day and are 150.% more likely to use Bridgetown Road than the Metro average.

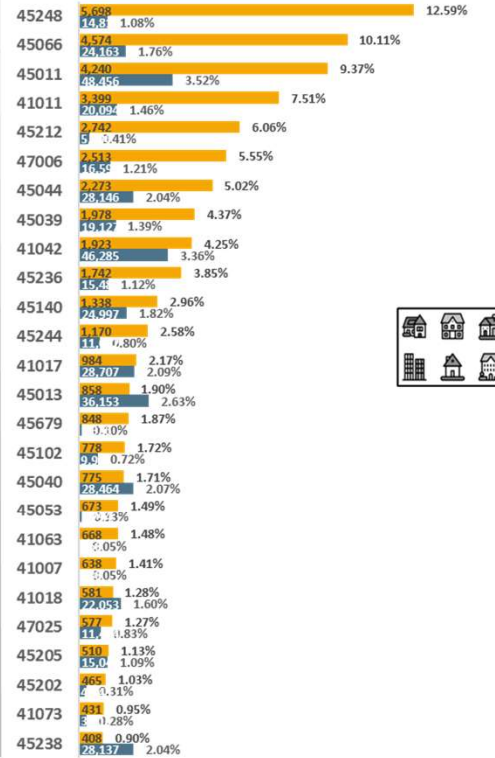
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



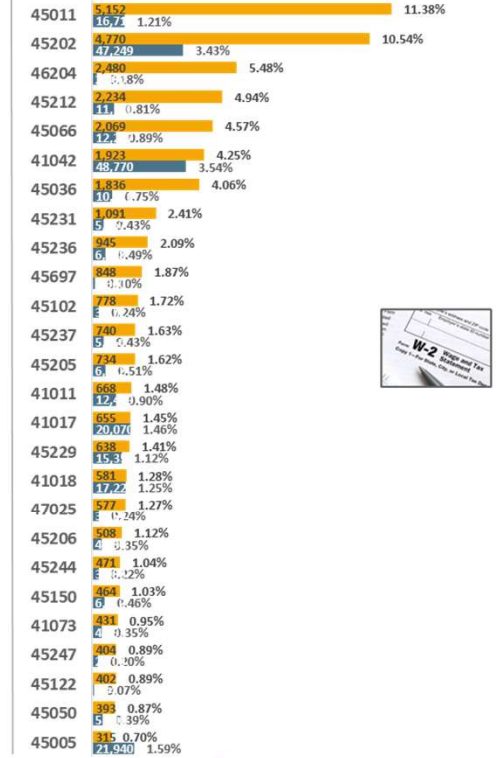
Avg. Hours+Minutes/day Driving:  
Adults 35 or older



#### Top-26 Residential Zip Codes: Adults 35 or older



#### Top-26 Employment Zip Codes: Adults 35 or older



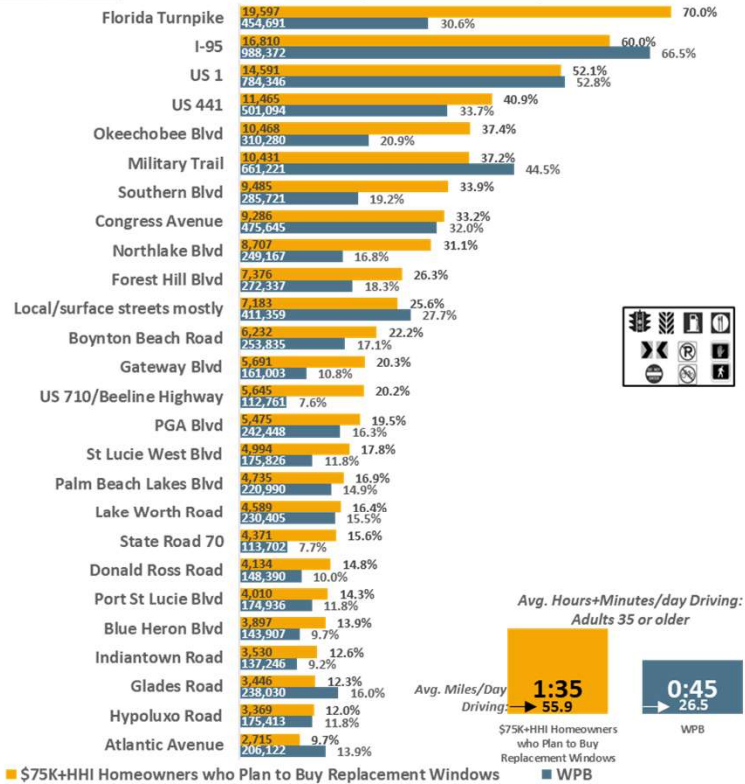
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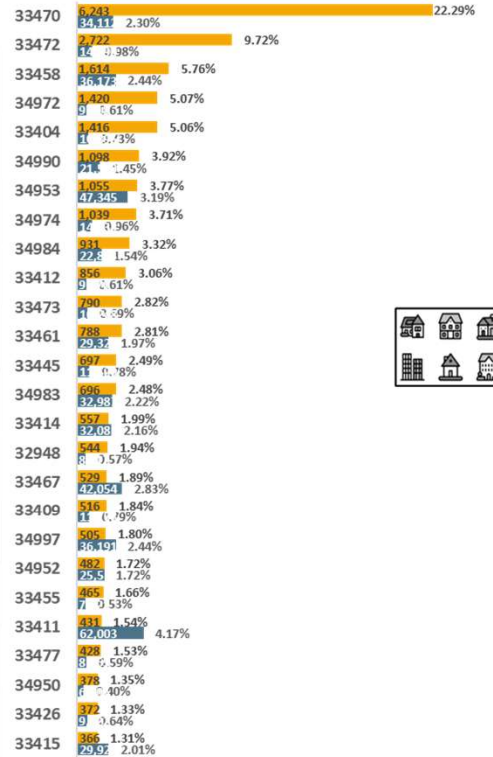


26,148 or 93.3% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 96. minutes per day driving an average of 55.9 miles each day and are 165.5% more likely to use US 710/Beeline Highway than the Metro average

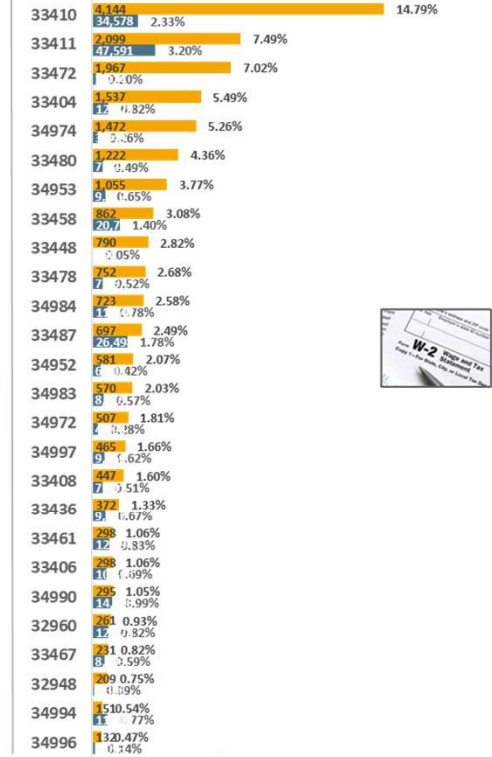
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older



# Top Residential Zip Codes: (Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows)

SUM(Adults 35 or older ...



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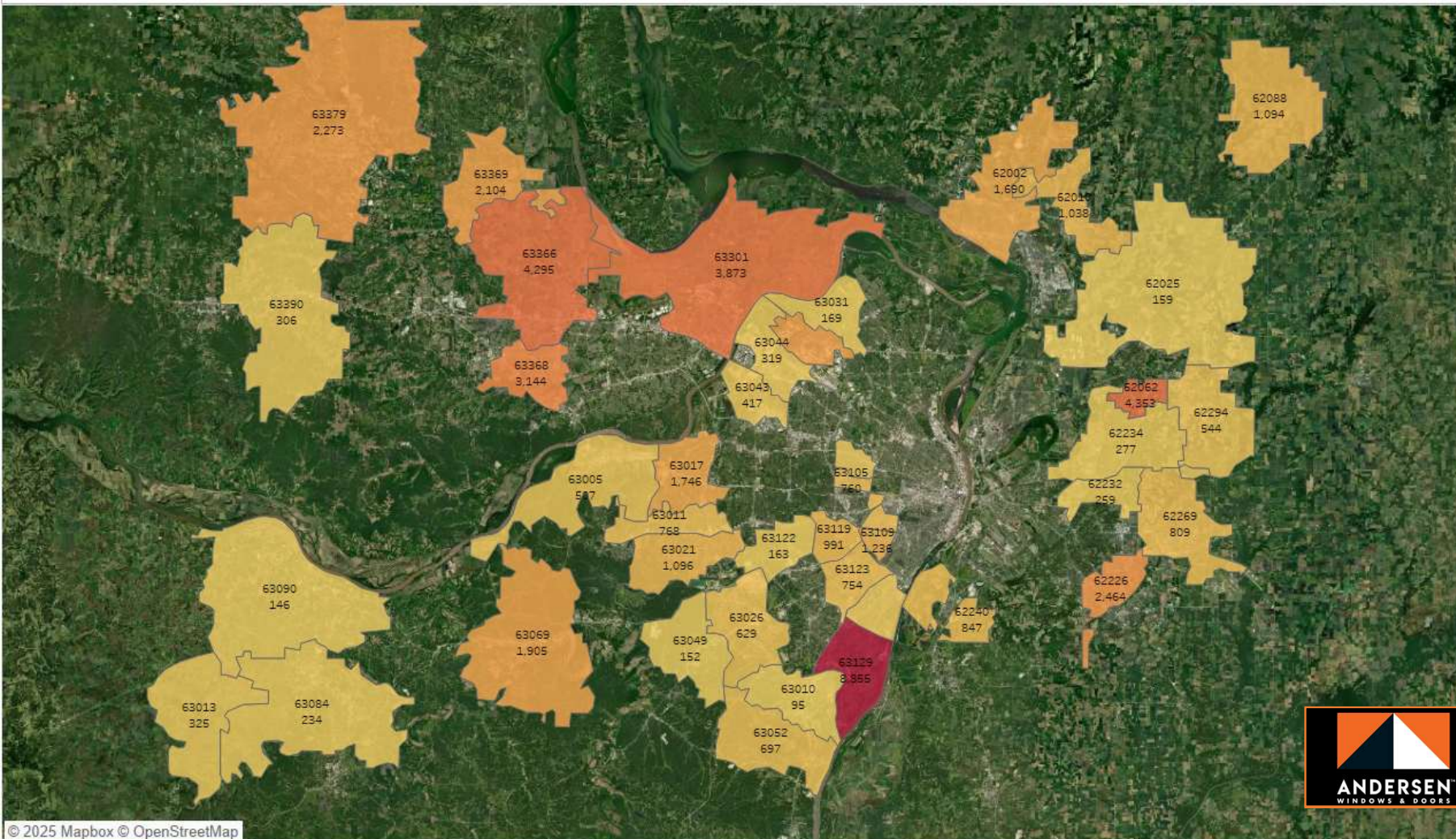
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 69  
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



# Top Residential Zip Codes: (Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows)



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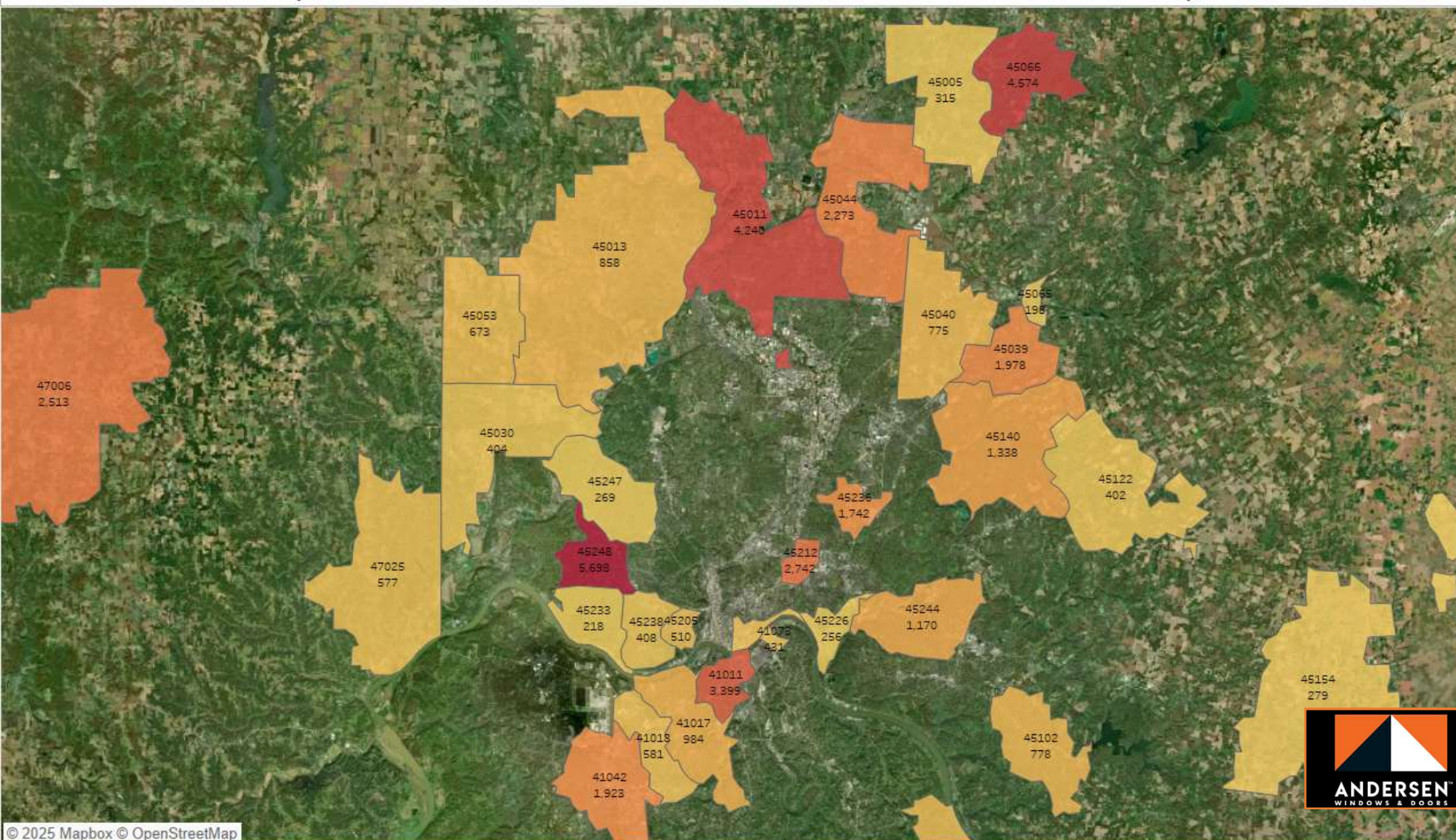
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 71  
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



# Top Residential Zip Codes: (Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows)



SUM(Adults 35 or older ...)

139 5,698



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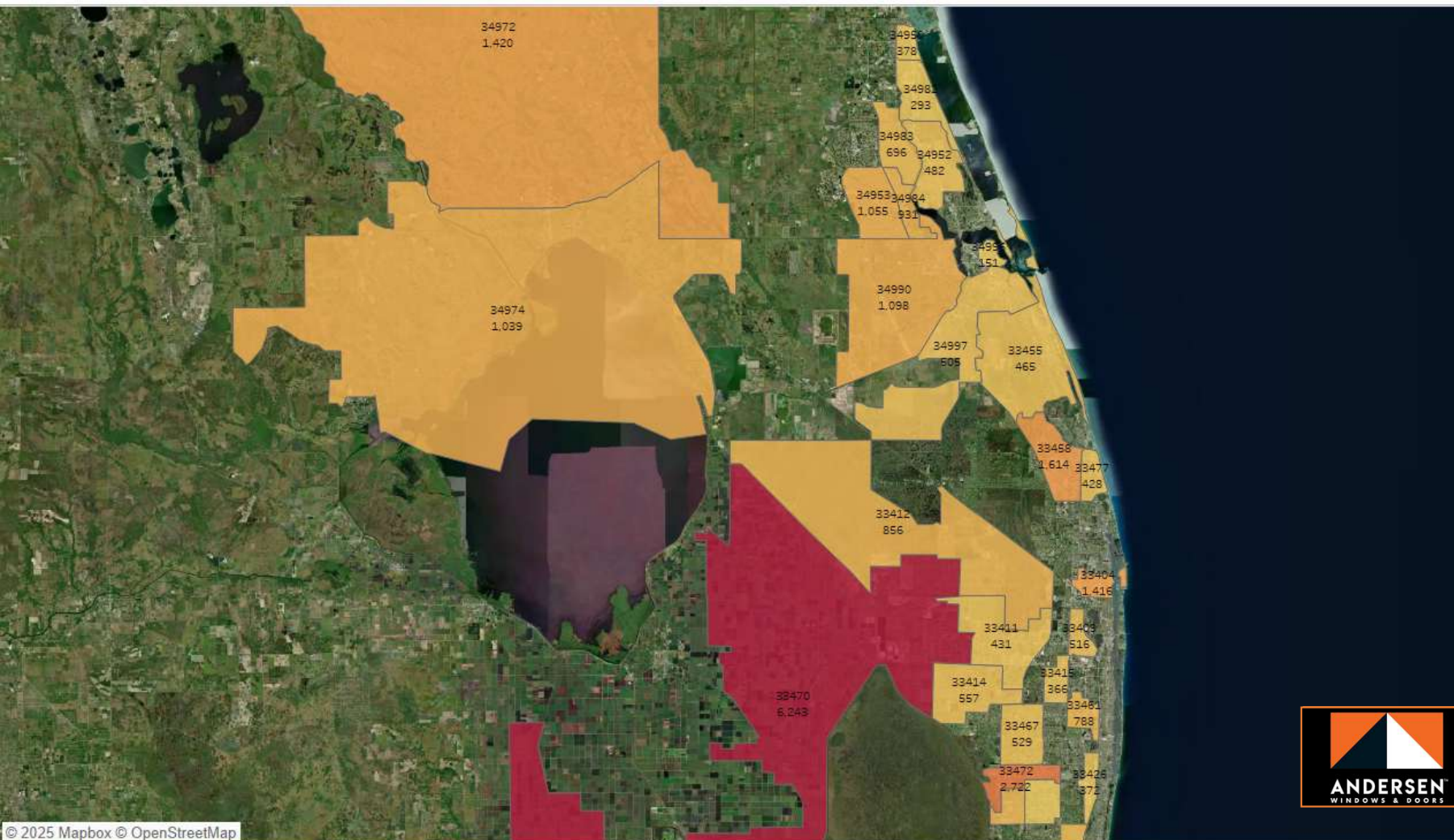
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



# Top Residential Zip Codes: (Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows)

SUM(Adults 35 or older ...



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WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 62  
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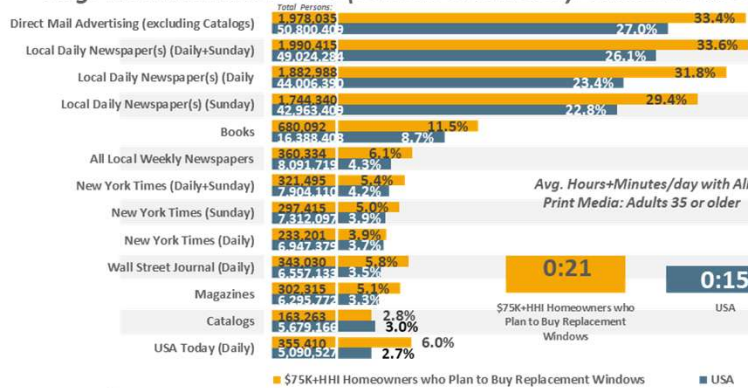
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



1,990,415 or 33.6% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.9 minutes every day representing 36.2% of all time spent daily with All forms of Print Medi

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

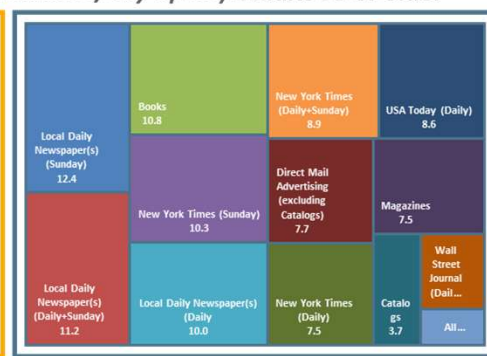
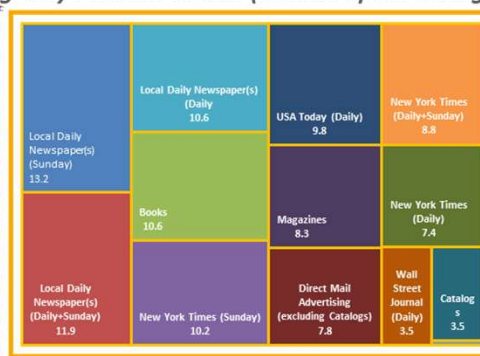


Avg. Hours+Minutes/day with All Print Media: Adults 35 or older

0:21 0:15

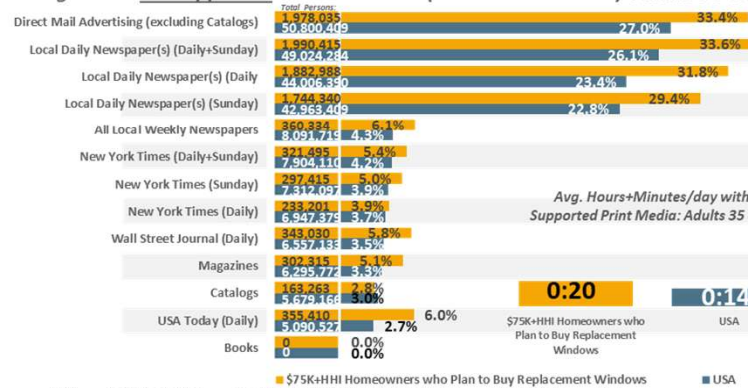
\$75K+HHI Homeowners who Plan to Buy Replacement Windows USA

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



\$75K+HHI Homeowners who Plan to Buy Replacement Windows USA

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

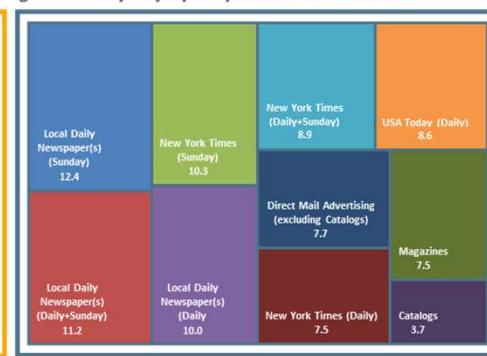
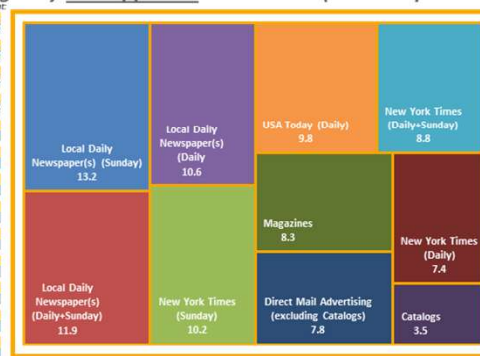


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 35 or older

0:20 0:14

\$75K+HHI Homeowners who Plan to Buy Replacement Windows USA

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



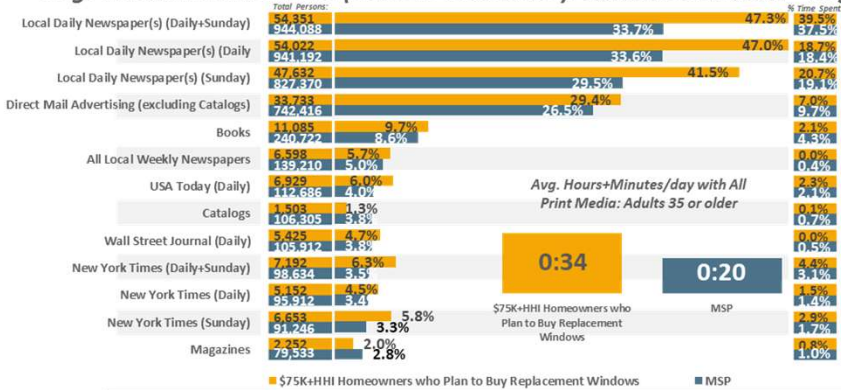
\$75K+HHI Homeowners who Plan to Buy Replacement Windows USA





54,351 or 47.3% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows read Local Daily Newspaper(s) (Daily+Sunday) for an average of 15.7 minutes every day representing 40.3% of all time spent daily with All forms of Print Media.

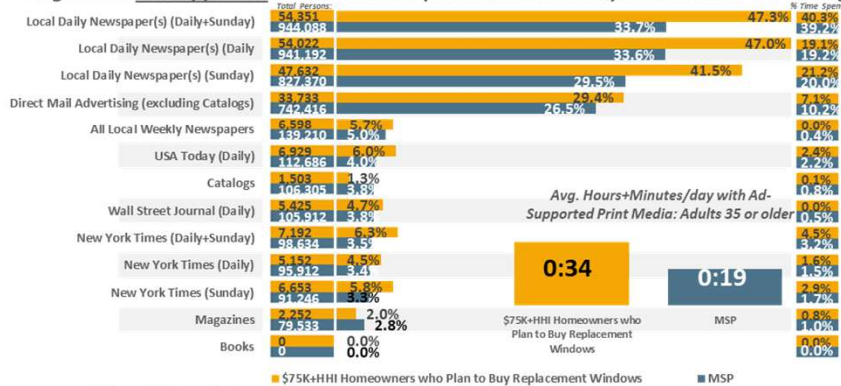
**Avg. Week All Print Media (Persons & % Reach): Adults 35 or older**



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

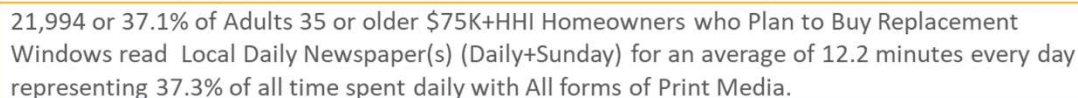


**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older**

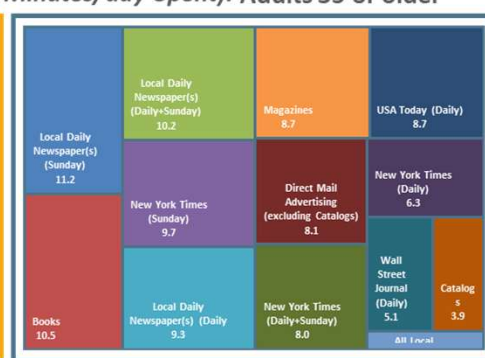


**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**

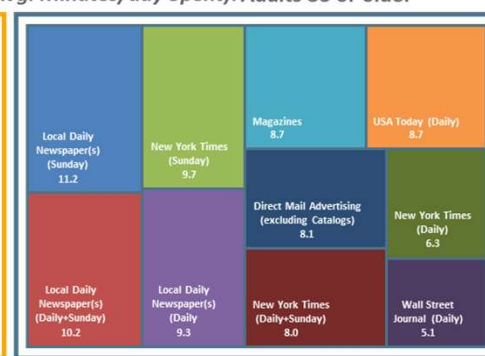




**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):** Adults 35 or older



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



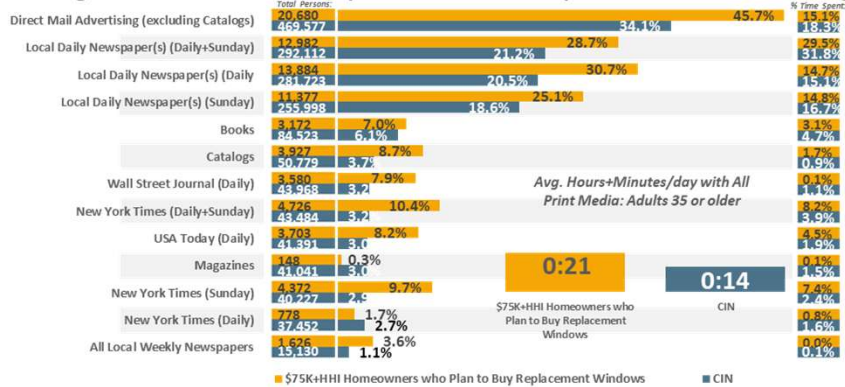
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(((Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors))

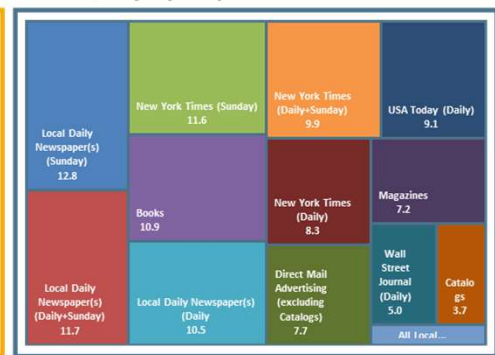
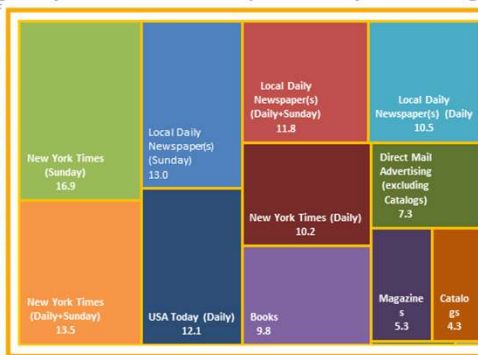


12,982 or 28.7% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.8 minutes every day representing 30.5% of all time spent daily with All forms of Print Media.

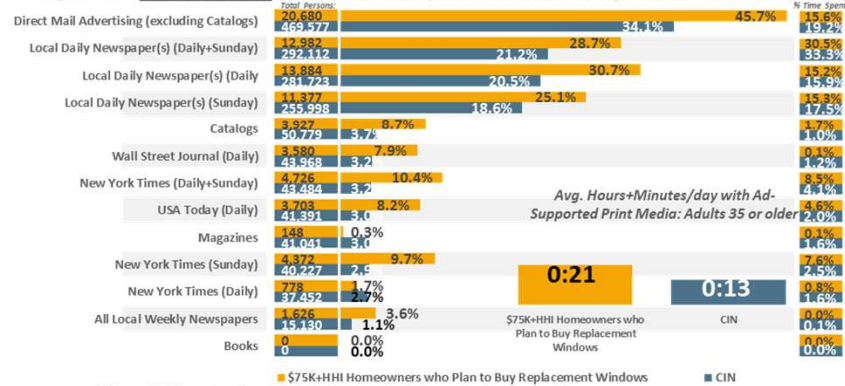
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



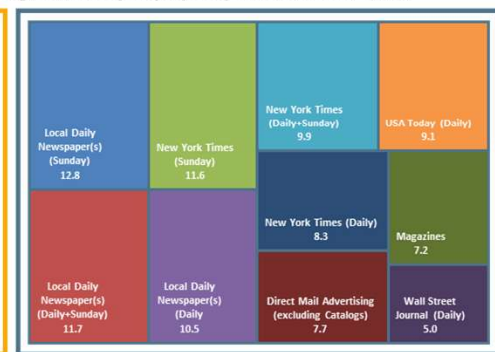
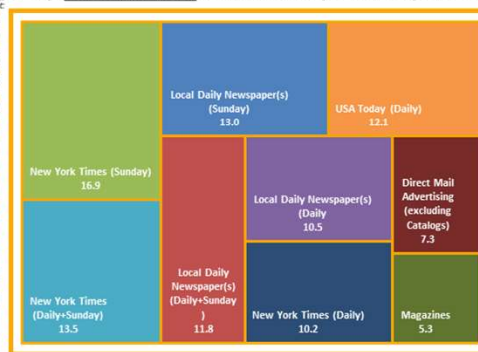
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

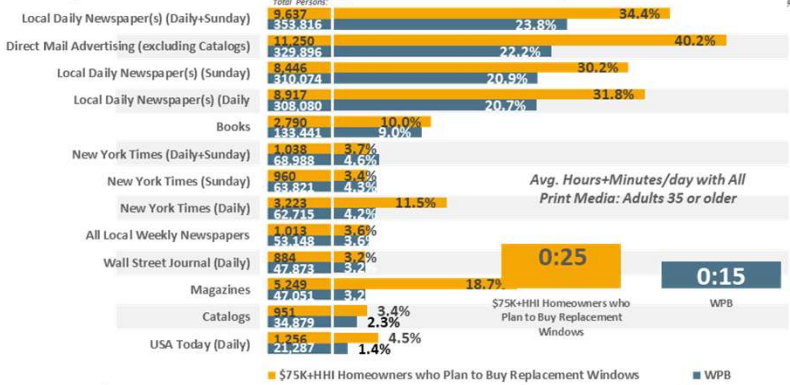




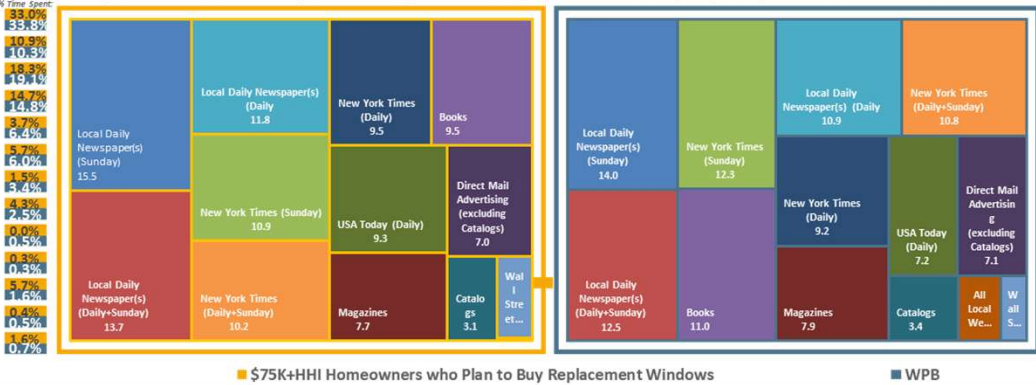


9,637 or 34.4% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.7 minutes every day representing 34.2% of all time spent daily with All forms of Print Media.

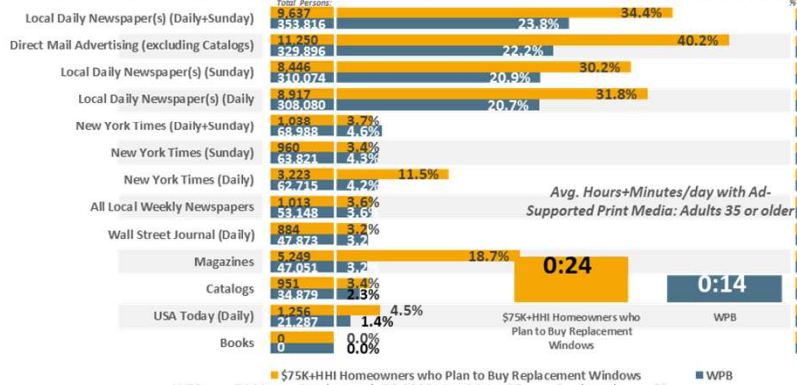
**Avg. Week All Print Media (Persons & % Reach): Adults 35 or older**



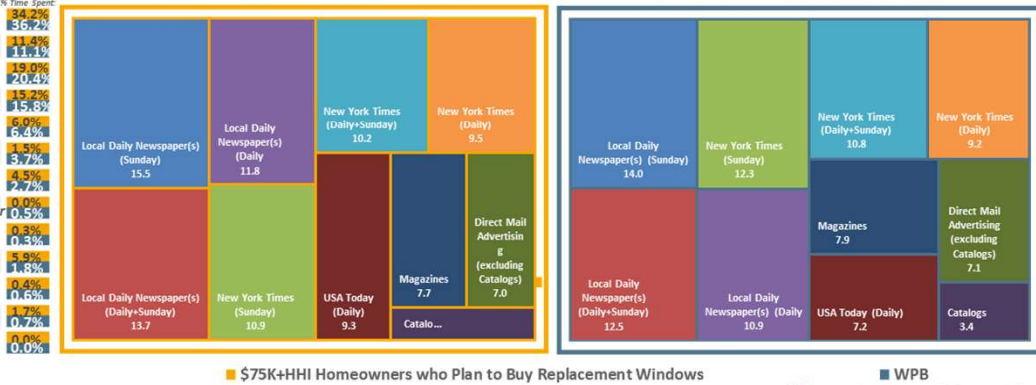
**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



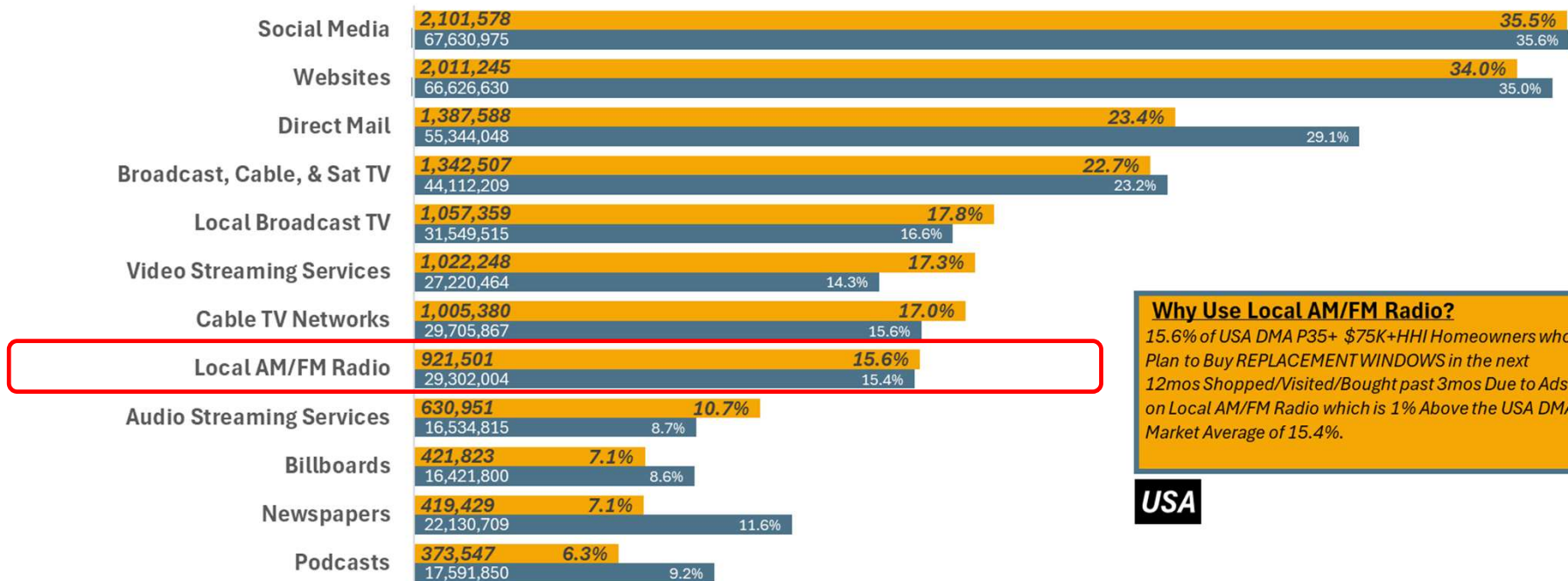
**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





## "Advertising Actions"

**P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)**



**Why Use Local AM/FM Radio?**  
15.6% of USA DMA P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the USA DMA Market Average of 15.4%.

**USA**

■ P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA ScarboroughR2 2025: Sep24-Aug25 Qual Intab: 597  
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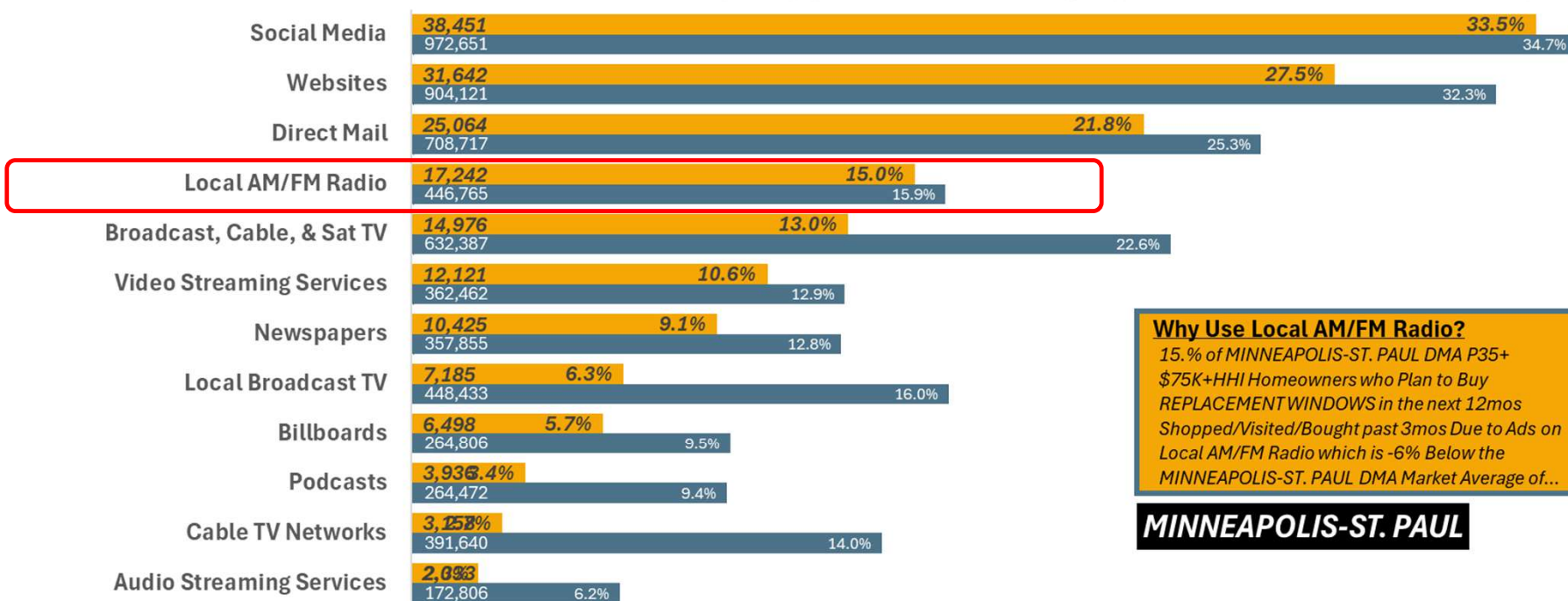
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



## "Advertising Actions"

P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

15. % of MINNEAPOLIS-ST. PAUL P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -6% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of...

**MINNEAPOLIS-ST. PAUL**

■ P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P35+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 QualIntab: 61

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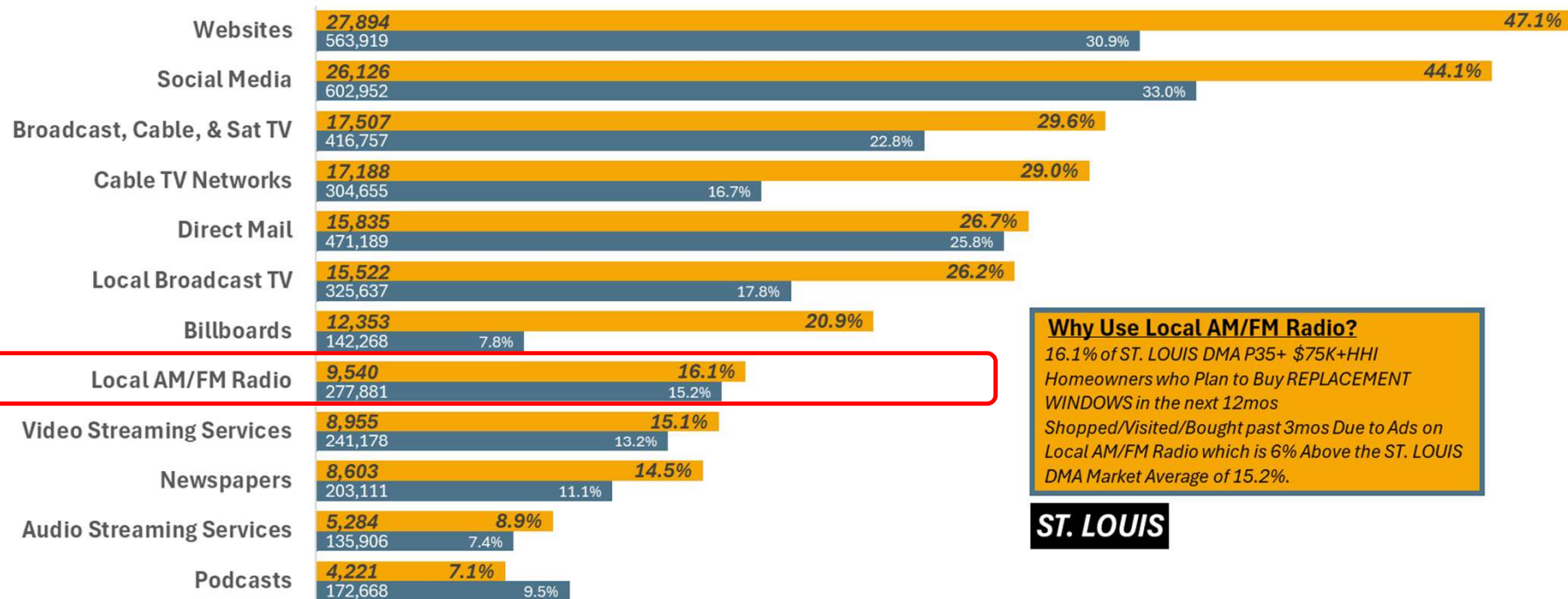
[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]





## "Advertising Actions"

**P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

16.1% of ST. LOUIS DMA P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 6% Above the ST. LOUIS DMA Market Average of 15.2%.

**ST. LOUIS**

■ P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

ST. LOUIS DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 64  
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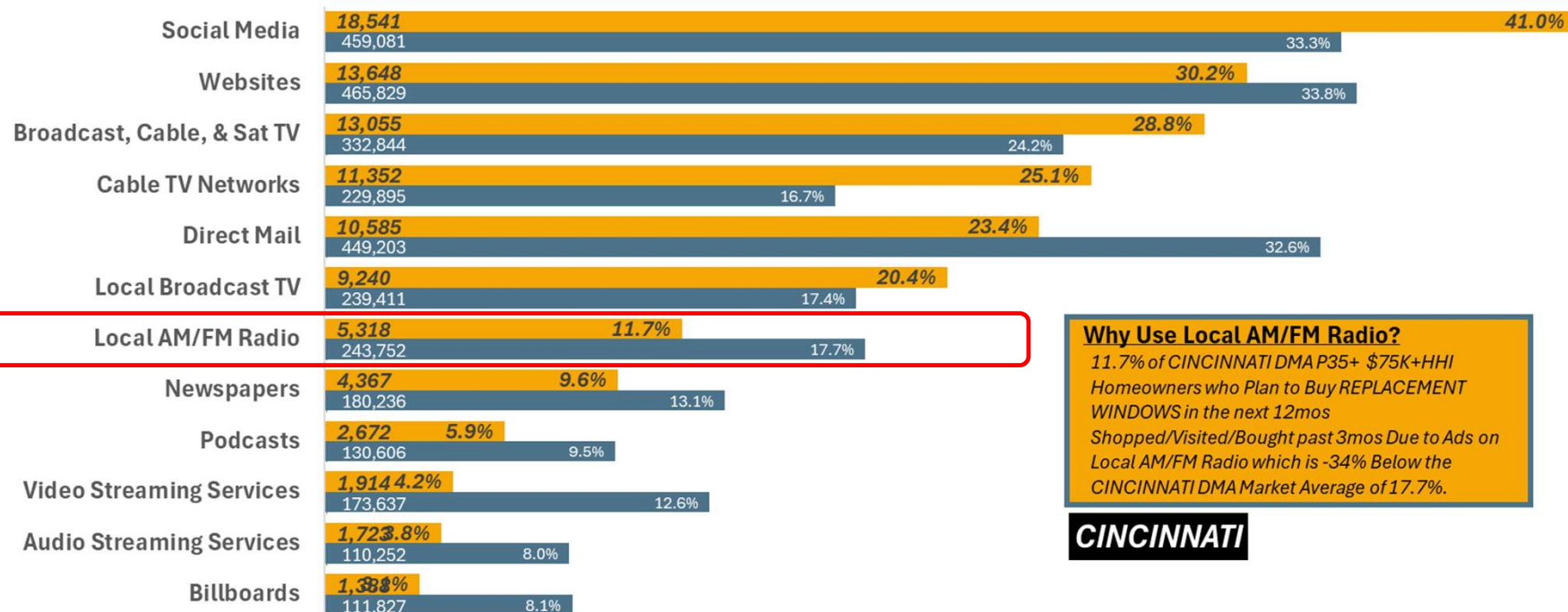
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



## "Advertising Actions"

P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



■ P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

### Why Use Local AM/FM Radio?

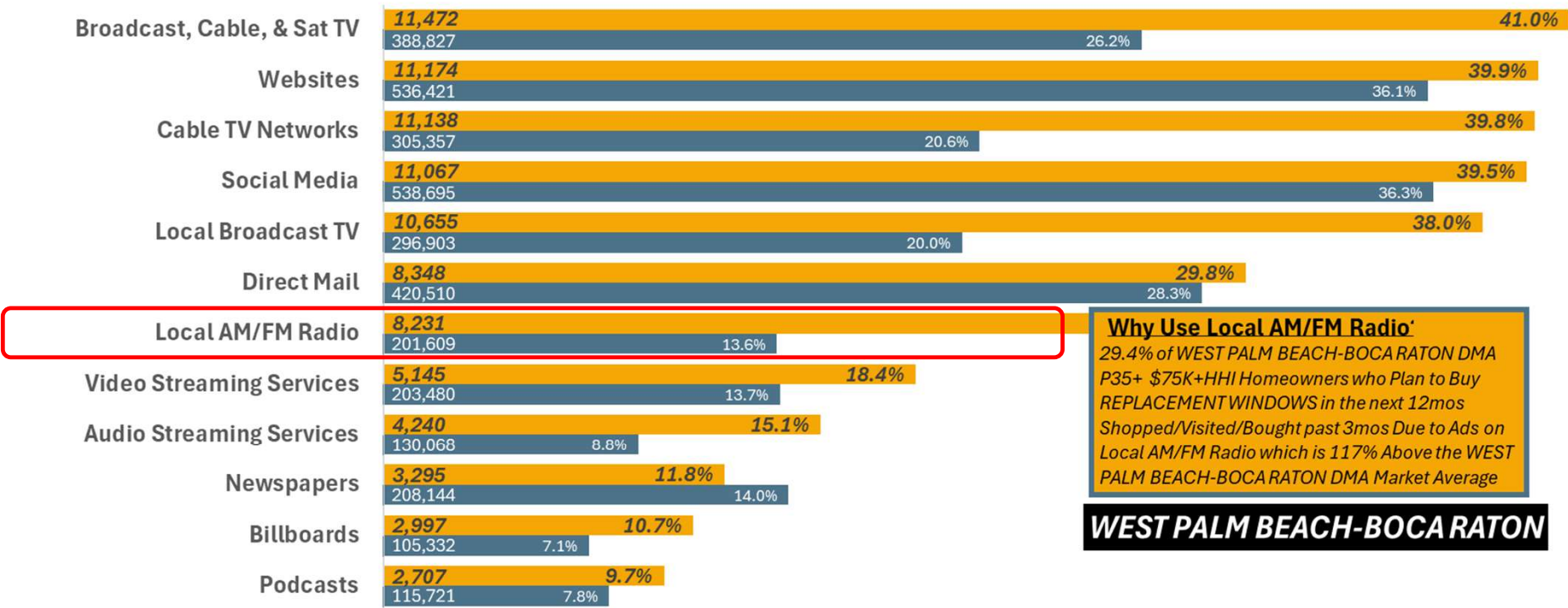
11.7% of CINCINNATI DMA P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -34% Below the CINCINNATI DMA Market Average of 17.7%.

CINCINNATI



"Advertising Actions"

P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



**Why Use Local AM/FM Radio'**  
29.4% of WEST PALM BEACH-BOCA RATON DMA P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 117% Above the WEST PALM BEACH-BOCA RATON DMA Market Average

**WEST PALM BEACH-BOCA RATON**

■ P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P35+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 55

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