

USA+4 DMAs – P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months!

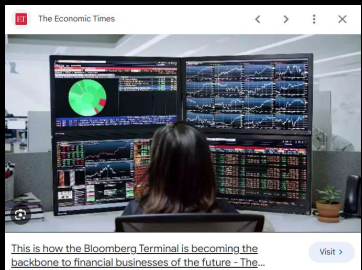
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months as of March 31, 2026.



P35+



Vanguard BlackRock

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

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]





40.8% or 80,068,807 of USA DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past 3mos. Typical Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 59.1 years old (2.9% older than average) and have a \$148,461 (22.1% higher than average) annual household income.

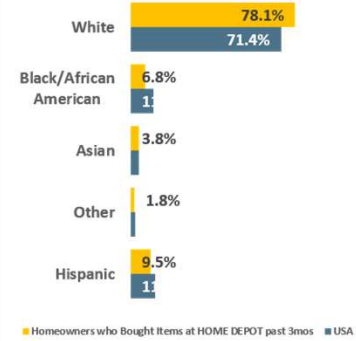
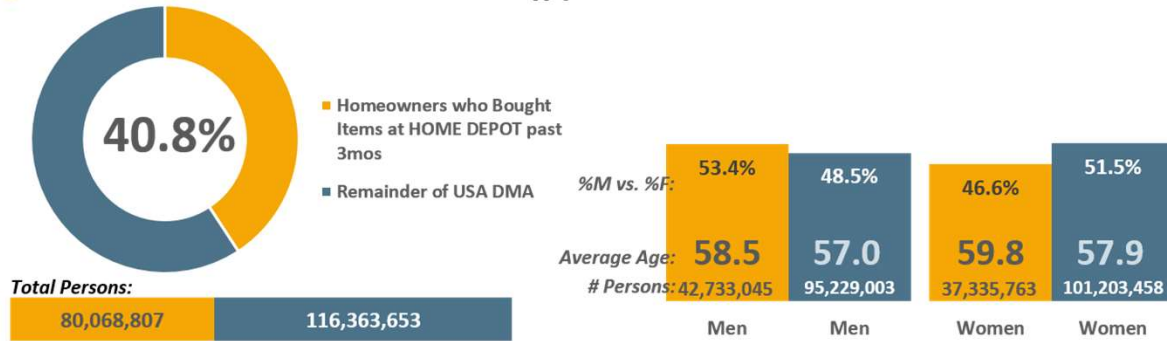


Percent of Market: Adults 35 or older

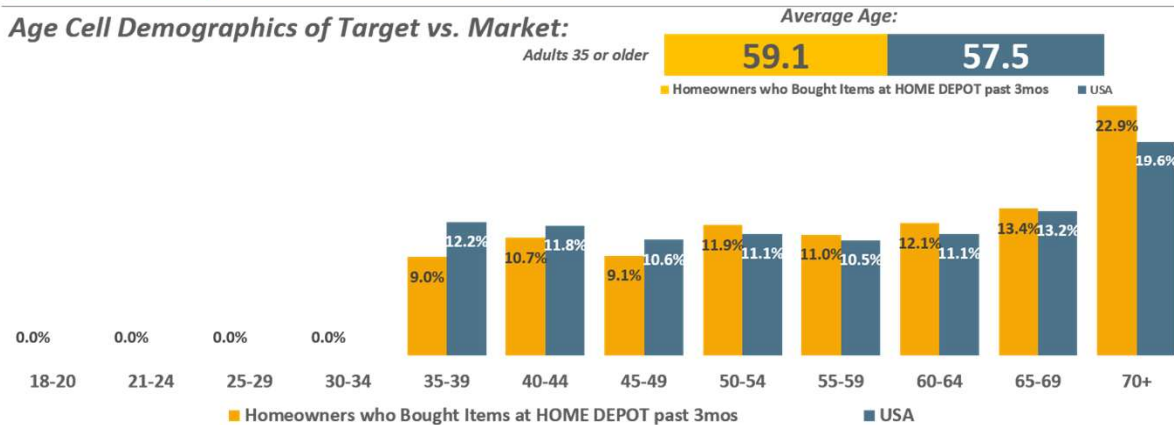


Gender of Target vs. Market: Adults 35 or older

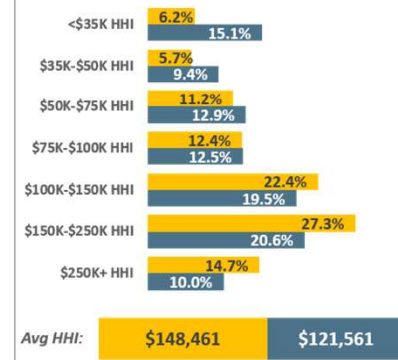
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 7,812
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



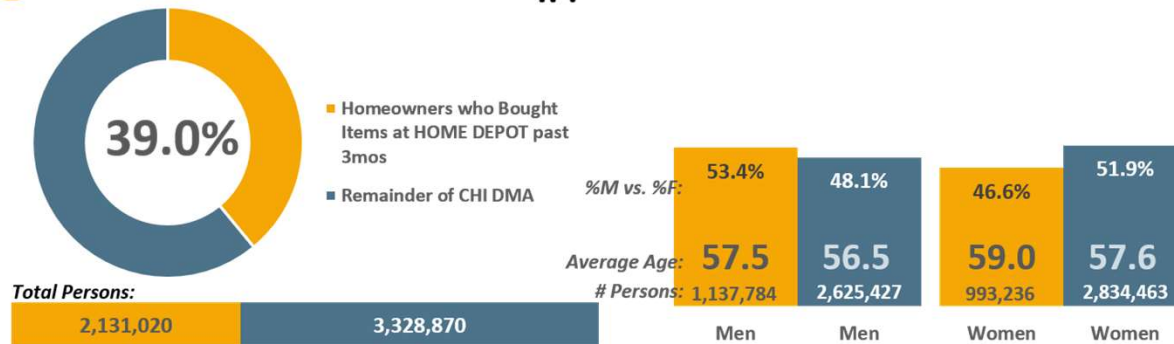
39.9% or 2,131,020 of CHI DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past 3mos.
Typical Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 58.2 years old
(1.9% older than average) and have a \$141,939 (26.3% higher than average) annual household income.



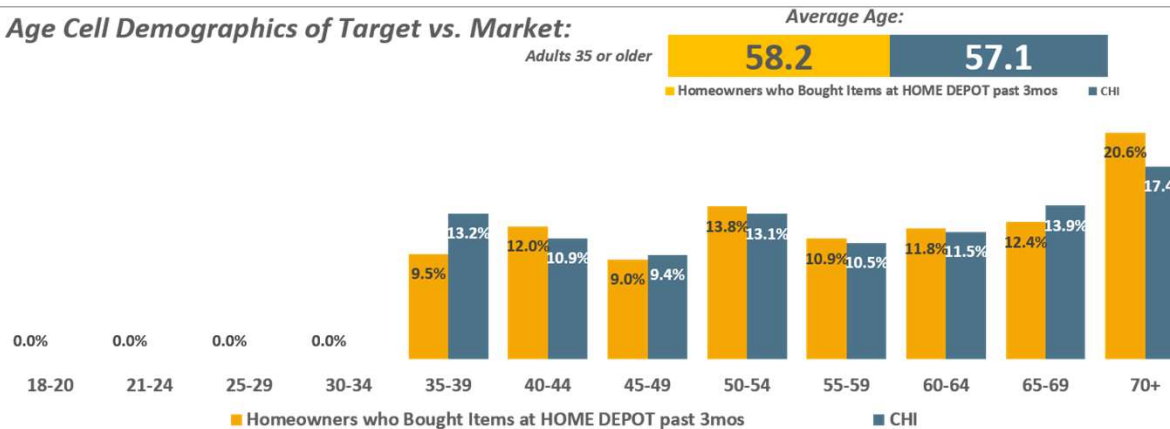
Percent of Market: Adults 35 or older



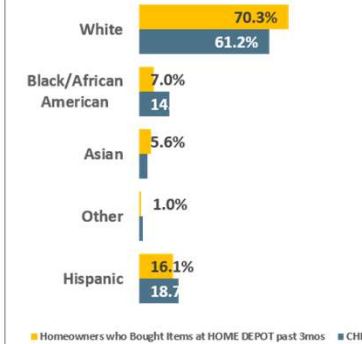
Gender of Target vs. Market: Adults 35 or older



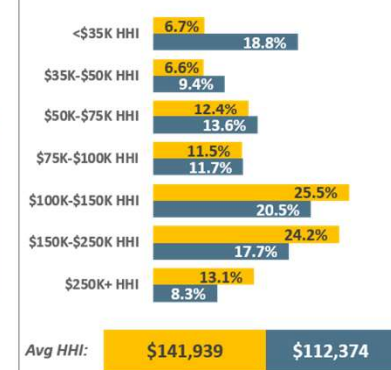
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:





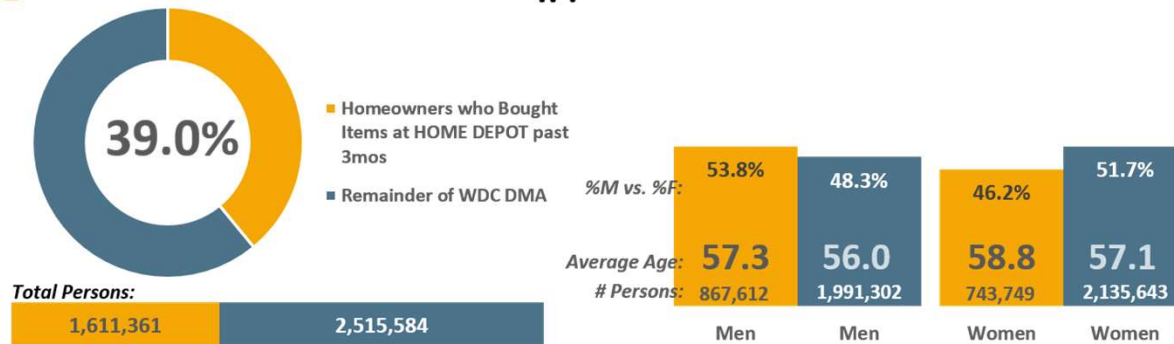
39.0% or 1,611,361 of WDC DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past...
Typical Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 58. years old
(2.5% older than average) and have a \$184,049 (23.7% higher than average) annual household income.



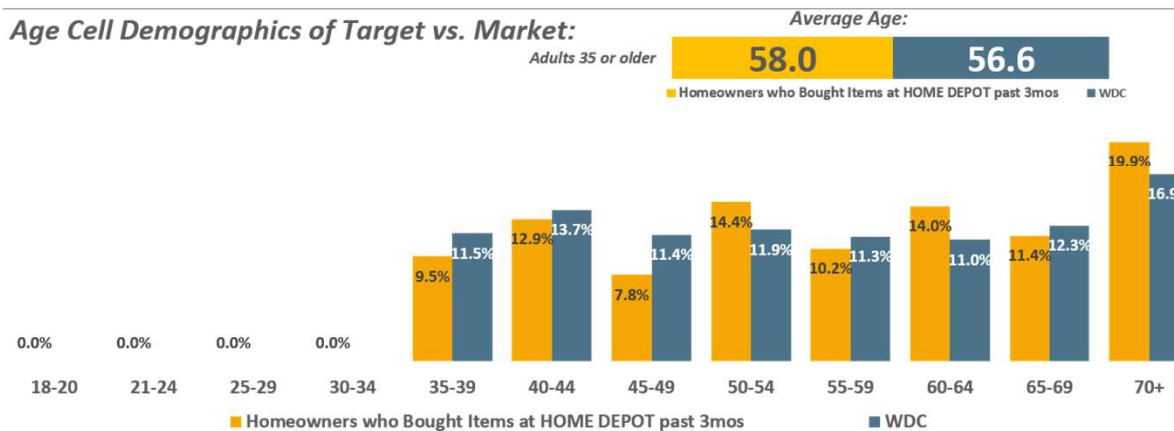
Percent of Market: Adults 35 or older



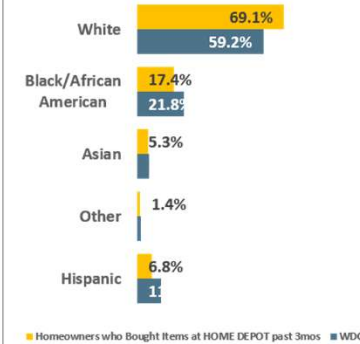
Gender of Target vs. Market: Adults 35 or older



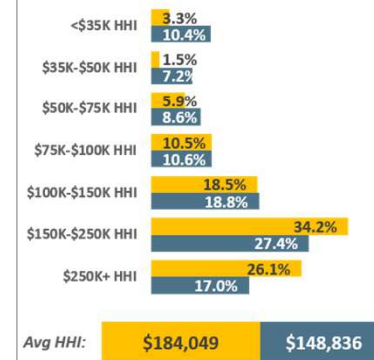
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,716
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



40.8% or 1,332,110 of SEA DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past...
 Typical Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 59.9 years old
 (5.6% older than average) and have a \$154,253 (15.9% higher than average) annual household income.

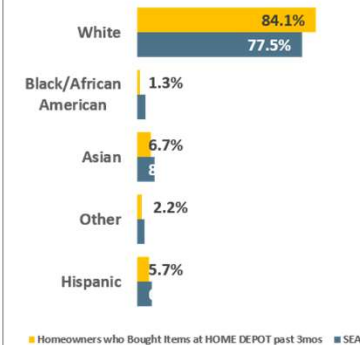
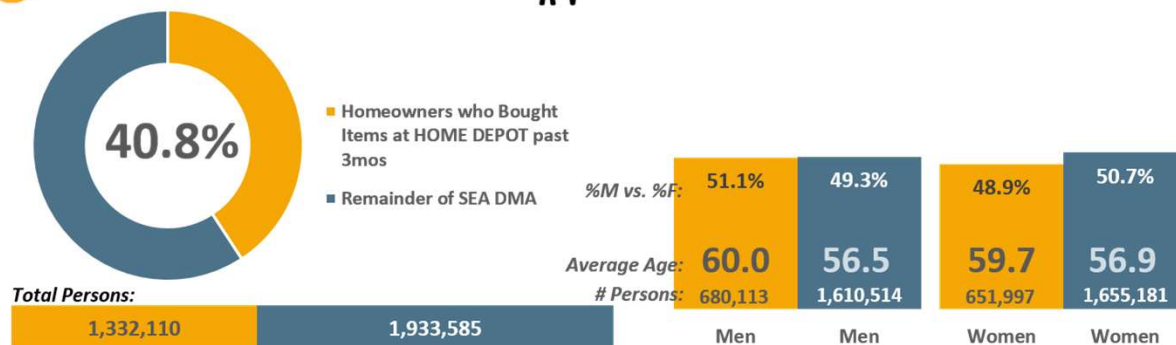


Percent of Market: Adults 35 or older

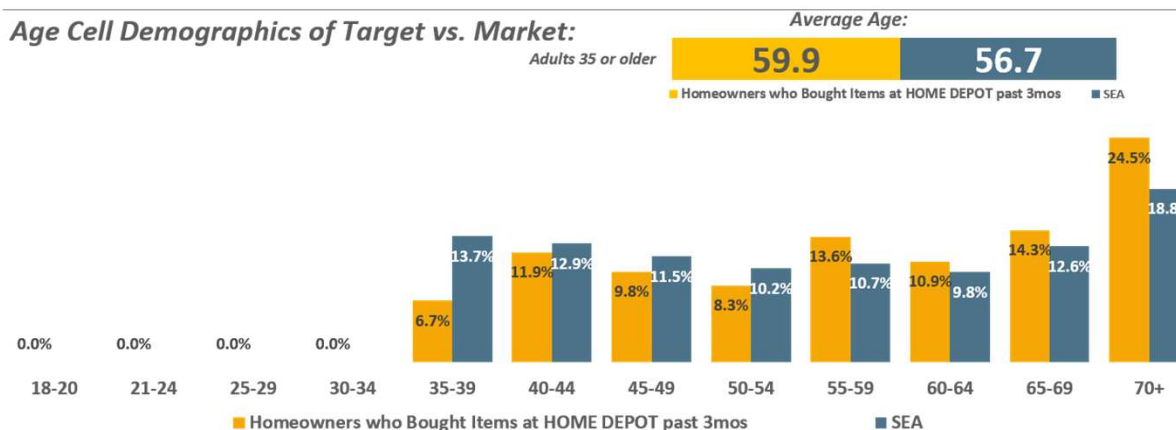


Gender of Target vs. Market: Adults 35 or older

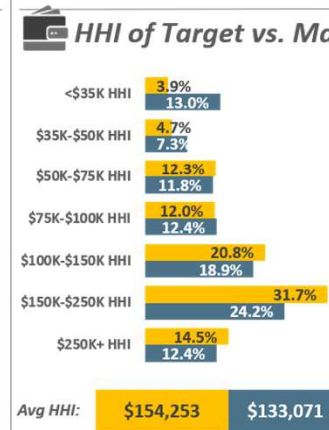
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





46.1% or 1,577,229 of PHX DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past...
 Typical Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 60. years old
 (3.2% older than average) and have a \$139,098 (23.6% higher than average) annual household income.

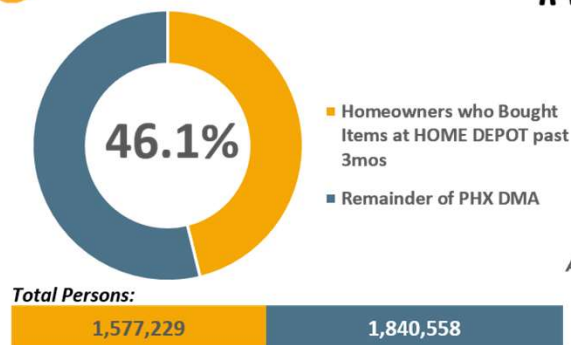


Percent of Market: Adults 35 or older



Gender of Target vs. Market: Adults 35 or older

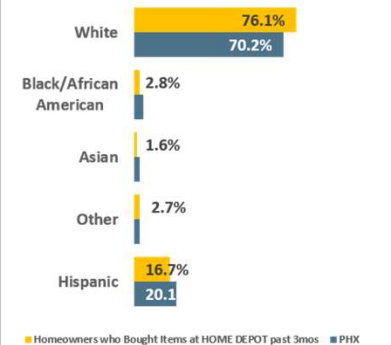
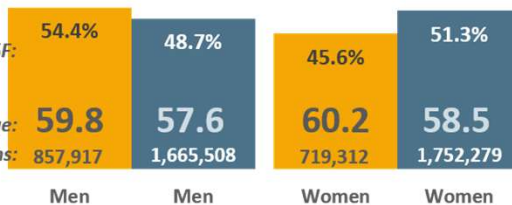
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

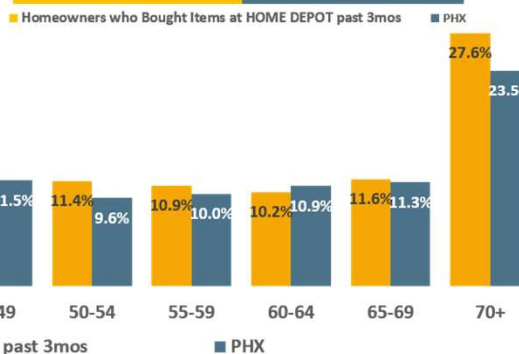
Persons:



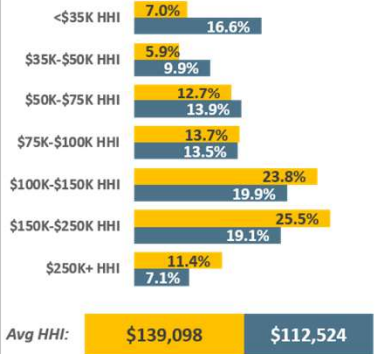
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 35 or older



HHI of Target vs. Market:

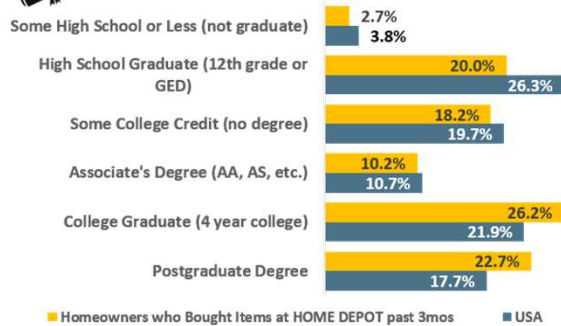




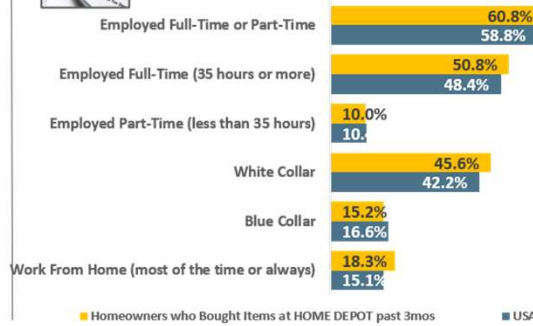
40.8% or 80,068,807 of USA DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT... Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 23.4% more likely to be a college graduate, 4.9% more likely to work full-time, 22.% more likely to be married, 7.2% more likely to be a grandparent of 1 or more children under 18.



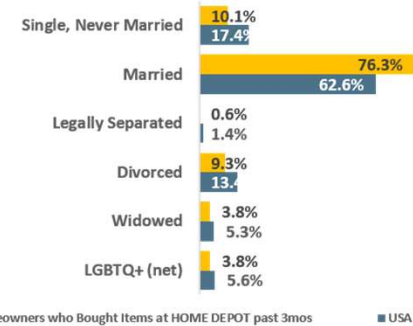
Education Levels: Adults 35 or older



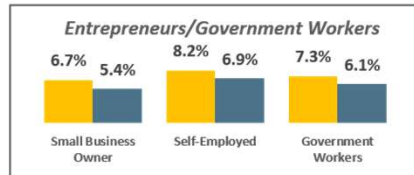
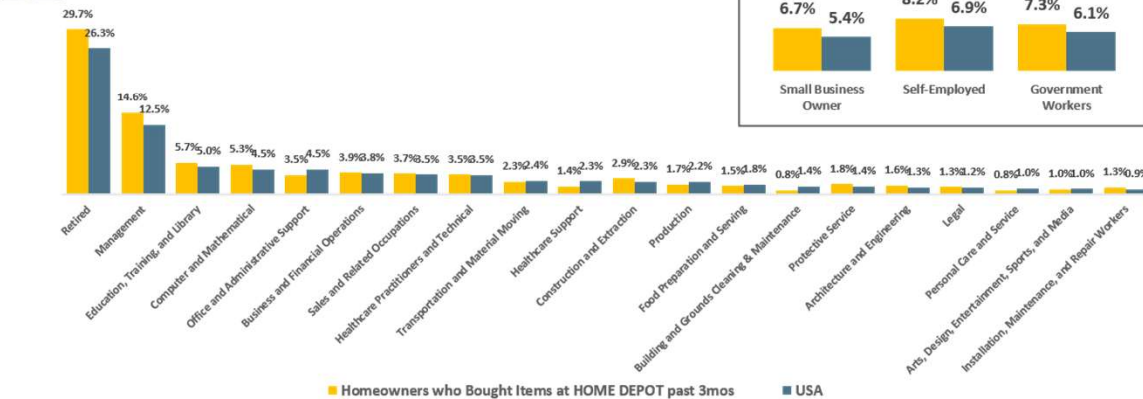
Employment: Adults 35 or older



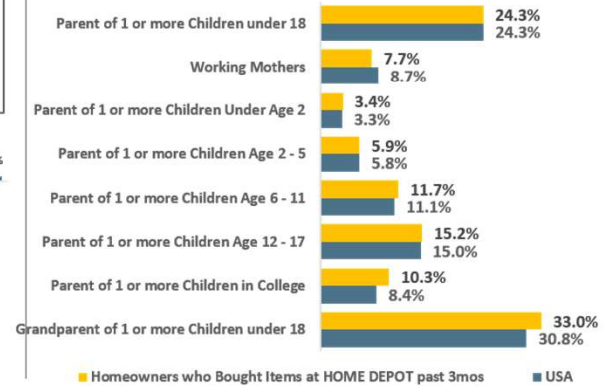
Marital Status: Adults 35 or older



Top-20 Occupations: Adults 35 or older



Stage in Life: Adults 35 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 7,812
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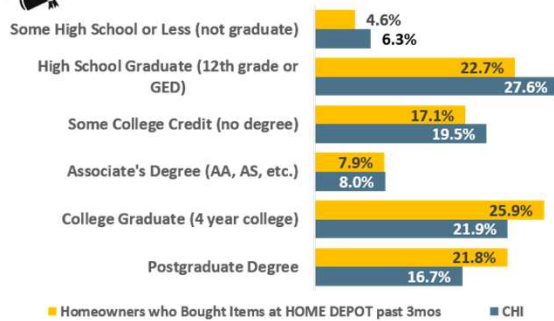
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



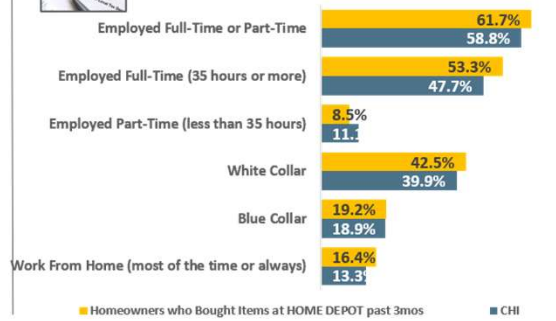
39.9% or 2,131,020 of CHI DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past 3mos. Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 23.8% more likely to be a college graduate, 11.7% more likely to work full-time, 30.0% more likely to be married, 6.6% more likely to be a grandparent of 1 or more children under 18



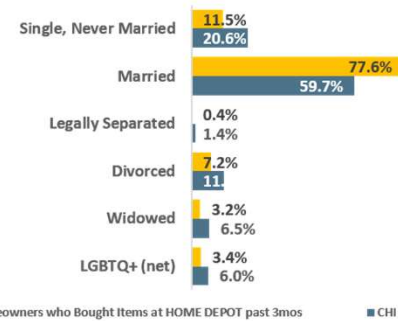
Education Levels: Adults 35 or older



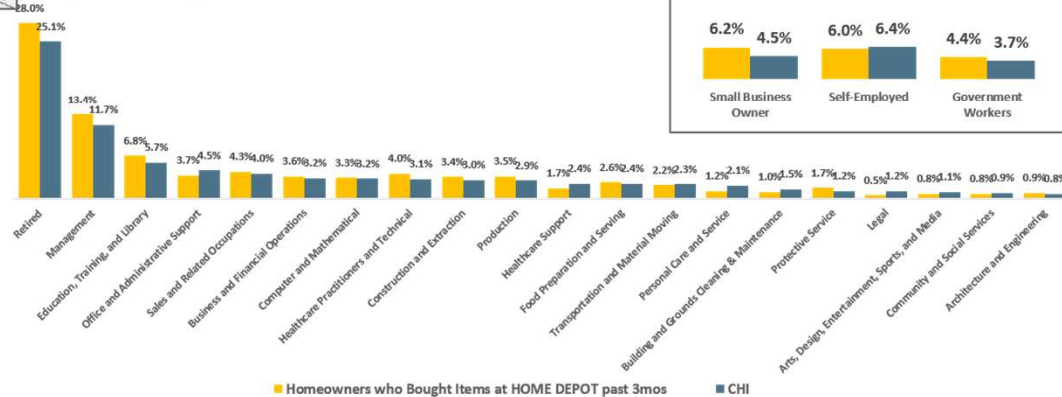
Employment: Adults 35 or older



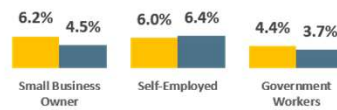
Marital Status: Adults 35 or older



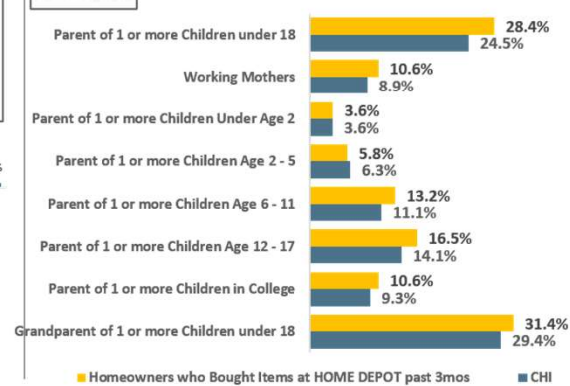
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older



CHI DMA Scarborough RI 2026; Feb25-Feb26 Qual Intab 1,148
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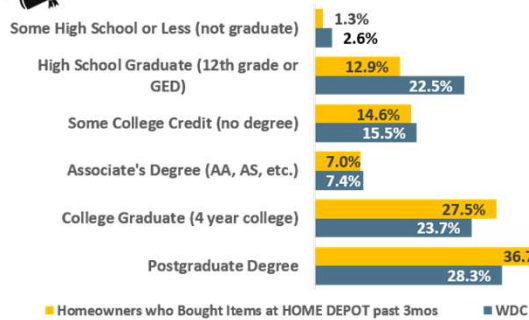
[[Own or rent residence (HHL): Own AND Major stores bought past 3 months: The Home Depot]]



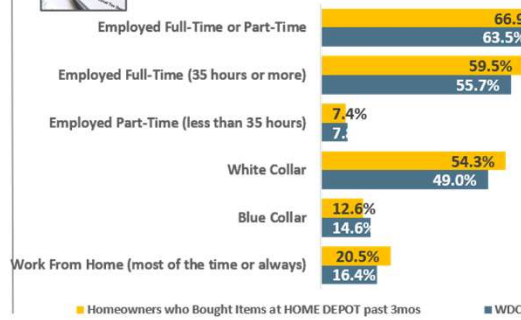
39.9% or 1,611,361 of WDC DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT... Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 23.5% more likely to be a college graduate, 6.7% more likely to work full-time, 17.1% more likely to be married, .8% less likely to be a grandparent of 1 or more children under 18.



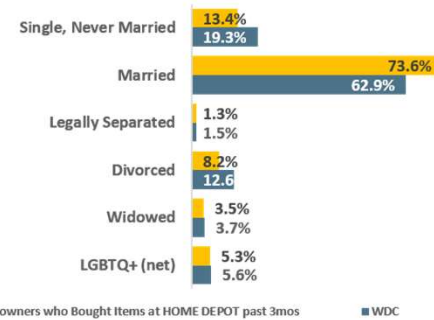
Education Levels: Adults 35 or older



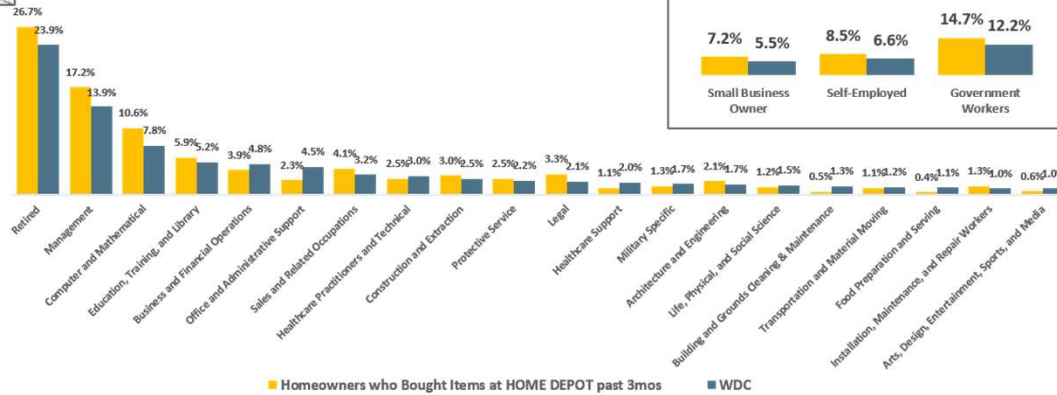
Employment: Adults 35 or older



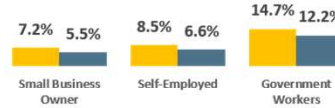
Marital Status: Adults 35 or older



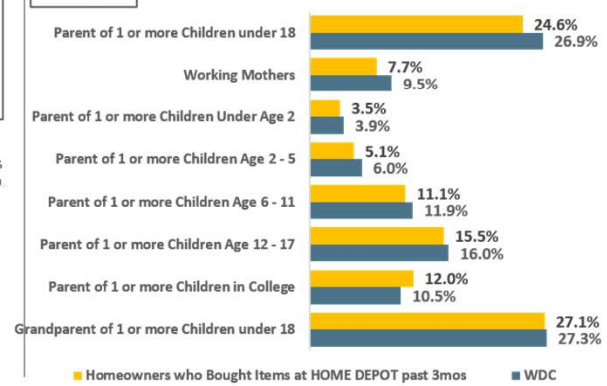
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

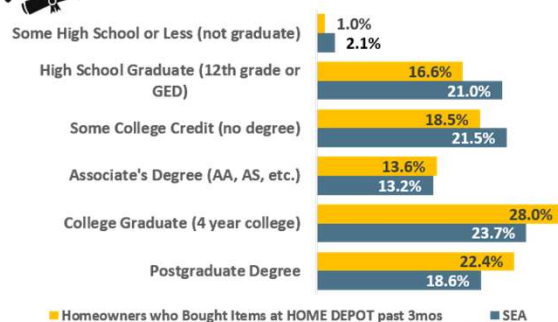




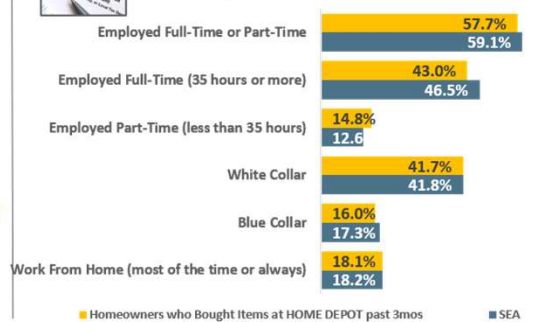
40.8% or 1,332,110 of SEA DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT... Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 19.1% more likely to be a college graduate, 7.6% less likely to work full-time, 21.9% more likely to be married, 19.2% more likely to be a grandparent of 1 or more children under 1



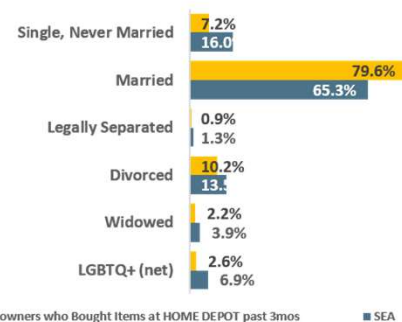
Education Levels: Adults 35 or older



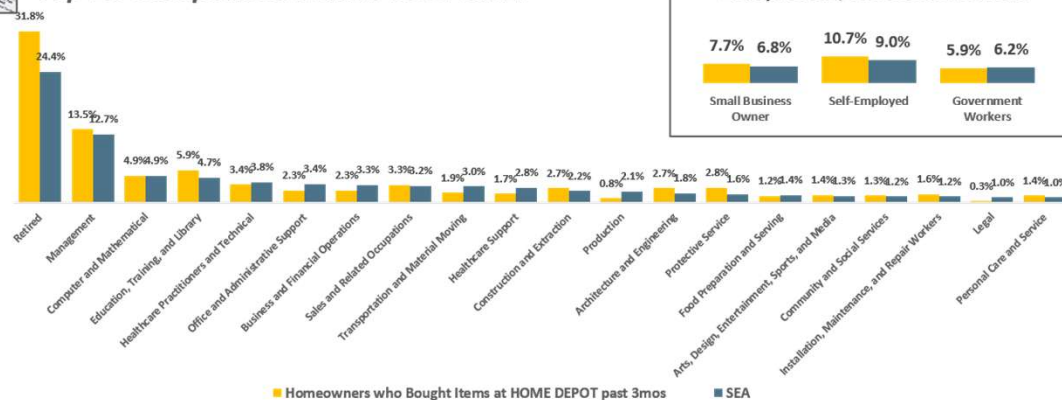
Employment: Adults 35 or older



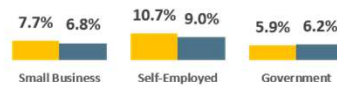
Marital Status: Adults 35 or older



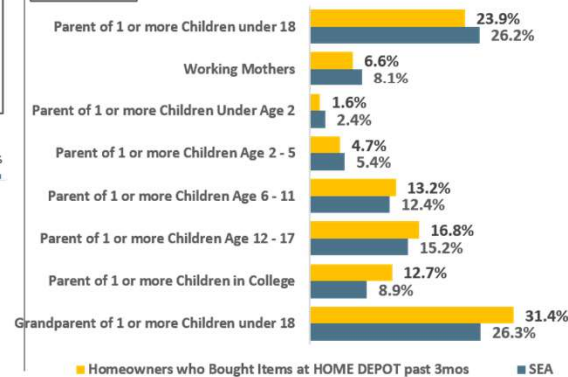
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,242
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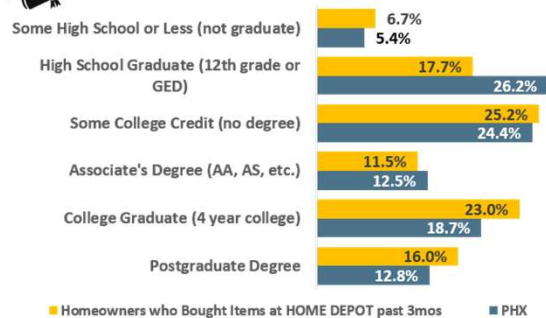
[[Own or rent residence (HHL): Own AND Major stores bought past 3 months: The Home Depot]]



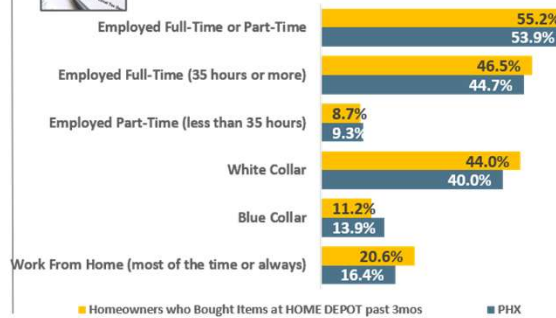
46.1% or 1,577,229 of PHX DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT... Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 24.1% more likely to be a college graduate, 4.% more likely to work full-time, 26.6% more likely to be married, 14.5% more likely to be a grandparent of 1 or more children under 18



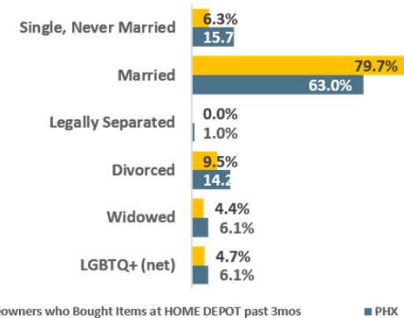
Education Levels: Adults 35 or older



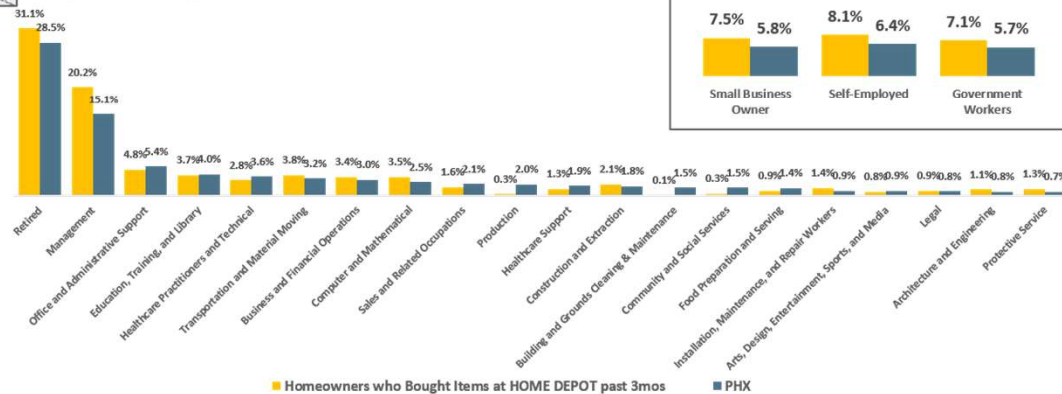
Employment: Adults 35 or older



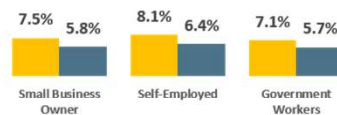
Marital Status: Adults 35 or older



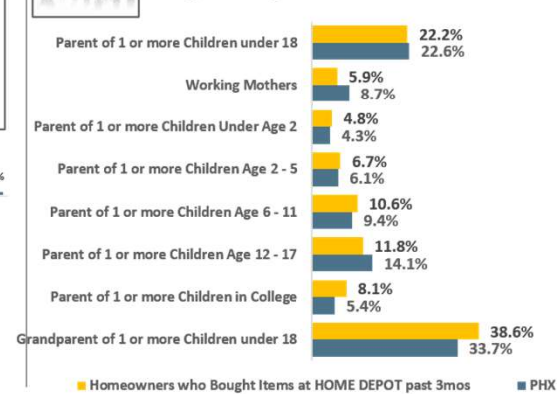
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



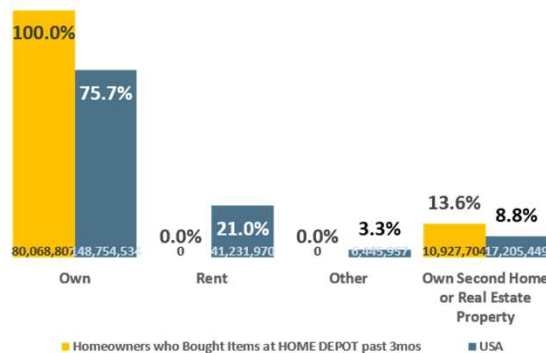
Stage in Life: Adults 35 or older



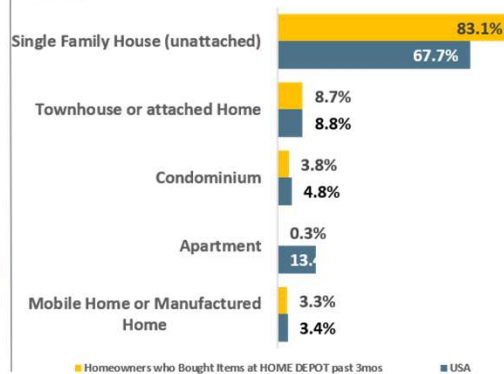


40.8% or 80,068,807 of USA DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past... Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 32.1% more likely to own their home, 8.8% more likely to own a higher valued home, 22.8% more likely to have a single-family home, 18.5% more likely to have a dog.

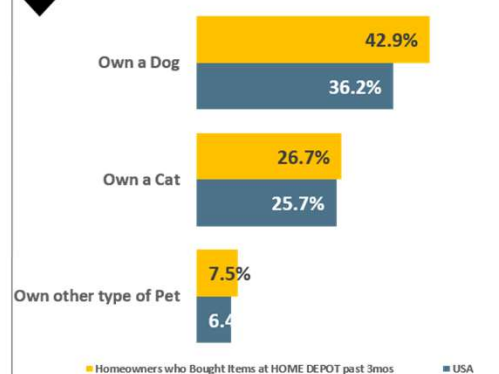
Own/Rent/Other: Adults 35 or older



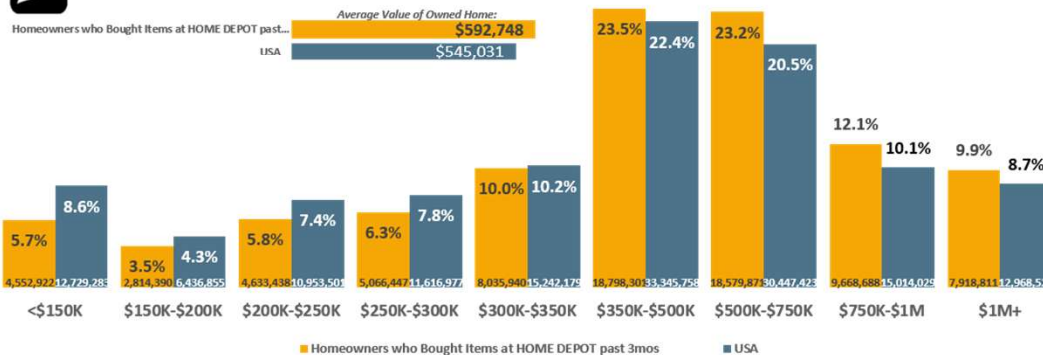
Type of Home: Adults 35 or older



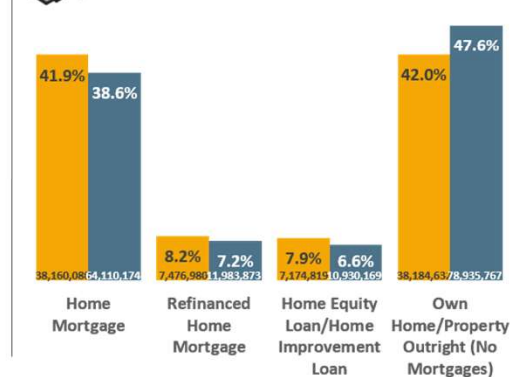
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

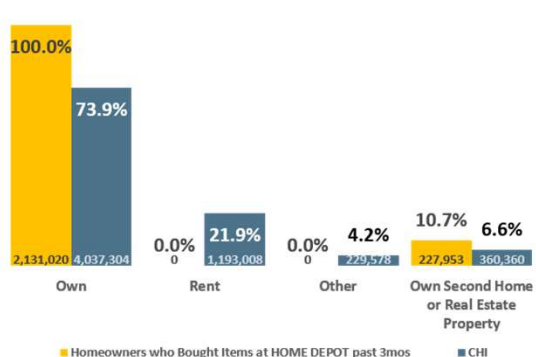




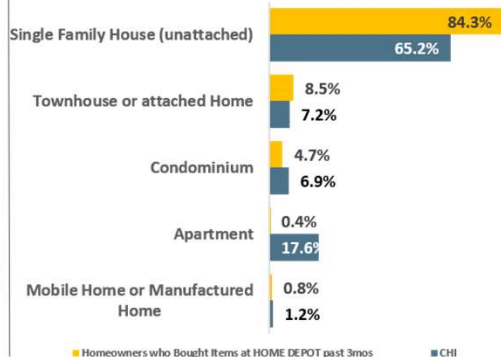
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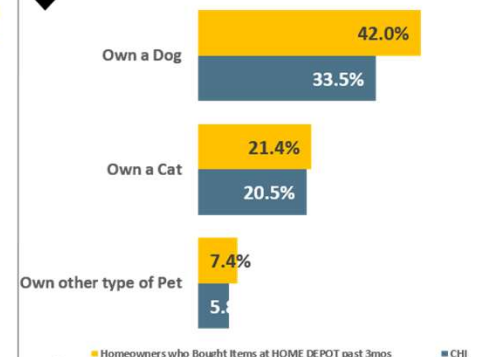
Own/Rent/Other: Adults 35 or older



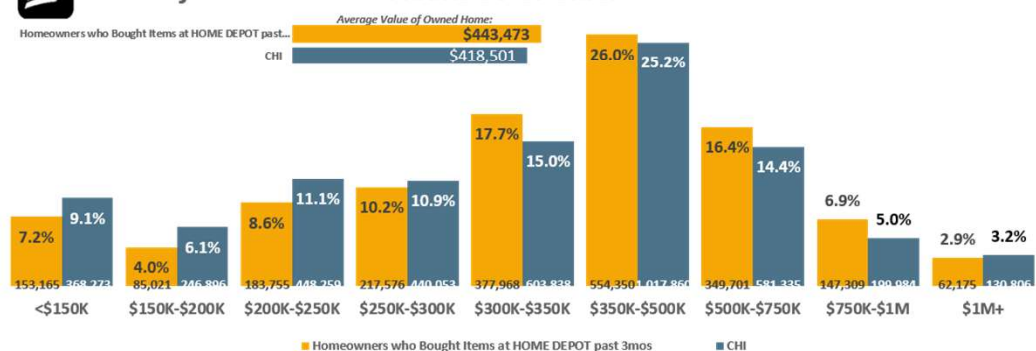
Type of Home: Adults 35 or older



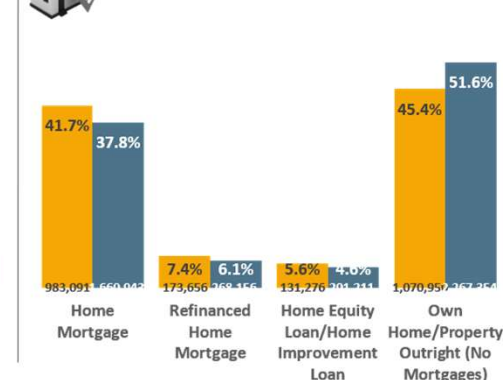
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

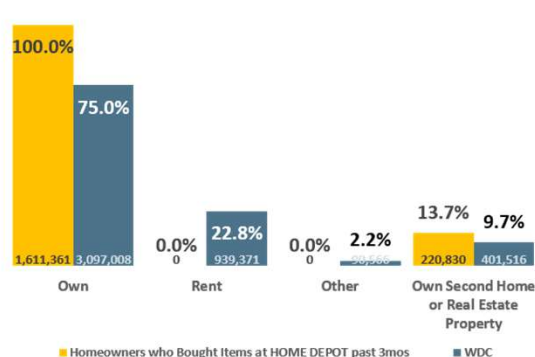




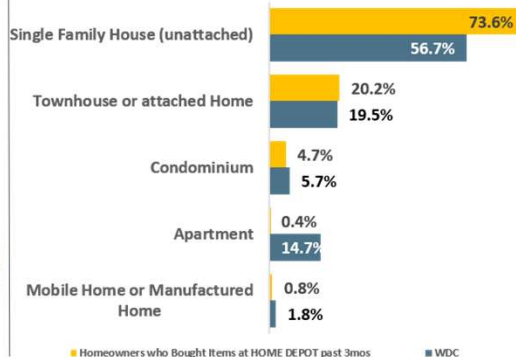
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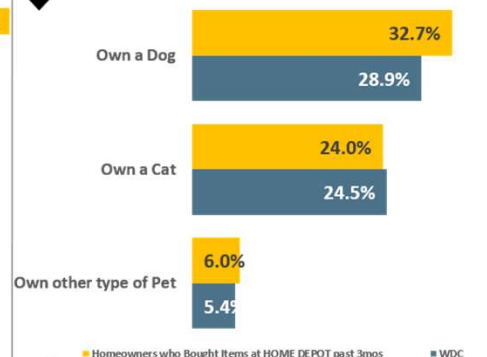
Own/Rent/Other: Adults 35 or older



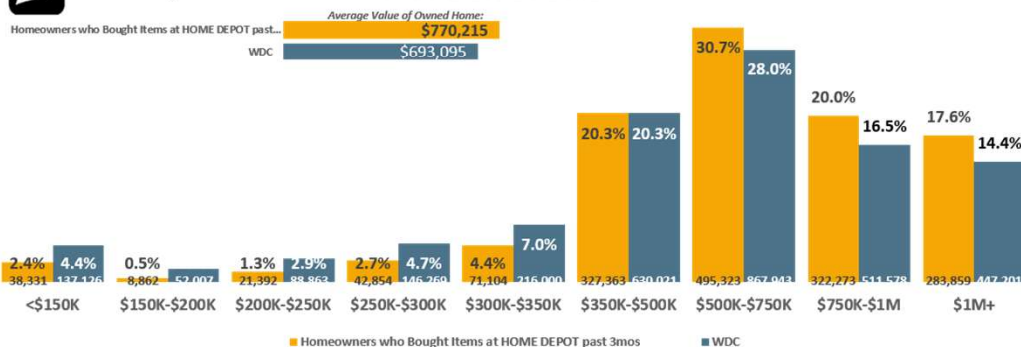
Type of Home: Adults 35 or older



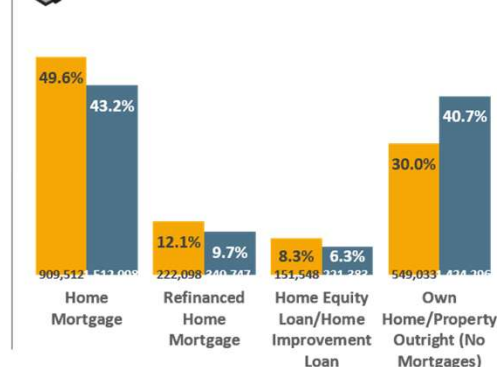
Pets in Home: Adults 35 or older

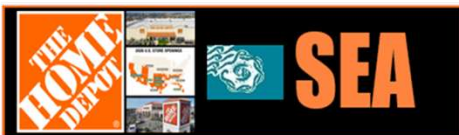


Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

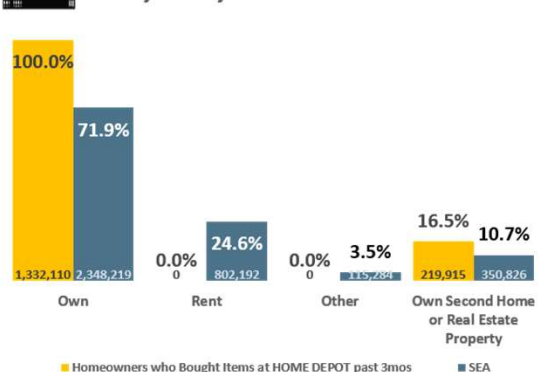




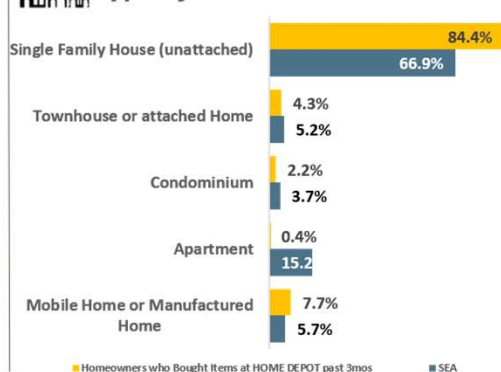
40.8% or 1,332,110 of SEA DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past...
 Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 39.1% more likely to own their home, 2.8% more likely to own a higher valued home, 26.2% more likely to have a single-family home, 16.% more likely to have a dog.



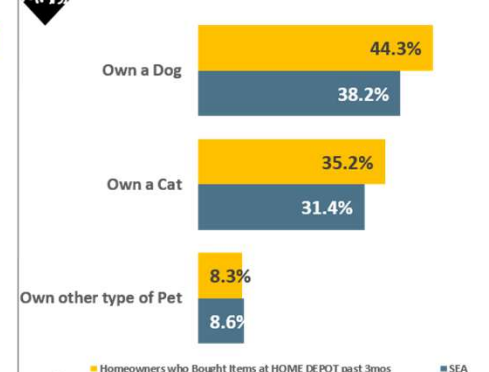
Own/Rent/Other: Adults 35 or older



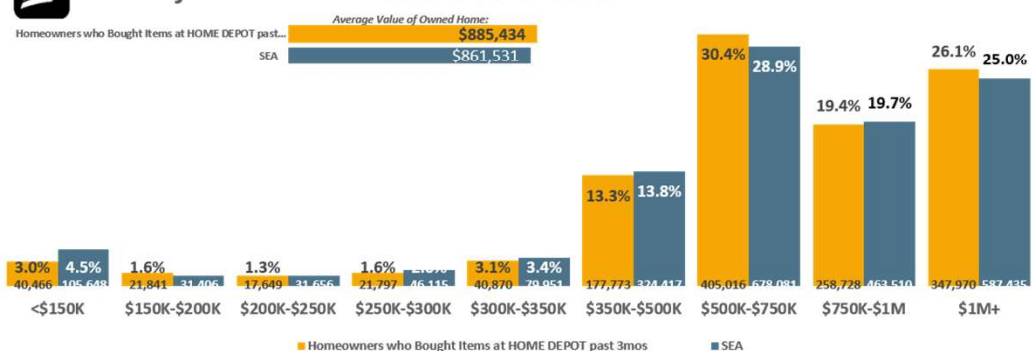
Type of Home: Adults 35 or older



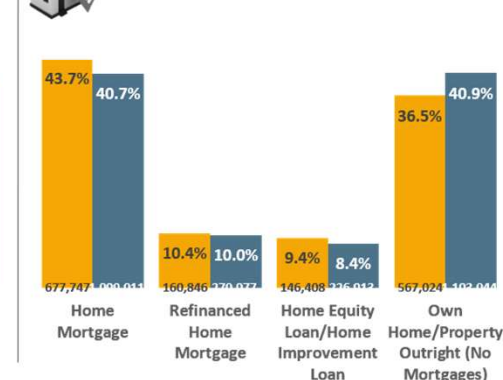
Pets in Home: Adults 35 or older

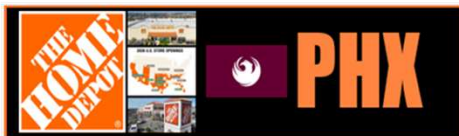


Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

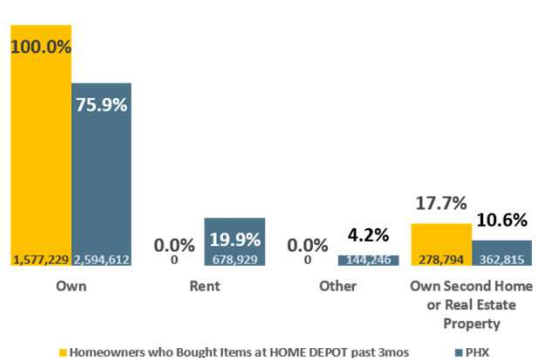




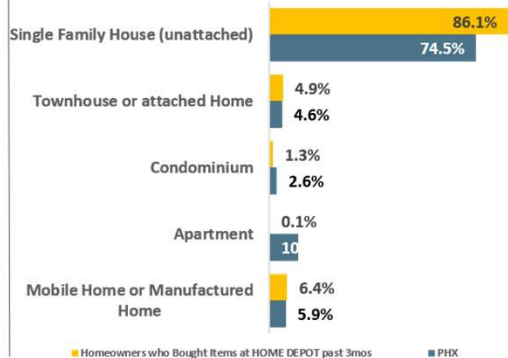
46.1% or 1,577,229 of PHX DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past...
 Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 31.7% more likely to own their home, 7.3% more likely to own a higher valued home, 15.7% more likely to have a single-family home, 22.7% more likely to have a dog.



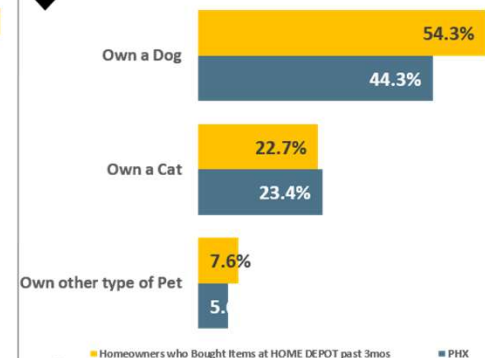
Own/Rent/Other: Adults 35 or older



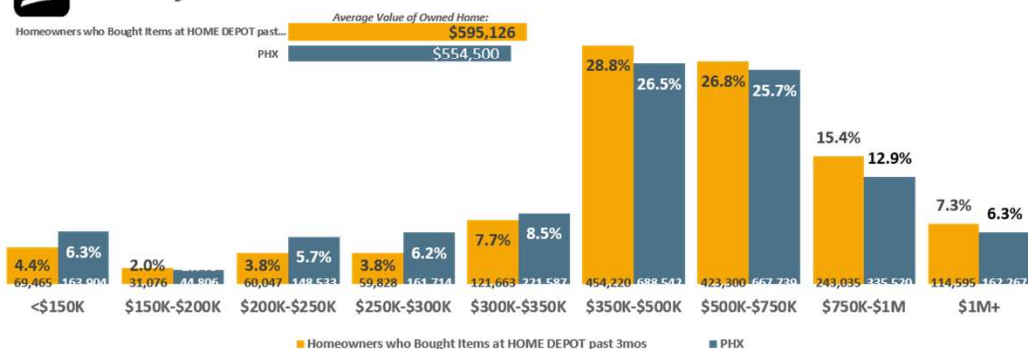
Type of Home: Adults 35 or older



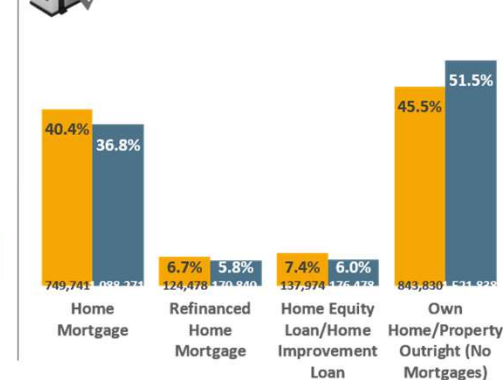
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

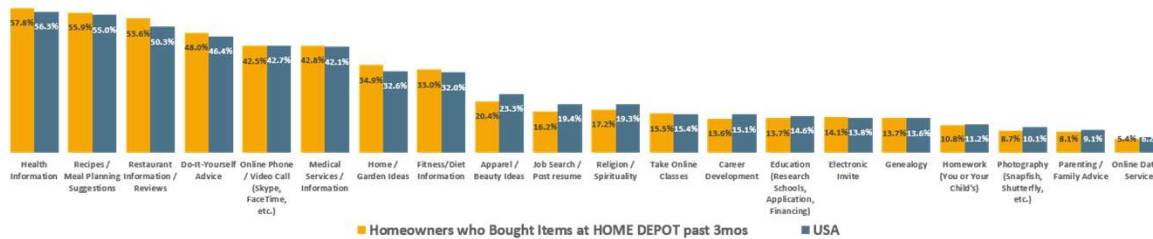




40.8% or 80,068,807 of USA DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT... Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 3.3% more likely to look up D-I-Y advice online, 12.4% more likely to always vote in local elections, 18.2% more likely to belong to a gym, 13.8% more likely to fly domestic past y

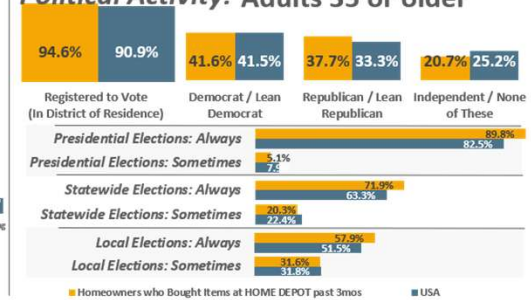


Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



■ Homeowners who Bought Items at HOME DEPOT past 3mos ■ USA

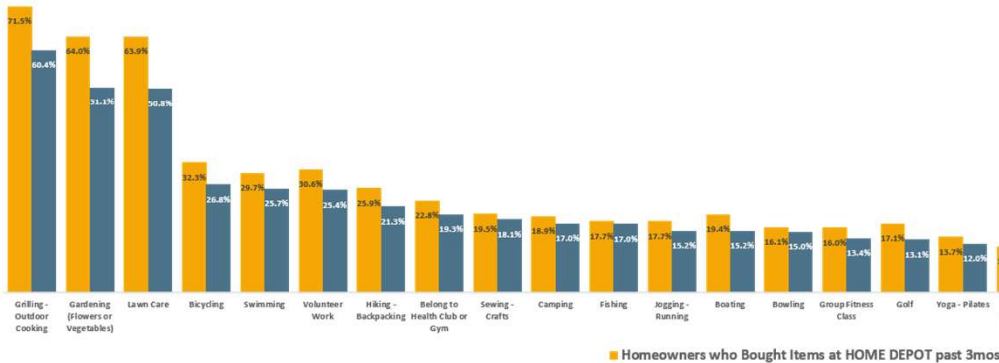
Political Activity: Adults 35 or older



■ Homeowners who Bought Items at HOME DEPOT past 3mos ■ USA



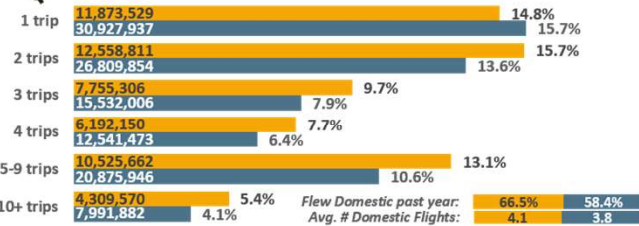
Top-30 past 12-months Active Lifestyle Activites: Adults 35 or older



■ Homeowners who Bought Items at HOME DEPOT past 3mos ■ USA



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

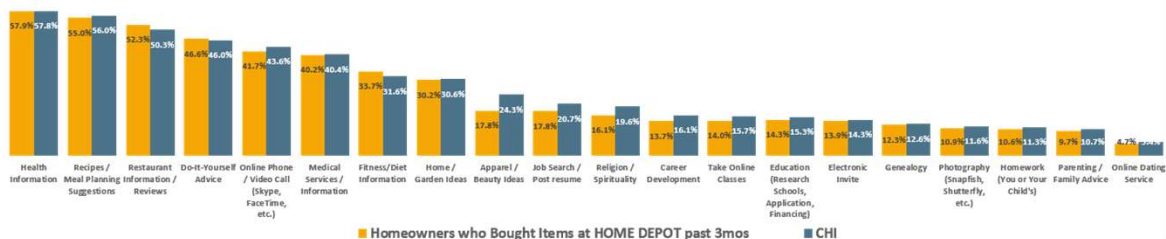




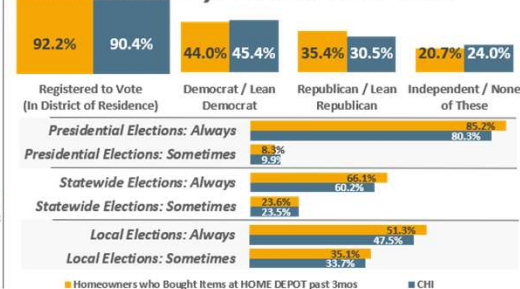
39.% or 2,131,020 of CHI DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past... Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 1.4% more likely to look up D-I-Y advice online, 8.% more likely to always vote in local elections, 13.8% more likely to belong to a gym, 12.2% more likely to fly domestic past yr.



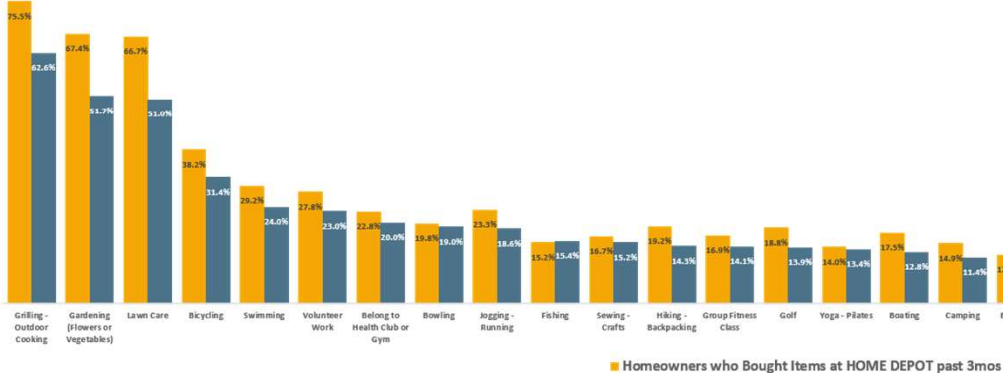
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



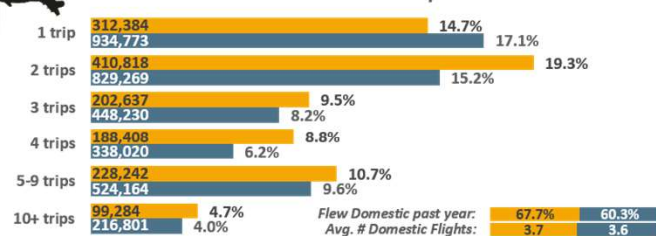
Political Activity: Adults 35 or older



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



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



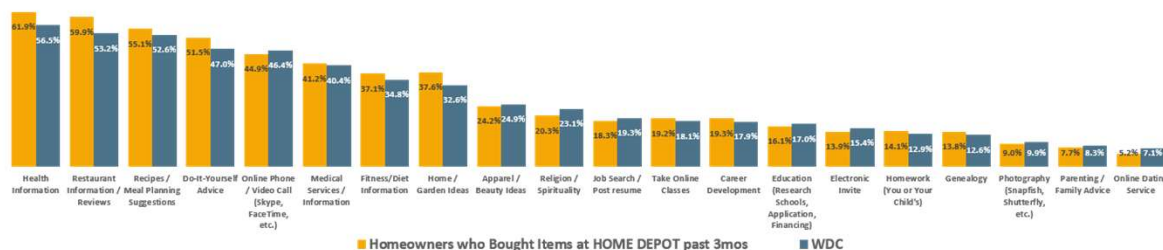
Flew Domestic past year: 67.7% vs 60.3%
Avg. # Domestic Flights: 3.7 vs 3.6



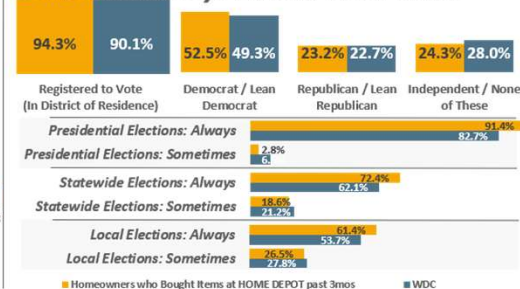
39.% or 1,611,361 of WDC DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past... Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 9.6% more likely to look up D-I-Y advice online, 14.3% more likely to always vote in local elections, 28.% more likely to belong to a gym, 15.6% more likely to fly domestic past yr



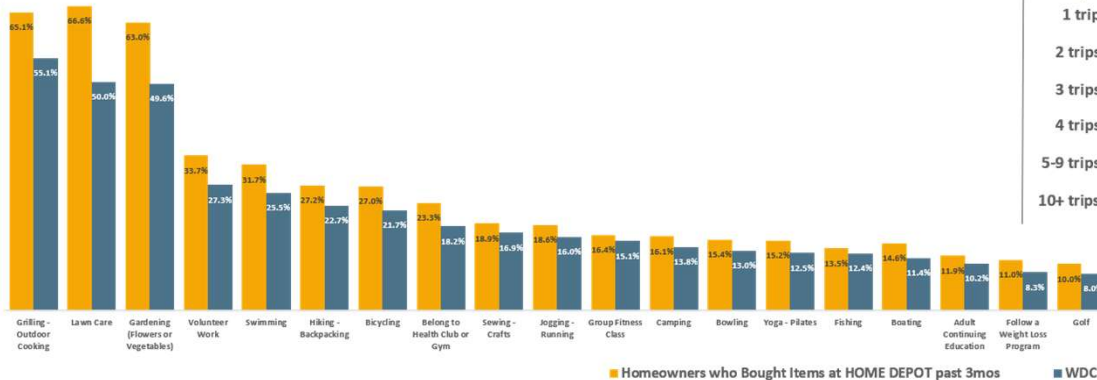
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



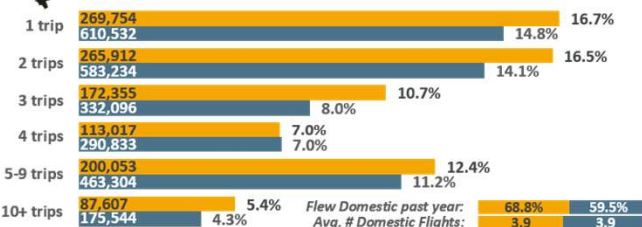
Political Activity: Adults 35 or older



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



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

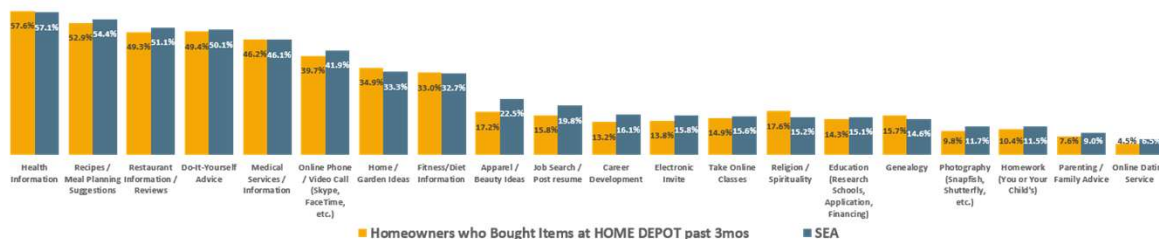




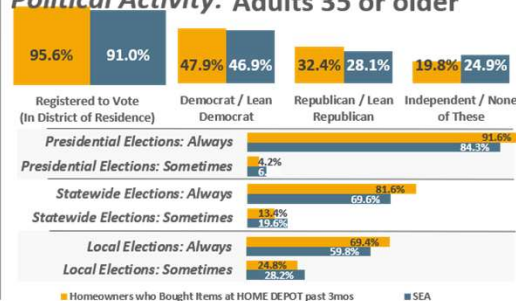
40.8% or 1,332,110 of SEA DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past... Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 1.4% less likely to look up D-I-Y advice online, 16.1% more likely to always vote in local elections, 10.5% more likely to belong to a gym, 8.7% more likely to fly domestic past yr



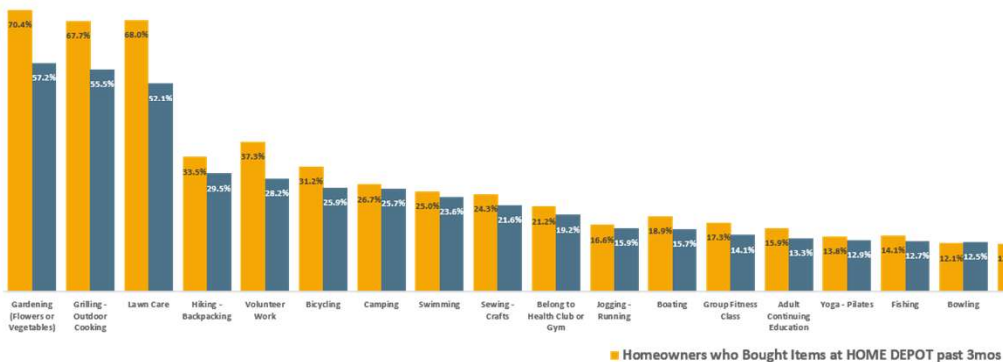
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



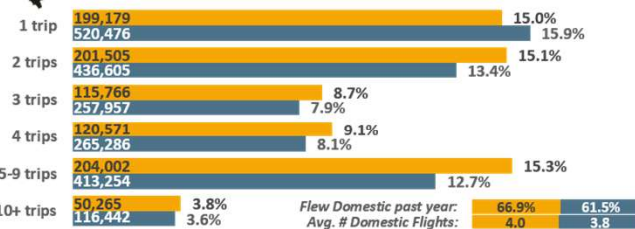
Political Activity: Adults 35 or older



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



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



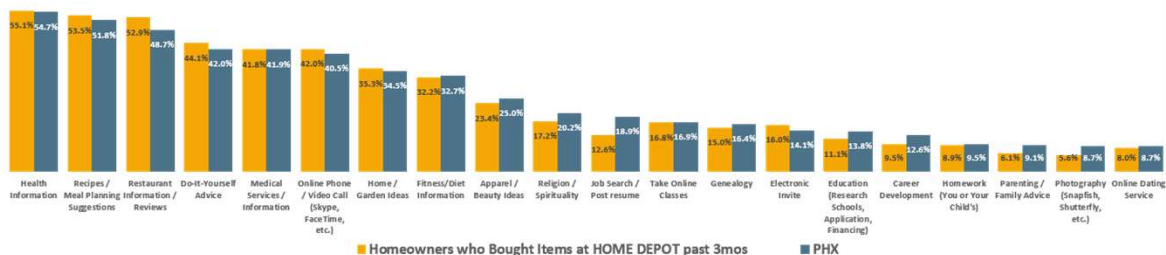
Flew Domestic past year: 66.9%
Avg. # Domestic Flights: 4.0



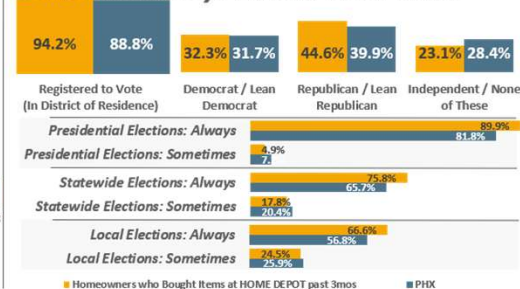
46.1% or 1,577,229 of PHX DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past... Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 5.% more likely to look up D-I-Y advice online, 17.4% more likely to always vote in local elections, 15.1% more likely to belong to a gym, 11.5% more likely to fly domestic past yr



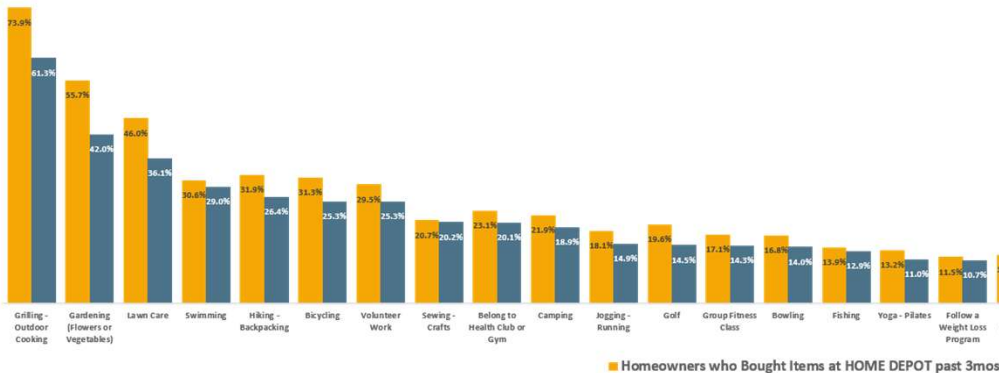
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



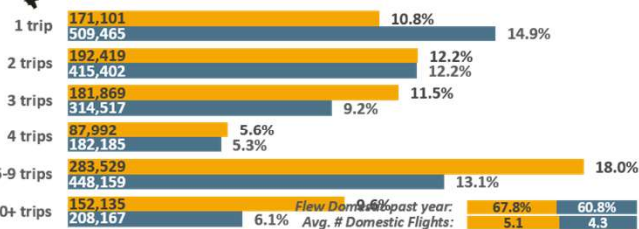
Political Activity: Adults 35 or older



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



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

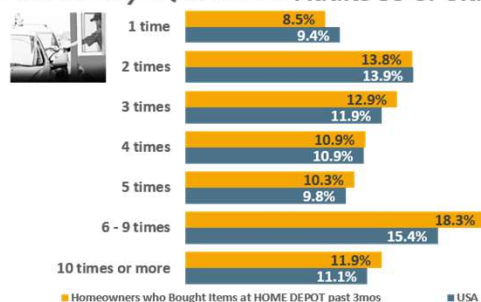


Flew Domestic past year: 67.8% vs 60.8%
Avg. # Domestic Flights: 5.1 vs 4.3



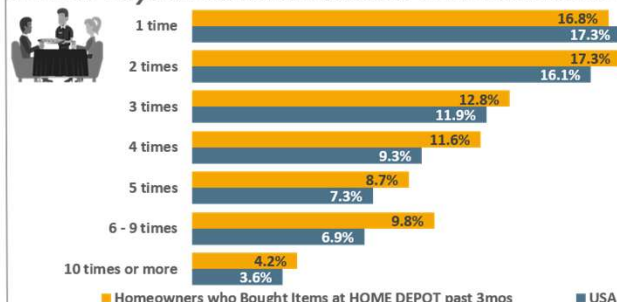
40.8% or 80,068,807 of USA DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past... Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 5.4% more likely to use QSRs past mo., 12.3% more likely to use Sit-Down Restaurants past mo., .1% more likely to use Casinos past yr., 35.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



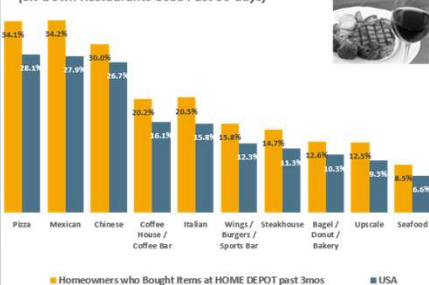
Total Monthly QSR Users:	86.7%	82.3%
Avg. Monthly QSR Meals:	5.6	5.4
	69,445,399	161,710,087

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



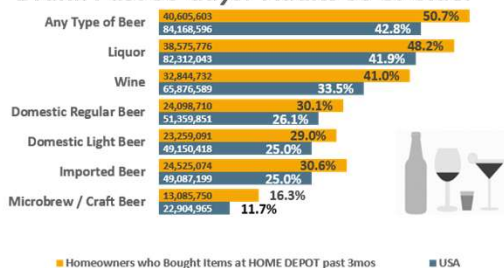
Total Monthly Sit-Down Restaurant Users:	81.2%	72.3%
Avg. Monthly Sit-Down Restaurant Meals:	3.9	3.7
	65,030,548	142,089,686

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

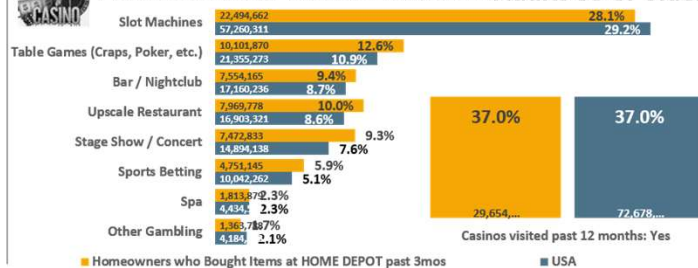


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	14.8%
Homeowners who Bought Items at HOME DEPOT past...	11,879,902
USA	30,567,661

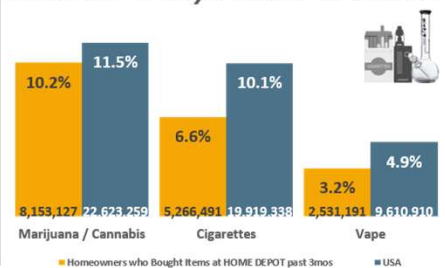
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



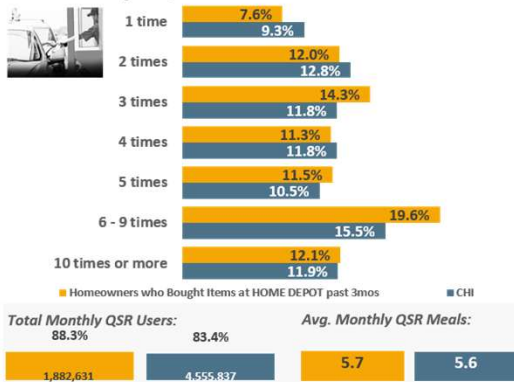
Used Past 30-days: Adults 35 or older



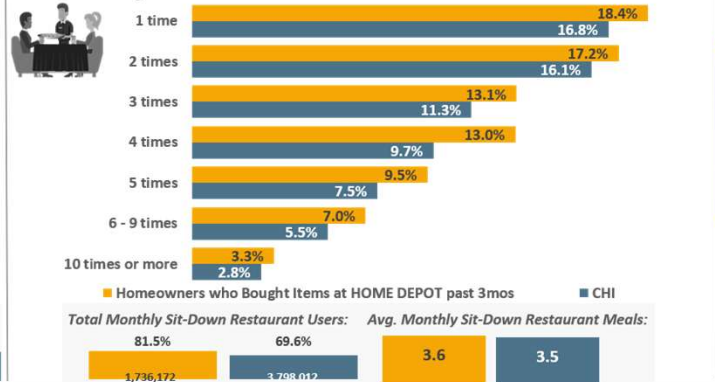


39.9% or 2,131,020 of CHI DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past 3mos. Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 5.9% more likely to use QSRs past mo., 17.1% more likely to use Sit-Down Restaurants past mo., 2.6% less likely to use Casinos past yr., 32.9% less likely to smoke cigarettes.

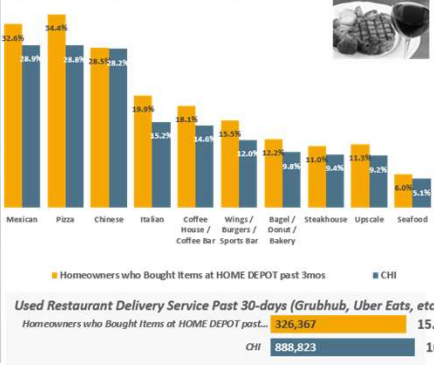
Past 30-days QSR Users: Adults 35 or older



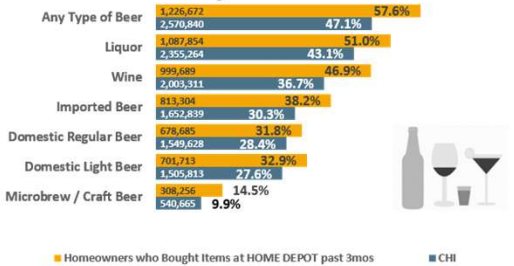
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



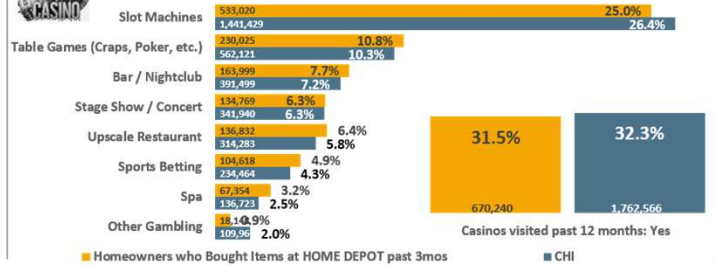
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



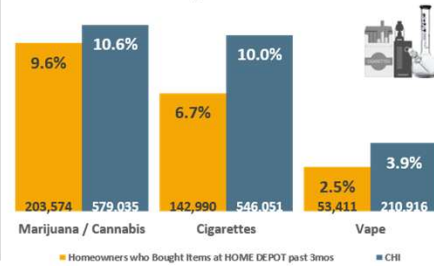
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



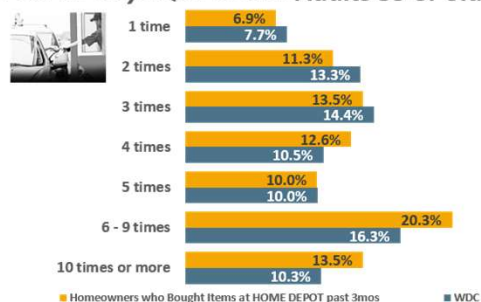
Used Past 30-days: Adults 35 or older





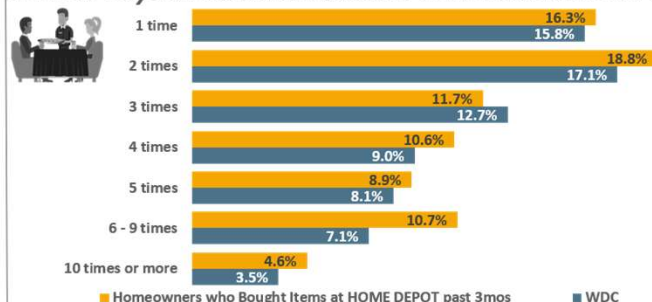
39.9% or 1,611,361 of WDC DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past 3mos. Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 6.6% more likely to use QSRs past mo., 11.1% more likely to use Sit-Down Restaurants past mo., 2.7% more likely to use Casinos past yr., 33.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



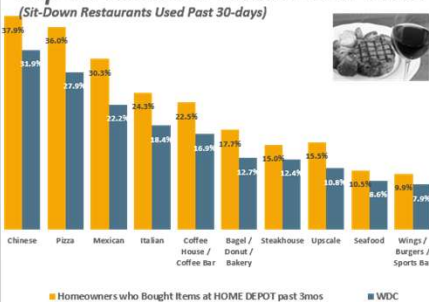
Total Monthly QSR Users: 88.2% (Homeowners) vs 82.7% (WDC)
Avg. Monthly QSR Meals: 6.0 (Homeowners) vs 5.4 (WDC)

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



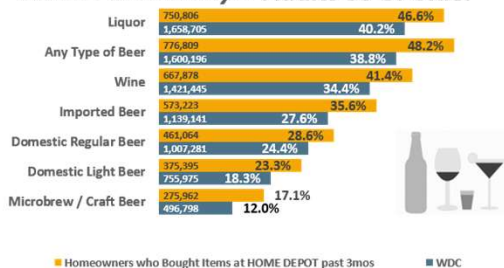
Total Monthly Sit-Down Restaurant Users: 81.5% (Homeowners) vs 73.4% (WDC)
Avg. Monthly Sit-Down Restaurant Meals: 4.0 (Homeowners) vs 3.7 (WDC)

Top-10 Cuisines: Adults 35 or older

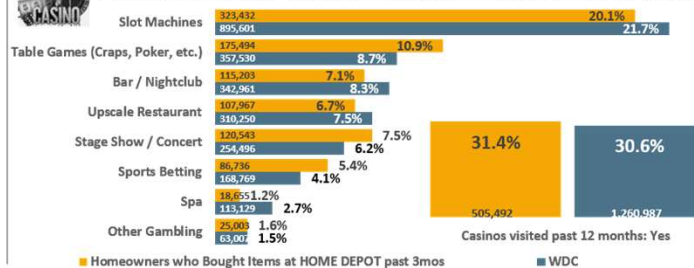


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.): 338,688 (Homeowners) vs 880,640 (WDC)
Homeowners who Bought Items at HOME DEPOT past 3mos: 21.0% vs 21.3% (WDC)

Drank Past 30-days: Adults 35 or older

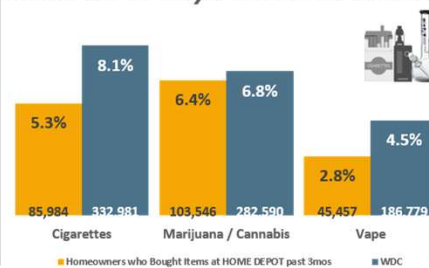


Past 12 months Casino Activities: Adults 35 or older



Casinos visited past 12 months: Yes
 505,492 (Homeowners) vs 1,760,687 (WDC)
 31.4% (Homeowners) vs 30.6% (WDC)

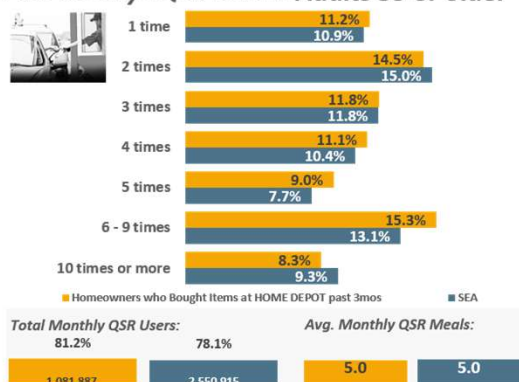
Used Past 30-days: Adults 35 or older



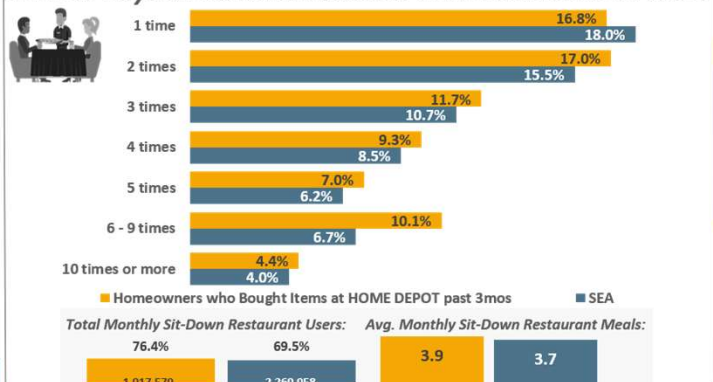


40.8% or 1,332,110 of SEA DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past 3mos. Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 4.4% more likely to use QSRs past mo., 9.9% more likely to use Sit-Down Restaurants past mo., 9.1% less likely to use Casinos past yr., 24.9% less likely to smoke cigarettes.

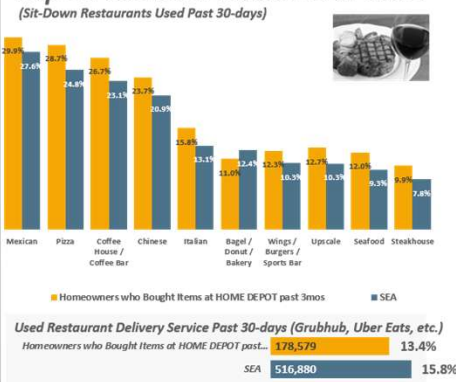
Past 30-days QSR Users: Adults 35 or older



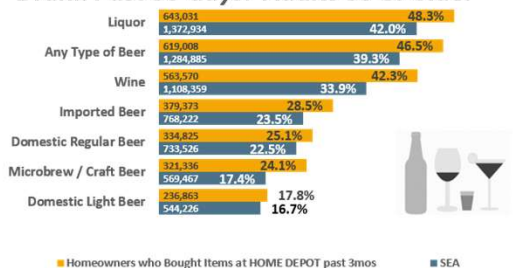
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



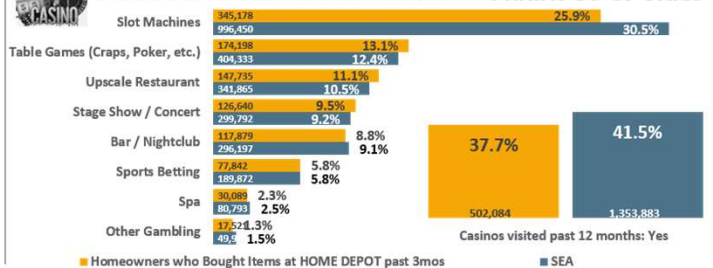
Top-10 Cuisines: Adults 35 or older



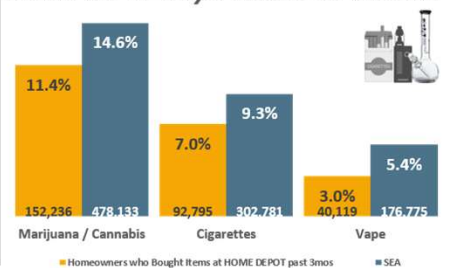
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



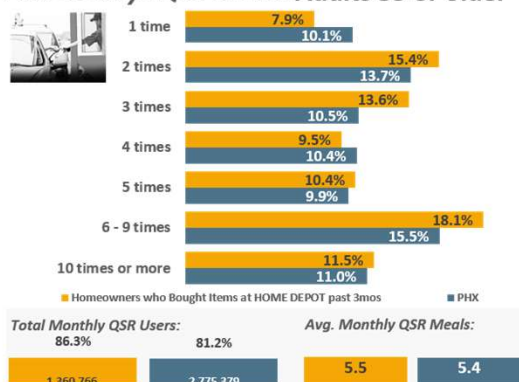
Used Past 30-days: Adults 35 or older



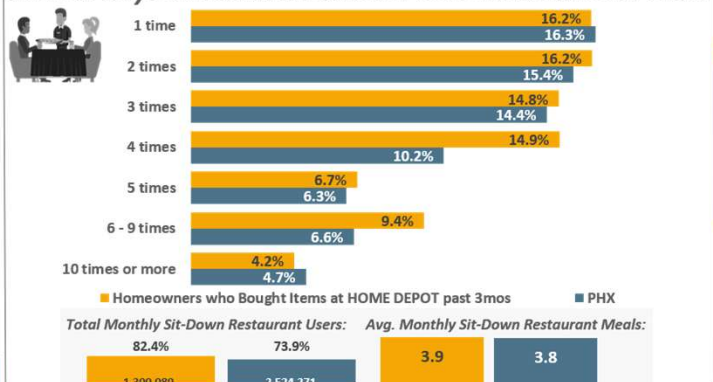


46.1% or 1,577,229 of PHX DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past 3mos. Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 6.2% more likely to use QSRs past mo., 11.6% more likely to use Sit-Down Restaurants past mo., 4.2% more likely to use Casinos past yr., 44.1% less likely to smoke cigarettes.

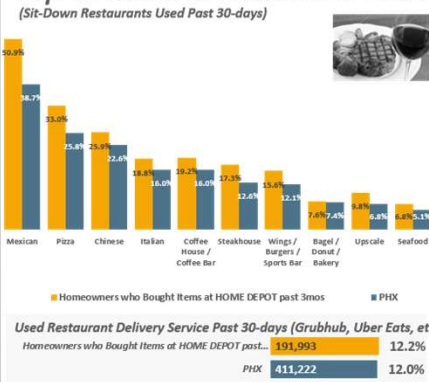
Past 30-days QSR Users: Adults 35 or older



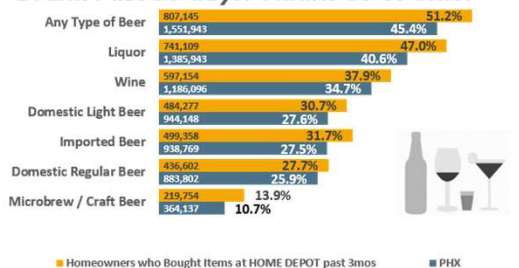
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



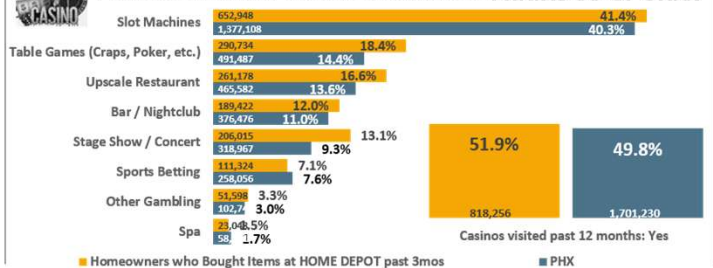
Top-10 Cuisines: Adults 35 or older



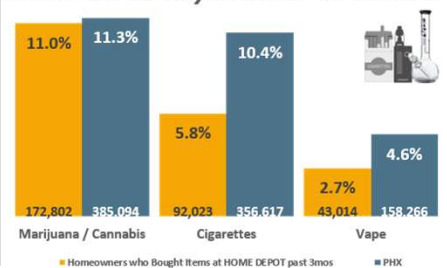
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older





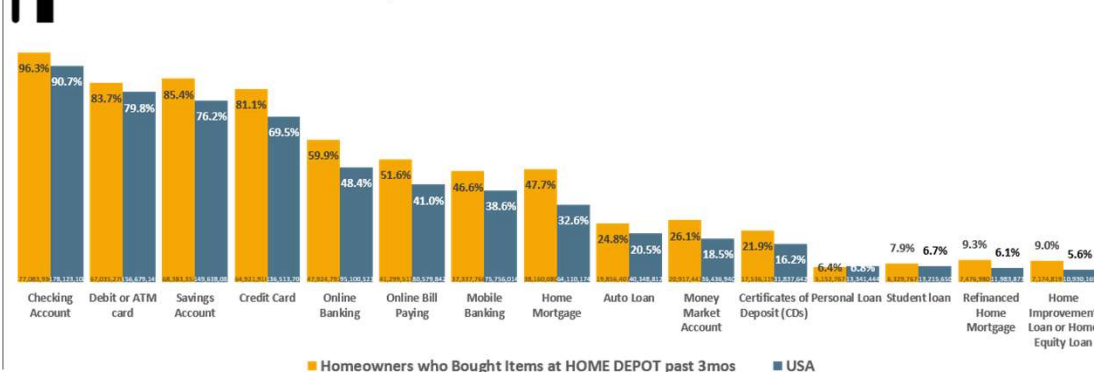
40.8% or 80,068,807 of USA DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT... Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 19.6% more likely to have a 401K, 20.7% more likely to have an Auto Loan, 37.7% more likely to Invest/Trade Stocks Online, 5.8% less likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



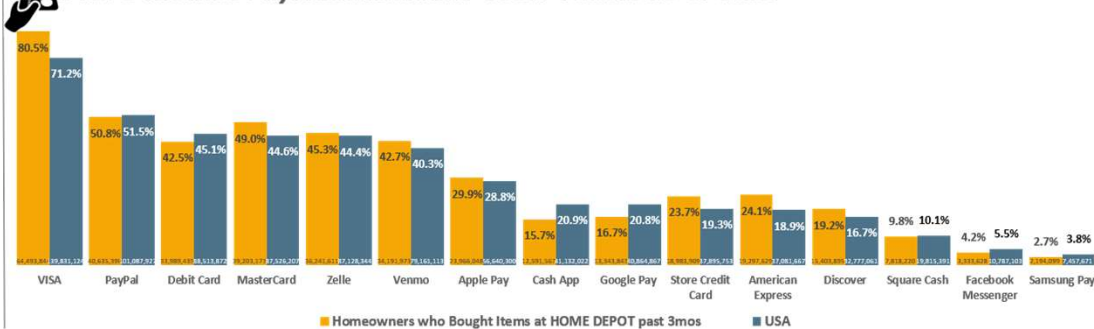
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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





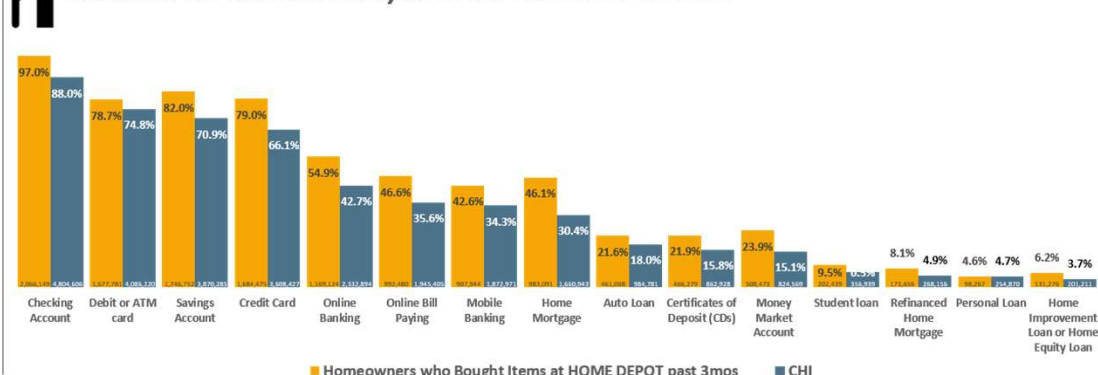
39.9% or 2,131,020 of CHI DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past...
Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 26.1% more likely to have a 401K, 20.2% more likely to have an Auto Loan, 34.9% more likely to Invest/Trade Stocks Online, 9.6% less likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



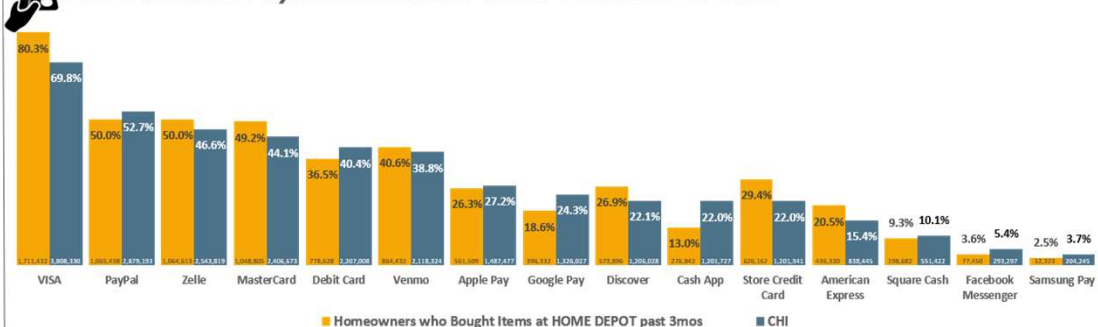
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

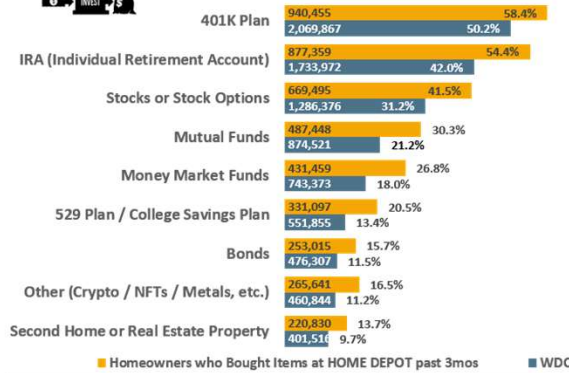




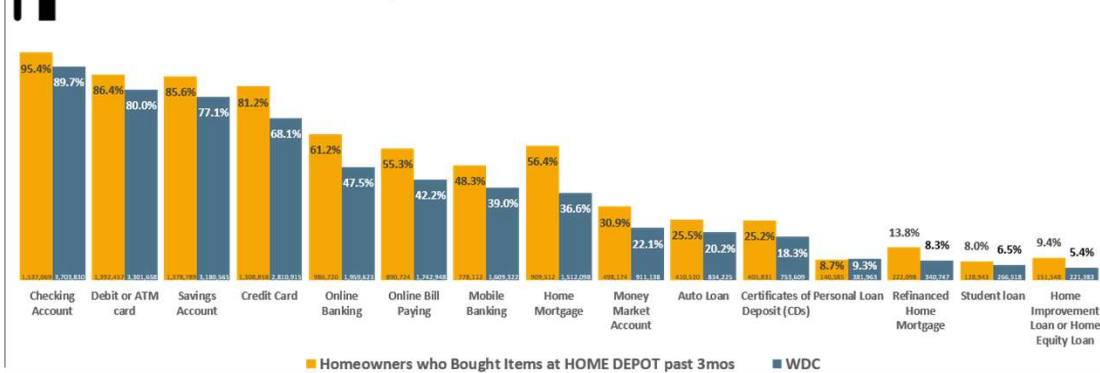
39.% or 1,611,361 of WDC DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past 3mos
 Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 16.4% more likely to have a 401K, 26.% more likely to have an Auto Loan, 38.8% more likely to Invest/Trade Stocks Online, 4.9% less likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



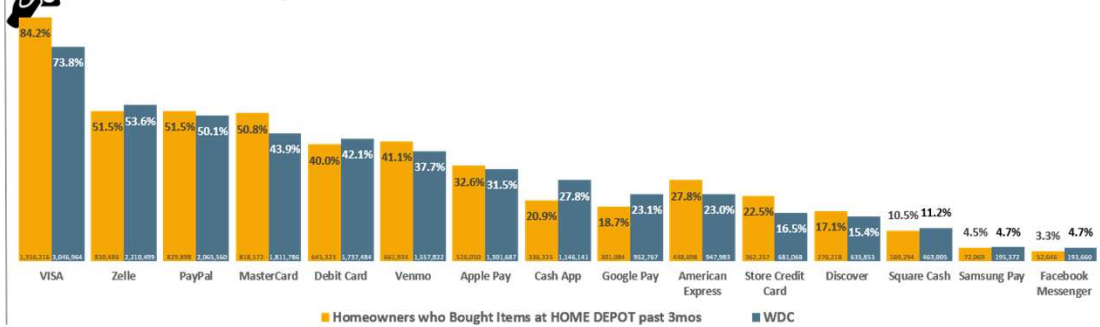
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,716
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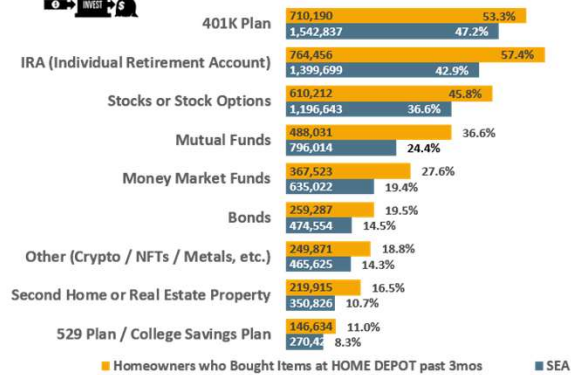
[[Own or rent residence (HHL): Own AND Major stores bought past 3 months: The Home Depot]]



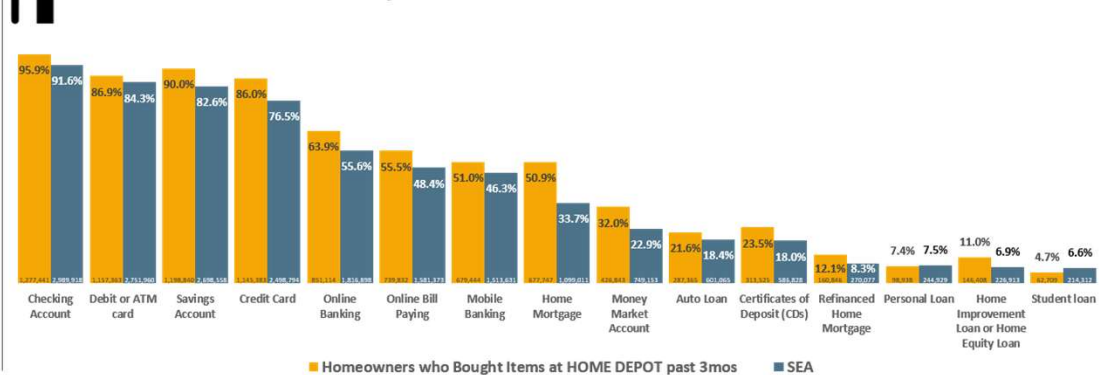
40.8% or 1,332,110 of SEA DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past 3mos. Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 12.8% more likely to have a 401K, 17.2% more likely to have an Auto Loan, 23.8% more likely to Invest/Trade Stocks Online, 1.4% less likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



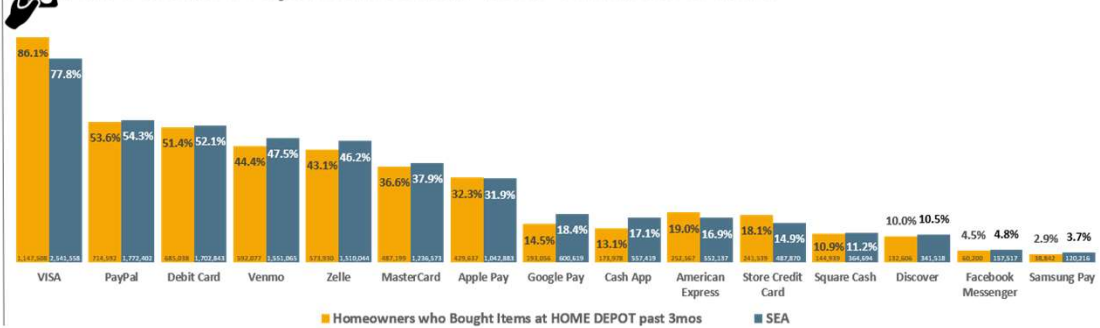
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

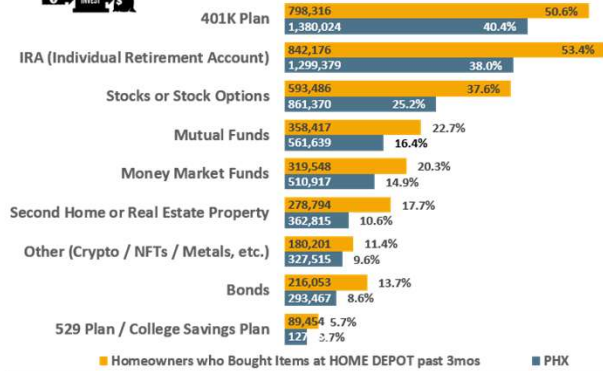




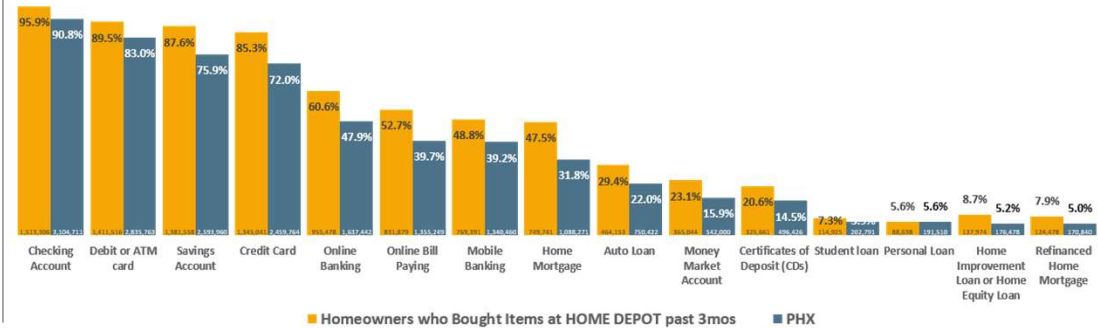
46.1% or 1,577,229 of PHX DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past... Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 25.4% more likely to have a 401K, 34.% more likely to have an Auto Loan, 55.% more likely to Invest/Trade Stocks Online, 2.% less likely to pay with their Debit Card.



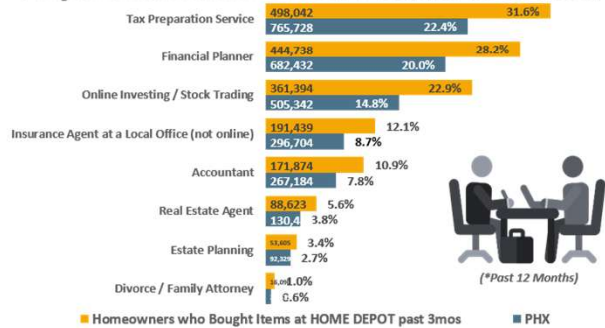
Investments Owned: Adults 35 or older



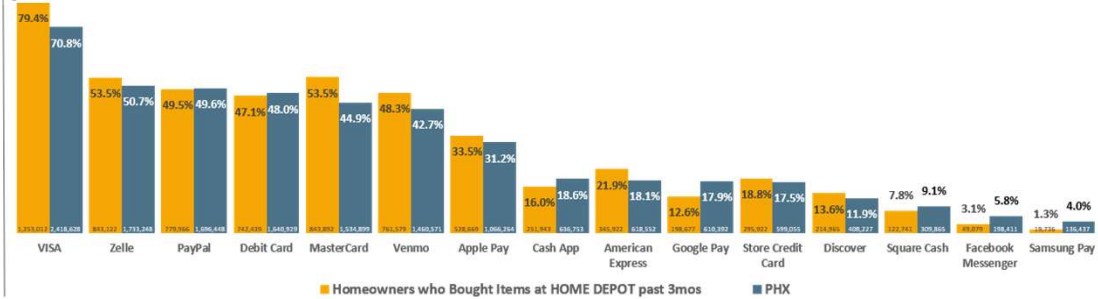
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



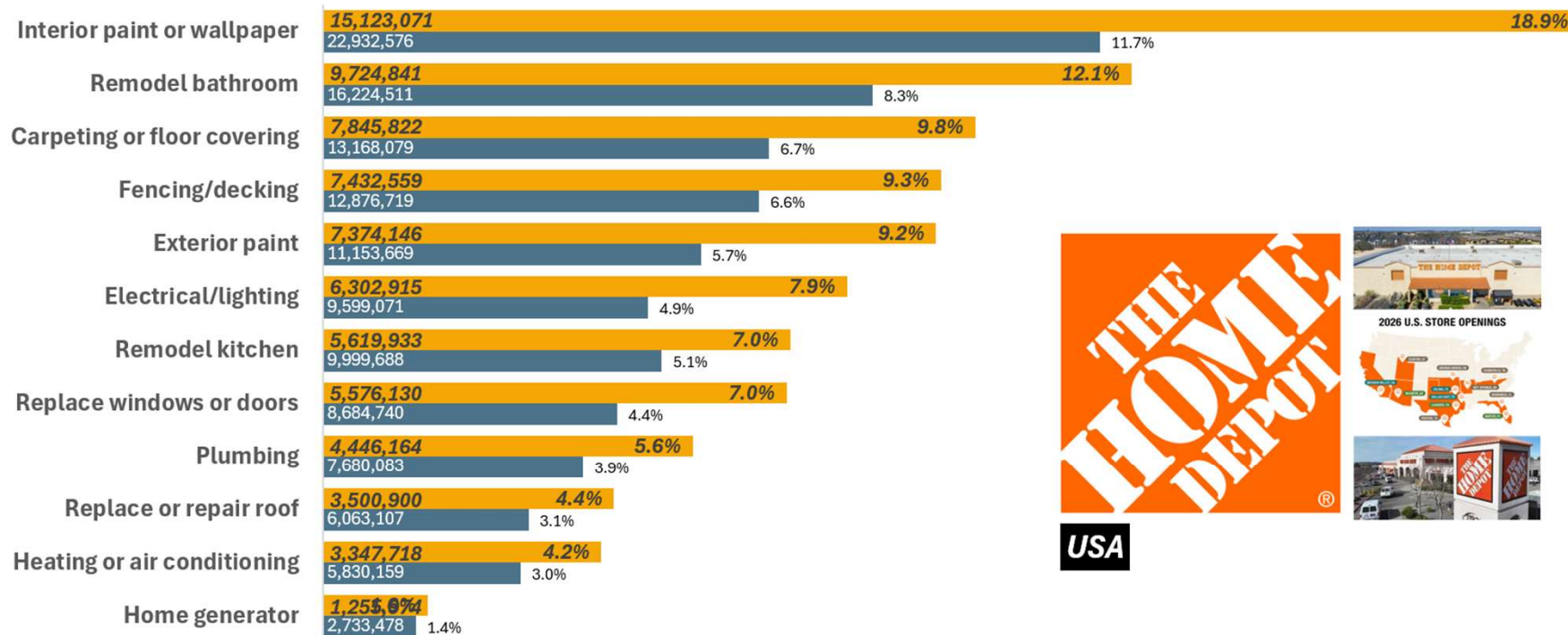
Past 3-Months Payment Methods Used: Adults 35 or older





"Home Improvements Planned"

P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months
(Home Improvements Planned next 12 months)



■ P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months (Home Improvements Planned next 12 months)

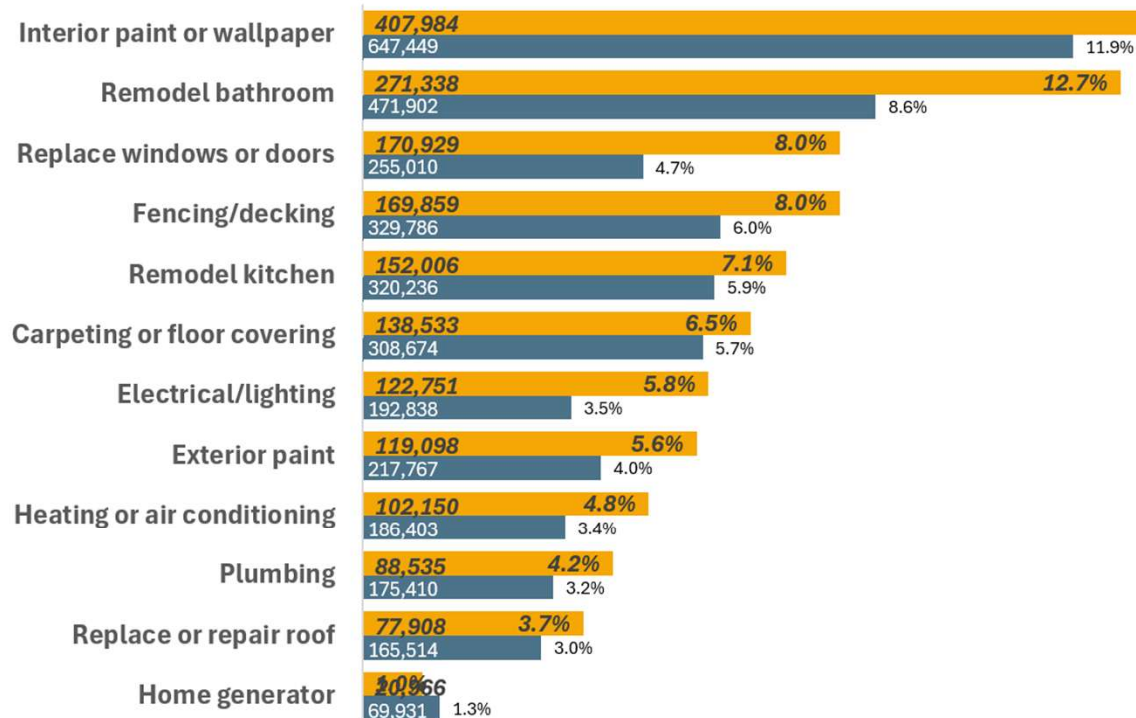
■ P35+ USA (Home Improvements Planned next 12 months)





"Home Improvements Planned"

P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months
(Home Improvements Planned next 12 months)



■ P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months (Home Improvements Planned next 12 months)

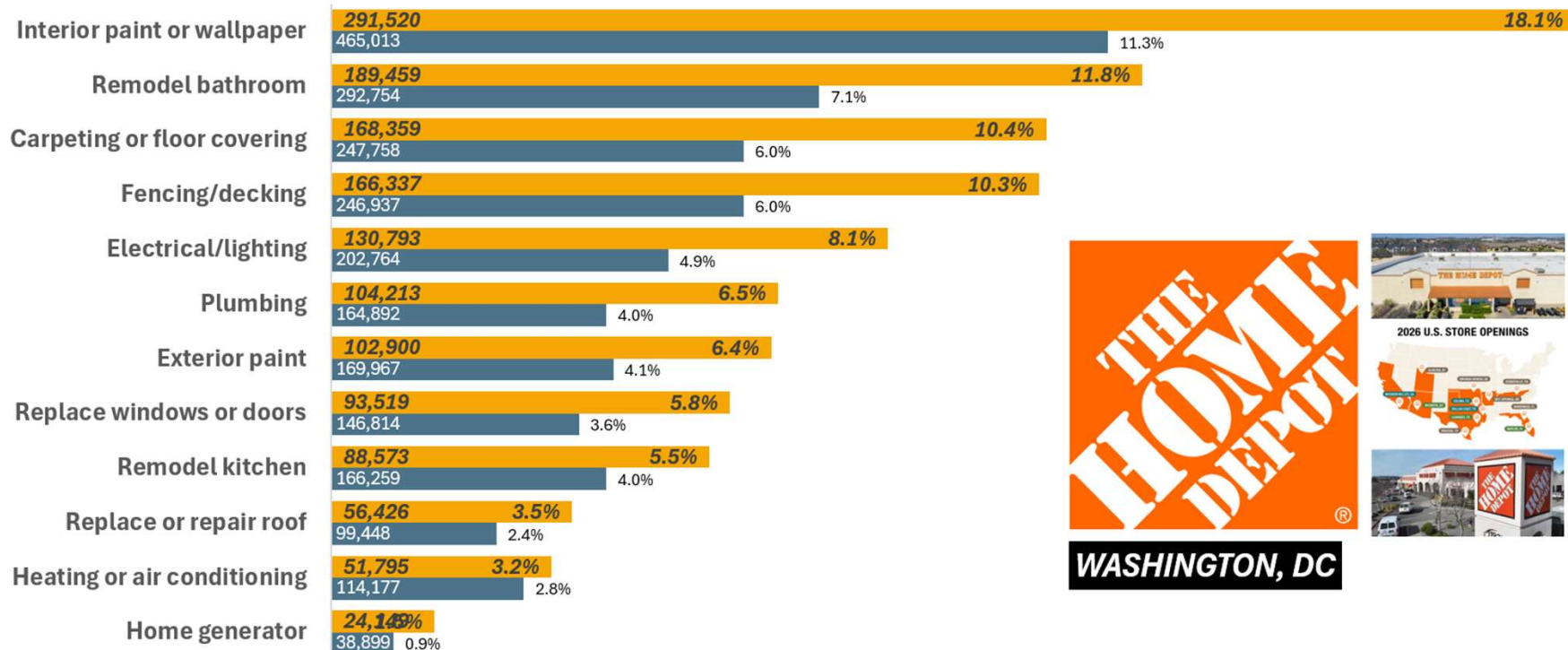
■ P35+ CHICAGO (Home Improvements Planned next 12 months)





"Home Improvements Planned"

P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months
(Home Improvements Planned next 12 months)



■ P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months (Home Improvements Planned next 12 months)

■ P35+ WASHINGTON, DC (Home Improvements Planned next 12 months)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 1716

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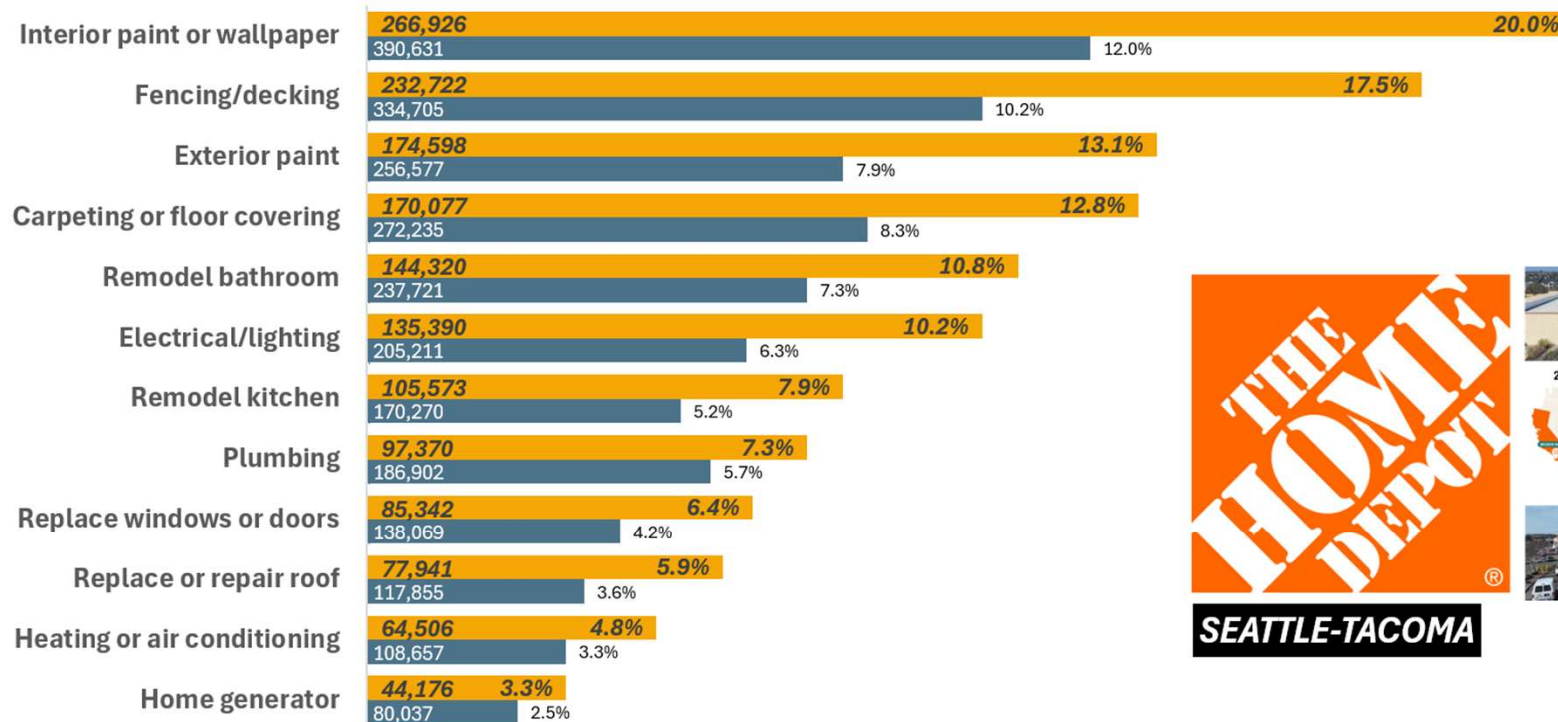
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



"Home Improvements Planned"

P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months
(Home Improvements Planned next 12 months)



■ P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months (Home Improvements Planned next 12 months)

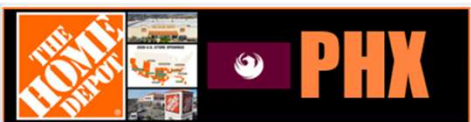
■ P35+ SEATTLE-TACOMA (Home Improvements Planned next 12 months)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 1242

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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



"Home Improvements Planned"

P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months
(Home Improvements Planned next 12 months)



Interior paint or wallpaper



Exterior paint



Remodel bathroom



Electrical/lighting



Carpeting or floor covering



Replace windows or doors



Remodel kitchen



Heating or air conditioning



Replace or repair roof



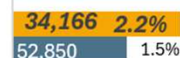
Plumbing



Fencing/decking



Home generator



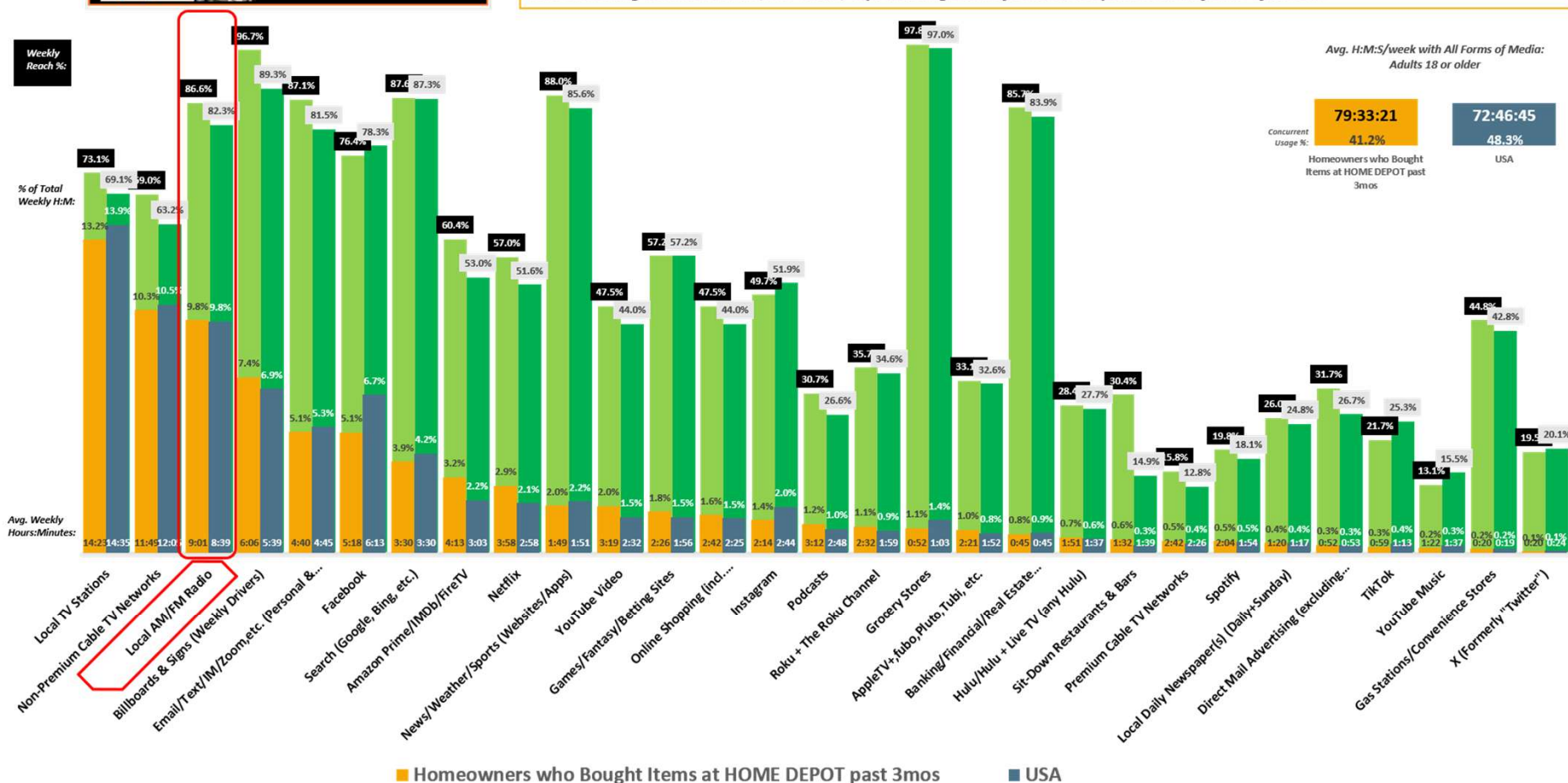
■ P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months (Home Improvements Planned next 12 months)

■ P35+ PHOENIX (Home Improvements Planned next 12 months)



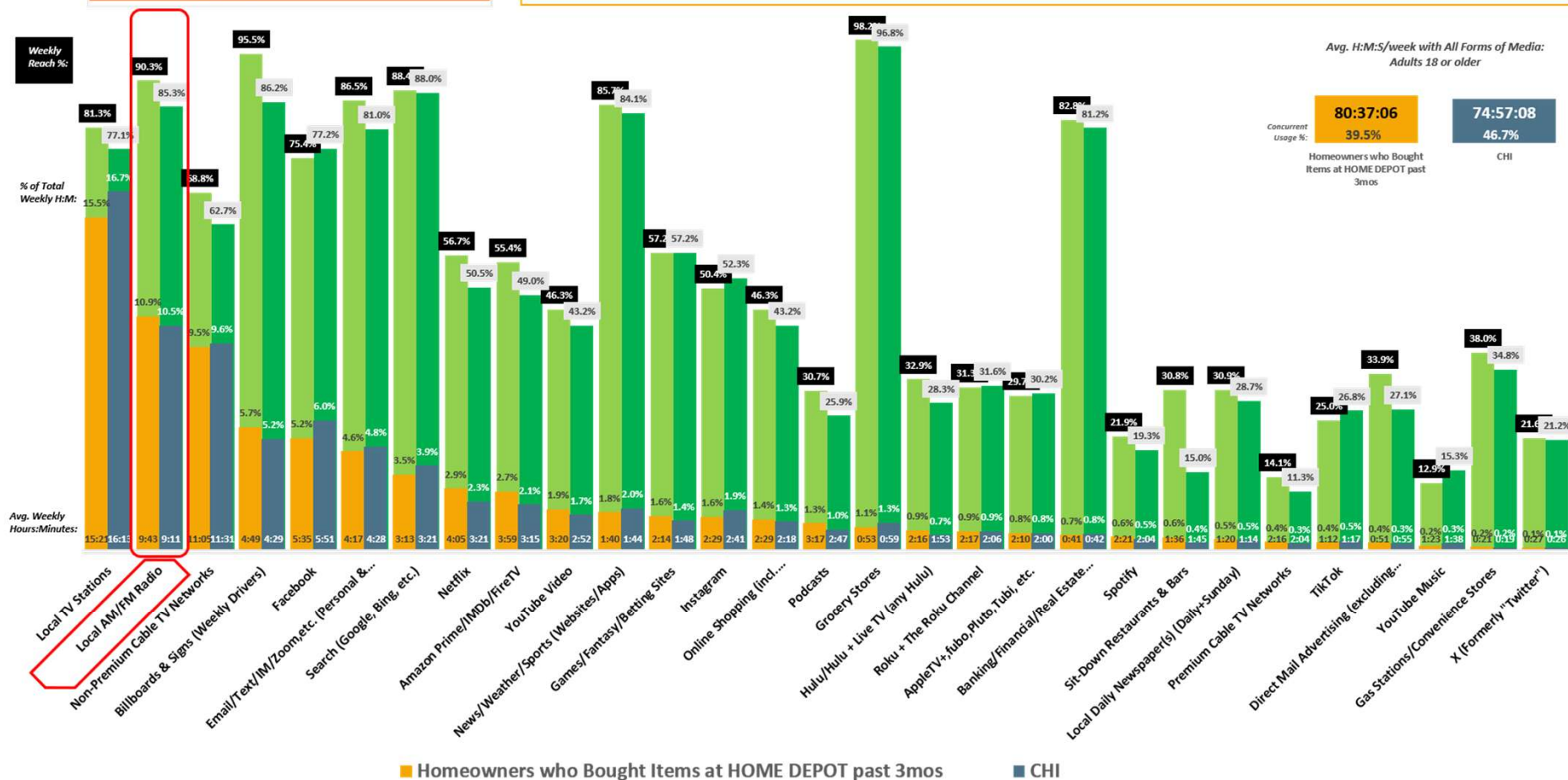


Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 3 days, 7 hours, 33 minutes and 21 seconds each week with All Forms of Media.
 86.6% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an avg. of 9 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.





Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 3 days, 8 hours, 37 minutes and 6 seconds each week with All Forms of Media.
 90.3% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an avg. of 9 hours and 43 minutes each week listening to All Local AM/FM Radio, representing 10.9% of total time spent with all forms of Media.



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

80:37:06
 Concurrent Usage %: 39.5%

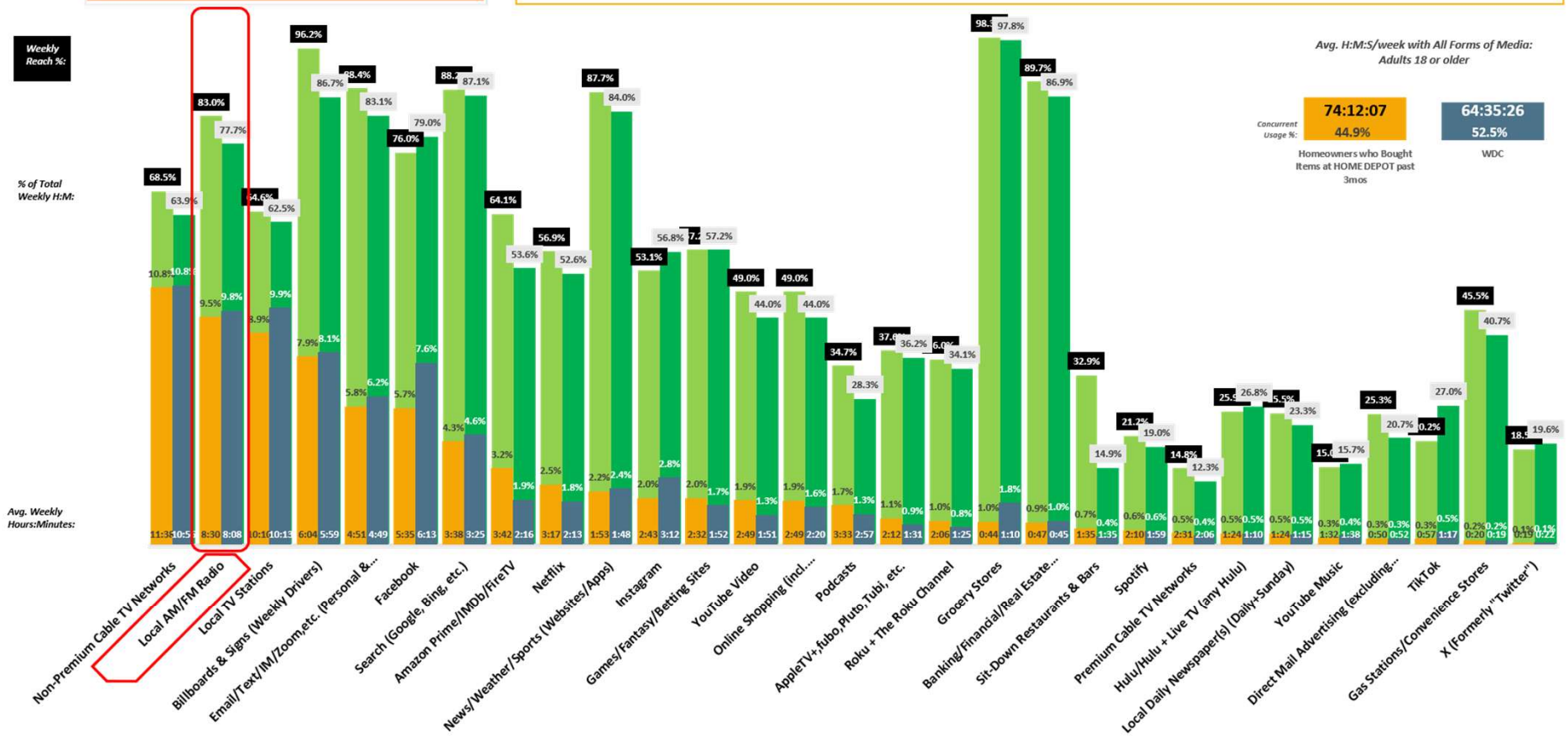
74:57:08
 Concurrent Usage %: 46.7%

Homeowners who Bought Items at HOME DEPOT past 3mos

CHI

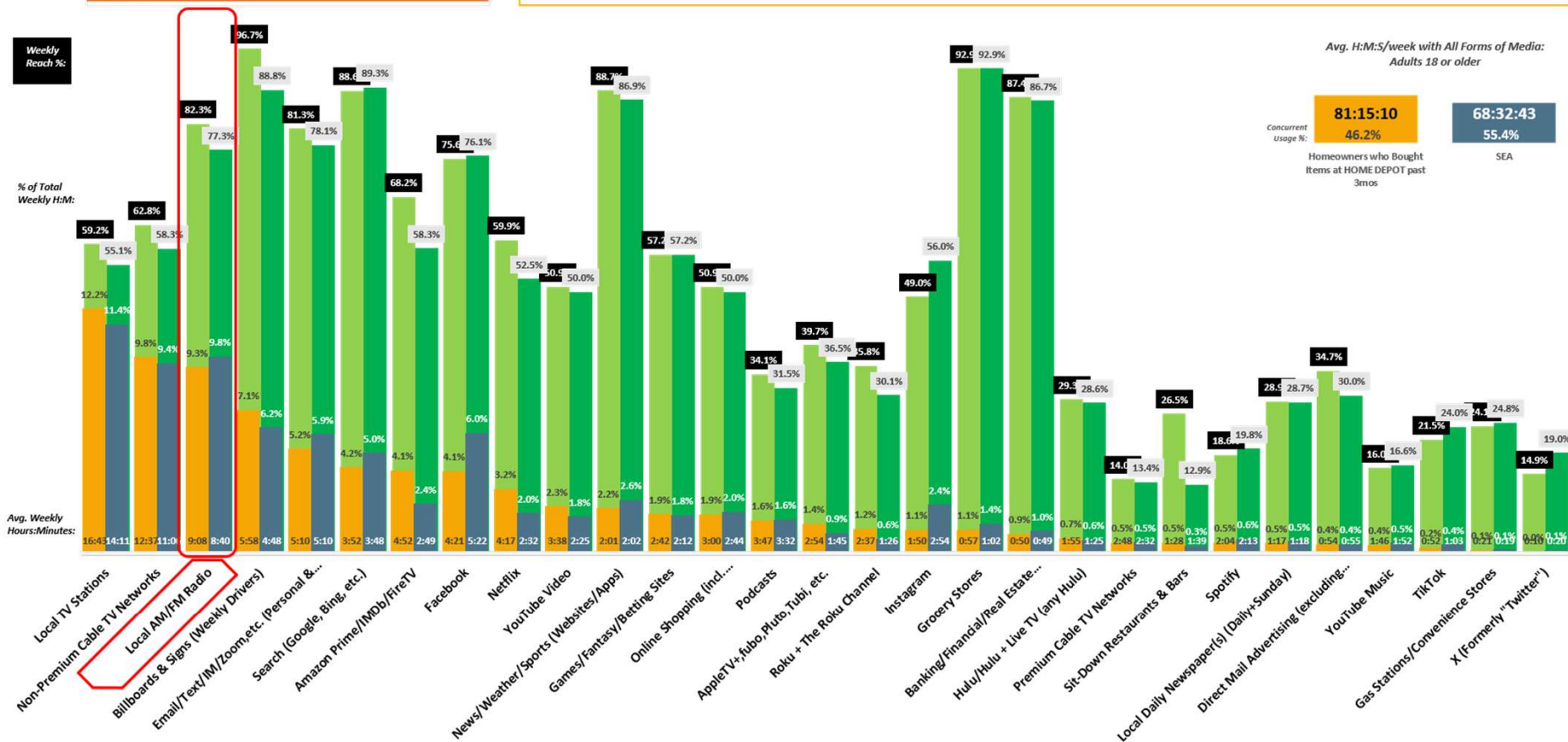


Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 3 days, 2 hours, 12 minutes and 7 seconds each week with All Forms of Media.
 83.0% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an avg. of 8 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.





Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 3 days, 9 hours, 15 minutes and 10 seconds each week with All Forms of Media.
 82.3% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an avg. of 9 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



■ Homeowners who Bought Items at HOME DEPOT past 3mos ■ SEA

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,242
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

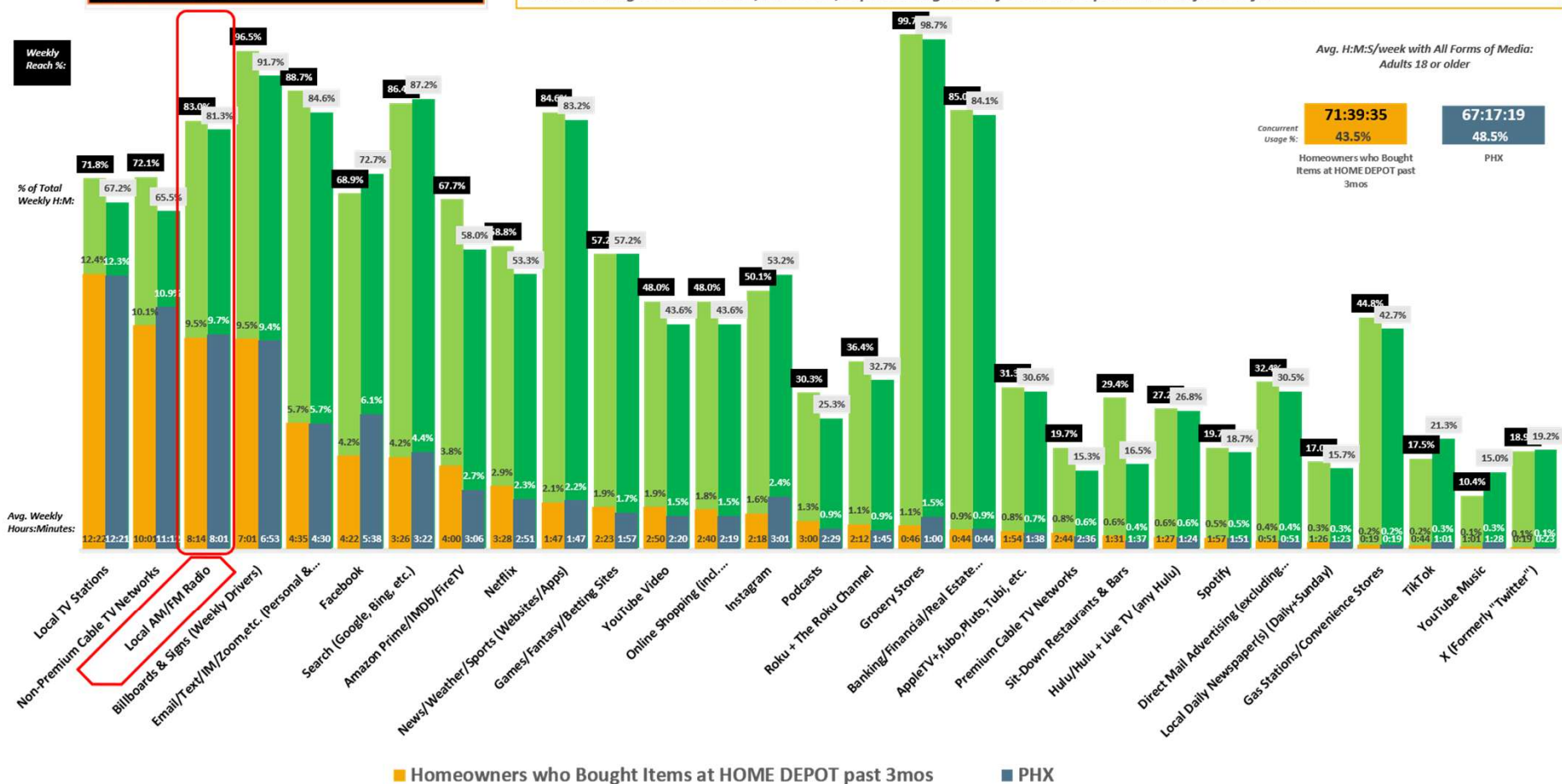
SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887



Share of Everything for Anything.

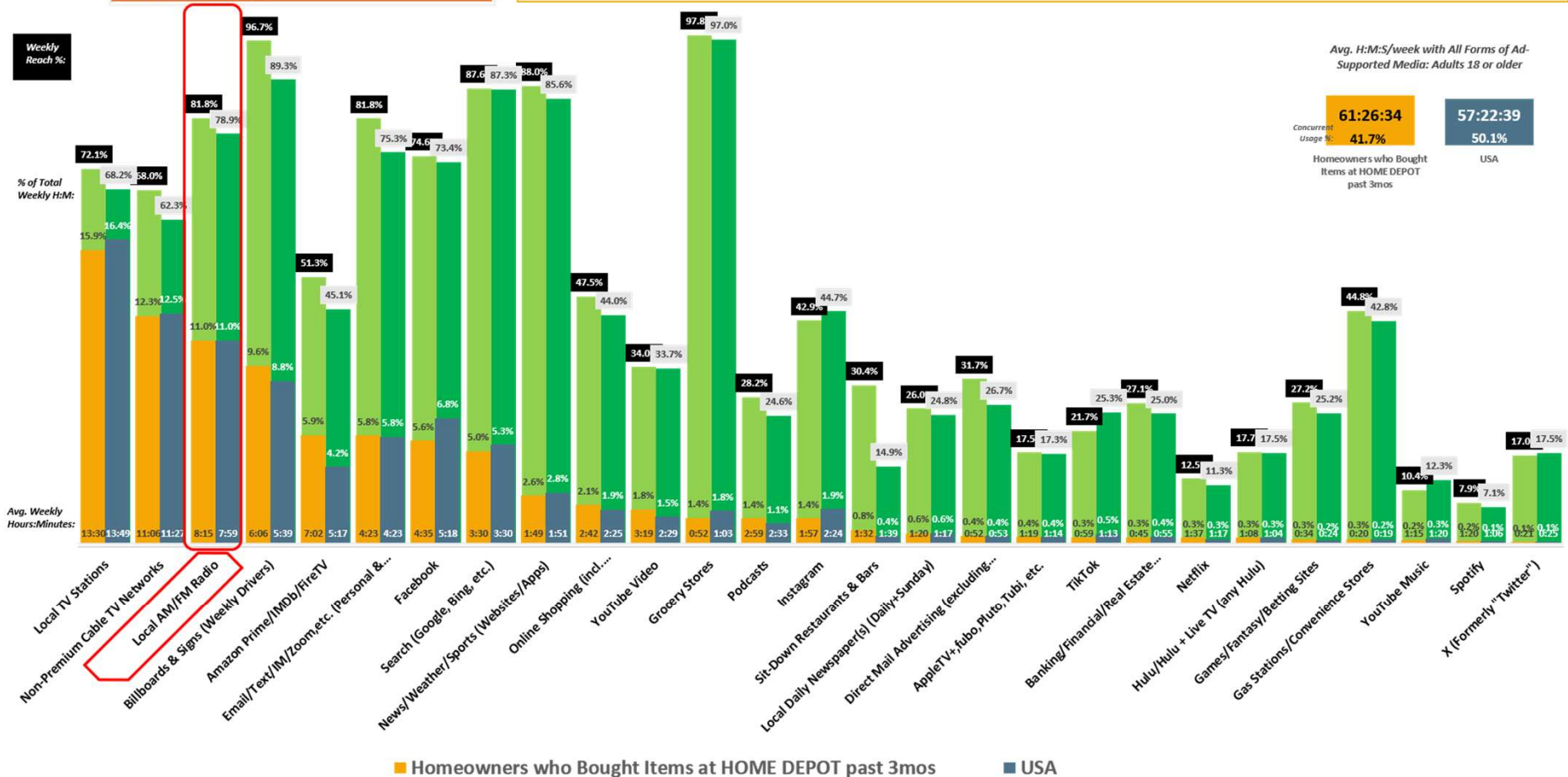


Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 2 days, 23 hours, 39 minutes and 35 seconds each week with All Forms of Media.
 83.3% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an avg. of 8 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.





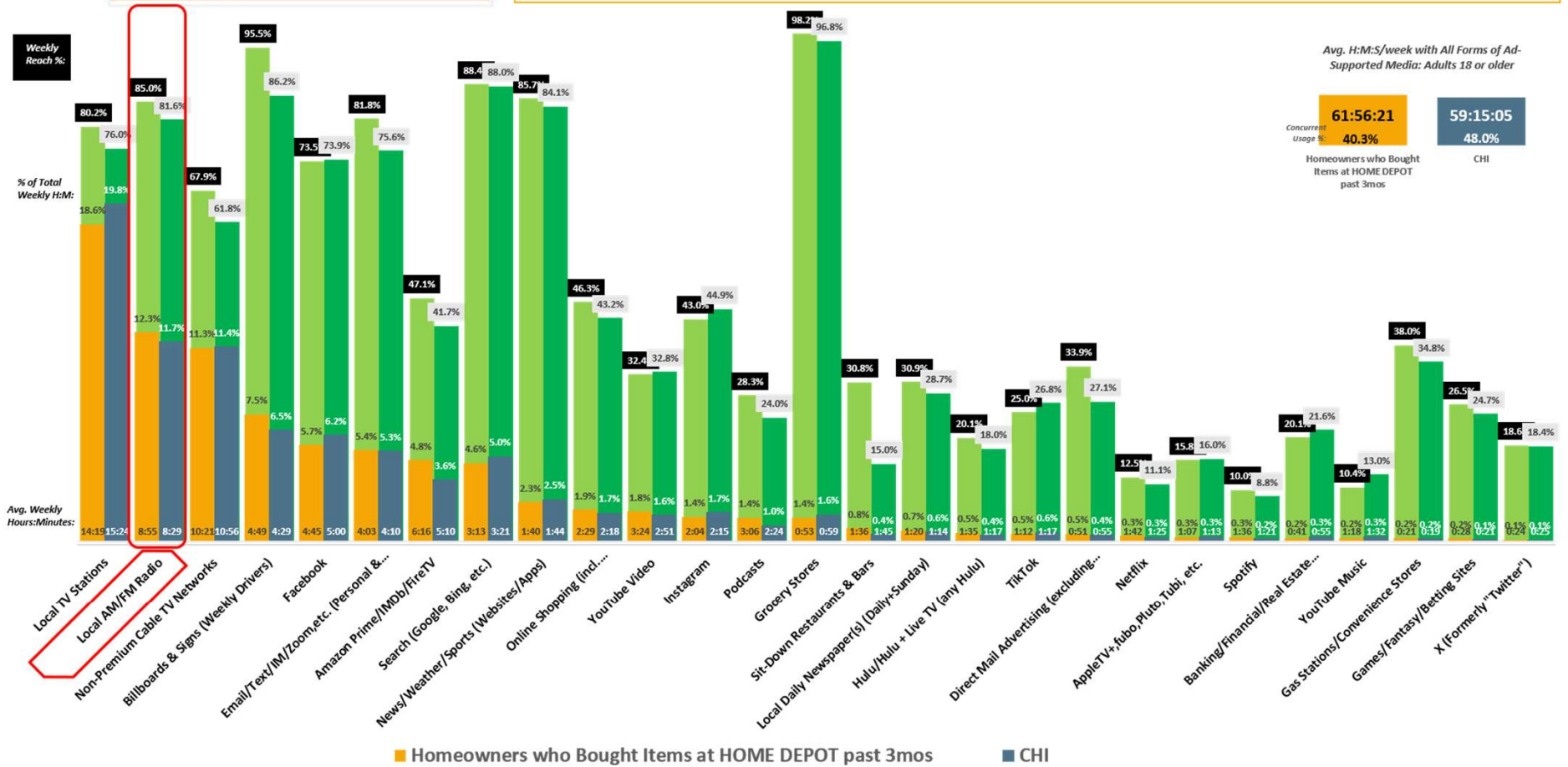
Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 2 days, 13 hours, 26 minutes and 34 seconds each week with All Forms of Ad-Supported Media.
 81.8% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an avg. of 8 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.% of total time spent with all forms of Ad-Supported Media.





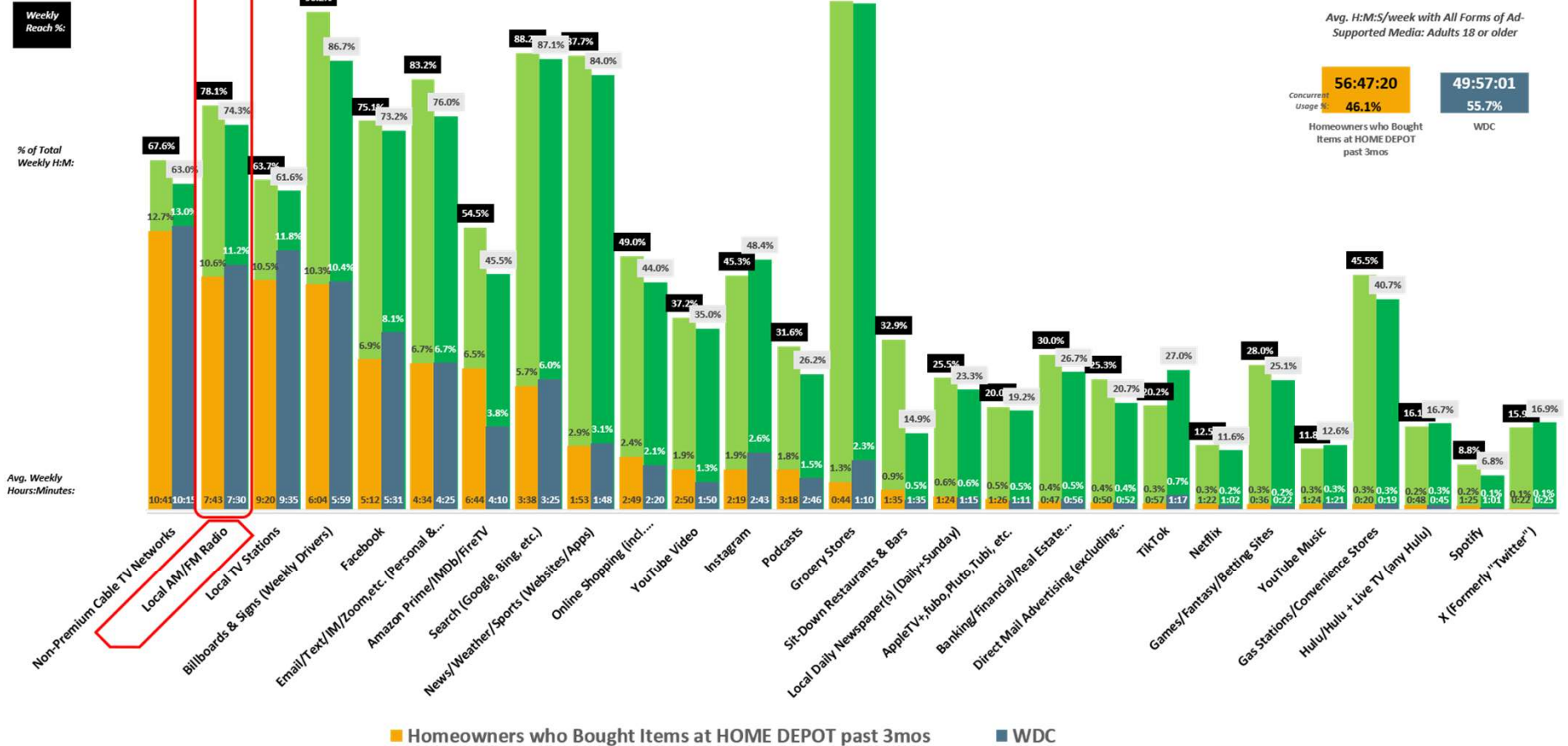
Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 2 days, 13 hours, 56 minutes and 21 seconds each week with All Forms of Ad-Supported Media.

85.0% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an avg. of 8 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.3% of total time spent with all forms of Ad-Supported Media.



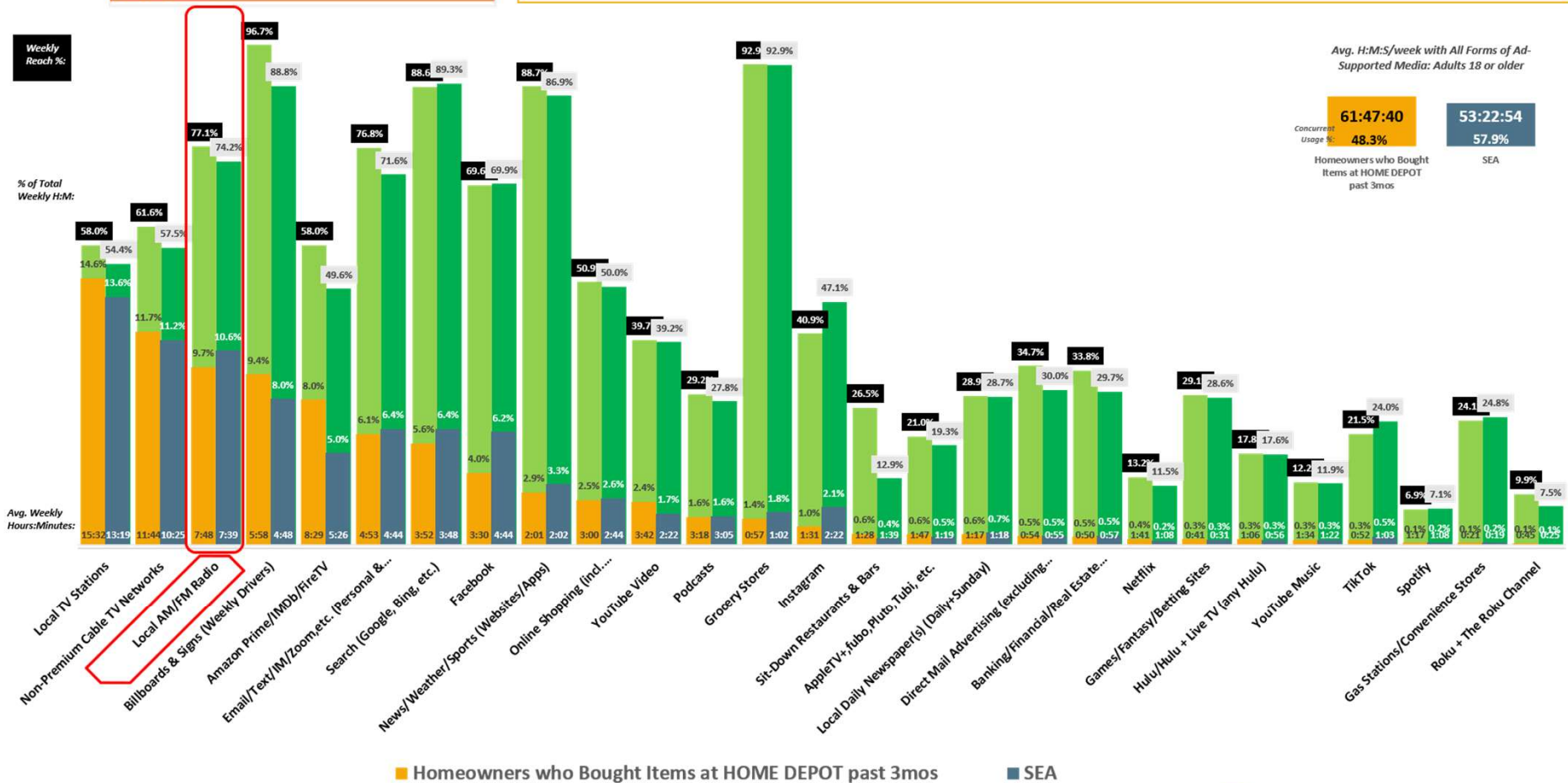


Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 2 days, 8 hours, 47 minutes and 20 seconds each week with All Forms of Ad-Supported Media.
 78.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an avg. of 7 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media.



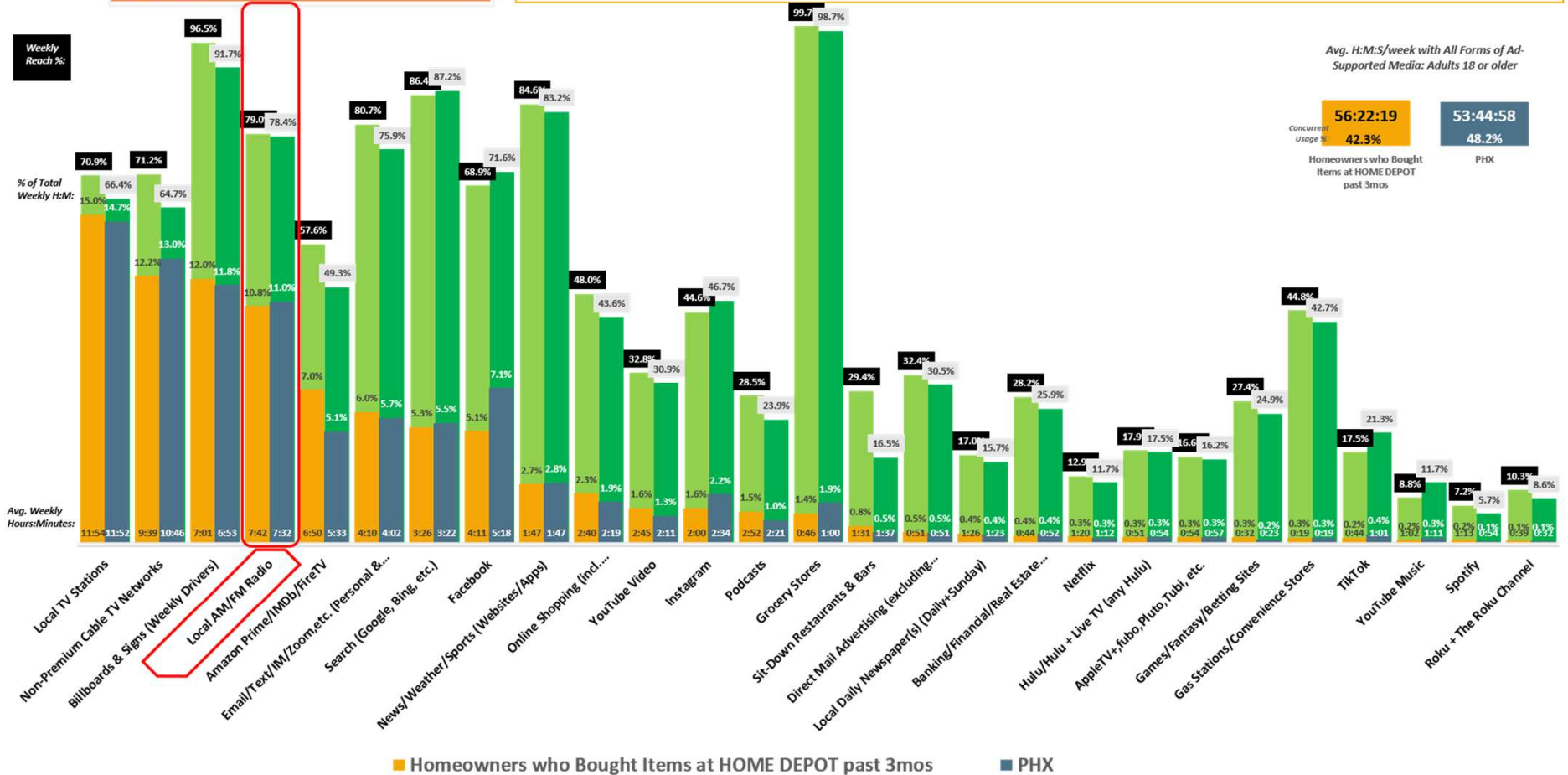


Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 2 days, 13 hours, 47 minutes and 40 seconds each week with All Forms of Ad-Supported Media.
 77.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an avg. of 7 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.





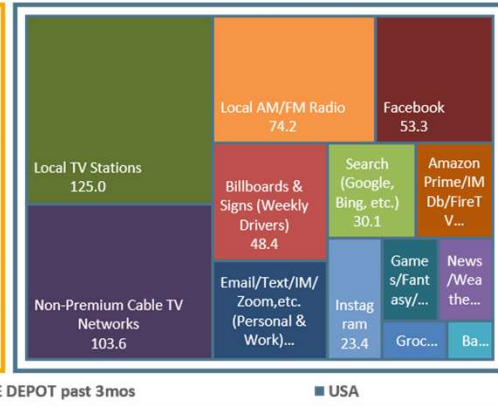
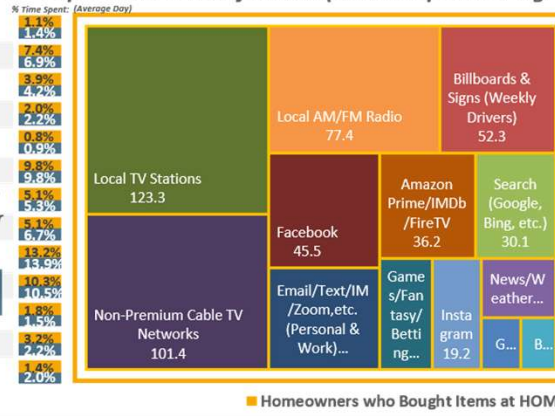
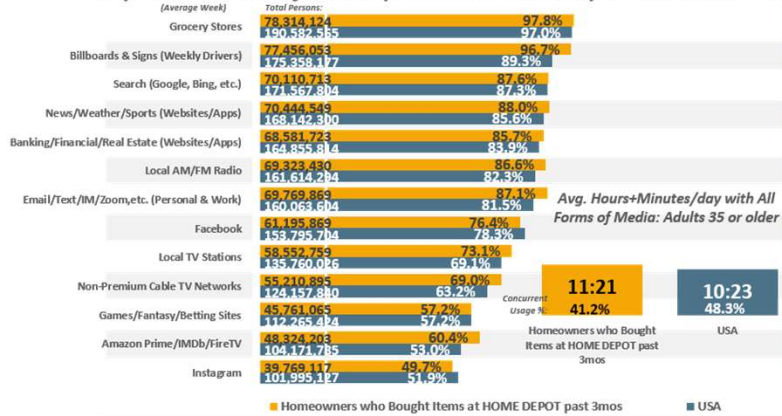
Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 2 days, 8 hours, 22 minutes and 19 seconds each week with All Forms of Ad-Supported Media.
 79.% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an avg. of 7 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.



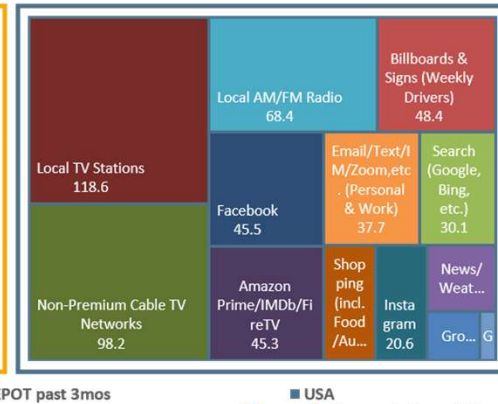
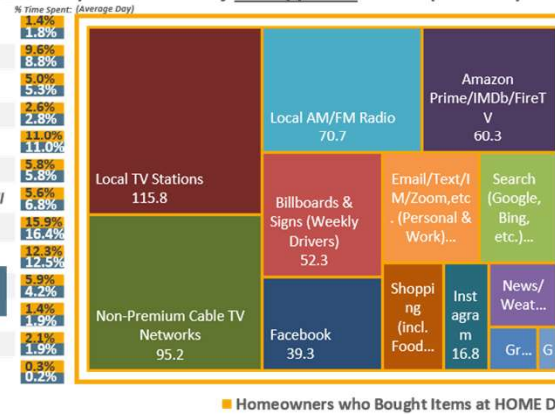
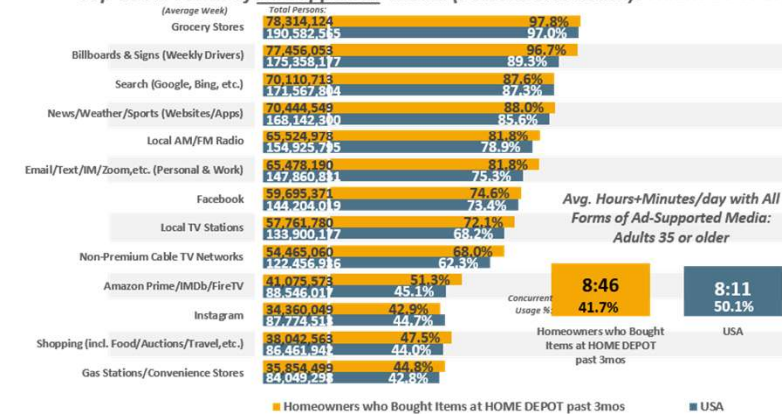


Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 8 hours and 46 minutes each day with All Forms of Ad-Supported Media. 81.8% listen to Local AM/FM Radio for an avg. of 70.7 minutes/day. (Local Radio delivers 11.% of Time with Ad-Supported Media.)

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 R1 2026: Jan25-Mar26 Qual Intab 7,812
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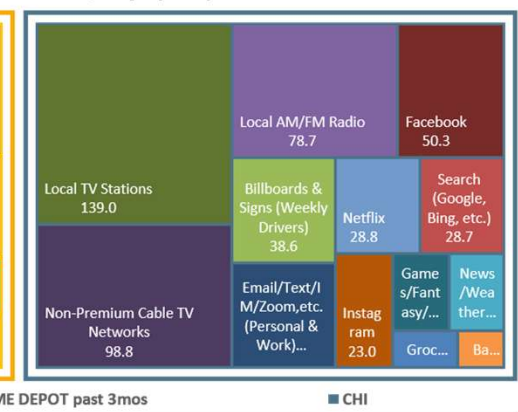
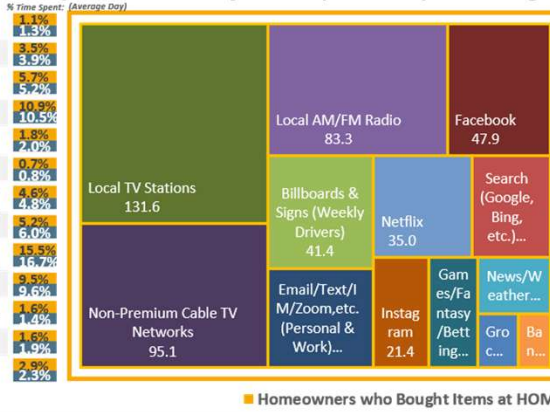
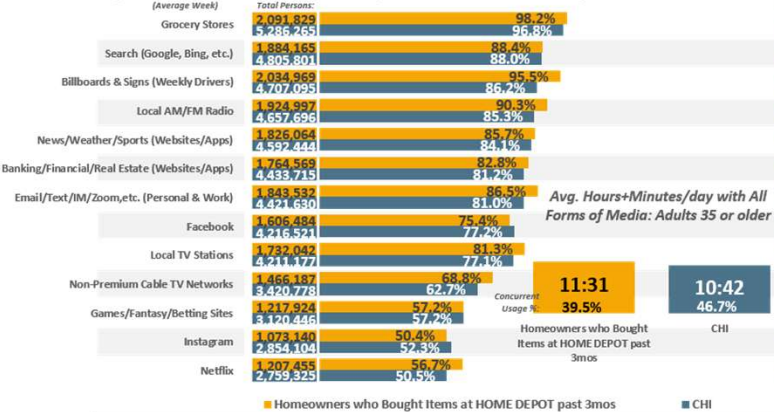
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[[Own or rent residence (HHLHD): Own AND Major stores bought past 3 months: The Home Depot]]

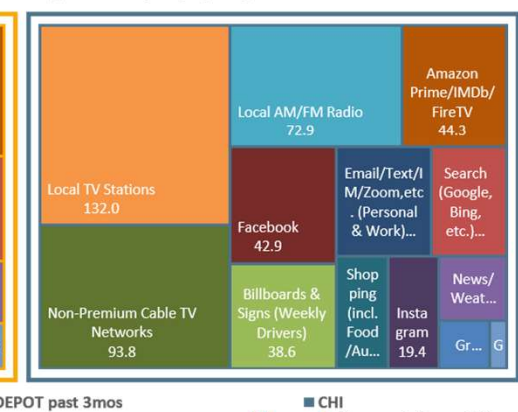
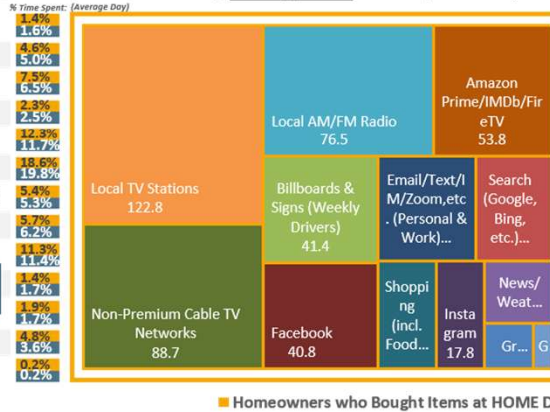
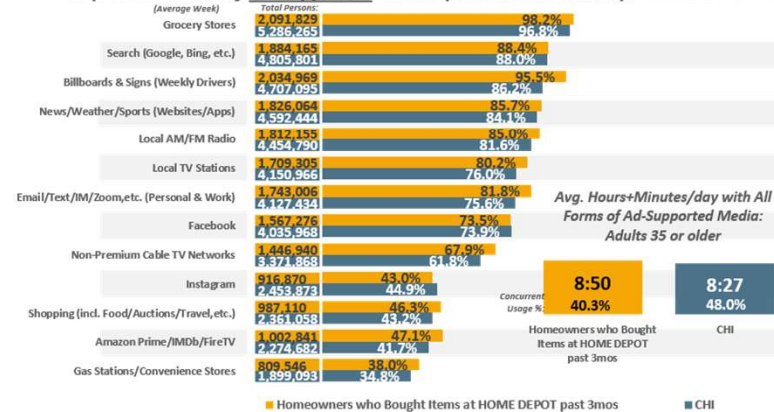


Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 8 hours and 50 minutes each day with All Forms of Ad-Supported Media. 85.% listen to Local AM/FM Radio for an avg. of 76.5 minutes/day. (Local Radio delivers 12.3% of Time with Ad-Supported Media.)

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**



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,148
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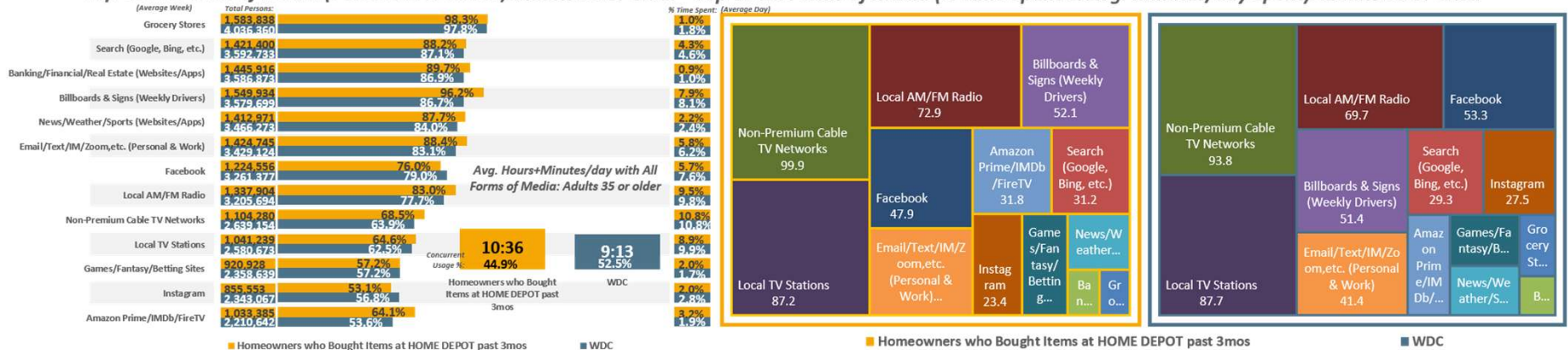
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

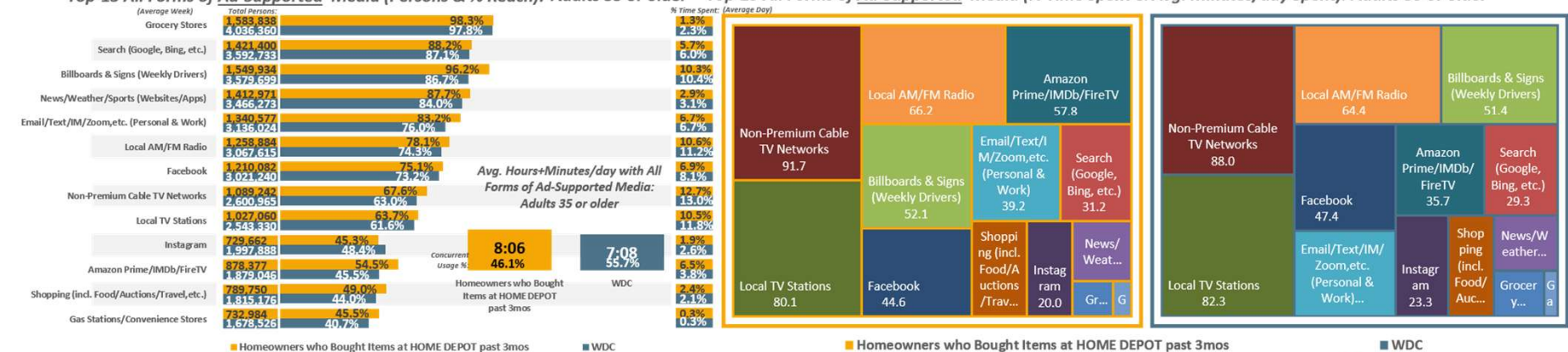


Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 8 hours and 6 minutes each day with All Forms of Ad-Supported Media. 78.1% listen to Local AM/FM Radio for an avg. of 66.2 minutes/day. (Local Radio delivers 10.6% of Time with Ad-Supported Media.)

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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,716
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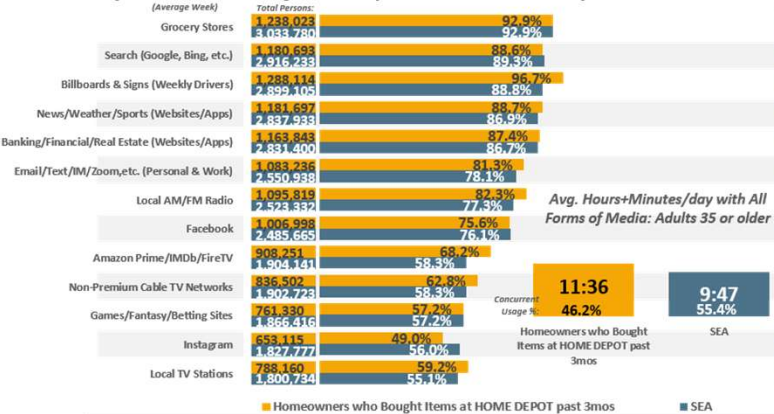
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHL): Own AND Major stores bought past 3 months: The Home Depot]]

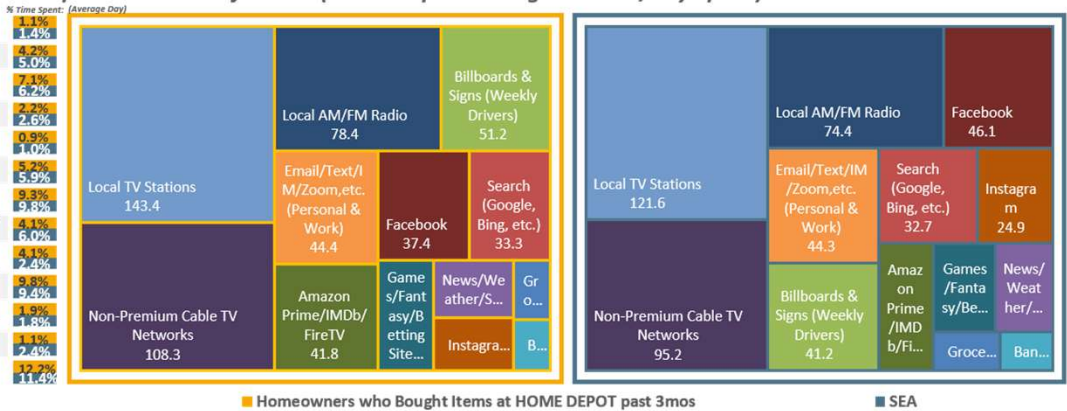


Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 8 hours and 49 minutes each day with All Forms of Ad-Supported Media. 77.1% listen to Local AM/FM Radio for an avg. of 66.9 minutes/day. (Local Radio delivers 9.7% of Time with Ad-Supported Media.)

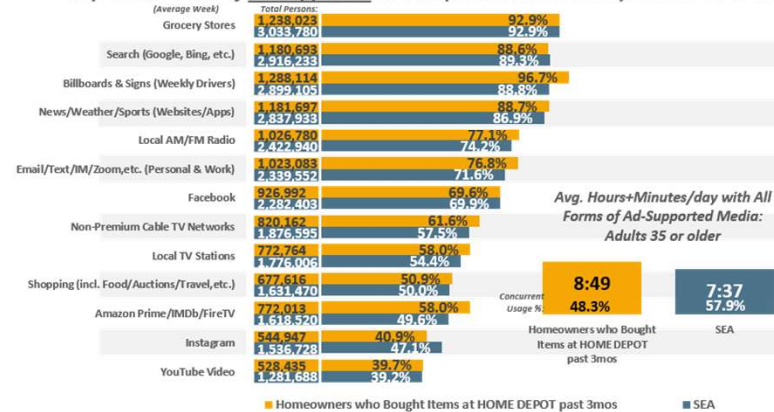
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



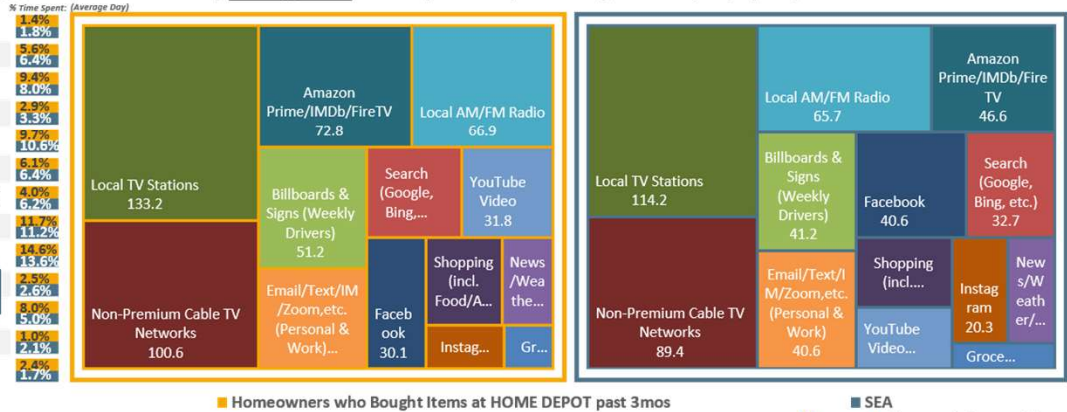
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,242
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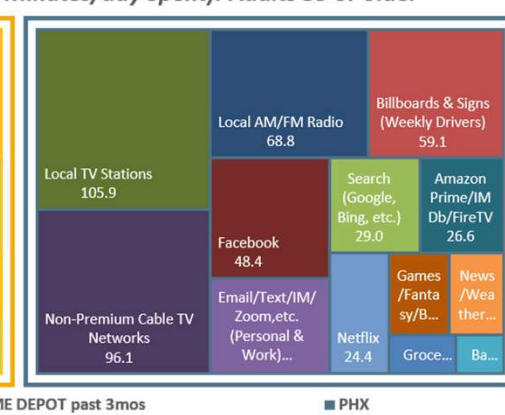
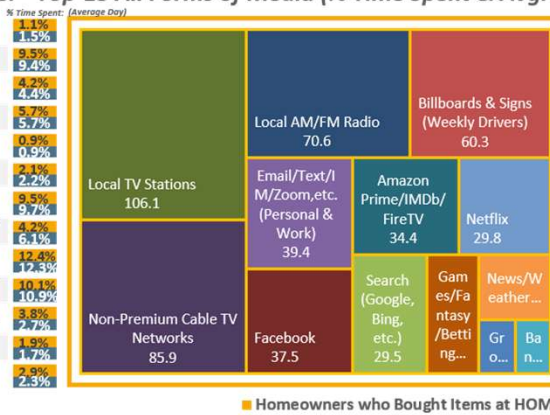
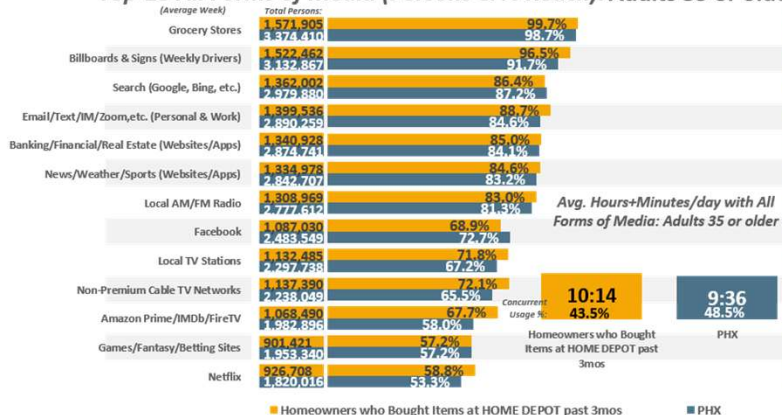
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 8 hours and 3 minutes each day with All Forms of Ad-Supported Media. 79.% listen to Local AM/FM Radio for an avg. of 66.1 minutes/day. (Local Radio delivers 10.8% of Time with Ad-Supported Media.)

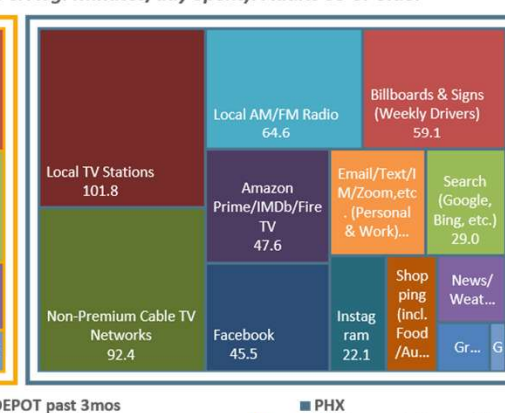
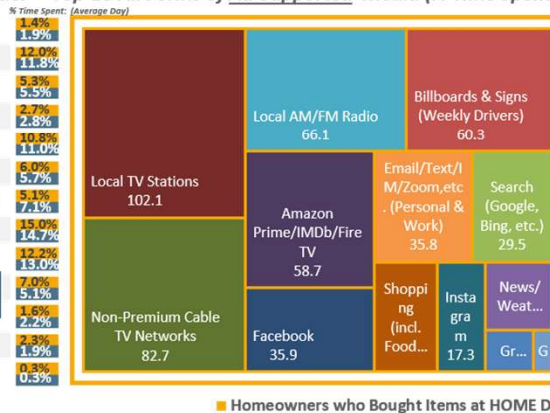
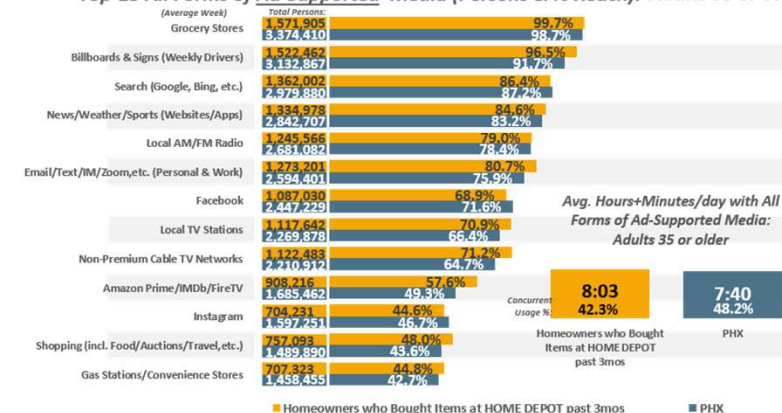
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 804
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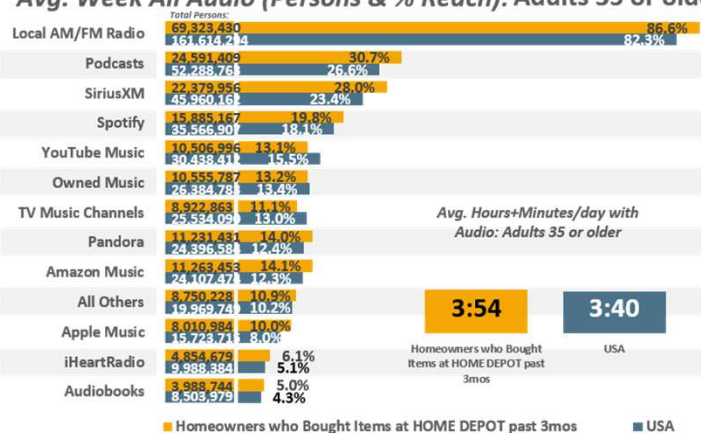
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

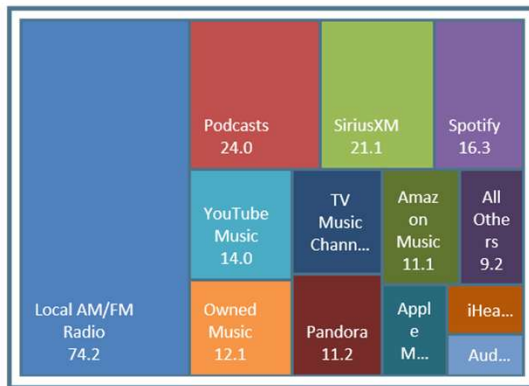
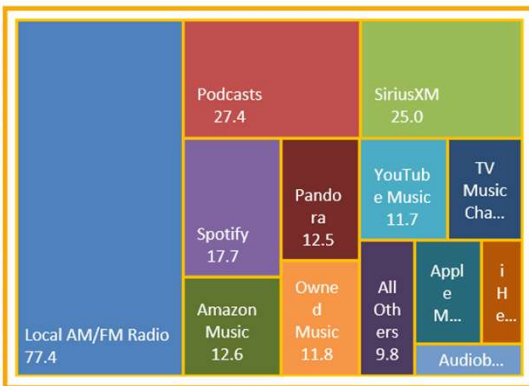


65,524,978 or 81.8% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 70.7 minutes every day representing 41.4% of all time spent daily with Ad-Supported Audio.

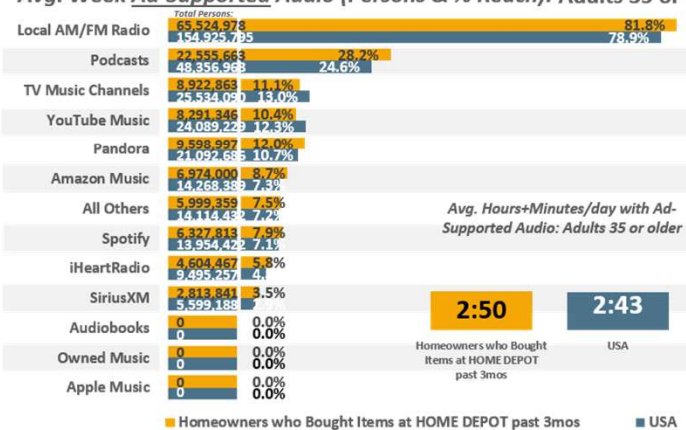
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



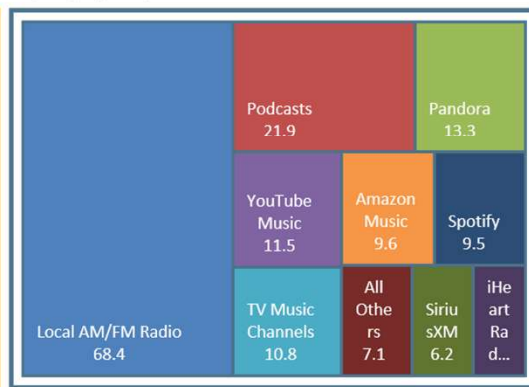
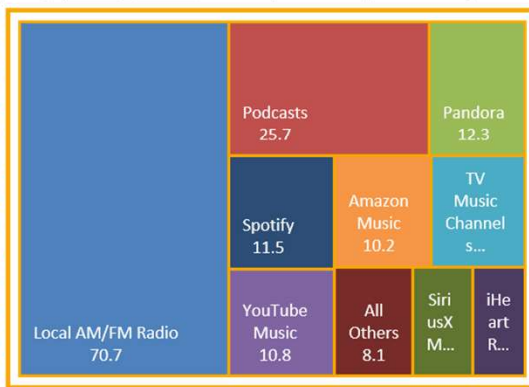
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 7,812
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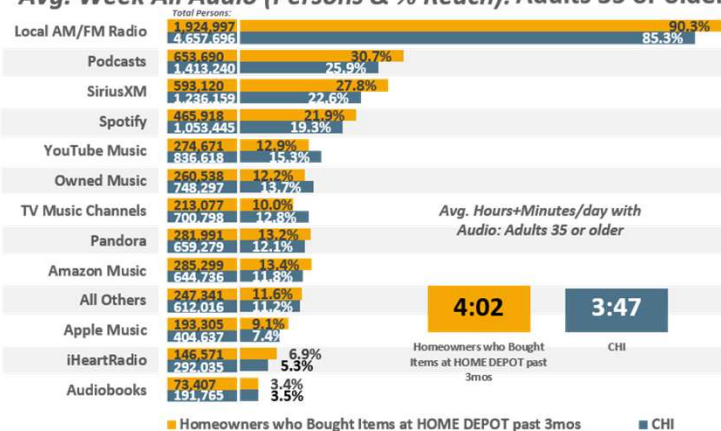
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHL): Own AND Major stores bought past 3 months: The Home Depot]]

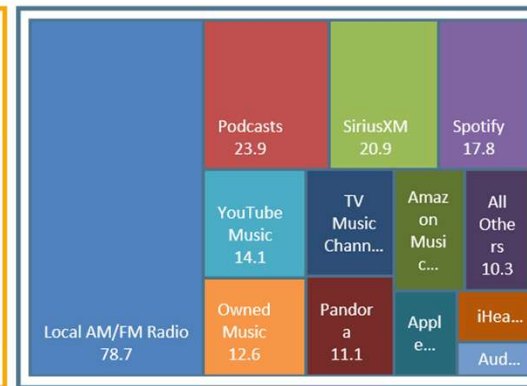
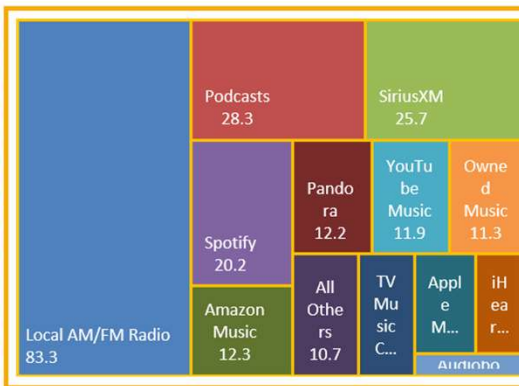


1,812,155 or 85.% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 76.5 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.

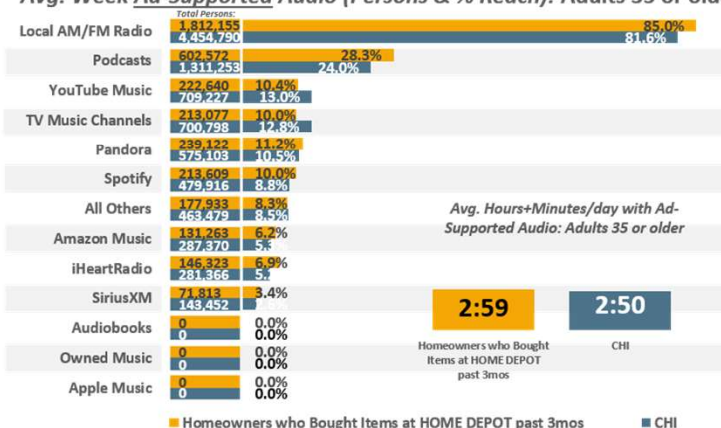
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



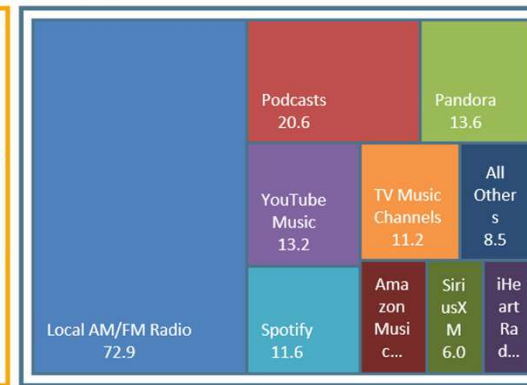
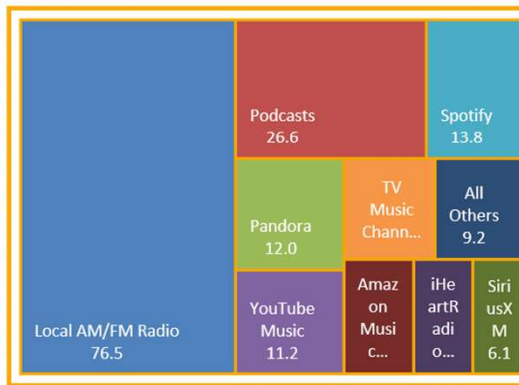
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

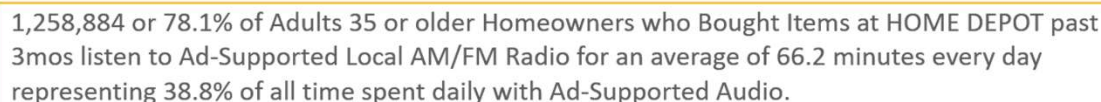


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older

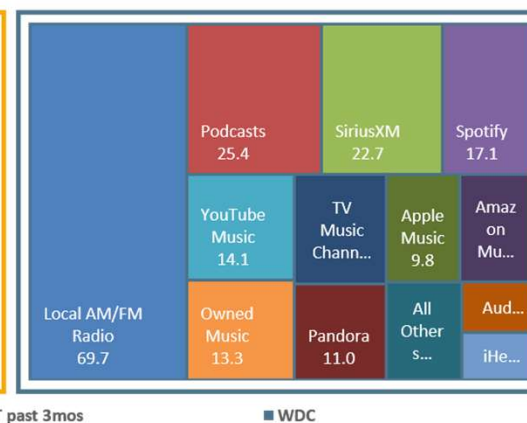
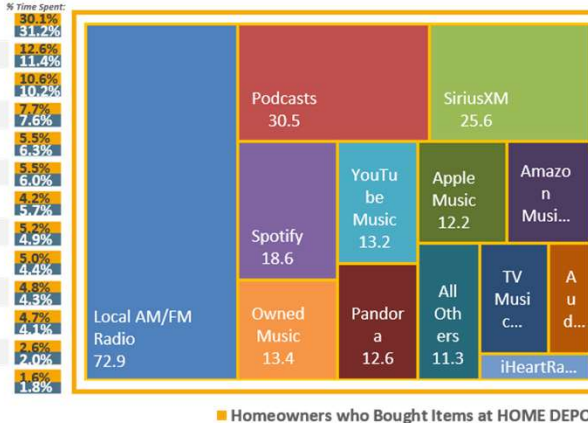


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

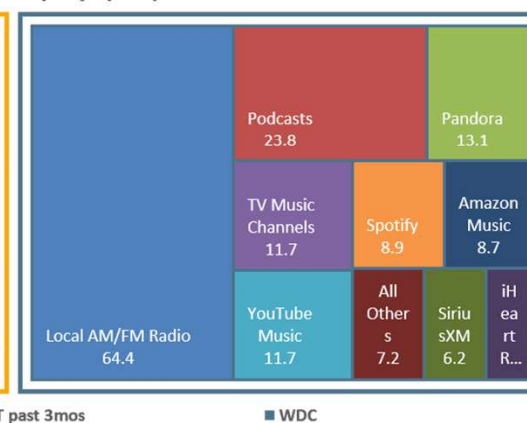
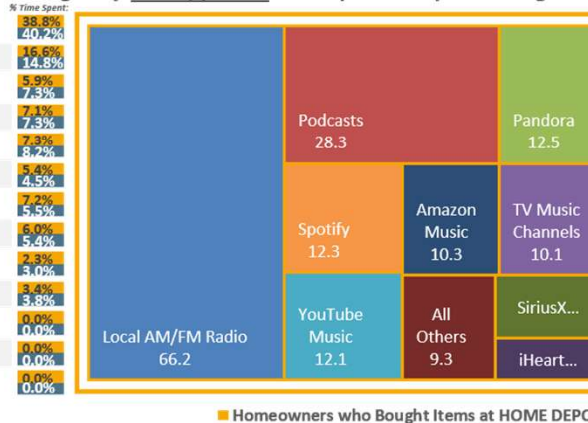




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



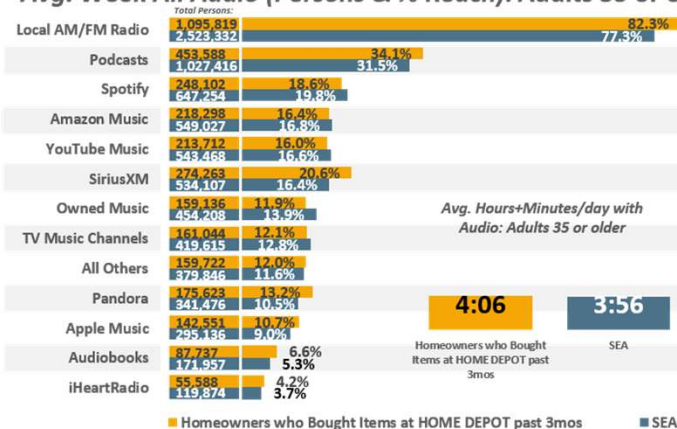
soefa.ai Share of Everything
for Anything

[(Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot)]

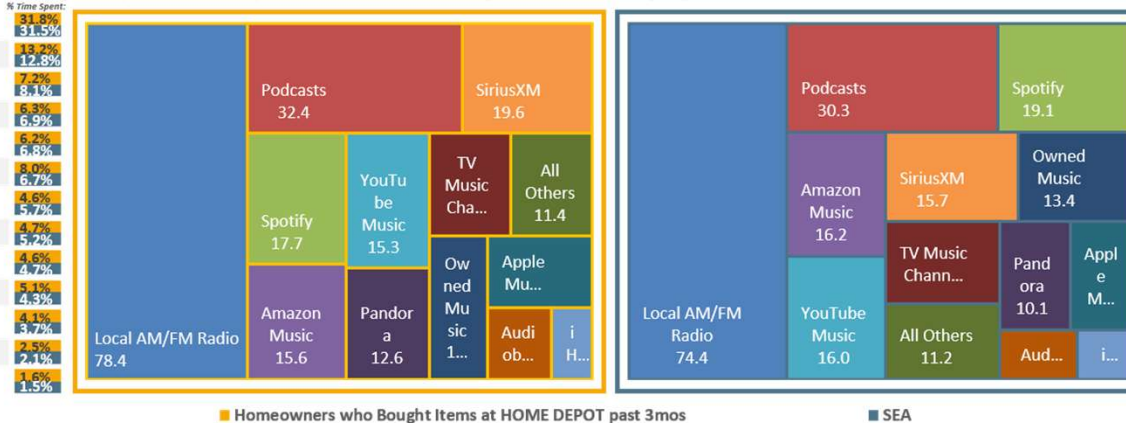


1,026,780 or 77.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 66.9 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.

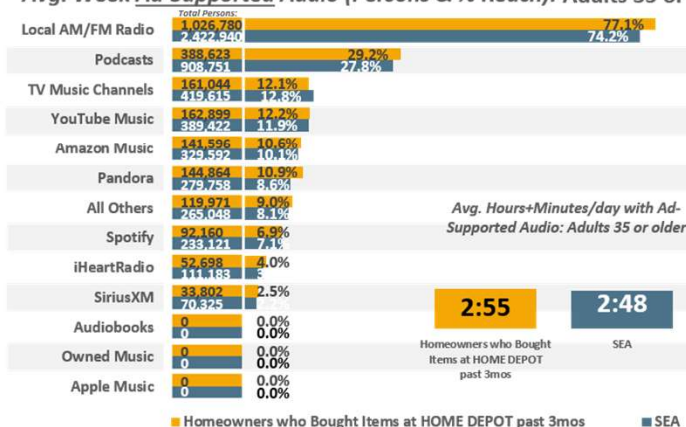
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



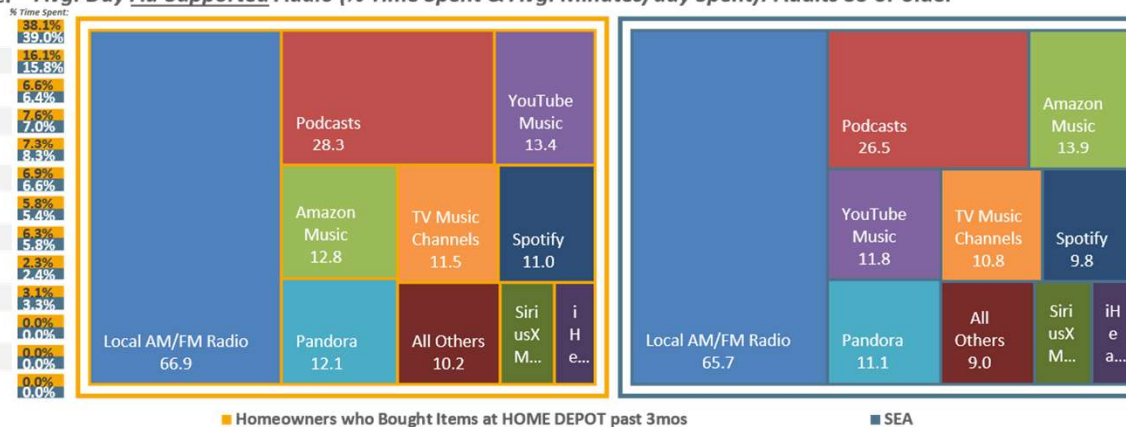
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,242
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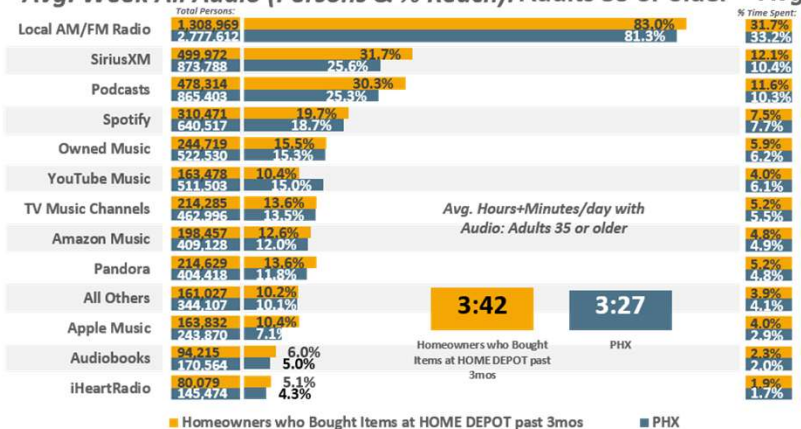
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

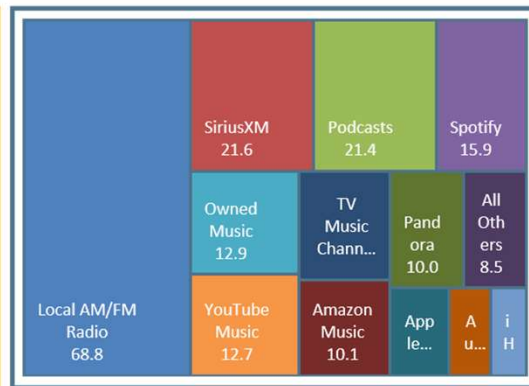
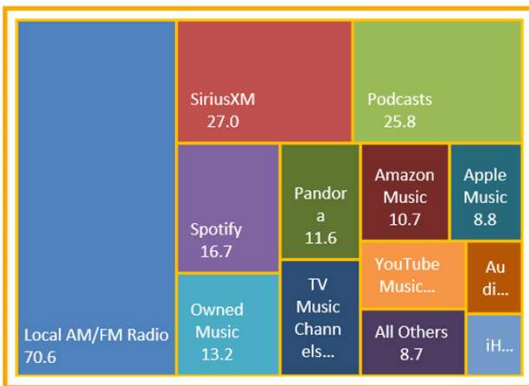


1,245,566 or 79.% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.

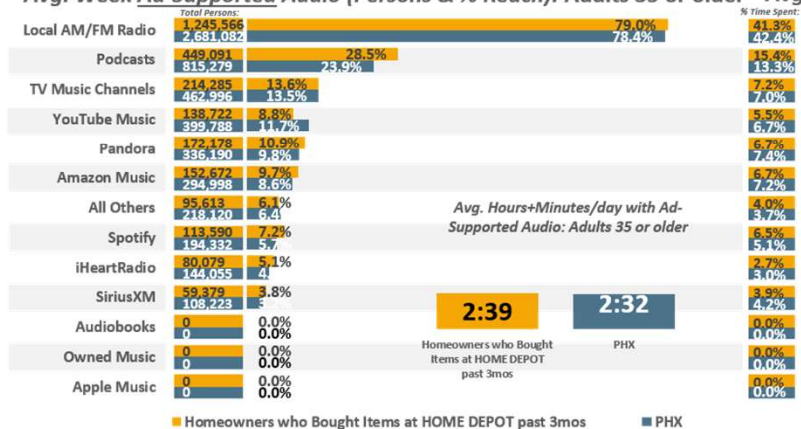
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



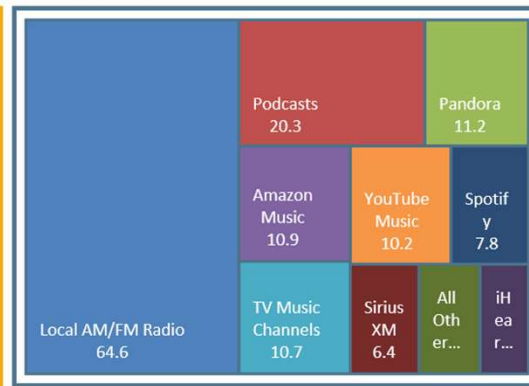
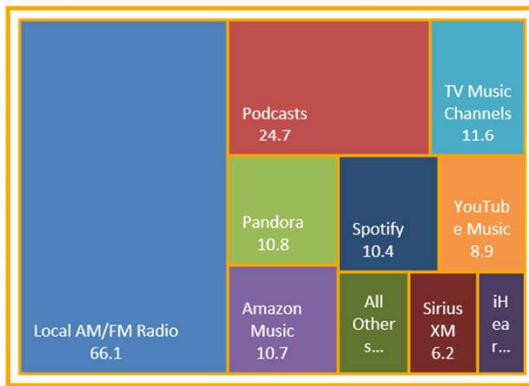
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

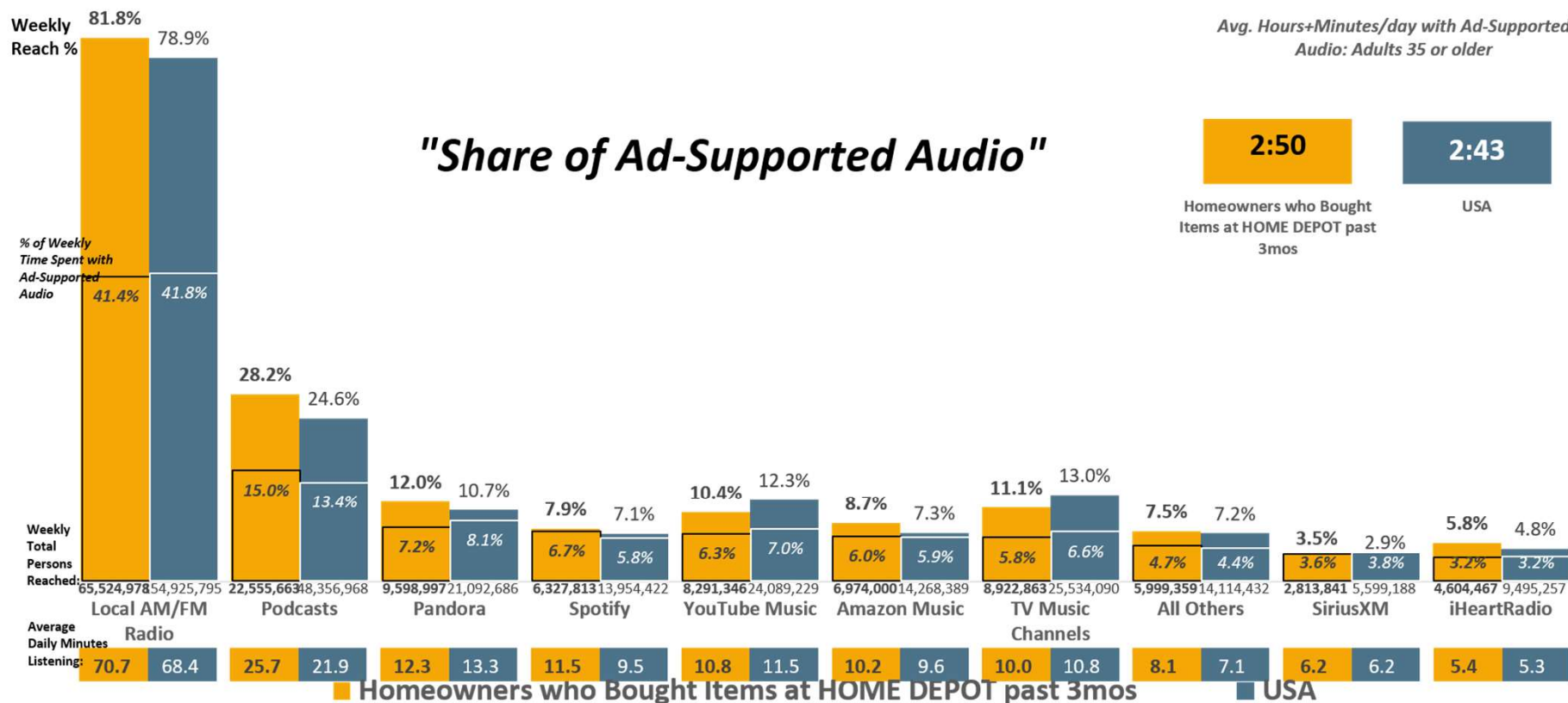


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



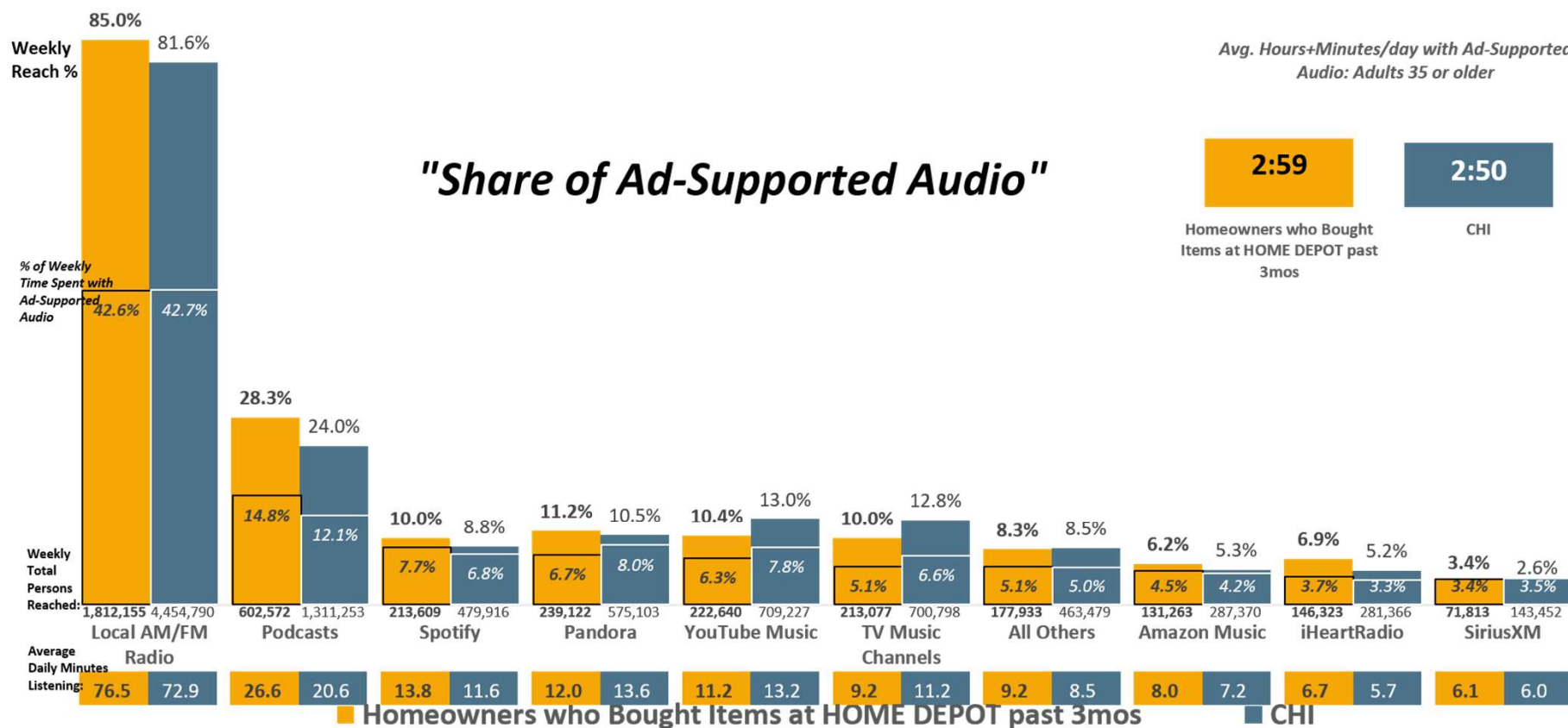


65,524,978 or 81.8% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 70.7 minutes every day representing 41.4% of all time spent daily with Ad-Supported Audio.



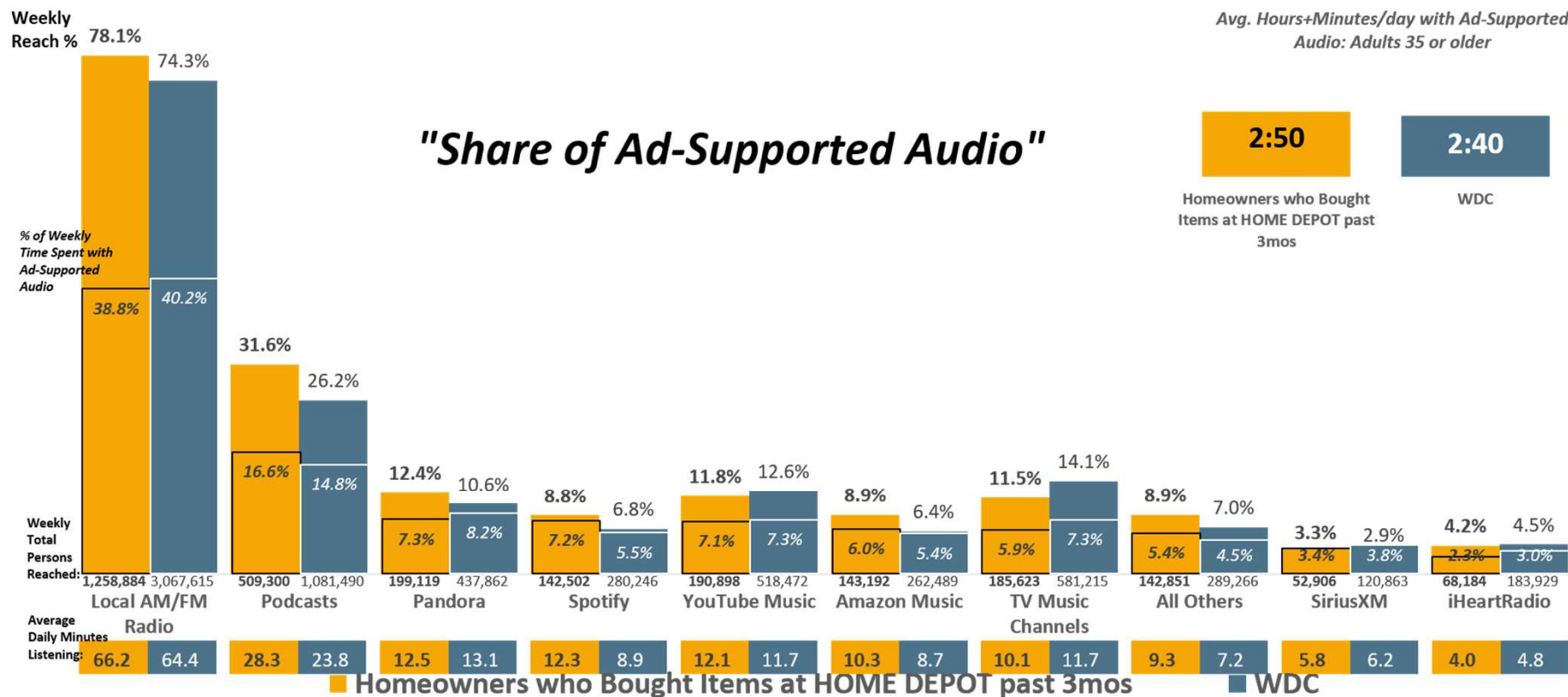


1,812,155 or 85.0% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 76.5 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.



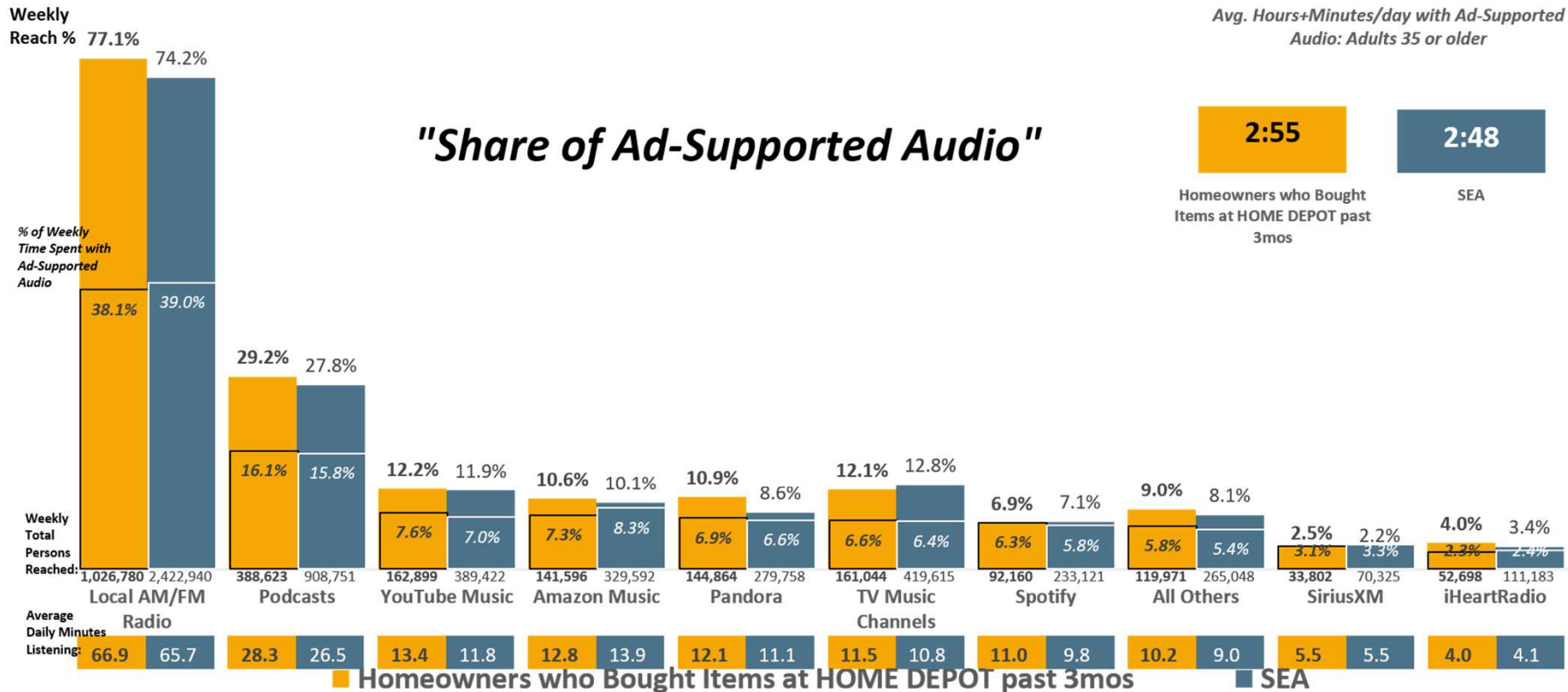


1,258,884 or 78.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 66.2 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.



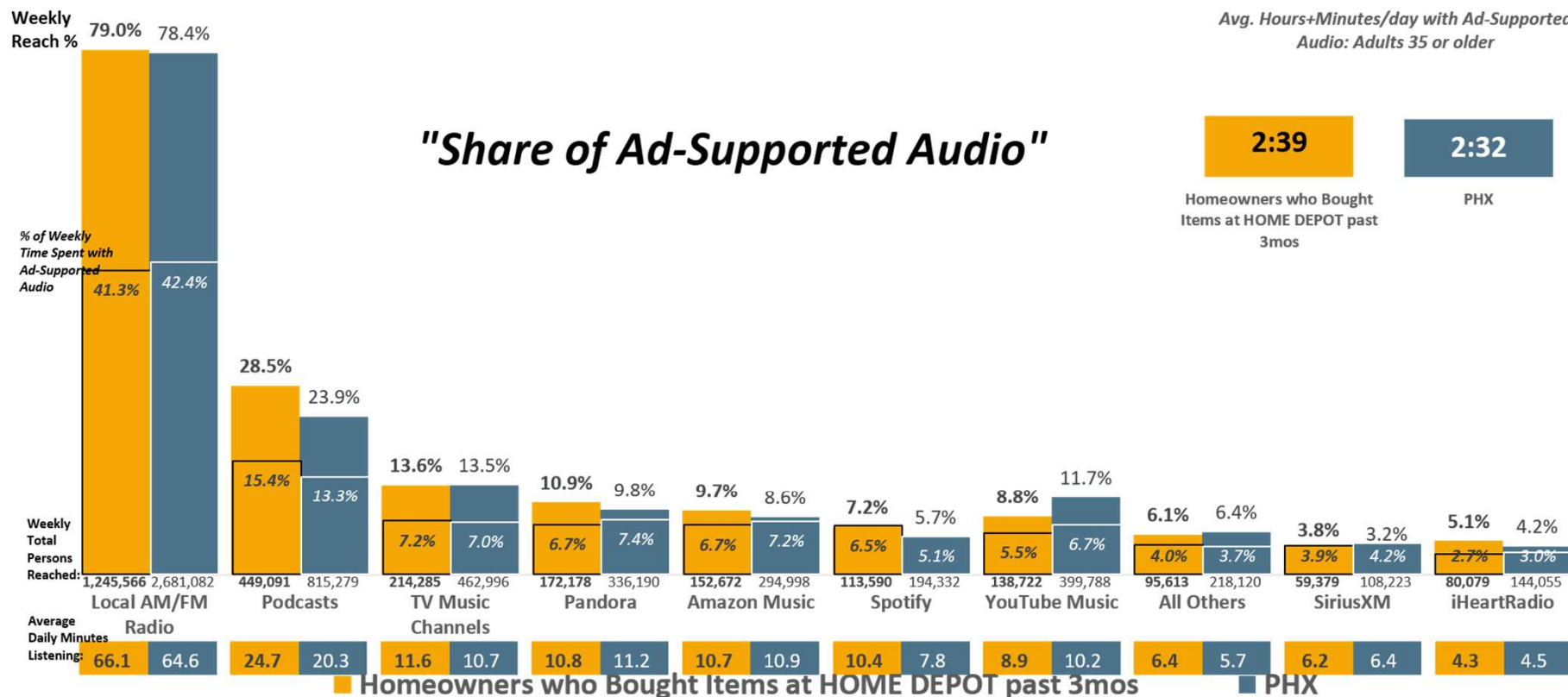


1,026,780 or 77.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 66.9 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.





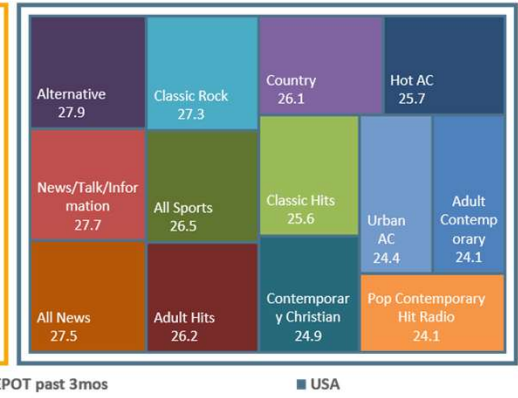
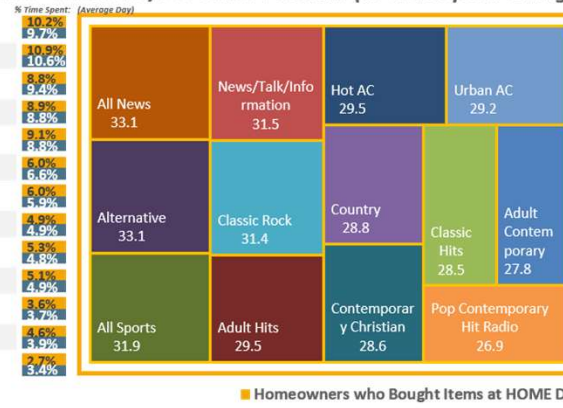
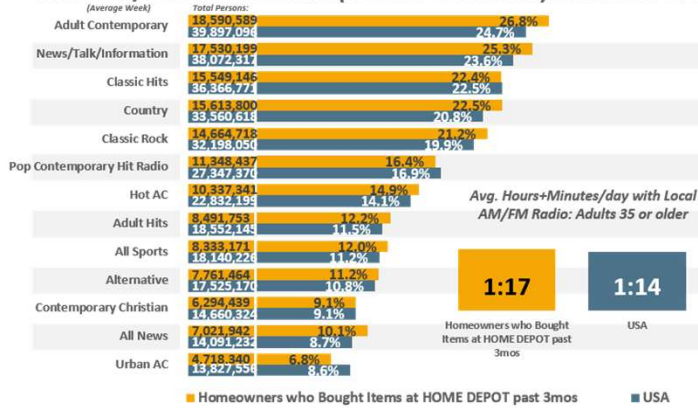
1,245,566 or 79.0% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.



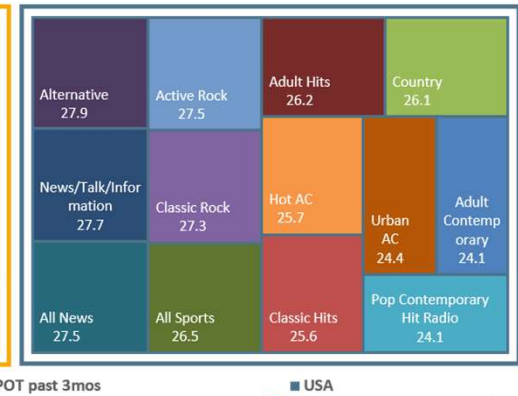
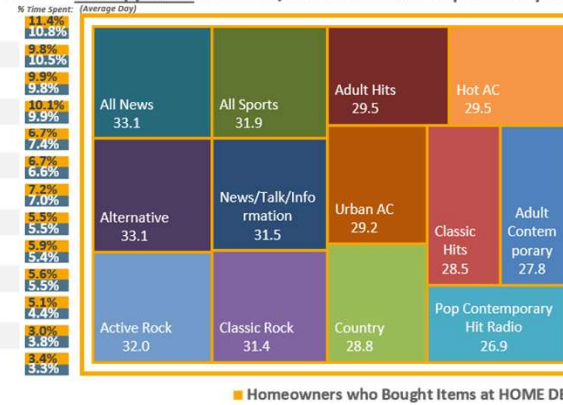
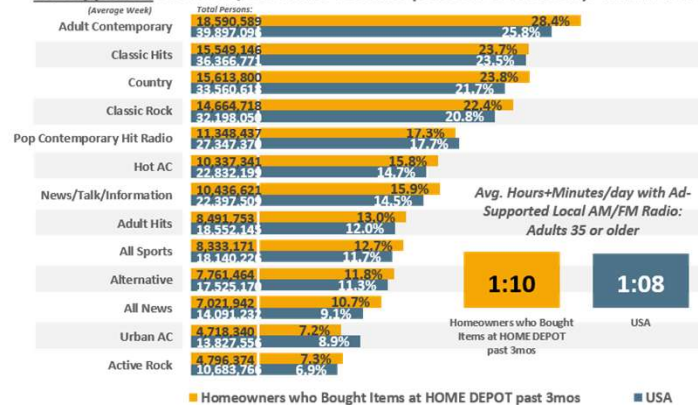


65,524,978 or 81.8% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Classic Rock, and Pop Contemporary Hit Radio.

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 7,812
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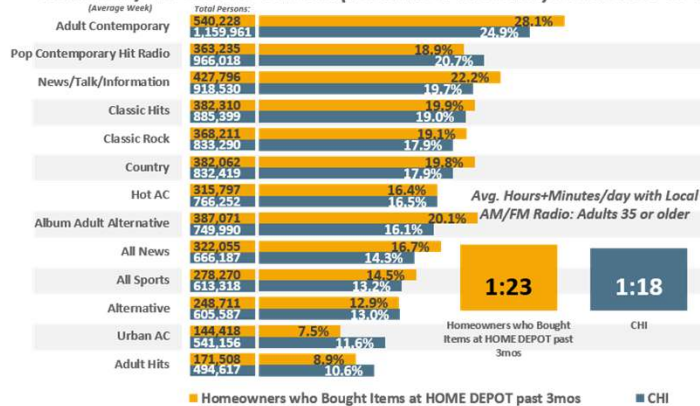
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

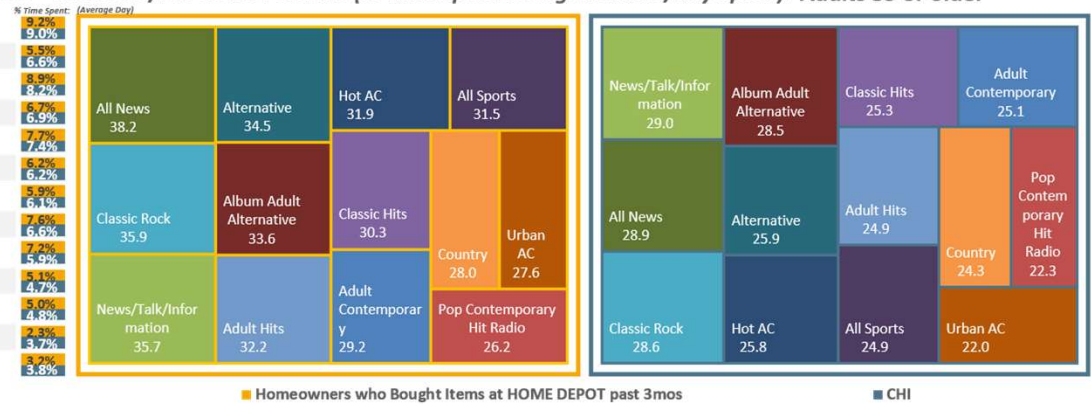


1,812,155 or 85.% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Album Adult Alternative, Classic Hits, Country, and Classic Rock.

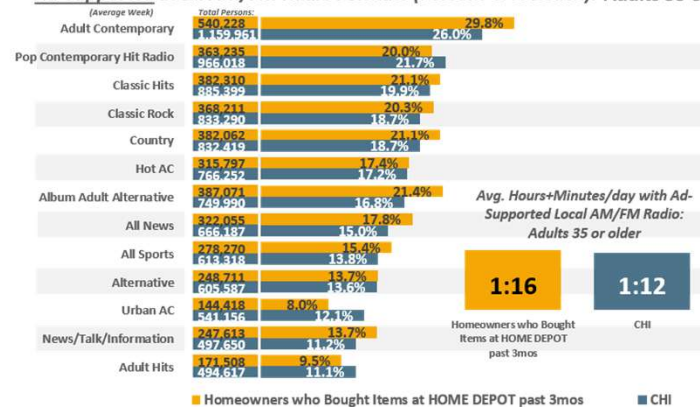
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



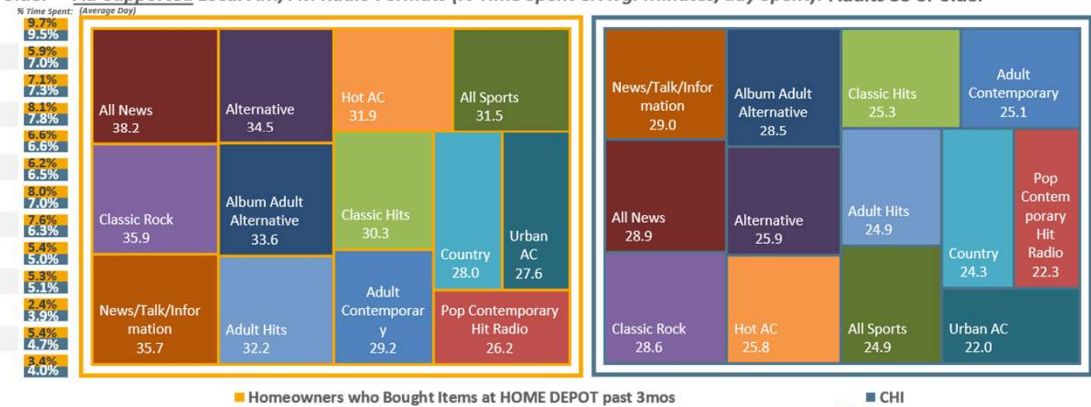
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,148
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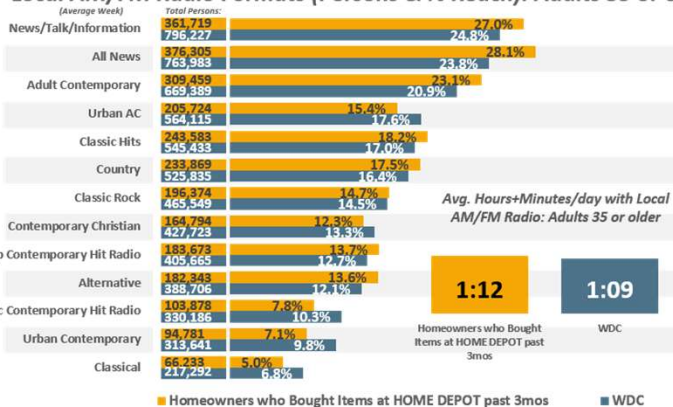
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLHD): Own AND Major stores bought past 3 months: The Home Depot]]

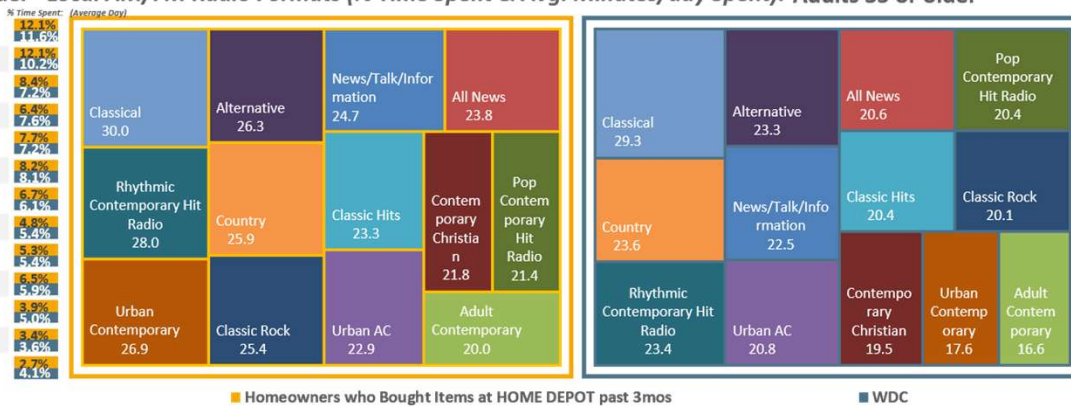


1,258,884 or 78.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Adult Contemporary, Classic Hits, Country, and News/Talk/Information.

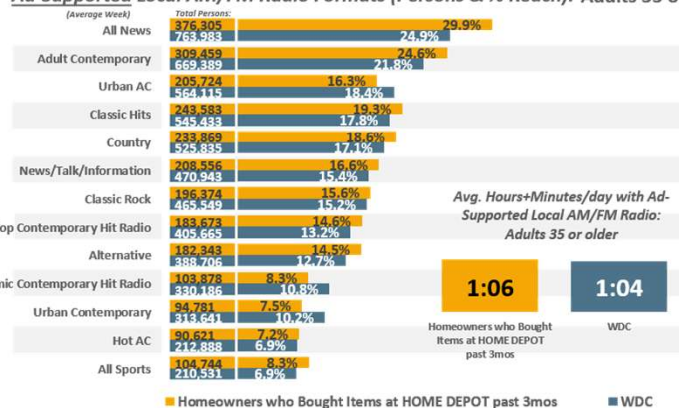
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



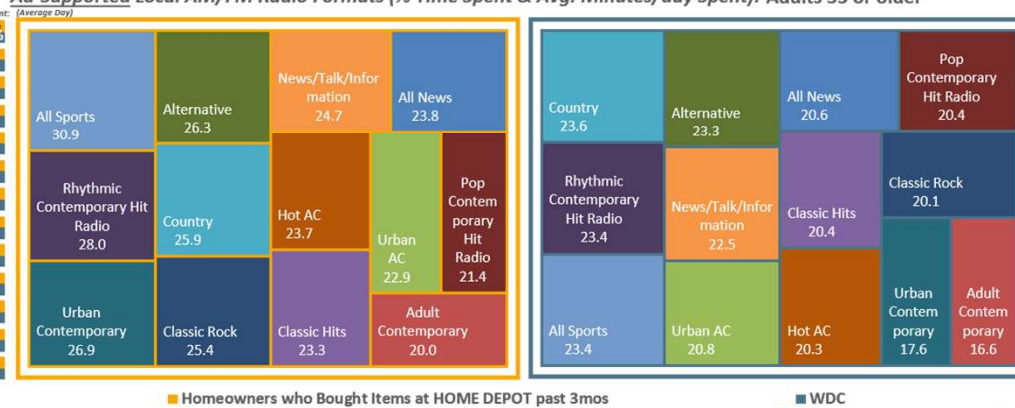
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,716
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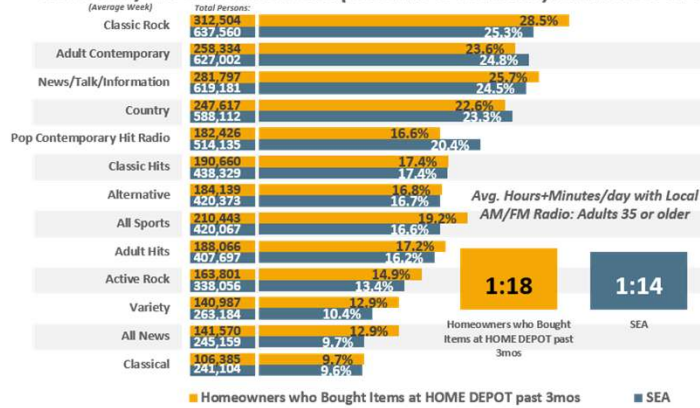
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

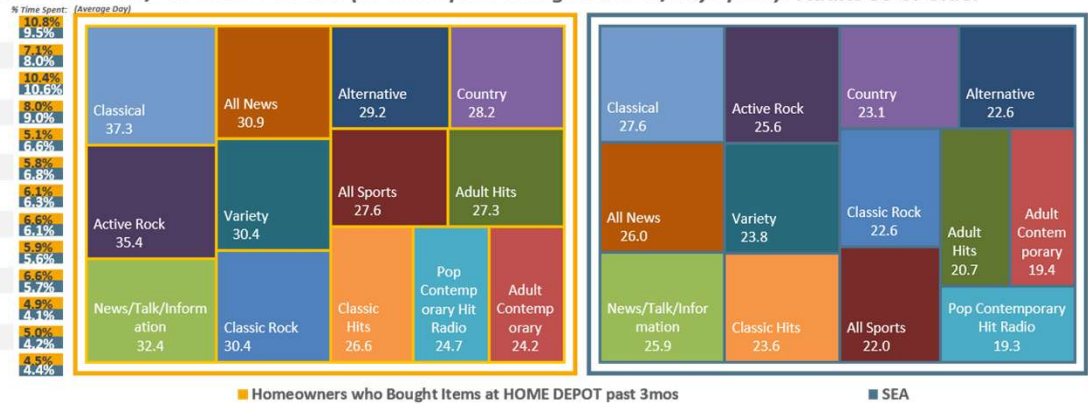


1,026,780 or 77.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Country, All Sports, and Classic Hits.

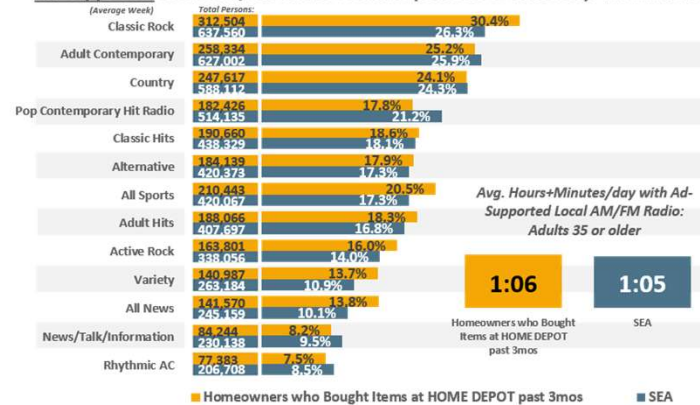
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



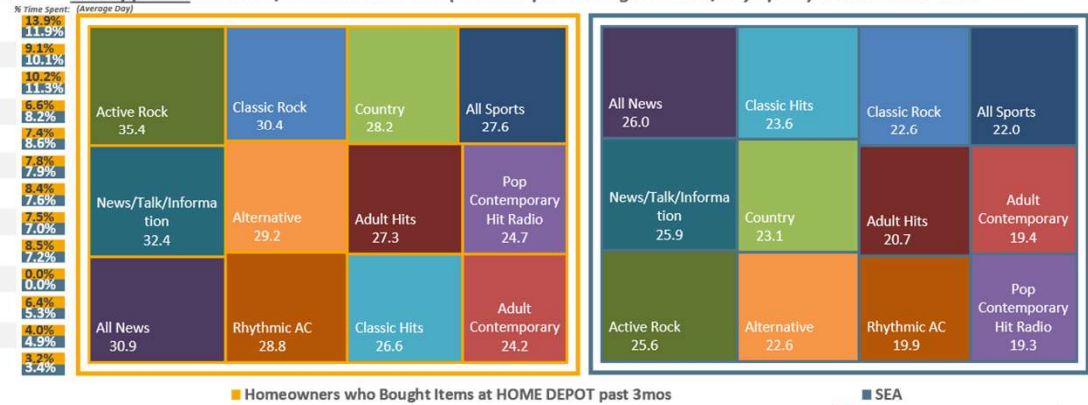
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



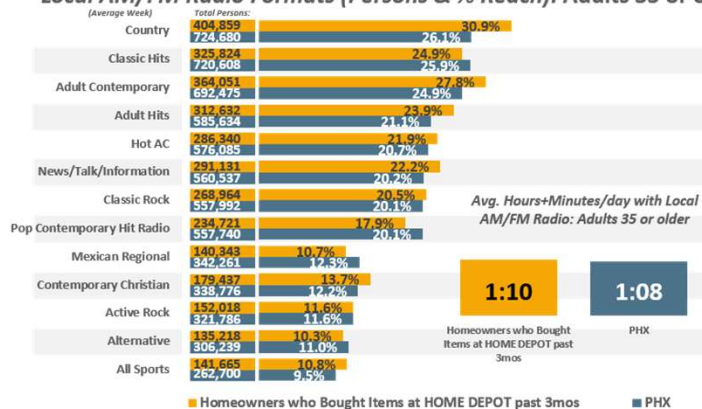
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



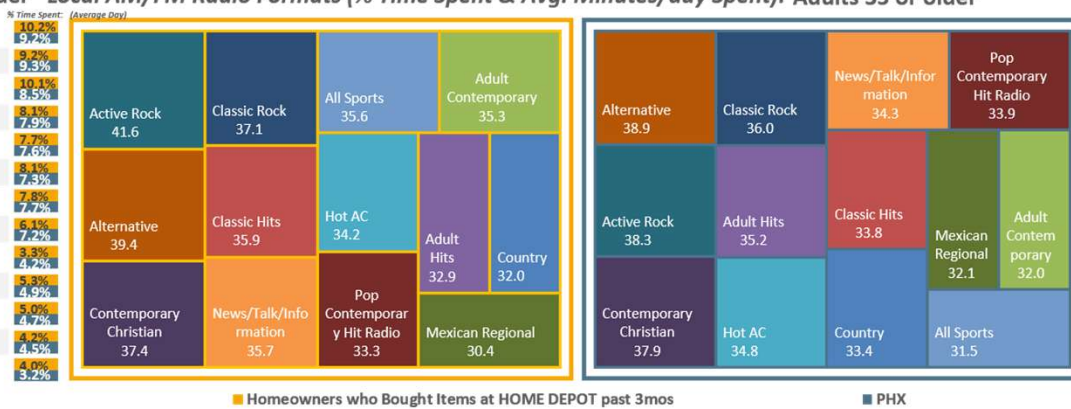


1,245,566 or 79.% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Adult Hits, and Hot AC.

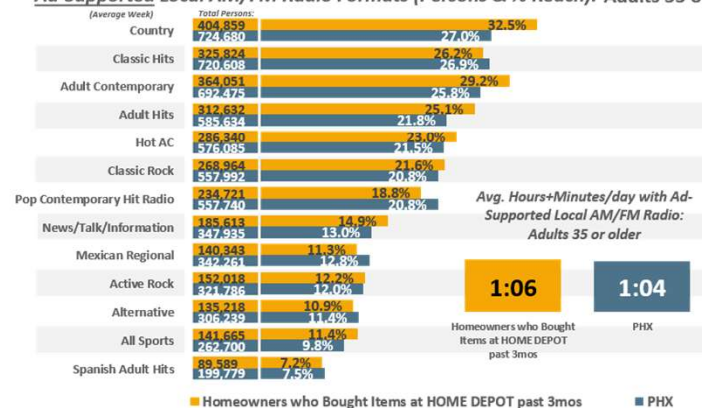
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



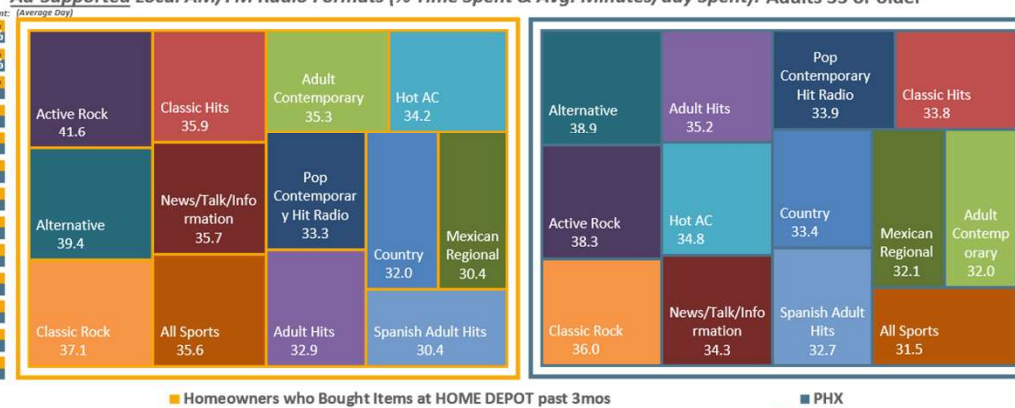
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

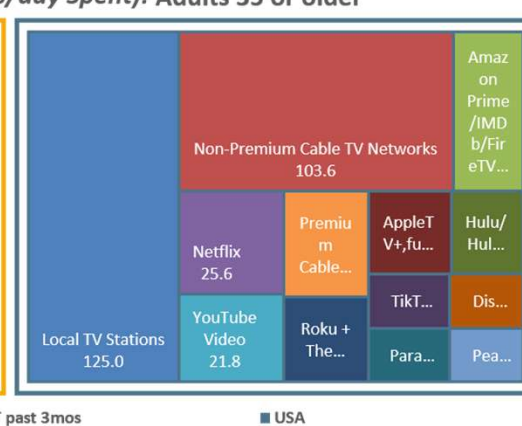
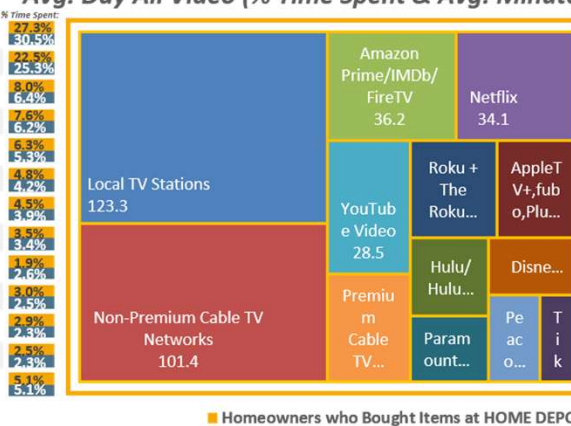
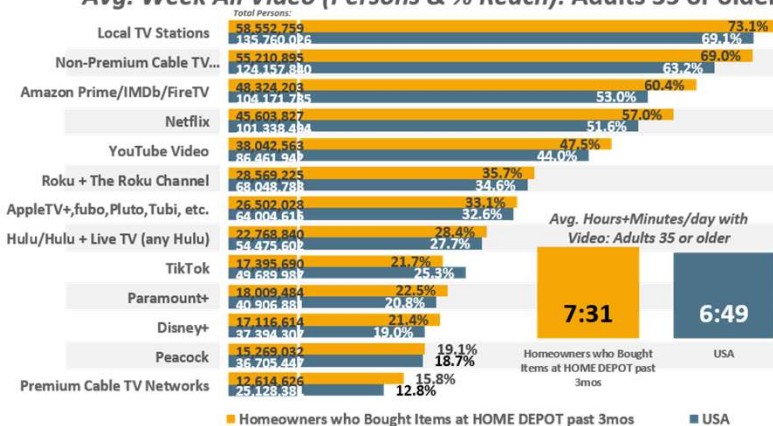




57,761,780 or 72.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations for an average of 115.8 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

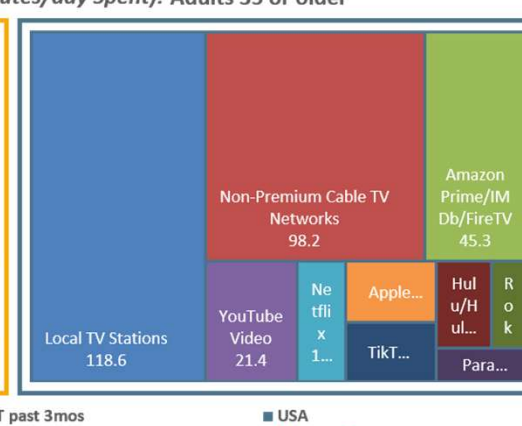
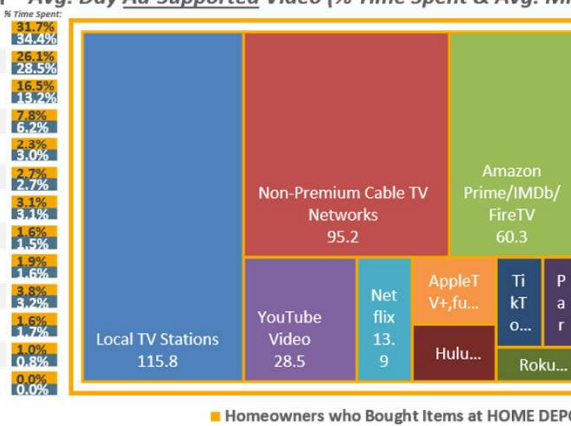
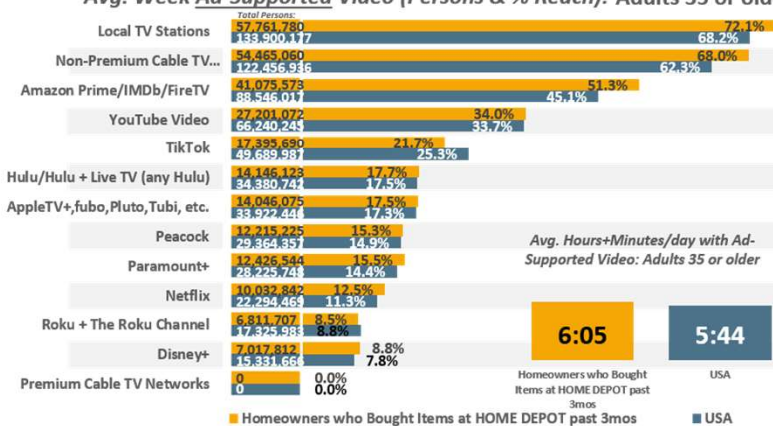
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 7,812
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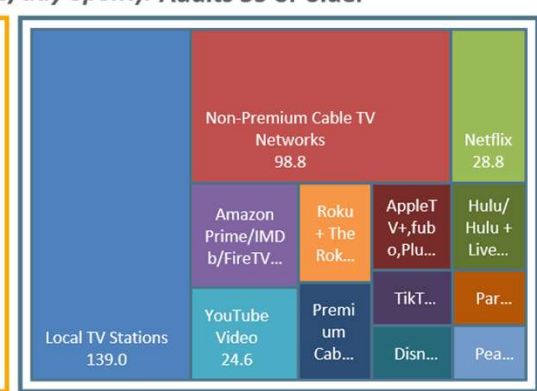
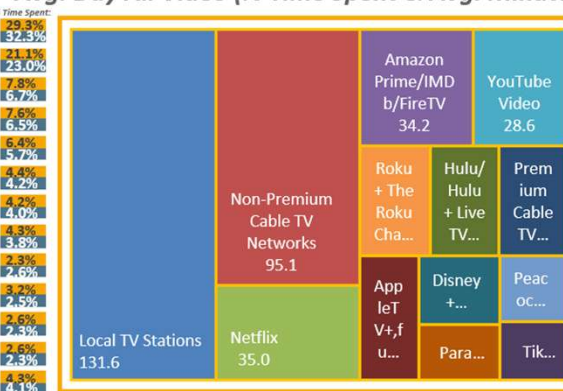
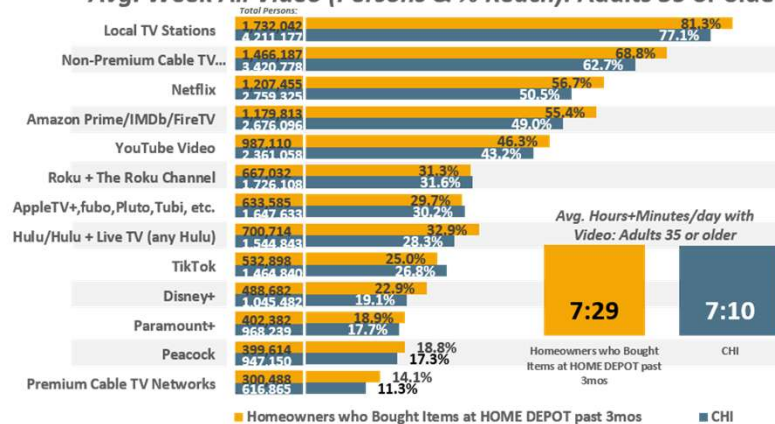
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



1,709,305 or 80.2% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations for an average of 122.8 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

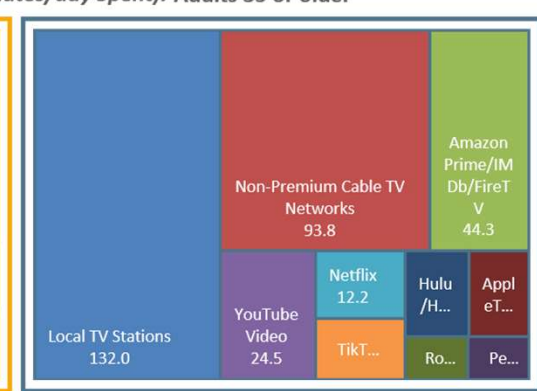
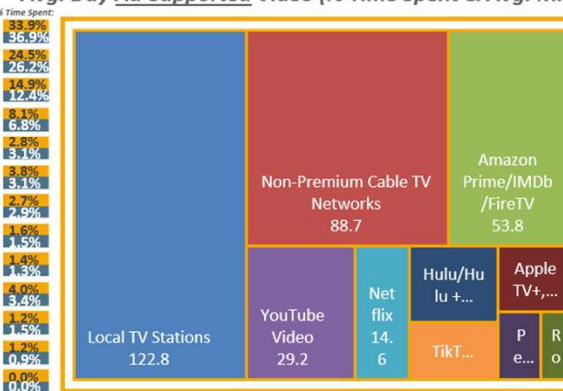
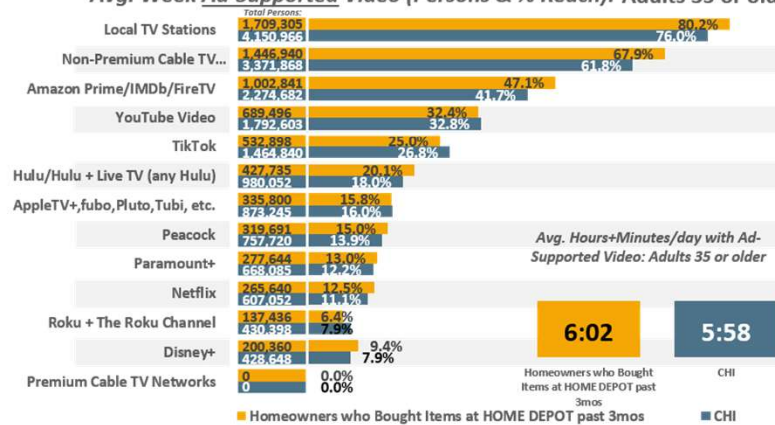
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,148
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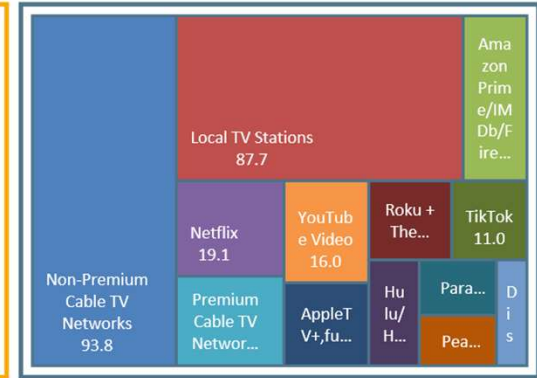
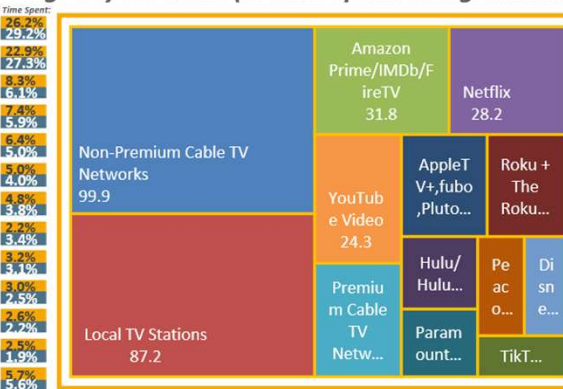
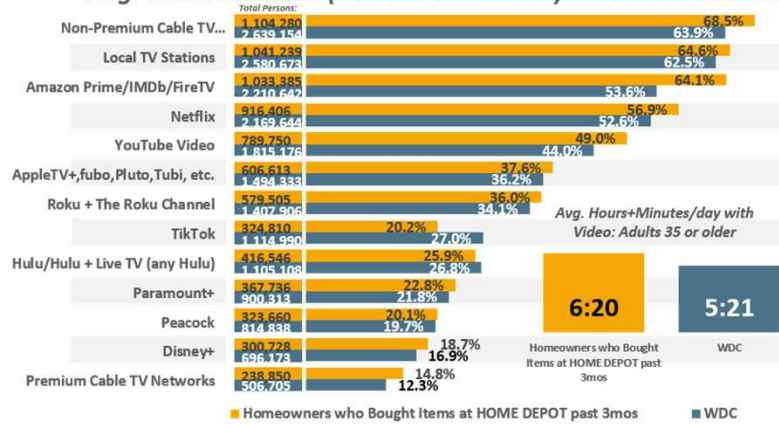
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



1,027,060 or 63.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations for an average of 80.1 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.

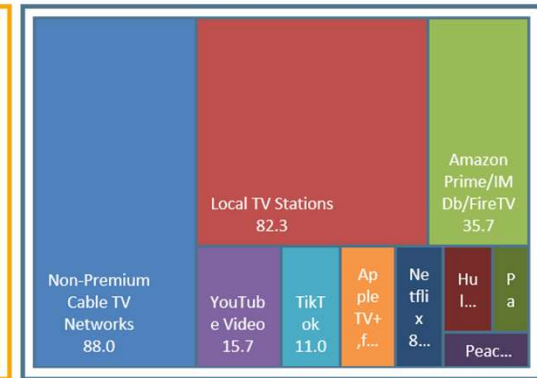
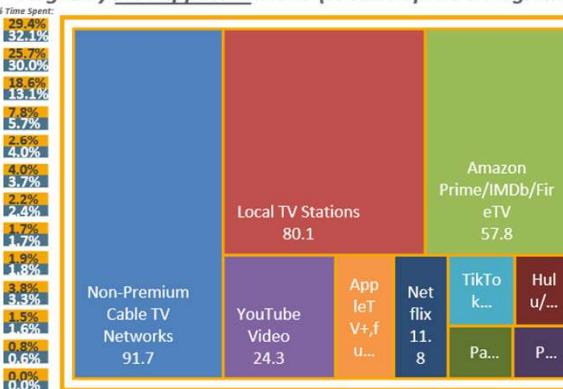
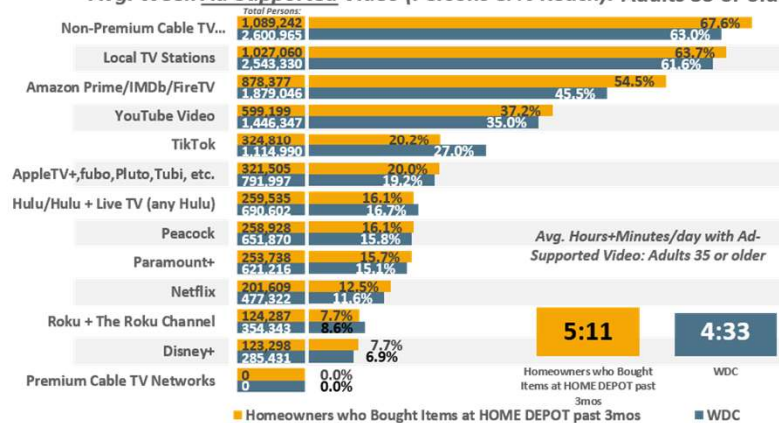
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,716
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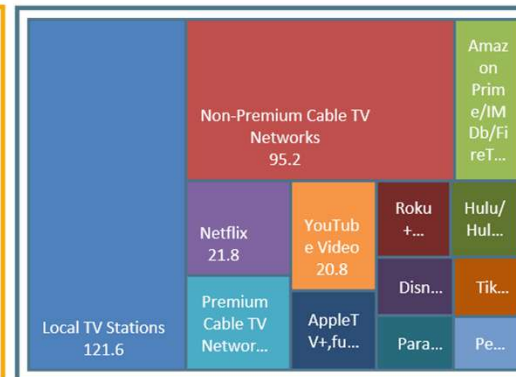
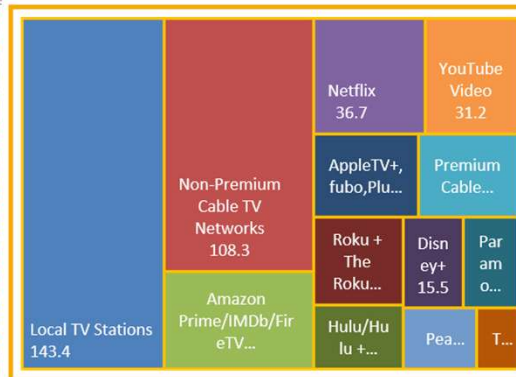
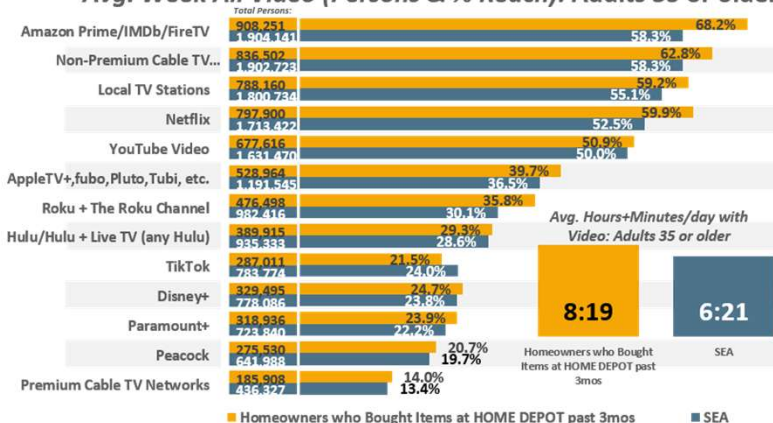
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



772,764 or 58.% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations for an average of 133.2 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.

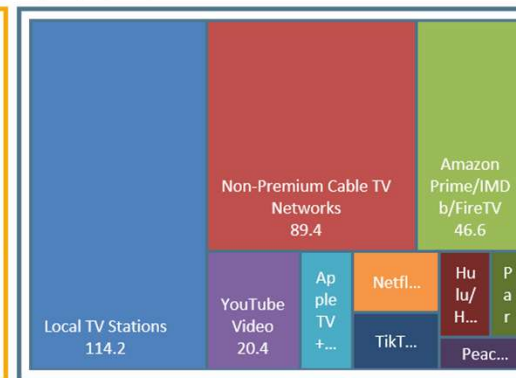
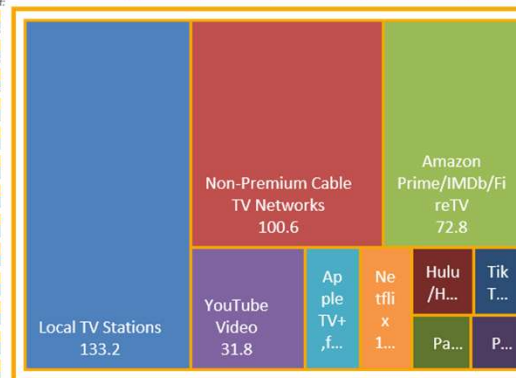
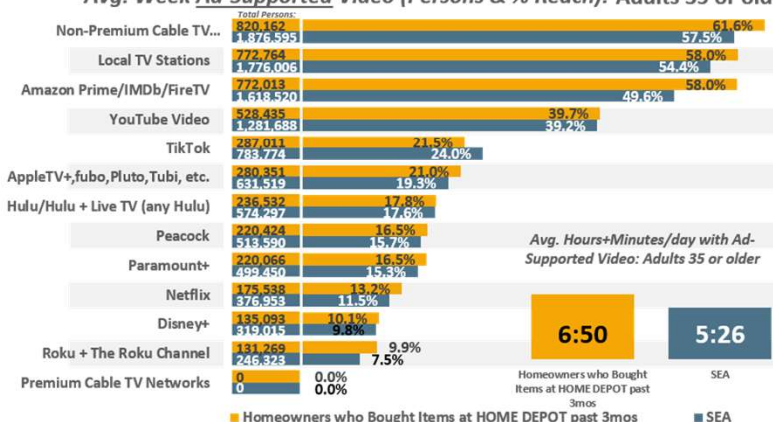
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



SEA DMA Scarborough R1 2026-Mar26 Qual Intab 1,242
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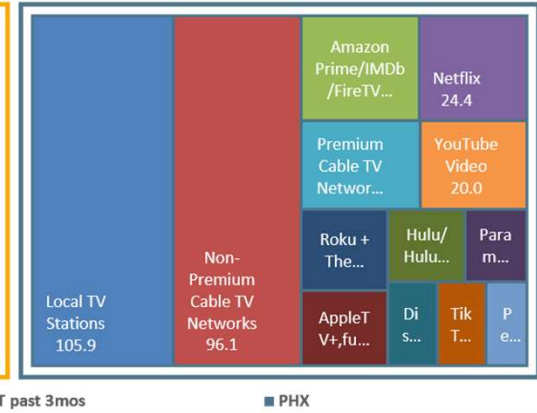
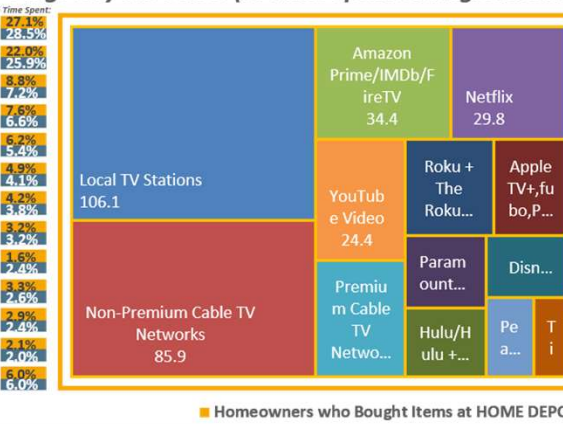
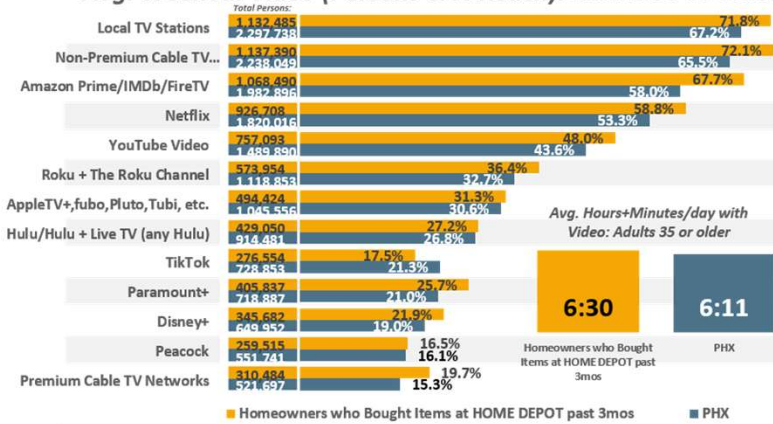
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



1,117,642 or 70.9% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations for an average of 102.1 minutes every day representing 32.0% of all time spent daily with Ad-Supported Video.

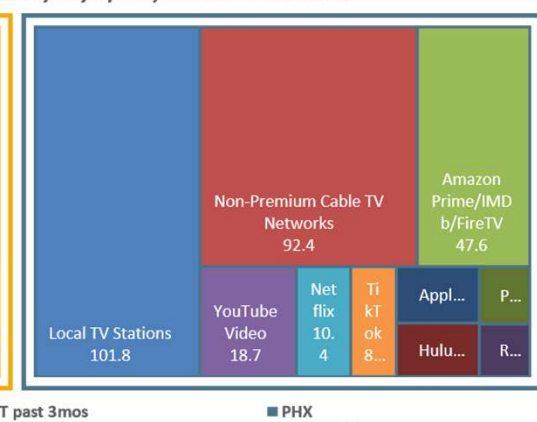
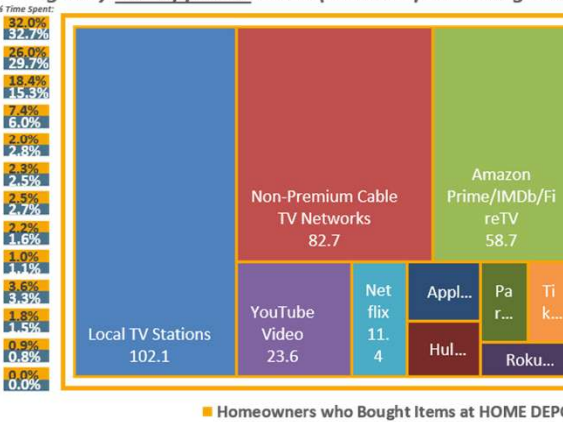
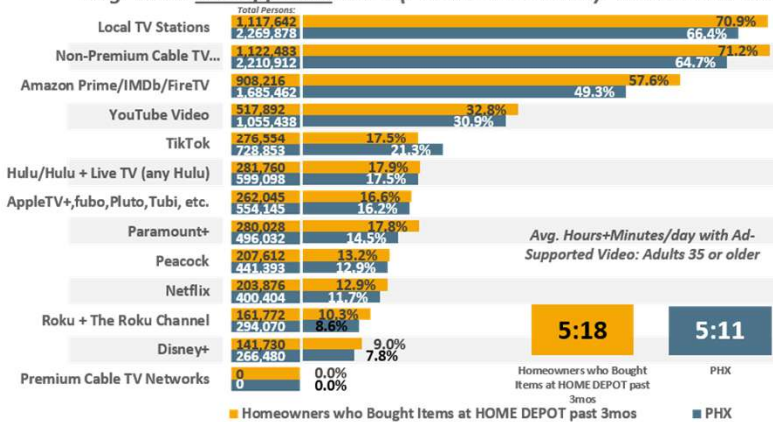
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 804
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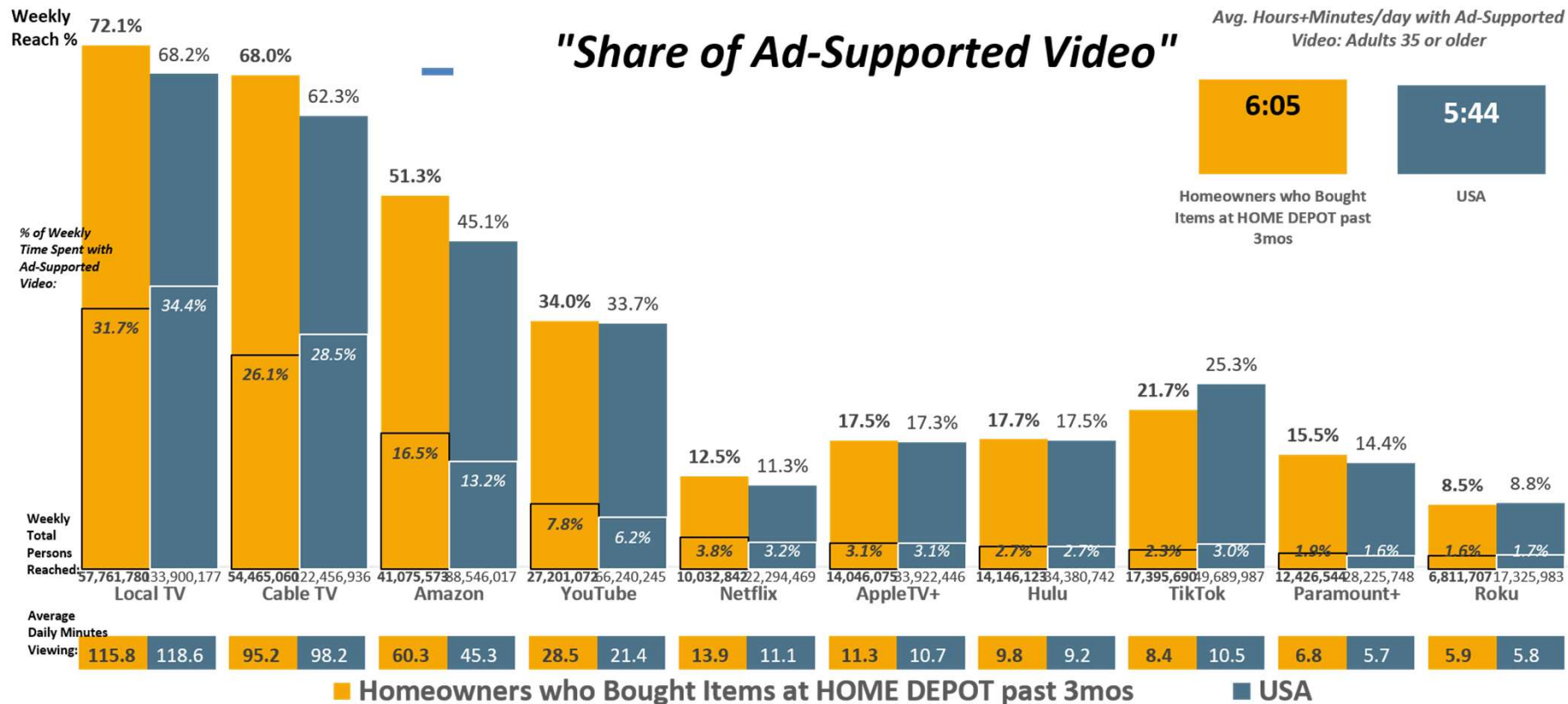
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



57,761,780 or 72.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations for an average of 115.8 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 7,812 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

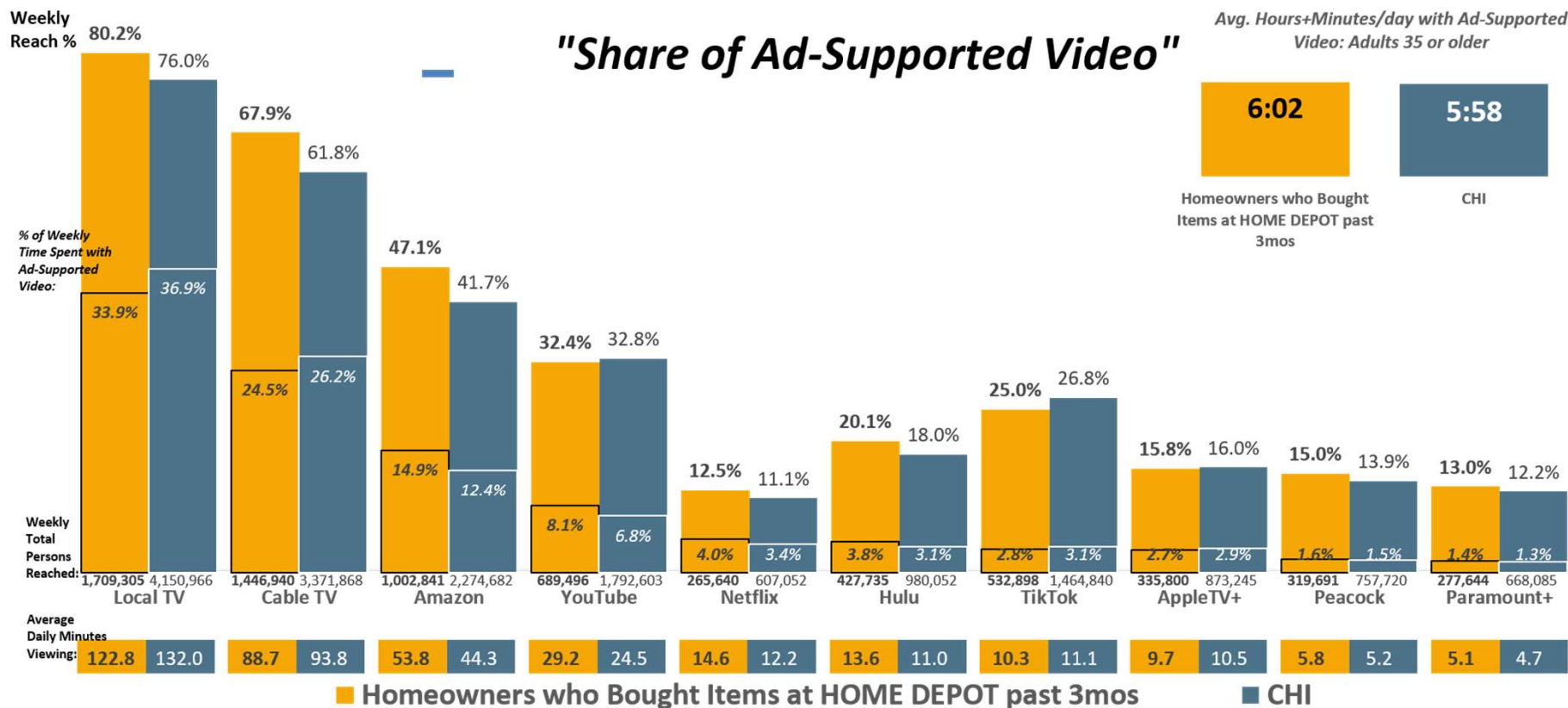
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



1,709,305 or 80.2% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations for an average of 122.8 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

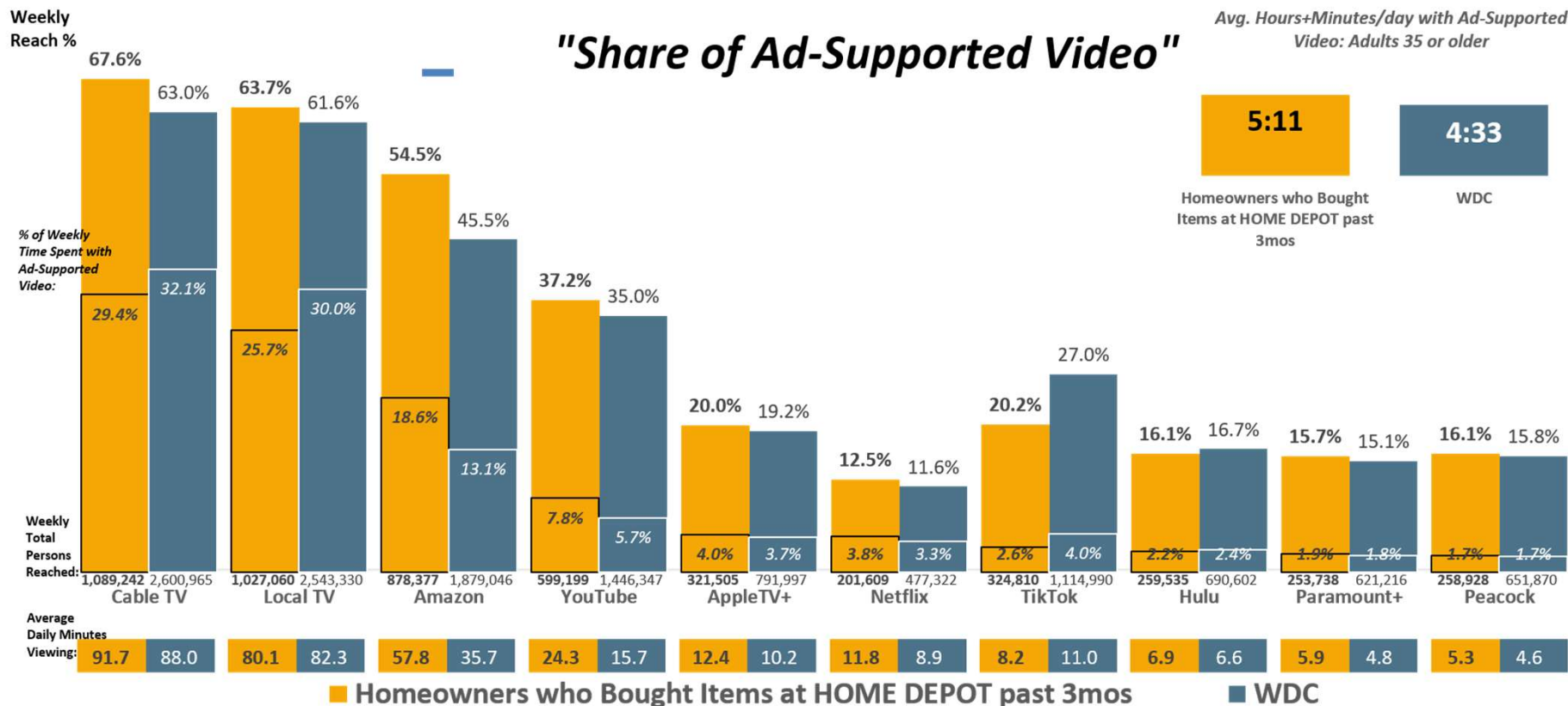
"Share of Ad-Supported Video"





1,027,060 or 63.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations for an average of 80.1 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



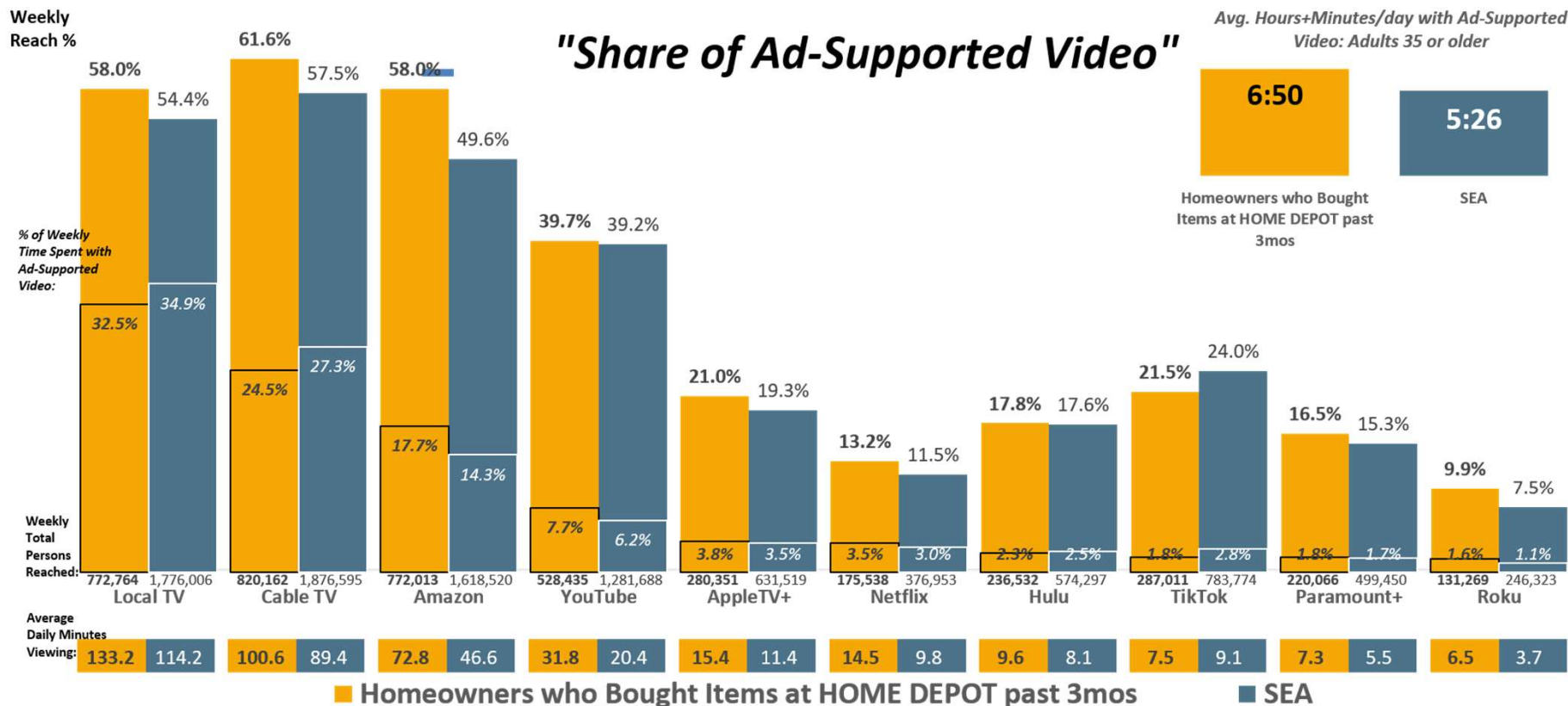
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,716 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



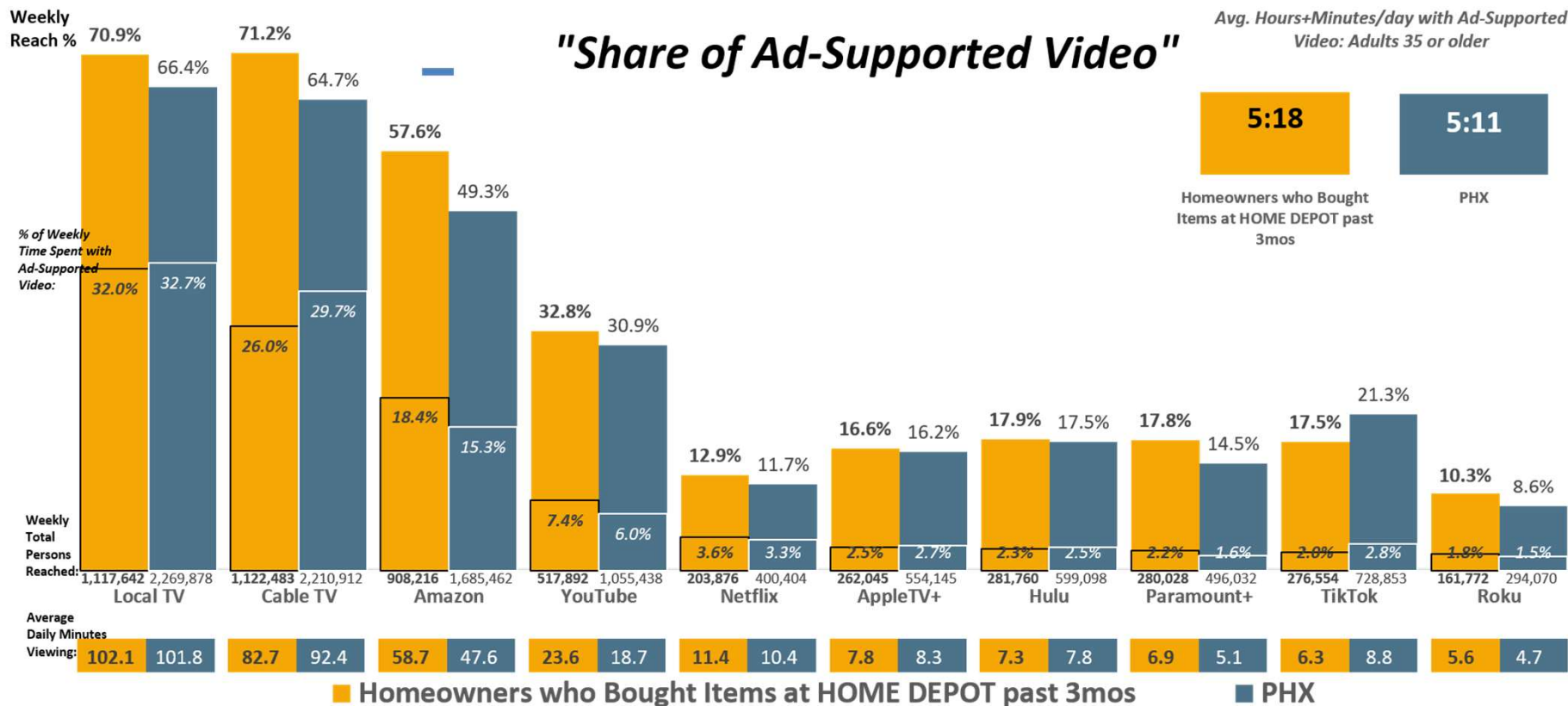
772,764 or 58.0% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations for an average of 133.2 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.





1,117,642 or 70.9% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations for an average of 102.1 minutes every day representing 32.0% of all time spent daily with Ad-Supported Video.

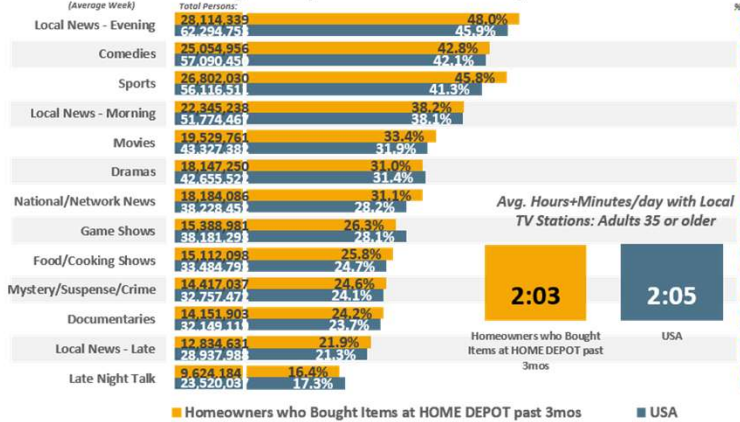
"Share of Ad-Supported Video"



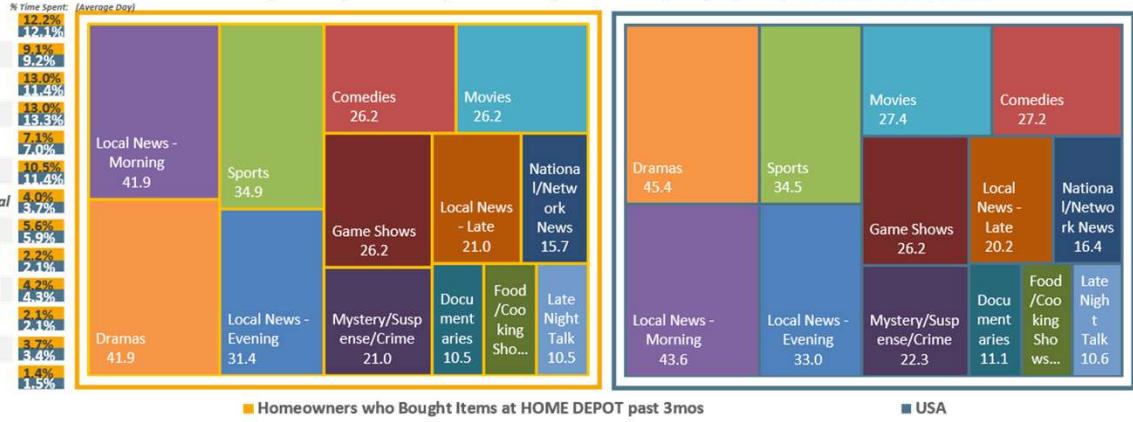


57,761,780 or 72.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Movies, and Dramas.

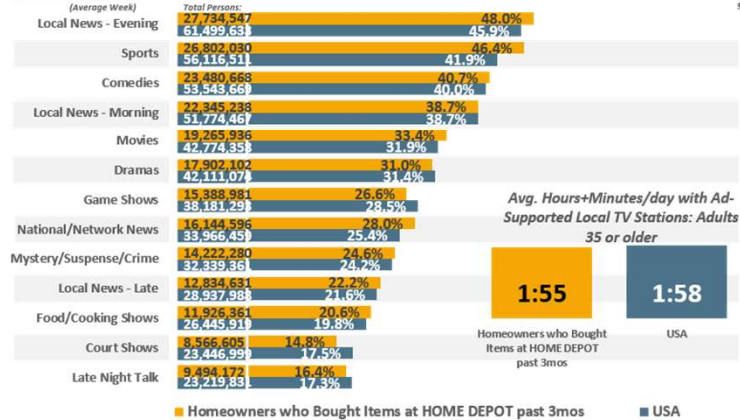
Local TV Station Programs (Persons & % Reach): Adults 35 or older



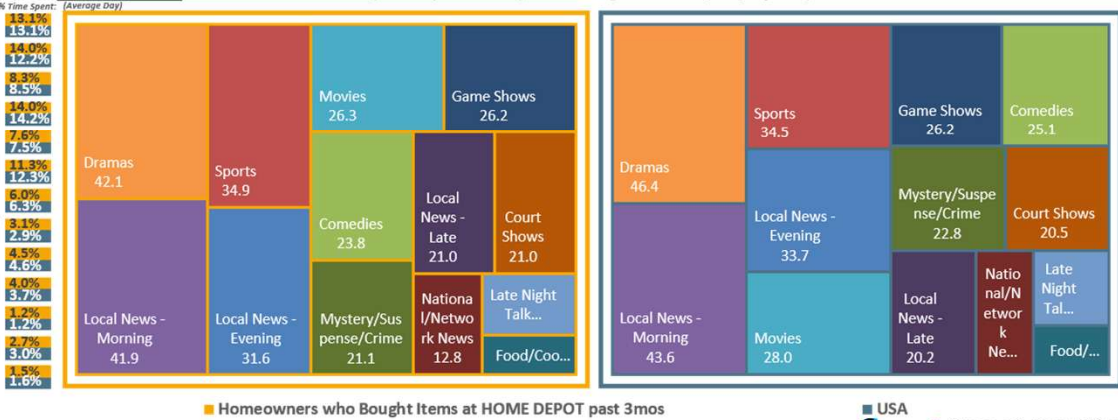
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



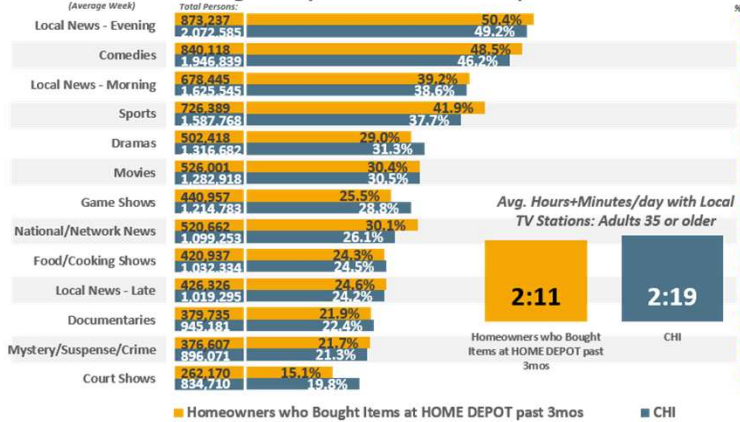
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



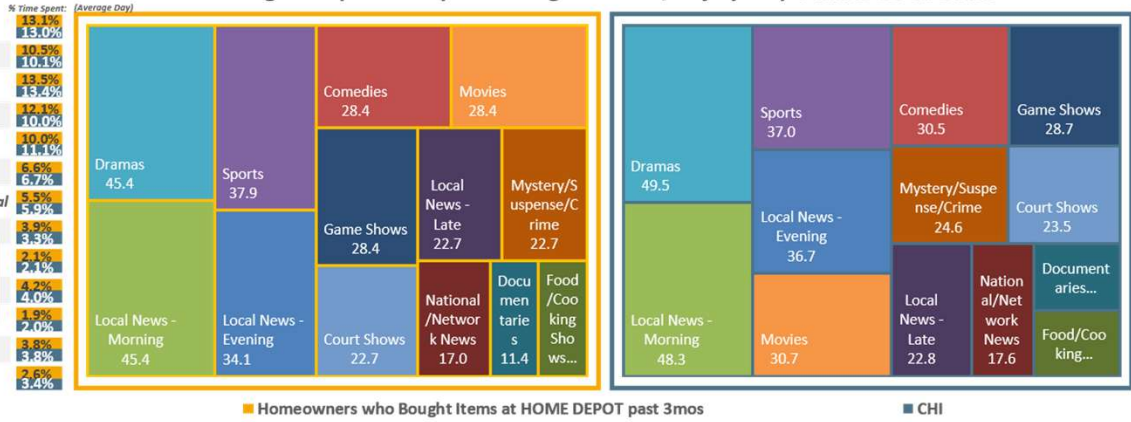


1,709,305 or 80.2% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Movies, and Dramas.

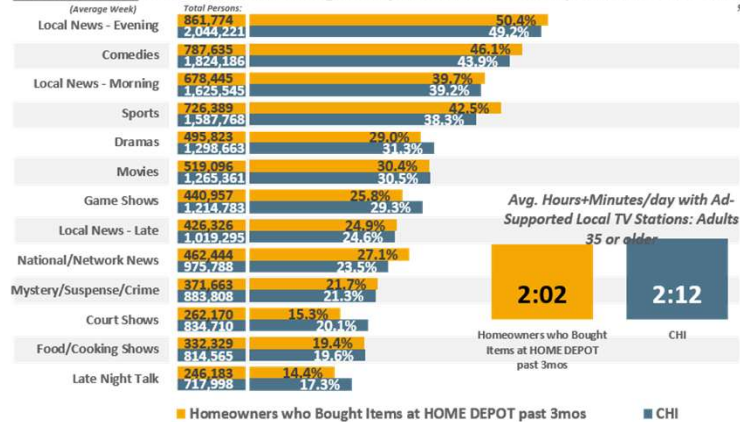
Local TV Station Programs (Persons & % Reach): Adults 35 or older



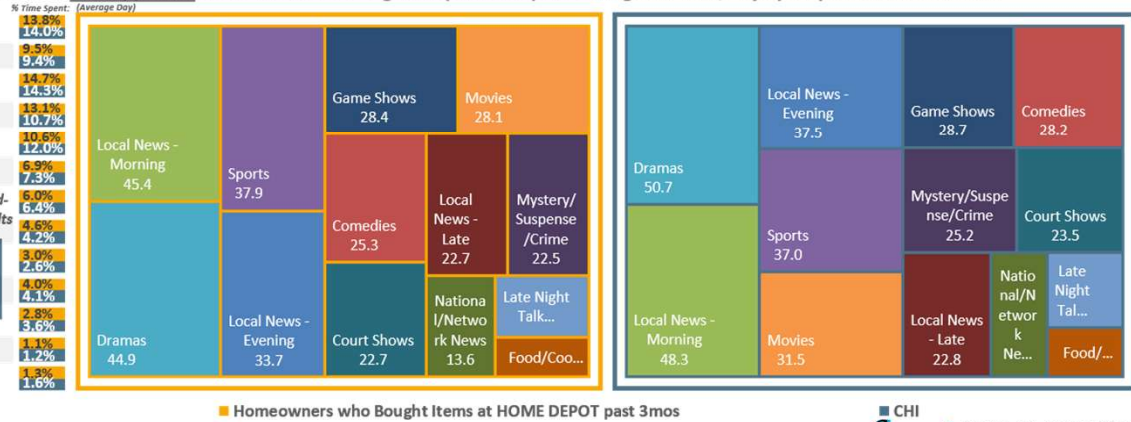
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,148
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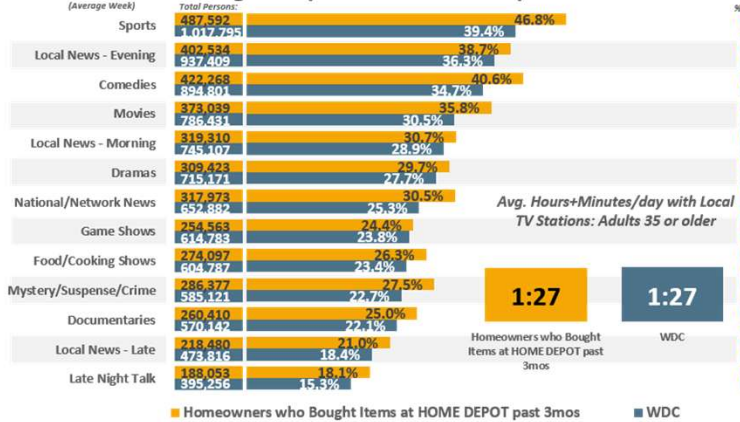
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

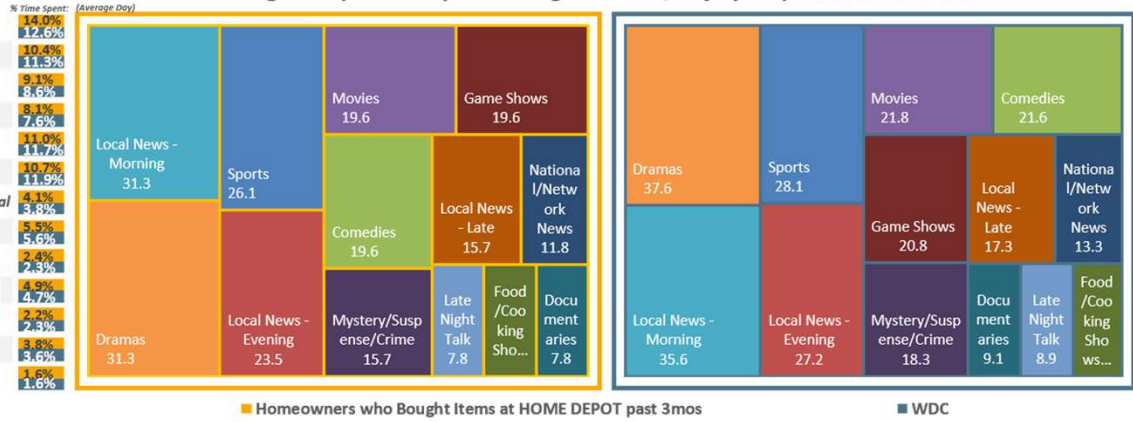


1,027,060 or 63.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Dramas.

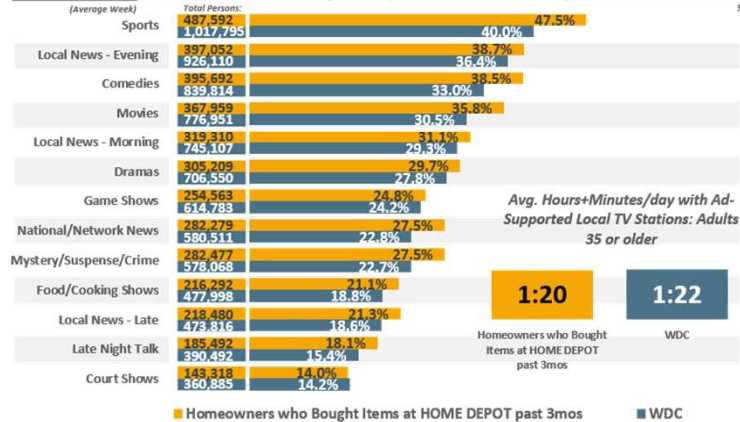
Local TV Station Programs (Persons & % Reach): Adults 35 or older



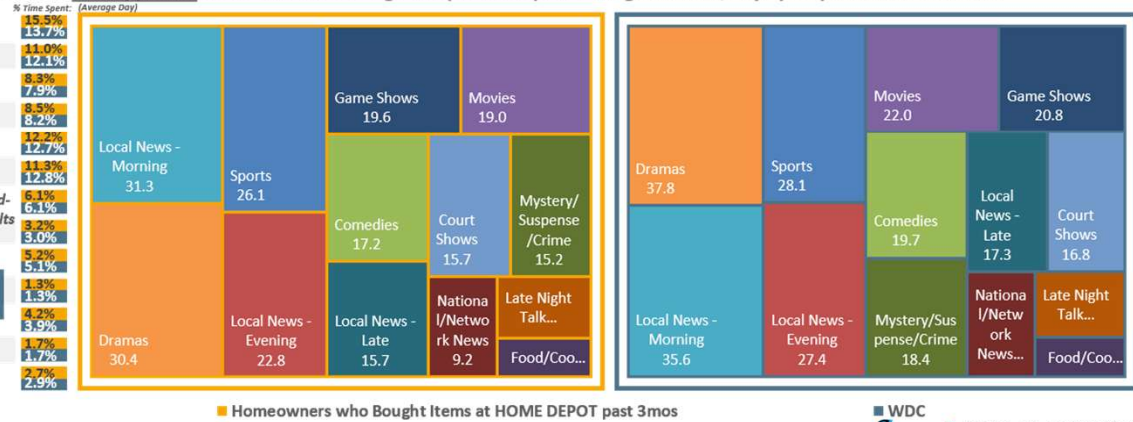
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



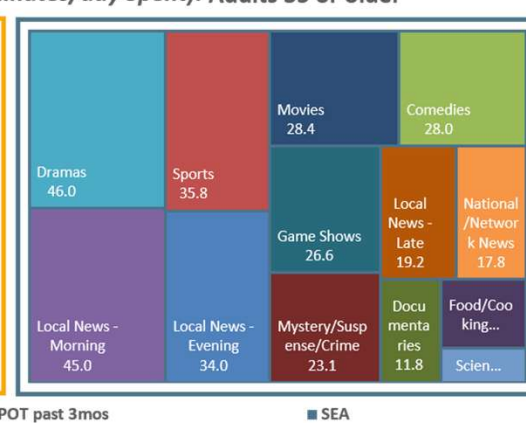
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,716
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WDC
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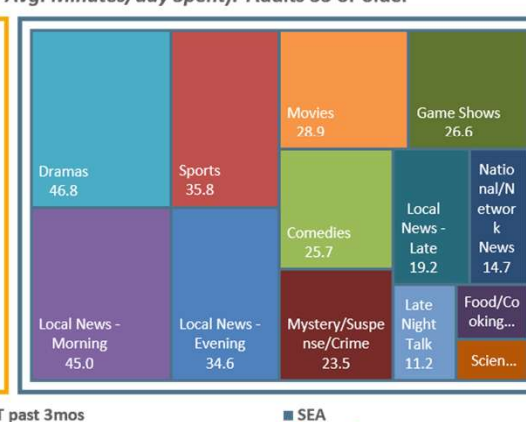
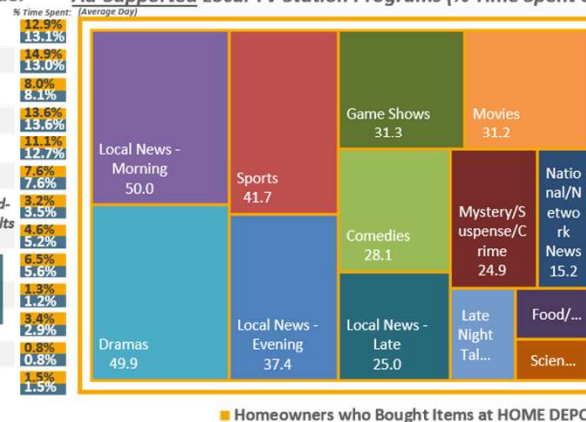
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



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



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



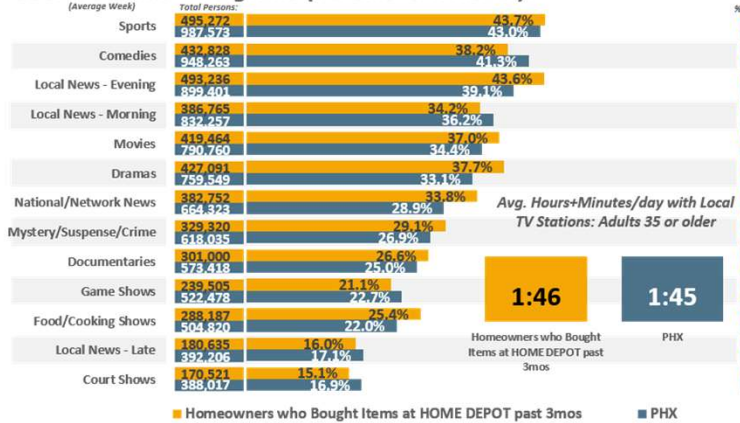
■ SEA
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[(Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot)]

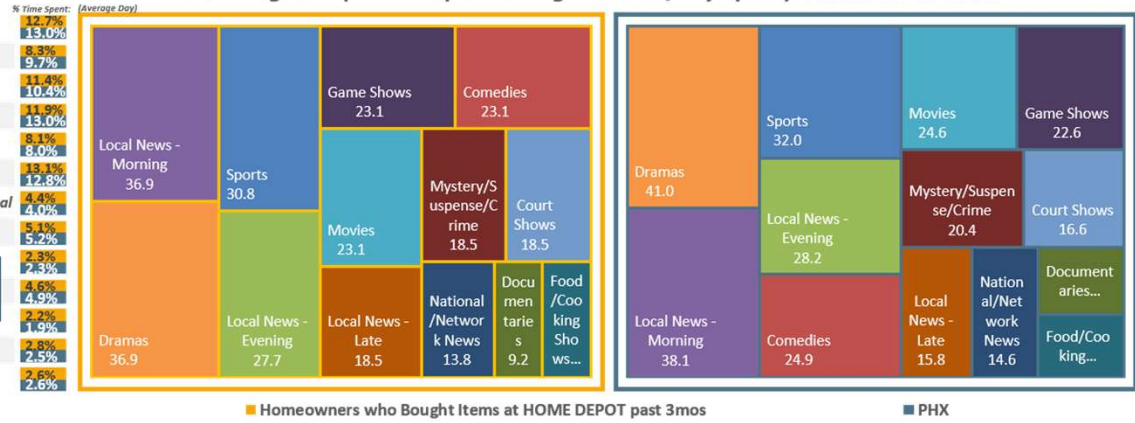


1,117,642 or 70.9% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Dramas, Movies, Comedies, and Local News - Morning.

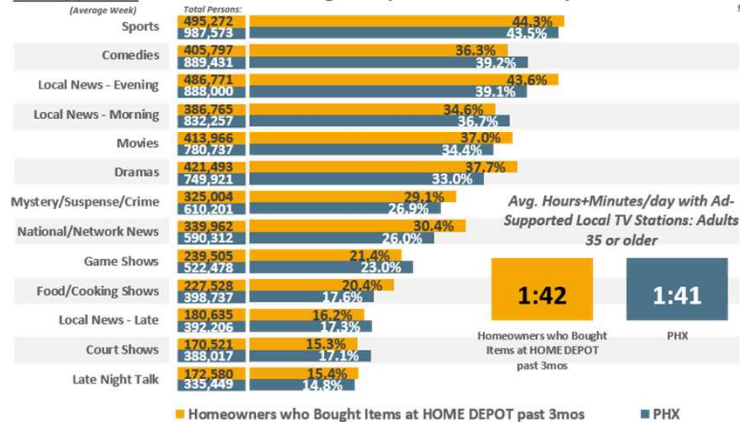
Local TV Station Programs (Persons & % Reach): Adults 35 or older



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

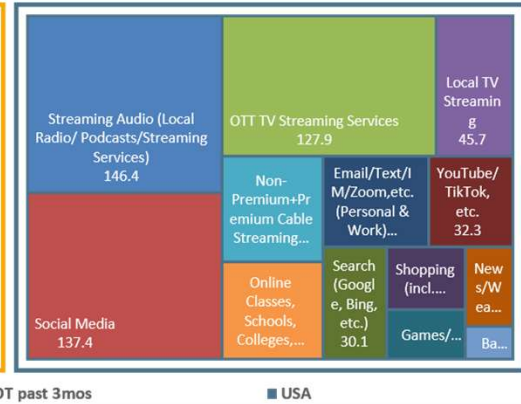
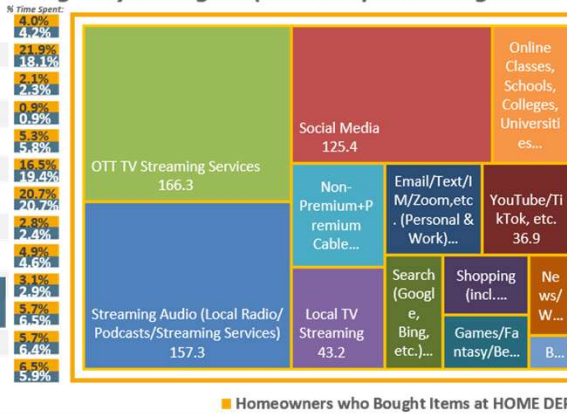


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

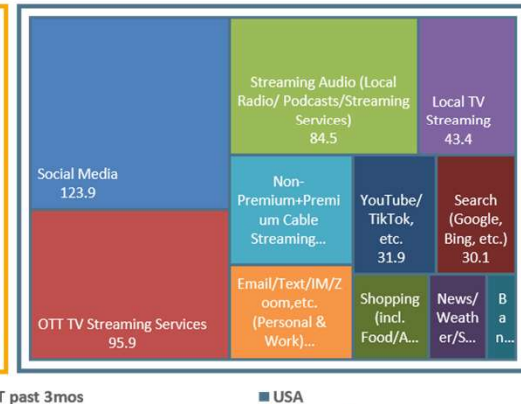
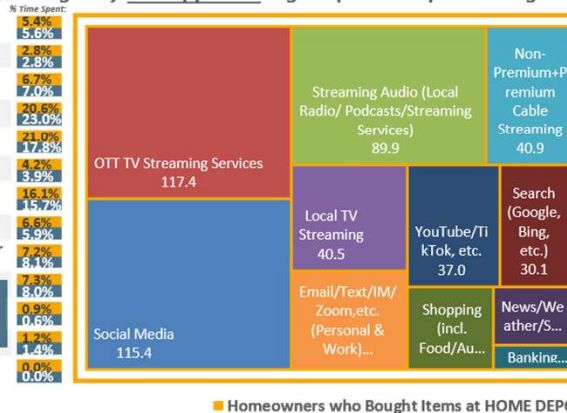




Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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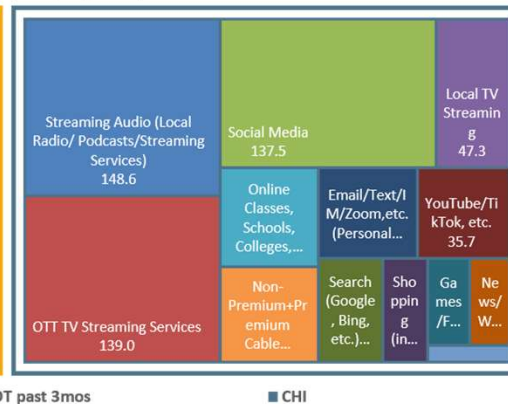
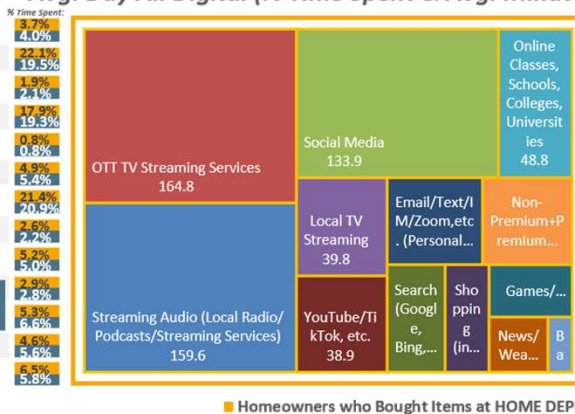
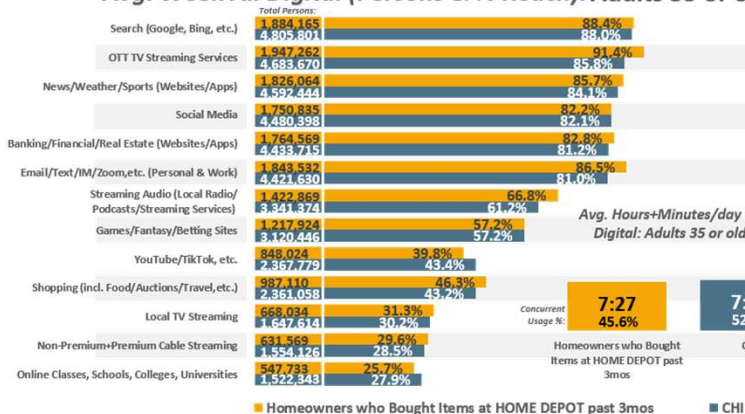
[(Own or rent residence (HHLd): Own AND Major stores bought past 3 months: The Home Depot)]



1,567,276 or 73.5% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported Social Media for an average of 123.2 minutes every day representing 22.6% of all time spent daily with Ad-Supported Digital Media.

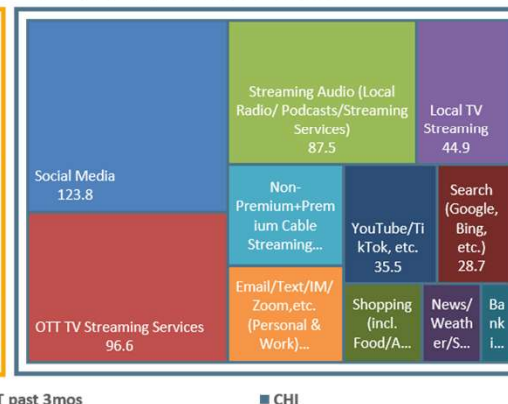
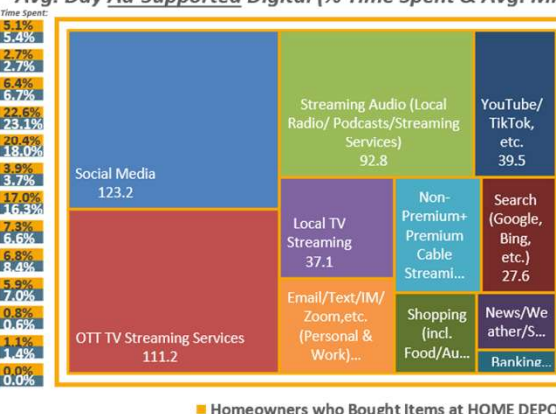
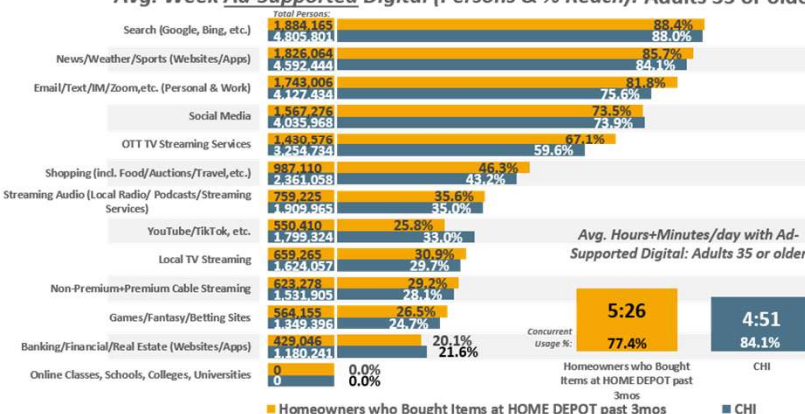
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,148
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

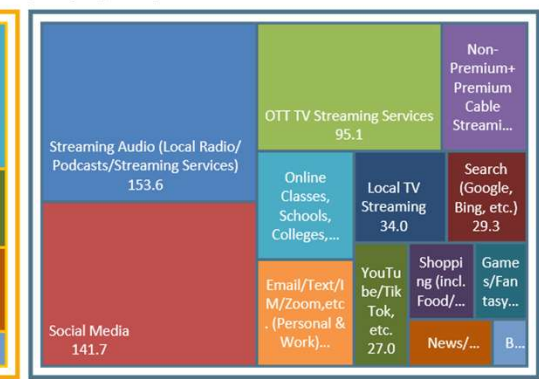


Activity	Total Persons	Concurrent Usage %
Search (Google, Bing, etc.)	1,421,409 3,557,783	88.2% 87.1%
Real Estate (Websites/Apps)	1,445,916 3,536,873	89.7% 86.9%
OTT TV Streaming Services	1,449,221 3,651,016	89.9% 84.6%
Weather/Sports (Websites/Apps)	1,412,874 3,466,273	87.7% 84.0%
Zoom/etc. (Personal & Work)	1,424,745 3,479,121	88.4% 83.1%
Social Media	1,354,226 3,651,017	84.0% 81.4%
Streaming Audio (Local Radio/Podcasts/Streaming Services)	1,104,869 2,675,000	68.6% 63.6%
Games/Fantasy/Betting Sites	920,928 2,838,689	57.2% 57.2%
YouTube/TikTok, etc.	740,029 1,836,521	45.0% 45.7%
Food/Auctions/Travel, etc.)	799,750 1,815,176	49.0% 44.0%
Schools, Colleges, Universities	526,799 1,806,417	32.7% 31.7%
Cumulative Premium Cable Streaming	536,845 1,870,835	33.4% 29.1%
Local TV Streaming	416,229 1,047,565	25.8% 25.4%

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

Concurrent Usage %: **7:29** (43.9%) vs **7:17** (52.0%)

Homeowners who Bought Items at HOME DEPOT past 3mos



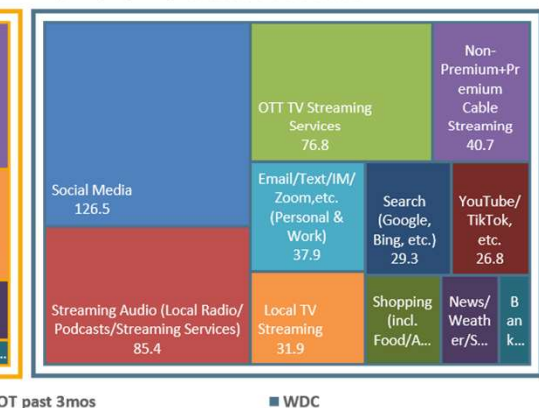
Digital Service Category	Total Persons	Homeowners (Past 3 Mos)	WDC	Percentage (Homeowners)
Search (Google, Bing, etc.)	1,421,400	1,352,783	68,617	88.2%
E-commerce (Amazon, eBay, etc.)	1,412,971	1,356,273	56,698	87.7%
Weather/Sports (Websites/Apps)	1,340,577	1,335,024	5,553	84.0%
News/Zoom, etc. (Personal & Work)	1,210,088	1,021,240	188,848	83.2%
Social Media	1,137,912	1,021,088	116,824	75.4%
OTT TV Streaming Services	859,648	559,648	300,000	62.5%
Local Food/Auctions/Travel, etc.)	789,750	383,173	406,577	48.0%
YouTube/TikTok, etc.	549,478	131,672	417,806	34.1%
Local Radio/ Podcasts/Streaming Services)	624,641	1,443,454	1,443,454	38.8%
Local Premium Cable Streaming	531,507	135,629	395,878	28.7%
Local Real Estate (Websites/Apps)	483,674	1,013,624	1,013,624	30.0%
Games/Fantasy/Betting Sites	451,359	107,413	343,946	28.0%
Local TV Streaming	410,554	1,032,406	1,032,406	25.5%
Schools, Colleges, Universities	0	0	0	0.0%

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

Group	Avg. Hours+Minutes/day	Percentage
Homeowners who Bought Items at HOME DEPOT past 3mos	5:33	68.7%
WDC	4:39	80.0%

Concurrent Usage:

- Homeowners who Bought Items at HOME DEPOT past 3mos: 5:33 (68.7%)
- WDC: 4:39 (80.0%)



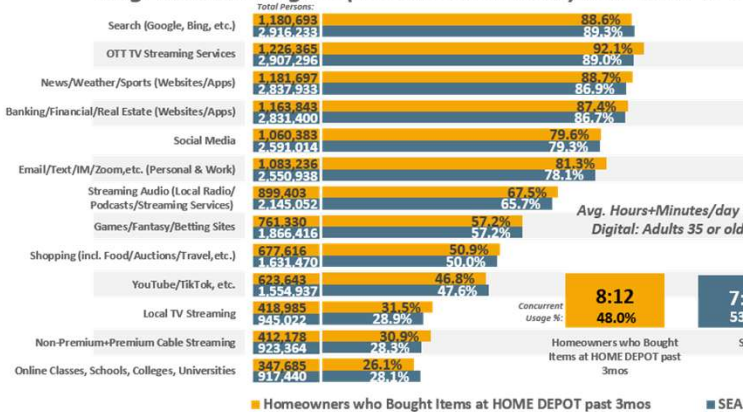
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for Anything .

[(Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot)]

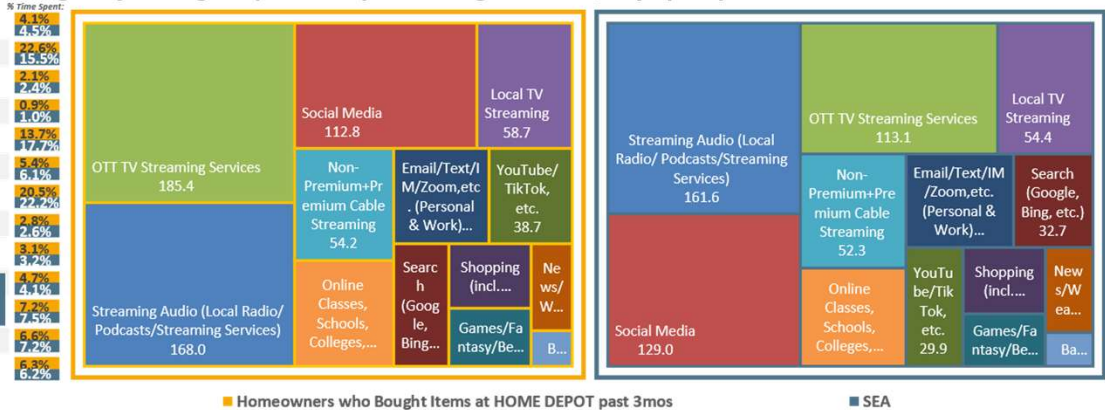


926,992 or 69.6% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported Social Media for an average of 103.7 minutes every day representing 16.9% of all time spent daily with Ad-Supported Digital Media.

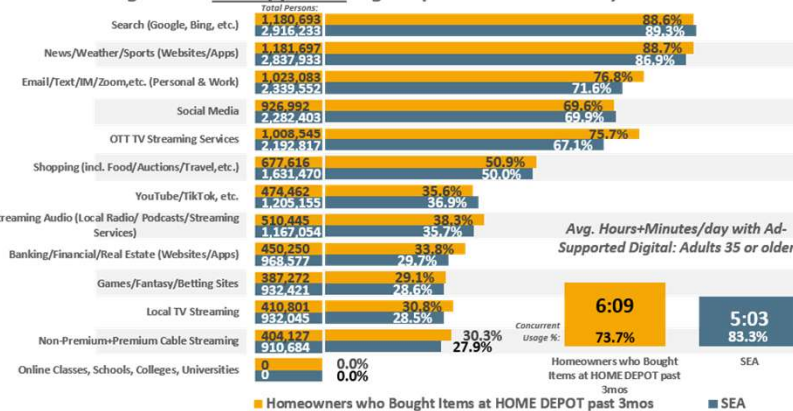
Avg. Week All Digital (Persons & % Reach): Adults 35 or older



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



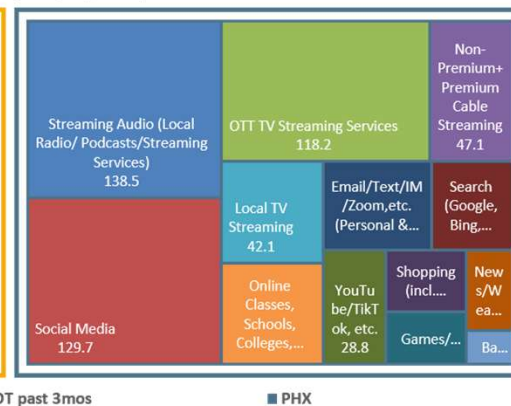
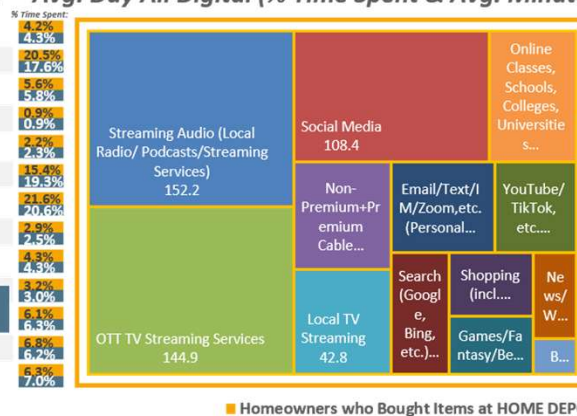
SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,242
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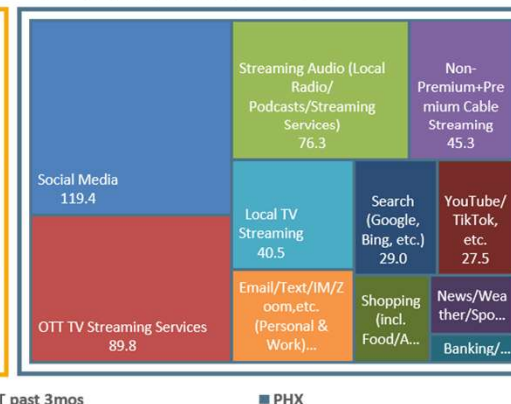
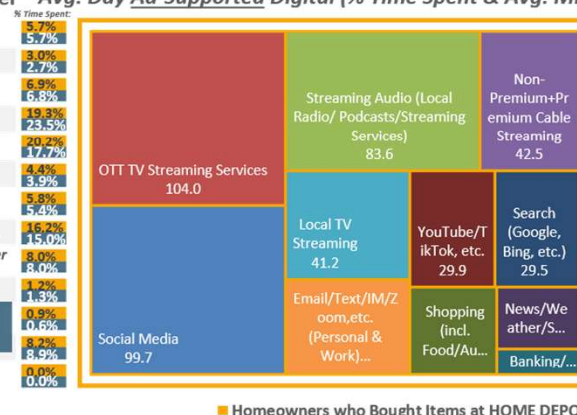
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



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



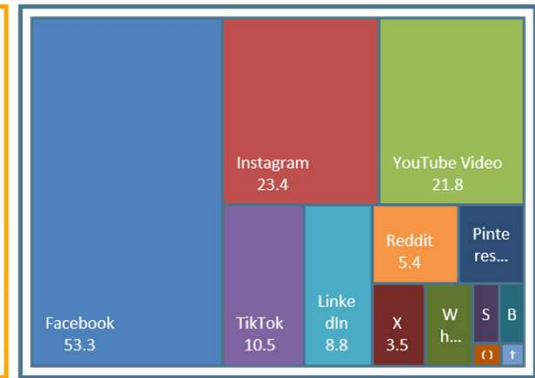
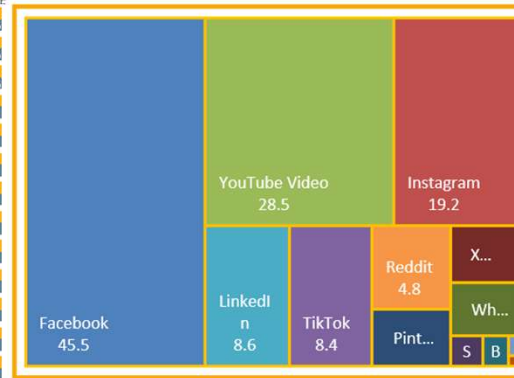
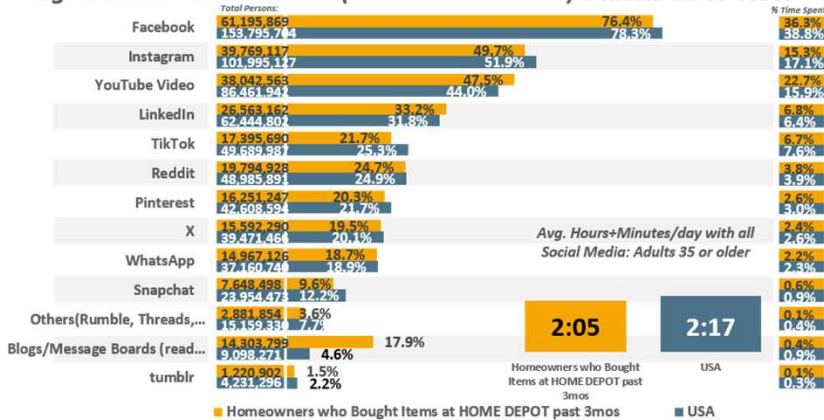
■ PHX
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(Own or rent residence (HHL): Own AND Major stores bought past 3 months: The Home Depot)

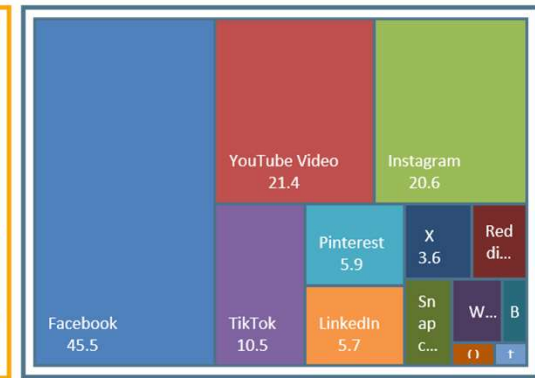
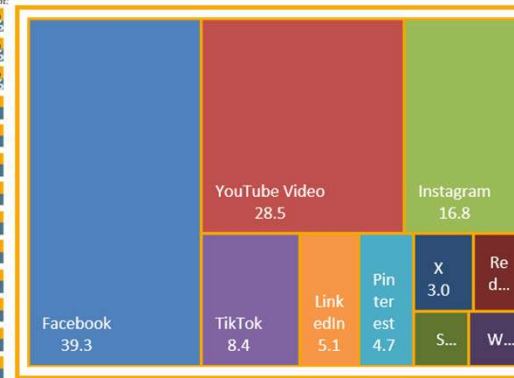
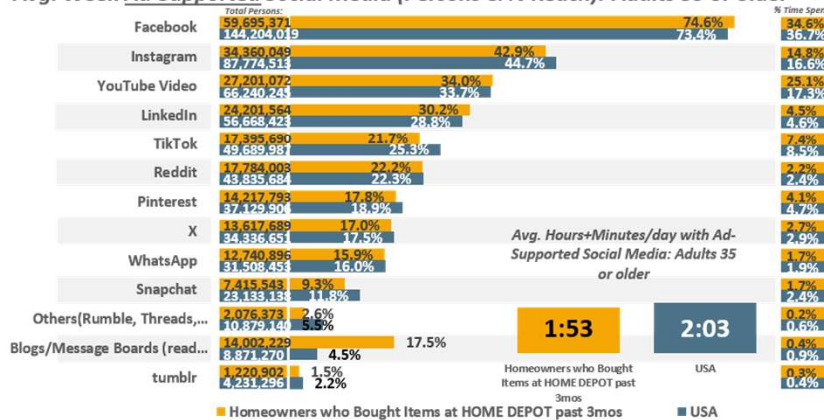


59,695,371 or 74.6% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported Facebook for an average of 39.3 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

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**



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 7,812
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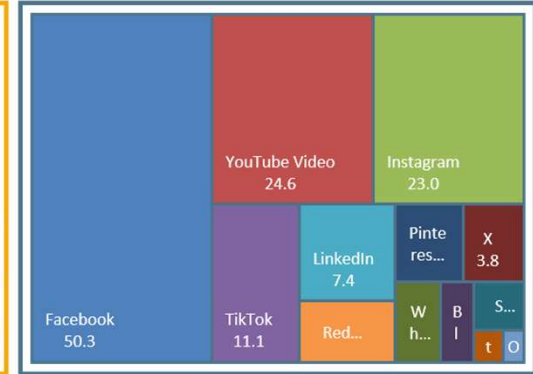
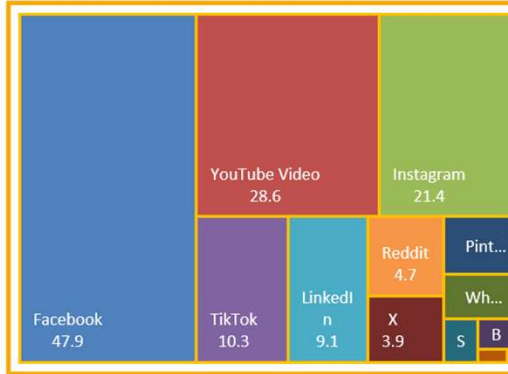
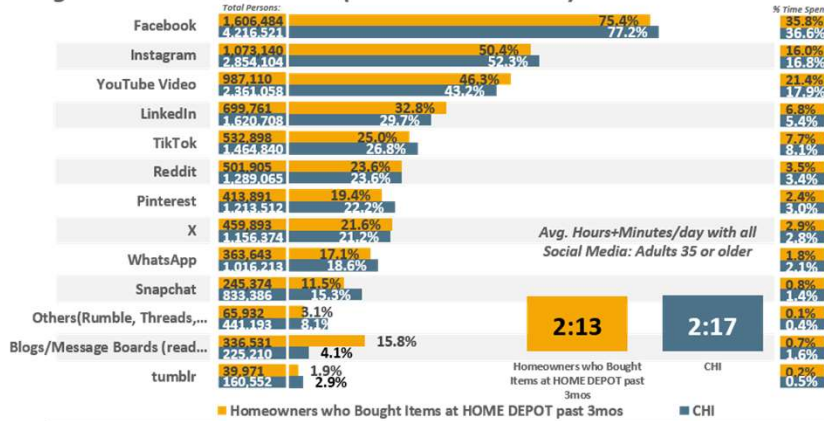
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

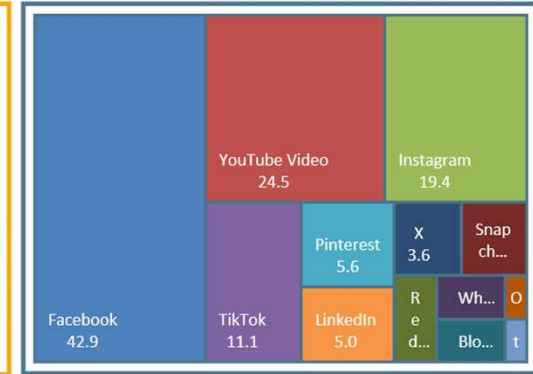
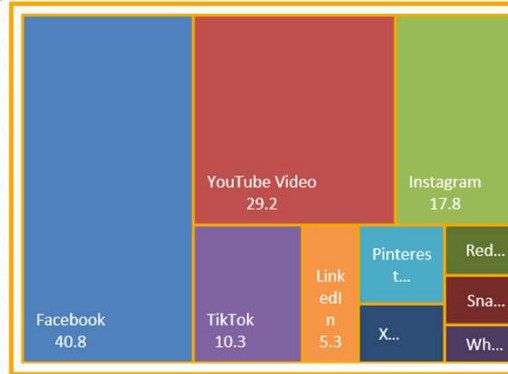
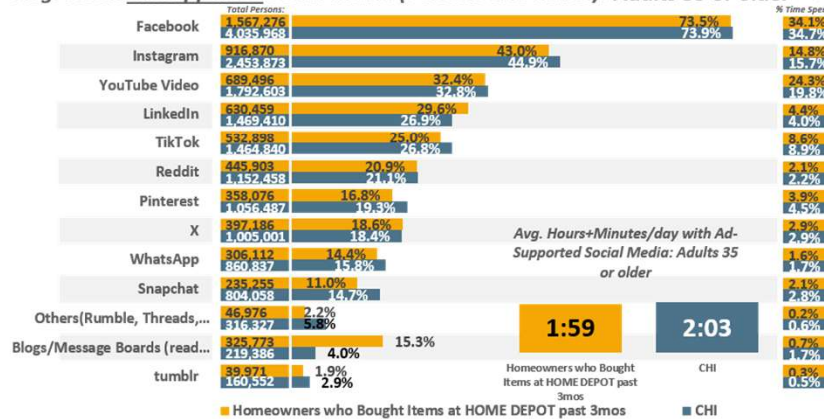


1,567,276 or 73.5% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported Facebook for an average of 40.8 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

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**



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,148
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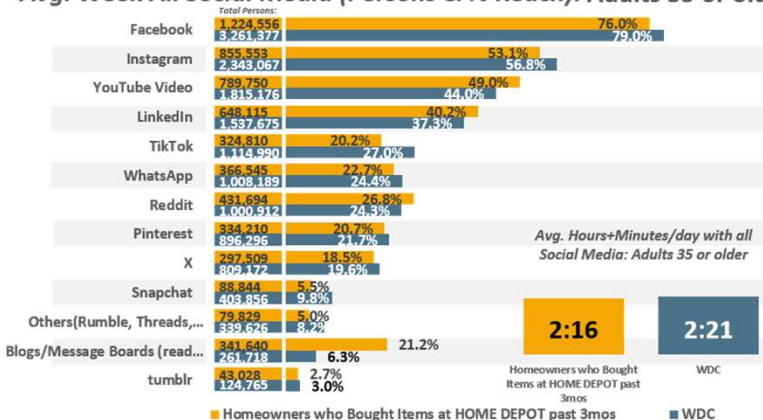
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

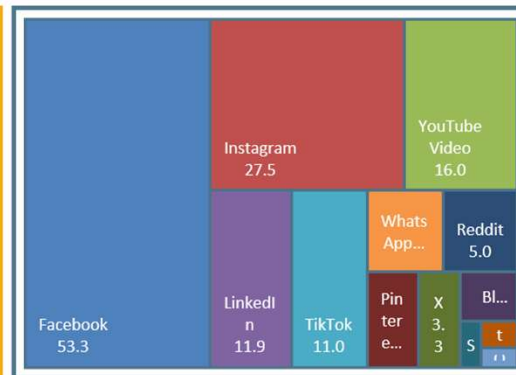
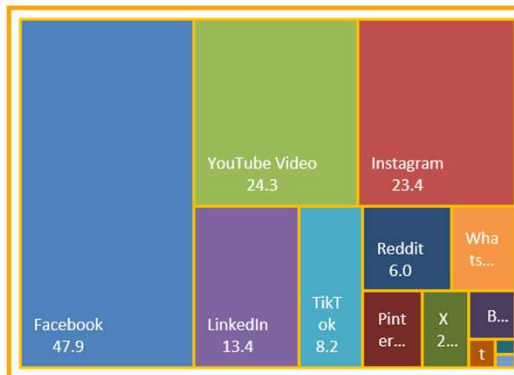


1,210,082 or 75.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported Facebook for an average of 44.6 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

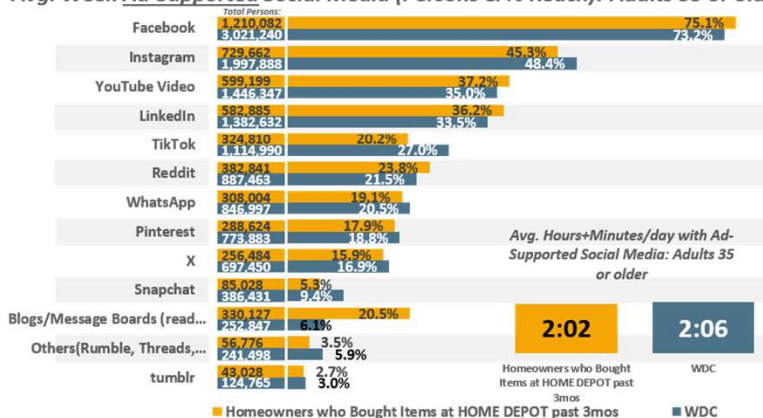
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



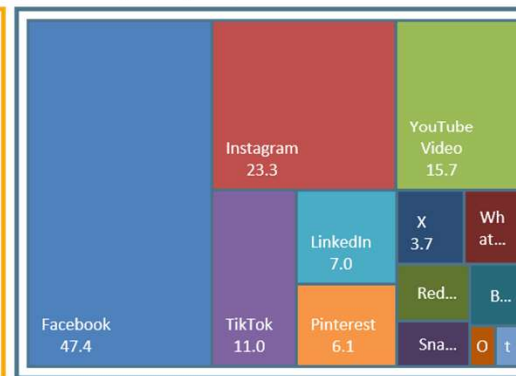
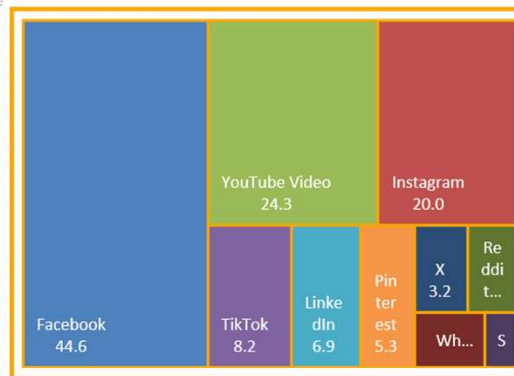
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,716
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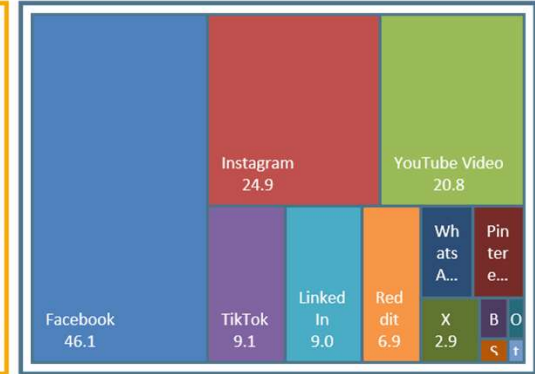
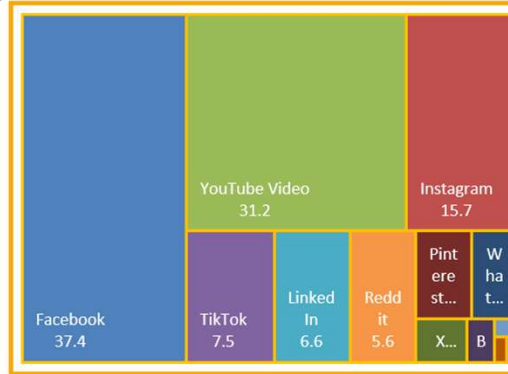
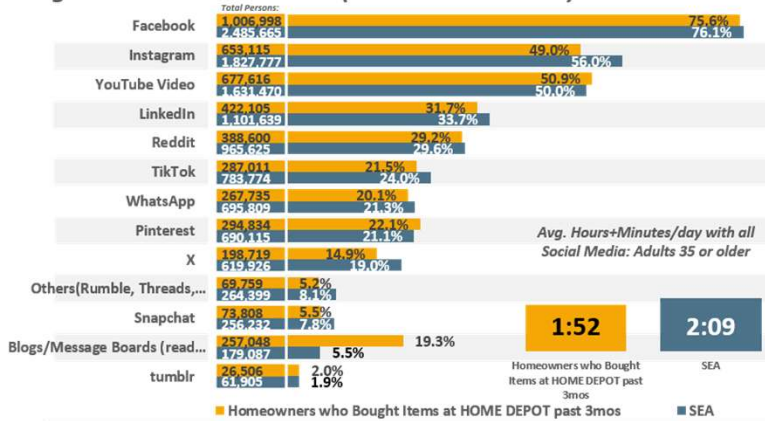
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

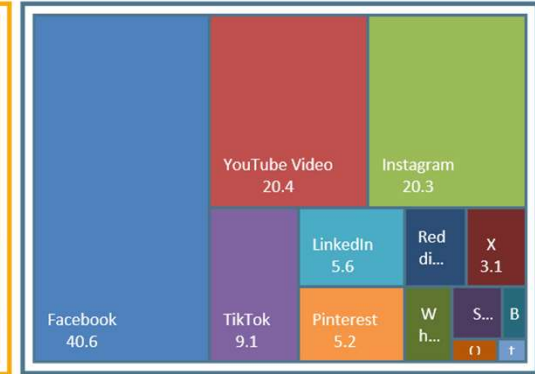
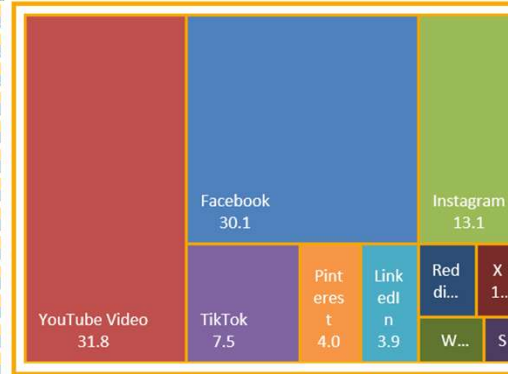
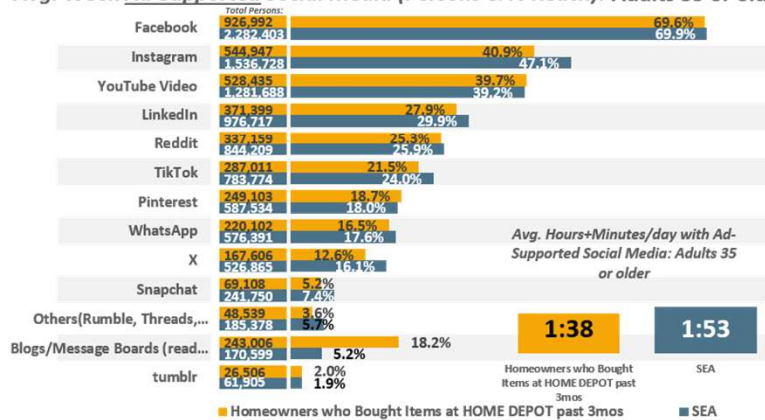


528,435 or 39.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported YouTube Video for an average of 31.8 minutes every day representing 32.2% of all time spent daily with Ad-Supported Social Media.

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**



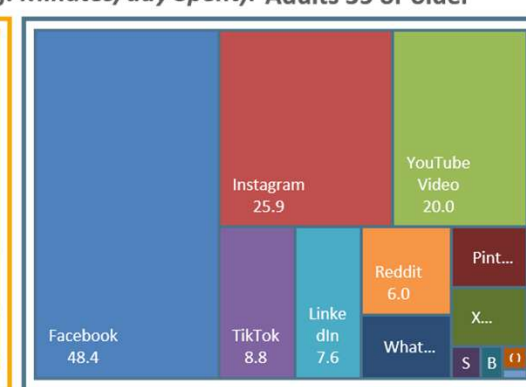
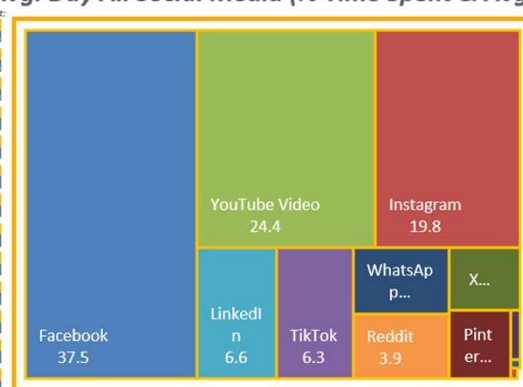
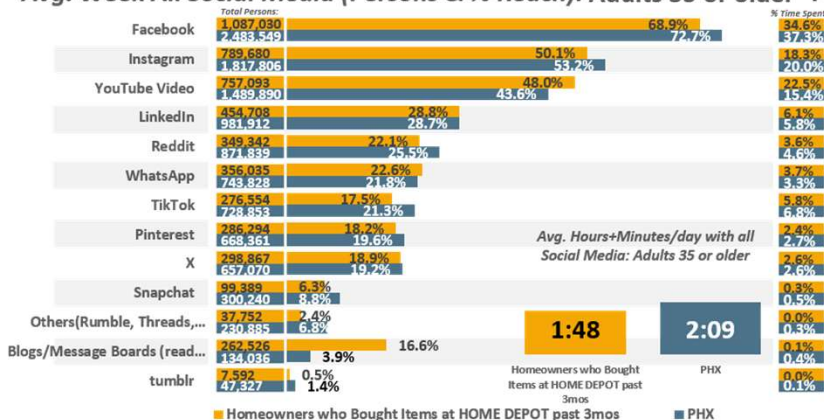
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



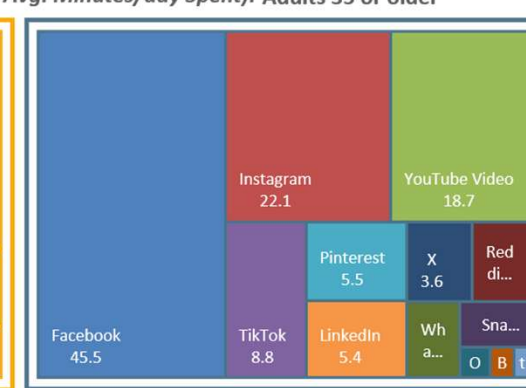
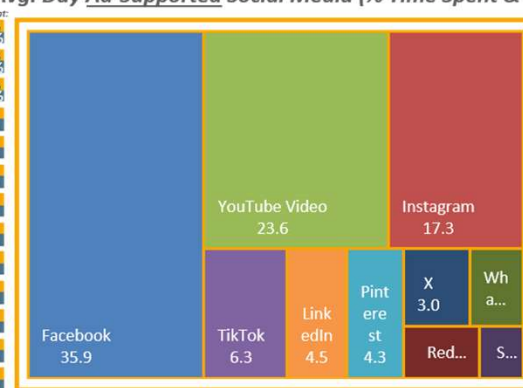
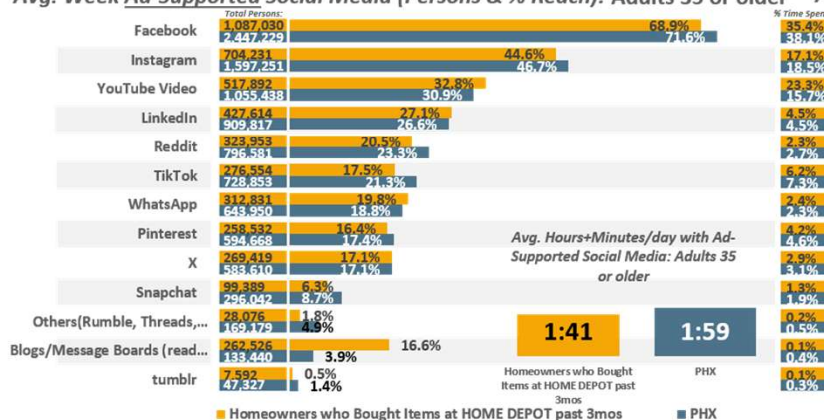


1,087,030 or 68.9% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported Facebook for an average of 35.9 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.

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**



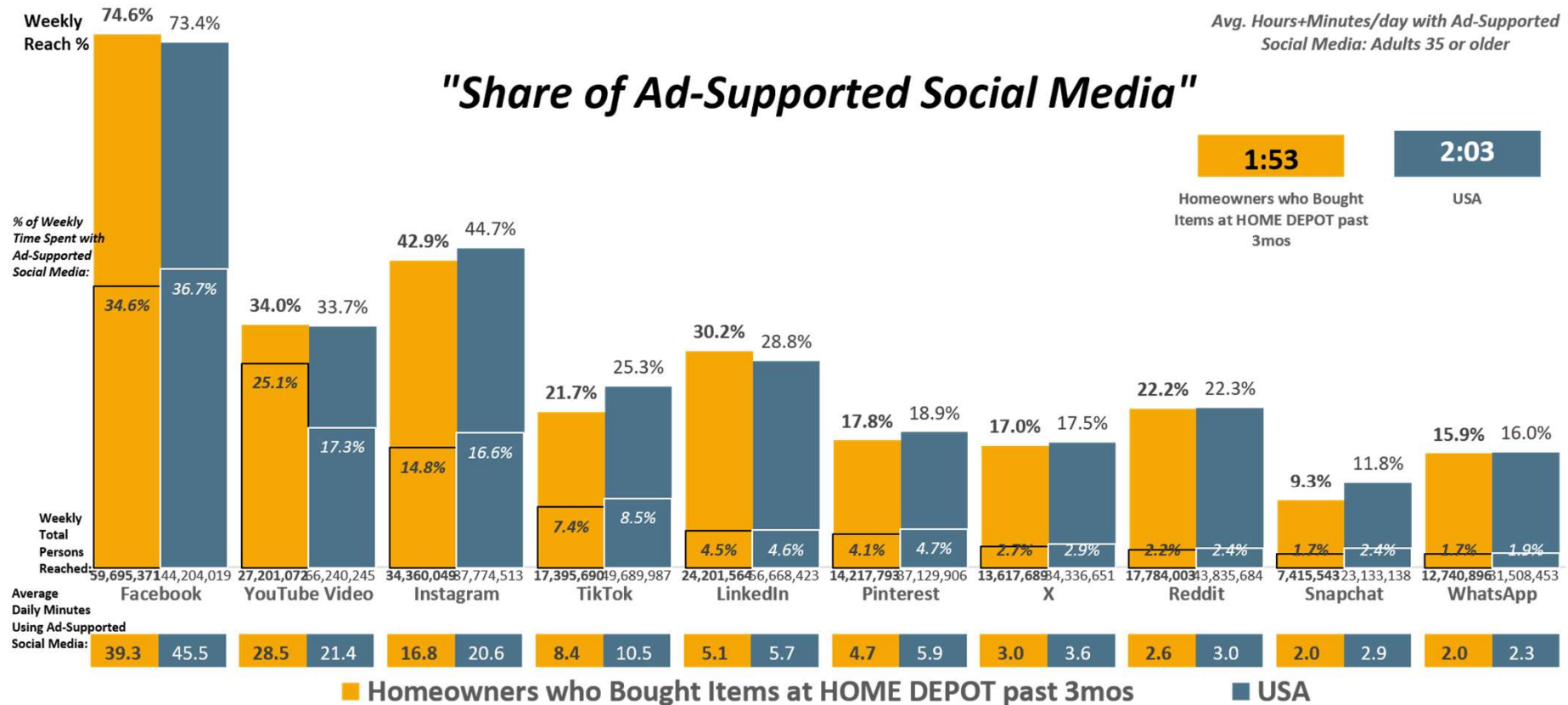
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





59,695,371 or 74.6% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported Facebook for an average of 39.3 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

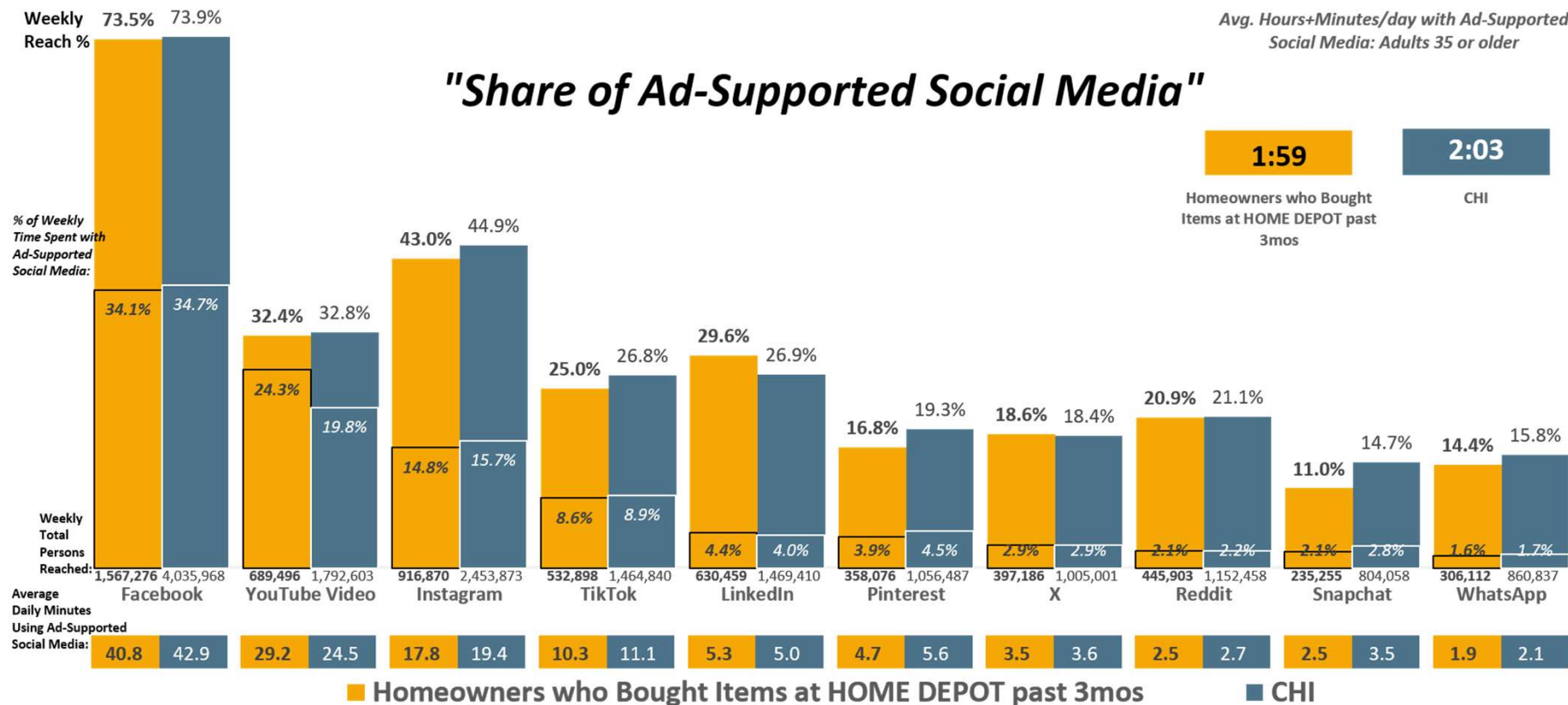
"Share of Ad-Supported Social Media"





1,567,276 or 73.5% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported Facebook for an average of 40.8 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

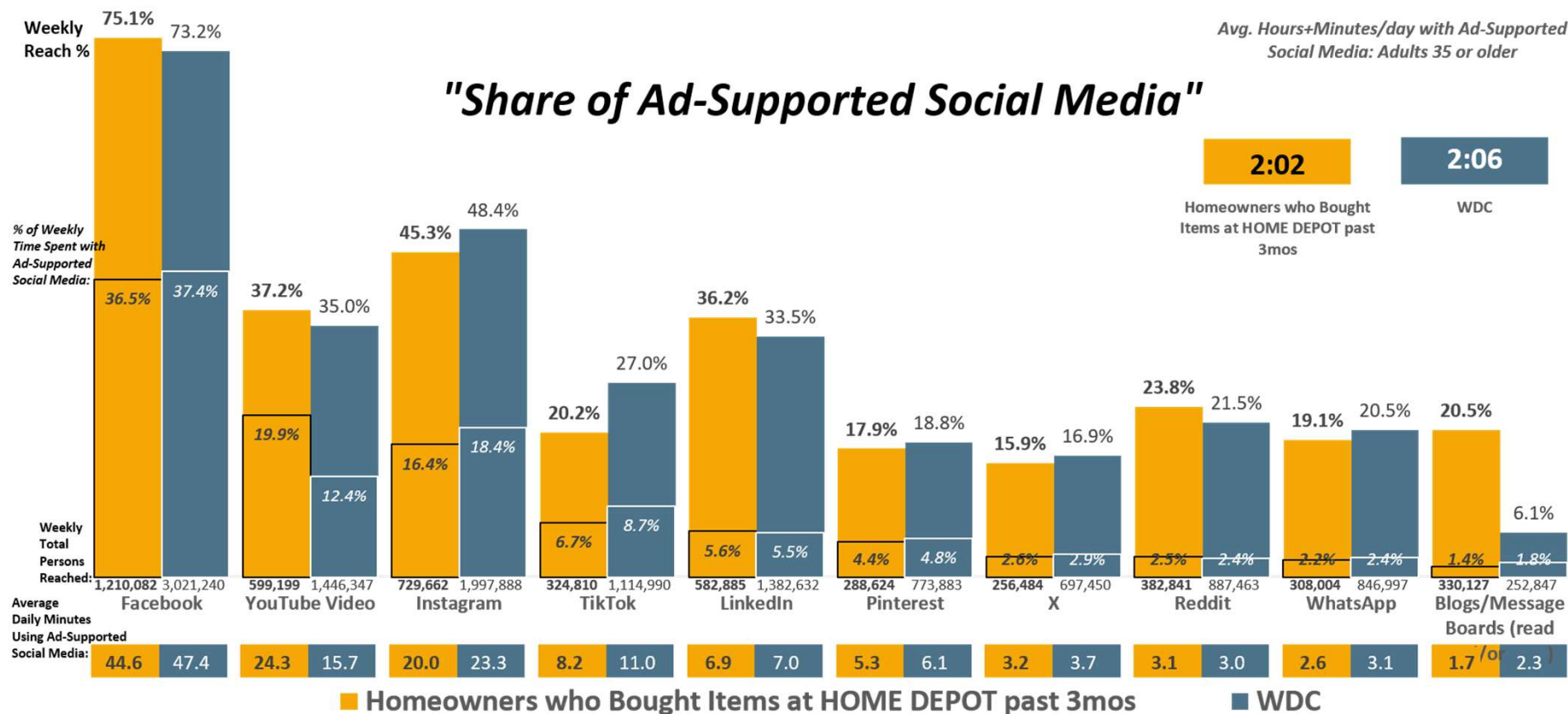
"Share of Ad-Supported Social Media"





1,210,082 or 75.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported Facebook for an average of 44.6 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



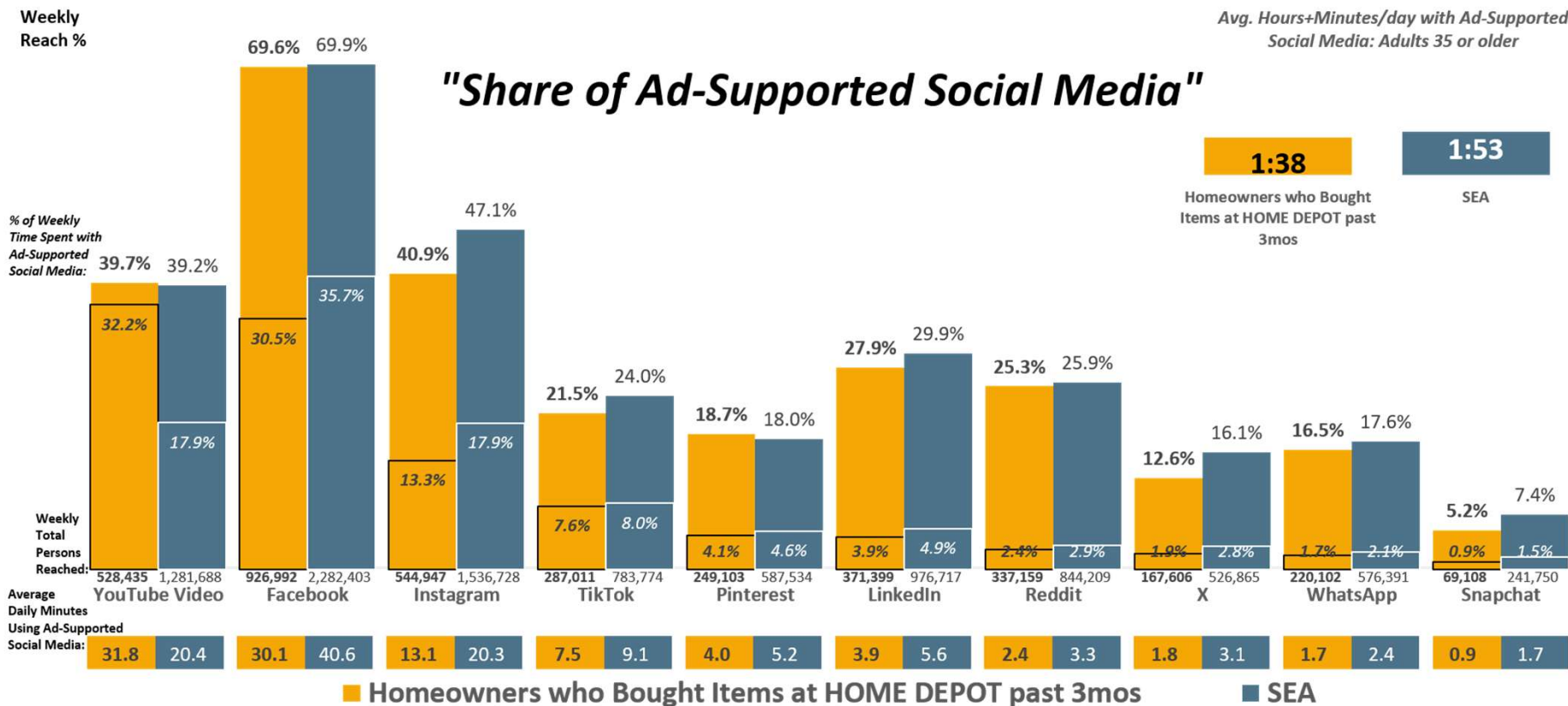
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,716 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



528,435 or 39.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported YouTube Video for an average of 31.8 minutes every day representing 32.2% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,242 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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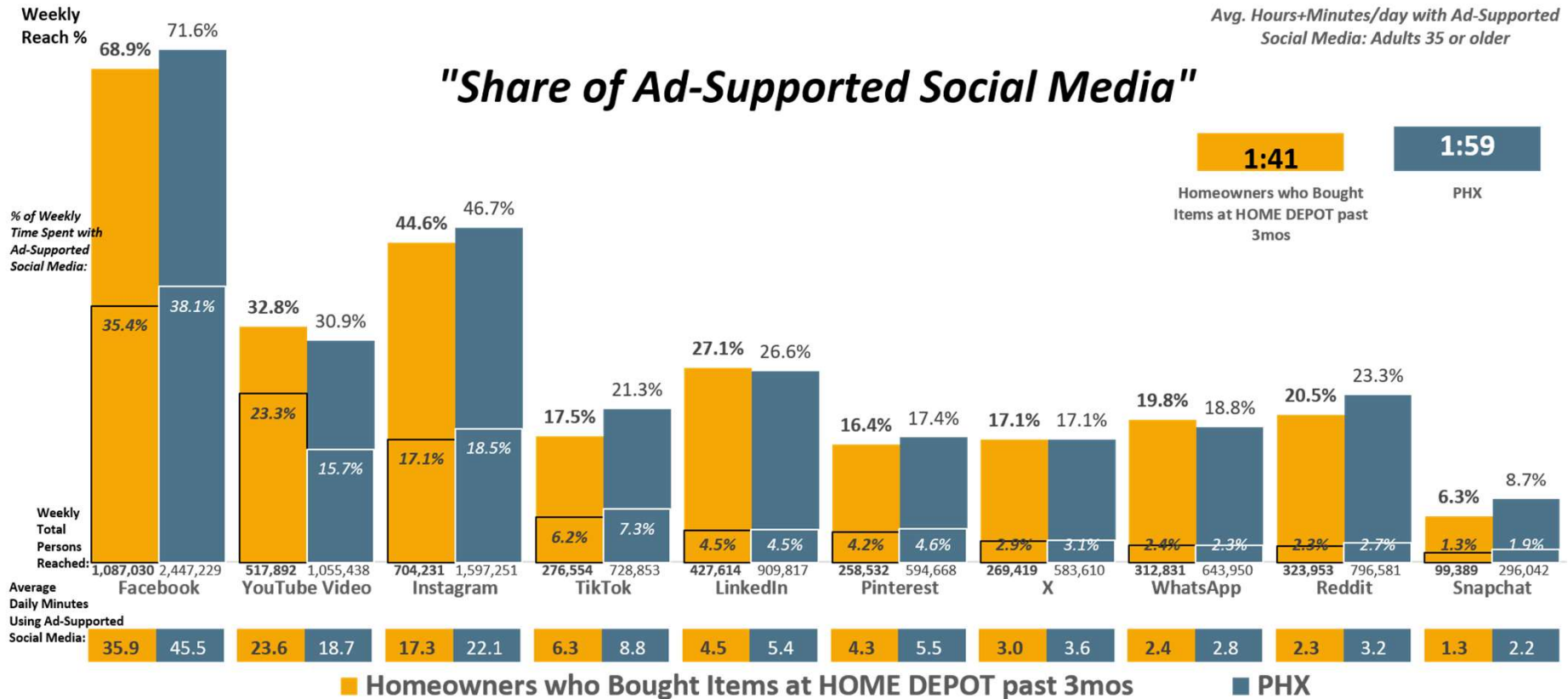
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



1,087,030 or 68.9% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported Facebook for an average of 35.9 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.

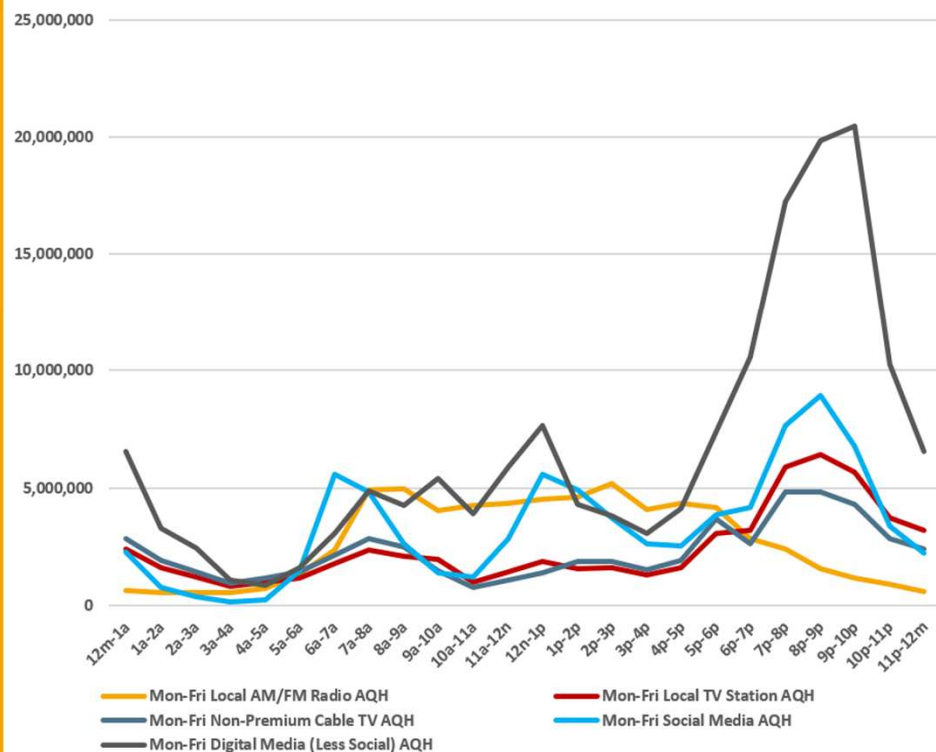
"Share of Ad-Supported Social Media"



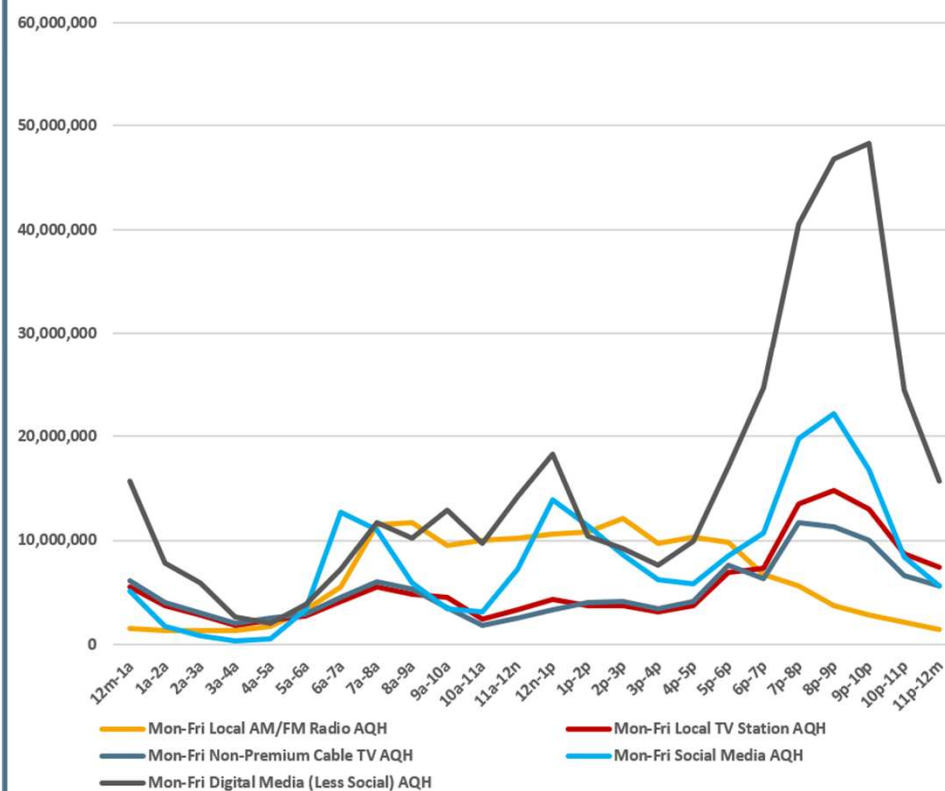


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,258,255;
Local Radio: 4,203,391; Social Media: 3,524,573; Non-Prem. Cable: 1,968,964; Local TV:
1,903,894 reaching Adults 35 or older Homeowners who Bought Items at HOM

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Homeowners who Bought Items at HOME
DEPOT past 3mos



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 7,812
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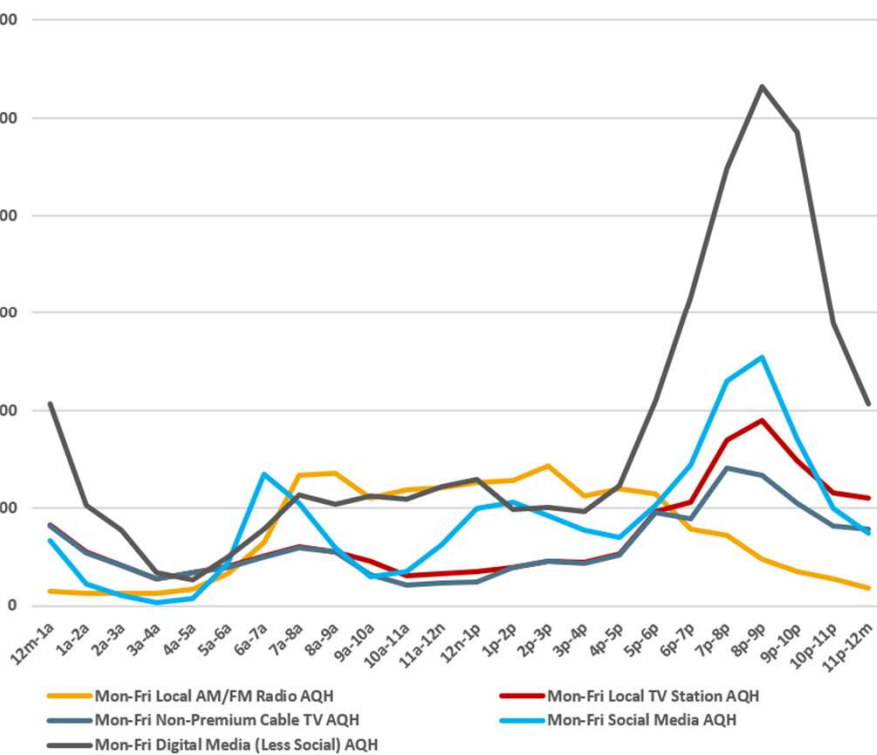
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

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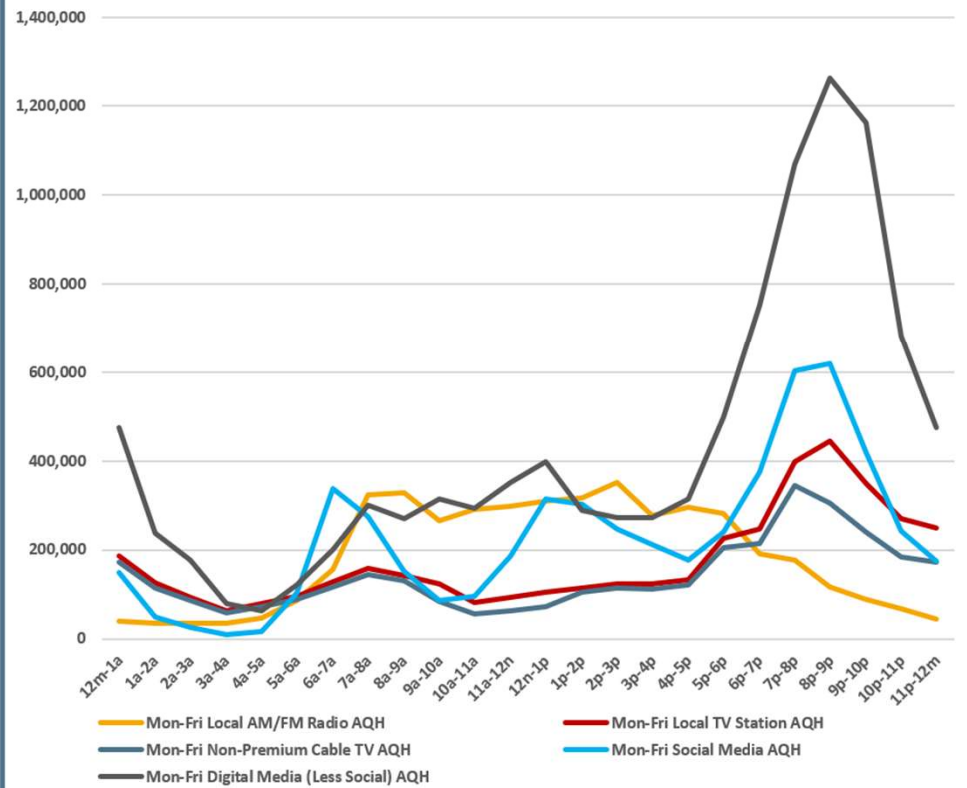


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 131,817;
Local Radio: 115,993; Social Media: 86,031; Local TV: 53,389; Non-Prem. Cable: 48,374
reaching Adults 35 or older Homeowners who Bought Items at HOME DEPOT past

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Homeowners who Bought Items at HOME
DEPOT past 3mos



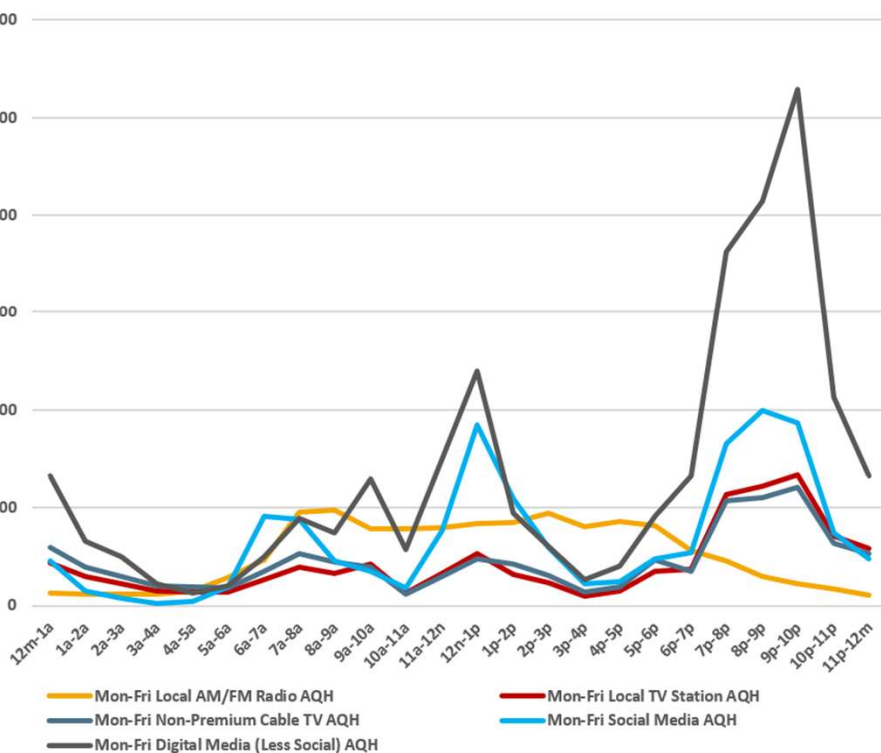
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 35 or older



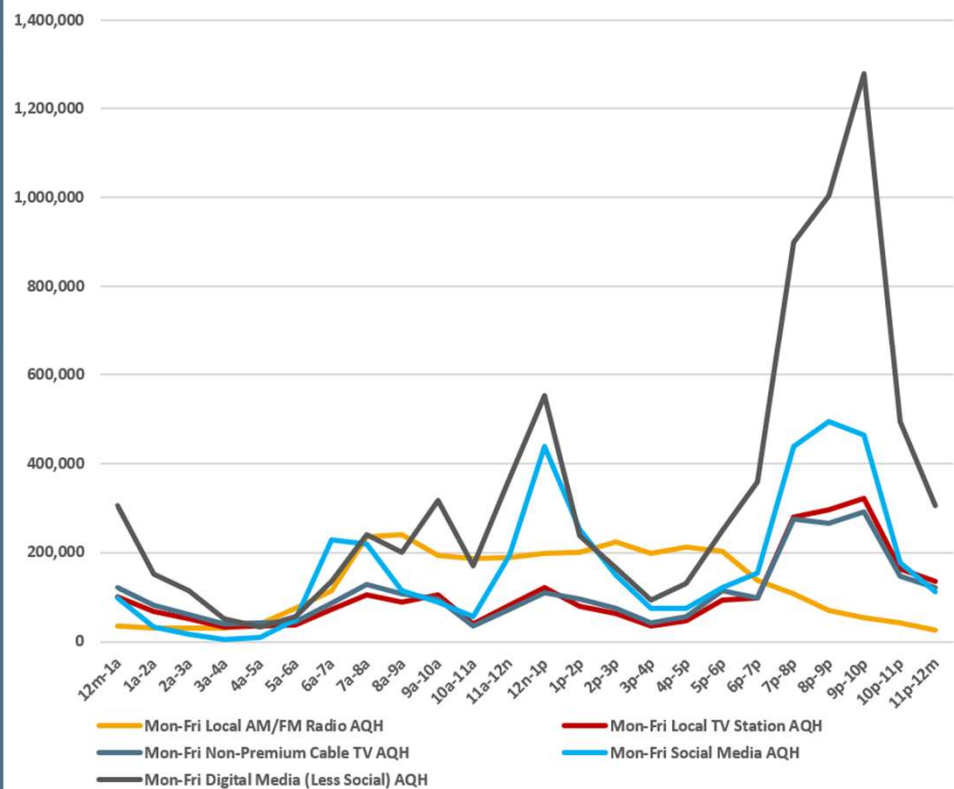


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 94,904;
Local Radio: 80,235; Social Media: 65,822; Non-Prem. Cable: 34,479; Local TV: 30,061
reaching Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3m

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Homeowners who Bought Items at HOME
DEPOT past 3mos



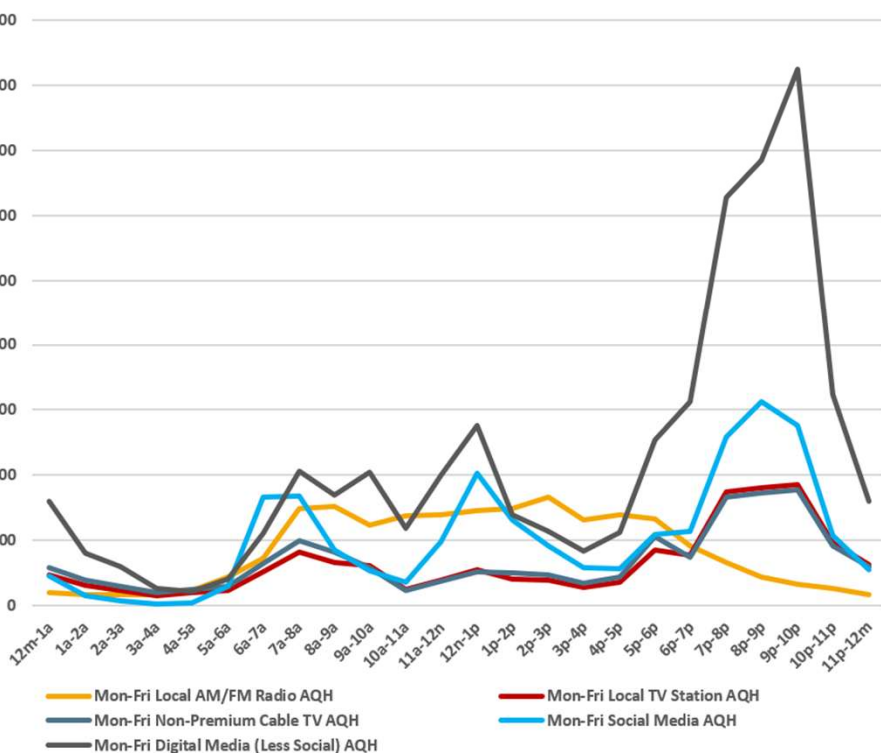
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 35 or older



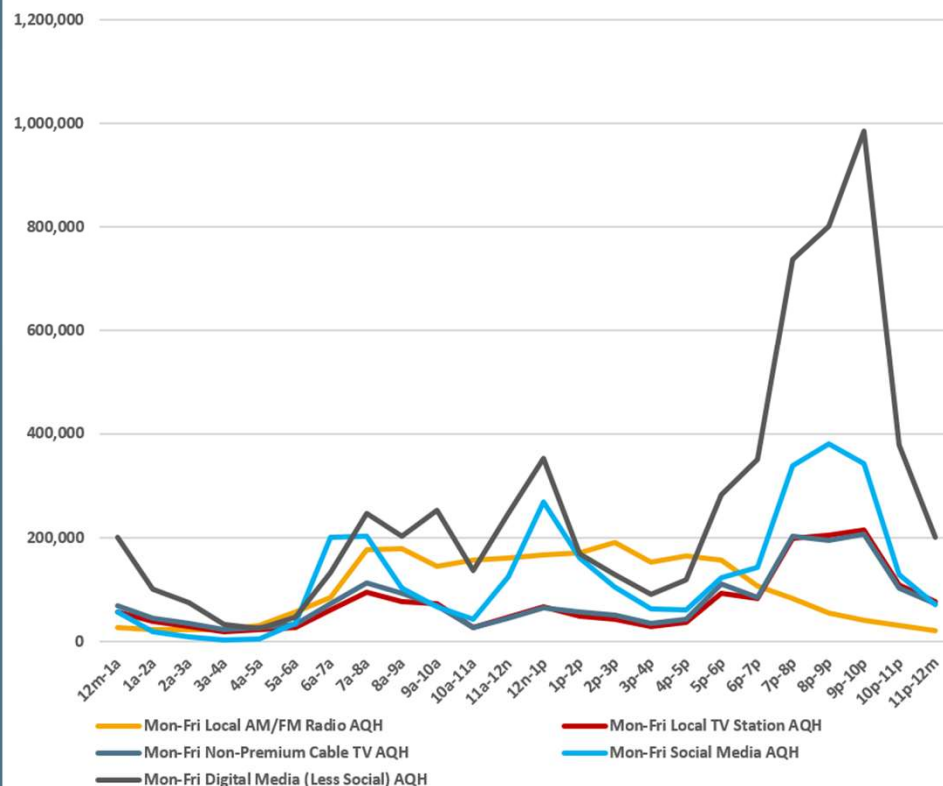


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 88,554; Local Radio: 66,432; Social Media: 52,726; Non-Prem. Cable: 29,741; Local TV: 26,369 reaching Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3m

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Homeowners who Bought Items at HOME
DEPOT past 3mos



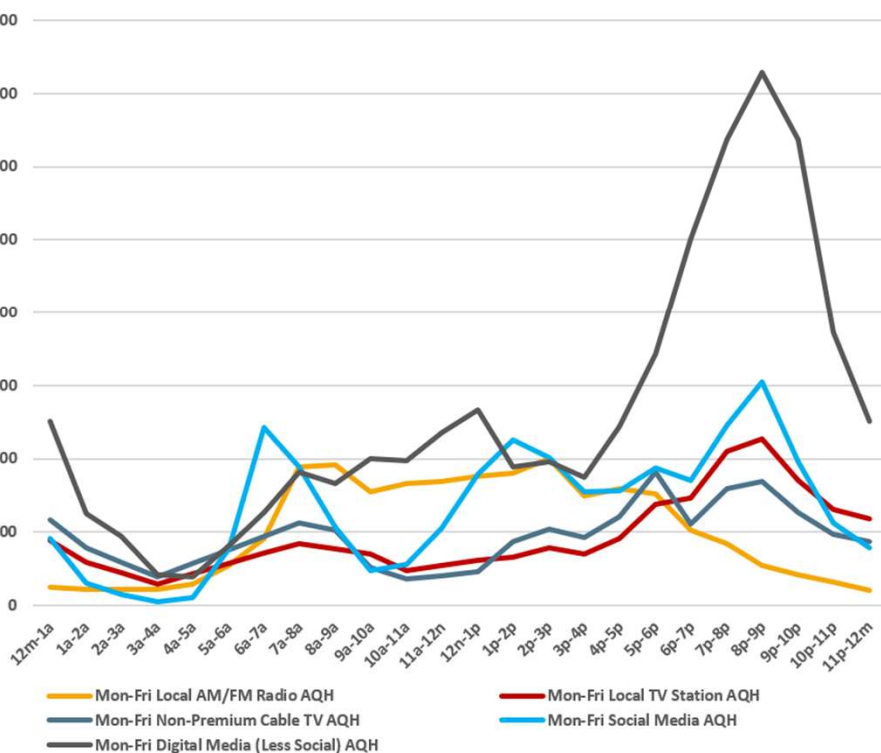
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 35 or older



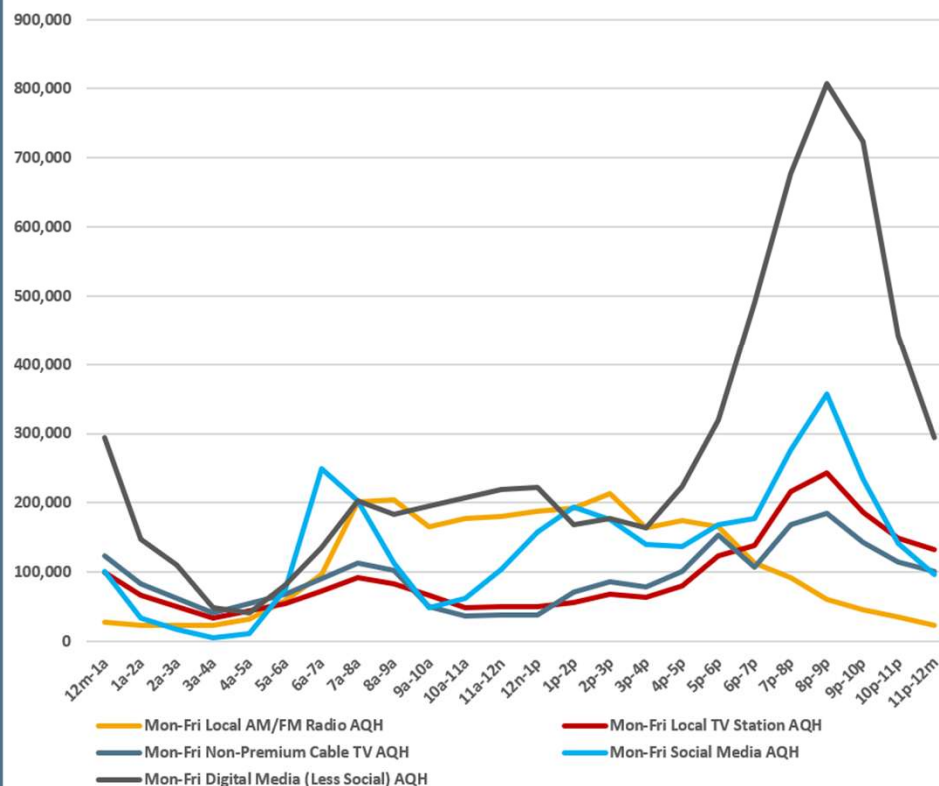


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 116,076;
Local Radio: 80,153; Social Media: 77,758; Non-Prem. Cable: 45,472; Local TV: 40,710
reaching Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Homeowners who Bought Items at HOME
DEPOT past 3mos



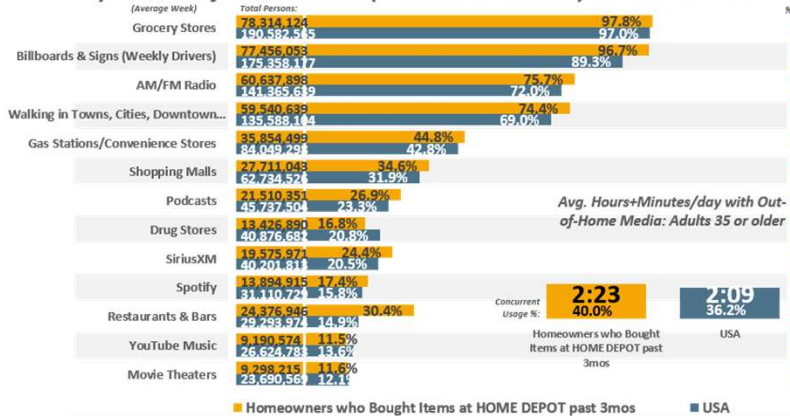
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 35 or older



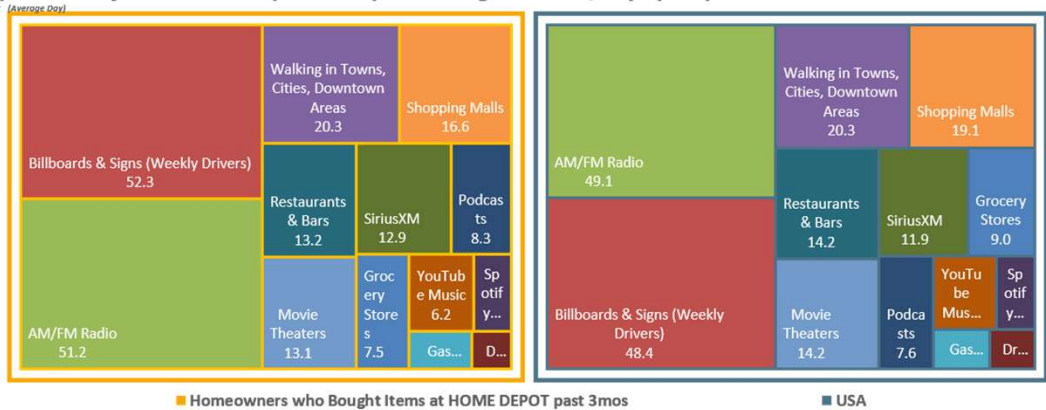


77,456,053 or 96.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 52.3 minutes per day driving, seeing Billboards and Signs. 71.6% Listen to Local Radio Stations Out-of-Home for an average of 46.8 minutes/day

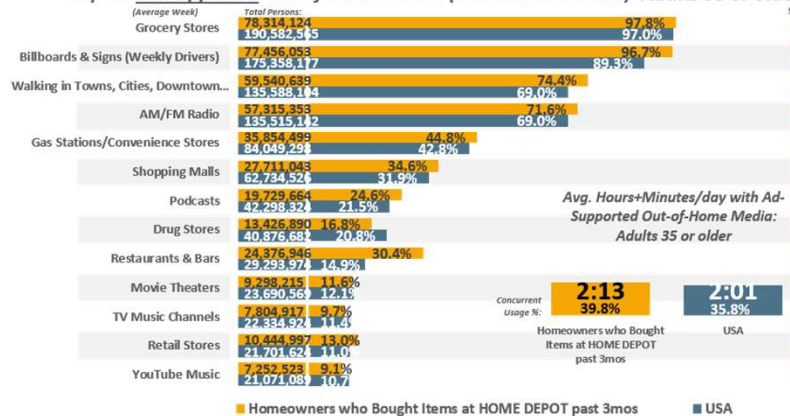
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



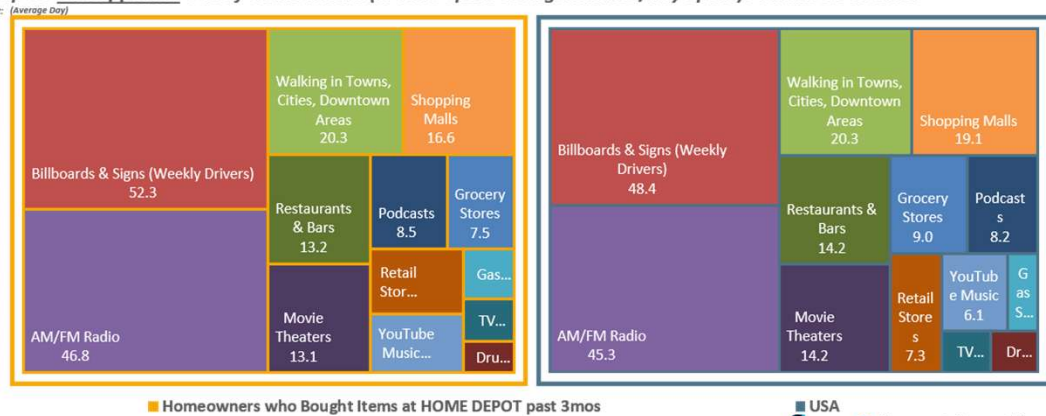
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 7,812
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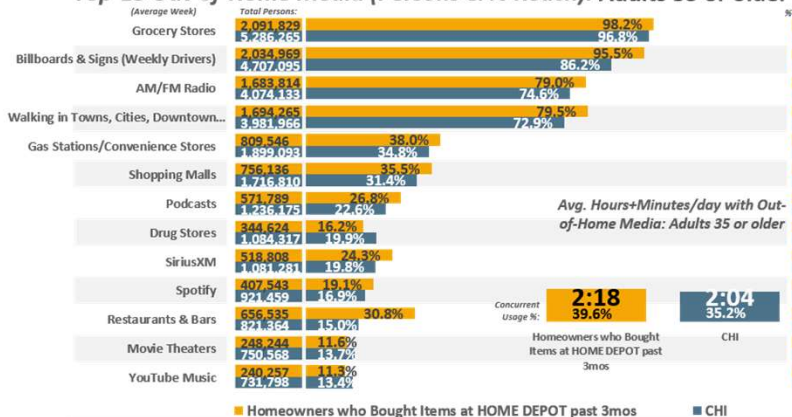
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

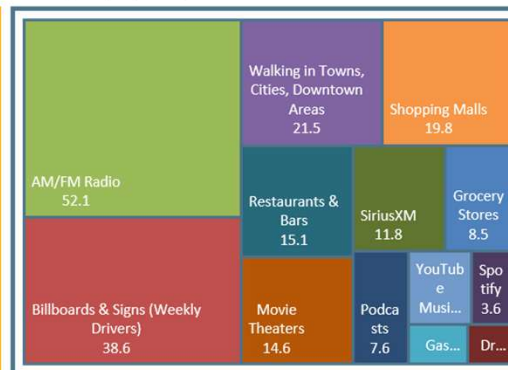
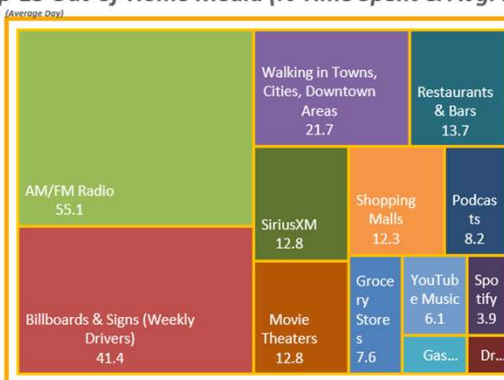


2,034,969 or 95.5% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 41.4 minutes per day driving, seeing Billboards and Signs. 74.4% Listen to Local Radio Stations Out-of-Home for an average of 50.6 minutes/day

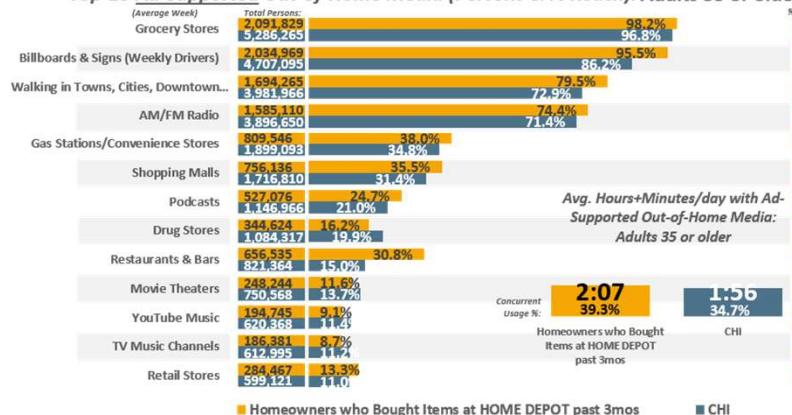
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



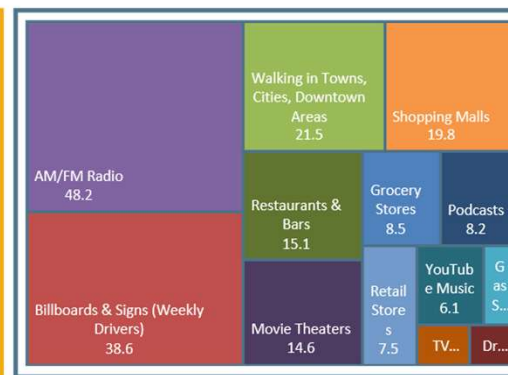
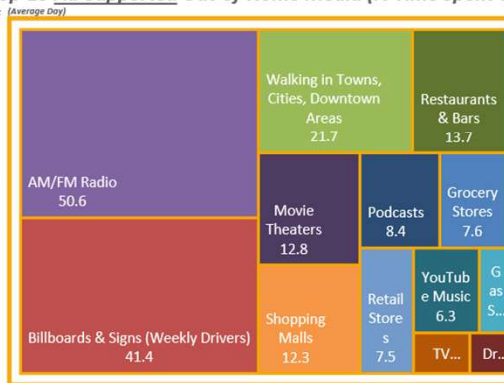
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,148
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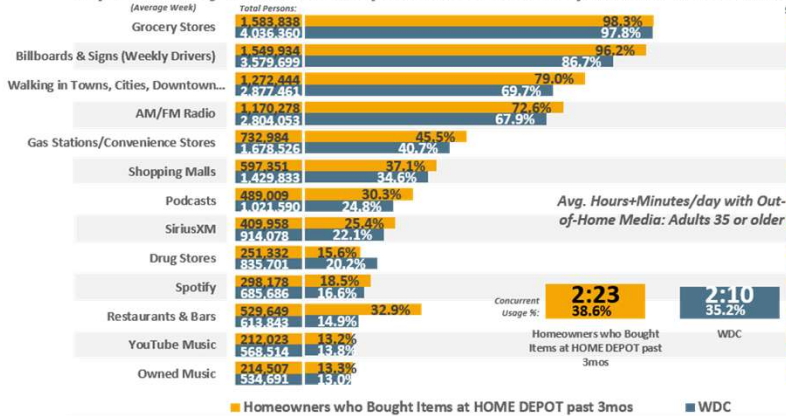
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

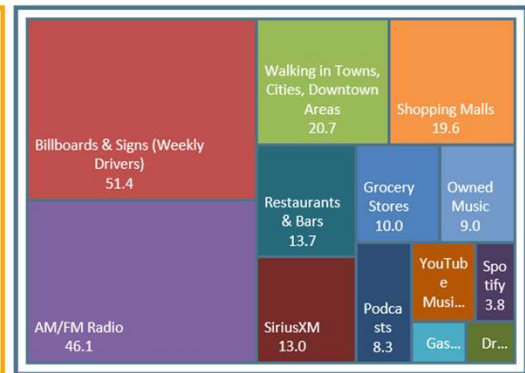
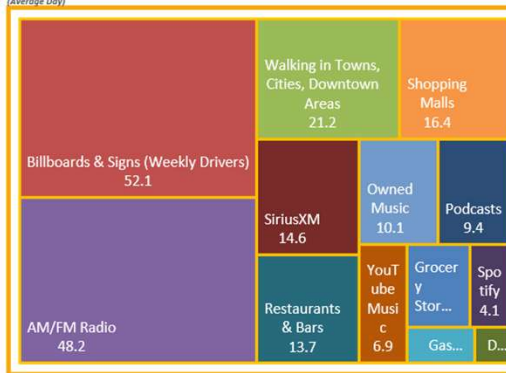


1,549,934 or 96.2% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 52.1 minutes per day driving, seeing Billboards and Signs. 68.3% Listen to Local Radio Stations Out-of-Home for an average of 43.8 minutes/day

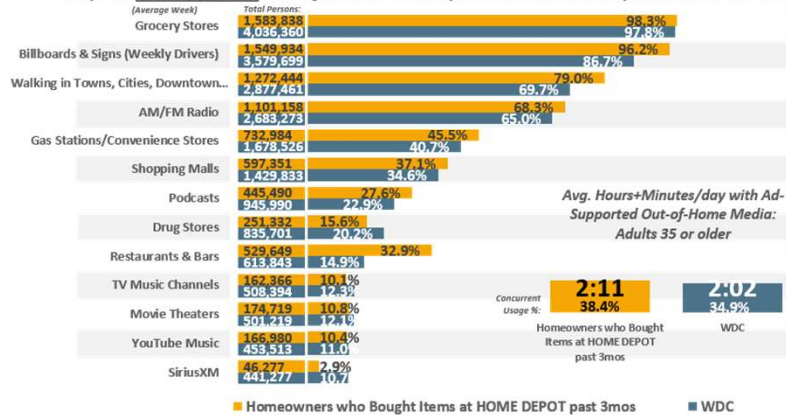
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



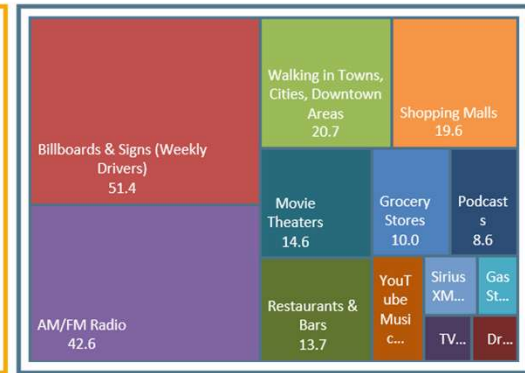
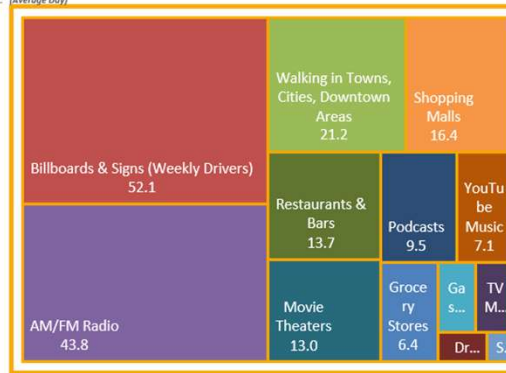
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,716
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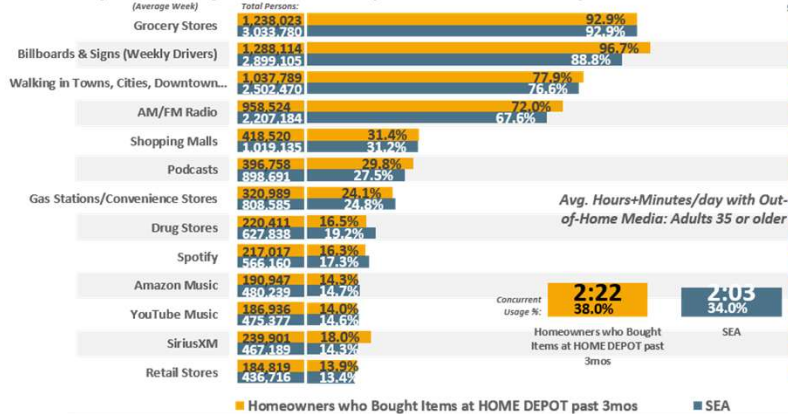
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

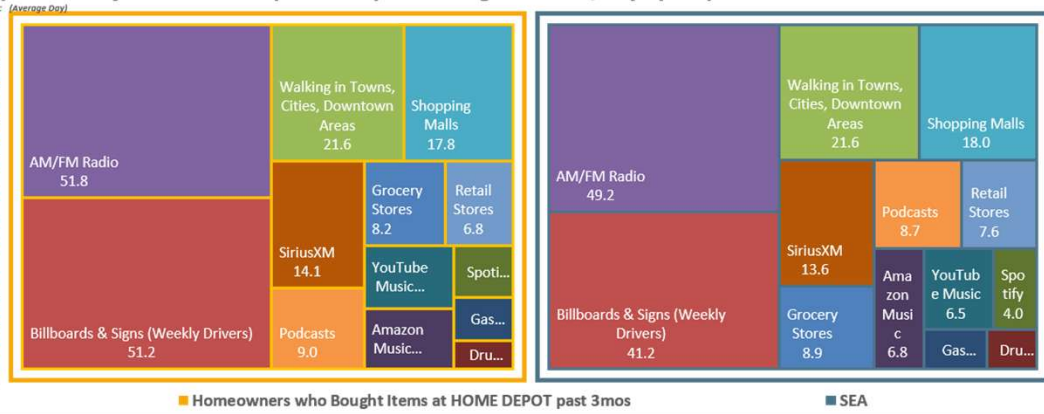


1,288,114 or 96.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 51.2 minutes per day driving, seeing Billboards and Signs. 67.4% Listen to Local Radio Stations Out-of-Home for an average of 44.3 minutes/day

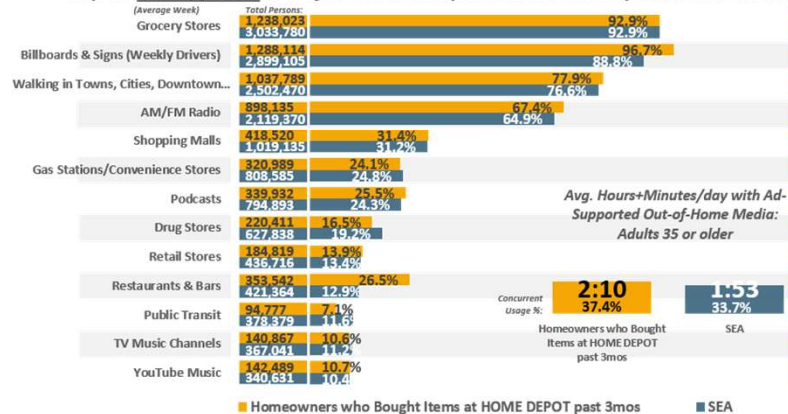
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



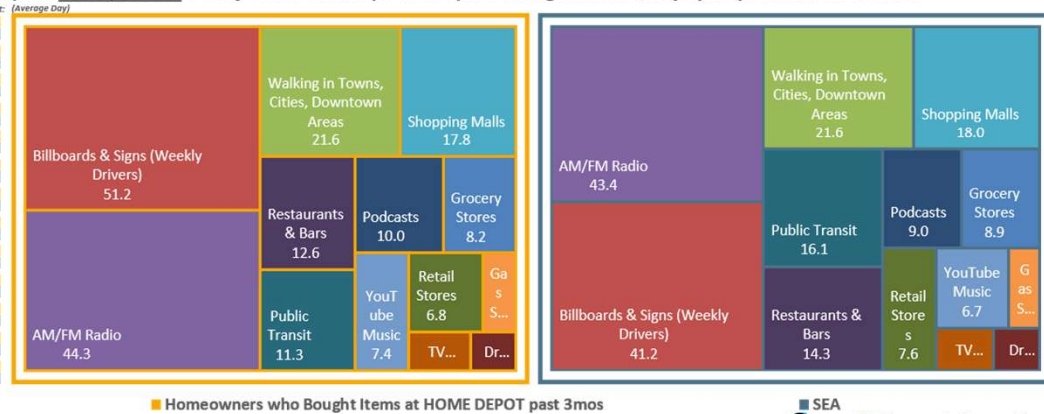
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



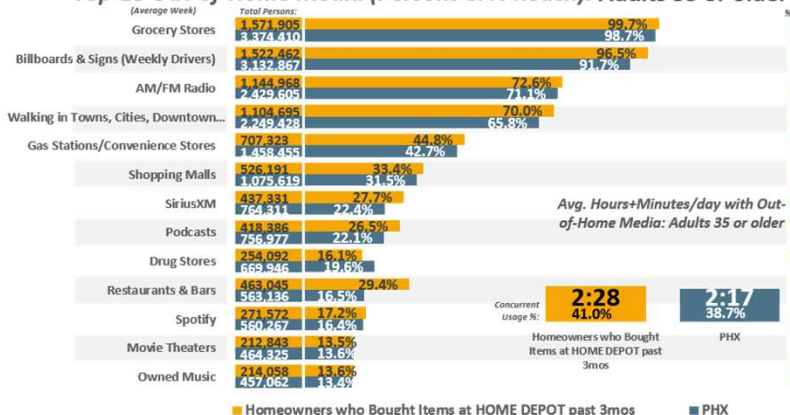
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



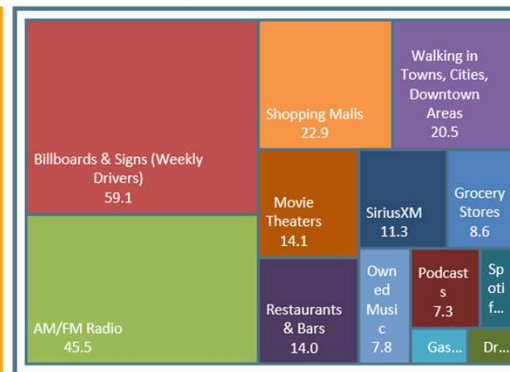
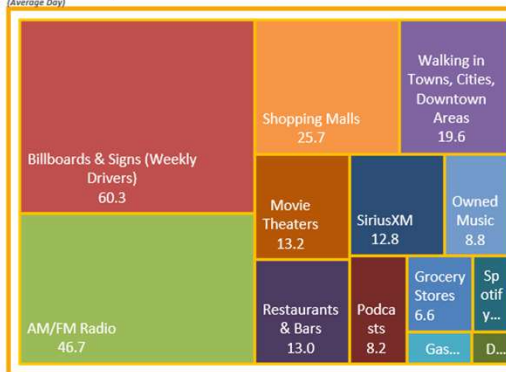


1,522,462 or 96.5% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 60.3 minutes per day driving, seeing Billboards and Signs. 69.1% Listen to Local Radio Stations Out-of-Home for an average of 43.7 minutes/day

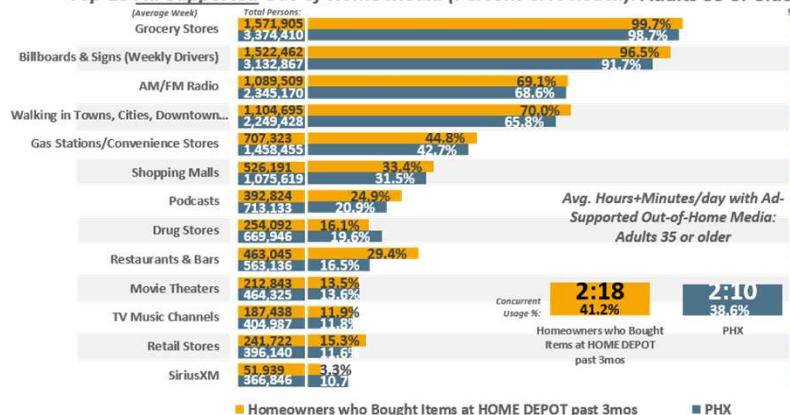
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



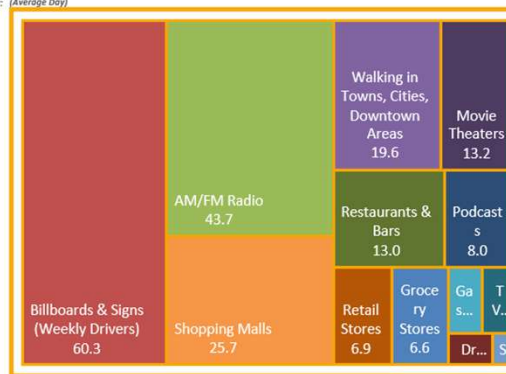
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



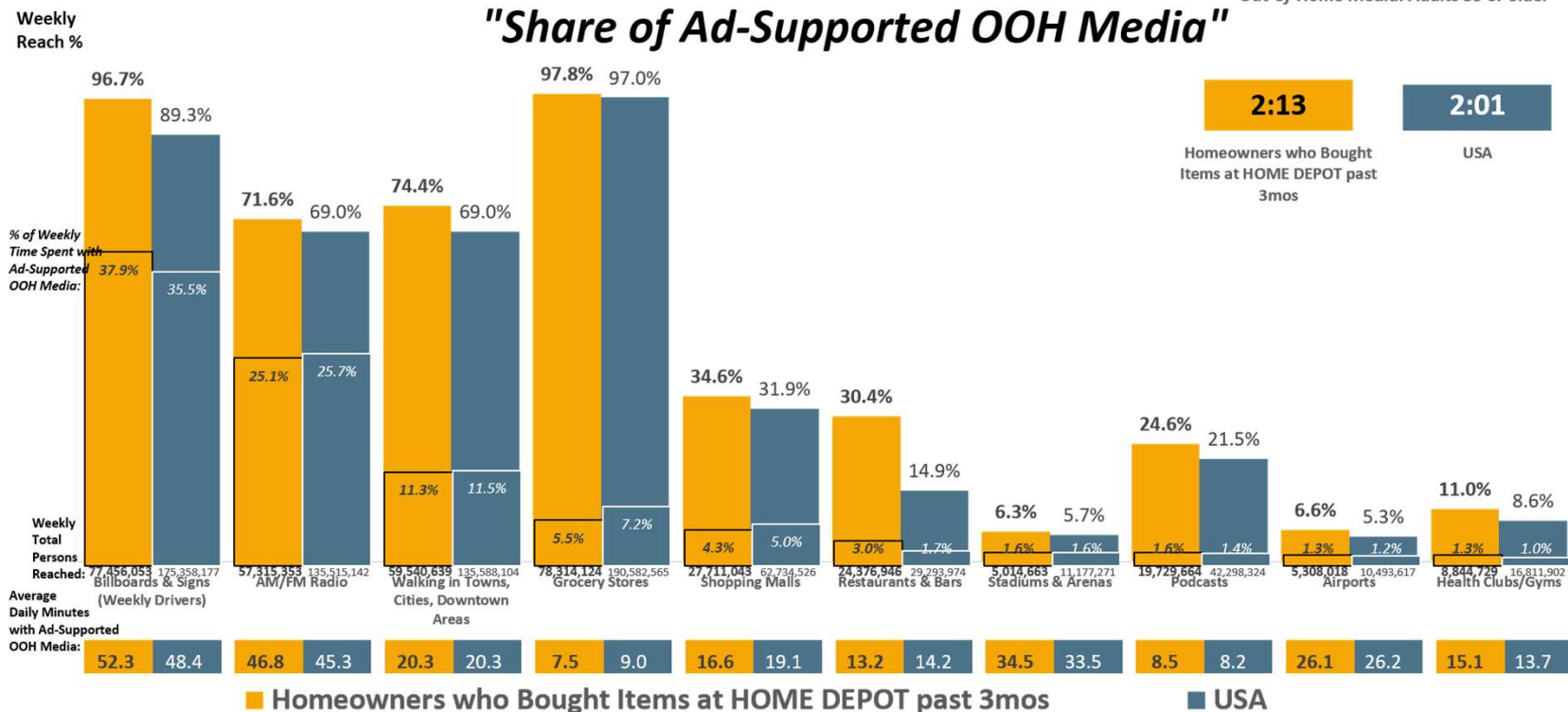
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





77,456,053 or 96.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 52.3 minutes per day driving, seeing Billboards and Signs representing 37.9% 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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 7,812 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

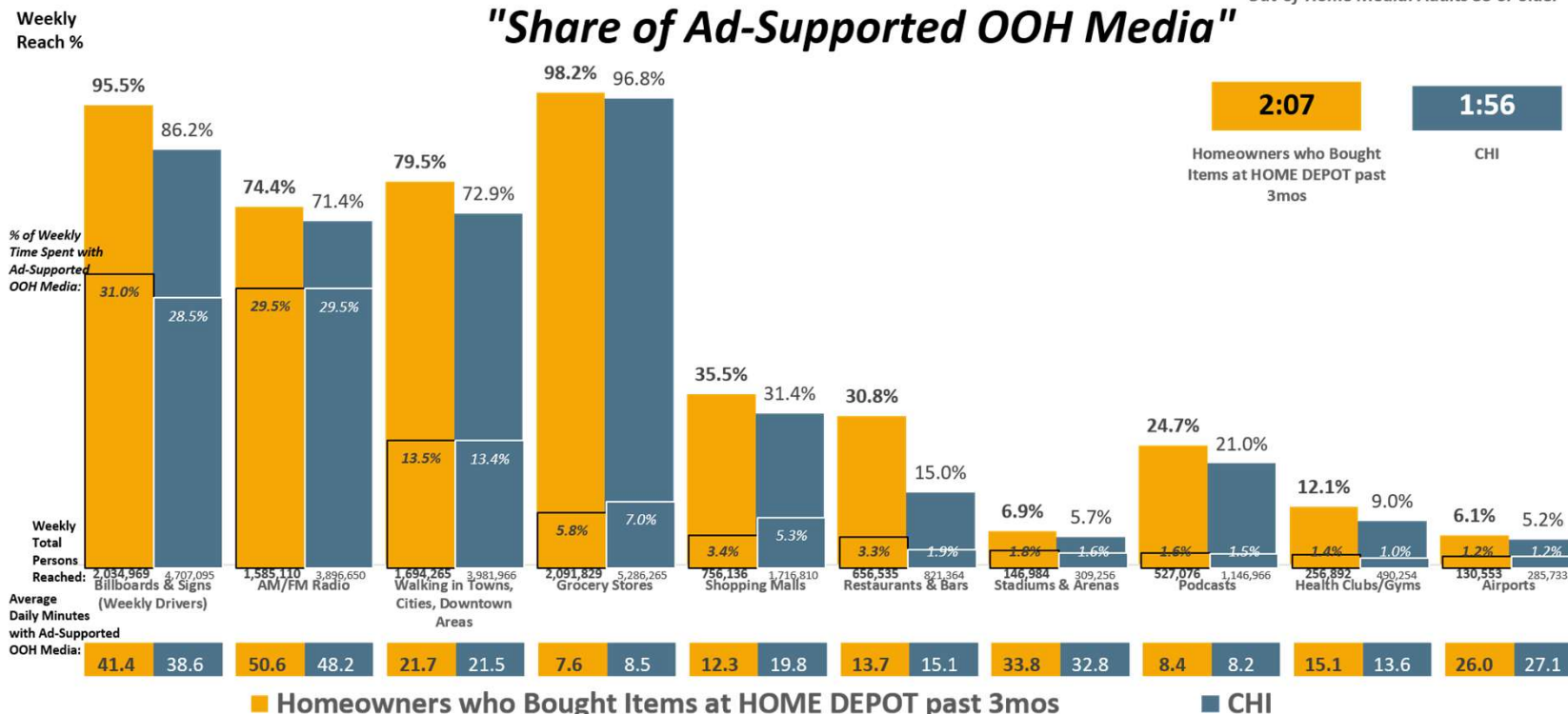
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{{Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot}}



2,034,969 or 95.5% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 41.4 minutes per day driving, seeing Billboards and Signs representing 31.0% 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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,148
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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{{Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot}}

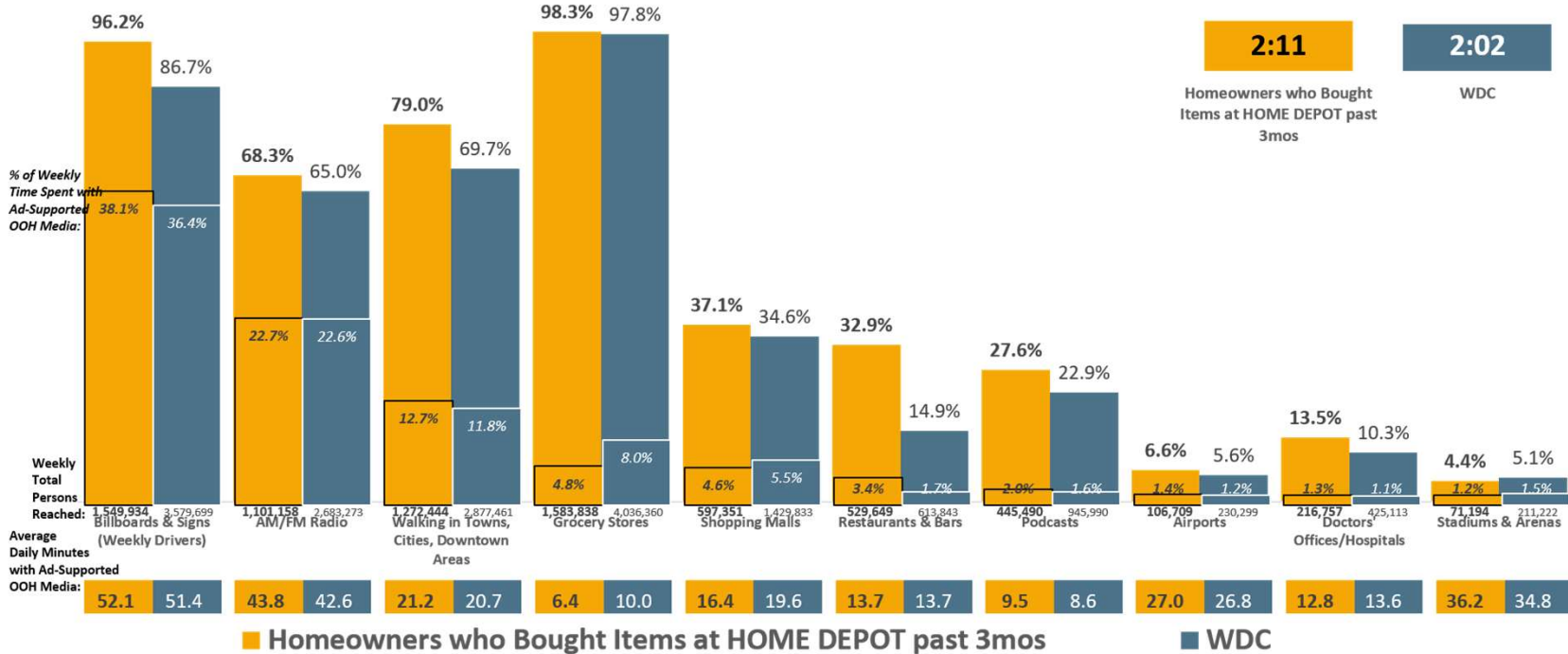


1,549,934 or 96.2% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 52.1 minutes per day driving, seeing Billboards and Signs representing 38.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:11

Homeowners who Bought Items at HOME DEPOT past 3mos

2:02

WDC

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,716 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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{{Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot}}

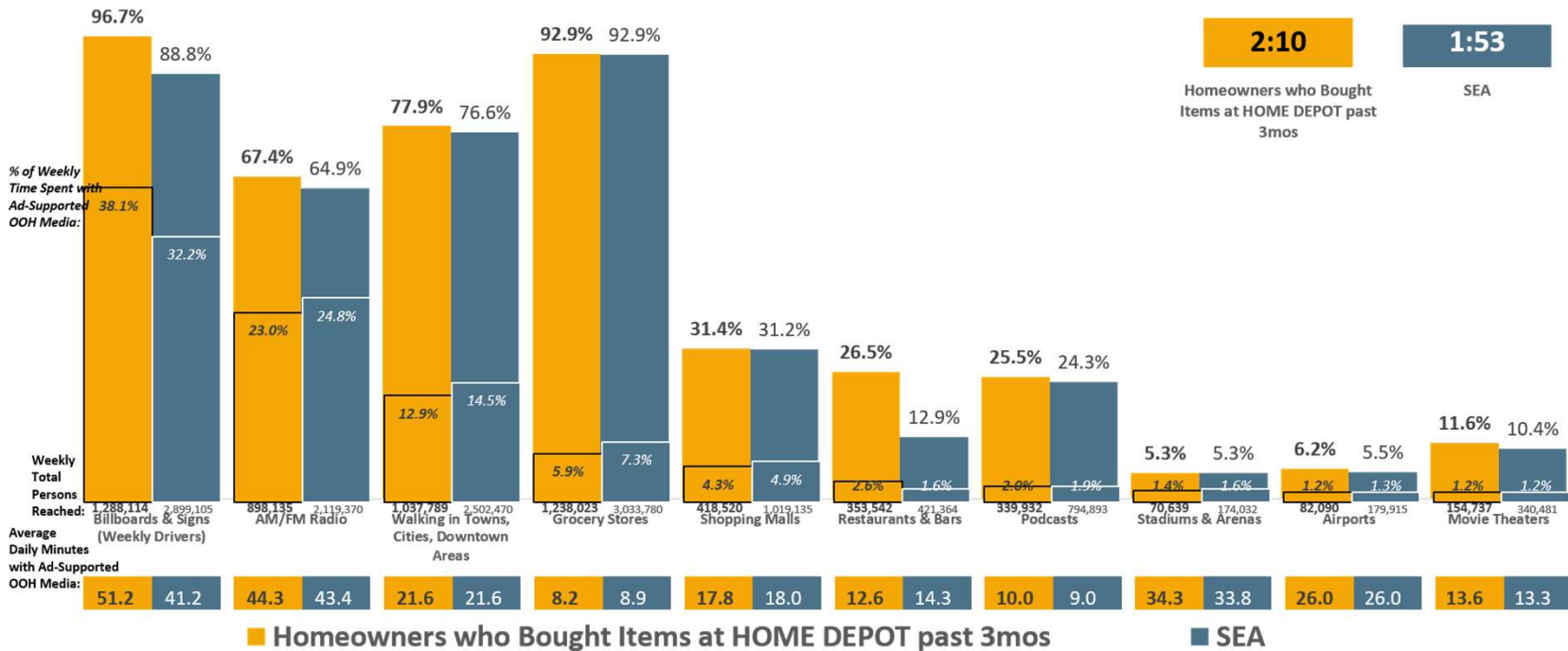


1,288,114 or 96.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 51.2 minutes per day driving, seeing Billboards and Signs representing 38.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,242 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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{{Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot}}

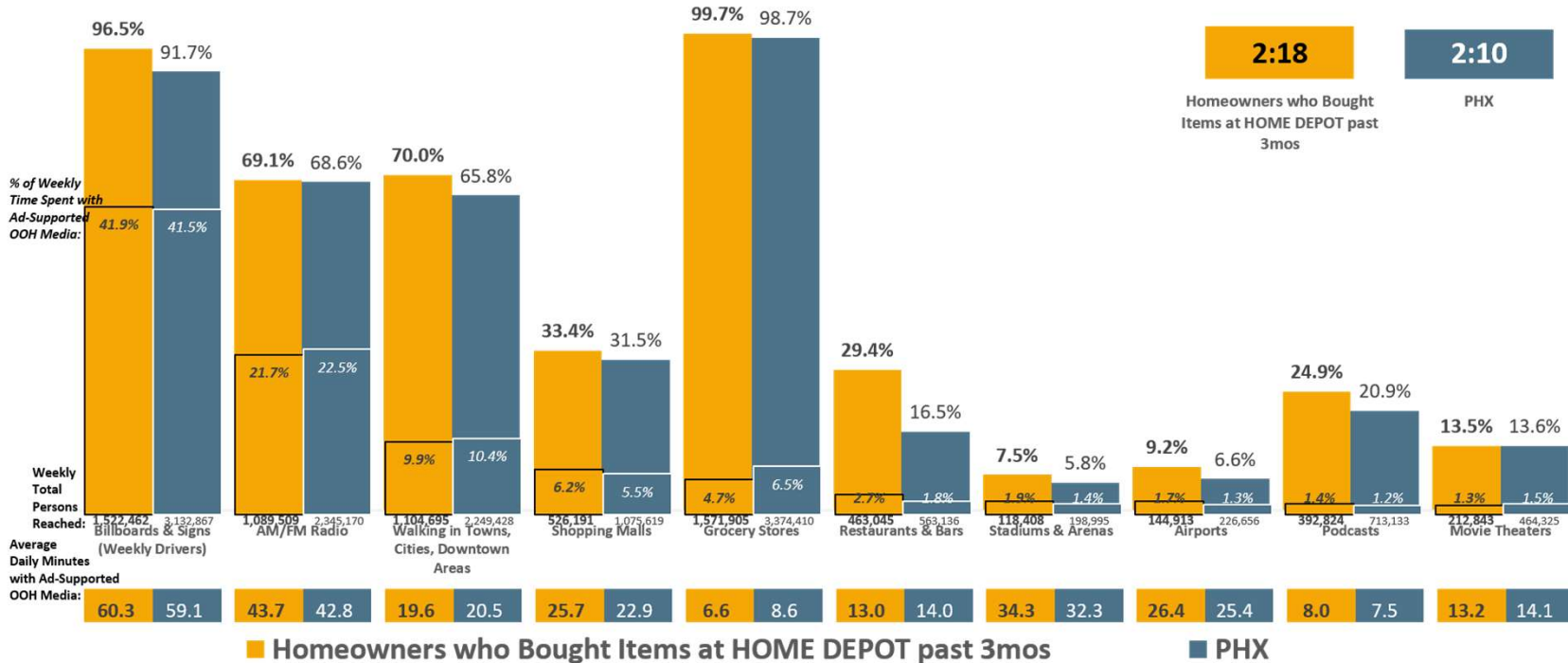


1,522,462 or 96.5% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 60.3 minutes per day driving, seeing Billboards and Signs representing 41.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:18

Homeowners who Bought Items at HOME DEPOT past 3mos

2:10

PHX

PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 804
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

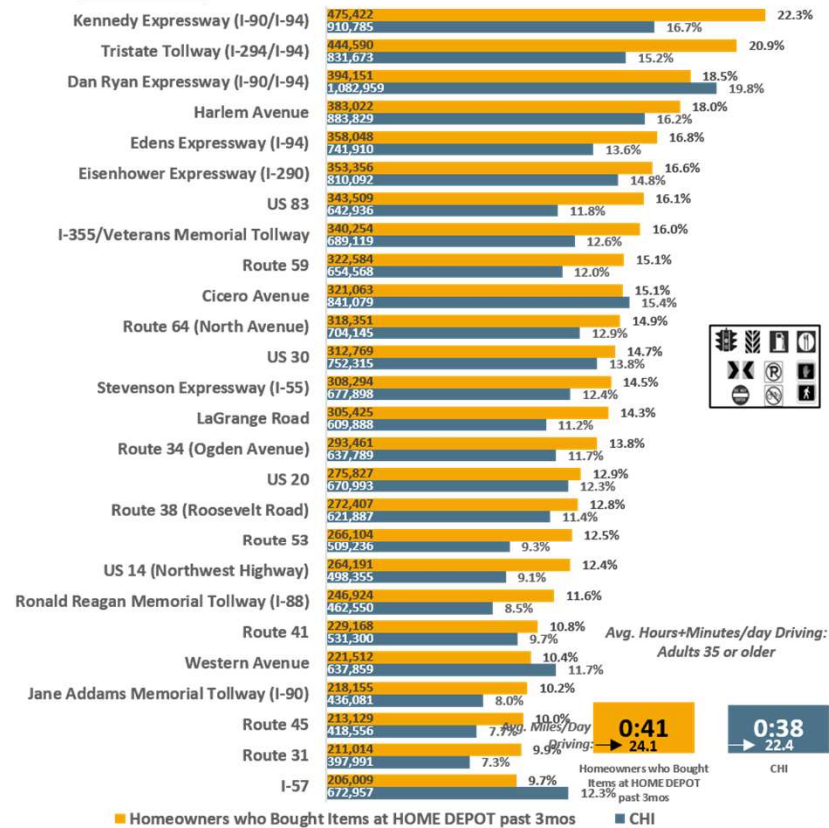
soefa.ai Share of Everything for Anything

{{Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot}}

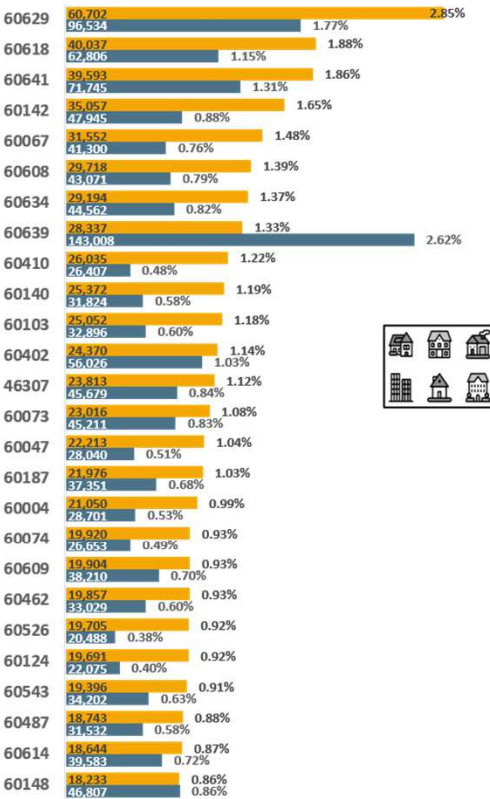


2,034,969 or 95.5% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 41.4 minutes per day driving an average of 24.1 miles each day and are 37.7% more likely to use Tristate Tollway (I-294/I-94) than the Metro av

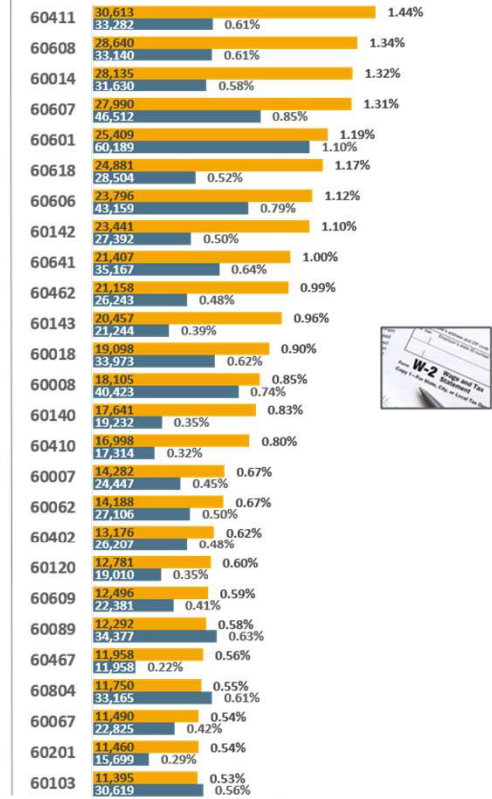
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



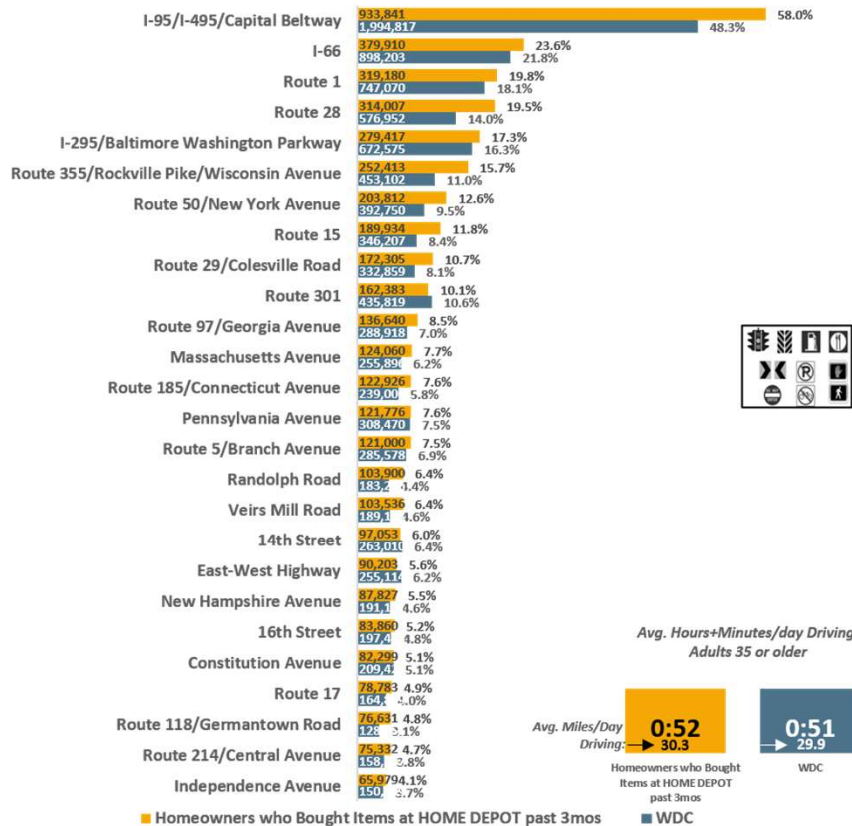
Top-26 Employment Zip Codes: Adults 35 or older



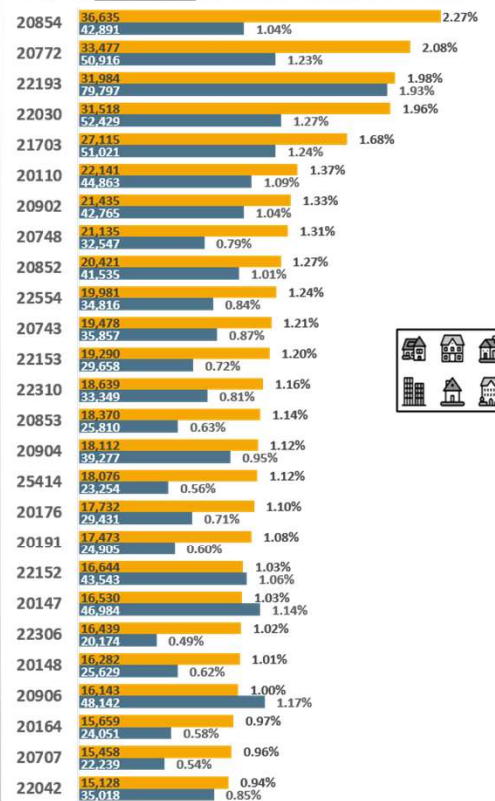


1,549,934 or 96.2% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 52.1 minutes per day driving an average of 30.3 miles each day and are 45.2% more likely to use Randolph Road than the Metro average.

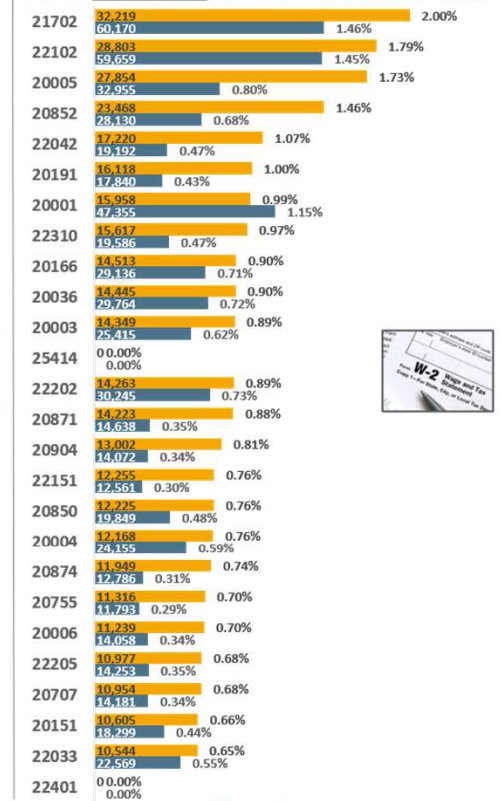
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



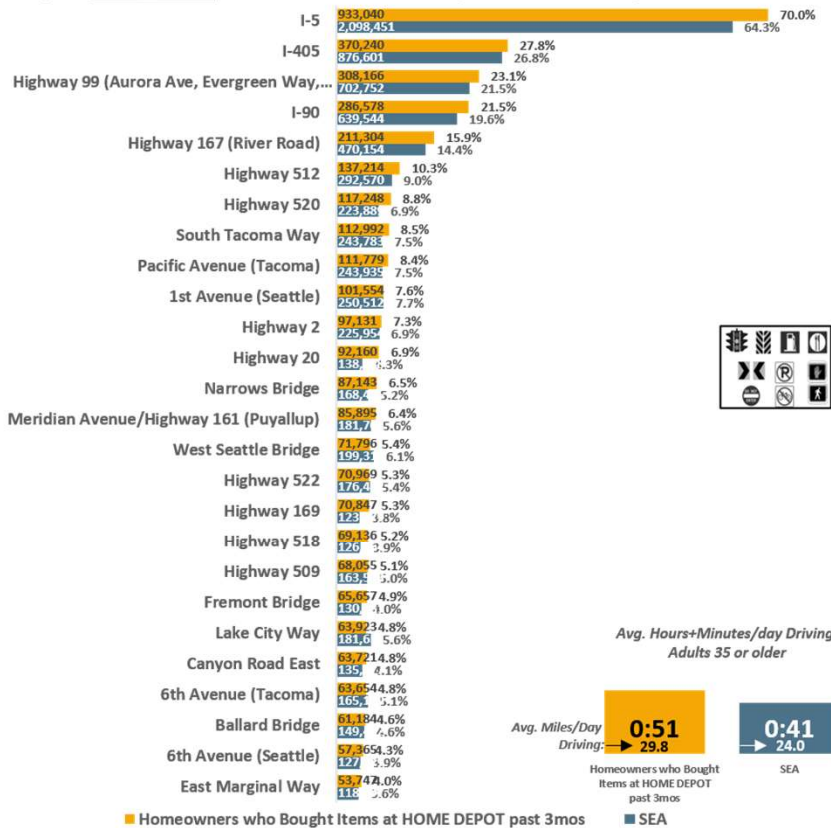
Top-26 Employment Zip Codes: Adults 35 or older





1,288,114 or 96.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 51.2 minutes per day driving an average of 29.8 miles each day and are 62.7% more likely to use Highway 20 than the Metro average.

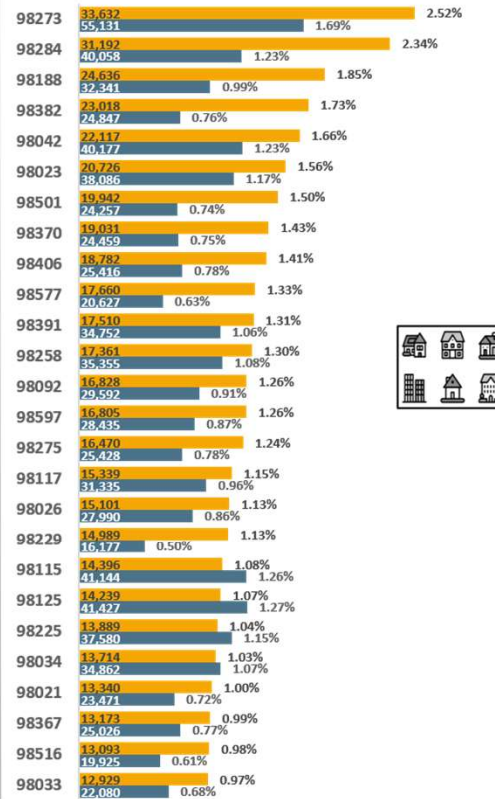
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



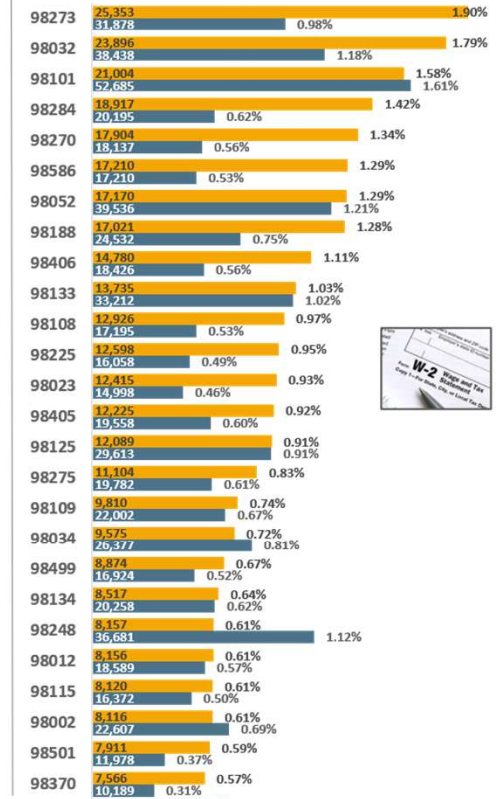
Avg. Hours+Minutes/day Driving:
Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older

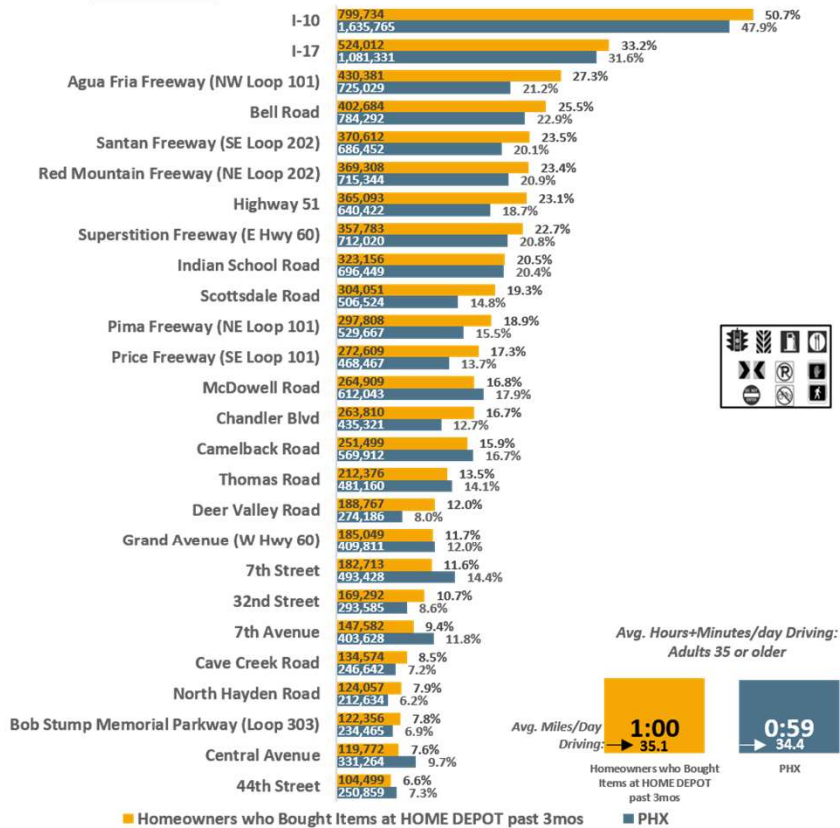


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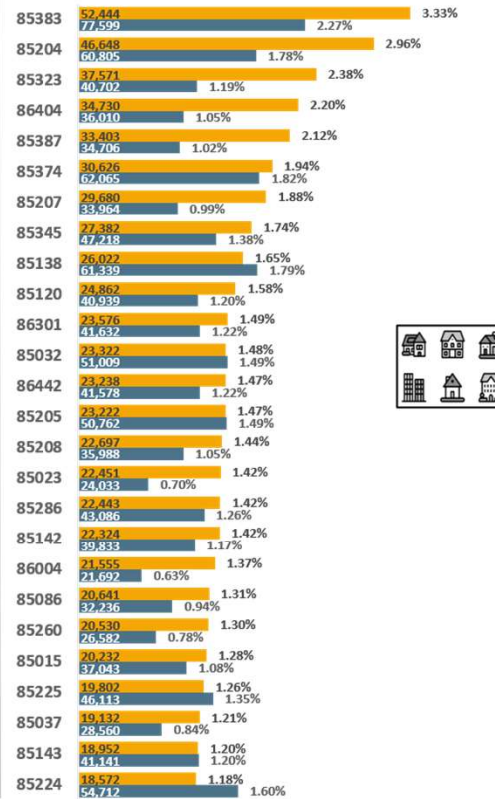
1,522,462 or 96.5% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 60.3 minutes per day driving an average of 35.1 miles each day and are 49.2% more likely to use Deer Valley Road than the Metro average.

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

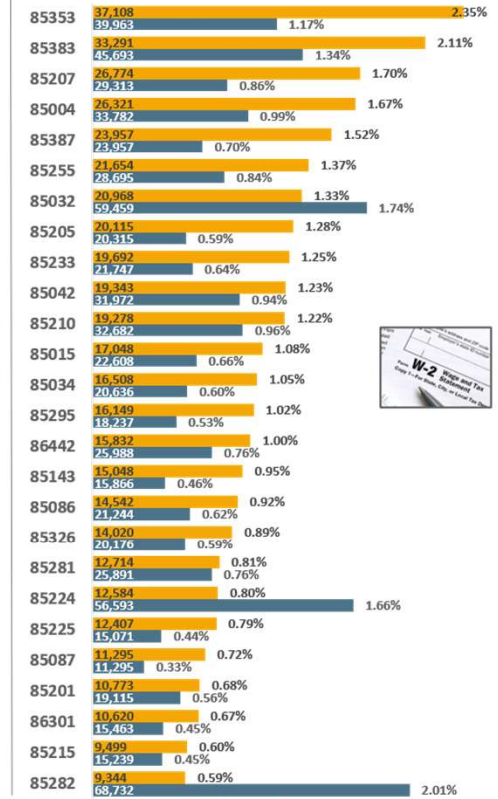


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Top-26 Residential Zip Codes: Adults 35 or older



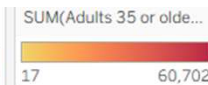
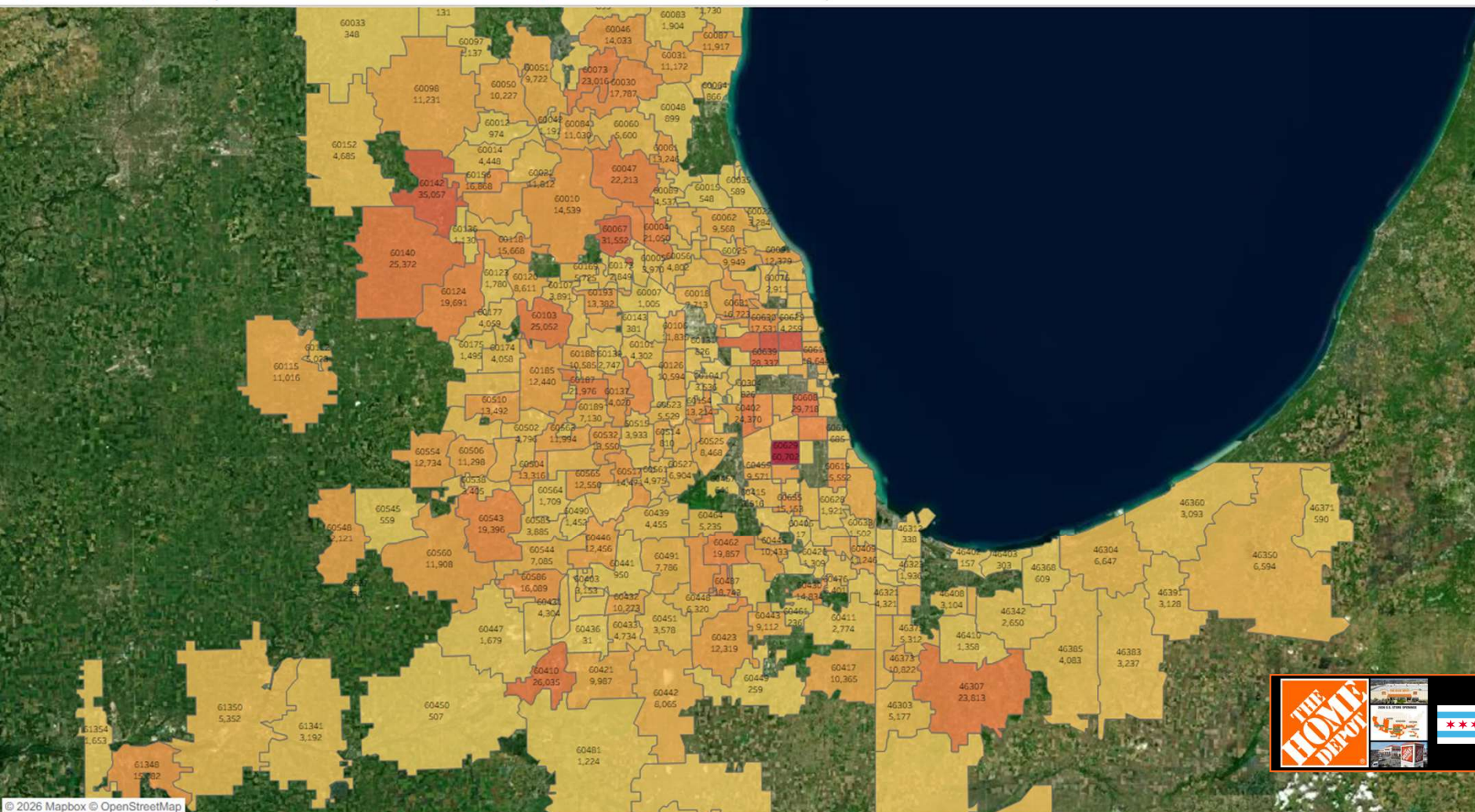
Top-26 Employment Zip Codes: Adults 35 or older



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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

Top Residential Zip Codes: (Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos)



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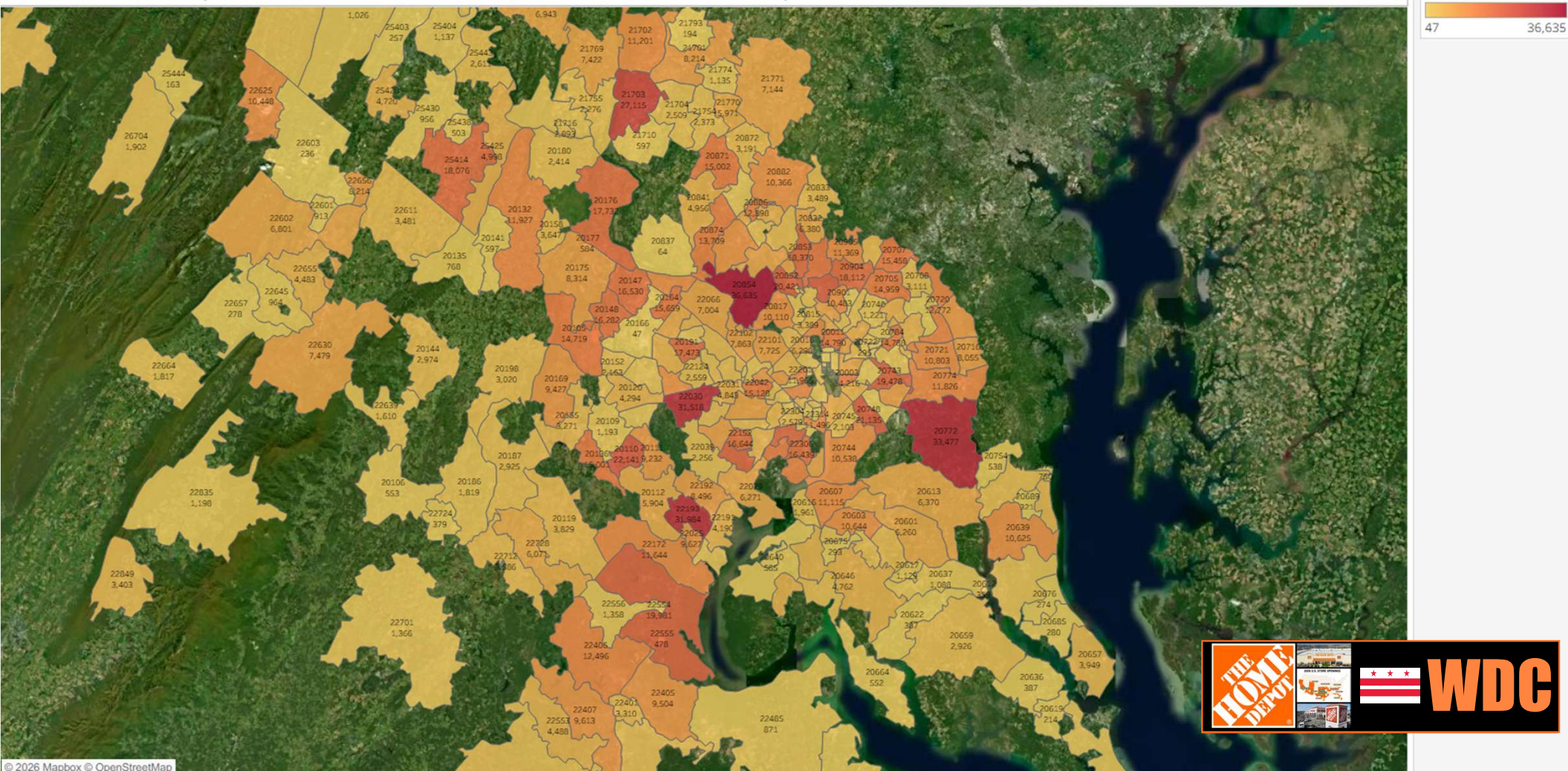
CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,148

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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

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Top Residential Zip Codes: (Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos)



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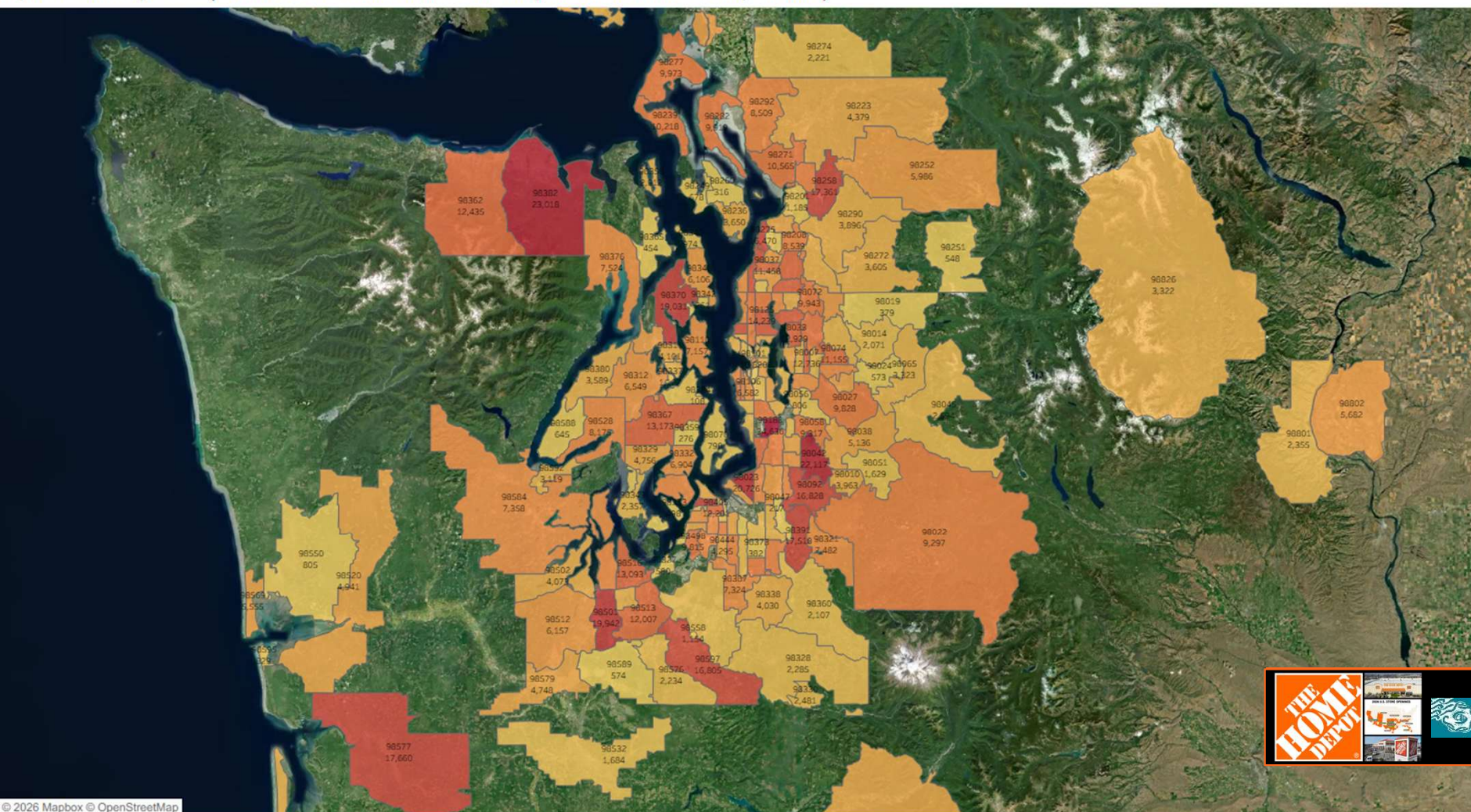
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,716

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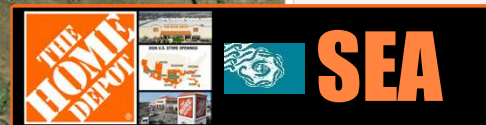
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[[Own or rent residence (HHLHD): Own AND Major stores bought post 3 months: The Home Depot]]

Top Residential Zip Codes: (Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos)



SUM(Adults 35 or olde...



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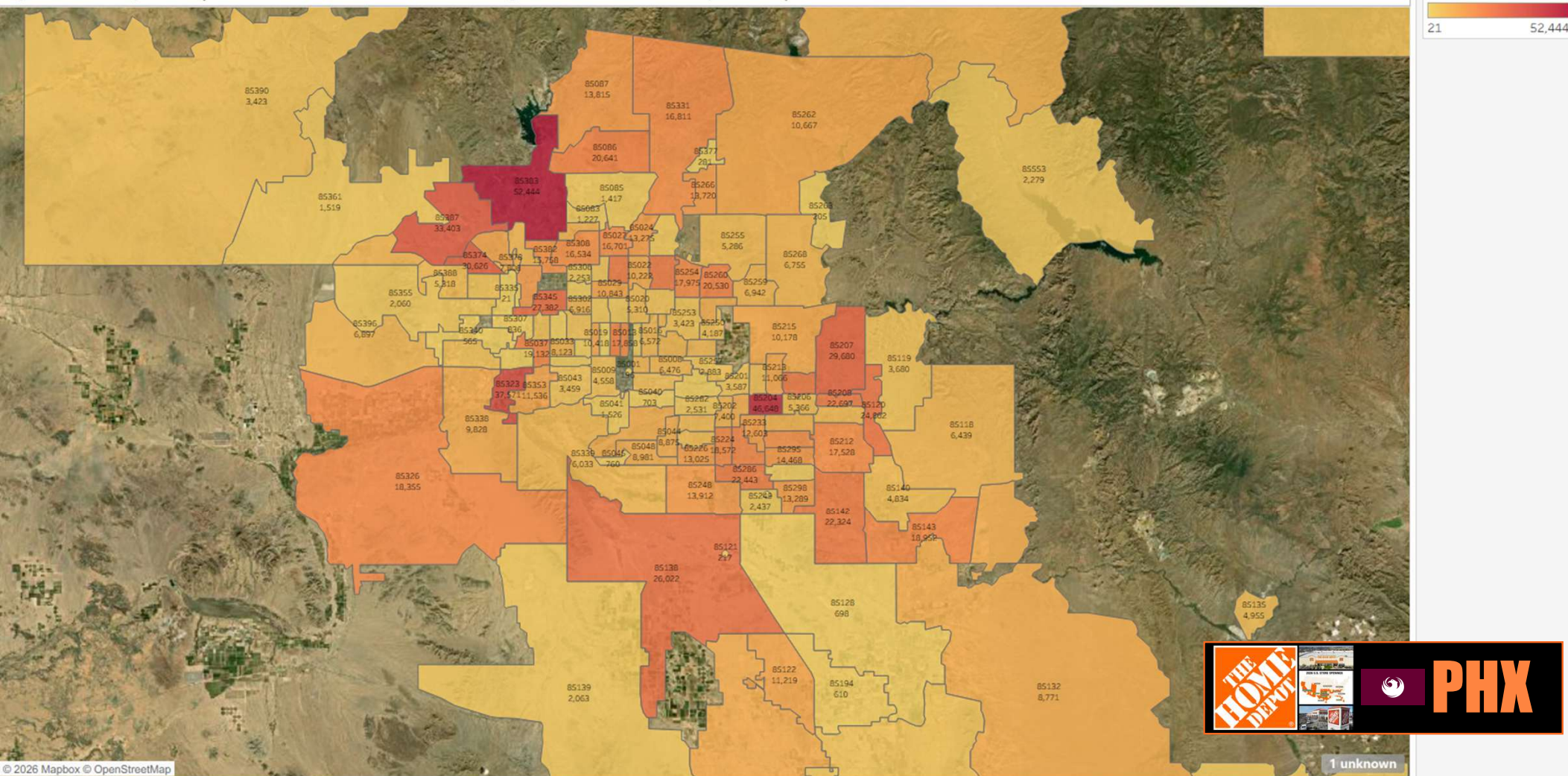
SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,242

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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

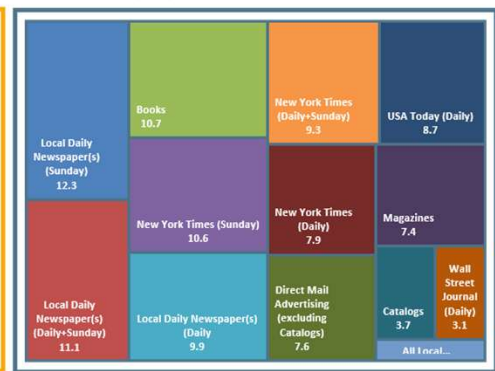
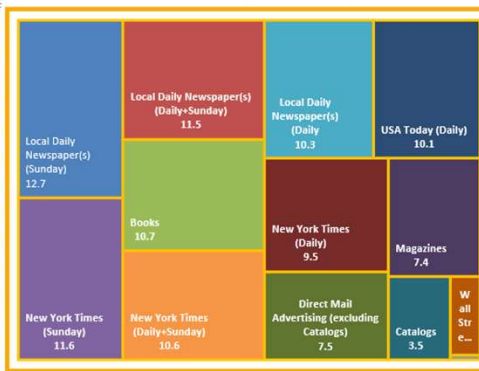
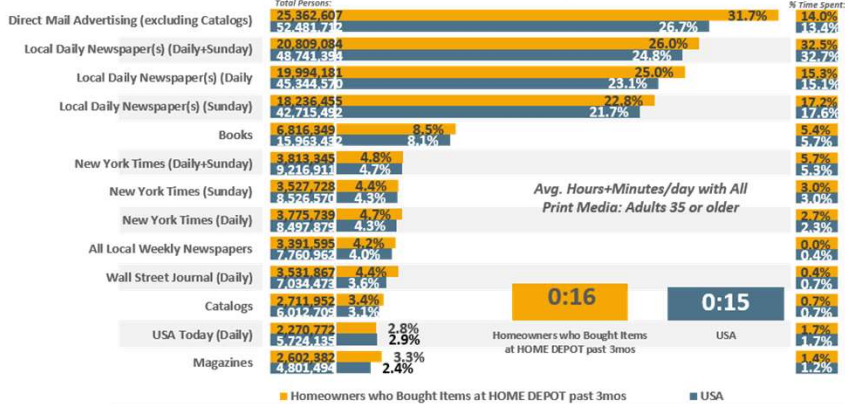
Top Residential Zip Codes: (Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos)



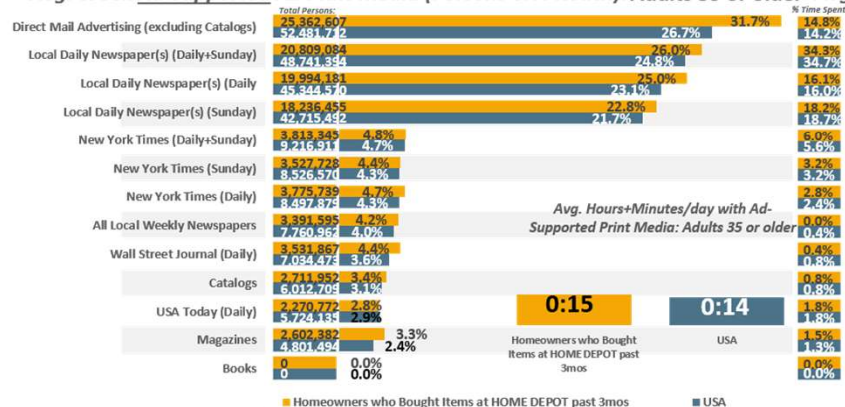


20,809,084 or 26.6% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.5 minutes every day representing 34.3% of all time spent daily with All forms of Print Media.

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**



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 7,812
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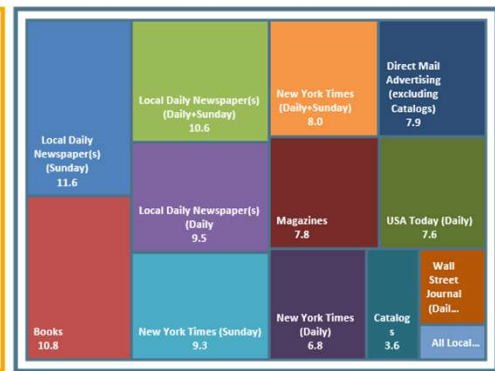
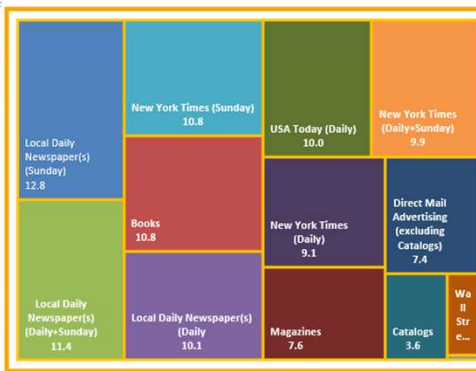
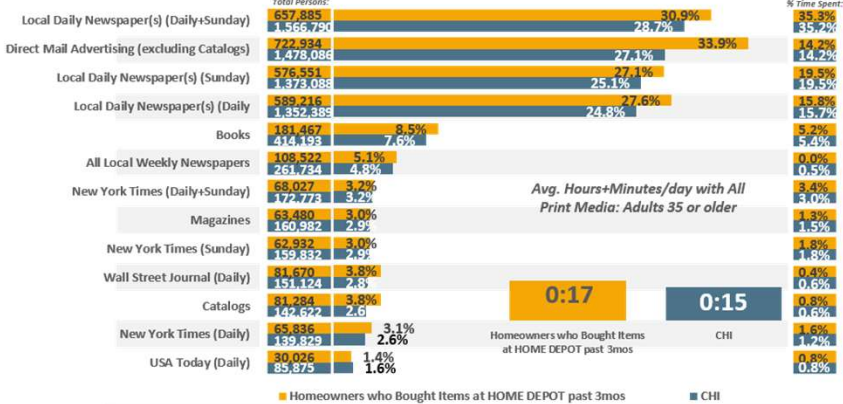
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[[Own or rent residence (HHL): Own AND Major stores bought past 3 months: The Home Depot]]

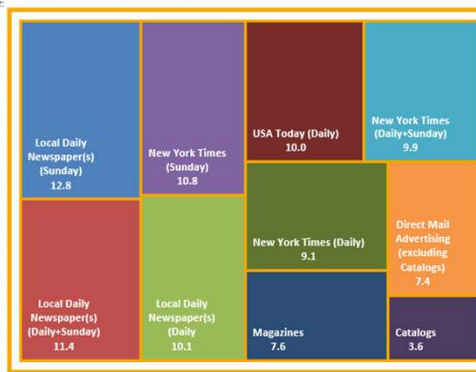
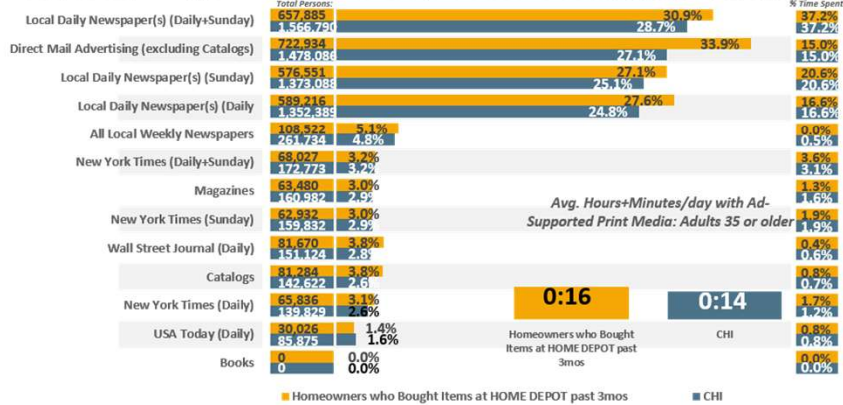


657,885 or 30.9% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.4 minutes every day representing 37.2% of all time spent daily with All forms of Print Media.

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**



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,148
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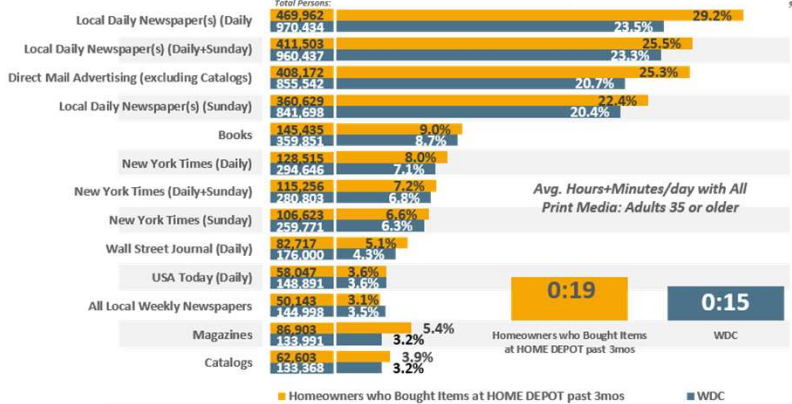
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[[Own or rent residence (HHL): Own AND Major stores bought past 3 months: The Home Depot]]



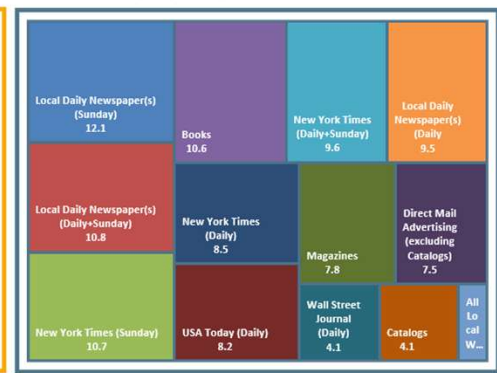
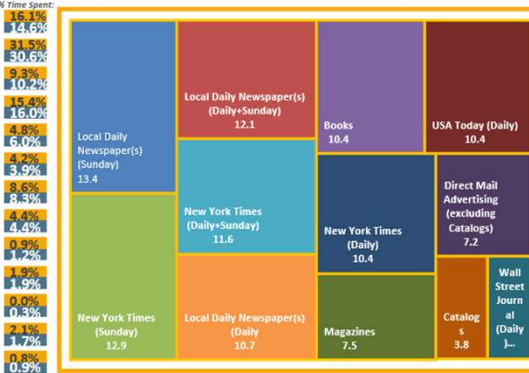
411,503 or 25.5% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.1 minutes every day representing 33.1% of all time spent daily with All forms of Print Media.

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

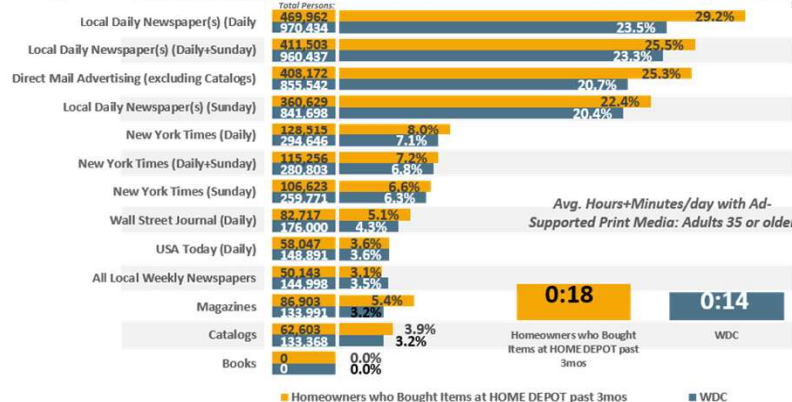


Avg. Hours+Minutes/day with All Print Media: Adults 35 or older

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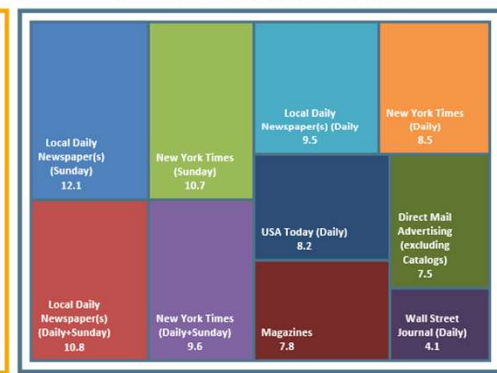
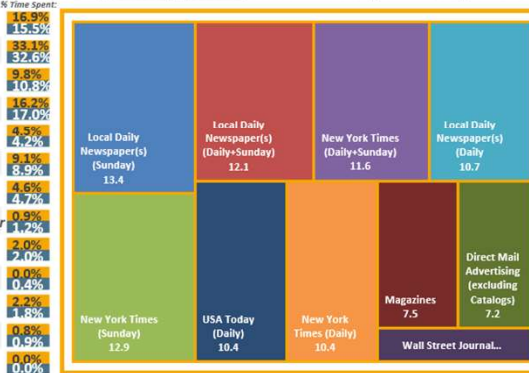


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older



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

0:18 0:14



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,716
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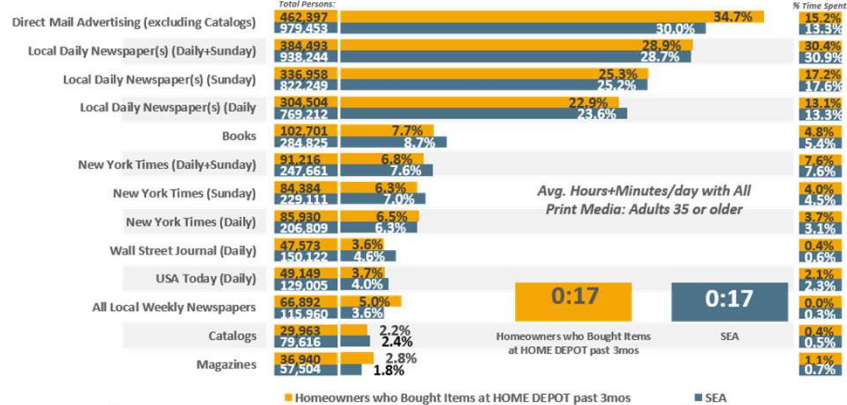
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[[Own or rent residence (HHL): Own AND Major stores bought past 3 months: The Home Depot]]



384,493 or 28.9% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.1 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

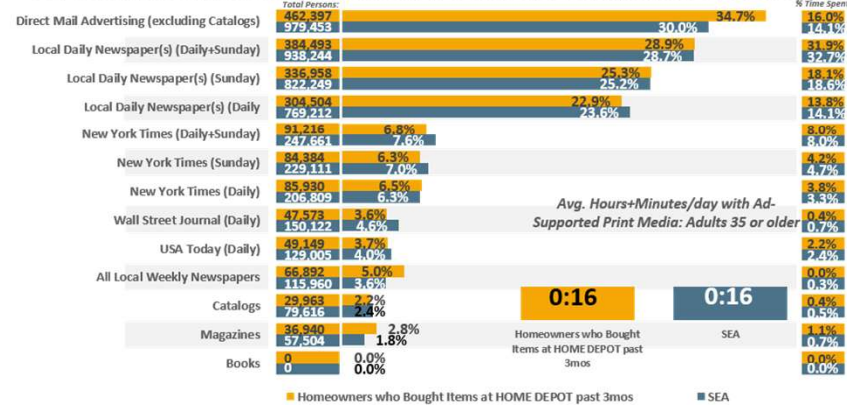
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



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



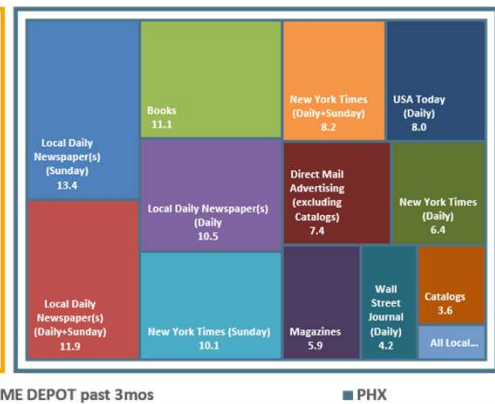
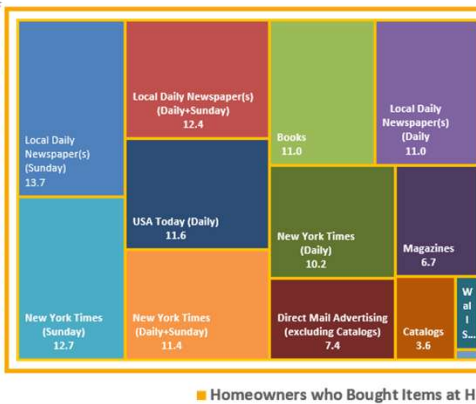
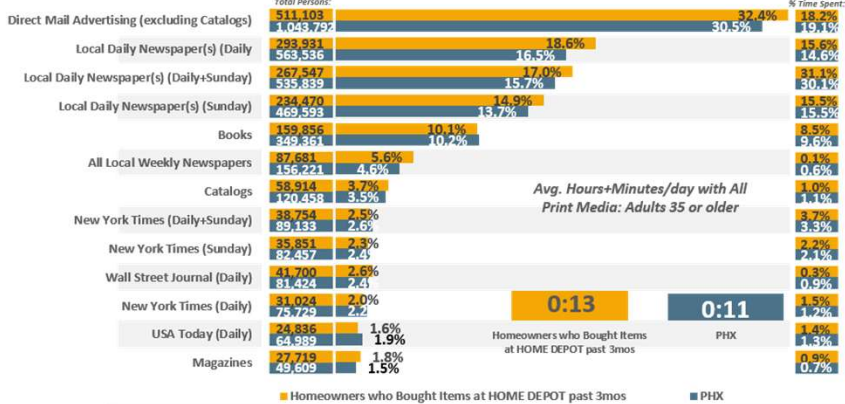
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



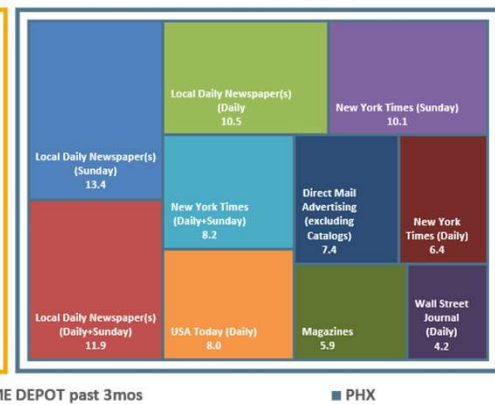
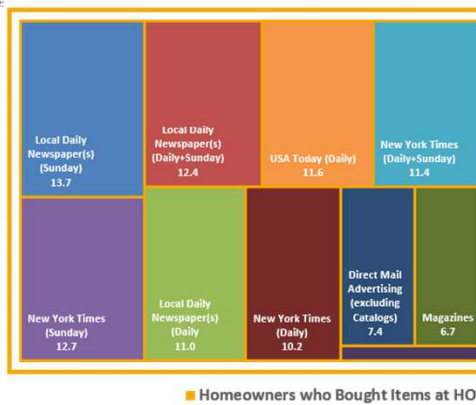
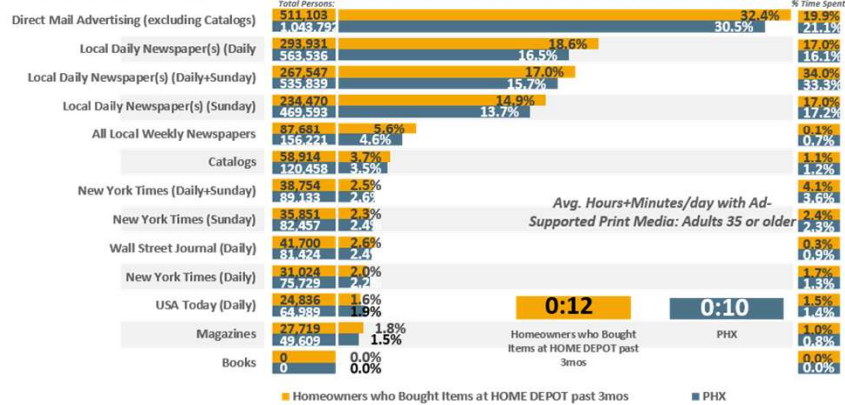


267,547 or 17.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.4 minutes every day representing 34.4% of all time spent daily with All forms of Print Media.

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**



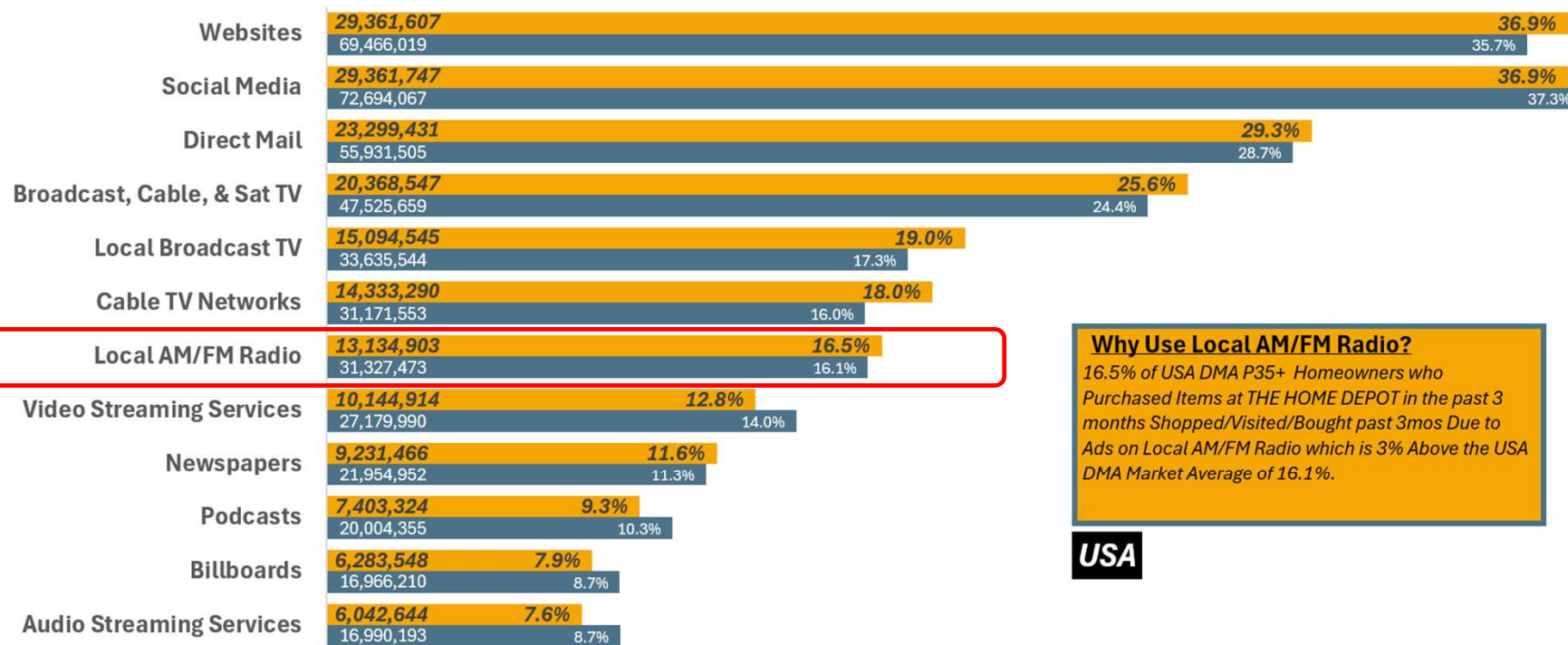
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





"Advertising Actions"

**P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

16.5% of USA DMA P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the USA DMA Market Average of 16.1%.

USA

■ P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 7811
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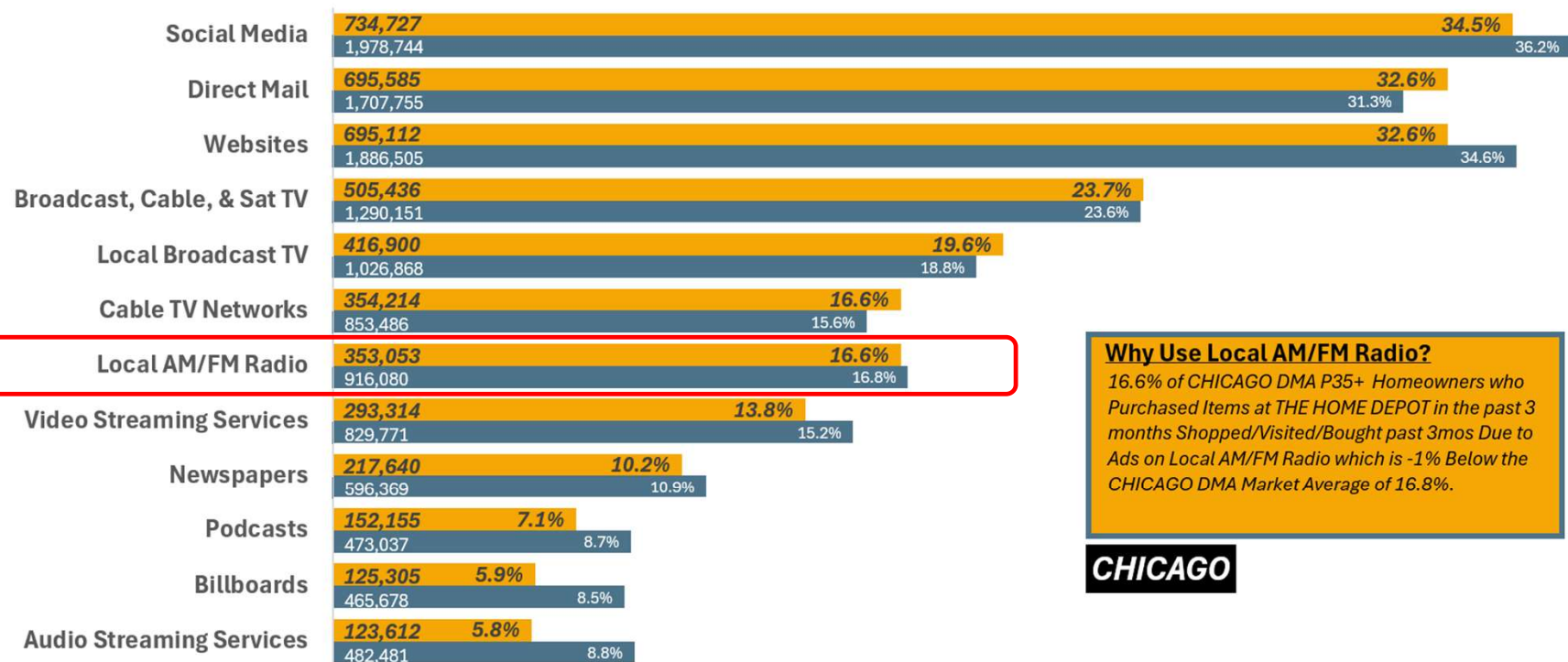
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



"Advertising Actions"

**P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

16.6% of CHICAGO DMA P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the CHICAGO DMA Market Average of 16.8%.

CHICAGO

■ P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 1148
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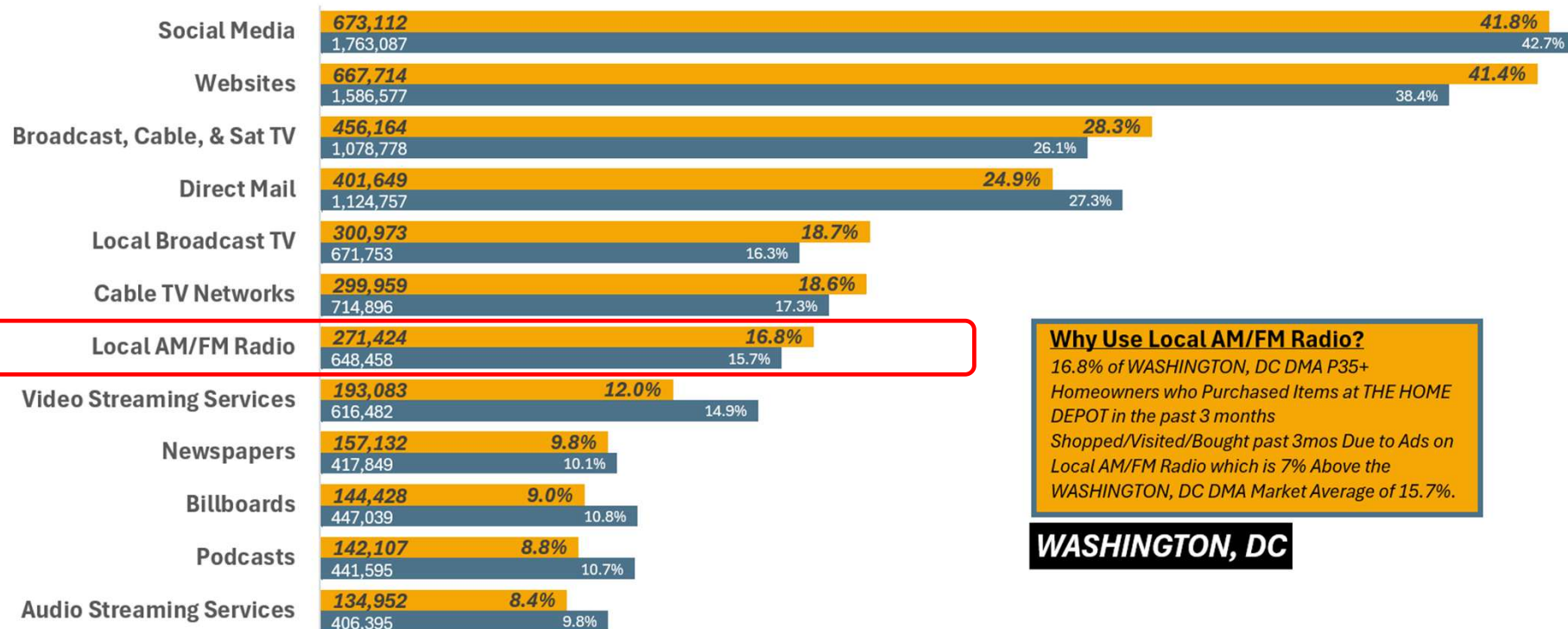
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[[Own or rent residence (HHL): Own AND Major stores bought past 3 months: The Home Depot]]



"Advertising Actions"

**P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

16.8% of WASHINGTON, DC DMA P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 7% Above the WASHINGTON, DC DMA Market Average of 15.7%.

WASHINGTON, DC

■ P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 1716

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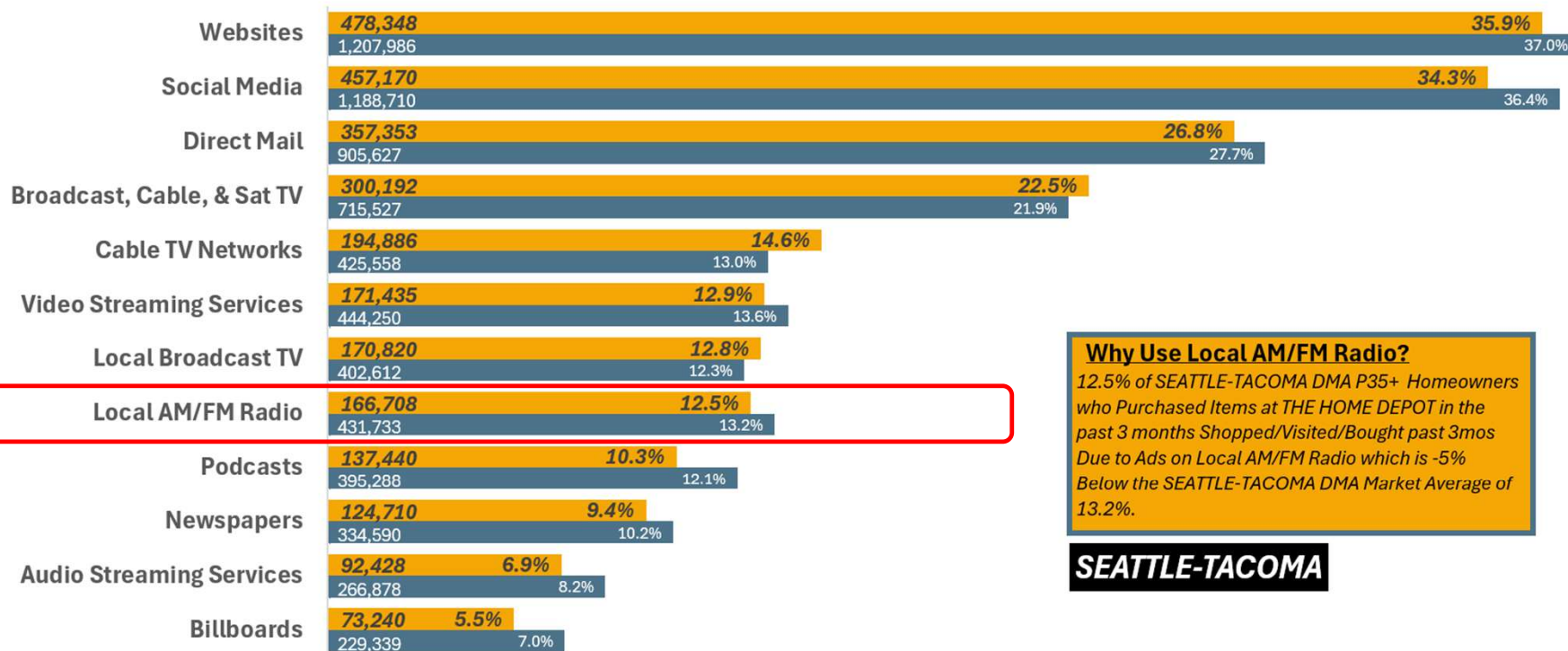
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



"Advertising Actions"

**P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

12.5% of SEATTLE-TACOMA DMA P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -5% Below the SEATTLE-TACOMA DMA Market Average of 13.2%.

SEATTLE-TACOMA

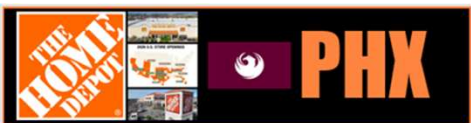
■ P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 1242
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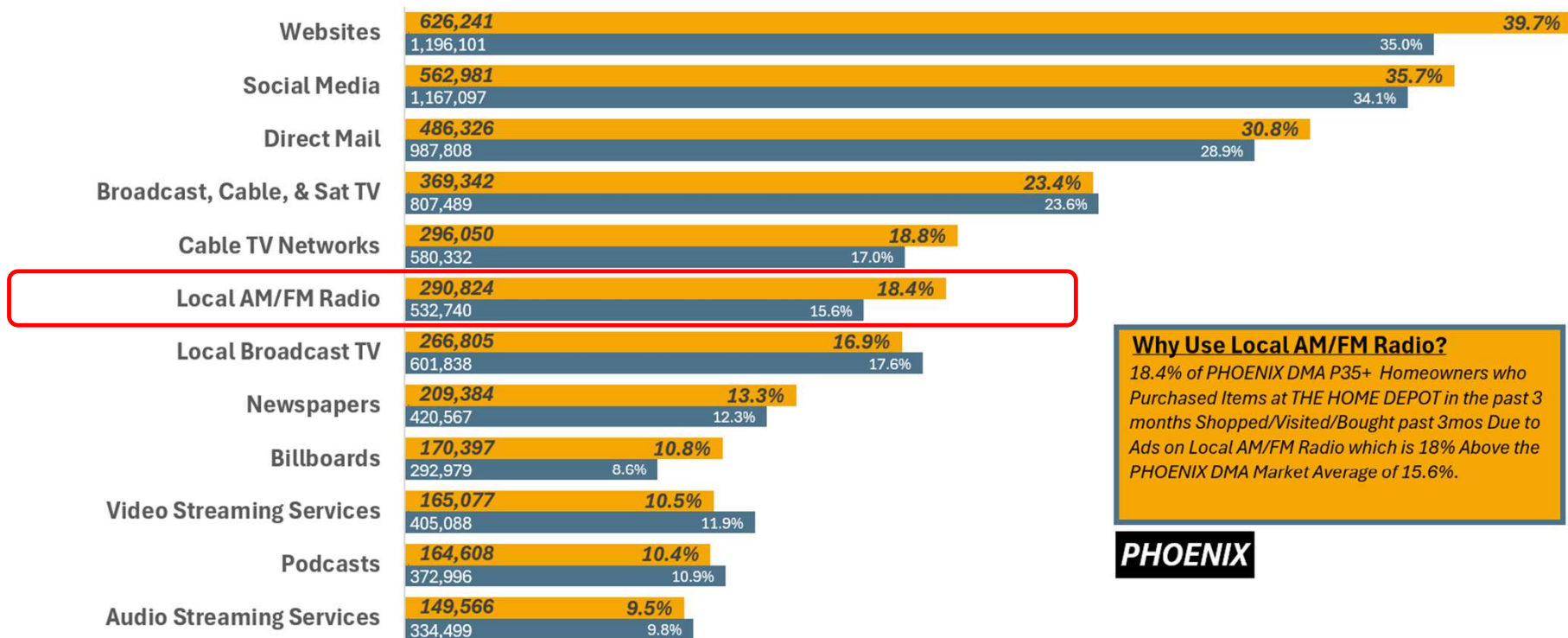
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



"Advertising Actions"

**P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

18.4% of PHOENIX DMA P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 18% Above the PHOENIX DMA Market Average of 15.6%.

PHOENIX

■ P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 804
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]