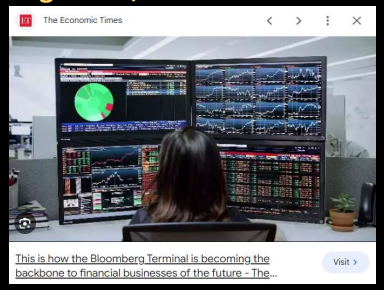
USA+4 DMAs – P25+ Homeowners spending $5K+ on HVAC!

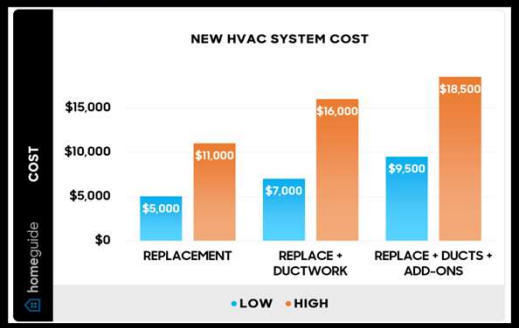
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, CINCINNATI, MINNEAPOLIS, and PHOENIX DMA P25+ Owners of Single-Family Homes who Spent $5,000 or more on HVAC Service/Replacement/ Repair in the past 12 months as of August 31, 2024!



P25+













[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

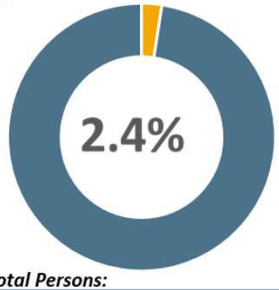
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.



2.4% or 6,408,051 of USA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Typical Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 56.3 years old (7.3% older than average) and have a $120,348 (31.9% higher than average) annual household income.

Percent of Market: Adults 25 or older

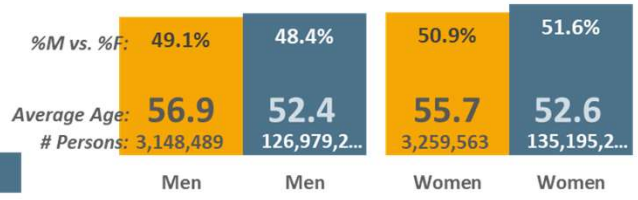


- who Own a Single-Family Home & spent $5K+ on HVAC past 12mos
- Remainder of USA DMAs

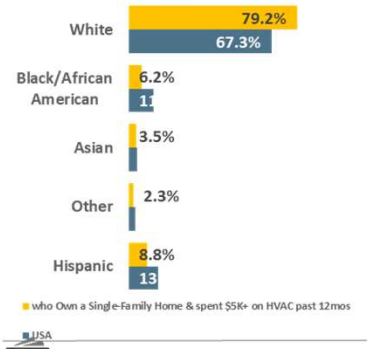
Total Persons:



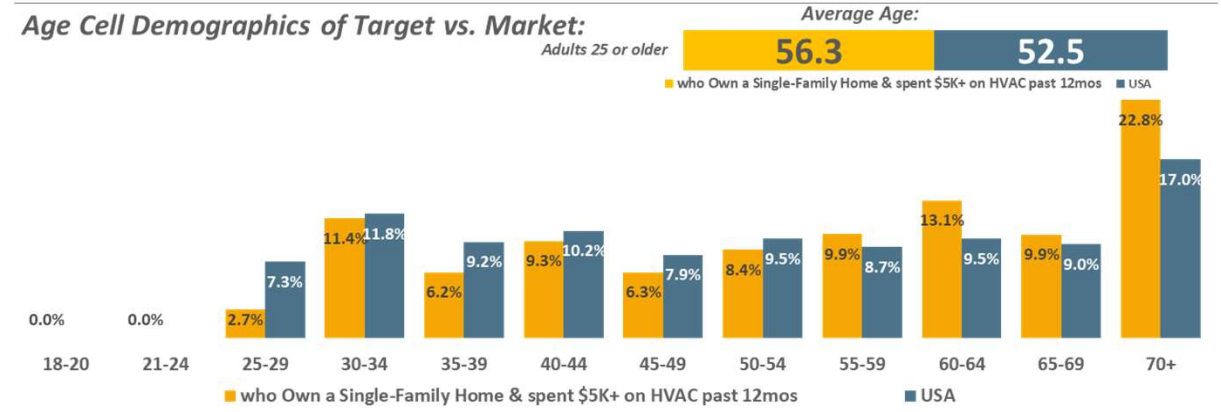
Gender of Target vs. Market: Adults 25 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

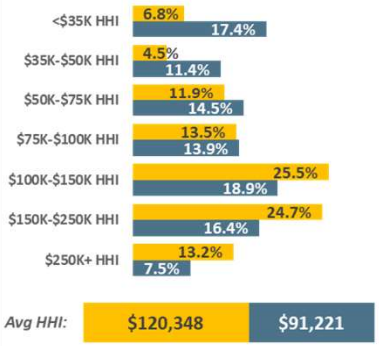


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

HHI of Target vs. Market:

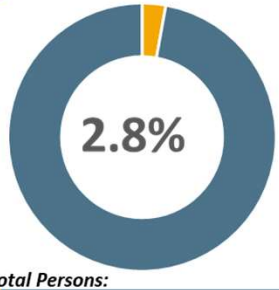


[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



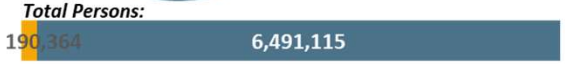
2.8% or 190,364 of CHI DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Typical Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 55.7 years old (7.% older than average) and have a $136,634 (33.1% higher than average) annual household income.

Percent of Market: Adults 25 or older

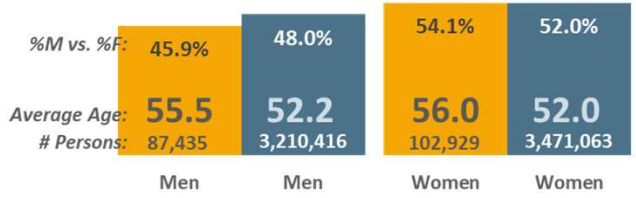


- who Own a Single-Family Home & spent $5K+ on HVAC past 12mos
- Remainder of CHI DMA

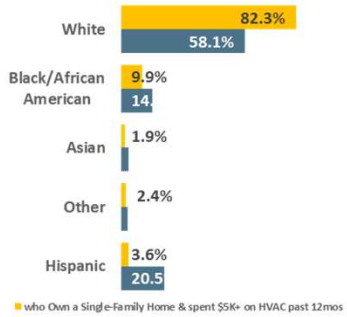
Total Persons:



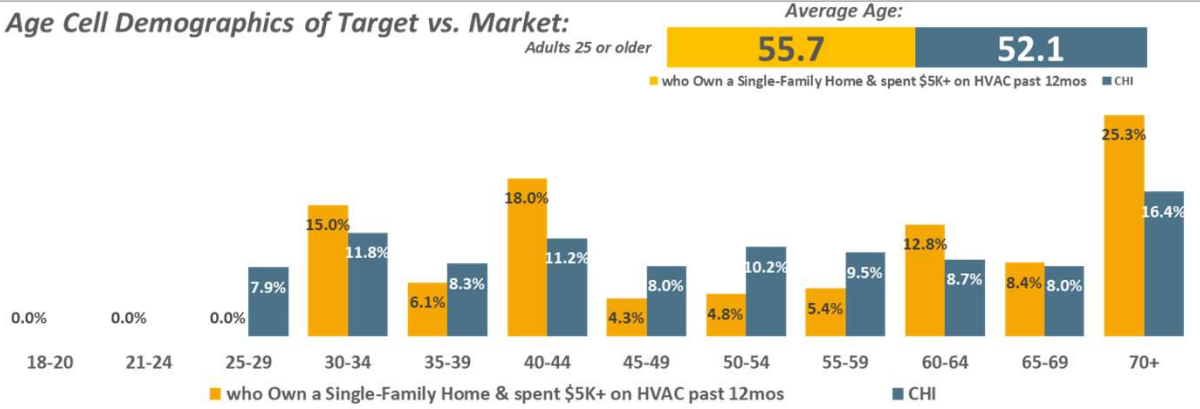
Gender of Target vs. Market: Adults 25 or older



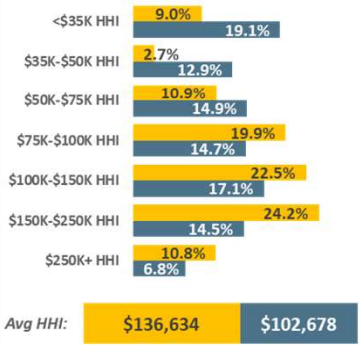
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 90

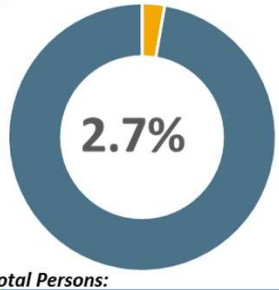
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



2.7% or 45,425 of CIN DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Typical Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 58. years old (9.8% older than average) and have a $123,590 (28.8% higher than average) annual household income.

Percent of Market: Adults 25 or older

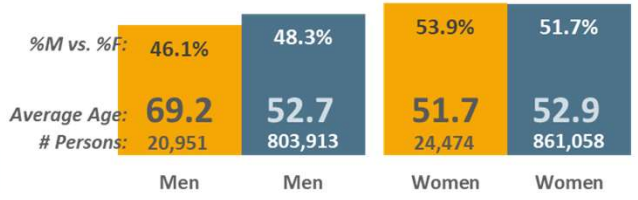


- who Own a Single-Family Home & spent $5K+ on HVAC past 12mos
- Remainder of CIN DMA

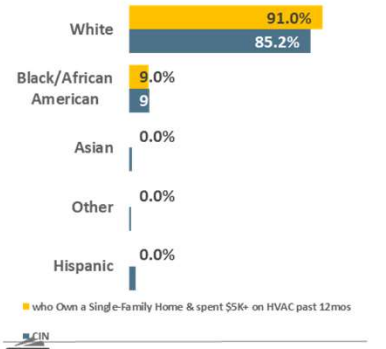
Total Persons:



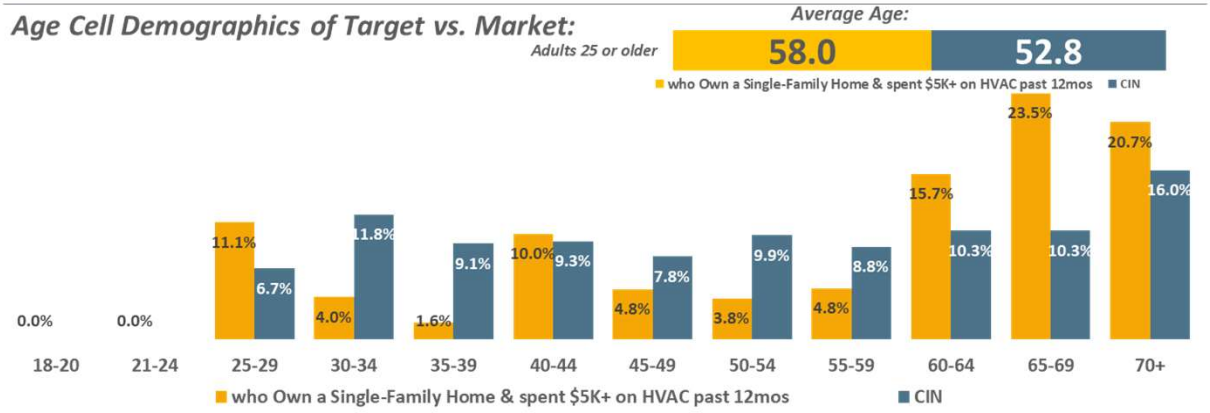
Gender of Target vs. Market: Adults 25 or older



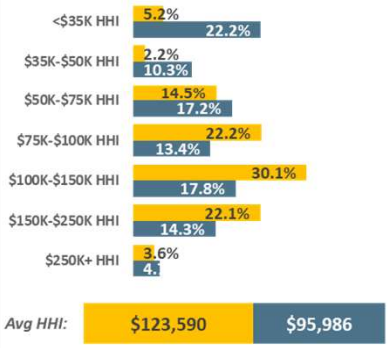
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 48

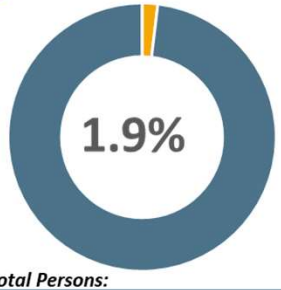
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



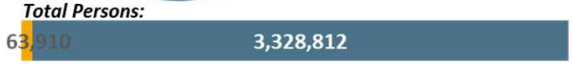
1.9% or 63,910 of MSP DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Typical Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 59.4 years old (13.% older than average) and have a $116,861 (7.5% higher than average) annual household income.

Percent of Market: Adults 25 or older

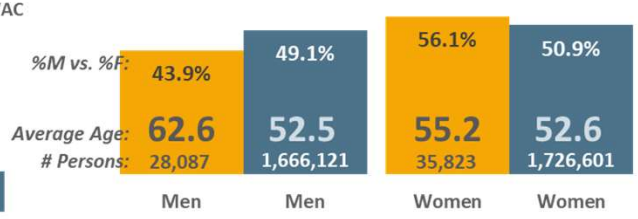


- who Own a Single-Family Home & spent $5K+ on HVAC past 12mos
- Remainder of MSP DMA

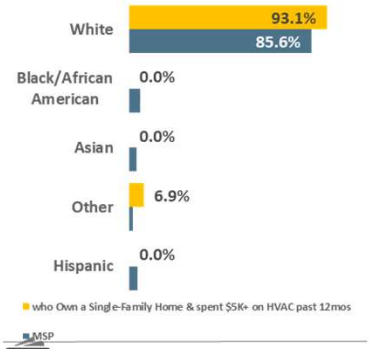
Total Persons:



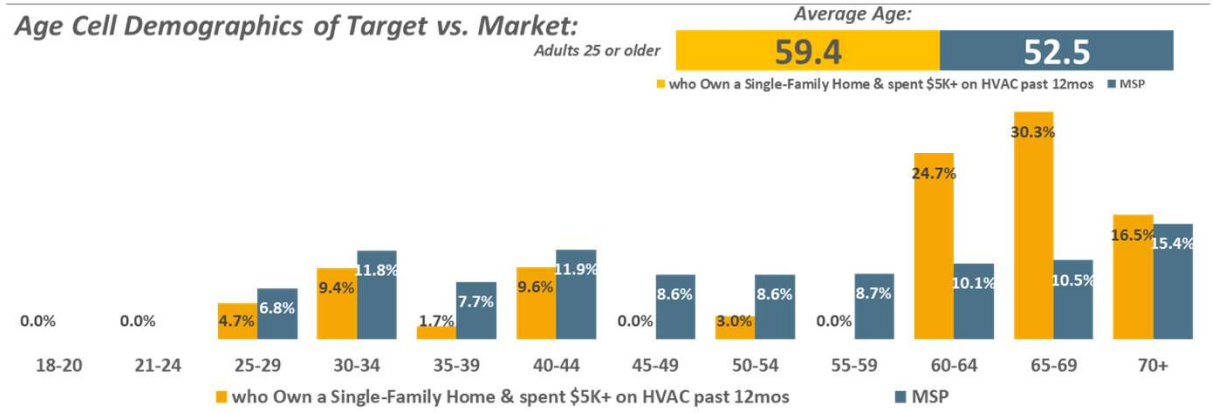
Gender of Target vs. Market: Adults 25 or older



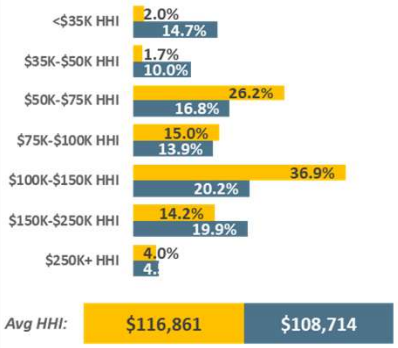
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

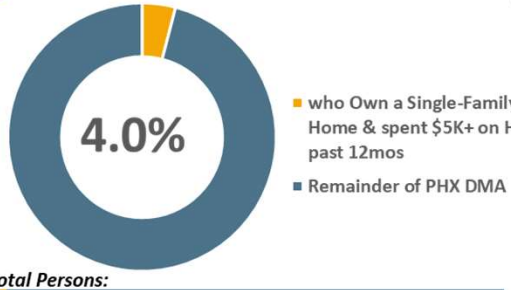
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

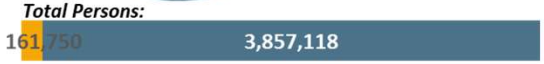


4.% or 161,750 of PHX DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Typical Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 58.9 years old (10.8% older than average) and have a $120,069 (25.4% higher than average) annual household income.

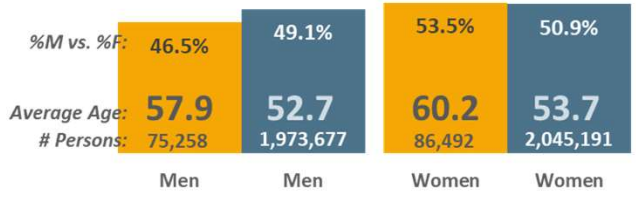
Percent of Market: Adults 25 or older



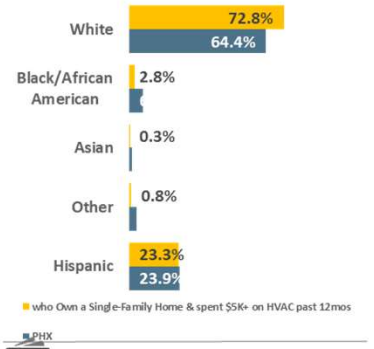
Total Persons:



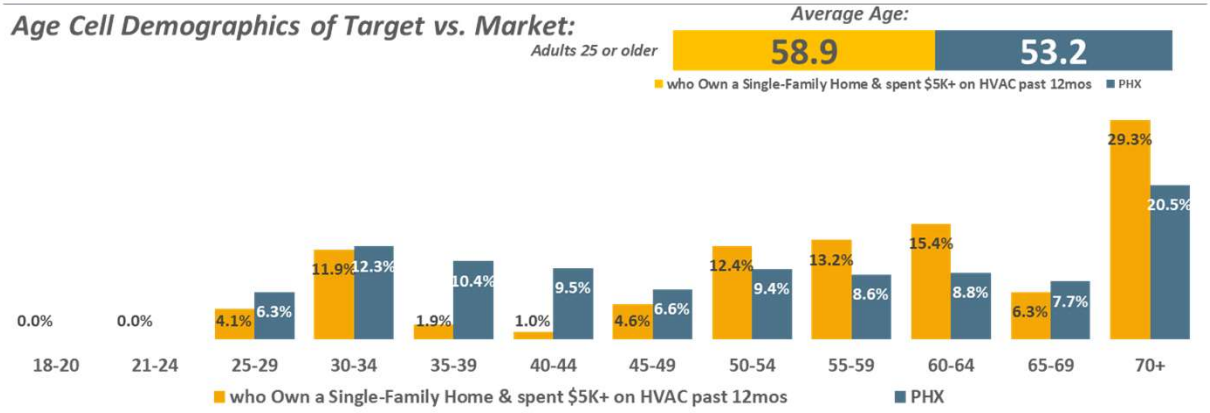
Gender of Target vs. Market: Adults 25 or older



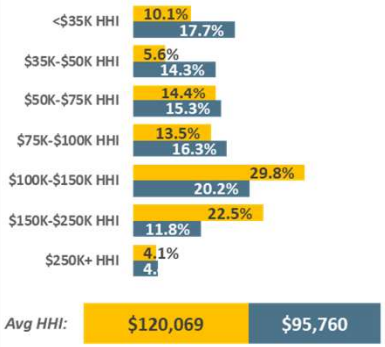
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 104

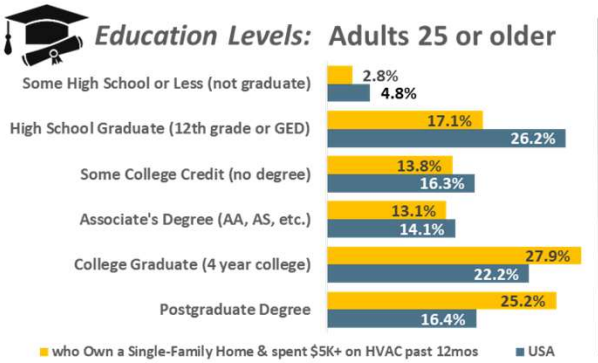
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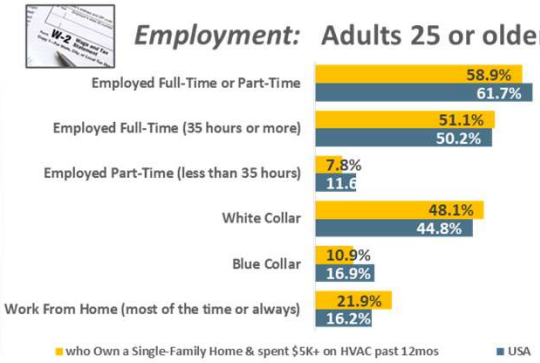


2.4% or 6,408,051 of USA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 37.6% more likely to be a college graduate, 1.9% more likely to work full-time, 36.3% more likely to be married, 1.6% more likely to be a parent of 1 or more children unde

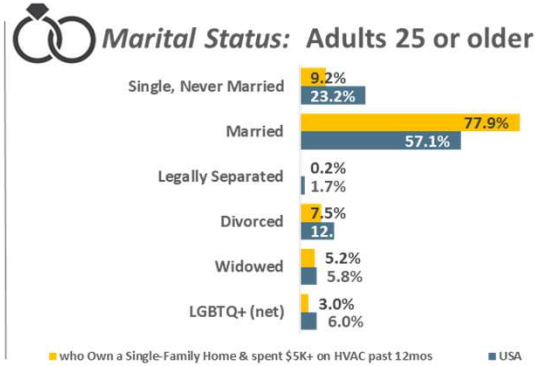
Education Levels: Adults 25 or older



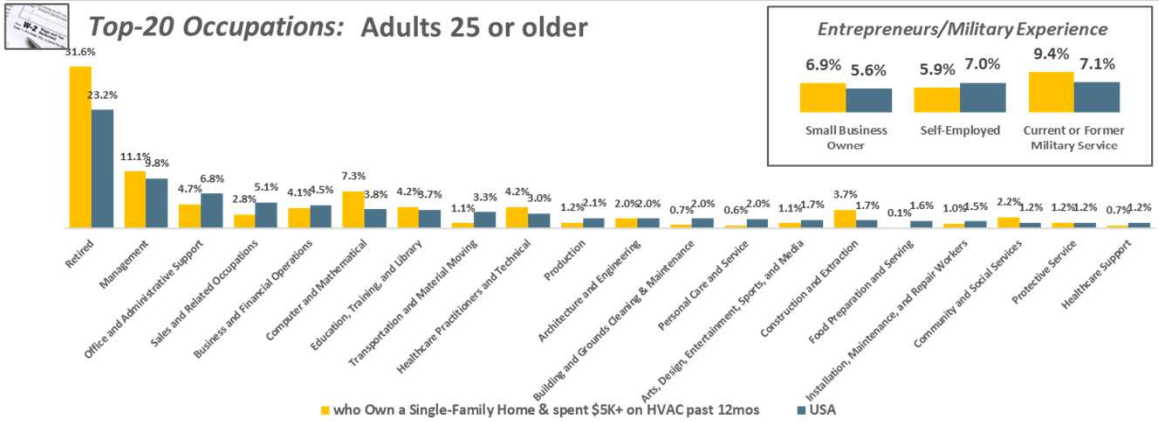
Employment: Adults 25 or older



Marital Status: Adults 25 or older

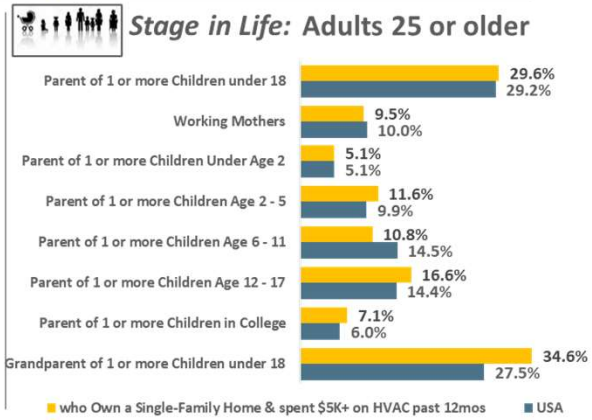


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 25 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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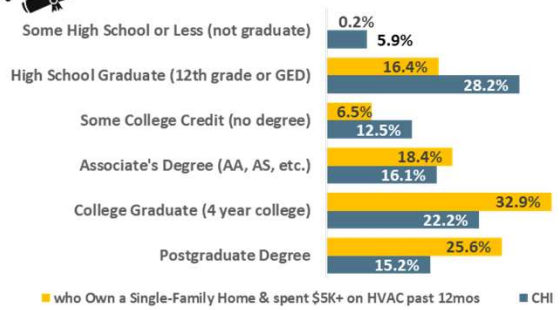
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

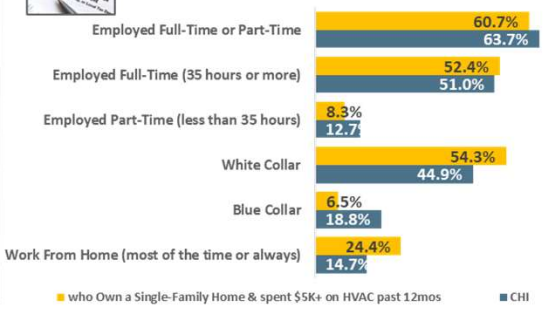


2.8% or 190,364 of CHI DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 56.4% more likely to be a college graduate, 2.9% more likely to work full-time, 34.3% more likely to be married, 20.% more likely to be a parent of 1 or more children unde

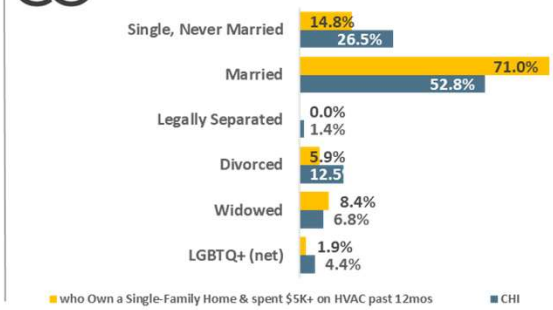
Education Levels: Adults 25 or older



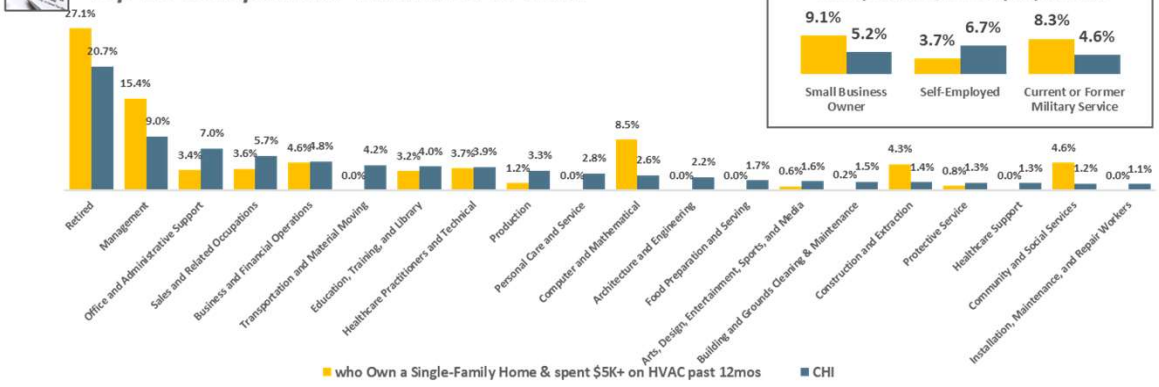
Employment: Adults 25 or older



Marital Status: Adults 25 or older

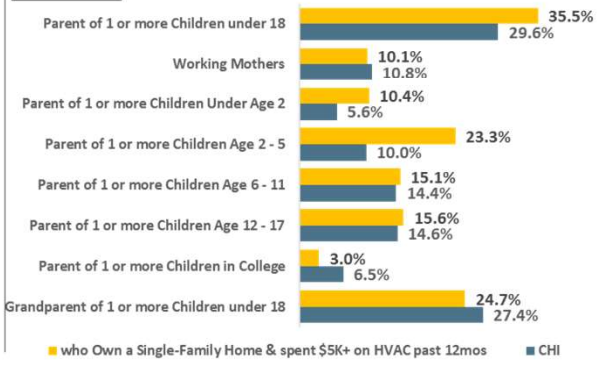


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 25 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 90

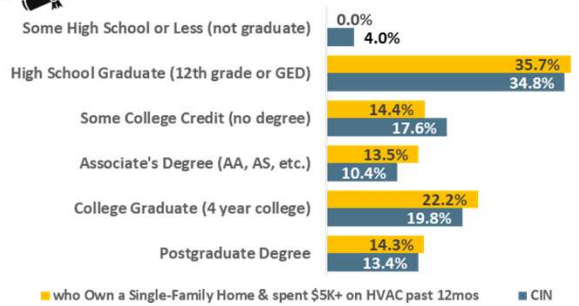
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

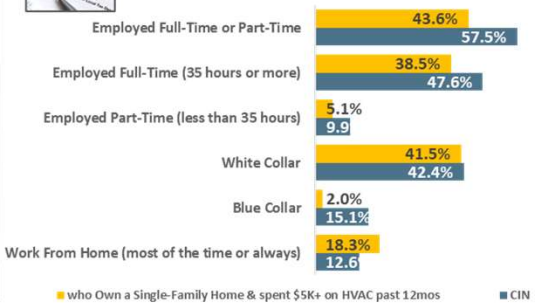


2.7% or 45,425 of CIN DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 9.8% more likely to be a college graduate, 19.1% less likely to work full-time, 41.6% more likely to be married, 61.4% less likely to be a parent of 1 or more children und

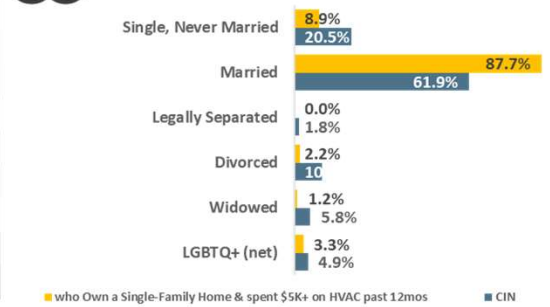
Education Levels: Adults 25 or older



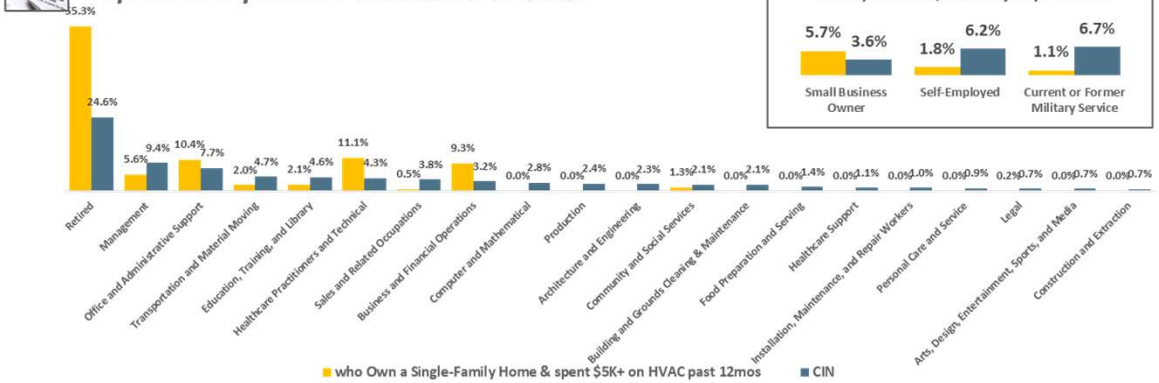
Employment: Adults 25 or older



Marital Status: Adults 25 or older

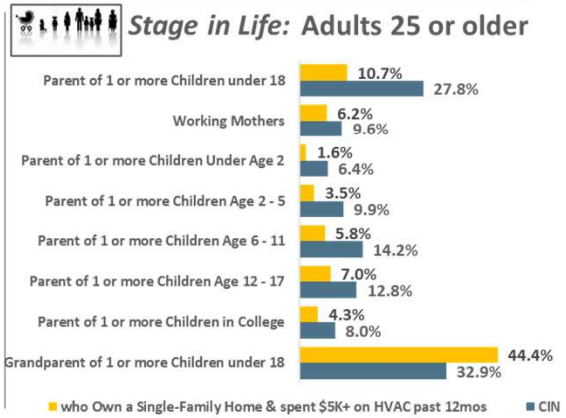


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 25 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 48

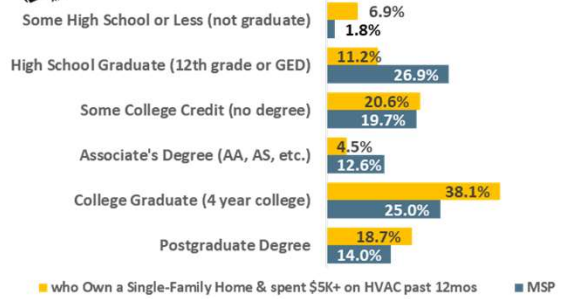
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

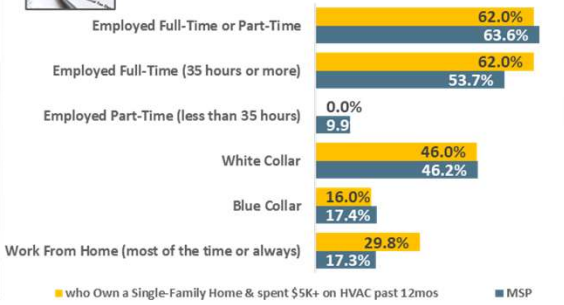


1.9% or 63,910 of MSP DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 45.6% more likely to be a college graduate, 15.4% more likely to work full-time, 13.1% more likely to be married, 47.% less likely to be a parent of 1 or more children und

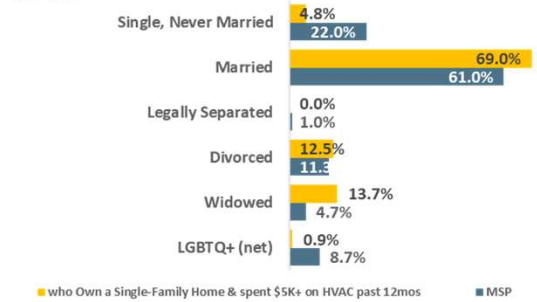
Education Levels: Adults 25 or older



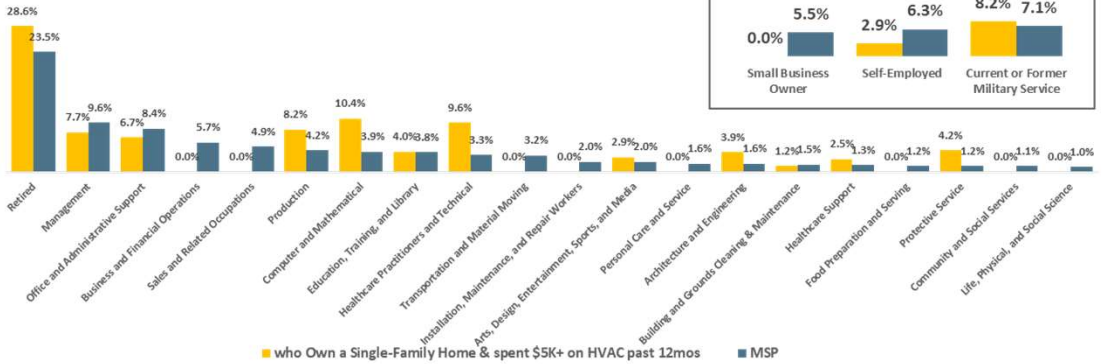
Employment: Adults 25 or older



Marital Status: Adults 25 or older

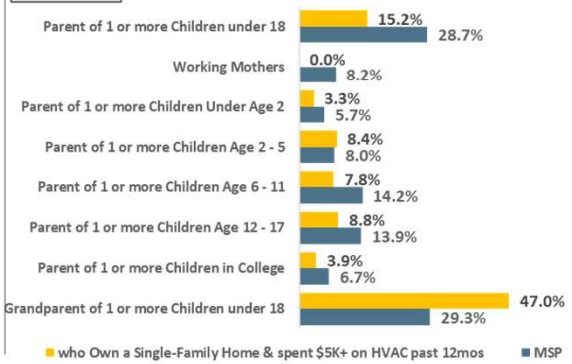


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 25 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

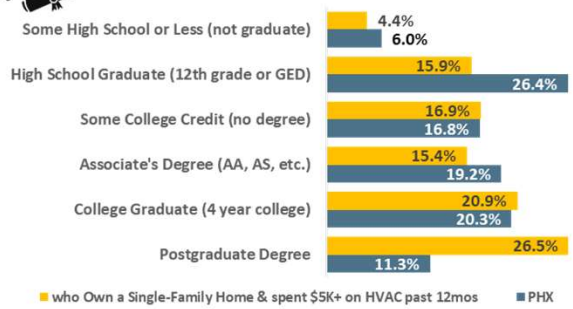
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

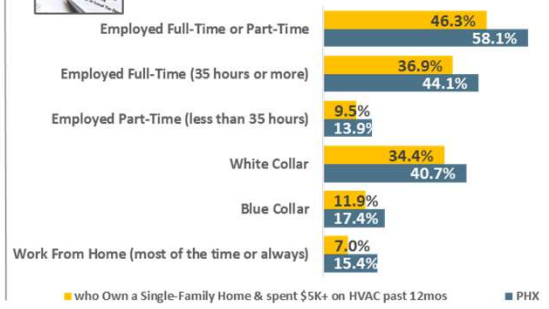


4.% or 161,750 of PHX DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 50.% more likely to be a college graduate, 16.4% less likely to work full-time, 36.7% more likely to be married, 28.7% less likely to be a parent of 1 or more children und

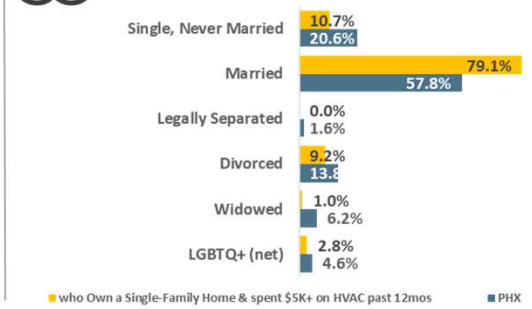
Education Levels: Adults 25 or older



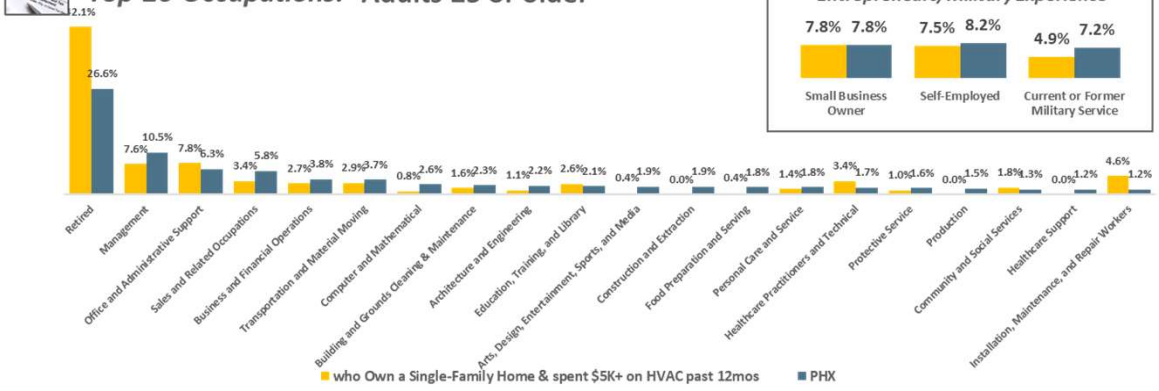
Employment: Adults 25 or older



Marital Status: Adults 25 or older

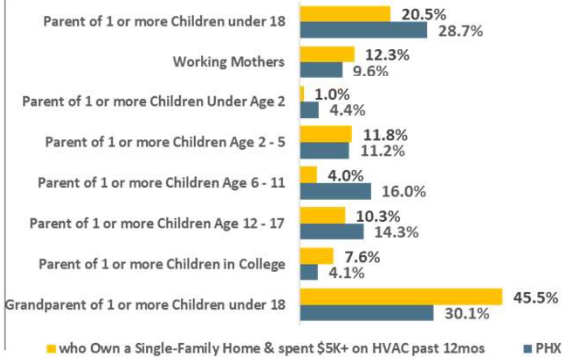


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 25 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 104

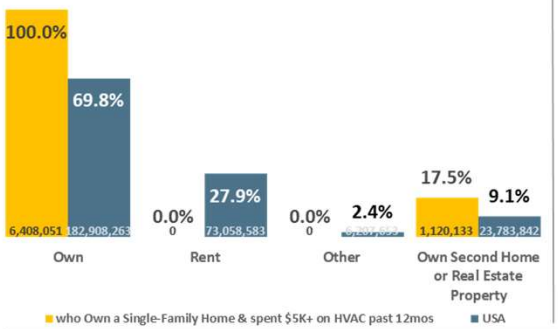
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

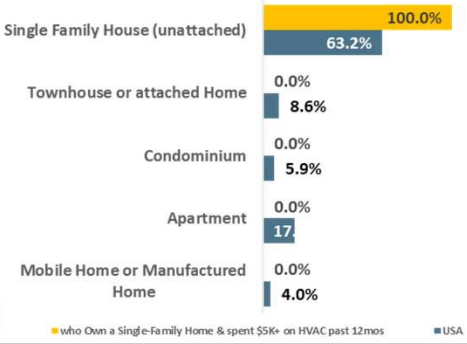


2.4% or 6,408,051 of USA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 43.3% more likely to own their home, 50.7% more likely to own a higher valued home, 58.2% more likely to have a single-family home, 14.9% more likely to have a dog.

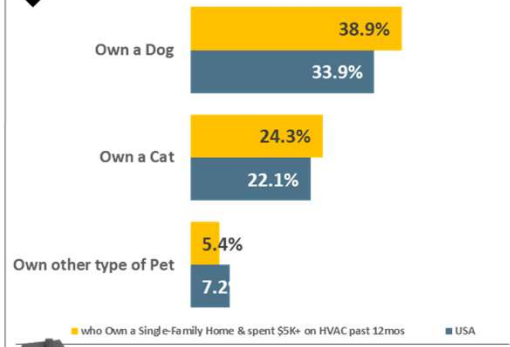
Own/Rent/Other: Adults 25 or older



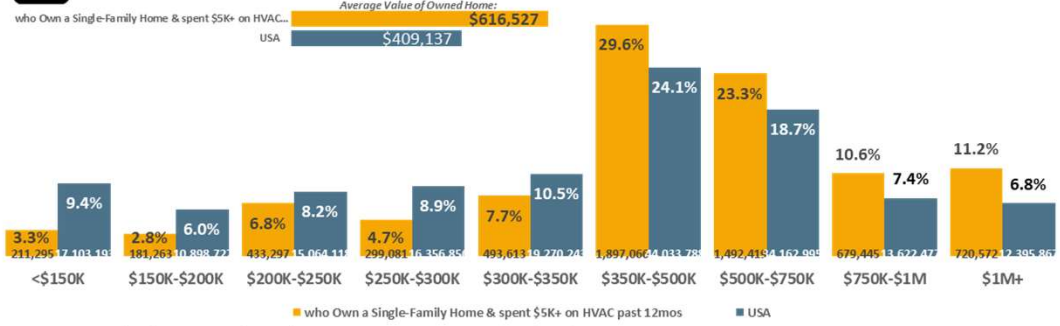
Type of Home: Adults 25 or older



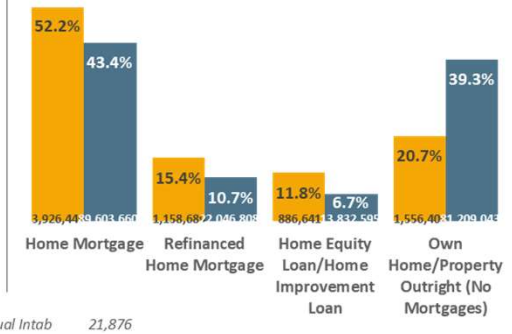
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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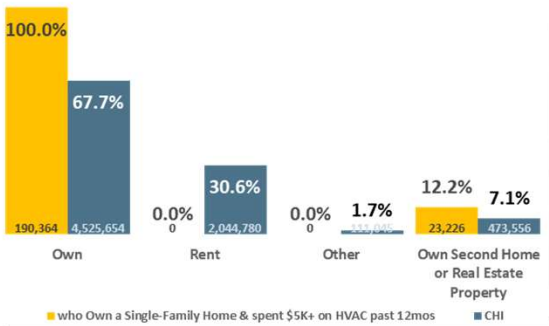
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

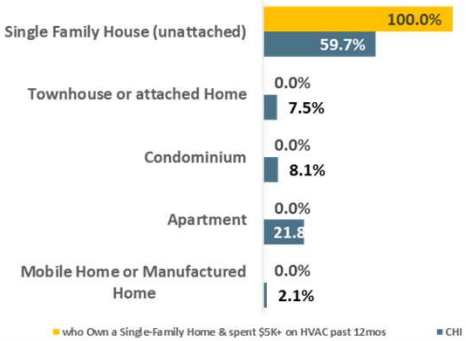


2.8% or 190,364 of CHI DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 47.6% more likely to own their home, 15.8% more likely to own a higher valued home, 67.6% more likely to have a single-family home, 14.2% more likely to have a dog.

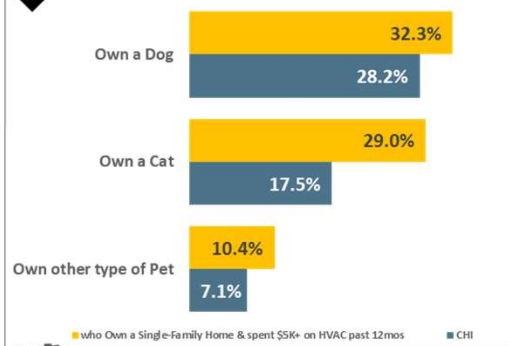
Own/Rent/Other: Adults 25 or older



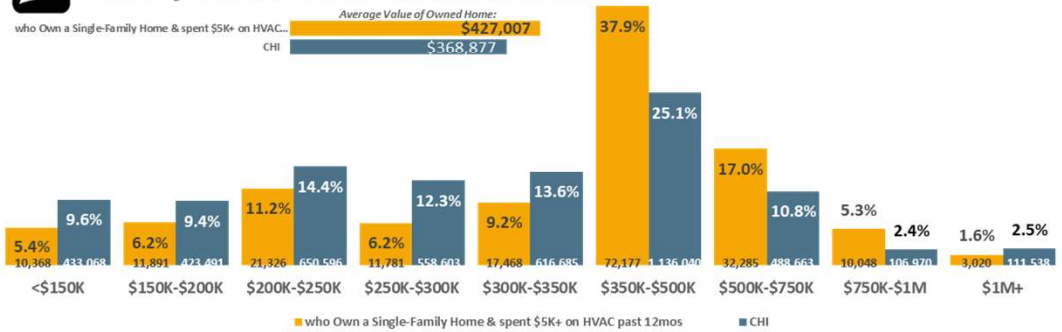
Type of Home: Adults 25 or older



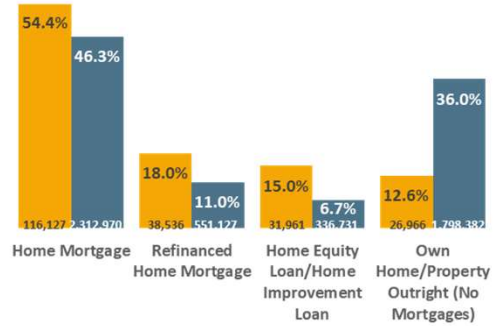
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 90

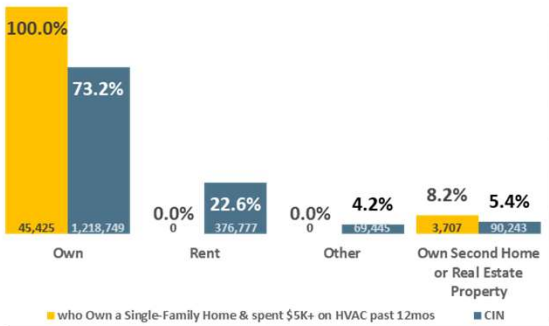
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

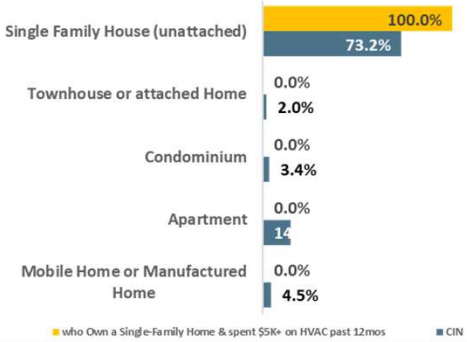


2.7% or 45,425 of CIN DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 36.6% more likely to own their home, 20.% more likely to own a higher valued home, 36.7% more likely to have a single-family home, 22.9% more likely to have a dog.

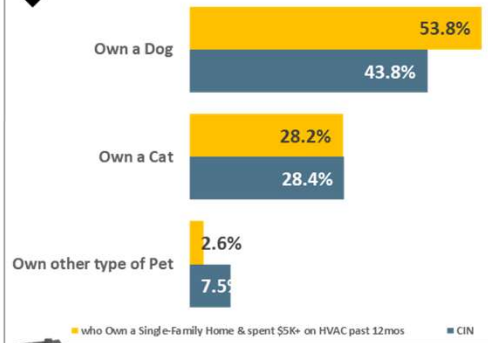
Own/Rent/Other: Adults 25 or older



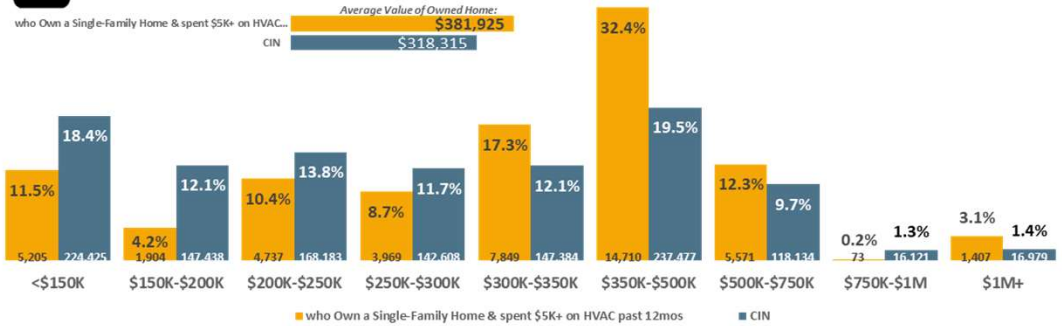
Type of Home: Adults 25 or older



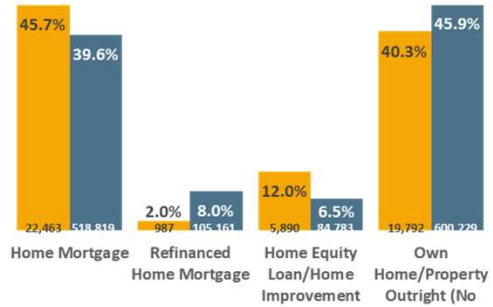
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 48

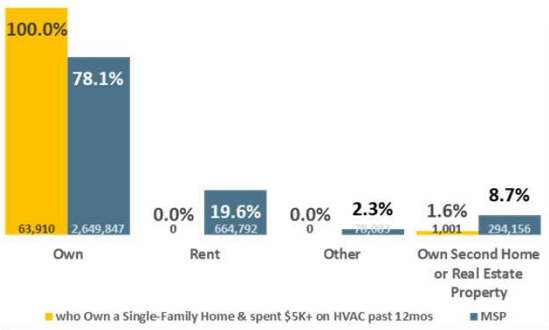
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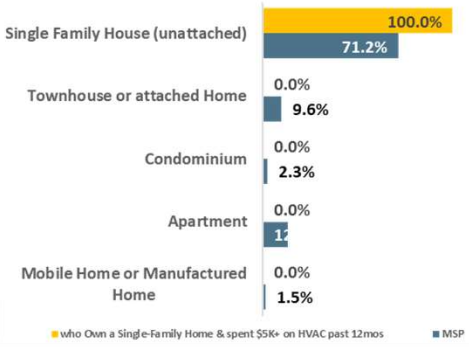


1.9% or 63,910 of MSP DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 28.% more likely to own their home, 10.3% more likely to own a higher valued home, 40.4% more likely to have a single-family home, 35.5% more likely to have a dog.

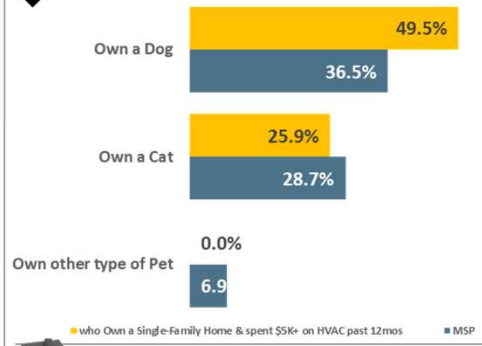
Own/Rent/Other: Adults 25 or older



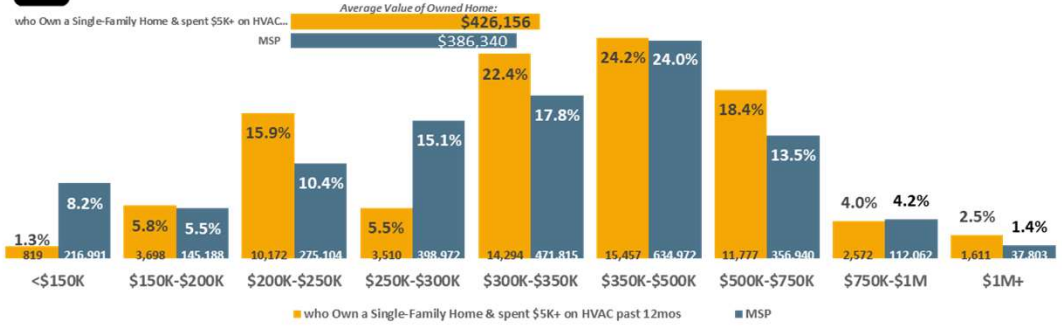
Type of Home: Adults 25 or older



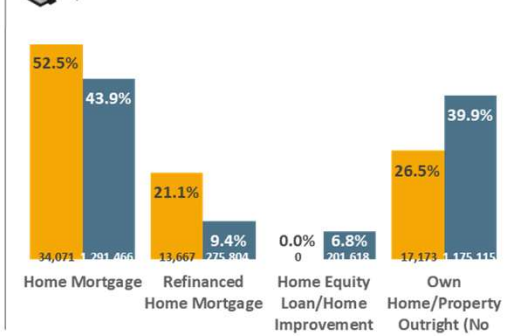
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

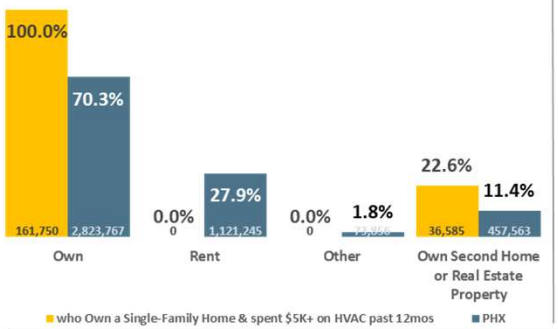
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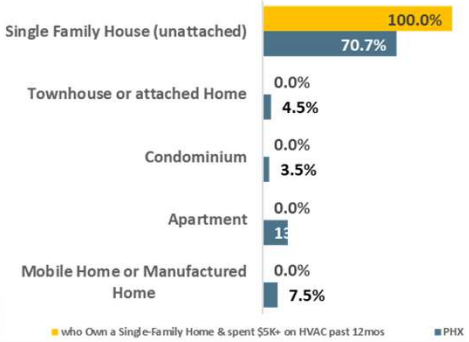


4.% or 161,750 of PHX DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 42.3% more likely to own their home, 18.8% more likely to own a higher valued home, 41.5% more likely to have a single-family home, 28.2% less likely to have a dog.

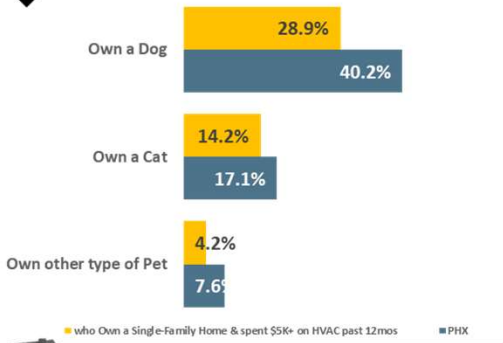
Own/Rent/Other: Adults 25 or older



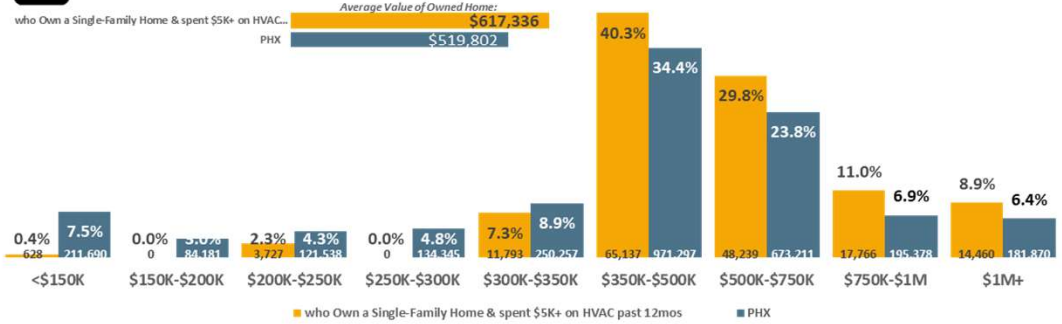
Type of Home: Adults 25 or older



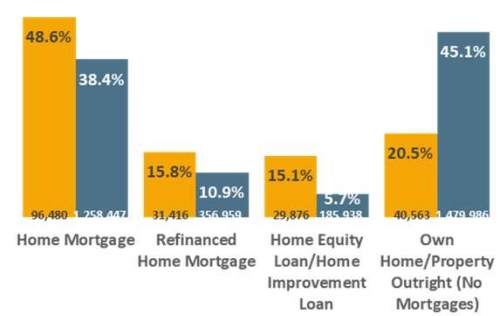
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 104

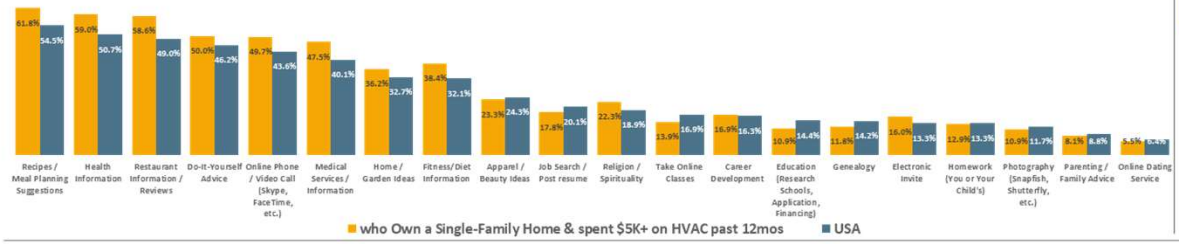
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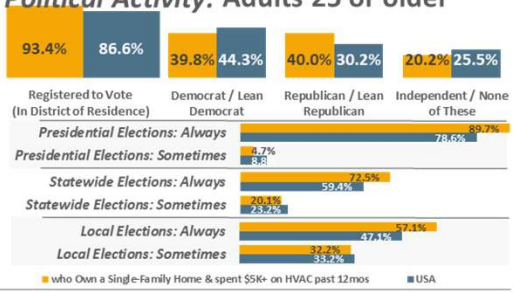


2.4% or 6,408,051 of USA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 8.1% more likely to look up D-I-Y advice online, 21.1% more likely to always vote in local elections, 35.4% more likely to belong to a gym, 21.9% more likely to fly domest

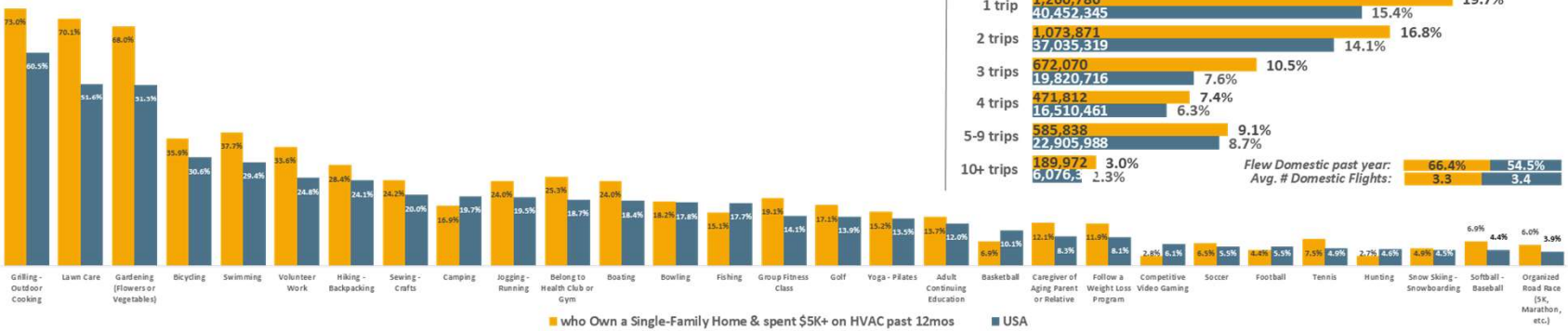
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



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



Past 12-months Domestic Airline Trips: Adults 25 or older

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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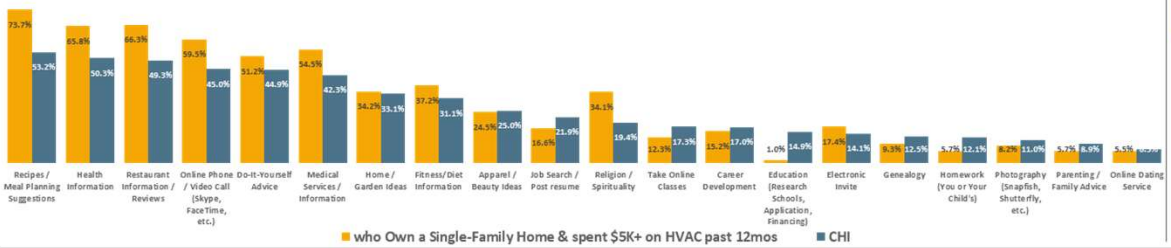
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

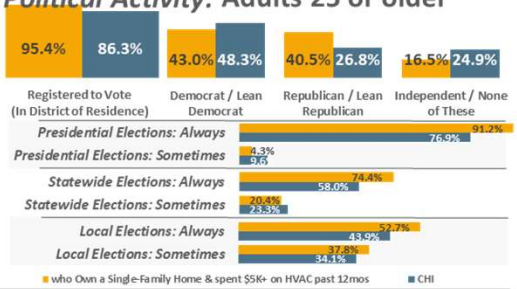


2.8% or 190,364 of CHI DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 14.1% more likely to look up D-I-Y advice online, 19.8% more likely to always vote in local elections, 9.7% more likely to belong to a gym, 10.7% more likely to fly domest

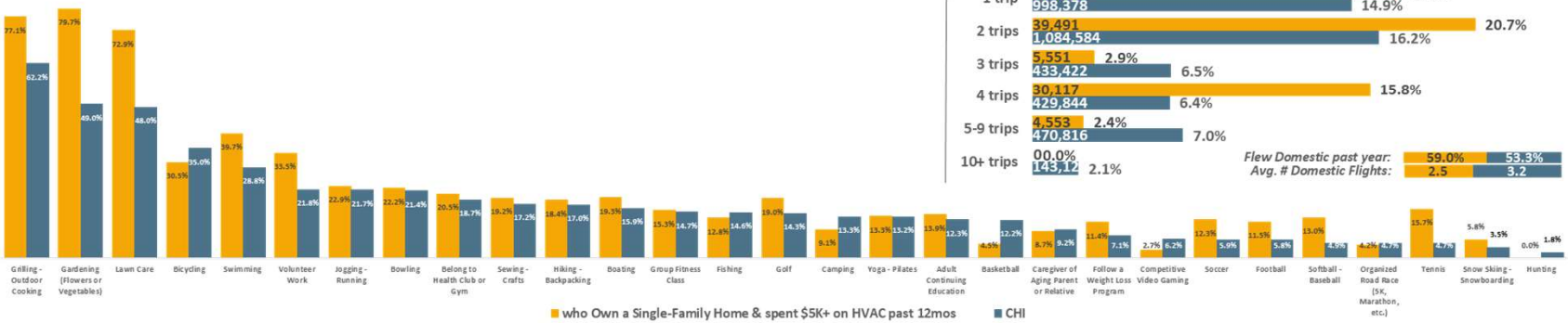
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



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



Past 12-months Domestic Airline Trips: Adults 25 or older

CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 90

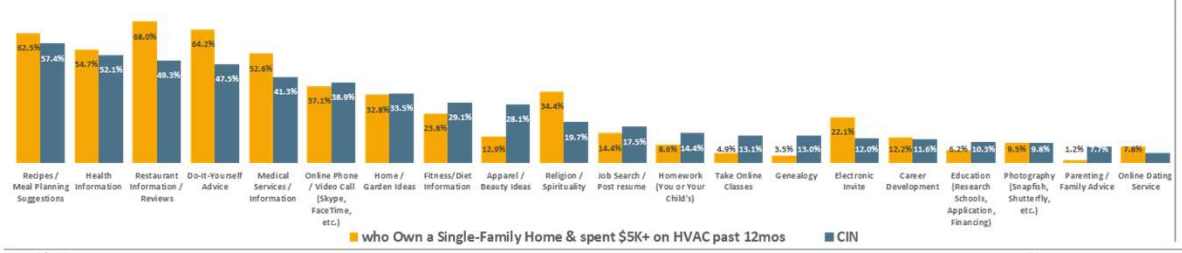
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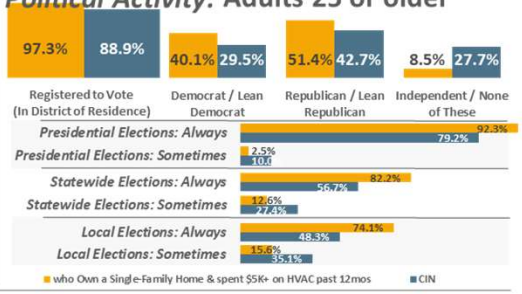


2.7% or 45,425 of CIN DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 35.2% more likely to look up D-I-Y advice online, 53.4% more likely to always vote in local elections, 39.% more likely to belong to a gym, 33.5% more likely to fly domest

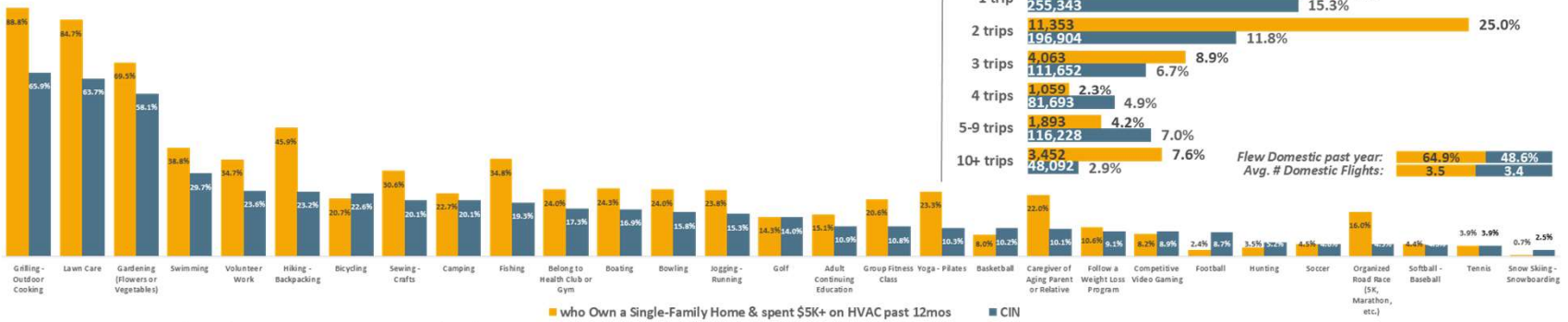
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



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



Past 12-months Domestic Airline Trips: Adults 25 or older

CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 48

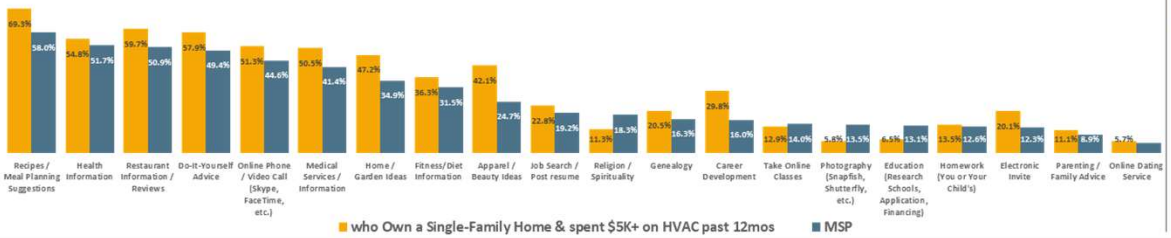
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

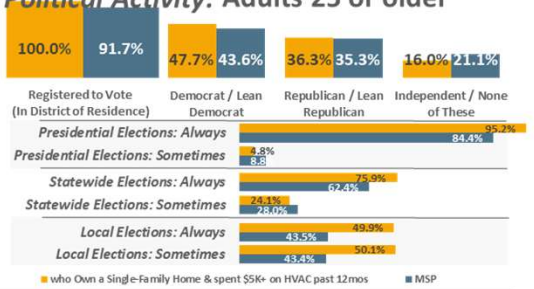


1.9% or 63,910 of MSP DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 17.% more likely to look up D-I-Y advice online, 14.6% more likely to always vote in local elections, 18.% more likely to belong to a gym, .4% less likely to fly domestic

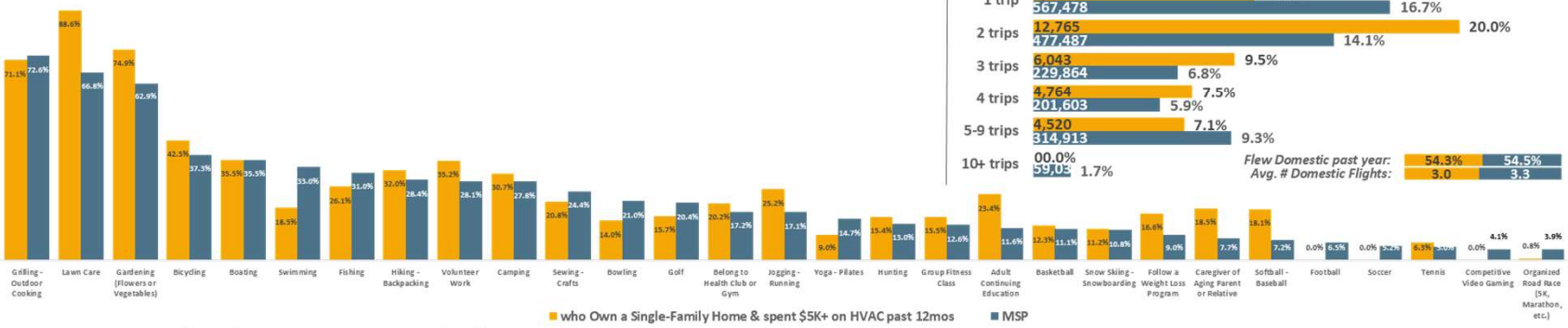
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



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



Past 12-months Domestic Airline Trips: Adults 25 or older

MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

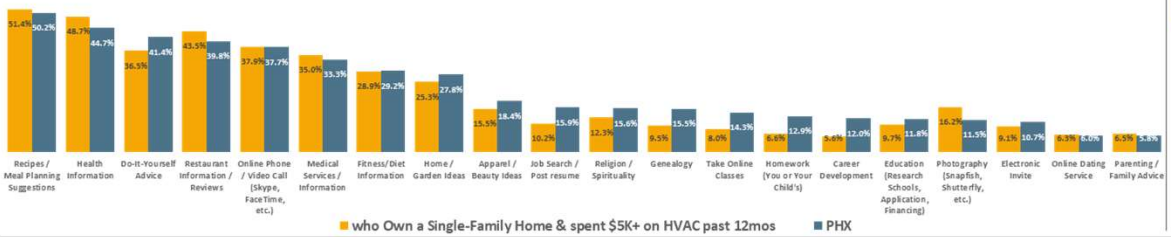
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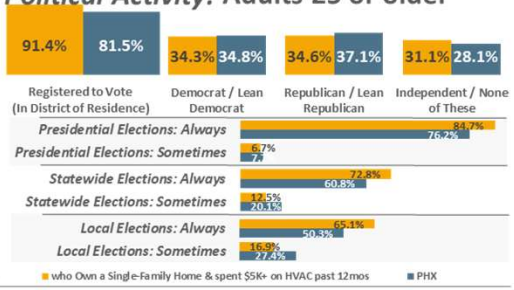


4.% or 161,750 of PHX DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 12.% less likely to look up D-I-Y advice online, 29.4% more likely to always vote in local elections, 83.2% more likely to belong to a gym, 27.7% more likely to fly domest

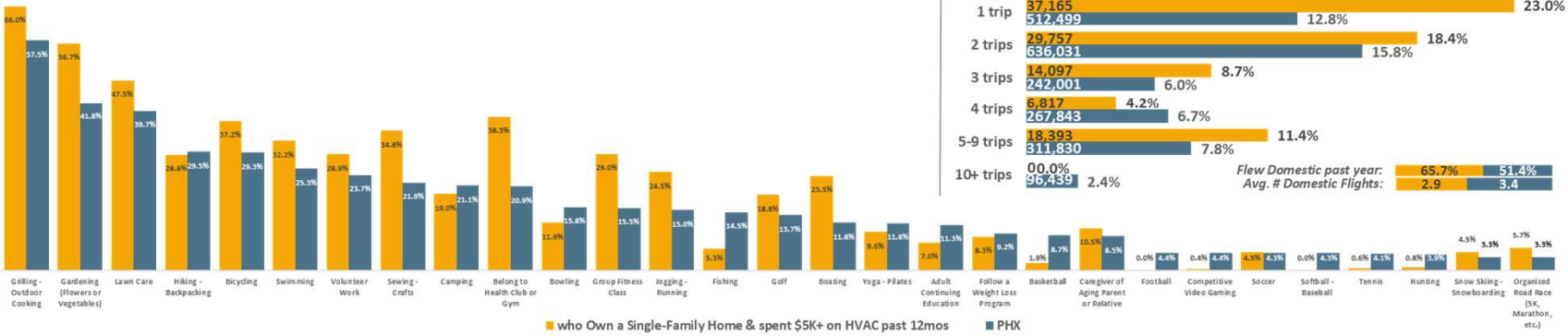
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



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



Past 12-months Domestic Airline Trips: Adults 25 or older

PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 104

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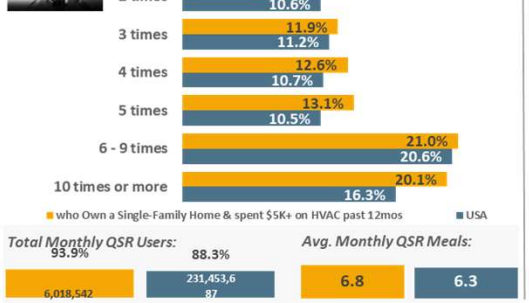
[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



2.4% or 6,408,051 of USA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 6.4% more likely to use QSRs past mo., 19.6% more likely to use Sit-Down Restaurants past mo., 6.3% less likely to use Casinos past yr., 43.9% less likely to smoke cigaret

Past 30-days QSR Users: Adults 25 or older



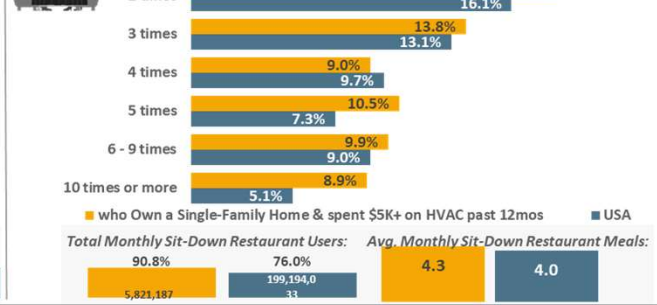


Total Monthly QSR Users:

Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 25 or older





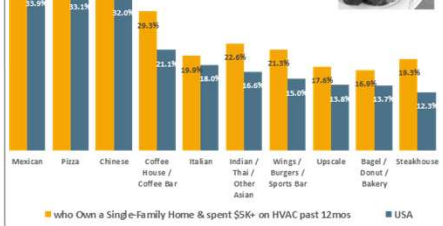
Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)

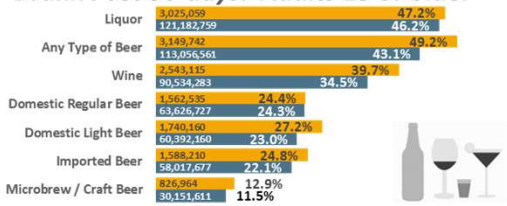




Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

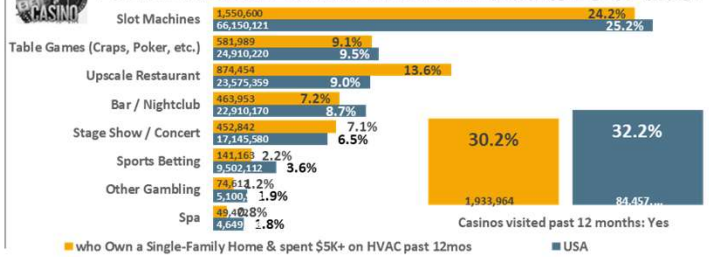


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

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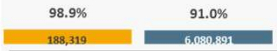


2.8% or 190,364 of CHI DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 8.7% more likely to use QSRs past mo., 22.8% more likely to use Sit-Down Restaurants past mo., 24.% less likely to use Casinos past yr., 45.8% less likely to smoke cigaret

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



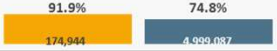
Avg. Monthly QSR Meals:



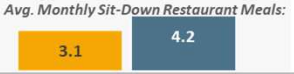
Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

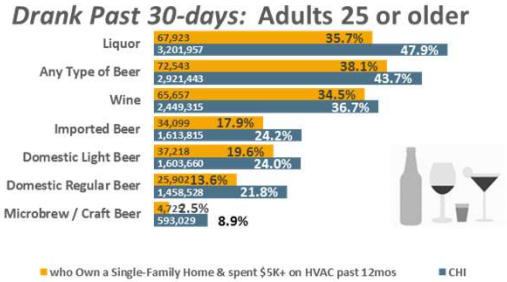
(Sit-Down Restaurants Used Past 30-days)



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

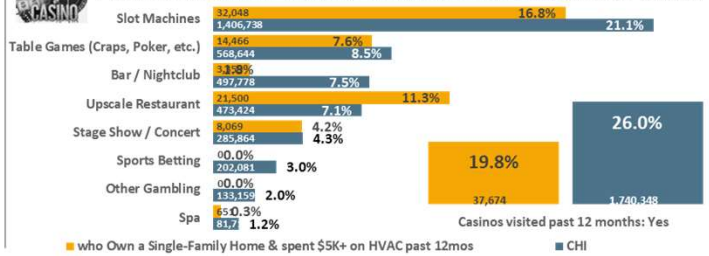


Drank Past 30-days: Adults 25 or older



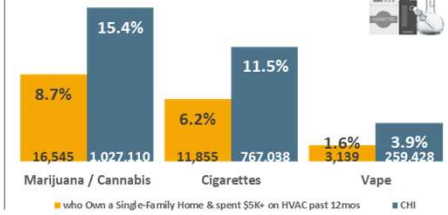
Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older





CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 90

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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



2.7% or 45,425 of CIN DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 3.% more likely to use QSRs past mo., 16.9% more likely to use Sit-Down Restaurants past mo., 34.4% more likely to use Casinos past yr., 58.1% less likely to smoke cigaret

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



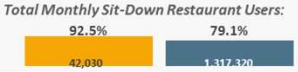
Avg. Monthly QSR Meals:



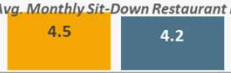
Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

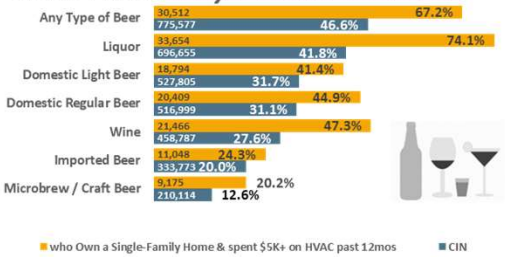
(Sit-Down Restaurants Used Past 30-days)



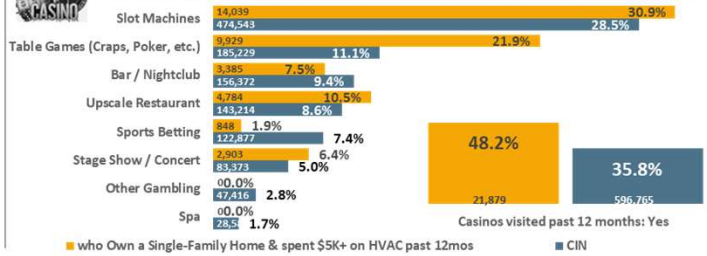
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)



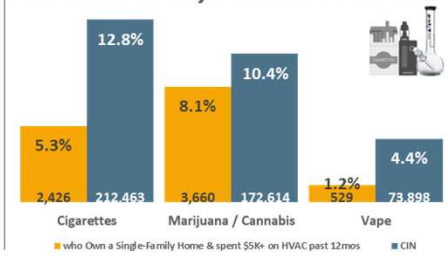
Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older



Used Past 30-days: Adults 25 or older



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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



1.9% or 63,910 of MSP DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are .3% less likely to use QSRs past mo., 18.3% more likely to use Sit-Down Restaurants past mo., 13.% more likely to use Casinos past yr., 34.8% less likely to smoke cigarett

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users: 87.1% 87.4% — 55,678 — 2,964,183

Avg. Monthly QSR Meals: 5.7 5.3

Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users: 89.9% 76.0% — 57,436 — 2,577,128

Avg. Monthly Sit-Down Restaurant Meals: 4.6 3.3

Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Own a Single-Family Home & spent $5K+ on HVAC... 5,278 8.3%

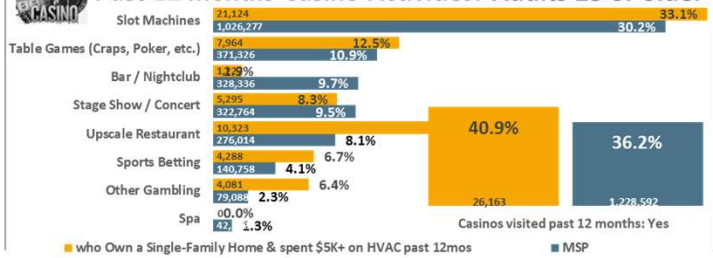
MSP 331,734 9.8%

Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



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4.% or 161,750 of PHX DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 7.7% more likely to use QSRs past mo., 21.5% more likely to use Sit-Down Restaurants past mo., 6.9% less likely to use Casinos past yr., 18.3% more likely to smoke cigaret

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



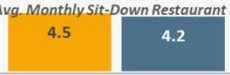
Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)



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

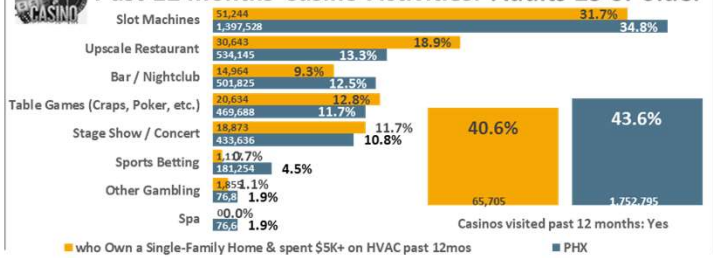


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 104

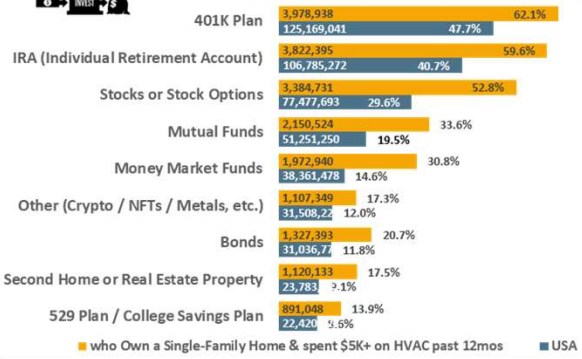
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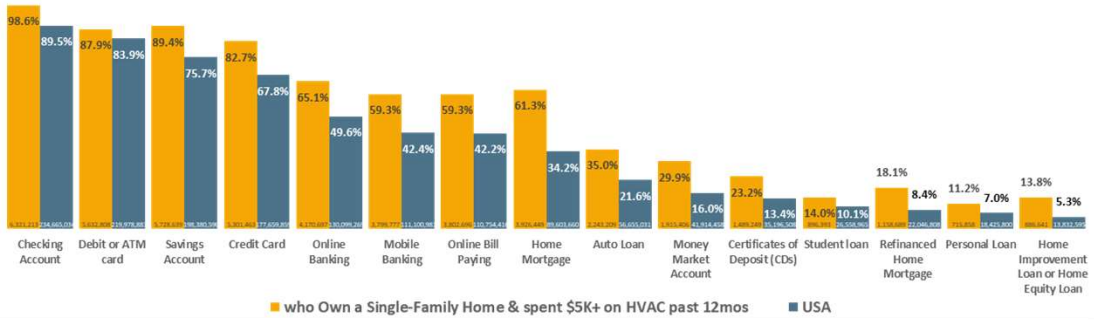


2.4% or 6,408,051 of USA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 30.1% more likely to have a 401K, 62.% more likely to have an Auto Loan, 87.9% more likely to Invest/Trade Stocks Online, 2.3% less likely to pay with their Debit Card.

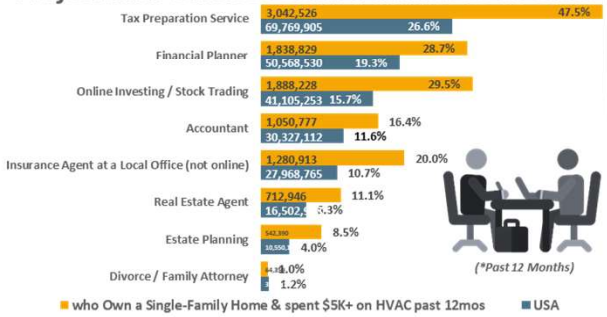
Investments Owned: Adults 25 or older



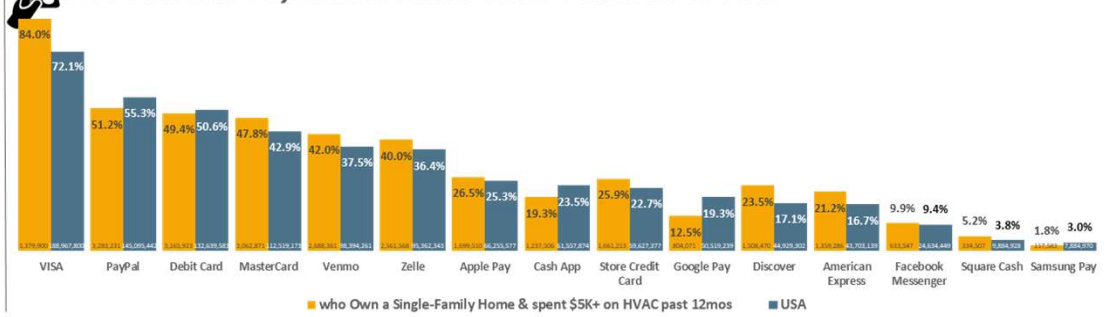
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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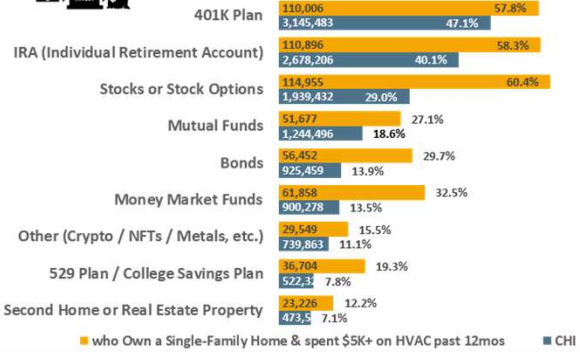
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

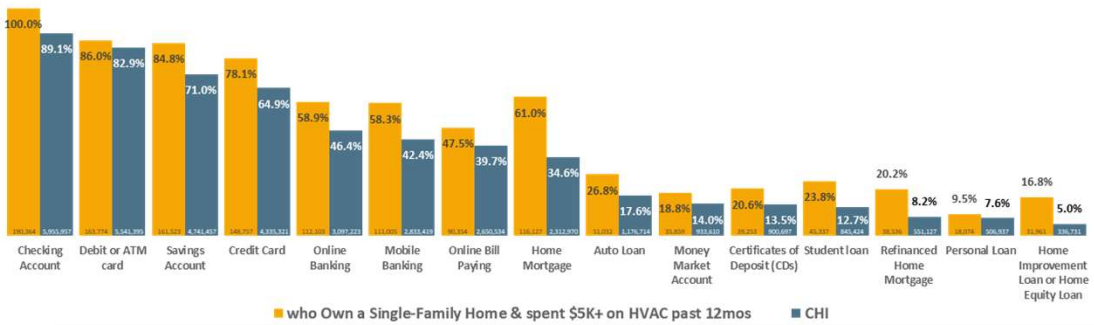


2.8% or 190,364 of CHI DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 22.7% more likely to have a 401K, 52.2% more likely to have an Auto Loan, 145.8% more likely to Invest/Trade Stocks Online, 24.1% less likely to pay with their Debit Card.

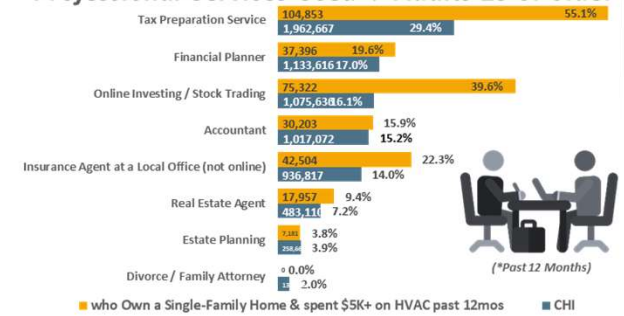
Investments Owned: Adults 25 or older



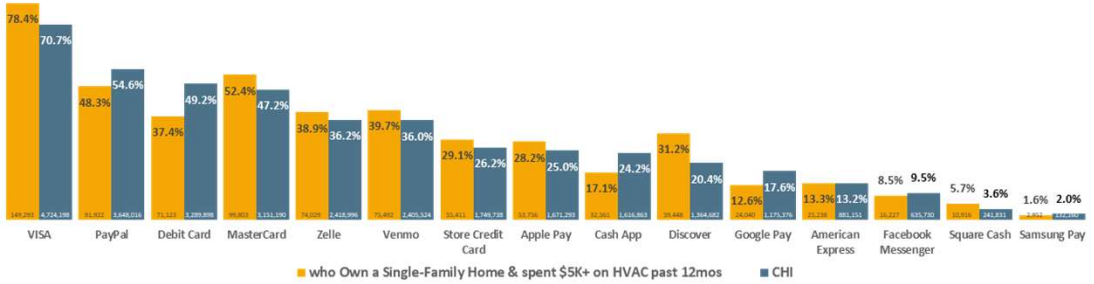
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 90

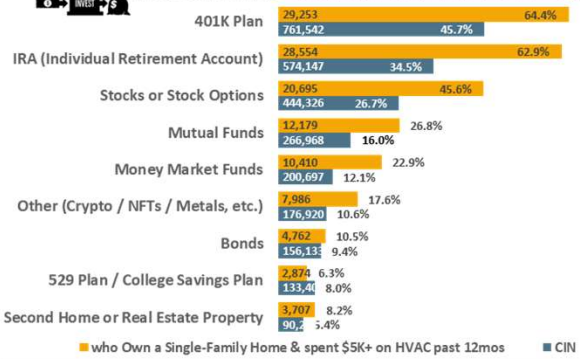
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

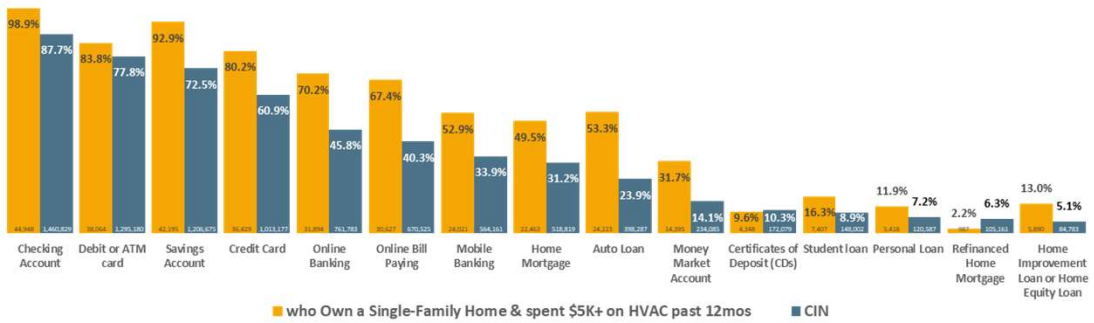


2.7% or 45,425 of CIN DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 40.8% more likely to have a 401K, 122.9% more likely to have an Auto Loan, 137.7% more likely to Invest/Trade Stocks Online, 13.8% less likely to pay with their Debit Card

Investments Owned: Adults 25 or older



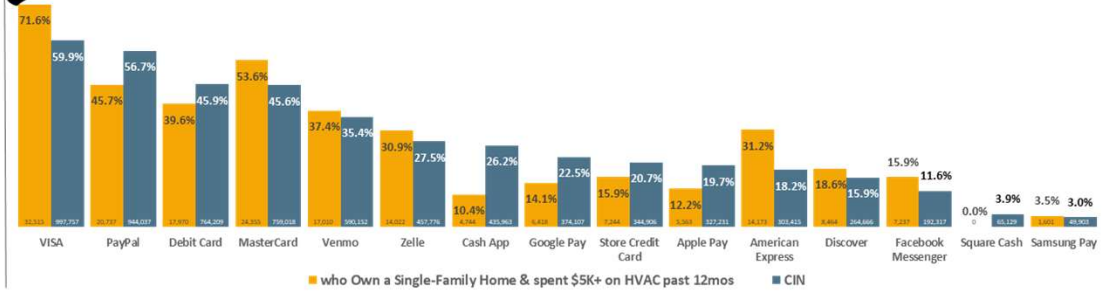
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



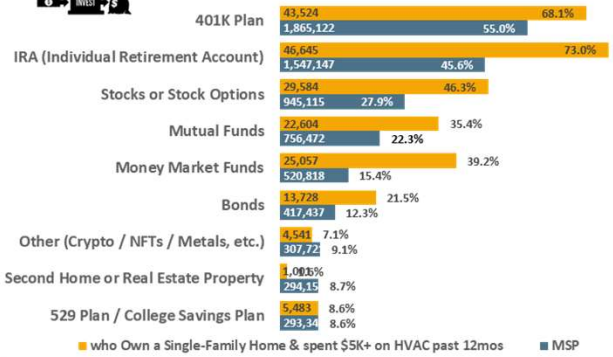
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

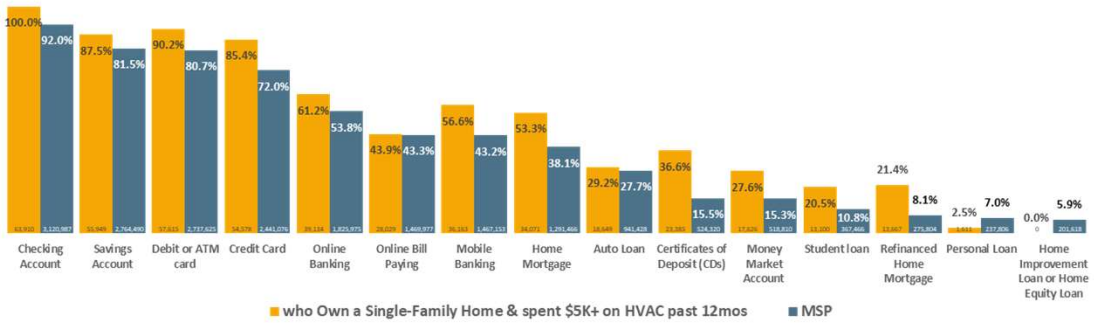


1.9% or 63,910 of MSP DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 23.9% more likely to have a 401K, 5.2% more likely to have an Auto Loan, 65.2% more likely to Invest/Trade Stocks Online, 22.9% more likely to pay with their Debit Card.

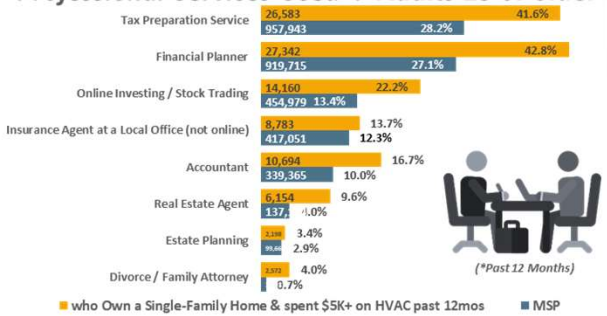
Investments Owned: Adults 25 or older



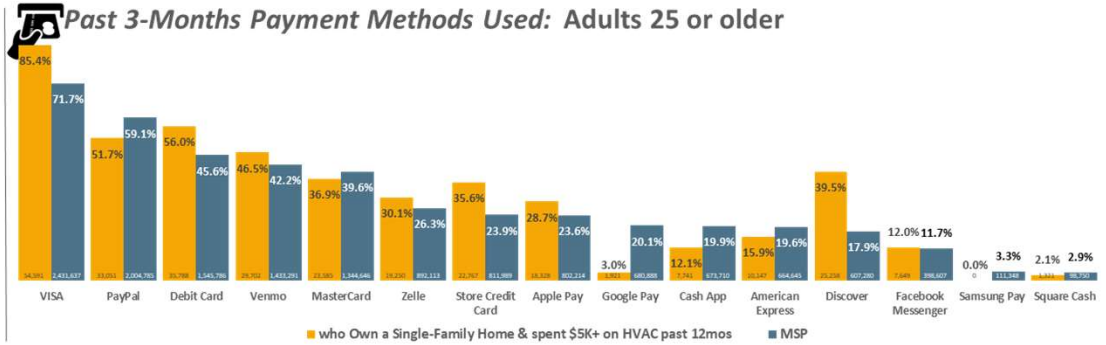
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



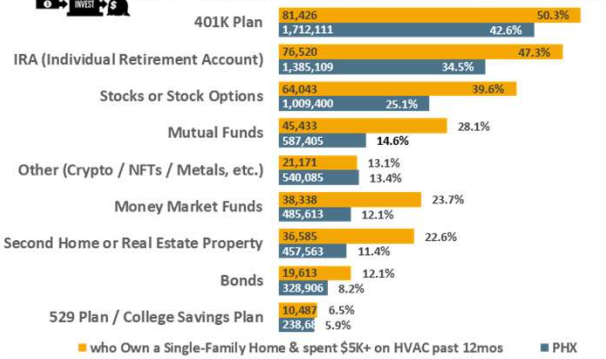
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

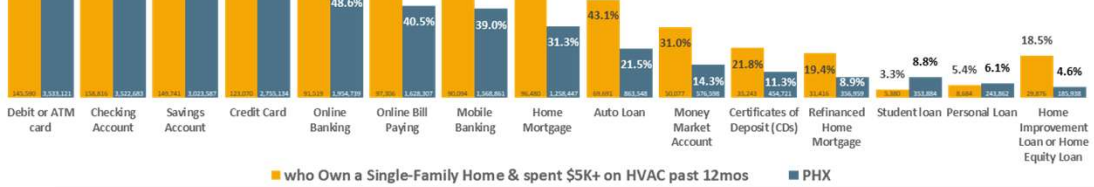


4.% or 161,750 of PHX DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 18.2% more likely to have a 401K, 100.5% more likely to have an Auto Loan, 58.6% more likely to Invest/Trade Stocks Online, 15.9% more likely to pay with their Debit Card.

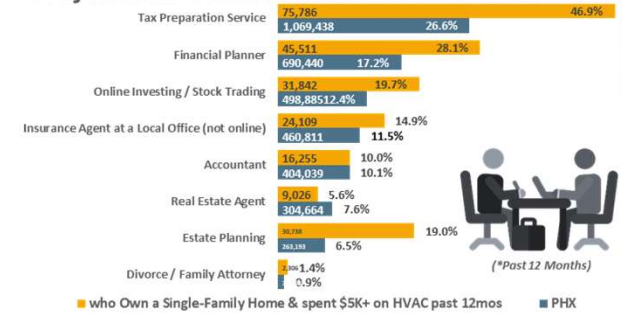
Investments Owned: Adults 25 or older



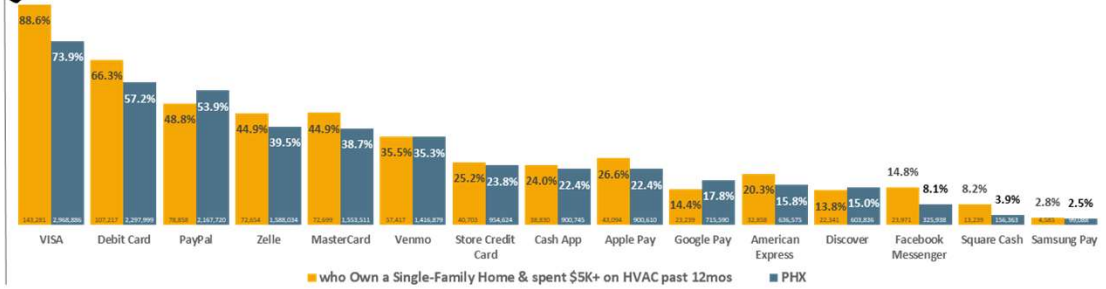
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 104

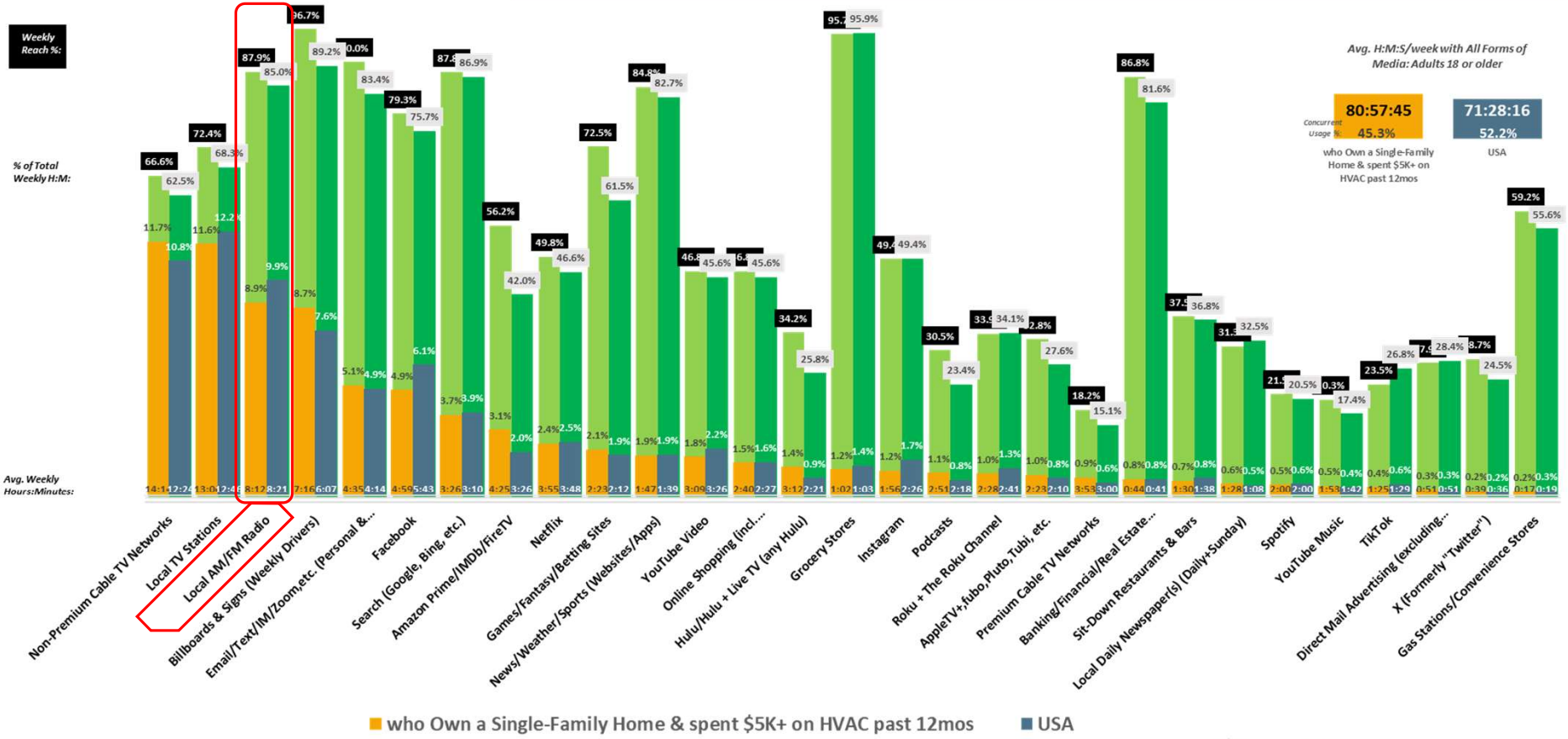
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 3 days, 8 hours, 57 minutes and 45 seconds each week with All Forms of Media.

87.9% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an avg. of 8 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

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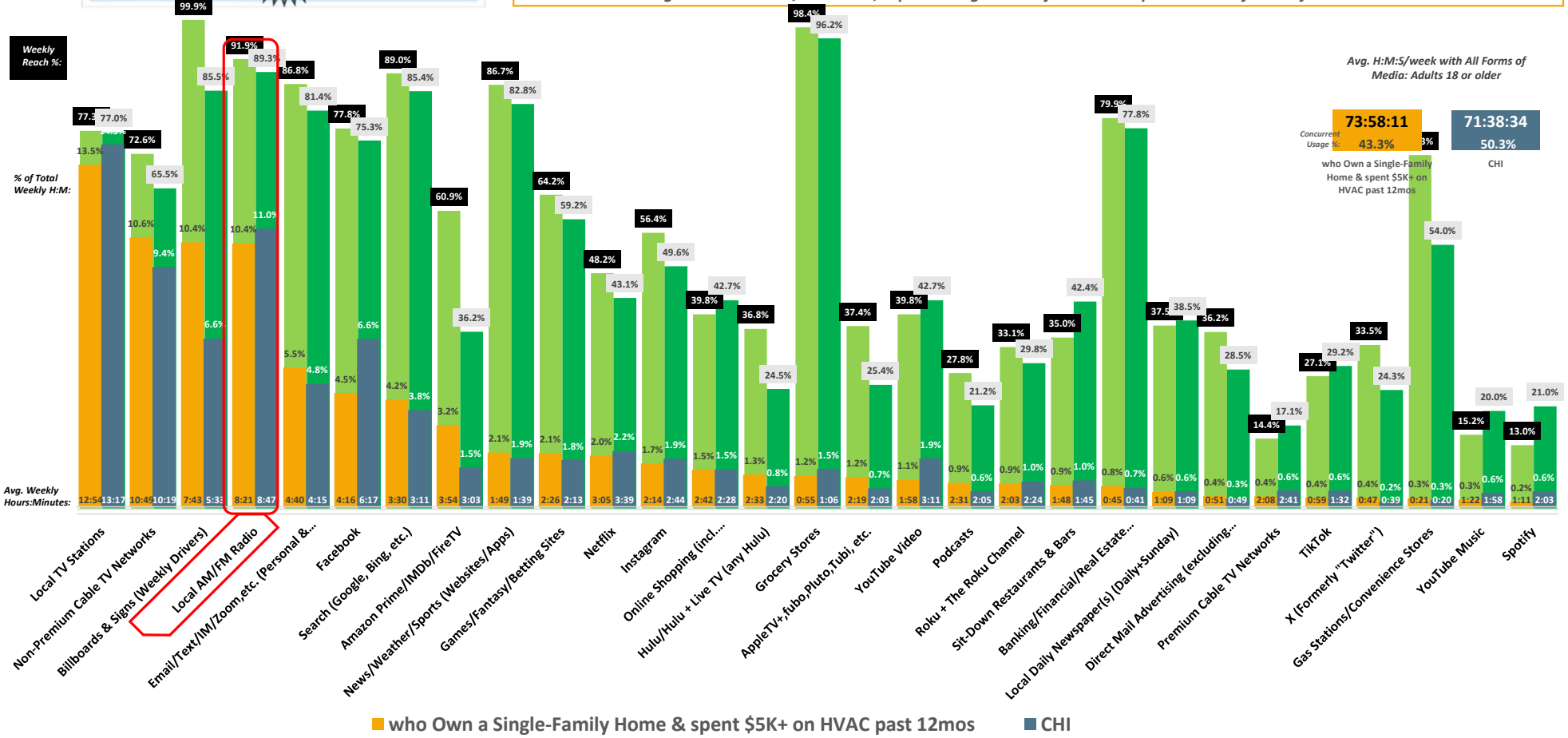
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 3 days, 1 hours, 58 minutes and 11 seconds each week with All Forms of Media.

91.9% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an avg. of 8 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 10.4% of total time spent with all forms of Media.

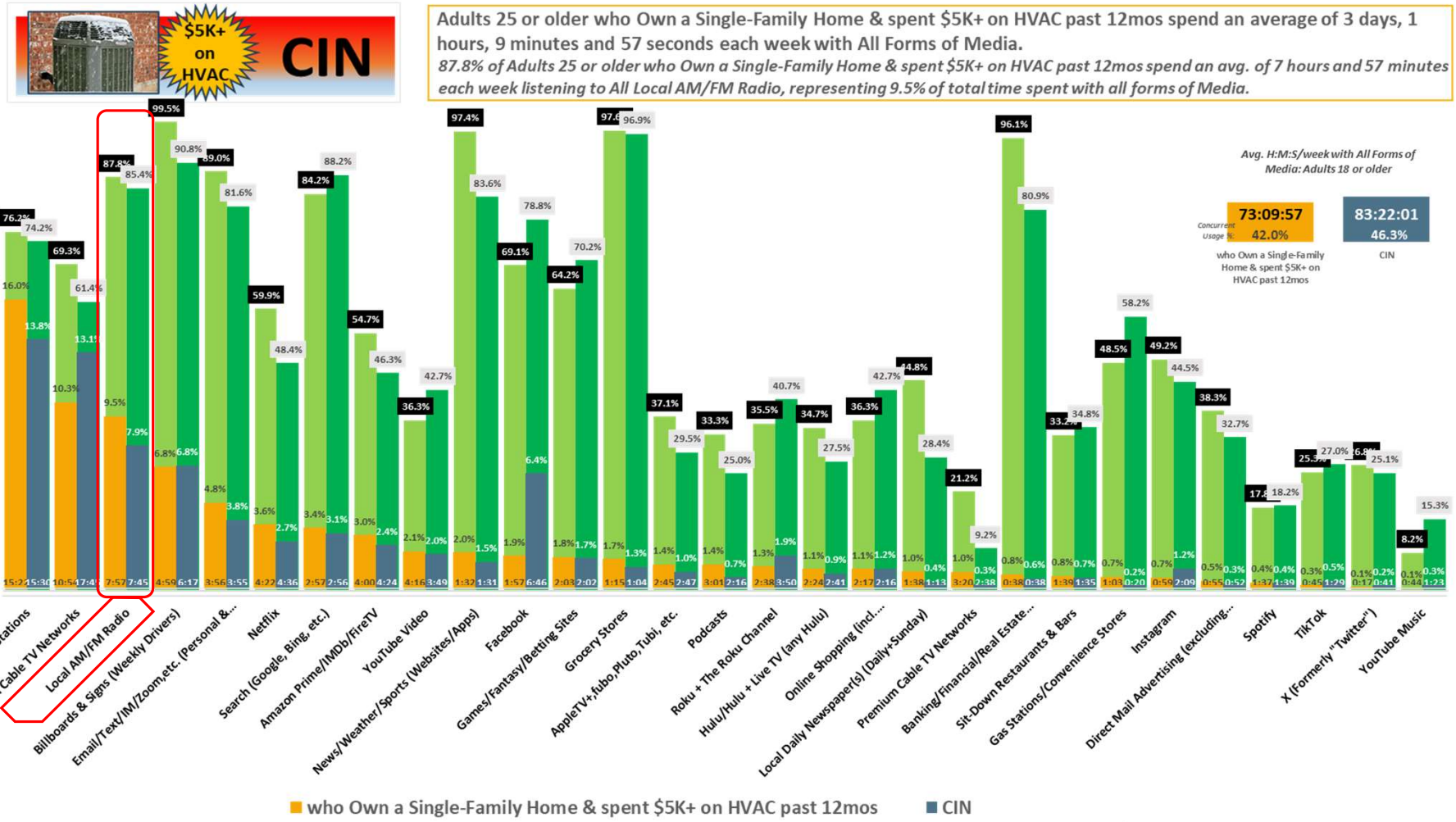


CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 90 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,293

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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 48 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,762

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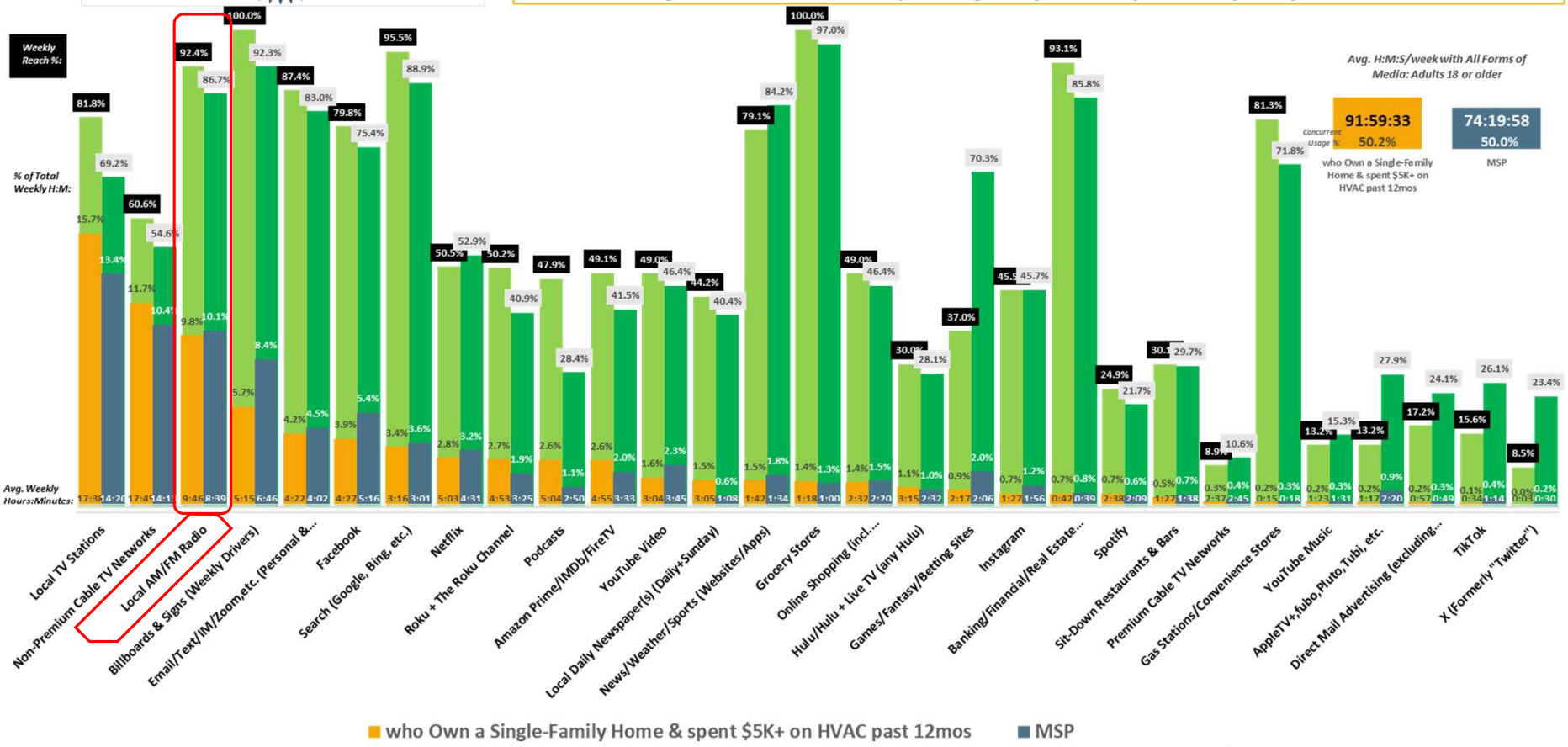
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 3 days, 19 hours, 59 minutes and 33 seconds each week with All Forms of Media.

92.4% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an avg. of 9 hours and 46 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,706

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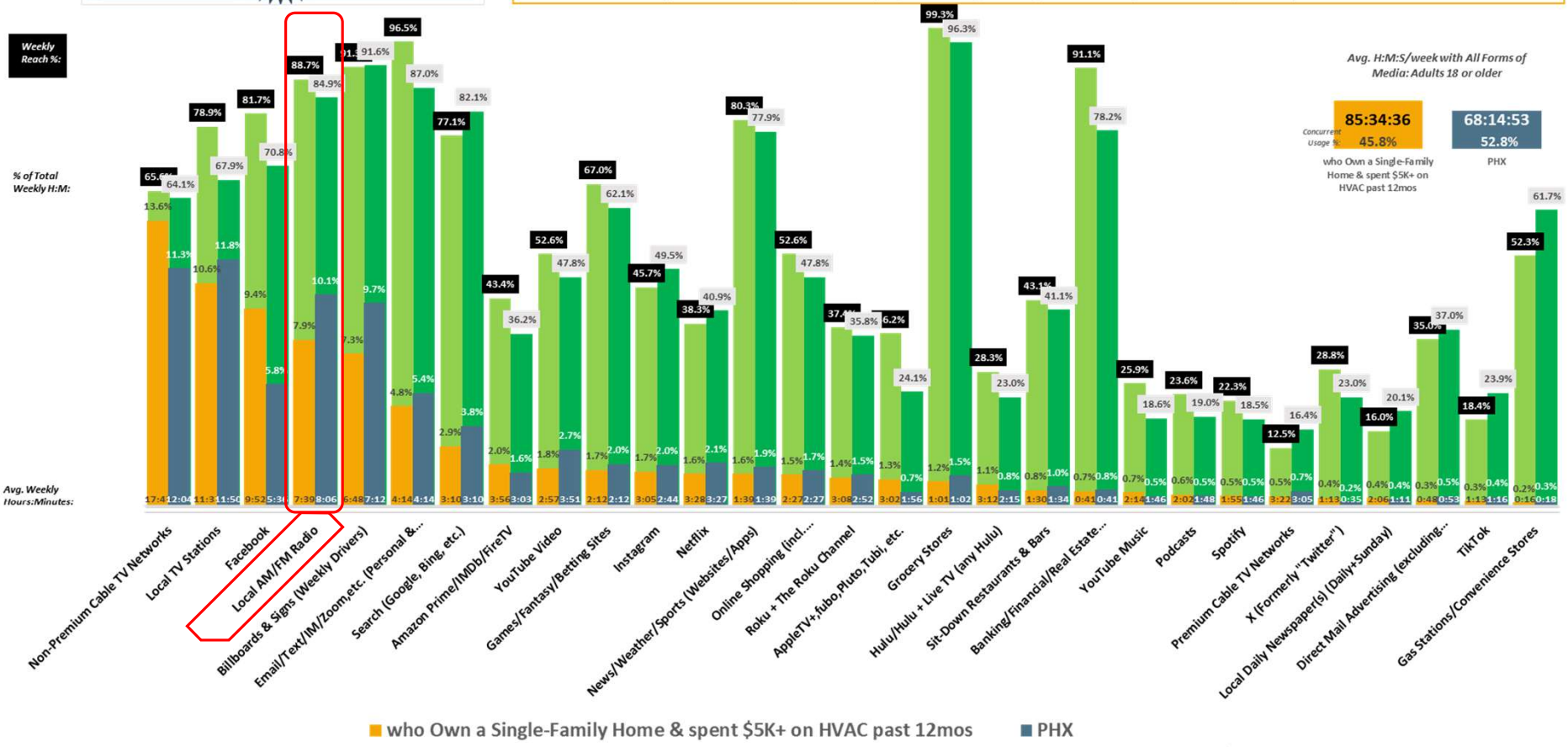
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Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 3 days, 13 hours, 34 minutes and 36 seconds each week with All Forms of Media.

88.7% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an avg. of 7 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 104 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,150

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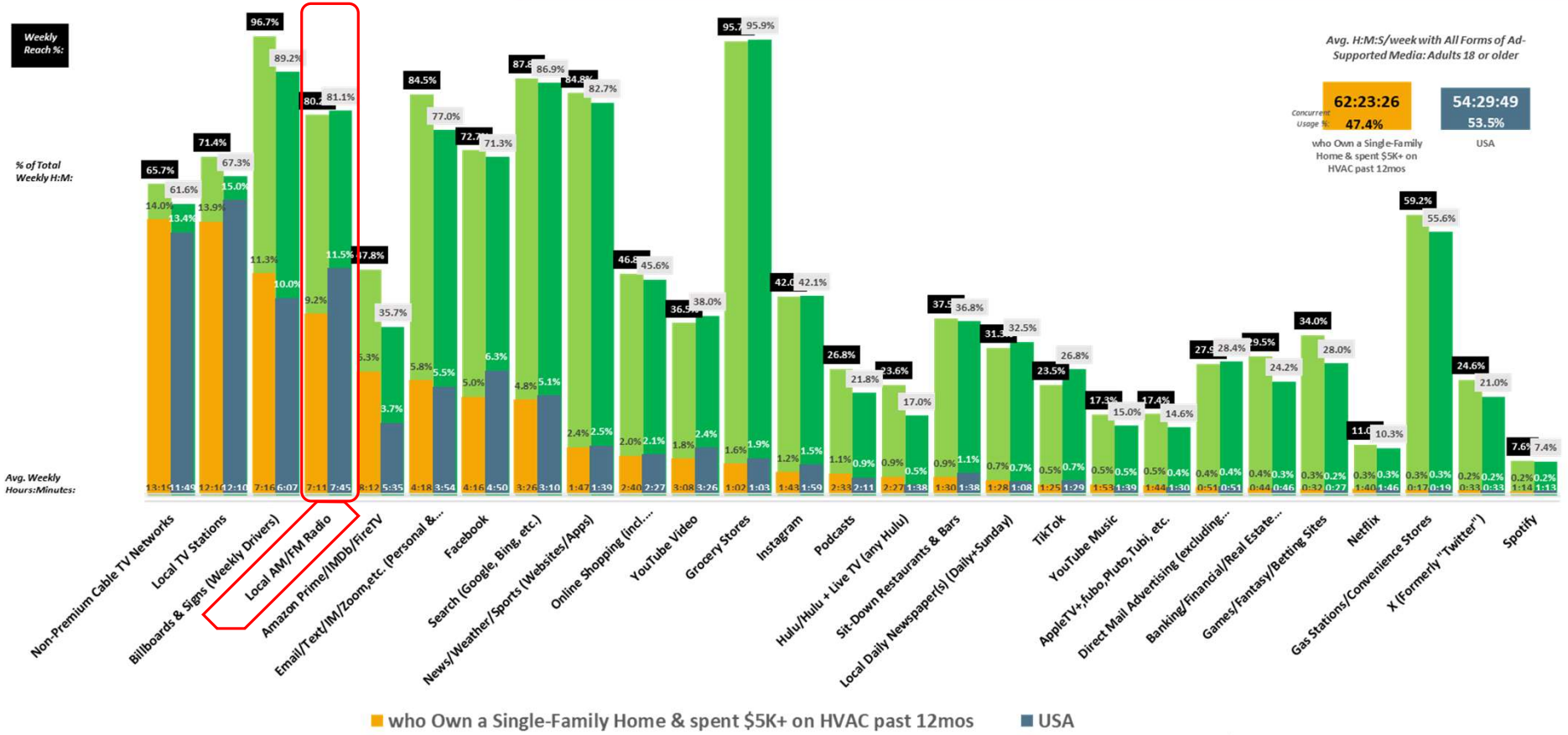
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 2 days, 14 hours, 23 minutes and 26 seconds each week with All Forms of Ad-Supported Media.

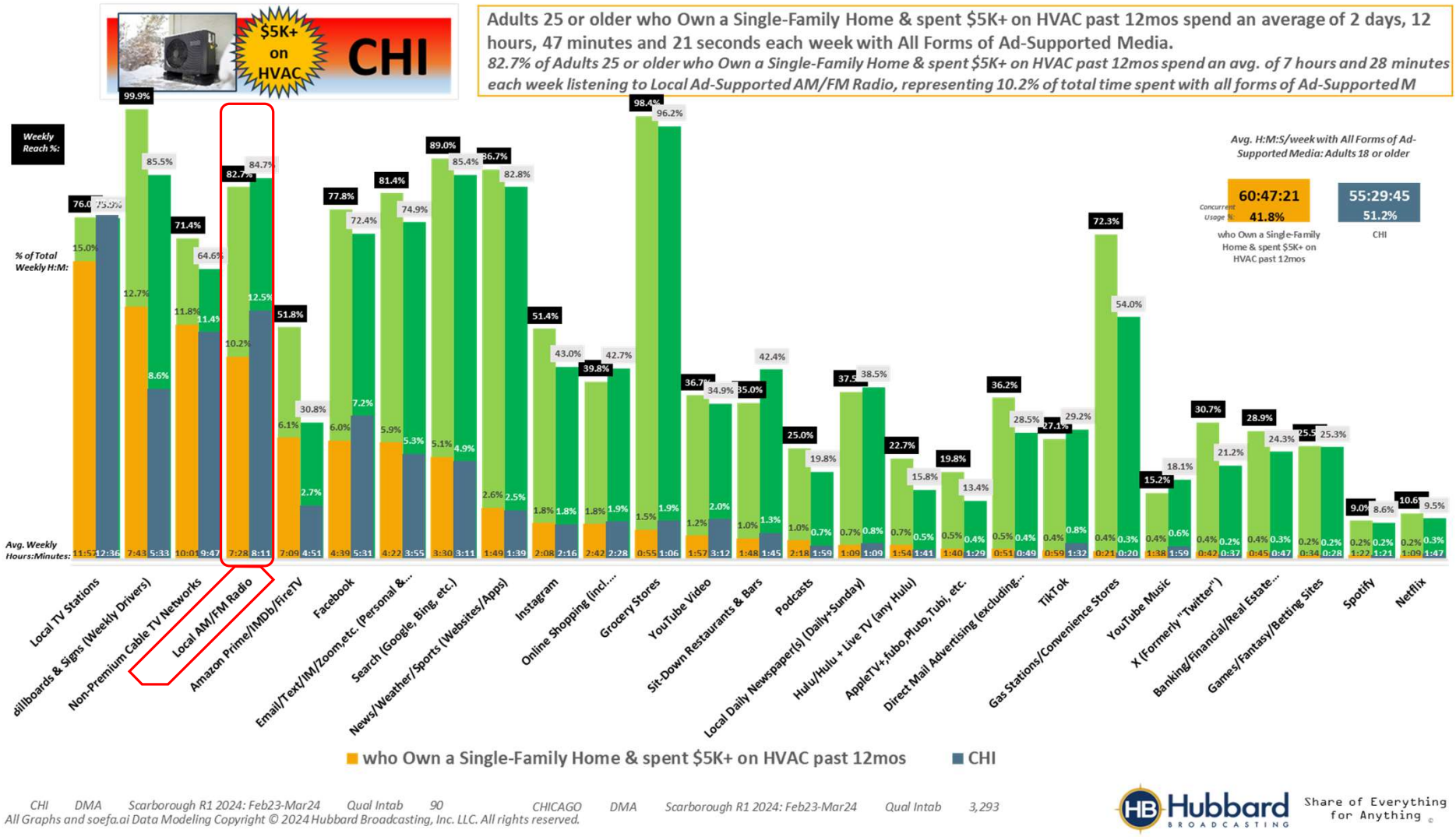
80.2% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an avg. of 7 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.2% of total time spent with all forms of Ad-Supported Me



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876
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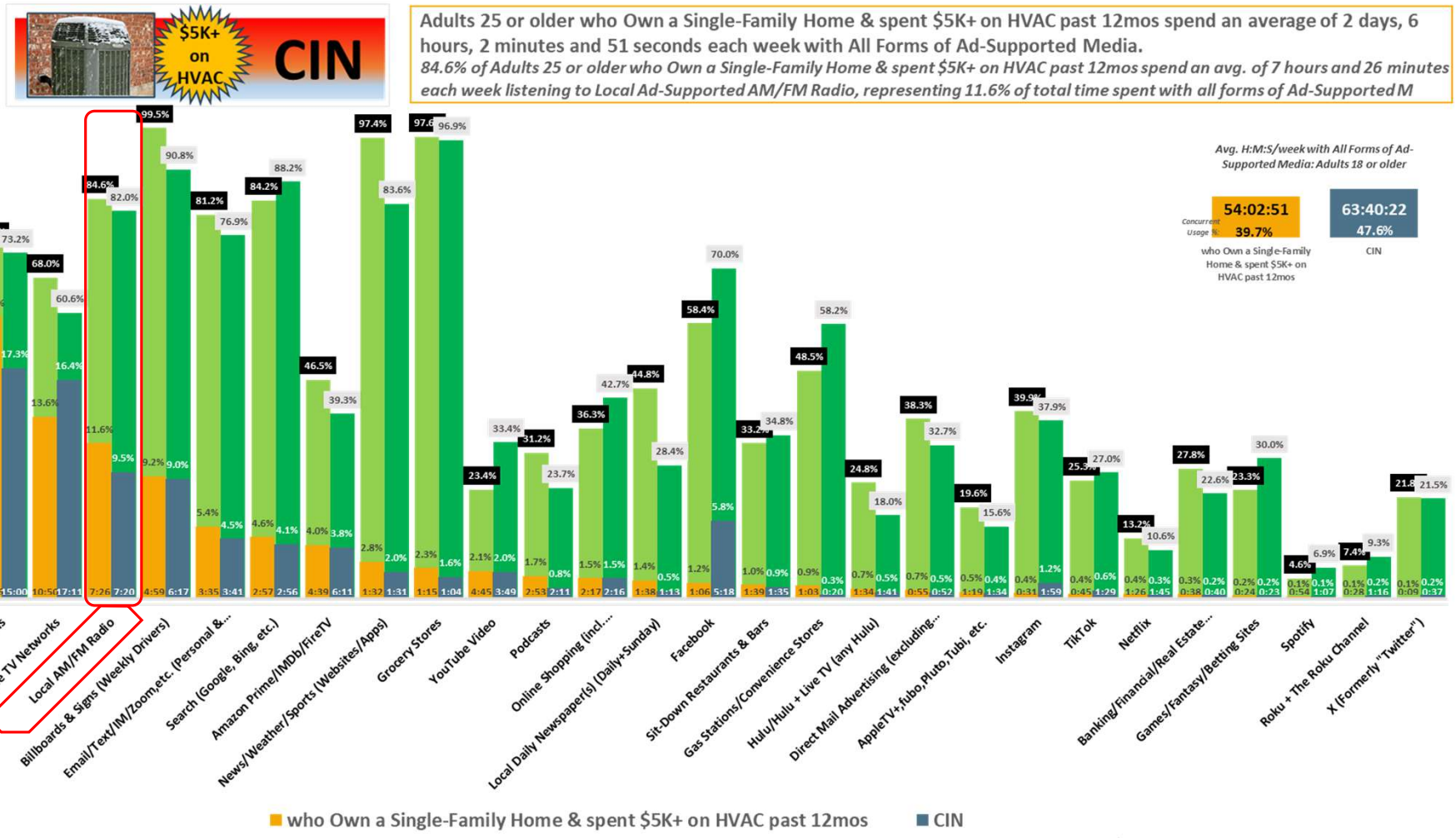


CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 90 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,293

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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 48 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,762

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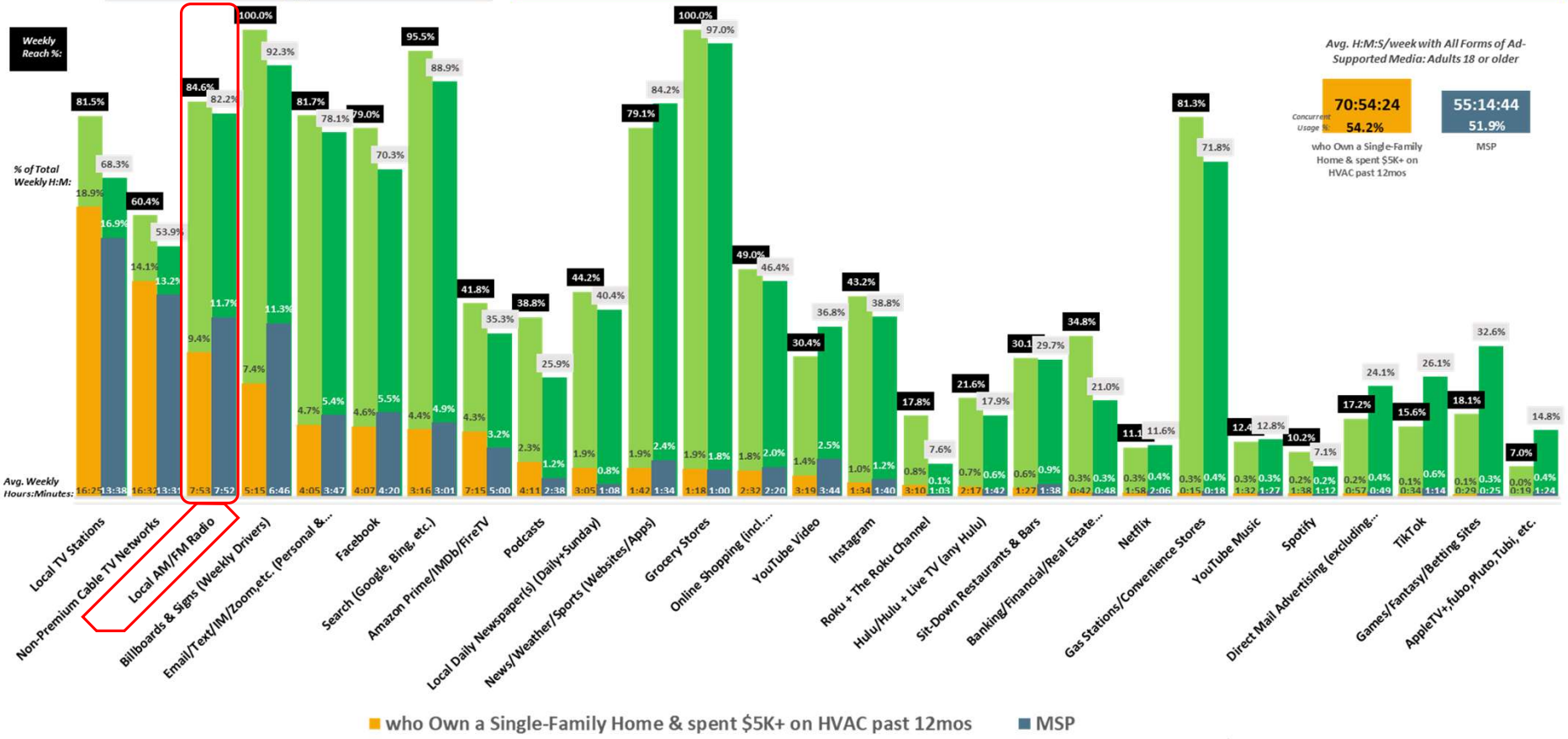
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 2 days, 22 hours, 54 minutes and 24 seconds each week with All Forms of Ad-Supported Media.

84.6% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an avg. of 7 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Me

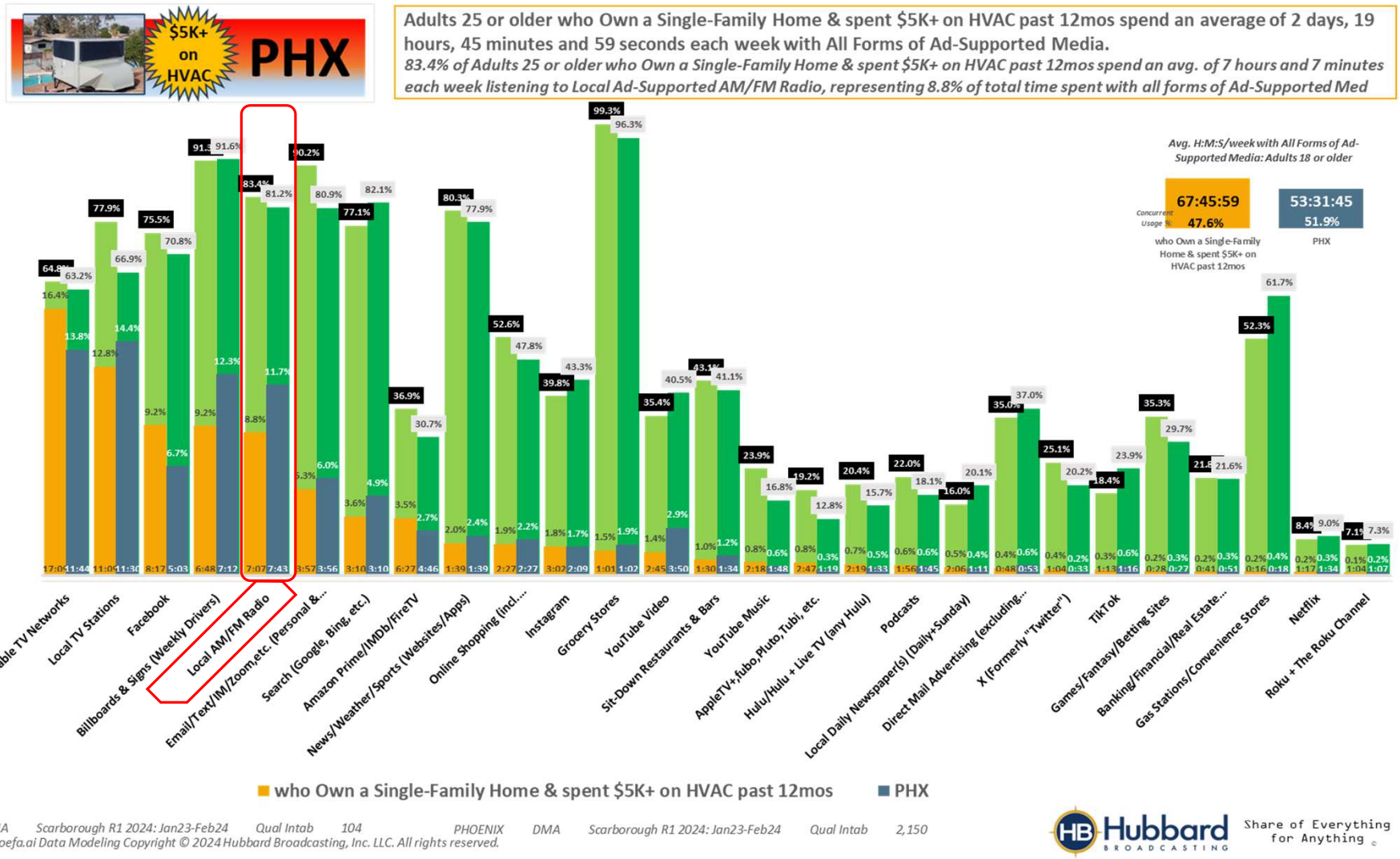


MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,706

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PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 104 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,150

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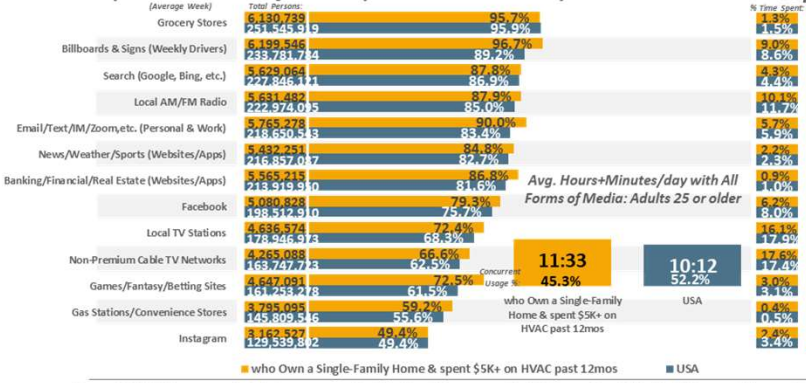
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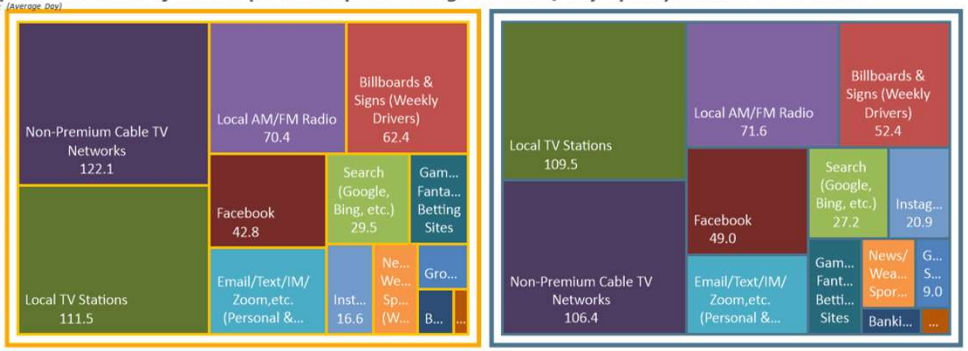


Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 8 hours and 54 minutes each day with All Forms of Ad-Supported Media. 80.2% listen to Local AM/FM Radio for an avg. of 61.6 minutes/day. *(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

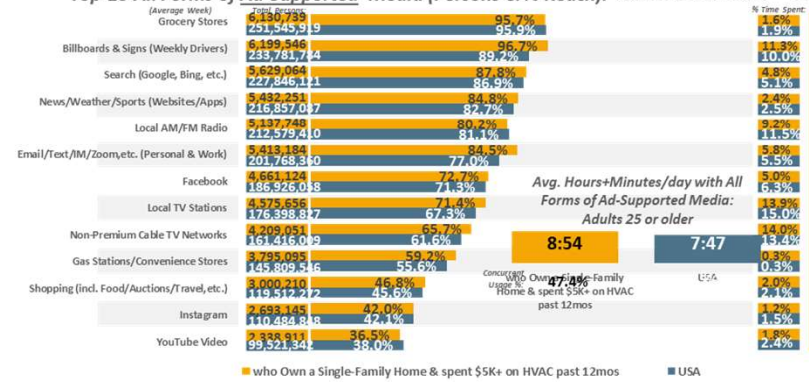
Top-13 All Forms of Media (Persons & % Reach): **Adults 25 or older**



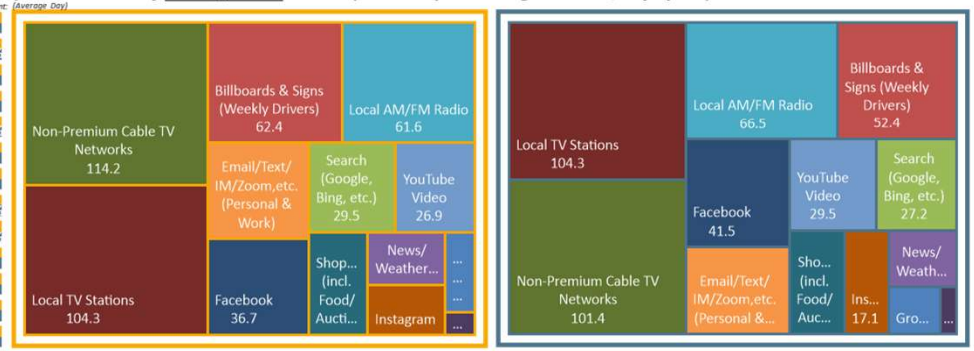
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 25 or older**



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

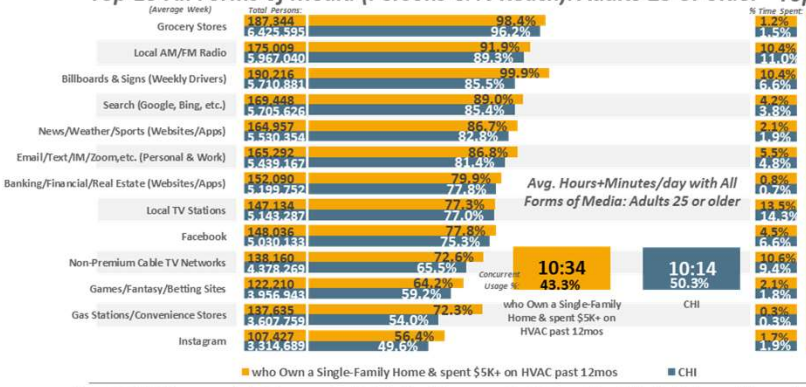
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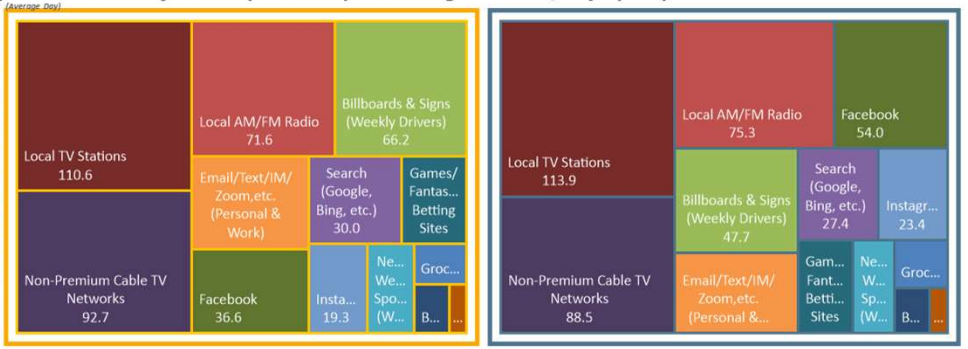


Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 8 hours and 41 minutes each day with All Forms of Ad-Supported Media. 82.7% listen to Local AM/FM Radio for an avg. of 64.1 minutes/day. *(Local Radio delivers 10.2% of Time with Ad-Supported Media.)*

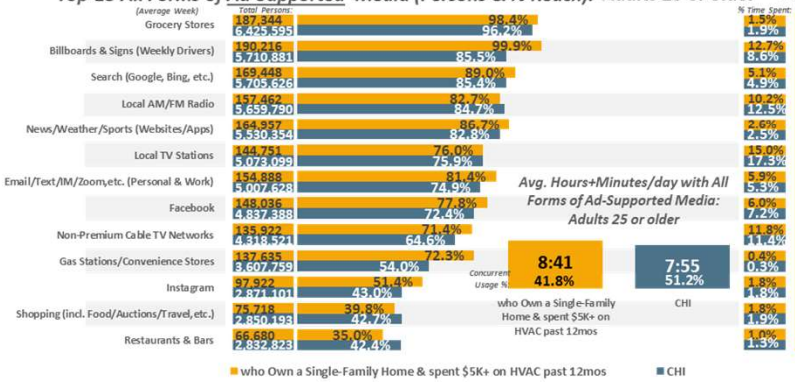
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



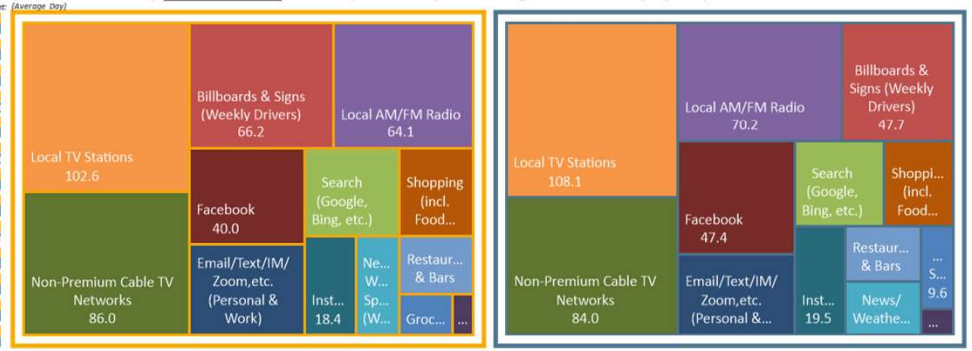
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 90

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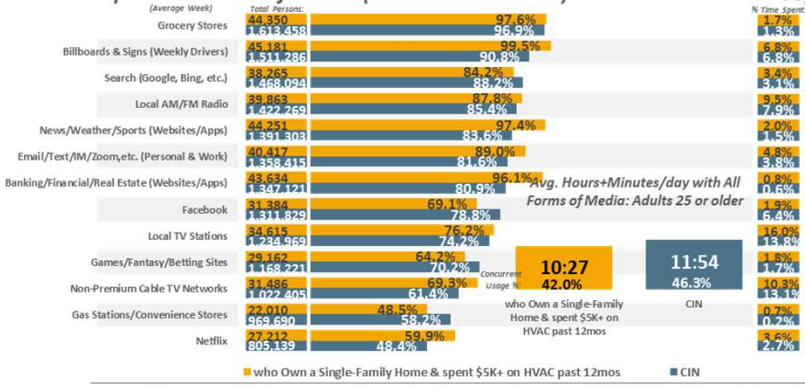
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

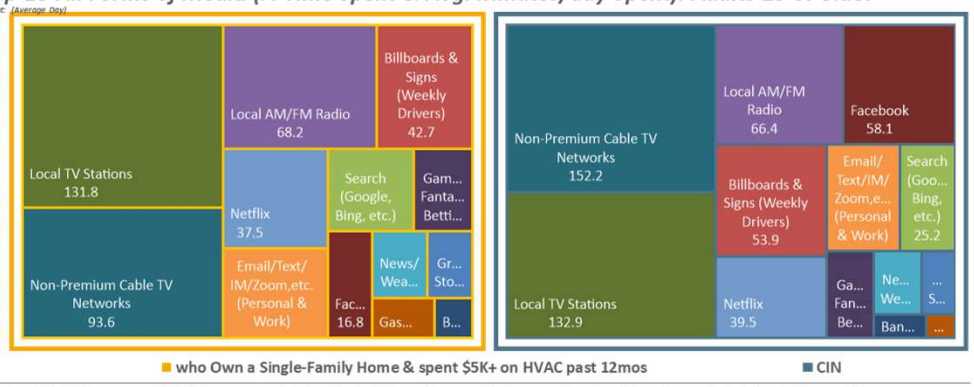


Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 7 hours and 43 minutes each day with All Forms of Ad-Supported Media. 84.6% listen to Local AM/FM Radio for an avg. of 63.7 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

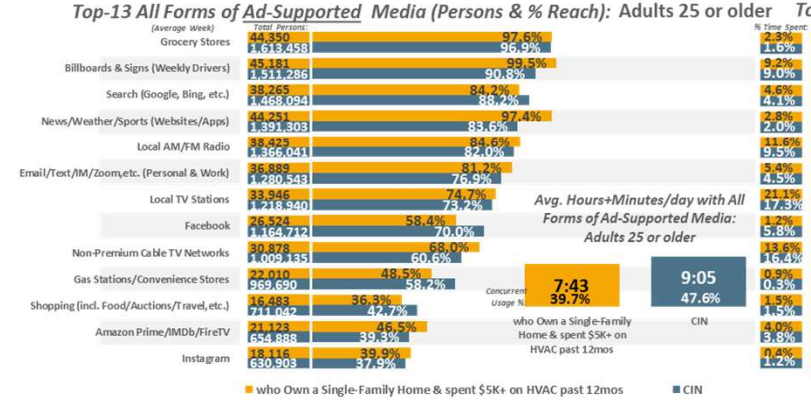
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



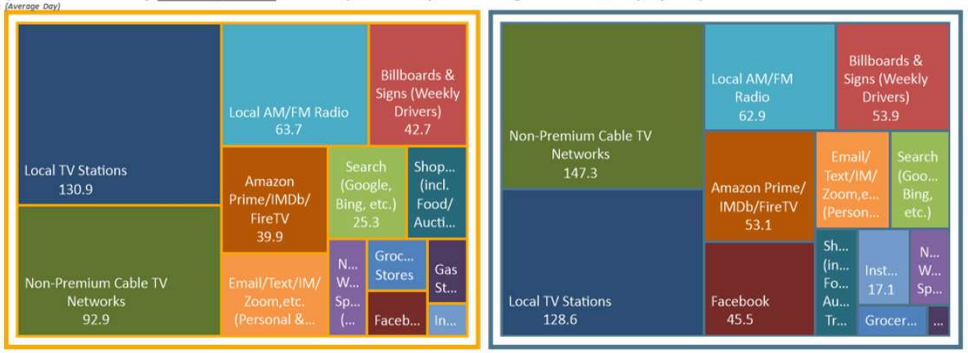
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 48

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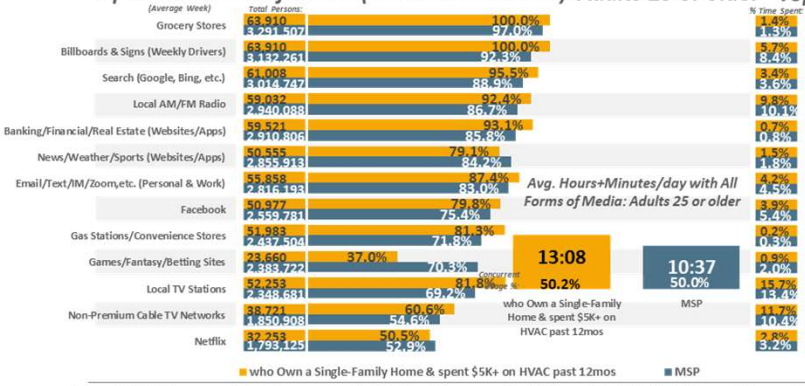
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

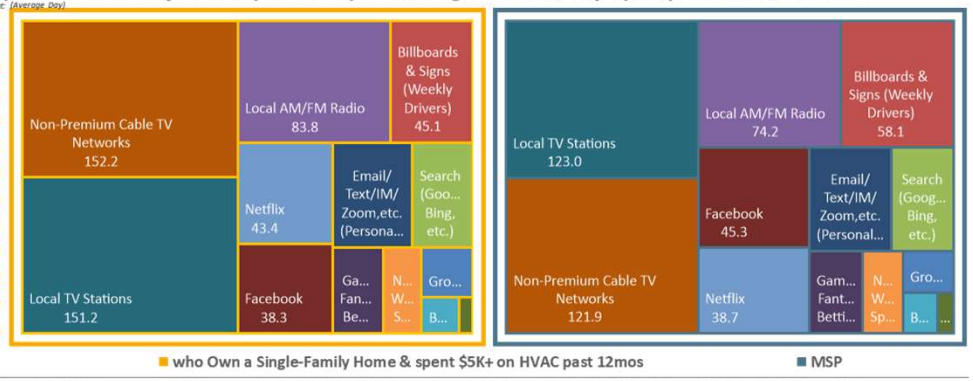


Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 10 hours and 7 minutes each day with All Forms of Ad-Supported Media. 84.6% listen to Local AM/FM Radio for an avg. of 67.6 minutes/day. *(Local Radio delivers 9.4% of Time with Ad-Supported Media.)*

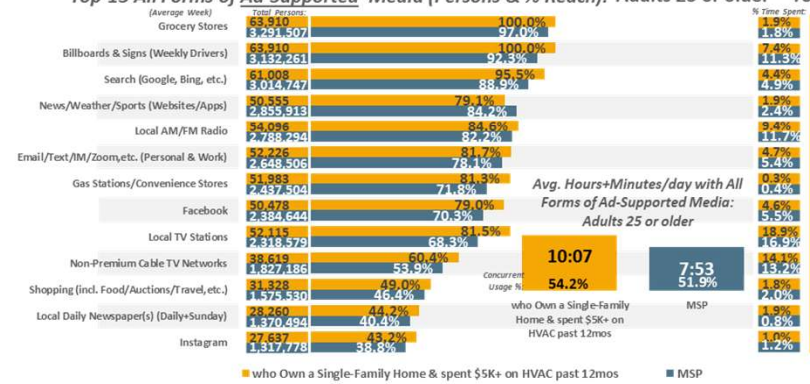
Top-13 All Forms of Media (Persons & % Reach): **Adults 25 or older**



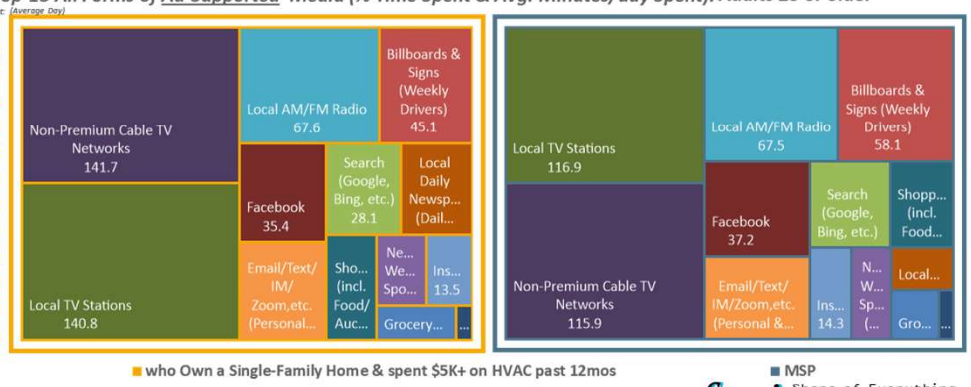
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 25 or older**



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



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

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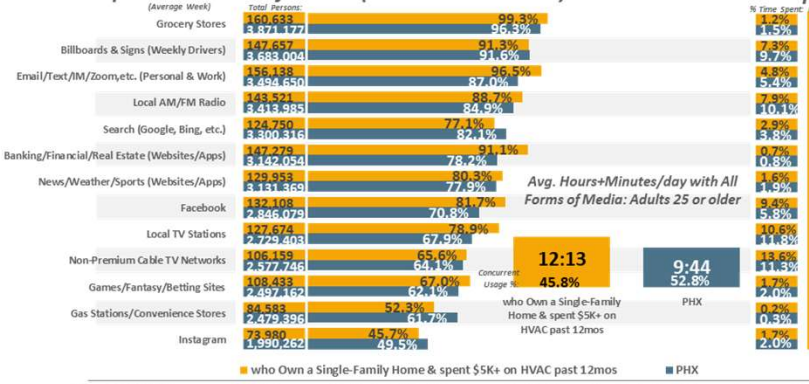
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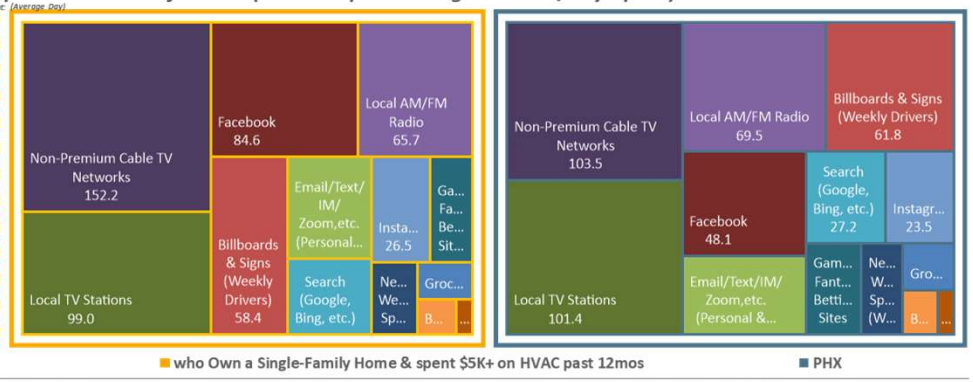


Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 9 hours and 40 minutes each day with All Forms of Ad-Supported Media. 83.4% listen to Local AM/FM Radio for an avg. of 61.1 minutes/day. *(Local Radio delivers 8.8% of Time with Ad-Supported Media.)*

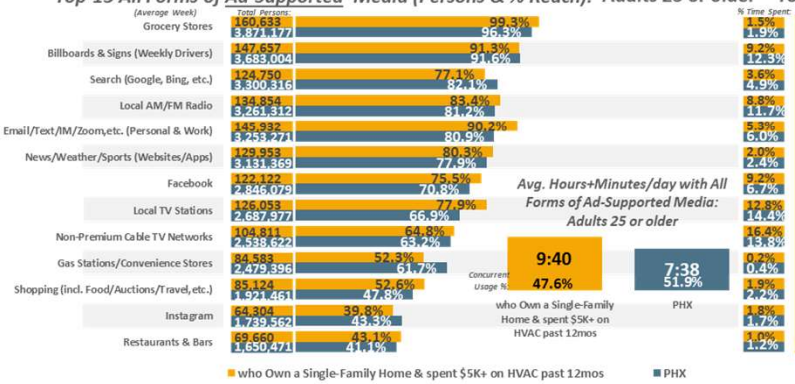
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



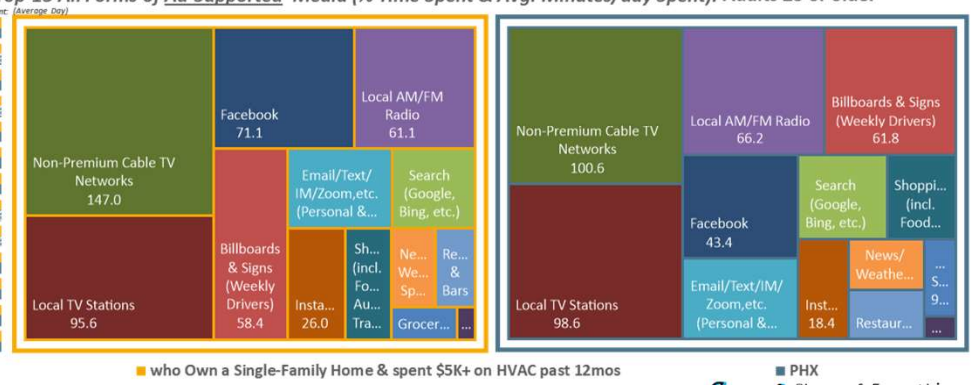
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 104

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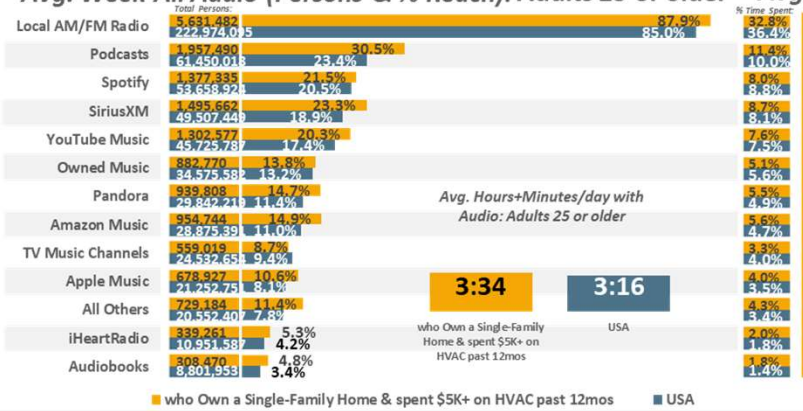
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

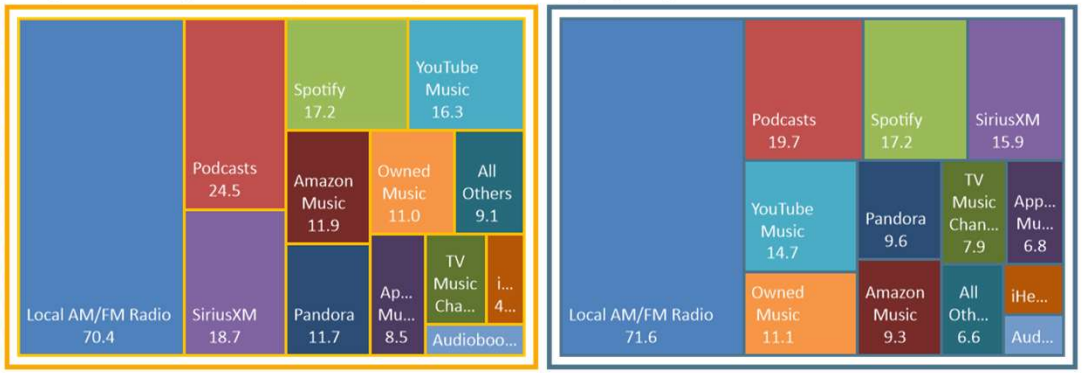


5,137,748 or 80.2% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 61.6 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.

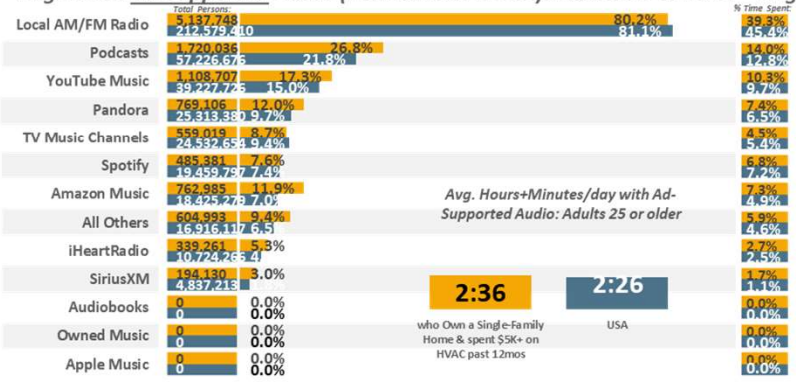
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



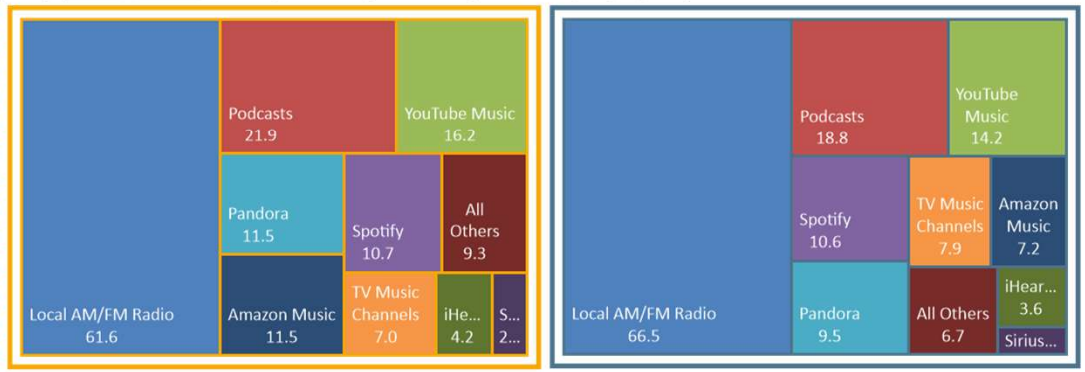
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24

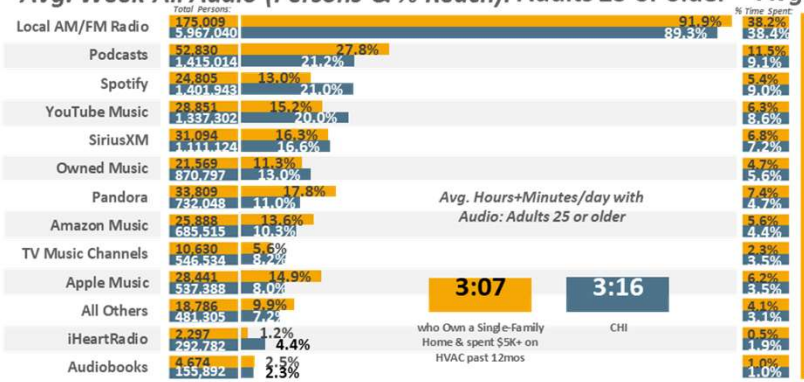
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

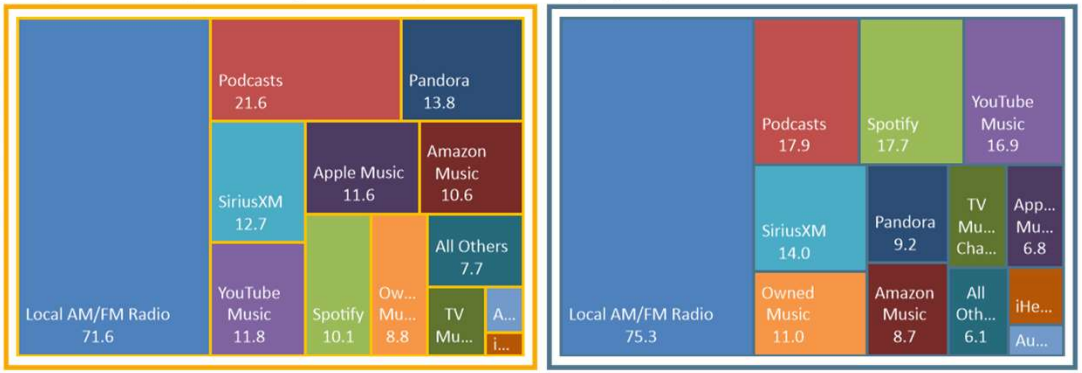


157,462 or 82.7% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.1 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.

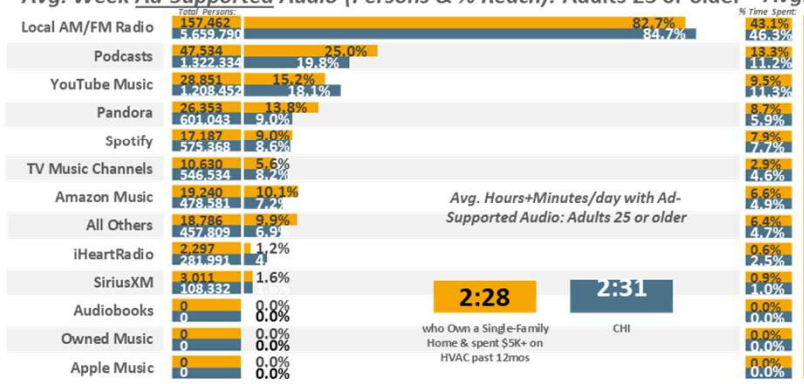
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



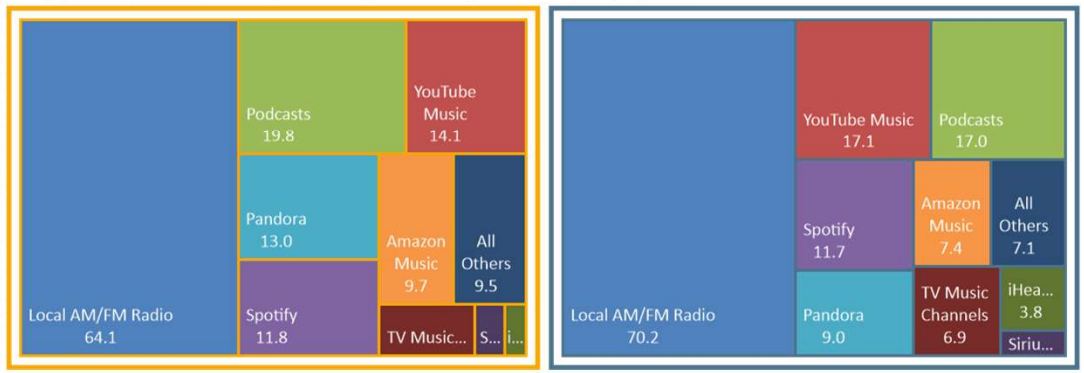
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 90

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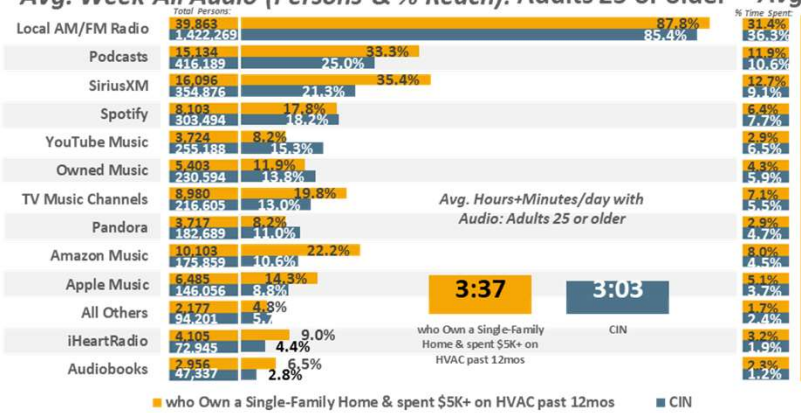
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

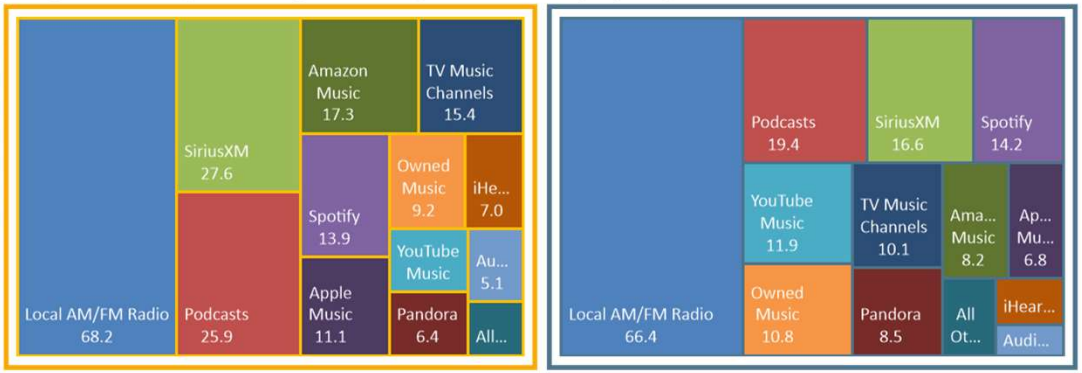


38,425 or 84.6% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.7 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

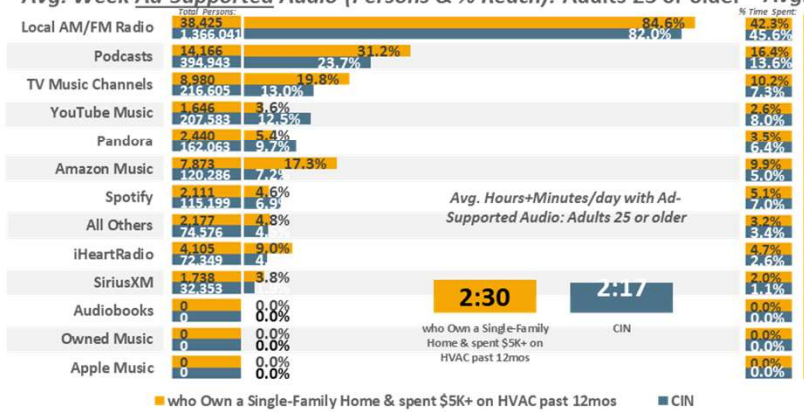
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



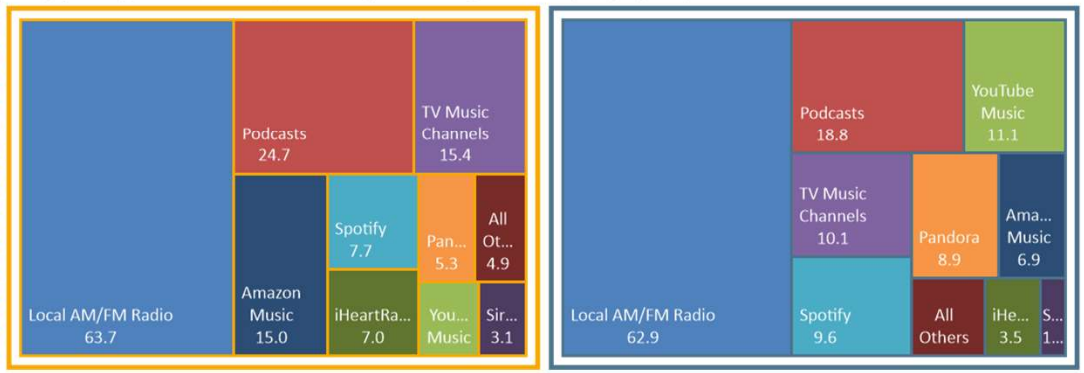
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 48

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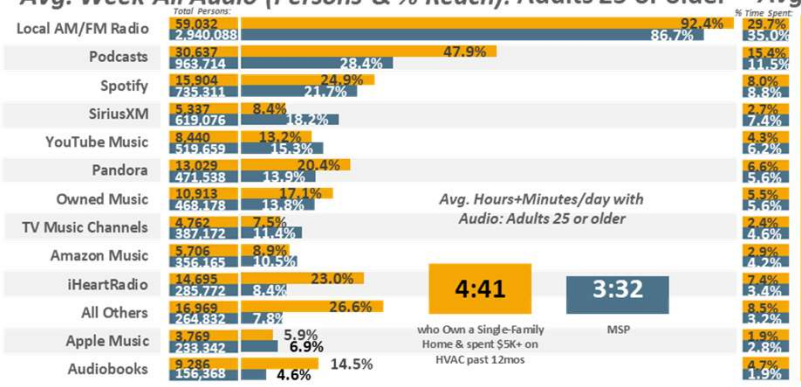
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

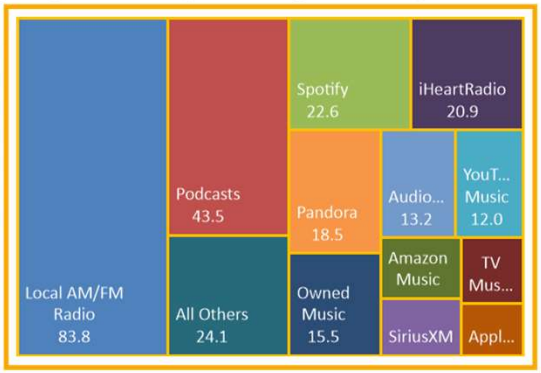


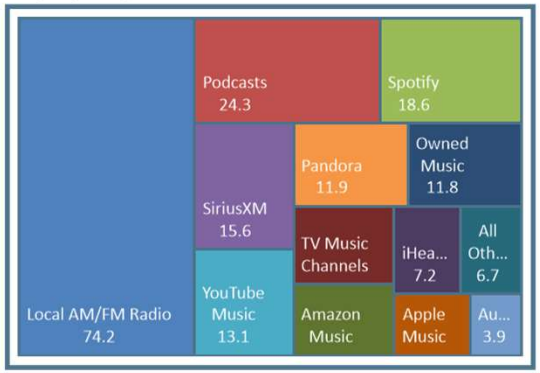
54,096 or 84.6% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 67.6 minutes every day representing 32.4% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 25 or older

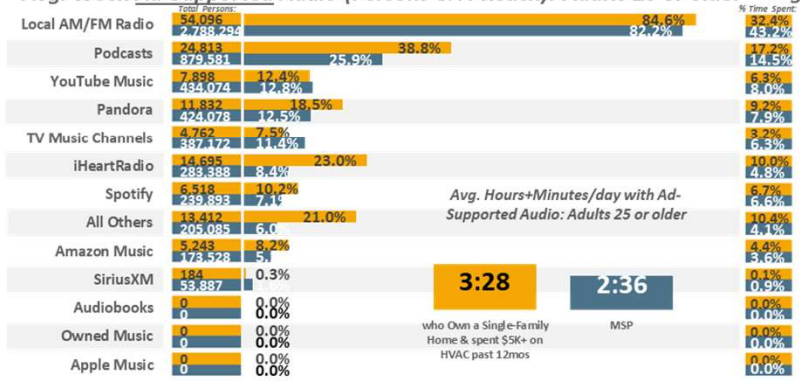


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

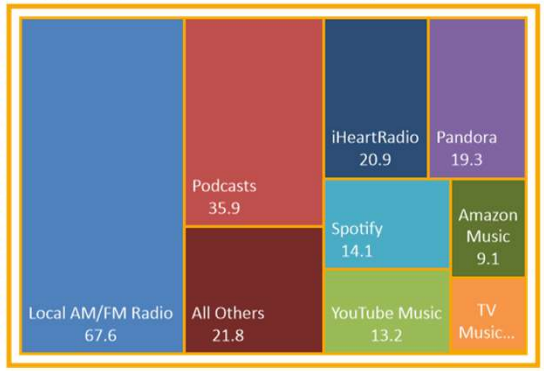


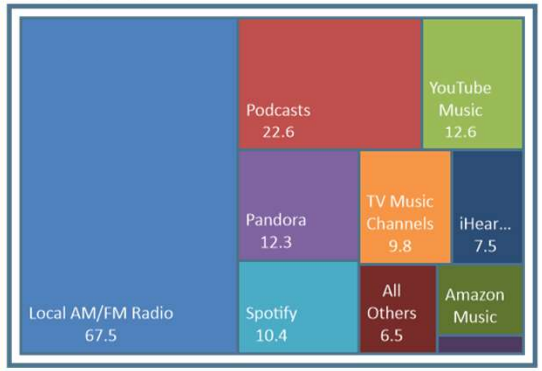


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



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





MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

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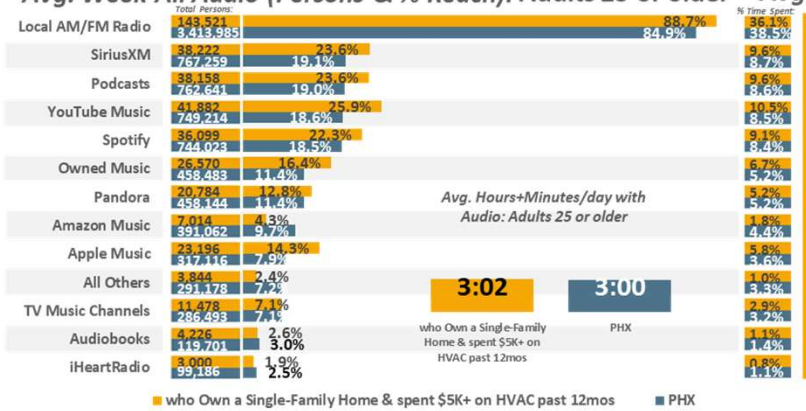
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

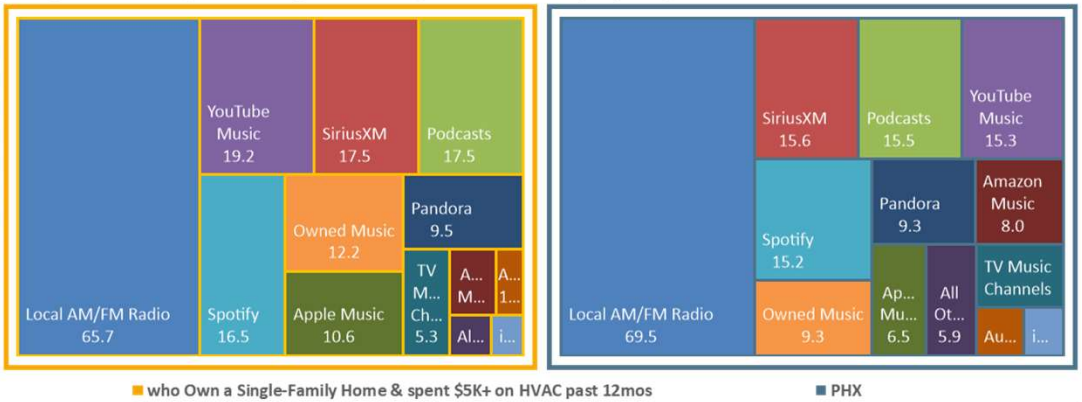


134,854 or 83.4% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 61.1 minutes every day representing 46.3% of all time spent daily with Ad-Supported Audio.

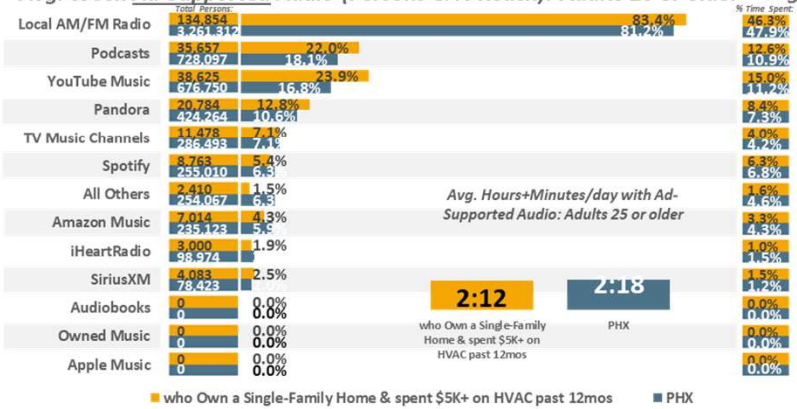
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



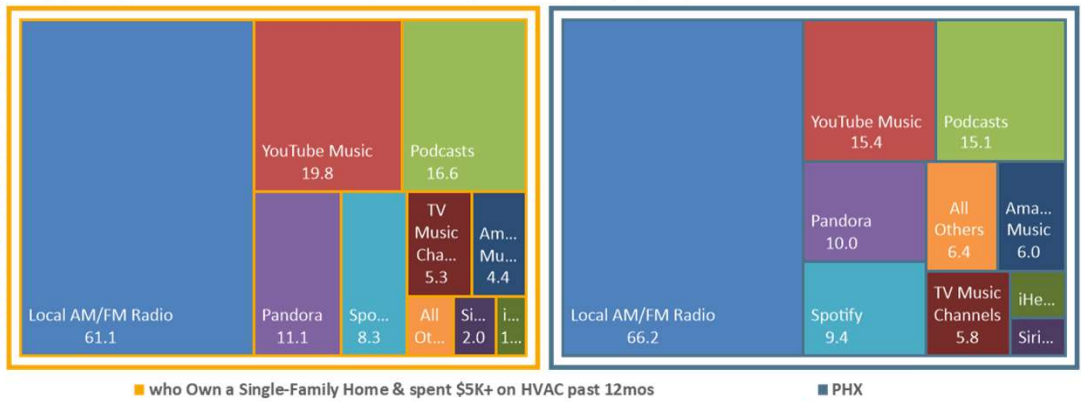
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 104

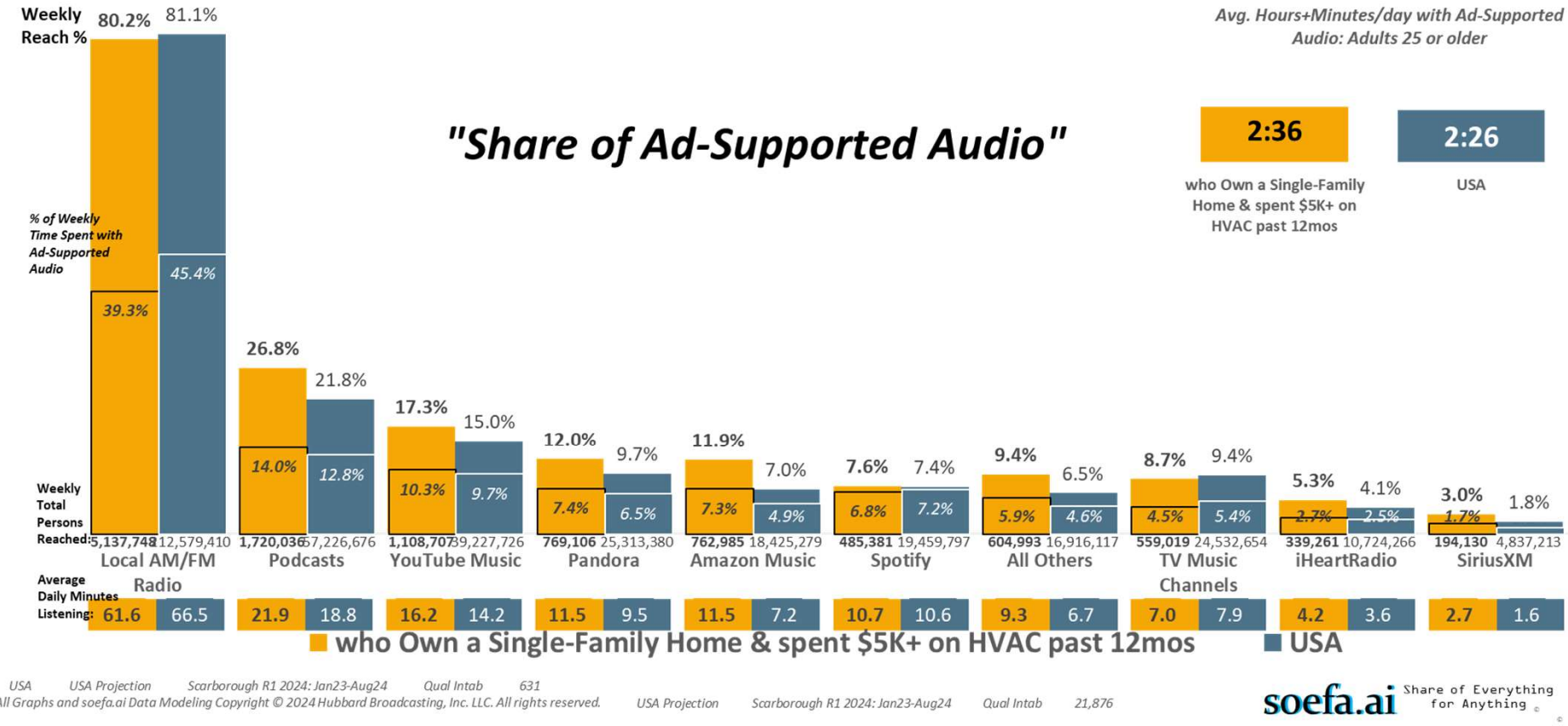
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



5,137,748 or 80.2% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 61.6 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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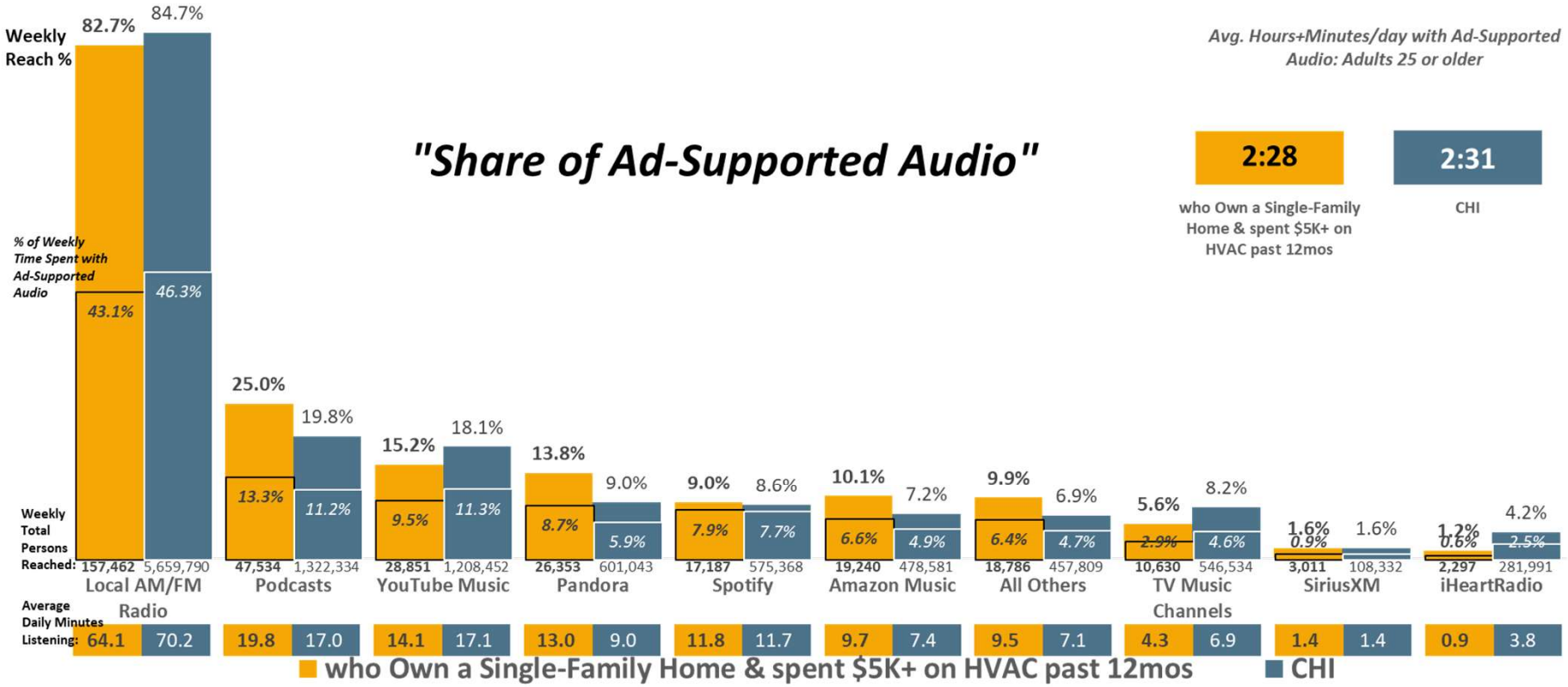
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



157,462 or 82.7% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.1 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 90 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,293

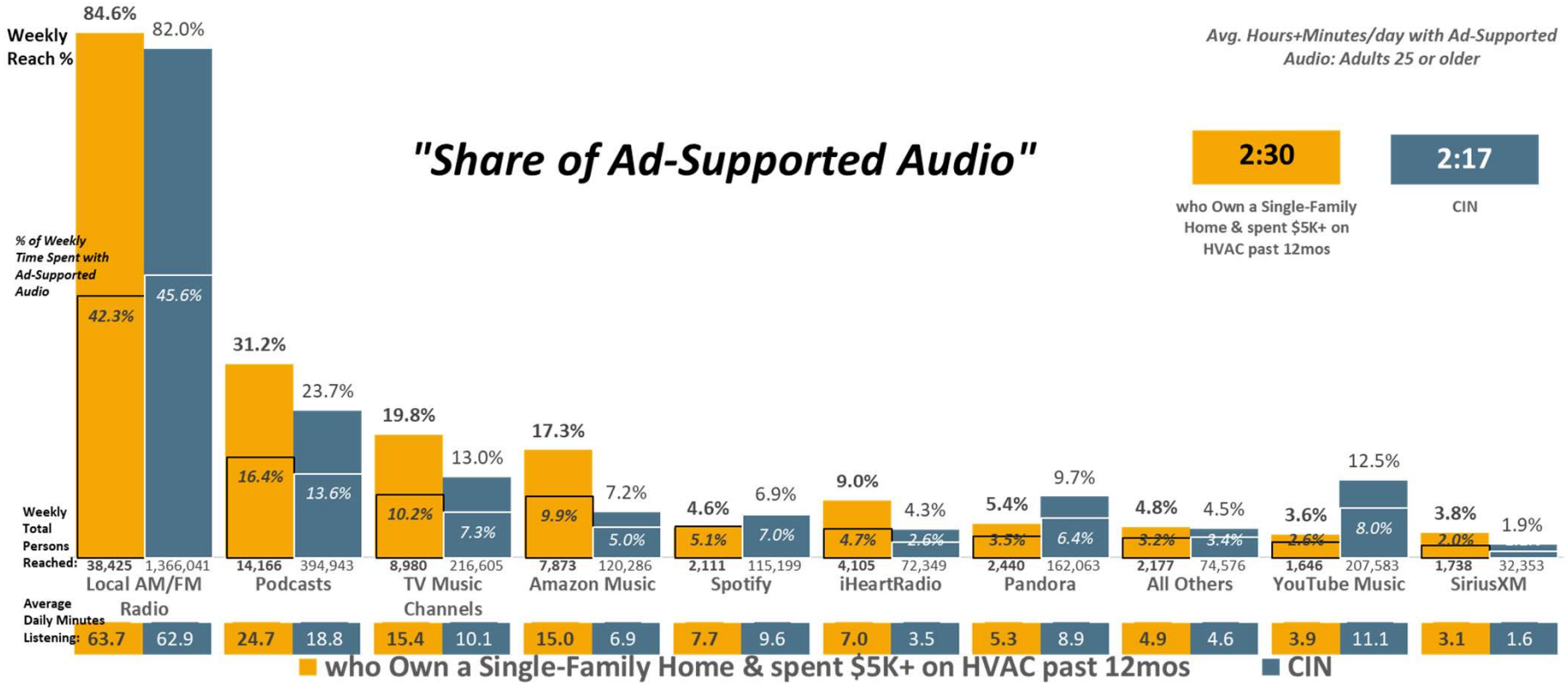
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



38,425 or 84.6% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.7 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	TV Music Channels	Amazon Music	Spotify	iHeartRadio	Pandora	All Others	YouTube Music	SiriusXM
Weekly Reach %	84.6% / 82.0%	31.2% / 23.7%	19.8% / 13.0%	17.3% / 7.2%	4.6% / 6.9%	9.0% / 4.3%	5.4% / 9.7%	4.8% / 4.5%	3.6% / 12.5%	3.8% / 1.9%
% of Weekly Time Spent with Ad-Supported Audio	42.3% / 45.6%	16.4% / 13.6%	10.2% / 7.3%	9.9% / 5.0%	5.1% / 7.0%	4.7% / 2.6%	3.5% / 6.4%	3.2% / 3.4%	2.6% / 8.0%	2.0% /
Weekly Total Persons Reached:	38,425 / 1,366,041	14,166 / 394,943	8,980 / 216,605	7,873 / 120,286	2,111 / 115,199	4,105 / 72,349	2,440 / 162,063	2,177 / 74,576	1,646 / 207,583	1,738 / 32,353
Average Daily Minutes Listening:	63.7 / 62.9	24.7 / 18.8	15.4 / 10.1	15.0 / 6.9	7.7 / 9.6	7.0 / 3.5	5.3 / 8.9	4.9 / 4.6	3.9 / 11.1	3.1 / 1.6

CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 48 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,762

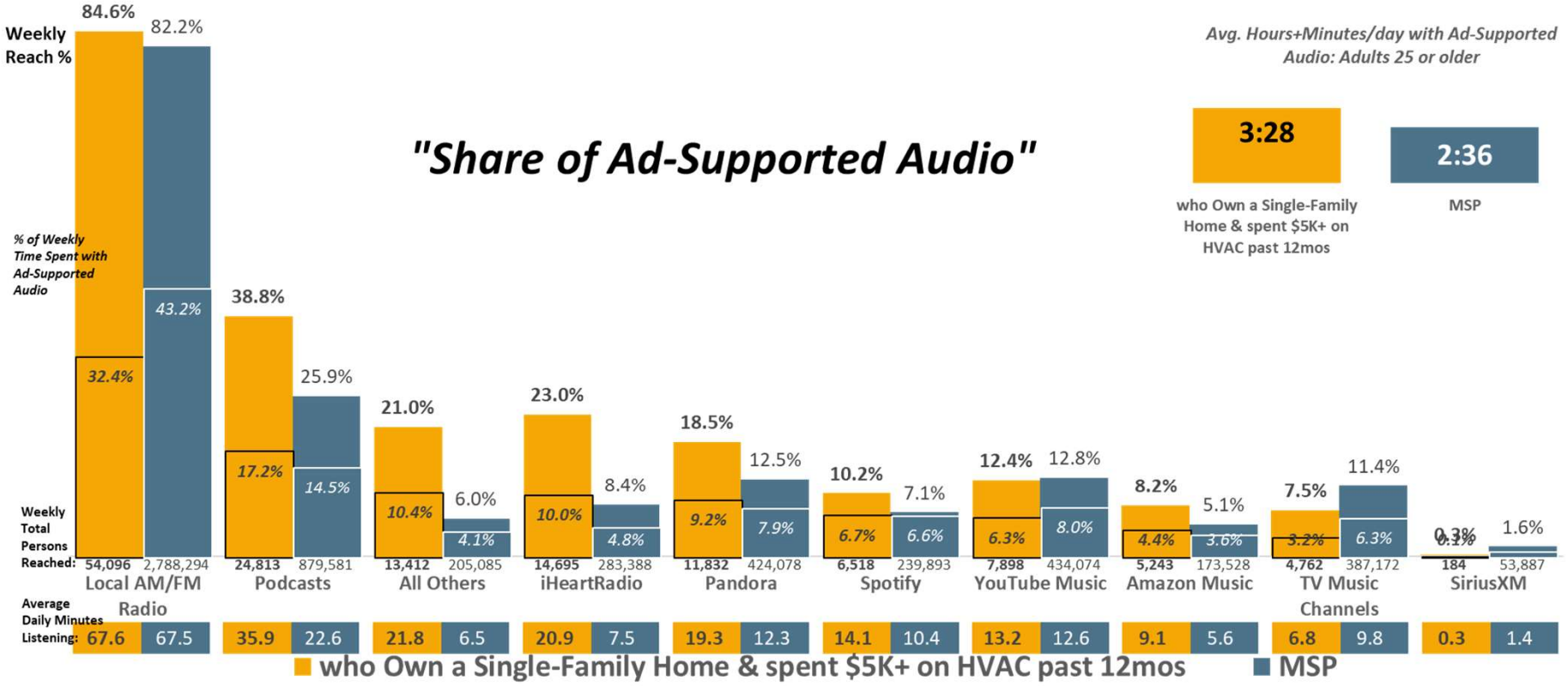
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



54,096 or 84.6% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 67.6 minutes every day representing 32.4% of all time spent daily with Ad-Supported Audio.



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,706

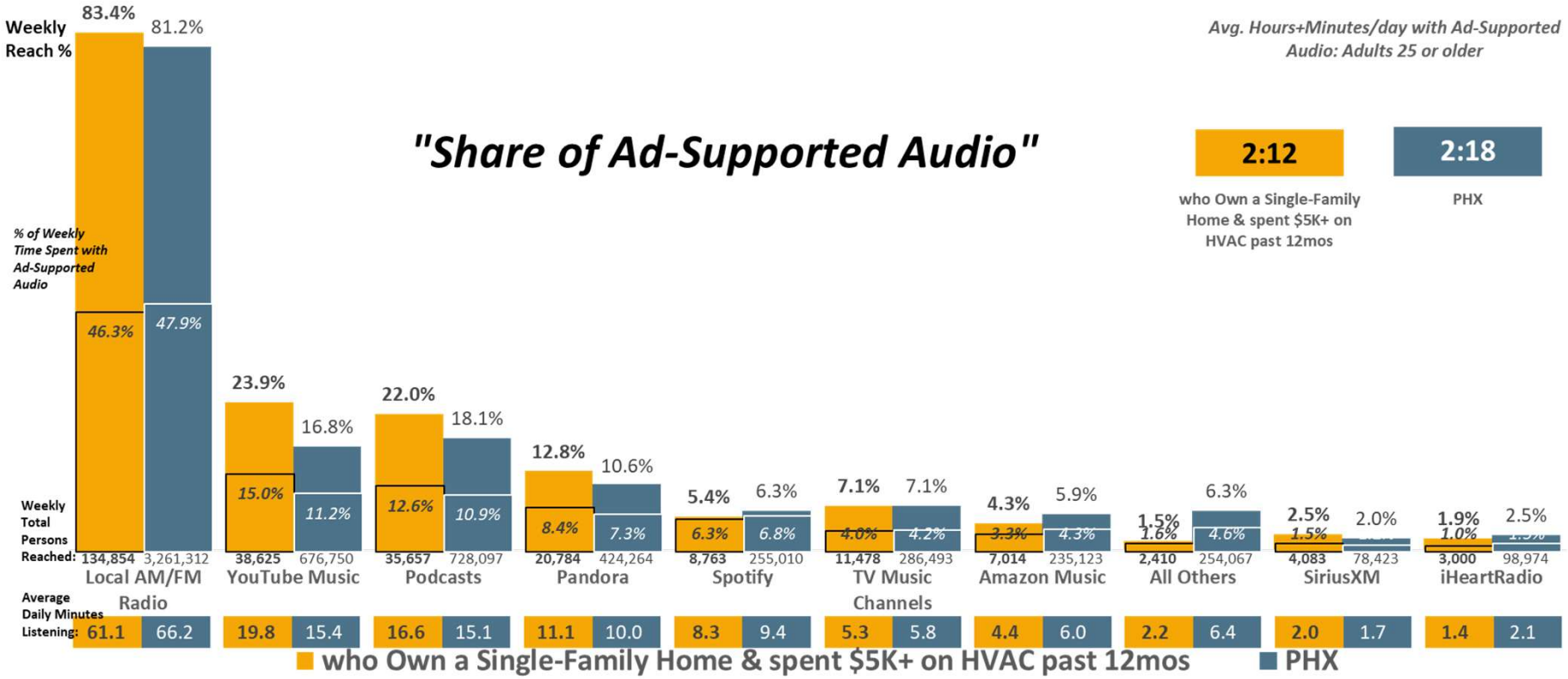
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



134,854 or 83.4% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 61.1 minutes every day representing 46.3% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	YouTube Music	Podcasts	Pandora	Spotify	TV Music Channels	Amazon Music	All Others	SiriusXM	iHeartRadio
Weekly Reach %	83.4% / 81.2%	23.9% / 16.8%	22.0% / 18.1%	12.8% / 10.6%	5.4% / 6.3%	7.1% / 7.1%	4.3% / 5.9%	1.5% / 6.3%	2.5% / 2.0%	1.9% / 2.5%
% of Weekly Time Spent with Ad-Supported Audio	46.3% / 47.9%	15.0% / 11.2%	12.6% / 10.9%	8.4% / 7.3%	6.3% / 6.8%	4.0% / 4.2%	3.3% / 4.3%	1.6% / 4.6%	1.5% / [illegible]	1.0% / [illegible]
Weekly Total Persons Reached:	134,854 / 3,261,312	38,625 / 676,750	35,657 / 728,097	20,784 / 424,264	8,763 / 255,010	11,478 / 286,493	7,014 / 235,123	2,410 / 254,067	4,083 / 78,423	3,000 / 98,974
Average Daily Minutes Listening:	61.1 / 66.2	19.8 / 15.4	16.6 / 15.1	11.1 / 10.0	8.3 / 9.4	5.3 / 5.8	4.4 / 6.0	2.2 / 6.4	2.0 / 1.7	1.4 / 2.1

PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 104 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,150

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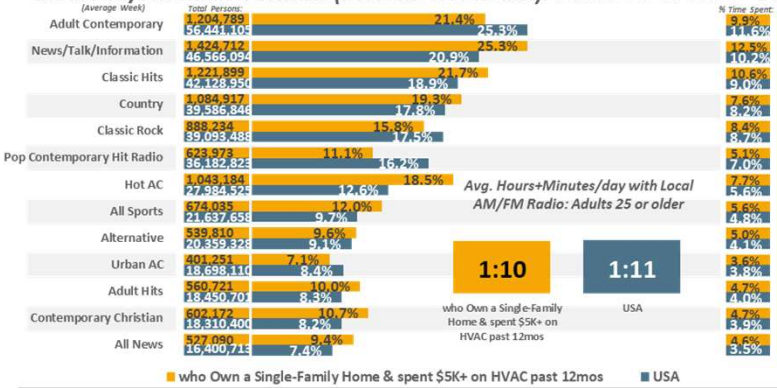
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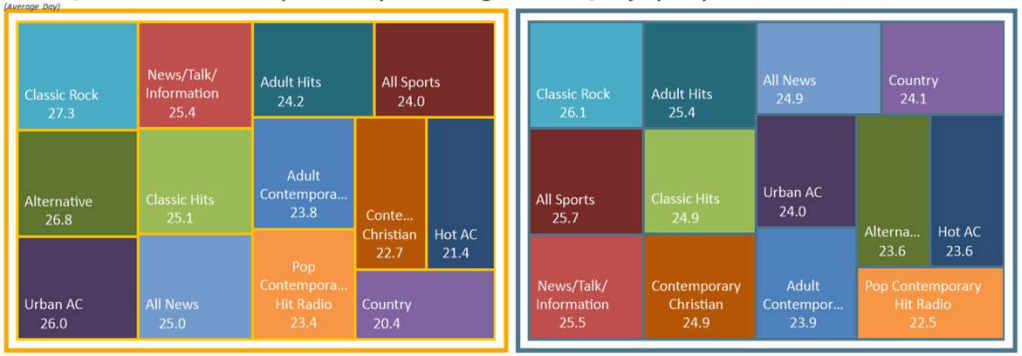


5,137,748 or 80.2% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Hot AC, and Classic Rock.

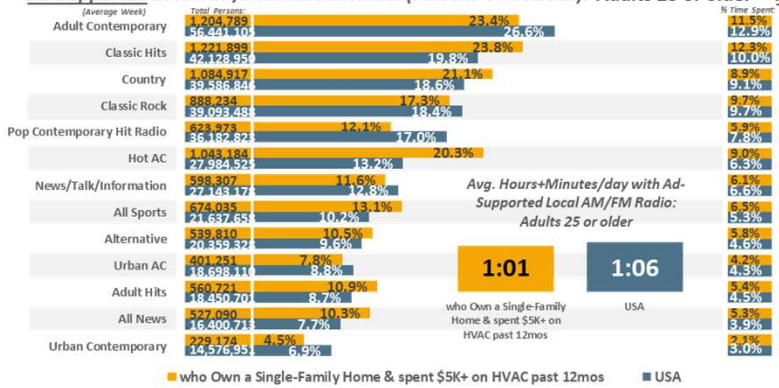
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



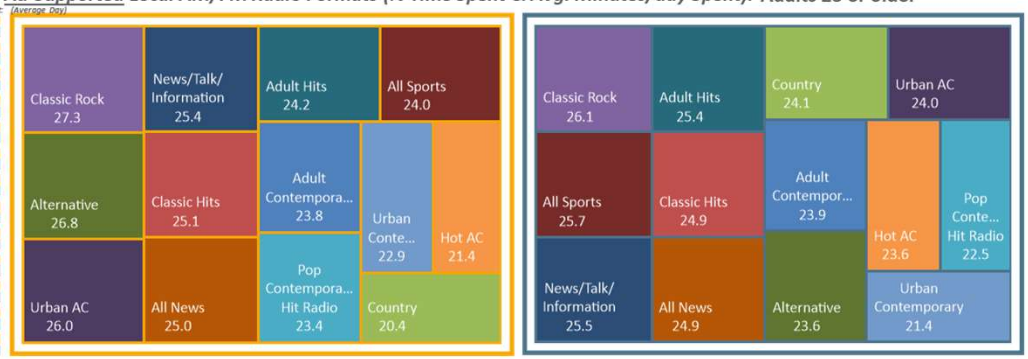
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

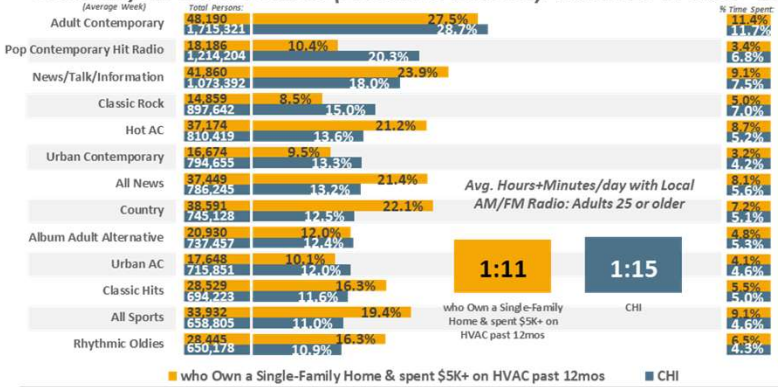
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

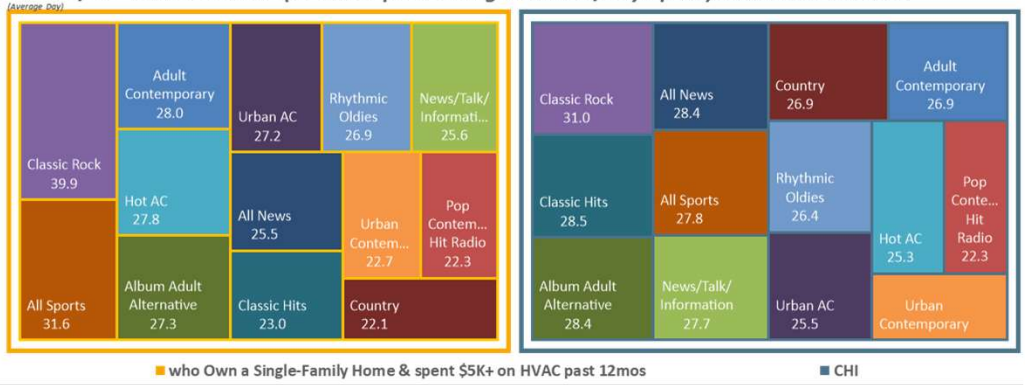


157,462 or 82.7% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, All News, Hot AC, and All Sports.

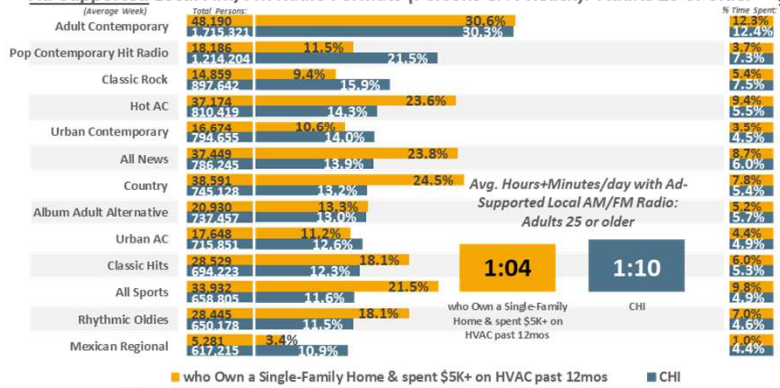
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



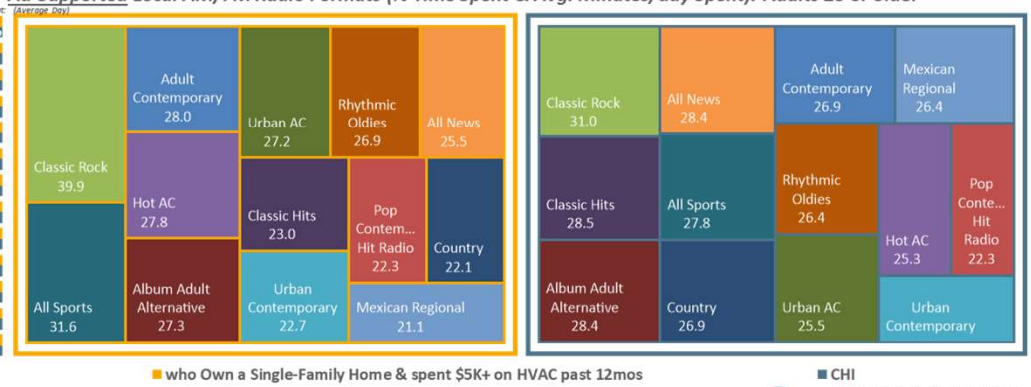
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 90

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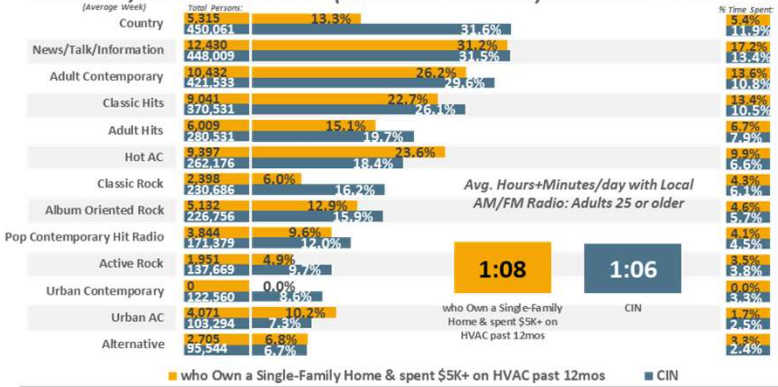
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



38,425 or 84.6% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Hot AC, News/Talk/Information, Classic Hits, and Adult Hits.

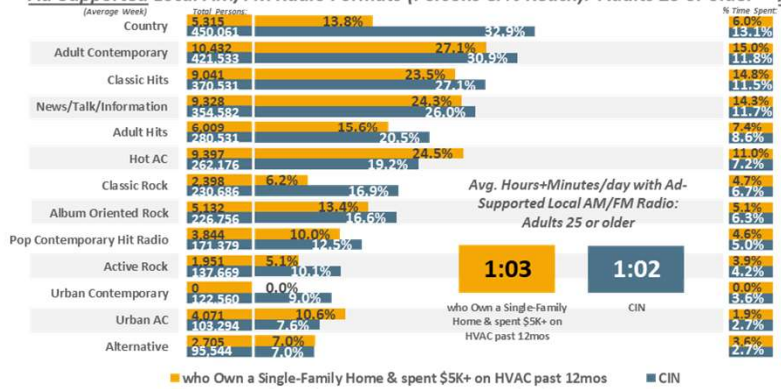
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



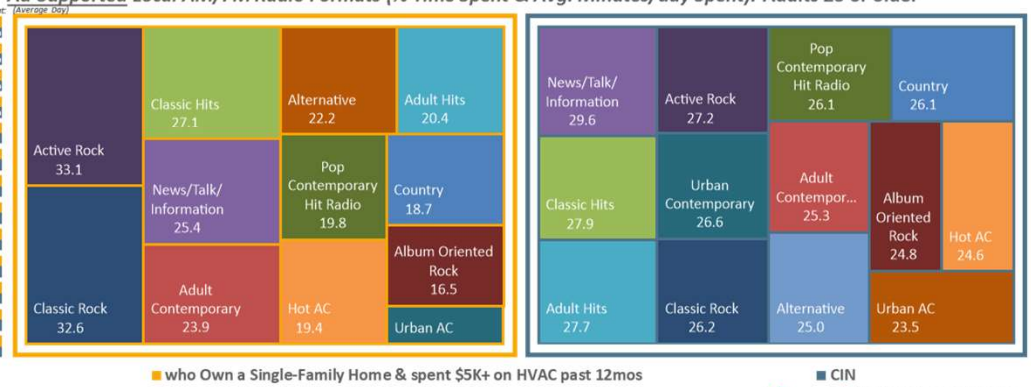
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 48

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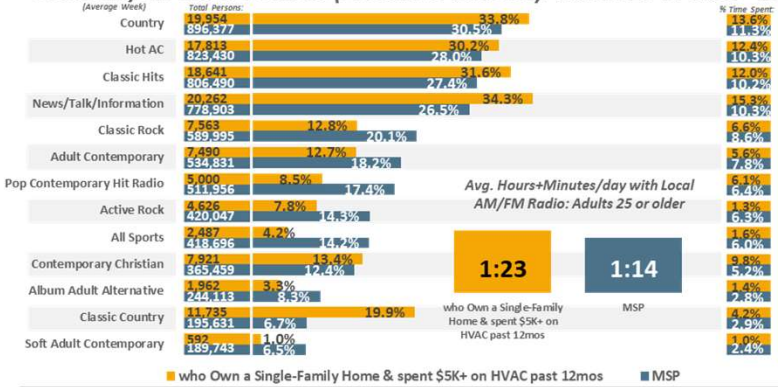
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

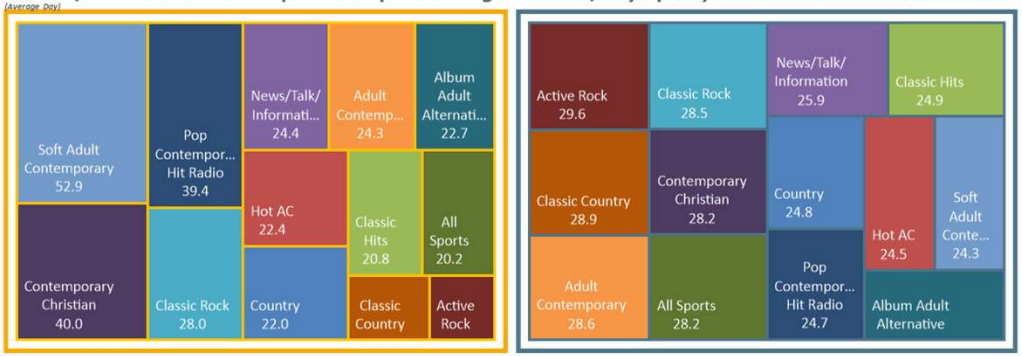


54,096 or 84.6% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Hot AC, Classic Country, and News/Talk/Information.

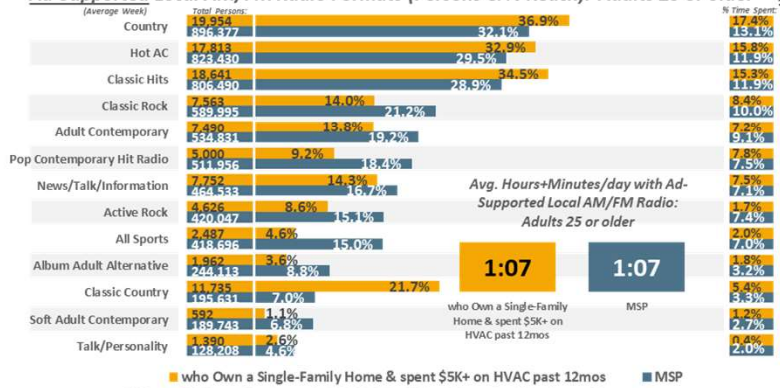
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



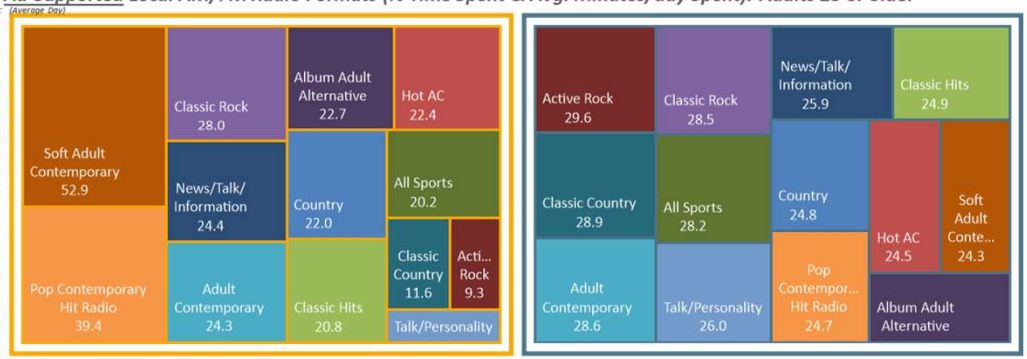
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

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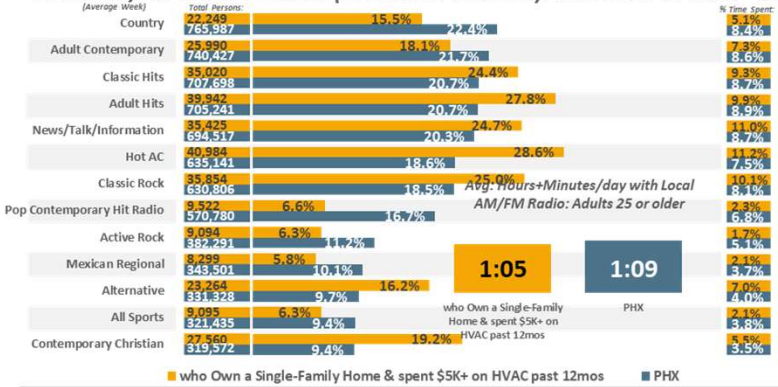
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

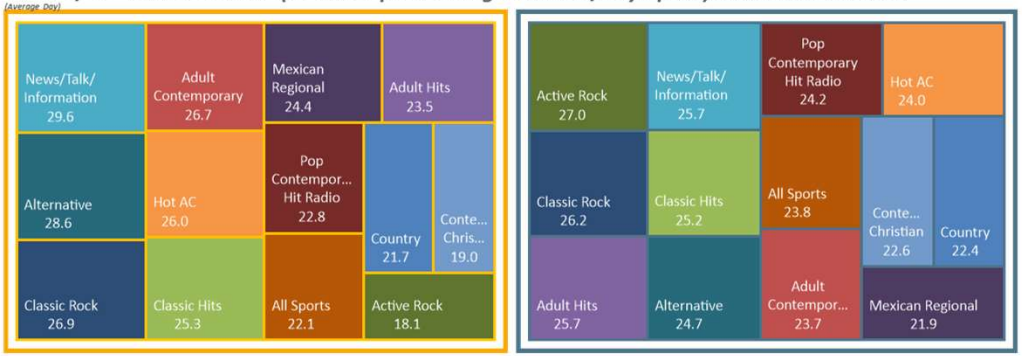


134,854 or 83.4% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Hits, Classic Rock, Classic Hits, and Adult Contemporary.

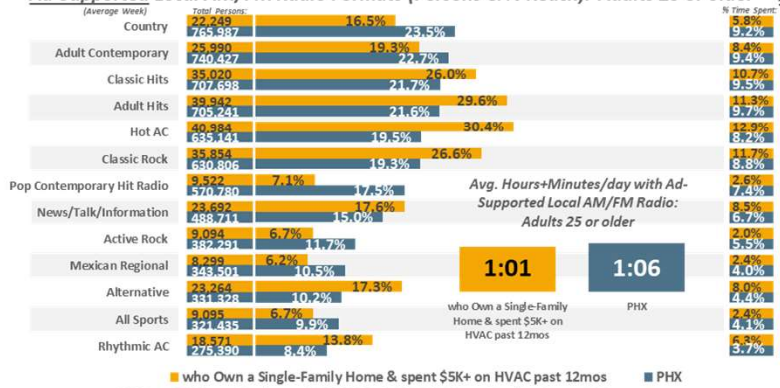
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



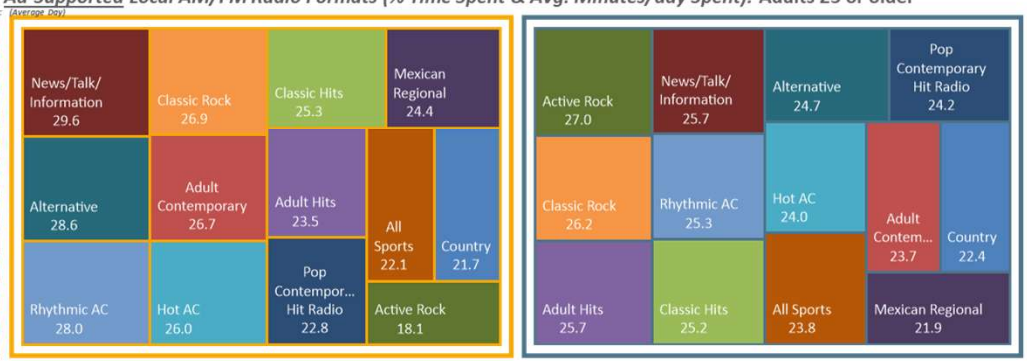
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 104

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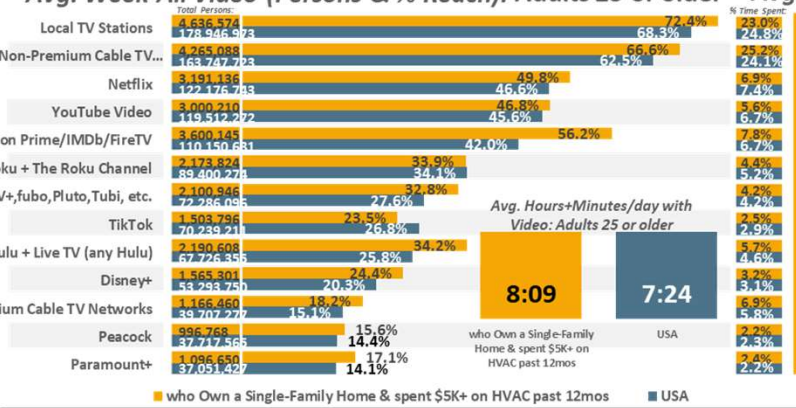
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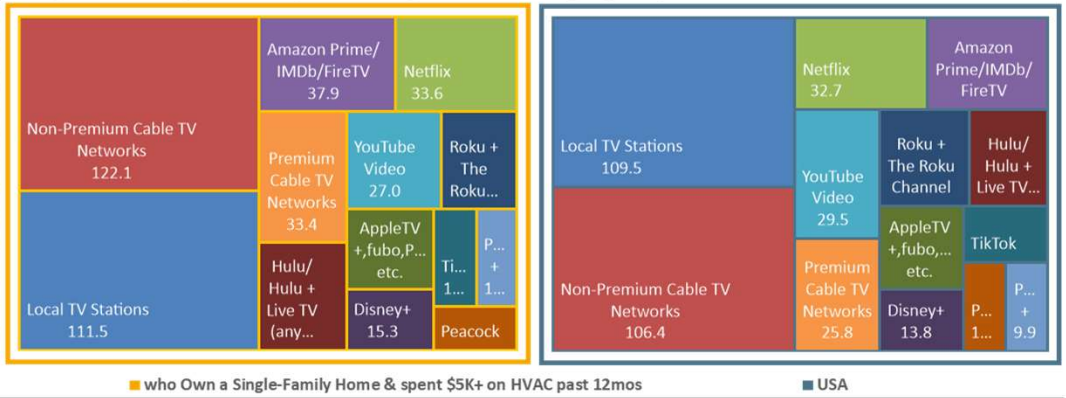


4,575,656 or 71.4% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations for an average of 104.3 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 or older

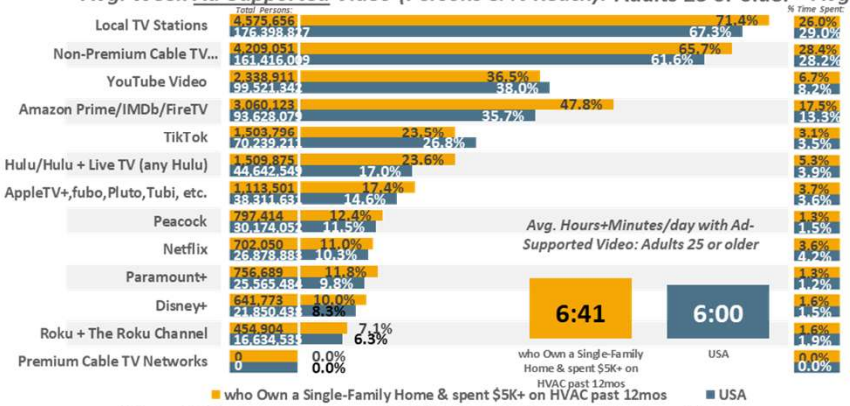


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

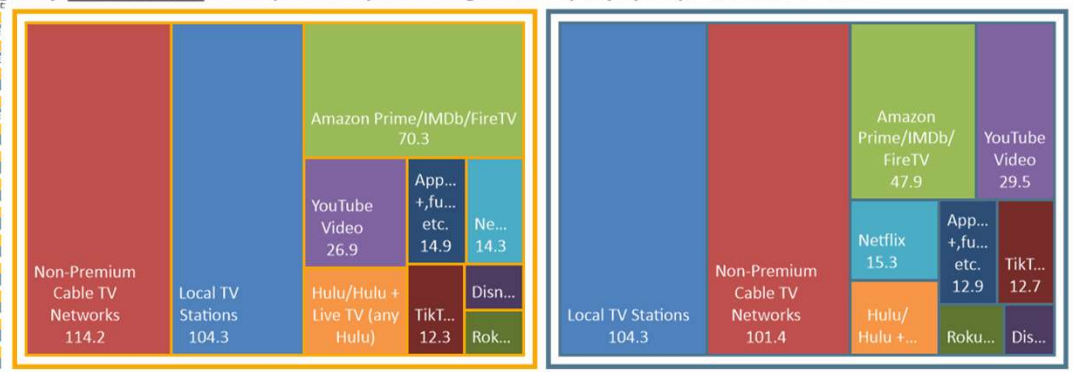


■ who Own a Single-Family Home & spent $5K+ on HVAC past 12mos ■ USA

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



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



■ who Own a Single-Family Home & spent $5K+ on HVAC past 12mos ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

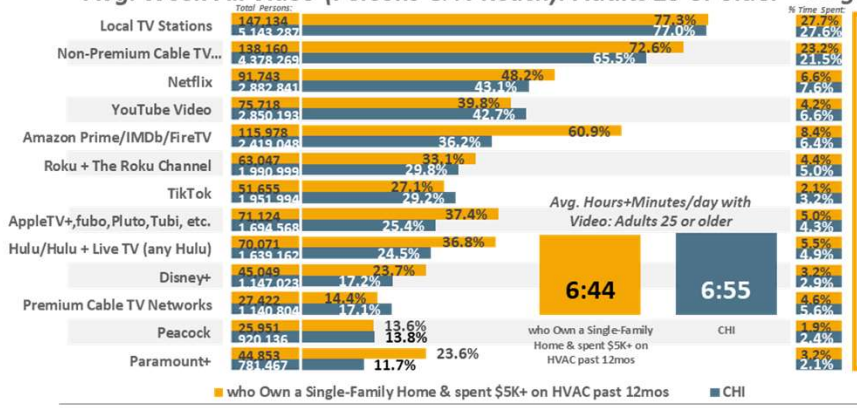
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

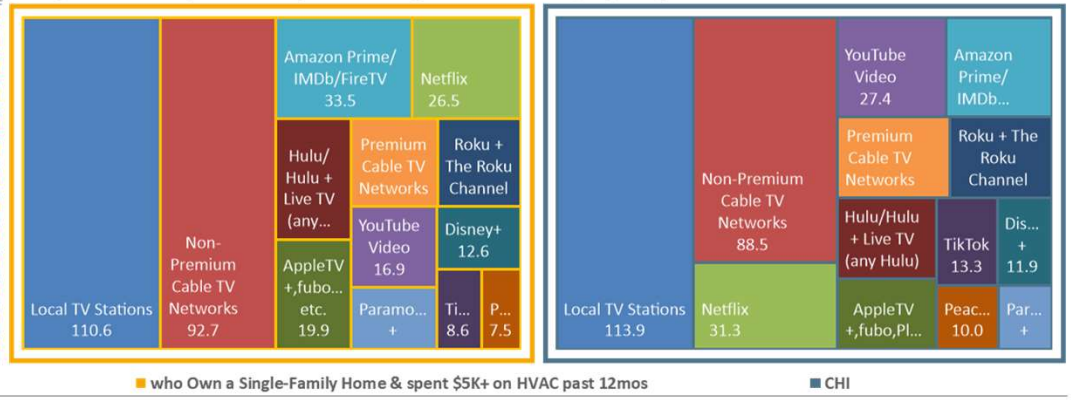


144,751 or 76.% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations for an average of 102.6 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

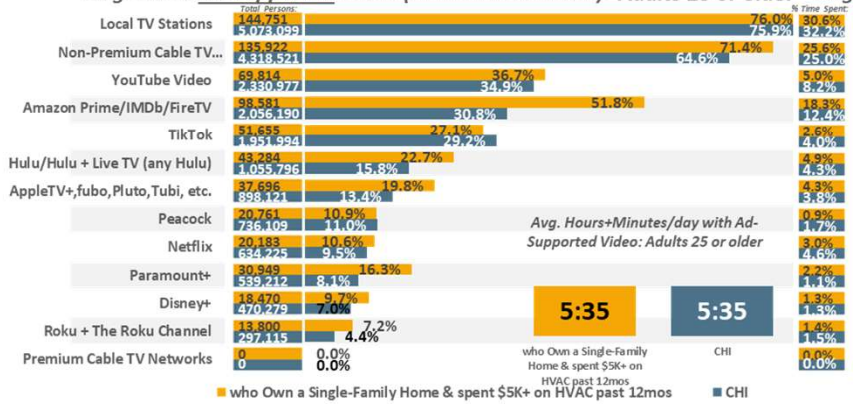
Avg. Week All Video (Persons & % Reach): Adults 25 or older



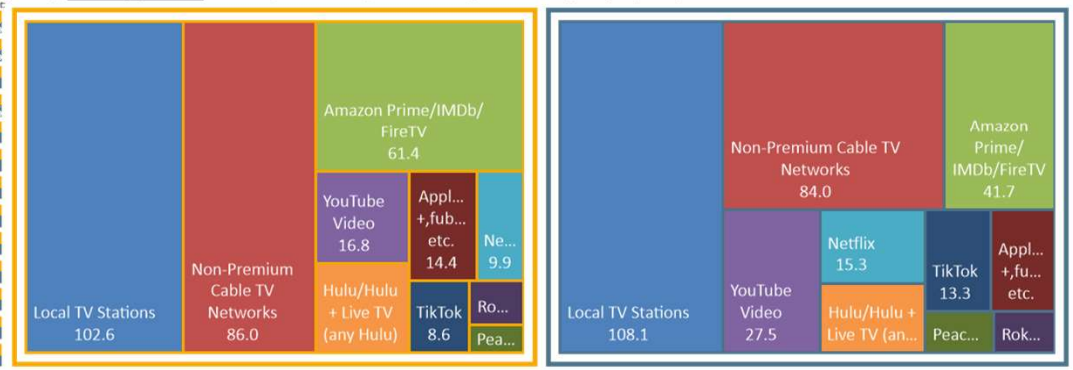
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 90

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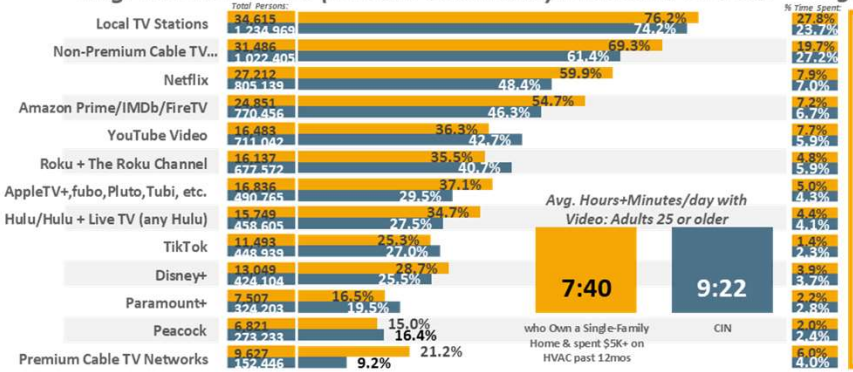
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

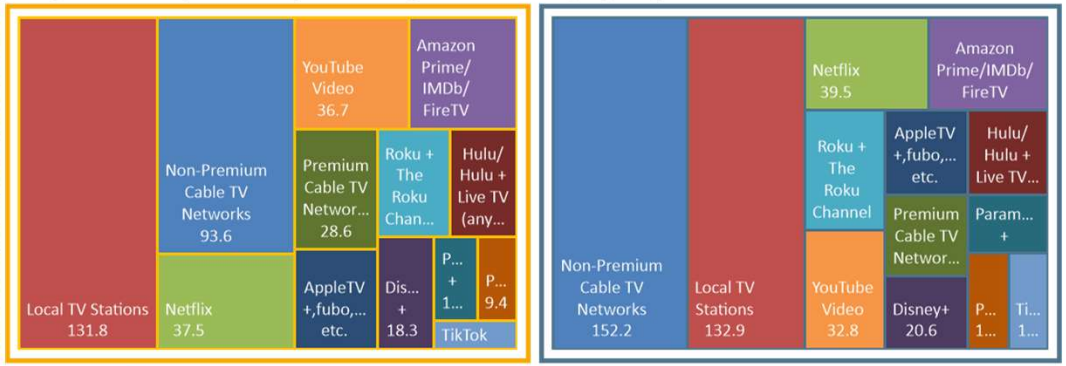


33,946 or 74.7% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations for an average of 130.9 minutes every day representing 36.% of all time spent daily with Ad-Supported Video.

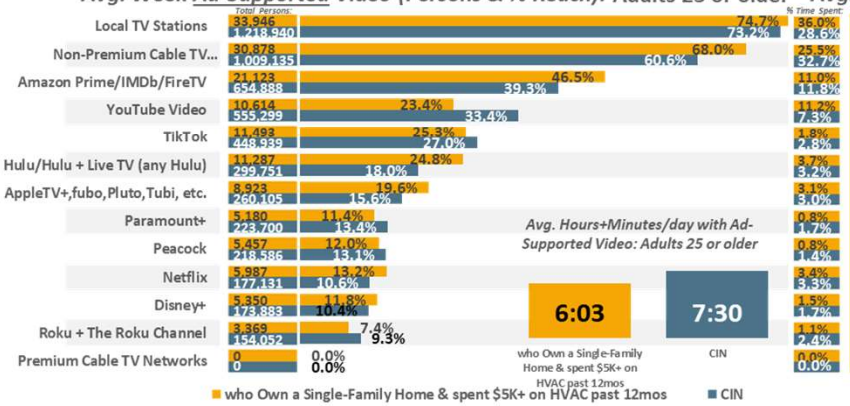
Avg. Week All Video (Persons & % Reach): Adults 25 or older



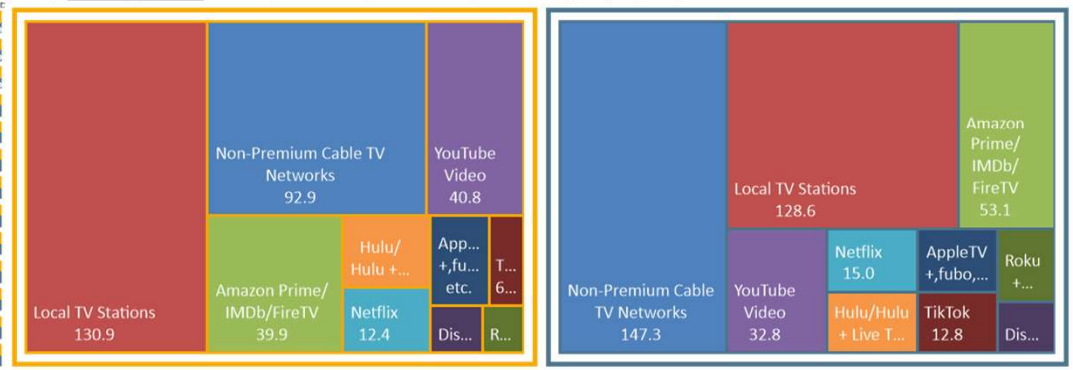
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 48

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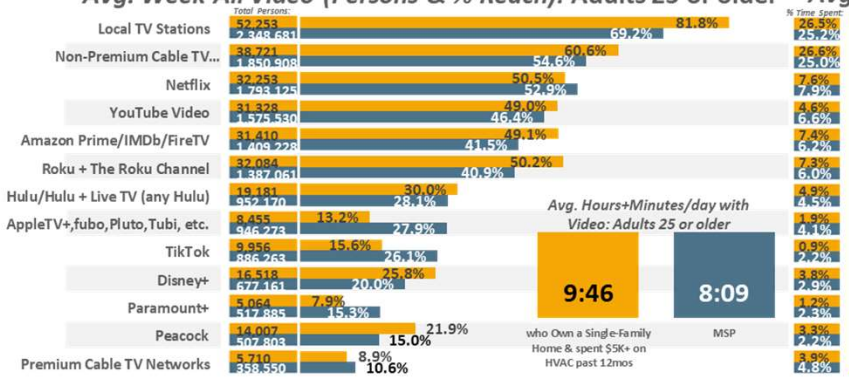
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

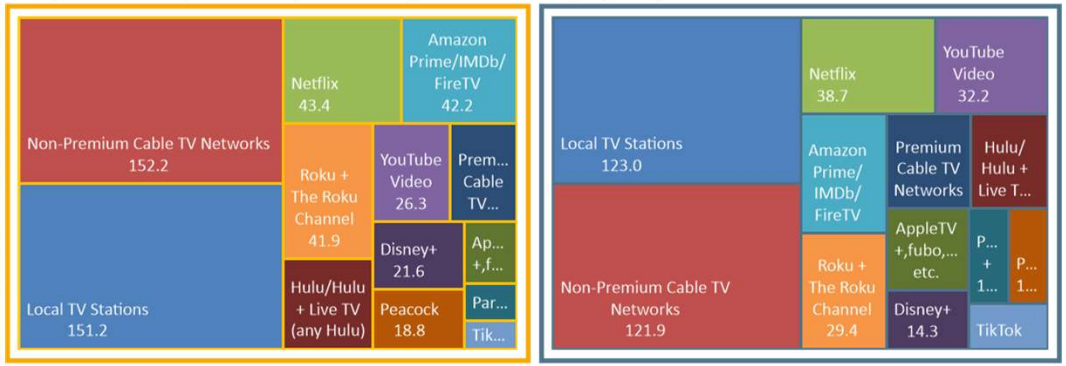


52,115 or 81.5% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations for an average of 140.8 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 or older

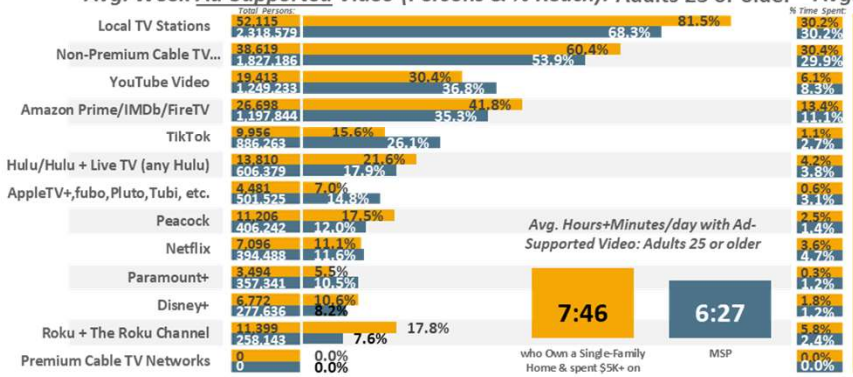


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

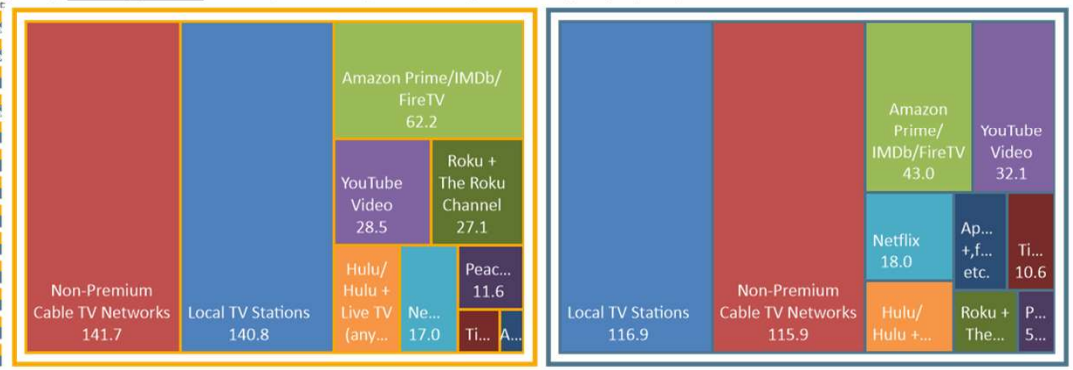


who Own a Single-Family Home & spent $5K+ on HVAC past 12mos ■ MSP

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



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



who Own a Single-Family Home & spent $5K+ on HVAC past 12mos ■ MSP

MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

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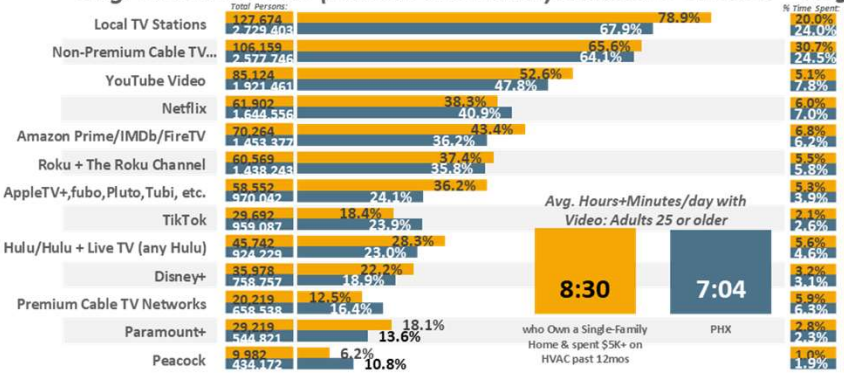
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

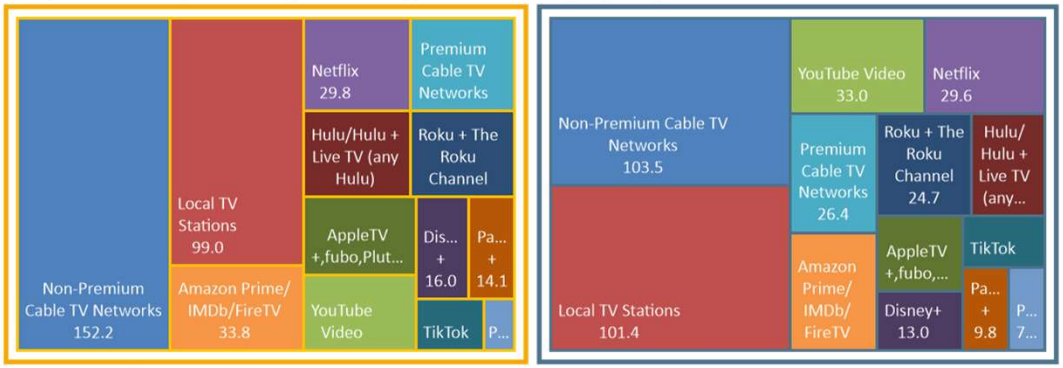


126,053 or 77.9% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations for an average of 95.6 minutes every day representing 23.2% of all time spent daily with Ad-Supported Video.

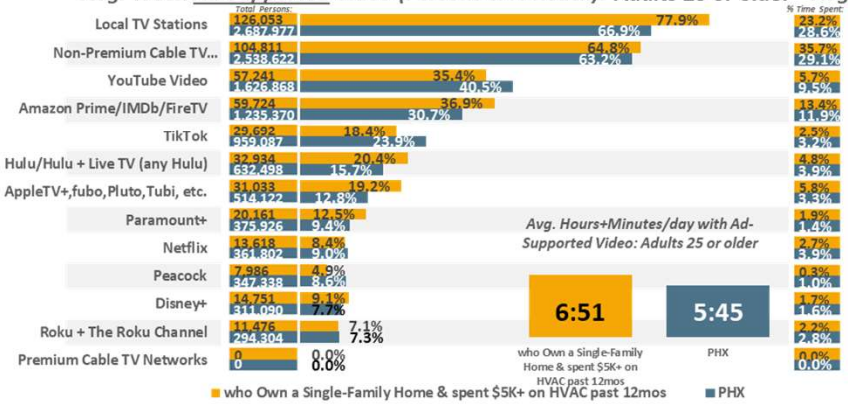
Avg. Week All Video (Persons & % Reach): Adults 25 or older



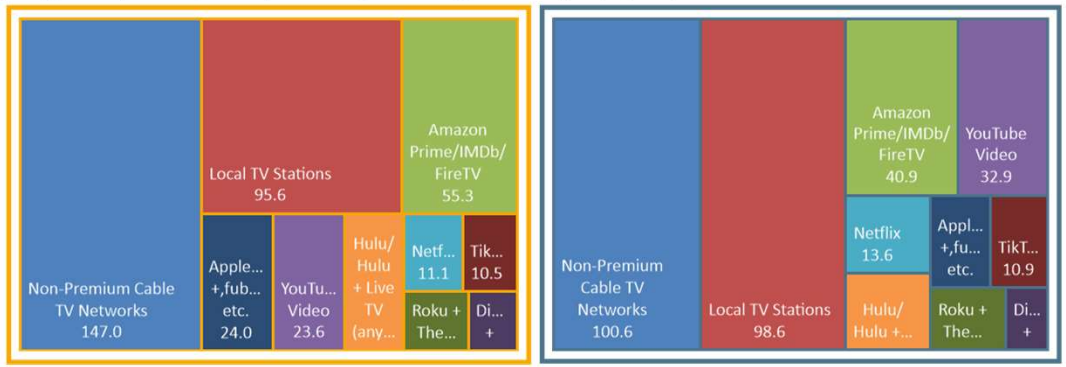
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 104

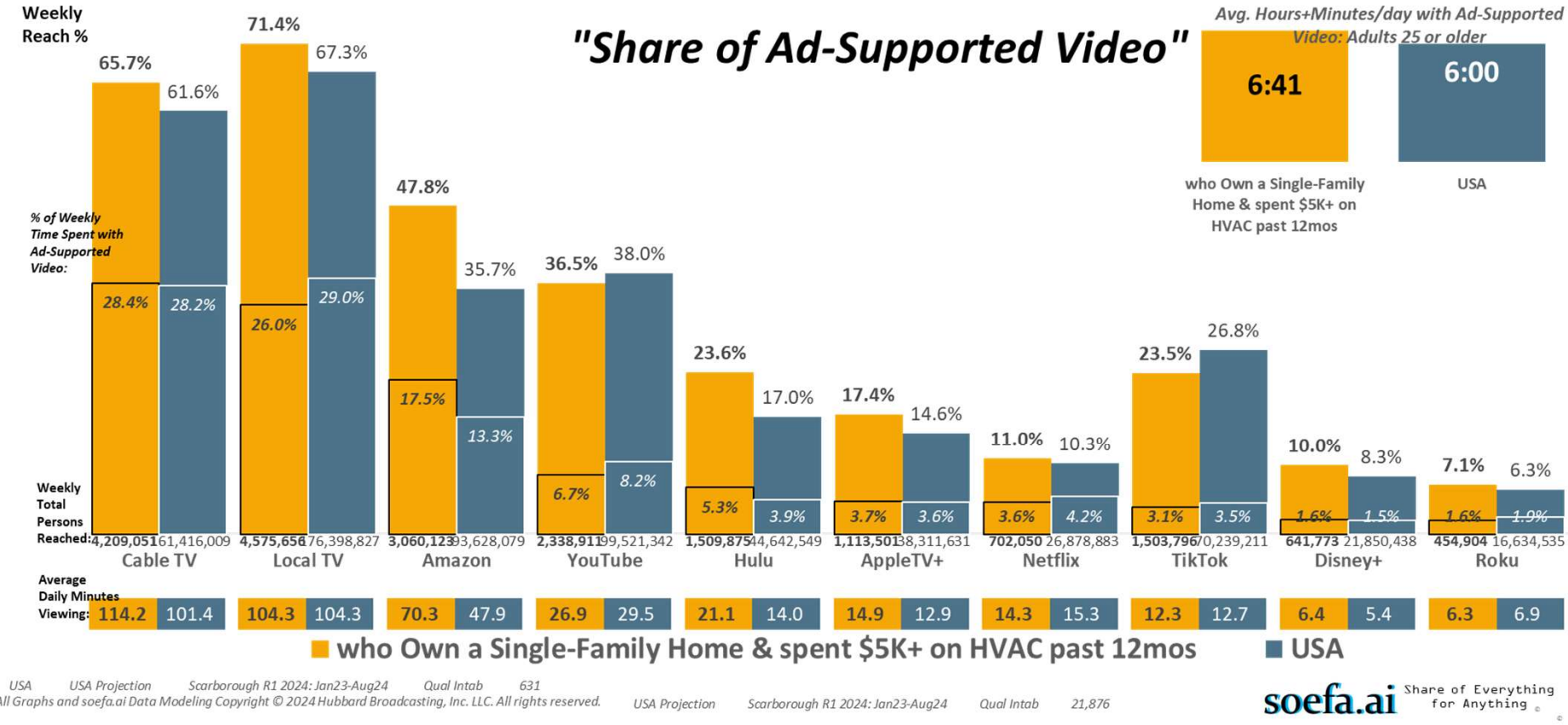
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



4,575,656 or 71.4% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations for an average of 104.3 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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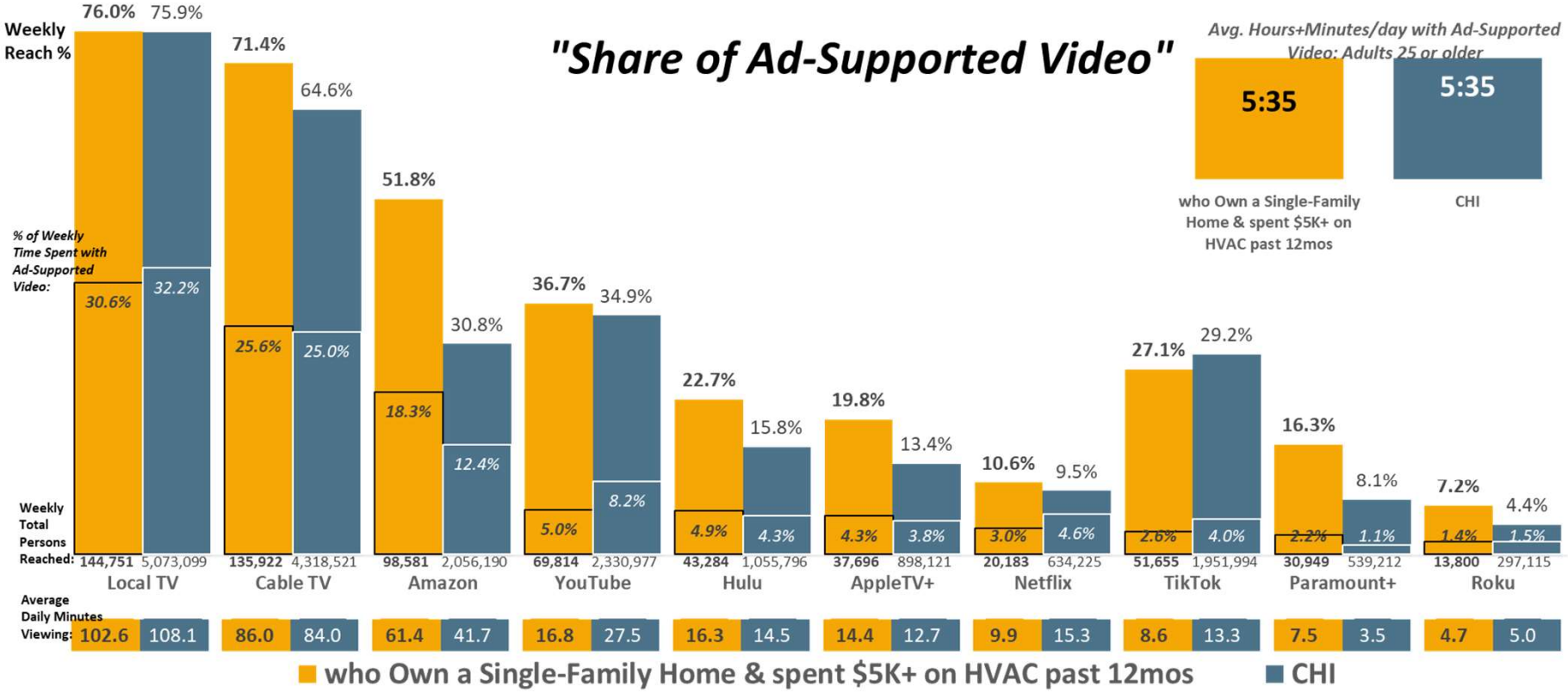
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



144,751 or 76.% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations for an average of 102.6 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 90 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,293

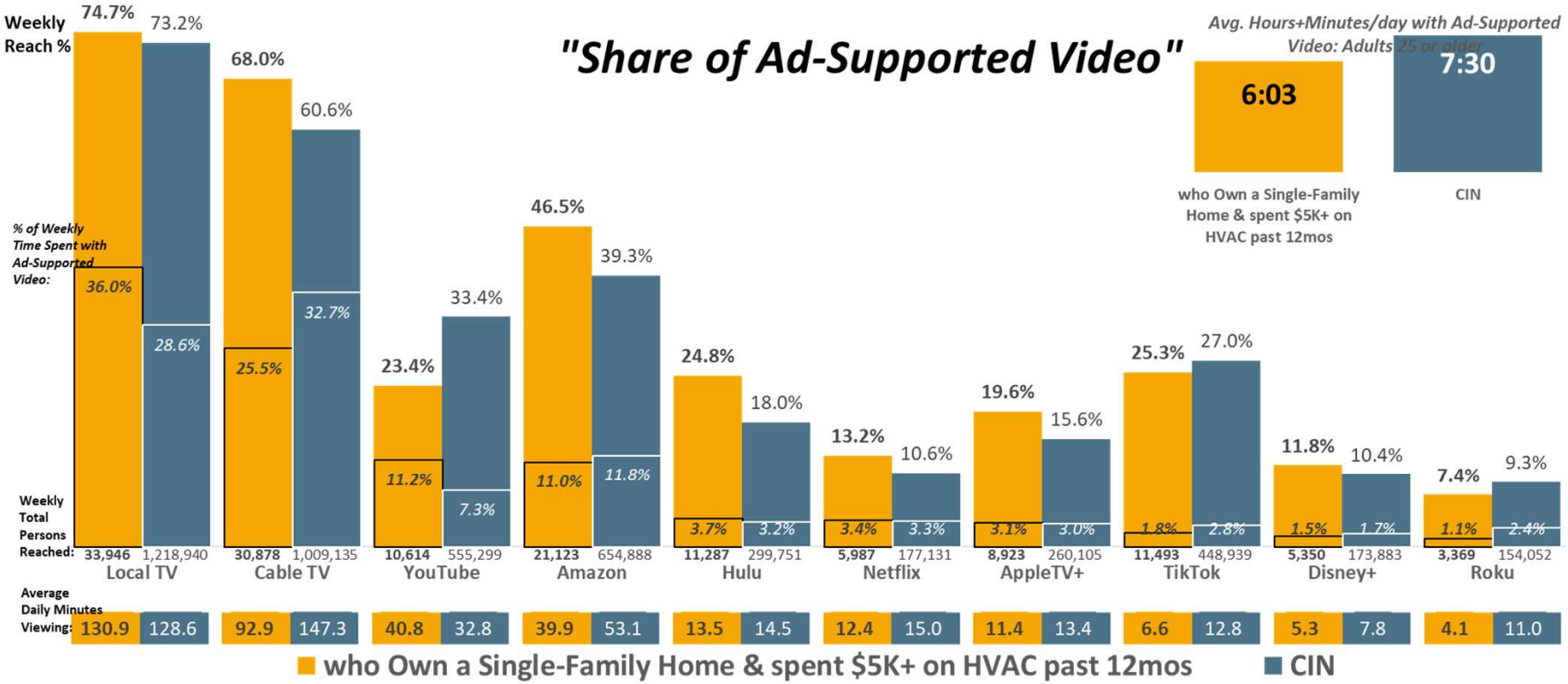
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



33,946 or 74.7% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations for an average of 130.9 minutes every day representing 36.% of all time spent daily with Ad-Supported Video.



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 48 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,762

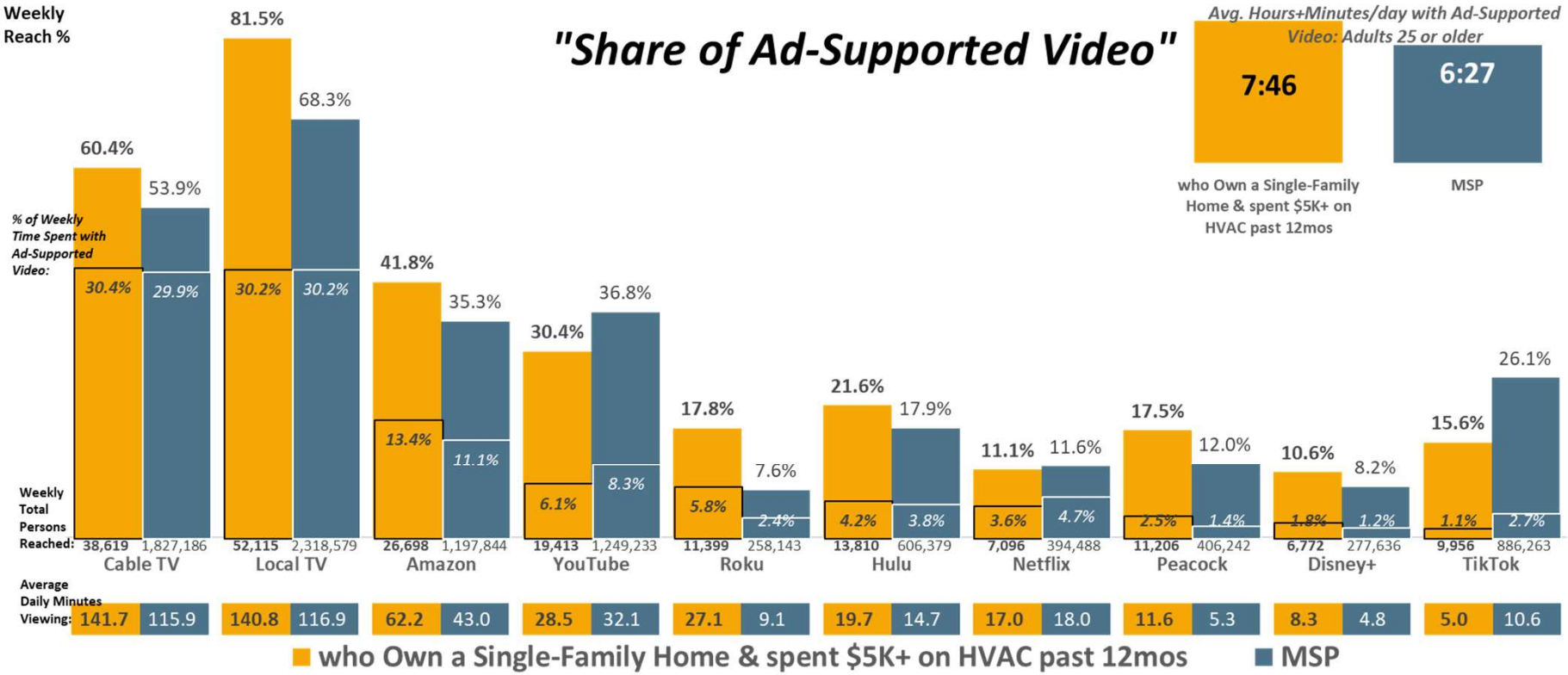
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



52,115 or 81.5% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations for an average of 140.8 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,706

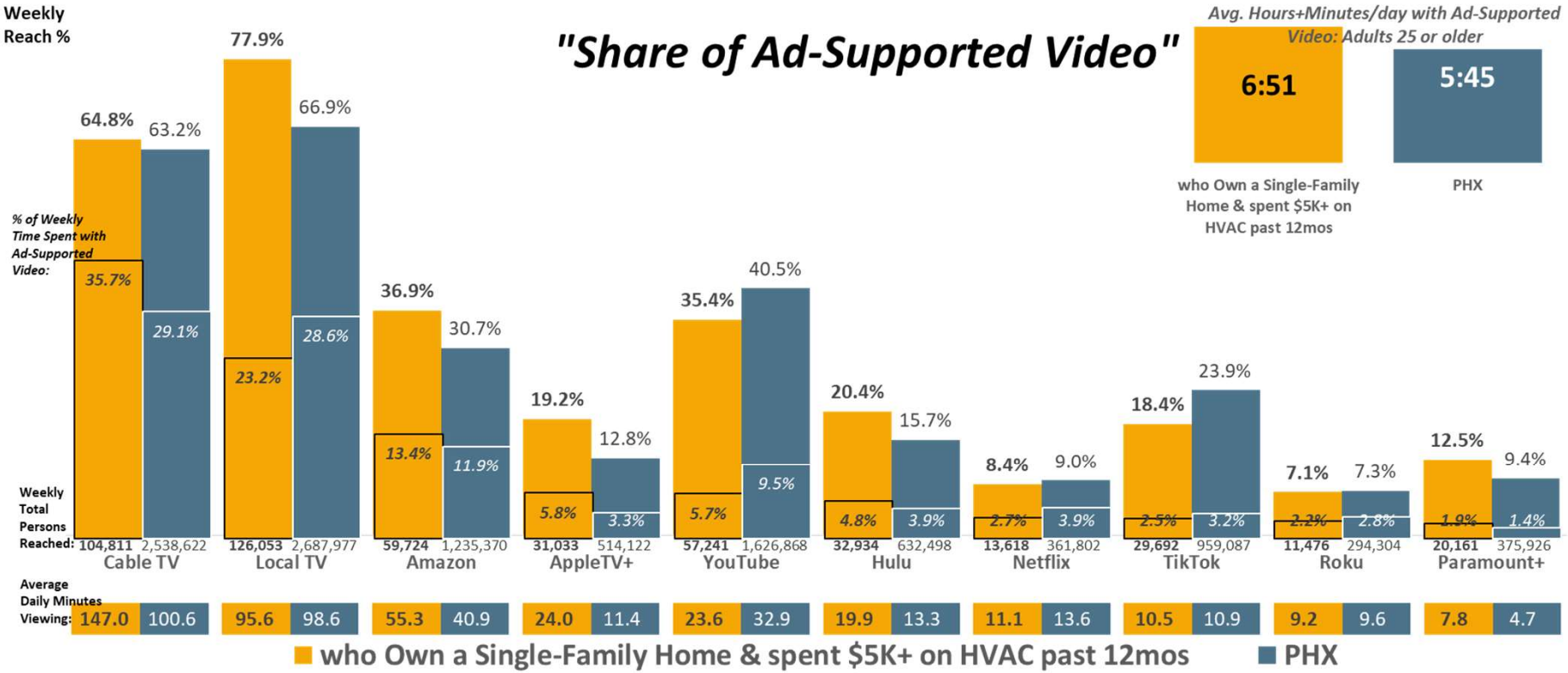
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



126,053 or 77.9% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations for an average of 95.6 minutes every day representing 23.2% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 104 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,150

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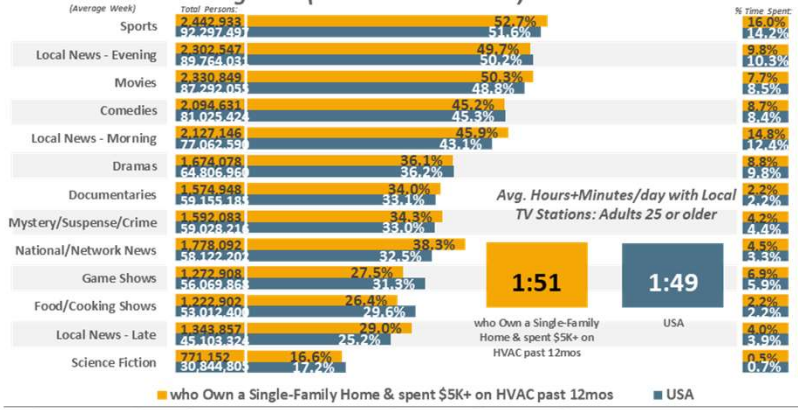
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

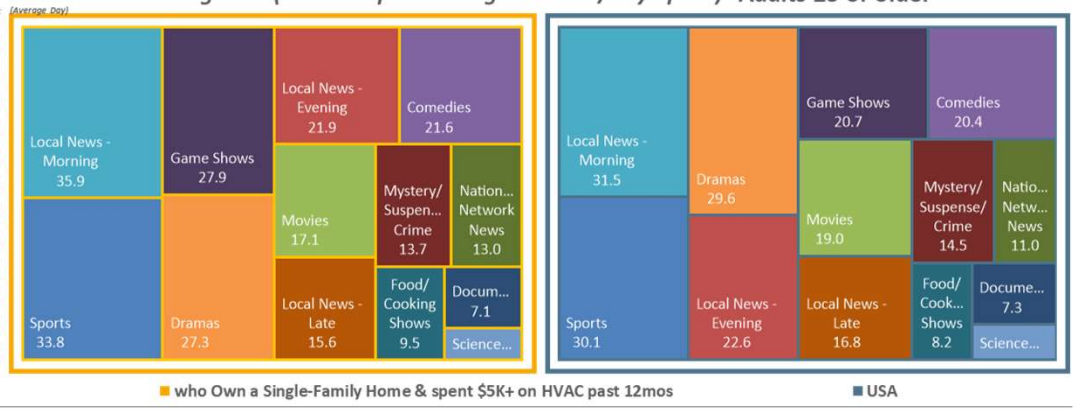


4,575,656 or 71.4% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Local News - Morning, Comedies, and Dramas.

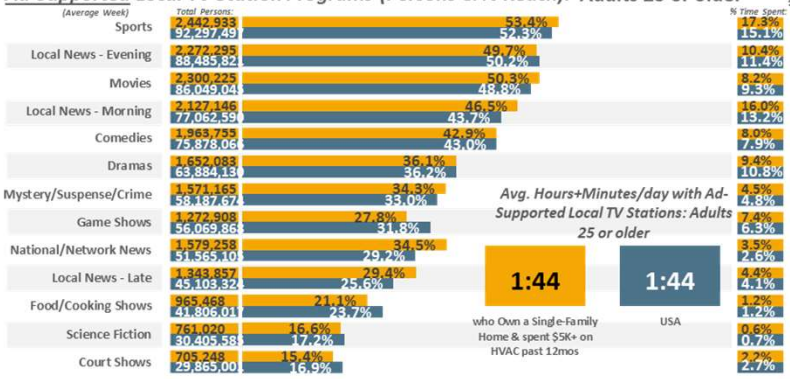
Local TV Station Programs (Persons & % Reach): Adults 25 or older



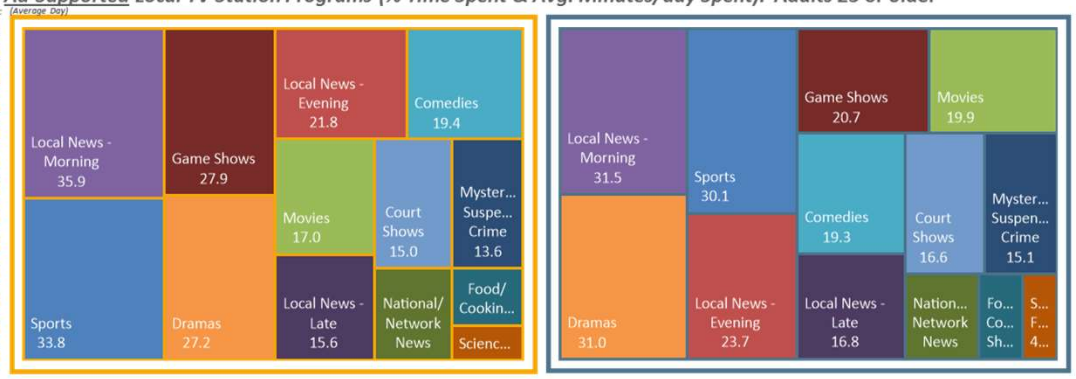
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

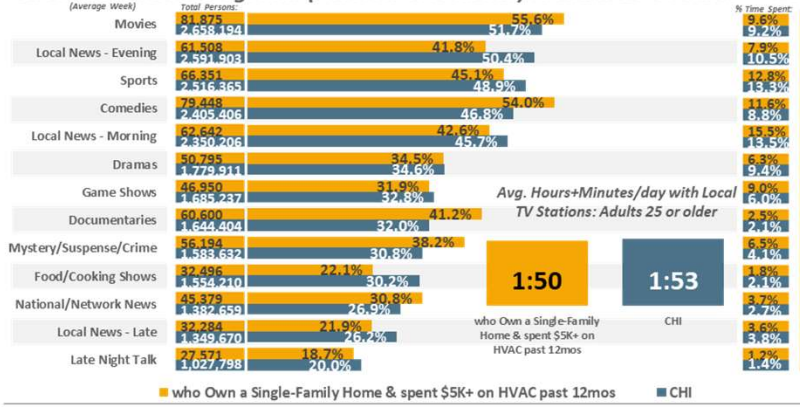
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

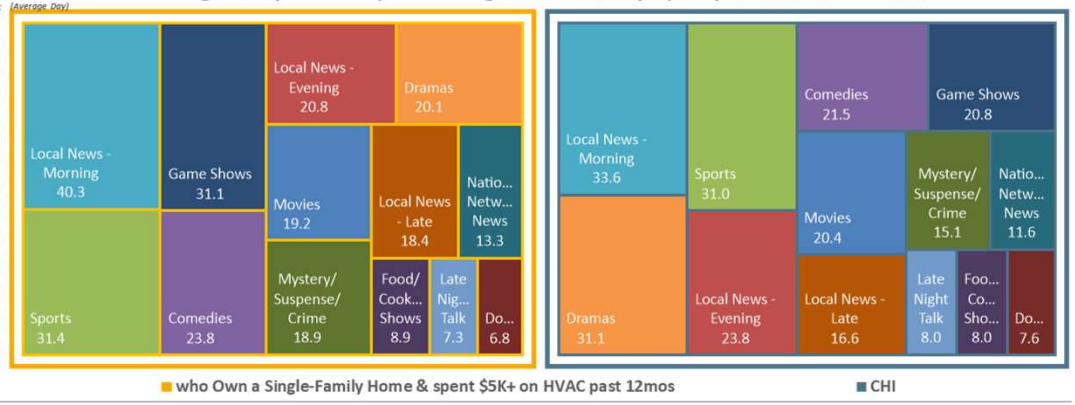


144,751 or 76.% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Comedies, Sports, Local News - Morning, Local News - Evening, and Mystery/Suspense/Crim

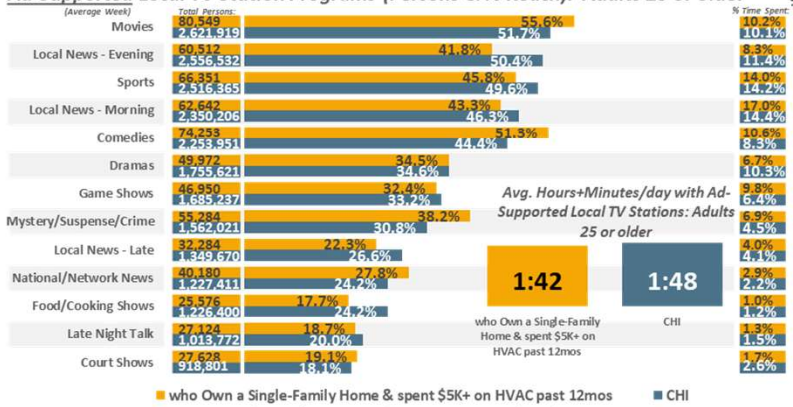
Local TV Station Programs (Persons & % Reach): Adults 25 or older



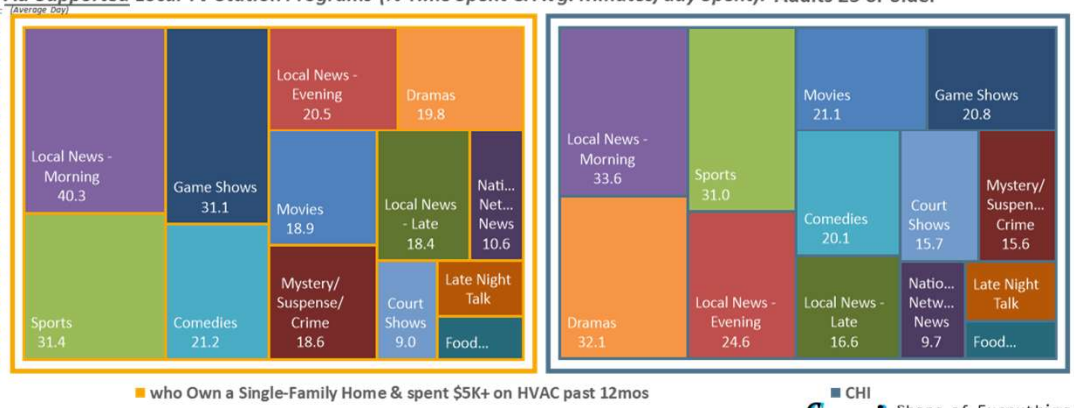
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 90

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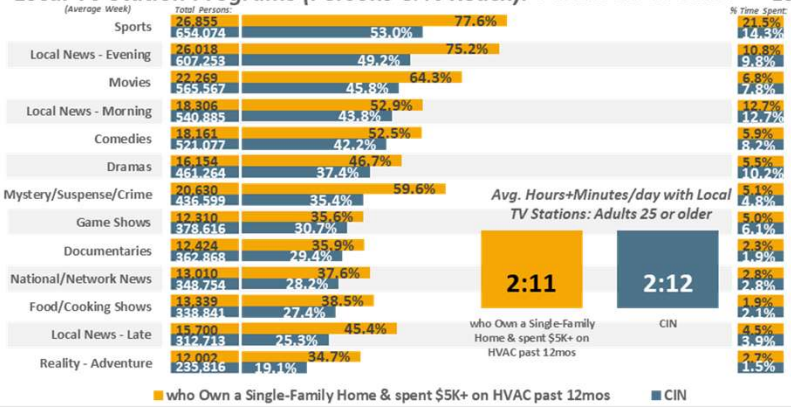
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

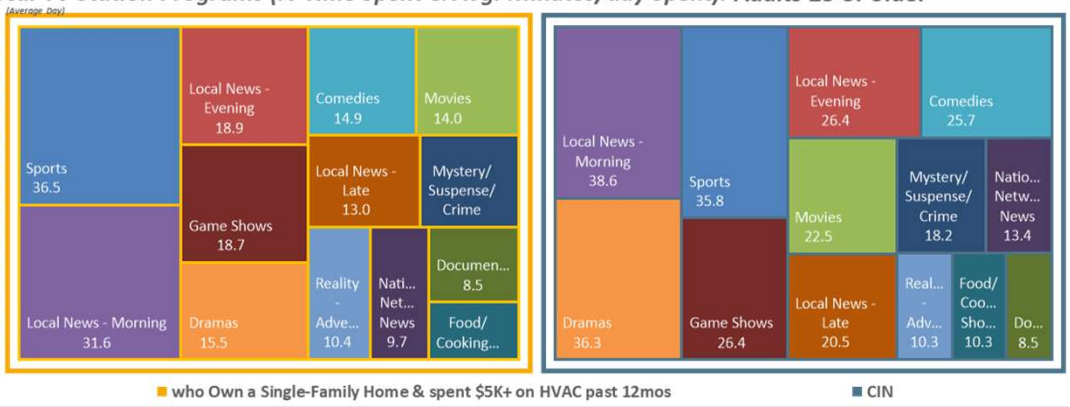


33,946 or 74.7% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Mystery/Suspense/Crime, Local News - Morning, and Comedie

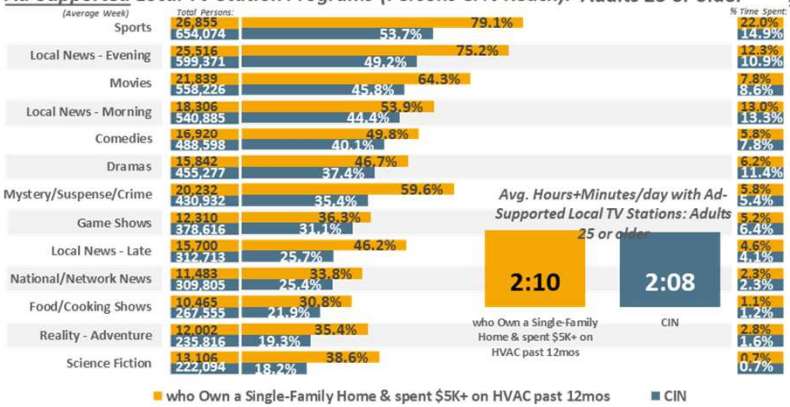
Local TV Station Programs (Persons & % Reach): Adults 25 or older



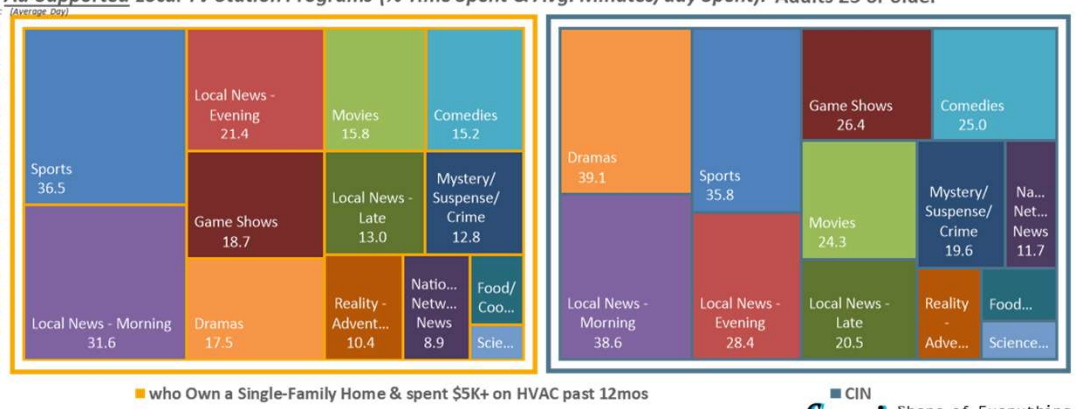
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 48

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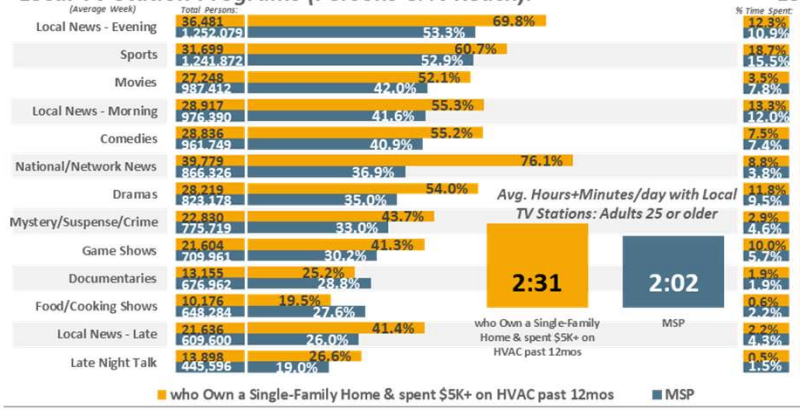
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

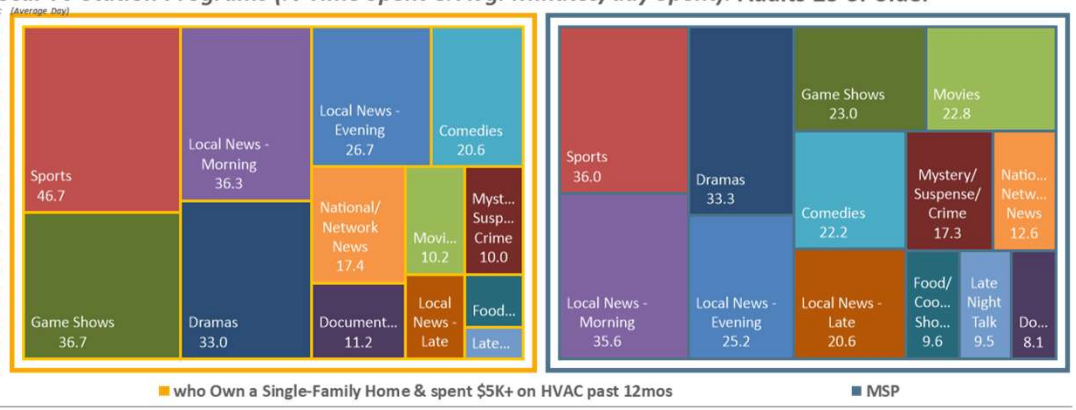


52,115 or 81.5% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, National/Network News, Sports, Local News - Morning, Dramas, and Comedies

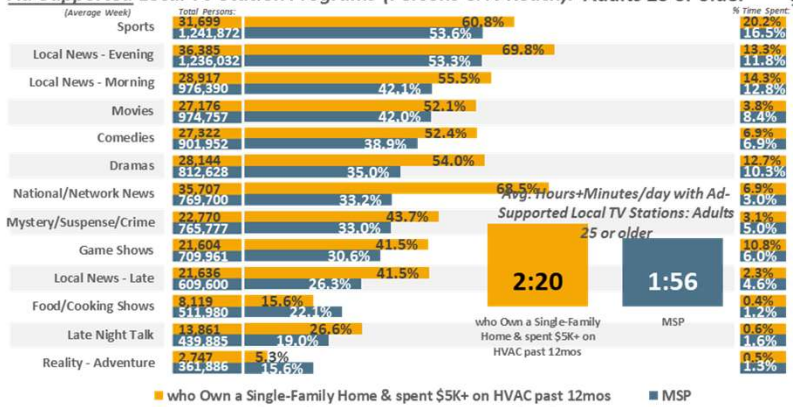
Local TV Station Programs (Persons & % Reach): Adults 25 or older



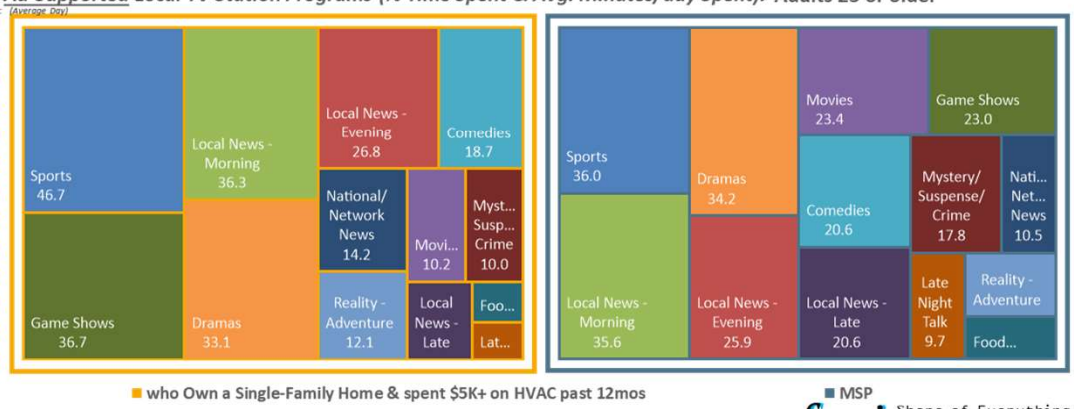
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

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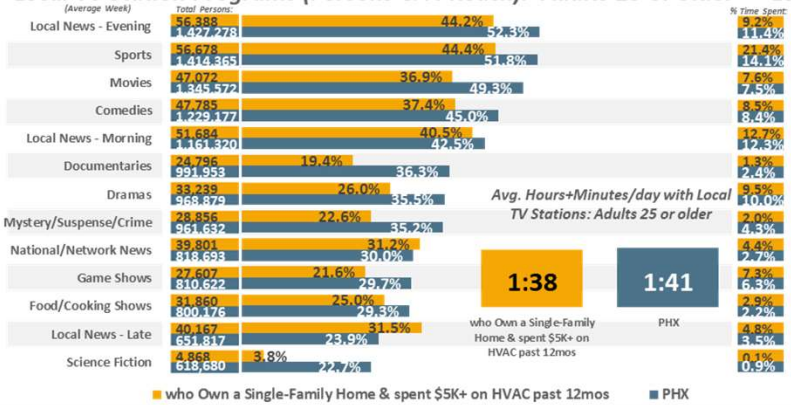
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

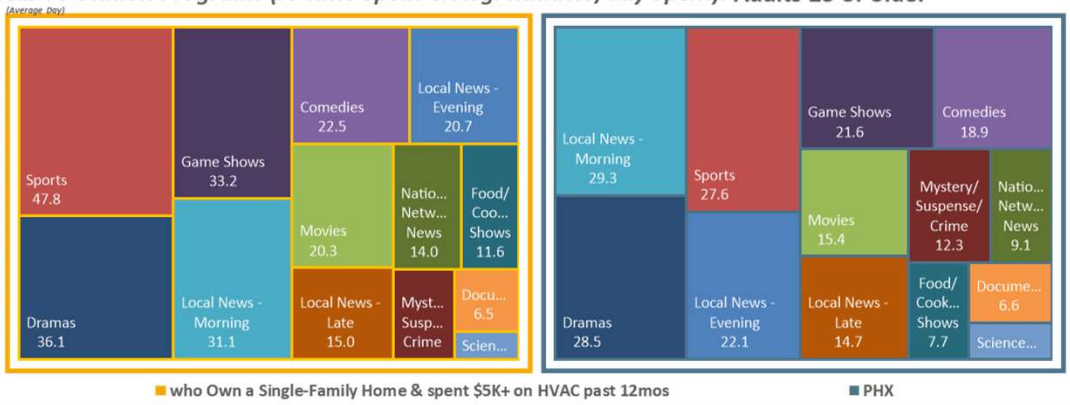


126,053 or 77.9% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Local News - Late.

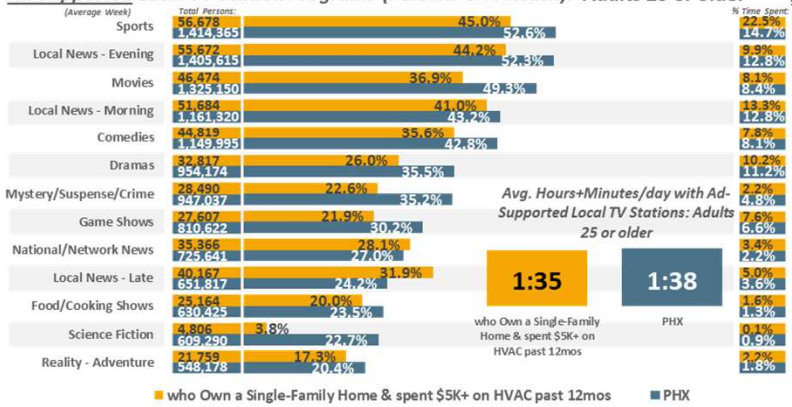
Local TV Station Programs (Persons & % Reach): Adults 25 or older



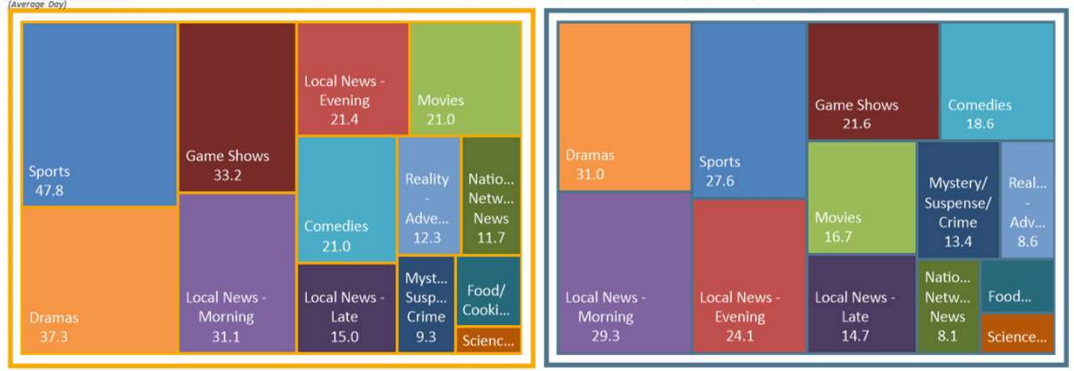
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 104

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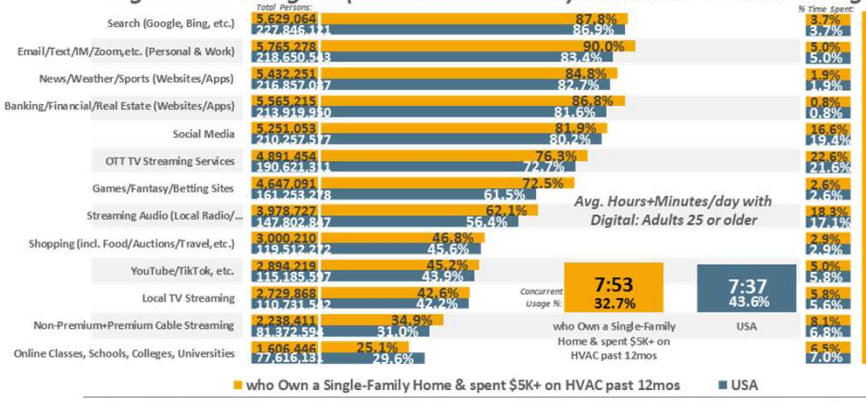
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

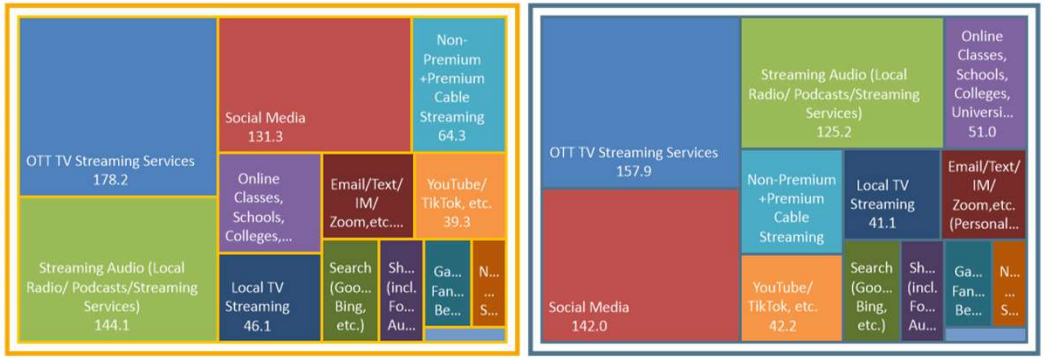


4,661,124 or 72.7% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported Social Media for an average of 116.6 minutes every day representing 19.2% of all time spent daily with Ad-Supported Digital Media.

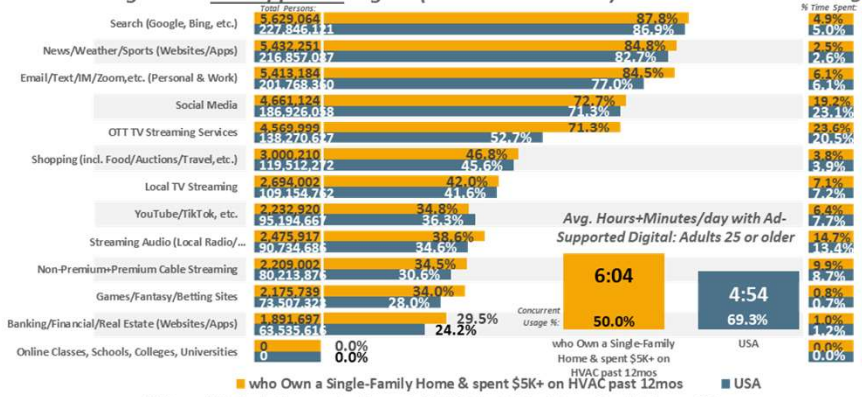
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



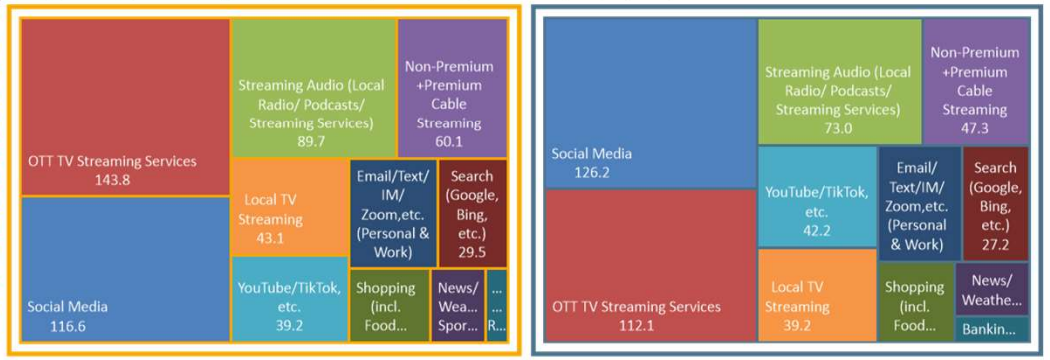
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

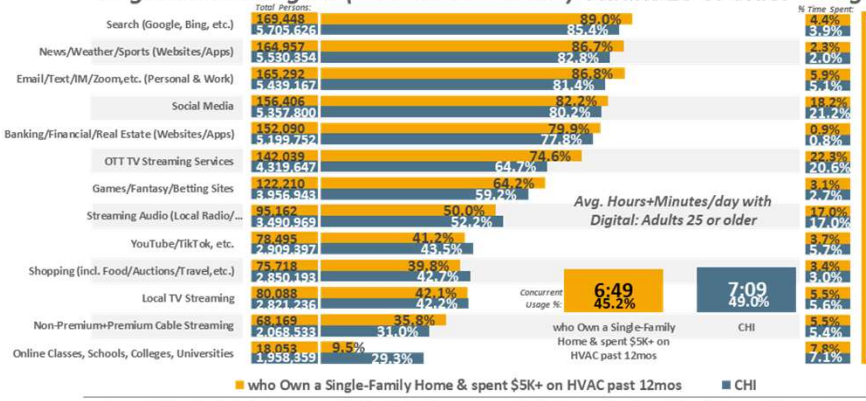
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

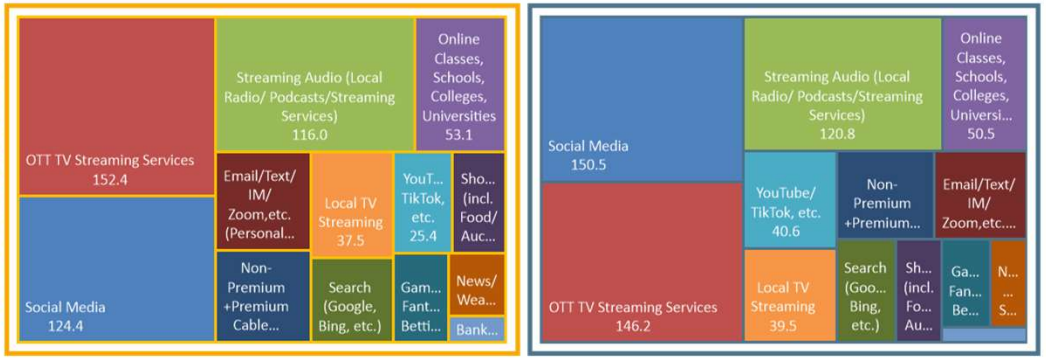


148,607 or 78.1% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported Social Media for an average of 118.2 minutes every day representing 22.2% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 or older

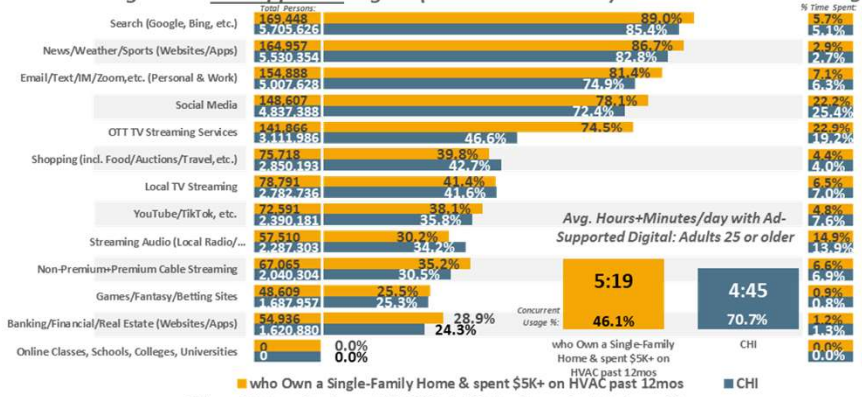


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

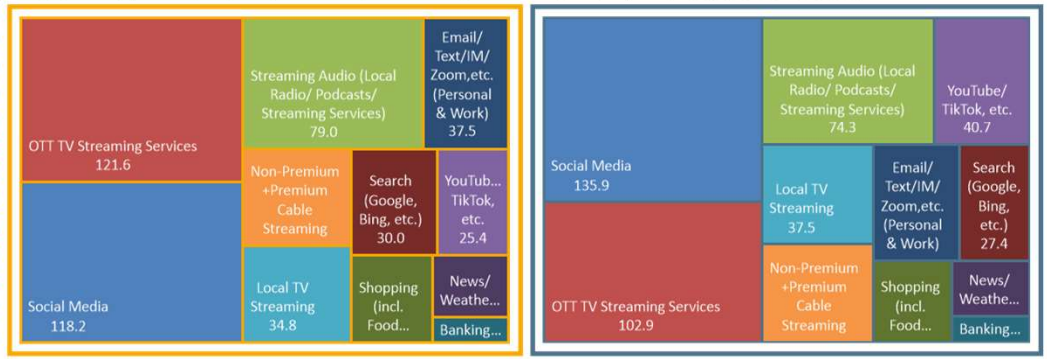


■ who Own a Single-Family Home & spent $5K+ on HVAC past 12mos ■ CHI

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



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



■ who Own a Single-Family Home & spent $5K+ on HVAC past 12mos ■ CHI

CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 90

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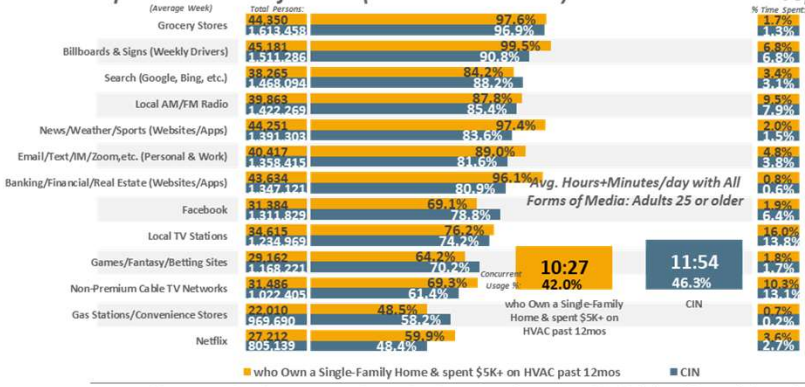
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

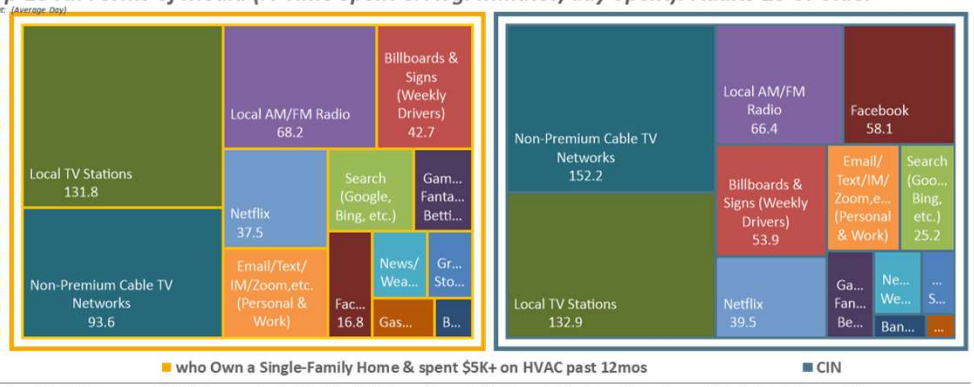


Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 7 hours and 43 minutes each day with All Forms of Ad-Supported Media. 84.6% listen to Local AM/FM Radio for an avg. of 63.7 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

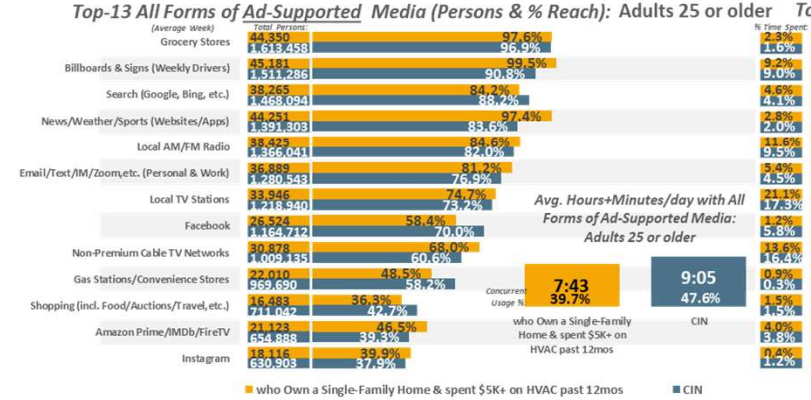
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



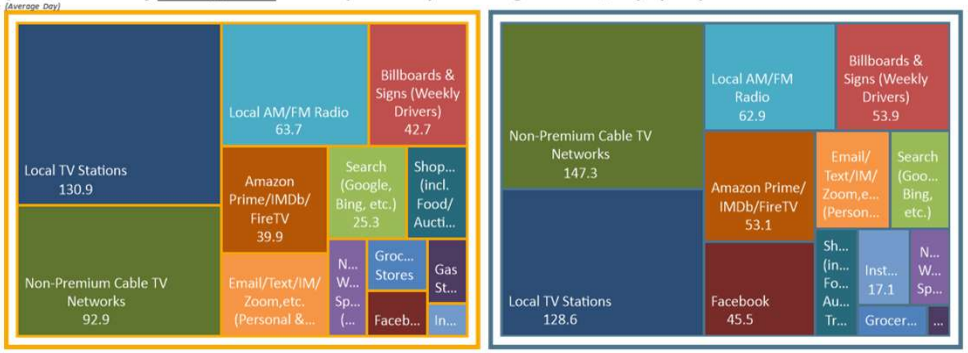
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 48

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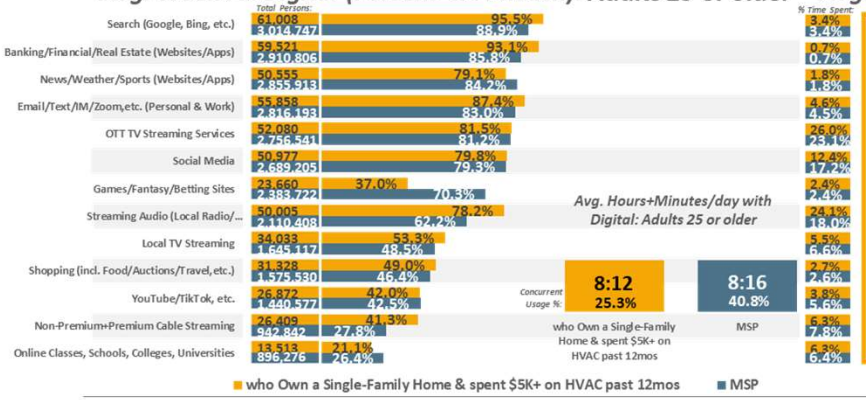
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

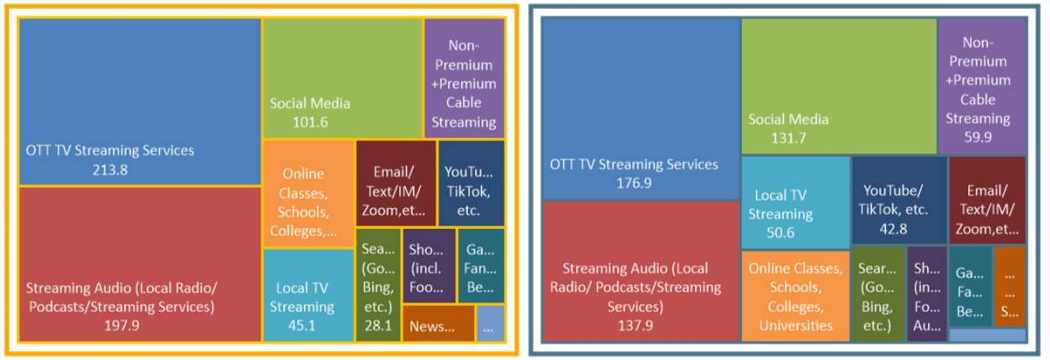


50,478 or 79.% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported Social Media for an average of 100.6 minutes every day representing 16.1% of all time spent daily with Ad-Supported Digital Media.

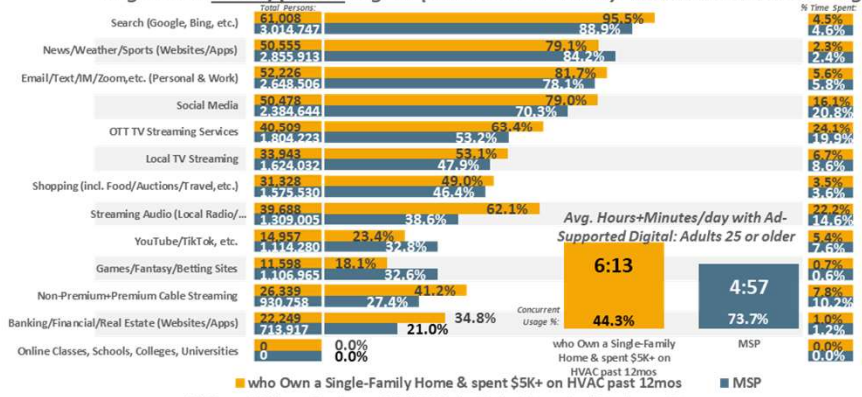
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



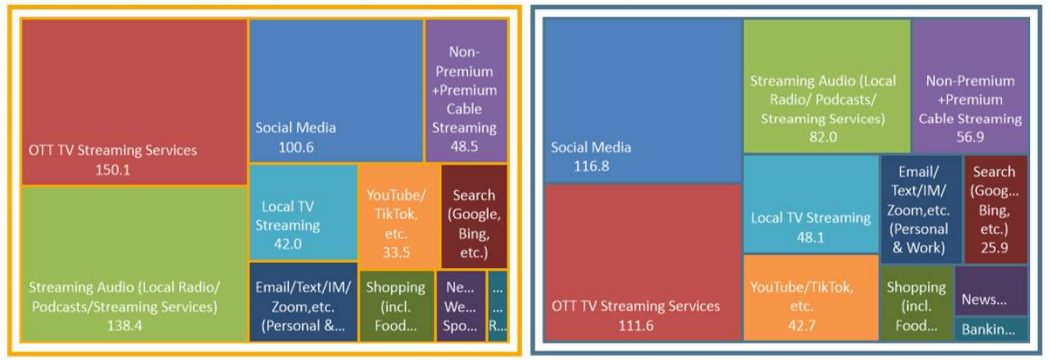
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

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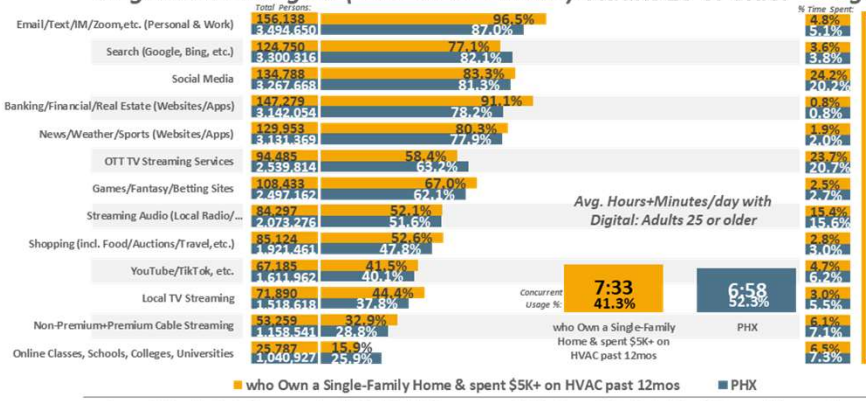
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

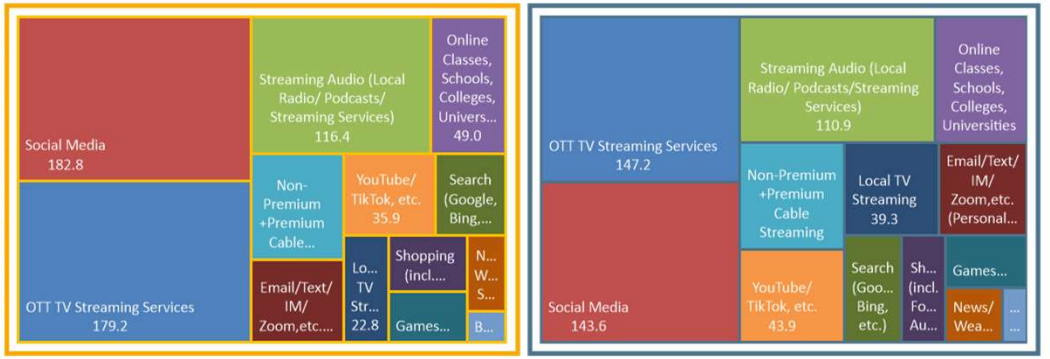


122,122 or 75.5% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported Social Media for an average of 165.7 minutes every day representing 28.9% of all time spent daily with Ad-Supported Digital Media.

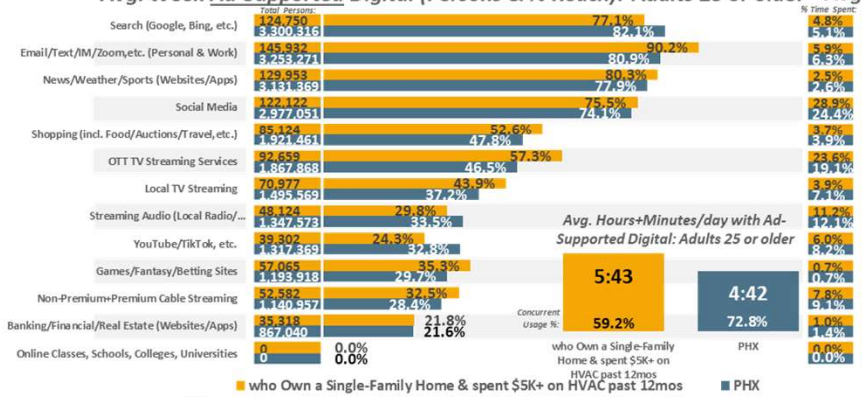
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



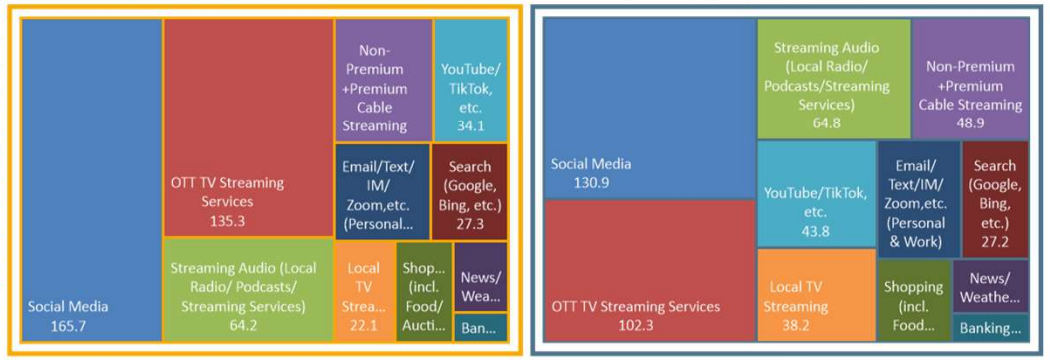
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 104

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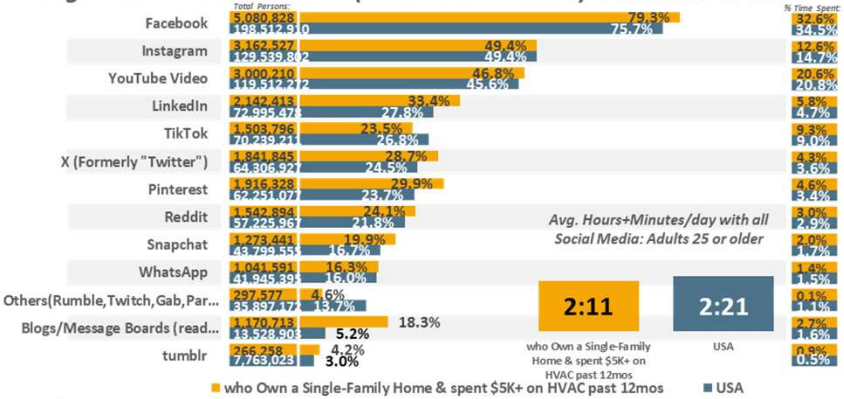
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

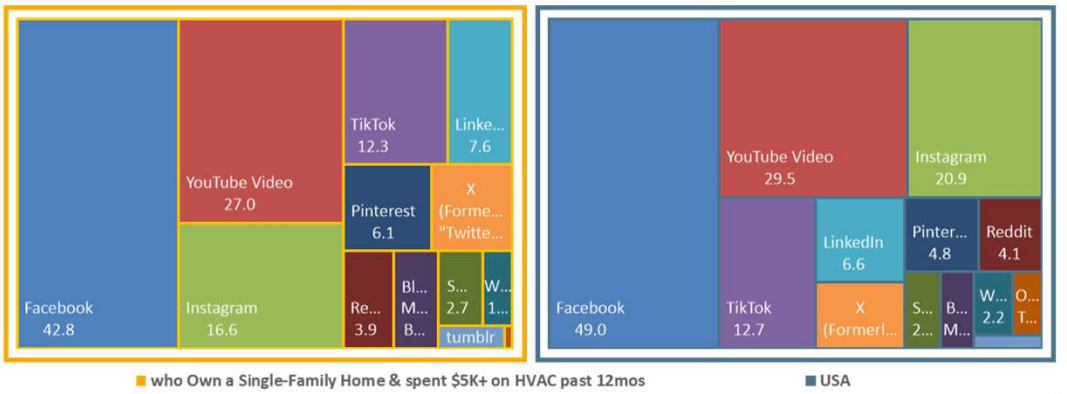


4,661,124 or 72.7% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported Facebook for an average of 36.7 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.

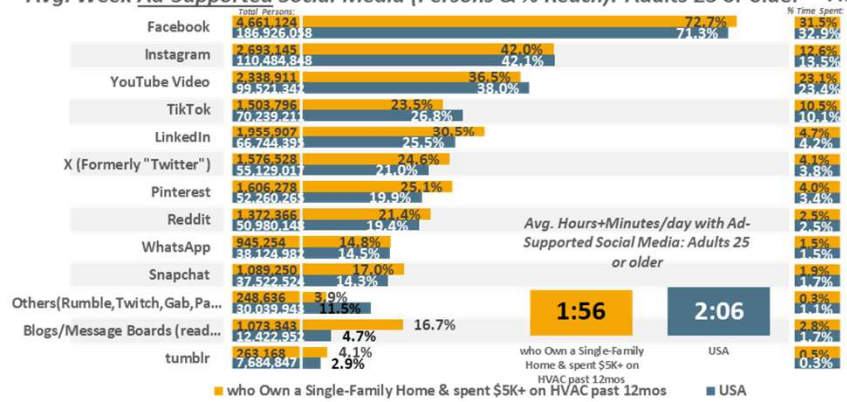
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



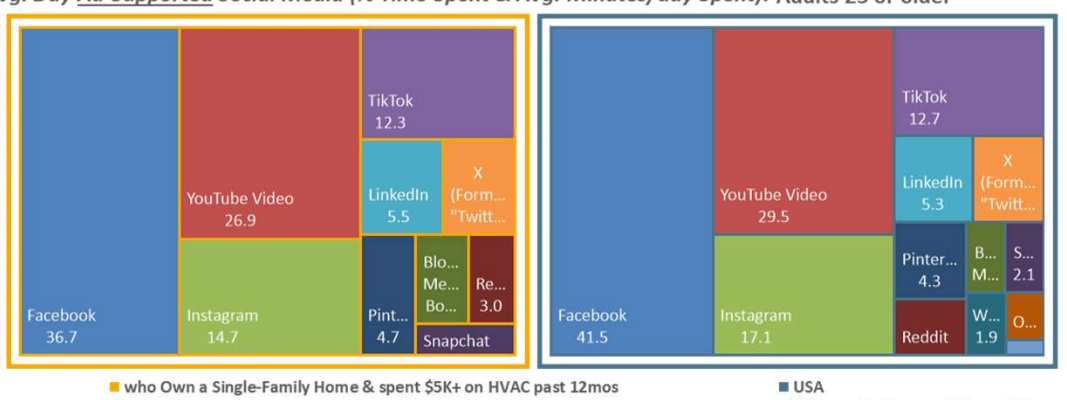
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

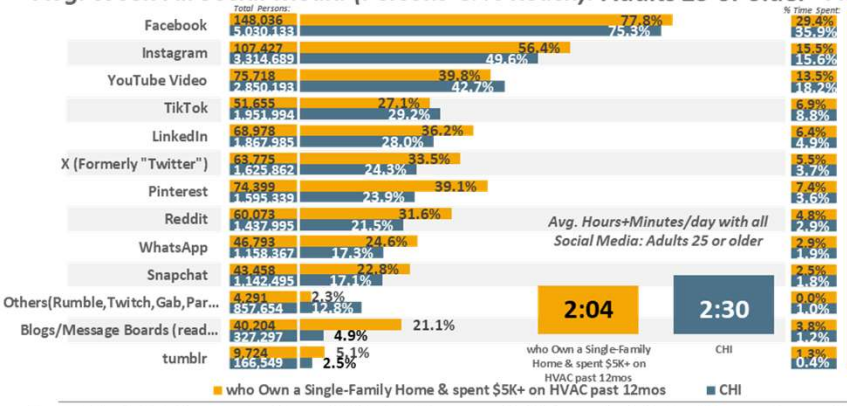
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

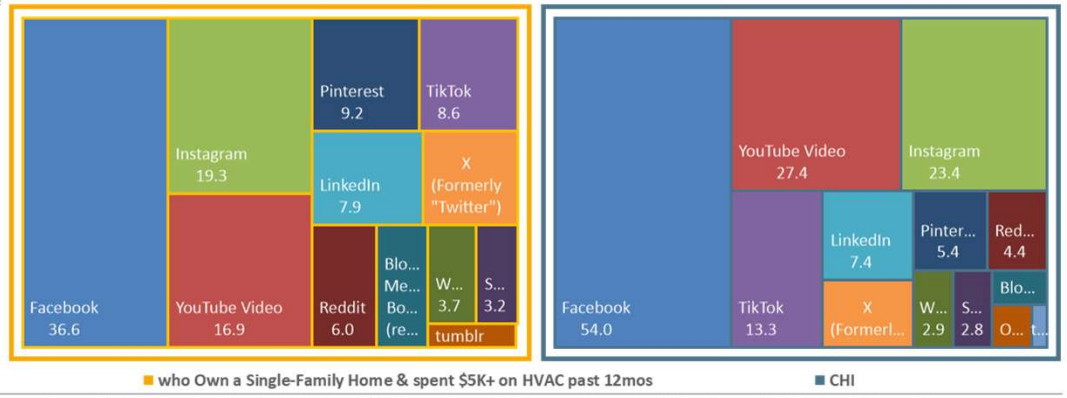


148,036 or 77.8% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported Facebook for an average of 40. minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

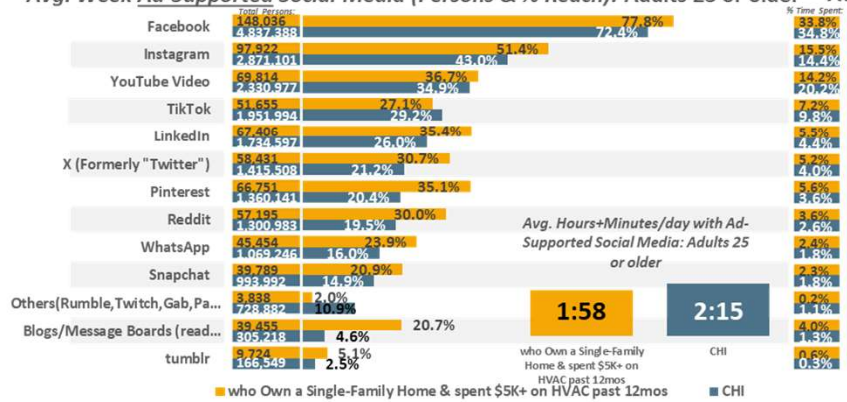
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



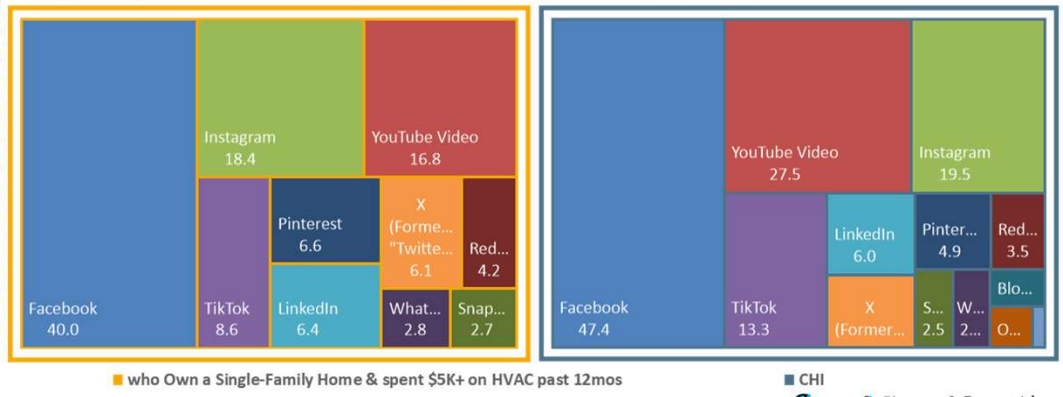
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 90

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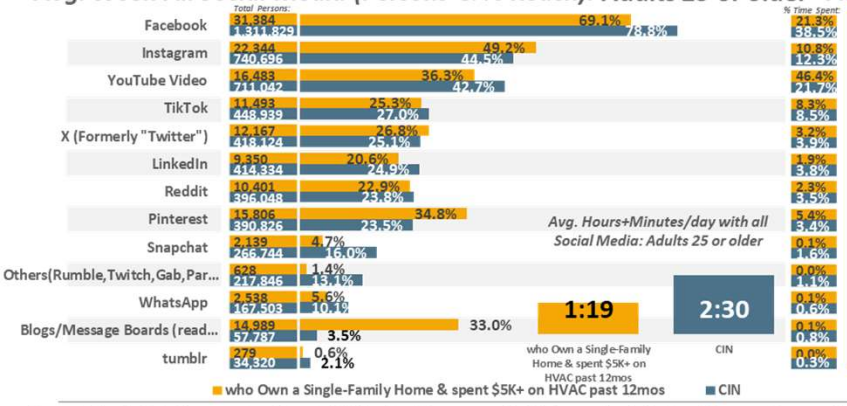
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

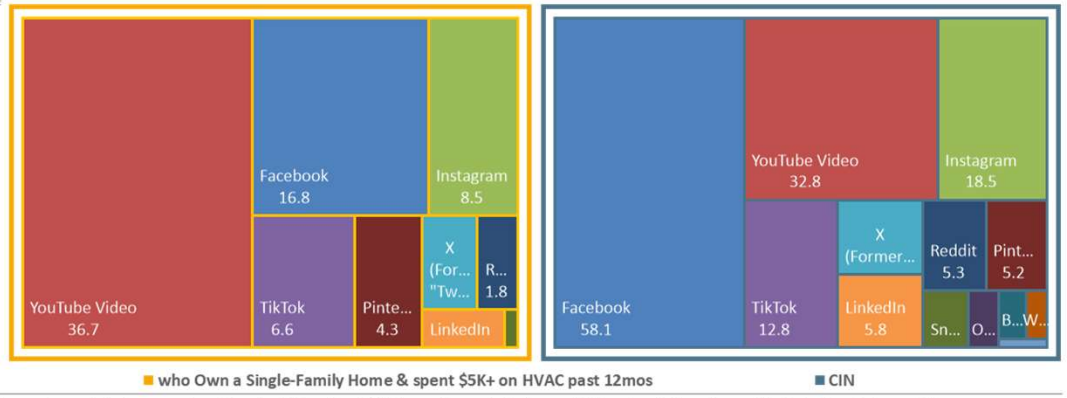


10,614 or 23.4% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported YouTube Video for an average of 40.8 minutes every day representing 61.1% of all time spent daily with Ad-Supported Social Media.

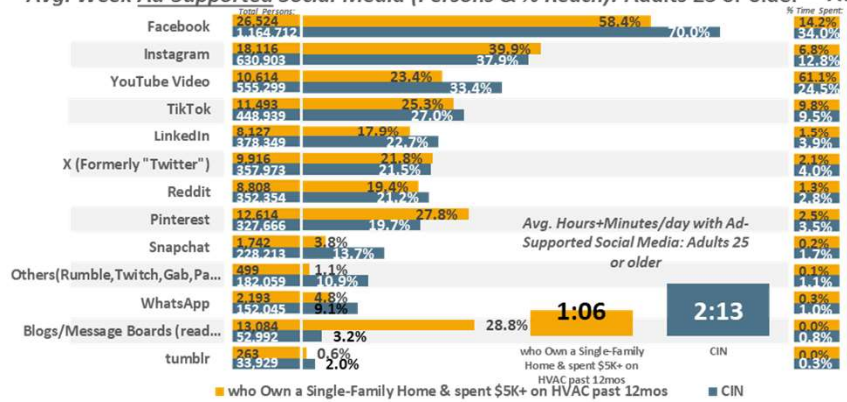
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



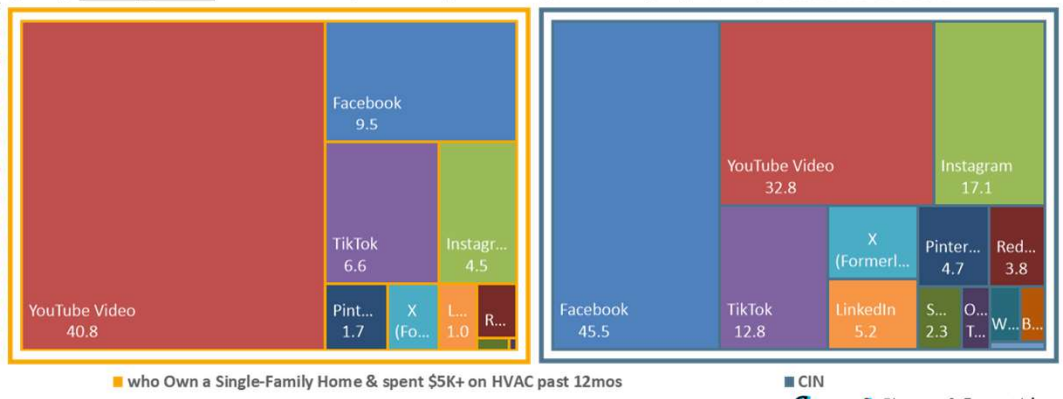
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 48

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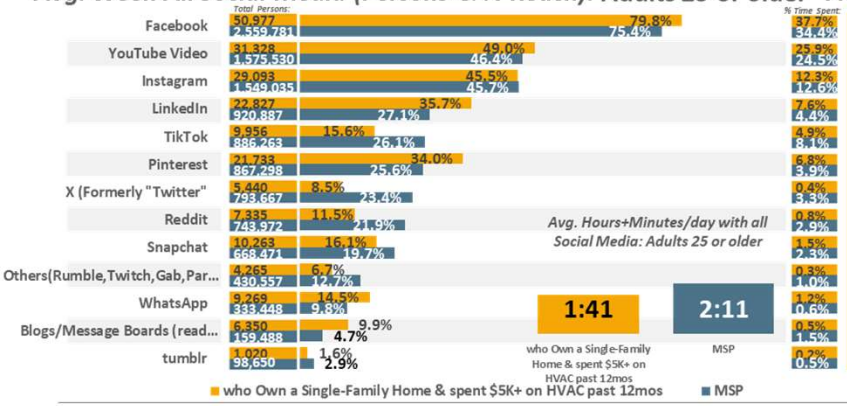
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

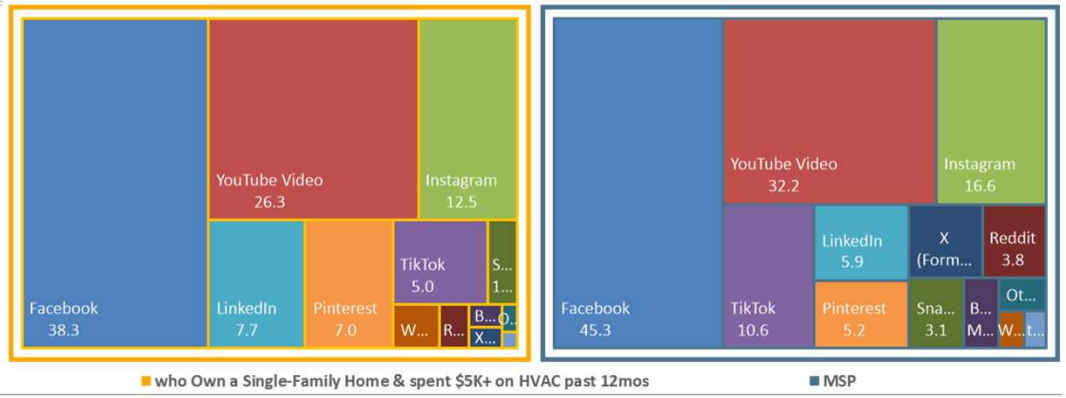


50,478 or 79.% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported Facebook for an average of 35.4 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

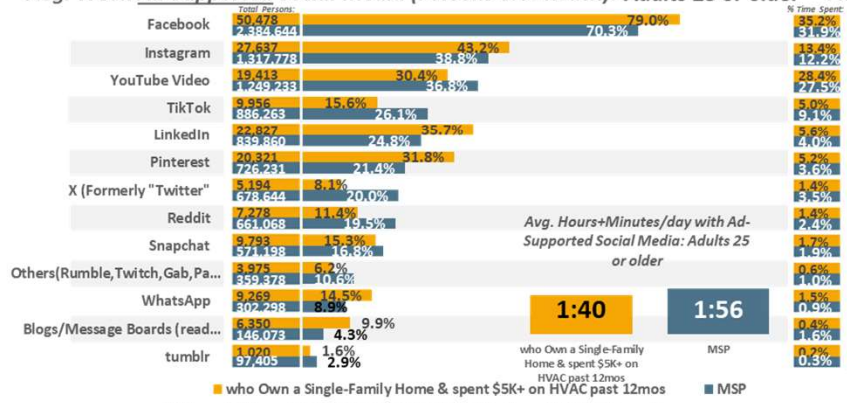
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



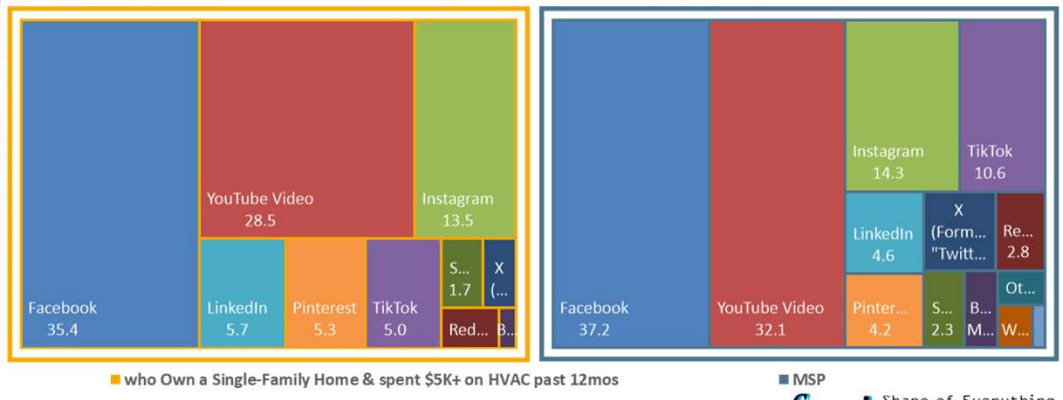
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

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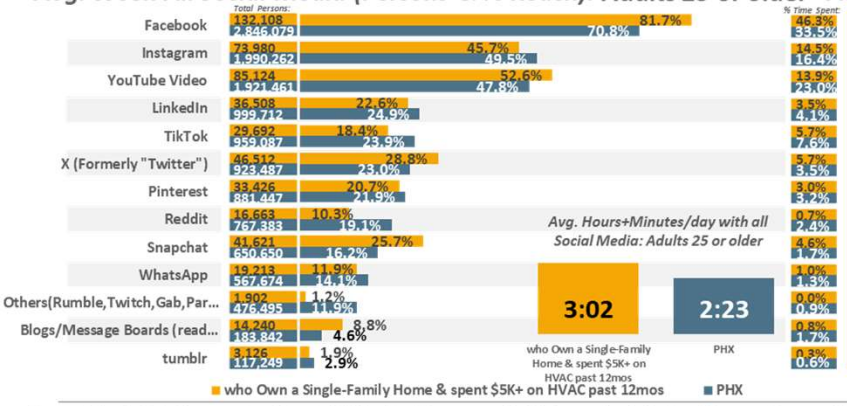
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

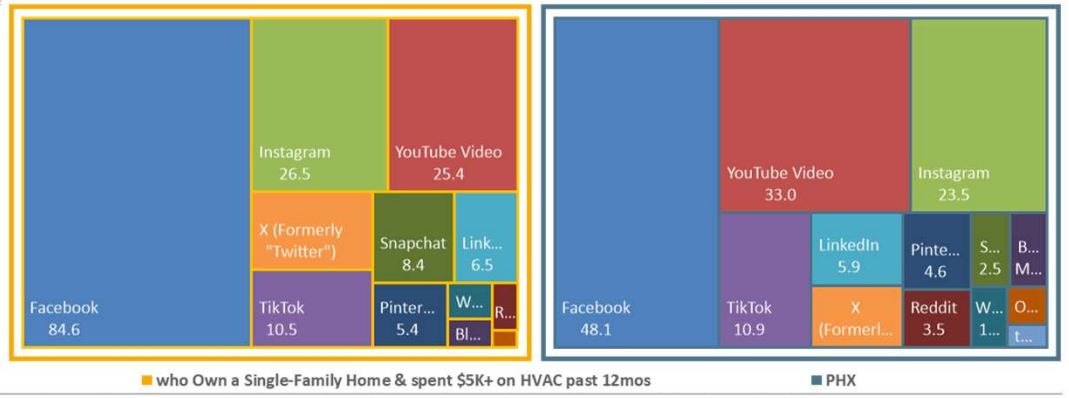


122,122 or 75.5% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported Facebook for an average of 71.1 minutes every day representing 42.9% of all time spent daily with Ad-Supported Social Media.

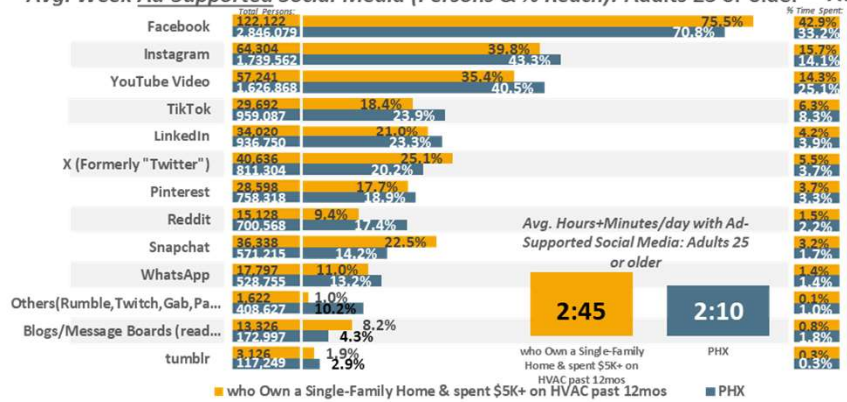
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



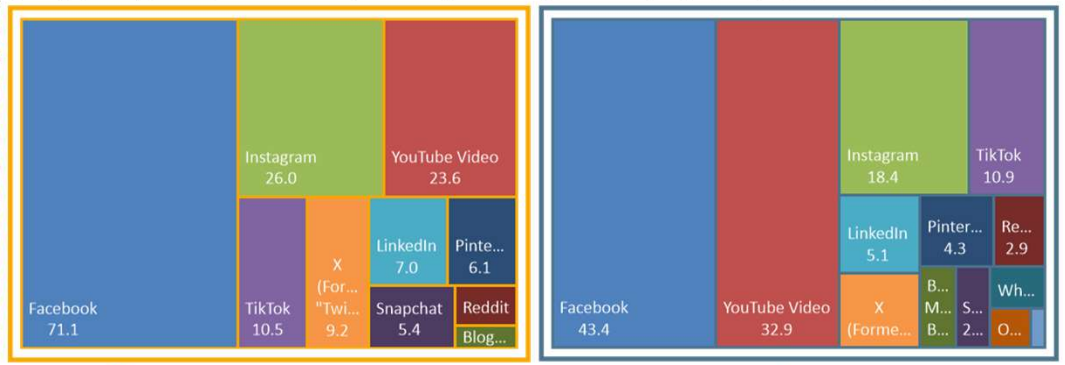
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 104

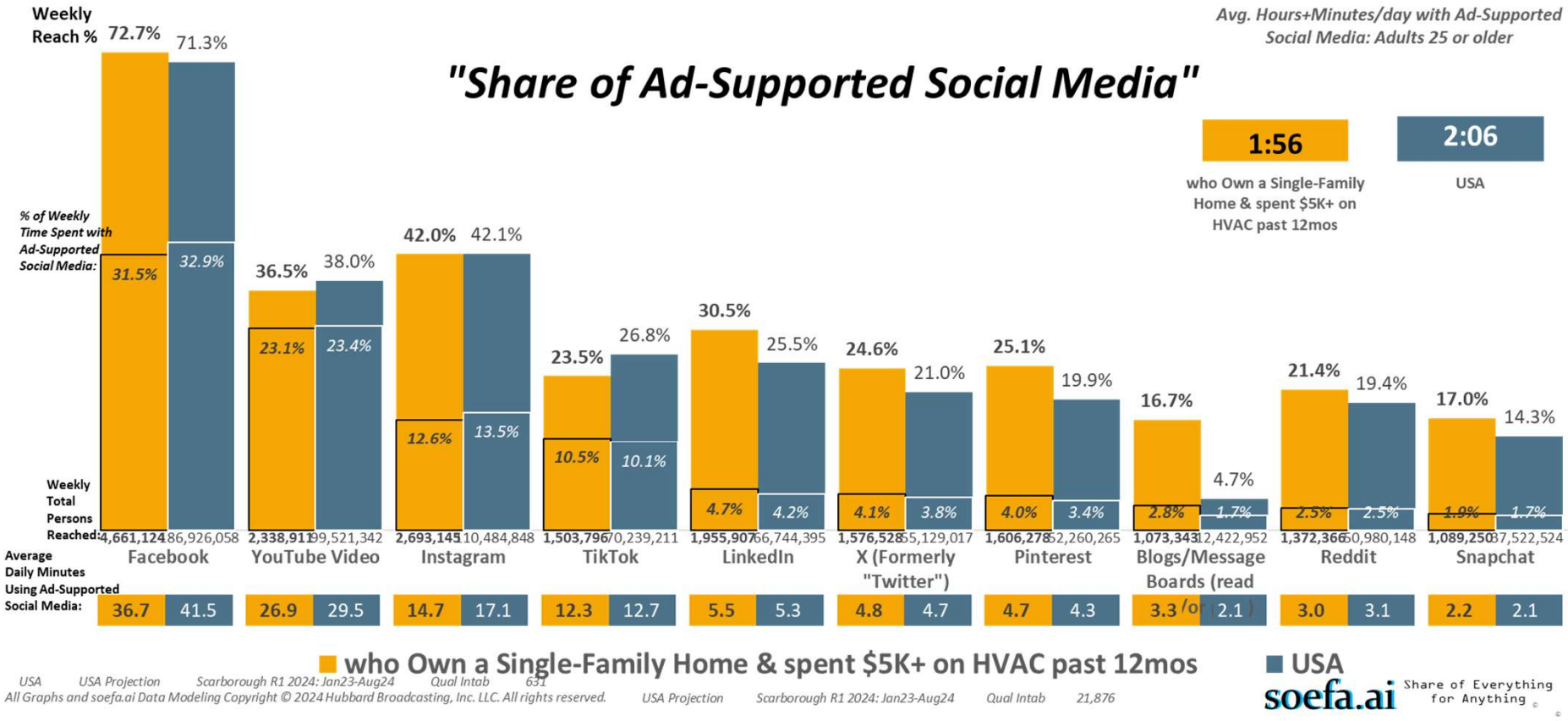
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



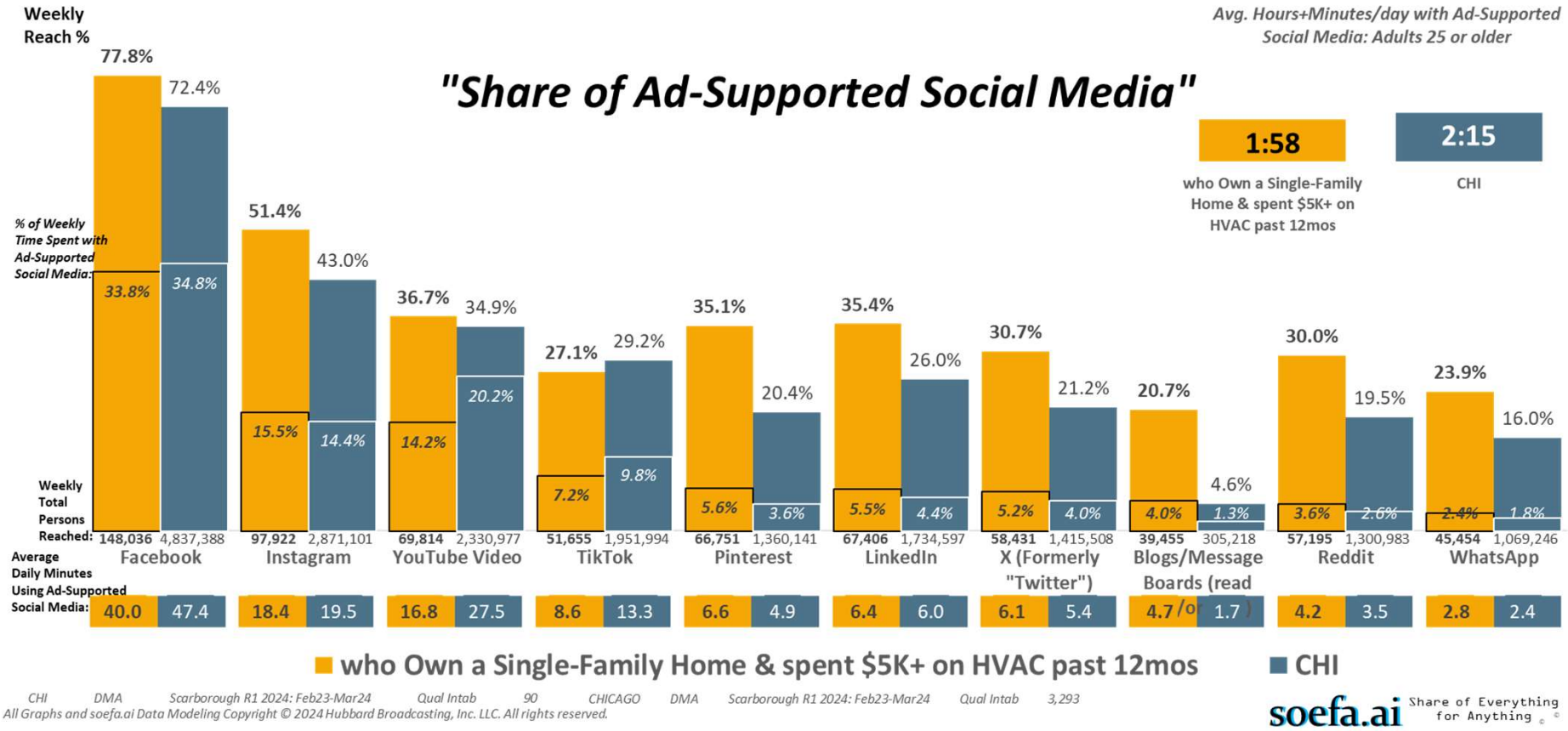
4,661,124 or 72.7% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported Facebook for an average of 36.7 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.



[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



148,036 or 77.8% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported Facebook for an average of 40. minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 90 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,293

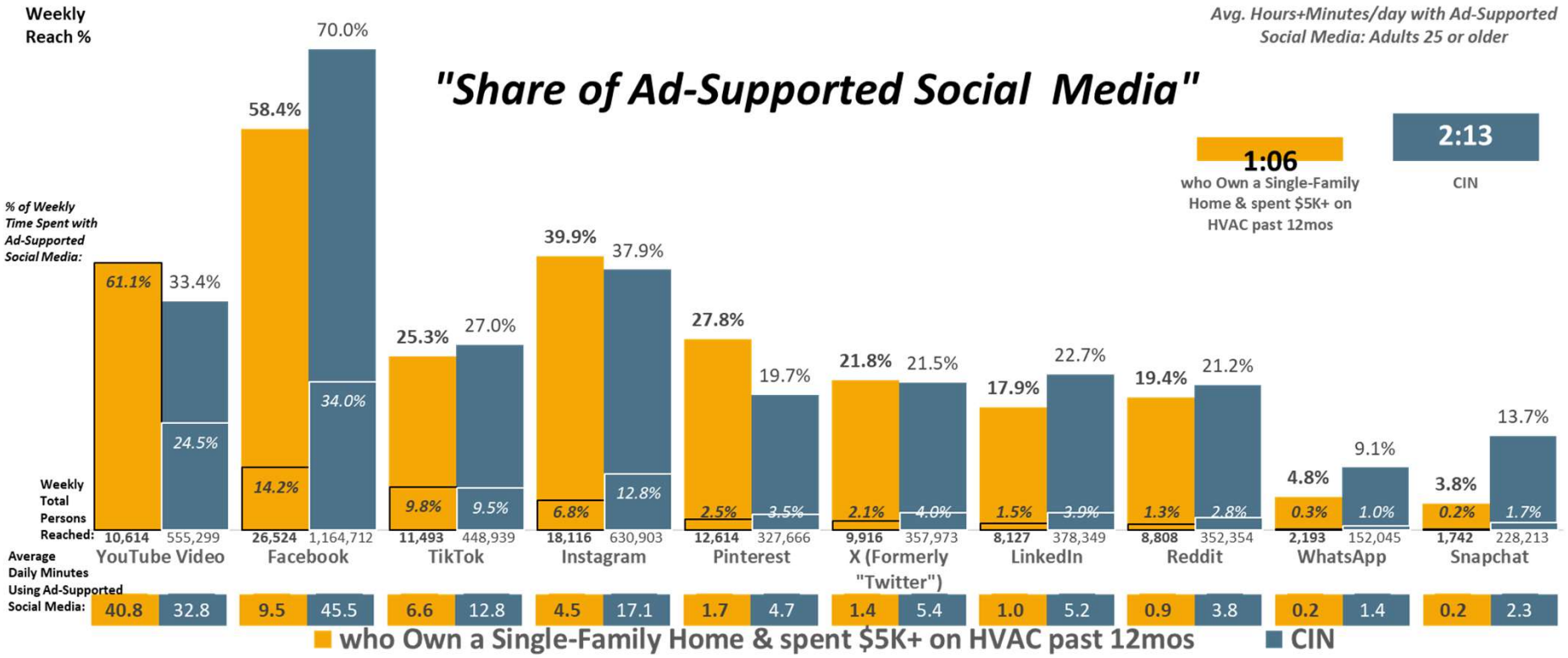
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



10,614 or 23.4% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported YouTube Video for an average of 40.8 minutes every day representing 61.1% of all time spent daily with Ad-Supported Social Media.



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 48 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,762

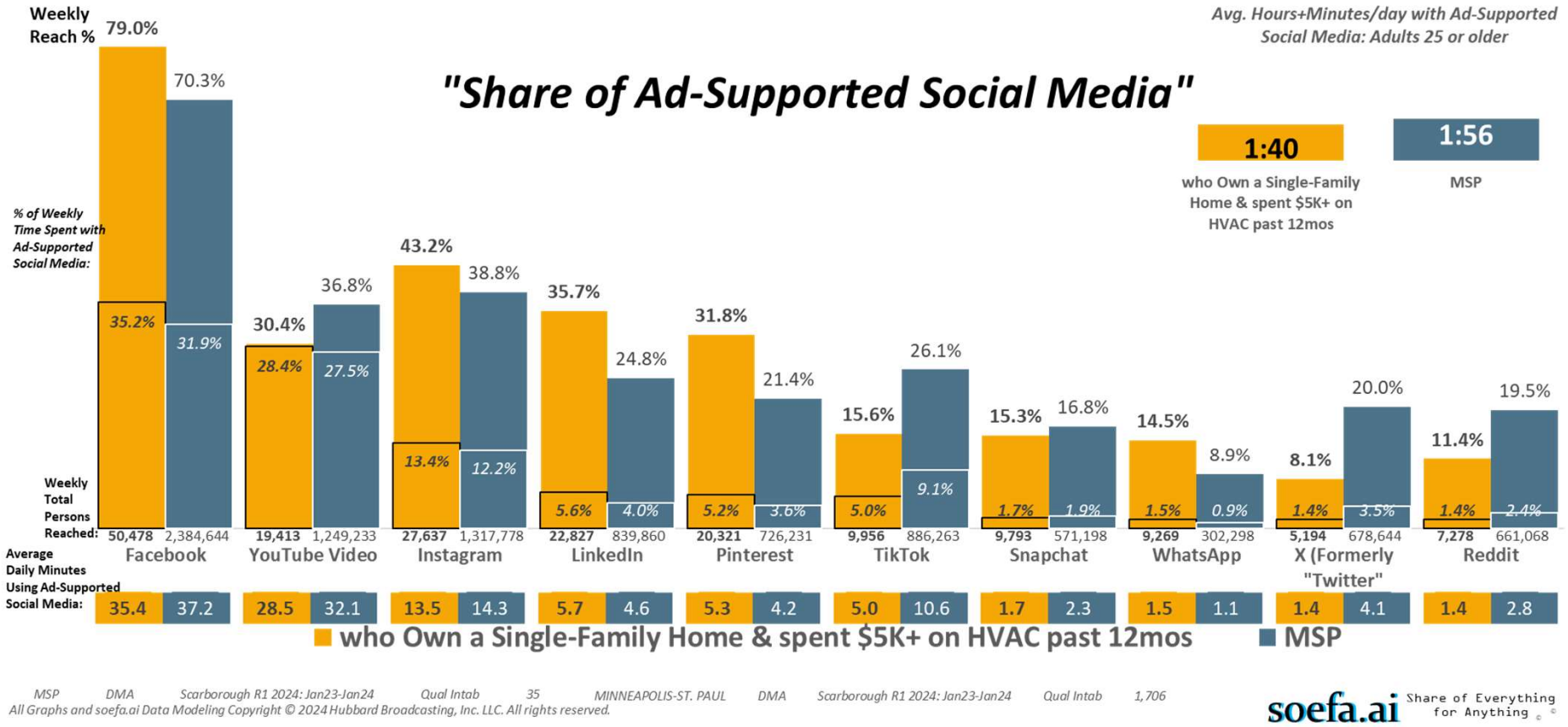
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



50,478 or 79.% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported Facebook for an average of 35.4 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,706

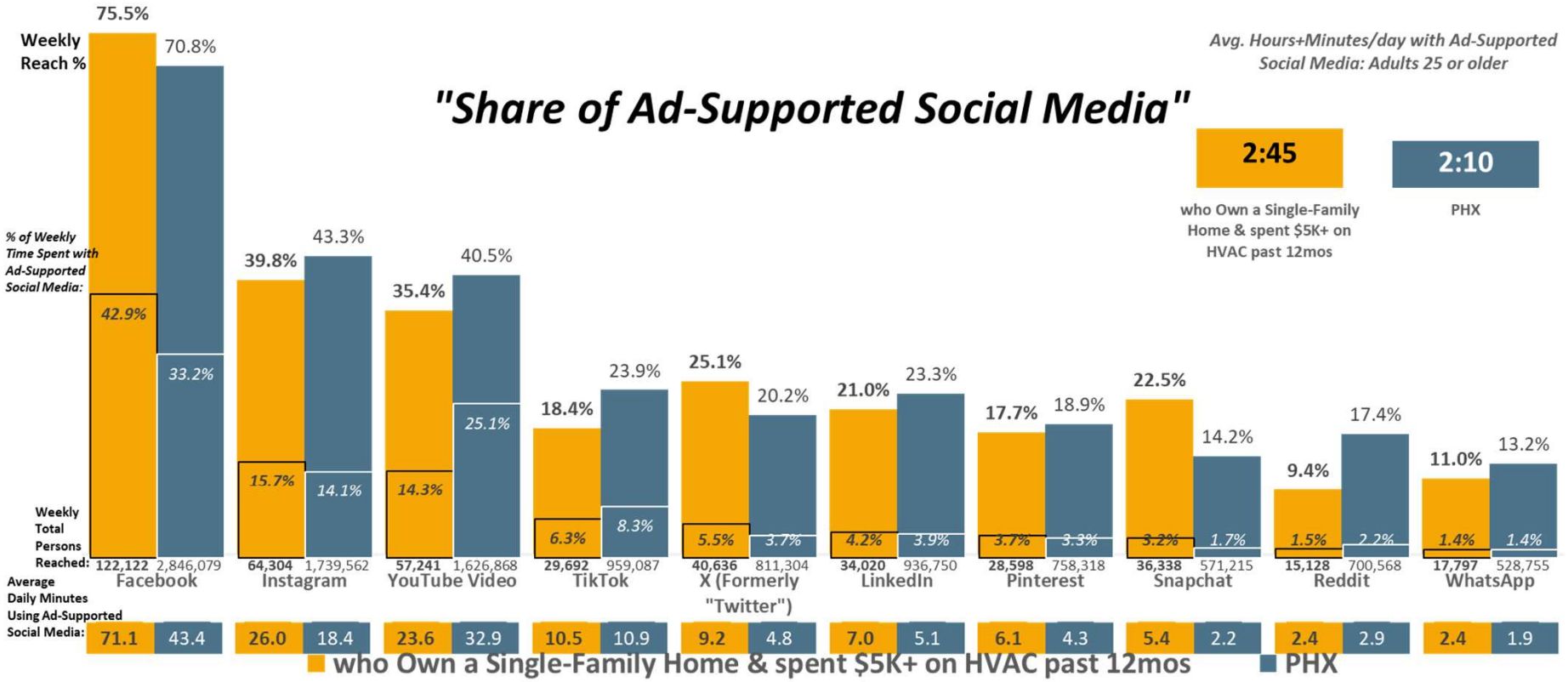
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[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



122,122 or 75.5% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported Facebook for an average of 71.1 minutes every day representing 42.9% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 104 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,150

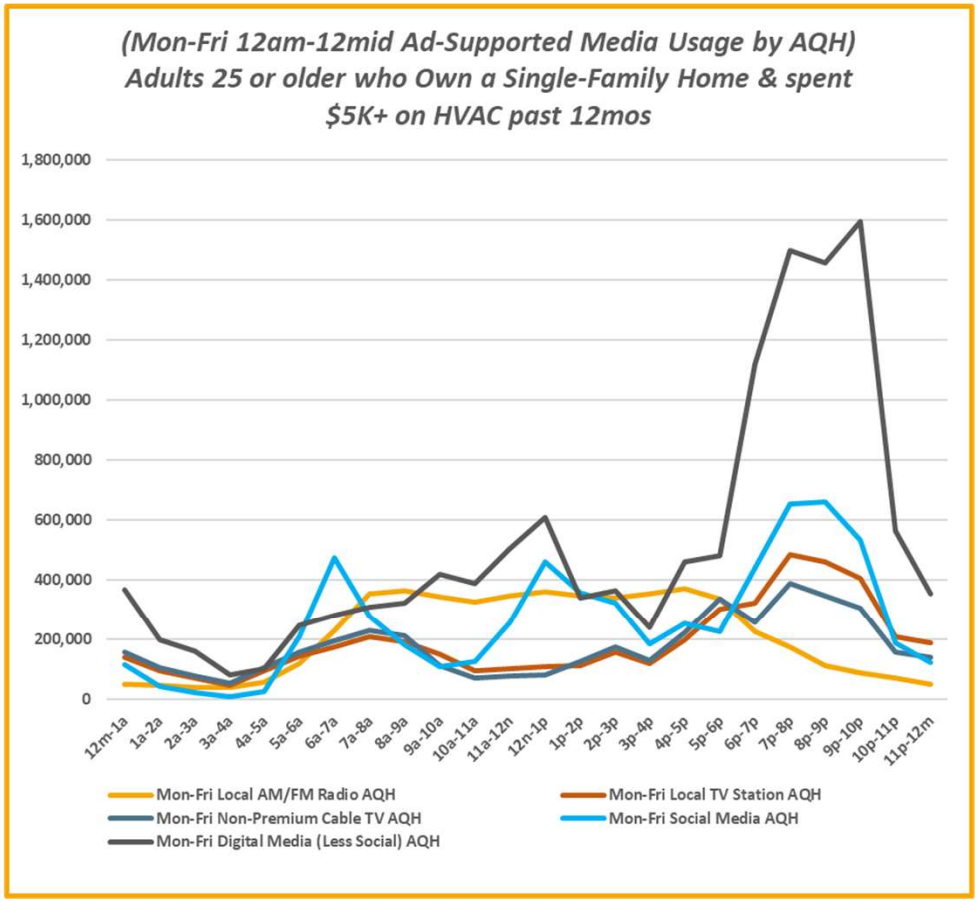
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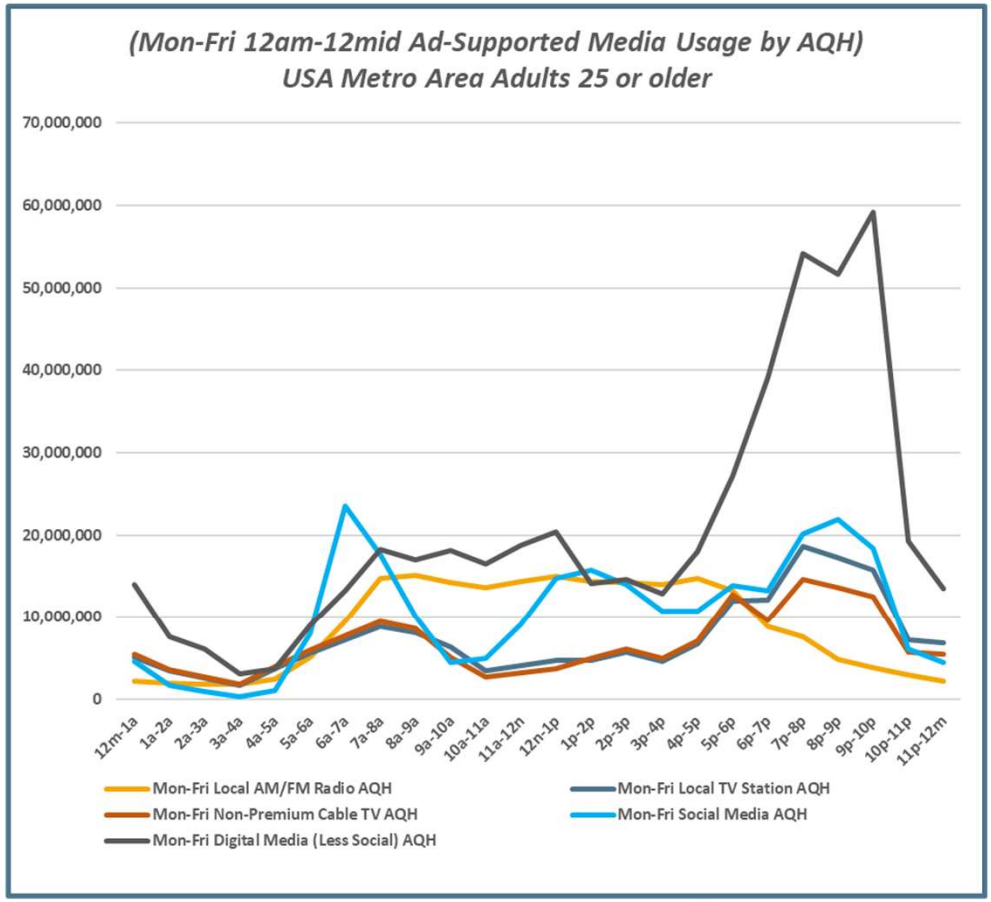
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 449,070; Local Radio: 330,206; Social Media: 282,017; Local TV: 172,533; Non-Prem. Cable: 171,109 reaching Adults 25 or older who Own a Single-Family Home & spent $5K+ on





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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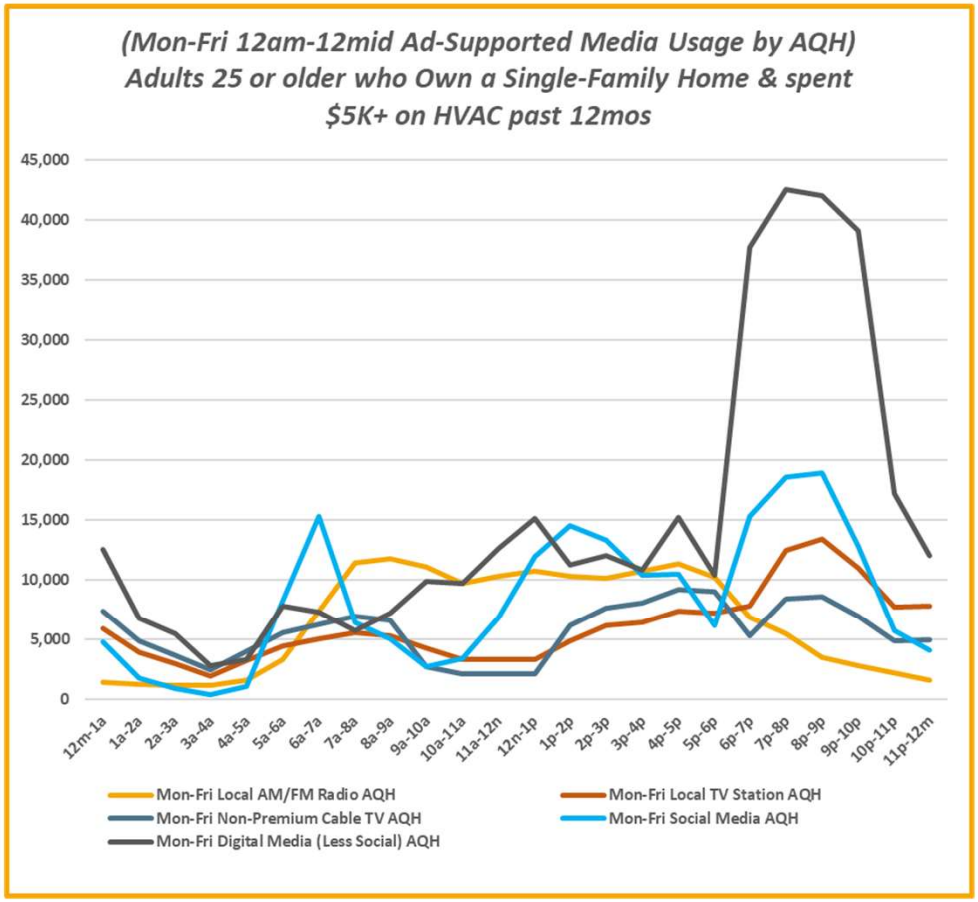
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

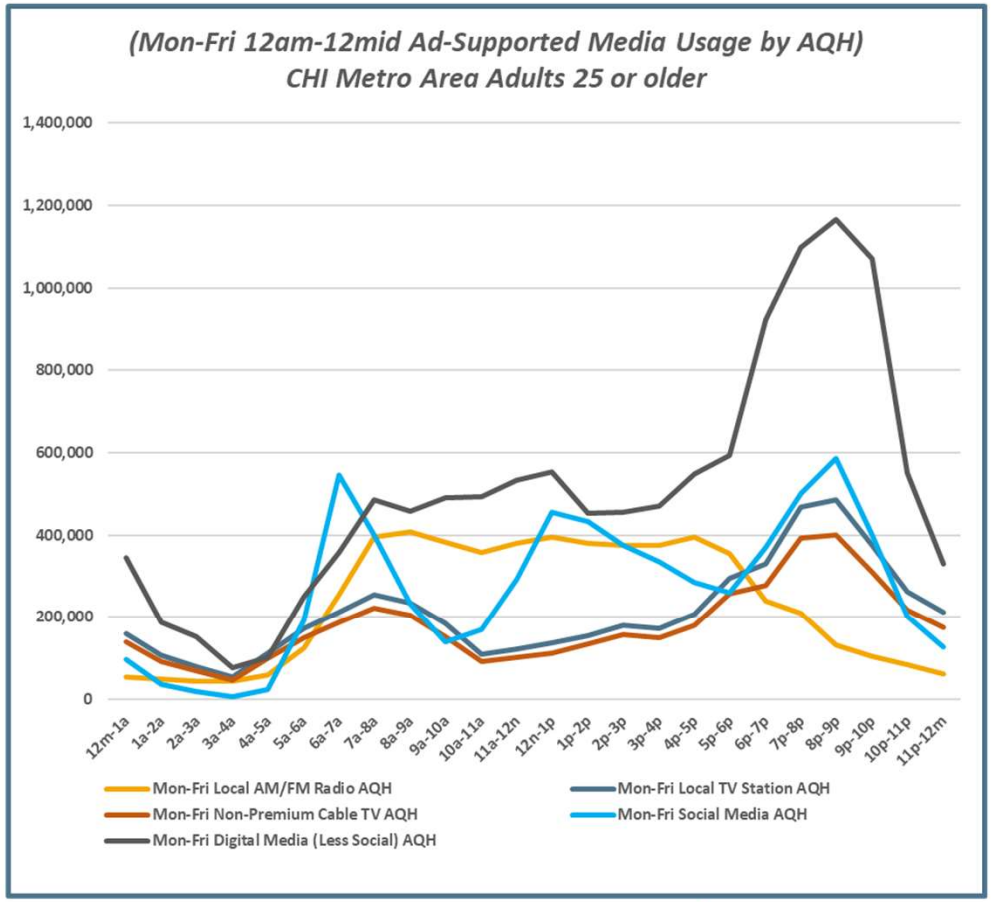
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,696; Local Radio: 10,155; Social Media: 9,371; Non-Prem. Cable: 5,702; Local TV: 5,380 reaching Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC pa





CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 90

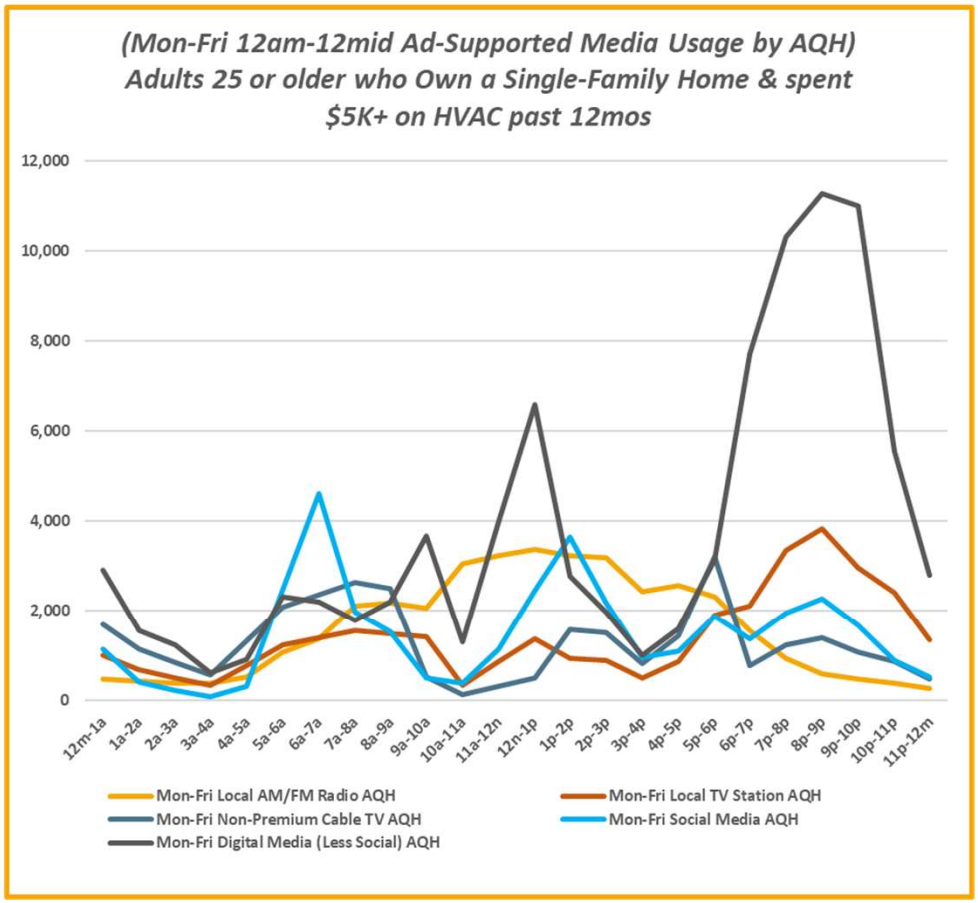
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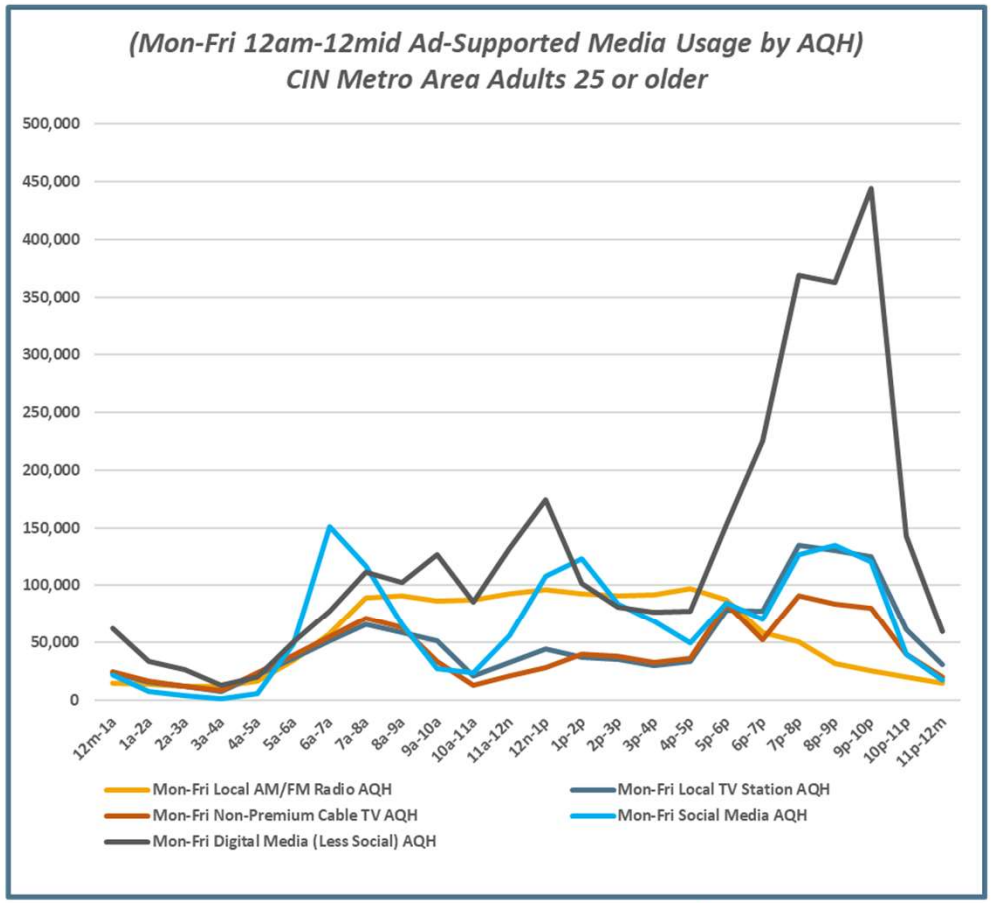
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,068; Local Radio: 2,506; Social Media: 1,822; Non-Prem. Cable: 1,401; Local TV: 1,197 reaching Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past





CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 48

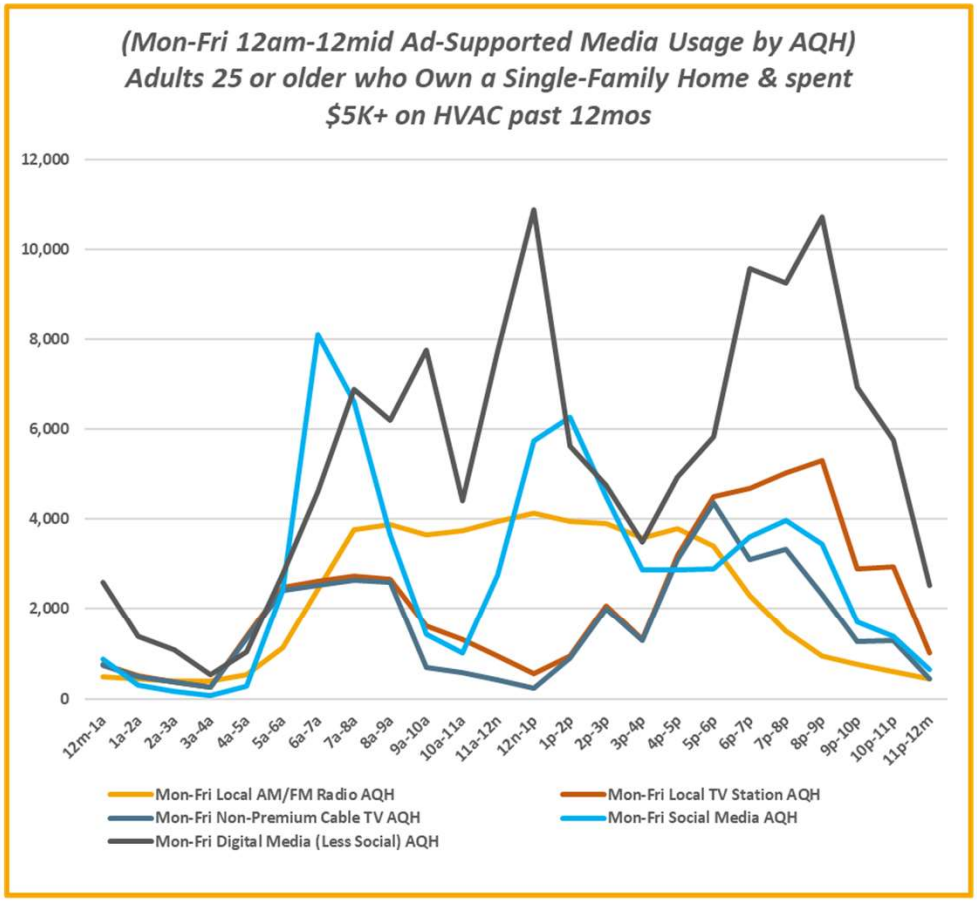
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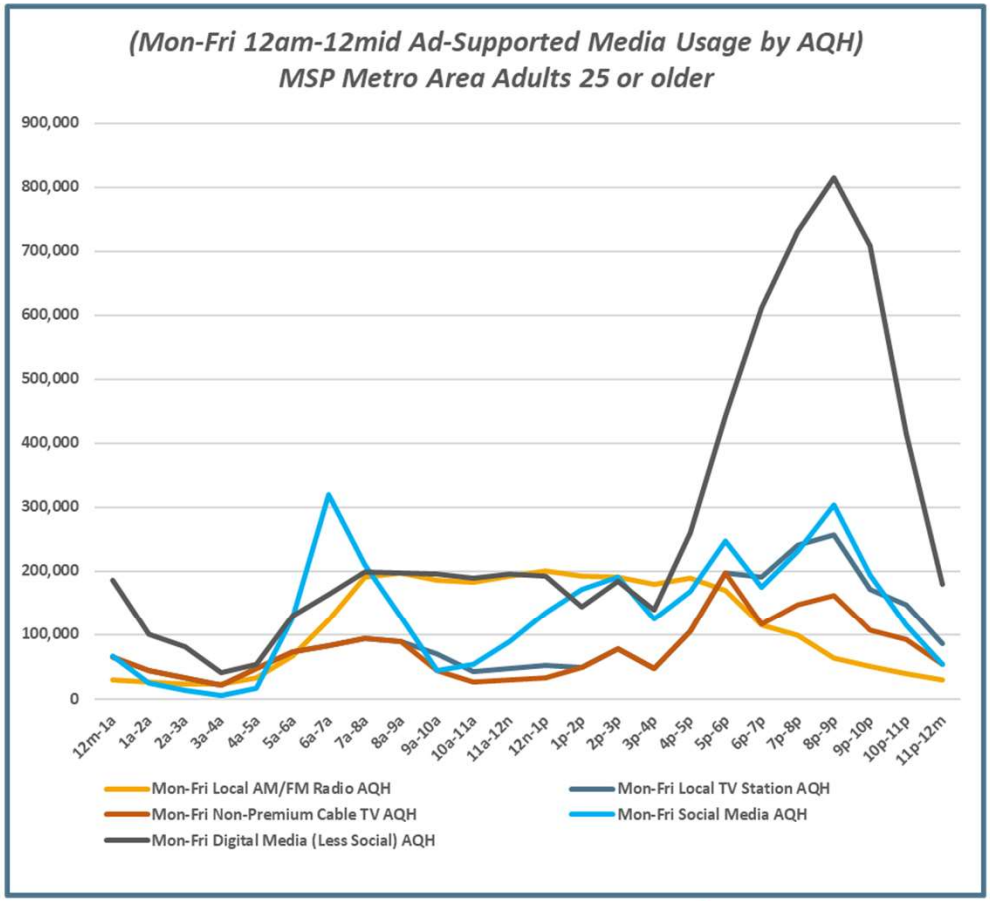
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,365; Social Media: 4,031; Local Radio: 3,576; Local TV: 2,244; Non-Prem. Cable: 1,880 reaching Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past





MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

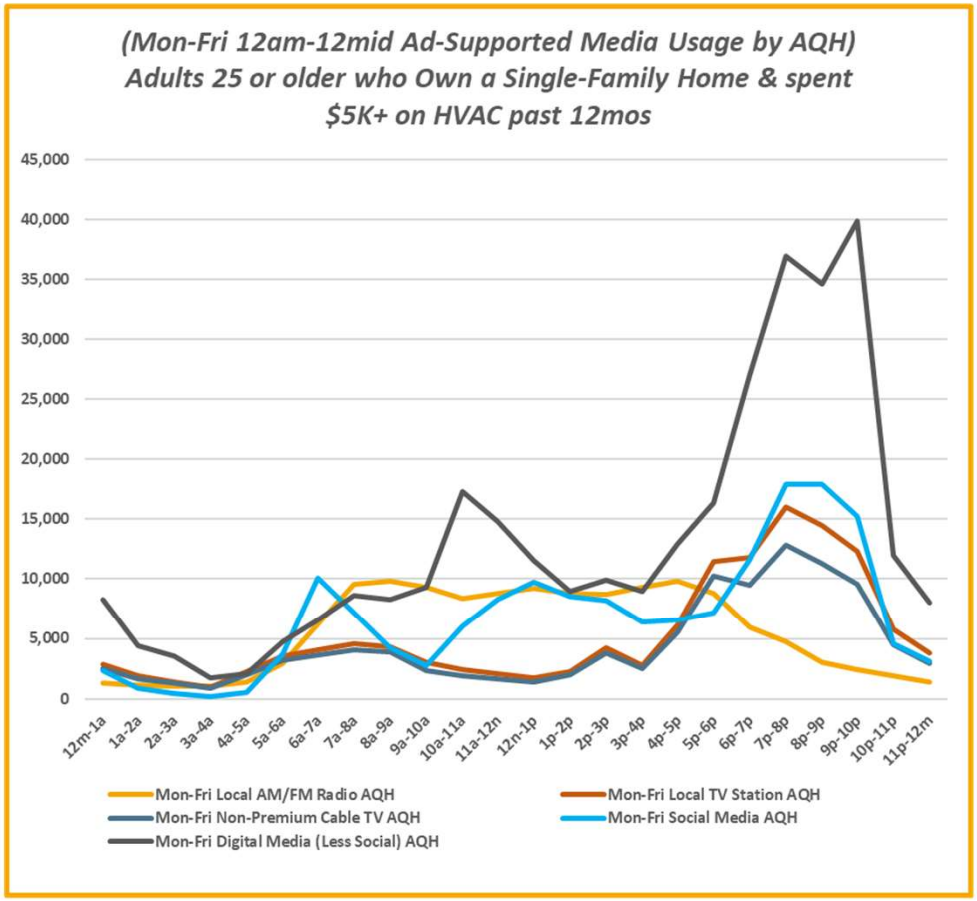
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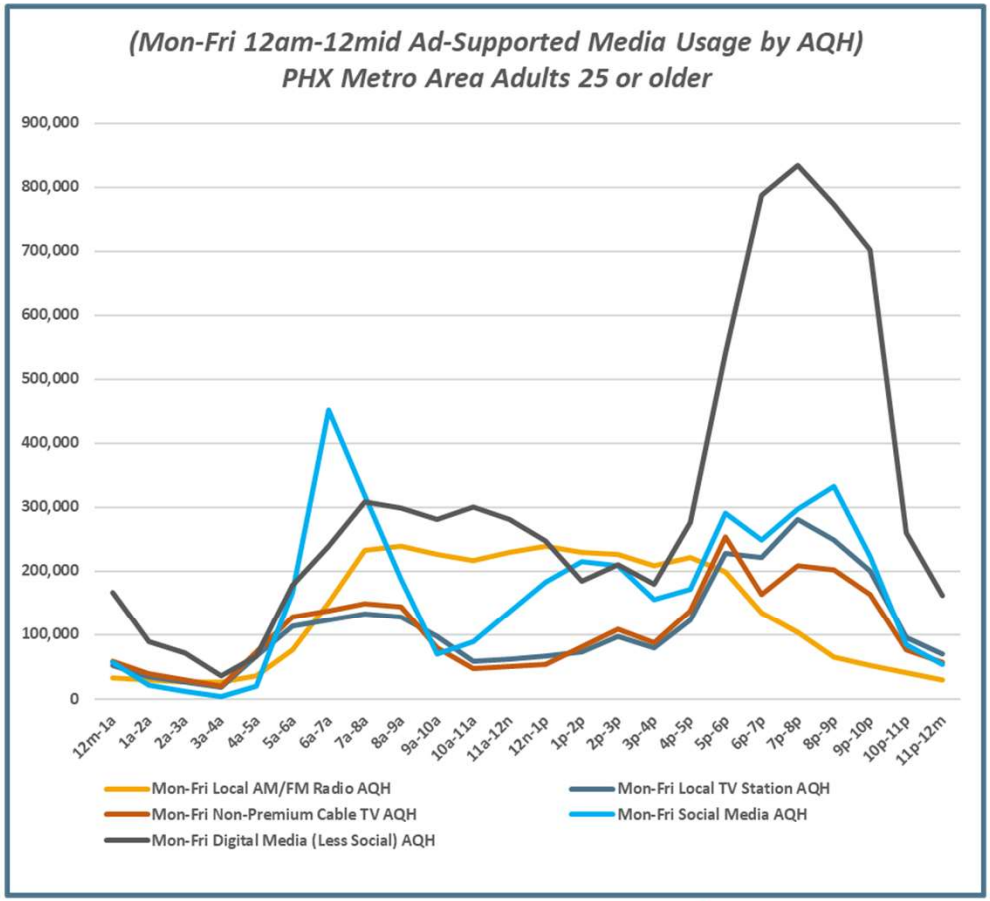
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,351; Local Radio: 8,664; Social Media: 7,450; Local TV: 4,677; Non-Prem. Cable: 4,018 reaching Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC pas





PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 104

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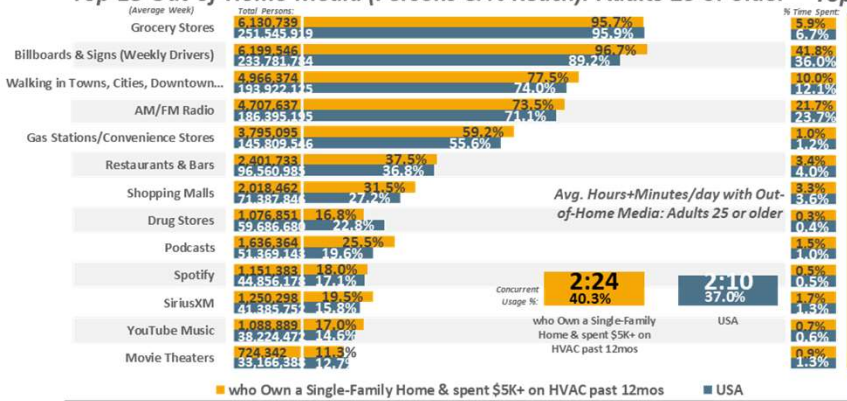
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

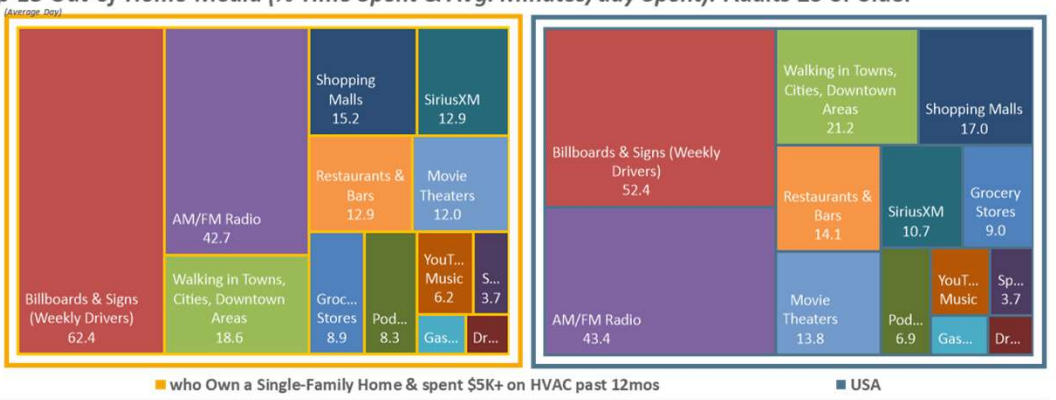


6,199,546 or 96.7% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 62.4 minutes per day driving, seeing Billboards and Signs. 67.% Listen to Local Radio Stations Out-of-Home for an average of 37.3 min

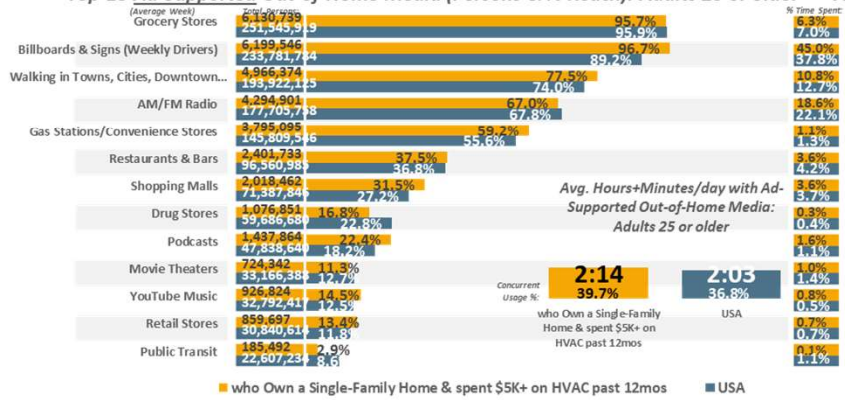
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



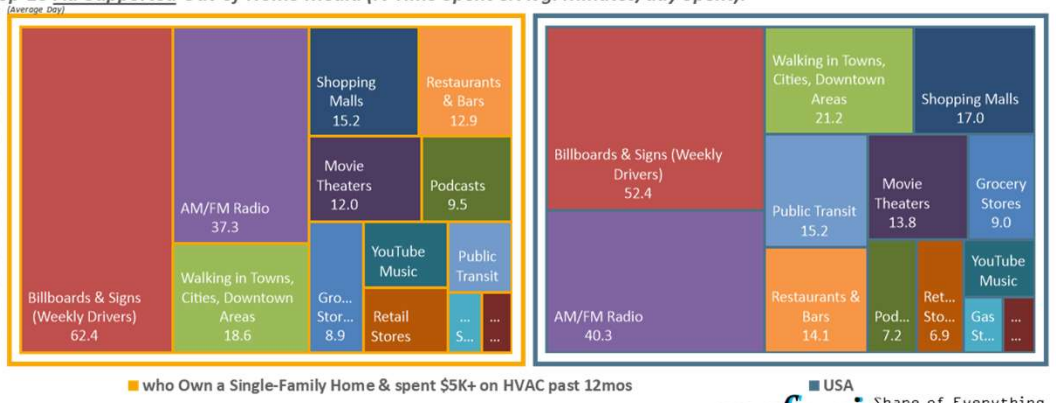
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

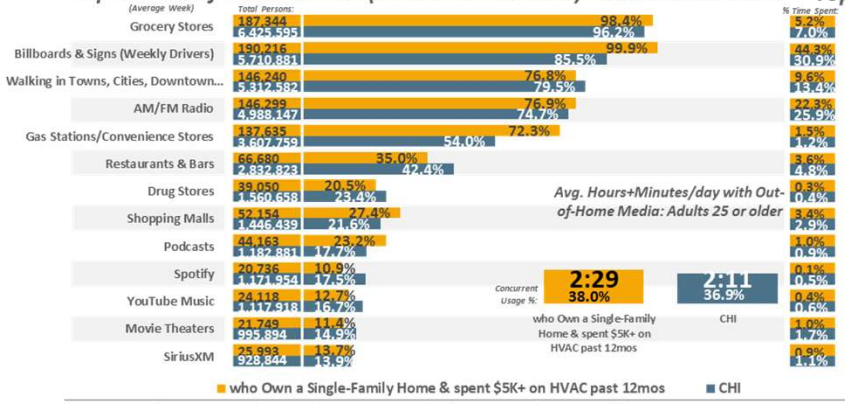
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

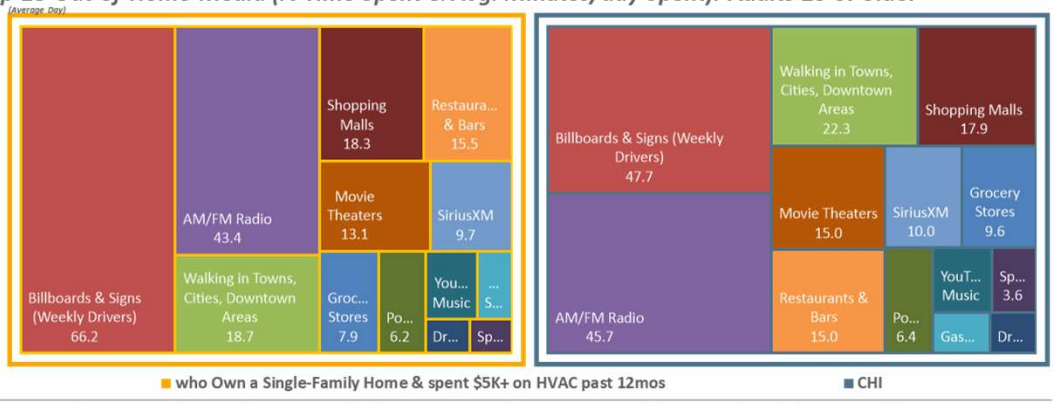


190,216 or 99.9% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 66.2 minutes per day driving, seeing Billboards and Signs. 69.1% Listen to Local Radio Stations Out-of-Home for an average of 38.8 minu

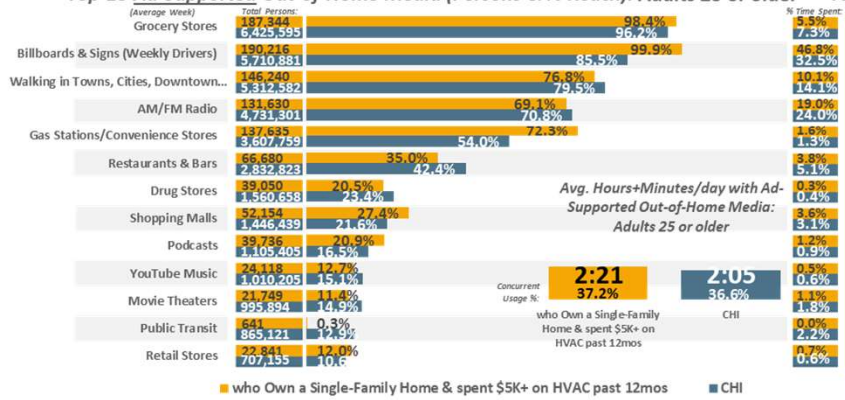
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



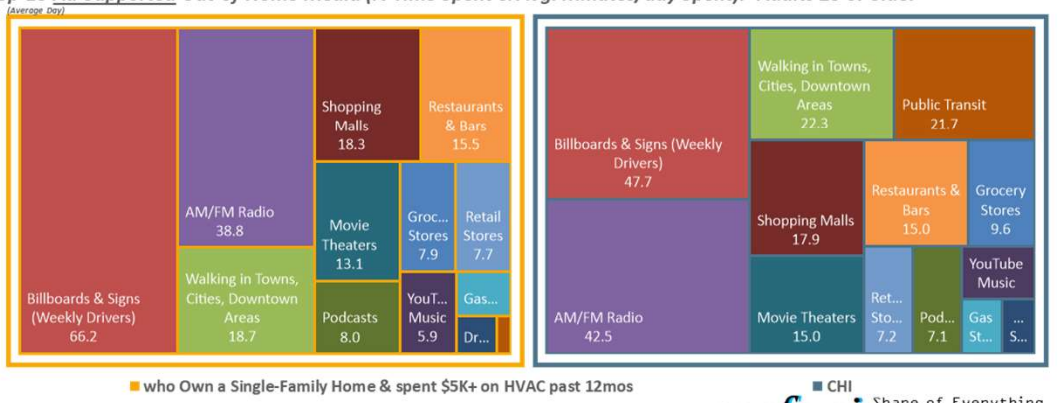
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 90

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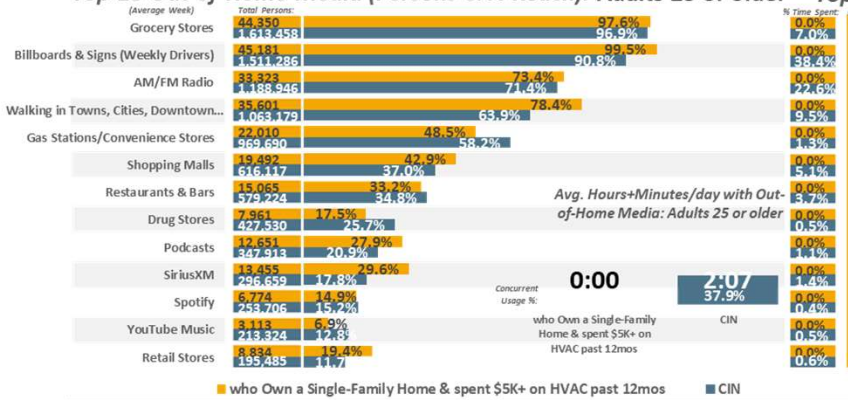
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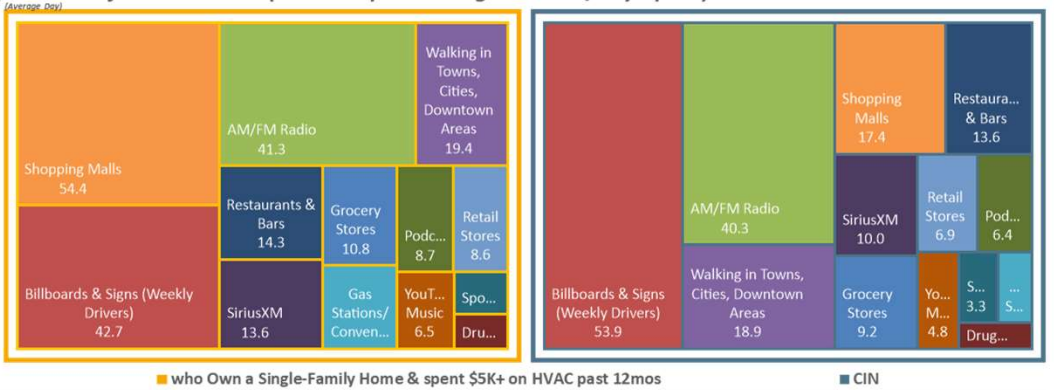


45,181 or 99.5% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 42.7 minutes per day driving, seeing Billboards and Signs. 70.7% Listen to Local Radio Stations Out-of-Home for an average of 38.6 minut

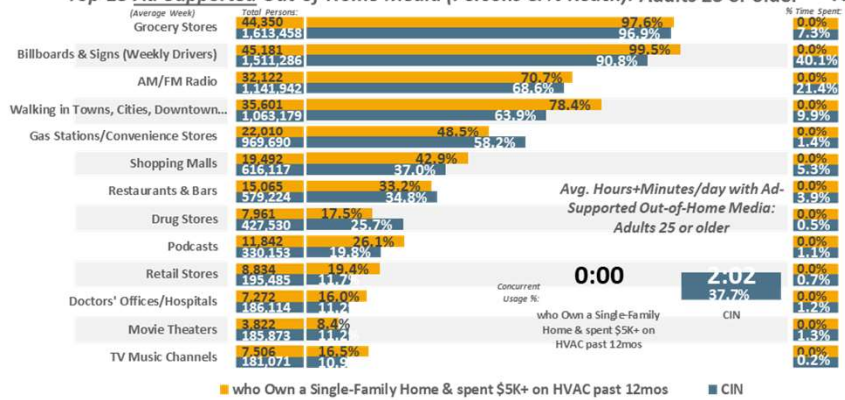
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



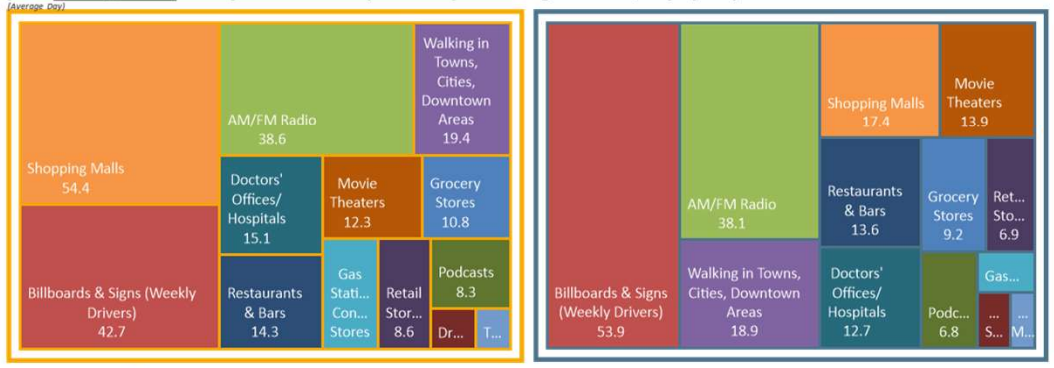
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 48

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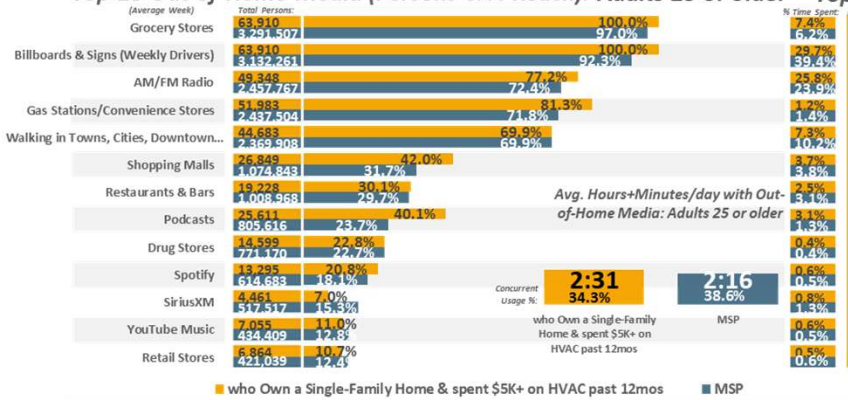
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

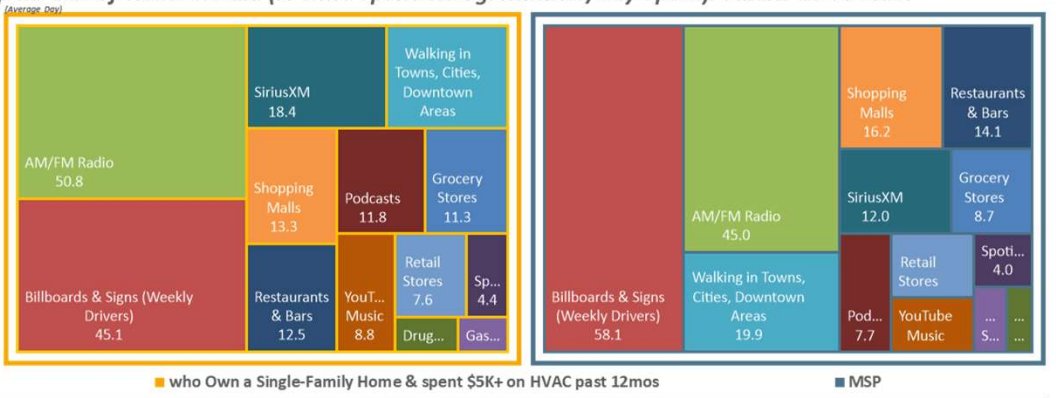


63,910 or 100.% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 45.1 minutes per day driving, seeing Billboards and Signs. 70.8% Listen to Local Radio Stations Out-of-Home for an average of 41. minute

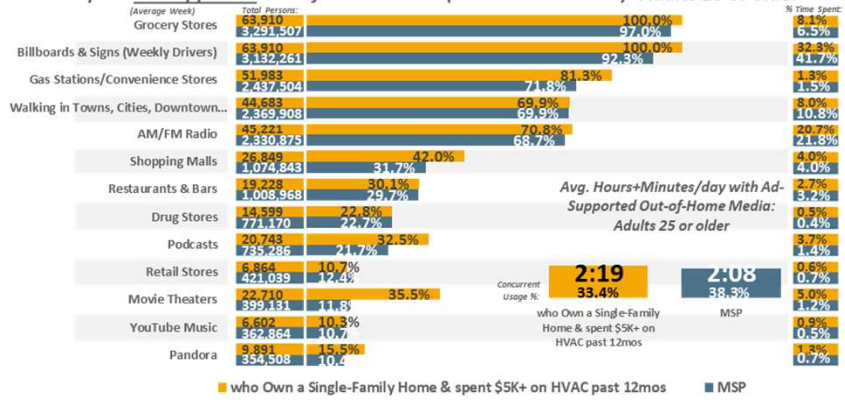
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



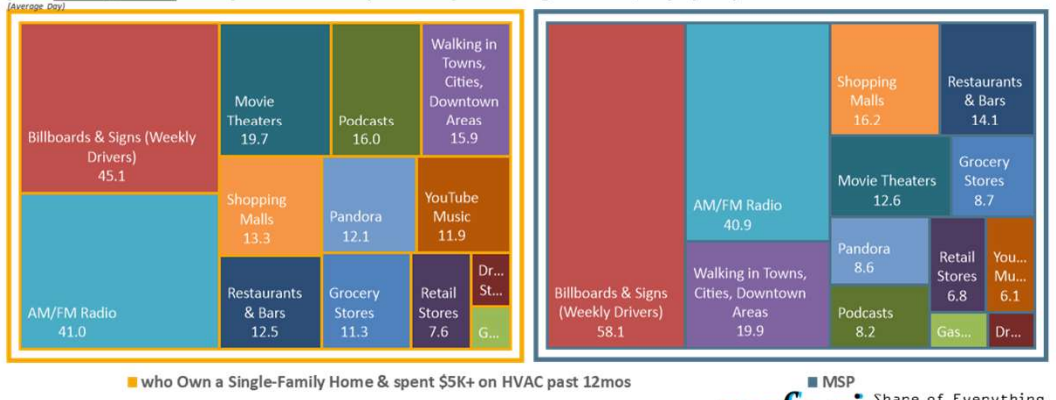
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

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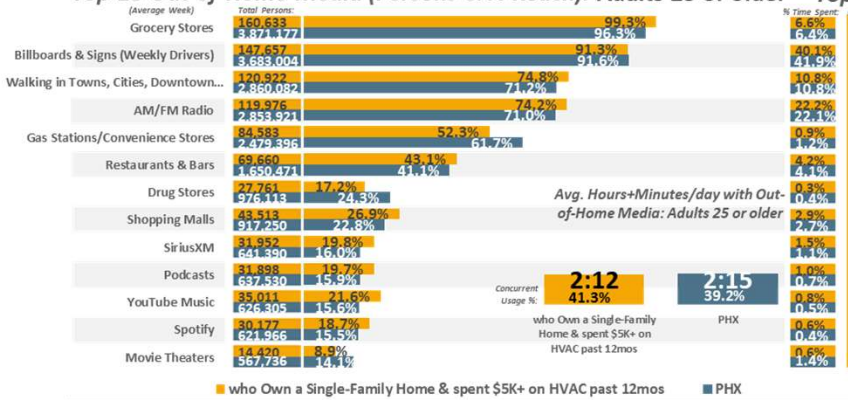
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

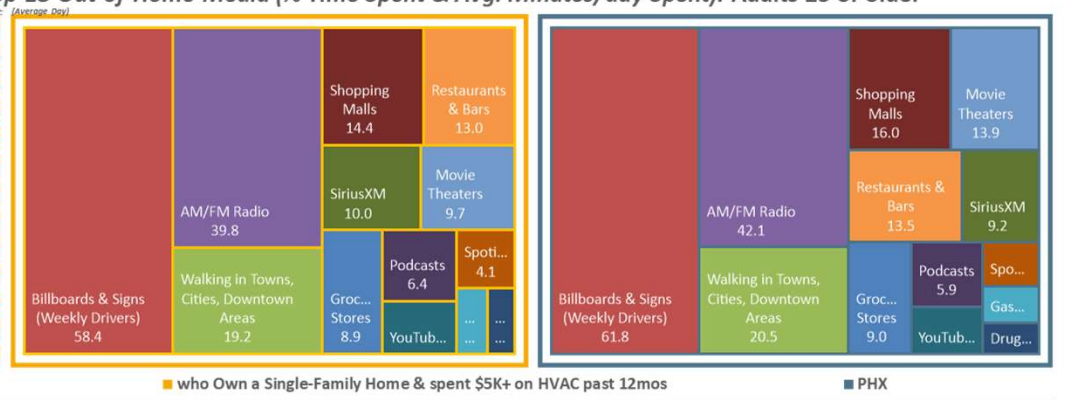


147,657 or 91.3% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 58.4 minutes per day driving, seeing Billboards and Signs. 69.7% Listen to Local Radio Stations Out-of-Home for an average of 37. minut

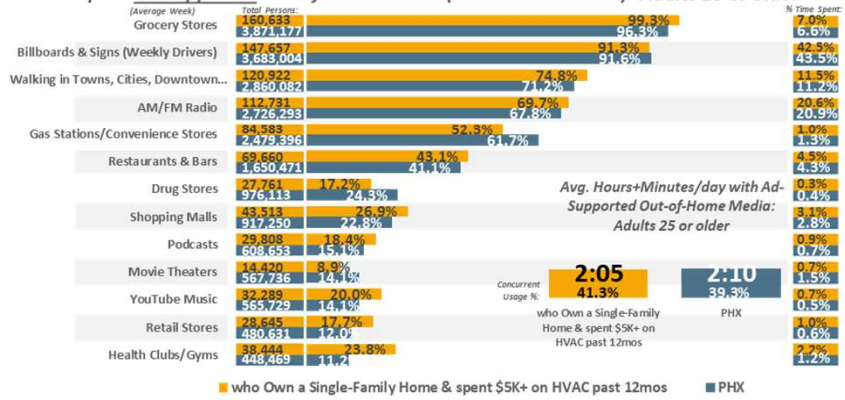
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



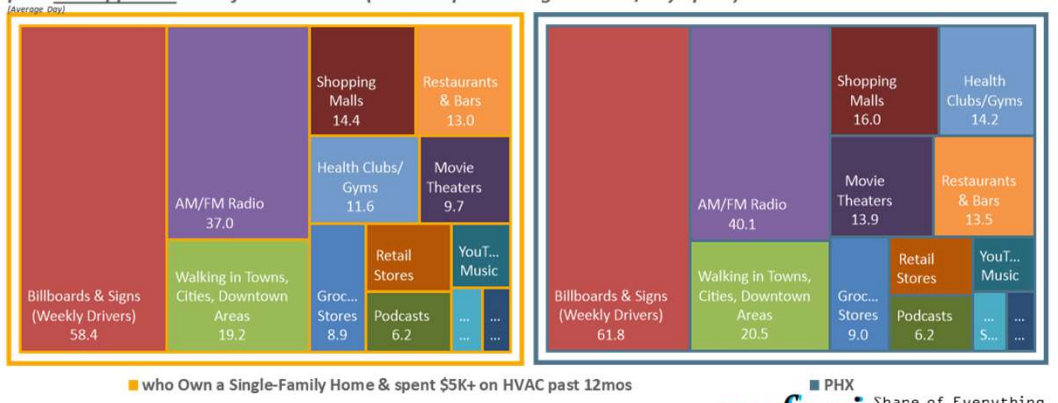
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 104

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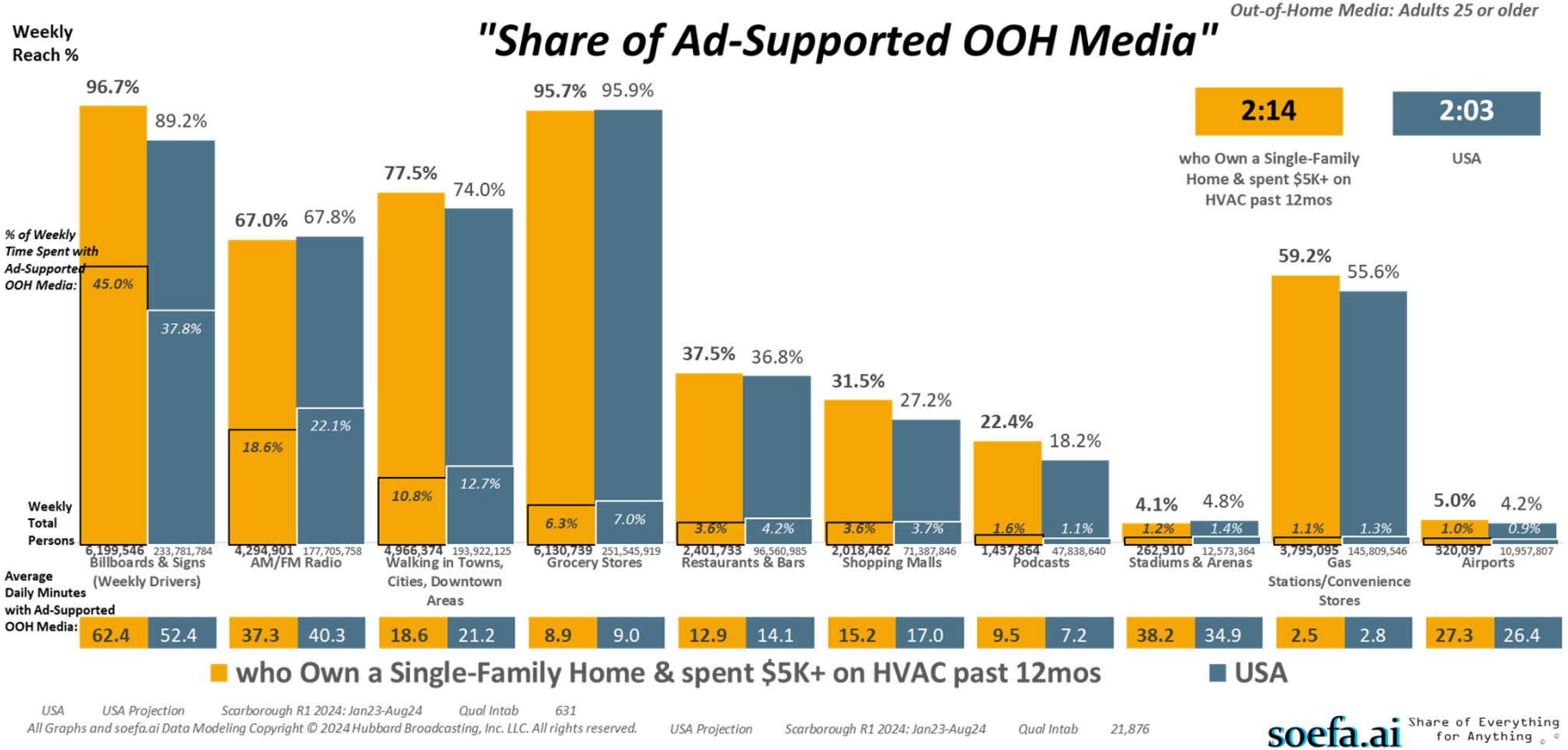
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



6,199,546 or 96.7% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 62.4 minutes per day driving, seeing Billboards and Signs representing 45.% of all Time Spent with Ad-Supported Out-of-Home Media.

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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

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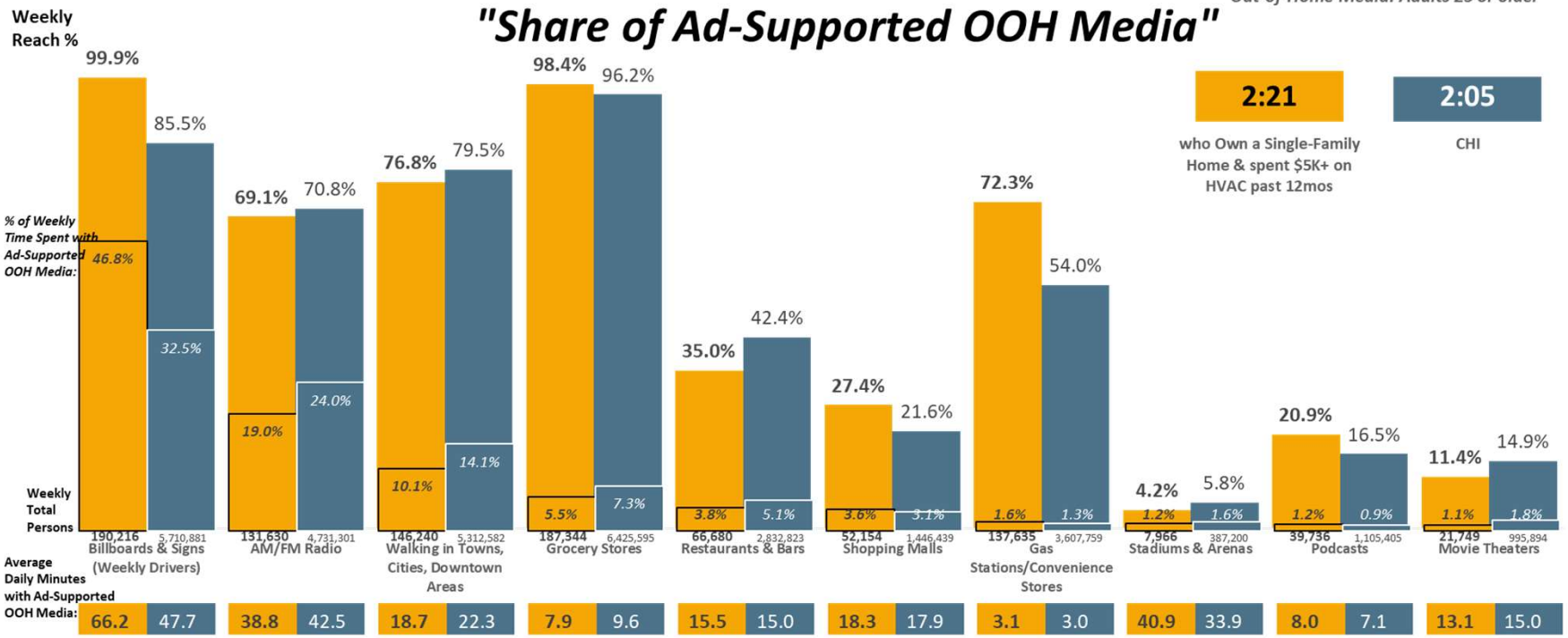
[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



190,216 or 99.9% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 66.2 minutes per day driving, seeing Billboards and Signs representing 46.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 90 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,293

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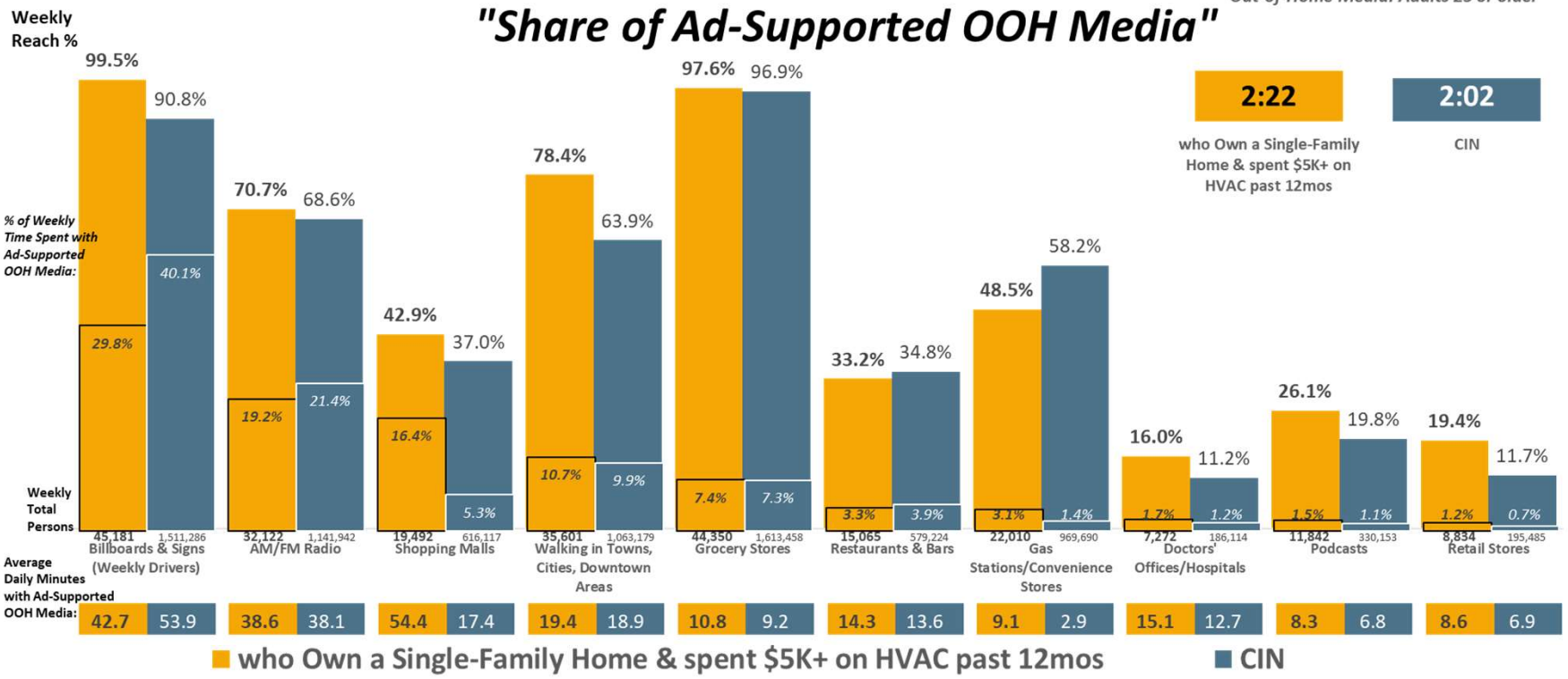
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



45,181 or 99.5% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 42.7 minutes per day driving, seeing Billboards and Signs representing 29.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 48 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,762

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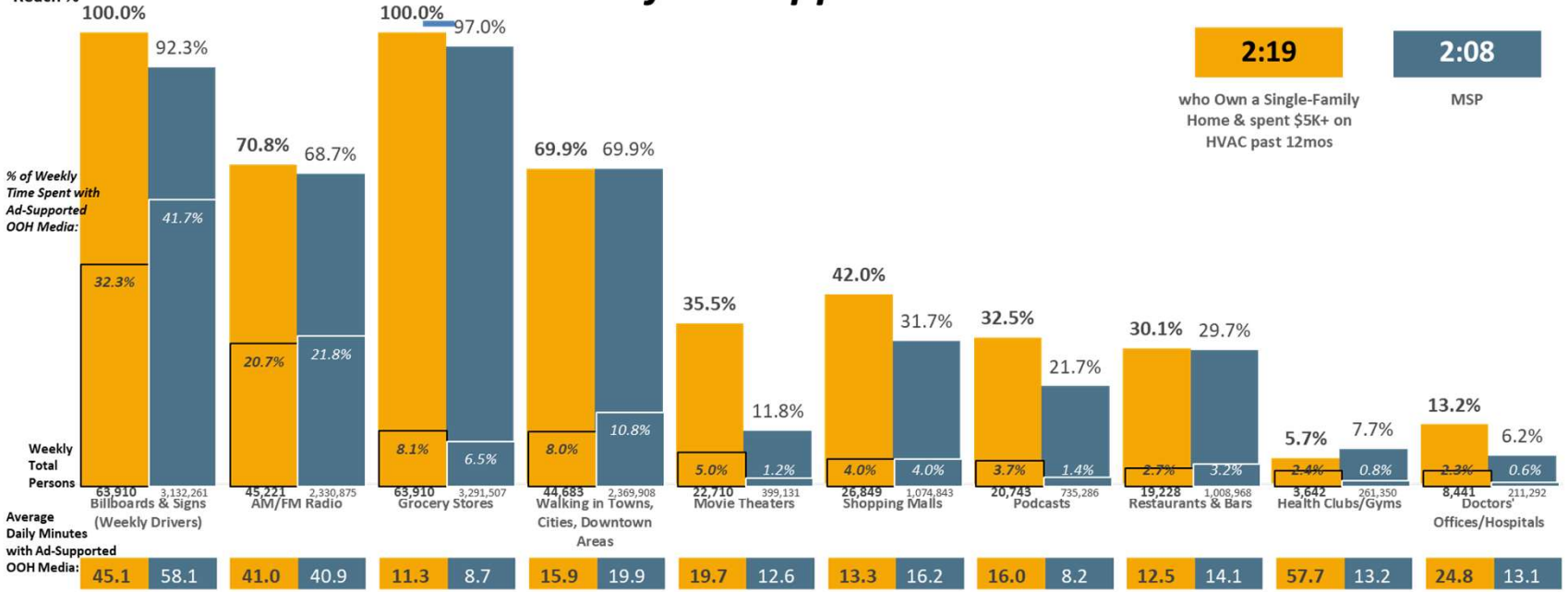
[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



63,910 or 100.% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 45.1 minutes per day driving, seeing Billboards and Signs representing 32.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,706

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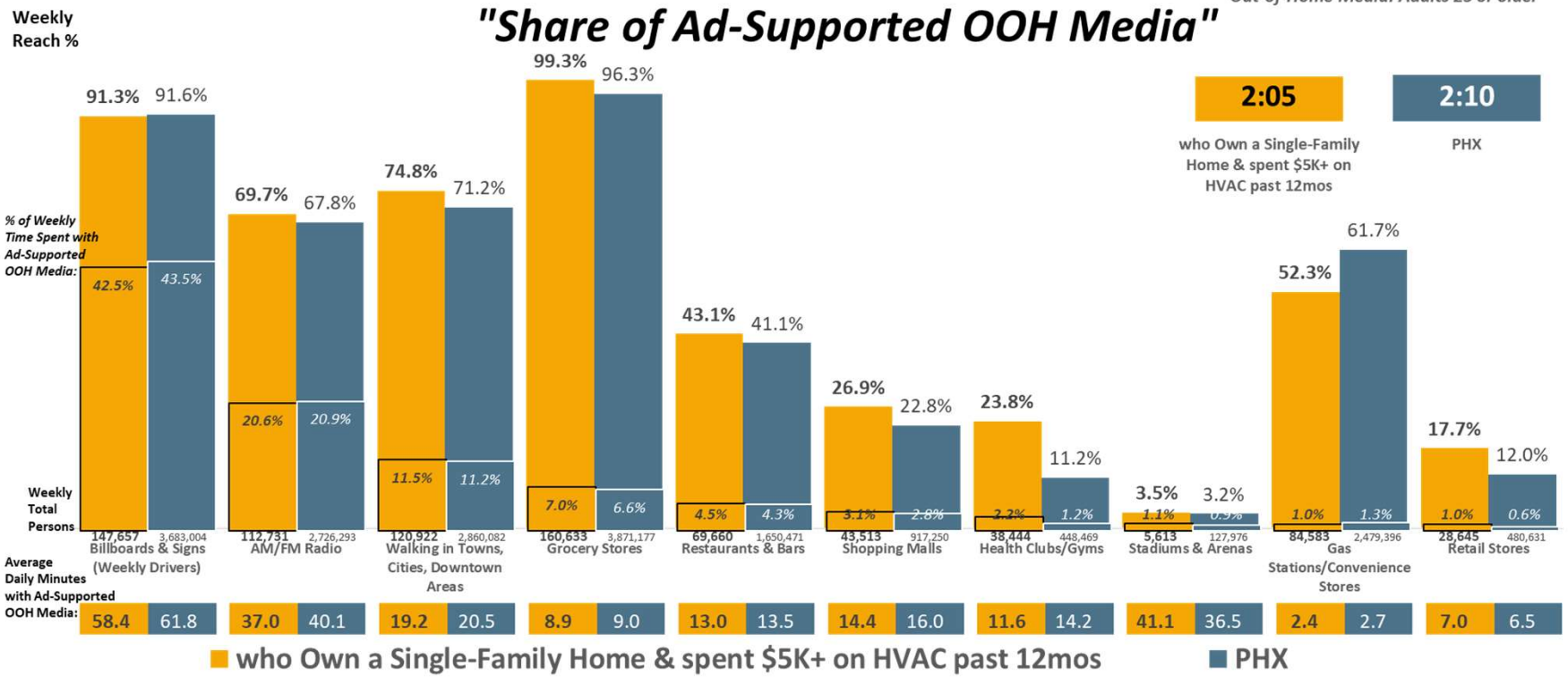
{{{(Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)}}



147,657 or 91.3% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 58.4 minutes per day driving, seeing Billboards and Signs representing 42.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 104 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,150

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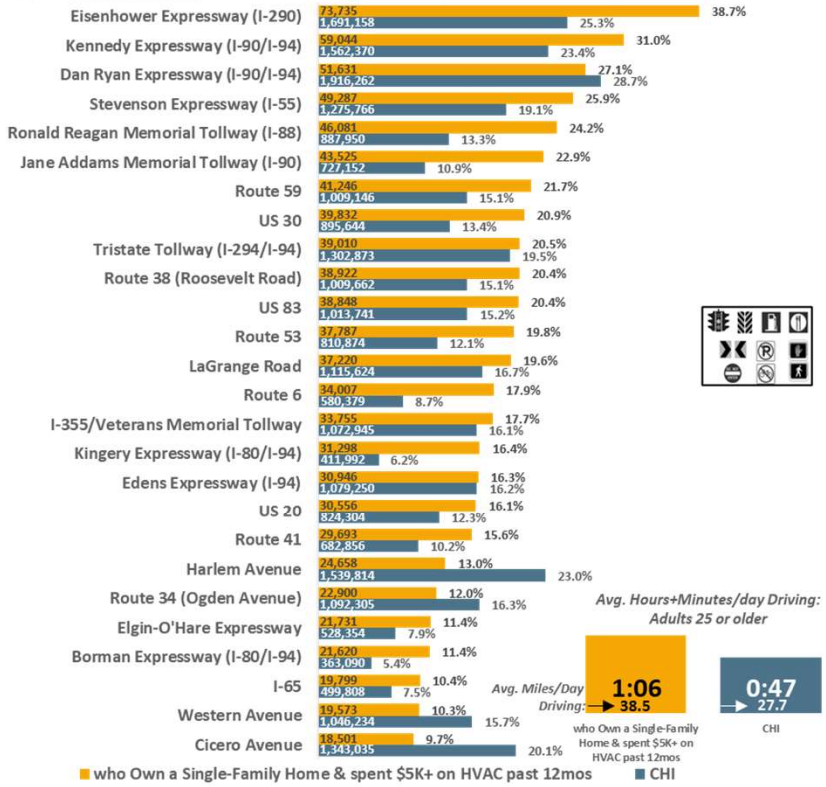
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



190,216 or 99.9% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 66.2 minutes per day driving an average of 38.5 miles each day and are 166.6% more likely to use Kingery Expressway (I-80/I-94) than th

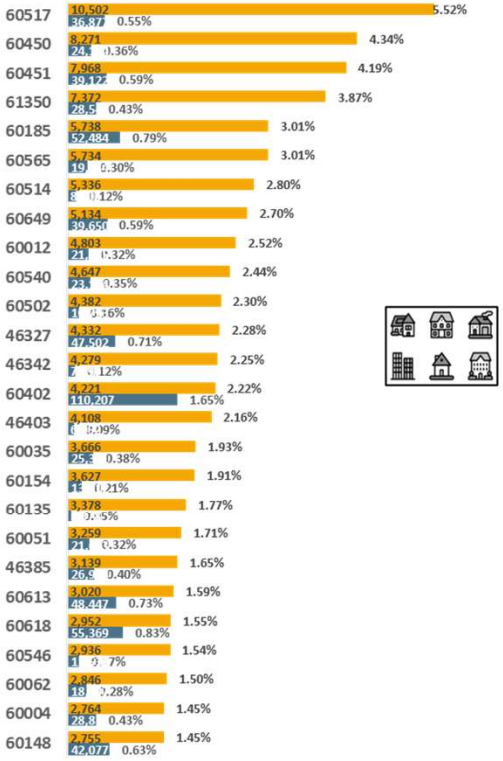
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



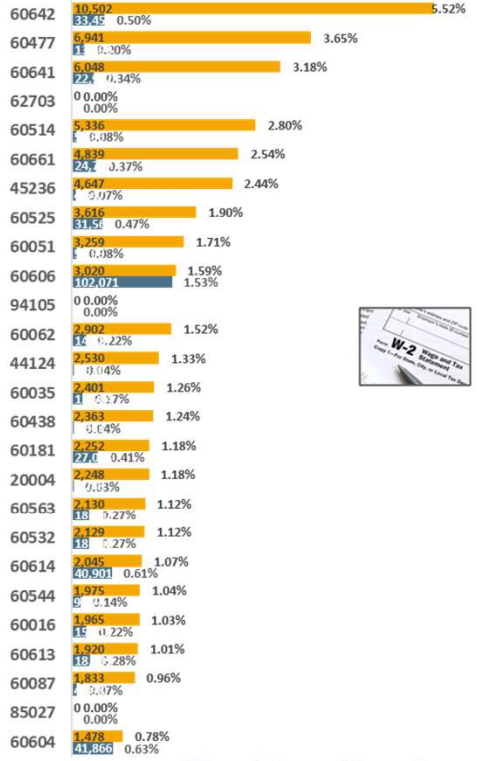
Avg. Hours+Minutes/day Driving: Adults 25 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 90

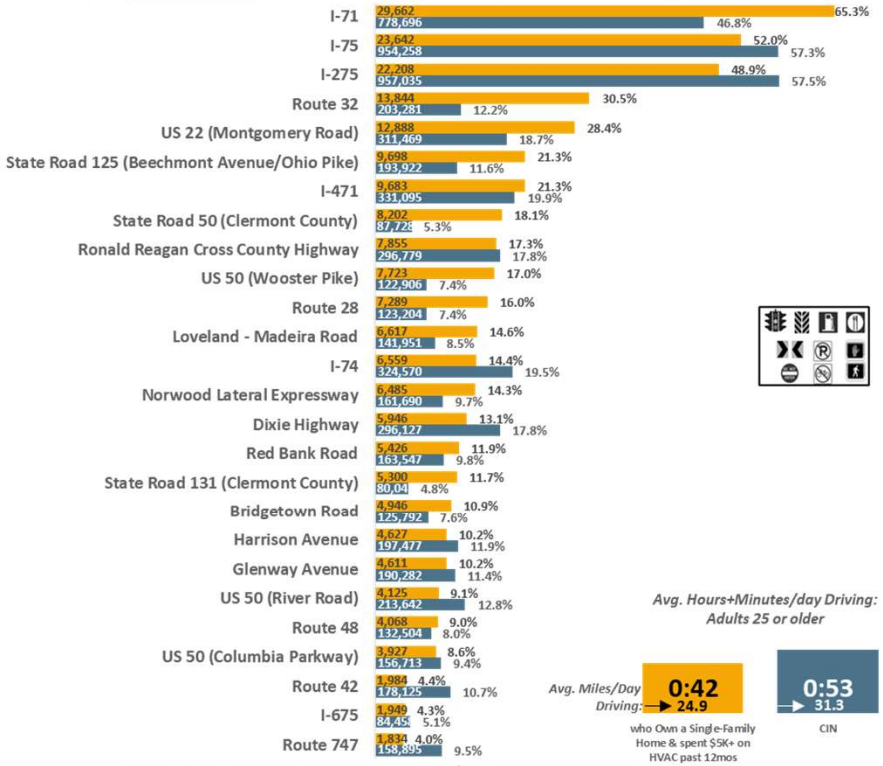
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



45,181 or 99.5% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 42.7 minutes per day driving an average of 24.9 miles each day and are 242.7% more likely to use State Road 50 (Clermont County) than th

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



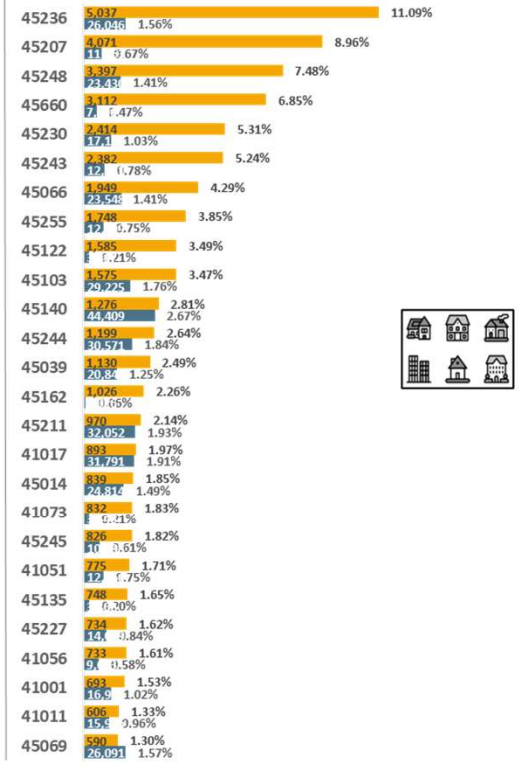
Avg. Hours+Minutes/day Driving: Adults 25 or older

Avg. Miles/Day Driving: 24.9

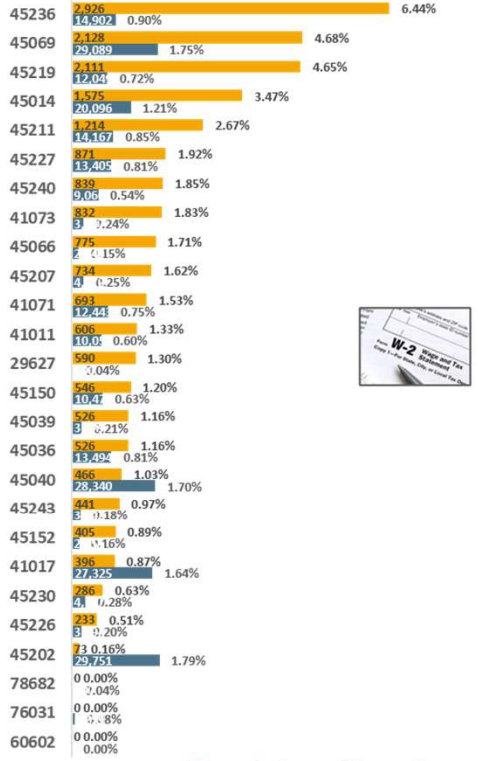
0:42 who Own a Single-Family Home & spent $5K+ on HVAC past 12mos

0:53 31.3 CIN

Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 48

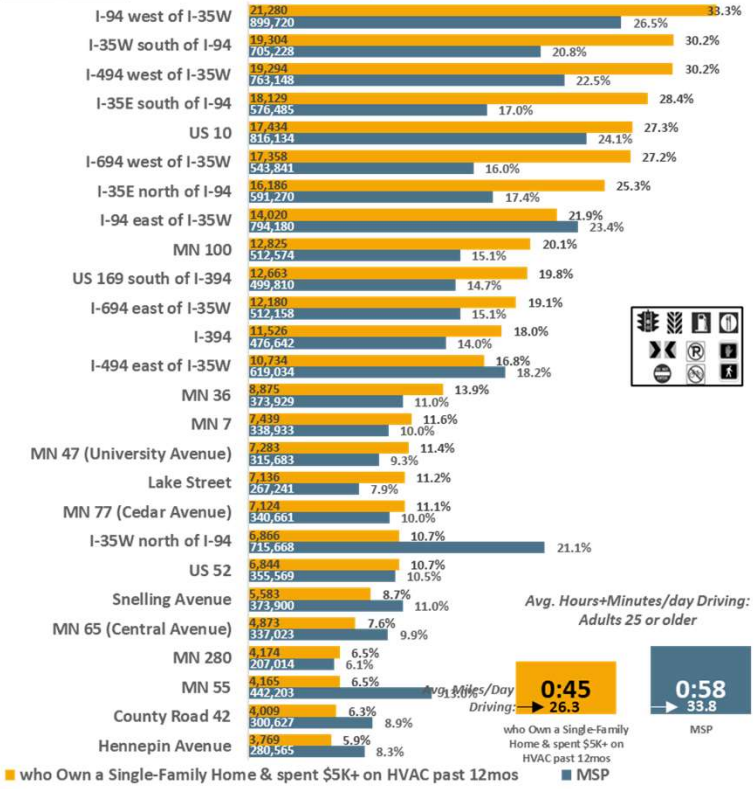
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

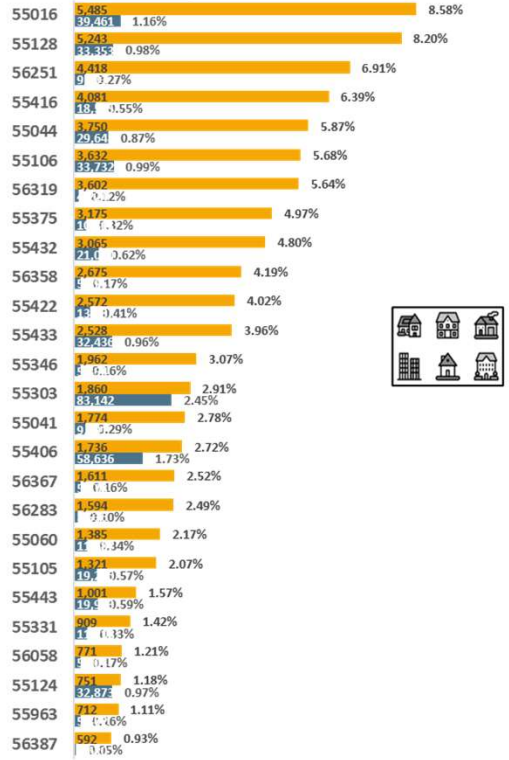


63,910 or 100.% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 45.1 minutes per day driving an average of 26.3 miles each day and are 69.4% more likely to use I-694 west of I-35W than the Metro avera

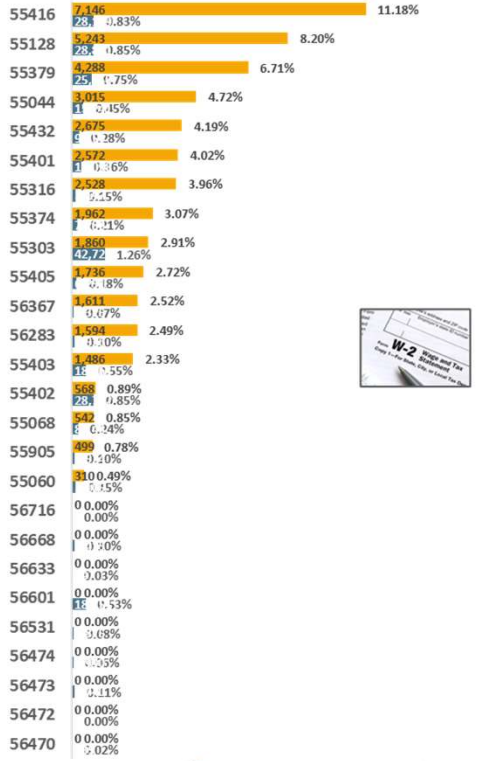
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

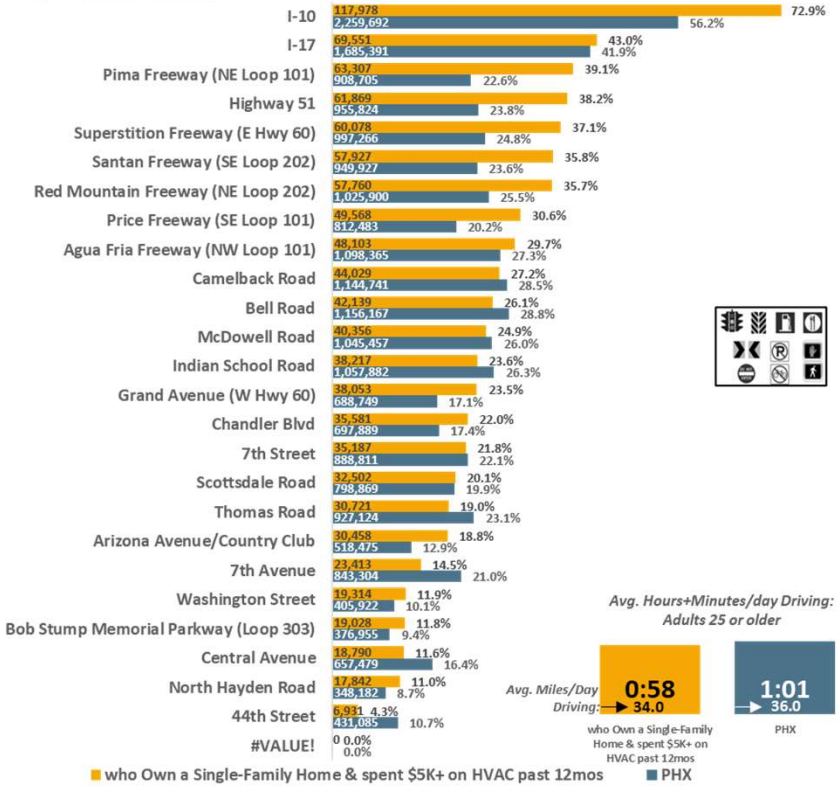
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

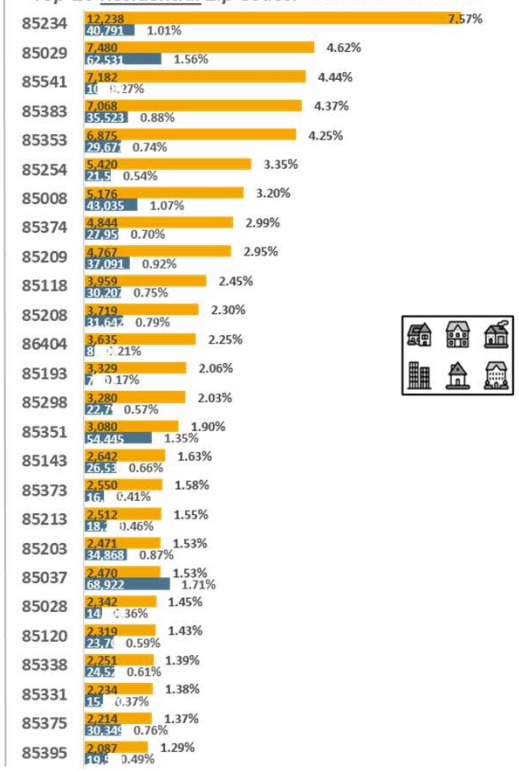


147,657 or 91.3% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 58.4 minutes per day driving an average of 34. miles each day and are 73.1% more likely to use Pima Freeway (NE Loop 101) than the Metr

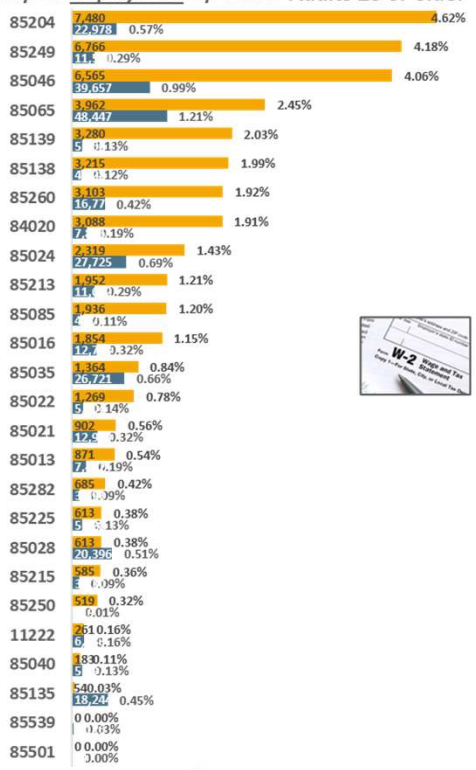
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



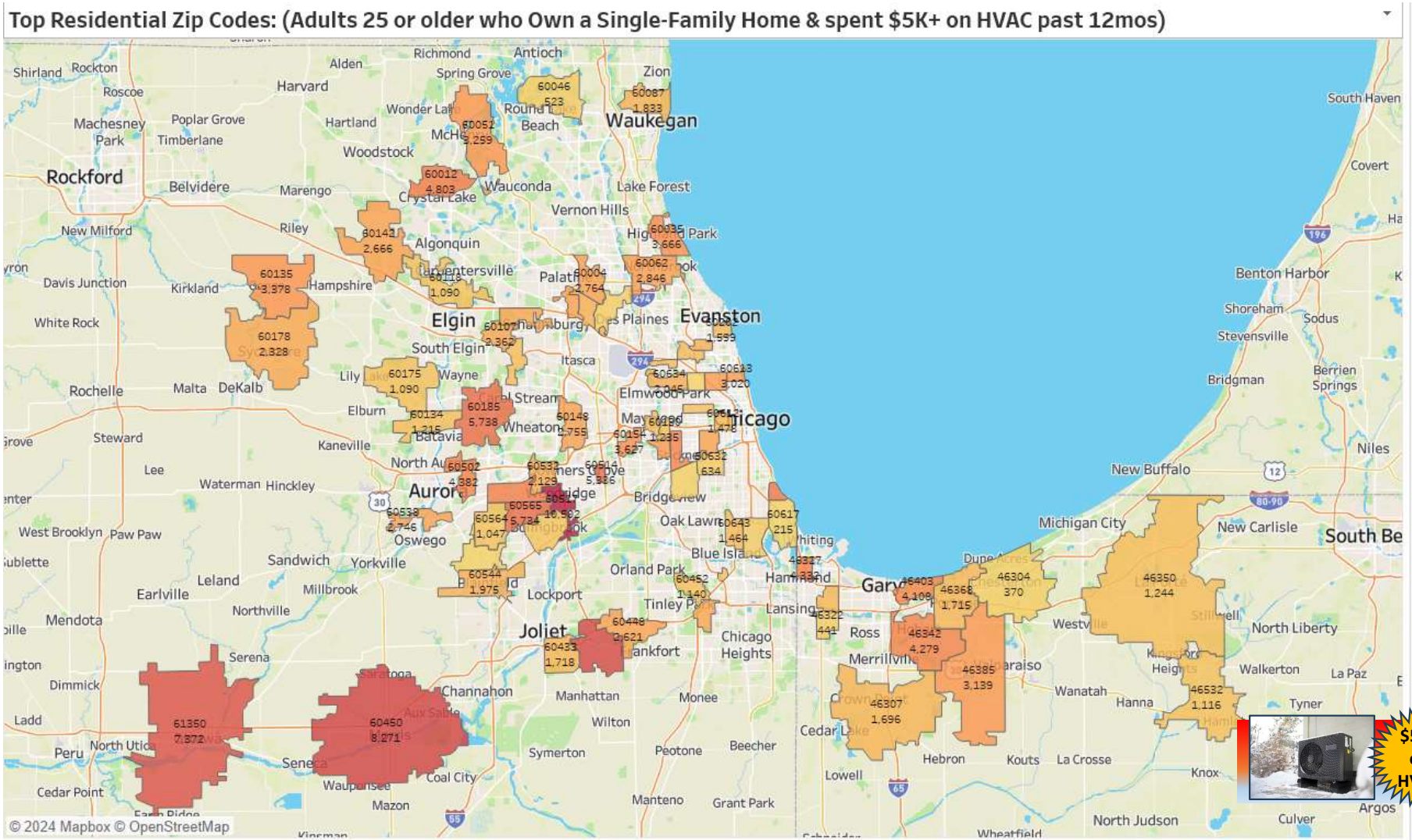
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PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 104

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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

Top Residential Zip Codes: (Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos)

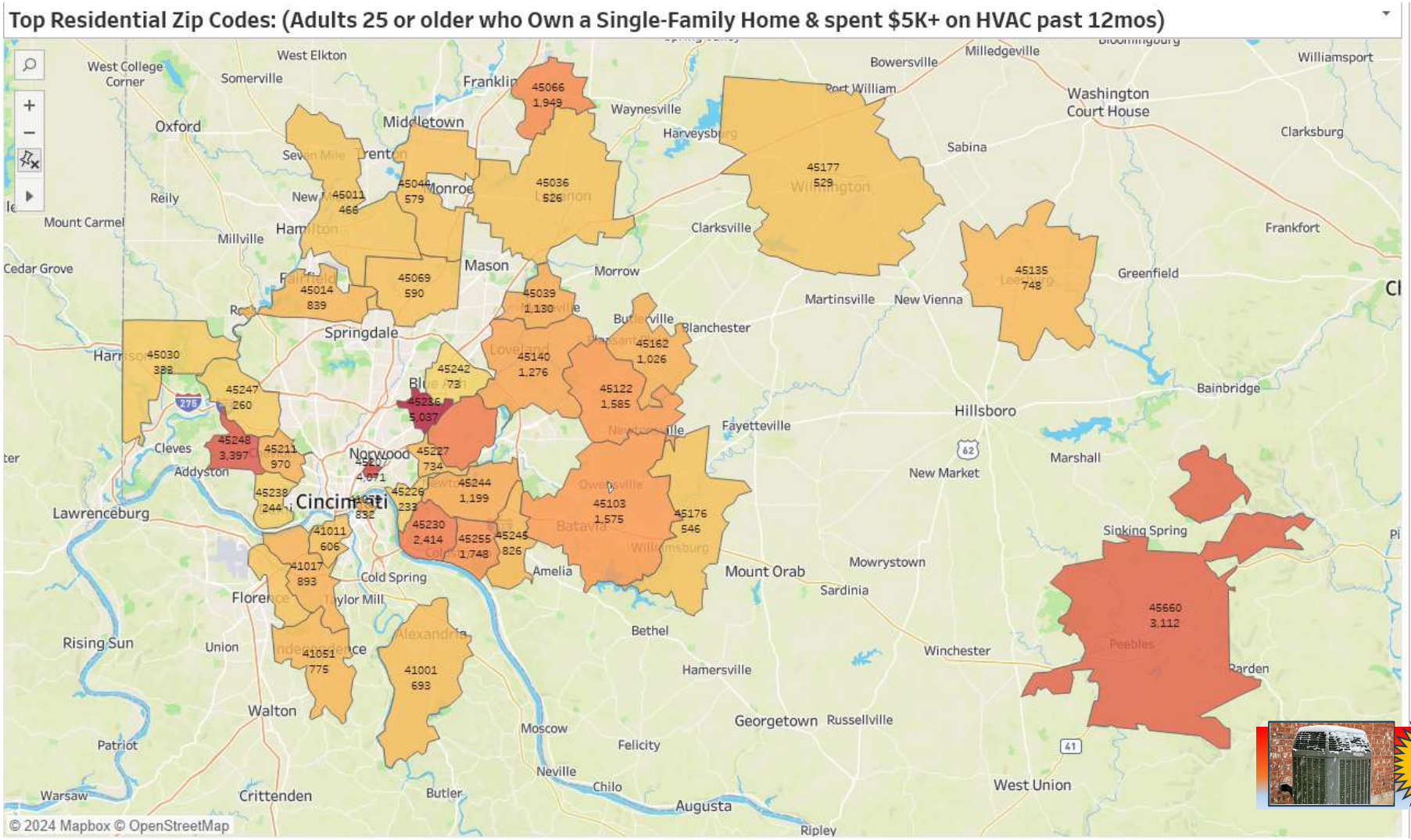


CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 90
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Top Residential Zip Codes: (Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos)



SUM(Adults 25 or older ...

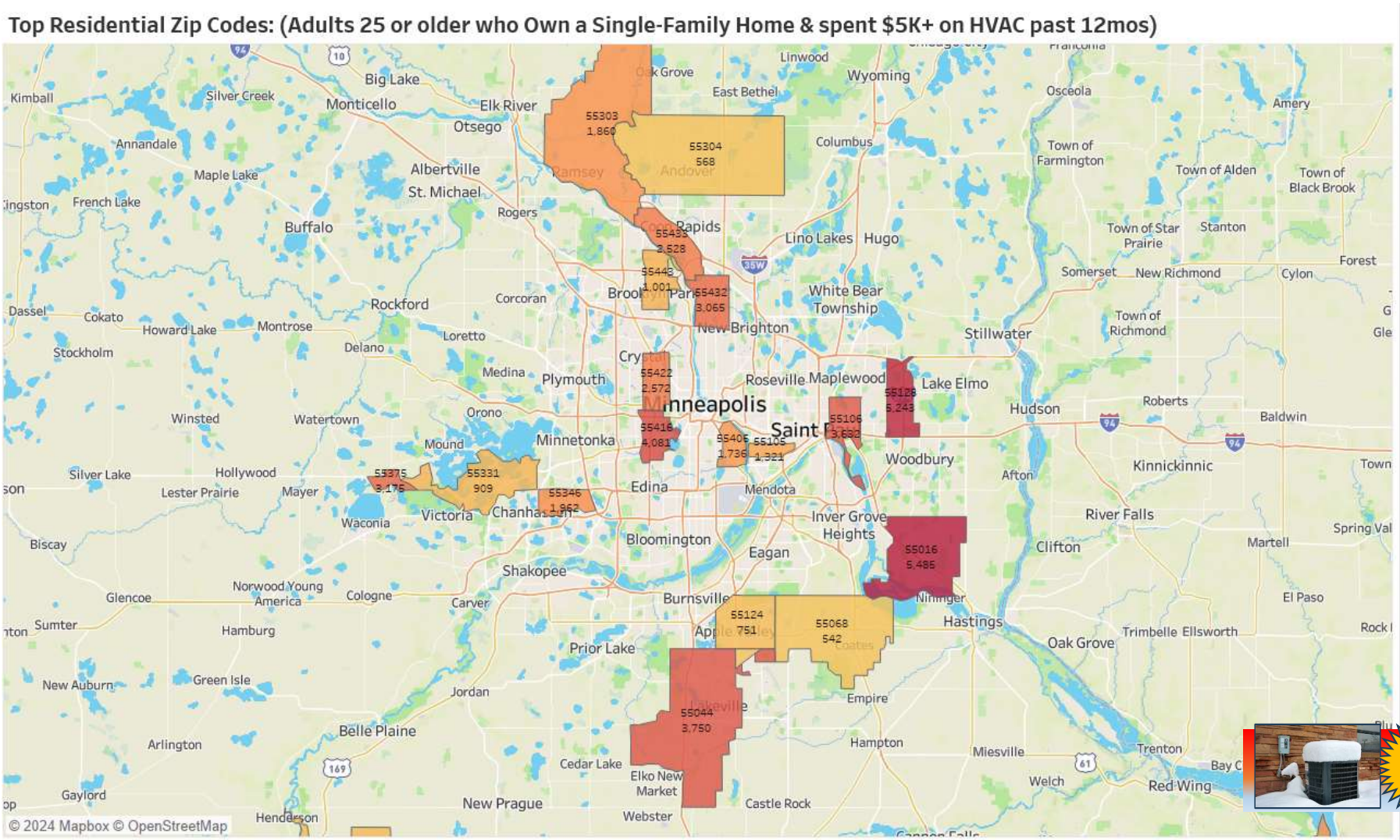
73 5,037

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[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

Top Residential Zip Codes: (Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos)

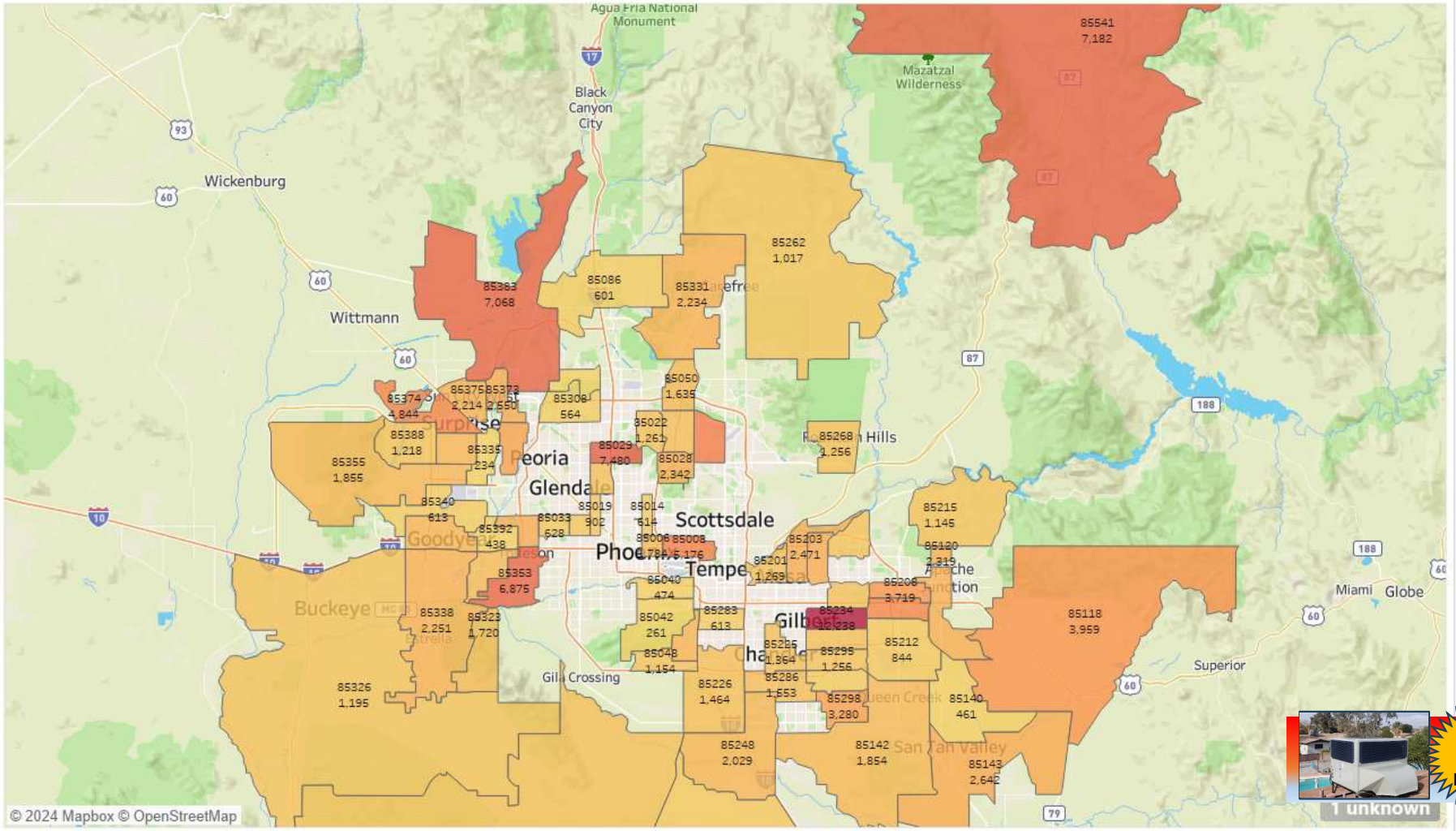


MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35
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[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

Top Residential Zip Codes: (Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos)



SUM(Adults 25 or older ...

234 12,238



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 104
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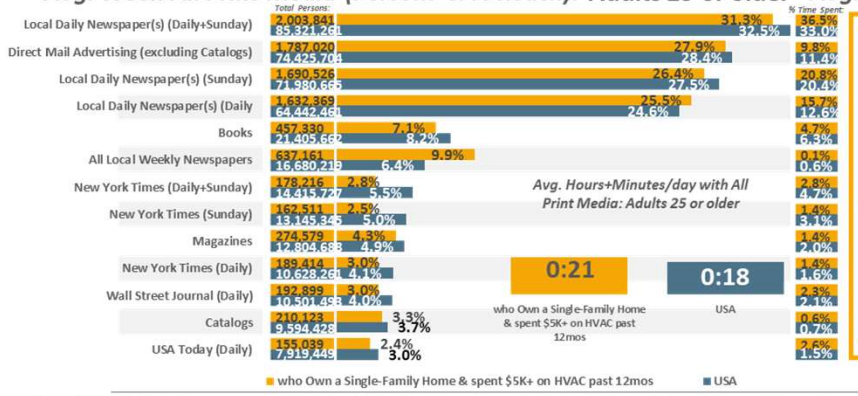
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[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



2,003,841 or 31.3% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.7 minutes every day representing 38.3% of all time spent daily with All forms of Print

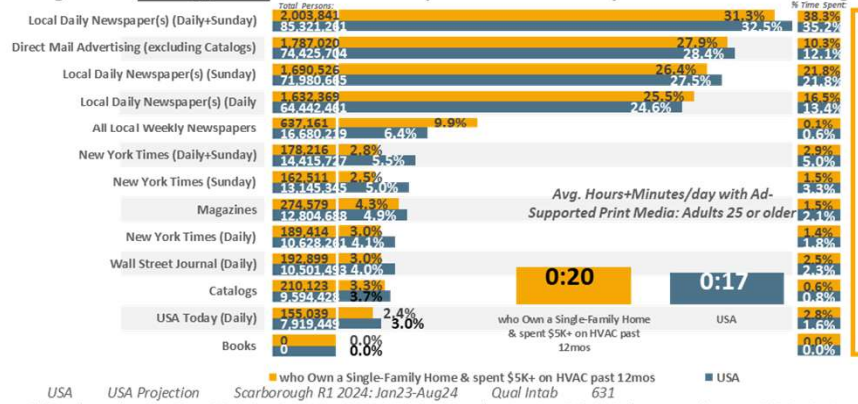
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



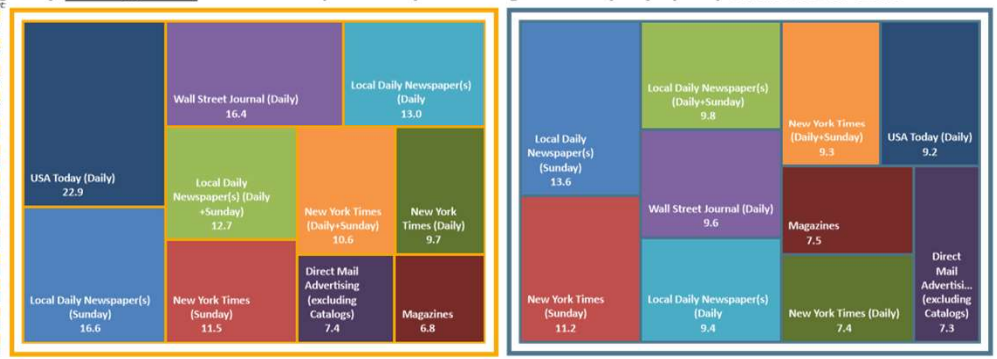
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

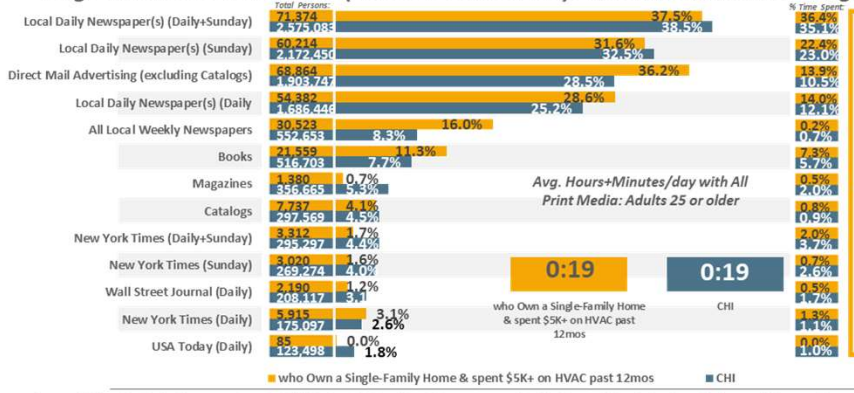
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

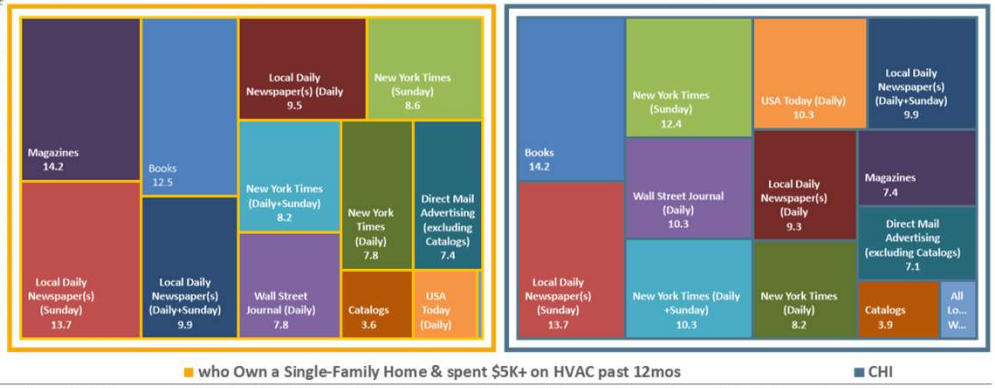


71,374 or 37.5% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 39.3% of all time spent daily with All forms of Print Med

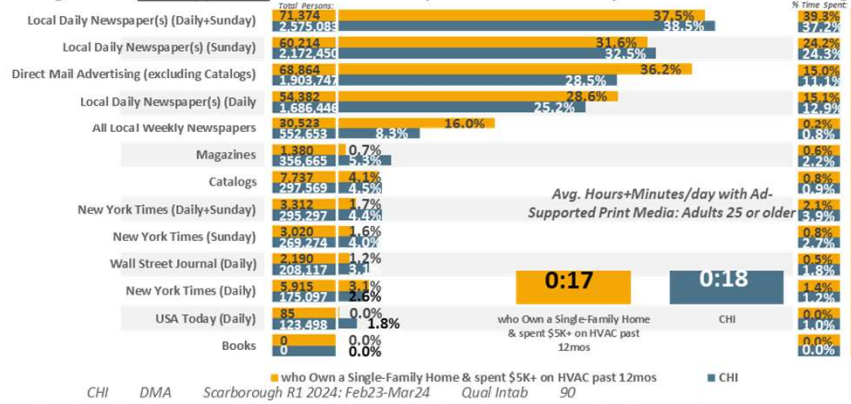
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



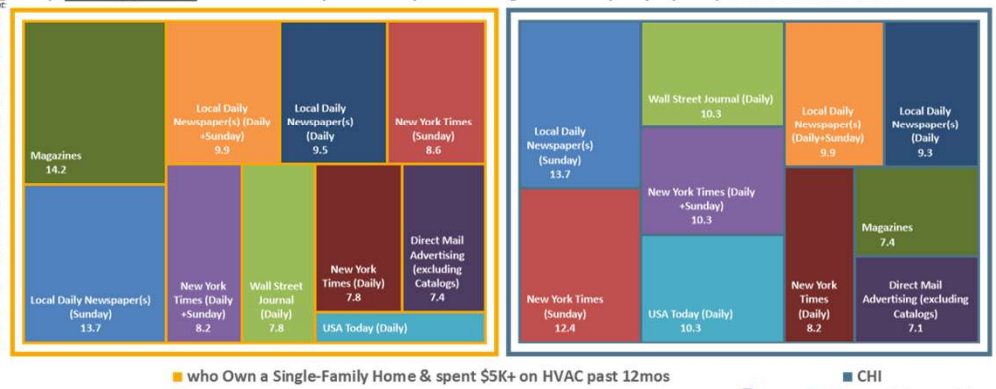
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 90

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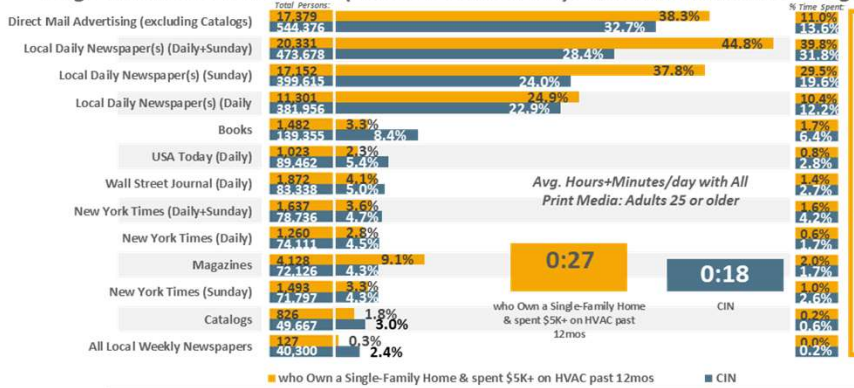
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

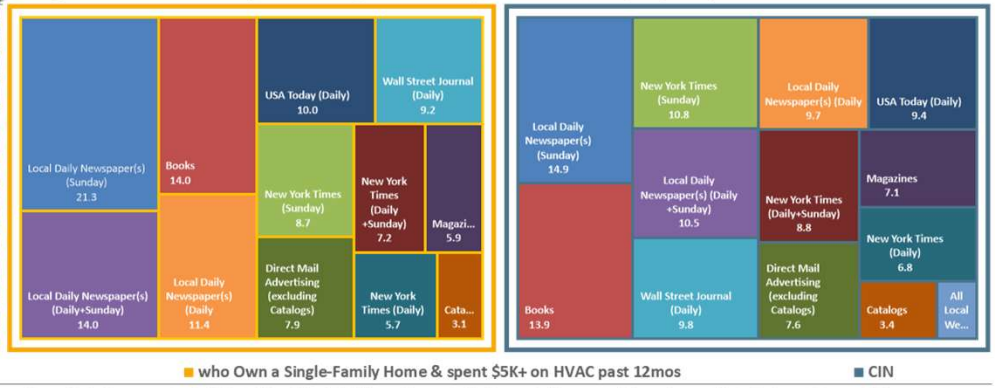


20,331 or 44.8% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14. minutes every day representing 40.5% of all time spent daily with All forms of Print Med

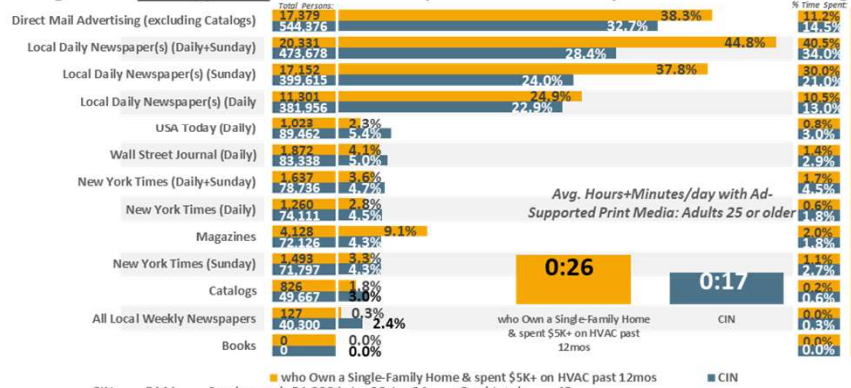
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



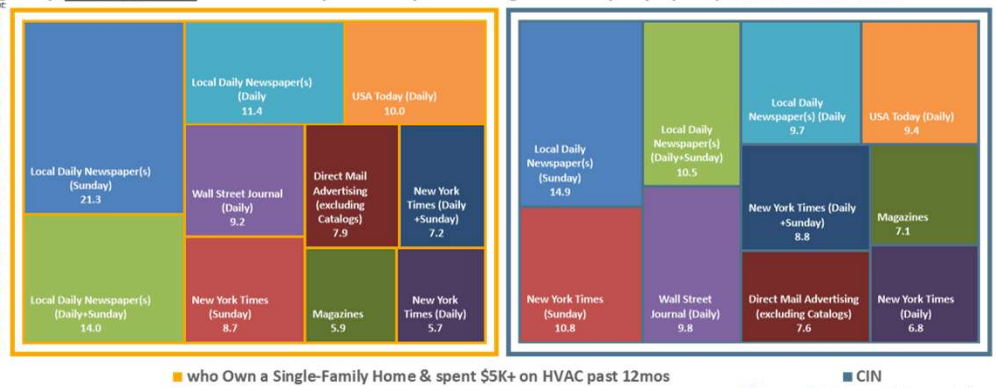
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 48

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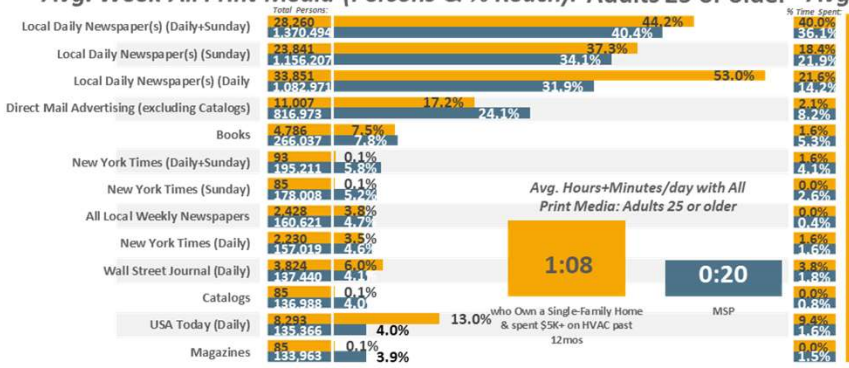
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28,260 or 44.2% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 26.5 minutes every day representing 40.6% of all time spent daily with All forms of Print Me

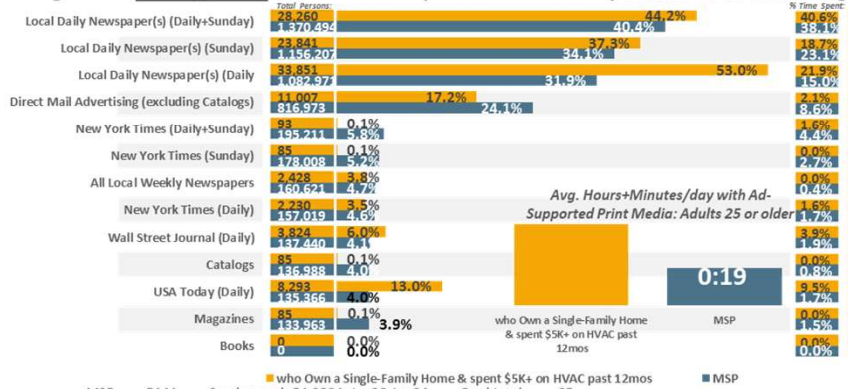
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



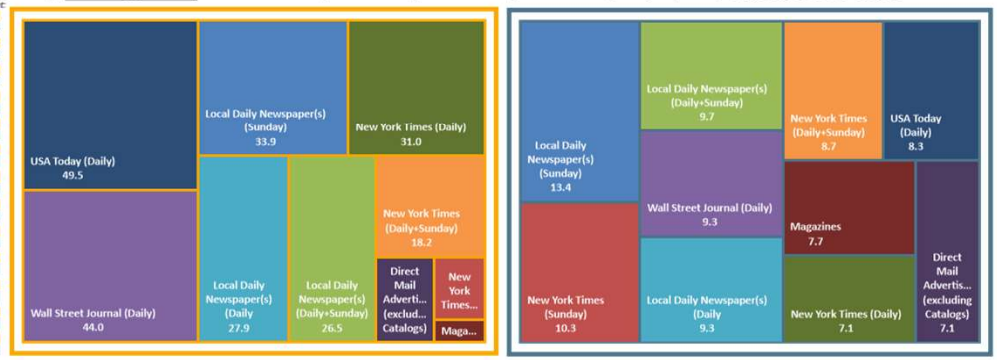
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

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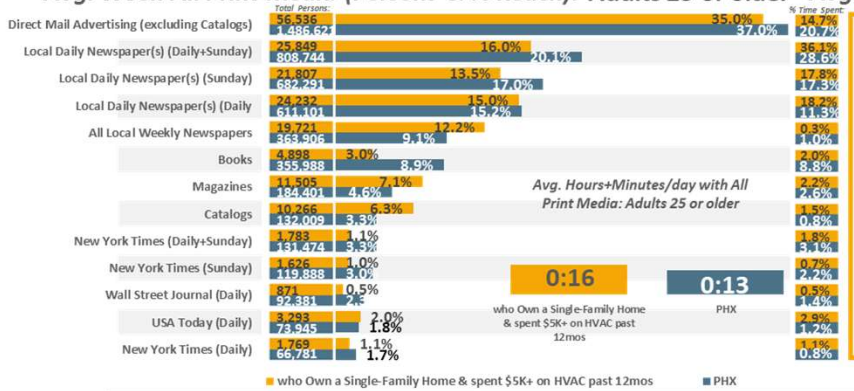
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

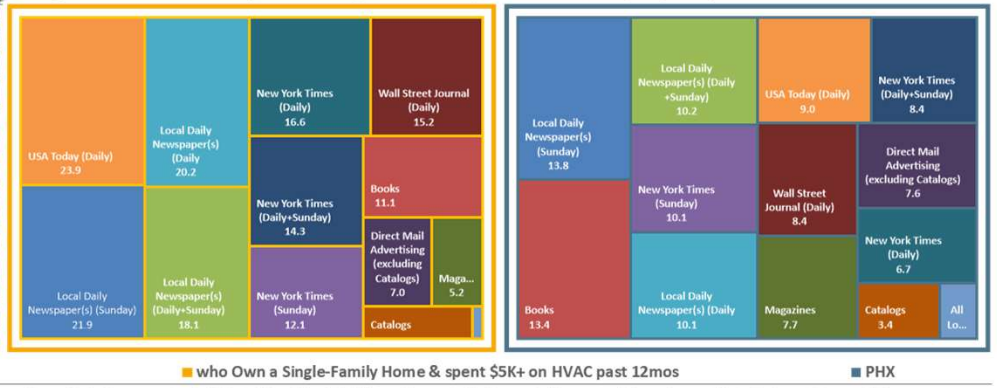


25,849 or 16.% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 18.1 minutes every day representing 36.8% of all time spent daily with All forms of Print Med

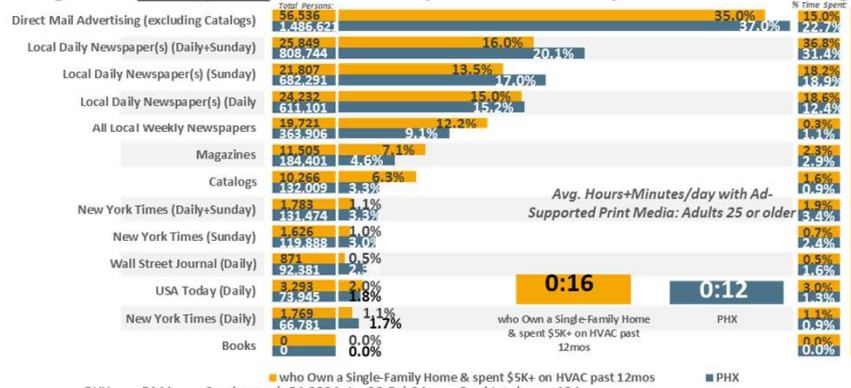
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



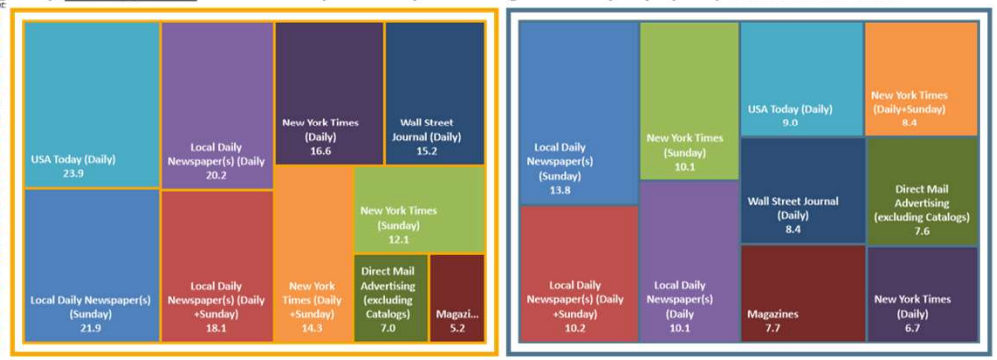
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 104

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