USA+4 DMAs – P35+Homeowners who Plan to Buy a New FENCE or DECK in the next 12 months!

Complete Demographic & Media Use Profiles

Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P35+ Single-Family Homeowners who Plan to Buy a New FENCE or DECK in the next 12 months** as of March 31, 2026.

MASTER HALCO®

Fence & Deck Supply

MASTER HALCO Fence & Deck Supply **USA**

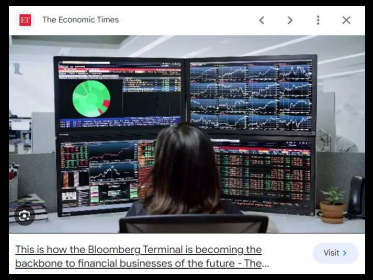
MASTER HALCO Fence & Deck Supply **CHI**

MASTER HALCO Fence & Deck Supply **WDC**

MASTER HALCO Fence & Deck Supply **SEA**

MASTER HALCO Fence & Deck Supply **PHX**

P35+



ITOCHU ITOCHU International Inc. Vanguard BlackRock

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

HUBBARD BROADCASTING INC. HB

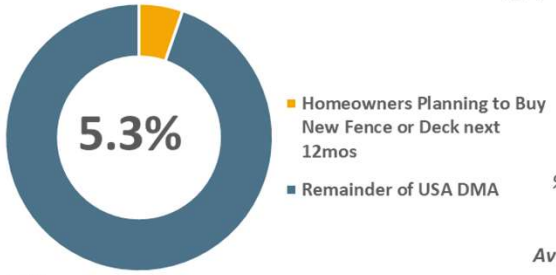
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

MASTER HALCO Fence & Deck Supply

USA

5.3% or 9,963,379 of USA DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next 12mos. Typical Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 55.4 years old (3.6% younger than average) and have a $148,040 (22.6% higher than average) annual household income.

Percent of Market: Adults 35 or older

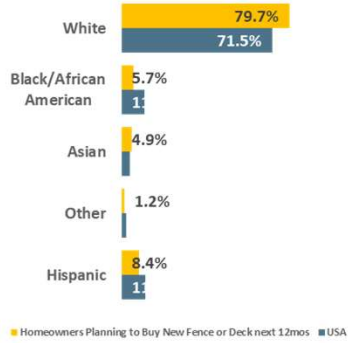


Total Persons:

Gender of Target vs. Market: Adults 35 or older

	Men	Men	Women	Women
%M vs. %F:	51.1%	48.5%	48.9%	51.5%
Average Age:	55.6	57.0	55.3	57.9
# Persons:	5,089,480	91,366,397	4,873,899	97,062,573

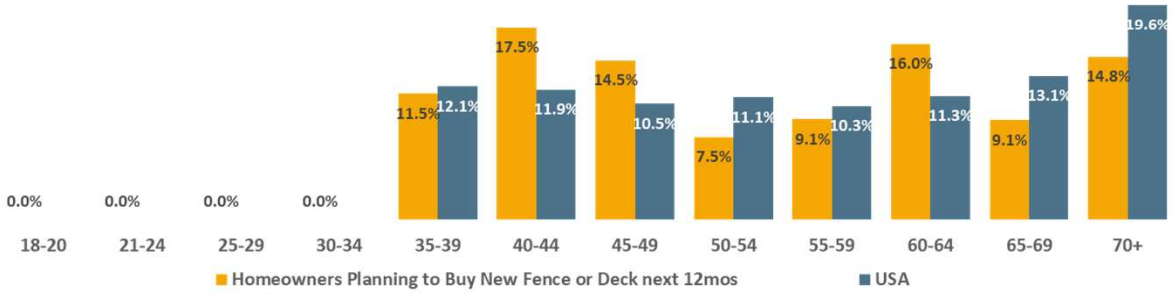
Ethnicity of Target vs. Market:



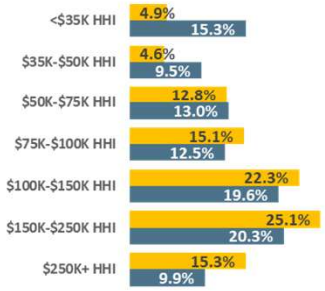
Age Cell Demographics of Target vs. Market:

Average Age:

	Homeowners Planning to Buy New Fence or Deck next 12mos	USA
Adults 35 or older	55.4	57.5



HHI of Target vs. Market:



Avg HHI:	$148,040	$120,780

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986

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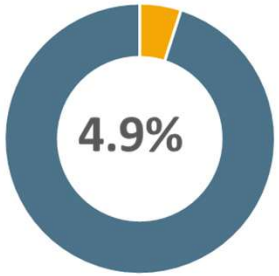
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

4.9% or 270,093 of CHI DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next 12mos. Typical Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 54. years old (5.3% younger than average) and have a $146,919 (30.7% higher than average) annual household income.

Percent of Market: Adults 35 or older



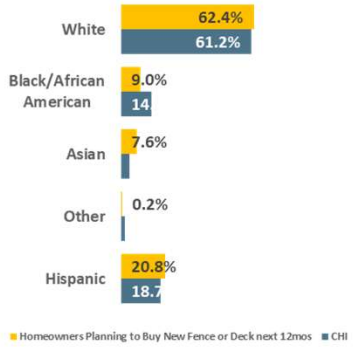
- Homeowners Planning to Buy New Fence or Deck next 12mos
- Remainder of CHI DMA

Total Persons:

Gender of Target vs. Market: Adults 35 or older

	Men	Men	Women	Women
%M vs. %F:	47.5%	48.1%	52.5%	51.9%
Average Age:	53.9	56.5	54.2	57.6
# Persons:	128,214	2,625,427	141,879	2,834,463

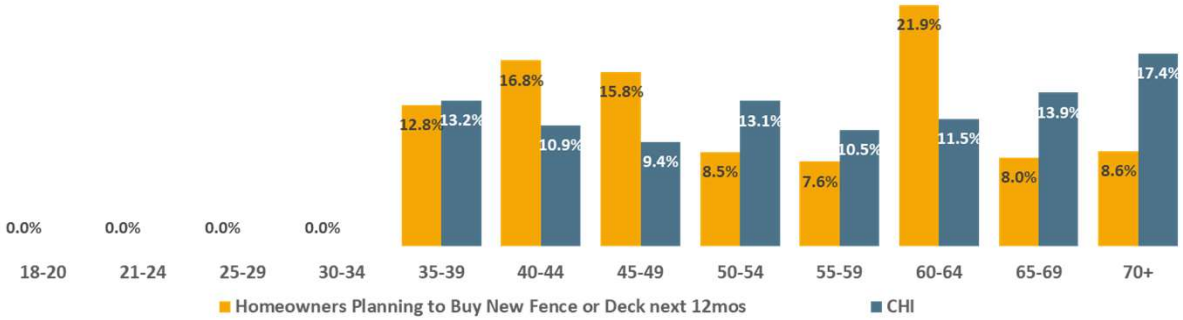
Ethnicity of Target vs. Market:



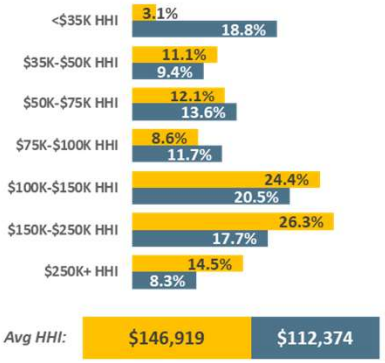
Age Cell Demographics of Target vs. Market:

Average Age:

	Homeowners Planning to Buy New Fence or Deck next 12mos	CHI
Adults 35 or older	54.0	57.1



HHI of Target vs. Market:



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 146

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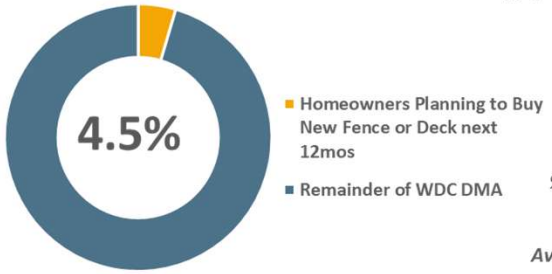
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

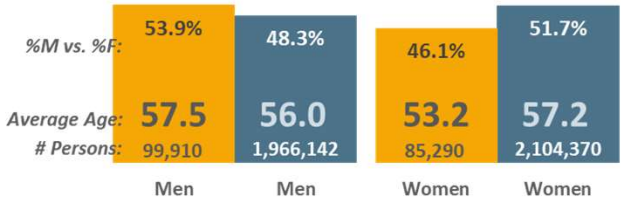
4.5% or 185,200 of WDC DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next 12mos. Typical Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 55.5 years old (2.% younger than average) and have a $164,924 (14.% higher than average) annual household income.

Percent of Market: Adults 35 or older

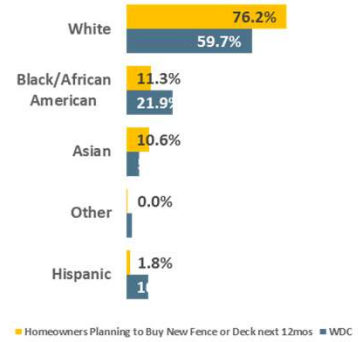


Total Persons: 185,200 | 3,885,312

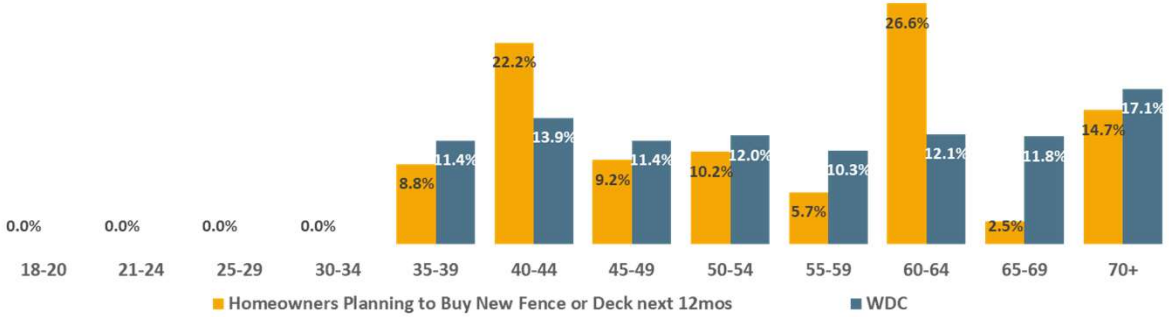
Gender of Target vs. Market: Adults 35 or older



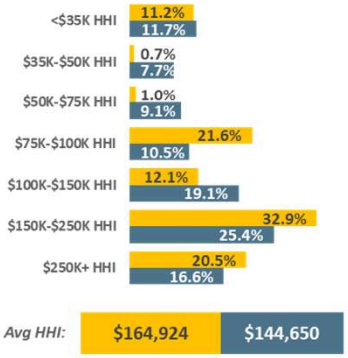
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 132

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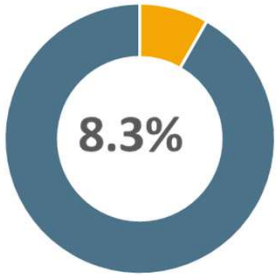
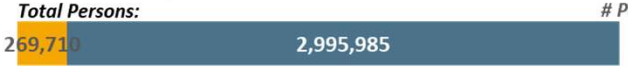
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

8.3% or 269,710 of SEA DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next 12mos. Typical Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 55.6 years old (1.9% younger than average) and have a $168,206 (26.4% higher than average) annual household income.

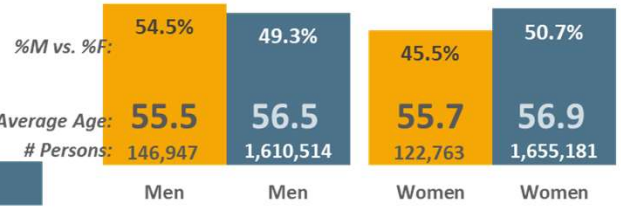
Percent of Market: Adults 35 or older



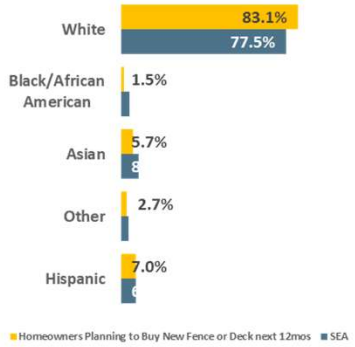
Total Persons:



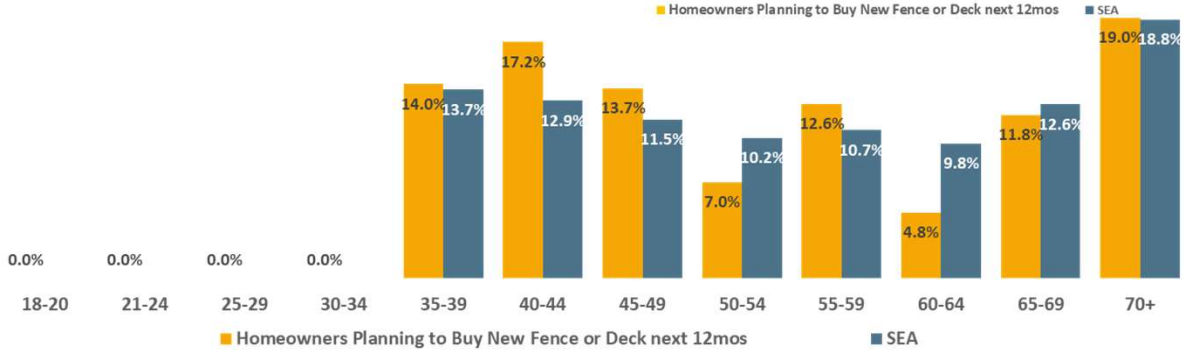
Gender of Target vs. Market: Adults 35 or older



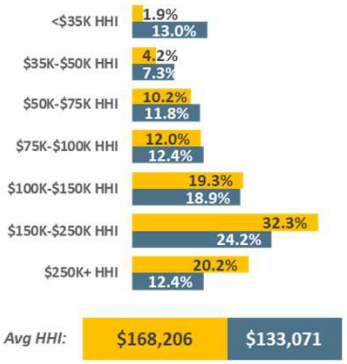
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 259

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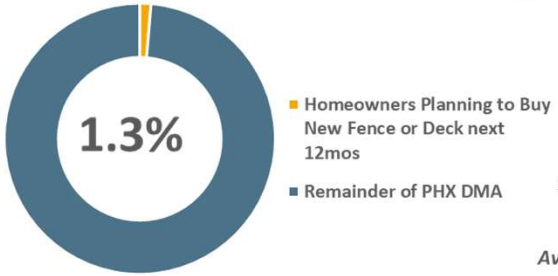
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

MASTER HALCO Fence & Deck Supply

PHX

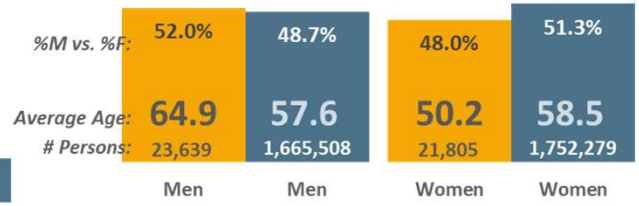
1.3% or 45,444 of PHX DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next 12mos. Typical Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 57.8 years old (.5% younger than average) and have a $151,399 (34.5% higher than average) annual household income.

Percent of Market: Adults 35 or older

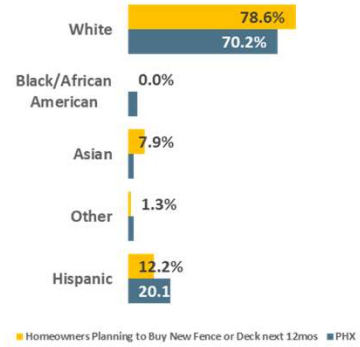


Total Persons:

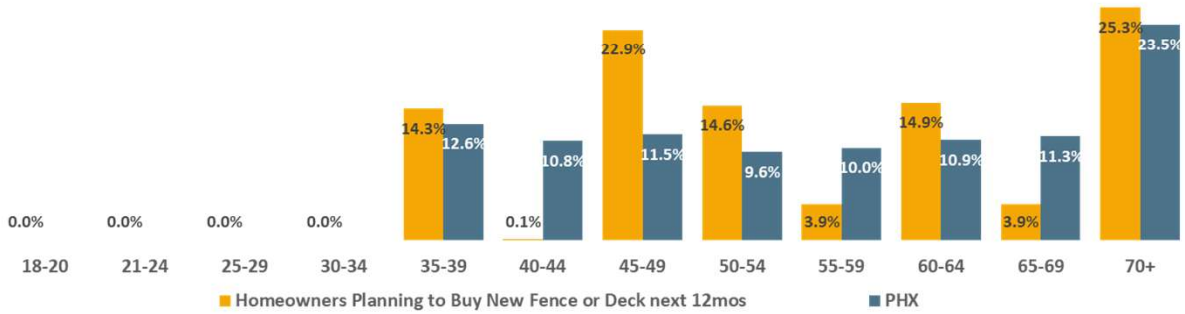
Gender of Target vs. Market: Adults 35 or older



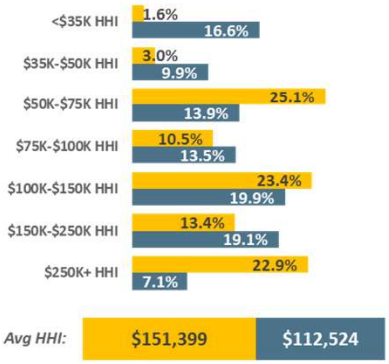
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35

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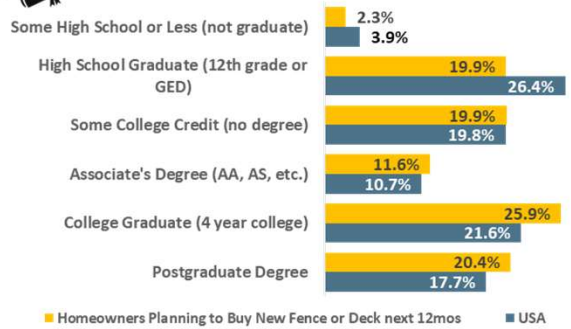
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

MASTER HALCO Fence & Deck Supply

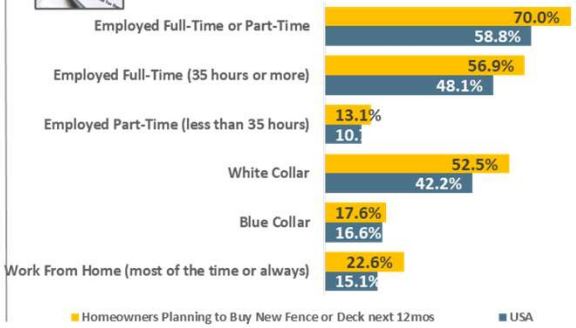
USA

5.3% or 9,963,379 of USA DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next... Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 17.9% more likely to be a college graduate, 18.2% more likely to work full-time, 28.2% more likely to be married, 3.6% less likely to be a grandparent of 1 or more children und

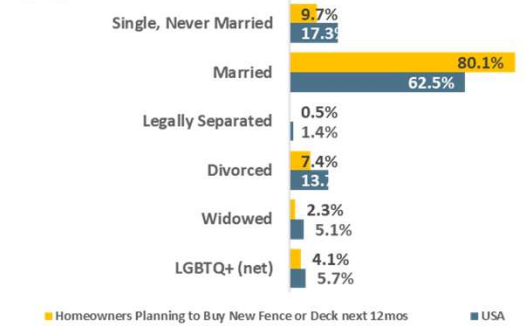
Education Levels: Adults 35 or older



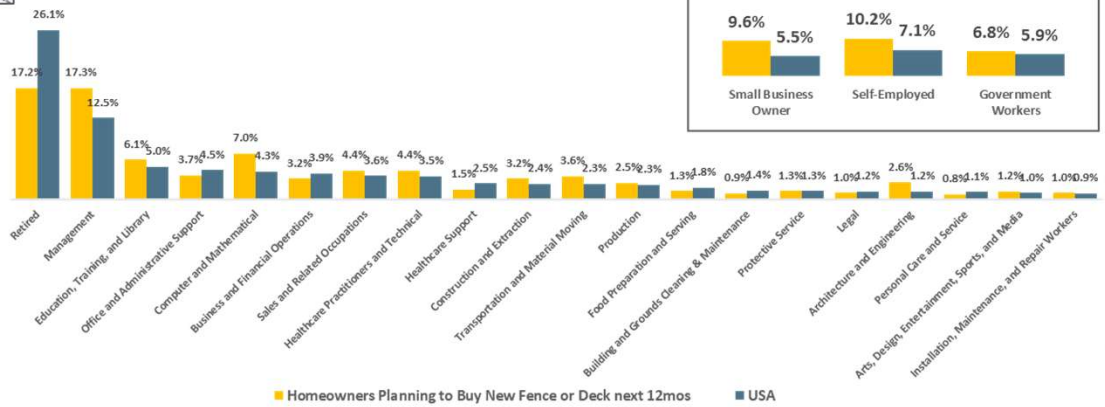
Employment: Adults 35 or older



Marital Status: Adults 35 or older

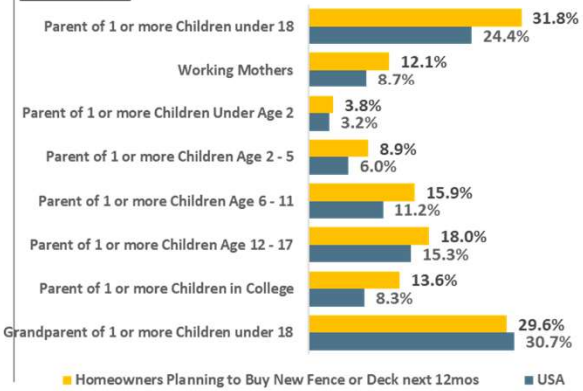


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 35 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986

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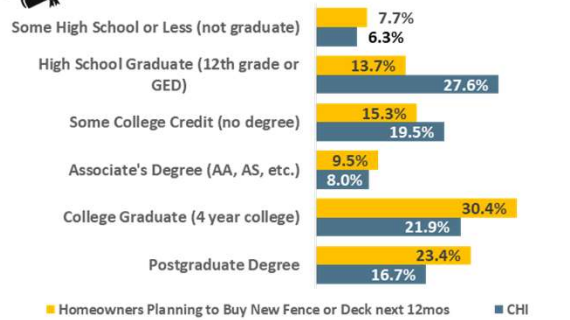
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

MASTER HALCO Fence & Deck Supply

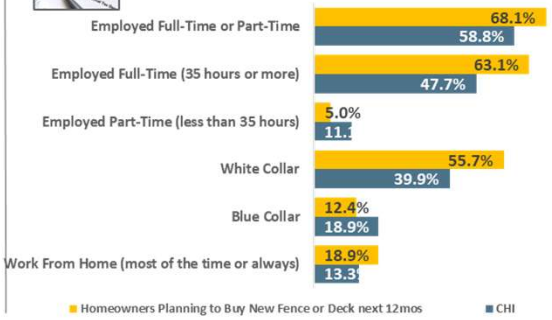
CHI

4.9% or 270,093 of CHI DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next... Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 39.6% more likely to be a college graduate, 32.3% more likely to work full-time, 32.2% more likely to be married, 15.5% less likely to be a grandparent of 1 or more children un

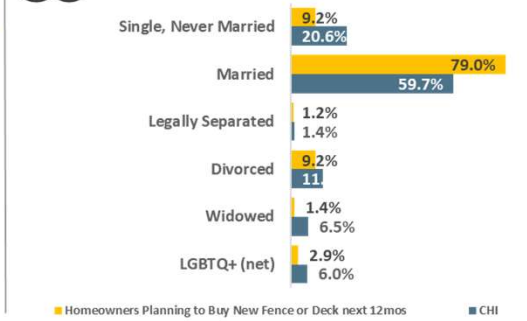
Education Levels: Adults 35 or older



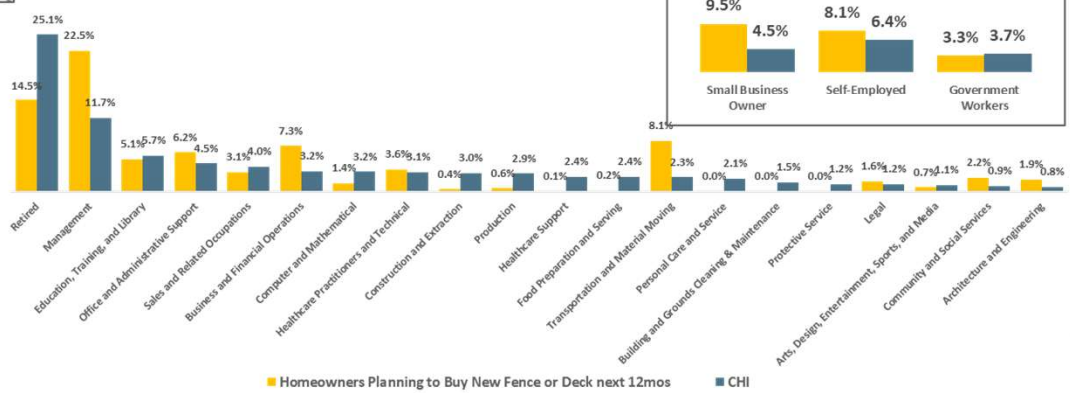
Employment: Adults 35 or older



Marital Status: Adults 35 or older

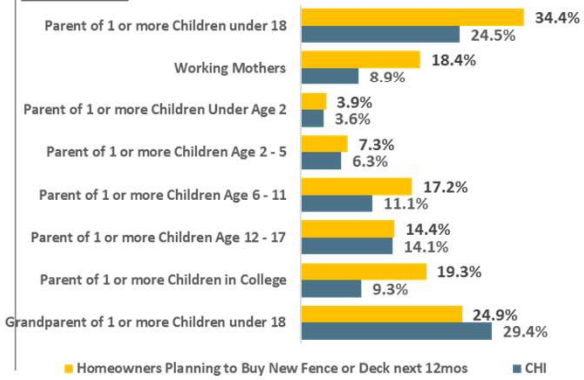


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 35 or older



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 146

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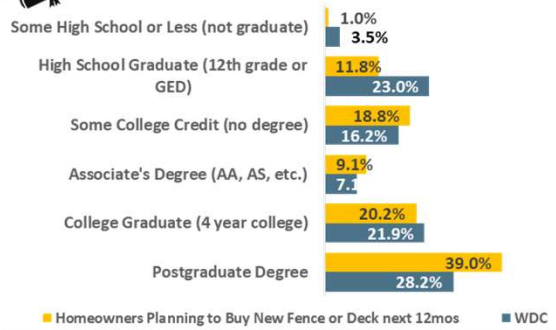
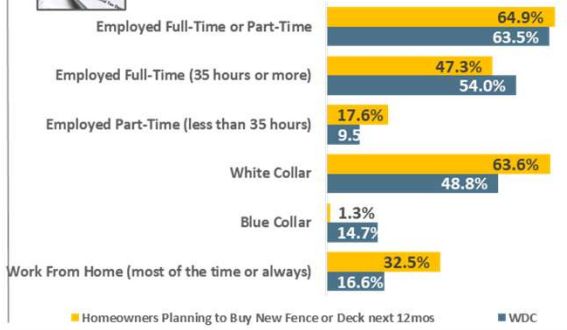
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

4.5% or 185,200 of WDC DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next... Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 17.9% more likely to be a college graduate, 12.5% less likely to work full-time, 37.7% more likely to be married, 1.1% more likely to be a grandparent of 1 or more children und

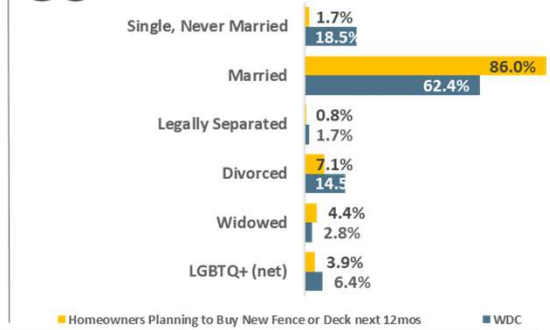
Education Levels: Adults 35 or older



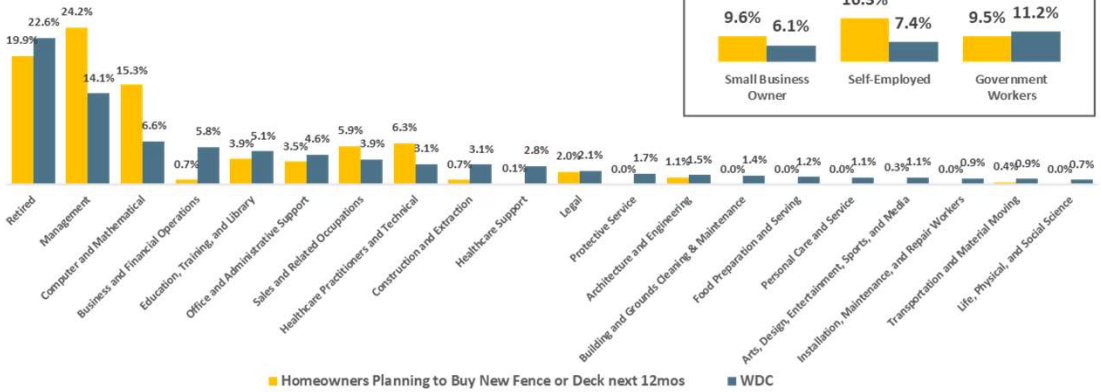
Employment: Adults 35 or older



Marital Status: Adults 35 or older

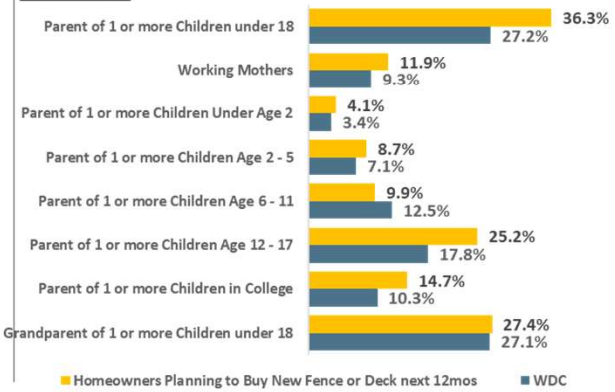


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 35 or older



WDC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 132

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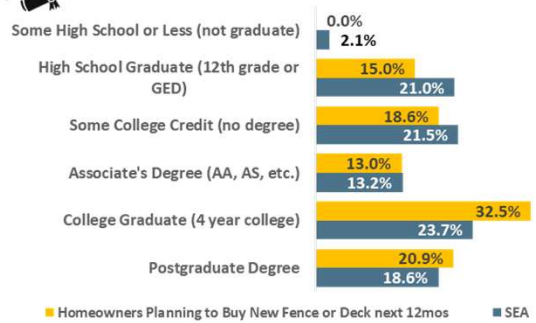
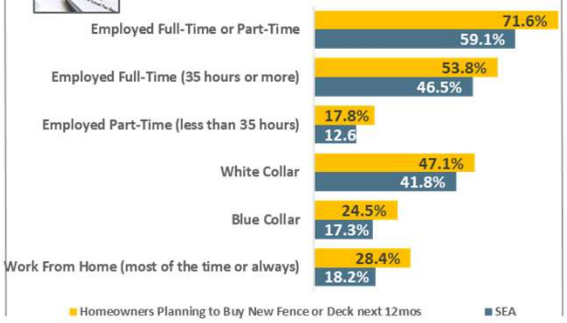
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

8.3% or 269,710 of SEA DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next.. Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 26.1% more likely to be a college graduate, 15.7% more likely to work full-time, 22.4% more likely to be married, 9.1% less likely to be a grandparent of 1 or more children und

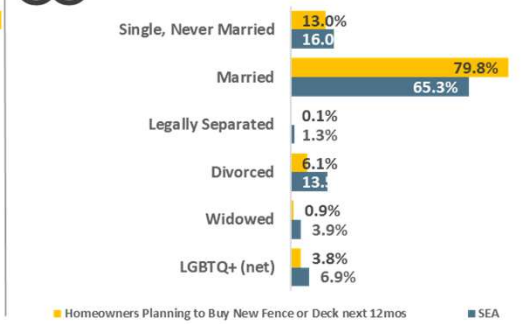
Education Levels: Adults 35 or older



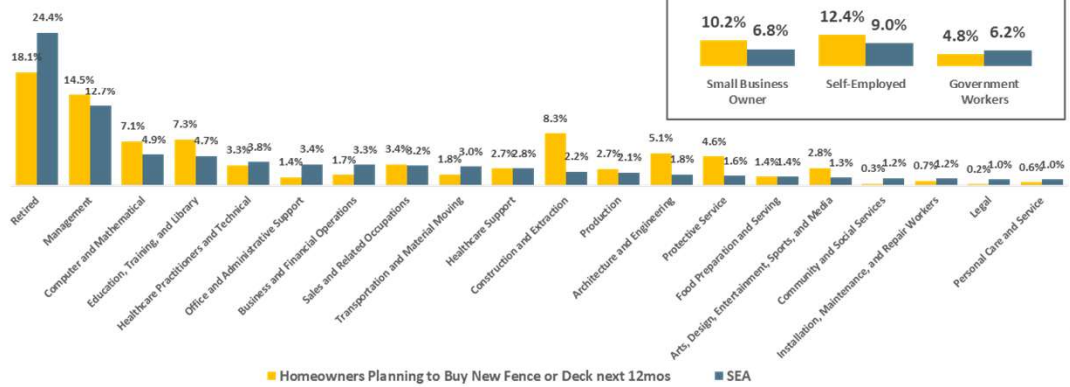
Employment: Adults 35 or older



Marital Status: Adults 35 or older

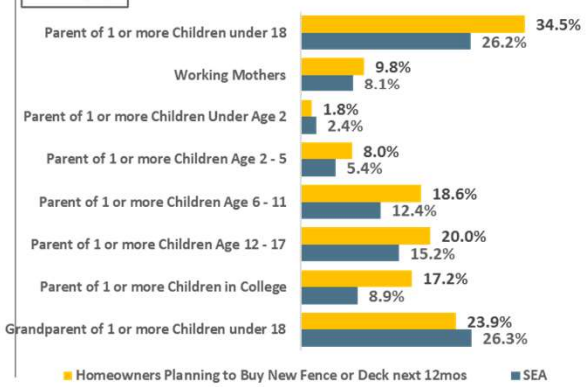


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 35 or older



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 259

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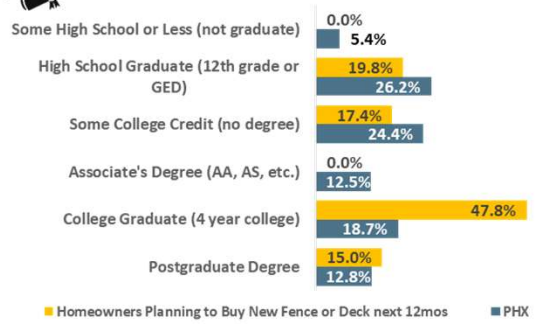
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

MASTER HALCO Fence & Deck Supply

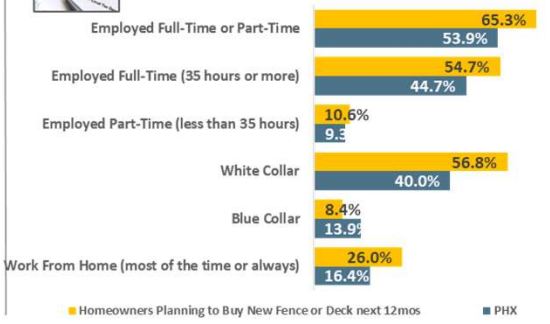
PHX

1.3% or 45,444 of PHX DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next… Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 99.7% more likely to be a college graduate, 22.4% more likely to work full-time, 56.% more likely to be married, 61.5% less likely to be a grandparent of 1 or more children und

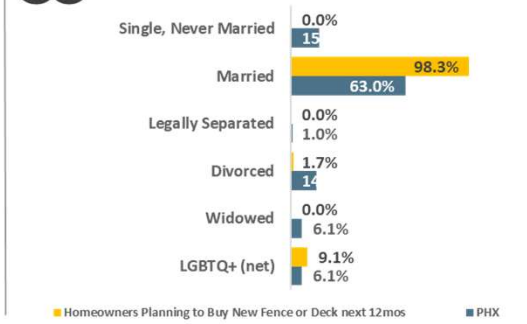
Education Levels: Adults 35 or older



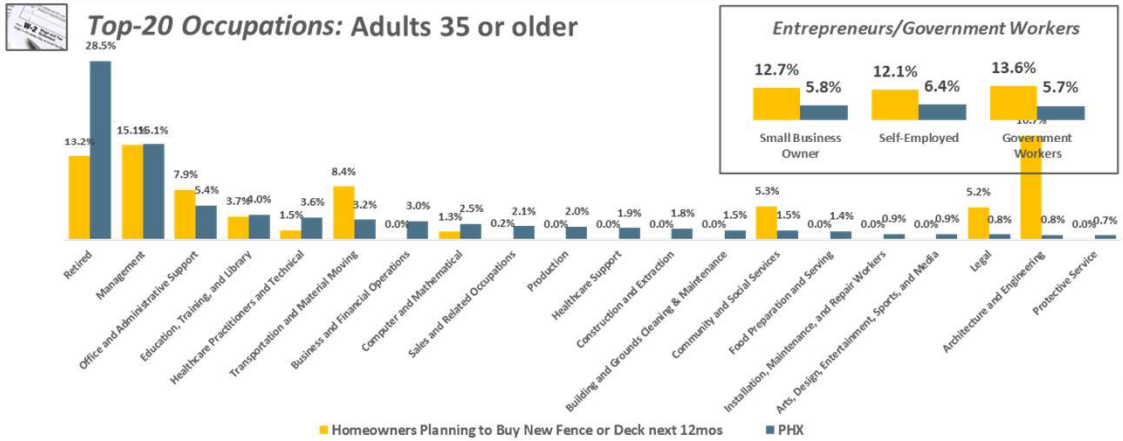
Employment: Adults 35 or older



Marital Status: Adults 35 or older

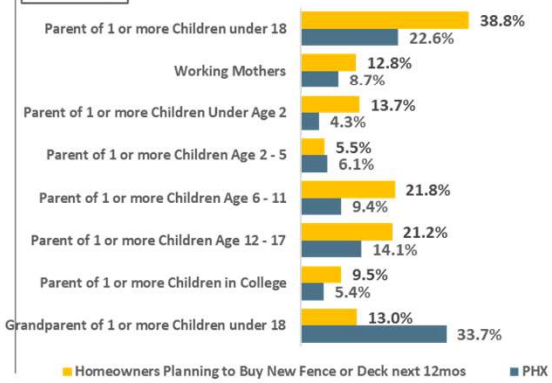


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 35 or older



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35

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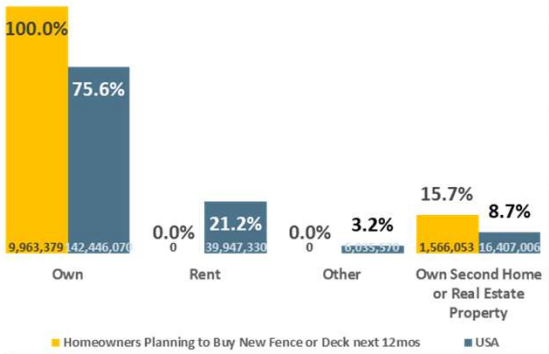
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

MASTER HALCO Fence & Deck Supply

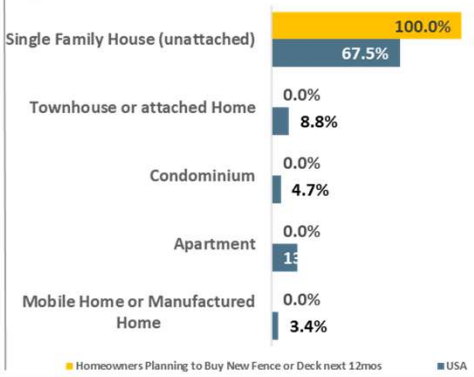
USA

5.3% or 9,963,379 of USA DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next… Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 32.3% more likely to own their home, 1.9% more likely to own a higher valued home, 48.1% more likely to have a single-family home, 46.5% more likely to have a dog.

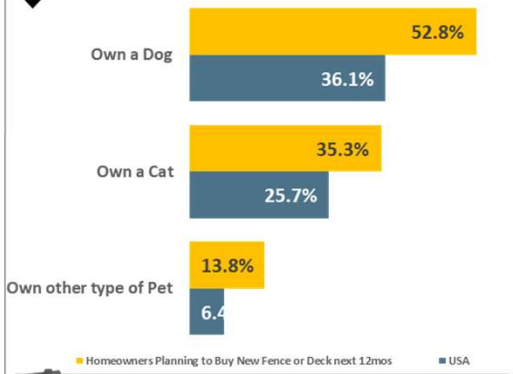
Own/Rent/Other: Adults 35 or older



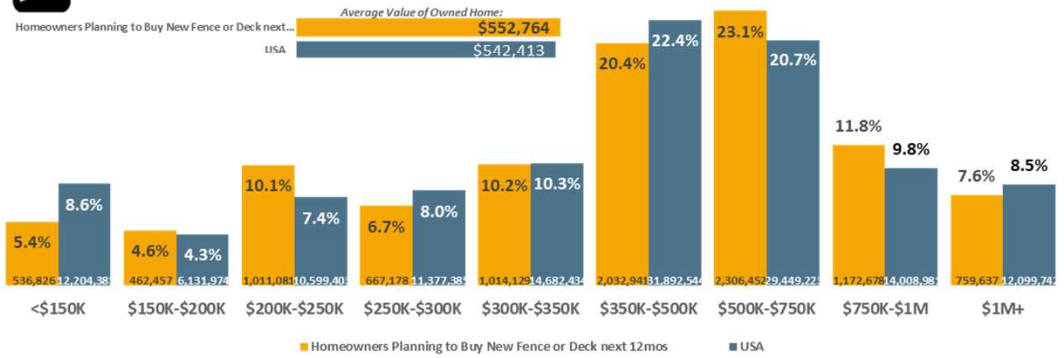
Type of Home: Adults 35 or older



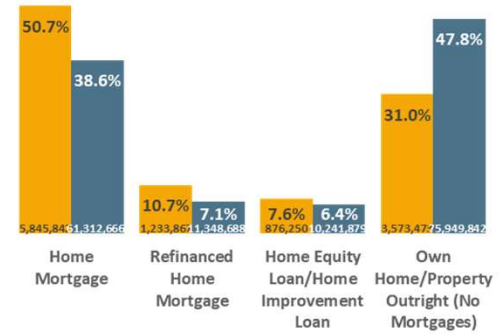
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986

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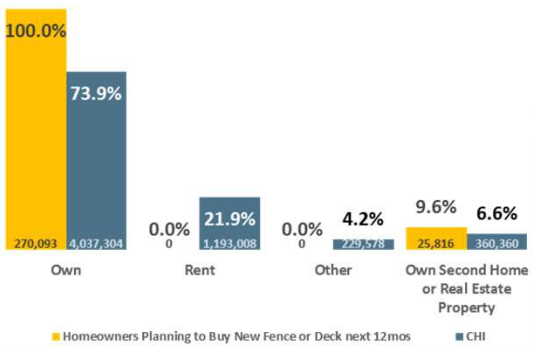
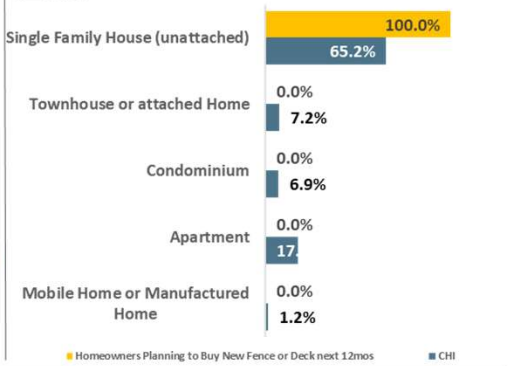
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

4.9% or 270,093 of CHI DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next... Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 35.2% more likely to own their home, 3.4% more likely to own a higher valued home, 53.4% more likely to have a single-family home, 38.% more likely to have a dog.

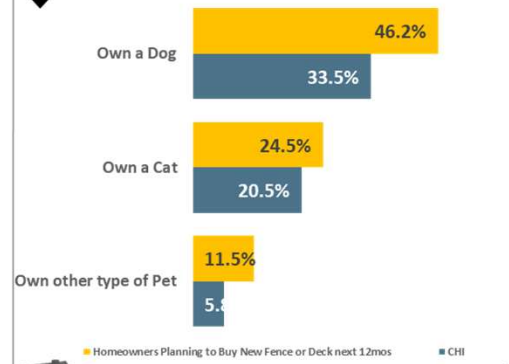
Own/Rent/Other: Adults 35 or older



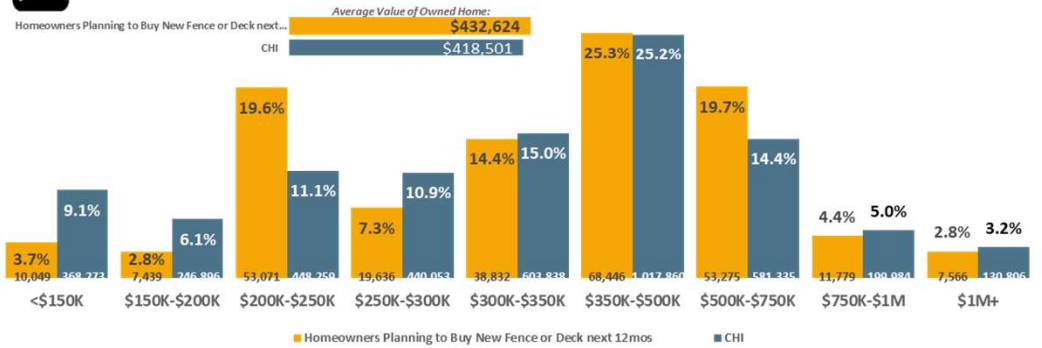
Type of Home: Adults 35 or older



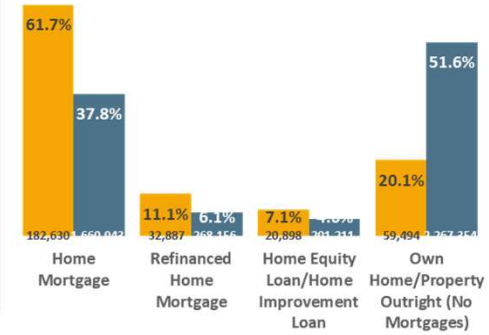
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



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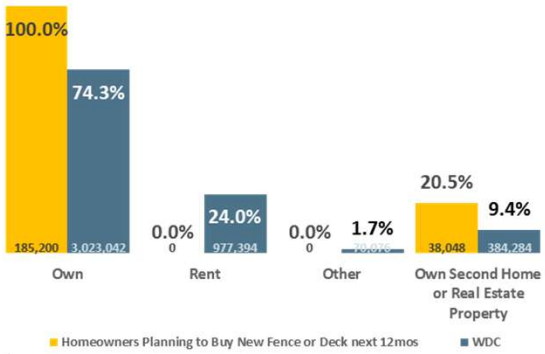
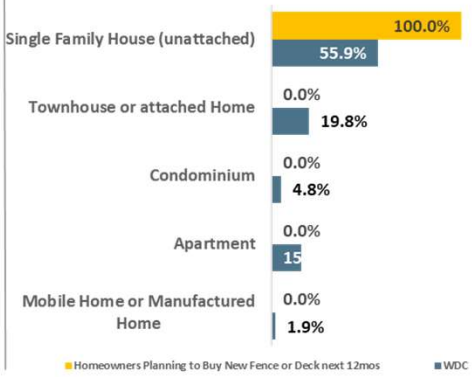
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

4.5% or 185,200 of WDC DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next...
Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 34.6% more likely to own their home, 3.% more likely to own a lower valued home, 79.% more likely to have a single-family home, 65.7% more likely to have a dog.

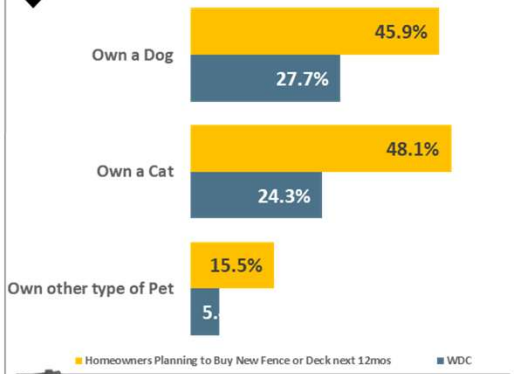
Own/Rent/Other: Adults 35 or older



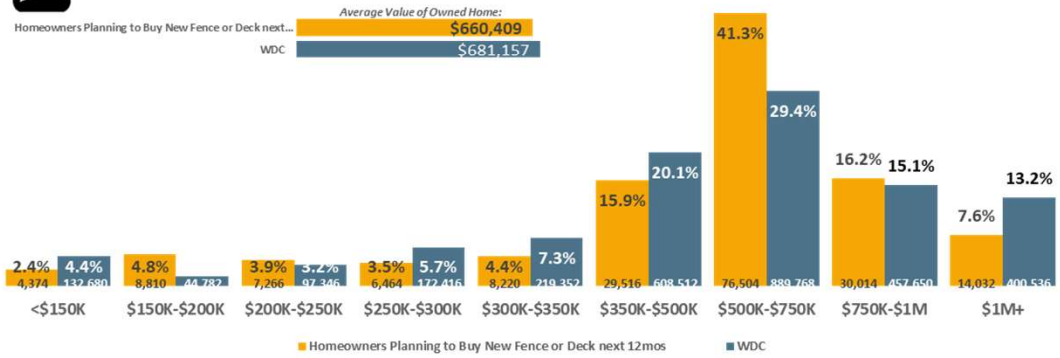
Type of Home: Adults 35 or older



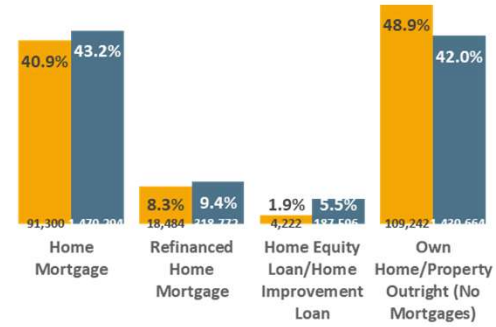
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



WDC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 132

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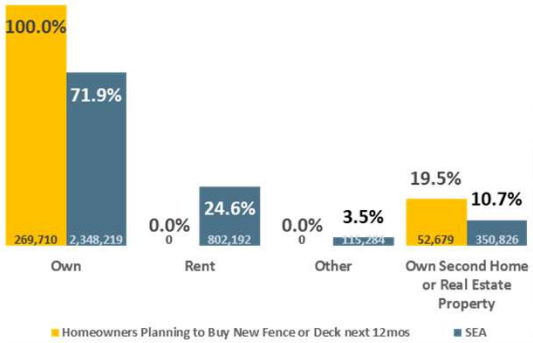
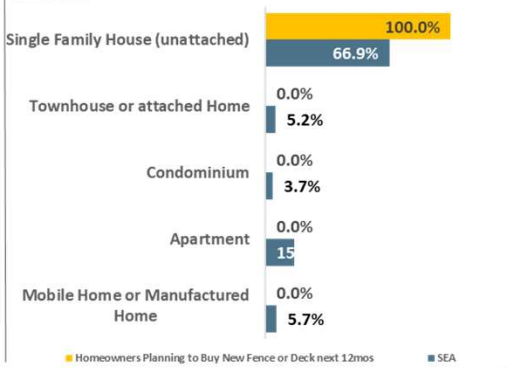
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

8.3% or 269,710 of SEA DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next... Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 39.1% more likely to own their home, 4.% more likely to own a higher valued home, 49.5% more likely to have a single-family home, 32.3% more likely to have a dog.

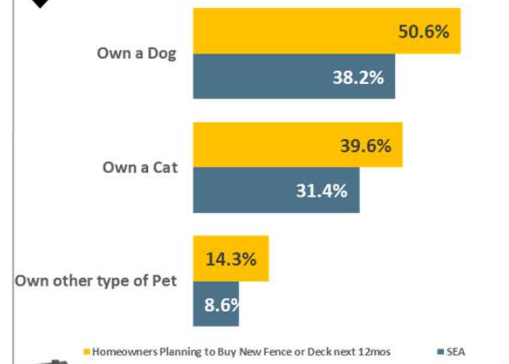
Own/Rent/Other: Adults 35 or older



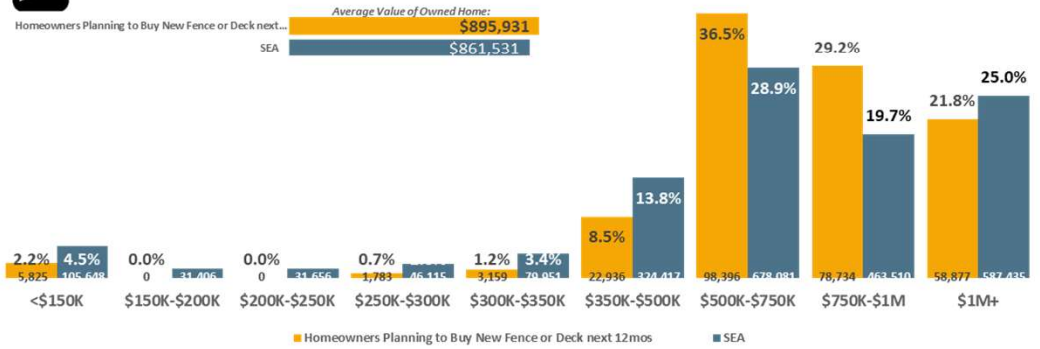
Type of Home: Adults 35 or older



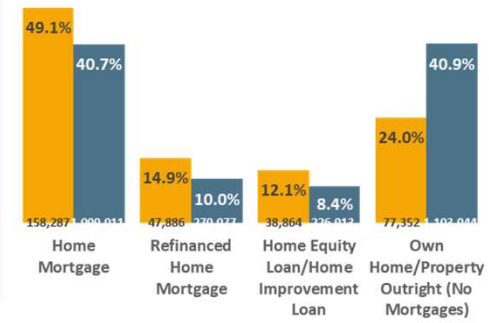
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 259

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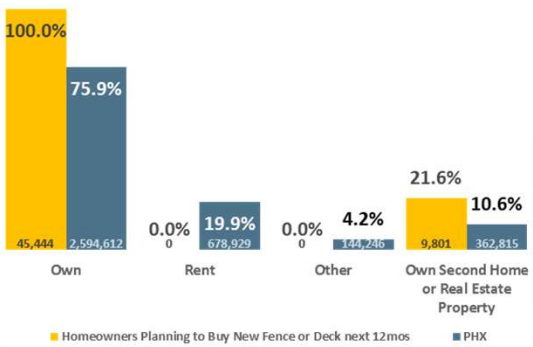
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

MASTER HALCO Fence & Deck Supply

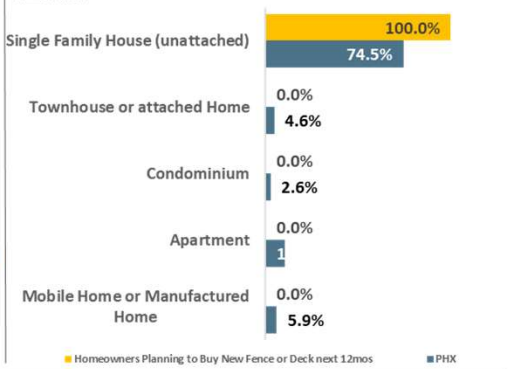
PHX

1.3% or 45,444 of PHX DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next... Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 31.7% more likely to own their home, 3.7% more likely to own a higher valued home, 34.3% more likely to have a single-family home, 69.5% more likely to have a dog.

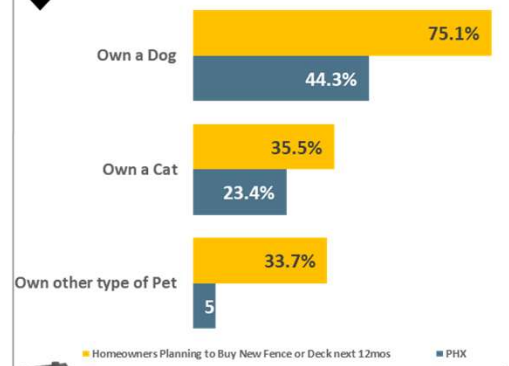
Own/Rent/Other: Adults 35 or older



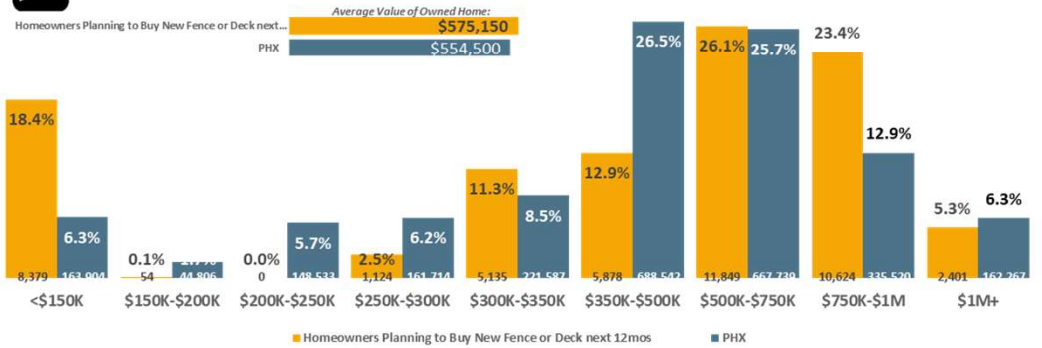
Type of Home: Adults 35 or older



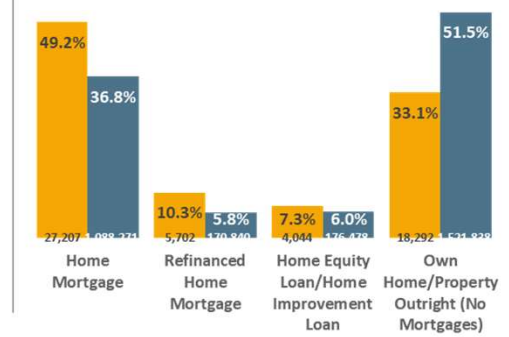
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



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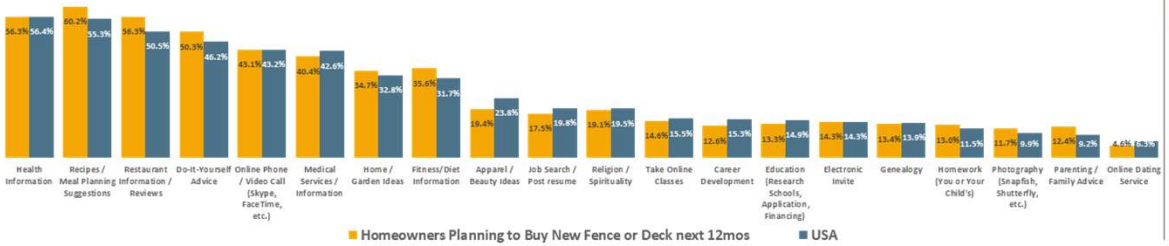
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

MASTER HALCO Fence & Deck Supply

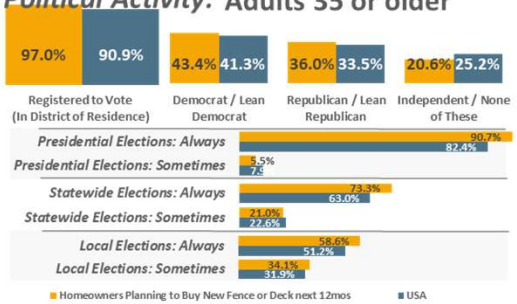
USA

5.3% or 9,963,379 of USA DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next… Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 8.9% more likely to look up D-I-Y advice online, 14.4% more likely to always vote in local elections, 6.8% less likely to belong to a gym, 2.1% more likely to fly domestic past

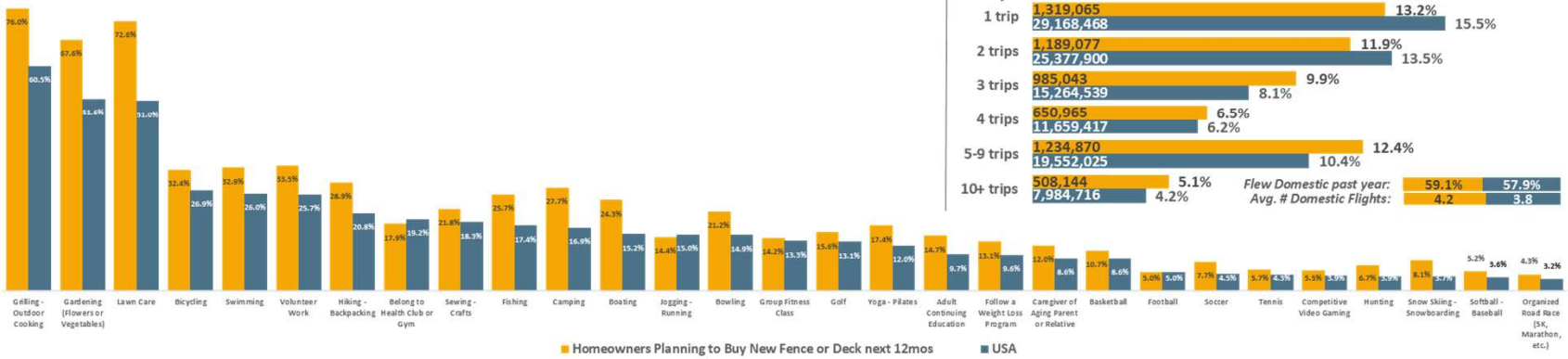
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



Political Activity: Adults 35 or older



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



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

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986

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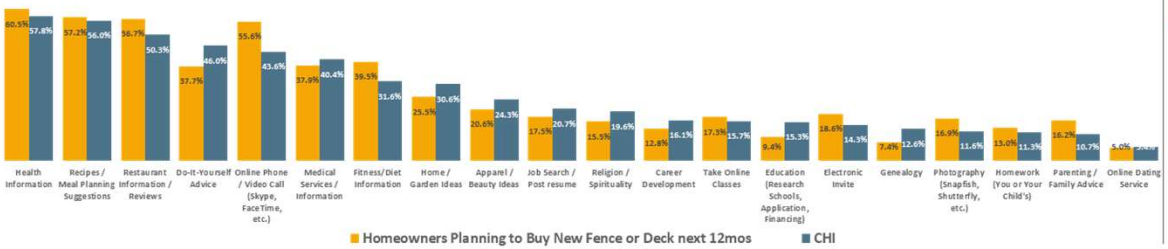
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

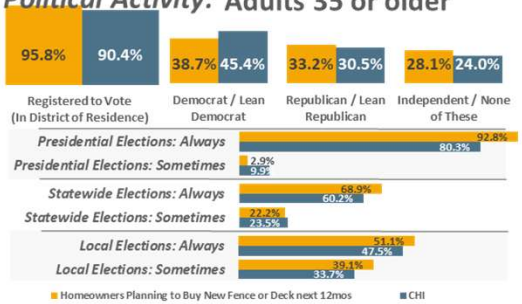
MASTER HALCO Fence & Deck Supply = CHI

4.9% or 270,093 of CHI DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next… Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 18.% less likely to look up D-I-Y advice online, 7.6% more likely to always vote in local elections, 15.3% less likely to belong to a gym, .4% more likely to fly domestic past

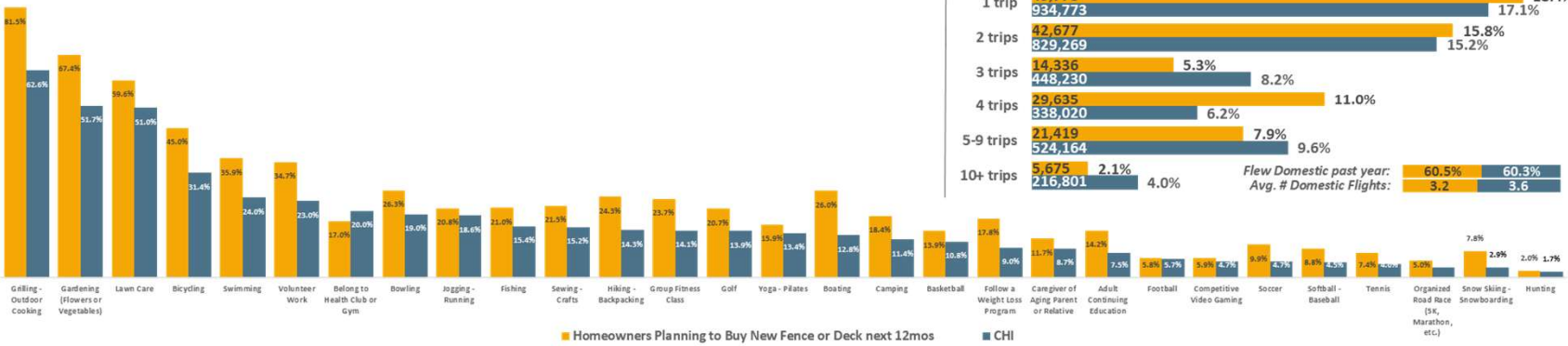
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



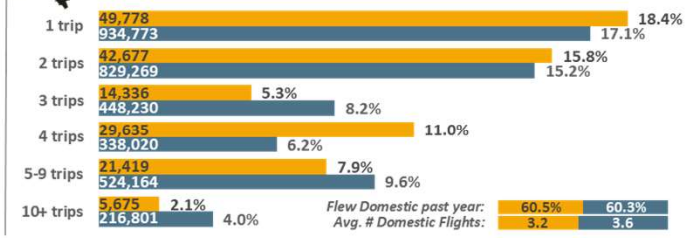
Political Activity: Adults 35 or older



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 146

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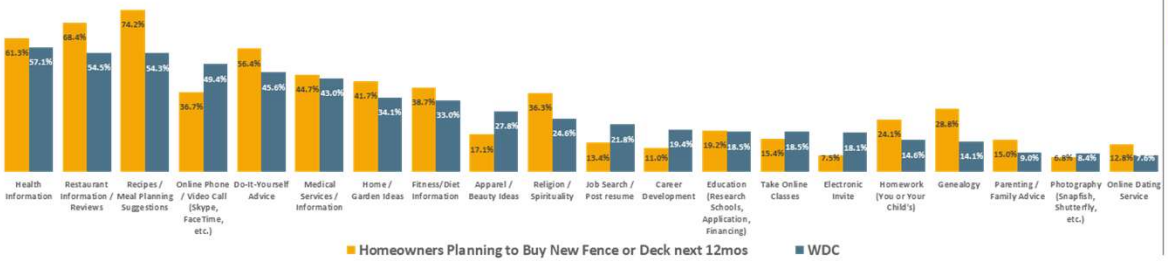
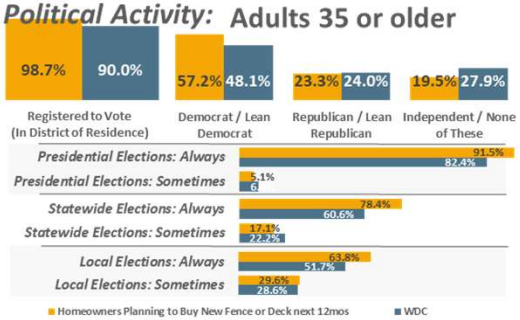
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

4.5% or 185,200 of WDC DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next… Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 23.7% more likely to look up D-I-Y advice online, 23.4% more likely to always vote in local elections, 52.6% less likely to belong to a gym, 15.8% more likely to fly domestic p

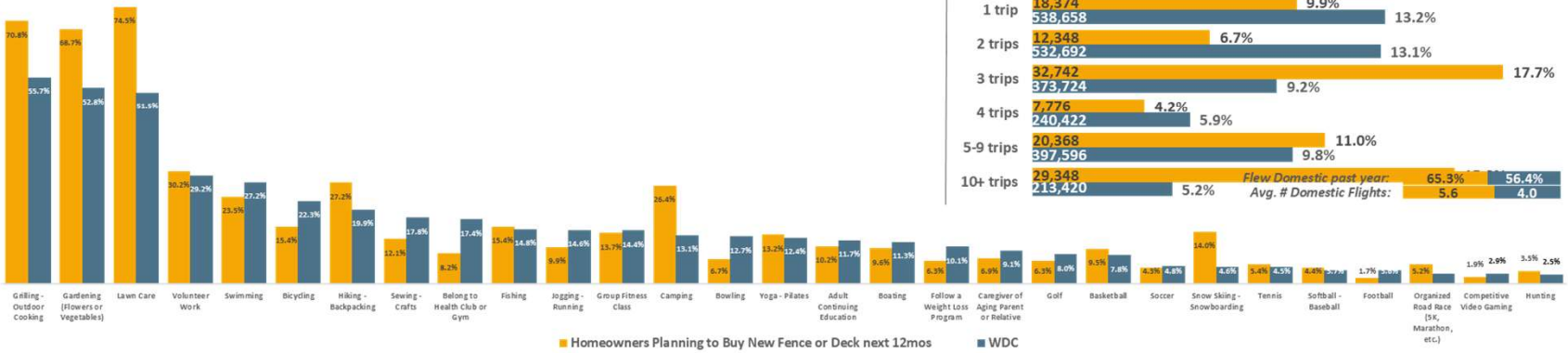
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



Political Activity: Adults 35 or older



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



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

WDC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 132

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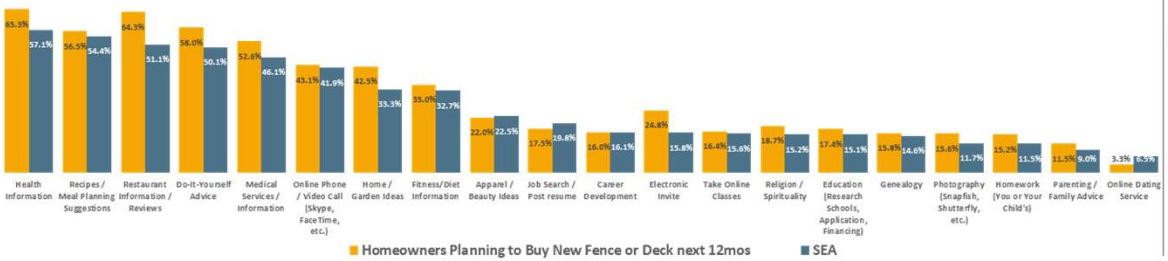
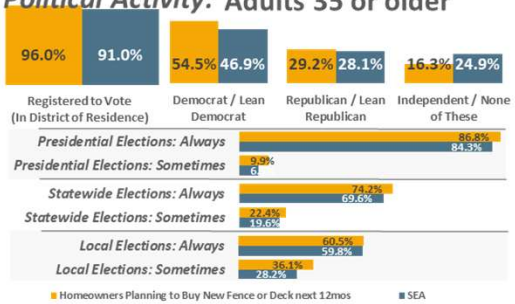
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

8.3% or 269,710 of SEA DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next… Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 15.8% more likely to look up D-I-Y advice online, 1.1% more likely to always vote in local elections, 18.4% less likely to belong to a gym, 13.9% more likely to fly domestic pa

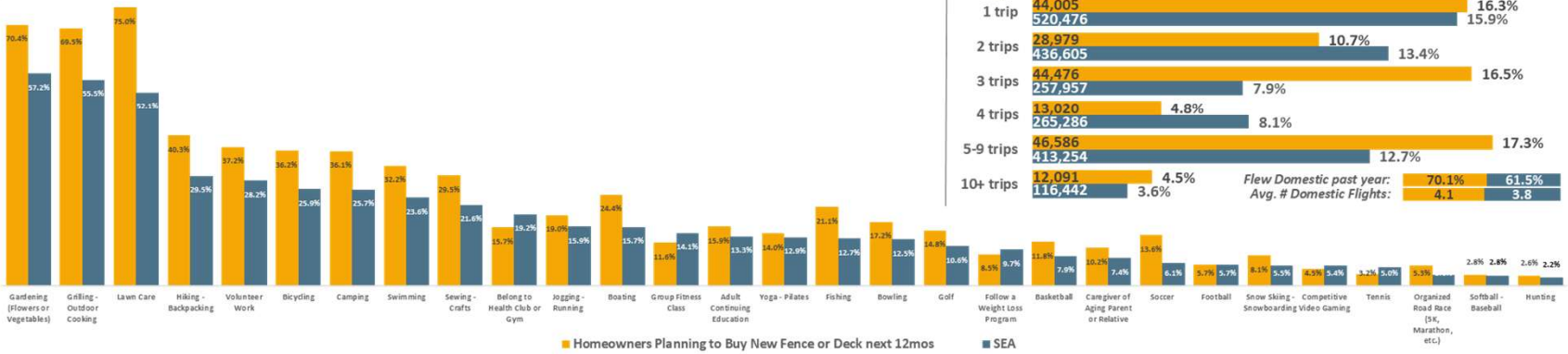
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



Political Activity: Adults 35 or older



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



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

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 259

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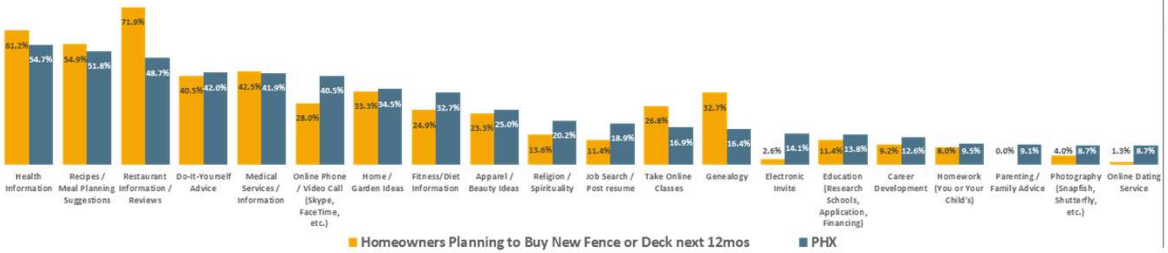
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

MASTER HALCO Fence & Deck Supply

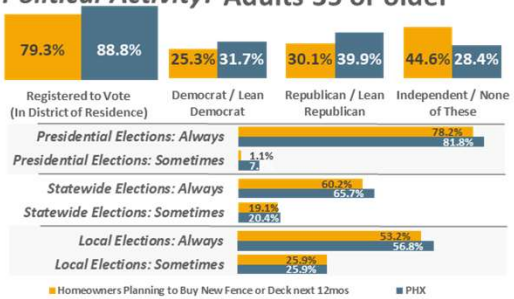
PHX

1.3% or 45,444 of PHX DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next… Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 3.6% less likely to look up D-I-Y advice online, 6.3% less likely to always vote in local elections, 9.8% less likely to belong to a gym, .6% less likely to fly domestic past y

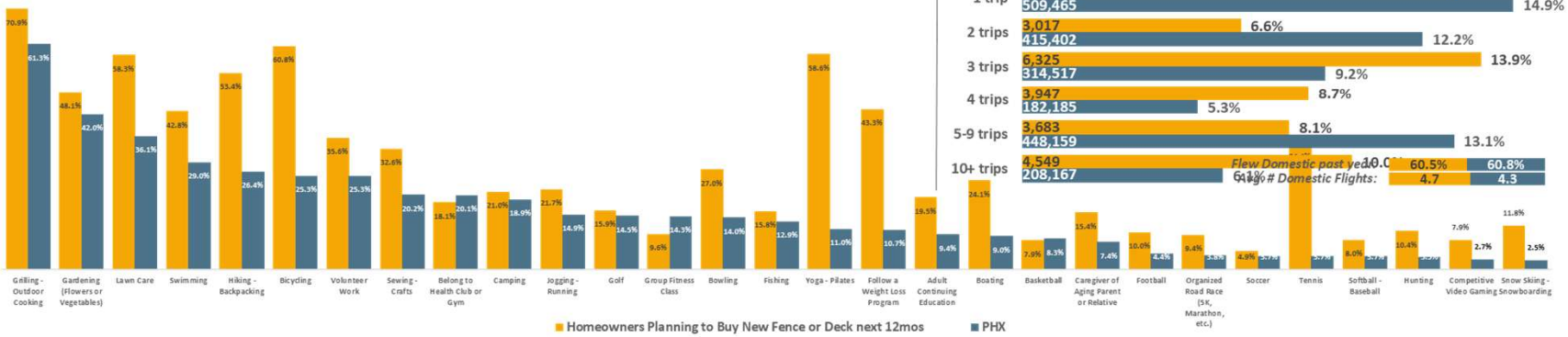
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



Political Activity: Adults 35 or older



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



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

PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35

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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

MASTER HALCO Fence & Deck Supply

USA

5.3% or 9,963,379 of USA DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next 12mos. Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 7.8% more likely to use QSRs past mo., 17.5% more likely to use Sit-Down Restaurants past mo., 9.3% more likely to use Casinos past yr., 37.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older

	Homeowners Planning to Buy New Fence or Deck next 12mos	USA
1 time	6.5%	9.1%
2 times	9.4%	13.7%
3 times	8.2%	12.2%
4 times	10.7%	11.1%
5 times	12.5%	9.8%
6 - 9 times	26.5%	15.4%
10 times or more	15.2%	11.3%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
89.0%	82.6%	6.5	5.5
8,865,662	155,576,835		

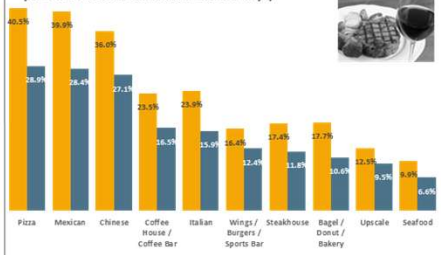
Past 30-days Sit-Down Restaurant Users: Adults 35 or older

	Homeowners Planning to Buy New Fence or Deck next 12mos	USA
1 time	15.9%	17.5%
2 times	18.0%	16.1%
3 times	14.0%	12.1%
4 times	11.3%	9.2%
5 times	9.6%	7.3%
6 - 9 times	11.8%	7.0%
10 times or more	5.0%	3.8%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
85.6%	72.8%	4.1	3.7
8,526,594	137,270,253		

Top-10 Cuisines: Adults 35 or older

(Sit-Down Restaurants Used Past 30-days)



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

Homeowners Planning to Buy New Fence or Deck next...	1,602,757	16.1%
USA	28,789,152	15.3%

Drank Past 30-days: Adults 35 or older

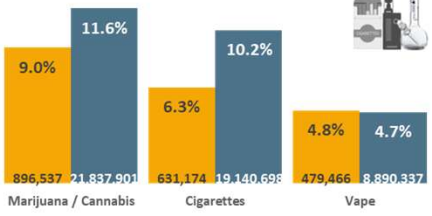
	Homeowners Planning to Buy New Fence or Deck next 12mos	USA
Any Type of Beer	5,059,884 / 50.8%	81,297,413 / 43.1%
Liquor	5,224,878 / 52.4%	79,050,183 / 42.0%
Wine	4,252,579 / 42.7%	62,770,117 / 33.3%
Domestic Regular Beer	3,411,092 / 34.2%	49,078,262 / 26.0%
Domestic Light Beer	3,011,782 / 30.2%	47,388,126 / 25.1%
Imported Beer	3,018,695 / 30.3%	47,192,749 / 25.0%
Microbrew / Craft Beer	1,954,867 / 19.6%	21,768,592 / 11.6%

Past 12 months Casino Activities: Adults 35 or older

	Homeowners Planning to Buy New Fence or Deck next 12mos	USA
Slot Machines	3,042,639 / 30.5%	54,753,304 / 29.1%
Table Games (Craps, Poker, etc.)	1,136,265 / 11.4%	20,672,548 / 11.0%
Bar / Nightclub	1,002,792 / 10.1%	16,705,051 / 8.9%
Upscale Restaurant	1,055,709 / 10.6%	16,567,345 / 8.8%
Stage Show / Concert	1,045,140 / 10.5%	14,450,170 / 7.7%
Sports Betting	479,891 / 4.8%	9,201,327 / 4.9%
Spa	359,898 / 3.6%	4,150,[illegible] / 2.2%
Other Gambling	152,8[illegible] / 1.5%	4,074,[illegible] / 2.2%

Casinos visited past 12 months: Yes	
40.8%	37.3%
4,061,305	70,292,[illegible]

Used Past 30-days: Adults 35 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986

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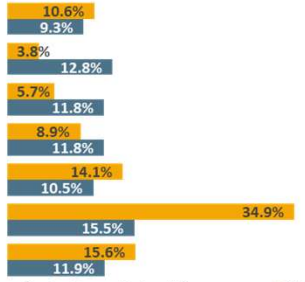
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

MASTER HALCO Fence & Deck Supply

CHI

4.9% or 270,093 of CHI DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next 12mos. Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 12.2% more likely to use QSRs past mo., 22.5% more likely to use Sit-Down Restaurants past mo., 22.% more likely to use Casinos past yr., 72.7% less likely to smoke cigarettes.

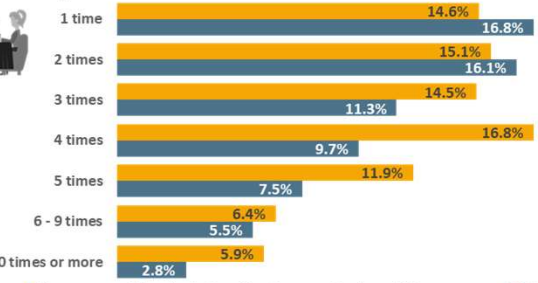
Past 30-days QSR Users: Adults 35 or older



Total Monthly QSR Users: 93.6% 252,864 / 83.4% 4,555,837

Avg. Monthly QSR Meals: 6.8 / 5.6

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

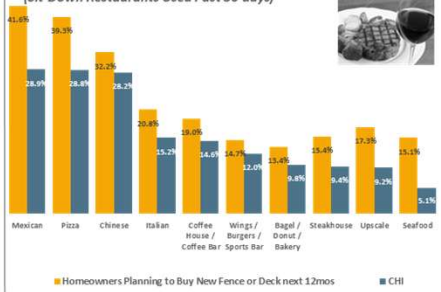


Total Monthly Sit-Down Restaurant Users: 85.2% 230,095 / 69.6% 3,798,012

Avg. Monthly Sit-Down Restaurant Meals: 4.1 / 3.5

Top-10 Cuisines: Adults 35 or older

(Sit-Down Restaurants Used Past 30-days)

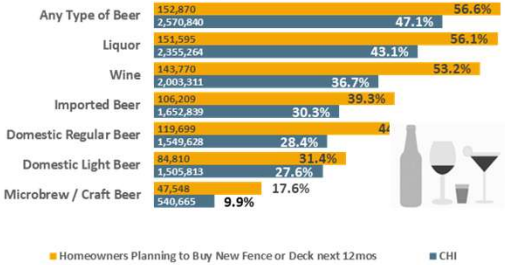


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

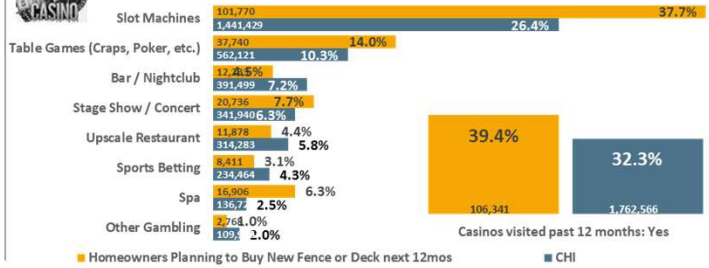
Homeowners Planning to Buy New Fence or Deck next... 51,833 19.2%

CHI 888,823 16.3%

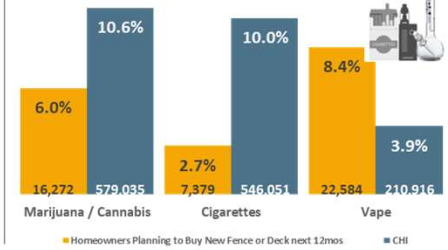
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 146

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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

4.5% or 185,200 of WDC DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next 12mos. Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 8.4% more likely to use QSRs past mo., 13.5% more likely to use Sit-Down Restaurants past mo., 35.7% more likely to use Casinos past yr., 55.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older

	Homeowners Planning to Buy New Fence or Deck next 12mos	WDC
1 time	3.6%	6.1%
2 times	6.1%	12.3%
3 times	9.1%	15.9%
4 times	14.7%	11.7%
5 times	2.6%	10.0%
6 - 9 times	44.1%	16.8%
10 times or more	10.8%	11.4%

Total Monthly QSR Users:	Homeowners Planning to Buy New Fence or Deck next 12mos	WDC
	91.1%	84.1%
	168,792	3,423,618

Avg. Monthly QSR Meals:	Homeowners Planning to Buy New Fence or Deck next 12mos	WDC
	6.7	5.6

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

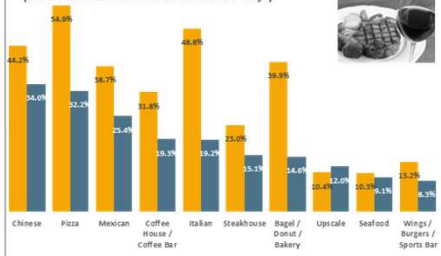
	Homeowners Planning to Buy New Fence or Deck next 12mos	WDC
1 time	10.1%	16.9%
2 times	12.9%	17.2%
3 times	16.0%	13.9%
4 times	10.4%	8.8%
5 times	12.5%	8.1%
6 - 9 times	18.7%	7.4%
10 times or more	6.2%	4.2%

Total Monthly Sit-Down Restaurant Users:	Homeowners Planning to Buy New Fence or Deck next 12mos	WDC
	86.7%	76.4%
	160,648	3,110,248

Avg. Monthly Sit-Down Restaurant Meals:	Homeowners Planning to Buy New Fence or Deck next 12mos	WDC
	4.8	3.8

Top-10 Cuisines: Adults 35 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)		
Homeowners Planning to Buy New Fence or Deck next...	45,790	24.7%
WDC	804,616	19.8%

Drank Past 30-days: Adults 35 or older

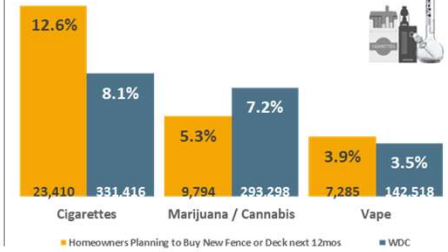
	Homeowners Planning to Buy New Fence or Deck next 12mos		WDC	
Liquor	85,168	46.0%	1,646,648	40.5%
Any Type of Beer	79,610	43.0%	1,646,430	40.4%
Wine	72,636	39.2%	1,349,238	33.1%
Imported Beer	56,898	30.7%	1,138,356	28.0%
Domestic Regular Beer	45,210	24.4%	968,688	23.8%
Domestic Light Beer	41,724	22.5%	772,168	19.0%
Microbrew / Craft Beer	31,120	16.8%	464,594	11.4%

Past 12 months Casino Activities: Adults 35 or older

	Homeowners Planning to Buy New Fence or Deck next 12mos		WDC	
Slot Machines	42,850	23.1%	857,204	21.1%
Table Games (Craps, Poker, etc.)	9,062	4.9%	375,032	9.2%
Bar / Nightclub	37,822	20.4%	368,810	9.1%
Upscale Restaurant	29,252	[illegible]	349,890	8.6%
Stage Show / Concert	18,530	[illegible]	270,764	6.7%
Sports Betting	3,048	1.6%	111,418	2.7%
Spa	14,310	7.7%	98,860	2.4%
Other Gambling	7,016	3.8%	69,536	1.7%

Casinos visited past 12 months: Yes	Homeowners Planning to Buy New Fence or Deck next 12mos	WDC
	43.8%	32.2%
	81,034	1,312,712

Used Past 30-days: Adults 35 or older



WDC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 132

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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

MASTER HALCO Fence & Deck Supply

SEA

8.3% or 269,710 of SEA DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next 12mos. Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 3.6% more likely to use QSRs past mo., 19.9% more likely to use Sit-Down Restaurants past mo., 4.1% less likely to use Casinos past yr., 23.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older

	Homeowners Planning to Buy New Fence or Deck next 12mos	SEA
1 time	6.6%	10.9%
2 times	16.5%	15.0%
3 times	8.2%	11.8%
4 times	12.4%	10.4%
5 times	7.1%	7.7%
6 - 9 times	13.6%	13.1%
10 times or more	16.6%	9.3%

Total Monthly QSR Users: 80.9% (218,212) / 78.1% (2,550,915)

Avg. Monthly QSR Meals: 6.2 / 5.0

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

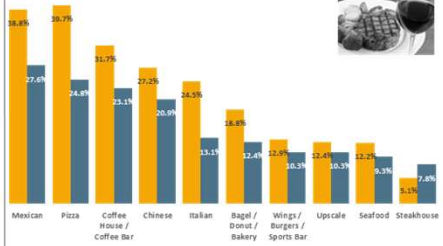
	Homeowners Planning to Buy New Fence or Deck next 12mos	SEA
1 time	16.7%	18.0%
2 times	19.1%	15.5%
3 times	11.8%	10.7%
4 times	9.1%	8.5%
5 times	4.8%	6.2%
6 - 9 times	15.5%	6.7%
10 times or more	6.3%	4.0%

Total Monthly Sit-Down Restaurant Users: 83.4% (224,841) / 69.5% (2,269,958)

Avg. Monthly Sit-Down Restaurant Meals: 4.3 / 3.7

Top-10 Cuisines: Adults 35 or older

(Sit-Down Restaurants Used Past 30-days)



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

Homeowners Planning to Buy New Fence or Deck next...	43,998	16.3%
SEA	516,880	15.8%

Drank Past 30-days: Adults 35 or older

	Homeowners Planning to Buy New Fence or Deck next 12mos		SEA	
Liquor	125,779	46.6%	1,372,934	42.0%
Any Type of Beer	130,027	48.2%	1,284,885	39.3%
Wine	98,925	36.7%	1,108,359	33.9%
Imported Beer	77,980	28.9%	768,222	23.5%
Domestic Regular Beer	74,794	27.7%	733,526	22.5%
Microbrew / Craft Beer	84,177	31.2%	569,467	17.4%
Domestic Light Beer	46,379	17.2%	544,226	16.7%

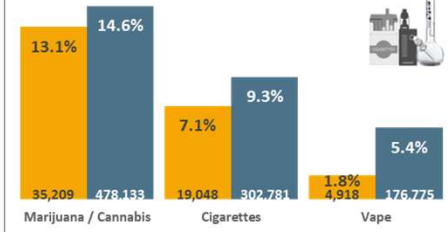
Past 12 months Casino Activities: Adults 35 or older

	Homeowners Planning to Buy New Fence or Deck next 12mos		SEA	
Slot Machines	60,848	22.6%	996,450	30.5%
Table Games (Craps, Poker, etc.)	31,162	11.6%	404,333	12.4%
Upscale Restaurant	30,884	11.5%	341,865	10.5%
Stage Show / Concert	28,291	10.5%	299,792	9.2%
Bar / Nightclub	27,975	10.4%	296,197	9.1%
Sports Betting	21,510	8.0%	189,872	5.8%
Spa	6,936	2.6%	80,793	2.5%
Other Gambling	3,978	1.5%	49,8	1.5%

Casinos visited past 12 months: Yes

	Homeowners Planning to Buy New Fence or Deck next 12mos	SEA
	39.7% (107,190)	41.5% (1,353,883)

Used Past 30-days: Adults 35 or older



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 259

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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

MASTER HALCO Fence & Deck Supply

PHX

1.3% or 45,444 of PHX DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next 12mos. Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 22.3% more likely to use QSRs past mo., 7.5% less likely to use Sit-Down Restaurants past mo., 1.8% less likely to use Casinos past yr., 99.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older

	Homeowners Planning to Buy New Fence or Deck next 12mos	PHX
1 time	13.9%	10.1%
2 times	16.8%	13.7%
3 times	7.8%	10.5%
4 times	0.8%	10.4%
5 times	17.4%	9.9%
6 - 9 times	25.7%	15.5%
10 times or more	16.8%	11.0%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
99.3%	81.2%	6.1	5.4
45,115	2,775,379		

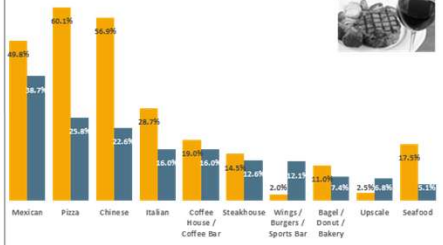
Past 30-days Sit-Down Restaurant Users: Adults 35 or older

	Homeowners Planning to Buy New Fence or Deck next 12mos	PHX
1 time	17.1%	16.3%
2 times	16.9%	15.4%
3 times	7.0%	14.4%
4 times	17.4%	10.2%
5 times	1.7%	6.3%
6 - 9 times	5.2%	6.6%
10 times or more	3.0%	4.7%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
68.3%	73.9%	3.4	3.8
31,030	2,524,271		

Top-10 Cuisines: Adults 35 or older

(Sit-Down Restaurants Used Past 30-days)



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

Homeowners Planning to Buy New Fence or Deck next...	3,897	8.6%
PHX	411,222	12.0%

Drank Past 30-days: Adults 35 or older

	Homeowners Planning to Buy New Fence or Deck next 12mos	PHX
Any Type of Beer	15,494 34.1%	1,551,943 45.4%
Liquor	24,106 53.0%	1,385,943 40.6%
Wine	35,822 78.8%	1,186,096 34.7%
Domestic Light Beer	11,561 25.4%	944,148 27.6%
Imported Beer	13,375 29.4%	938,769 27.5%
Domestic Regular Beer	10,438 23.0%	883,802 25.9%
Microbrew / Craft Beer	2,001 4.4%	364,137 10.7%

Homeowners Planning to Buy New Fence or Deck next 12mos ■ PHX

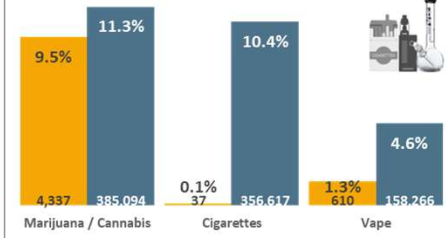
Past 12 months Casino Activities: Adults 35 or older

	Homeowners Planning to Buy New Fence or Deck next 12mos	PHX
Slot Machines	20,181 44.4%	1,377,108 40.3%
Table Games (Craps, Poker, etc.)	6,944 15.3%	491,487 14.4%
Upscale Restaurant	10,989 24.2%	465,582 13.6%
Bar / Nightclub	8,062 17.7%	376,476 11.0%
Stage Show / Concert	7,397 16.3%	318,967 9.3%
Sports Betting	2,491 5.5%	258,056 7.6%
Other Gambling	586 1.3%	102,7 3.0%
Spa	2,491 5.5%	58, 1.7%

Casinos visited past 12 months: Yes	
48.9%	49.8%
22,206	1,701,230

Homeowners Planning to Buy New Fence or Deck next 12mos ■ PHX

Used Past 30-days: Adults 35 or older



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35

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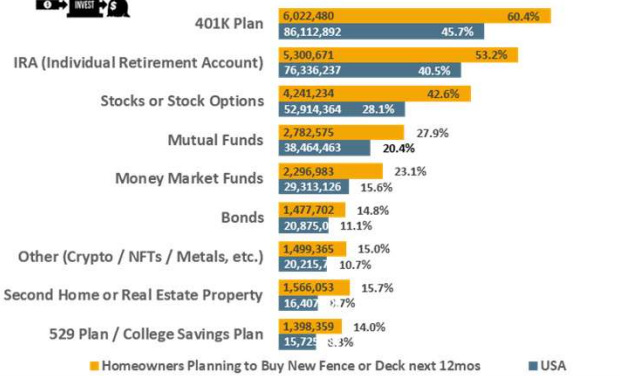
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

MASTER HALCO Fence & Deck Supply

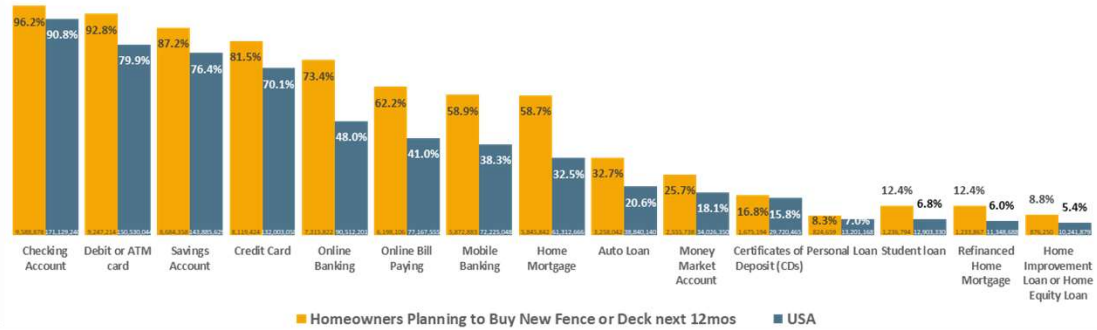
USA

5.3% or 9,963,379 of USA DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next… Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 32.3% more likely to have a 401K, 58.6% more likely to have an Auto Loan, 54.3% more likely to Invest/Trade Stocks Online, 7.8% more likely to pay with their Debit Card.

Investments Owned: Adults 35 or older

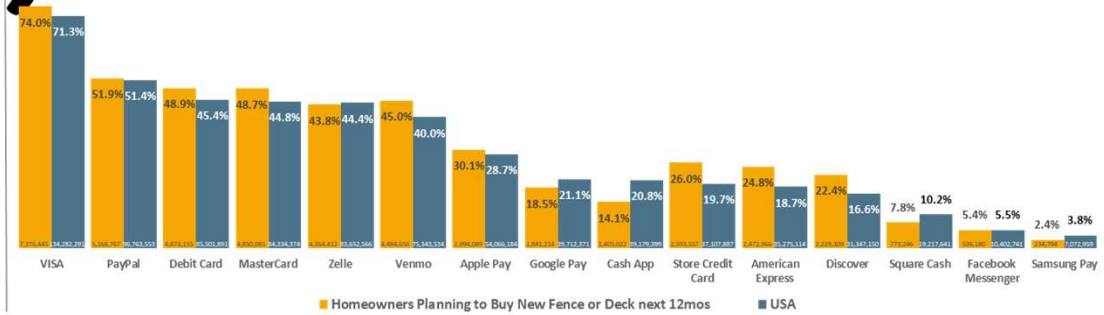


Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used:* Adults 35 or older

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986

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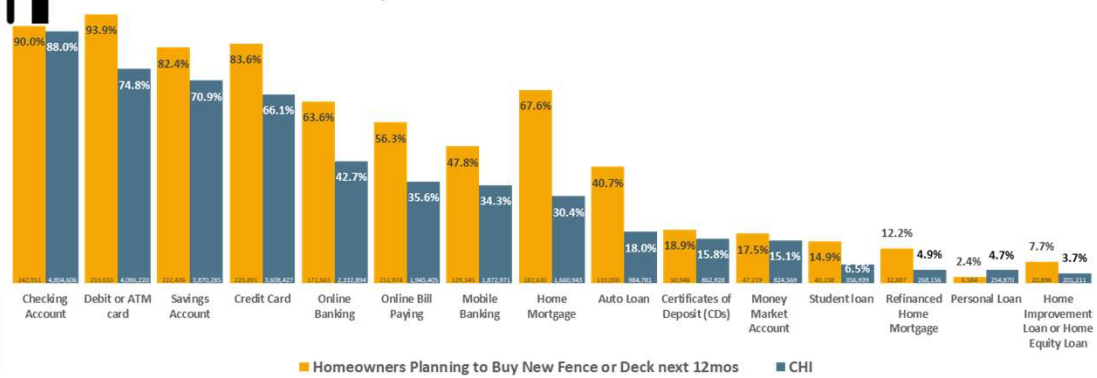
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

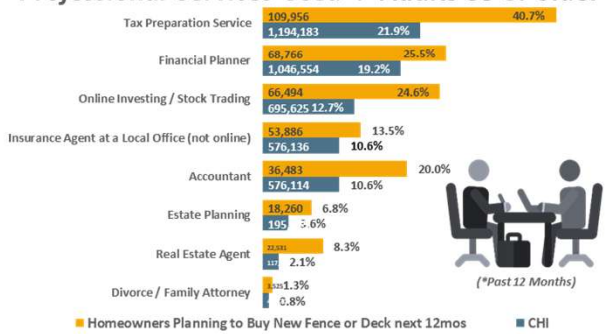
4.9% or 270,093 of CHI DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next… Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 50.5% more likely to have a 401K, 125.8% more likely to have an Auto Loan, 93.2% more likely to Invest/Trade Stocks Online, 9.4% more likely to pay with their Debit Card.

Investments Owned: Adults 35 or older

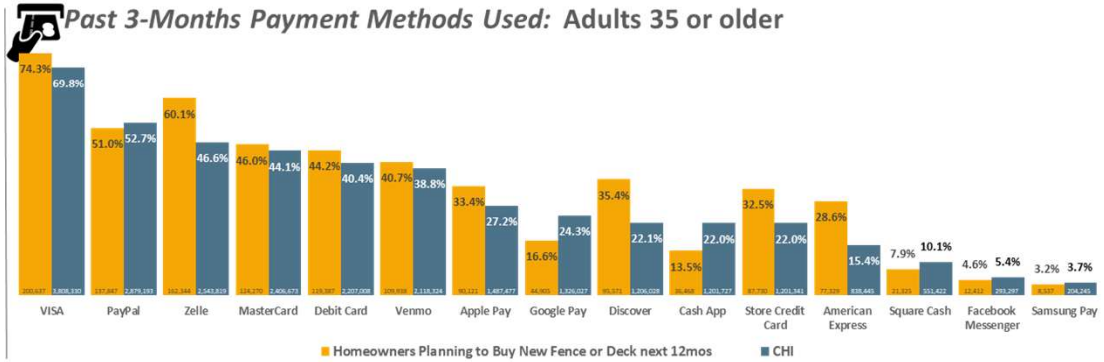
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used:* Adults 35 or older



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 146

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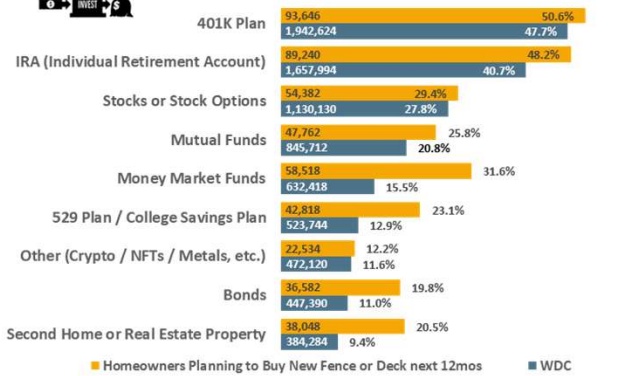
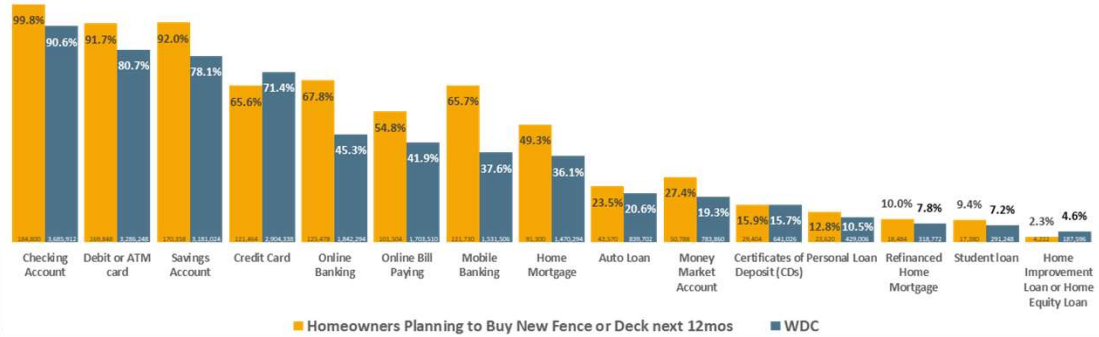
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

4.5% or 185,200 of WDC DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next… Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 6.% more likely to have a 401K, 14.% more likely to have an Auto Loan, 72.4% more likely to Invest/Trade Stocks Online, 10.7% less likely to pay with their Debit Card.

Investments Owned: Adults 35 or older

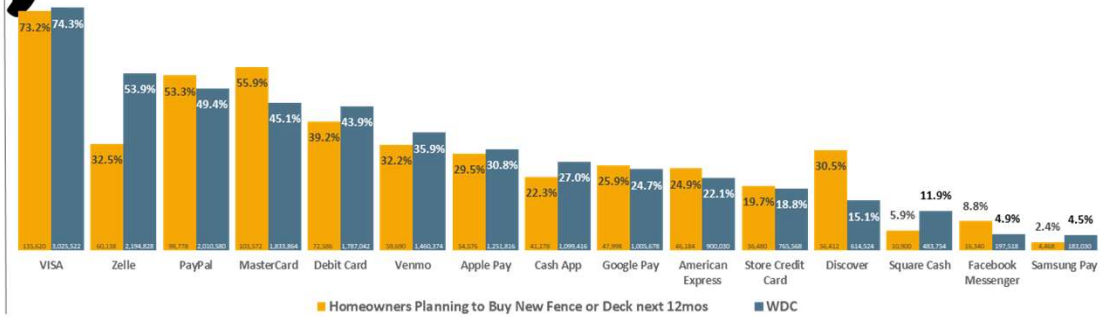


Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used:* Adults 35 or older

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



WDC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 132

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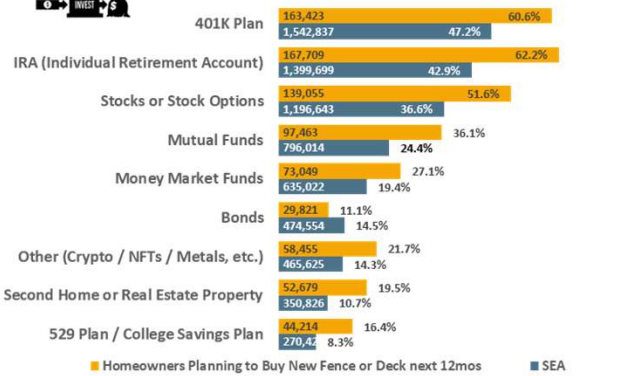
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

MASTER HALCO Fence & Deck Supply

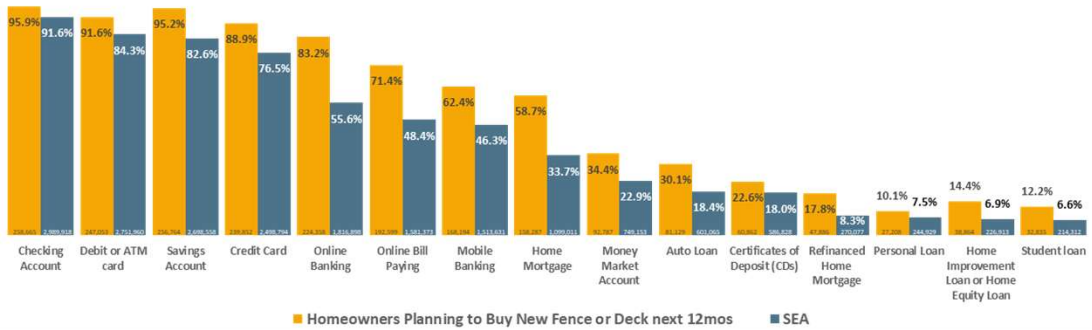
SEA

8.3% or 269,710 of SEA DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next… Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 28.3% more likely to have a 401K, 63.4% more likely to have an Auto Loan, 40.2% more likely to Invest/Trade Stocks Online, 2.2% less likely to pay with their Debit Card.

Investments Owned: Adults 35 or older

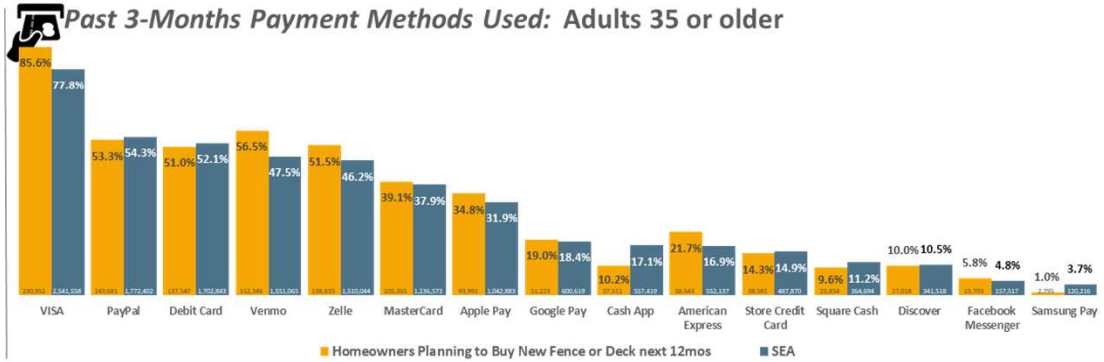


Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used:* Adults 35 or older

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 259

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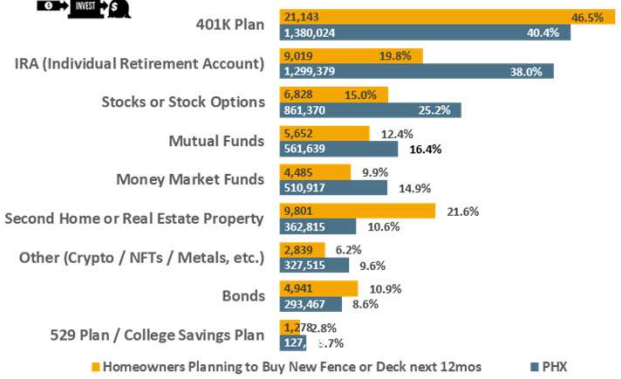
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

MASTER HALCO Fence & Deck Supply

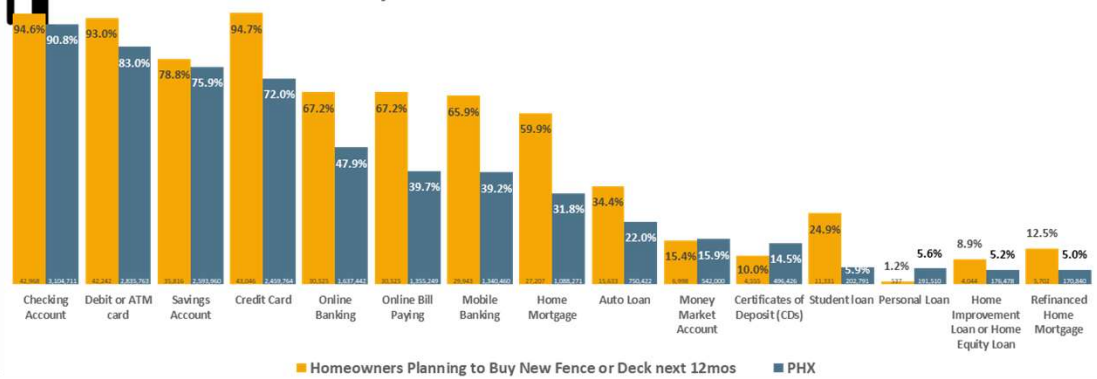
PHX

1.3% or 45,444 of PHX DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next… Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 15.2% more likely to have a 401K, 56.7% more likely to have an Auto Loan, 47.7% less likely to Invest/Trade Stocks Online, 22.5% less likely to pay with their Debit Card.

Investments Owned: Adults 35 or older

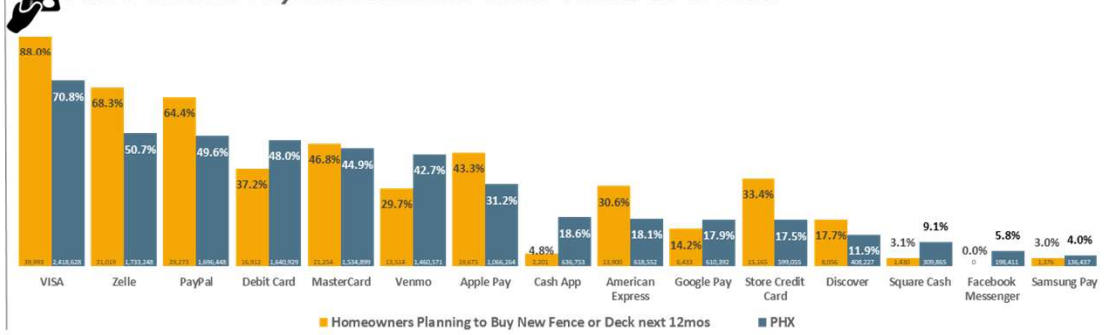


Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used:* Adults 35 or older

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35

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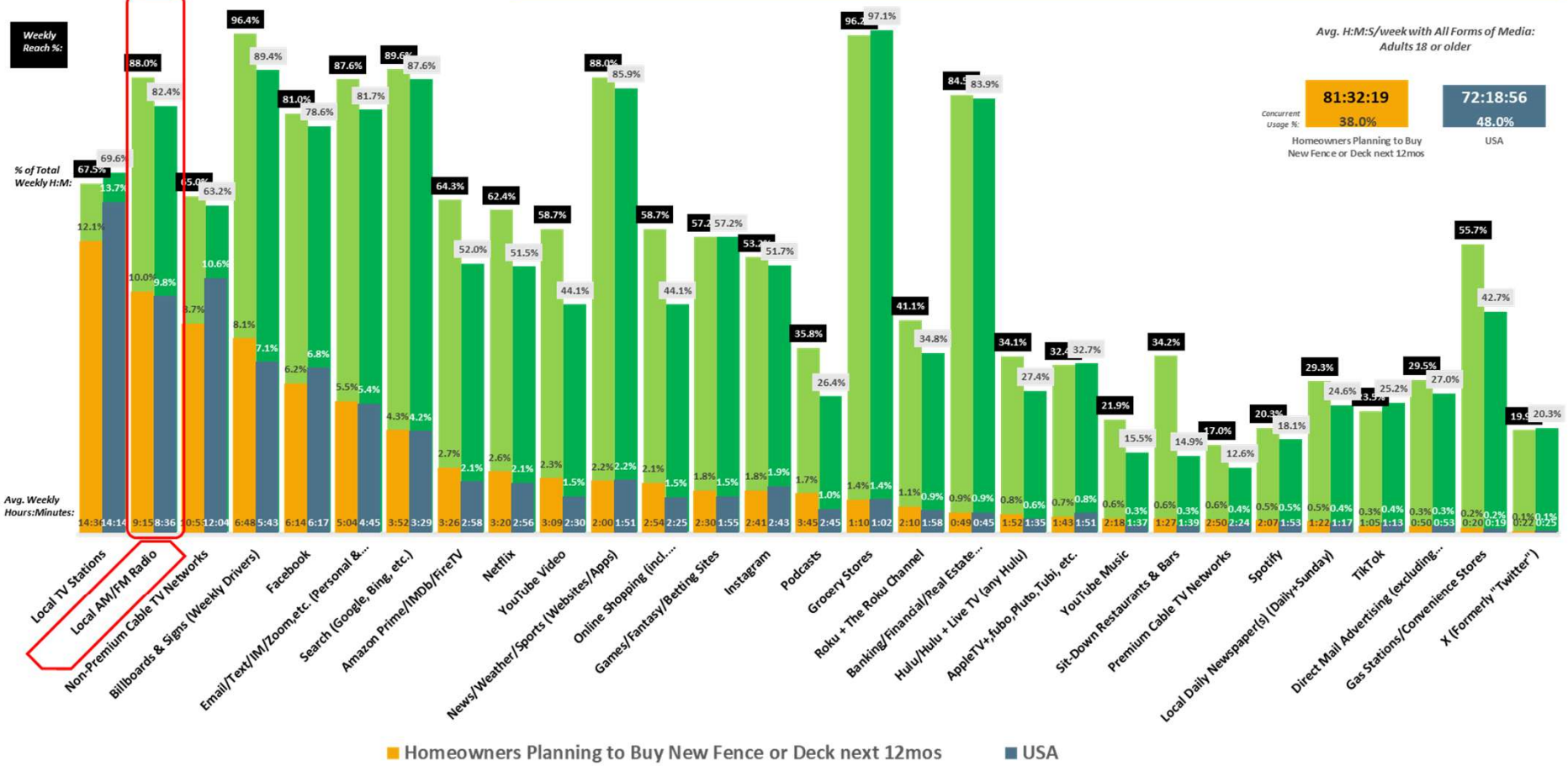
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 3 days, 9 hours, 32 minutes and 19 seconds each week with All Forms of Media.

88.% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an avg. of 9 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 21,54

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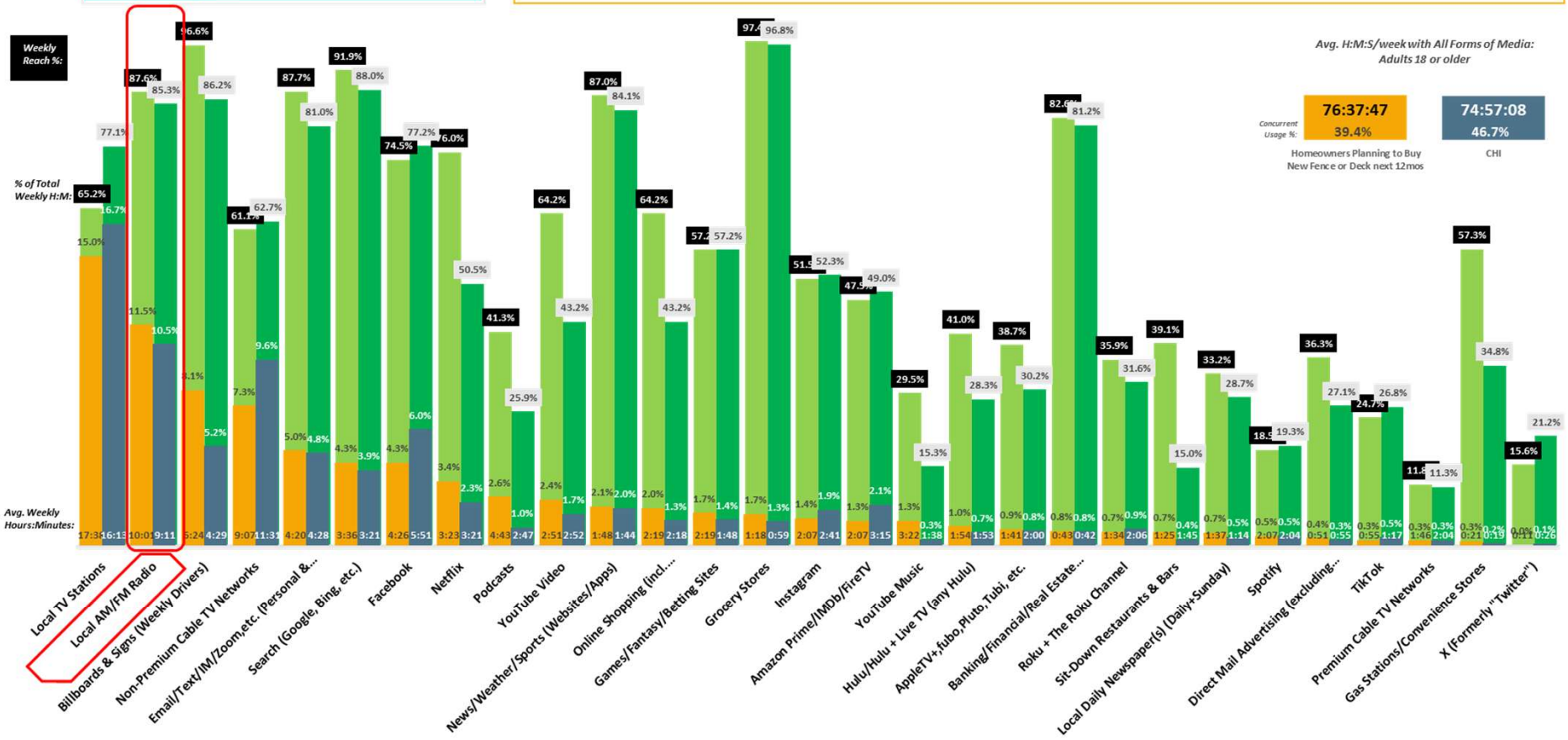
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 3 days, 4 hours, 37 minutes and 47 seconds each week with All Forms of Media.

87.6% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an avg. of 10 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 11.5% of total time spent with all forms of Media.



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 146 CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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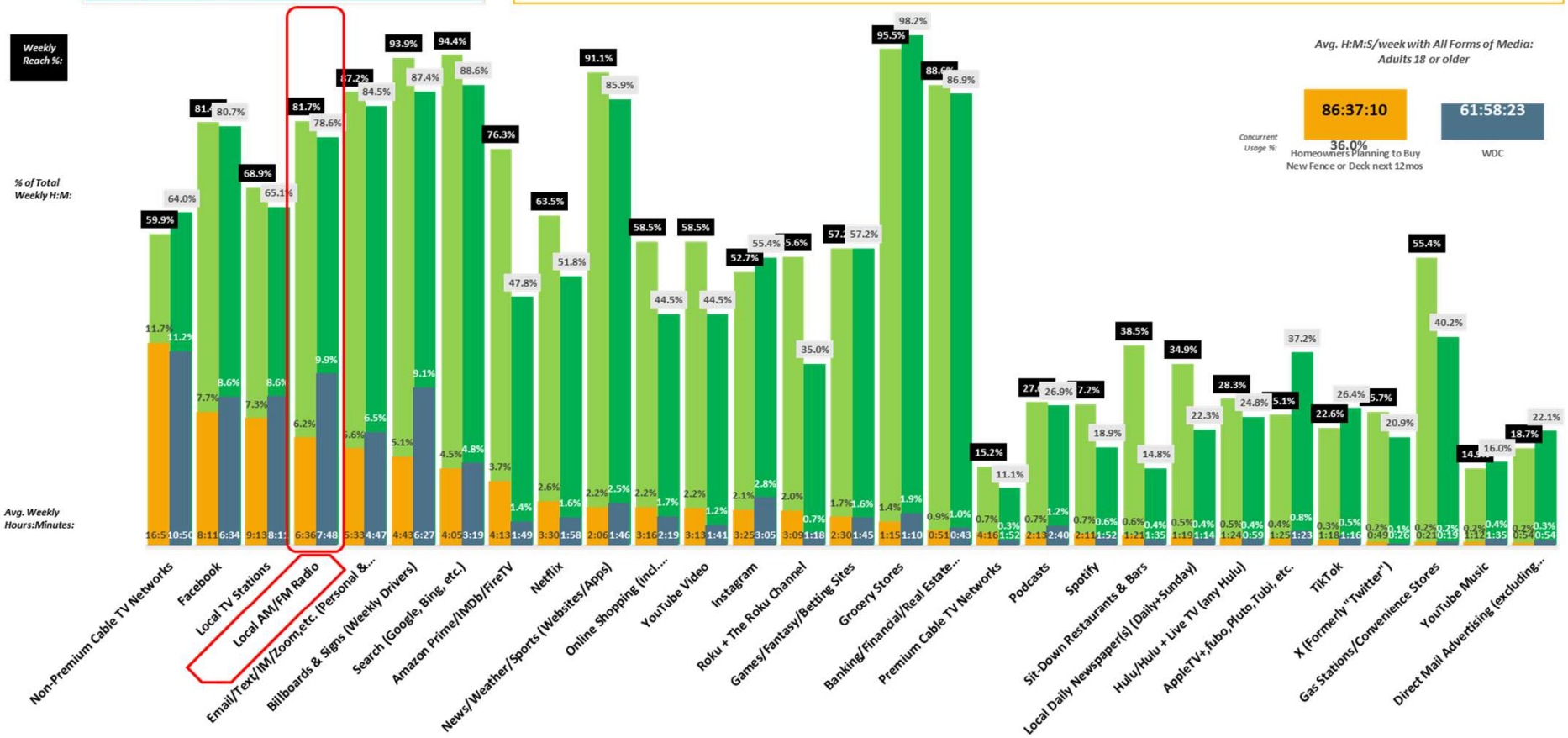
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 3 days, 14 hours, 37 minutes and 10 seconds each week with All Forms of Media.

81.7% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an avg. of 6 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 6.2% of total time spent with all forms of Media.



WDC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 132 WASHINGTON, DC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 2,912

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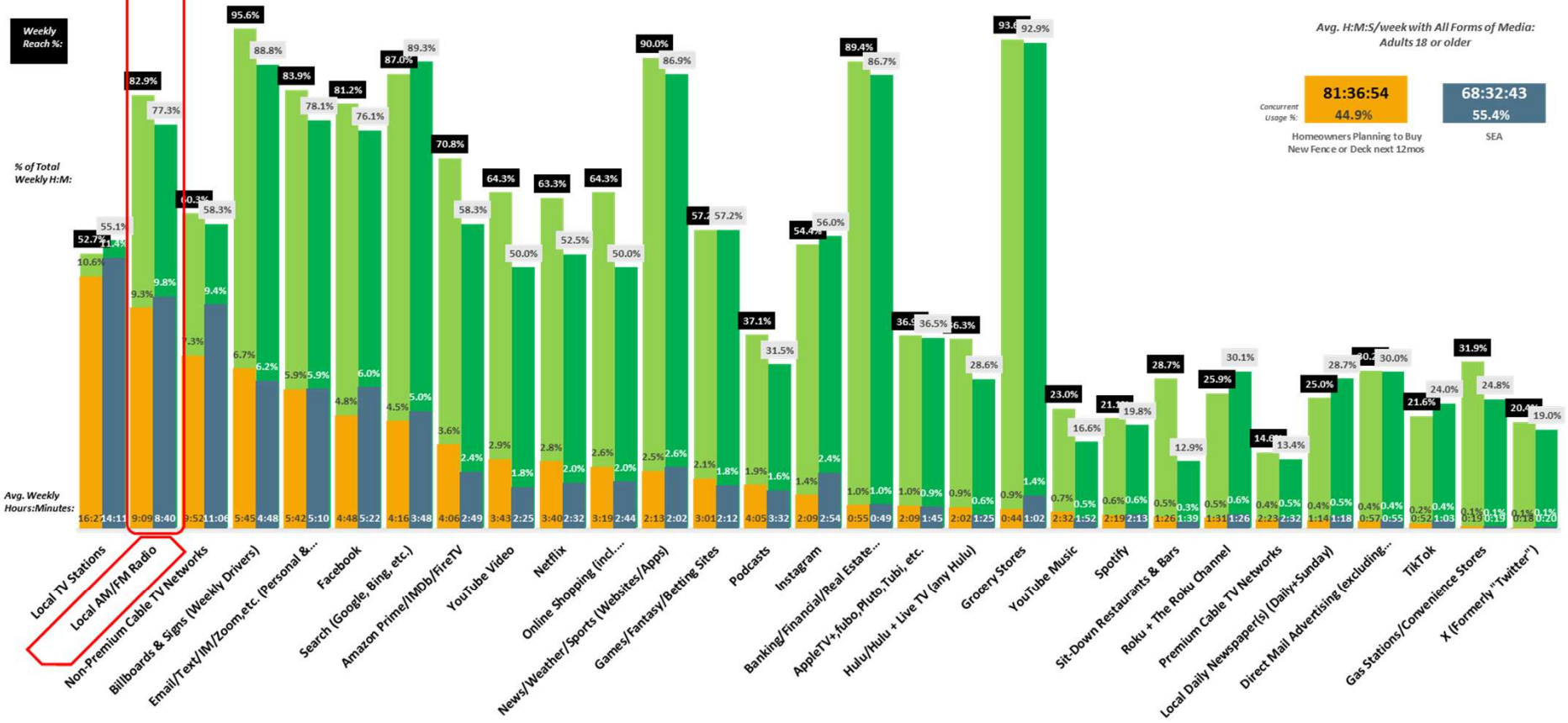
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

MASTER HALCO Fence & Deck Supply

SEA

Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 3 days, 9 hours, 36 minutes and 54 seconds each week with All Forms of Media.

82.9% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an avg. of 9 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 259 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

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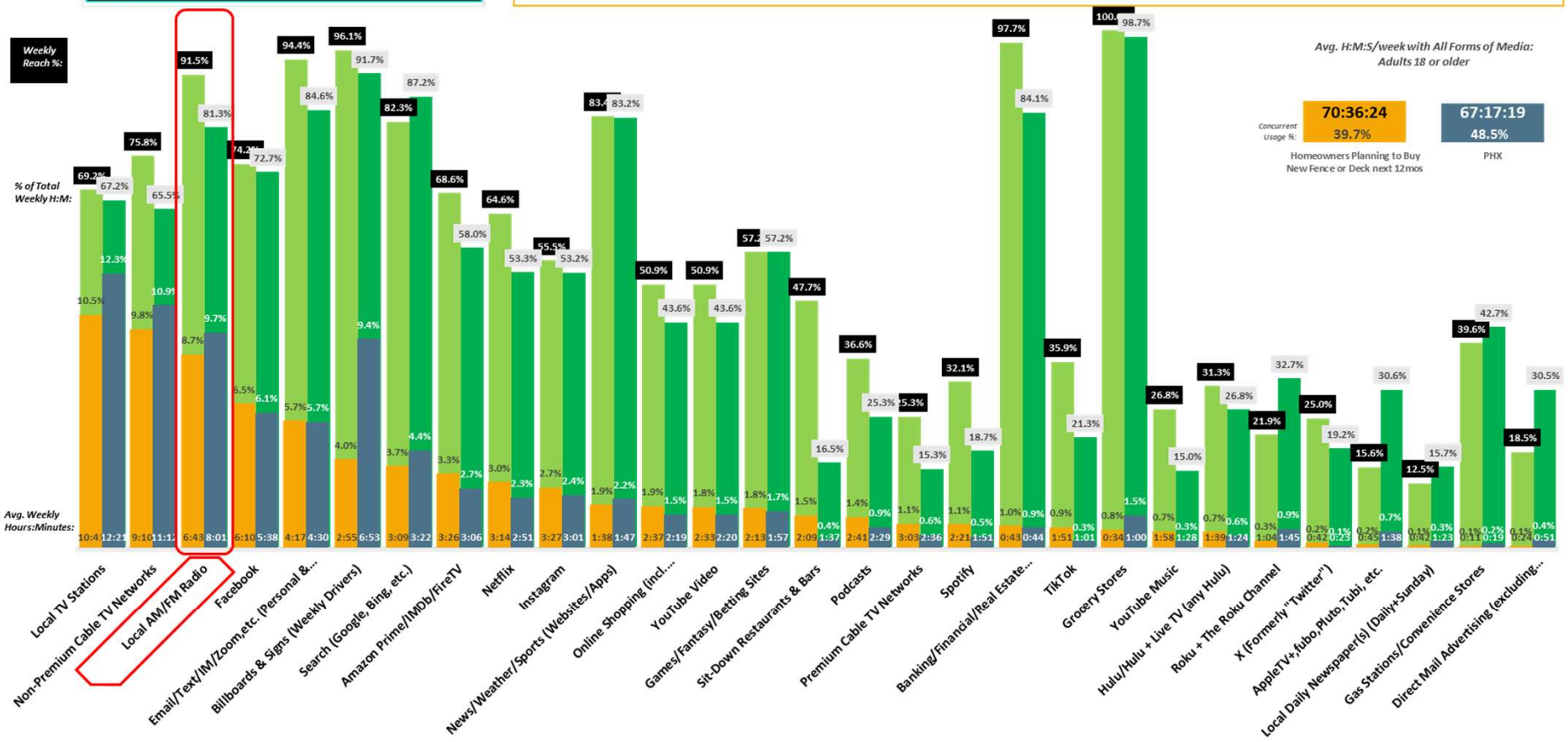
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

MASTER HALCO Fence & Deck Supply

PHX

Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 2 days, 22 hours, 36 minutes and 24 seconds each week with All Forms of Media.

91.5% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an avg. of 6 hours and 43 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35 PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

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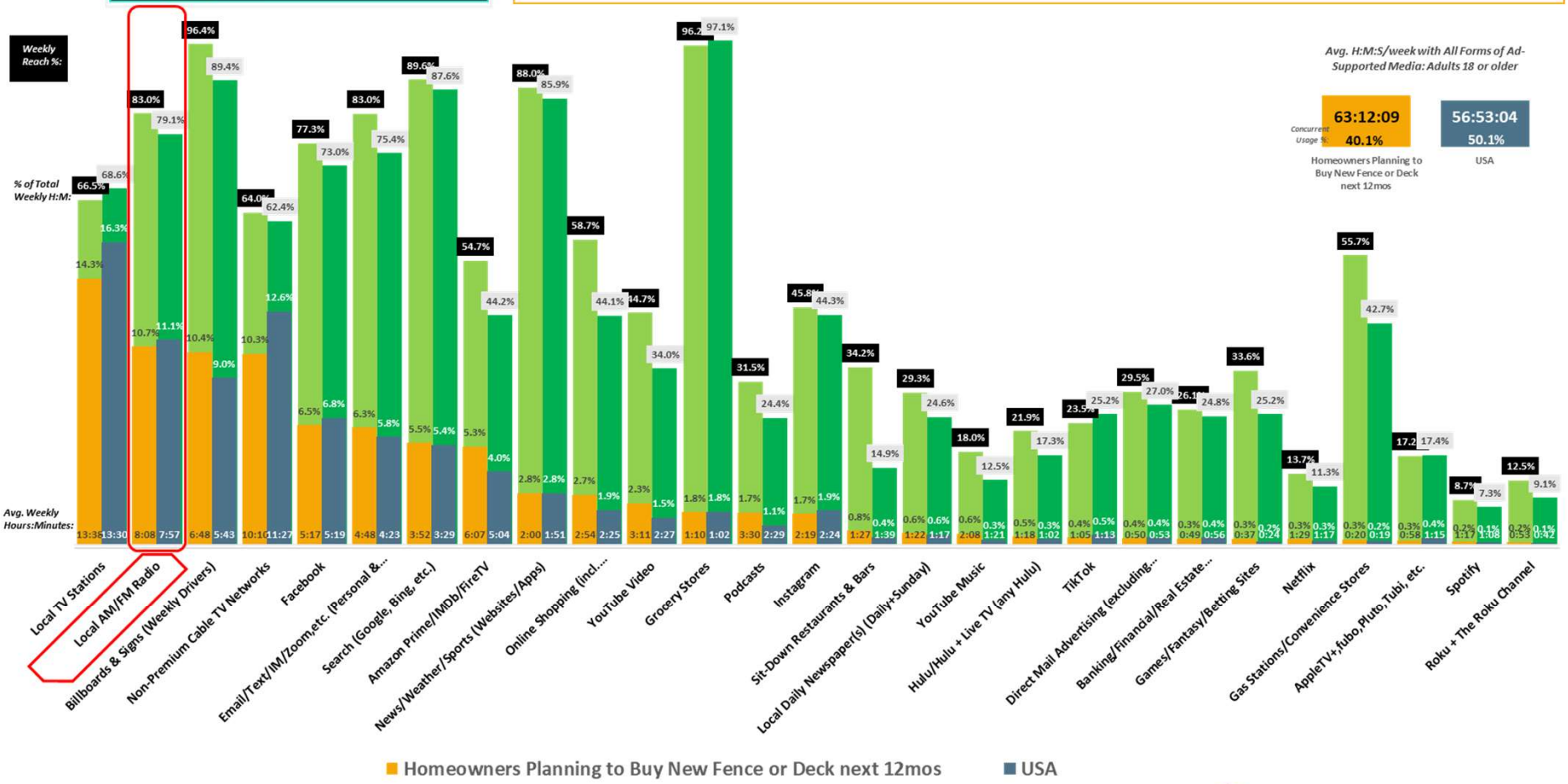
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 2 days, 15 hours, 12 minutes and 9 seconds each week with All Forms of Ad-Supported Media.

83.% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an avg. of 8 hours and 8 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 21,547

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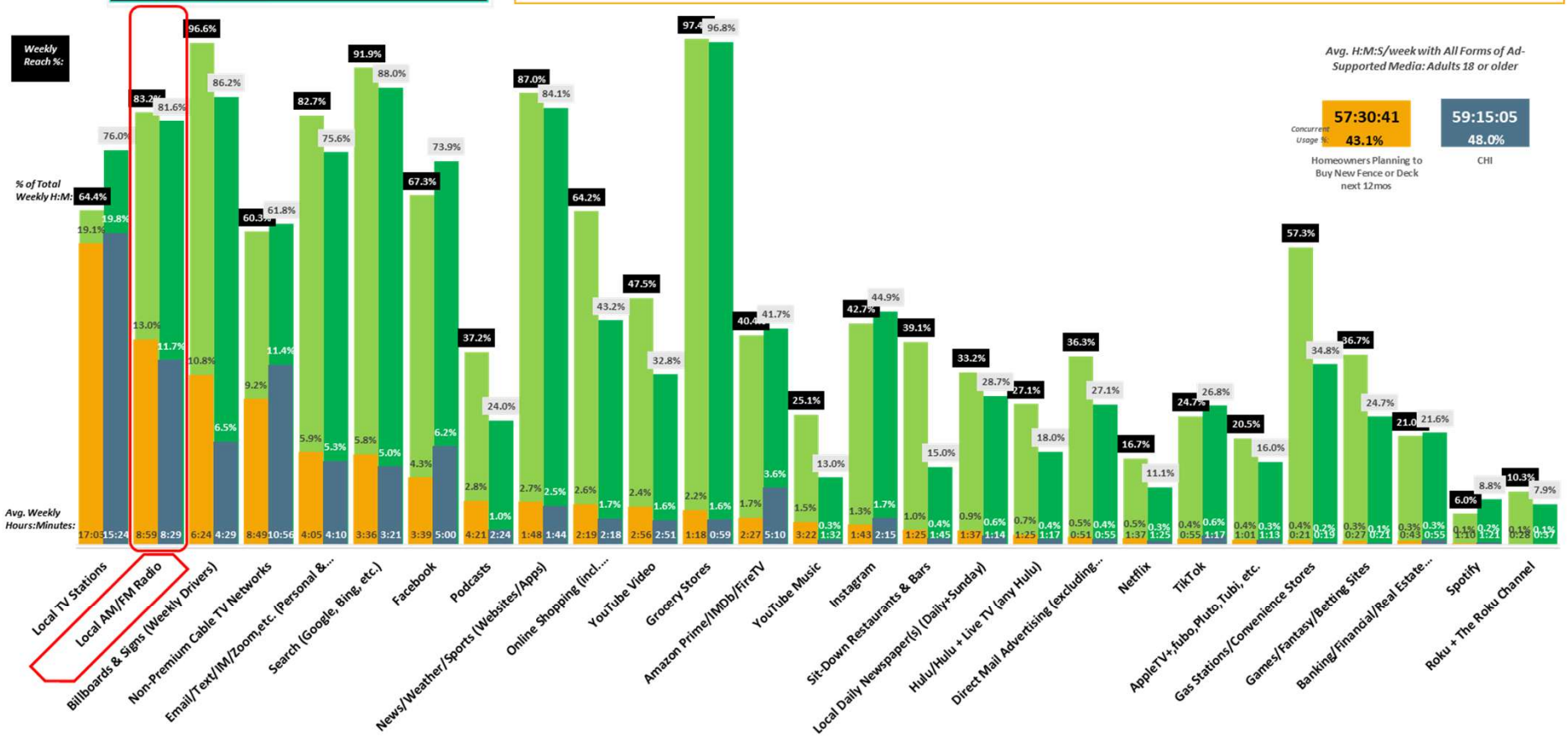
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 2 days, 9 hours, 30 minutes and 41 seconds each week with All Forms of Ad-Supported Media.

83.2% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an avg. of 8 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.% of total time spent with all forms of Ad-Supported Media.



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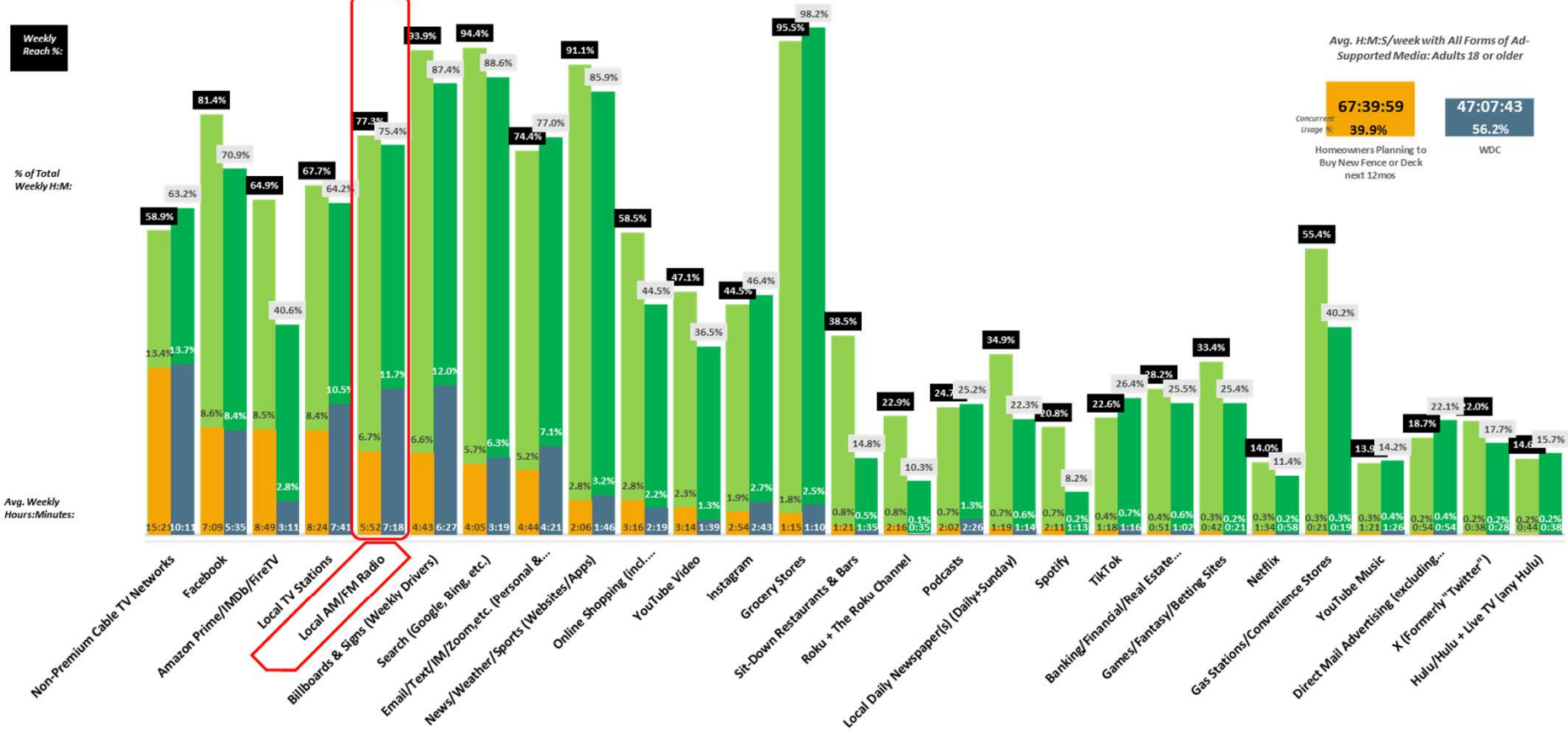
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 2 days, 19 hours, 39 minutes and 59 seconds each week with All Forms of Ad-Supported Media.

77.3% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an avg. of 5 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.7% of total time spent with all forms of Ad-Supported Media.



WDC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 132 WASHINGTON, DC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 2,912

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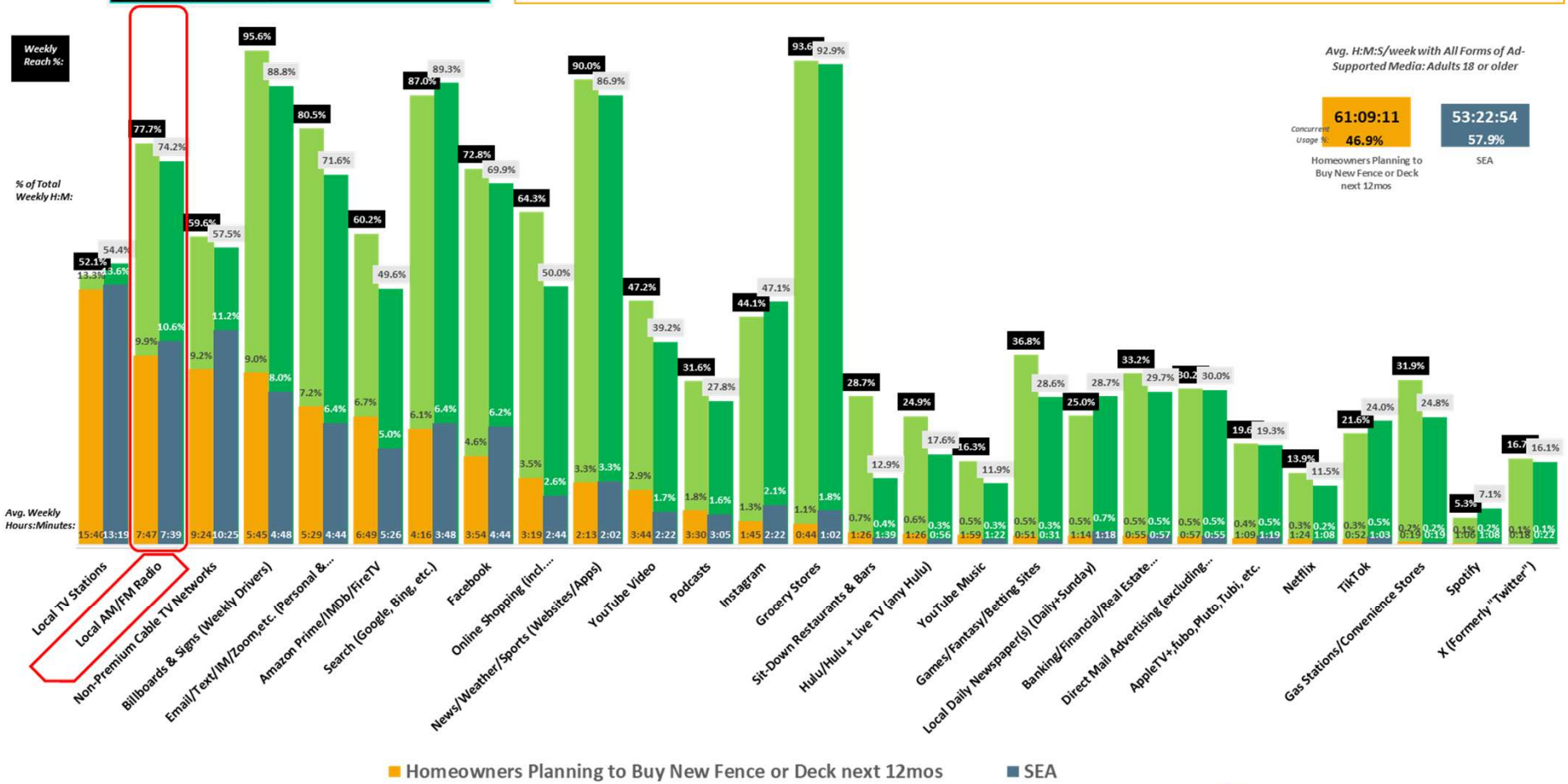
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 2 days, 13 hours, 9 minutes and 11 seconds each week with All Forms of Ad-Supported Media.

77.7% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an avg. of 7 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Media.



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 259 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,8

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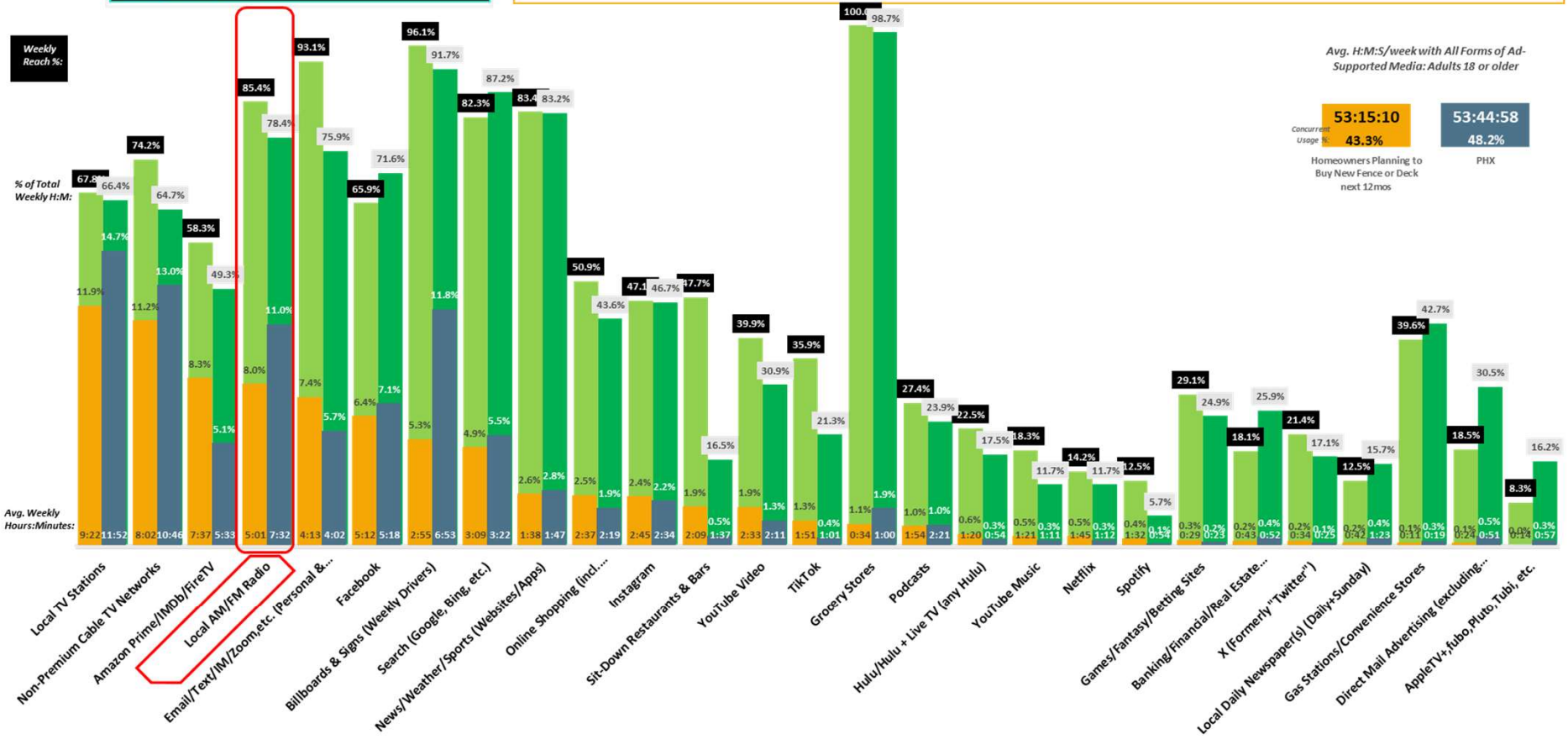
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 2 days, 5 hours, 15 minutes and 10 seconds each week with All Forms of Ad-Supported Media.

85.4% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an avg. of 5 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.% of total time spent with all forms of Ad-Supported Media.



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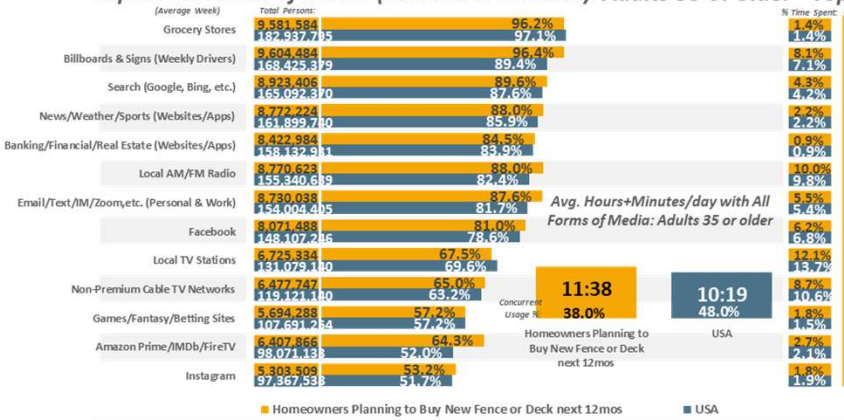
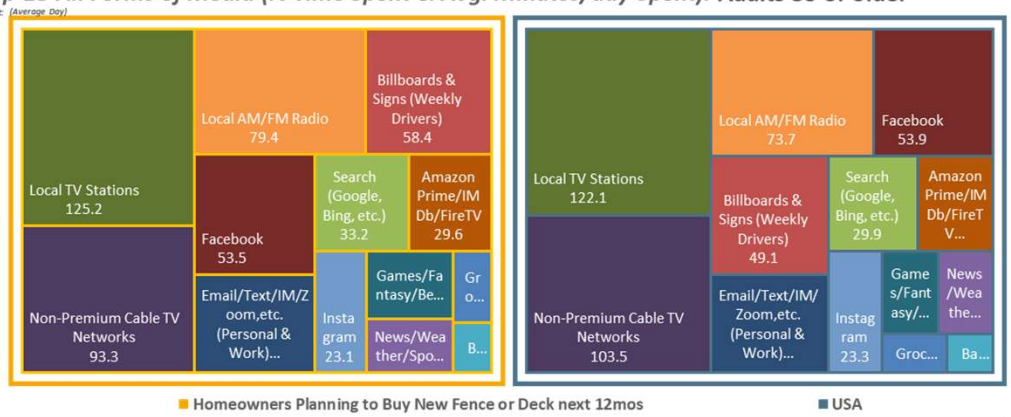
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 9 hours and 1 minutes each day with All Forms of Ad-Supported Media. 83.% listen to Local AM/FM Radio for an avg. of 69.7 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

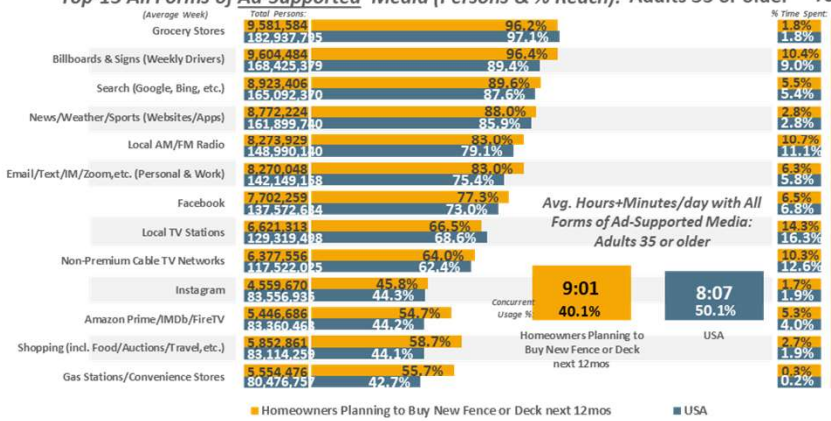
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



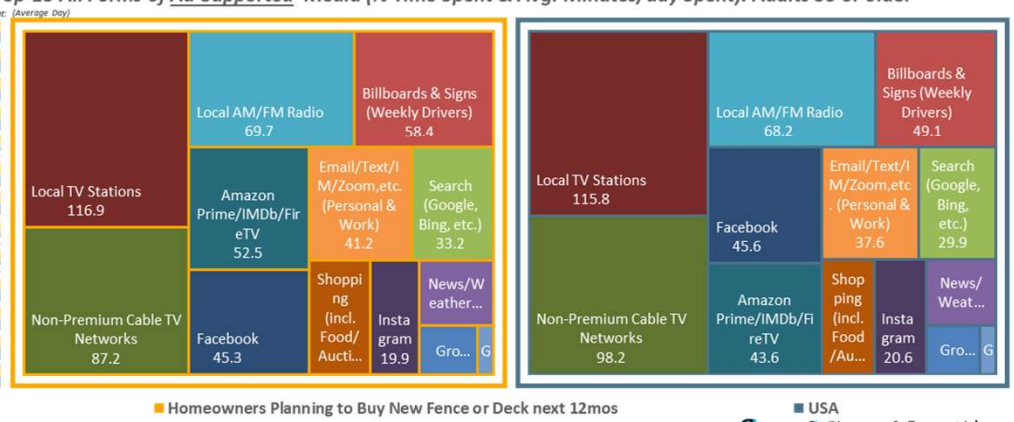
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986

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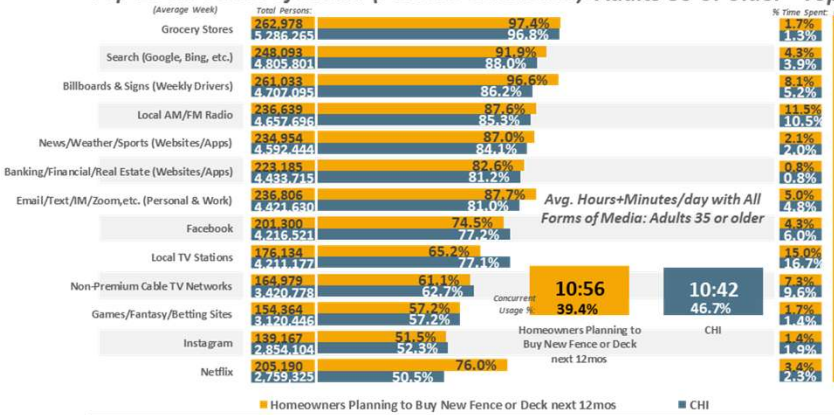
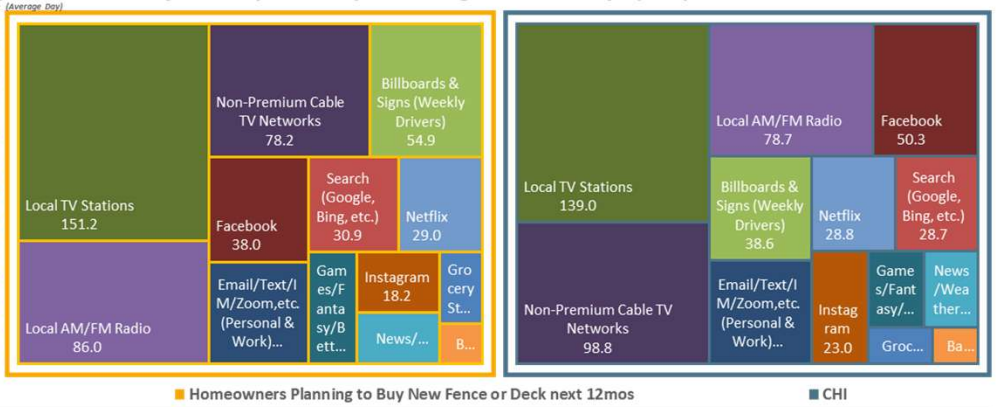
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 8 hours and 12 minutes each day with All Forms of Ad-Supported Media. 83.2% listen to Local AM/FM Radio for an avg. of 77.1 minutes/day. *(Local Radio delivers 13.% of Time with Ad-Supported Media.)*

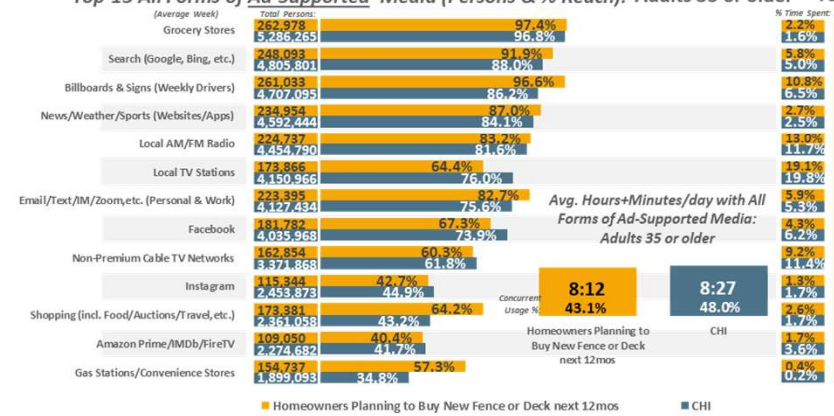
Top-13 All Forms of Media (Persons & % Reach): **Adults 35 or older**



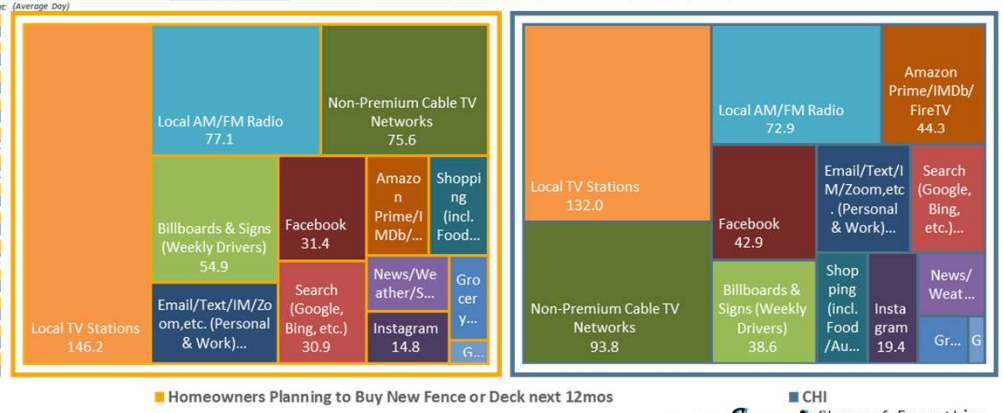
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 35 or older**



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 146

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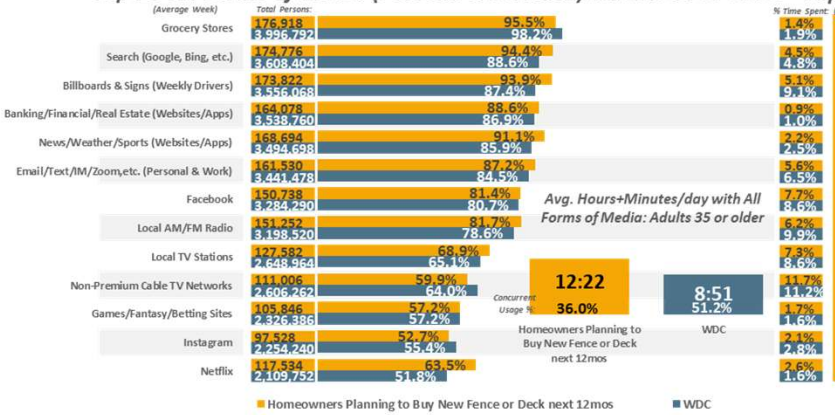
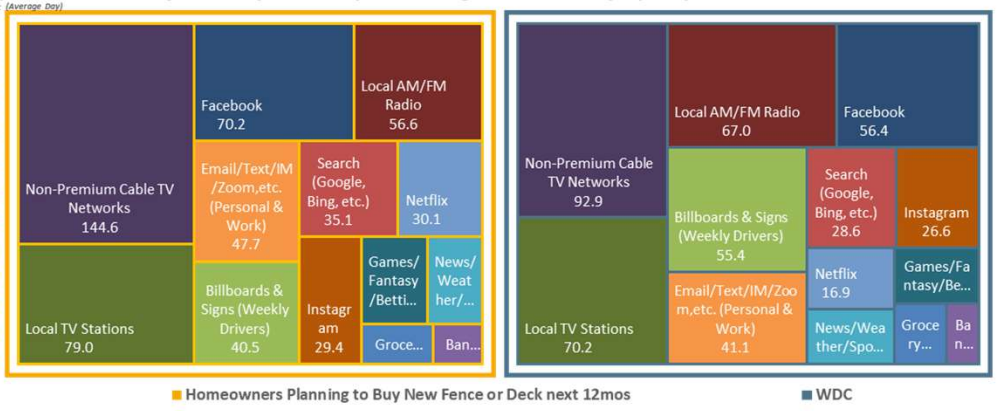
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 9 hours and 40 minutes each day with All Forms of Ad-Supported Media. 77.3% listen to Local AM/FM Radio for an avg. of 50.4 minutes/day. *(Local Radio delivers 6.7% of Time with Ad-Supported Media.)*

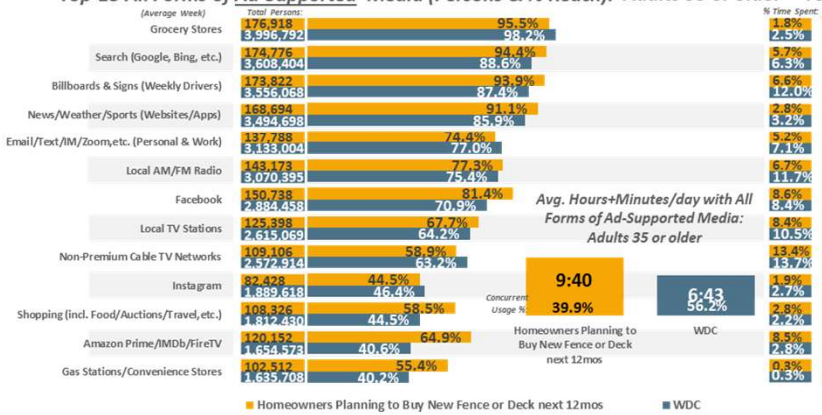
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



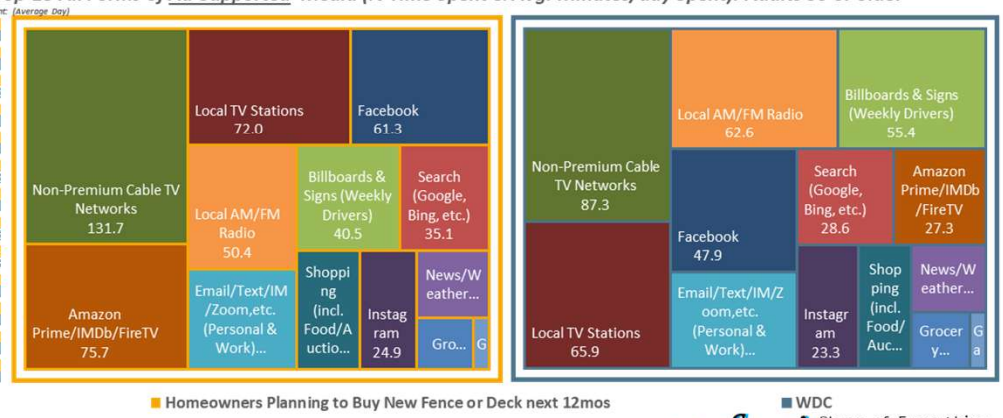
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



WDC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 132

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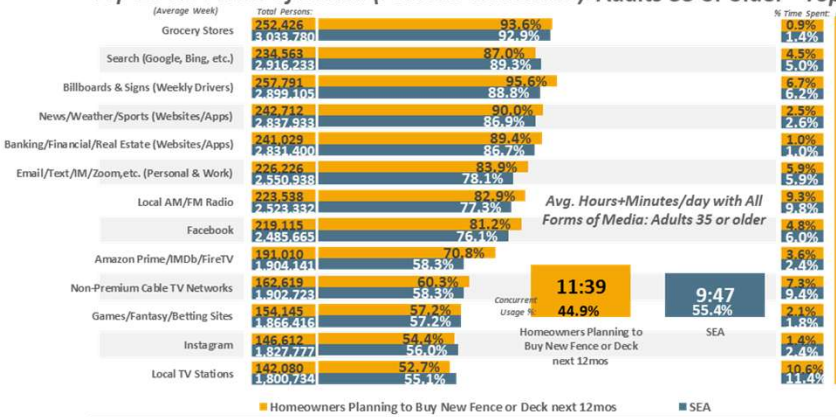
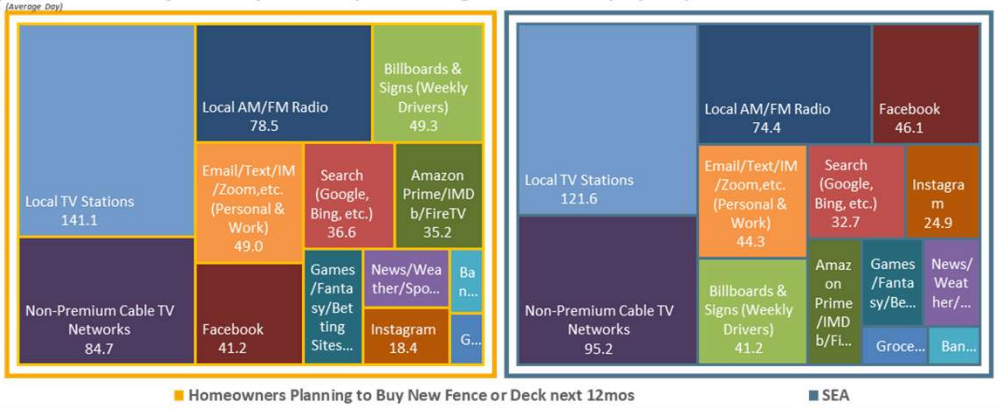
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 8 hours and 44 minutes each day with All Forms of Ad-Supported Media. 77.7% listen to Local AM/FM Radio for an avg. of 66.8 minutes/day.*(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

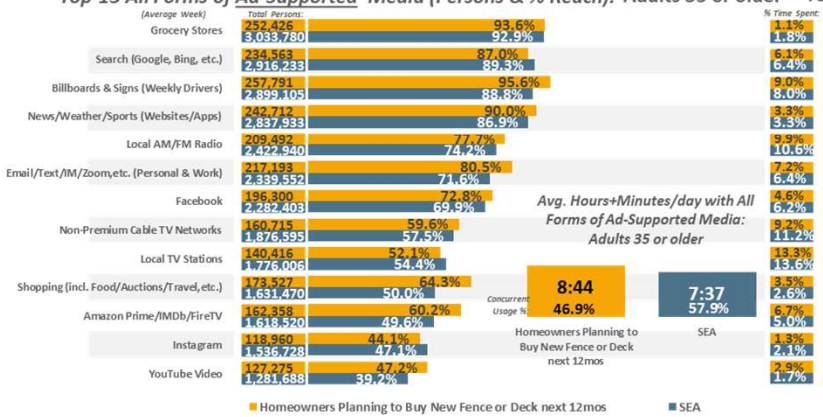
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



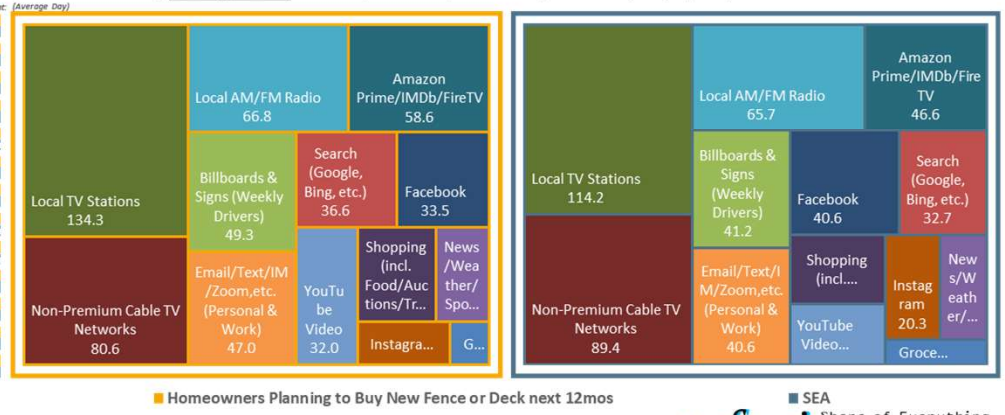
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 259

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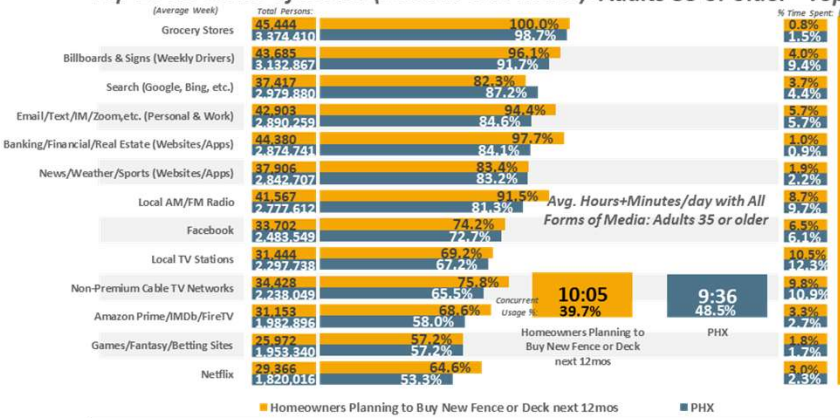
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

MASTER HALCO Fence & Deck Supply

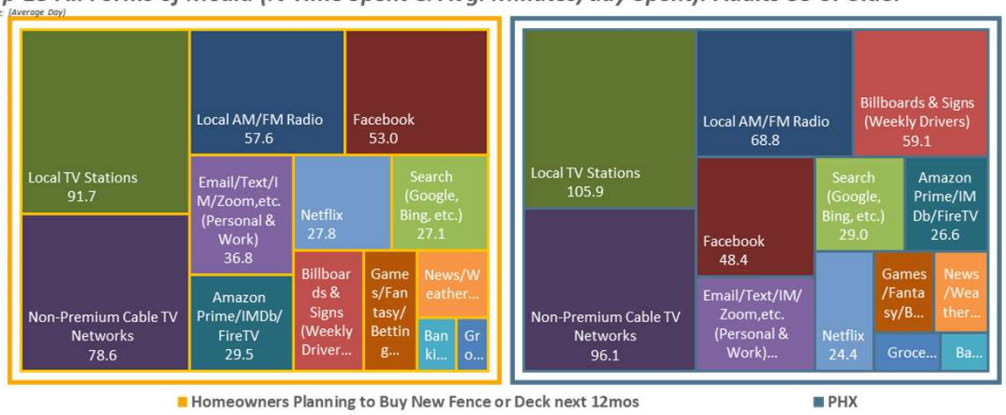
PHX

Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 7 hours and 36 minutes each day with All Forms of Ad-Supported Media. 85.4% listen to Local AM/FM Radio for an avg. of 43. minutes/day. *(Local Radio delivers 8.% of Time with Ad-Supported Media.)*

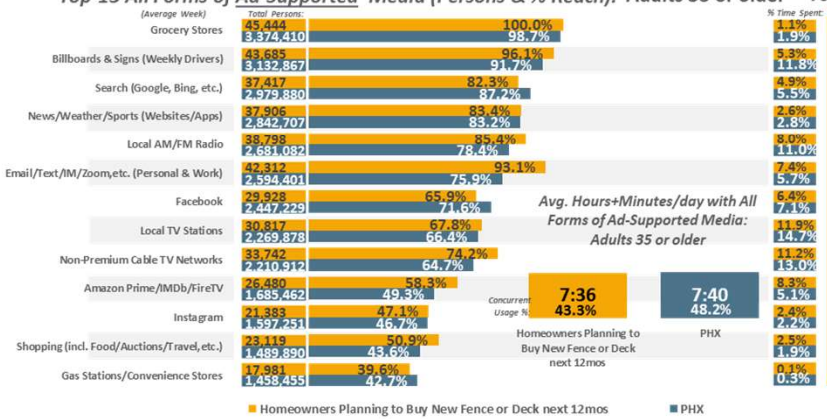
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



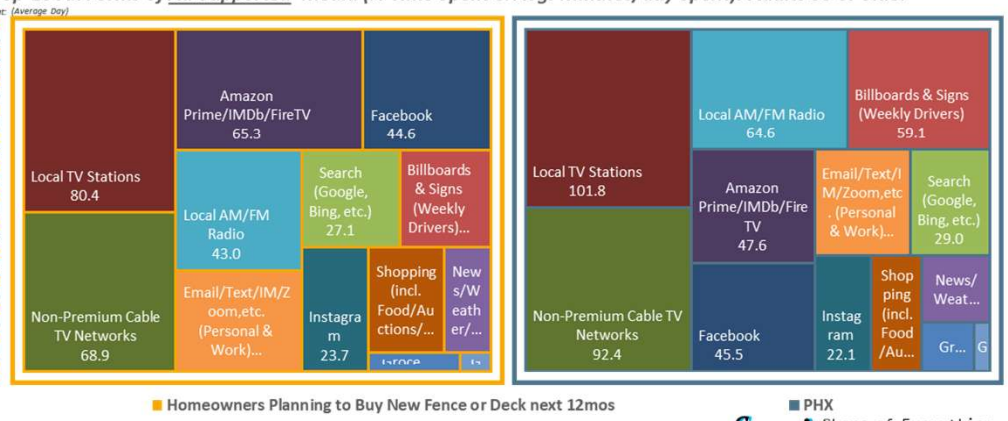
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35

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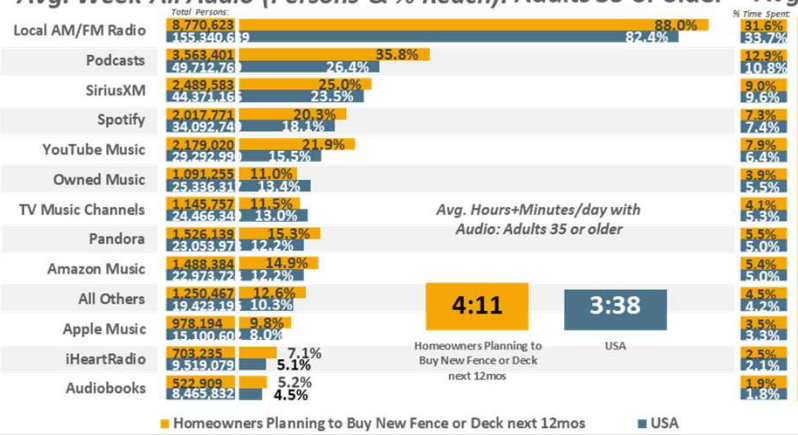
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

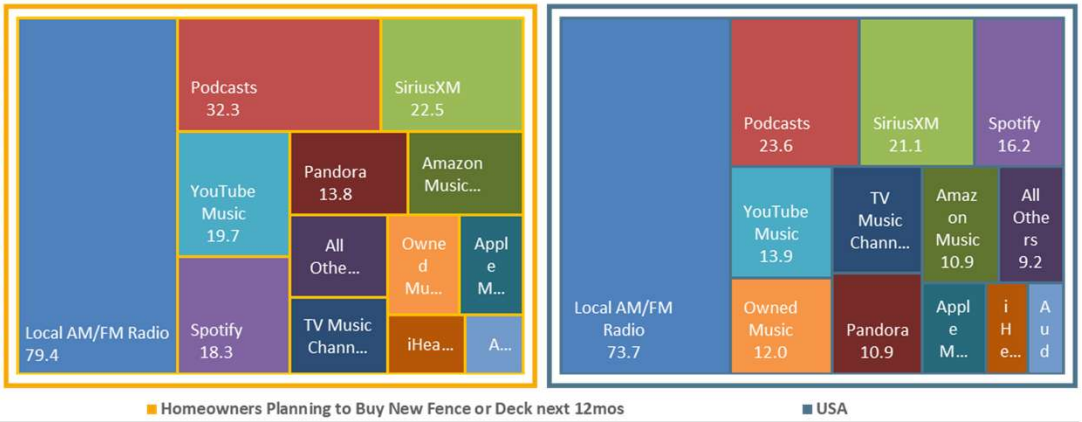
MASTER HALCO Fence & Deck Supply — USA

8,273,929 or 83.% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 69.7 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

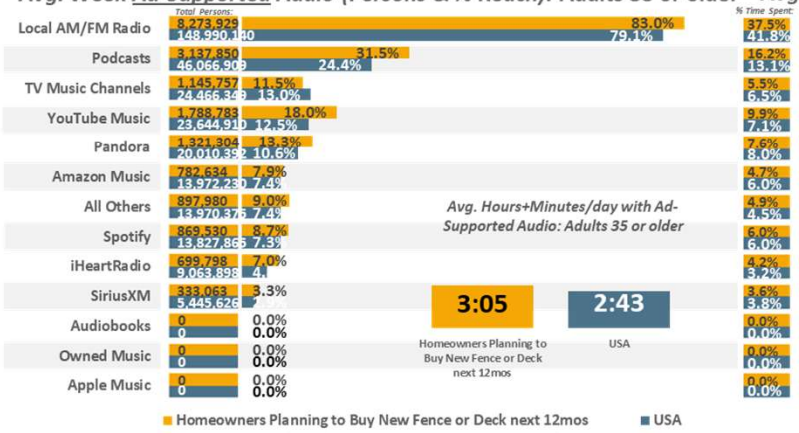
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



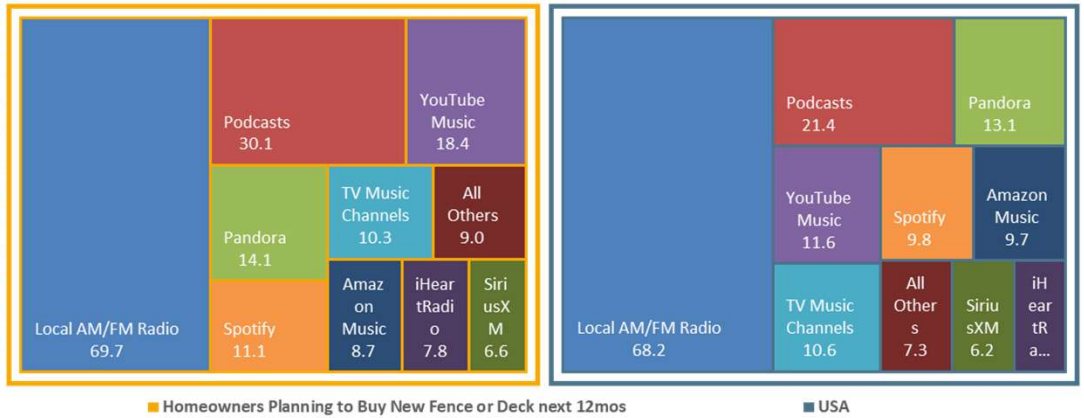
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986

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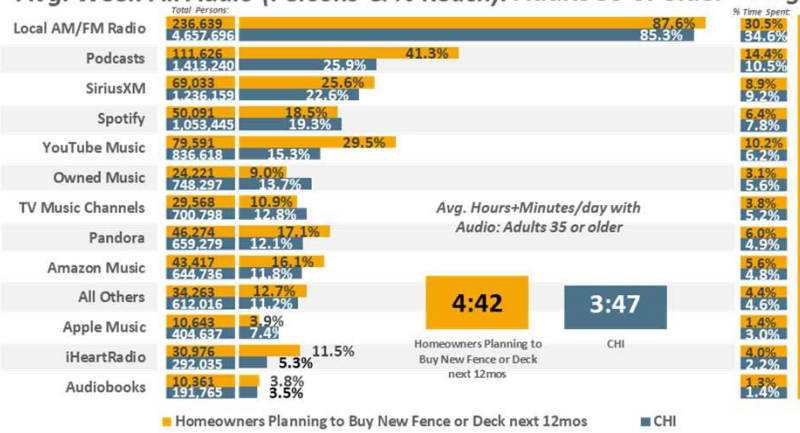
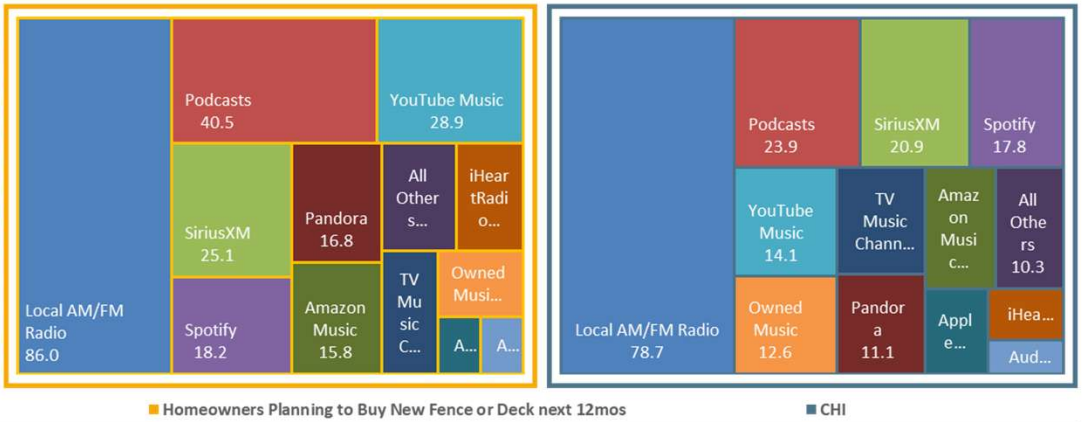
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

224,737 or 83.2% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 77.1 minutes every day representing 34.5% of all time spent daily with Ad-Supported Audio.

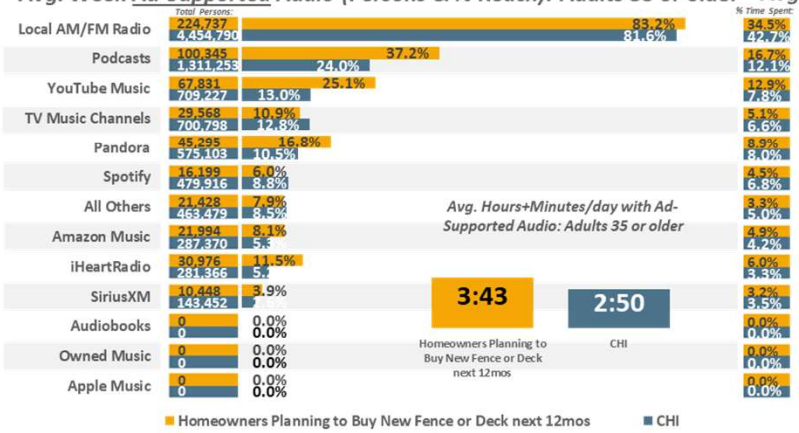
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



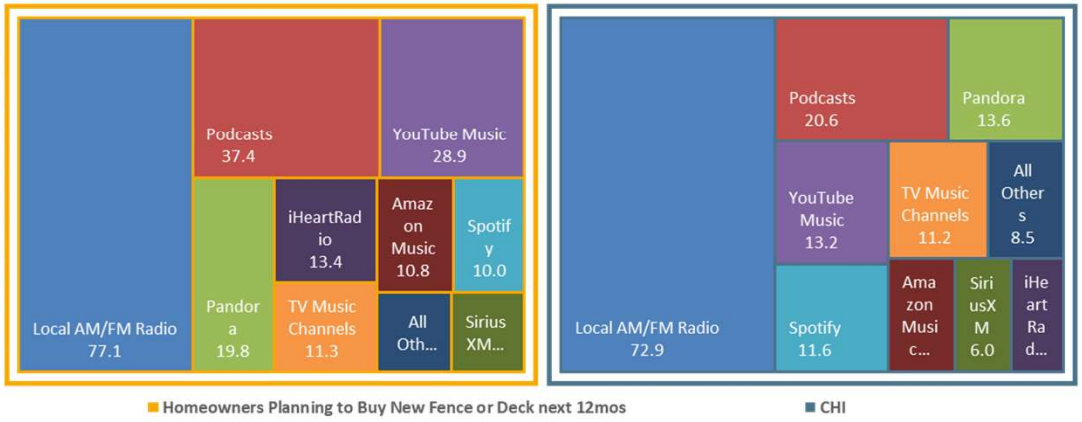
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 146

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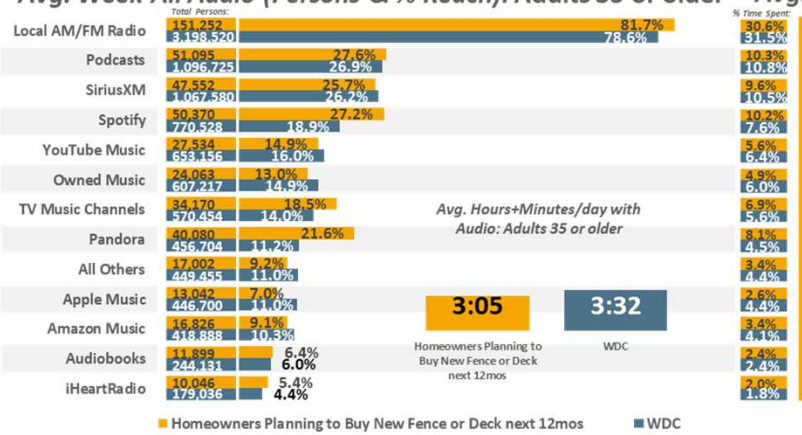
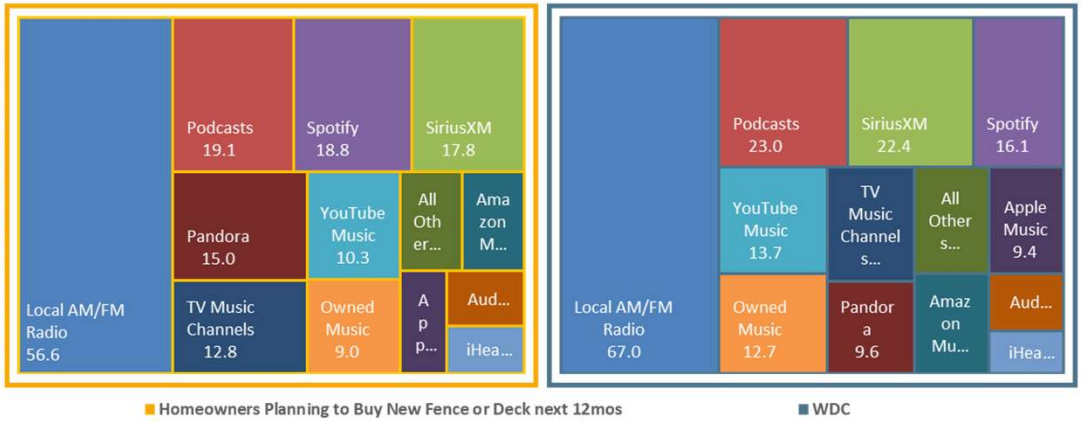
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

143,173 or 77.3% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 50.4 minutes every day representing 33.3% of all time spent daily with Ad-Supported Audio.

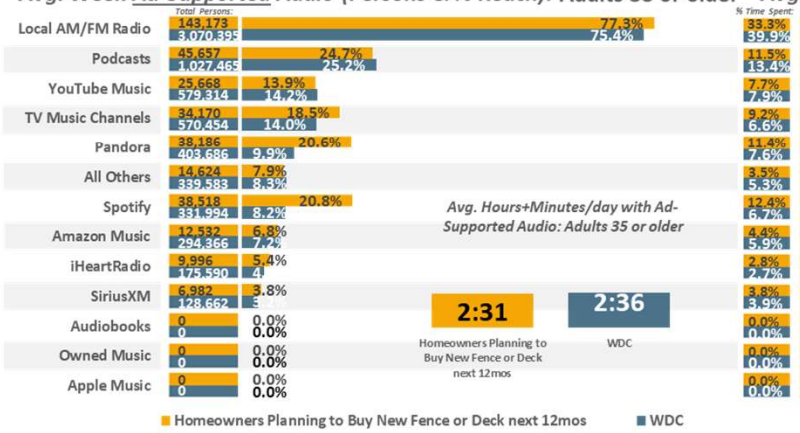
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



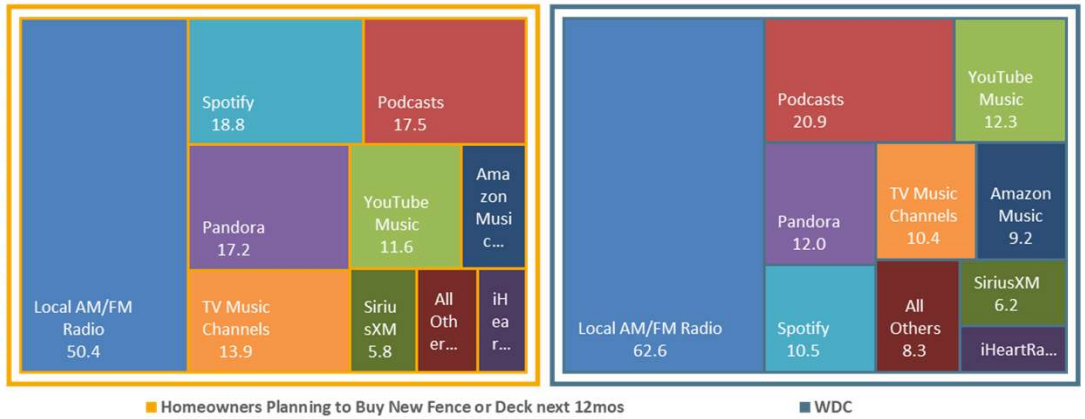
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



WDC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 132

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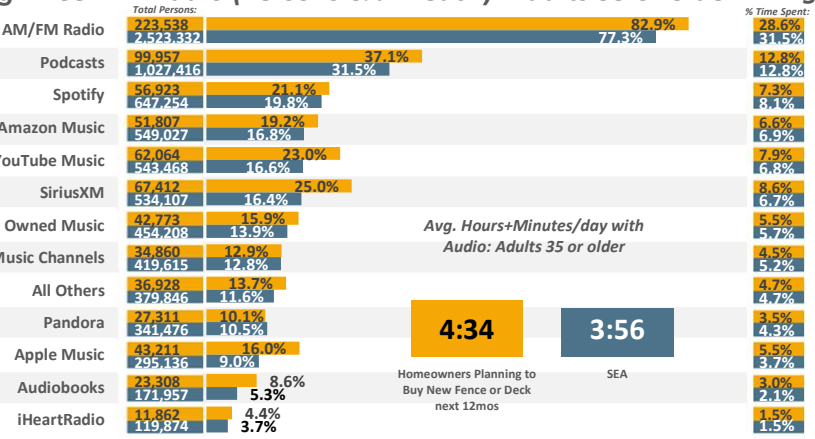
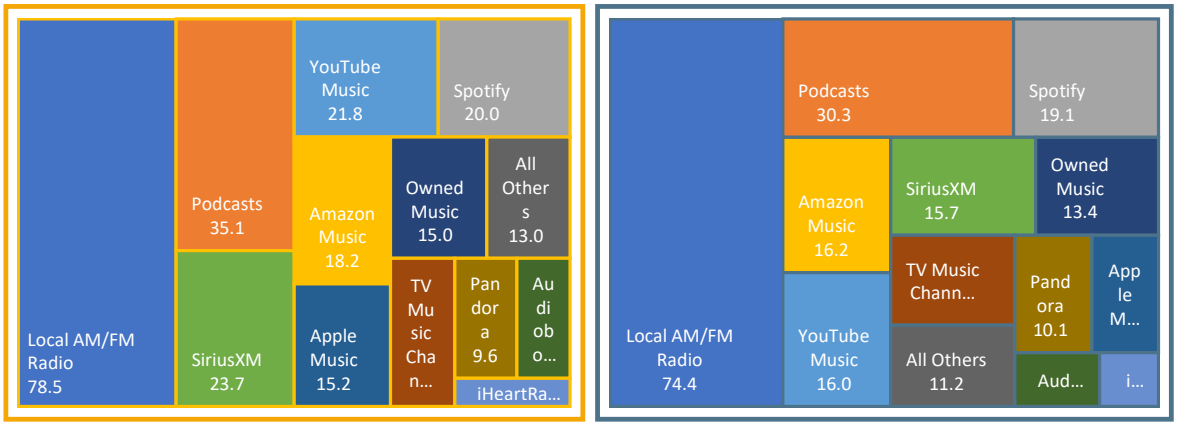
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

209,492 or 77.7% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.

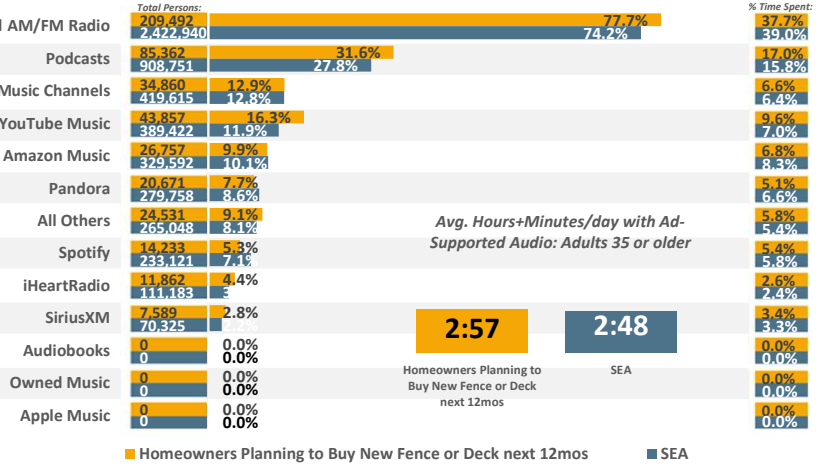
g. Week All Audio (Persons & % Reach): Adults 35 or older



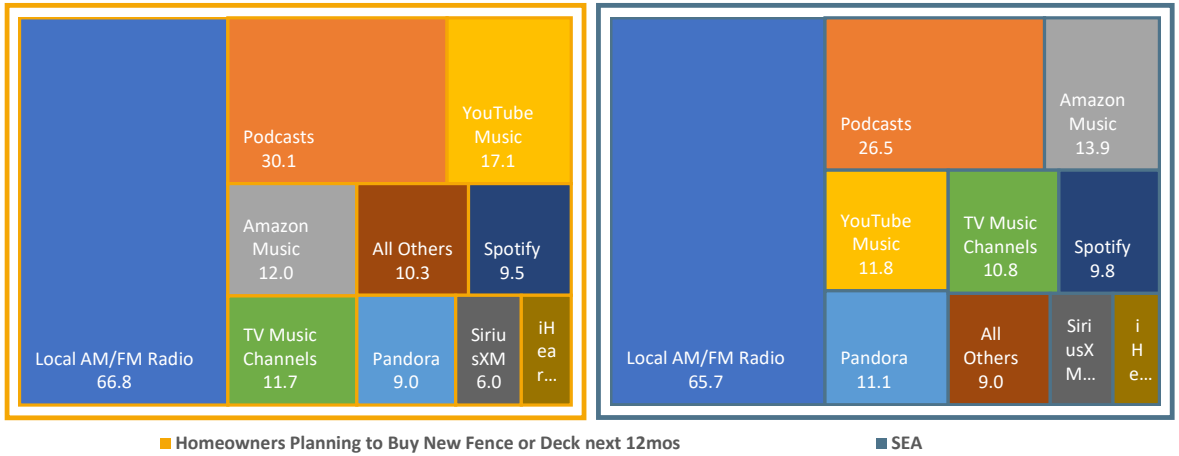
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 259

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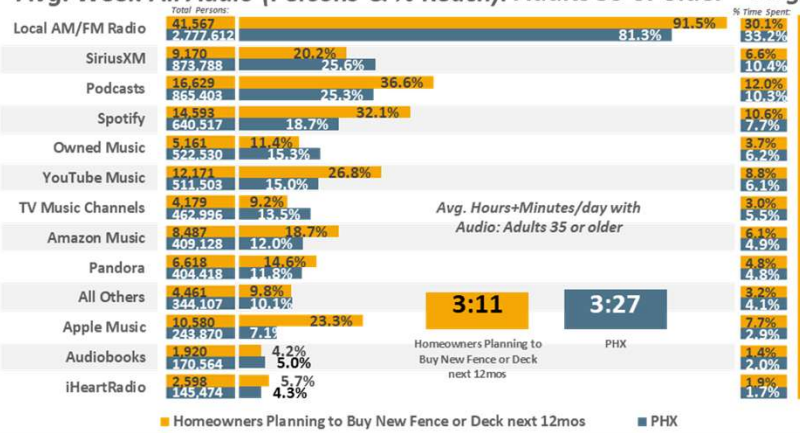
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

MASTER HALCO Fence & Deck Supply

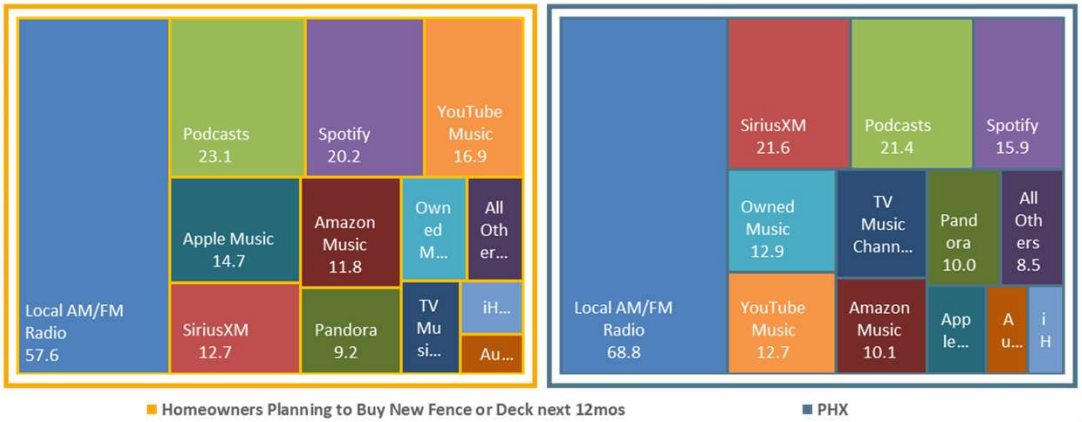
PHX

38,798 or 85.4% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 43. minutes every day representing 34.6% of all time spent daily with Ad-Supported Audio.

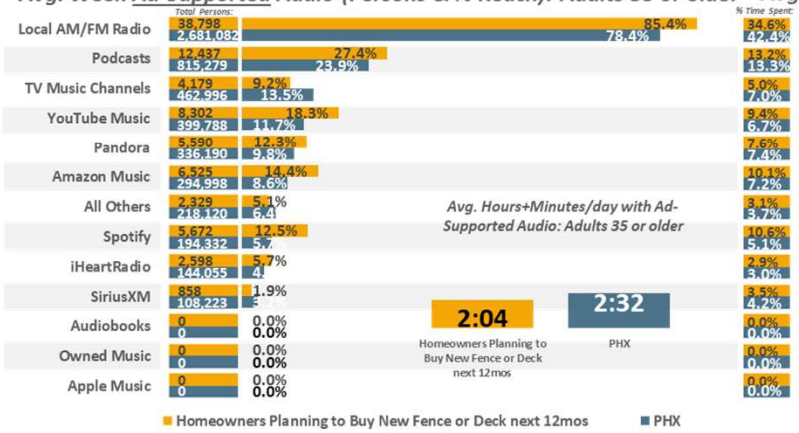
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



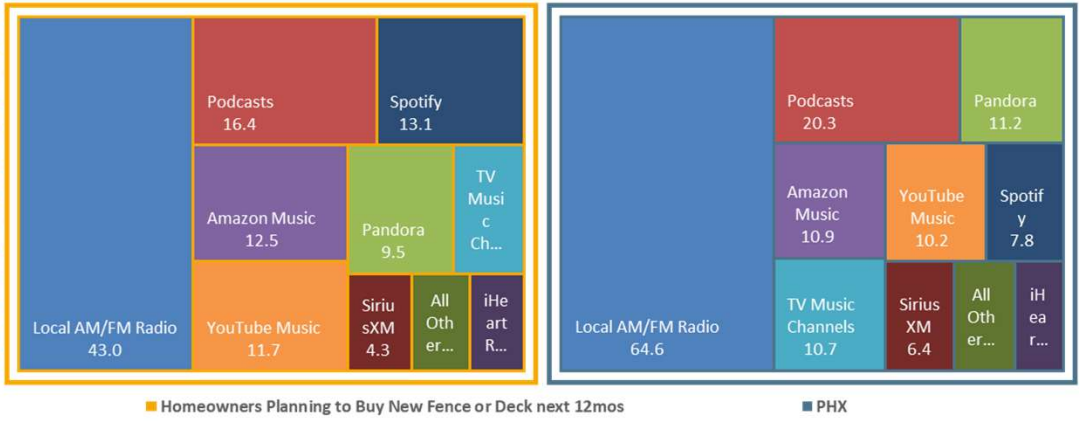
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35

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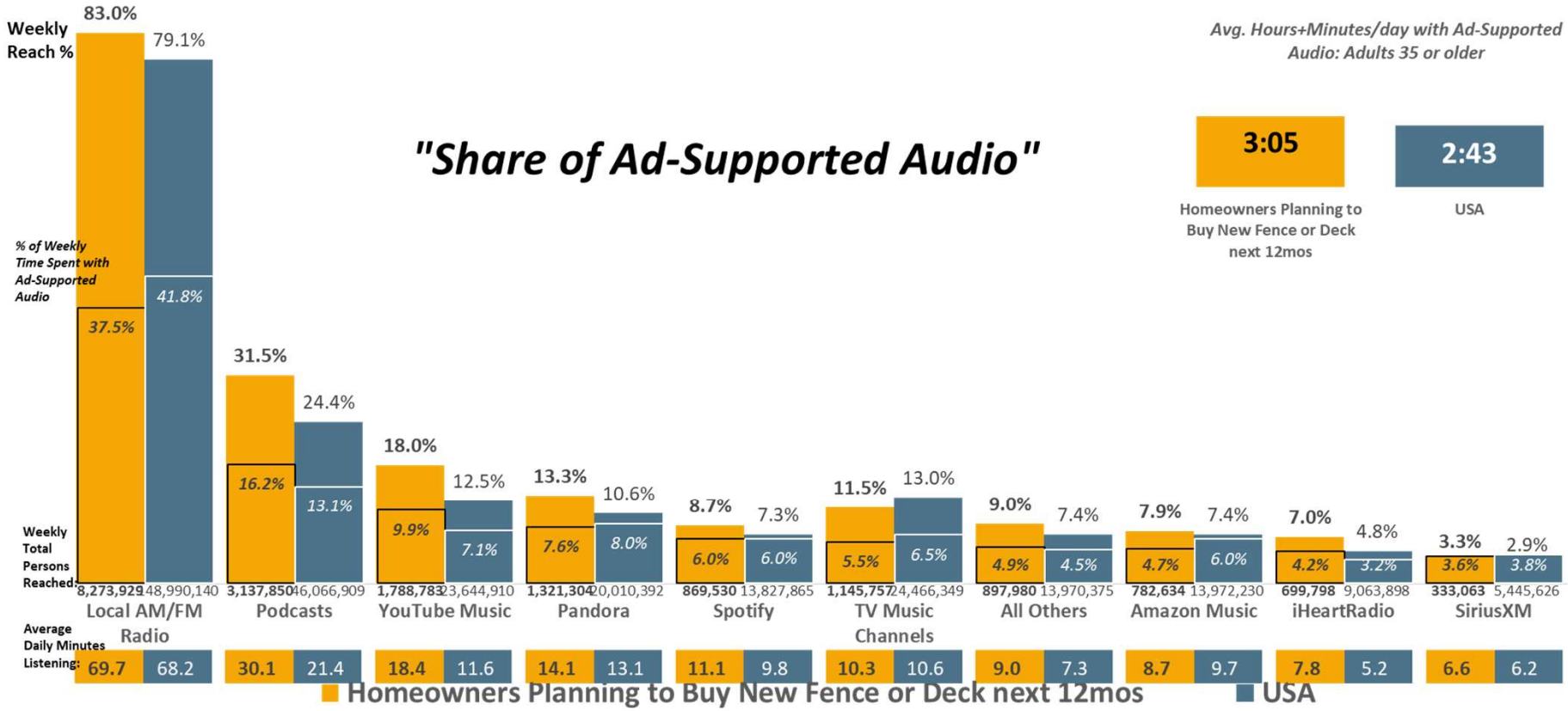
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

8,273,929 or 83.% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 69.7 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.



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

Homeowners Planning to Buy New Fence or Deck next 12mos	USA
3:05	2:43

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 21,547

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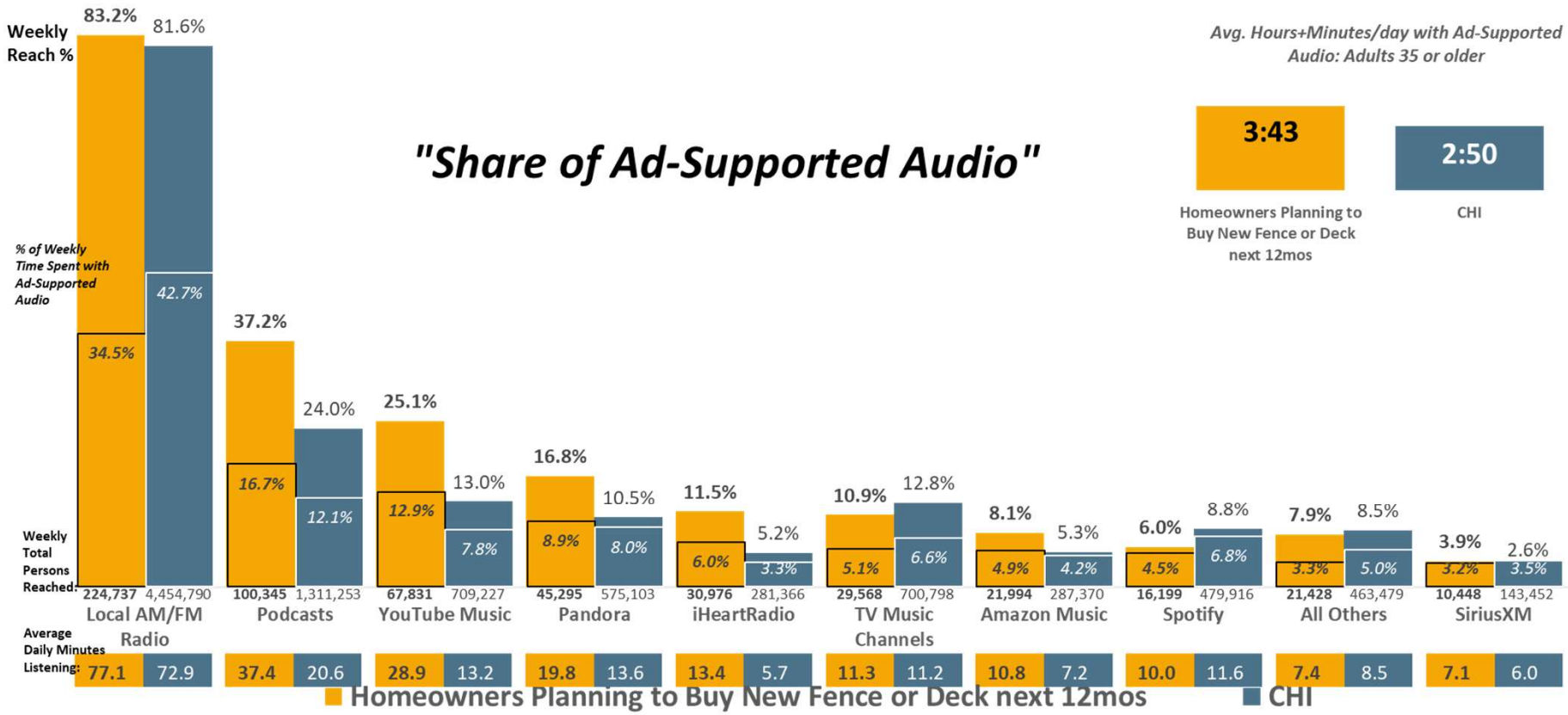
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

224,737 or 83.2% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 77.1 minutes every day representing 34.5% of all time spent daily with Ad-Supported Audio.



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 146 CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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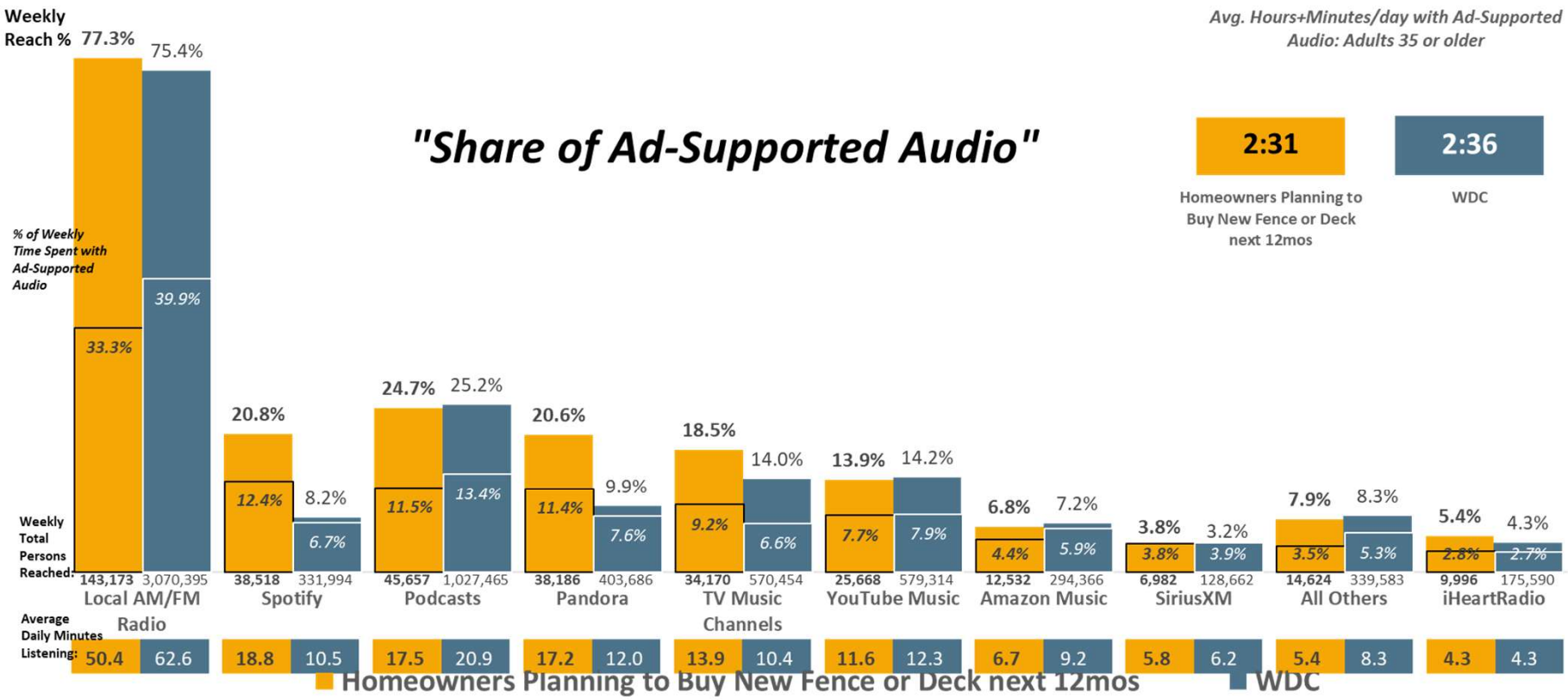
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

143,173 or 77.3% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 50.4 minutes every day representing 33.3% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 132 WASHINGTON, DC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 2,912

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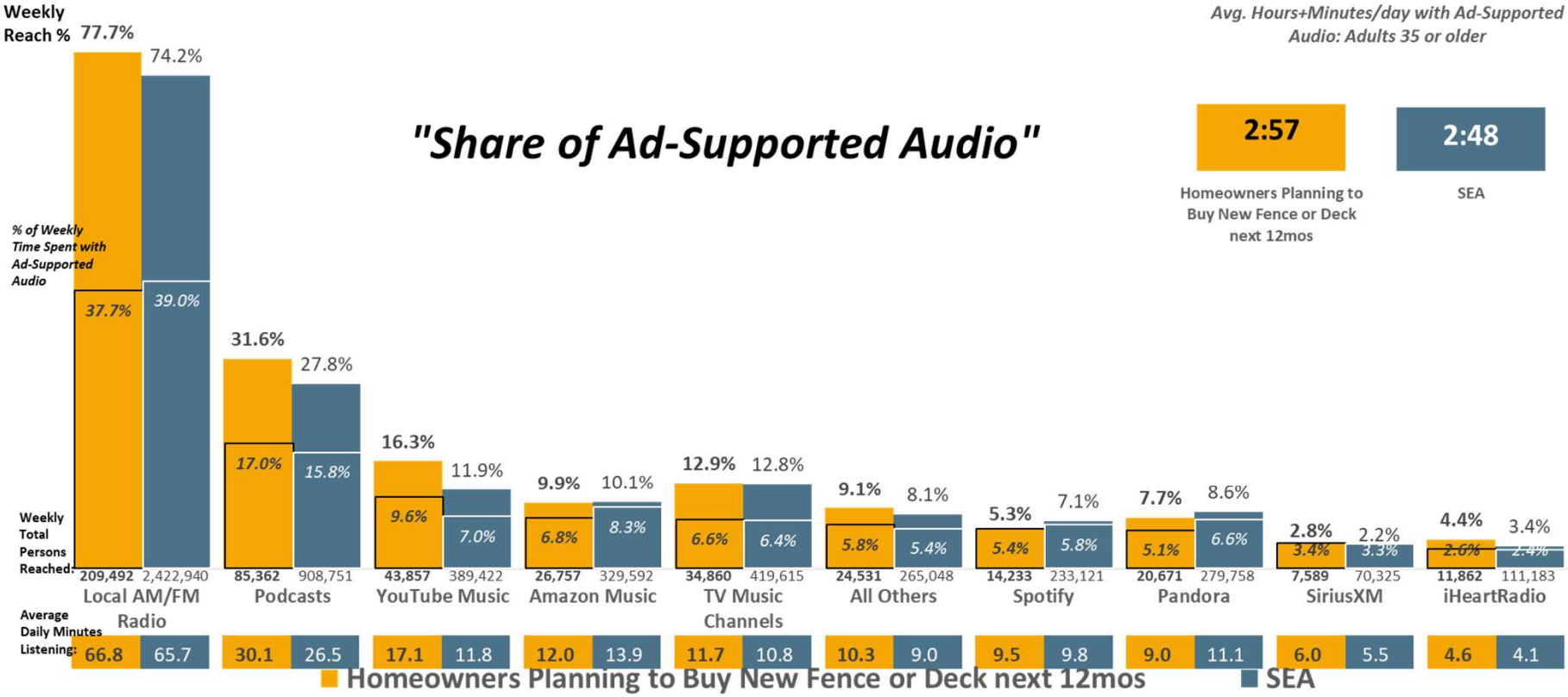
209,492 or 77.7% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 259 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

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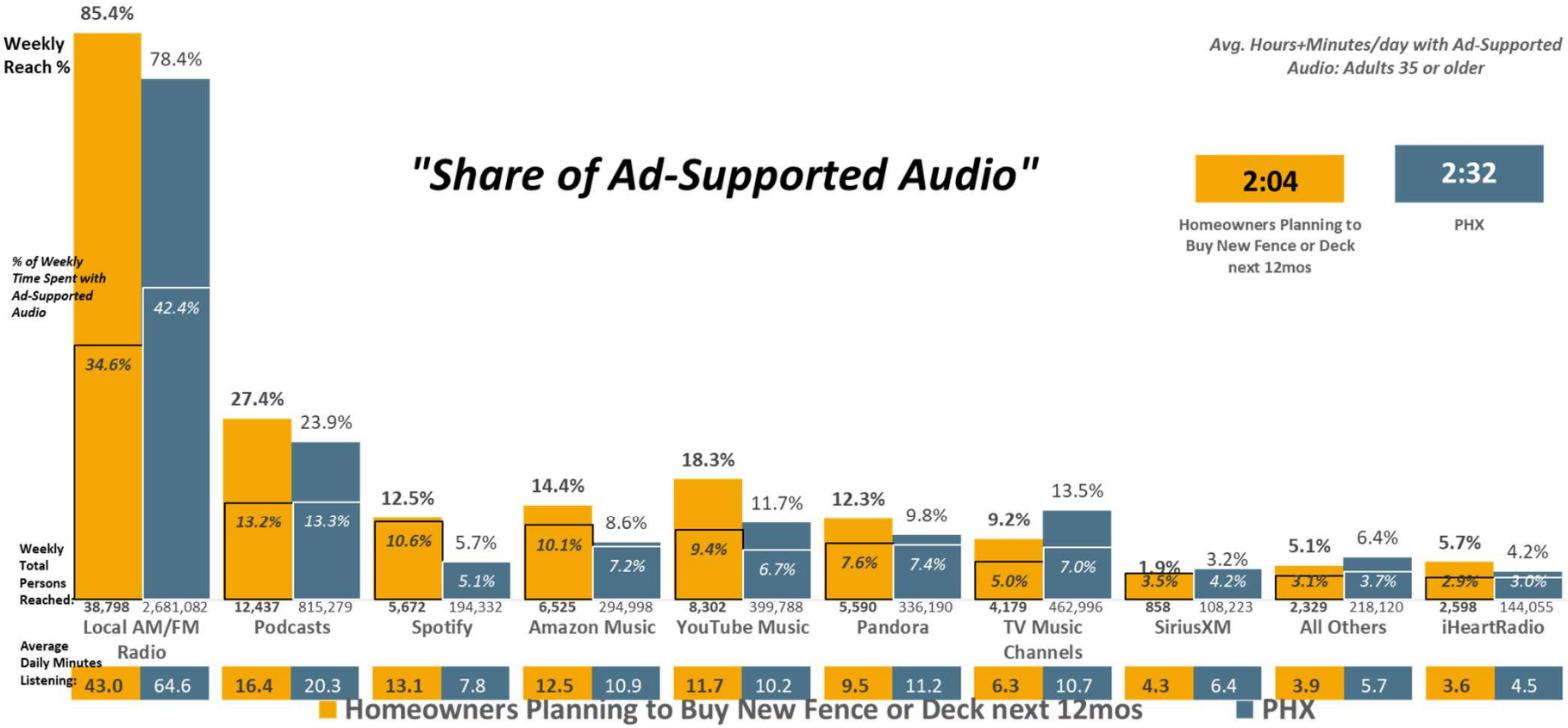
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

38,798 or 85.4% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 43. minutes every day representing 34.6% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35 PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

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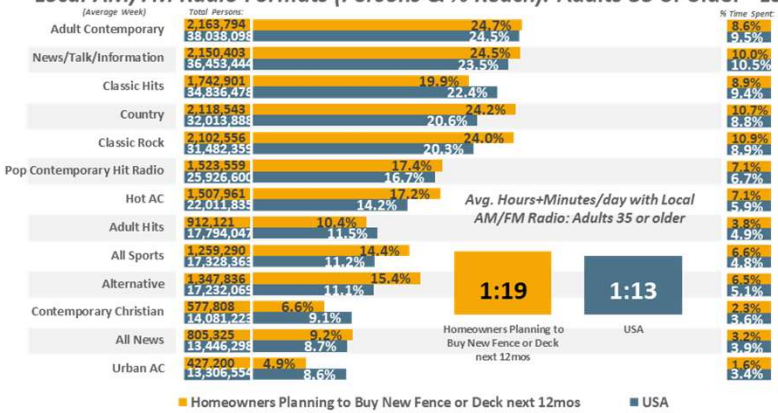
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

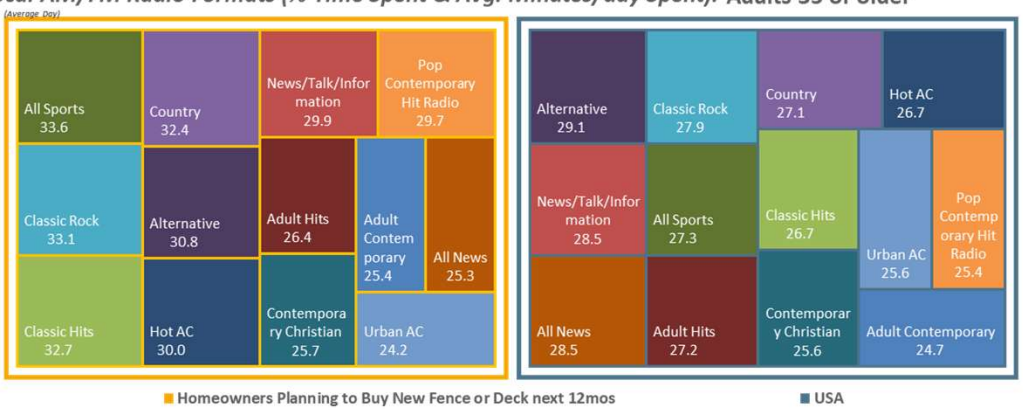
MASTER HALCO Fence & Deck Supply — USA

8,273,929 or 83.% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Rock, Classic Hits, and Pop Contemporary Hit Radio.

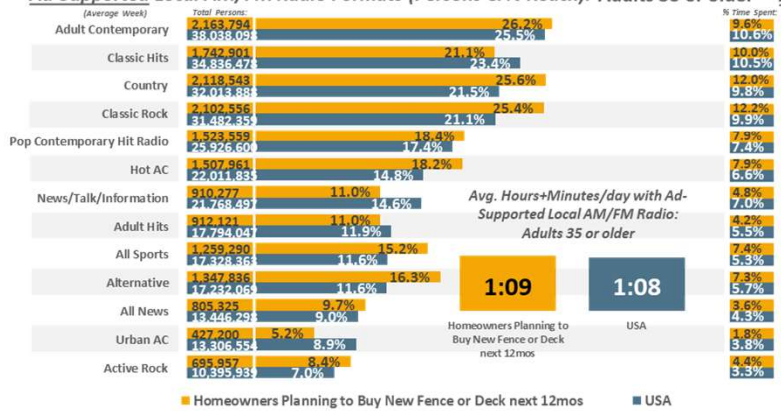
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



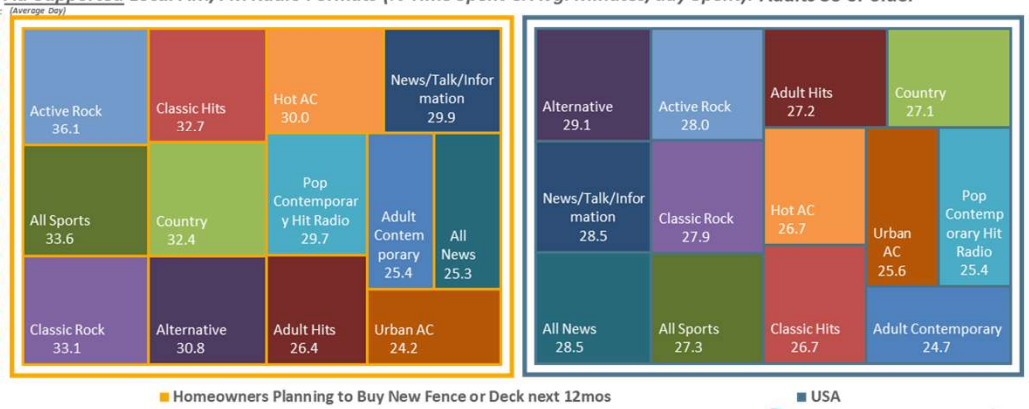
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986

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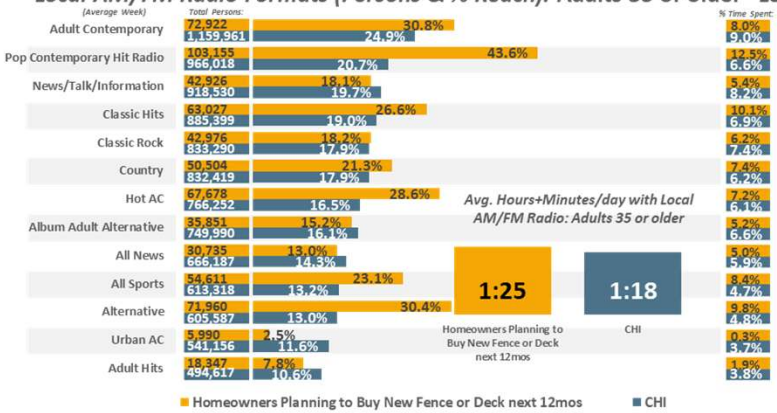
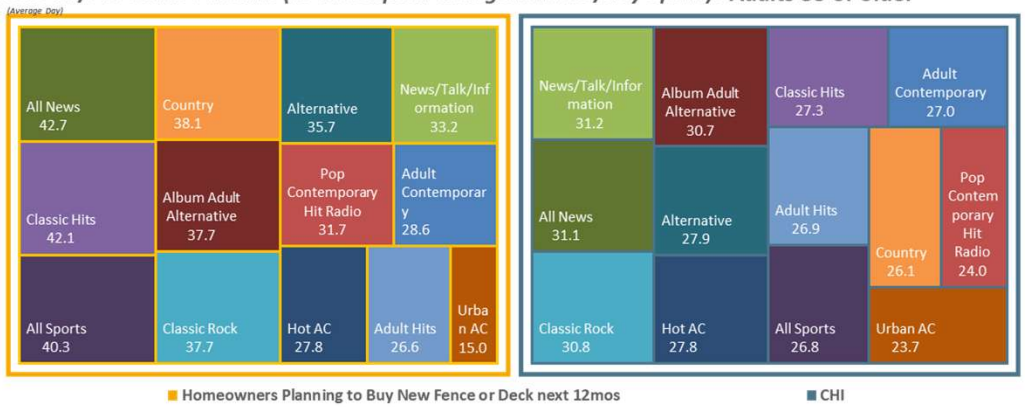
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

224,737 or 83.2% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Alternative, Hot AC, and Classic Hits.

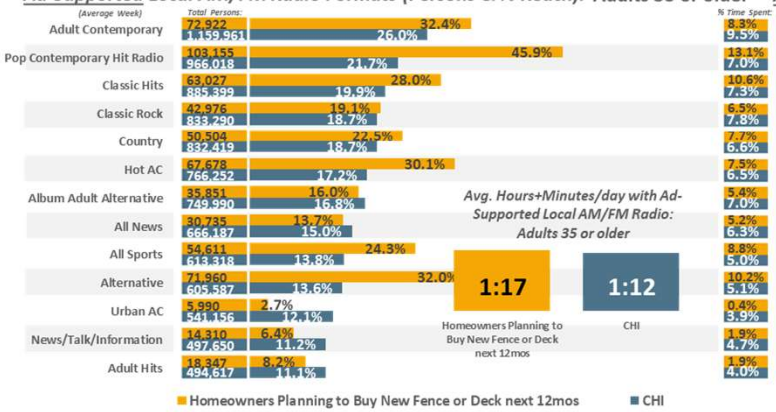
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



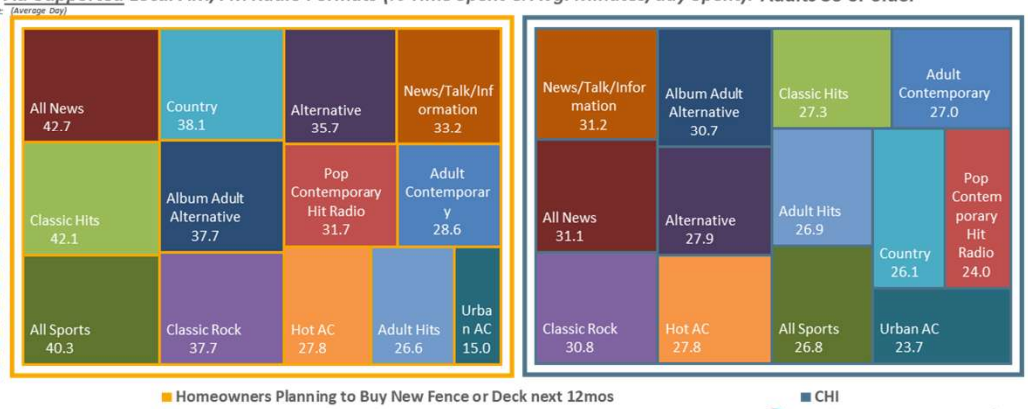
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 146

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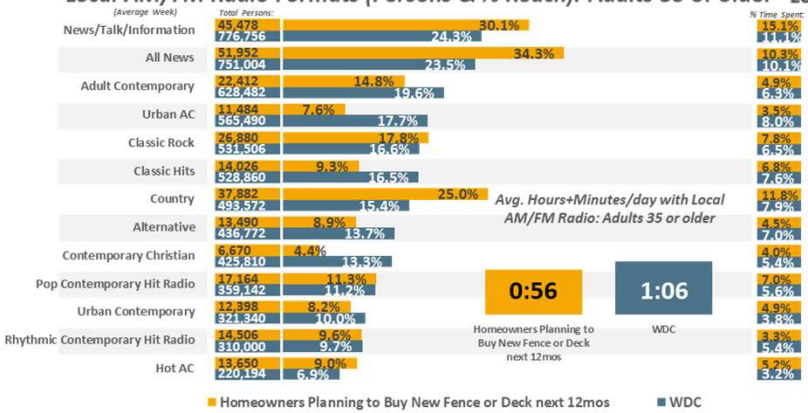
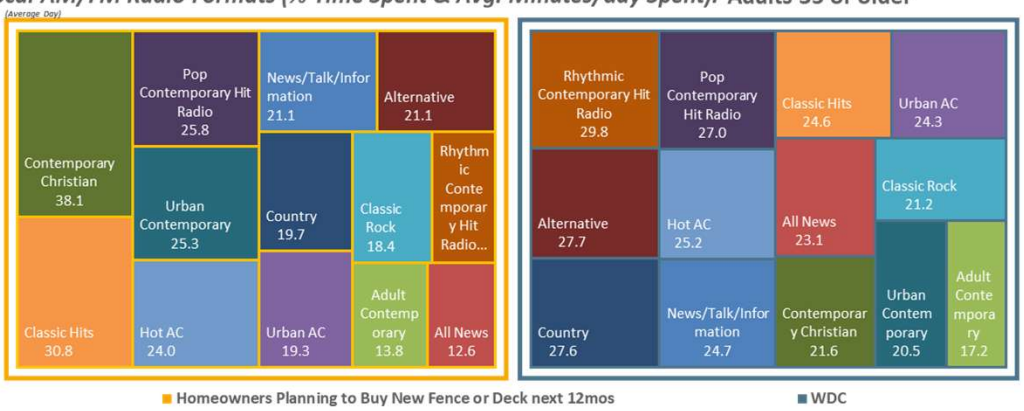
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

143,173 or 77.3% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Country, Classic Rock, News/Talk/Information, and Adult Contemporary.

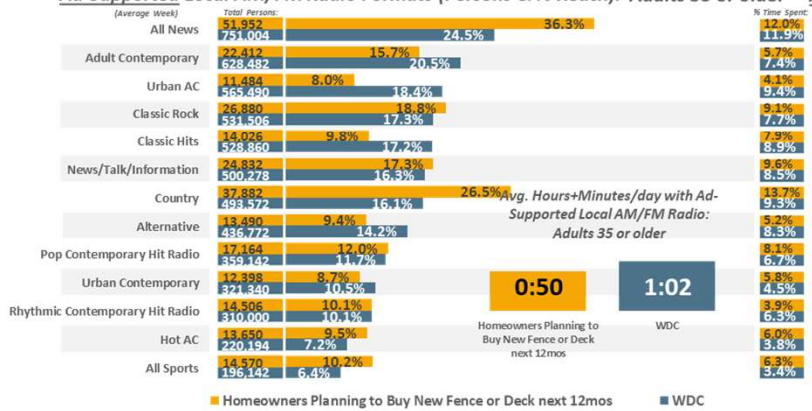
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



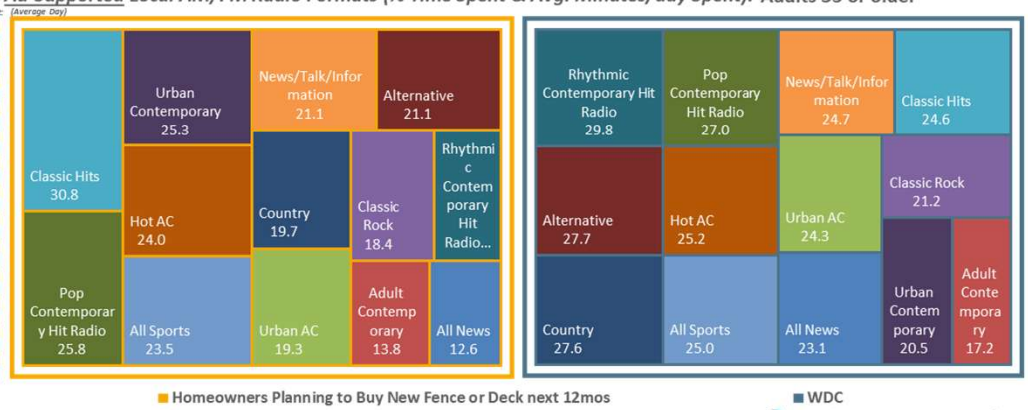
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



WDC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 132

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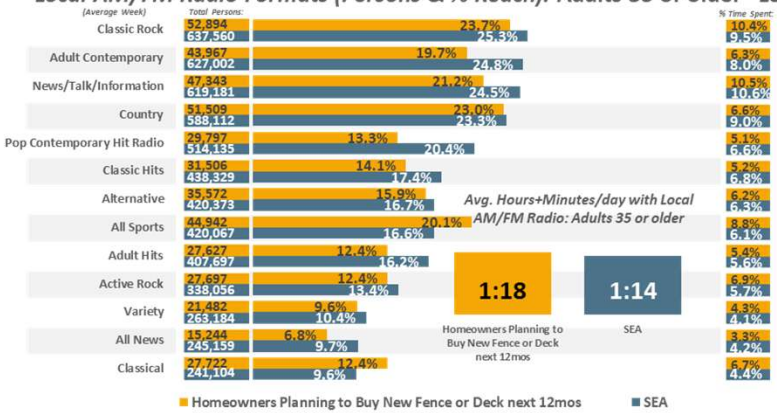
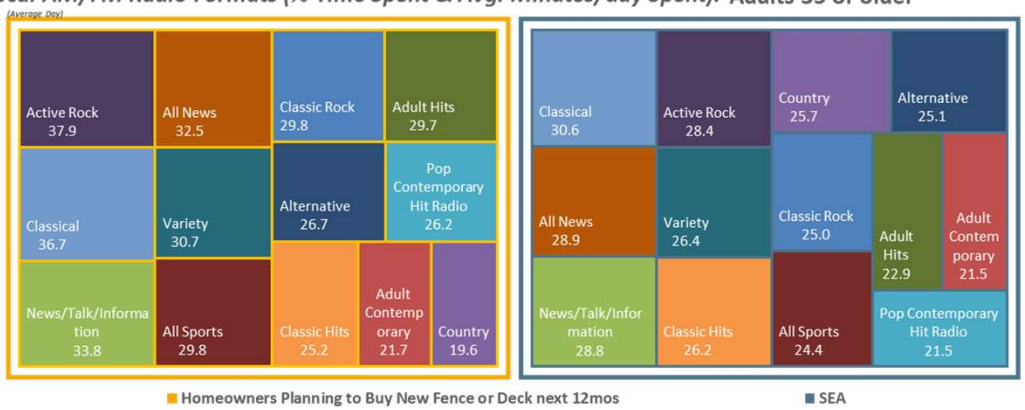
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

209,492 or 77.7% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Country, All Sports, Adult Contemporary, and Alternative.

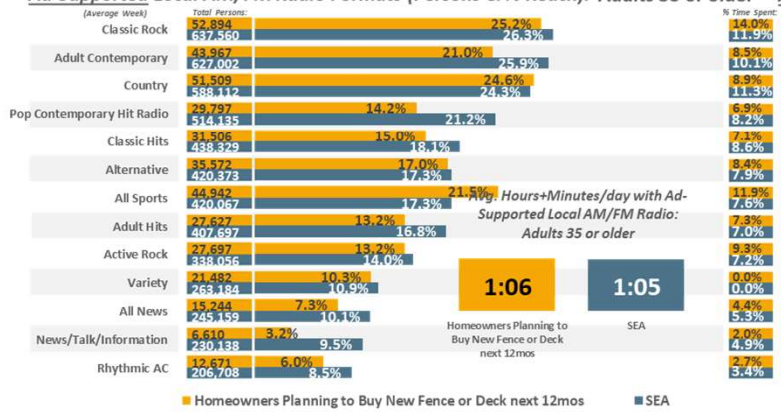
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



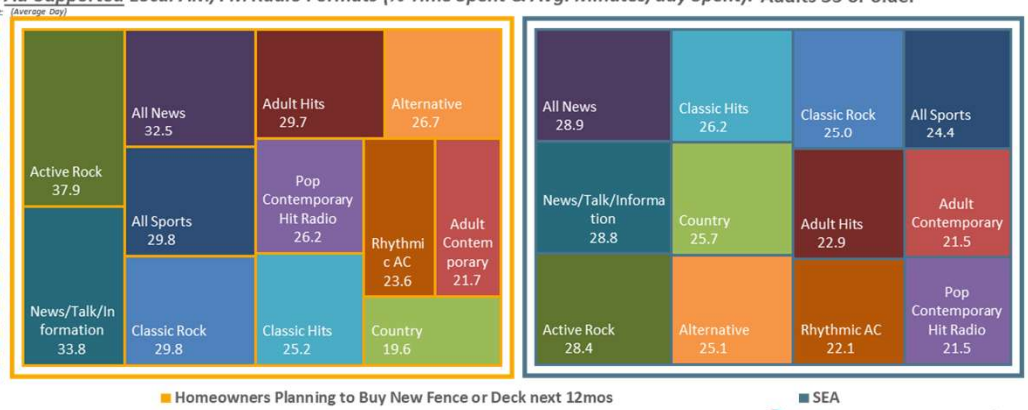
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 259

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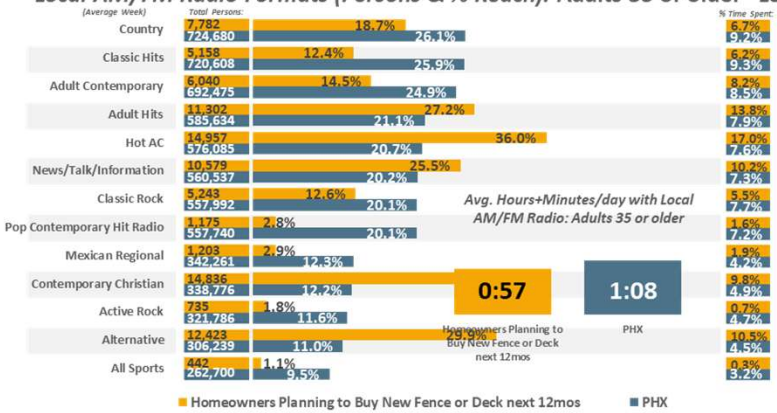
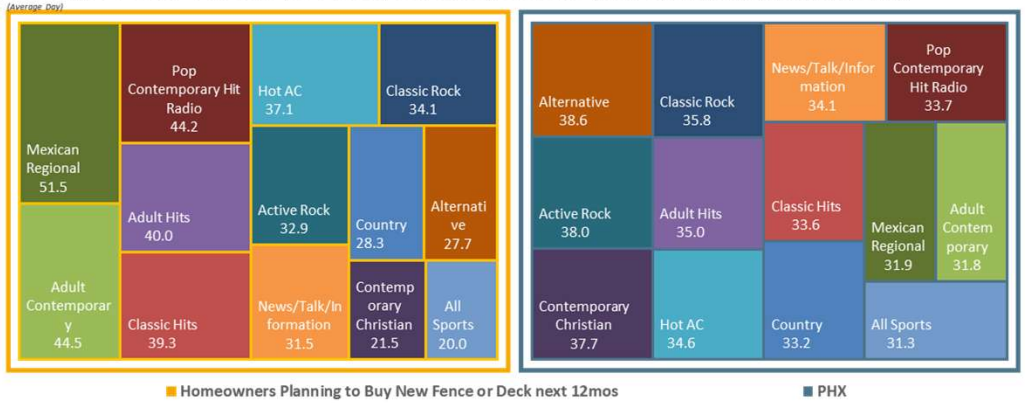
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

38,798 or 85.4% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Alternative, Adult Hits, Country, and Adult Contemporary.

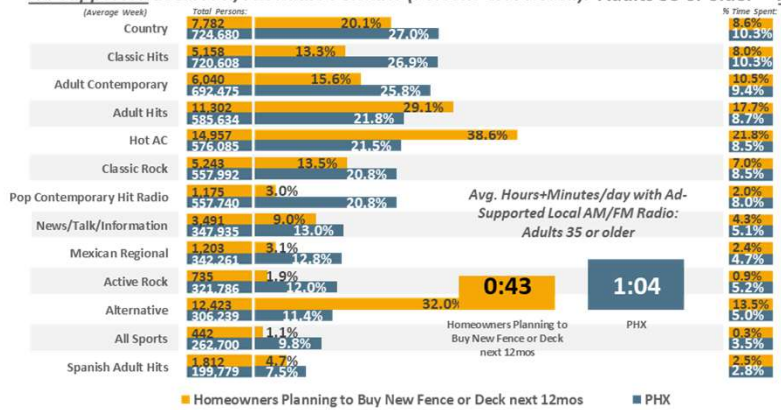
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



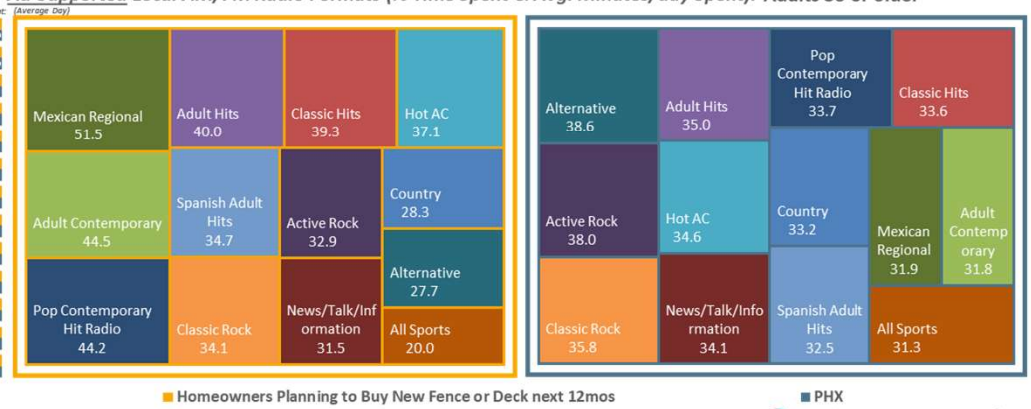
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35

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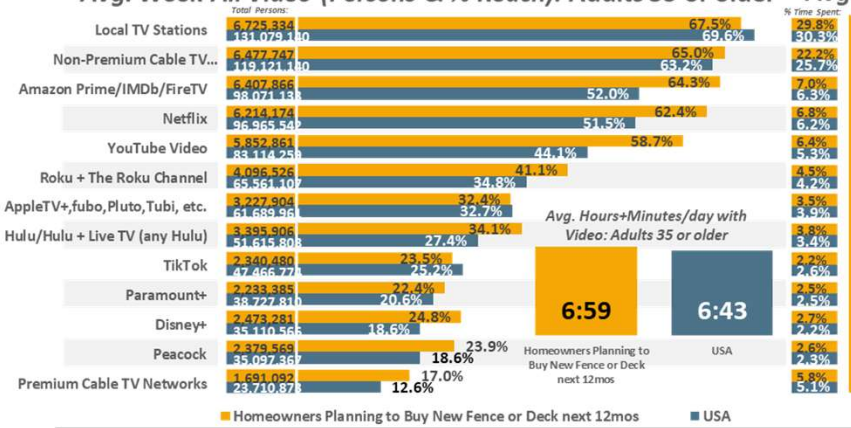
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

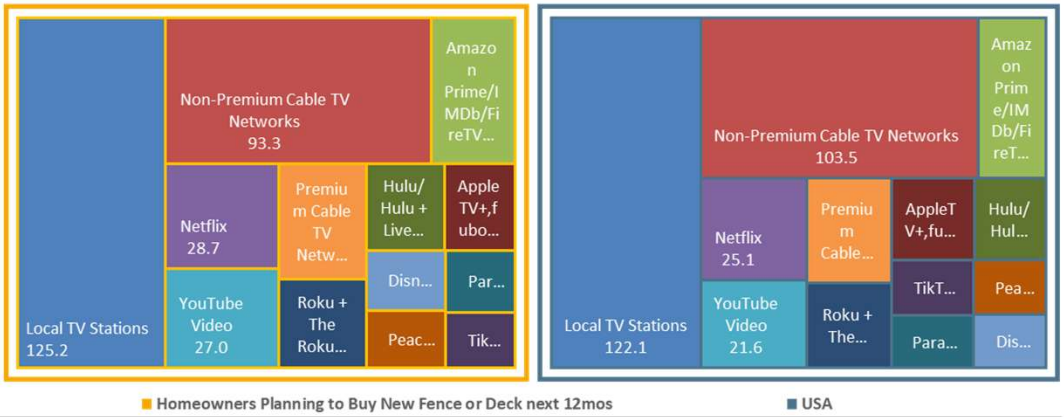
MASTER HALCO Fence & Deck Supply — USA

6,621,313 or 66.5% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations for an average of 116.9 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.

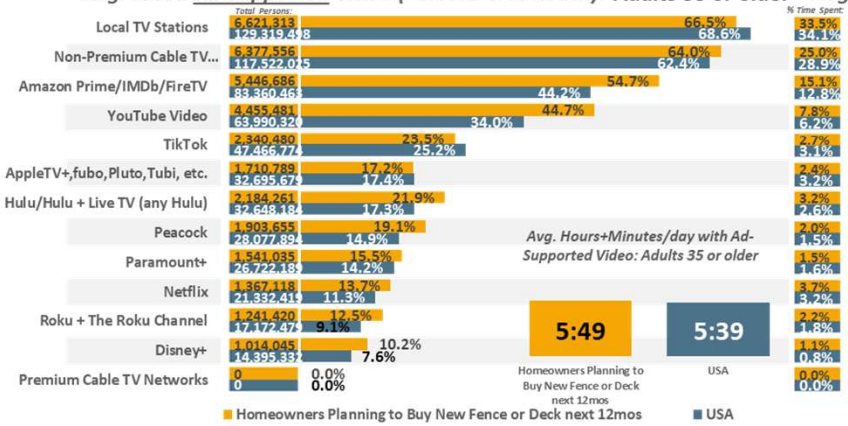
Avg. Week All Video (Persons & % Reach): Adults 35 or older



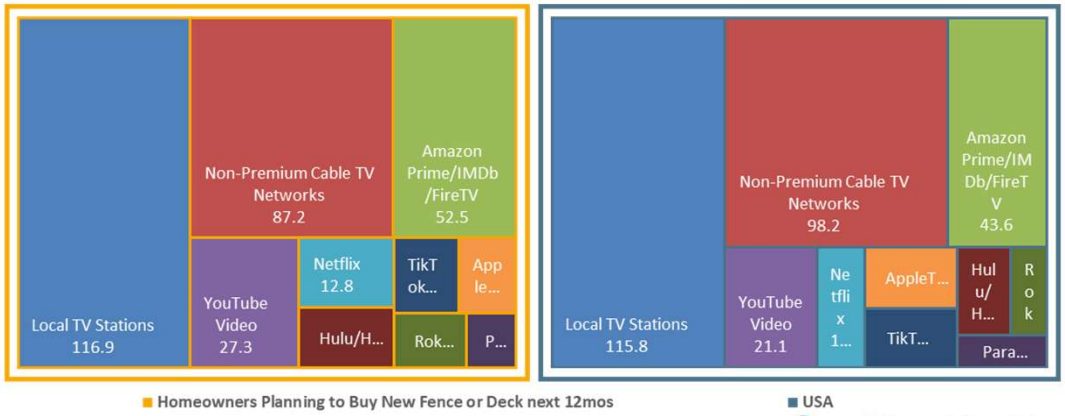
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986

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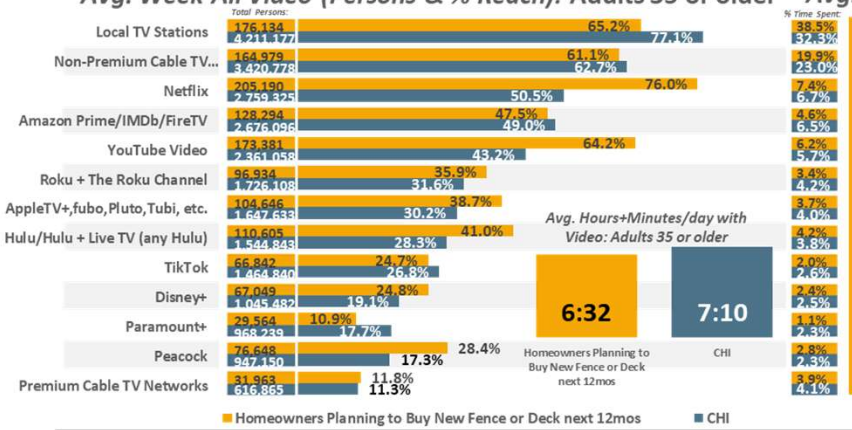
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

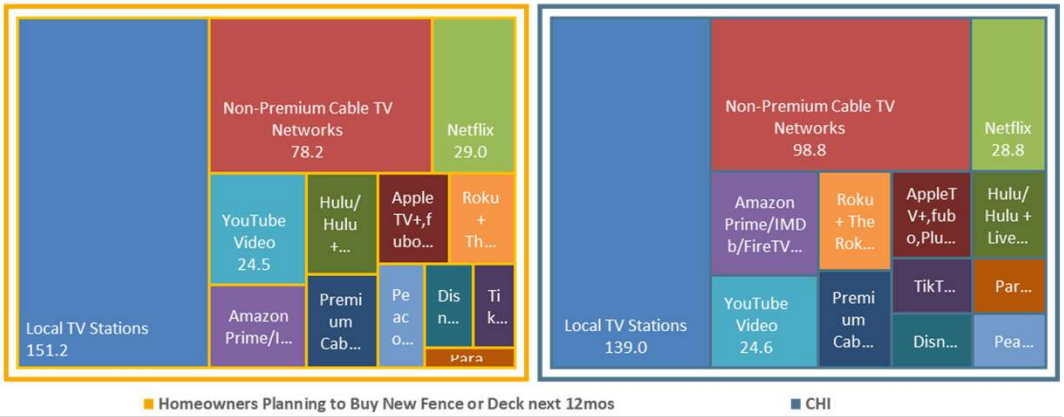
MASTER HALCO Fence & Deck Supply — CHI

173,866 or 64.4% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations for an average of 146.2 minutes every day representing 44.9% of all time spent daily with Ad-Supported Video.

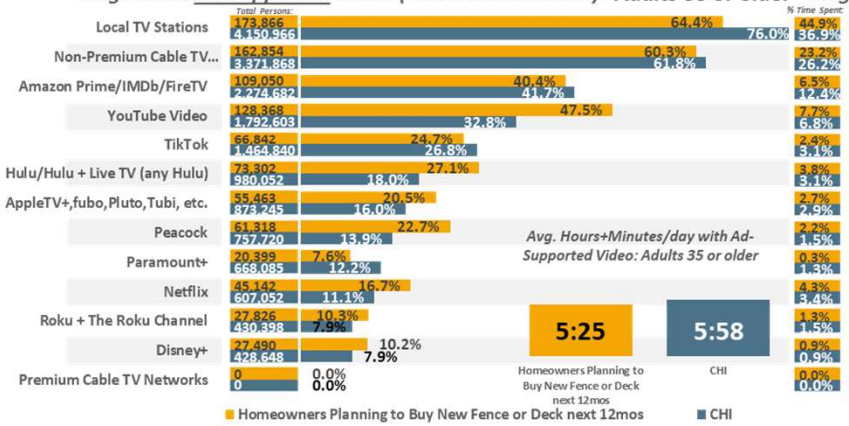
Avg. Week All Video (Persons & % Reach): Adults 35 or older



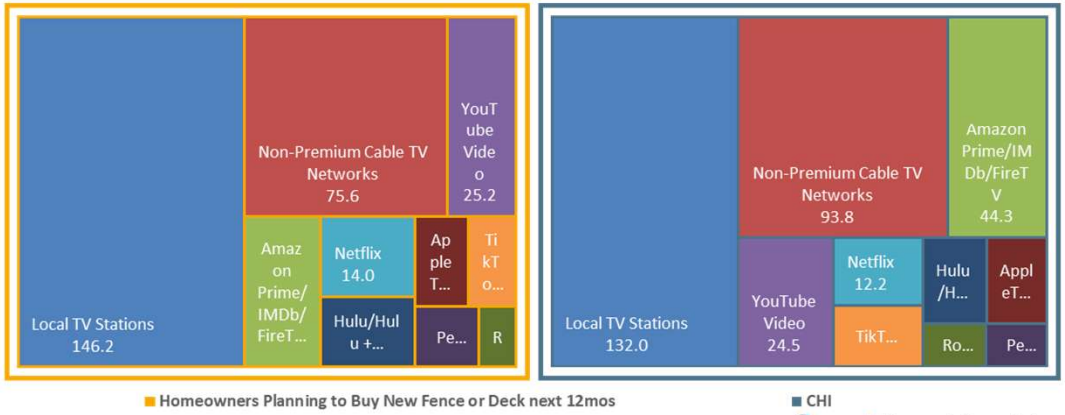
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 146

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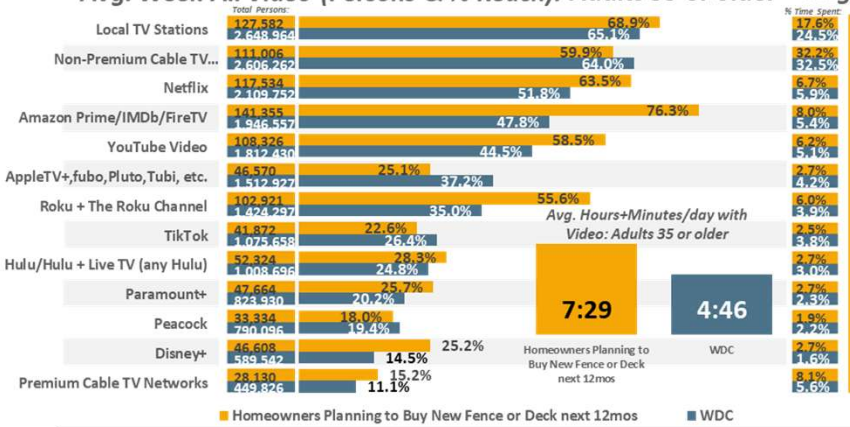
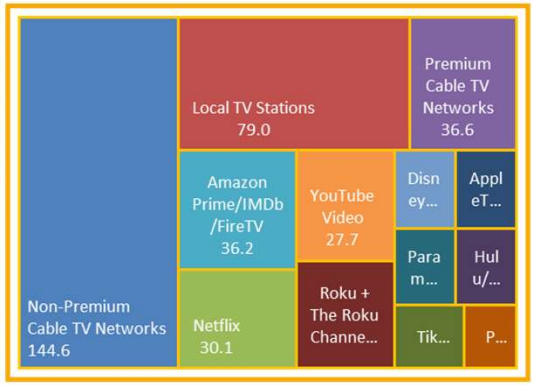
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

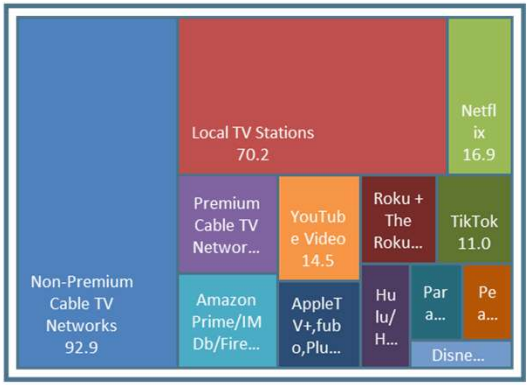
125,398 or 67.7% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations for an average of 72. minutes every day representing 19.1% of all time spent daily with Ad-Supported Video.

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

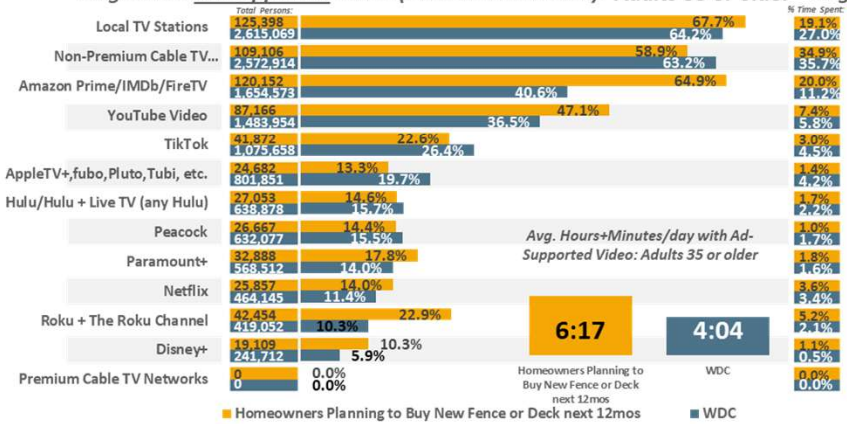


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

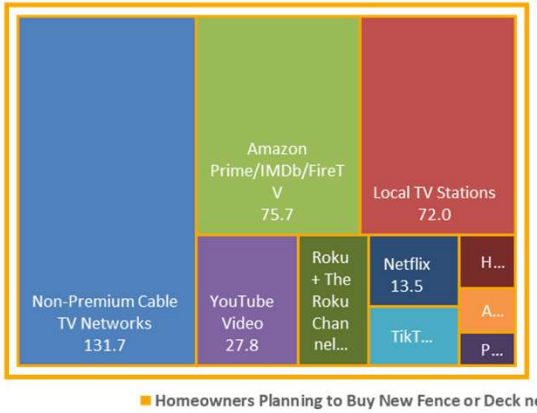


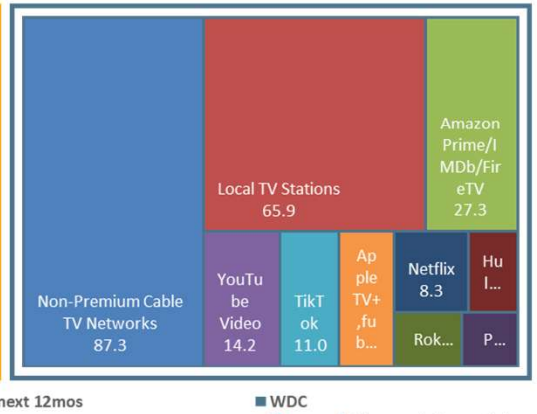


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 or older



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





WDC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 132

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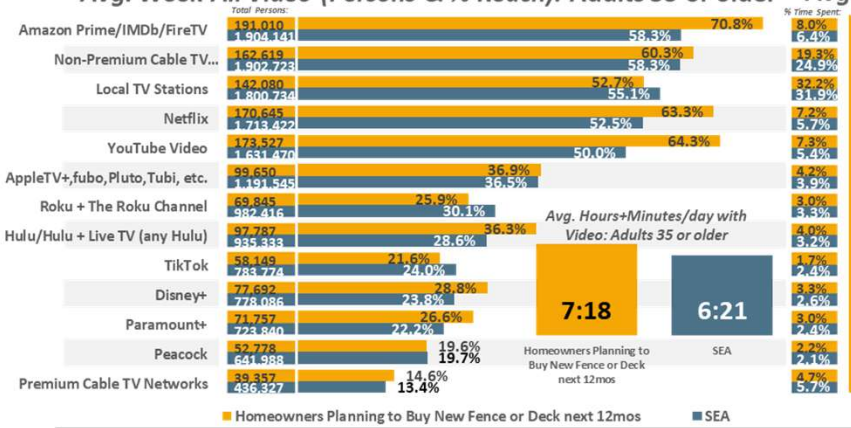
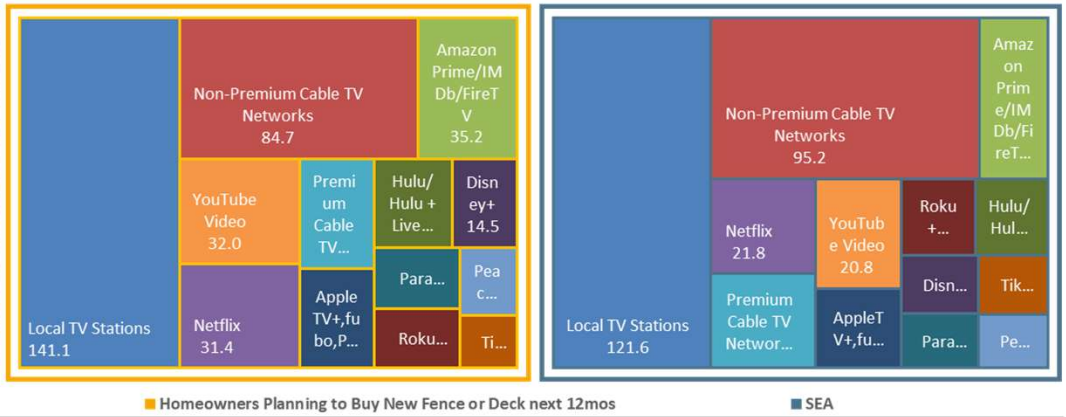
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

140,416 or 52.1% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations for an average of 134.3 minutes every day representing 36.7% of all time spent daily with Ad-Supported Video.

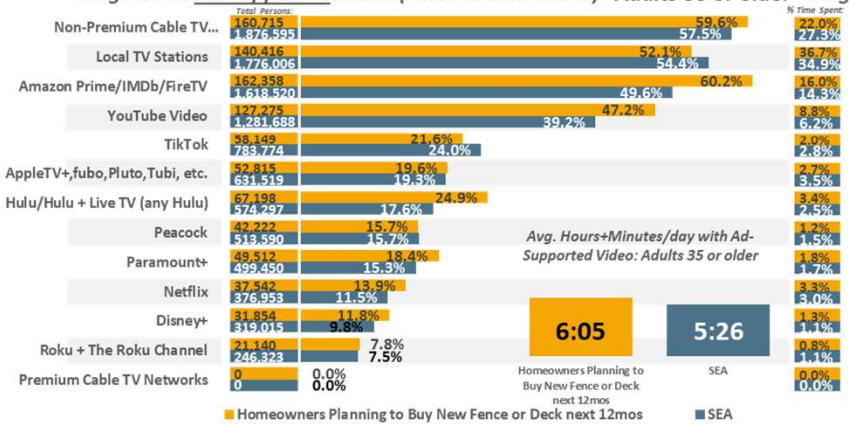
Avg. Week All Video (Persons & % Reach): Adults 35 or older



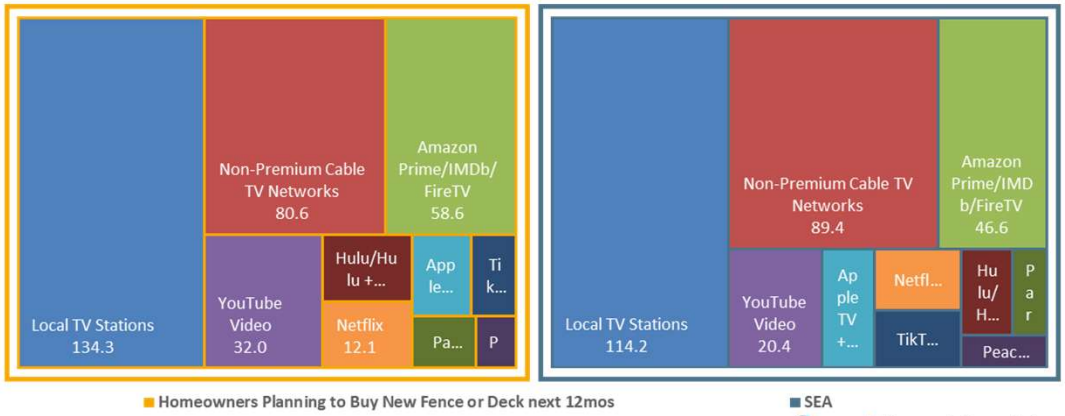
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 259

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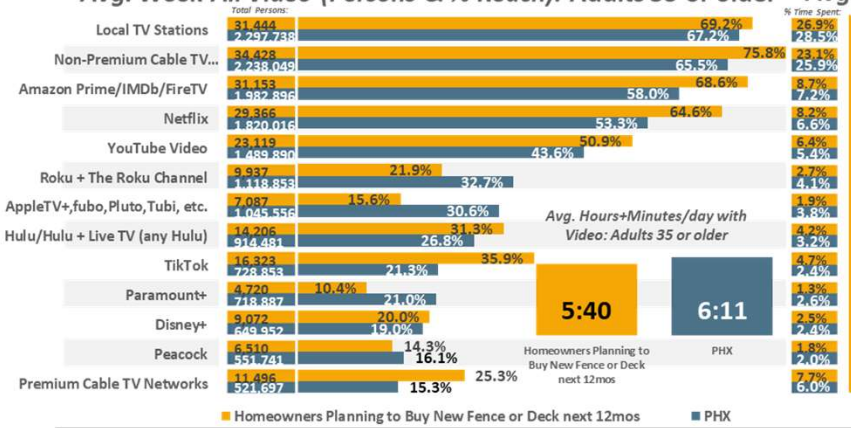
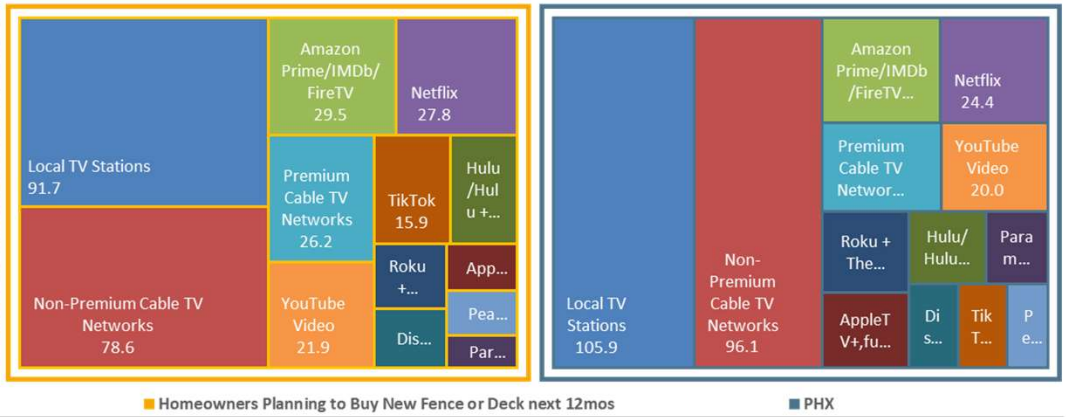
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

30,817 or 67.8% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations for an average of 80.4 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.

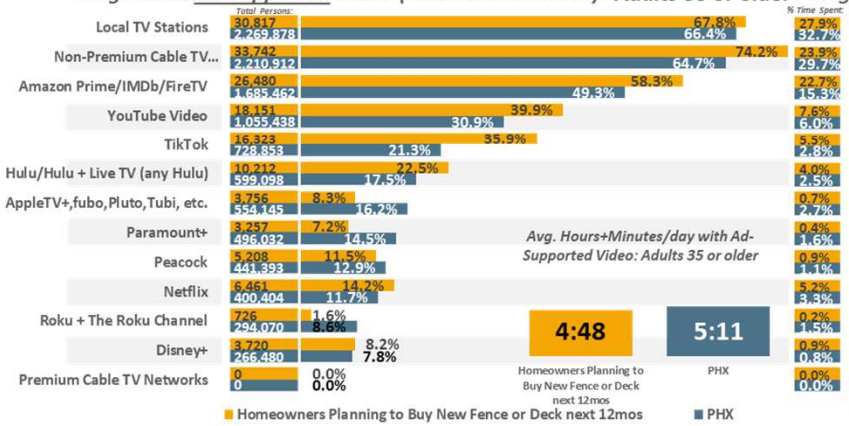
Avg. Week All Video (Persons & % Reach): Adults 35 or older



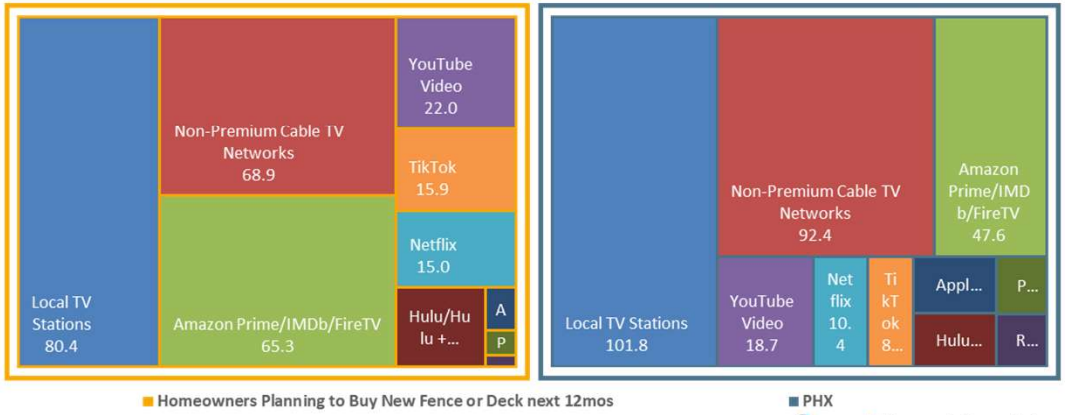
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35

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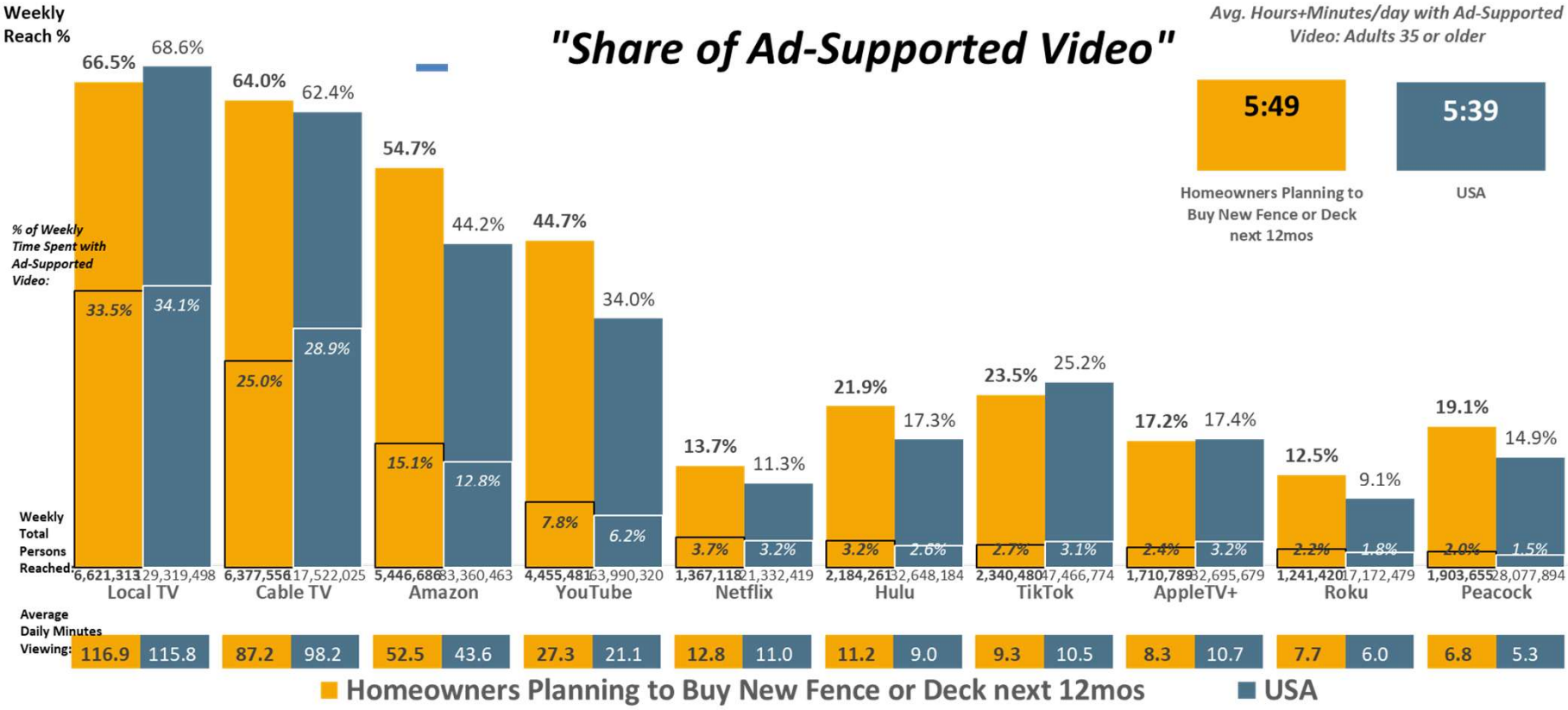
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

6,621,313 or 66.5% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations for an average of 116.9 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 21,547

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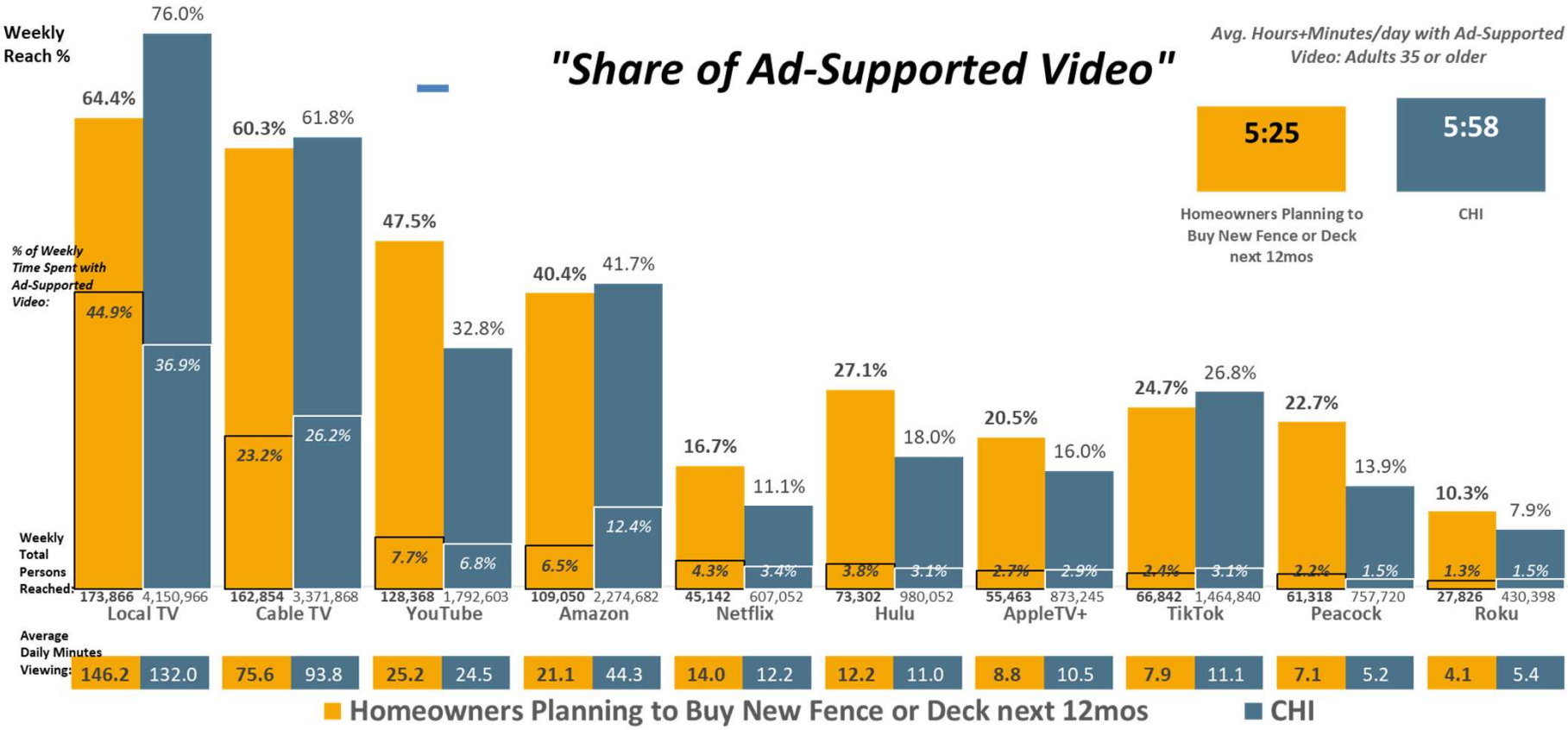

CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 146 CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

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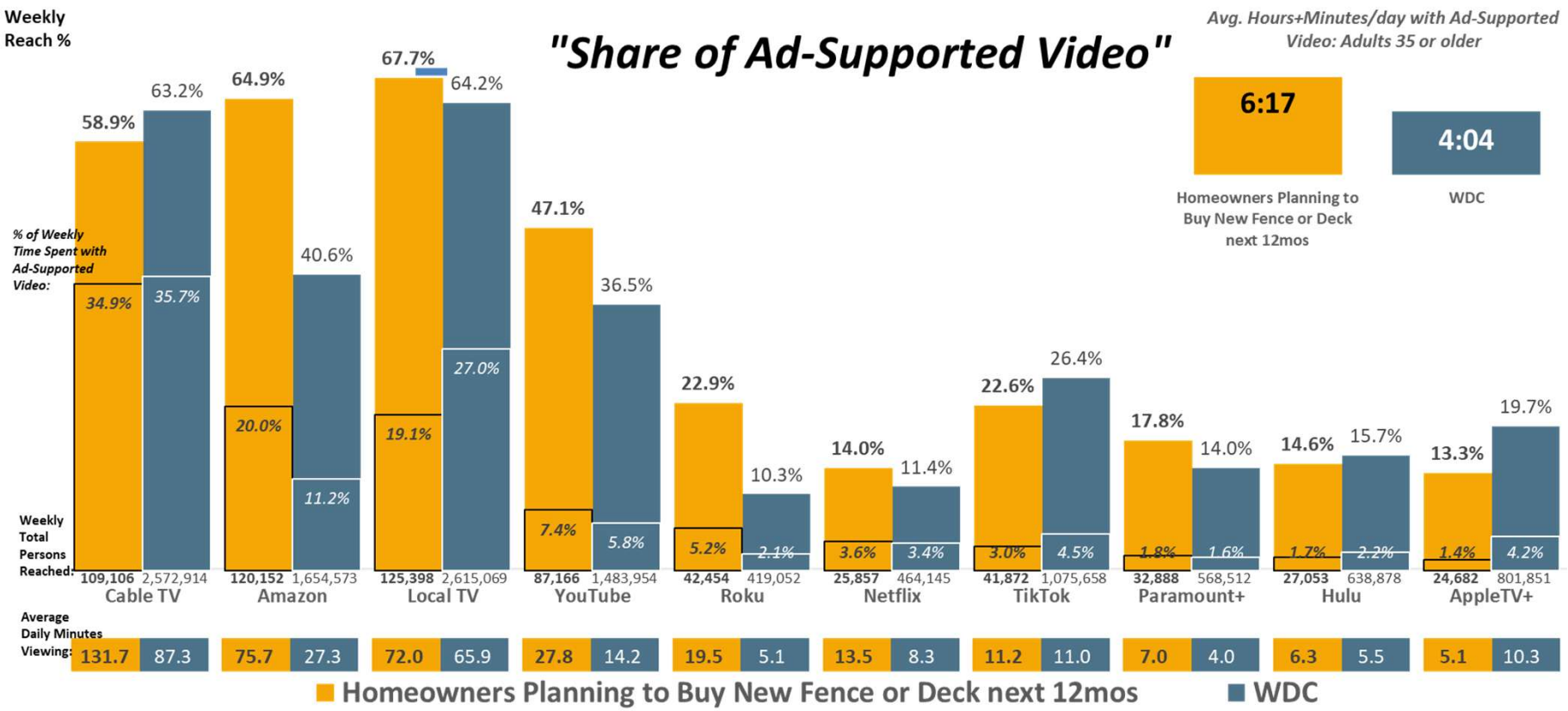

WDC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 132 WASHINGTON, DC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 2,912

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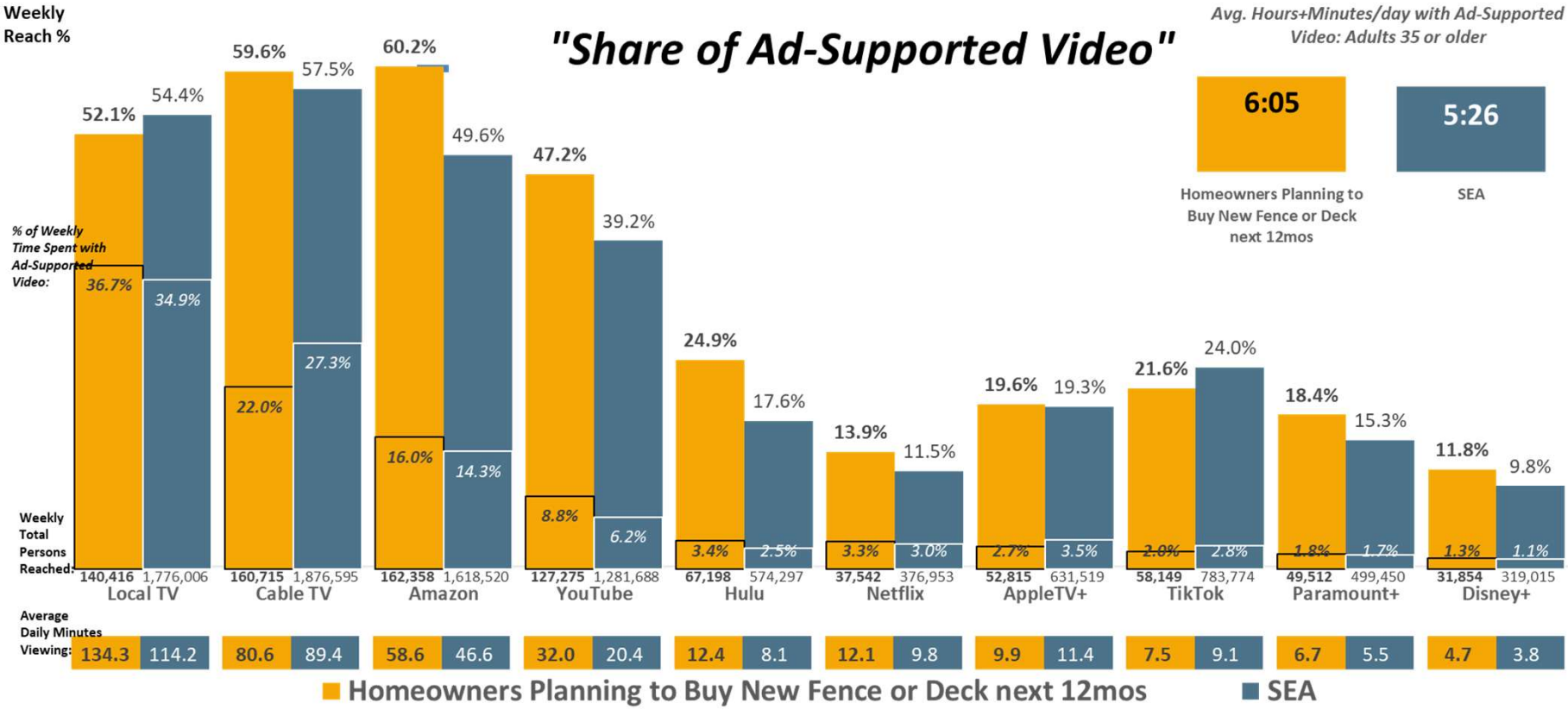

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 259 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

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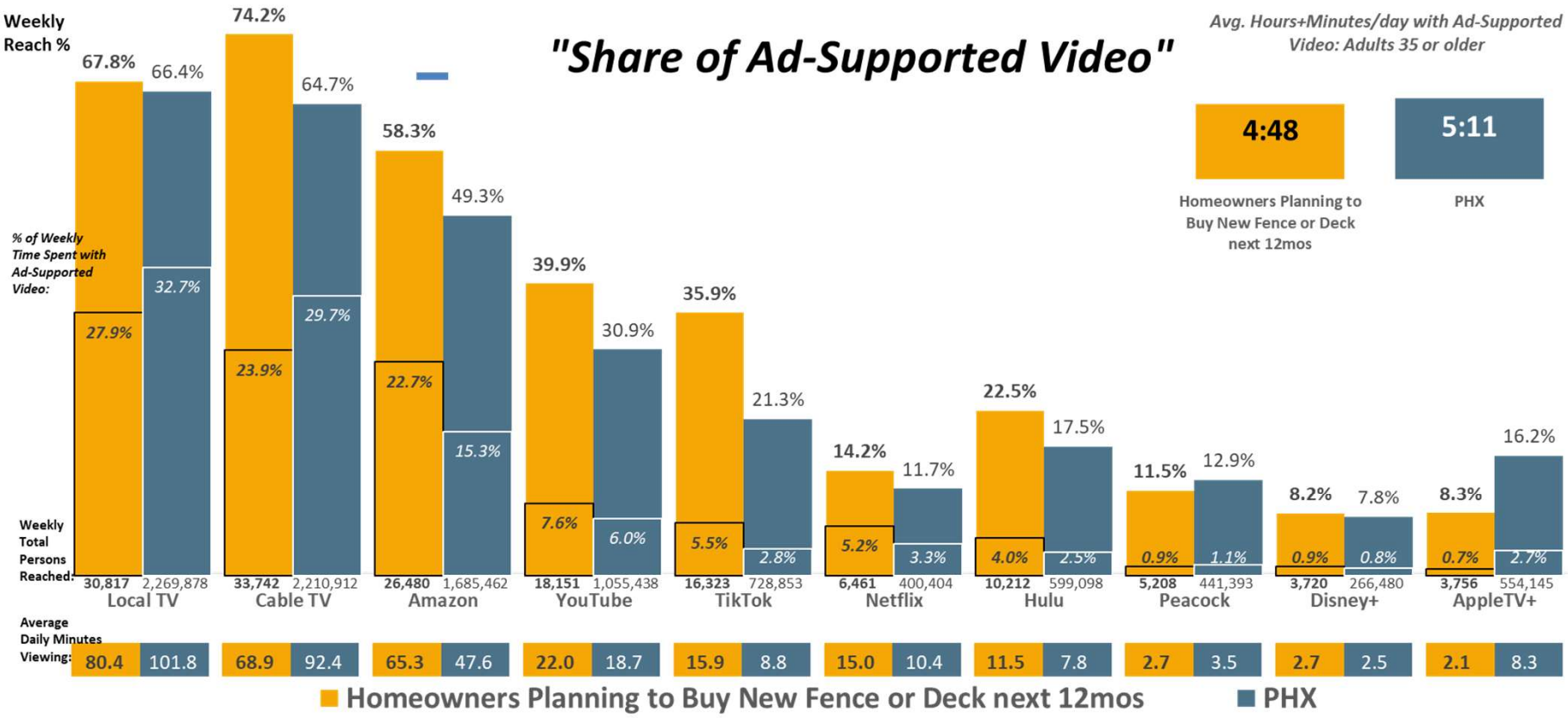

PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35 PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

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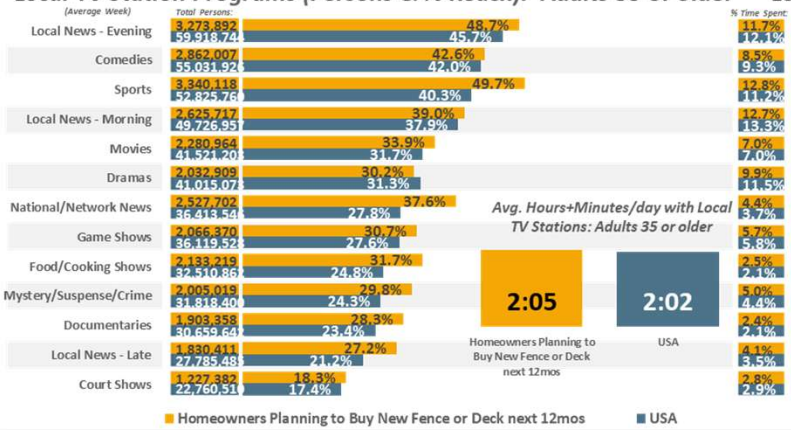
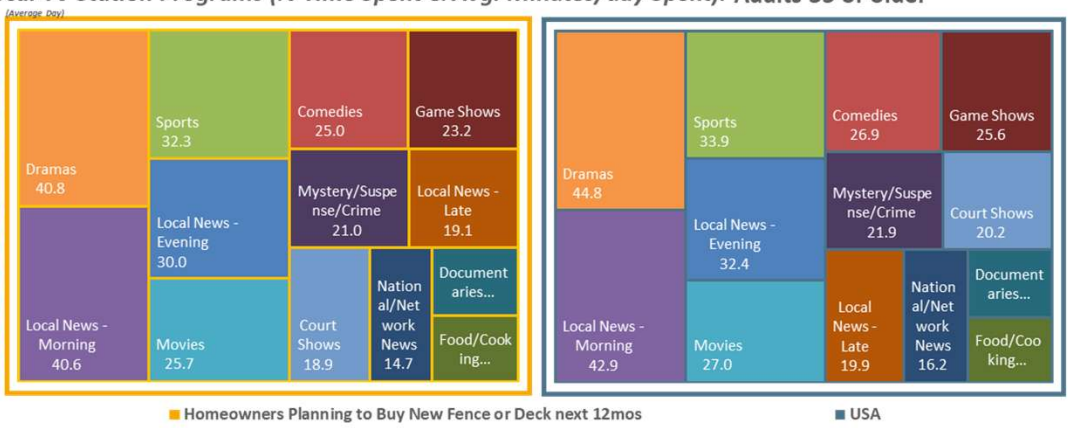
6,621,313 or 66.5% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and National/Network News.

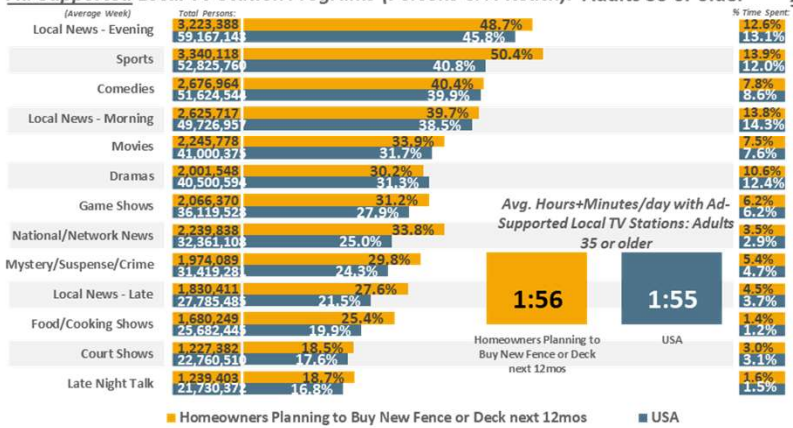
Local TV Station Programs (Persons & % Reach): Adults 35 or older



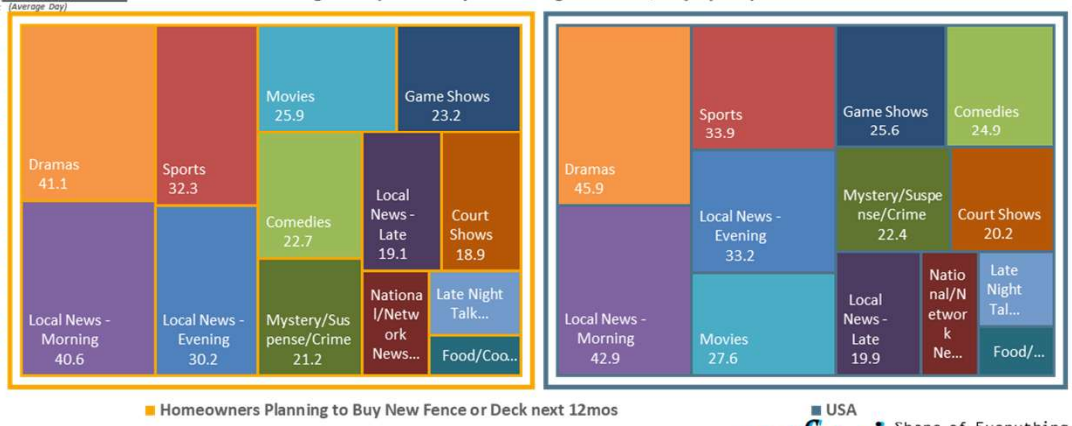
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986

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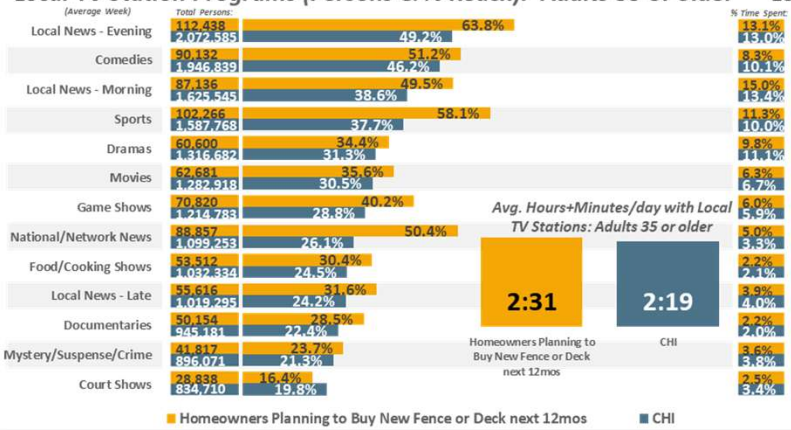
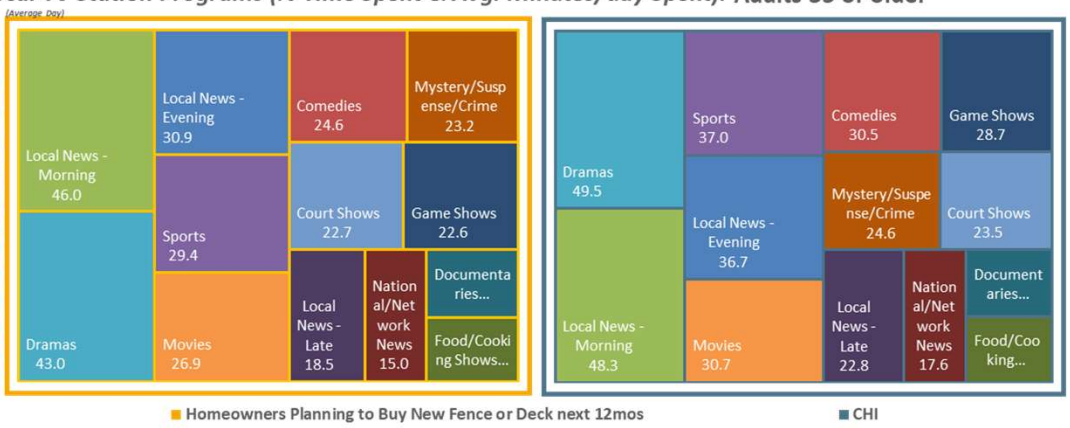
173,866 or 64.4% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, National/Network News, and Game Shows

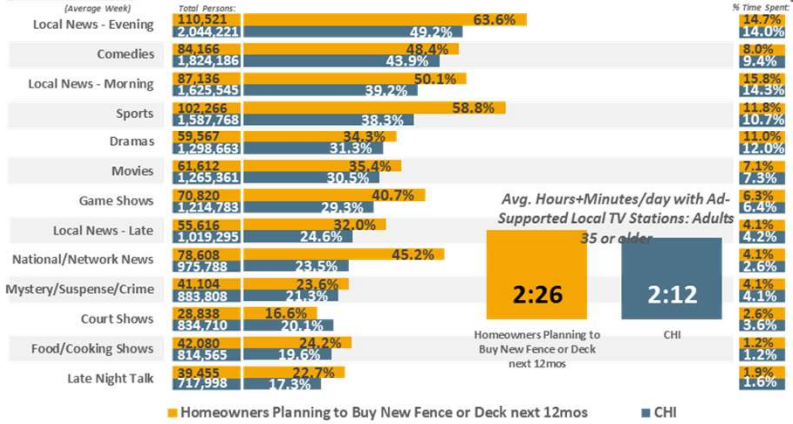
Local TV Station Programs (Persons & % Reach): Adults 35 or older



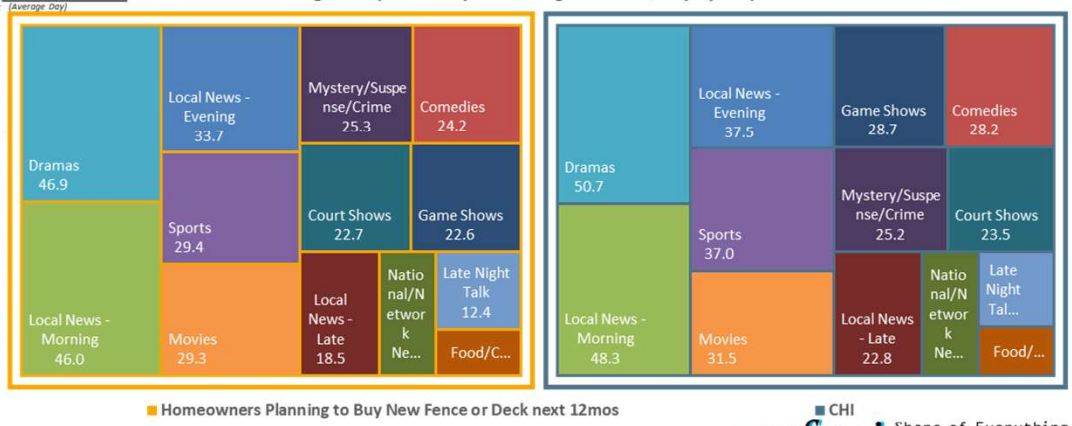
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 146

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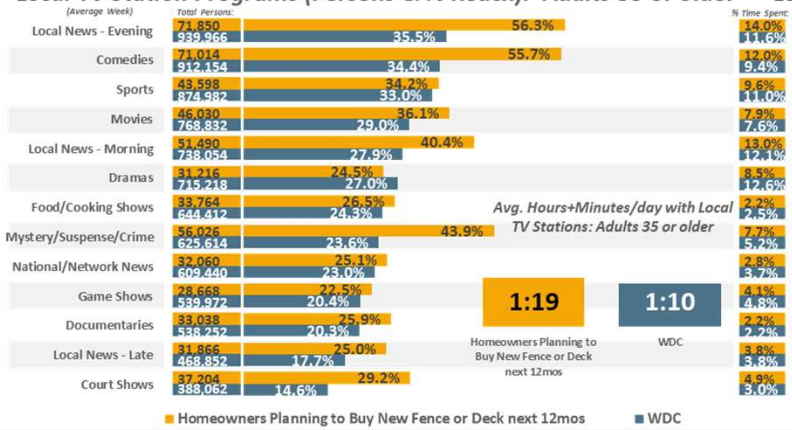
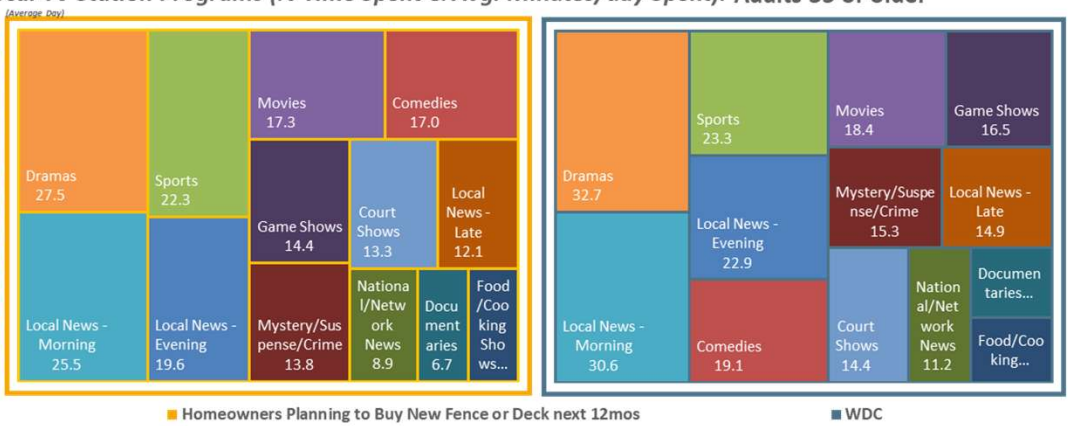
125,398 or 67.7% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Mystery/Suspense/Crime, Local News - Morning, Movies, and Sports.

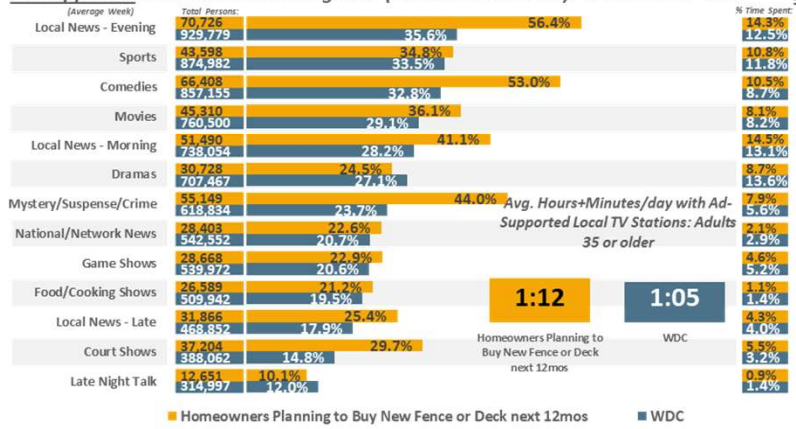
Local TV Station Programs (Persons & % Reach): Adults 35 or older



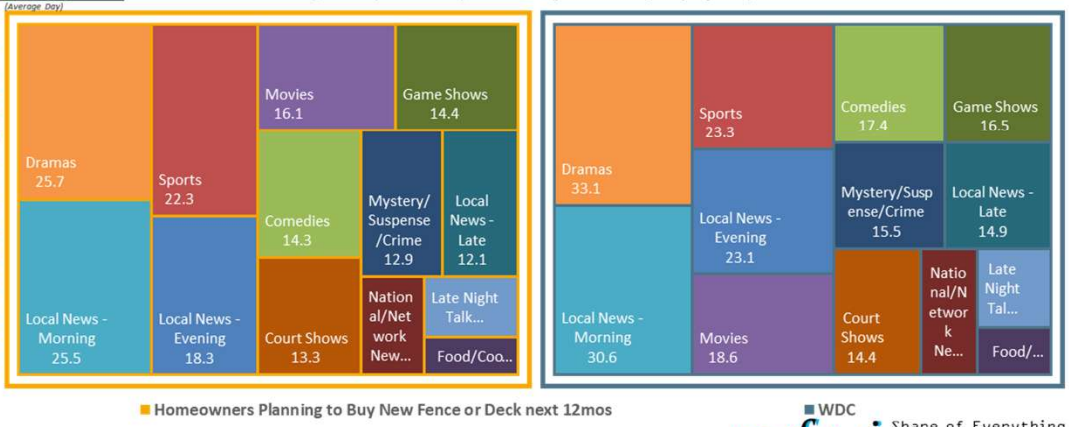
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



WDC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 132

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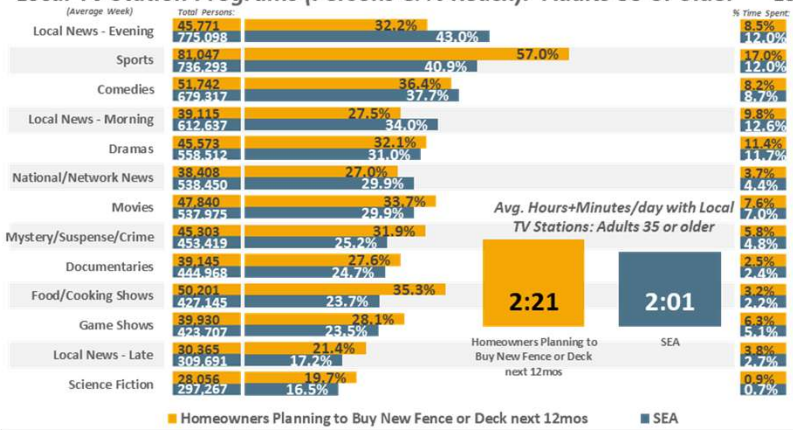
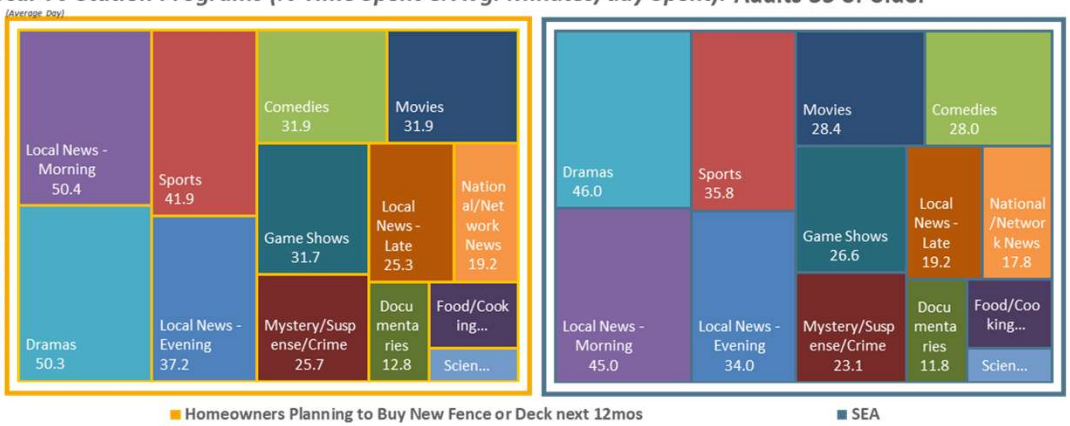
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

140,416 or 52.1% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Evening, Dramas, and Mystery/Suspense/Crime.

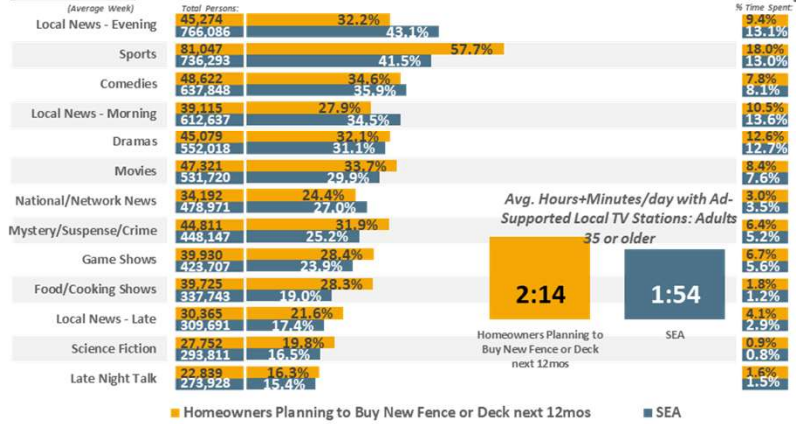
Local TV Station Programs (Persons & % Reach): Adults 35 or older



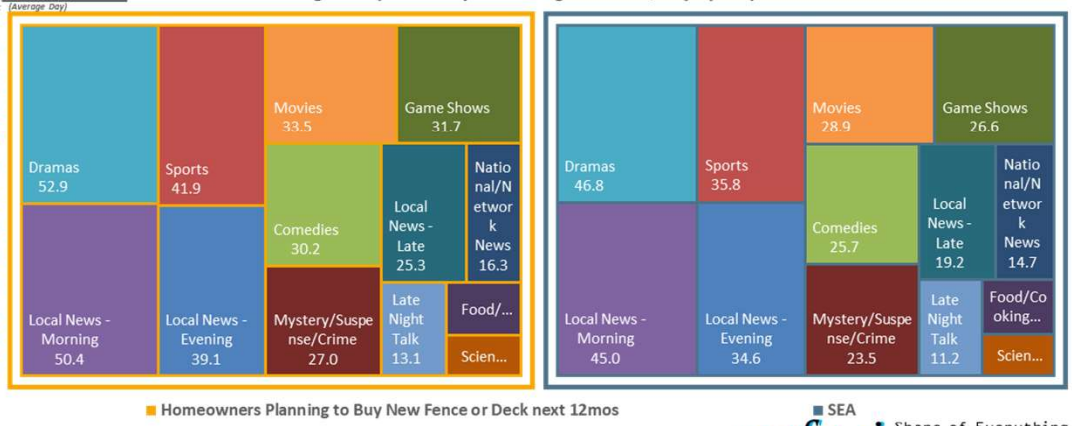
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 259

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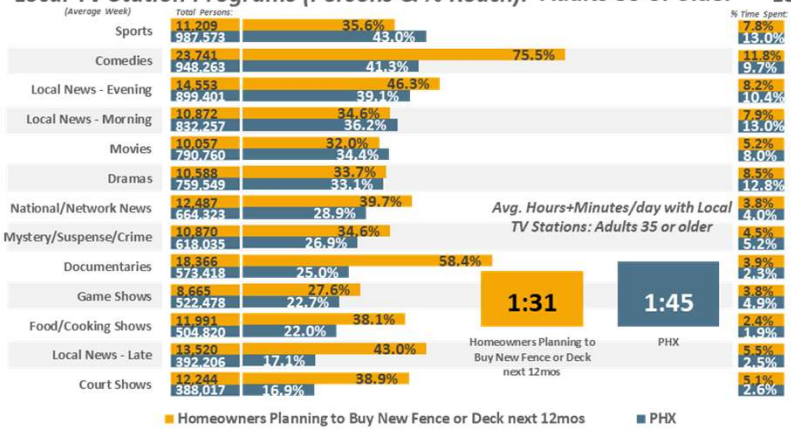
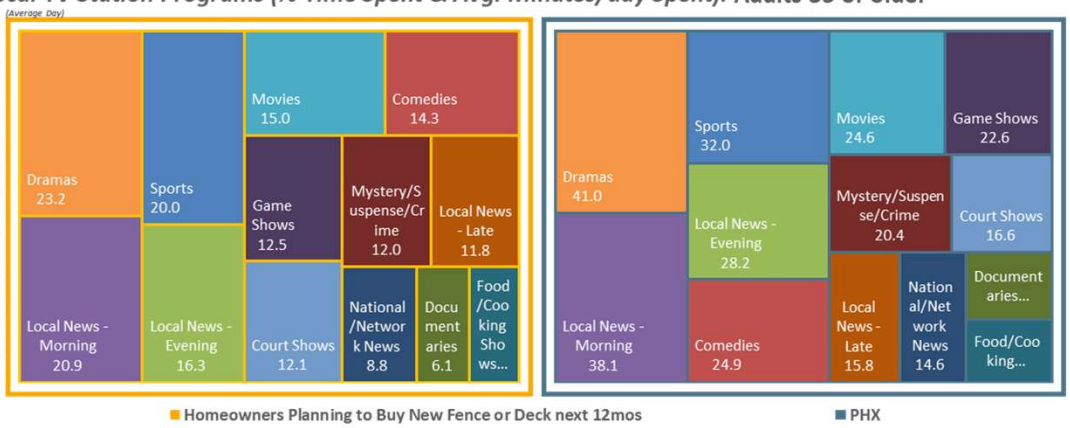
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

30,817 or 67.8% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Late Night Talk, Local News - Evening, Local News - Late, Court Shows, and Sports.

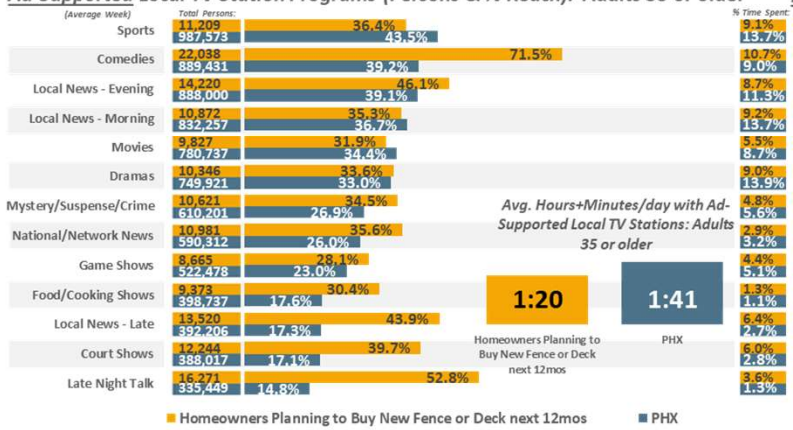
Local TV Station Programs (Persons & % Reach): Adults 35 or older



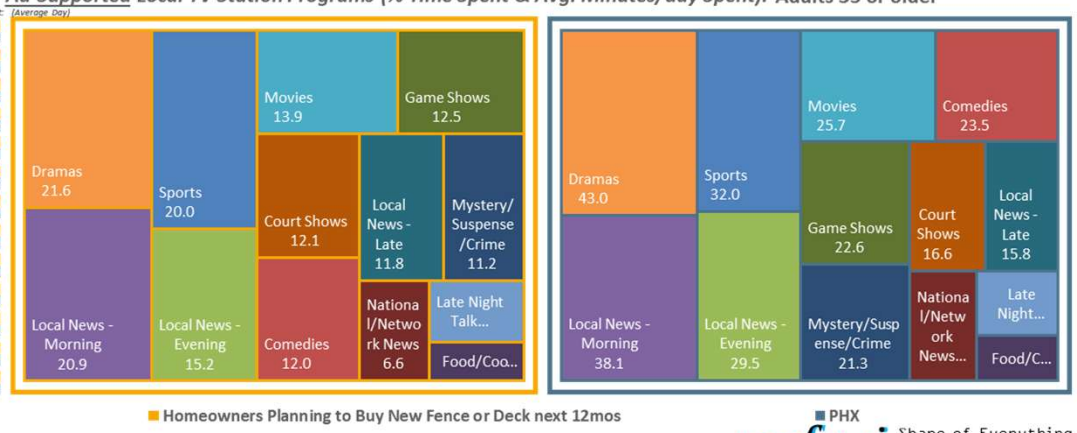
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35

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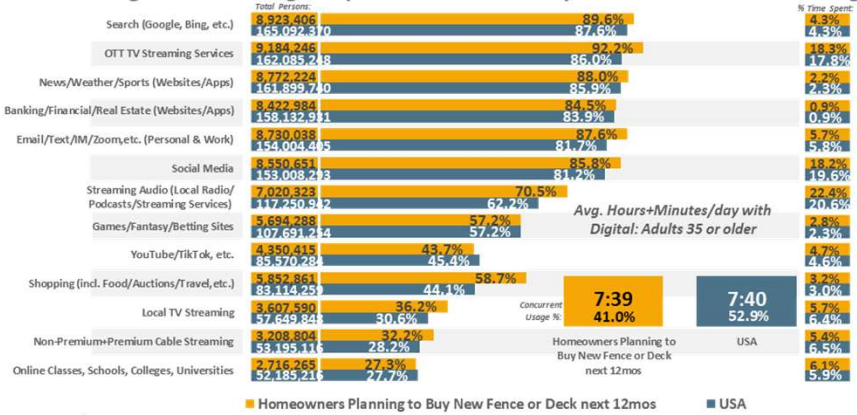
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

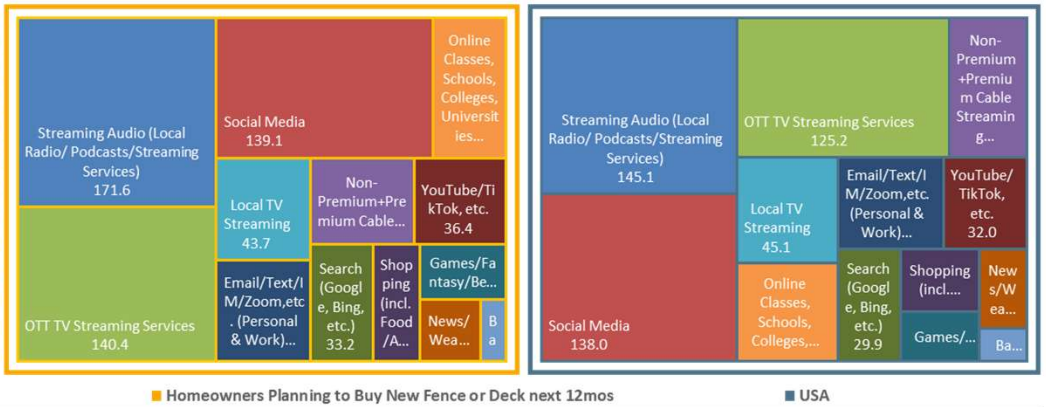
MASTER HALCO Fence & Deck Supply — USA

7,702,259 or 77.3% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Social Media for an average of 128. minutes every day representing 21.8% of all time spent daily with Ad-Supported Digital Media.

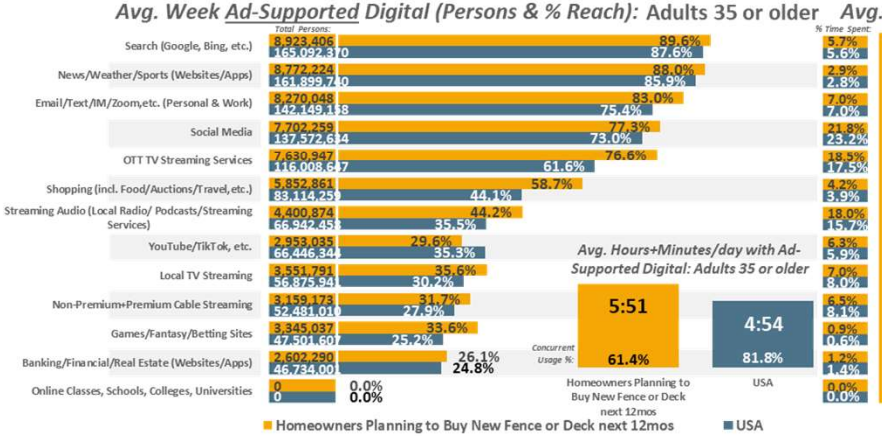
Avg. Week All Digital (Persons & % Reach): Adults 35 or older



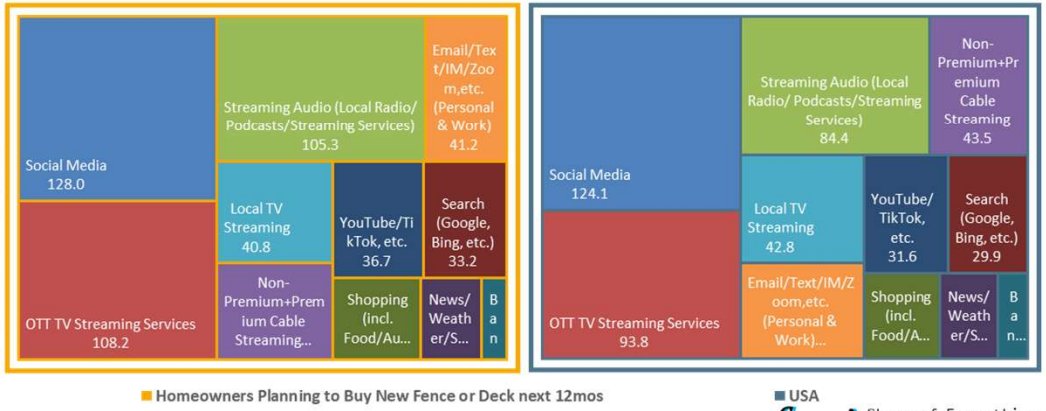
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986

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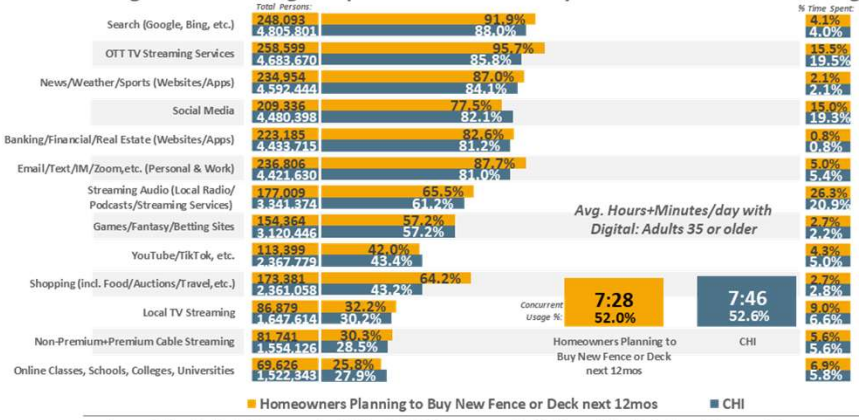
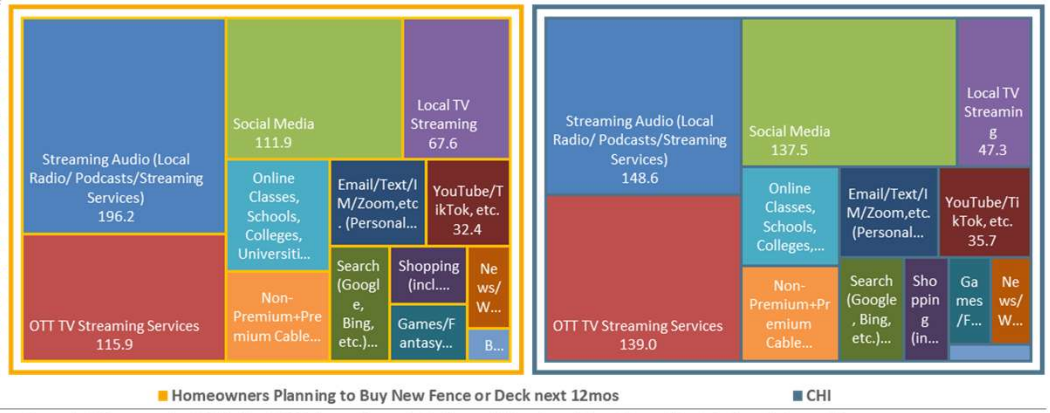
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

181,782 or 67.3% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Social Media for an average of 102.9 minutes every day representing 18.5% of all time spent daily with Ad-Supported Digital Media.

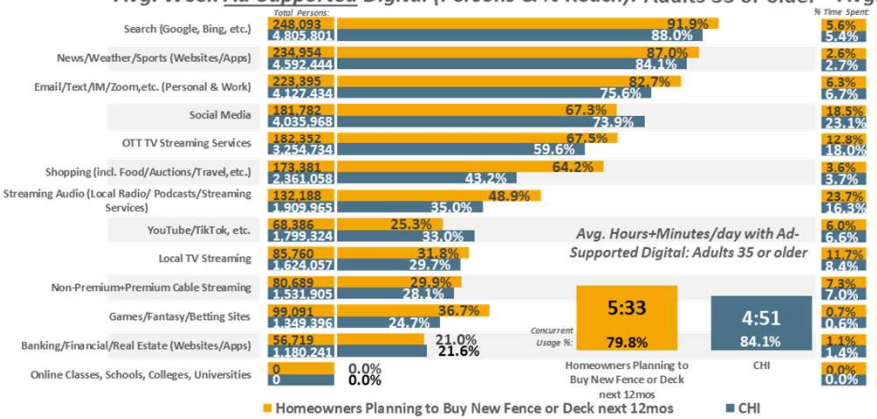
Avg. Week All Digital (Persons & % Reach): Adults 35 or older



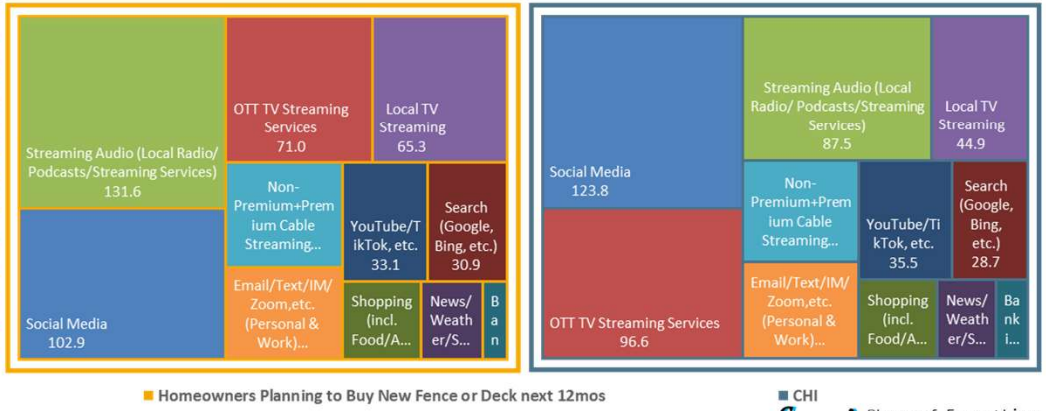
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 146

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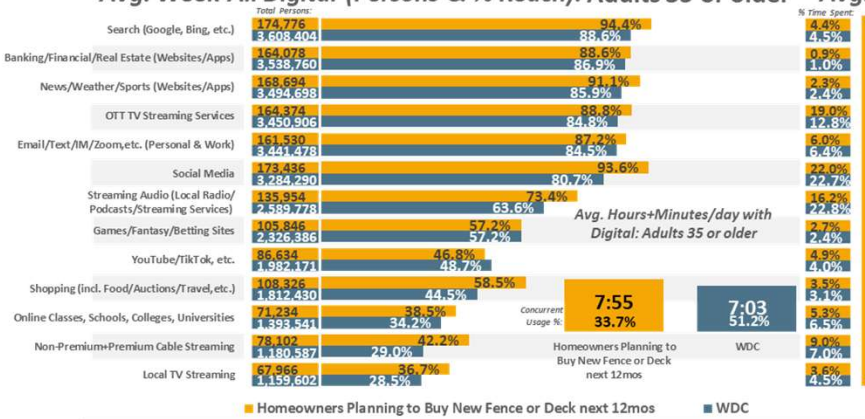
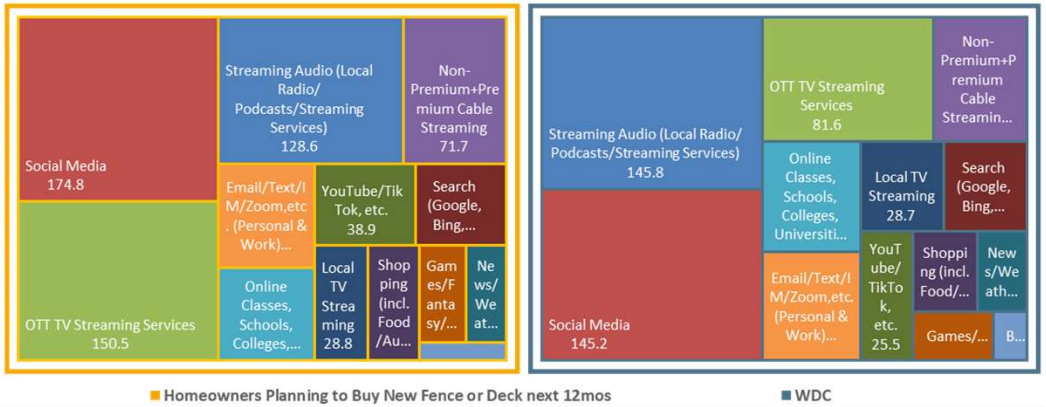
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

153,580 or 82.9% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Social Media for an average of 160.8 minutes every day representing 24.7% of all time spent daily with Ad-Supported Digital Media.

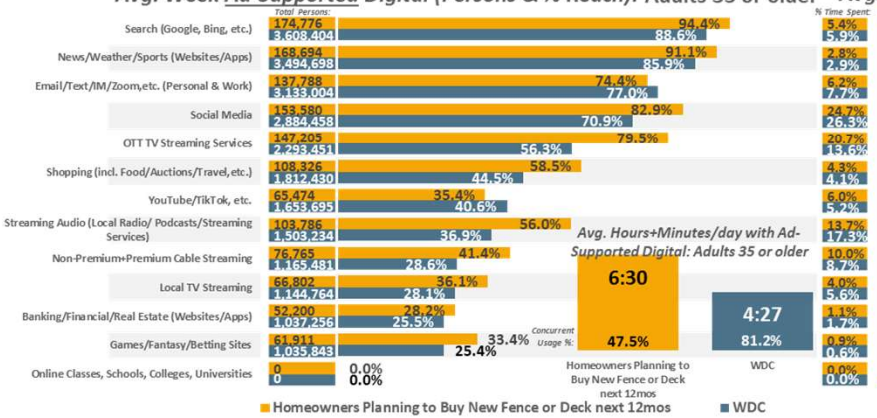
Avg. Week All Digital (Persons & % Reach): Adults 35 or older



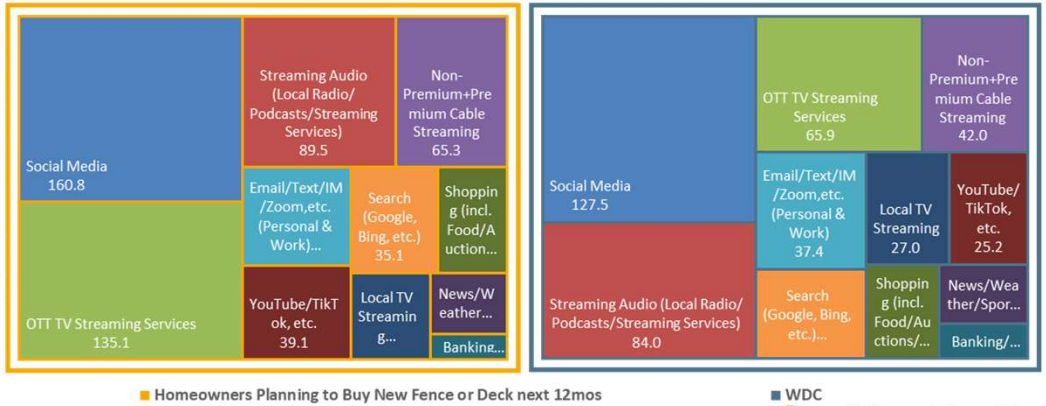
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



WDC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 132

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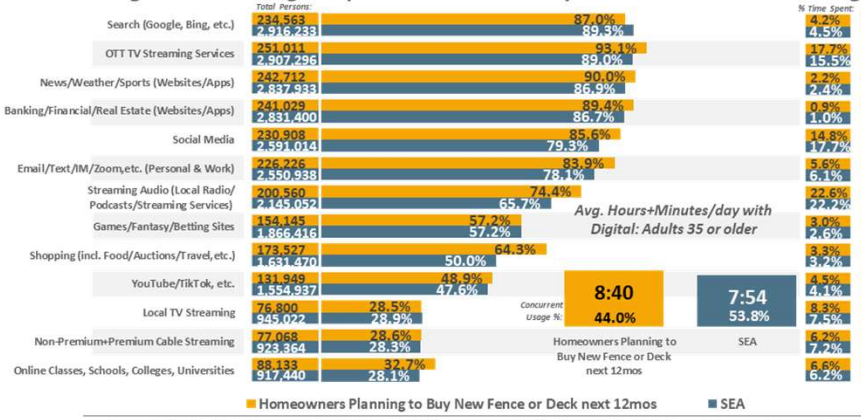
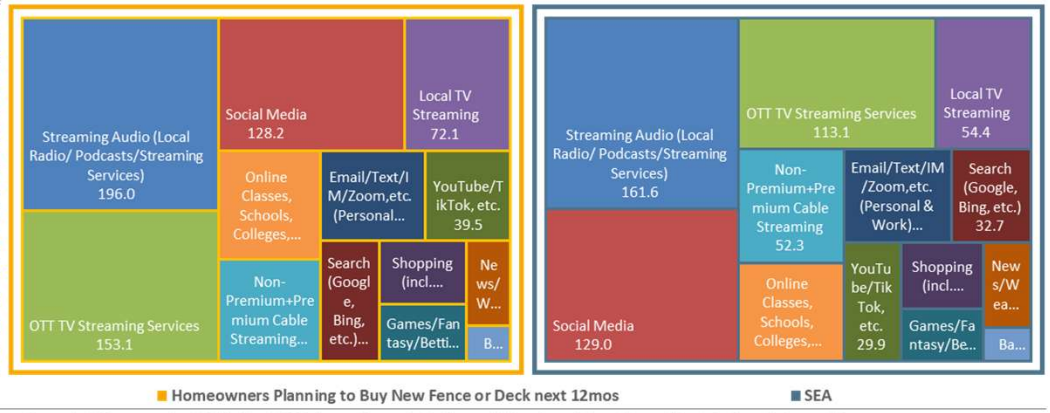
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

196,300 or 72.8% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Social Media for an average of 118. minutes every day representing 18.5% of all time spent daily with Ad-Supported Digital Media.

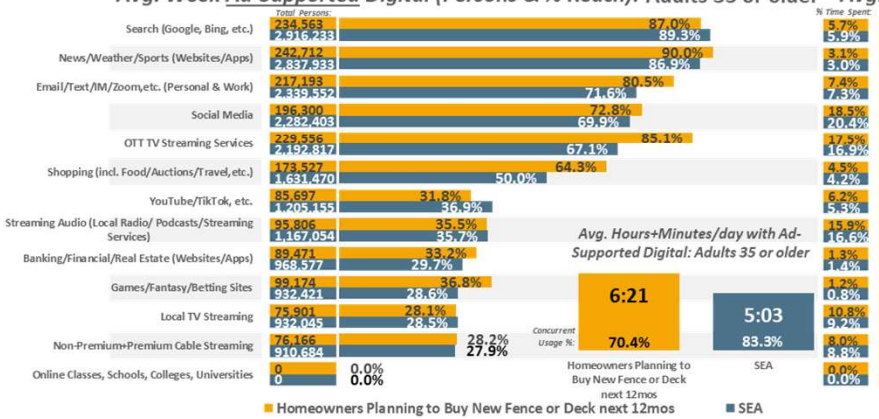
Avg. Week All Digital (Persons & % Reach): Adults 35 or older



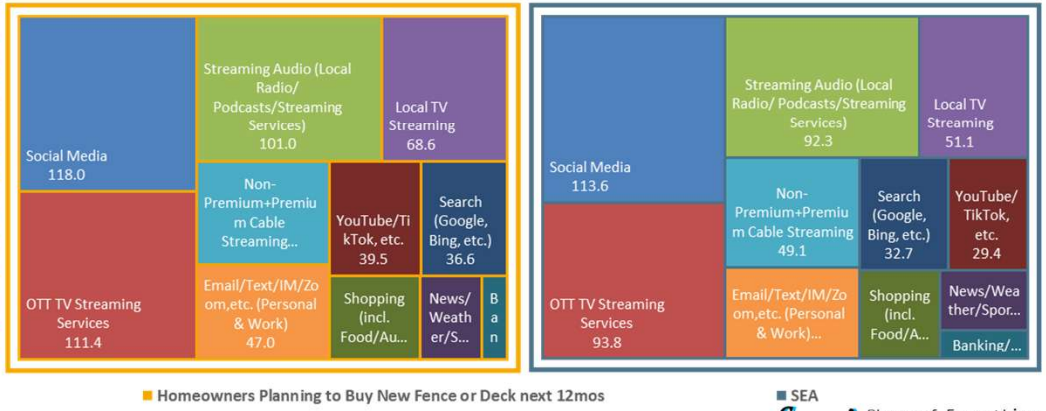
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 259

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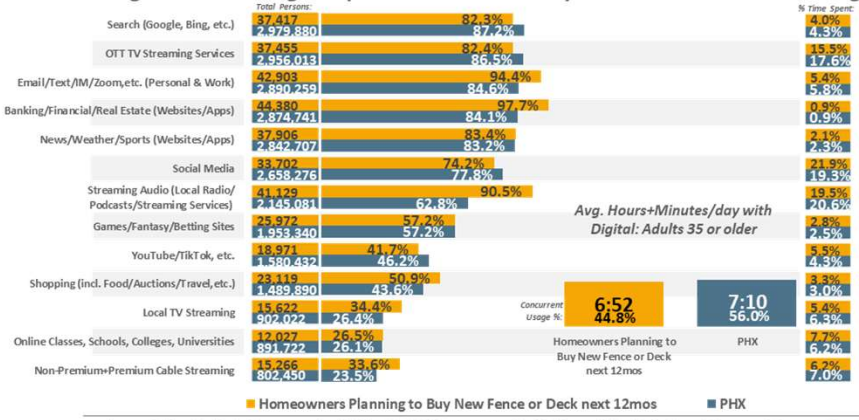
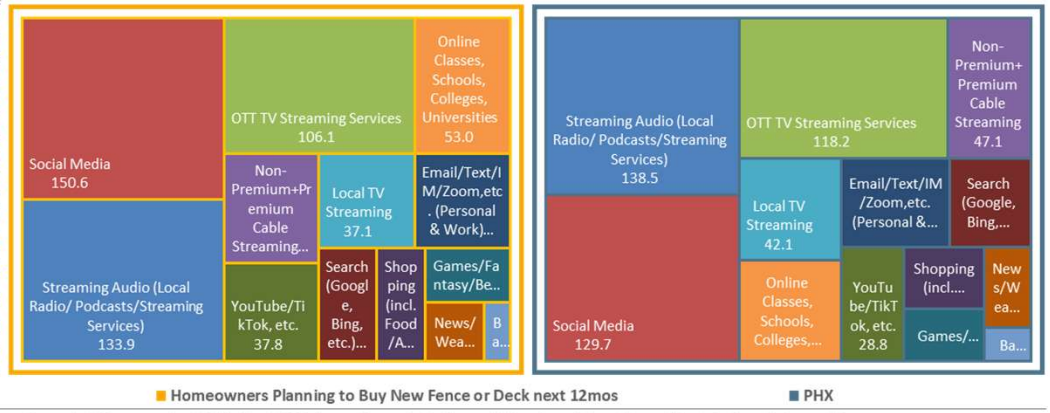
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

29,928 or 65.9% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Social Media for an average of 138.5 minutes every day representing 26.1% of all time spent daily with Ad-Supported Digital Media.

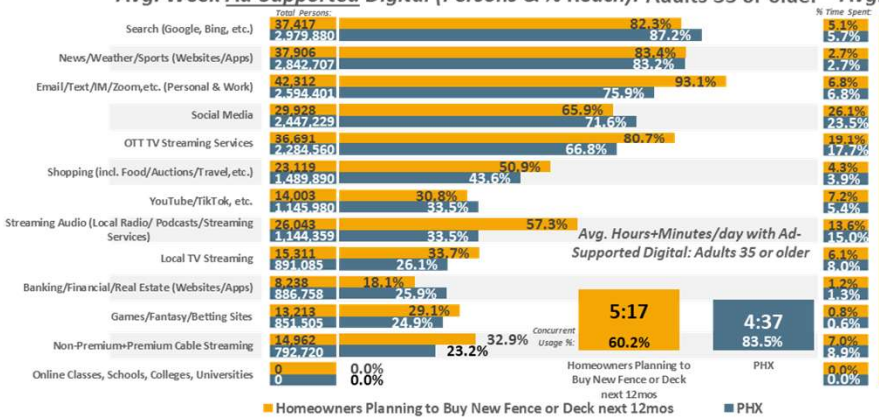
Avg. Week All Digital (Persons & % Reach): Adults 35 or older



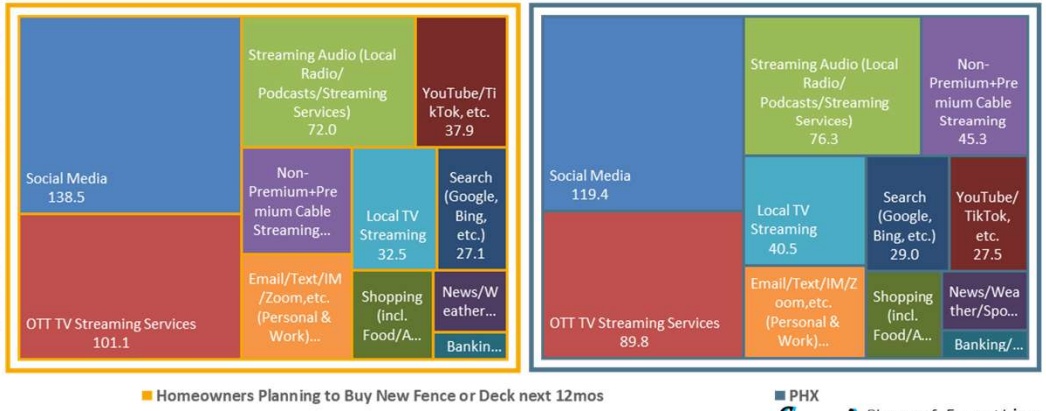
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35

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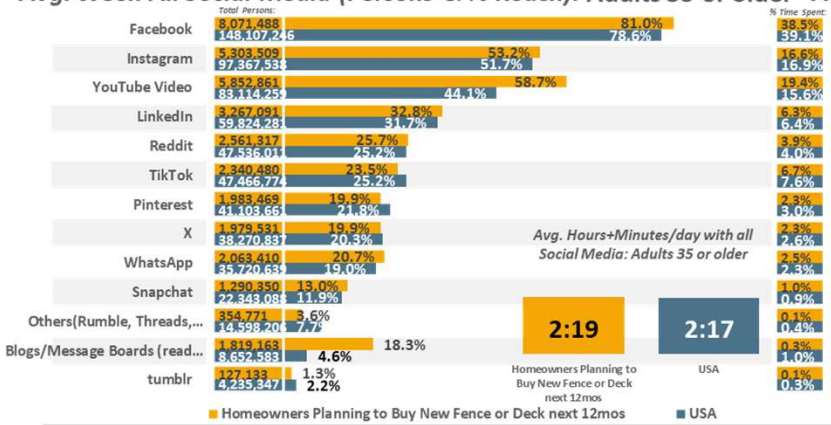
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

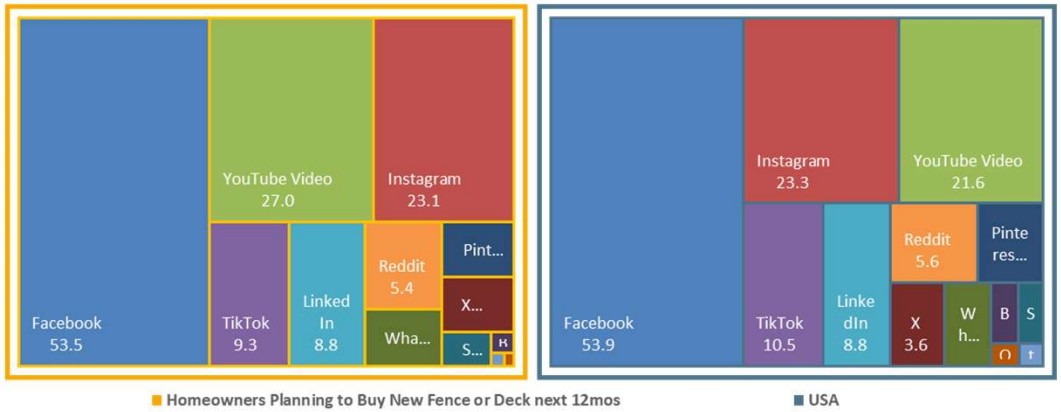
MASTER HALCO Fence & Deck Supply USA

7,702,259 or 77.3% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Facebook for an average of 45.3 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

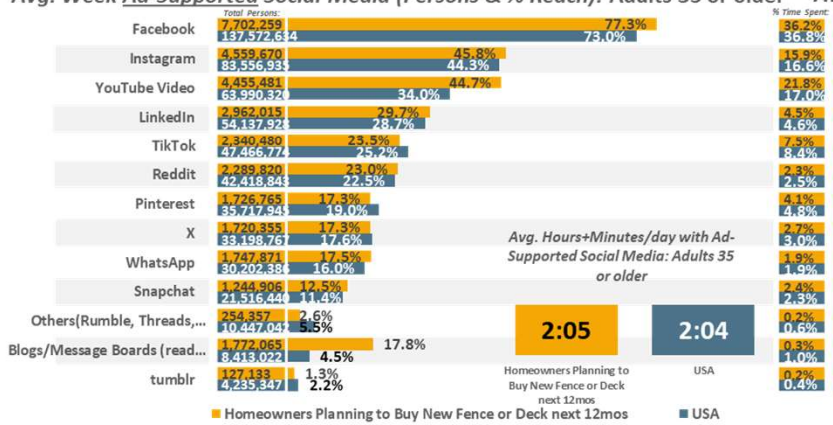
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



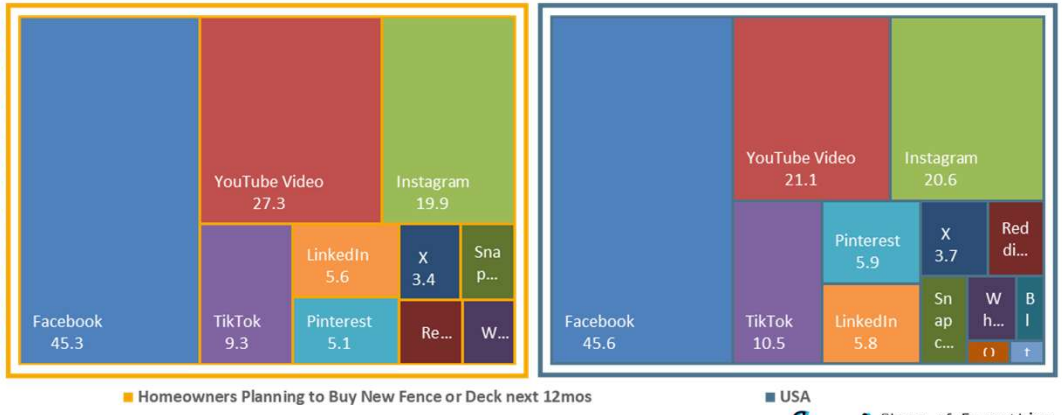
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986

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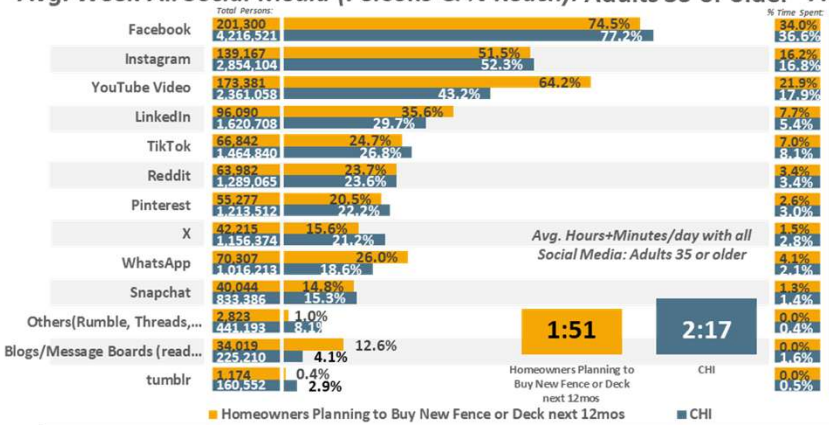
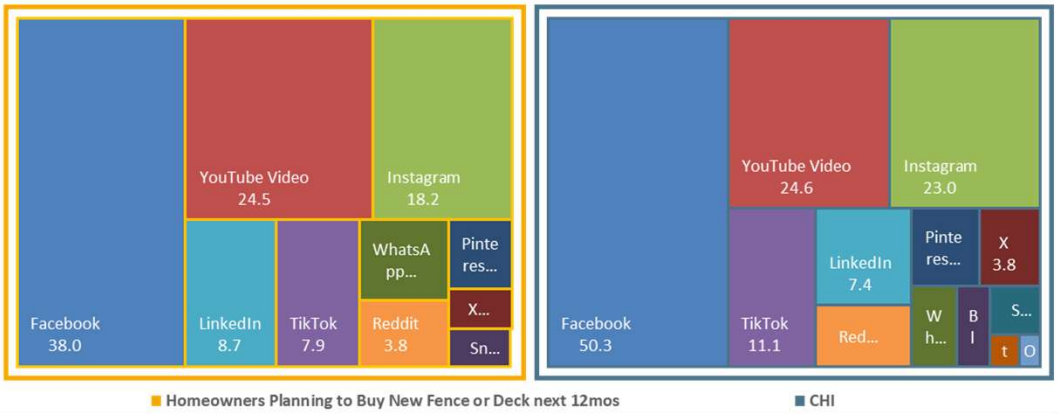
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

181,782 or 67.3% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Facebook for an average of 31.4 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.

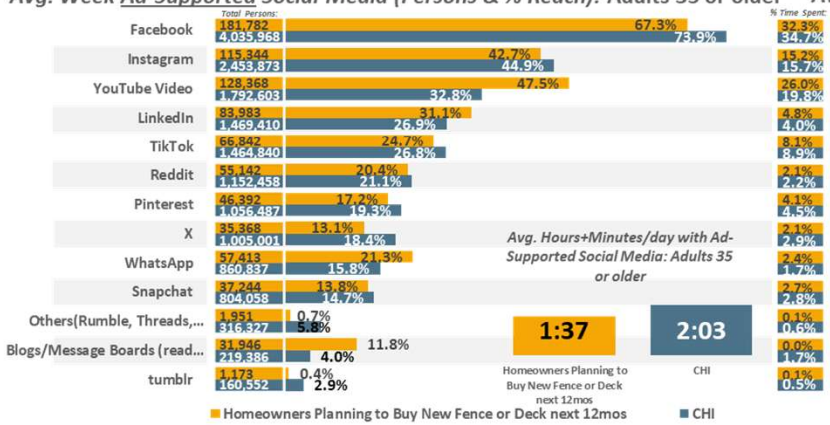
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



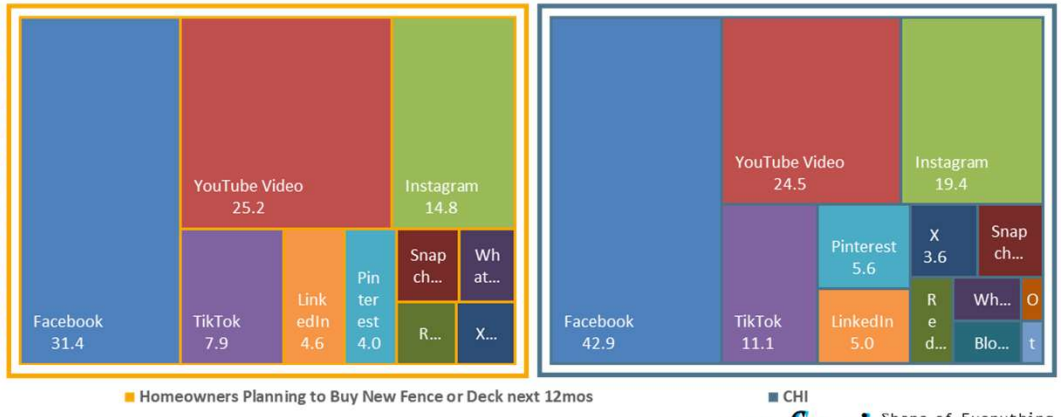
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 146

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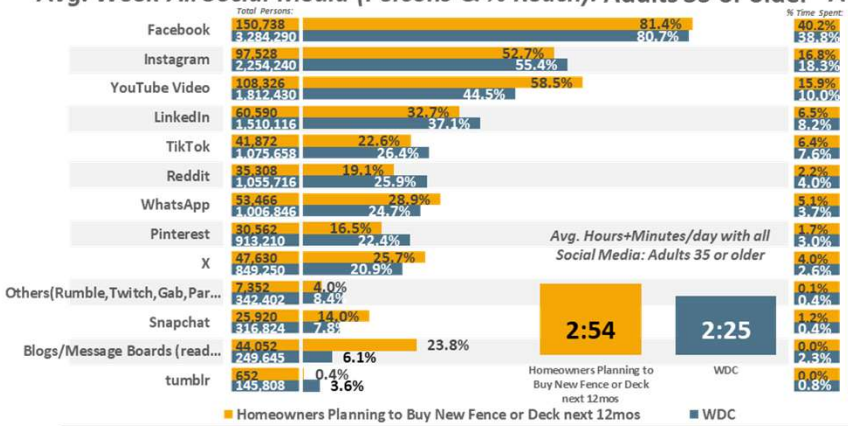
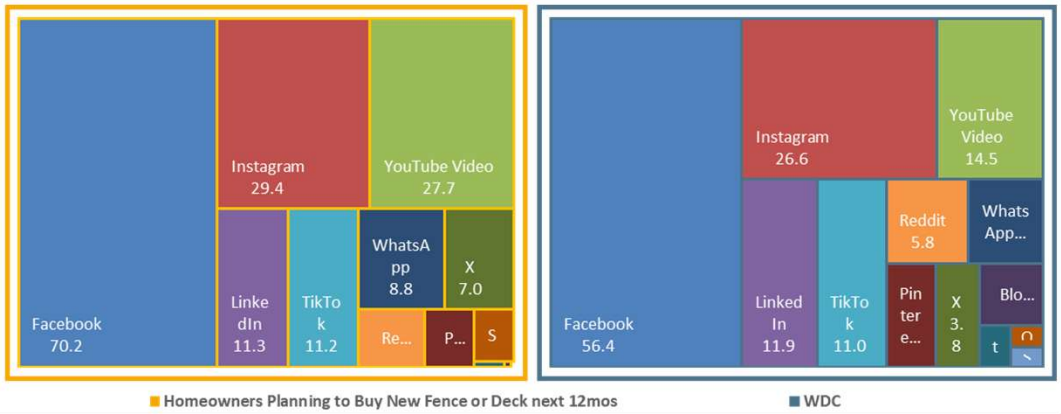
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

150,738 or 81.4% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Facebook for an average of 61.3 minutes every day representing 39.6% of all time spent daily with Ad-Supported Social Media.

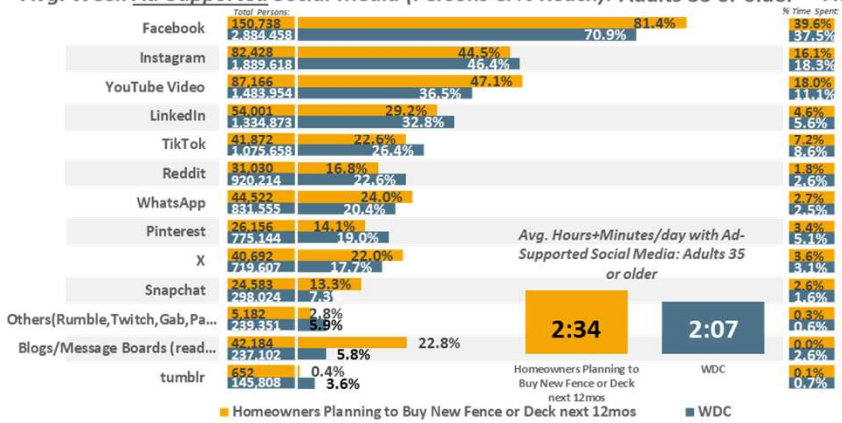
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



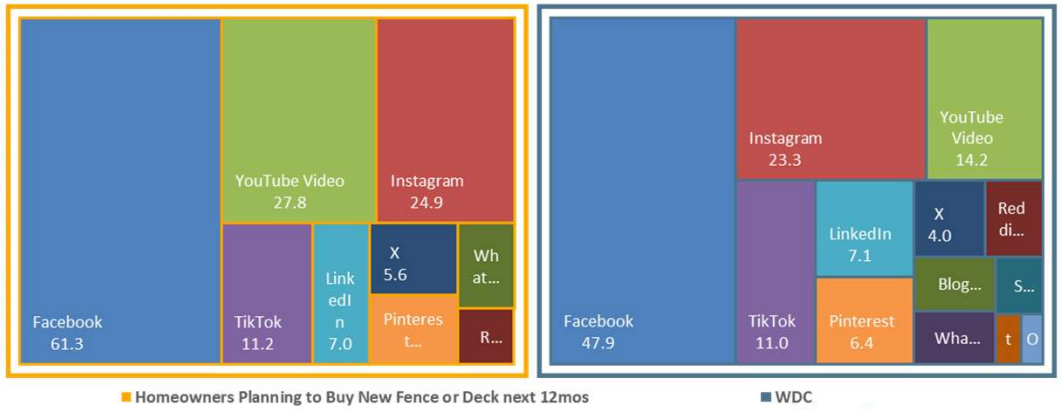
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



WDC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 132

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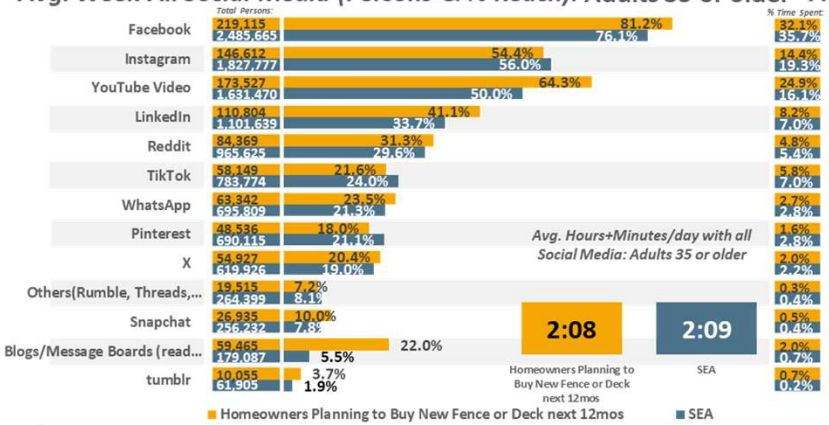
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

MASTER HALCO Fence & Deck Supply

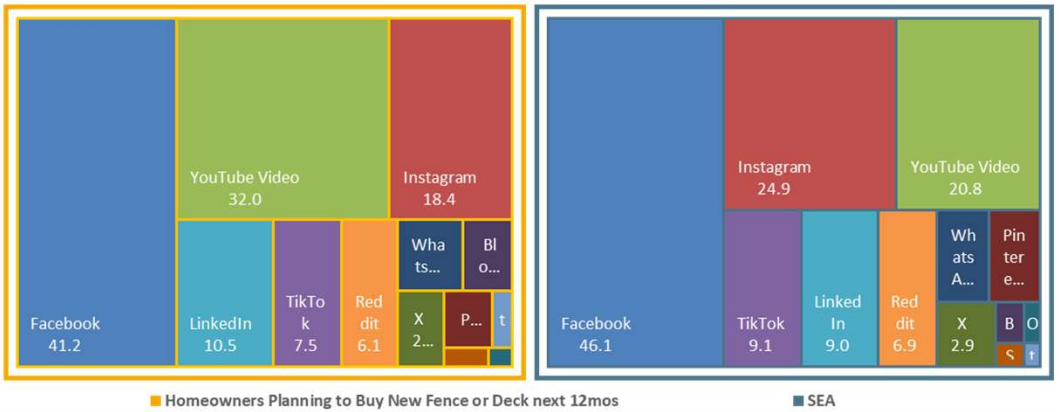
SEA

196,300 or 72.8% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Facebook for an average of 33.5 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.

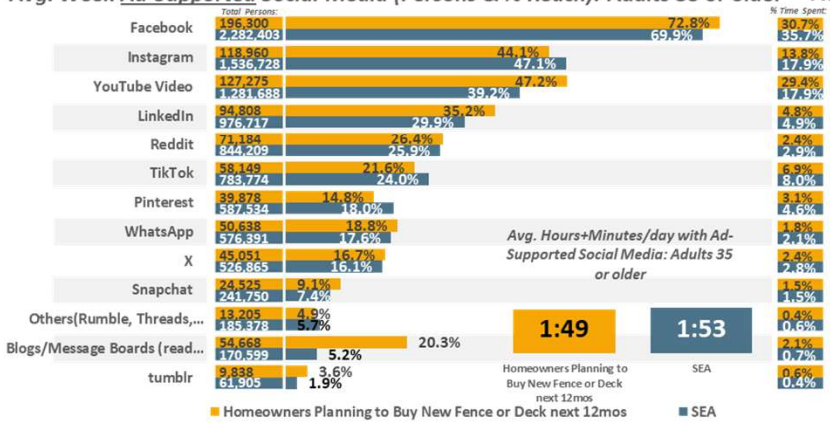
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



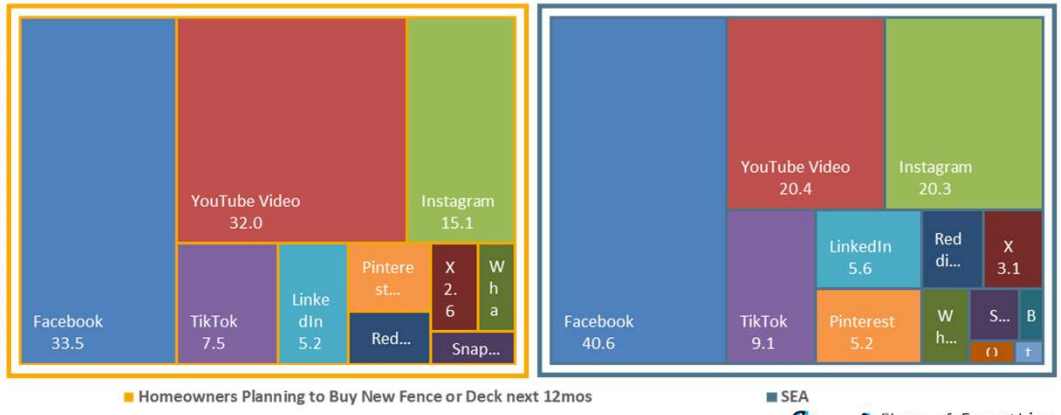
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 259

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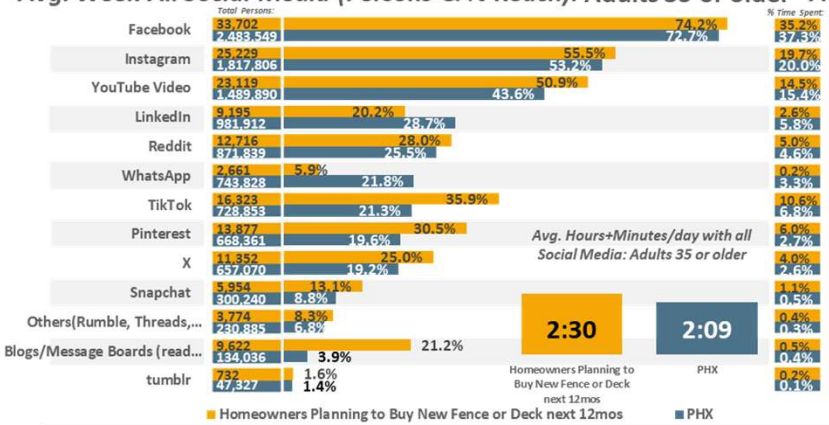
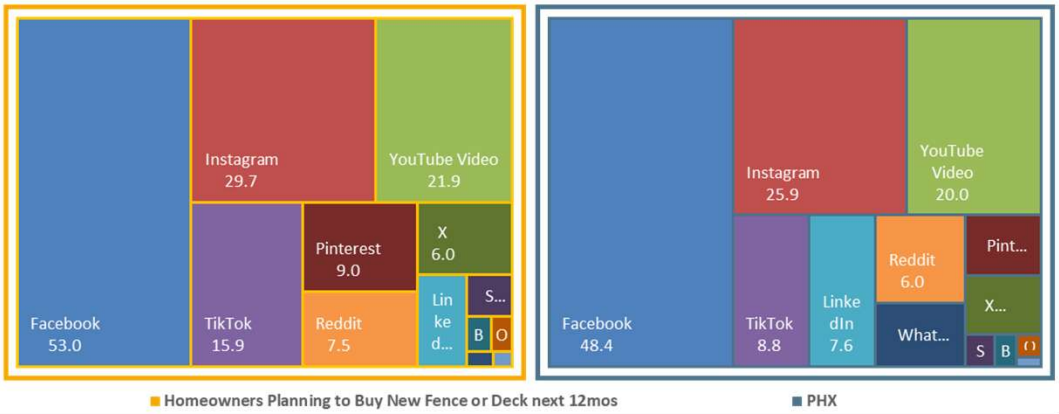
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

29,928 or 65.9% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Facebook for an average of 44.6 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

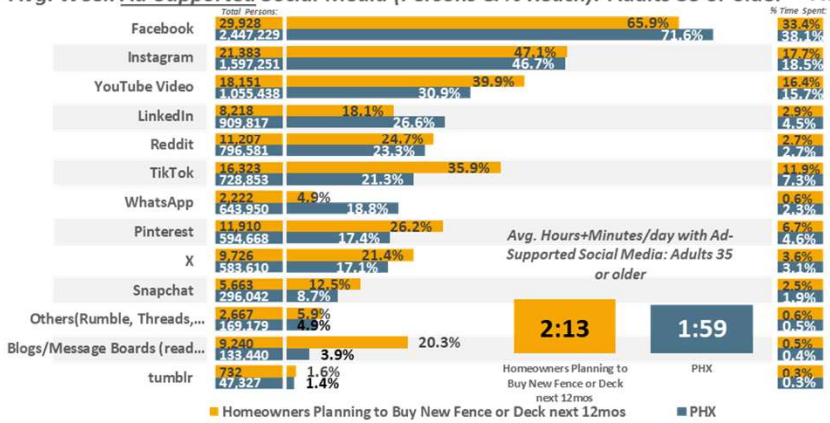
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



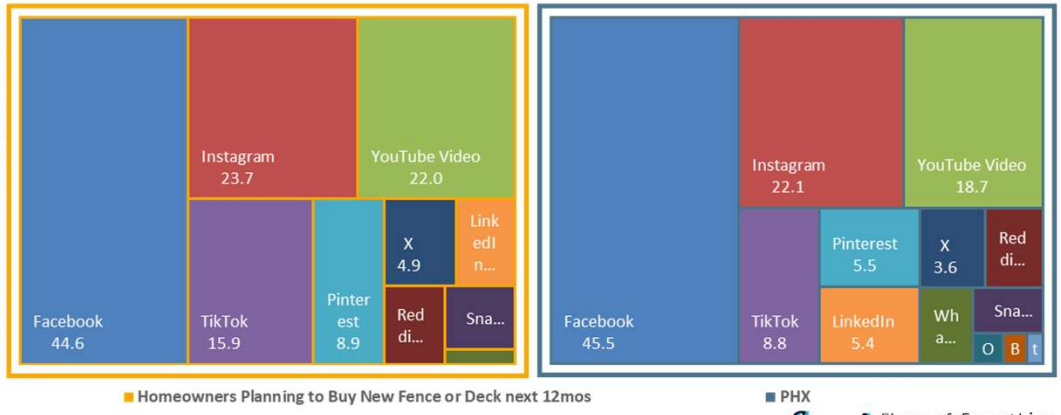
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35

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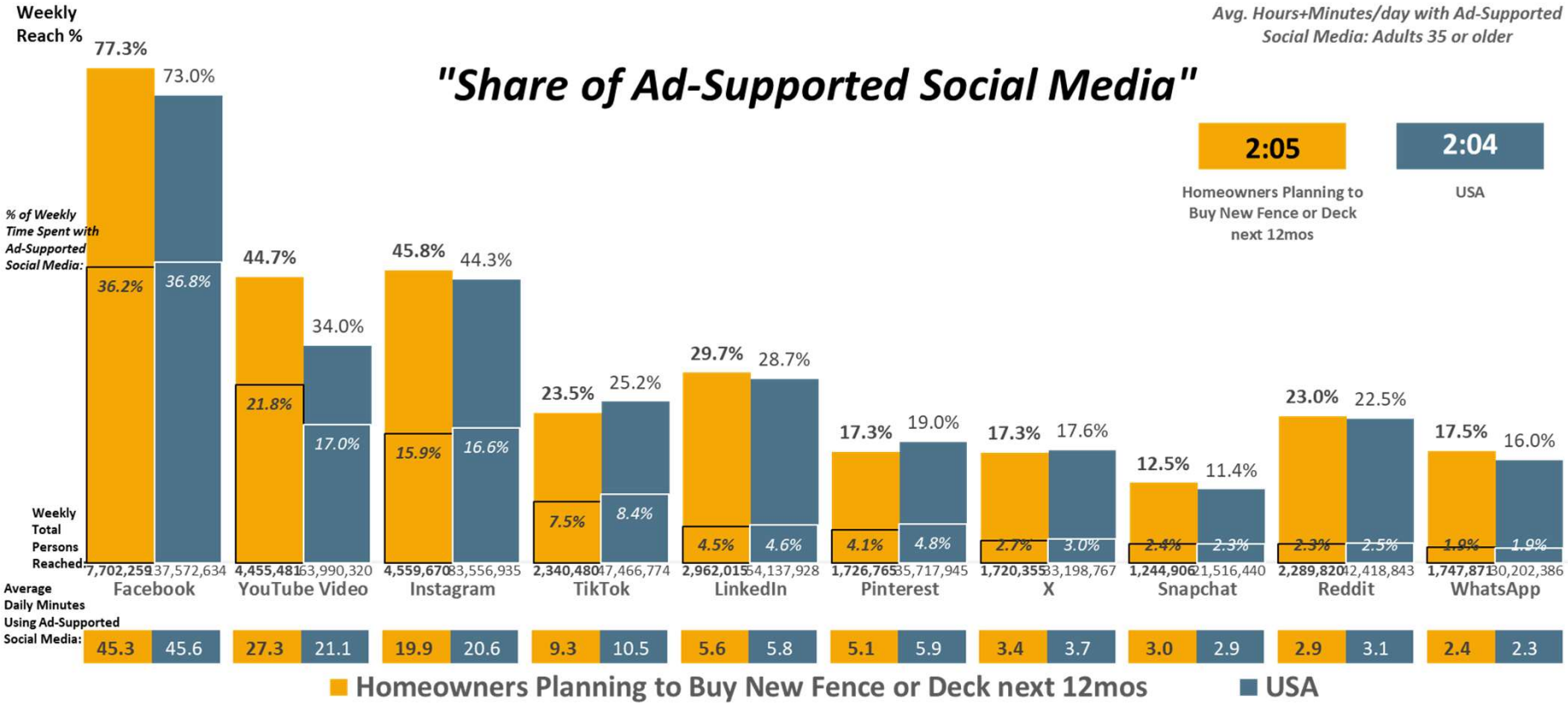
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

7,702,259 or 77.3% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Facebook for an average of 45.3 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 21,547

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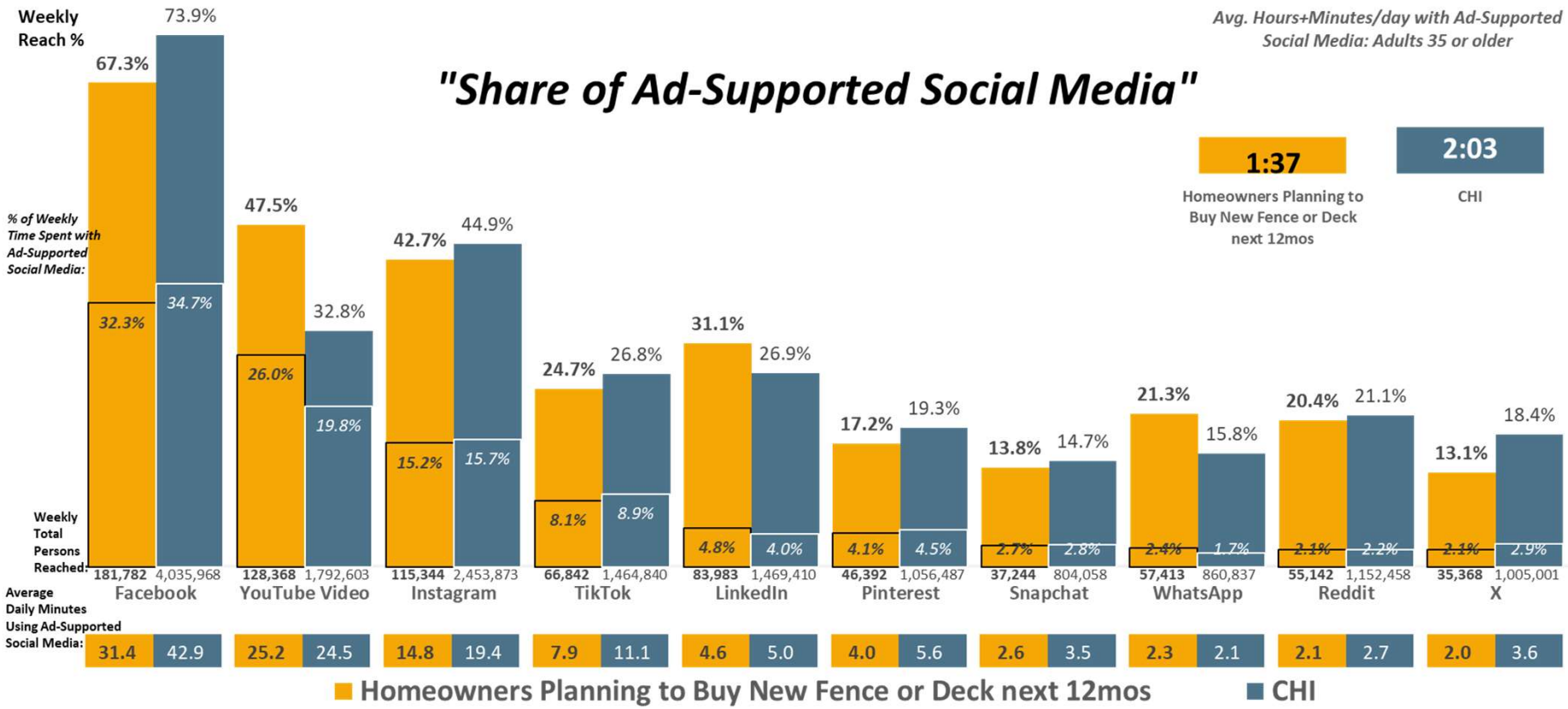
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

181,782 or 67.3% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Facebook for an average of 31.4 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 146 CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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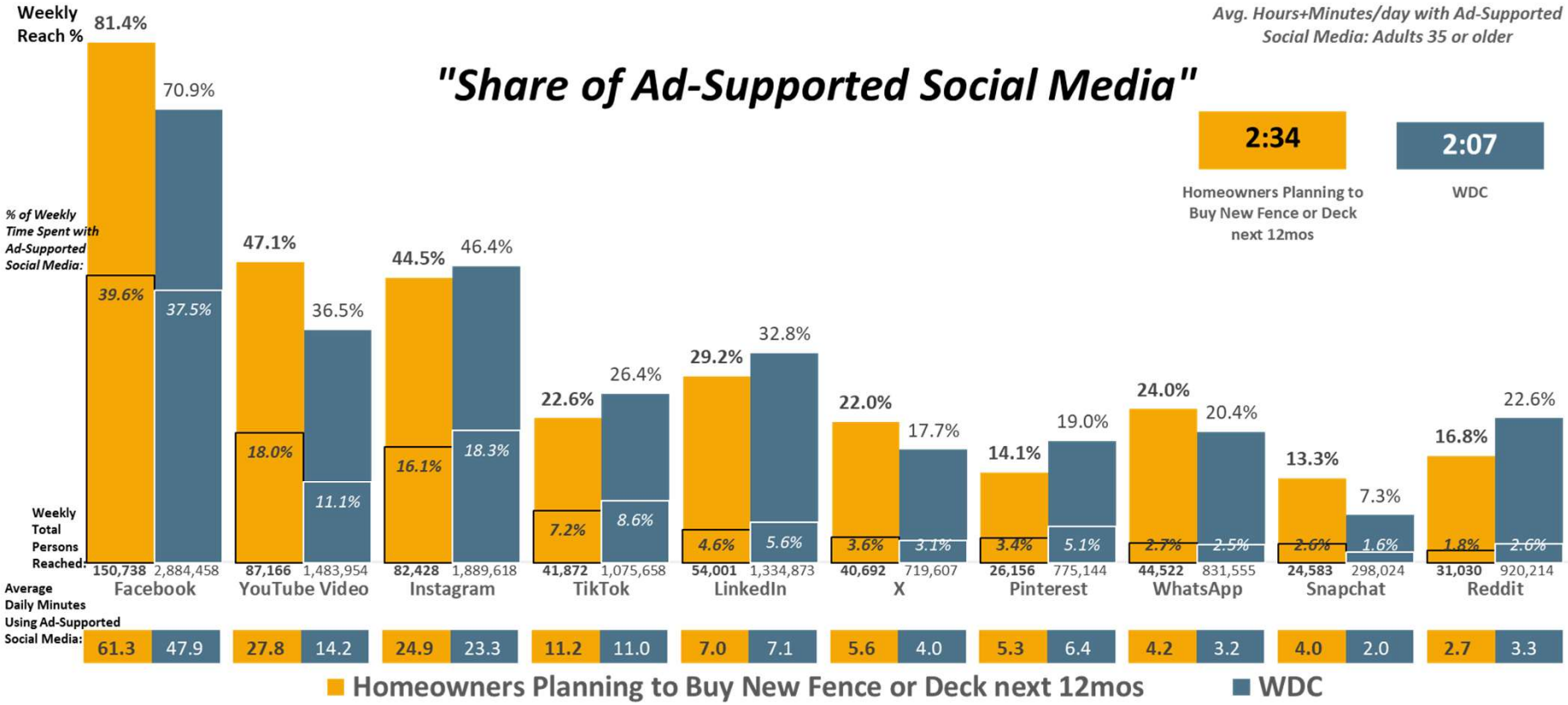
150,738 or 81.4% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Facebook for an average of 61.3 minutes every day representing 39.6% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 132 WASHINGTON, DC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 2,912

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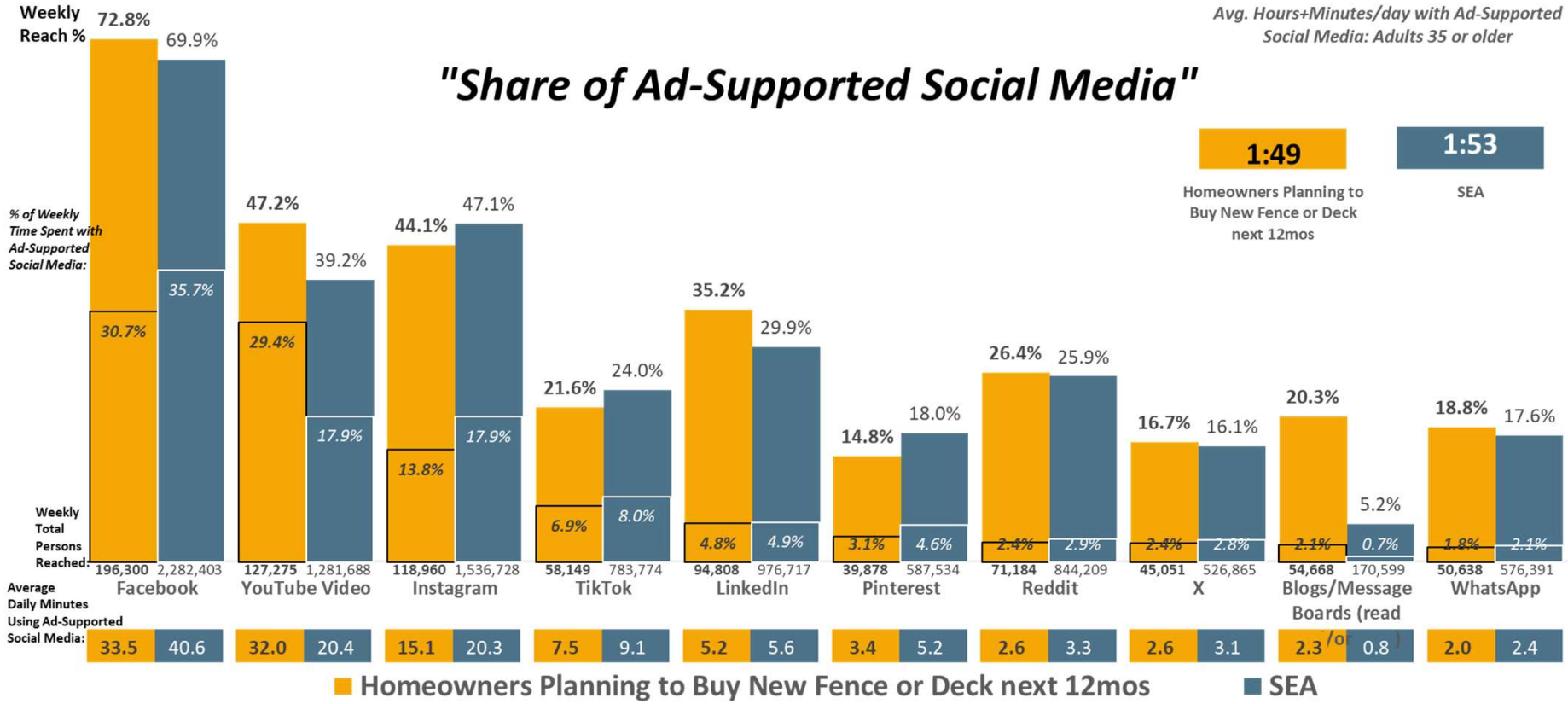
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

196,300 or 72.8% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Facebook for an average of 33.5 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 259 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

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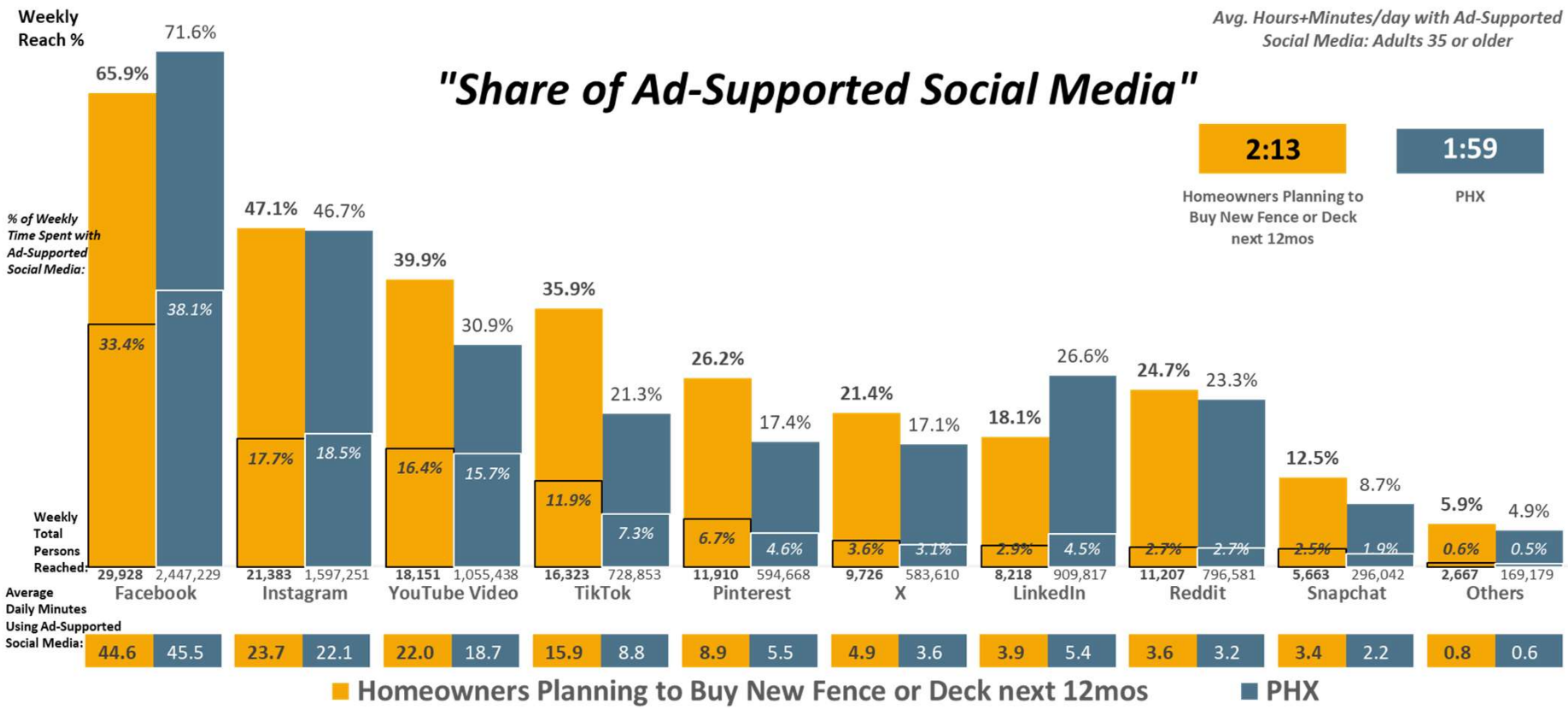
29,928 or 65.9% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Facebook for an average of 44.6 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35 PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

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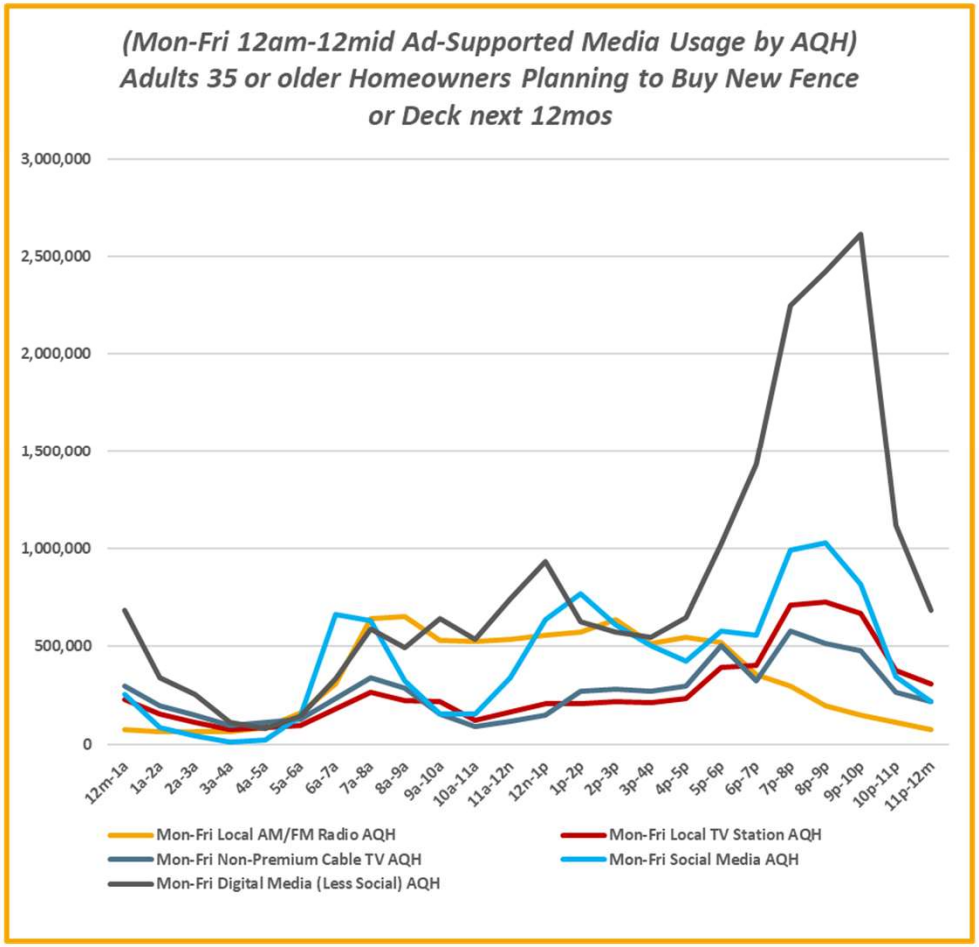
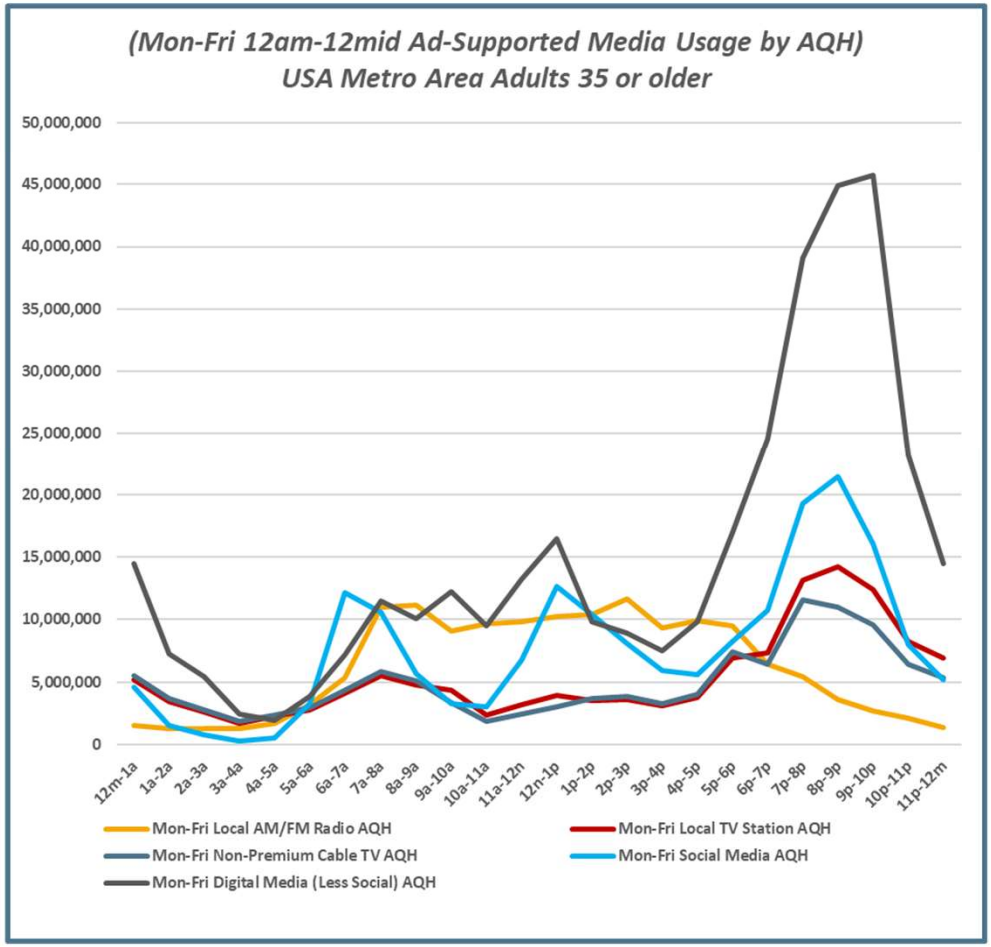
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 702,000; Local Radio: 532,331; Social Media: 488,777; Non-Prem. Cable: 256,389; Local TV: 235,434 reaching Adults 35 or older Homeowners Planning to Buy New Fence or Deck





USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986

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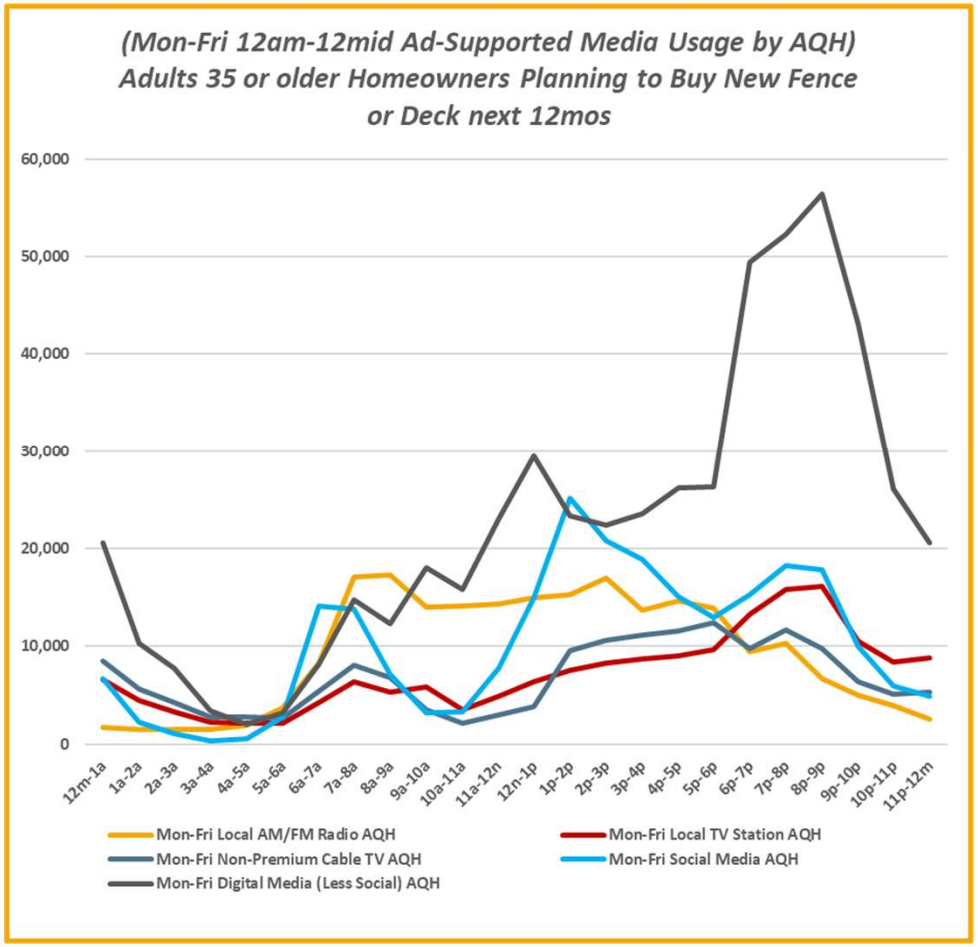
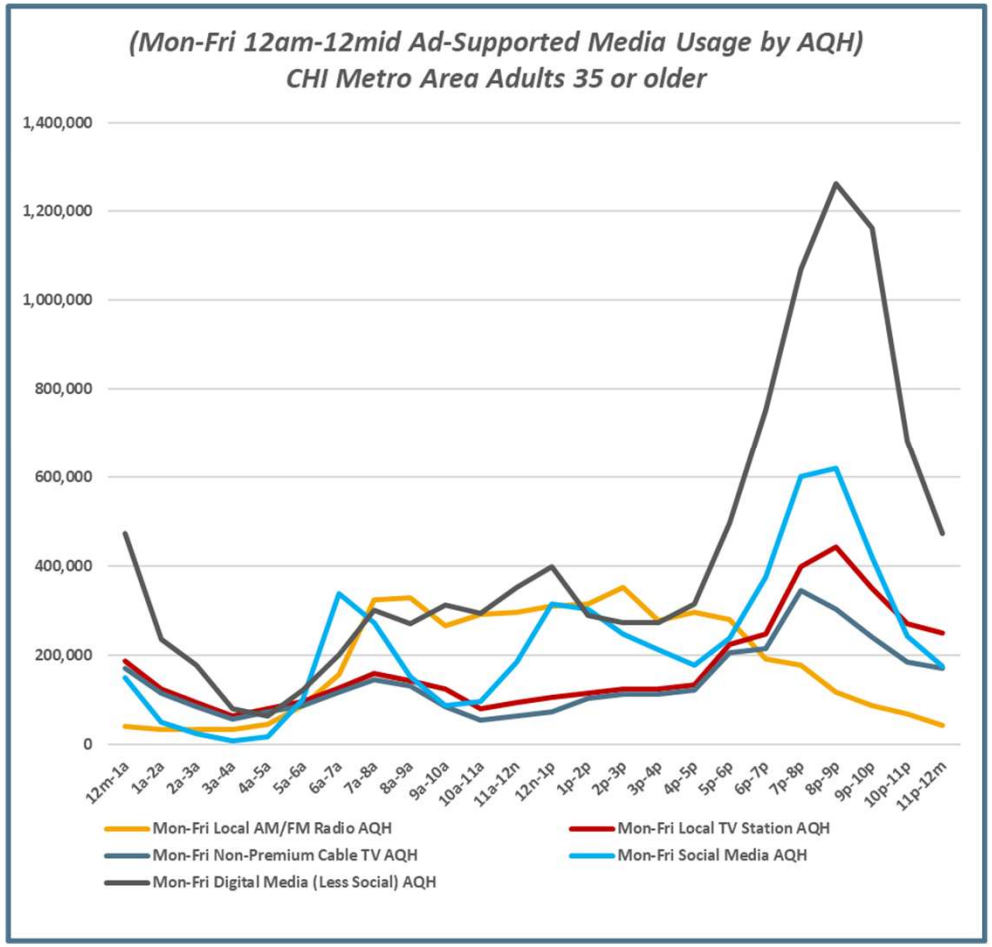
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 22,544; Local Radio: 14,172; Social Media: 13,292; Non-Prem. Cable: 7,531; Local TV: 7,158 reaching Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 1





CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 146

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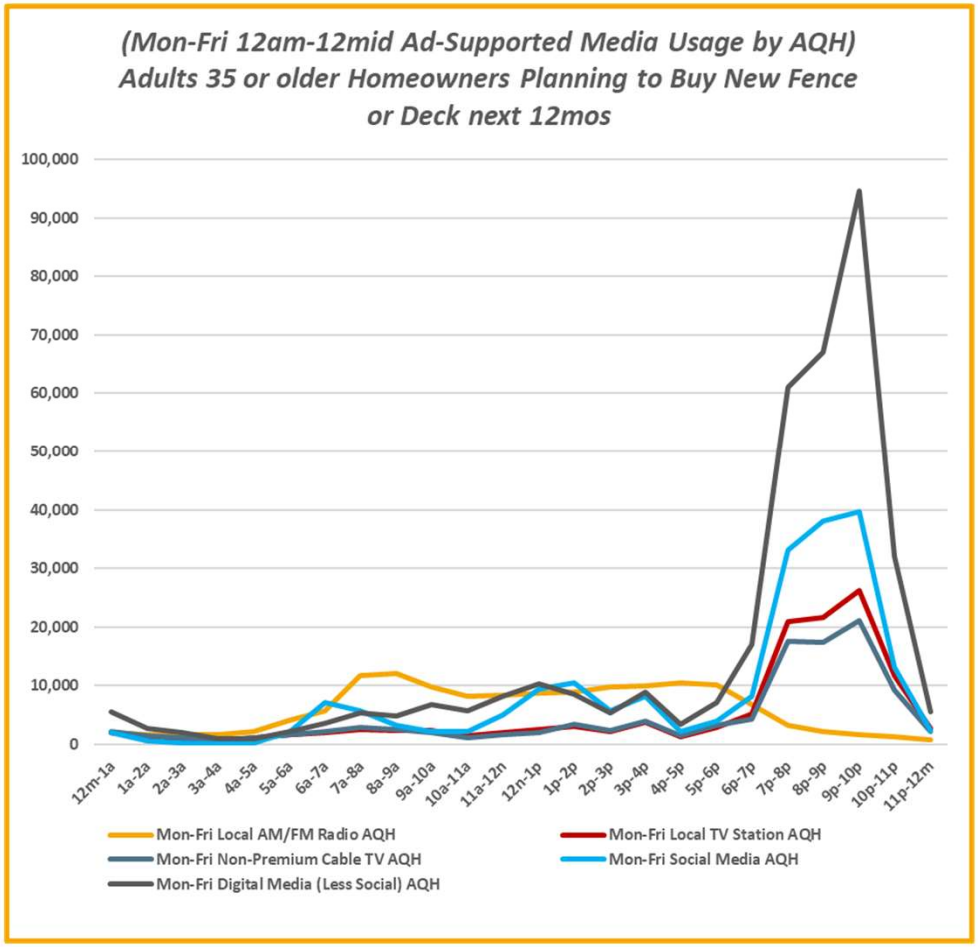
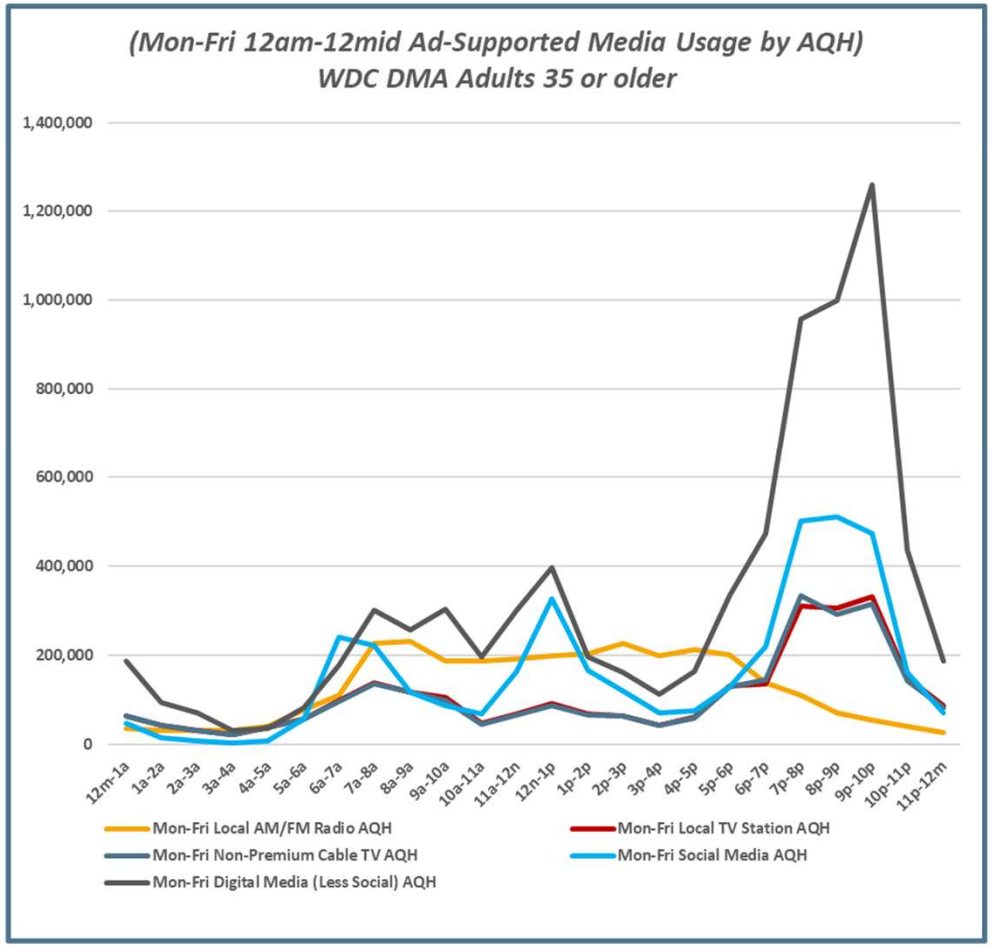
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 9,290; All Other Digital Media: 7,347; Social Media: 5,678; Local TV: 2,628; Non-Prem. Cable: 2,553 reaching Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mo





WDC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 132

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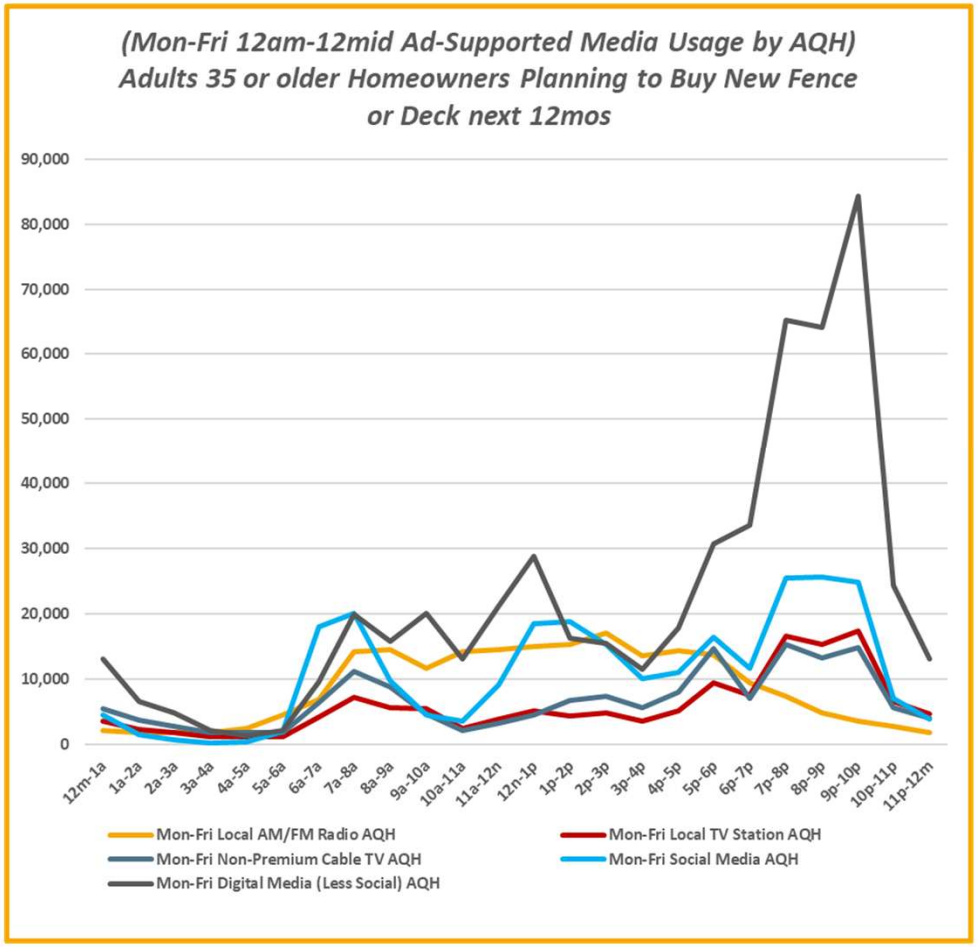
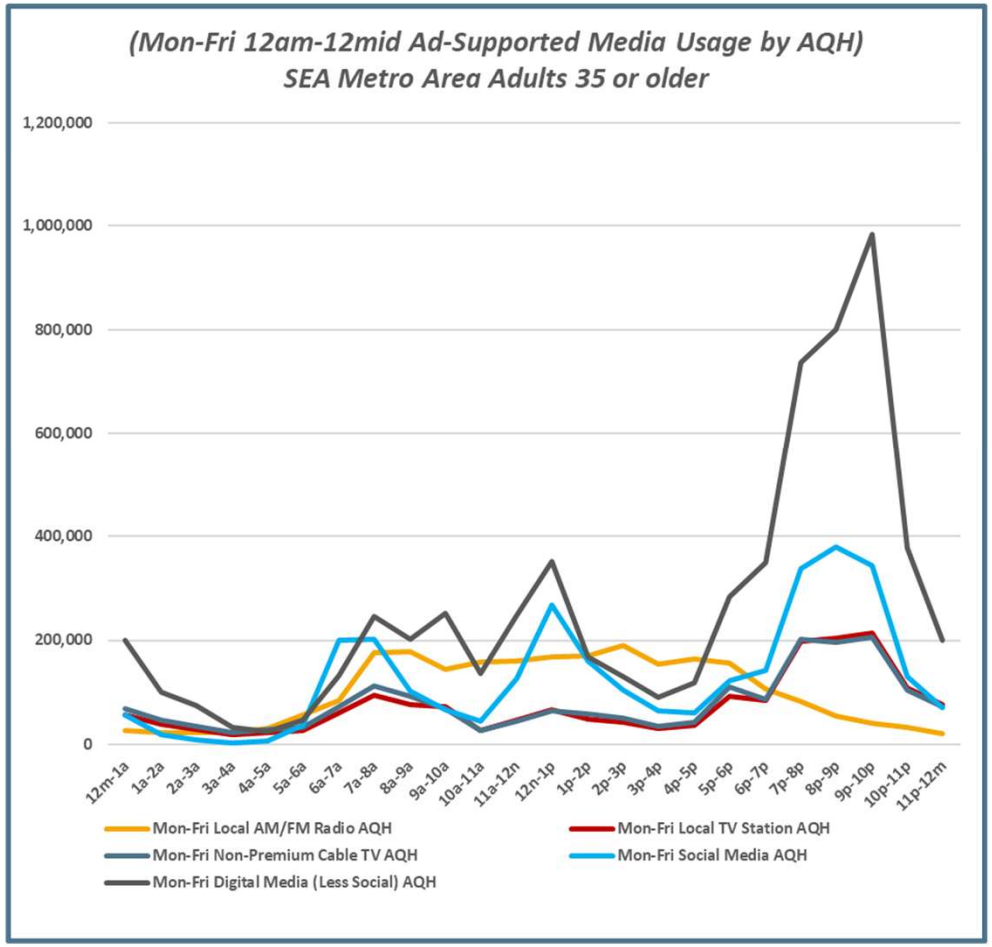
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,539; Local Radio: 13,423; Social Media: 12,820; Non-Prem. Cable: 6,947; Local TV: 5,289 reaching Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 1





SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 259

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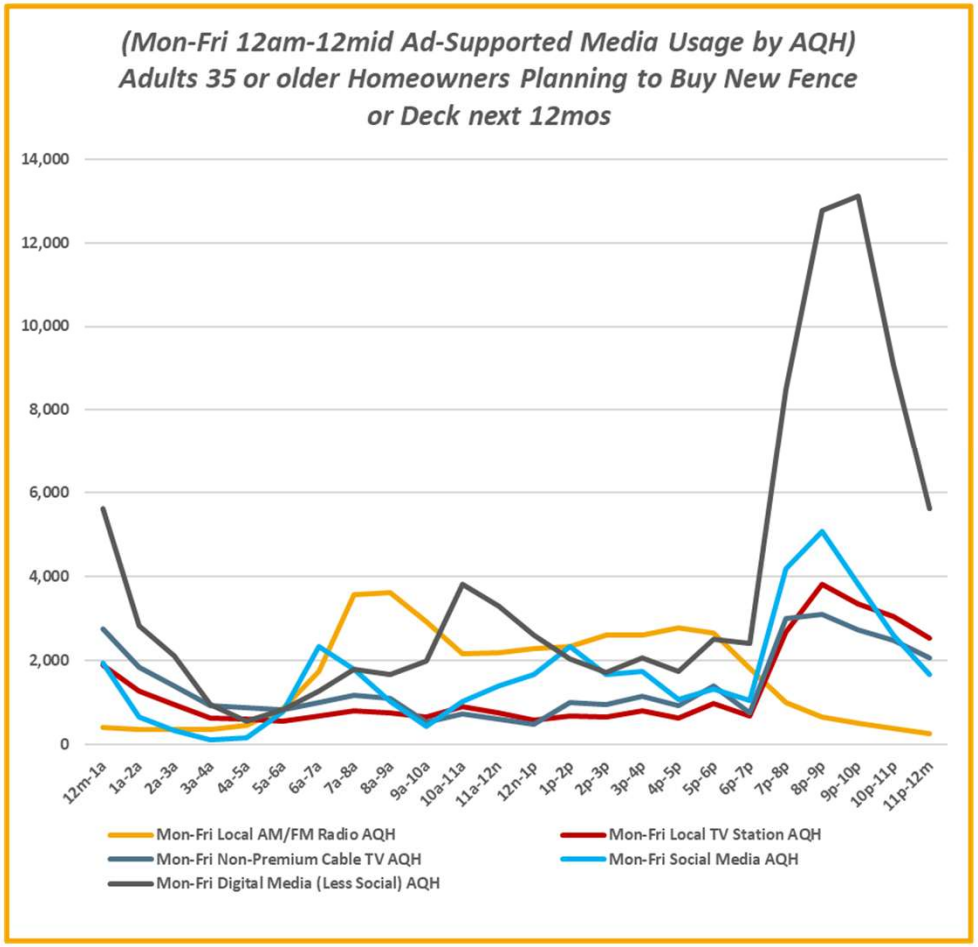
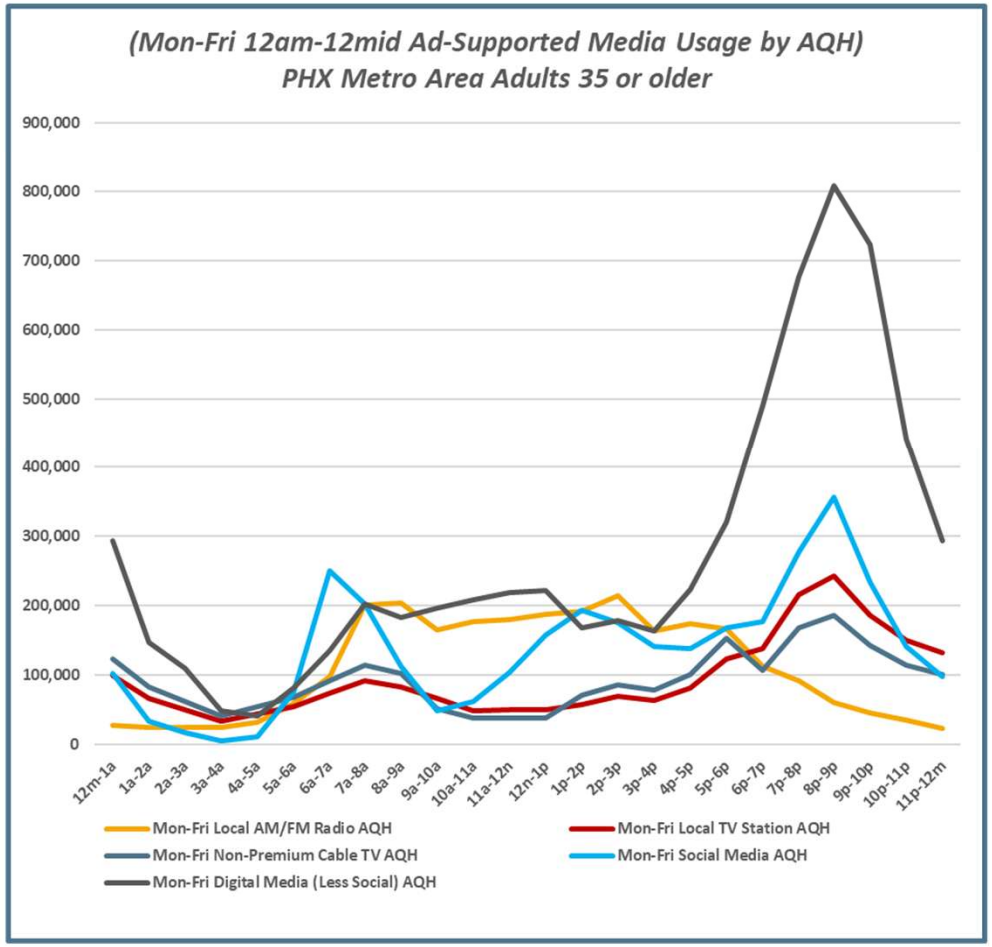
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 2,559; All Other Digital Media: 2,222; Social Media: 1,447; Non-Prem. Cable: 906; Local TV: 731 reaching Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos.





PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35

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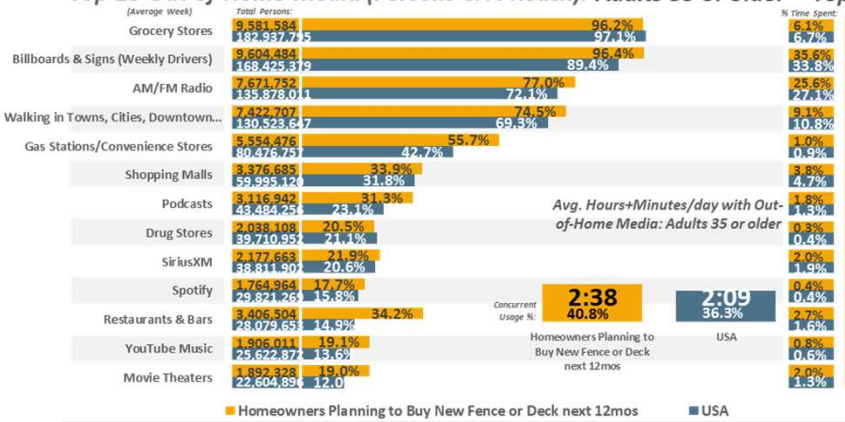
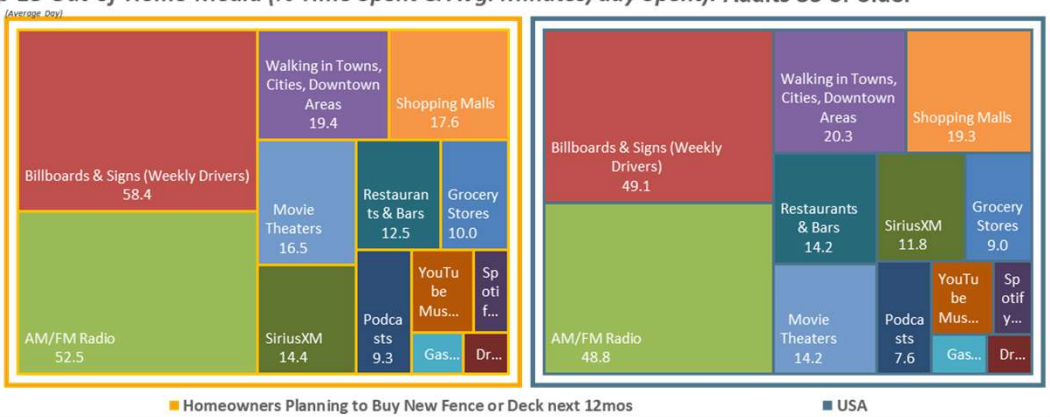
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

9,604,484 or 96.4% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 58.4 minutes per day driving, seeing Billboards and Signs. 72.6% Listen to Local Radio Stations Out-of-Home for an average of 46.1 minutes

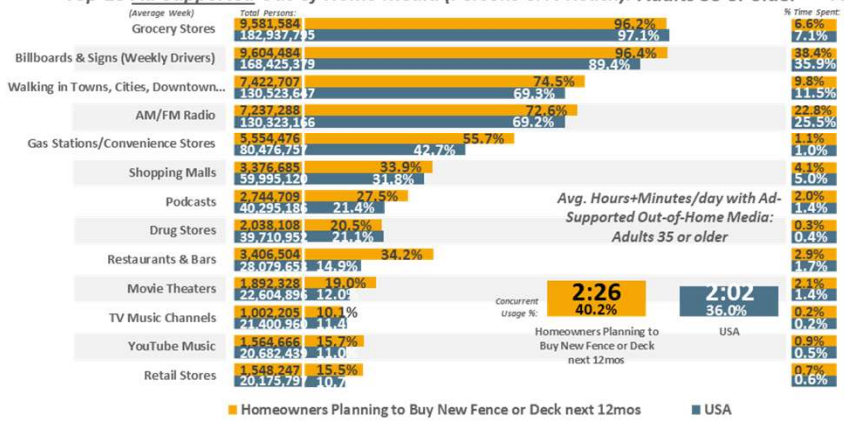
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



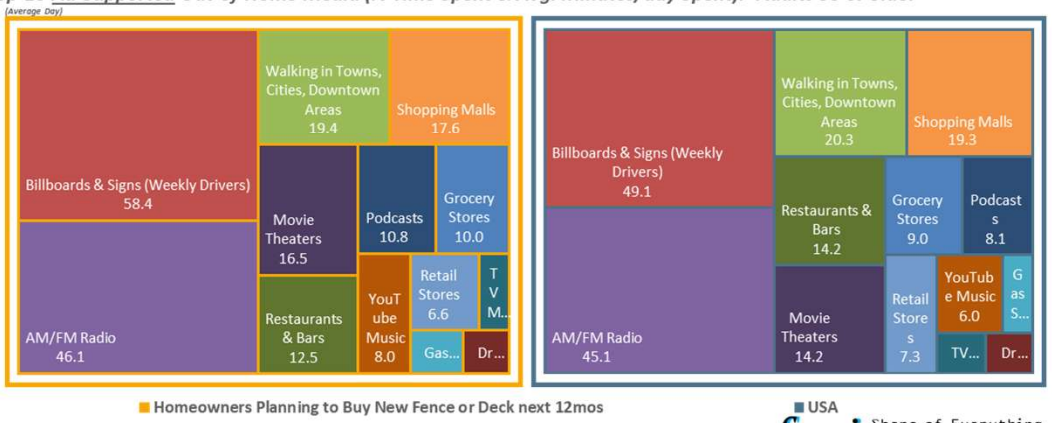
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986

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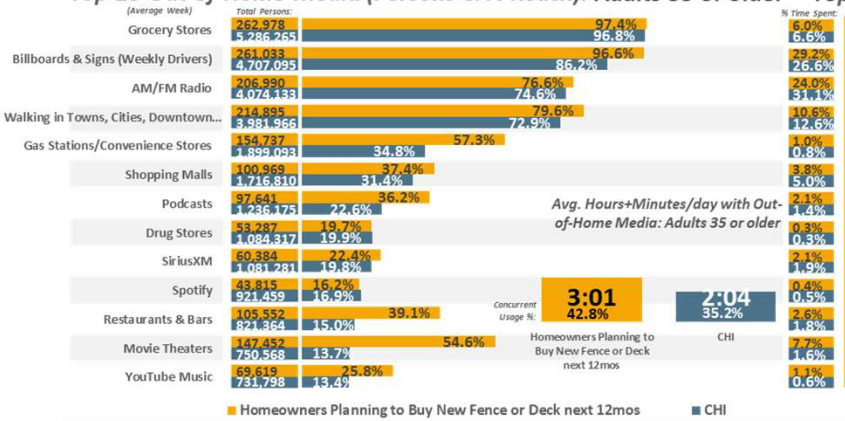
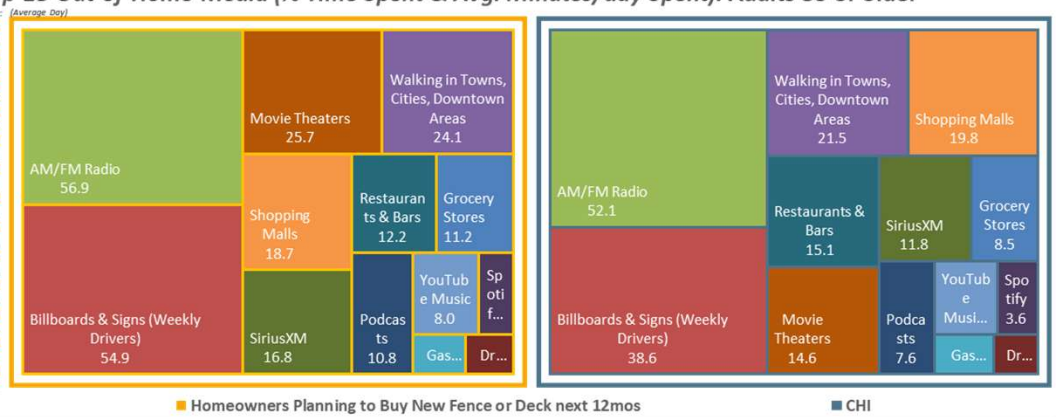
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

261,033 or 96.6% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 54.9 minutes per day driving, seeing Billboards and Signs. 72.8% Listen to Local Radio Stations Out-of-Home for an average of 51. minutes/da

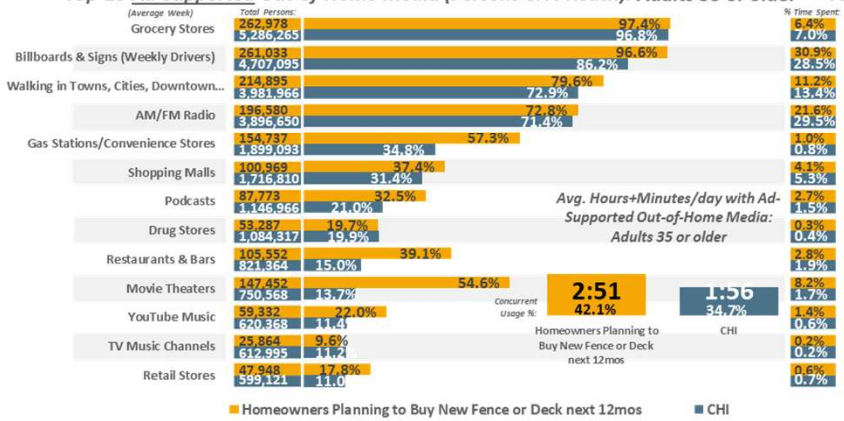
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



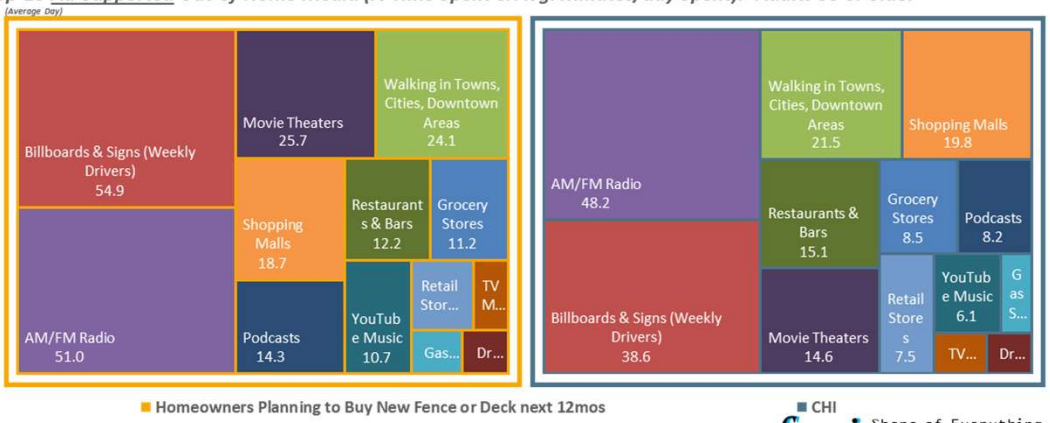
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 146

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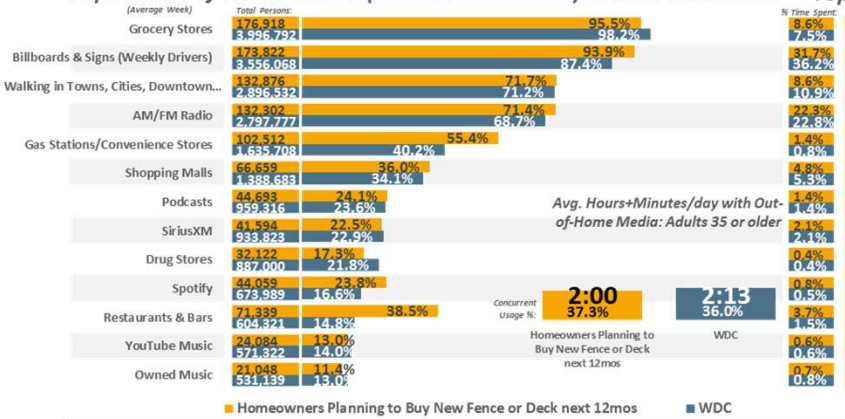
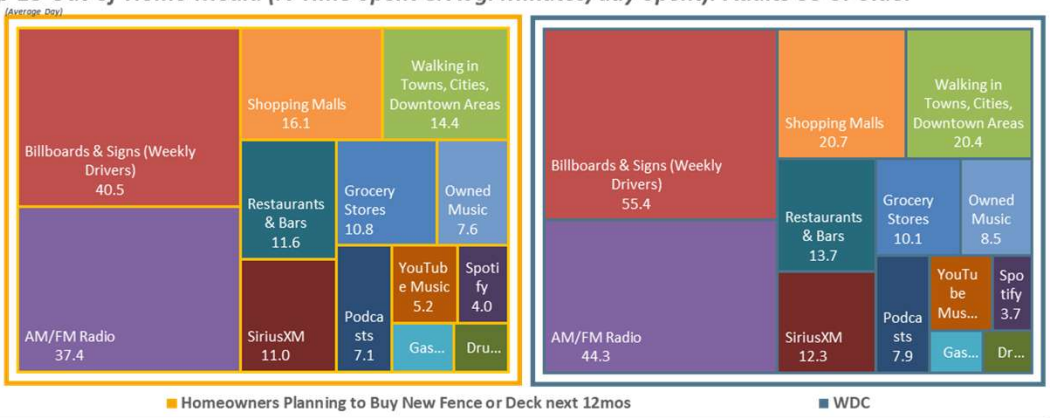
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

173,822 or 93.9% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 40.5 minutes per day driving, seeing Billboards and Signs. 67.6% Listen to Local Radio Stations Out-of-Home for an average of 33.4 minutes/d

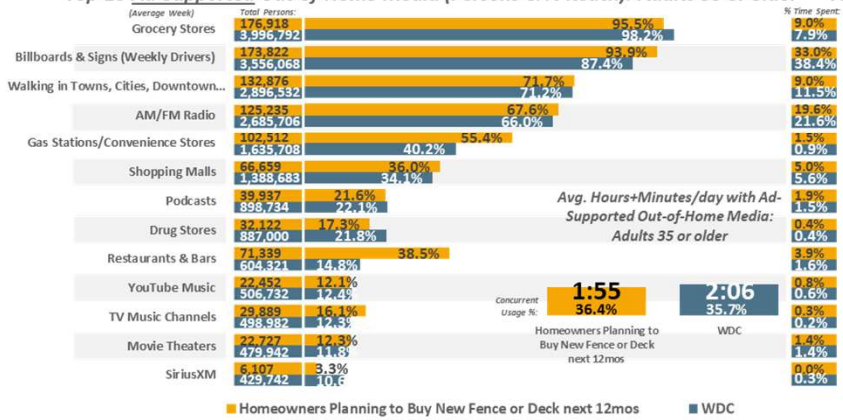
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



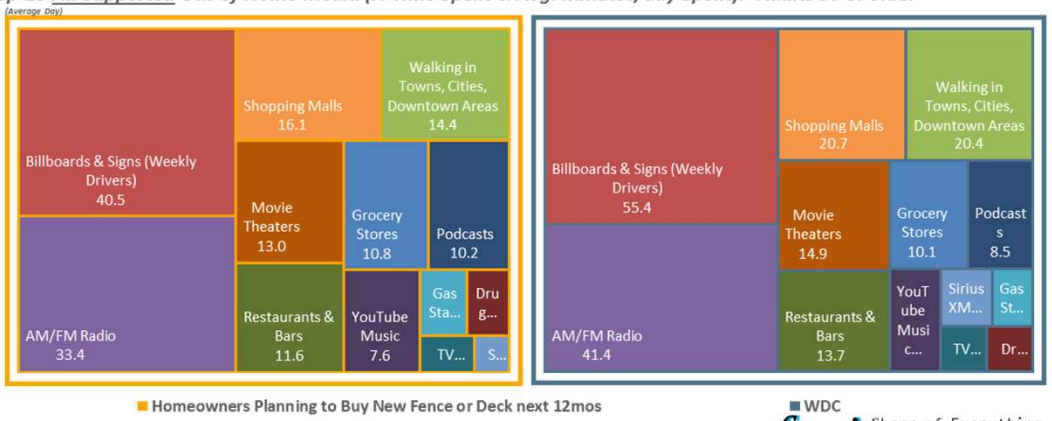
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



WDC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 132

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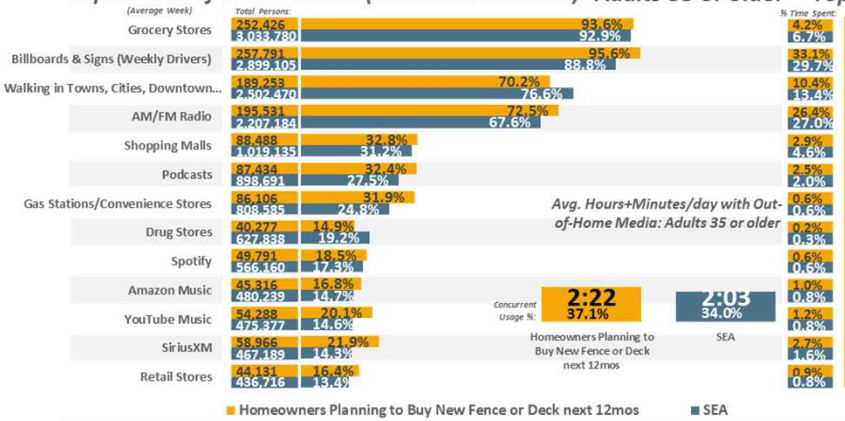
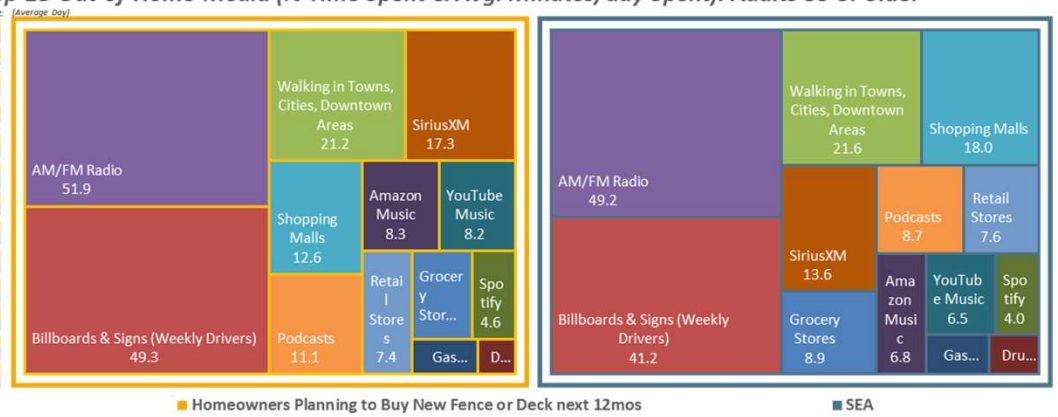
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

257,791 or 95.6% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 49.3 minutes per day driving, seeing Billboards and Signs. 67.9% Listen to Local Radio Stations Out-of-Home for an average of 44.2 minutes/d

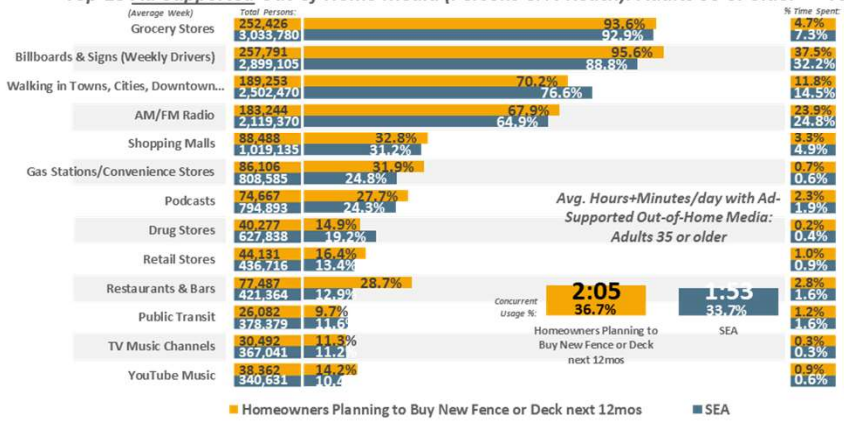
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



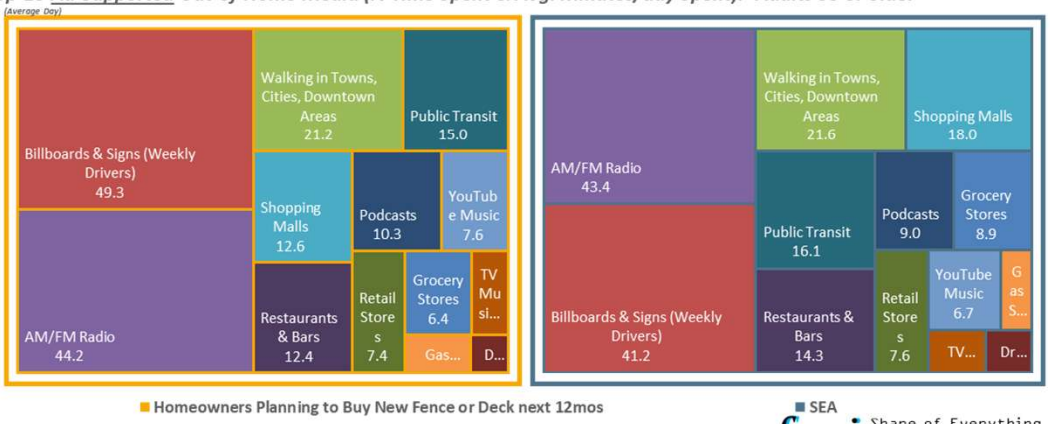
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 259

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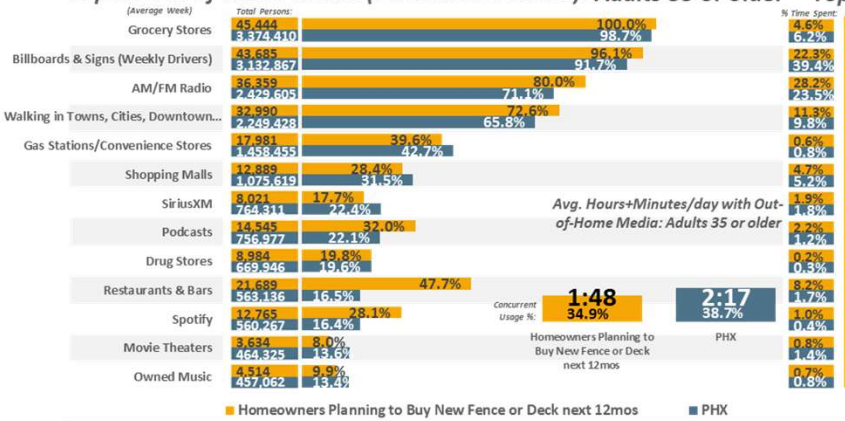
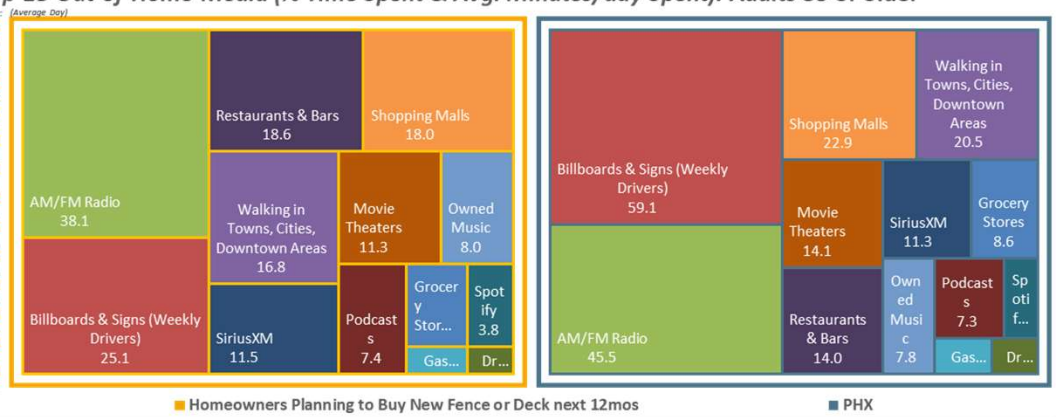
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

43,685 or 96.1% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 25.1 minutes per day driving, seeing Billboards and Signs. 74.7% Listen to Local Radio Stations Out-of-Home for an average of 28.4 minutes/da

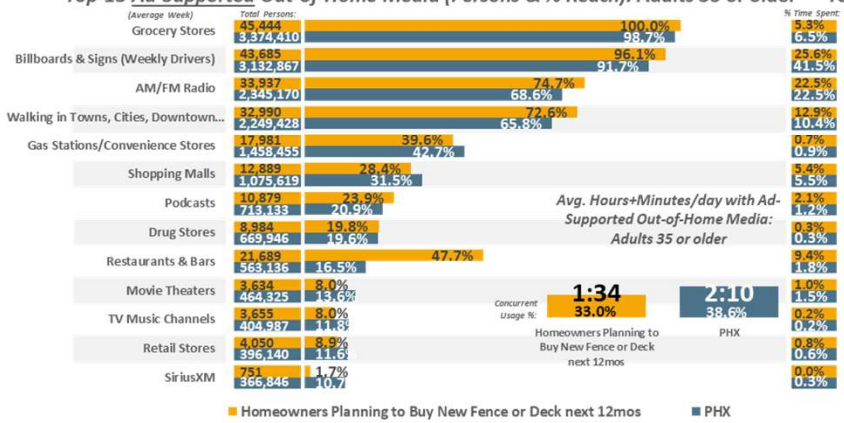
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



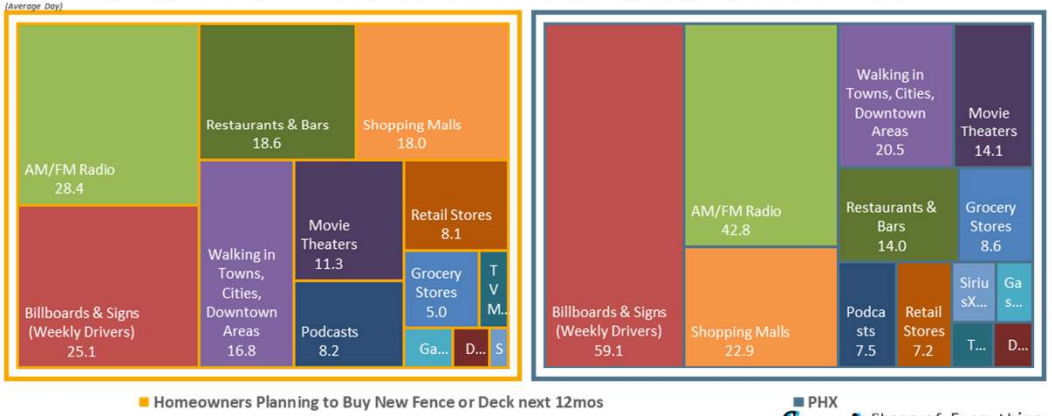
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35

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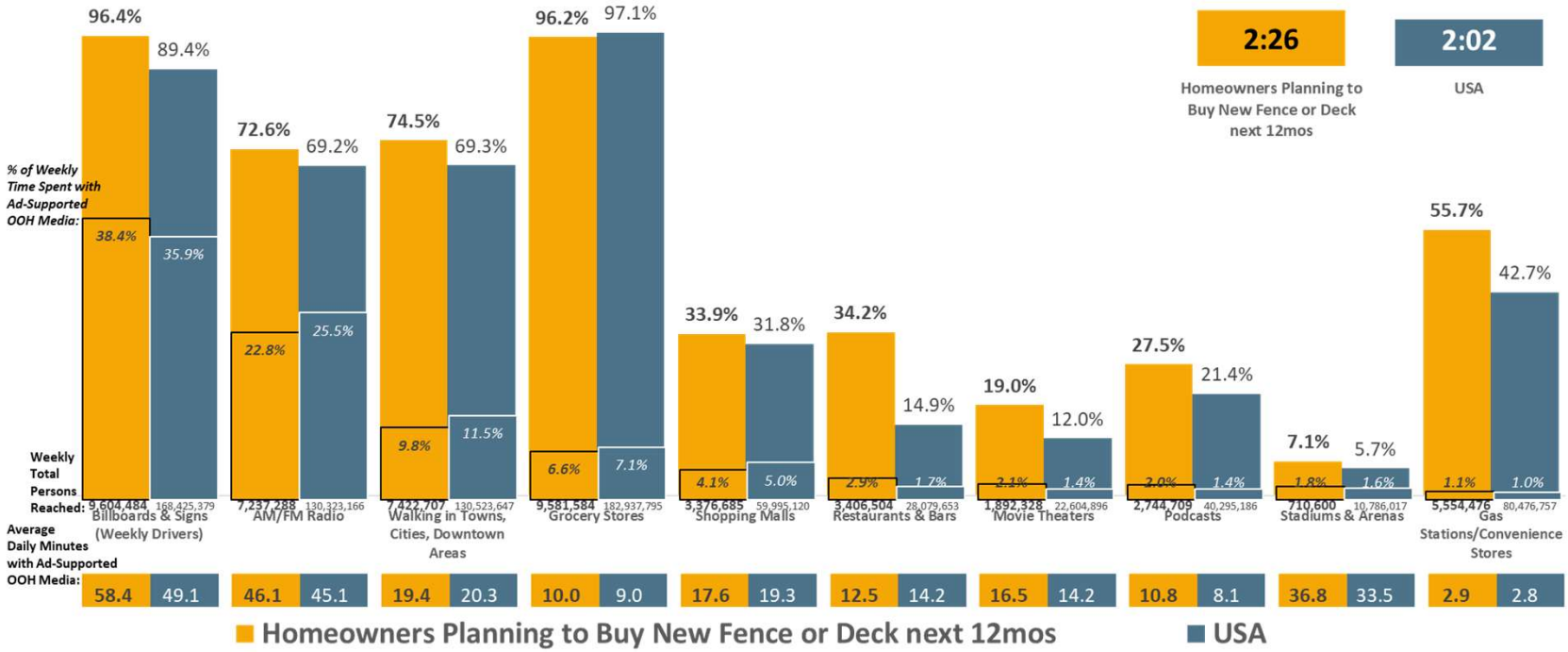
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

9,604,484 or 96.4% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 58.4 minutes per day driving, seeing Billboards and Signs representing 38.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 21,547

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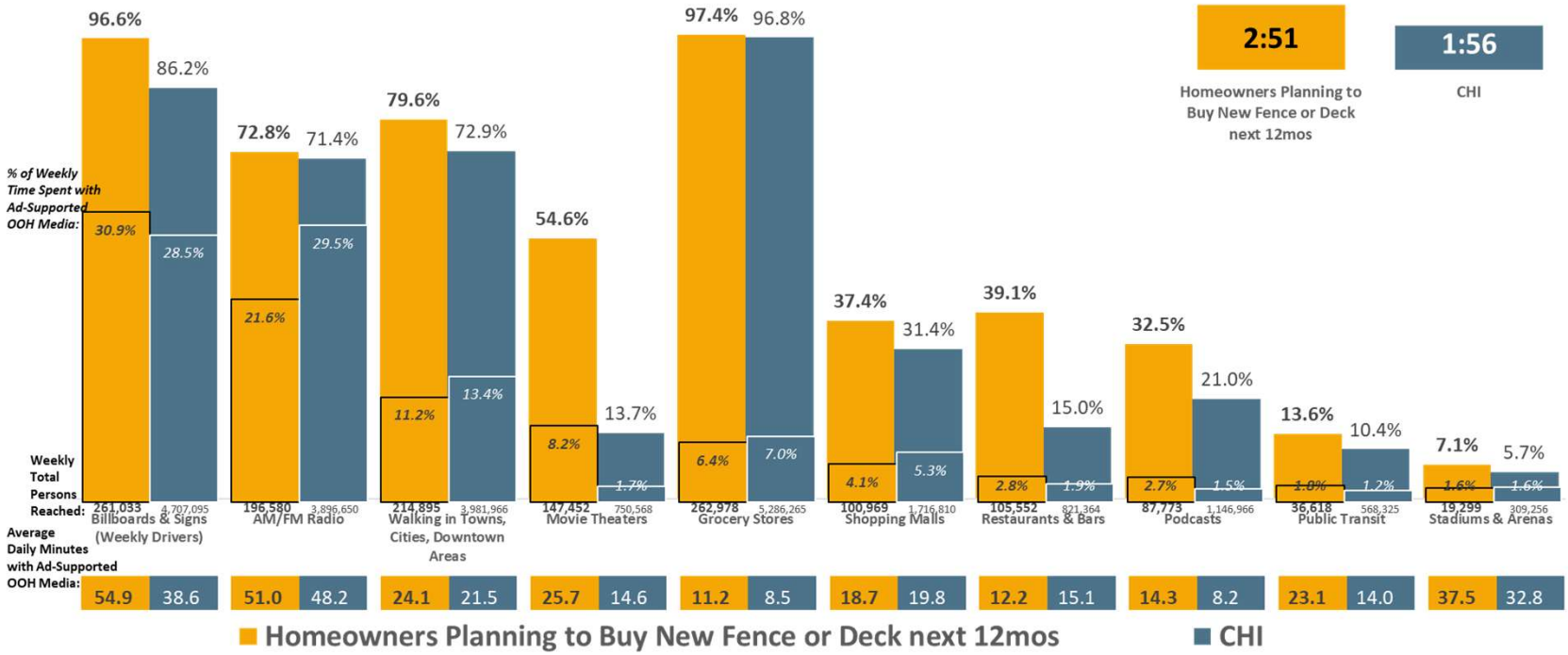
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

261,033 or 96.6% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 54.9 minutes per day driving, seeing Billboards and Signs representing 30.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 146 CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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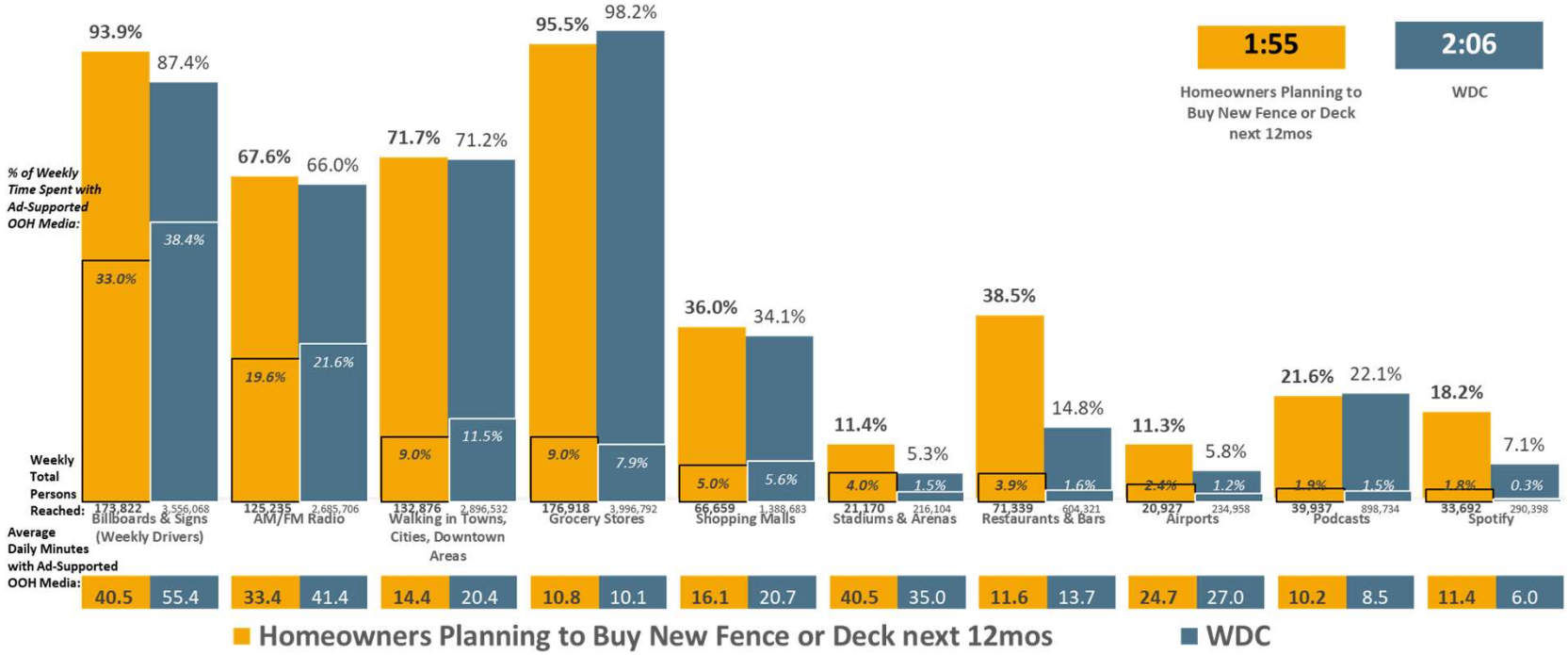
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

173,822 or 93.9% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 40.5 minutes per day driving, seeing Billboards and Signs representing 33.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 132 WASHINGTON, DC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 2,912

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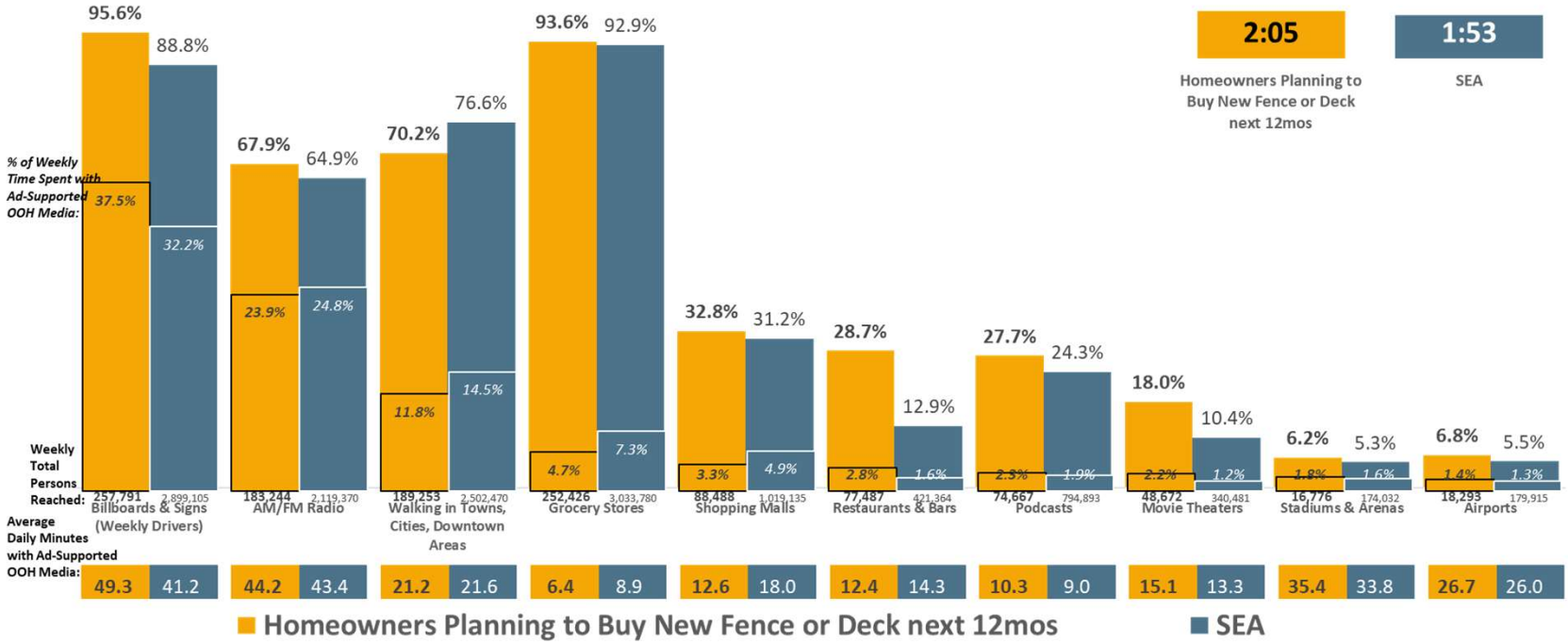
{((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)}

257,791 or 95.6% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 49.3 minutes per day driving, seeing Billboards and Signs representing 37.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 259 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

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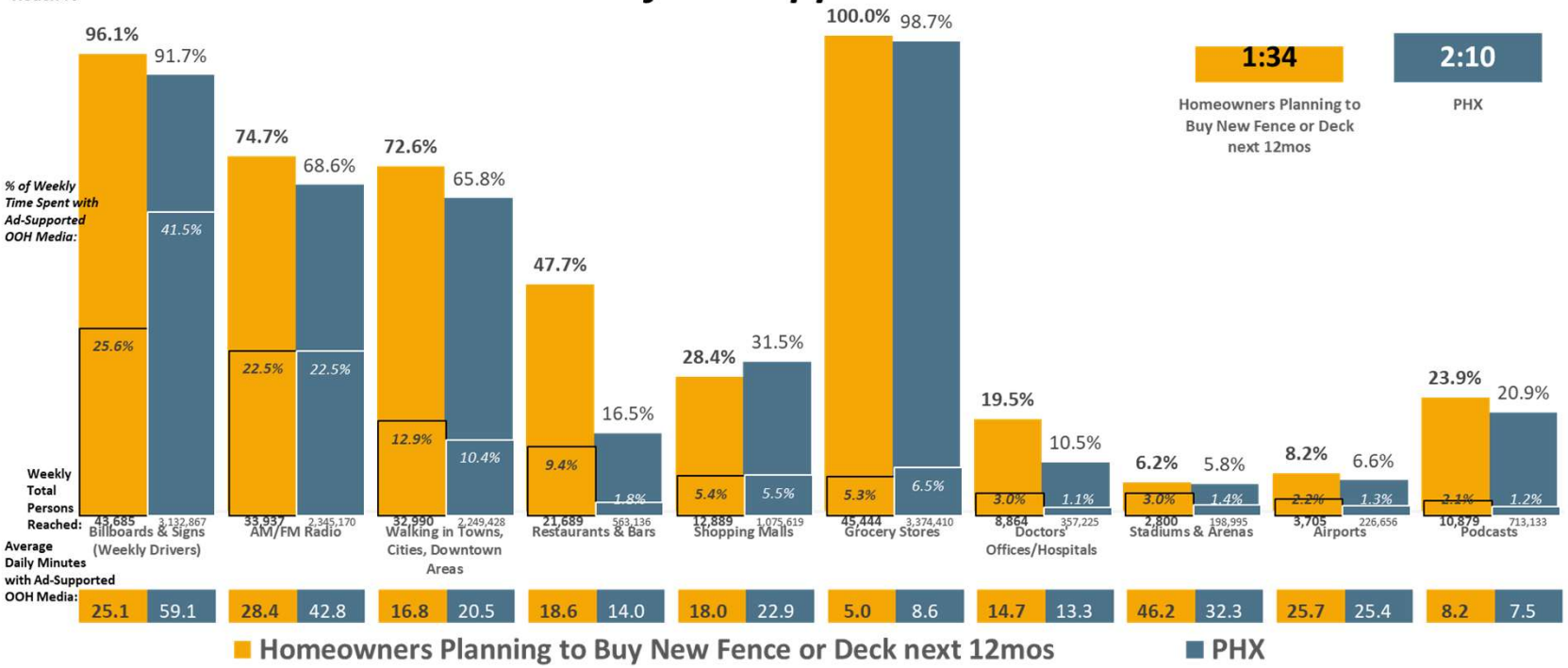
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

43,685 or 96.1% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 25.1 minutes per day driving, seeing Billboards and Signs representing 25.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35 PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

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{((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)}

MASTER HALCO Fence & Deck Supply — CHI

261,033 or 96.6% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 54.9 minutes per day driving an average of 32. miles each day and are 186.8% more likely to use 1st Avenue than the Metro average.

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

Road	Homeowners Planning to Buy New Fence or Deck next 12mos	%	CHI	%
Kennedy Expressway (I-90/I-94)	93,988	34.8%	910,785	16.7%
Edens Expressway (I-94)	86,359	32.0%	741,910	13.6%
Dan Ryan Expressway (I-90/I-94)	79,710	29.5%	1,082,959	19.8%
Cicero Avenue	70,975	26.3%	841,079	15.4%
Route 59	68,638	25.4%	654,568	12.0%
Western Avenue	67,243	24.9%	637,859	11.7%
Eisenhower Expressway (I-290)	66,521	24.6%	810,092	14.8%
Harlem Avenue	60,893	22.5%	883,829	16.2%
US 20	58,094	21.5%	670,993	12.3%
Jane Addams Memorial Tollway (I-90)	56,992	21.1%	436,081	8.0%
I-355/Veterans Memorial Tollway	56,918	21.1%	689,119	12.6%
Route 34 (Ogden Avenue)	56,068	20.8%	637,789	11.7%
Route 64 (North Avenue)	54,562	20.2%	704,145	12.9%
Tristate Tollway (I-294/I-94)	53,305	19.7%	831,673	15.2%
Stevenson Expressway (I-55)	51,928	19.2%	677,898	12.4%
US 14 (Northwest Highway)	50,212	18.6%	498,355	9.1%
LaGrange Road	48,017	17.8%	609,888	11.2%
Route 38 (Roosevelt Road)	44,604	16.5%	621,887	11.4%
1st Avenue	43,229	16.0%	304,668	5.6%
Route 31	40,614	15.0%	397,991	7.3%
US 30	40,405	15.0%	752,315	13.8%
Ronald Reagan Memorial Tollway (I-88)	40,278	14.9%	462,550	8.5%
Route 45	40,090	14.8%	418,556	7.7%
159th Street	39,817	14.7%	387,306	7.1%
Route 41	37,676	13.9%	531,300	9.7%
I-57	35,574	13.2%	672,957	12.3%

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

Avg. Miles/Day Driving: 0:54 → 32.0 — Homeowners Planning to Buy New Fence or Deck next 12mos

0:38 → 22.4 — CHI

■ Homeowners Planning to Buy New Fence or Deck next 12mos ■ CHI

Top-26 Residential Zip Codes: Adults 35 or older

Zip	Homeowners Planning to Buy New Fence or Deck next 12mos	%	CHI	%
60632	22,466	8.32%	64,005	1.17%
46356	14,645	5.42%	21,[illegible]	[illegible]39%
60178	12,385	4.59%	35,[illegible]	0.65%
60641	11,787	4.36%	71,745	1.31%
60098	9,648	3.57%	19,[illegible]	[illegible]36%
60563	8,965	3.32%	31,[illegible]	0.57%
46383	8,928	3.31%	21,[illegible]	[illegible]38%
60652	8,774	3.25%	19,[illegible]	[illegible]37%
60630	8,291	3.07%	56,403	1.03%
60617	7,911	2.93%	68,029	1.25%
60004	7,301	2.70%	28,[illegible]	0.53%
46304	6,647	2.46%	[illegible]	[illegible]3%
60462	6,366	2.36%	33,[illegible]	0.60%
60021	6,163	2.28%	[illegible]	0.22%
60302	6,049	2.24%	26,[illegible]	0.48%
60430	5,965	2.21%	32,[illegible]	0.60%
46350	5,226	1.93%	37,[illegible]	0.69%
60018	5,037	1.86%	[illegible]	[illegible]3%
60418	4,941	1.83%	[illegible]	0.17%
61350	4,792	1.77%	29,[illegible]	0.54%
60618	4,777	1.77%	62,806	1.15%
61342	3,896	1.44%	[illegible]	[illegible]5%
60091	3,754	1.39%	19,[illegible]	0.34%
60540	3,152	1.17%	[illegible]	0.26%
46391	3,128	1.16%	[illegible]	0.08%
60046	3,120	1.16%	33,[illegible]	0.61%

Top-26 Employment Zip Codes: Adults 35 or older

Zip	Homeowners Planning to Buy New Fence or Deck next 12mos	%	CHI	%
46356	12,418	4.60%	13,[illegible]	[illegible]25%
60178	12,016	4.45%	15,[illegible]	[illegible]28%
60641	11,787	4.36%	35,167	0.64%
60089	8,965	3.32%	34,377	0.63%
46350	8,928	3.31%	19,7[illegible]	0.36%
60014	8,812	3.26%	31,630	0.58%
60624	8,291	3.07%	16,[illegible]	[illegible]30%
60093	6,256	2.32%	10,[illegible]	[illegible]20%
60305	6,049	2.24%	8,[illegible]	[illegible]16%
60459	5,565	2.06%	9,[illegible]	[illegible]17%
46304	5,447	2.02%	5,[illegible]	[illegible]10%
46360	5,226	1.93%	13,[illegible]	[illegible]25%
61350	4,792	1.77%	10,[illegible]	[illegible]19%
60021	4,495	1.66%	4,[illegible]	[illegible]08%
60608	4,416	1.63%	33,140	0.61%
61342	3,896	1.44%	3,[illegible]	[illegible]07%
60606	3,754	1.39%	43,159	0.79%
46383	3,128	1.16%	19,0[illegible]	0.35%
60654	2,832	1.05%	22,0[illegible]	0.40%
60090	2,723	1.01%	11,[illegible]	[illegible]21%
60195	2,307	0.85%	[illegible]	[illegible]6%
60098	2,151	0.80%	10,[illegible]	[illegible]19%
60540	2,125	0.79%	8,[illegible]	[illegible]16%
60428	2,060	0.76%	[illegible]	[illegible]05%
60107	2,054	0.76%	[illegible]	[illegible]05%
60439	2,024	0.75%	8,[illegible]	[illegible]16%

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CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 146

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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

173,822 or 93.9% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 40.5 minutes per day driving an average of 23.6 miles each day and are 304.% more likely to use H Street/Benning Road than the Metro average

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

I-95/I-495/Capital Beltway	92,758	50.1%	1,969,370	48.4%
Route 1	39,764	21.5%	745,422	18.3%
Route 28	38,702	20.9%	626,802	15.4%
I-295/Baltimore Washington Parkway	36,686	19.8%	637,246	15.7%
Route 355/Rockville Pike/Wisconsin Avenue	31,270	16.9%	404,788	9.9%
Route 29/Colesville Road	26,140	14.1%	334,158	8.2%
Constitution Avenue	21,970	11.9%	181,49	4.5%
Route 301	20,924	11.3%	376,864	9.3%
Pennsylvania Avenue	18,538	10.0%	277,718	6.8%
Independence Avenue	17,218	9.3%	147,	3.6%
Massachusetts Avenue	16,858	9.1%	229,088	5.6%
H Street/Benning Road	16,708	9.0%	90	2.2%
I-66	16,688	9.0%	933,724	22.9%
Route 210/Indian Head Highway	16,136	8.7%	128,	3.2%
Route 118/Germantown Road	13,972	7.5%	147,	3.6%
Montrose Road	12,916	7.0%	137,	3.4%
Route 5/Branch Avenue	12,754	6.9%	291,004	7.1%
Route 17	9,554	5.2%	168,3	4.1%
Route 15	8,652	4.7%	335,236	8.2%
Route 50/New York Avenue	7,434	4.0%	359,448	8.8%
New Hampshire Avenue	7,300	3.9%	178,4	4.4%
K Street	6,704	3.6%	170,8	4.2%
Route 185/Connecticut Avenue	5,936	3.2%	196,50	4.8%
14th Street	4,984	2.7%	209,93	5.2%
Kenilworth Avenue	4,256	2.3%	112	2.8%
Veirs Mill Road	2,904	1.6%	194,31	4.8%

■ Homeowners Planning to Buy New Fence or Deck next 12mos ■ WDC

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

Avg. Miles/Day Driving:

	Homeowners Planning to Buy New Fence or Deck next 12mos	WDC
Hours+Minutes	0:40	0:55
Miles	23.6	32.3

Top-26 Residential Zip Codes: Adults 35 or older

20852	20,092	10.85%	36,	0.89%
17233	18,164	9.81%	1	0.35%
20878	12,388	6.69%	63,330	1.56%
20132	12,226	6.60%	22	0.55%
22025	10,988	5.93%	1	0.48%
22406	6,766	3.65%	22	0.58%
20607	5,898	3.18%	1	0.32%
20854	5,736	3.10%	1	0.60%
20659	4,450	2.40%	1	0.38%
20904	4,358	2.35%	47,37	1.16%
26726	3,842	2.07%	9	0.23%
20601	3,802	2.05%	11	0.46%
22031	3,756	2.03%	7	0.17%
22193	3,388	1.83%	71,438	1.76%
22701	3,316	1.79%	1	0.61%
20164	2,934	1.58%	36,	0.90%
22204	2,914	1.57%	20	0.51%
20678	2,858	1.54%		0.11%
21755	2,710	1.46%		0.12%
22042	2,542	1.37%	43,1	1.06%
20708	2,528	1.37%	8	0.03%
20603	2,522	1.36%	1	0.48%
20148	2,504	1.35%	11	0.45%
22407	2,472	1.33%	1	0.48%
20774	2,186	1.18%	20	0.51%
22015	2,166	1.17%	44,5	1.09%

Top-26 Employment Zip Codes: Adults 35 or older

20852	20,878	11.27%	30	0.75%
17233	14,600	7.88%	9	0.35%
22025	10,988	5.93%	9	0.34%
20005	5,736	3.10%	2	0.50%
20659	4,450	2.40%		0.14%
26726	3,842	2.07%		0.23%
22031	3,756	2.03%	30	0.75%
22701	3,316	1.79%		0.15%
21755	2,710	1.46%		0.30%
22060	2,664	1.44%	22	0.56%
22201	2,594	1.40%	37,0	0.91%
22042	2,542	1.37%	2	0.51%
20148	2,504	1.35%	8	0.20%
20166	2,284	1.23%	1	0.40%
20001	2,068	1.12%	47,0	1.16%
22102	1,966	1.06%	57,00	1.40%
22003	1,920	1.04%		0.09%
20120	1,898	1.02%		0.30%
20111	1,882	1.02%	9	0.23%
24477	1,536	0.83%		0.04%
20636	1,346	0.73%		0.15%
21740	1,288	0.70%	8	0.23%
20784	1,130	0.61%	1	0.2%
20851	1,120	0.61%		0.05%
22192	1,080	0.58%	24	0.60%
22206	946	0.51%	23	0.58%

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WDC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 132

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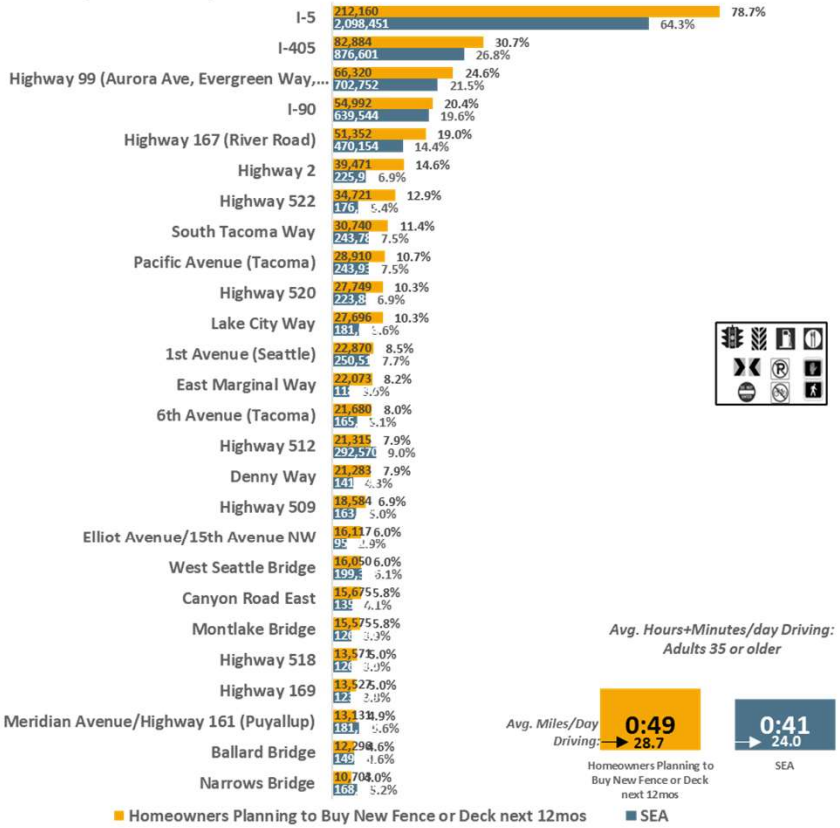
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

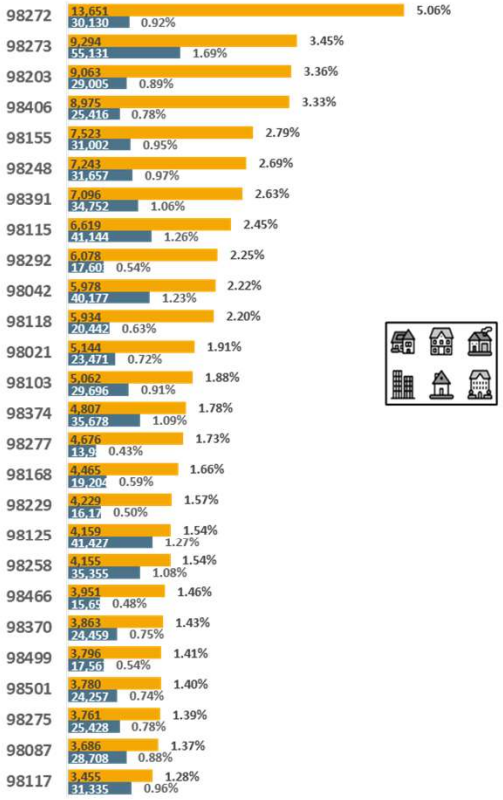
257,791 or 95.6% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 49.3 minutes per day driving an average of 28.7 miles each day and are 138.2% more likely to use Highway 522 than the Metro average.

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

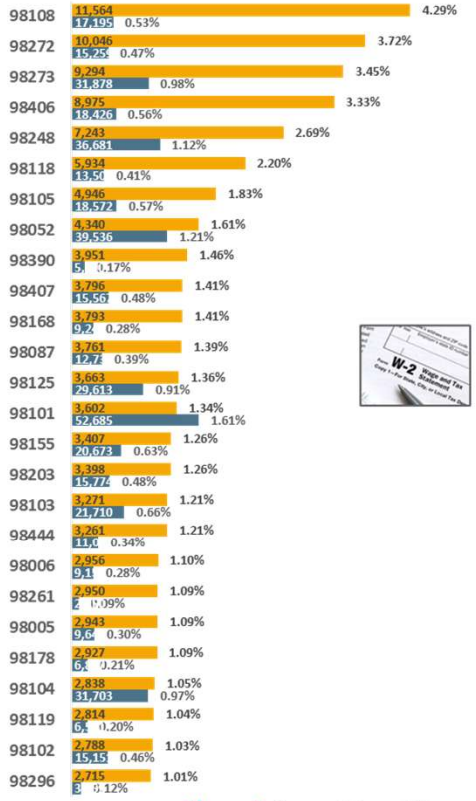


Avg. Hours+Minutes/day Driving:
Adults 35 or older

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



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



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SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 259

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[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

MASTER HALCO Fence & Deck Supply

PHX

43,685 or 96.1% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 25.1 minutes per day driving an average of 14.6 miles each day and are 163.2% more likely to use North Hayden Road than the Metro average.

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

	Homeowners Planning to Buy New Fence or Deck next 12mos		PHX	
I-10	20,230	44.5%	1,635,765	47.9%
I-17	16,941	37.3%	1,081,331	31.6%
McDowell Road	11,034	24.3%	612,043	17.9%
Agua Fria Freeway (NW Loop 101)	9,532	21.0%	725,029	21.2%
Red Mountain Freeway (NE Loop 202)	9,038	19.9%	715,344	20.9%
Thomas Road	8,807	19.4%	481,160	14.1%
Superstition Freeway (E Hwy 60)	8,697	19.1%	712,020	20.8%
Highway 51	8,424	18.5%	640,422	18.7%
Scottsdale Road	7,989	17.6%	506,524	14.8%
North Hayden Road	7,441	16.4%	212,634	6.2%
Indian School Road	6,400	14.1%	696,449	20.4%
Grand Avenue (W Hwy 60)	5,886	13.0%	409,811	12.0%
Camelback Road	5,310	11.7%	569,912	16.7%
Pima Freeway (NE Loop 101)	5,103	11.2%	529,667	15.5%
Bell Road	5,015	11.0%	784,292	22.9%
Bob Stump Memorial Parkway (Loop 303)	3,845	8.5%	234,465	6.9%
44th Street	2,586	5.7%	250,859	7.3%
7th Street	1,524	3.4%	493,428	14.4%
Price Freeway (SE Loop 101)	1,265	2.8%	468,467	13.7%
Arizona Avenue/Country Club	1,130	2.5%	194,856	5.7%
Santan Freeway (SE Loop 202)	1,056	2.3%	686,452	20.1%
Chandler Blvd	1,056	2.3%	435,321	12.7%
7th Avenue	741	1.6%	403,628	11.8%
Central Avenue	699	1.5%	331,264	9.7%
32nd Street	450	1.0%	293,585	8.6%
Cave Creek Road	320	0.7%	246,642	7.2%

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

Avg. Miles/Day Driving: 0:25 → 14.6 (Homeowners Planning to Buy New Fence or Deck next 12mos)

0:59 → 34.4 (PHX)

■ Homeowners Planning to Buy New Fence or Deck next 12mos ■ PHX

Top-26 Residential Zip Codes: Adults 35 or older

85193	7,644	16.82%	[illegible]	[illegible]
85541	6,375	14.03%	67,016	1.96%
85207	3,828	8.42%	33[illegible]	[illegible]
85308	3,774	8.30%	1[illegible]	[illegible]
85250	3,602	7.93%	[illegible]	[illegible]
85374	3,425	7.54%	62,065	1.82%
85257	2,804	6.17%	37[illegible]	[illegible]
85901	2,393	5.27%	[illegible]	[illegible]
85225	2,212	4.87%	46,1[illegible]	1.35%
86001	2,064	4.54%	[illegible]	[illegible]
85035	1,376	3.03%	[illegible]	[illegible]
85323	1,124	2.47%	40,[illegible]	1.19%
85345	735	1.62%	47,2[illegible]	1.38%
85338	586	1.29%	55,22[illegible]	1.62%
85249	442	0.97%	[illegible]	[illegible]
85361	420	0.92%	[illegible]	[illegible]
85387	386	0.85%	34[illegible]	[illegible]
85283	383	0.84%	2[illegible]	[illegible]
85286	345	0.76%	43[illegible]	1.26%
85266	329	0.72%	[illegible]	[illegible]
85014	279	0.61%	[illegible]	[illegible]
85138	269	0.59%	61,33[illegible]	1.79%
85255	264	0.58%	[illegible]	[illegible]
85032	171	0.38%	51,0[illegible]	1.49%
85033	95	0.21%	26[illegible]	[illegible]
85533	54	0.12%	[illegible]	[illegible]

Top-26 Employment Zip Codes: Adults 35 or older

85541	4,158	9.15%	15[illegible]	[illegible]
85034	3,828	8.42%	20[illegible]	[illegible]
85308	3,774	8.30%	14[illegible]	[illegible]
85250	3,602	7.93%	7[illegible]	[illegible]
85374	3,425	7.54%	8[illegible]	[illegible]
86025	2,393	5.27%	[illegible]	[illegible]
85225	2,212	4.87%	15[illegible]	[illegible]
86001	2,064	4.54%	[illegible]	[illegible]
85338	1,710	3.76%	20[illegible]	[illegible]
85283	478	1.05%	[illegible]	[illegible]
85249	442	0.97%	[illegible]	[illegible]
85362	420	0.92%	[illegible]	[illegible]
85387	386	0.85%	23,9[illegible]	0.70%
85004	279	0.61%	33,732	0.99%
85044	269	0.59%	11[illegible]	[illegible]
85032	171	0.38%	59,459	1.74%
85301	42	0.09%	1[illegible]	[illegible]
86442	0	0.00%	25,9[illegible]	0.76%
86440	0	0.00%	[illegible]	[illegible]
86404	0	0.00%	[illegible]	[illegible]
86403	0	0.00%	7[illegible]	[illegible]
86401	0	0.00%	[illegible]	[illegible]
86351	0	0.00%	[illegible]	[illegible]
86336	0	0.00%	[illegible]	[illegible]
86334	0	0.00%	7[illegible]	[illegible]
86326	0	0.00%	[illegible]	[illegible]

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PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35

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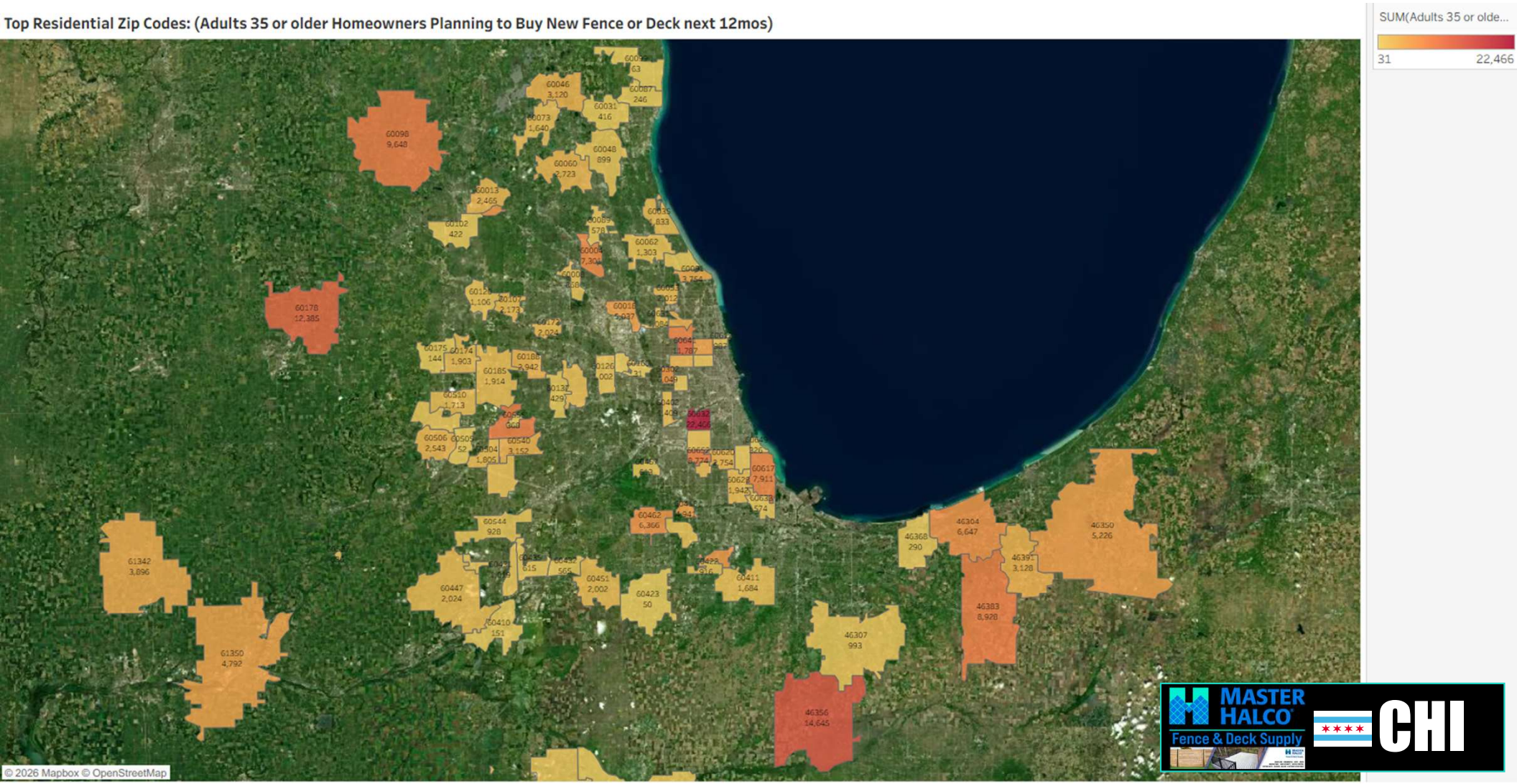
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

Top Residential Zip Codes: (Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos)



MASTER HALCO
Fence & Deck Supply
CHI

CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 146

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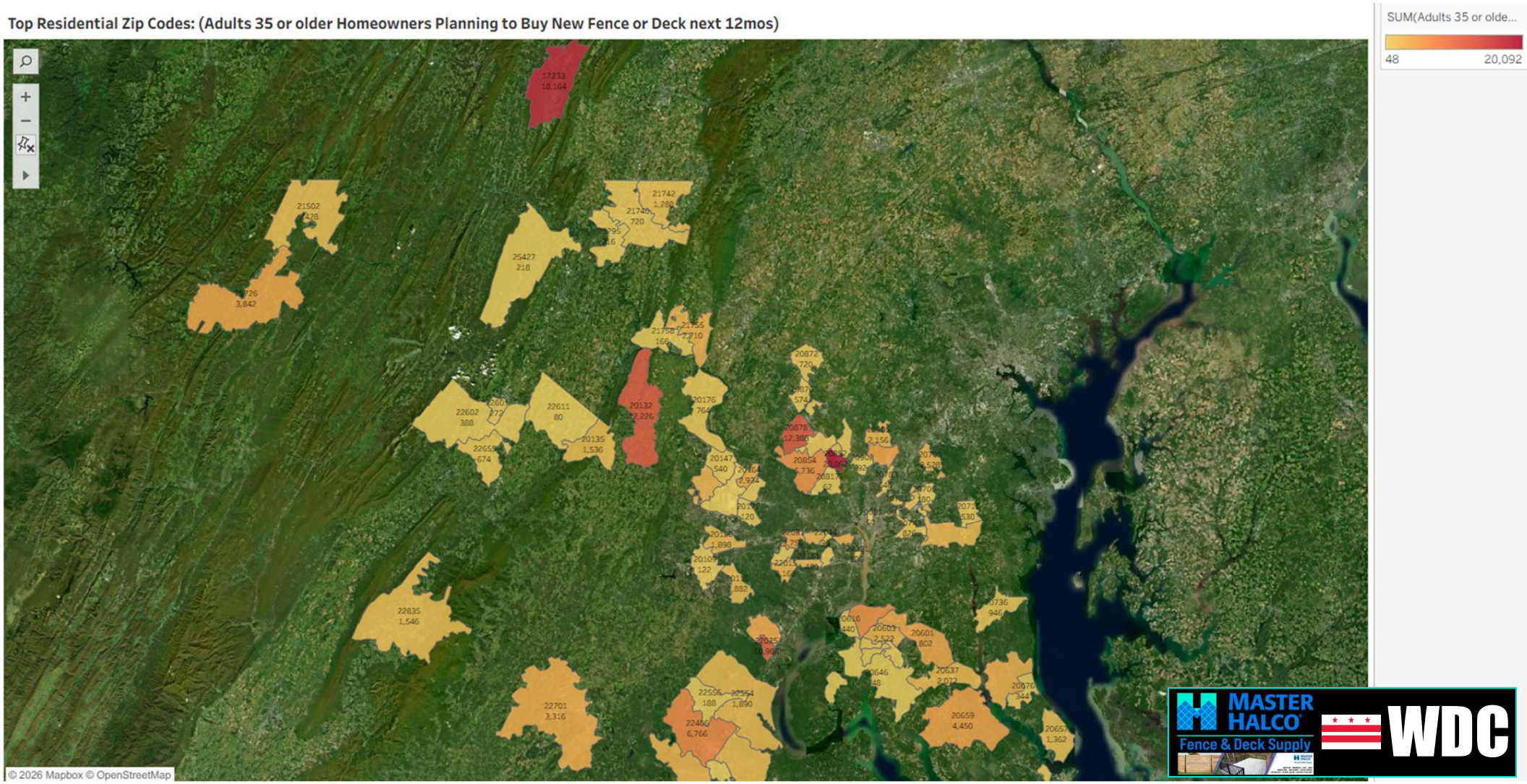
Top Residential Zip Codes: (Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos)



WDC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 132

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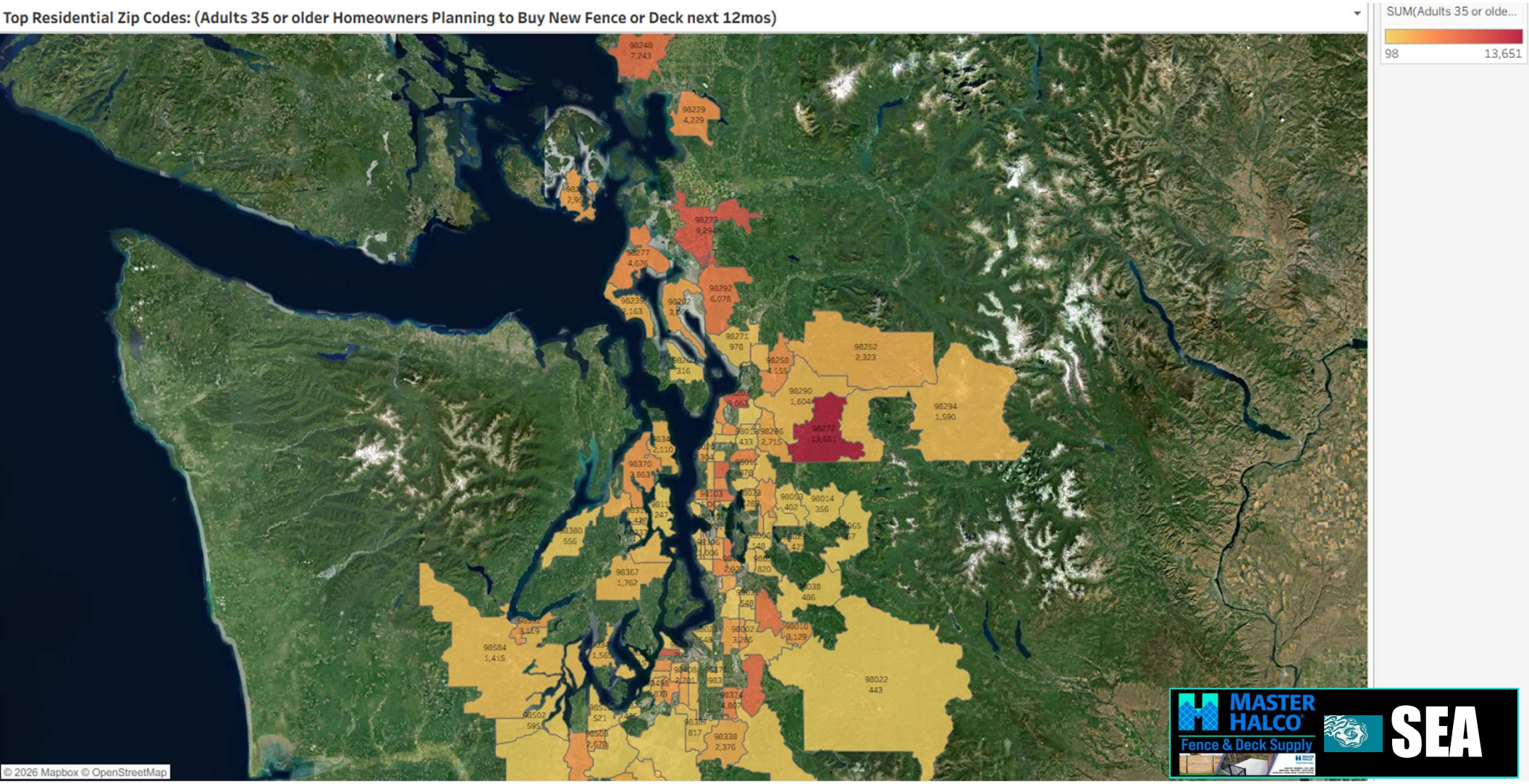
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

Top Residential Zip Codes: (Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos)



MASTER HALCO Fence & Deck Supply
SEA

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 259

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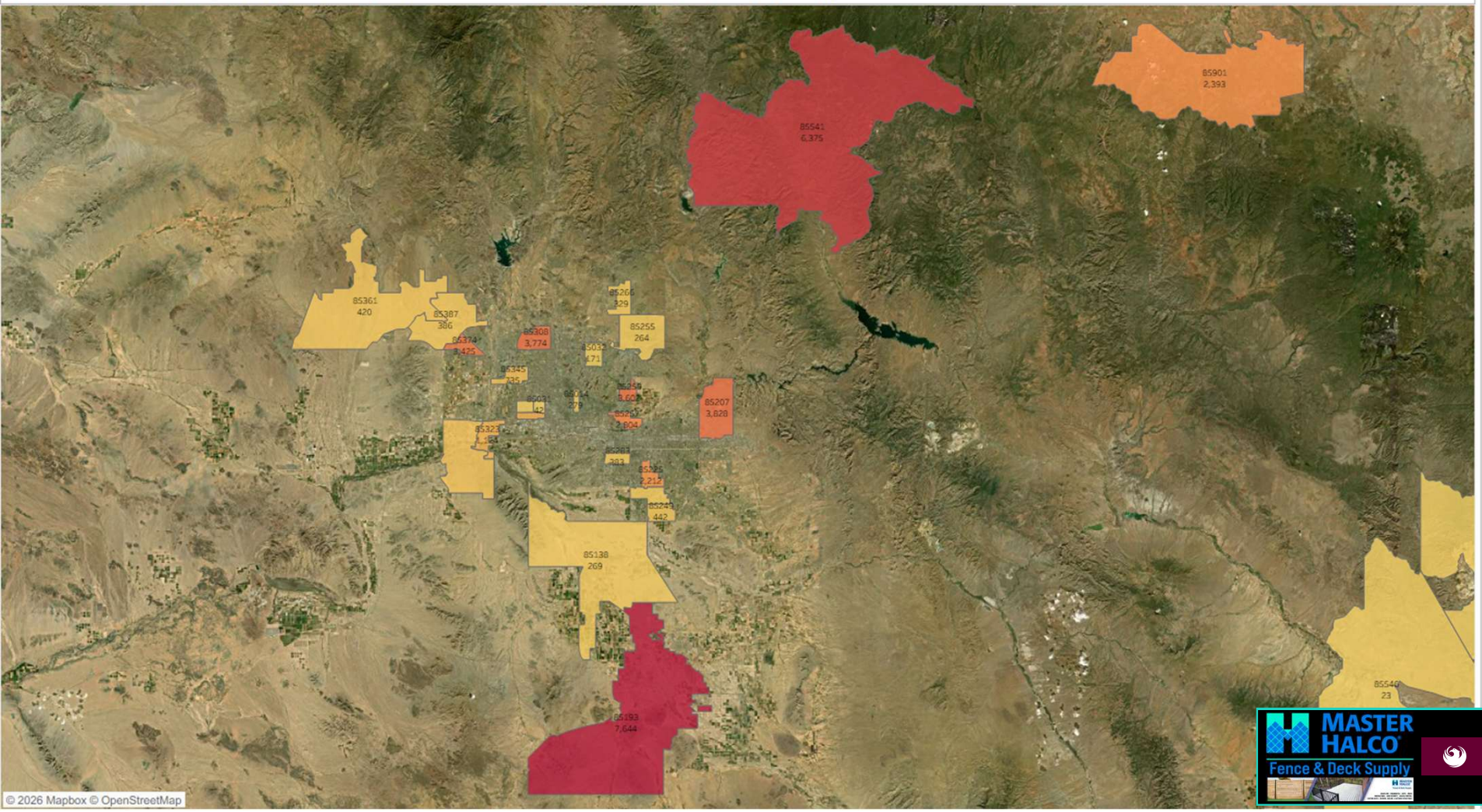
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

Top Residential Zip Codes: (Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos)



MASTER HALCO
Fence & Deck Supply
PHX

PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35

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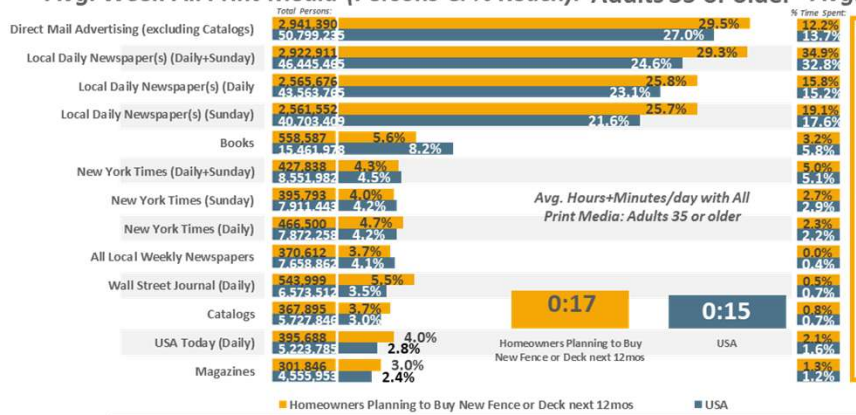
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

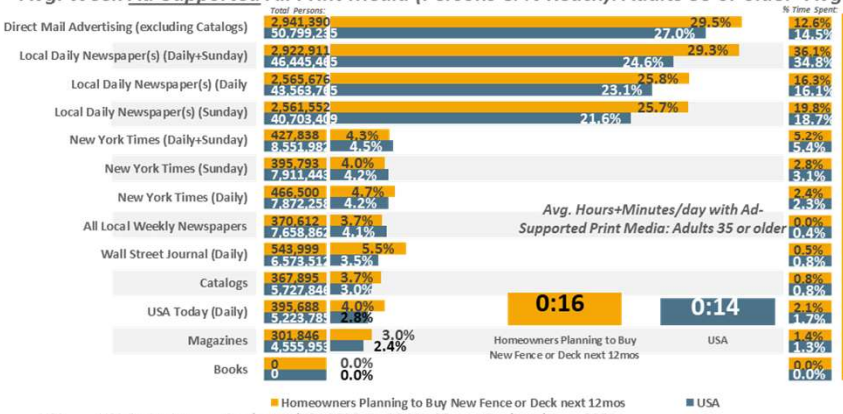
2,922,911 or 29.3% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.8 minutes every day representing 36.1% of all time spent daily with All forms of Print Medi

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



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

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



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

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986

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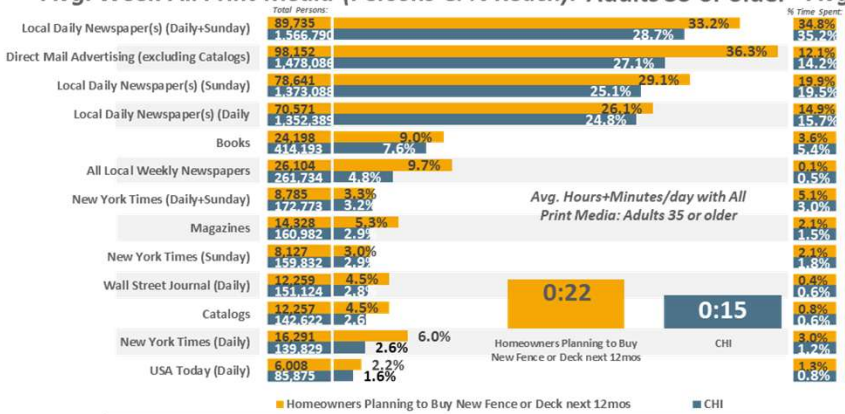
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

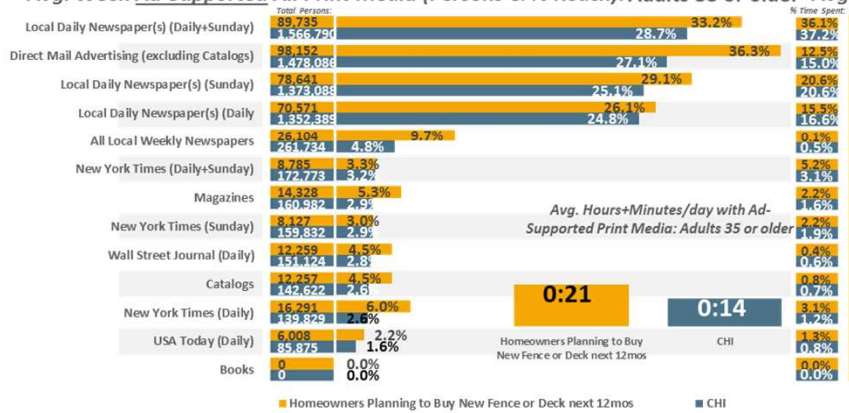
89,735 or 33.2% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14. minutes every day representing 36.1% of all time spent daily with All forms of Print Media.

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

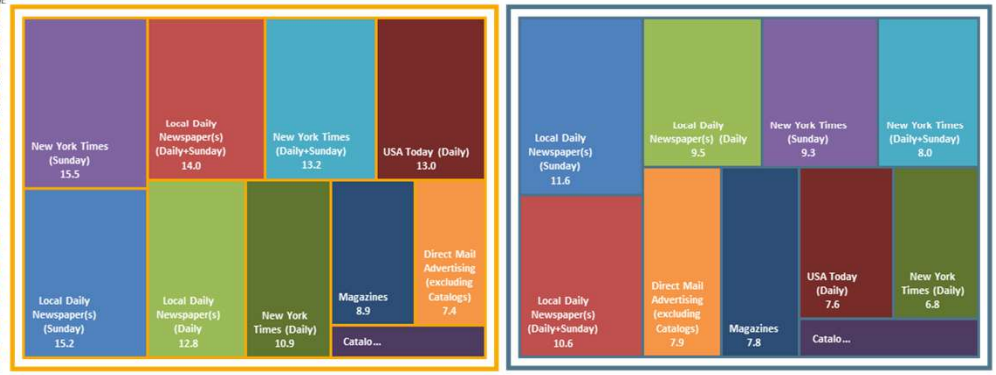


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 146

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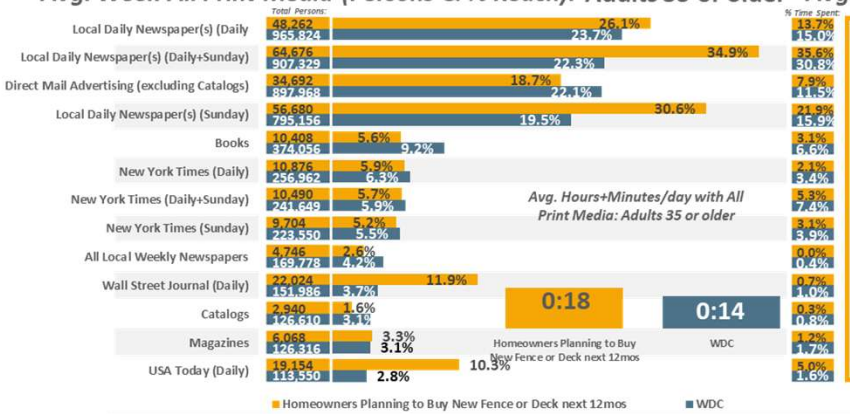
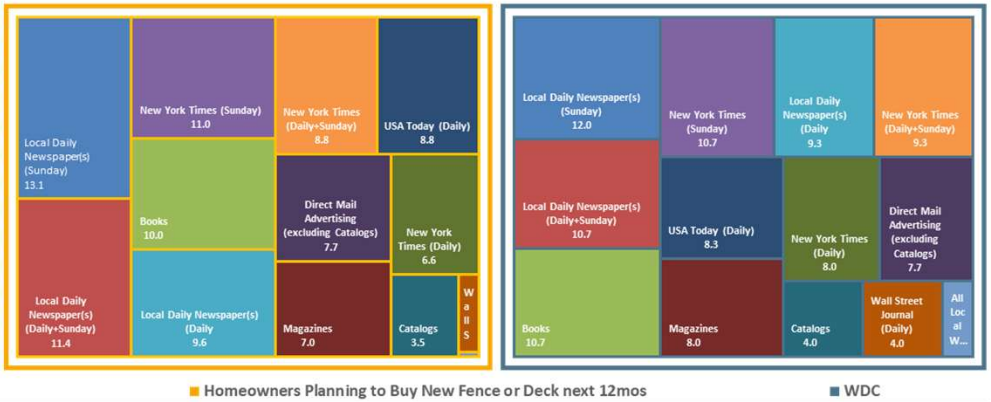
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

64,676 or 34.9% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.4 minutes every day representing 36.8% of all time spent daily with All forms of Print Media.

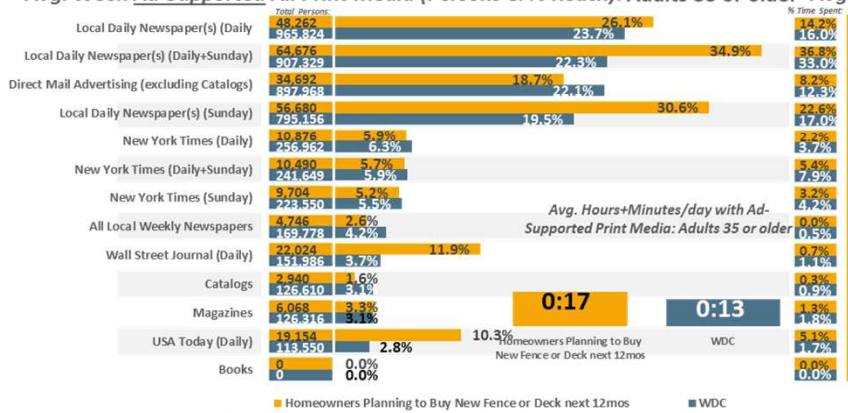
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



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



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



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

WDC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab 132

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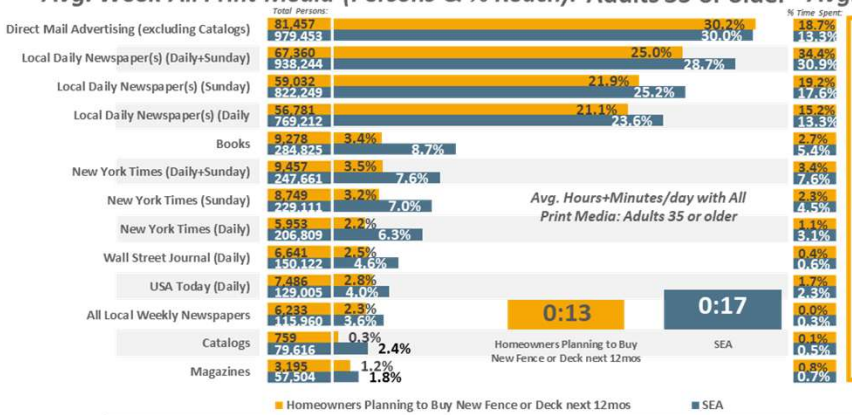
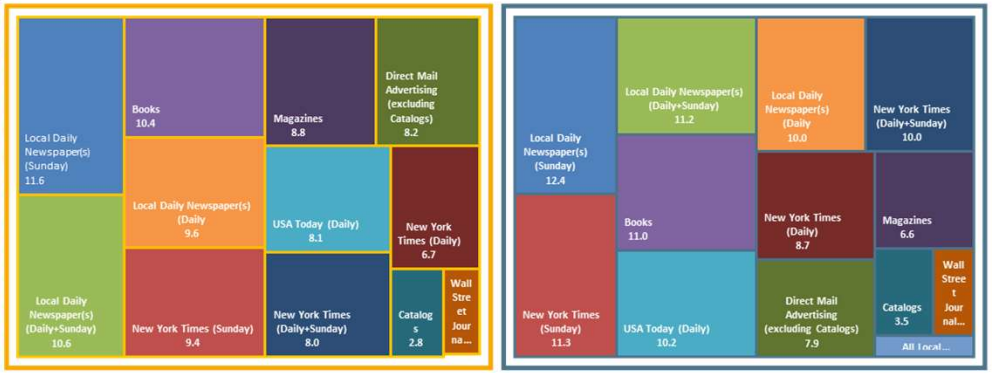
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

67,360 or 25.% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 35.4% of all time spent daily with All forms of Print Media.

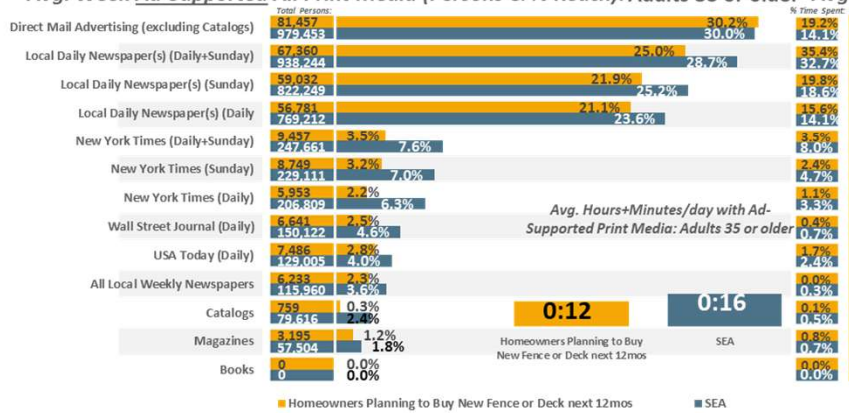
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



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



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



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

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 259

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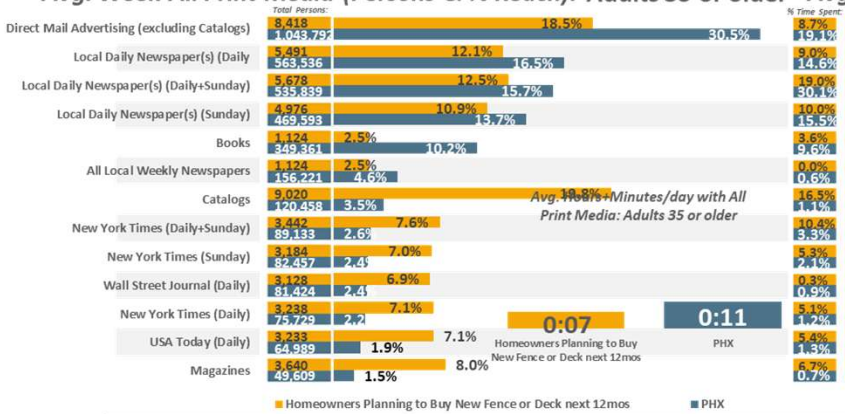
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

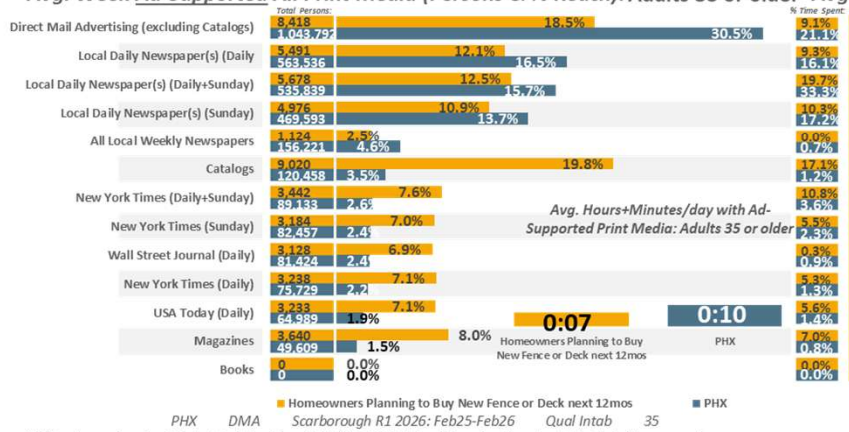
5,678 or 12.5% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.1 minutes every day representing 19.7% of all time spent daily with All forms of Print Media.

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

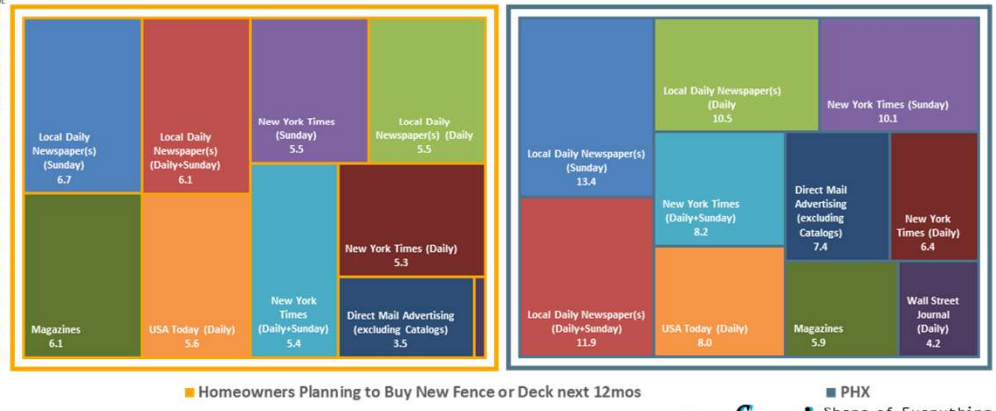


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 35

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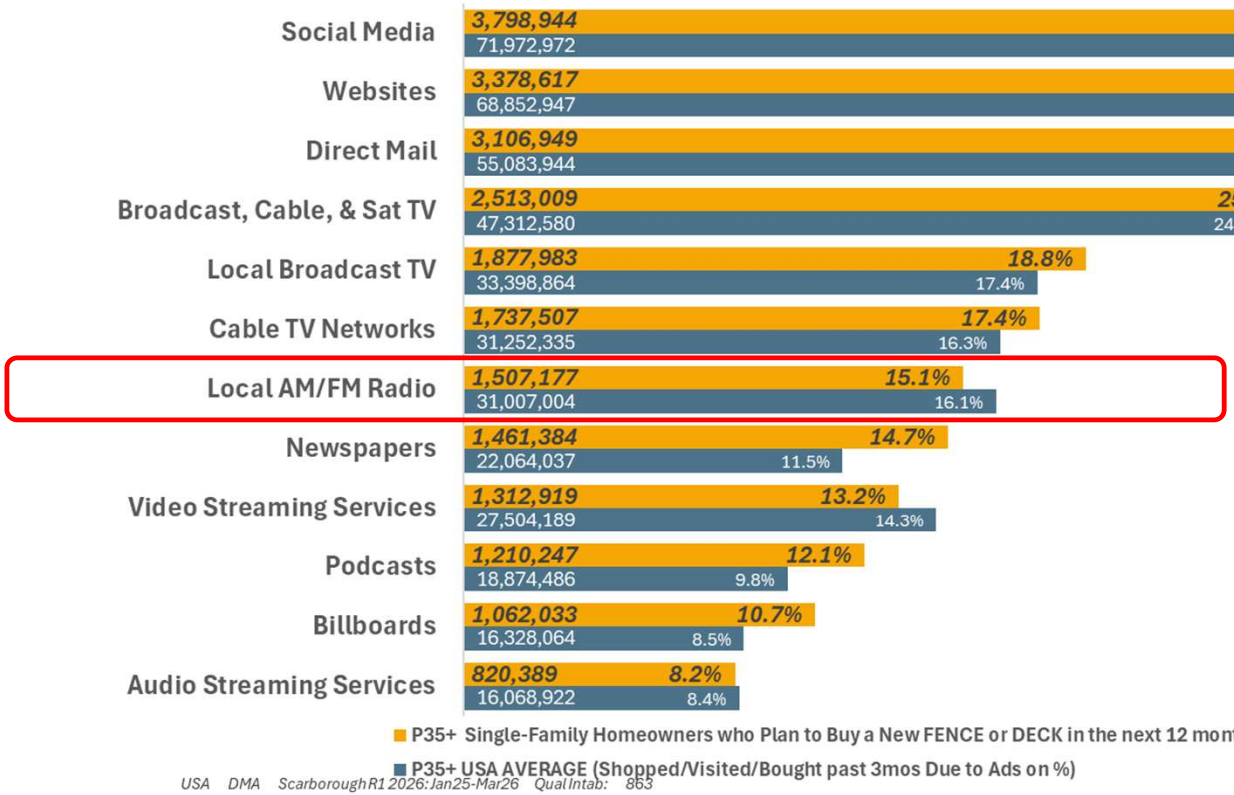
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

MASTER HALCO Fence & Deck Supply

USA

"Advertising Actions"

P35+ Single-Family Homeowners who Plan to Buy a New FENCE or DECK in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.1% of USA DMA P35+ Single-Family Homeowners who Plan to Buy a New FENCE or DECK in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -6% Below the USA DMA Market Average of 16.1%.

USA

USA DMA ScarboroughR1 2026:Jan25-Mar26 Qual Intab: 863

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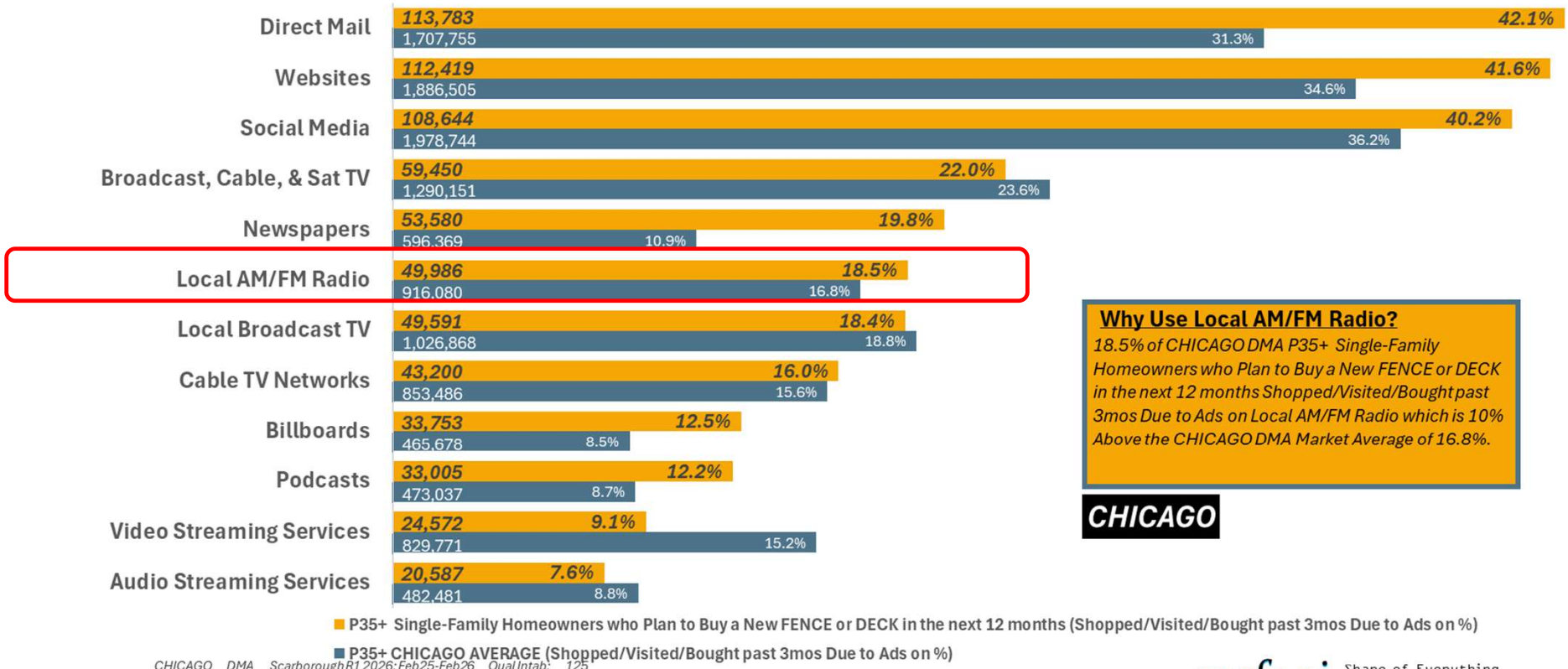
MASTER HALCO Fence & Deck Supply — CHI

"Advertising Actions"

P35+ Single-Family Homeowners who Plan to Buy a New FENCE or DECK in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.5% of CHICAGO DMA P35+ Single-Family Homeowners who Plan to Buy a New FENCE or DECK in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 10% Above the CHICAGO DMA Market Average of 16.8%.

CHICAGO

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 125

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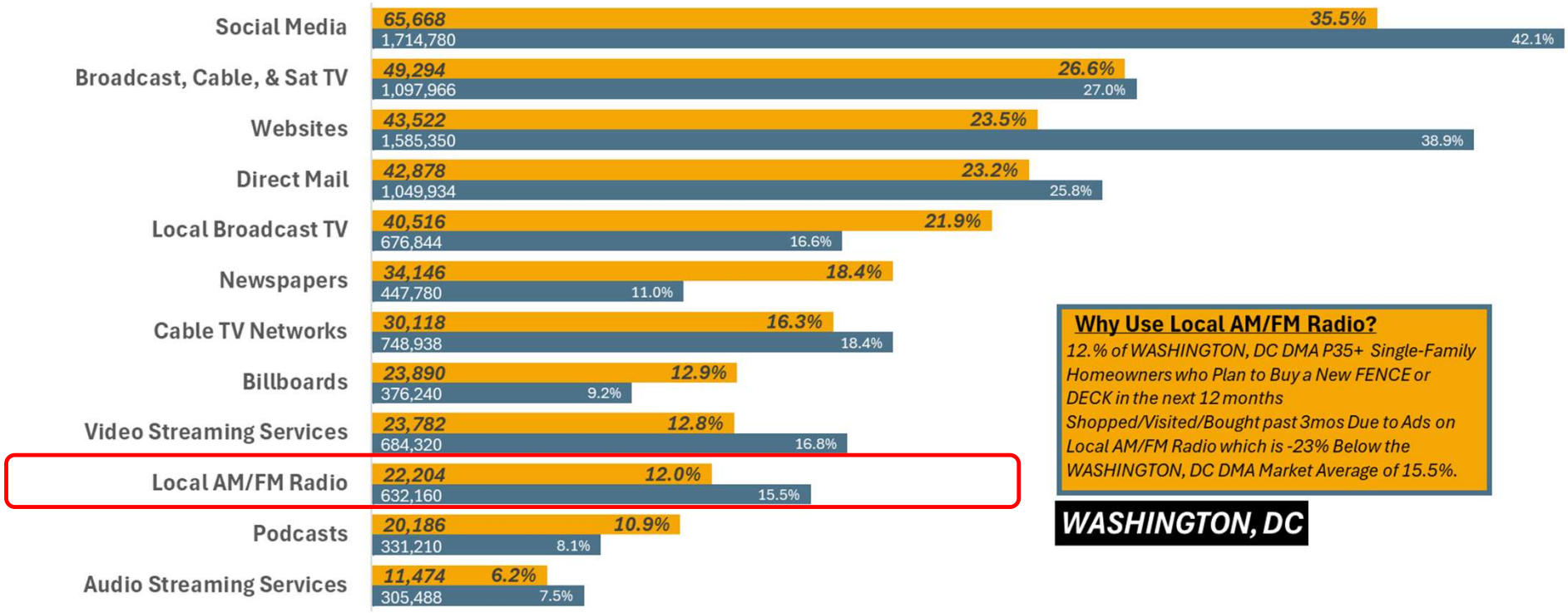
MASTER HALCO Fence & Deck Supply

WDC

"Advertising Actions"

P35+ Single-Family Homeowners who Plan to Buy a New FENCE or DECK in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

12.% of WASHINGTON, DC DMA P35+ Single-Family Homeowners who Plan to Buy a New FENCE or DECK in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -23% Below the WASHINGTON, DC DMA Market Average of 15.5%.

WASHINGTON, DC

■ P35+ Single-Family Homeowners who Plan to Buy a New FENCE or DECK in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R2 2025: Mar25-Aug25 Qual Intab: 114

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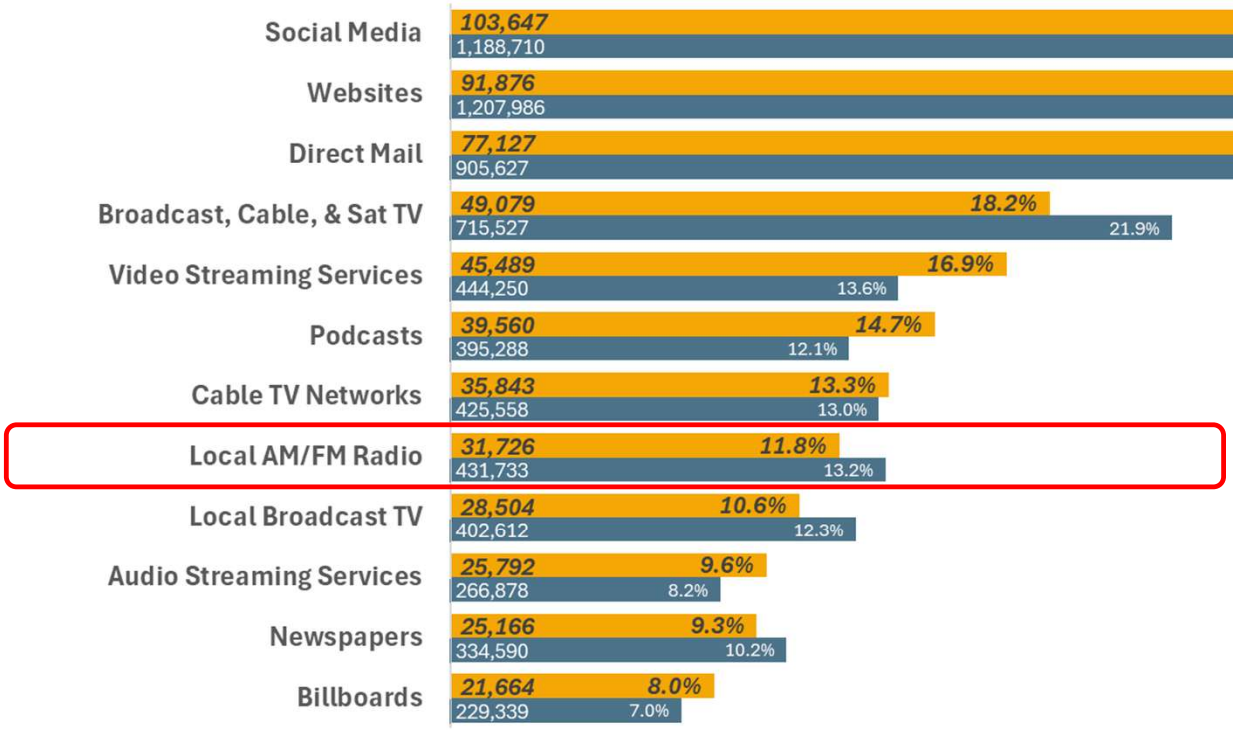
[((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking)]

MASTER HALCO Fence & Deck Supply

SEA

"Advertising Actions"

P35+ Single-Family Homeowners who Plan to Buy a New FENCE or DECK in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

11.8% of SEATTLE-TACOMA DMA P35+ Single-Family Homeowners who Plan to Buy a New FENCE or DECK in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -11% Below the SEATTLE-TACOMA DMA Market Average of 13.2%.

SEATTLE-TACOMA

■ P35+ Single-Family Homeowners who Plan to Buy a New FENCE or DECK in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 235

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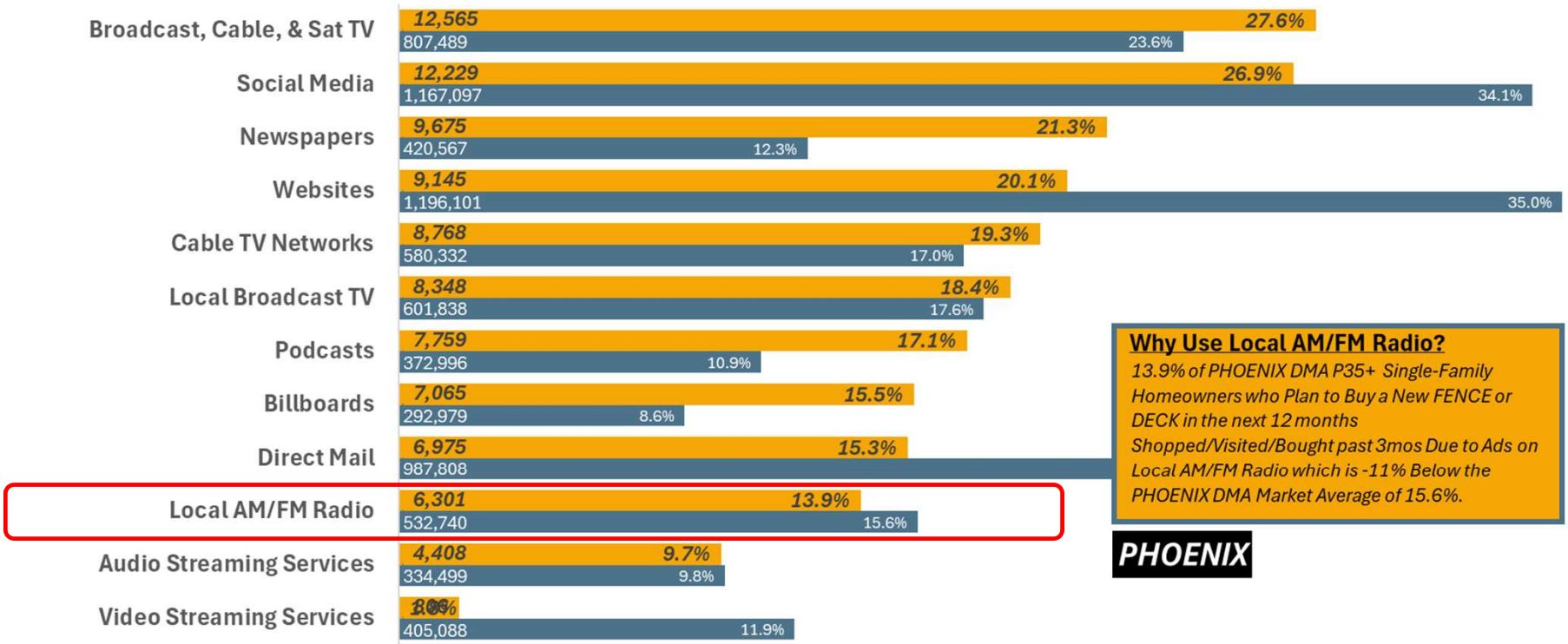
MASTER HALCO Fence & Deck Supply

PHX

"Advertising Actions"

P35+ Single-Family Homeowners who Plan to Buy a New FENCE or DECK in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.9% of PHOENIX DMA P35+ Single-Family Homeowners who Plan to Buy a New FENCE or DECK in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -11% Below the PHOENIX DMA Market Average of 15.6%.

PHOENIX

■ P35+ Single-Family Homeowners who Plan to Buy a New FENCE or DECK in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 30

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