

USA+4 DMAs – P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12 months!

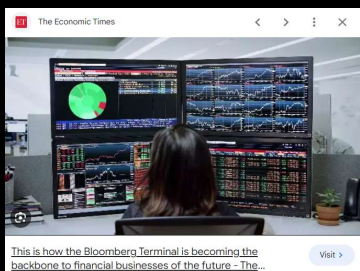
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P35+ Single-Family Homeowners who Spent \$5,000+ on HVAC System Repair or Replacement in the past 12 months as of March 31, 2026.**



P35+



The Master Trust Bank of Japan, Ltd.
日本マスタートラスト信託銀行

NOMURA
ASSET MANAGEMENT



ARISTOTLE
CAPITAL MANAGEMENT

BlackRock



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

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



2.6% or 5,041,771 of USA DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Typical Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 59.4 years old (3.4% older than average) and have a \$171,098 (40.7% higher than average) annual household income.

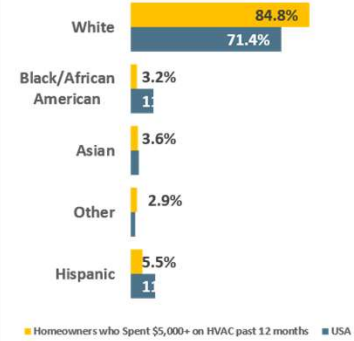
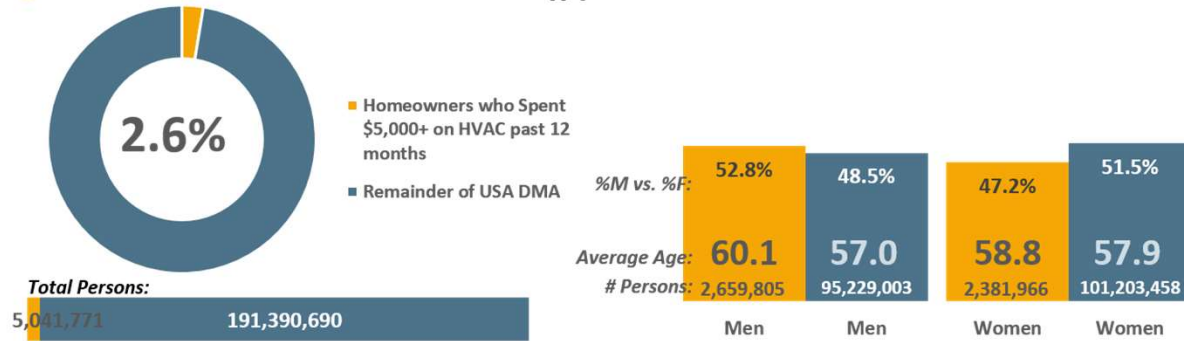


Percent of Market: Adults 35 or older

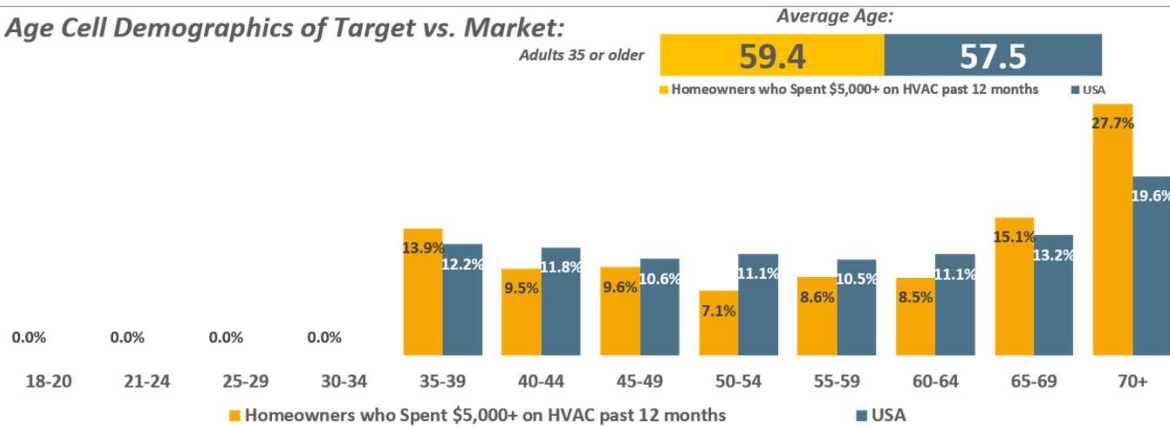


Gender of Target vs. Market: Adults 35 or older

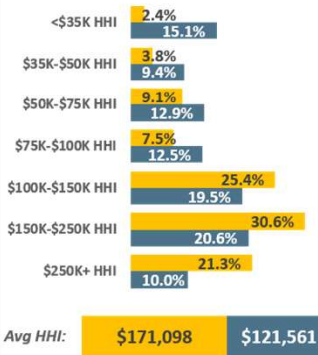
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





2.3% or 124,289 of CHI DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Typical Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 58.7 years old (2.9% older than average) and have a \$153,695 (36.8% higher than average) annual household income.



Percent of Market: Adults 35 or older



Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:

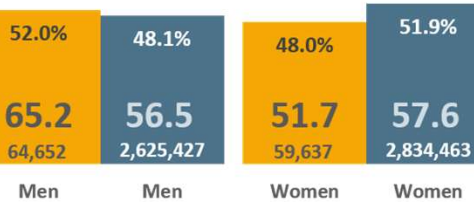


■ Homeowners who Spent \$5,000+ on HVAC past 12 months
■ Remainder of CHI DMA

%M vs. %F:

Average Age:

Persons:



Total Persons:

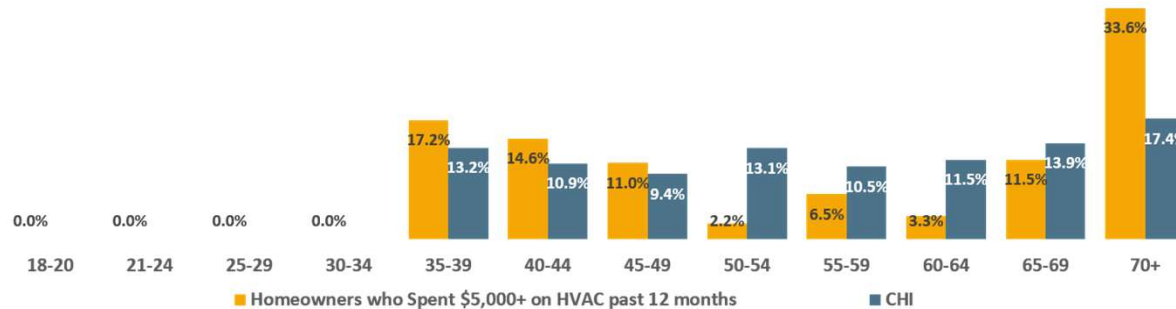


Age Cell Demographics of Target vs. Market:

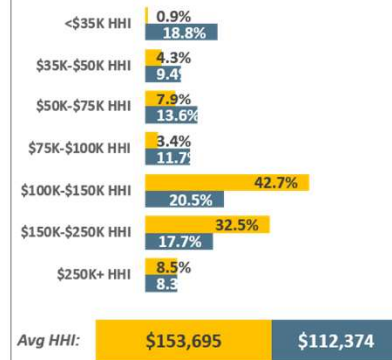
Average Age:

Adults 35 or older

■ Homeowners who Spent \$5,000+ on HVAC past 12 months ■ CHI



HHI of Target vs. Market:



Avg HHI:

\$153,695 \$112,374

CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 70
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



3.0% or 124,447 of WDC DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Typical Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 58. years old (2.5% older than average) and have a \$230,094 (54.6% higher than average) annual household income.

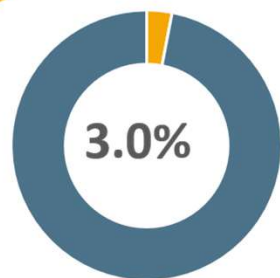


Percent of Market: Adults 35 or older



Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:



■ Homeowners who Spent \$5,000+ on HVAC past 12 months
■ Remainder of WDC DMA

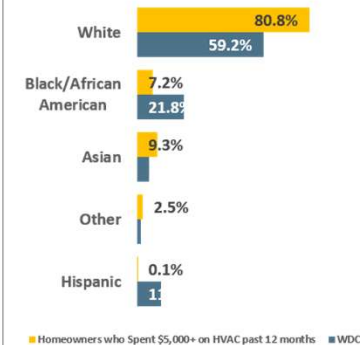
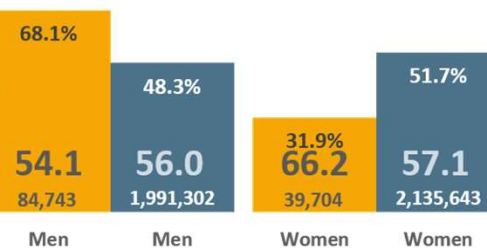
Total Persons:

124,447 4,002,498

%M vs. %F:

Average Age:

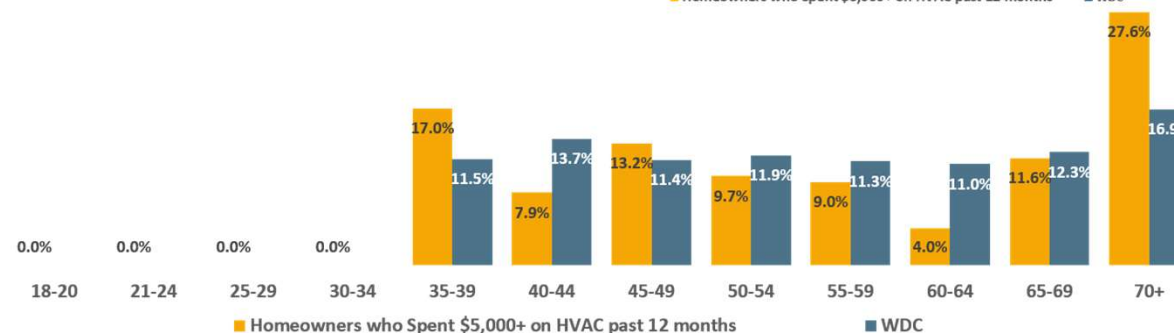
Persons:



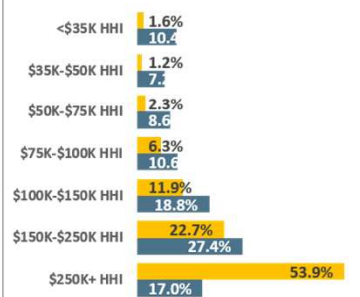
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 35 or older



HHI of Target vs. Market:



Avg HHI: \$230,094 \$148,836



2.6% or 85,376 of SEA DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Typical Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 62.5 years old (10.2% older than average) and have a \$172,354 (29.5% higher than average) annual household income.

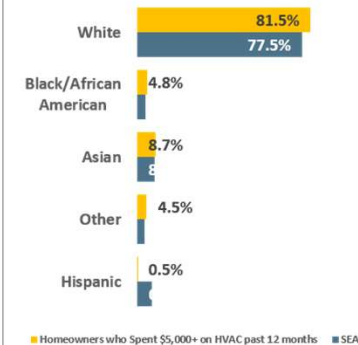
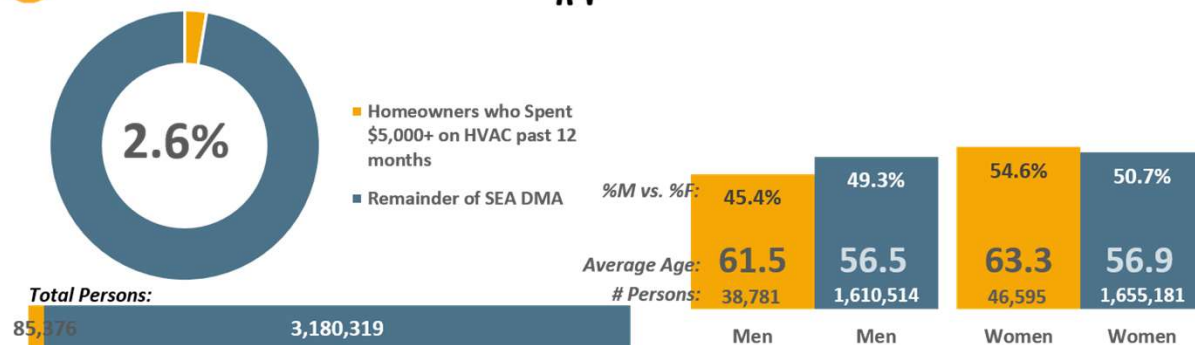


Percent of Market: Adults 35 or older



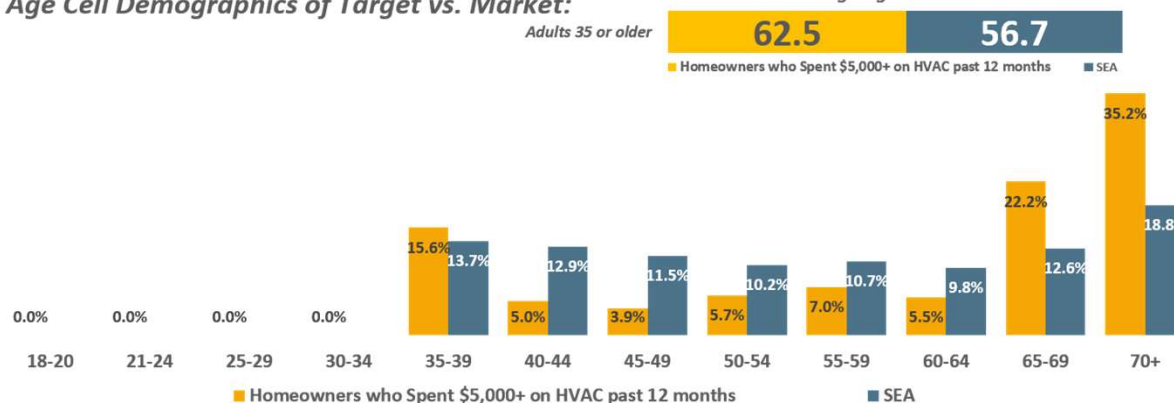
Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:

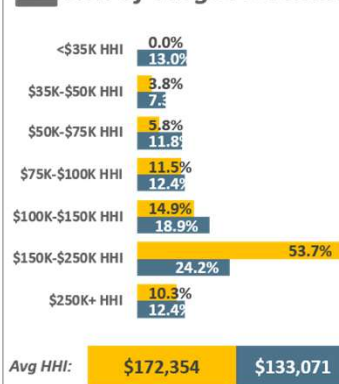


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





2.5% or 86,928 of PHX DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Typical Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 59.4 years old (2.3% older than average) and have a \$162,788 (44.7% higher than average) annual household income.

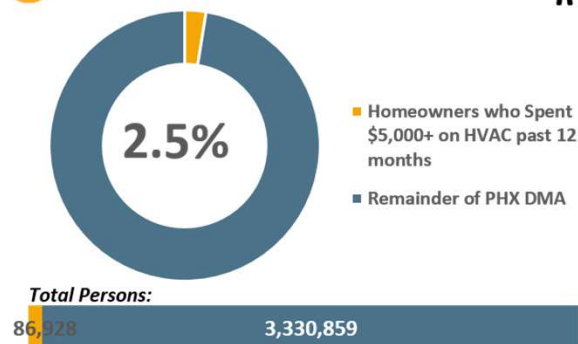


Percent of Market: Adults 35 or older



Gender of Target vs. Market: Adults 35 or older

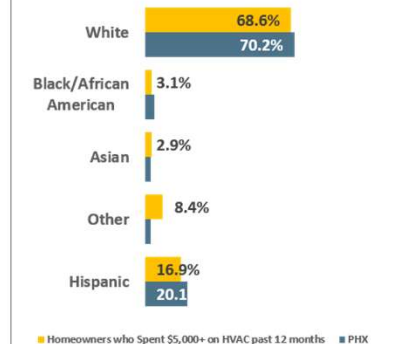
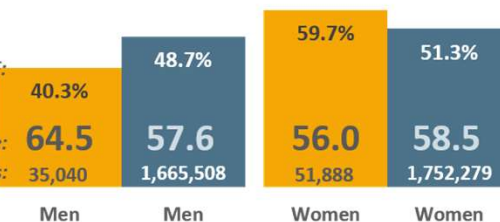
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

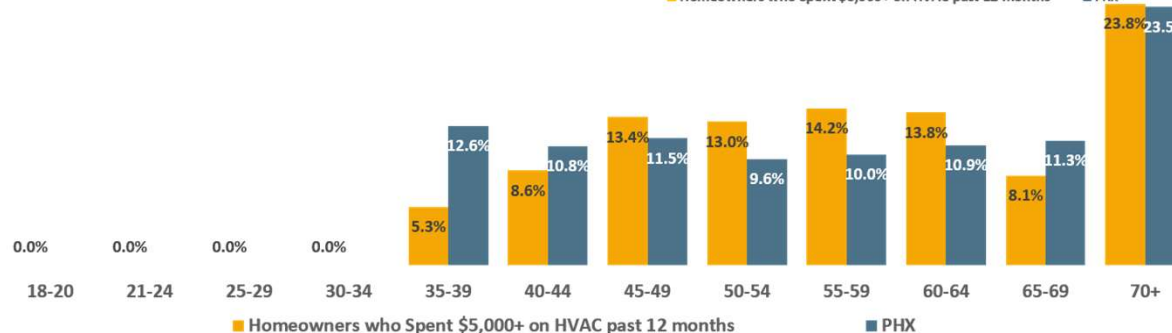
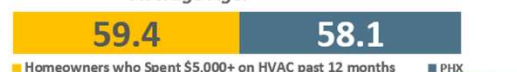
Persons:



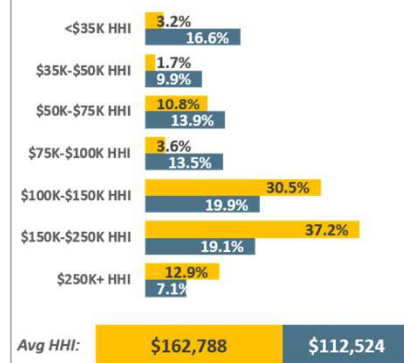
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 35 or older



HHI of Target vs. Market:



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 50
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

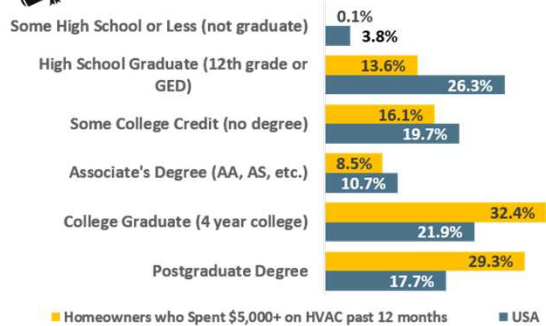
[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:\$5,000 or more]]



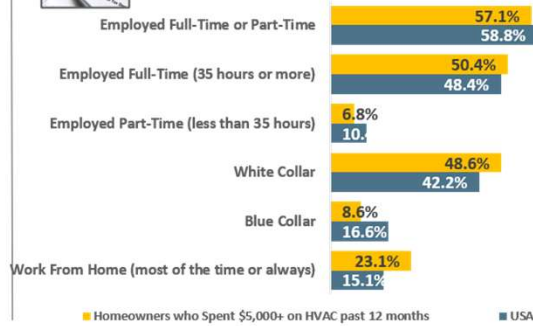
2.6% or 5,041,771 of USA DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12...
Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 55.8% more likely to be a college graduate, 4.1% more likely to work full-time, 28.2% more likely to be married, 8.8% more likely to be a grandparent of 1 or more children under 18



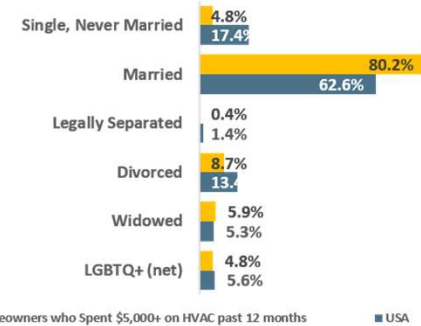
Education Levels: Adults 35 or older



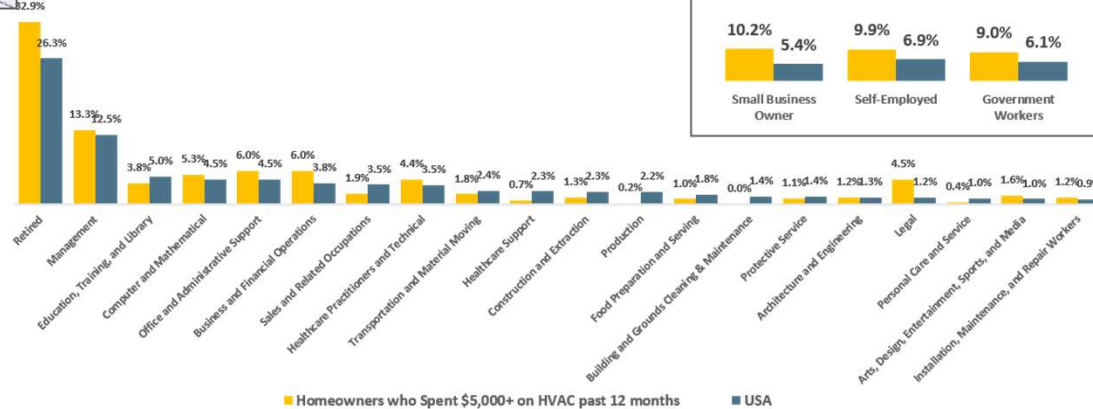
Employment: Adults 35 or older



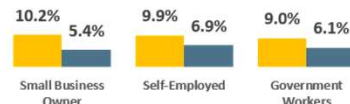
Marital Status: Adults 35 or older



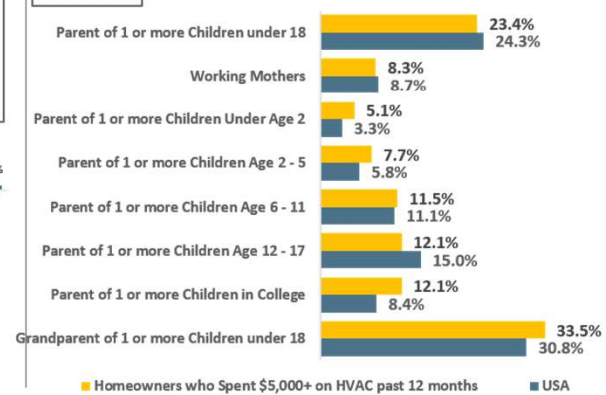
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

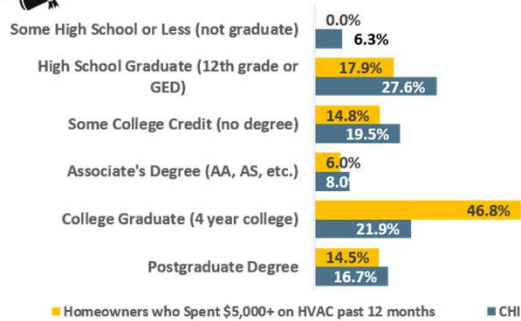




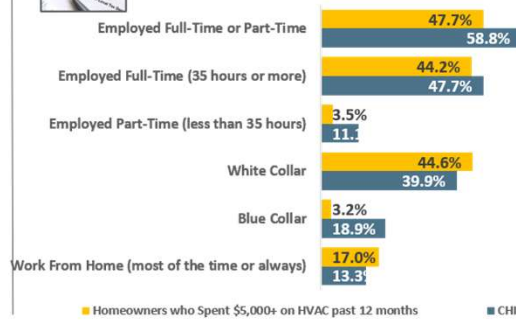
2.3% or 124,289 of CHI DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12... Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 59.2% more likely to be a college graduate, 7.3% less likely to work full-time, 32.9% more likely to be married, 22.1% less likely to be a grandparent of 1 or more children under 1



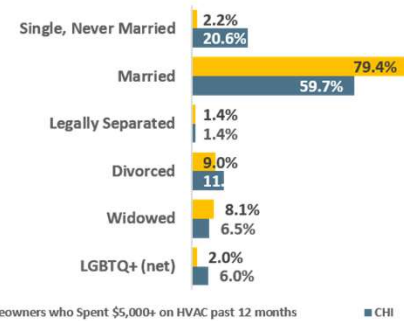
Education Levels: Adults 35 or older



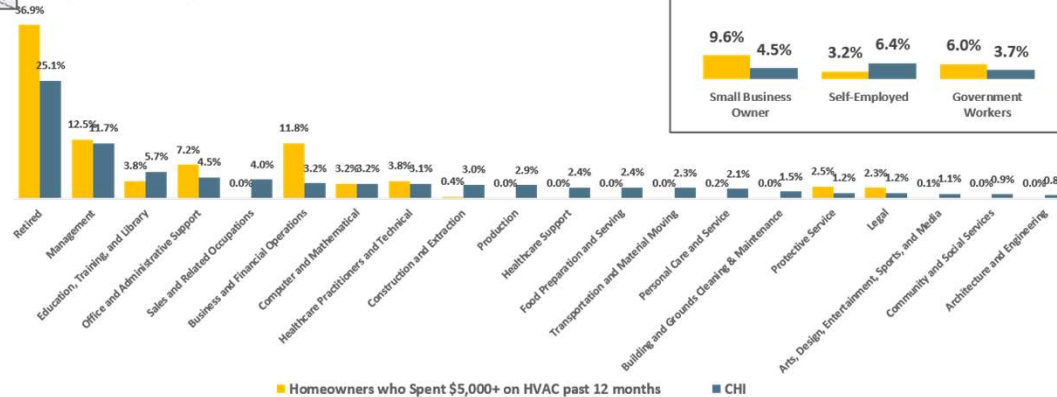
Employment: Adults 35 or older



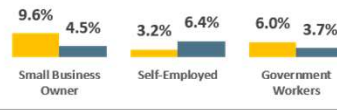
Marital Status: Adults 35 or older



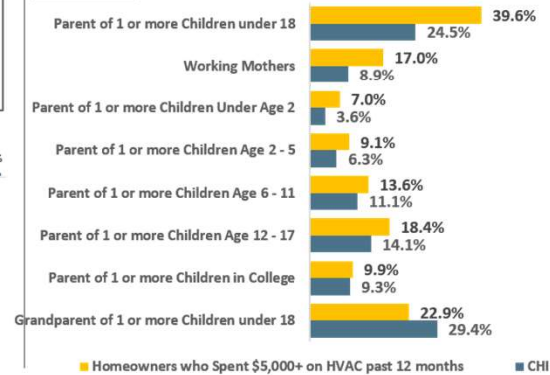
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

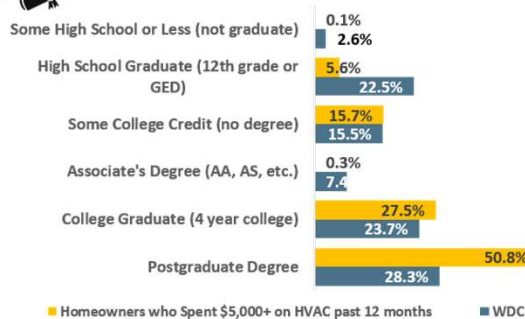




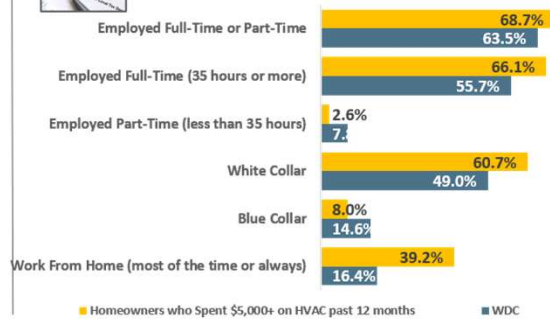
3.3% or 124,447 of WDC DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12... Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 50.6% more likely to be a college graduate, 18.6% more likely to work full-time, 36.3% more likely to be married, 23.1% more likely to be a grandparent of 1 or more children under



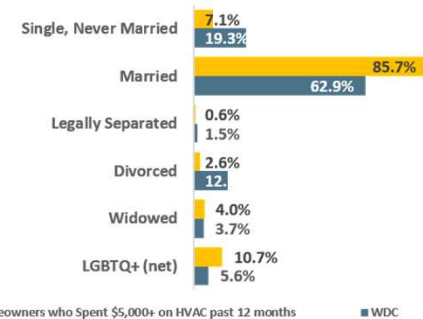
Education Levels: Adults 35 or older



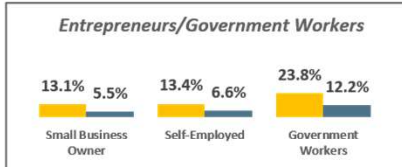
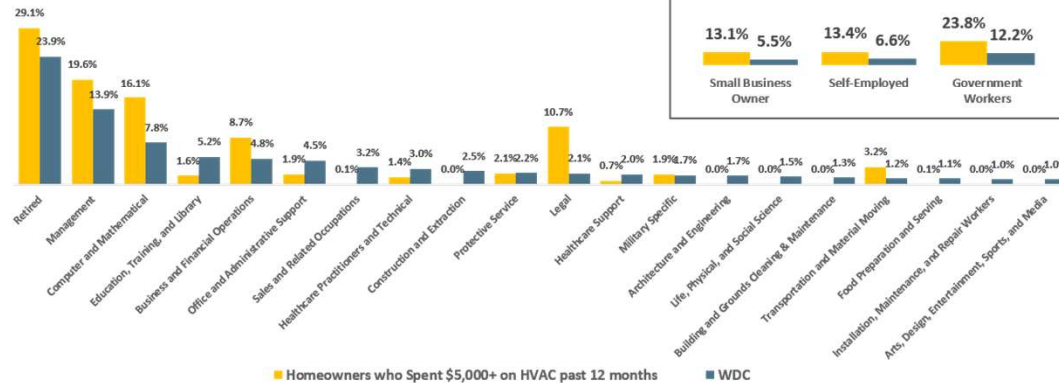
Employment: Adults 35 or older



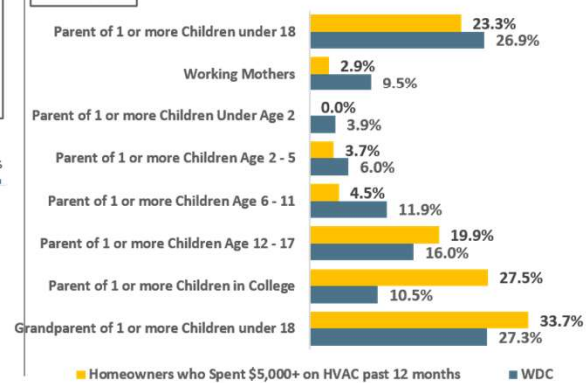
Marital Status: Adults 35 or older



Top-20 Occupations: Adults 35 or older



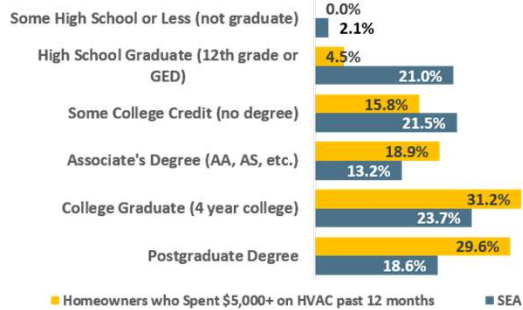
Stage in Life: Adults 35 or older



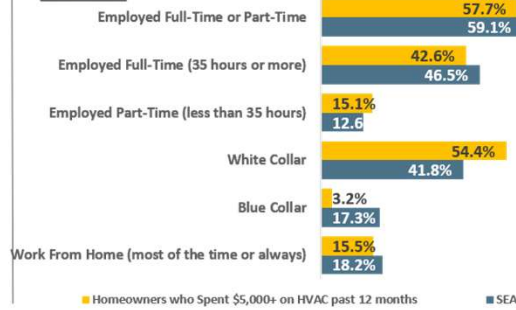


2.6% or 85,376 of SEA DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 43.7% more likely to be a college graduate, 8.5% less likely to work full-time, 9.5% more likely to be married, 74.5% more likely to be a grandparent of 1 or more children under 18

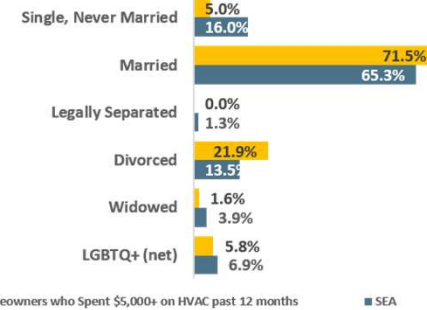
Education Levels: Adults 35 or older



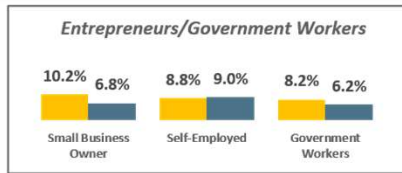
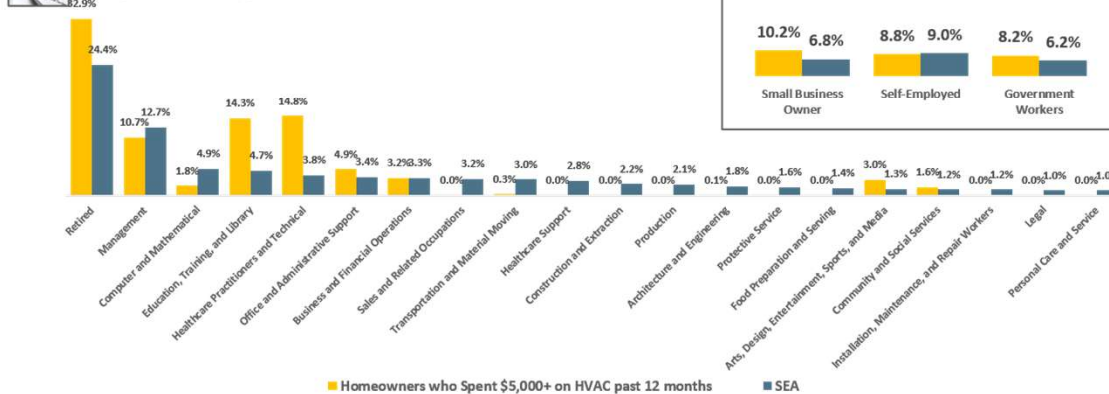
Employment: Adults 35 or older



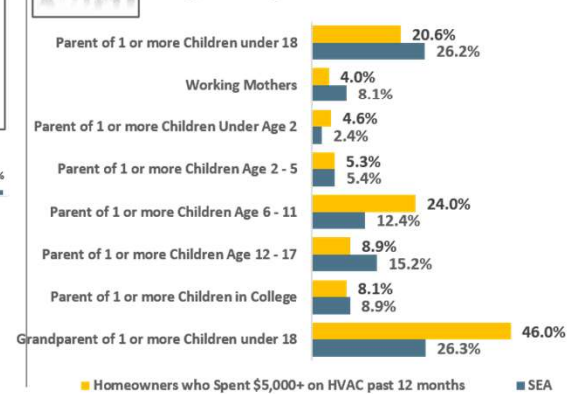
Marital Status: Adults 35 or older



Top-20 Occupations: Adults 35 or older



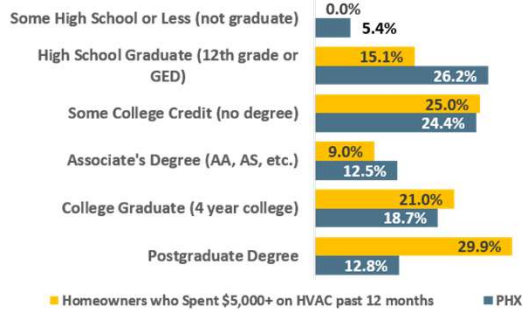
Stage in Life: Adults 35 or older



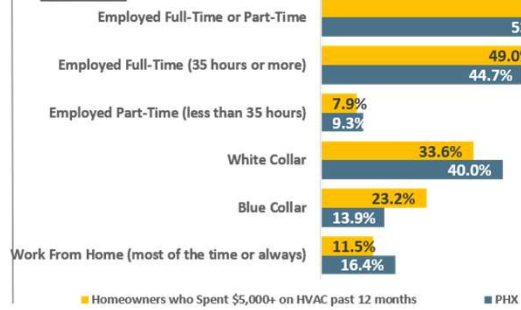


2.5% or 86,928 of PHX DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 61.9% more likely to be a college graduate, 9.7% more likely to work full-time, 41.4% more likely to be married, 1.9% less likely to be a grandparent of 1 or more children under 18

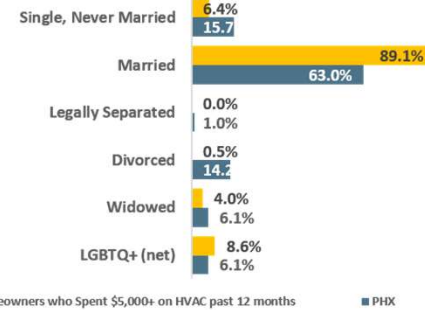
Education Levels: Adults 35 or older



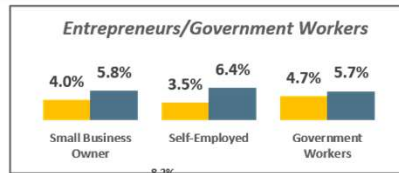
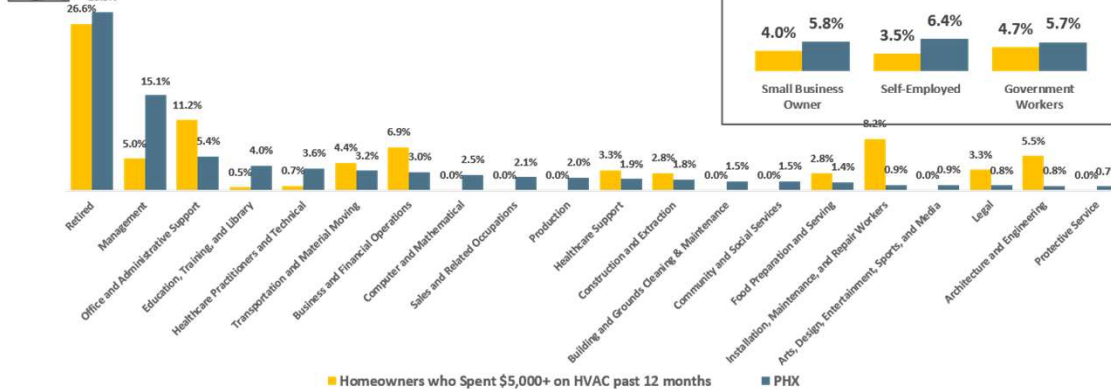
Employment: Adults 35 or older



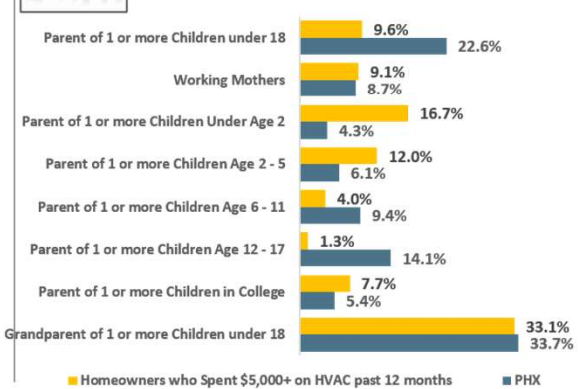
Marital Status: Adults 35 or older



Top-20 Occupations: Adults 35 or older



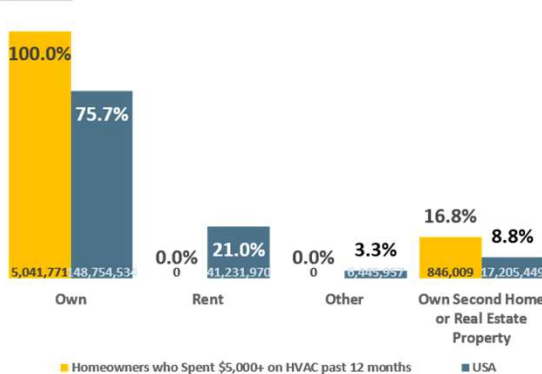
Stage in Life: Adults 35 or older



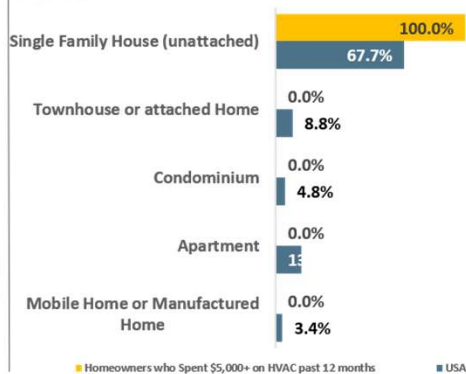


2.6% or 5,041,771 of USA DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12... Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 32.1% more likely to own their home, 31.9% more likely to own a higher valued home, 47.8% more likely to have a single-family home, 28.9% more likely to have a dog.

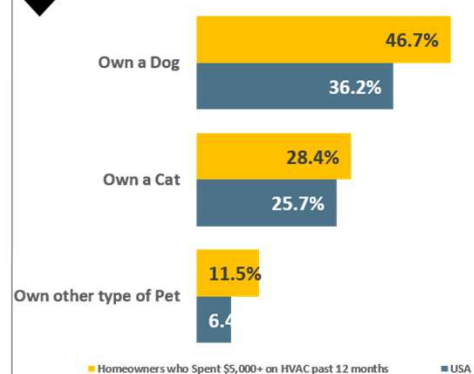
Own/Rent/Other: Adults 35 or older



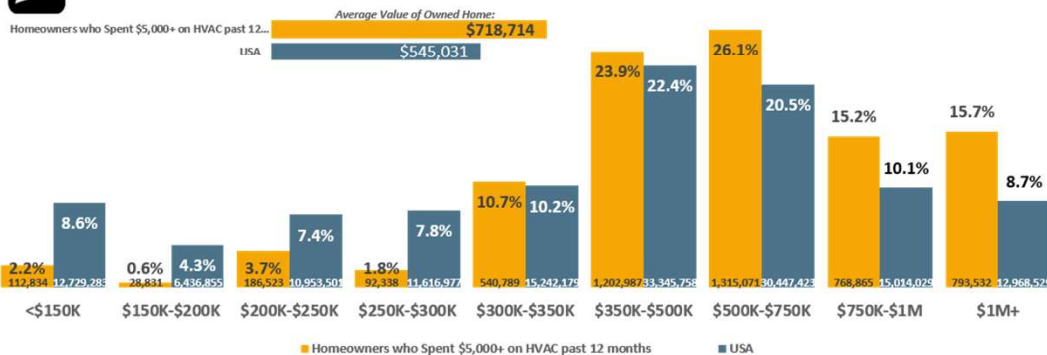
Type of Home: Adults 35 or older



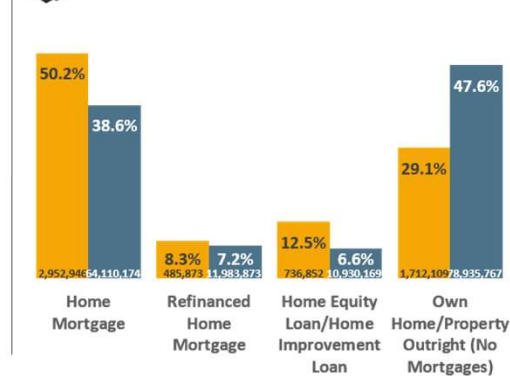
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

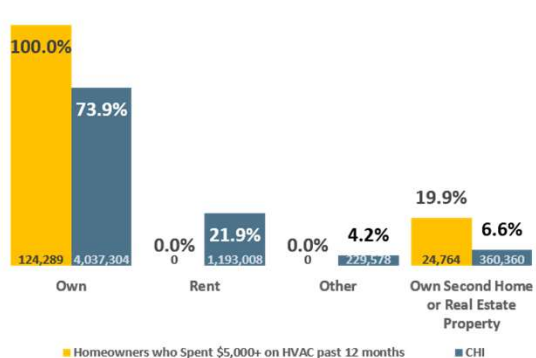




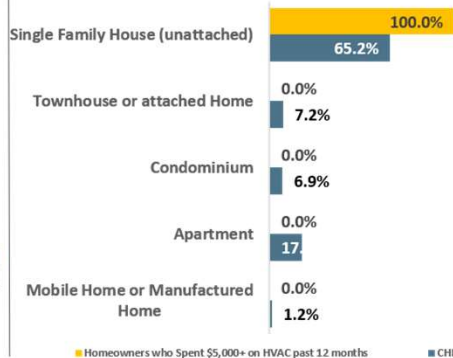
2.3% or 124,289 of CHI DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 35.2% more likely to own their home, 34.7% more likely to own a higher valued home, 53.4% more likely to have a single-family home, 29.3% more likely to have a dog.



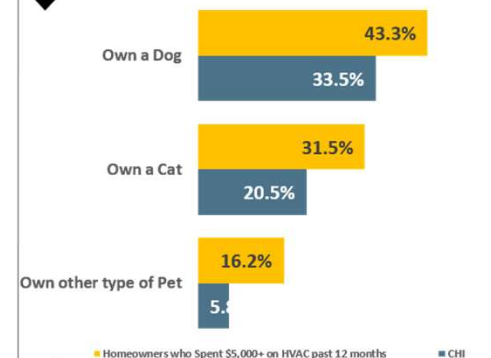
Own/Rent/Other: Adults 35 or older



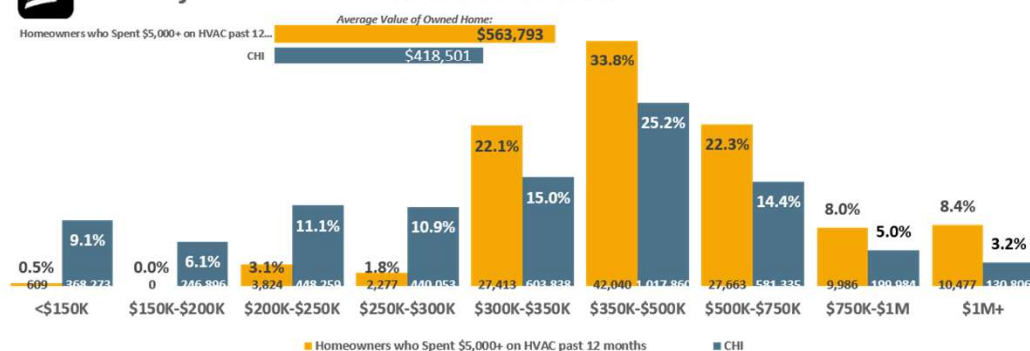
Type of Home: Adults 35 or older



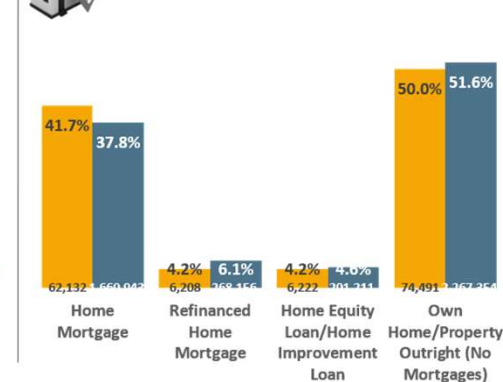
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

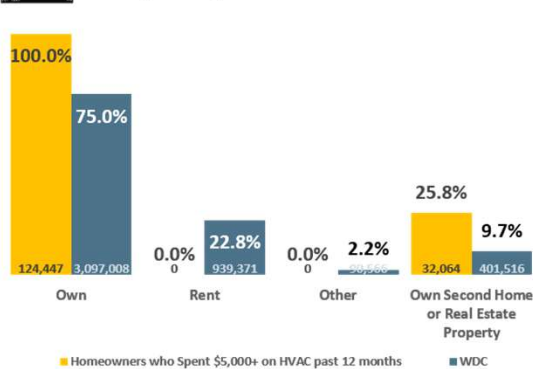




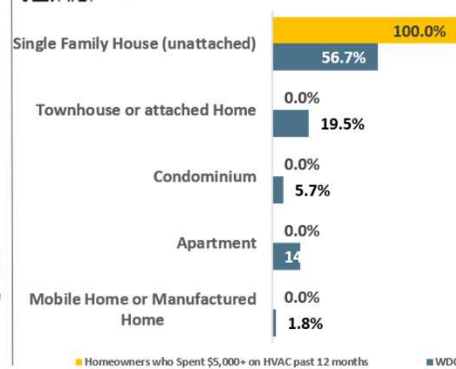
3.1% or 124,447 of WDC DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 33.3% more likely to own their home, 35.5% more likely to own a higher valued home, 76.3% more likely to have a single-family home, 72.8% more likely to have a dog.



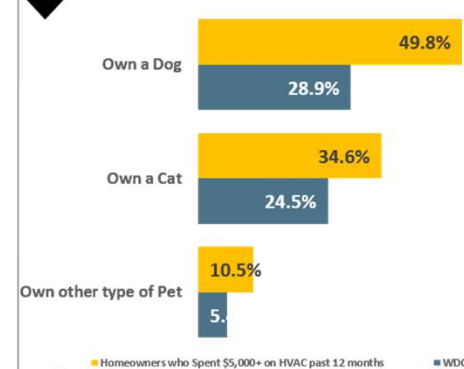
Own/Rent/Other: Adults 35 or older



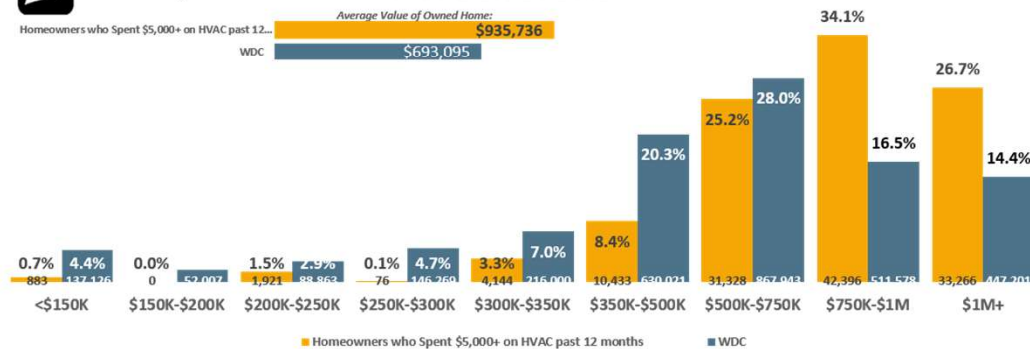
Type of Home: Adults 35 or older



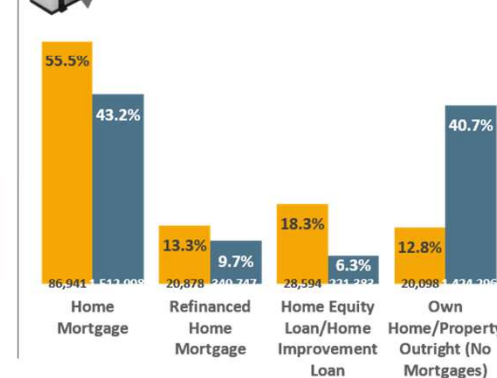
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

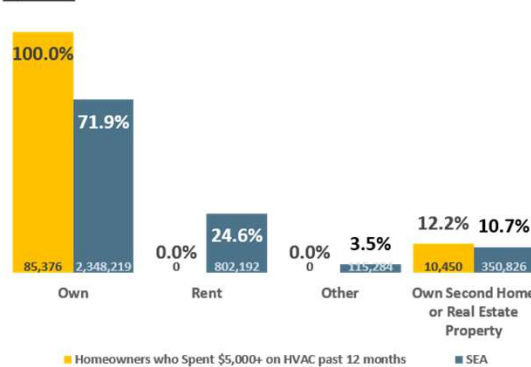




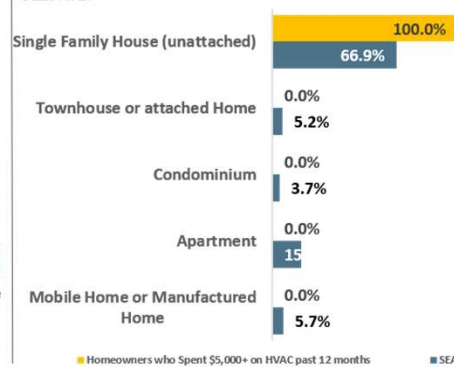
2.6% or 85,376 of SEA DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 39.1% more likely to own their home, 19.4% more likely to own a higher valued home, 49.5% more likely to have a single-family home, 44.5% less likely to have a dog.



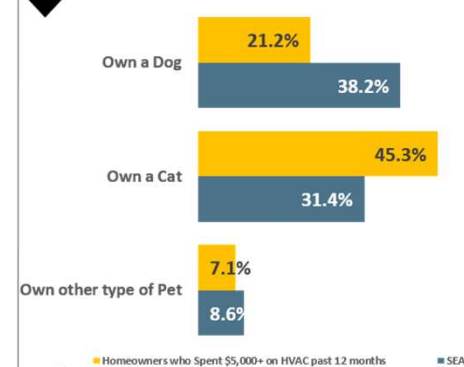
Own/Rent/Other: Adults 35 or older



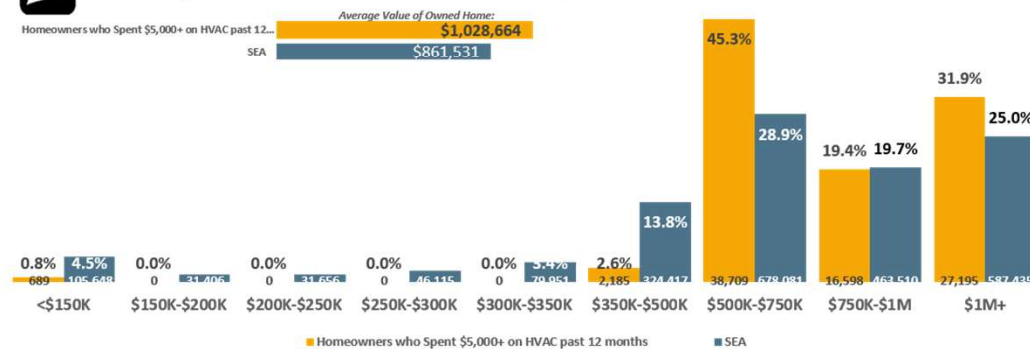
Type of Home: Adults 35 or older



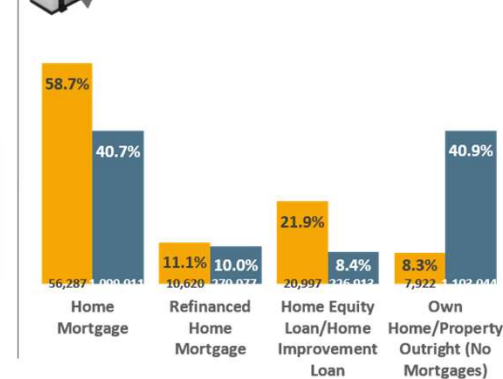
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

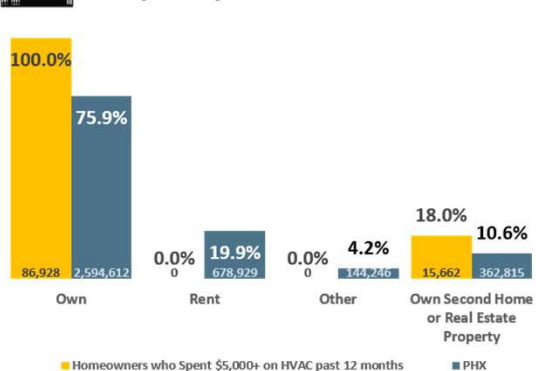




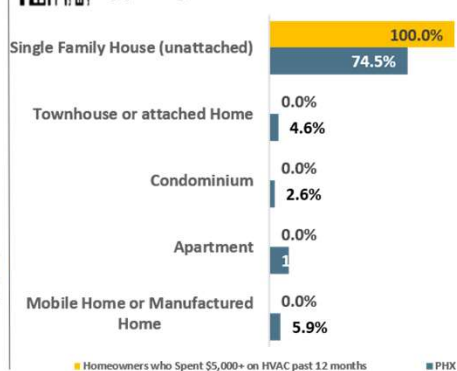
2.5% or 86,928 of PHX DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 31.7% more likely to own their home, 33.7% more likely to own a higher valued home, 34.3% more likely to have a single-family home, 40.7% more likely to have a dog.



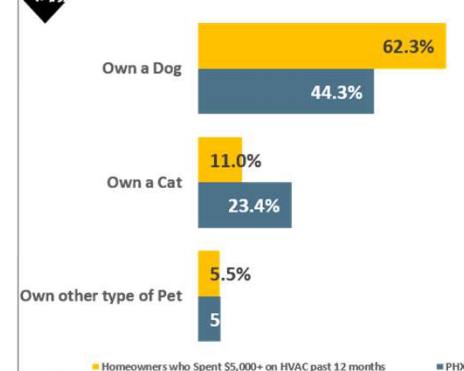
Own/Rent/Other: Adults 35 or older



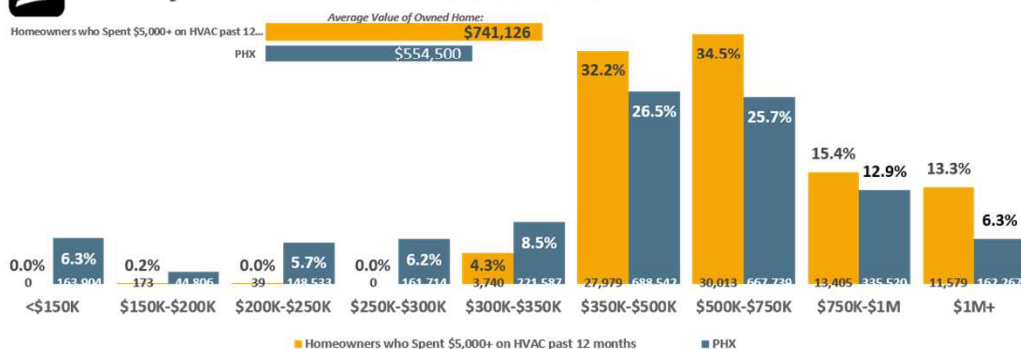
Type of Home: Adults 35 or older



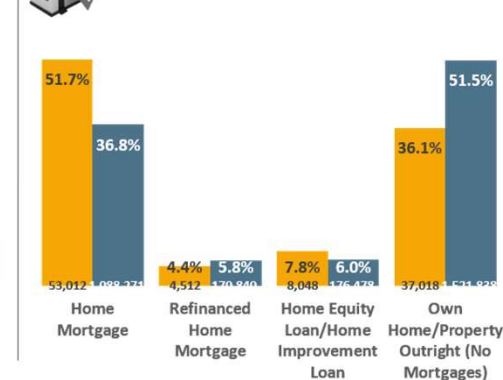
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

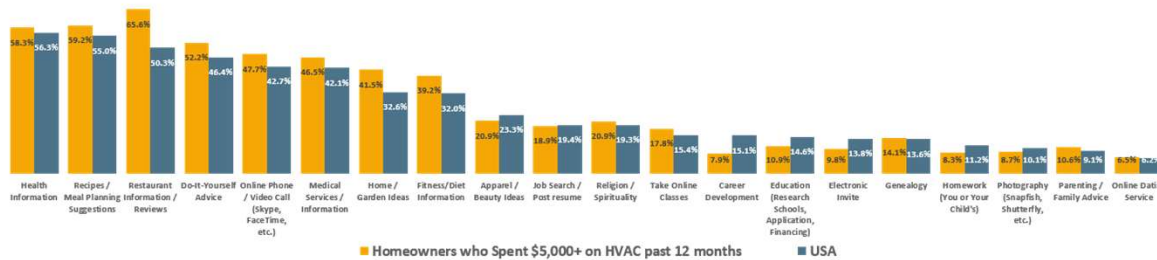




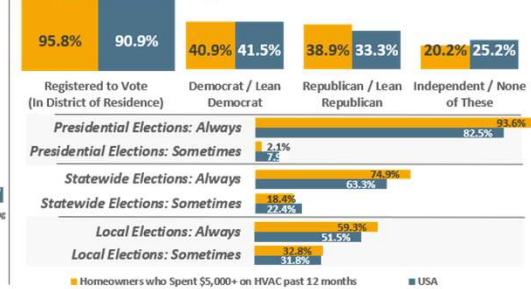
2.6% or 5,041,771 of USA DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12...
 Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 12.5% more likely to look up D-I-Y advice online, 15.% more likely to always vote in local elections, 26.1% more likely to belong to a gym, 17.5% more likely to fly domestic past y



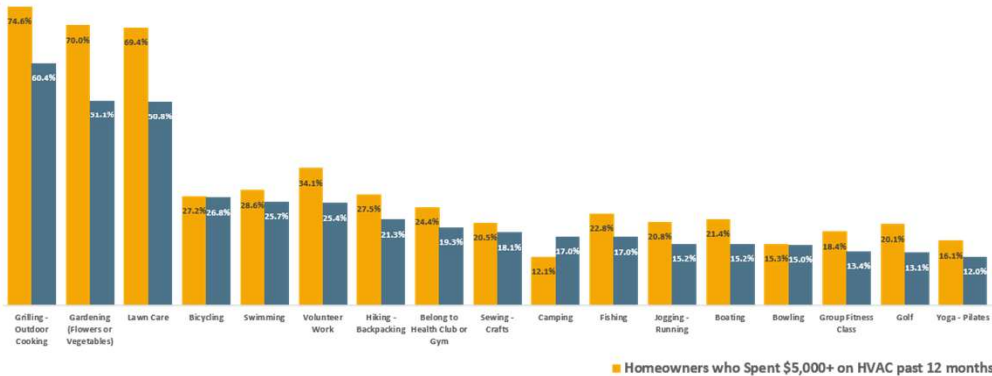
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



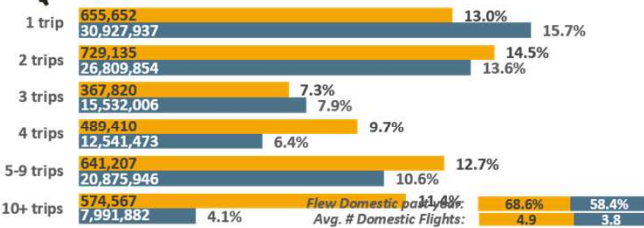
Political Activity: Adults 35 or older



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



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

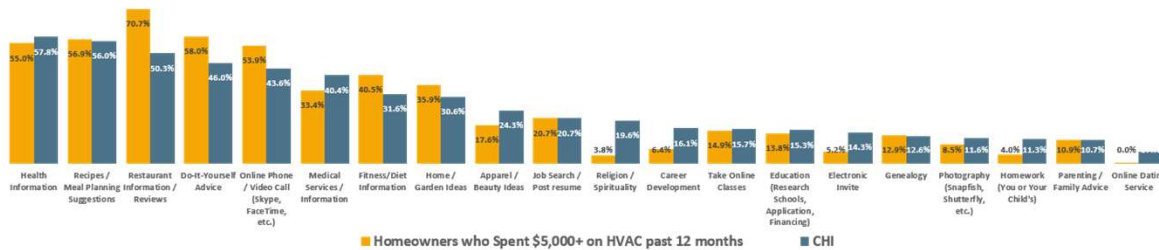




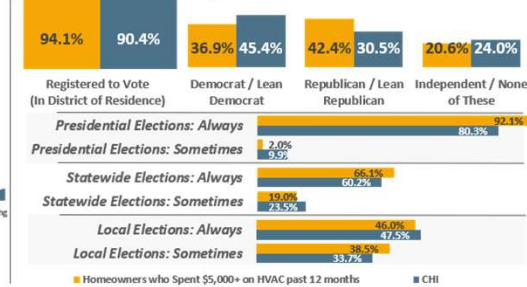
2.3% or 124,289 of CHI DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 26.3% more likely to look up D-I-Y advice online, 3.2% less likely to always vote in local elections, 5.8% less likely to belong to a gym, 10.8% more likely to fly domestic past yr



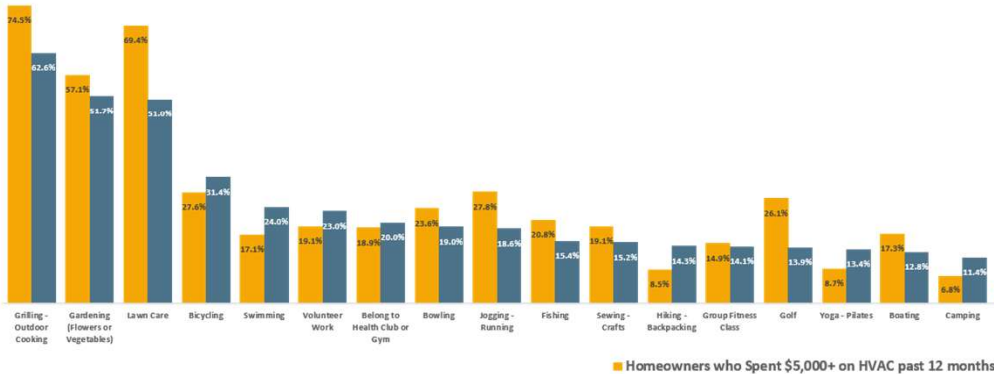
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



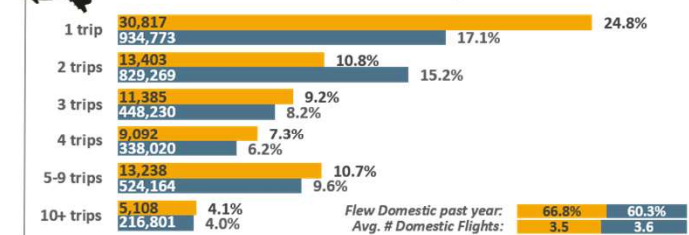
Political Activity: Adults 35 or older



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



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

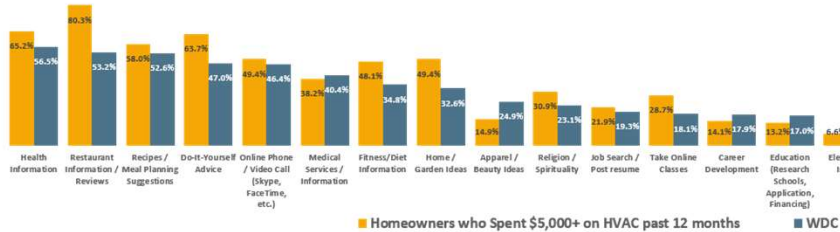




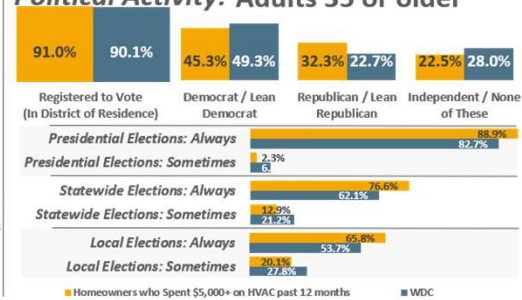
3.3% or 124,447 of WDC DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 35.4% more likely to look up D-I-Y advice online, 22.4% more likely to always vote in local elections, 11.3% more likely to belong to a gym, 33.4% more likely to fly domestic past



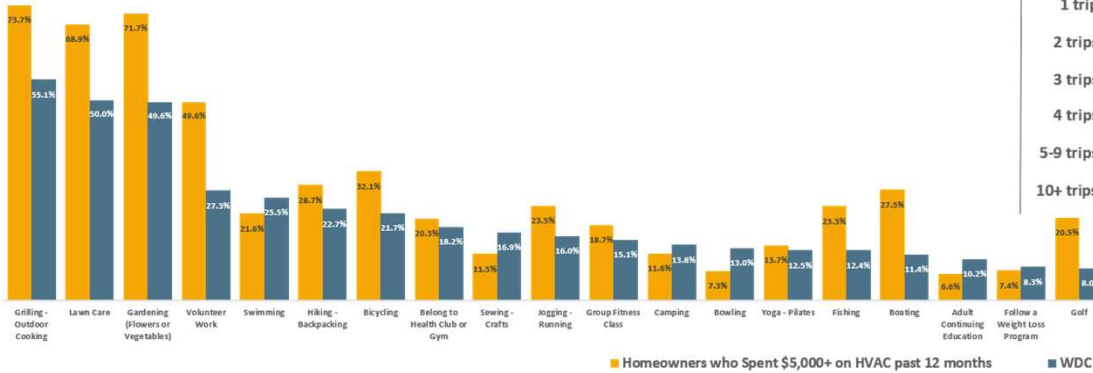
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



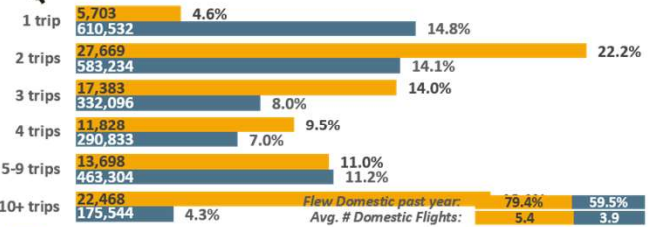
Political Activity: Adults 35 or older



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



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

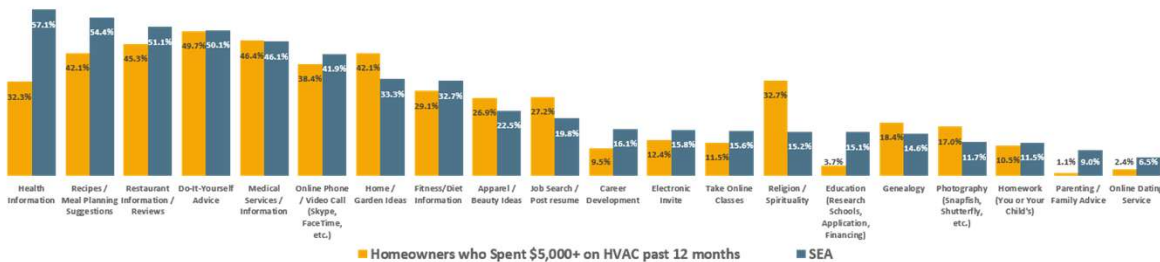




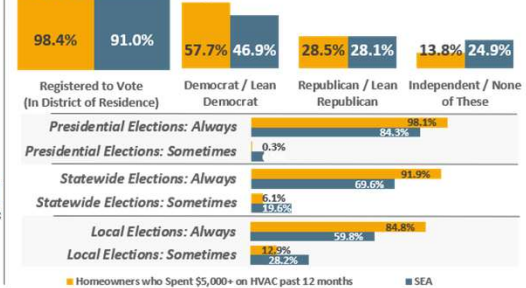
2.6% or 85,376 of SEA DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are .9% less likely to look up D-I-Y advice online, 41.7% more likely to always vote in local elections, 50.8% more likely to belong to a gym, 1.8% more likely to fly domestic past yr.



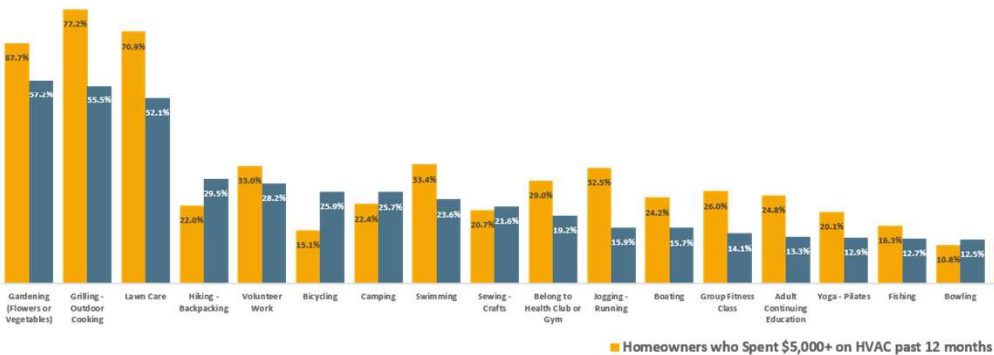
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



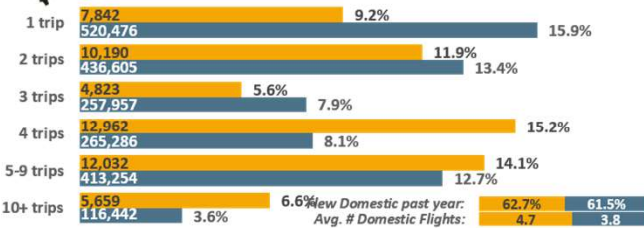
Political Activity: Adults 35 or older



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



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



New Domestic past year:
Avg. # Domestic Flights:

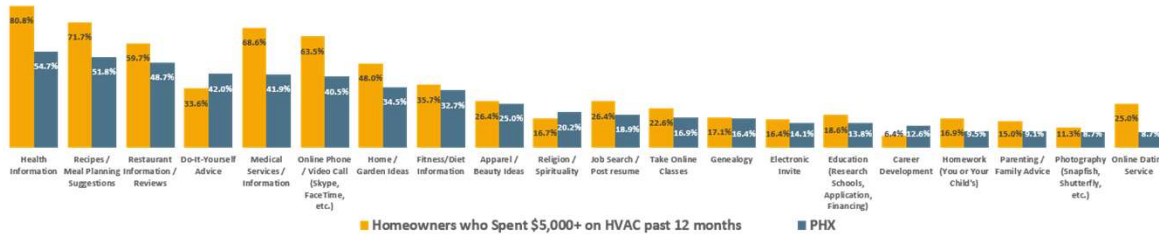




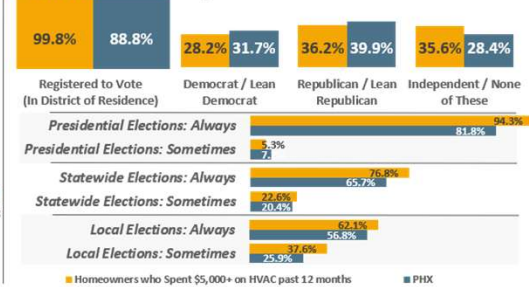
2.5% or 86,928 of PHX DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 19.9% less likely to look up D-I-Y advice online, 9.3% more likely to always vote in local elections, 10.6% more likely to belong to a gym, 32.2% more likely to fly domestic past y



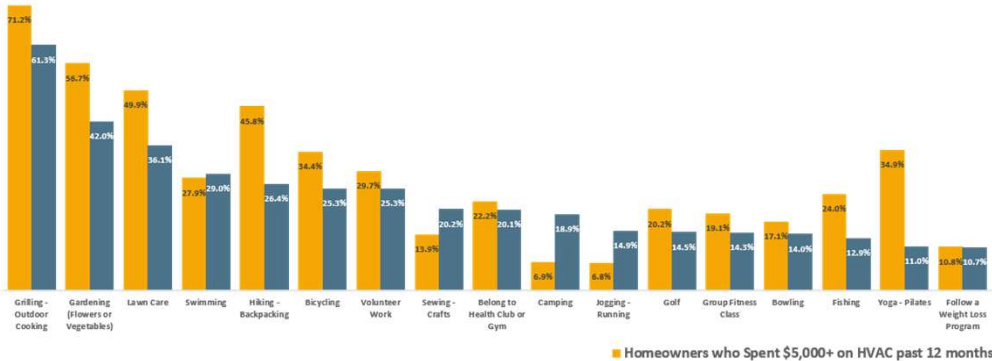
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



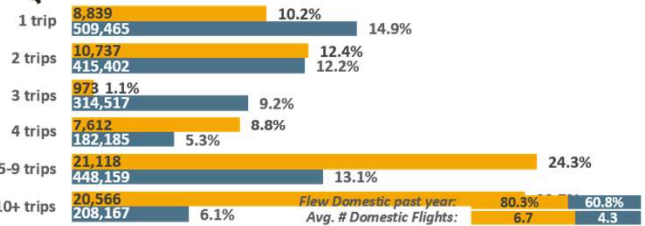
Political Activity: Adults 35 or older



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



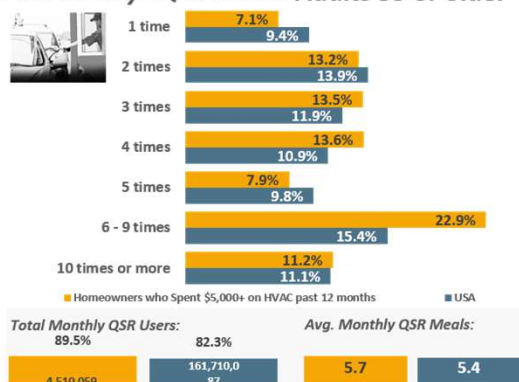
Past 12-months Domestic Airline Trips: Adults 35 or older



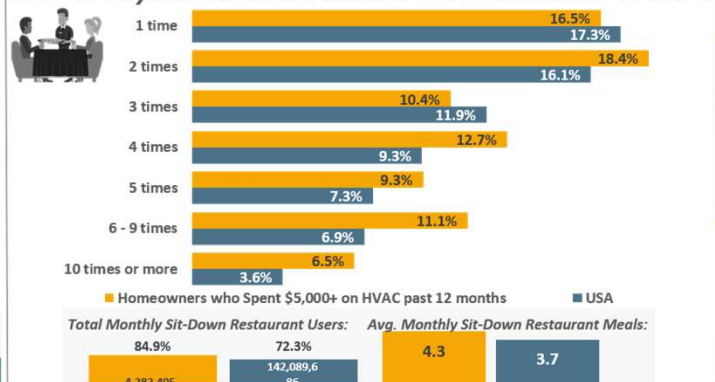


2.6% or 5,041,771 of USA DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 8.7% more likely to use QSRs past mo., 17.4% more likely to use Sit-Down Restaurants past mo., 9.5% less likely to use Casinos past yr., 51.8% less likely to smoke cigarettes.

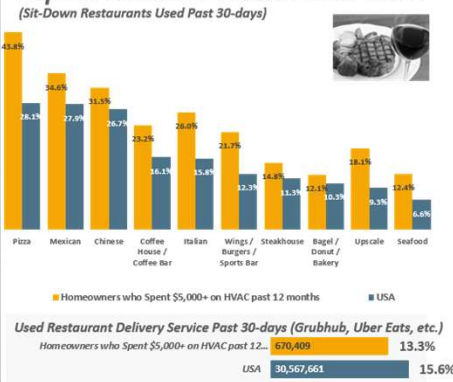
Past 30-days QSR Users: Adults 35 or older



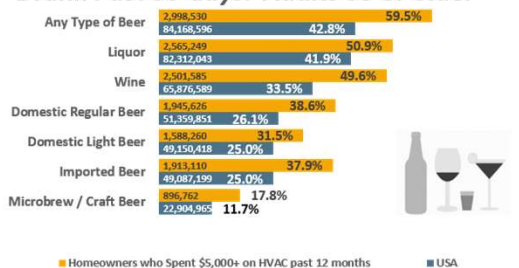
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



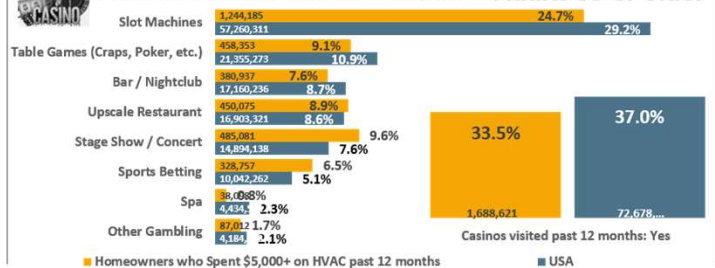
Top-10 Cuisines: Adults 35 or older



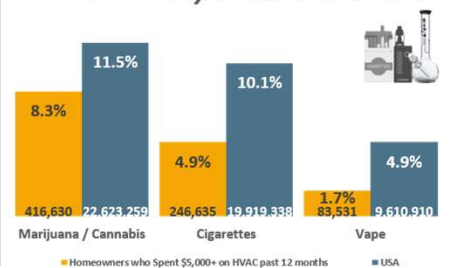
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



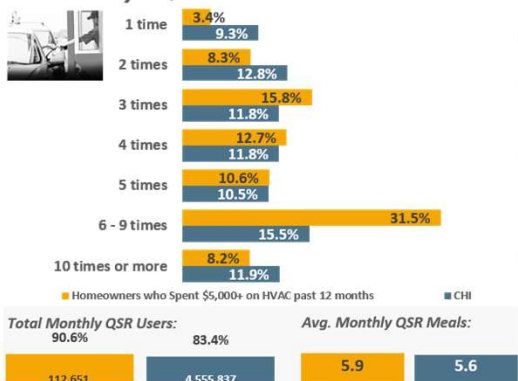
Used Past 30-days: Adults 35 or older



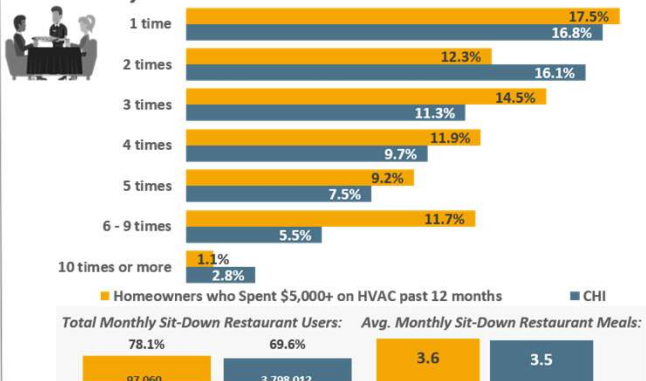


2.3% or 124,289 of CHI DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 8.6% more likely to use QSRs past mo., 12.3% more likely to use Sit-Down Restaurants past mo., 29.6% more likely to use Casinos past yr., 79.4% less likely to smoke cigarettes.

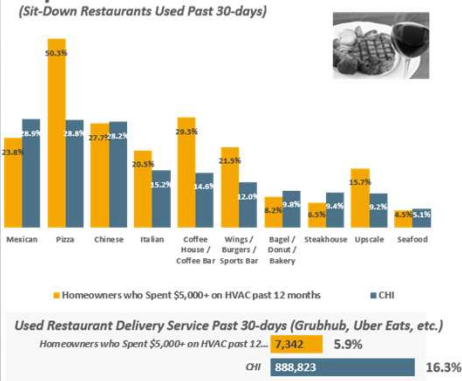
Past 30-days QSR Users: Adults 35 or older



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



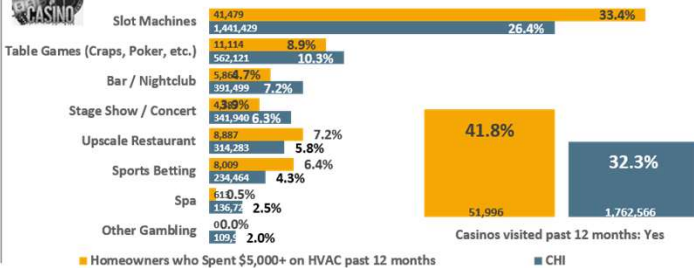
Top-10 Cuisines: Adults 35 or older



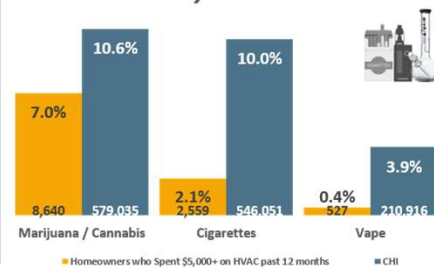
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



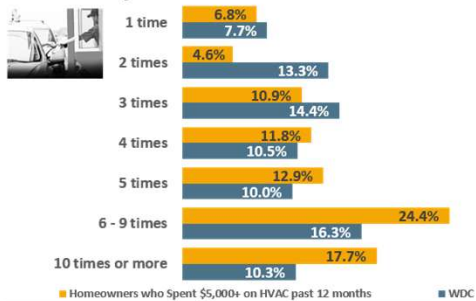
Used Past 30-days: Adults 35 or older



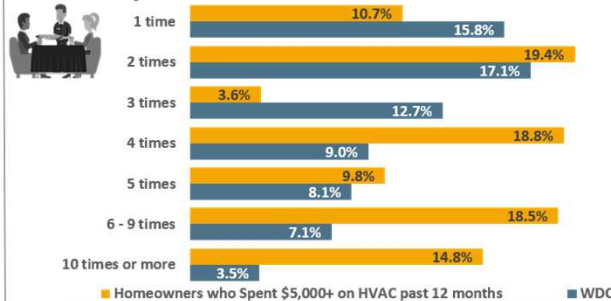


3.3% or 124,447 of WDC DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 7.7% more likely to use QSRs past mo., 30.2% more likely to use Sit-Down Restaurants past mo., 18.1% less likely to use Casinos past yr., 27.9% less likely to smoke cigarettes.

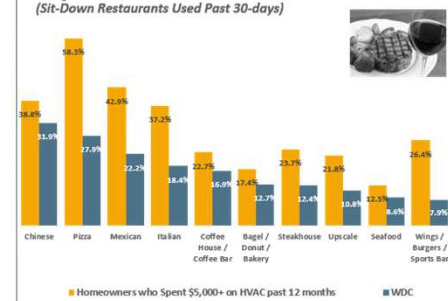
Past 30-days QSR Users: Adults 35 or older



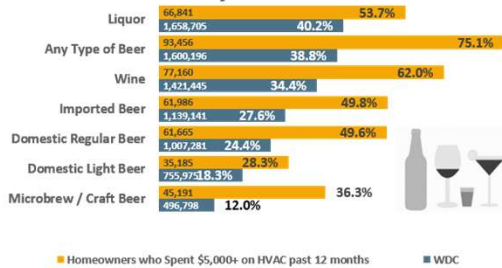
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



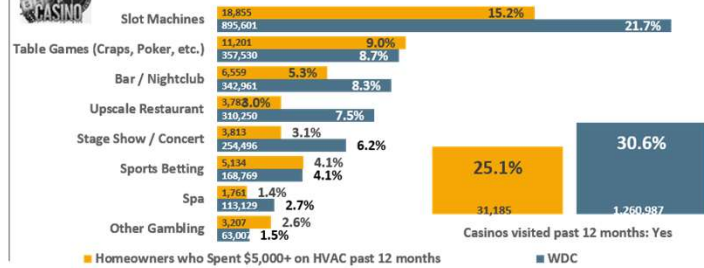
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



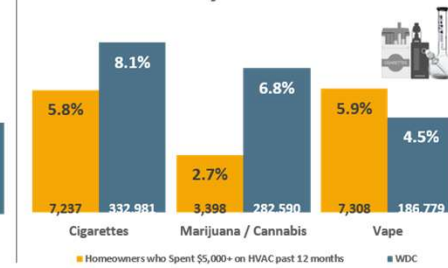
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



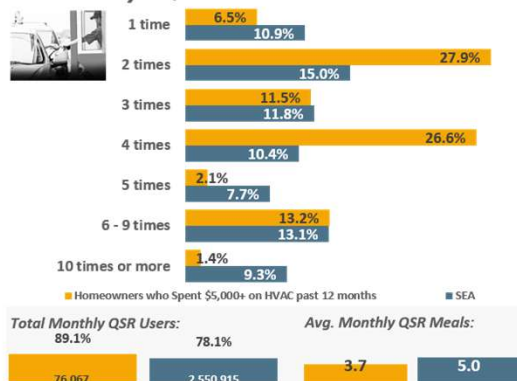
Used Past 30-days: Adults 35 or older



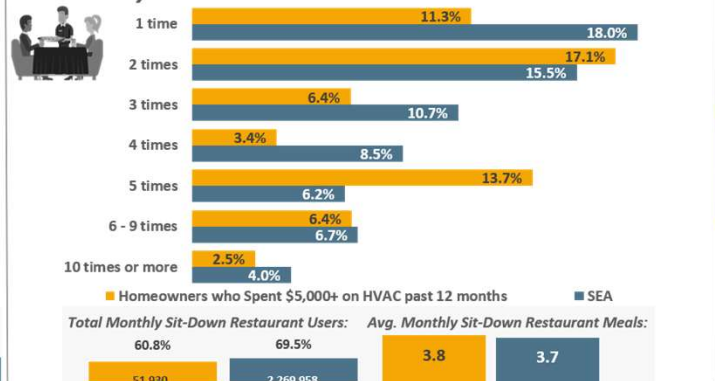


2.6% or 85,376 of SEA DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 14.1% more likely to use QSRs past mo., 12.5% less likely to use Sit-Down Restaurants past mo., 13.1% less likely to use Casinos past yr., 58.9% less likely to smoke cigarettes.

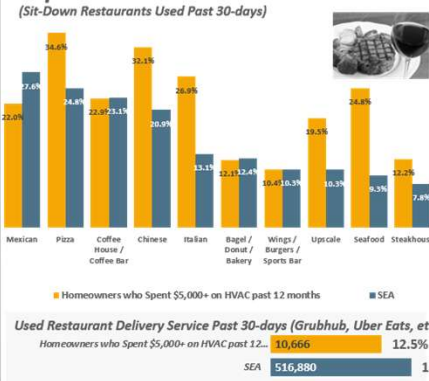
Past 30-days QSR Users: Adults 35 or older



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



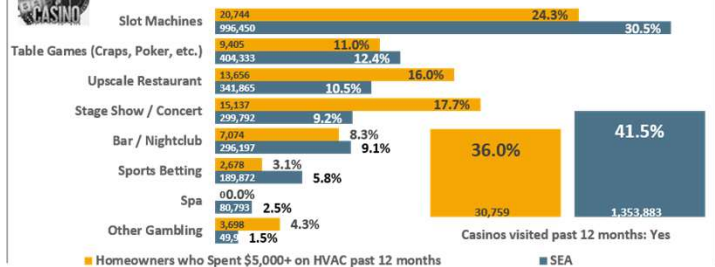
Top-10 Cuisines: Adults 35 or older



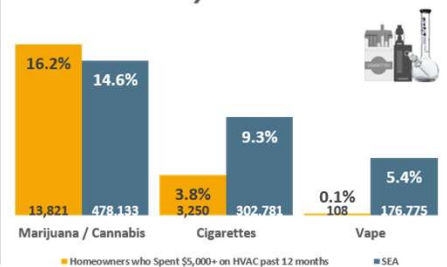
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



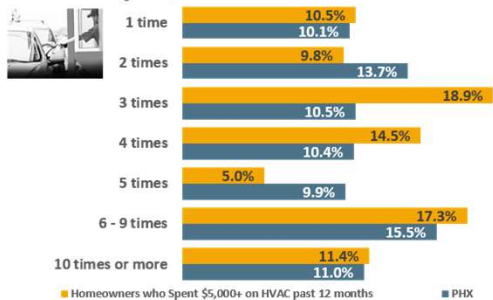
Used Past 30-days: Adults 35 or older



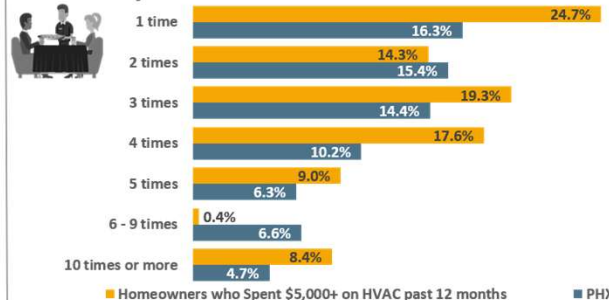


2.5% or 86,928 of PHX DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 7.7% more likely to use QSRs past mo., 26.9% more likely to use Sit-Down Restaurants past mo., 9.7% less likely to use Casinos past yr., 20.0% less likely to smoke cigarettes.

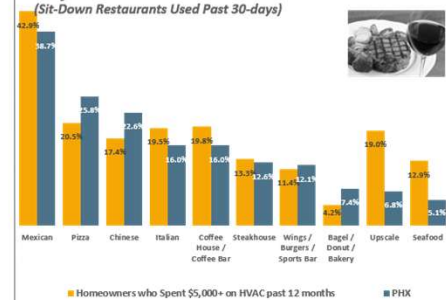
Past 30-days QSR Users: Adults 35 or older



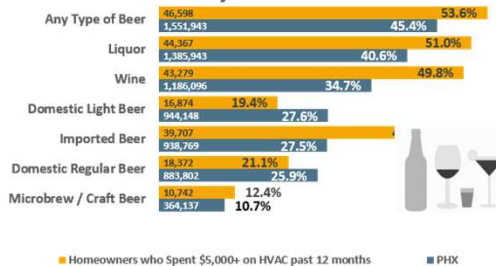
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



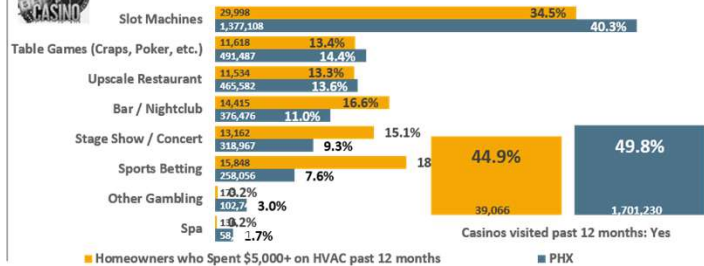
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



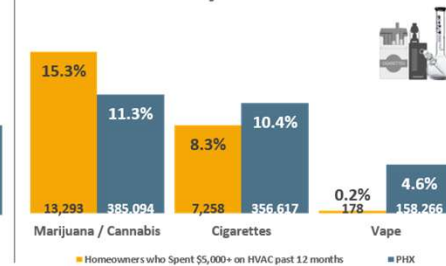
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older

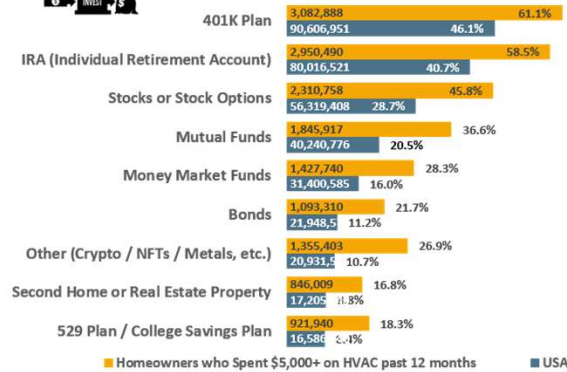




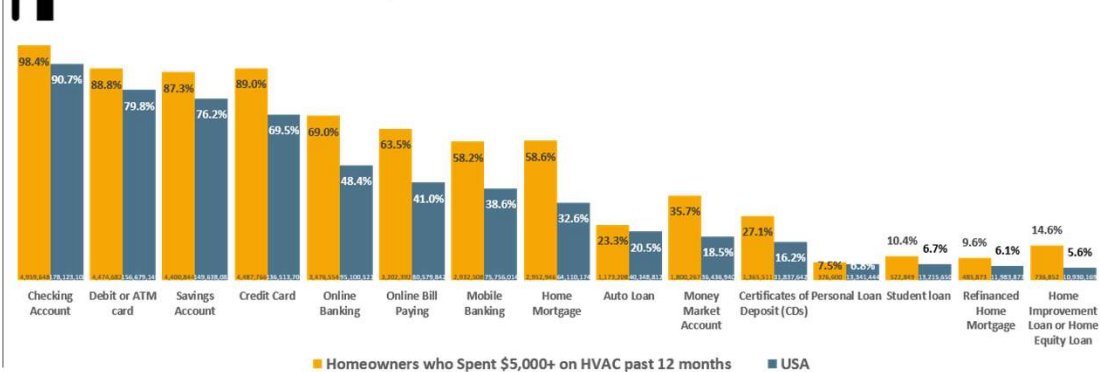
2.6% or 5,041,771 of USA DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12...
 Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 32.6% more likely to have a 401K, 13.3% more likely to have an Auto Loan, 69.6% more likely to Invest/Trade Stocks Online, 2.4% more likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



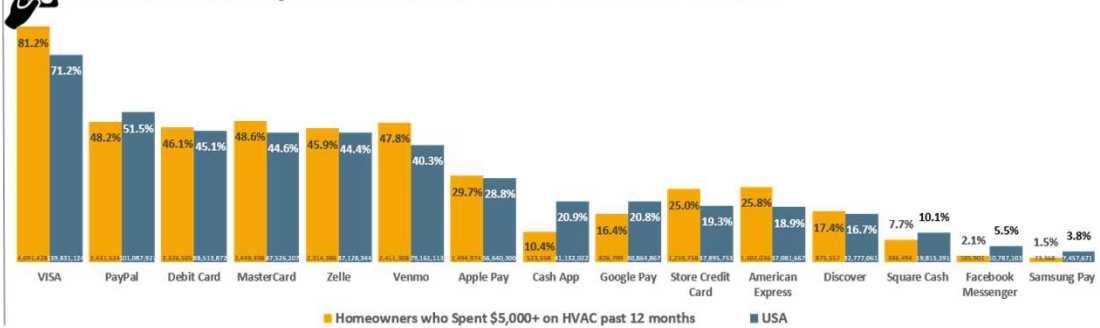
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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



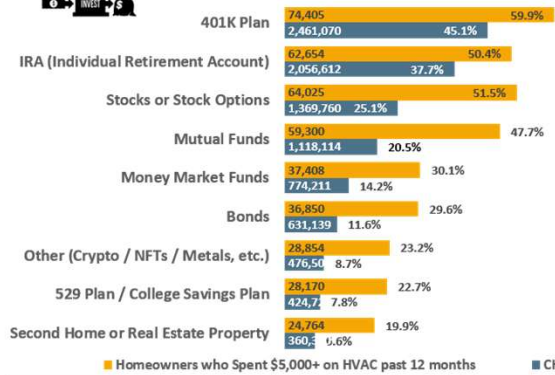
[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:\$5,000 or more]]



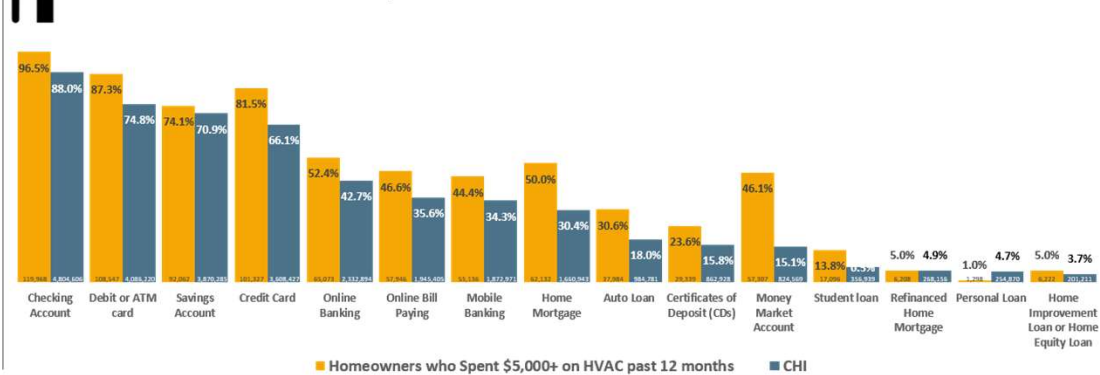
2.3% or 124,289 of CHI DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 32.8% more likely to have a 401K, 69.4% more likely to have an Auto Loan, 82.2% more likely to Invest/Trade Stocks Online, 12.8% more likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



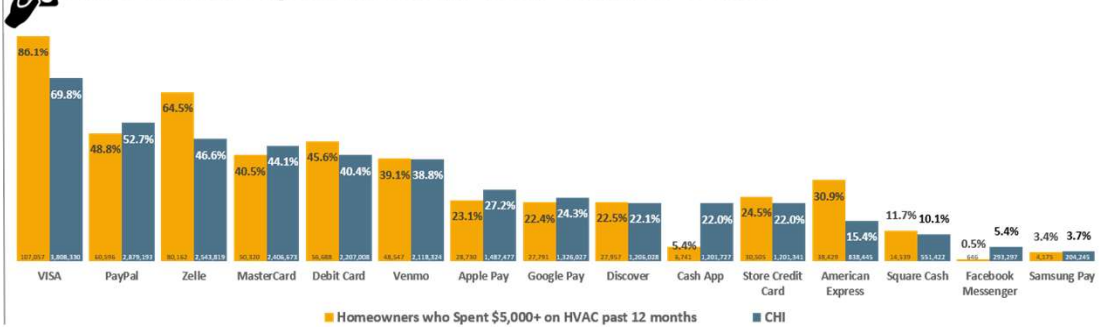
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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





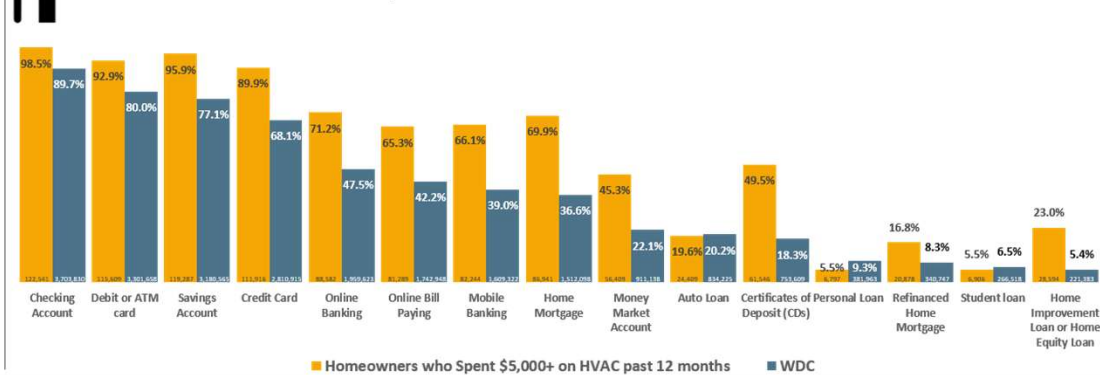
3.3% or 124,447 of WDC DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 23.1% more likely to have a 401K, 3.3% less likely to have an Auto Loan, 130.9% more likely to Invest/Trade Stocks Online, 13.9% more likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



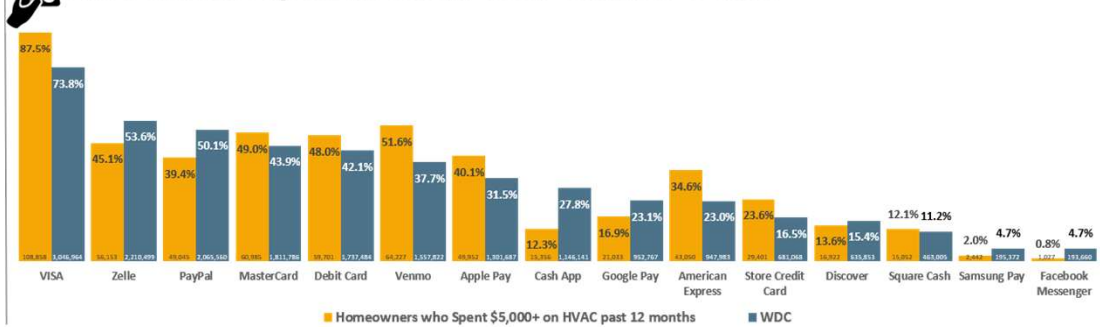
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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





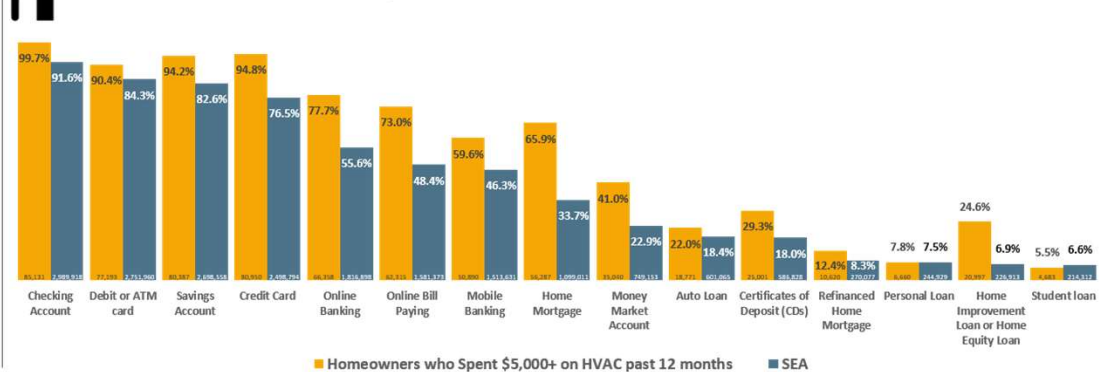
2.6% or 85,376 of SEA DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 53.8% more likely to have a 401K, 19.5% more likely to have an Auto Loan, 41.4% more likely to Invest/Trade Stocks Online, 1.9% less likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



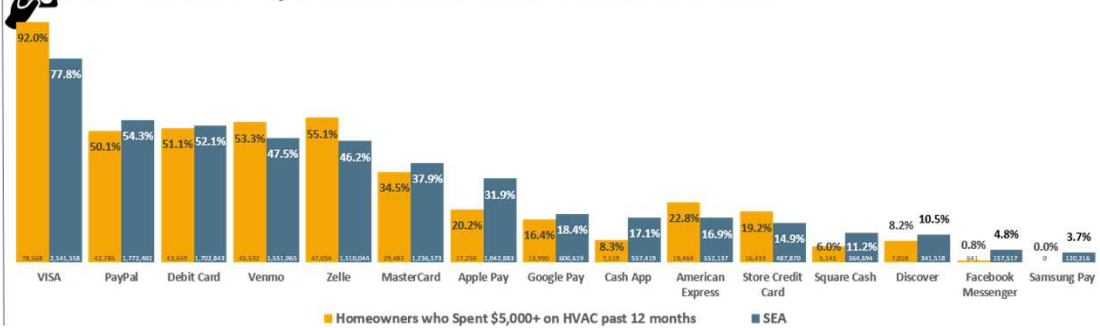
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

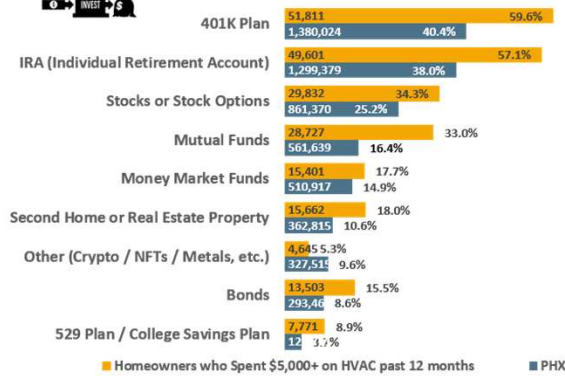




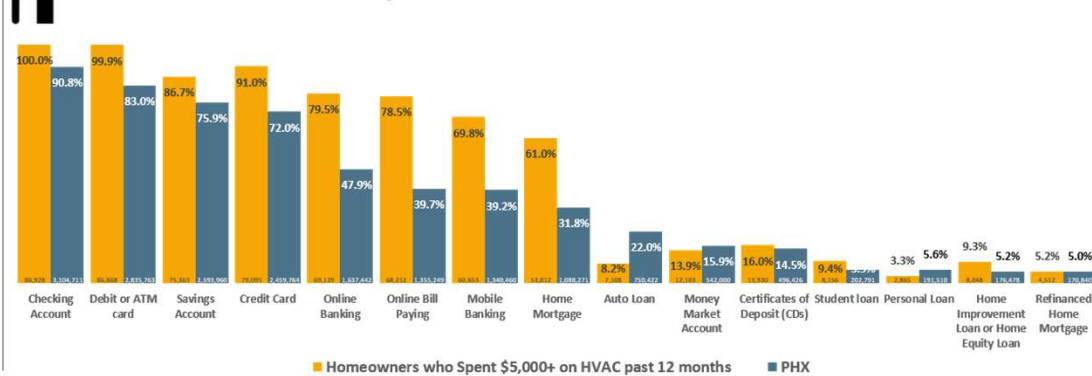
2.5% or 86,928 of PHX DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 47.6% more likely to have a 401K, 62.8% less likely to have an Auto Loan, 21.8% less likely to Invest/Trade Stocks Online, 13.3% less likely to pay with their Debit Card.



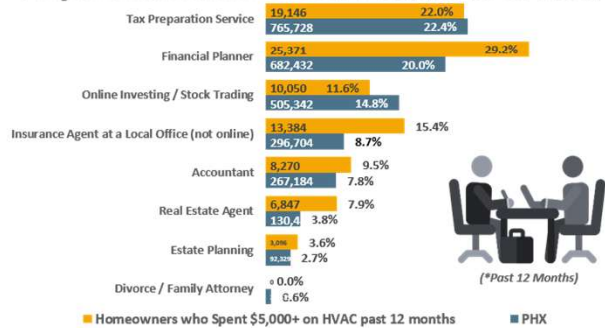
Investments Owned: Adults 35 or older



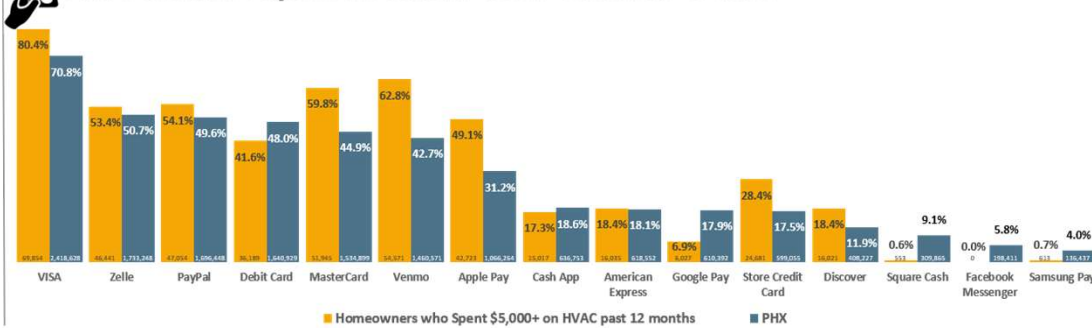
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



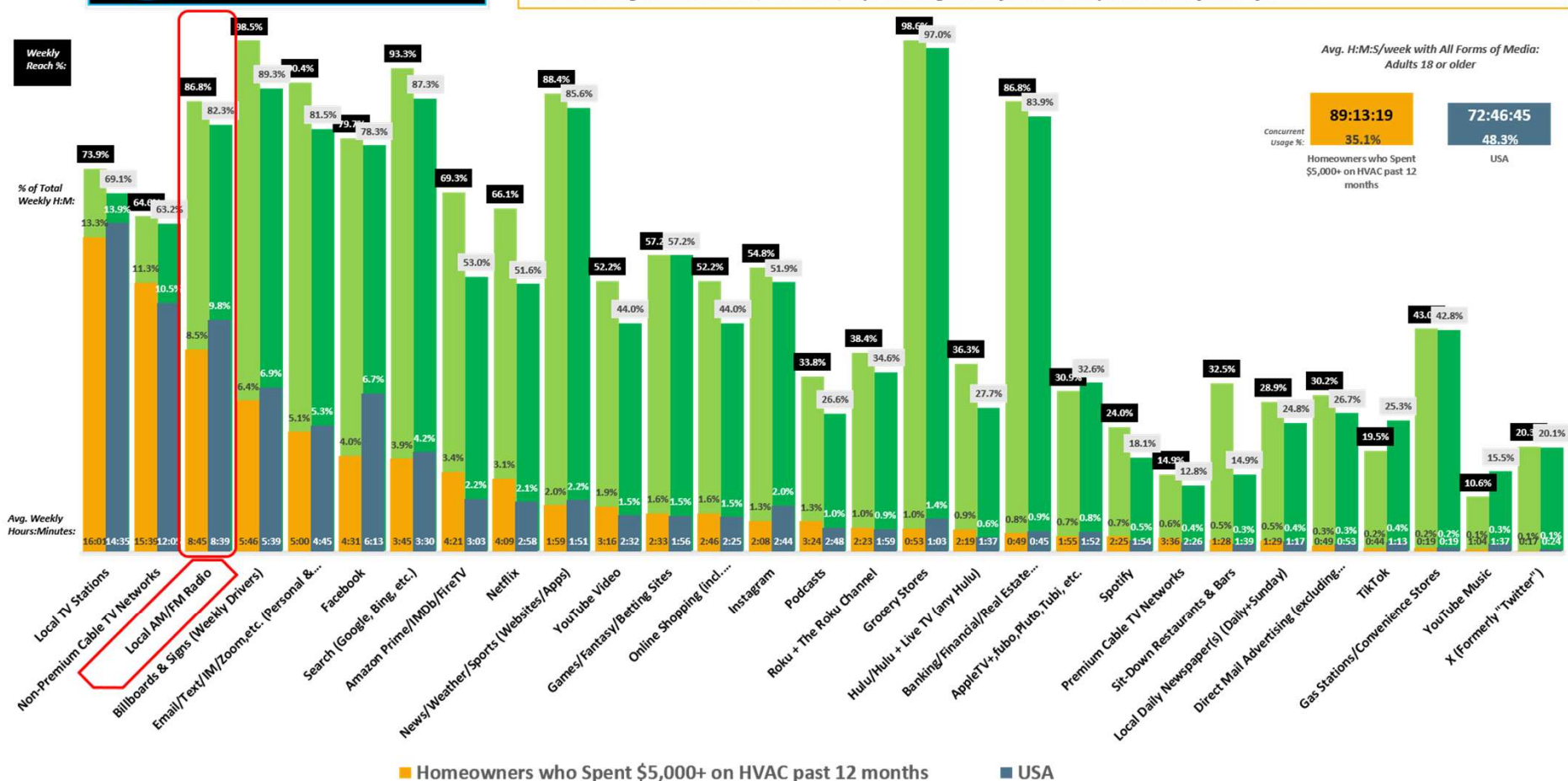
Past 3-Months Payment Methods Used: Adults 35 or older





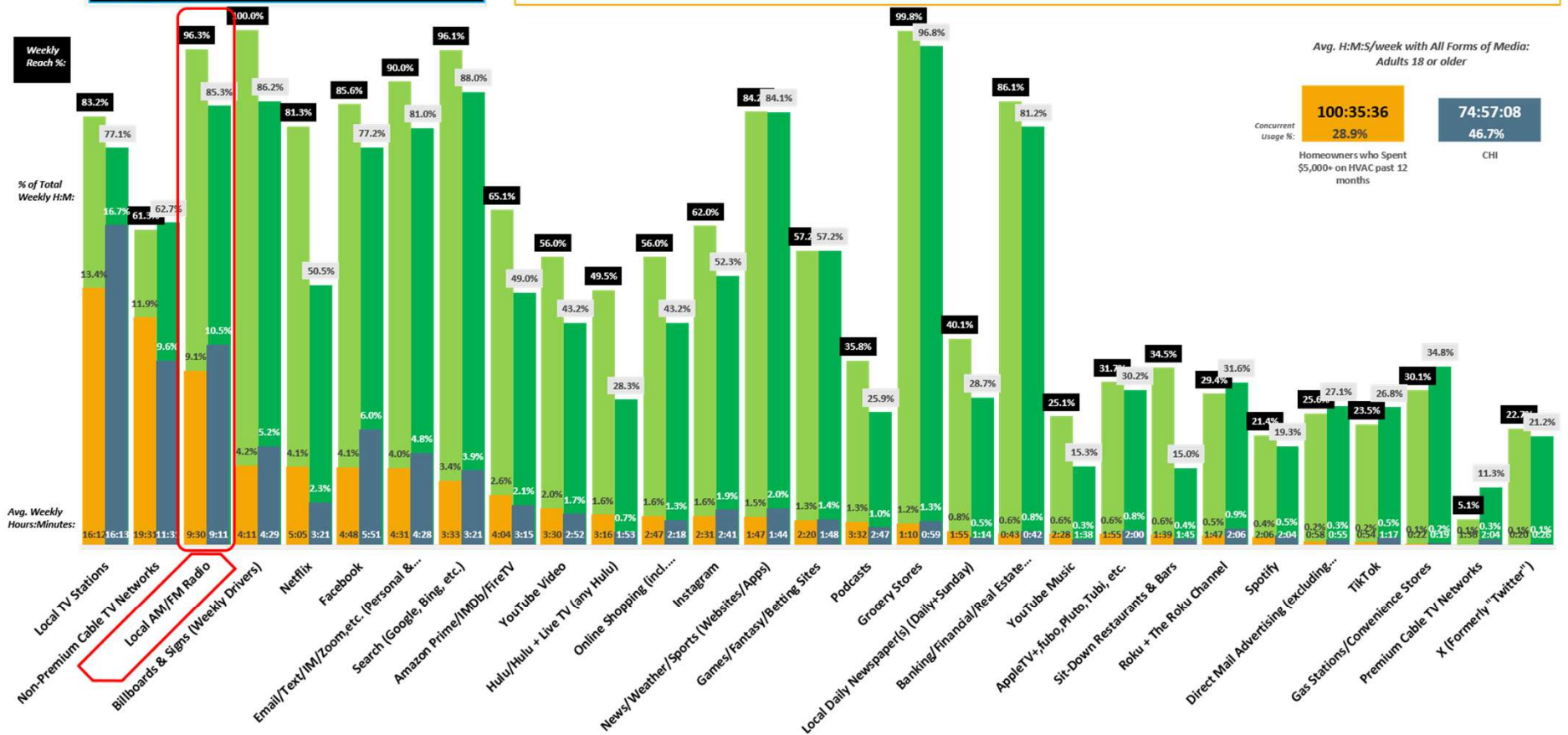
Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 3 days, 17 hours, 13 minutes and 19 seconds each week with All Forms of Media.

86.8% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an avg. of 8 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.





Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 4 days, 4 hours, 35 minutes and 36 seconds each week with All Forms of Media.
96.3% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an avg. of 9 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



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

Concurrent Usage %:

100:35:36
28.9%

74:57:08
46.7%

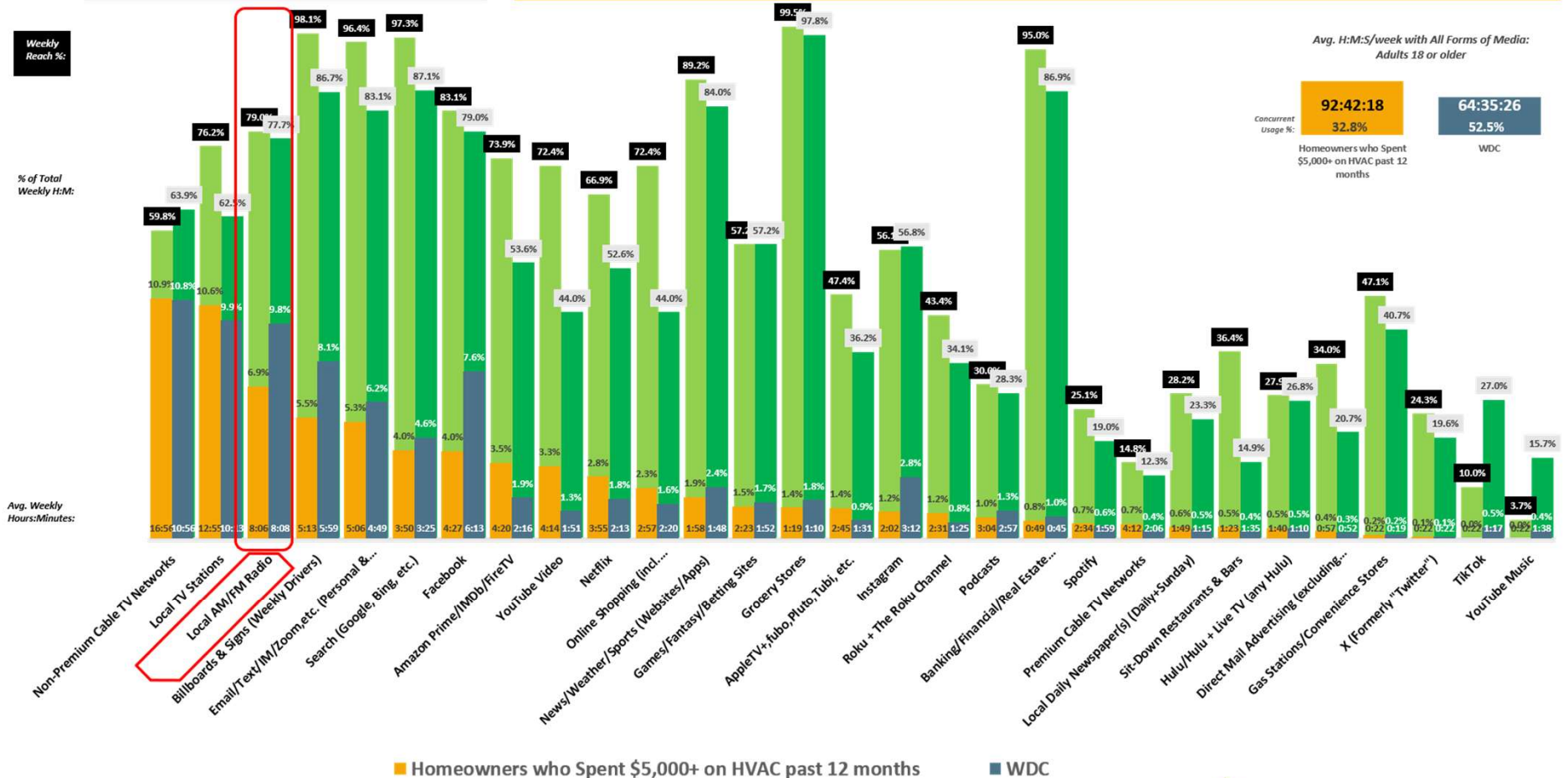
Homeowners who Spent \$5,000+ on HVAC past 12 months

CHI

■ Homeowners who Spent \$5,000+ on HVAC past 12 months ■ CHI

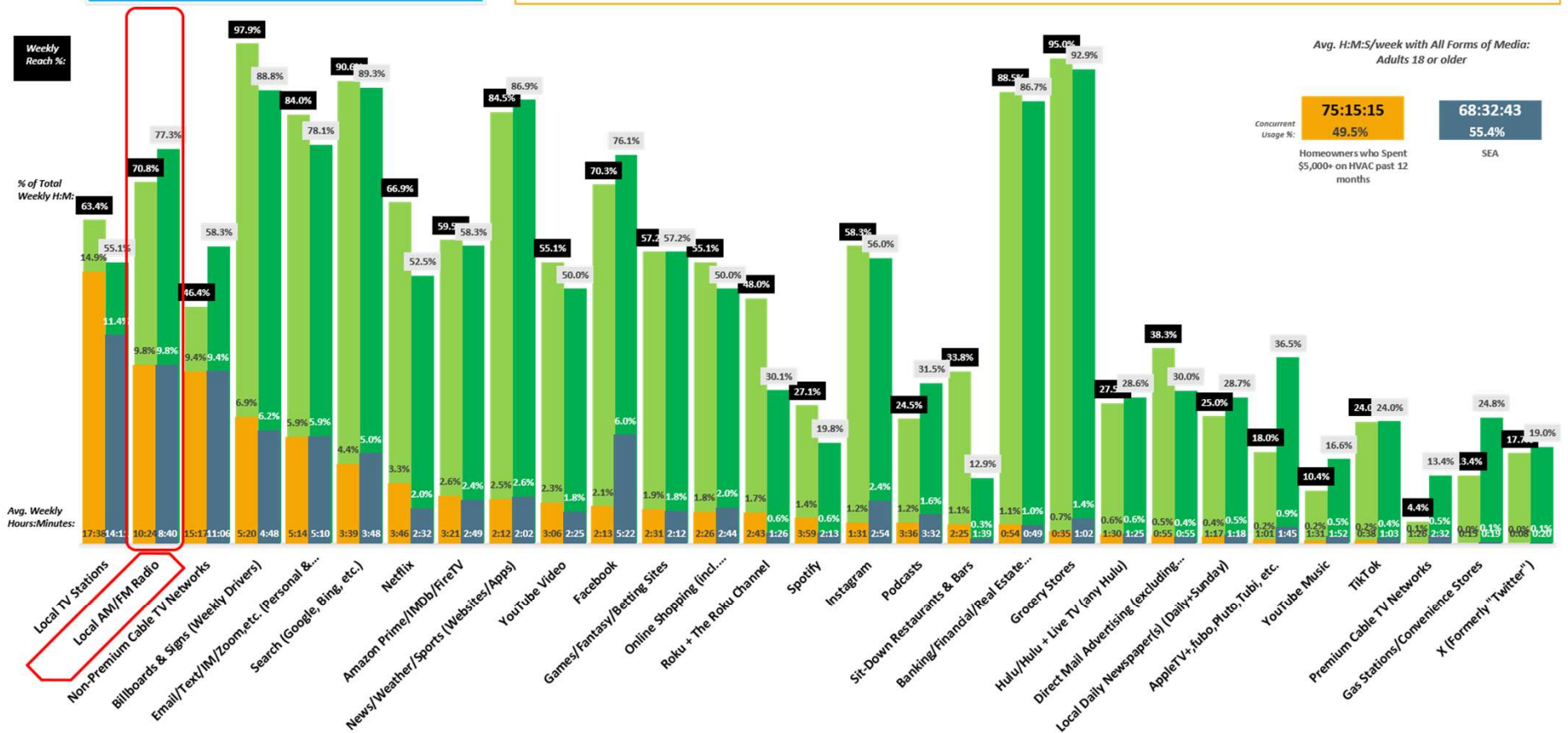


Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 3 days, 20 hours, 42 minutes and 18 seconds each week with All Forms of Media.
 79.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an avg. of 8 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 6.9% of total time spent with all forms of Media.





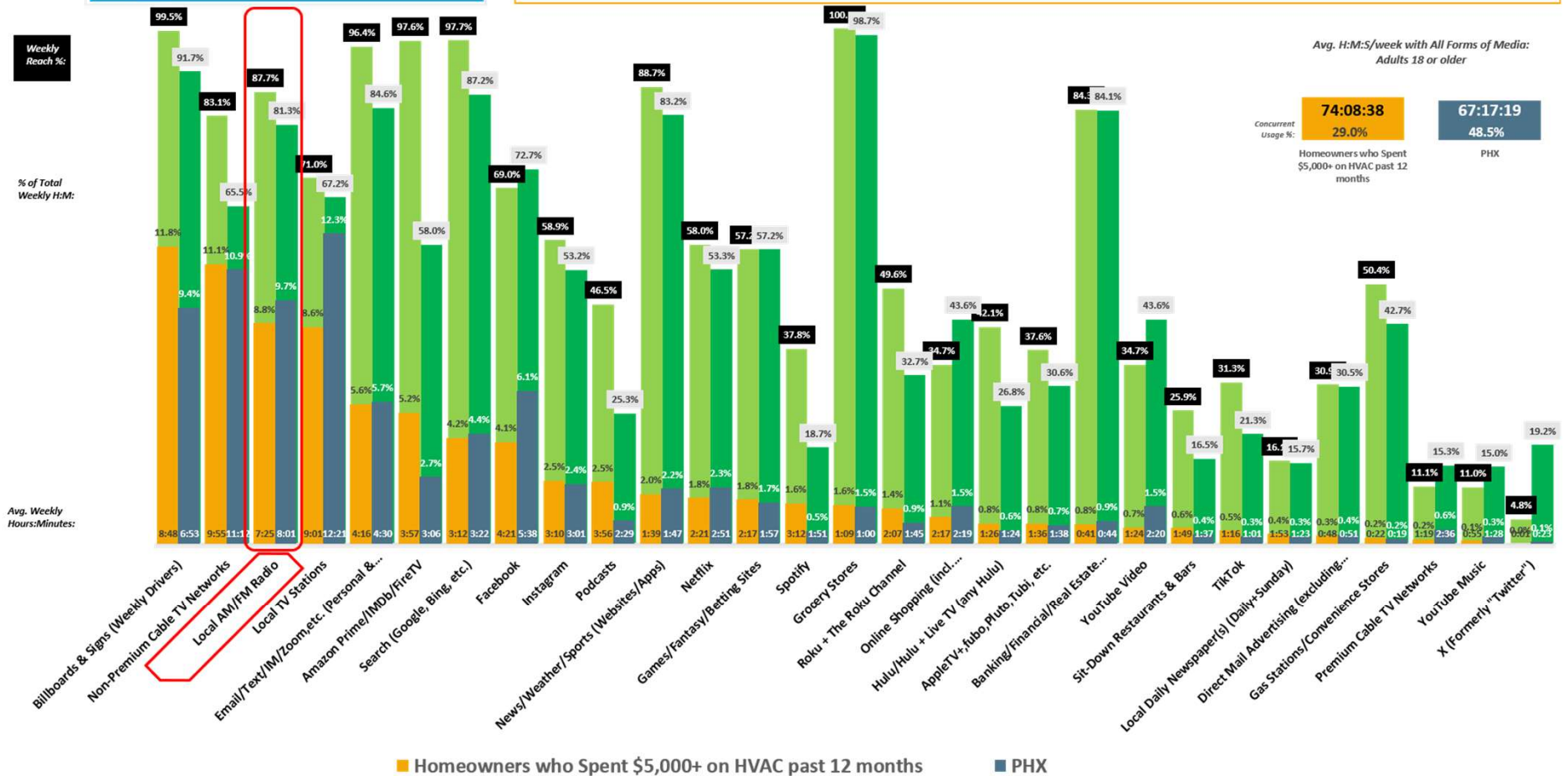
Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 3 days, 3 hours, 15 minutes and 15 seconds each week with All Forms of Media.
 70.8% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an avg. of 10 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



■ Homeowners who Spent \$5,000+ on HVAC past 12 months ■ SEA

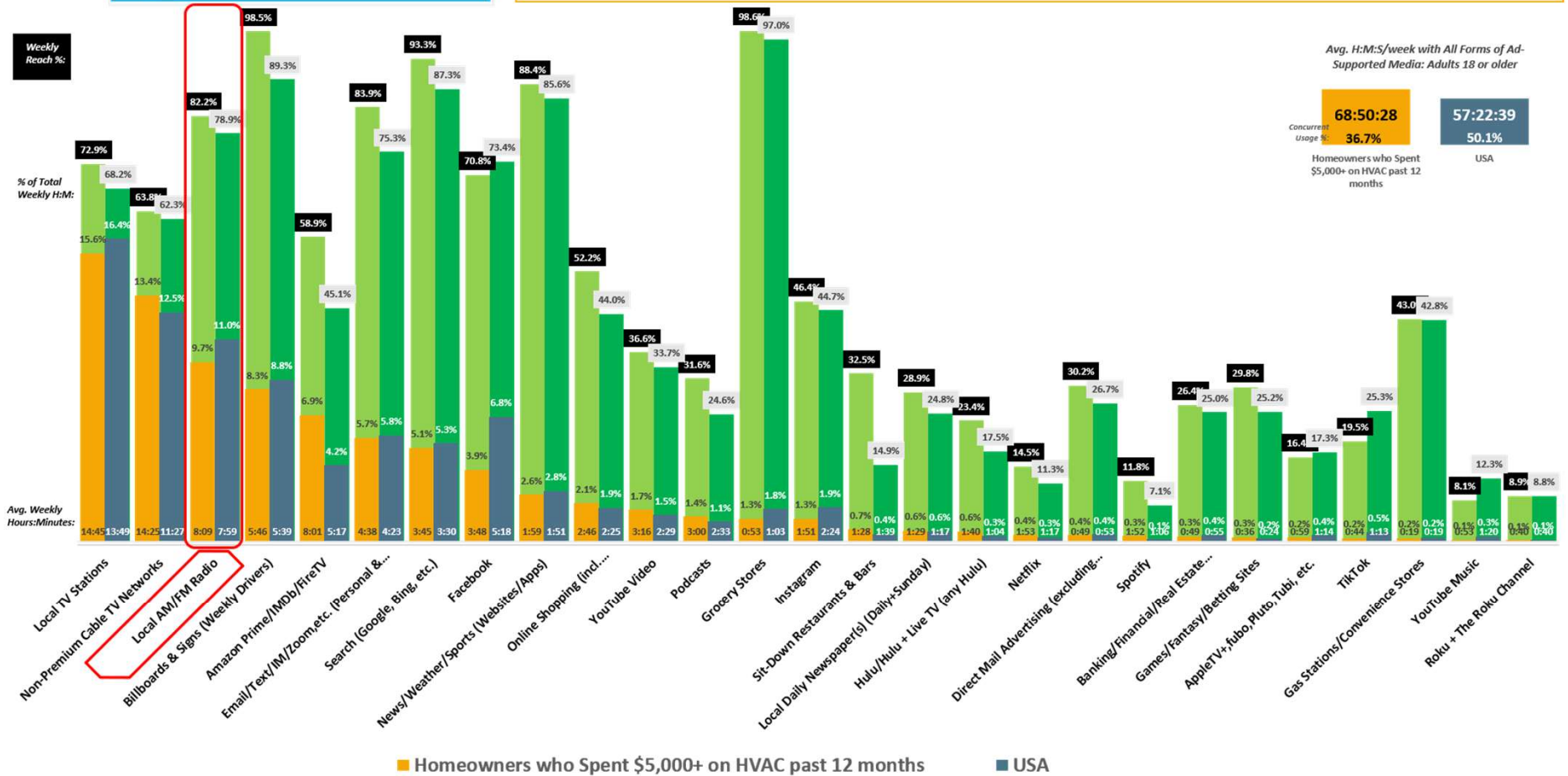


Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 3 days, 2 hours, 8 minutes and 38 seconds each week with All Forms of Media.
87.7% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an avg. of 7 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.



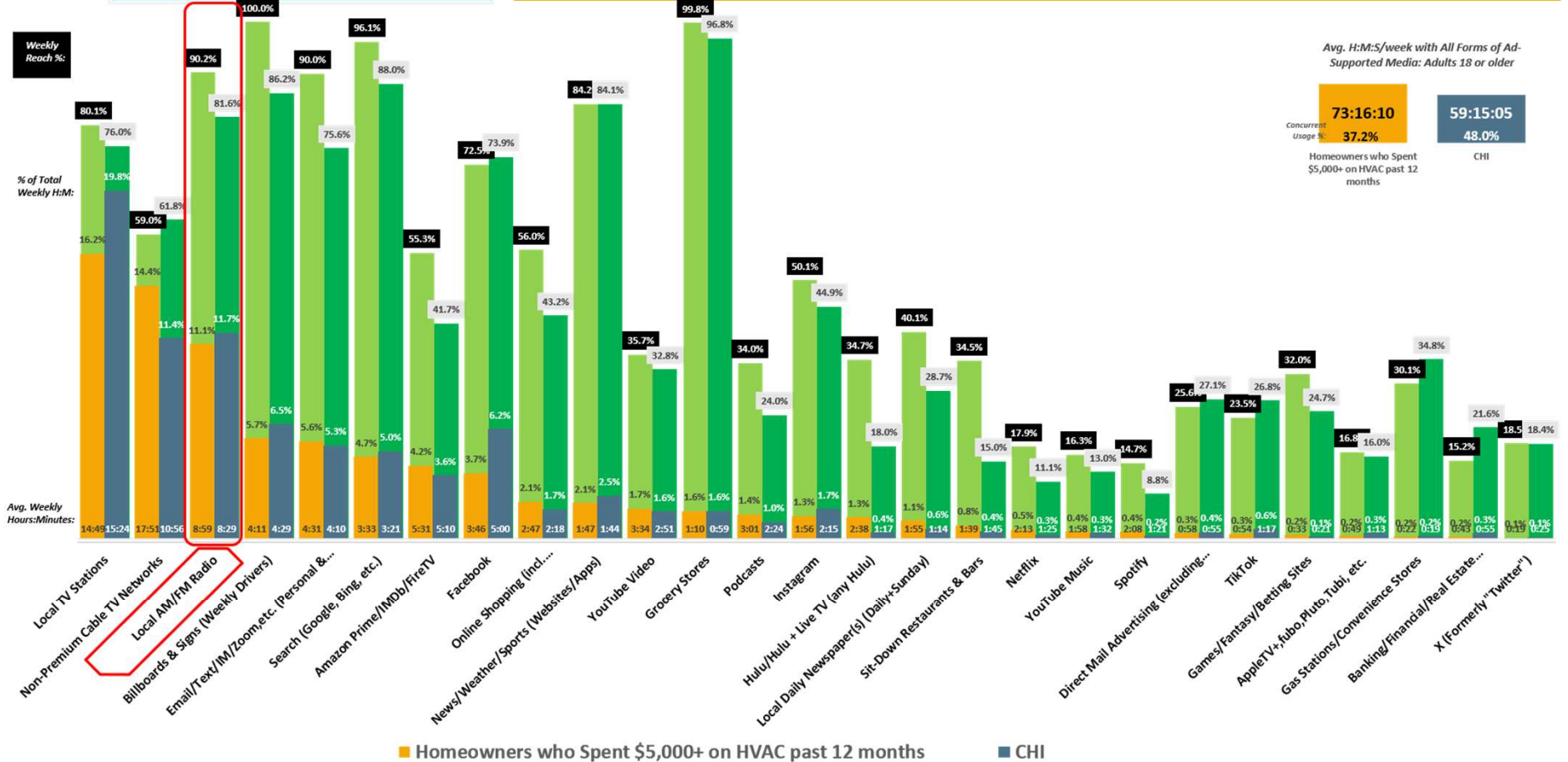


Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 2 days, 20 hours, 50 minutes and 28 seconds each week with All Forms of Ad-Supported Media.
 82.2% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an avg. of 8 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.



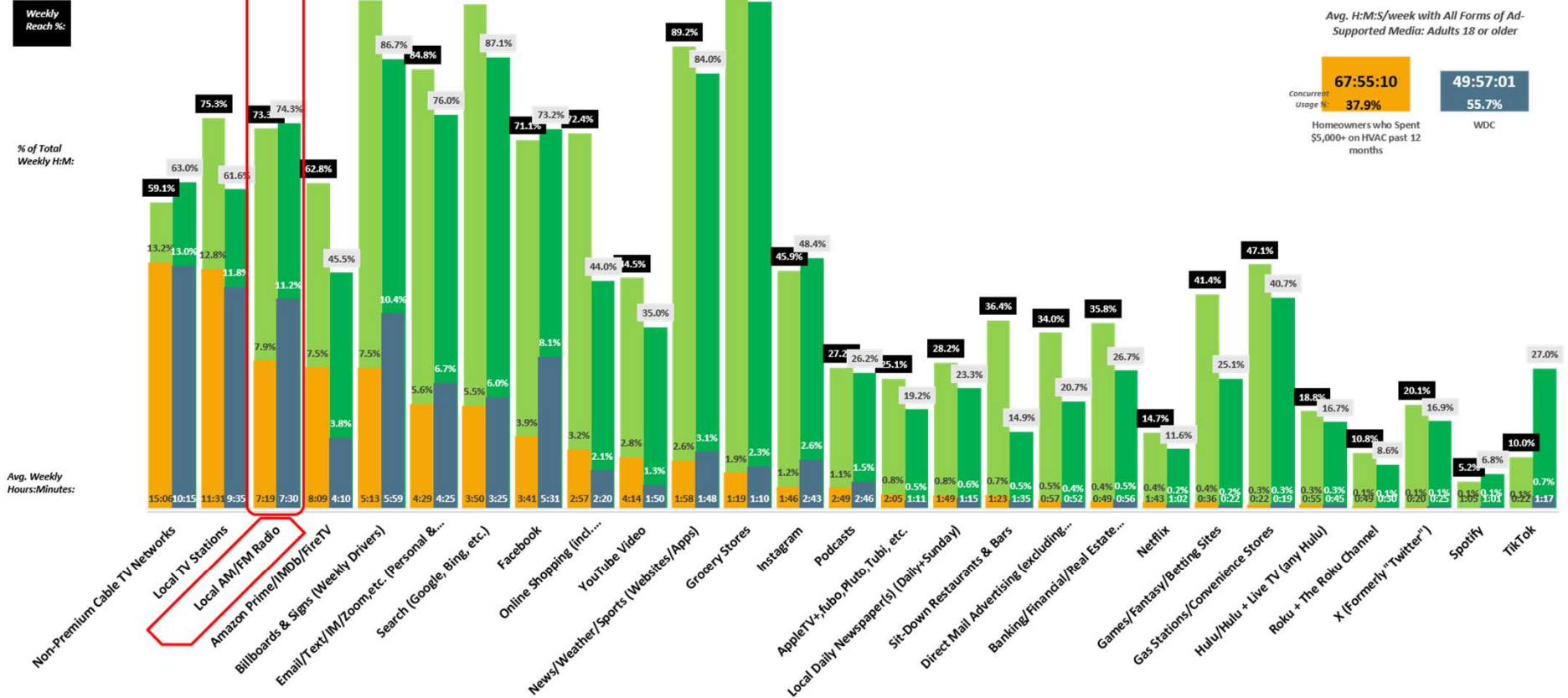


Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 3 days, 1 hours, 16 minutes and 10 seconds each week with All Forms of Ad-Supported Media.
90.2% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an avg. of 8 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.



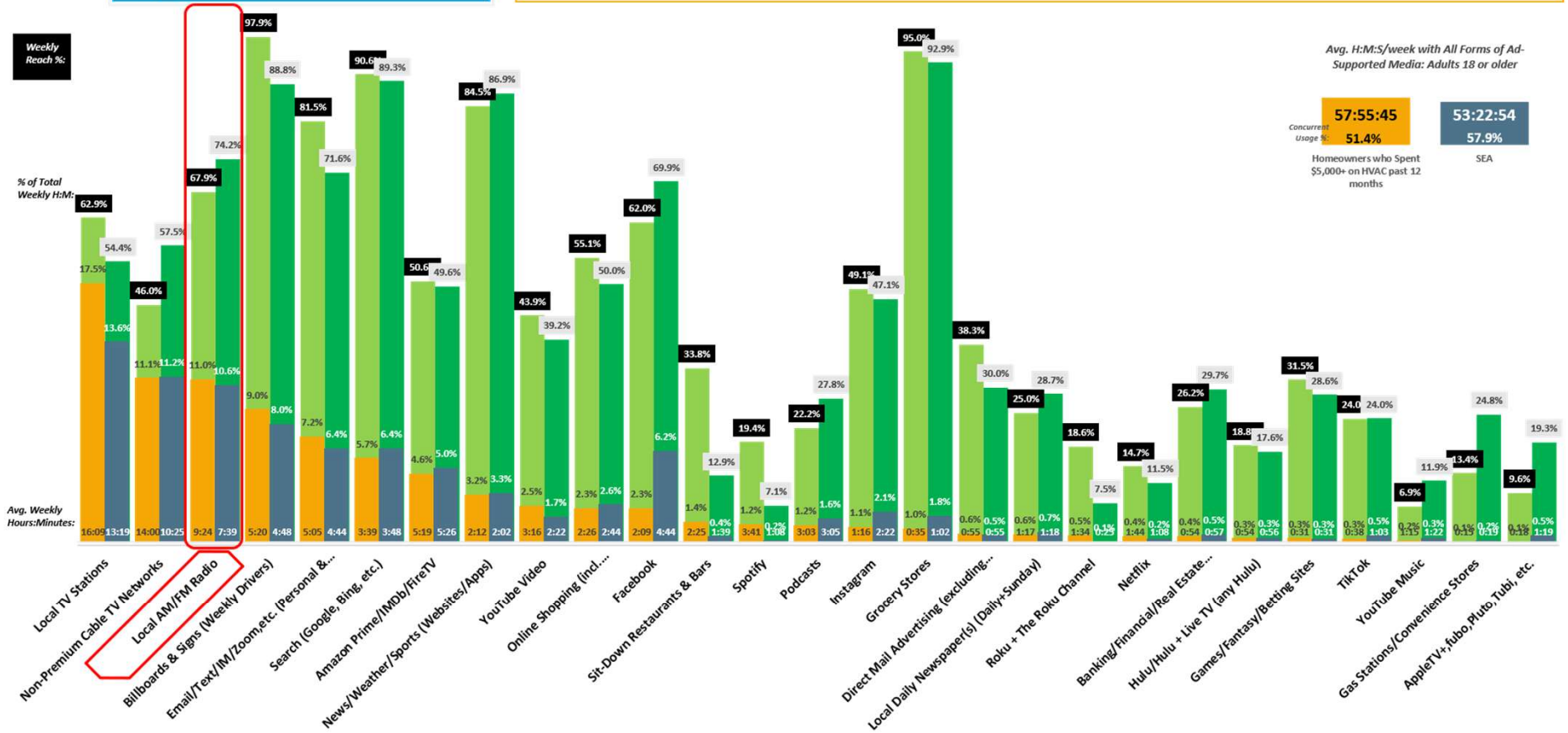


Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 2 days, 19 hours, 55 minutes and 10 seconds each week with All Forms of Ad-Supported Media.
 73.3% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an avg. of 7 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.9% of total time spent with all forms of Ad-Supported Media.





Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 2 days, 9 hours, 55 minutes and 45 seconds each week with All Forms of Ad-Supported Media.
67.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an avg. of 9 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.% of total time spent with all forms of Ad-Supported Media.



■ Homeowners who Spent \$5,000+ on HVAC past 12 months ■ SEA

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 80
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

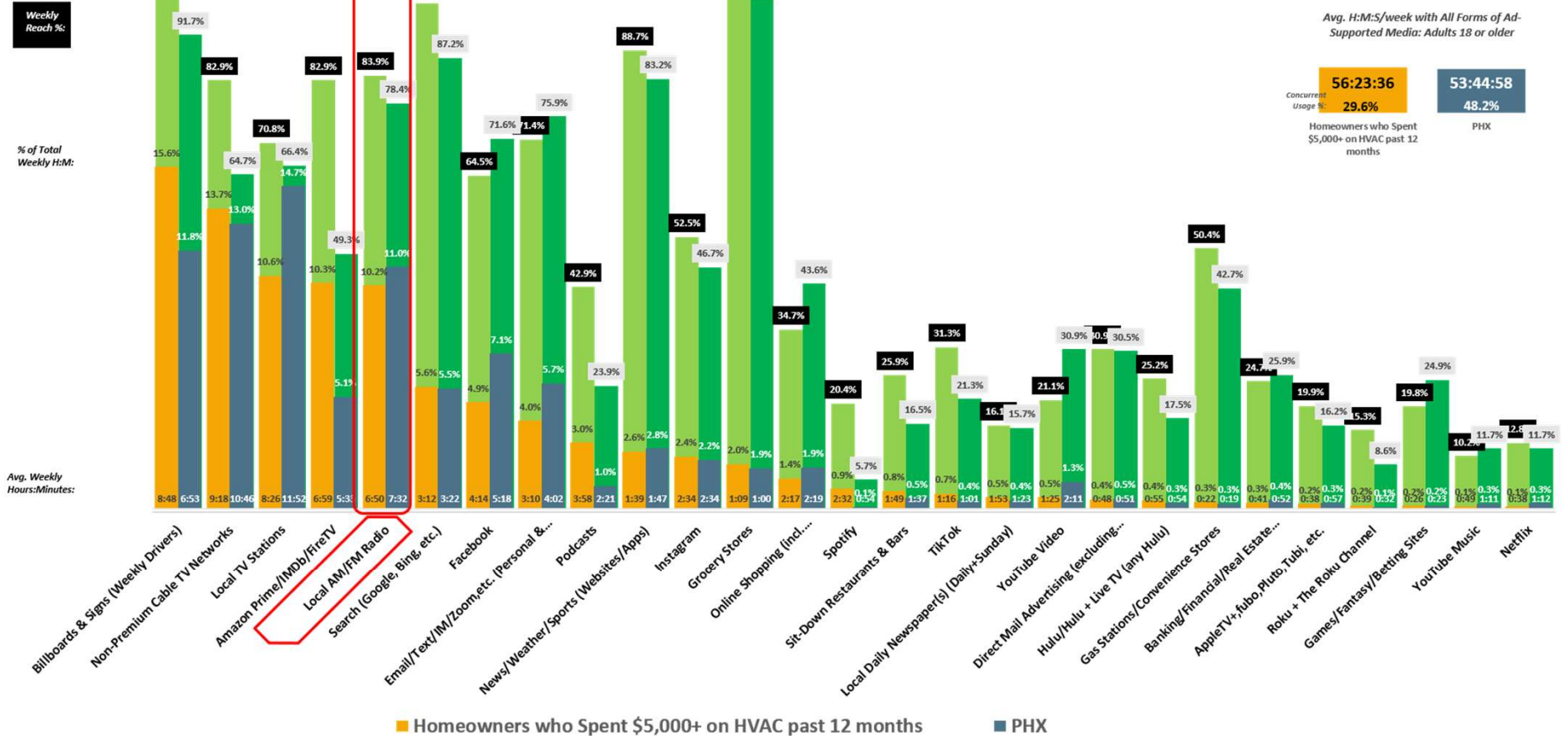


Share of Everything for Anything.

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



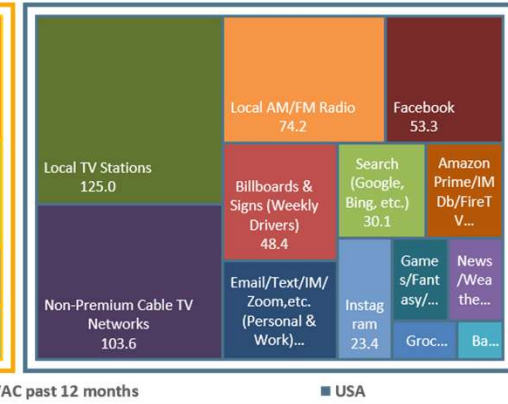
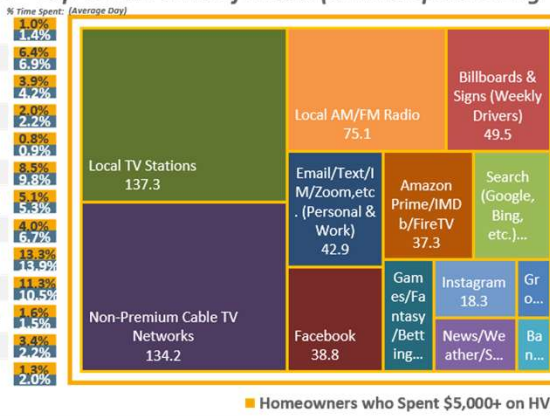
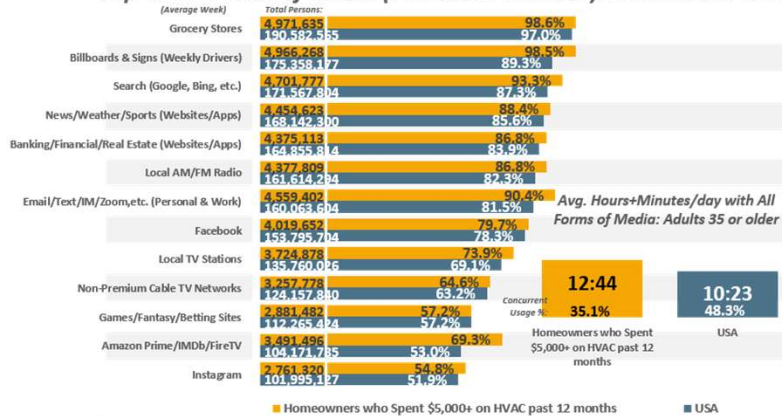
Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 2 days, 8 hours, 23 minutes and 36 seconds each week with All Forms of Ad-Supported Media.
83.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an avg. of 6 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.



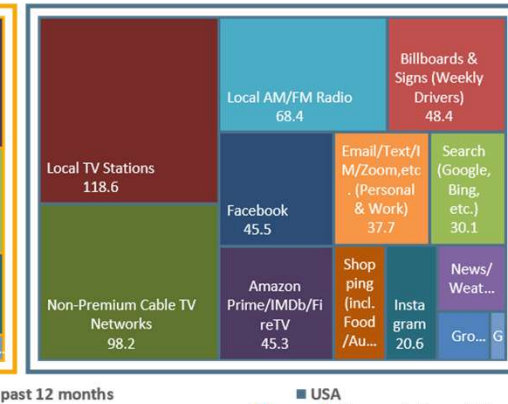
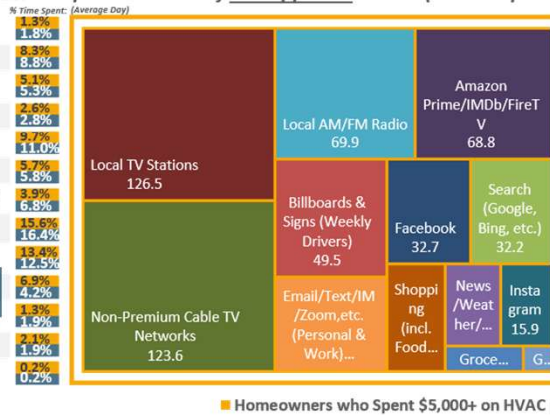
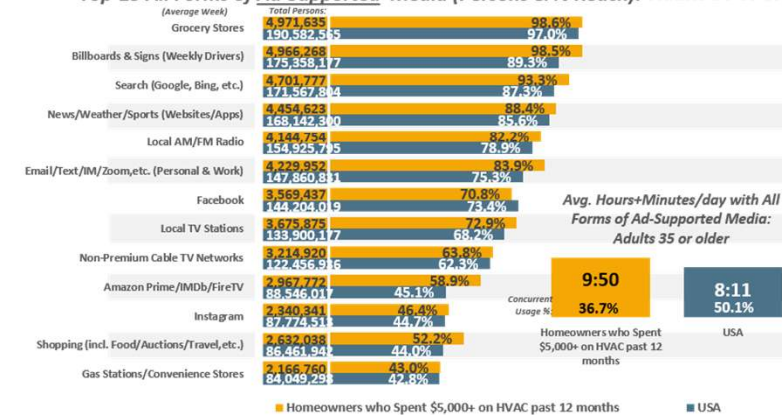


Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 9 hours and 50 minutes each day with All Forms of Ad-Supported Media. 82.2% listen to Local AM/FM Radio for an avg. of 69.9 minutes/day. (Local Radio delivers 9.7% of Time with Ad-Supported Media.)

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 497
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

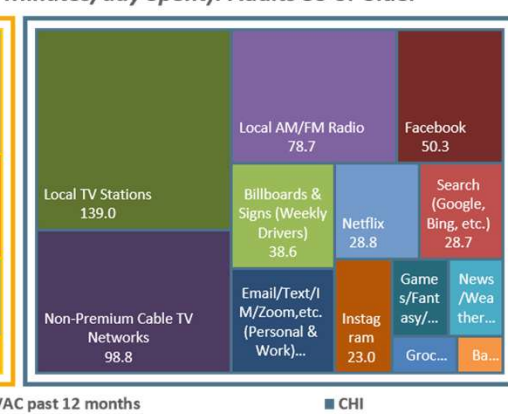
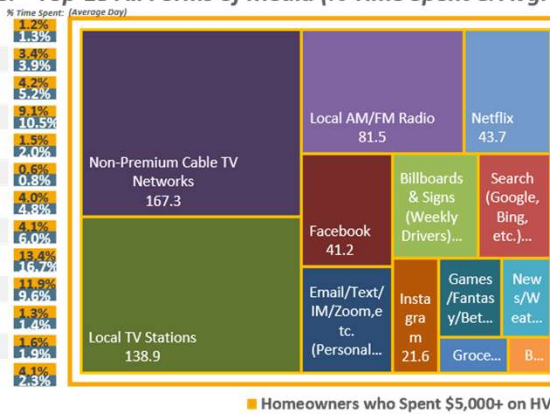
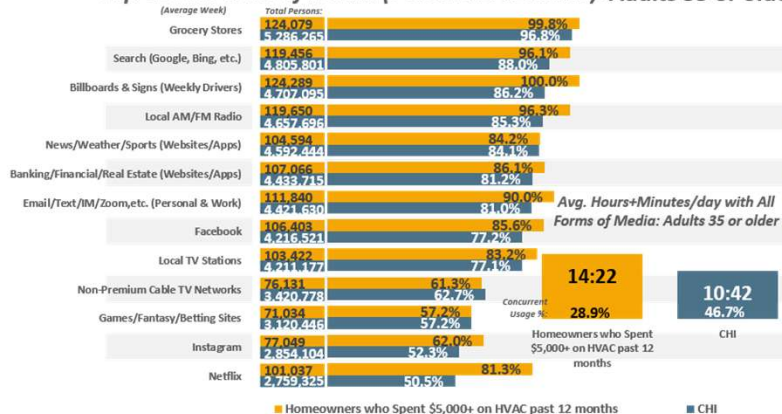
soefa.ai Share of Everything for Anything

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

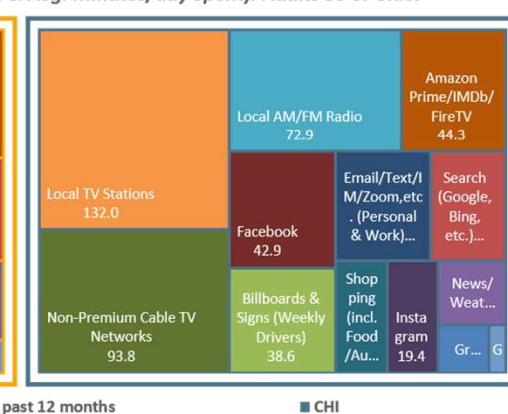
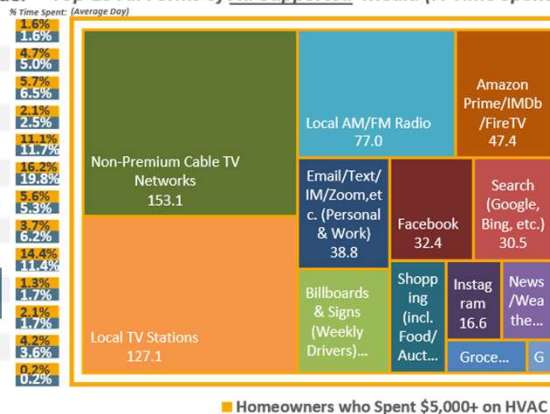
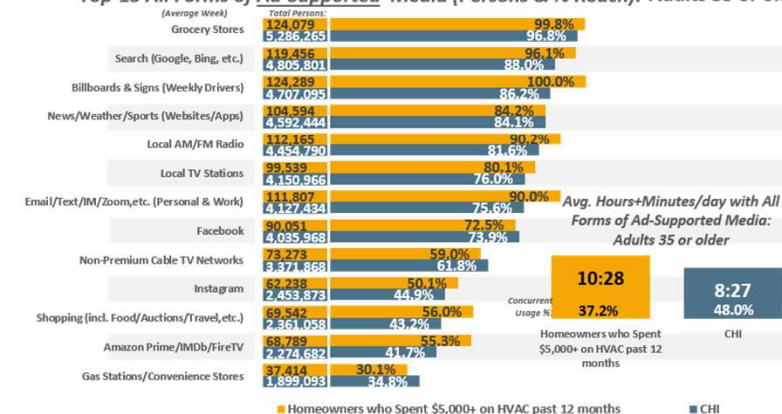


Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 10 hours and 28 minutes each day with All Forms of Ad-Supported Media. 90.2% listen to Local AM/FM Radio for an avg. of 77. minutes/day. (Local Radio delivers 11.1% of Time with Ad-Supported Media.)

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



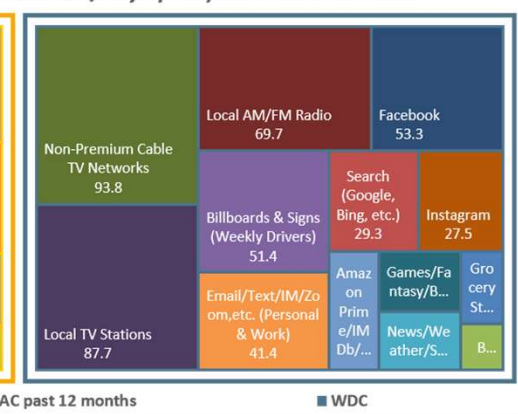
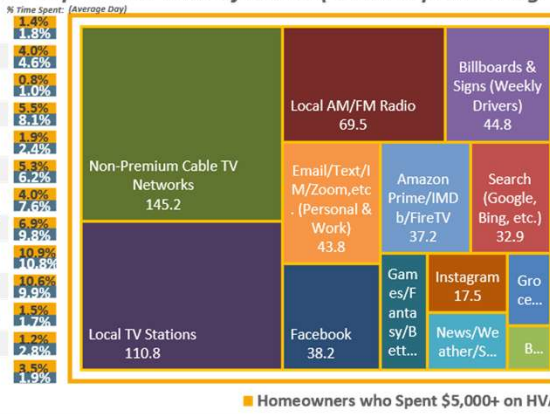
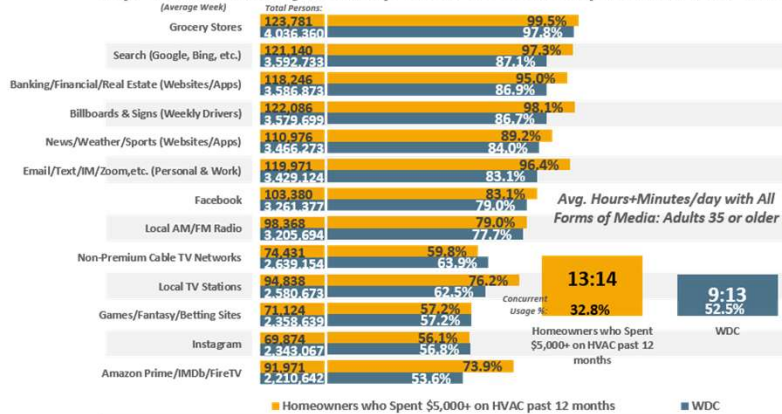
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



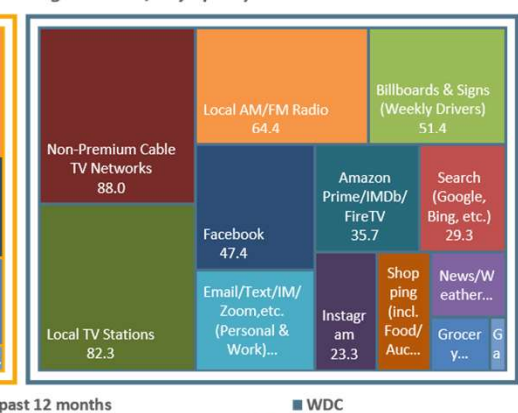
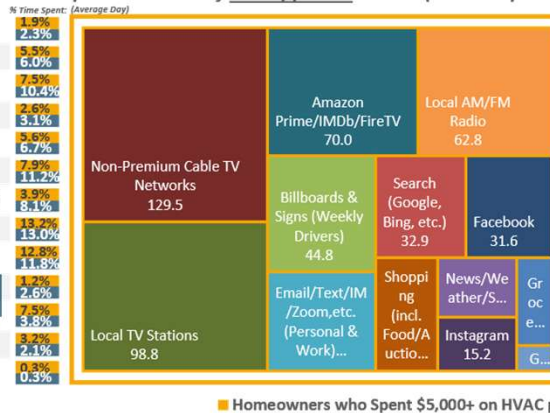
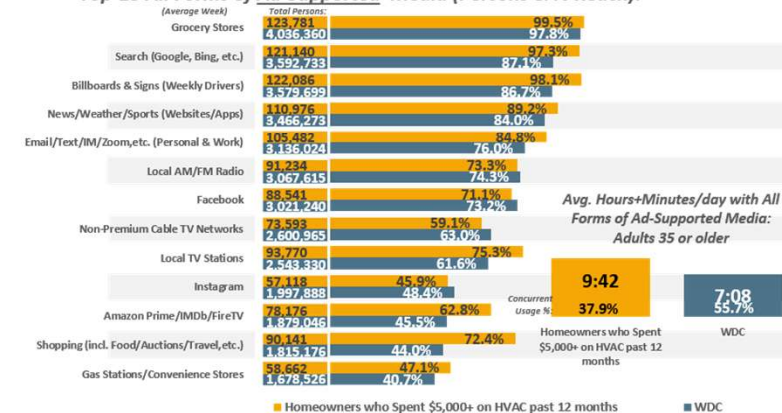


Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 9 hours and 42 minutes each day with All Forms of Ad-Supported Media. 73.3% listen to Local AM/FM Radio for an avg. of 62.8 minutes/day. (Local Radio delivers 7.9% of Time with Ad-Supported Media.)

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**



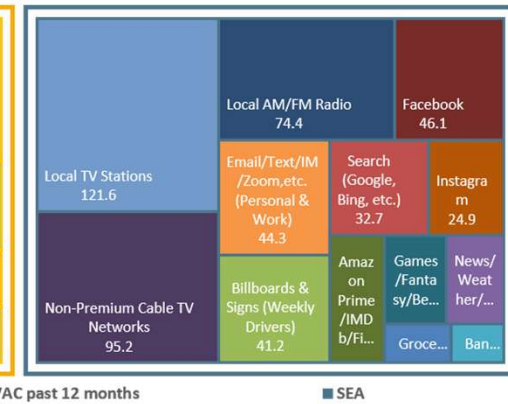
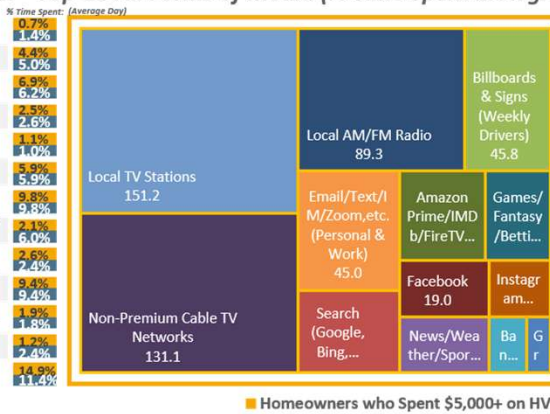
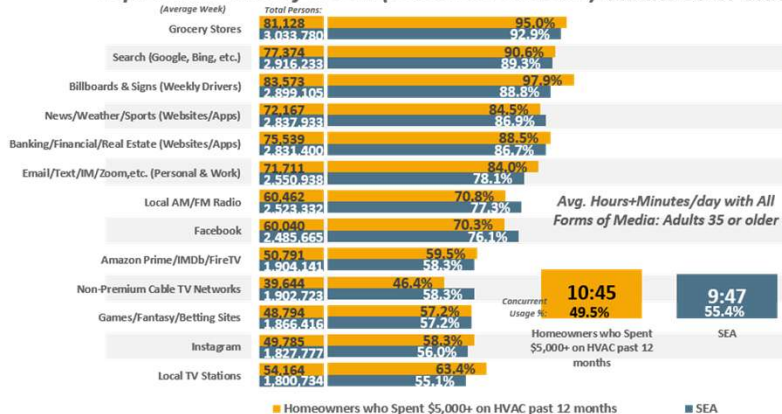
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



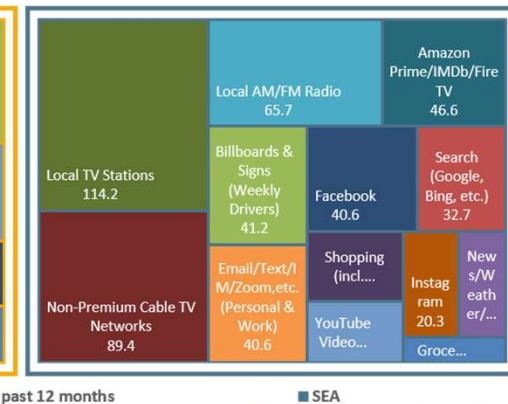
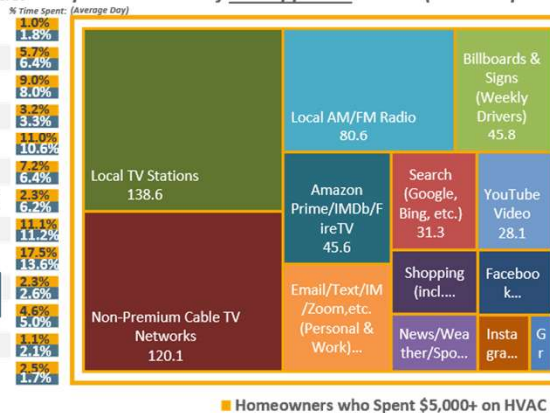
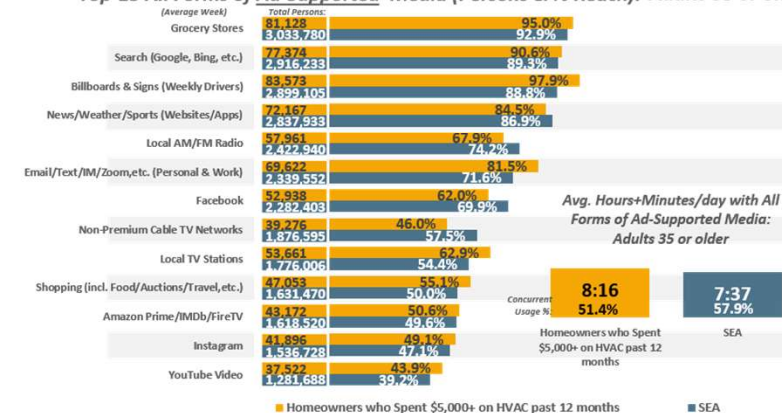


Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 8 hours and 16 minutes each day with All Forms of Ad-Supported Media. 67.9% listen to Local AM/FM Radio for an avg. of 80.6 minutes/day. (Local Radio delivers 11.% of Time with Ad-Supported Media.)

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



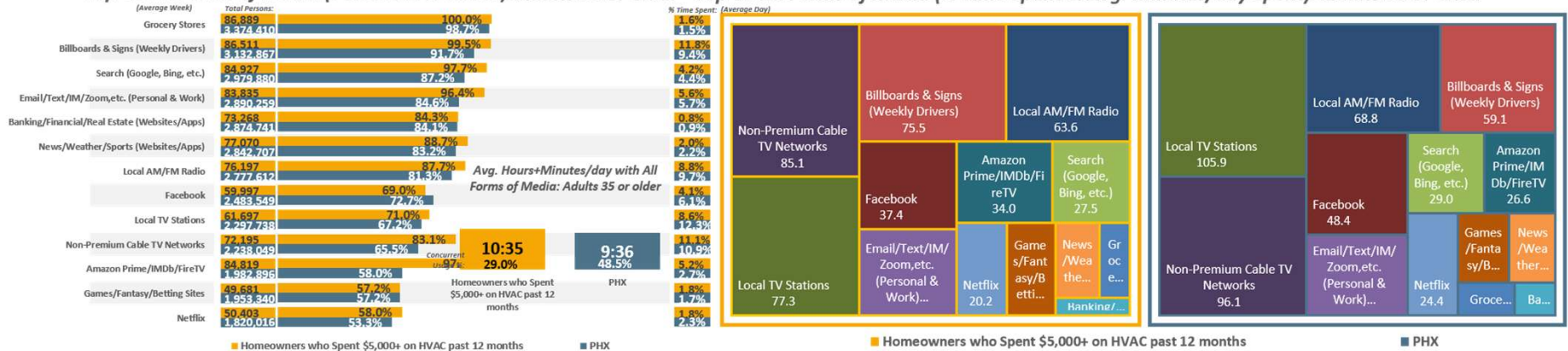
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



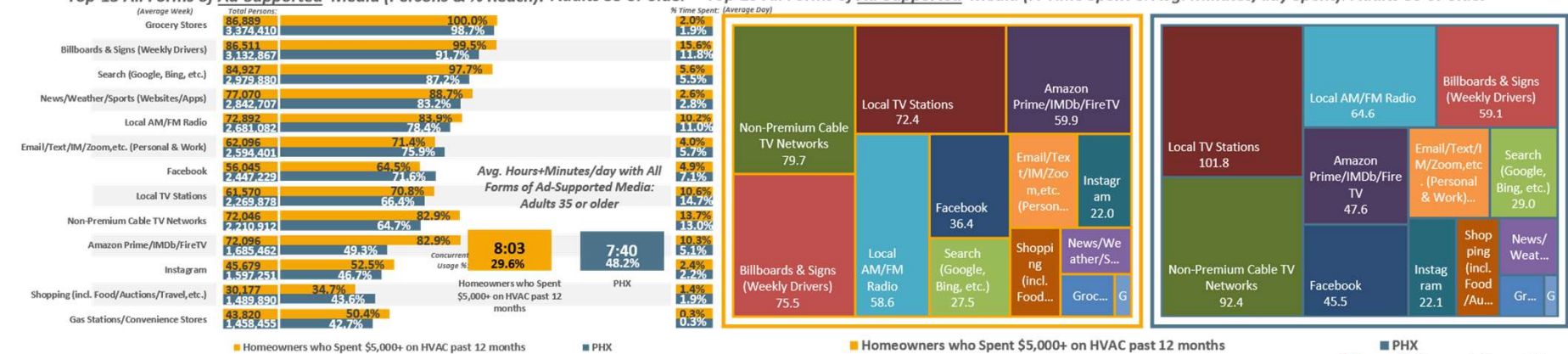


Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 8 hours and 3 minutes each day with All Forms of Ad-Supported Media. 83.9% listen to Local AM/FM Radio for an avg. of 58.6 minutes/day. (Local Radio delivers 10.2% of Time with Ad-Supported Media.)

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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 50
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

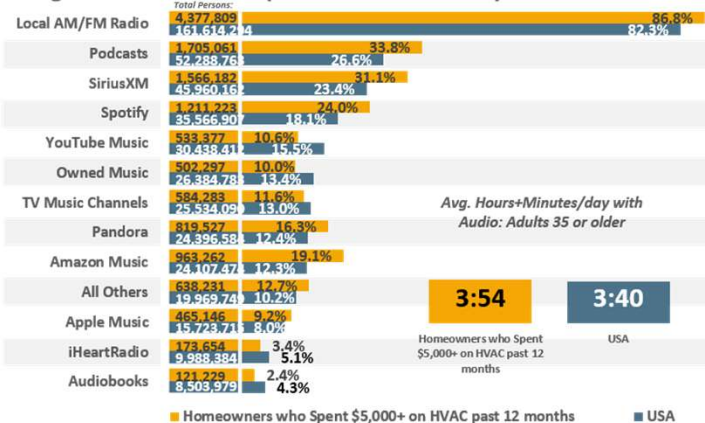
soefa.ai Share of Everything for Anything

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

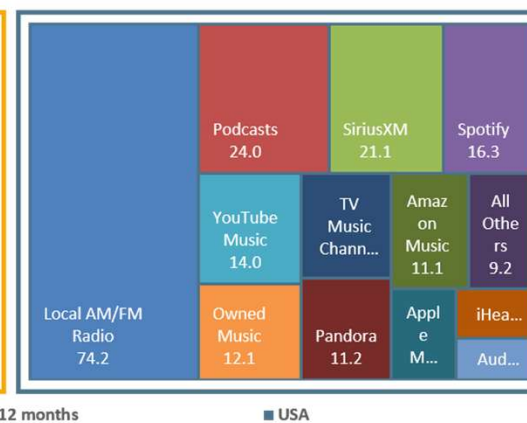
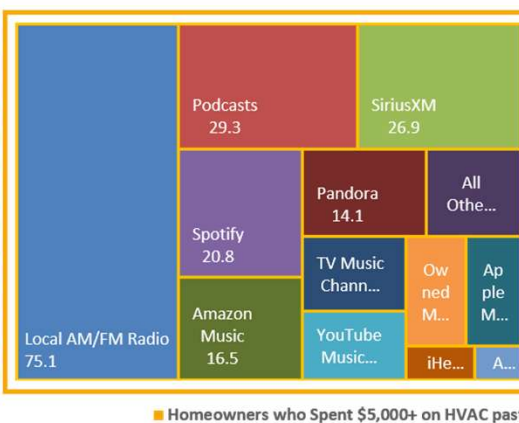


4,144,754 or 82.2% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 69.9 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.

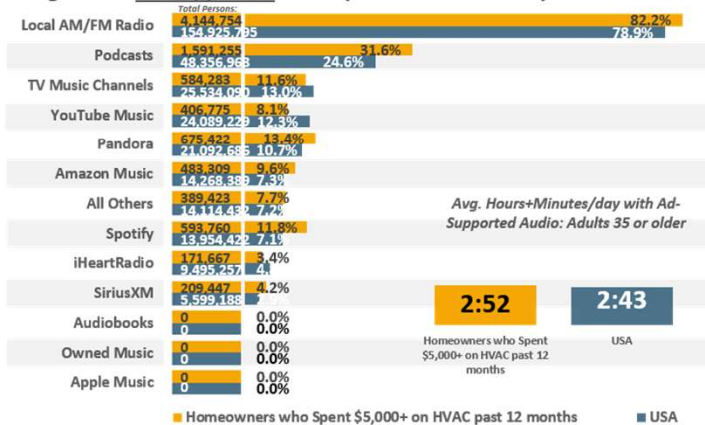
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



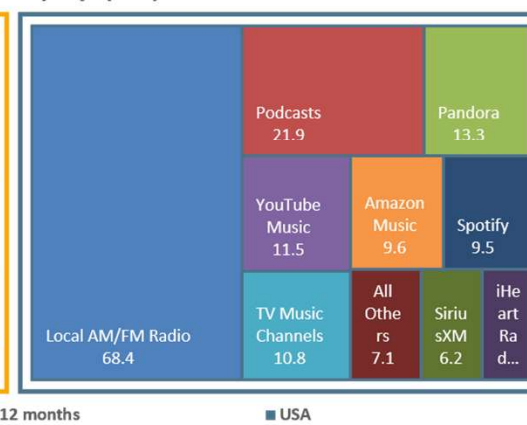
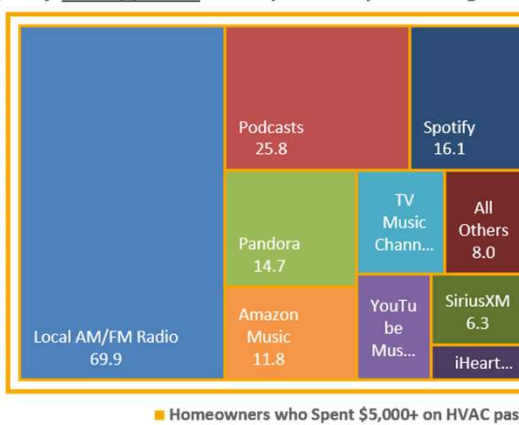
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 497
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

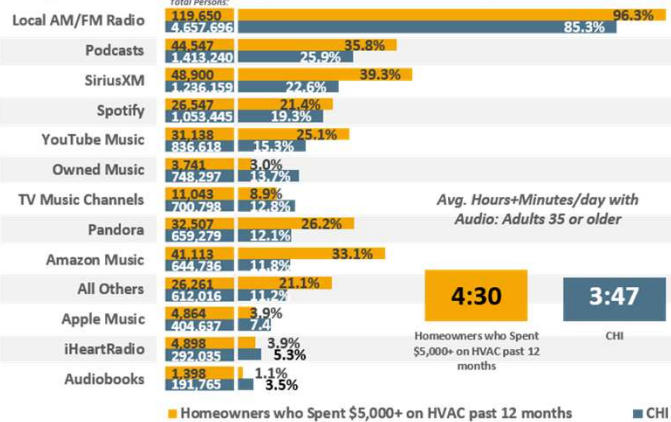
soefa.ai Share of Everything for Anything

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

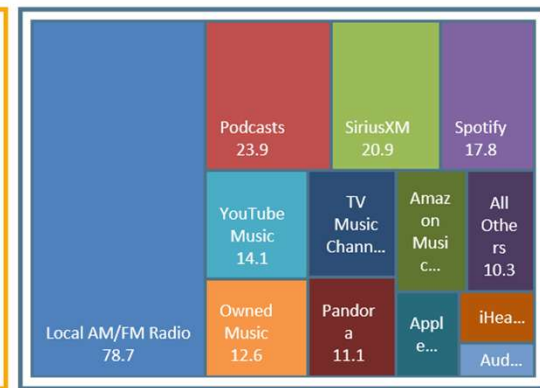
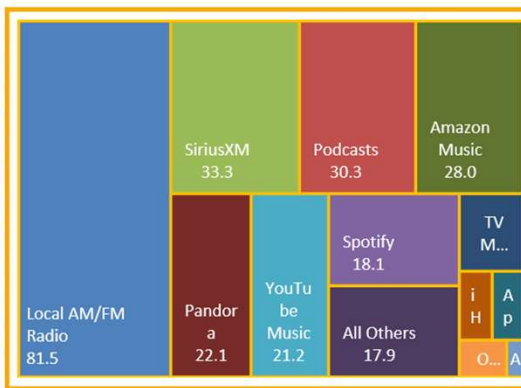


112,165 or 90.2% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 77. minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.

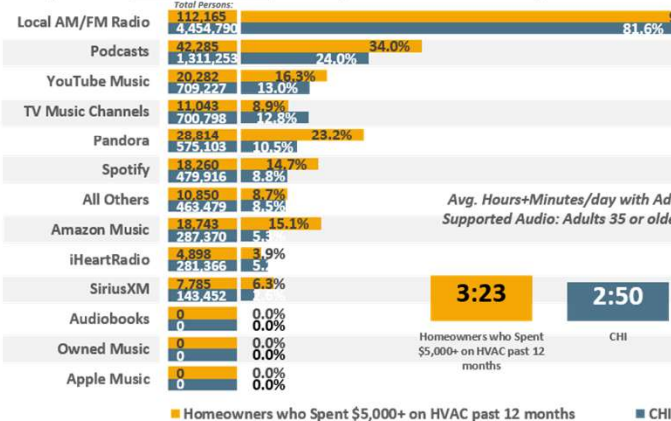
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



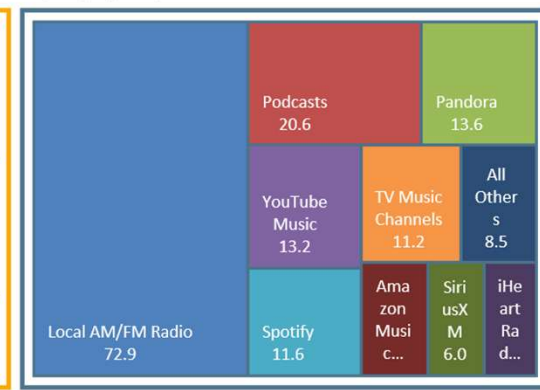
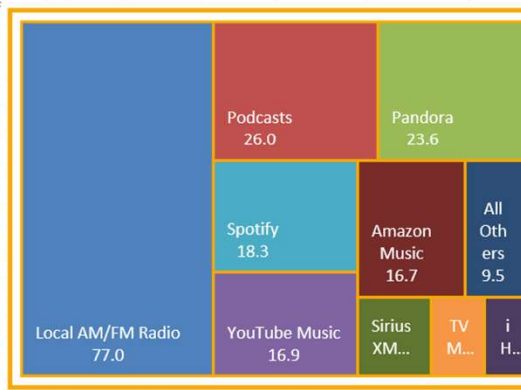
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



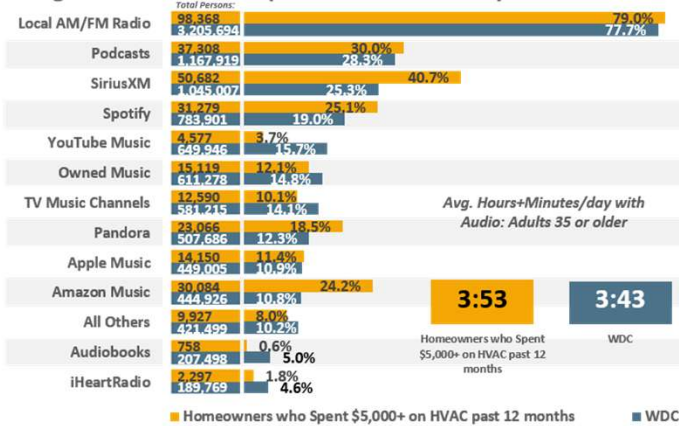
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



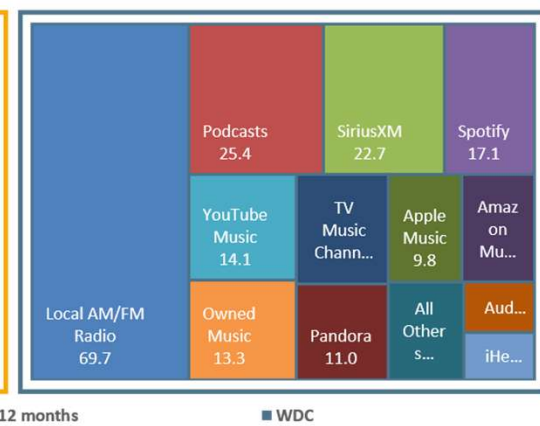
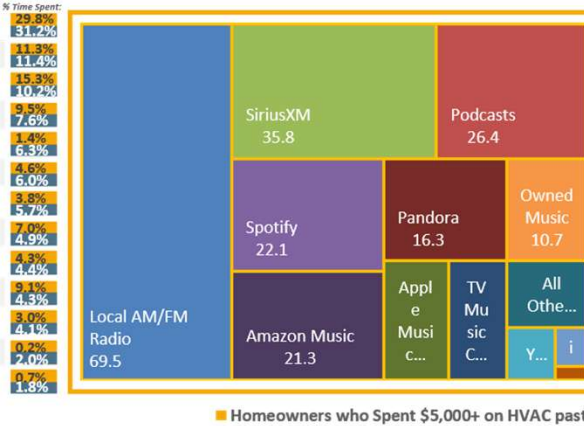


91,234 or 73.3% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 62.8 minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.

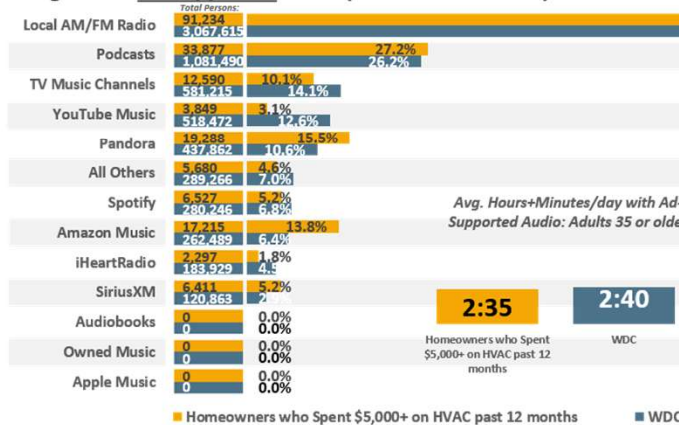
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



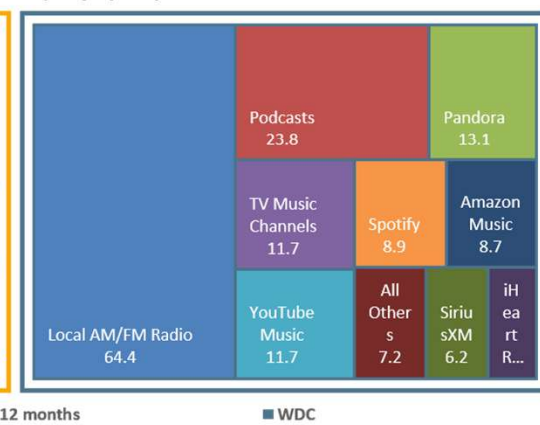
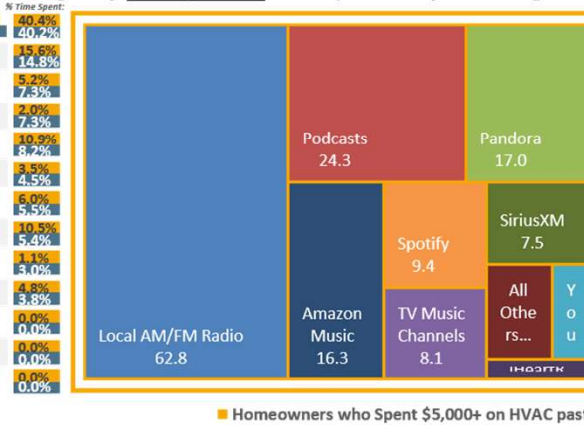
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



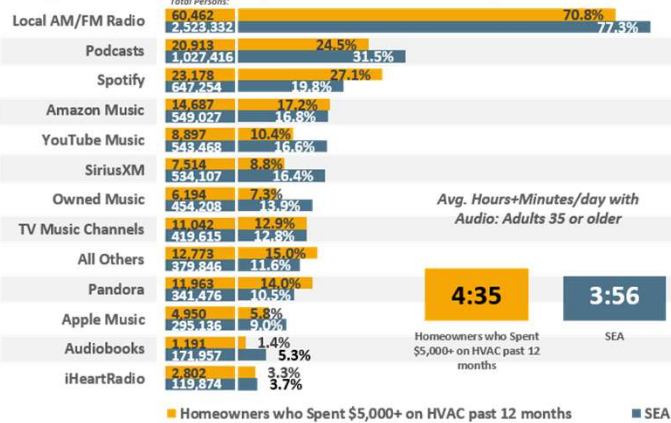
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



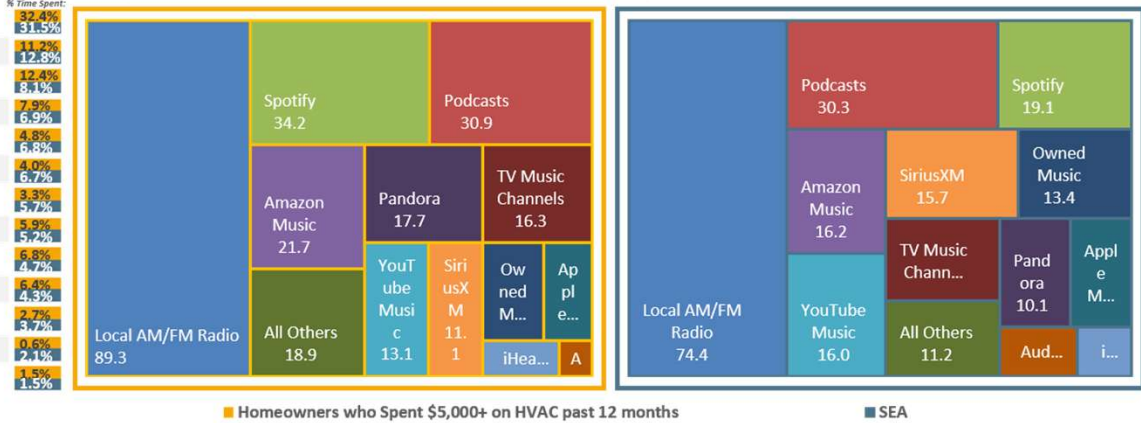


57,961 or 67.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 80.6 minutes every day representing 35.8% of all time spent daily with Ad-Supported Audio.

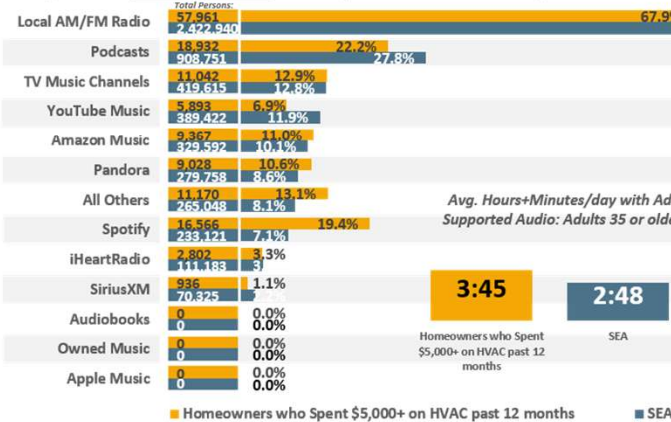
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



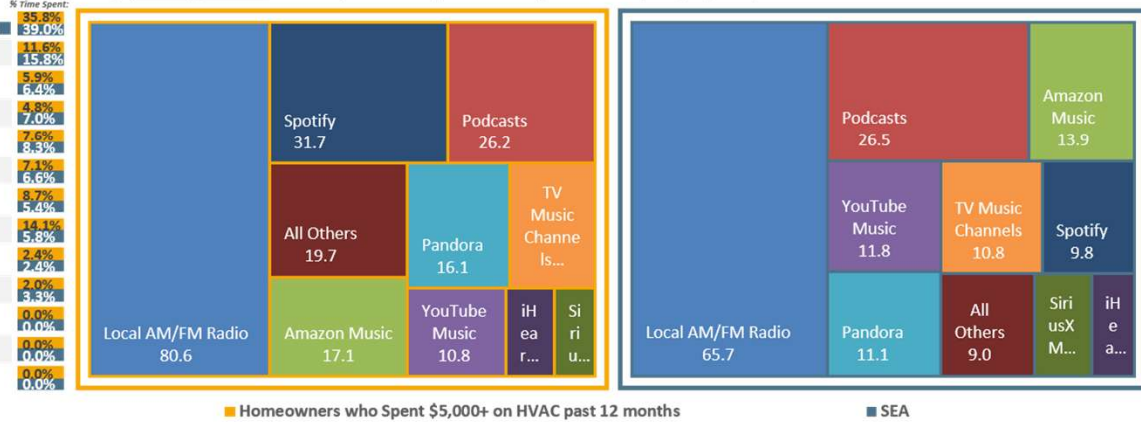
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



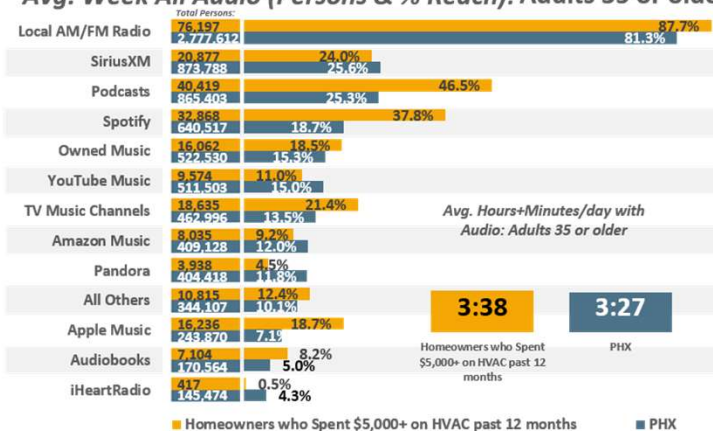
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



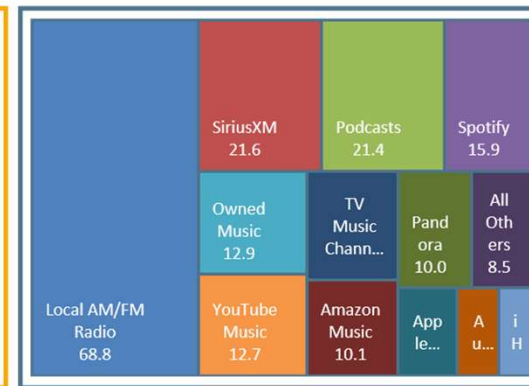
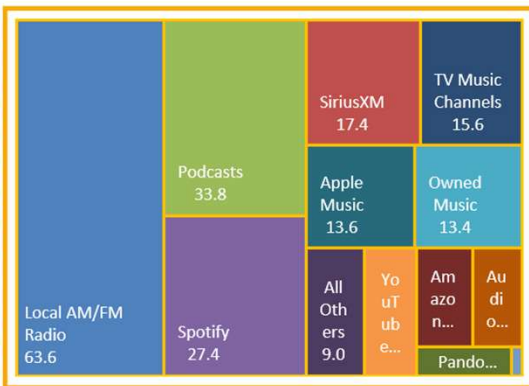


72,892 or 83.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.

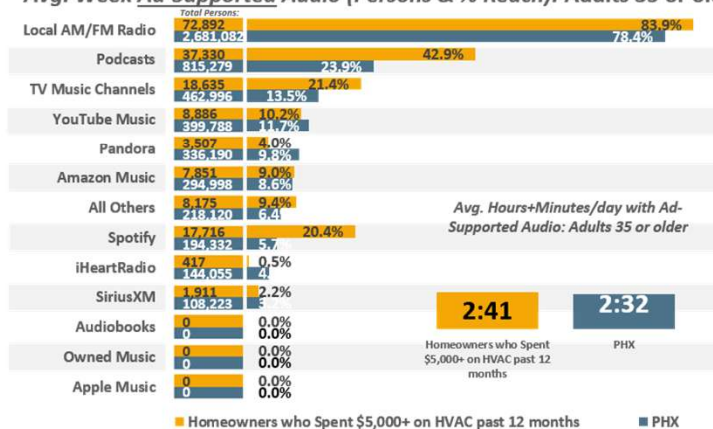
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



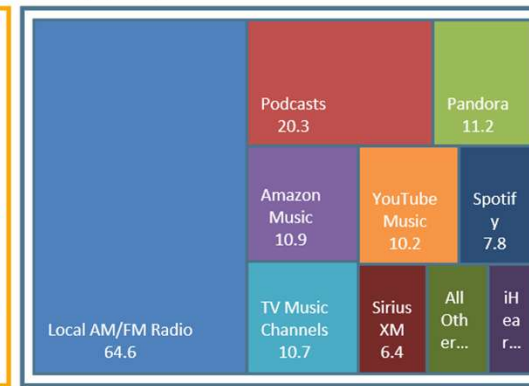
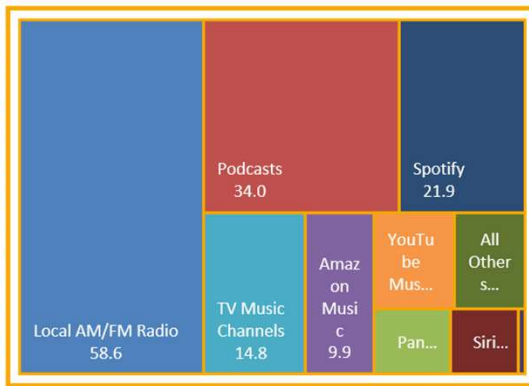
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

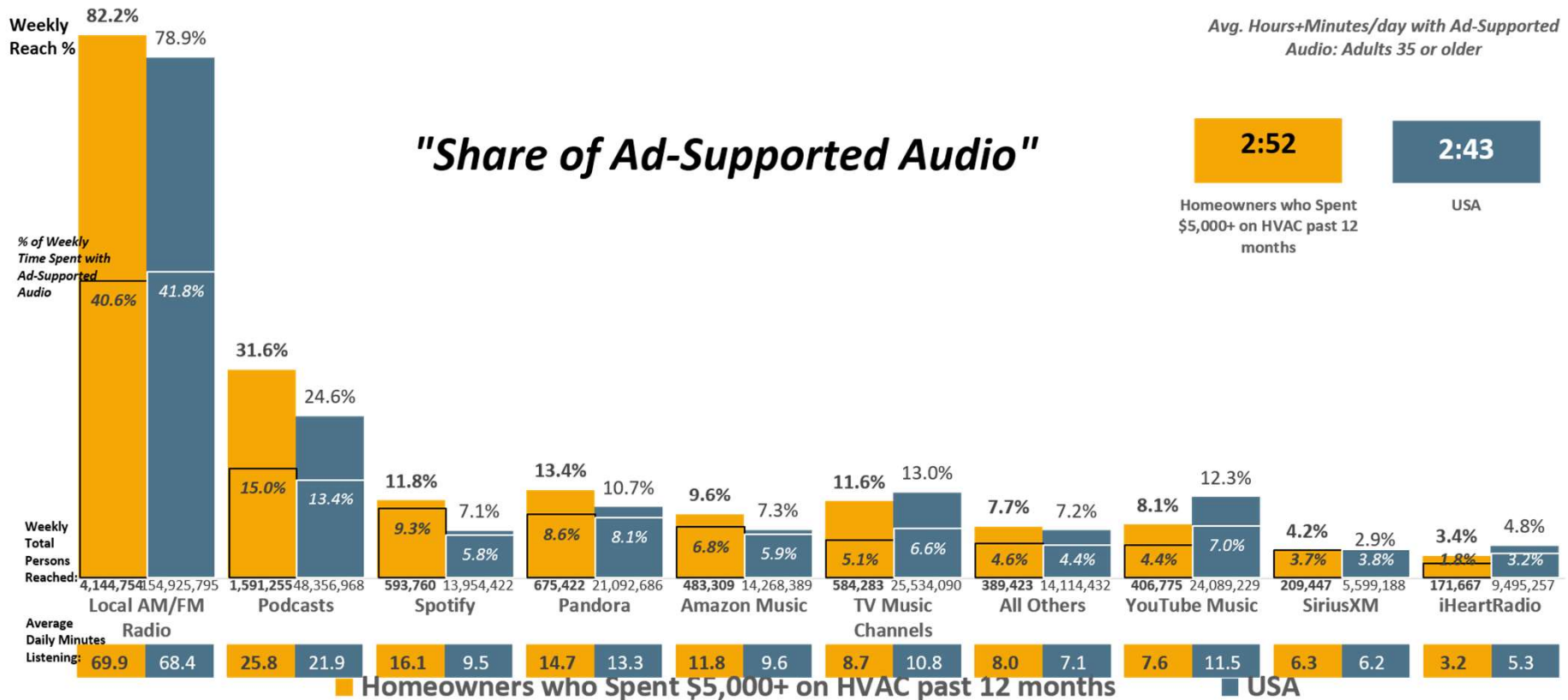


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



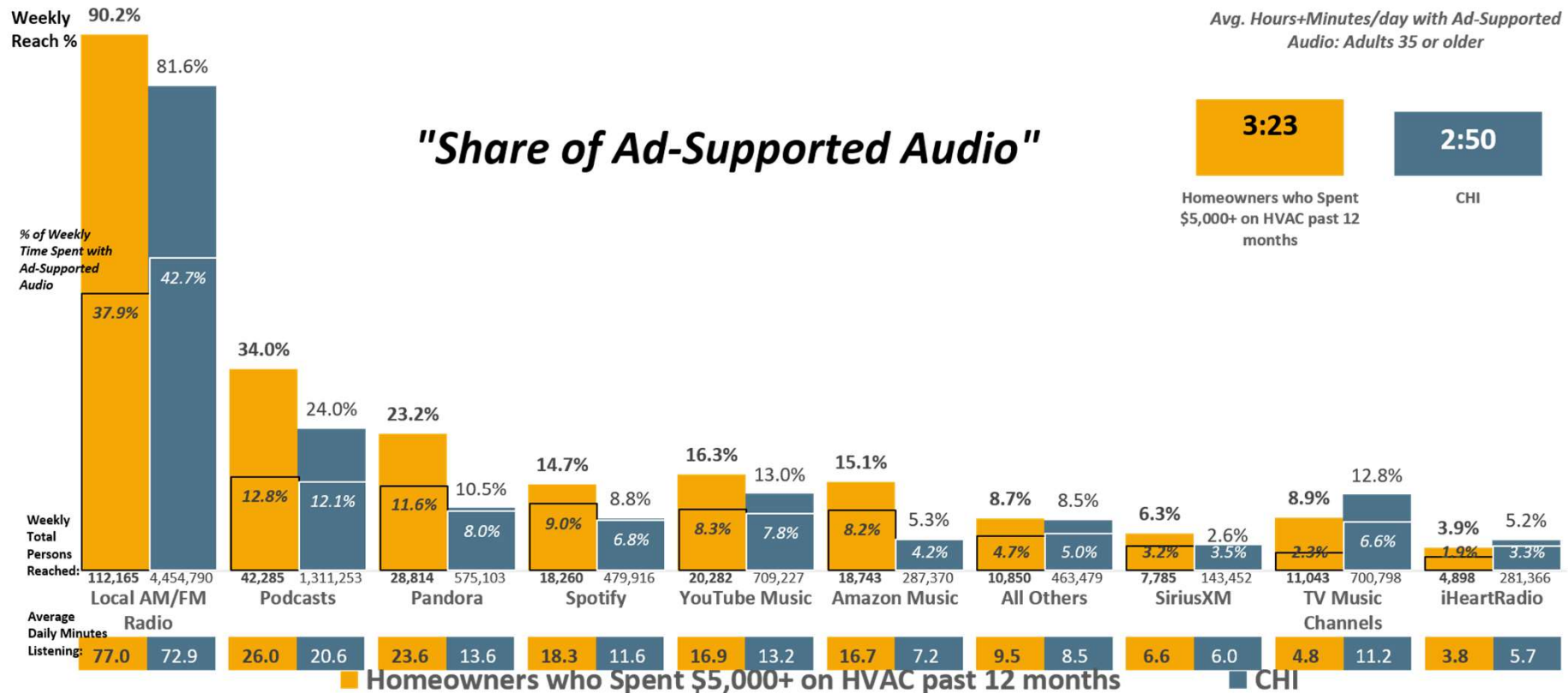


4,144,754 or 82.2% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 69.9 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.



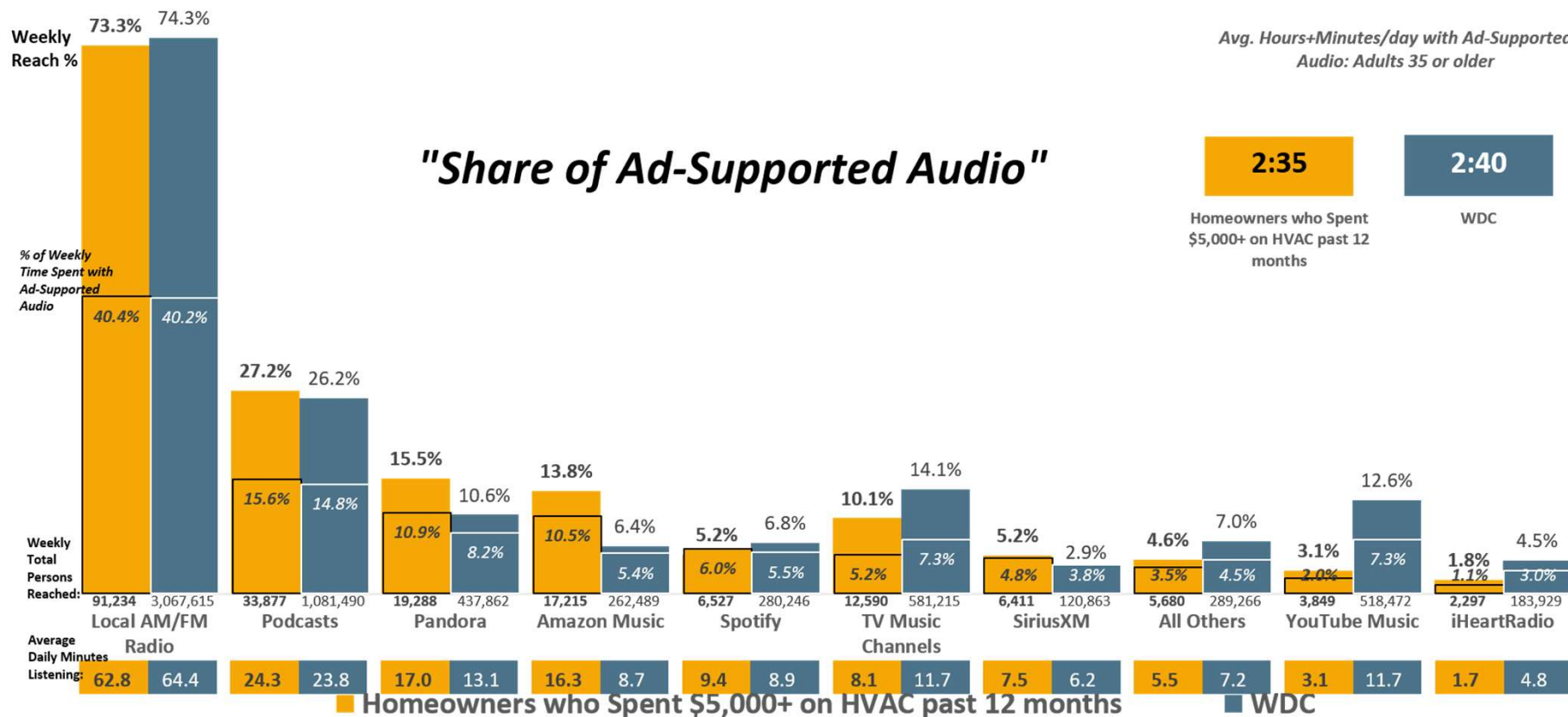


112,165 or 90.2% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 77. minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.



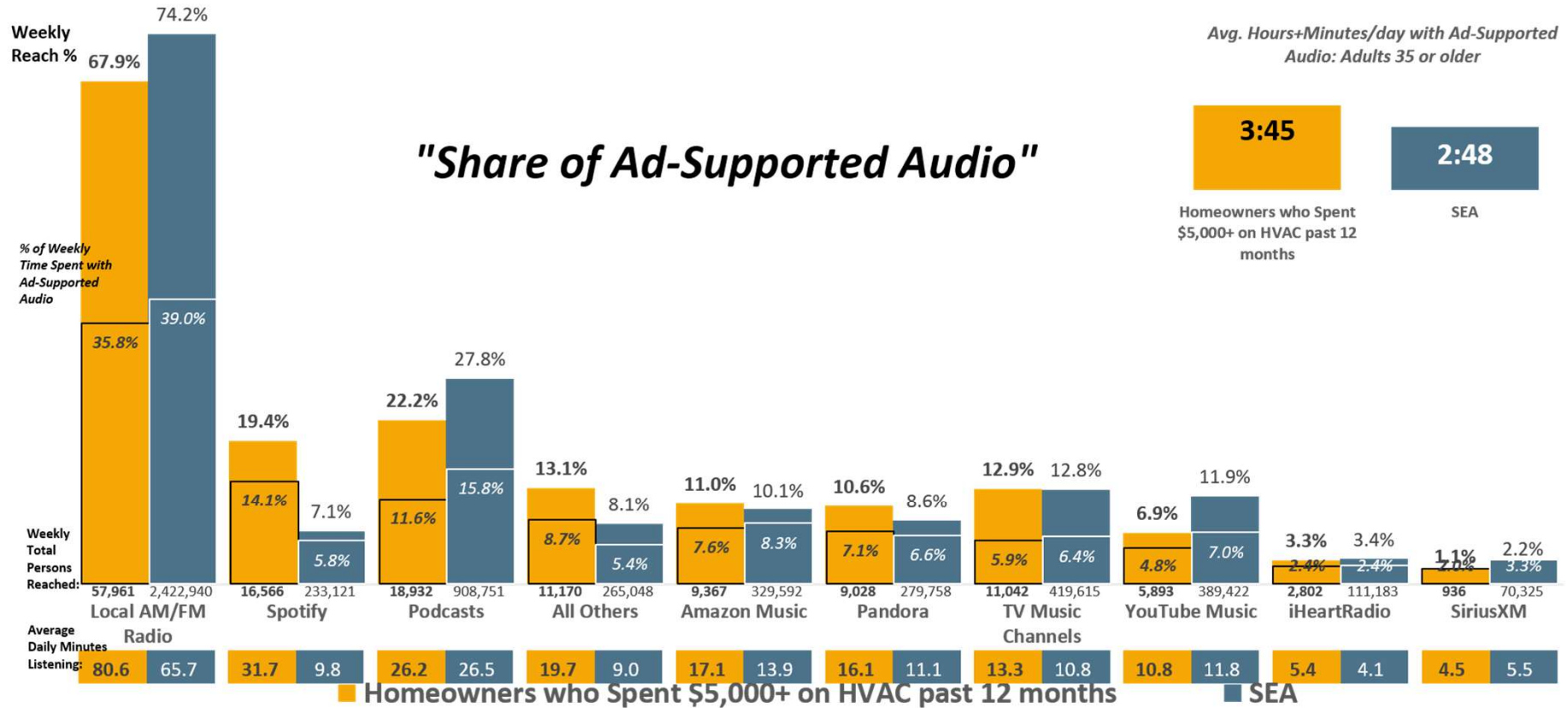


91,234 or 73.3% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 62.8 minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.



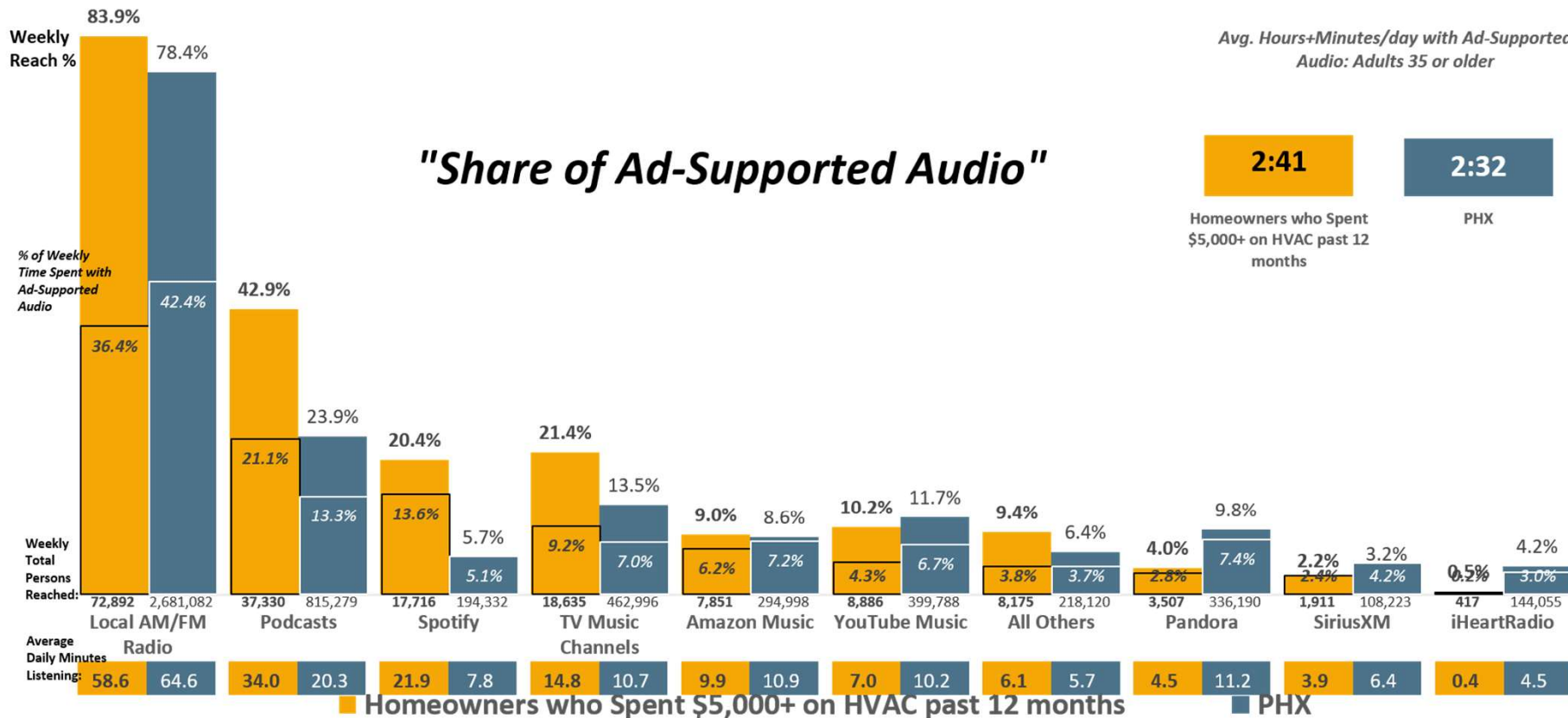


57,961 or 67.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 80.6 minutes every day representing 35.8% of all time spent daily with Ad-Supported Audio.





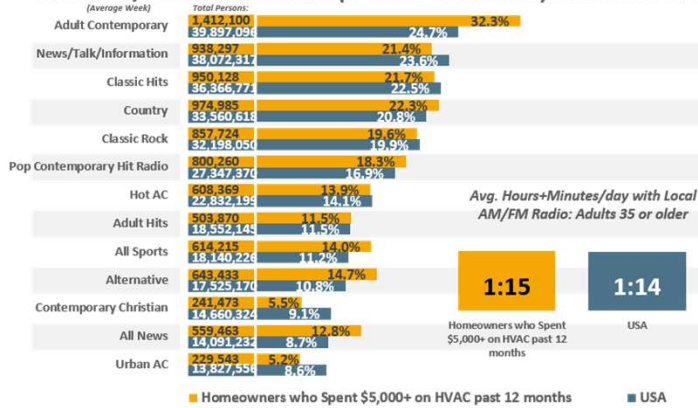
72,892 or 83.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.



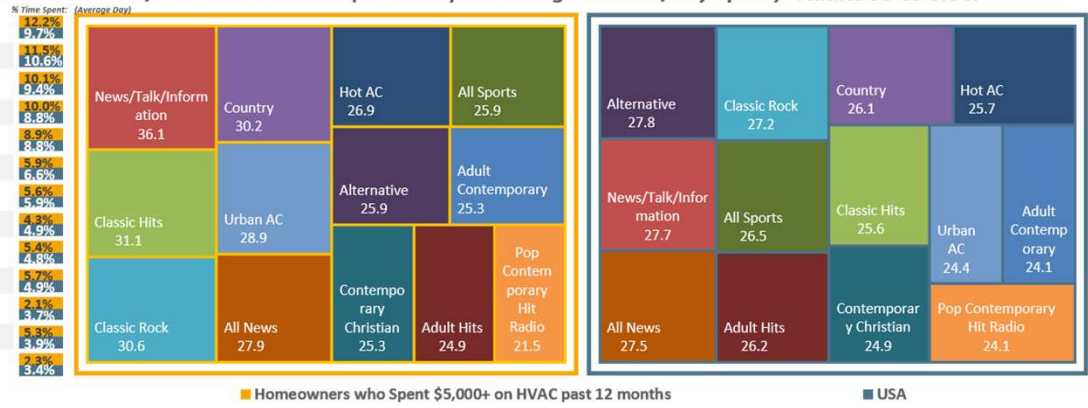


4,144,754 or 82.2% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Classic Rock, and Pop Contemporary Hit Radio.

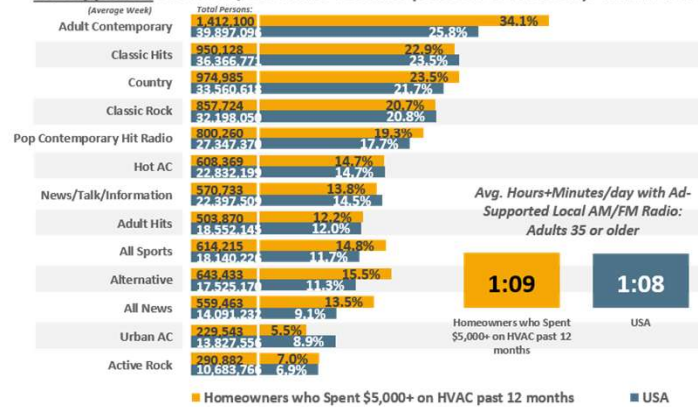
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



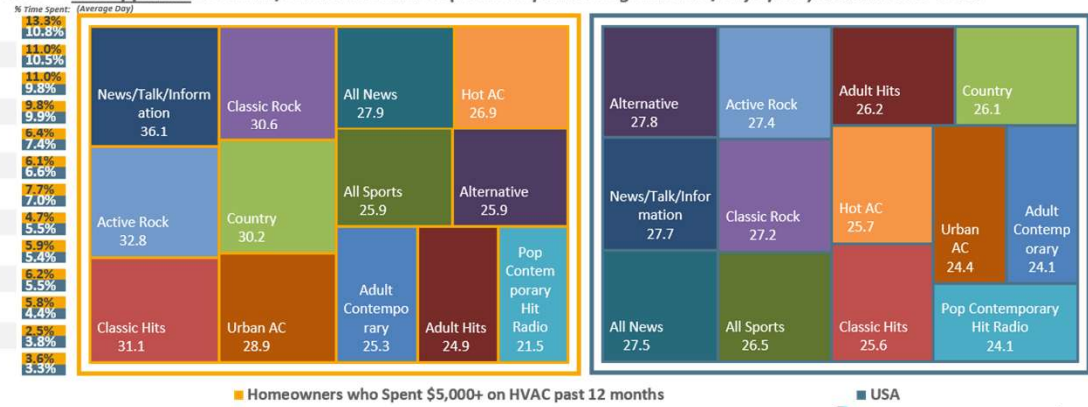
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 497
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

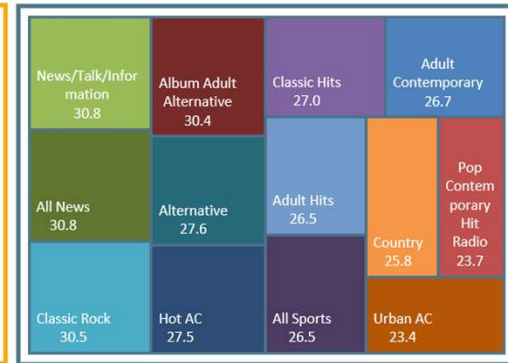
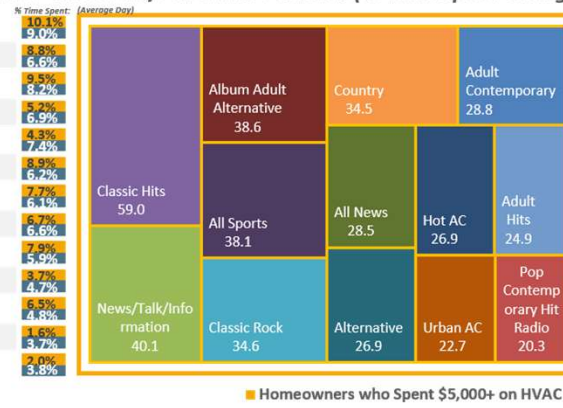
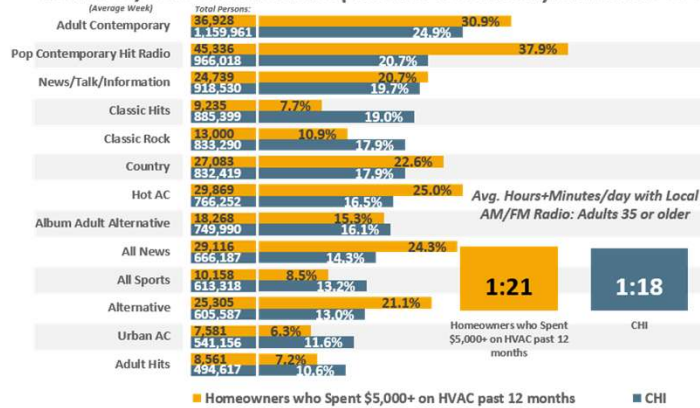
soefa.ai Share of Everything for Anything

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

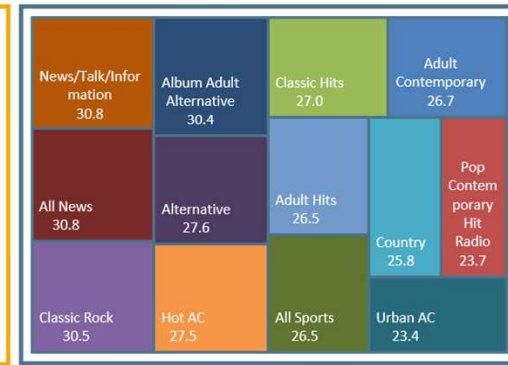
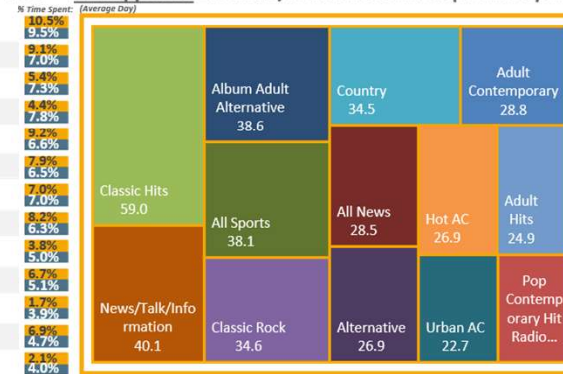
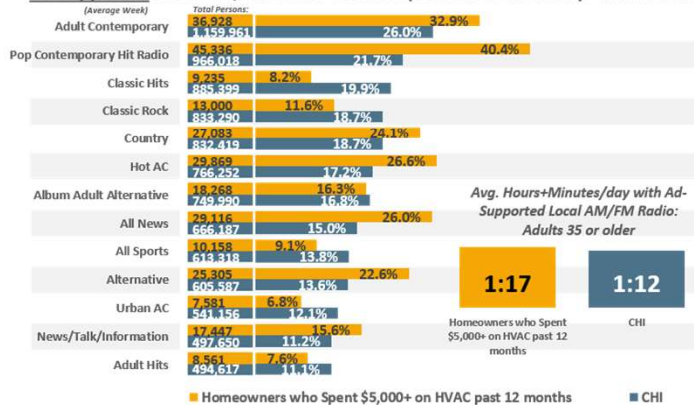


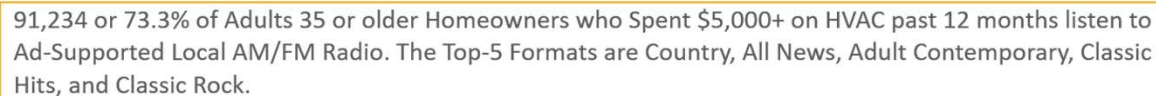
112,165 or 90.2% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, All News, and Country.

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**





(Average Week)		Total Persons:	
News/Talk/Information	6,757 763,627	6.9%	24.6%
All News	33,698 763,983	21.1%	34.3%
Adult Contemporary	20,708 669,389	21.1%	20.9%
Urban AC	10,112 564,115	10.3%	17.6%
Classic Hits	12,007 545,433	17.3%	17.0%
Country	36,778 525,835	16.4%	37.4%
Classic Rock	16,186 465,549	16.5%	14.5%
Contemporary Christian	12,831 427,723	13.1%	16.8%
Contemporary Hit Radio	5,729 405,665	5.8%	12.7%
Alternative	11,825 388,705	12.0%	17.4%
Contemporary Hit Radio	7,876 350,186	7.8%	10.5%
Urban Contemporary	2,523 313,641	2.6%	9.8%
Classical	3,822 247,252	3.9%	6.4%

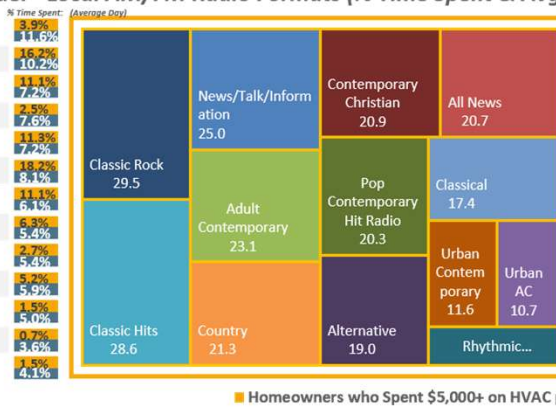
Avg. Hours+Minutes/day with Local AM/FM Radio: Adults 35 or older

1:09

1:09

Homeowners who Spent \$5,000+ on HVAC past 12 months

WDC

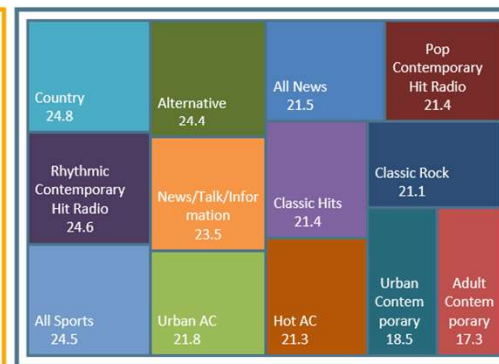
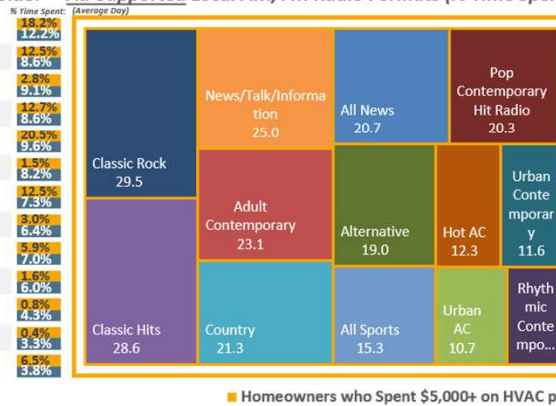


	(Average Week)	Total Persons:	
All News	33,698	149,933	26.9%
Adult Contemporary	20,708	669,389	21.8%
Urban AC	10,112	564,115	18.4%
Classic Hits	17,007	549,533	18.6%
Country	36,771	525,835	17.4%
News/Talk/Information	2,230	470,943	15.4%
Classic Rock	16,186	458,529	15.7%
Top Contemporary Hit Radio	4,729	405,655	13.2%
Alternative	11,825	388,706	12.7%
Contemporary Hit Radio	7,676	309,666	8.4%
Urban Contemporary	8,893	318,651	8.8%
Hot AC	1,383	212,888	1.5%
All Sports	16,111	210,531	6.9%

■ Homeowners who Spent \$5,000+ on HVAC past 12 months
 ■ WDC

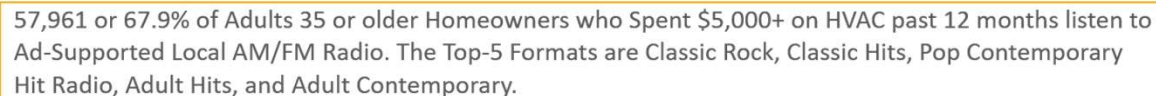
Avg. Hours+Minutes/day with Ad-Supported Local AM/FM Radio:
 Adults 35 or older

1:02 1:04
 Homeowners who Spent \$5,000+ on HVAC past 12 months WDC

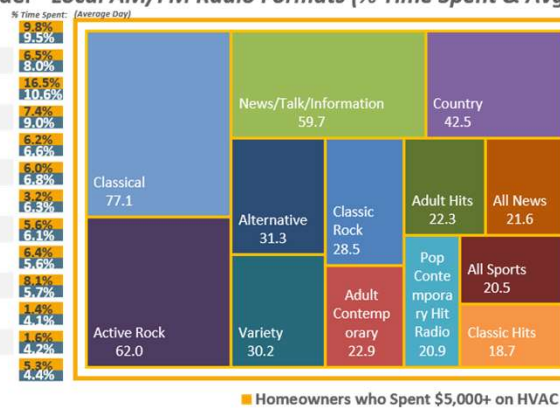


■ WDC
soefa.ai Share of Everything
for Anything ©

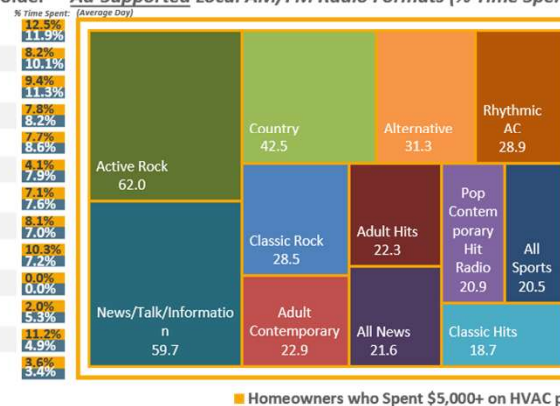
((Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHL): Heating or air conditioning;\$5,000 or more)



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



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



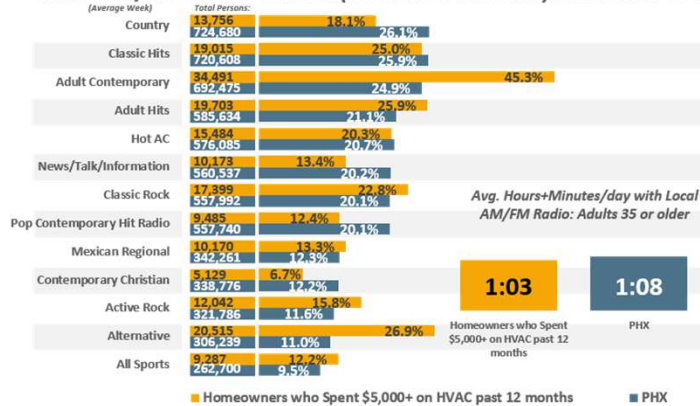
soefa.ai Share of Everything
for Anything.

((Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHL): Heating or air conditioning;\$5,000 or more))

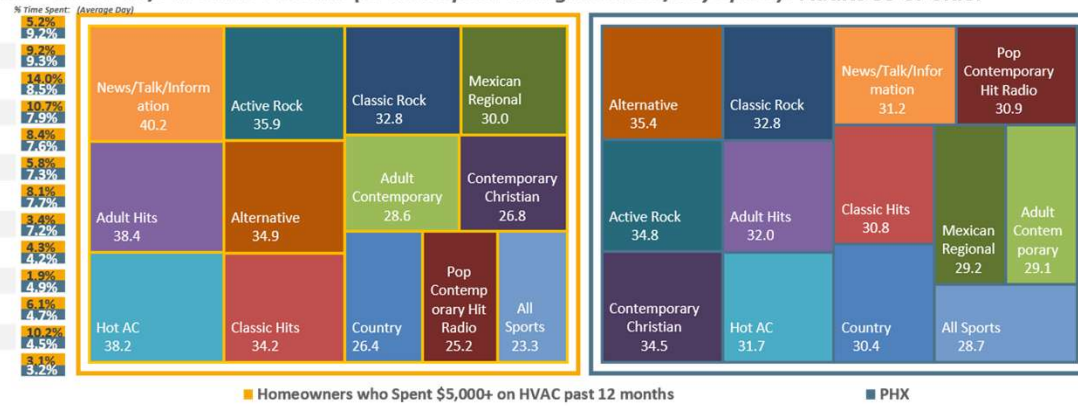


72,892 or 83.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Alternative, Adult Hits, Classic Hits, and Classic Rock.

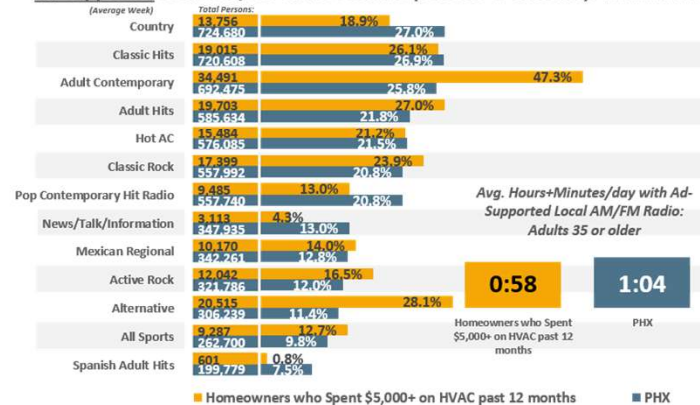
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



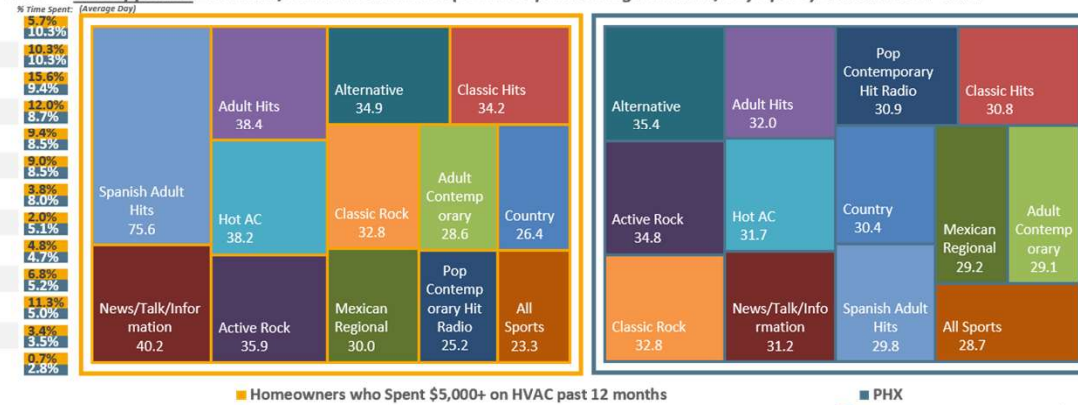
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

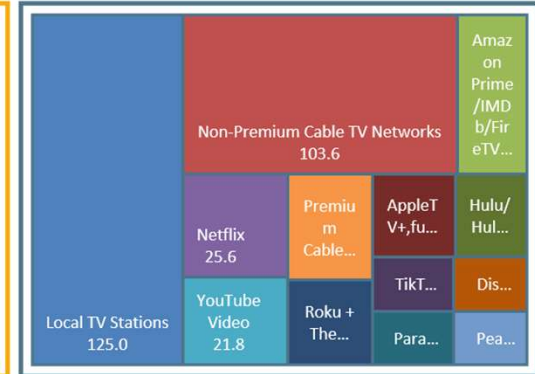
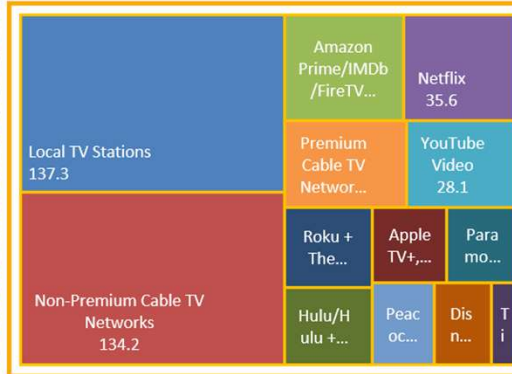
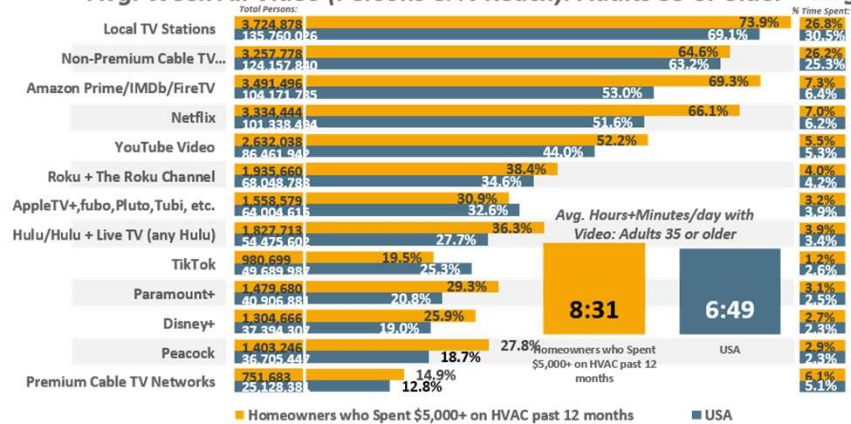




3,675,875 or 72.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations for an average of 126.5 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

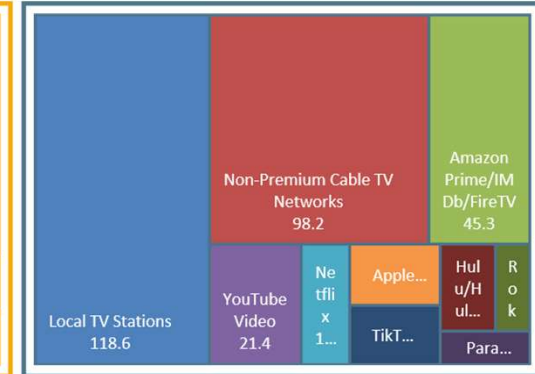
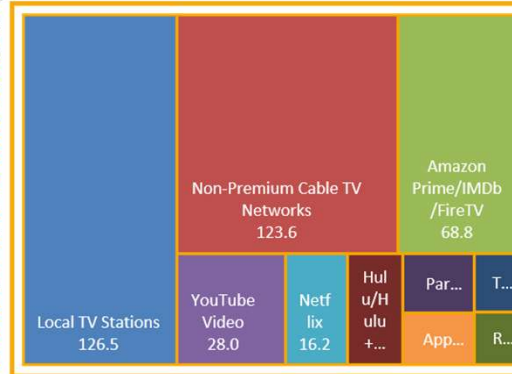
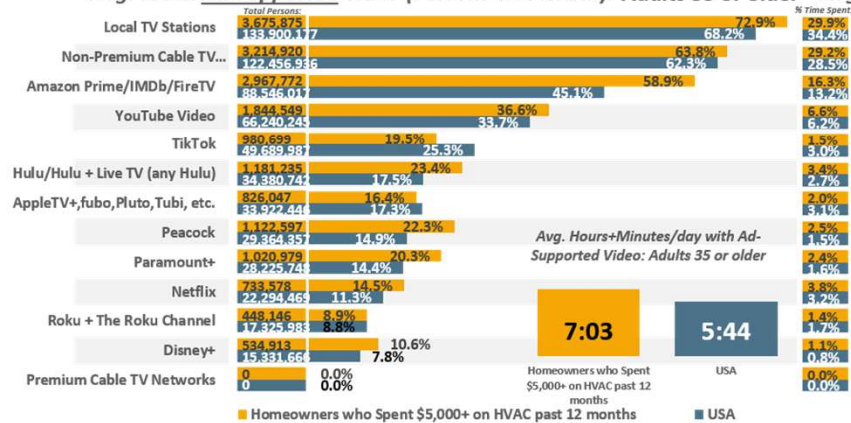
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 497
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

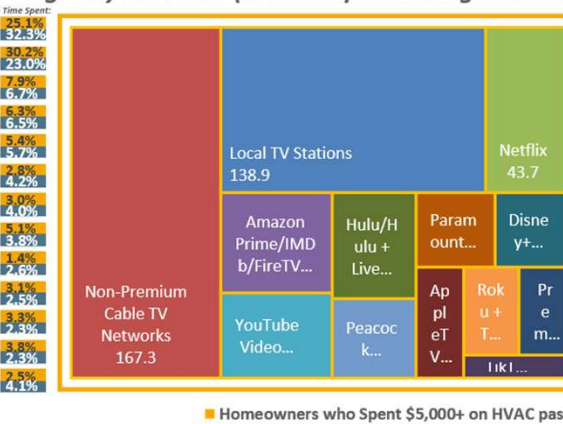
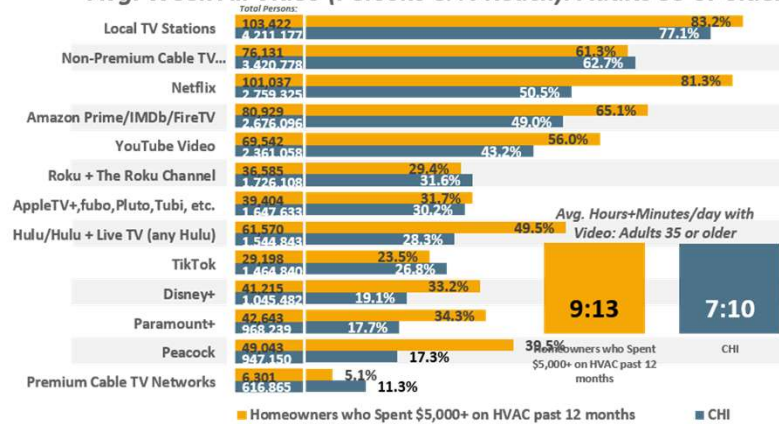
[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:\$5,000 or more]]



99,539 or 80.1% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations for an average of 127.1 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

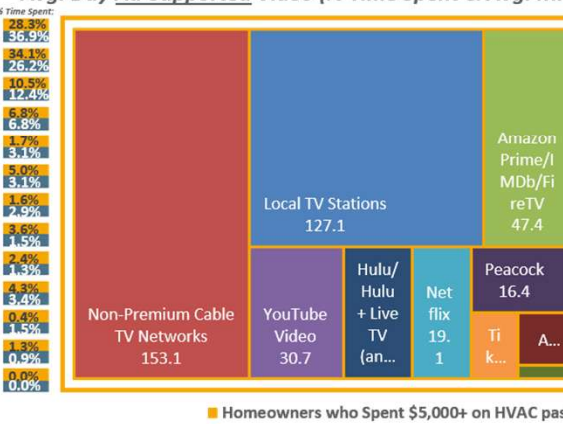
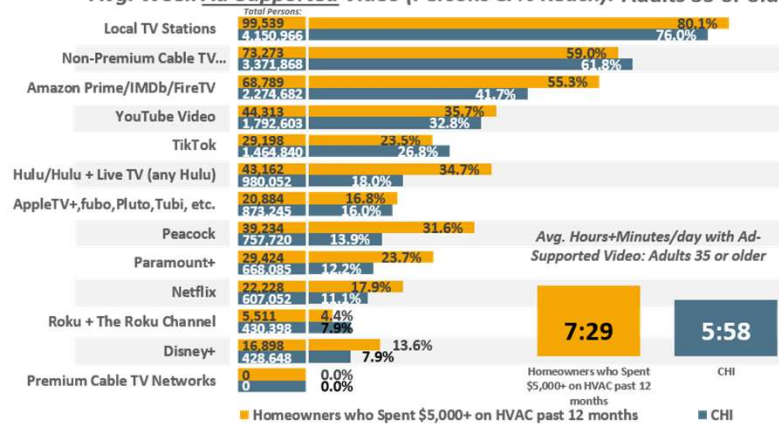
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 70
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

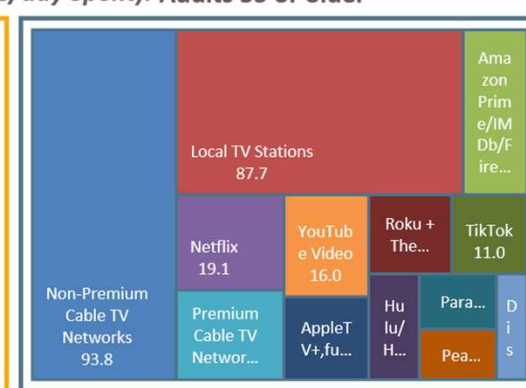
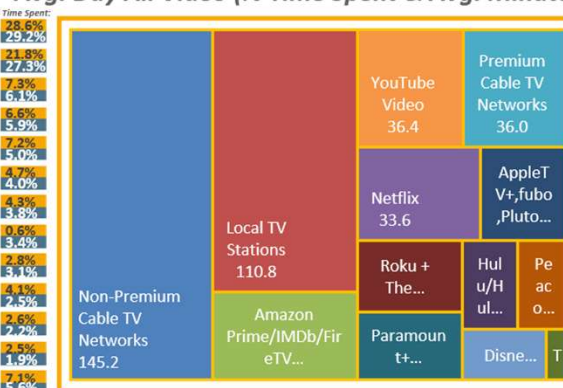
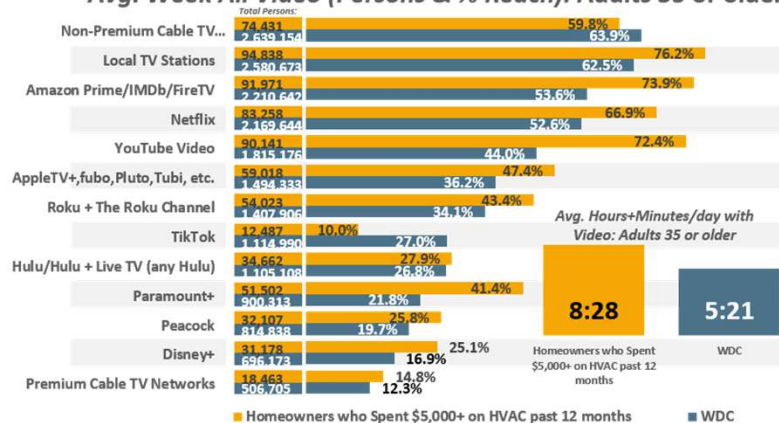
[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:\$5,000 or more]]



93,770 or 75.3% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations for an average of 98.8 minutes every day representing 23.8% of all time spent daily with Ad-Supported Video.

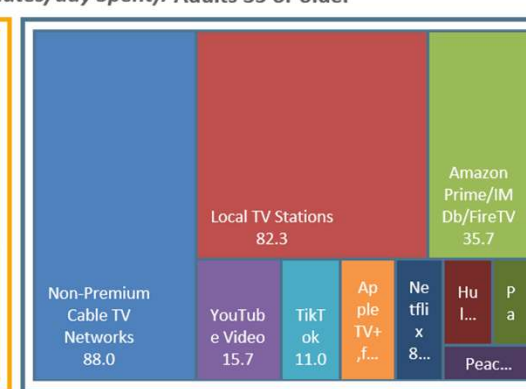
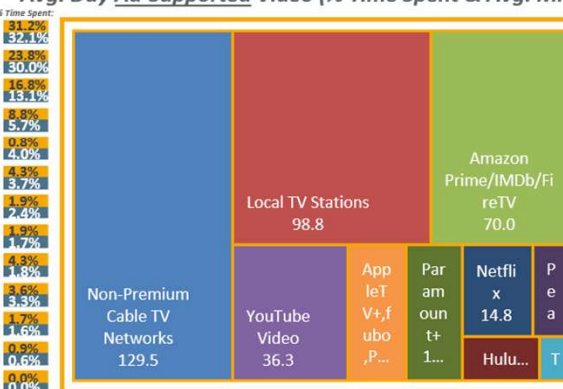
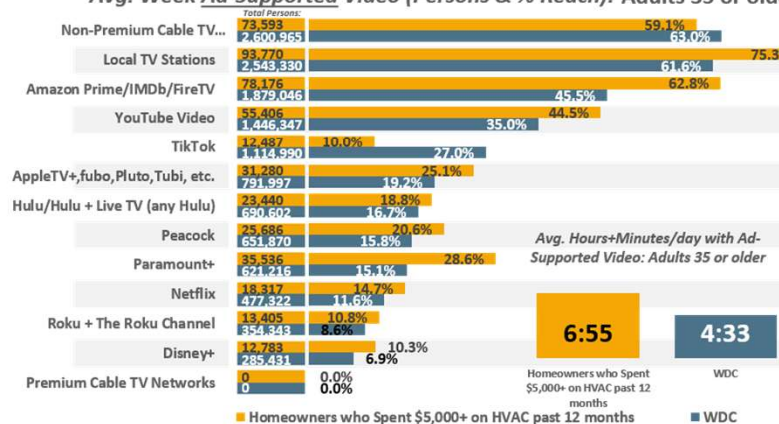
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 103
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

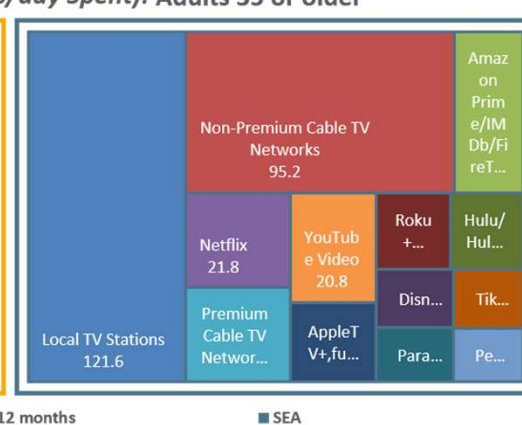
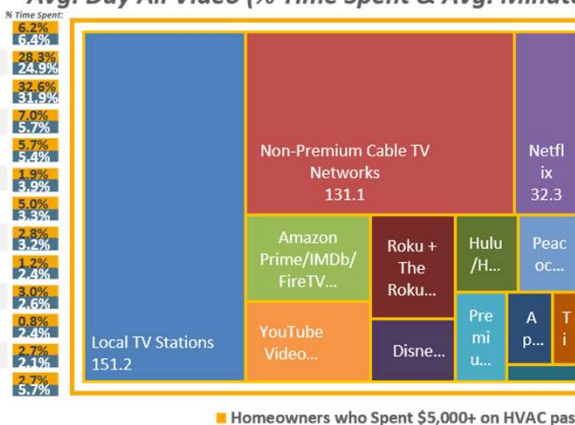
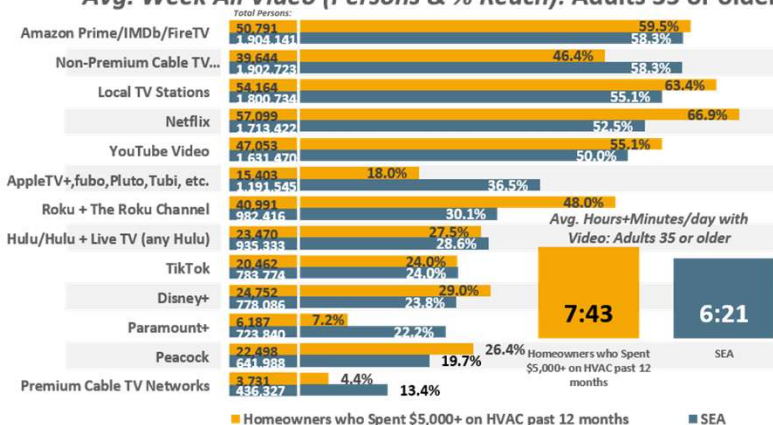
[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:\$5,000 or more]]



53,661 or 62.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations for an average of 138.6 minutes every day representing 35.4% of all time spent daily with Ad-Supported Video.

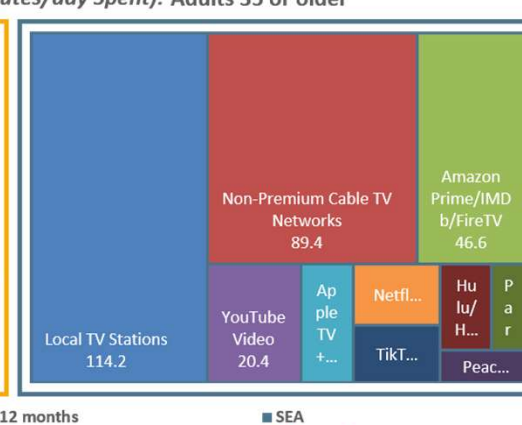
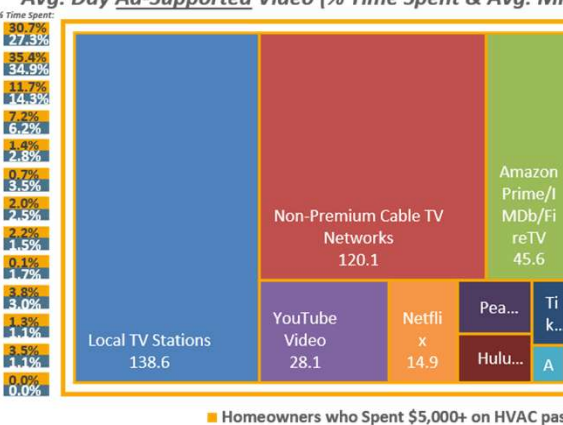
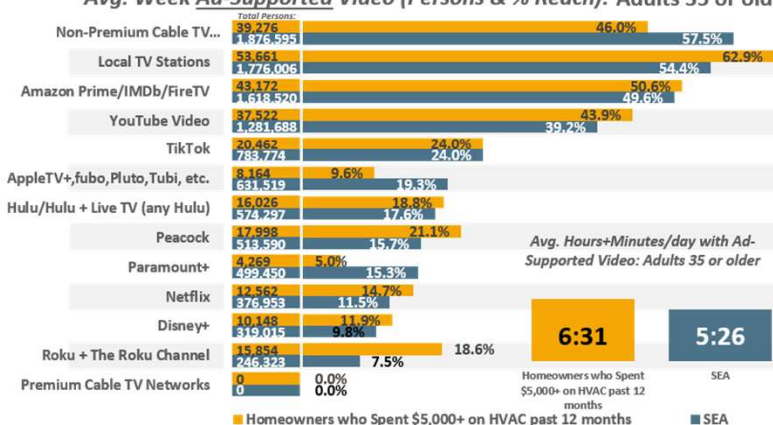
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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 80
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

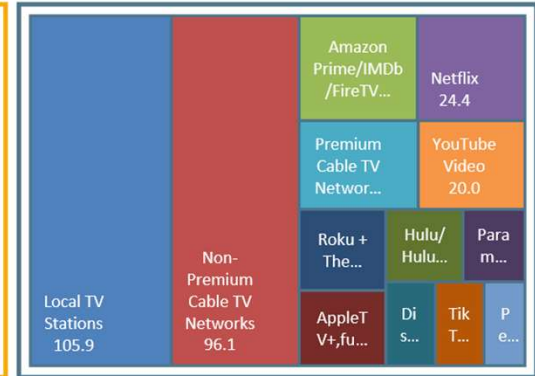
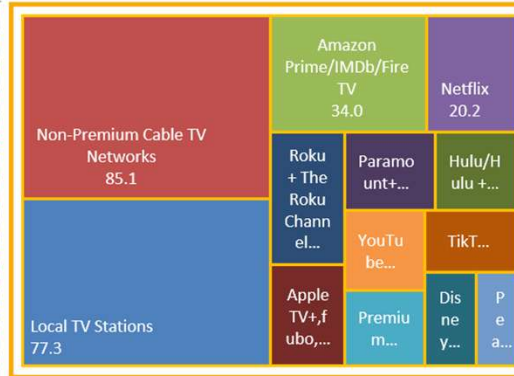
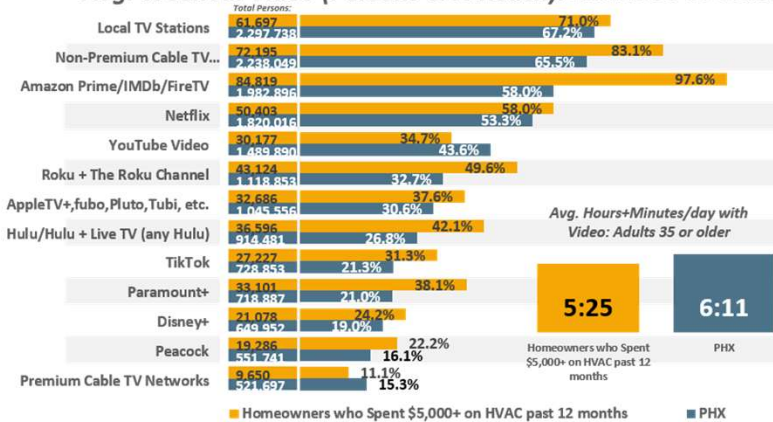
[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:\$5,000 or more]]



61,570 or 70.8% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations for an average of 72.4 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

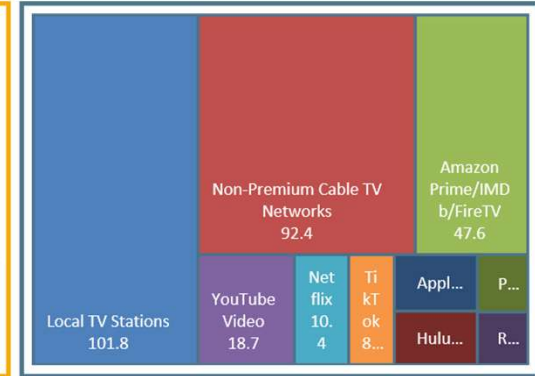
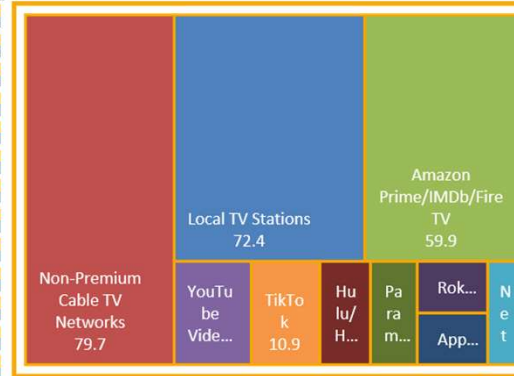
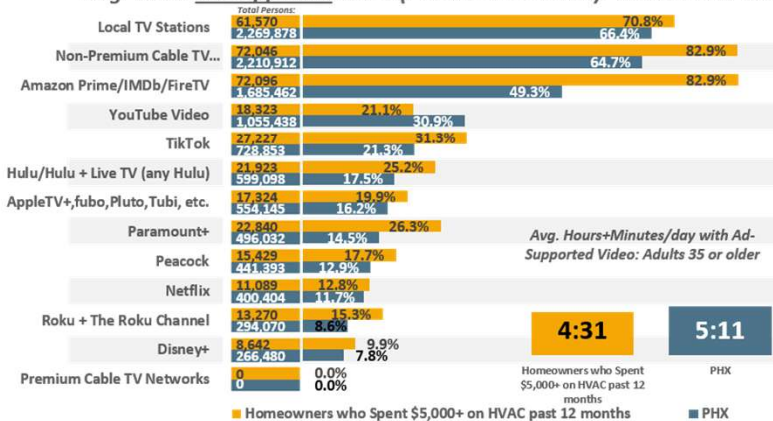
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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 50
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

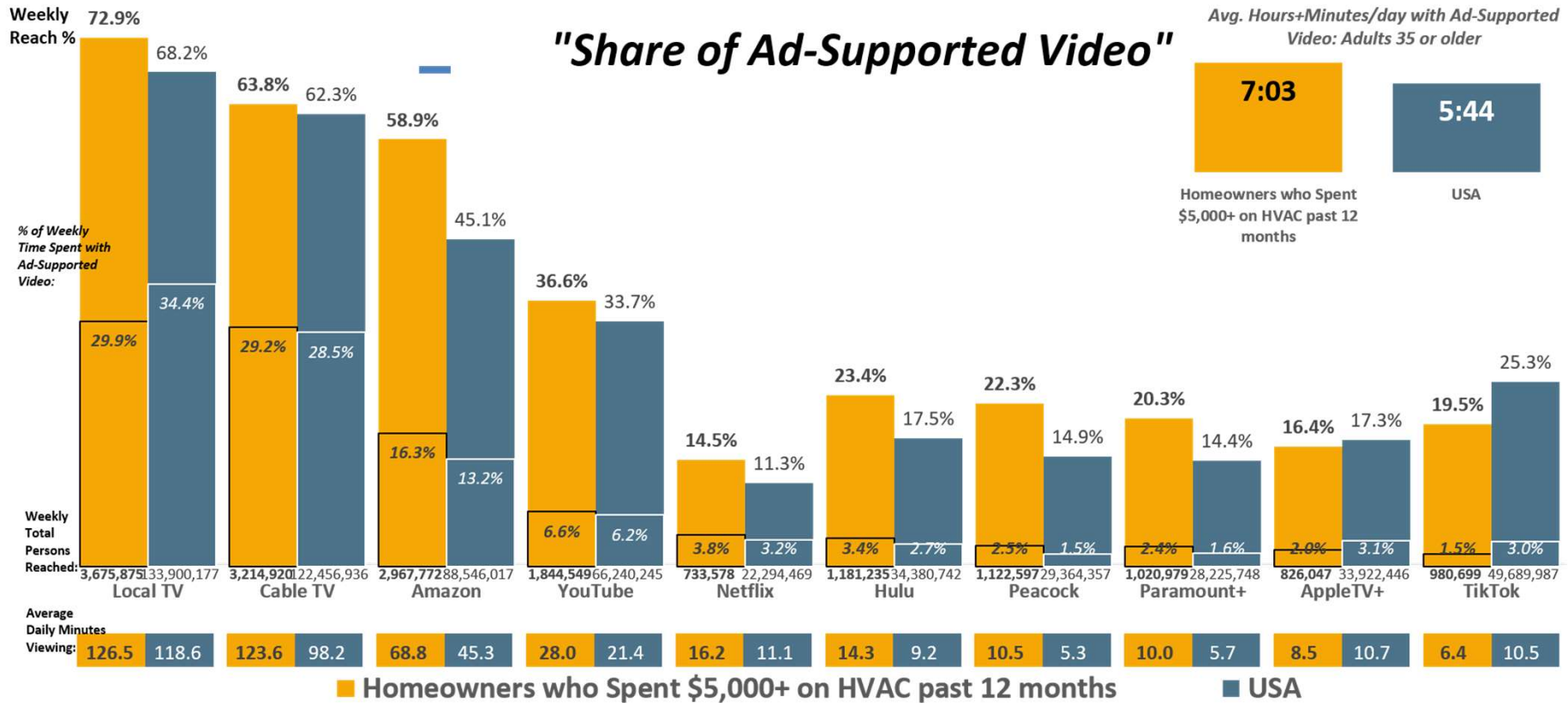
soefa.ai Share of Everything for Anything

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



3,675,875 or 72.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations for an average of 126.5 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

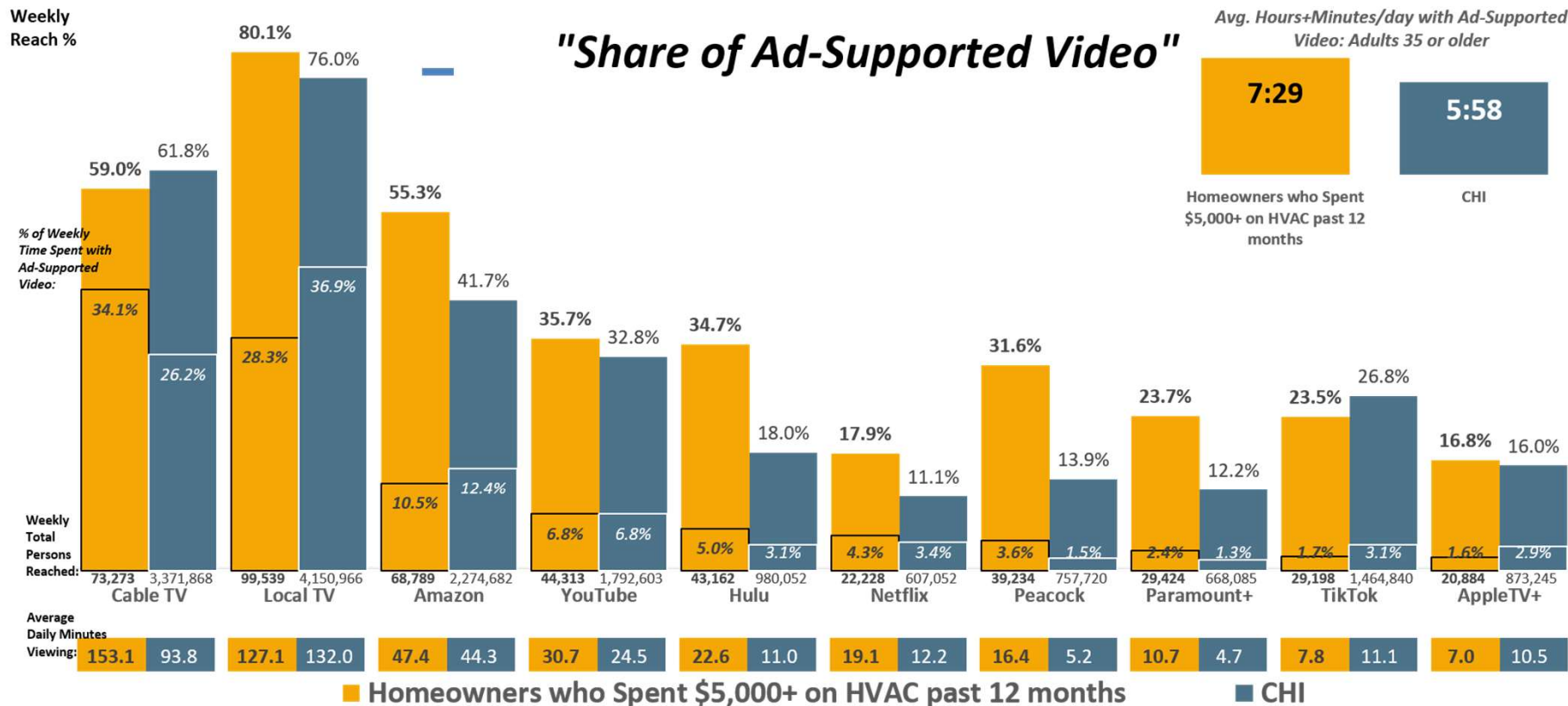
"Share of Ad-Supported Video"





99,539 or 80.1% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations for an average of 127.1 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

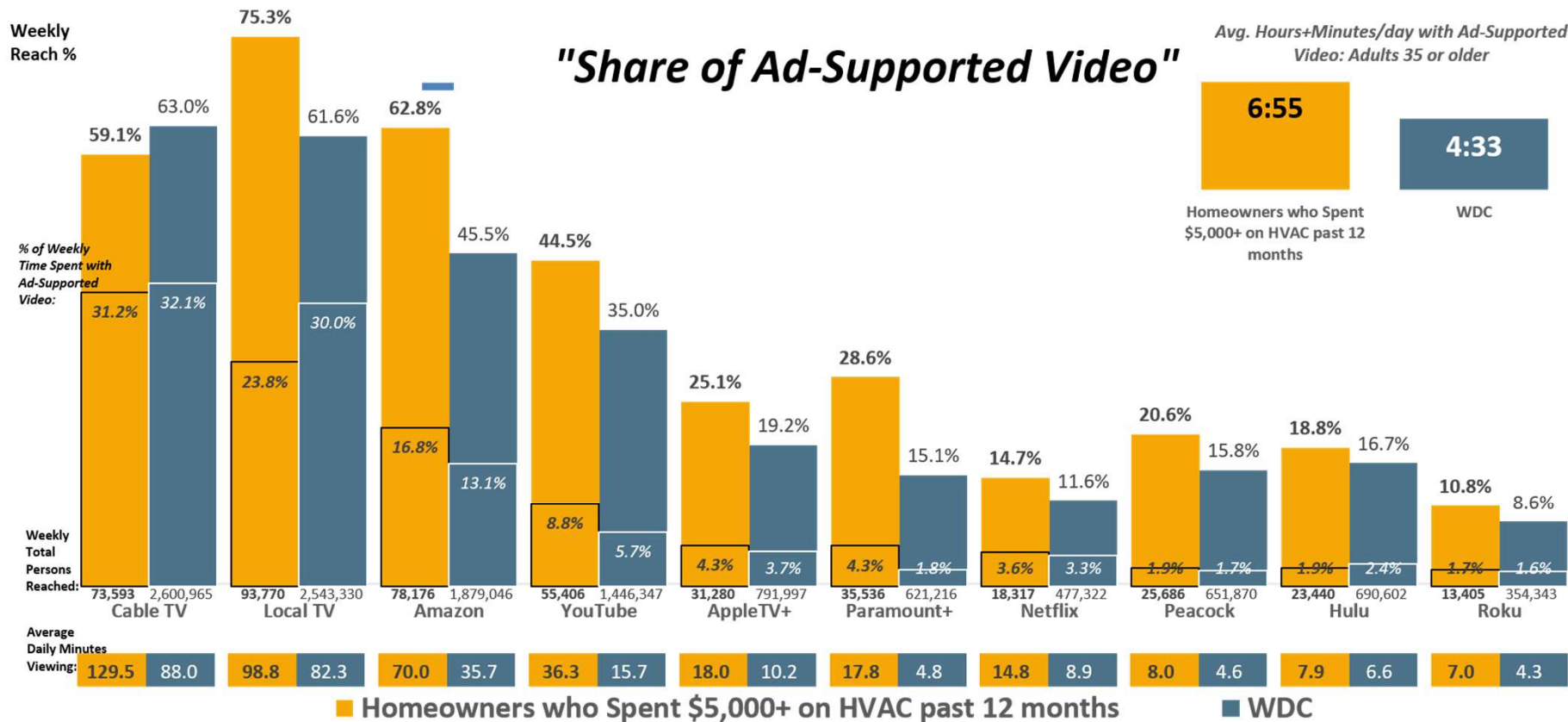
"Share of Ad-Supported Video"





93,770 or 75.3% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations for an average of 98.8 minutes every day representing 23.8% of all time spent daily with Ad-Supported Video.

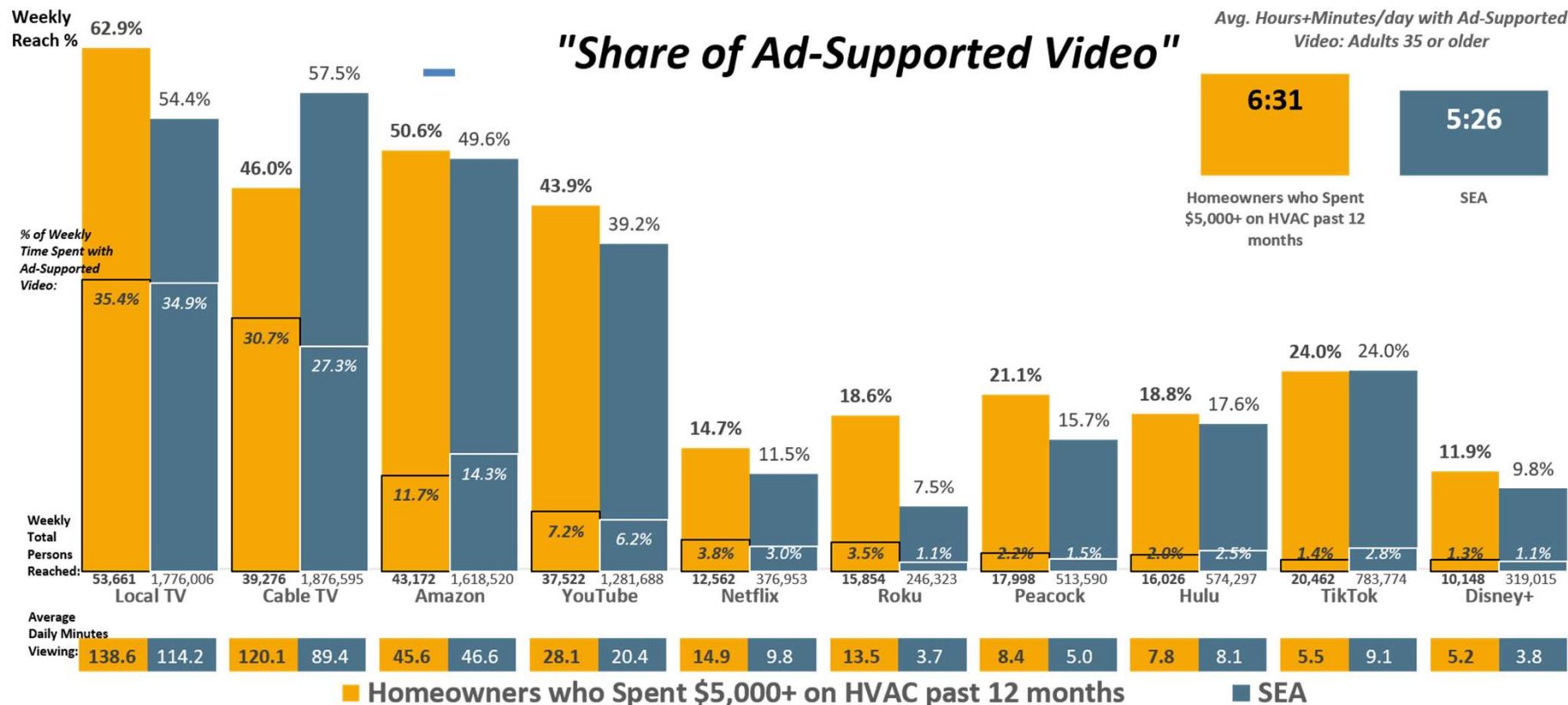
"Share of Ad-Supported Video"





53,661 or 62.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations for an average of 138.6 minutes every day representing 35.4% of all time spent daily with Ad-Supported Video.

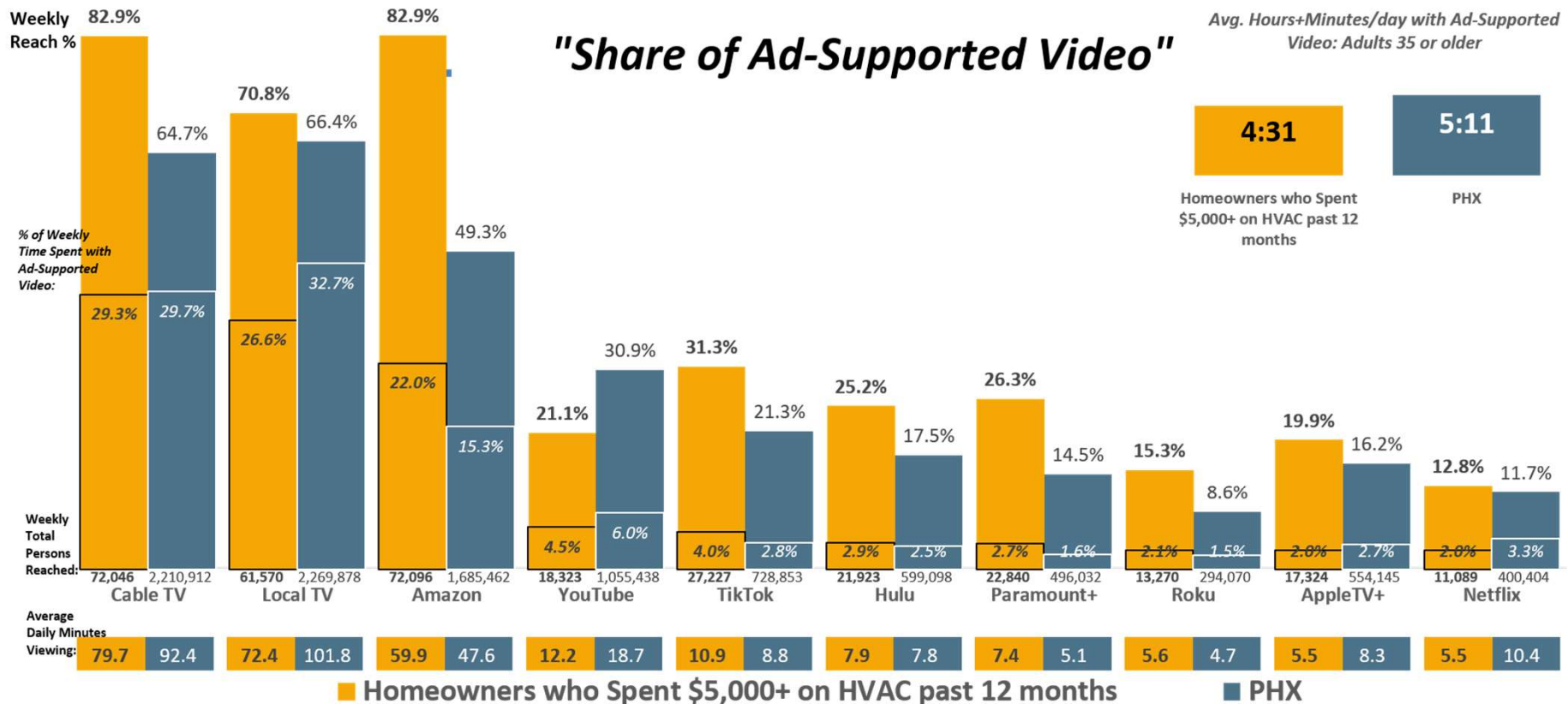
"Share of Ad-Supported Video"





61,570 or 70.8% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations for an average of 72.4 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

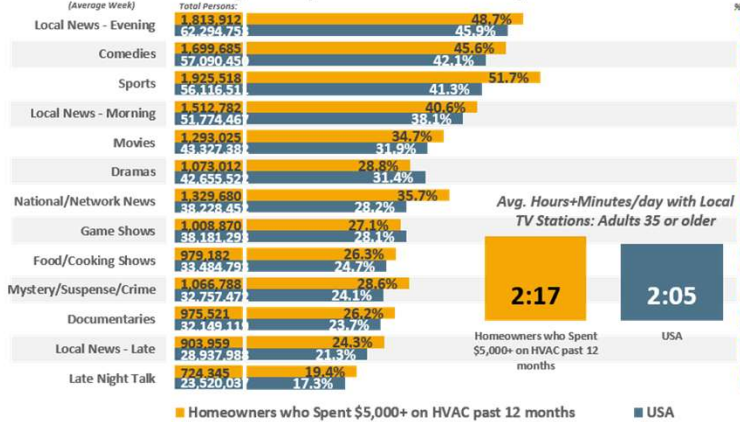
"Share of Ad-Supported Video"



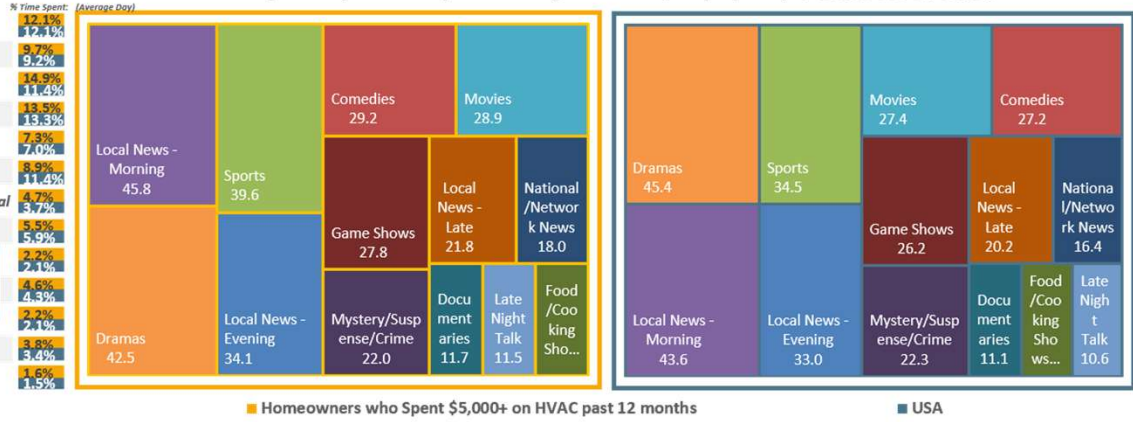


3,675,875 or 72.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and National/Network News.

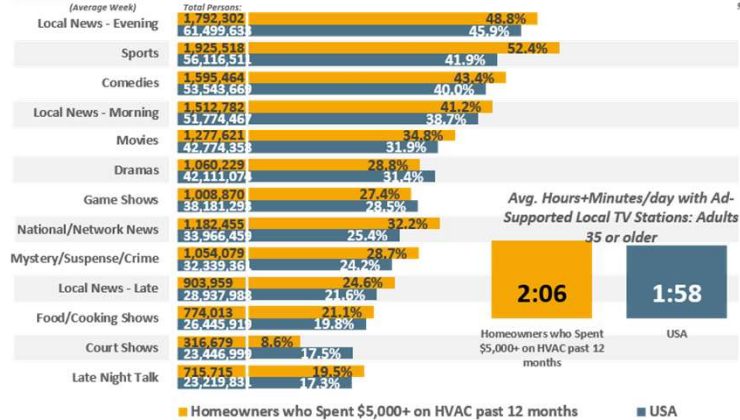
Local TV Station Programs (Persons & % Reach): Adults 35 or older



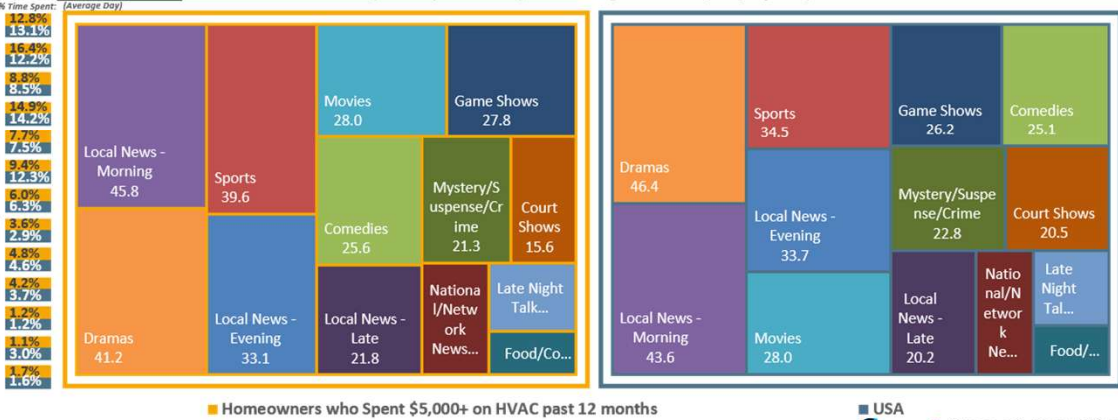
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



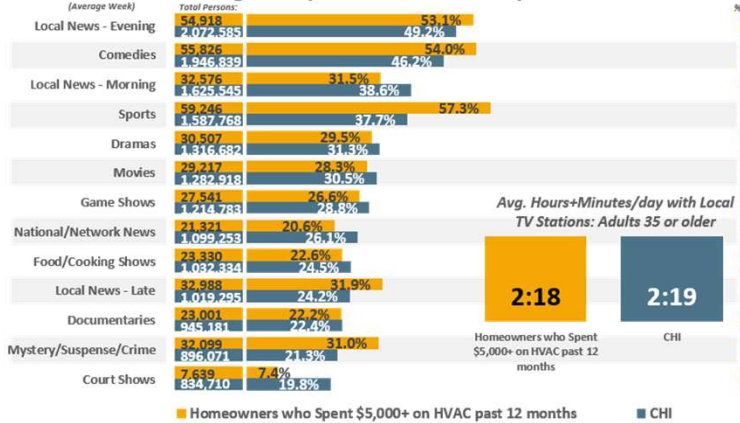
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



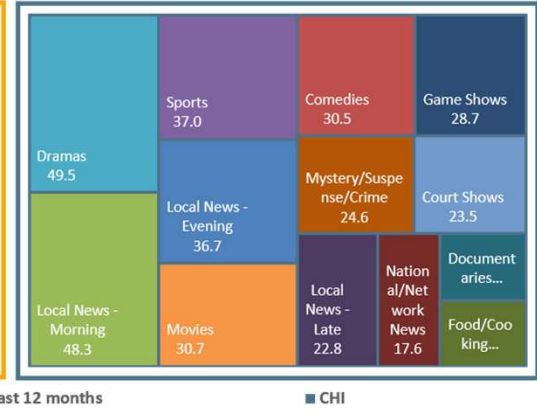
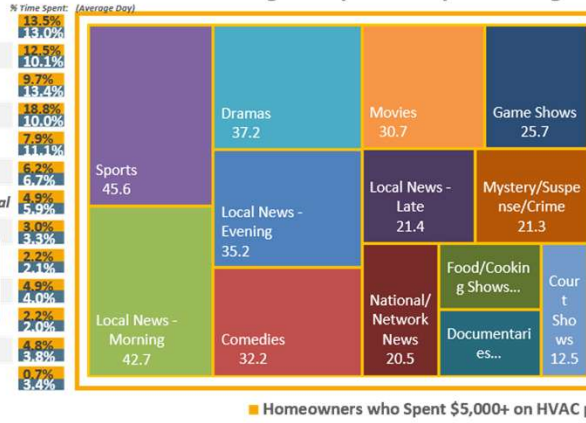


99,539 or 80.1% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Late, Local News - Morning, and Mystery/Suspense/Cr

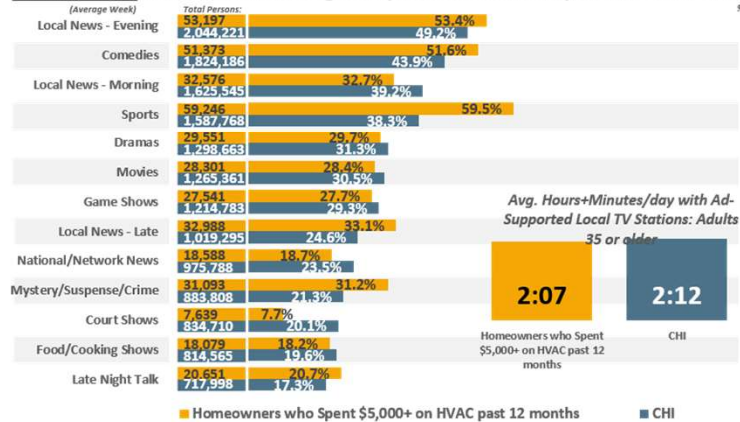
Local TV Station Programs (Persons & % Reach): Adults 35 or older



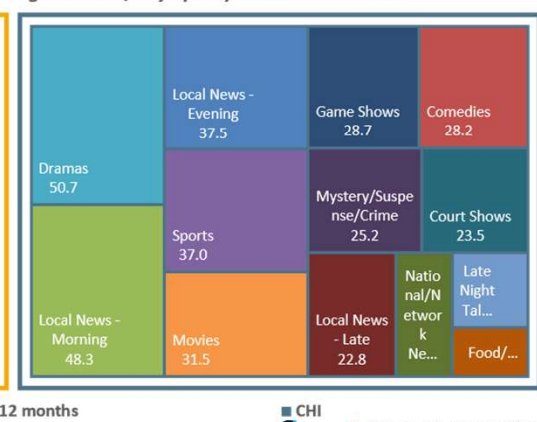
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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 70
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

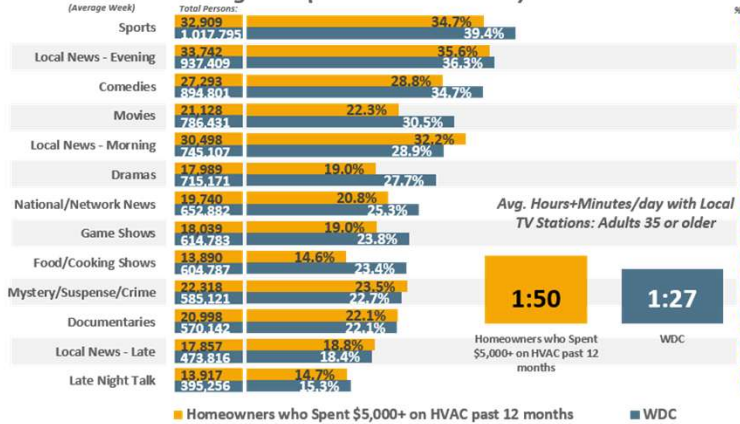
CHI
soefa.ai Share of Everything for Anything

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

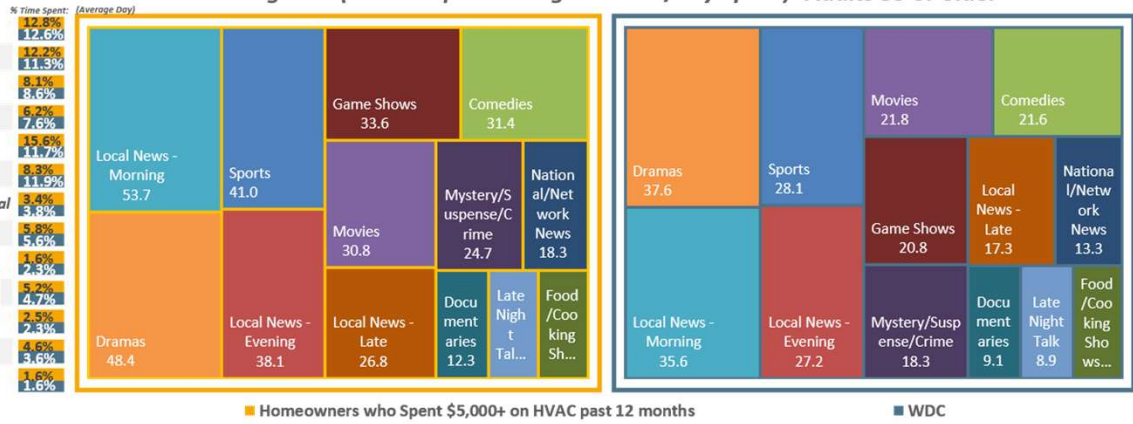


93,770 or 75.3% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Mystery/Suspense/Crime, and Movies.

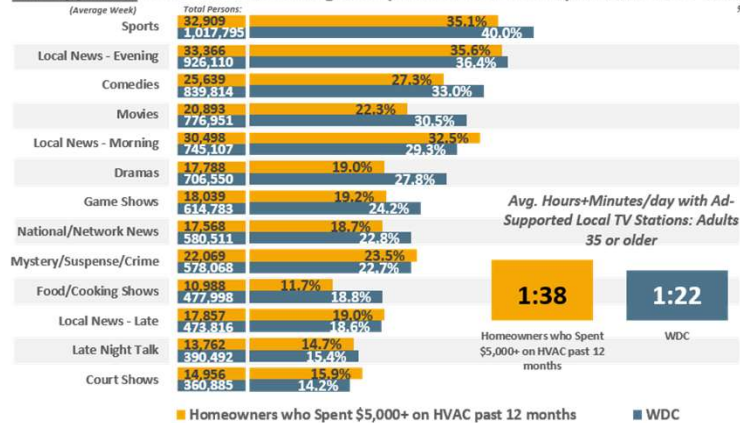
Local TV Station Programs (Persons & % Reach): Adults 35 or older



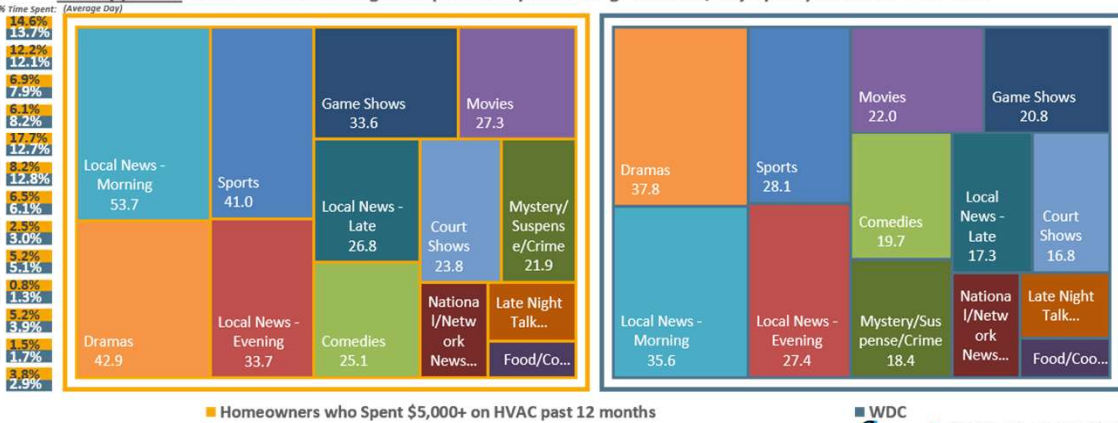
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



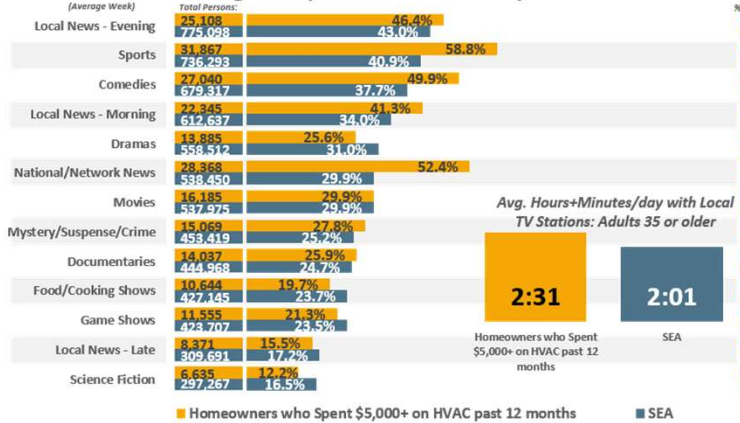
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



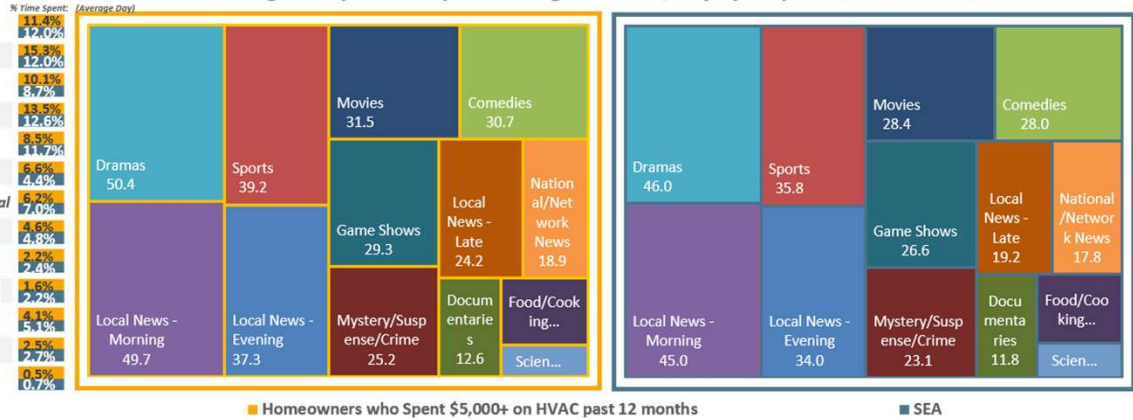


53,661 or 62.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, National/Network News, Local News - Evening, Local News - Morning, and Reality - Talen

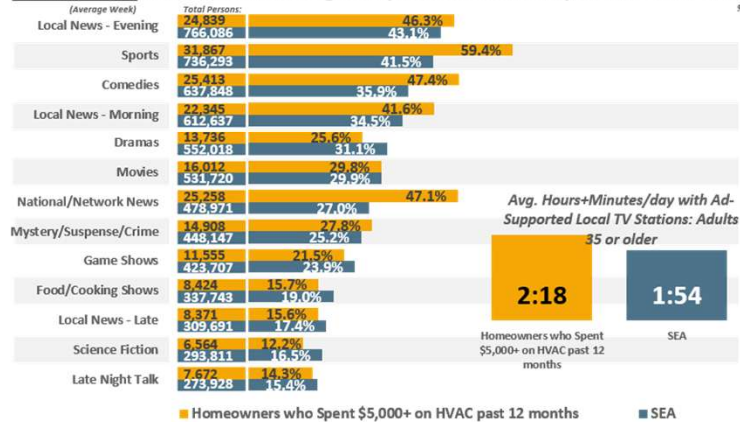
Local TV Station Programs (Persons & % Reach): Adults 35 or older



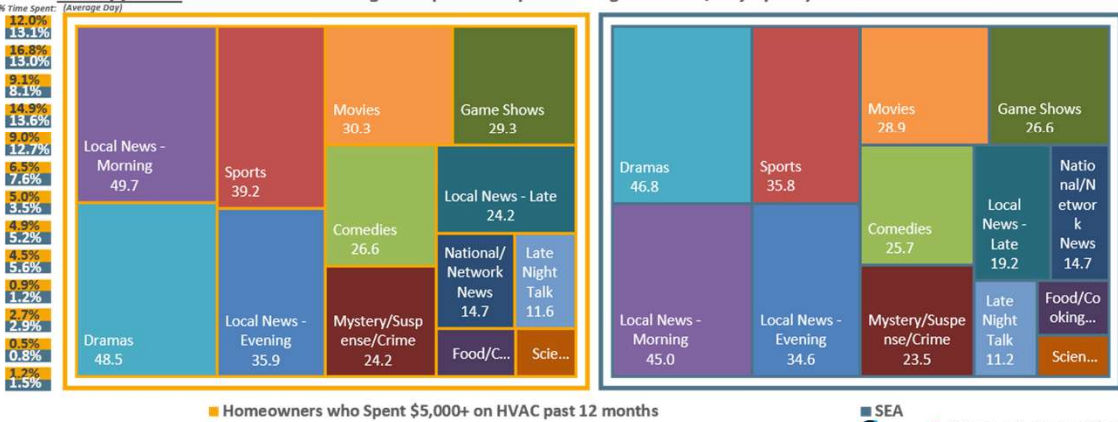
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



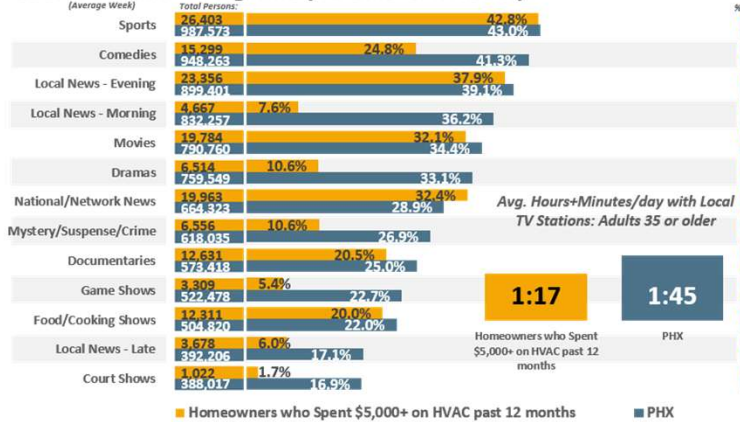
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



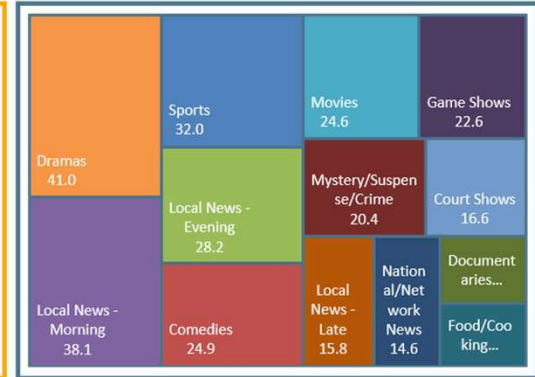
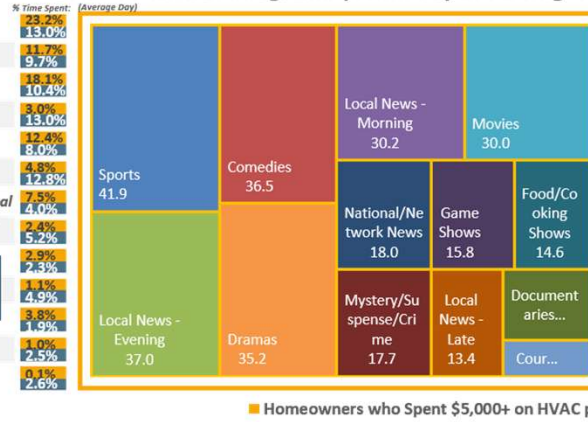


61,570 or 70.8% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, National/Network News, Comedies, and Food/Cooking Shows.

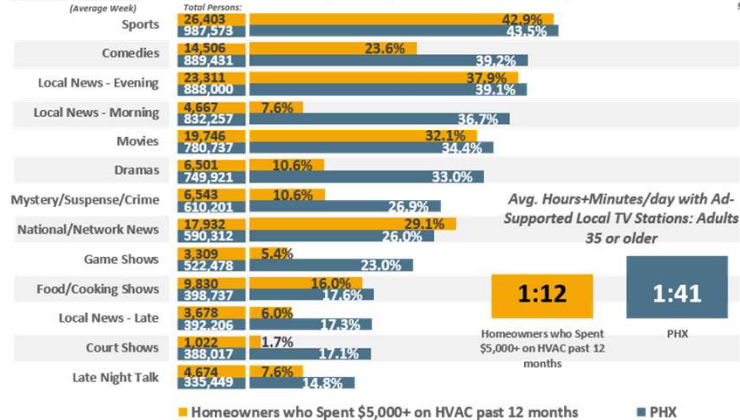
Local TV Station Programs (Persons & % Reach): Adults 35 or older



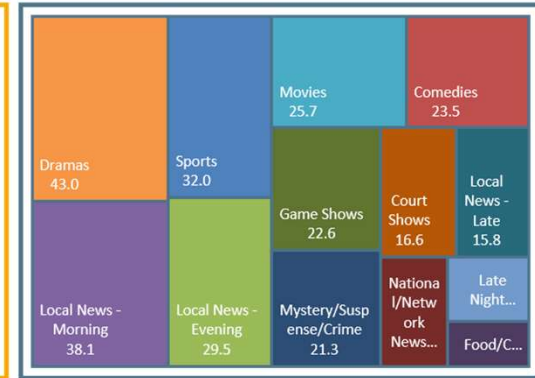
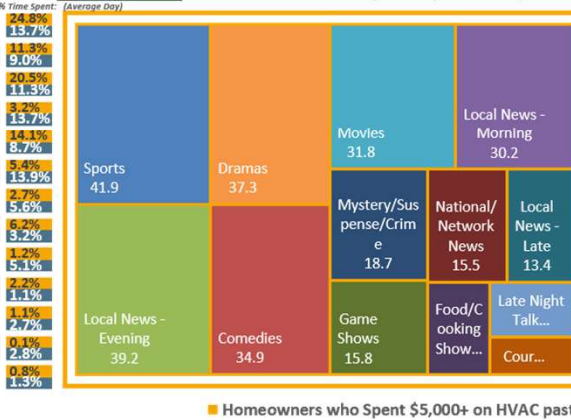
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



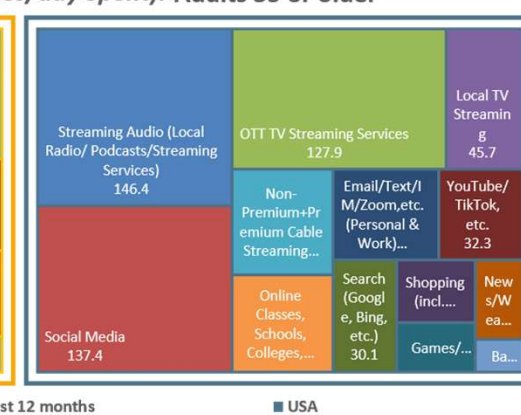
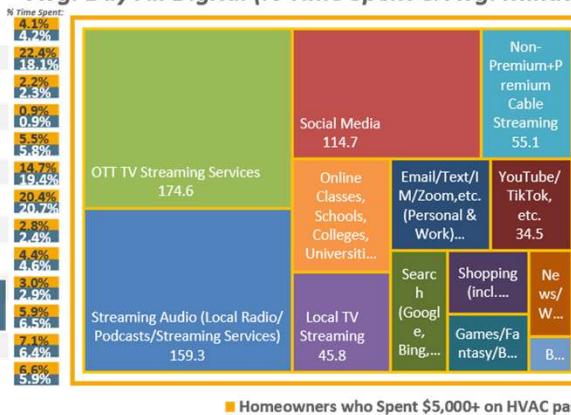
PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 50
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

PHX
soefa.ai Share of Everything for Anything

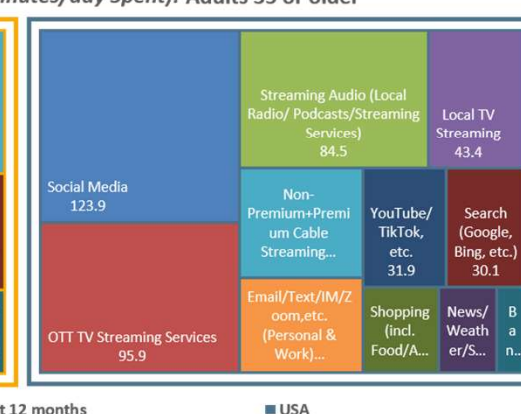
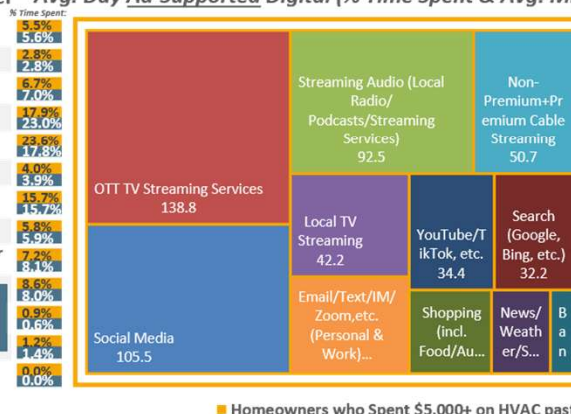
[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:\$5,000 or more]]



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



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



soefa.ai Share of Everything
for Anything

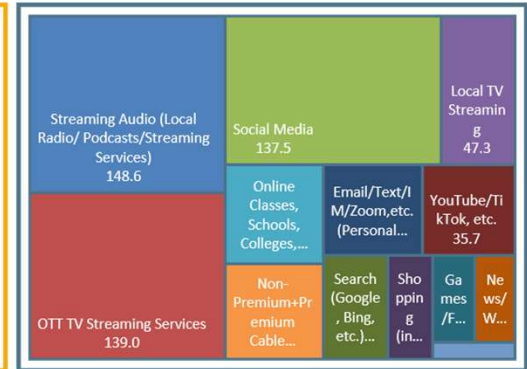
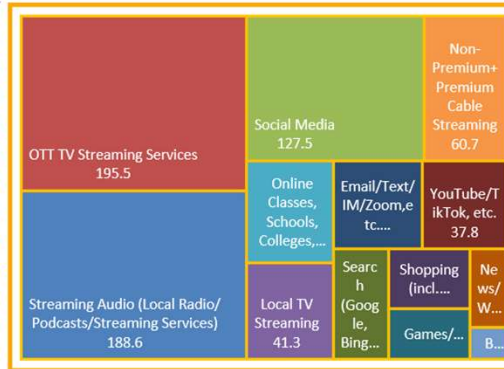
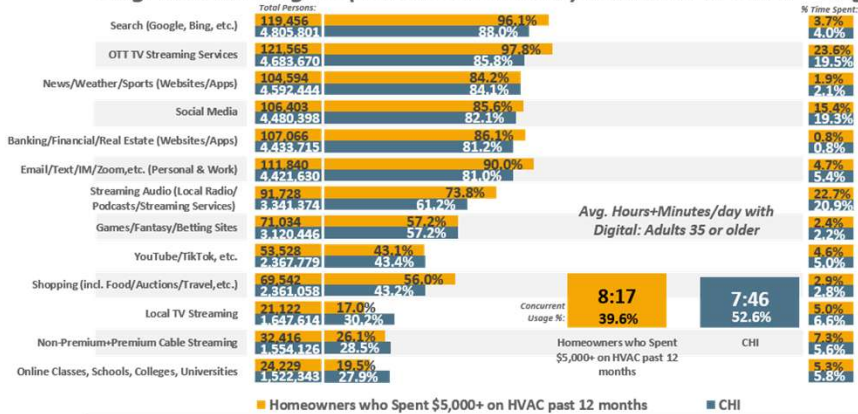
((Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHL): Heating or air conditioning;\$5,000 or more)



90,051 or 72.5% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported Social Media for an average of 117.3 minutes every day representing 19.% of all time spent daily with Ad-Supported Digital Media.

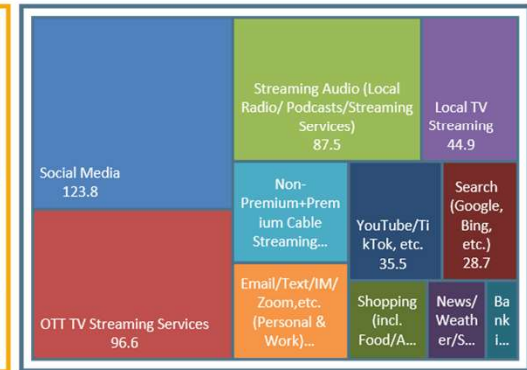
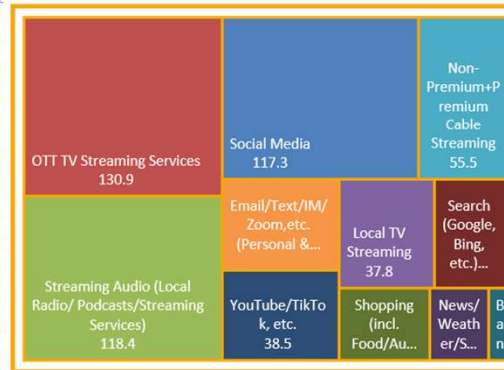
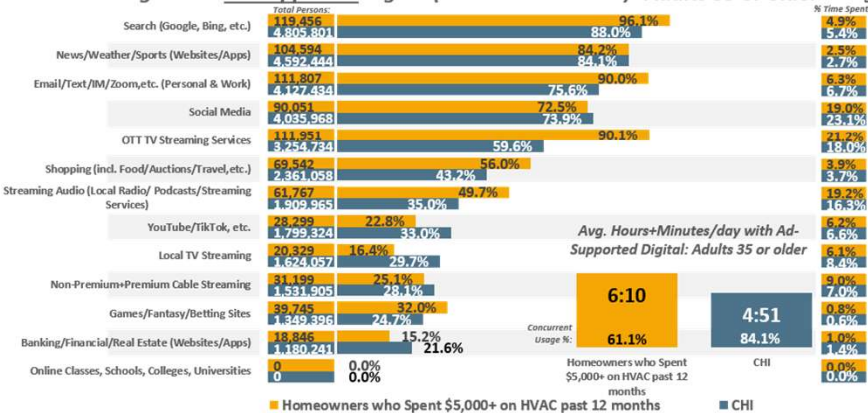
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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

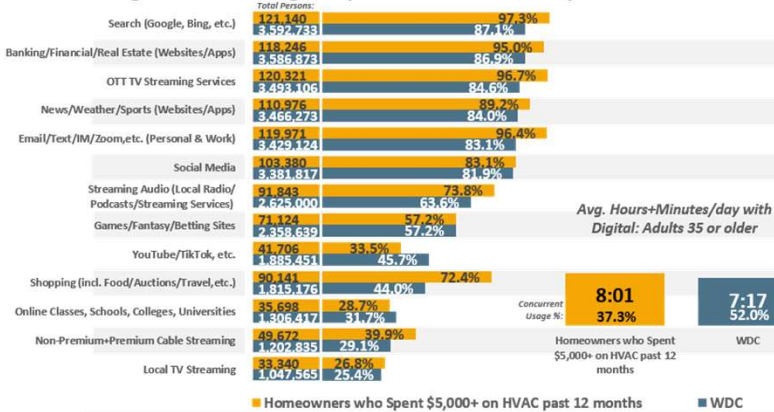
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



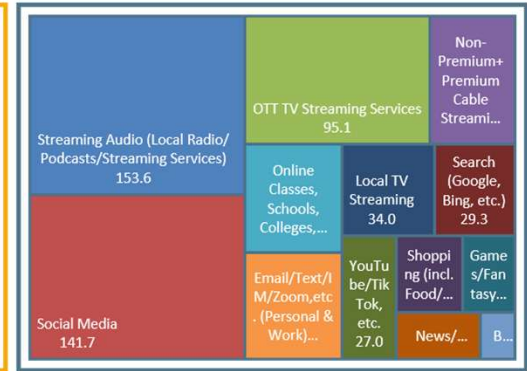
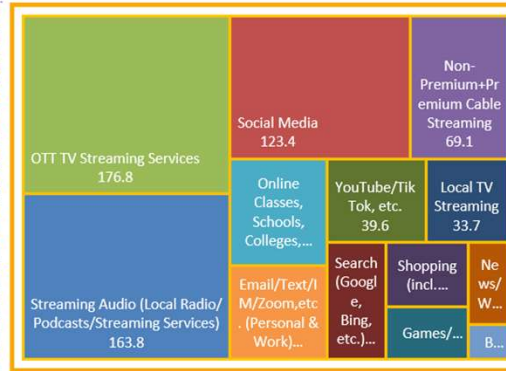


88,541 or 71.1% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported Social Media for an average of 113.5 minutes every day representing 18.9% of all time spent daily with Ad-Supported Digital Media.

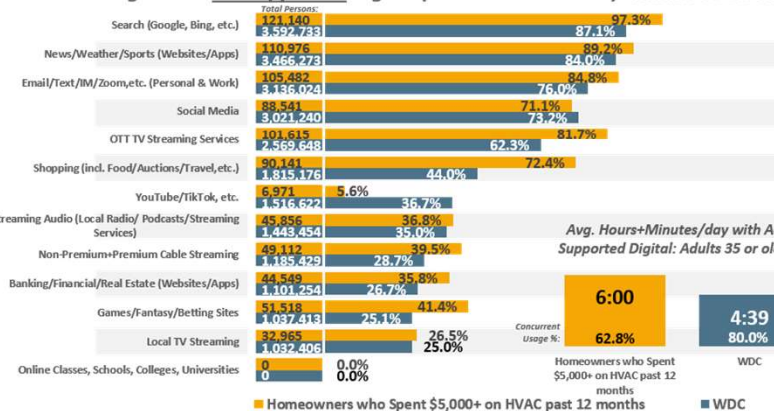
Avg. Week All Digital (Persons & % Reach): Adults 35 or older



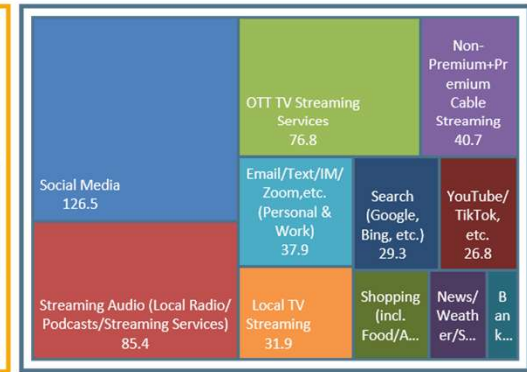
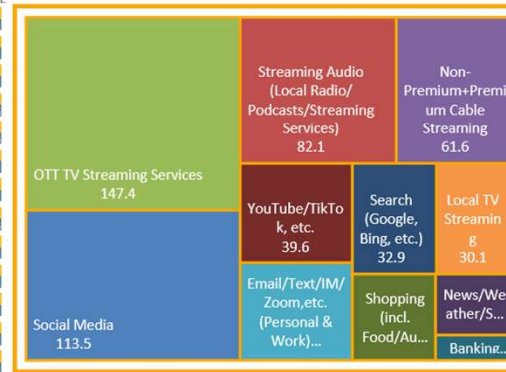
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

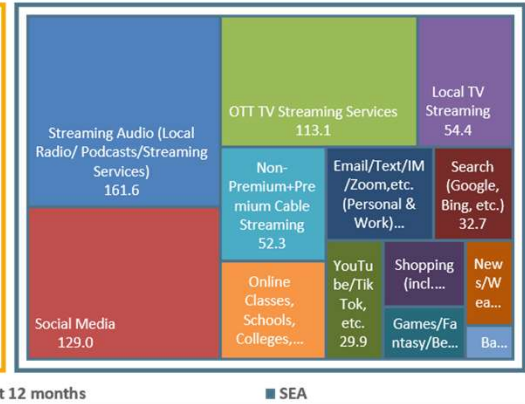
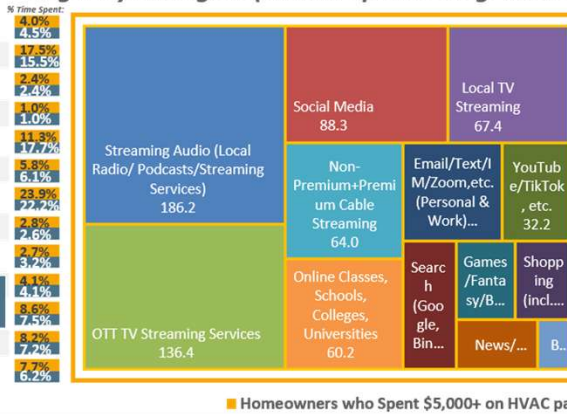
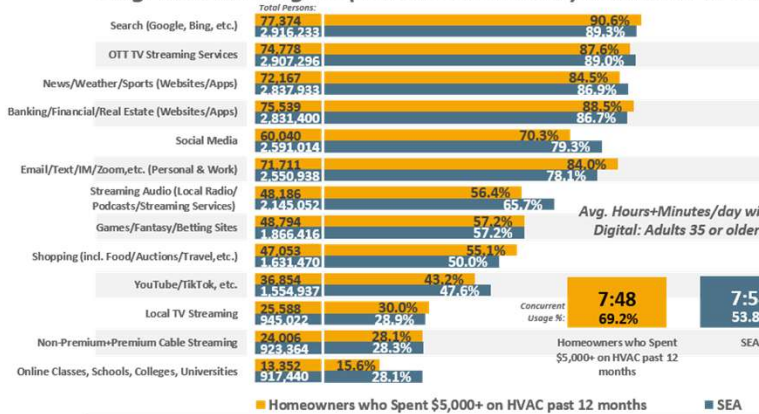




52,938 or 62.% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported Social Media for an average of 81.3 minutes every day representing 13.7% of all time spent daily with Ad-Supported Digital Media.

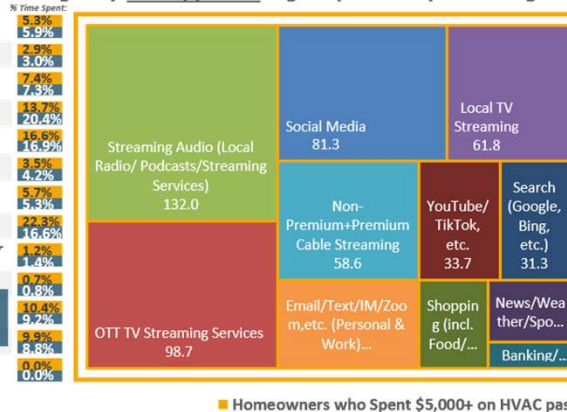
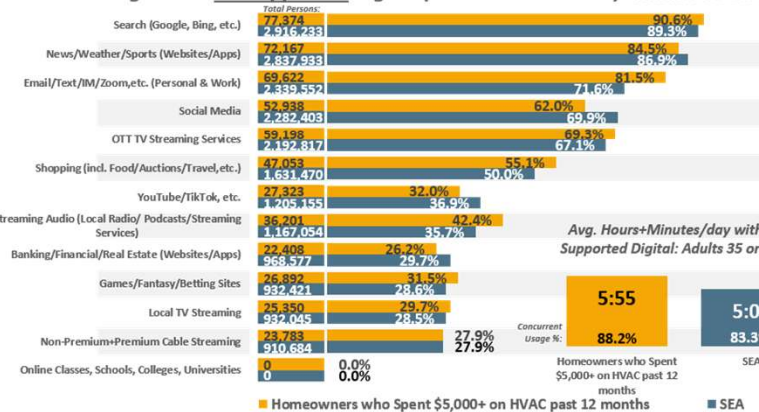
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

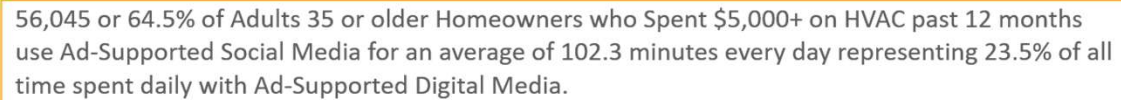
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



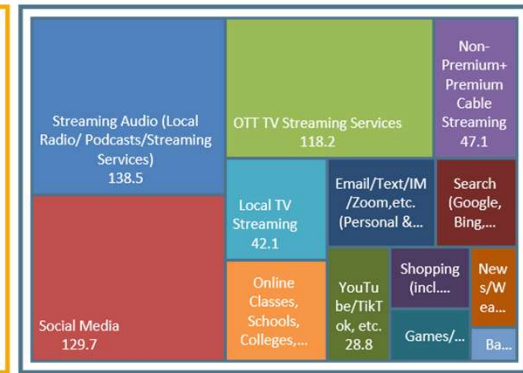
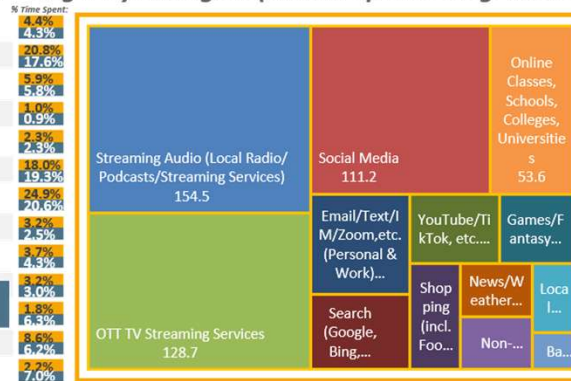


	Total Persons:	% Time Spent:
Search (Google, Bing, etc.)	84,527 2,472,880	97.7% 4.4%
OTT TV Streaming Services	78,839 2,956,013	90.7% 16.6%
/Zoom, etc. (Personal & Work)	83,835 2,890,259	96.4% 5.9%
/Real Estate (Websites/Apps)	73,268 2,874,741	84.3% 0.9%
Weather/Sports (Websites/Apps)	77,070 2,824,707	88.7% 2.3%
Social Media	59,997 2,658,276	69.0% 18.0%
Streaming Audio (Local Radio/ Podcasts/Streaming Services)	63,678 2,435,081	73.3% 20.6%
Games/Fantasy/Betting Sites	49,681 1,958,340	57.2% 7.5%
YouTube/TikTok, etc.	41,580 1,580,432	47.8% 4.9%
Food/Auctions/Travel, etc.	30,177 1,489,890	34.7% 4.9%
Local TV Streaming	24,650 1,024,022	28.4% 3.0%
Schools, Colleges, Universities	38,367 814,772	38.4% 2.6%
Sum+Premium Cable Streaming	26,335 802,450	31.0% 2.9%

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

Current Usage:	Homeowners who Spent \$5,000+ on HVAC past 12 months
6:11 39.7%	7:10 56.0%

PHX

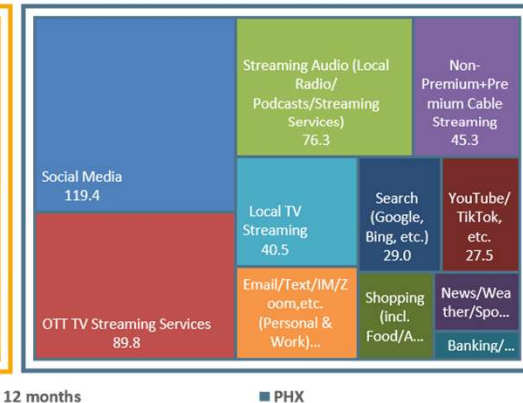
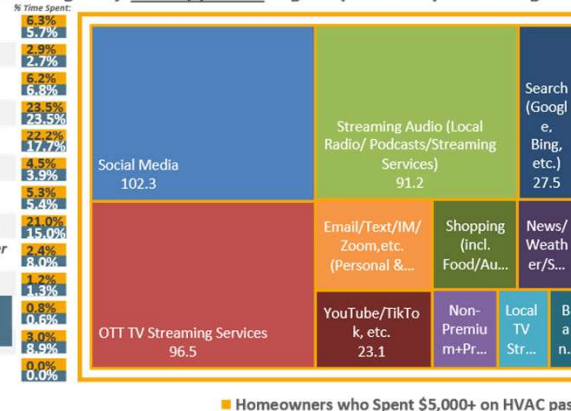


Category	Total Persons	PHX	PHX %	% Time Spent
Search (Google, Bing, etc.)	84,927	87,726	87.7%	6.3%
Weather/Sports (Websites/Apps)	17,070	18,777	88.7%	5.7%
Zoom, etc. (Personal & Work)	2,842,707	2,887,777	83.9%	2.7%
Social Media	52,096	55,401	71.4%	6.2%
OTT TV Streaming Services	5,045	5,429	64.5%	23.5%
Food/Auctions/Travel, etc.)	2,447,229	2,477,229	71.6%	23.5%
Video (YouTube, TikTok, etc.)	94,019	98,150	66.8%	22.2%
Podcasts/Streaming Services)	30,177	34,777	34.7%	4.5%
Local TV Streaming	1,459,890	1,459,890	44.5%	15.0%
Games/Fantasy/Betting Sites	29,726	34,226	34.2%	5.8%
Virtual Reality (VR)	1,459,890	1,459,890	33.5%	5.8%
Local TV Streaming	34,820	40,120	40.1%	21.0%
Virtual Reality (VR)	1,144,359	1,144,359	33.5%	15.0%
Games/Fantasy/Betting Sites	24,599	28,329	28.3%	2.4%
Virtual Reality (VR)	891,085	891,085	26.1%	8.0%
Virtual Reality (VR)	21,456	24,726	24.7%	1.2%
Games/Fantasy/Betting Sites	886,758	886,758	24.9%	1.3%
Virtual Reality (VR)	17,247	19,827	19.8%	0.8%
Games/Fantasy/Betting Sites	651,406	651,406	24.9%	10.6%
Virtual Reality (VR)	26,879	26,879	30.9%	3.0%
Games/Fantasy/Betting Sites	7,777,777	7,777,777	23.2%	14.6%
Schools, Colleges, Universities	0	0	0.0%	0.0%

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

Concurrent Usage %: Homeowners who Spent \$5,000+ on HVAC past 12 months: 4:20 (50.1%) | PHX: 4:37 (83.5%)

Legend: Homeowners who Spent \$5,000+ on HVAC past 12 months (Orange), PHX (Dark Blue)



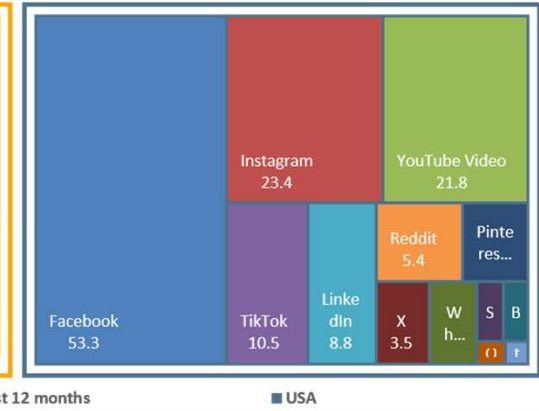
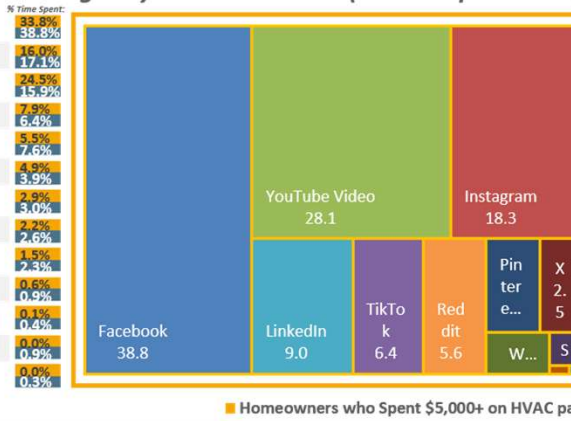
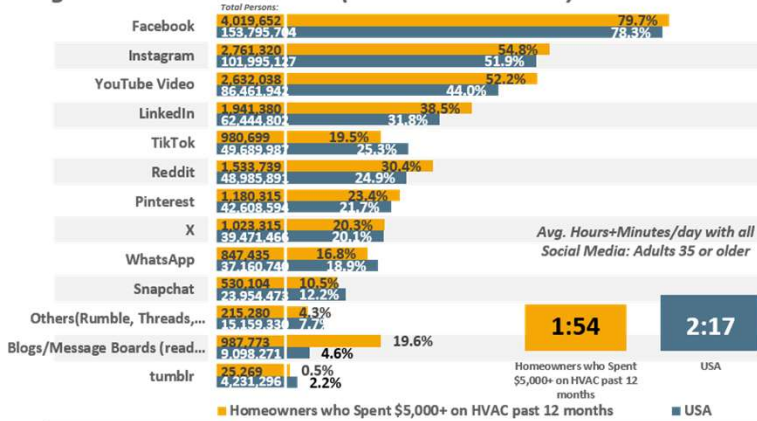
■ PHX
soefa.ai Share of Everything
for Anything. ®

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

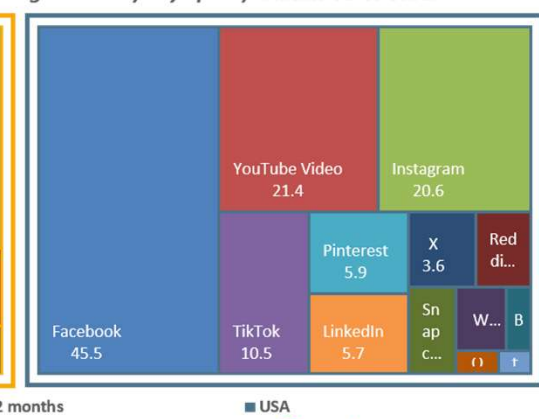
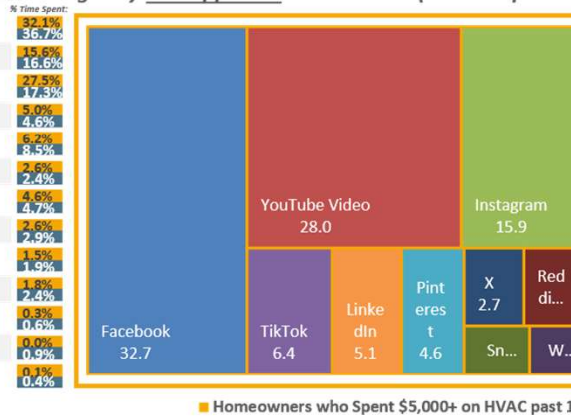
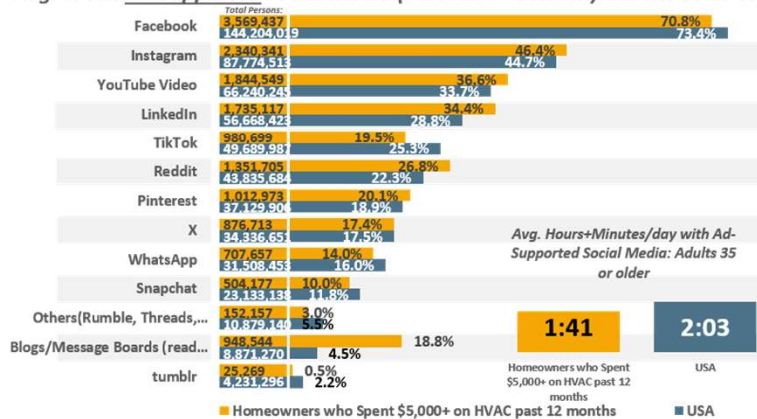


3,569,437 or 70.8% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported Facebook for an average of 32.7 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.

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



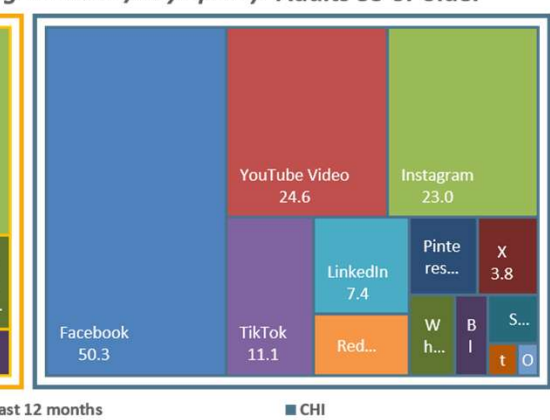
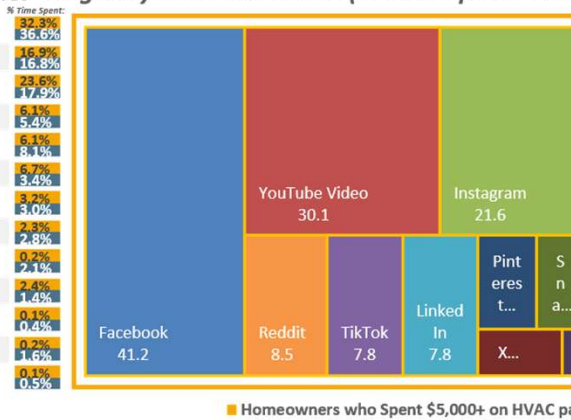
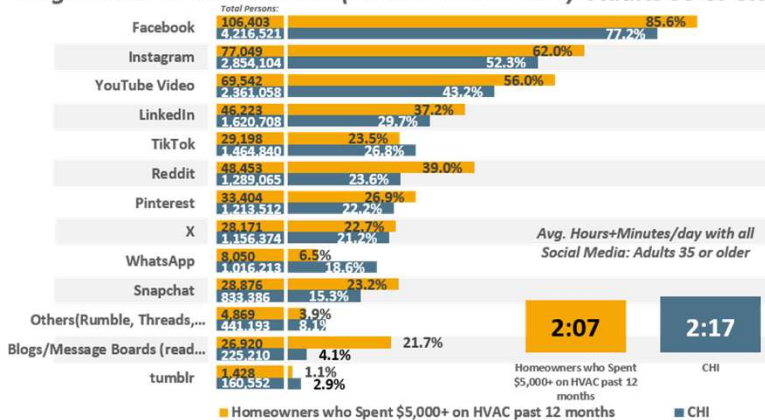
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



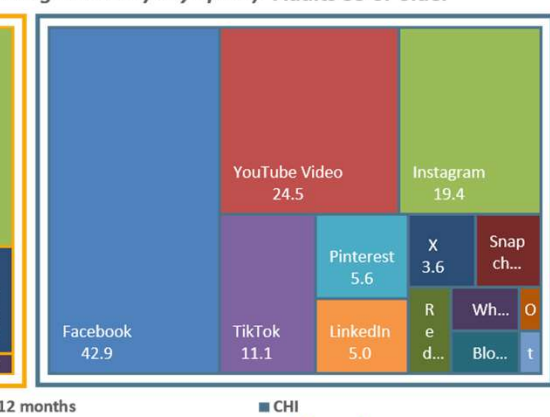
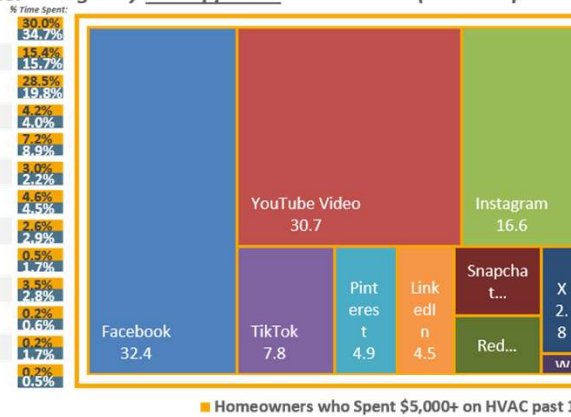
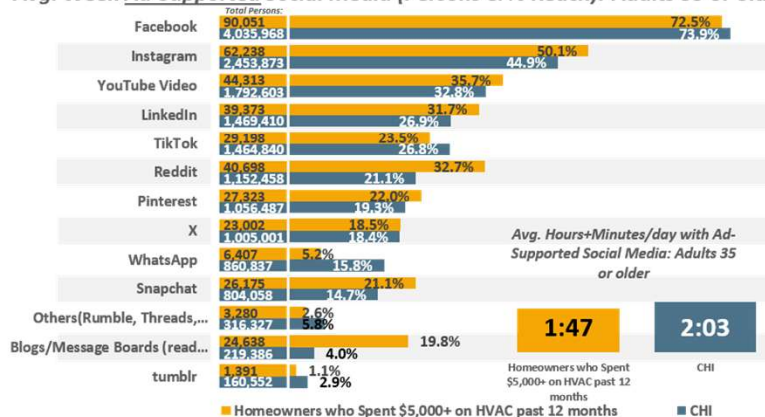


90,051 or 72.5% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported Facebook for an average of 32.4 minutes every day representing 30.% of all time spent daily with Ad-Supported Social Media.

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**



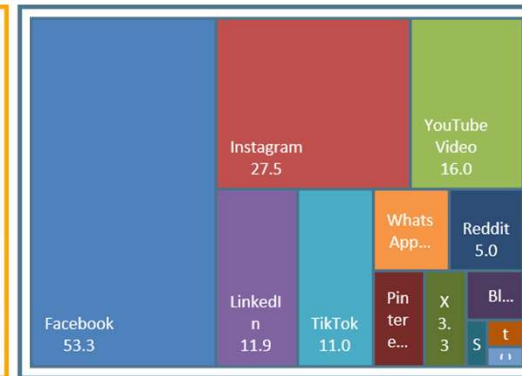
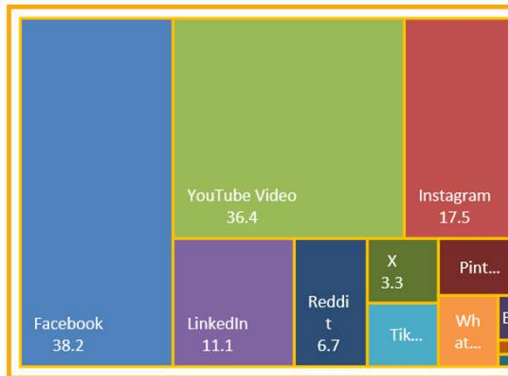
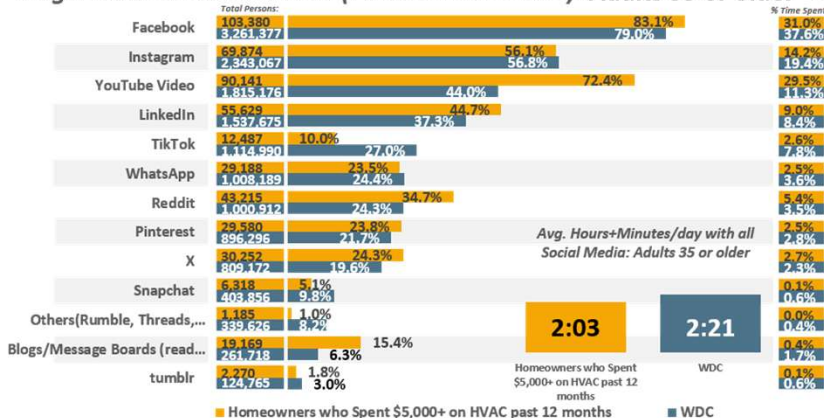
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



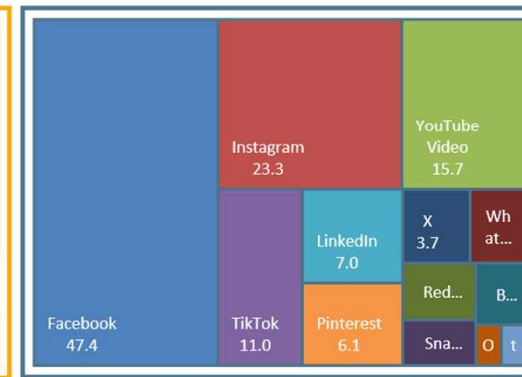
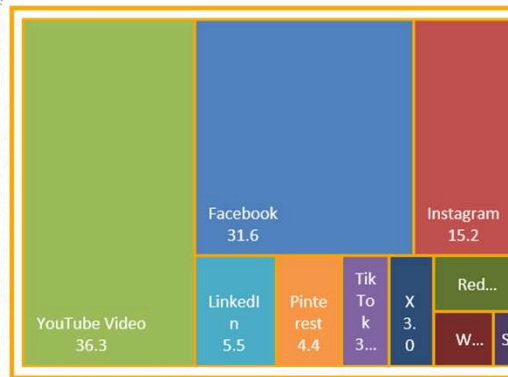
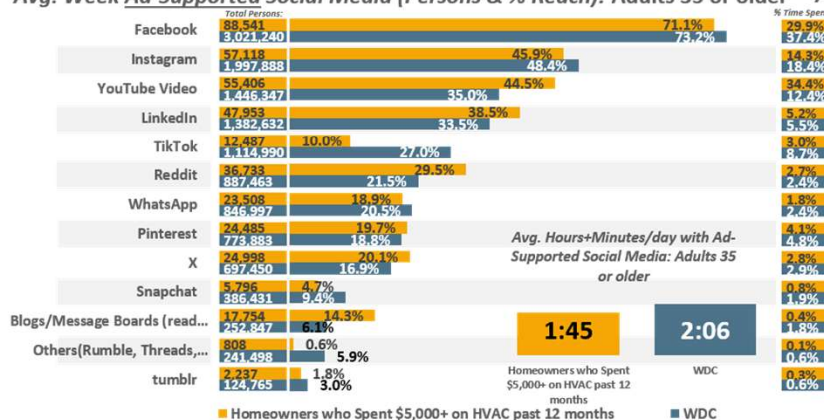


55,406 or 44.5% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported YouTube Video for an average of 36.3 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

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**



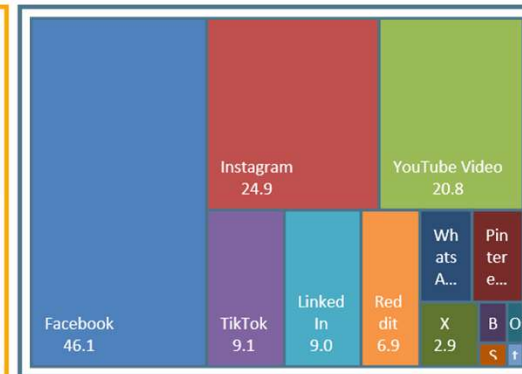
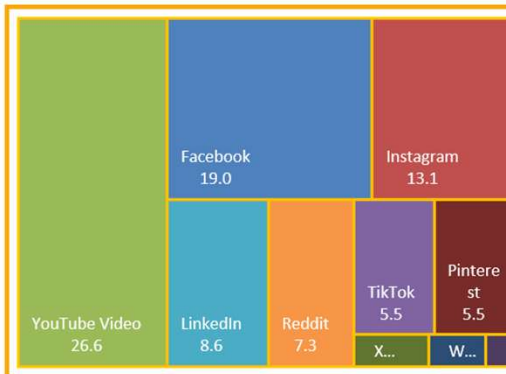
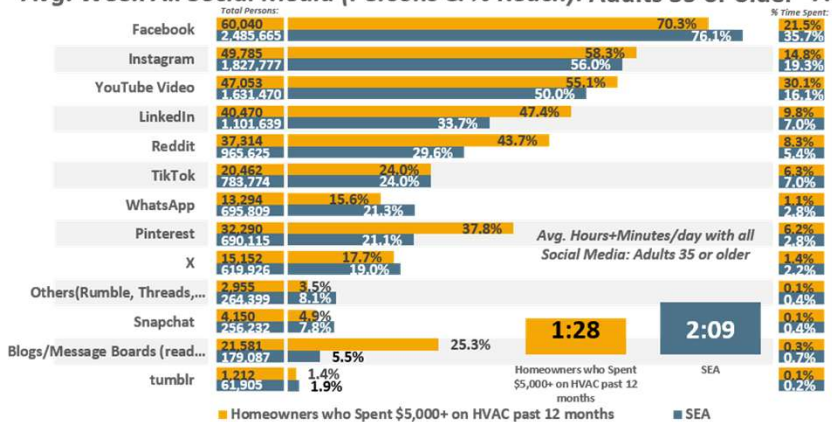
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



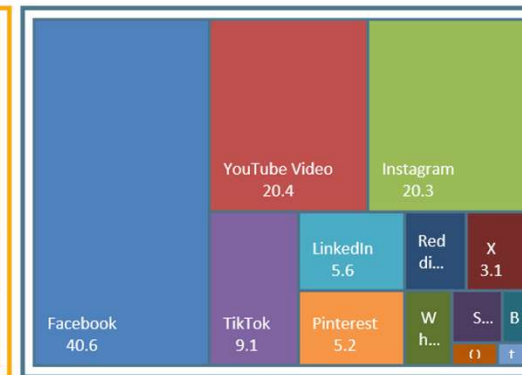
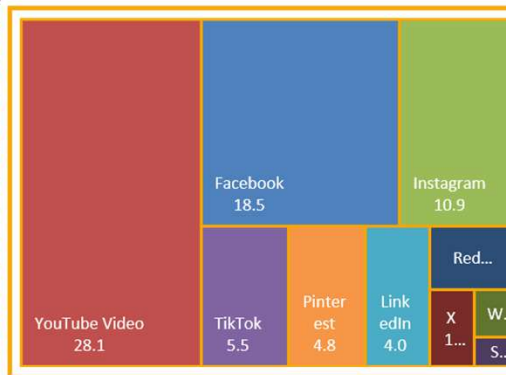
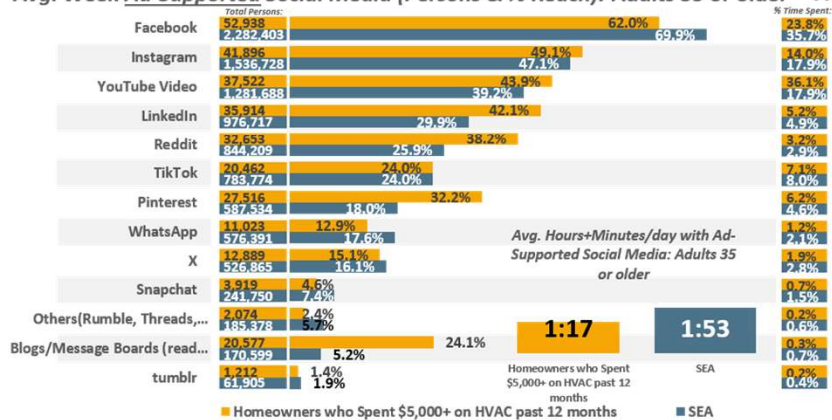


37,522 or 43.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported YouTube Video for an average of 28.1 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

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



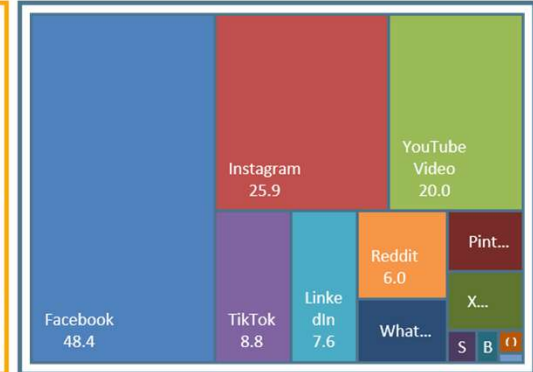
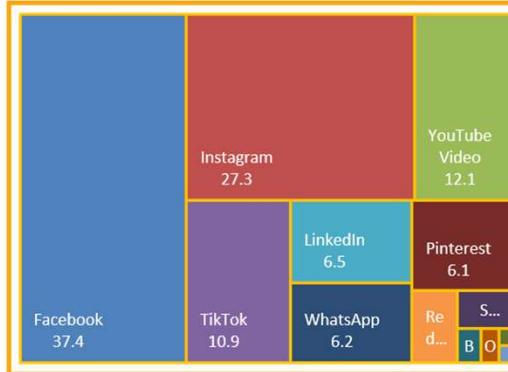
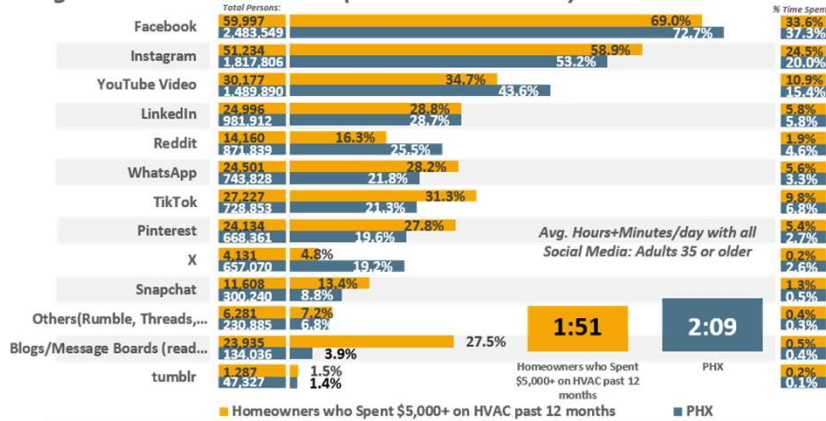
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



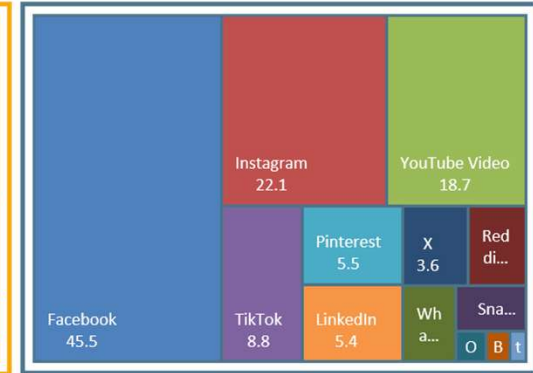
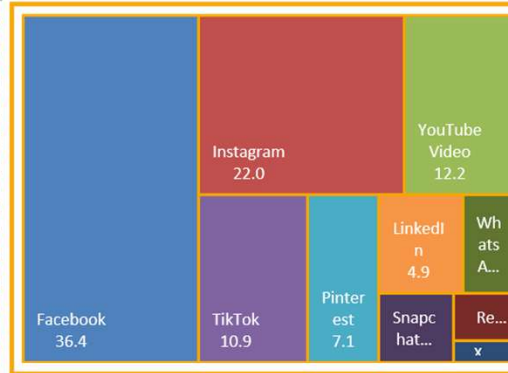
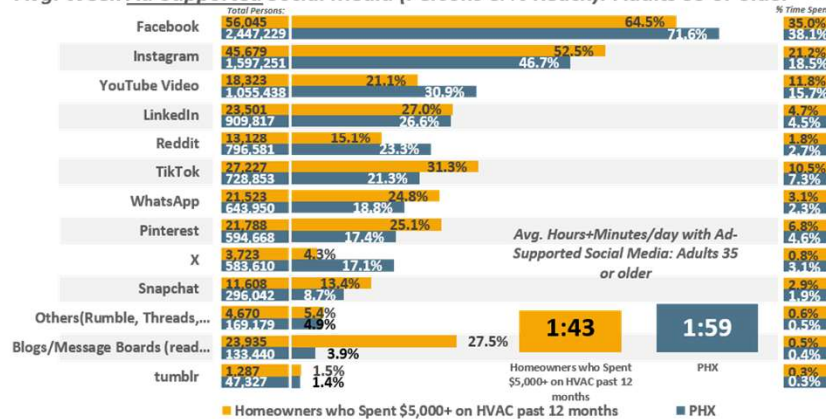


56,045 or 64.5% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported Facebook for an average of 36.4 minutes every day representing 35.0% of all time spent daily with Ad-Supported Social Media.

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**



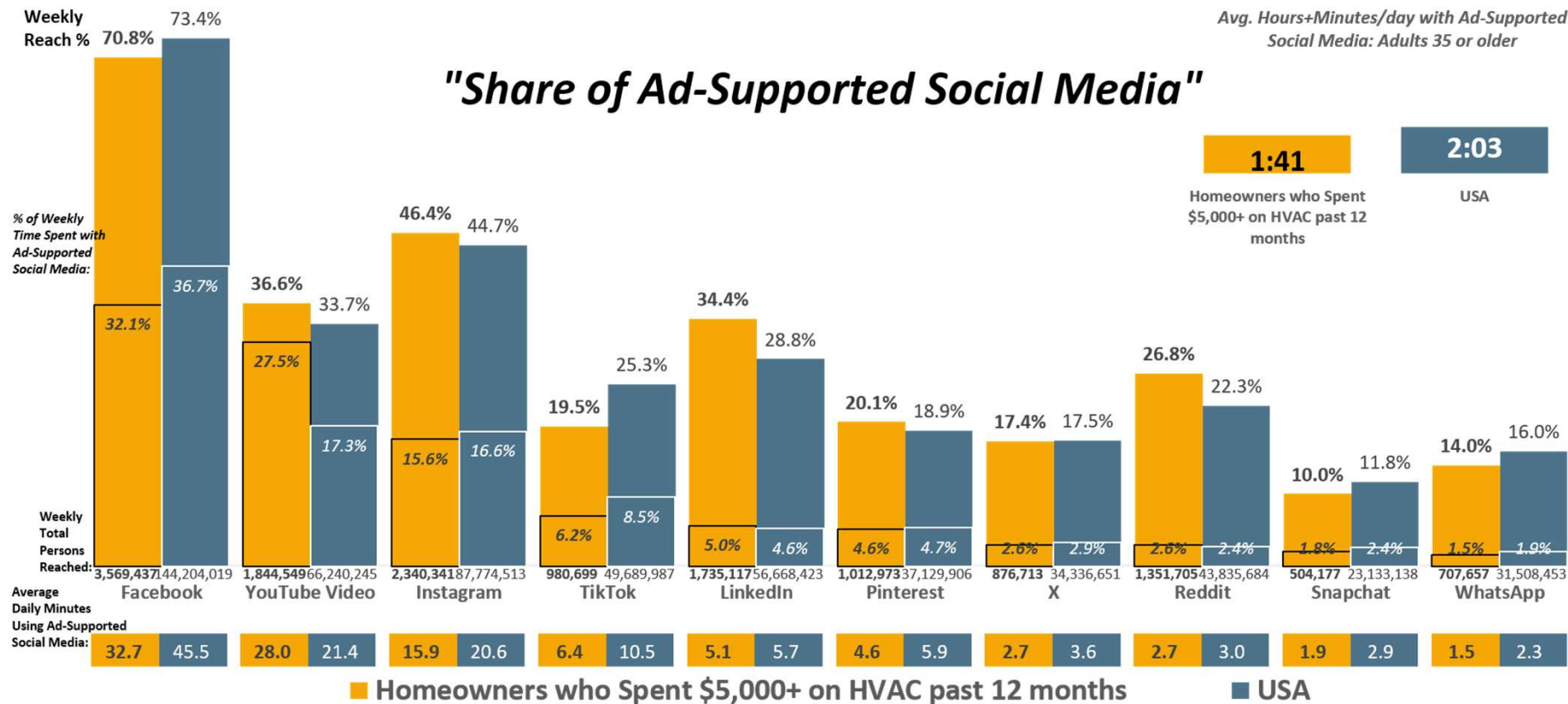
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





3,569,437 or 70.8% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported Facebook for an average of 32.7 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.

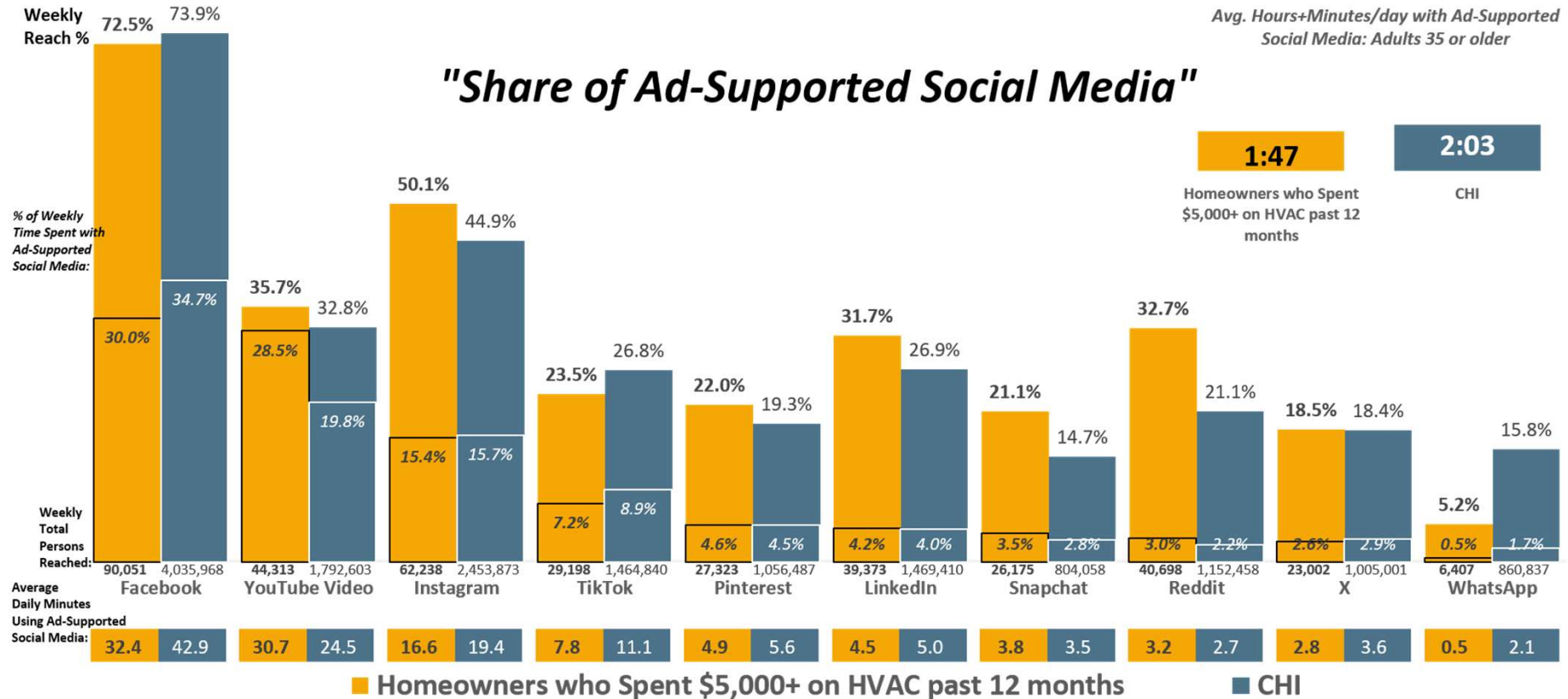
"Share of Ad-Supported Social Media"





90,051 or 72.5% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported Facebook for an average of 32.4 minutes every day representing 30.0% of all time spent daily with Ad-Supported Social Media.

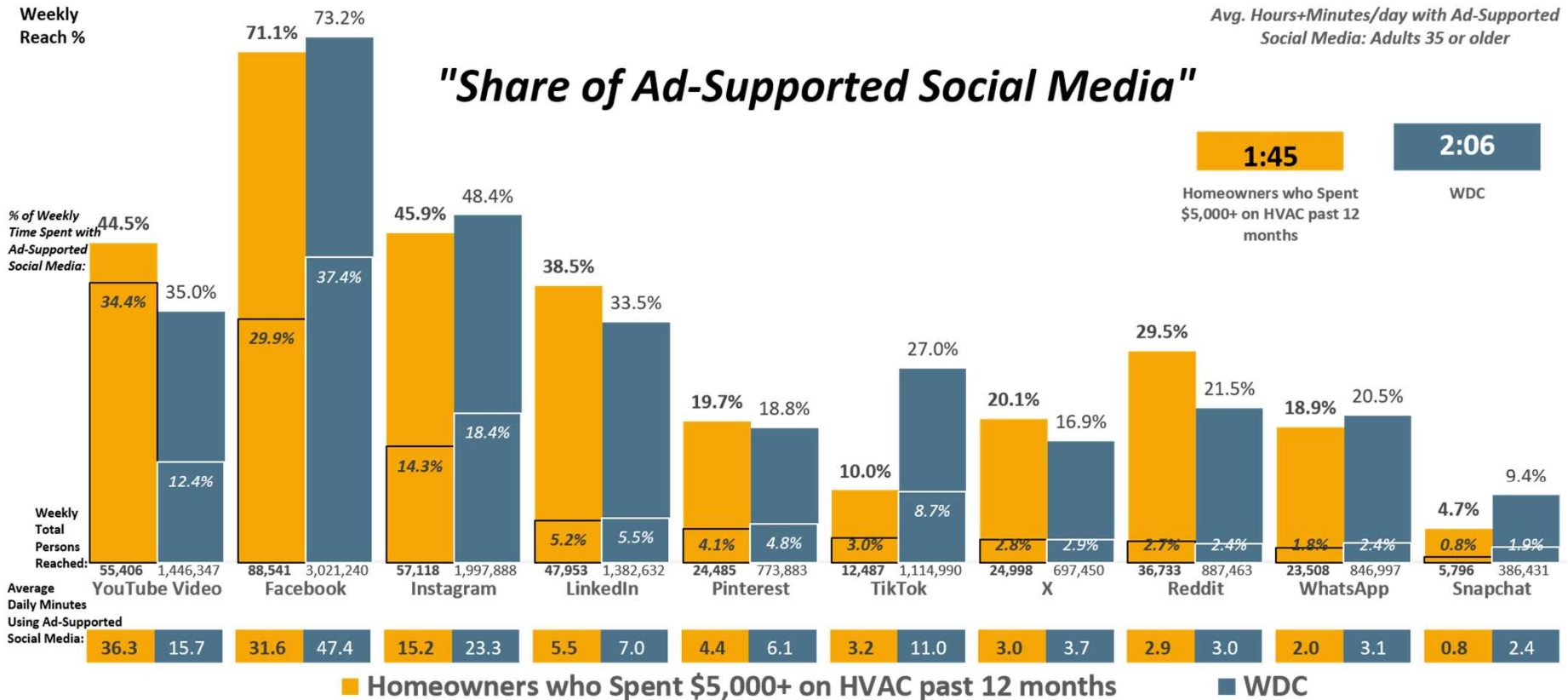
"Share of Ad-Supported Social Media"





55,406 or 44.5% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported YouTube Video for an average of 36.3 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 103 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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

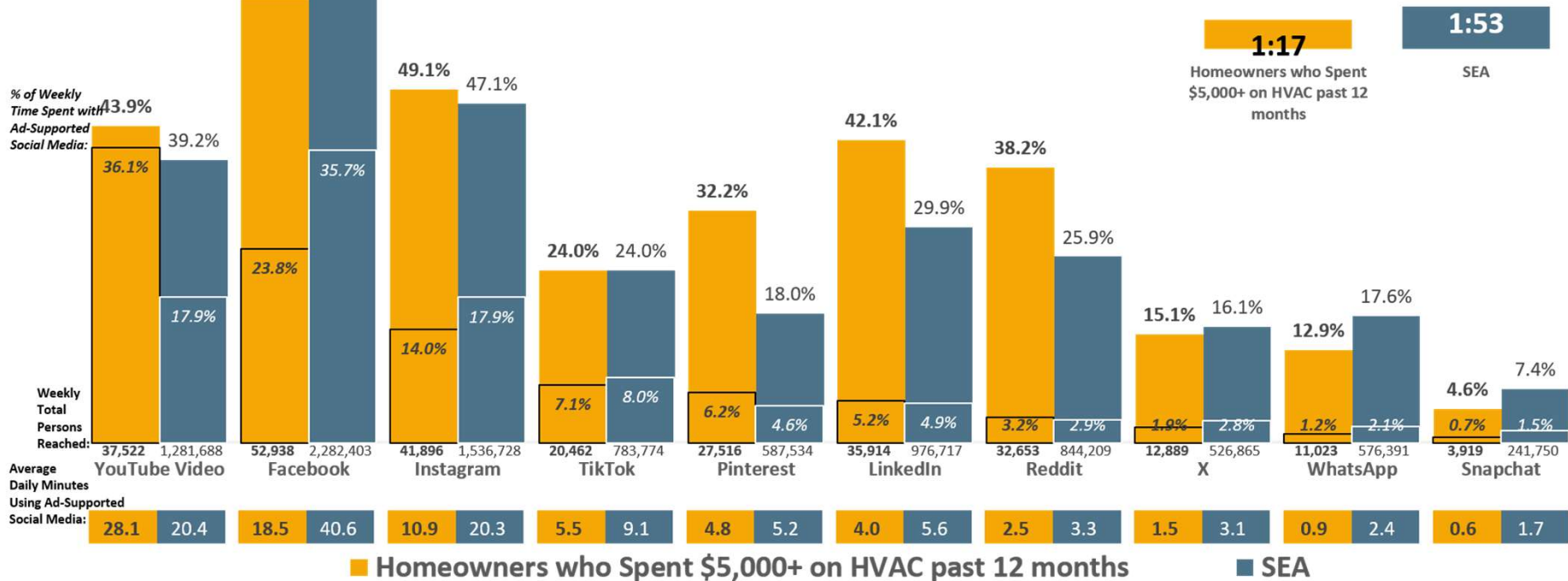


37,522 or 43.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported YouTube Video for an average of 28.1 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

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

"Share of Ad-Supported Social Media"



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 80 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

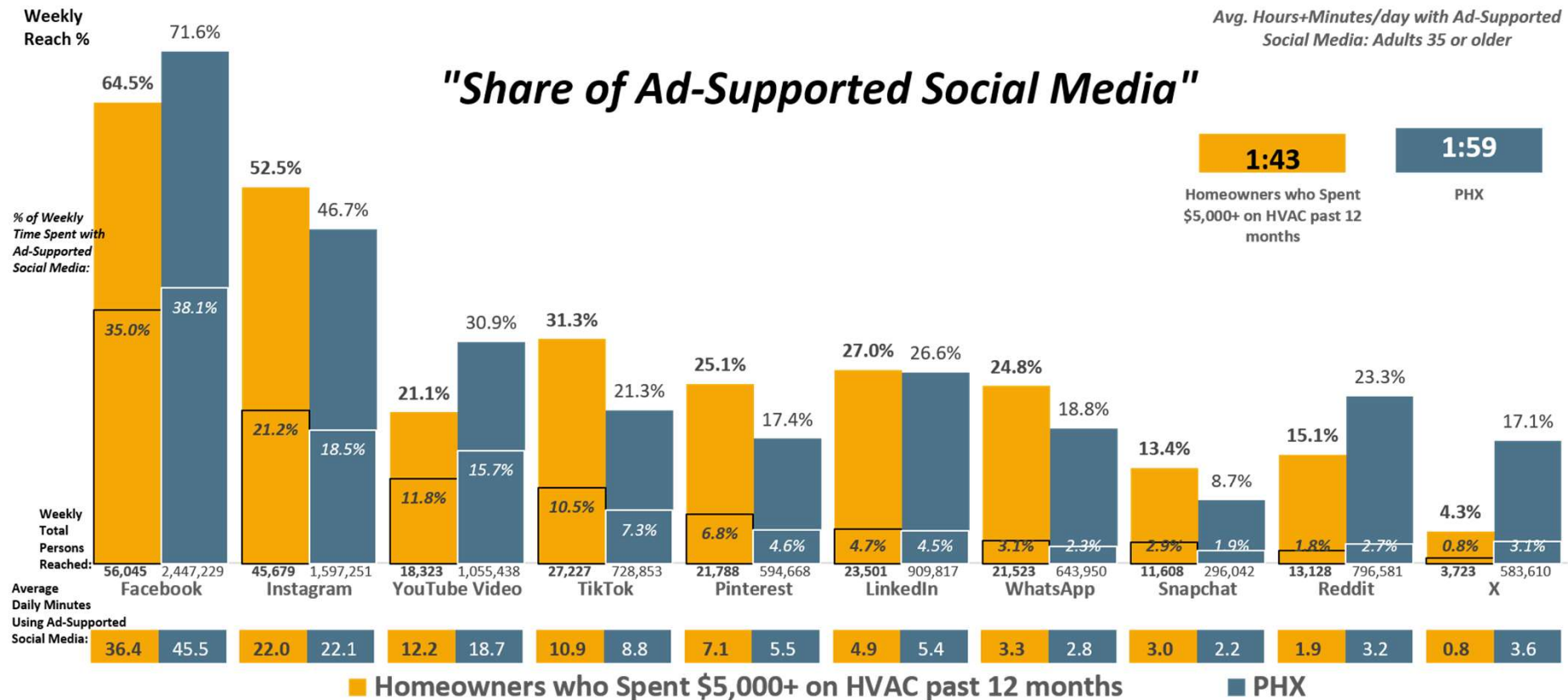
soefa.ai Share of Everything
for Anything

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



56,045 or 64.5% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported Facebook for an average of 36.4 minutes every day representing 35.0% of all time spent daily with Ad-Supported Social Media.

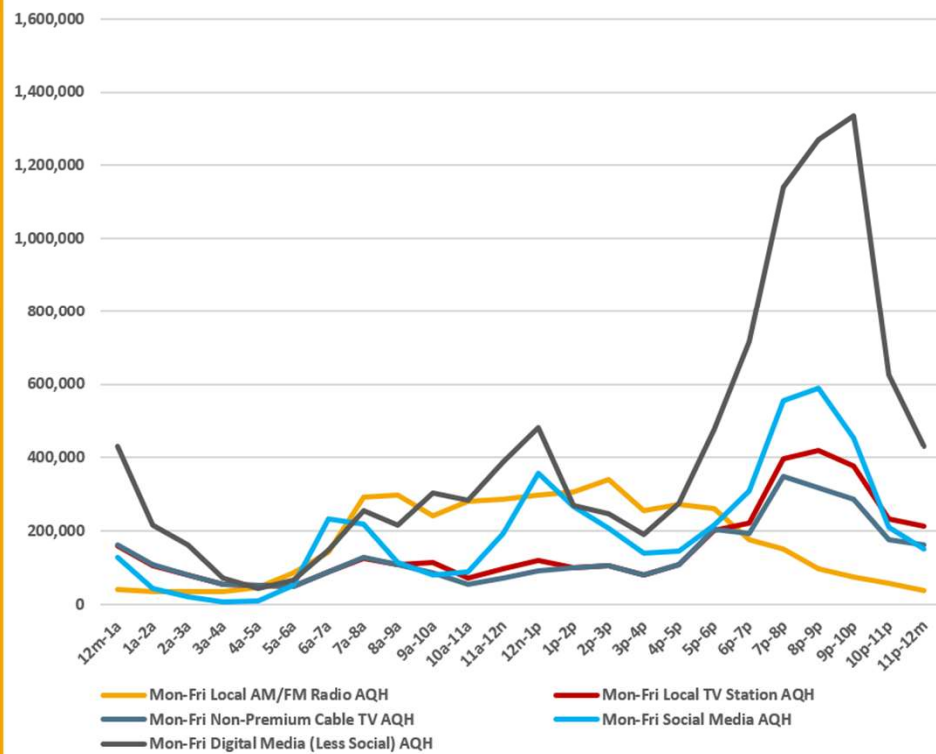
"Share of Ad-Supported Social Media"



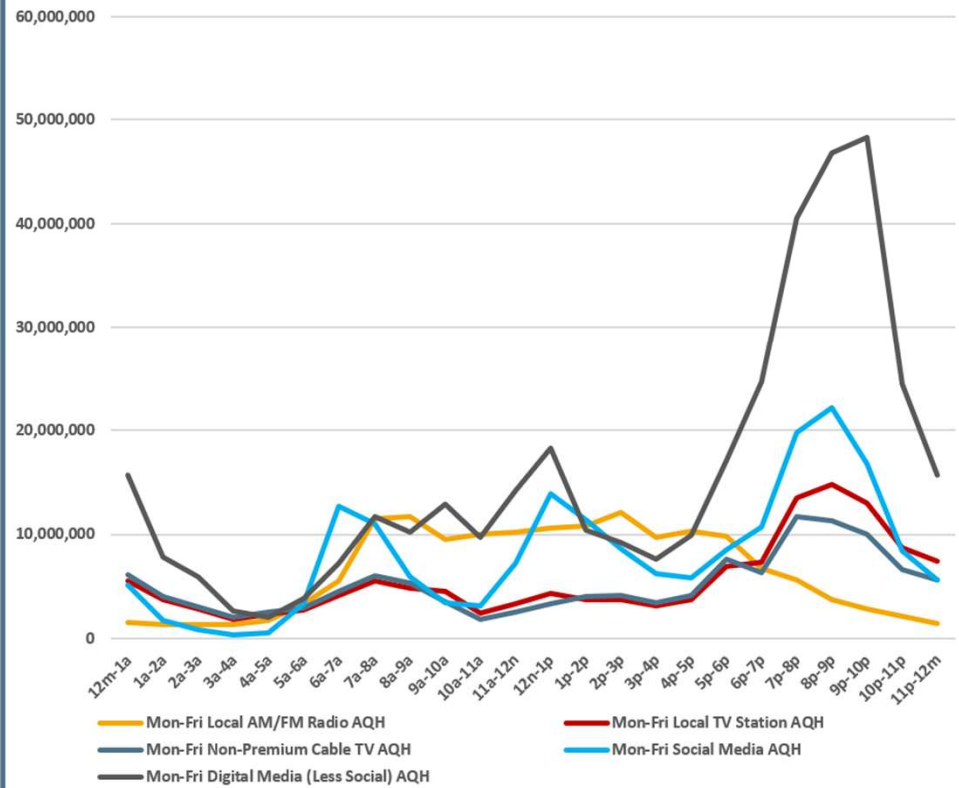


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 326,843;
Local Radio: 265,578; Social Media: 197,398; Local TV: 118,291; Non-Prem. Cable: 109,311
reaching Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Homeowners who Spent \$5,000+ on HVAC
past 12 months



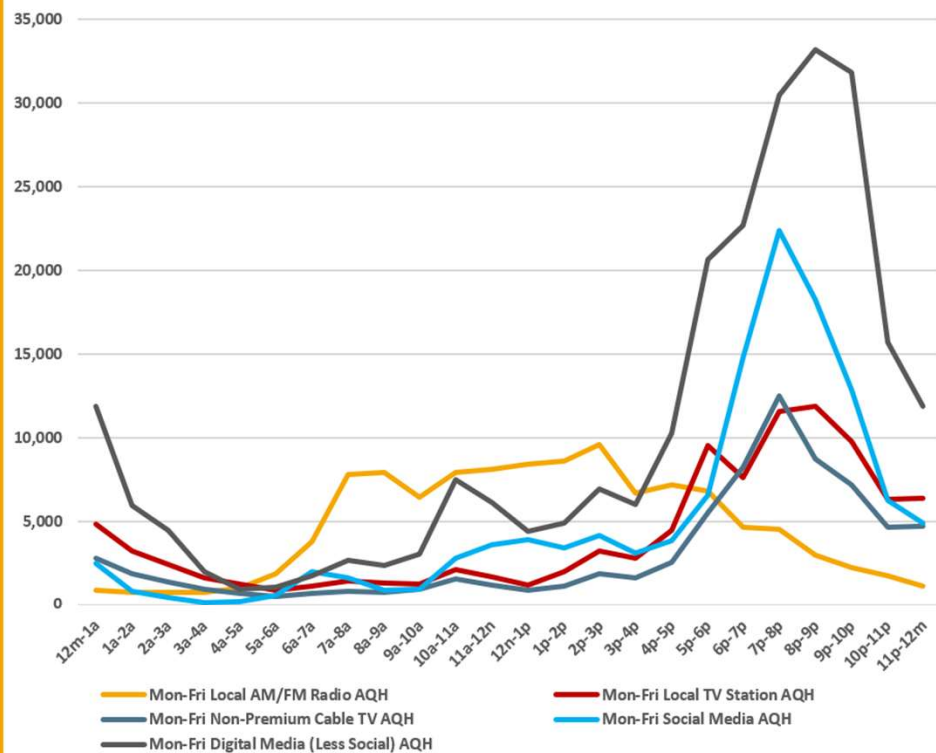
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 35 or older



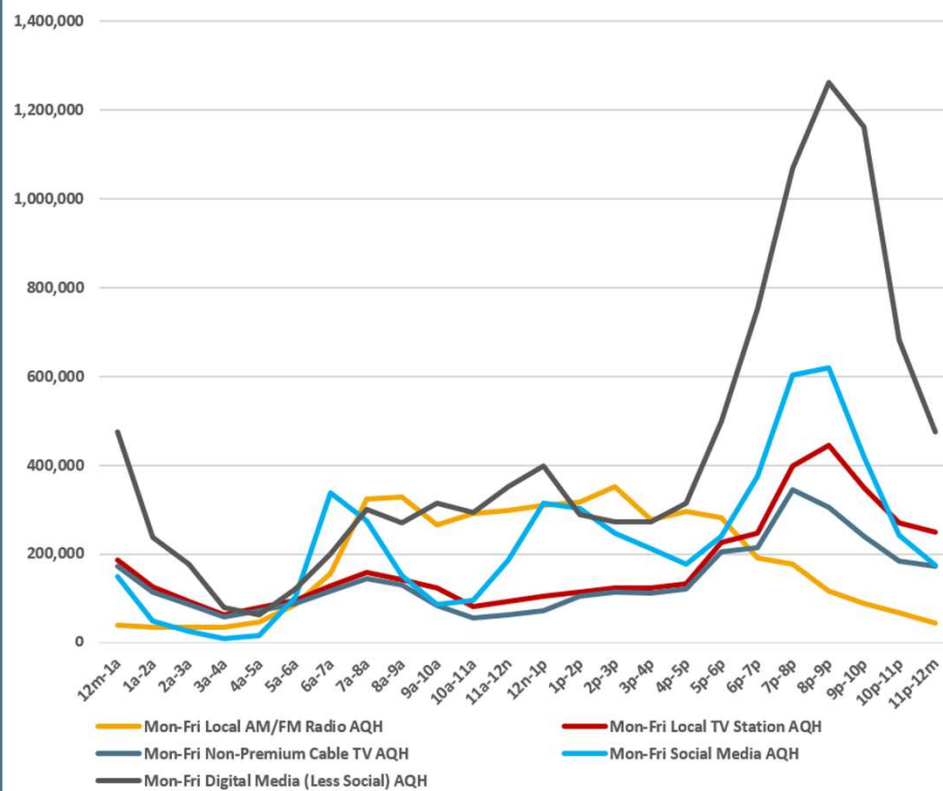


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,636; Local Radio: 7,210; Social Media: 3,956; Local TV: 3,039; Non-Prem. Cable: 2,119 reaching Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Homeowners who Spent \$5,000+ on HVAC
past 12 months



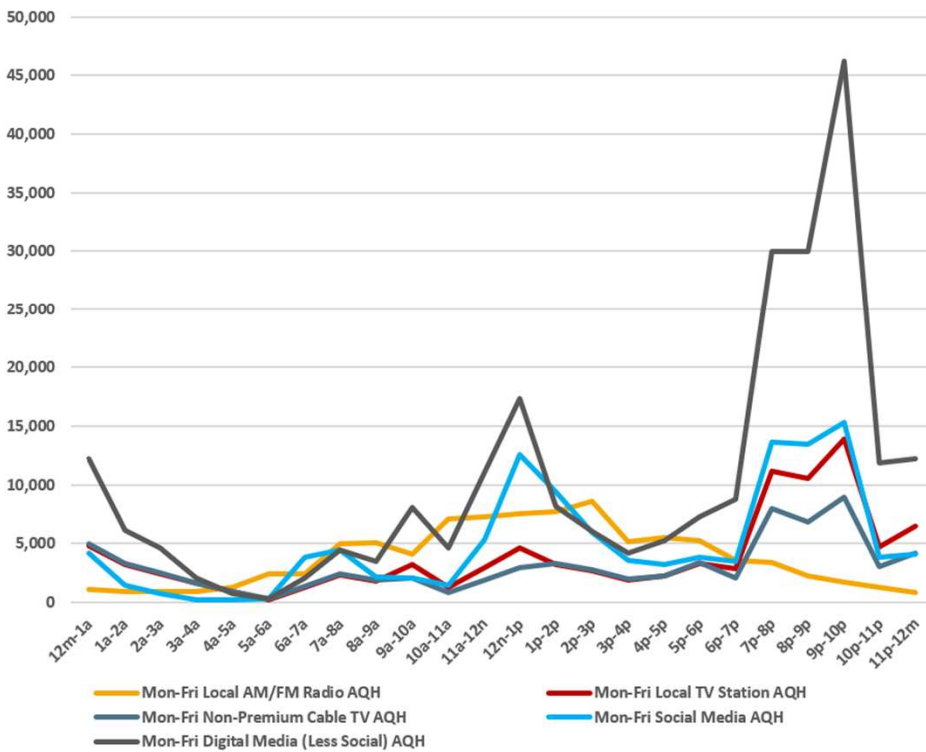
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 35 or older



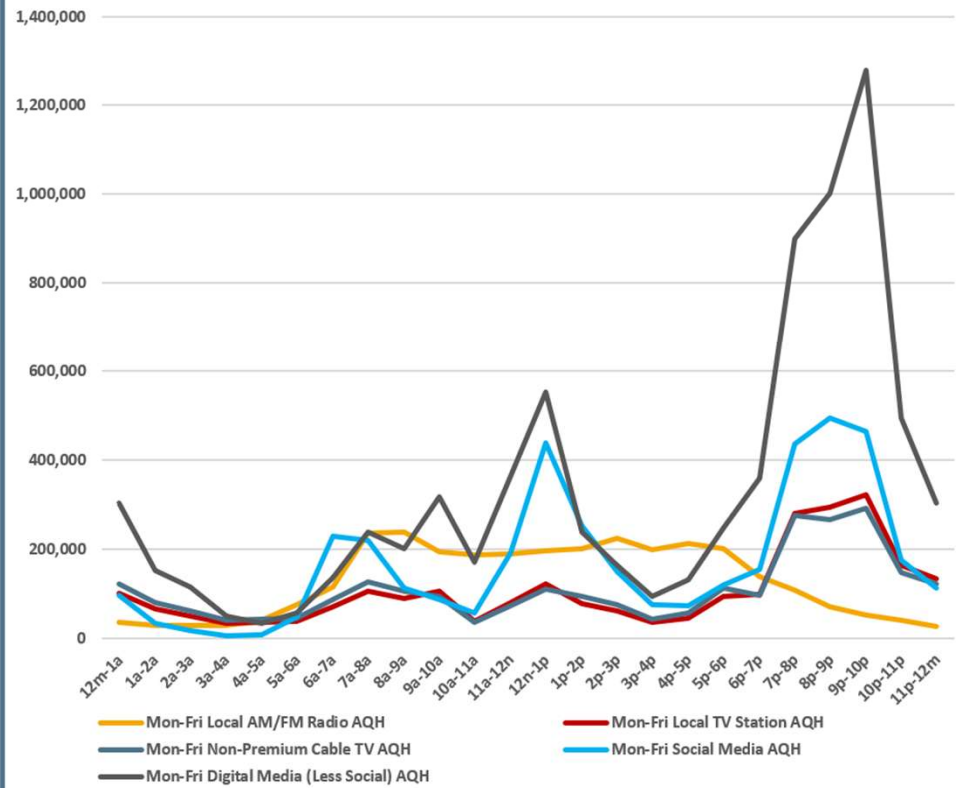


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,990; Local Radio: 5,710; Social Media: 4,709; Local TV: 2,594; Non-Prem. Cable: 2,237 reaching Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Homeowners who Spent \$5,000+ on HVAC
past 12 months



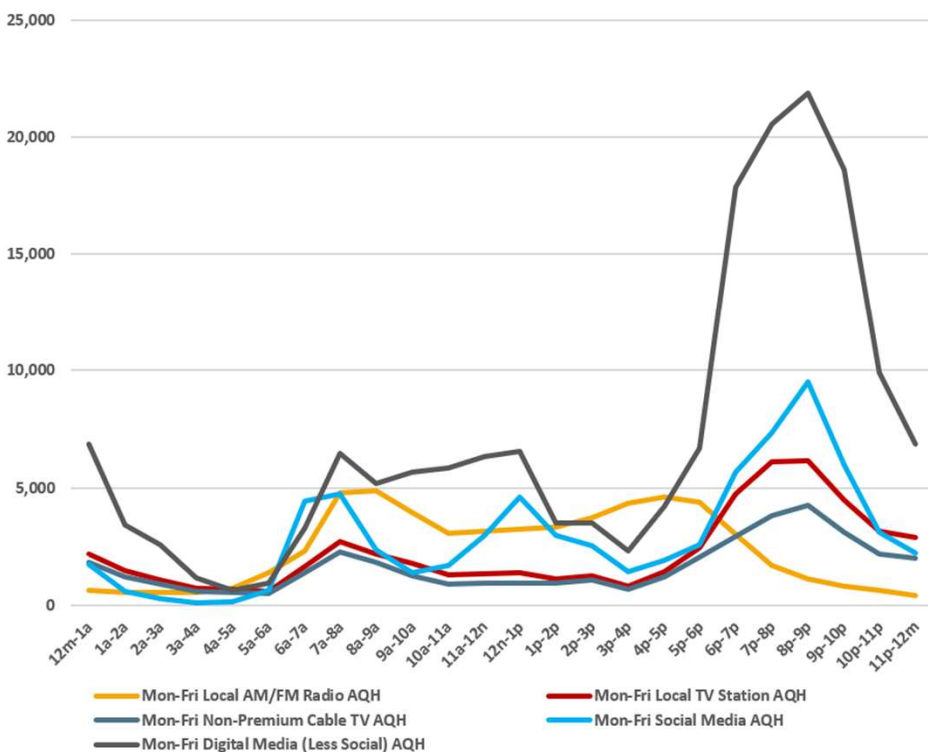
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 35 or older



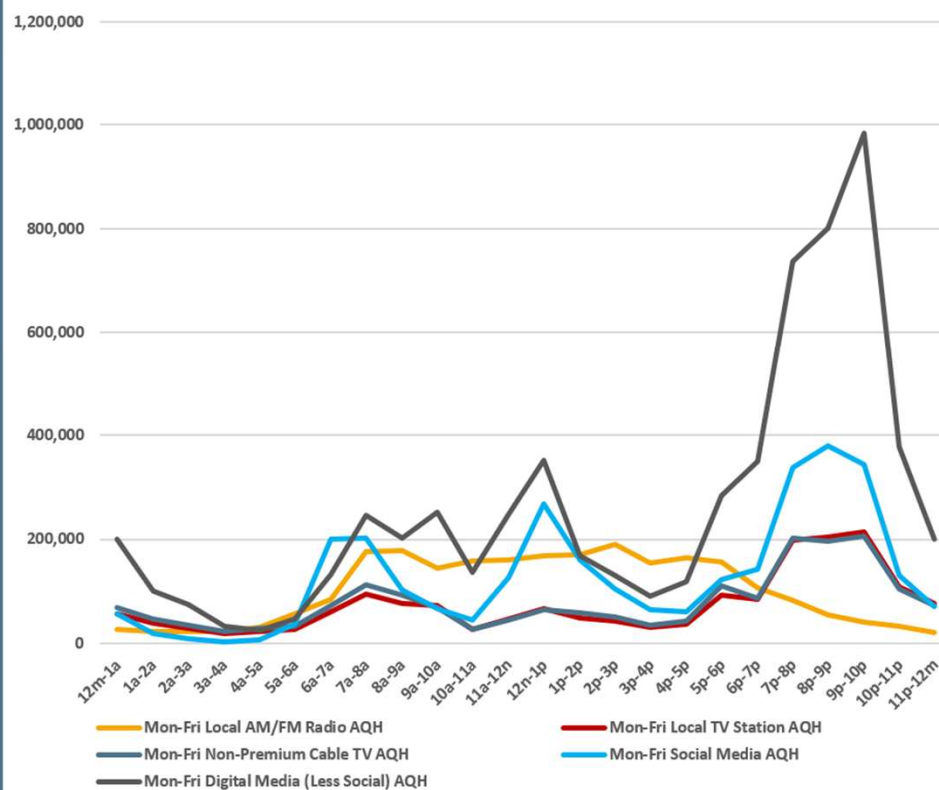


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,950; Local Radio: 3,756; Social Media: 3,019; Local TV: 1,858; Non-Prem. Cable: 1,410 reaching Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Homeowners who Spent \$5,000+ on HVAC
past 12 months



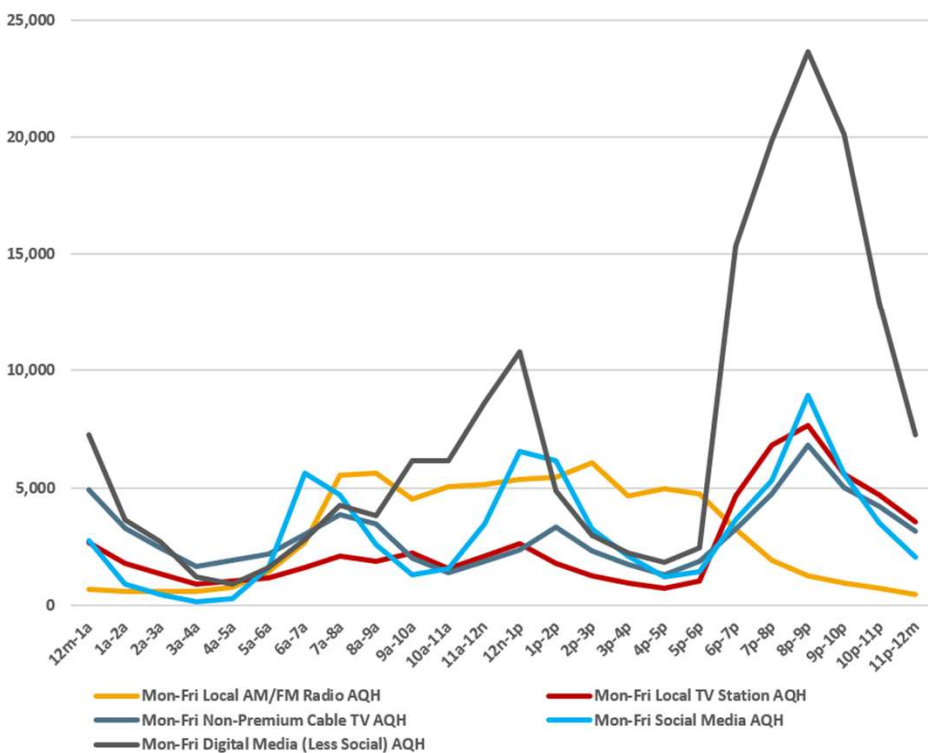
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 35 or older



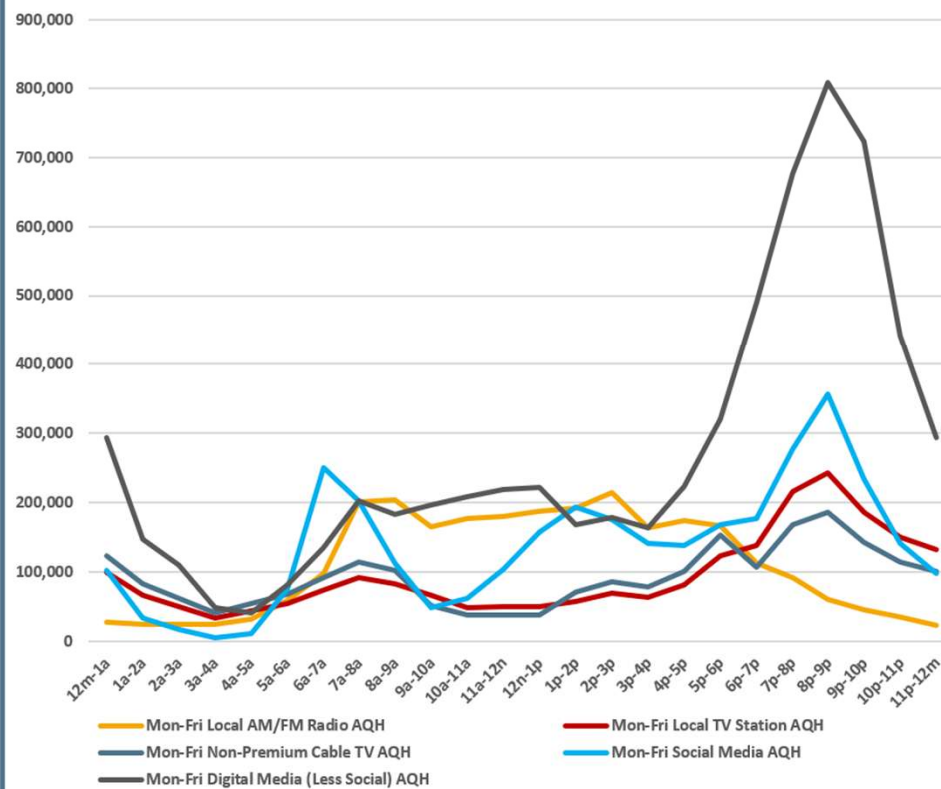


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,555; Local Radio: 4,846; Social Media: 3,349; Non-Prem. Cable: 2,440; Local TV: 1,878 reaching Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Homeowners who Spent \$5,000+ on HVAC
past 12 months



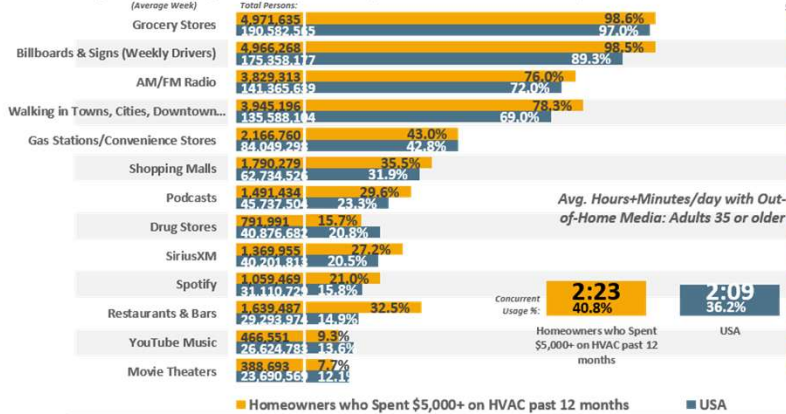
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 35 or older



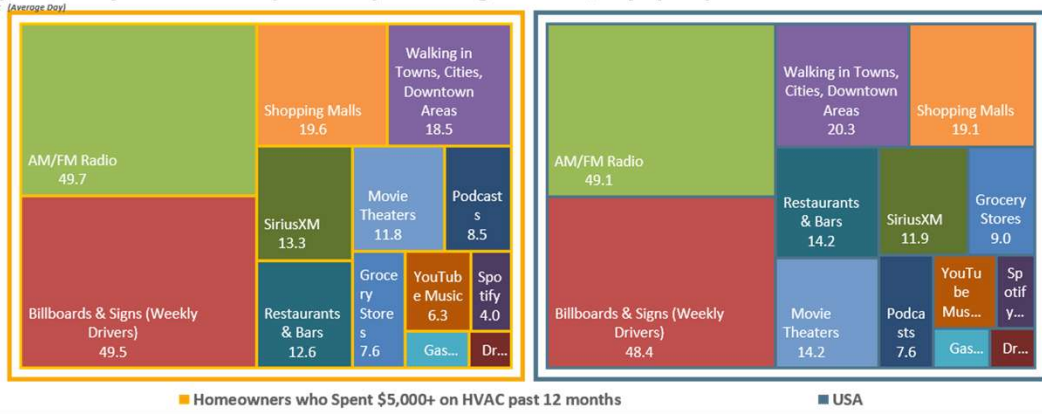


4,966,268 or 98.5% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 49.5 minutes per day driving, seeing Billboards and Signs. 71.9% Listen to Local Radio Stations Out-of-Home for an average of 46.2 minutes/day

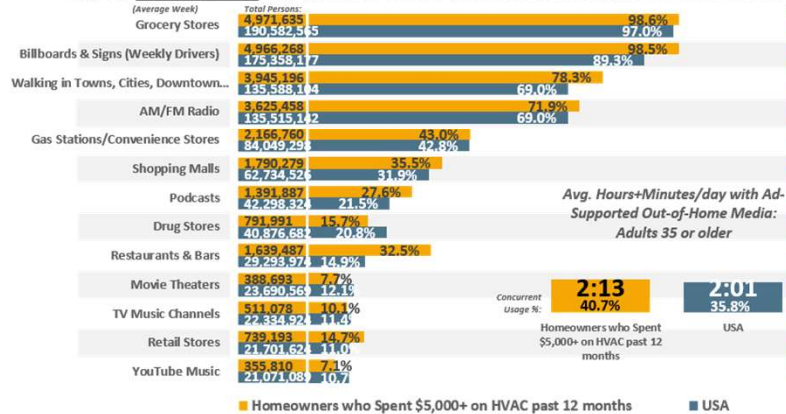
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



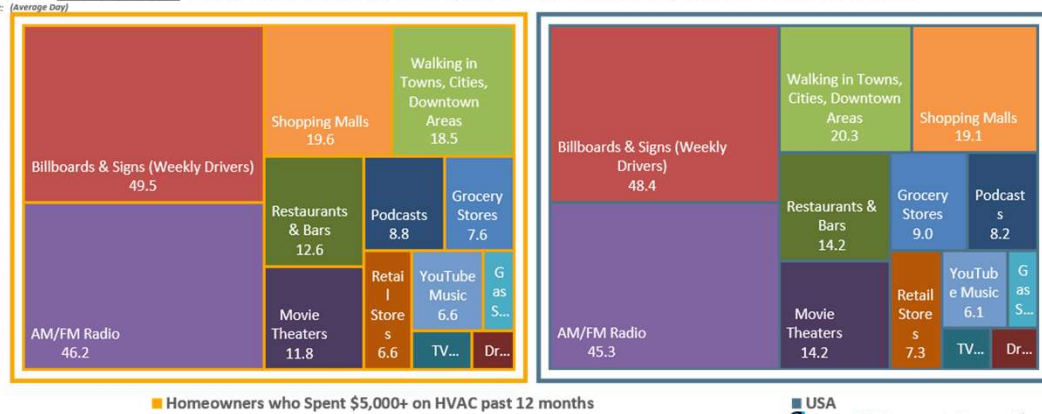
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 497
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

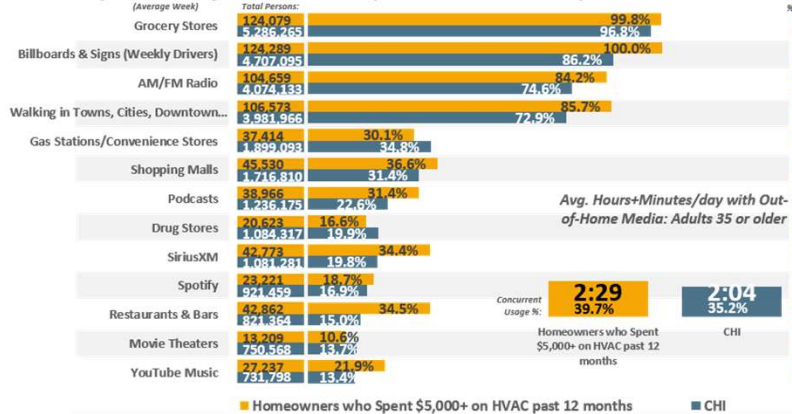
soefa.ai Share of Everything for Anything

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

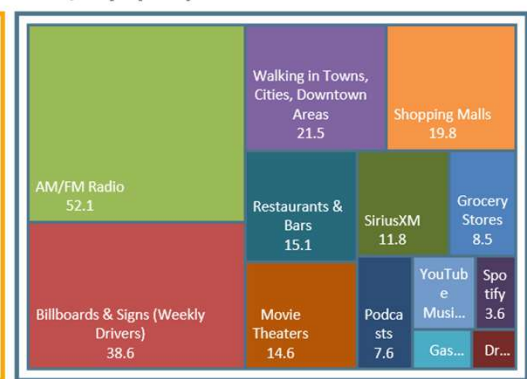
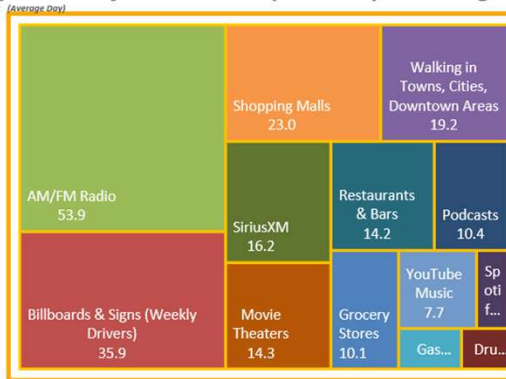


124,289 or 100.% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 35.9 minutes per day driving, seeing Billboards and Signs. 78.9% Listen to Local Radio Stations Out-of-Home for an average of 51. minutes/day.

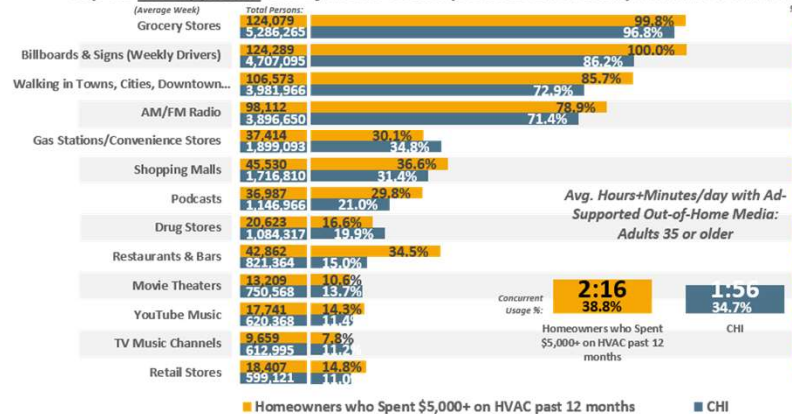
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



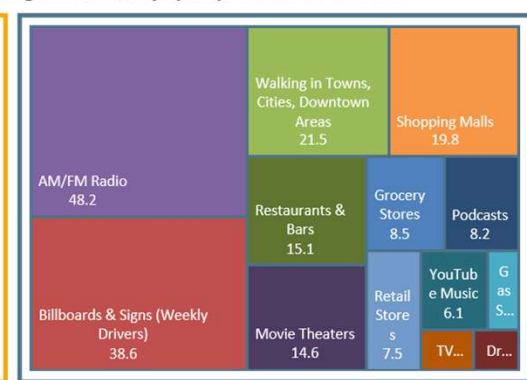
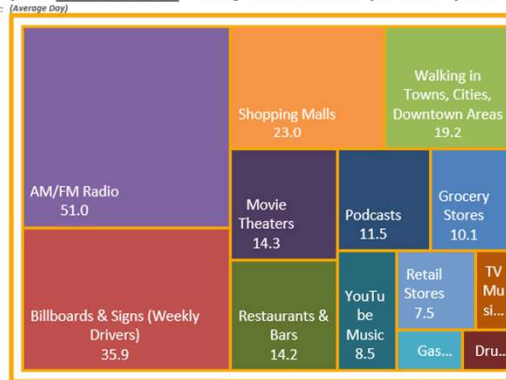
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 70
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

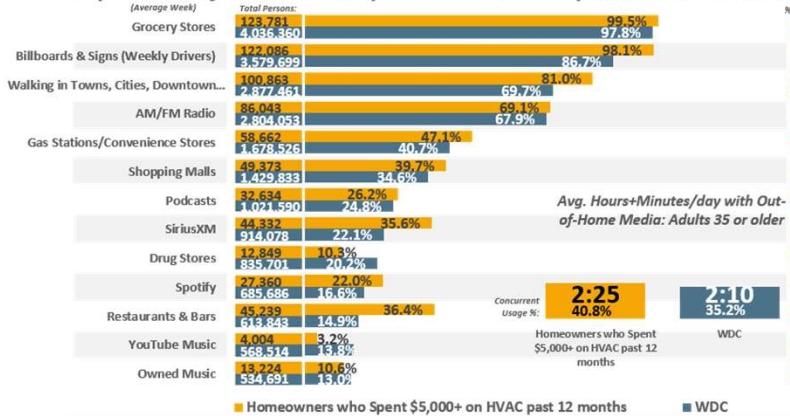
soefa.ai Share of Everything for Anything

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

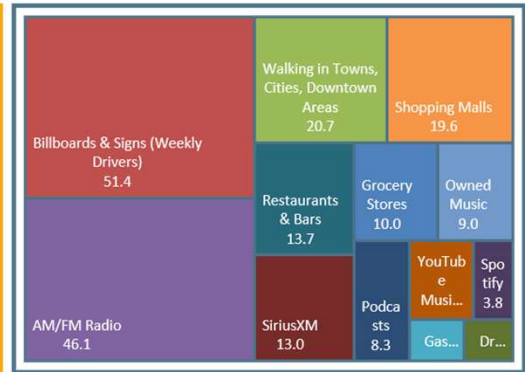
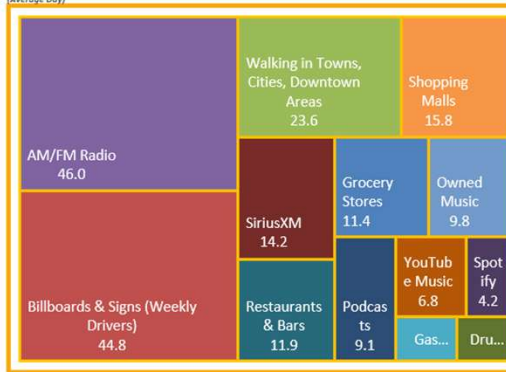


122,086 or 98.1% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 44.8 minutes per day driving, seeing Billboards and Signs. 64.1% Listen to Local Radio Stations Out-of-Home for an average of 41.6 minutes/day.

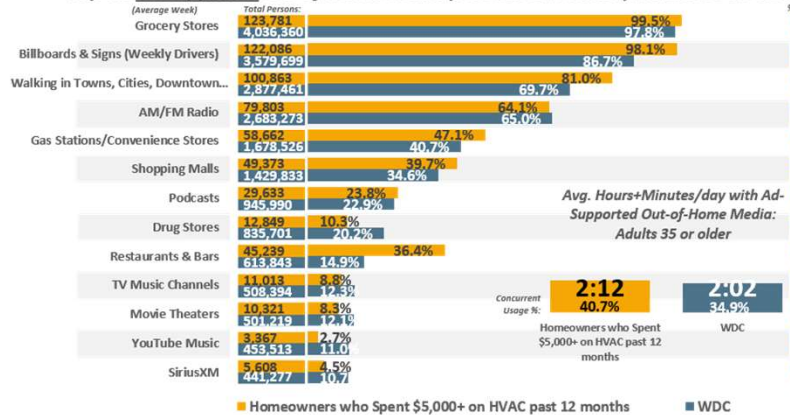
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



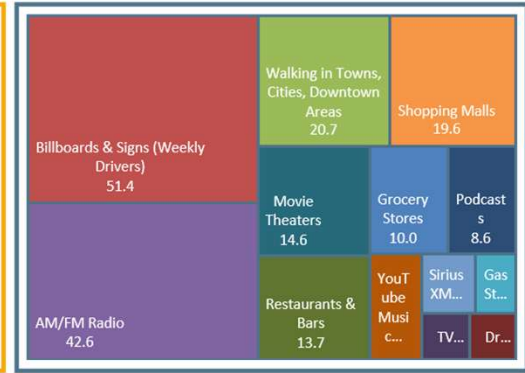
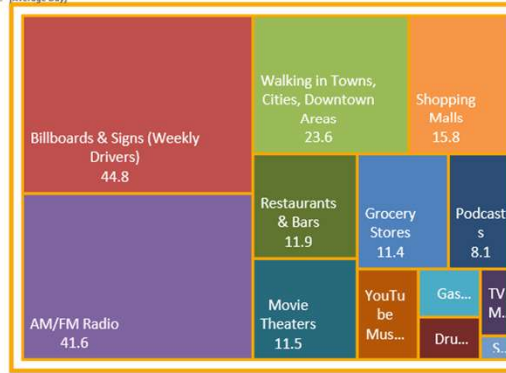
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



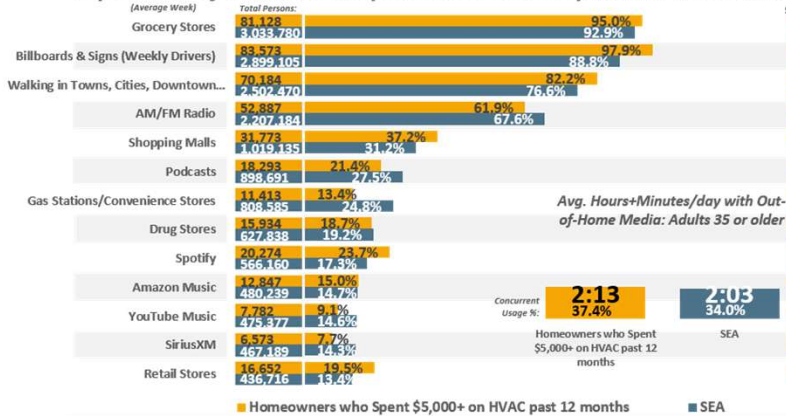
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



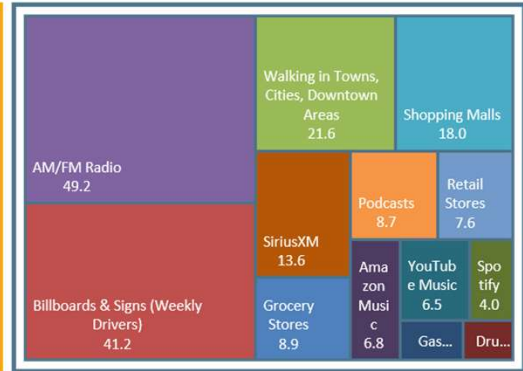
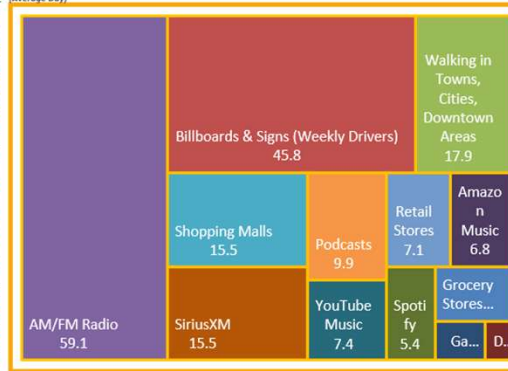


83,573 or 97.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 45.8 minutes per day driving, seeing Billboards and Signs. 59.4% Listen to Local Radio Stations Out-of-Home for an average of 53.3 minutes/day.

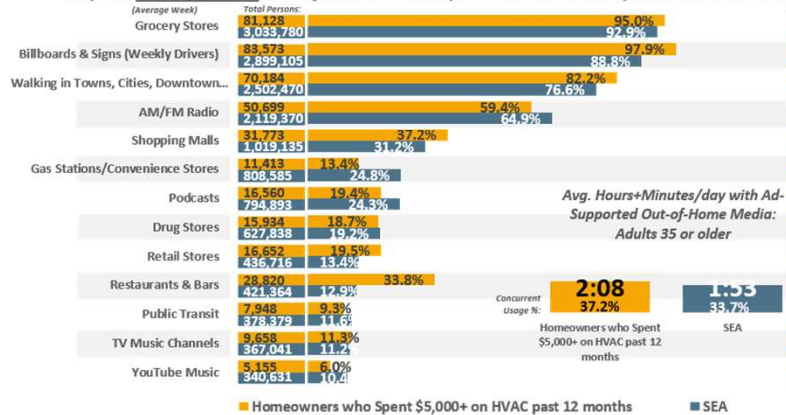
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



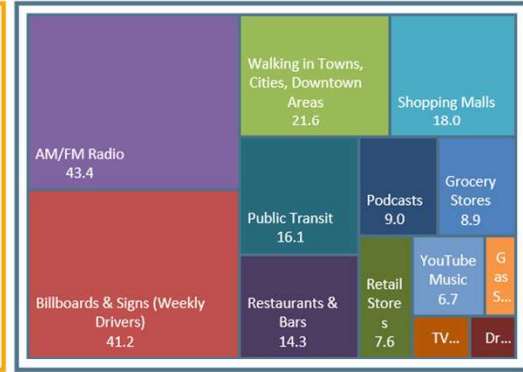
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



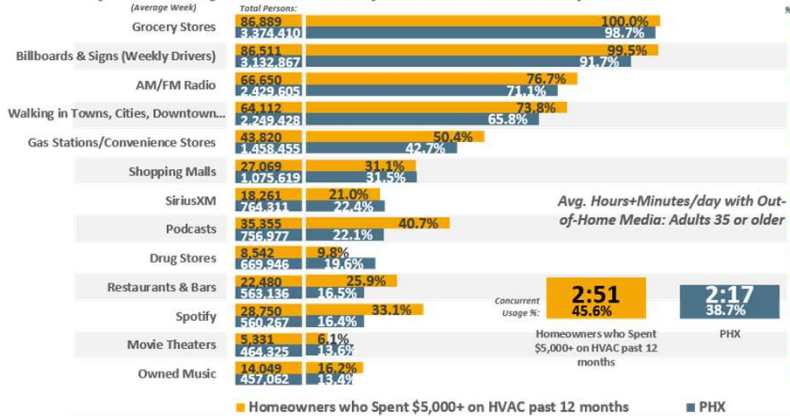
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



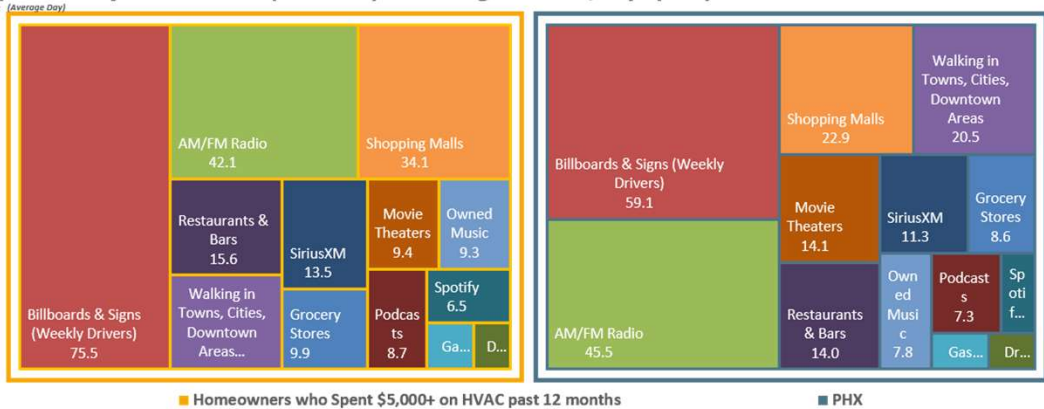


86,511 or 99.5% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 75.5 minutes per day driving, seeing Billboards and Signs. 73.3% Listen to Local Radio Stations Out-of-Home for an average of 38.8 minutes/day.

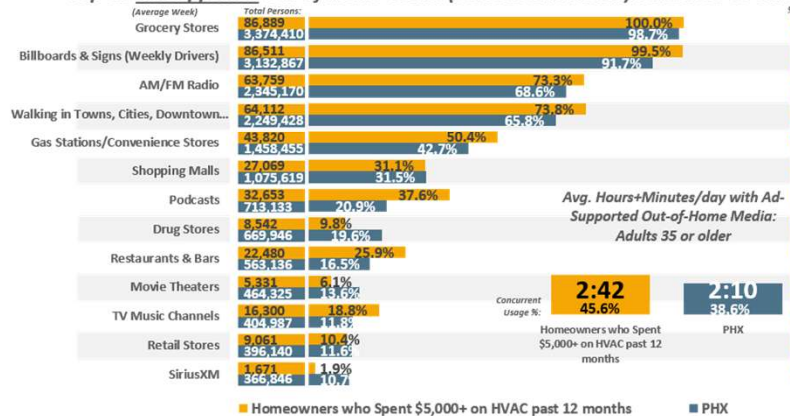
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



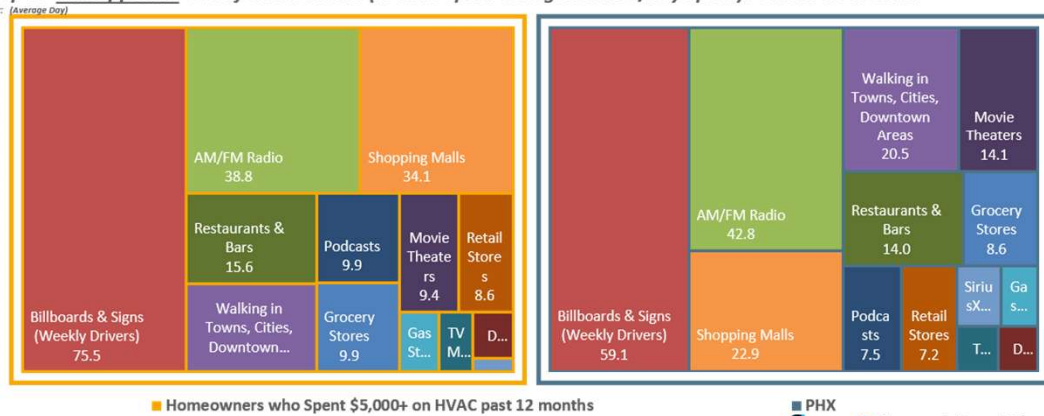
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 50
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

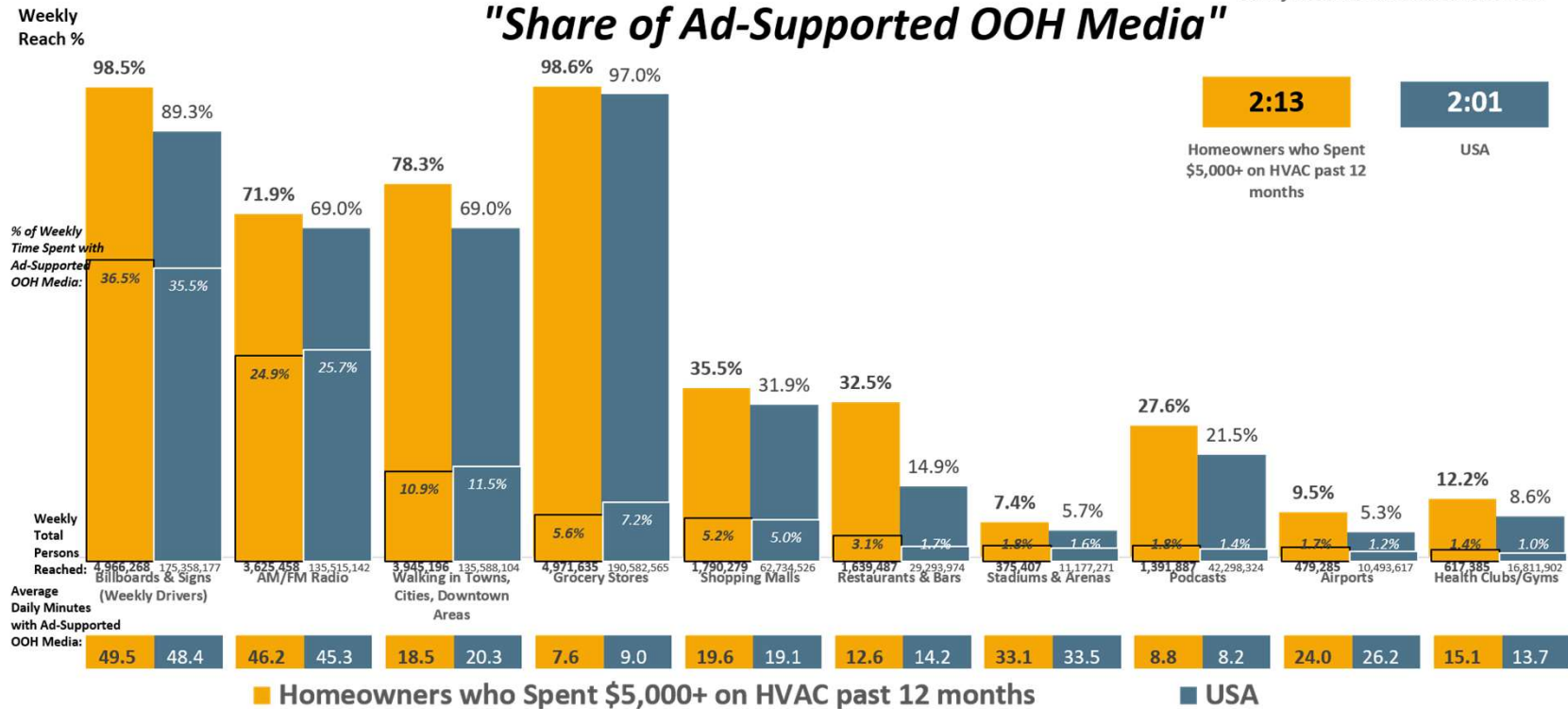
soefa.ai Share of Everything for Anything

(((Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHL): Heating or air conditioning:\$5,000 or more))



4,966,268 or 98.5% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 49.5 minutes per day driving, seeing Billboards and Signs representing 36.5% 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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 497 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

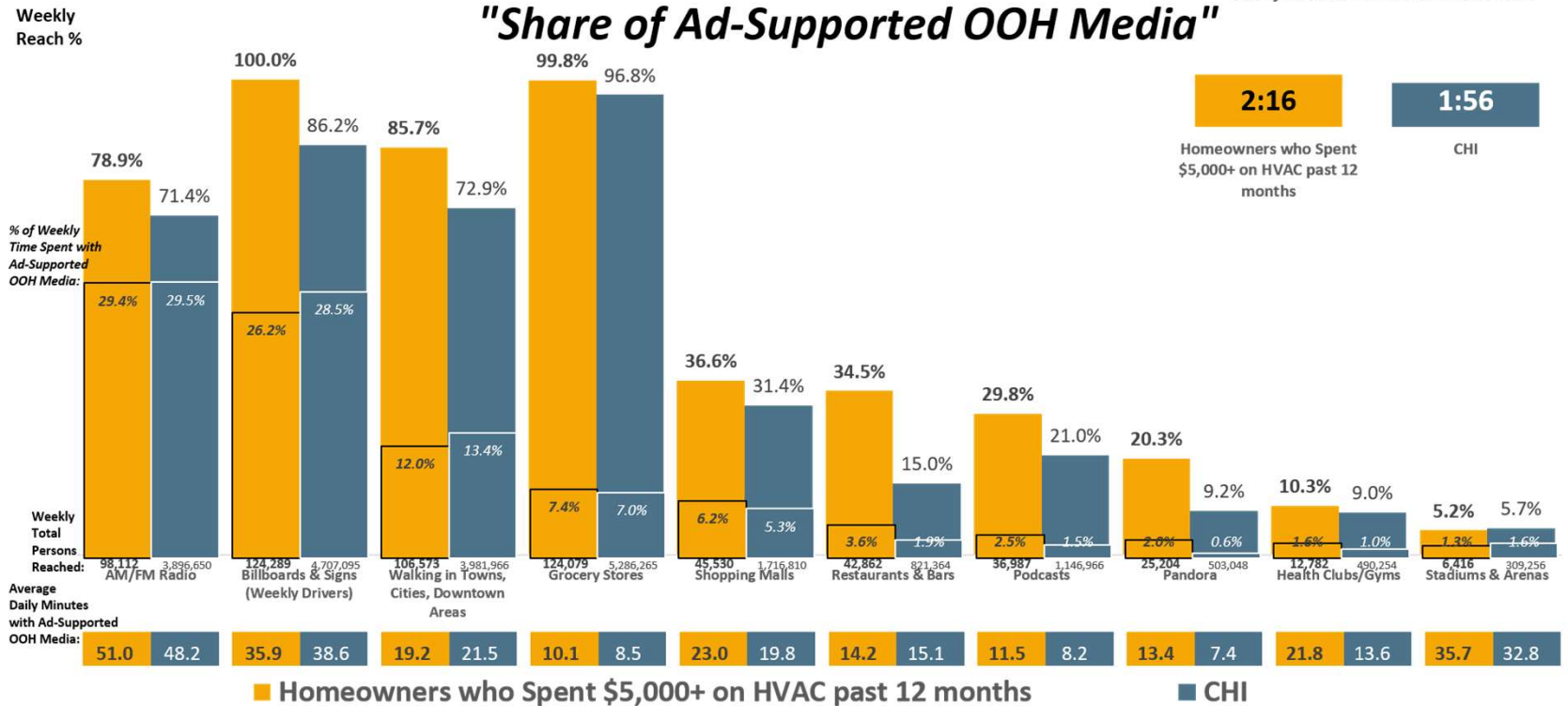
soefa.ai Share of Everything for Anything

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



124,289 or 100.0% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 35.9 minutes per day driving, seeing Billboards and Signs representing 26.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 70
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

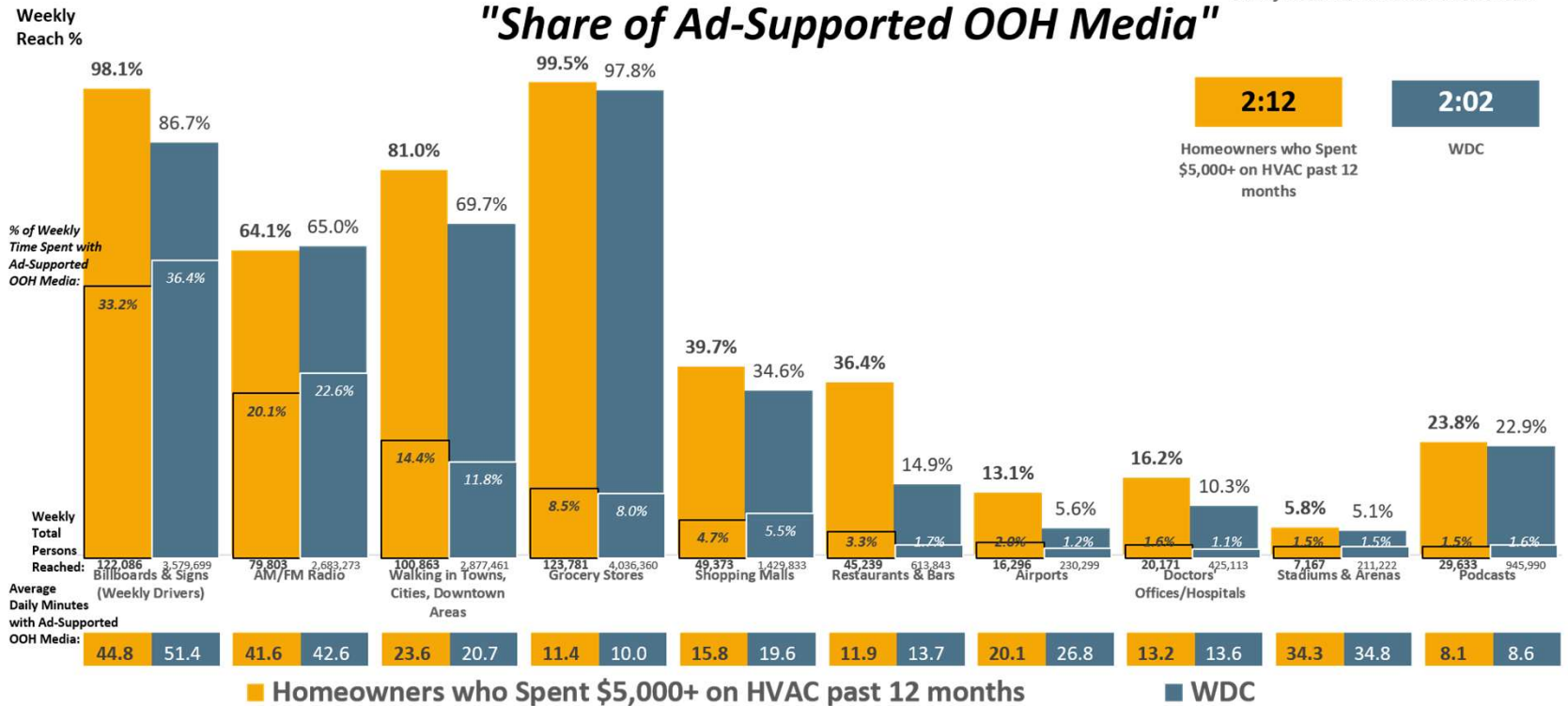
soefa.ai Share of Everything for Anything

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



122,086 or 98.1% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 44.8 minutes per day driving, seeing Billboards and Signs representing 33.2% 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



2:12

Homeowners who Spent \$5,000+ on HVAC past 12 months

2:02

WDC

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 103 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

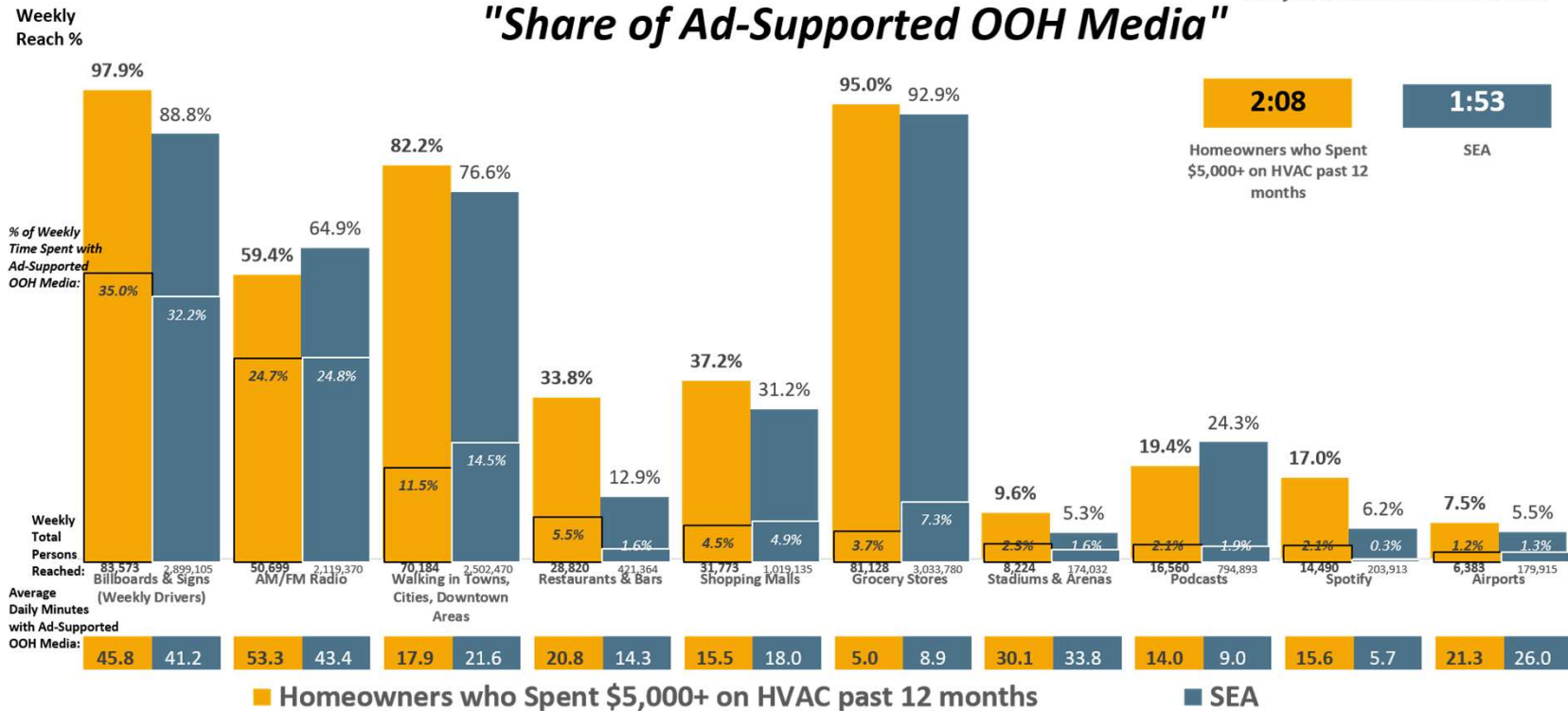
soefa.ai Share of Everything for Anything

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



83,573 or 97.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 45.8 minutes per day driving, seeing Billboards and Signs representing 35.% 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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 80 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

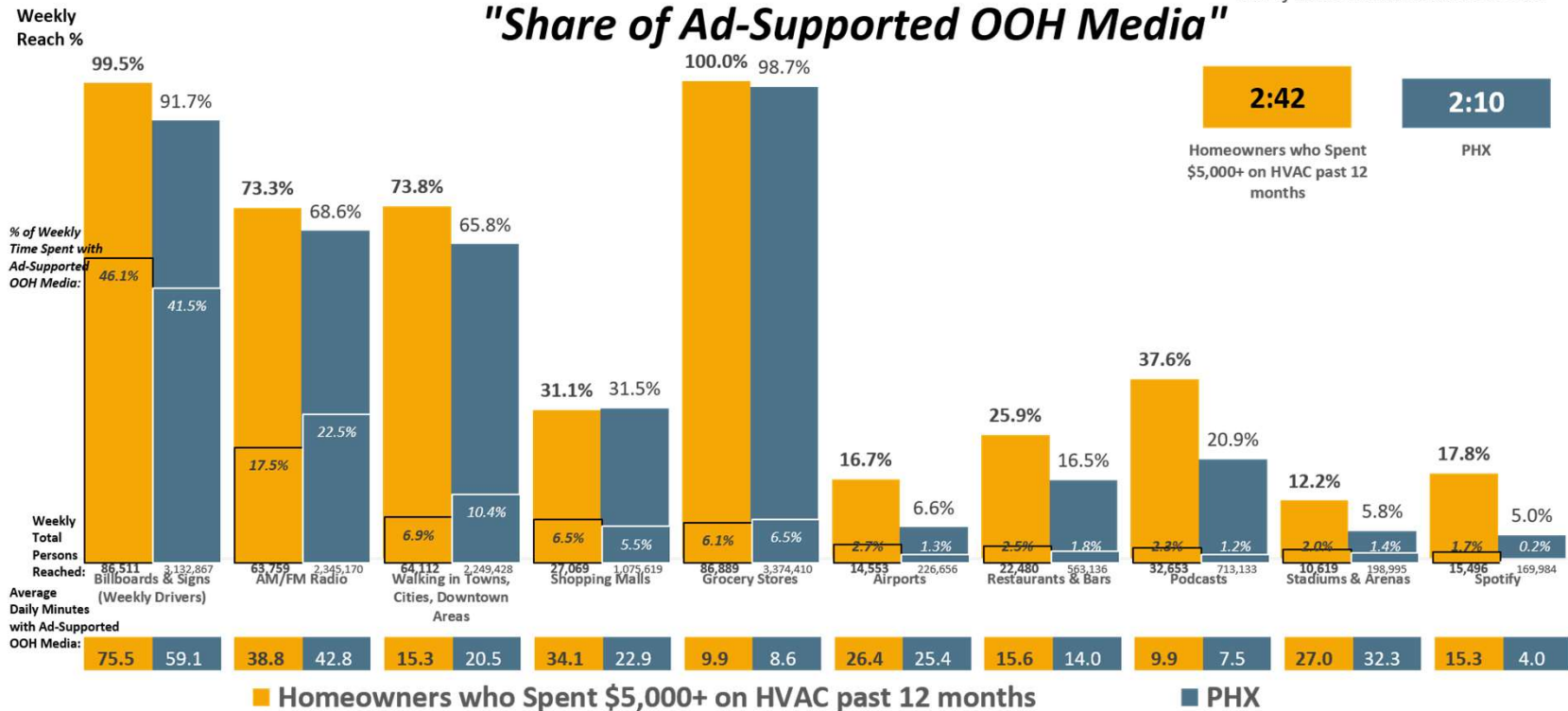
soefa.ai Share of Everything for Anything

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



86,511 or 99.5% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 75.5 minutes per day driving, seeing Billboards and Signs representing 46.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



2:42

Homeowners who Spent \$5,000+ on HVAC past 12 months

2:10

PHX

PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 50
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

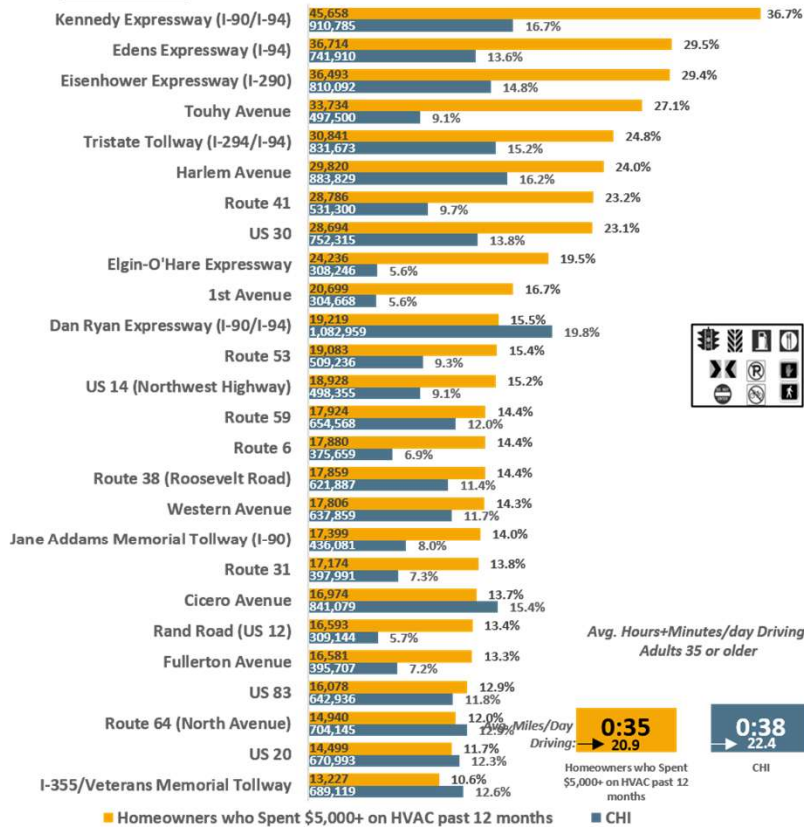
soefa.ai Share of Everything for Anything

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



124,289 or 100.% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 35.9 minutes per day driving an average of 20.9 miles each day and are 245.4% more likely to use Elgin-O'Hare Expressway than the Metro average.

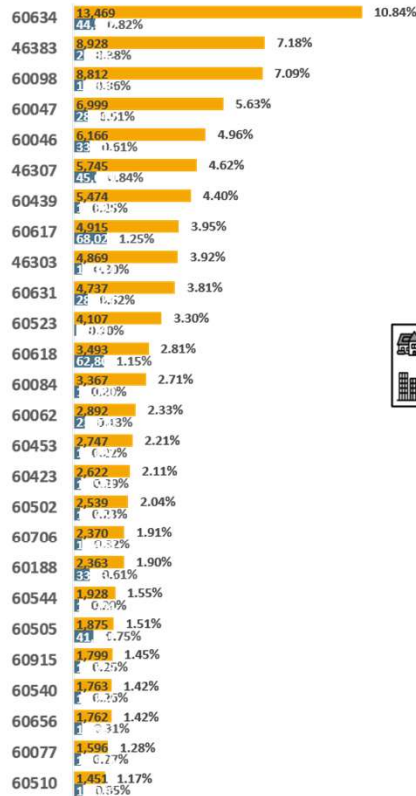
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



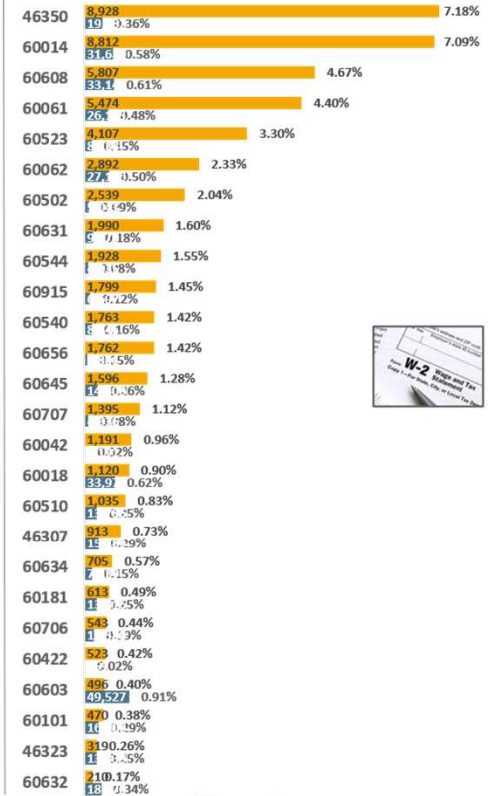
Avg. Hours+Minutes/day Driving:
Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



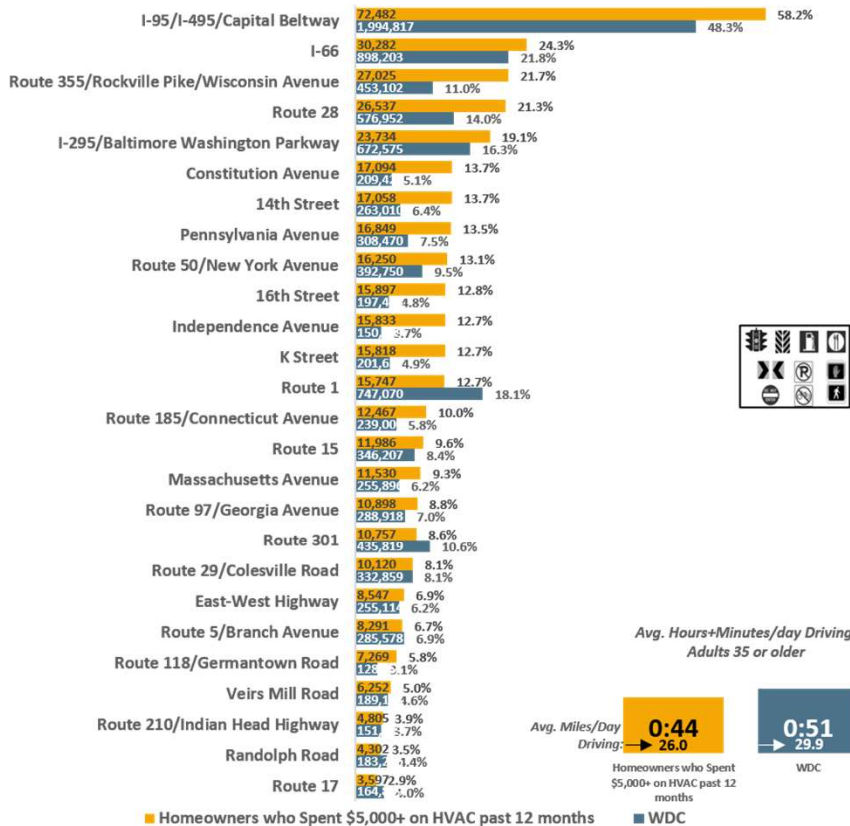
Top-26 Employment Zip Codes: Adults 35 or older



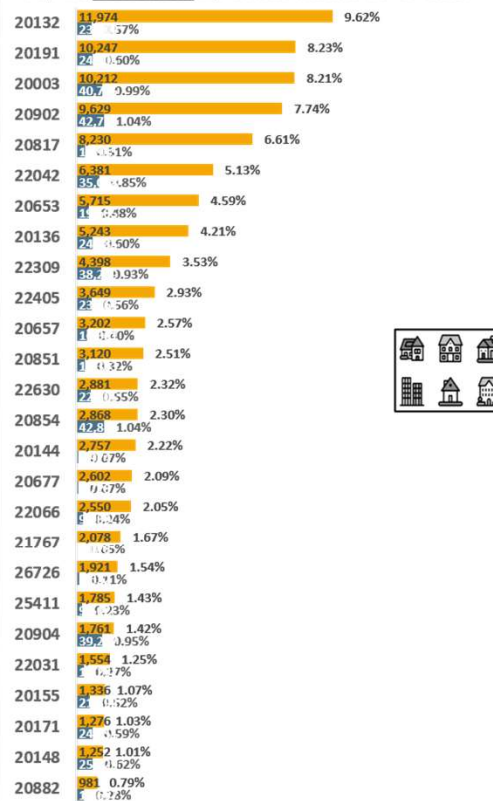


122,086 or 98.1% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 44.8 minutes per day driving an average of 26. miles each day and are 248.2% more likely to use Independence Avenue than the Metro average.

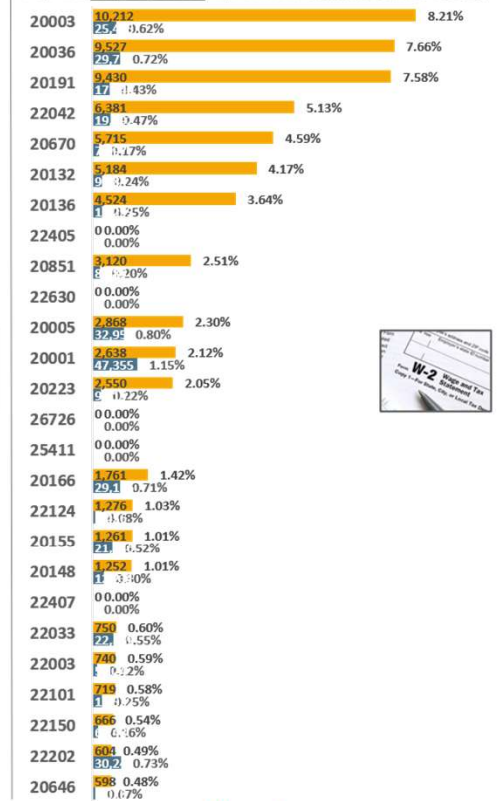
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



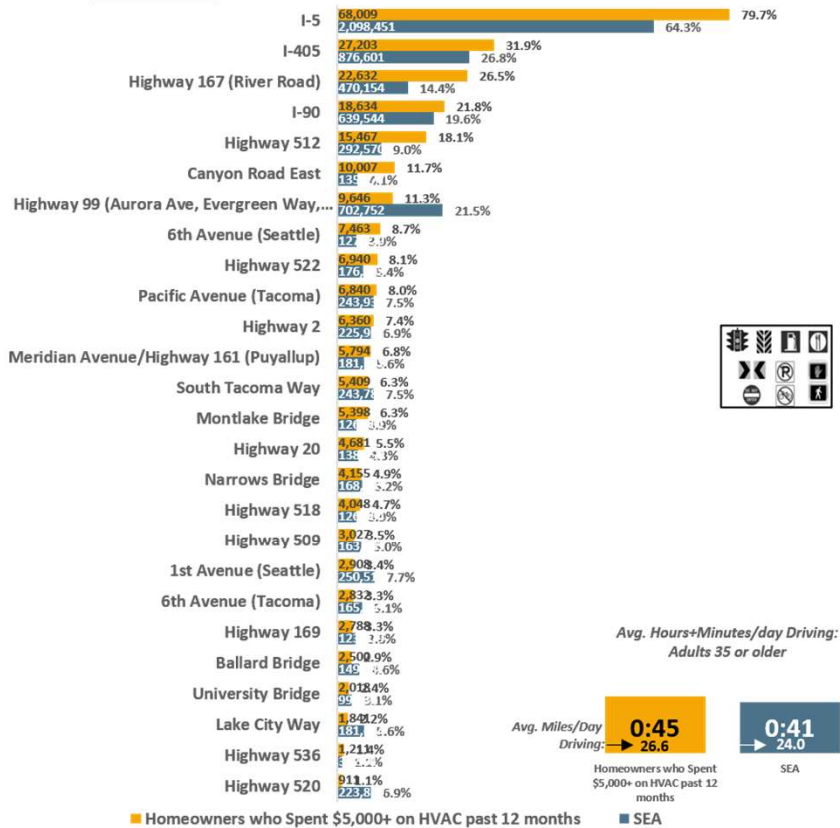
Top-26 Employment Zip Codes: Adults 35 or older



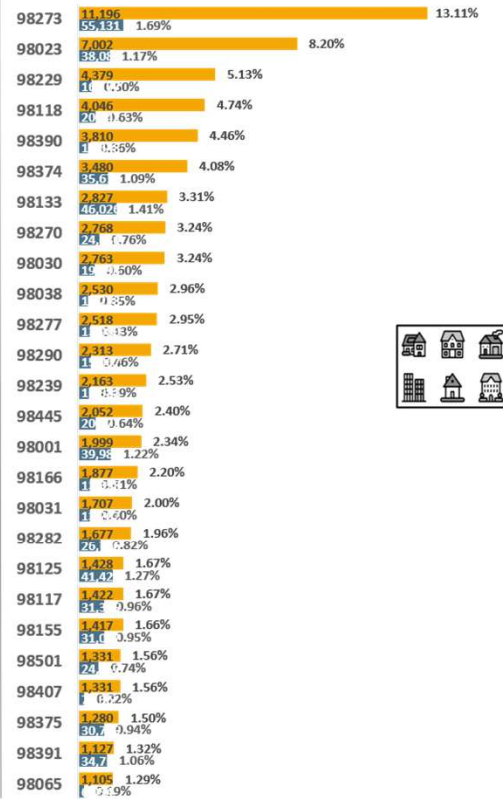


83,573 or 97.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 45.8 minutes per day driving an average of 26.6 miles each day and are 183.4% more likely to use Canyon Road East than the Metro average.

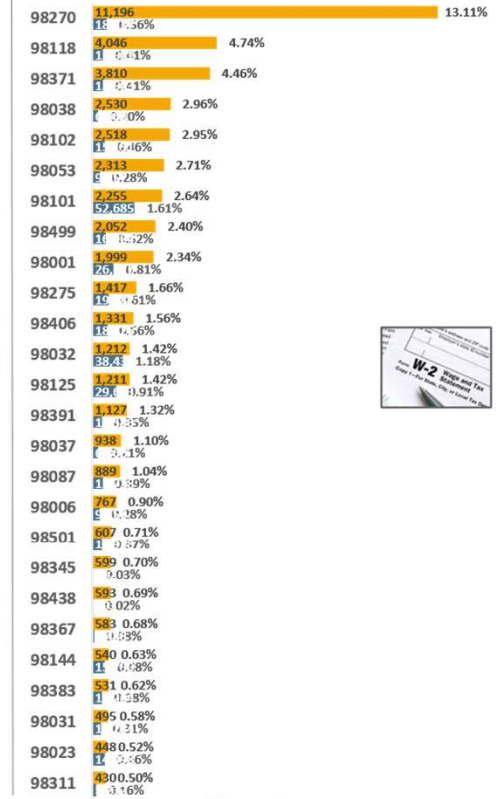
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



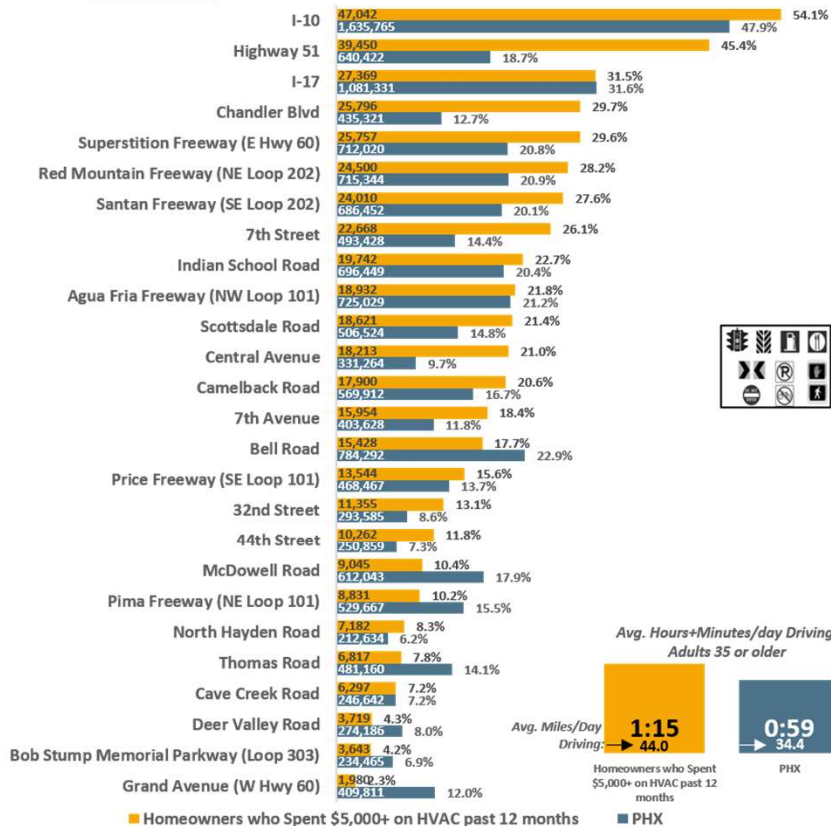
Top-26 Employment Zip Codes: Adults 35 or older



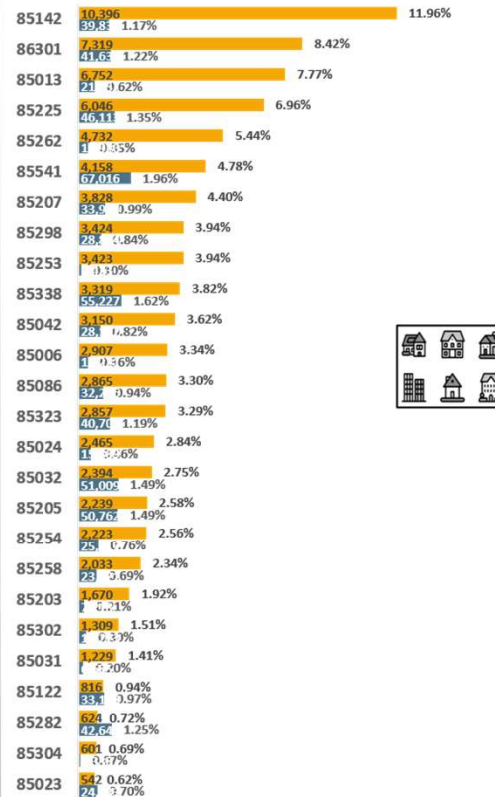


86,511 or 99.5% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 75.5 minutes per day driving an average of 44. miles each day and are 142.2% more likely to use Highway 51 than the Metro average.

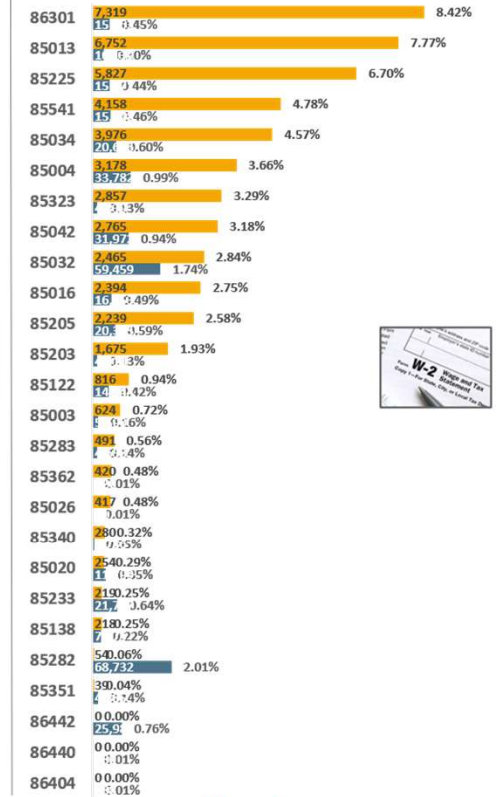
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older



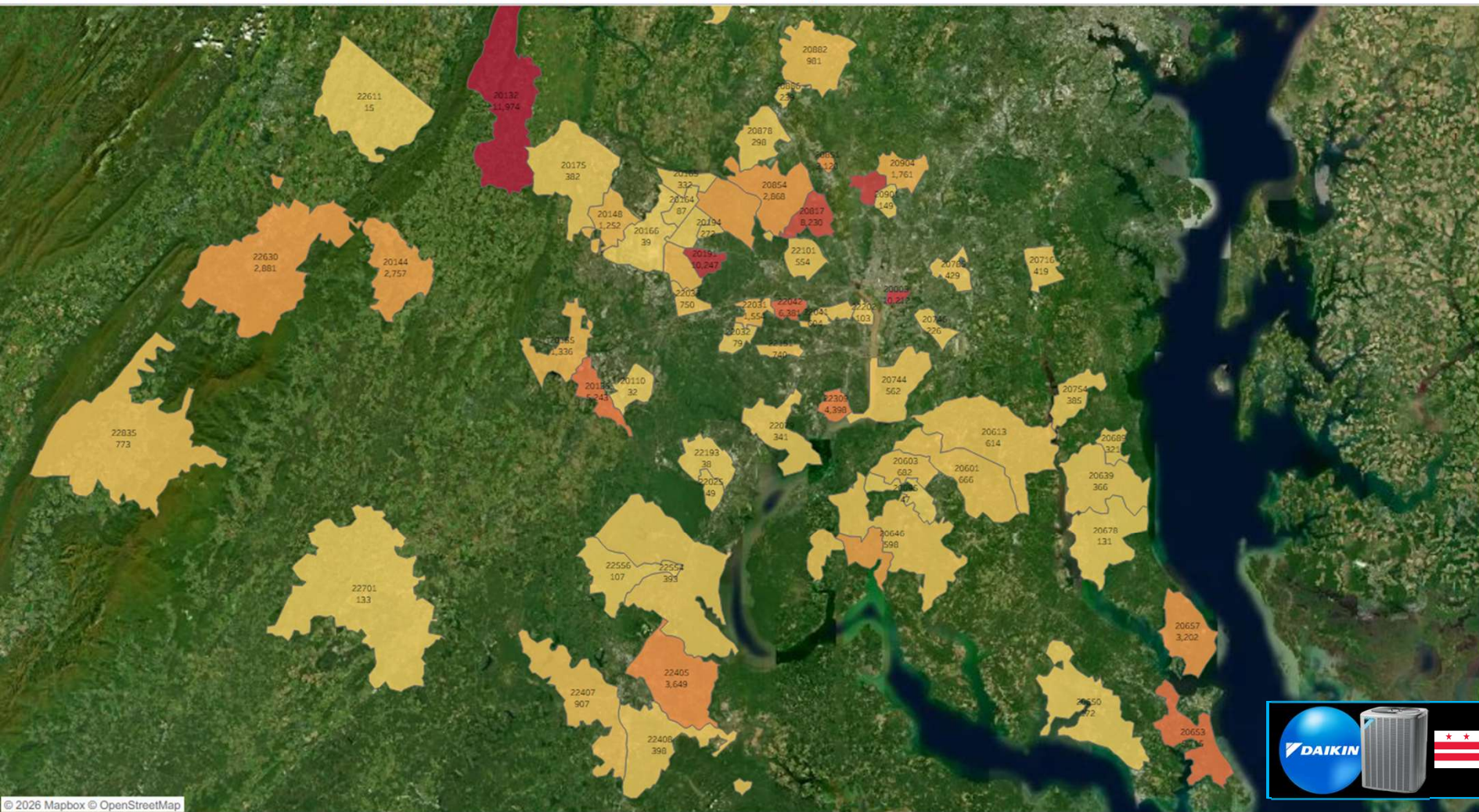
© 2026 Mapbox © OpenStreetMap



All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(((Own or rent residence (HHLd): Own AND Type of dwelling (HHLd): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLd): Heating or air conditioning:\$5,000 or more.]

Top Residential Zip Codes: (Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months)



SUM(Adults 35 or olde...
15 11,974



© 2026 Mapbox © OpenStreetMap

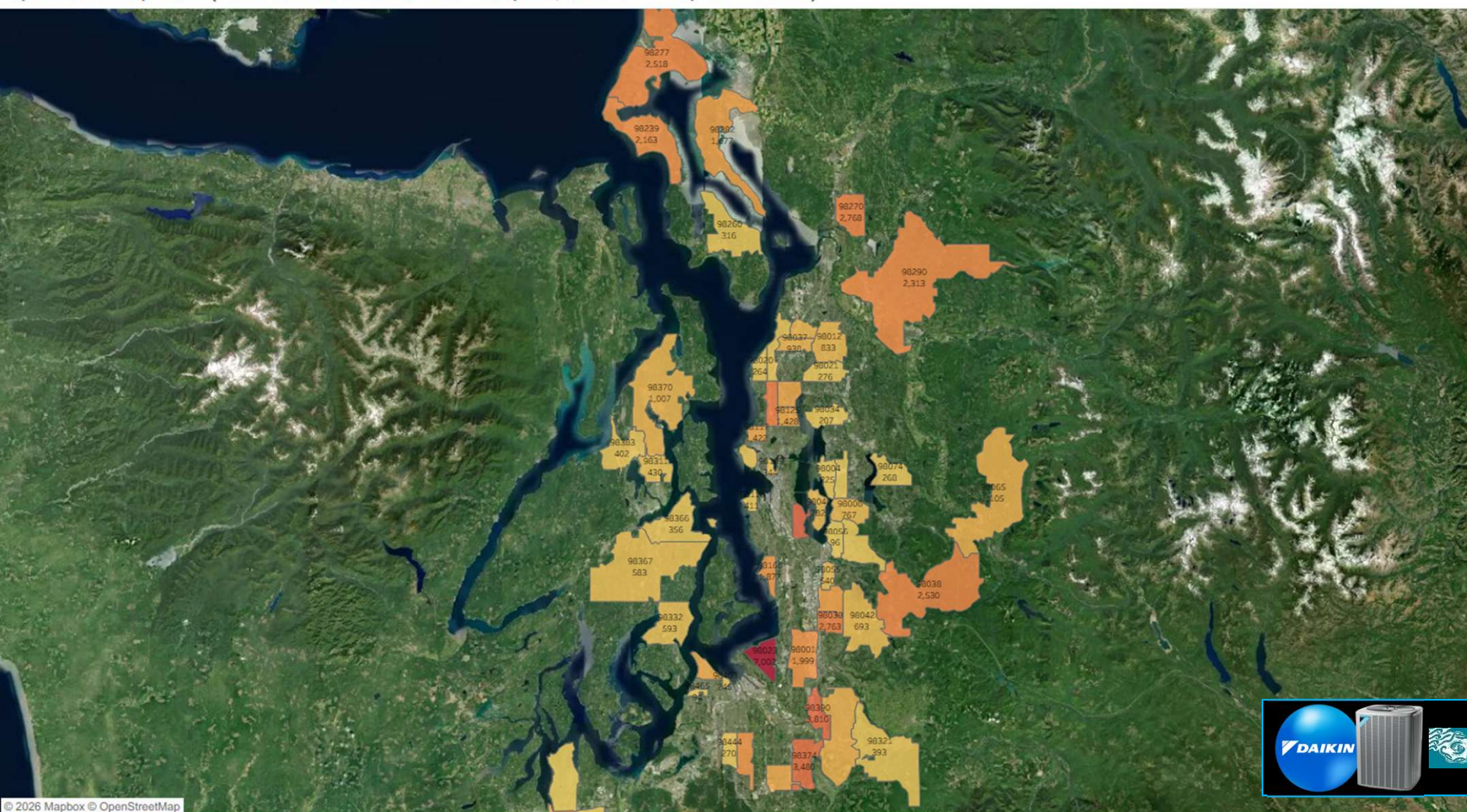
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 103

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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

Top Residential Zip Codes: (Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months)



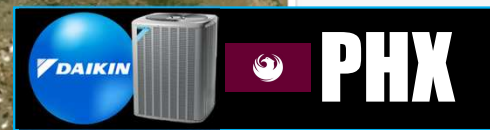
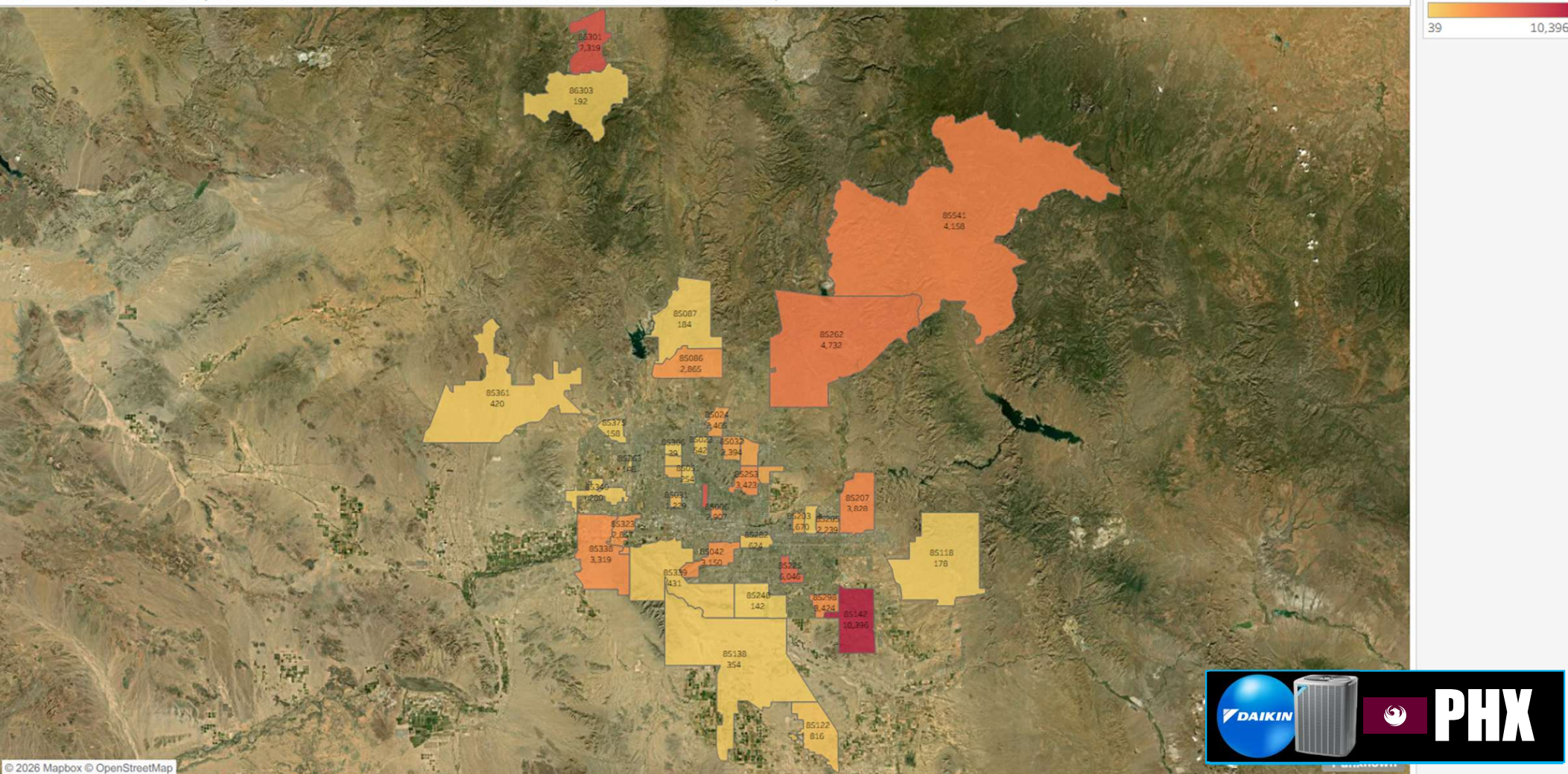
SUM(Adults 35 or olde...



© 2026 Mapbox © OpenStreetMap

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

Top Residential Zip Codes: (Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months)



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 50

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

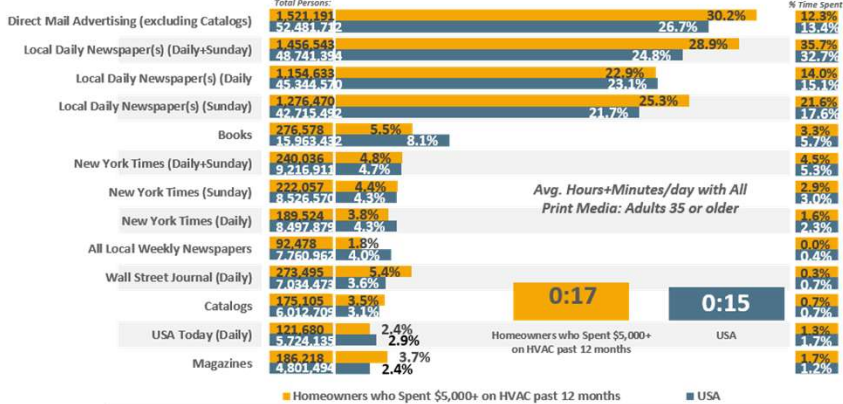
soefa.ai Share of Everything for Anything

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

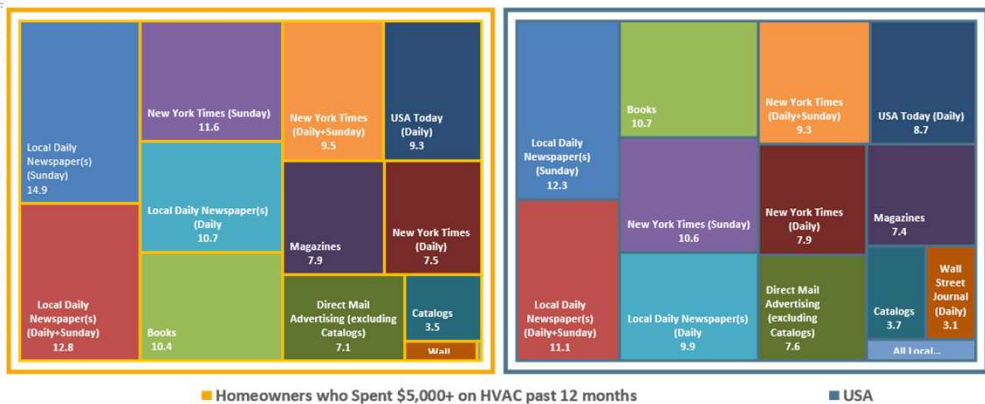


1,456,543 or 28.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.8 minutes every day representing 36.9% of all time spent daily with All forms of Print Media.

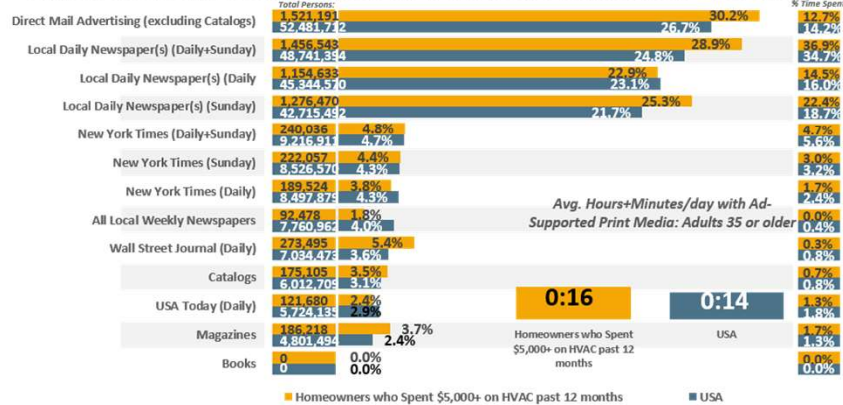
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



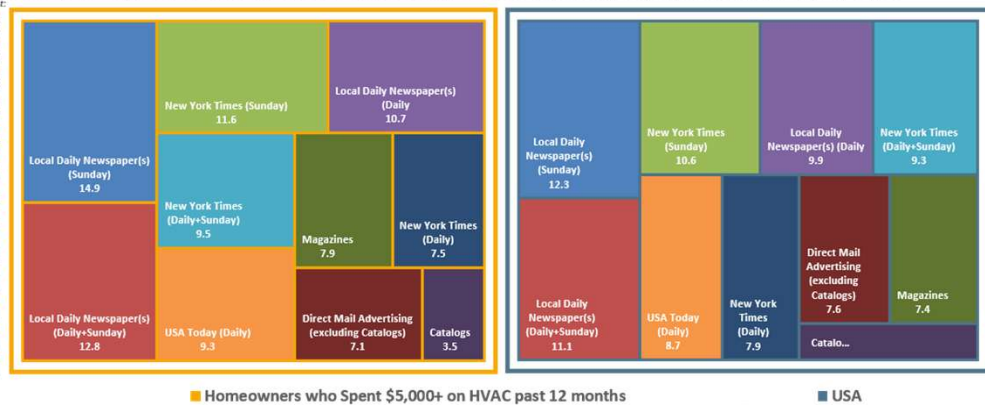
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



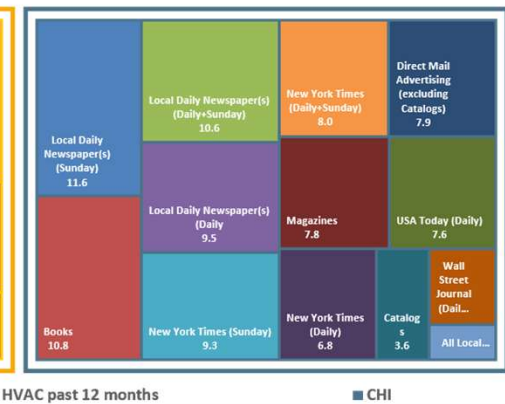
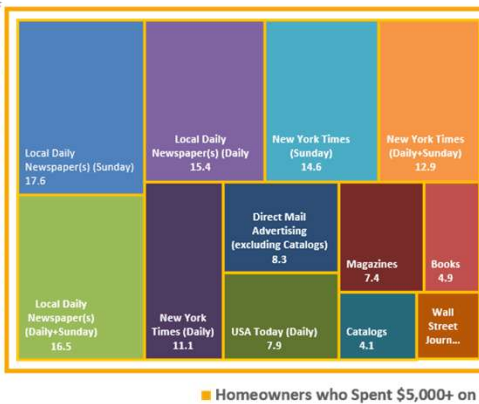
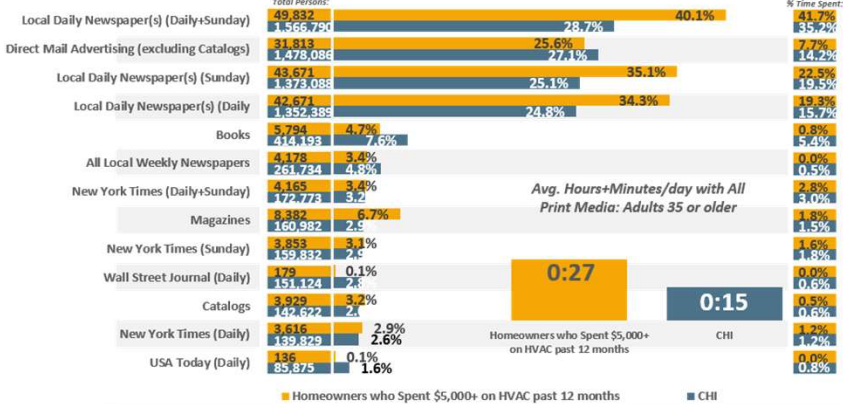
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



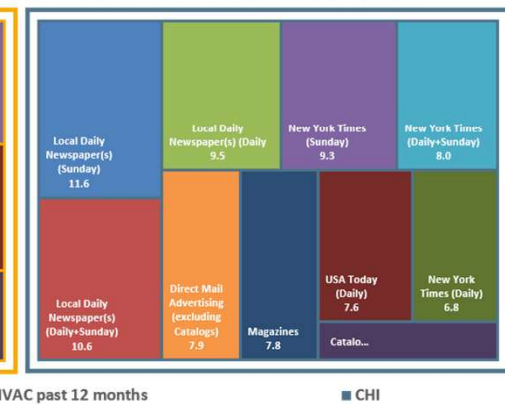
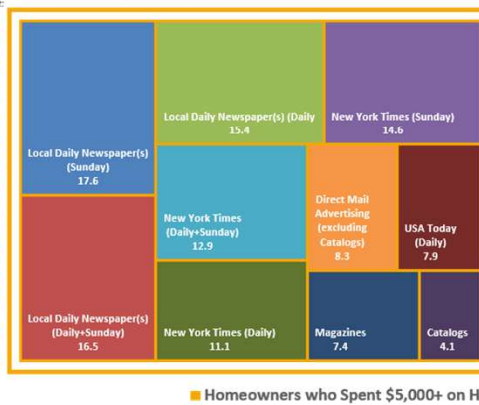
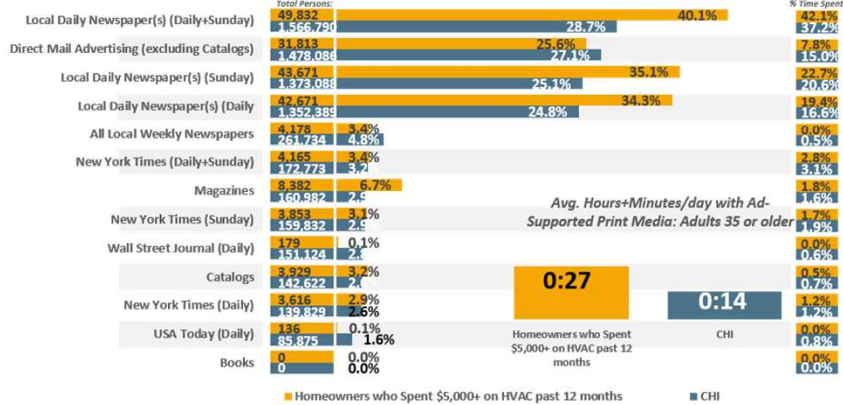


49,832 or 40.1% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 16.5 minutes every day representing 42.1% of all time spent daily with All forms of Print Media.

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**



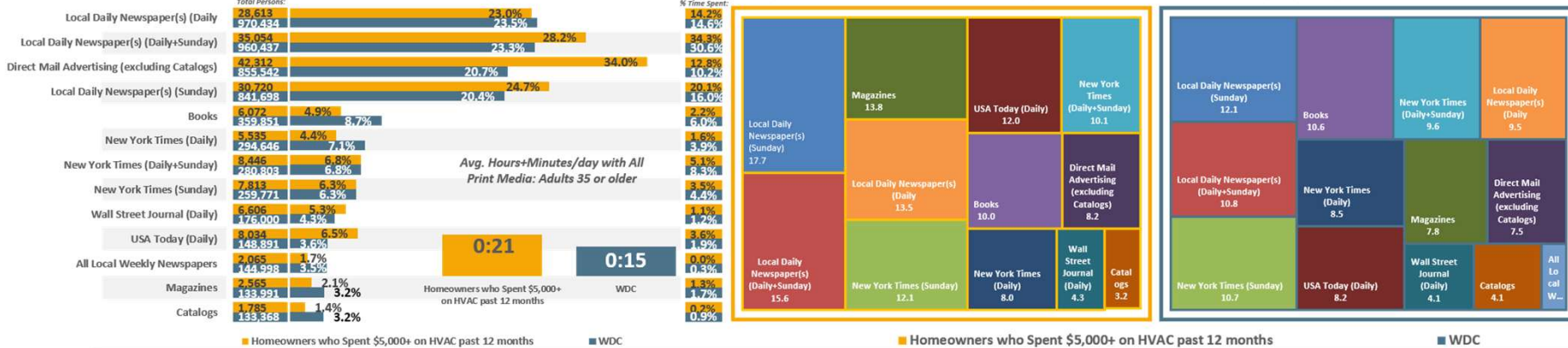
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



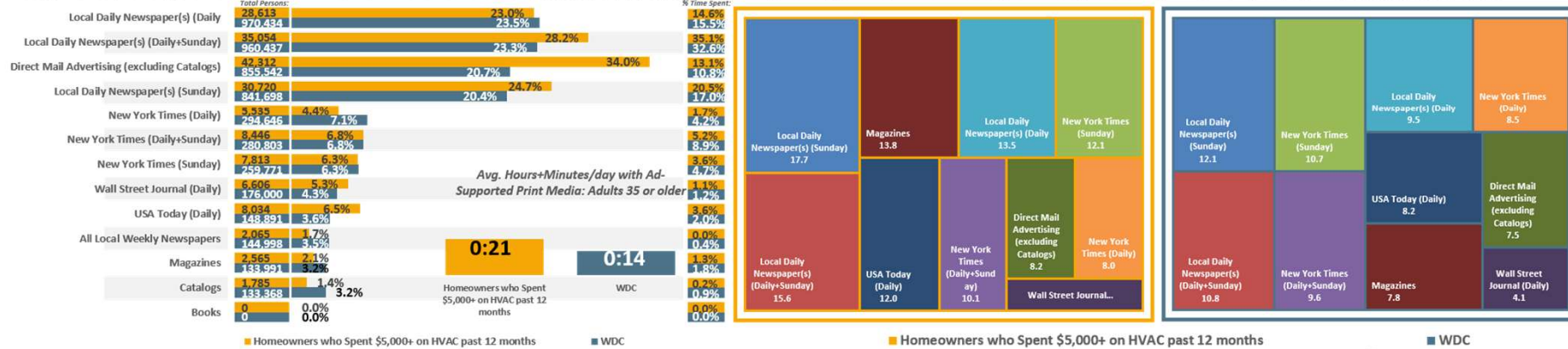


35,054 or 28.2% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 15.6 minutes every day representing 35.1% of all time spent daily with All forms of Print Media.

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**



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 103
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

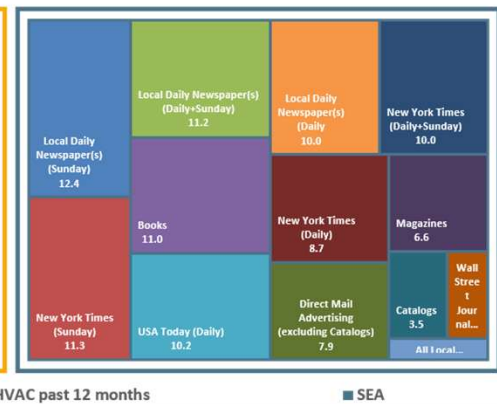
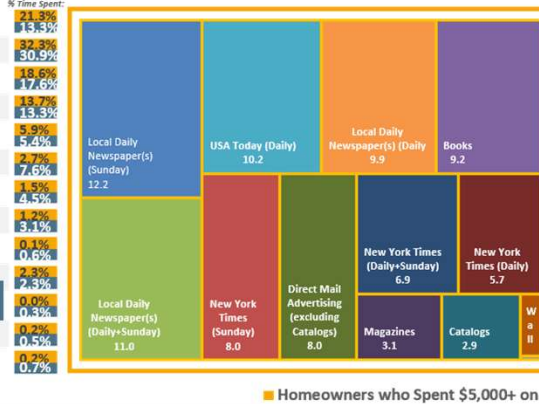
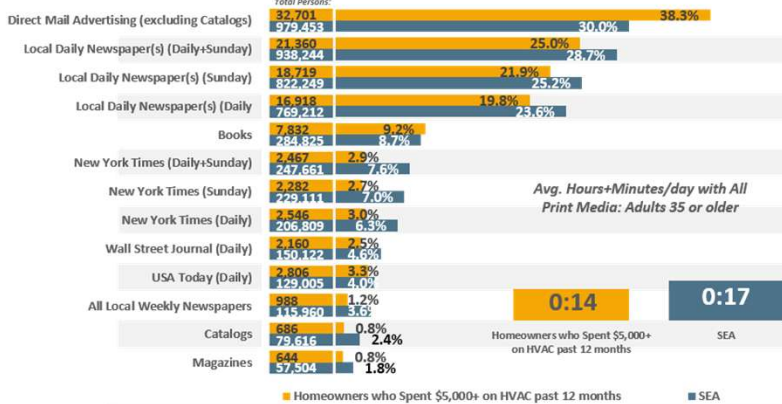
soefa.ai Share of Everything for Anything

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

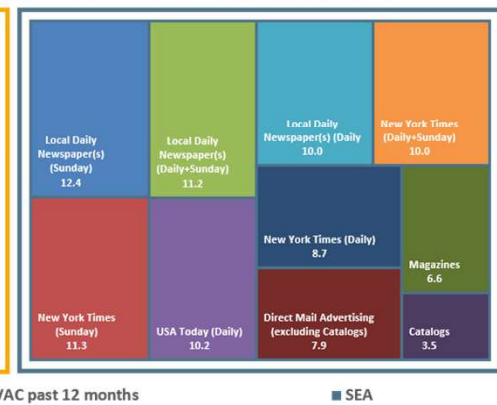
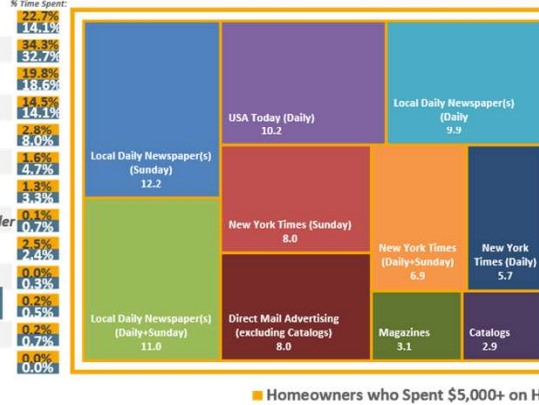
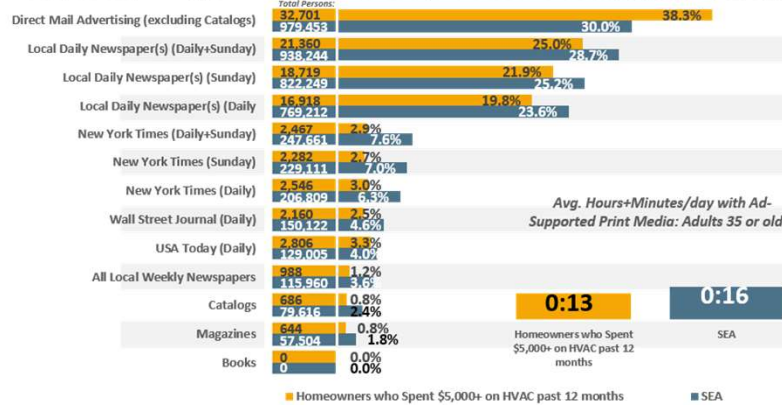


21,360 or 25.% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11. minutes every day representing 34.3% of all time spent daily with All forms of Print Media.

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



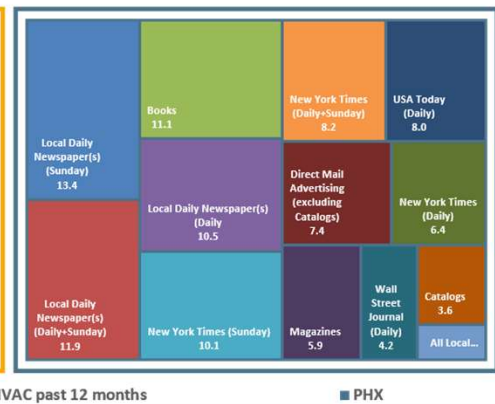
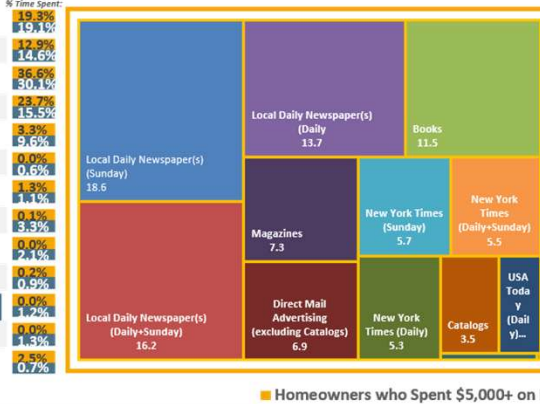
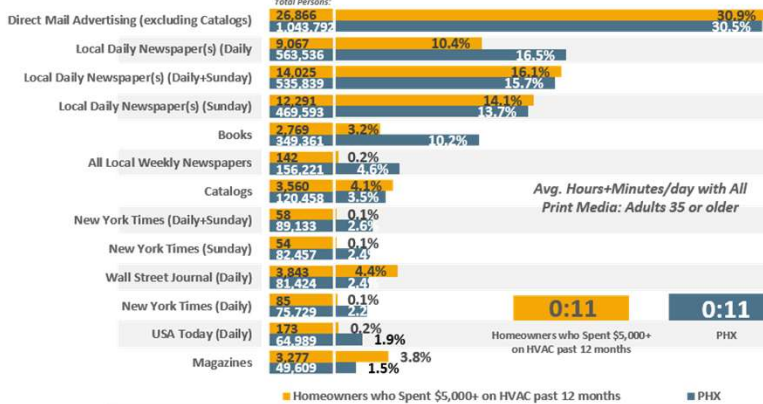
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



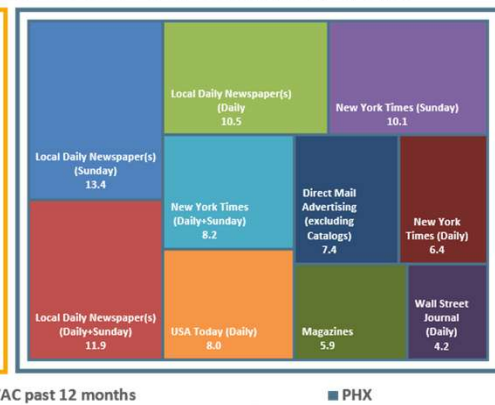
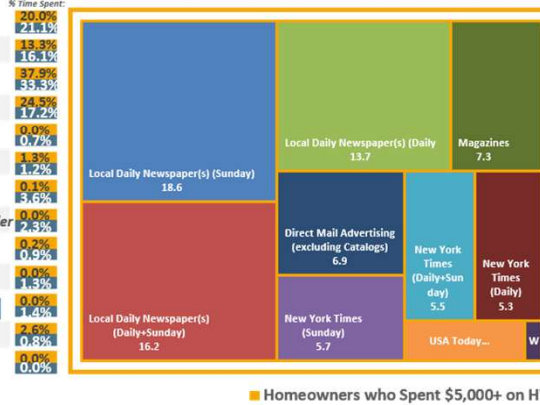
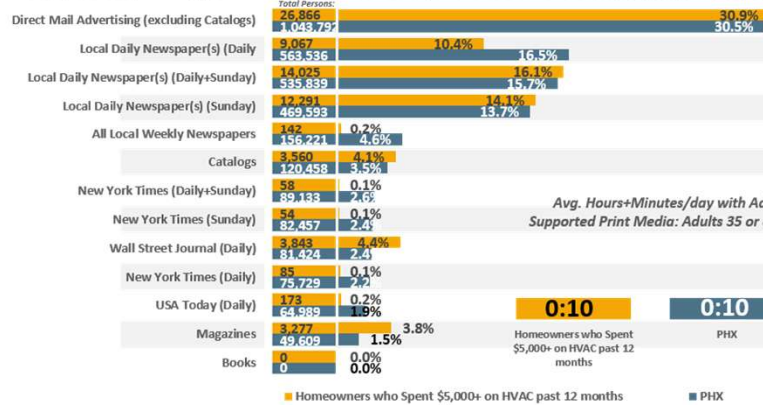


14,025 or 16.1% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 16.2 minutes every day representing 37.9% of all time spent daily with All forms of Print Media.

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



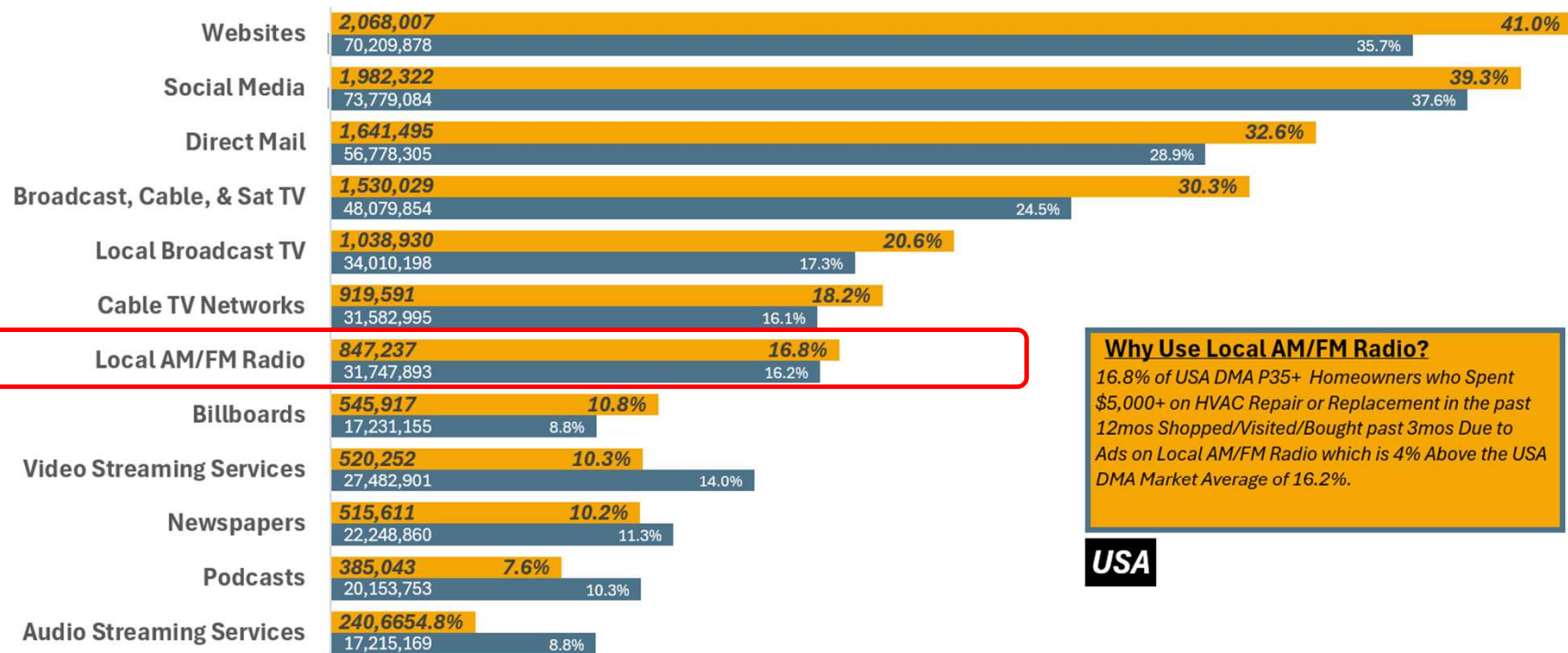
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





"Advertising Actions"

P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.8% of USA DMA P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the USA DMA Market Average of 16.2%.

USA

■ P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 448
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

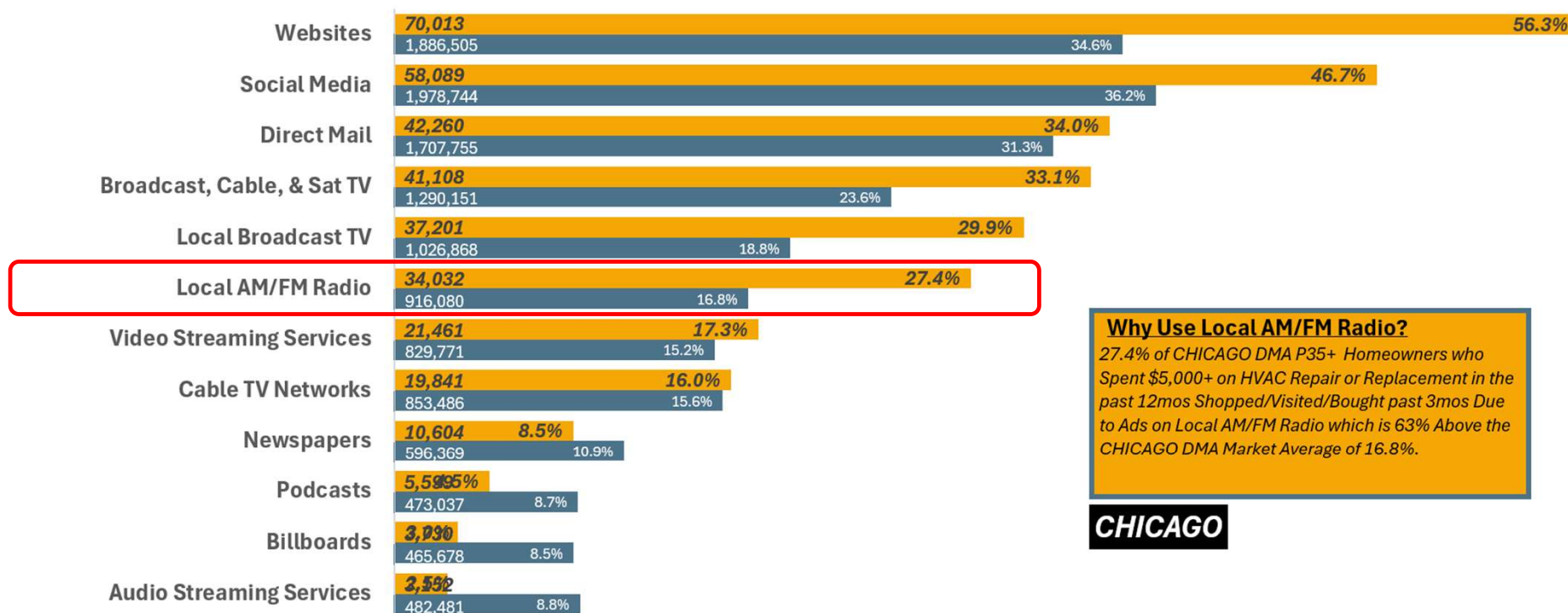
soefa.ai Share of Everything
for Anything ®

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



"Advertising Actions"

P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

27.4% of CHICAGO DMA P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 63% Above the CHICAGO DMA Market Average of 16.8%.

CHICAGO

■ P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 63
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

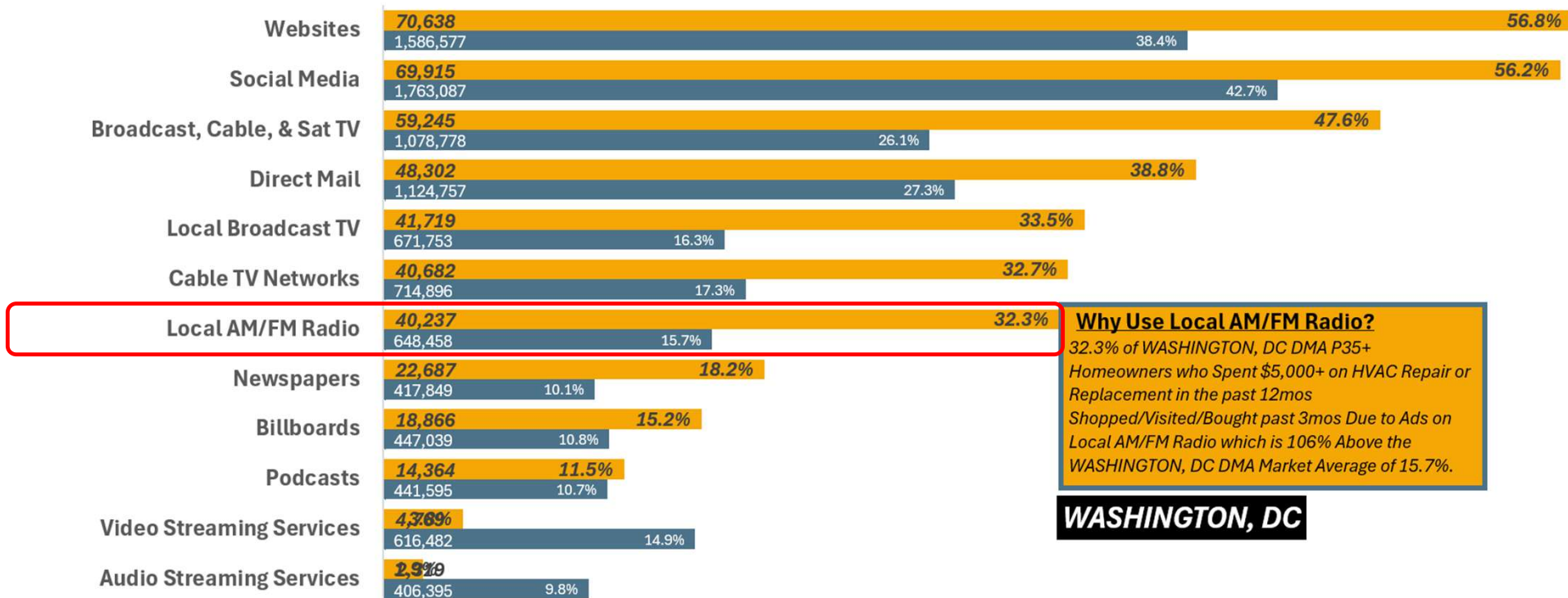
soefa.ai Share of Everything for Anything ®

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



"Advertising Actions"

P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 32.3% of WASHINGTON, DC DMA P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 106% Above the WASHINGTON, DC DMA Market Average of 15.7%.

WASHINGTON, DC

■ P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 90
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

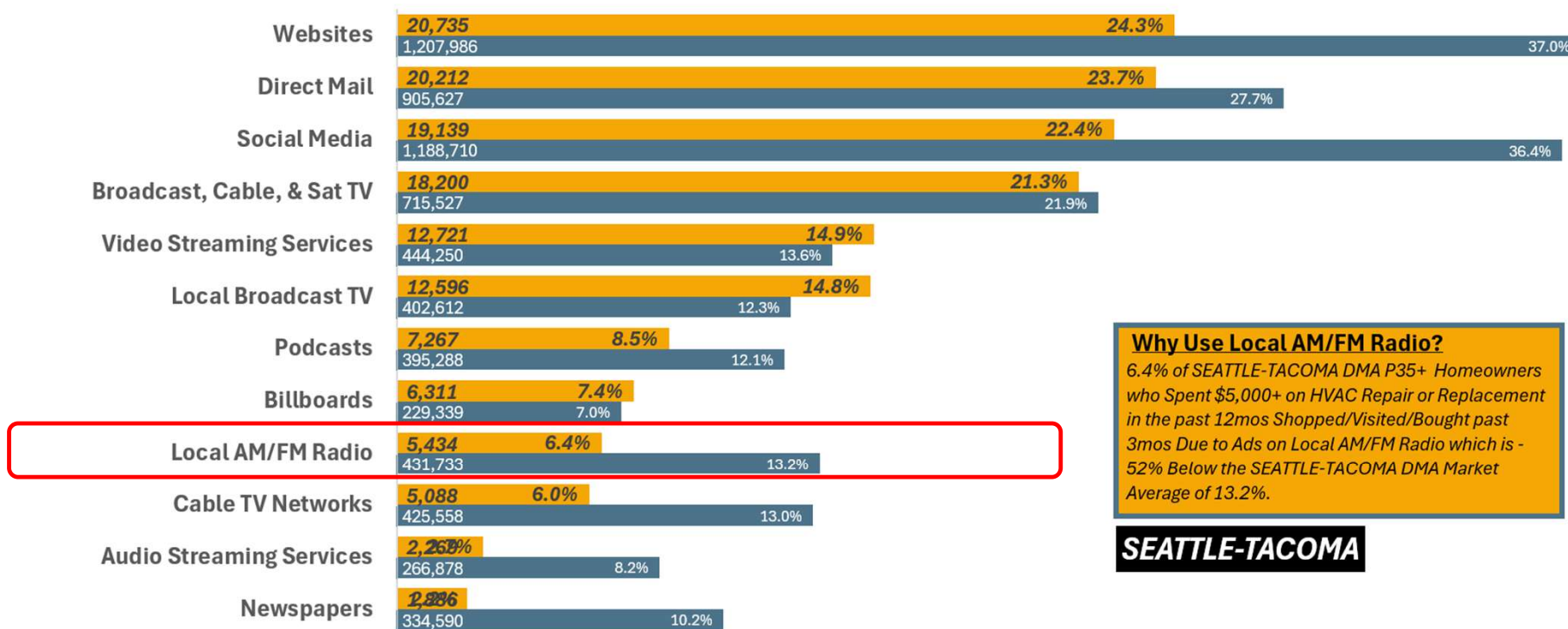
soefa.ai Share of Everything for Anything ®

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



"Advertising Actions"

P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

6.4% of SEATTLE-TACOMA DMA P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is - 52% Below the SEATTLE-TACOMA DMA Market Average of 13.2%.

SEATTLE-TACOMA

■ P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos (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: 70

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

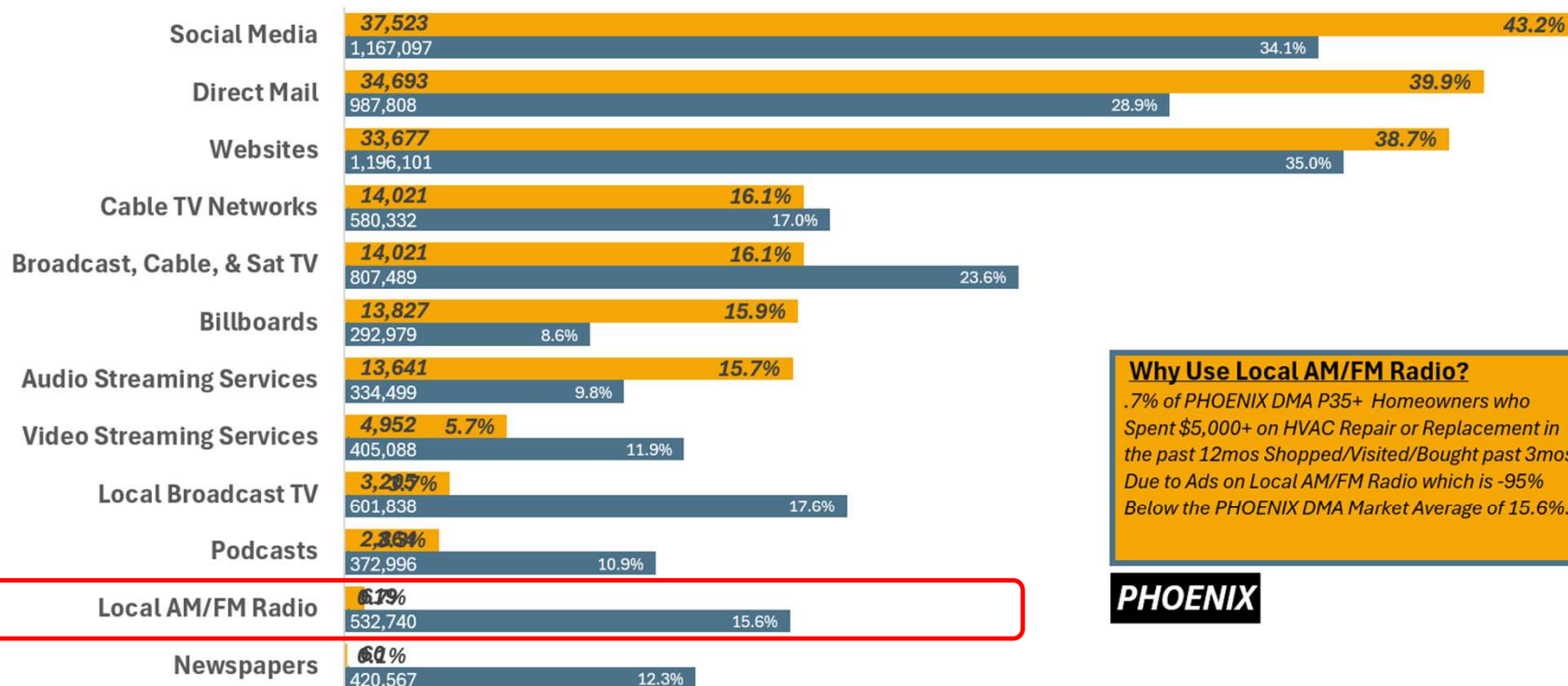
soefa.ai Share of Everything
for Anything ®

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



"Advertising Actions"

P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

.7% of PHOENIX DMA P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -95% Below the PHOENIX DMA Market Average of 15.6%.

PHOENIX

■ P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos (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: 48
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything °

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