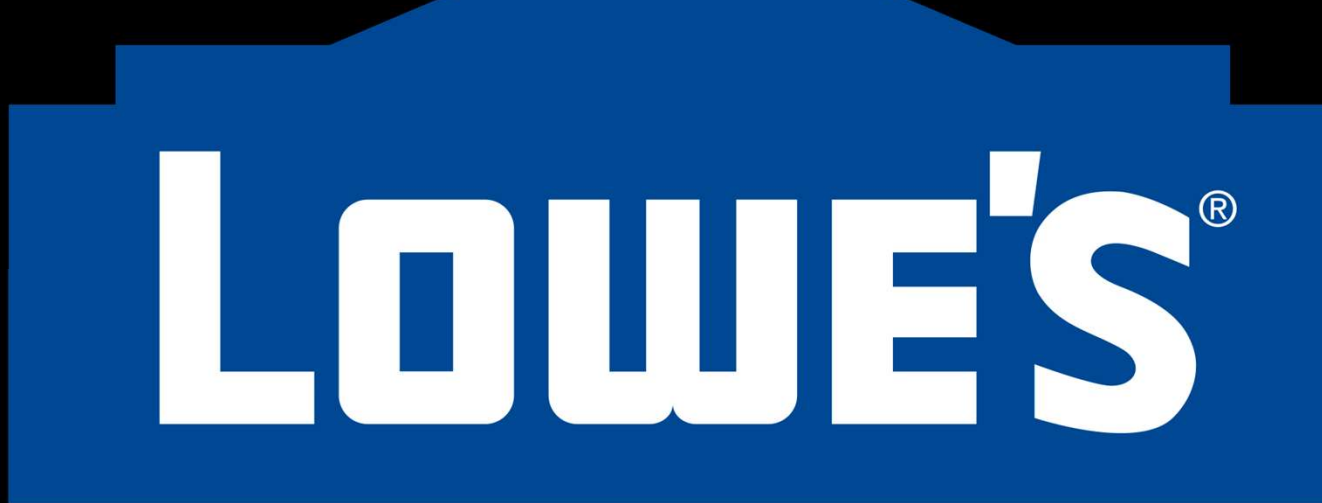


USA+4 DMAs – P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months!

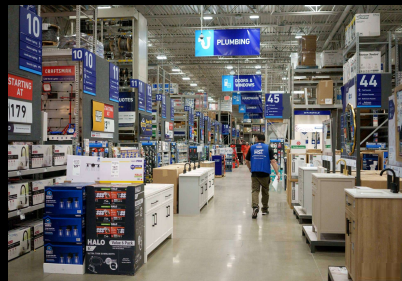
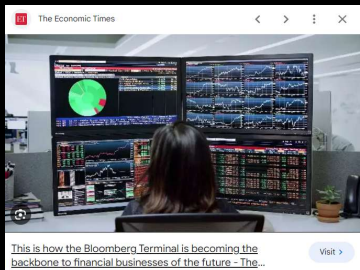
Complete Demographic & Media Use Profiles



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



P35+



Vanguard BlackRock

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

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]





25.4% or 49,930,314 of USA DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Typical Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 59.2 years old (3.1% older than average) and have a \$147,846 (21.6% higher than average) annual household income.

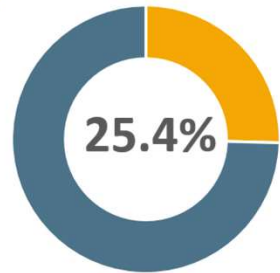


Percent of Market: Adults 35 or older



Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:



Homeowners who Bought Items at LOWE'S past 3mos
Remainder of USA DMA

Total Persons:

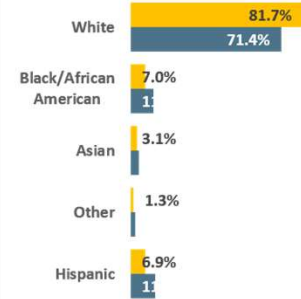
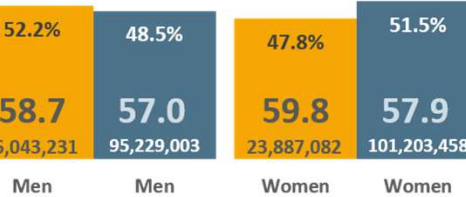
49,930,314

146,502,147

%M vs. %F:

Average Age:

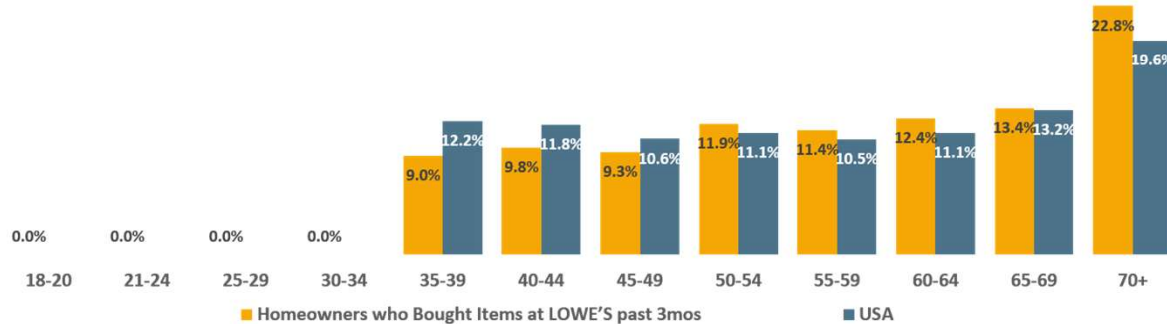
Persons:



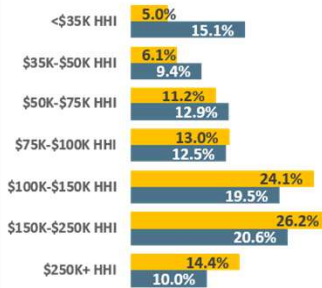
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 35 or older



HHI of Target vs. Market:



Avg HHI:

\$147,846

\$121,561

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,934
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



14.0% or 766,251 of CHI DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Typical Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 57.5 years old (.8% older than average) and have a \$146,988 (30.8% higher than average) annual household income.

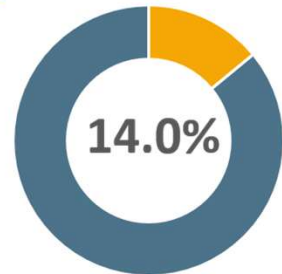


Percent of Market: Adults 35 or older



Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:



■ Homeowners who Bought Items at LOWE'S past 3mos
■ Remainder of CHI DMA

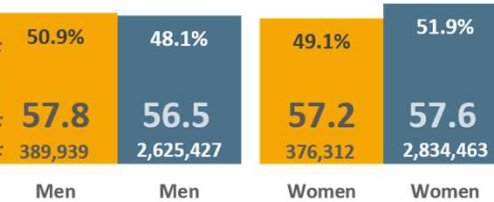
Total Persons:

766,251 4,693,639

%M vs. %F:

Average Age:

Persons:



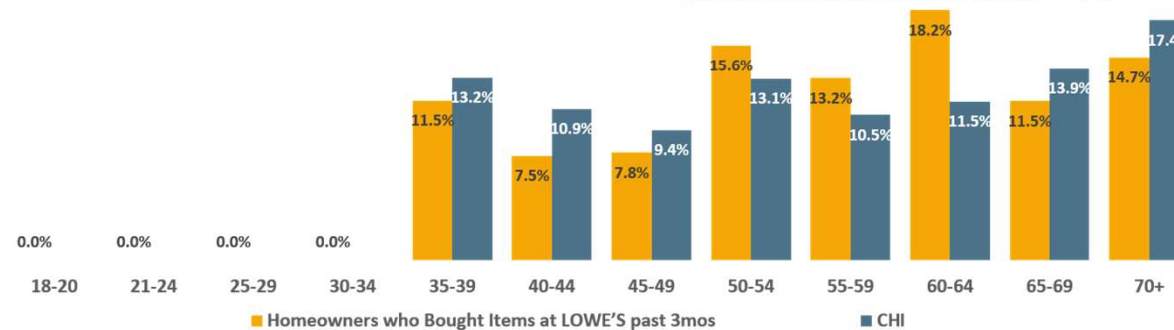
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 35 or older



■ Homeowners who Bought Items at LOWE'S past 3mos ■ CHI

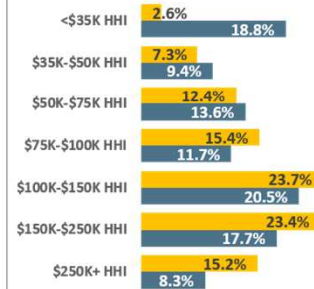


■ Homeowners who Bought Items at LOWE'S past 3mos

■ CHI



HHI of Target vs. Market:



Avg HHI:

\$146,988 \$112,374



33.1% or 1,366,654 of WDC DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Typical Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 58.4 years old (3.2% older than average) and have a \$169,110 (13.6% higher than average) annual household income.

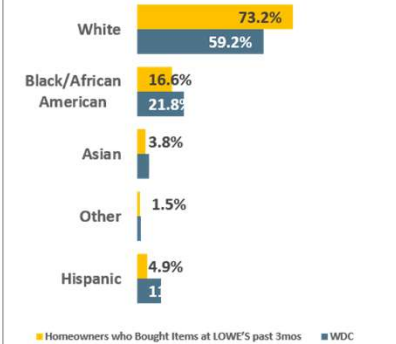
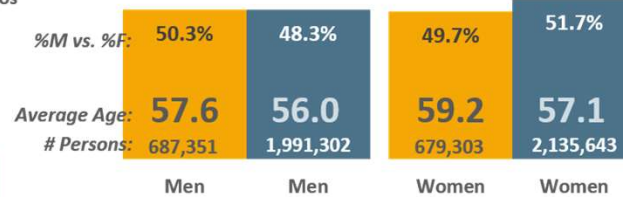
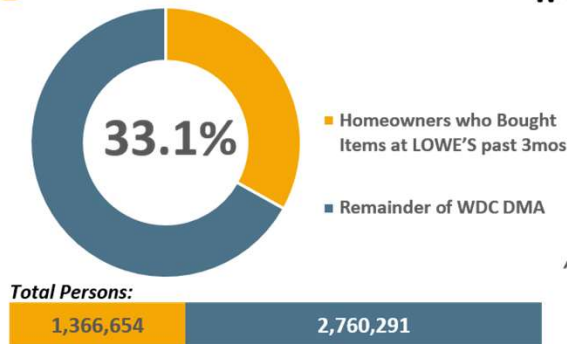


Percent of Market: Adults 35 or older

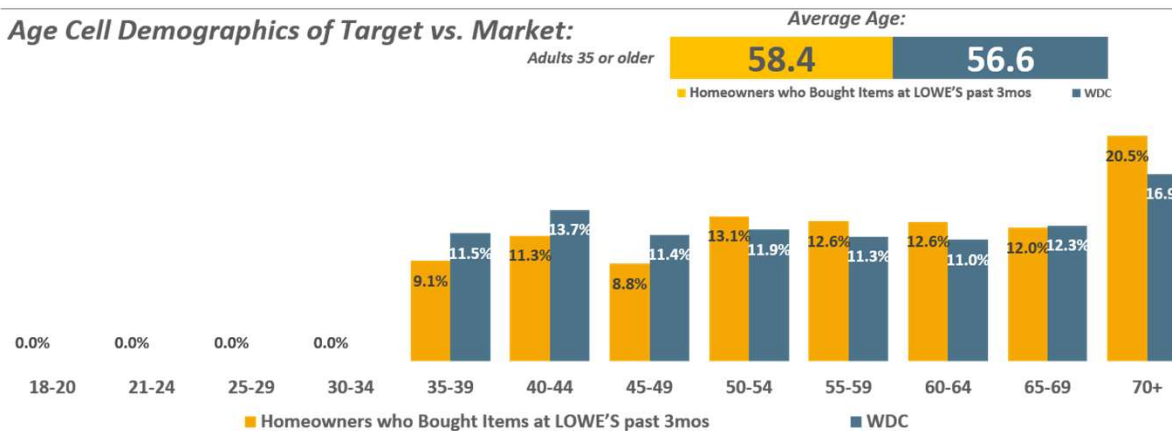


Gender of Target vs. Market: Adults 35 or older

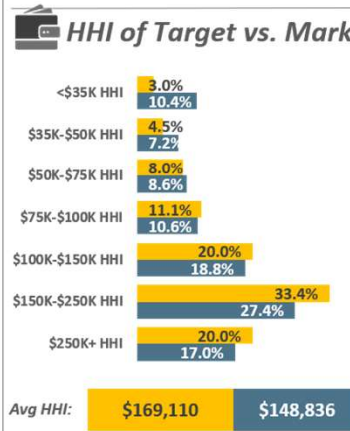
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,702
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



30.4% or 992,306 of SEA DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Typical Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 59.1 years old (4.2% older than average) and have a \$152,230 (14.4% higher than average) annual household income.

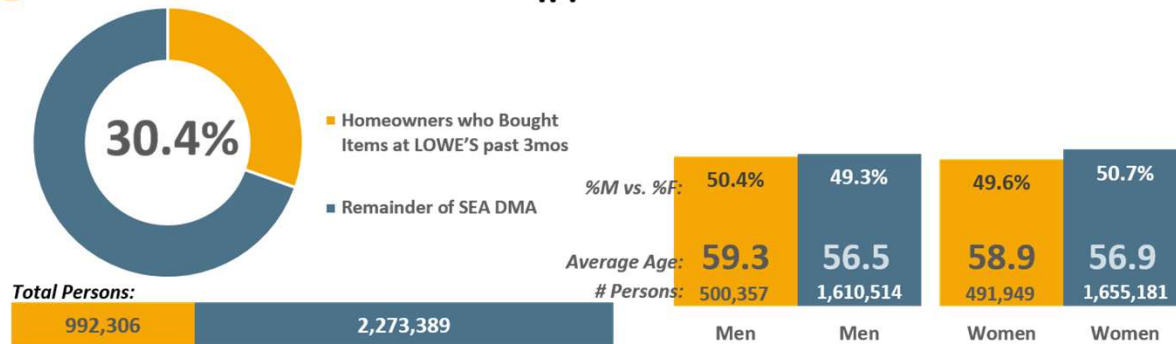


Percent of Market: Adults 35 or older

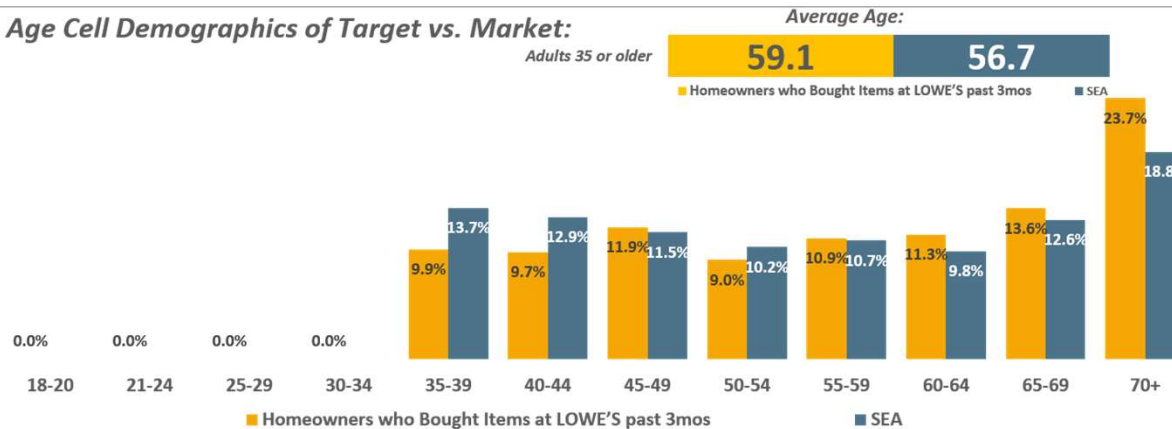


Gender of Target vs. Market: Adults 35 or older

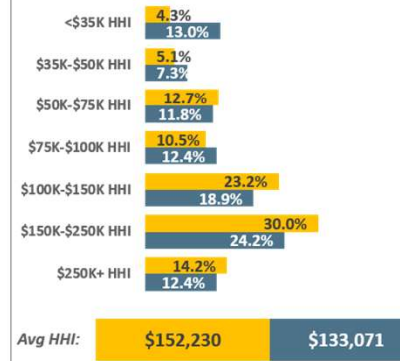
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,043
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



29.1% or 992,873 of PHX DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Typical Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 60. years old (3.2% older than average) and have a \$140,020 (24.4% higher than average) annual household income.

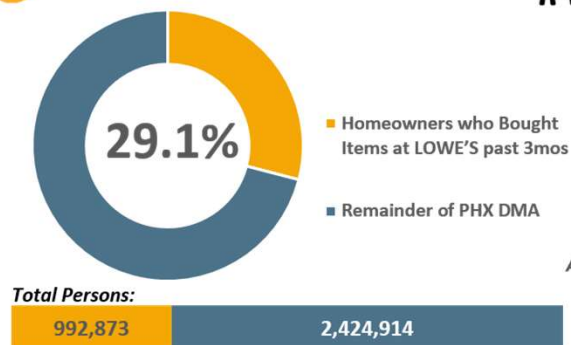


Percent of Market: Adults 35 or older

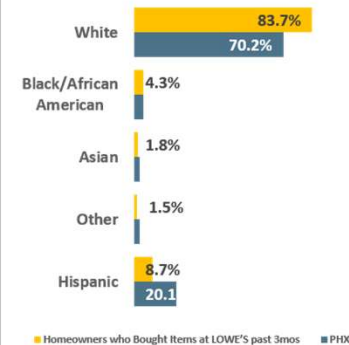


Gender of Target vs. Market: Adults 35 or older

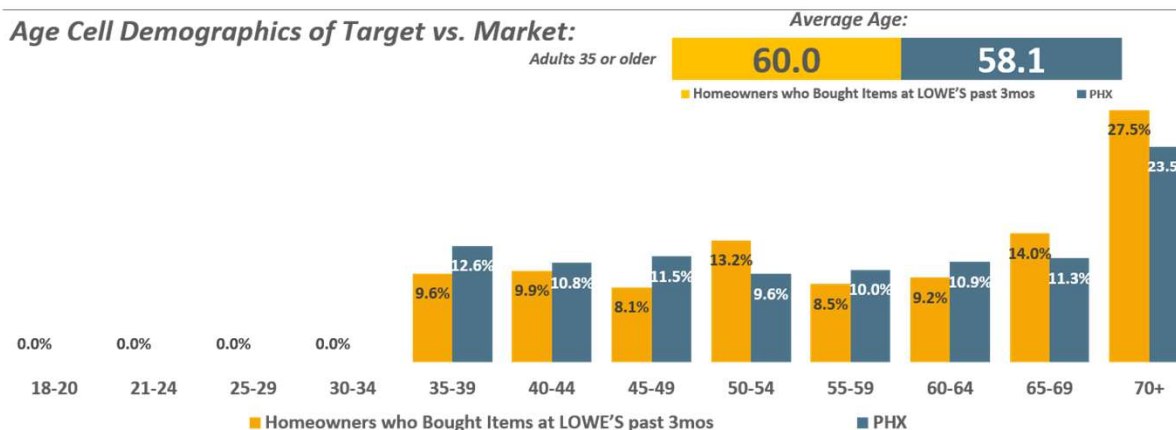
Ethnicity of Target vs. Market:



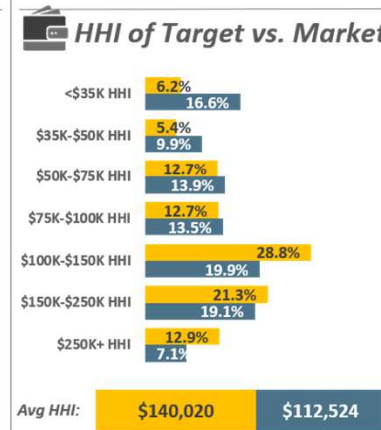
	Men	Men	Women	Women
%M vs. %F:	53.3%	48.7%	46.7%	51.3%
Average Age:	58.6	57.6	61.6	58.5
# Persons:	528,738	1,665,508	464,135	1,752,279



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 535
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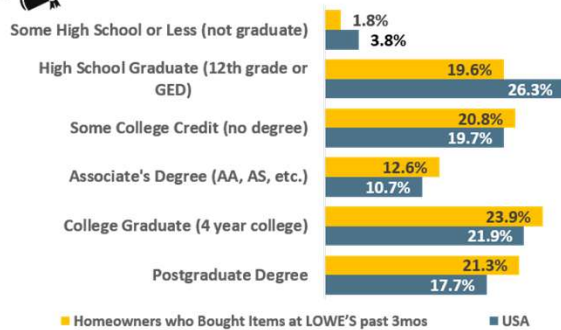
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



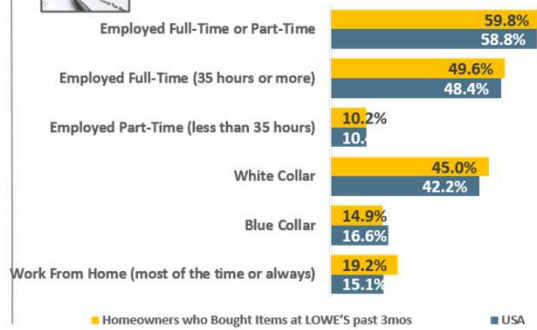
25.4% or 49,930,314 of USA DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past... Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 14.1% more likely to be a college graduate, 2.5% more likely to work full-time, 24.1% more likely to be married, 12.5% more likely to be a grandparent of 1 or more children under 18.



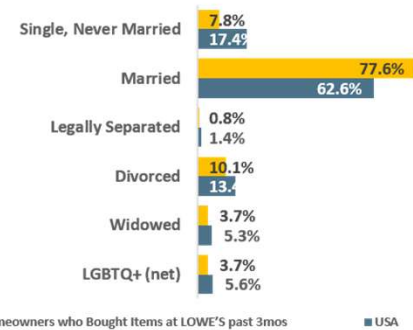
Education Levels: Adults 35 or older



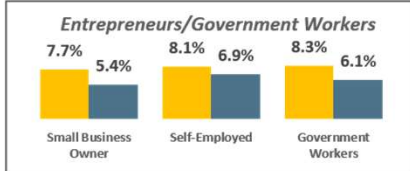
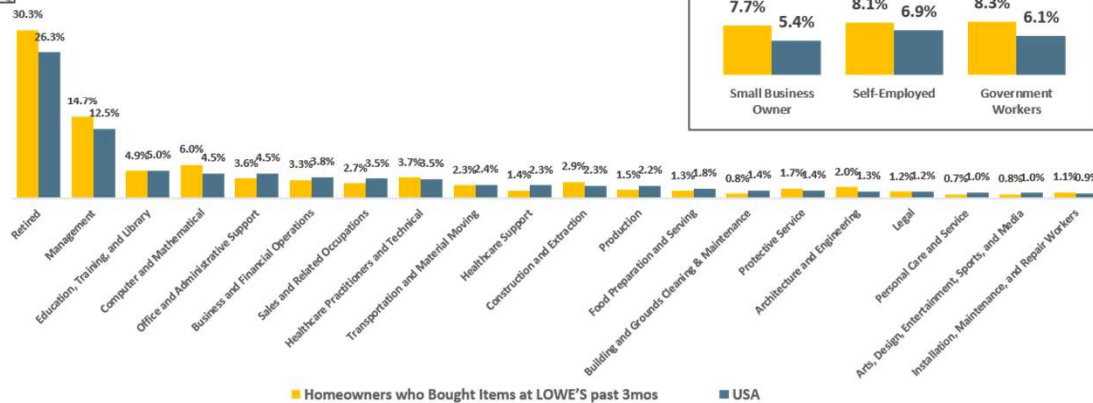
Employment: Adults 35 or older



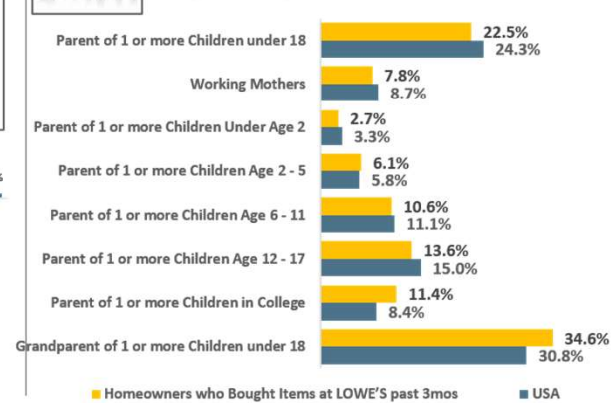
Marital Status: Adults 35 or older



Top-20 Occupations: Adults 35 or older



Stage in Life: Adults 35 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,934
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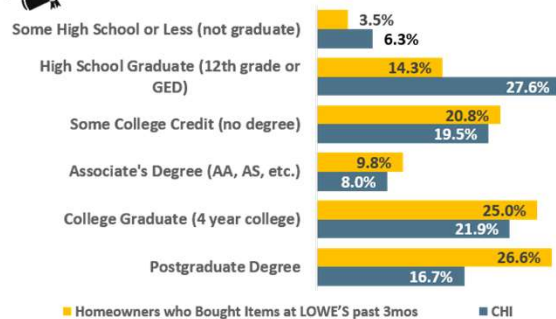
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



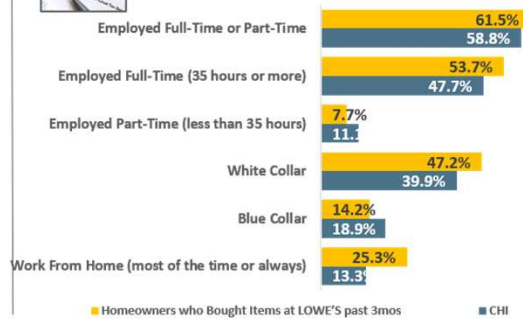
14.4% or 766,251 of CHI DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 33.8% more likely to be a college graduate, 12.6% more likely to work full-time, 22.1% more likely to be married, 2.8% less likely to be a grandparent of 1 or more children under 18.



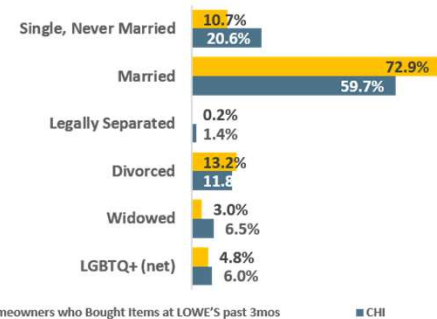
Education Levels: Adults 35 or older



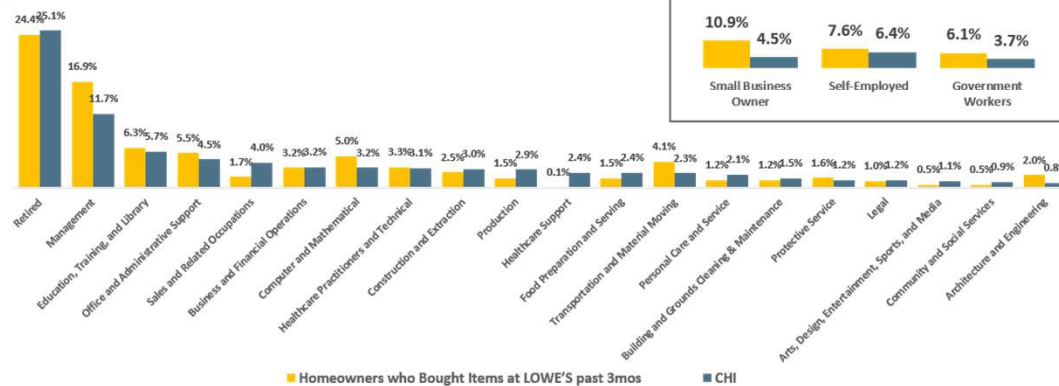
Employment: Adults 35 or older



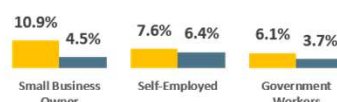
Marital Status: Adults 35 or older



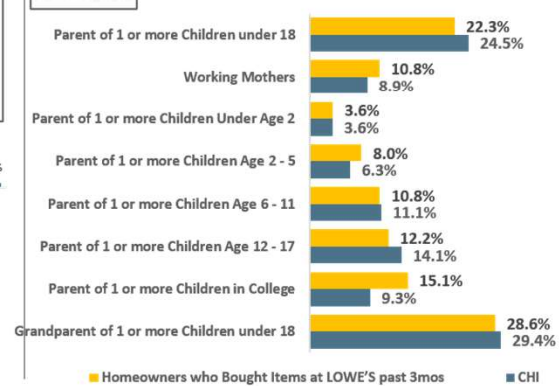
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

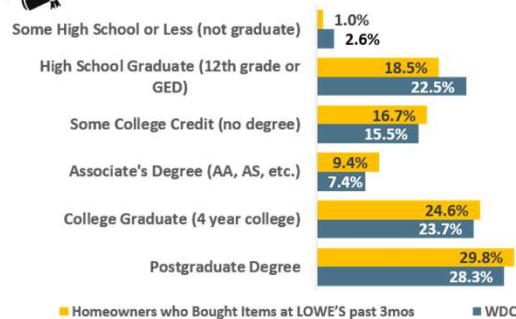




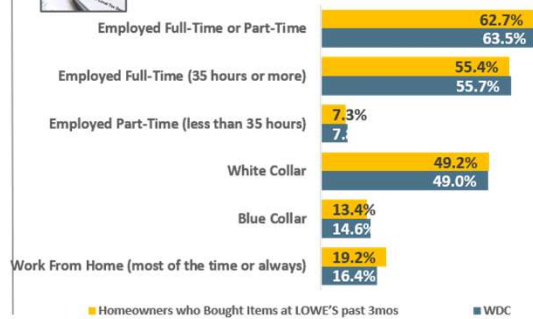
33.1% or 1,366,654 of WDC DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past... Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 4.7% more likely to be a college graduate, .6% less likely to work full-time, 19.2% more likely to be married, 24.6% more likely to be a grandparent of 1 or more children under 18.



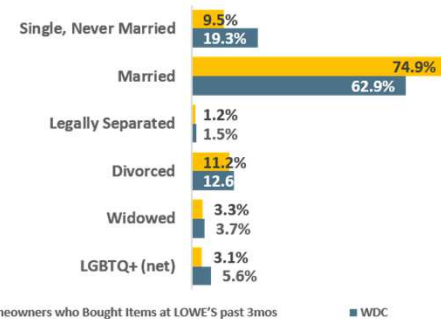
Education Levels: Adults 35 or older



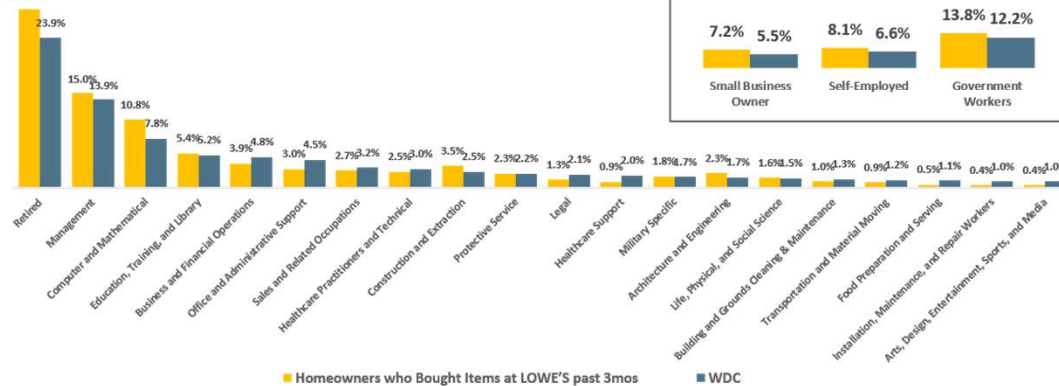
Employment: Adults 35 or older



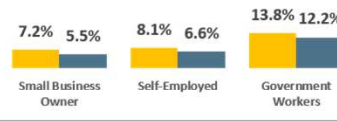
Marital Status: Adults 35 or older



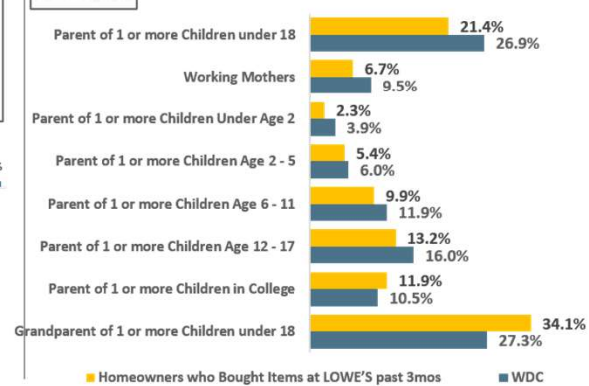
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

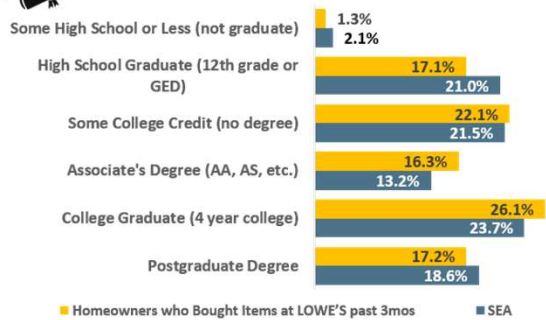




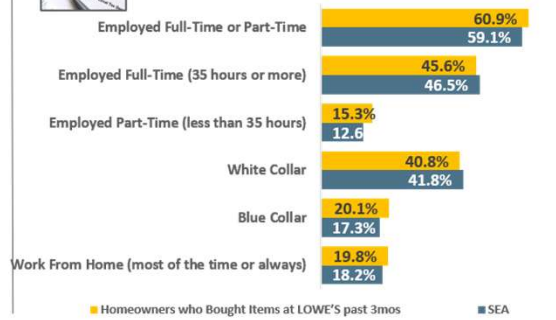
30.4% or 992,306 of SEA DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 2.3% more likely to be a college graduate, 2.% less likely to work full-time, 21.9% more likely to be married, 16.7% more likely to be a grandparent of 1 or more children under 18.



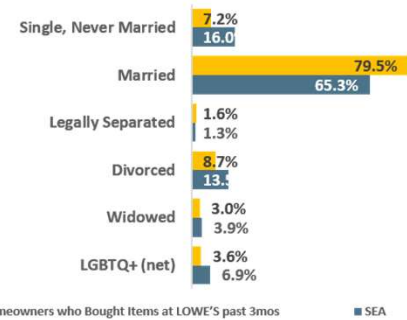
Education Levels: Adults 35 or older



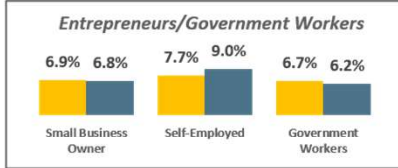
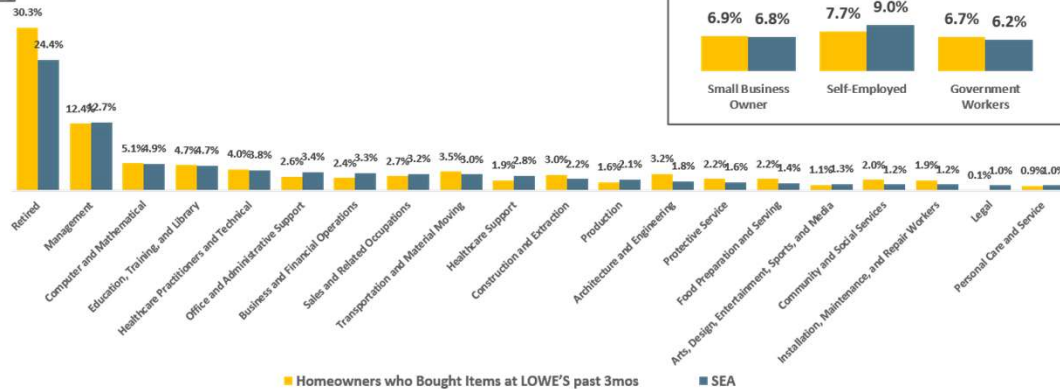
Employment: Adults 35 or older



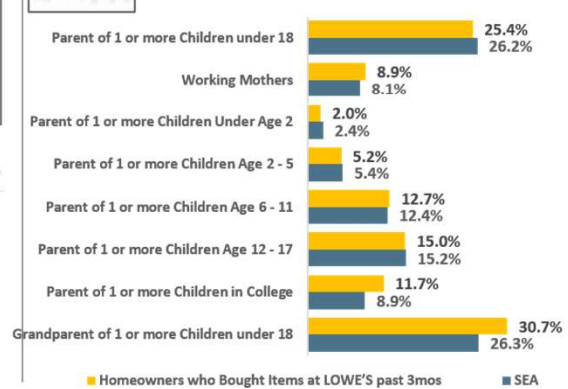
Marital Status: Adults 35 or older



Top-20 Occupations: Adults 35 or older



Stage in Life: Adults 35 or older

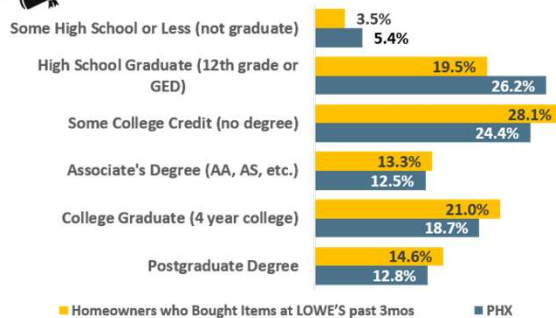




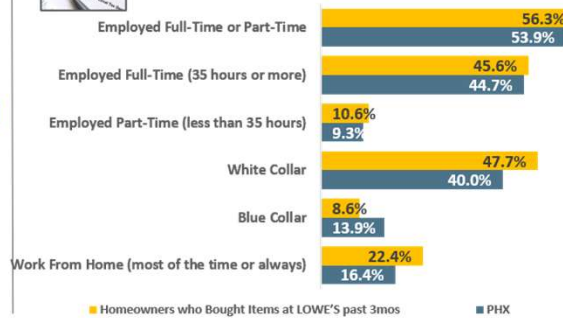
29.1% or 992,873 of PHX DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 13.3% more likely to be a college graduate, 2.2% more likely to work full-time, 28.9% more likely to be married, 15.7% more likely to be a grandparent of 1 or more children under 18.



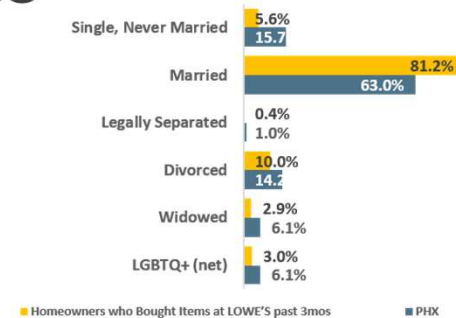
Education Levels: Adults 35 or older



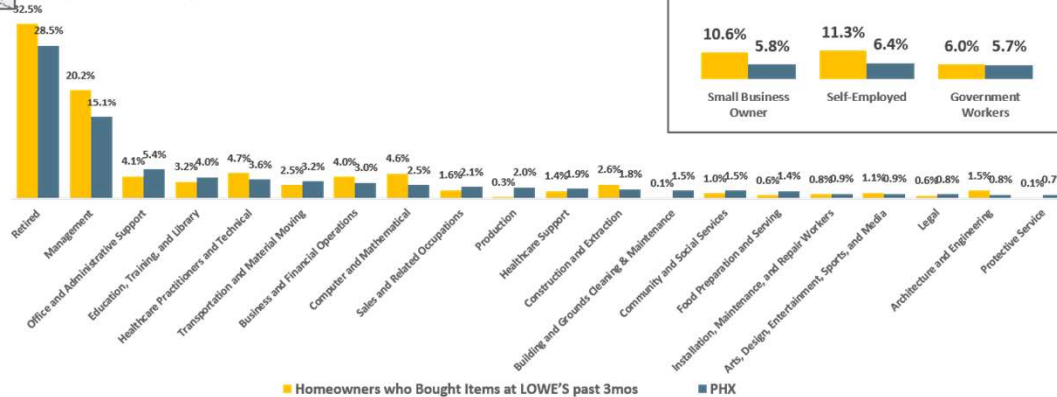
Employment: Adults 35 or older



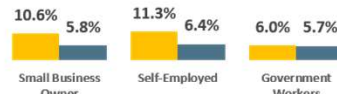
Marital Status: Adults 35 or older



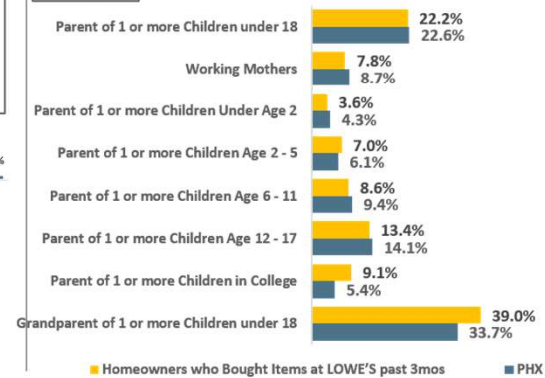
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

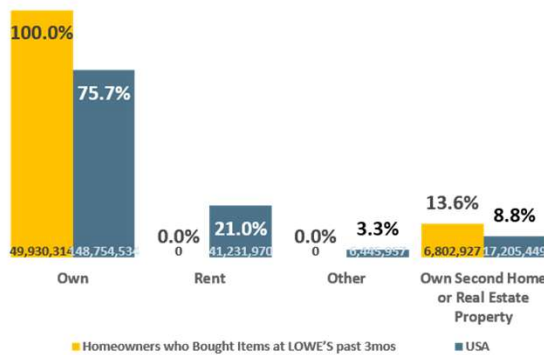




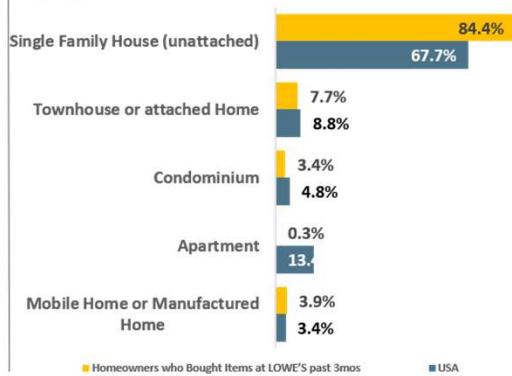
25.4% or 49,930,314 of USA DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 32.1% more likely to own their home, 7.5% more likely to own a higher valued home, 24.7% more likely to have a single-family home, 26.4% more likely to have a dog.



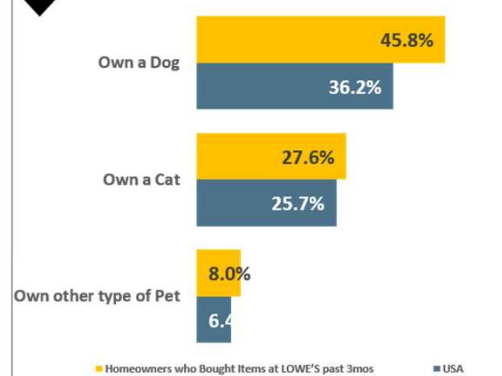
Own/Rent/Other: Adults 35 or older



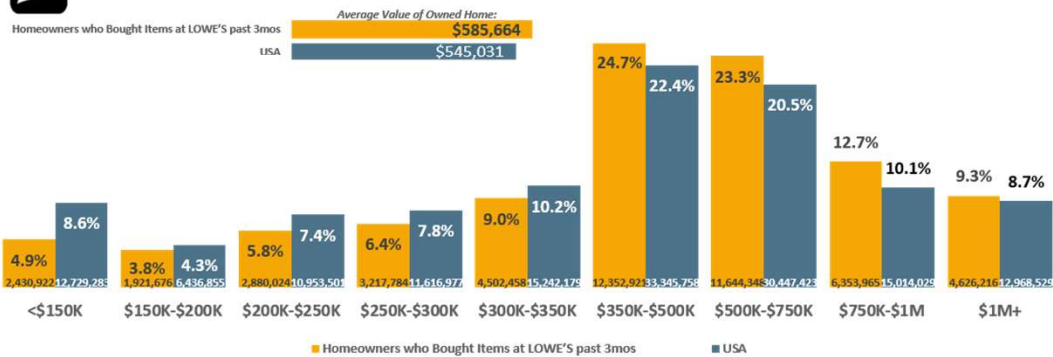
Type of Home: Adults 35 or older



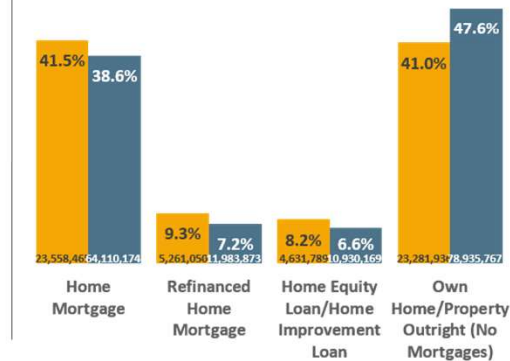
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

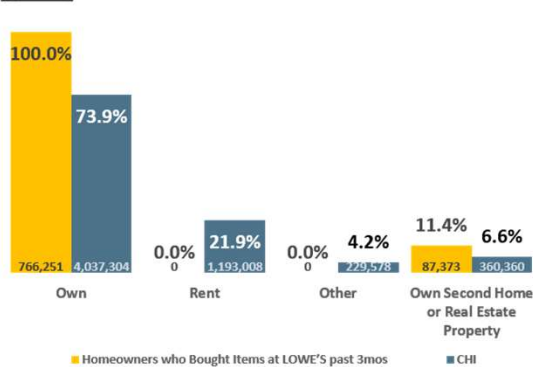




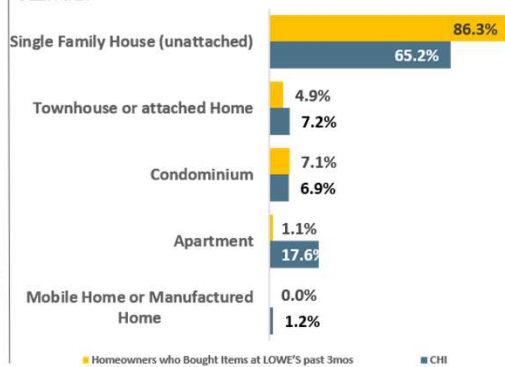
14.4% or 766,251 of CHI DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 35.2% more likely to own their home, 12.4% more likely to own a higher valued home, 32.4% more likely to have a single-family home, 37.2% more likely to have a dog.



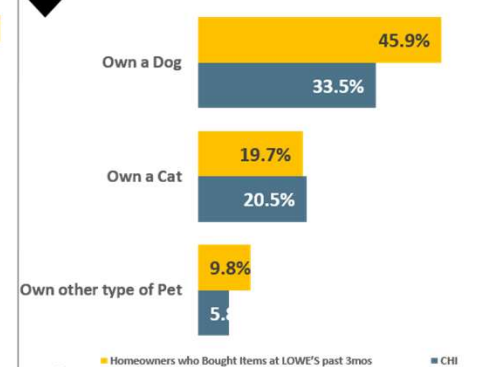
Own/Rent/Other: Adults 35 or older



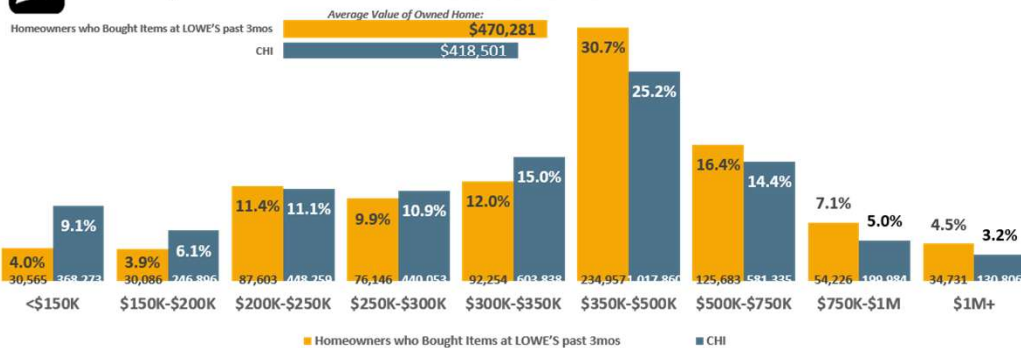
Type of Home: Adults 35 or older



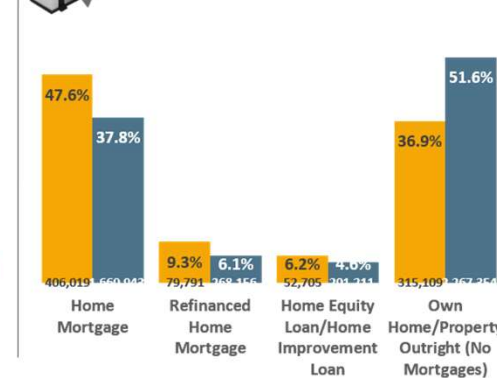
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

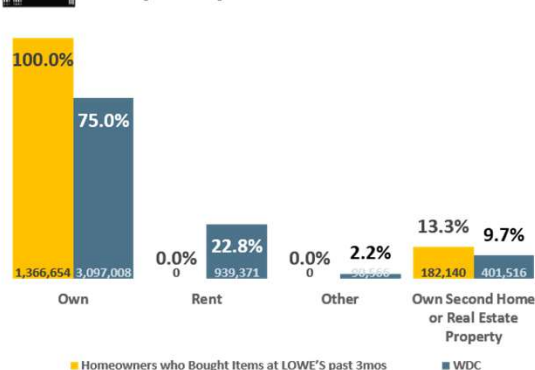




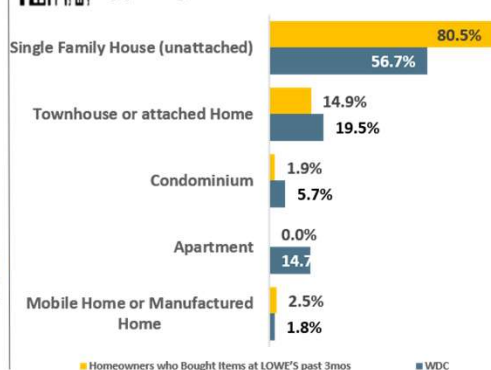
33.1% or 1,366,654 of WDC DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 33.3% more likely to own their home, 2.8% more likely to own a lower valued home, 42.% more likely to have a single-family home, 40.4% more likely to have a dog.



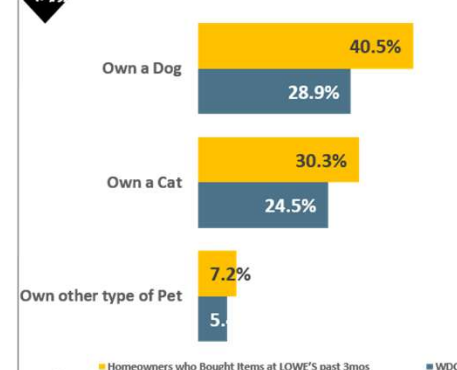
Own/Rent/Other: Adults 35 or older



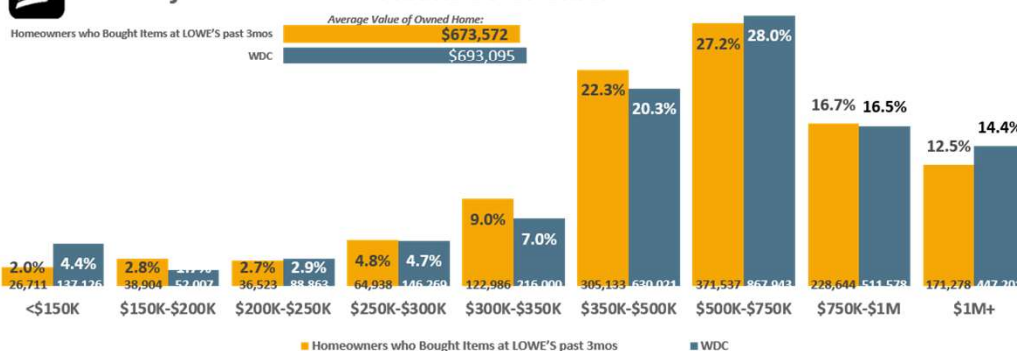
Type of Home: Adults 35 or older



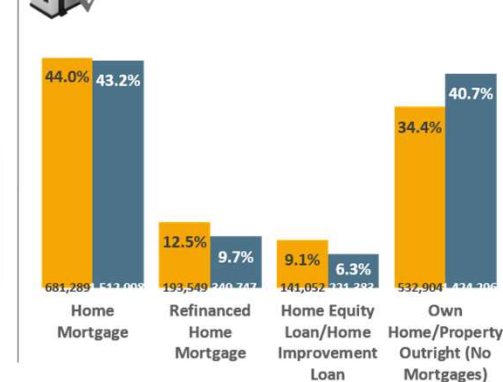
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

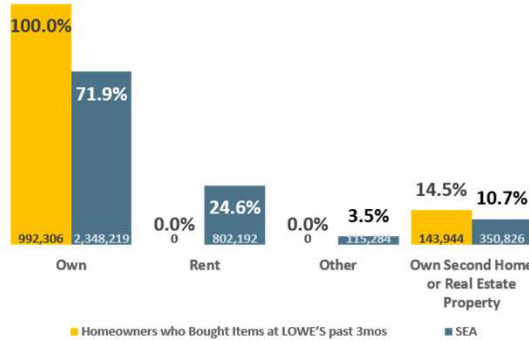




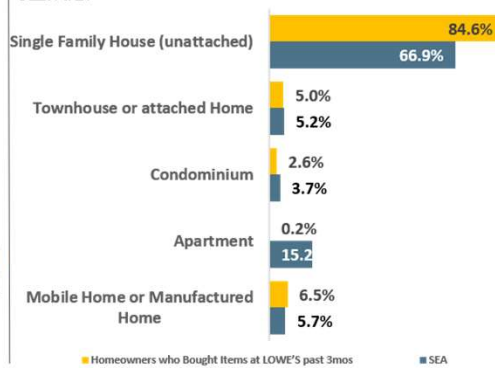
30.4% or 992,306 of SEA DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 39.1% more likely to own their home, 3.9% more likely to own a lower valued home, 26.5% more likely to have a single-family home, 20.5% more likely to have a dog.



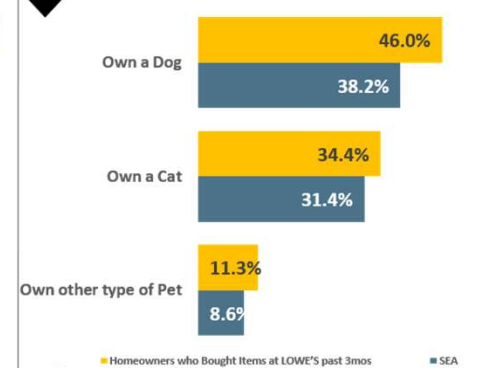
Own/Rent/Other: Adults 35 or older



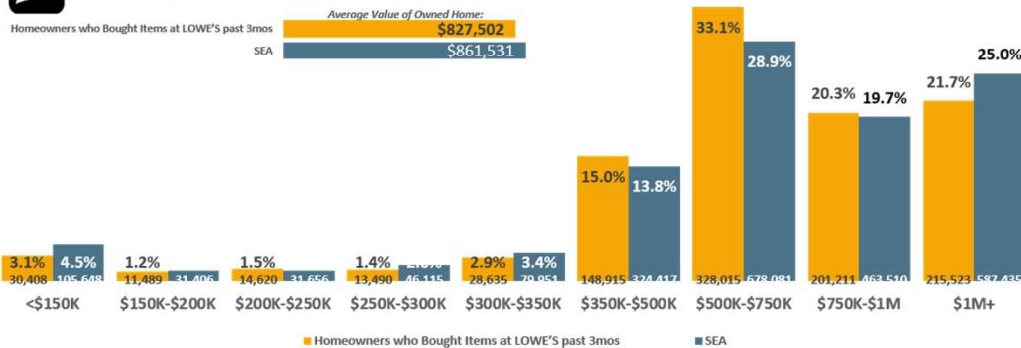
Type of Home: Adults 35 or older



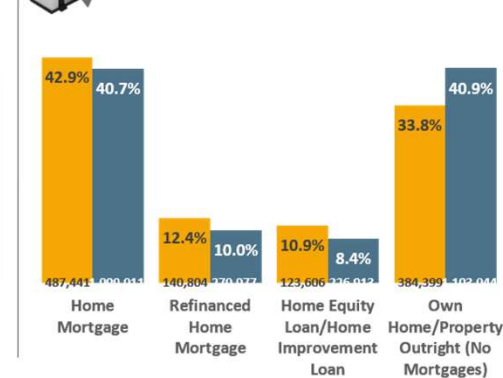
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

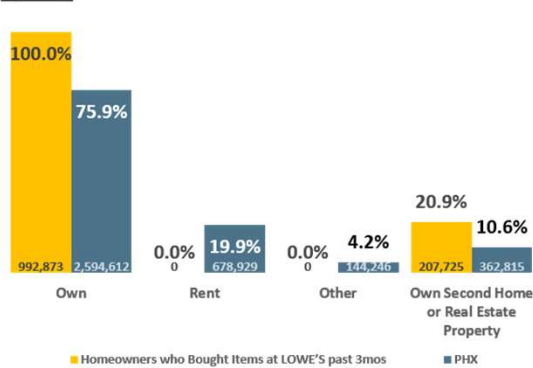




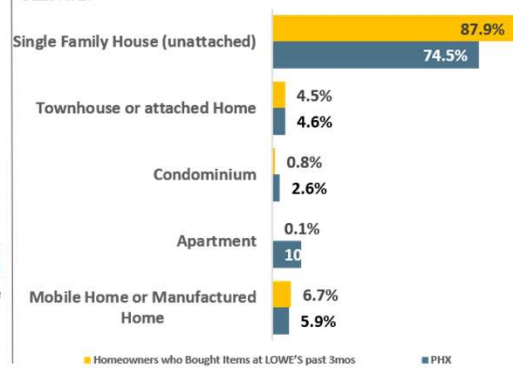
29.1% or 992,873 of PHX DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 31.7% more likely to own their home, 8.1% more likely to own a higher valued home, 18.% more likely to have a single-family home, 15.9% more likely to have a dog.



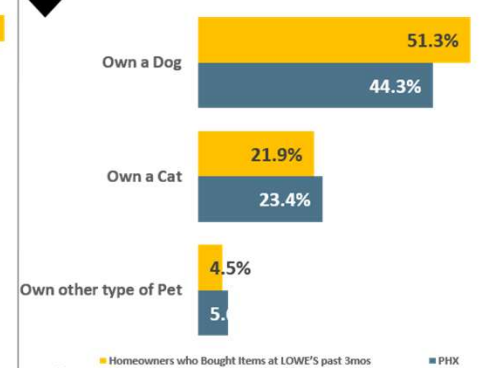
Own/Rent/Other: Adults 35 or older



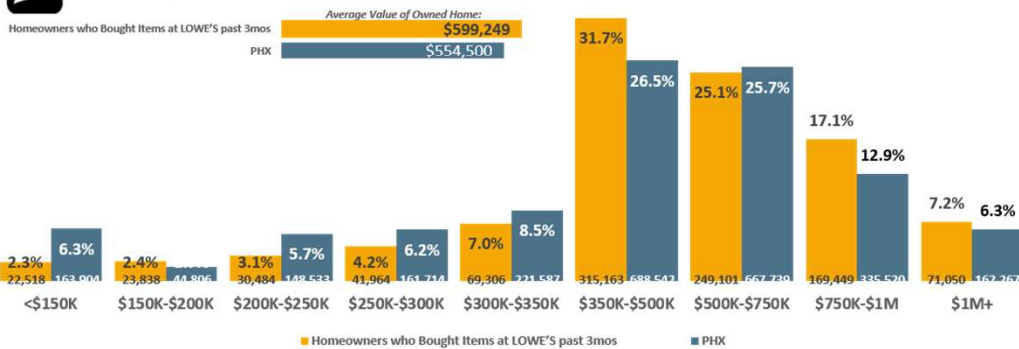
Type of Home: Adults 35 or older



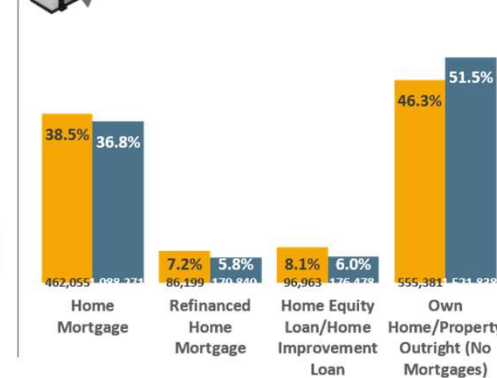
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

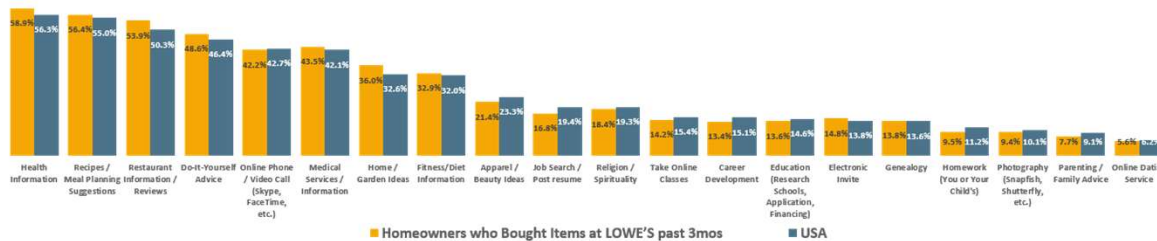




25.4% or 49,930,314 of USA DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 4.7% more likely to look up D-I-Y advice online, 17.6% more likely to always vote in local elections, 23.4% more likely to belong to a gym, 9.9% more likely to fly domestic past yr.



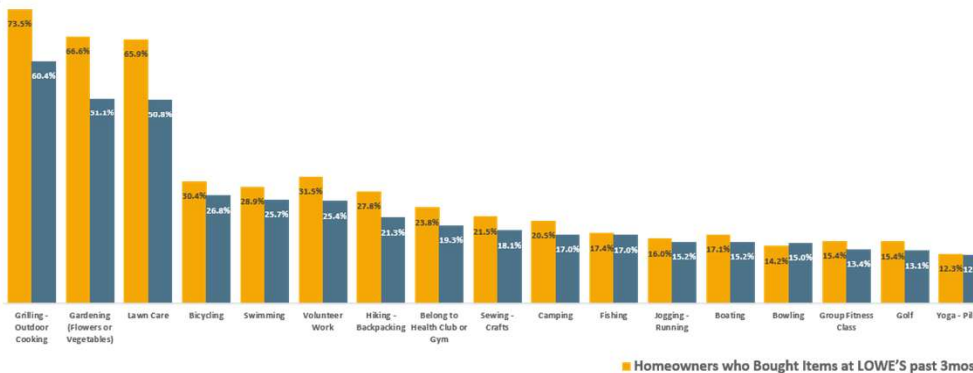
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



■ Homeowners who Bought Items at LOWE'S past 3mos ■ USA

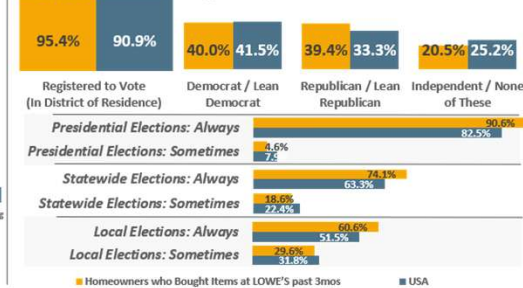


Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



■ Homeowners who Bought Items at LOWE'S past 3mos ■ USA

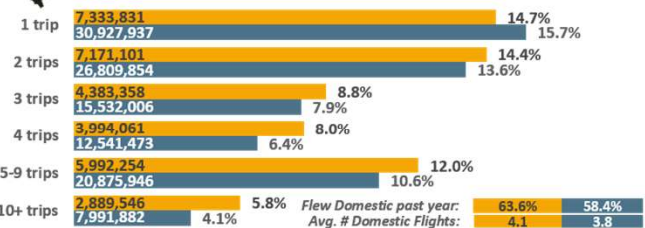
Political Activity: Adults 35 or older



■ Homeowners who Bought Items at LOWE'S past 3mos ■ USA



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

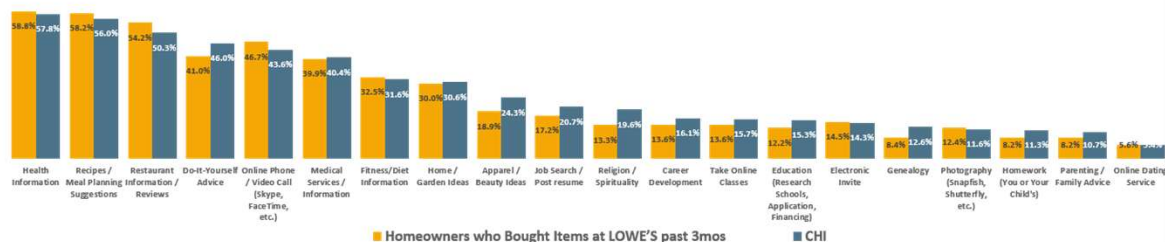




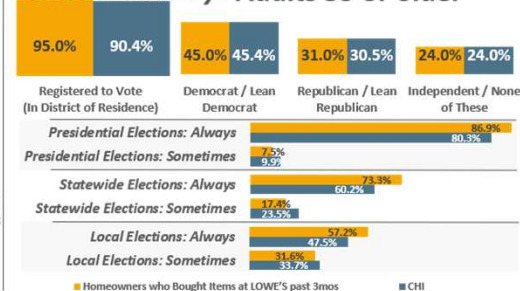
14.% or 766,251 of CHI DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 10.9% less likely to look up D-I-Y advice online, 20.4% more likely to always vote in local elections, 45.% more likely to belong to a gym, 13.1% more likely to fly domestic past yr.



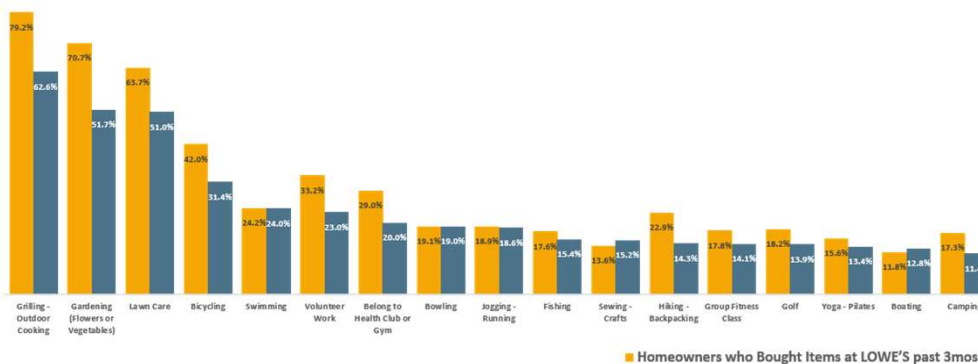
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



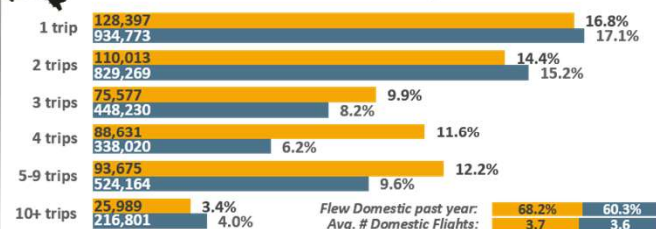
Political Activity: Adults 35 or older



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



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



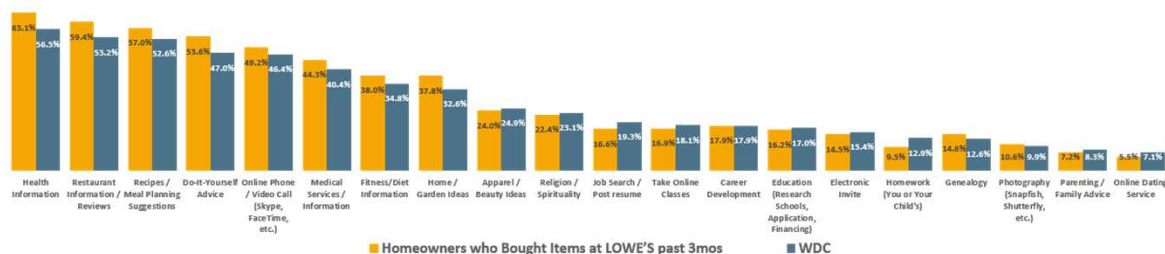
Flew Domestic past year: 68.2%
Avg. # Domestic Flights: 3.7



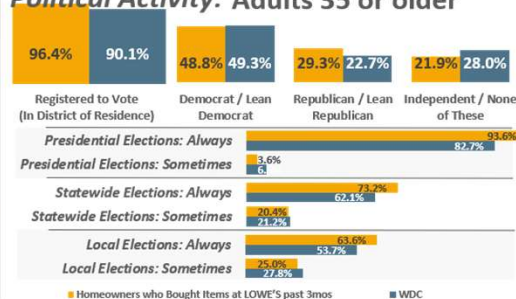
33.1% or 1,366,654 of WDC DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 14.1% more likely to look up D-I-Y advice online, 18.3% more likely to always vote in local elections, 28.1% more likely to belong to a gym, 2.7% more likely to fly domestic past yr.



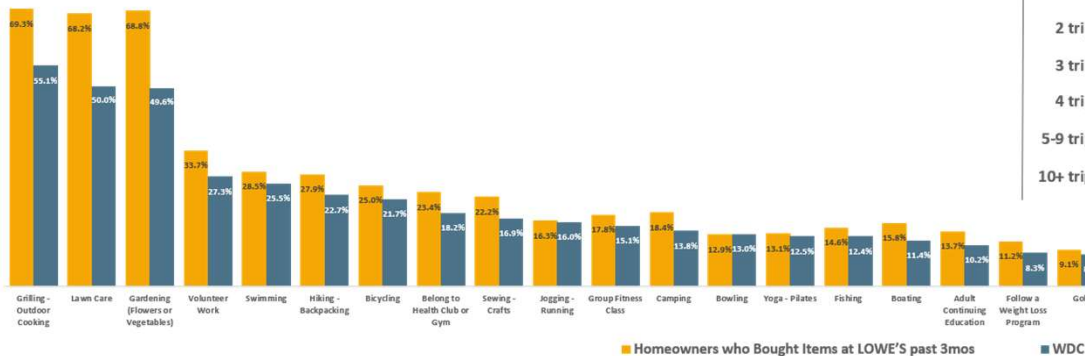
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



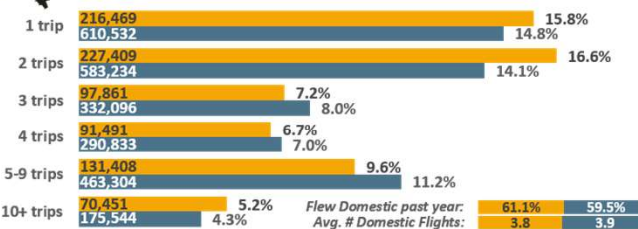
Political Activity: Adults 35 or older



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



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

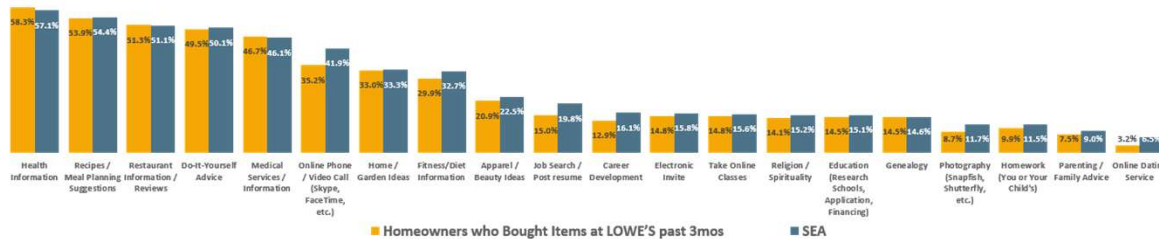




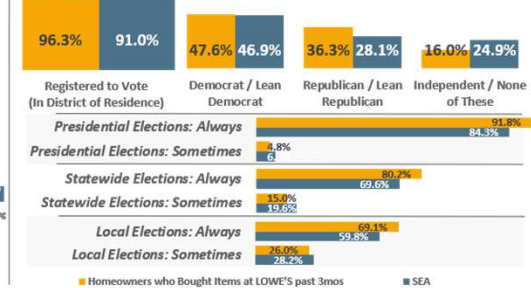
30.4% or 992,306 of SEA DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 1.2% less likely to look up D-I-Y advice online, 15.5% more likely to always vote in local elections, 7.5% more likely to belong to a gym, 5.4% more likely to fly domestic past yr.



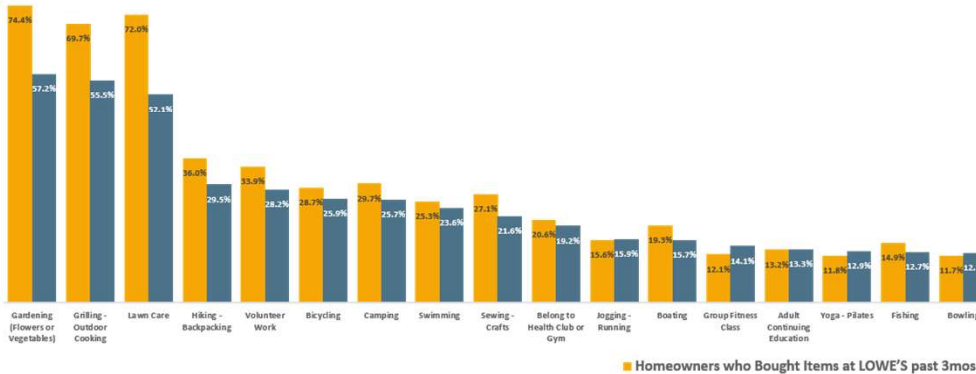
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



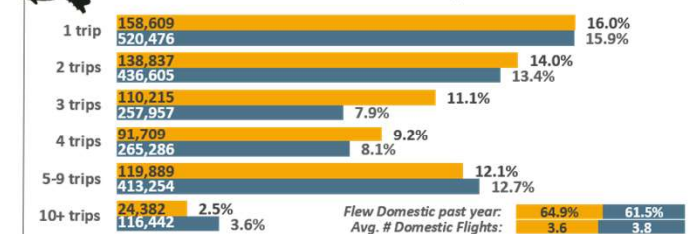
Political Activity: Adults 35 or older



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



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

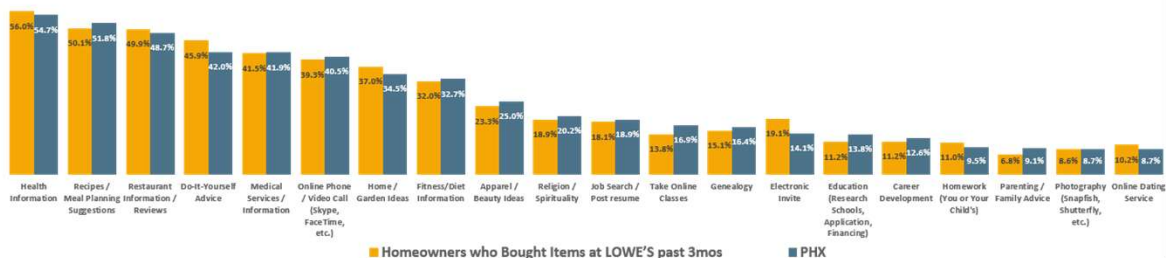




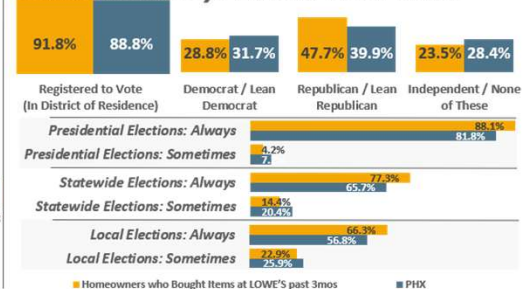
29.1% or 992,873 of PHX DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 9.5% more likely to look up D-I-Y advice online, 16.7% more likely to always vote in local elections, 17.6% more likely to belong to a gym, 9.7% more likely to fly domestic past yr.



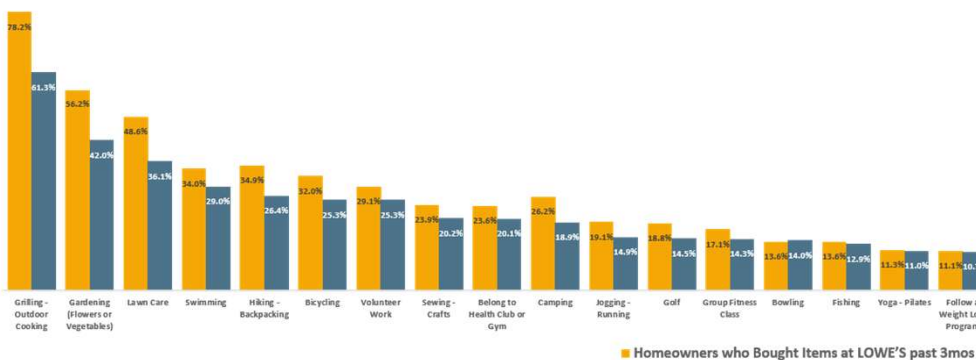
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



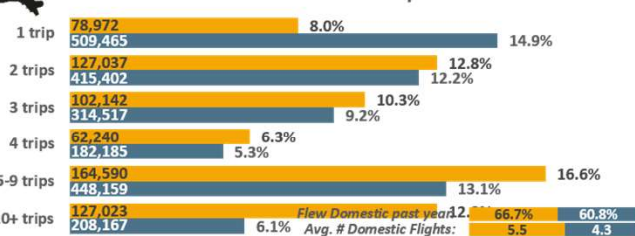
Political Activity: Adults 35 or older



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



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

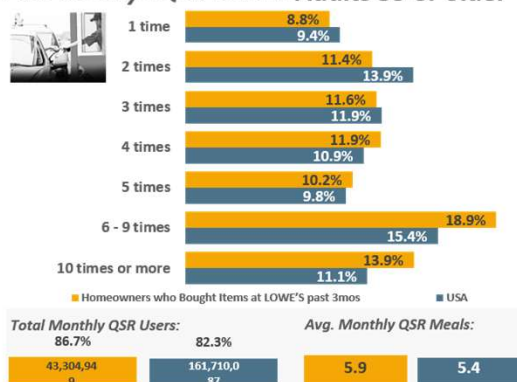


Flew Domestic past year: 66.7% vs 60.8%
Avg. # Domestic Flights: 5.5 vs 4.3

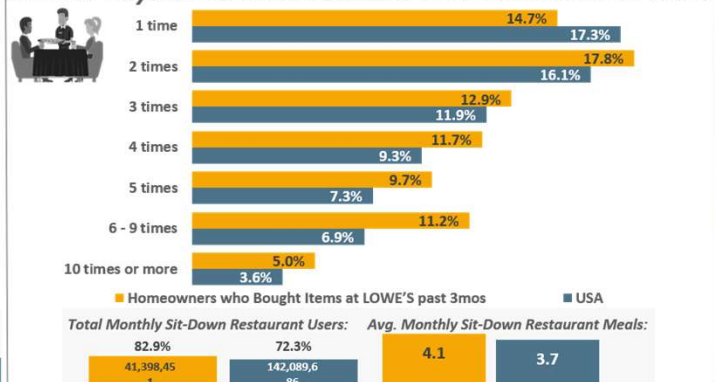


25.4% or 49,930,314 of USA DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 5.4% more likely to use QSRs past mo., 14.6% more likely to use Sit-Down Restaurants past mo., 2.5% less likely to use Casinos past yr., 44.8% less likely to smoke cigarettes.

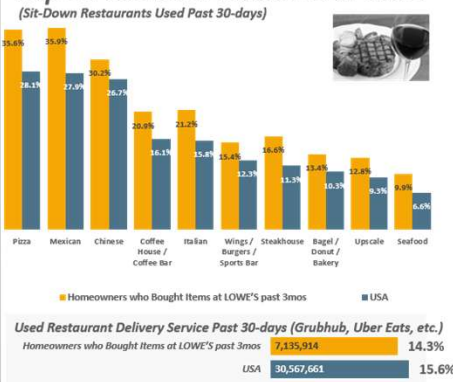
Past 30-days QSR Users: Adults 35 or older



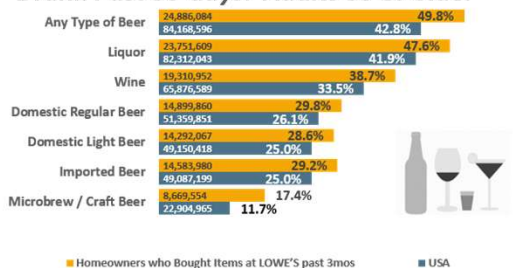
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



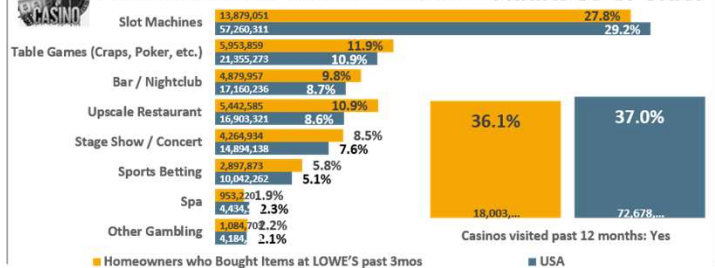
Top-10 Cuisines: Adults 35 or older



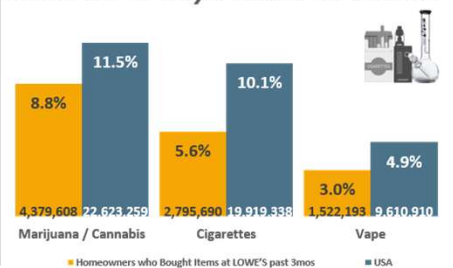
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



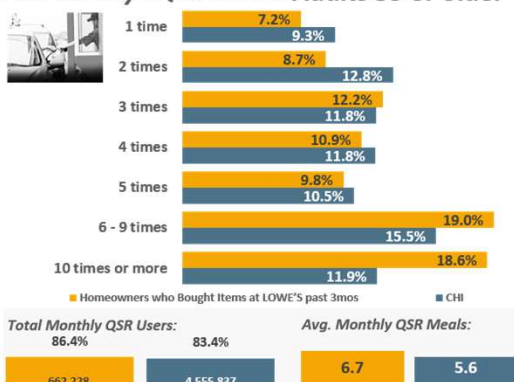
Used Past 30-days: Adults 35 or older



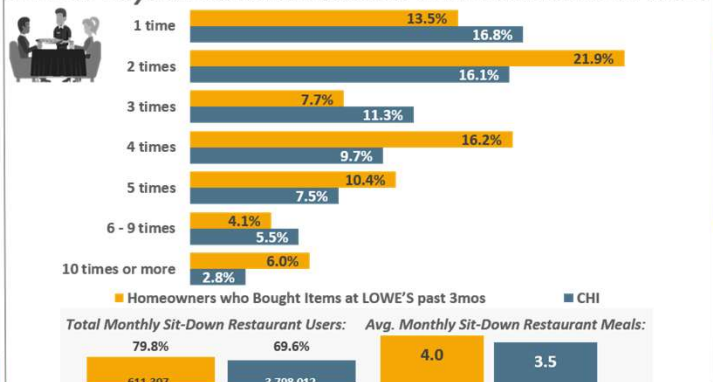


14.4% or 766,251 of CHI DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 3.6% more likely to use QSRs past mo., 14.7% more likely to use Sit-Down Restaurants past mo., 9.9% less likely to use Casinos past yr., 51.4% less likely to smoke cigarettes.

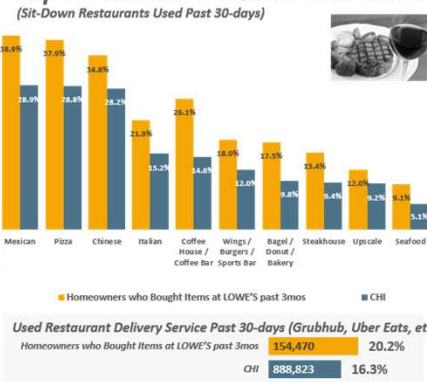
Past 30-days QSR Users: Adults 35 or older



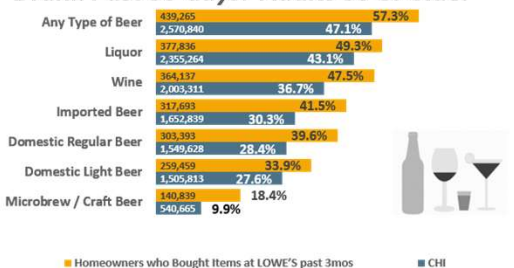
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



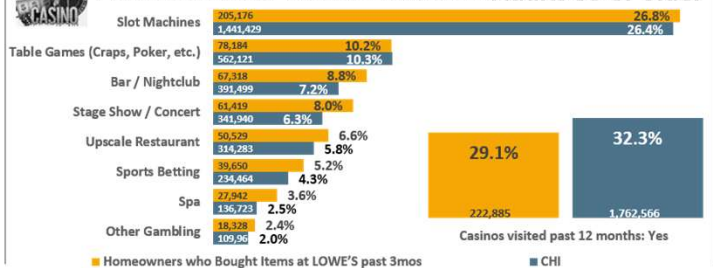
Top-10 Cuisines: Adults 35 or older



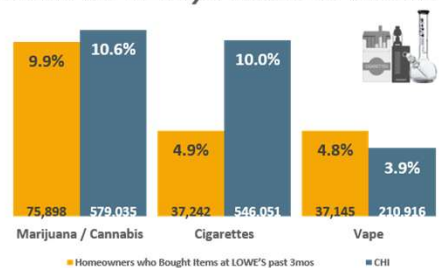
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



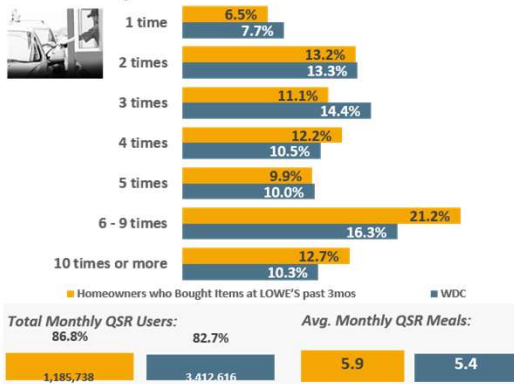
Used Past 30-days: Adults 35 or older



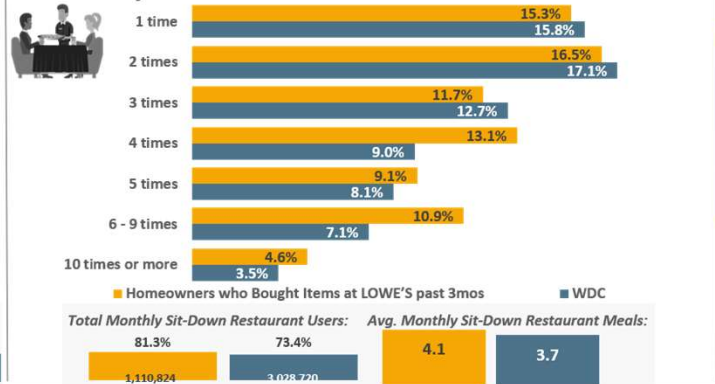


33.1% or 1,366,654 of WDC DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 4.9% more likely to use QSRs past mo., 10.8% more likely to use Sit-Down Restaurants past mo., .5% less likely to use Casinos past yr., 33.8% less likely to smoke cigarettes.

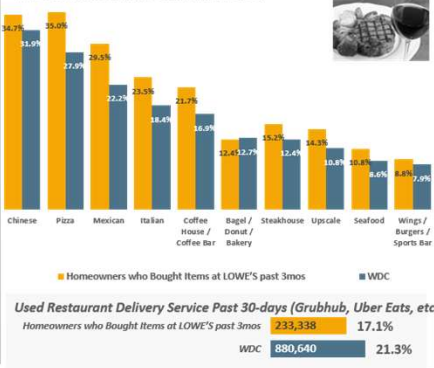
Past 30-days QSR Users: Adults 35 or older



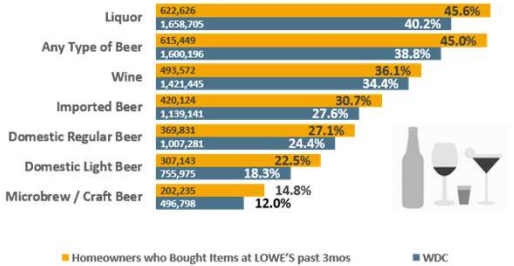
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



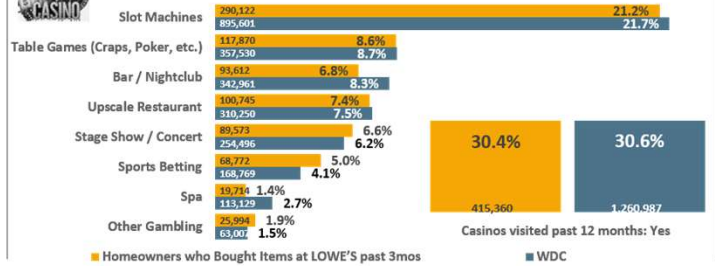
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



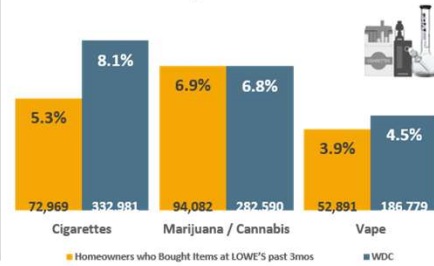
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



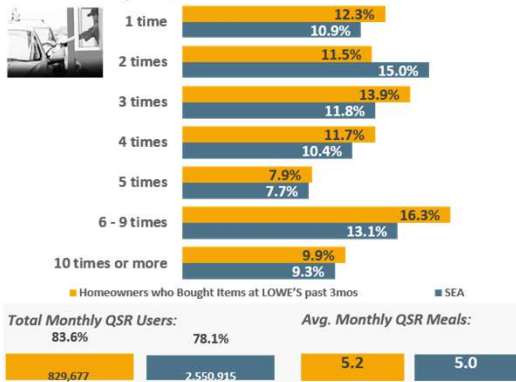
Used Past 30-days: Adults 35 or older



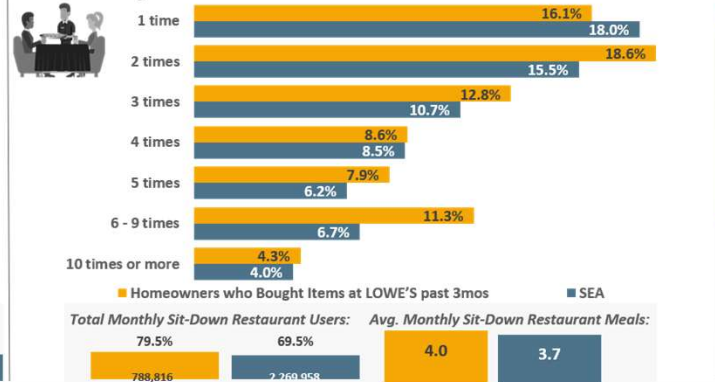


30.4% or 992,306 of SEA DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 7.% more likely to use QSRs past mo., 14.4% more likely to use Sit-Down Restaurants past mo., 13.8% less likely to use Casinos past yr., 52.% less likely to smoke cigarettes.

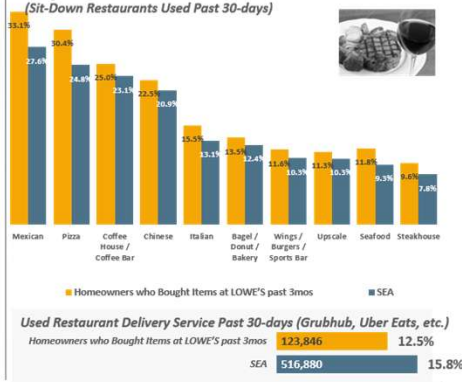
Past 30-days QSR Users: Adults 35 or older



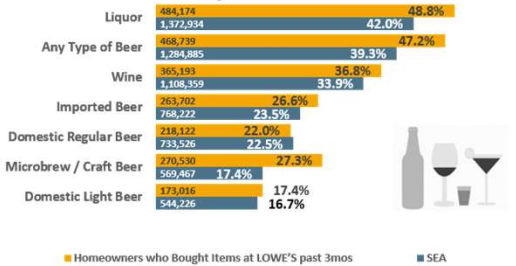
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



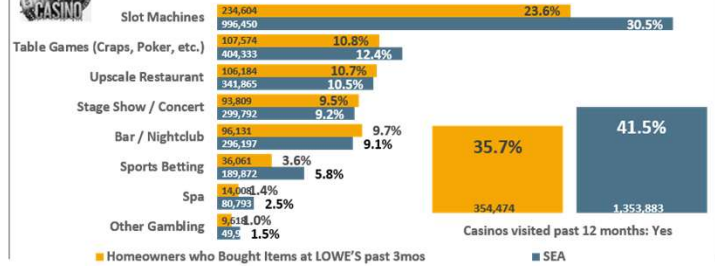
Top-10 Cuisines: Adults 35 or older



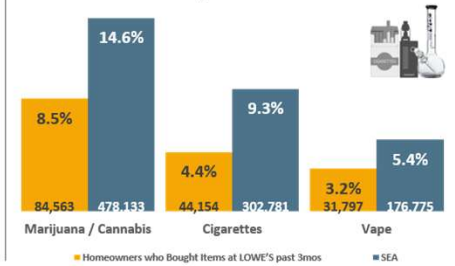
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



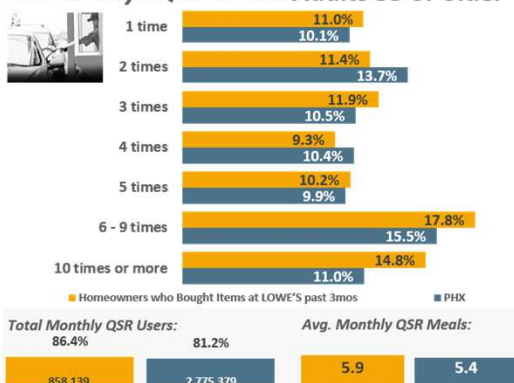
Used Past 30-days: Adults 35 or older



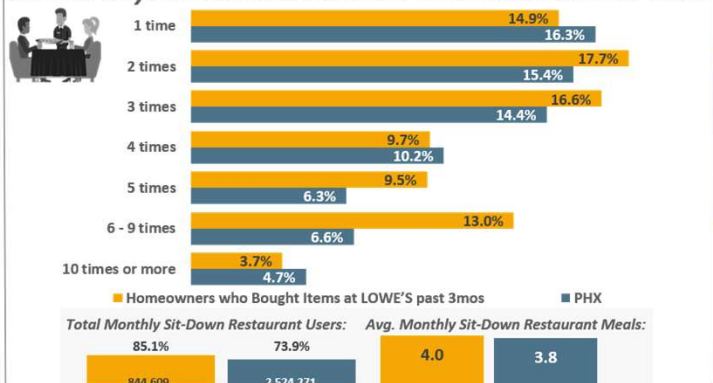


29.1% or 992,873 of PHX DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 6.4% more likely to use QSRs past mo., 15.2% more likely to use Sit-Down Restaurants past mo., 9.9% more likely to use Casinos past yr., 38.7% less likely to smoke cigarettes.

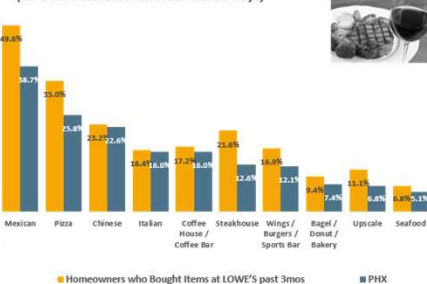
Past 30-days QSR Users: Adults 35 or older



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

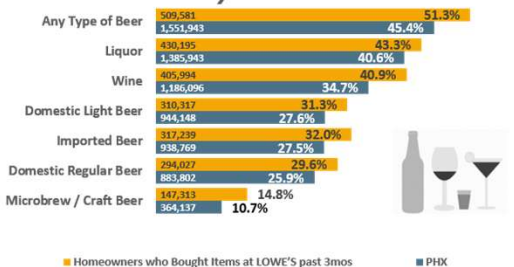


Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)

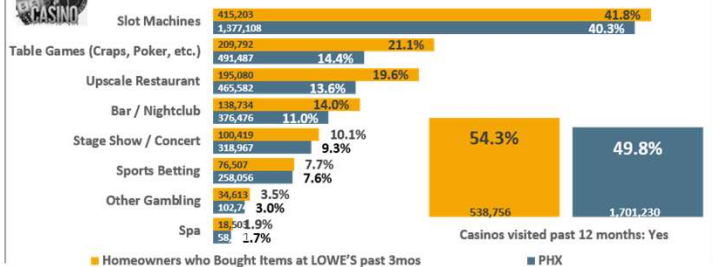


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 Homeowners who Bought Items at LOWE'S past 3mos: 120,250 (12.1%)
 PHX: 411,222 (12.0%)

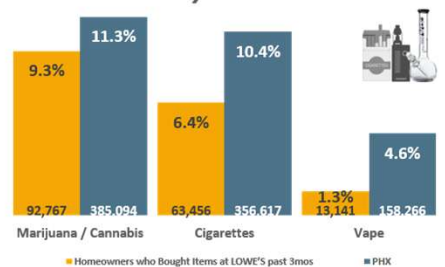
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older

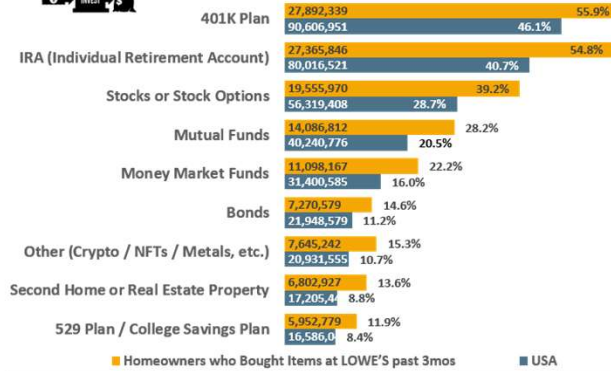




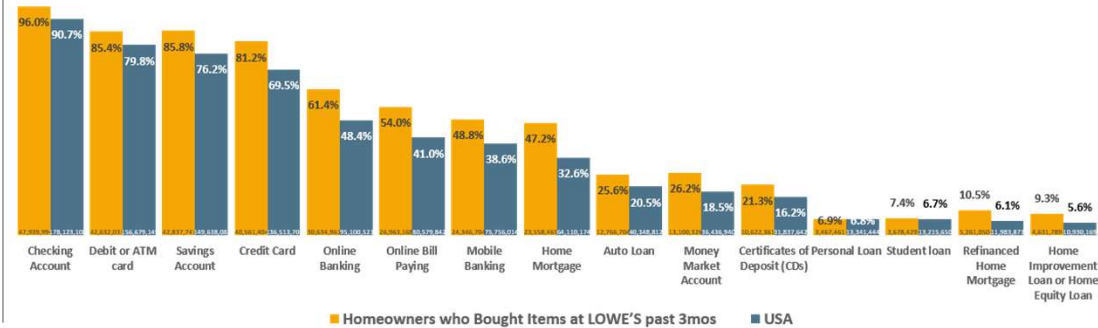
25.4% or 49,930,314 of USA DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 21.1% more likely to have a 401K, 24.5% more likely to have an Auto Loan, 40.2% more likely to Invest/Trade Stocks Online, .2% more likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



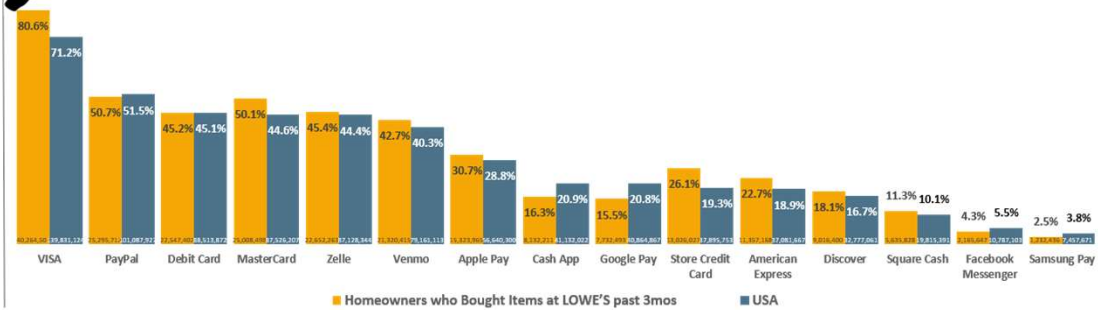
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

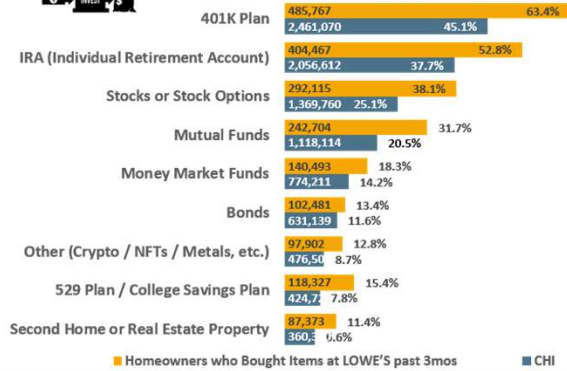




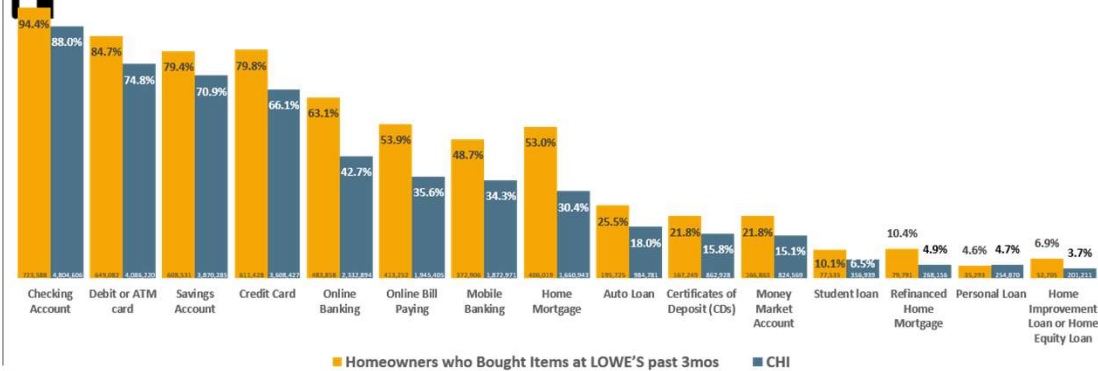
14.1% or 766,251 of CHI DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 40.6% more likely to have a 401K, 41.6% more likely to have an Auto Loan, 52.1% more likely to Invest/Trade Stocks Online, 5.9% more likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



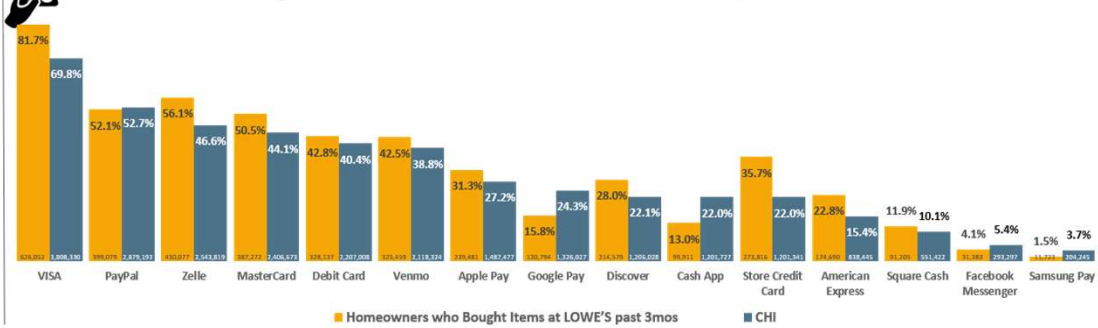
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

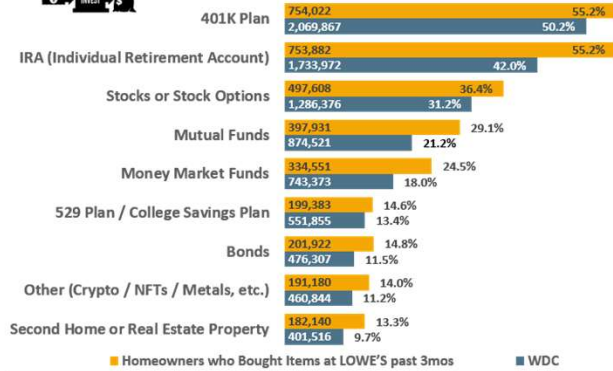




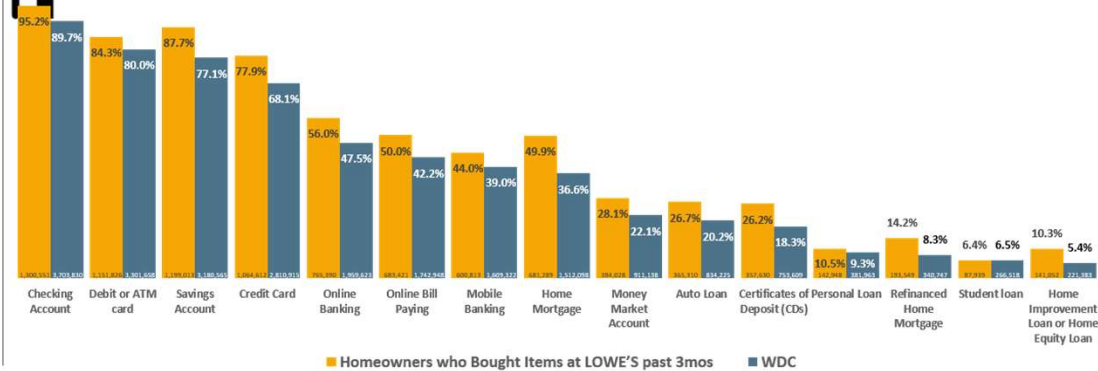
33.1% or 1,366,654 of WDC DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 10.% more likely to have a 401K, 32.2% more likely to have an Auto Loan, 2.5% more likely to Invest/Trade Stocks Online, 3.4% more likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



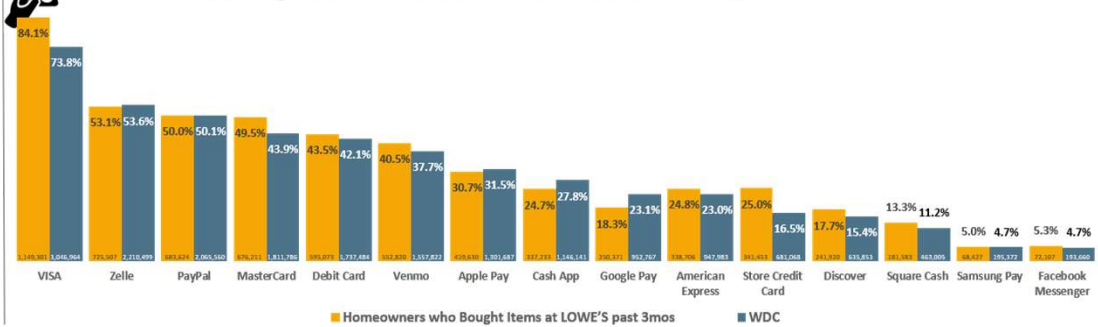
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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





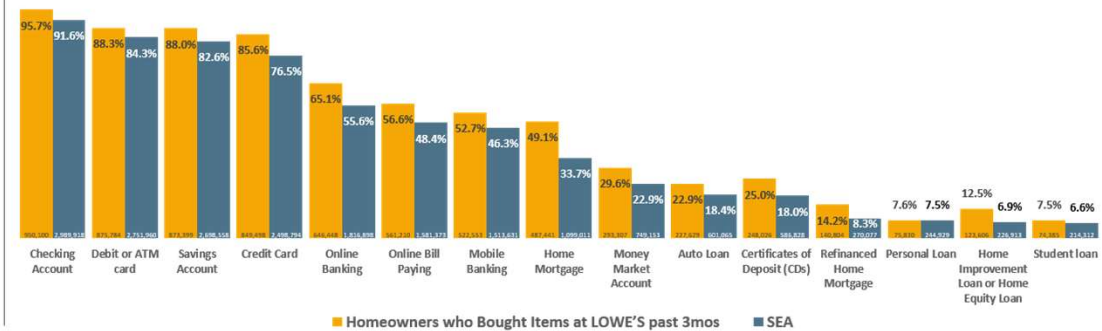
30.4% or 992,306 of SEA DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 13.1% more likely to have a 401K, 24.6% more likely to have an Auto Loan, 37.8% more likely to Invest/Trade Stocks Online, 3.8% more likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



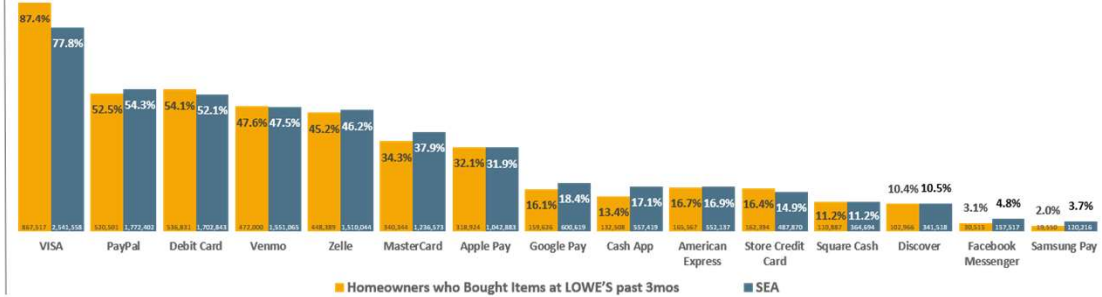
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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





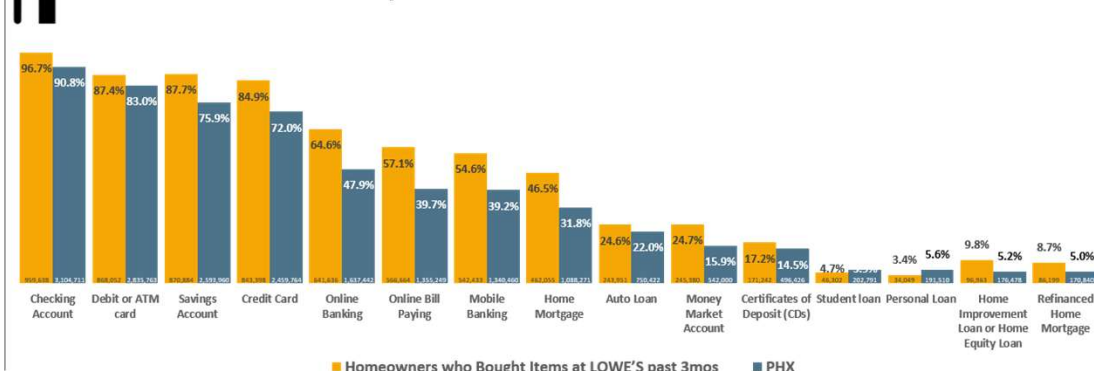
29.1% or 992,873 of PHX DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 42.5% more likely to have a 401K, 11.9% more likely to have an Auto Loan, 73.3% more likely to Invest/Trade Stocks Online, 9.7% less likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



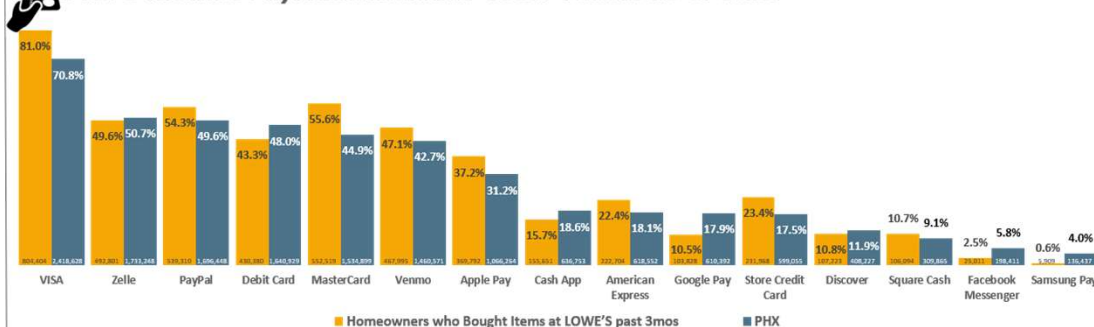
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



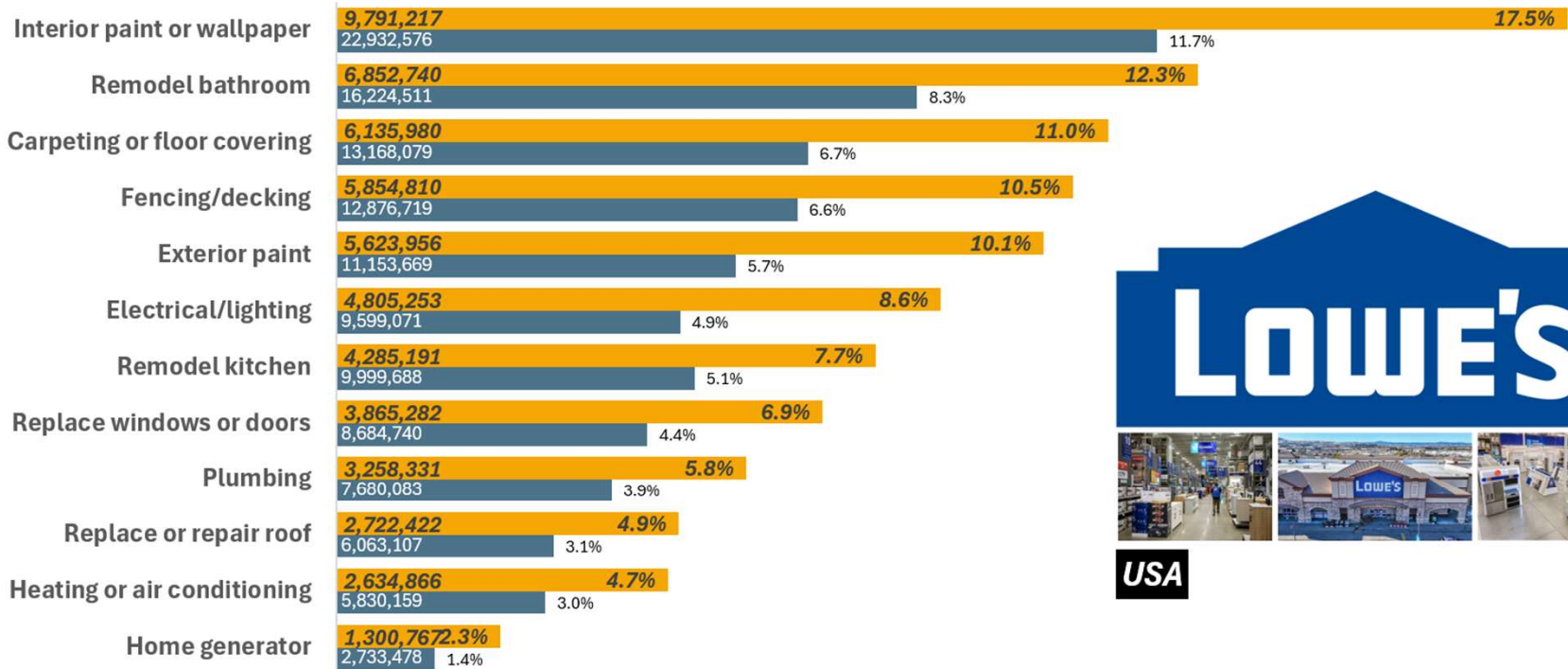
Past 3-Months Payment Methods Used: Adults 35 or older





"Home Improvements Planned"

P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months (Home Improvements Planned next 12 months)



■ P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months (Home Improvements Planned next 12 months)

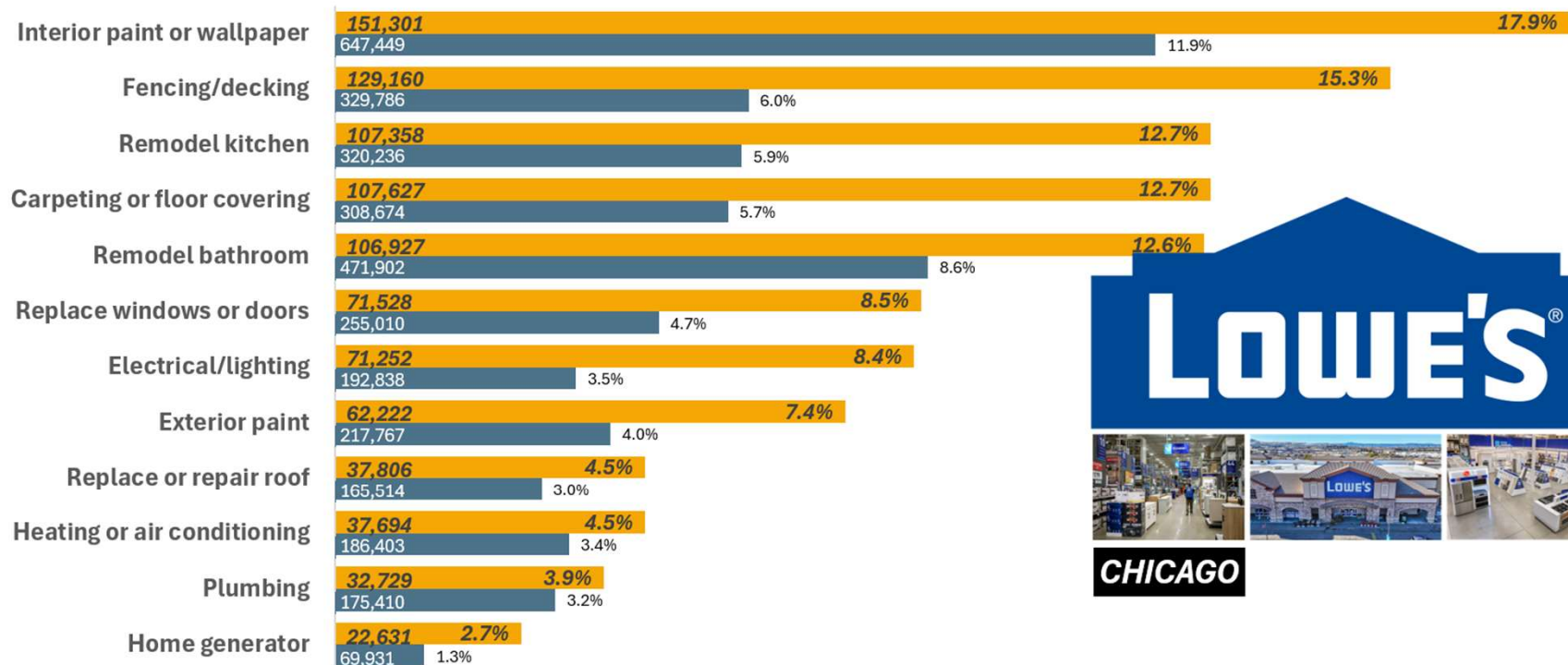
■ P35+ USA (Home Improvements Planned next 12 months)

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



"Home Improvements Planned"

P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months (Home Improvements Planned next 12 months)



■ P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months (Home Improvements Planned next 12 months)

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 492
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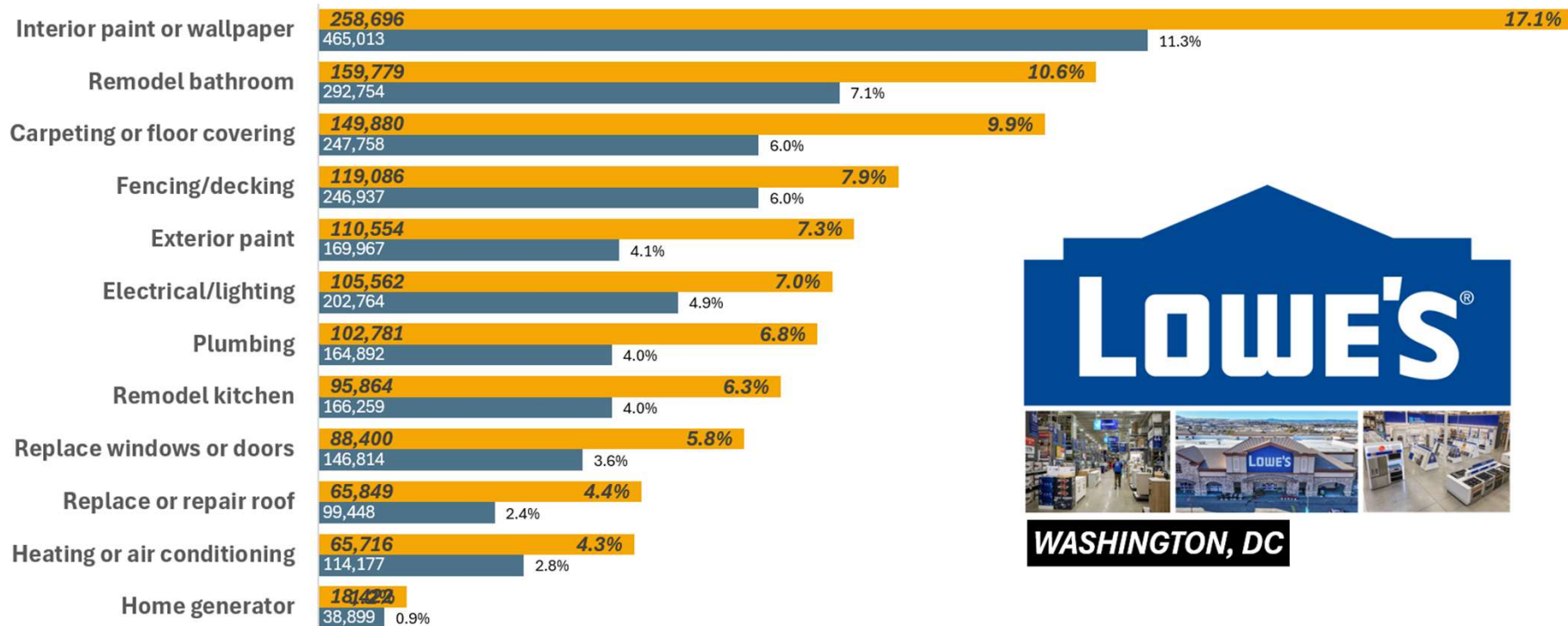
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



"Home Improvements Planned"

P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months (Home Improvements Planned next 12 months)



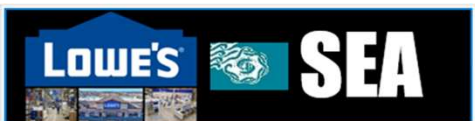
■ P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months (Home Improvements Planned next 12 months)

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 1679
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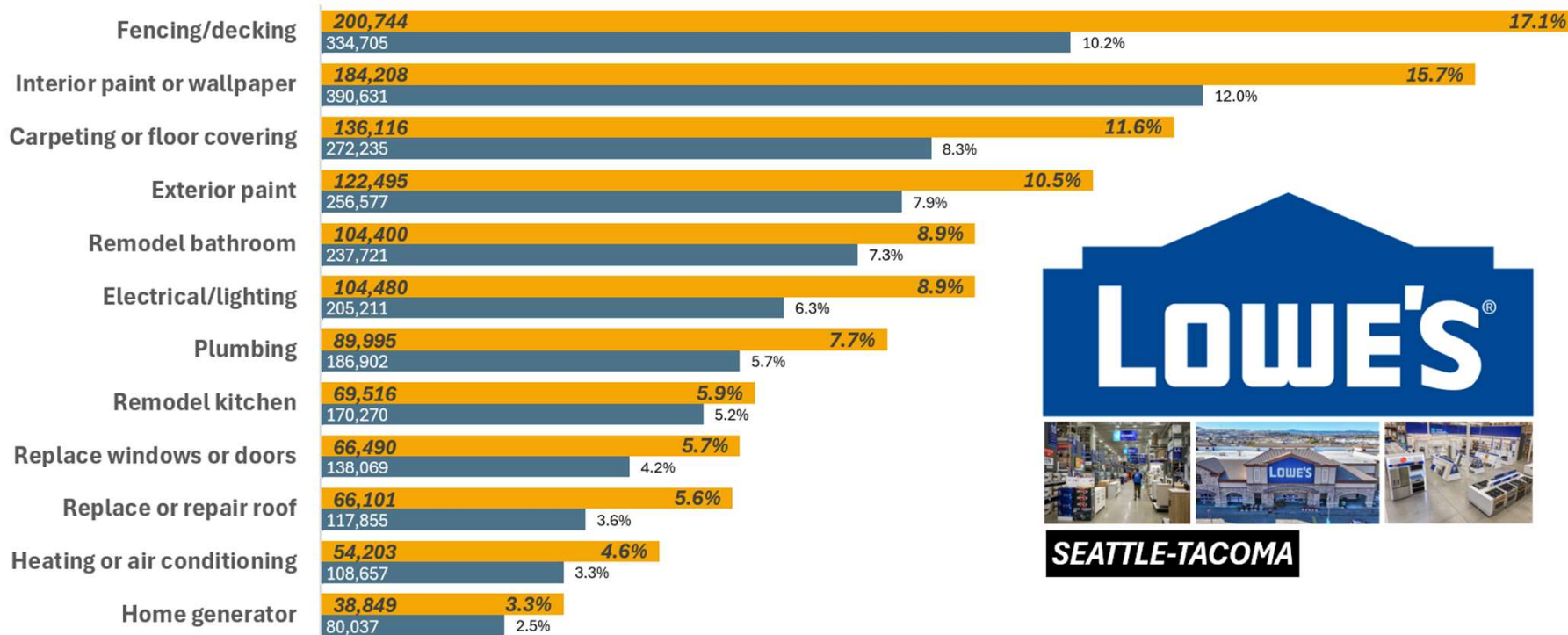
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



"Home Improvements Planned"

P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months (Home Improvements Planned next 12 months)



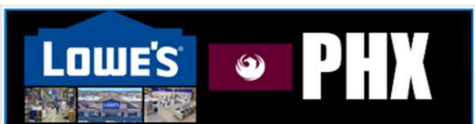
■ P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months (Home Improvements Planned next 12 months)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 1110
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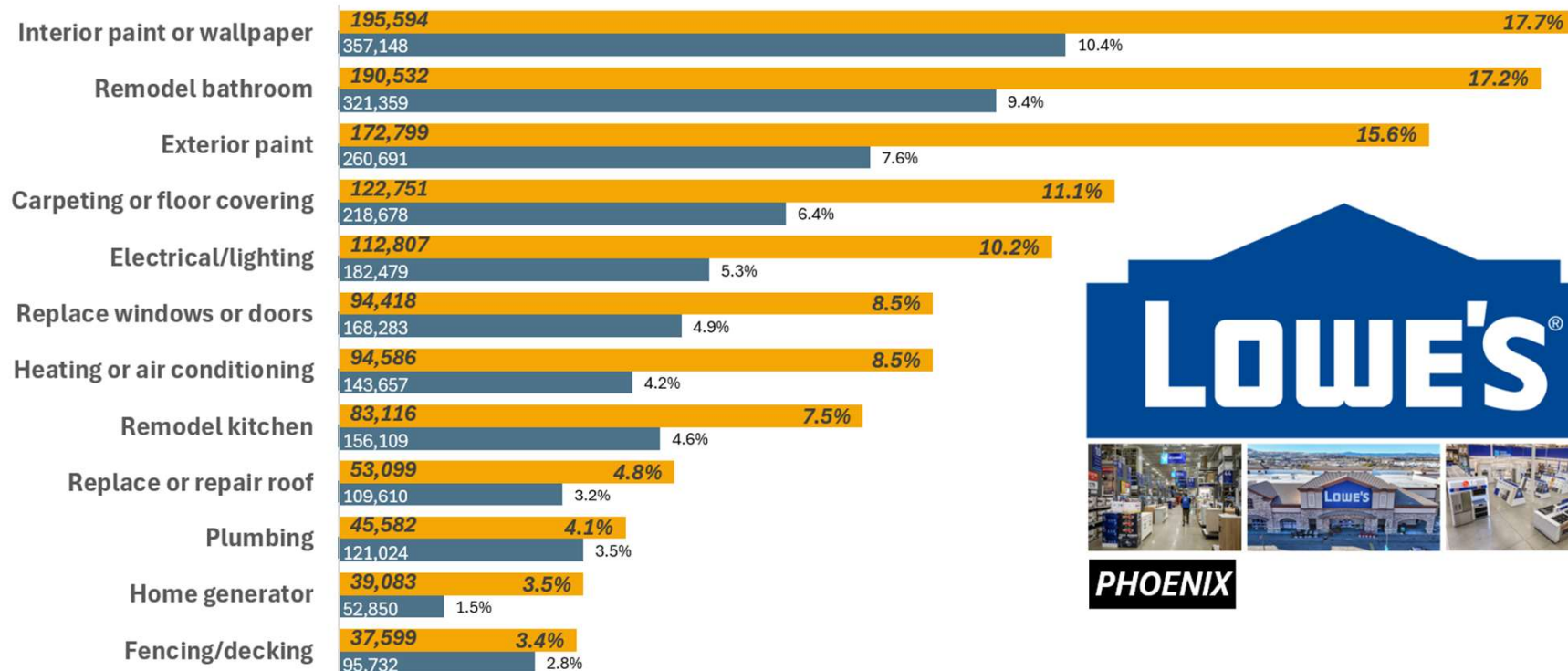
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



"Home Improvements Planned"

P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months (Home Improvements Planned next 12 months)



■ P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months (Home Improvements Planned next 12 months)

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

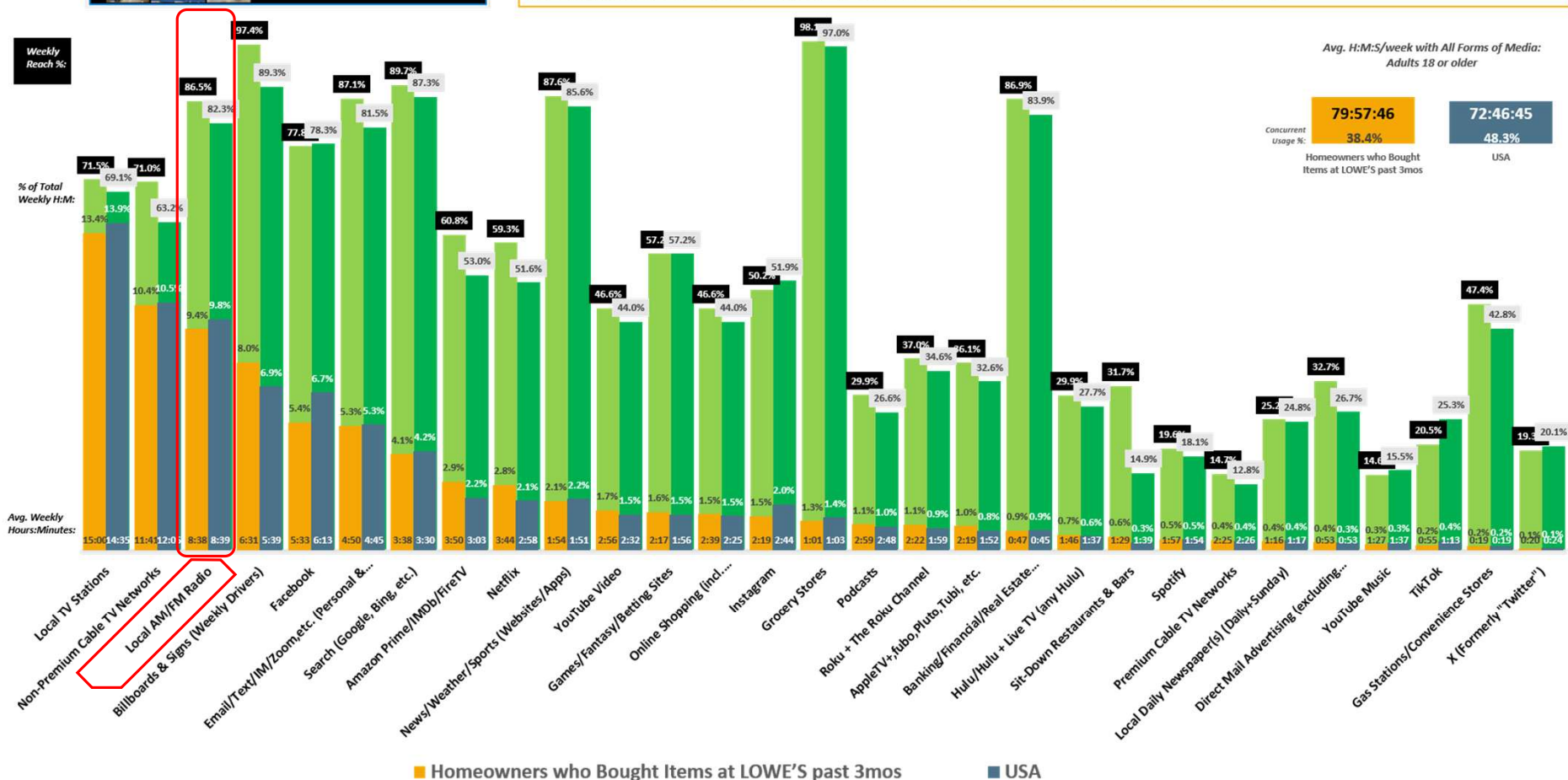
PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 572
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

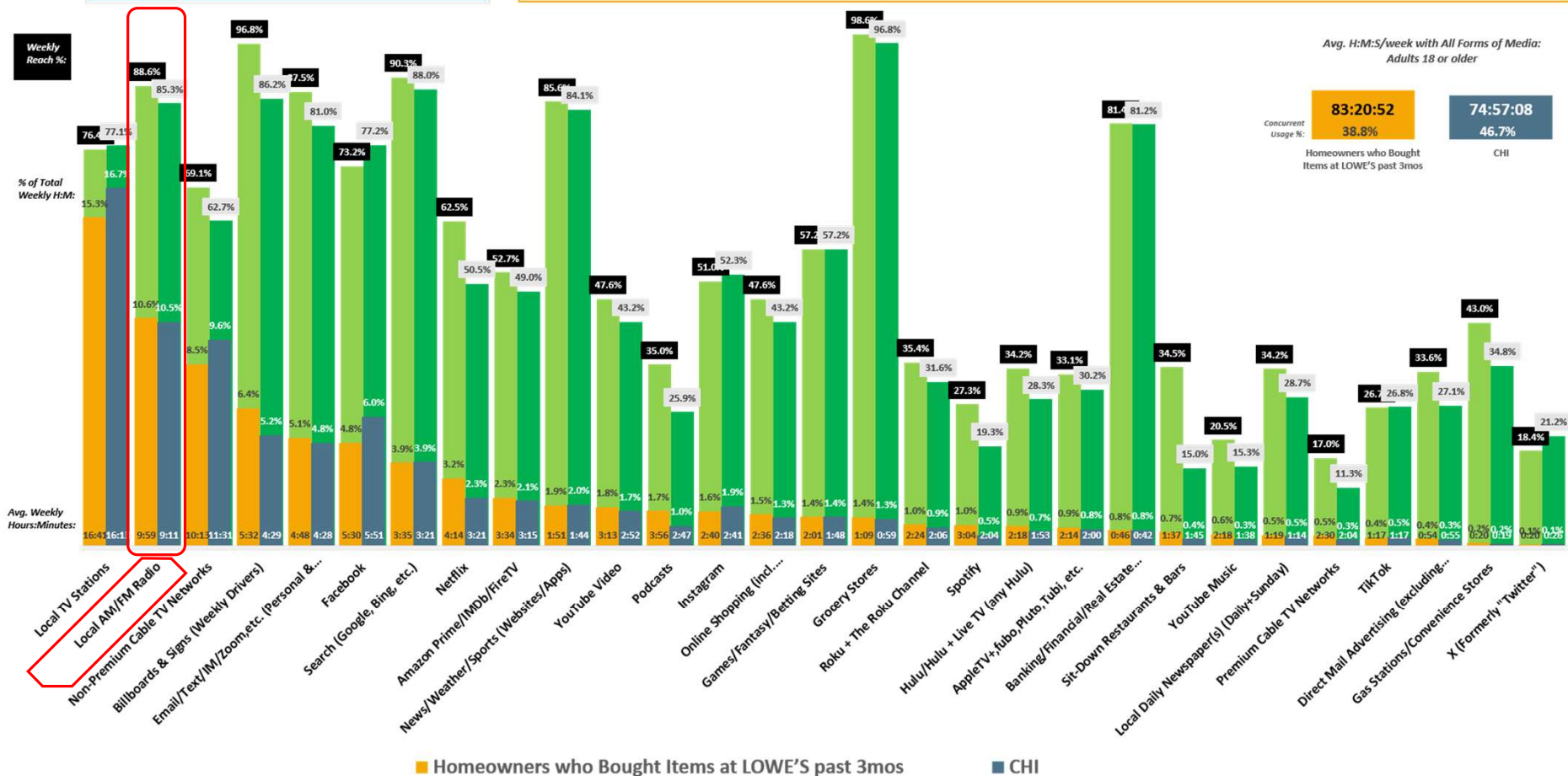


Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 3 days, 7 hours, 57 minutes and 46 seconds each week with All Forms of Media.
 86.5% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an avg. of 8 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.





Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 3 days, 11 hours, 20 minutes and 52 seconds each week with All Forms of Media.
 88.6% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an avg. of 9 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.



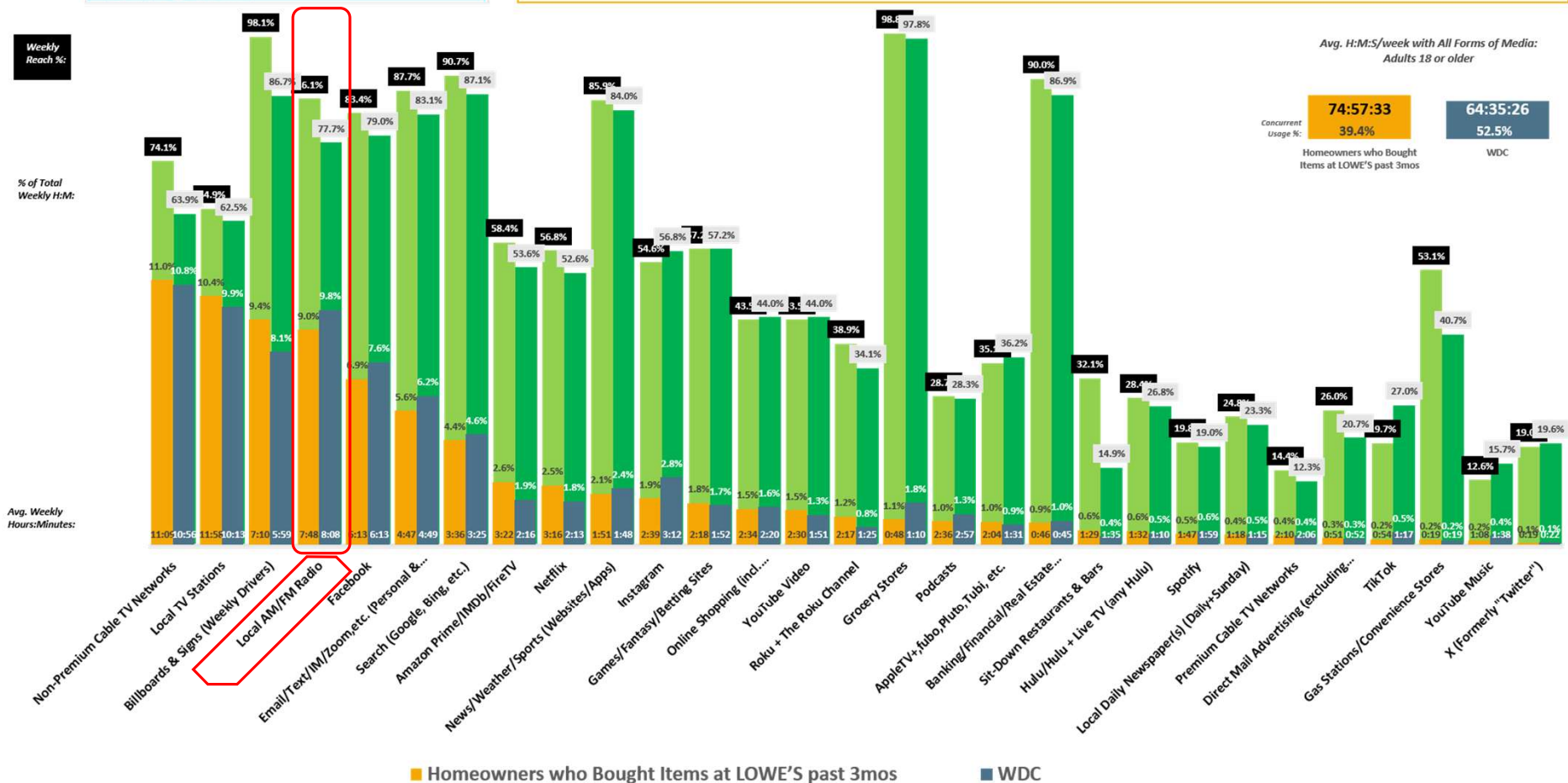
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

83:20:52	74:57:08
38.8%	46.7%
Homeowners who Bought Items at LOWE'S past 3mos	CHI



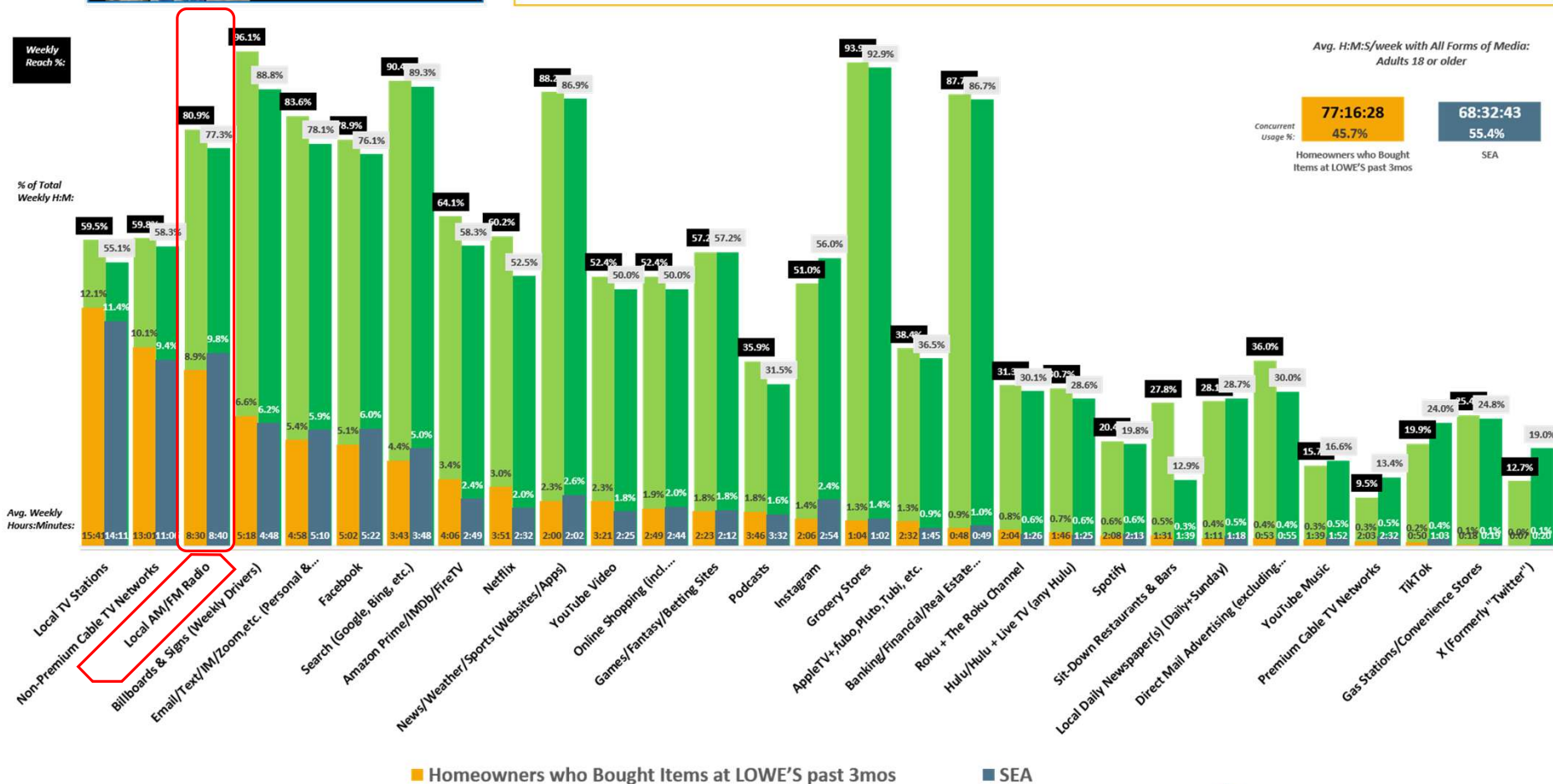


Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 3 days, 2 hours, 57 minutes and 33 seconds each week with All Forms of Media.
 86.1% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an avg. of 7 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



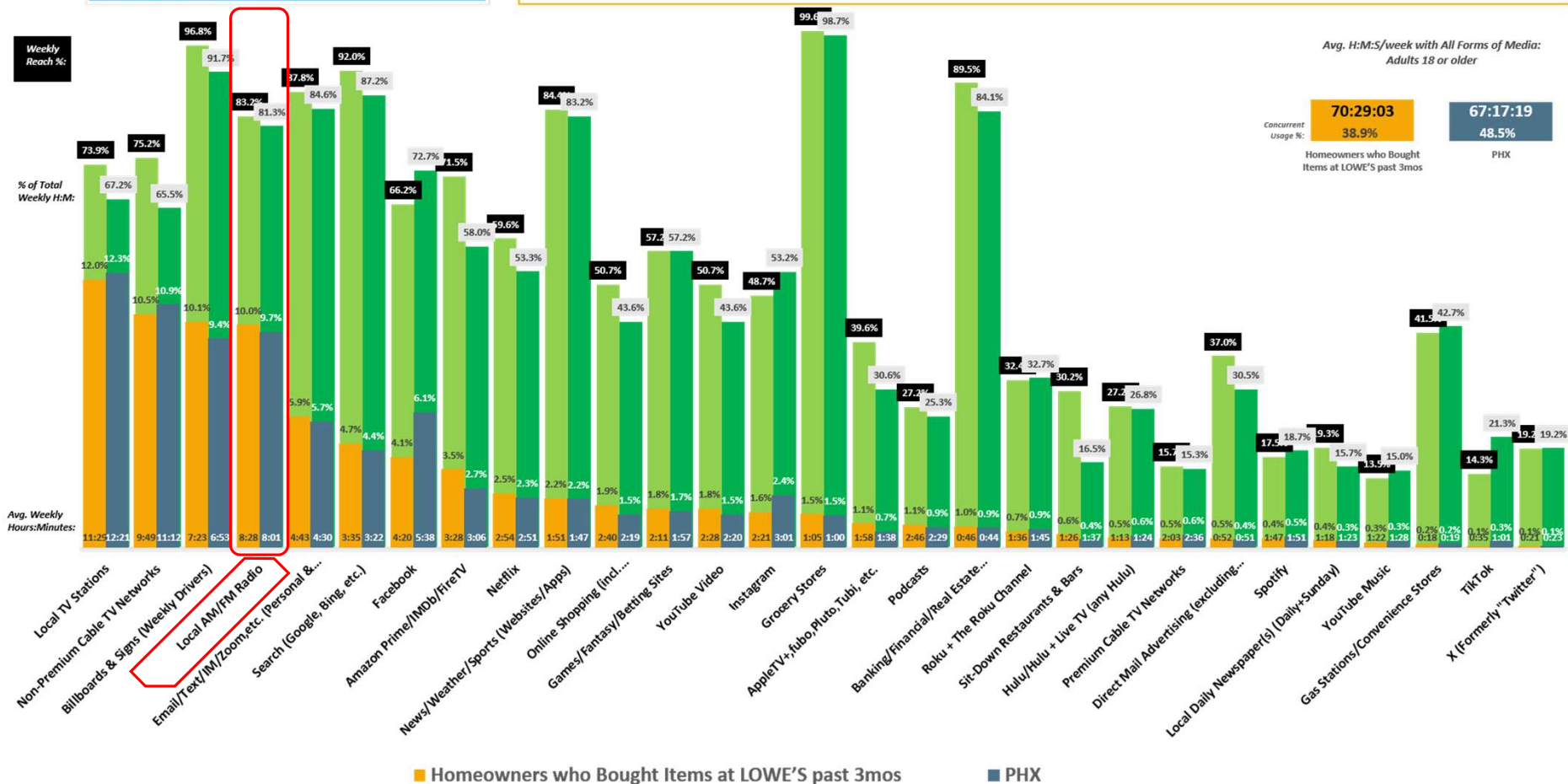


Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 3 days, 5 hours, 16 minutes and 28 seconds each week with All Forms of Media.
 80.9% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an avg. of 8 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



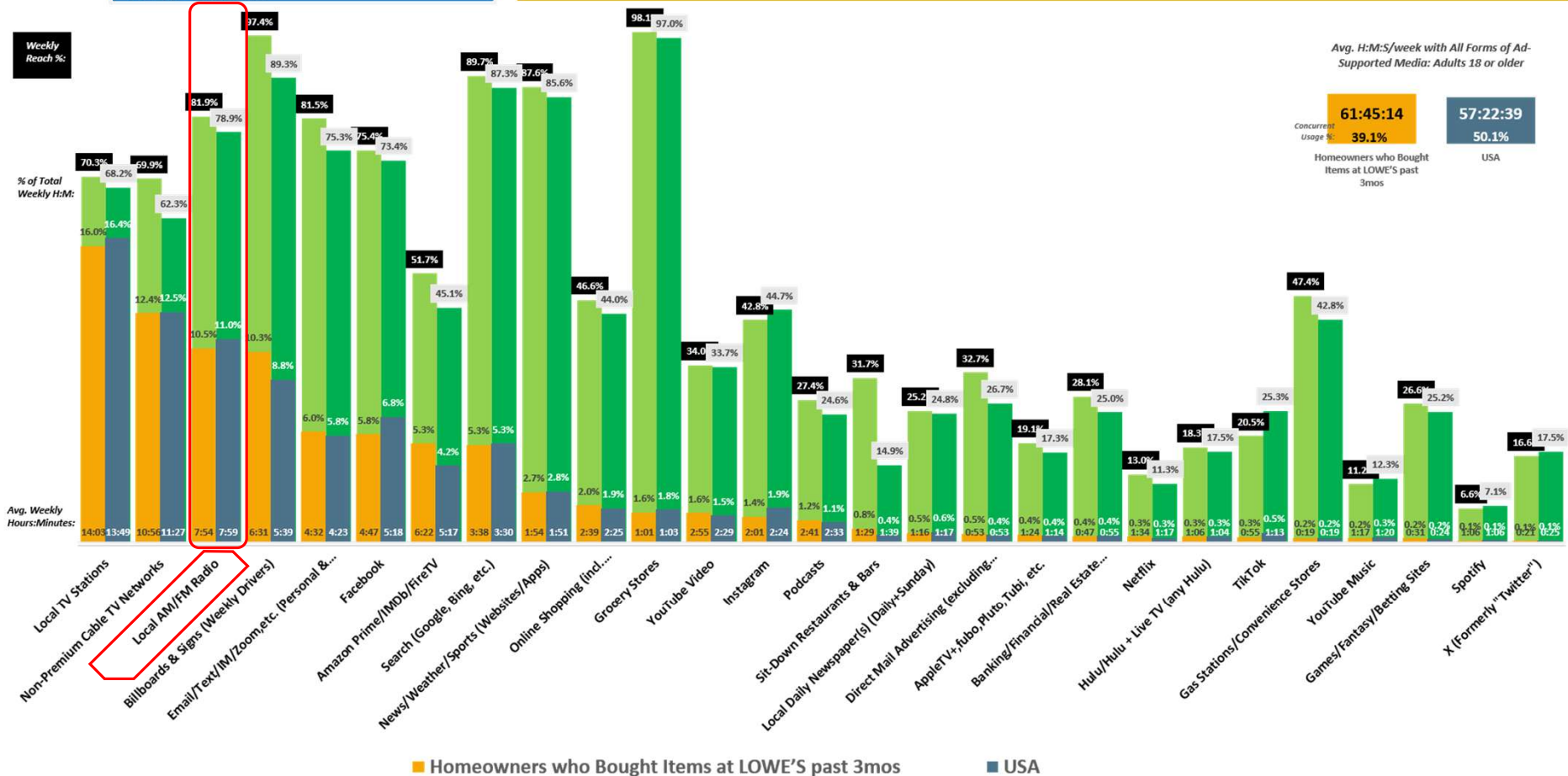


Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 2 days, 22 hours, 29 minutes and 3 seconds each week with All Forms of Media.
 83.2% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an avg. of 8 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



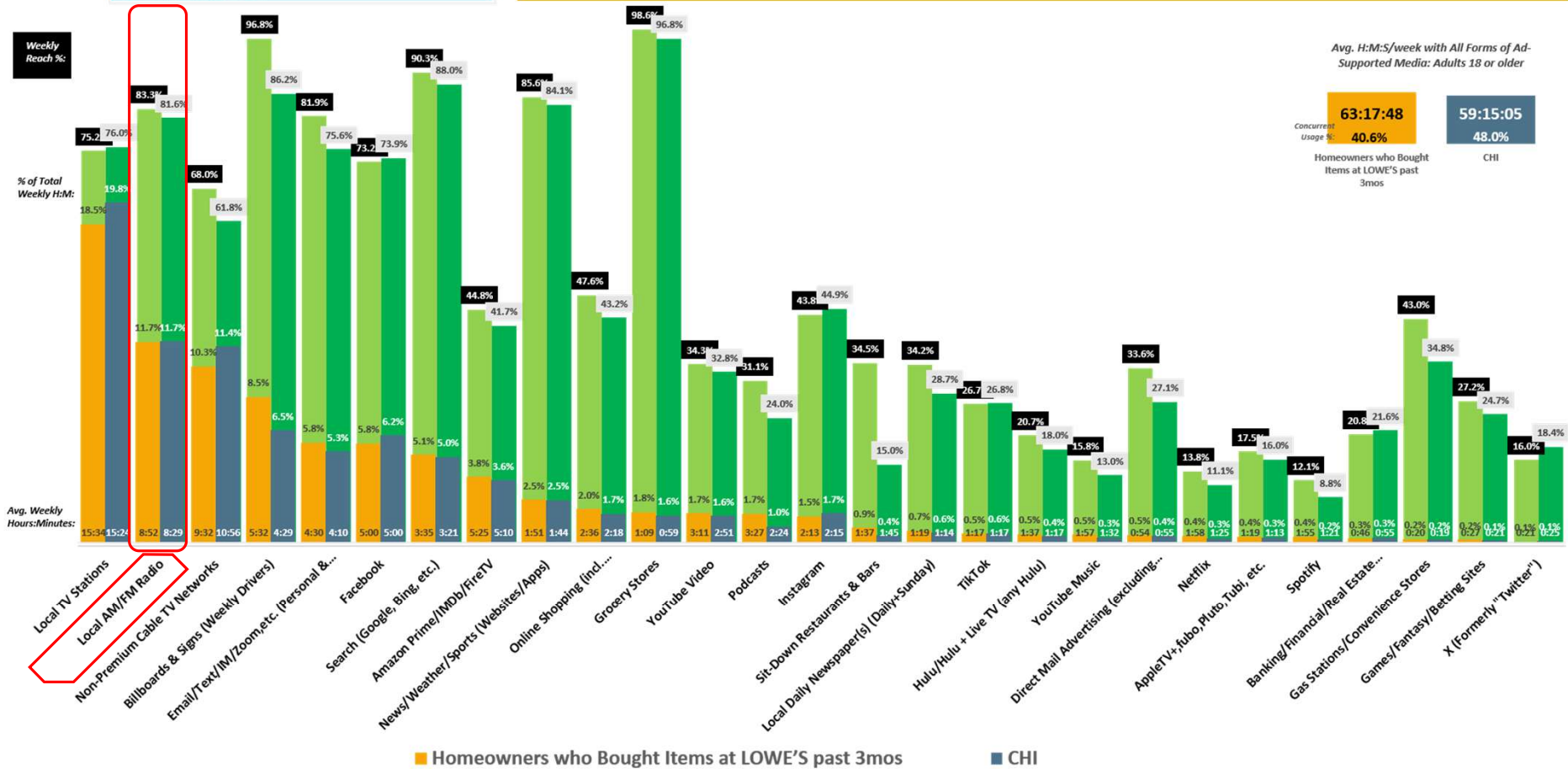


Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 2 days, 13 hours, 45 minutes and 14 seconds each week with All Forms of Ad-Supported Media.
 81.9% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an avg. of 7 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.



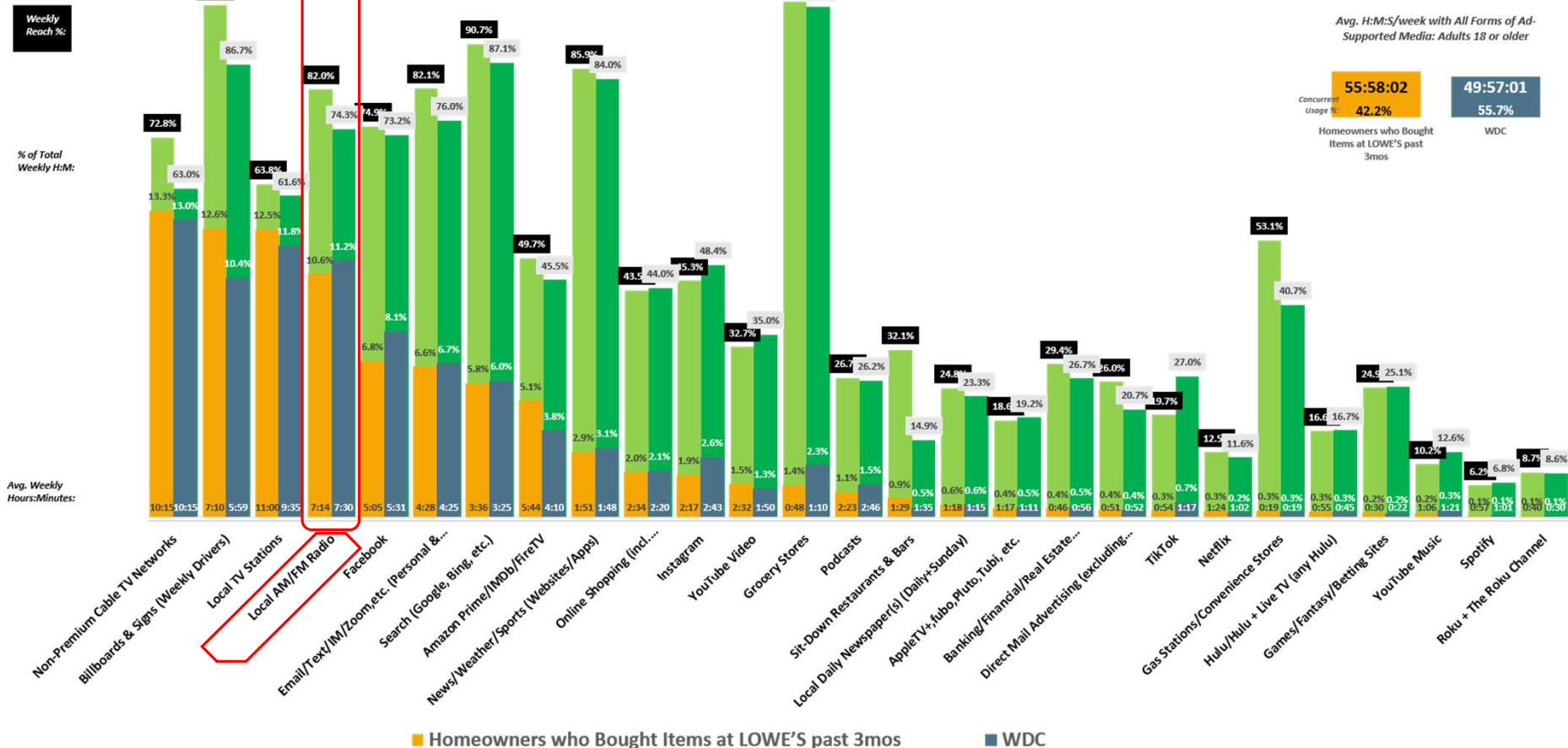


Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 2 days, 15 hours, 17 minutes and 48 seconds each week with All Forms of Ad-Supported Media.
83.3% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an avg. of 8 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Media.



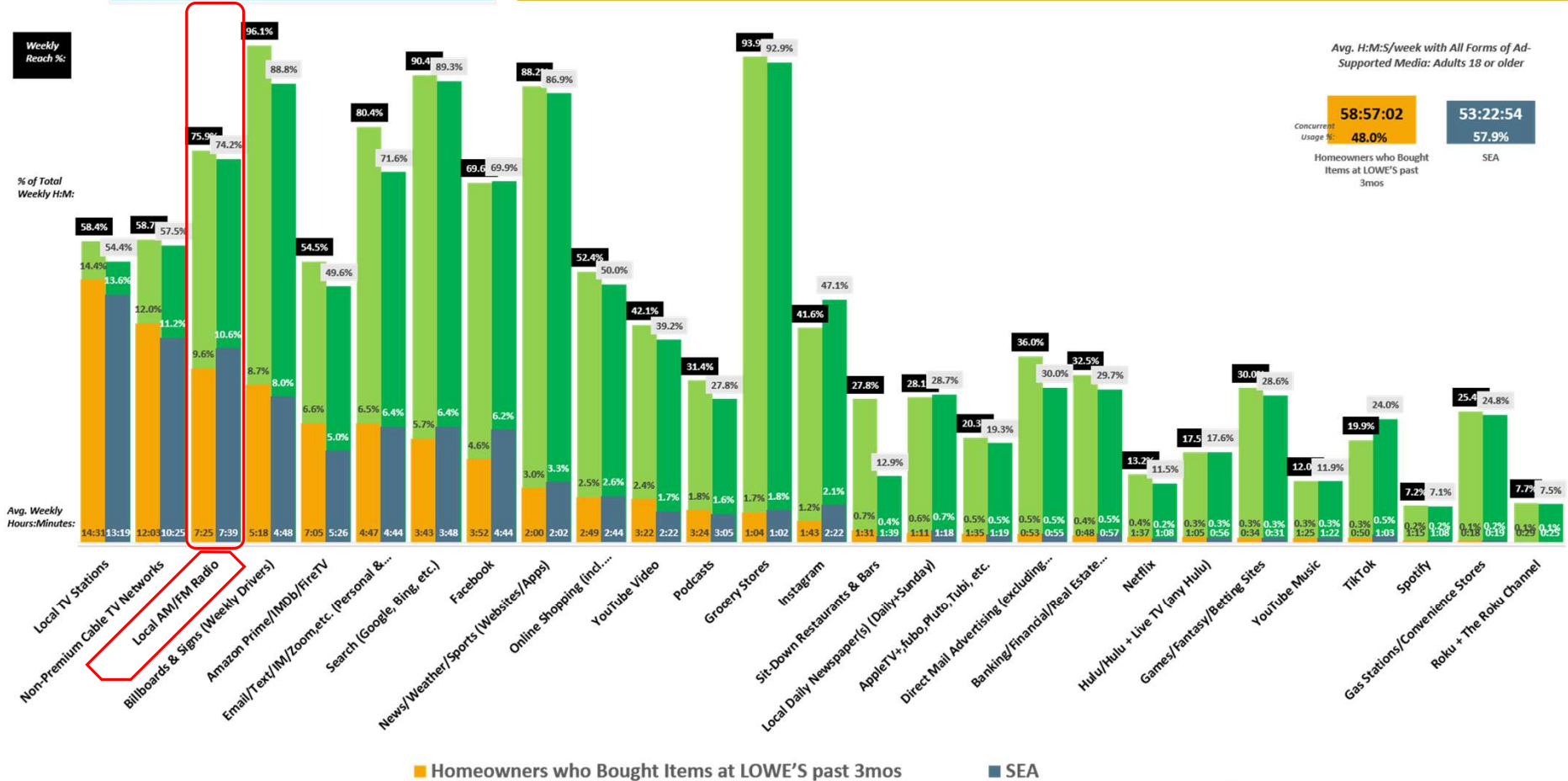


Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 2 days, 7 hours, 58 minutes and 2 seconds each week with All Forms of Ad-Supported Media.
 82.% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an avg. of 7 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media.



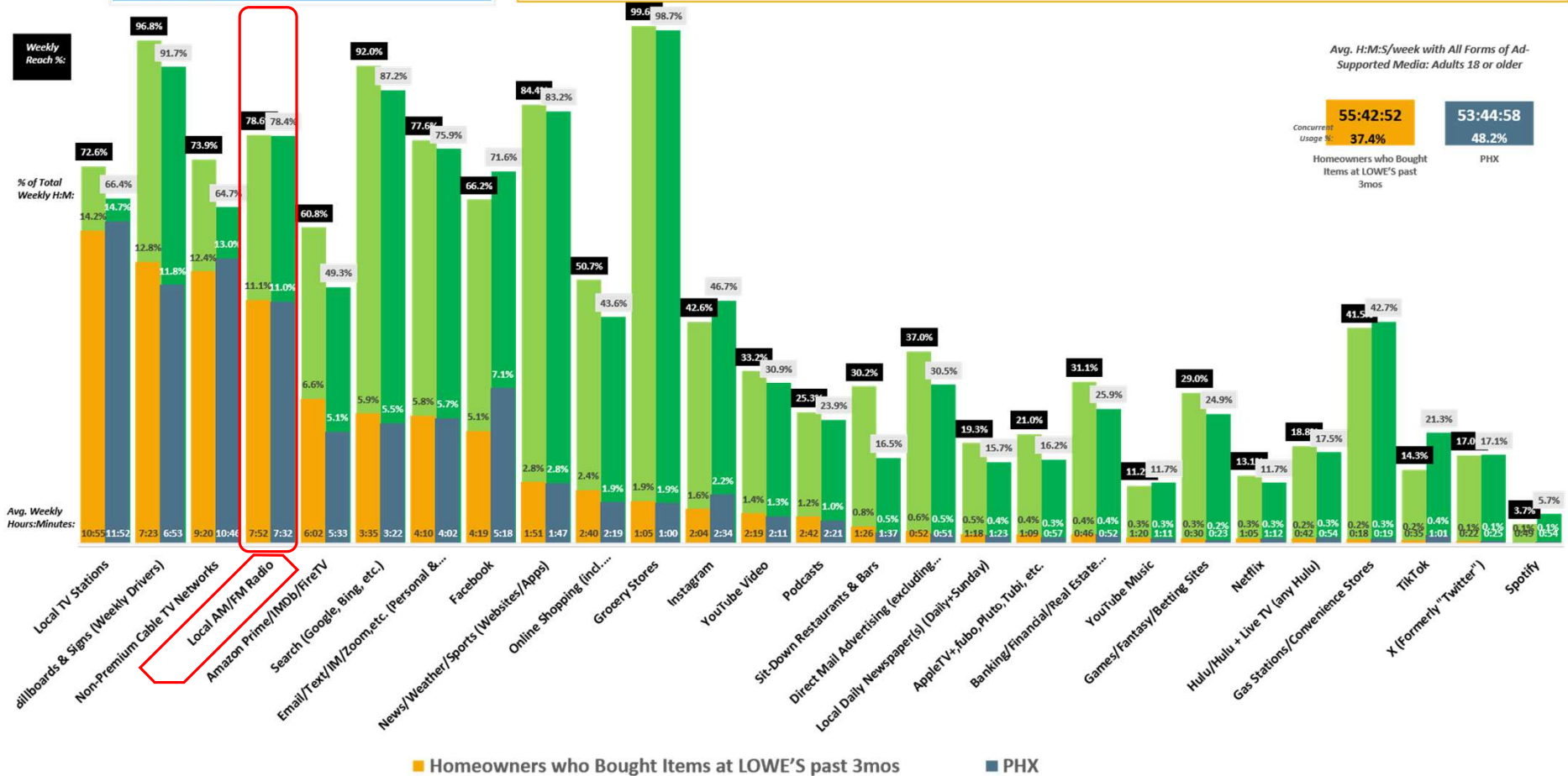


Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 2 days, 10 hours, 57 minutes and 2 seconds each week with All Forms of Ad-Supported Media.
 75.9% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an avg. of 7 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.6% of total time spent with all forms of Ad-Supported Media.





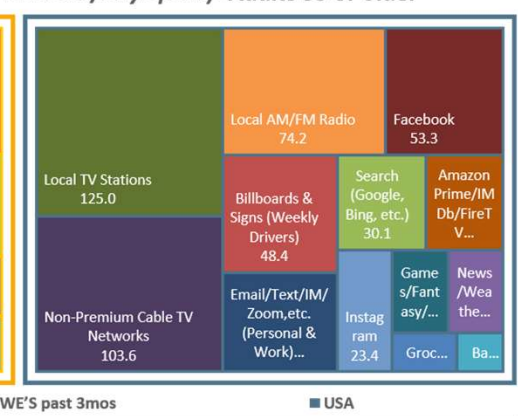
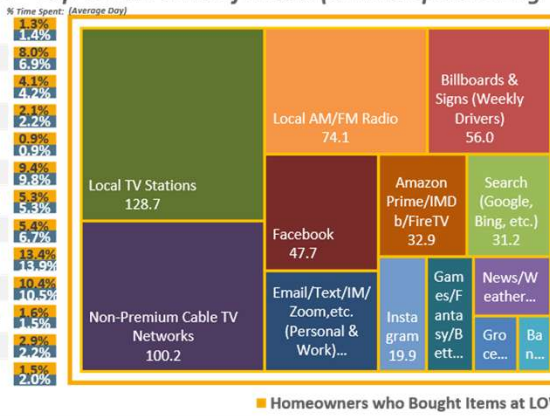
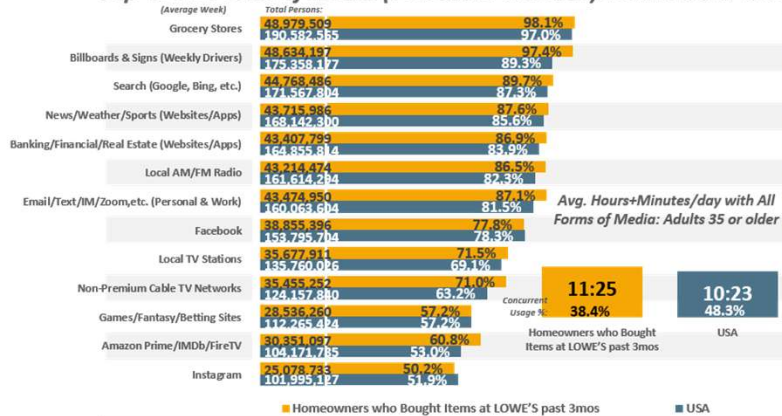
Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 2 days, 7 hours, 42 minutes and 52 seconds each week with All Forms of Ad-Supported Media.
 78.6% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an avg. of 7 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.



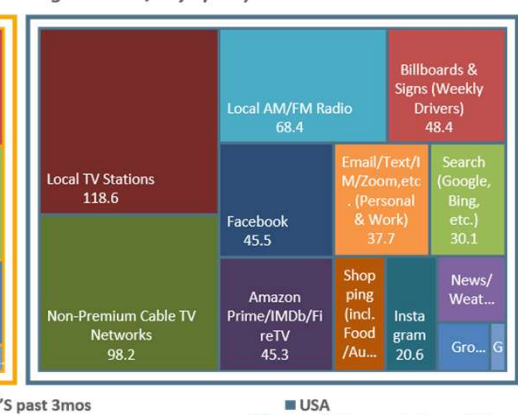
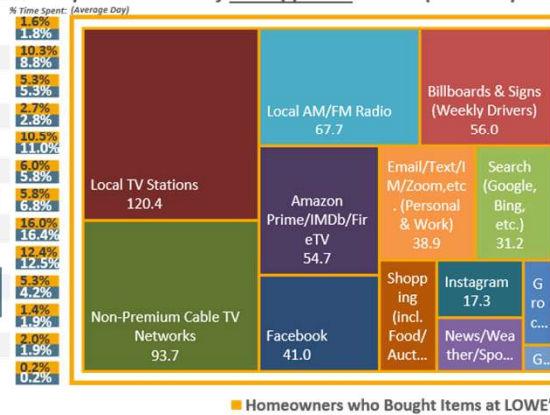
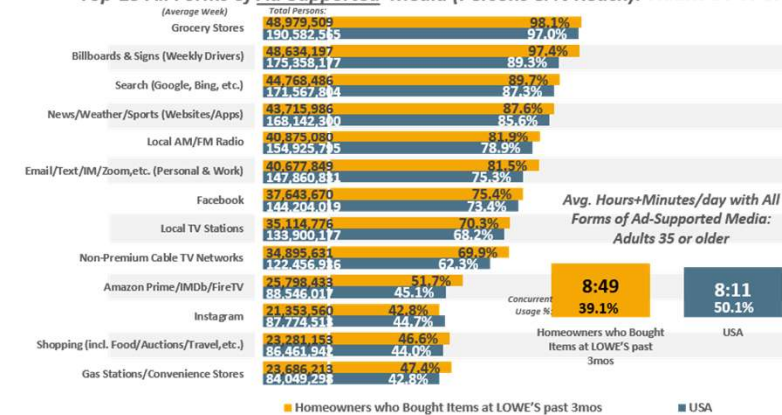


Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 8 hours and 49 minutes each day with All Forms of Ad-Supported Media. 81.9% listen to Local AM/FM Radio for an avg. of 67.7 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

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 5,934
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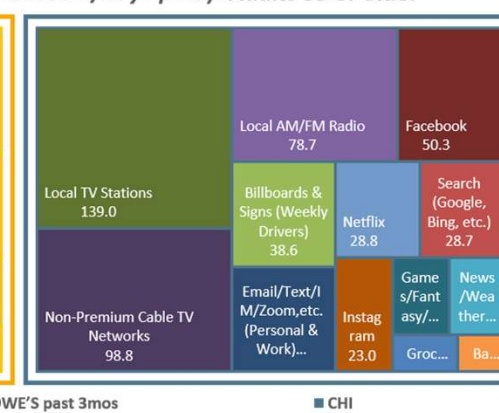
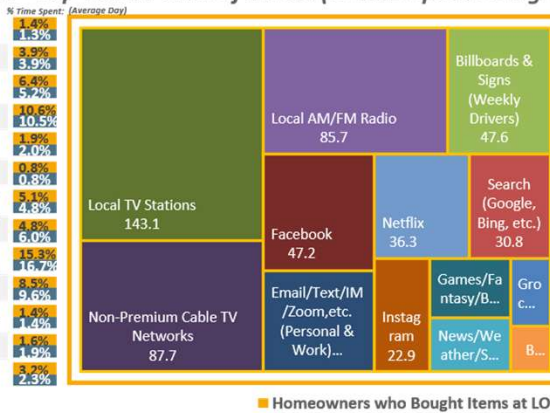
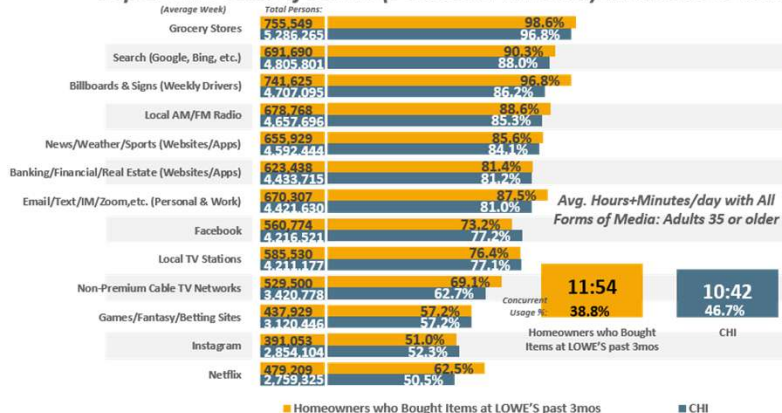
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

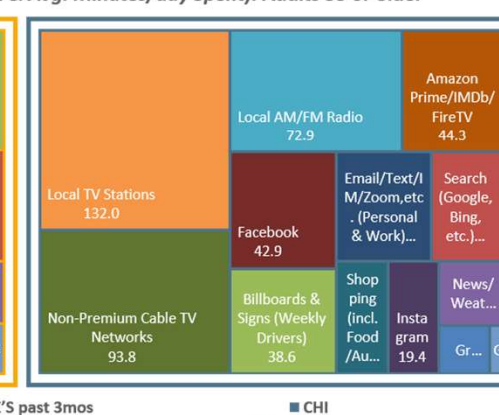
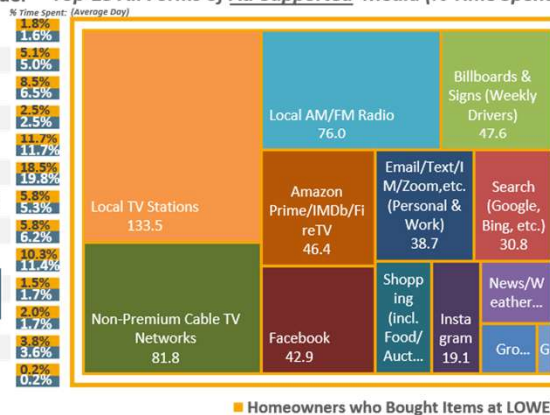
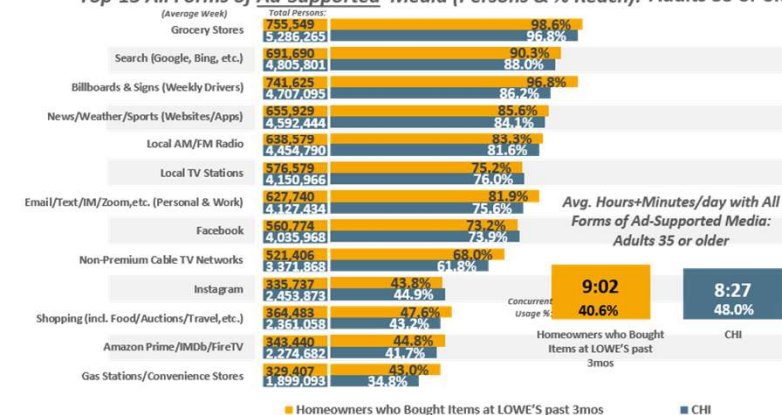


Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 9 hours and 2 minutes each day with All Forms of Ad-Supported Media. 83.3% listen to Local AM/FM Radio for an avg. of 76. minutes/day. (Local Radio delivers 11.7% of Time with Ad-Supported Media.)

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



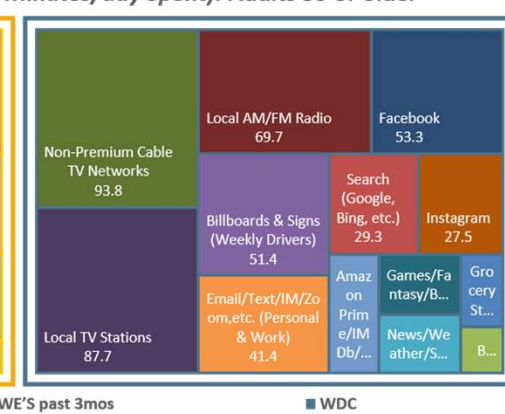
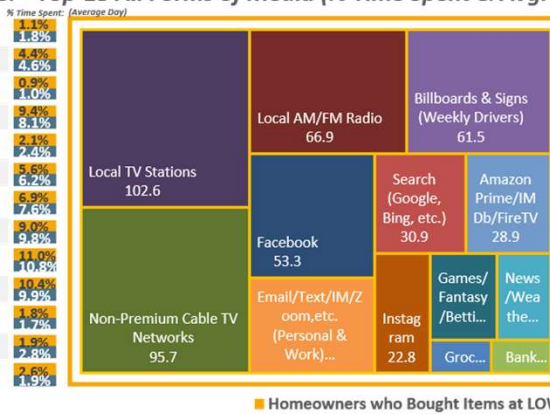
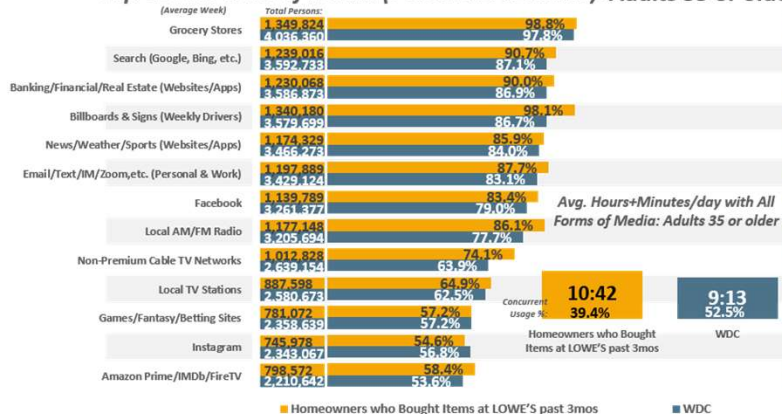
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



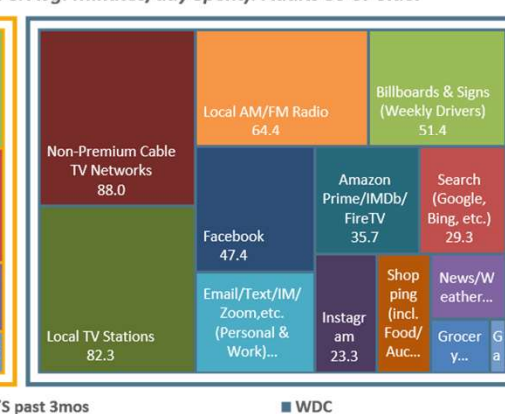
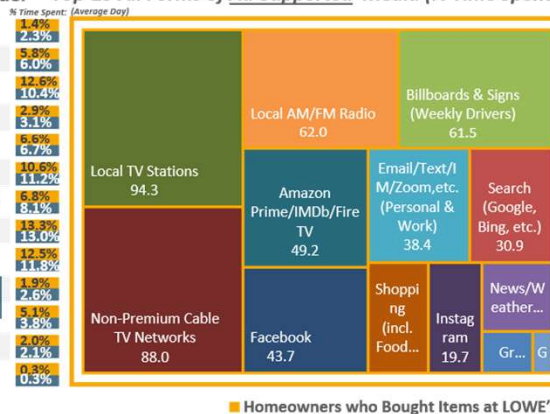
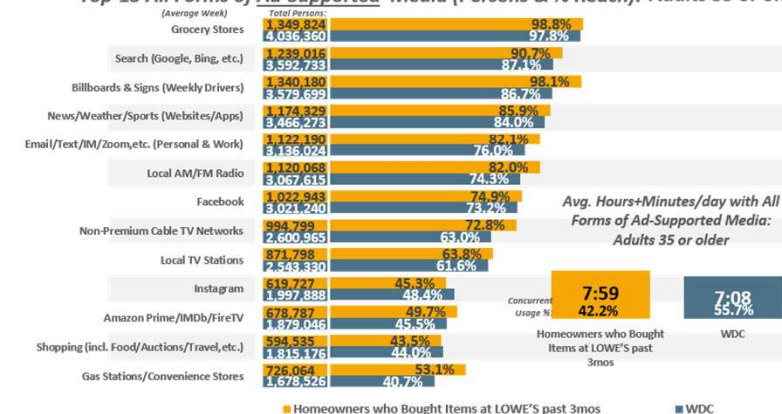


Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 7 hours and 59 minutes each day with All Forms of Ad-Supported Media. 82.% listen to Local AM/FM Radio for an avg. of 62. minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

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



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



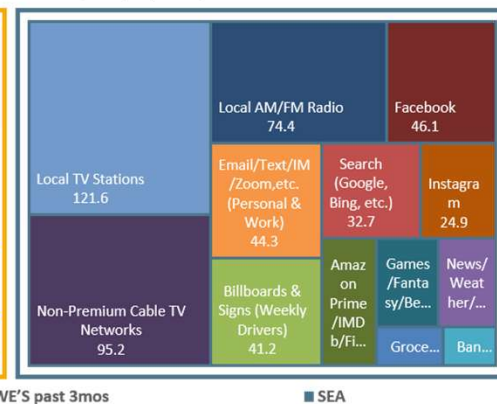
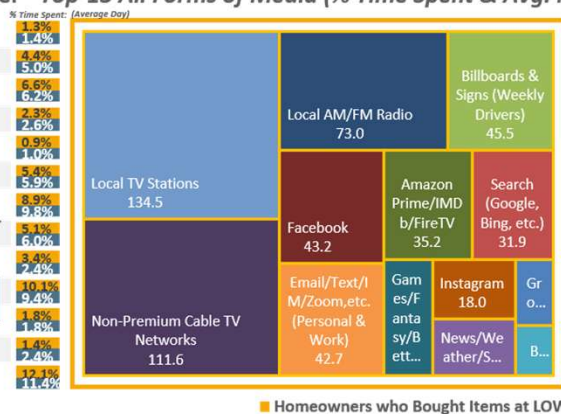
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,702
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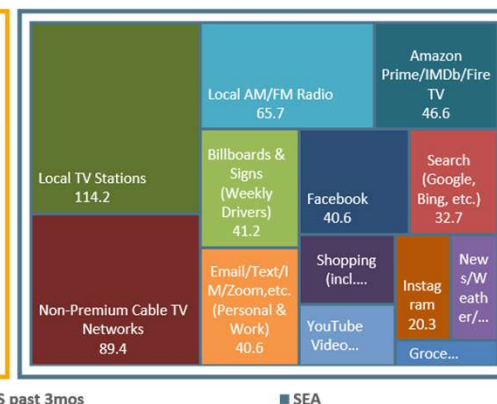
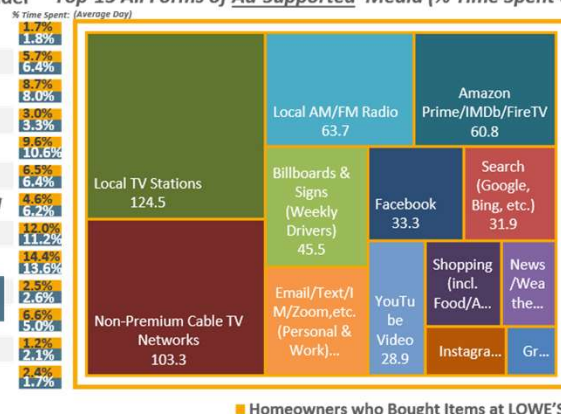
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,043
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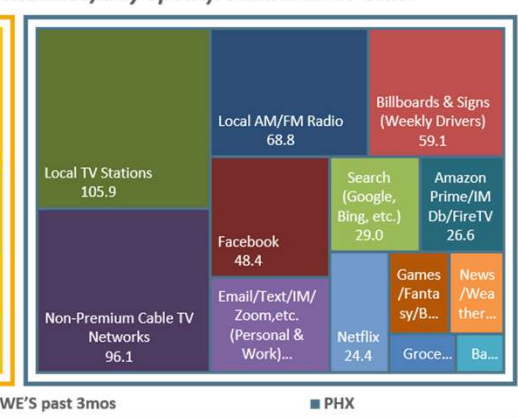
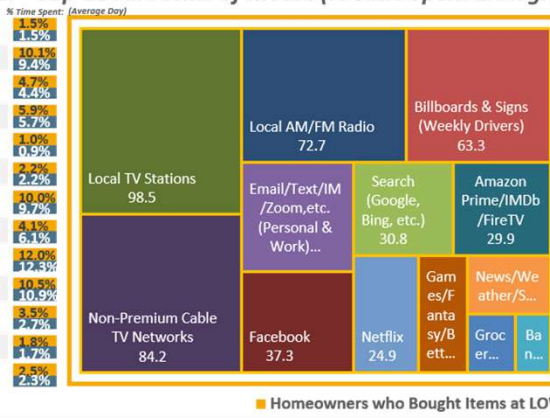
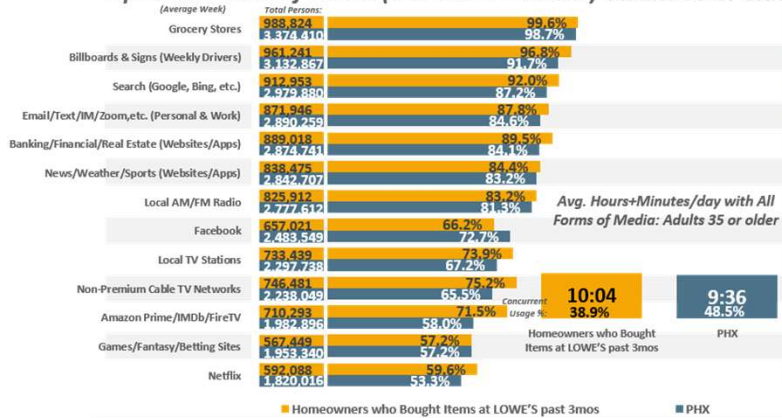
■ SEA
soefa.ai Share of Everything
for Anything.

[(Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's)]

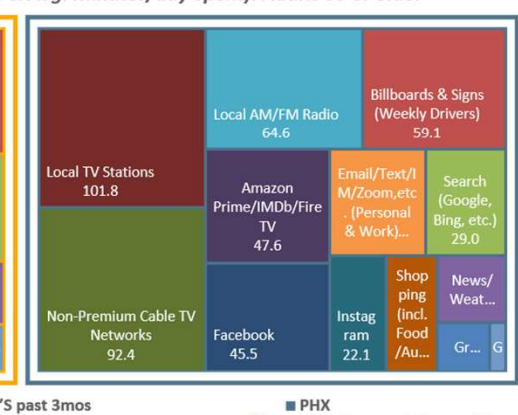
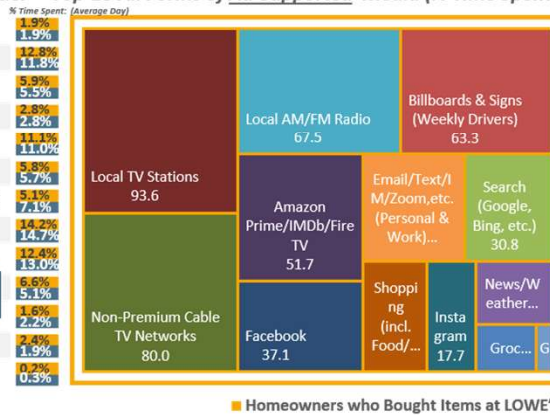
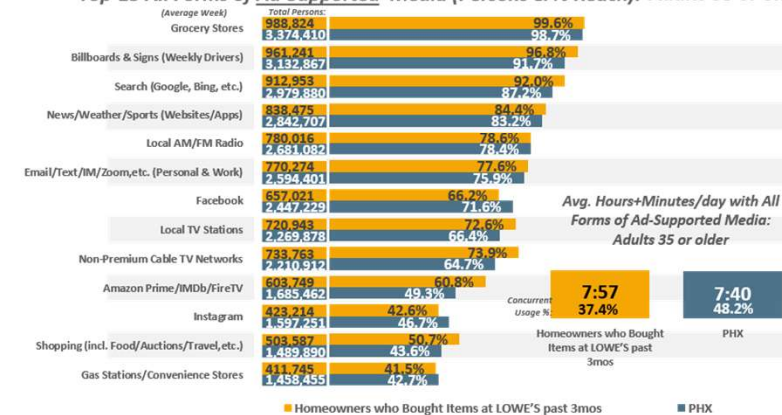


Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 7 hours and 57 minutes each day with All Forms of Ad-Supported Media. 78.6% listen to Local AM/FM Radio for an avg. of 67.5 minutes/day. (Local Radio delivers 11.1% of Time with Ad-Supported Media.)

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 535
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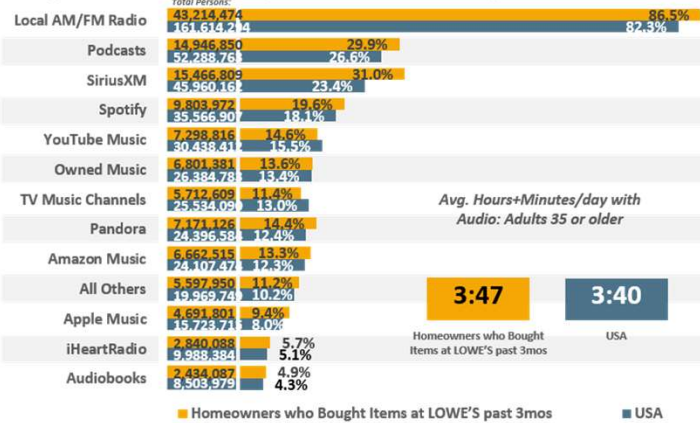
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

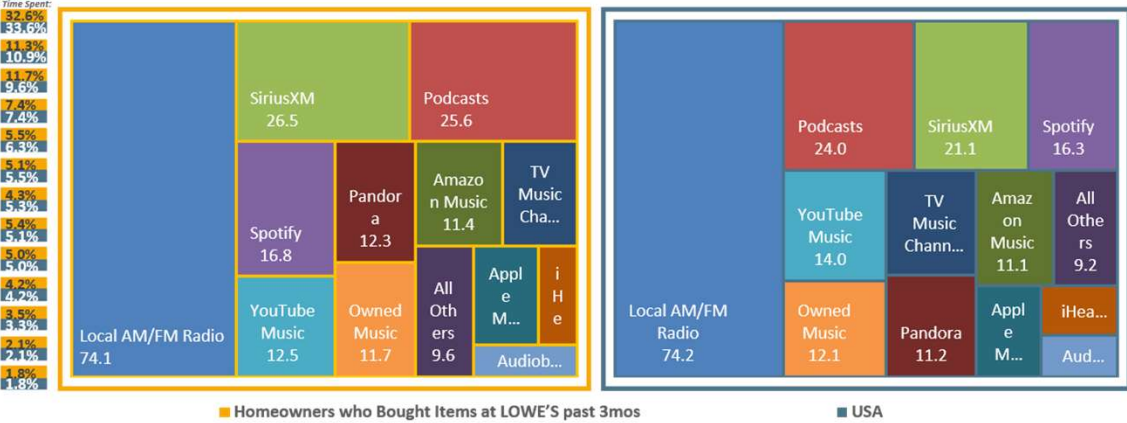


40,875,080 or 81.9% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 67.7 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.

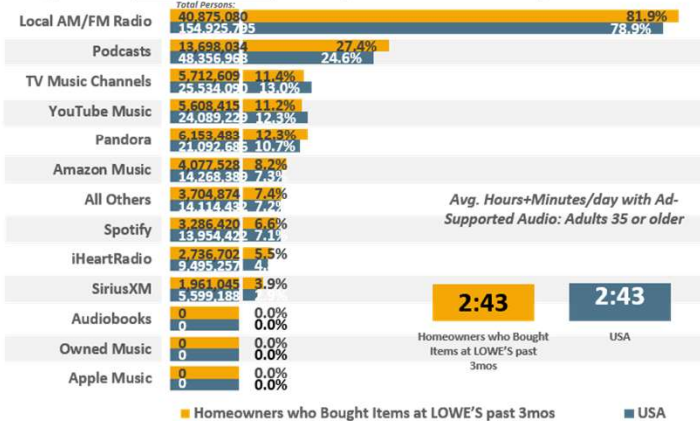
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



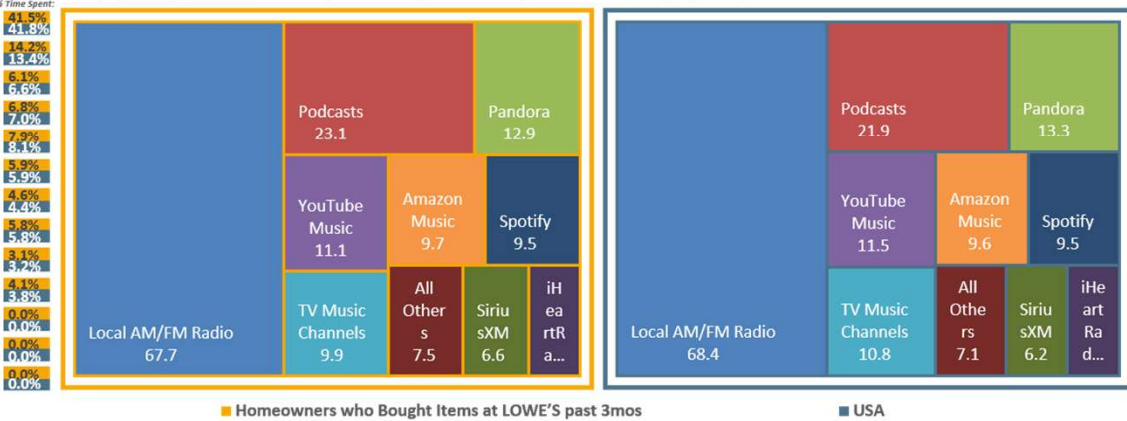
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,934
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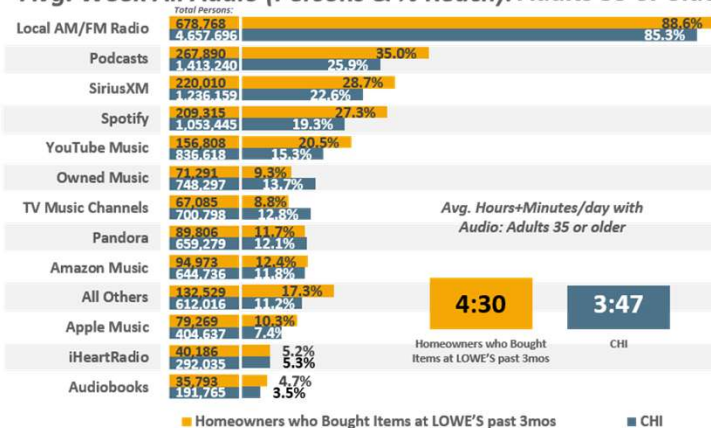
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

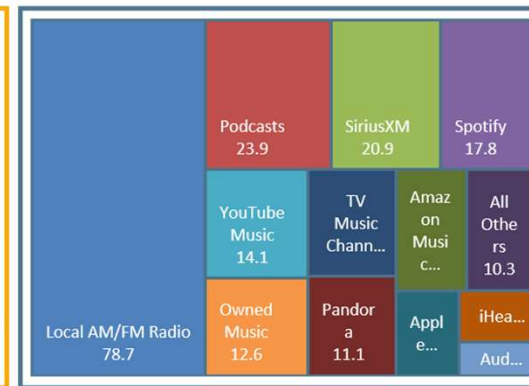
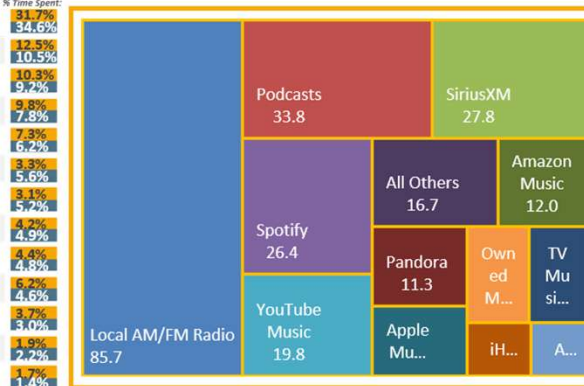


638,579 or 83.3% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 76. minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.

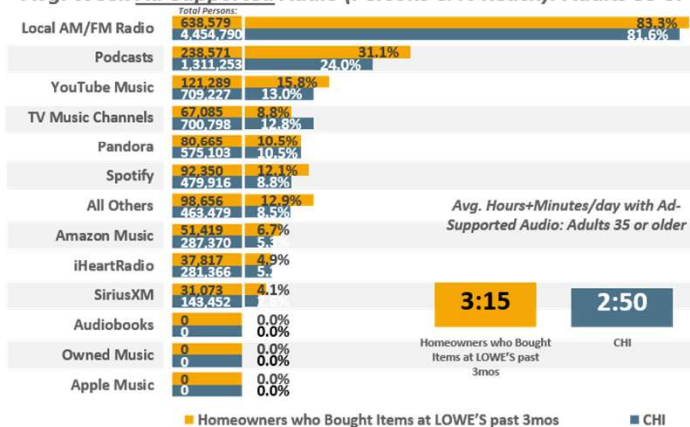
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



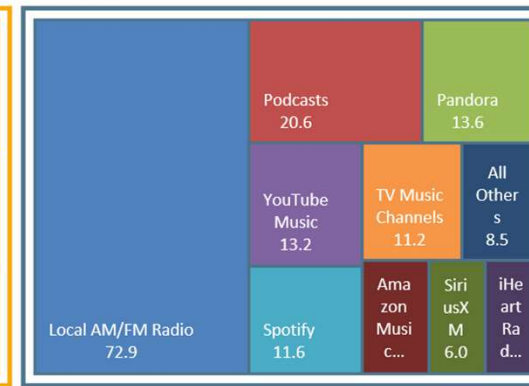
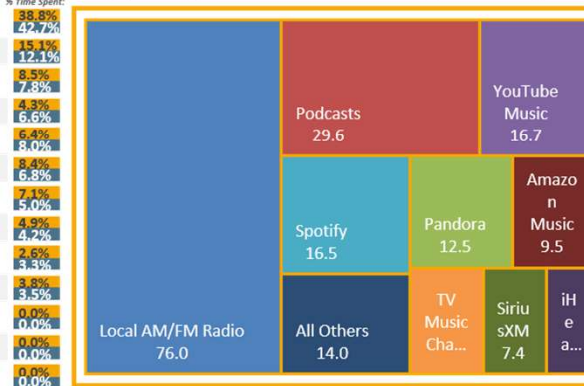
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



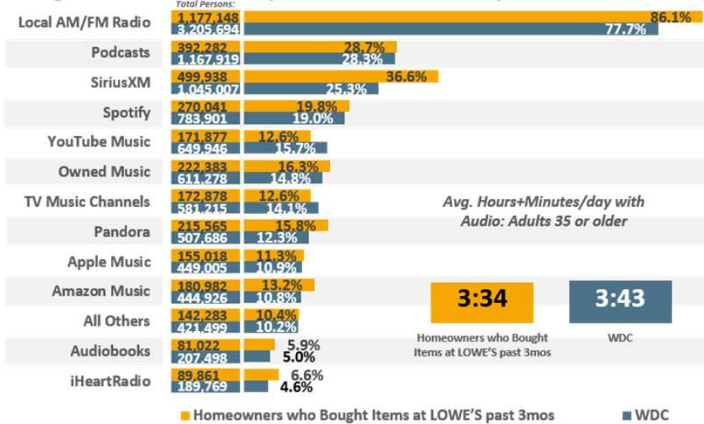
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



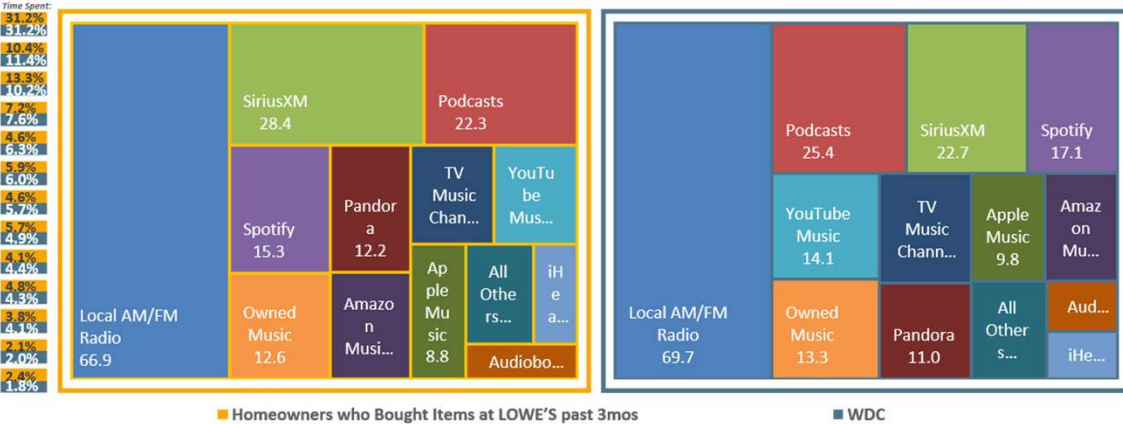


1,120,068 or 82.% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.

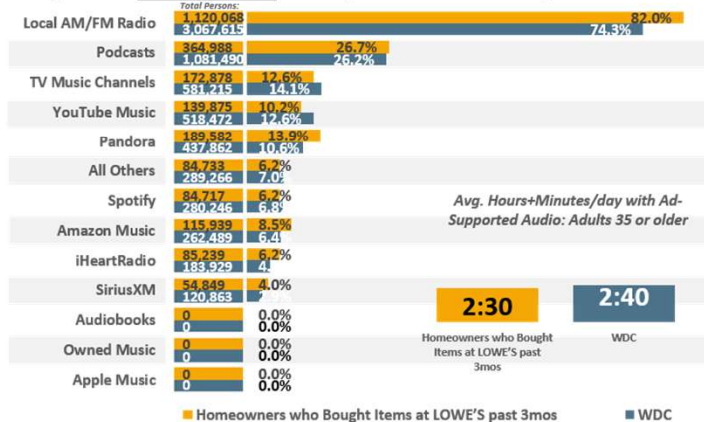
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



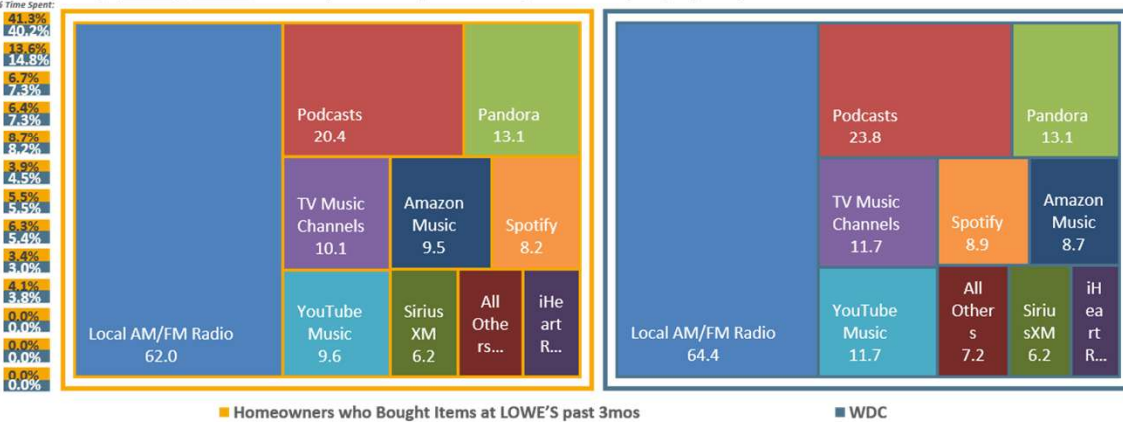
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,702
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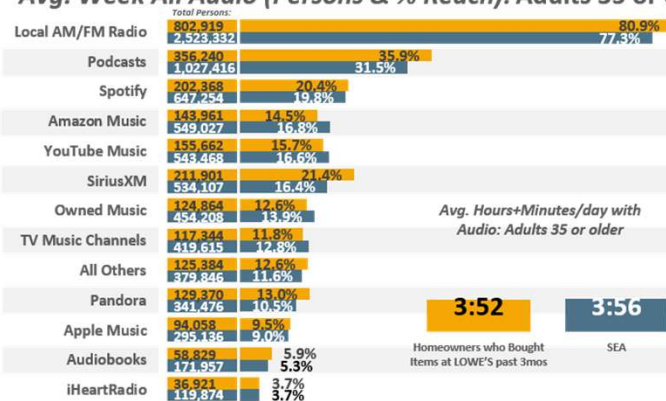
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

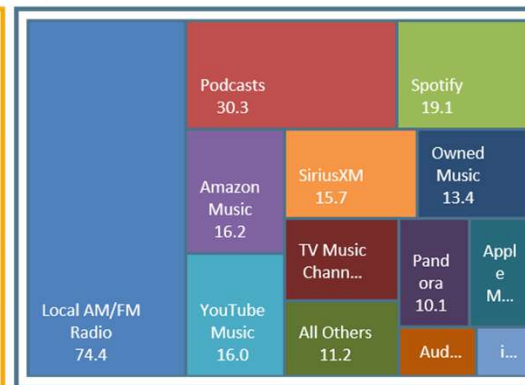
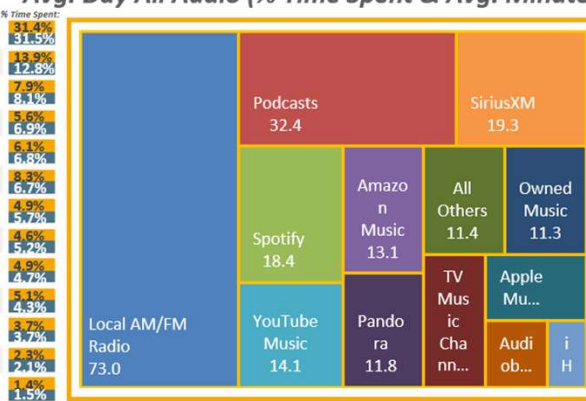


752,948 or 75.9% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 63.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.

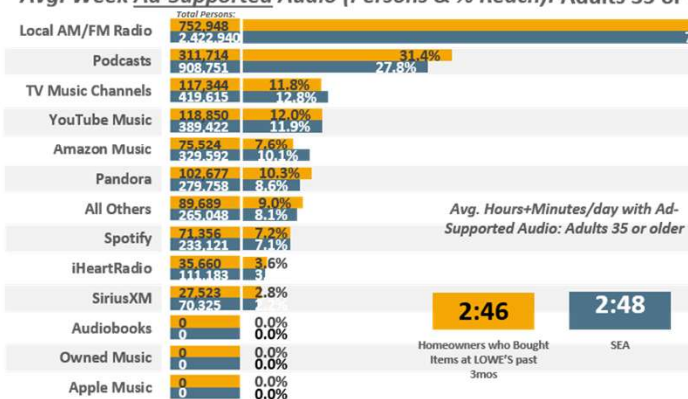
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



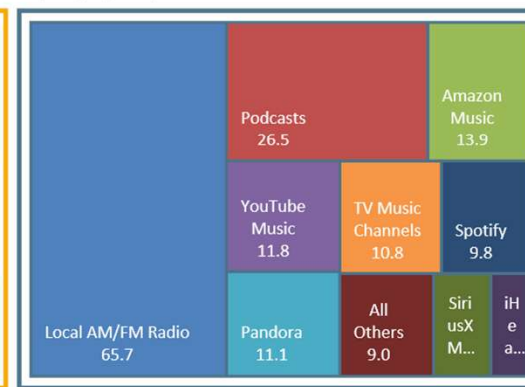
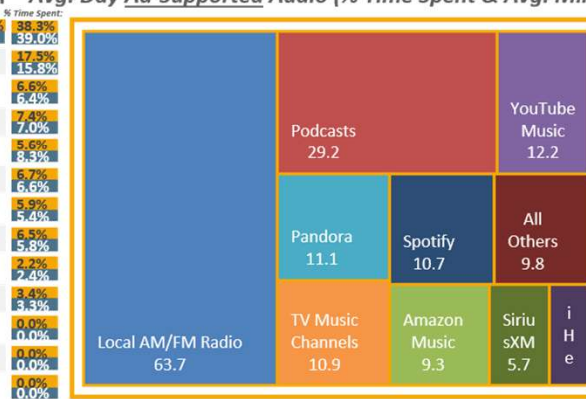
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



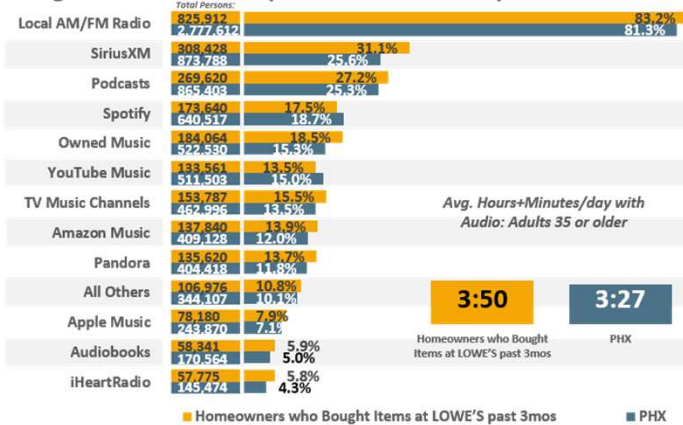
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



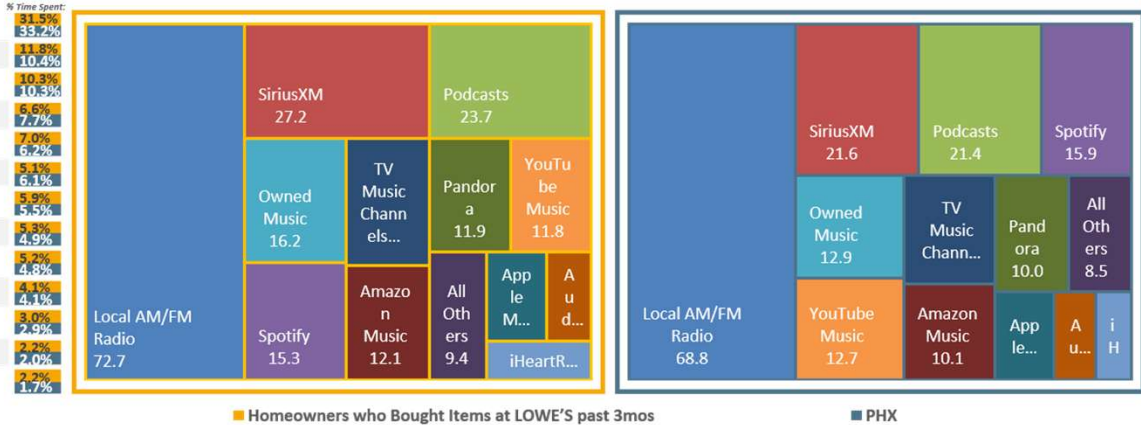


780,016 or 78.6% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 67.5 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.

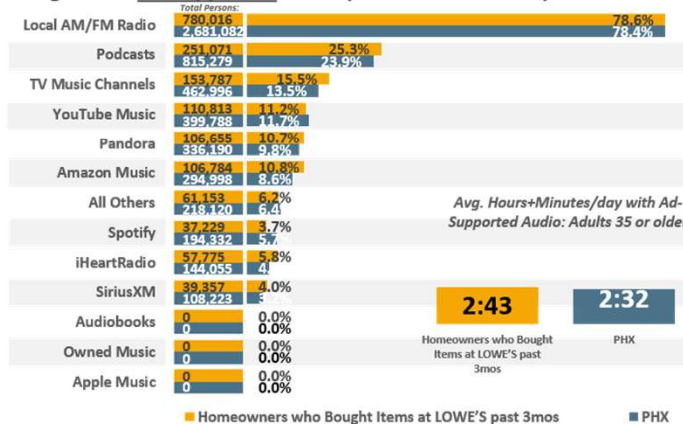
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



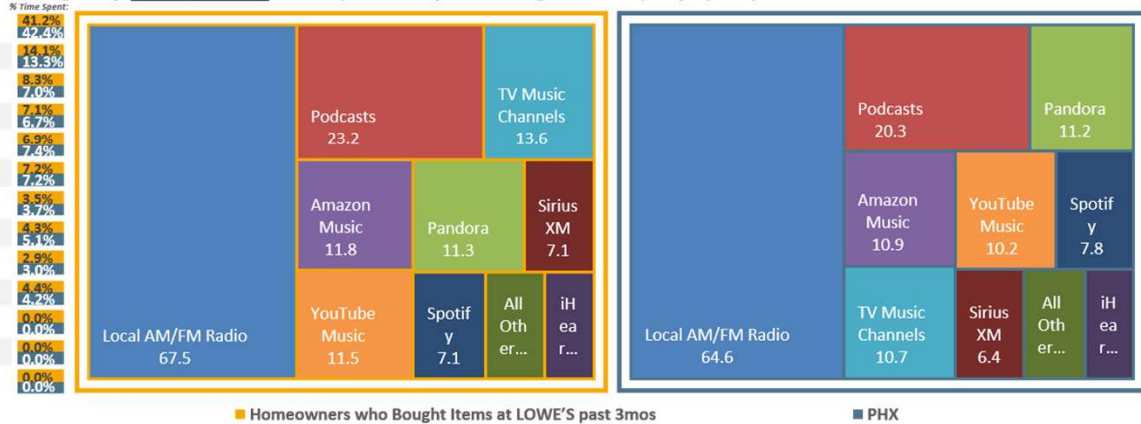
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

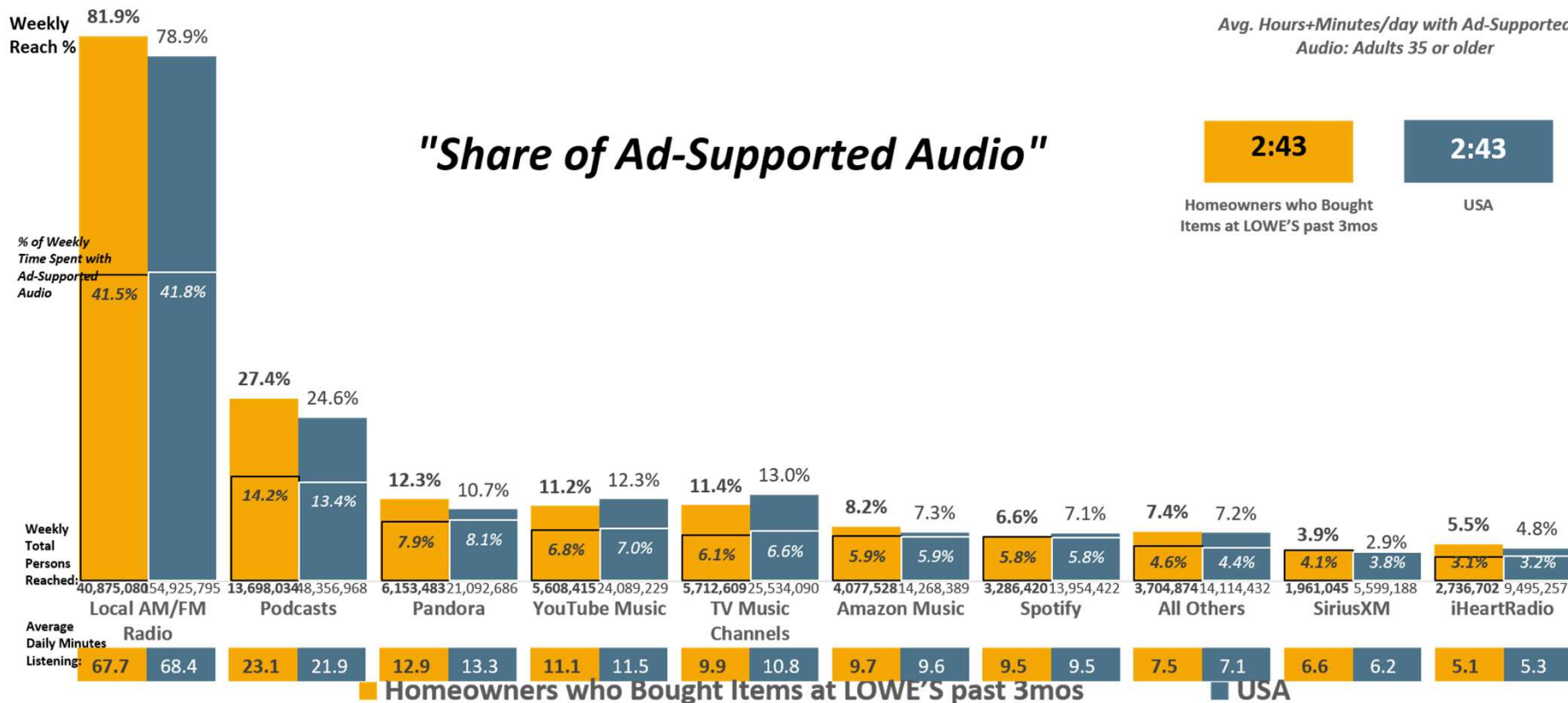


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



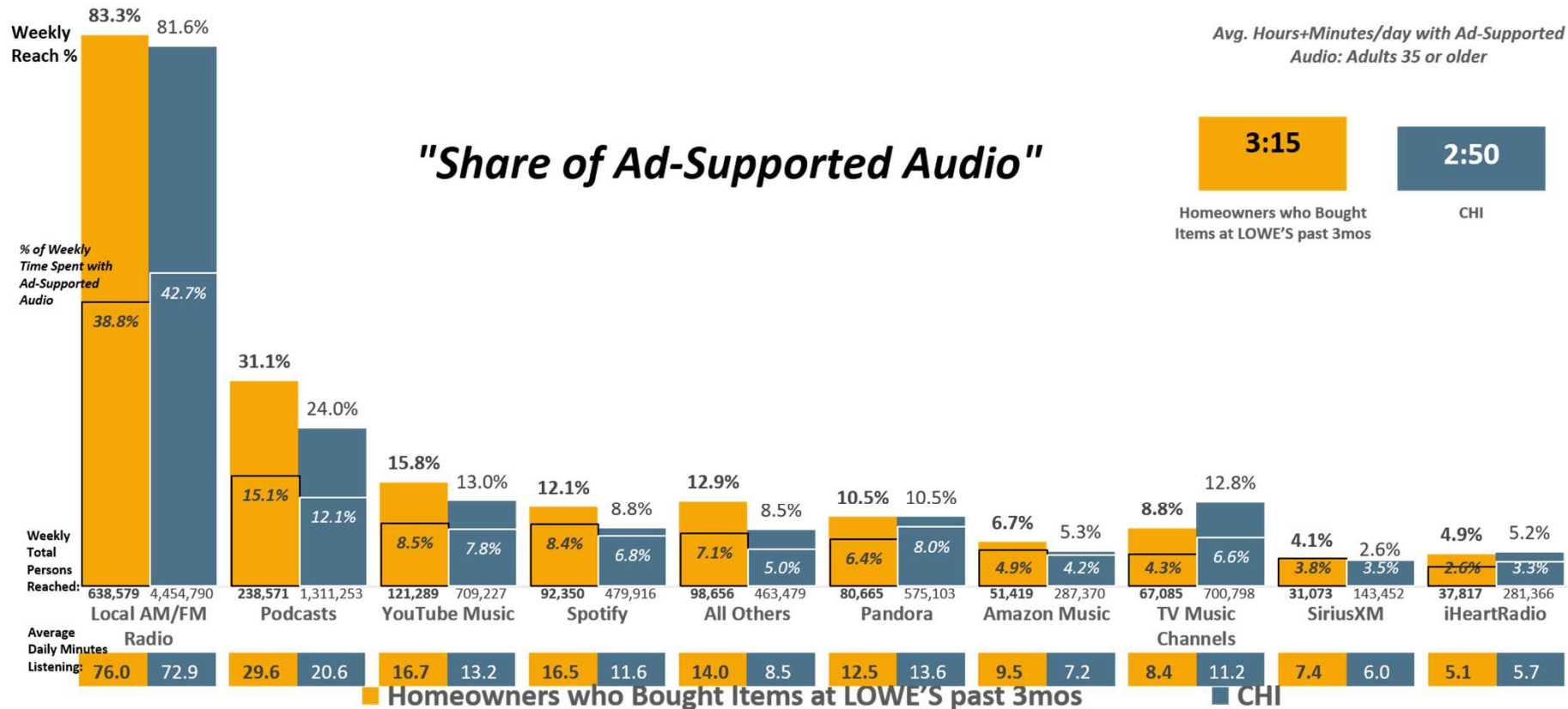


40,875,080 or 81.9% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 67.7 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.



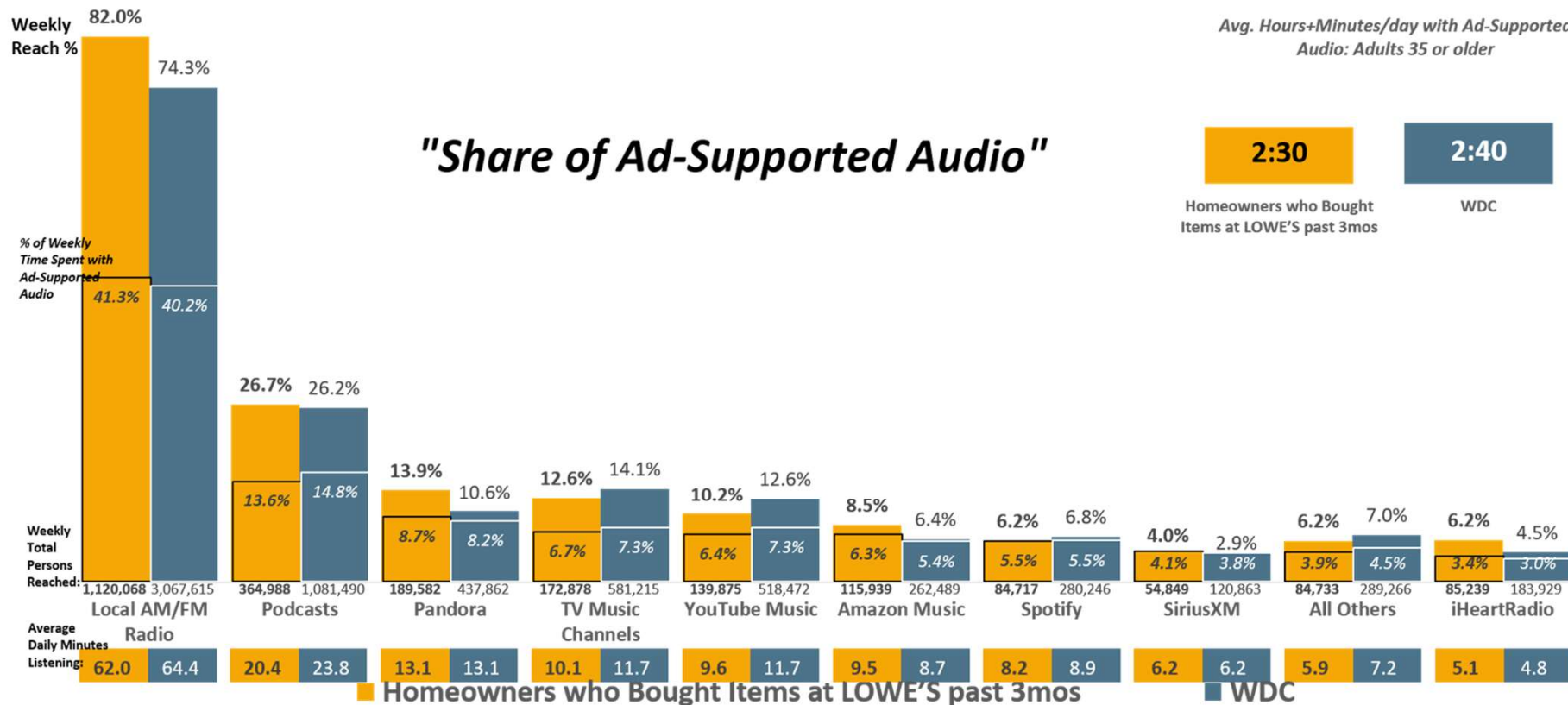


638,579 or 83.3% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 76. minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.



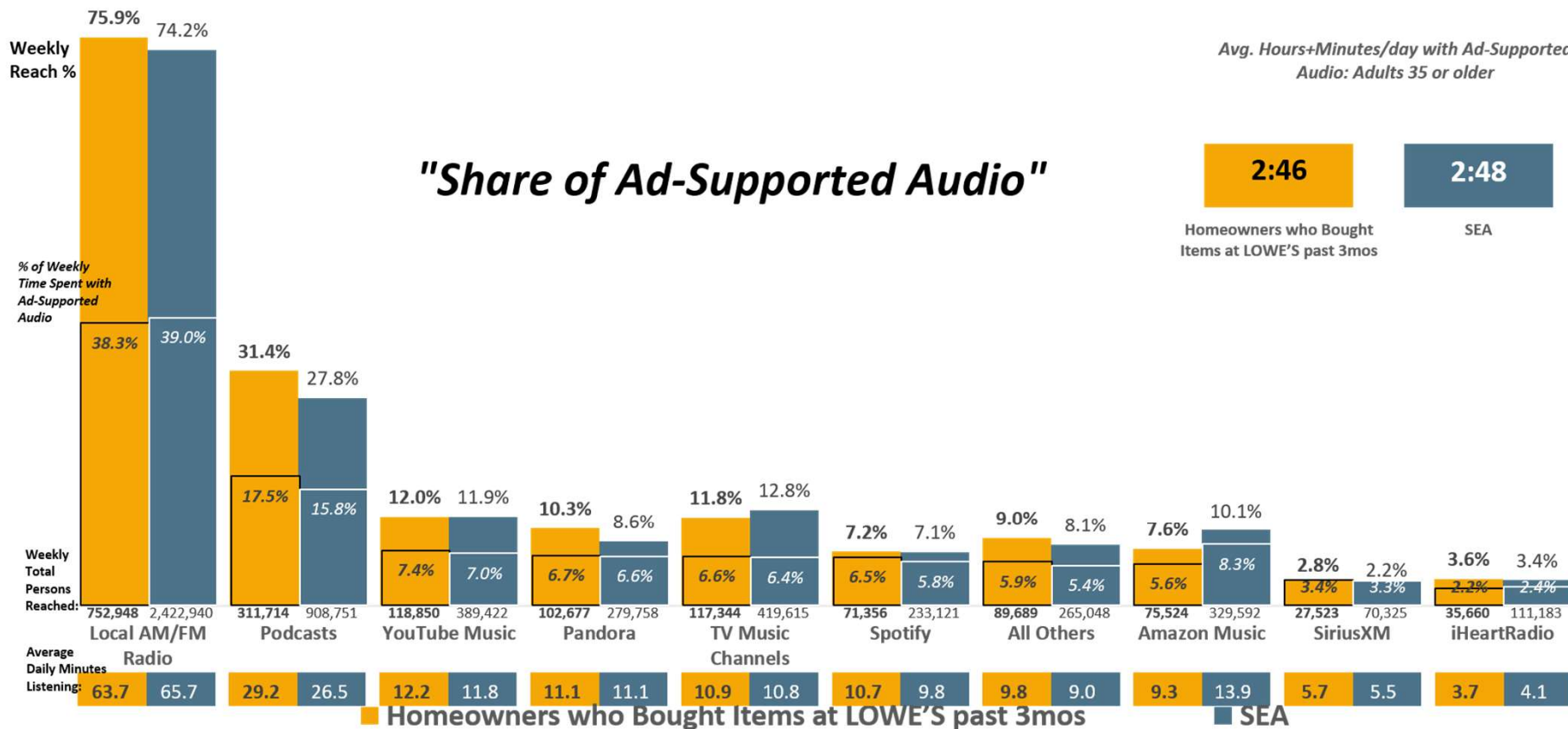


1,120,068 or 82.0% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.



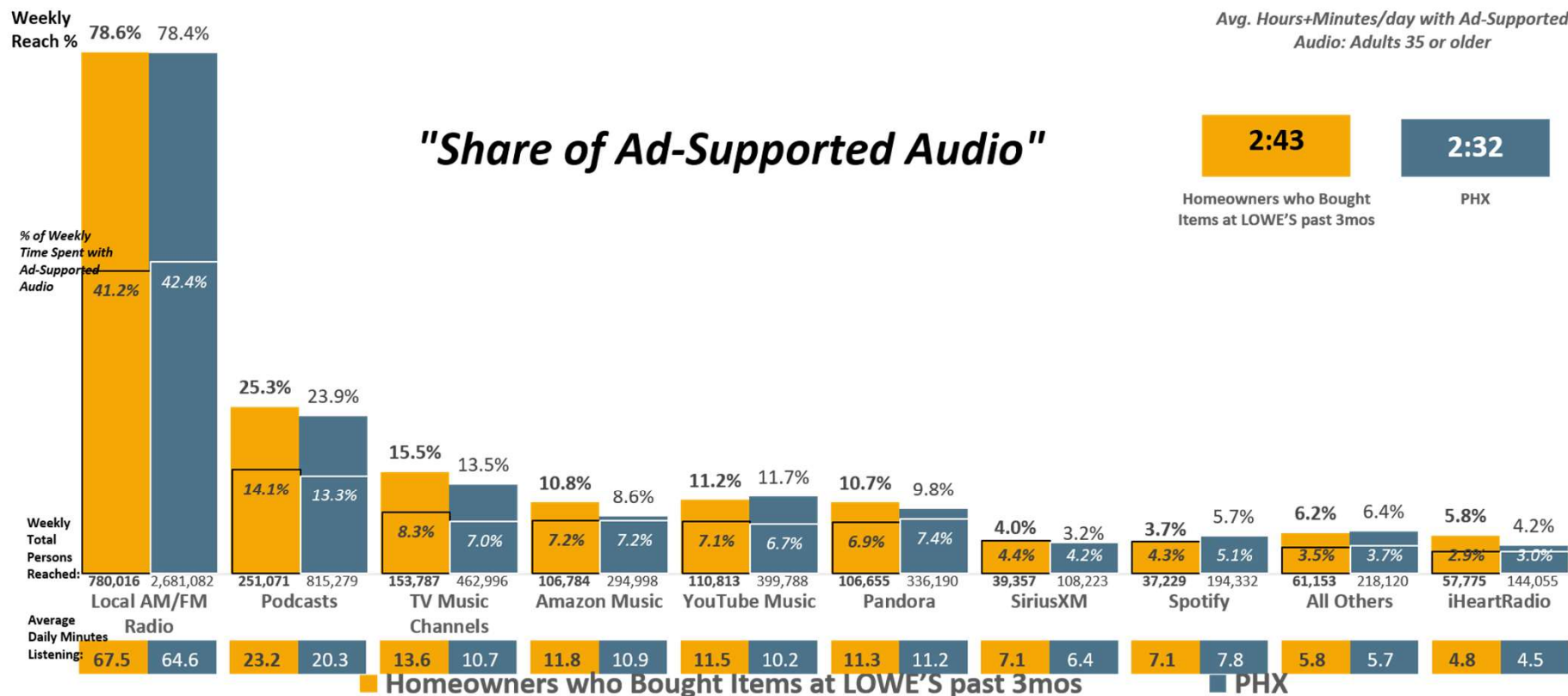


752,948 or 75.9% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 63.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.





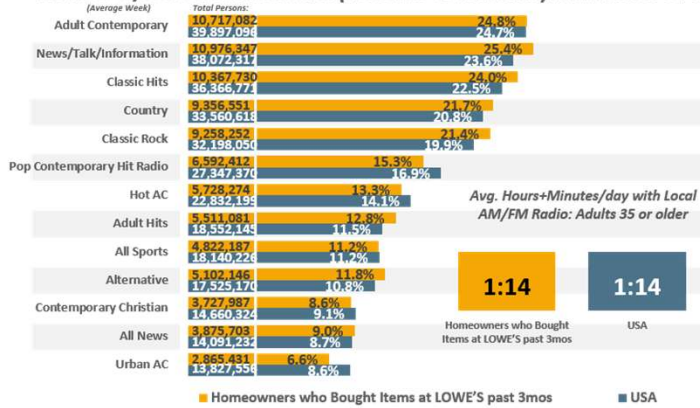
780,016 or 78.6% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 67.5 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.



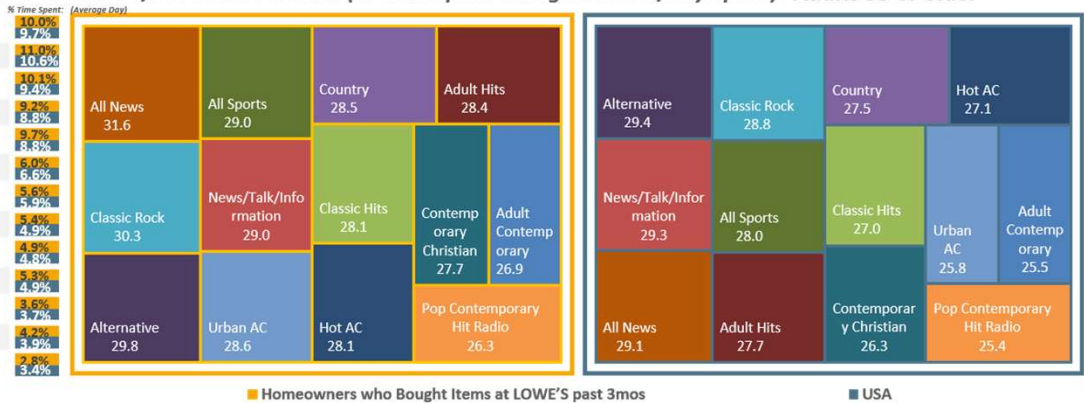


40,875,080 or 81.9% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

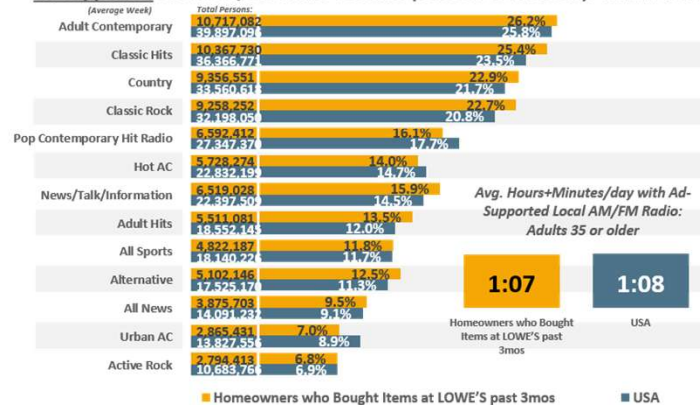
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



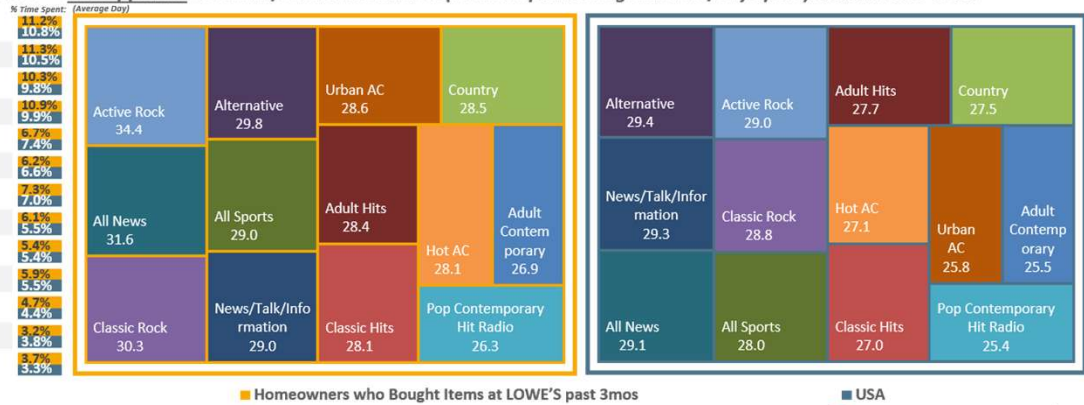
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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 5,934
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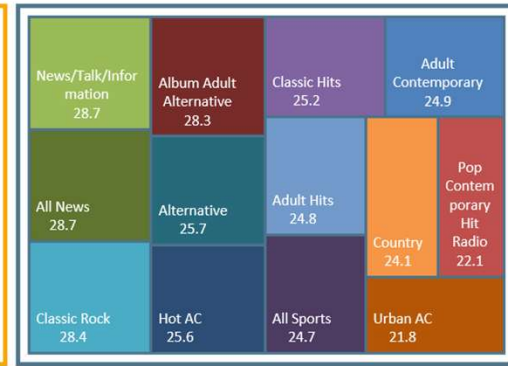
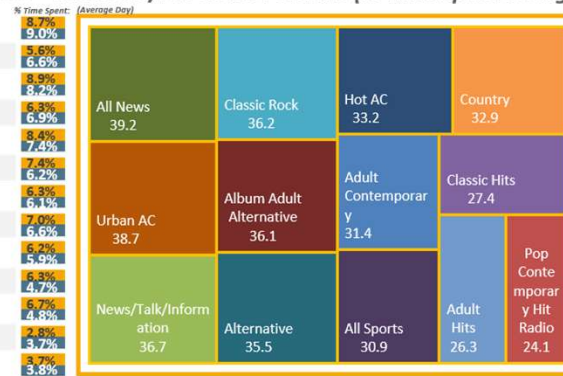
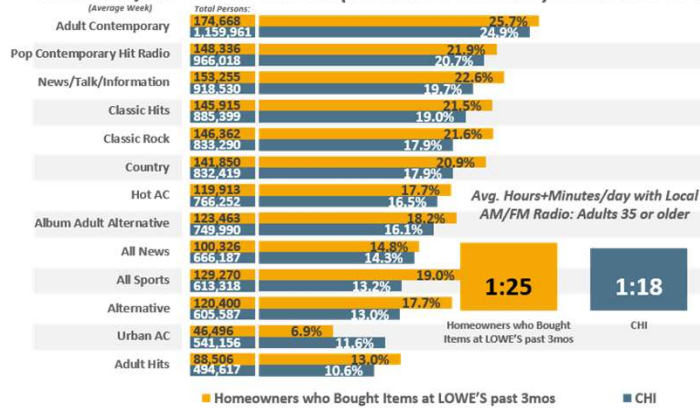
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

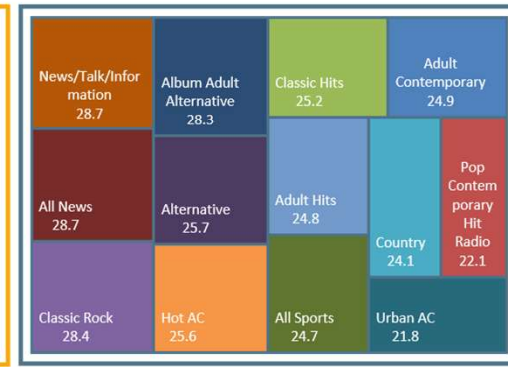
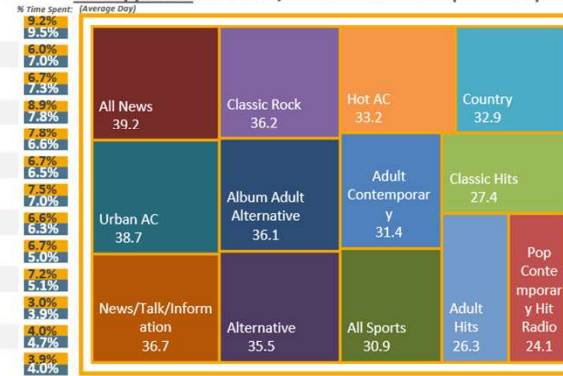
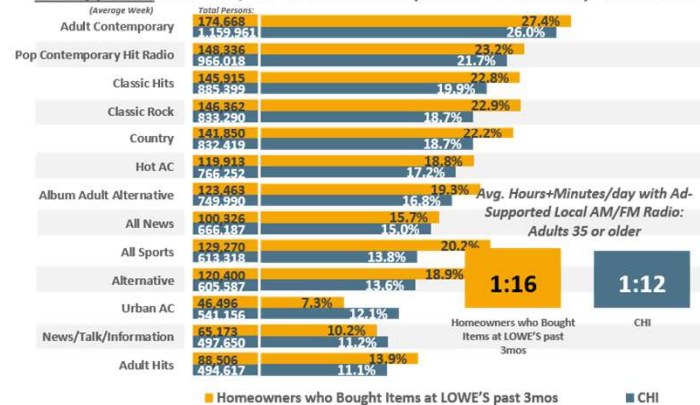


638,579 or 83.3% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Classic Hits, and Country.

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**



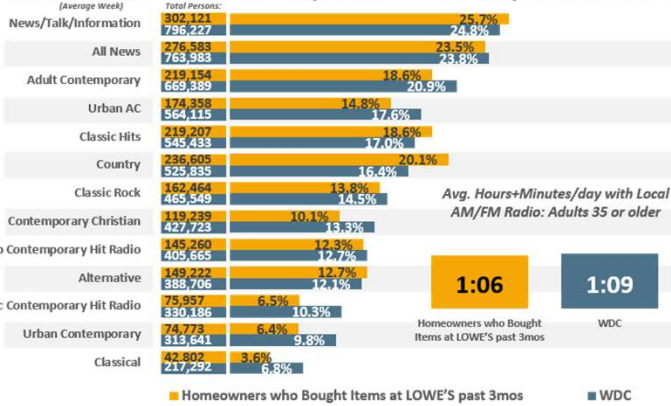
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



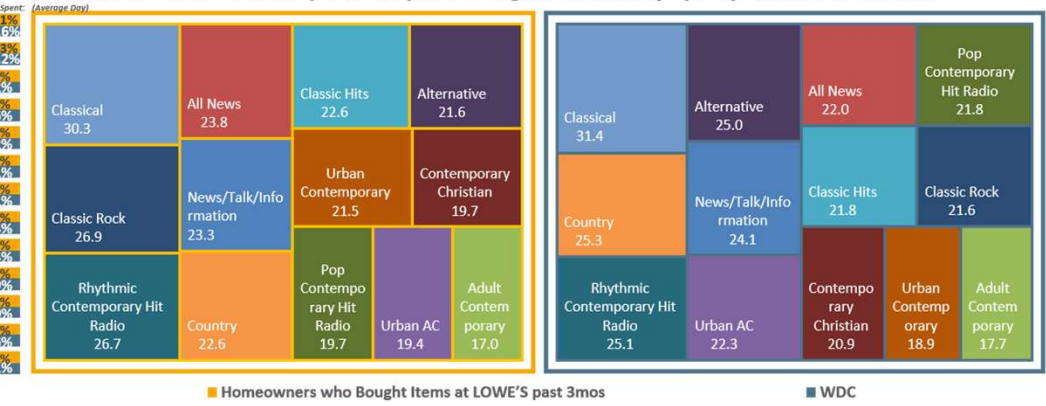


1,120,068 or 82.% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Country, Classic Hits, Adult Contemporary, and News/Talk/Information.

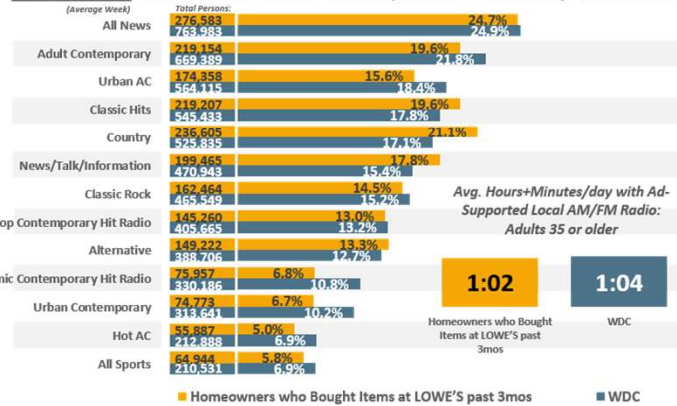
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



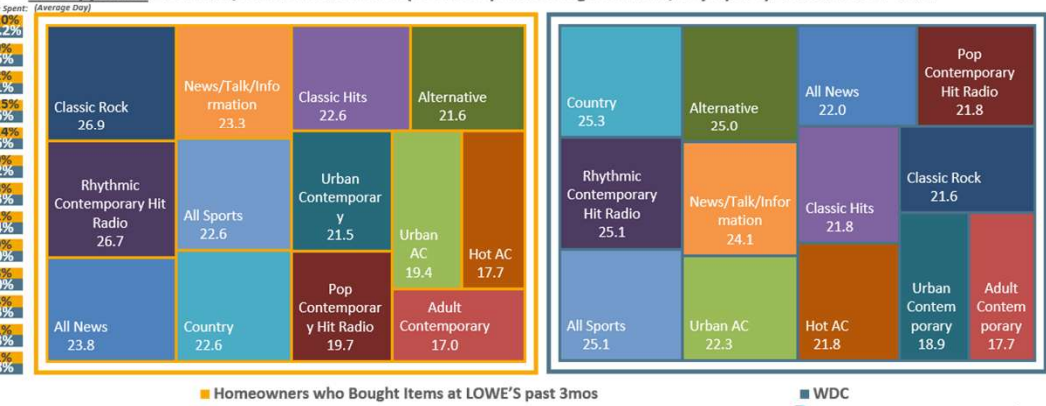
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,702
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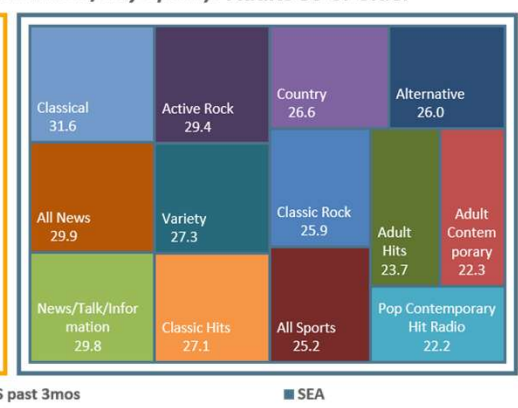
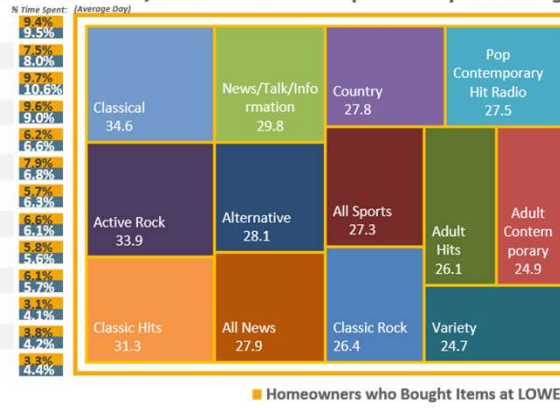
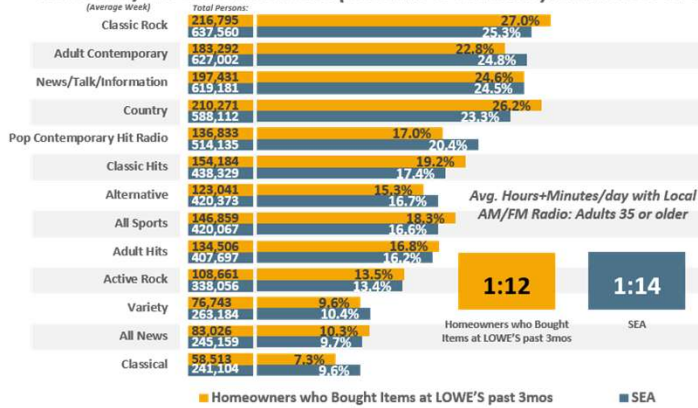
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

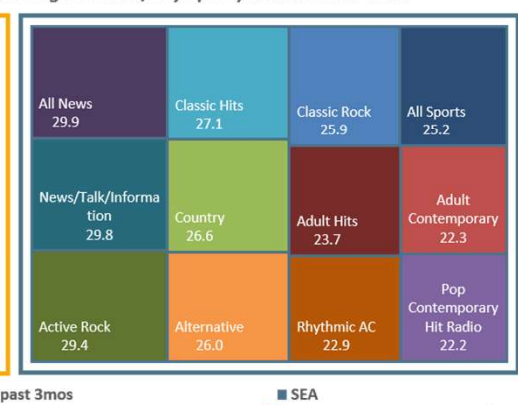
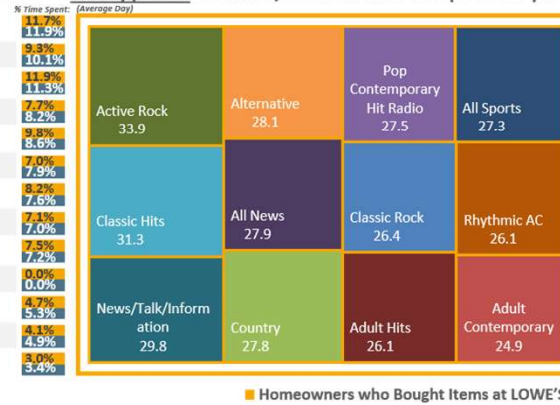
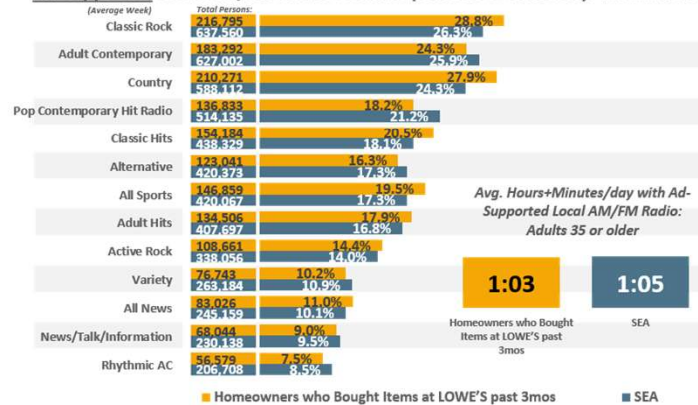


752,948 or 75.9% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Country, Adult Contemporary, Classic Hits, and All Sports.

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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,043
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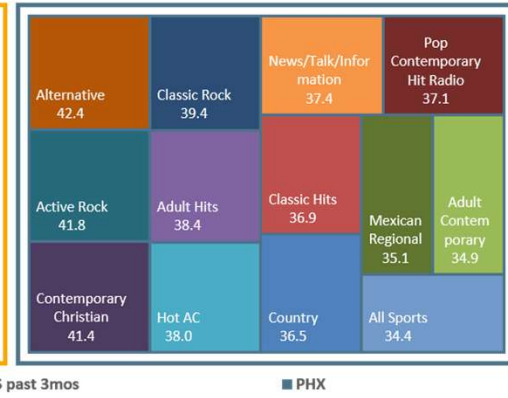
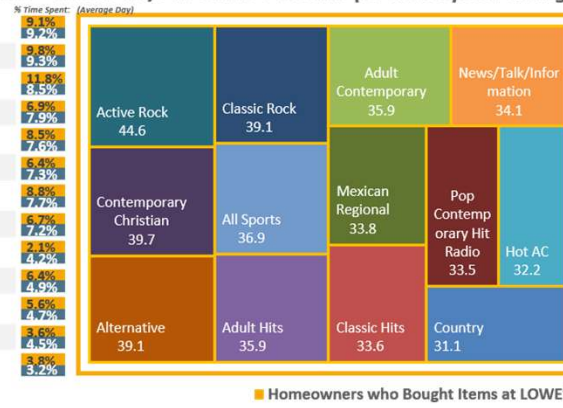
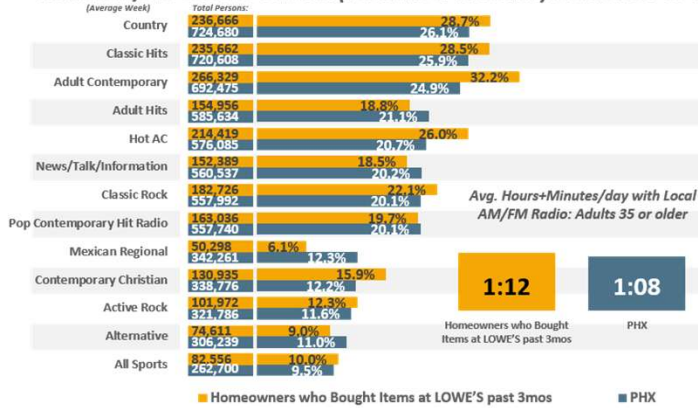
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

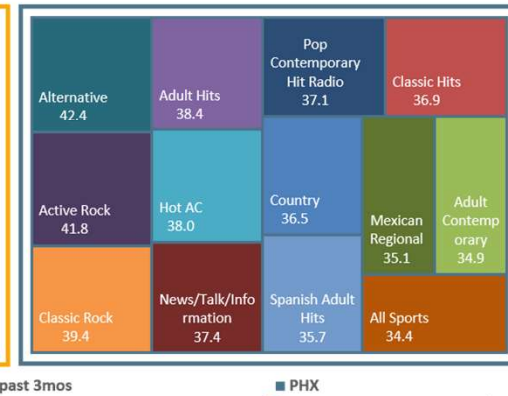
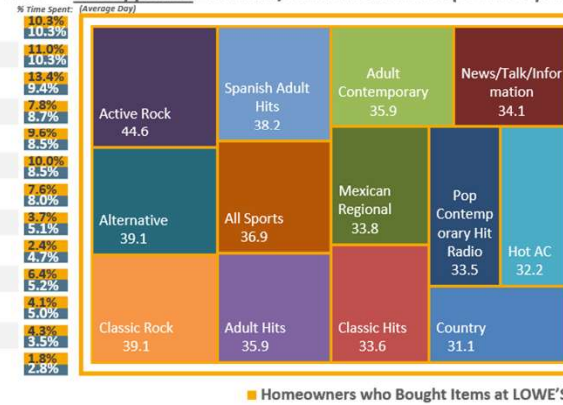
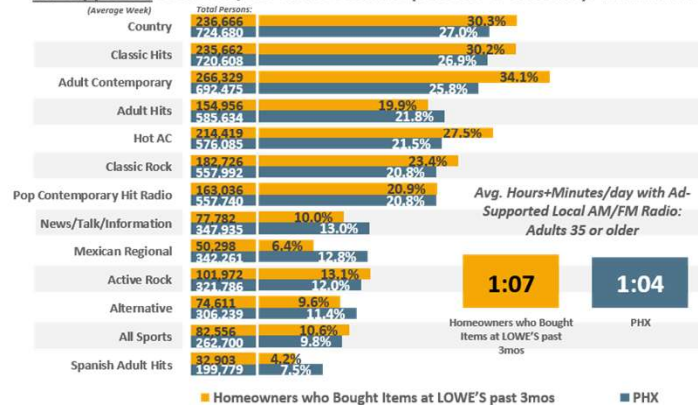


780,016 or 78.6% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Hot AC, and Classic Rock.

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**

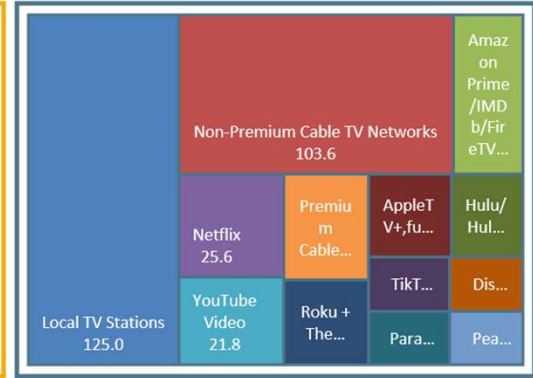
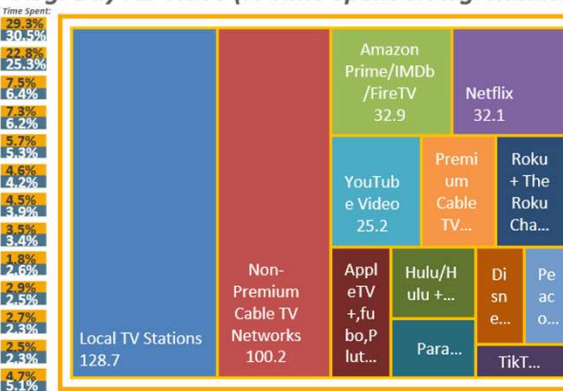
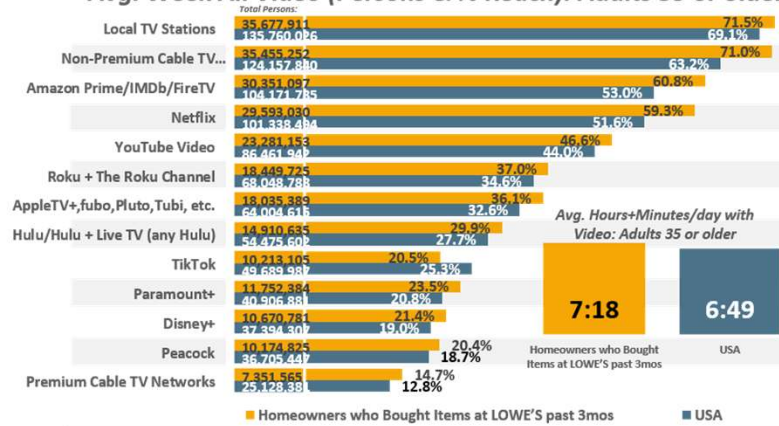




35,114,776 or 70.3% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations for an average of 120.4 minutes every day representing 33.7% of all time spent daily with Ad-Supported Video.

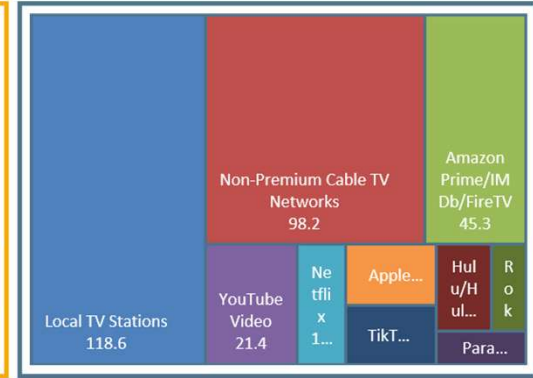
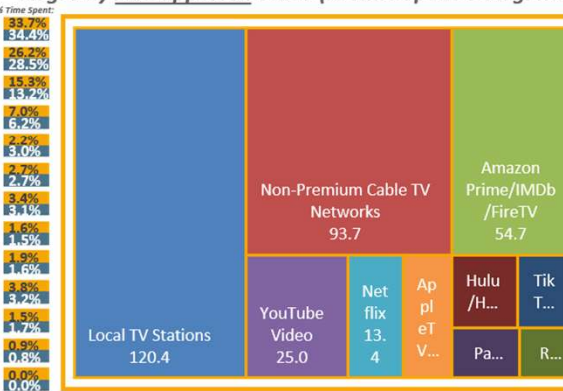
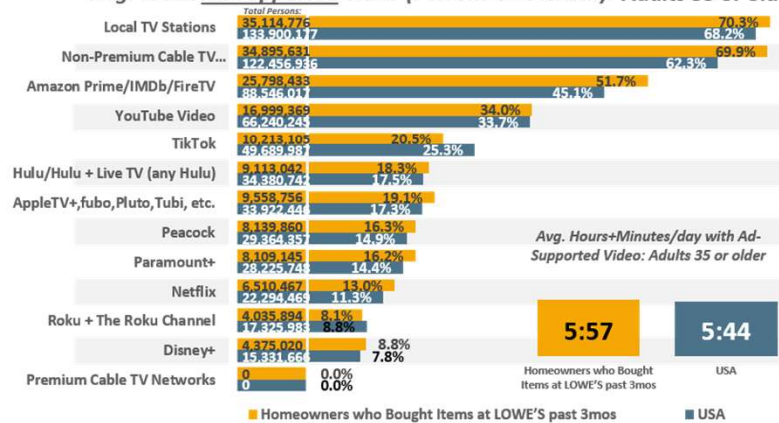
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,934
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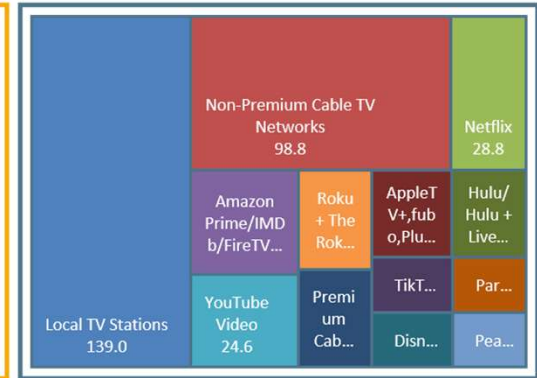
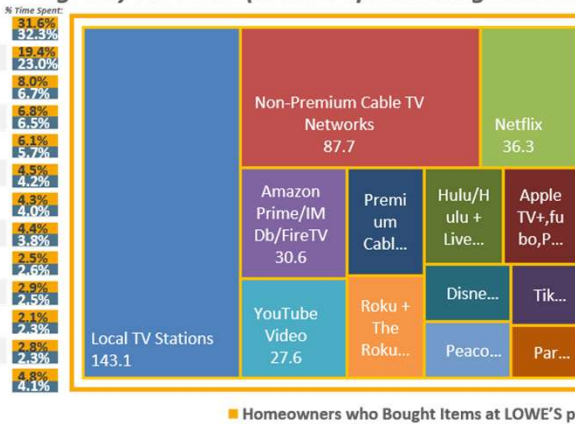
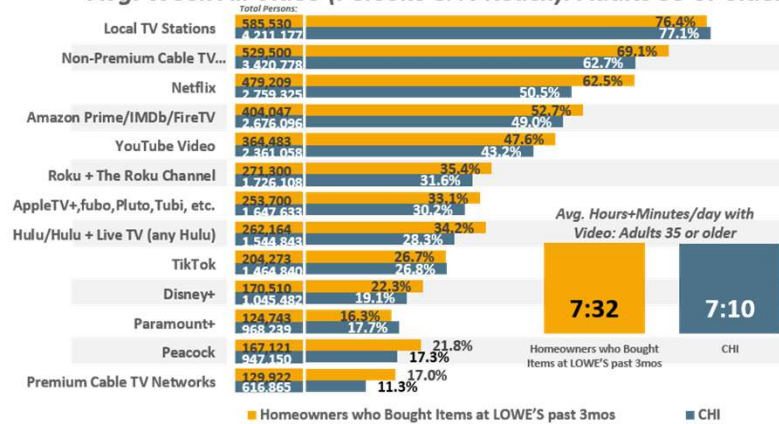
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



576,579 or 75.2% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations for an average of 133.5 minutes every day representing 36.9% of all time spent daily with Ad-Supported Video.

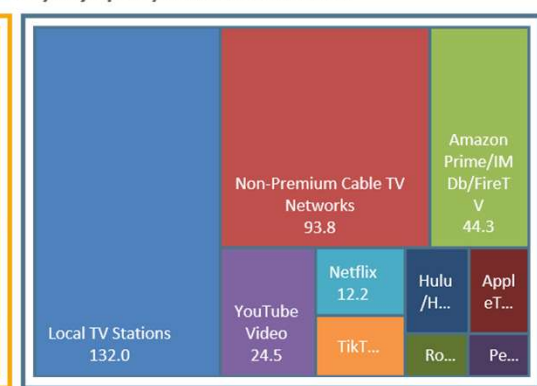
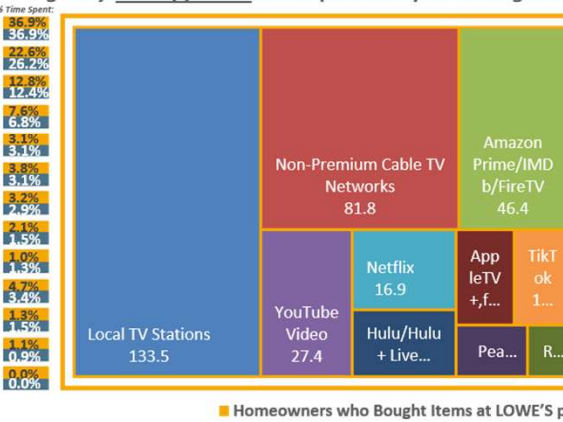
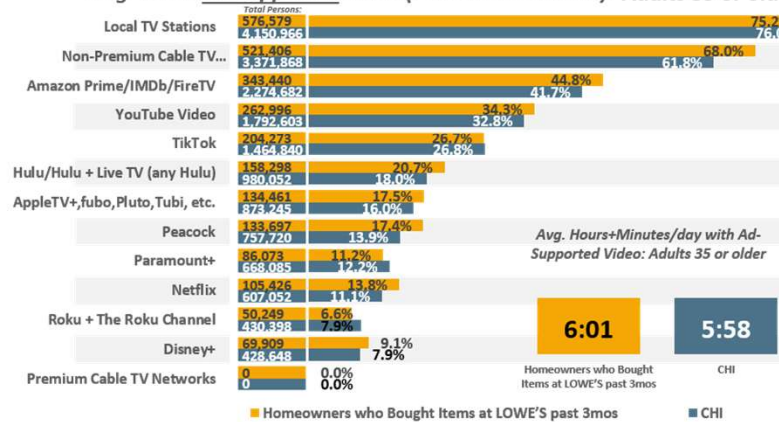
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 499
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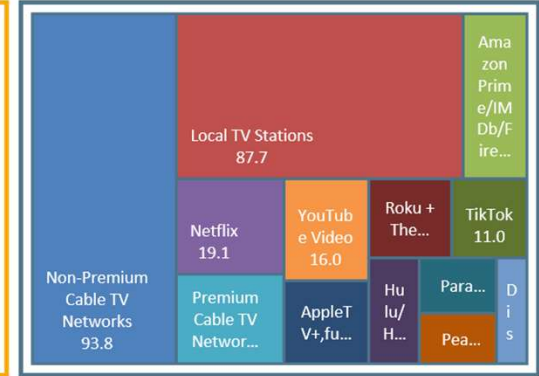
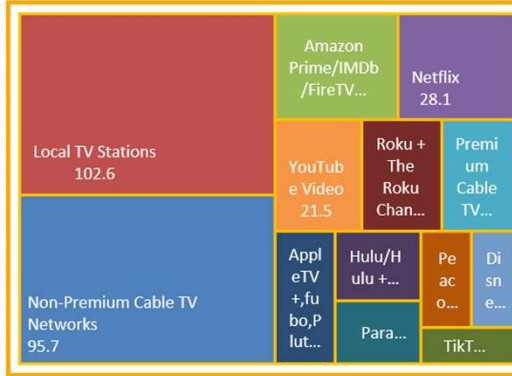
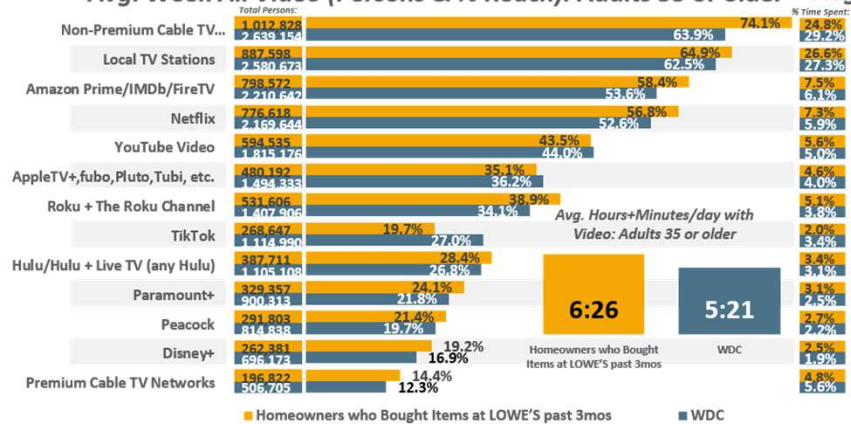
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



871,798 or 63.8% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations for an average of 94.3 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

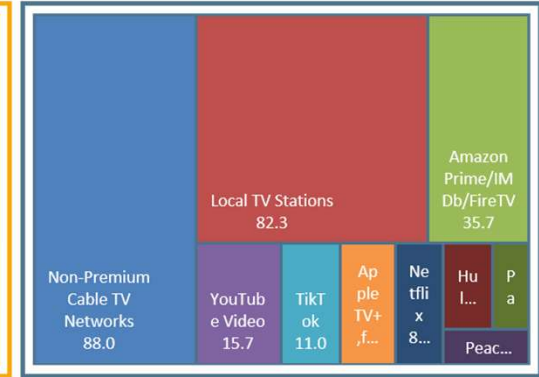
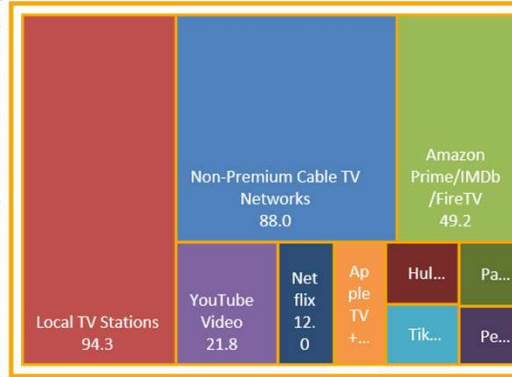
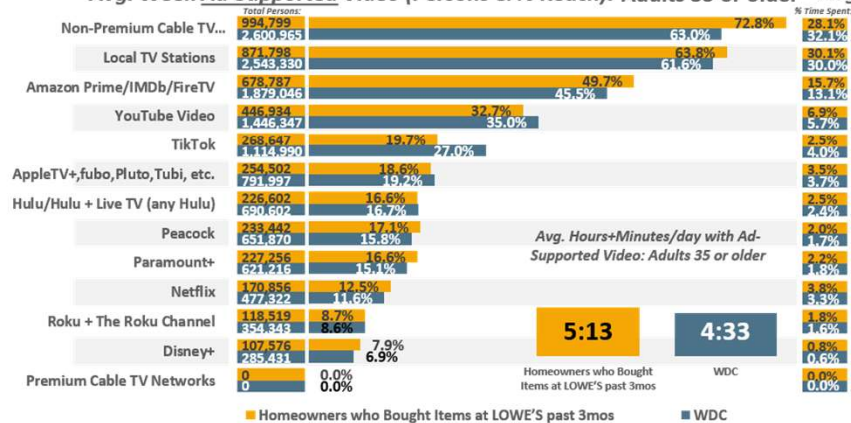
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,702
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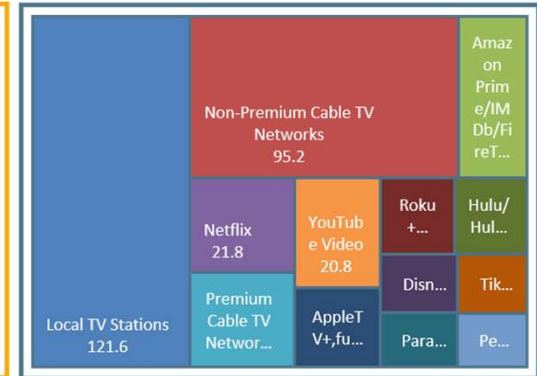
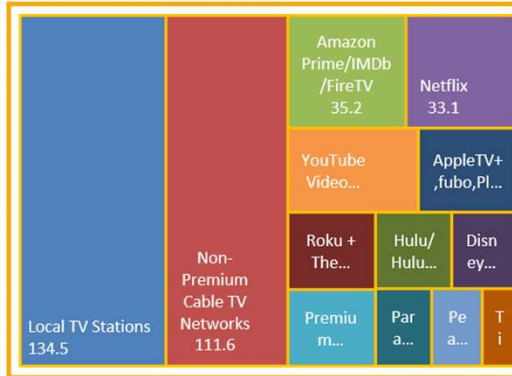
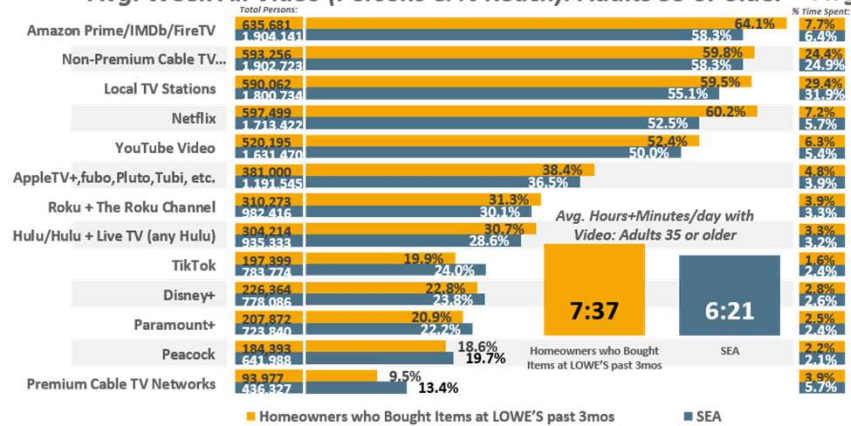
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



579,166 or 58.4% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations for an average of 124.5 minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.

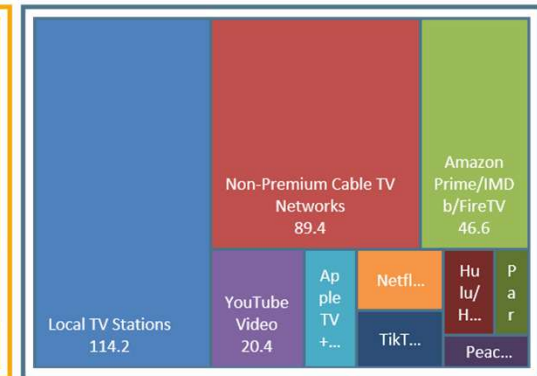
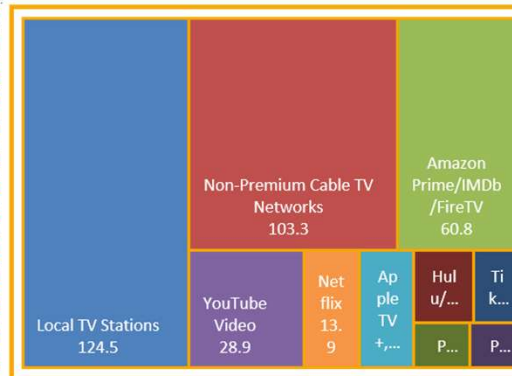
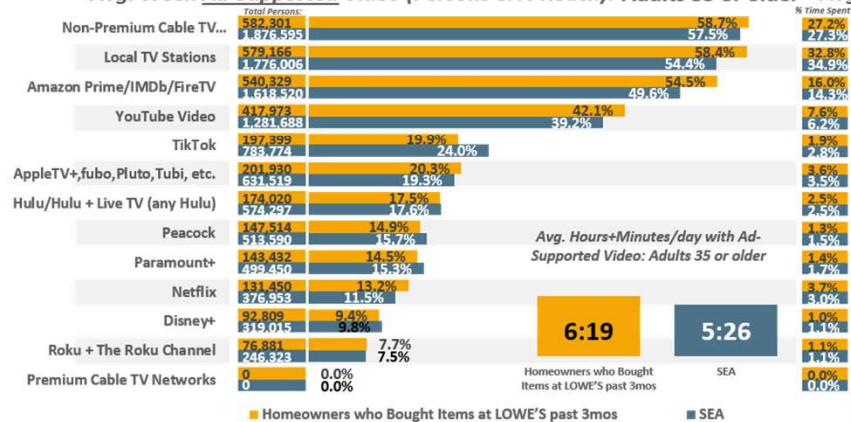
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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

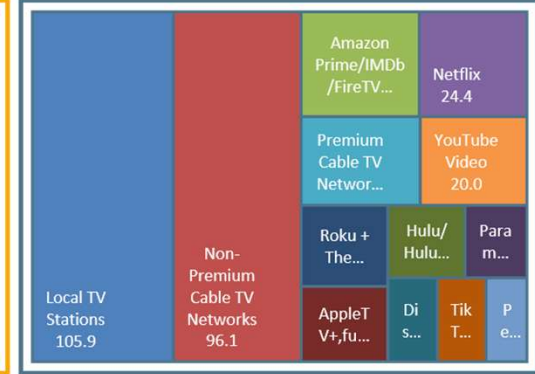
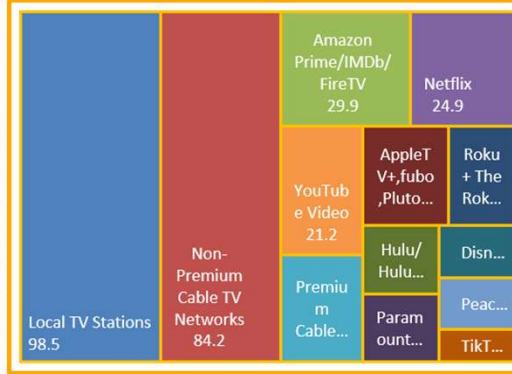
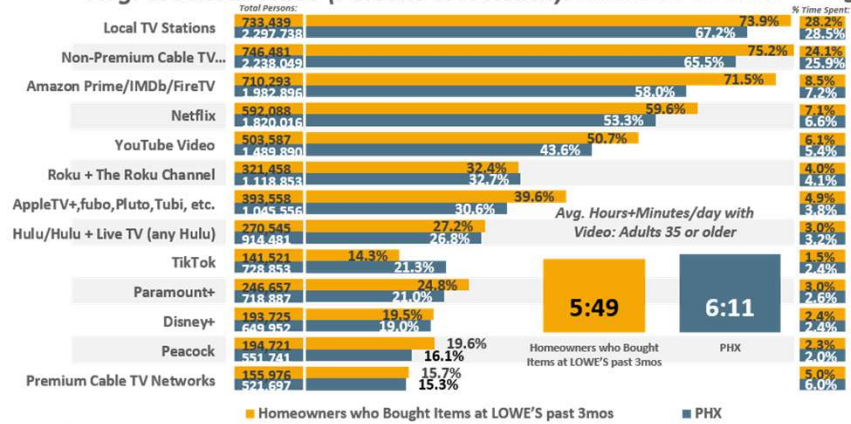




720,943 or 72.6% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations for an average of 93.6 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.

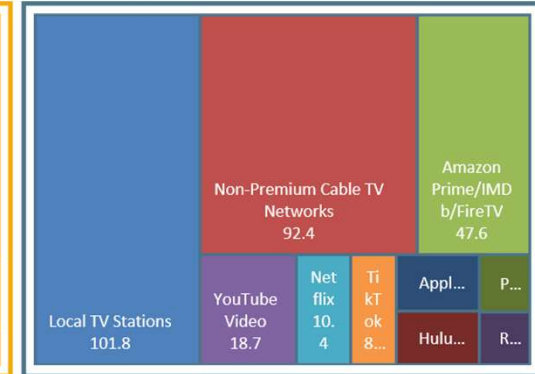
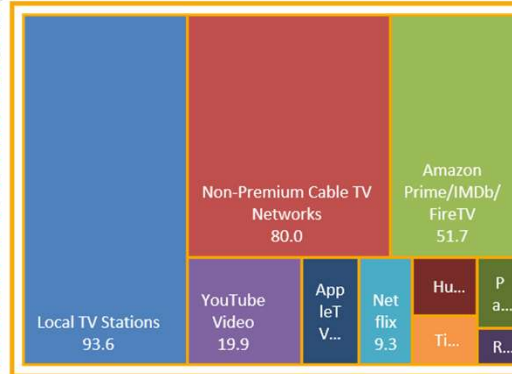
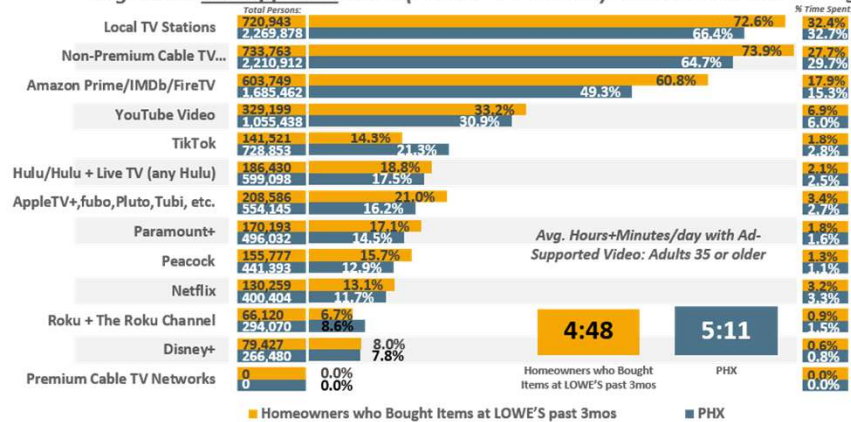
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 535
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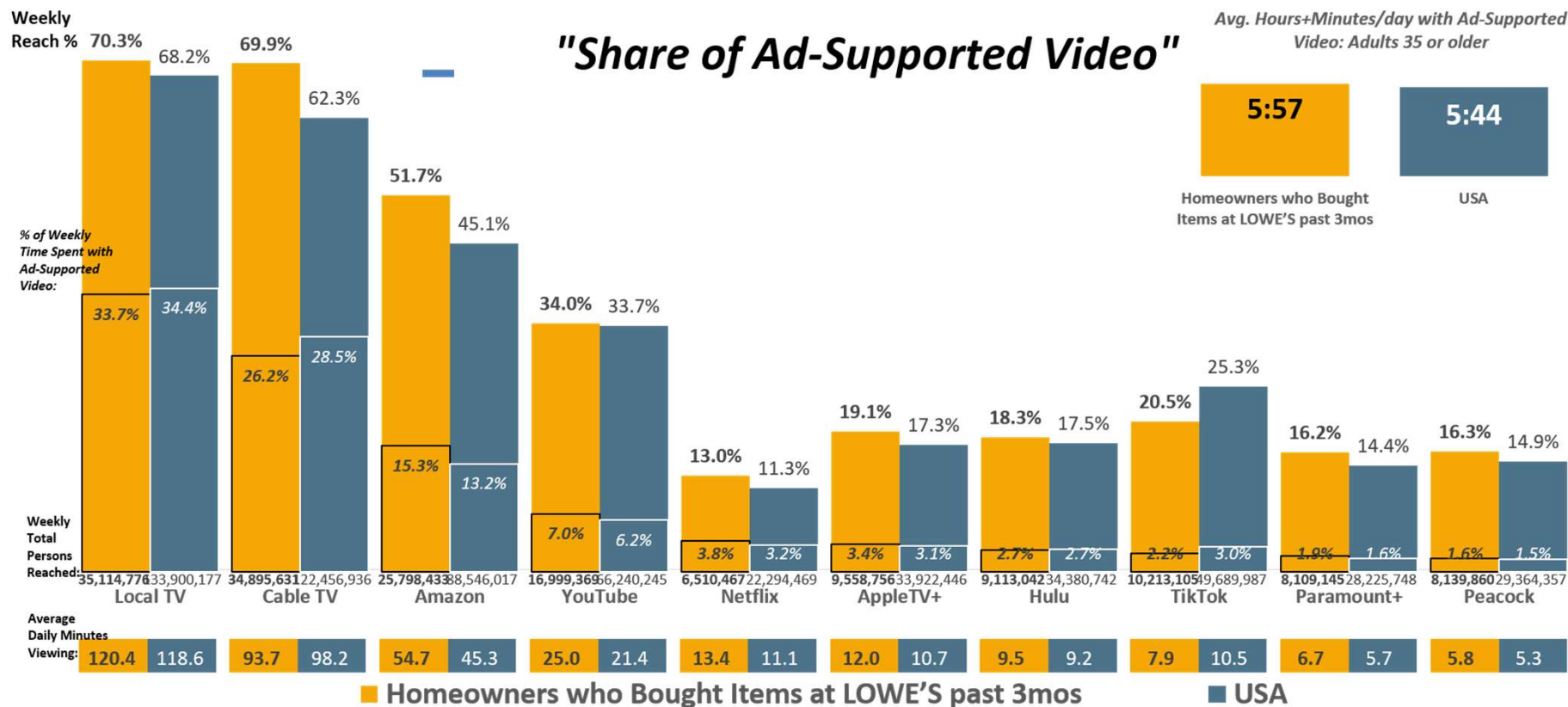
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



35,114,776 or 70.3% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations for an average of 120.4 minutes every day representing 33.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,934 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
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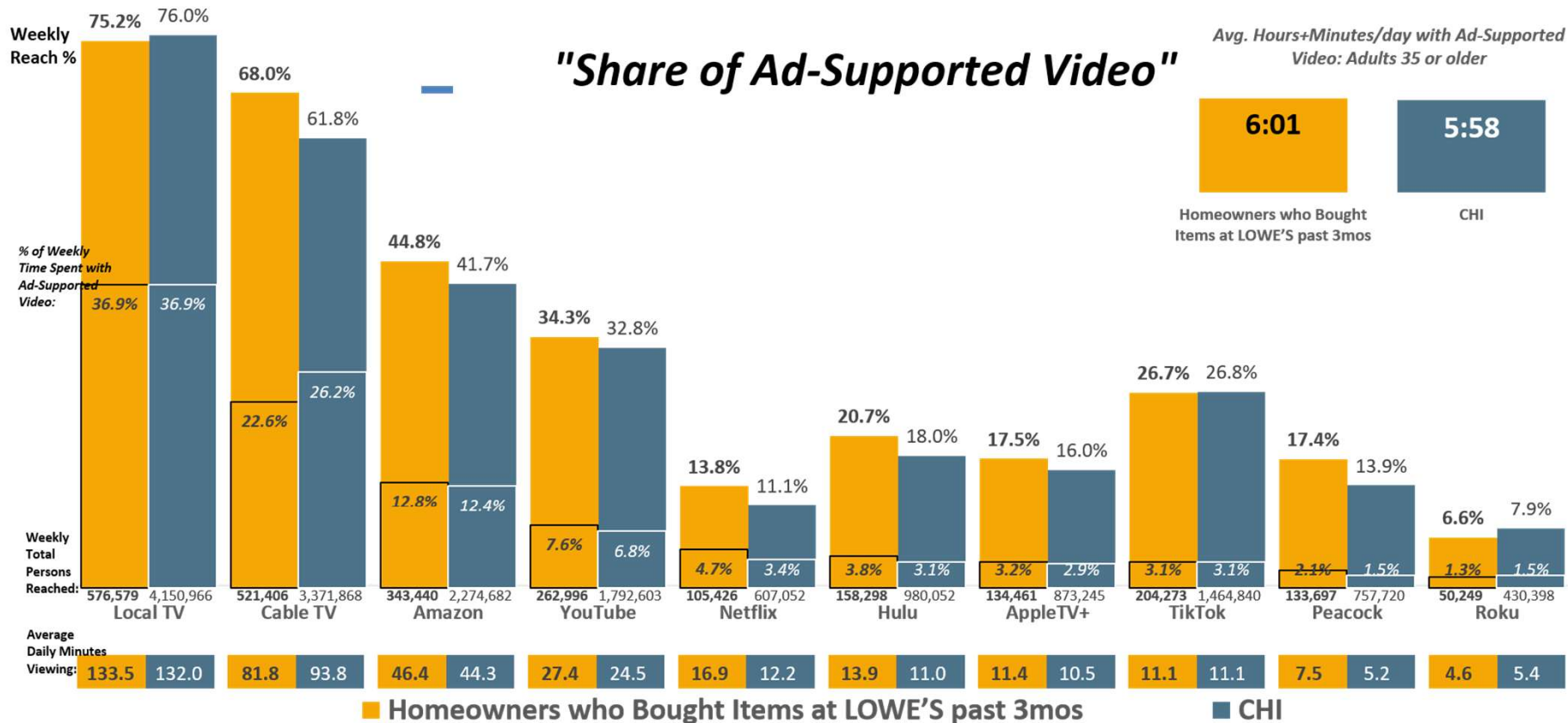
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



576,579 or 75.2% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations for an average of 133.5 minutes every day representing 36.9% of all time spent daily with Ad-Supported Video.

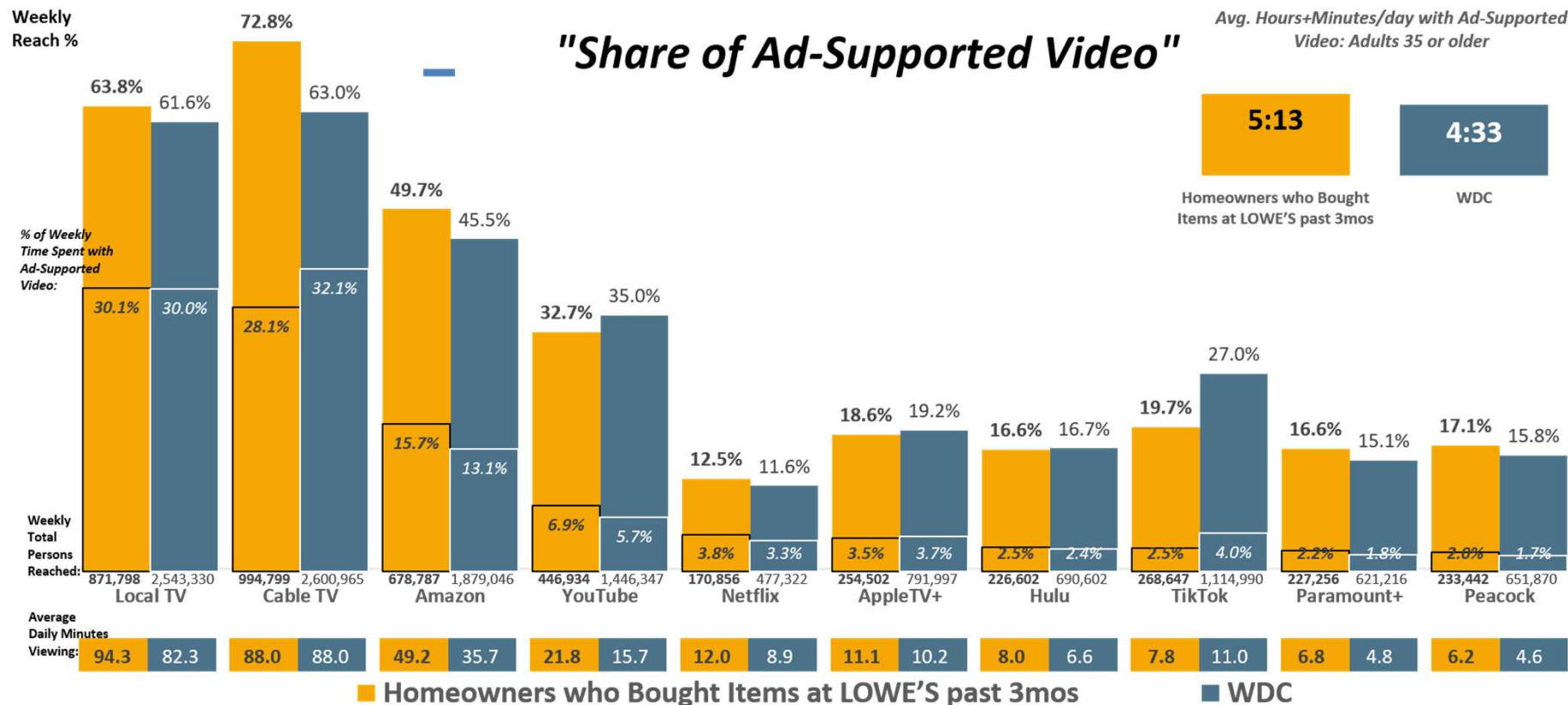
"Share of Ad-Supported Video"





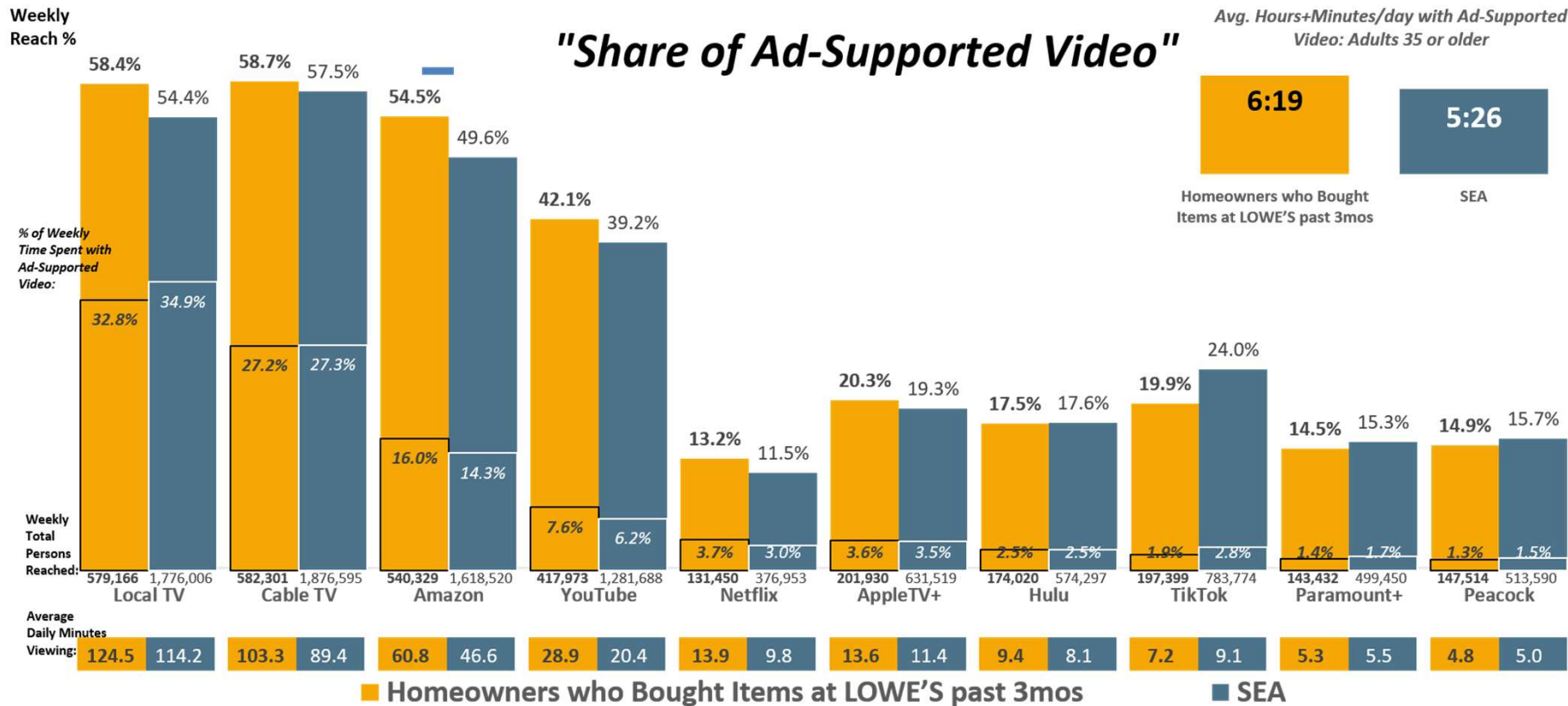
871,798 or 63.8% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations for an average of 94.3 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





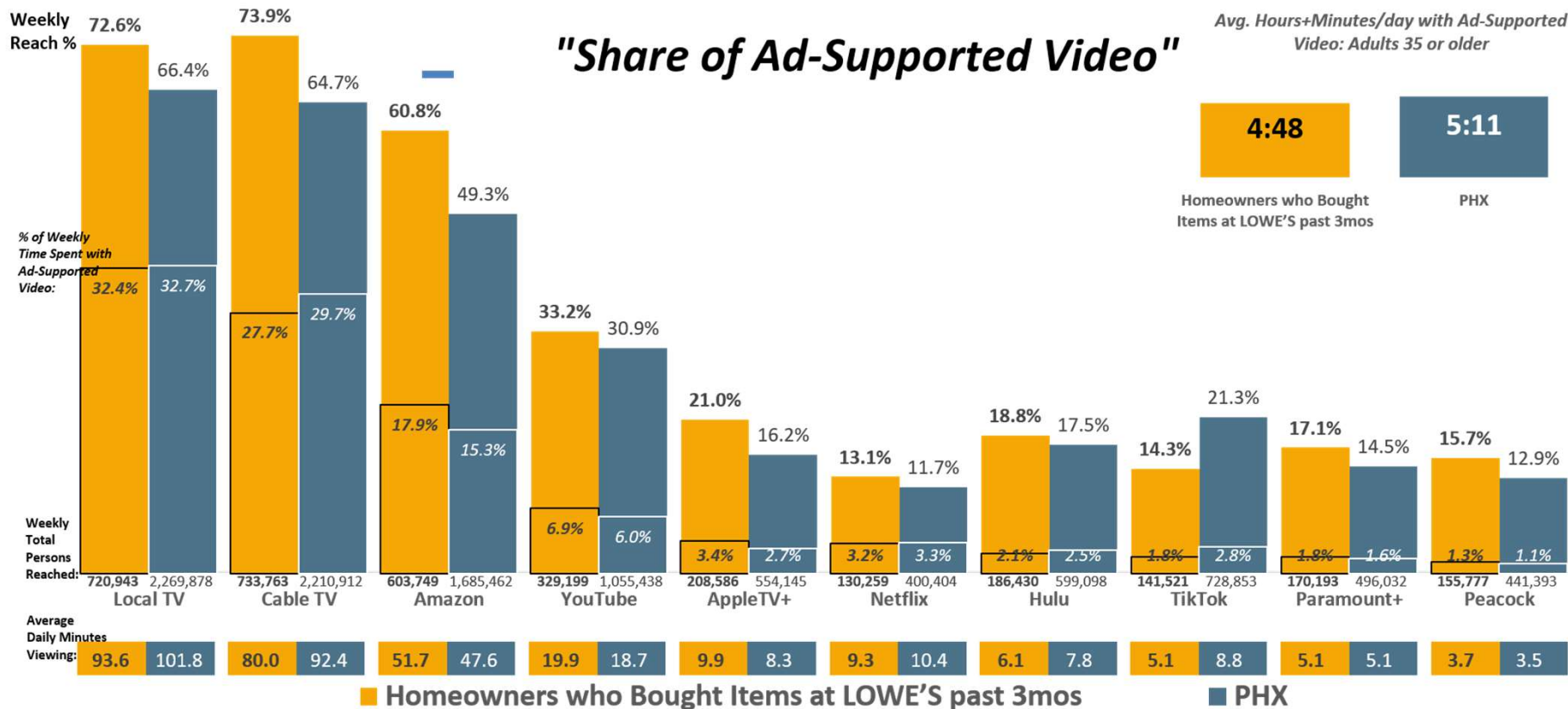
579,166 or 58.4% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations for an average of 124.5 minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.





720,943 or 72.6% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations for an average of 93.6 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.

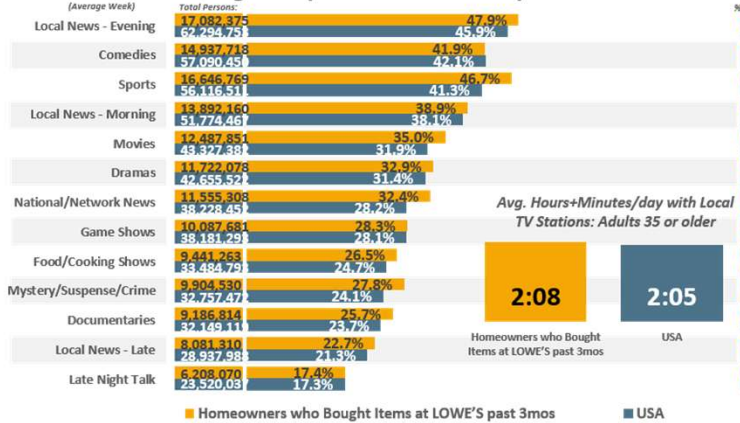
"Share of Ad-Supported Video"



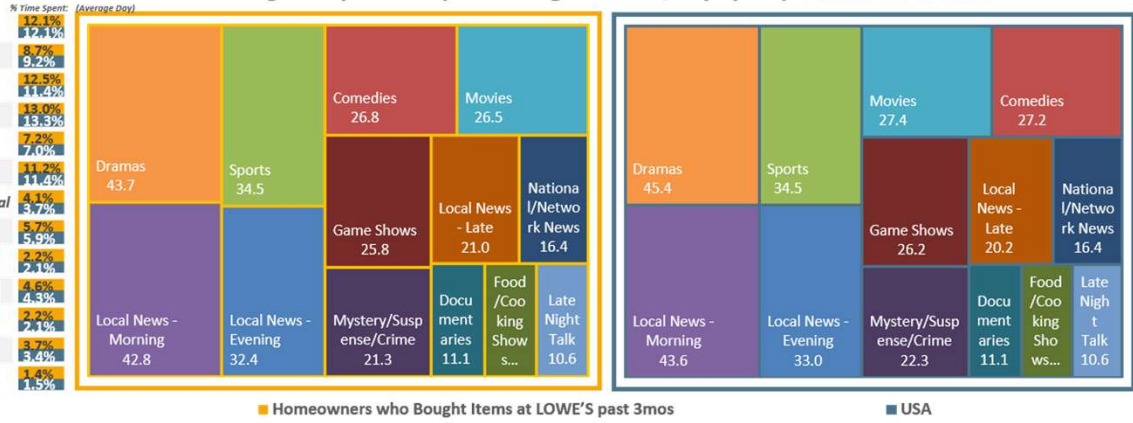


35,114,776 or 70.3% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Movies, and Dramas.

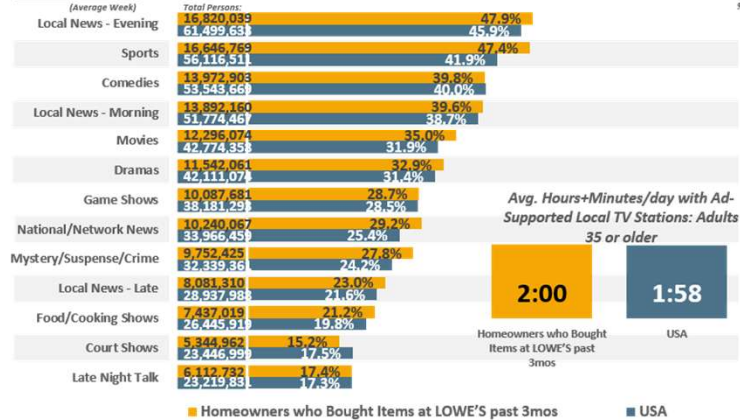
Local TV Station Programs (Persons & % Reach): Adults 35 or older



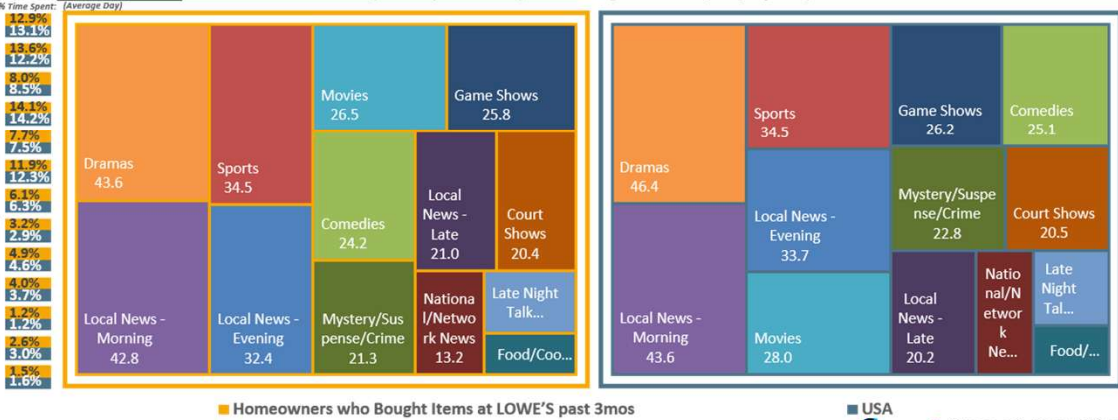
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,934
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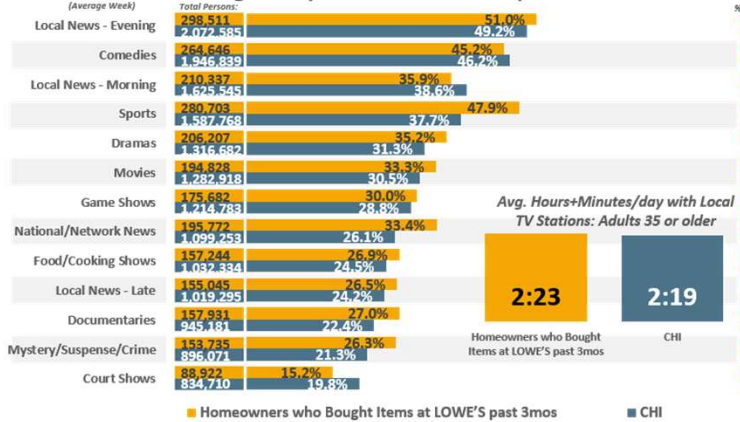
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

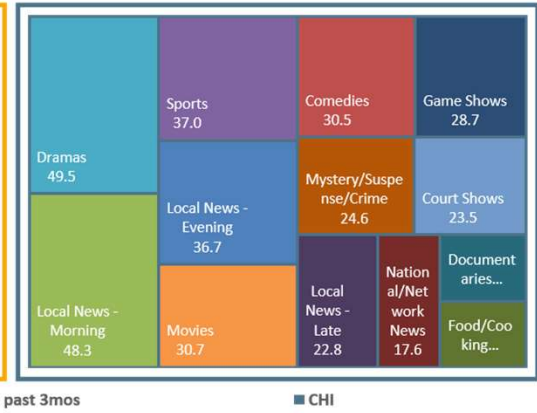
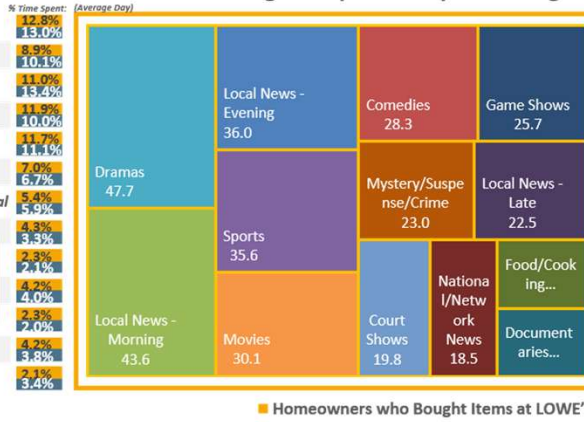


576,579 or 75.2% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Dramas, and Movies.

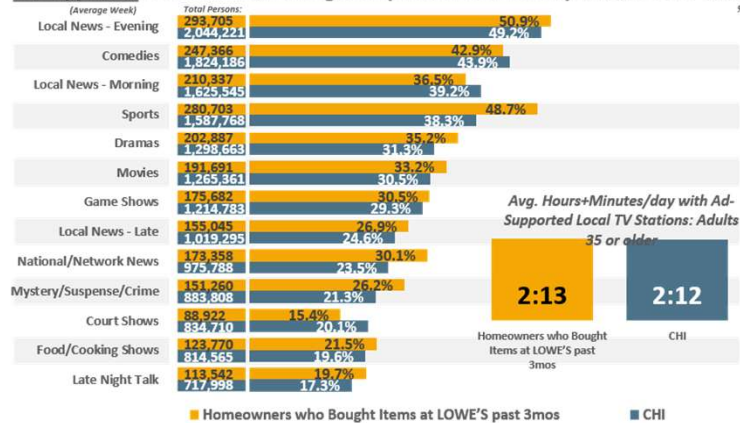
Local TV Station Programs (Persons & % Reach): Adults 35 or older



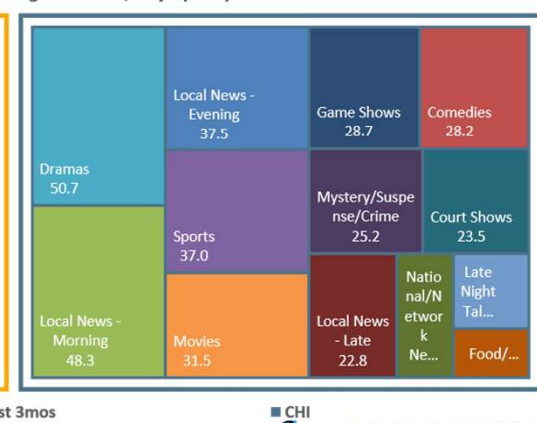
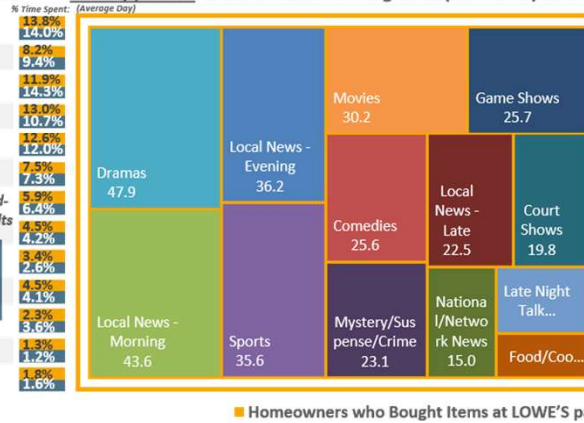
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



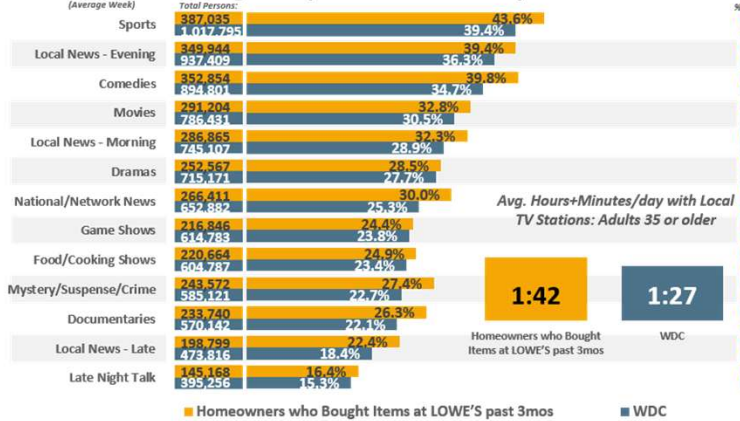
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



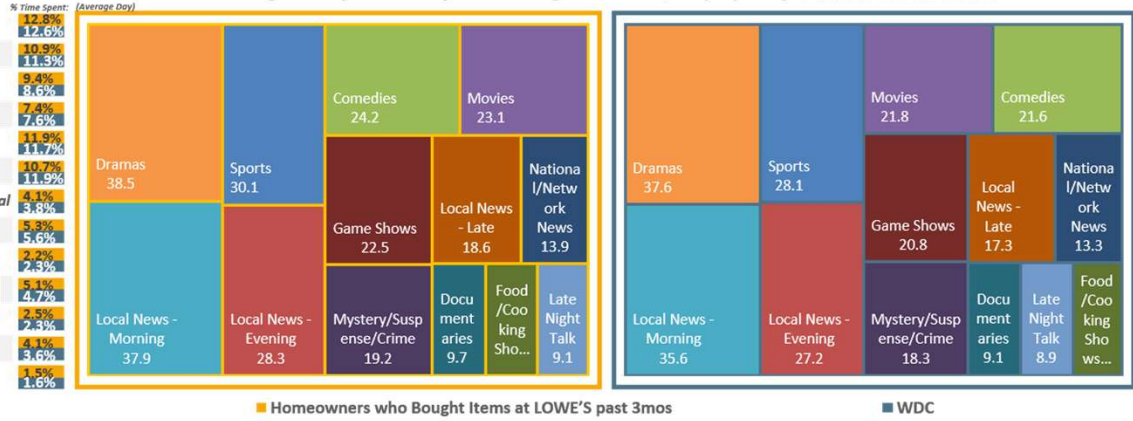


871,798 or 63.8% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

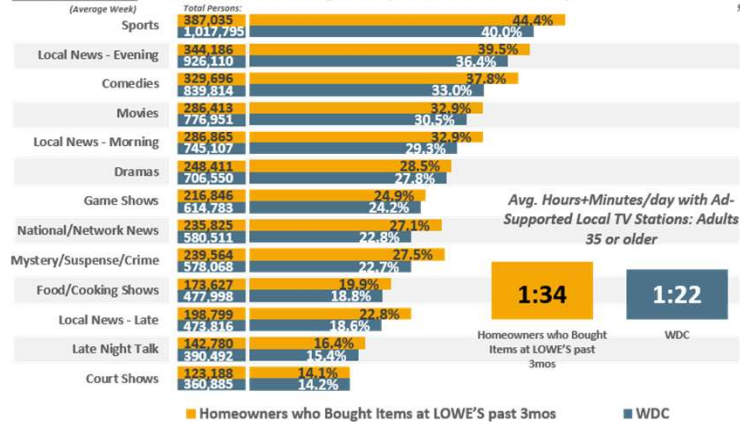
Local TV Station Programs (Persons & % Reach): Adults 35 or older



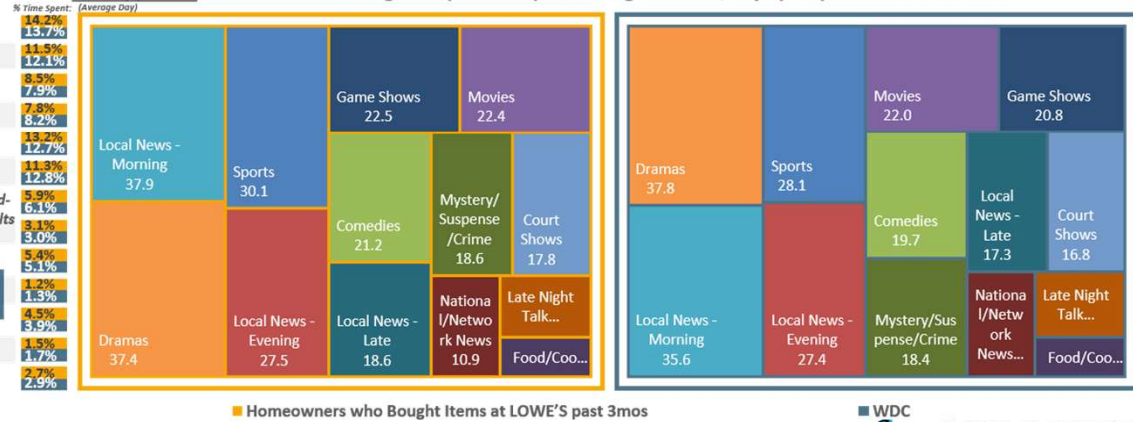
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,702
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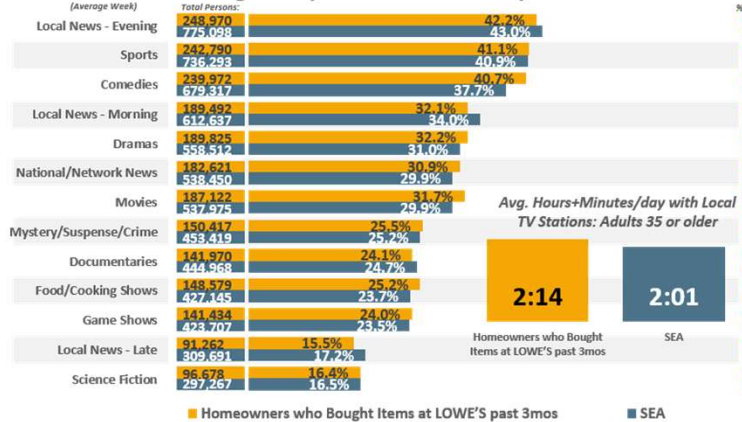
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

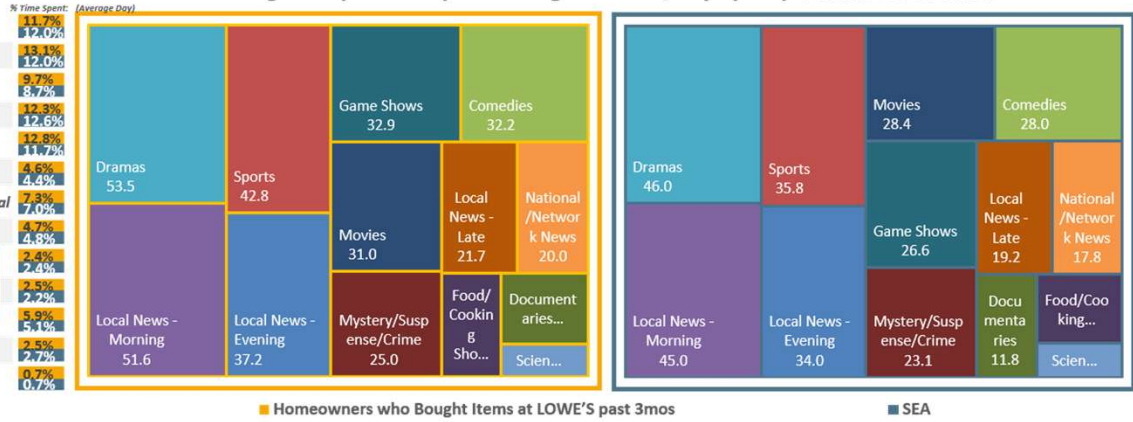


579,166 or 58.4% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Dramas, and Movies.

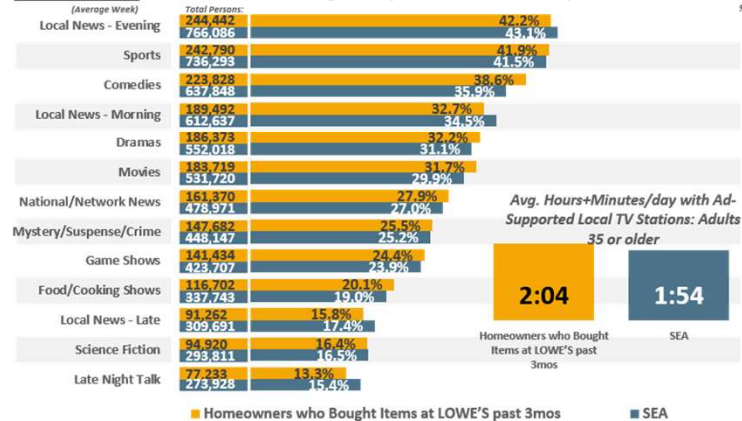
Local TV Station Programs (Persons & % Reach): Adults 35 or older



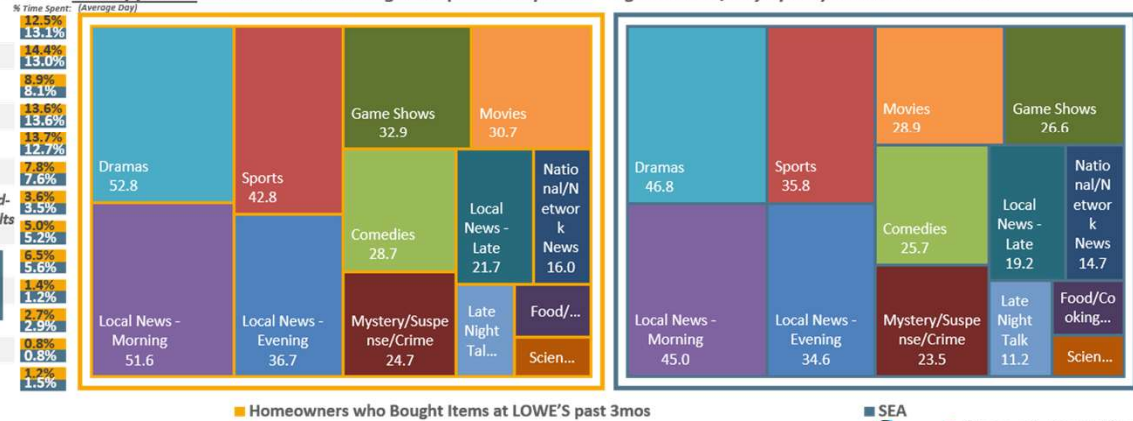
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



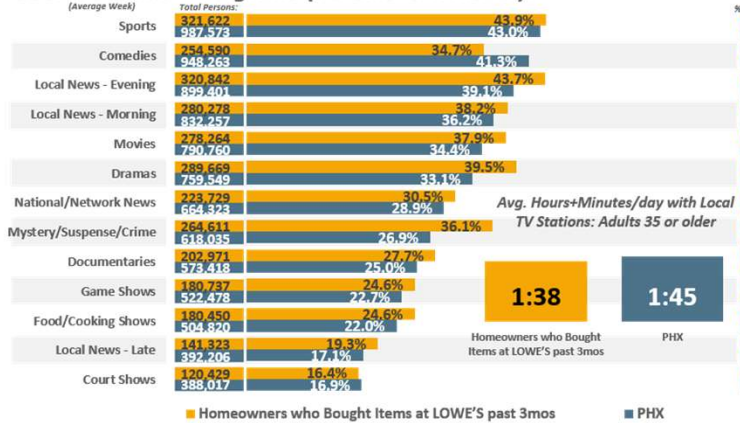
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



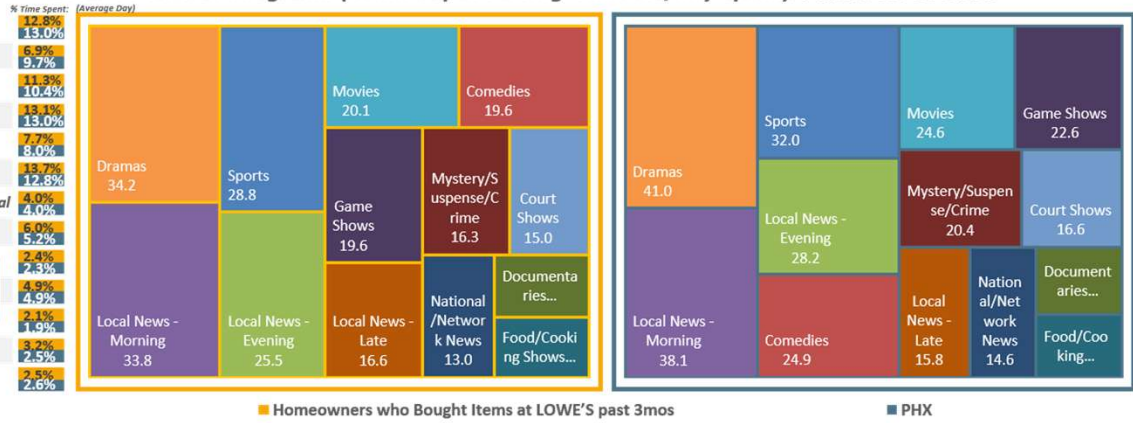


720,943 or 72.6% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Dramas, Local News - Morning, Movies, and Mystery/Suspense/Crime.

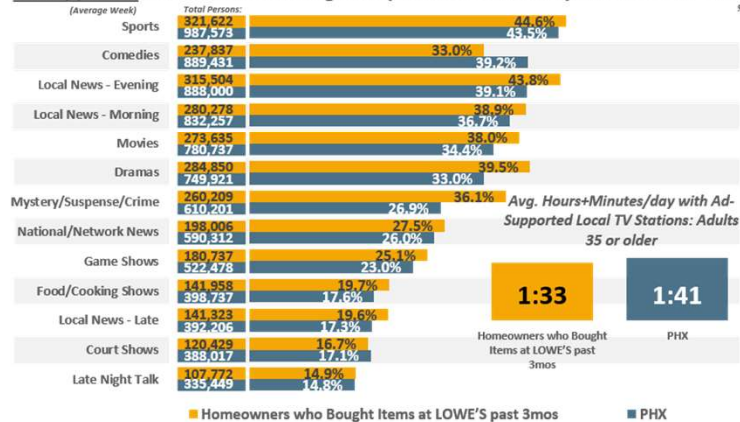
Local TV Station Programs (Persons & % Reach): Adults 35 or older



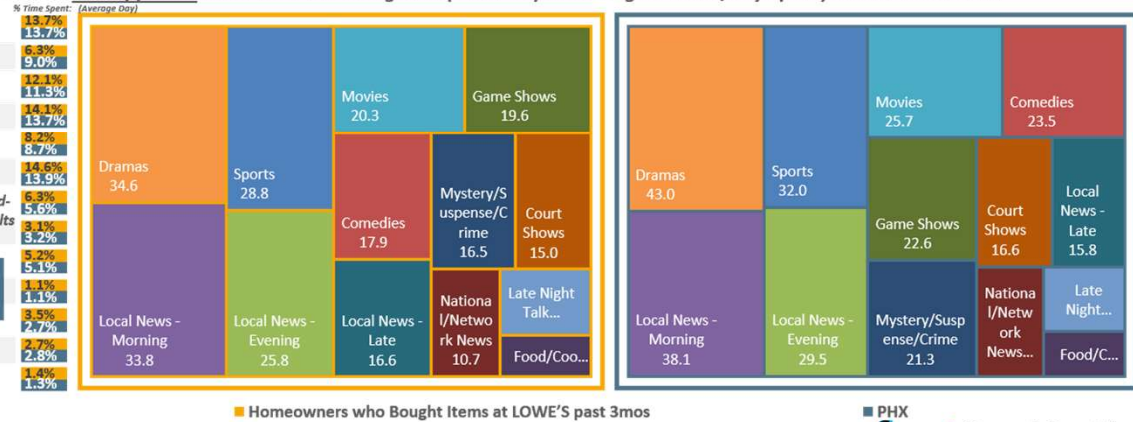
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

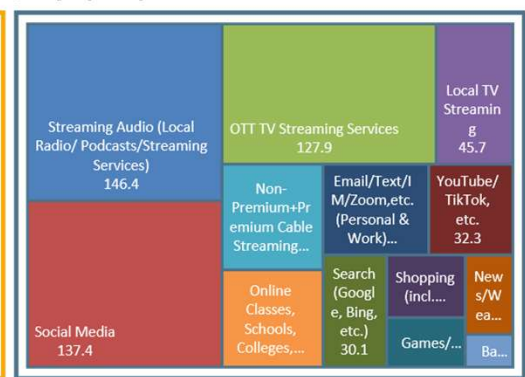
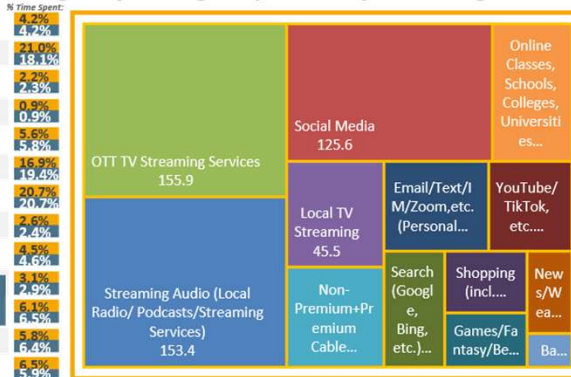
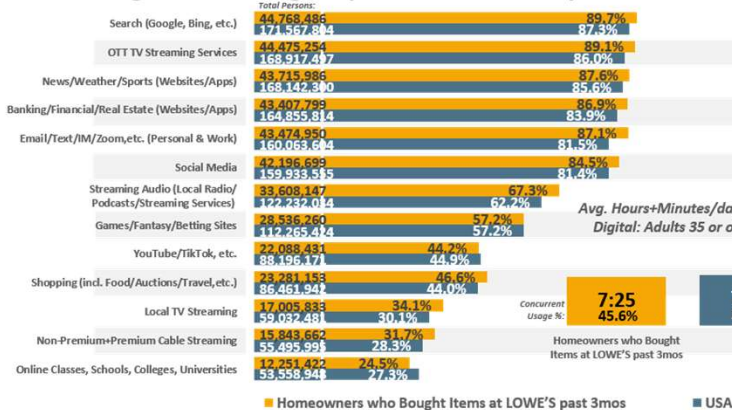




37,643,670 or 75.4% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Social Media for an average of 115.5 minutes every day representing 21.1% of all time spent daily with Ad-Supported Digital Media.

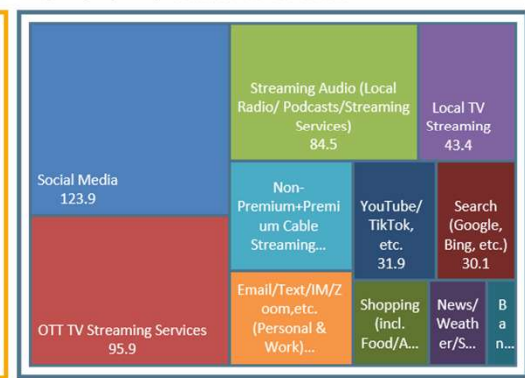
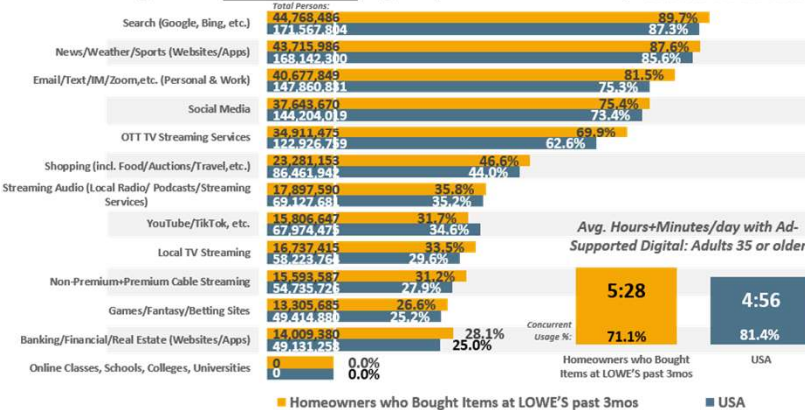
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,934
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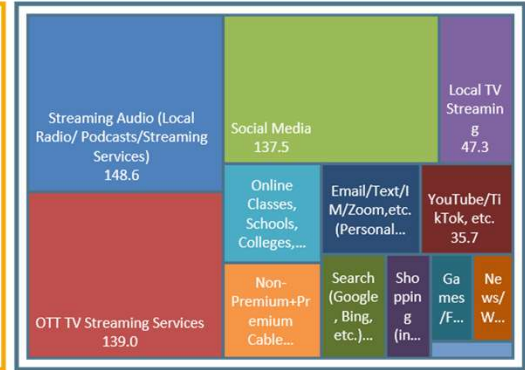
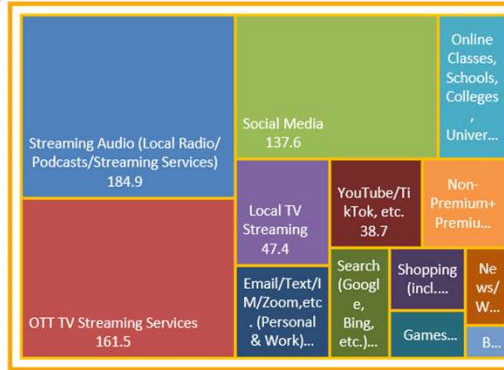
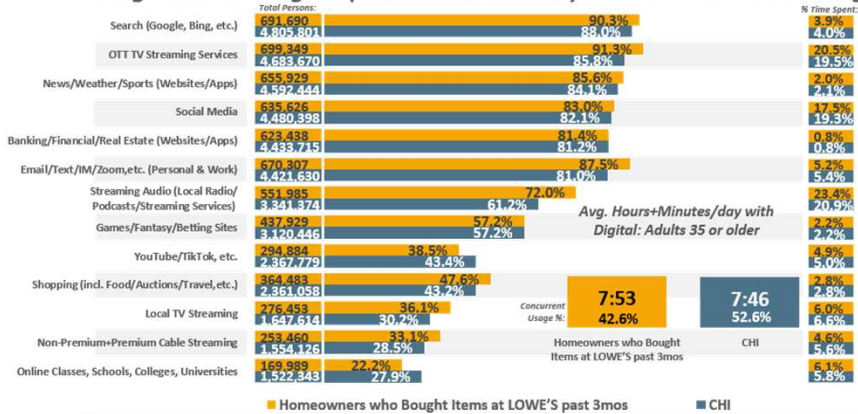
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



571,760 or 74.6% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Social Media for an average of 126.6 minutes every day representing 21.9% of all time spent daily with Ad-Supported Digital Media.

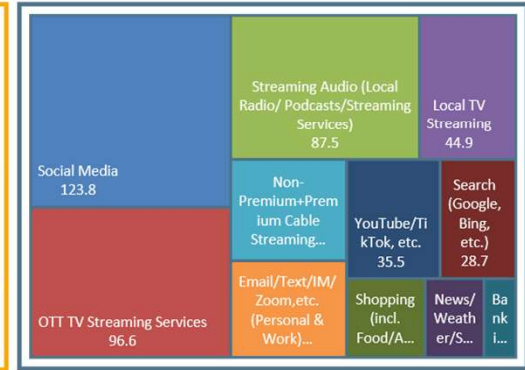
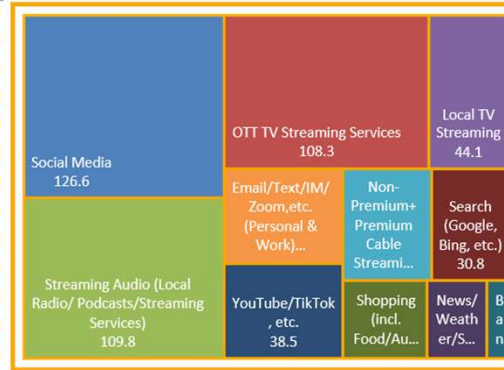
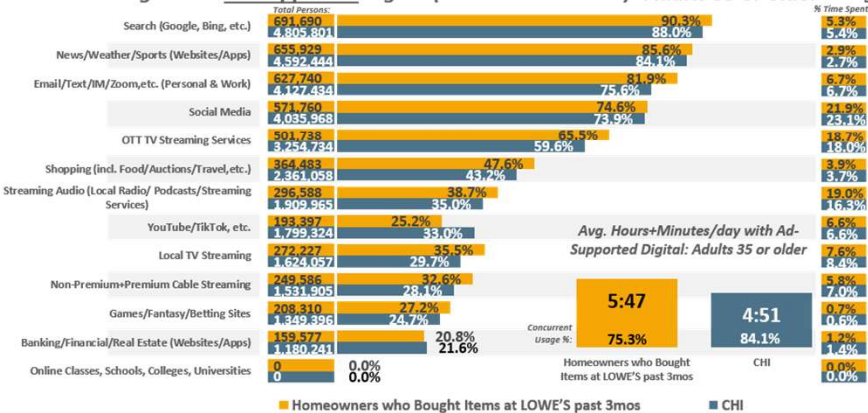
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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

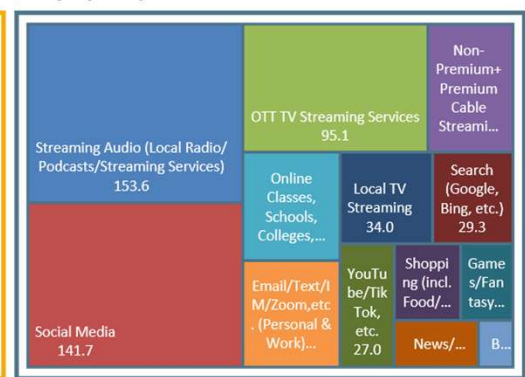
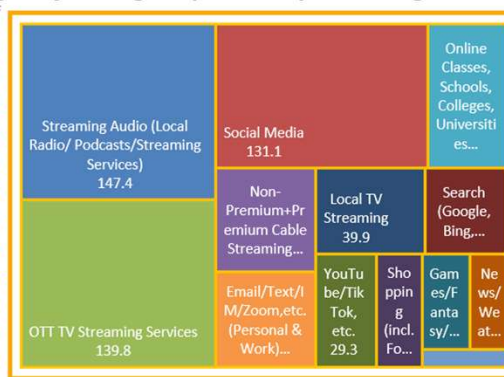
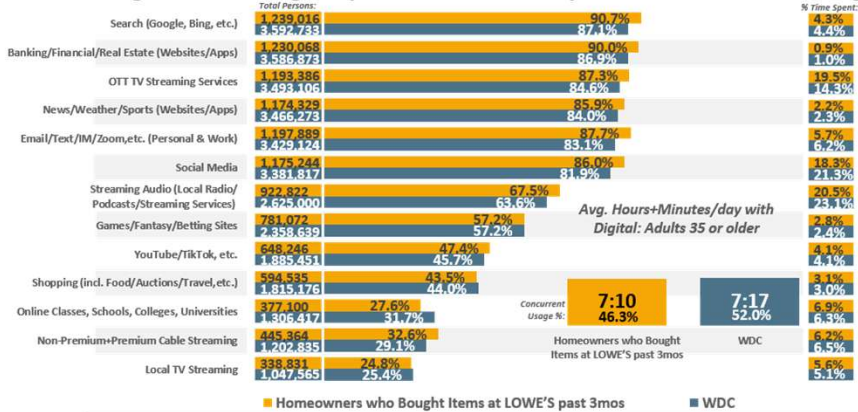




1,022,943 or 74.9% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Social Media for an average of 120.6 minutes every day representing 23.% of all time spent daily with Ad-Supported Digital Media.

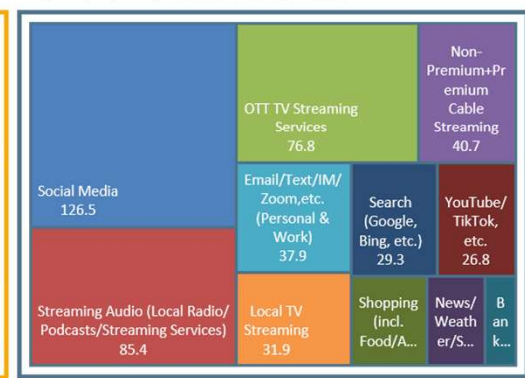
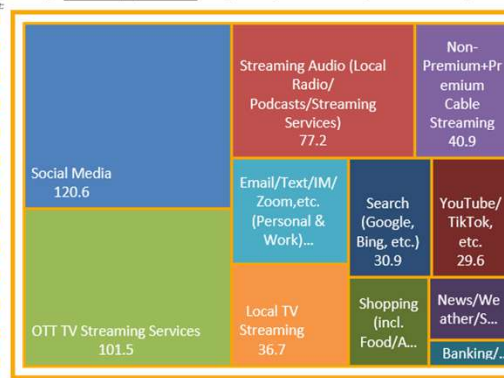
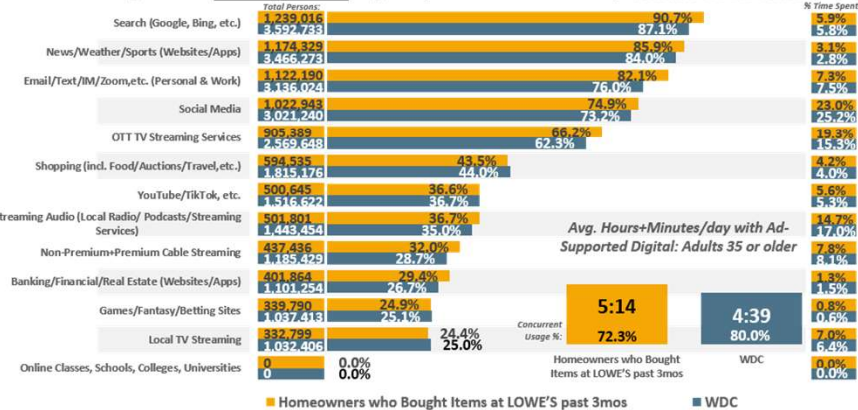
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,702
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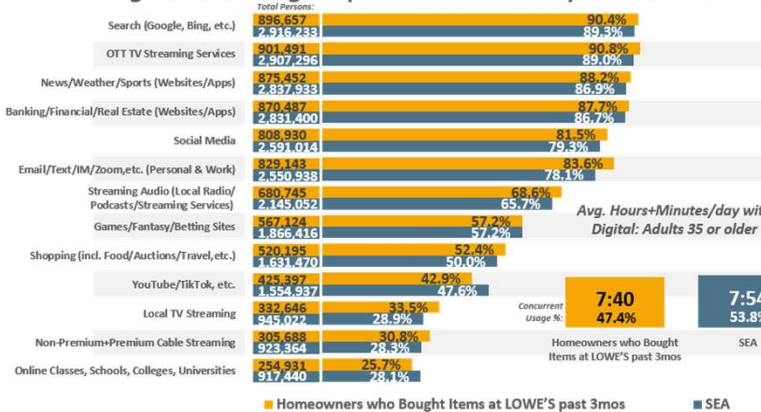
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

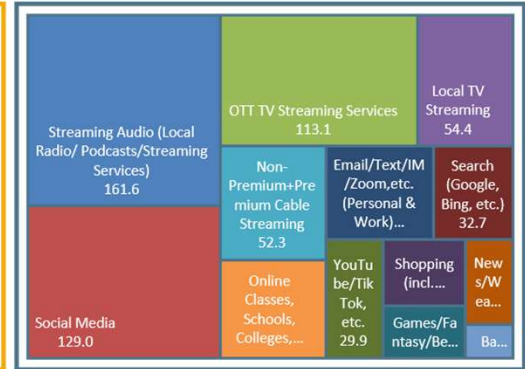
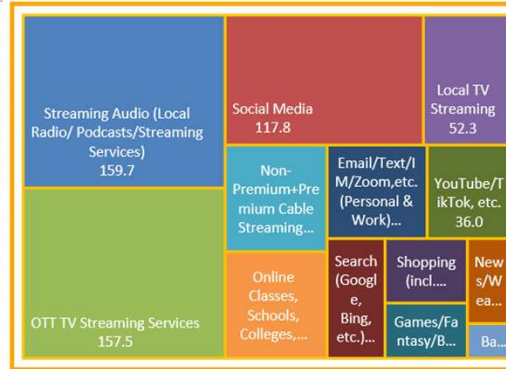


691,121 or 69.6% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Social Media for an average of 108.4 minutes every day representing 18.9% of all time spent daily with Ad-Supported Digital Media.

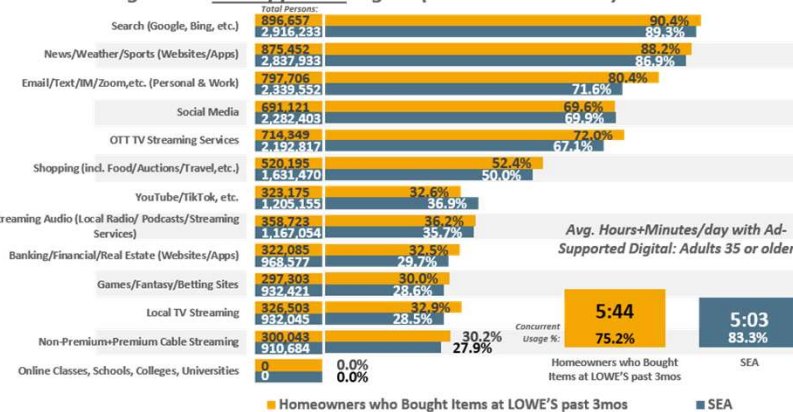
Avg. Week All Digital (Persons & % Reach): Adults 35 or older



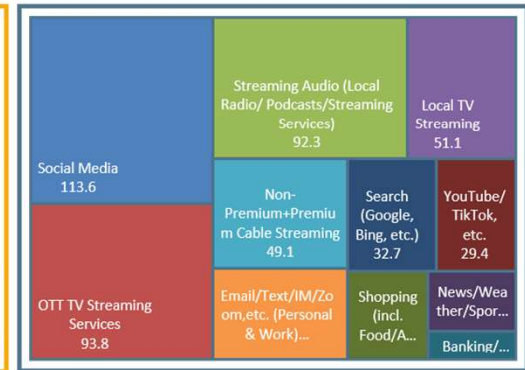
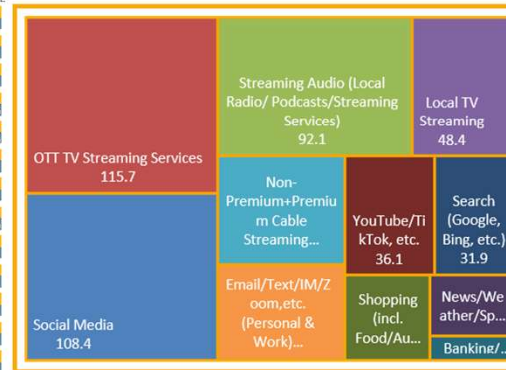
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,043
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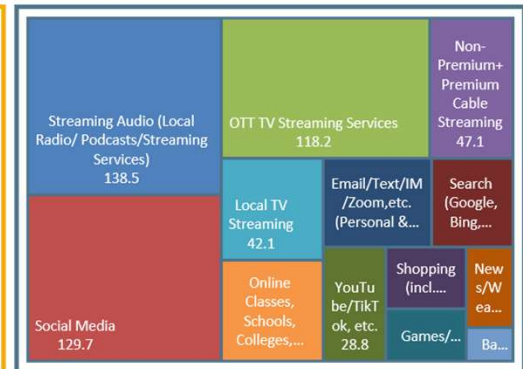
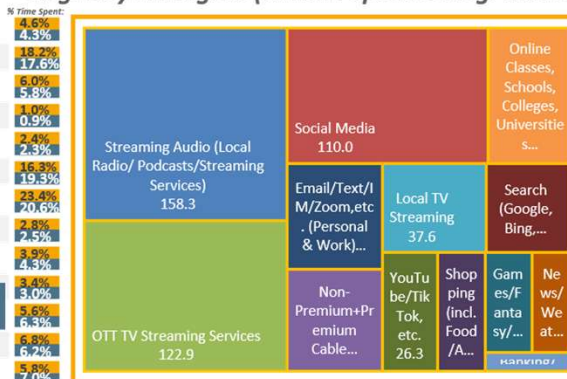
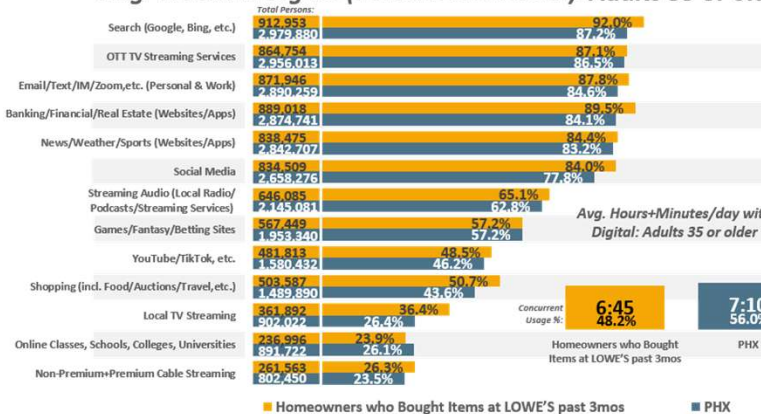
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



765,800 or 77.1% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Social Media for an average of 101.2 minutes every day representing 20.6% of all time spent daily with Ad-Supported Digital Media.

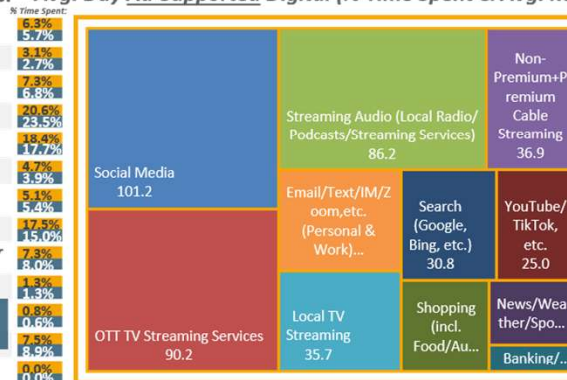
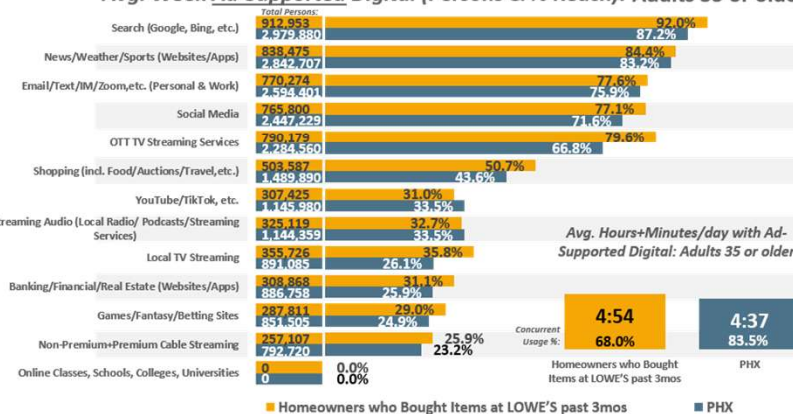
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 535
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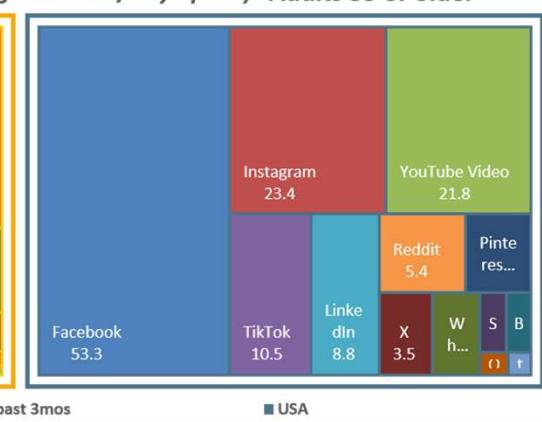
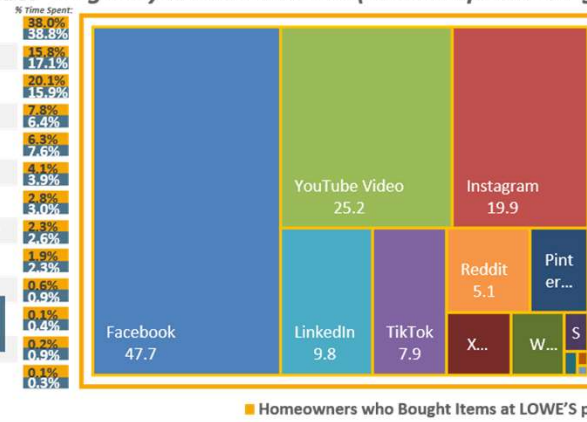
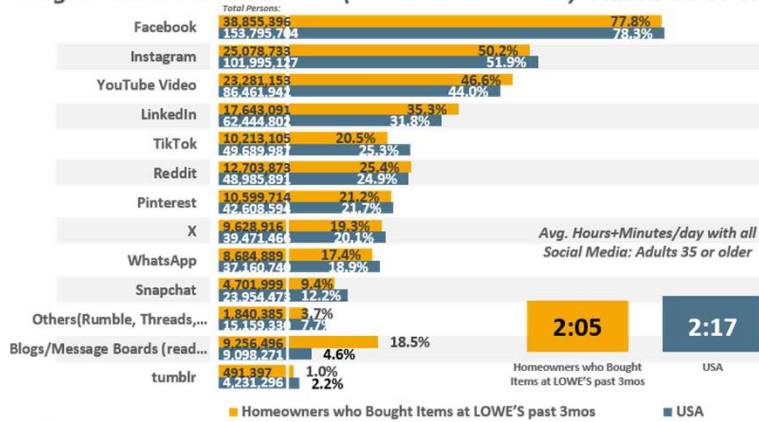
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHL): Own AND Major stores bought past 3 months: Lowe's]]

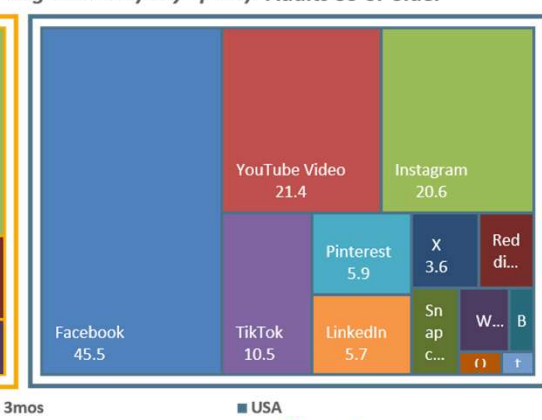
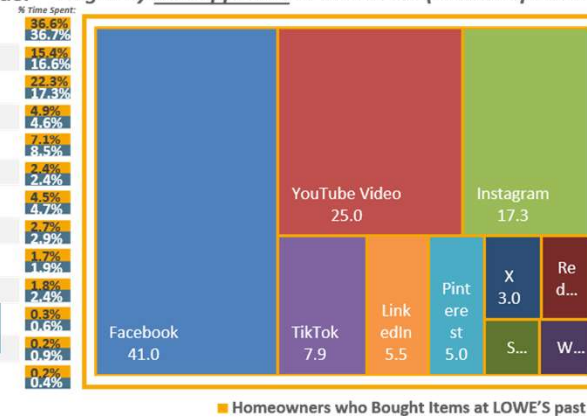
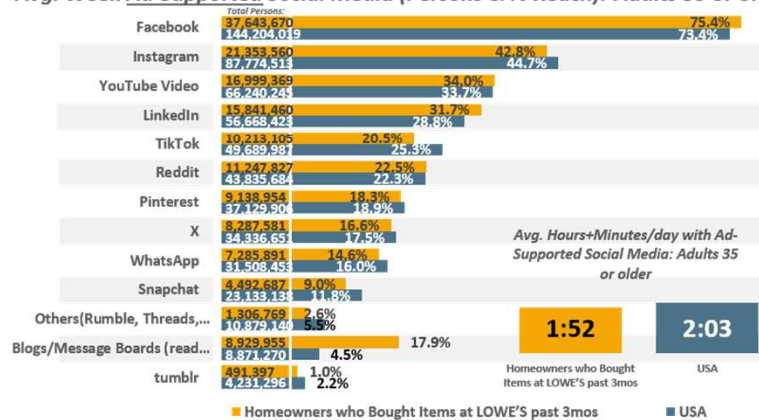


37,643,670 or 75.4% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Facebook for an average of 41. minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,934
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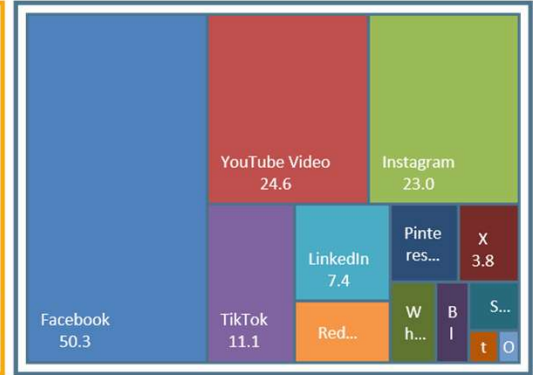
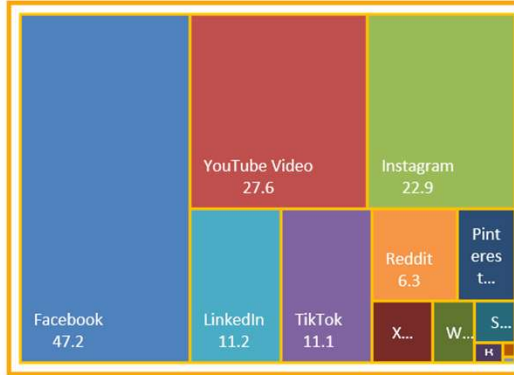
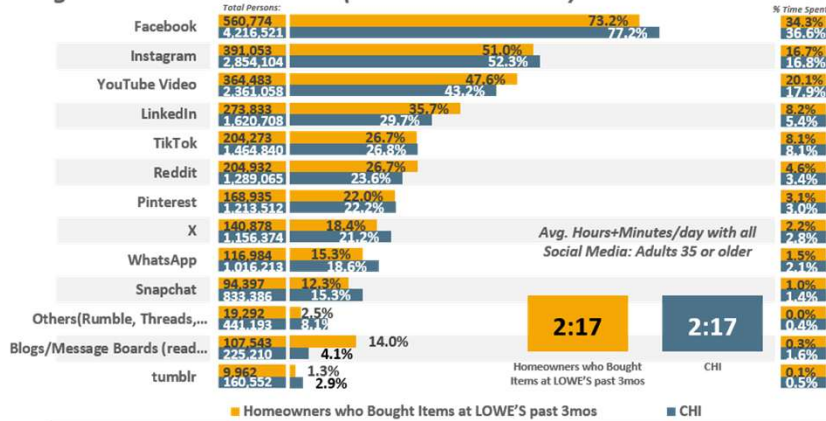
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

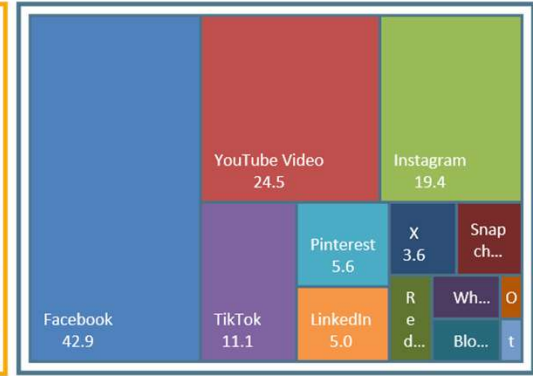
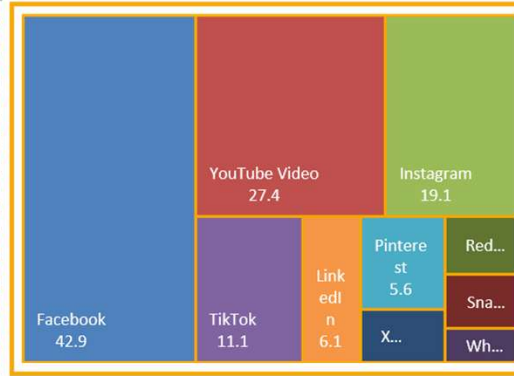
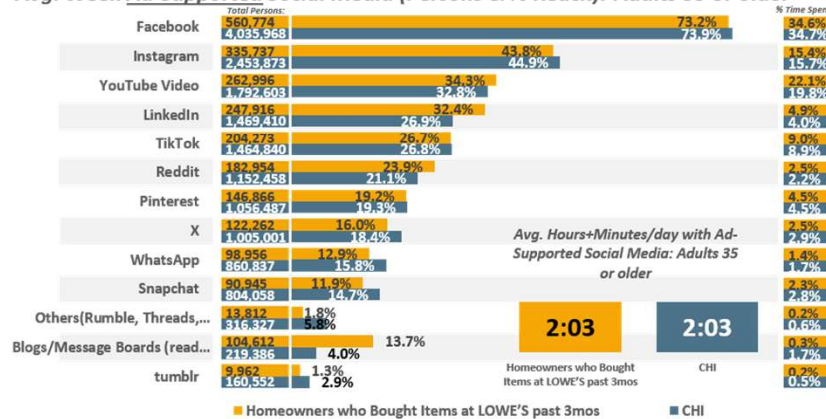


560,774 or 73.2% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Facebook for an average of 42.9 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

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



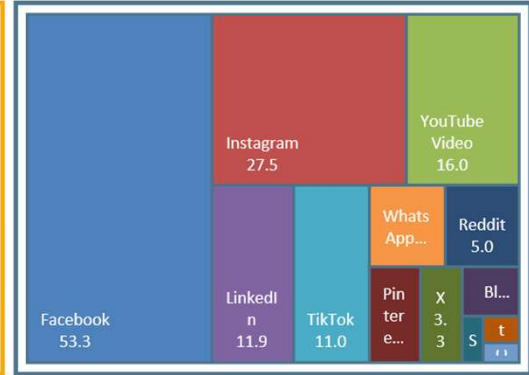
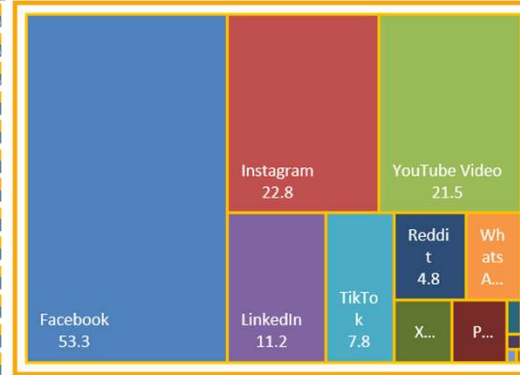
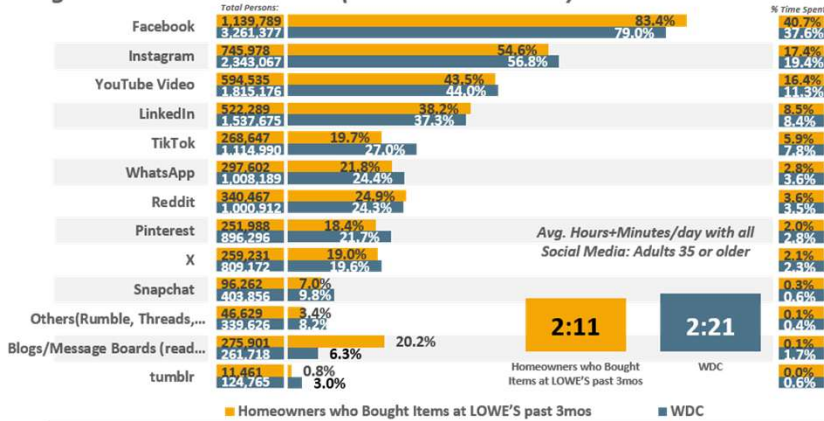
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



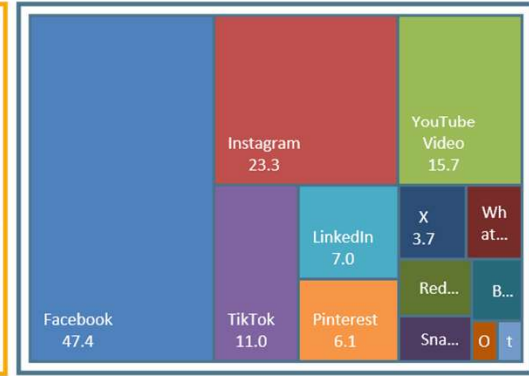
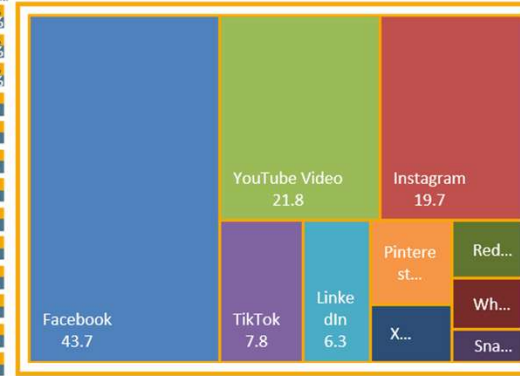
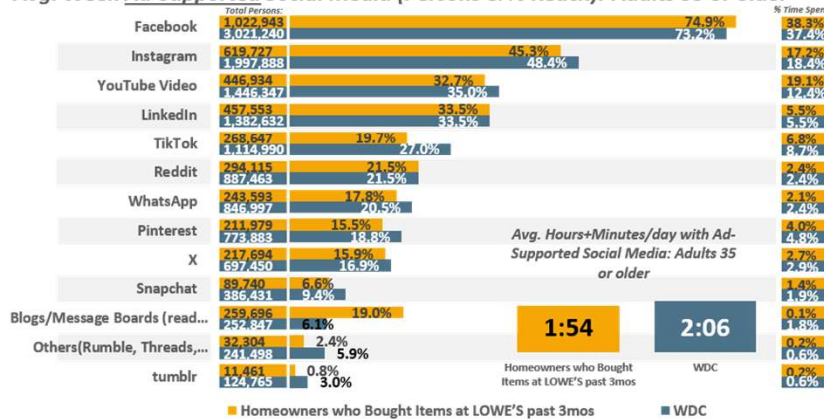


1,022,943 or 74.9% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Facebook for an average of 43.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.

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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,702
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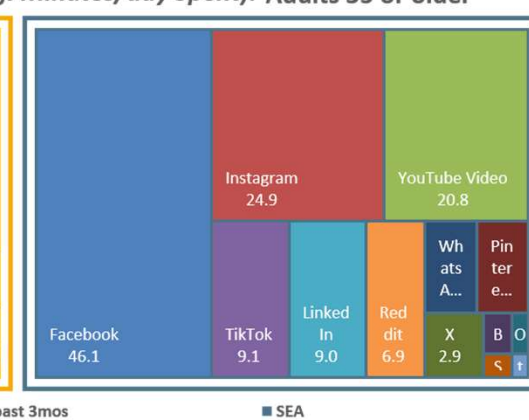
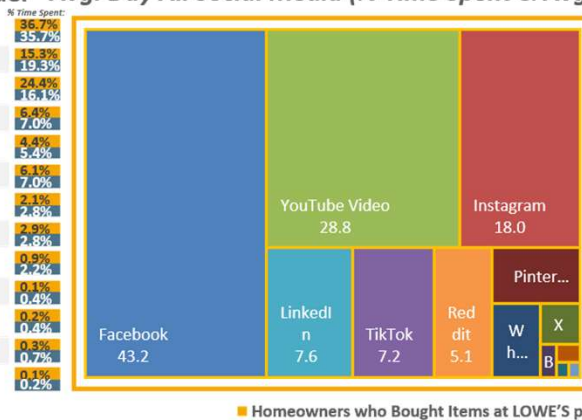
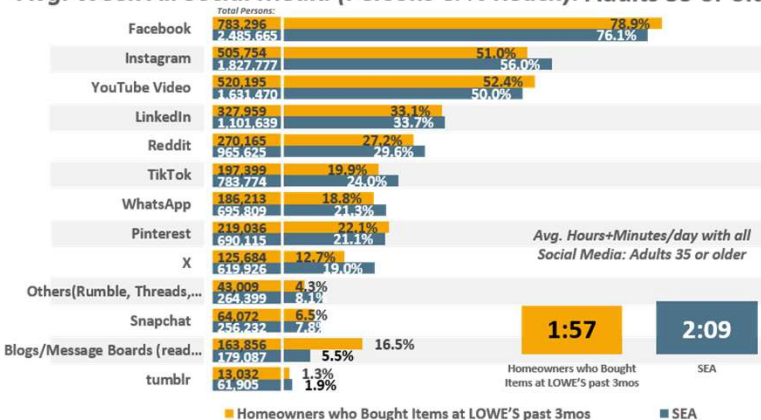
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

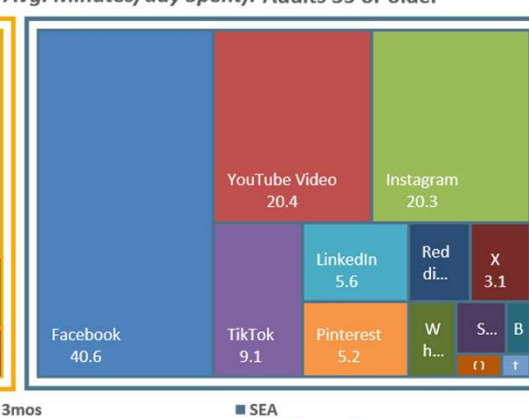
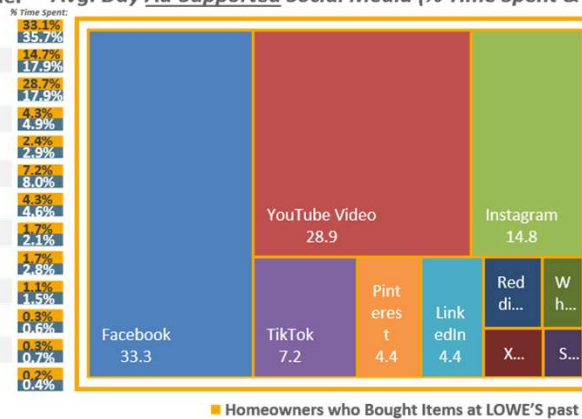
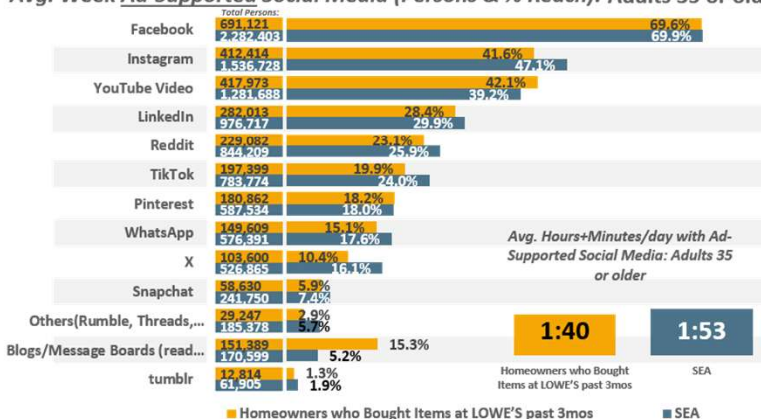


691,121 or 69.6% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Facebook for an average of 33.3 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.

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**



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,043
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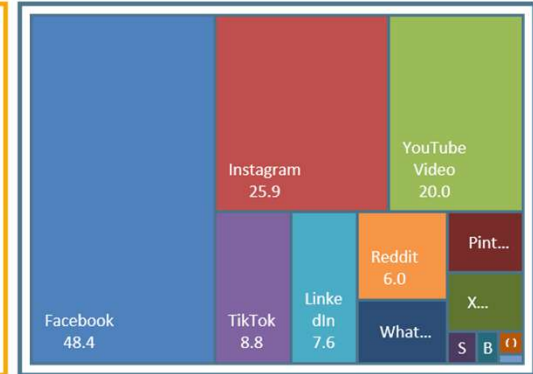
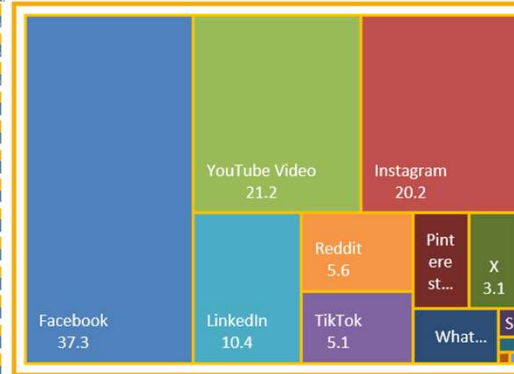
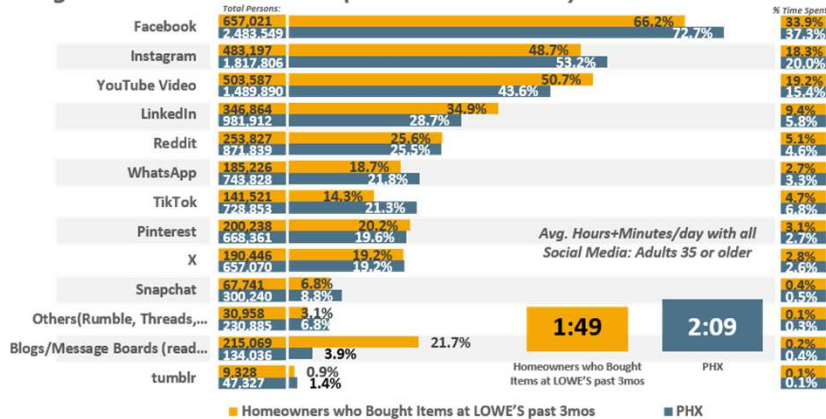
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

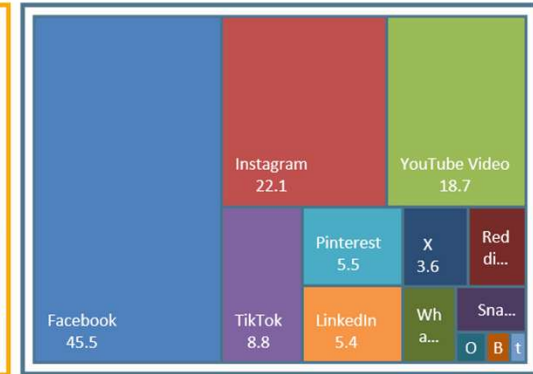
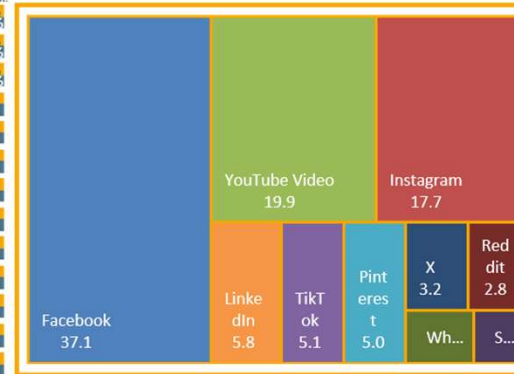
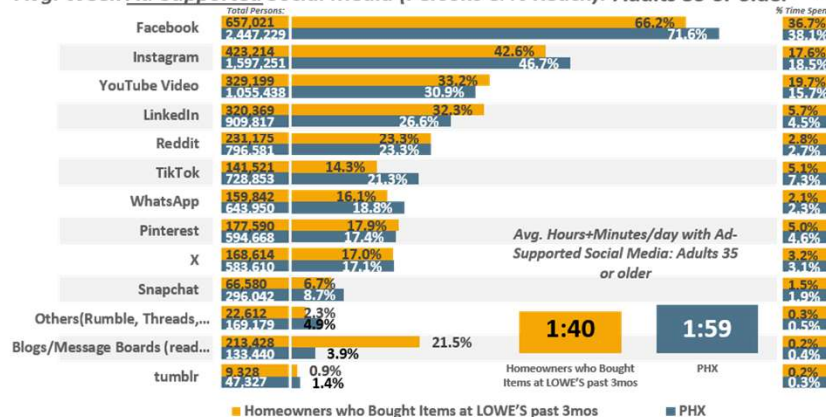


657,021 or 66.2% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Facebook for an average of 37.1 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

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



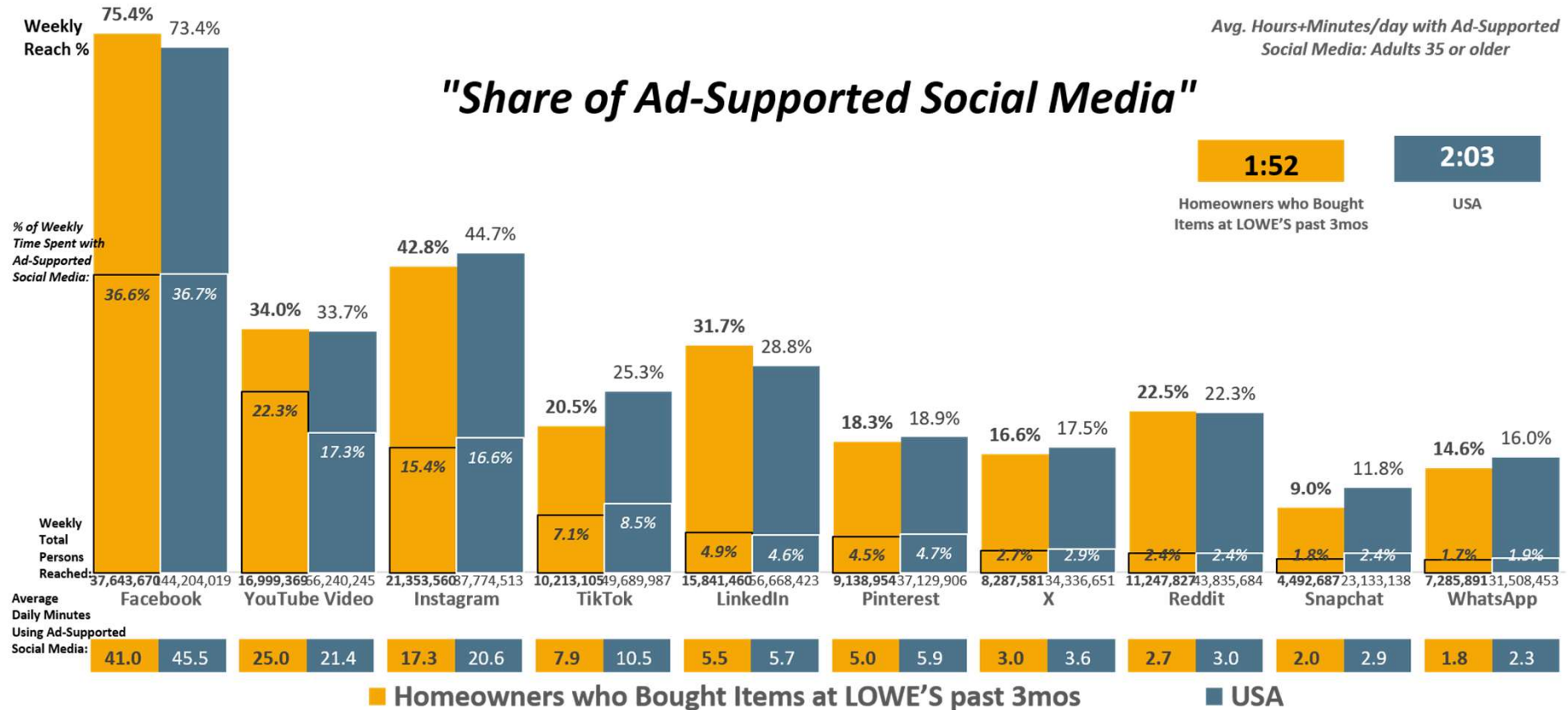
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





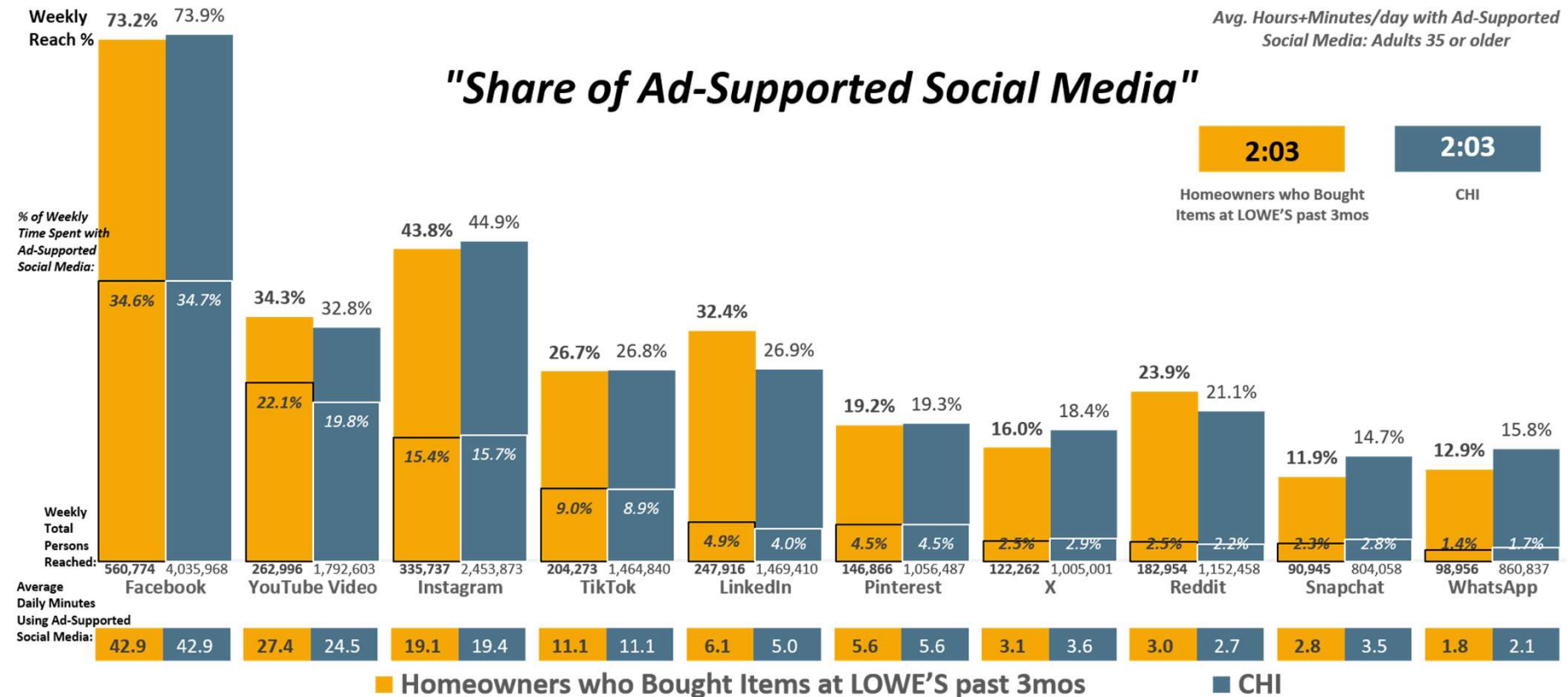
37,643,670 or 75.4% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Facebook for an average of 41. minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





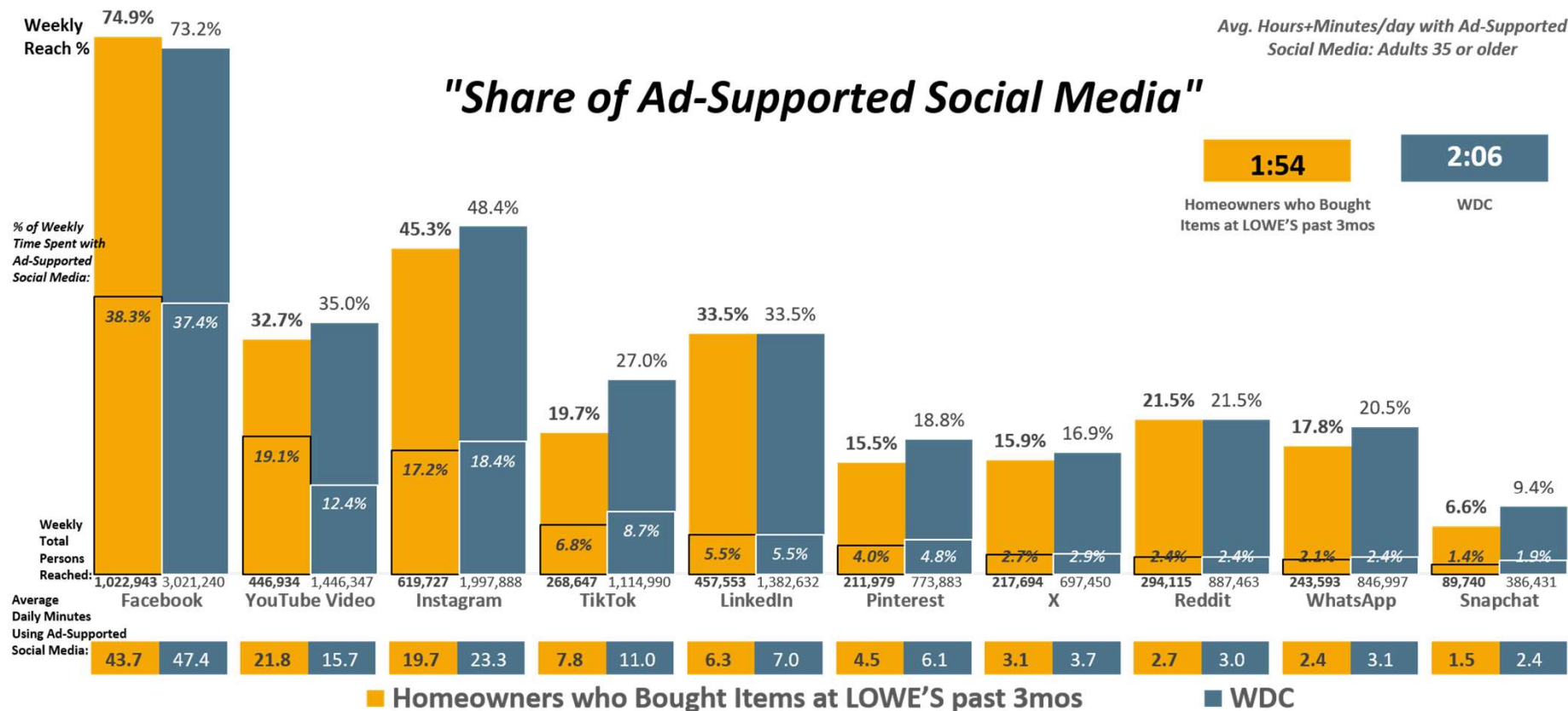
560,774 or 73.2% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Facebook for an average of 42.9 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.





1,022,943 or 74.9% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Facebook for an average of 43.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,702 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

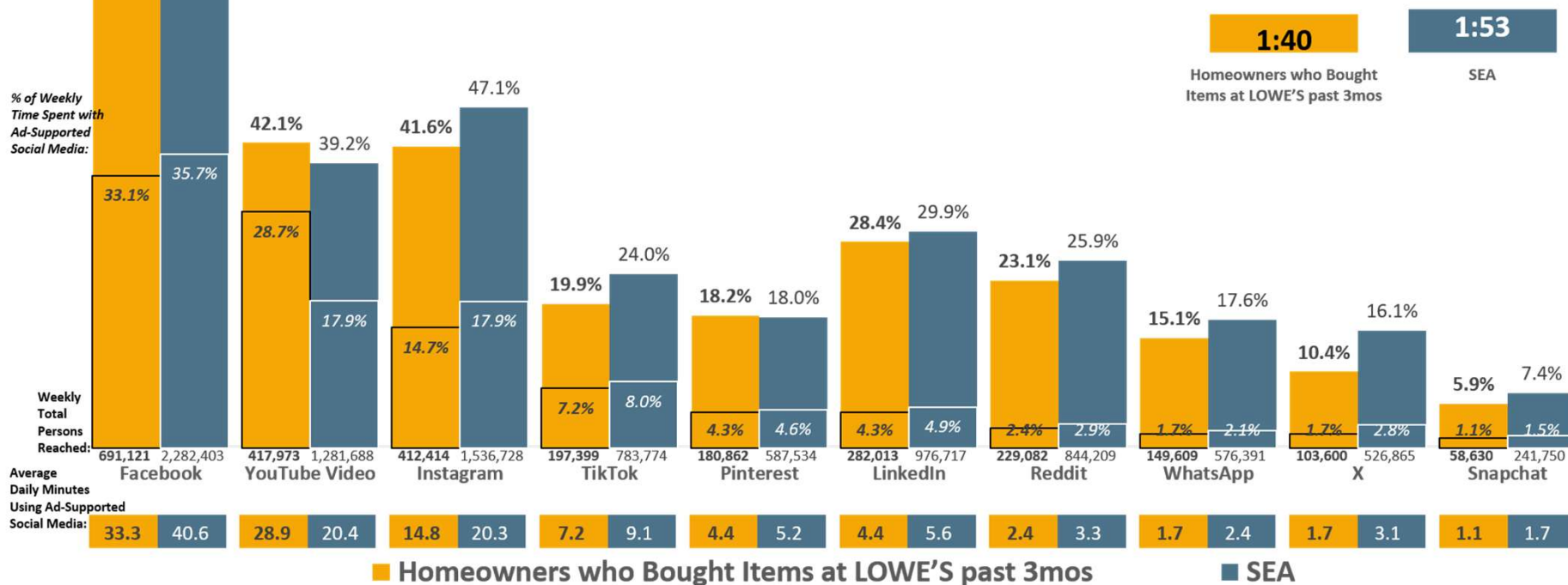


691,121 or 69.6% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Facebook for an average of 33.3 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.

Weekly Reach % 69.6% 69.9%

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 1,043 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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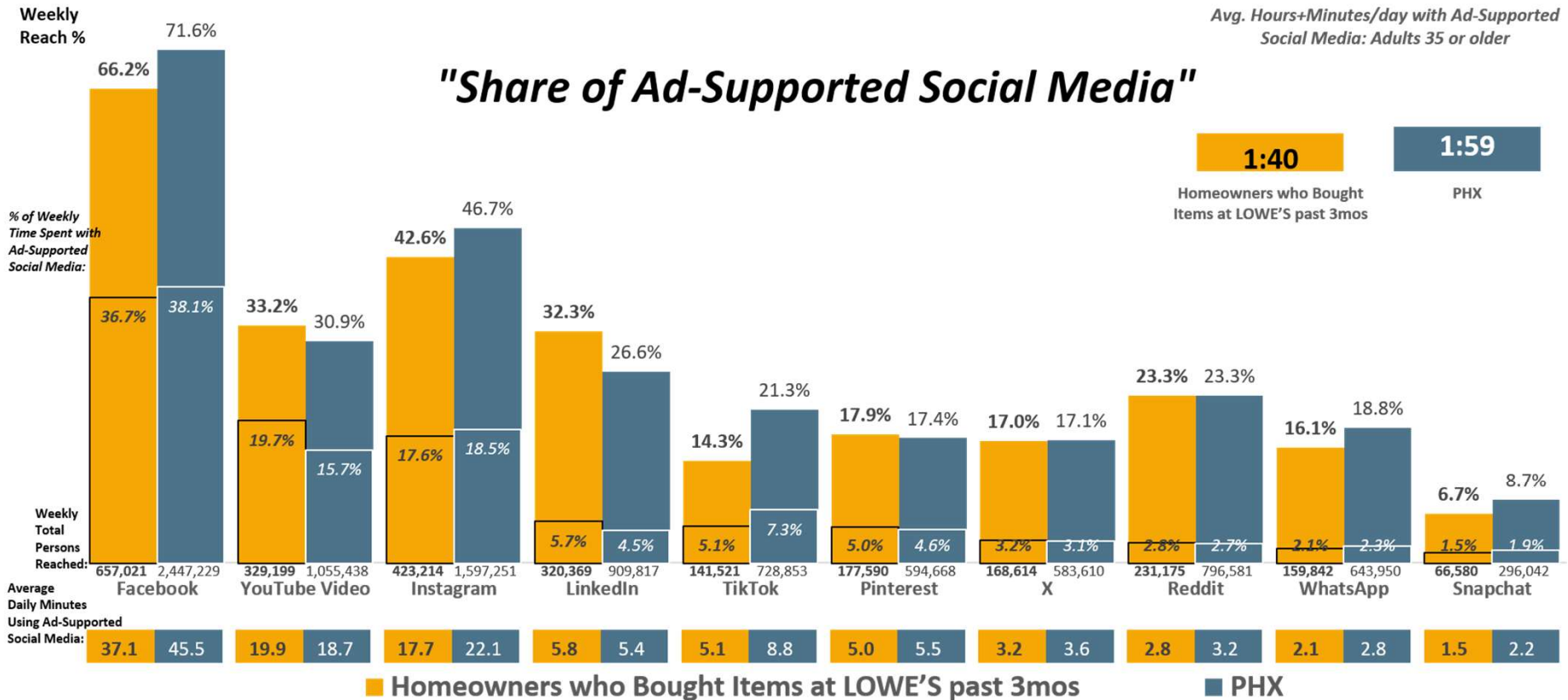
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHL): Own AND Major stores bought past 3 months: Lowe's]]



657,021 or 66.2% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Facebook for an average of 37.1 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

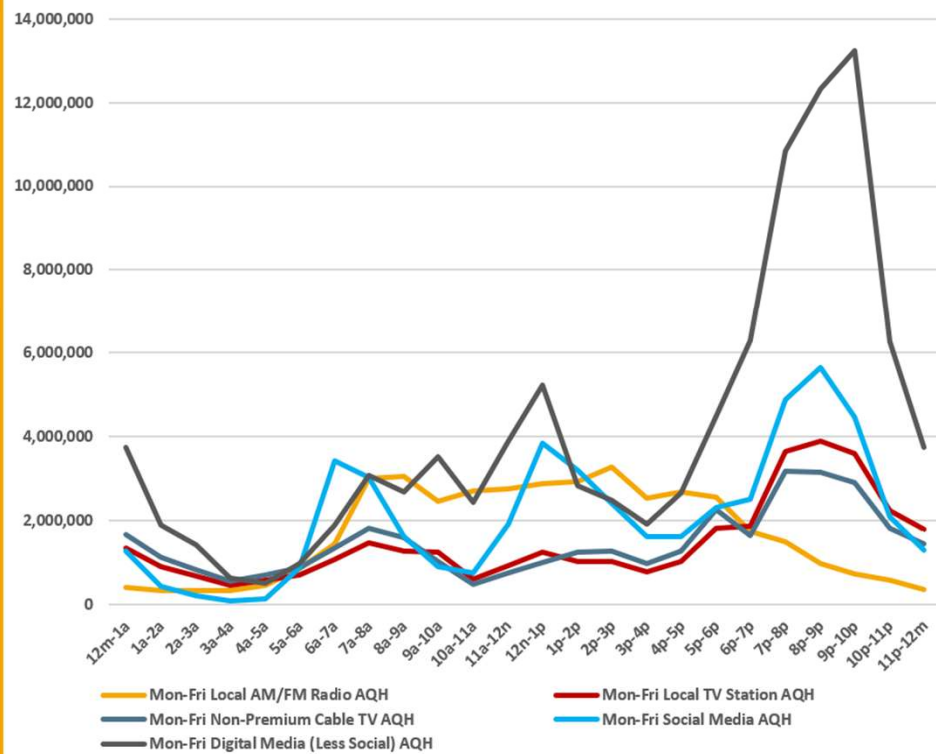
"Share of Ad-Supported Social Media"



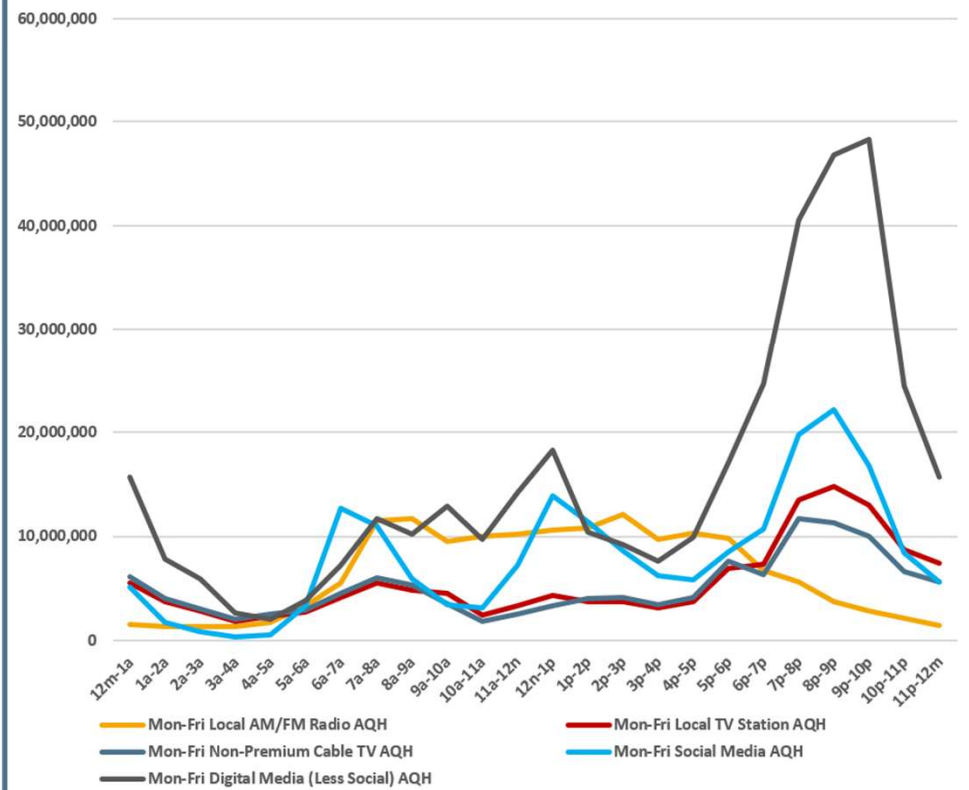


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,335,680;
Local Radio: 2,616,877; Social Media: 2,238,650; Non-Prem. Cable: 1,280,398; Local TV:
1,180,144 reaching Adults 35 or older Homeowners who Bought Items at LOW

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,934
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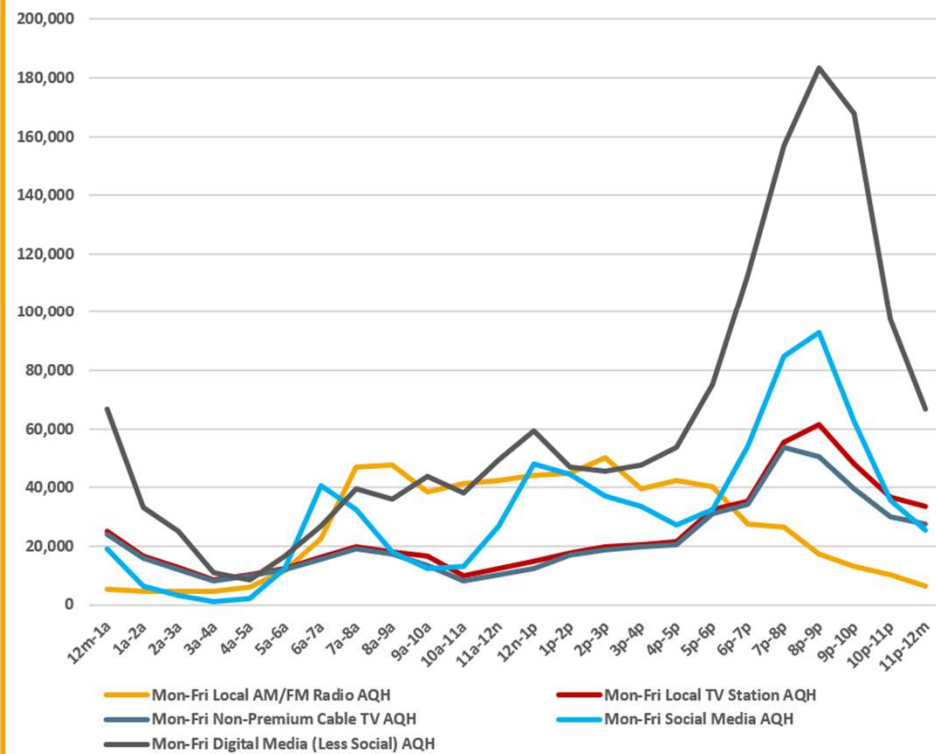
[(Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's)]

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for Anything ®

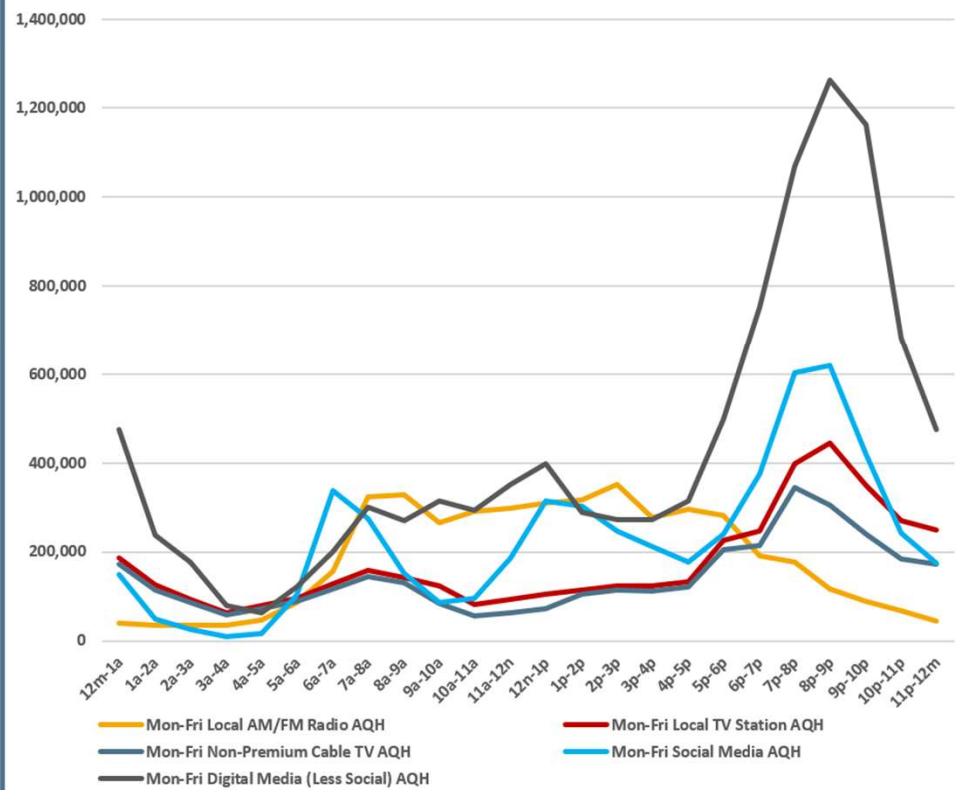


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 51,928;
Local Radio: 40,640; Social Media: 32,375; Local TV: 19,641; Non-Prem. Cable: 18,271
reaching Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos.

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



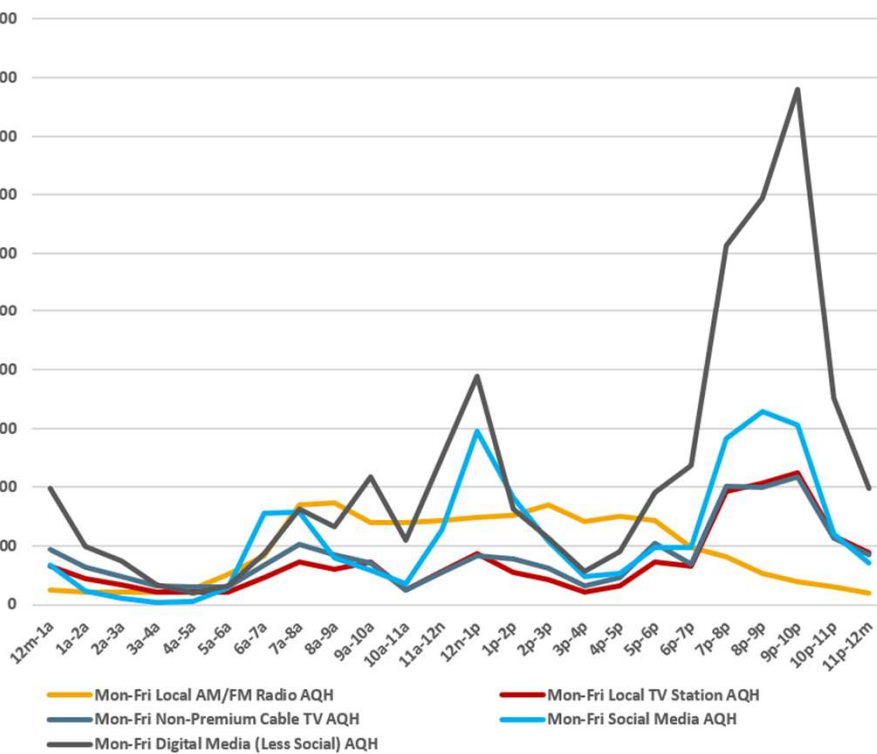
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 35 or older



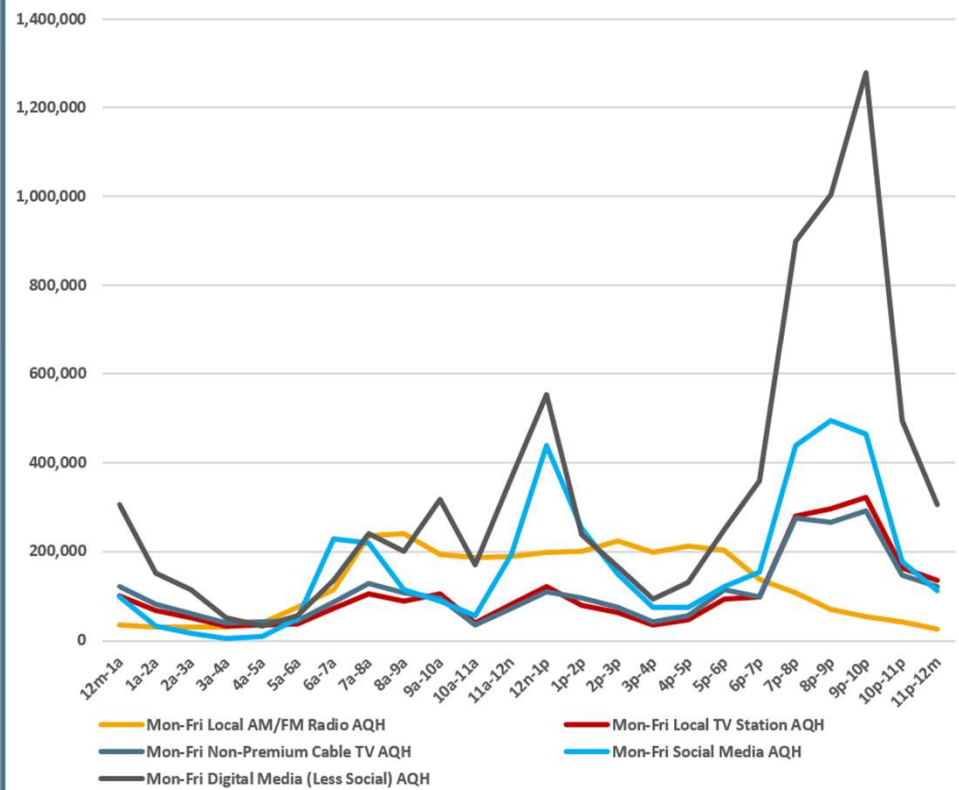


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 84,634; Local Radio: 71,239; Social Media: 57,509; Non-Prem. Cable: 33,684; Local TV: 27,233 reaching Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos.

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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,702
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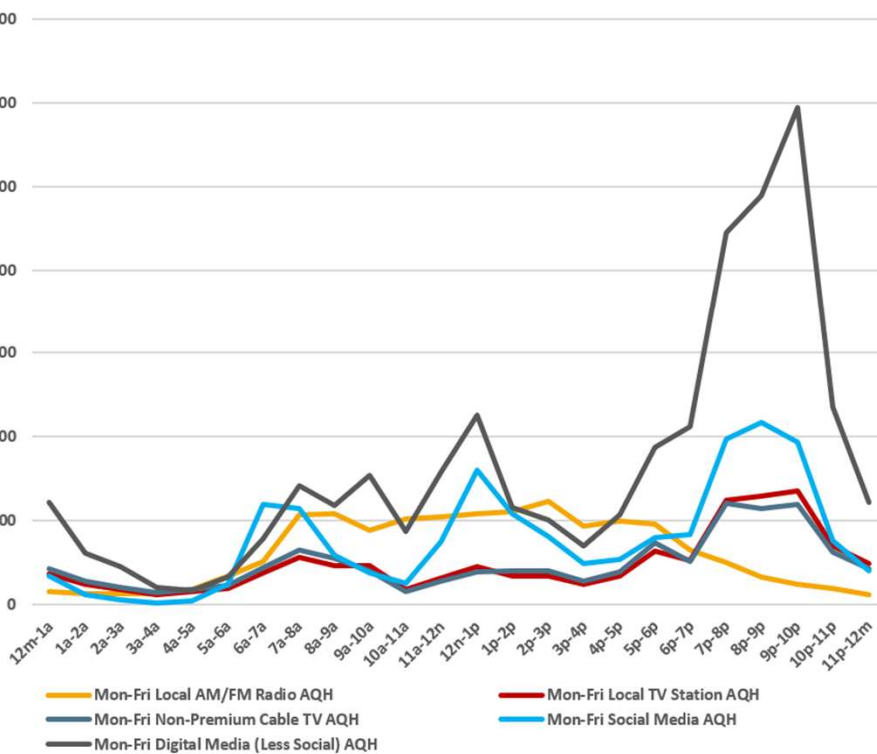
[(Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's)]

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for Anything.

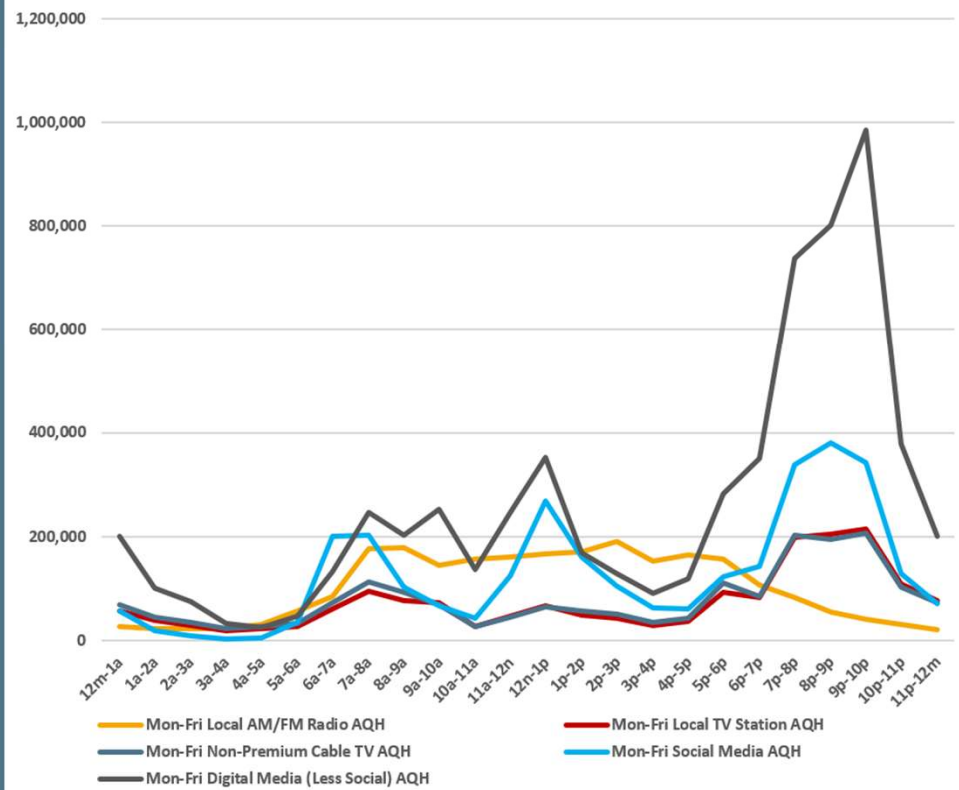


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 67,521; Local Radio: 48,483; Social Media: 40,292; Non-Prem. Cable: 21,517; Local TV: 20,164 reaching Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos.

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



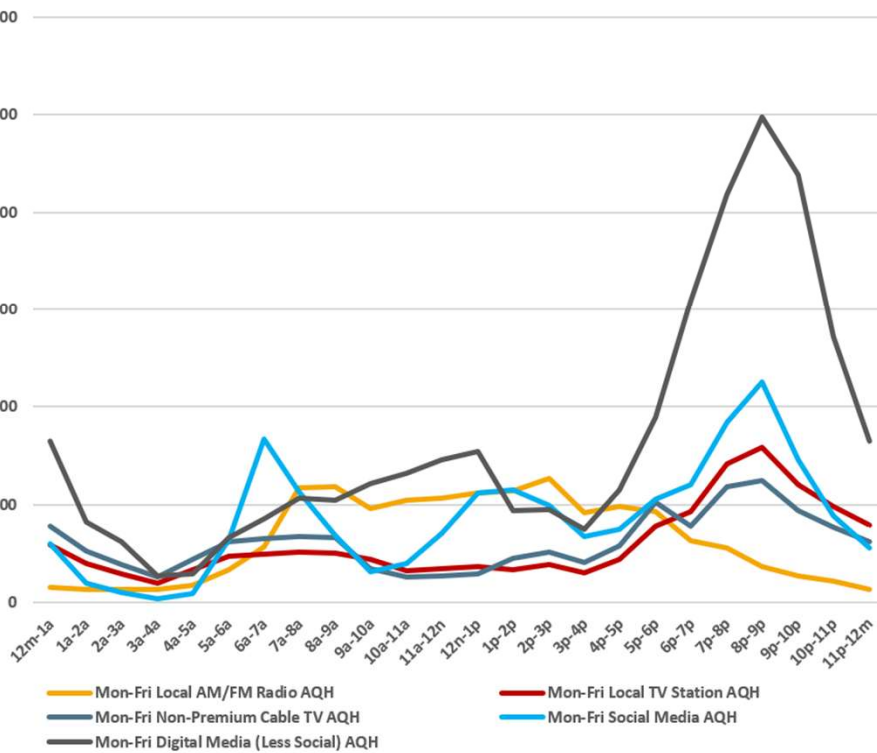
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 35 or older**



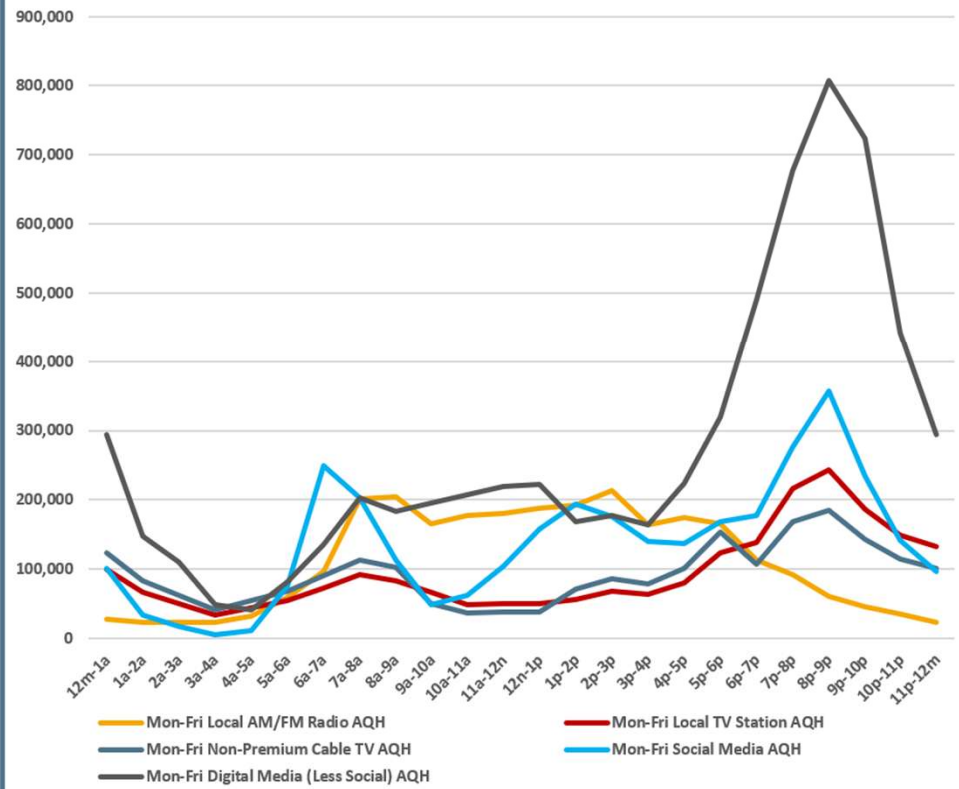


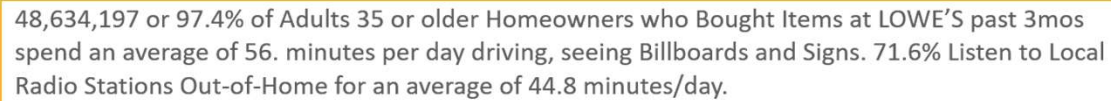
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 66,496; Local Radio: 49,949; Social Media: 45,632; Non-Prem. Cable: 26,540; Local TV: 23,719 reaching Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos.

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

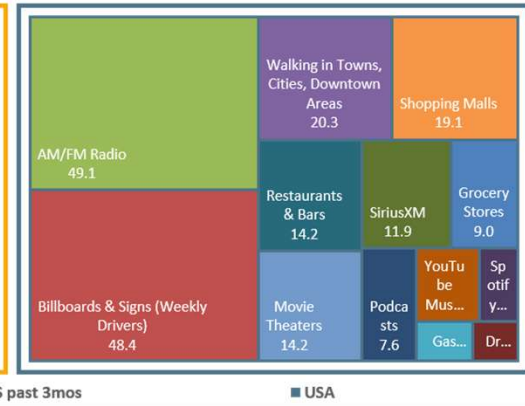
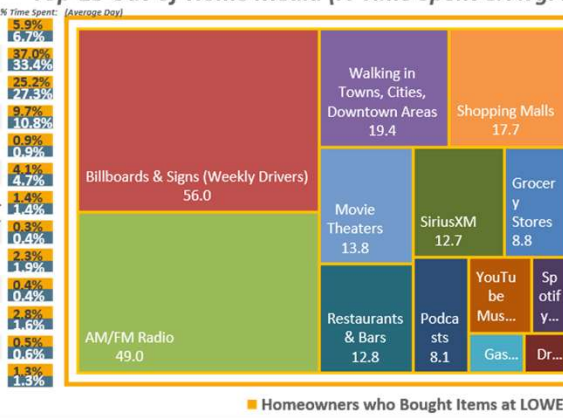


**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 35 or older**

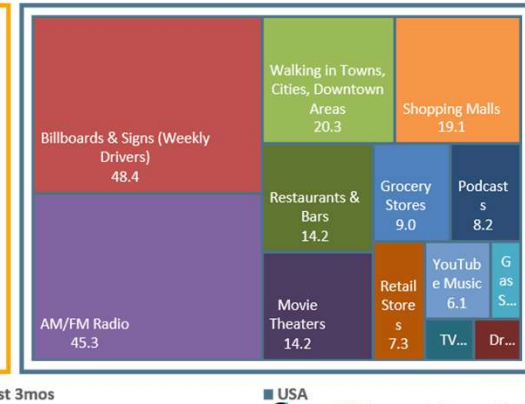
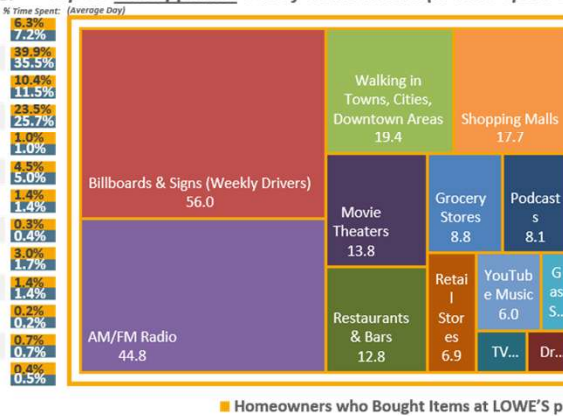




Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



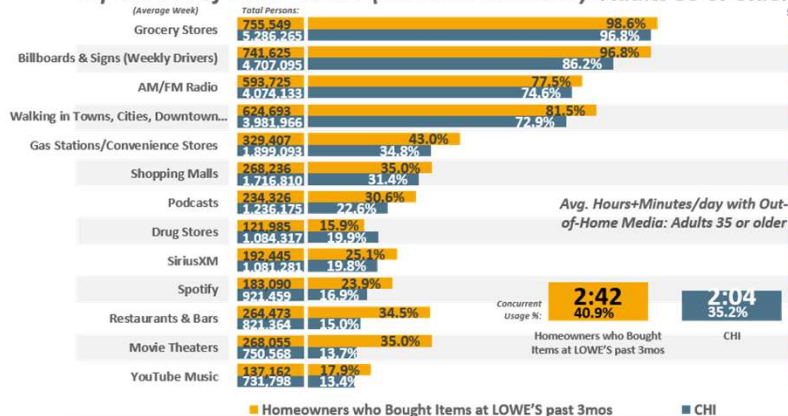
■ USA
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

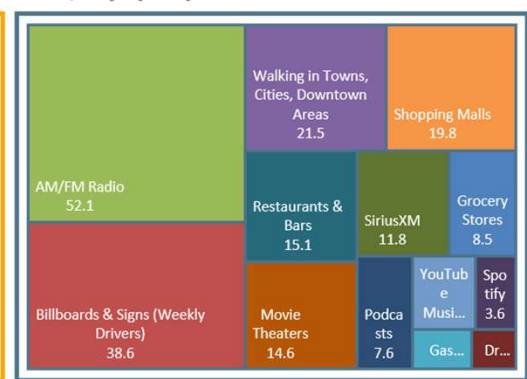
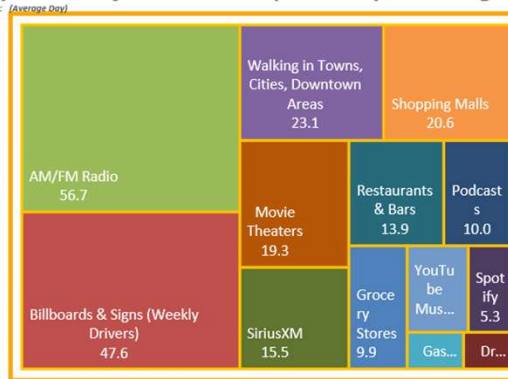


741,625 or 96.8% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 47.6 minutes per day driving, seeing Billboards and Signs. 72.9% Listen to Local Radio Stations Out-of-Home for an average of 50.3 minutes/day.

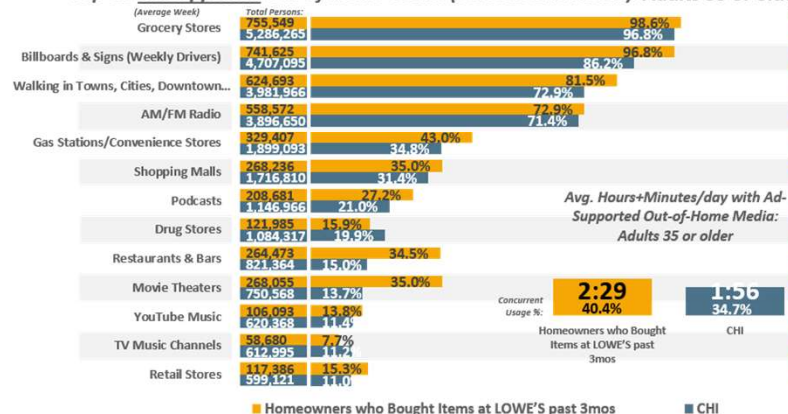
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



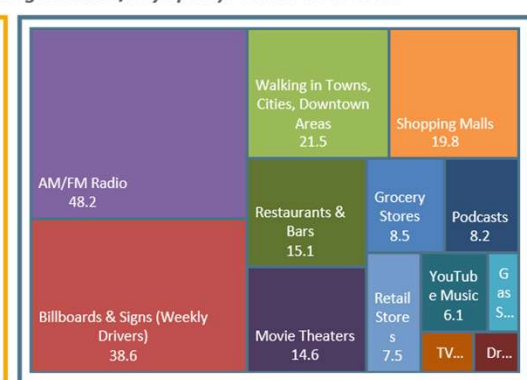
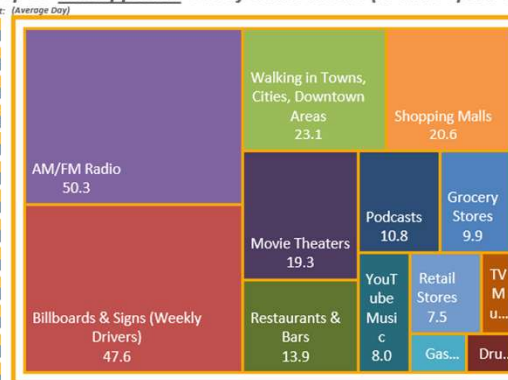
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



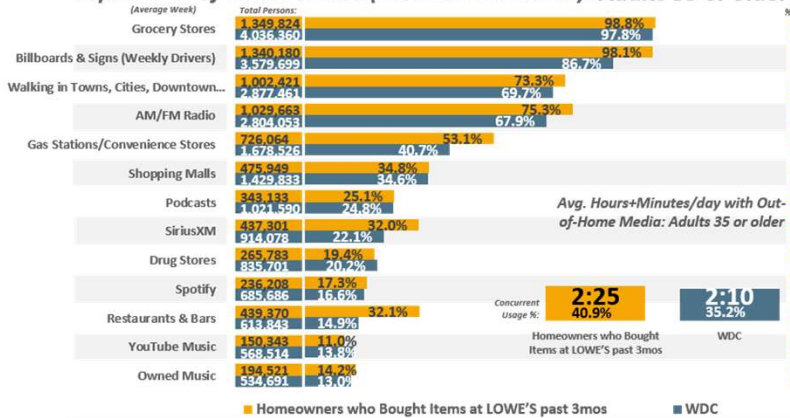
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



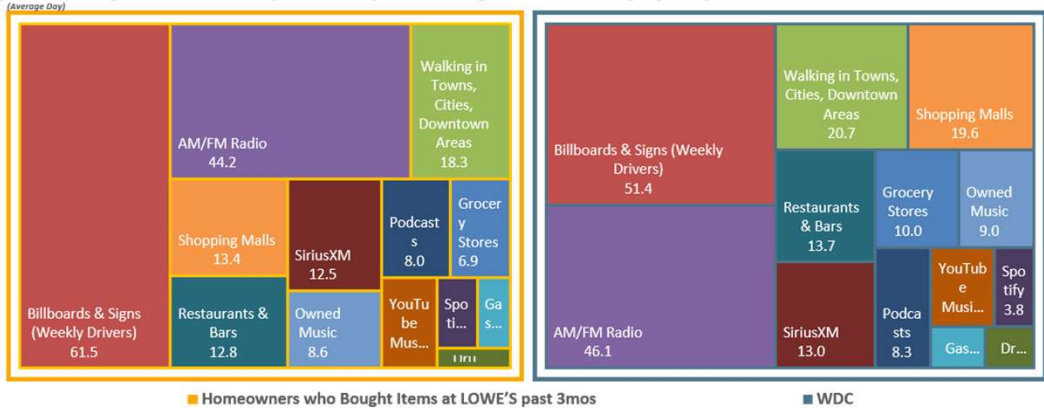


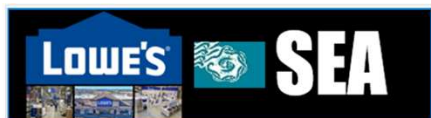
1,340,180 or 98.1% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 61.5 minutes per day driving, seeing Billboards and Signs. 71.7% Listen to Local Radio Stations Out-of-Home for an average of 41. minutes/day.

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



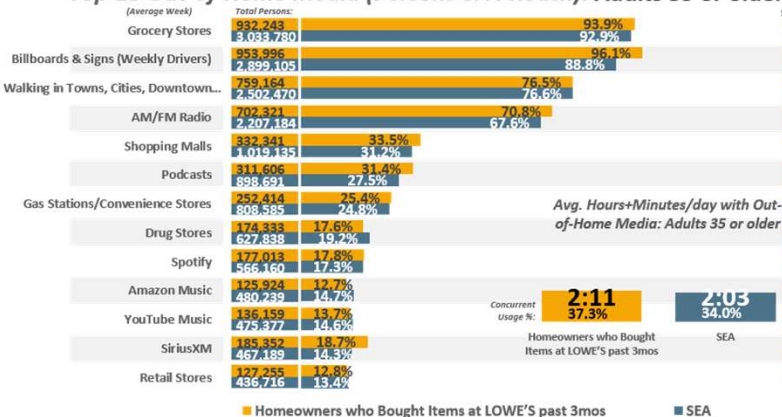
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



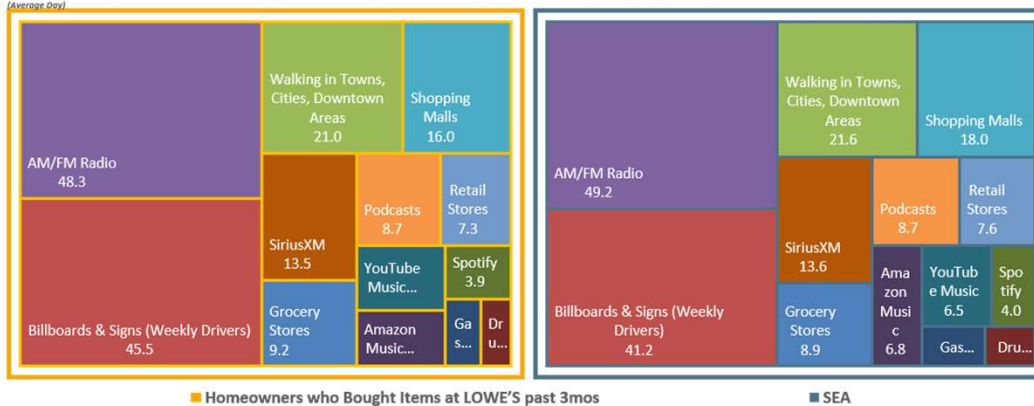


953,996 or 96.1% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 45.5 minutes per day driving, seeing Billboards and Signs. 66.4% Listen to Local Radio Stations Out-of-Home for an average of 42.1 minutes/day.

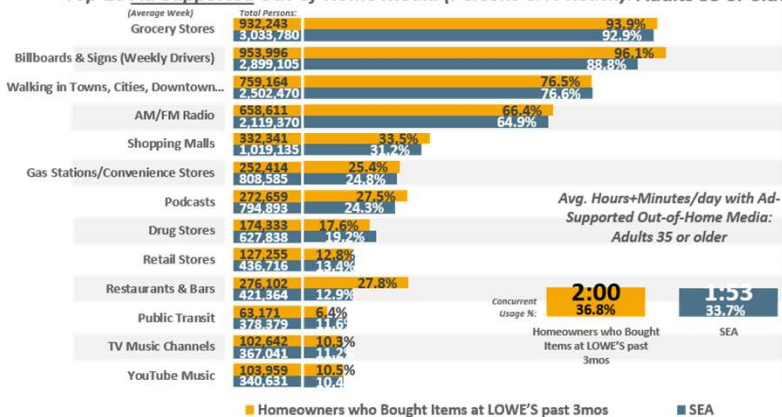
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



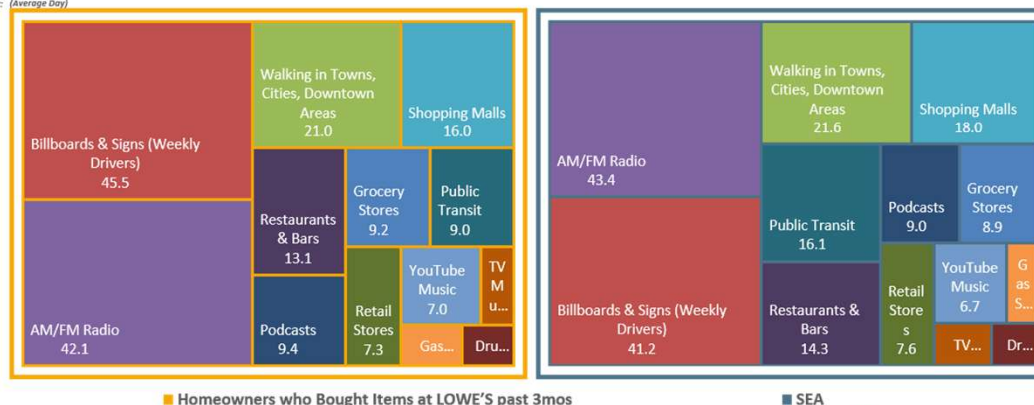
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,043
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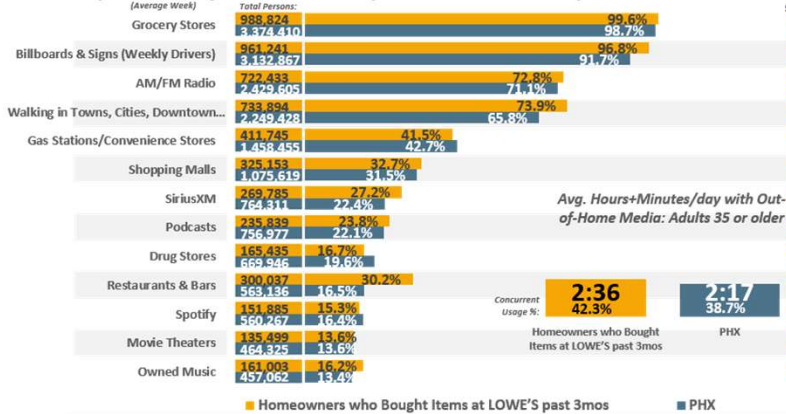
SEA
soefa.ai Share of Everything
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

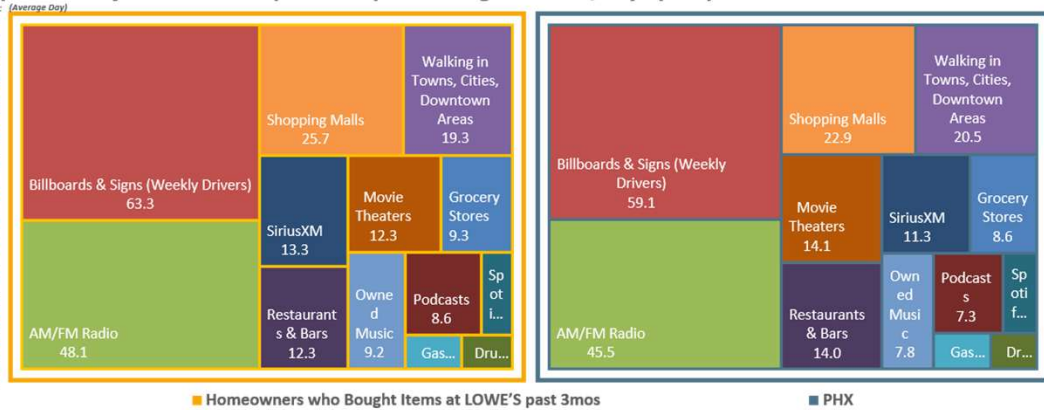


961,241 or 96.8% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 63.3 minutes per day driving, seeing Billboards and Signs. 68.7% Listen to Local Radio Stations Out-of-Home for an average of 44.6 minutes/day.

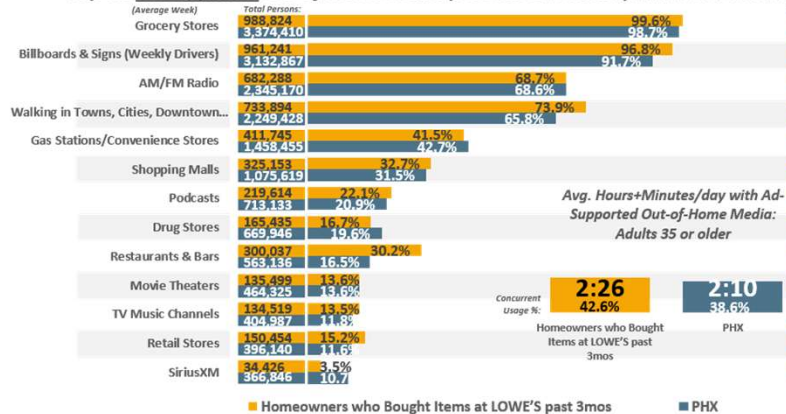
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



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



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



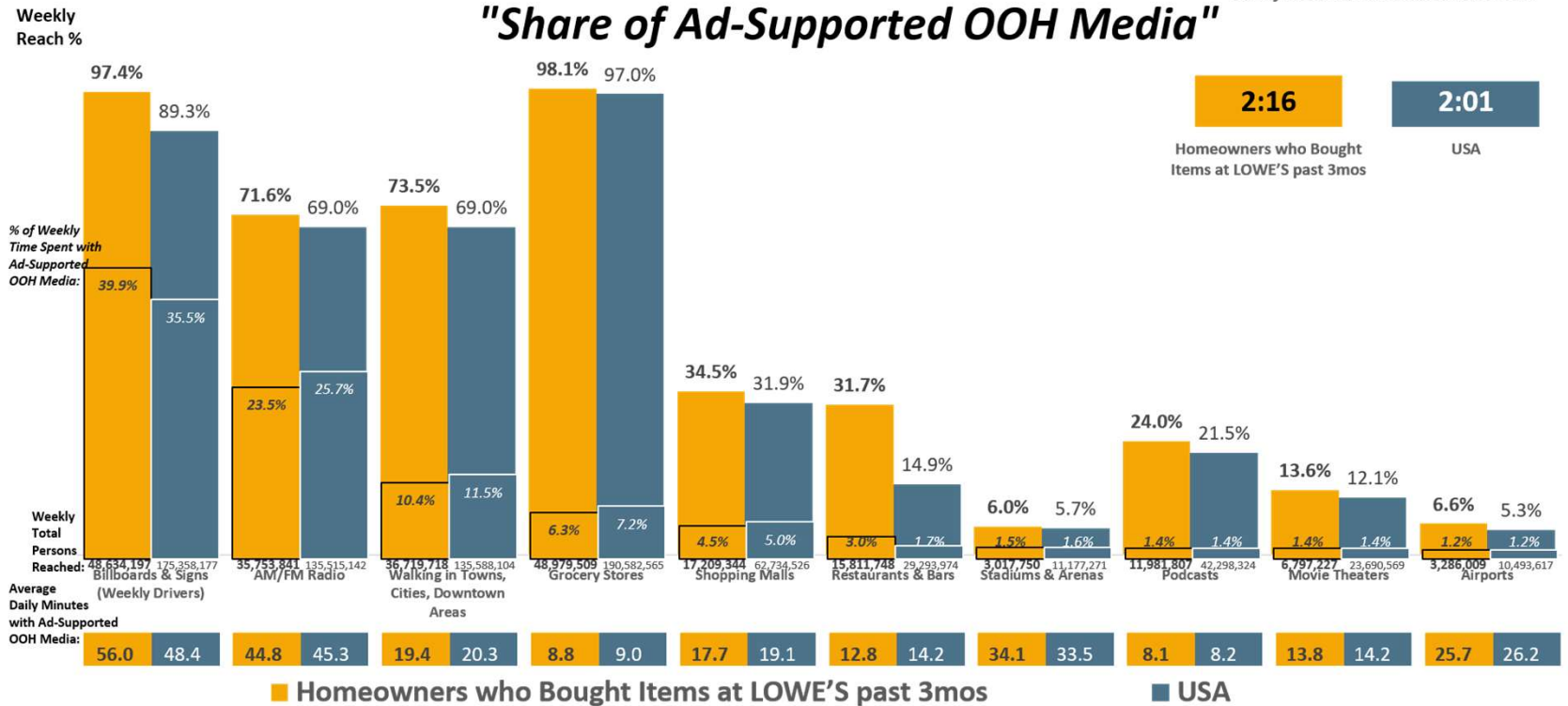
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





48,634,197 or 97.4% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 56. minutes per day driving, seeing Billboards and Signs representing 39.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,934 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

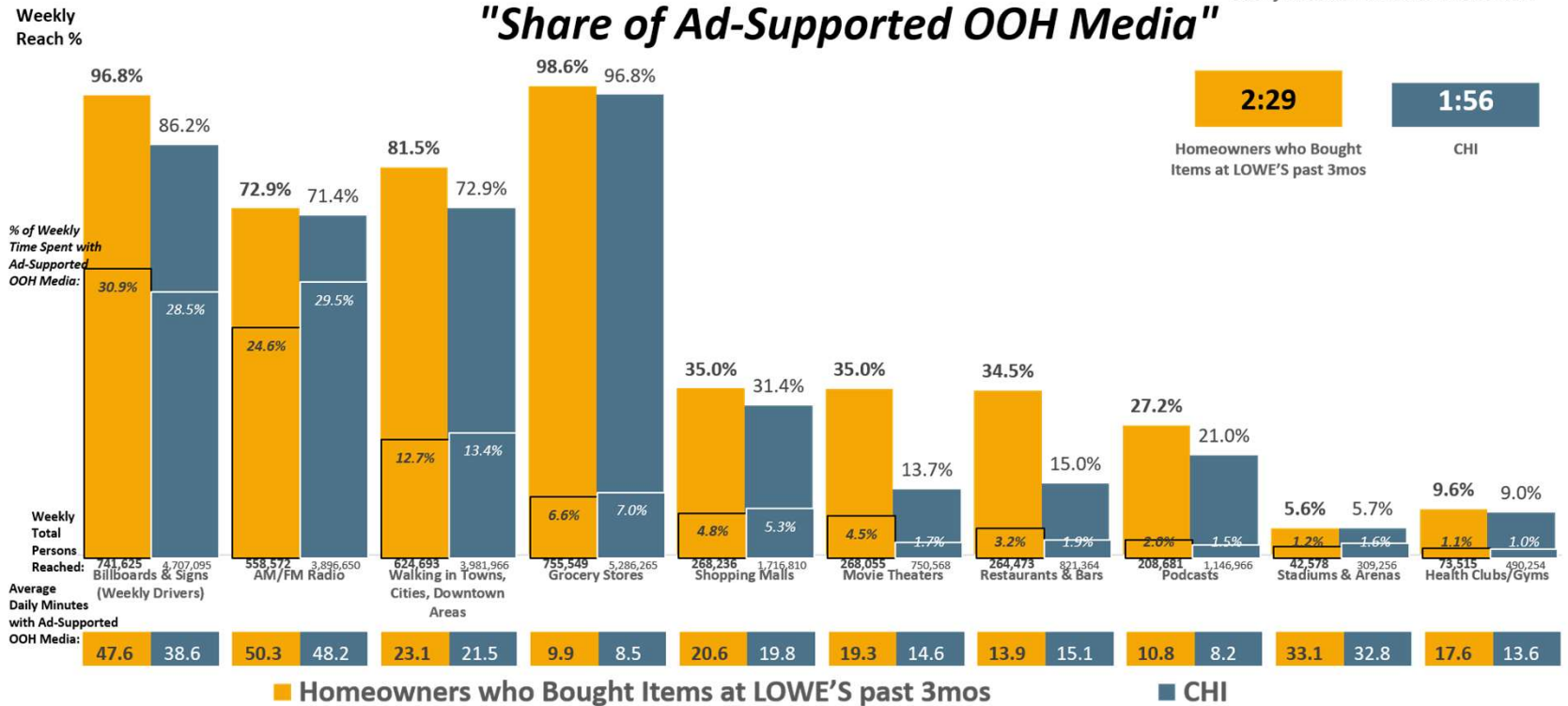
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[(Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's)]



741,625 or 96.8% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 47.6 minutes per day driving, seeing Billboards and Signs representing 30.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 499
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

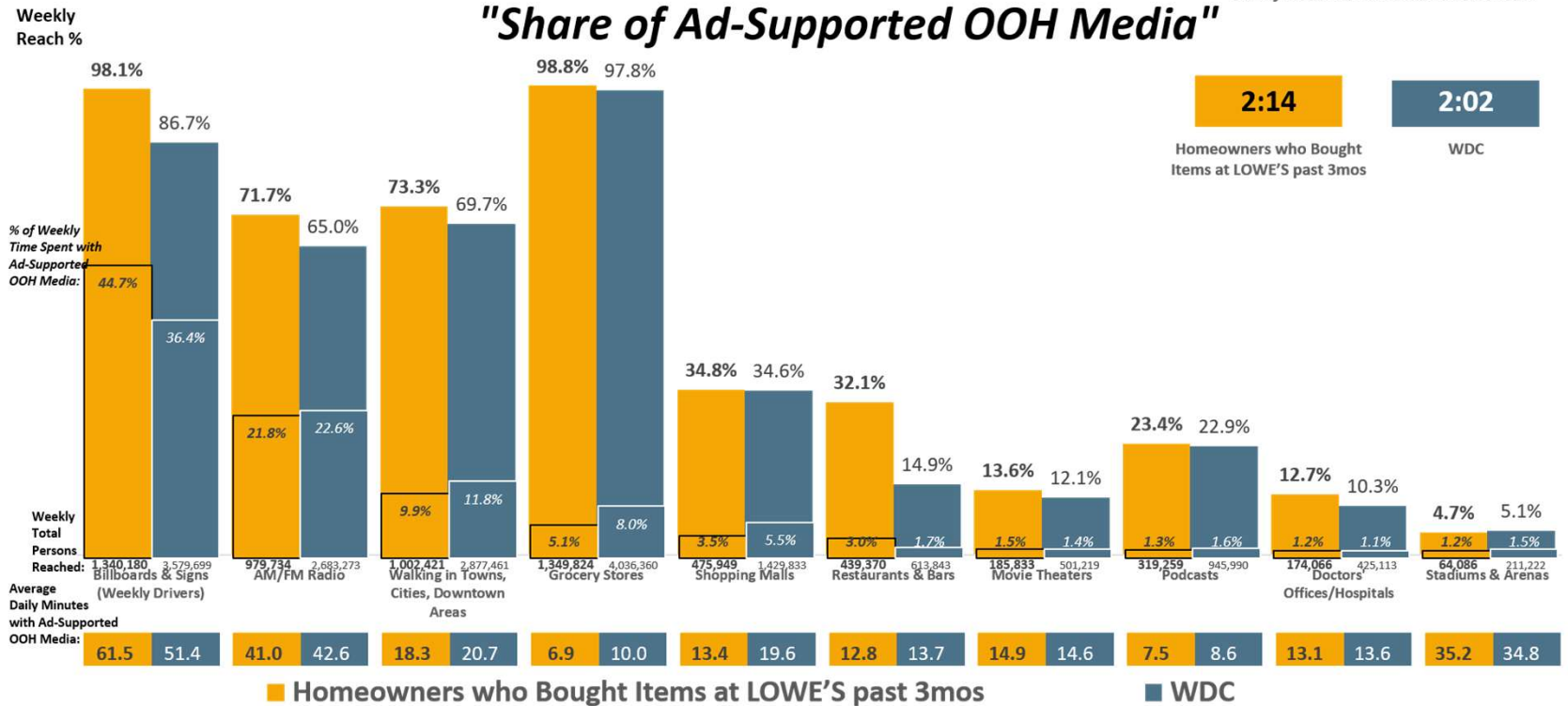
soefa.ai Share of Everything for Anything

[(Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's)]



1,340,180 or 98.1% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 61.5 minutes per day driving, seeing Billboards and Signs representing 44.7% 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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,702 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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soefa.ai Share of Everything for Anything

[(Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's)]

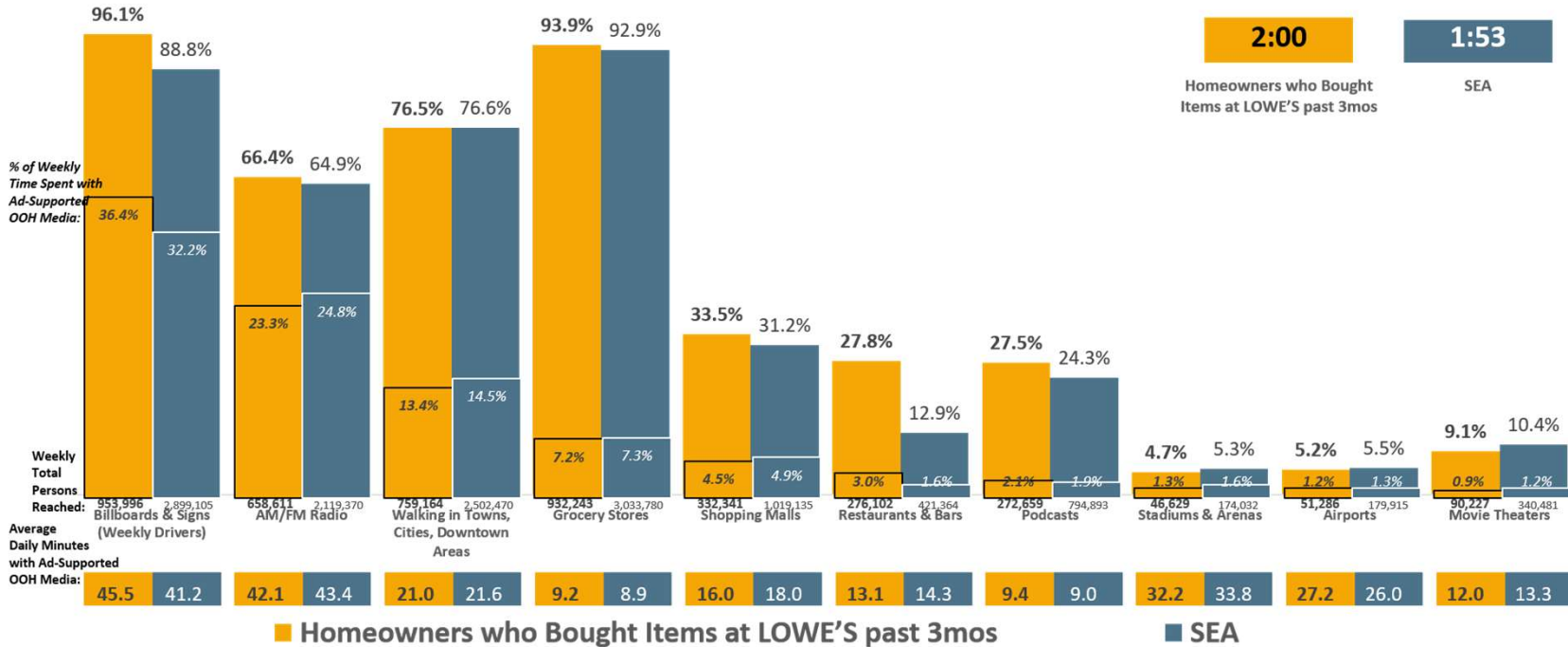


953,996 or 96.1% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 45.5 minutes per day driving, seeing Billboards and Signs representing 36.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,043 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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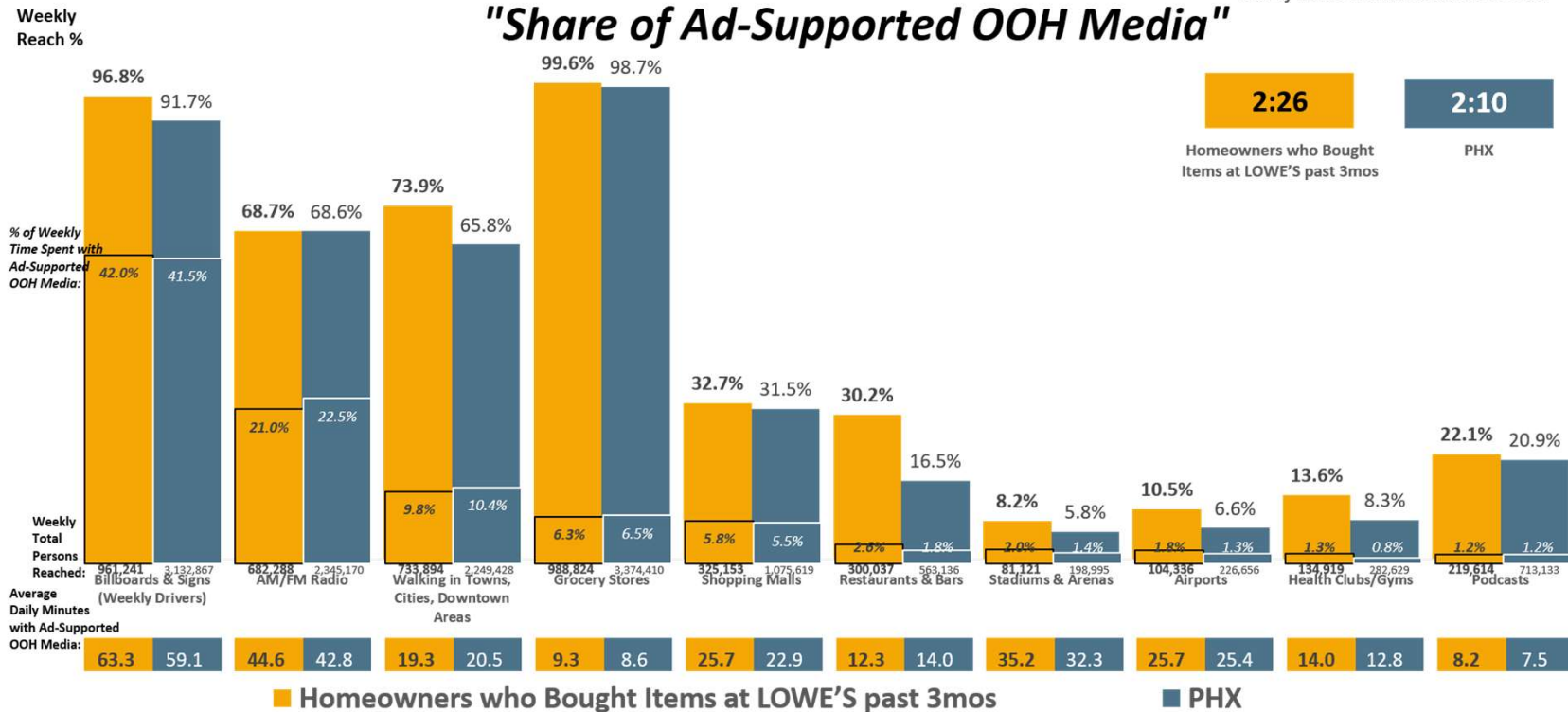
soefa.ai Share of Everything for Anything

[(Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's)]



961,241 or 96.8% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 63.3 minutes per day driving, seeing Billboards and Signs representing 42.% 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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 535
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

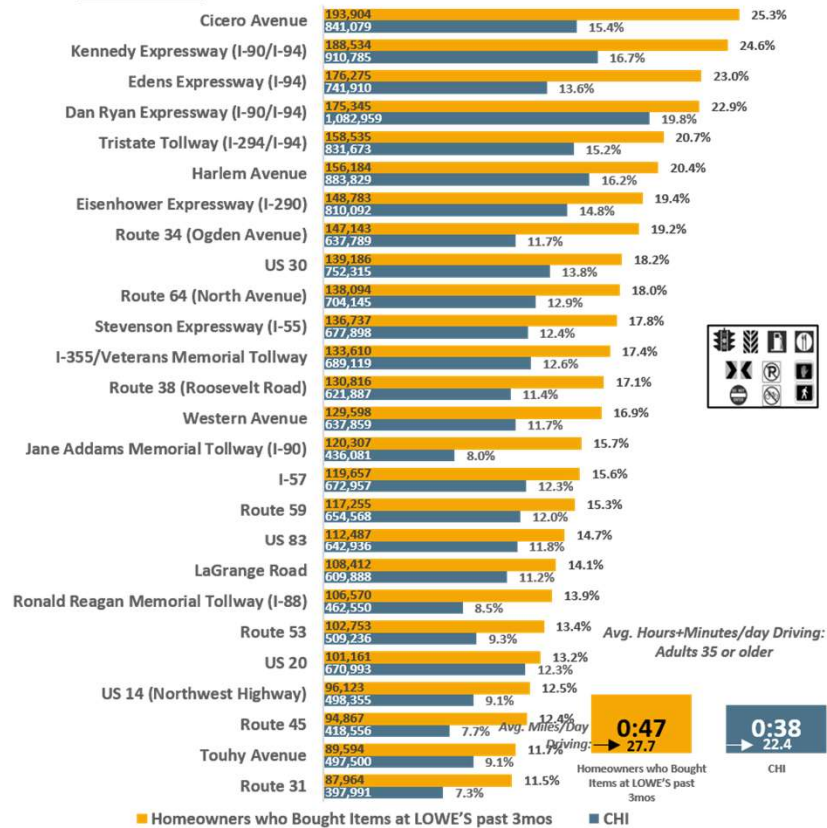
soefa.ai Share of Everything for Anything

[(Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's)]

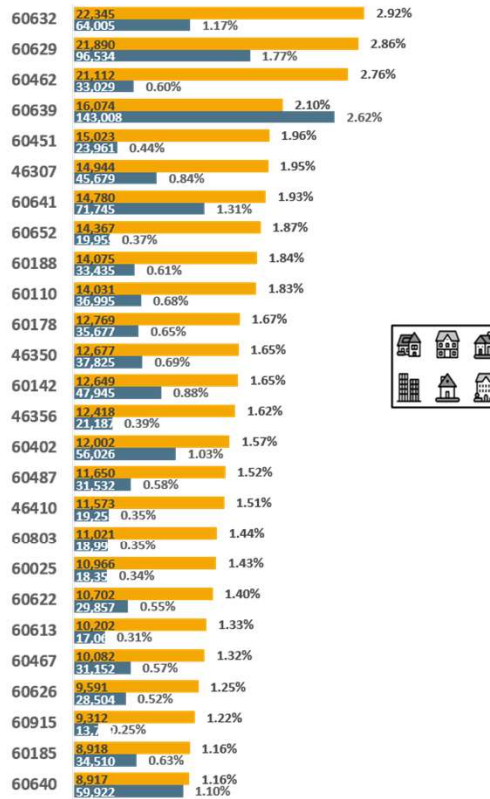


741,625 or 96.8% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 47.6 minutes per day driving an average of 27.7 miles each day and are 96.6% more likely to use Jane Addams Memorial Tollway (I-90) than the Metro a

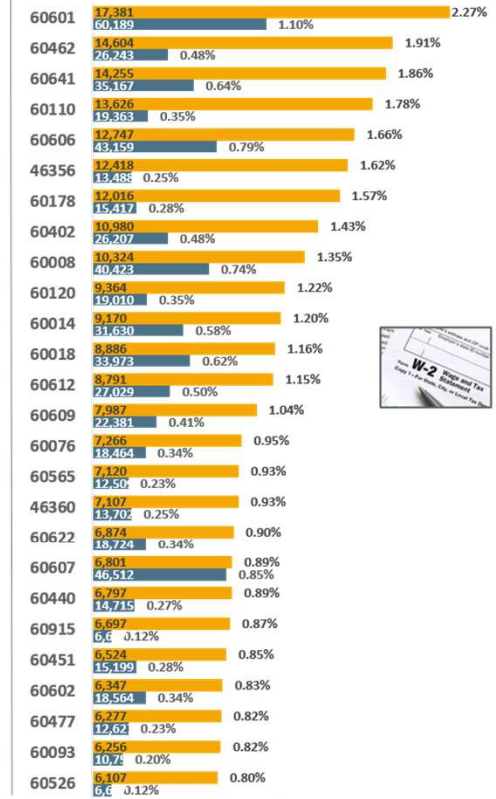
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



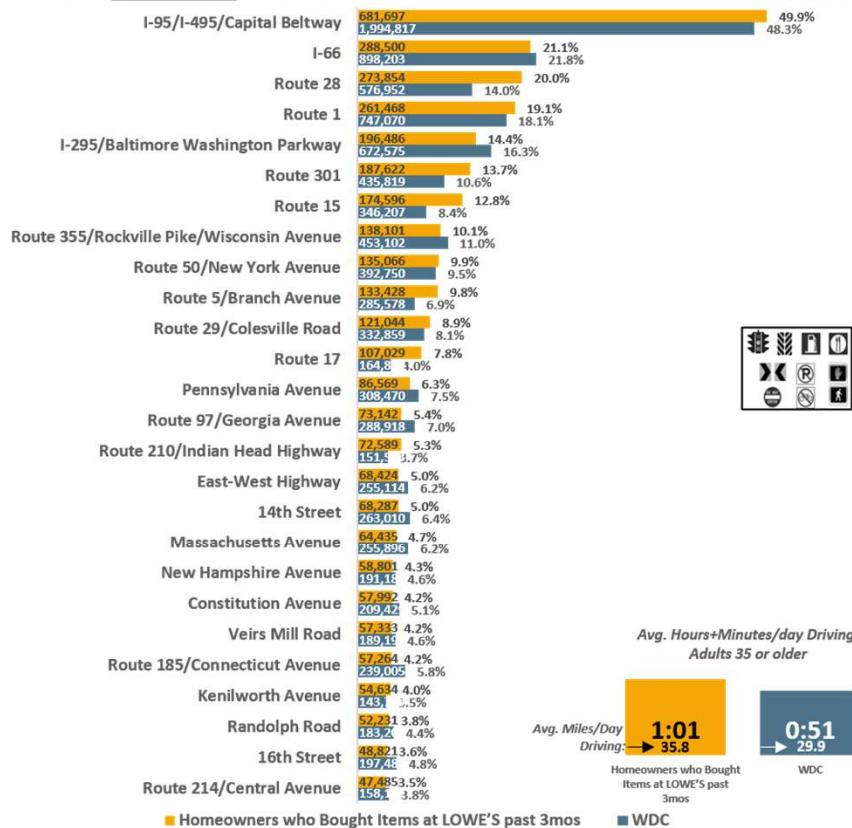
Top-26 Employment Zip Codes: Adults 35 or older





1,340,180 or 98.1% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 61.5 minutes per day driving an average of 35.8 miles each day and are 96.1% more likely to use Route 17 than the Metro average.

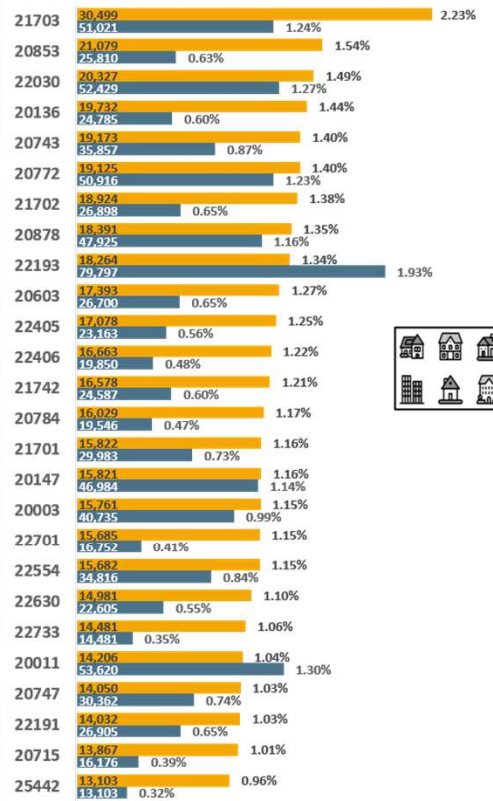
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



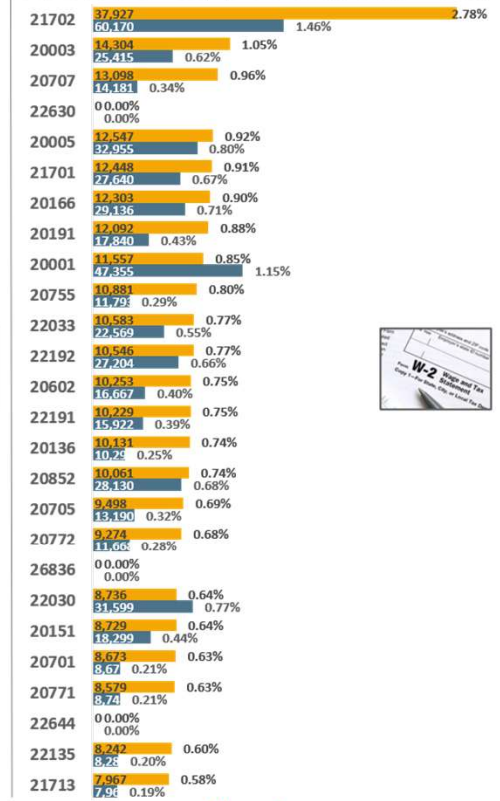
Avg. Hours+Minutes/day Driving:
Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older

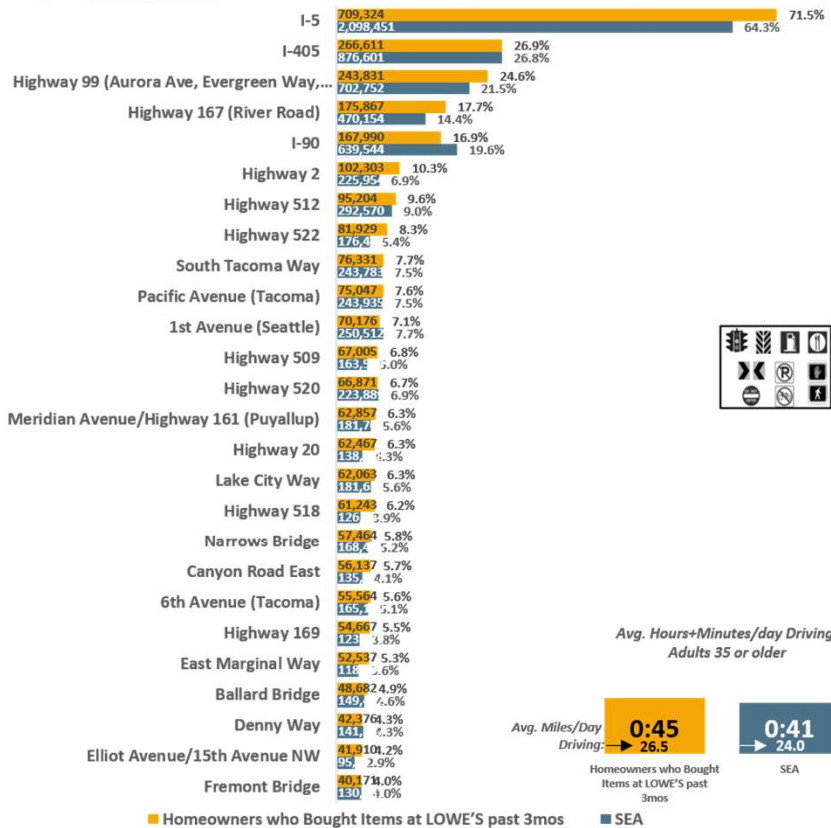


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953,996 or 96.1% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 45.5 minutes per day driving an average of 26.5 miles each day and are 58.7% more likely to use Highway 518 than the Metro average.

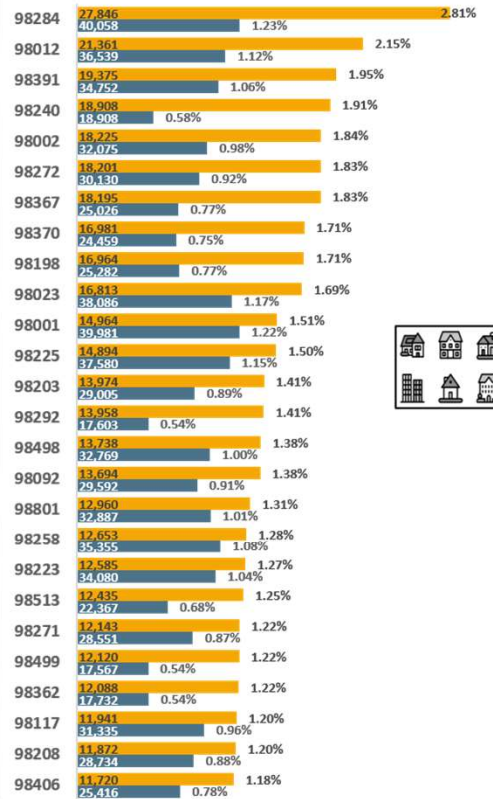
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



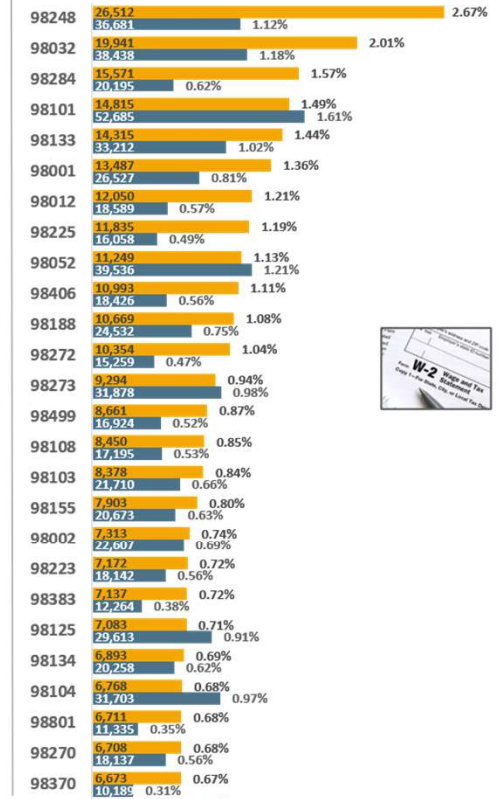
Avg. Hours+Minutes/day Driving:
Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older

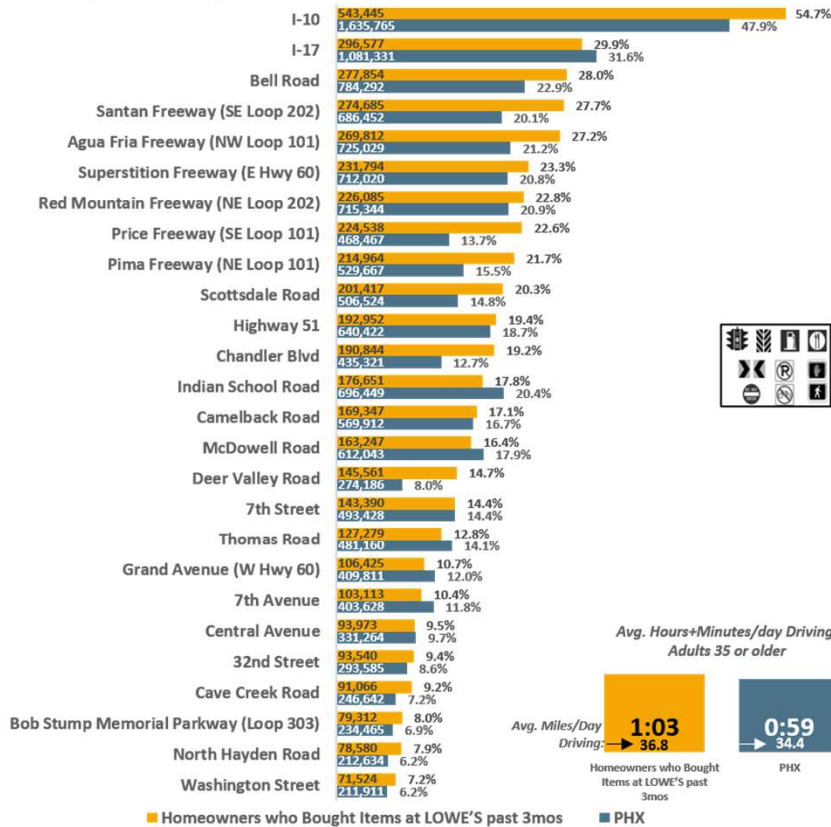


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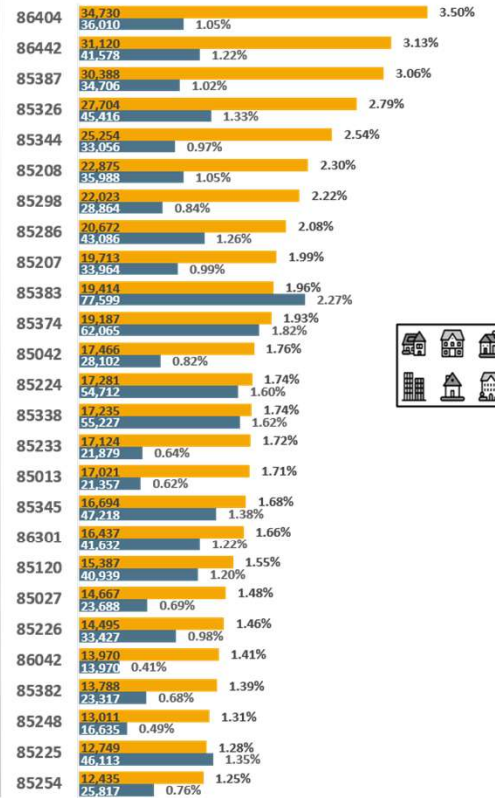


961,241 or 96.8% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 63.3 minutes per day driving an average of 36.8 miles each day and are 82.7% more likely to use Deer Valley Road than the Metro average.

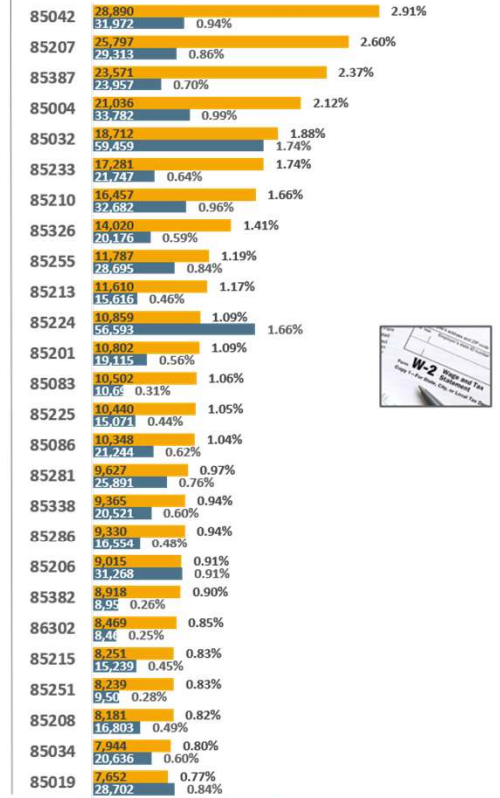
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



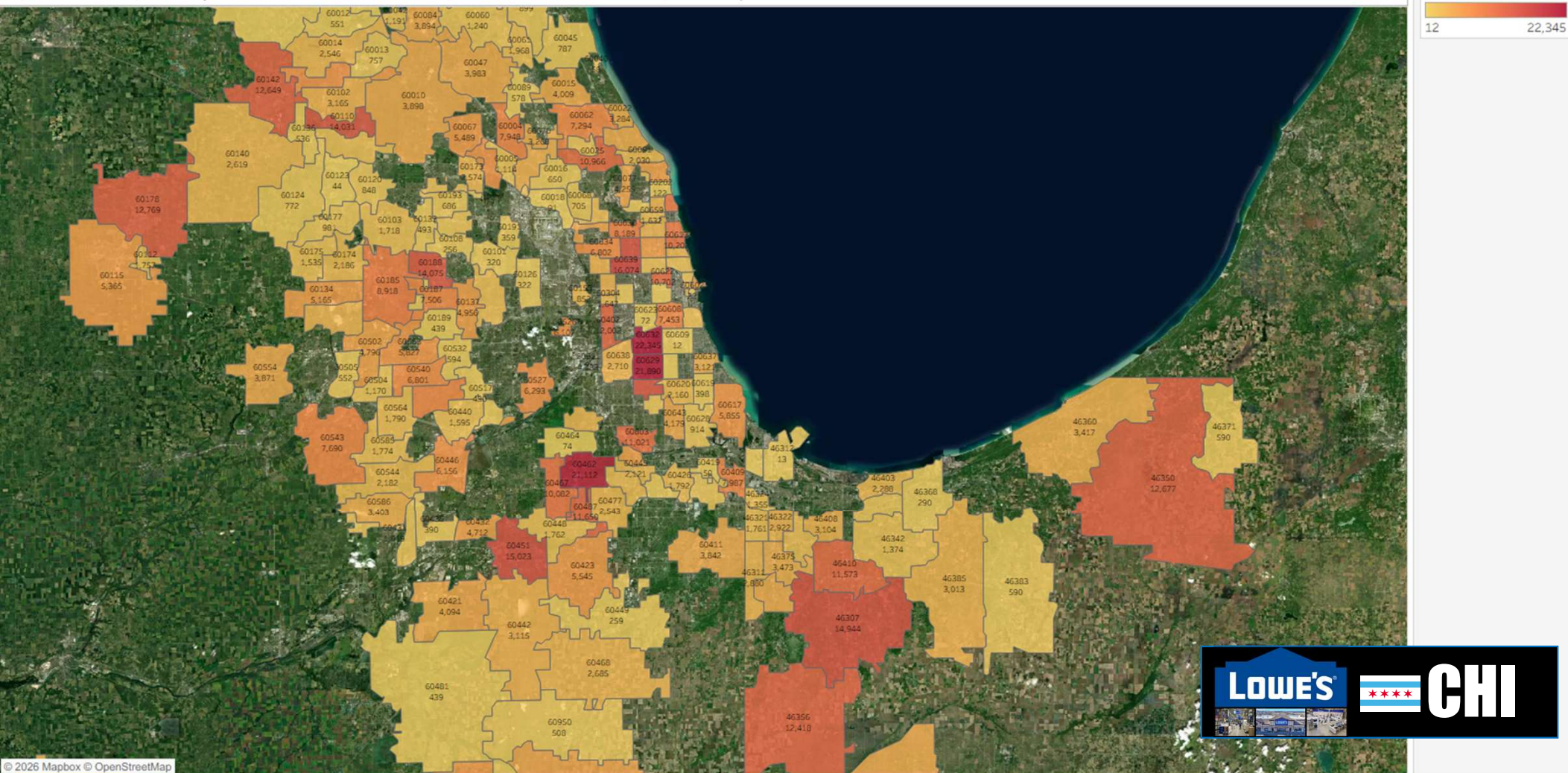
Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older



Top Residential Zip Codes: (Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos)

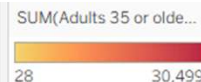
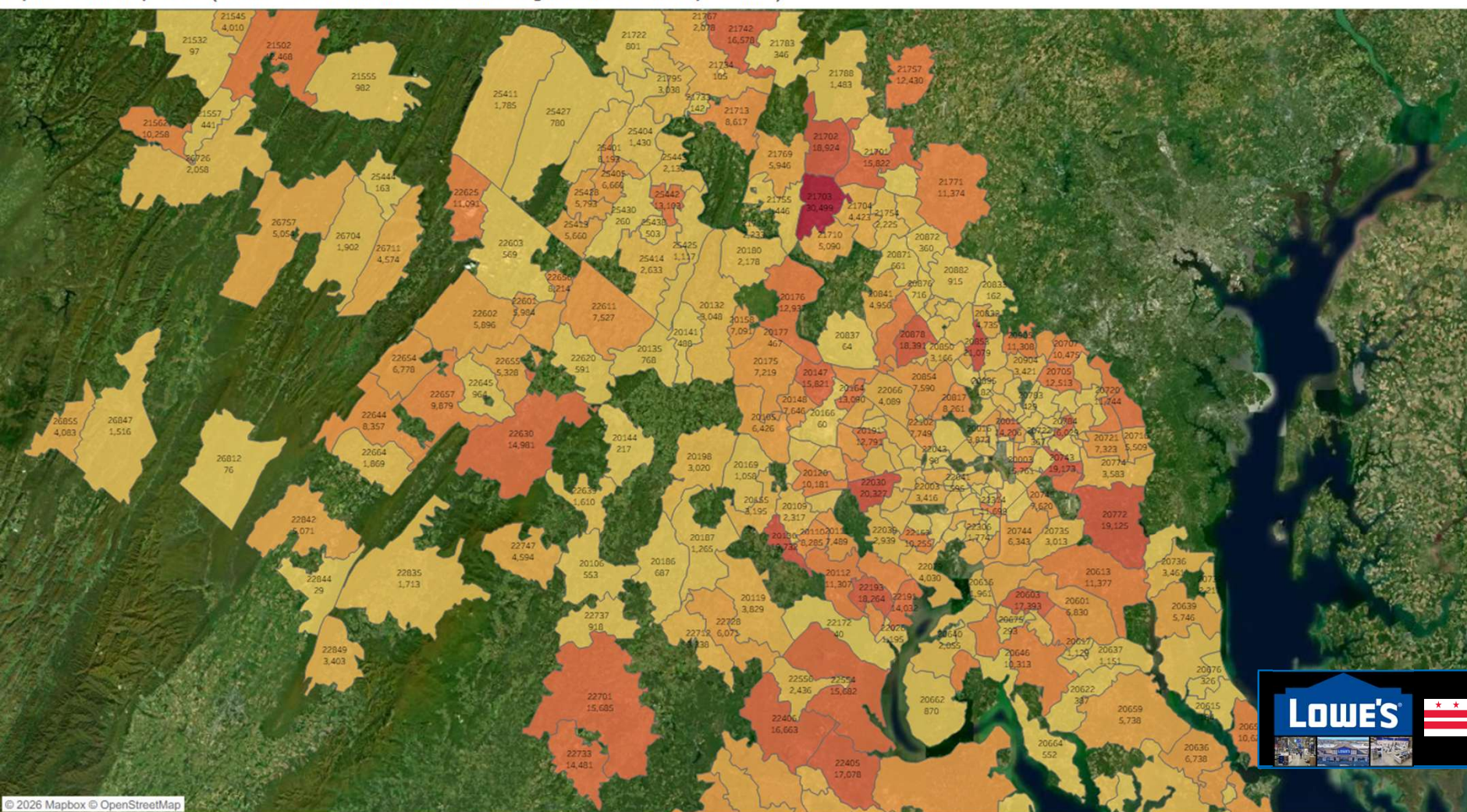


CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 499
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

Top Residential Zip Codes: (Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos)



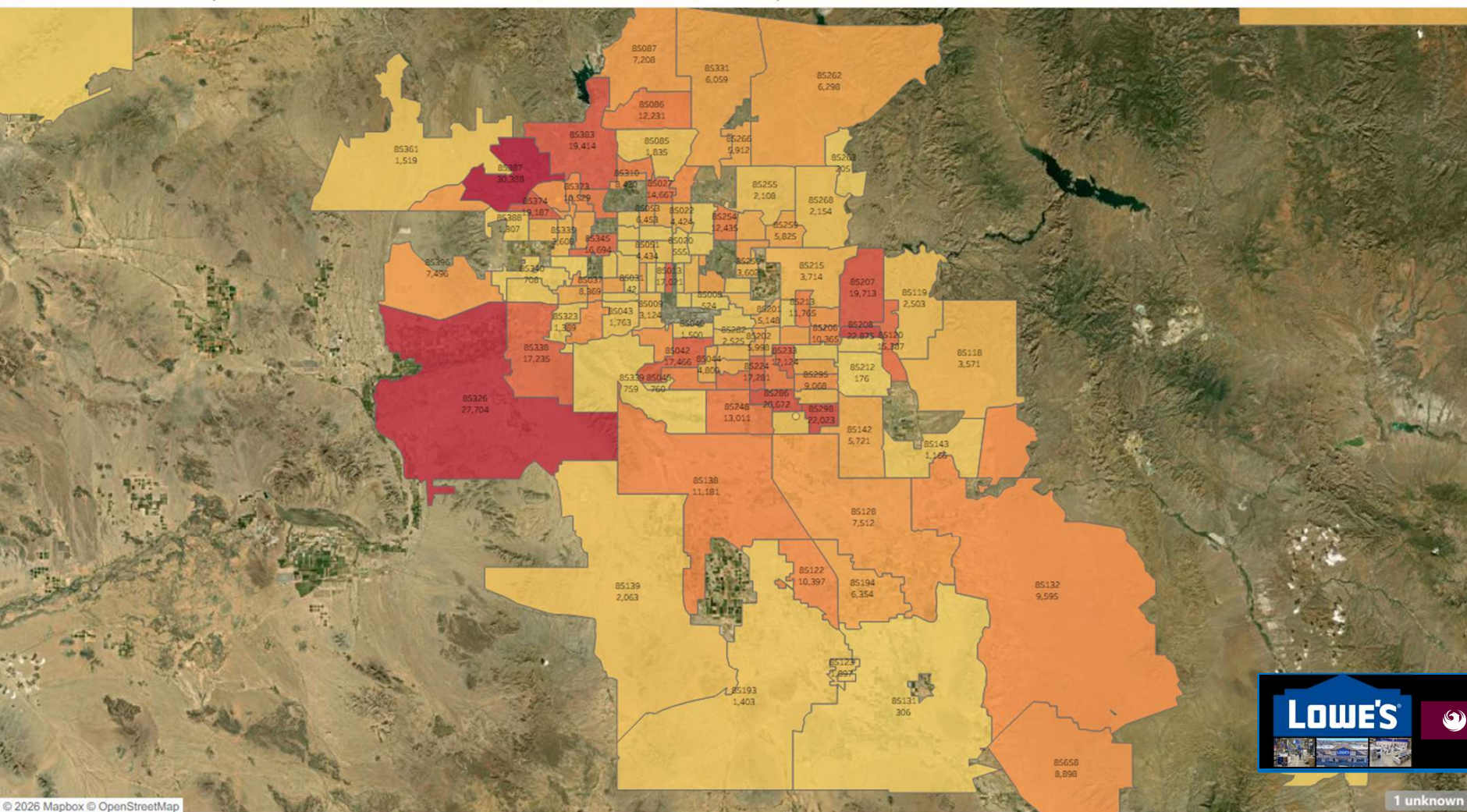
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WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,702
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

Top Residential Zip Codes: (Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos)



SUM(Adults 35 or olde...
42 30,388



1 unknown

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PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 535

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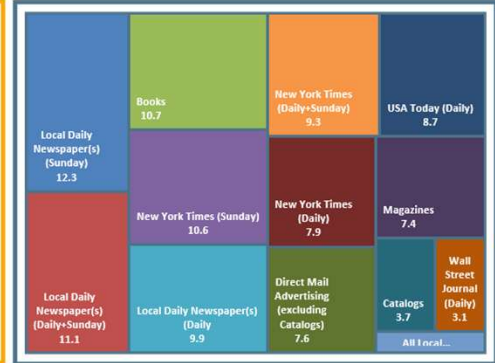
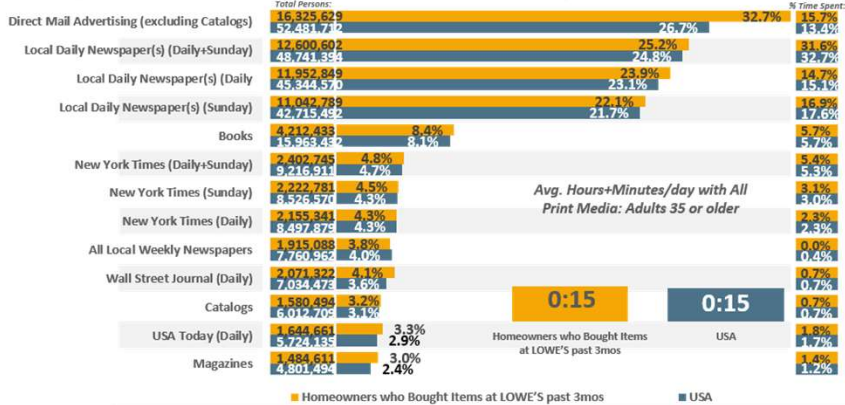
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

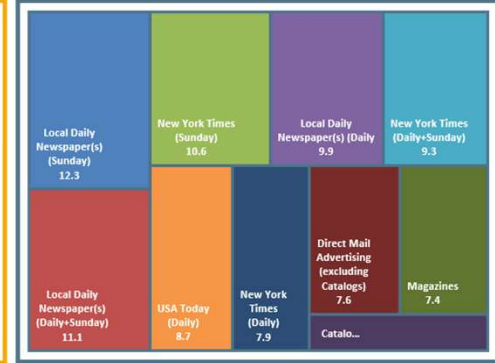
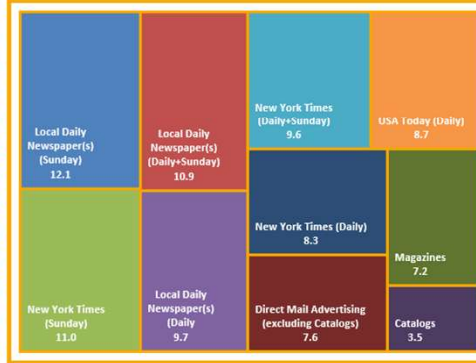
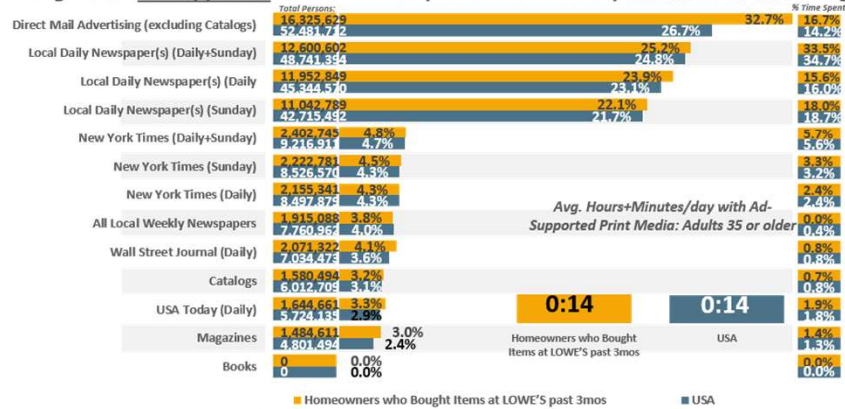


12,600,602 or 25.2% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 33.5% of all time spent daily with All forms of Print Media.

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,934
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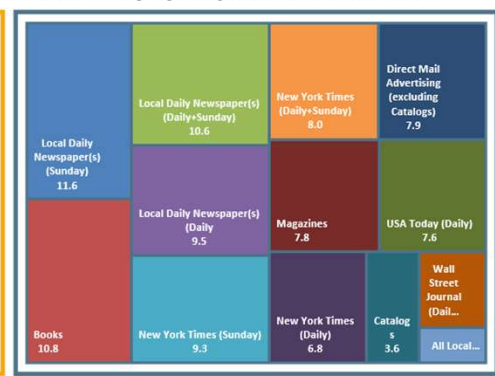
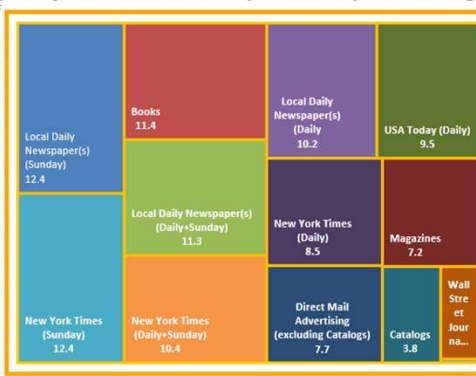
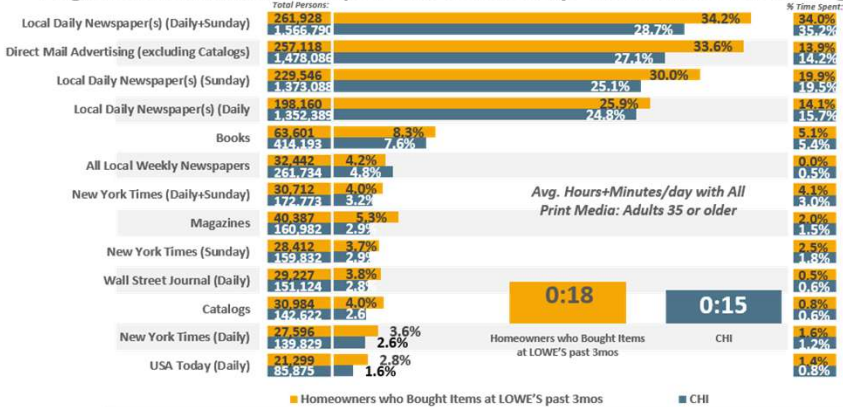
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

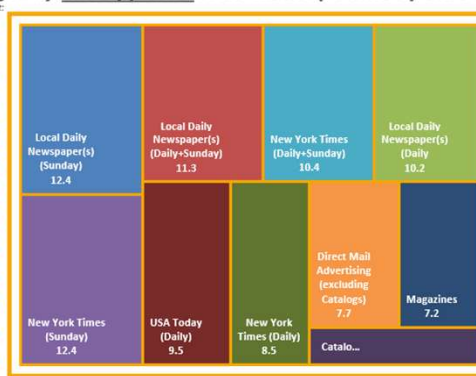
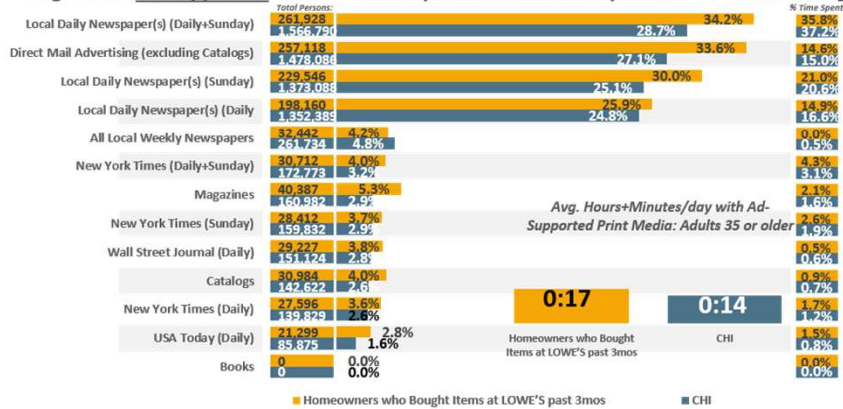


261,928 or 34.2% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.3 minutes every day representing 35.8% of all time spent daily with All forms of Print Media.

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



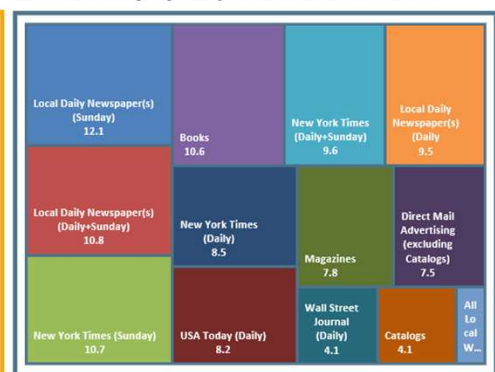
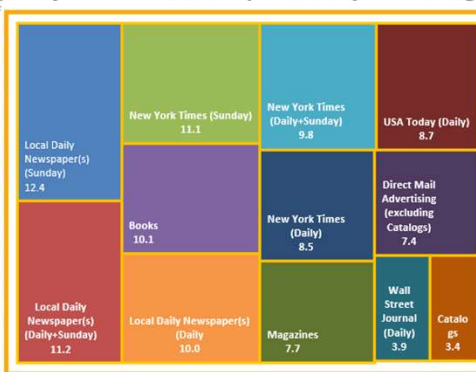
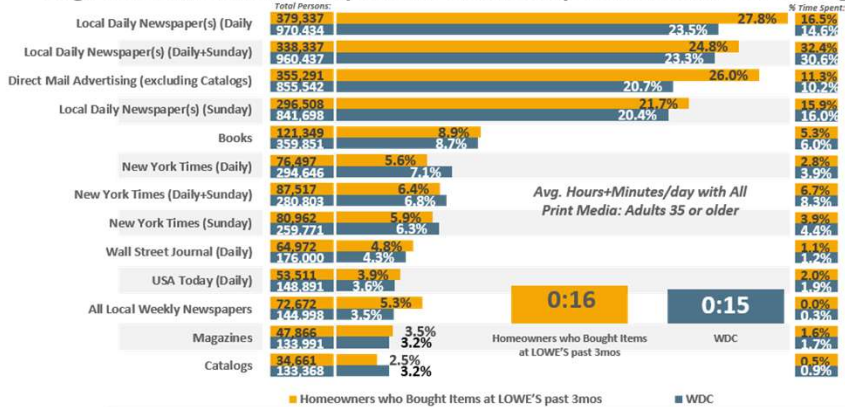
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



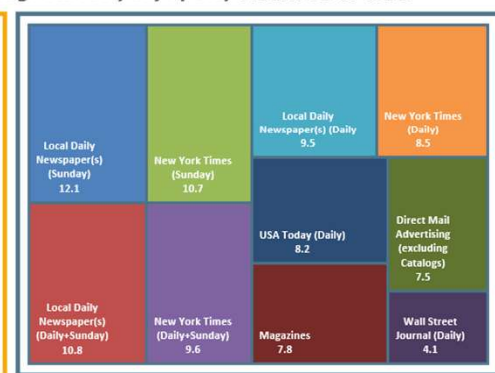
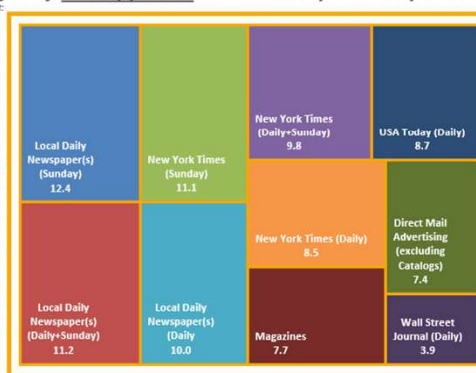
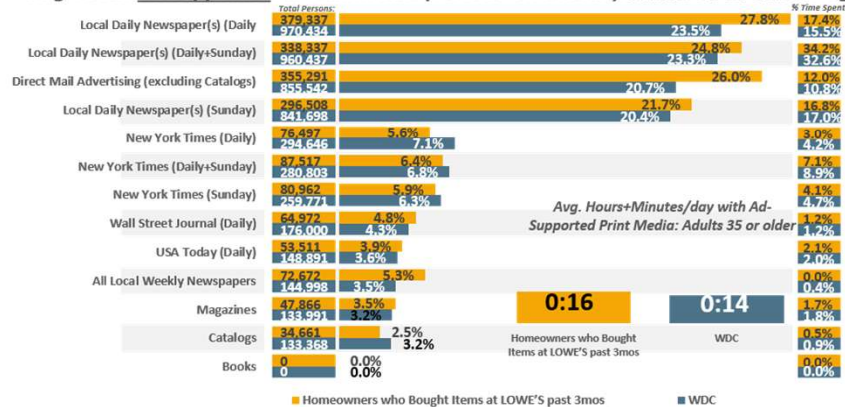


338,337 or 24.8% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.2 minutes every day representing 34.2% of all time spent daily with All forms of Print Media.

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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,702
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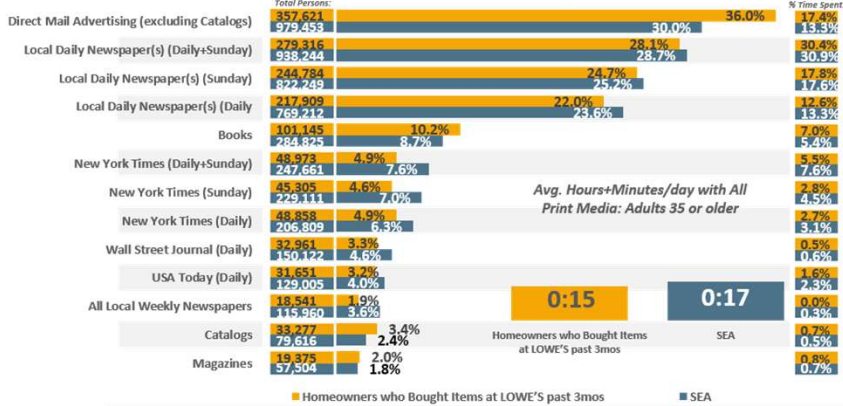
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



279,316 or 28.1% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 32.7% of all time spent daily with All forms of Print Media.

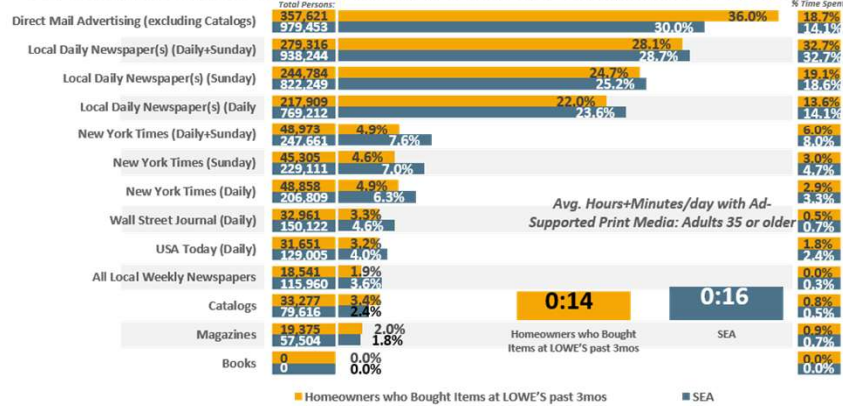
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



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



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



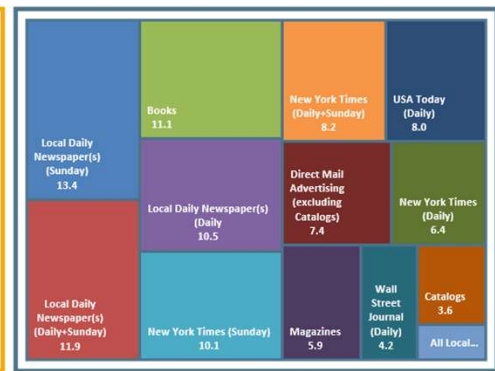
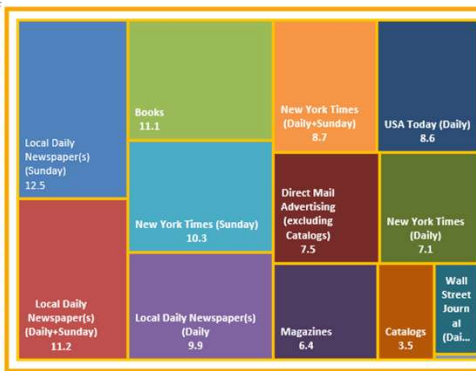
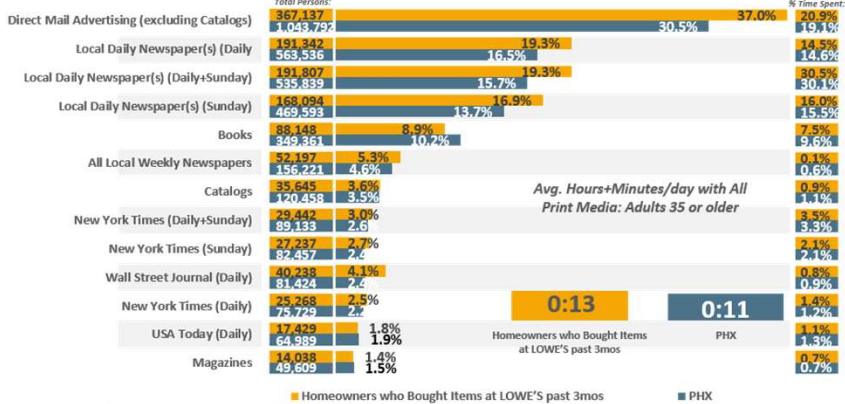
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



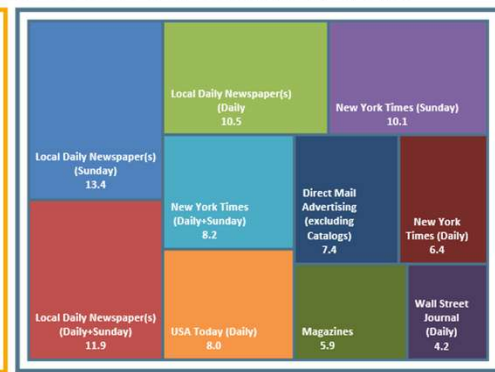
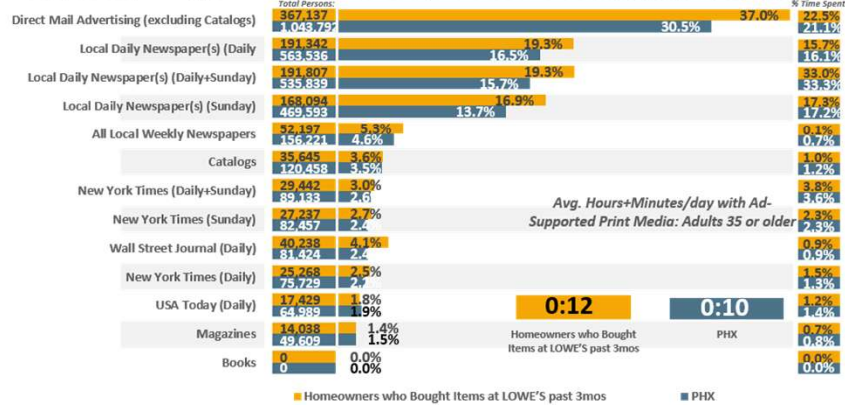


191,807 or 19.3% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.2 minutes every day representing 33.3% of all time spent daily with All forms of Print Media.

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**



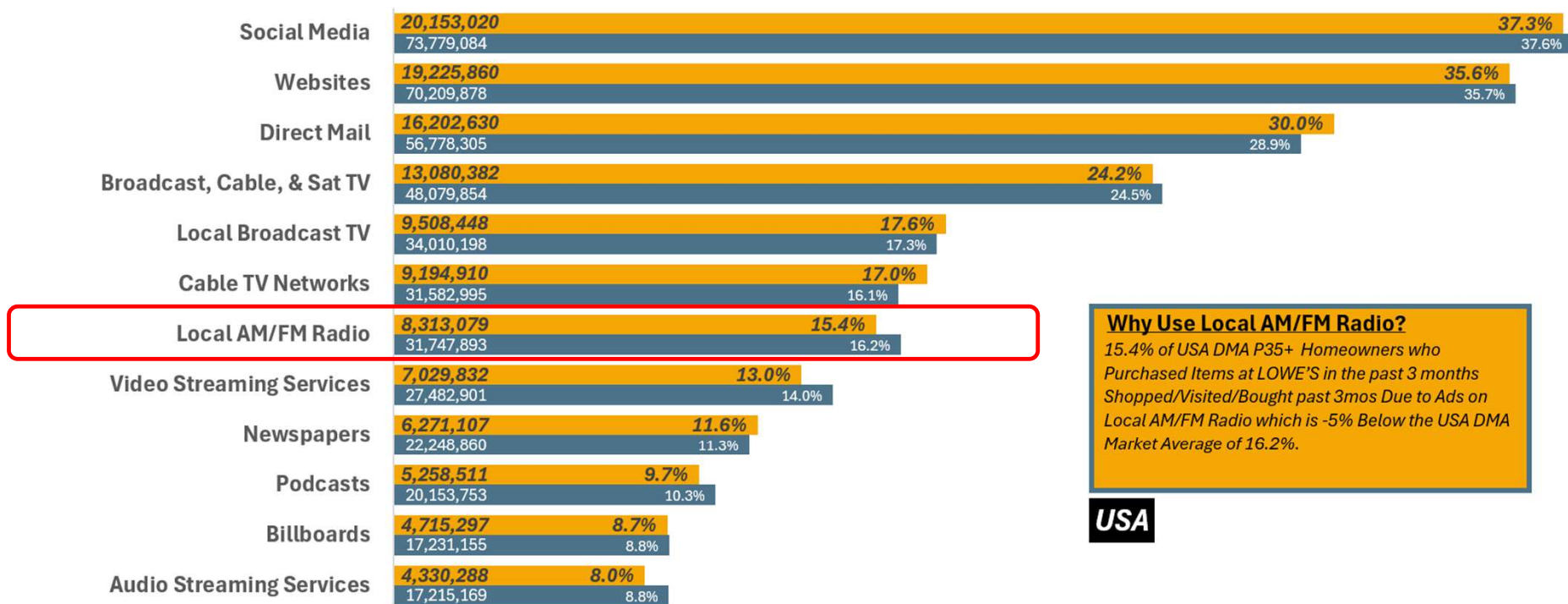
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





"Advertising Actions"

P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.4% of USA DMA P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -5% Below the USA DMA Market Average of 16.2%.

USA

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

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 5788
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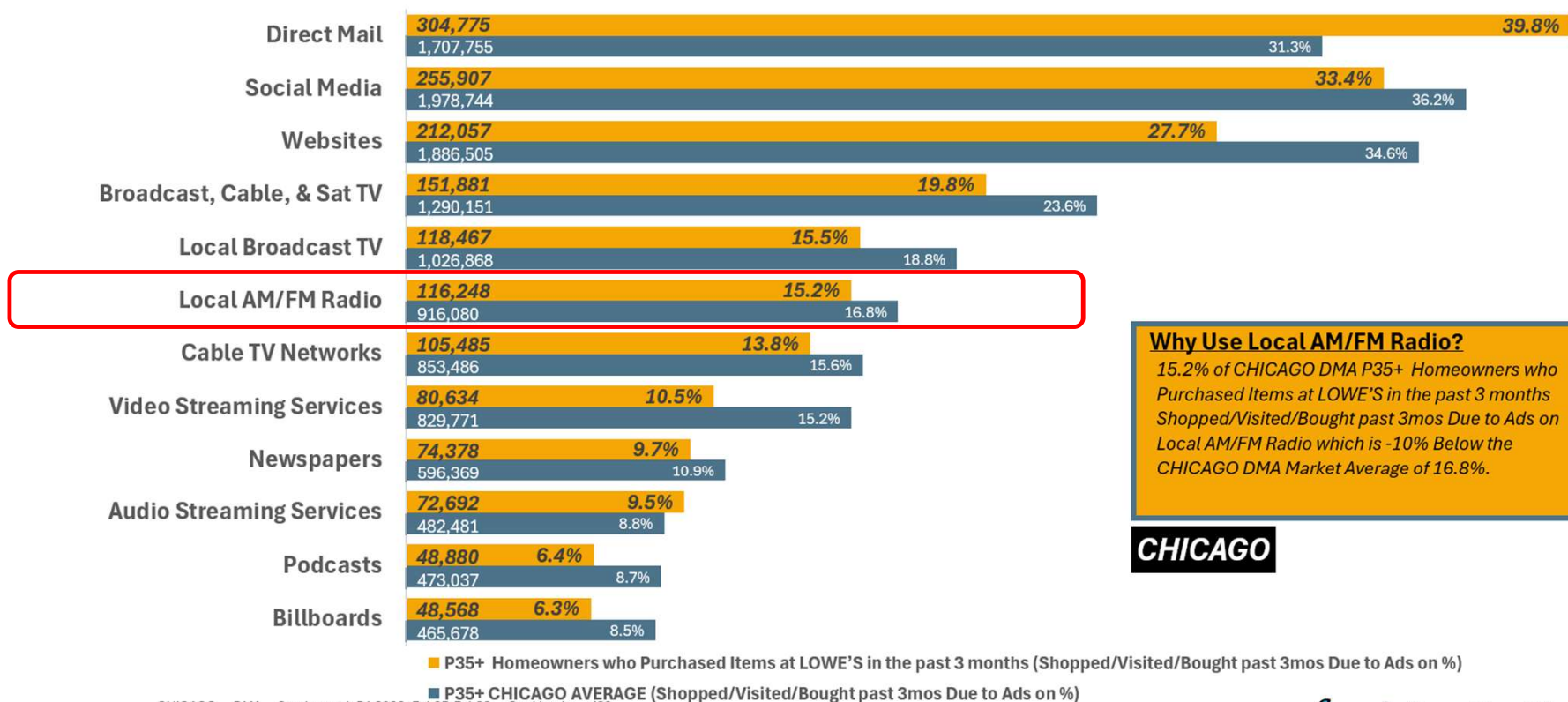
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



"Advertising Actions"

P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



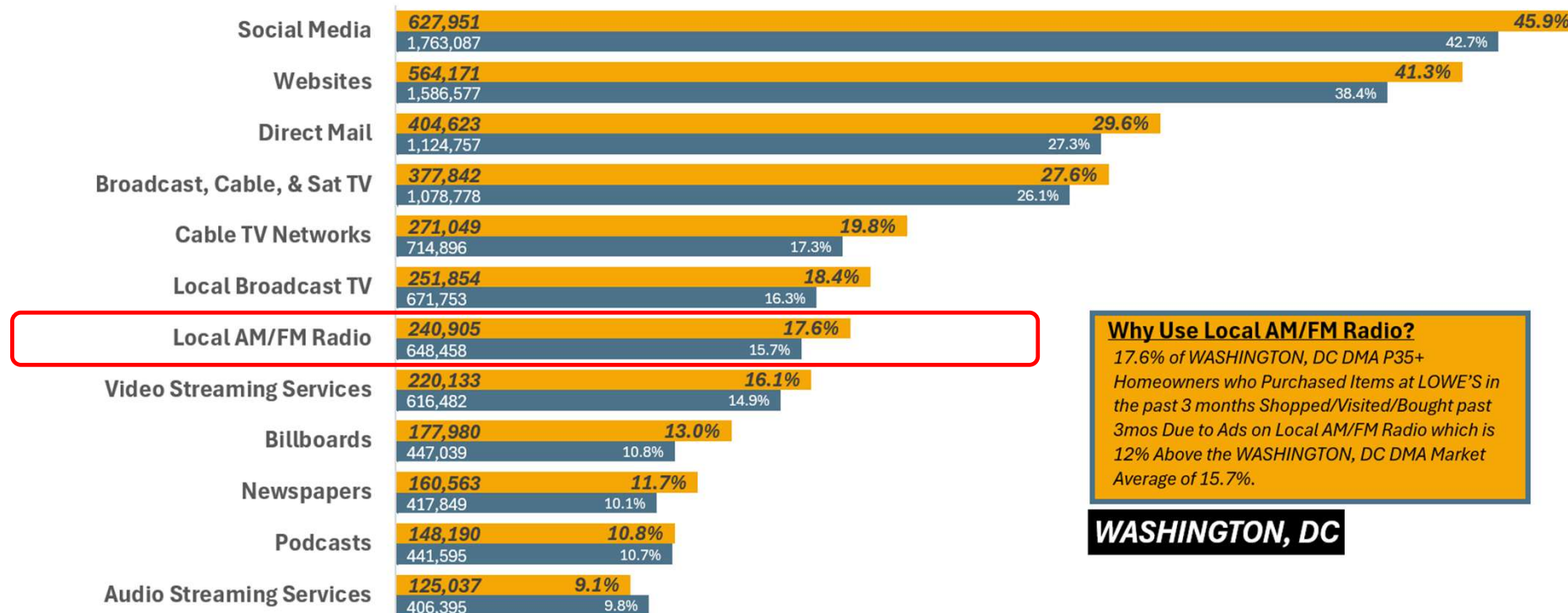
Why Use Local AM/FM Radio?
15.2% of CHICAGO DMA P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -10% Below the CHICAGO DMA Market Average of 16.8%.

CHICAGO



"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.6% of WASHINGTON, DC DMA P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 12% Above the WASHINGTON, DC DMA Market Average of 15.7%.

WASHINGTON, DC

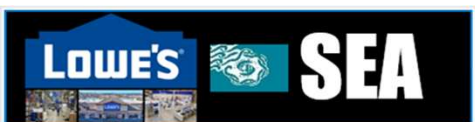
■ P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 1502
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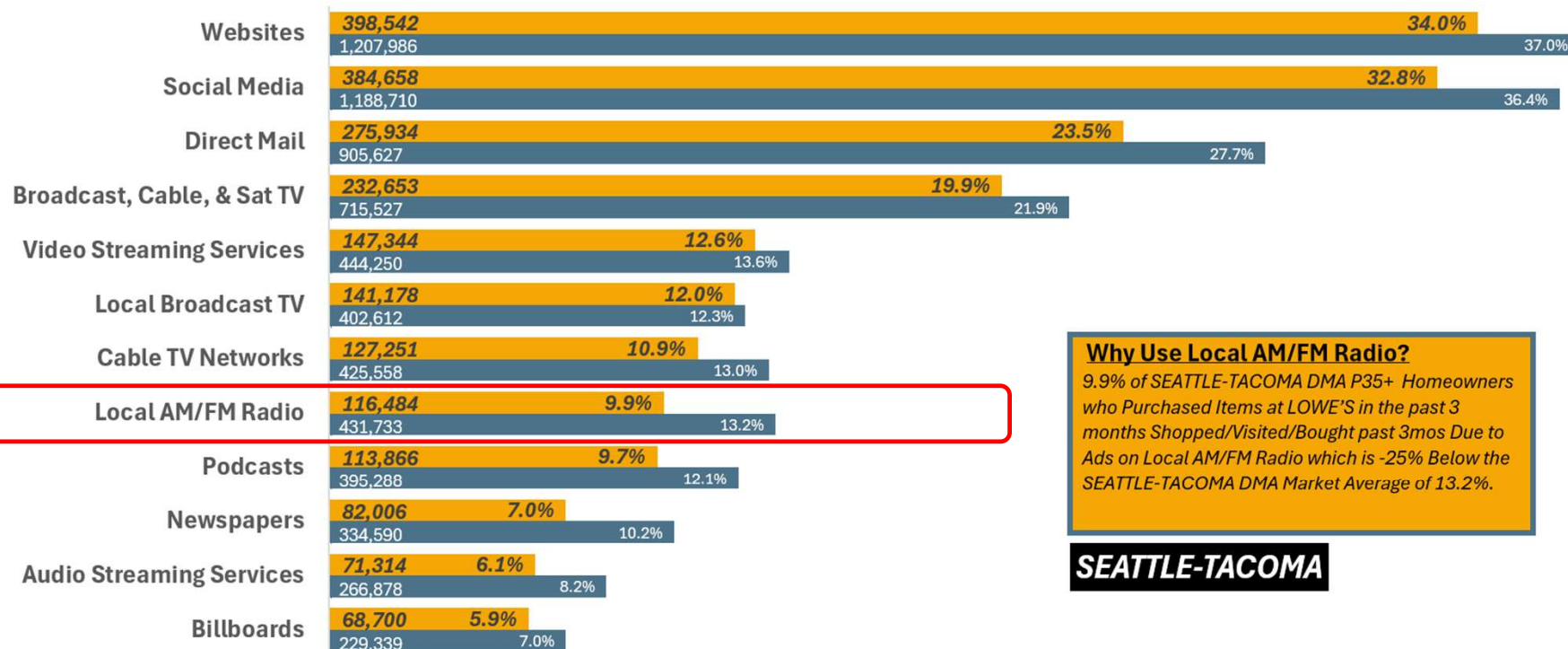
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



"Advertising Actions"

P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

9.9% of SEATTLE-TACOMA DMA P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -25% Below the SEATTLE-TACOMA DMA Market Average of 13.2%.

SEATTLE-TACOMA

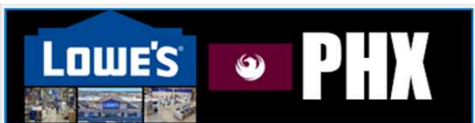
■ P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 1110
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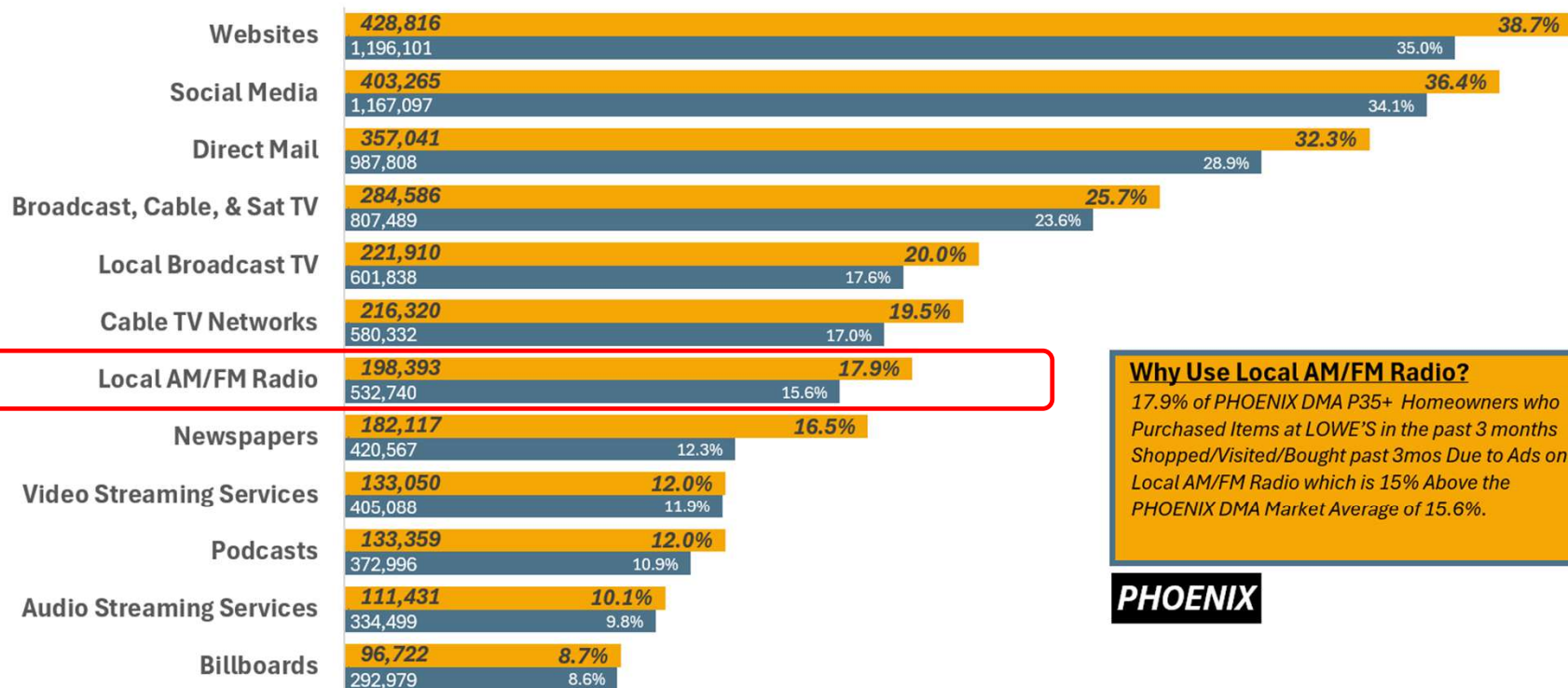
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for Anything ®

[[Own or rent residence (HHL): Own AND Major stores bought past 3 months: Lowe's]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.9% of PHOENIX DMA P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 15% Above the PHOENIX DMA Market Average of 15.6%.

PHOENIX

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

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 572
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]