

# USA+4 More DMAs – P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12mos!

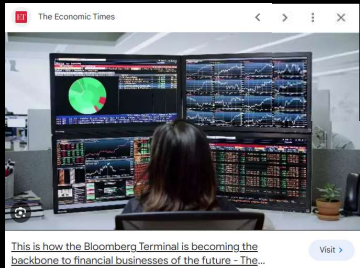
## Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months as of March 31, 2026.



## P35+



**CHEMED**  **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 (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more))]





4.1% or 8,005,971 of USA DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Typical Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 57.1 years old (.6% younger than average) and have a \$166,015 (36.6% higher than average) annual household income.

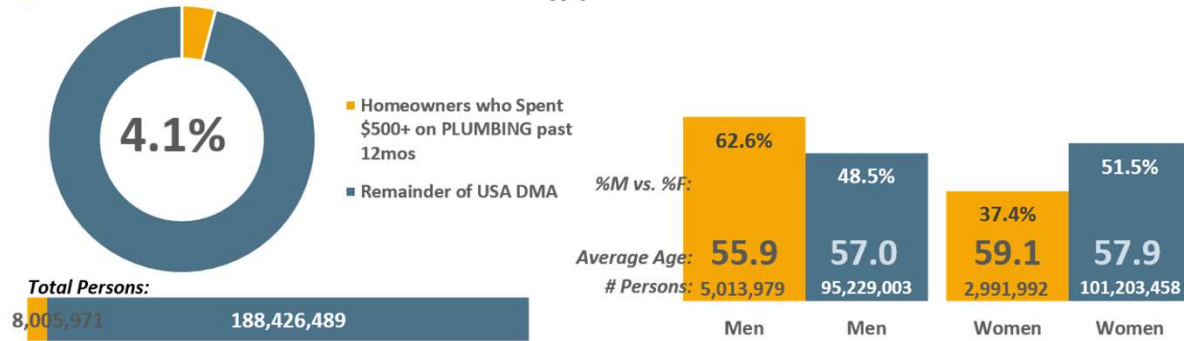


Percent of Market: Adults 35 or older

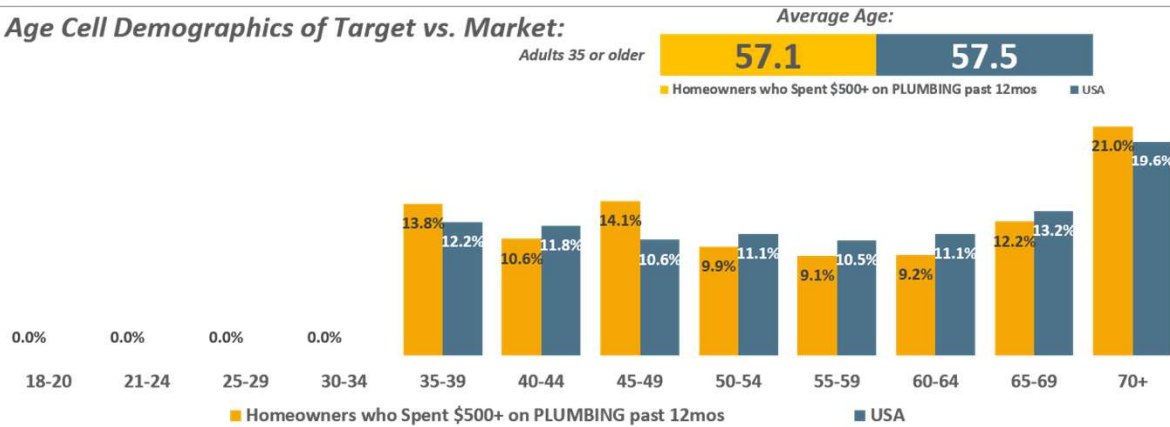


Gender of Target vs. Market: Adults 35 or older

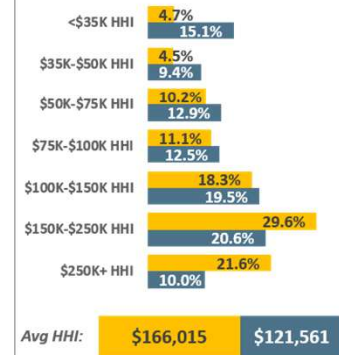
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:







2.4% or 67,352 of MSP DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos.  
 Typical Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 55.4 years old  
 (3.8% younger than average) and have a \$136,517 (14.2% higher than average) annual household income.



Percent of Market: Adults 35 or older



Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:

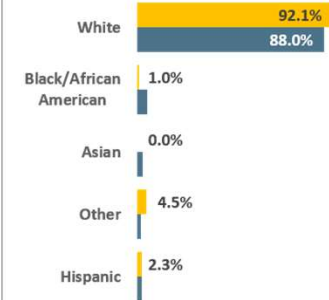
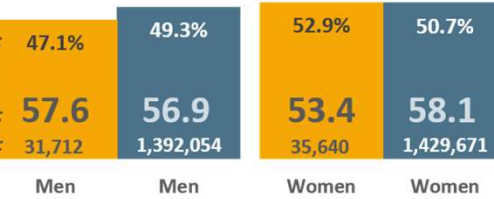


■ Homeowners who Spent \$500+ on PLUMBING past 12mos  
 ■ Remainder of MSP DMA

%M vs. %F:

Average Age:

# Persons:



■ Homeowners who Spent \$500+ on PLUMBING past 12mos ■ MSP

Total Persons:

67,352 2,754,373

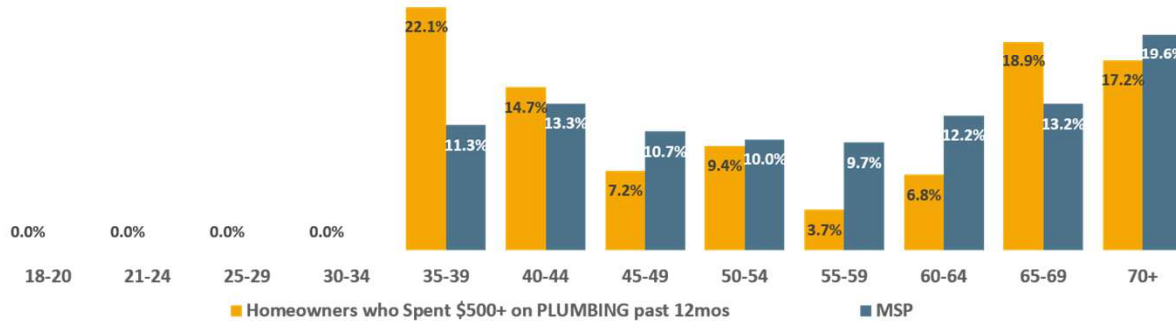
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 35 or older



■ Homeowners who Spent \$500+ on PLUMBING past 12mos ■ MSP

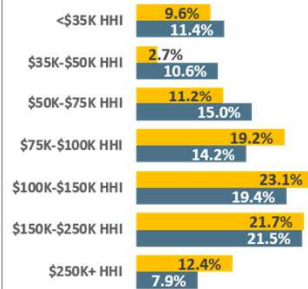


■ Homeowners who Spent \$500+ on PLUMBING past 12mos

■ MSP



HHI of Target vs. Market:



Avg HHI:

\$136,517 \$119,528



3.3% or 60,478 of STL DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Typical Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 60.3 years old (4.1% older than average) and have a \$119,146 (8.8% higher than average) annual household income.

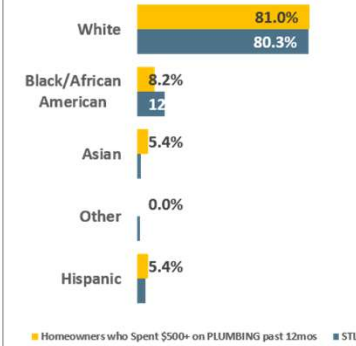
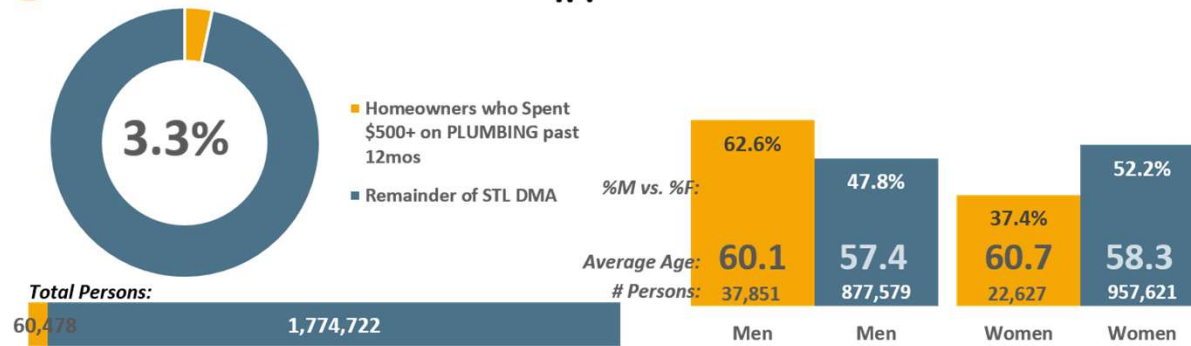


Percent of Market: Adults 35 or older

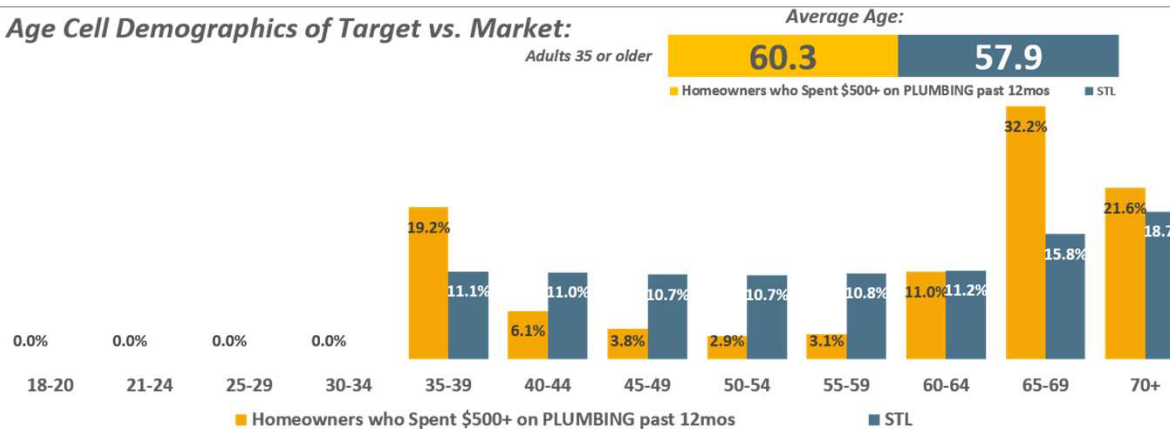


Gender of Target vs. Market: Adults 35 or older

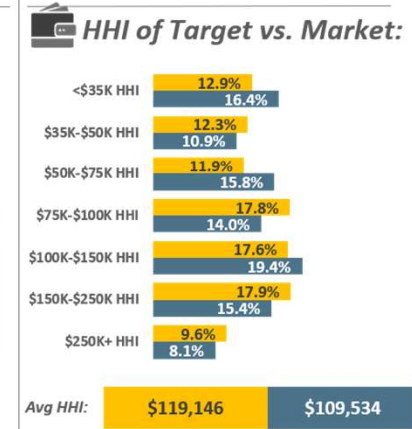
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





3.6% or 50,070 of CIN DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Typical Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 54.7 years old (4.9% younger than average) and have a \$143,529 (35.% higher than average) annual household income.

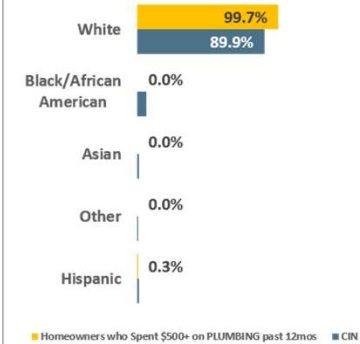
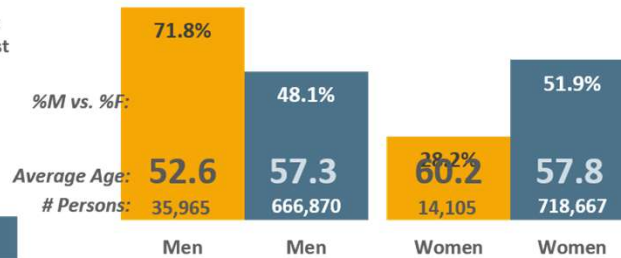
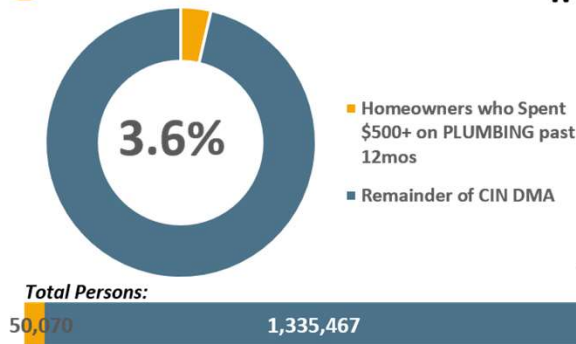


## Percent of Market: Adults 35 or older



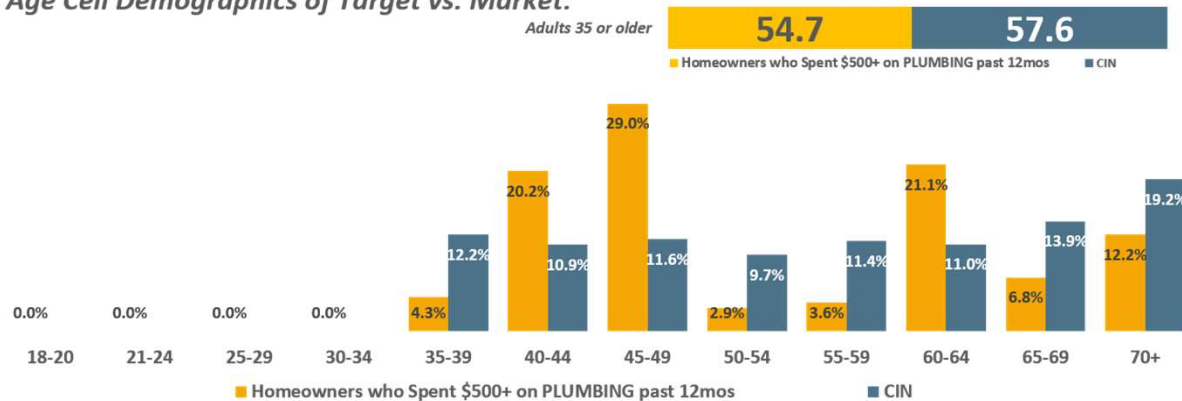
## Gender of Target vs. Market: Adults 35 or older

## Ethnicity of Target vs. Market:

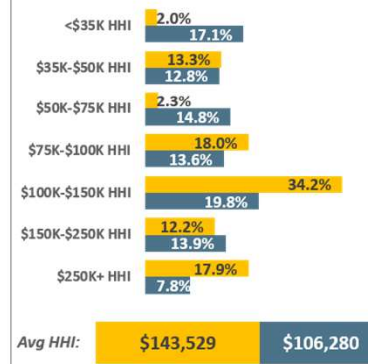


## Age Cell Demographics of Target vs. Market:

### Average Age:



## HHI of Target vs. Market:







3.3% or 49,859 of WPB DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Typical Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 65.4 years old (7.4% older than average) and have a \$154,178 (42.4% higher than average) annual household income.

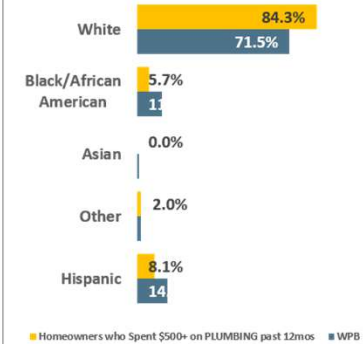
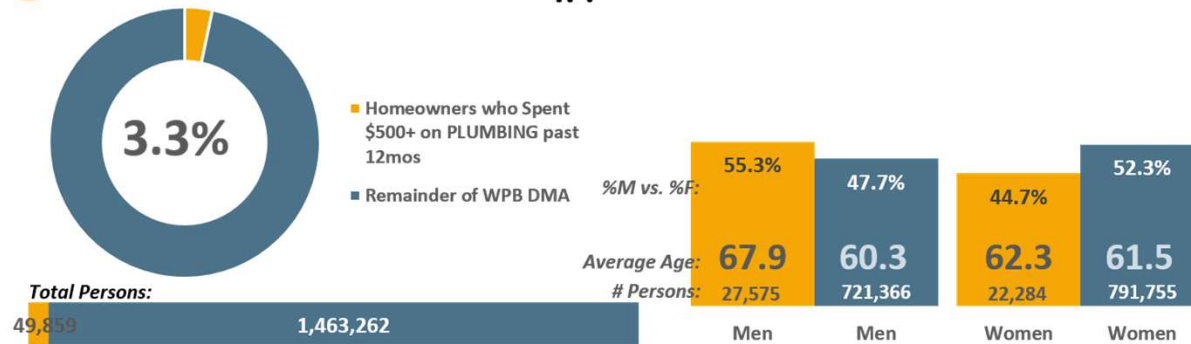


### Percent of Market: Adults 35 or older

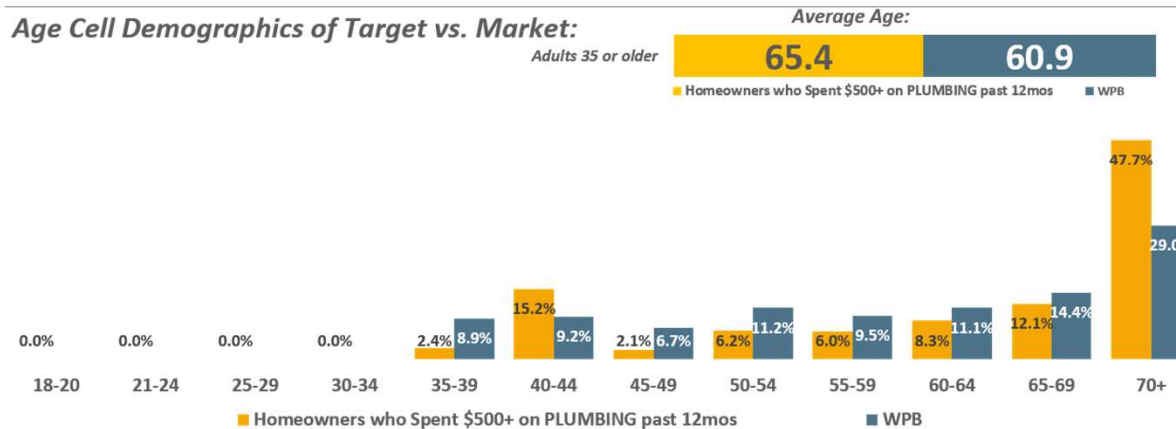


### Gender of Target vs. Market: Adults 35 or older

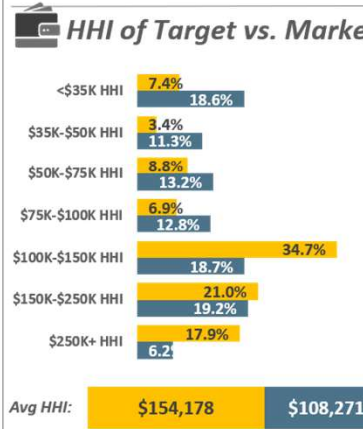
### Ethnicity of Target vs. Market:



### Age Cell Demographics of Target vs. Market:



### HHI of Target vs. Market:

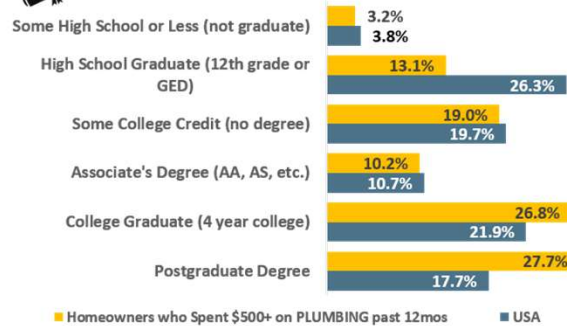




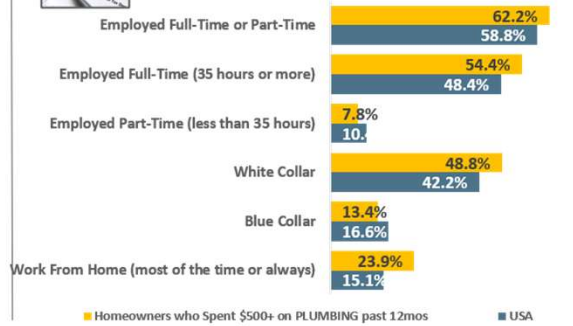
4.1% or 8,005,971 of USA DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past...  
 Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 37.7% more likely to be a college graduate, 12.4% more likely to work full-time, 26.3% more likely to be married, 12.2% less likely to be a grandparent of 1 or more children under 18



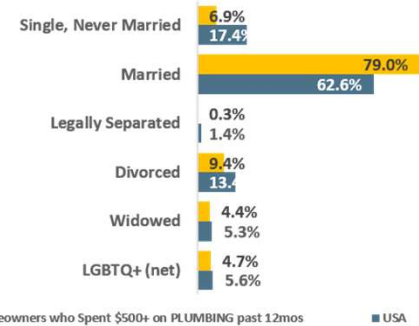
### Education Levels: Adults 35 or older



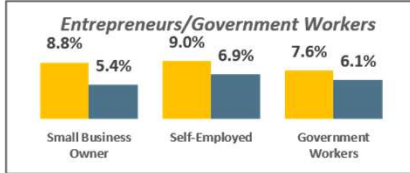
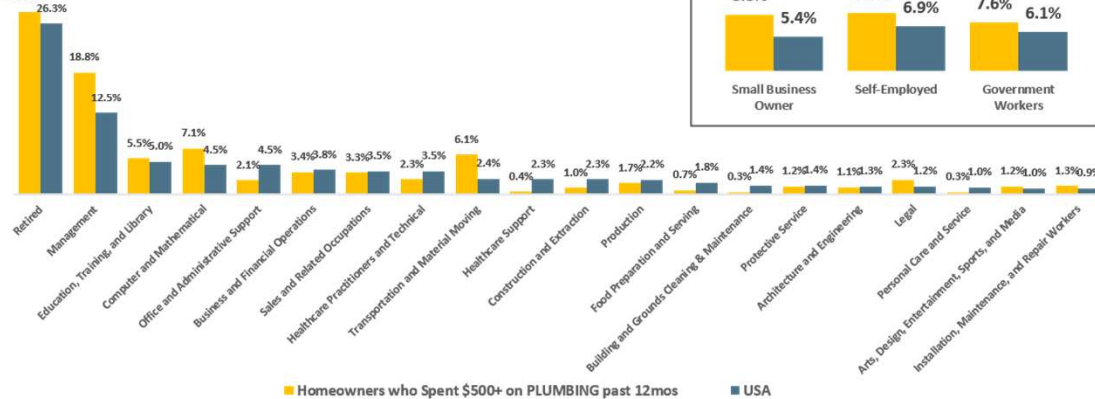
### Employment: Adults 35 or older



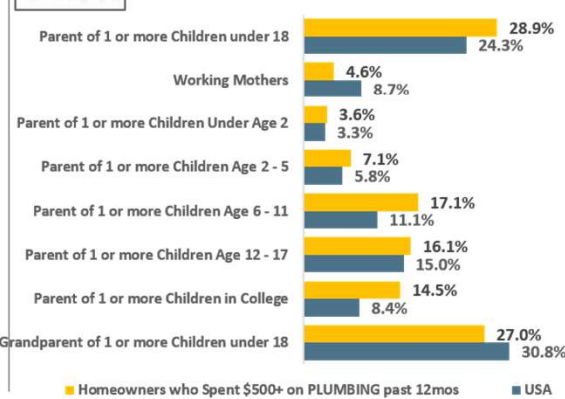
### Marital Status: Adults 35 or older



### Top-20 Occupations: Adults 35 or older



### Stage in Life: Adults 35 or older

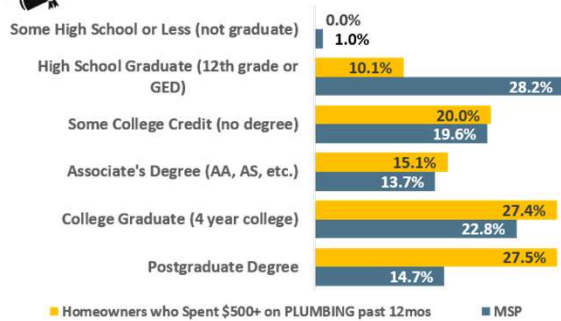




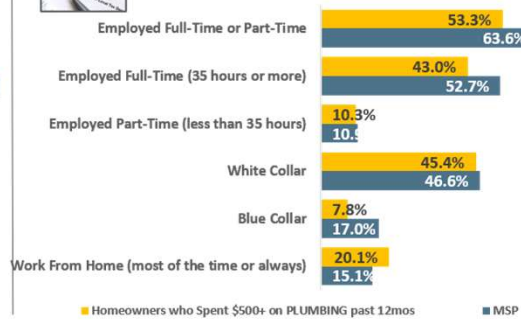
2.4% or 67,352 of MSP DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 46.3% more likely to be a college graduate, 18.4% less likely to work full-time, 14.8% more likely to be married, 24.4% less likely to be a grandparent of 1 or more children under 18



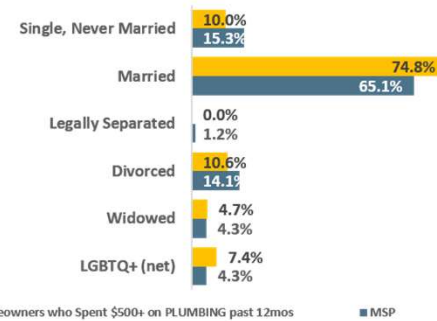
### Education Levels: Adults 35 or older



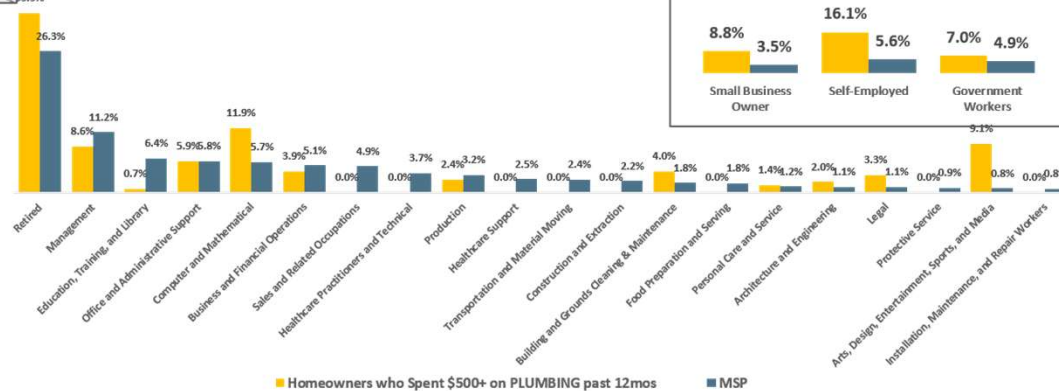
### Employment: Adults 35 or older



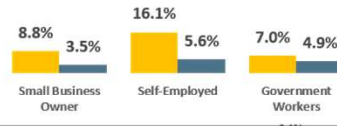
### Marital Status: Adults 35 or older



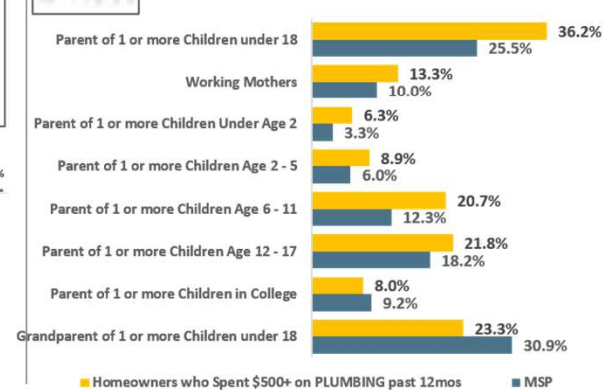
### Top-20 Occupations: Adults 35 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 35 or older

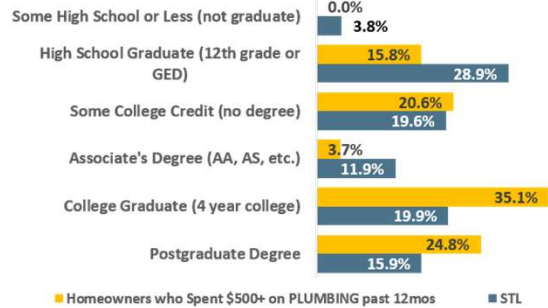




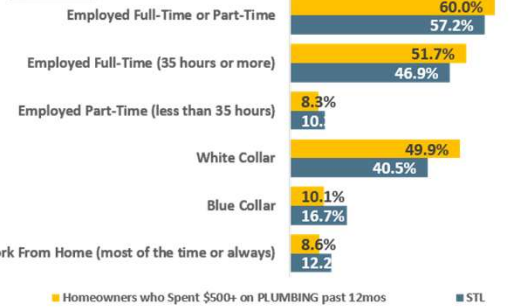


3.3% or 60,478 of STL DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 67.2% more likely to be a college graduate, 10.1% more likely to work full-time, 12.% less likely to be married, 11.2% more likely to be a grandparent of 1 or more children under 18.

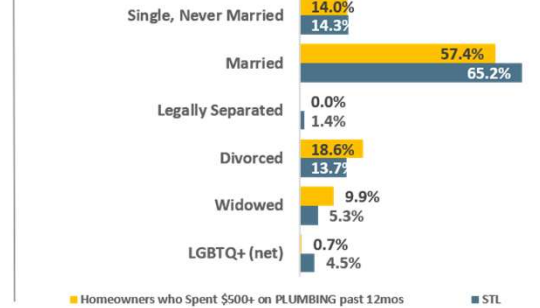
### Education Levels: Adults 35 or older



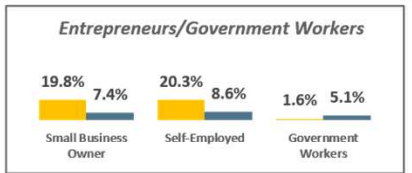
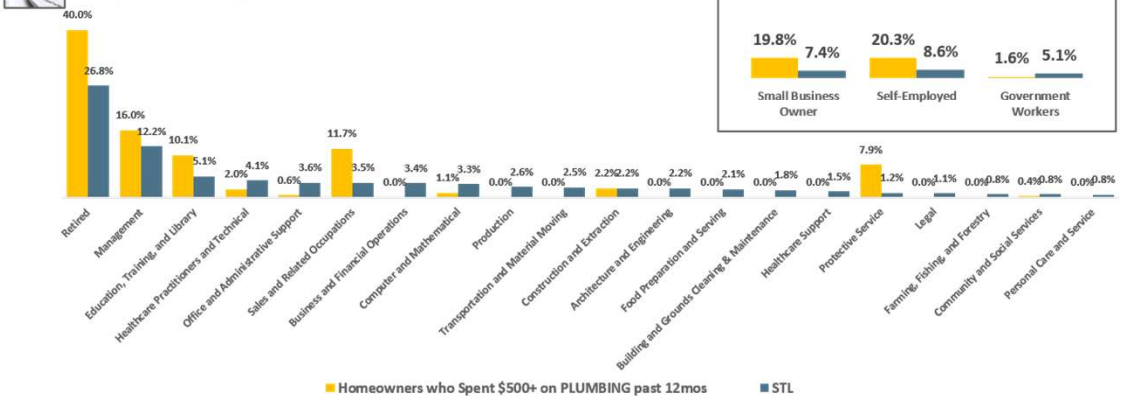
### Employment: Adults 35 or older



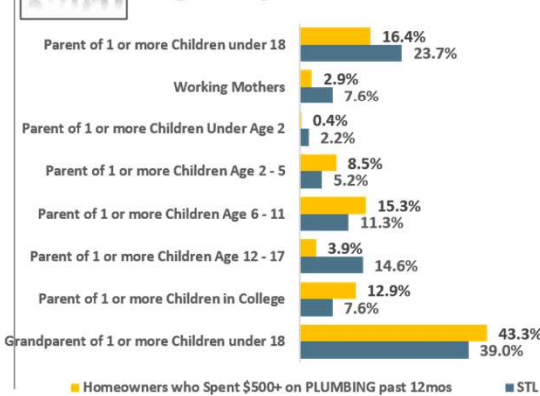
### Marital Status: Adults 35 or older



### Top-20 Occupations: Adults 35 or older



### Stage in Life: Adults 35 or older

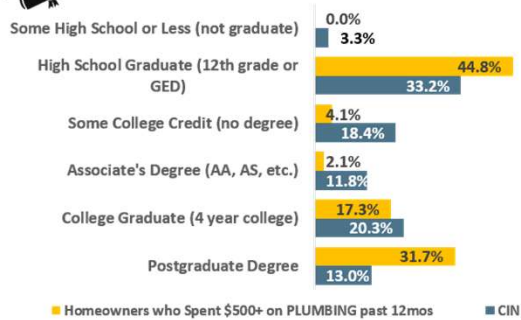




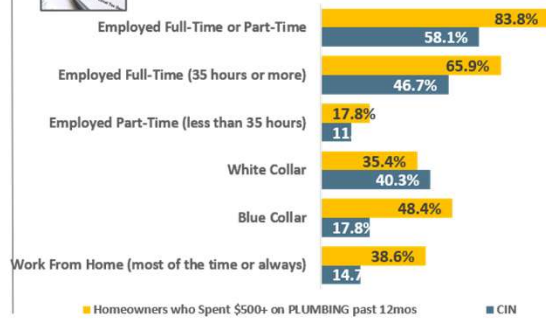
3.6% or 50,070 of CIN DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 47.% more likely to be a college graduate, 41.1% more likely to work full-time, 6.1% more likely to be married, 40.4% less likely to be a grandparent of 1 or more children under 18.



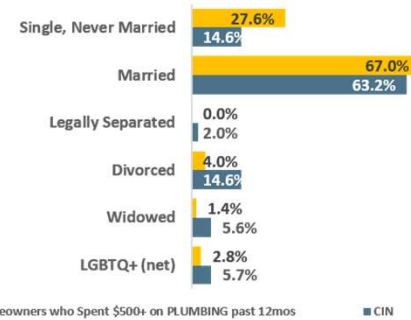
### Education Levels: Adults 35 or older



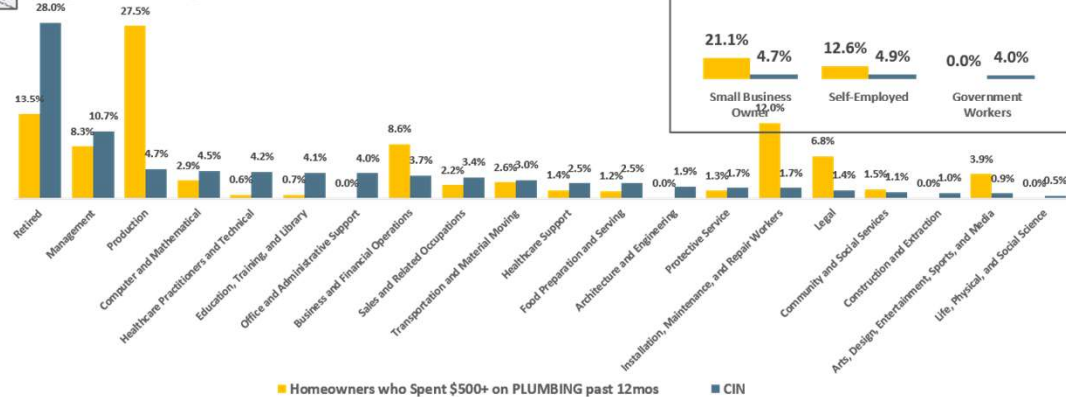
### Employment: Adults 35 or older



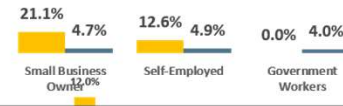
### Marital Status: Adults 35 or older



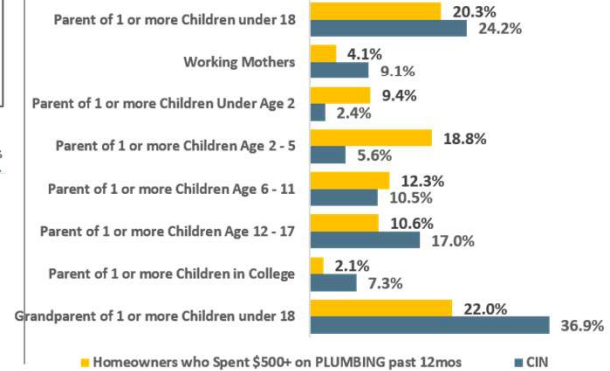
### Top-20 Occupations: Adults 35 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 35 or older

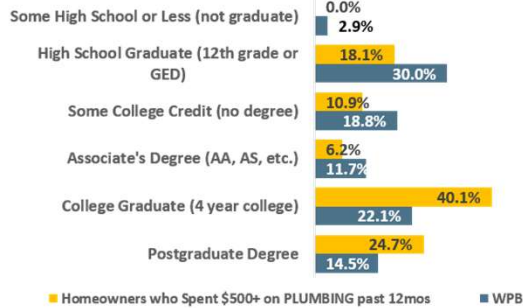




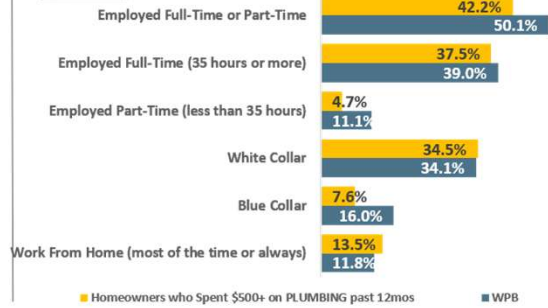
3.3% or 49,859 of WPB DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past... Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 77.% more likely to be a college graduate, 3.8% less likely to work full-time, 37.2% more likely to be married, 36.% more likely to be a grandparent of 1 or more children under 18.



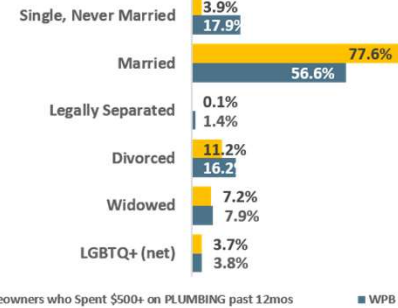
### Education Levels: Adults 35 or older



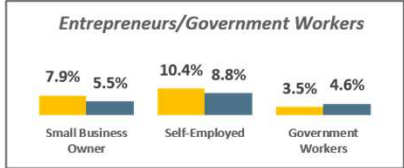
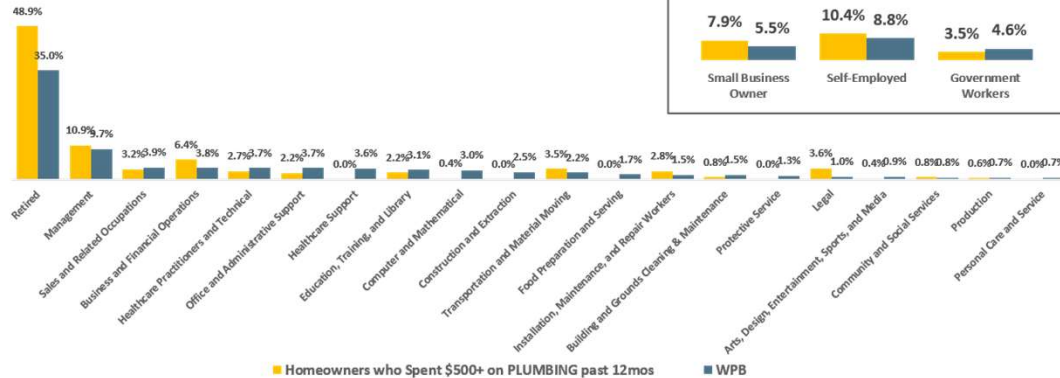
### Employment: Adults 35 or older



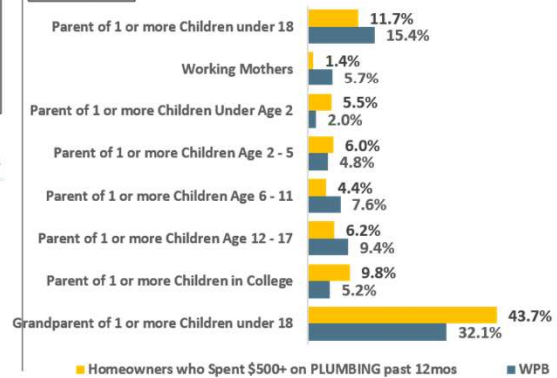
### Marital Status: Adults 35 or older



### Top-20 Occupations: Adults 35 or older



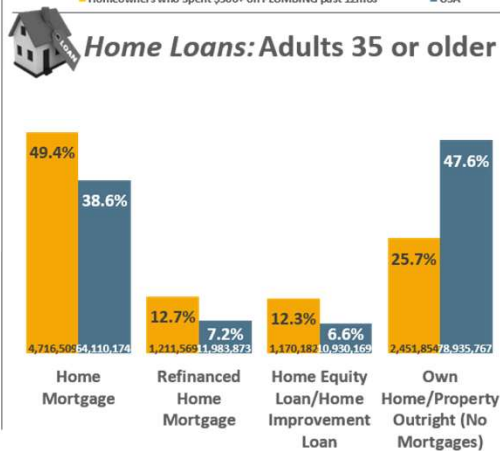
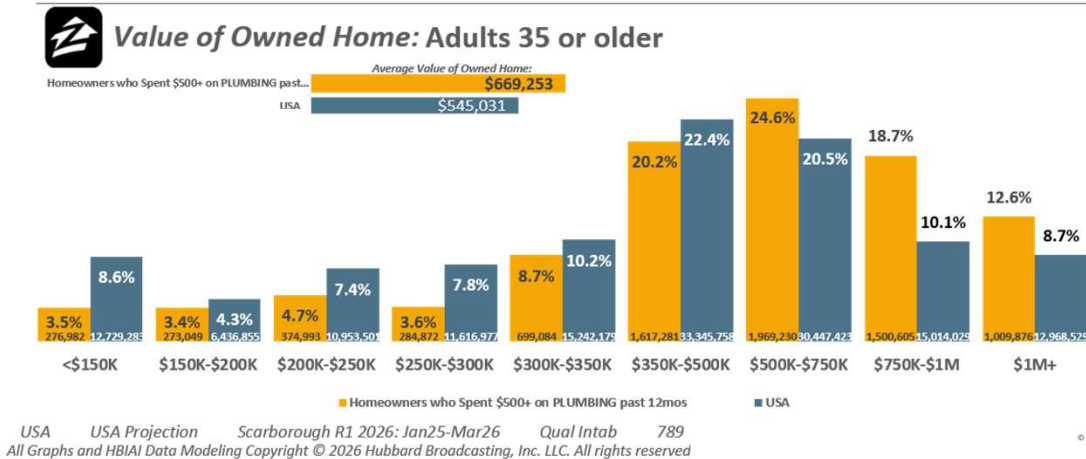
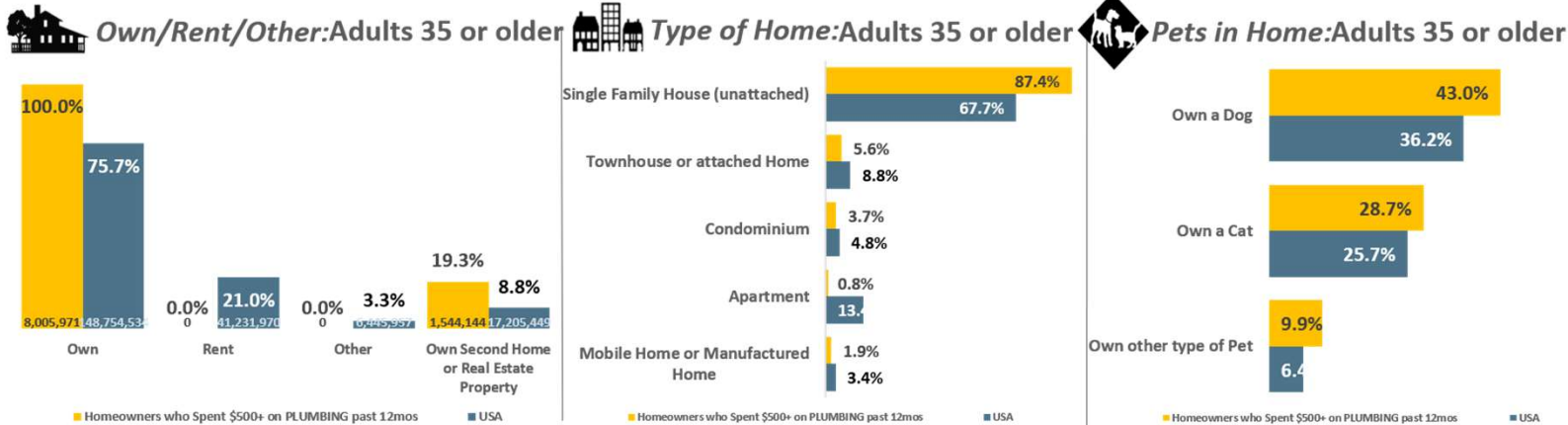
### Stage in Life: Adults 35 or older







4.1% or 8,005,971 of USA DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past... Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 32.1% more likely to own their home, 22.8% more likely to own a higher valued home, 29.2% more likely to have a single-family home, 18.7% more likely to have a dog.



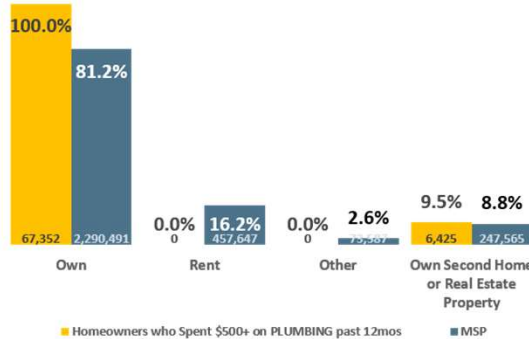
[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]



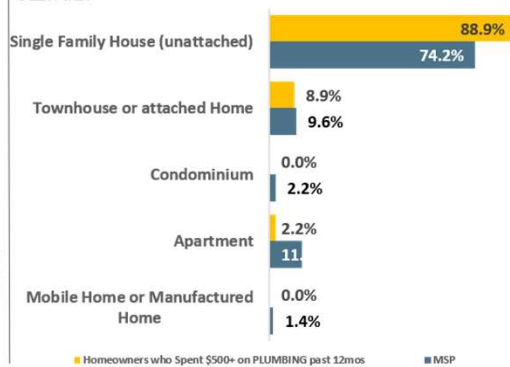
2.4% or 67,352 of MSP DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 23.2% more likely to own their home, 12.6% more likely to own a higher valued home, 19.9% more likely to have a single-family home, 13.7% less likely to have a dog.



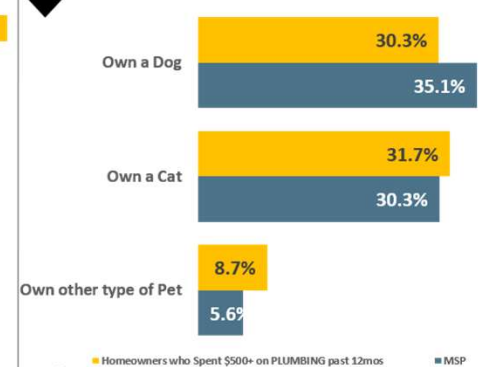
### Own/Rent/Other: Adults 35 or older



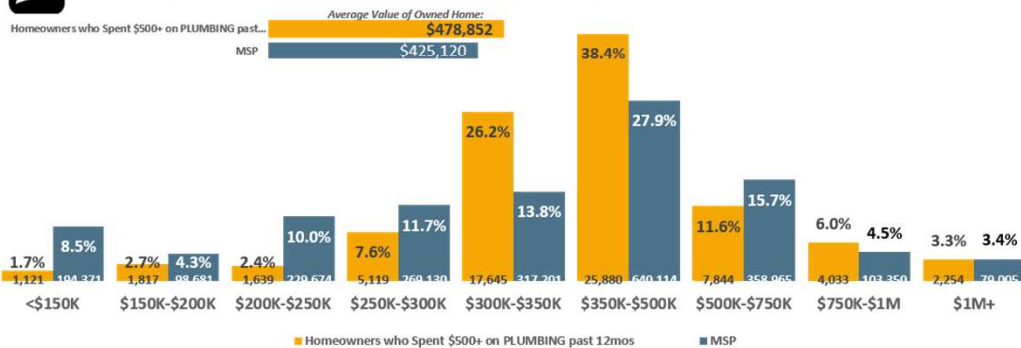
### Type of Home: Adults 35 or older



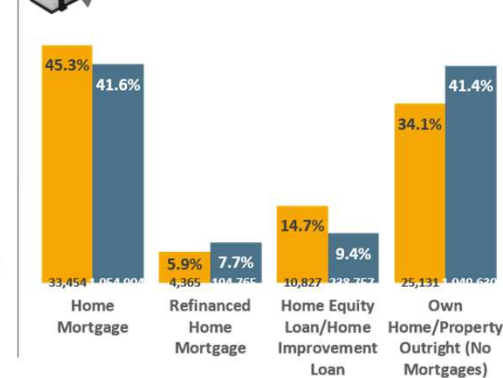
### Pets in Home: Adults 35 or older



### Value of Owned Home: Adults 35 or older



### Home Loans: Adults 35 or older

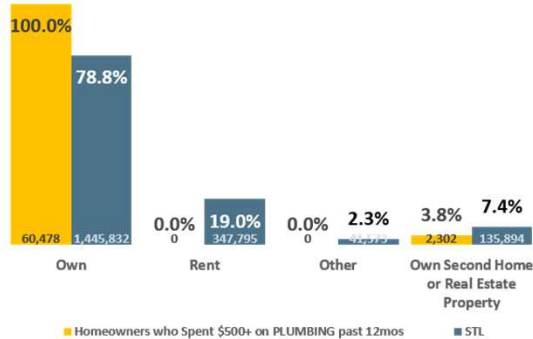




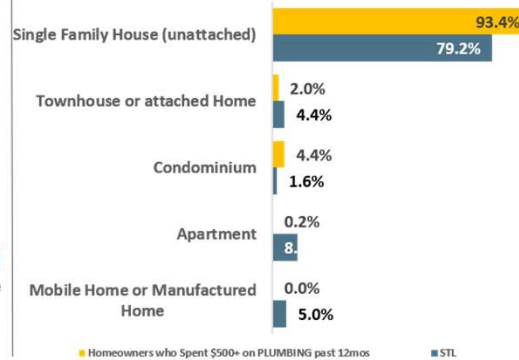
3.3% or 60,478 of STL DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 26.9% more likely to own their home, 11.% more likely to own a higher valued home, 18.% more likely to have a single-family home, 8.2% less likely to have a dog.



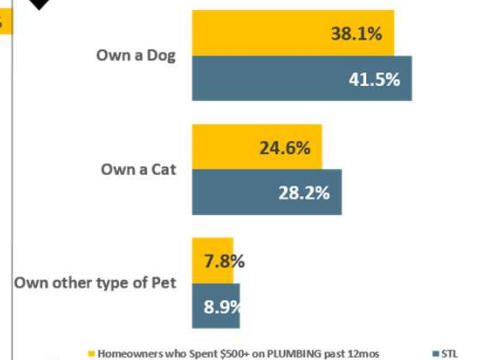
### Own/Rent/Other: Adults 35 or older



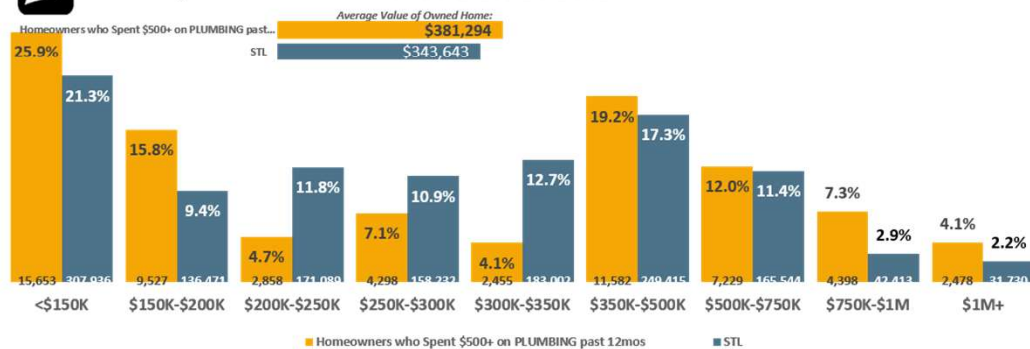
### Type of Home: Adults 35 or older



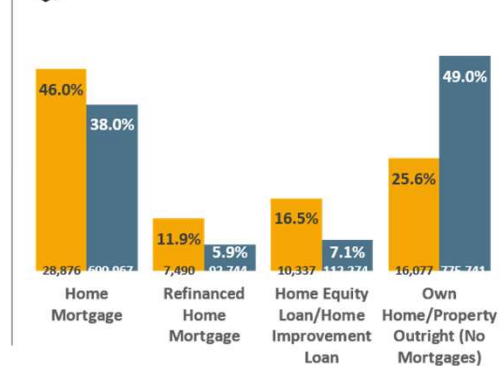
### Pets in Home: Adults 35 or older



### Value of Owned Home: Adults 35 or older



### Home Loans: Adults 35 or older



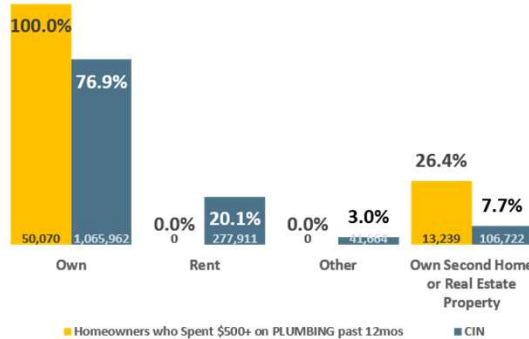




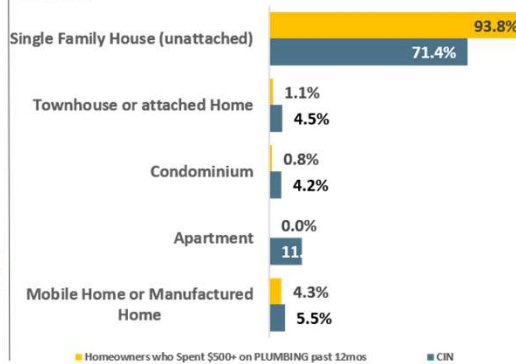
3.6% or 50,070 of CIN DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 30.% more likely to own their home, 6.1% more likely to own a lower valued home, 31.3% more likely to have a single-family home, 31.9% more likely to have a dog.



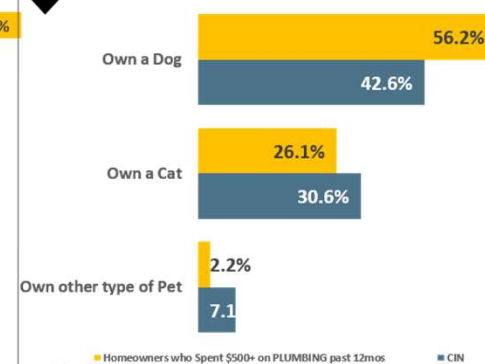
### Own/Rent/Other: Adults 35 or older



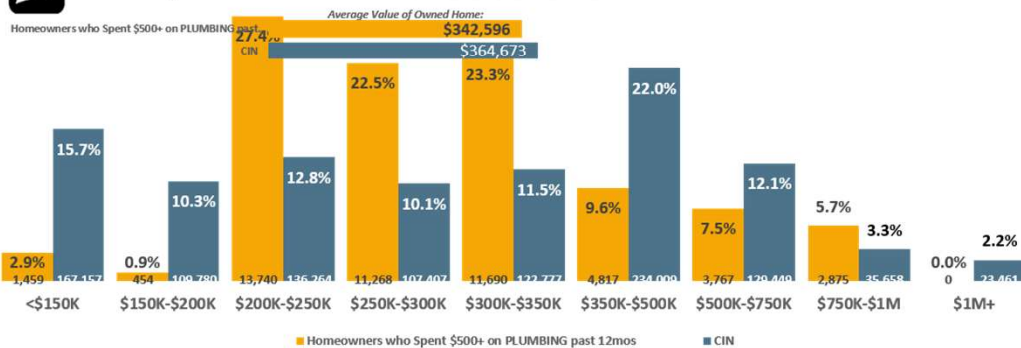
### Type of Home: Adults 35 or older



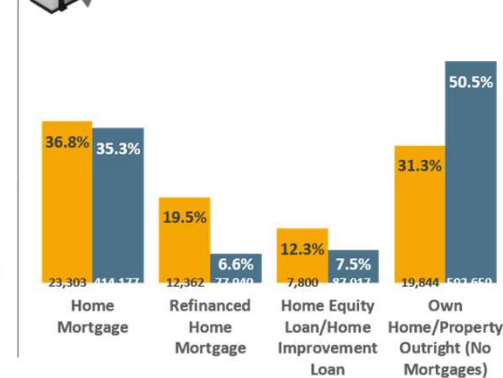
### Pets in Home: Adults 35 or older



### Value of Owned Home: Adults 35 or older



### Home Loans: Adults 35 or older

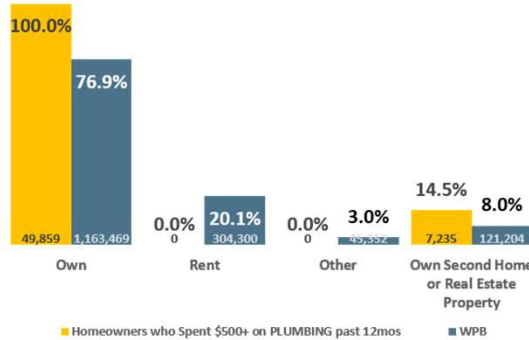




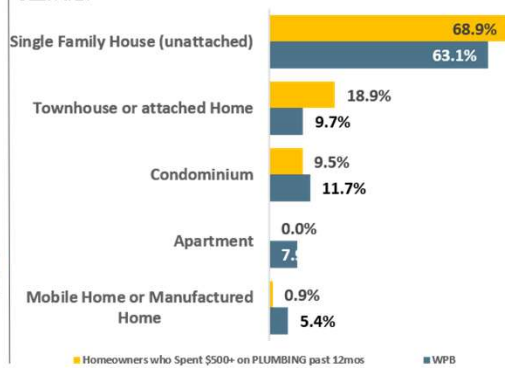
3.3% or 49,859 of WPB DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 30.1% more likely to own their home, 32.7% more likely to own a higher valued home, 9.1% more likely to have a single-family home, 26.7% less likely to have a dog.



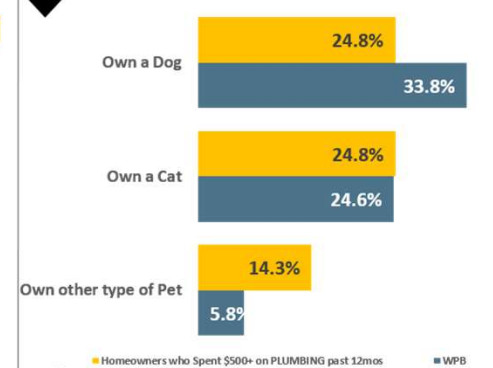
### Own/Rent/Other: Adults 35 or older



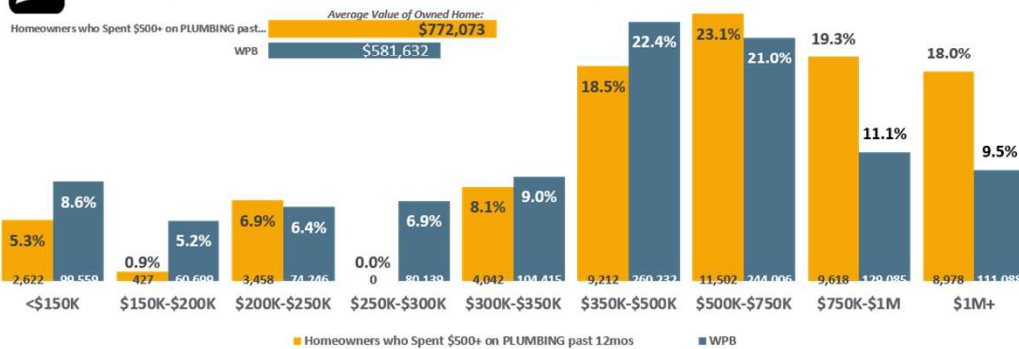
### Type of Home: Adults 35 or older



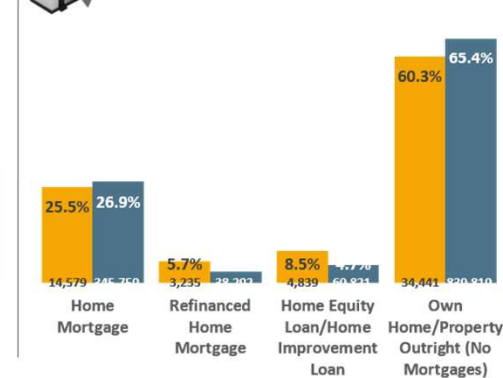
### Pets in Home: Adults 35 or older



### Value of Owned Home: Adults 35 or older



### Home Loans: Adults 35 or older

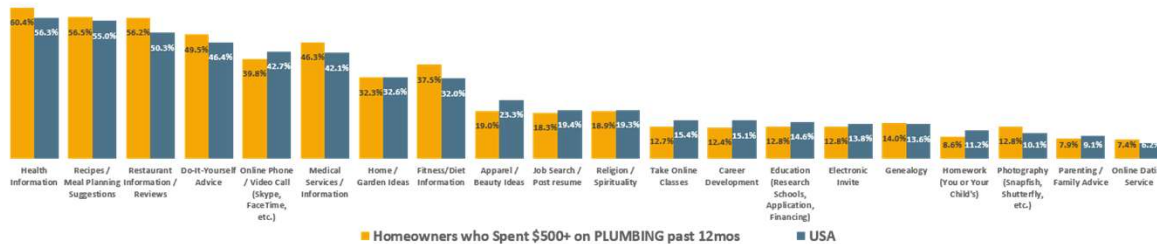




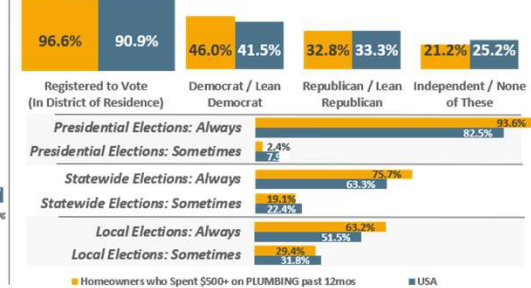
4.1% or 8,005,971 of USA DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past... Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 6.7% more likely to look up D-I-Y advice online, 22.6% more likely to always vote in local elections, 14.4% more likely to belong to a gym, 13.8% more likely to fly domestic past yr.



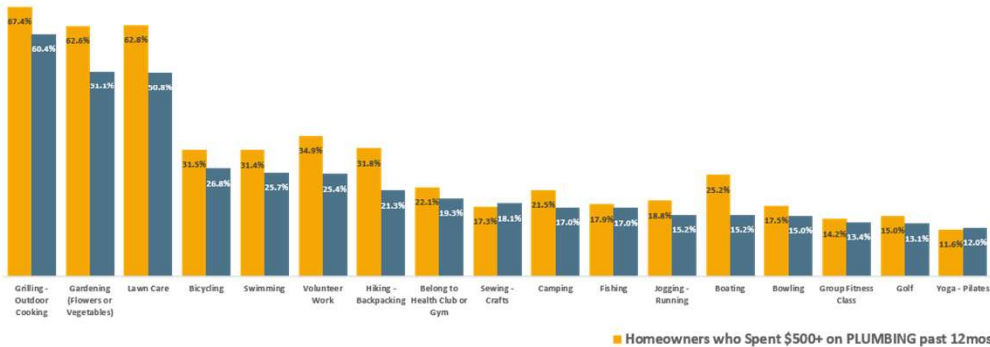
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



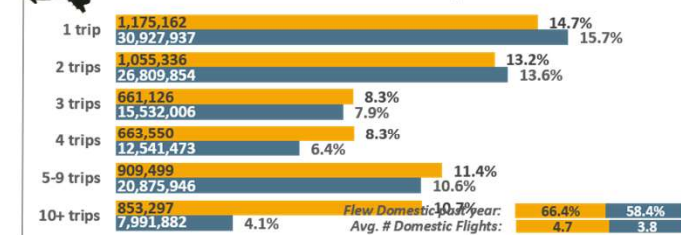
### Political Activity: Adults 35 or older



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



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

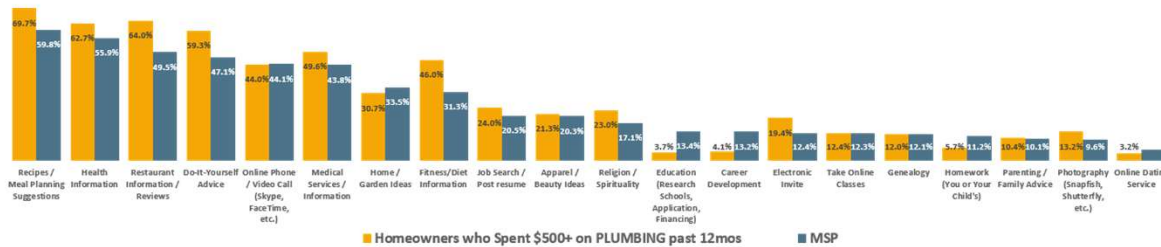




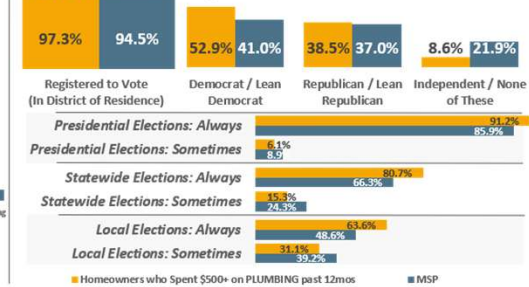
2.4% or 67,352 of MSP DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 25.8% more likely to look up D-I-Y advice online, 30.8% more likely to always vote in local elections, 55.7% more likely to belong to a gym, 23.2% more likely to fly domestic past yr



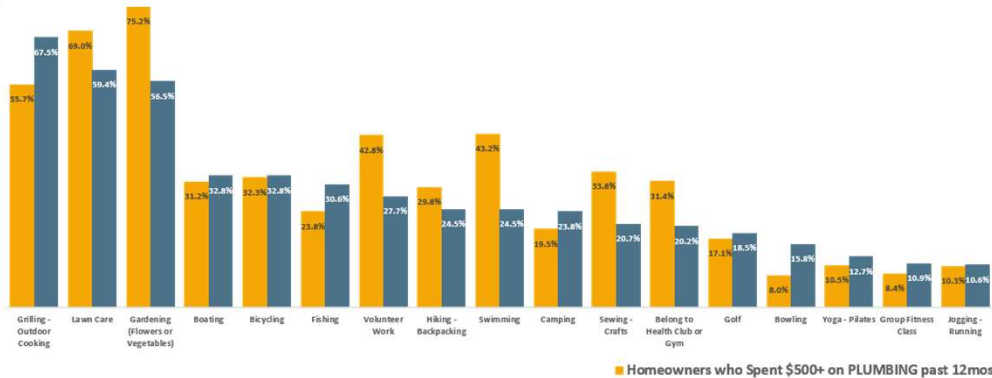
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



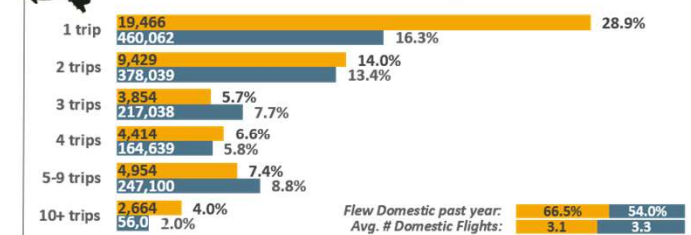
### Political Activity: Adults 35 or older



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



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



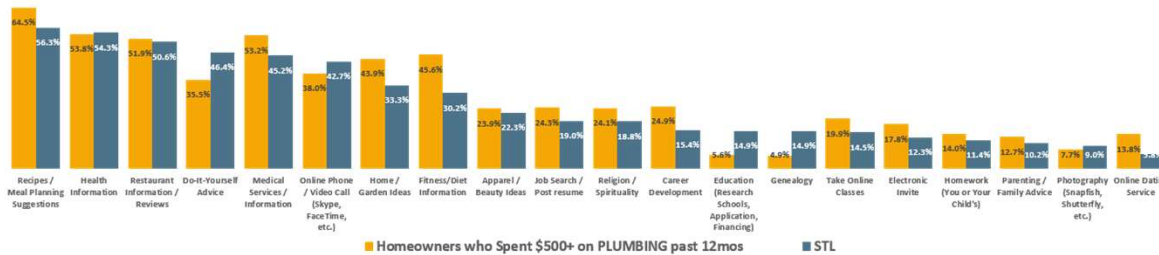




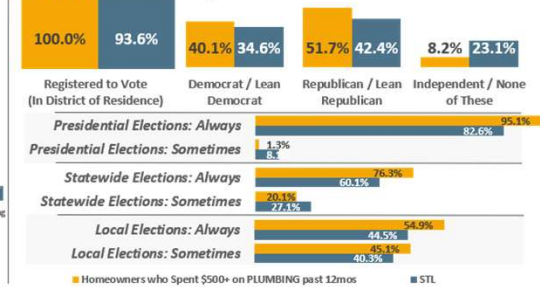
3.3% or 60,478 of STL DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 23.5% less likely to look up D-I-Y advice online, 23.2% more likely to always vote in local elections, 51.2% more likely to belong to a gym, 17.2% more likely to fly domestic past yr



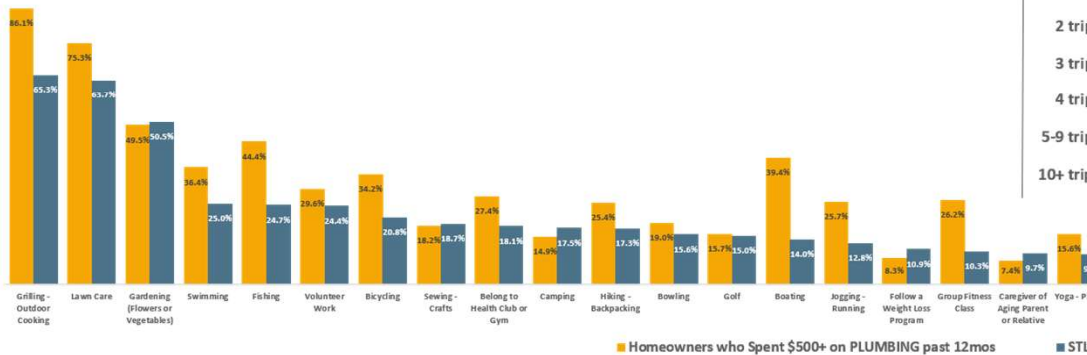
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



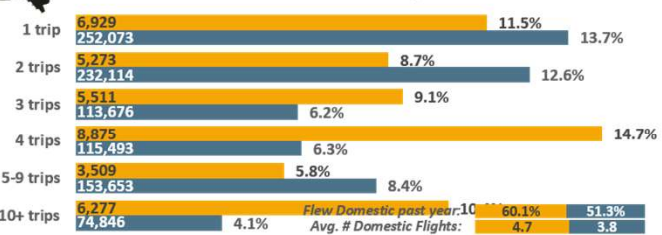
### Political Activity: Adults 35 or older



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



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



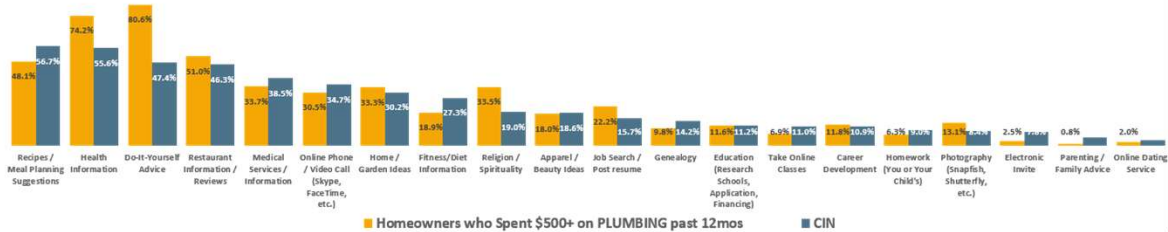
Flew Domestic past year: 10.1% vs 60.1%  
Avg. # Domestic Flights: 4.7 vs 3.8



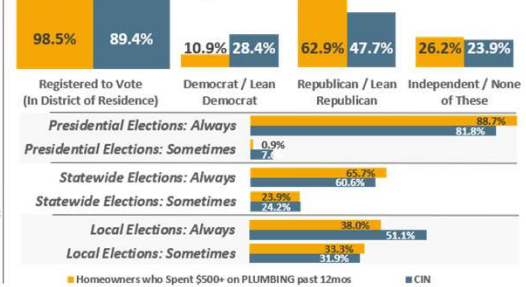
3.6% or 50,070 of CIN DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 70.2% more likely to look up D-I-Y advice online, 25.7% less likely to always vote in local elections, 79.6% more likely to belong to a gym, 46.8% more likely to fly domestic past yr



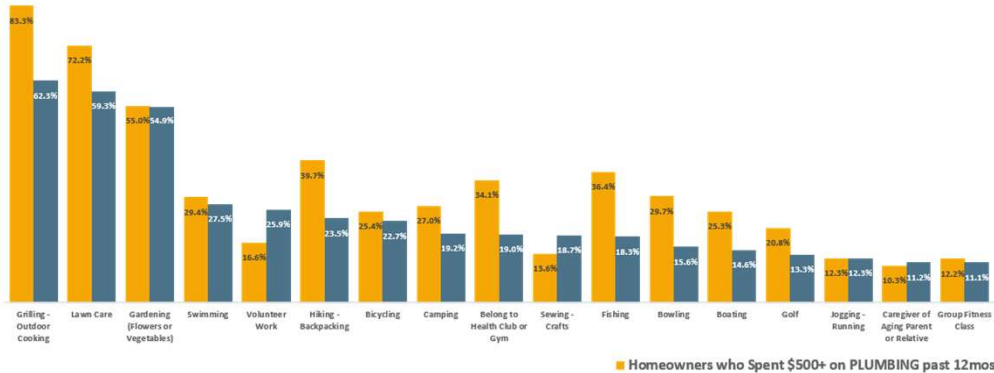
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



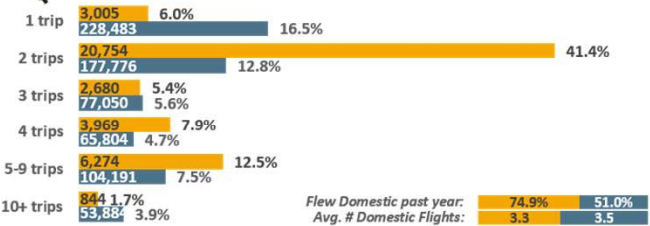
### Political Activity: Adults 35 or older



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



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

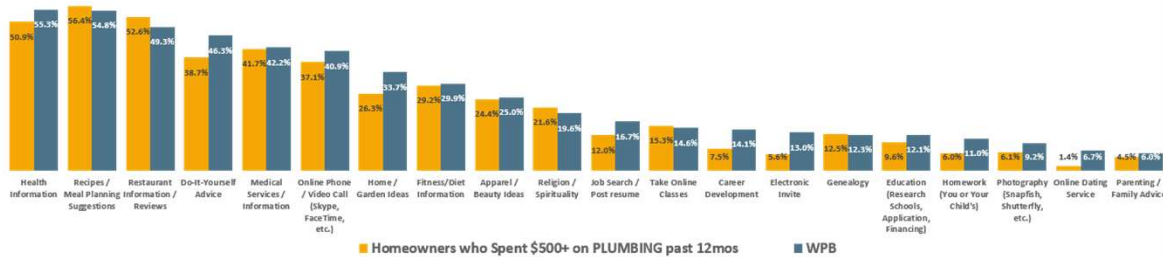




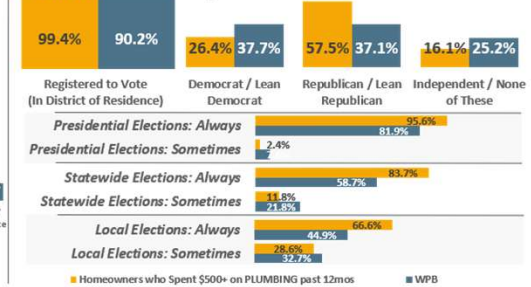
3.3% or 49,859 of WPB DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 16.4% less likely to look up D-I-Y advice online, 48.4% more likely to always vote in local elections, 42.2% more likely to belong to a gym, 6.3% less likely to fly domestic past yr.



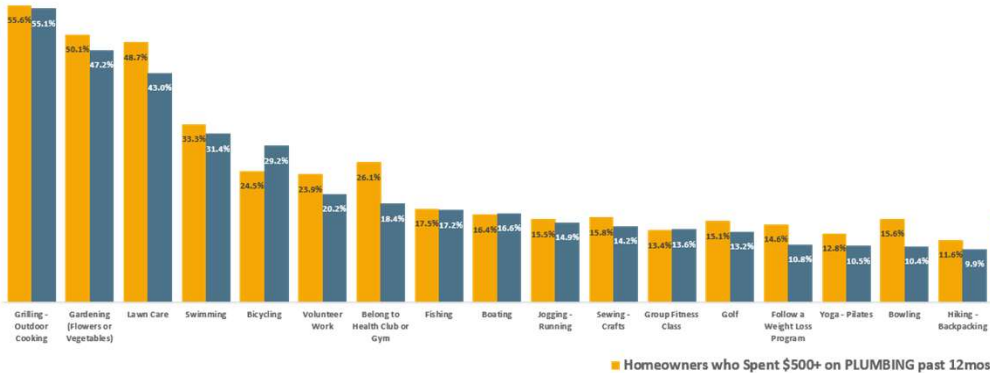
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



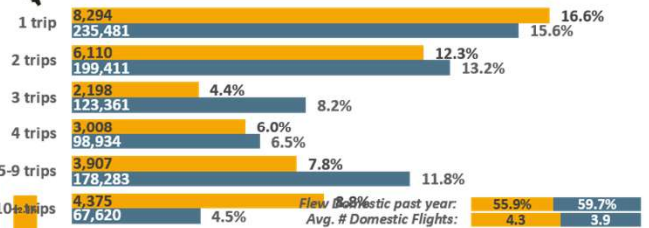
### Political Activity: Adults 35 or older



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



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

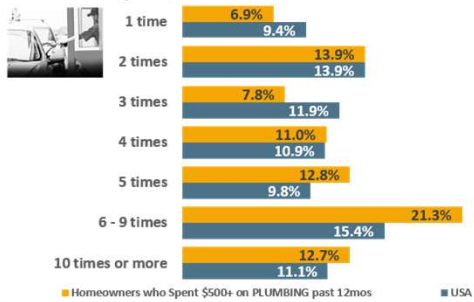


Flew Domestic past year: 55.9% vs 59.7%  
Avg. # Domestic Flights: 4.3 vs 3.9



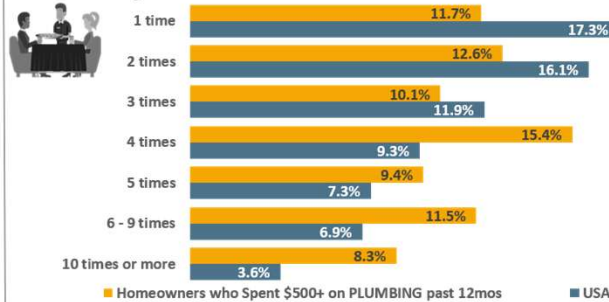
4.1% or 8,005,971 of USA DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 4.9% more likely to use QSRs past mo., 9.3% more likely to use Sit-Down Restaurants past mo., 22.4% less likely to use Casinos past yr., 49.1% less likely to smoke cigarettes.

### Past 30-days QSR Users: Adults 35 or older



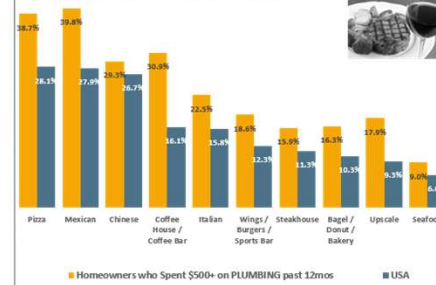
Total Monthly QSR Users:	86.4%	82.3%
Avg. Monthly QSR Meals:	6.0	5.4
	6,915,629	161,710,87

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



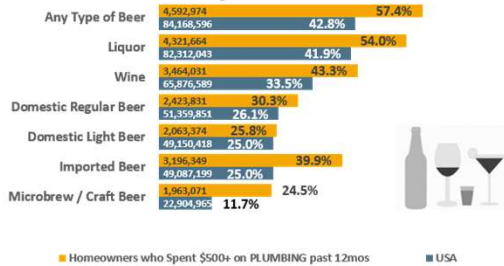
Total Monthly Sit-Down Restaurant Users:	79.1%	72.3%
Avg. Monthly Sit-Down Restaurant Meals:	4.9	3.7
	6,331,589	142,089,686

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

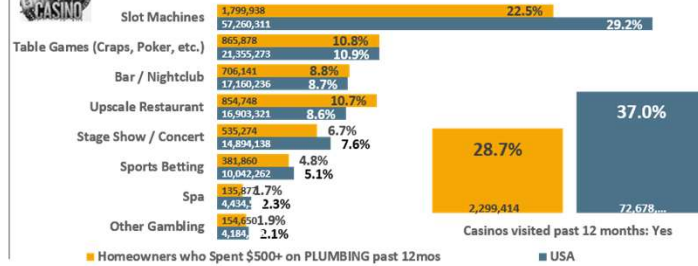


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	23.2%
Homeowners who Spent \$500+ on PLUMBING past 12mos	15.6%
USA	30,567,661

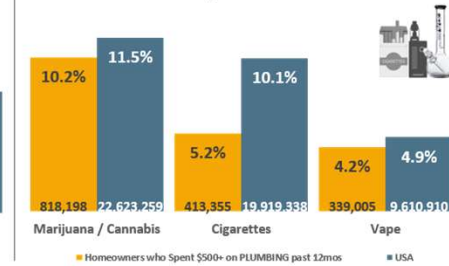
### Drank Past 30-days: Adults 35 or older



### Past 12 months Casino Activities: Adults 35 or older



### Used Past 30-days: Adults 35 or older

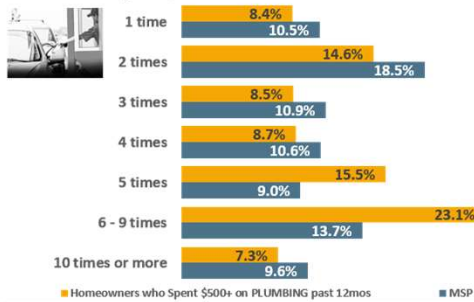






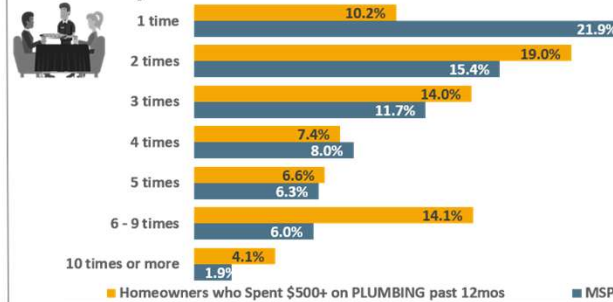
2.4% or 67,352 of MSP DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 3.9% more likely to use QSRs past mo., 5.8% more likely to use Sit-Down Restaurants past mo., 47.2% less likely to use Casinos past yr., 21.7% less likely to smoke cigarettes.

### Past 30-days QSR Users: Adults 35 or older



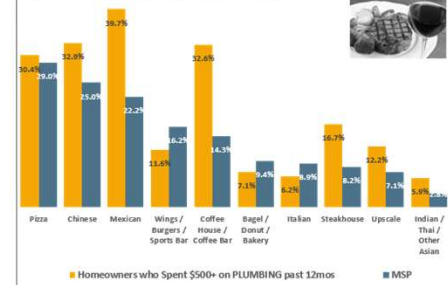
Total Monthly QSR Users: 85.9%  
Avg. Monthly QSR Meals: 5.3

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



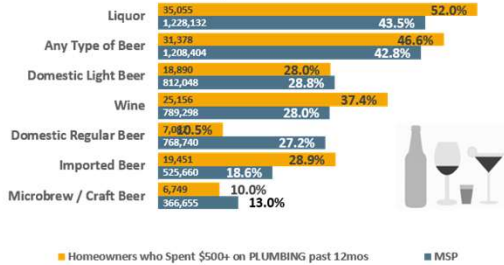
Total Monthly Sit-Down Restaurant Users: 75.3%  
Avg. Monthly Sit-Down Restaurant Meals: 4.2

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

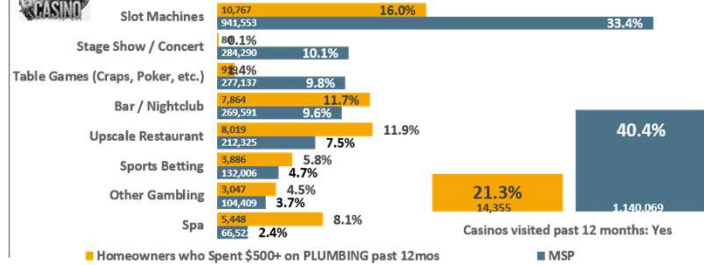


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
Homeowners who Spent \$500+ on PLUMBING past 12mos: 8,112 (12.0%)  
MSP: 279,125 (9.9%)

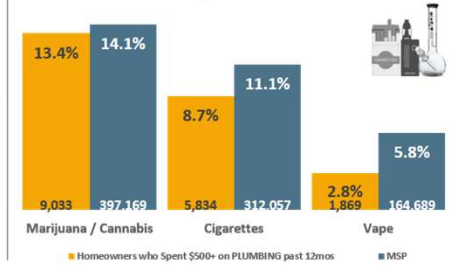
### Drank Past 30-days: Adults 35 or older



### Past 12 months Casino Activities: Adults 35 or older



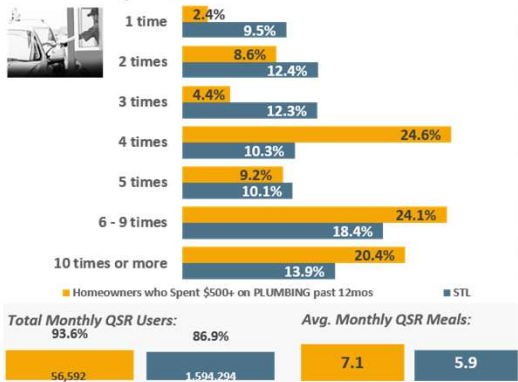
### Used Past 30-days: Adults 35 or older



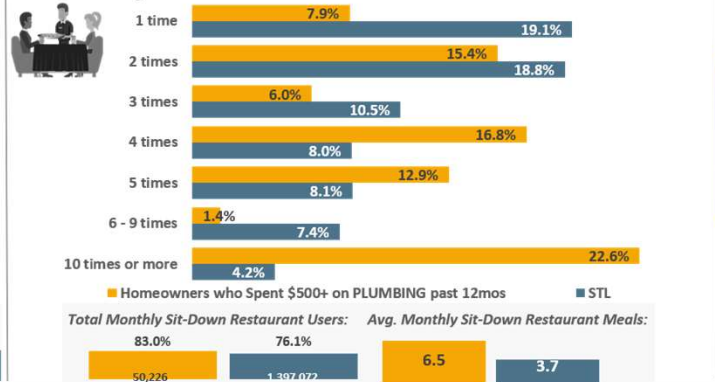


3.3% or 60,478 of STL DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 7.7% more likely to use QSRs past mo., 9.1% more likely to use Sit-Down Restaurants past mo., 39.4% more likely to use Casinos past yr., 23.7% less likely to smoke cigarettes.

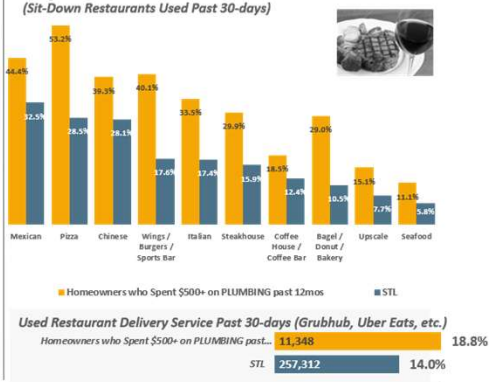
### Past 30-days QSR Users: Adults 35 or older



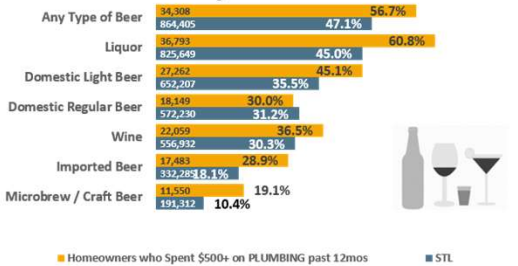
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



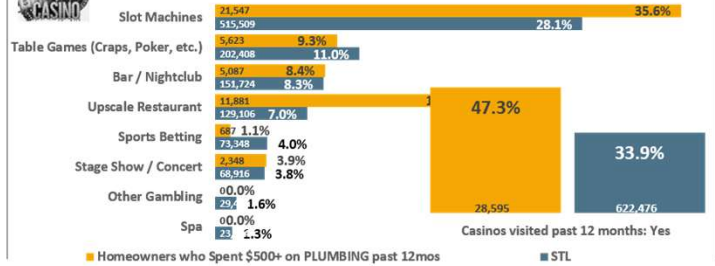
### Top-10 Cuisines: Adults 35 or older



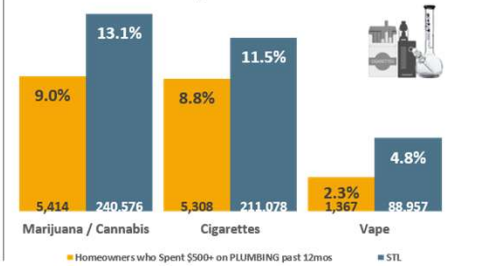
### Drank Past 30-days: Adults 35 or older



### Past 12 months Casino Activities: Adults 35 or older



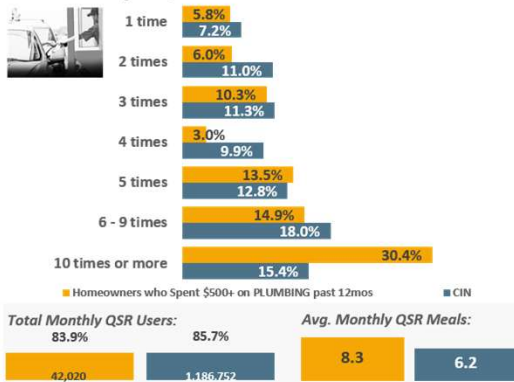
### Used Past 30-days: Adults 35 or older



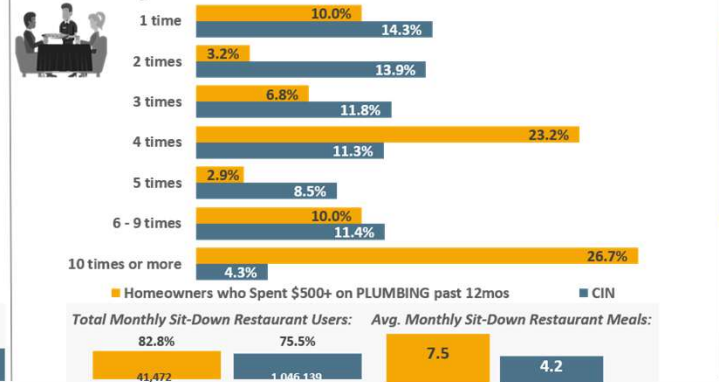


3.6% or 50,070 of CIN DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 2.1% less likely to use QSRs past mo., 9.7% more likely to use Sit-Down Restaurants past mo., 86.6% more likely to use Casinos past yr., 37.8% less likely to smoke cigarettes.

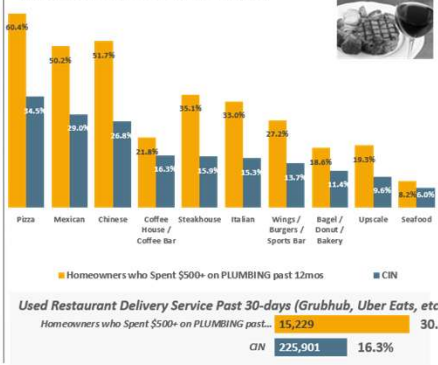
### Past 30-days QSR Users: Adults 35 or older



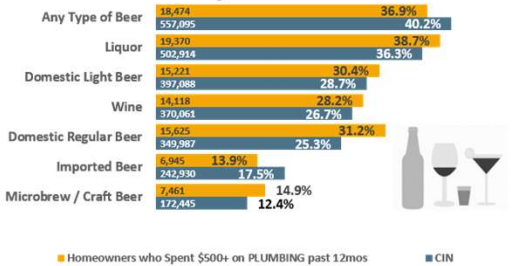
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



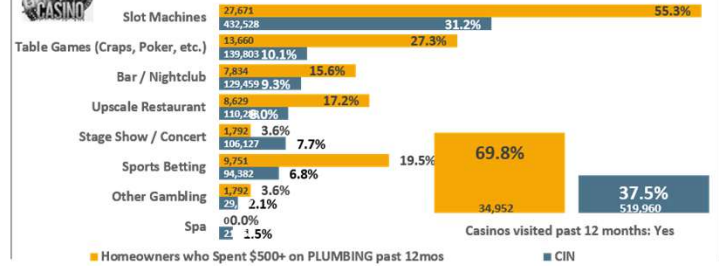
### Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



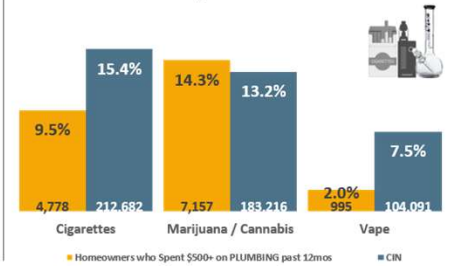
### Drank Past 30-days: Adults 35 or older



### Past 12 months Casino Activities: Adults 35 or older



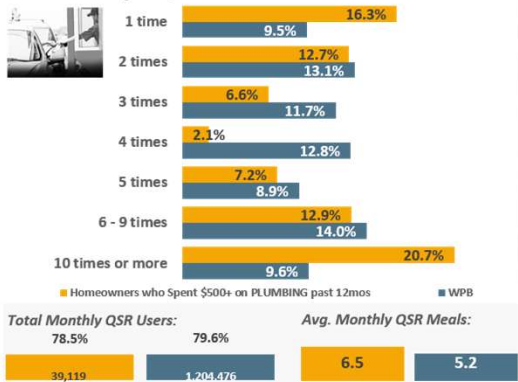
### Used Past 30-days: Adults 35 or older



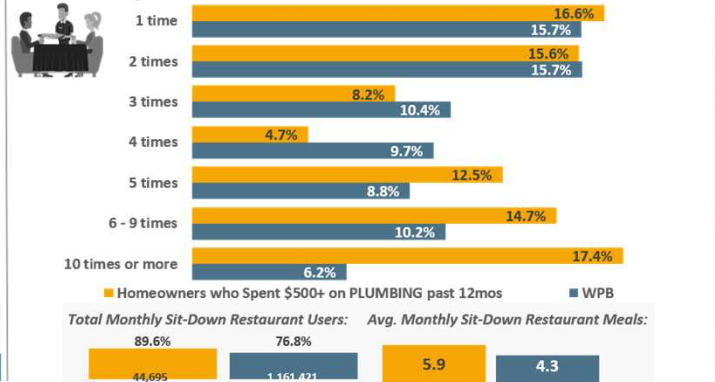


3.3% or 49,859 of WPB DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 1.4% less likely to use QSRs past mo., 16.8% more likely to use Sit-Down Restaurants past mo., 11.% more likely to use Casinos past yr., 10.6% less likely to smoke cigarettes.

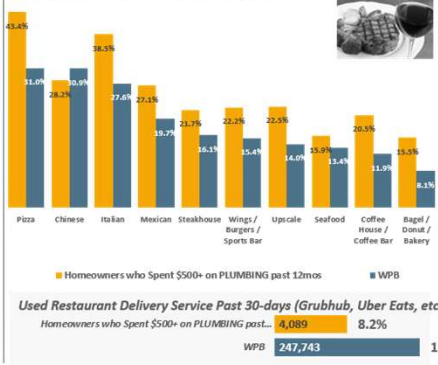
### Past 30-days QSR Users: Adults 35 or older



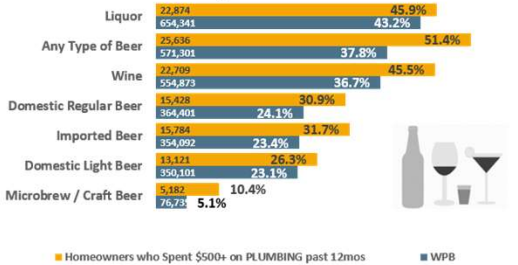
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



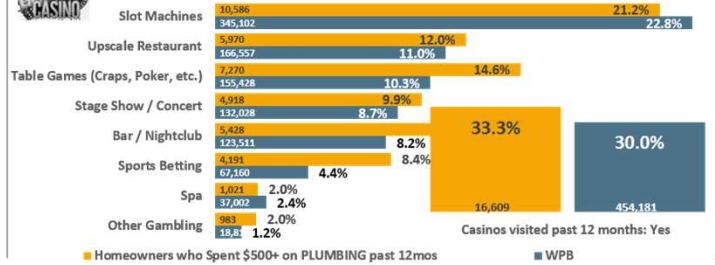
### Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



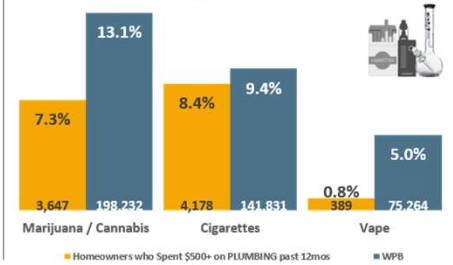
### Drank Past 30-days: Adults 35 or older



### Past 12 months Casino Activities: Adults 35 or older



### Used Past 30-days: Adults 35 or older



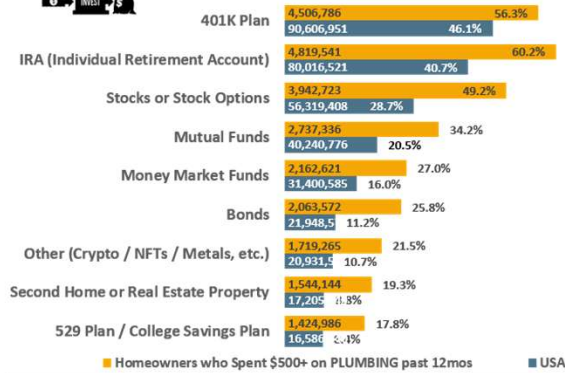




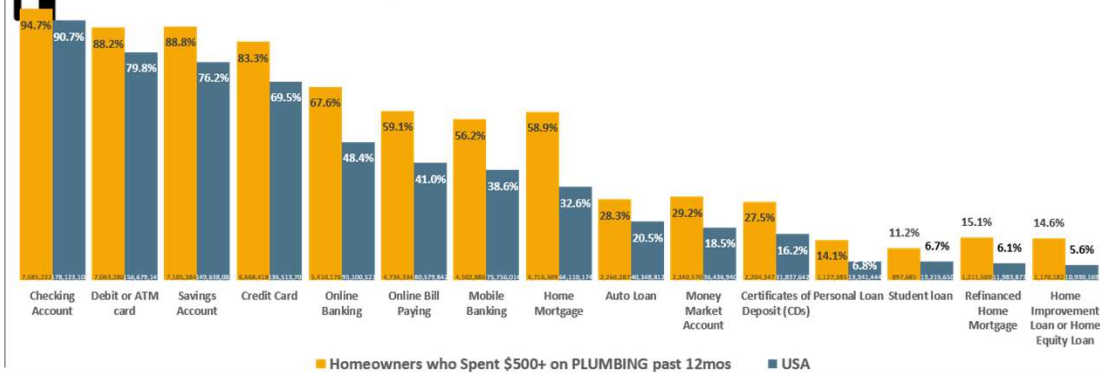
4.1% or 8,005,971 of USA DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past...  
 Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 22.% more likely to have a 401K, 37.8% more likely to have an Auto Loan, 98.7% more likely to Invest/Trade Stocks Online, 15.1% more likely to pay with their Debit Card.



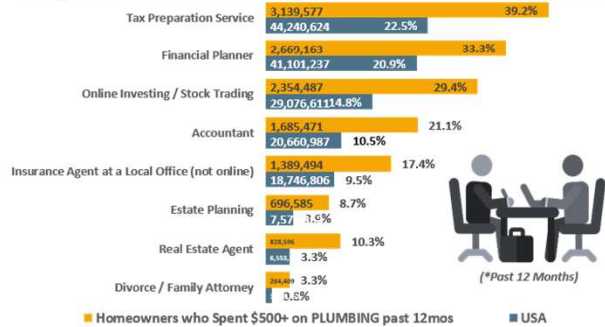
### Investments Owned: Adults 35 or older



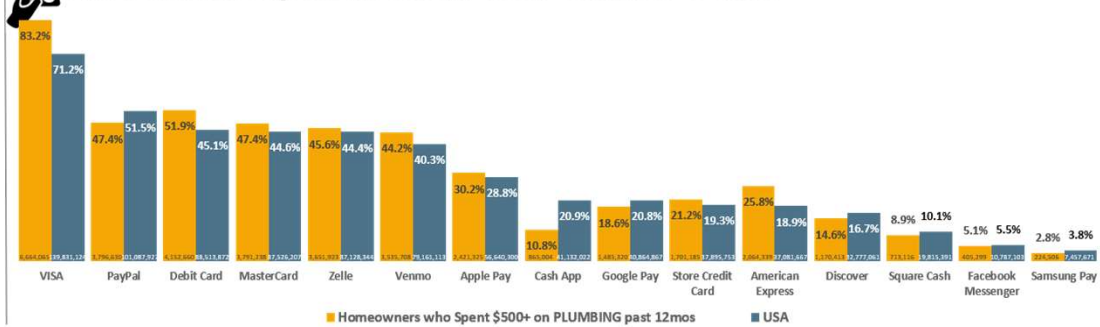
### Financial Services Has and/or Uses: Adults 35 or older



### Professional Services Used\*: Adults 35 or older



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

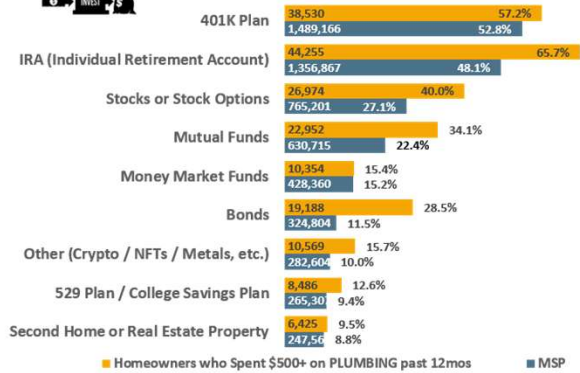




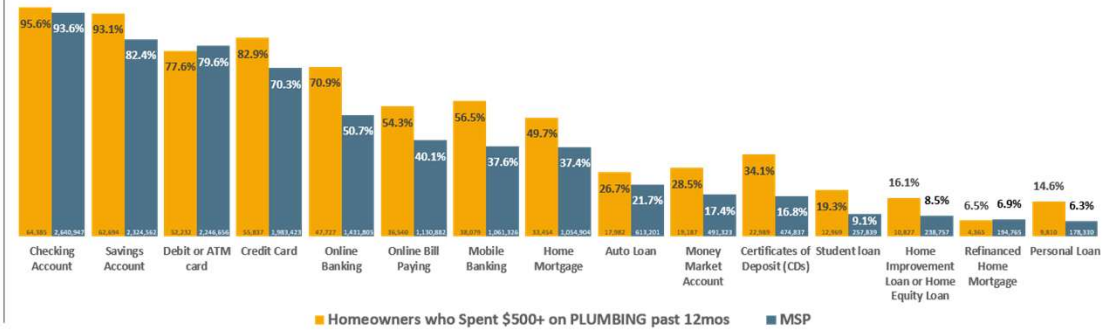
2.4% or 67,352 of MSP DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 8.4% more likely to have a 401K, 22.9% more likely to have an Auto Loan, 30.6% less likely to Invest/Trade Stocks Online, 14.3% more likely to pay with their Debit Card.



### Investments Owned: Adults 35 or older



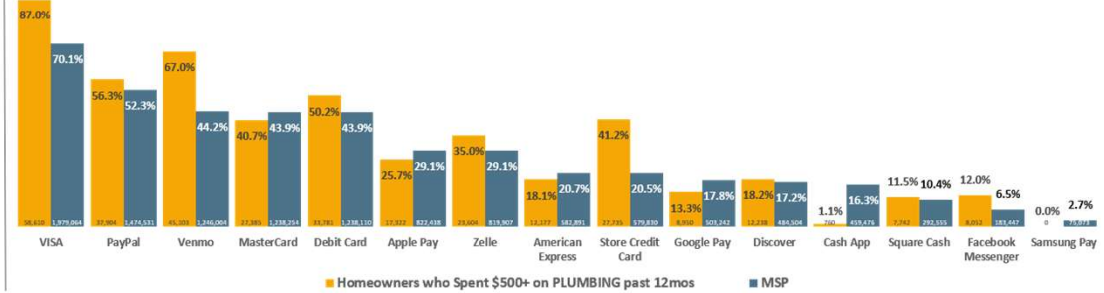
### Financial Services Has and/or Uses: Adults 35 or older



### Professional Services Used\*: Adults 35 or older



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

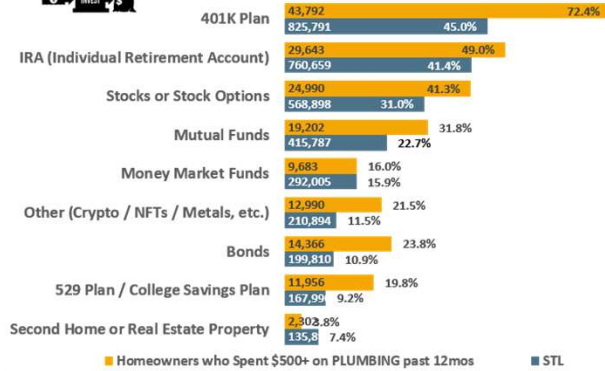




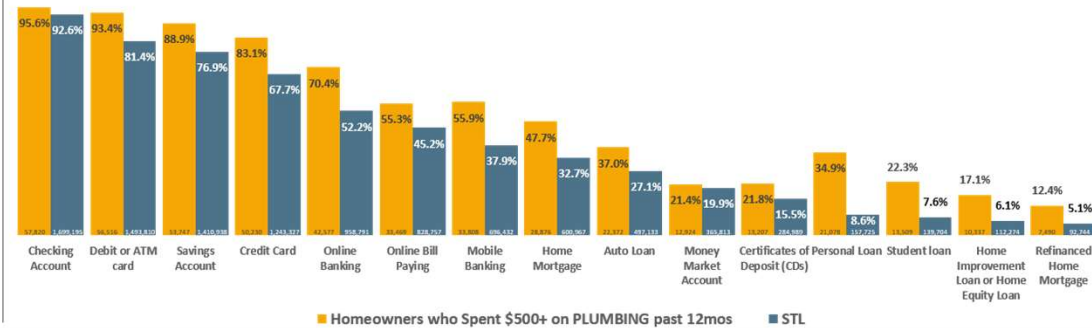
3.3% or 60,478 of STL DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 60.9% more likely to have a 401K, 36.6% more likely to have an Auto Loan, 50.9% more likely to Invest/Trade Stocks Online, 4.6% less likely to pay with their Debit Card.



### Investments Owned: Adults 35 or older



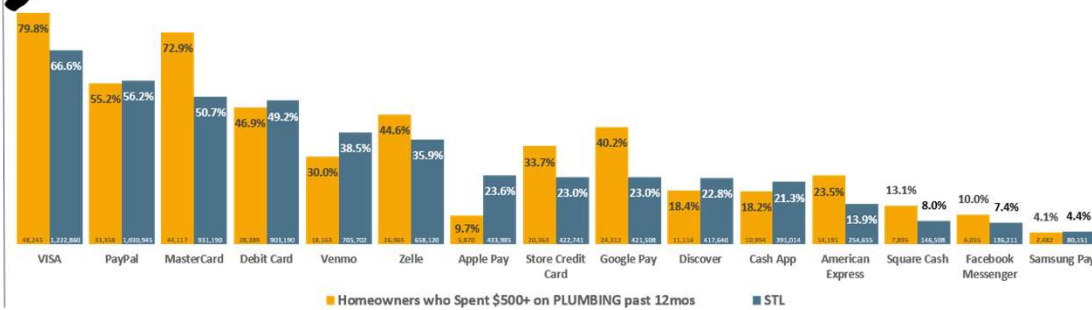
### Financial Services Has and/or Uses: Adults 35 or older



### Professional Services Used\*: Adults 35 or older



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





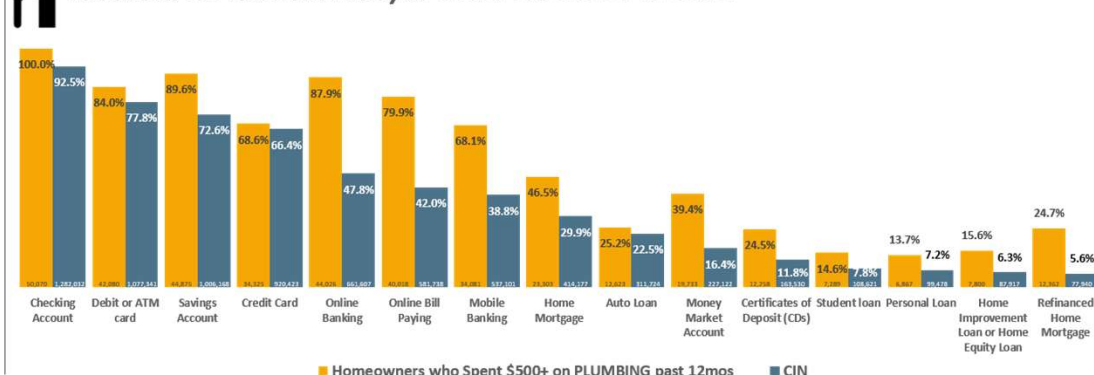
3.6% or 50,070 of CIN DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 48.4% more likely to have a 401K, 12.1% more likely to have an Auto Loan, 93.1% more likely to Invest/Trade Stocks Online, 39.7% more likely to pay with their Debit Card.



### Investments Owned: Adults 35 or older



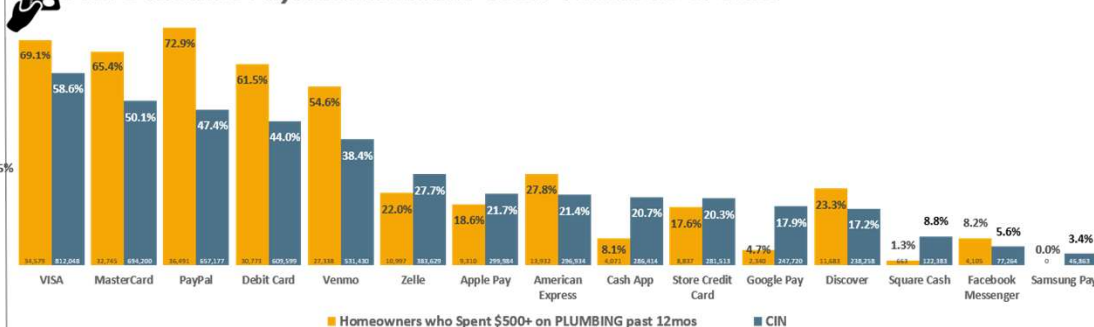
### Financial Services Has and/or Uses: Adults 35 or older



### Professional Services Used\*: Adults 35 or older



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







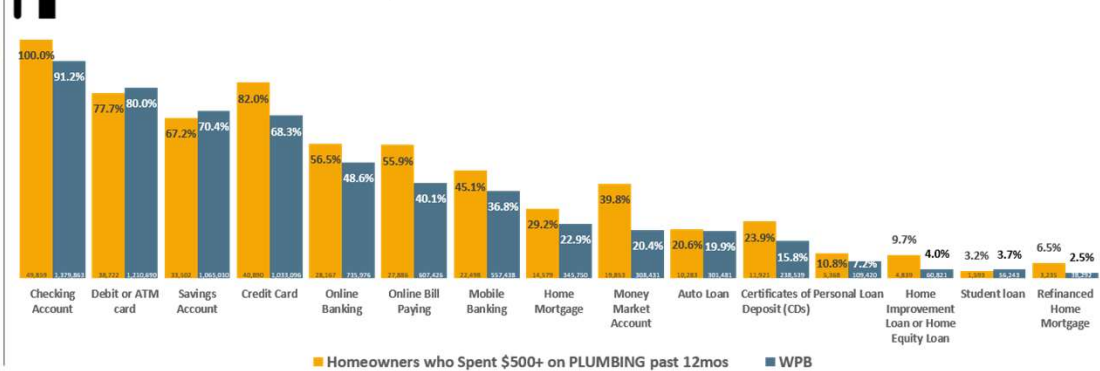
3.3% or 49,859 of WPB DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 1.1% more likely to have a 401K, 3.5% more likely to have an Auto Loan, 155.2% more likely to Invest/Trade Stocks Online, 10.5% more likely to pay with their Debit Card.



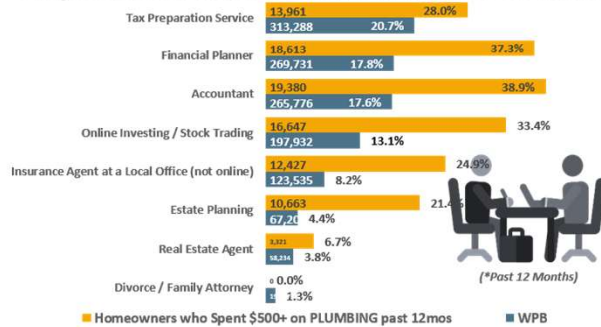
### Investments Owned: Adults 35 or older



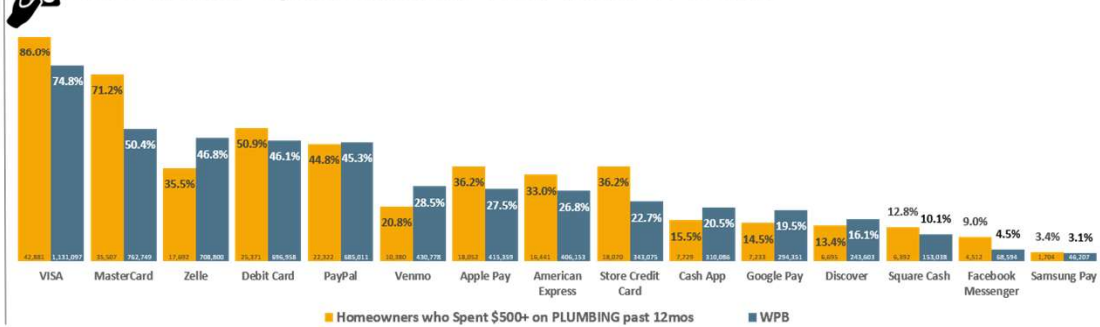
### Financial Services Has and/or Uses: Adults 35 or older



### Professional Services Used\*: Adults 35 or older

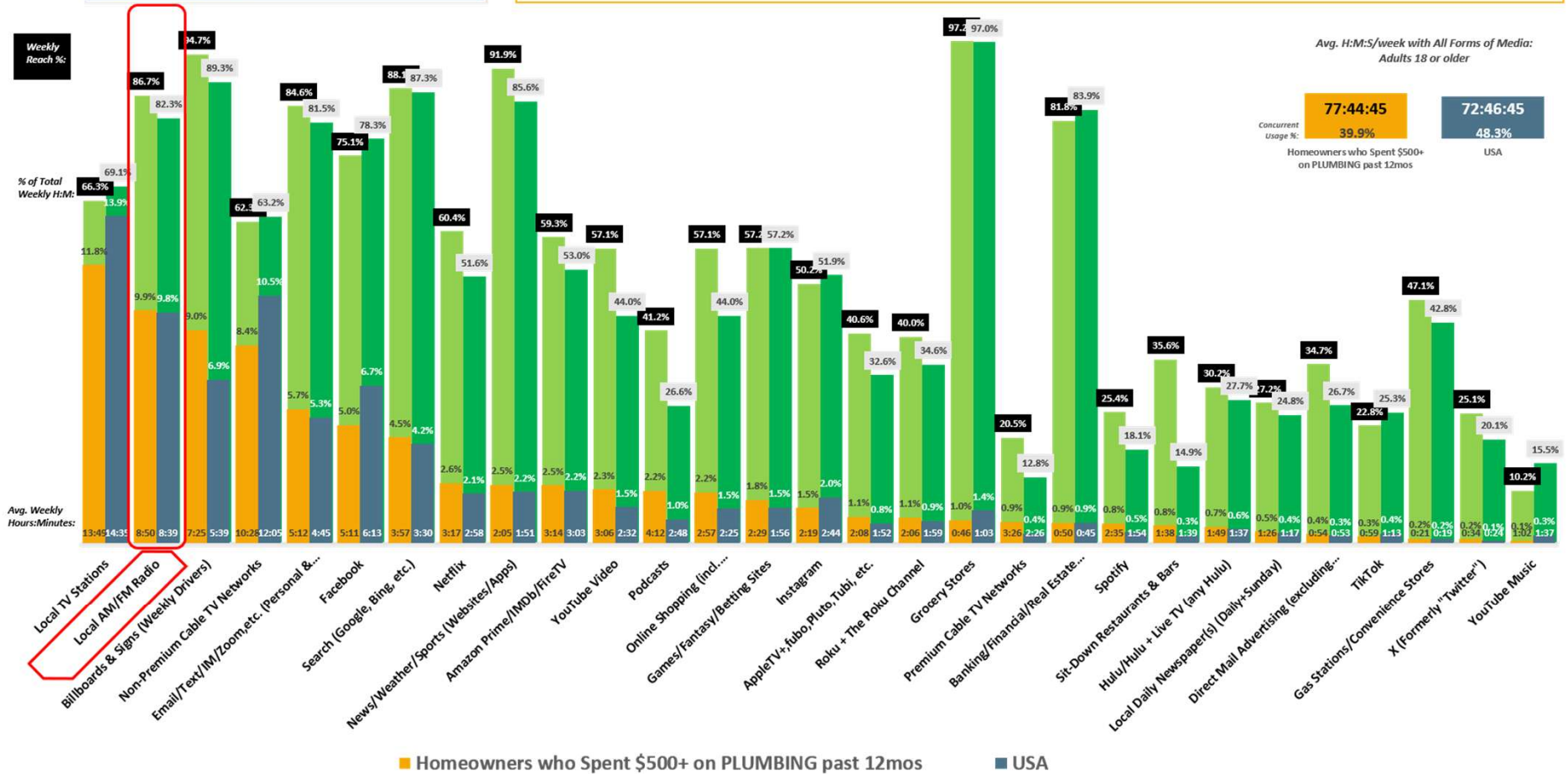


### Past 3-Months Payment Methods Used: Adults 35 or older



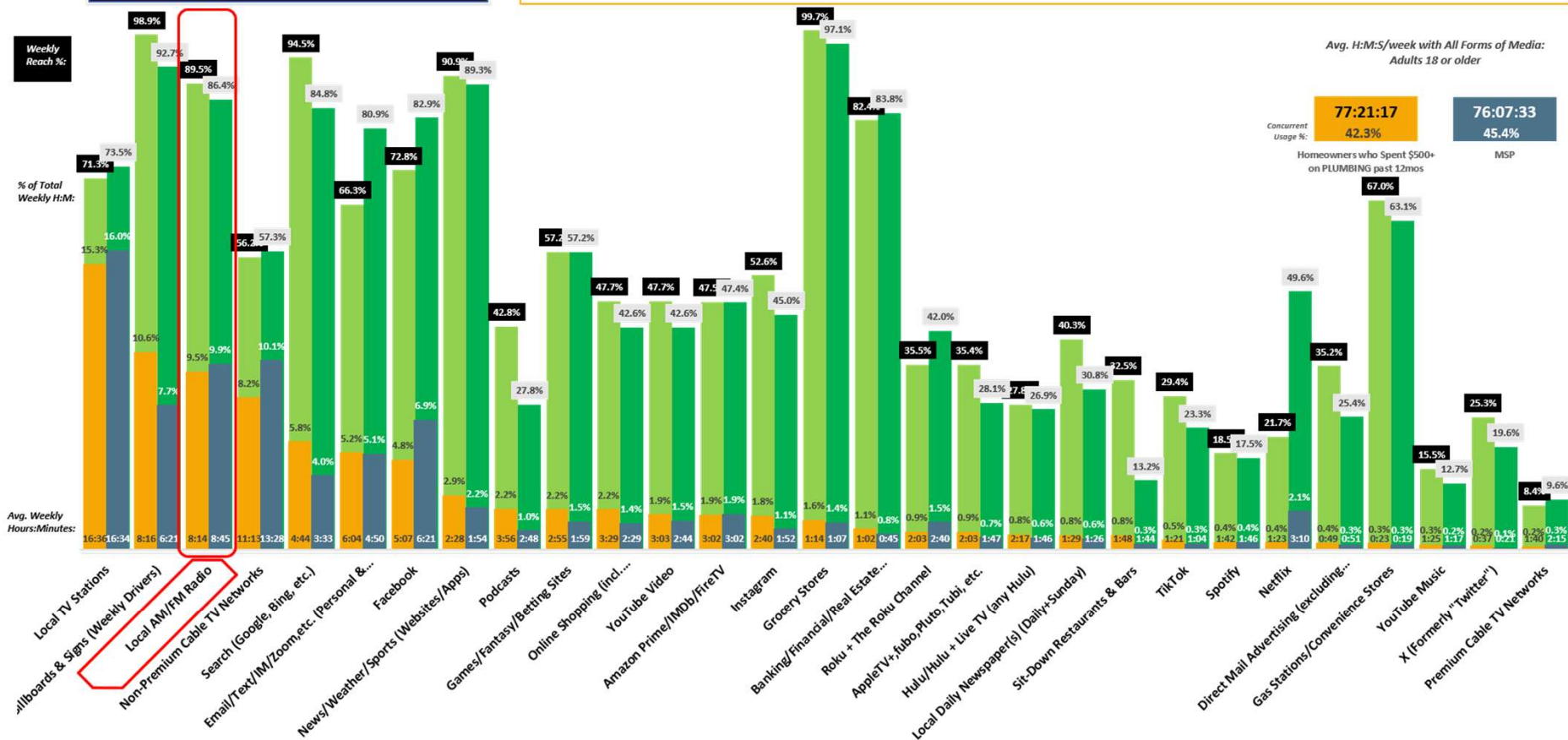


Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 3 days, 5 hours, 44 minutes and 45 seconds each week with All Forms of Media.  
86.7% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an avg. of 8 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



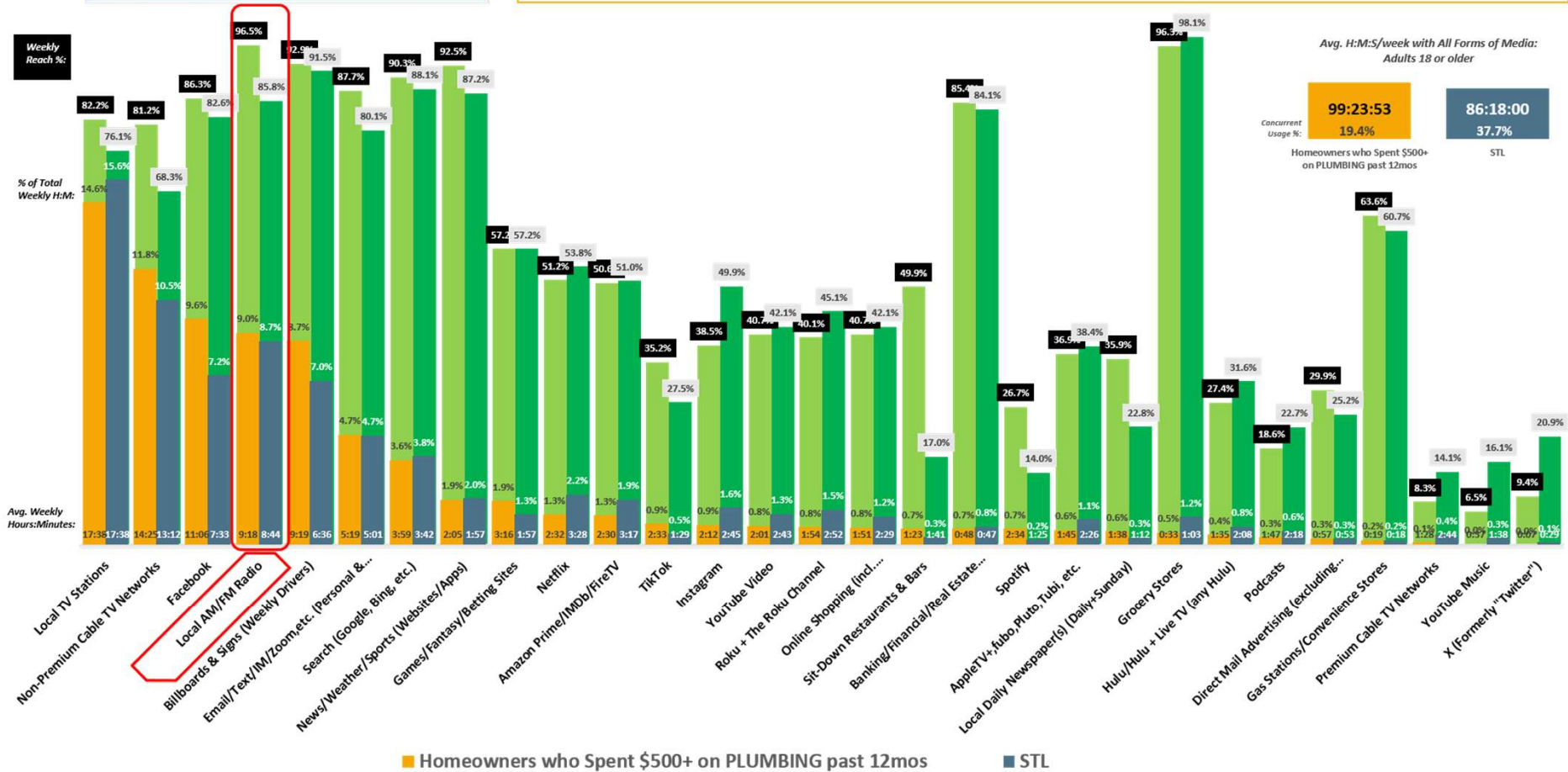


Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 3 days, 5 hours, 21 minutes and 17 seconds each week with All Forms of Media.  
89.5% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an avg. of 8 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.





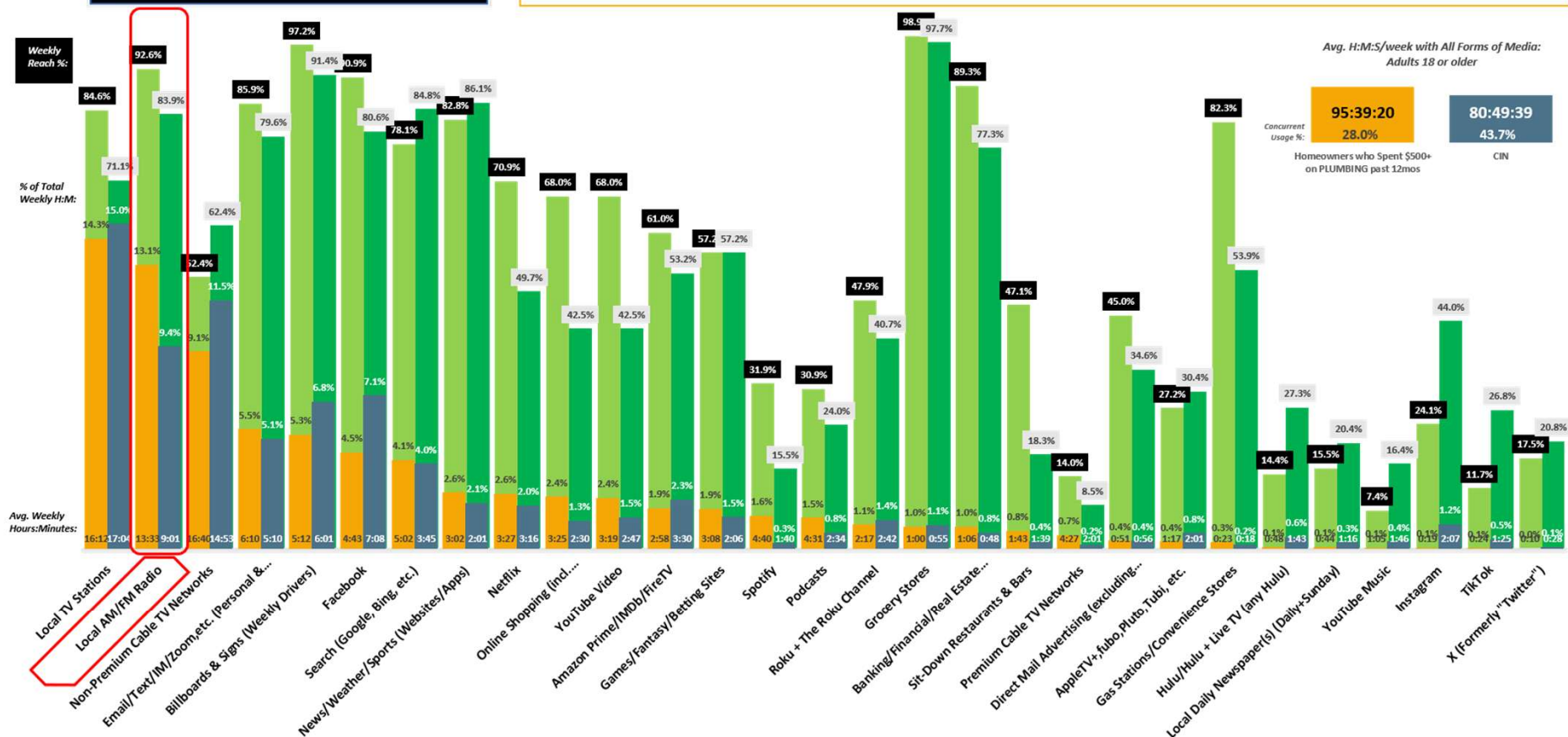
Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 4 days, 3 hours, 23 minutes and 53 seconds each week with All Forms of Media.  
 96.5% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an avg. of 9 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.







Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 3 days, 23 hours, 39 minutes and 20 seconds each week with All Forms of Media.  
 92.6% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an avg. of 13 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 13.1% of total time spent with all forms of Media.



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

Concurrent Usage %: 28.0%

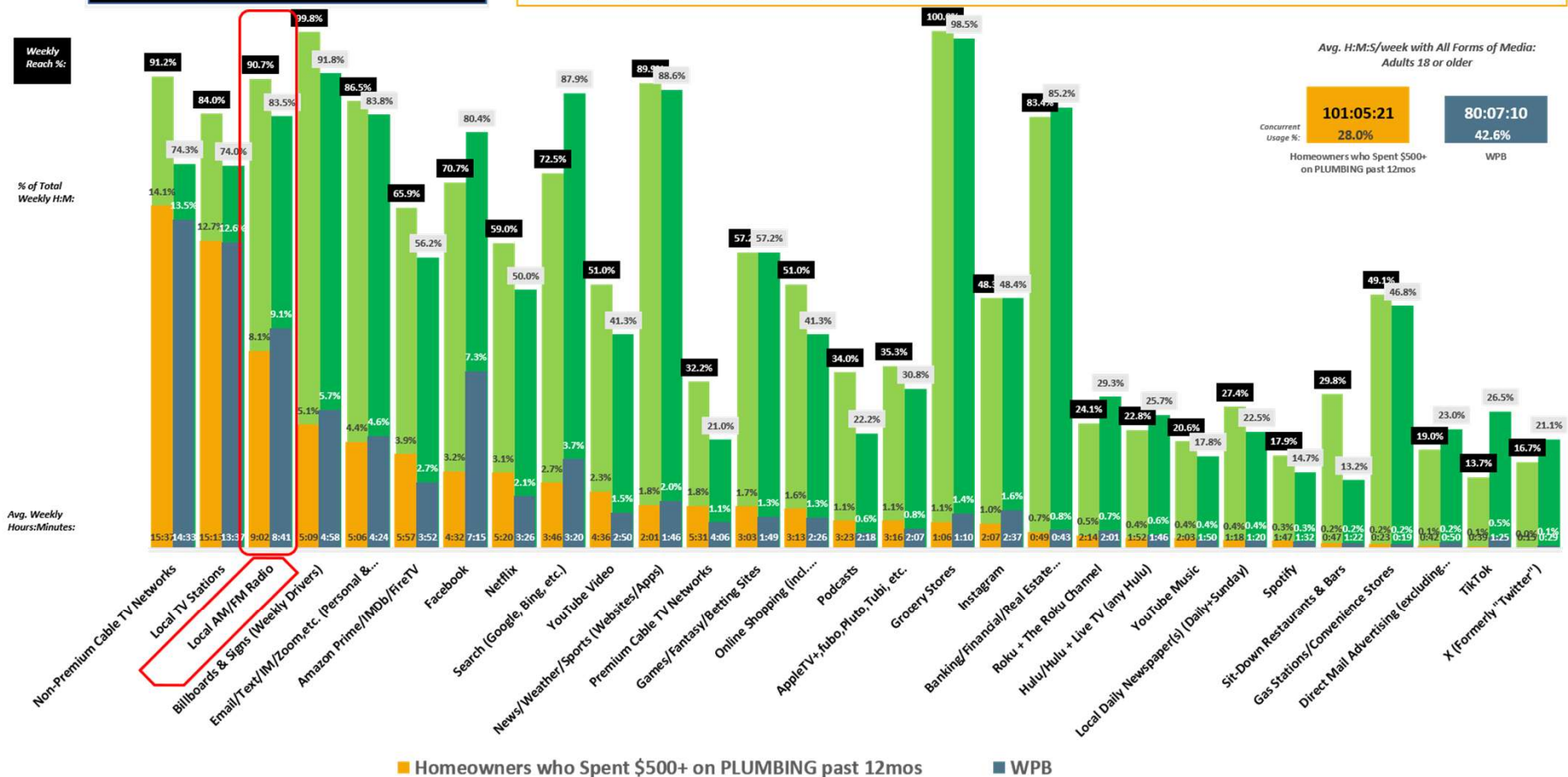
Homeowners who Spent \$500+ on PLUMBING past 12mos: 95:39:20

CIN: 80:49:39

■ Homeowners who Spent \$500+ on PLUMBING past 12mos ■ CIN

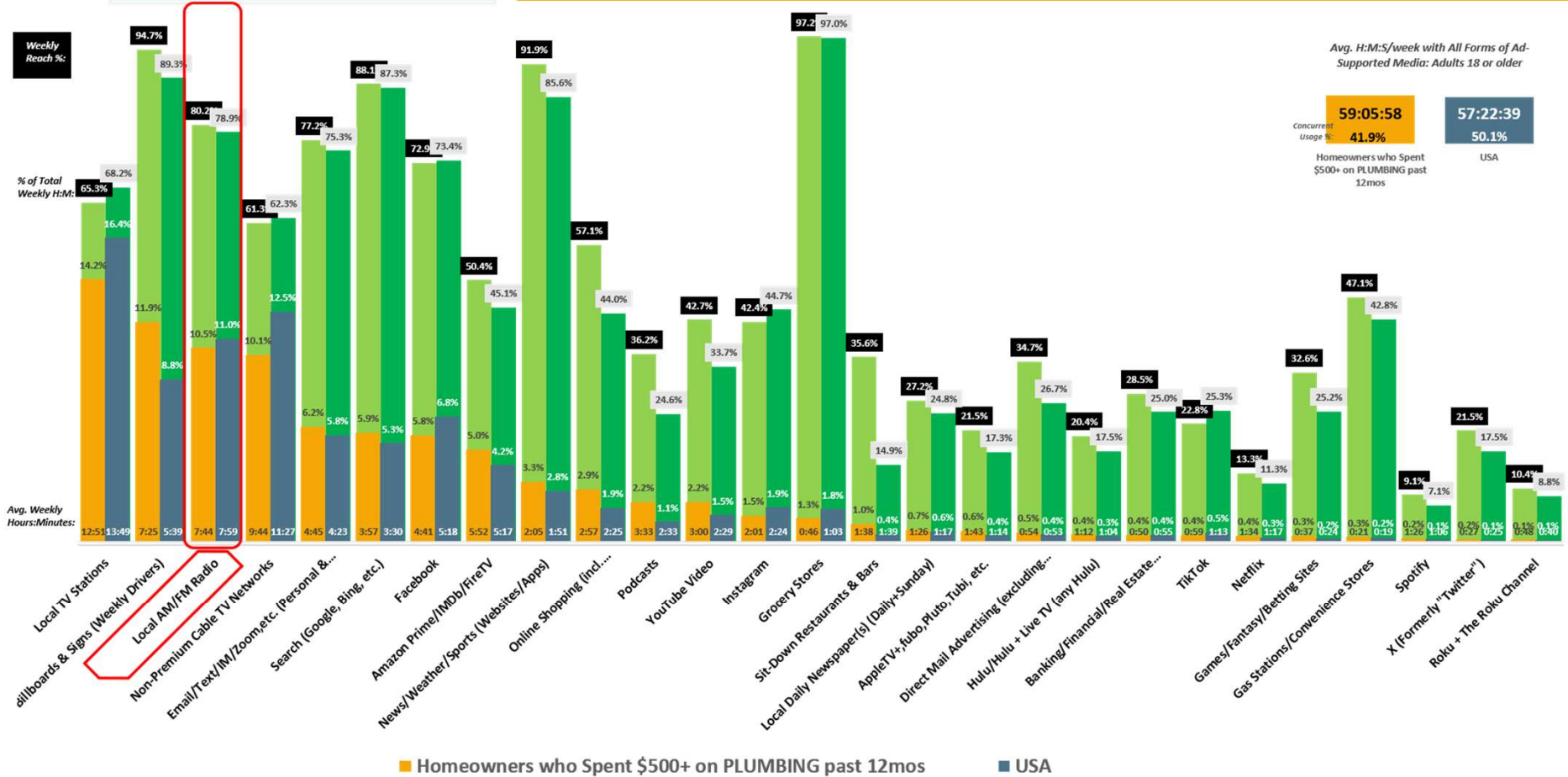


Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 4 days, 5 hours, 5 minutes and 21 seconds each week with All Forms of Media.  
 90.7% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an avg. of 9 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



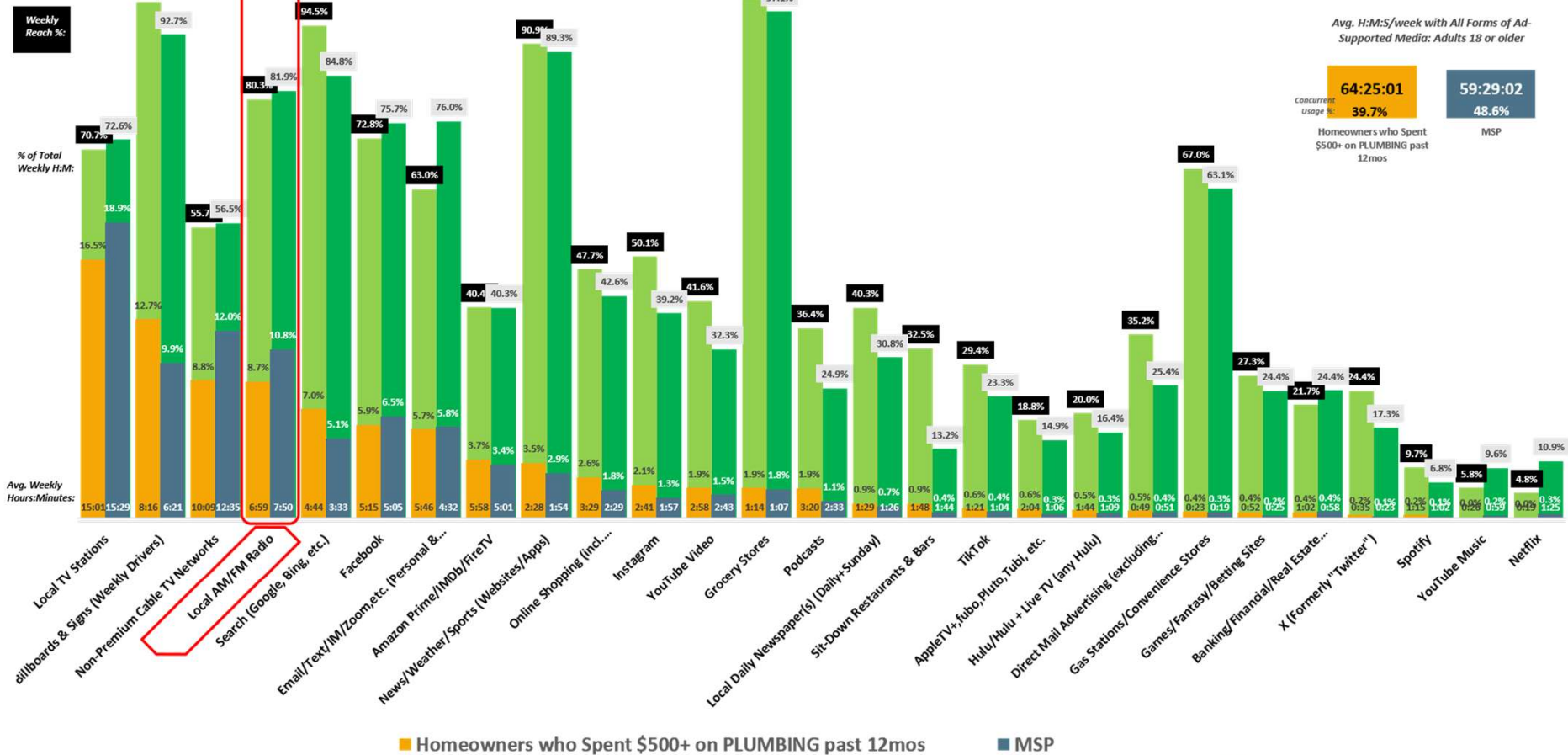


Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 2 days, 11 hours, 5 minutes and 58 seconds each week with All Forms of Ad-Supported Media.  
80.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an avg. of 7 hours and 44 minutes 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 Spent \$500+ on PLUMBING past 12mos spend an average of 2 days, 16 hours, 25 minutes and 1 seconds each week with All Forms of Ad-Supported Media.  
80.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an avg. of 6 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.7% of total time spent with all forms of Ad-Supported Media.



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56  
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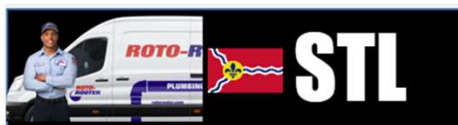
MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab



Share of Everything for Anything.

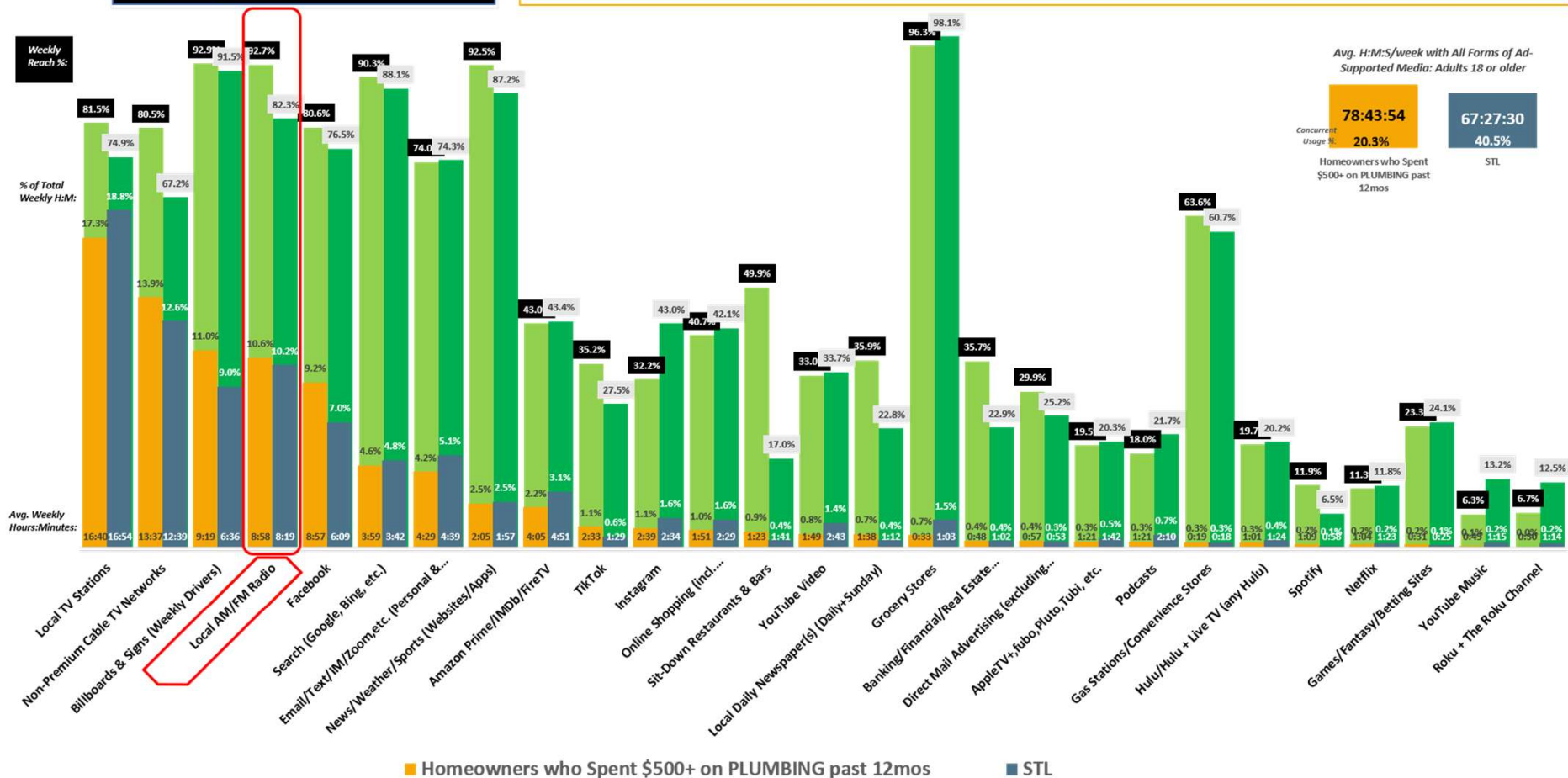
[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more]]





Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 3 days, 6 hours, 43 minutes and 54 seconds each week with All Forms of Ad-Supported Media.

92.7% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an avg. of 8 hours and 58 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.



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

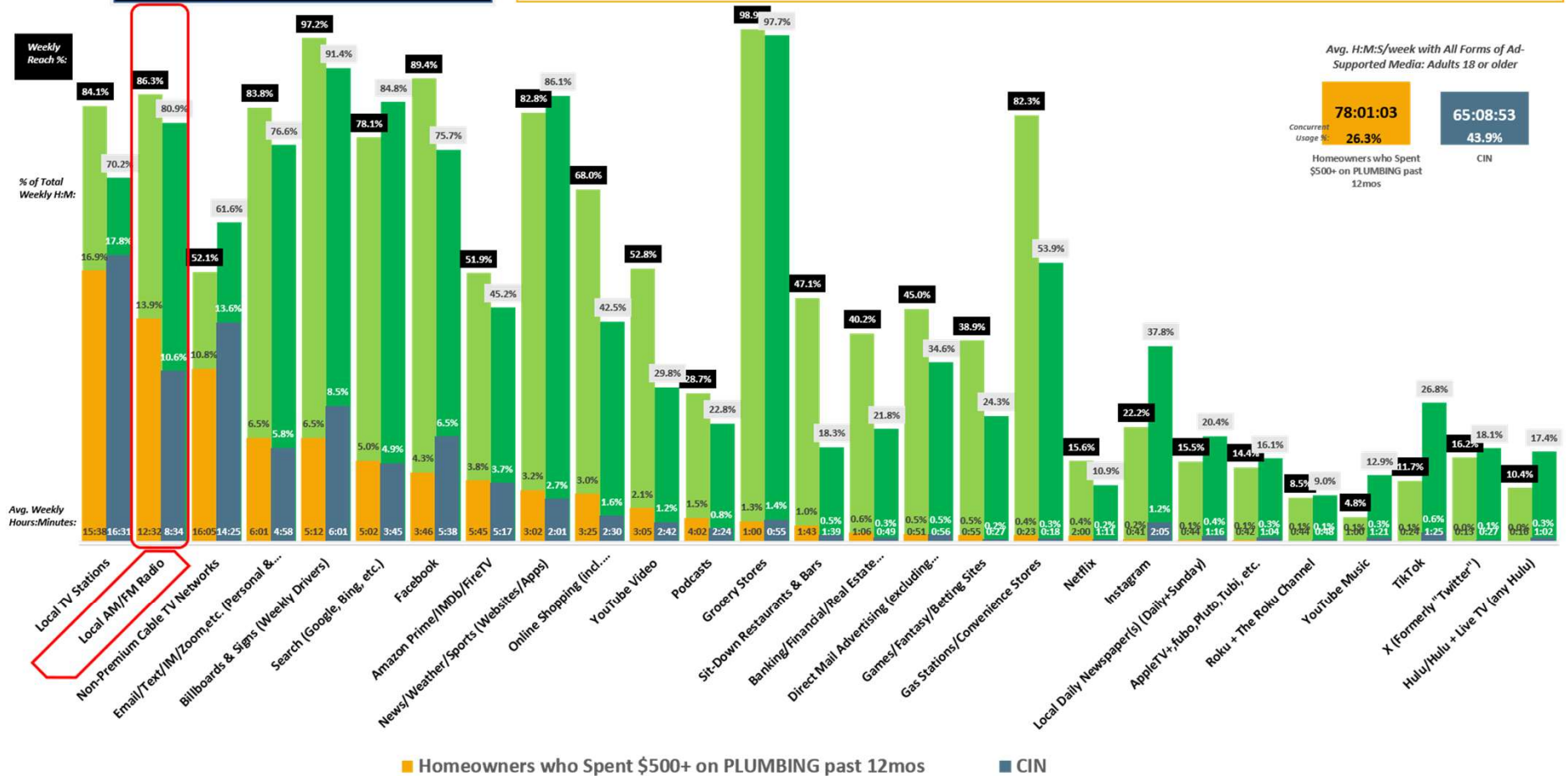
Concurrent Usage %: 78:43:54 (20.3%)

Homeowners who Spent \$500+ on PLUMBING past 12mos: 67:27:30 (40.5%)

STL

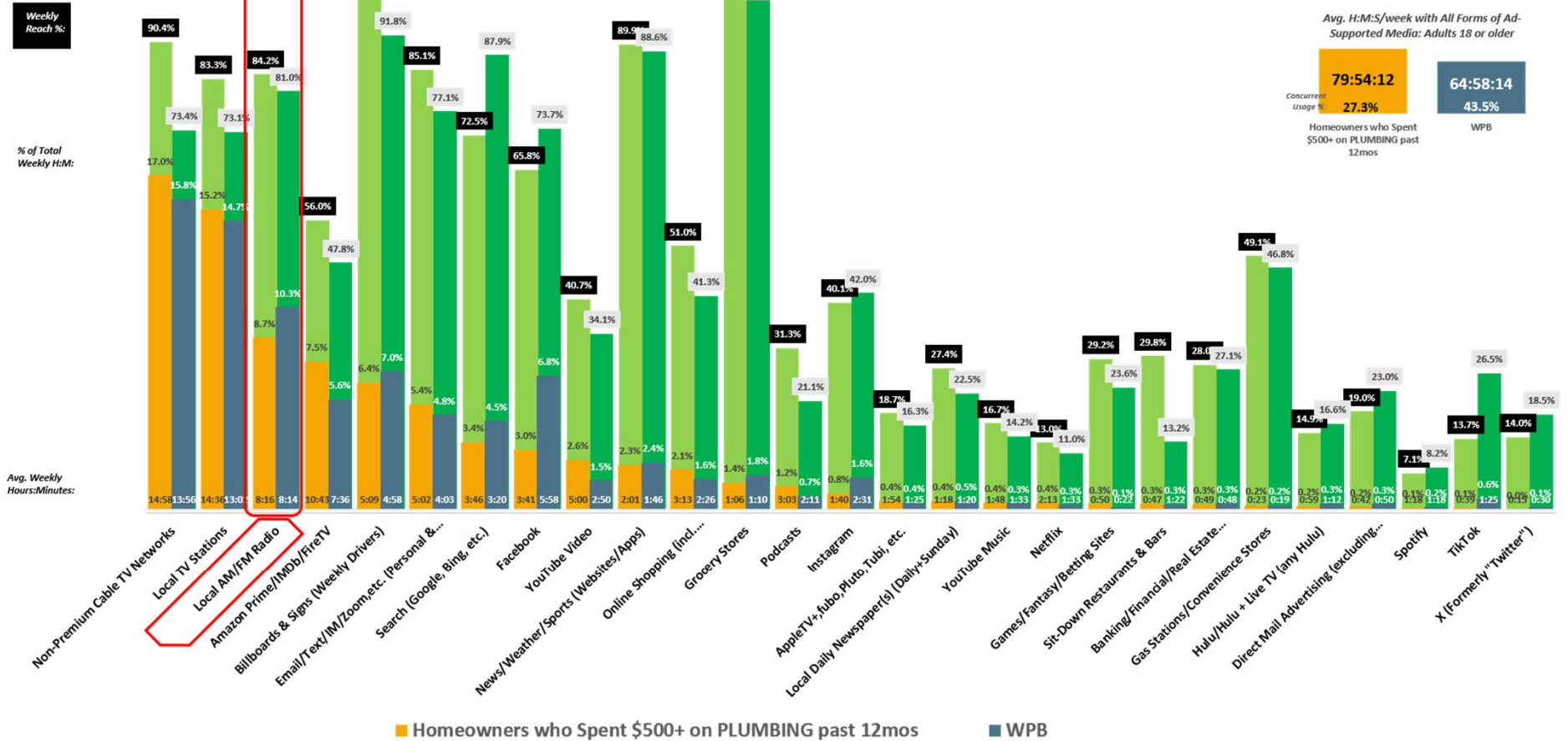


Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 3 days, 6 hours, 1 minutes and 3 seconds each week with All Forms of Ad-Supported Media.  
86.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an avg. of 12 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.9% of total time spent with all forms of Ad-Supported Media.





Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 3 days, 7 hours, 54 minutes and 12 seconds each week with All Forms of Ad-Supported Media.  
 84.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an avg. of 8 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.7% of total time spent with all forms of Ad-Supported Media.



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

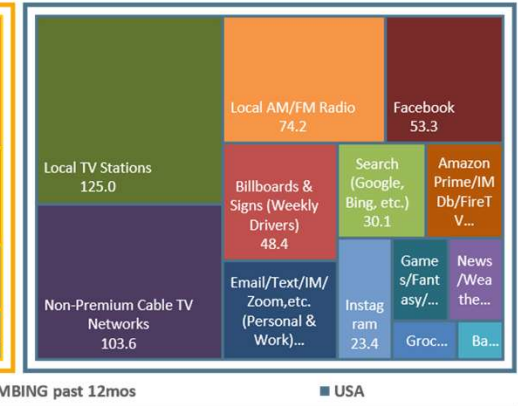
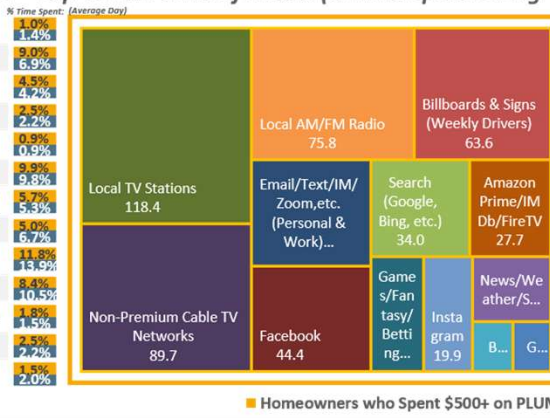
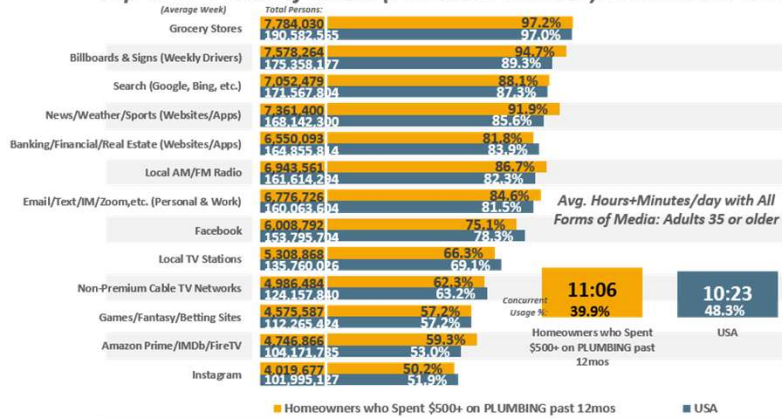
79:54:12	64:58:14
Concurrent Usage %: 27.3%	43.5%
Homeowners who Spent \$500+ on PLUMBING past 12mos	WPB



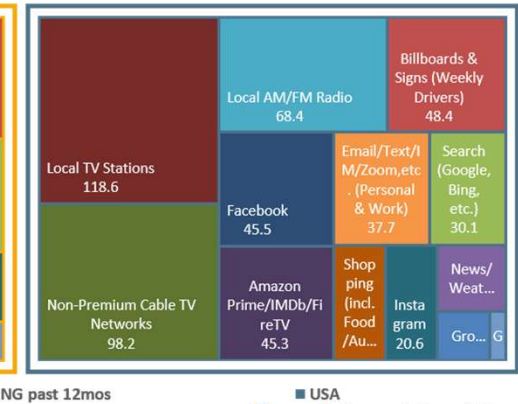
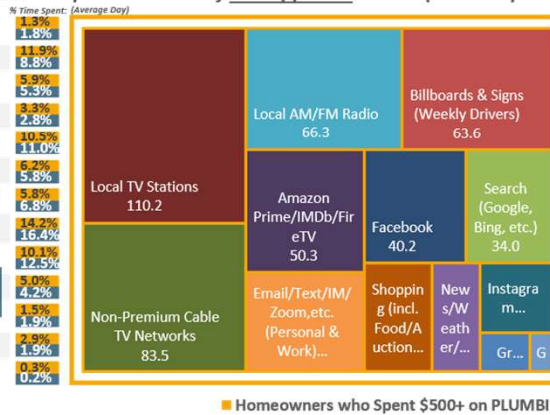
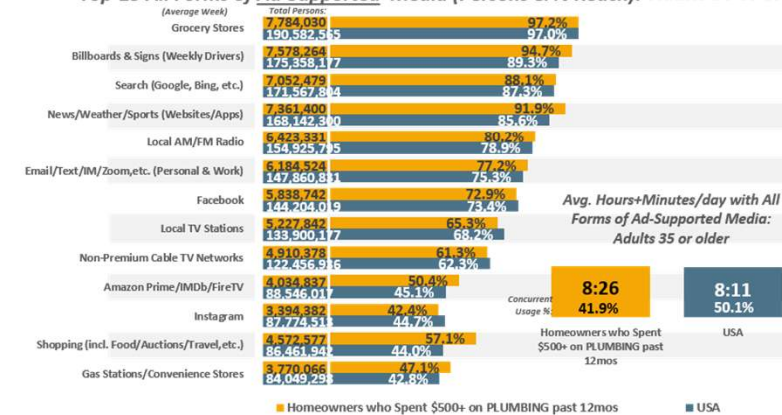


Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 8 hours and 26 minutes each day with All Forms of Ad-Supported Media. 80.2% listen to Local AM/FM Radio for an avg. of 66.3 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

**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 789  
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**soefa.ai** Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]

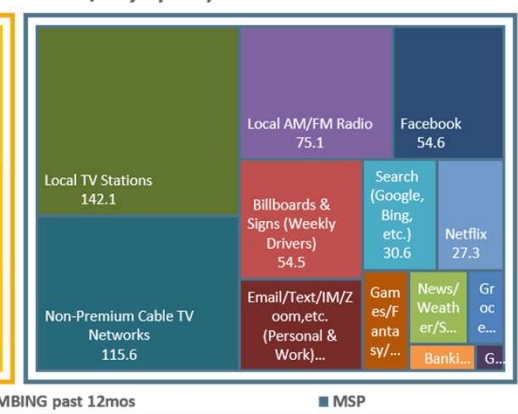
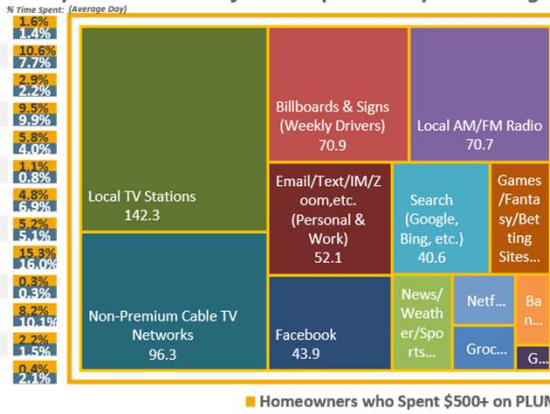
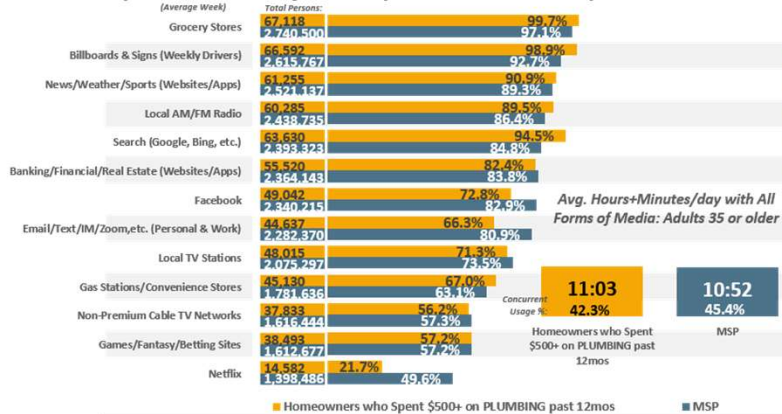




Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 9 hours and 12 minutes each day with All Forms of Ad-Supported Media. 80.3% listen to Local AM/FM Radio for an avg. of 59.9 minutes/day. (Local Radio delivers 8.7% of Time with Ad-Supported Media.)

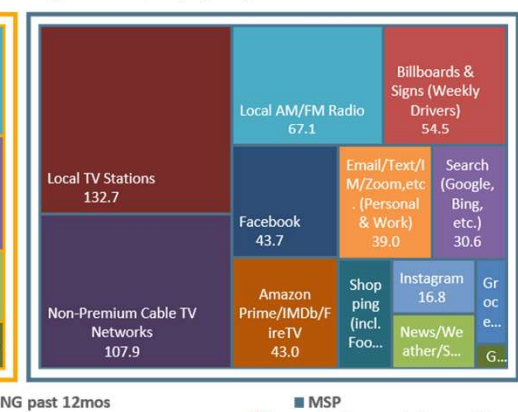
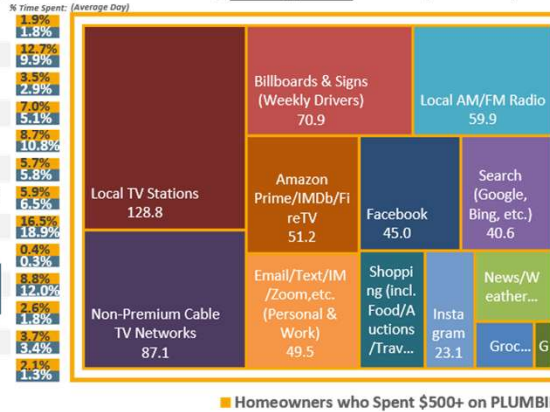
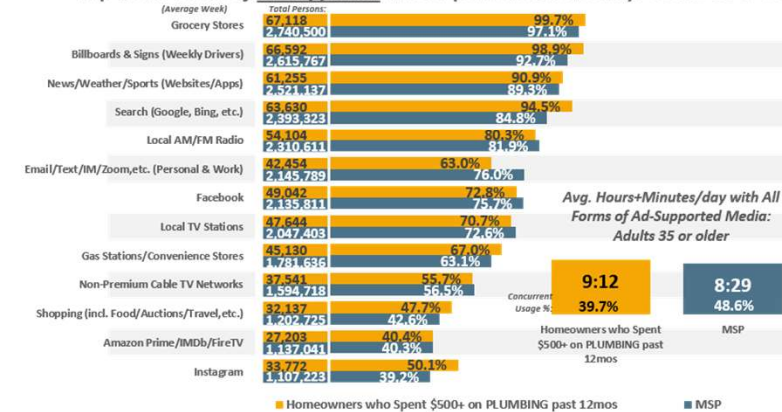
**Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older**

**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**



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56  
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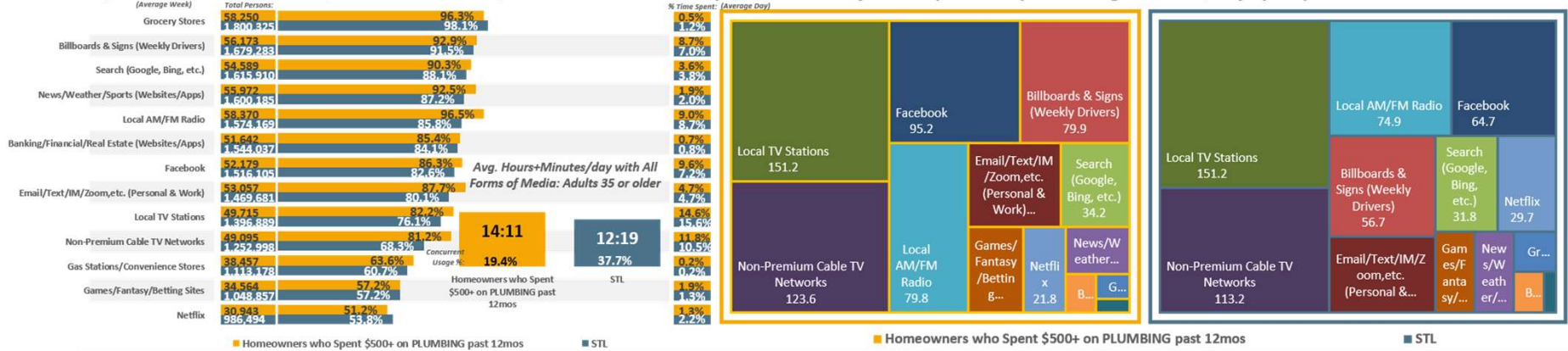
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more]]



Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 11 hours and 14 minutes each day with All Forms of Ad-Supported Media. 92.7% listen to Local AM/FM Radio for an avg. of 76.9 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**



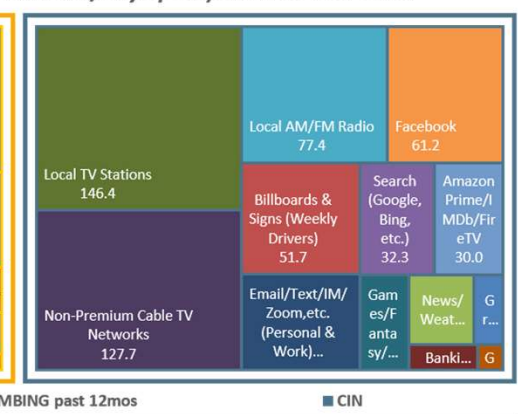
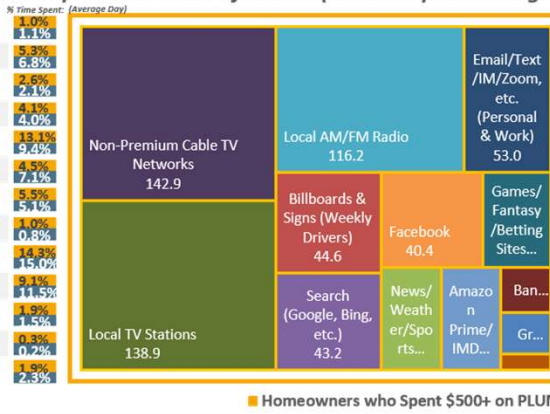
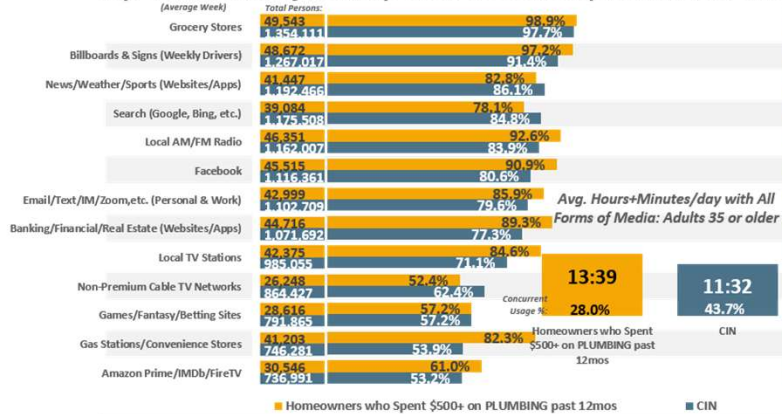




Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 11 hours and 8 minutes each day with All Forms of Ad-Supported Media. 86.3% listen to Local AM/FM Radio for an avg. of 107.4 minutes/day. (Local Radio delivers 13.9% of Time with Ad-Supported Media.)

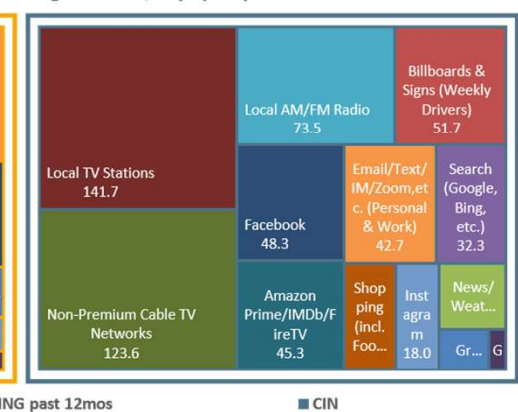
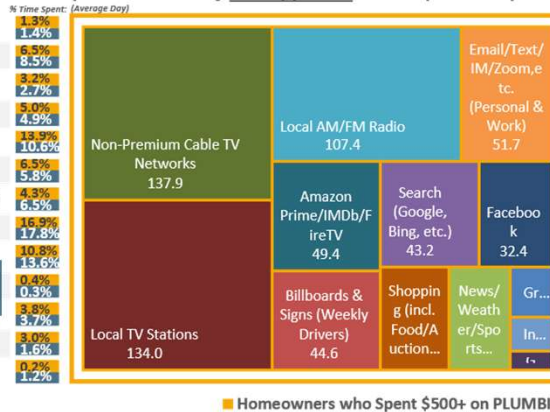
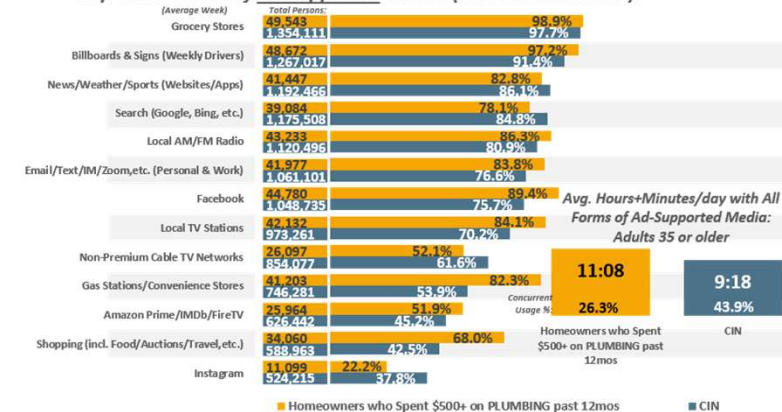
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

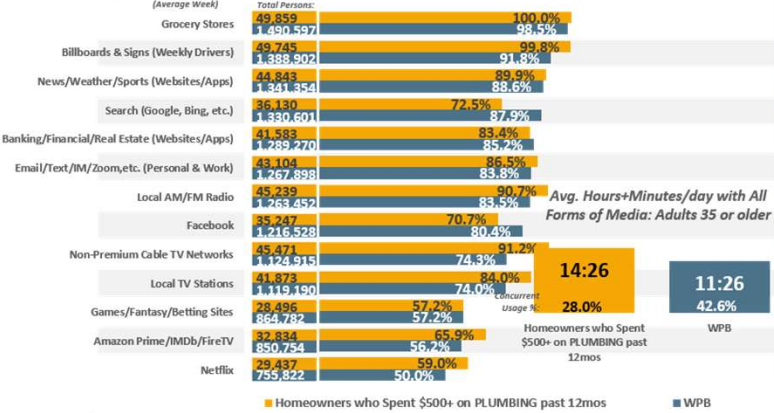
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



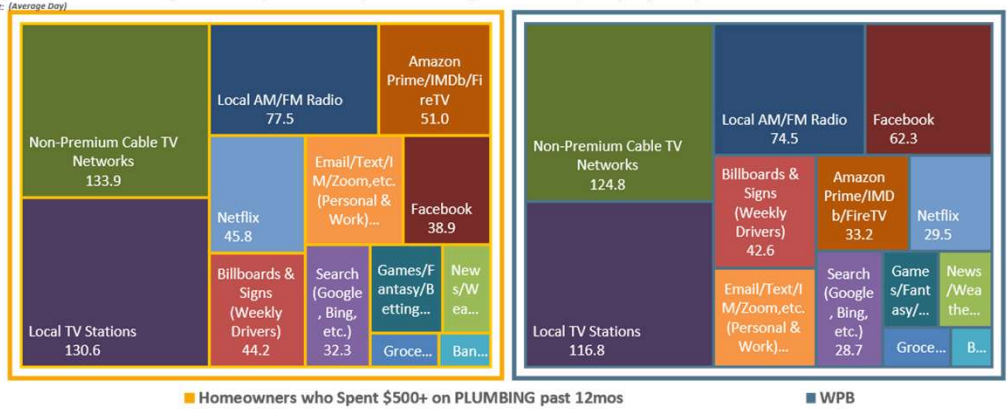


Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 11 hours and 24 minutes each day with All Forms of Ad-Supported Media. 84.2% listen to Local AM/FM Radio for an avg. of 71. minutes/day. (Local Radio delivers 8.7% of Time with Ad-Supported Media.)

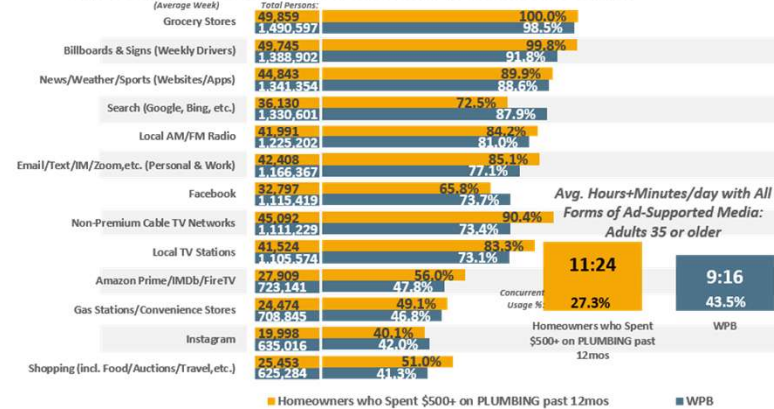
**Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older**



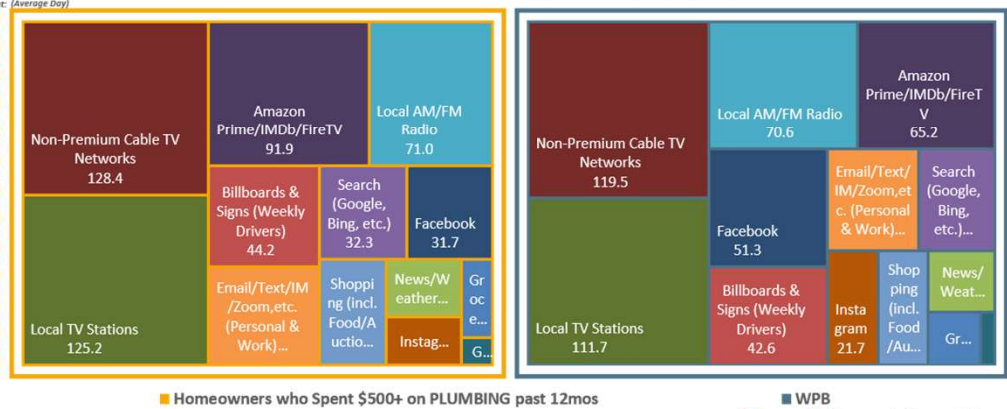
**Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



**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**



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 89  
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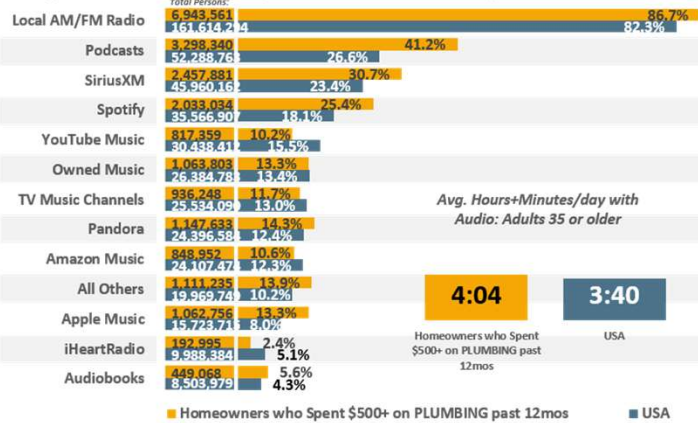
[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]



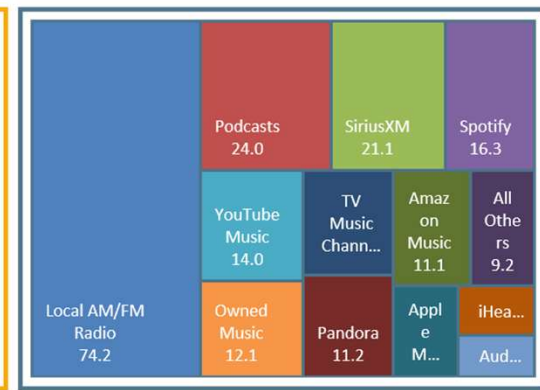
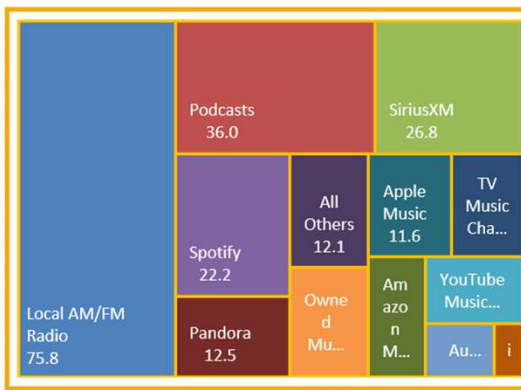


6,423,331 or 80.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 66.3 minutes every day representing 40.0% of all time spent daily with Ad-Supported Audio.

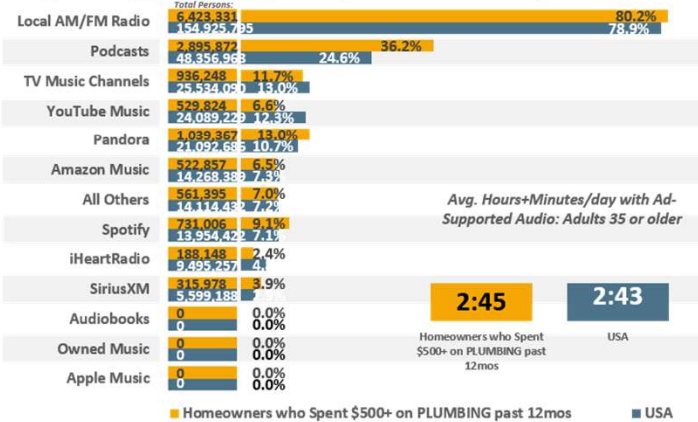
#### Avg. Week All Audio (Persons & % Reach): Adults 35 or older



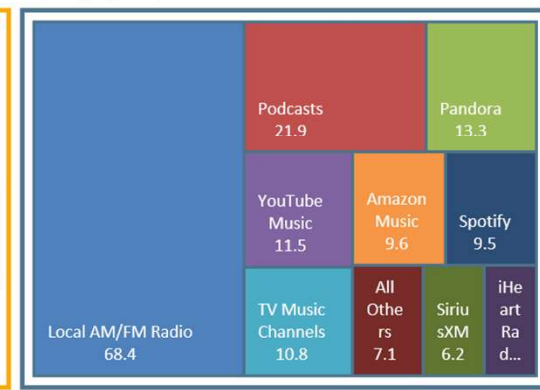
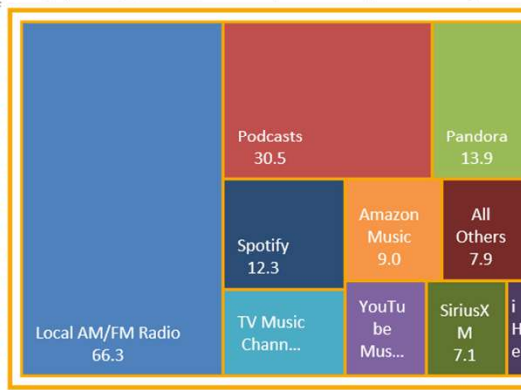
#### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



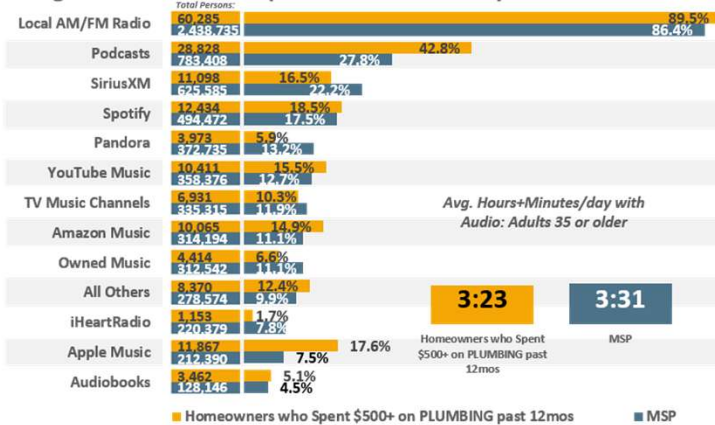
#### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



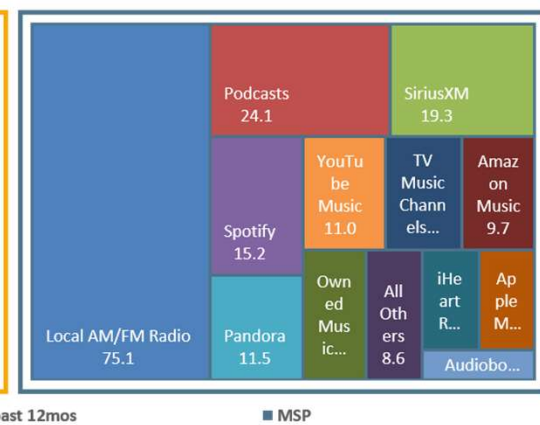
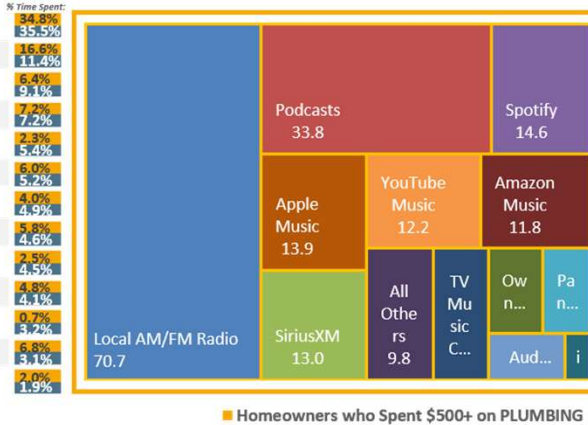


54,104 or 80.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 59.9 minutes every day representing 44.5% of all time spent daily with Ad-Supported Audio.

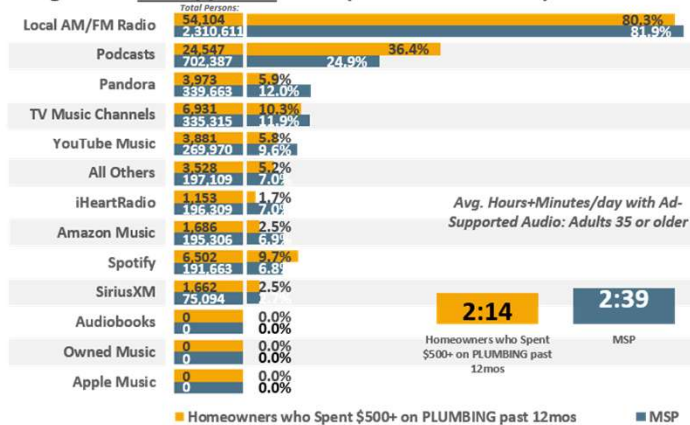
**Avg. Week All Audio (Persons & % Reach): Adults 35 or older**



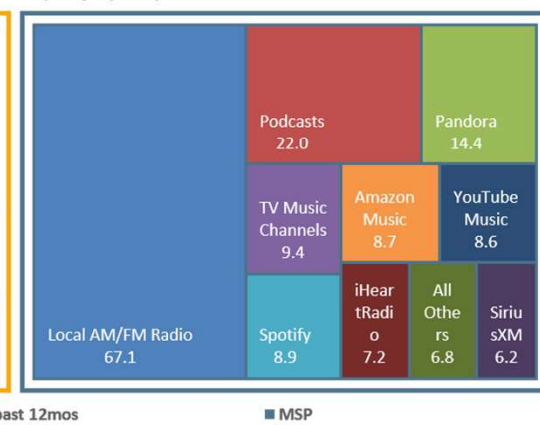
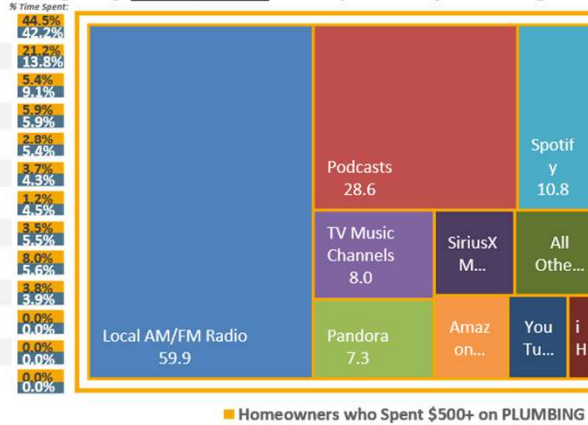
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



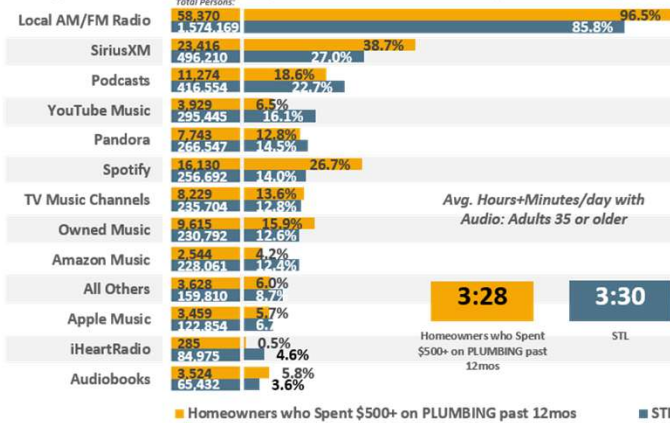
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



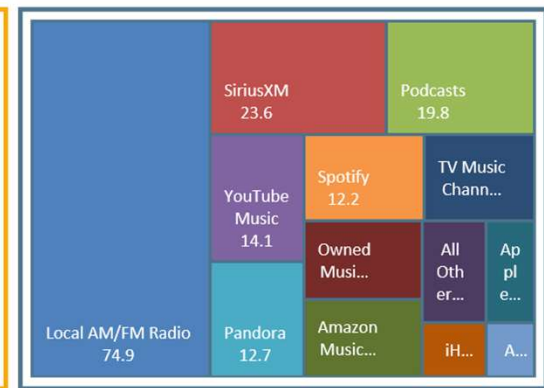
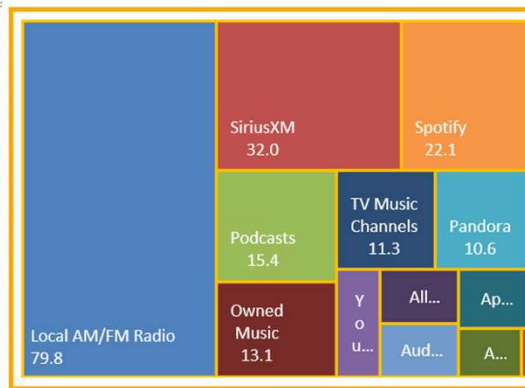


56,041 or 92.7% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 76.9 minutes every day representing 54.7% of all time spent daily with Ad-Supported Audio.

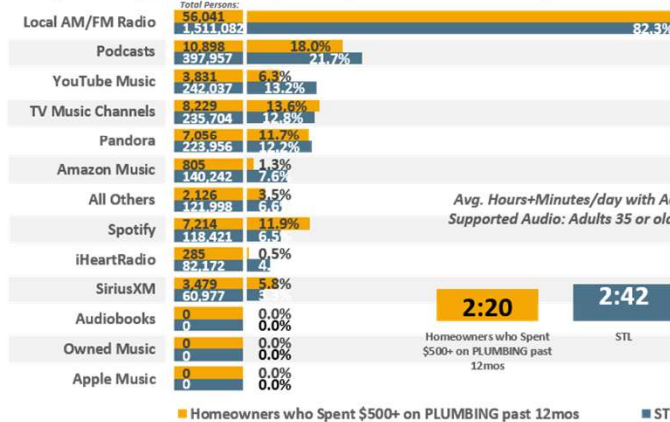
**Avg. Week All Audio (Persons & % Reach): Adults 35 or older**



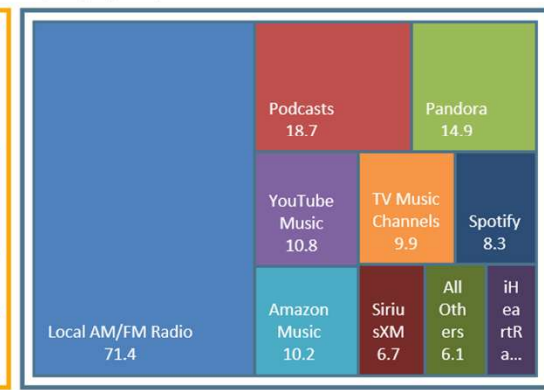
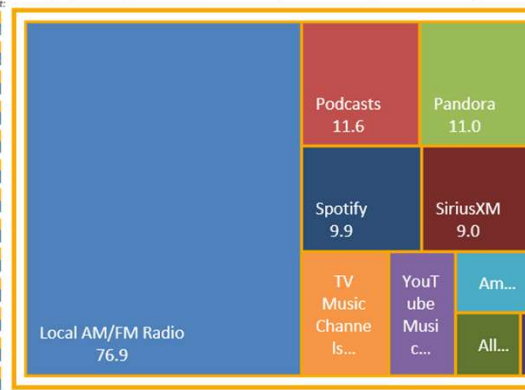
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



**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**

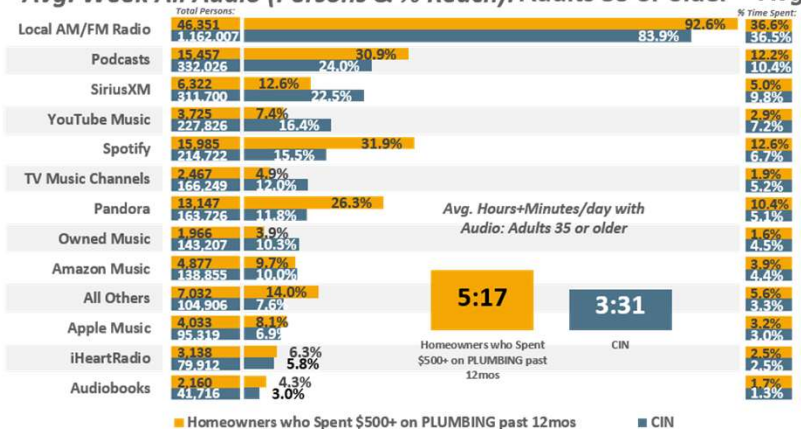




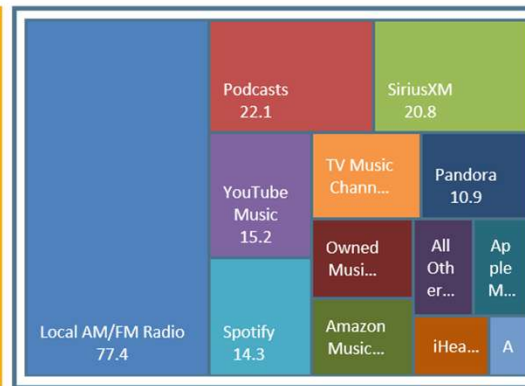
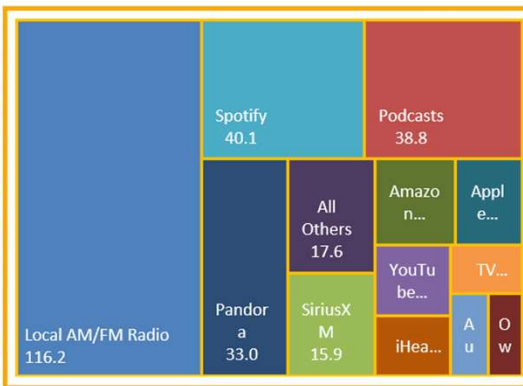


43,233 or 86.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 107.4 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.

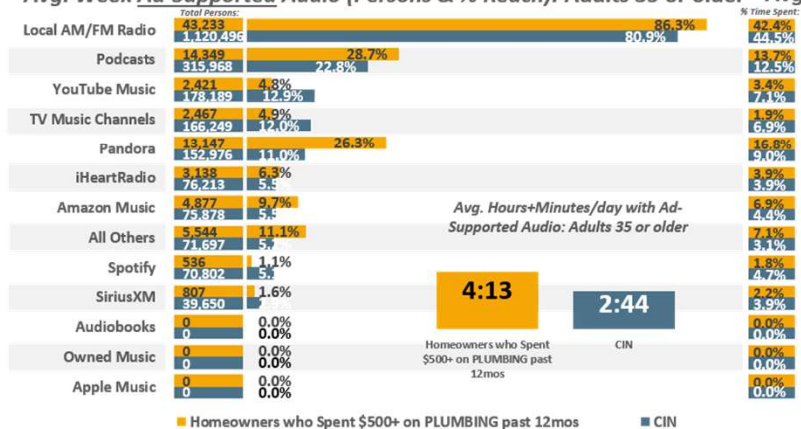
### Avg. Week All Audio (Persons & % Reach): Adults 35 or older



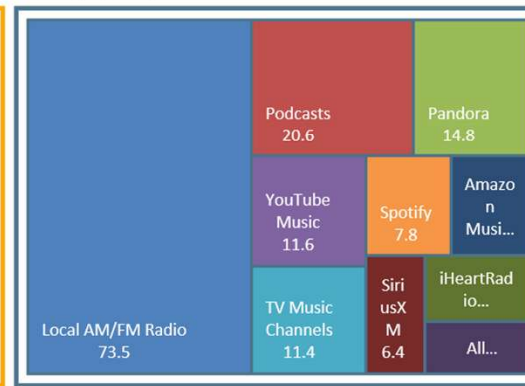
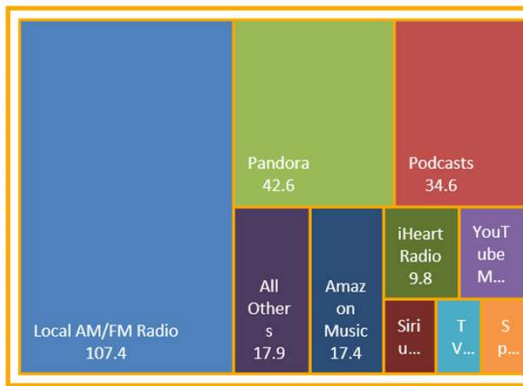
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

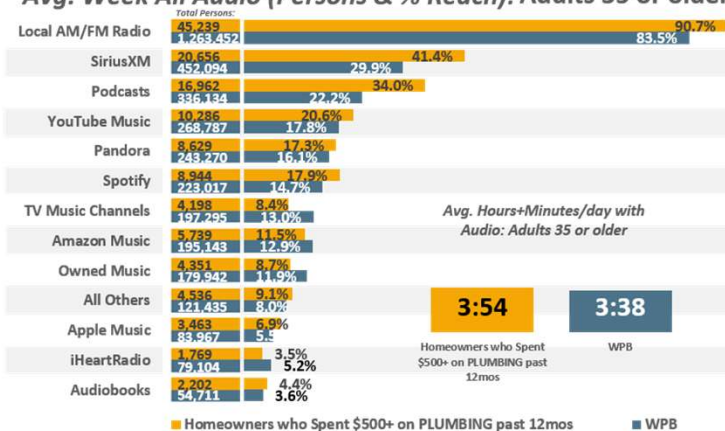




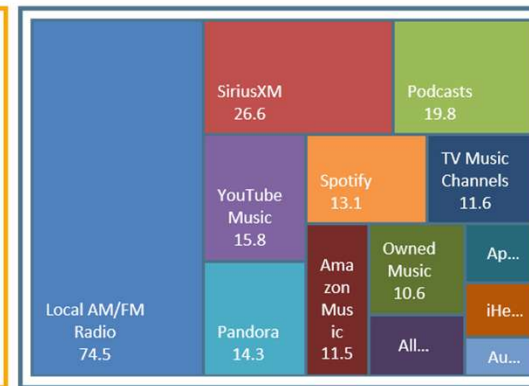
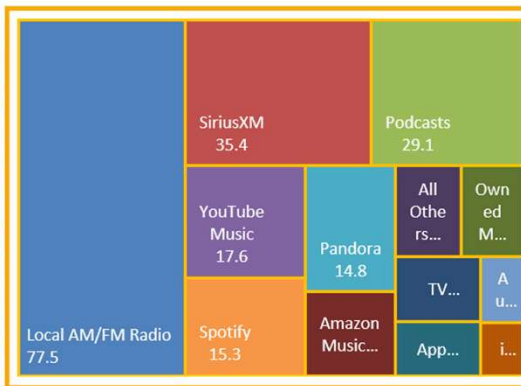


41,991 or 84.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 71. minutes every day representing 41.0% of all time spent daily with Ad-Supported Audio.

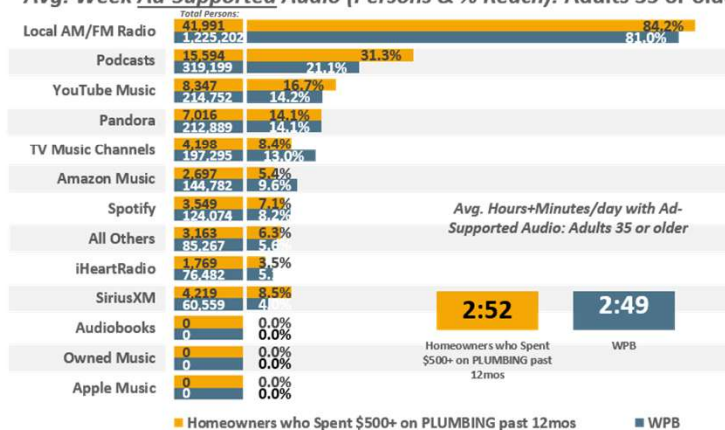
### Avg. Week All Audio (Persons & % Reach): Adults 35 or older



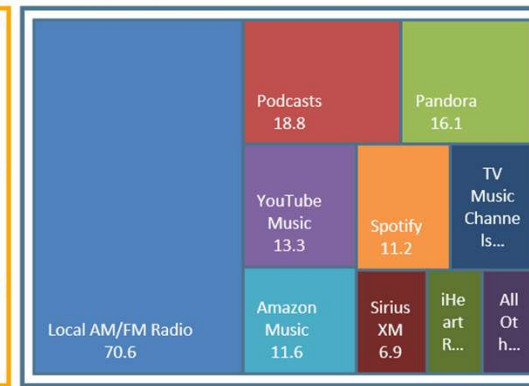
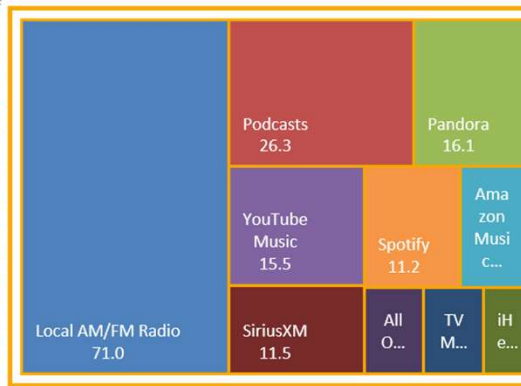
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

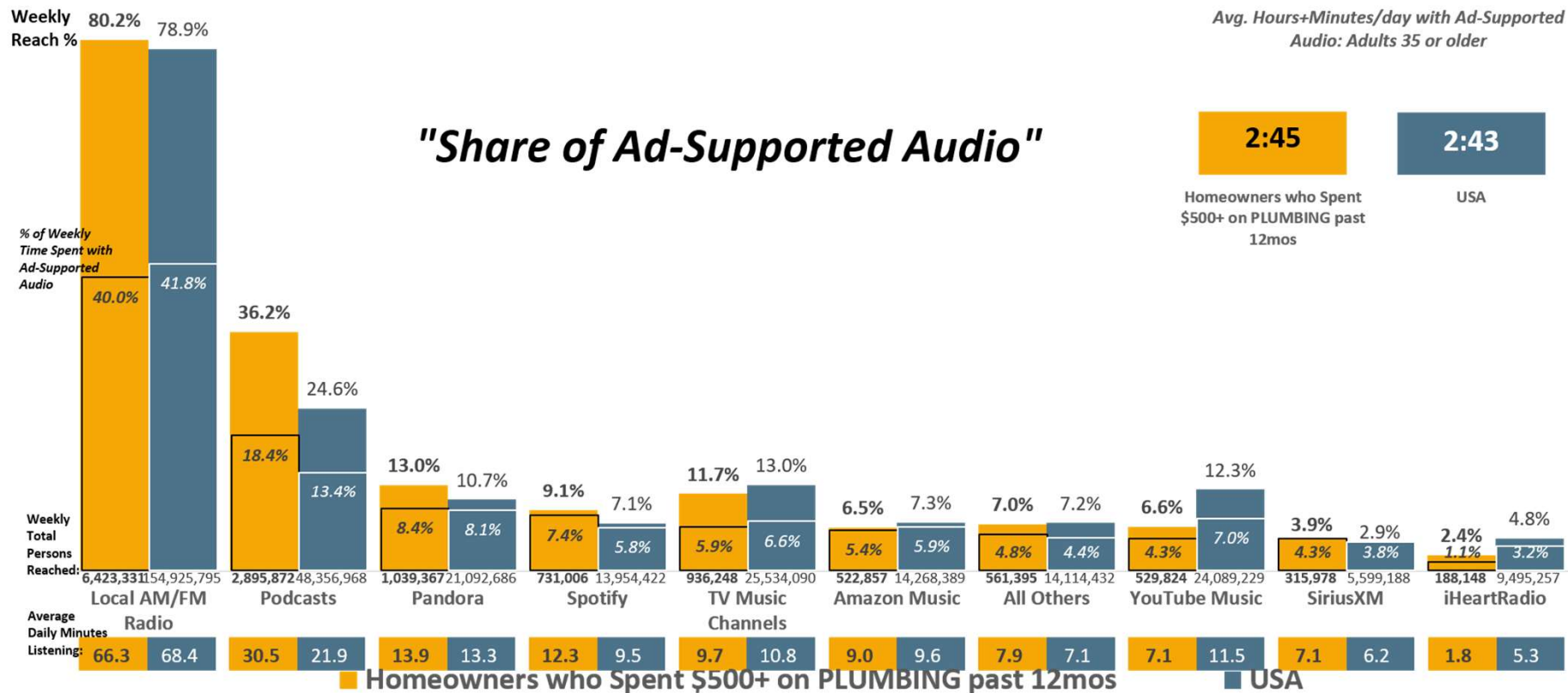


### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



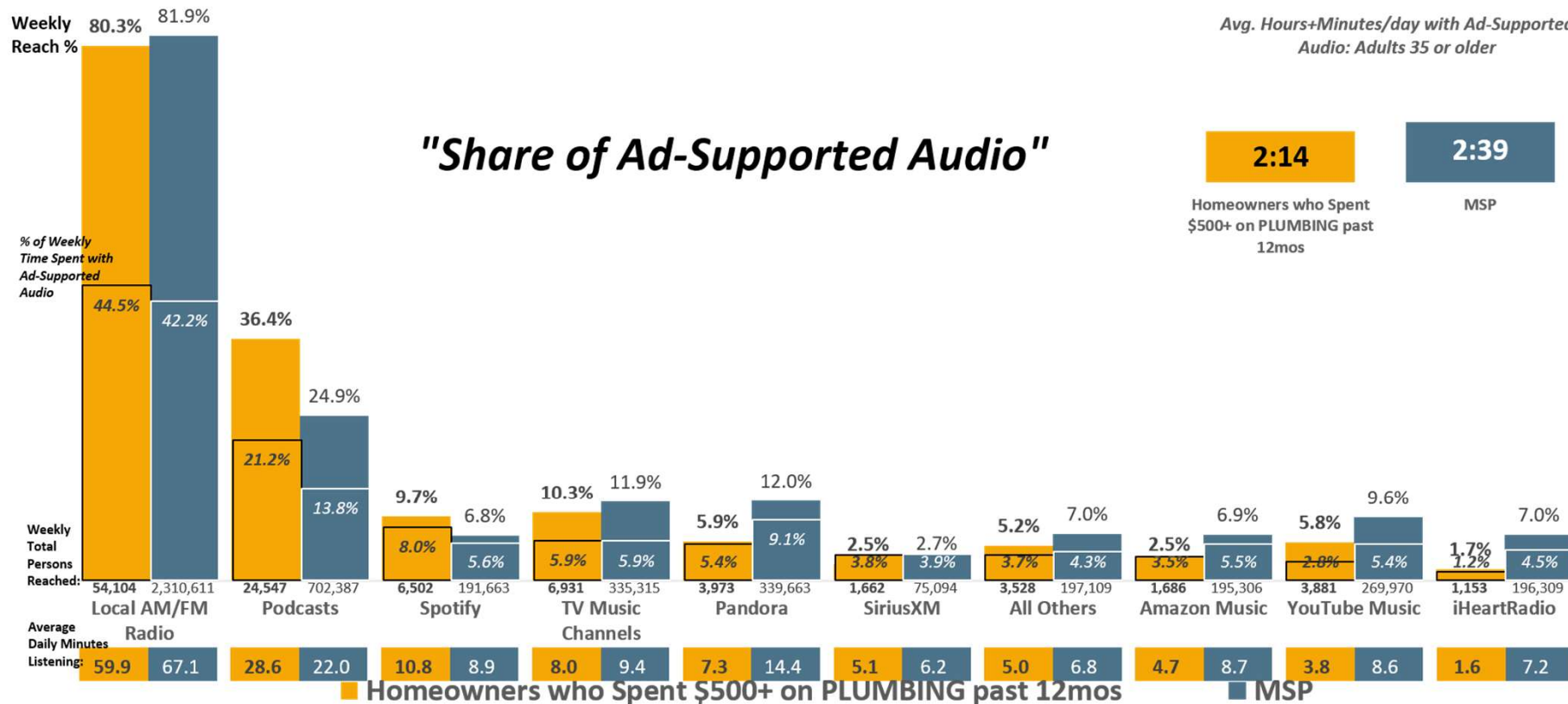


6,423,331 or 80.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 66.3 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.





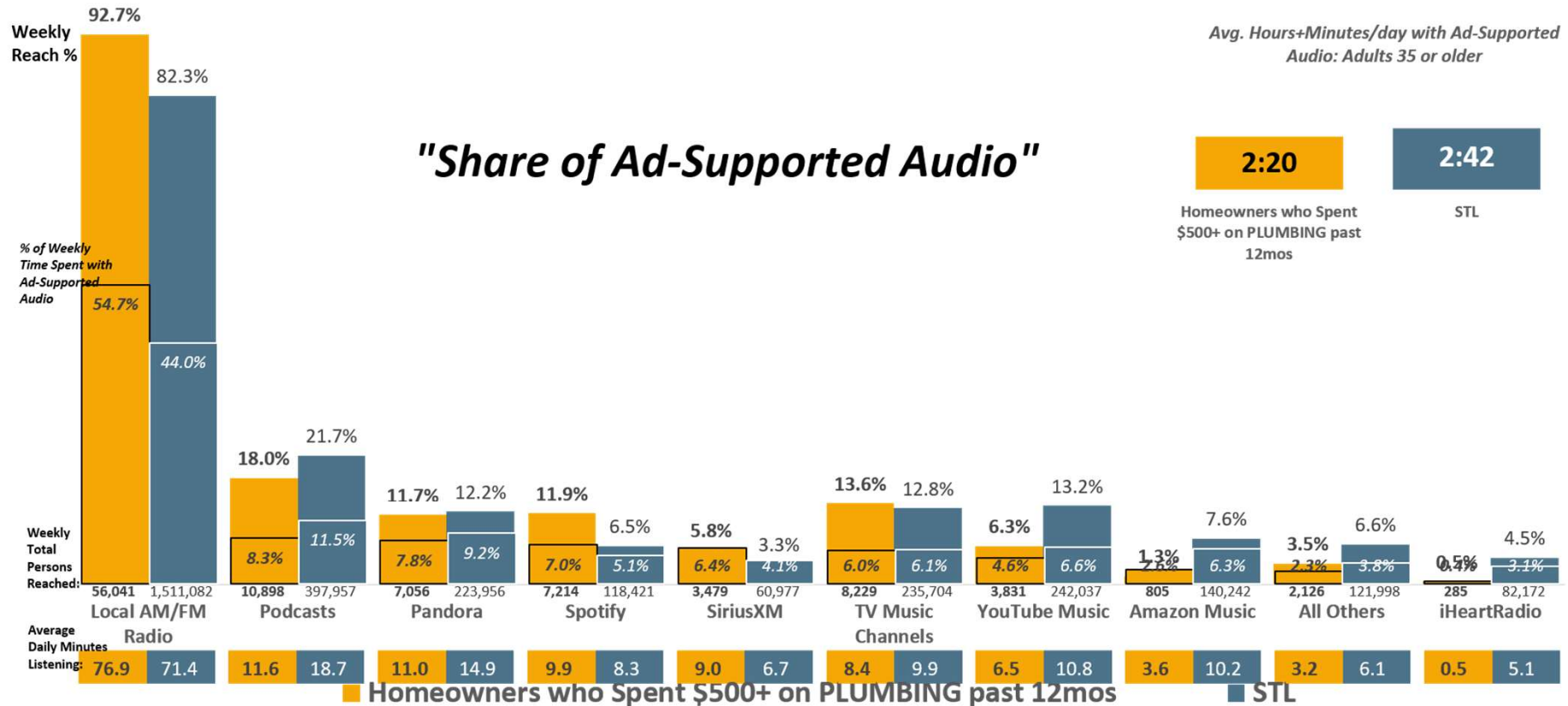
54,104 or 80.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 59.9 minutes every day representing 44.5% of all time spent daily with Ad-Supported Audio.





56,041 or 92.7% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 76.9 minutes every day representing 54.7% of all time spent daily with Ad-Supported Audio.

# "Share of Ad-Supported Audio"





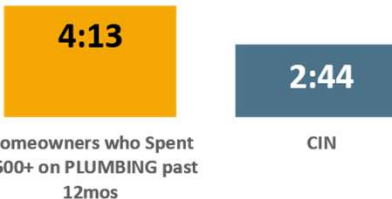
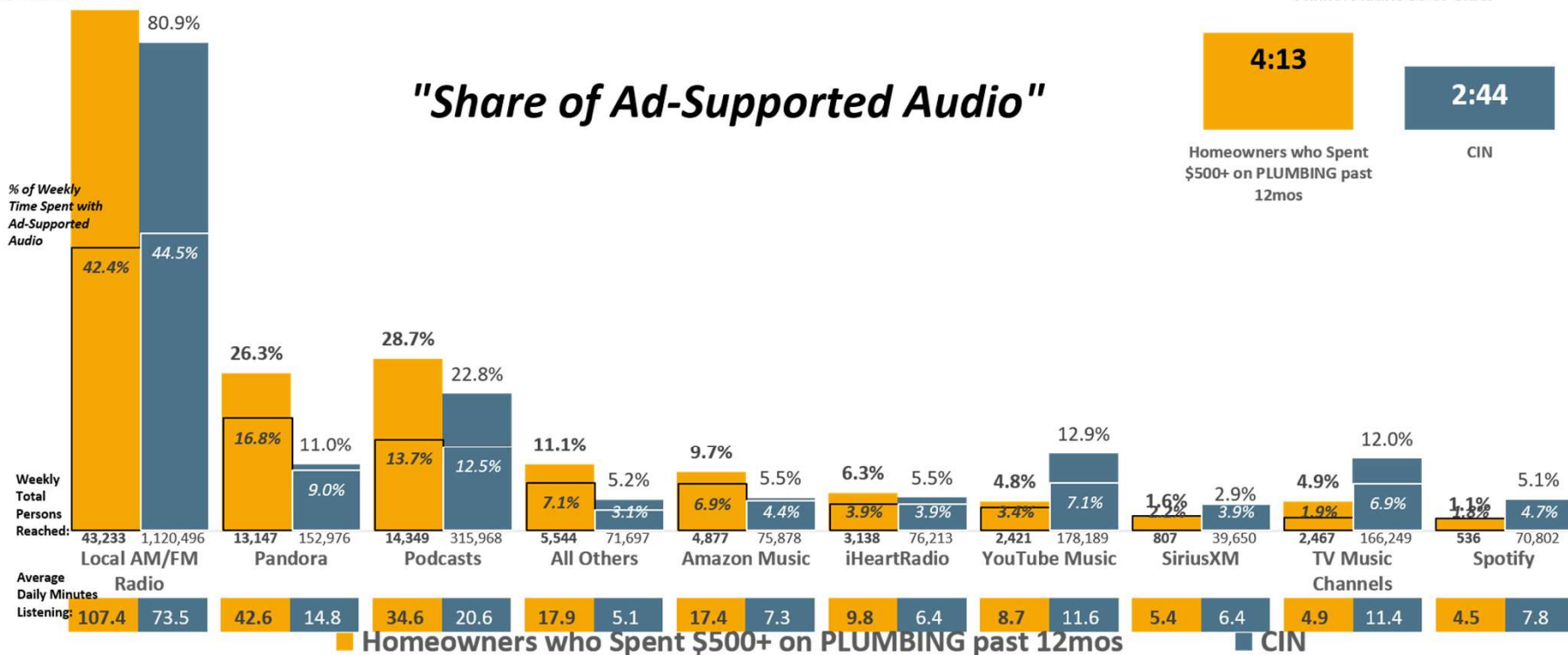


43,233 or 86.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 107.4 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.

Weekly  
Reach % 86.3%

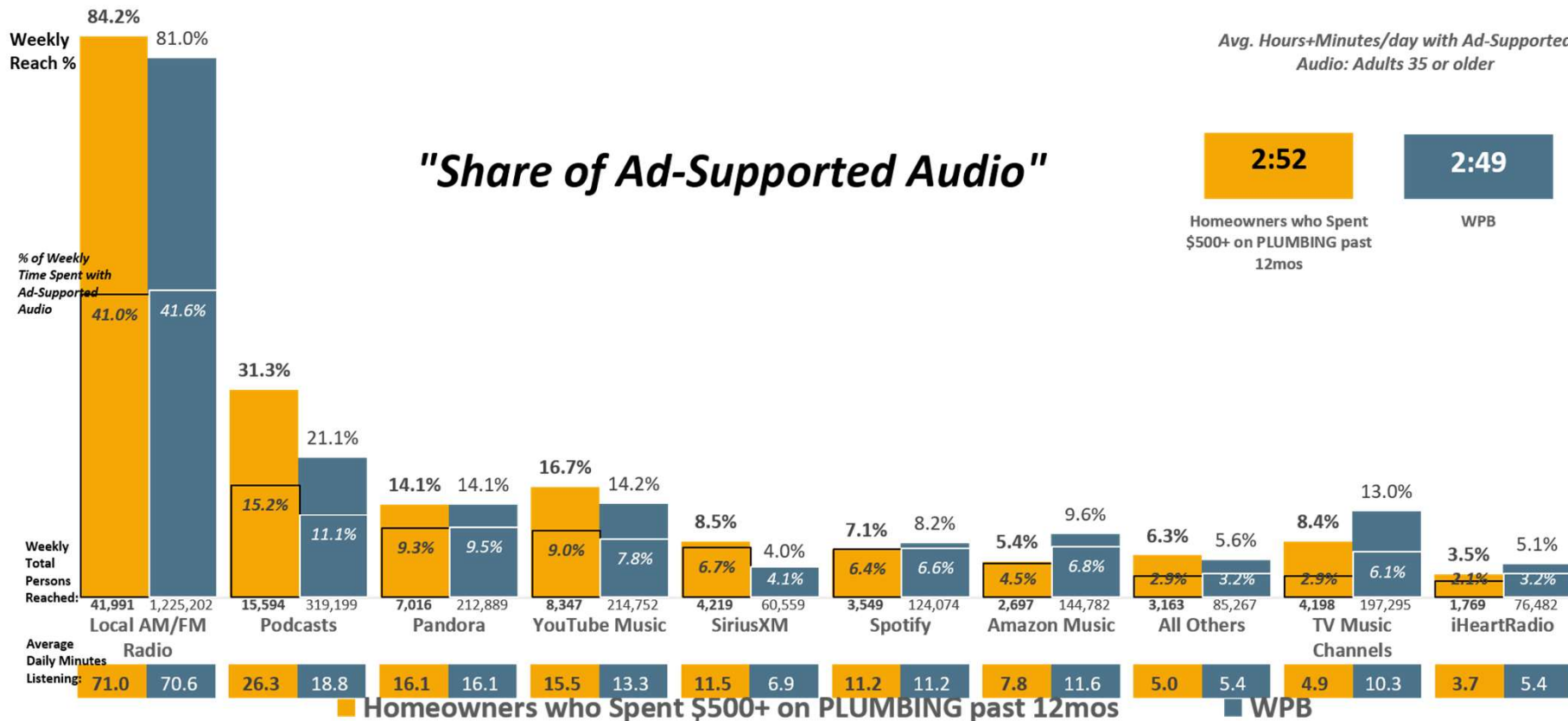
Avg. Hours+Minutes/day with Ad-Supported  
Audio: Adults 35 or older

## "Share of Ad-Supported Audio"





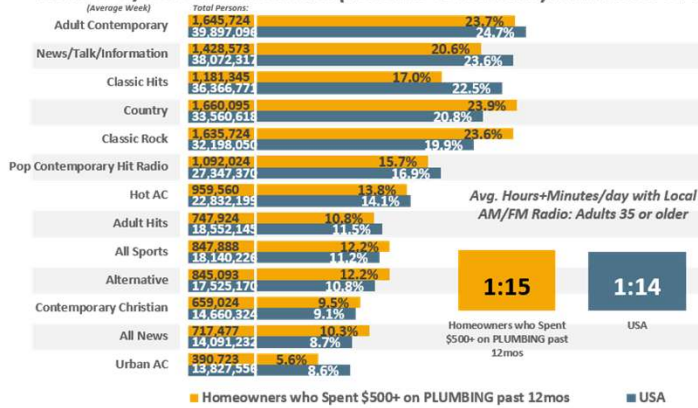
41,991 or 84.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 71. minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.



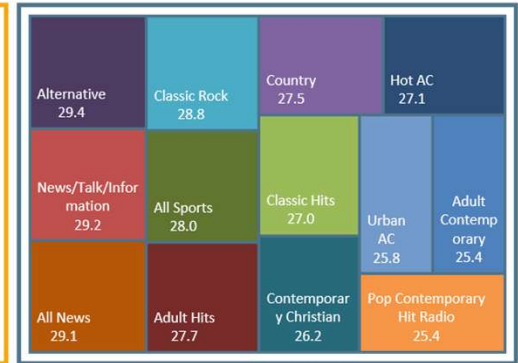
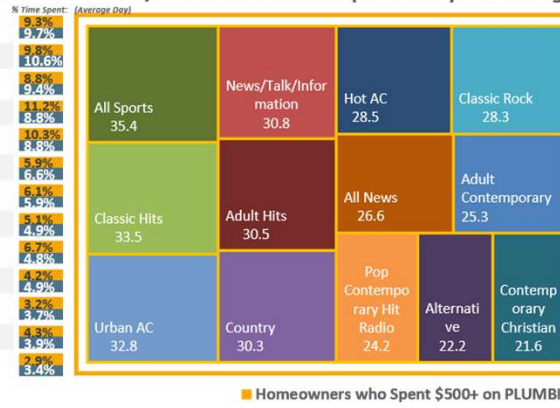


6,423,331 or 80.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Rock, Classic Hits, and Pop Contemporary Hit Radio.

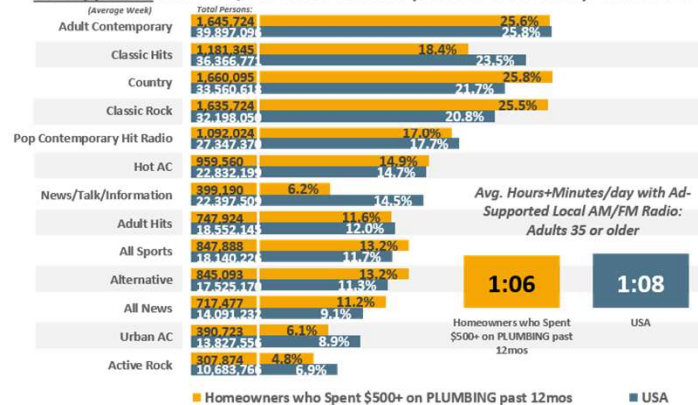
### Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



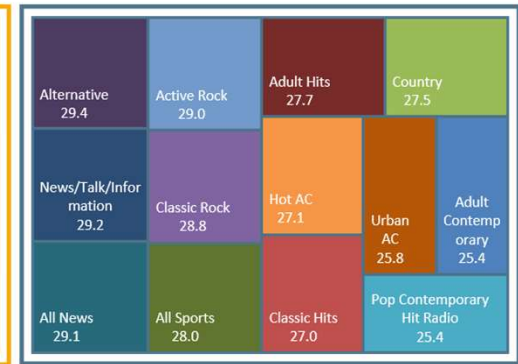
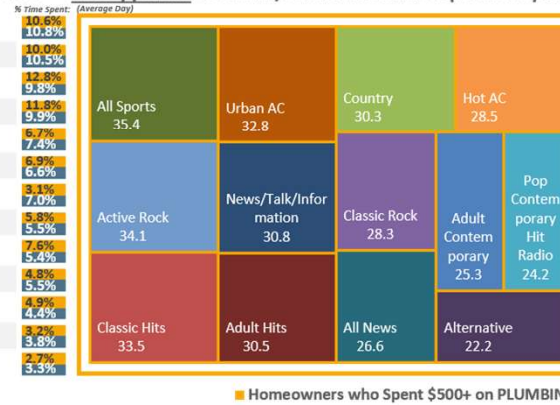
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



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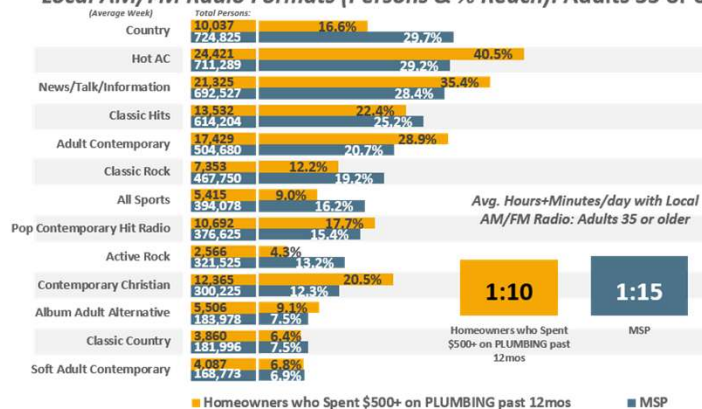
[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]



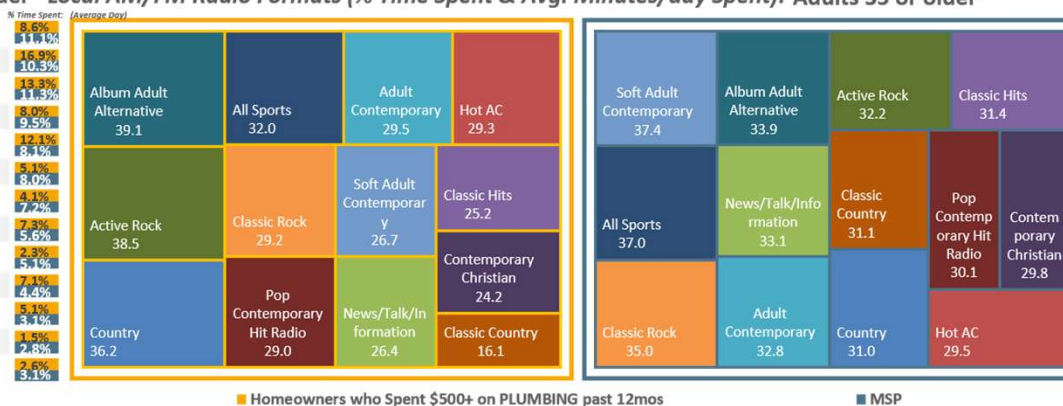


54,104 or 80.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Contemporary, Classic Hits, News/Talk/Information, and Pop Contemporary Hit Radio.

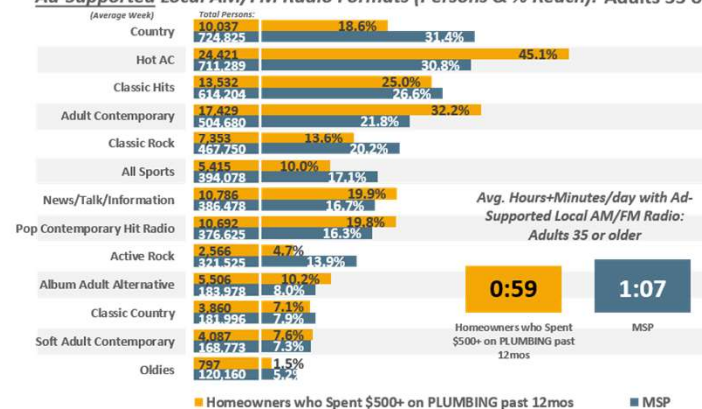
### Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



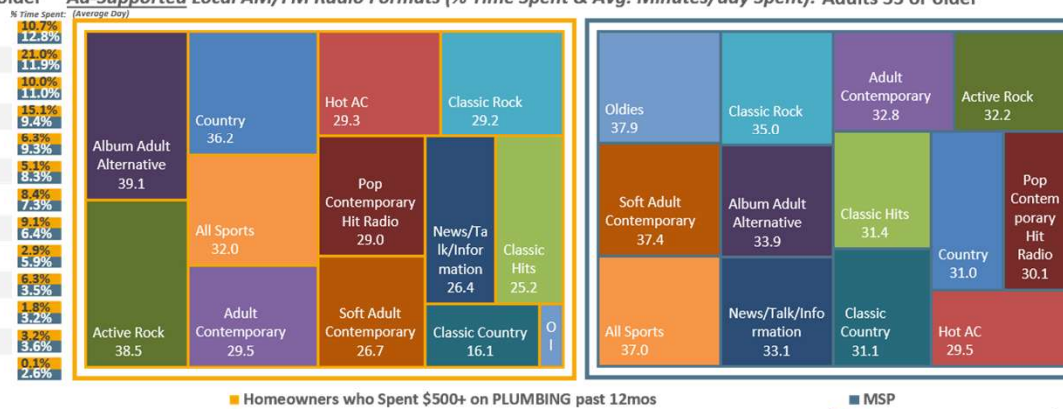
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



### 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



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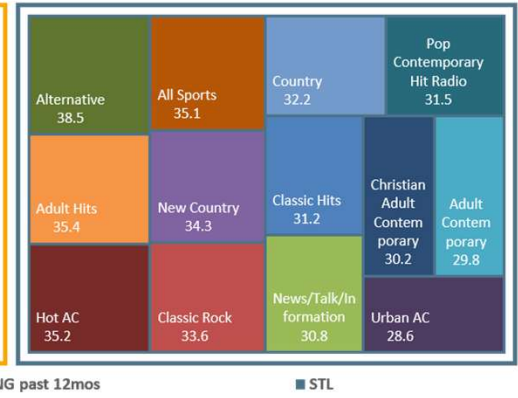
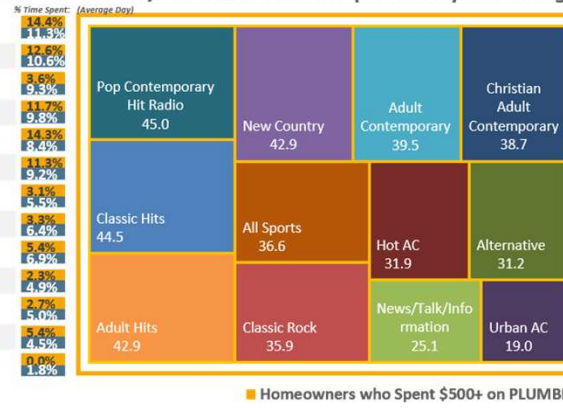
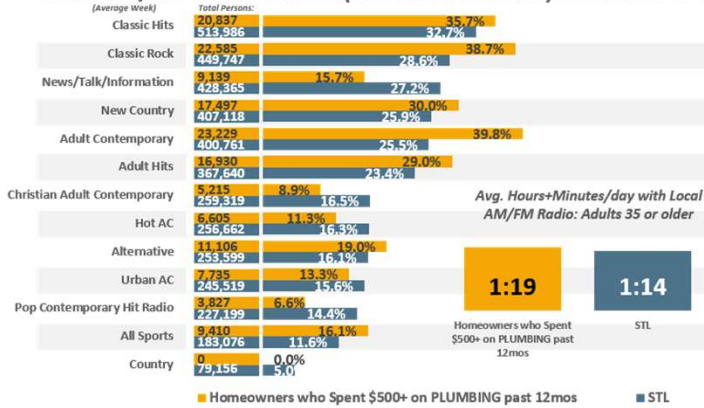
[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]



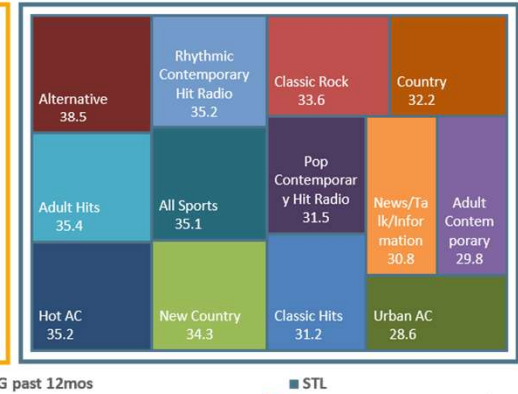
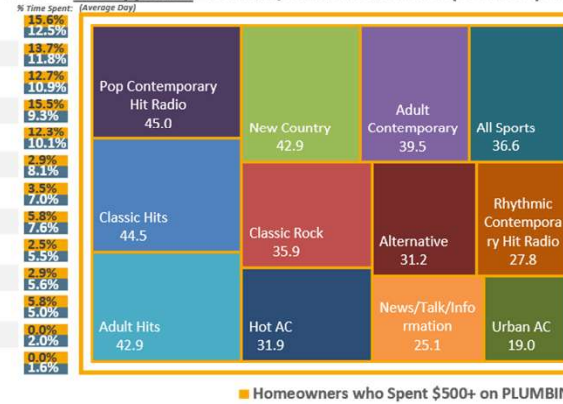
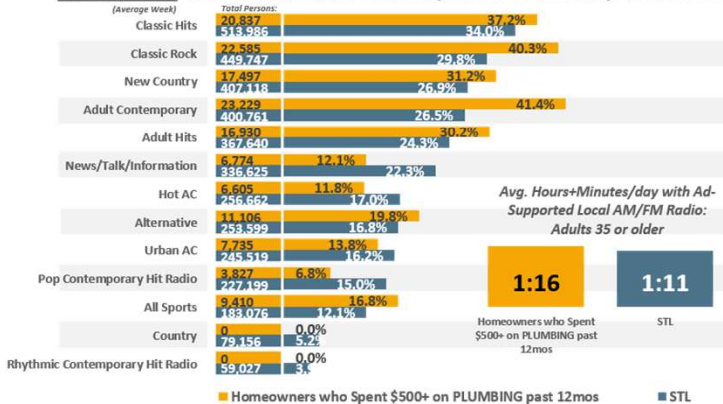


56,041 or 92.7% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, New Country, and Adult Hits.

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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 52  
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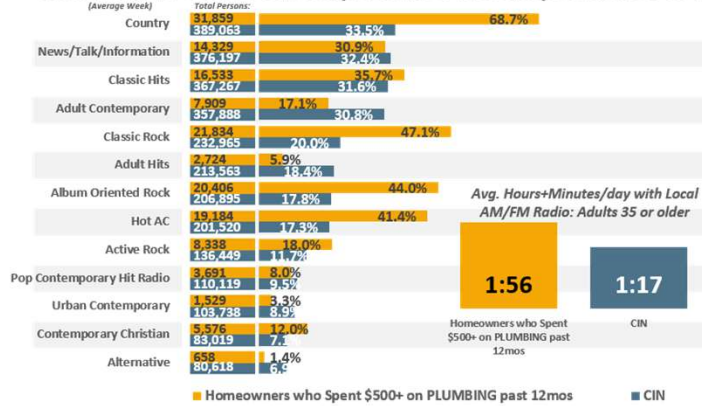
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[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]

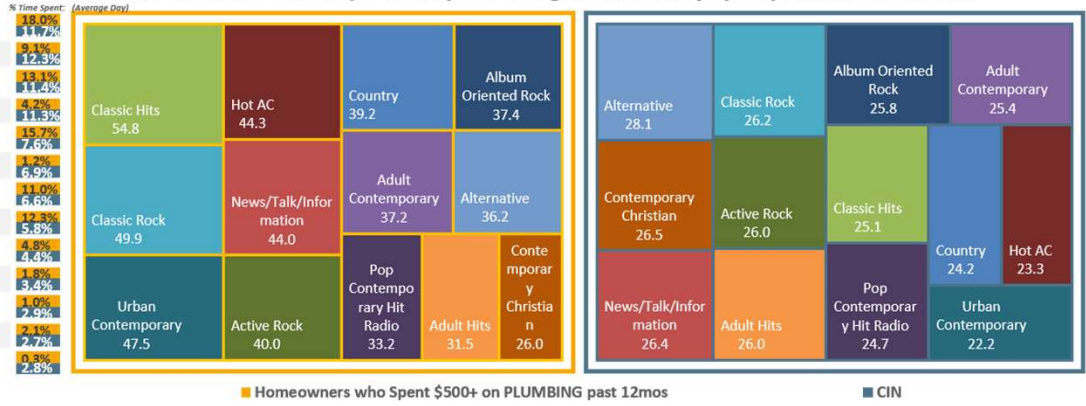


43,233 or 86.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Rock, Album Oriented Rock, Hot AC, and Classic Hits.

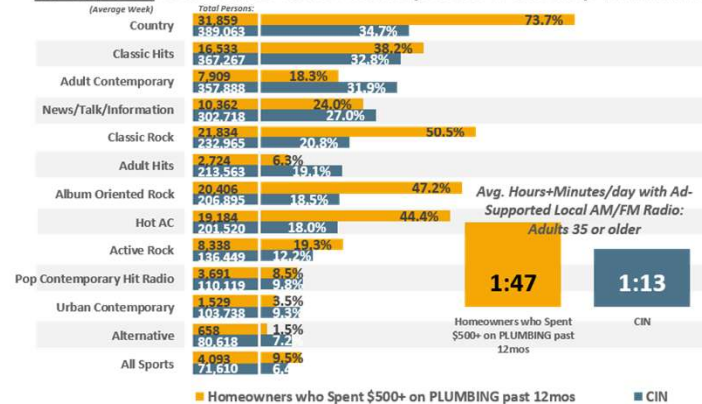
### Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



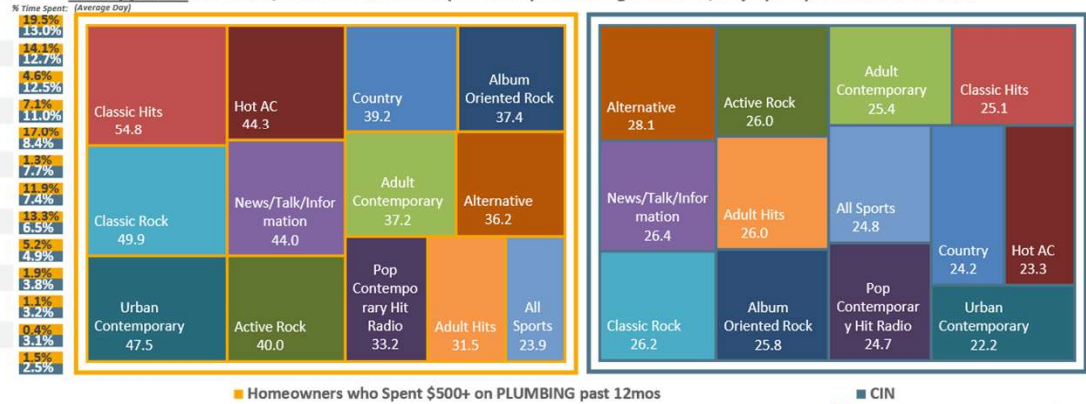
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



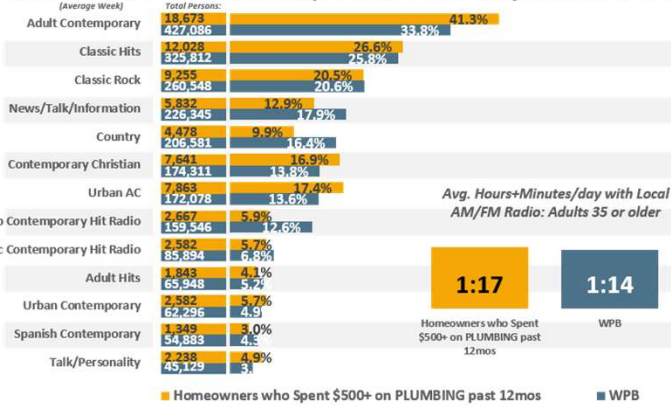
### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



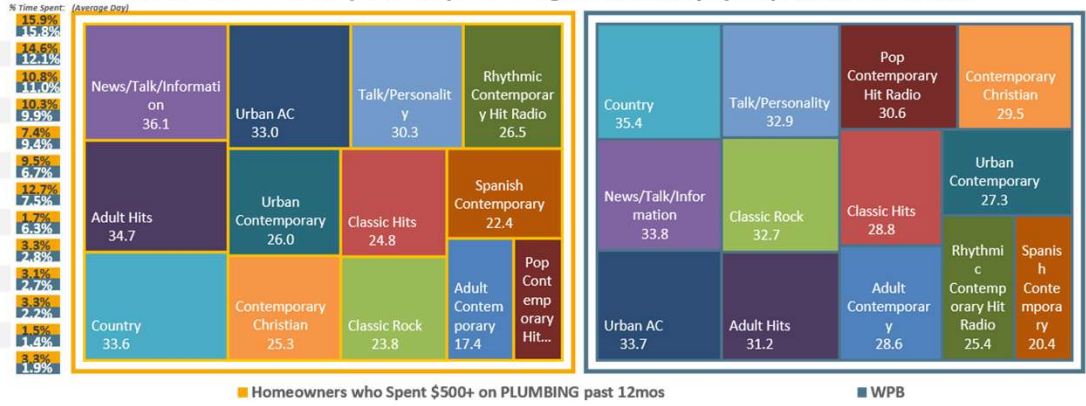


41,991 or 84.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Urban AC, and Country.

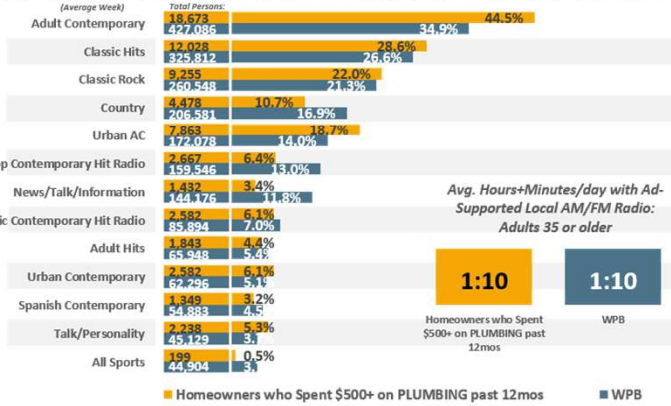
### Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



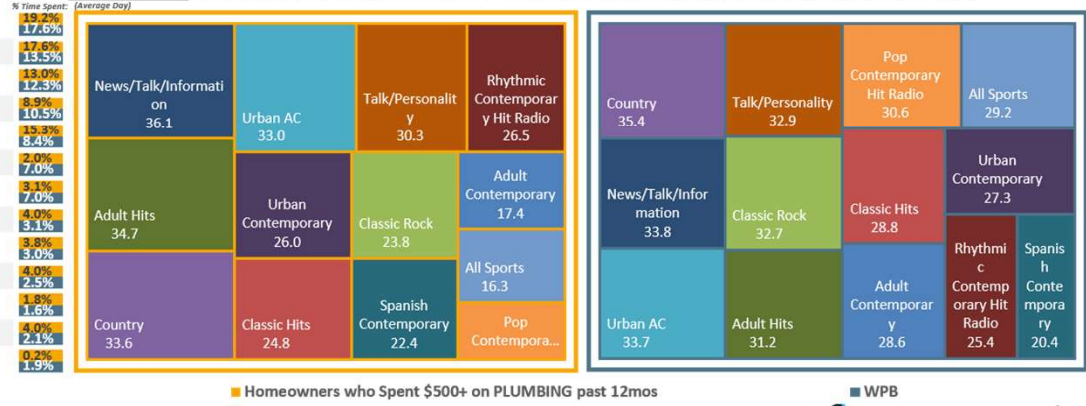
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



### 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



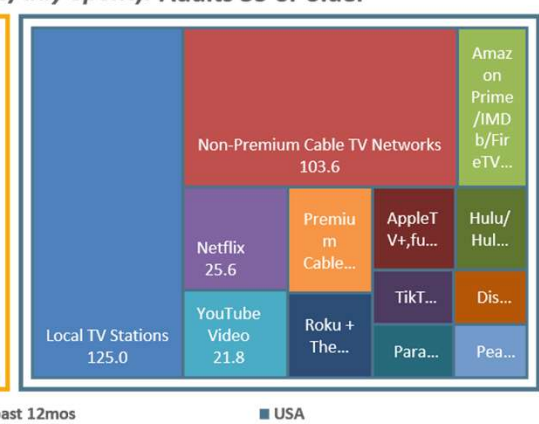
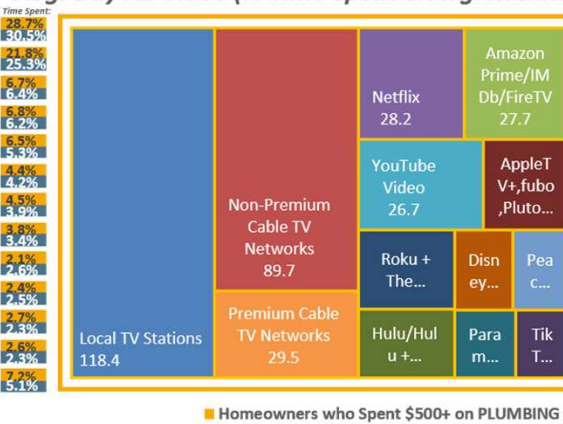
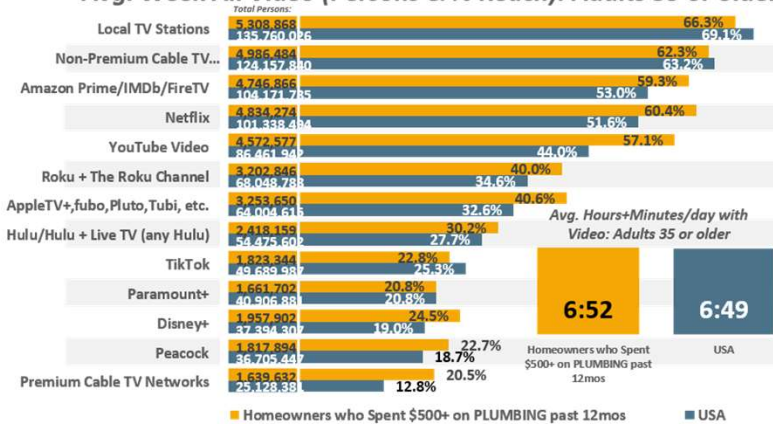




5,227,842 or 65.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations for an average of 110.2 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.

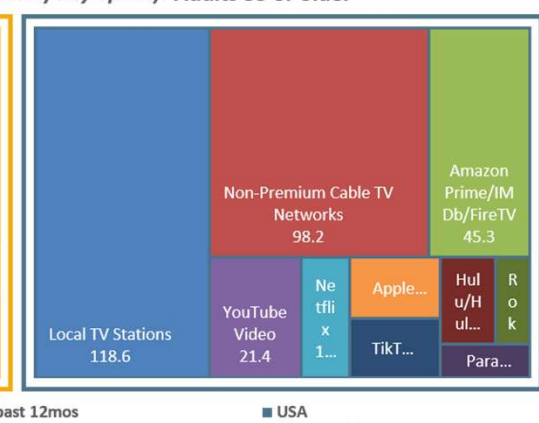
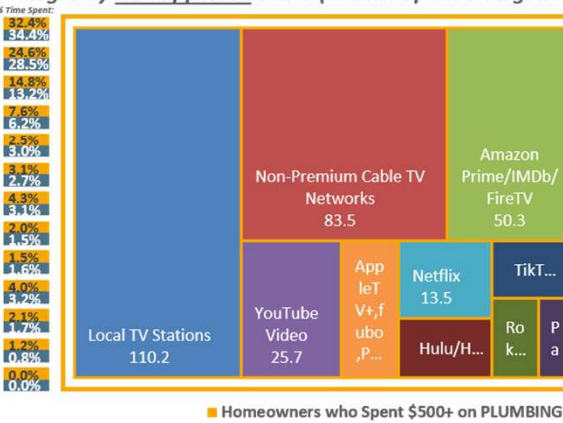
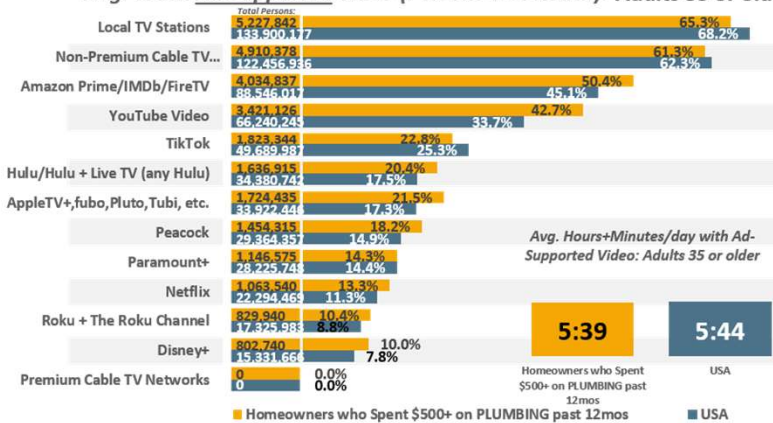
**Avg. Week All Video (Persons & % Reach): Adults 35 or older**

**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**



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[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more]]

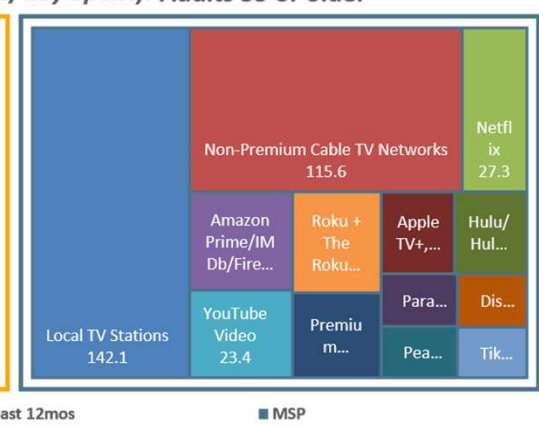
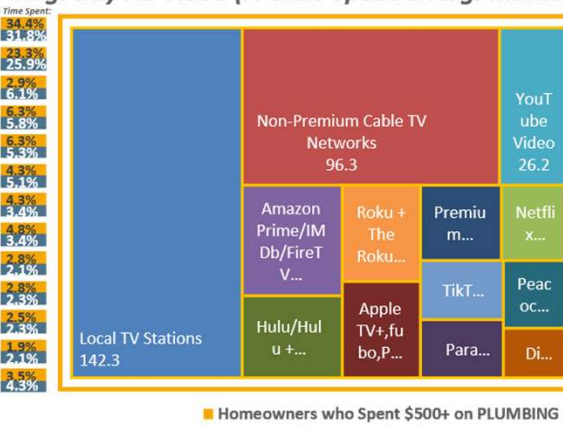
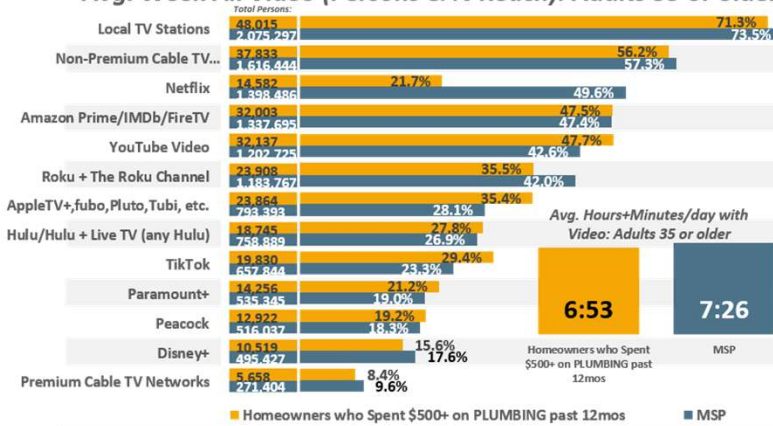




47,644 or 70.7% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations for an average of 128.8 minutes every day representing 35.7% of all time spent daily with Ad-Supported Video.

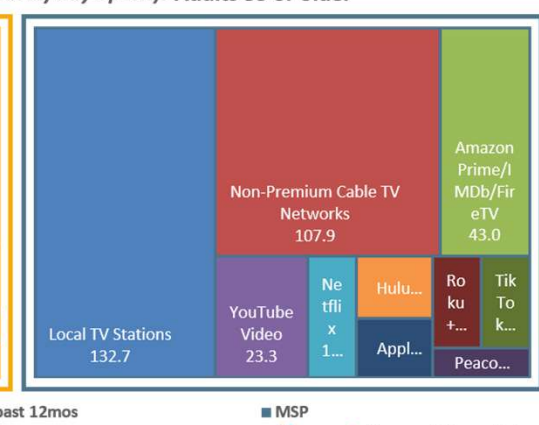
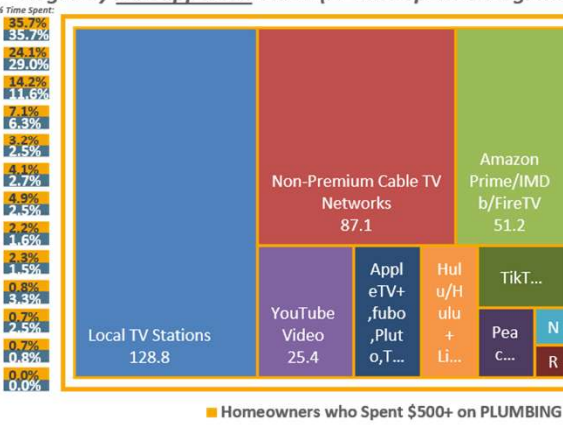
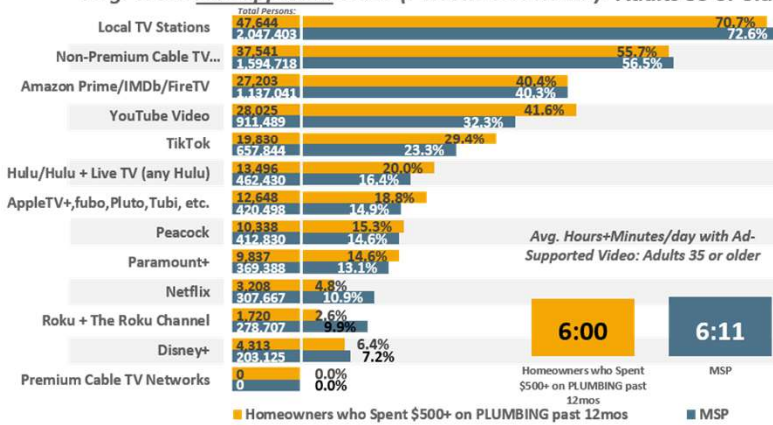
**Avg. Week All Video (Persons & % Reach): Adults 35 or older**

**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**



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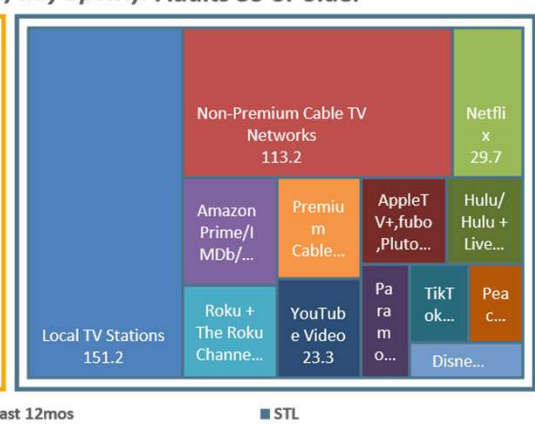
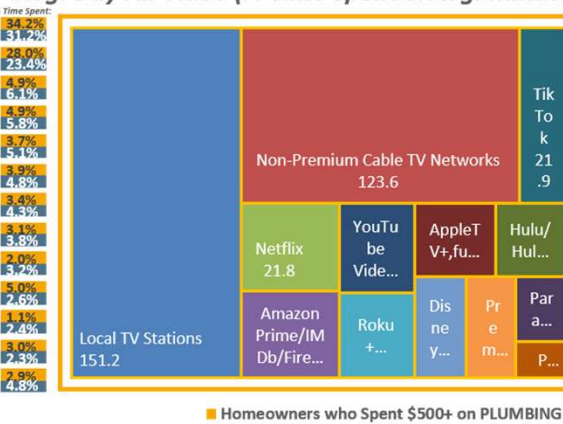
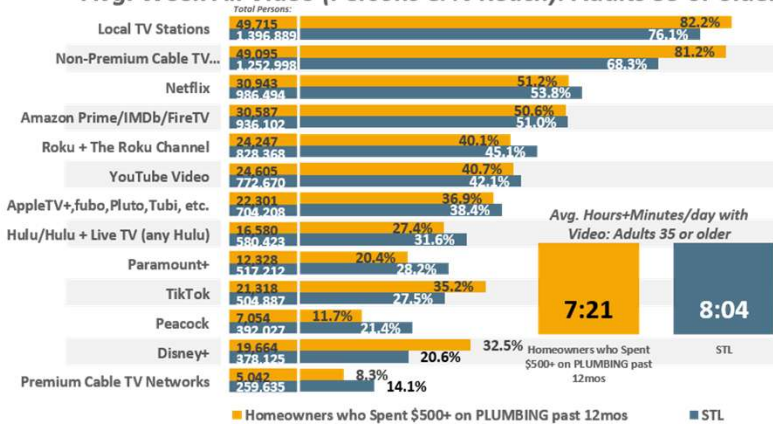
[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more]]



49,295 or 81.5% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations for an average of 142.9 minutes every day representing 37.6% of all time spent daily with Ad-Supported Video.

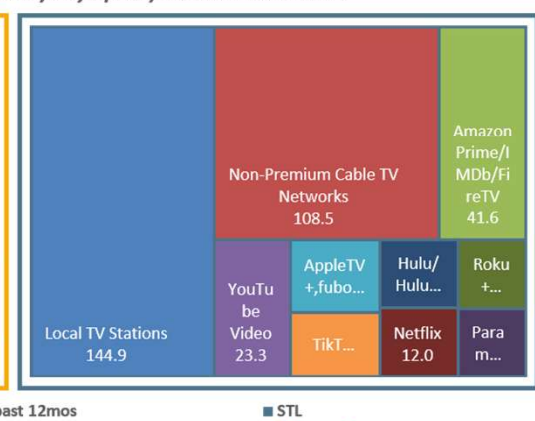
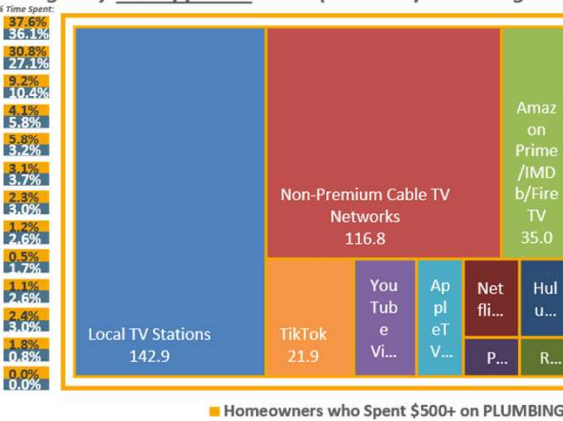
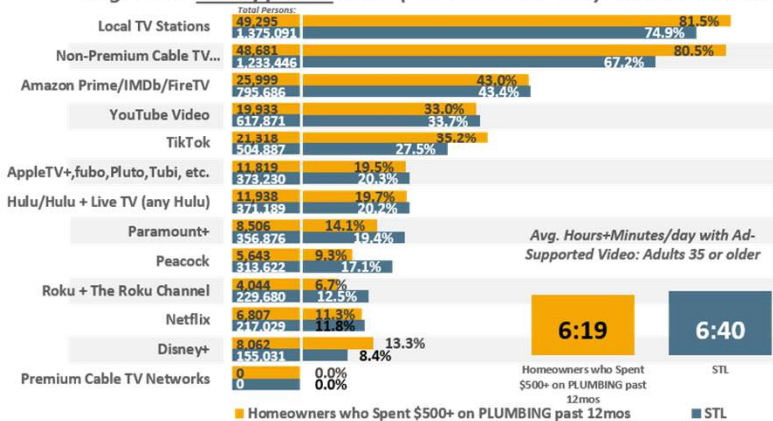
**Avg. Week All Video (Persons & % Reach): Adults 35 or older**

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 52  
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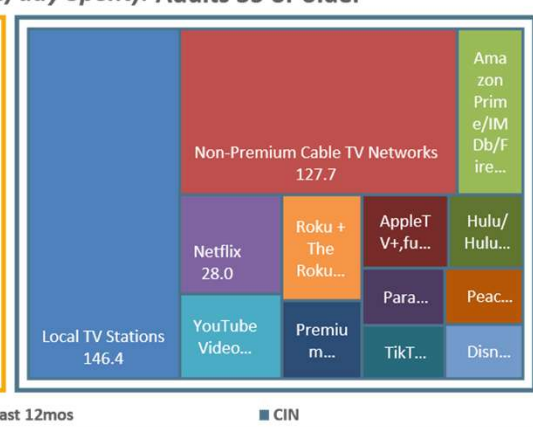
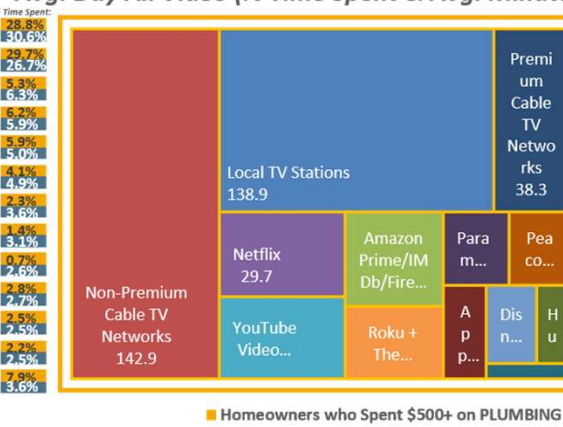
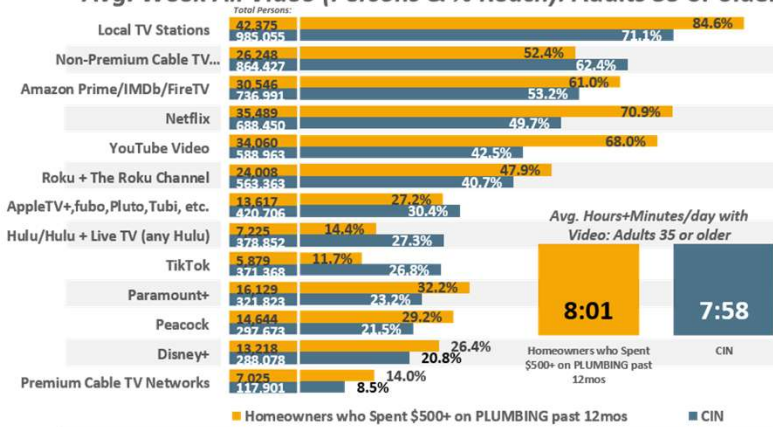
[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]



42,132 or 84.1% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations for an average of 134. minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.

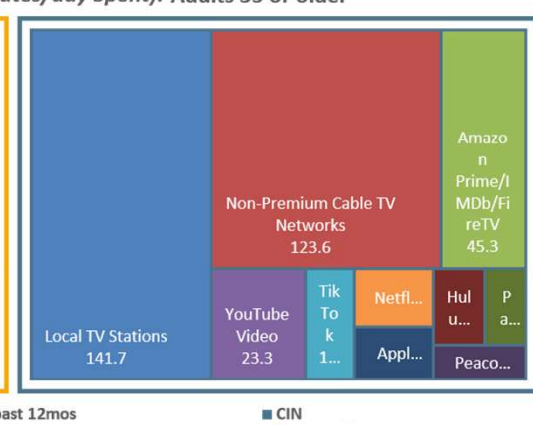
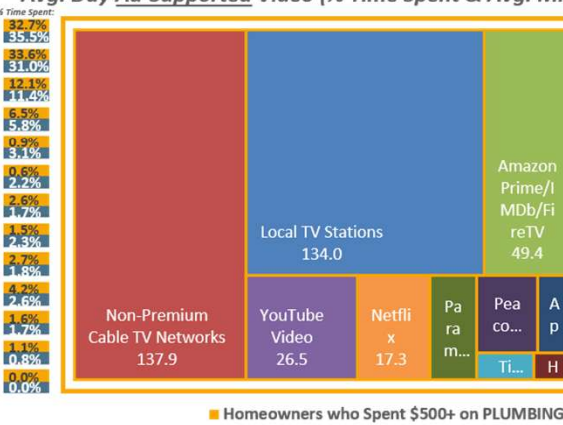
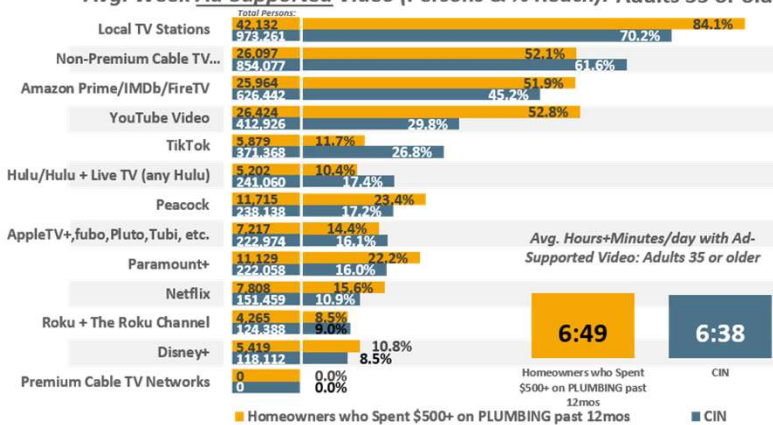
### Avg. Week All Video (Persons & % Reach): Adults 35 or older

### 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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 51  
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[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more]]

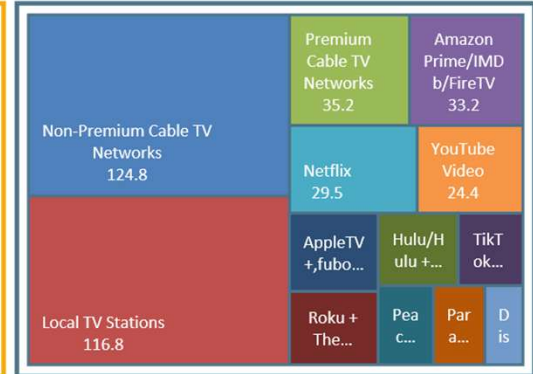
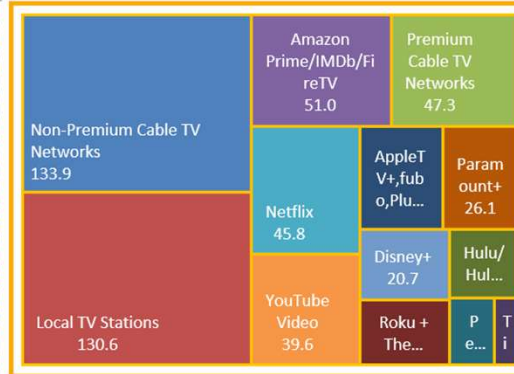
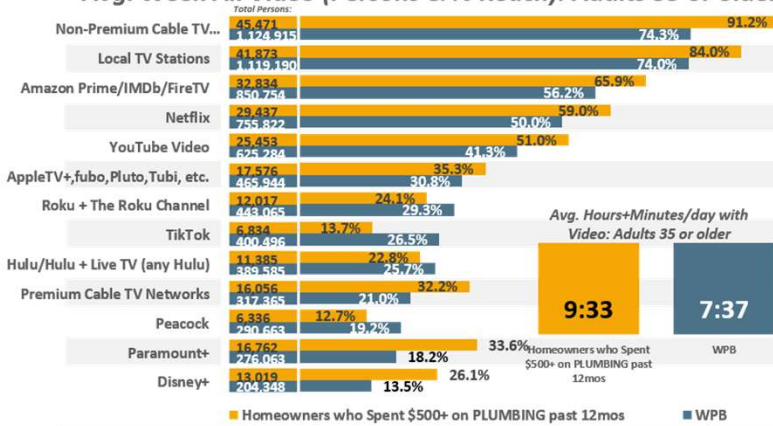




41,524 or 83.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations for an average of 125.2 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.

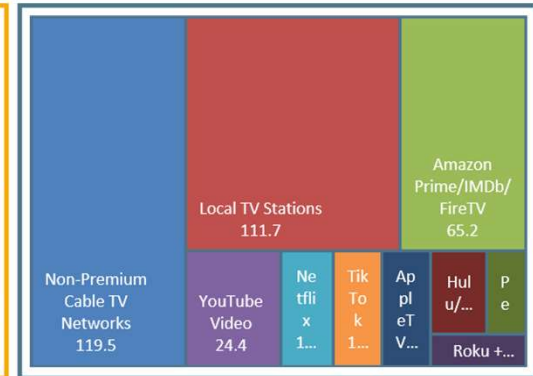
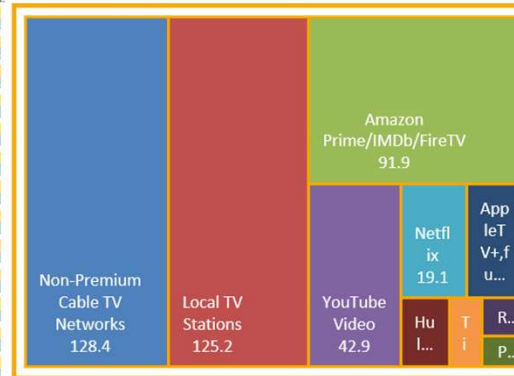
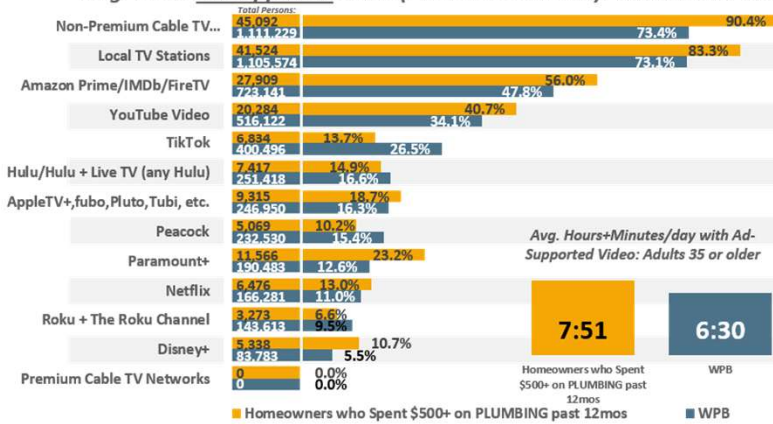
**Avg. Week All Video (Persons & % Reach): Adults 35 or older**

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 89  
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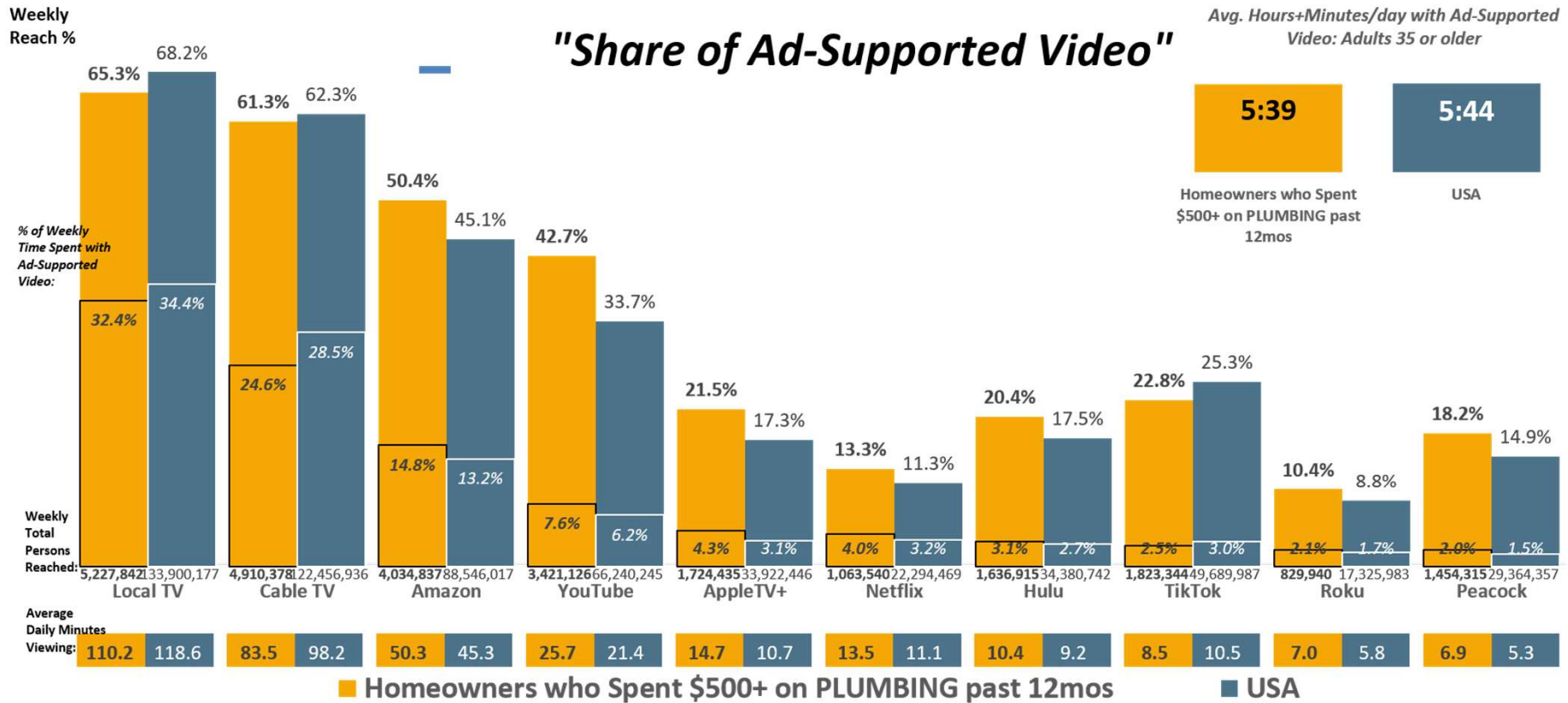
[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]





5,227,842 or 65.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations for an average of 110.2 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.

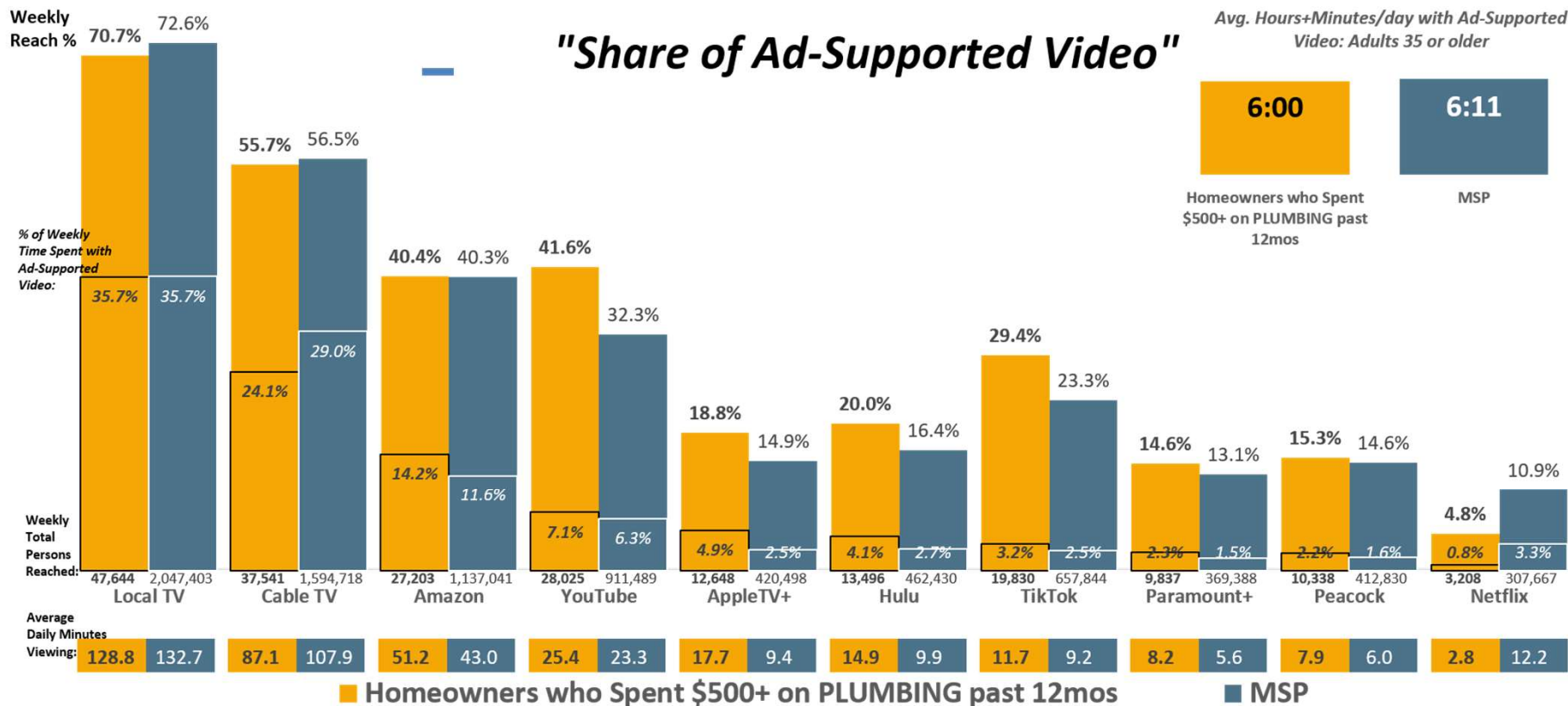
## "Share of Ad-Supported Video"





47,644 or 70.7% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations for an average of 128.8 minutes every day representing 35.7% of all time spent daily with Ad-Supported Video.

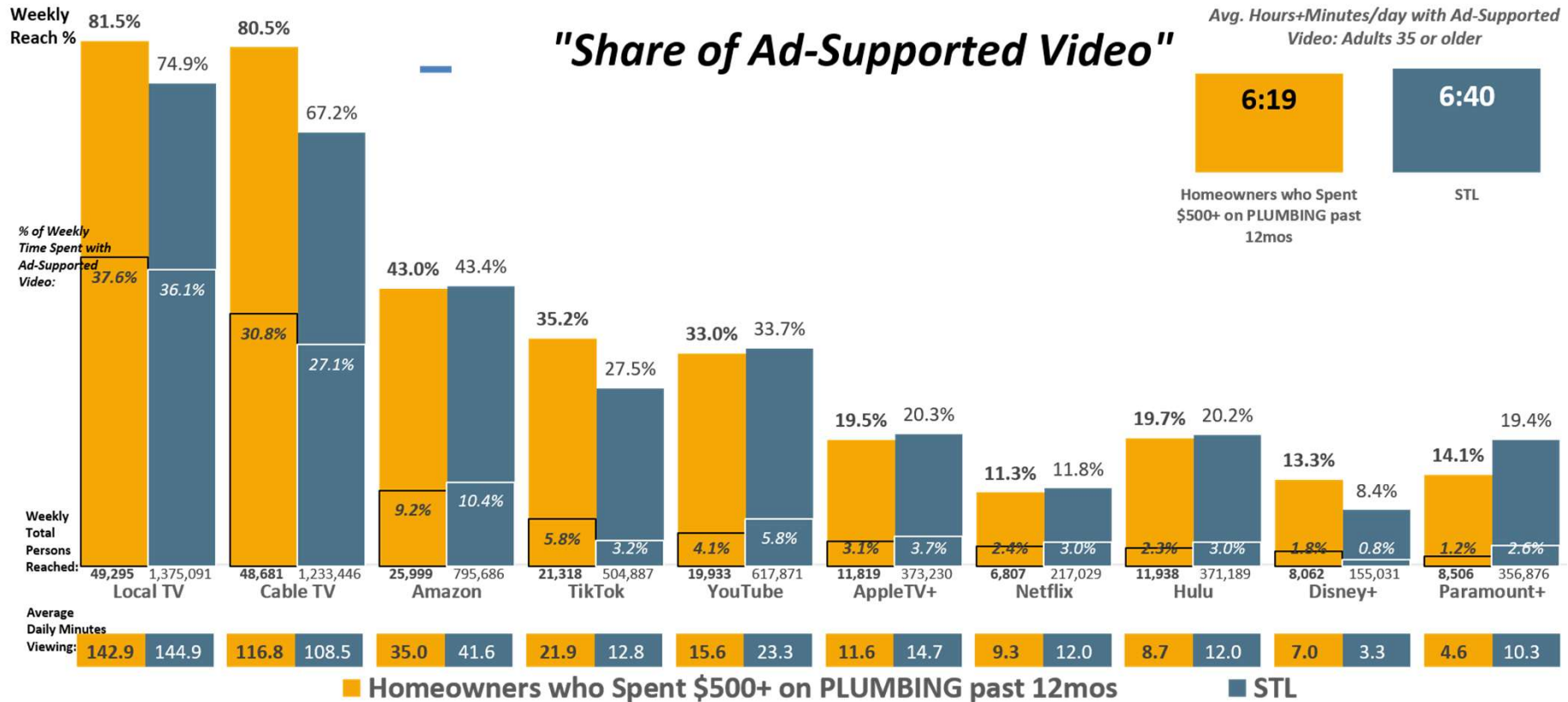
## "Share of Ad-Supported Video"





49,295 or 81.5% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations for an average of 142.9 minutes every day representing 37.6% of all time spent daily with Ad-Supported Video.

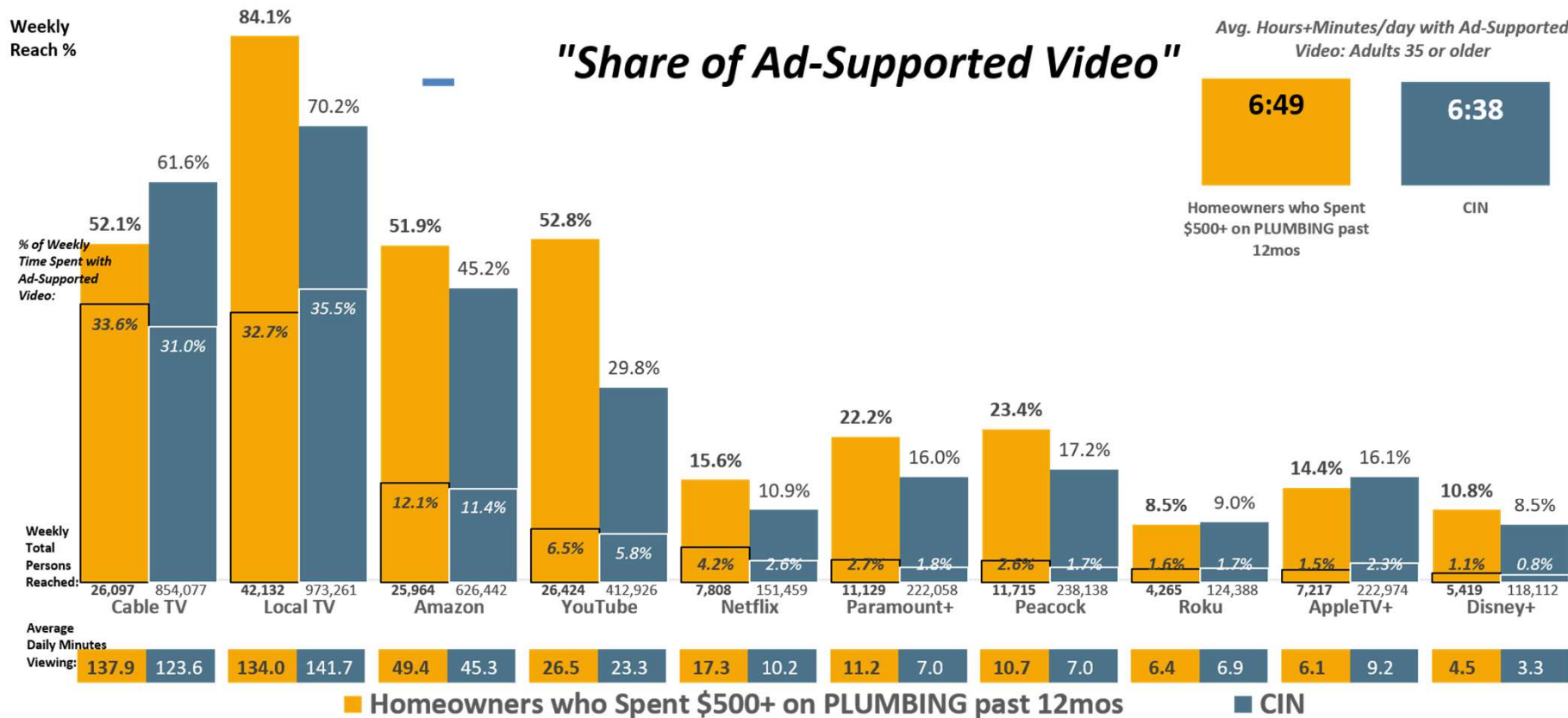
## "Share of Ad-Supported Video"





42,132 or 84.1% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations for an average of 134. minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"

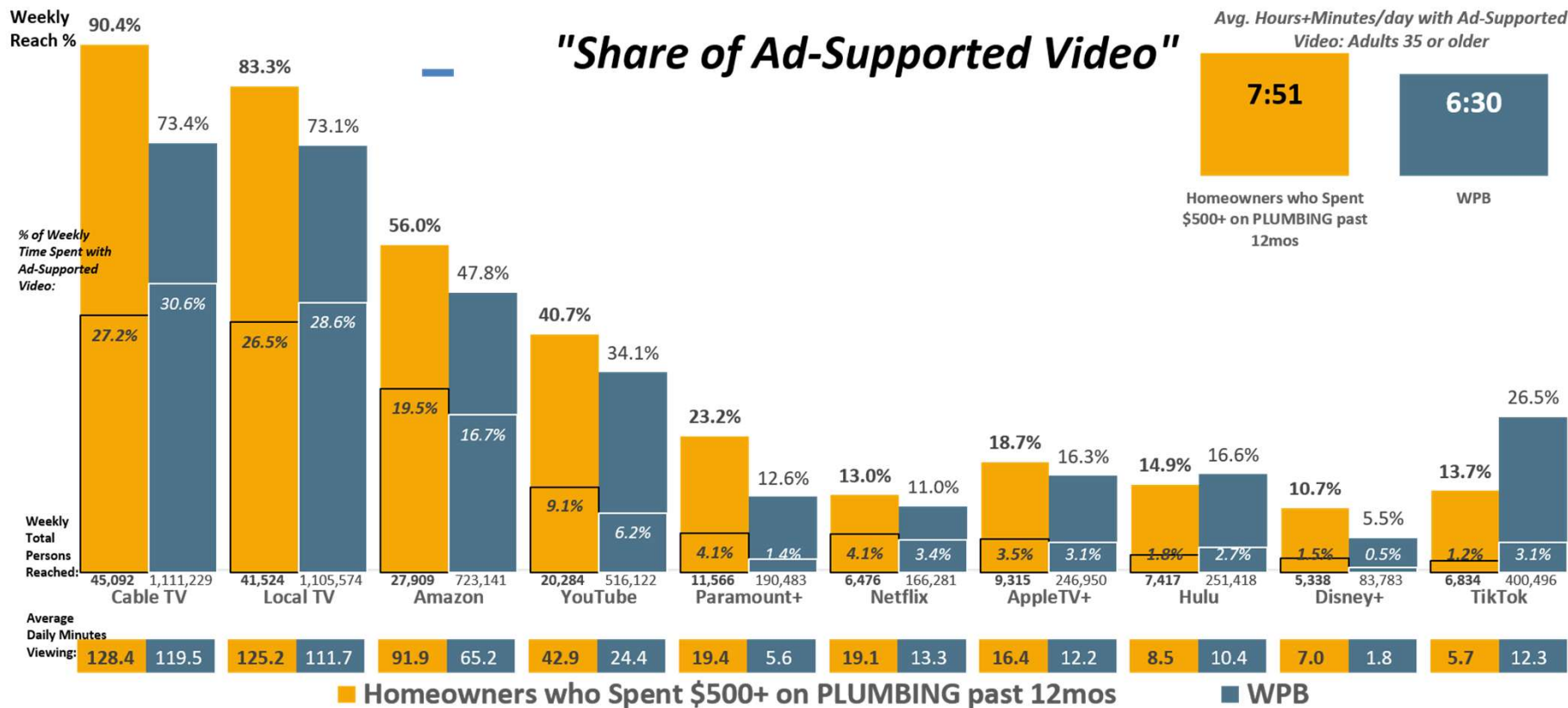






41,524 or 83.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations for an average of 125.2 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.

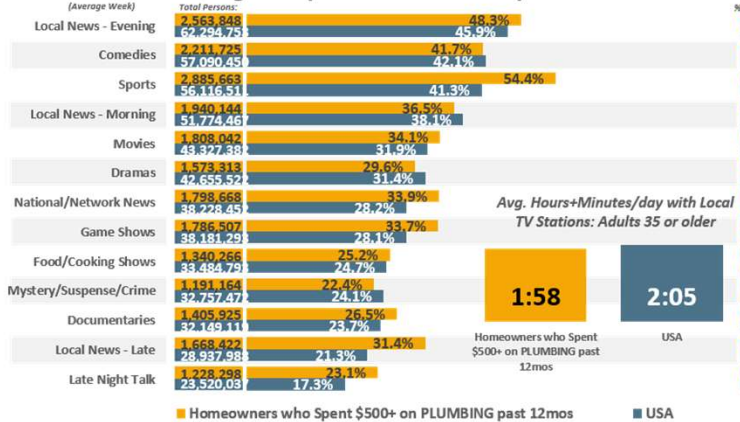
## "Share of Ad-Supported Video"



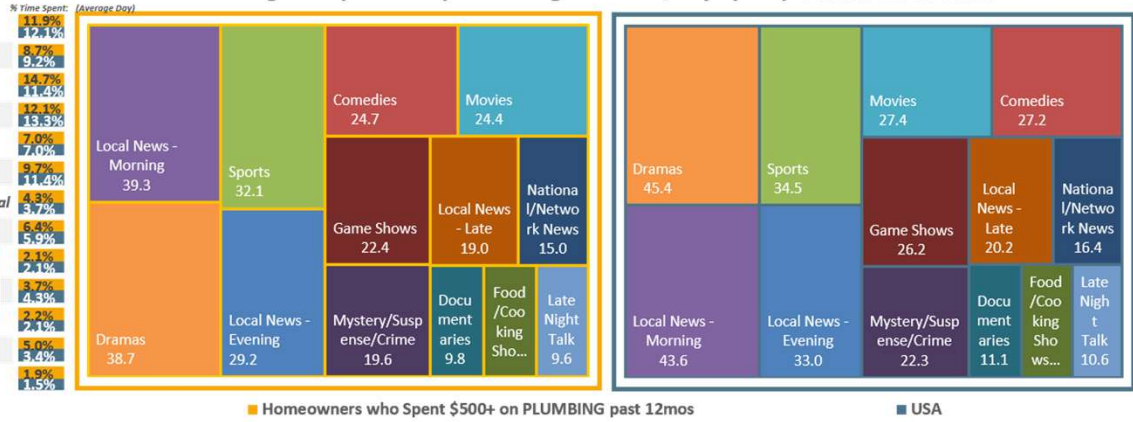


5,227,842 or 65.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

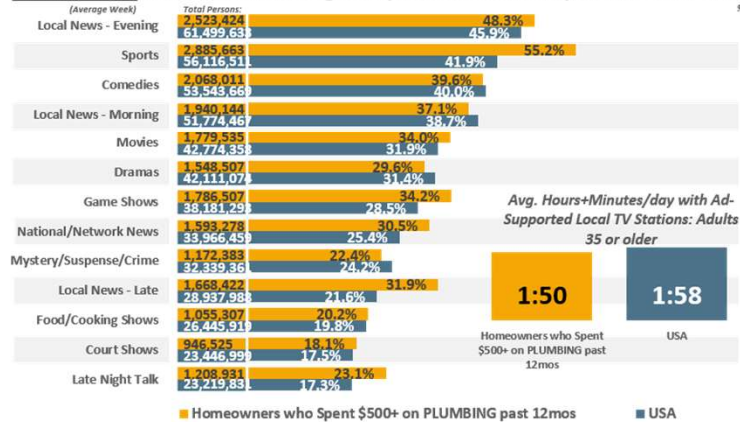
Local TV Station Programs (Persons & % Reach): Adults 35 or older



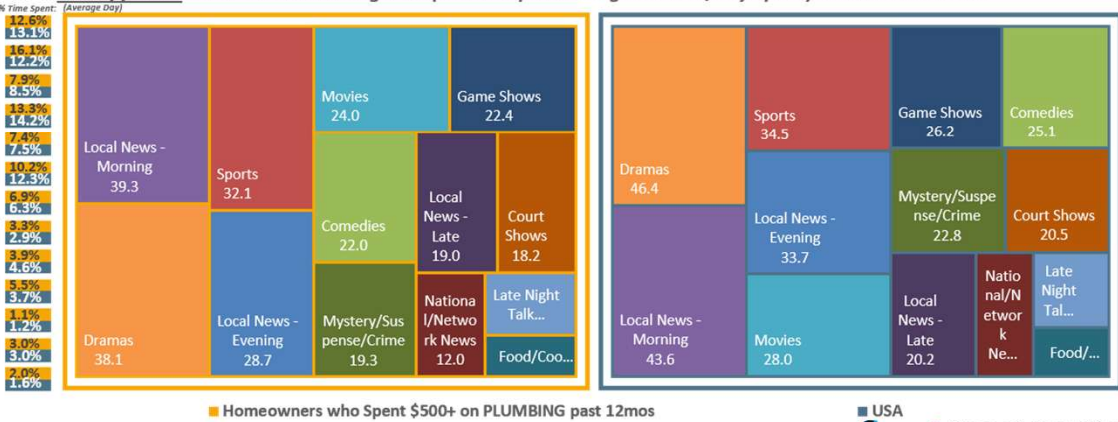
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



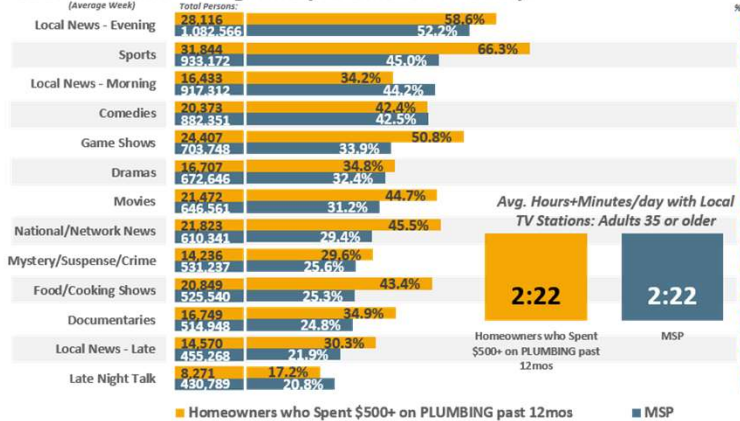
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



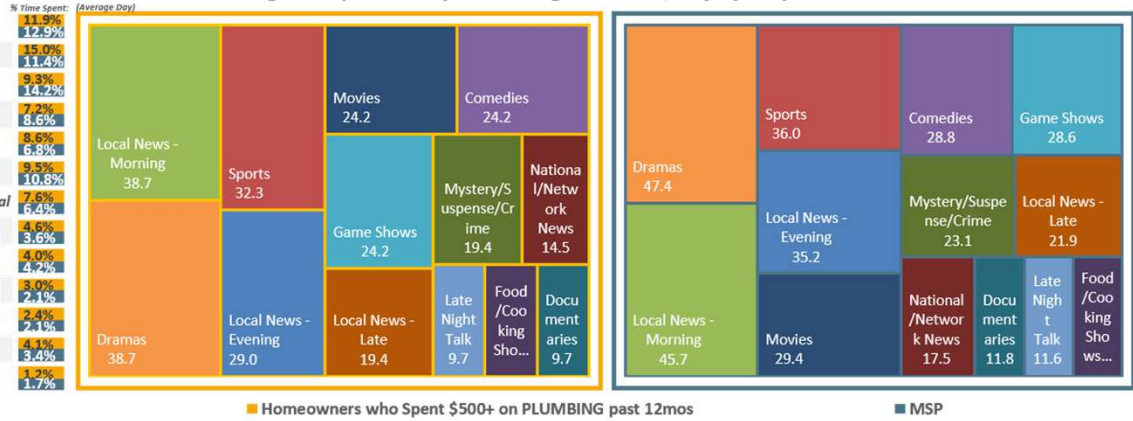


47,644 or 70.7% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Game Shows, Movies, National/Network News, and Comedies.

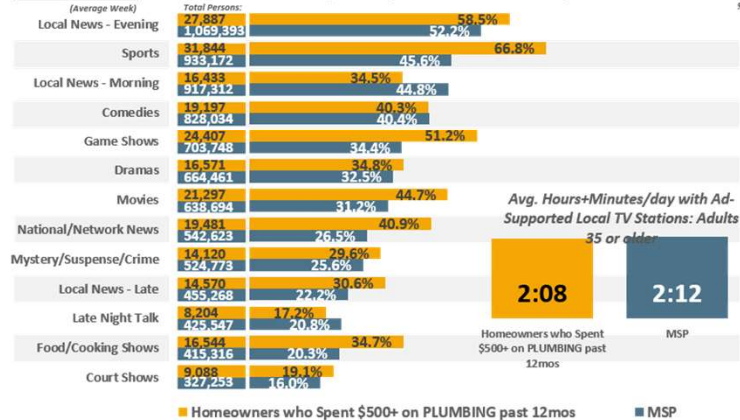
**Local TV Station Programs (Persons & % Reach): Adults 35 or older**



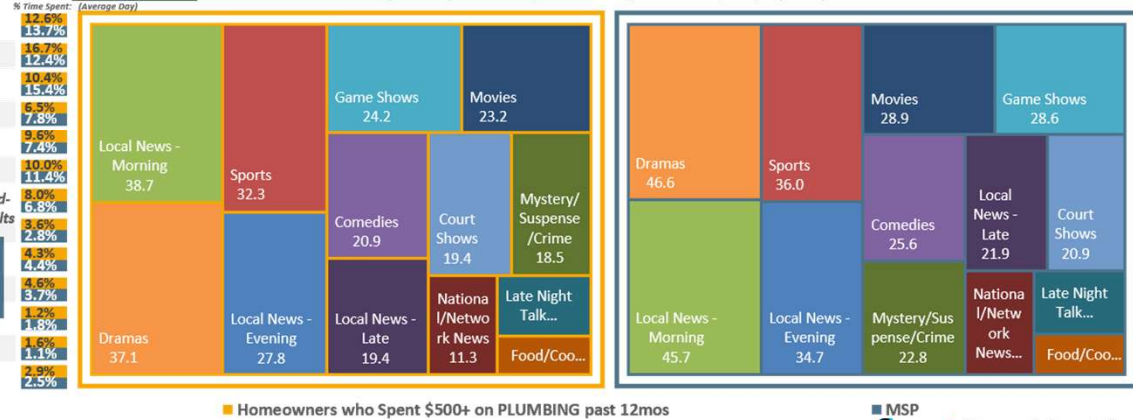
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



**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**

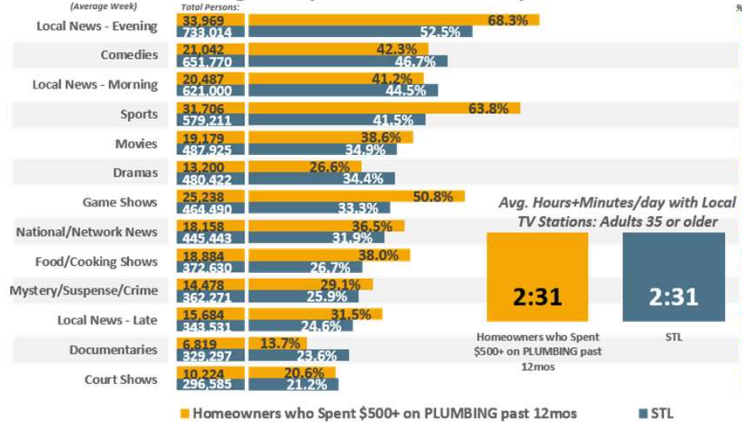




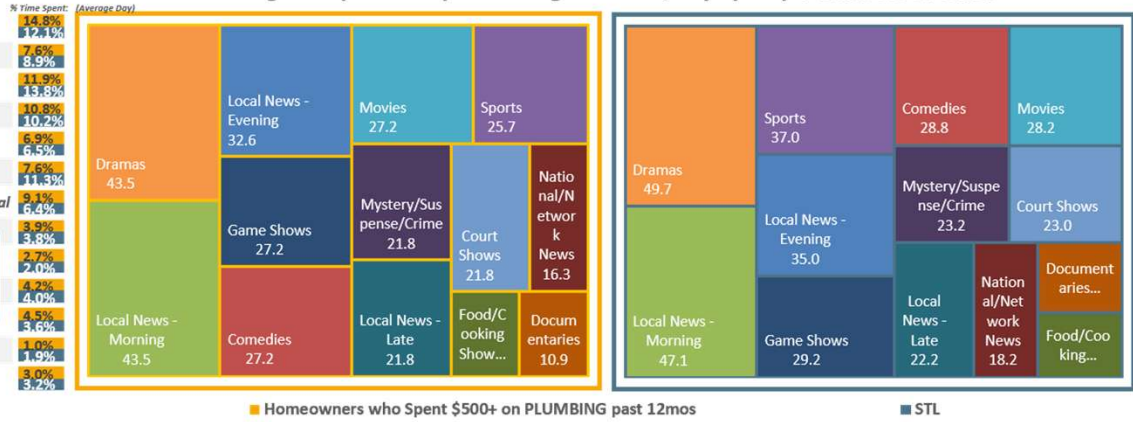


49,295 or 81.5% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Game Shows, Local News - Morning, Comedies, and Movies.

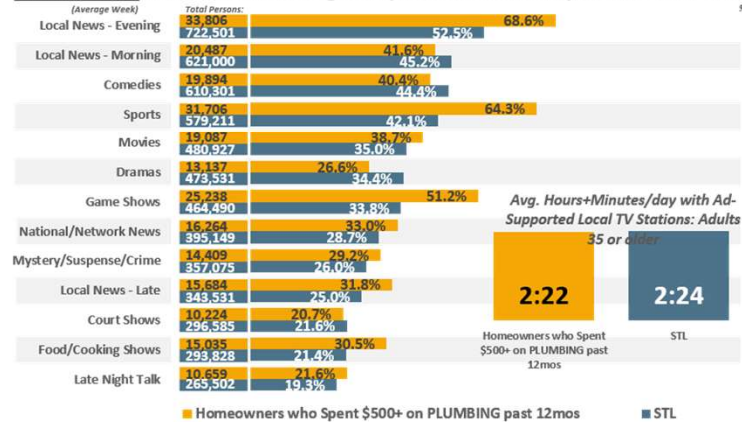
Local TV Station Programs (Persons & % Reach): Adults 35 or older



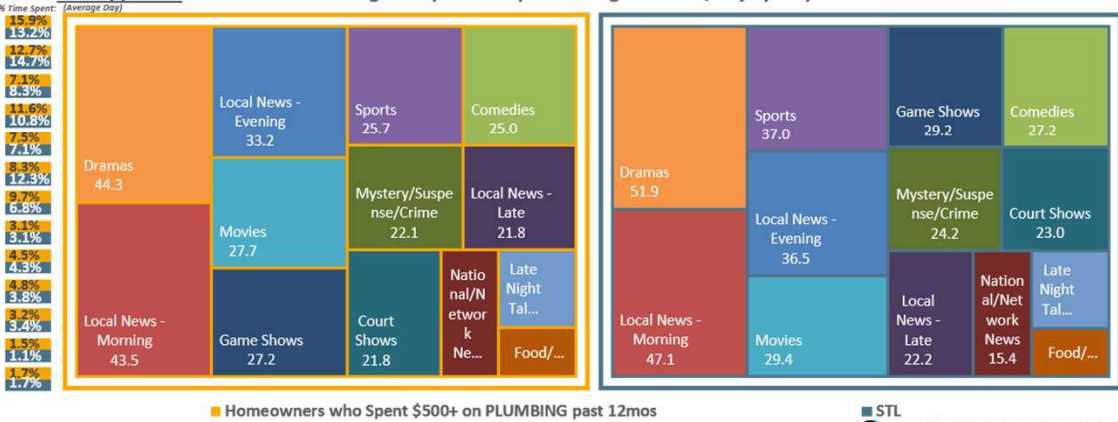
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



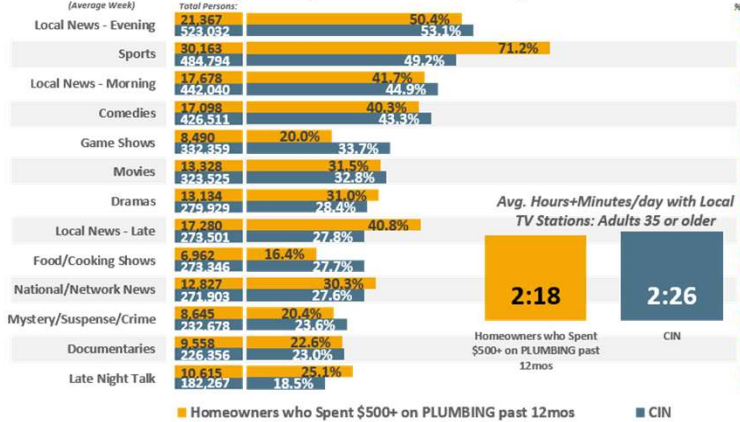
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



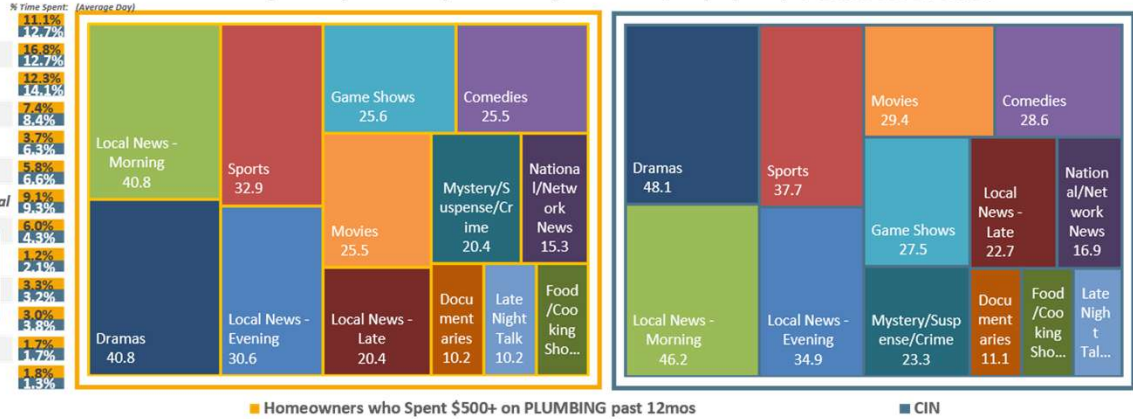


42,132 or 84.1% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Local News - Late, Comedies, and Movies.

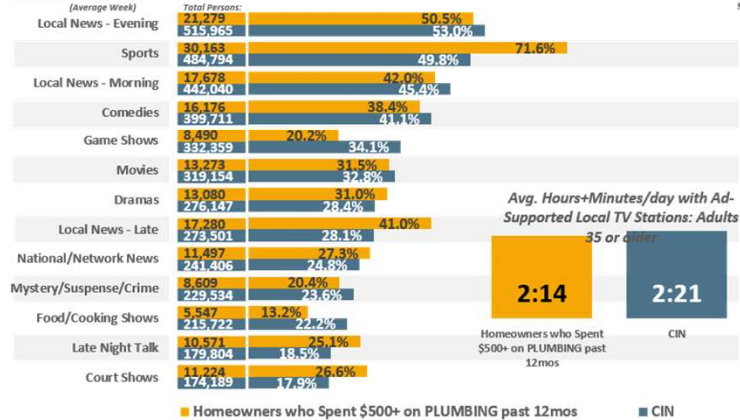
### Local TV Station Programs (Persons & % Reach): Adults 35 or older



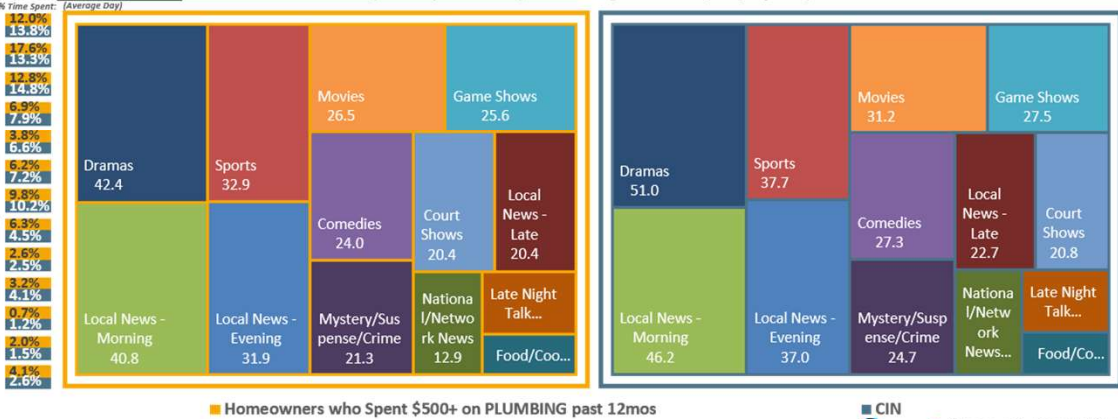
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



### 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

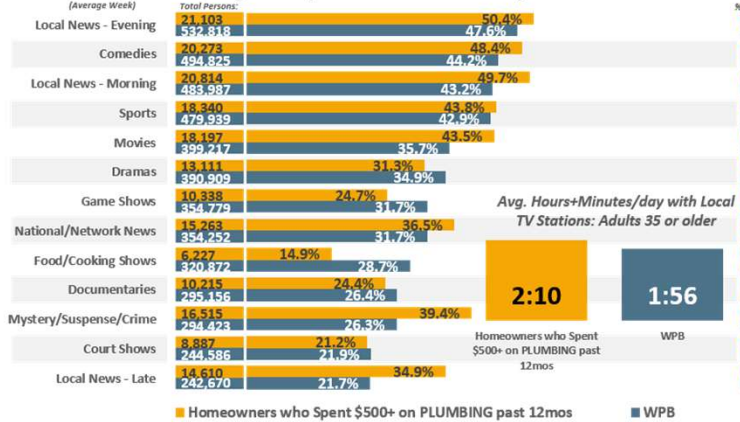




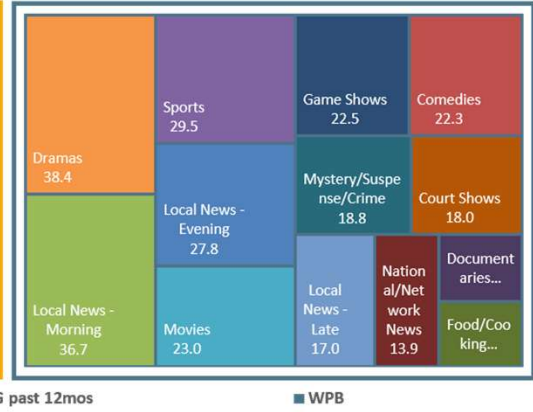
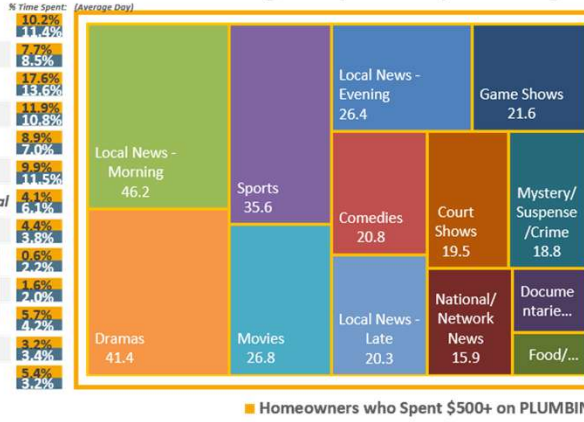


41,524 or 83.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Comedies, Sports, Movies, and Mystery/Suspense/Crime.

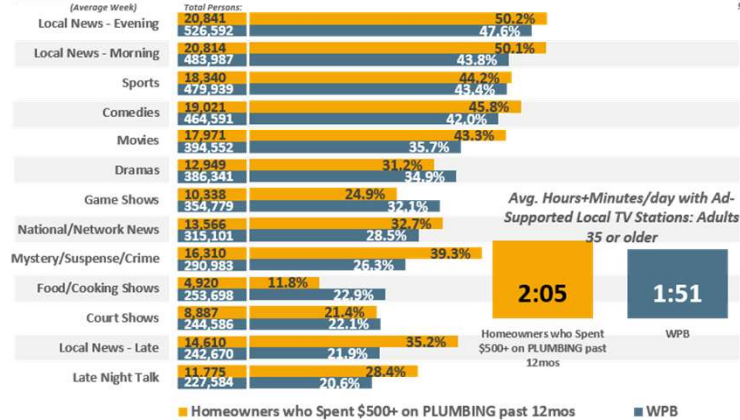
**Local TV Station Programs (Persons & % Reach): Adults 35 or older**



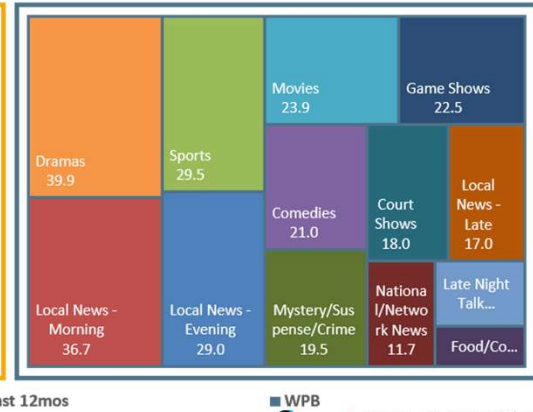
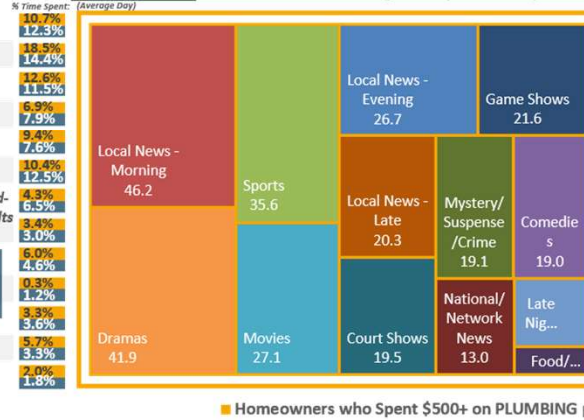
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



**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**



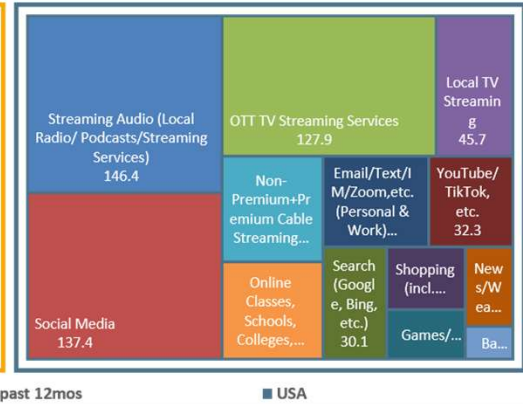
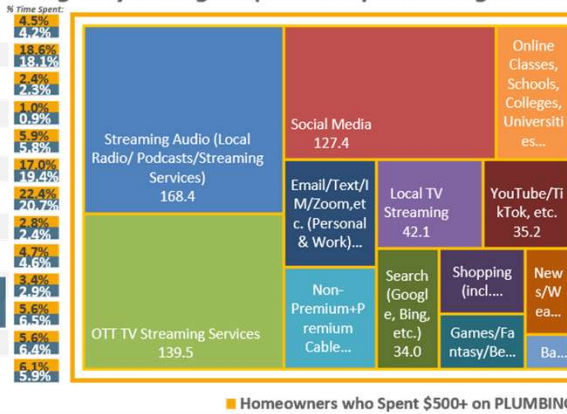
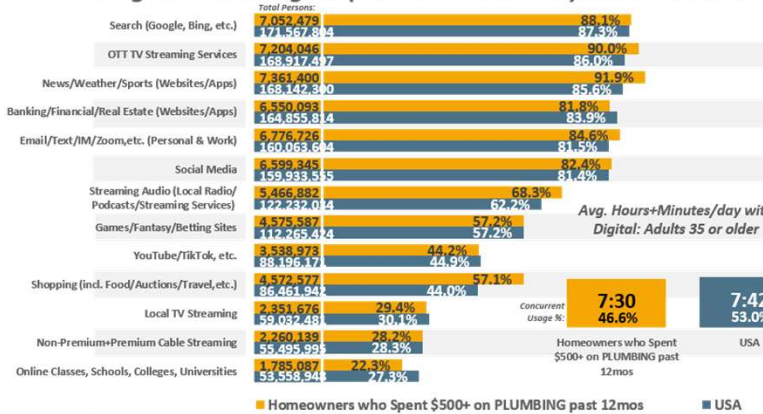




5,838,742 or 72.9% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported Social Media for an average of 117.2 minutes every day representing 20.8% of all time spent daily with Ad-Supported Digital Media.

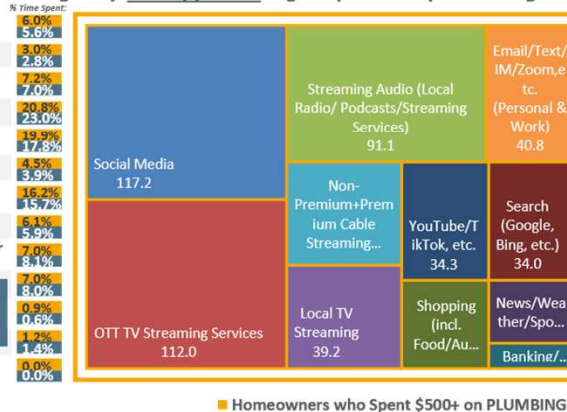
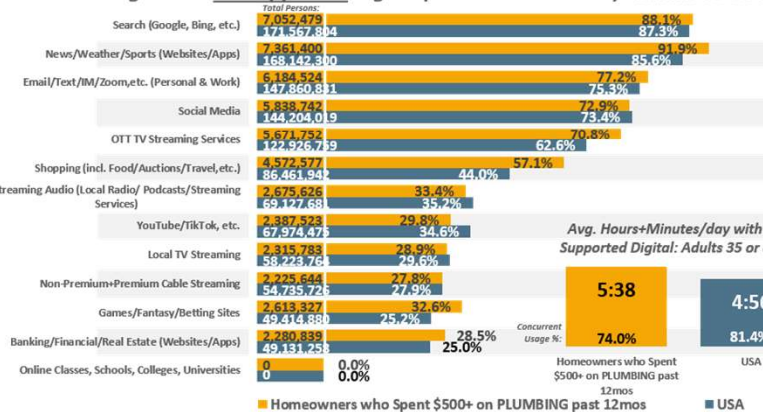
### Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 789  
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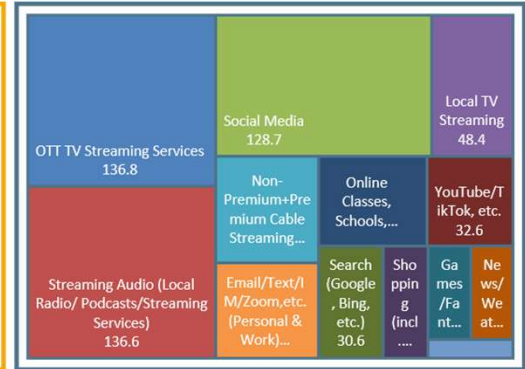
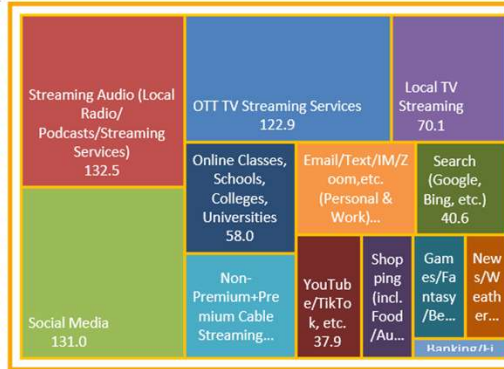
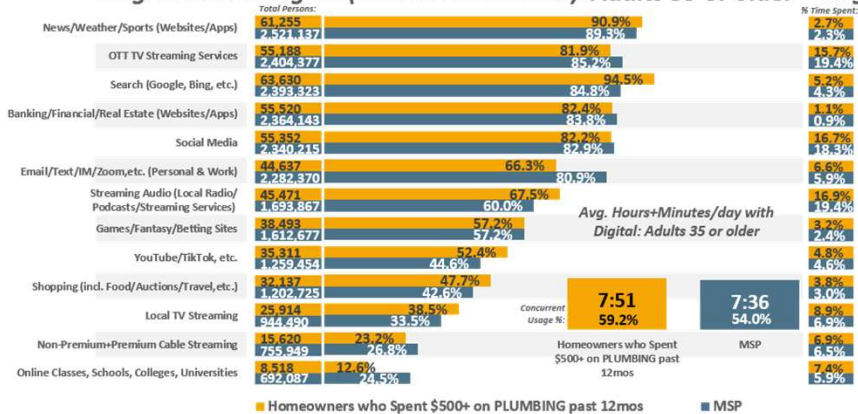
[[Own or rent residence (HHL): Own AND (Type of home improvement done past 12 mo (amt spent) (HHL): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHL): Plumbing:\$5,000 or more]]



55,272 or 82.1% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported Social Media for an average of 120.5 minutes every day representing 19.9% of all time spent daily with Ad-Supported Digital Media.

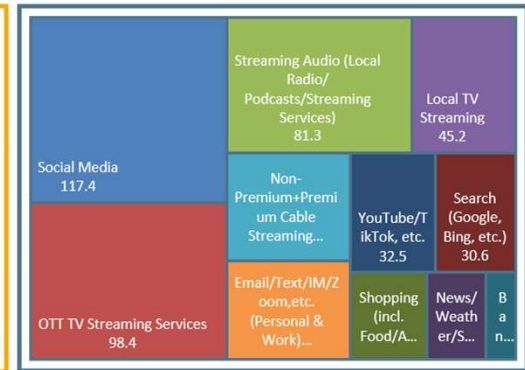
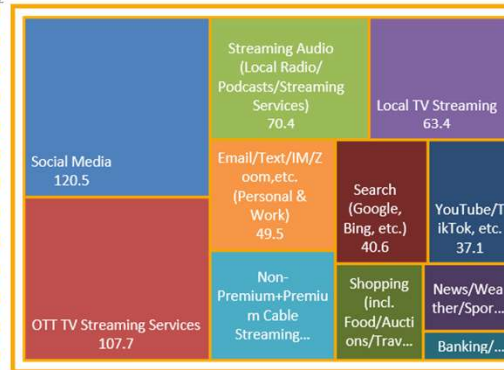
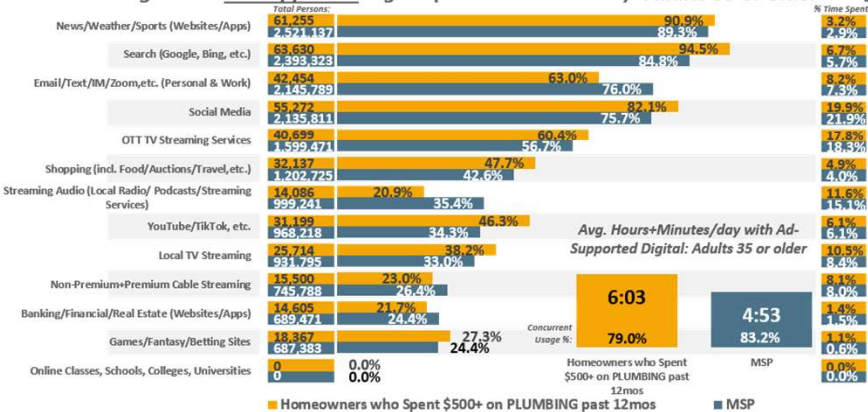
**Avg. Week All Digital (Persons & % Reach): Adults 35 or older**

**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**



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56  
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[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]

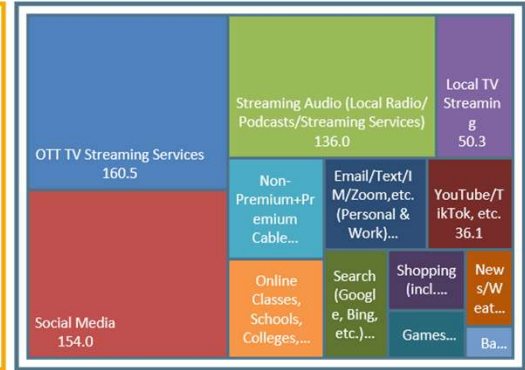
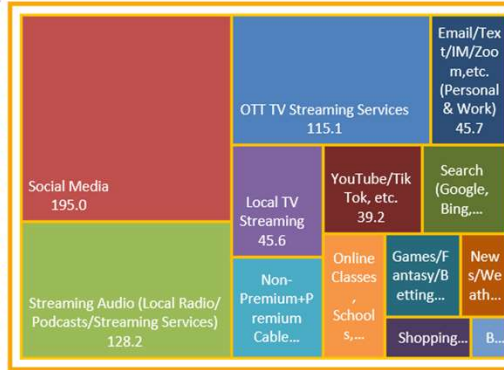
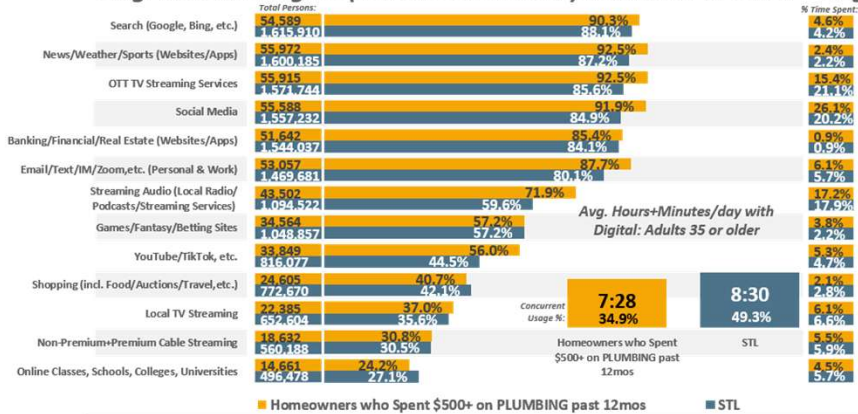




48,756 or 80.6% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported Social Media for an average of 179.4 minutes every day representing 31.9% of all time spent daily with Ad-Supported Digital Media.

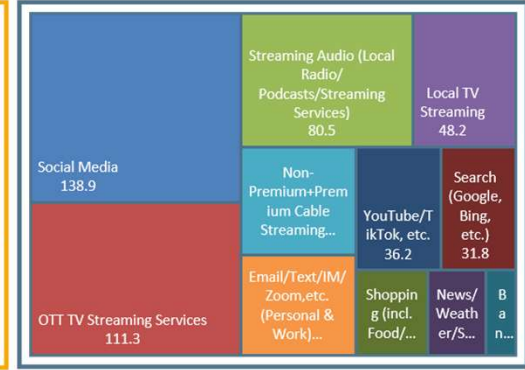
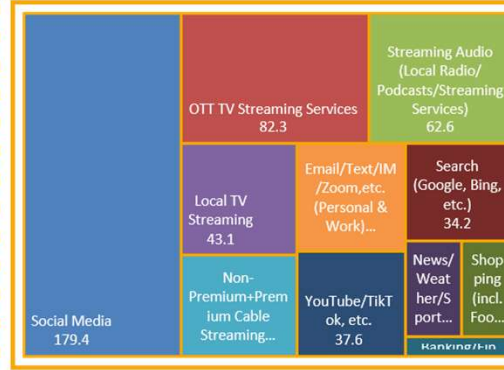
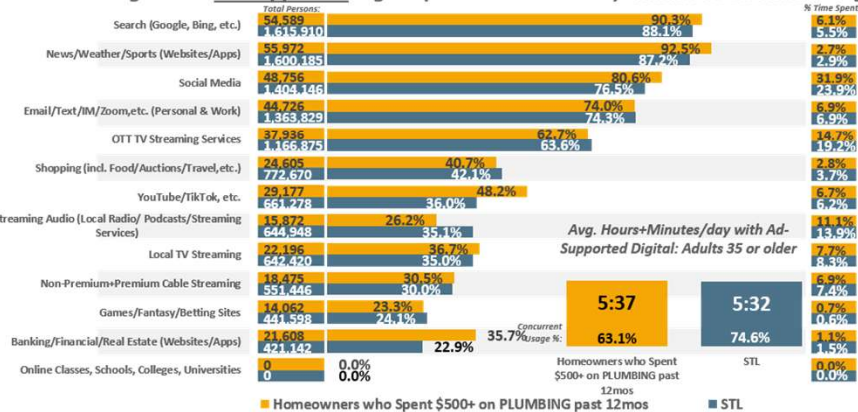
**Avg. Week All Digital (Persons & % Reach): Adults 35 or older**

**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**



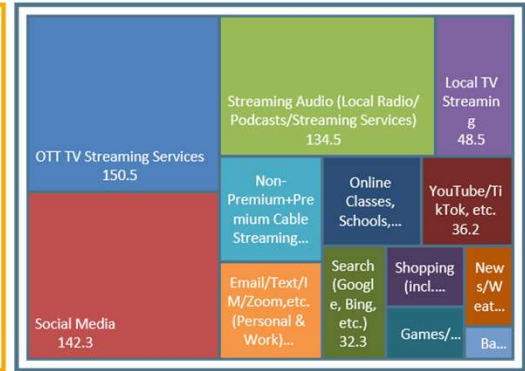
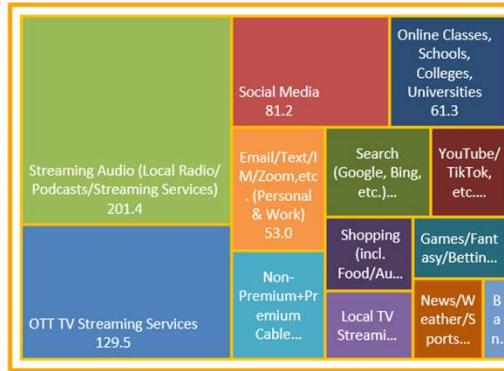




44,780 or 89.4% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported Social Media for an average of 74.7 minutes every day representing 12.9% of all time spent daily with Ad-Supported Digital Media.

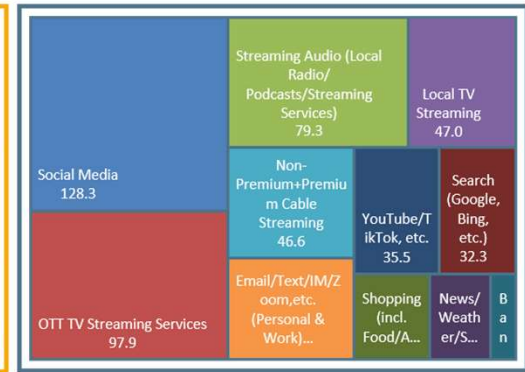
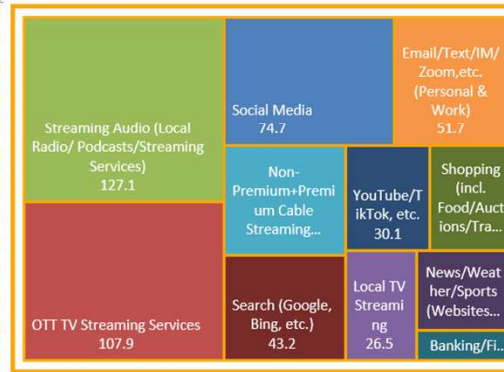
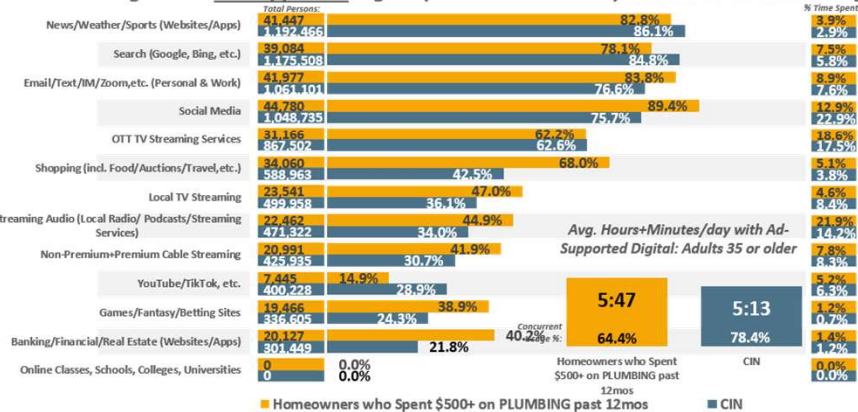
### Avg. Week All Digital (Persons & % Reach): Adults 35 or older

### 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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 51  
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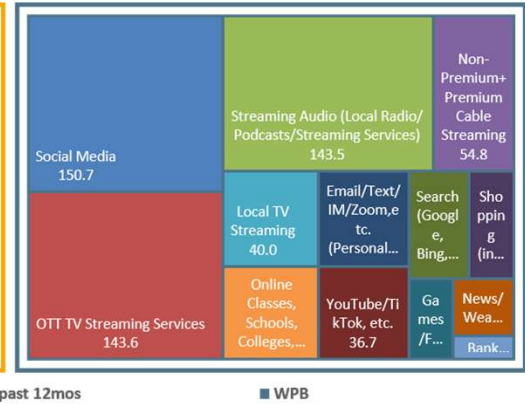
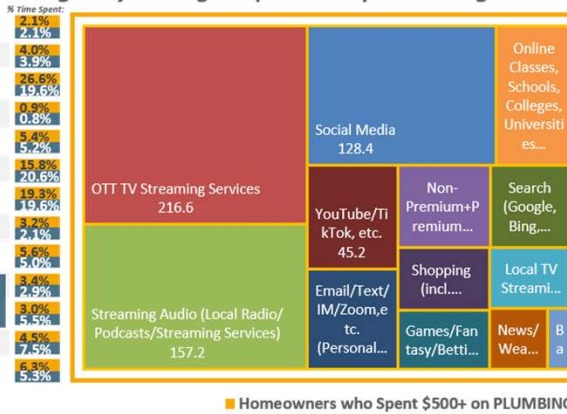
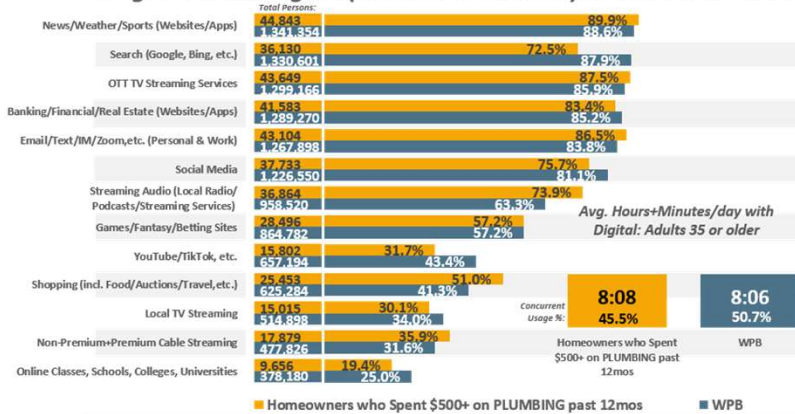
[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]



32,797 or 65.8% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported Social Media for an average of 118.1 minutes every day representing 19.% of all time spent daily with Ad-Supported Digital Media.

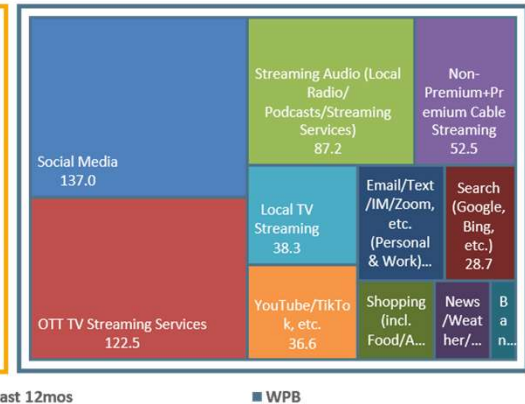
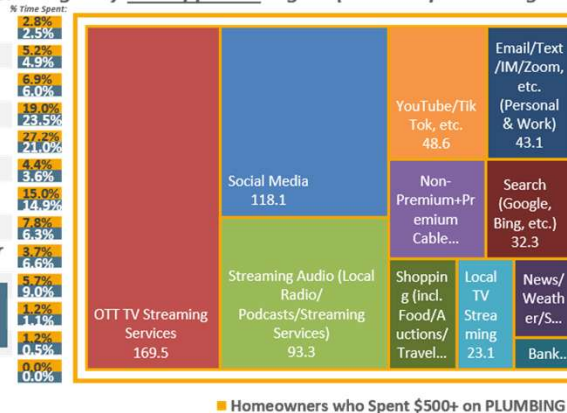
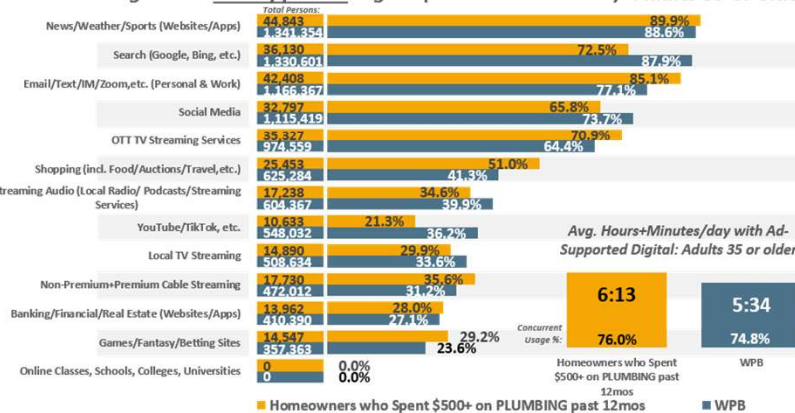
### Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 89  
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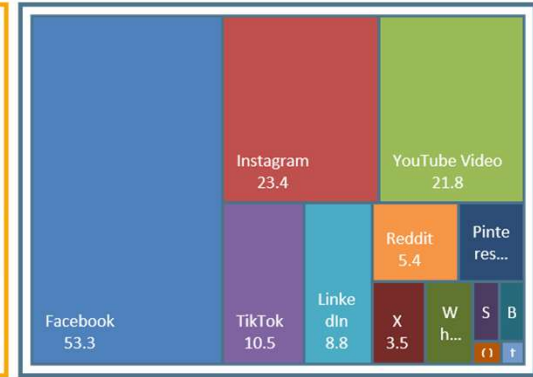
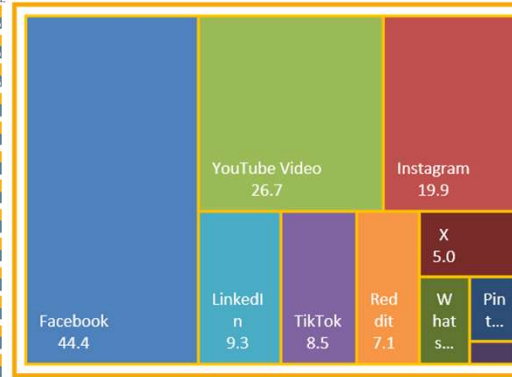
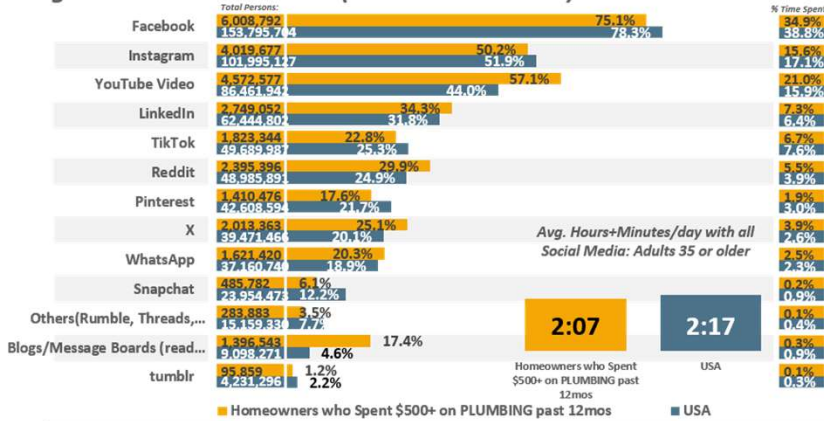
[[Own or rent residence (HHL): Own AND (Type of home improvement done past 12 mo (amt spent) (HHL): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHL): Plumbing:\$5,000 or more]]



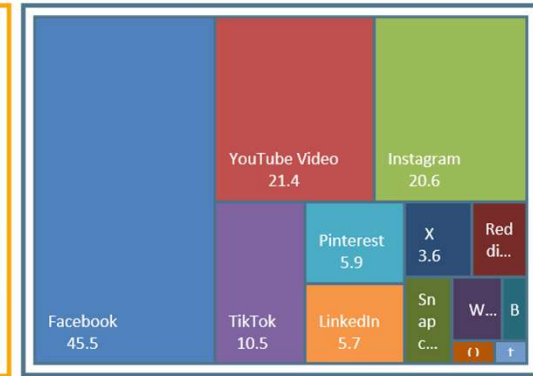
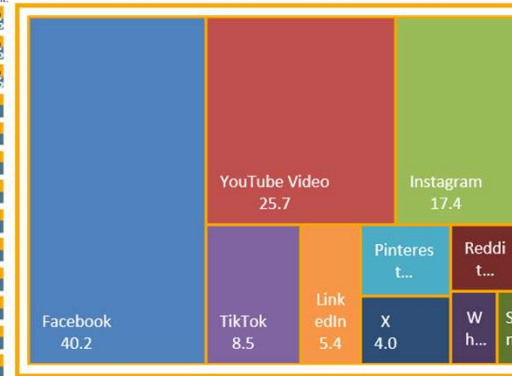
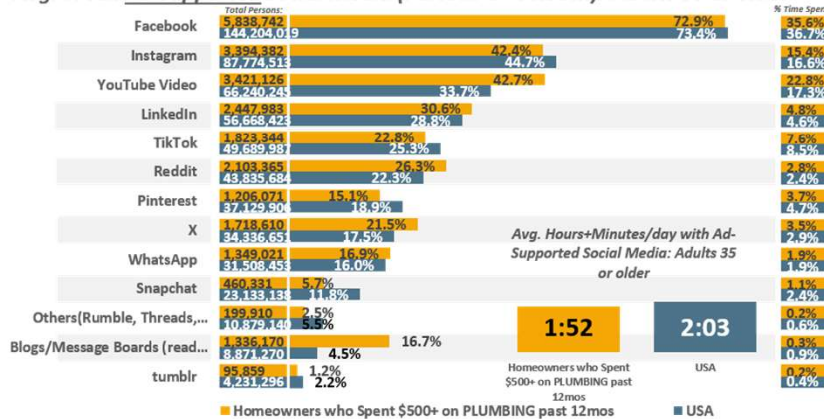


5,838,742 or 72.9% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported Facebook for an average of 40.2 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

**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**

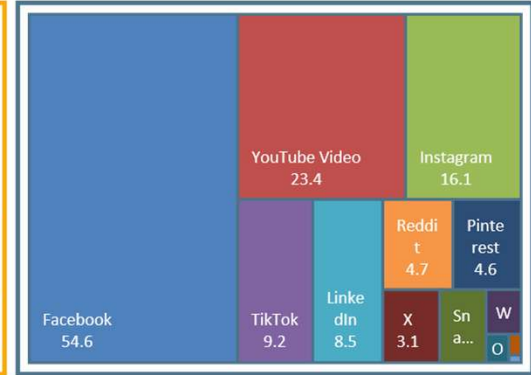
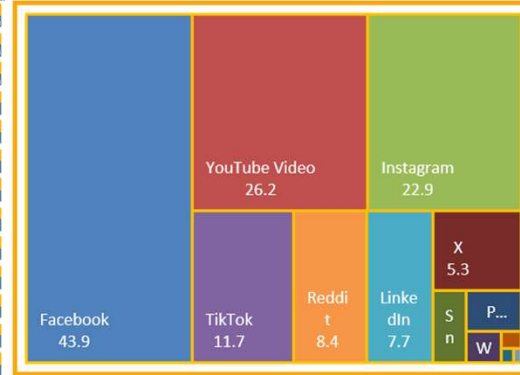
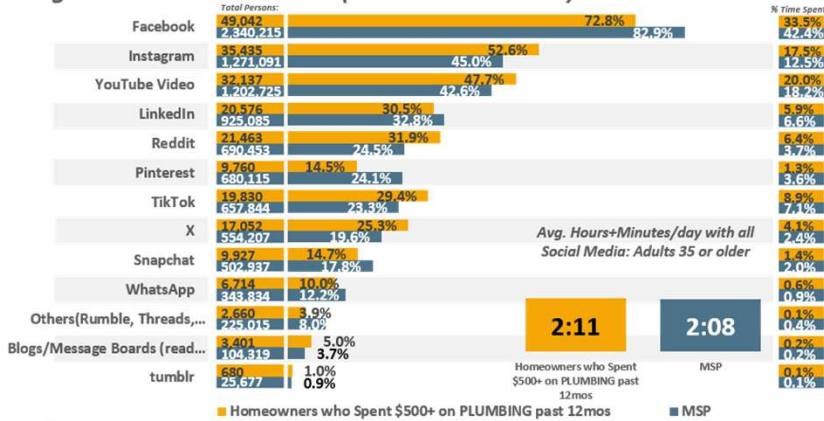




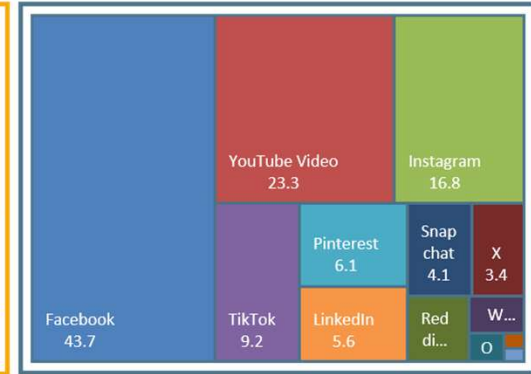
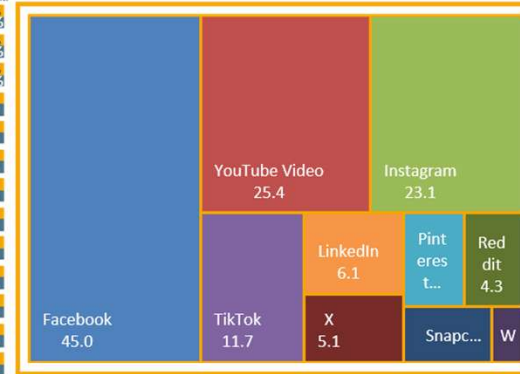
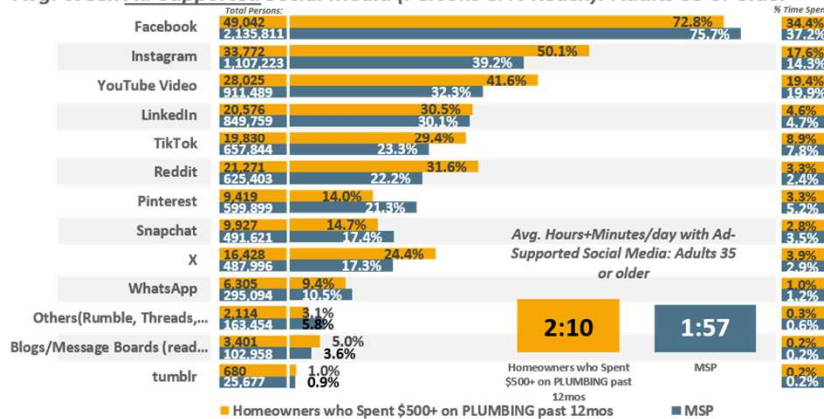


49,042 or 72.8% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported Facebook for an average of 45. minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

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



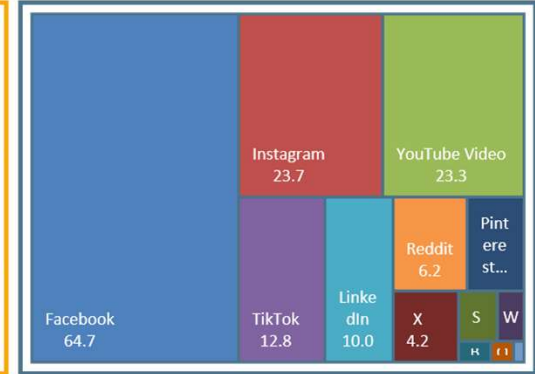
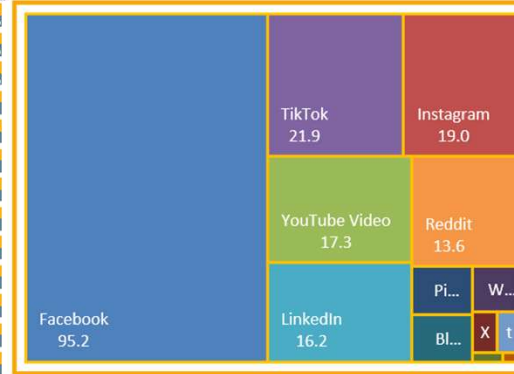
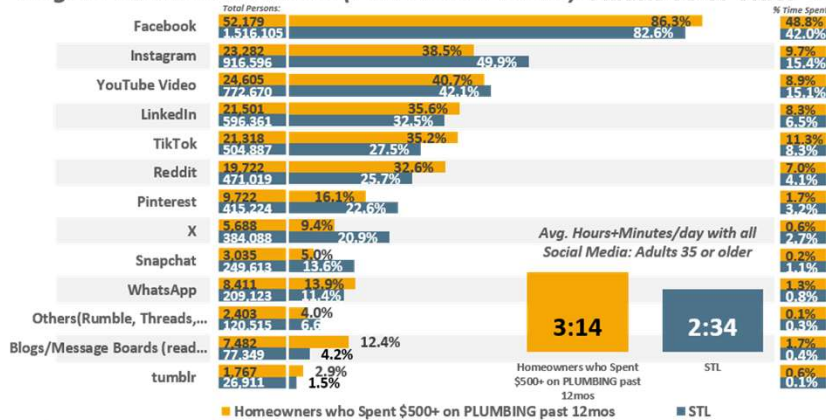
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



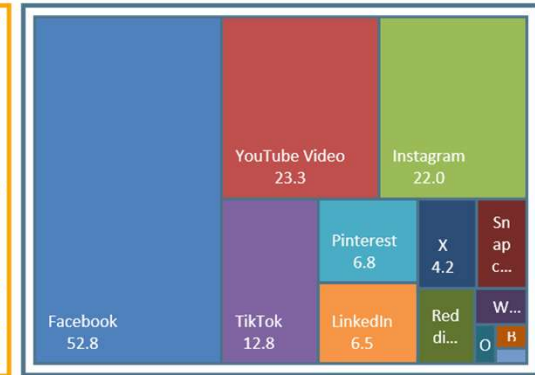
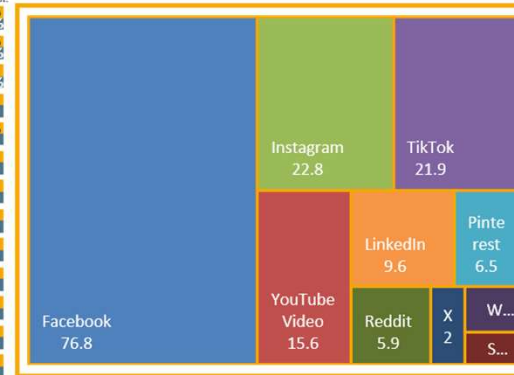
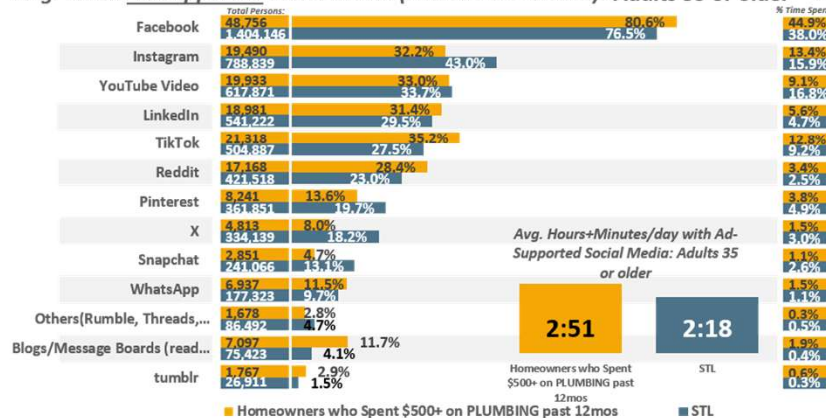


48,756 or 80.6% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported Facebook for an average of 76.8 minutes every day representing 44.9% of all time spent daily with Ad-Supported Social Media.

**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**



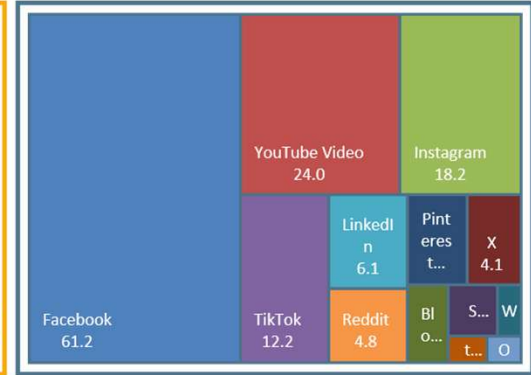
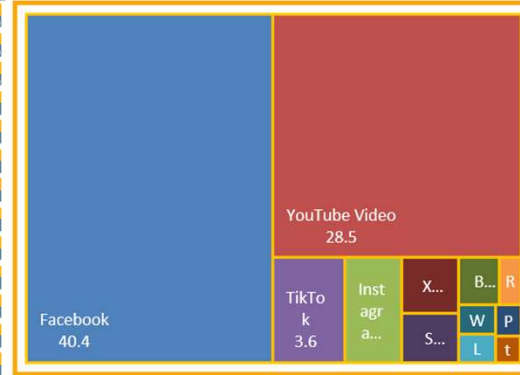
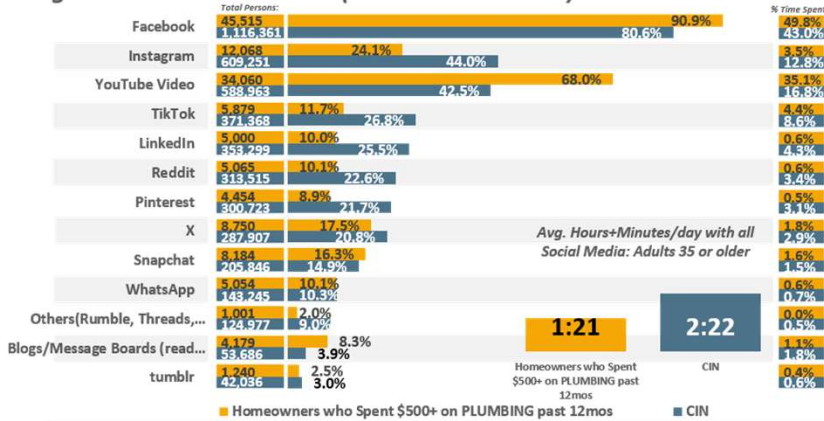
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



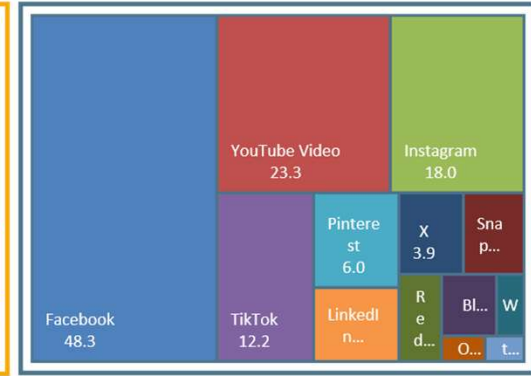
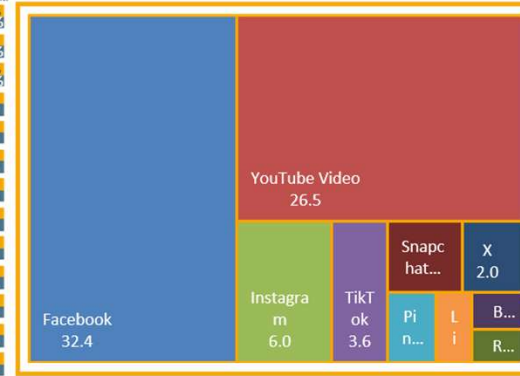
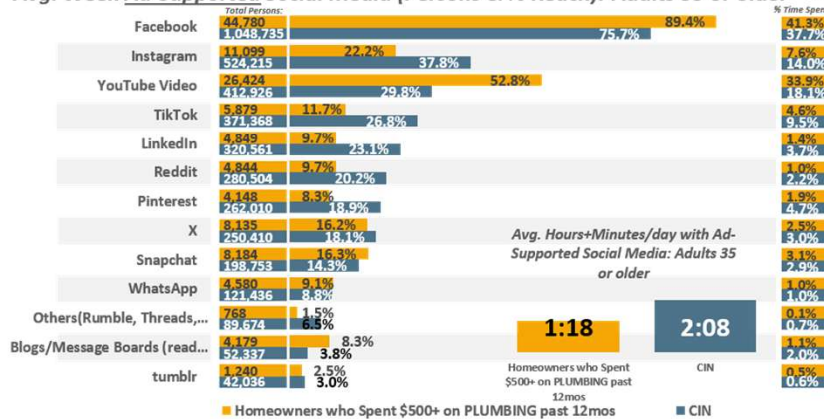


44,780 or 89.4% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported Facebook for an average of 32.4 minutes every day representing 41.3% of all time spent daily with Ad-Supported Social Media.

**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**

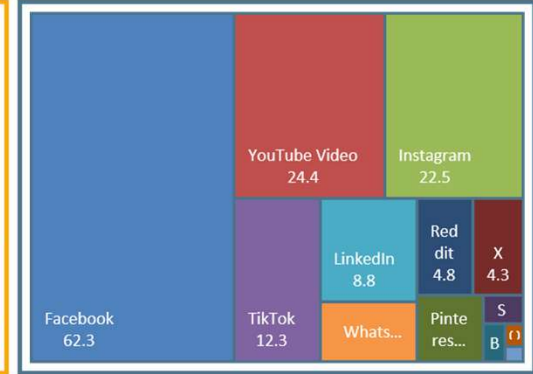
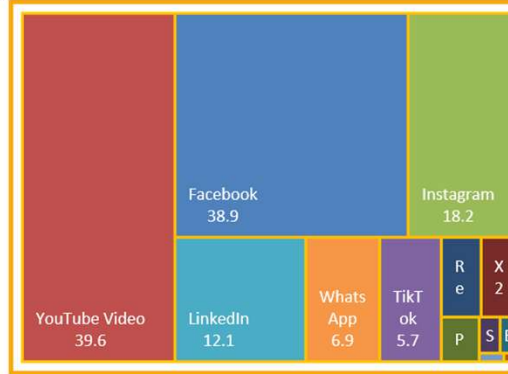
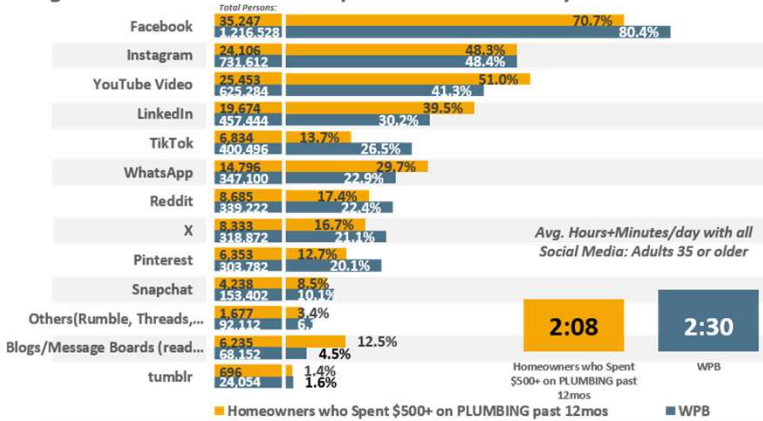




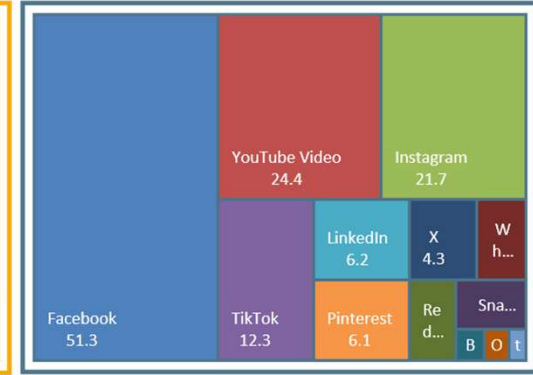
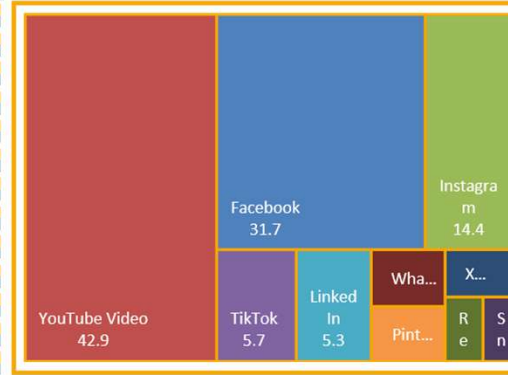
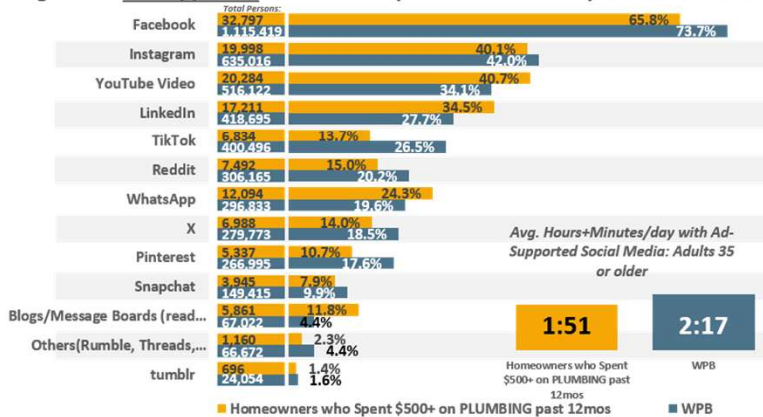


20,284 or 40.7% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported YouTube Video for an average of 42.9 minutes every day representing 38.5% of all time spent daily with Ad-Supported Social Media.

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



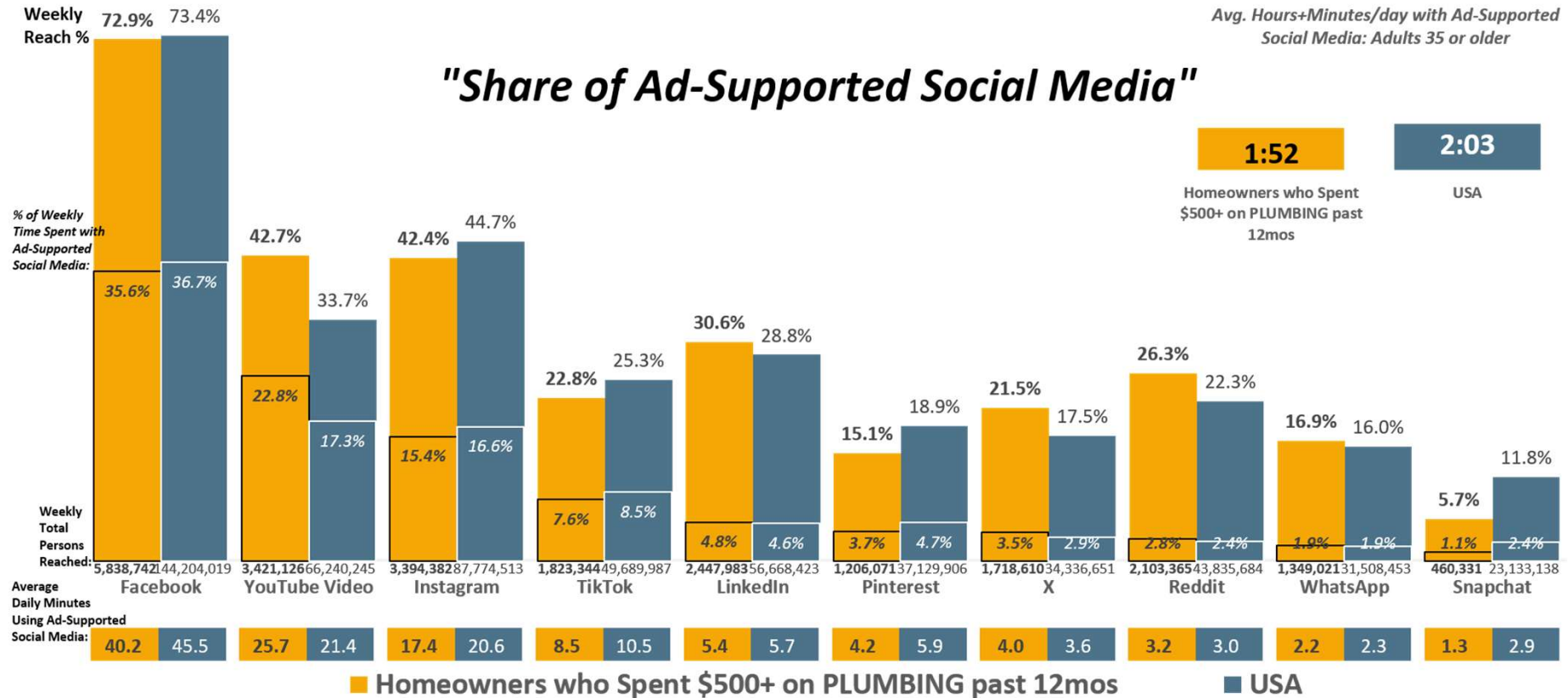
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





5,838,742 or 72.9% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported Facebook for an average of 40.2 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 789 Scarborough R1 2026: Jan25-Mar26  
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USA Projection Scarborough R1 2026: Jan25-Mar26

Qual Intab 24,338

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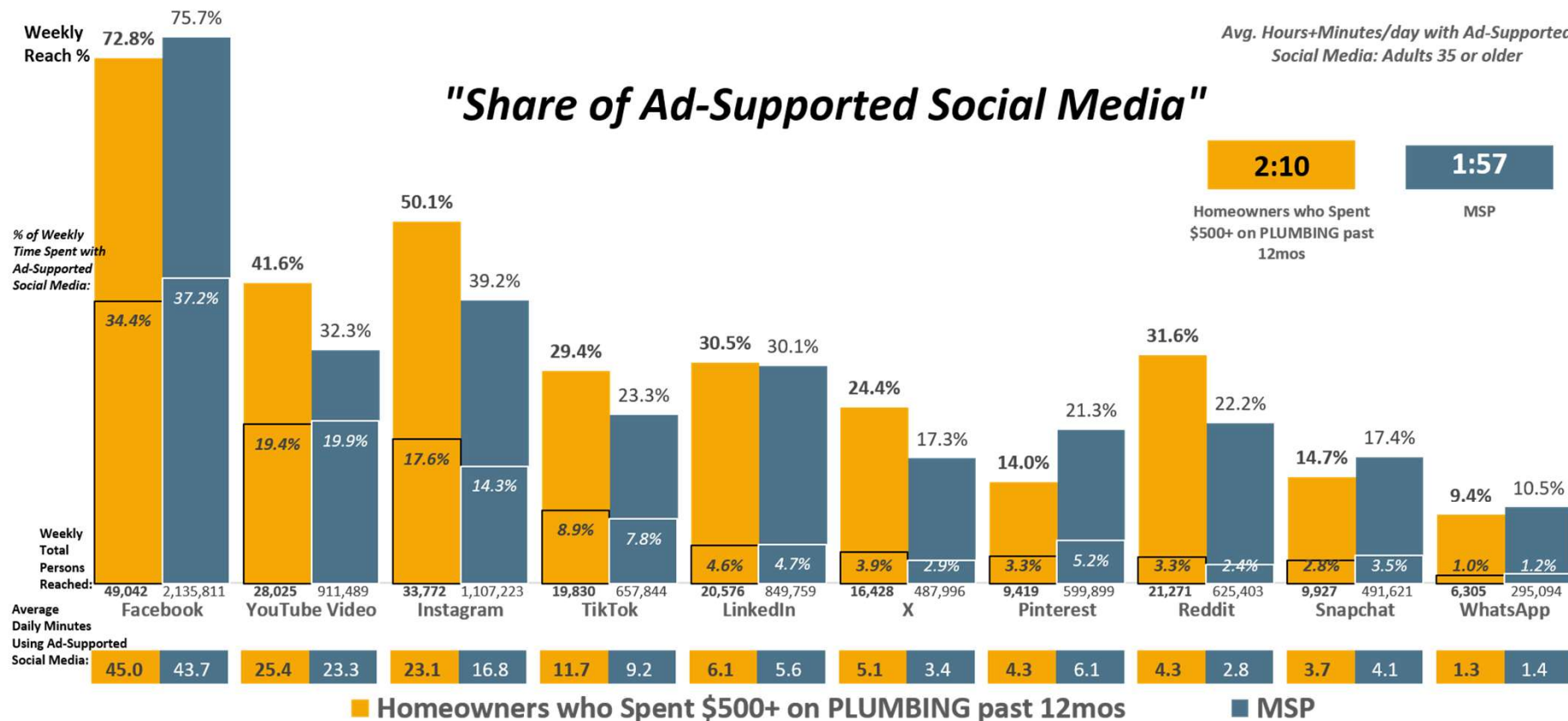
Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]



49,042 or 72.8% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported Facebook for an average of 45. minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"

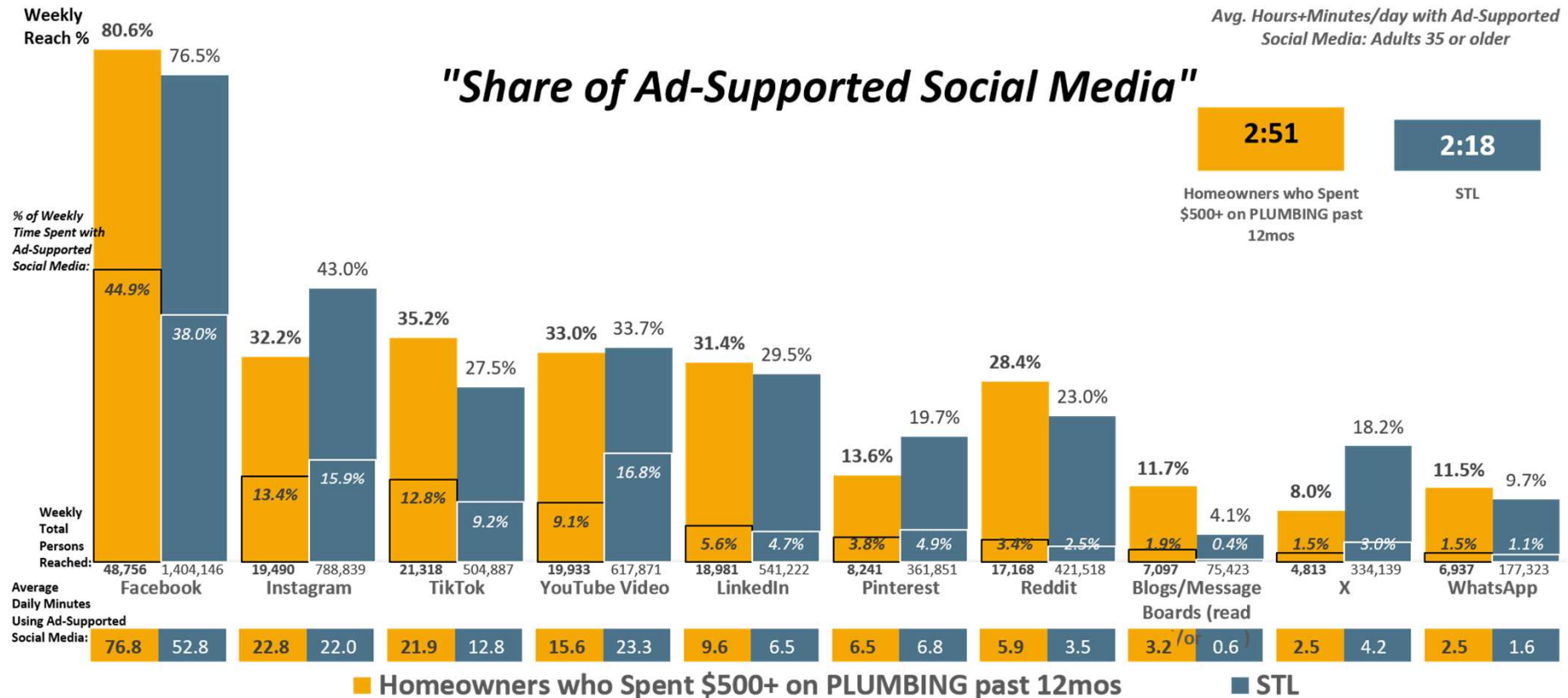






48,756 or 80.6% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported Facebook for an average of 76.8 minutes every day representing 44.9% of all time spent daily with Ad-Supported Social Media.

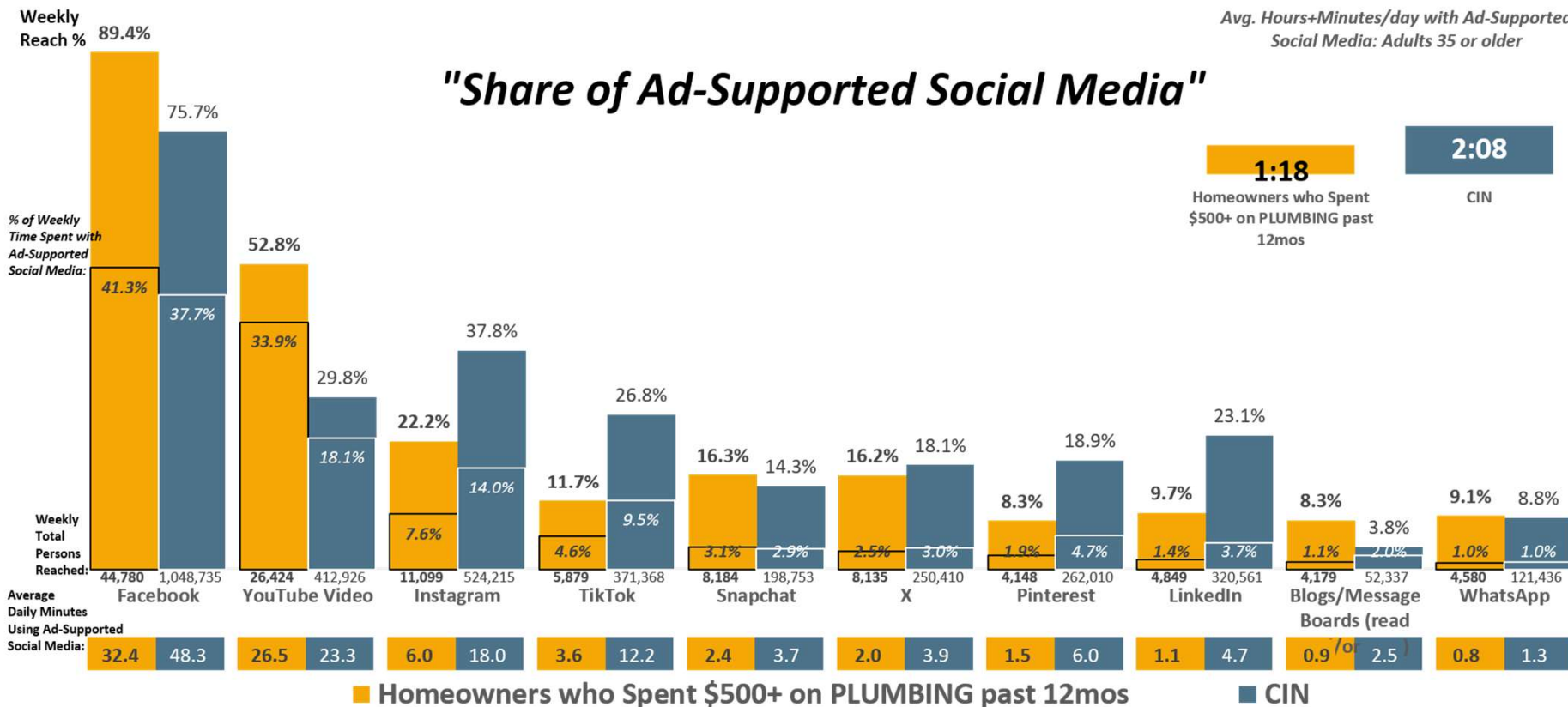
## "Share of Ad-Supported Social Media"





44,780 or 89.4% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported Facebook for an average of 32.4 minutes every day representing 41.3% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 51 CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900  
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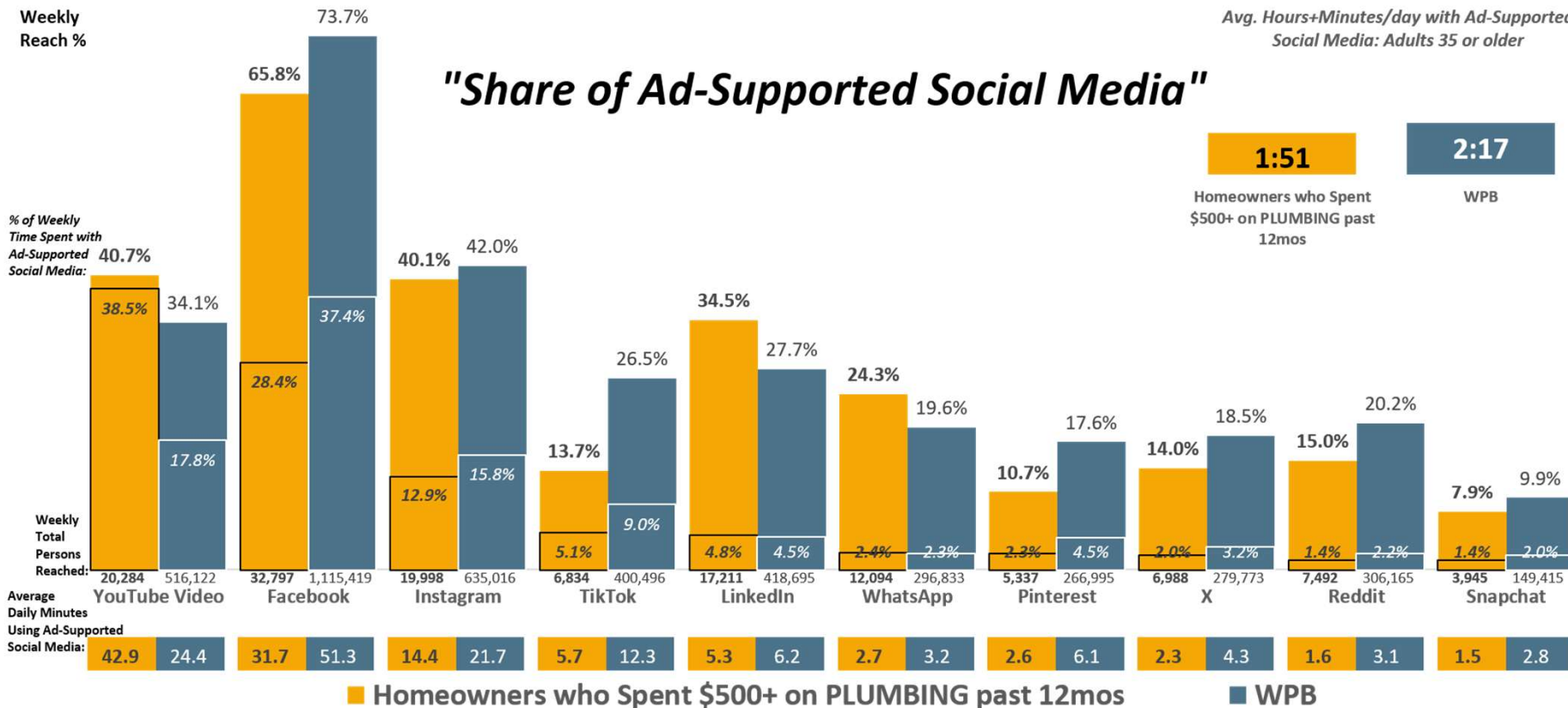
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more]]



20,284 or 40.7% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported YouTube Video for an average of 42.9 minutes every day representing 38.5% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"

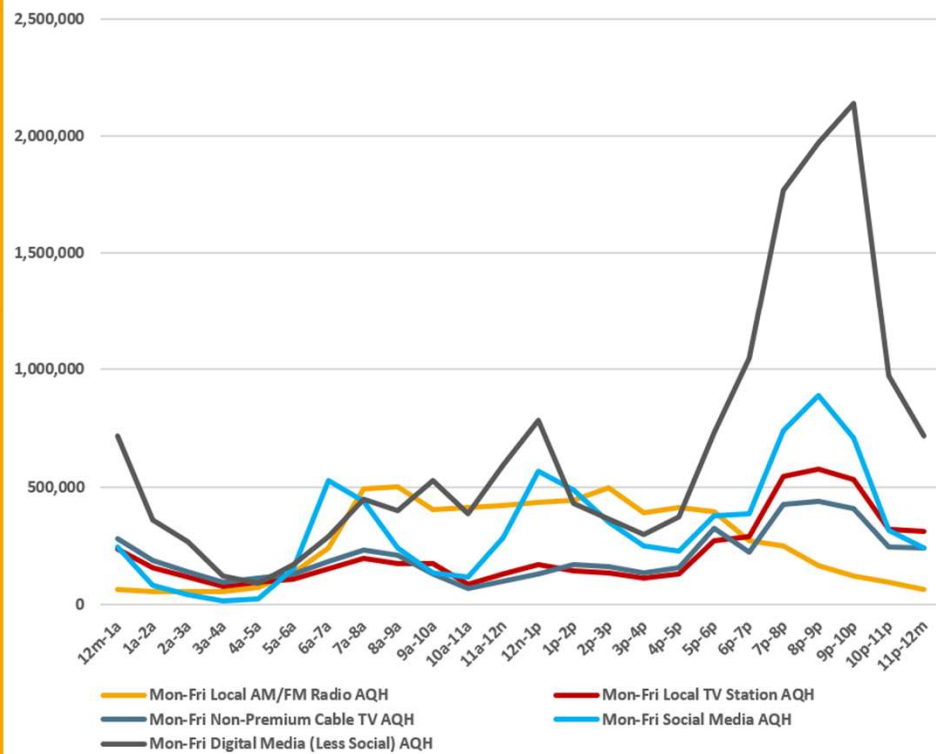




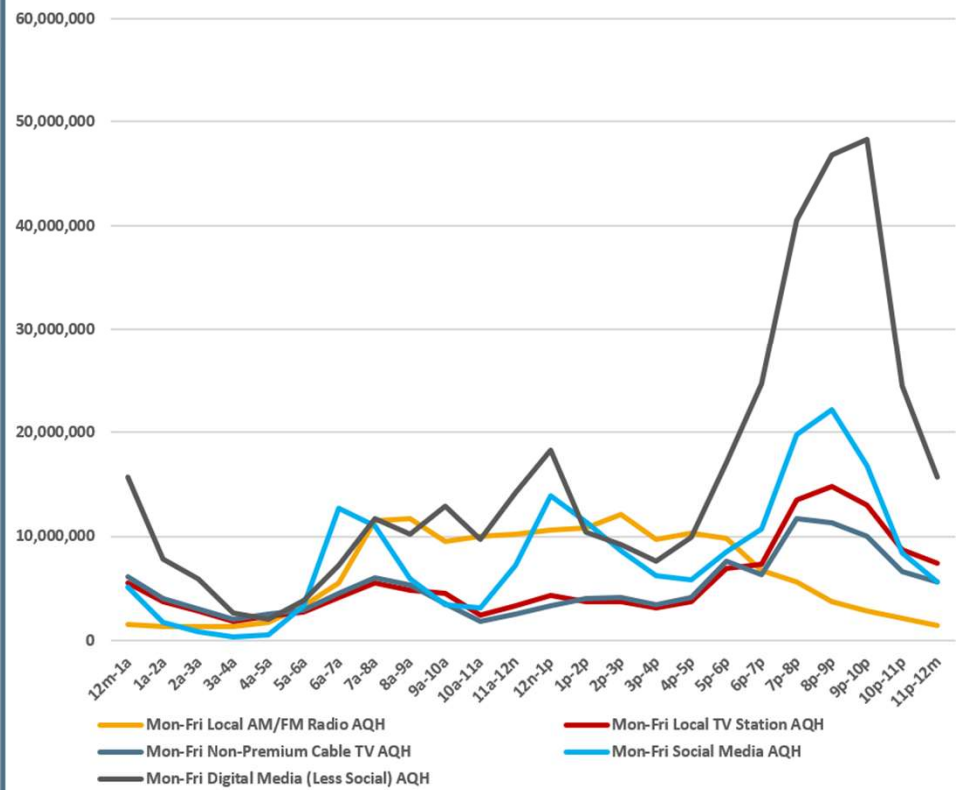


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 512,416;  
Local Radio: 408,299; Social Media: 337,026; Non-Prem. Cable: 170,512; Local TV: 165,934  
reaching Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 35 or older Homeowners who Spent \$500+ on**  
**PLUMBING past 12mos**



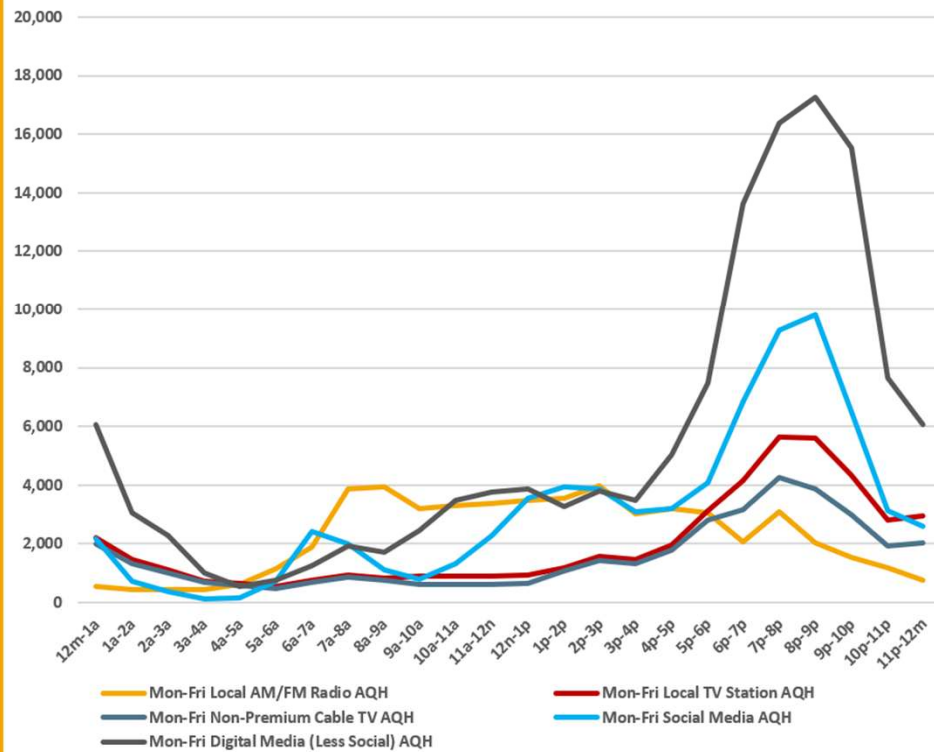
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**USA Metro Area Adults 35 or older**



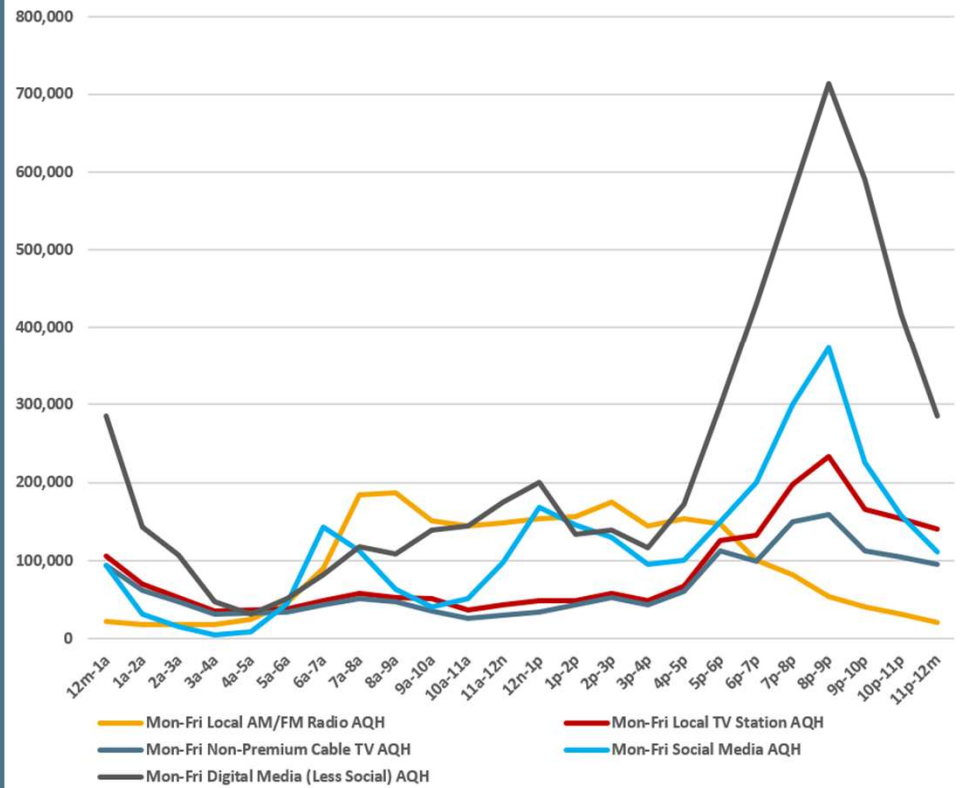


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,241; Local Radio: 3,223; Social Media: 2,962; Local TV: 1,508; Non-Prem. Cable: 1,258 reaching Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 35 or older Homeowners who Spent \$500+ on**  
**PLUMBING past 12mos**



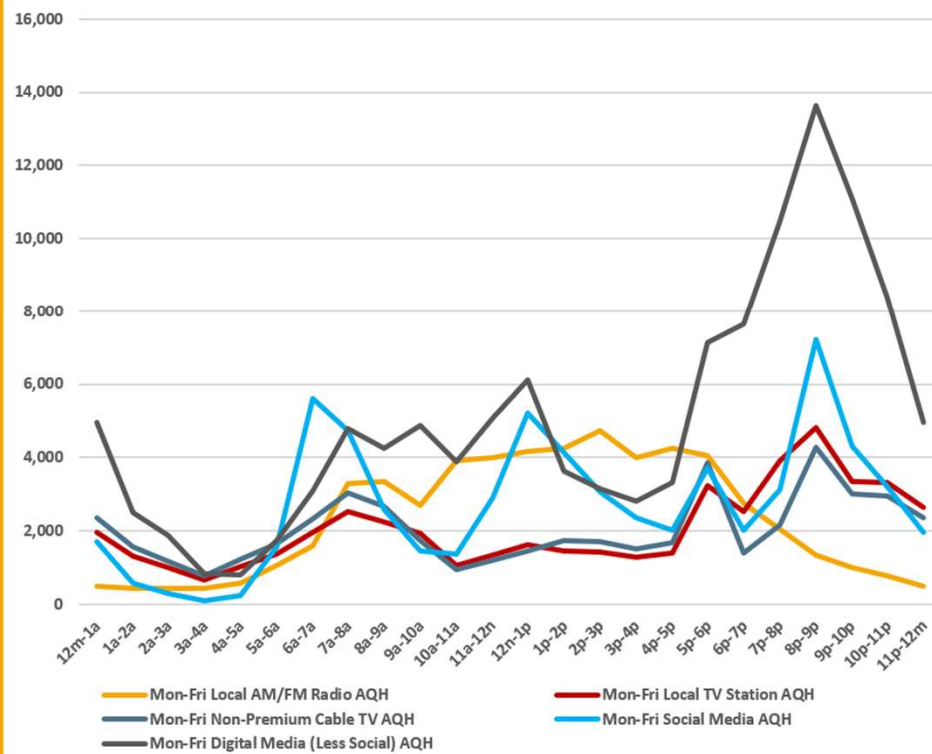
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**MSP Metro Area Adults 35 or older**



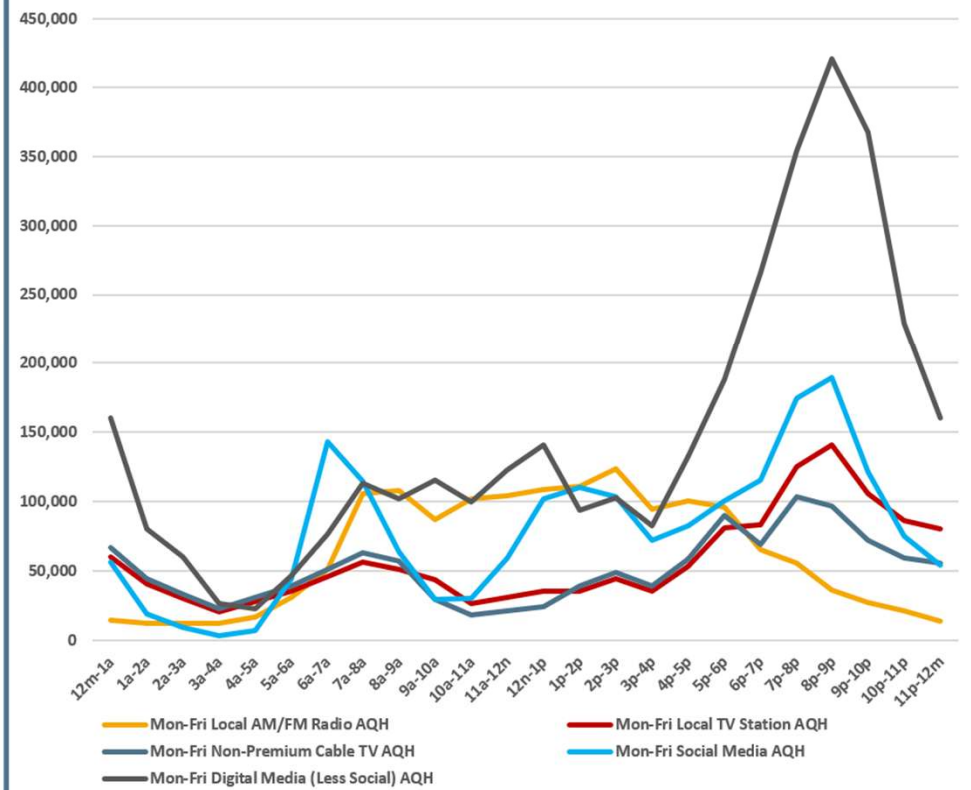


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,595; Local Radio: 3,614; Social Media: 3,161; Non-Prem. Cable: 1,939; Local TV: 1,845 reaching Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 35 or older Homeowners who Spent \$500+ on**  
**PLUMBING past 12mos**



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

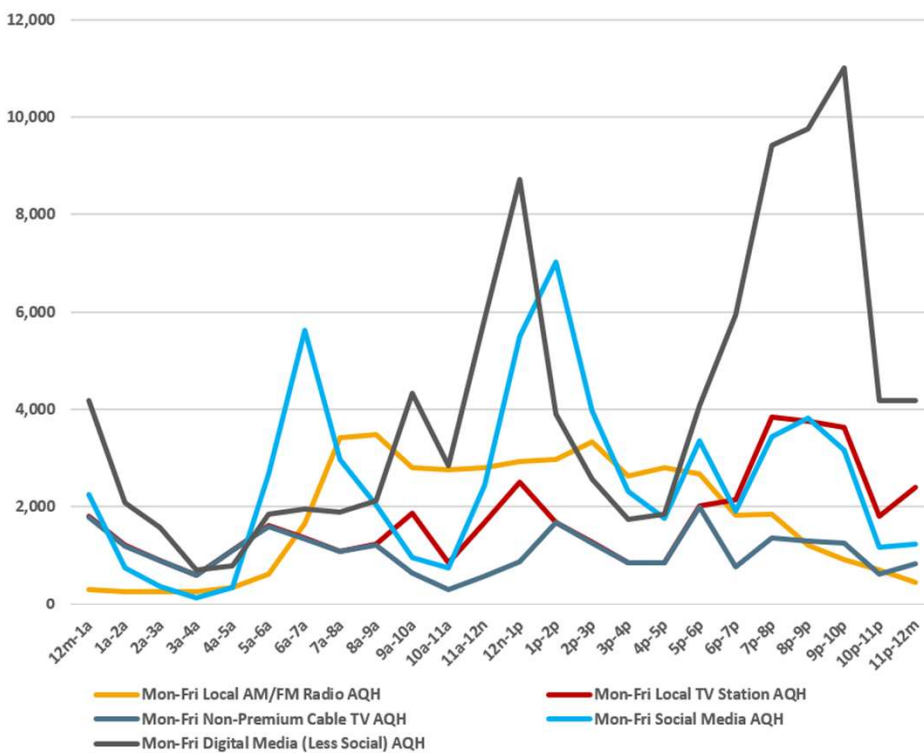




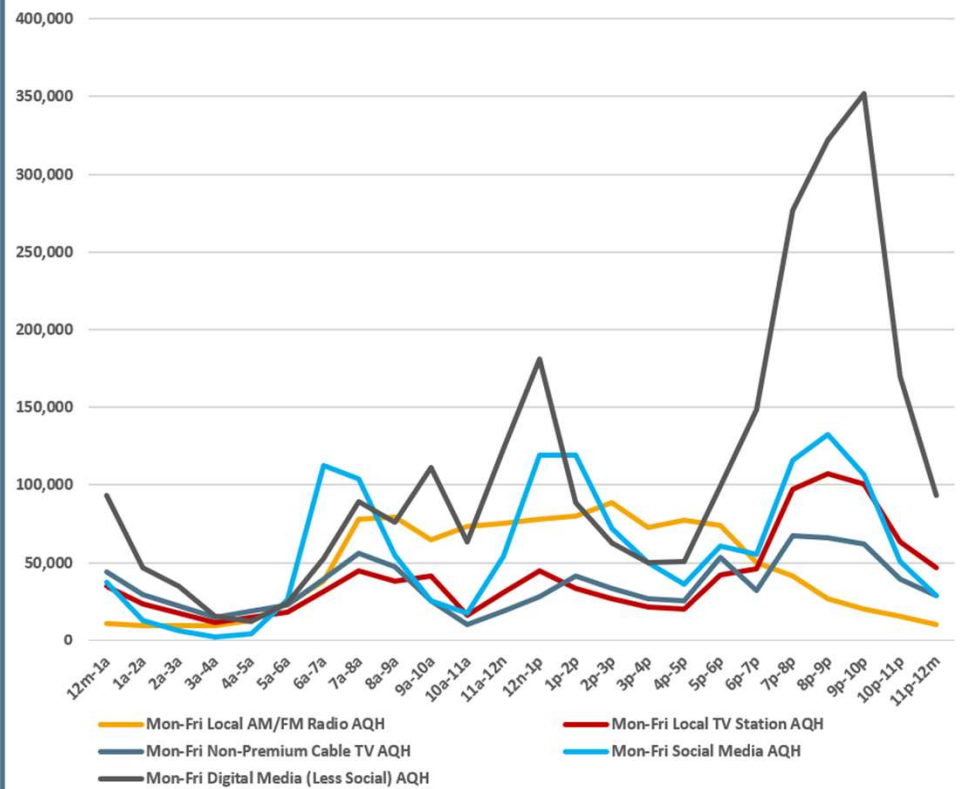


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,678;  
Social Media: 3,126; Local Radio: 2,776; Local TV: 1,496; Non-Prem. Cable: 1,038 reaching  
Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 35 or older Homeowners who Spent \$500+ on**  
**PLUMBING past 12mos**



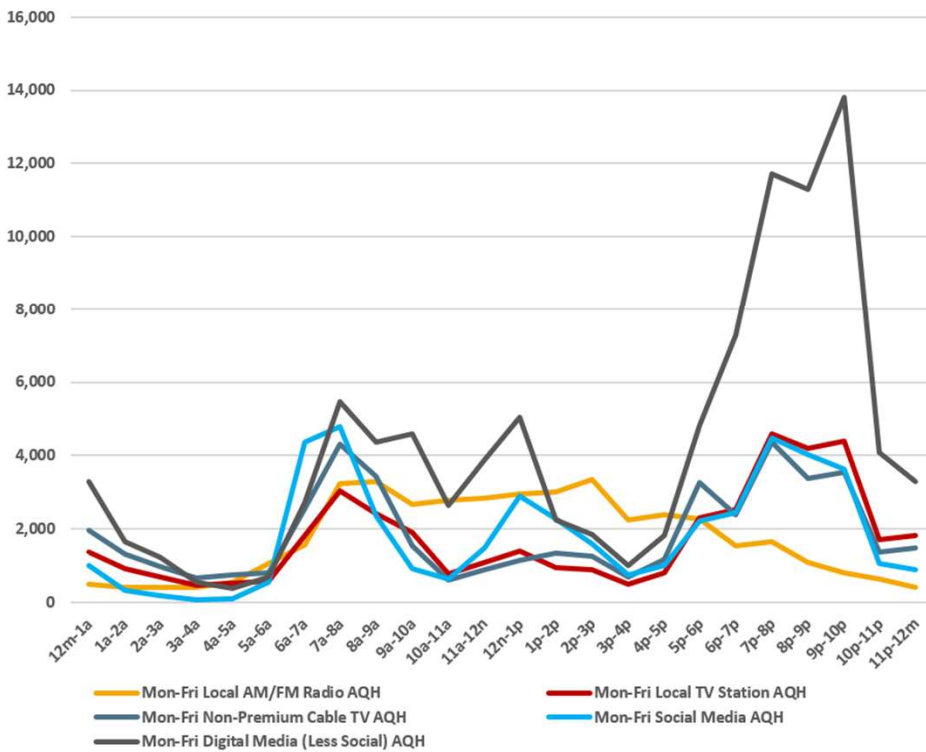
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**CIN Metro Area Adults 35 or older**



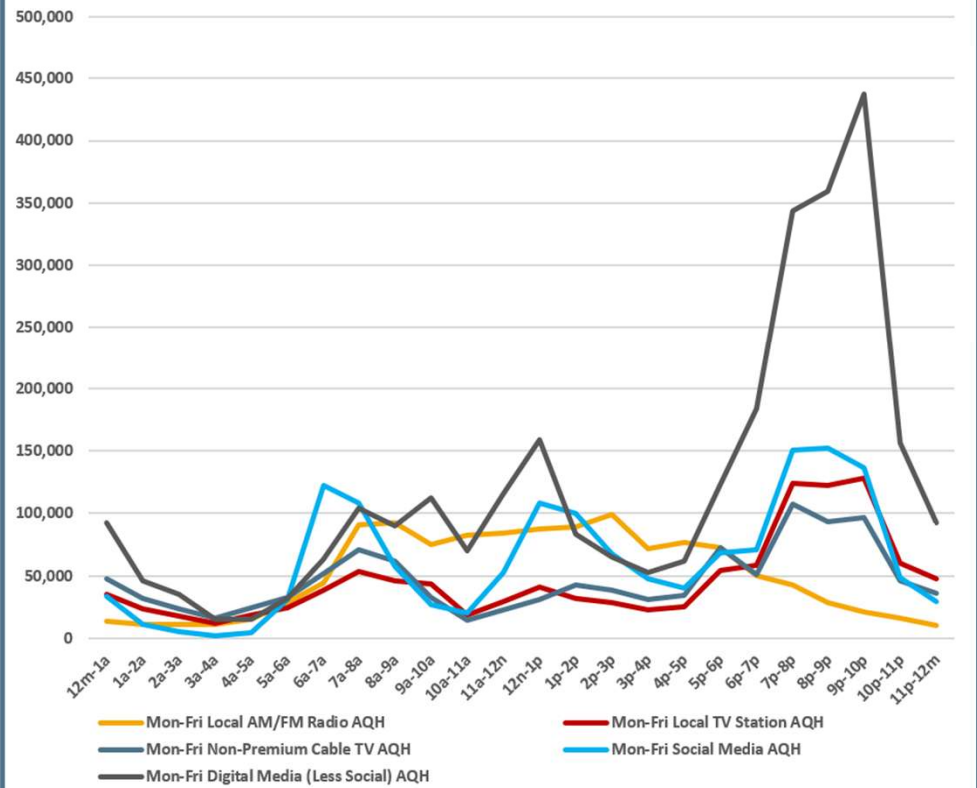


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,670; Local Radio: 2,622; Social Media: 2,131; Non-Prem. Cable: 1,888; Local TV: 1,564 reaching Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 35 or older Homeowners who Spent \$500+ on**  
**PLUMBING past 12mos**



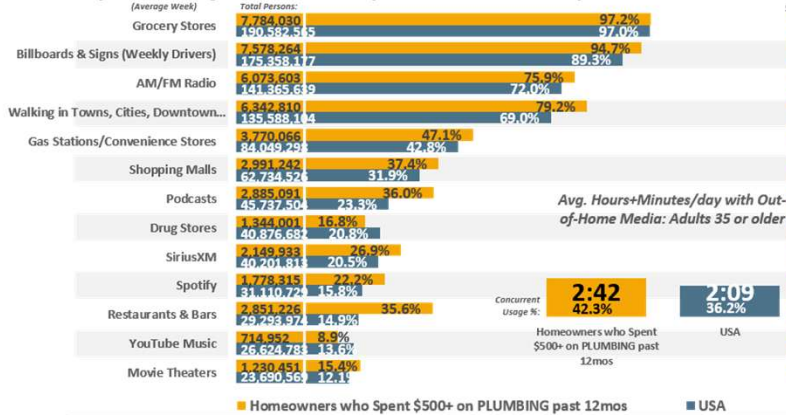
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**WPB Metro Area Adults 35 or older**



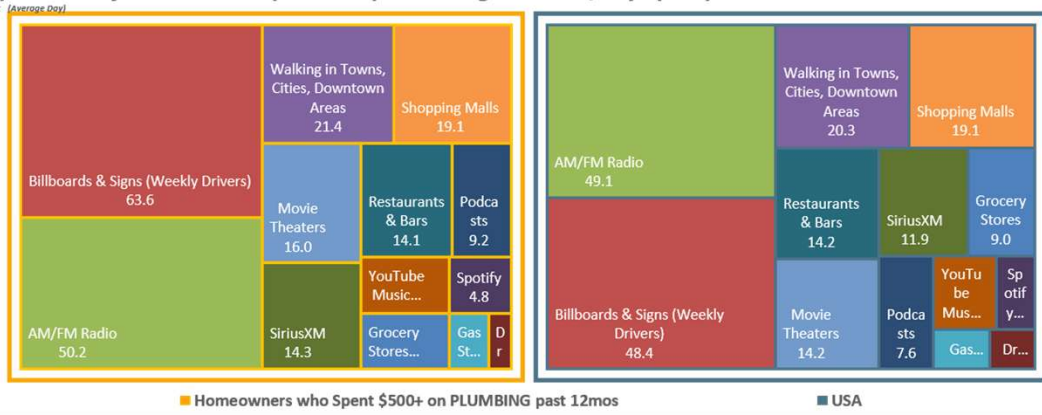


7,578,264 or 94.7% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 63.6 minutes per day driving, seeing Billboards and Signs. 70.2% Listen to Local Radio Stations Out-of-Home for an average of 43.9 minutes/day.

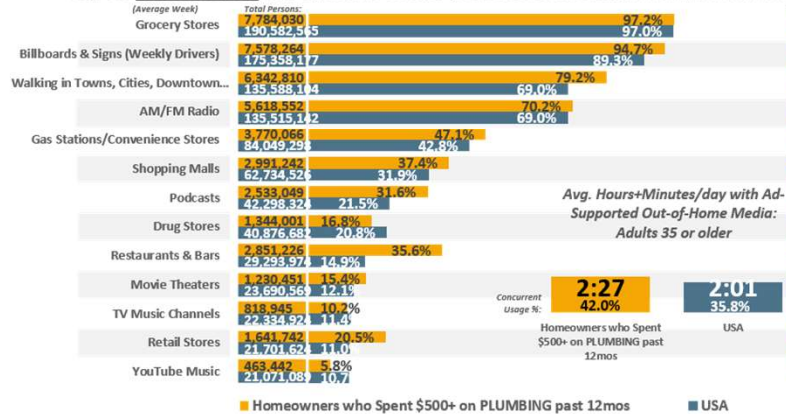
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



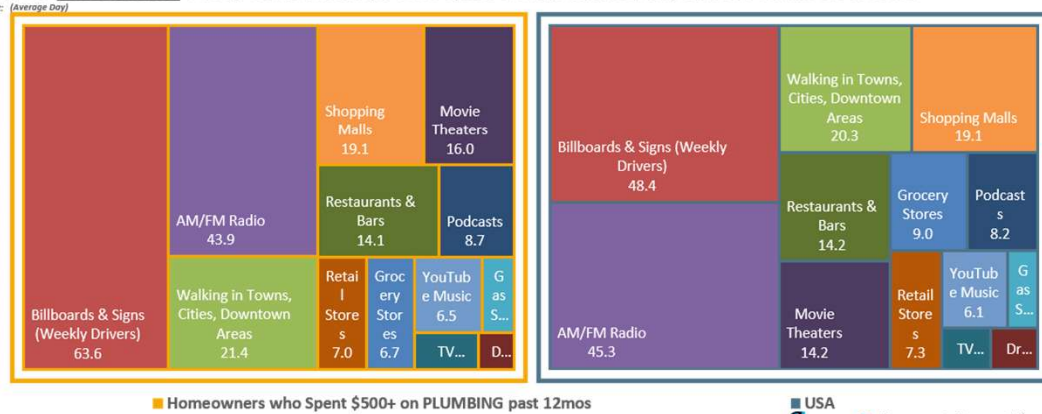
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 789  
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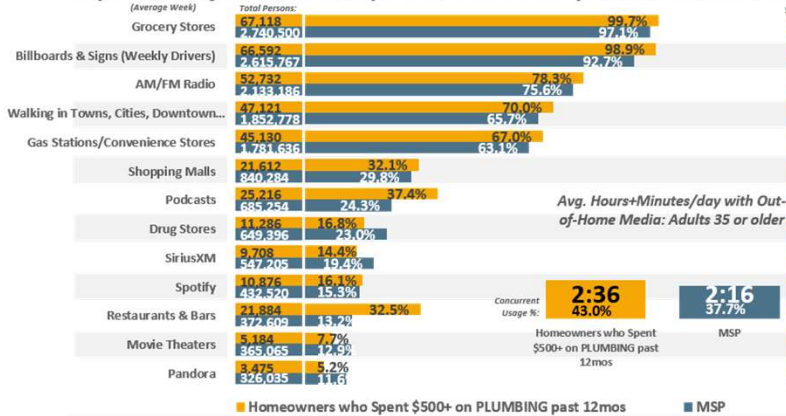
[[Own or rent residence (HHL): Own AND (Type of home improvement done past 12 mo (amt spent) (HHL): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHL): Plumbing:\$5,000 or more]]



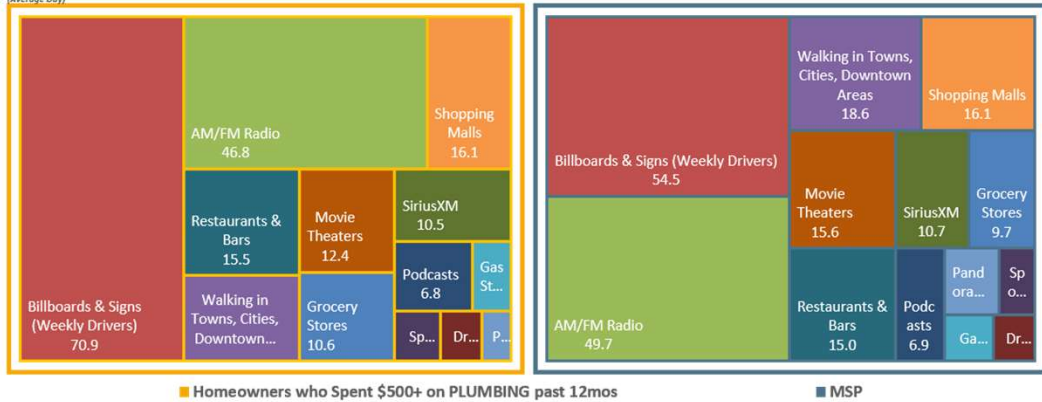


66,592 or 98.9% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 70.9 minutes per day driving, seeing Billboards and Signs. 70.3% Listen to Local Radio Stations Out-of-Home for an average of 39.6 minutes/day.

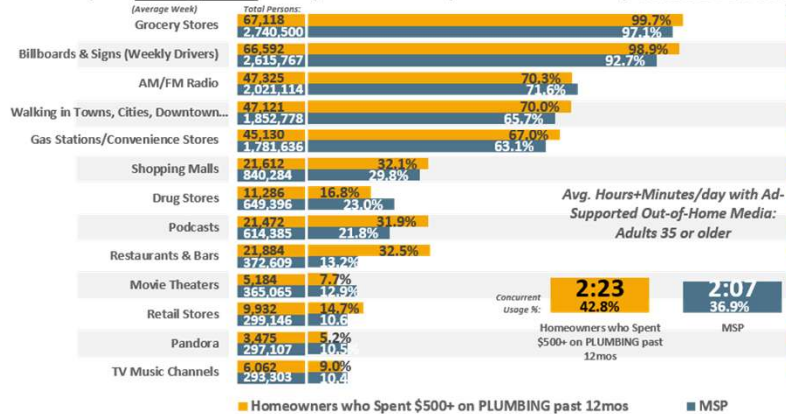
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



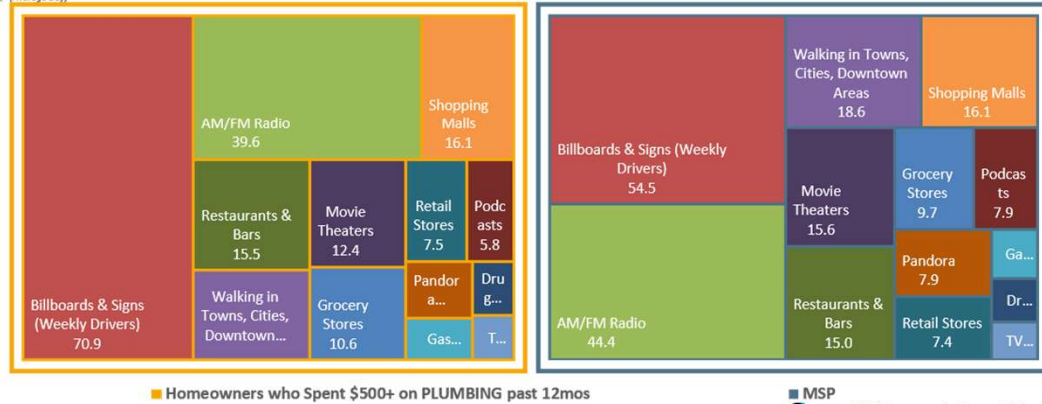
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



### 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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56  
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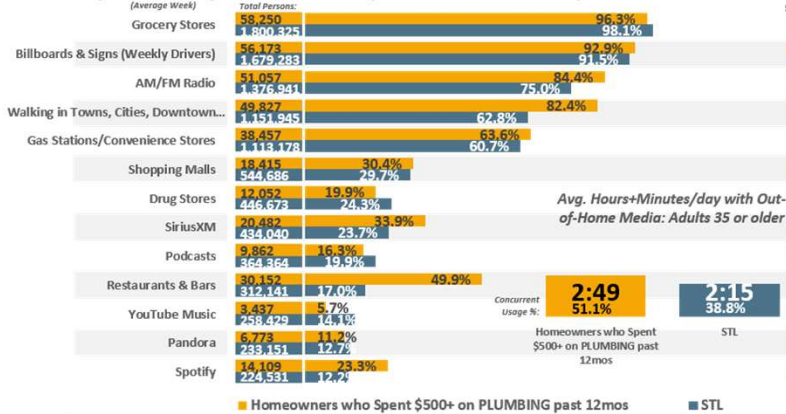
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHL): Own AND (Type of home improvement done past 12 mo (amt spent) (HHL): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHL): Plumbing:\$5,000 or more)]]

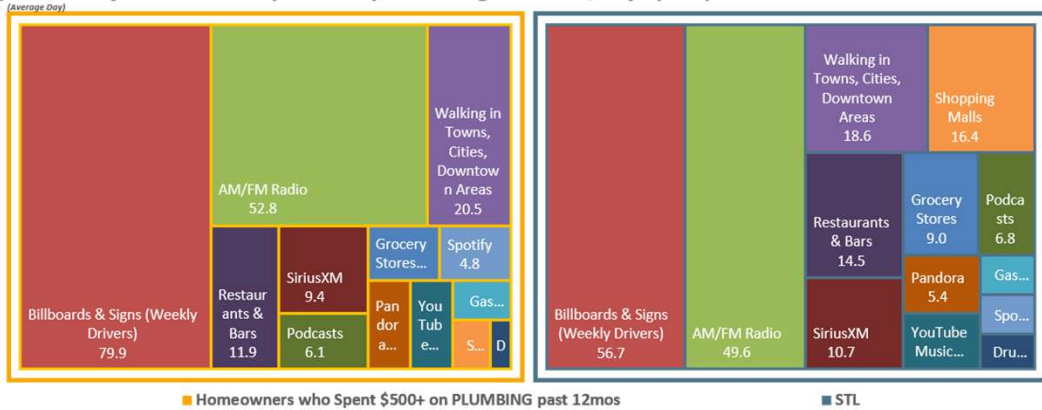


56,173 or 92.9% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 79.9 minutes per day driving, seeing Billboards and Signs. 81.1% Listen to Local Radio Stations Out-of-Home for an average of 50.9 minutes/day.

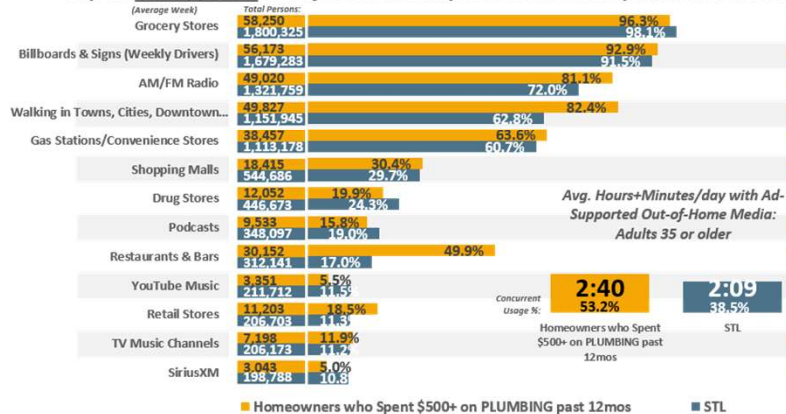
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



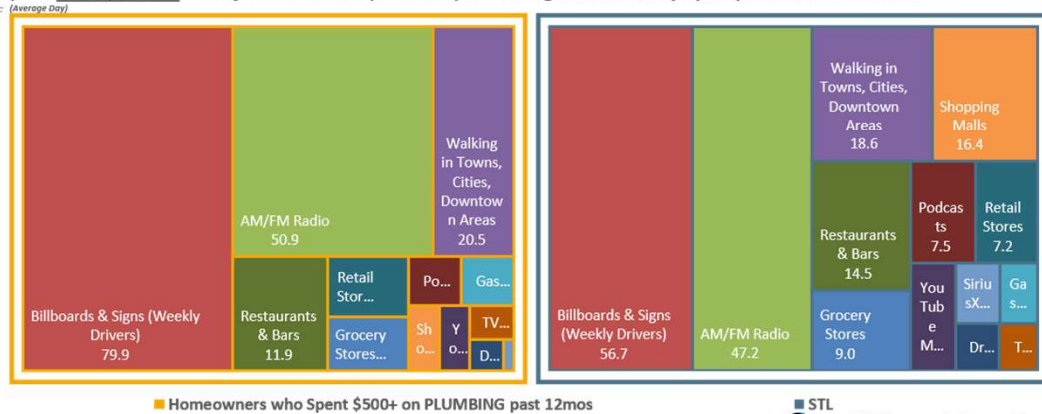
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



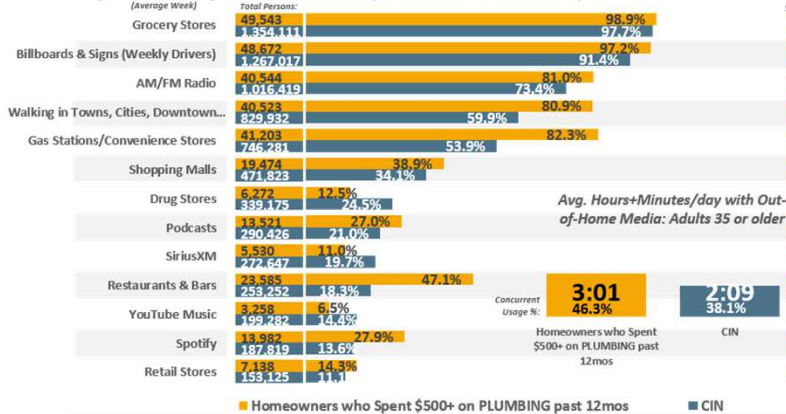
### Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



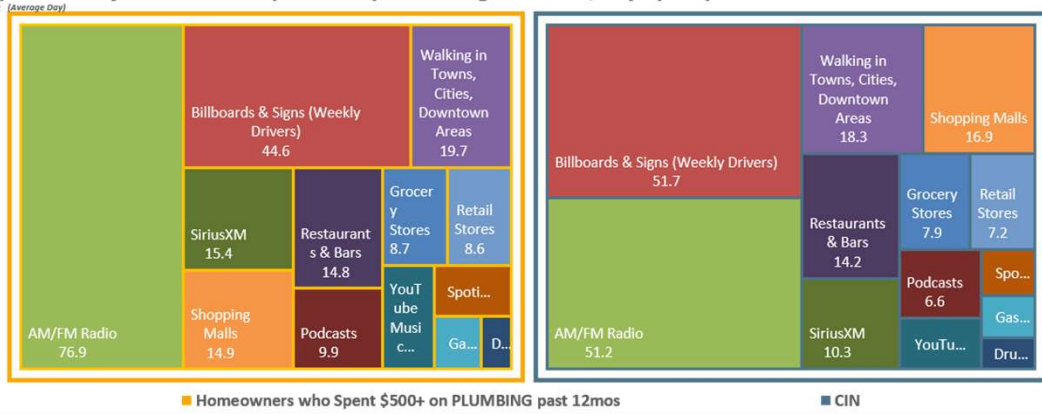


48,672 or 97.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 44.6 minutes per day driving, seeing Billboards and Signs. 75.5% Listen to Local Radio Stations Out-of-Home for an average of 71.1 minutes/day.

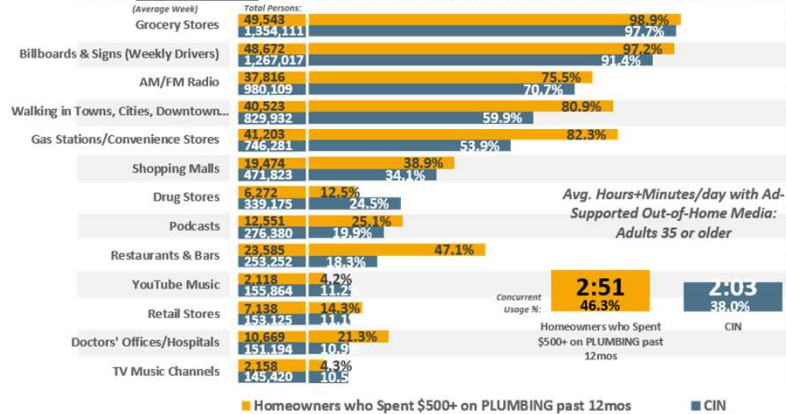
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



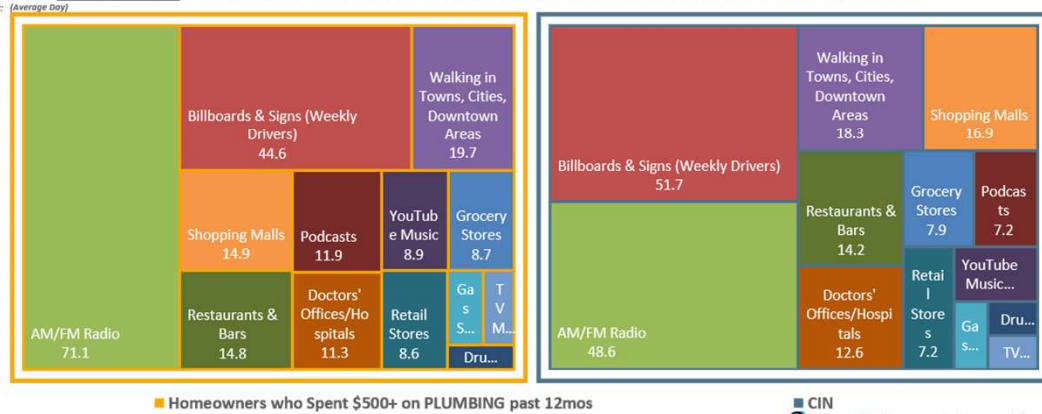
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



### 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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 51  
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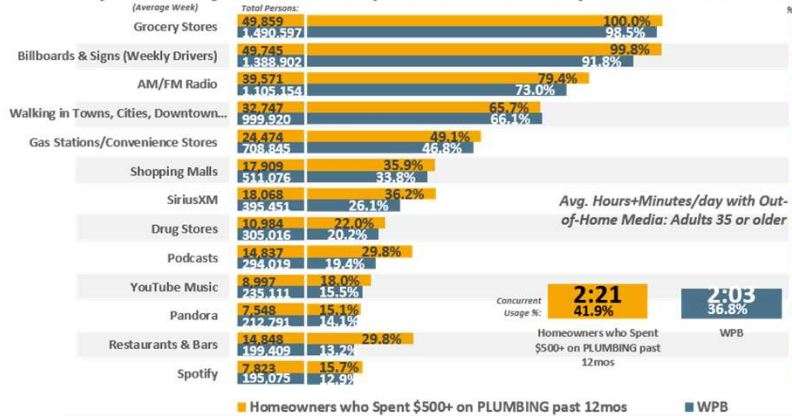
[[Own or rent residence (HHL): Own AND (Type of home improvement done past 12 mo (amt spent) (HHL): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHL): Plumbing:\$5,000 or more]]



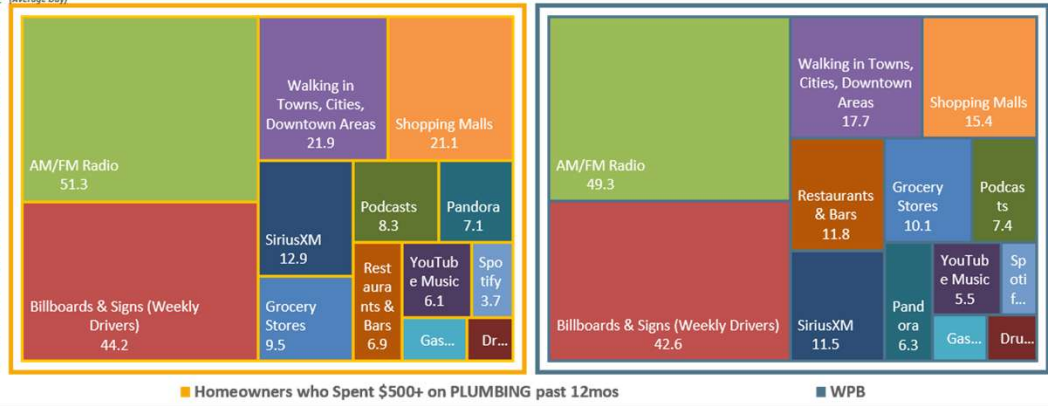


49,745 or 99.8% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 44.2 minutes per day driving, seeing Billboards and Signs. 73.7% Listen to Local Radio Stations Out-of-Home for an average of 47. minutes/day.

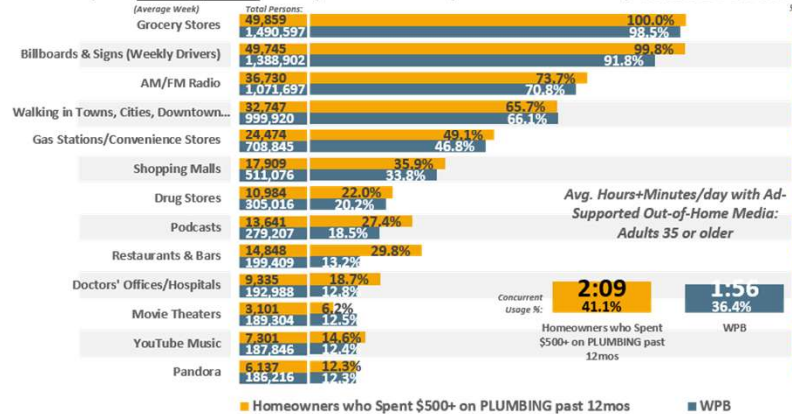
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



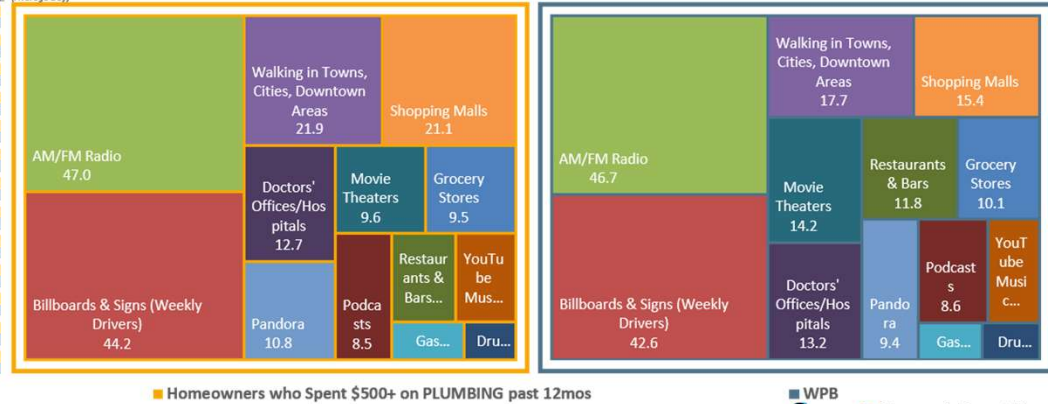
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 89  
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[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more]]

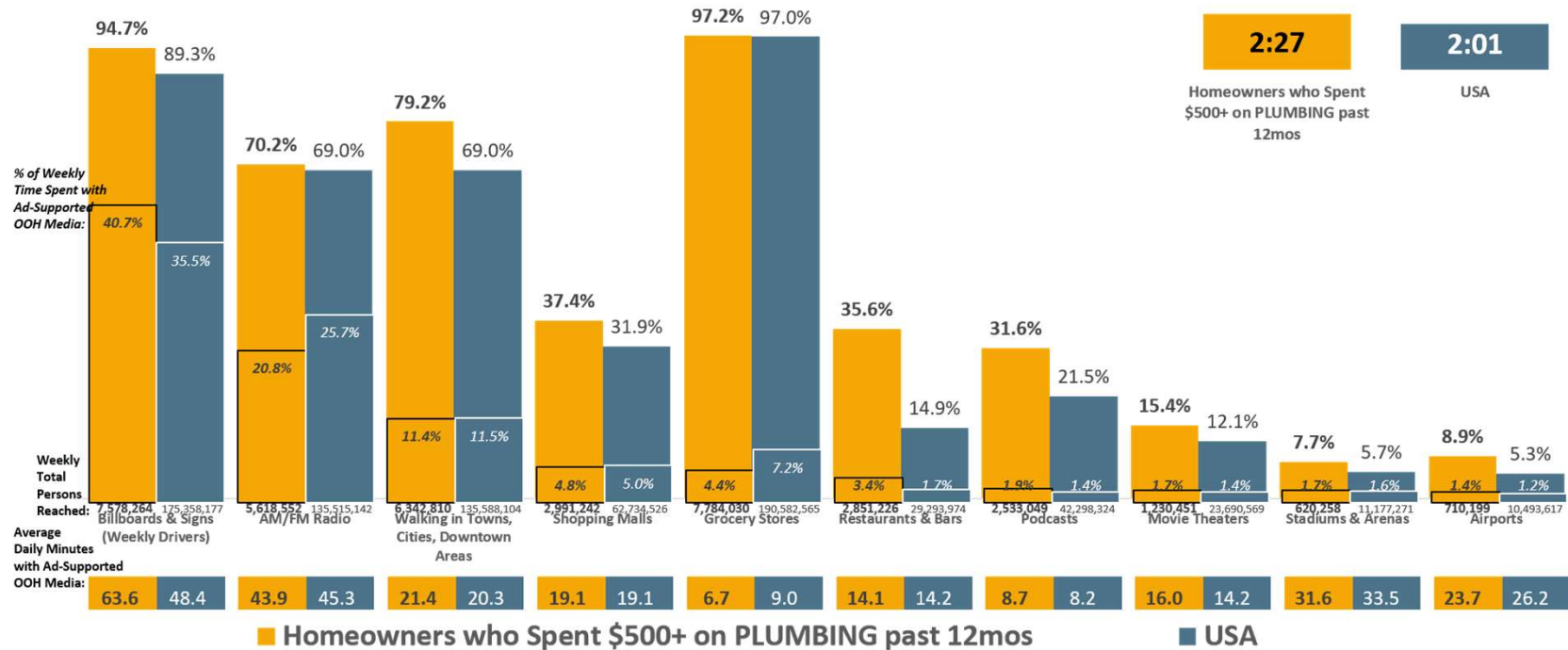


7,578,264 or 94.7% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 63.6 minutes per day driving, seeing Billboards and Signs representing 40.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 789 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338  
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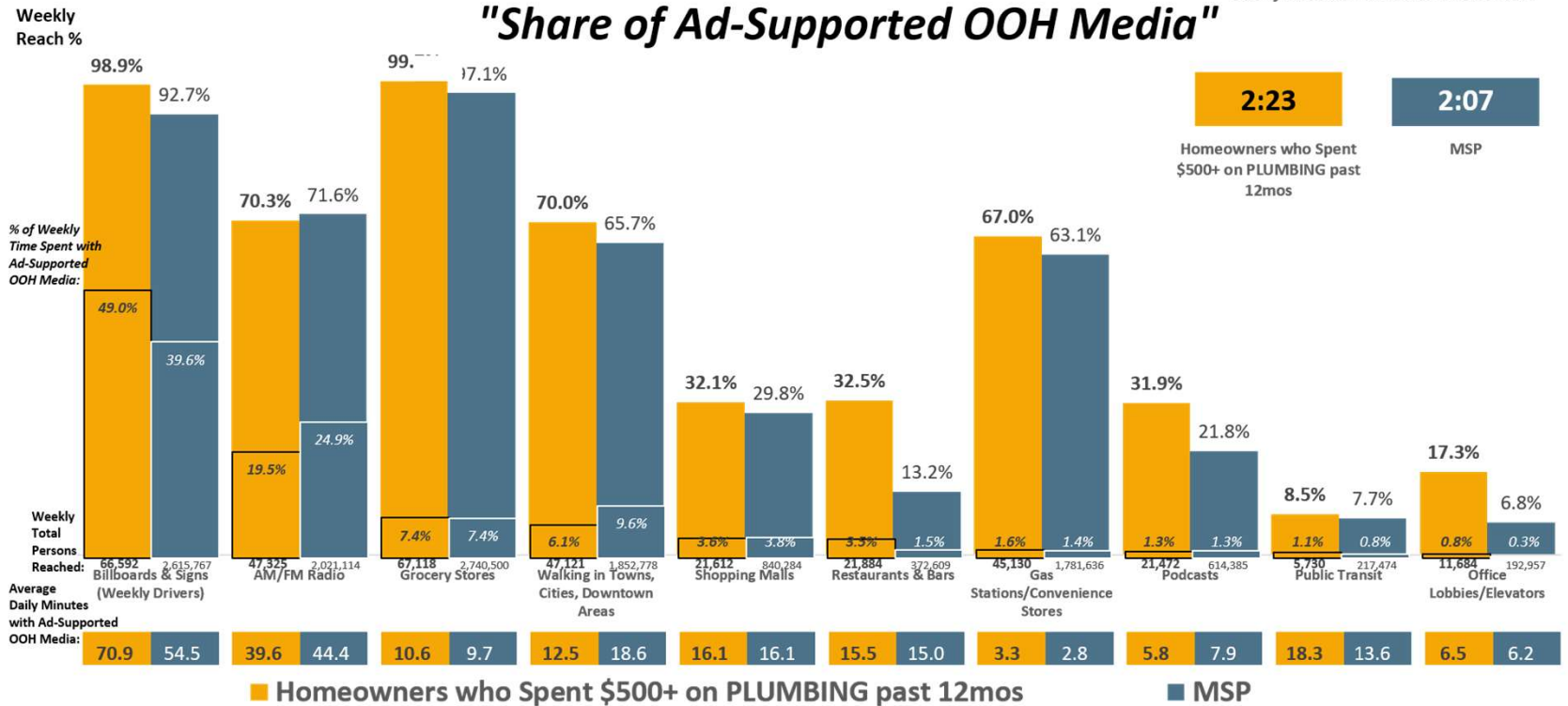
soefa.ai Share of Everything for Anything

[(Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more))]



66,592 or 98.9% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 70.9 minutes per day driving, seeing Billboards and Signs representing 49.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

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[(Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]



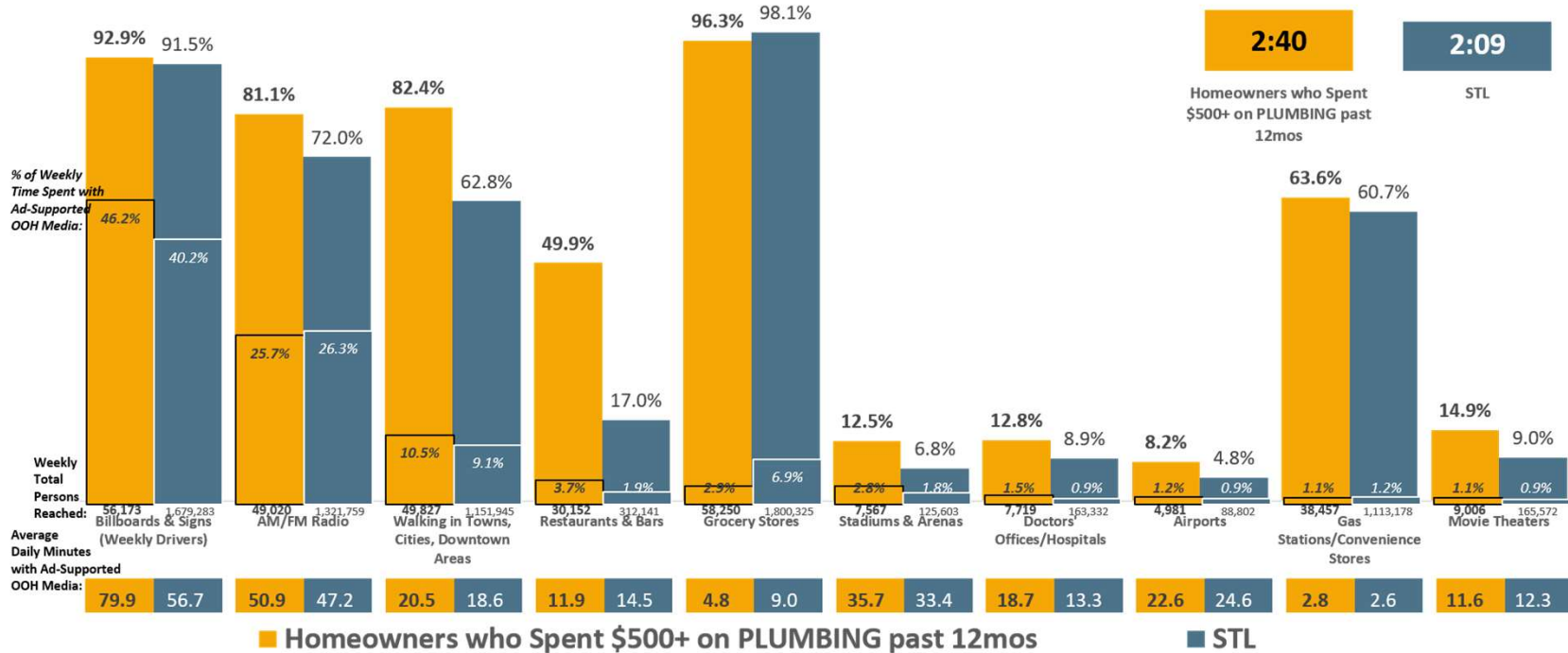


56,173 or 92.9% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 79.9 minutes per day driving, seeing Billboards and Signs representing 46.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 52  
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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[(Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]

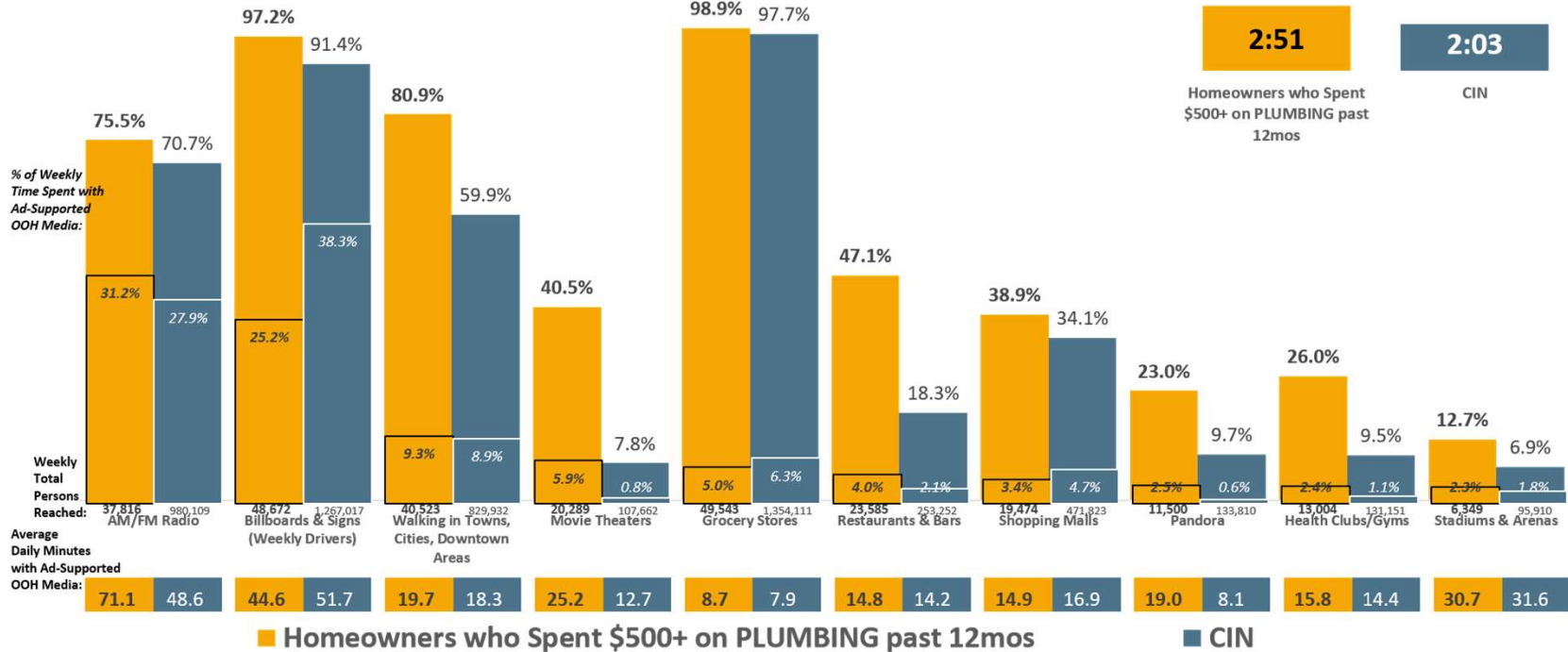


48,672 or 97.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 44.6 minutes per day driving, seeing Billboards and Signs representing 25.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 51  
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

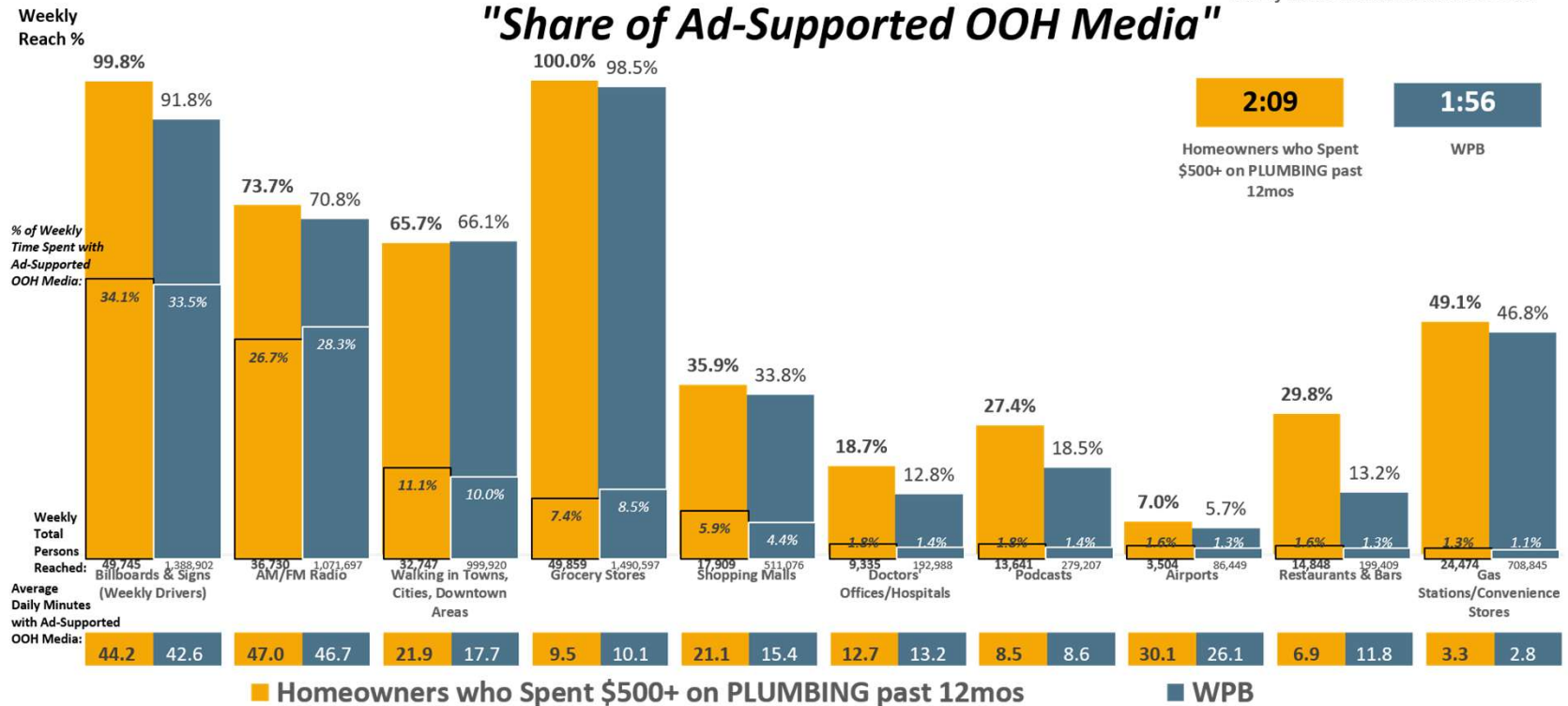
soefa.ai Share of Everything for Anything

[(Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]



49,745 or 99.8% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 44.2 minutes per day driving, seeing Billboards and Signs representing 34.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 89 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551

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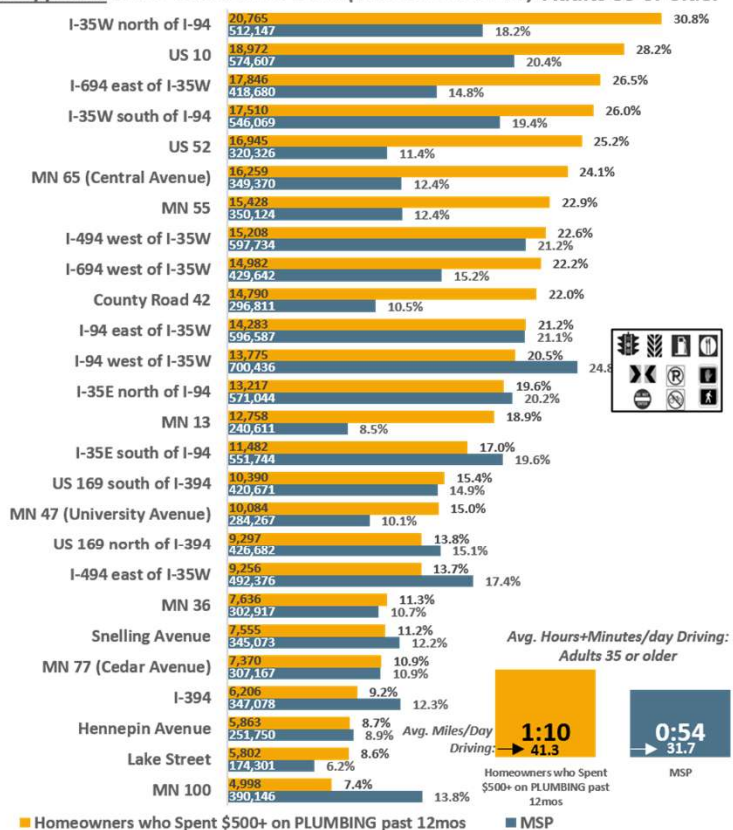
[(Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more))]



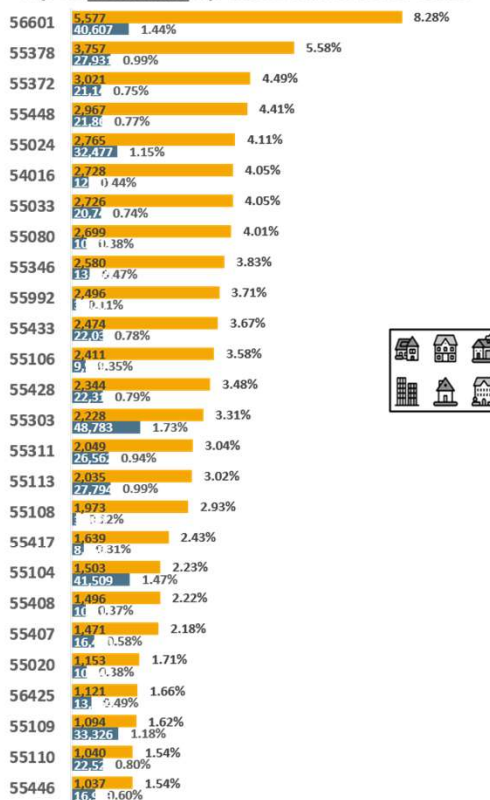


66,592 or 98.9% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 70.9 minutes per day driving an average of 41.3 miles each day and are 122.1% more likely to use MN 13 than the Metro average.

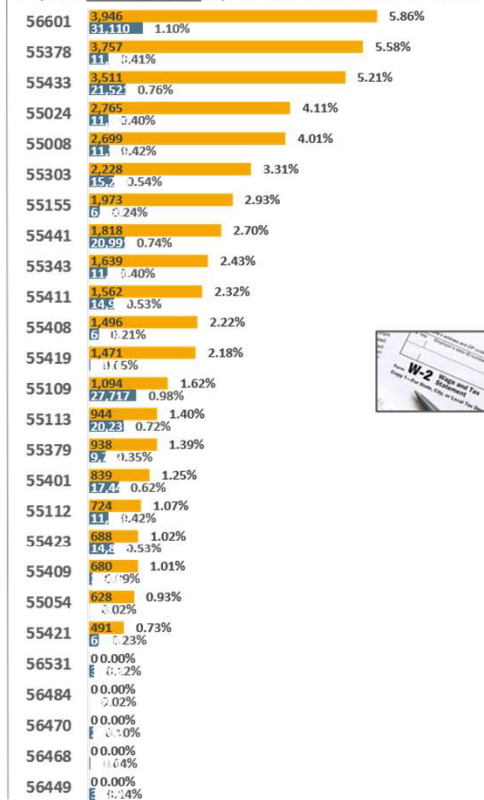
### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



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



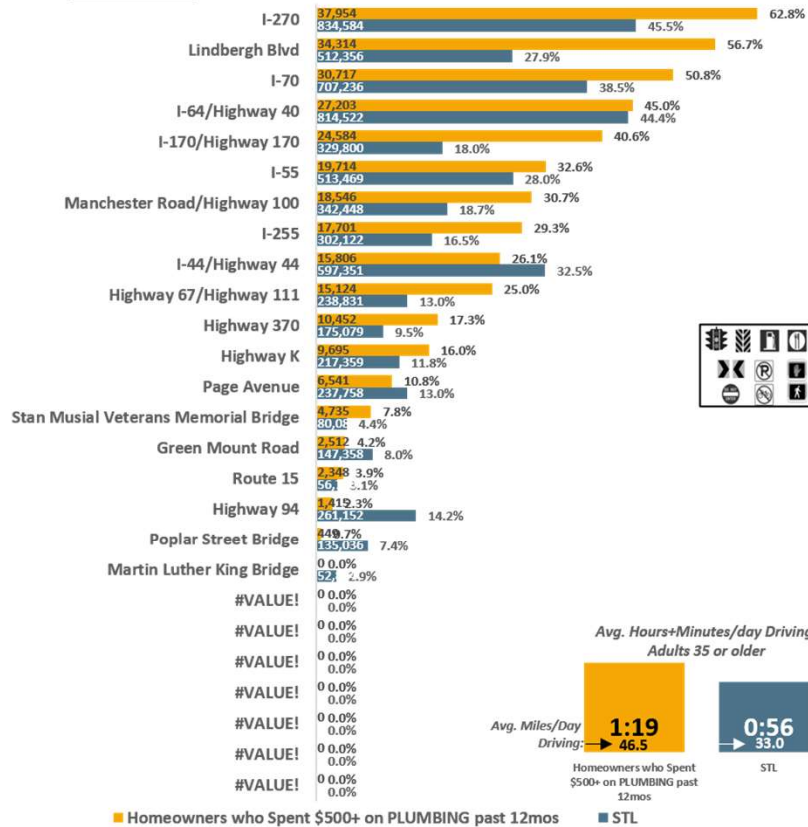
### Top-26 Employment Zip Codes: Adults 35 or older



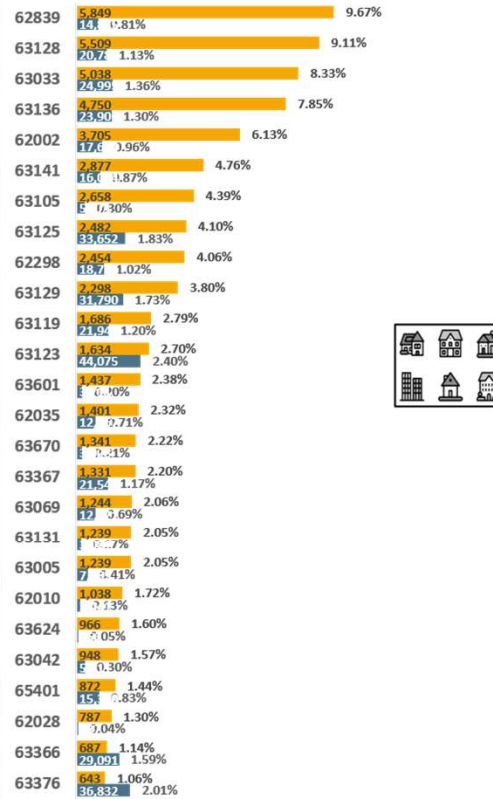


56,173 or 92.9% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 79.9 minutes per day driving an average of 46.5 miles each day and are 126.2% more likely to use I-170/Highway 170 than the Metro average.

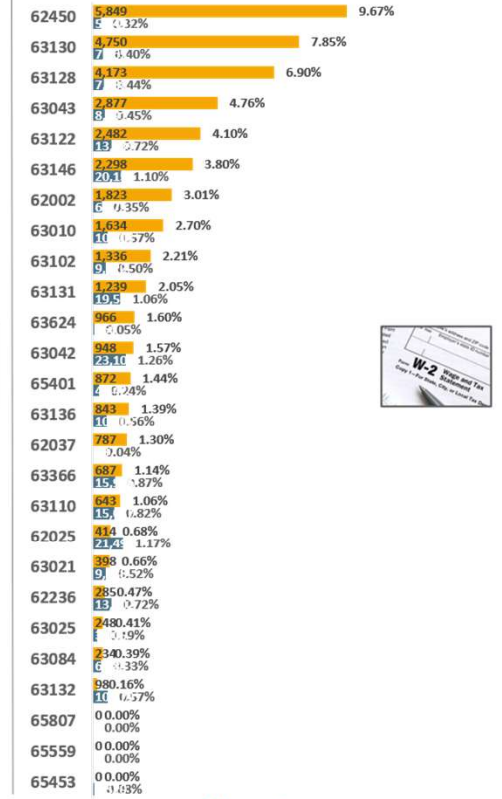
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



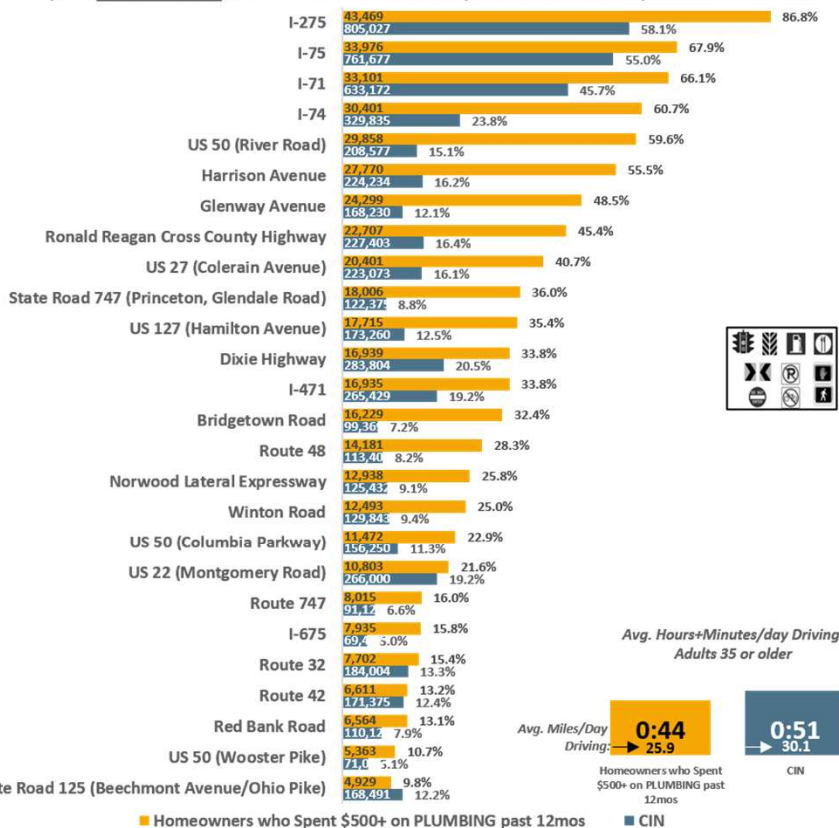
Top-26 Employment Zip Codes: Adults 35 or older



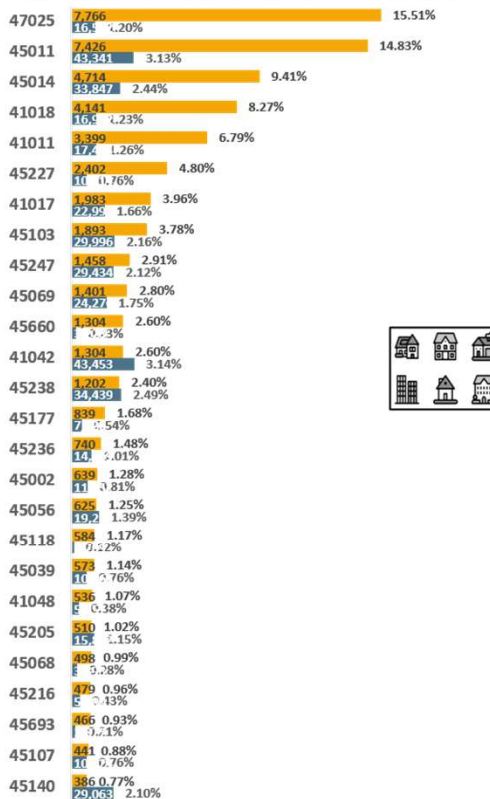


48,672 or 97.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 44.6 minutes per day driving an average of 25.9 miles each day and are 351.9% more likely to use Bridgetown Road than the Metro average.

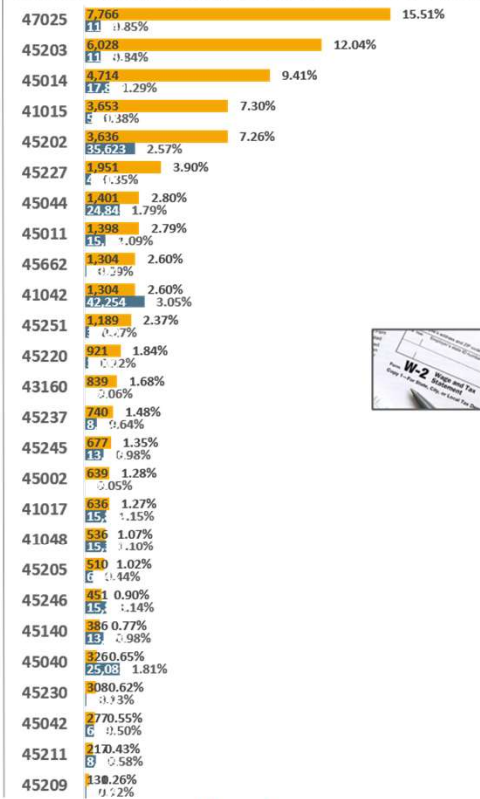
### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



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



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

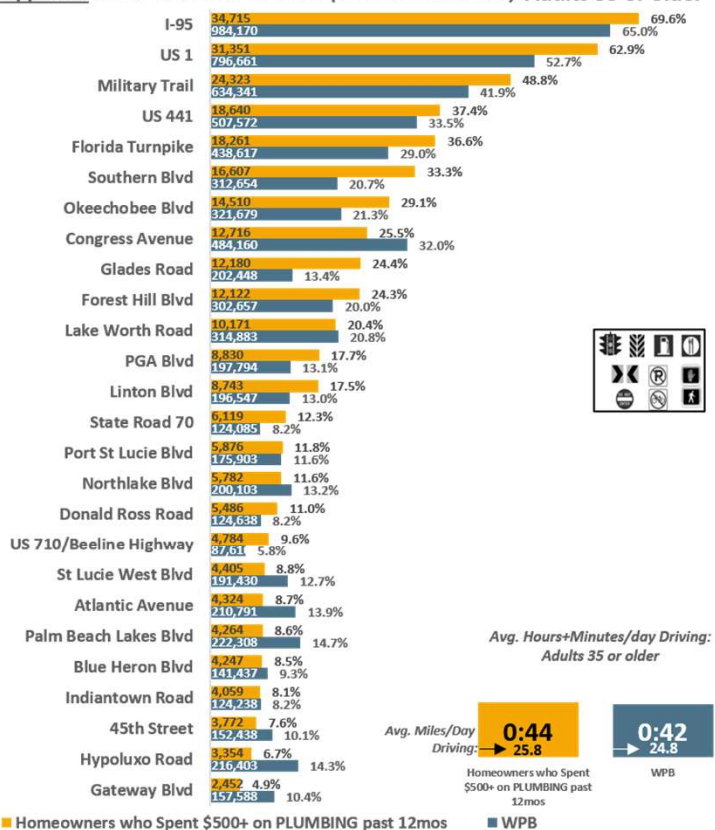




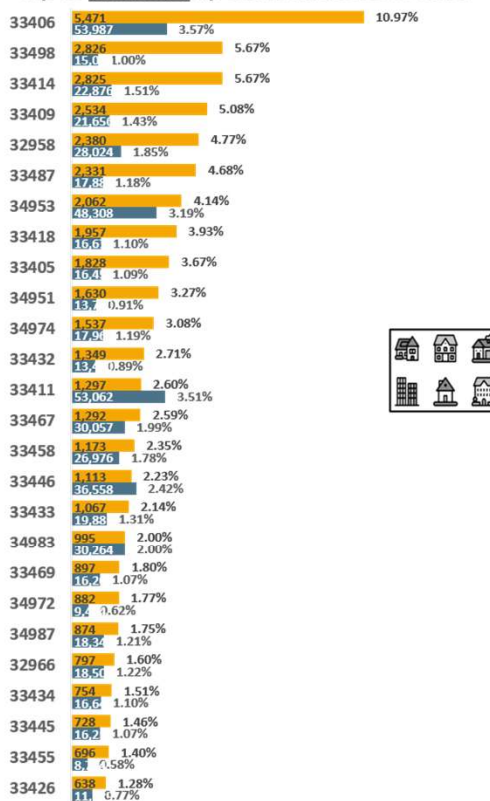


49,745 or 99.8% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 44.2 minutes per day driving an average of 25.8 miles each day and are 82.6% more likely to use Glades Road than the Metro average.

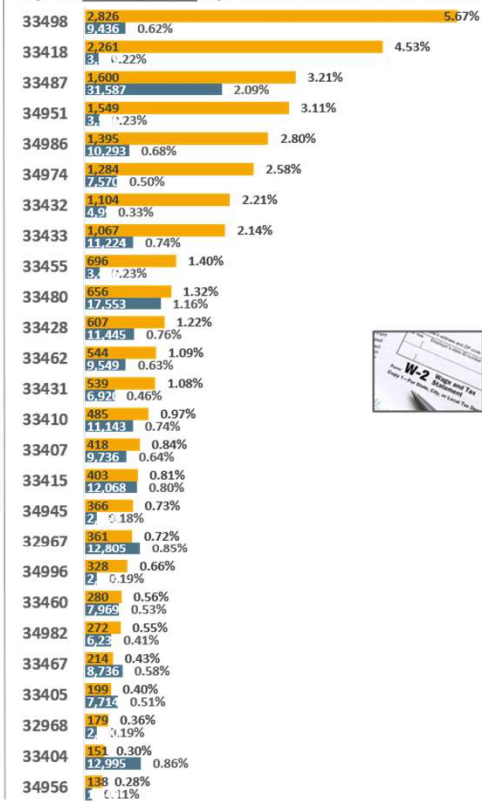
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older

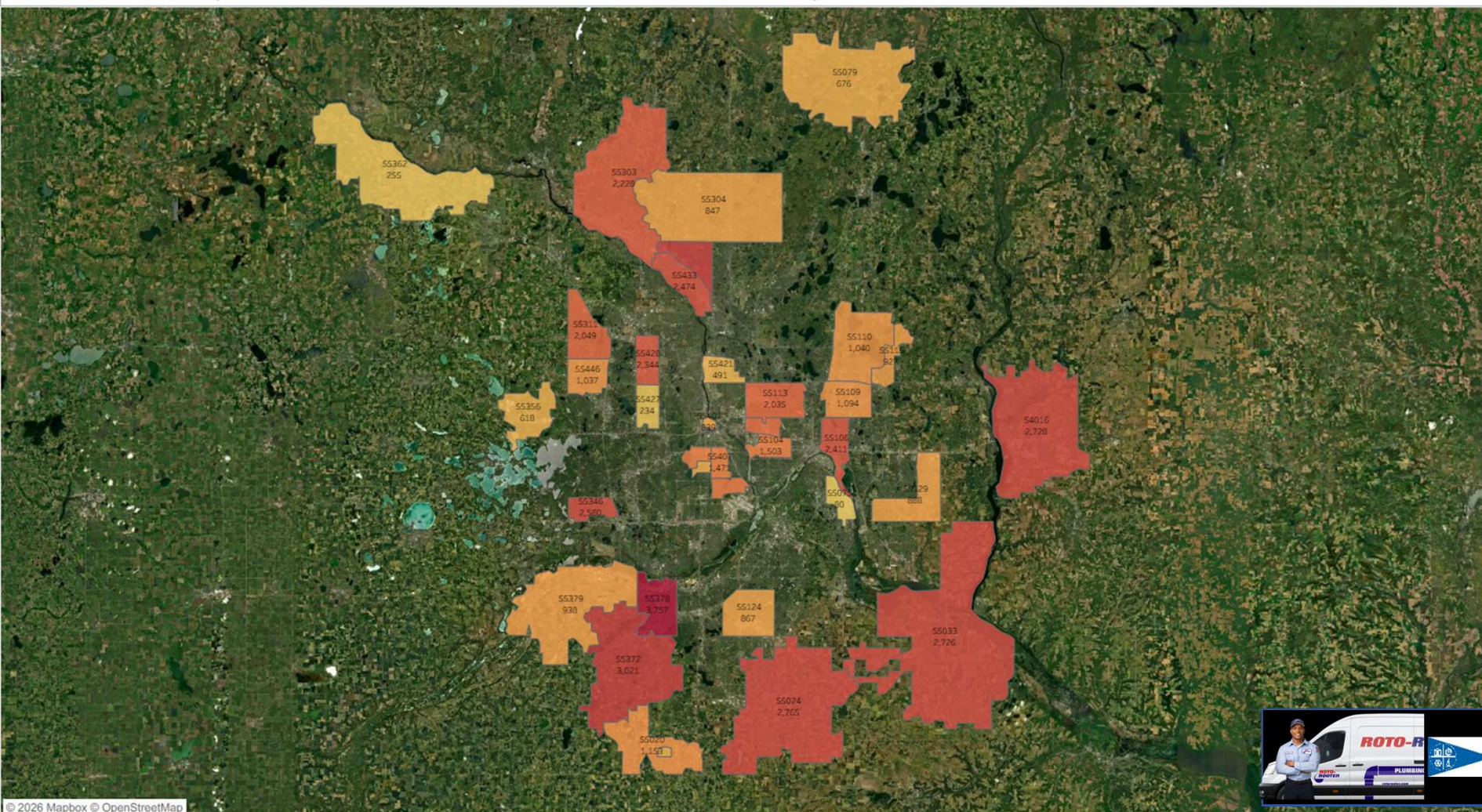


Top-26 Employment Zip Codes: Adults 35 or older





Top Residential Zip Codes: (Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos)



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MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56

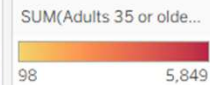
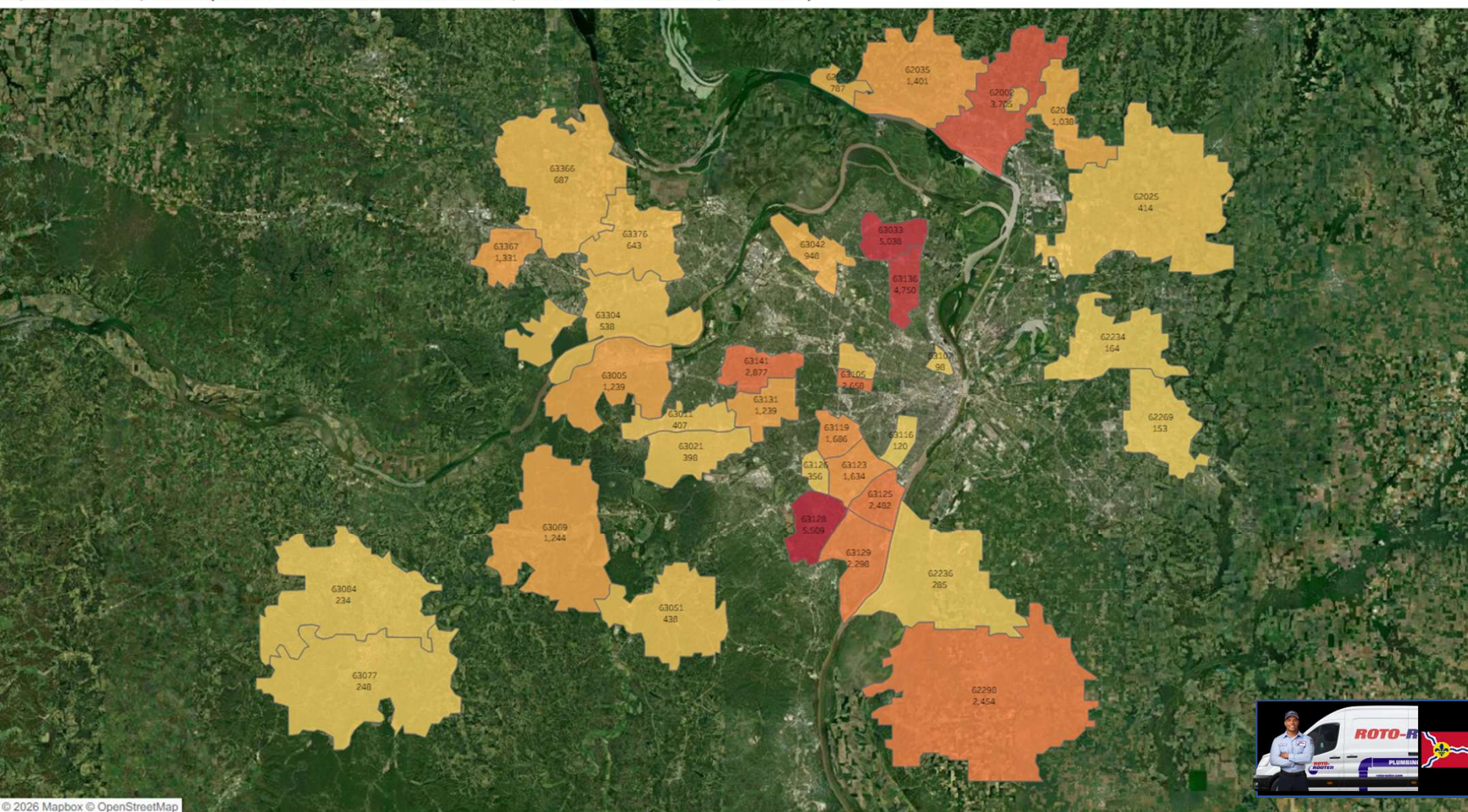
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# Top Residential Zip Codes: (Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos)



# STL

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STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 52

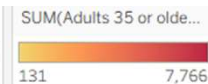
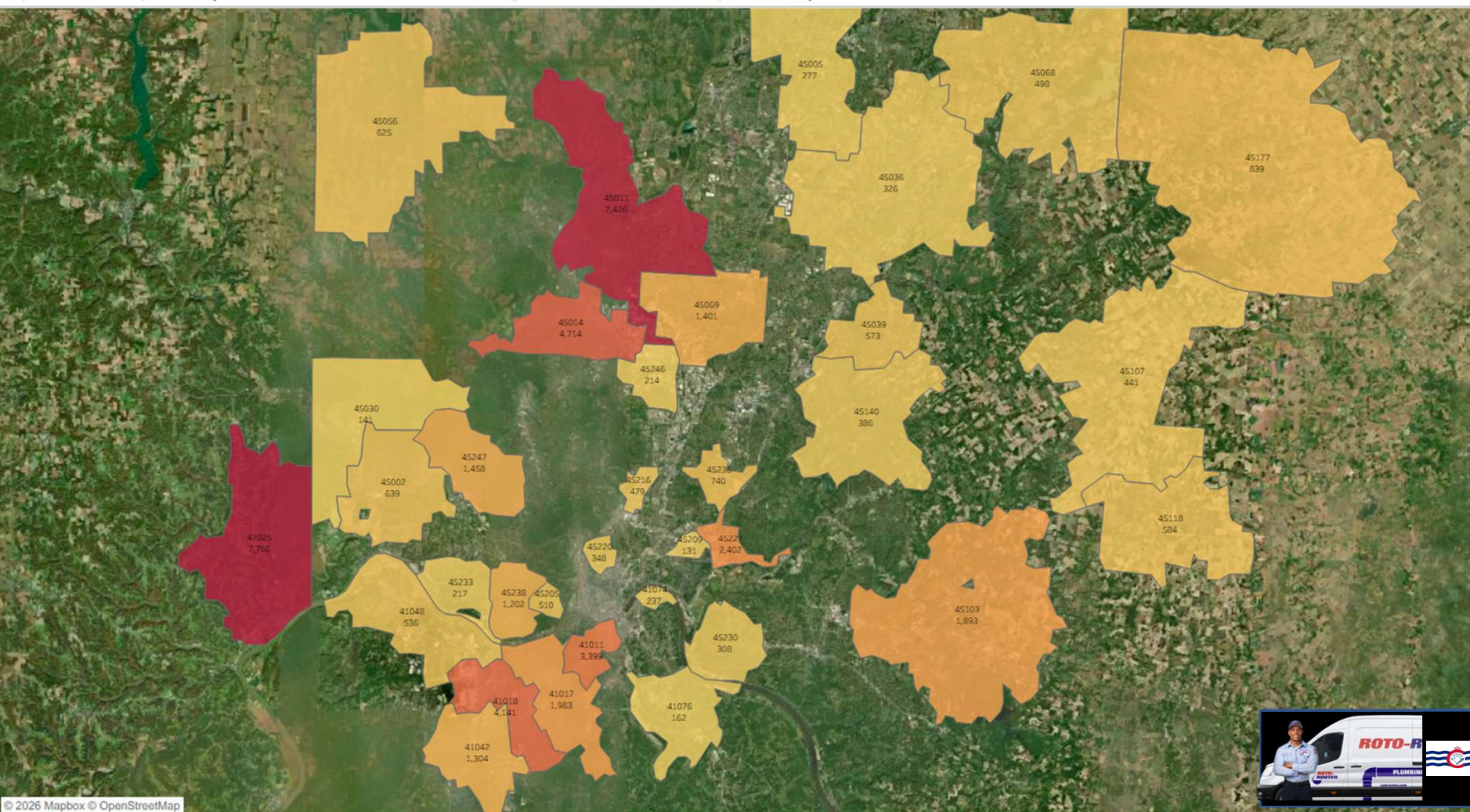
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[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]



Top Residential Zip Codes: (Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos)



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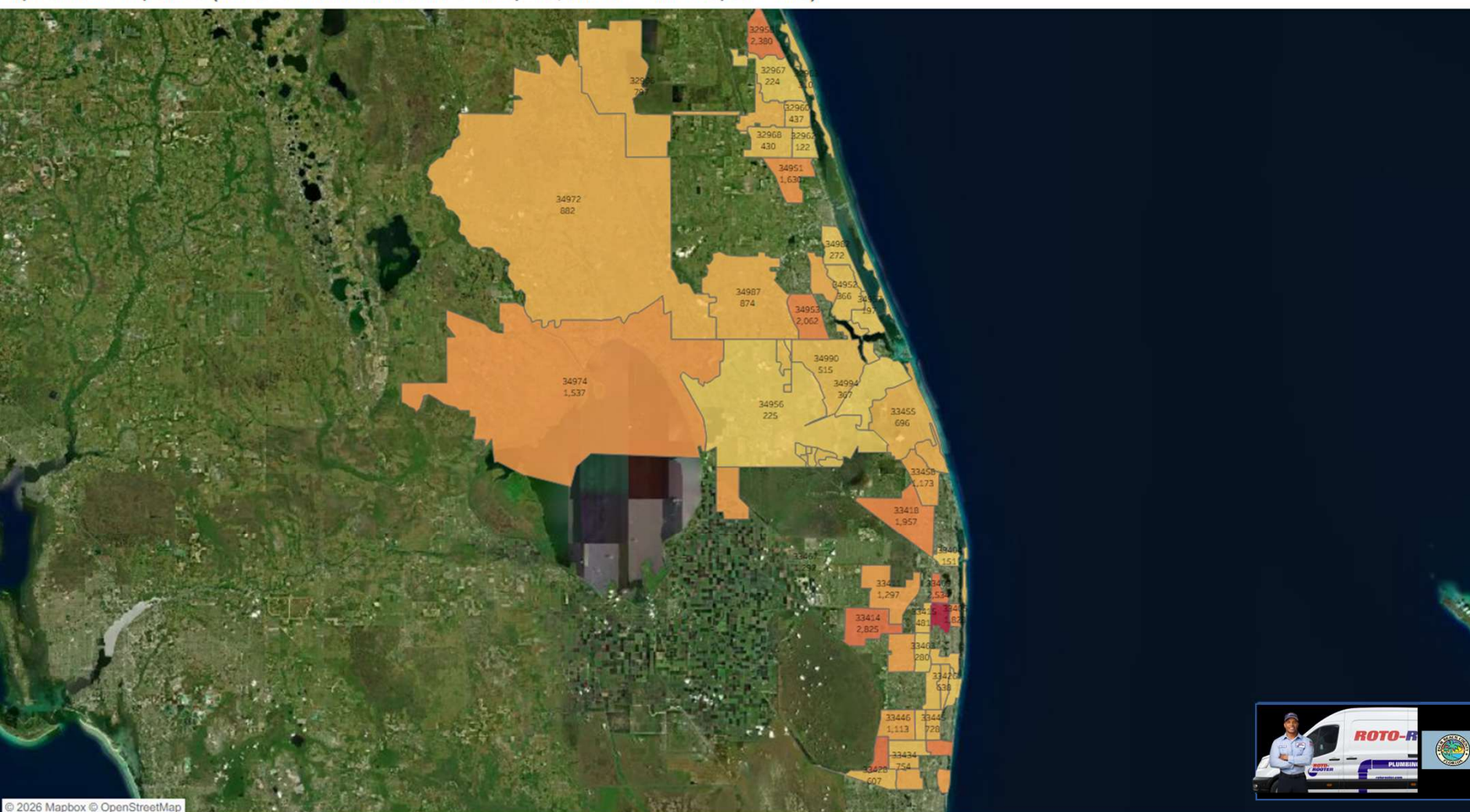
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[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]



Top Residential Zip Codes: (Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos)



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WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 89

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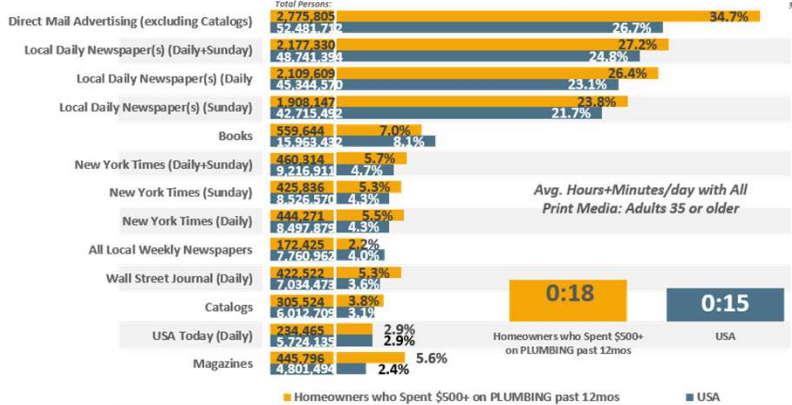
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[[Own or rent residence (HHLID): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLID): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLID): Plumbing:\$5,000 or more)]]



2,177,330 or 27.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.4 minutes every day representing 33.8% of all time spent daily with All forms of Print Media.

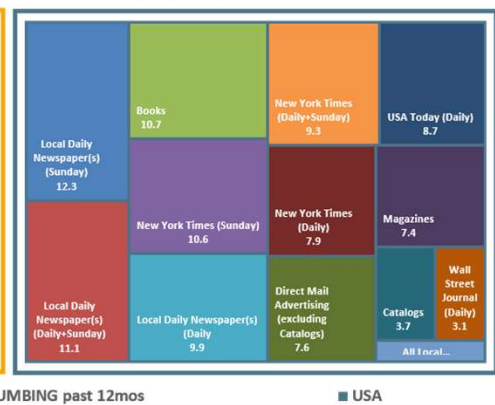
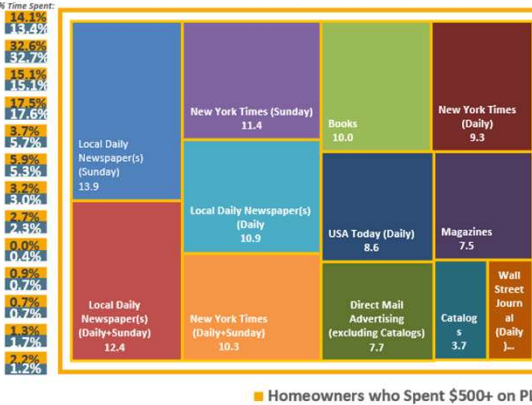
### Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



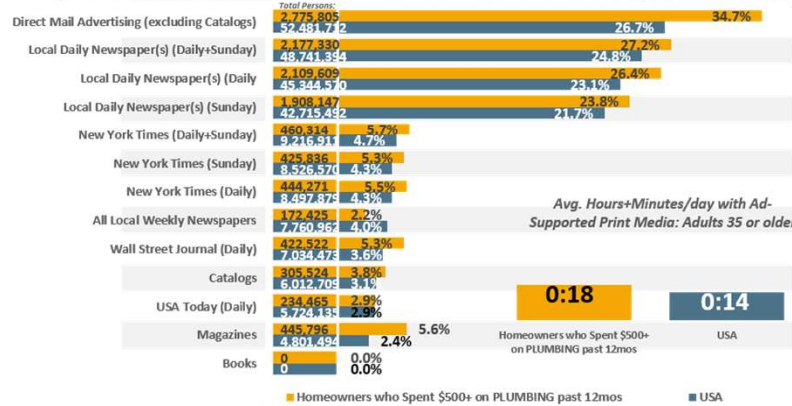
Avg. Hours+Minutes/day with All Print Media: Adults 35 or older

0:18 0:15

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



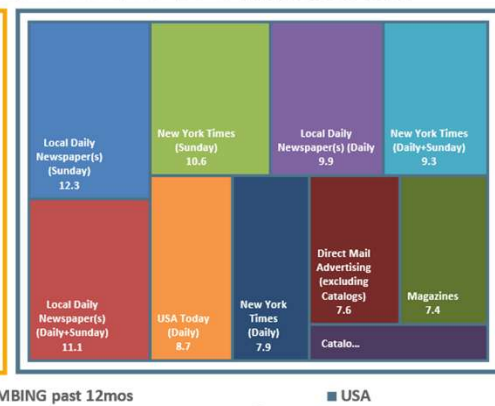
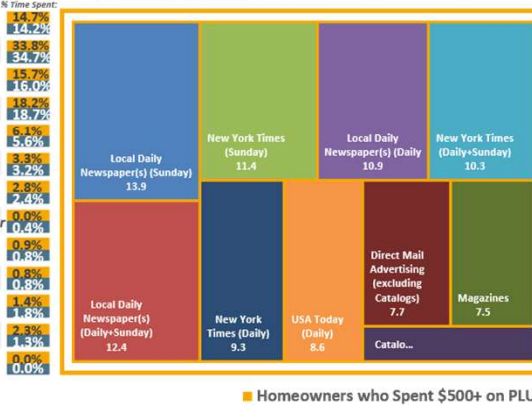
### Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older



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

0:18 0:14

### 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 789  
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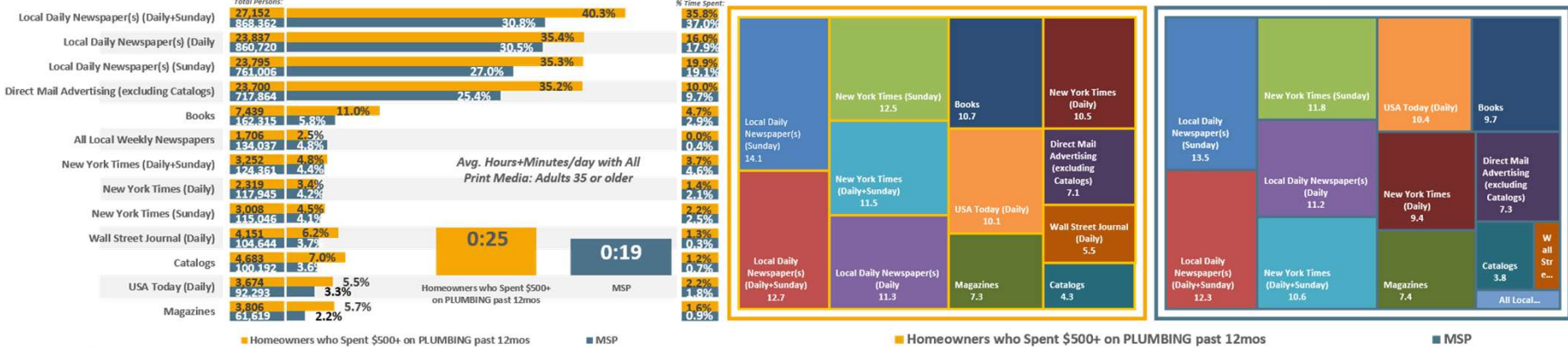
[[Own or rent residence (HHL): Own AND (Type of home improvement done past 12 mo (amt spent) (HHL): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHL): Plumbing:\$5,000 or more)]]



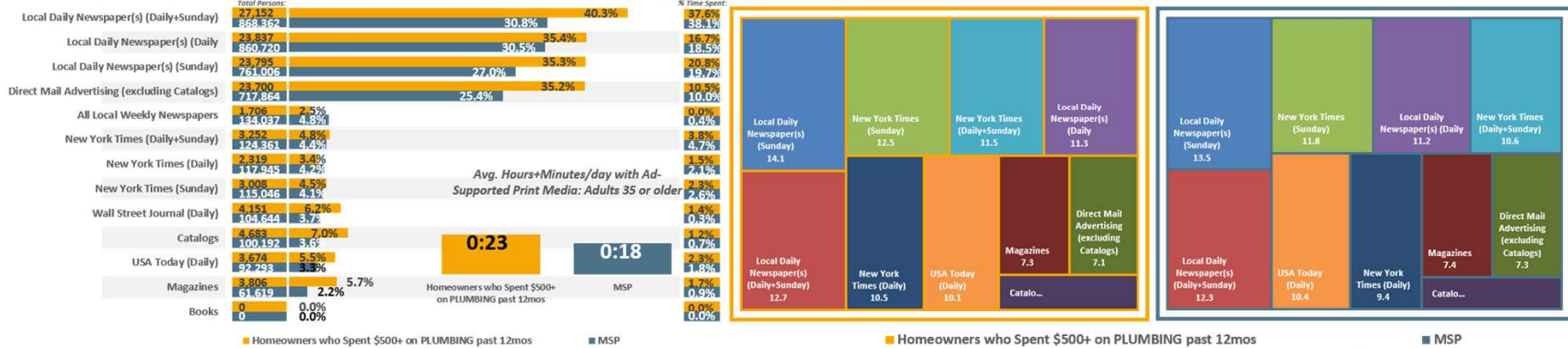


27,152 or 40.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.7 minutes every day representing 37.6% of all time spent daily with All forms of Print Media.

**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**



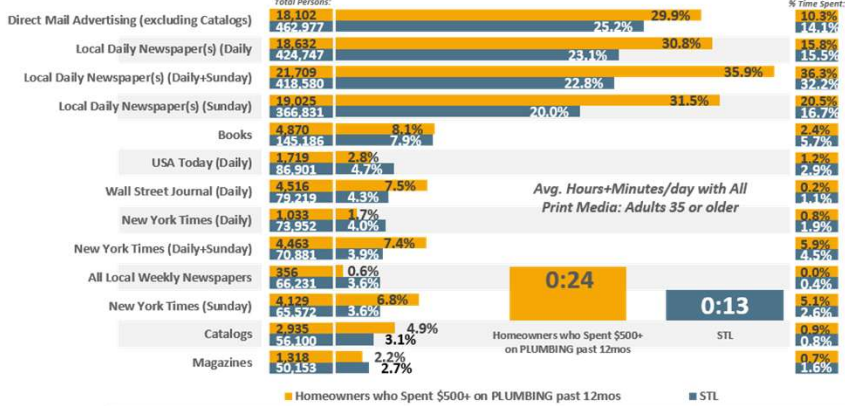
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



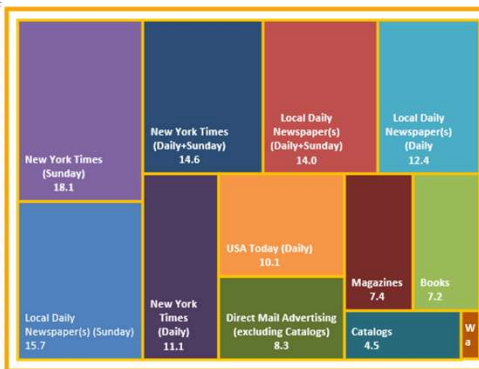


21,709 or 35.9% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14. minutes every day representing 37.2% of all time spent daily with All forms of Print Media.

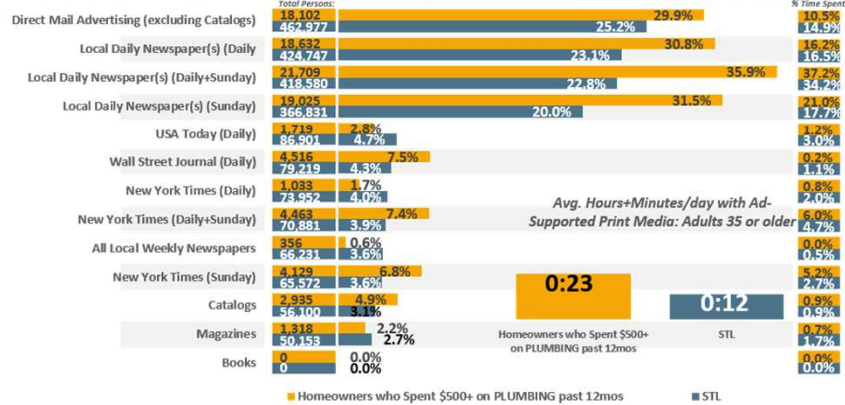
**Avg. Week All Print Media (Persons & % Reach): Adults 35 or older** **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



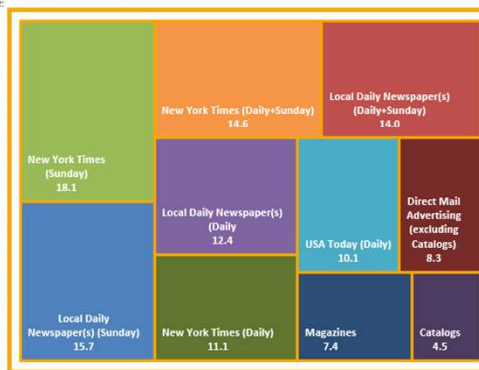
Avg. Hours+Minutes/day with All Print Media: Adults 35 or older



**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**



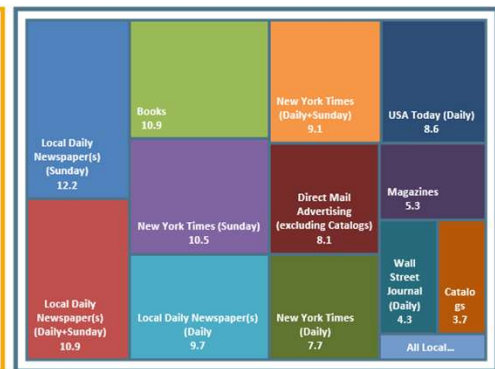
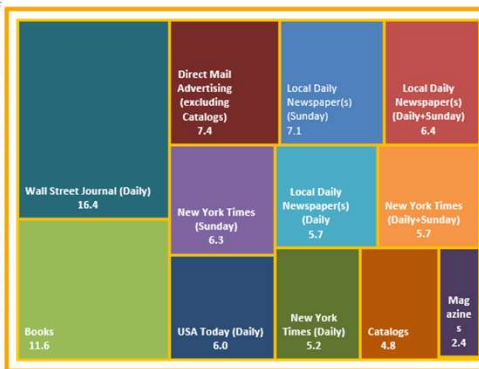
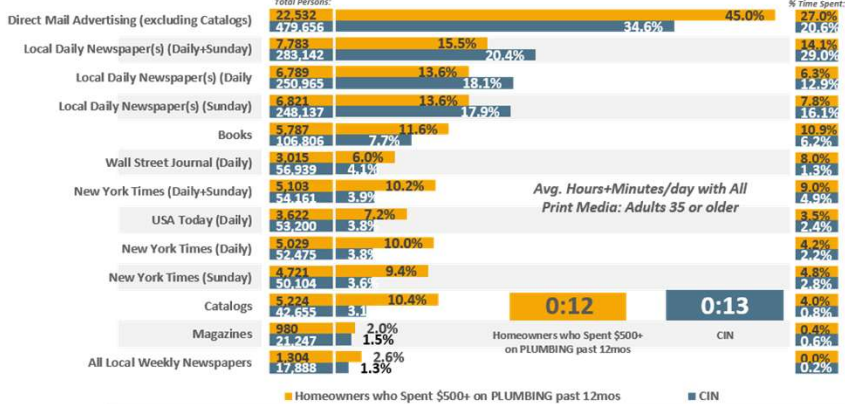
Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 35 or older



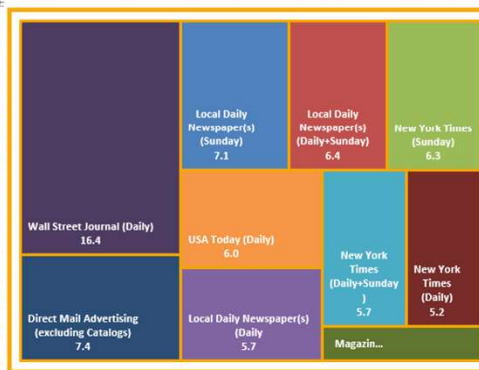
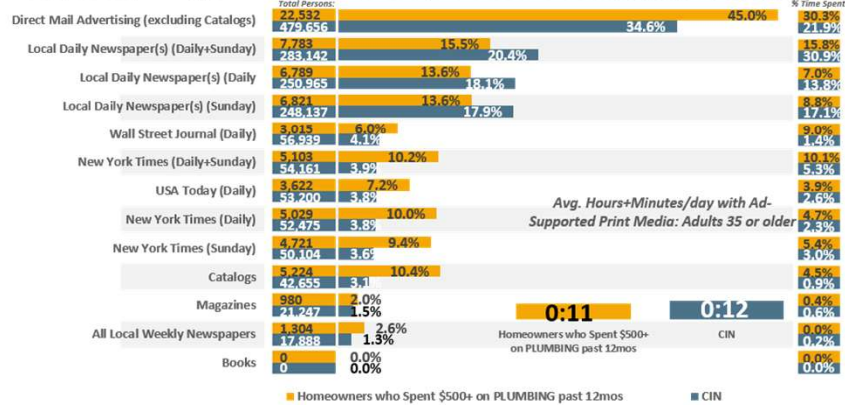


22,532 or 45.% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos read Direct Mail Advertising (excluding Catalogs) for an average of 7.4 minutes every day representing 30.3% of all time spent daily with All forms of Print Media.

**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**

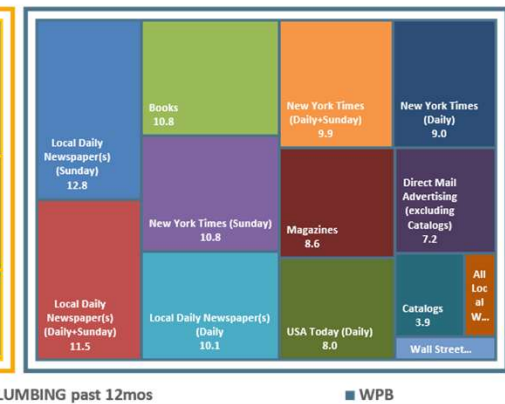
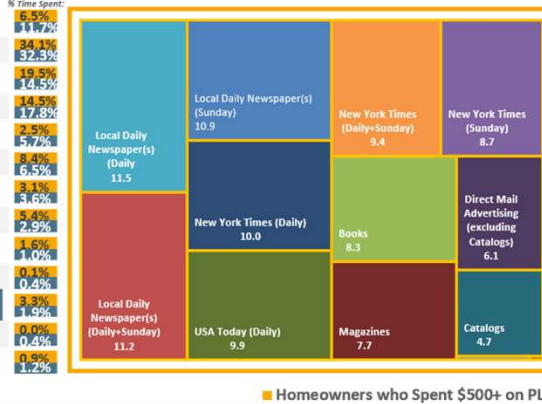
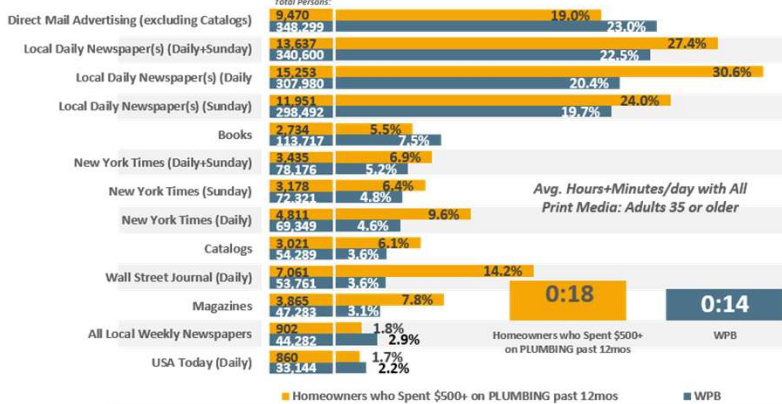




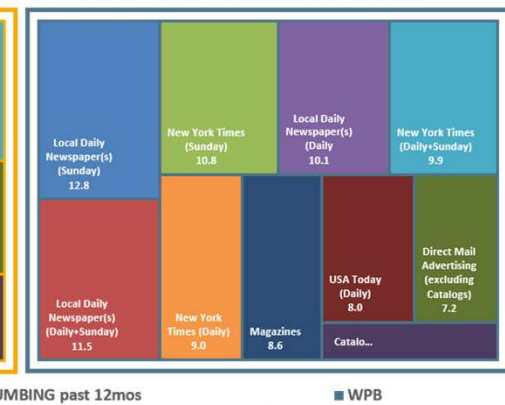
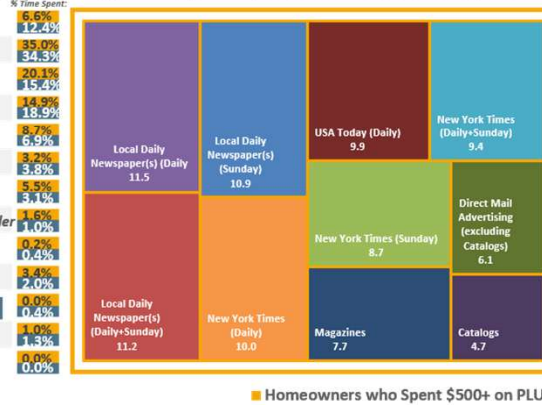
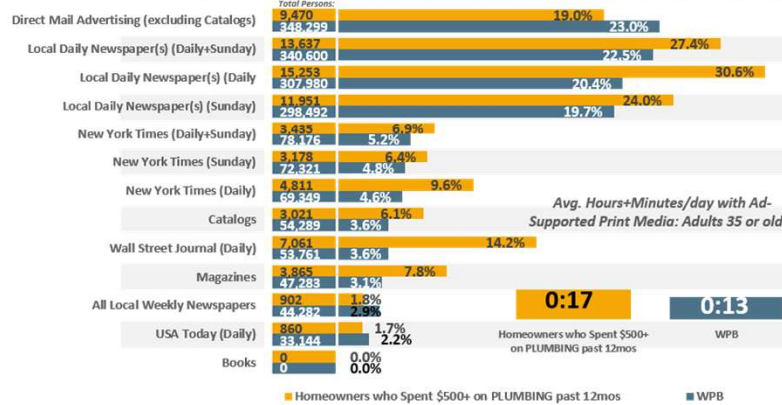


13,637 or 27.4% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.2 minutes every day representing 35.5% of all time spent daily with All forms of Print Media.

**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**



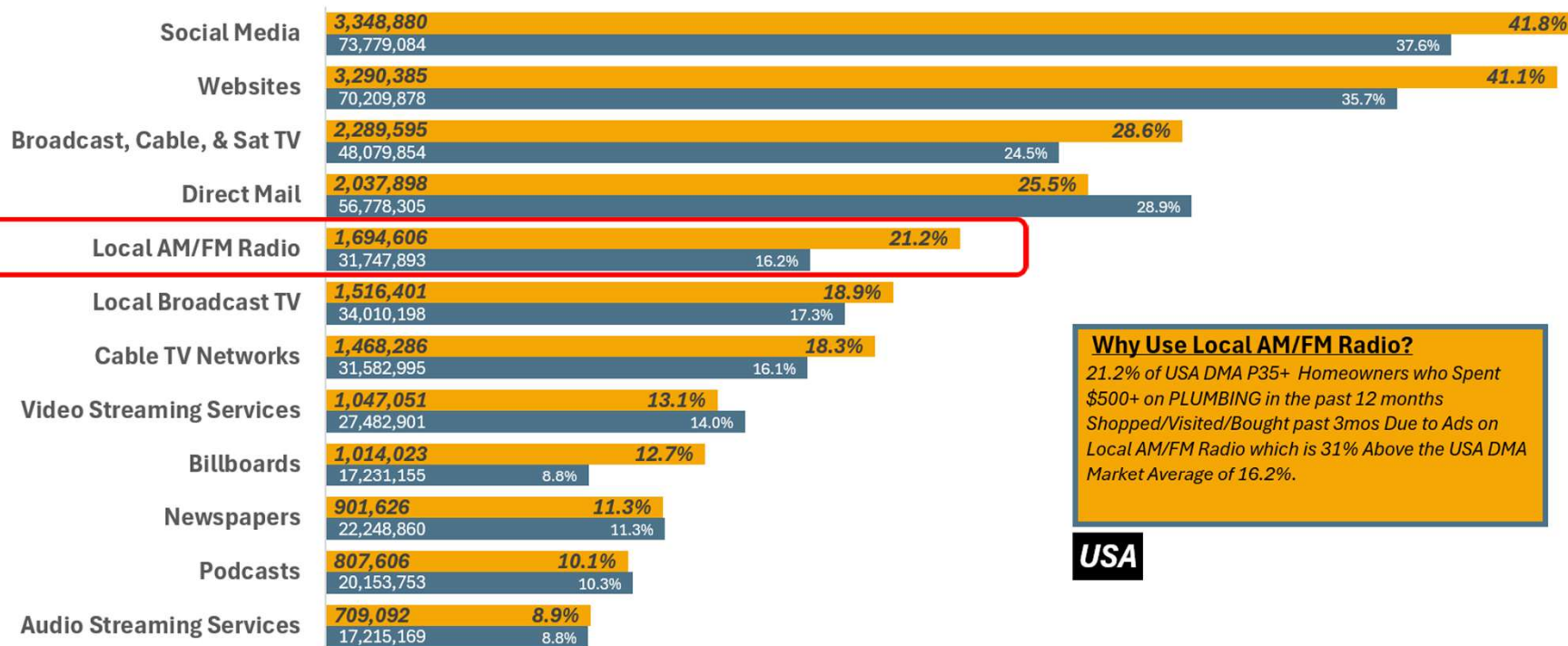
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





## "Advertising Actions"

**P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

21.2% of USA DMA P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 31% Above the USA DMA Market Average of 16.2%.

USA

■ P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 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: 684  
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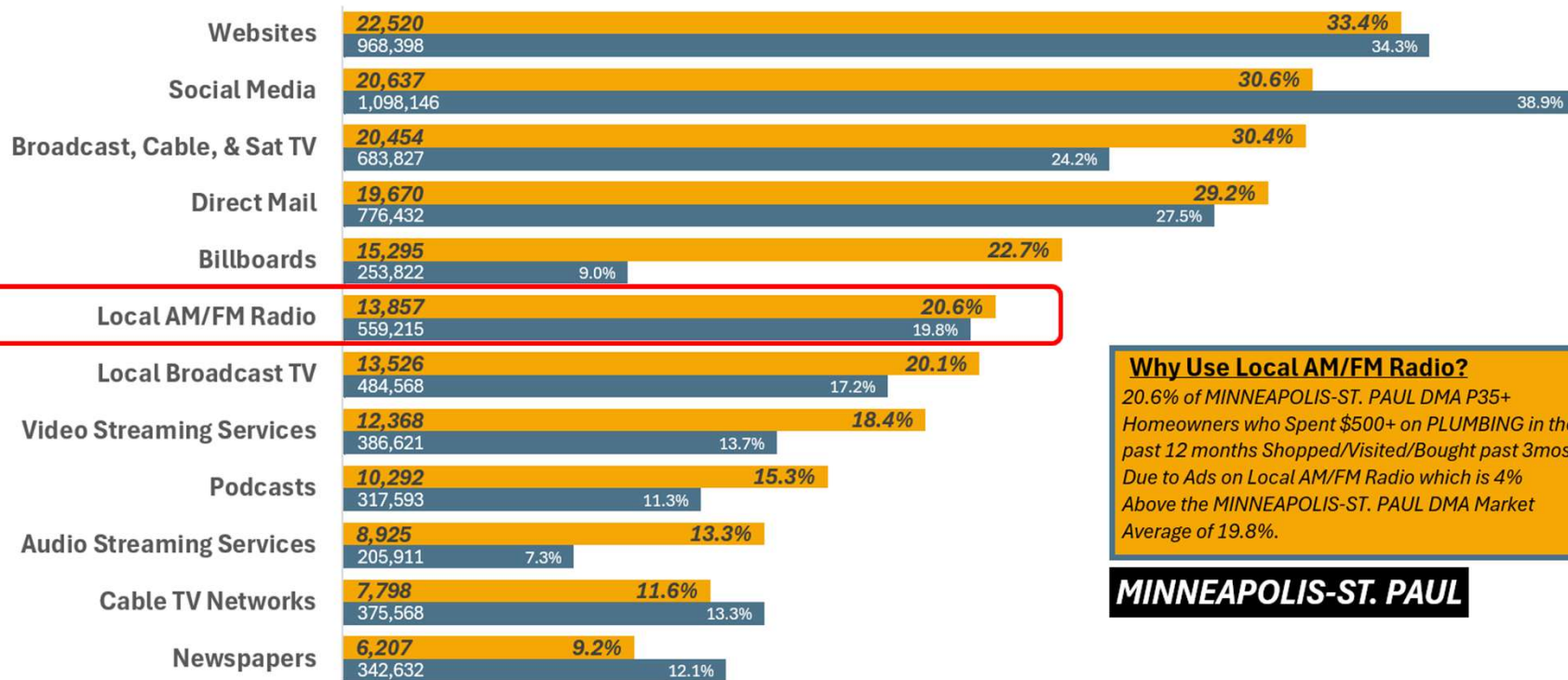
soefa.ai Share of Everything  
for Anything ®

[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]



## "Advertising Actions"

**P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

20.6% of MINNEAPOLIS-ST. PAUL DMA P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 19.8%.

**MINNEAPOLIS-ST. PAUL**

■ P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P35+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 48

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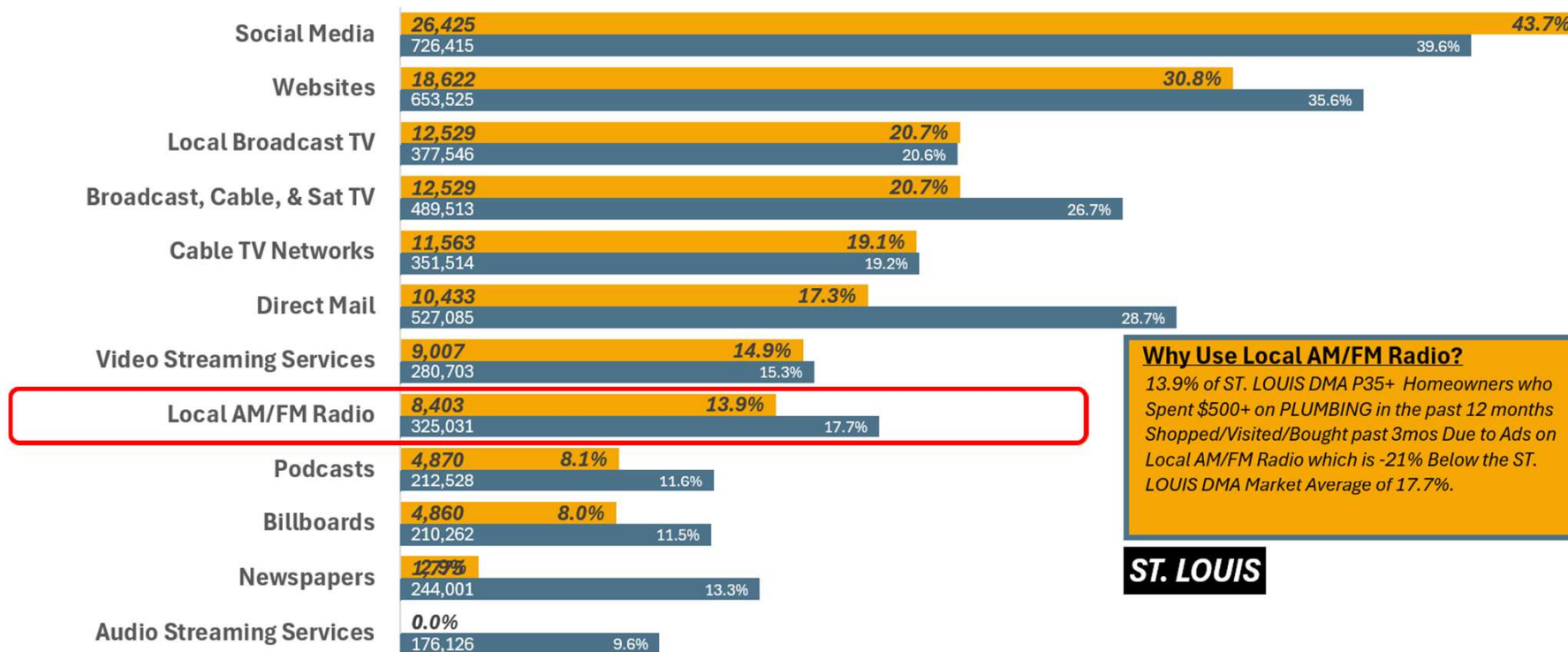
[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]





## "Advertising Actions"

**P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

13.9% of ST. LOUIS DMA P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -21% Below the ST. LOUIS DMA Market Average of 17.7%.

**ST. LOUIS**

■ P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 46  
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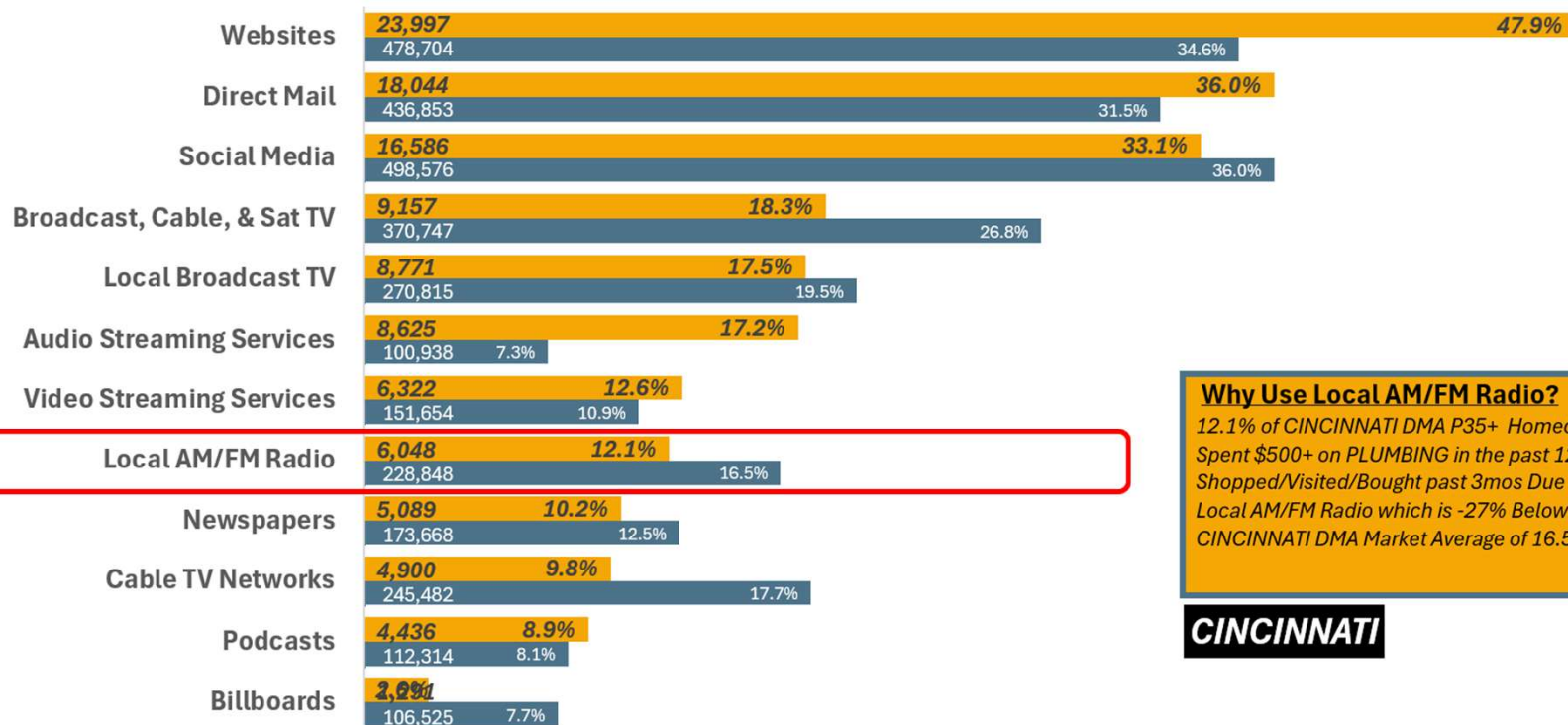
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[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]



## "Advertising Actions"

**P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

12.1% of CINCINNATI DMA P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -27% Below the CINCINNATI DMA Market Average of 16.5%.

**CINCINNATI**

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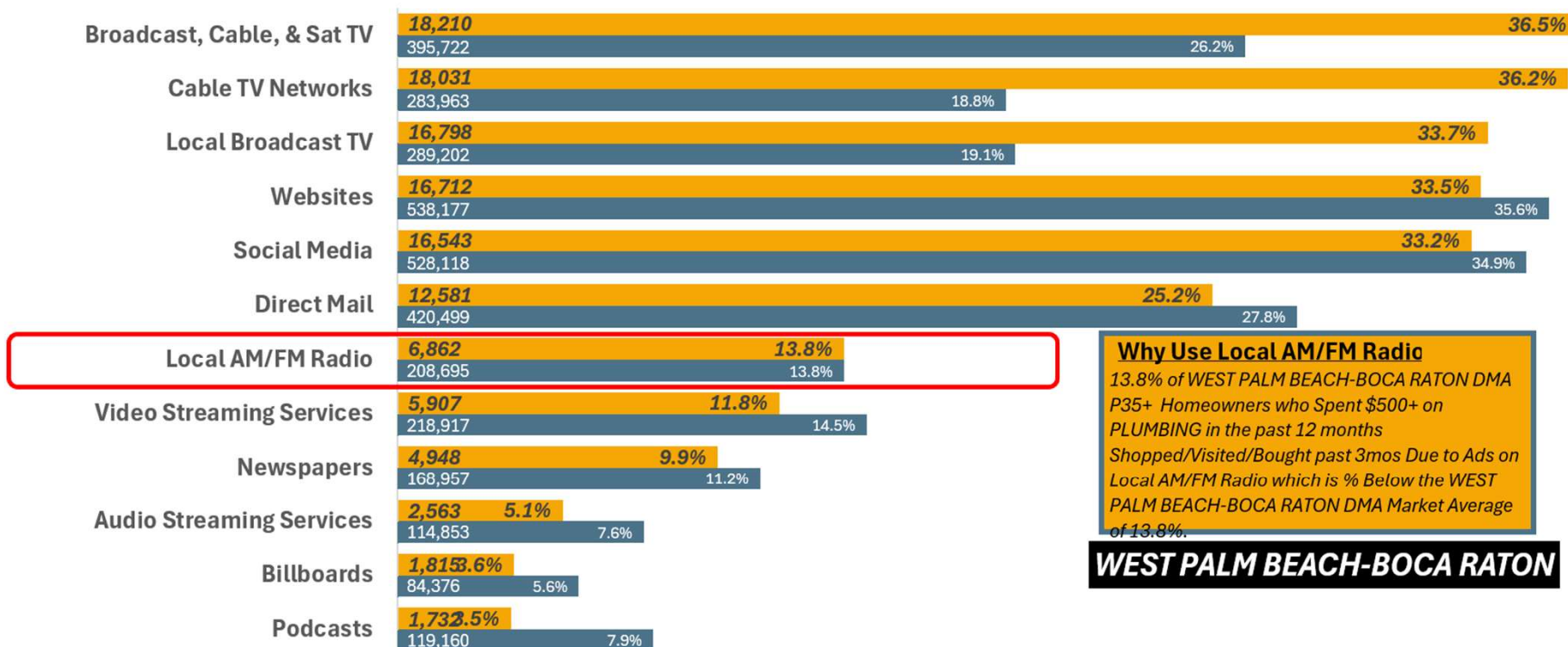
CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 43  
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[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]



## "Advertising Actions"

**P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio

13.8% of WEST PALM BEACH-BOCA RATON DMA  
P35+ Homeowners who Spent \$500+ on  
PLUMBING in the past 12 months  
Shopped/Visited/Bought past 3mos Due to Ads on  
Local AM/FM Radio which is % Below the WEST  
PALM BEACH-BOCA RATON DMA Market Average  
of 13.8%.

**WEST PALM BEACH-BOCA RATON**

■ P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P35+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough RI 2026: Jan25-Jan26 Qual Intab: 82

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