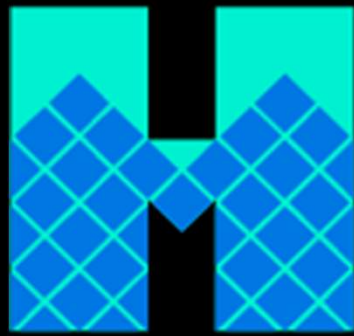


**USA+4 More DMAs – P35+Homeowners who Plan to Buy a New FENCE or DECK in the next 12 mos!**

# Complete Demographic & Media Use Profiles

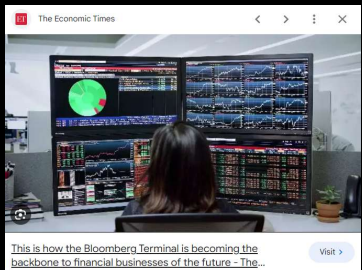


# MASTER HALCO®

## Fence & Deck Supply



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA** P35+ Single-Family Homeowners who Plan to Buy a New FENCE or DECK in the next 12 months as of March 31, 2026.



ITOCHU International Inc.



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 dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking))

# P35+





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

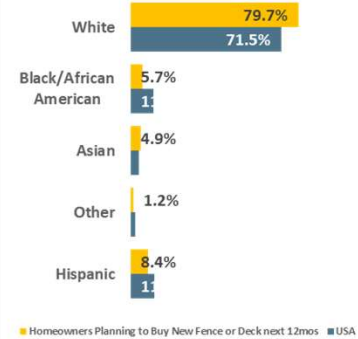
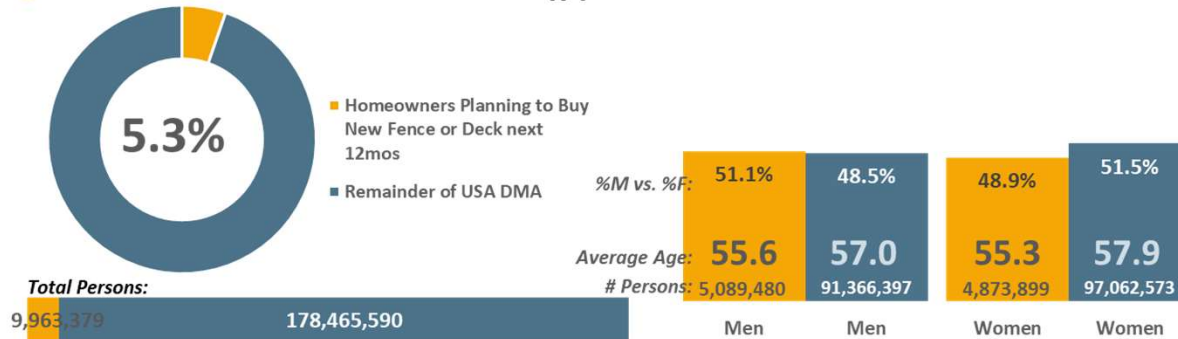


Percent of Market: Adults 35 or older

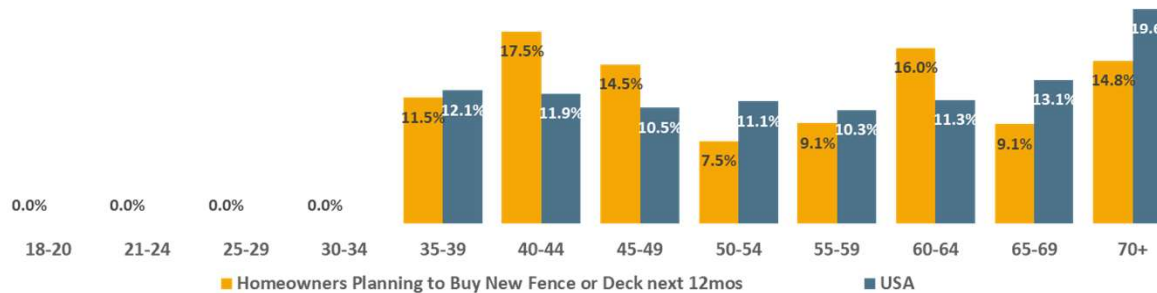


Gender of Target vs. Market: Adults 35 or older

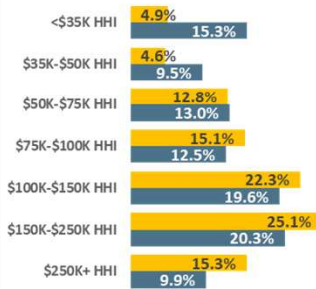
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



**Avg HHI:**  
Target: \$148,040, Market: \$120,780





6.9% or 195,587 of MSP DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next 12mos. Typical Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 54.2 years old (5.7% younger than average) and have a \$124,576 (4.2% higher than average) annual household income.

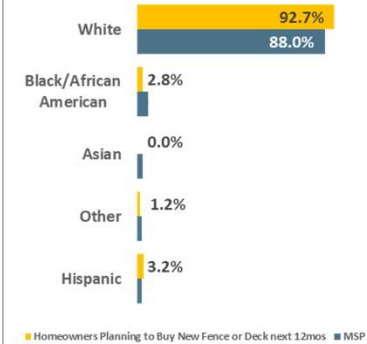
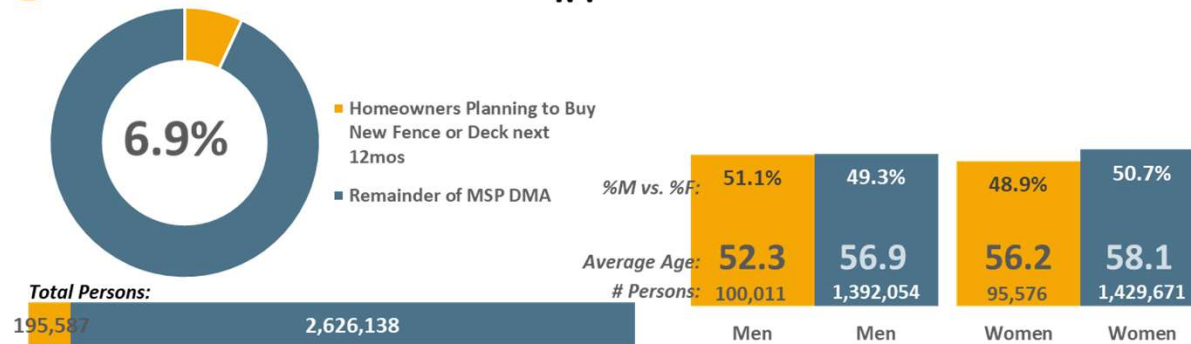


## Percent of Market: Adults 35 or older



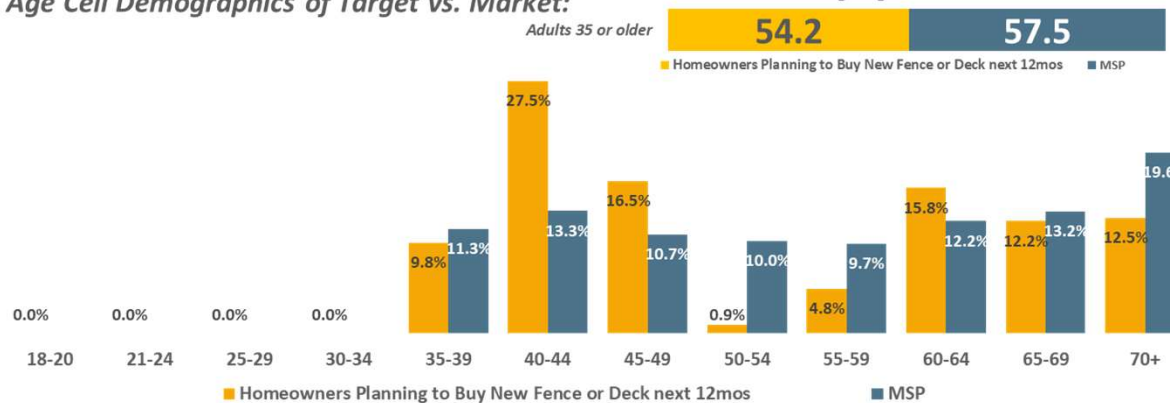
## Gender of Target vs. Market: Adults 35 or older

## Ethnicity of Target vs. Market:

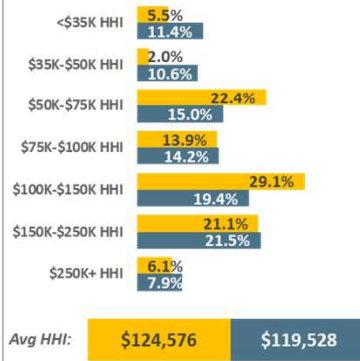


## Age Cell Demographics of Target vs. Market:

### Average Age:



## HHI of Target vs. Market:





7.3% or 133,997 of STL DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next 12mos. Typical Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 57.1 years old (1.3% younger than average) and have a \$121,318 (10.8% higher than average) annual household income.

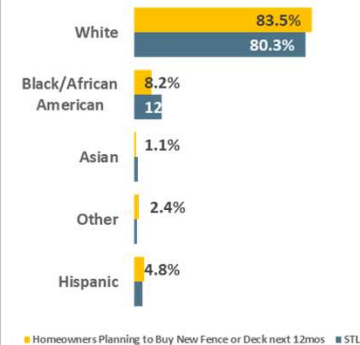
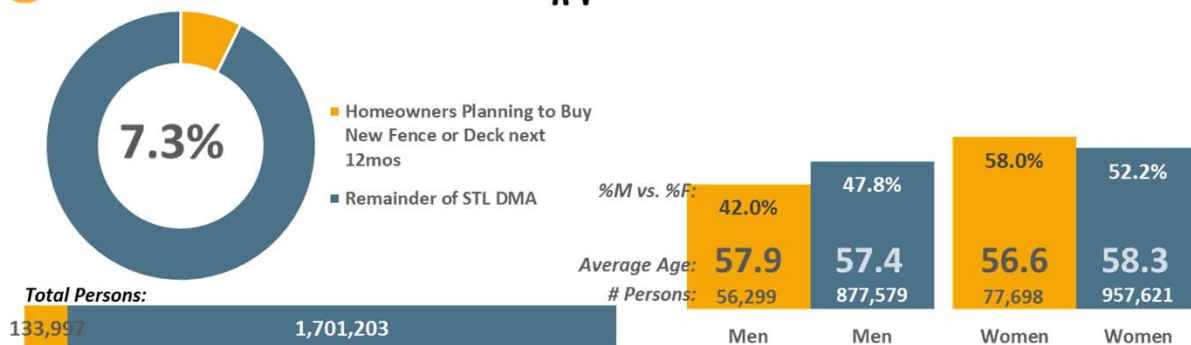


## Percent of Market: Adults 35 or older



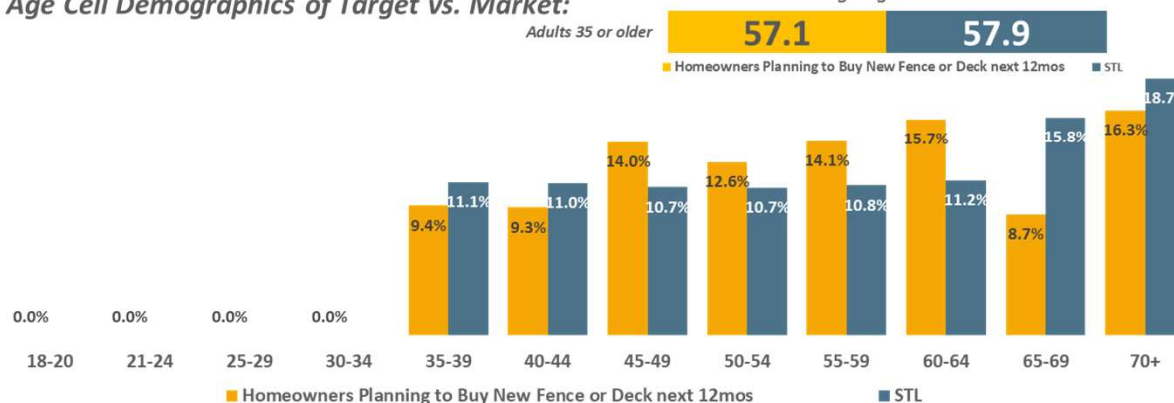
## Gender of Target vs. Market: Adults 35 or older

## Ethnicity of Target vs. Market:



## Age Cell Demographics of Target vs. Market:

### Average Age:



## HHI of Target vs. Market:





6.1% or 84,016 of CIN DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next 12mos.  
 Typical Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 55. years old  
 (4.4% younger than average) and have a \$152,383 (43.4% higher than average) annual household income.

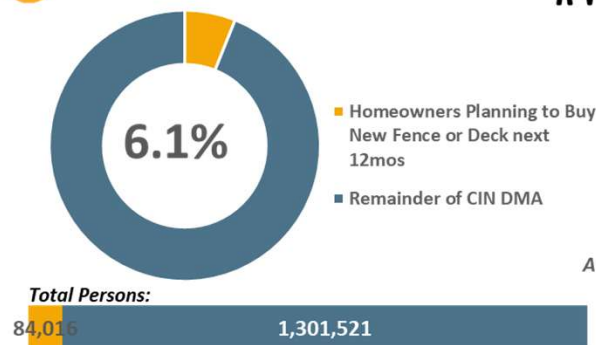


## Percent of Market: Adults 35 or older



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

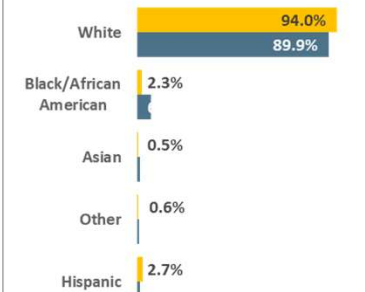
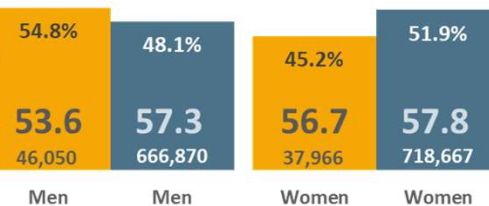
## Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

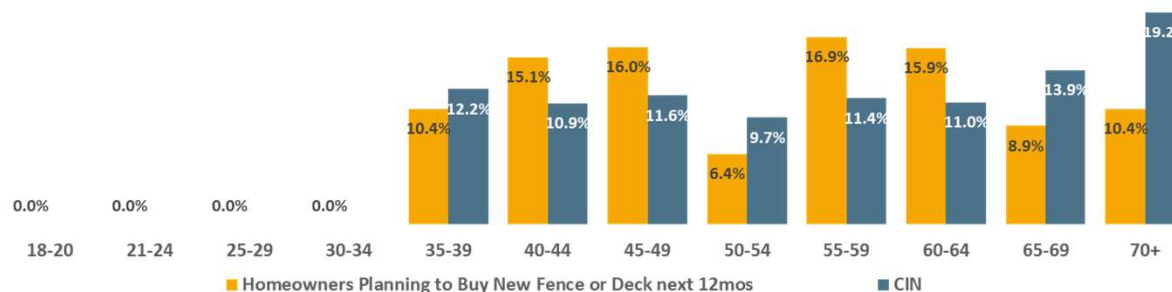
# Persons:



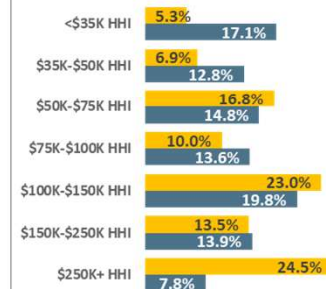
## Age Cell Demographics of Target vs. Market:

Average Age:

Adults 35 or older



## HHI of Target vs. Market:



**Avg HHI:**  
 \$152,383 (Target)  
 \$106,280 (Market)





3.2% or 48,081 of WPB DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next 12mos. Typical Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 60.7 years old (.3% younger than average) and have a \$135,347 (25.% higher than average) annual household income.

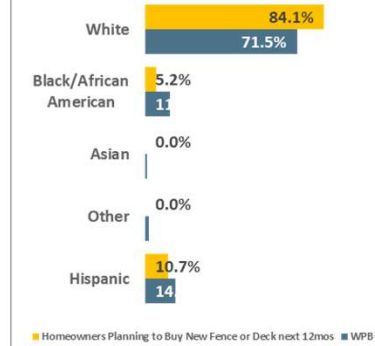
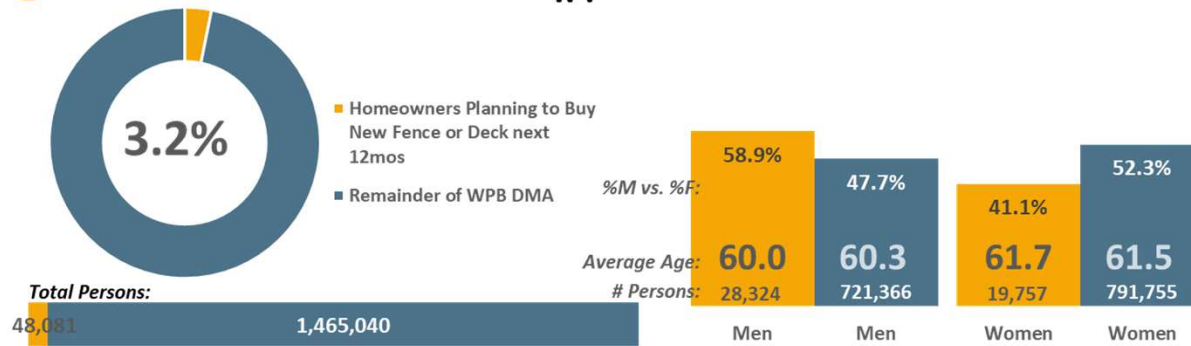


### Percent of Market: Adults 35 or older

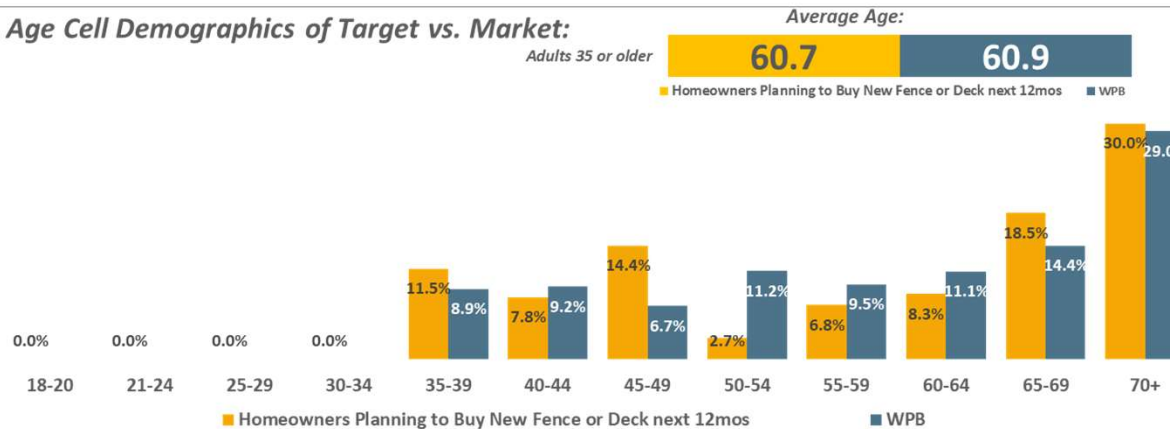


### Gender of Target vs. Market: Adults 35 or older

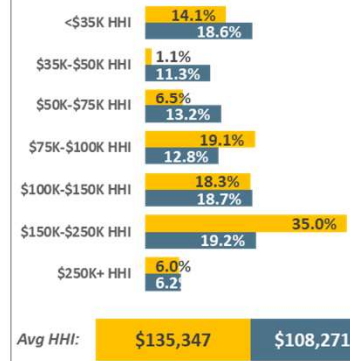
### Ethnicity of Target vs. Market:



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



### HHI of Target vs. Market:

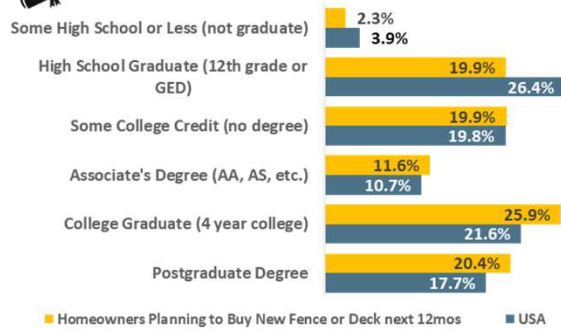




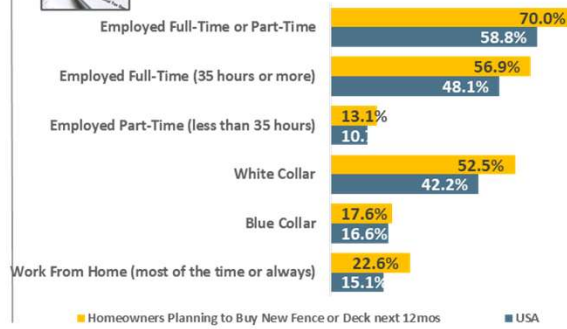
5.3% or 9,963,379 of USA DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next...  
 Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 17.9% more likely to be a college graduate, 18.2% more likely to work full-time, 28.2% more likely to be married,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



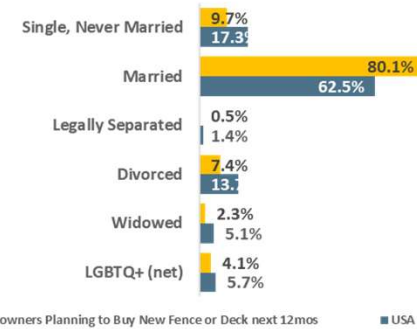
### Education Levels: Adults 35 or older



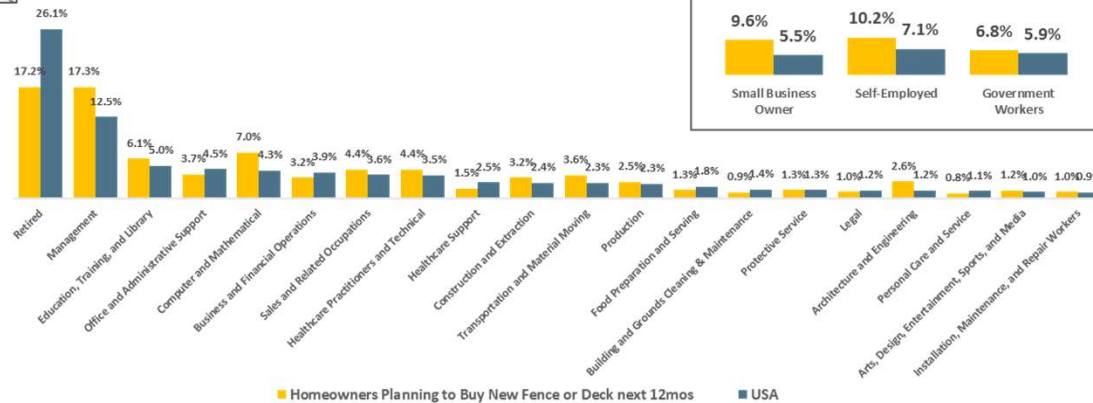
### Employment: Adults 35 or older



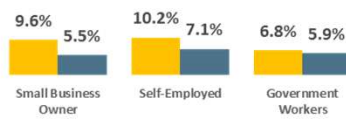
### Marital Status: Adults 35 or older



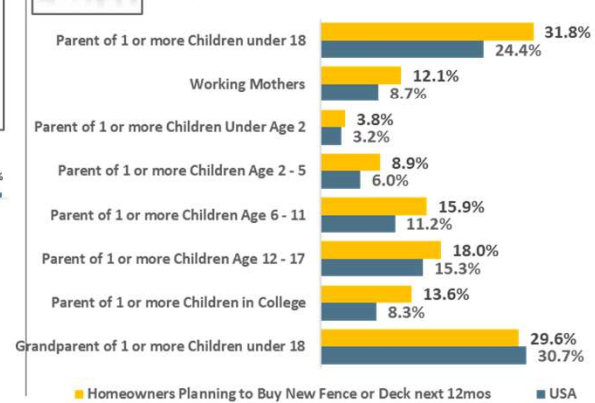
### Top-20 Occupations: Adults 35 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 35 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986  
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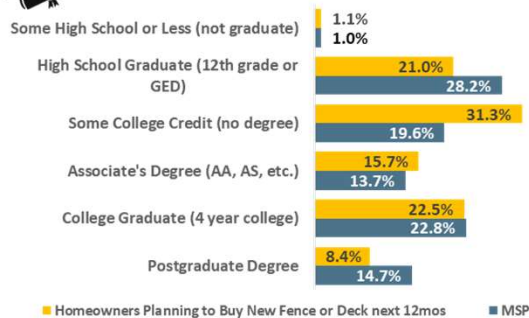
[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking]]



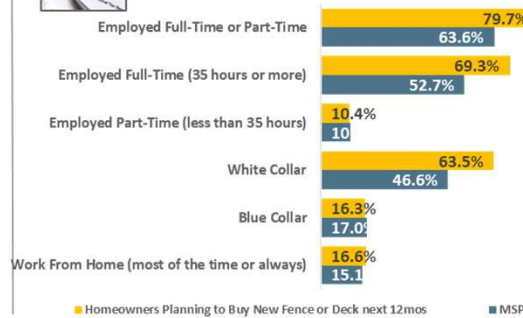
6.9% or 195,587 of MSP DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next 12mos. Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 17.5% less likely to be a college graduate, 31.5% more likely to work full-time, 9.8% more likely to be married, 5% less likely to be a grandparent of 1 or more children under



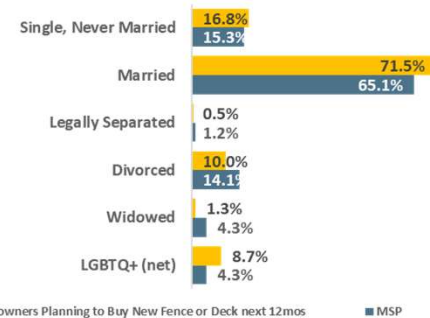
### Education Levels: Adults 35 or older



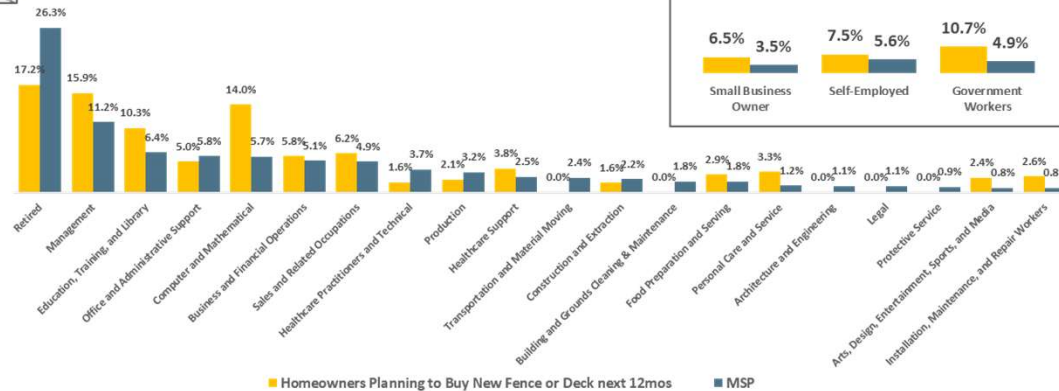
### Employment: Adults 35 or older



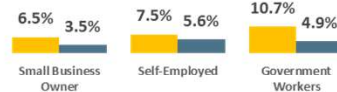
### Marital Status: Adults 35 or older



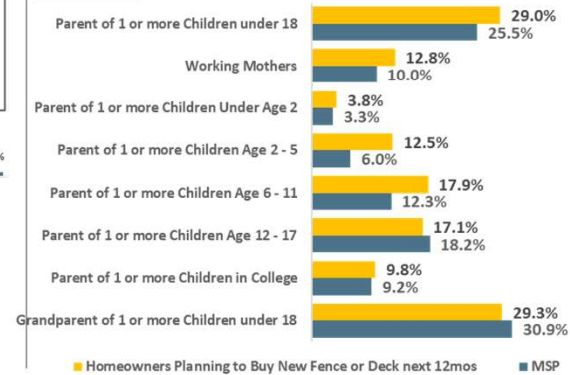
### Top-20 Occupations: Adults 35 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 35 or older



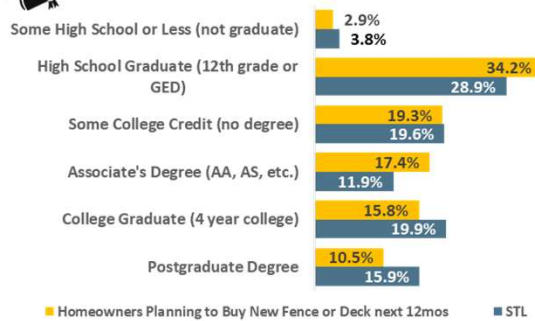




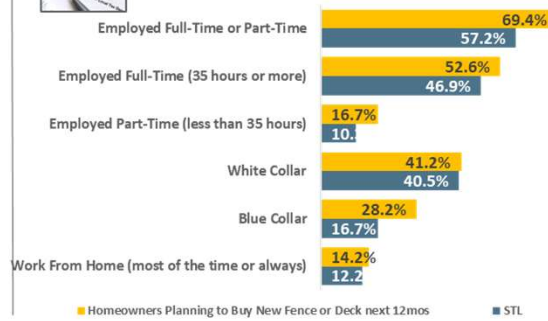
7.3% or 133,997 of STL DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next...  
 Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 26.6% less likely to be a college graduate, 12.2% more likely to work full-time, 29.3% more likely to be married, 31.4% more likely to be a grandparent of 1 or more children un



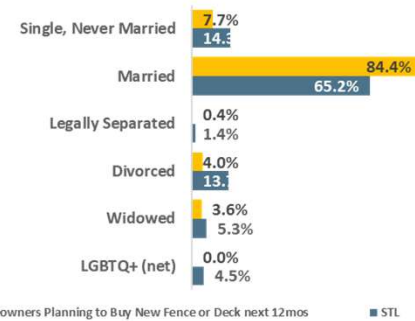
### Education Levels: Adults 35 or older



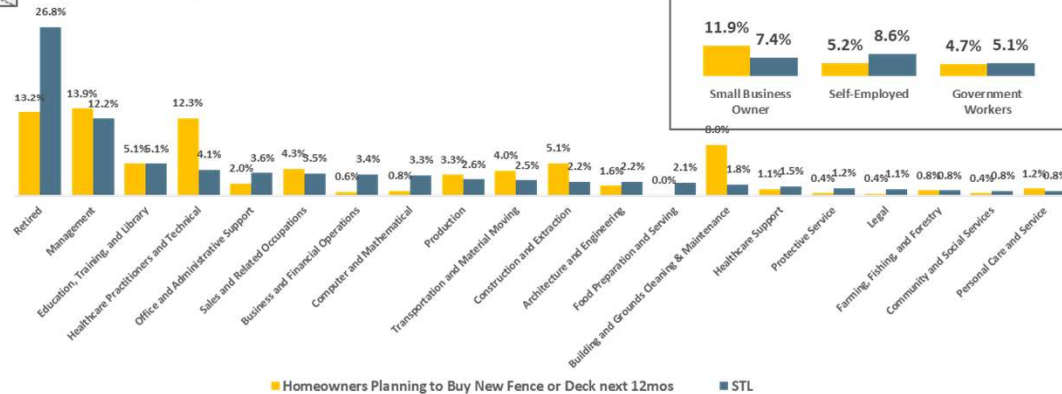
### Employment: Adults 35 or older



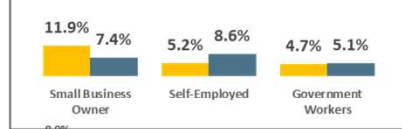
### Marital Status: Adults 35 or older



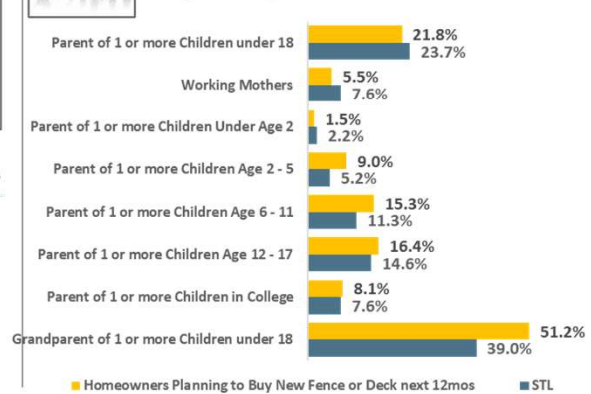
### Top-20 Occupations: Adults 35 or older



### Entrepreneurs/Government Workers



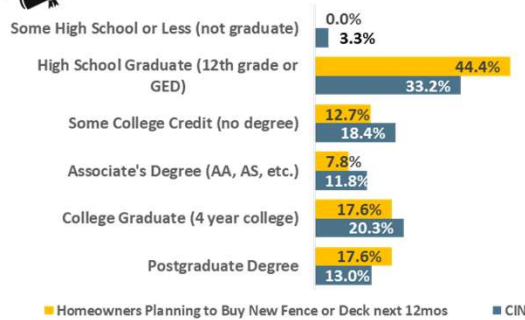
### Stage in Life: Adults 35 or older



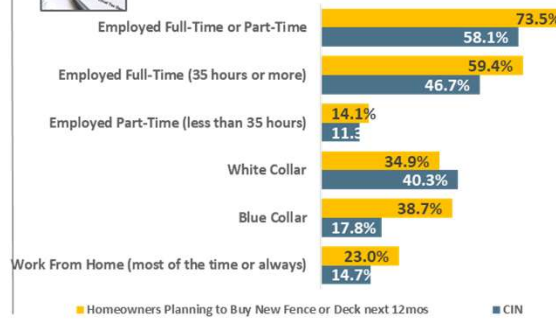


6.1% or 84,016 of CIN DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next... Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 5.4% more likely to be a college graduate, 27.1% more likely to work full-time, 29.2% more likely to be married, 14.4% more likely to be a grandparent of 1 or more children und

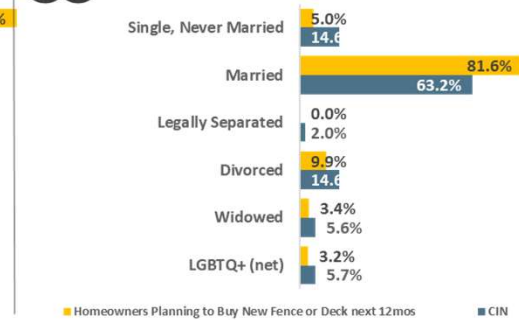
### Education Levels: Adults 35 or older



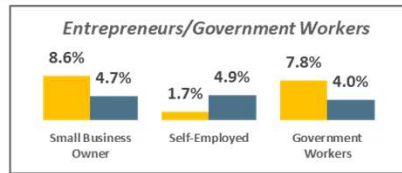
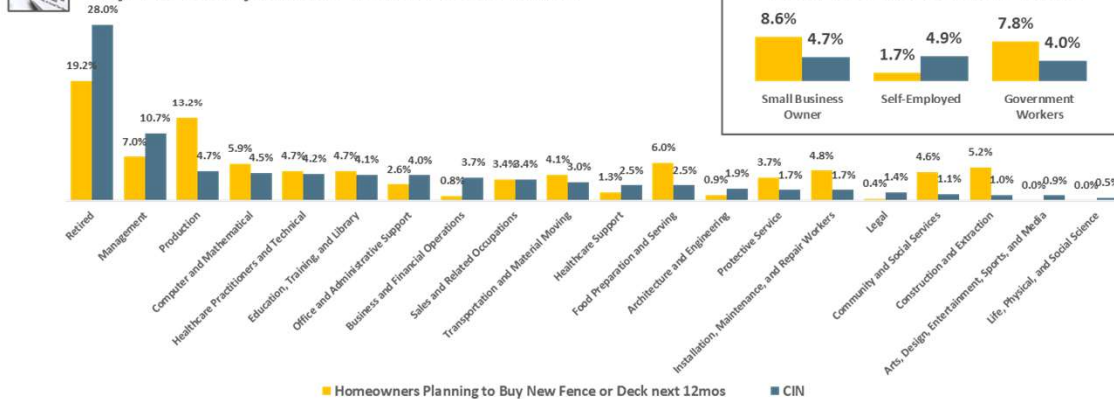
### Employment: Adults 35 or older



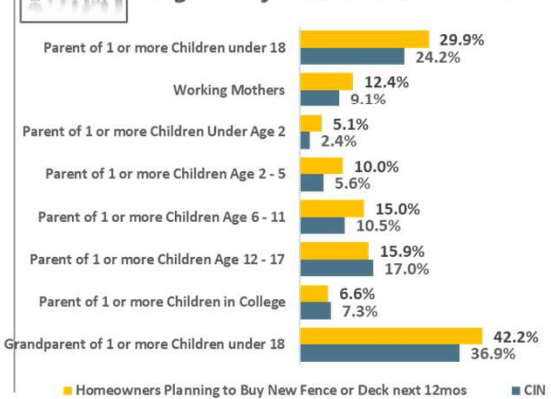
### Marital Status: Adults 35 or older



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



### Stage in Life: Adults 35 or older

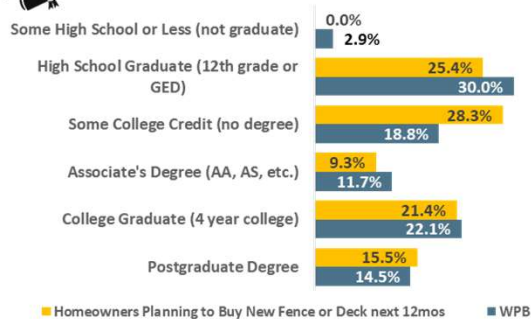




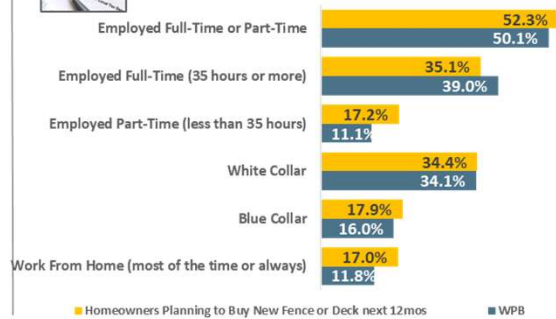
3.2% or 48,081 of WPB DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next...  
 Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are .9% more likely to be a college graduate, 9.8% less likely to work full-time, 21.5% more likely to be married, .3% less likely to be a grandparent of 1 or more children under 1



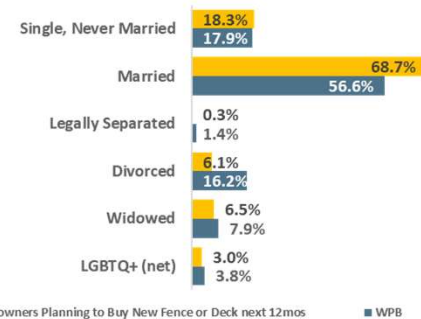
### Education Levels: Adults 35 or older



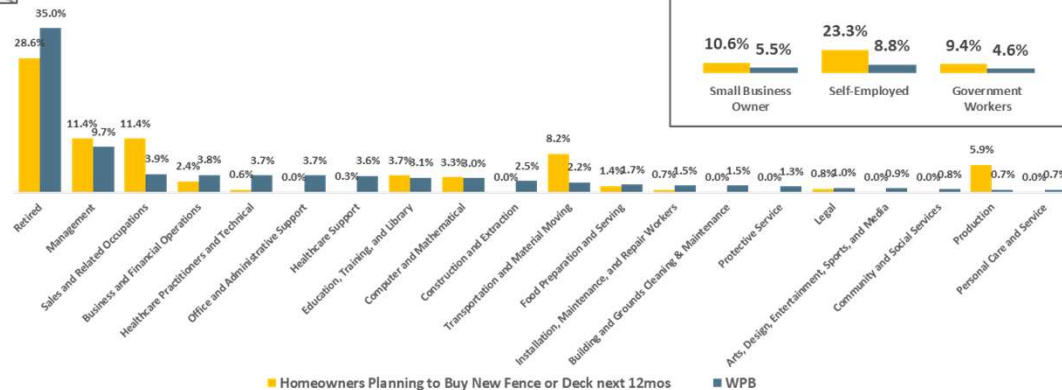
### Employment: Adults 35 or older



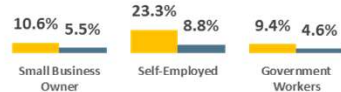
### Marital Status: Adults 35 or older



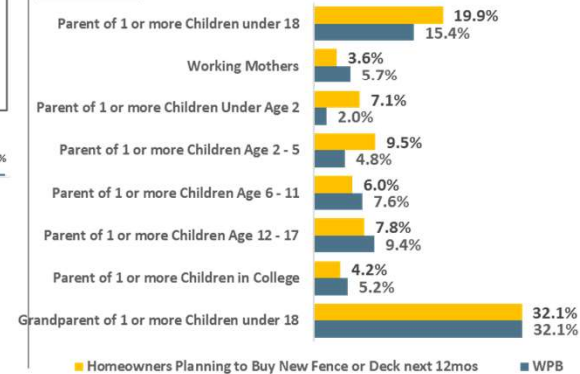
### Top-20 Occupations: Adults 35 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 35 or older

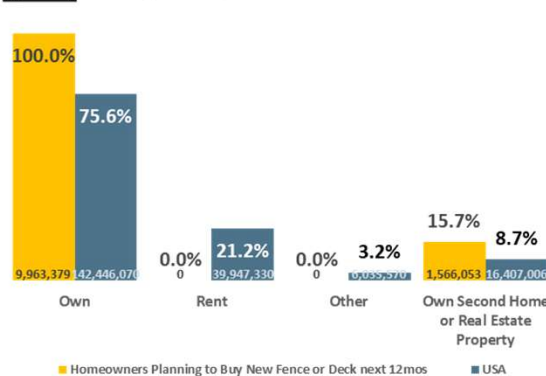




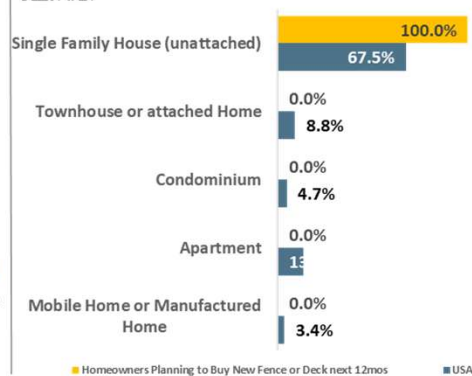


5.3% or 9,963,379 of USA DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next... Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 32.3% more likely to own their home, 1.9% more likely to own a higher valued home, 48.1% more likely to have a single-family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

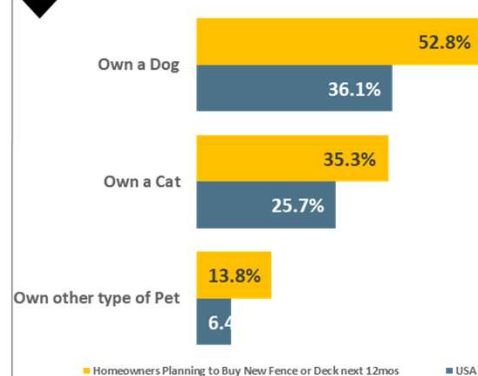
### Own/Rent/Other: Adults 35 or older



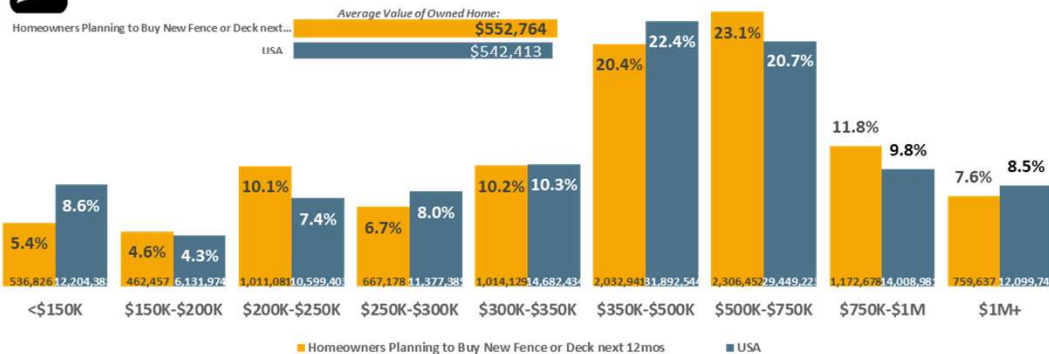
### Type of Home: Adults 35 or older



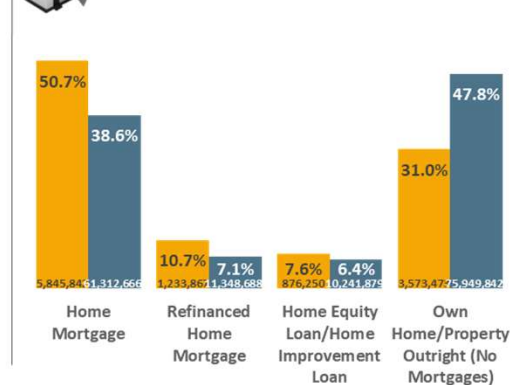
### Pets in Home: Adults 35 or older



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



### Home Loans: Adults 35 or older

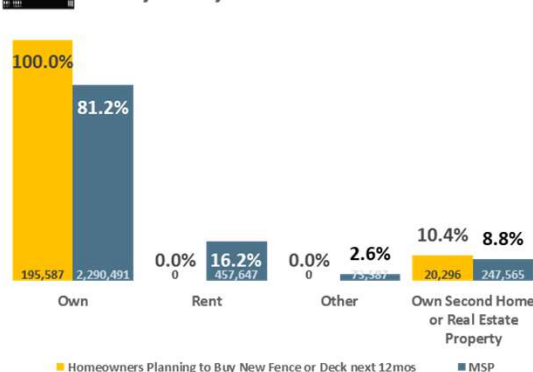




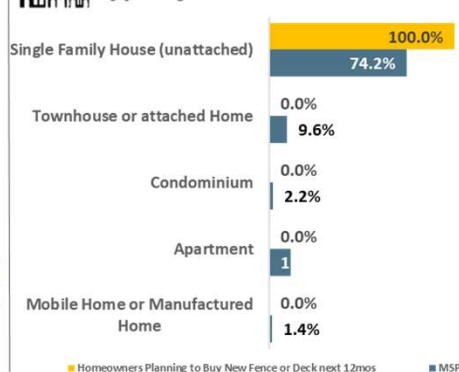
6.9% or 195,587 of MSP DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next 12mos. Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 23.2% more likely to own their home, 7.1% more likely to own a lower valued home, 34.8% more likely to have a single-family home, 60.1% more likely to have a dog.



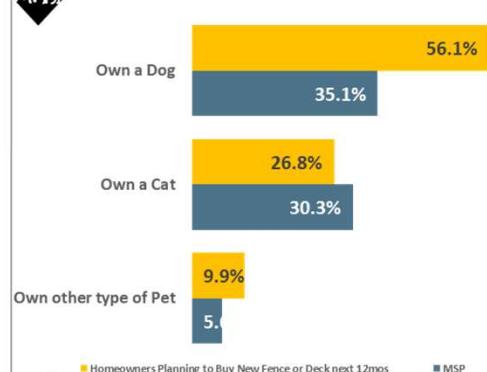
### Own/Rent/Other: Adults 35 or older



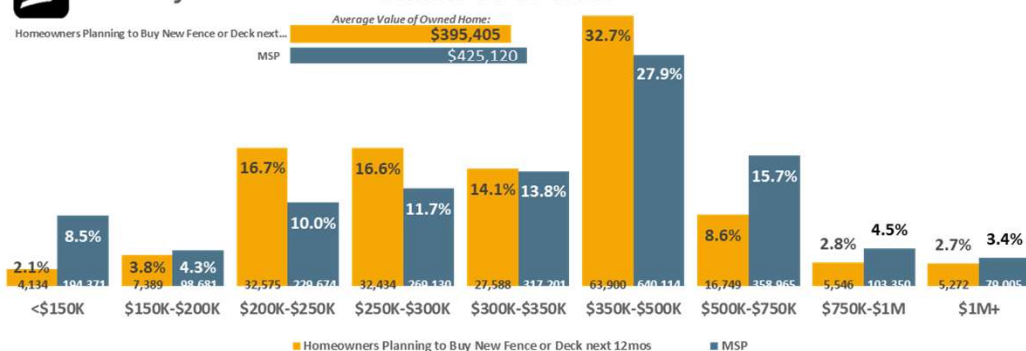
### Type of Home: Adults 35 or older



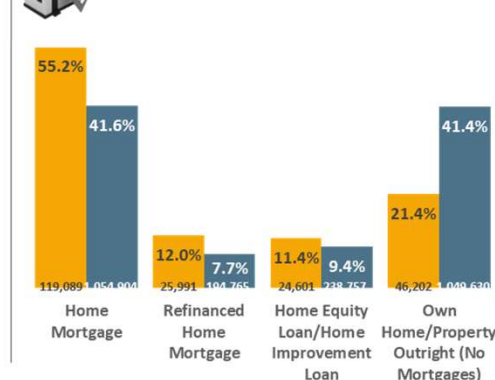
### Pets in Home: Adults 35 or older



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



### Home Loans: Adults 35 or older

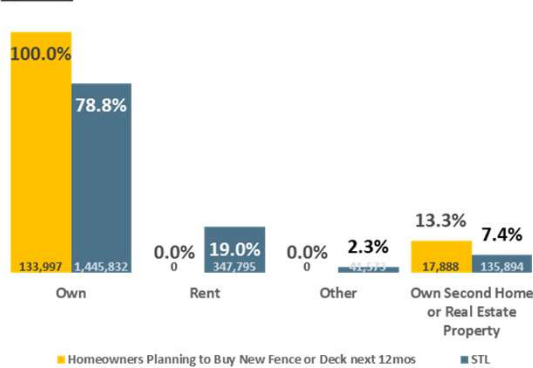




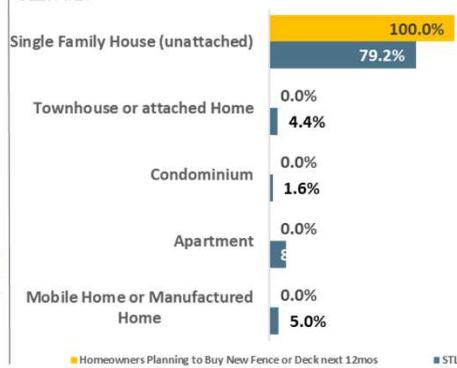
7.3% or 133,997 of STL DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next... Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 26.9% more likely to own their home, 11.2% more likely to own a lower valued home, 26.3% more likely to have a single-family home, 38.3% more likely to have a dog.



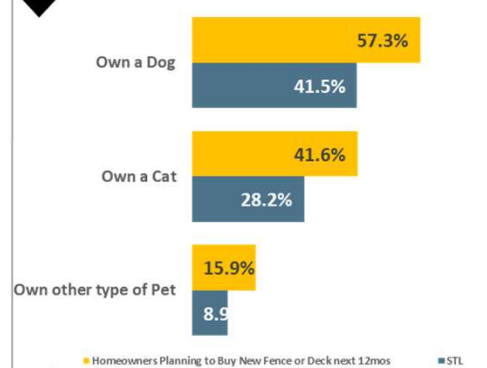
### Own/Rent/Other: Adults 35 or older



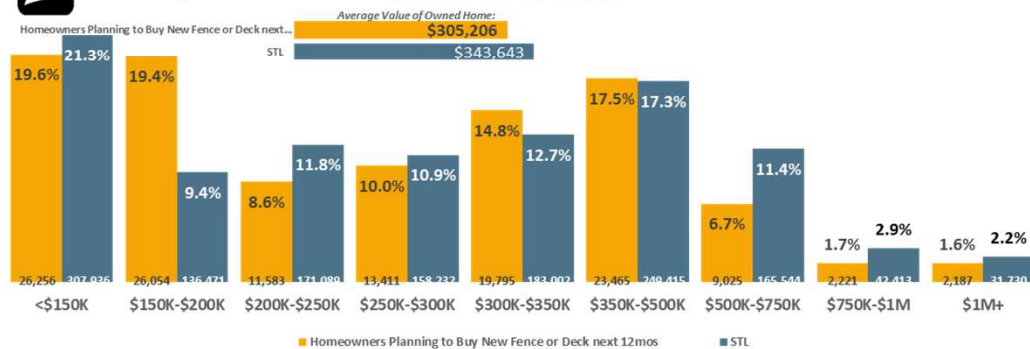
### Type of Home: Adults 35 or older



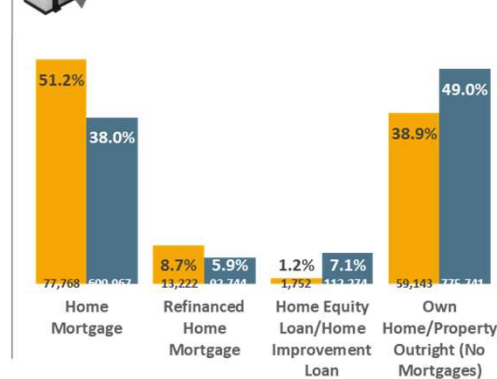
### Pets in Home: Adults 35 or older



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



### Home Loans: Adults 35 or older



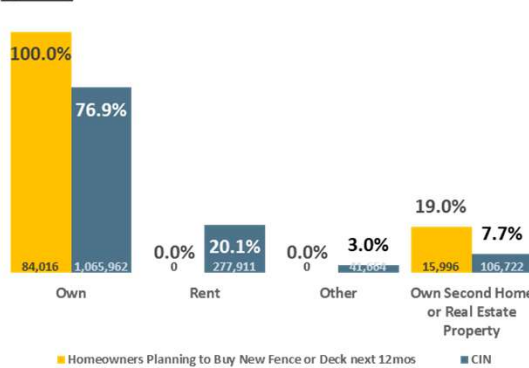




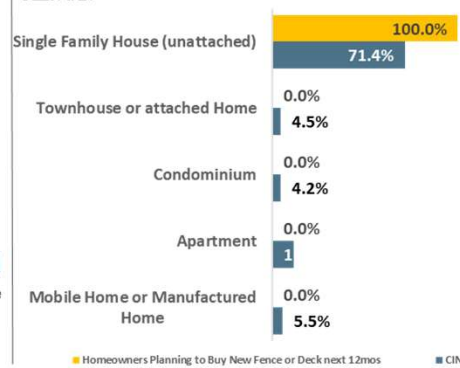
6.1% or 84,016 of CIN DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next 12mos. Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 30.% more likely to own their home, 5.4% more likely to own a lower valued home, 40.% more likely to have a single-family home, 63.5% more likely to have a dog.



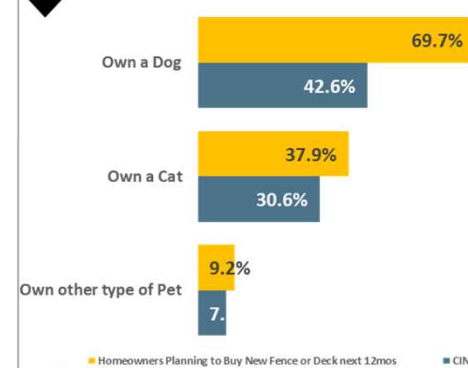
### Own/Rent/Other: Adults 35 or older



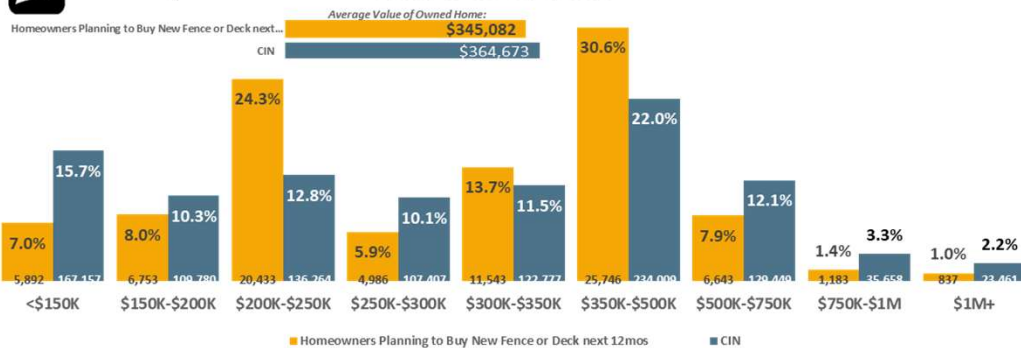
### Type of Home: Adults 35 or older



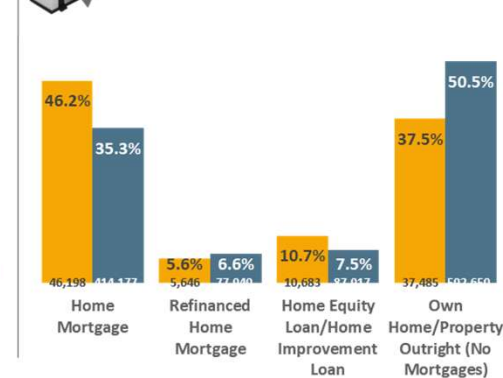
### Pets in Home: Adults 35 or older



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



### Home Loans: Adults 35 or older

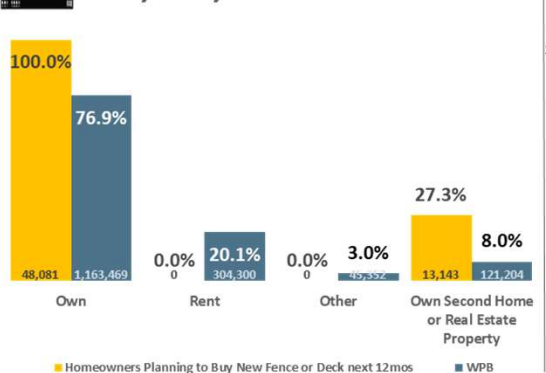




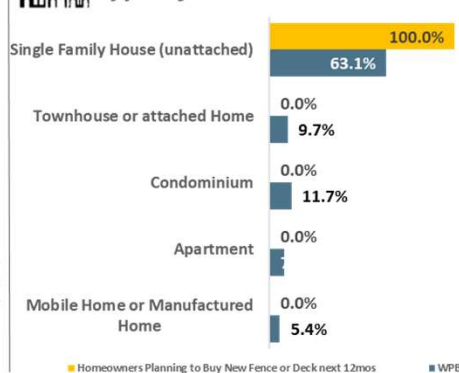
3.2% or 48,081 of WPB DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next 12mos. Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 30.1% more likely to own their home, 3.8% more likely to own a lower valued home, 58.5% more likely to have a single-family home, 55.9% more likely to have a dog.



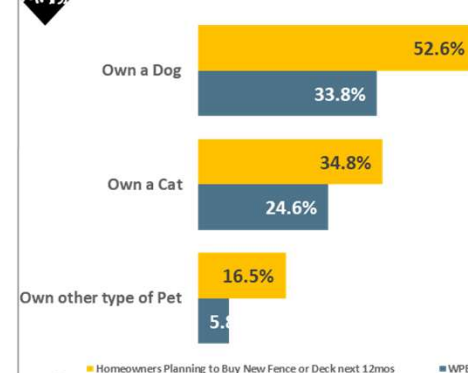
### Own/Rent/Other: Adults 35 or older



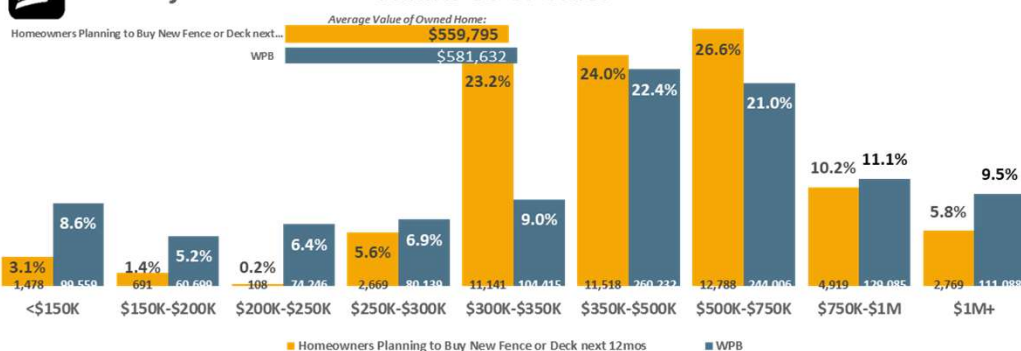
### Type of Home: Adults 35 or older



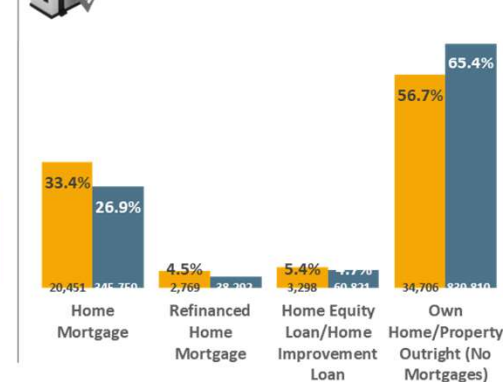
### Pets in Home: Adults 35 or older



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



### Home Loans: Adults 35 or older

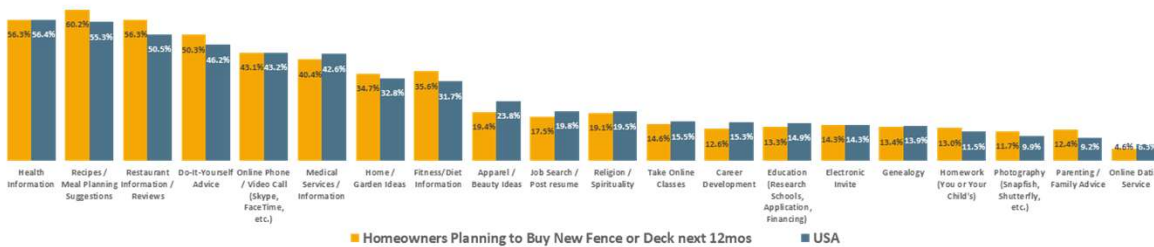




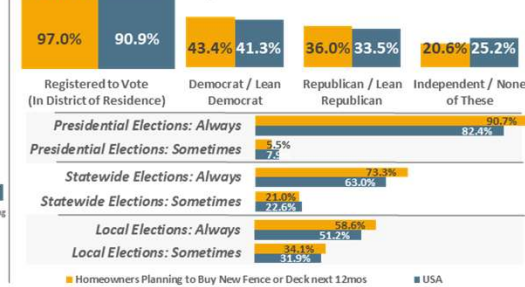
5.3% or 9,963,379 of USA DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next...  
 Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 8.9% more likely to look up D-I-Y advice online, 14.4% more likely to always vote in local elections, 6.8% less likely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



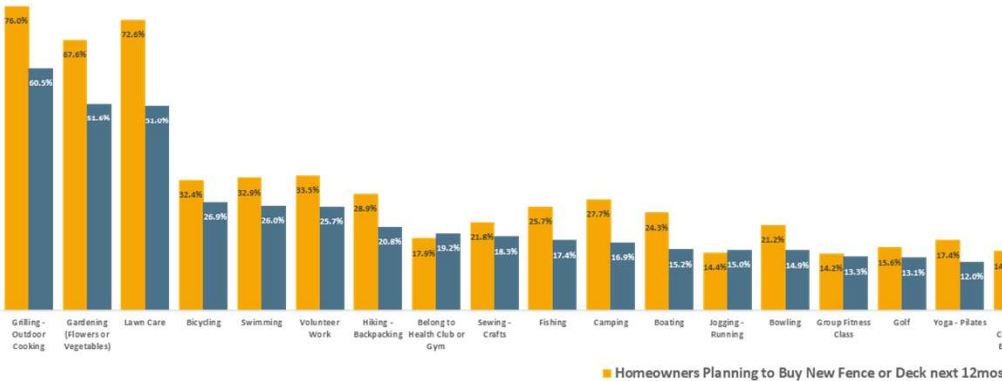
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



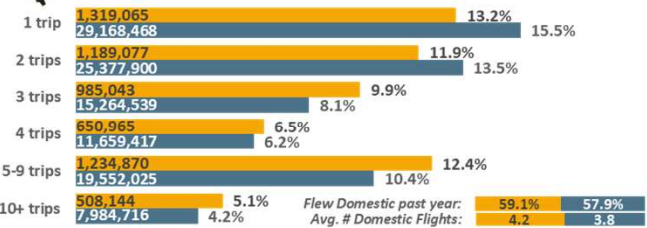
### Political Activity: Adults 35 or older



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



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

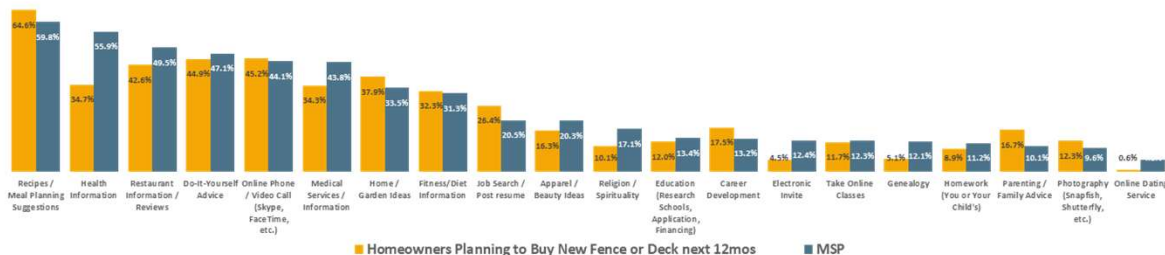




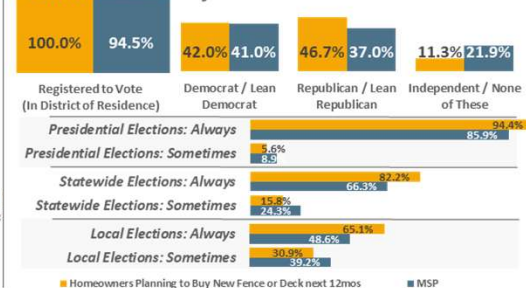
6.9% or 195,587 of MSP DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next... Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 4.7% less likely to look up D-I-Y advice online, 33.9% more likely to always vote in local elections, 45.% more likely to belong to a gym, 1.5% less likely to fly domestic past



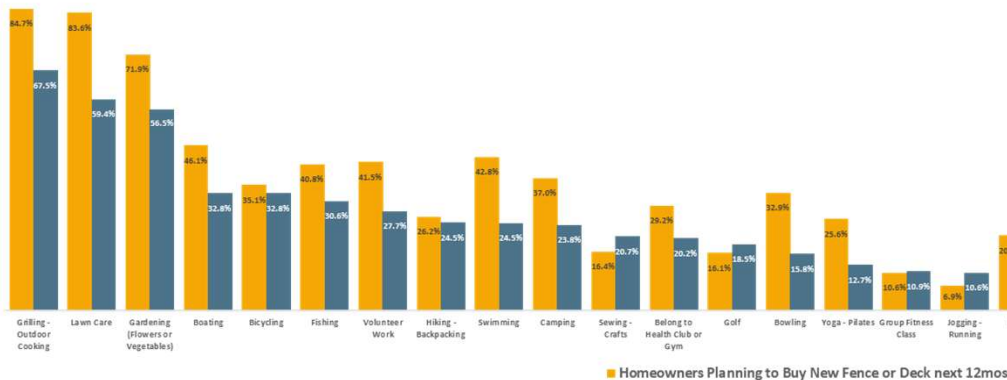
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



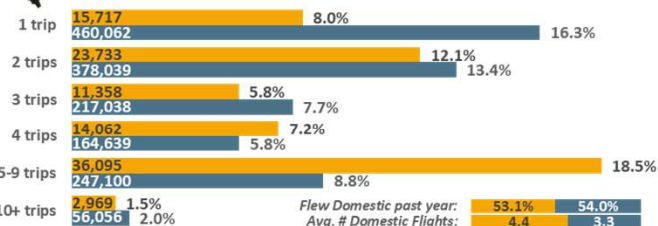
### Political Activity: Adults 35 or older



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



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



Flew Domestic past year: 53.1% vs 54.0%  
Avg. # Domestic Flights: 4.4 vs 3.3

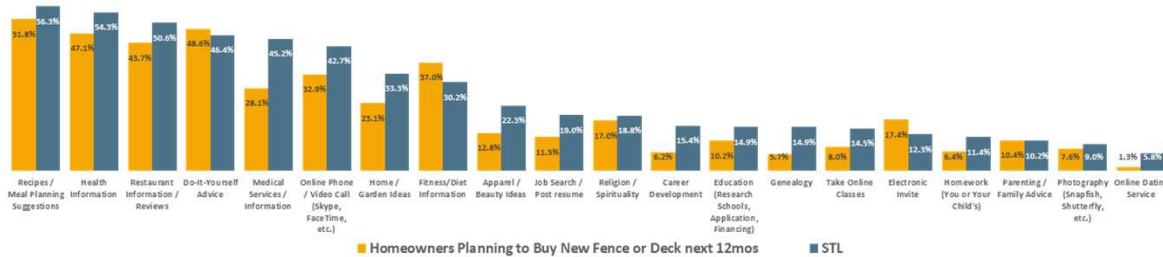




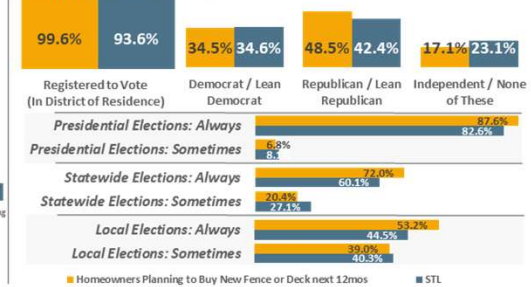
7.3% or 133,997 of STL DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next... Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 4.8% more likely to look up D-I-Y advice online, 19.6% more likely to always vote in local elections, 7.8% less likely to belong to a gym, 29.9% less likely to fly domestic pas



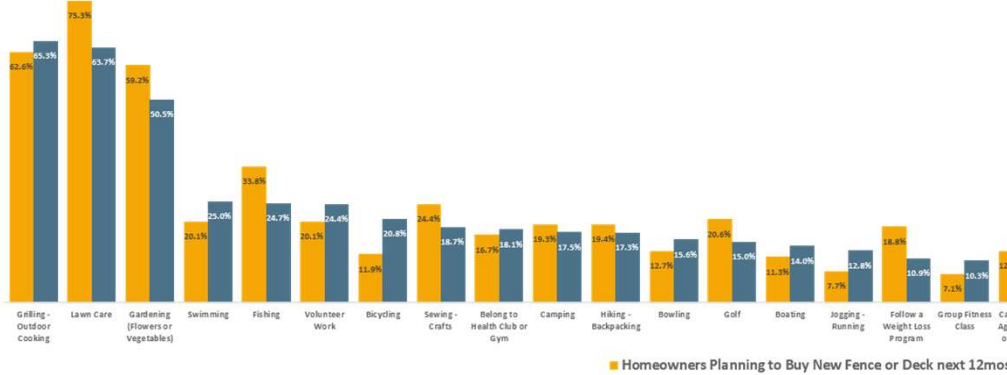
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



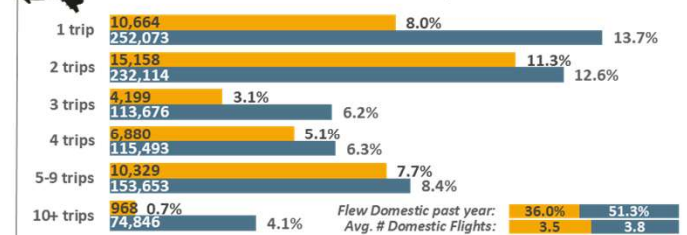
### Political Activity: Adults 35 or older



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



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

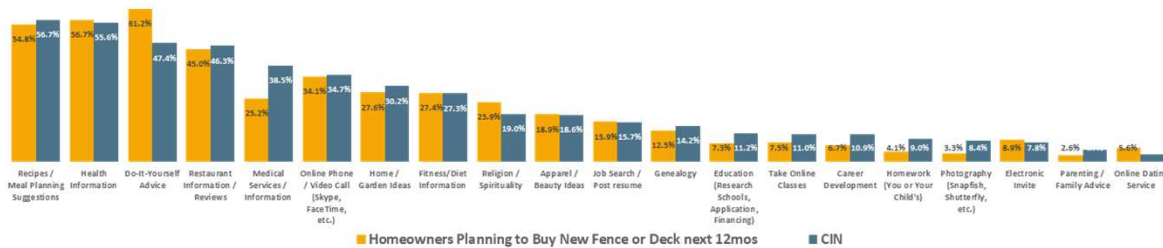




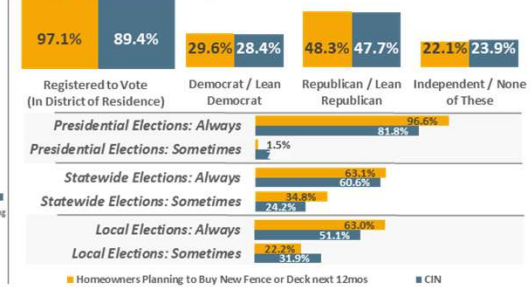
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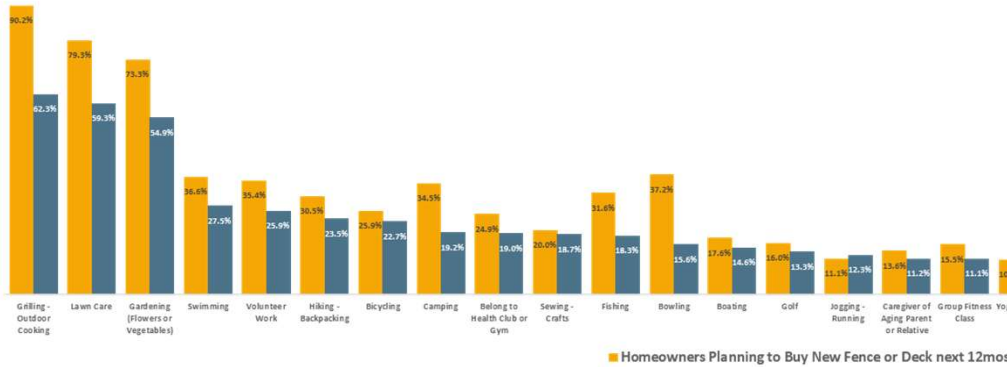
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



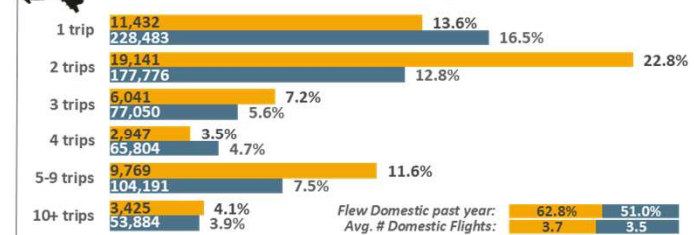
### Political Activity: Adults 35 or older



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



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

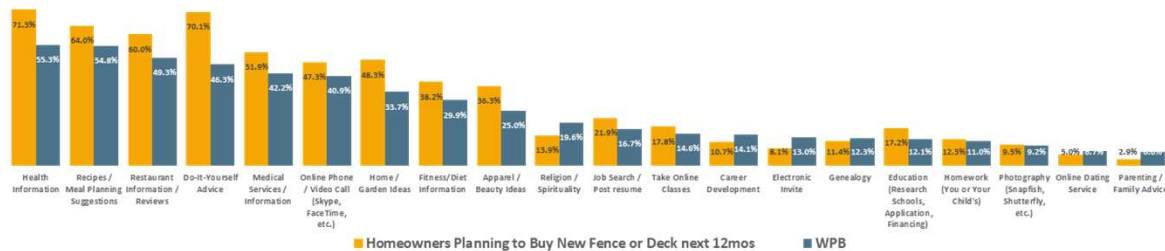




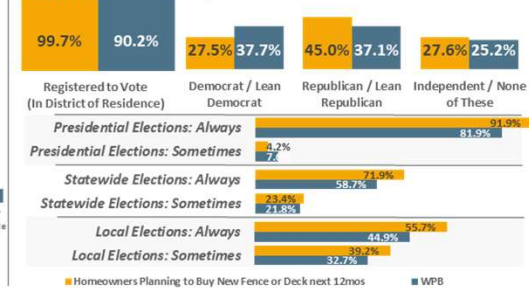
3.2% or 48,081 of WPB DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next... Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 51.5% more likely to look up D-I-Y advice online, 24.1% more likely to always vote in local elections, 9.4% less likely to belong to a gym, 23.2% less likely to fly domestic pa



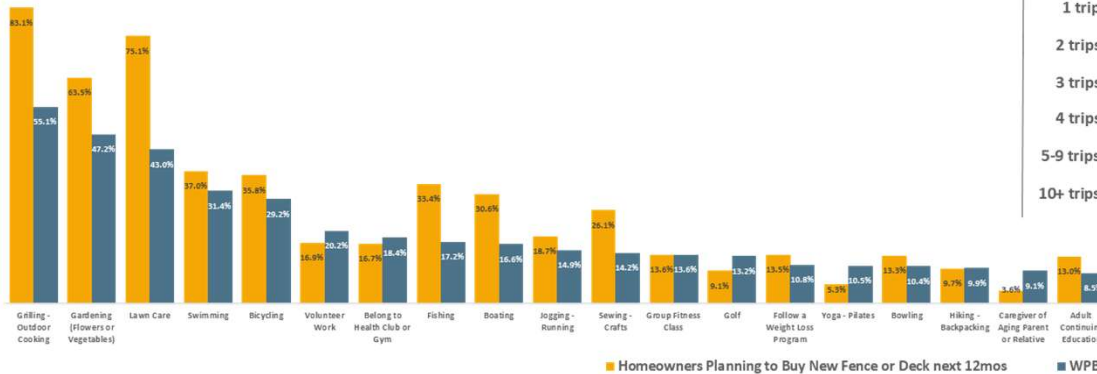
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



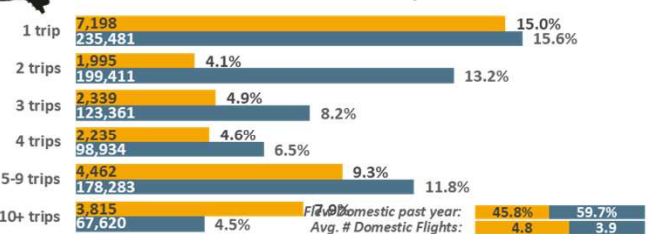
### Political Activity: Adults 35 or older



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



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

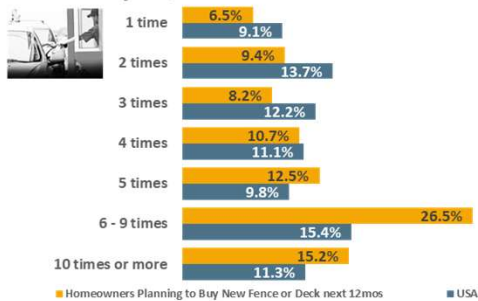


Flights Domestic past year: 45.8%  
Avg. # Domestic Flights: 4.8

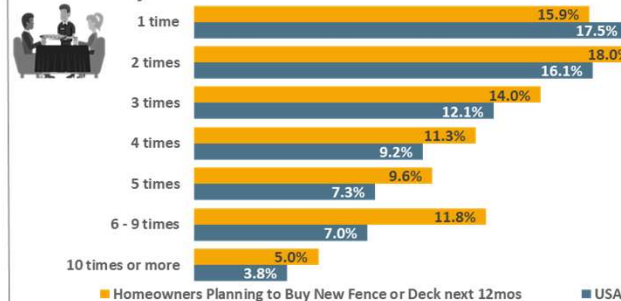


5.3% or 9,963,379 of USA DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next 12mos. Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 7.8% more likely to use QSRs past mo., 17.5% more likely to use Sit-Down Restaurants past mo., 9.3% more likely to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

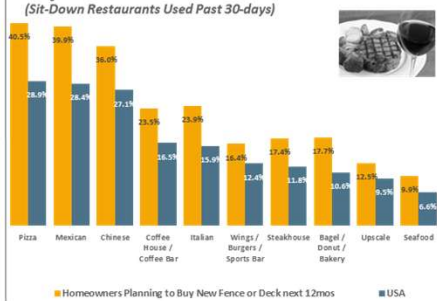
### Past 30-days QSR Users: Adults 35 or older



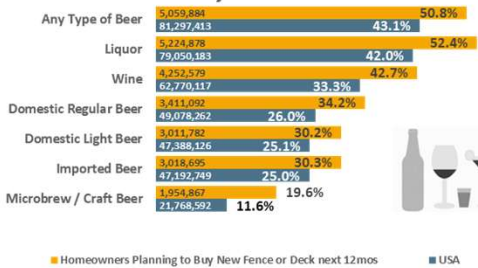
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



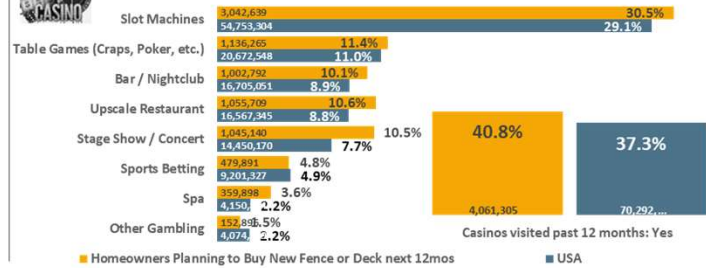
### Top-10 Cuisines: Adults 35 or older



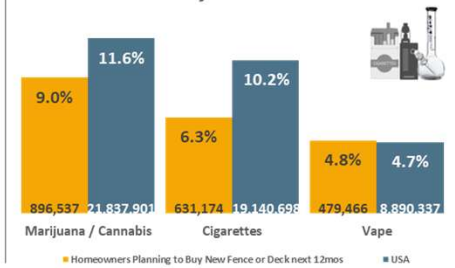
### Drank Past 30-days: Adults 35 or older



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



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

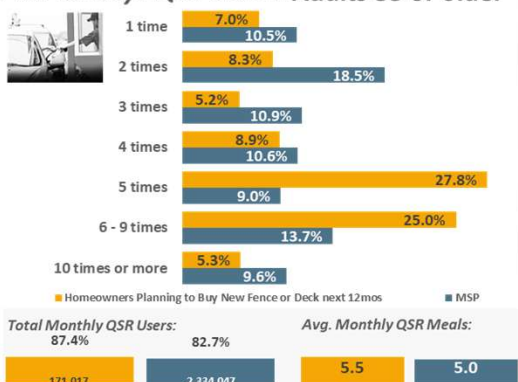




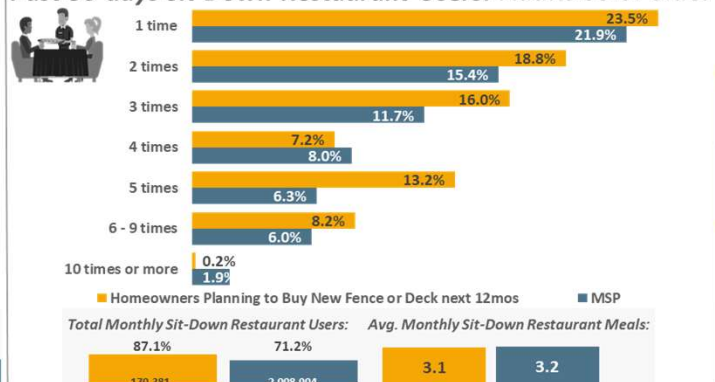


6.9% or 195,587 of MSP DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next 12mos. Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 5.7% more likely to use QSRs past mo., 22.4% more likely to use Sit-Down Restaurants past mo., 22.9% more likely to use Casinos past yr., 79.1% less likely to smoke cigarettes.

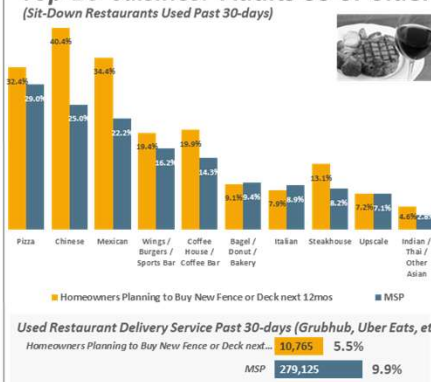
### Past 30-days QSR Users: Adults 35 or older



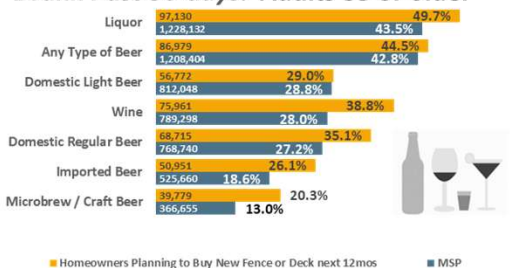
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



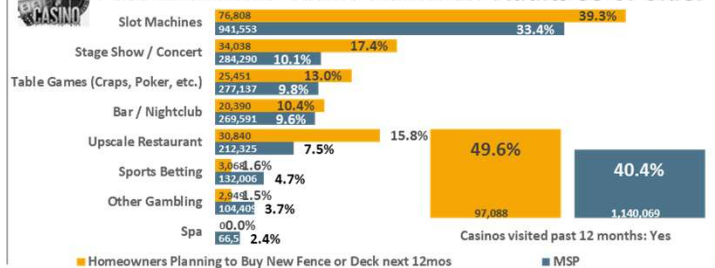
### Top-10 Cuisines: Adults 35 or older



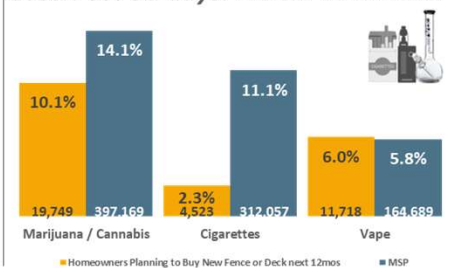
### Drank Past 30-days: Adults 35 or older



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



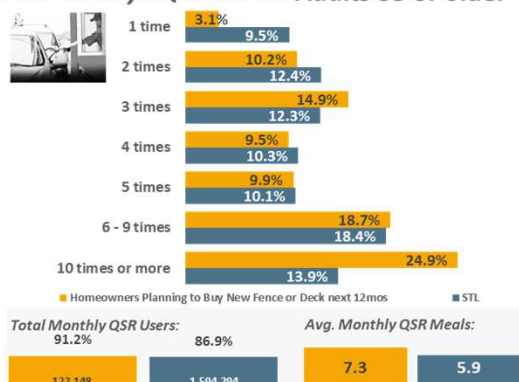
### Used Past 30-days: Adults 35 or older



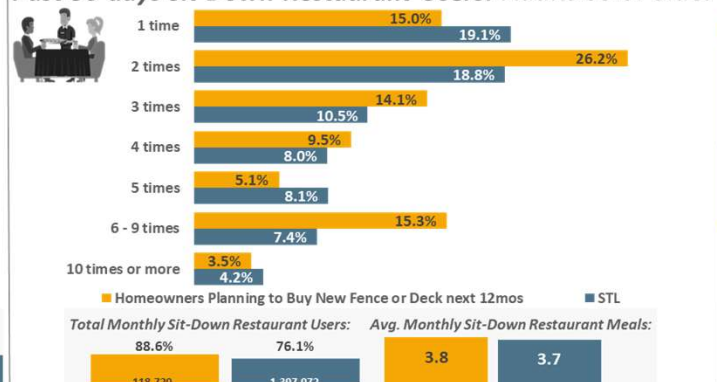


7.3% or 133,997 of STL DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next 12mos. Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 4.9% more likely to use QSRs past mo., 16.4% more likely to use Sit-Down Restaurants past mo., 15.3% less likely to use Casinos past yr., 25.1% less likely to smoke cigarettes.

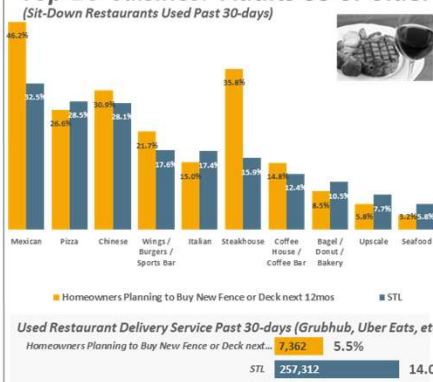
### Past 30-days QSR Users: Adults 35 or older



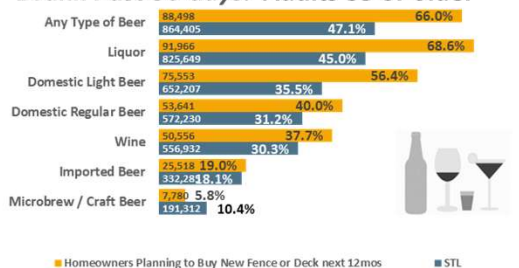
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



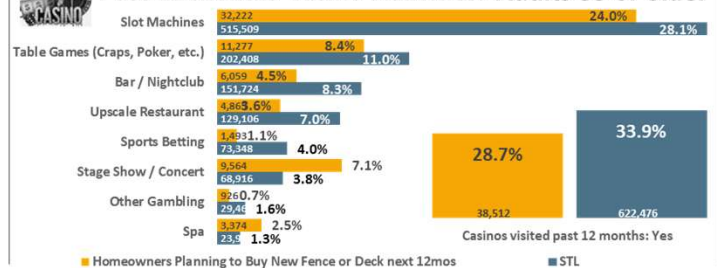
### Top-10 Cuisines: Adults 35 or older



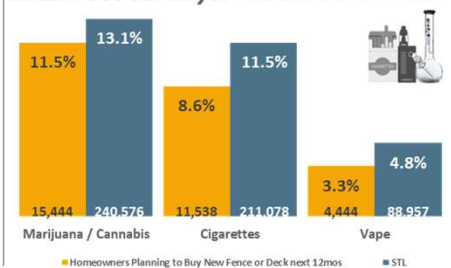
### Drank Past 30-days: Adults 35 or older



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



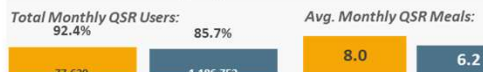
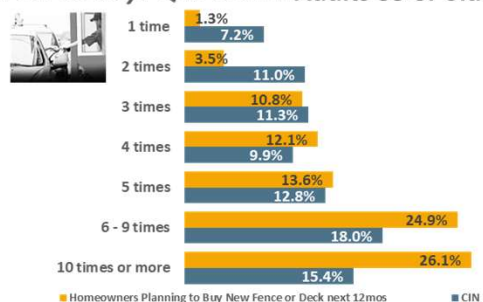
### Used Past 30-days: Adults 35 or older



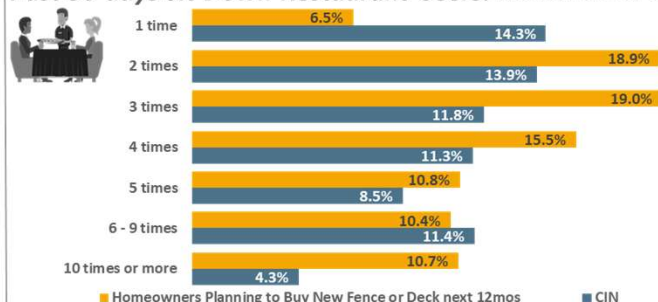


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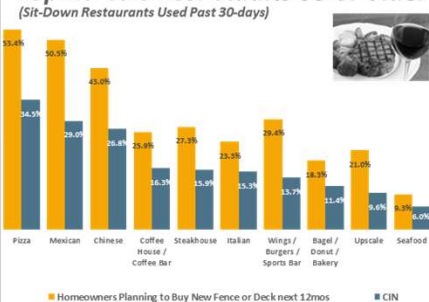
### Past 30-days QSR Users: Adults 35 or older



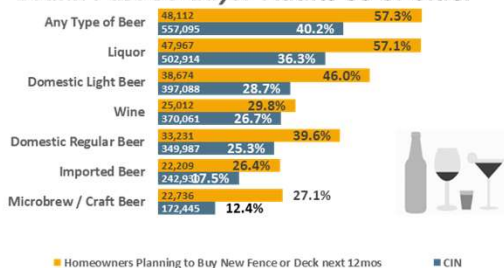
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



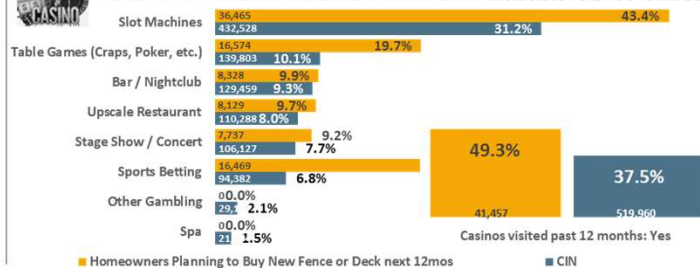
### Top-10 Cuisines: Adults 35 or older



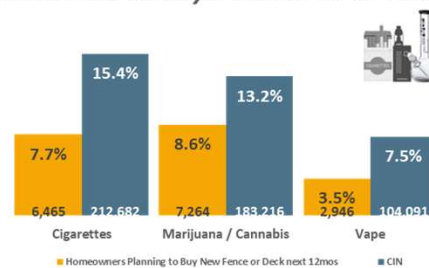
### Drank Past 30-days: Adults 35 or older



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



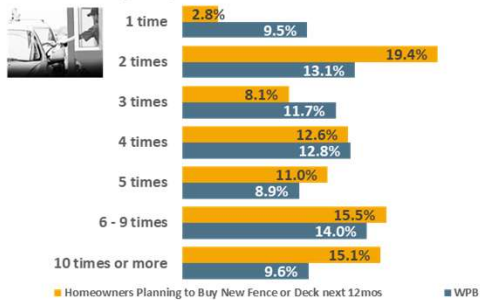
### Used Past 30-days: Adults 35 or older



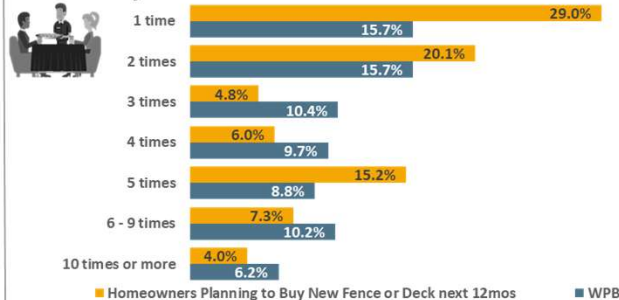


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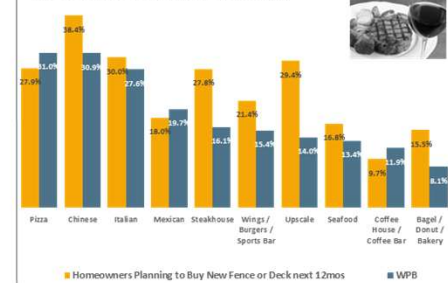
### Past 30-days QSR Users: Adults 35 or older



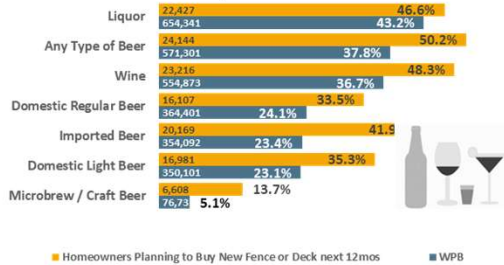
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



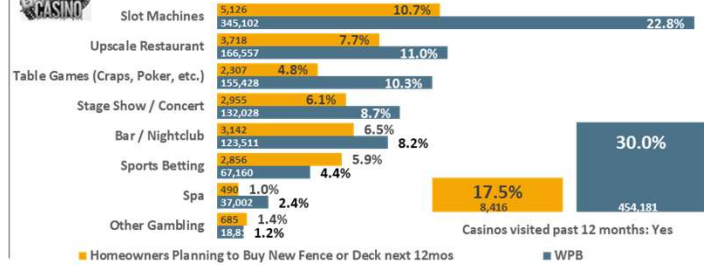
### Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



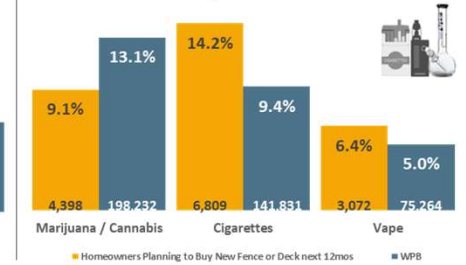
### Drank Past 30-days: Adults 35 or older



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



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



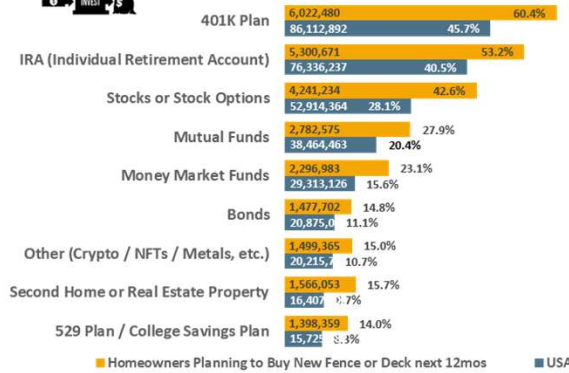




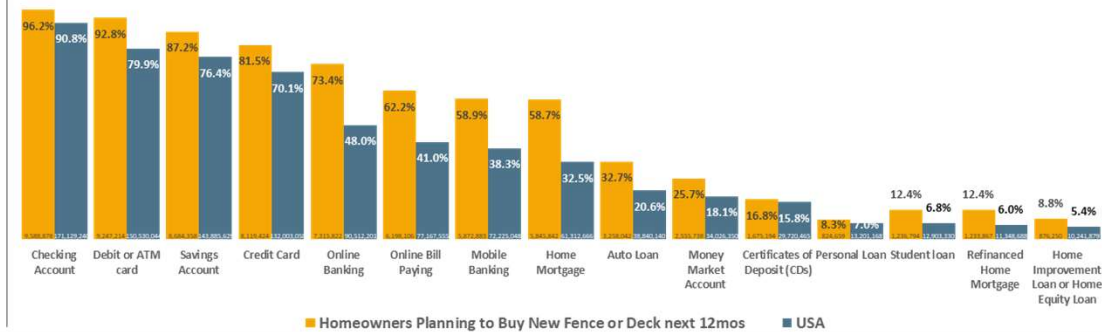
5.3% or 9,963,379 of USA DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next... Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 32.3% more likely to have a 401K, 58.6% more likely to have an Auto Loan, 54.3% more likely to Invest/Trade Stocks Online,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



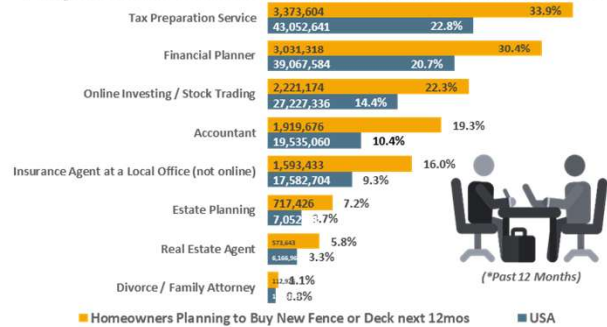
### Investments Owned: Adults 35 or older



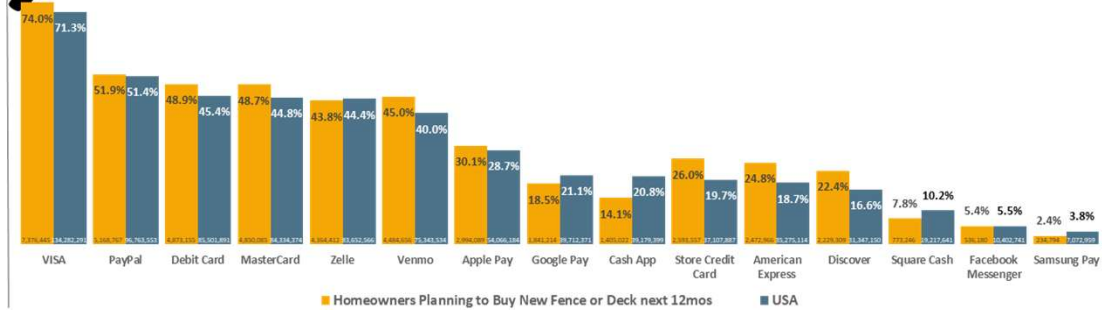
### Financial Services Has and/or Uses: Adults 35 or older



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



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

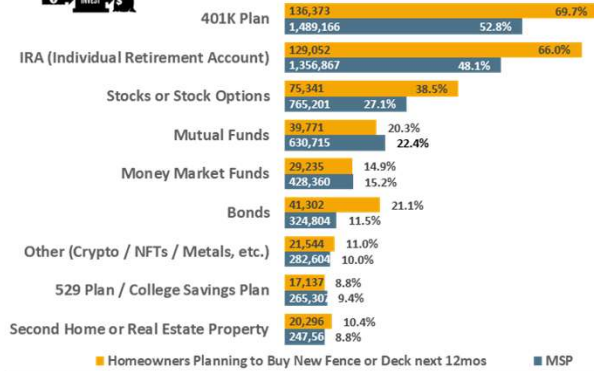




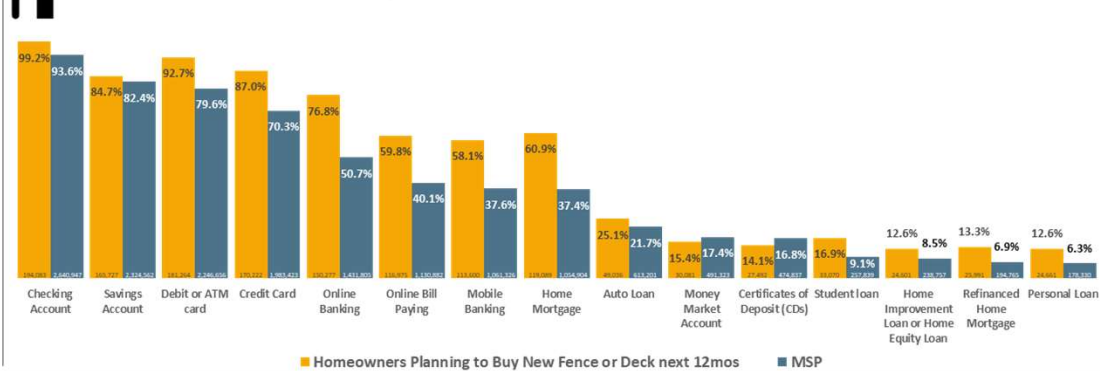
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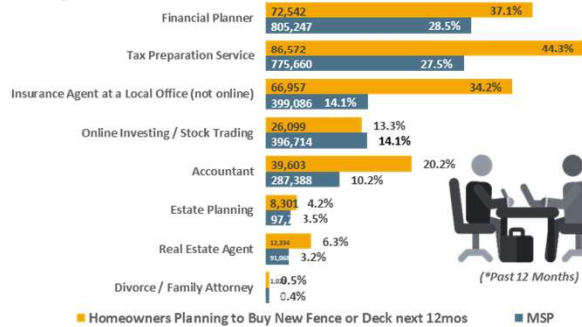
### Investments Owned: Adults 35 or older



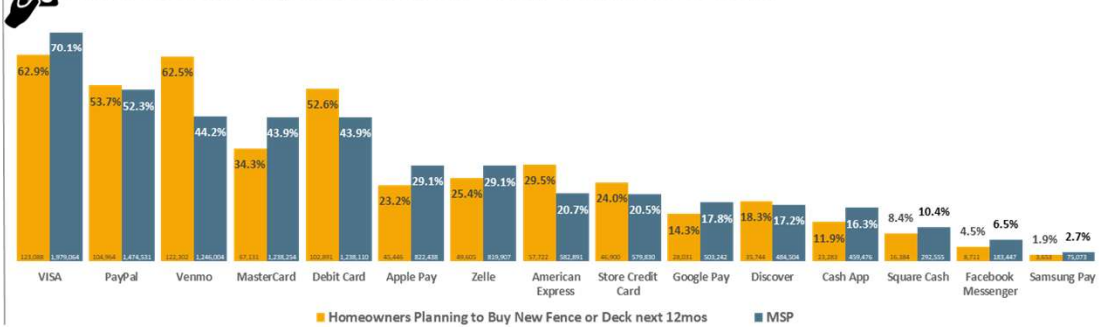
### Financial Services Has and/or Uses: Adults 35 or older



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



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

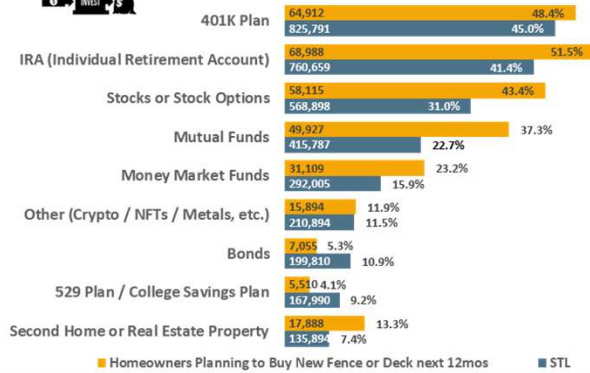




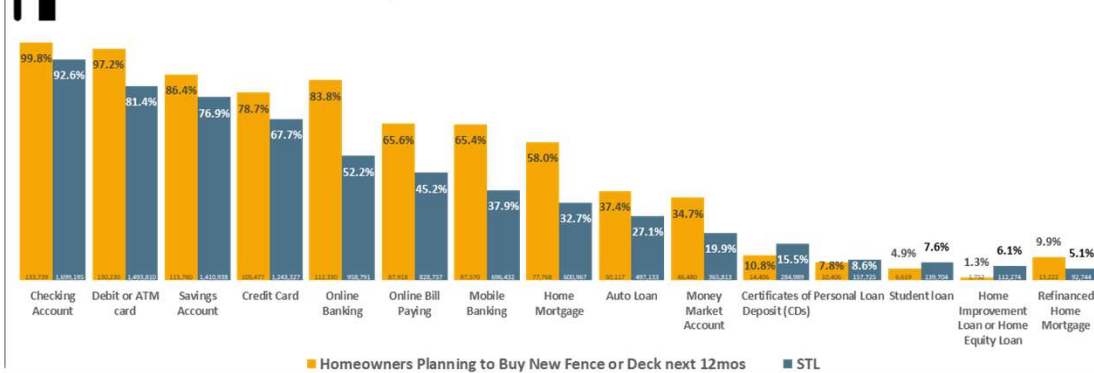
7.3% or 133,997 of STL DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next... Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 7.7% more likely to have a 401K, 38.1% more likely to have an Auto Loan, 33.2% more likely to Invest/Trade Stocks Online, 33.7% more likely to pay with their Debit Card.



### Investments Owned: Adults 35 or older



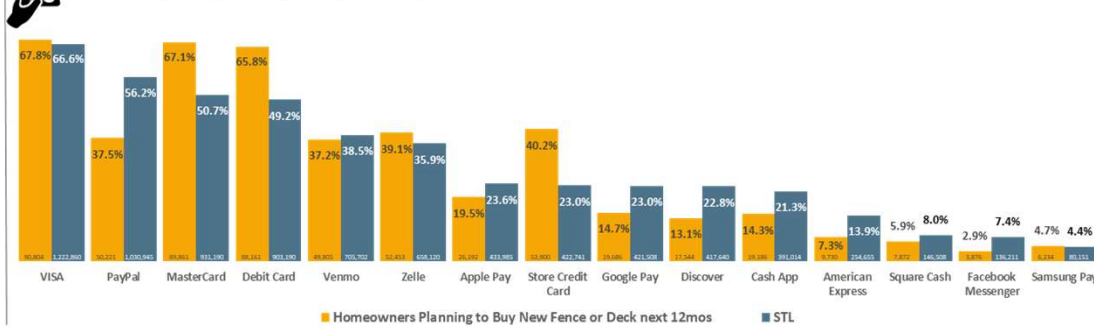
### Financial Services Has and/or Uses: Adults 35 or older



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



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

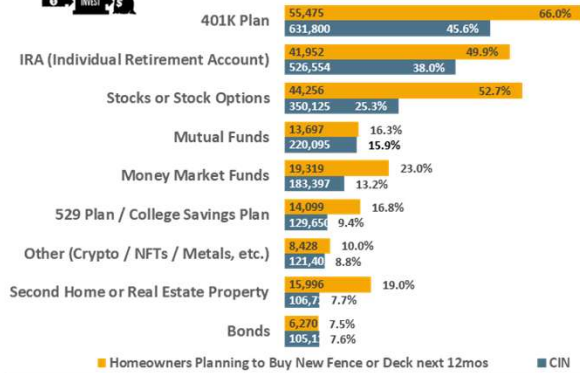




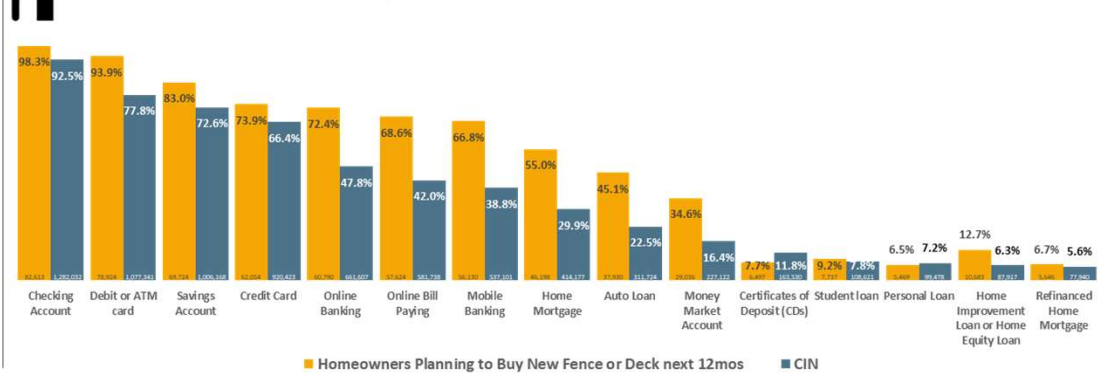
6.1% or 84,016 of CIN DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next... Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 44.8% more likely to have a 401K, 100.7% more likely to have an Auto Loan, 42.8% more likely to Invest/Trade Stocks Online, 7.% more likely to pay with their Debit Card.



### Investments Owned: Adults 35 or older



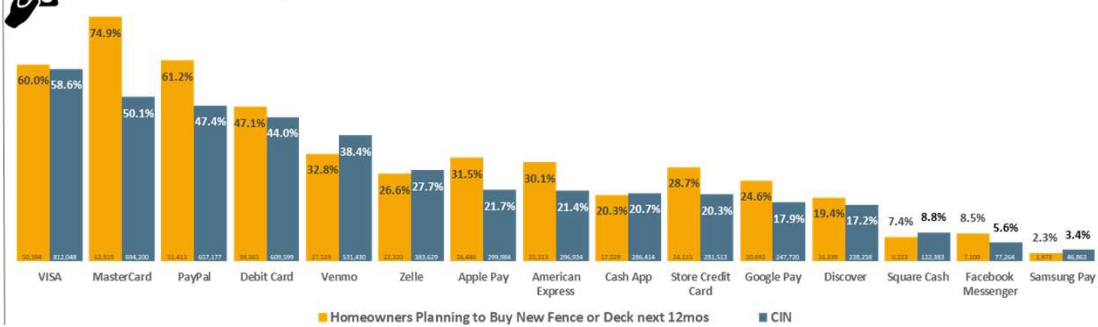
### Financial Services Has and/or Uses: Adults 35 or older



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



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



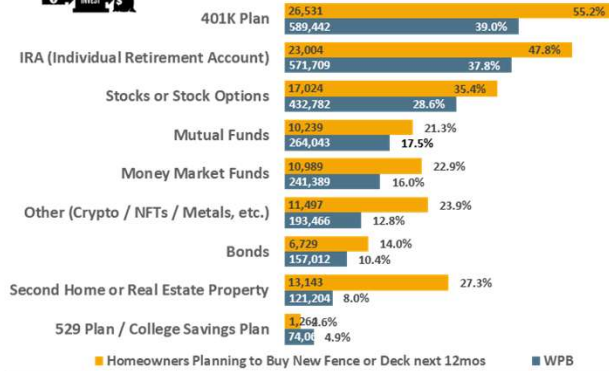




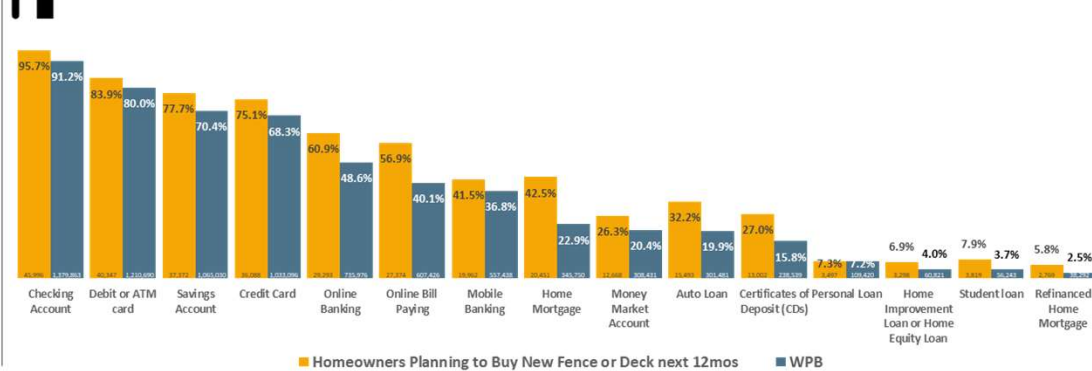
3.2% or 48,081 of WPB DMA Adults 35 or older are Homeowners Planning to Buy New Fence or Deck next... Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos are 41.6% more likely to have a 401K, 61.7% more likely to have an Auto Loan, 197.7% more likely to Invest/Trade Stocks Online, 15.6% more likely to pay with their Debit Card.



### Investments Owned: Adults 35 or older



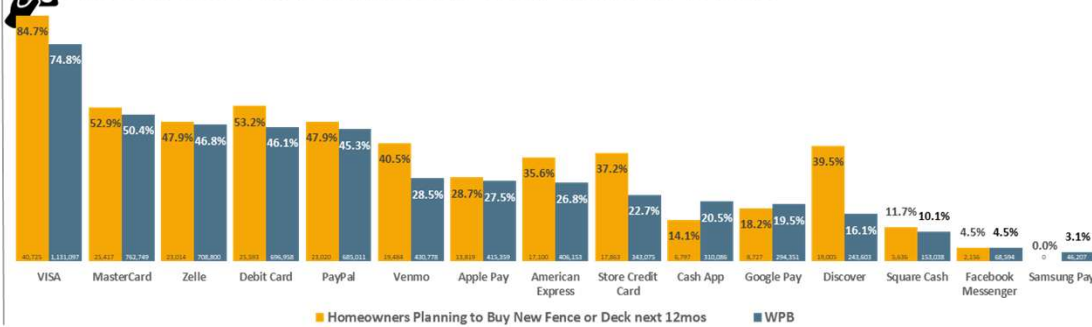
### Financial Services Has and/or Uses: Adults 35 or older



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

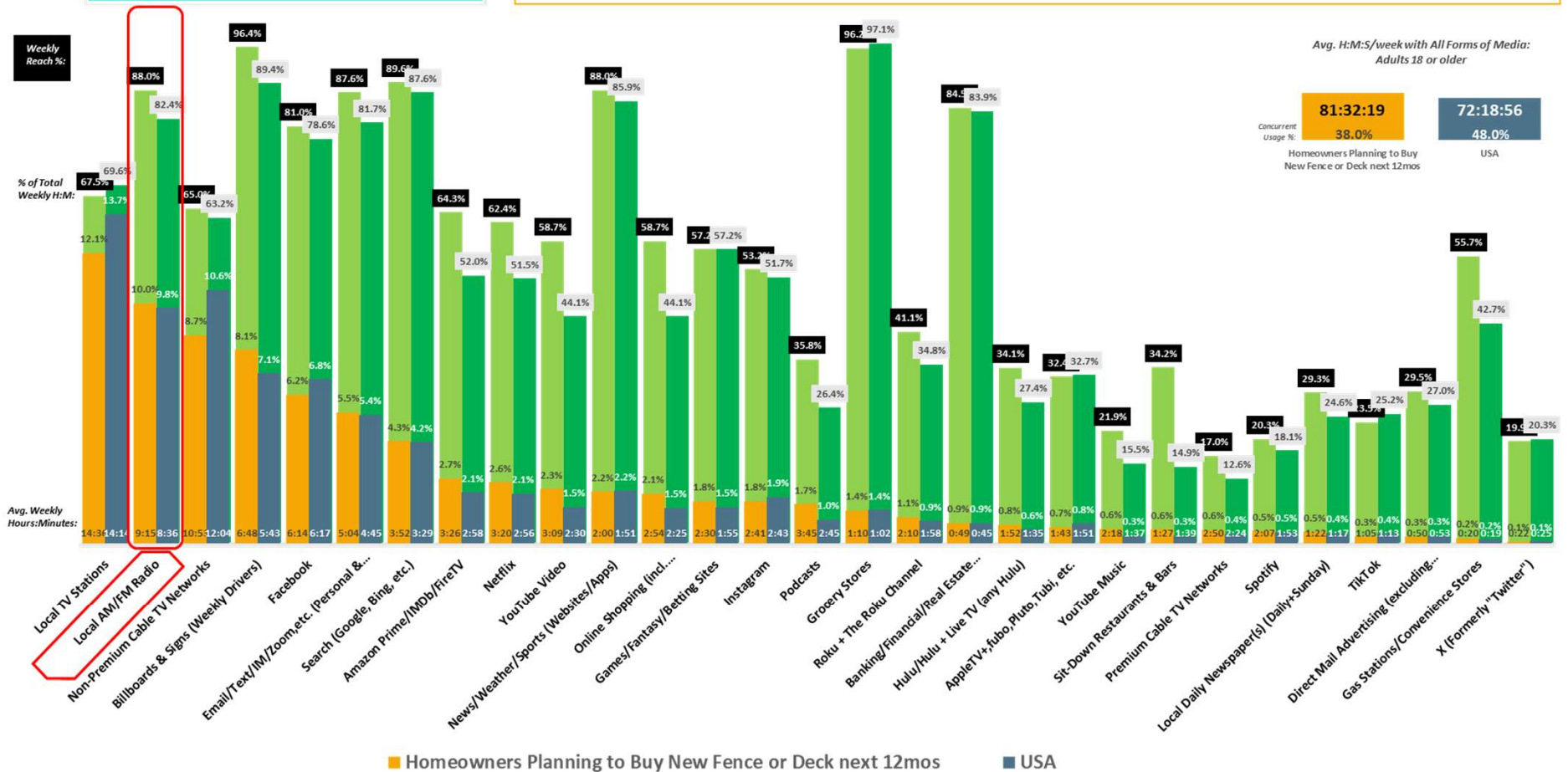


### Past 3-Months Payment Methods Used: Adults 35 or older



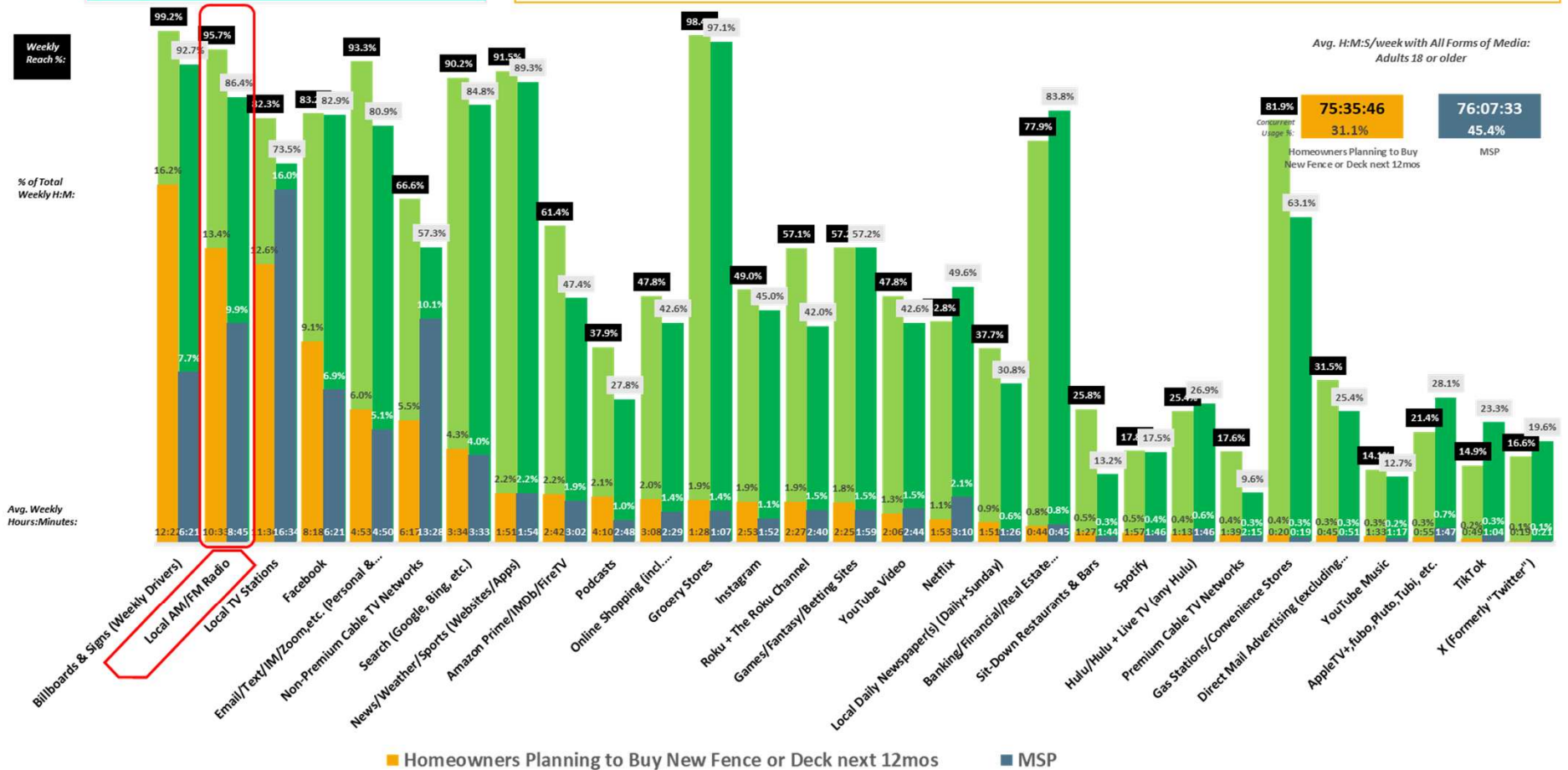


Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 3 days, 9 hours, 32 minutes and 19 seconds each week with All Forms of Media.  
 88.% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an avg. of 9 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



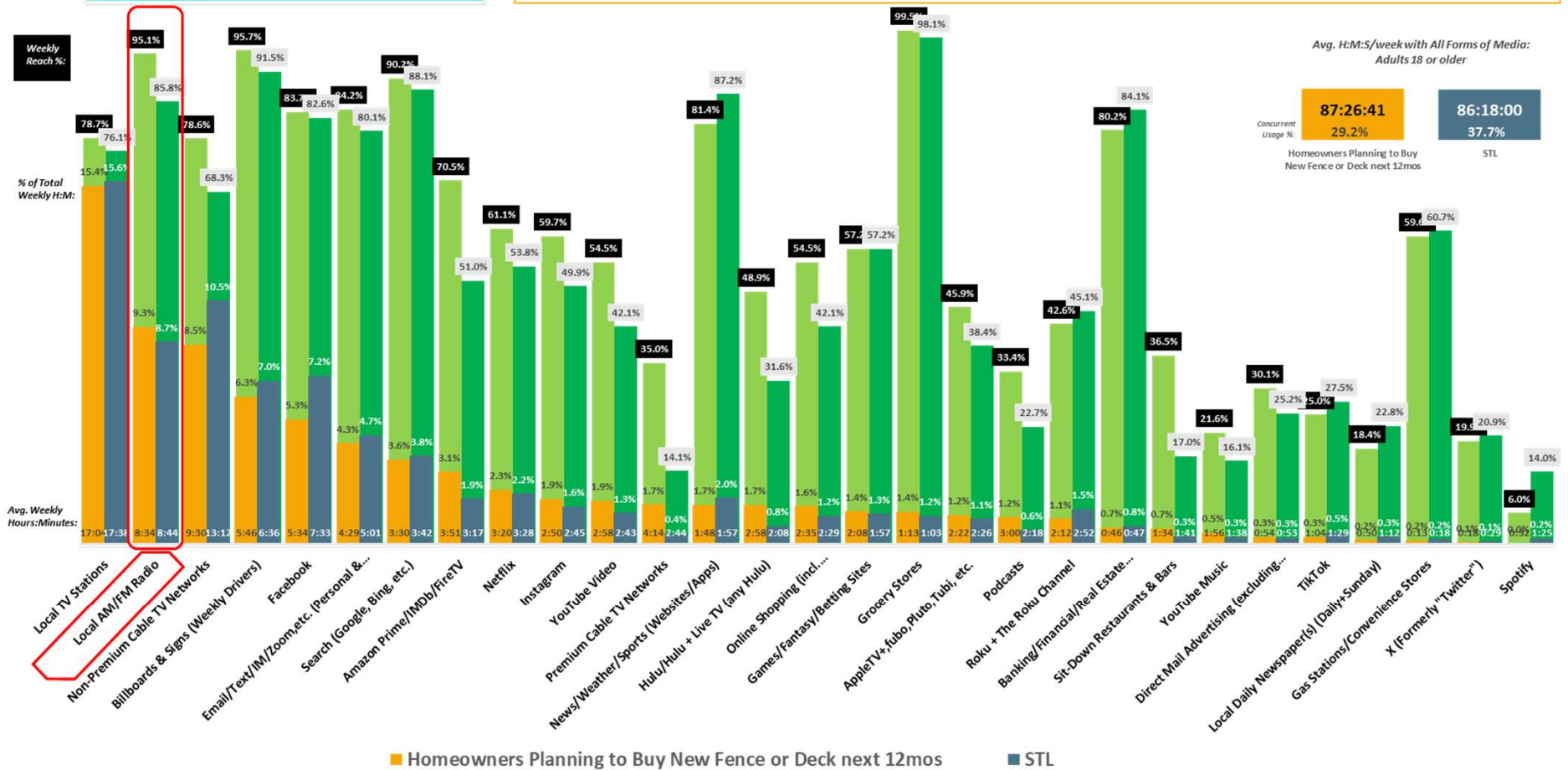


Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 3 days, 3 hours, 35 minutes and 46 seconds each week with All Forms of Media.  
 95.7% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an avg. of 10 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 13.4% of total time spent with all forms of Media.





Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 3 days, 15 hours, 26 minutes and 41 seconds each week with All Forms of Media.  
 95.1% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an avg. of 8 hours and 34 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



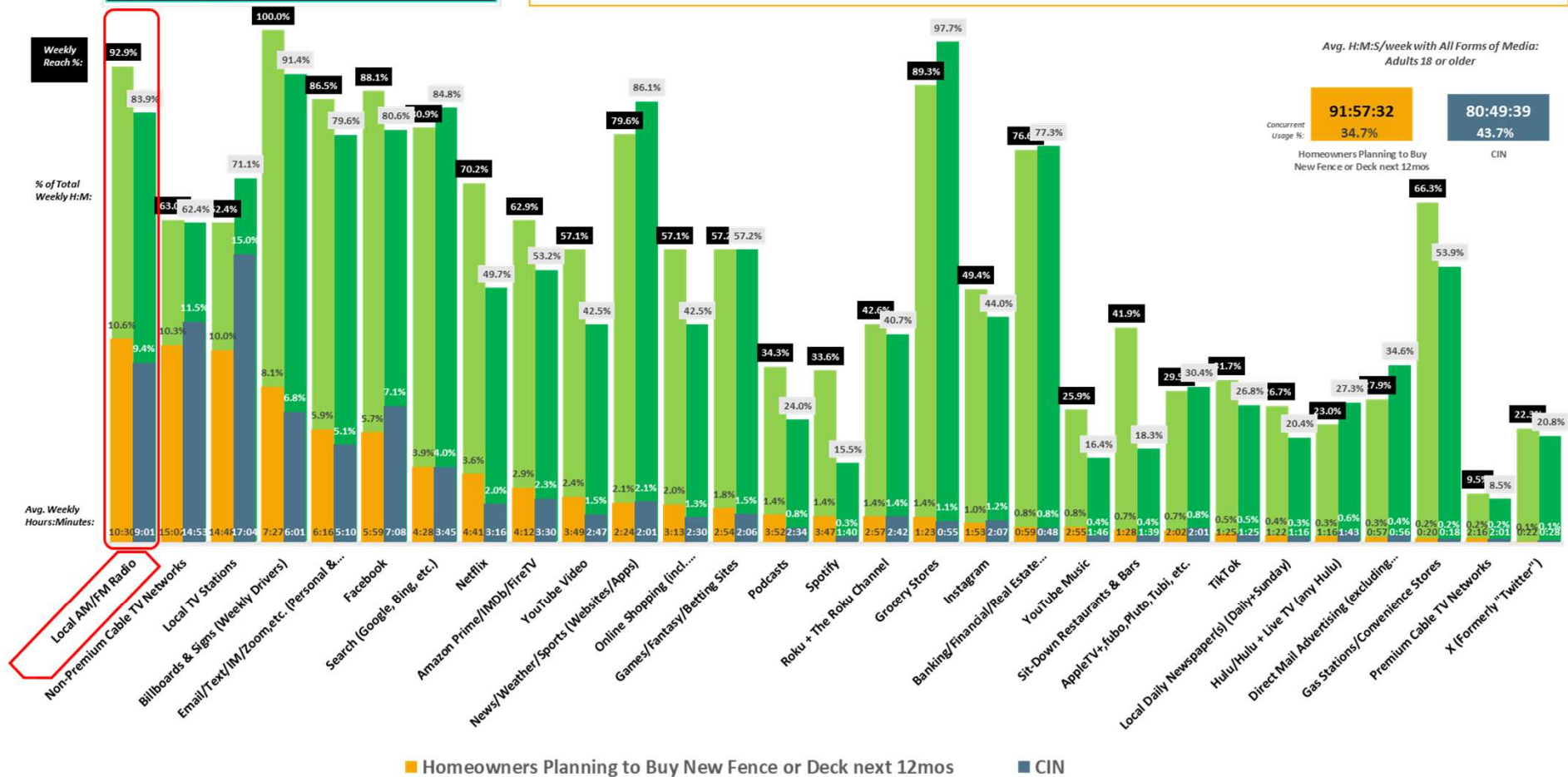
Avg. H:M:S/week with All Forms of Media:  
 Adults 18 or older

Concurrent Usage %: 29.2%  
 Homeowners Planning to Buy New Fence or Deck next 12mos  
 87:26:41  
 STL  
 86:18:00



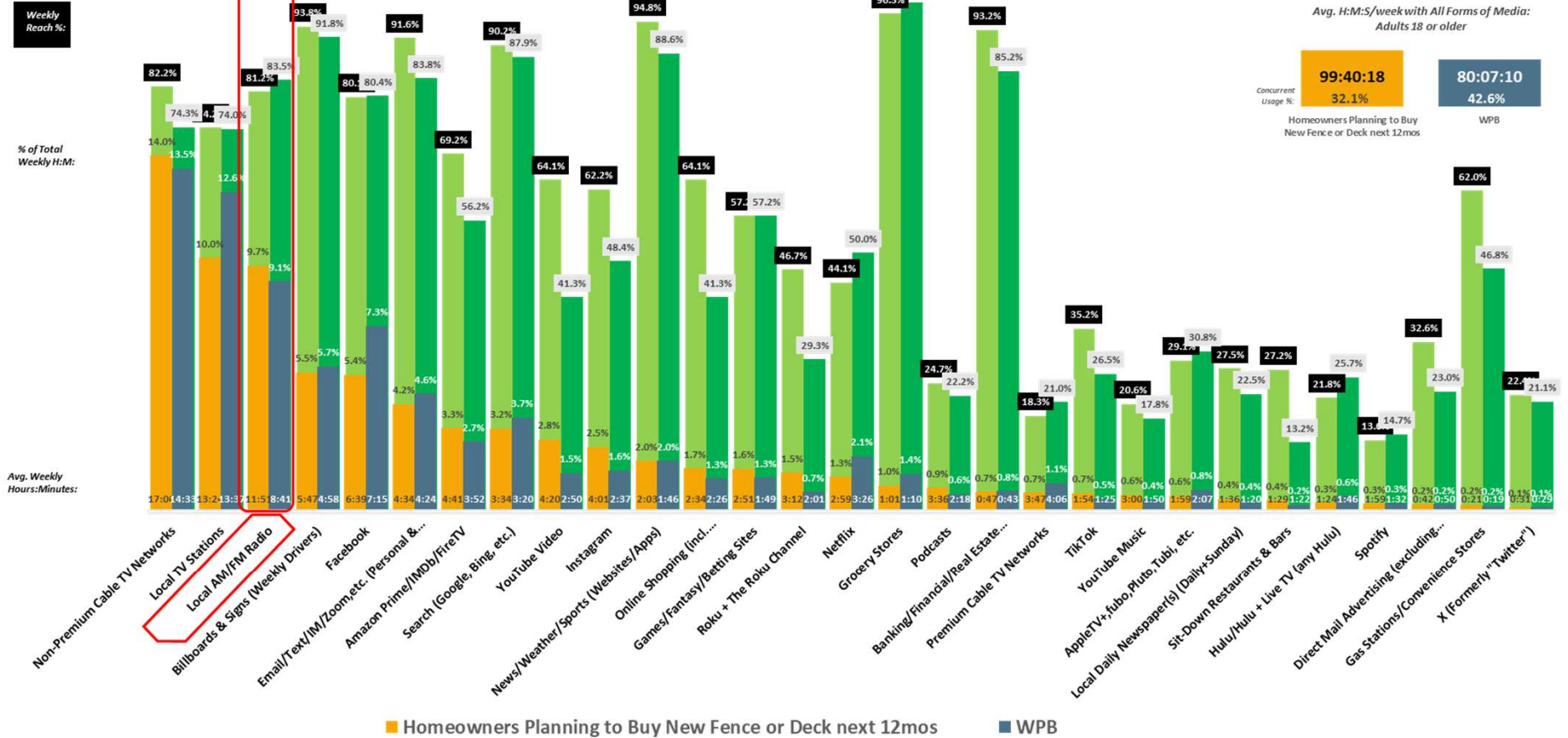


Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 3 days, 19 hours, 57 minutes and 32 seconds each week with All Forms of Media.  
92.9% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an avg. of 10 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.



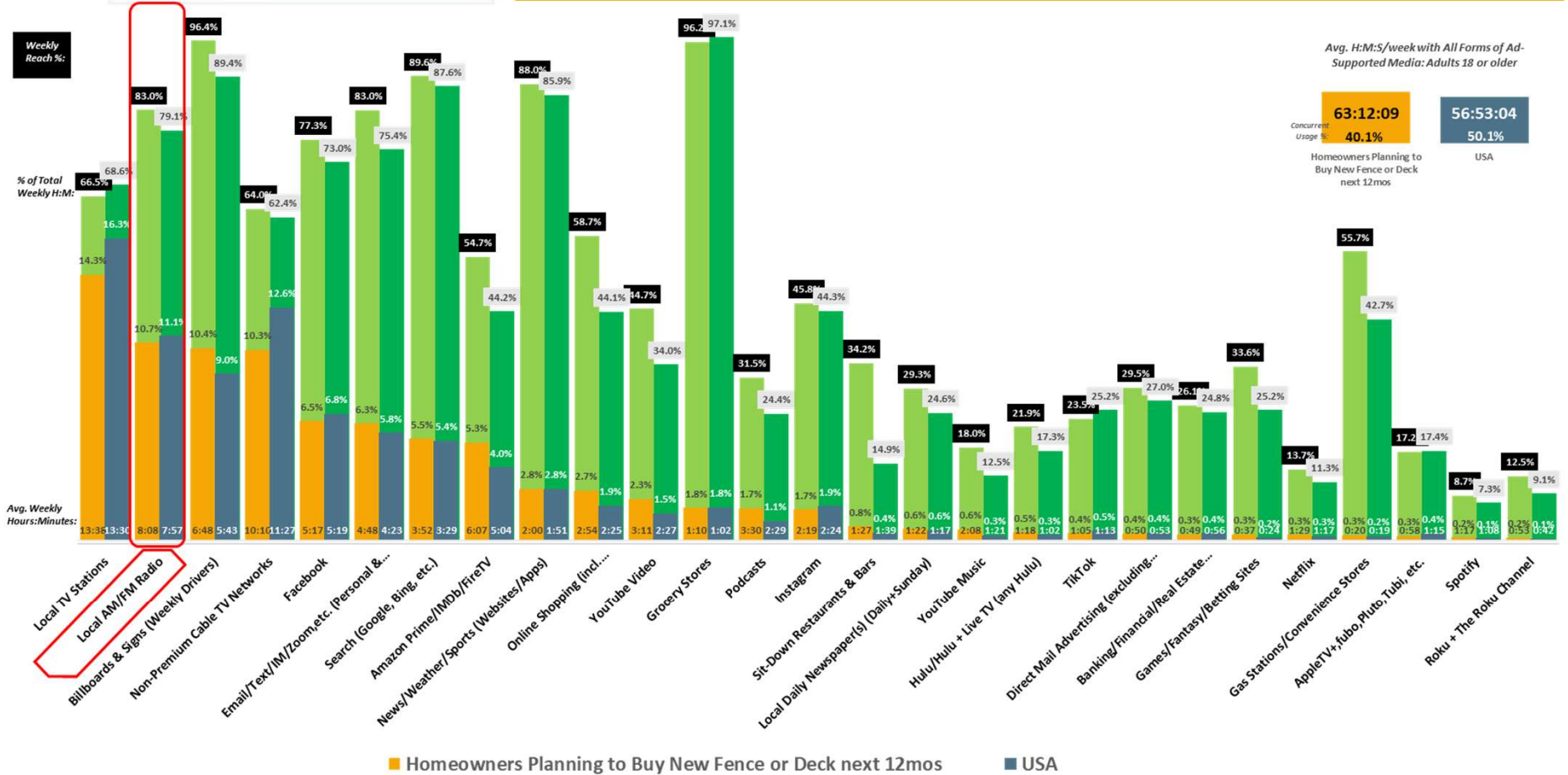


Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 4 days, 3 hours, 40 minutes and 18 seconds each week with All Forms of Media.  
 81.2% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an avg. of 11 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



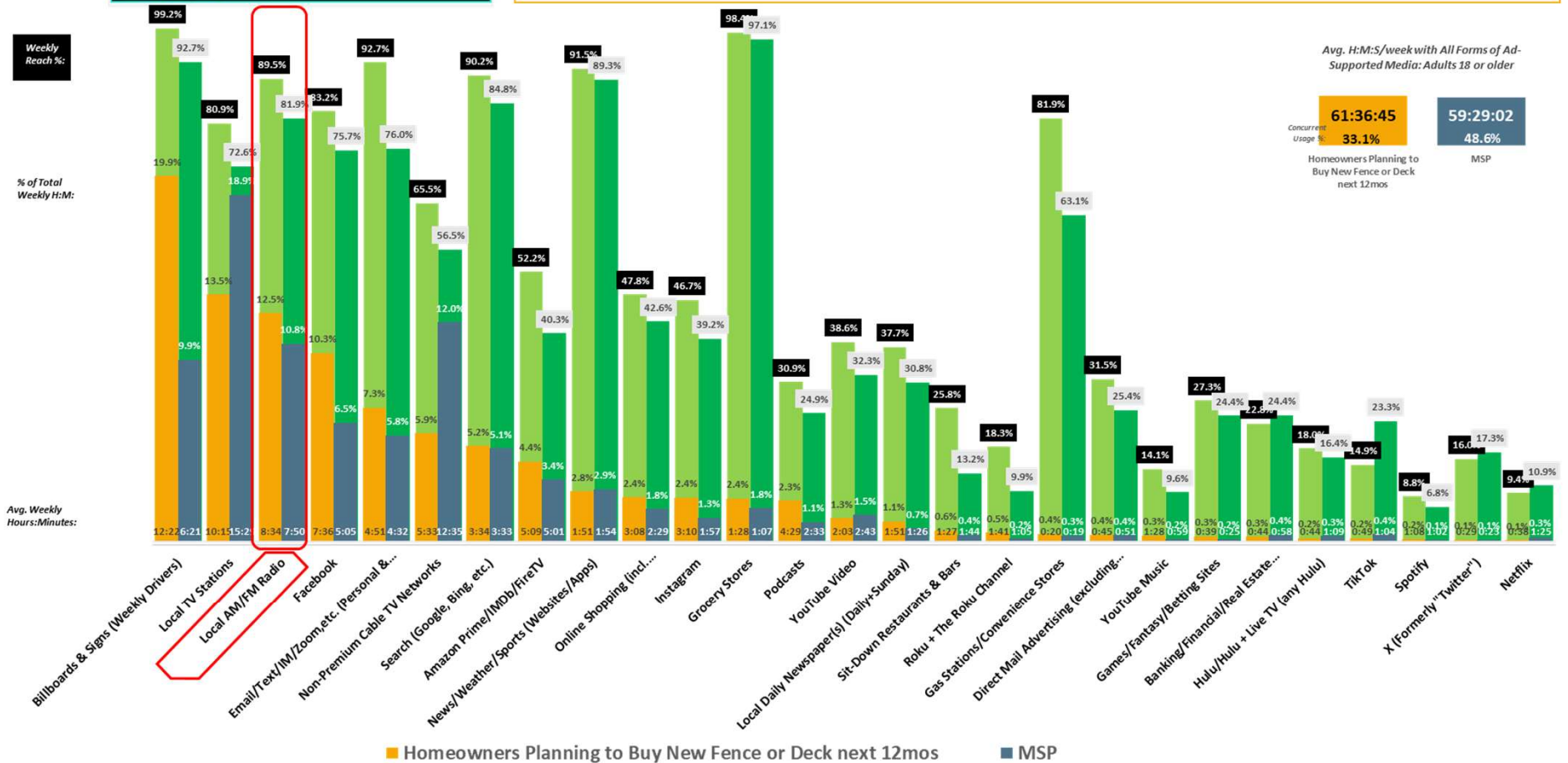


Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 2 days, 15 hours, 12 minutes and 9 seconds each week with All Forms of Ad-Supported Media.  
 83.% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an avg. of 8 hours and 8 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.





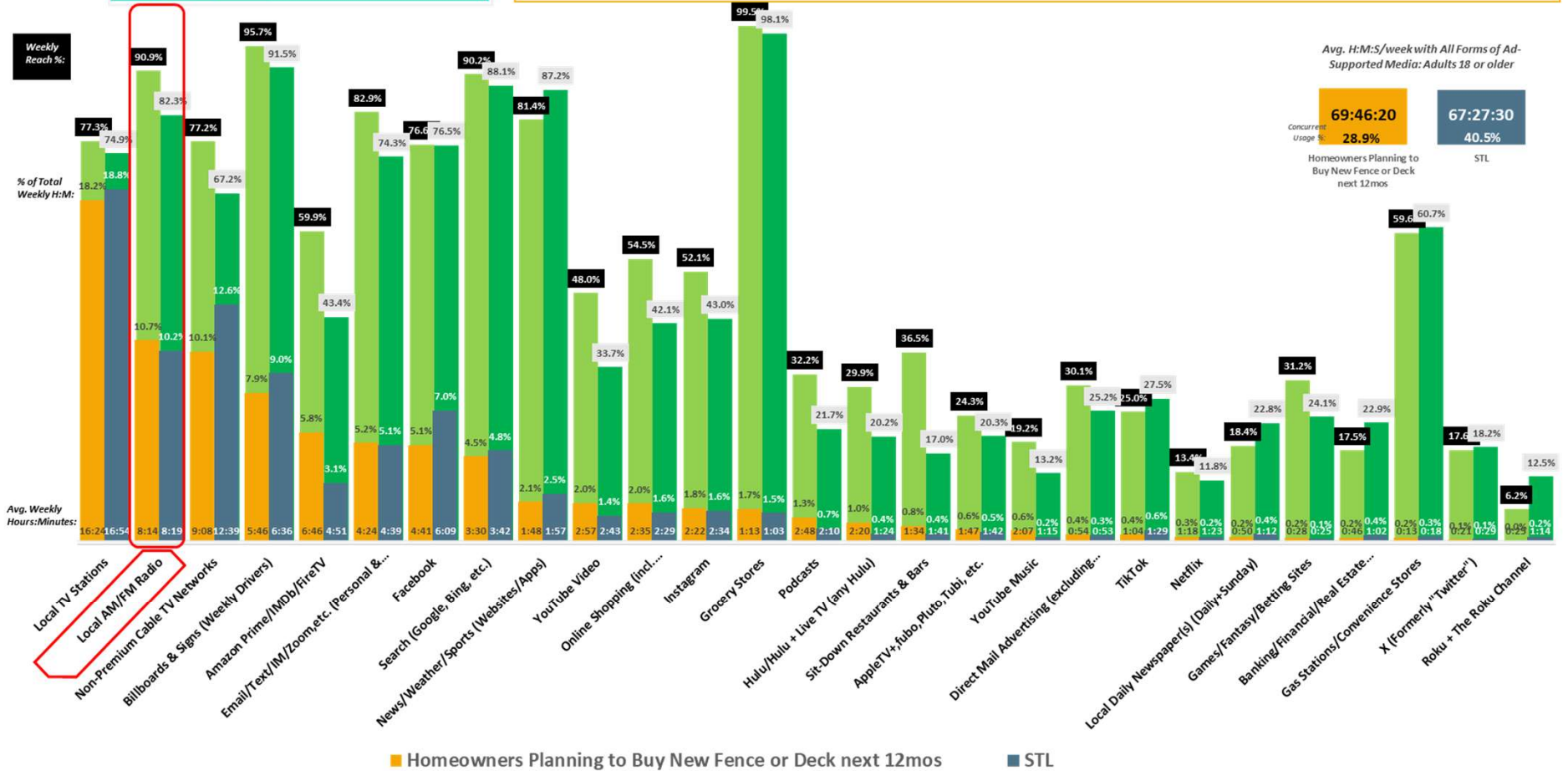
Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 2 days, 13 hours, 36 minutes and 45 seconds each week with All Forms of Ad-Supported Media.  
89.5% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an avg. of 8 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.5% of total time spent with all forms of Ad-Supported Media.







Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 2 days, 21 hours, 46 minutes and 20 seconds each week with All Forms of Ad-Supported Media.  
 90.9% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an avg. of 8 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.



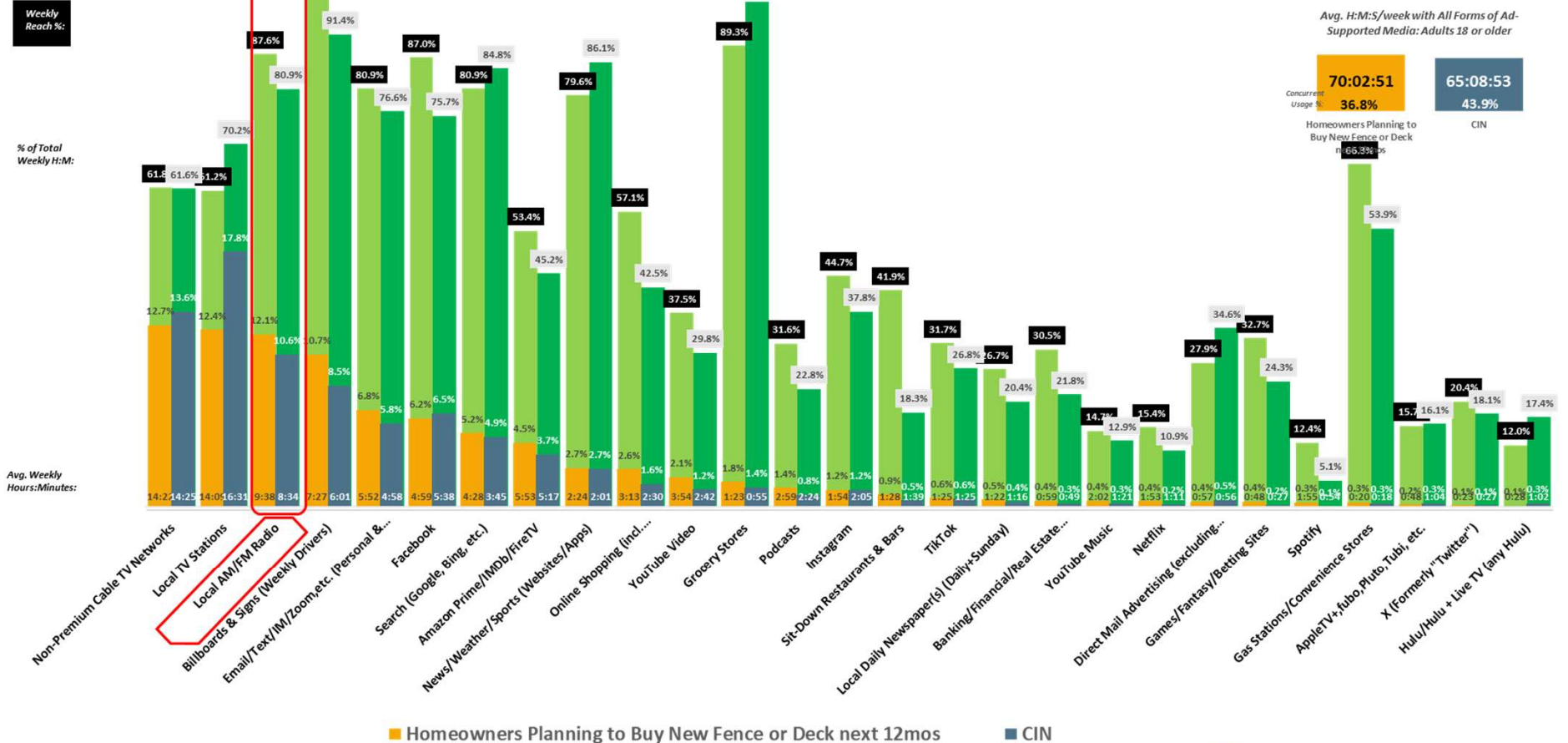
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Homeowners Planning to Buy New Fence or Deck next 12mos	STL
69:46:20	67:27:30
28.9%	40.5%



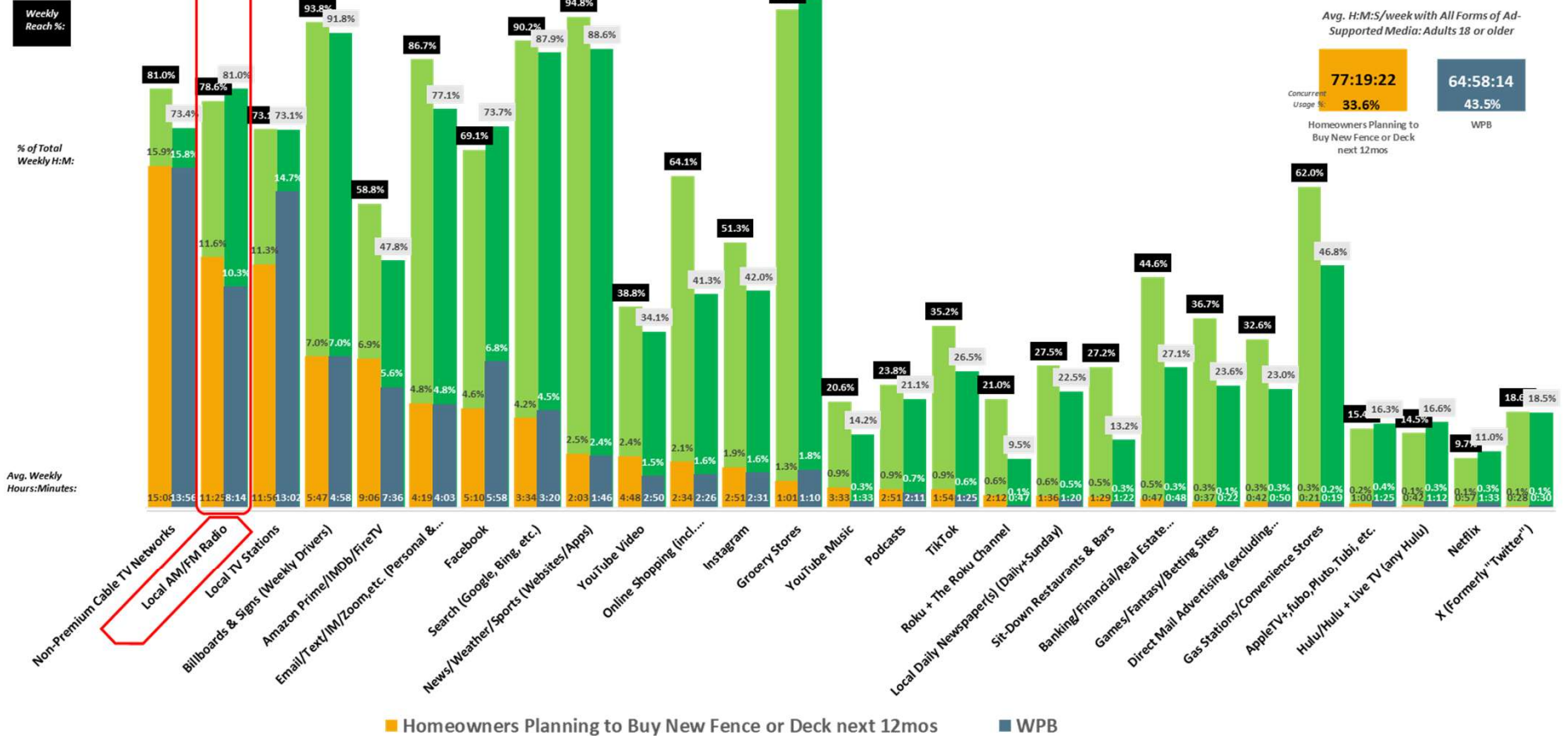
CIN

Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 2 days, 22 hours, 2 minutes and 51 seconds each week with All Forms of Ad-Supported Media.  
87.6% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an avg. of 9 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.1% of total time spent with all forms of Ad-Supported Media.





Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 3 days, 5 hours, 19 minutes and 22 seconds each week with All Forms of Ad-Supported Media.  
78.6% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an avg. of 11 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported Media

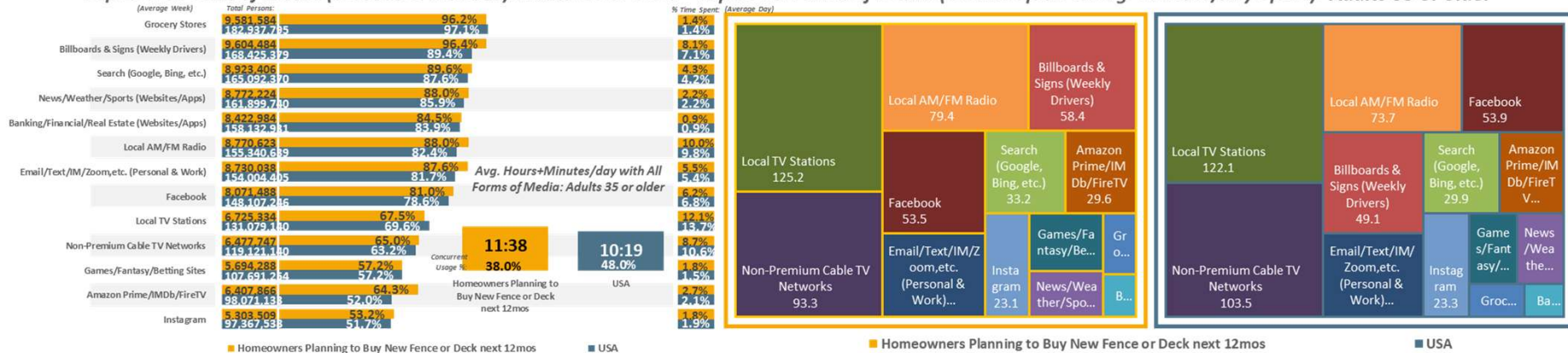




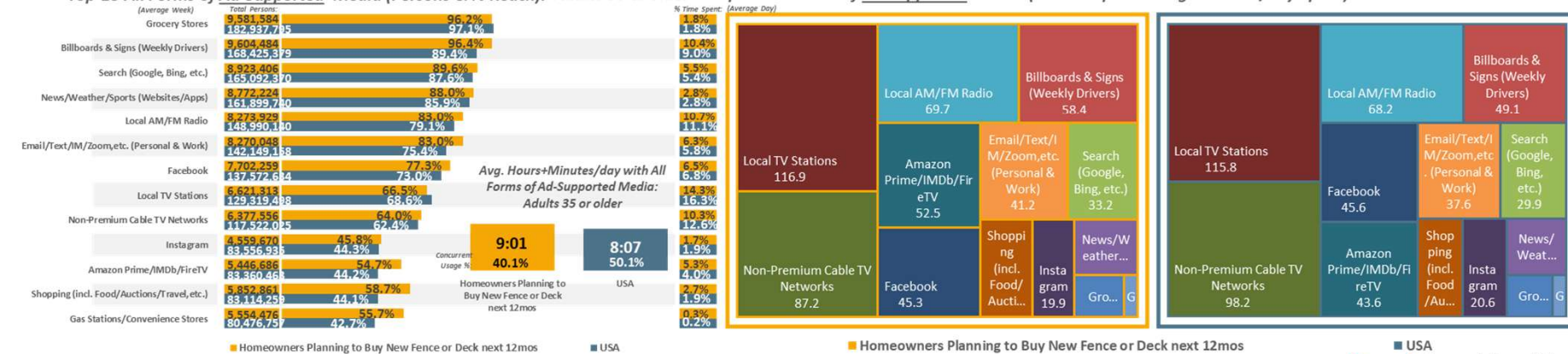


Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 9 hours and 1 minutes each day with All Forms of Ad-Supported Media. 83.% listen to Local AM/FM Radio for an avg. of 69.7 minutes/day. (Local Radio delivers 10.7% of Time with Ad-Supported Media.)

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986  
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[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking]]

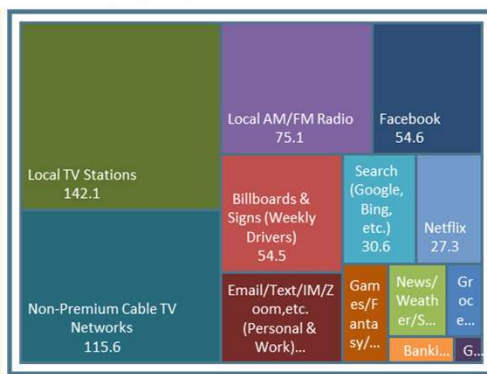
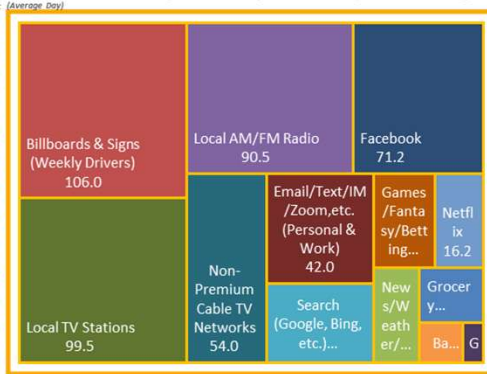
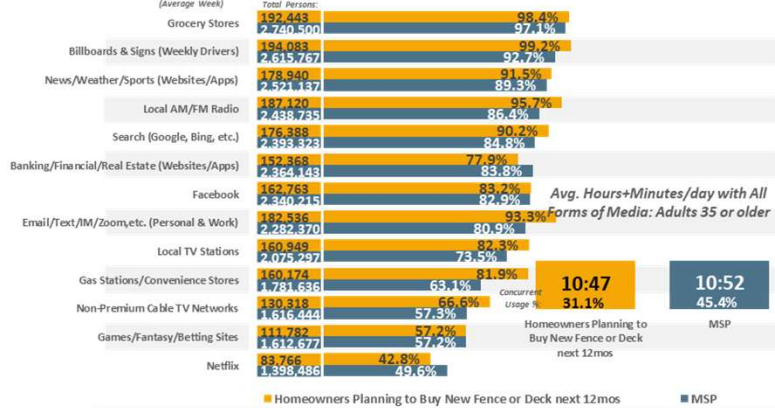




Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 8 hours and 48 minutes each day with All Forms of Ad-Supported Media. 89.5% listen to Local AM/FM Radio for an avg. of 73.5 minutes/day. (Local Radio delivers 12.5% of Time with Ad-Supported Media.)

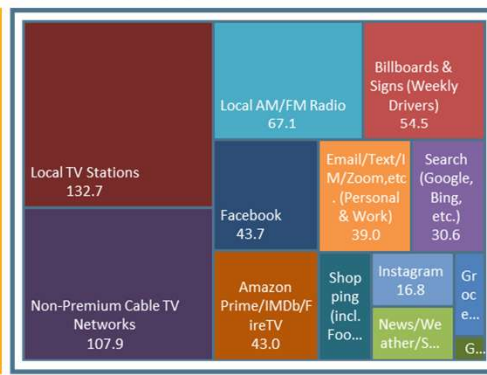
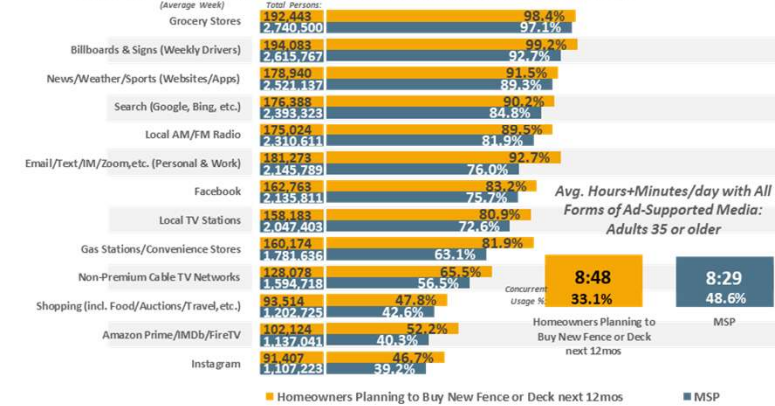
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



MSP DMA Scarborough RI 2026: Feb25-Feb26 Qual Intab 107  
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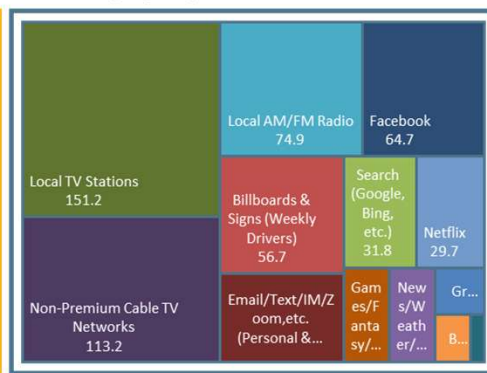
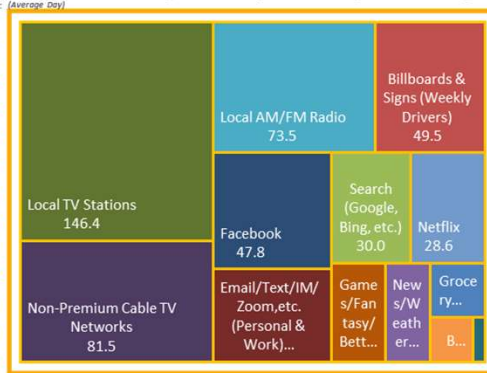
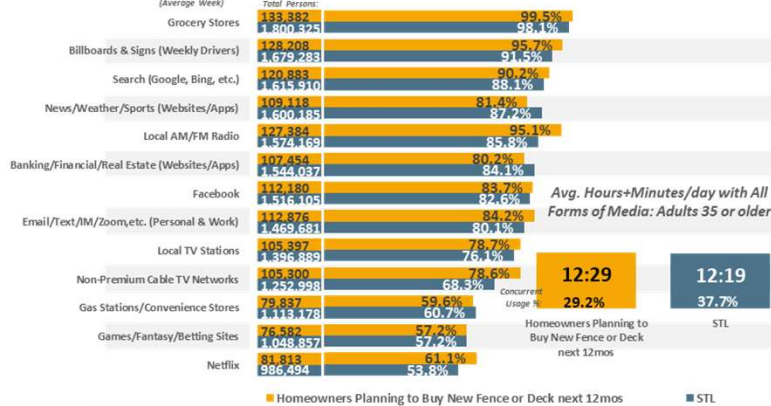
[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking]]



Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 9 hours and 58 minutes each day with All Forms of Ad-Supported Media. 90.9% listen to Local AM/FM Radio for an avg. of 70.6 minutes/day. (Local Radio delivers 10.7% of Time with Ad-Supported Media.)

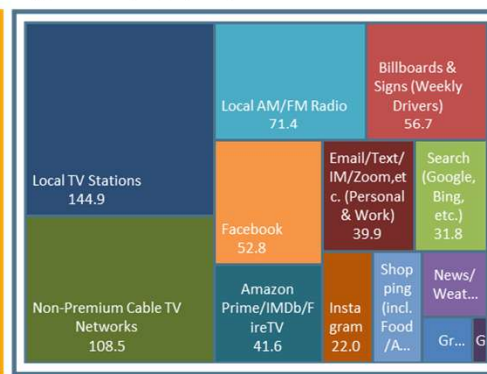
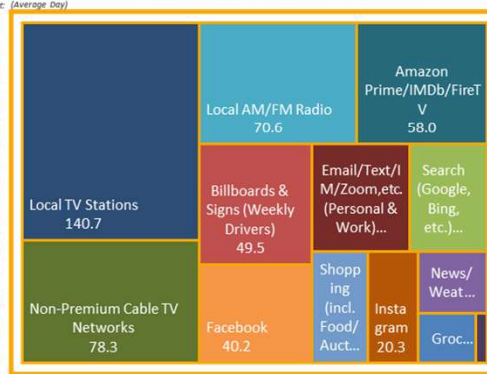
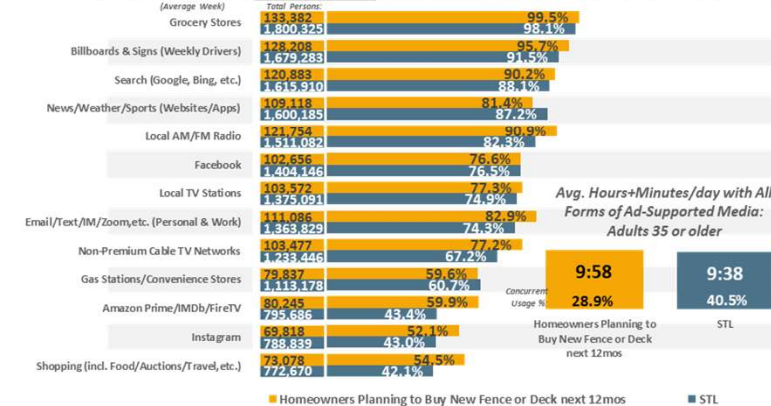
**Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older**

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



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

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



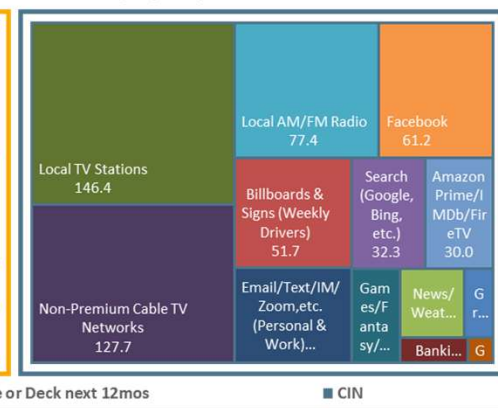
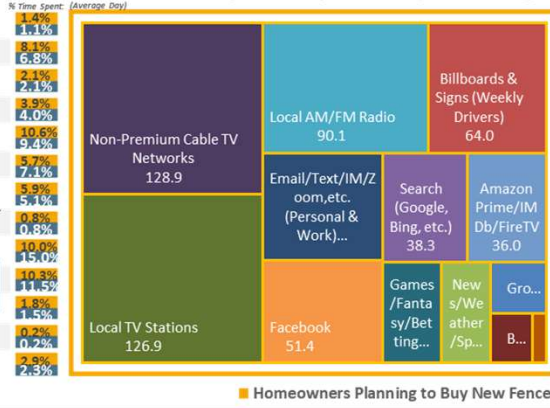
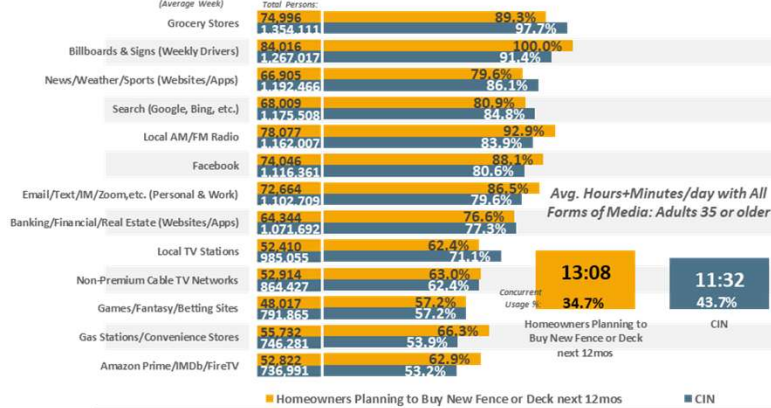




Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 10 hours and 0 minutes each day with All Forms of Ad-Supported Media. 87.6% listen to Local AM/FM Radio for an avg. of 82.7 minutes/day. (Local Radio delivers 12.1% of Time with Ad-Supported Media.)

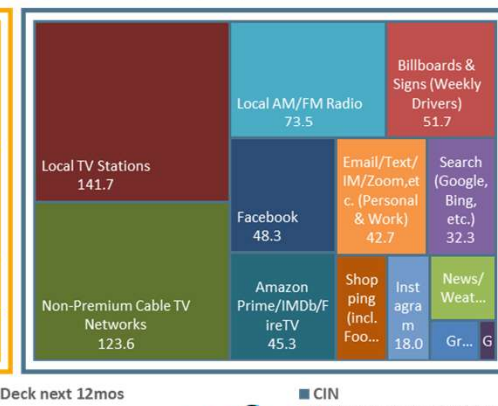
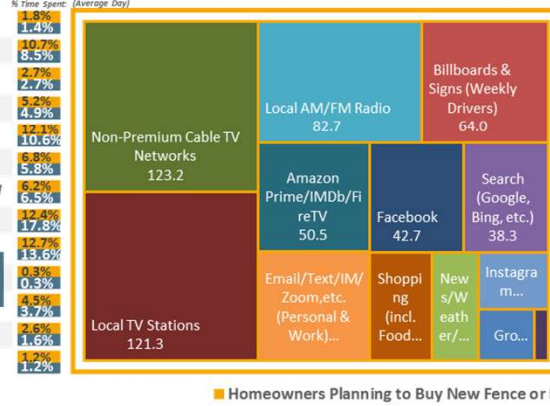
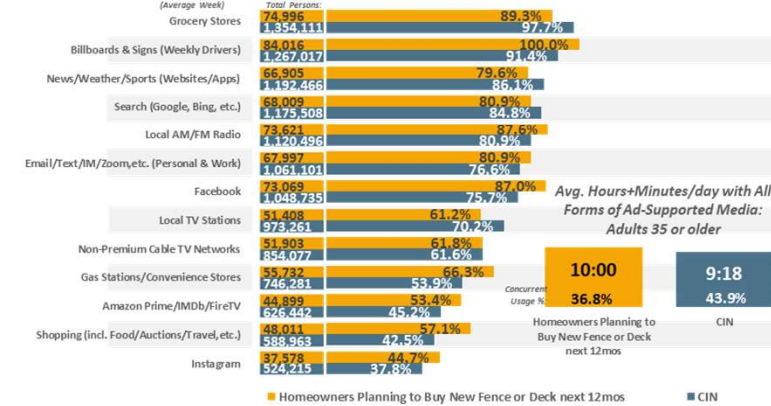
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

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

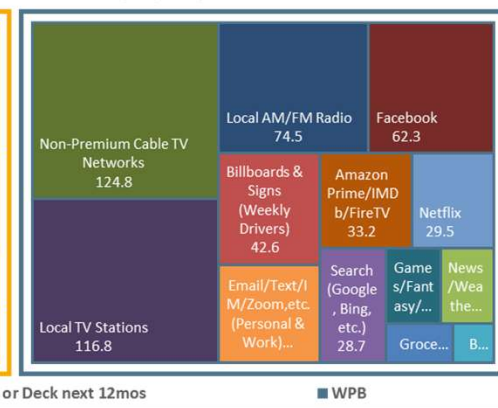
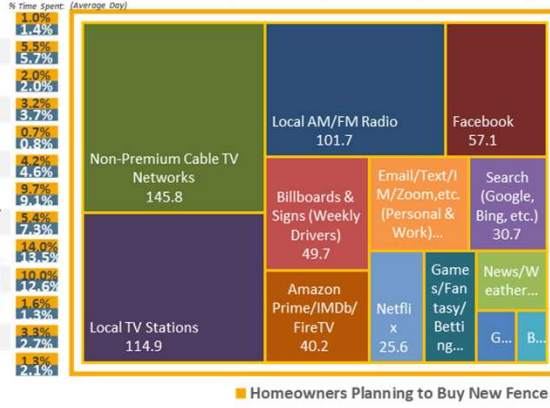
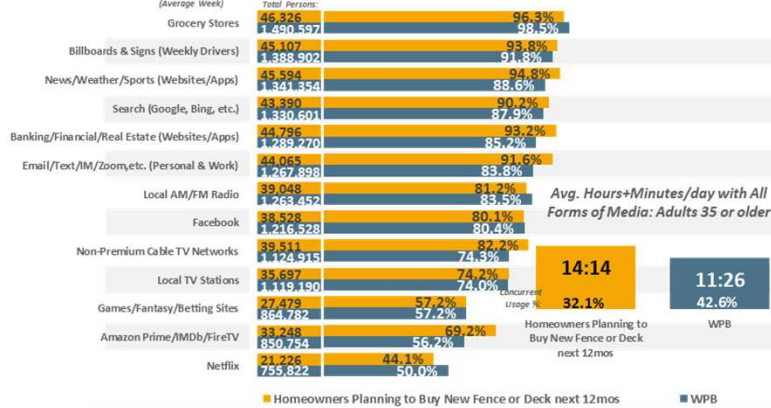




Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 11 hours and 2 minutes each day with All Forms of Ad-Supported Media. 78.6% listen to Local AM/FM Radio for an avg. of 97.9 minutes/day. (Local Radio delivers 11.6% of Time with Ad-Supported Media.)

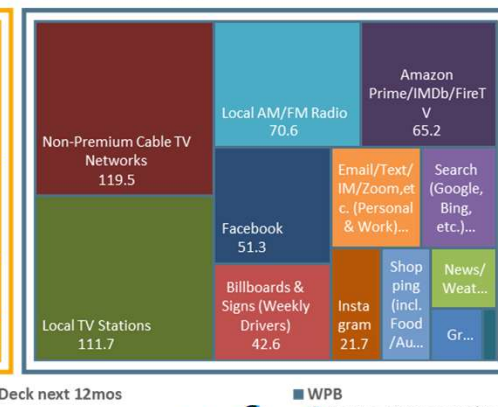
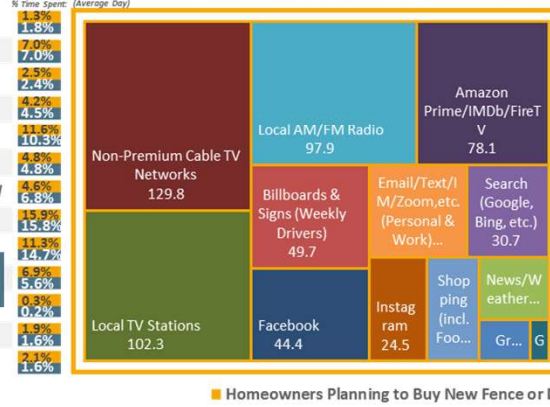
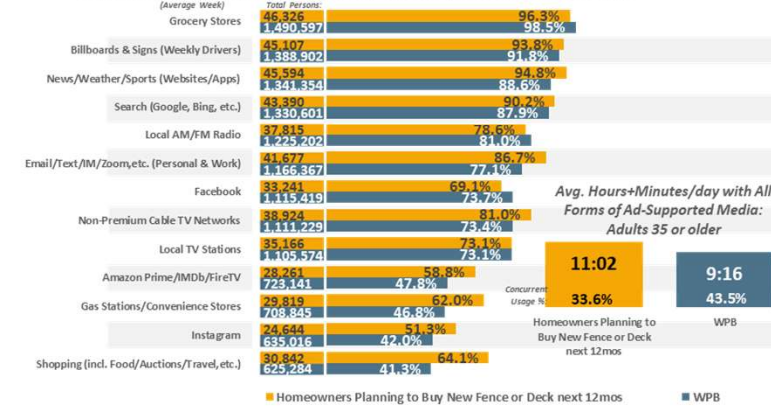
**Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older**

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 78  
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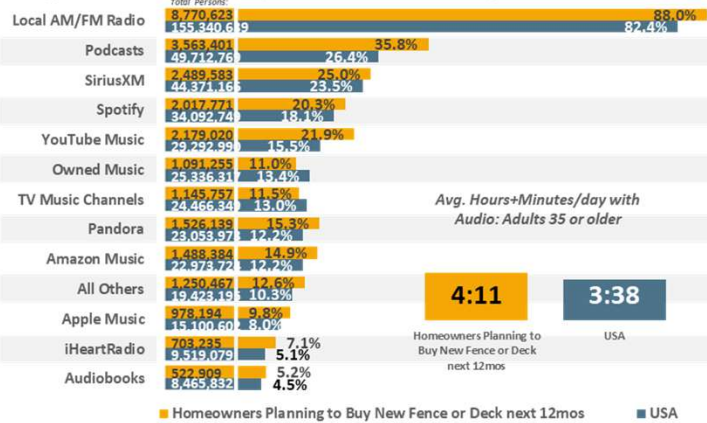
[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking]]



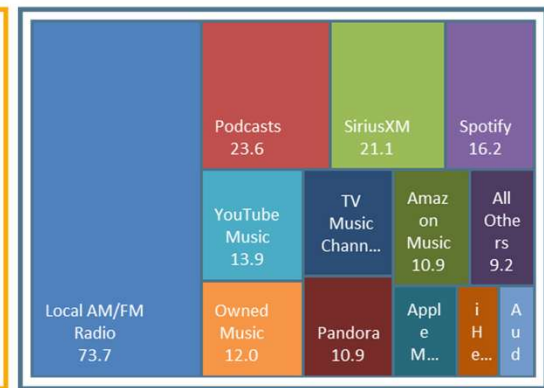
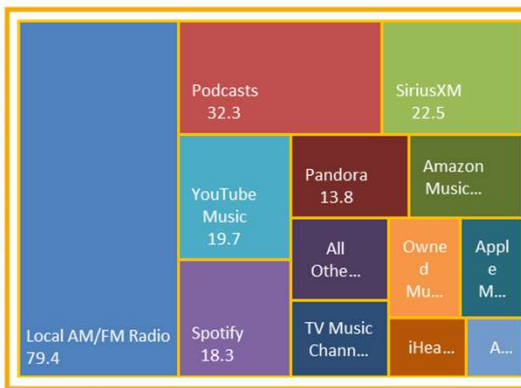


8,273,929 or 83.% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 69.7 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

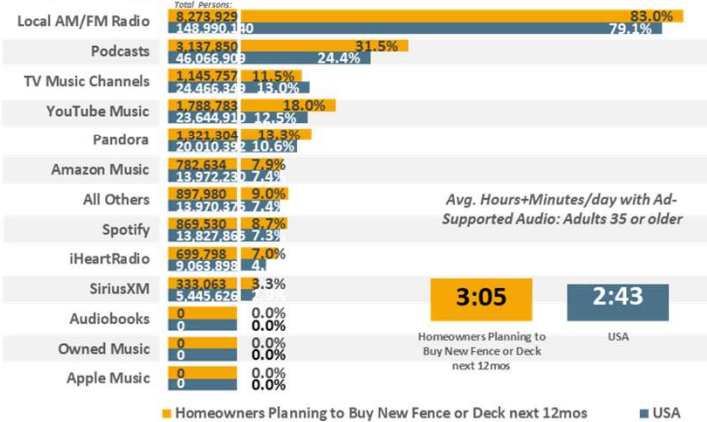
**Avg. Week All Audio (Persons & % Reach): Adults 35 or older**



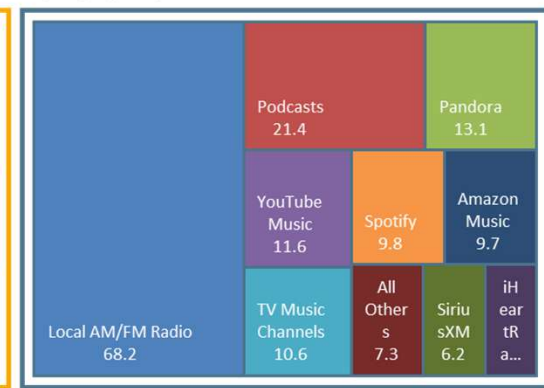
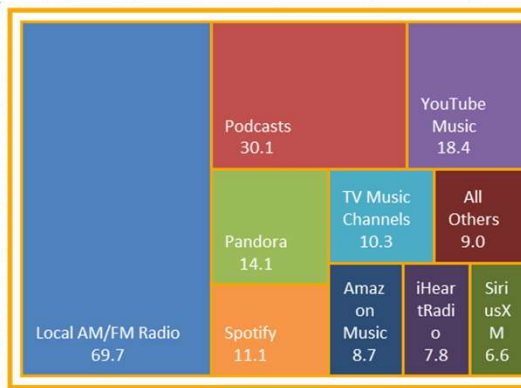
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



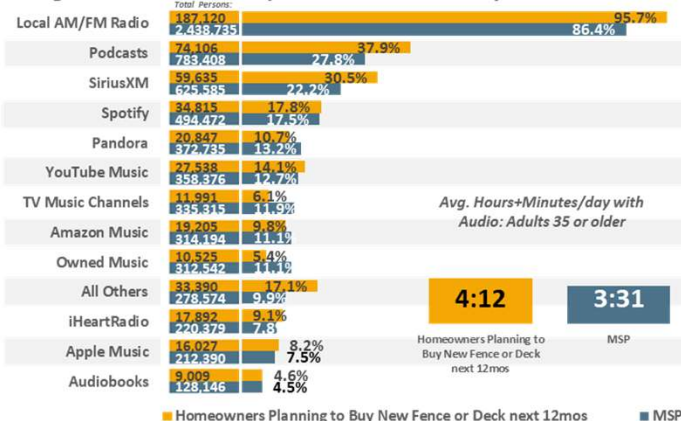
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



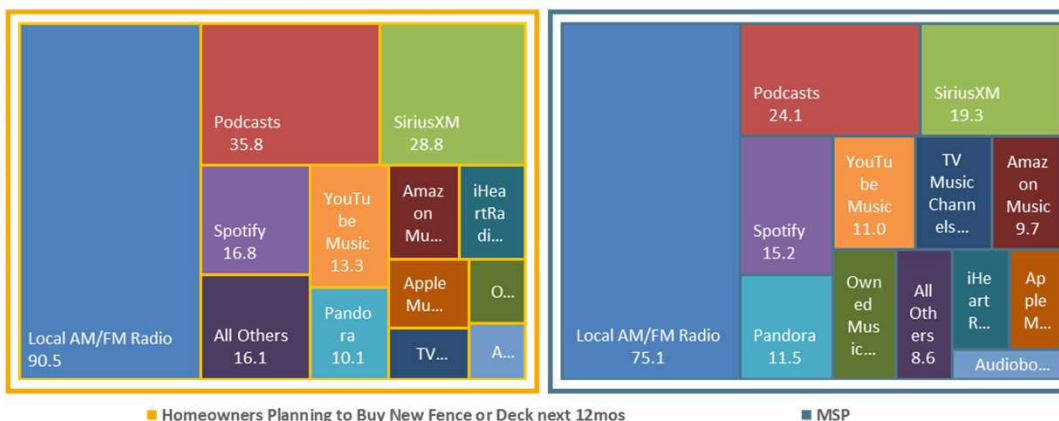


175,024 or 89.5% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 73.5 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.

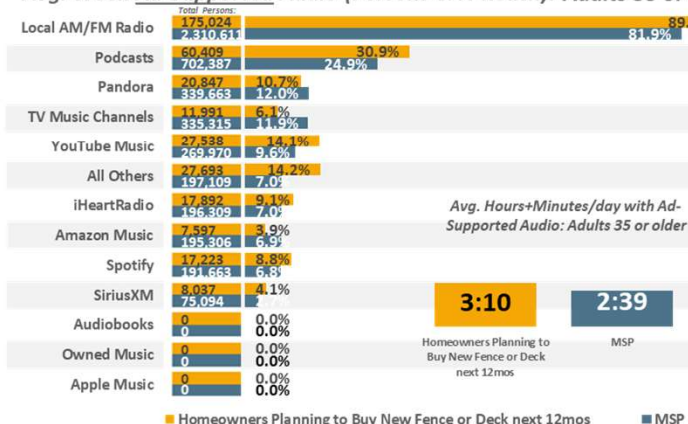
**Avg. Week All Audio (Persons & % Reach): Adults 35 or older**



**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**



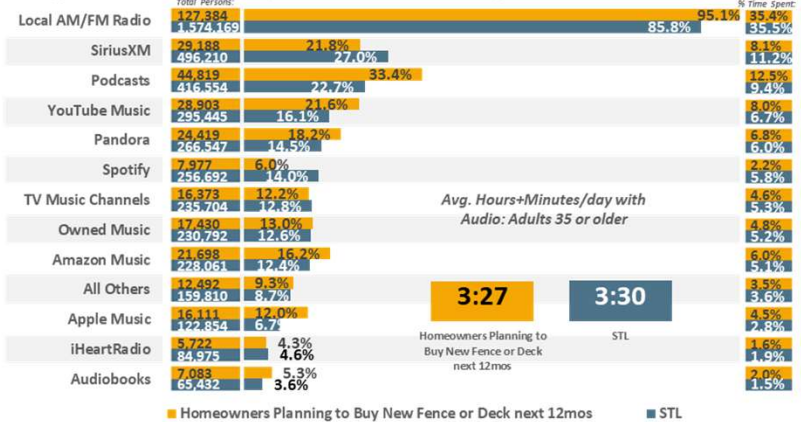
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



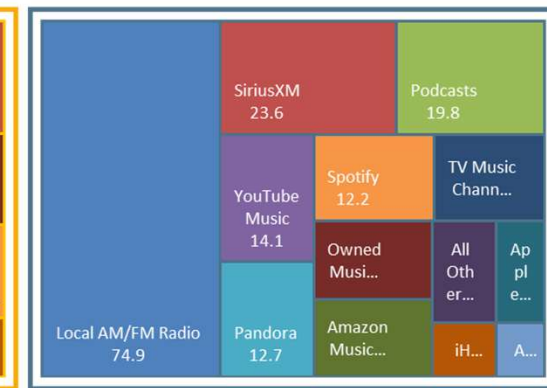
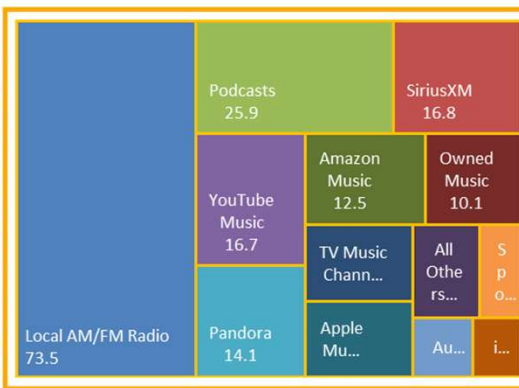


121,754 or 90.9% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 70.6 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.

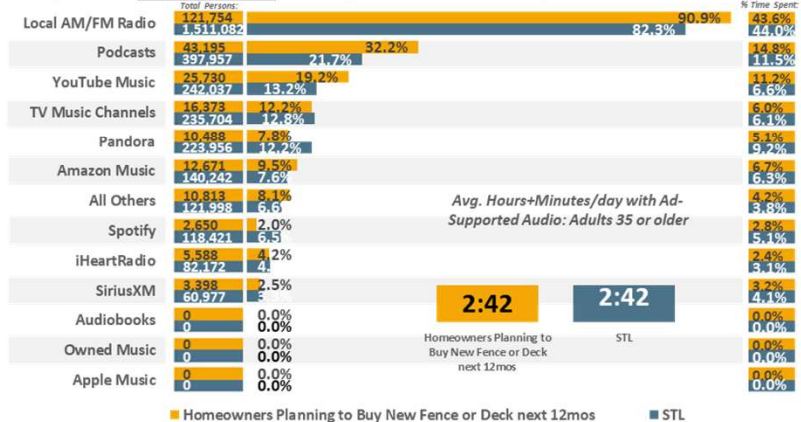
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



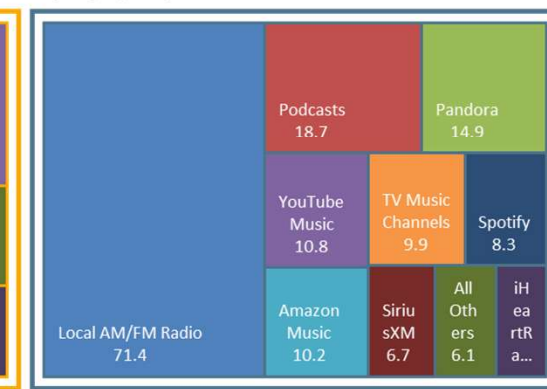
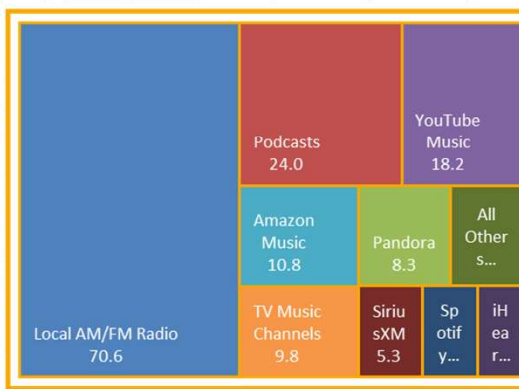
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

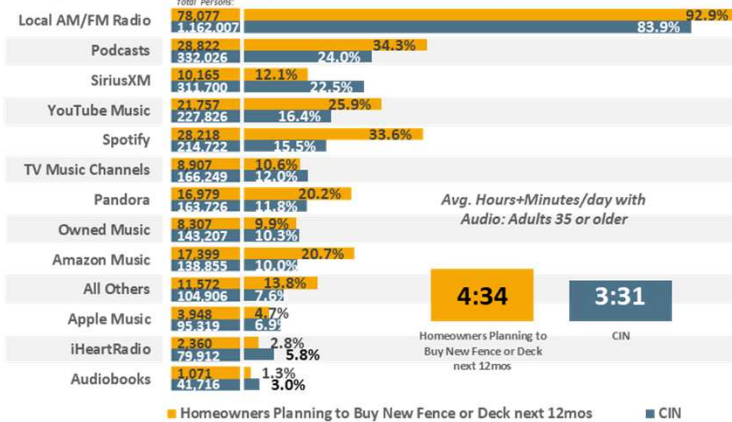




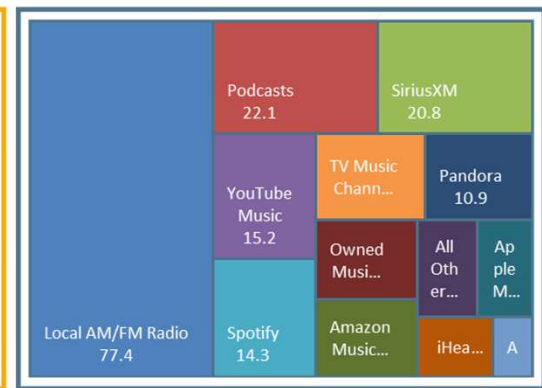
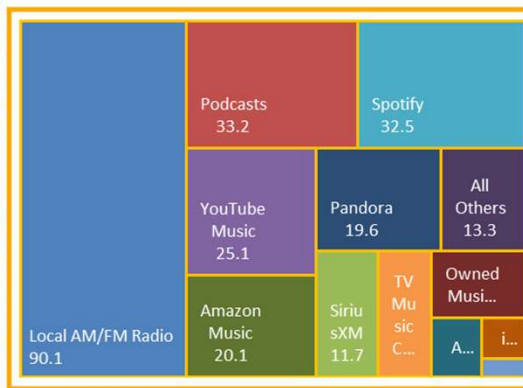


73,621 or 87.6% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 82.7 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.

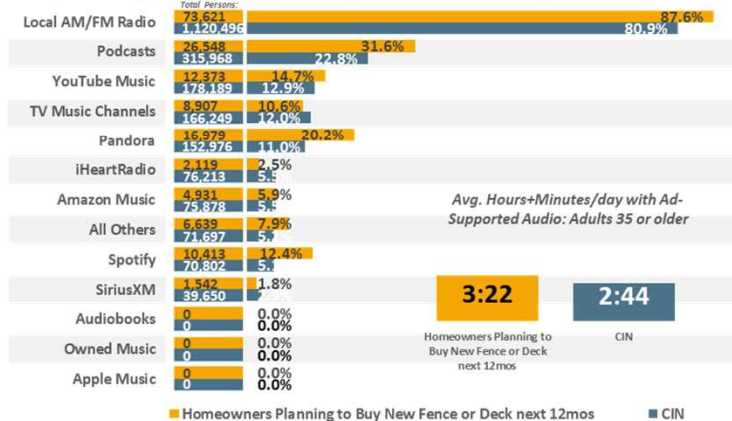
**Avg. Week All Audio (Persons & % Reach): Adults 35 or older**



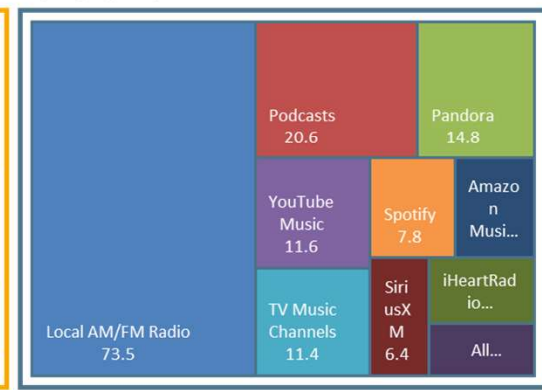
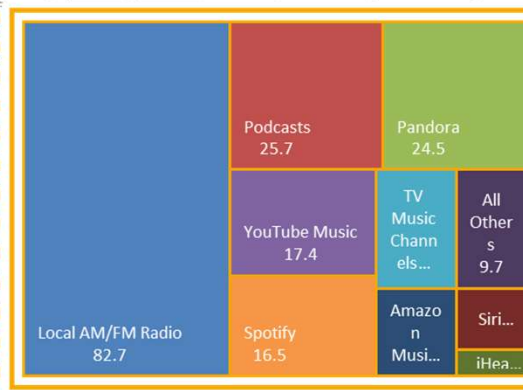
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



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

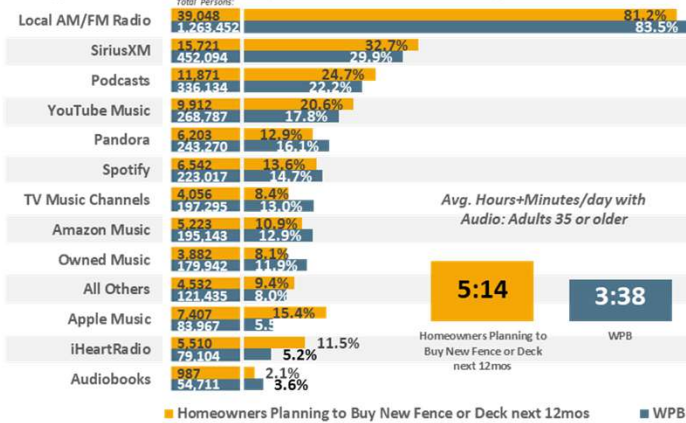




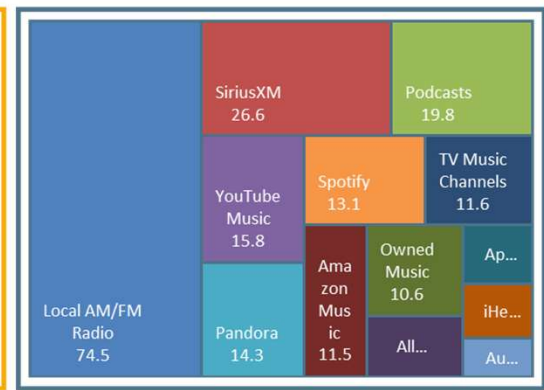
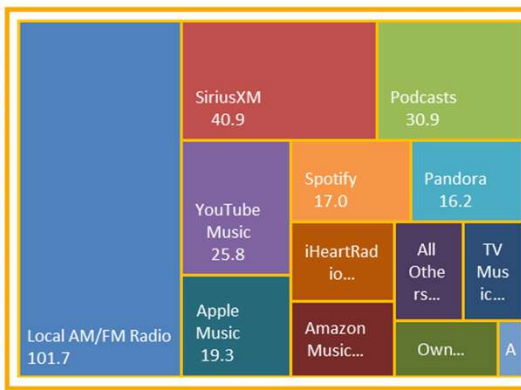


37,815 or 78.6% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 97.9 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.

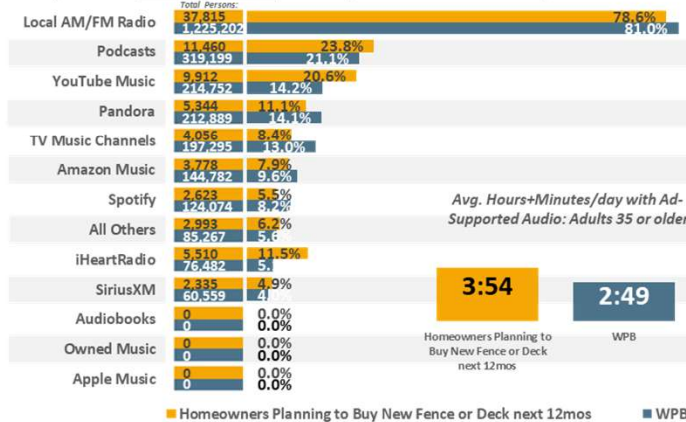
**Avg. Week All Audio (Persons & % Reach): Adults 35 or older**



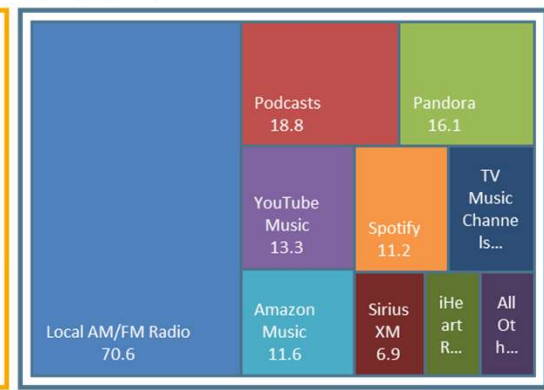
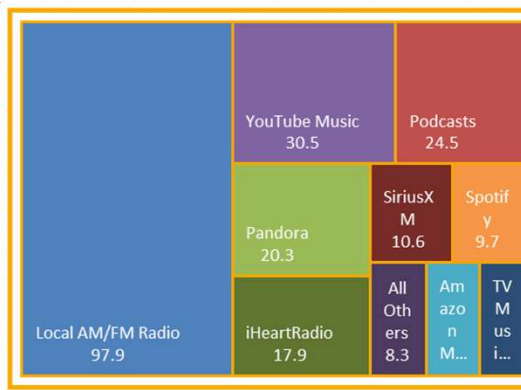
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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

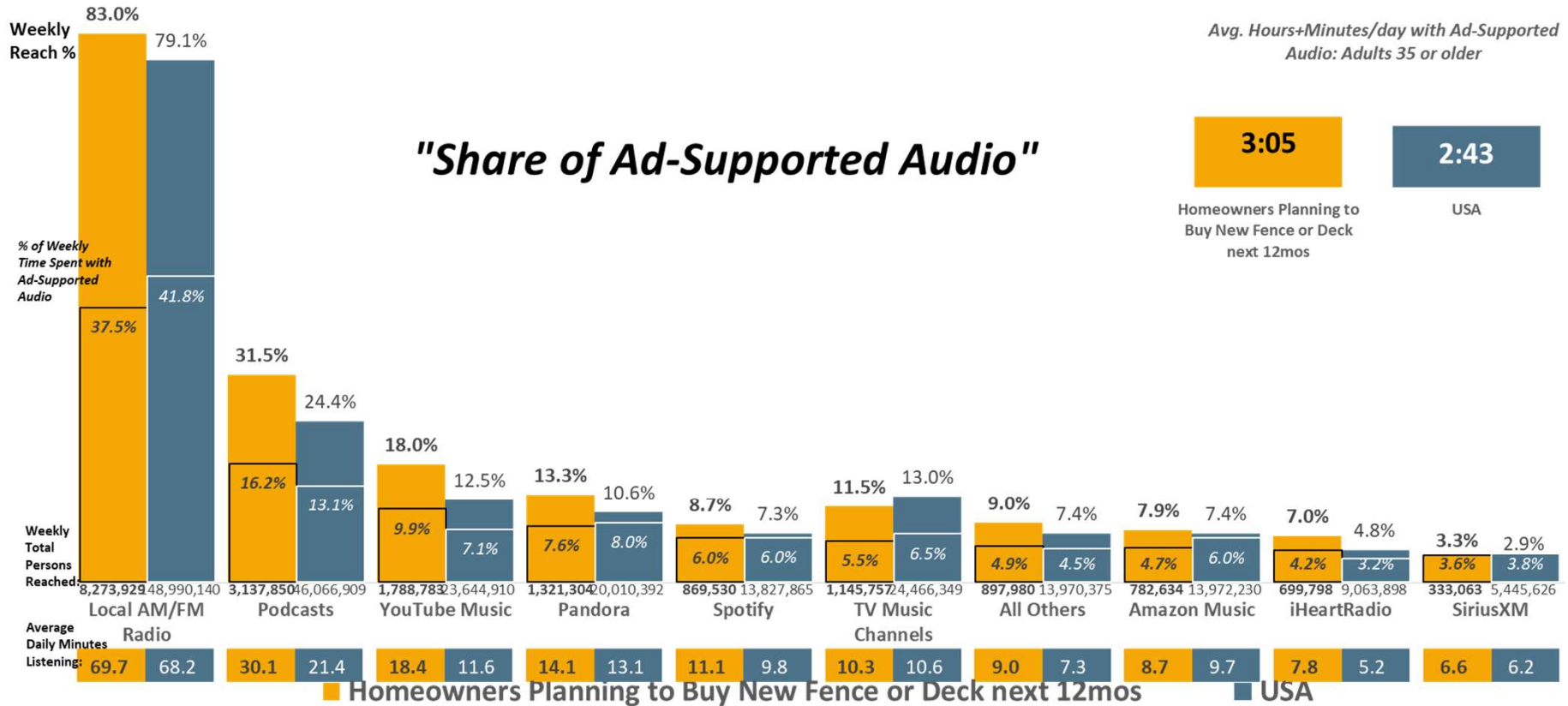


**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



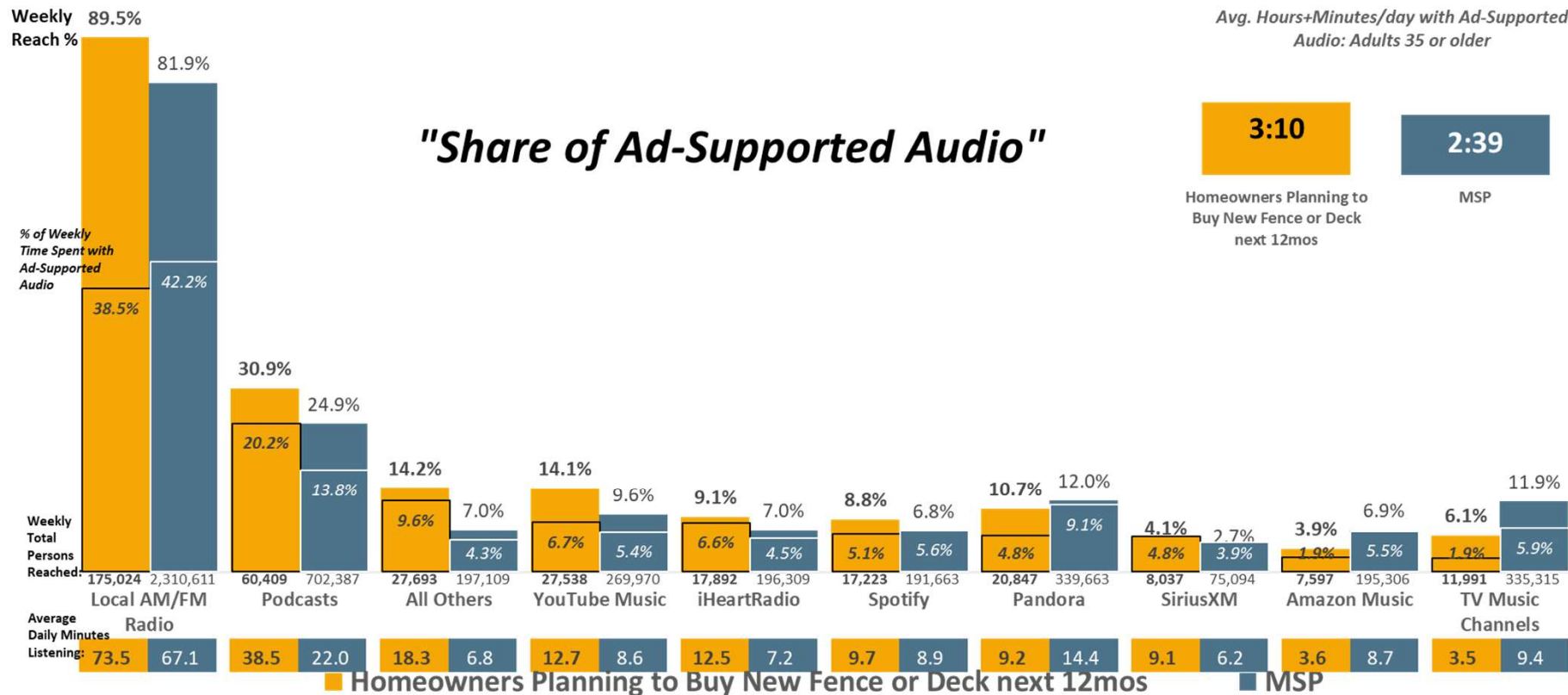


8,273,929 or 83.0% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 69.7 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.



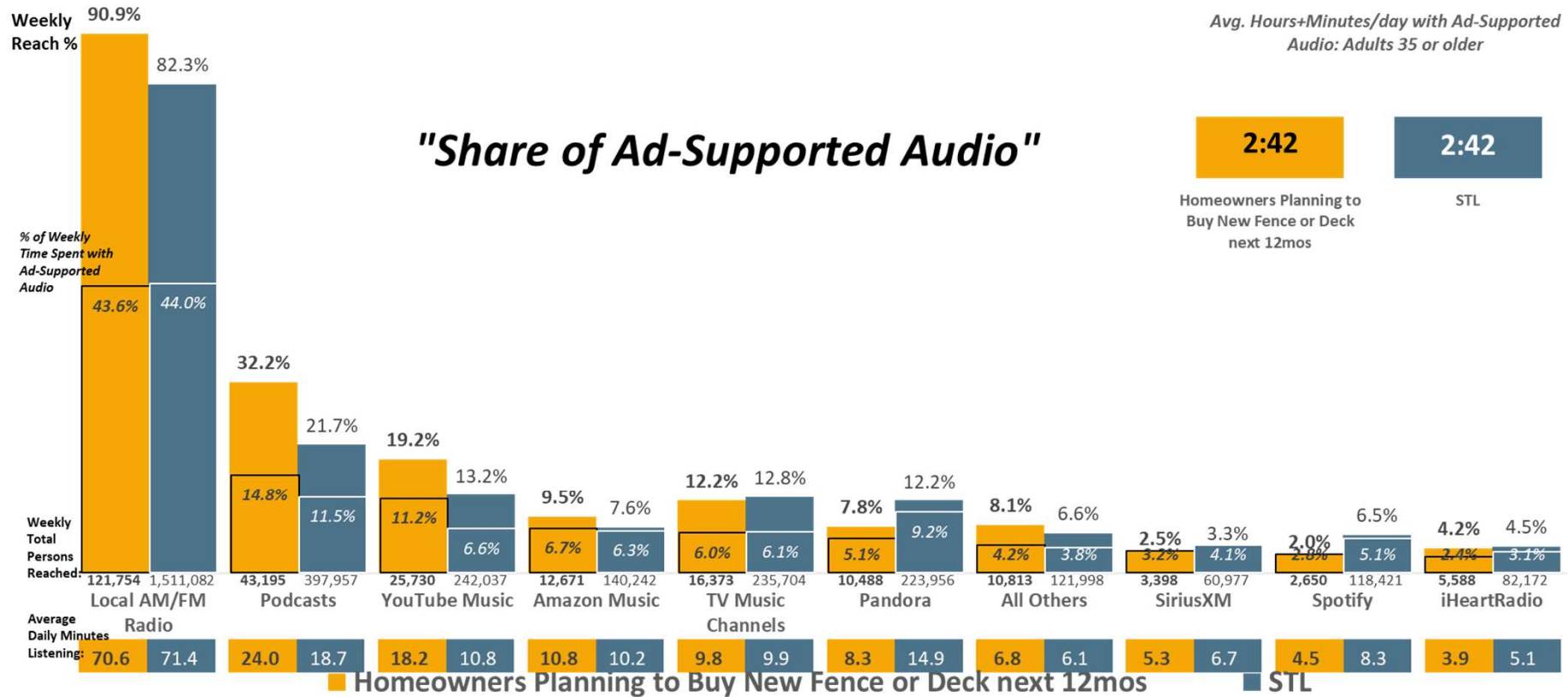


175,024 or 89.5% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 73.5 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.





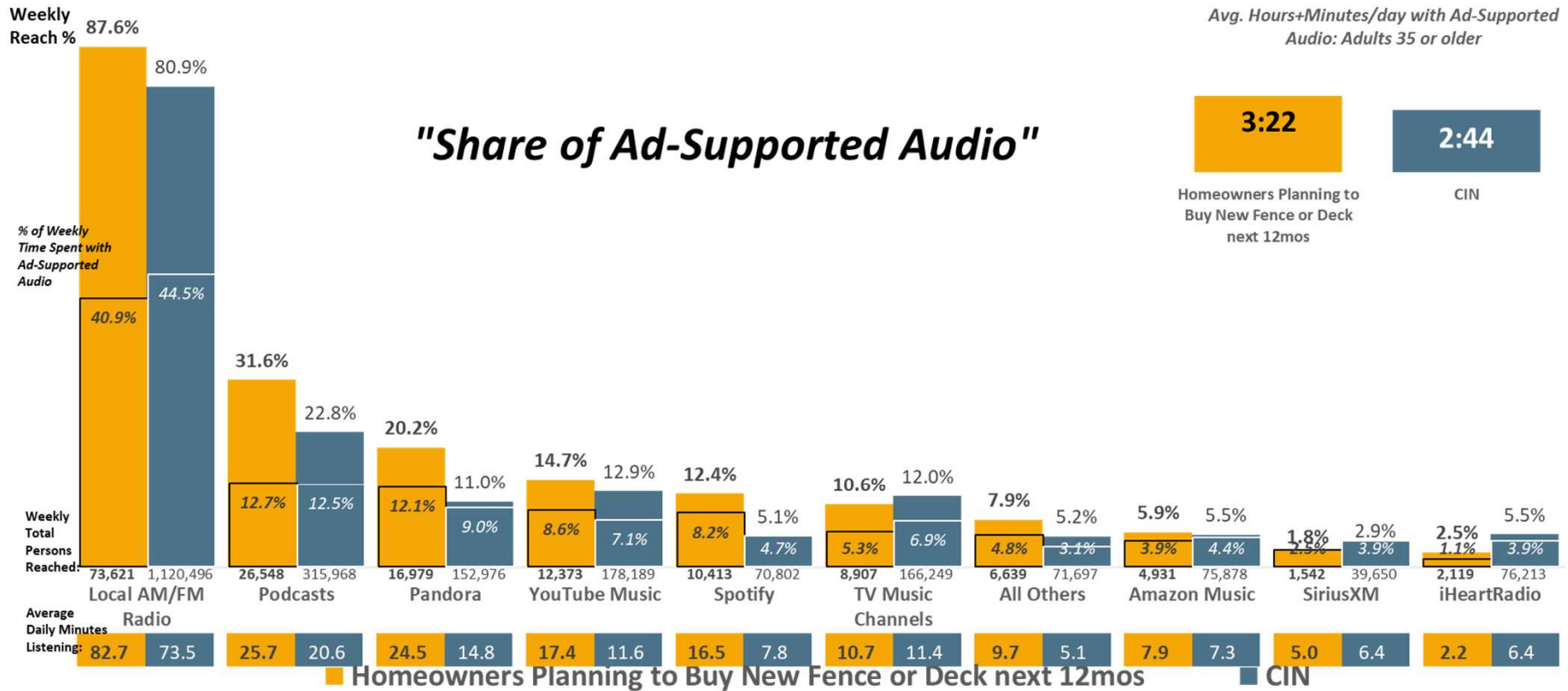
121,754 or 90.9% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 70.6 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.





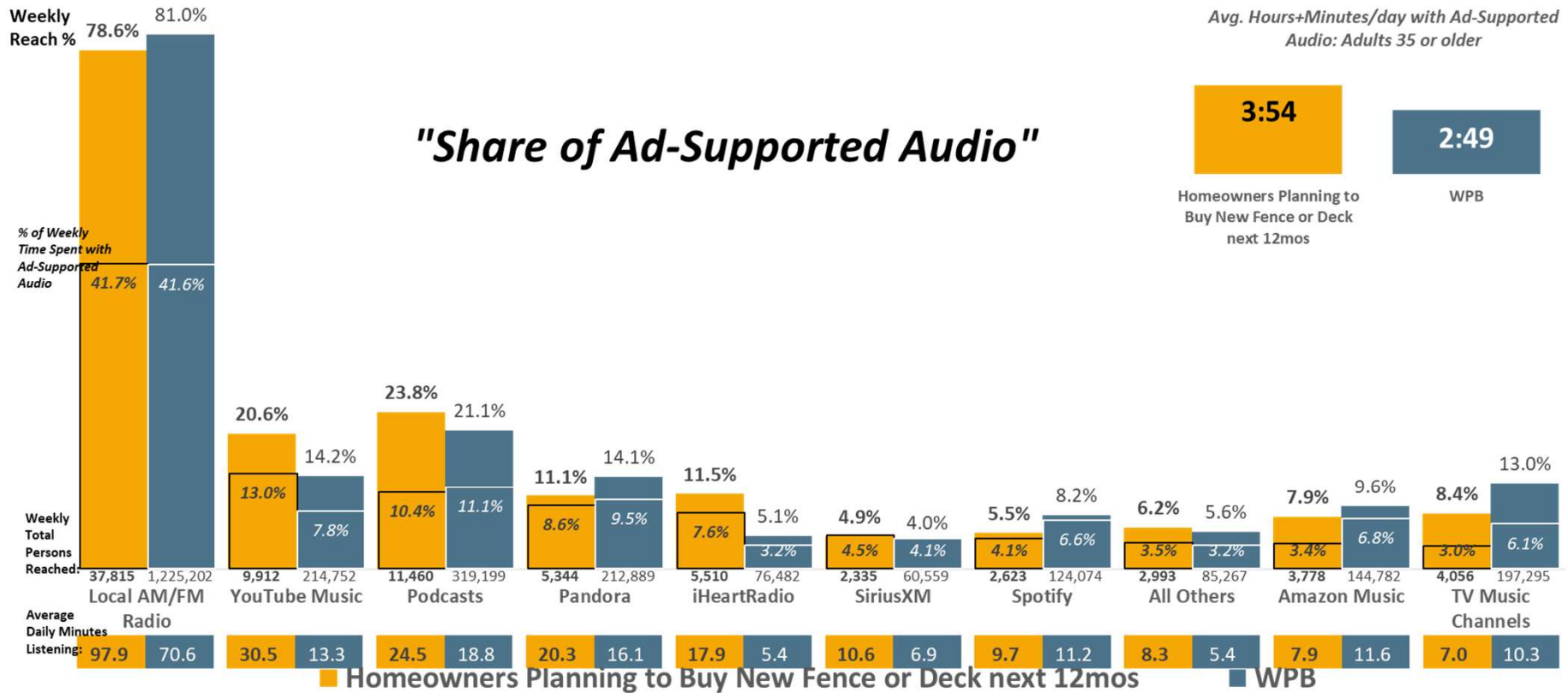


73,621 or 87.6% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 82.7 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.





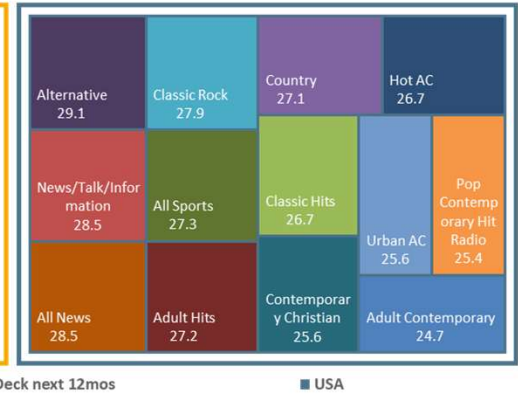
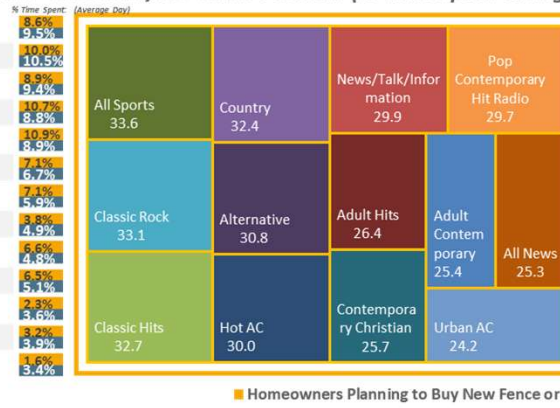
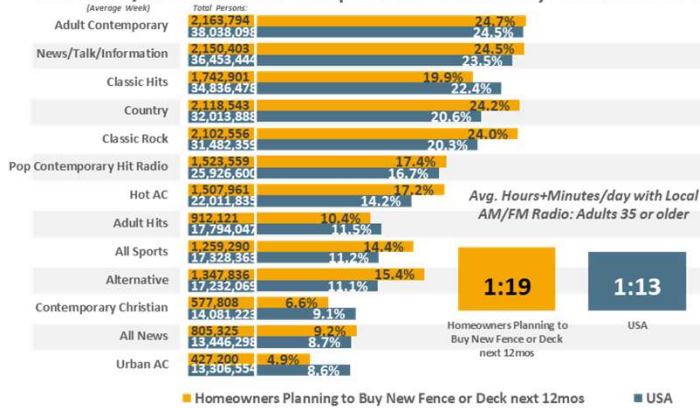
37,815 or 78.6% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 97.9 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.



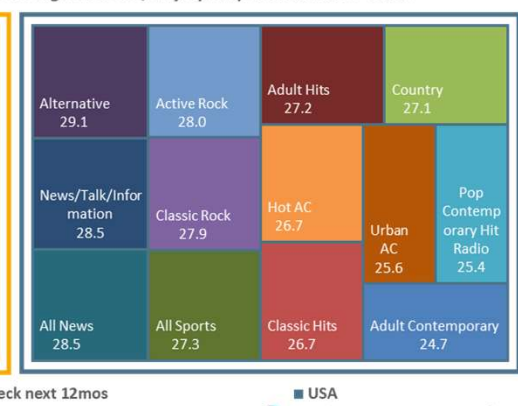
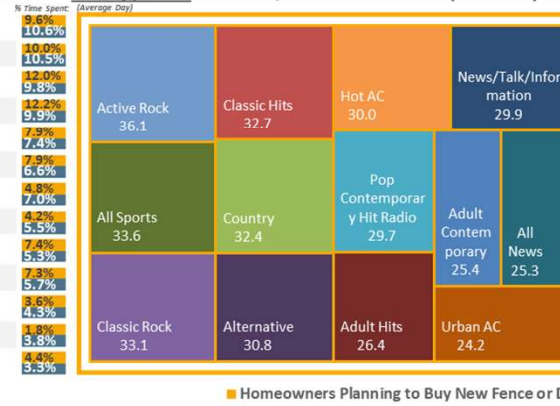
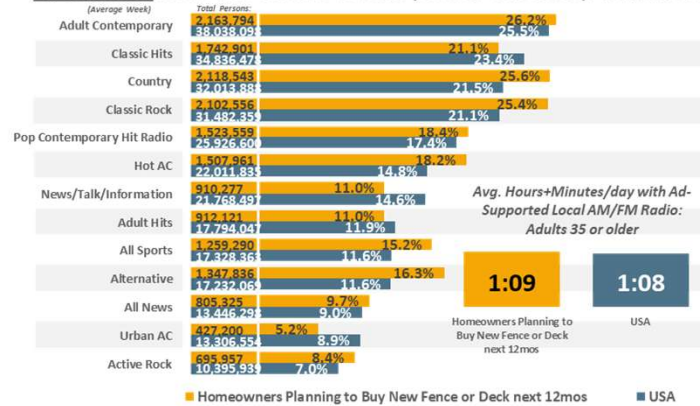


8,273,929 or 83.% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Rock, Classic Hits, and Pop Contemporary Hit Radio.

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986  
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soefa.ai Share of Everything for Anything

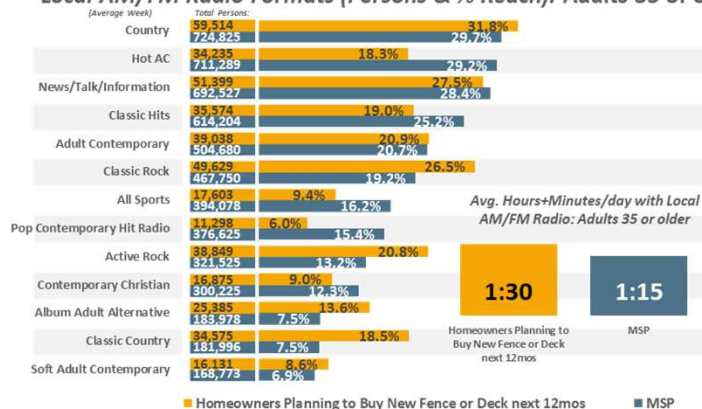
(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking))



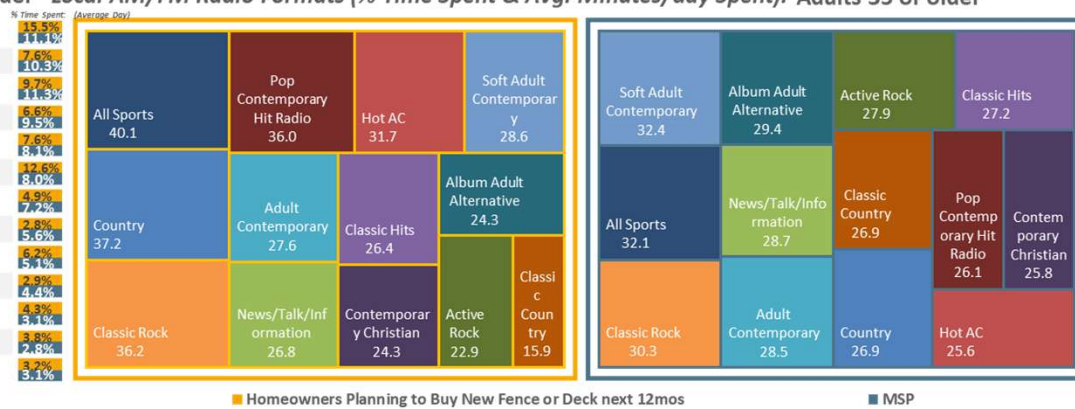


175,024 or 89.5% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Rock, Adult Contemporary, Active Rock, and Classic Hits.

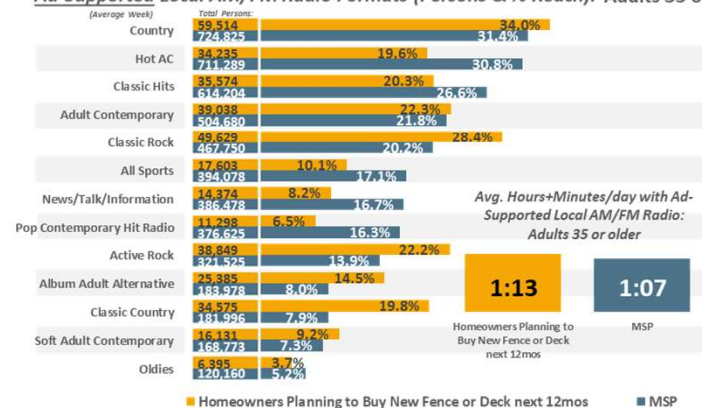
### Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



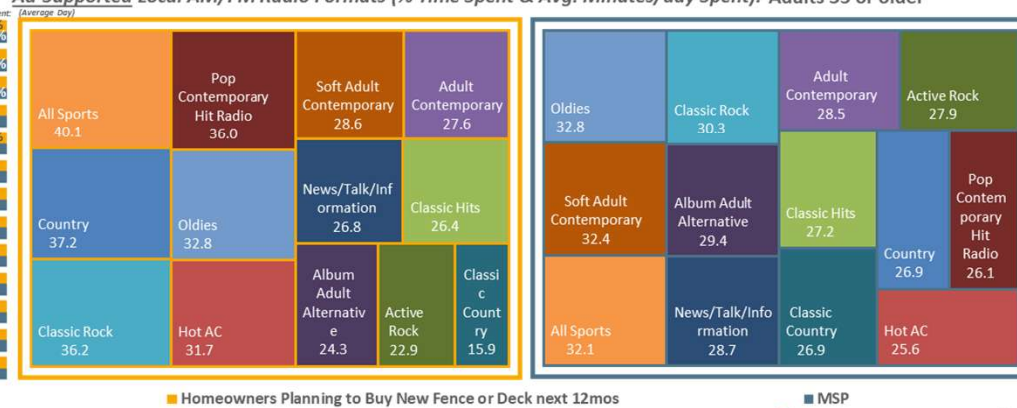
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



### 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

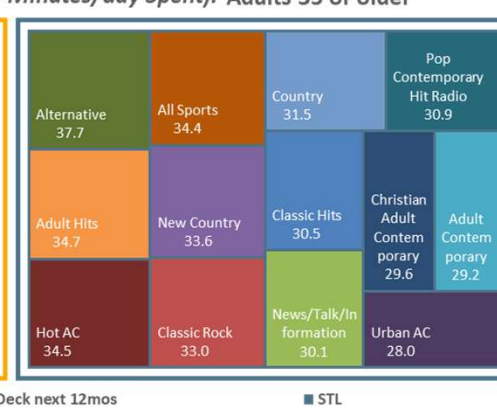
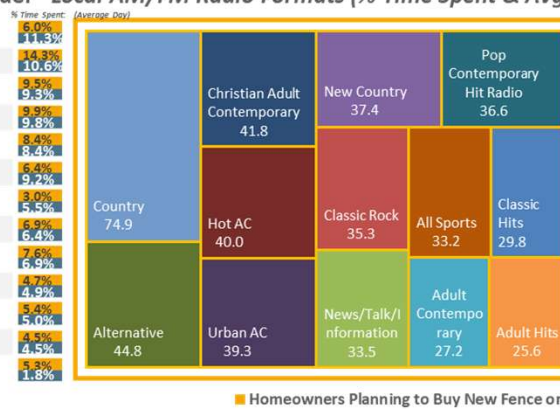
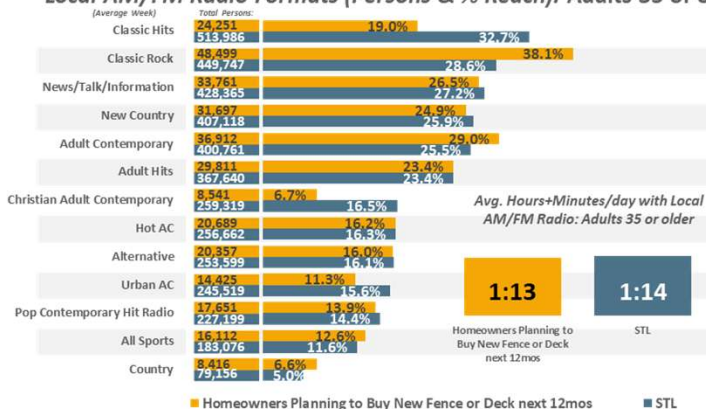




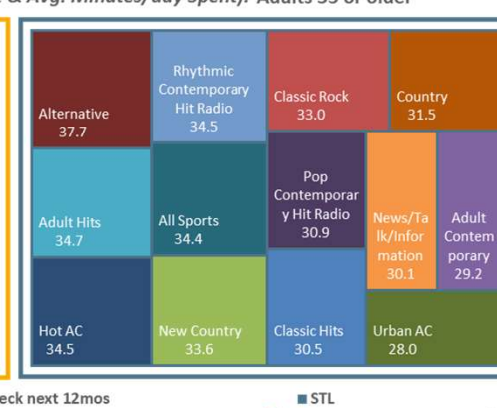
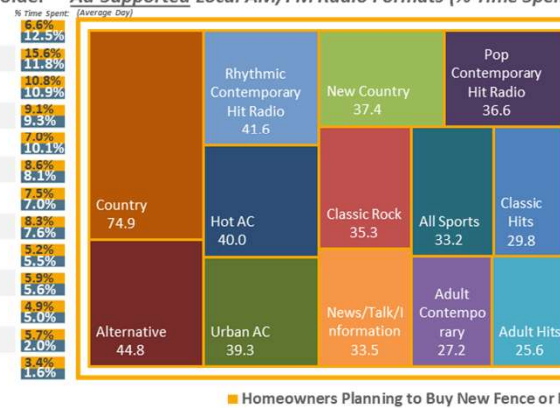
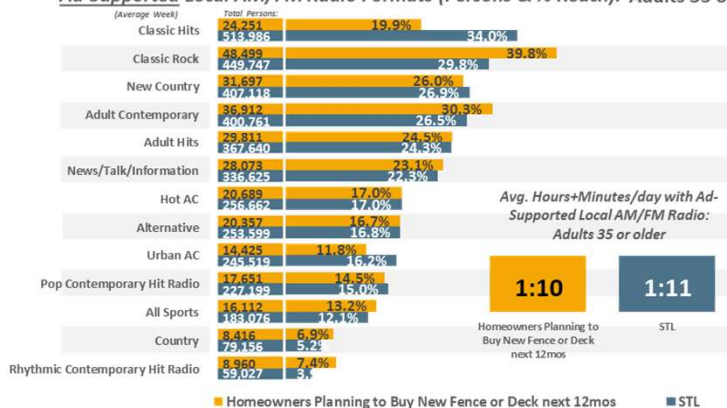


121,754 or 90.9% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, New Country, Adult Hits, and News/Talk/Information.

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



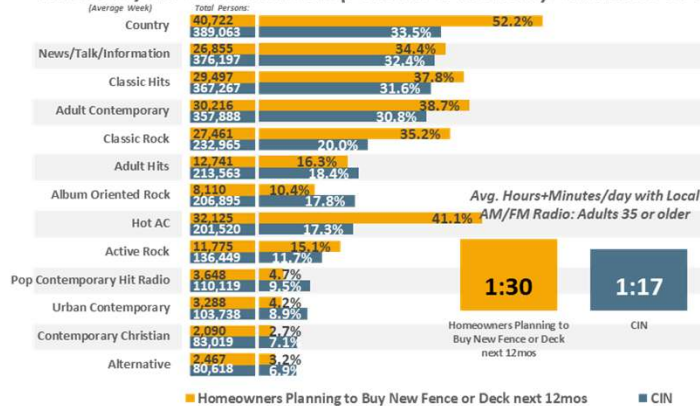
**Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older** **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



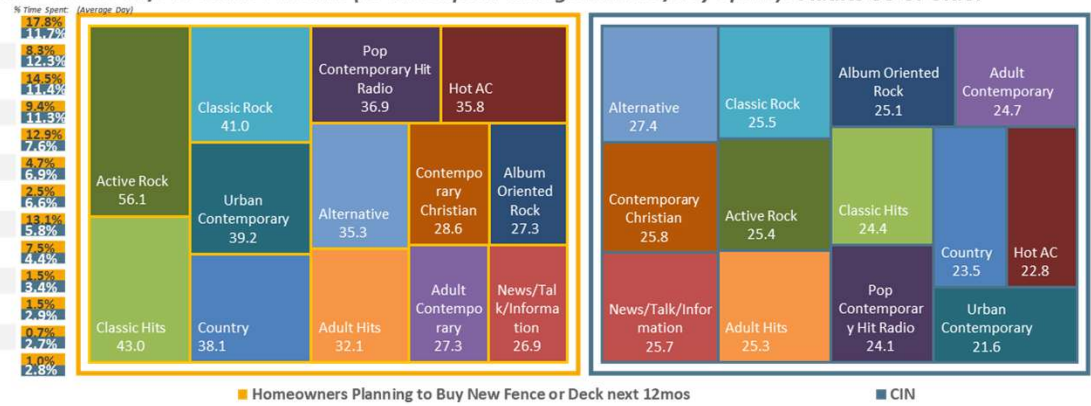


73,621 or 87.6% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Adult Contemporary, Classic Hits, and Classic Rock.

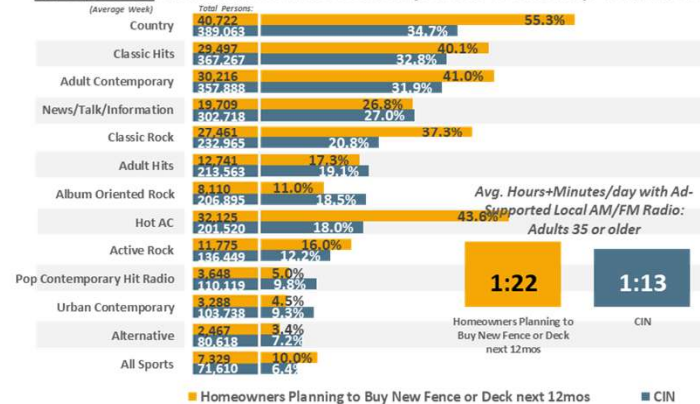
### Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



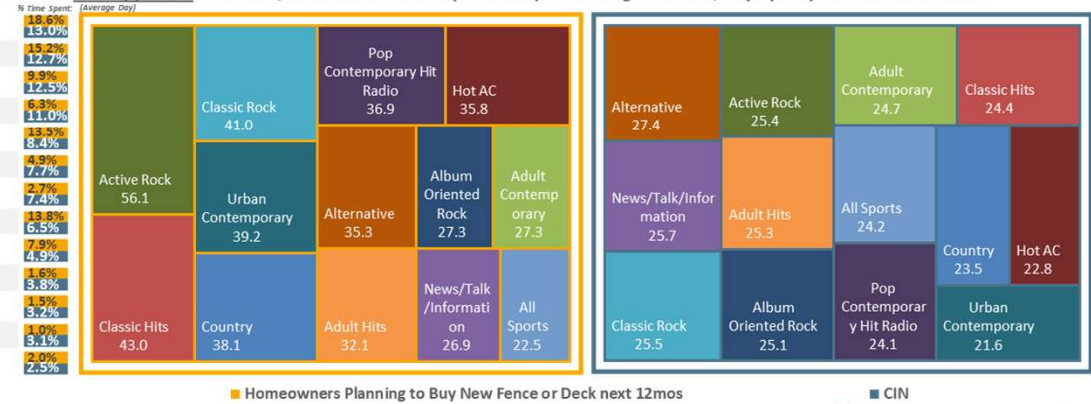
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



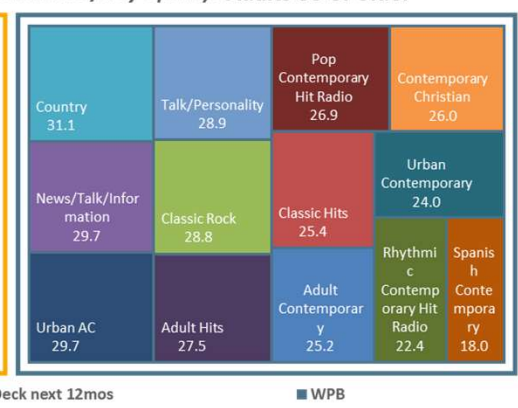
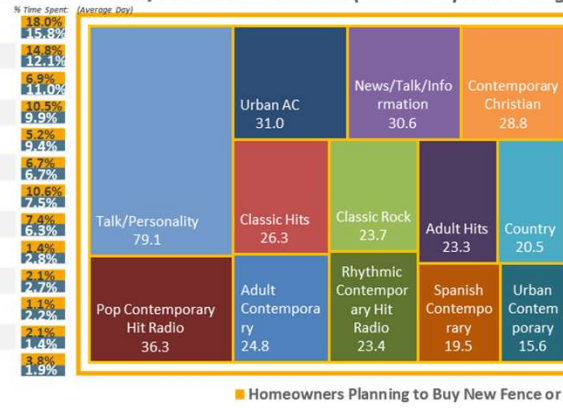
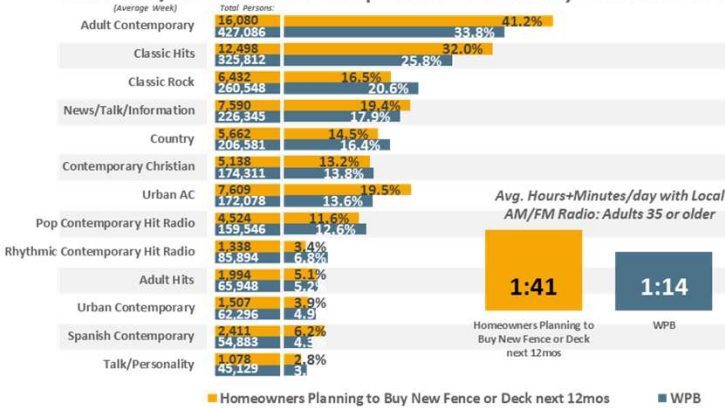
### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



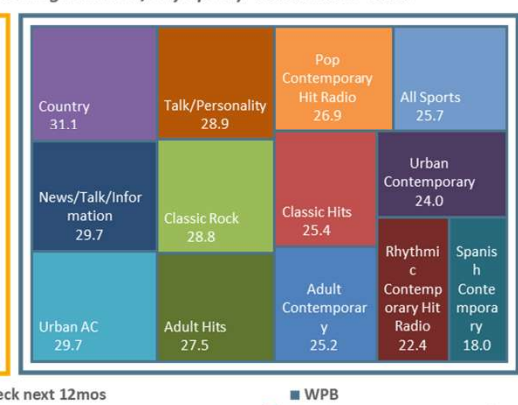
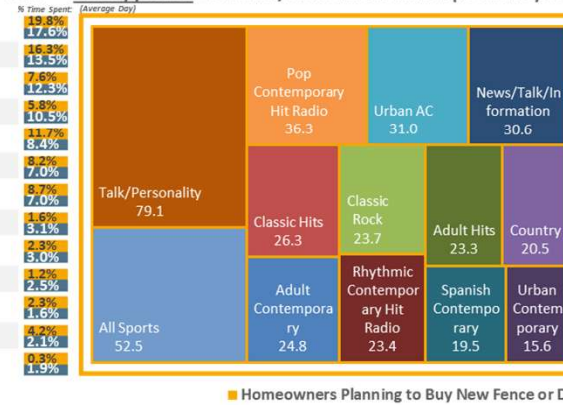
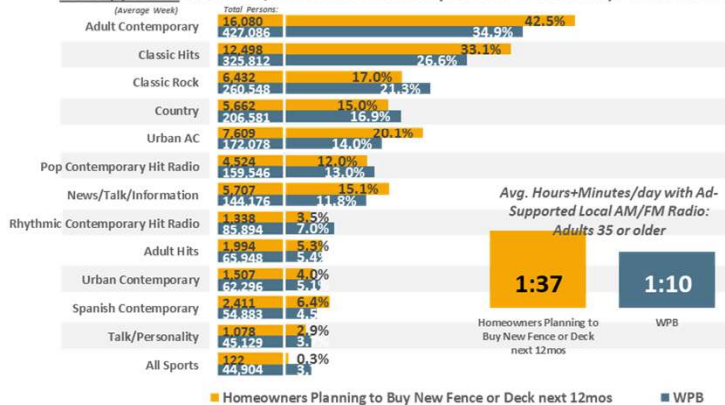


37,815 or 78.6% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Urban AC, Classic Rock, and News/Talk/Information.

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



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



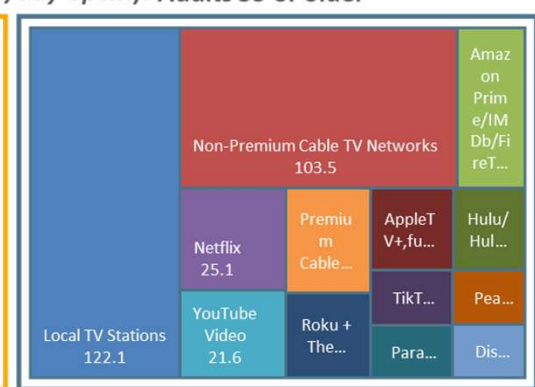
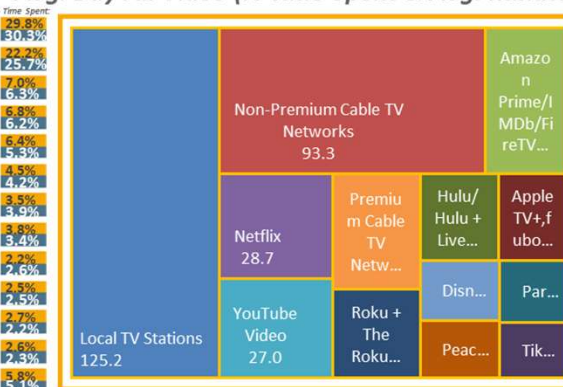
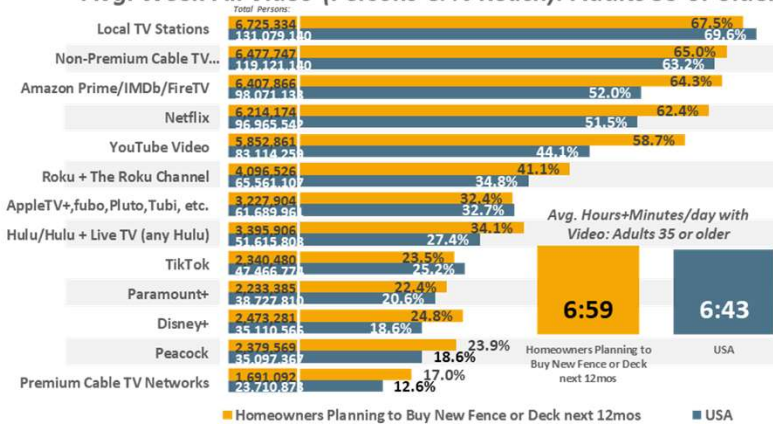




6,621,313 or 66.5% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations for an average of 116.9 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.

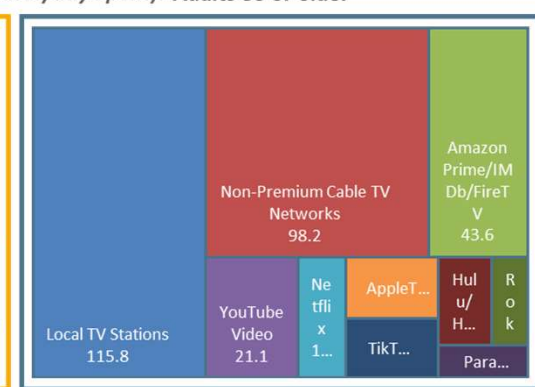
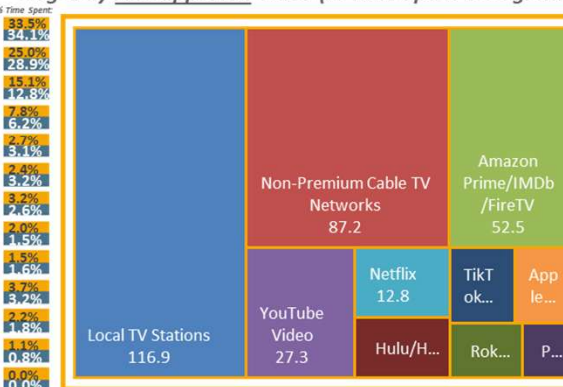
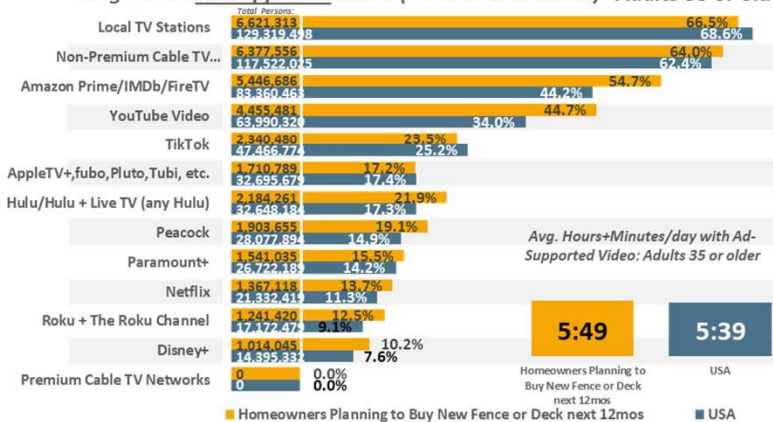
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



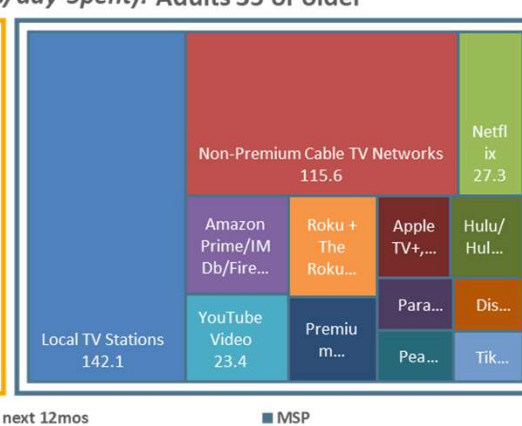
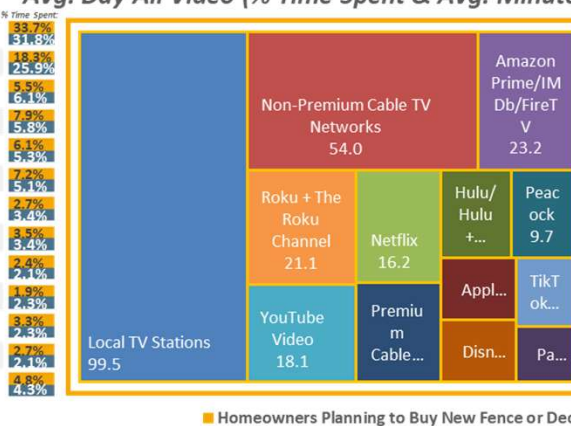
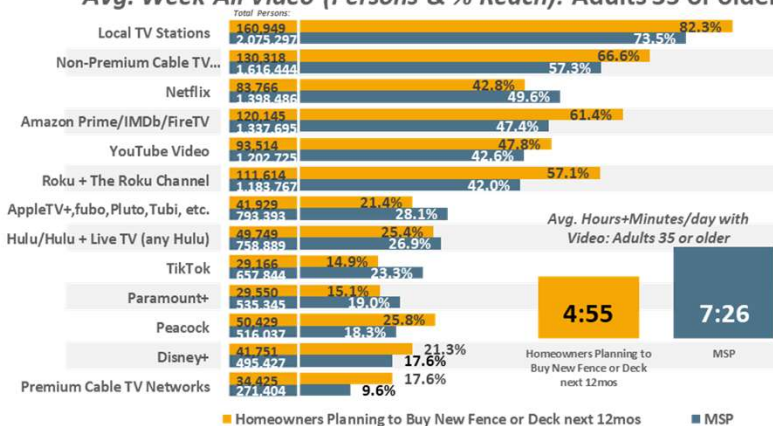




158,183 or 80.9% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations for an average of 87.9 minutes every day representing 35.7% of all time spent daily with Ad-Supported Video.

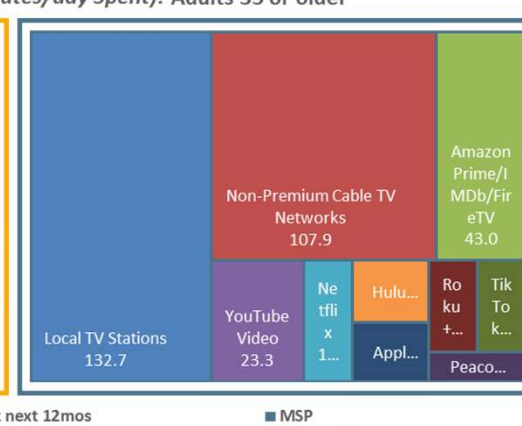
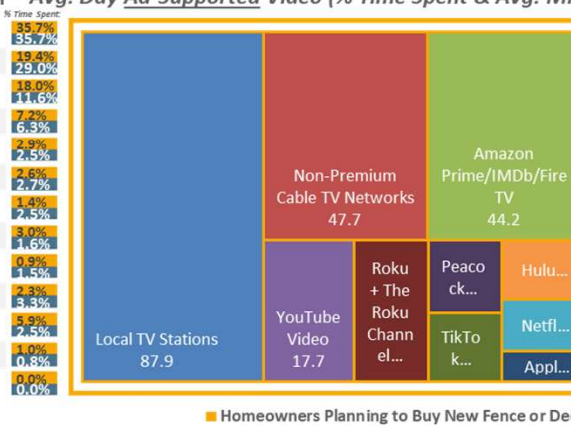
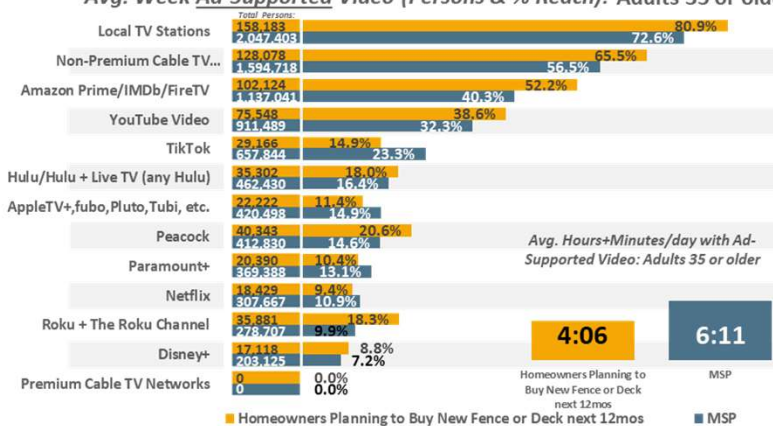
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 107  
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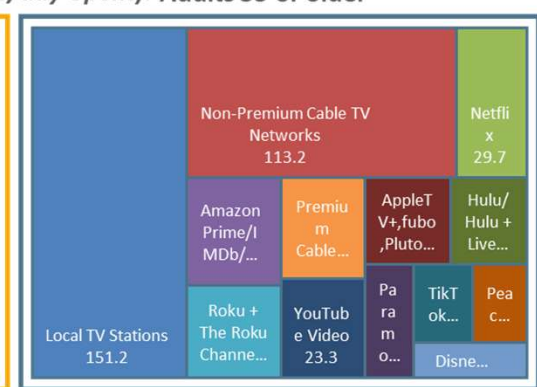
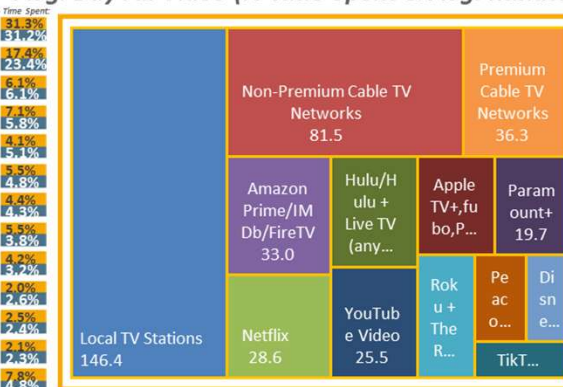
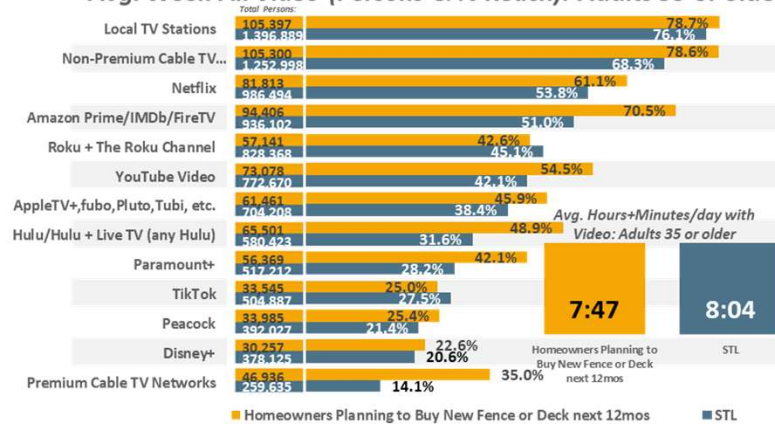
[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking]]



103,572 or 77.3% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations for an average of 140.7 minutes every day representing 36.2% of all time spent daily with Ad-Supported Video.

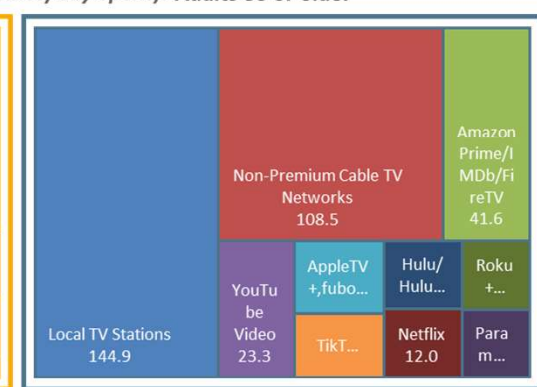
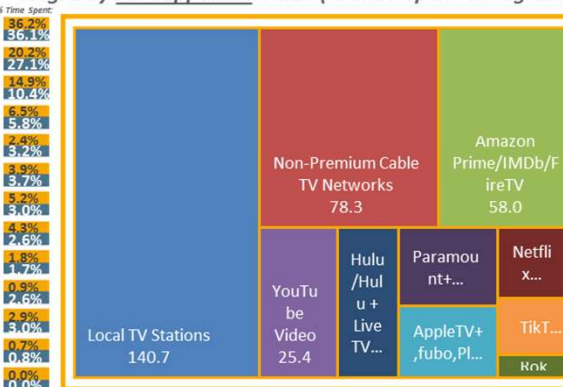
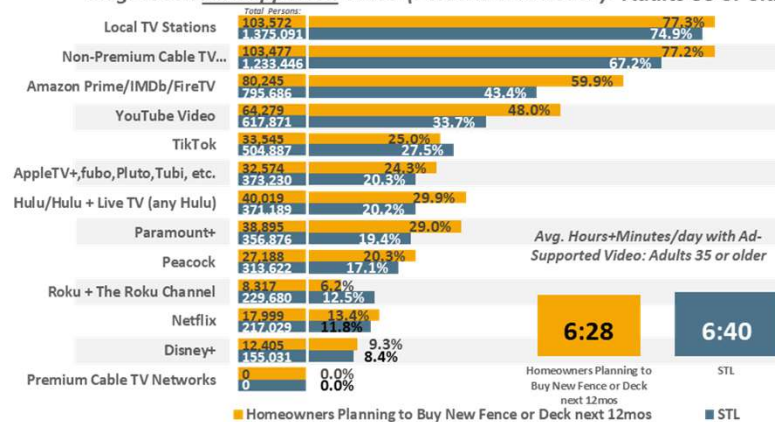
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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

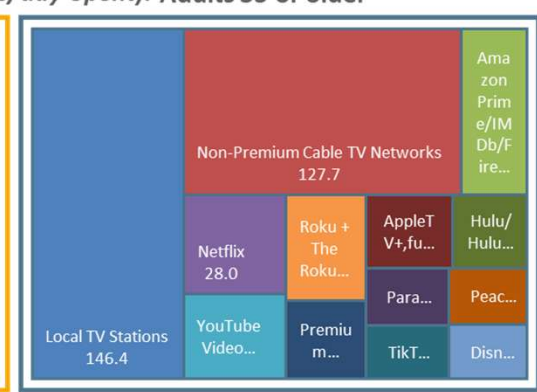
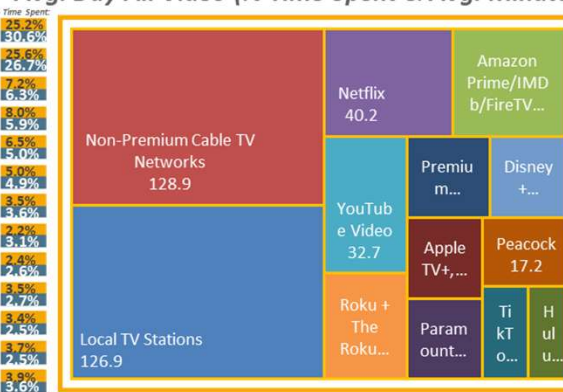
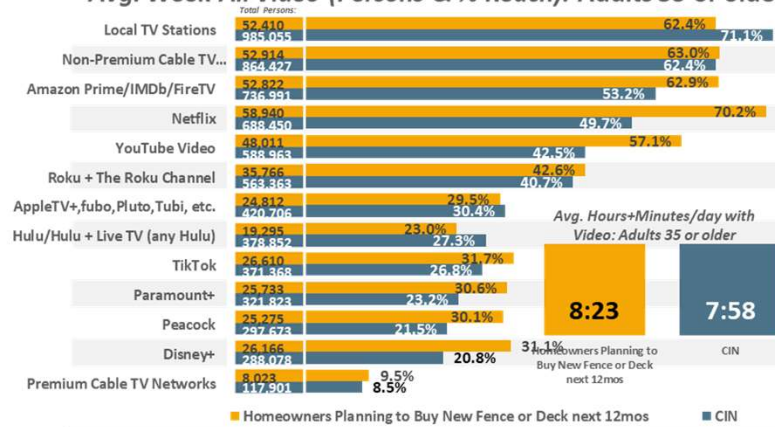




51,408 or 61.2% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations for an average of 121.3 minutes every day representing 30.3% of all time spent daily with Ad-Supported Video.

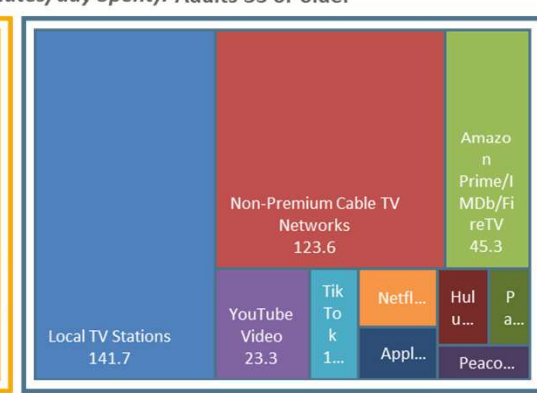
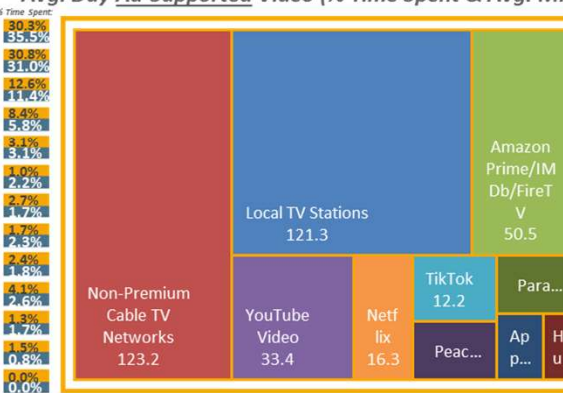
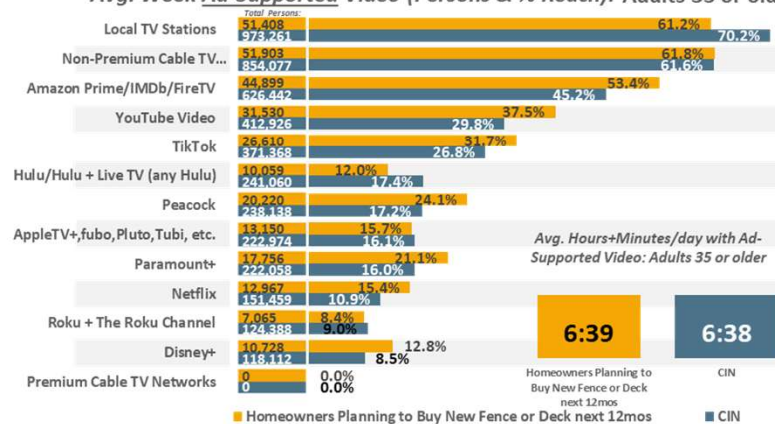
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



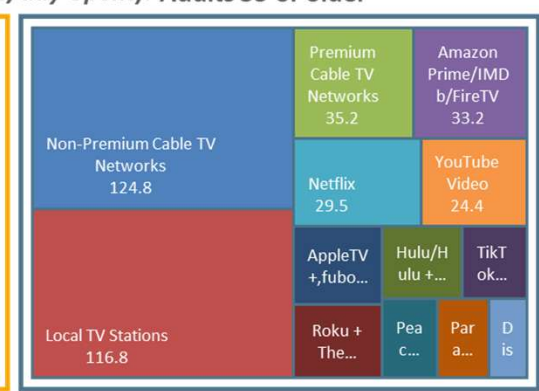
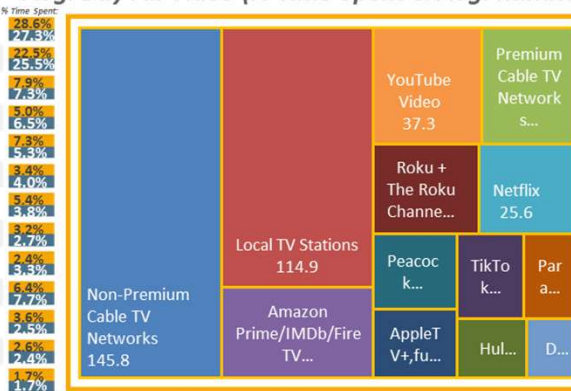
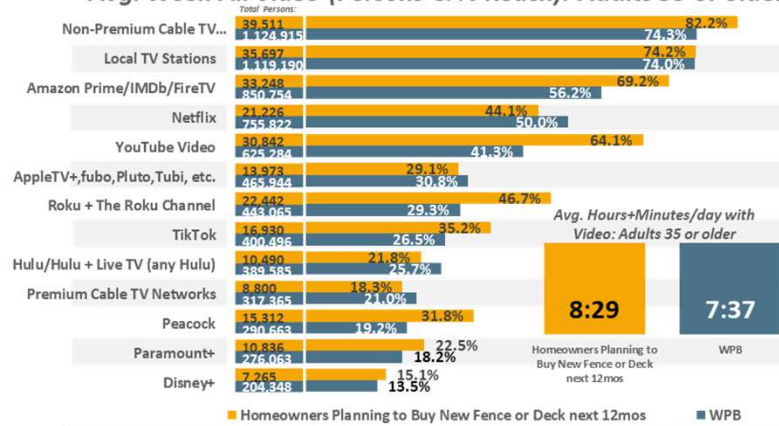




35,166 or 73.1% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations for an average of 102.3 minutes every day representing 23.6% of all time spent daily with Ad-Supported Video.

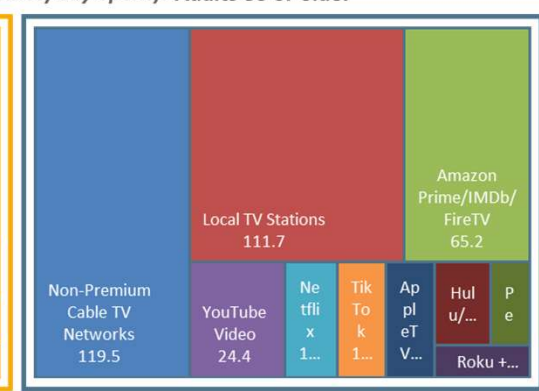
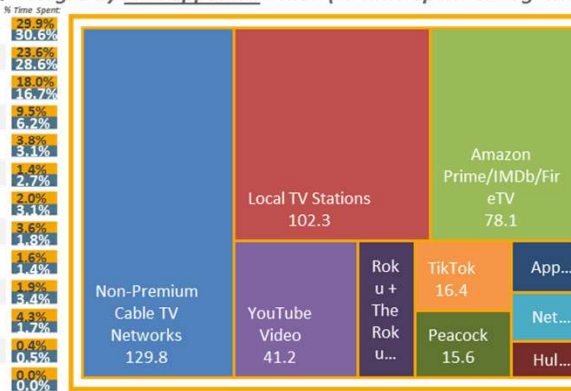
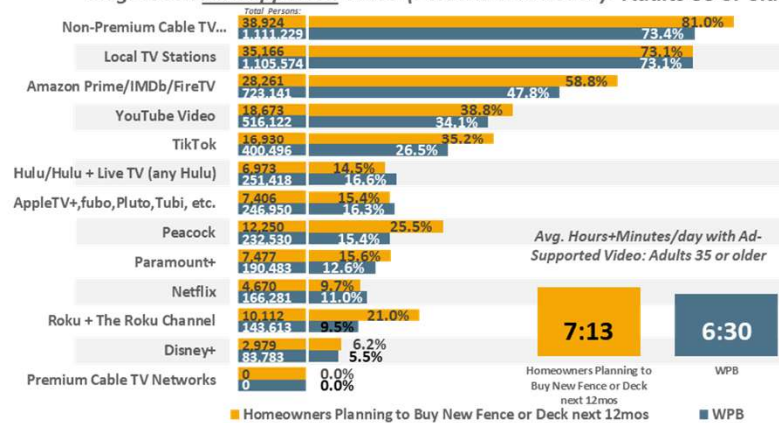
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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

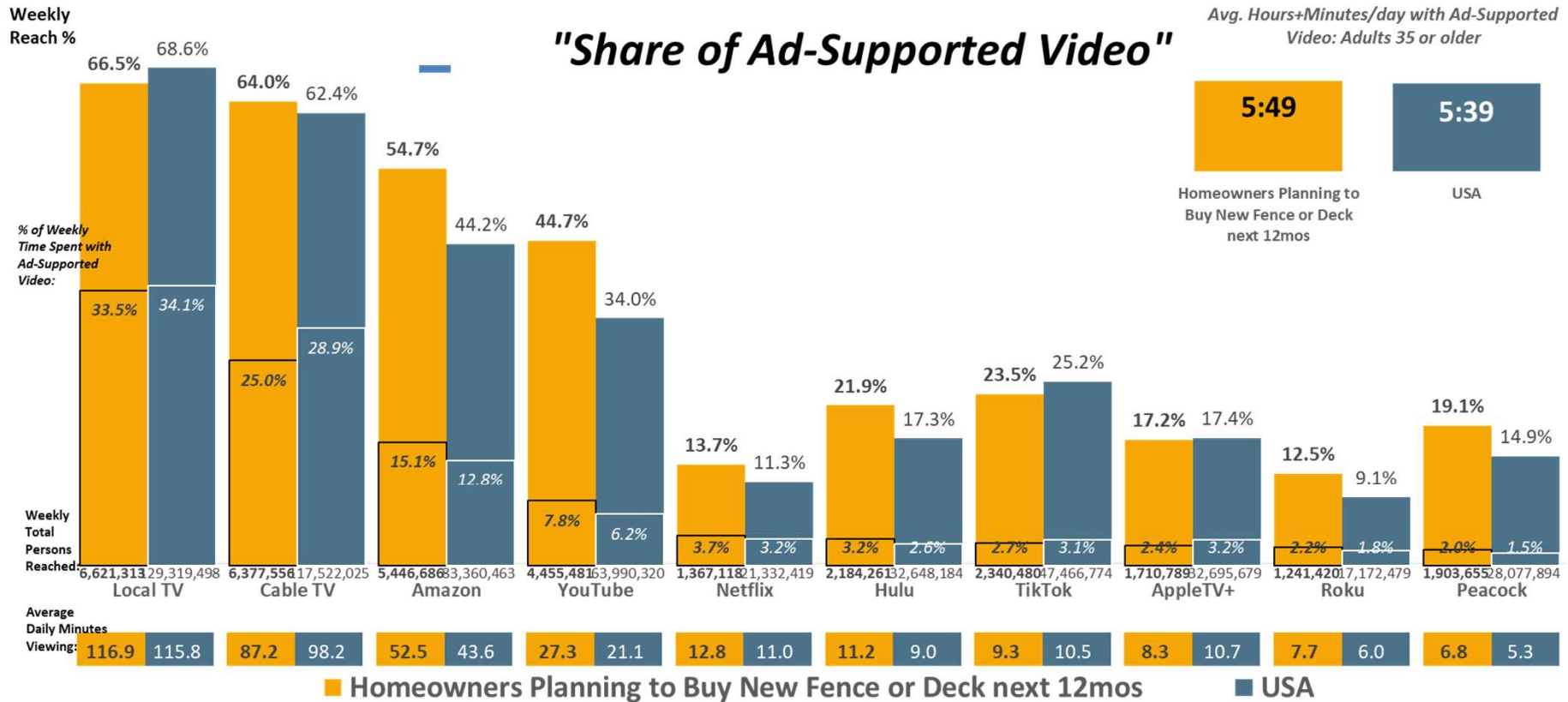
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





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

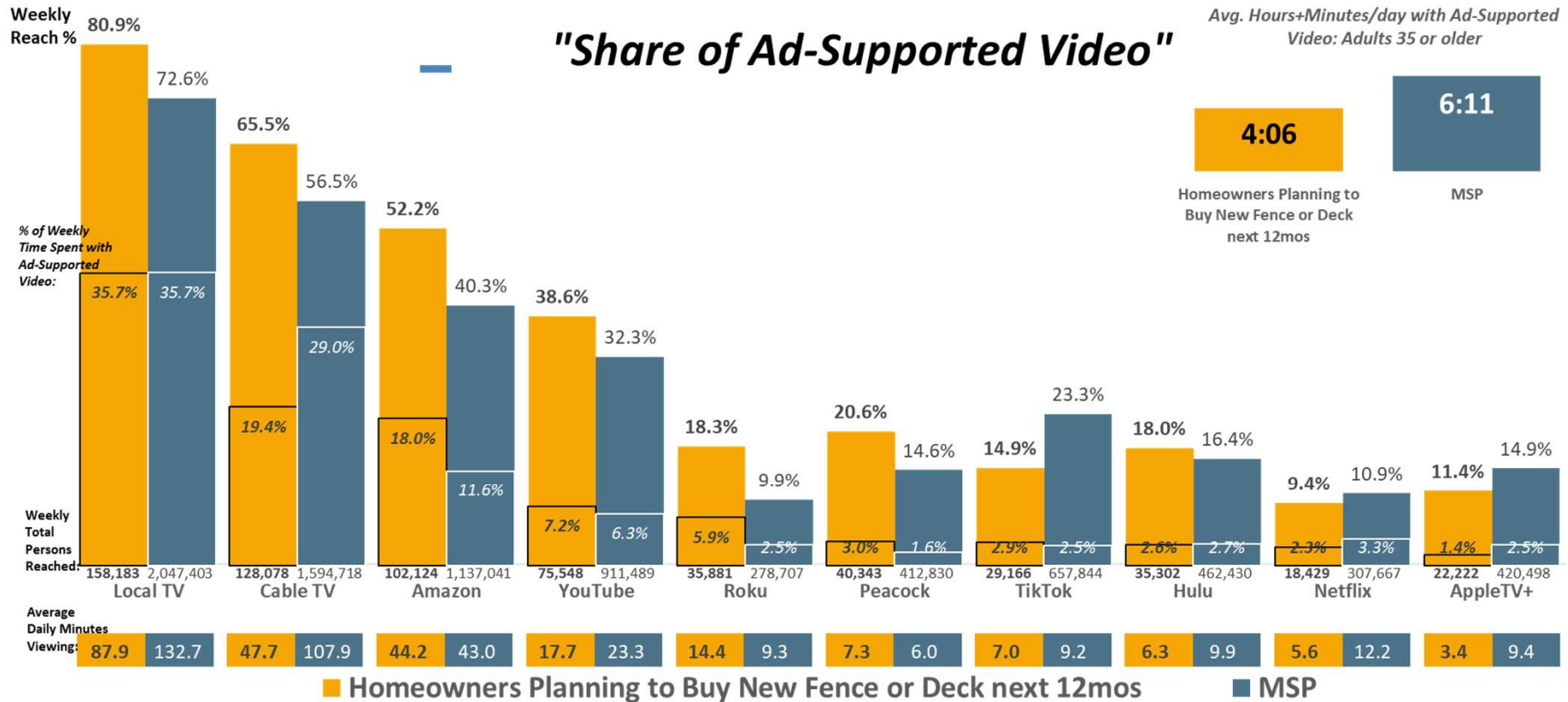
## "Share of Ad-Supported Video"





158,183 or 80.9% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations for an average of 87.9 minutes every day representing 35.7% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 107 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934  
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soefa.ai Share of Everything for Anything

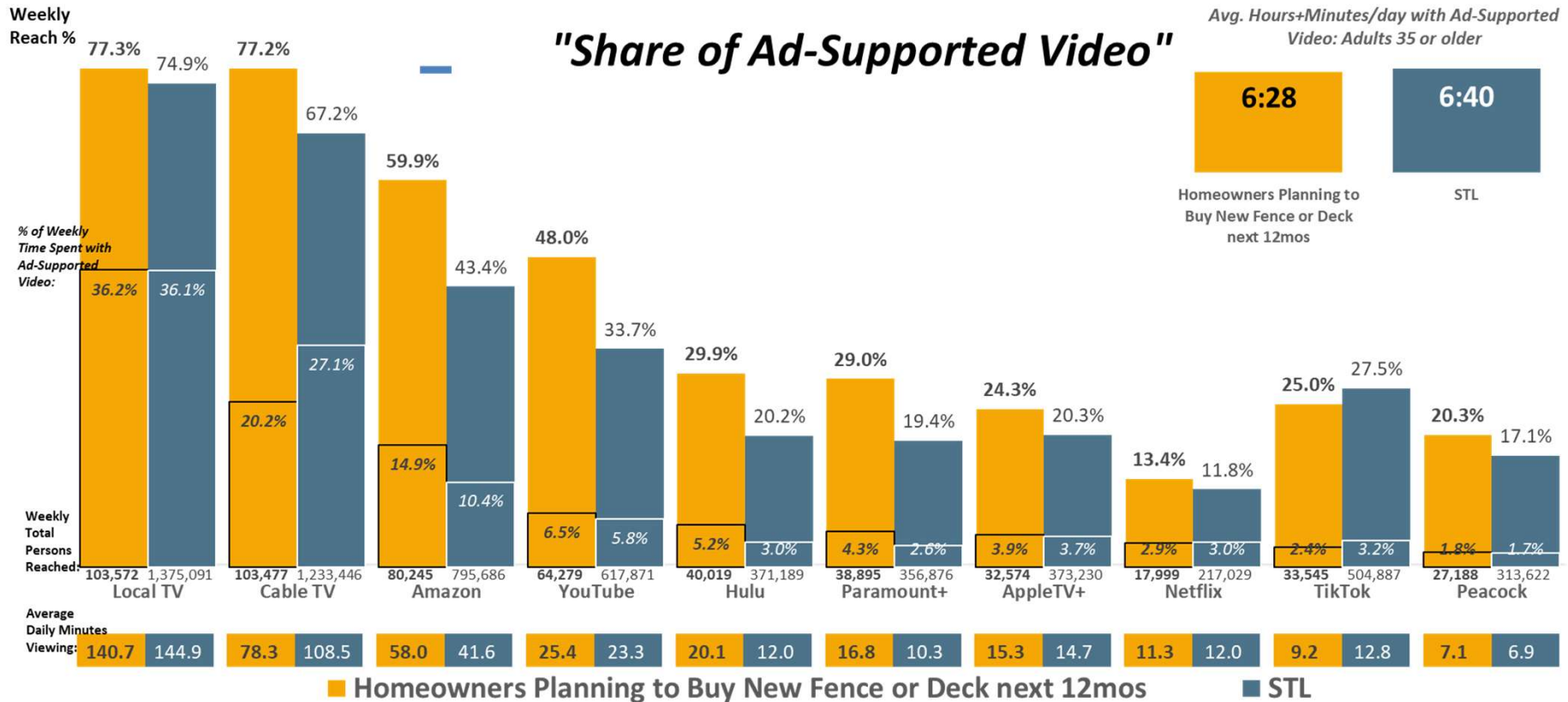
[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking]]





103,572 or 77.3% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations for an average of 140.7 minutes every day representing 36.2% of all time spent daily with Ad-Supported Video.

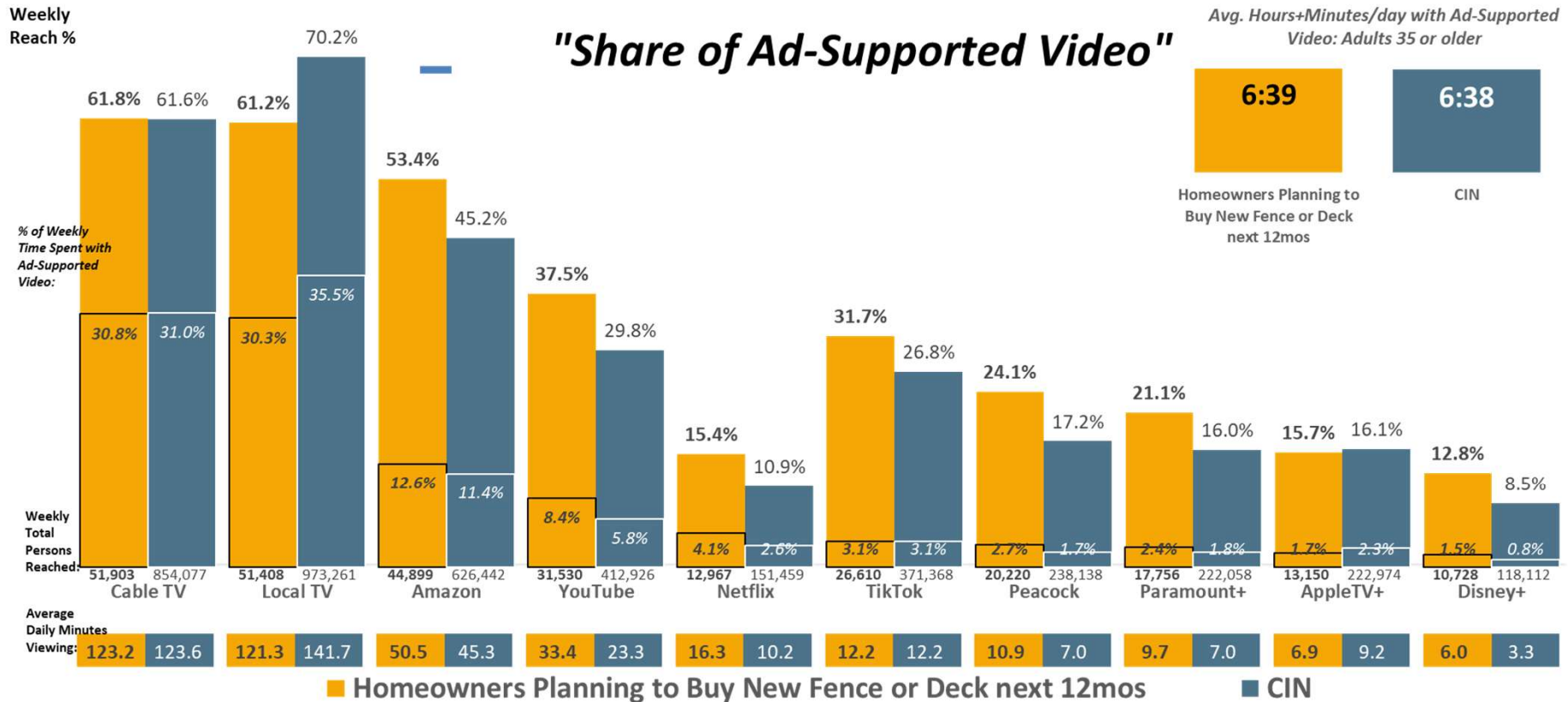
## "Share of Ad-Supported Video"





51,408 or 61.2% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations for an average of 121.3 minutes every day representing 30.3% of all time spent daily with Ad-Supported Video.

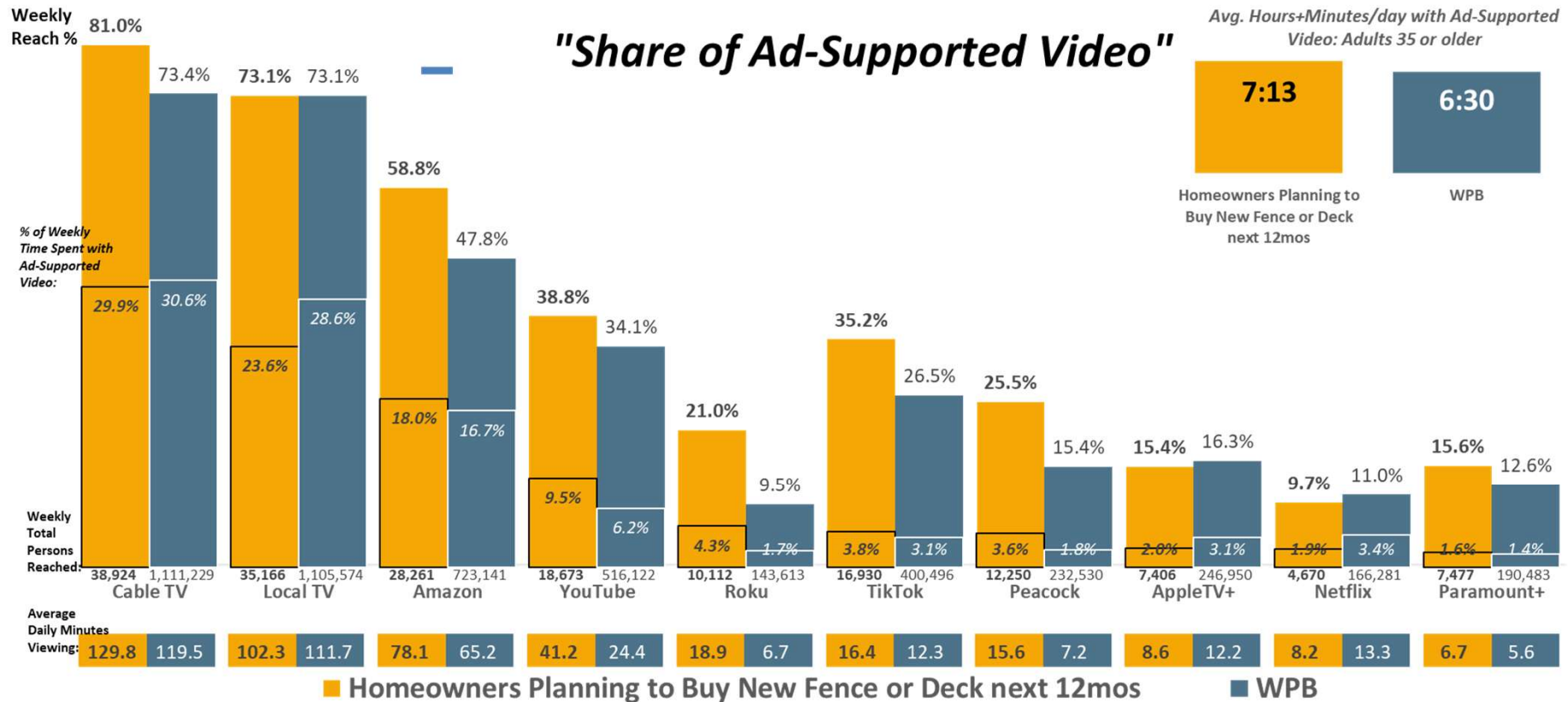
## "Share of Ad-Supported Video"





35,166 or 73.1% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations for an average of 102.3 minutes every day representing 23.6% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"

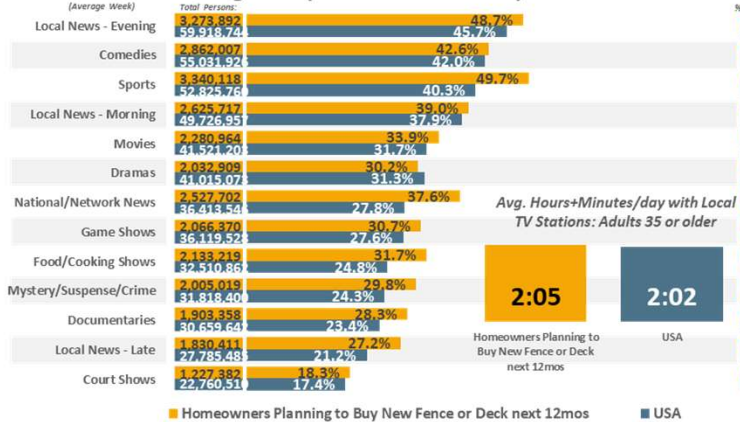




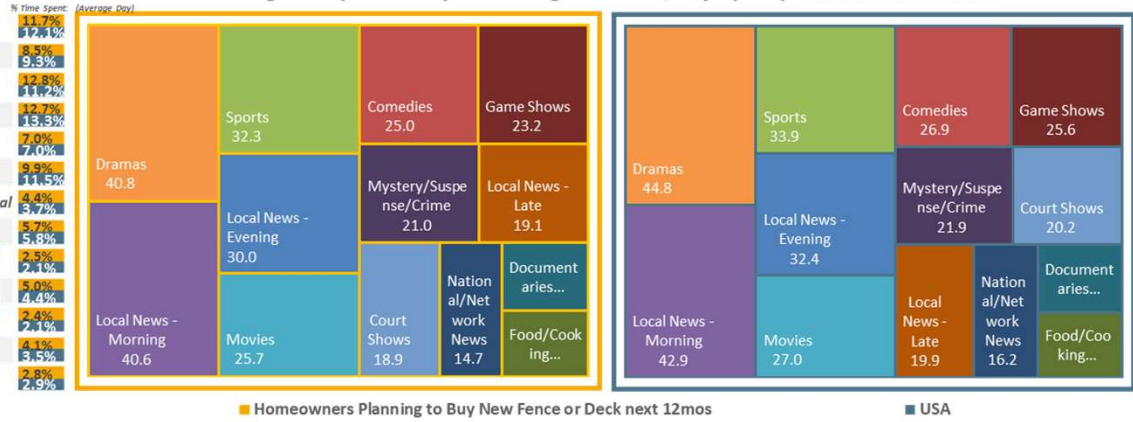


6,621,313 or 66.5% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and National/Network News.

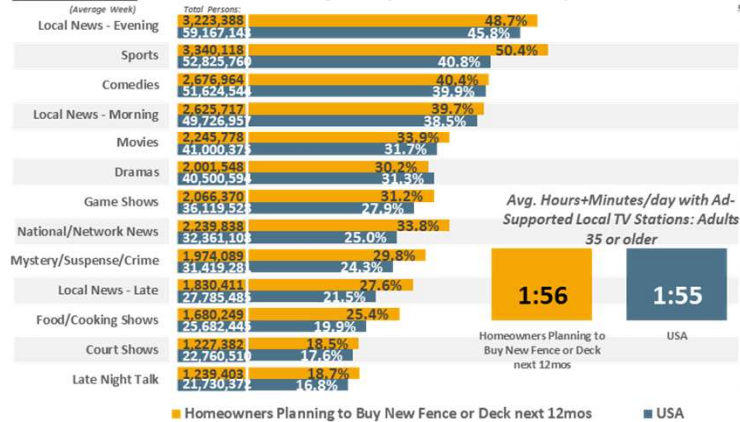
Local TV Station Programs (Persons & % Reach): Adults 35 or older



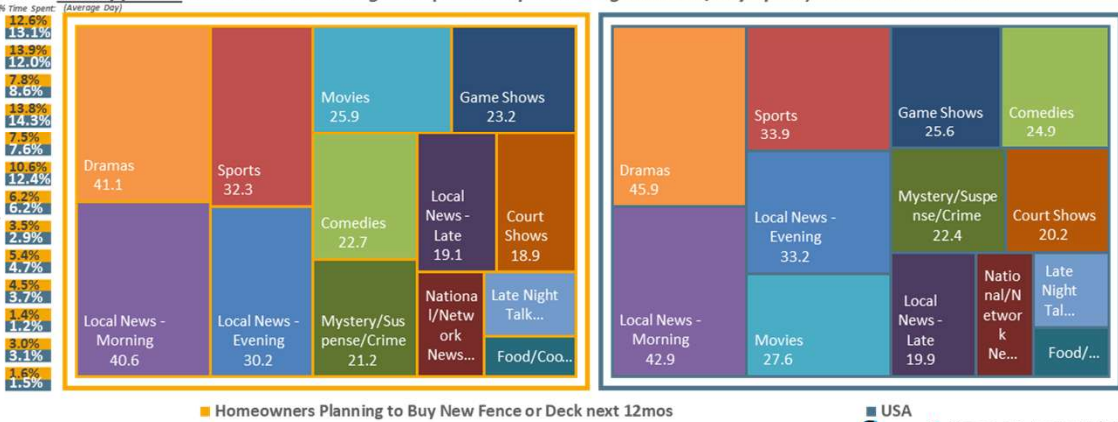
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



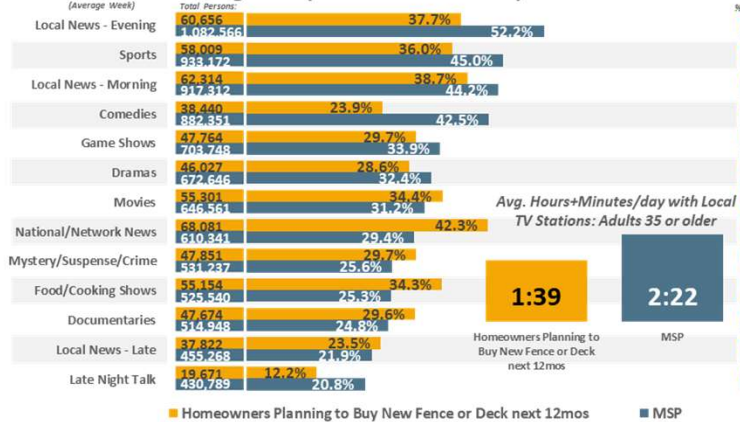
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





158,183 or 80.9% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, National/Network News, Local News - Evening, Sports, Movies, and Game Shows.

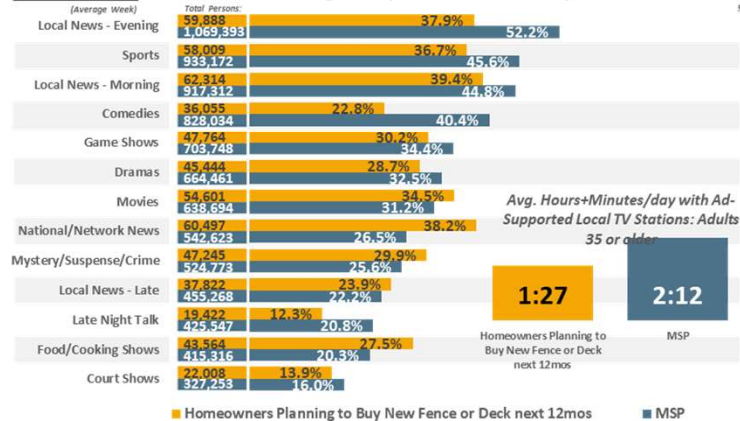
### Local TV Station Programs (Persons & % Reach): Adults 35 or older



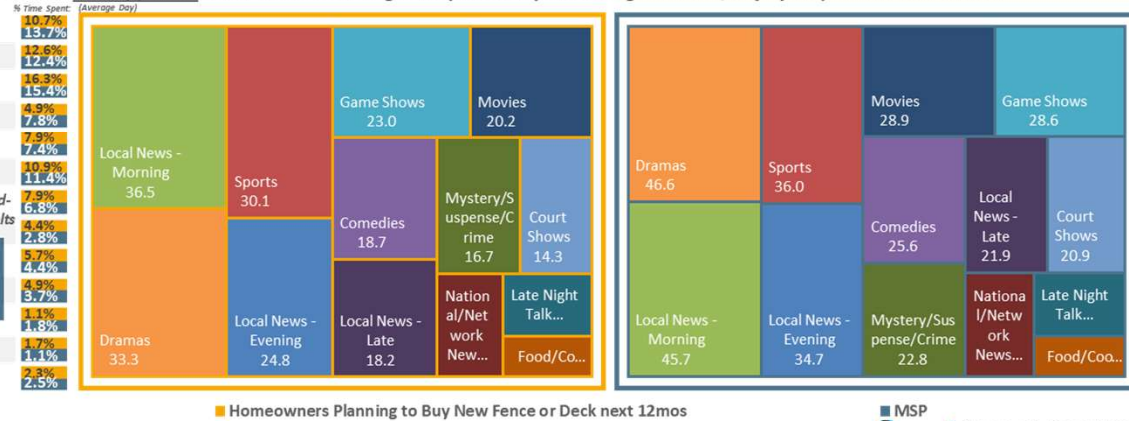
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 107  
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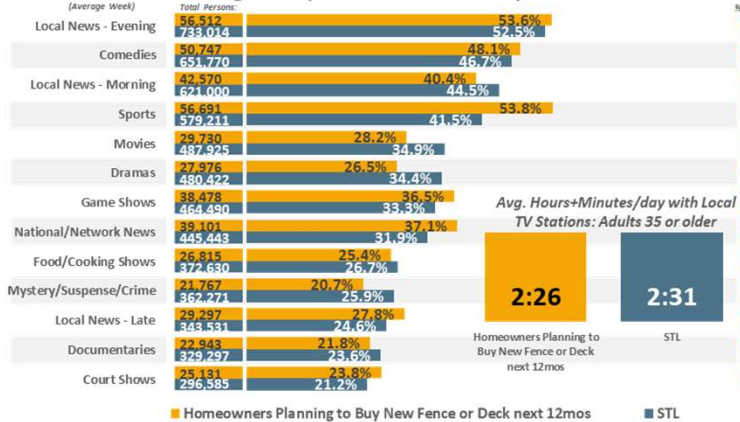
[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking]]



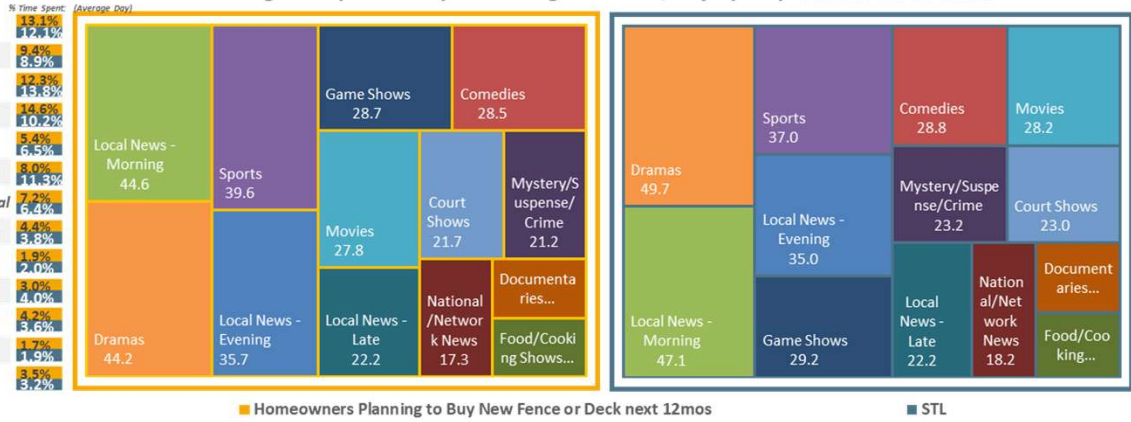


103,572 or 77.3% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and National/Network News

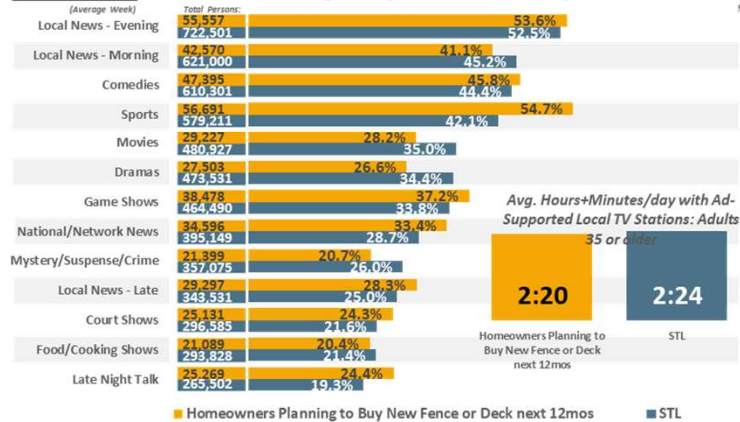
**Local TV Station Programs (Persons & % Reach): Adults 35 or older**



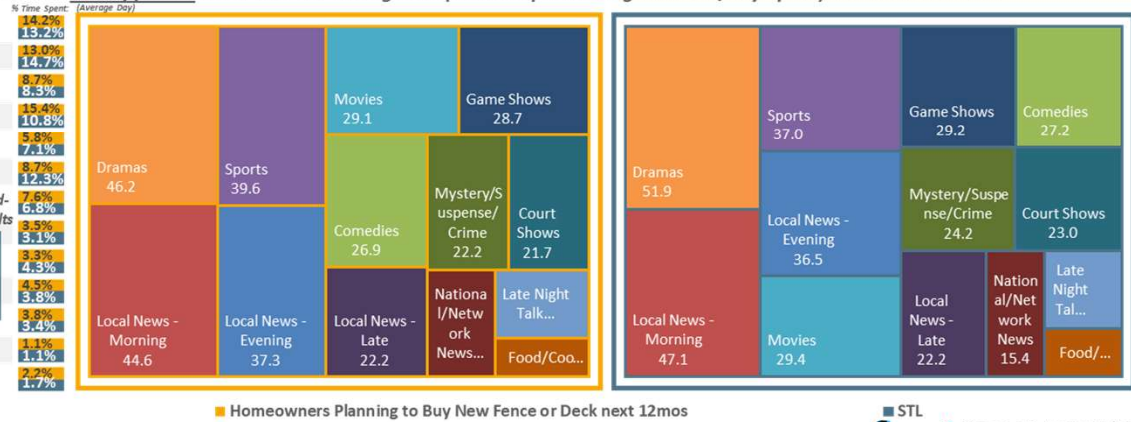
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



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

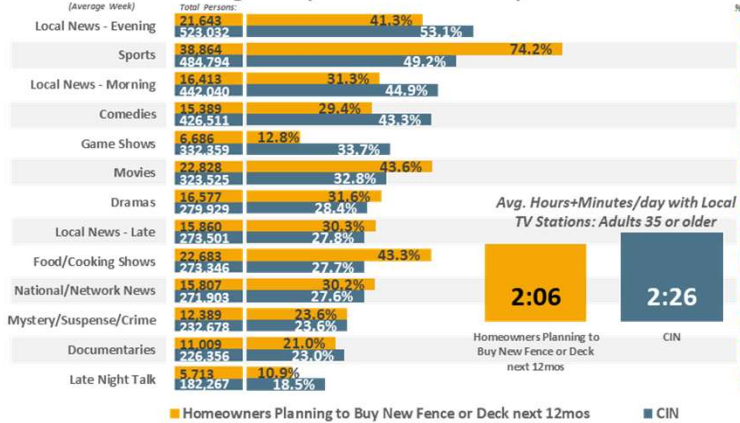




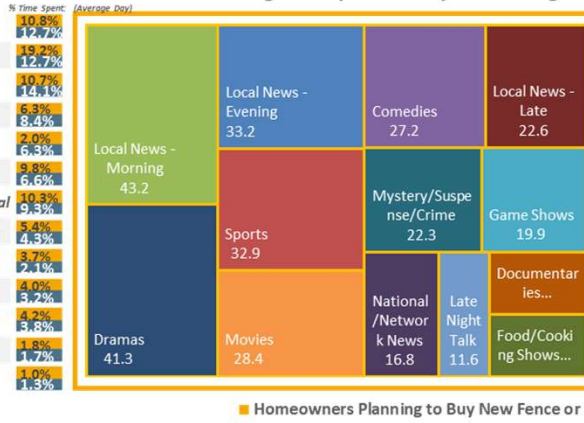


51,408 or 61.2% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Food/Cooking Shows, Local News - Morning, and Dramas.

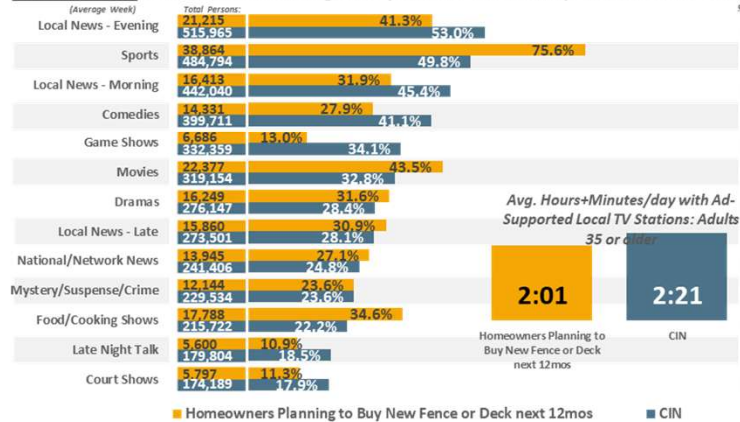
**Local TV Station Programs (Persons & % Reach): Adults 35 or older**



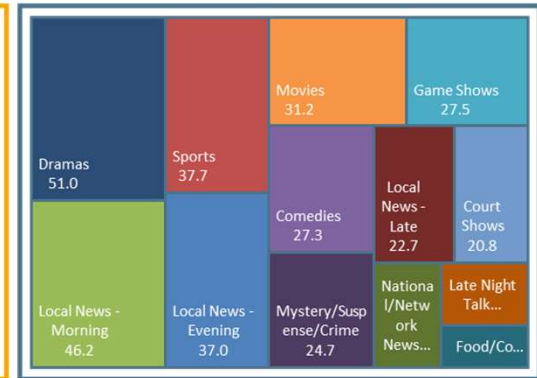
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



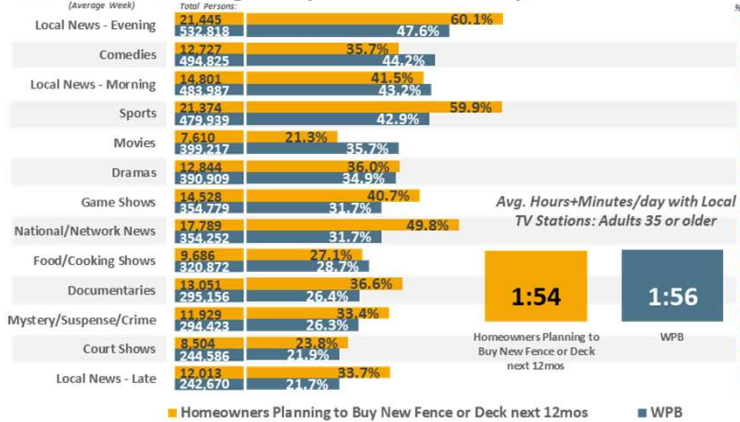
**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



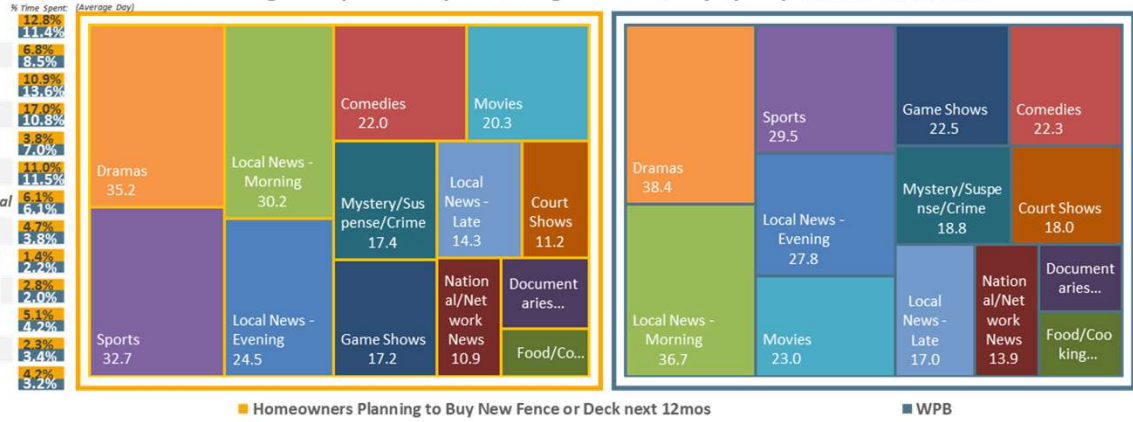


35,166 or 73.1% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, National/Network News, Local News - Morning, Game Shows, and Dramas.

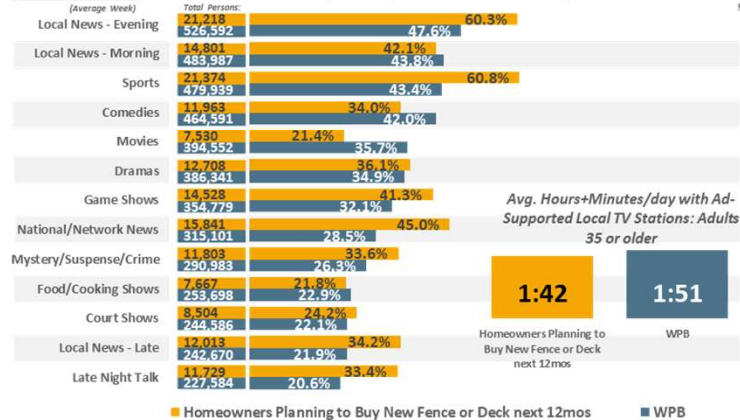
#### Local TV Station Programs (Persons & % Reach): Adults 35 or older



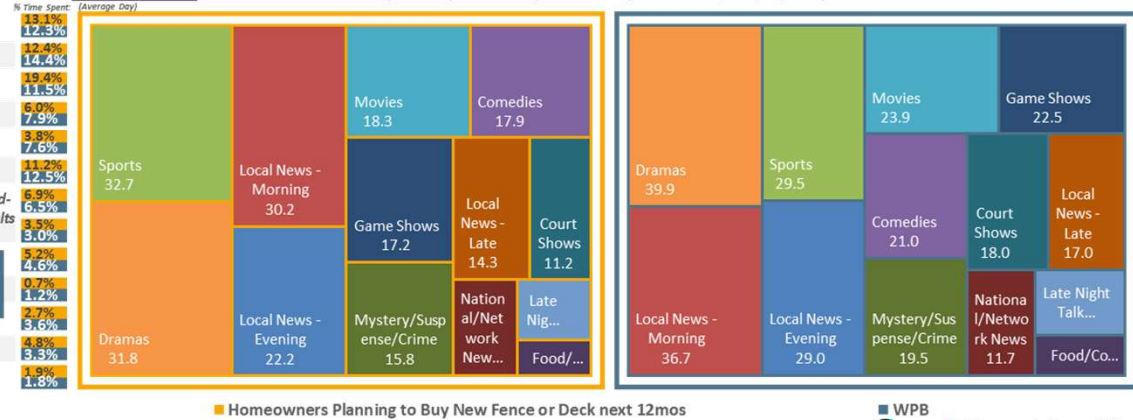
#### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



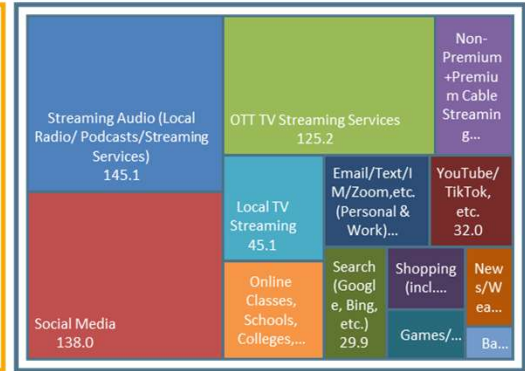
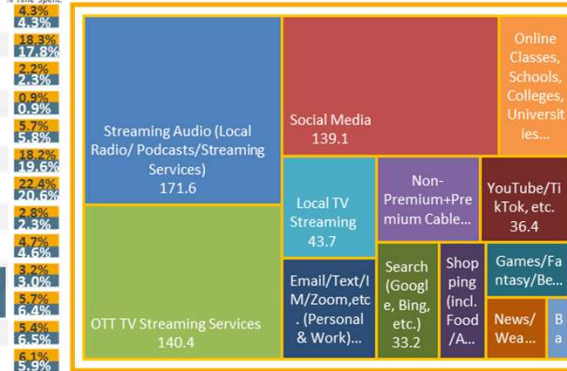
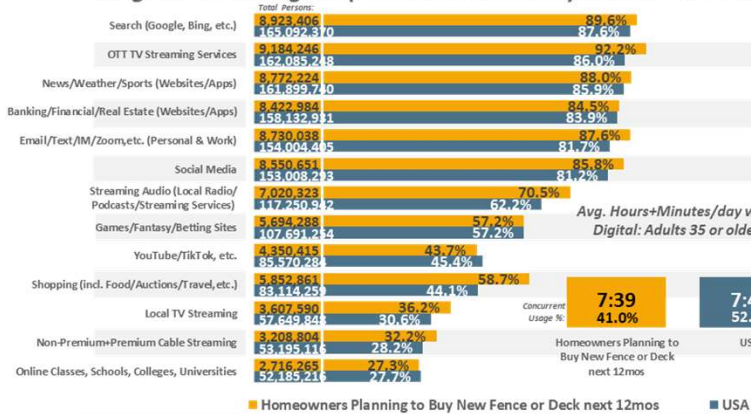




7,702,259 or 77.3% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Social Media for an average of 128. minutes every day representing 21.8% of all time spent daily with Ad-Supported Digital Media.

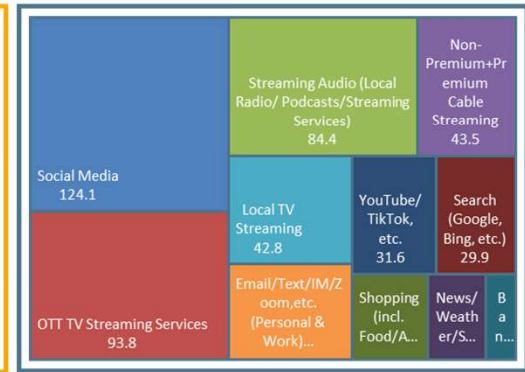
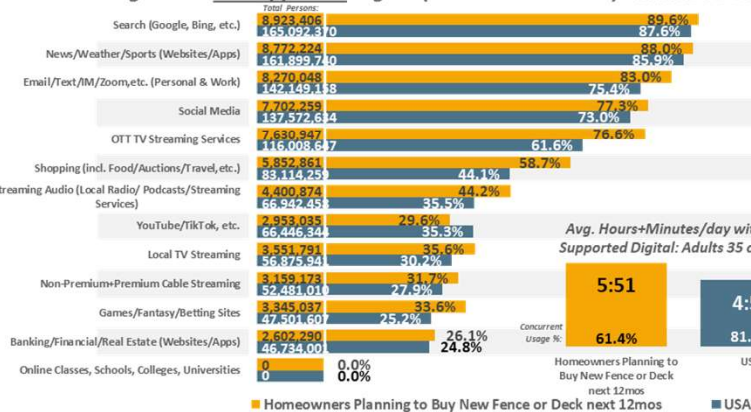
### Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



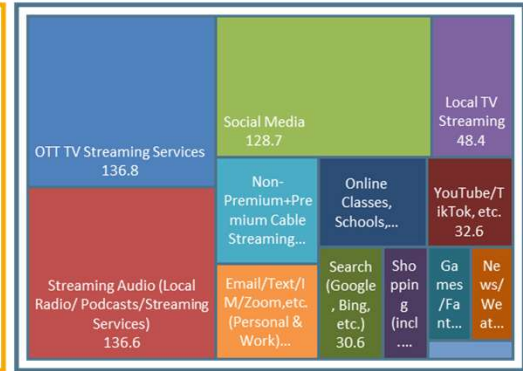
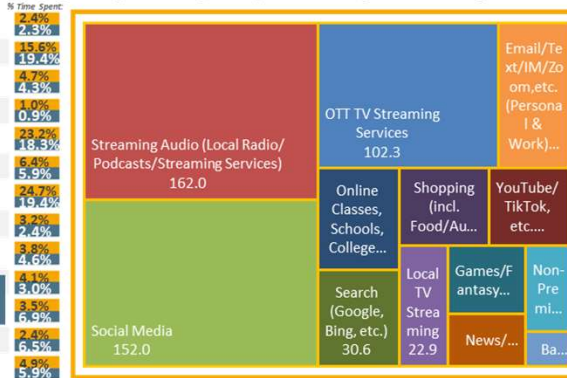
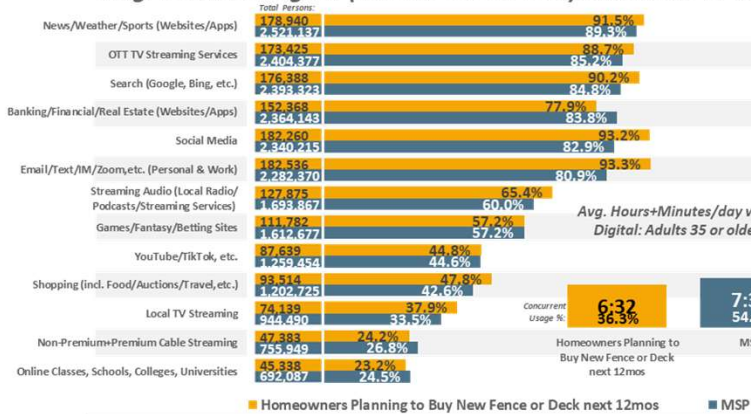




181,949 or 93.% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Social Media for an average of 139.8 minutes every day representing 27.2% of all time spent daily with Ad-Supported Digital Media.

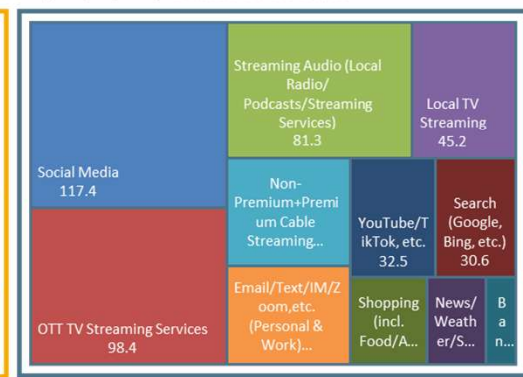
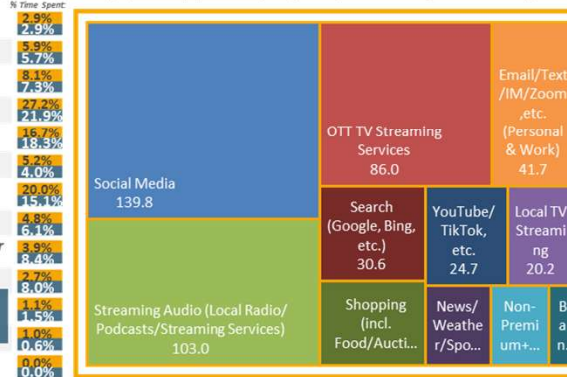
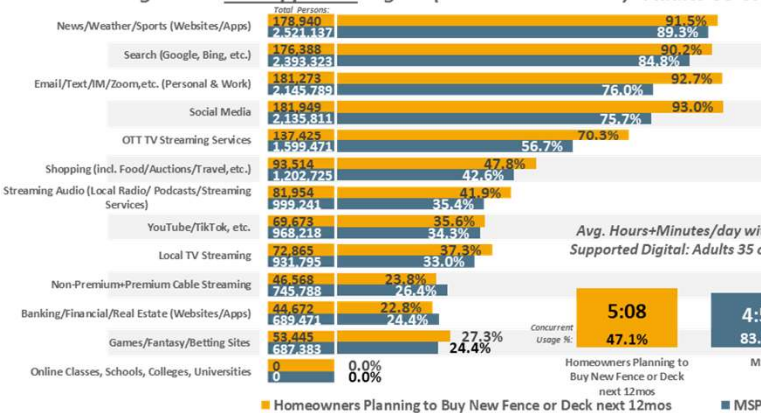
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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

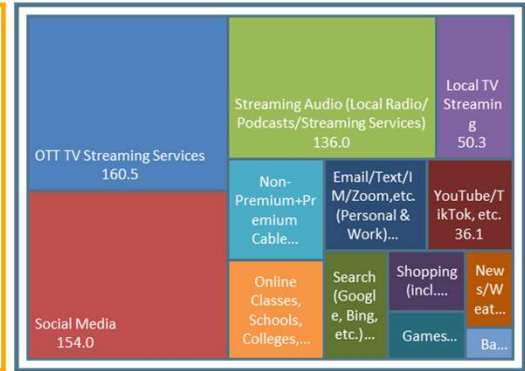
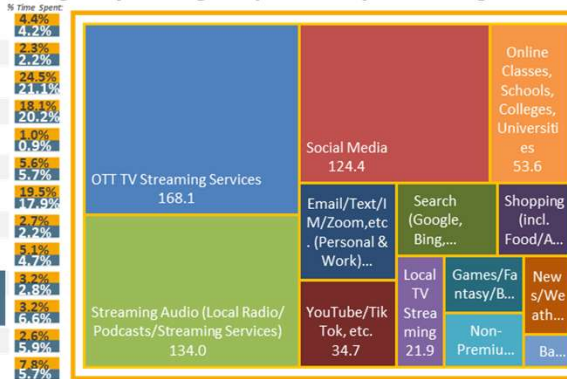
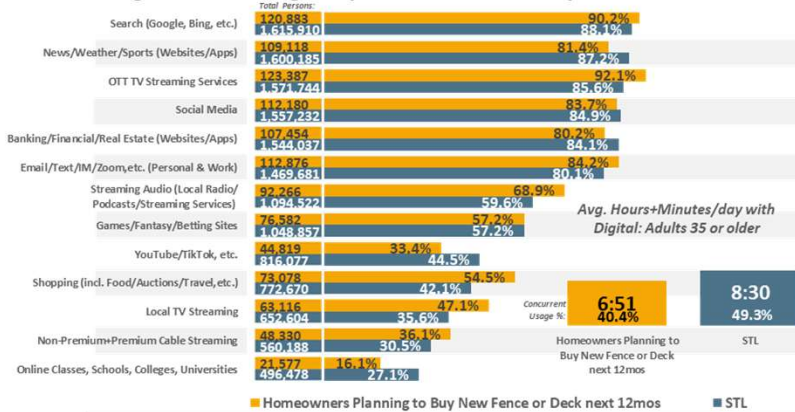




102,656 or 76.6% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Social Media for an average of 114.4 minutes every day representing 22.1% of all time spent daily with Ad-Supported Digital Media.

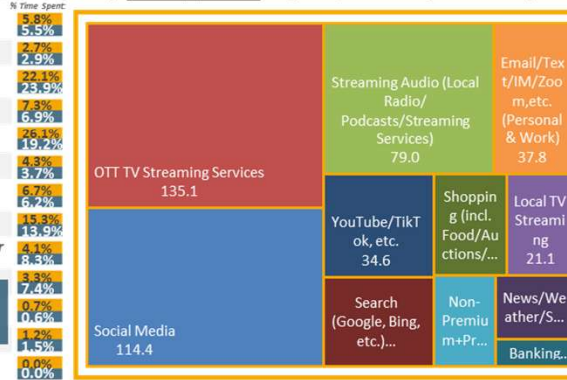
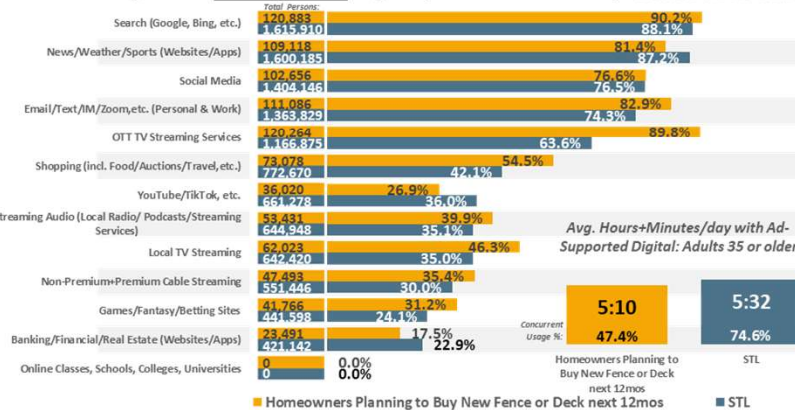
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 114  
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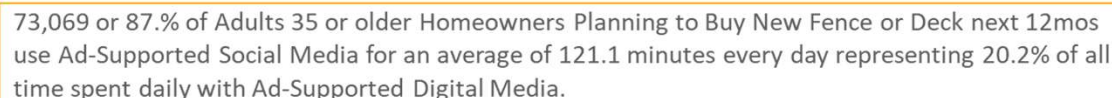
Homeowners Planning to Buy New Fence or Deck next 12mos

STL

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



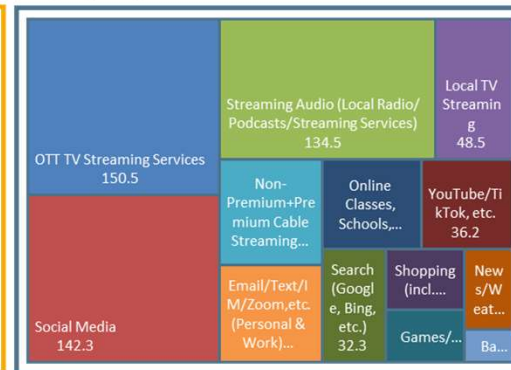


Activity	Total Persons	Homeowners Planning to Buy New Fence or Deck next 12mos	CIN	% Time Spent
News/Weather/Sports (Websites/Apps)	66,905 1,172,156	79.6% 86.5%	2.5%	7.4%
Search (Google, Bing, etc.)	68,009 1,175,508	80.9% 88.5%	4.7%	14.5%
OTT TV Streaming Services	80,915 1,173,153	86.3% 84.7%	22.8%	20.6%
Social Media	77,072 1,163,383	91.7% 84.0%	16.0%	19.2%
Email/Text/IM/Zoom/etc. (Personal & Work)	72,664 1,102,709	86.5% 79.6%	6.5%	6.0%
Banking/Financial/Real Estate (Websites/Apps)	64,344 1,071,692	76.6% 77.3%	1.0%	0.9%
Streaming Audio (Local Radio/ Podcasts/Streaming Services)	61,762 822,685	73.5% 59.4%	22.3%	18.2%
Games/Fantasy/Betting Sites	60,819 791,865	57.4% 57.2%	8.0%	24.6%
Shopping (incl. Food/Auctions/Travel, etc.)	48,011 588,963	57.1% 42.5%	3.4%	3.4%
YouTube/TikTok, etc.	25,419 576,265	30.3% 41.6%	5.5%	4.9%
Local TV Streaming	40,144 506,017	47.8% 36.5%	3.6%	16.6%
Non-Premium/Premium Cable Streaming	27,575 483,107	32.8% 31.2%	4.2%	16.5%
Online Classes, Schools, Colleges, Universities	10,286 268,984	12.2% 20.9%	5.8%	5.8%

**Concurrent Usage %**

**8:14** Homeowners Planning to Buy New Fence or Deck next 12mos

**8:05** CIN



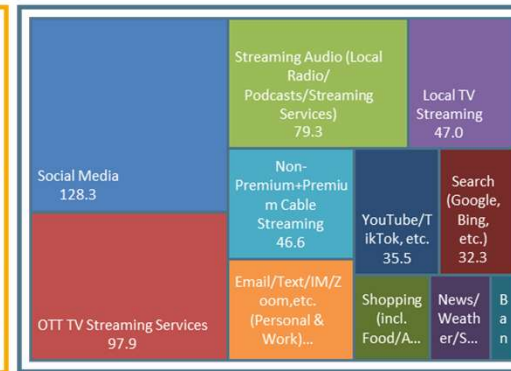
Activity	Total Persons	Percentage	Time Spent
News/Weather/Sports (Websites/Apps)	66,905	79.6%	3.5%
Search (Google, Bing, etc.)	68,009	80.9%	6.4%
Email/Text/IM/Zoom/etc. (Personal & Work)	117,508	80.9%	5.8%
	1,061,101	76.6%	7.8%
Social Media	73,069	87.0%	20.2%
	1,048,735	75.7%	22.9%
OTT TV Streaming Services	34,958	65.4%	18.3%
	867,502	62.6%	17.5%
Shopping (incl. Food/Auctions/Travel, etc.)	48,011	57.1%	4.6%
	388,963	42.5%	3.8%
Local TV Streaming	39,377	46.9%	4.7%
	459,638	36.1%	3.6%
Learning Audio (Local Radio)/ Podcasts/Streaming Services)	45,070	49.6%	18.4%
	471,322	34.0%	12.7%
Non-Premium/Premium Cable Streaming	27,048	32.2%	5.5%
	425,935	30.7%	8.6%
YouTube/TikTok, etc.	8,938	10.6%	7.6%
	400,228	28.9%	6.3%
Games/Fantasy/Betting Sites	27,439	32.7%	1.2%
	336,605	24.3%	0.7%
Banking/Financial/Real Estate (Websites/Apps)	25,593	30.5%	1.5%
	301,449	21.8%	14.2%
Online Classes, Schools, Colleges, Universities	0	0.0%	0.0%
	0	0.0%	0.0%

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

**6:00** (Homeowners Planning to Buy New Fence or Deck next 12mos)

**5:13** (CIN)

**Concurrent Usage %:** 67.1% (Homeowners Planning to Buy New Fence or Deck next 12mos), 78.4% (CIN)



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for Anything.

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

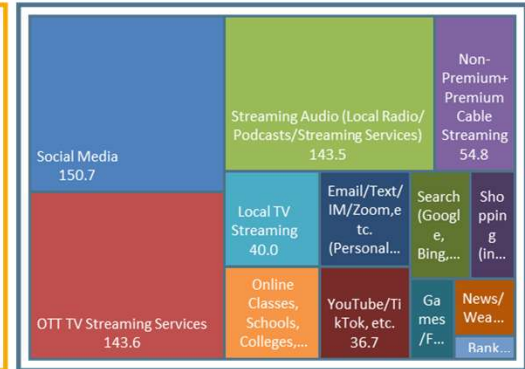
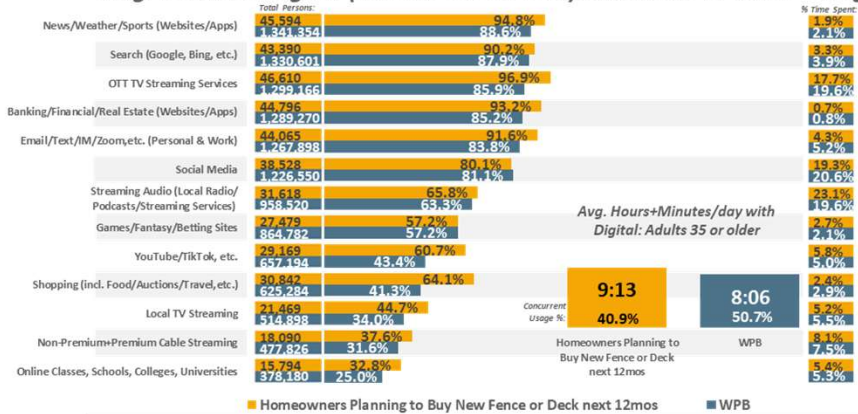




33,241 or 69.1% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Social Media for an average of 164. minutes every day representing 22.7% of all time spent daily with Ad-Supported Digital Media.

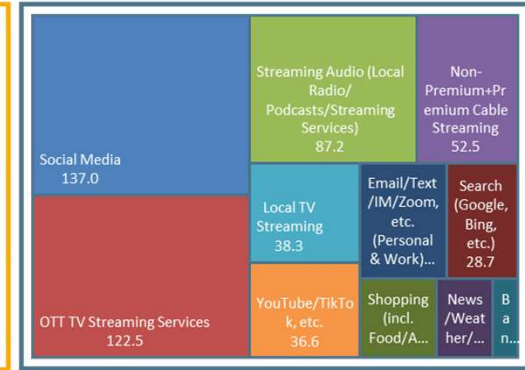
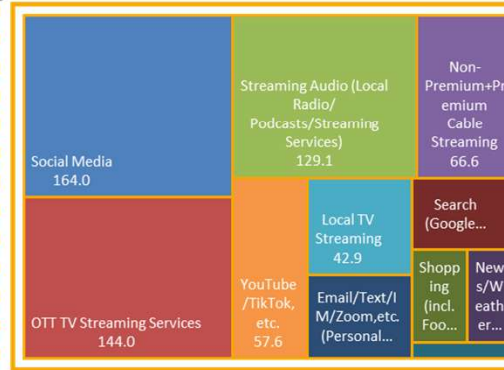
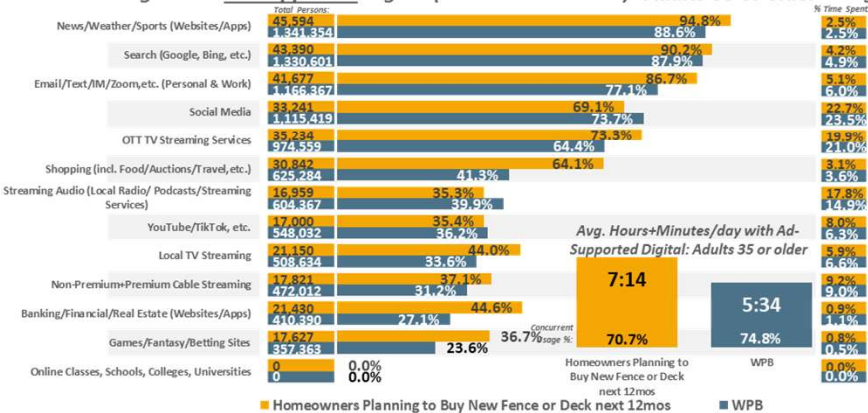
**Avg. Week All Digital (Persons & % Reach): Adults 35 or older**

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



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

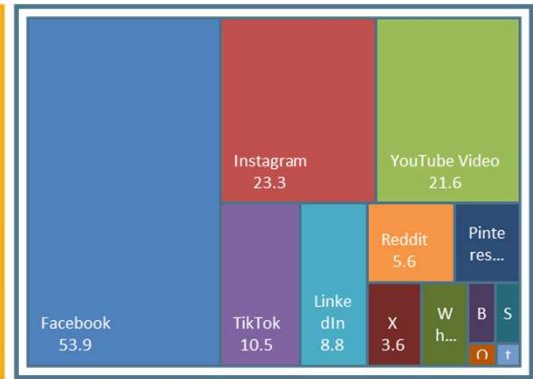
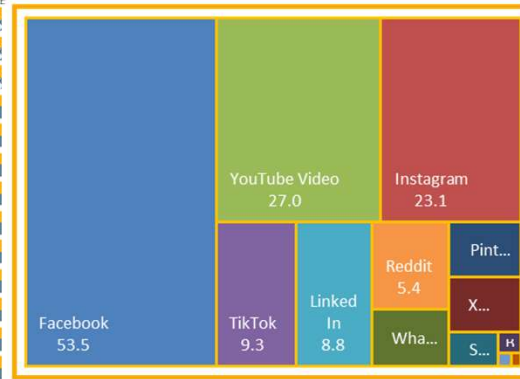
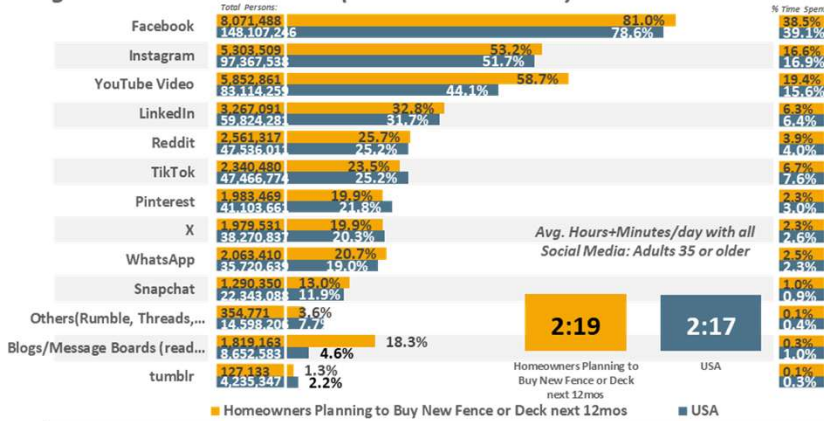
**Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



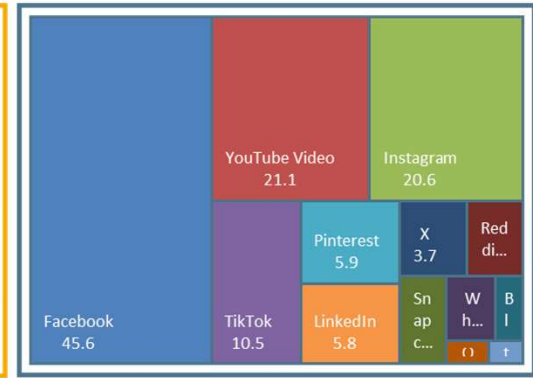
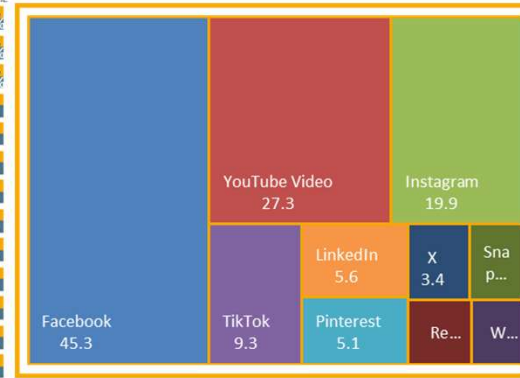
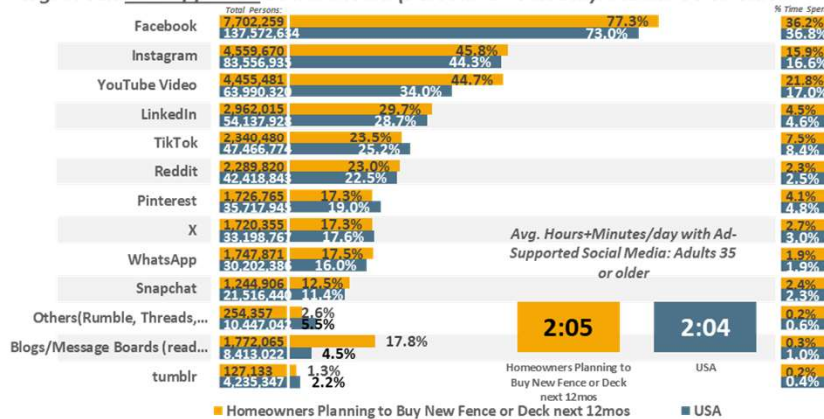


7,702,259 or 77.3% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Facebook for an average of 45.3 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

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



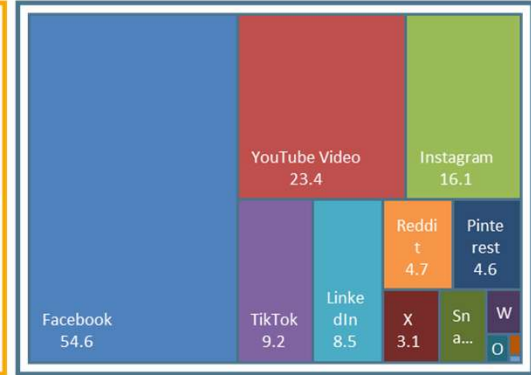
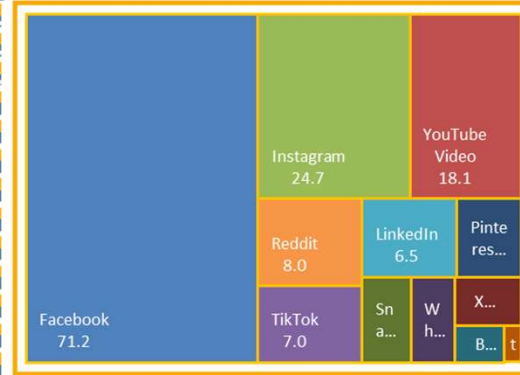
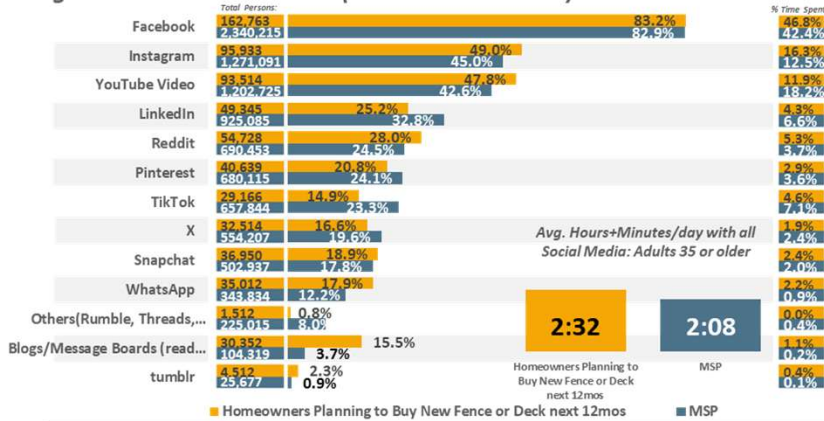
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



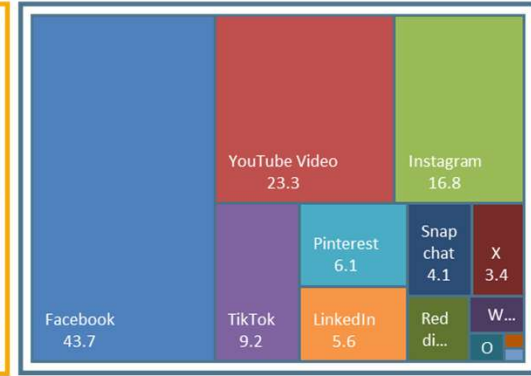
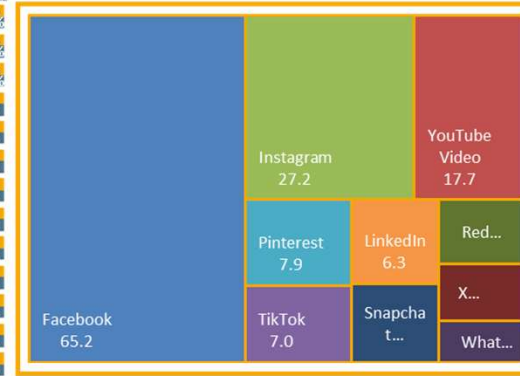
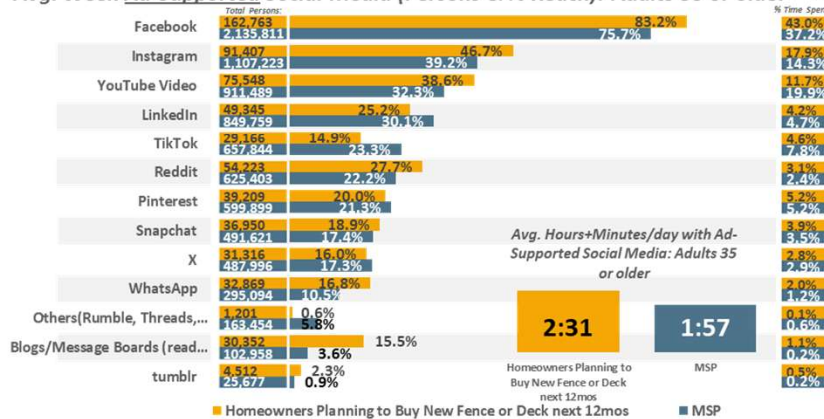


162,763 or 83.2% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Facebook for an average of 65.2 minutes every day representing 43.% of all time spent daily with Ad-Supported Social Media.

**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**

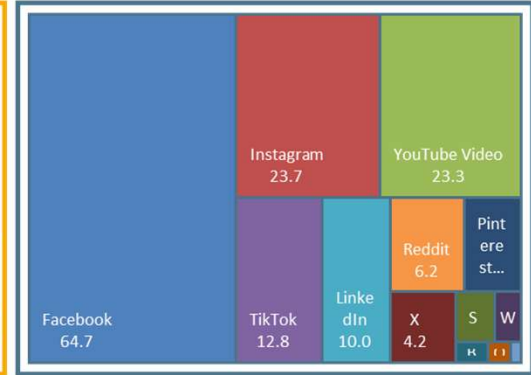
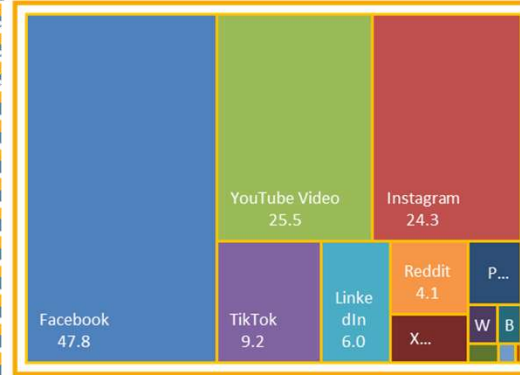
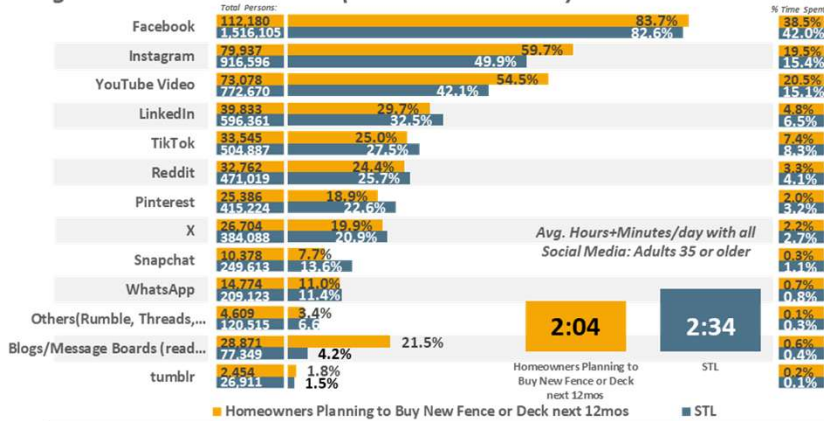




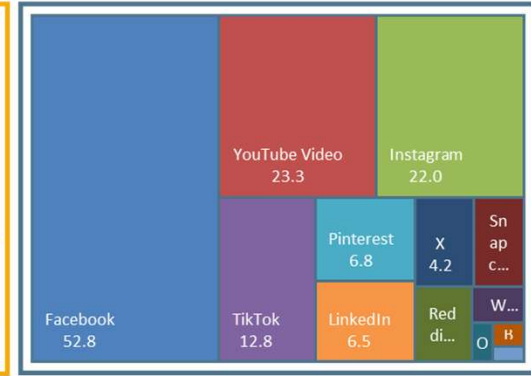
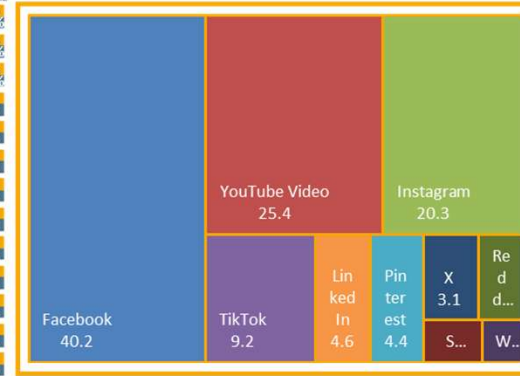
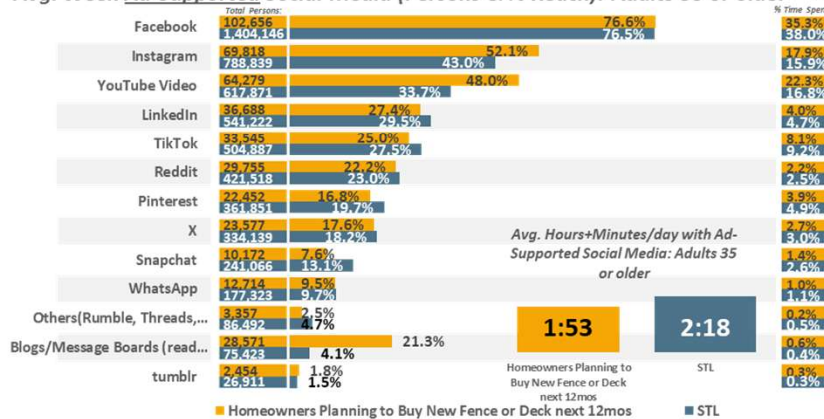


102,656 or 76.6% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Facebook for an average of 40.2 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

**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**



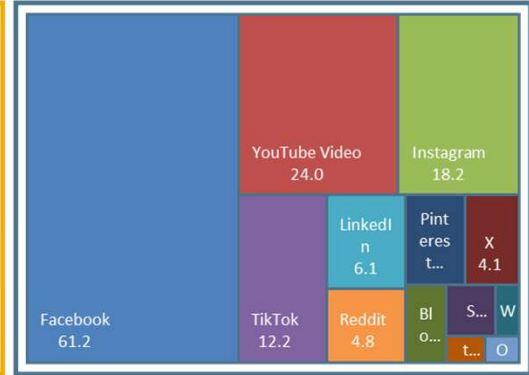
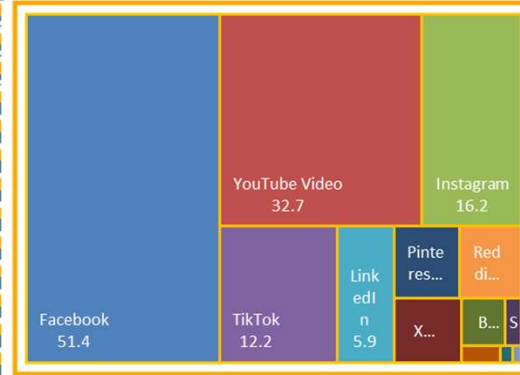
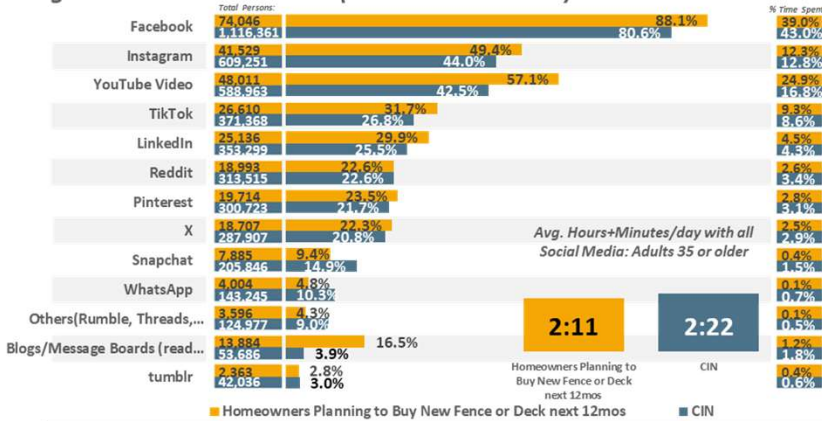
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



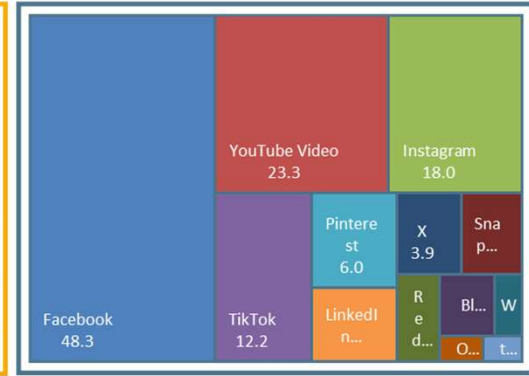
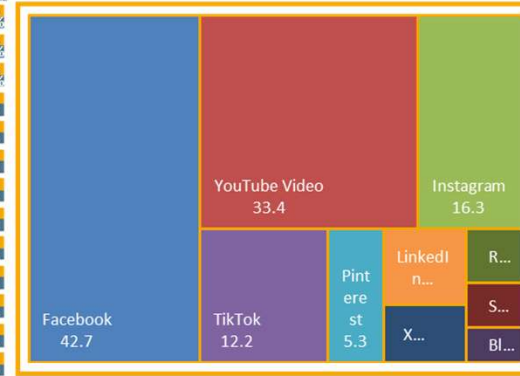
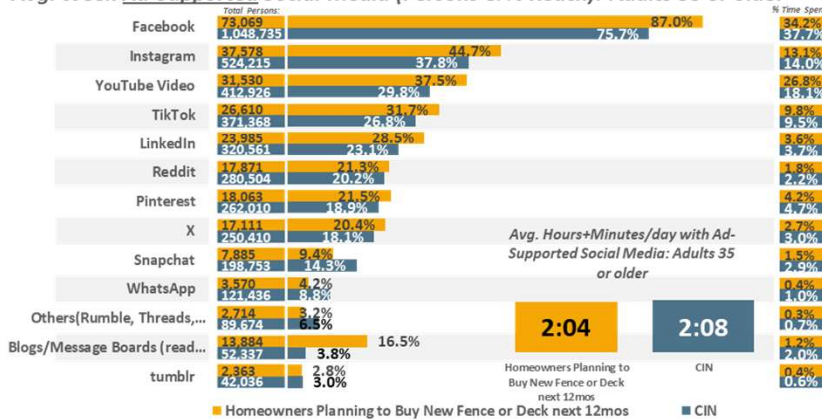


73,069 or 87.% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Facebook for an average of 42.7 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.

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



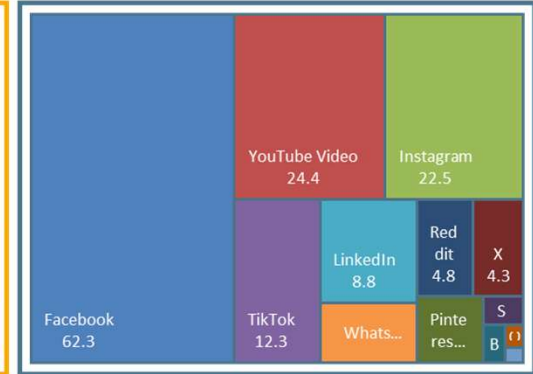
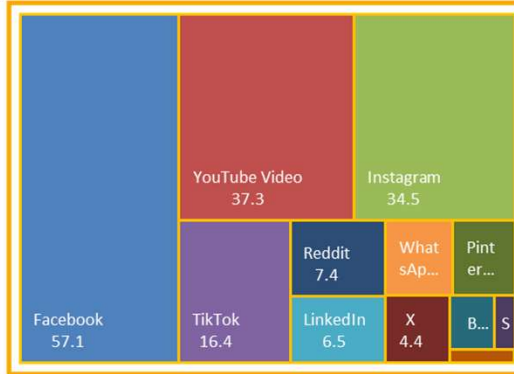
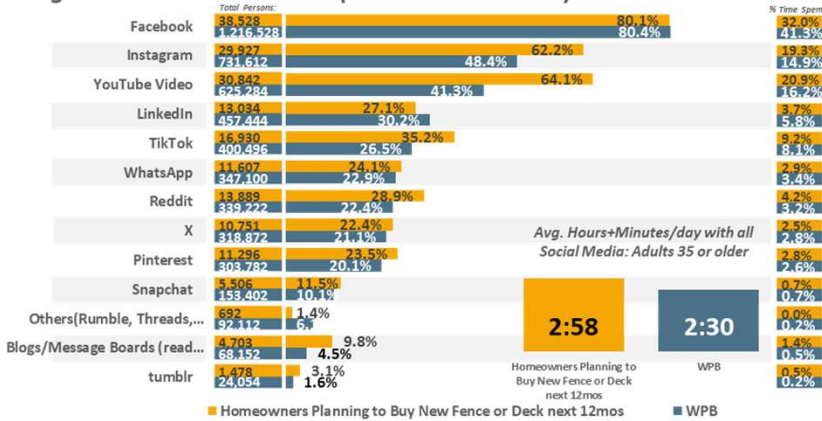
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older** **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



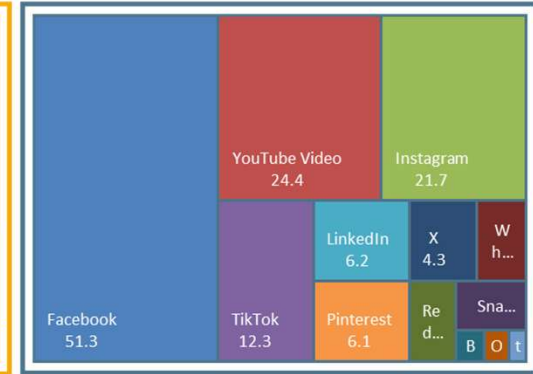
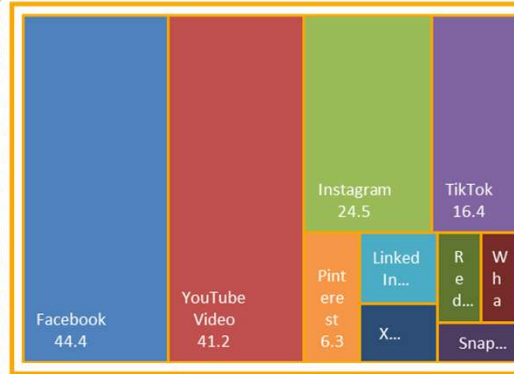
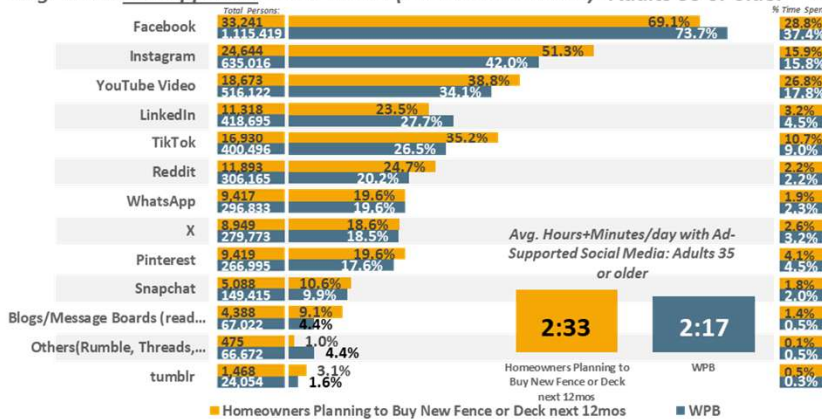


33,241 or 69.1% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Facebook for an average of 44.4 minutes every day representing 28.8% of all time spent daily with Ad-Supported Social Media.

**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**

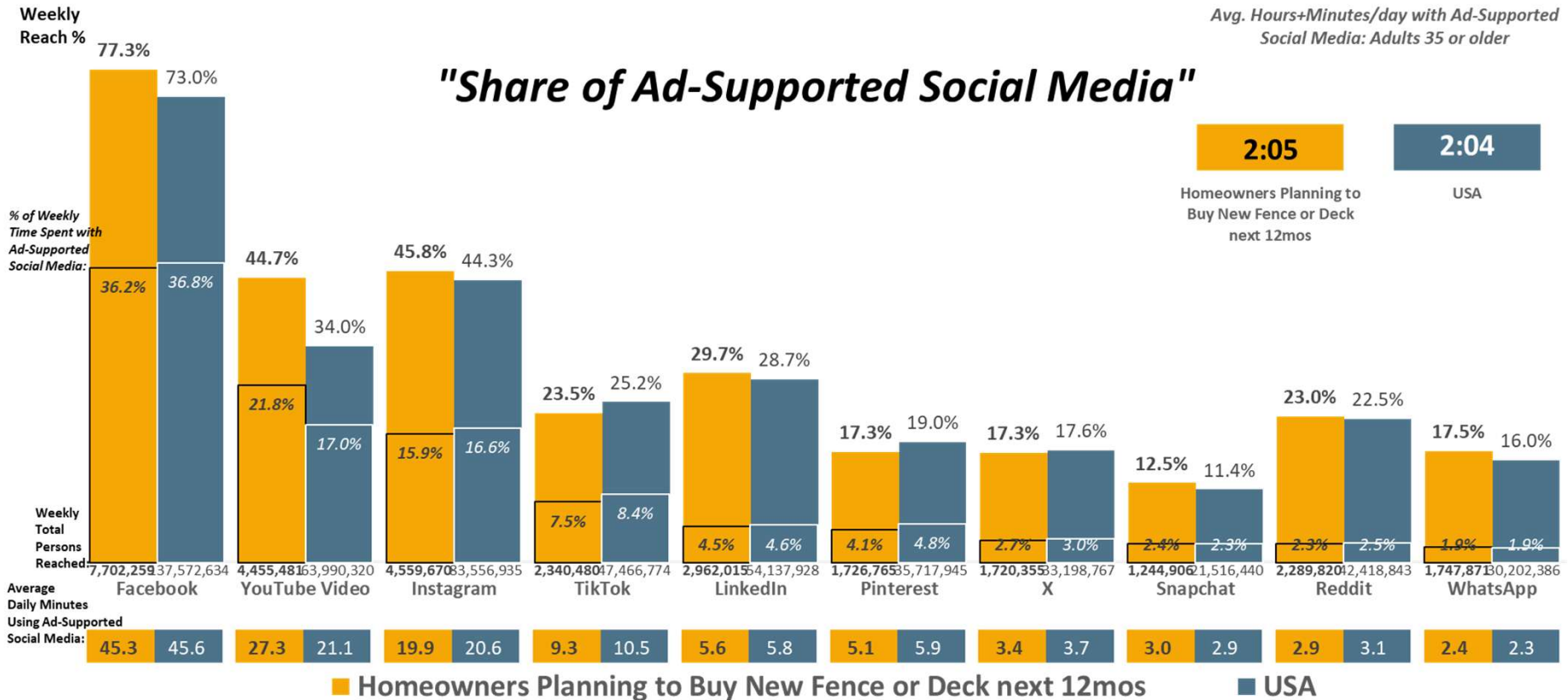






7,702,259 or 77.3% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Facebook for an average of 45.3 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 21,547  
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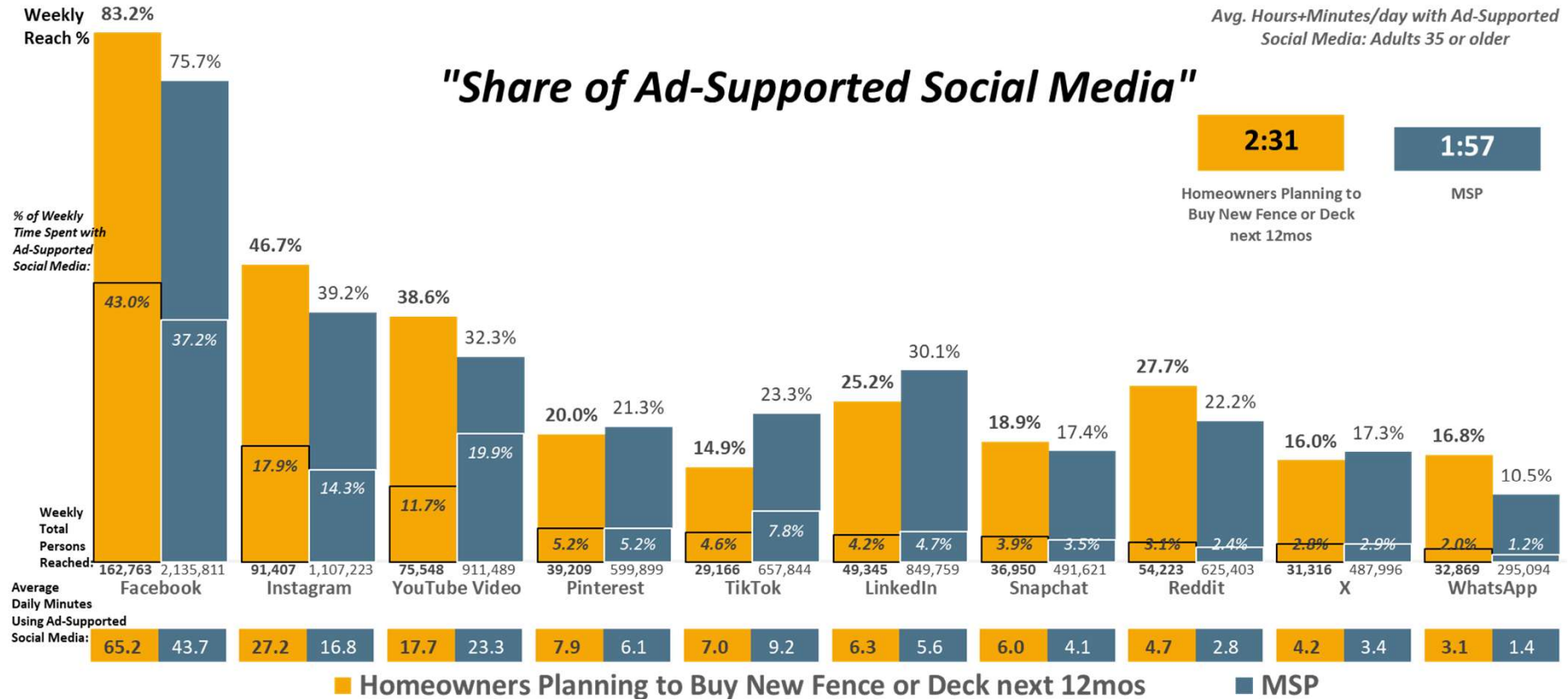
soefa.ai Share of Everything for Anything

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



162,763 or 83.2% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Facebook for an average of 65.2 minutes every day representing 43.% of all time spent daily with Ad-Supported Social Media.

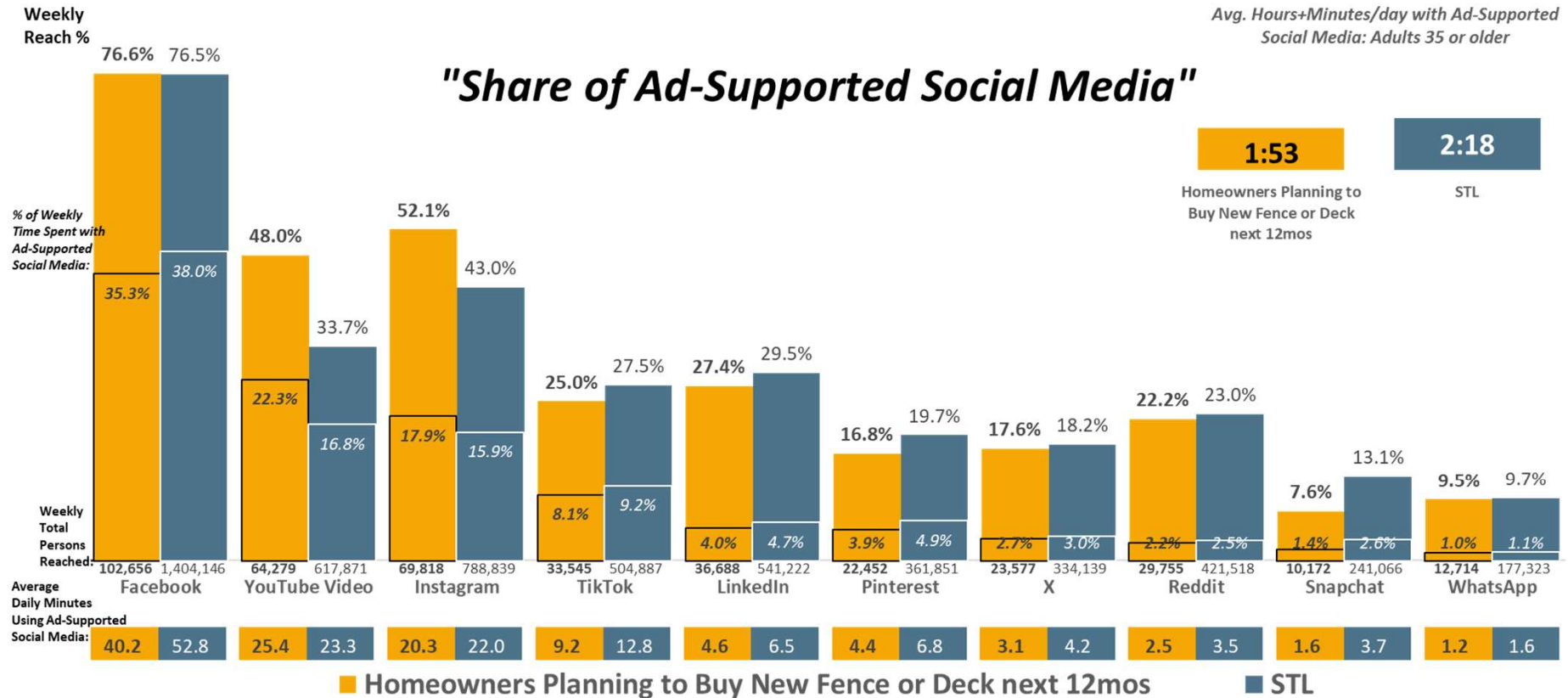
## "Share of Ad-Supported Social Media"





102,656 or 76.6% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Facebook for an average of 40.2 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 114  
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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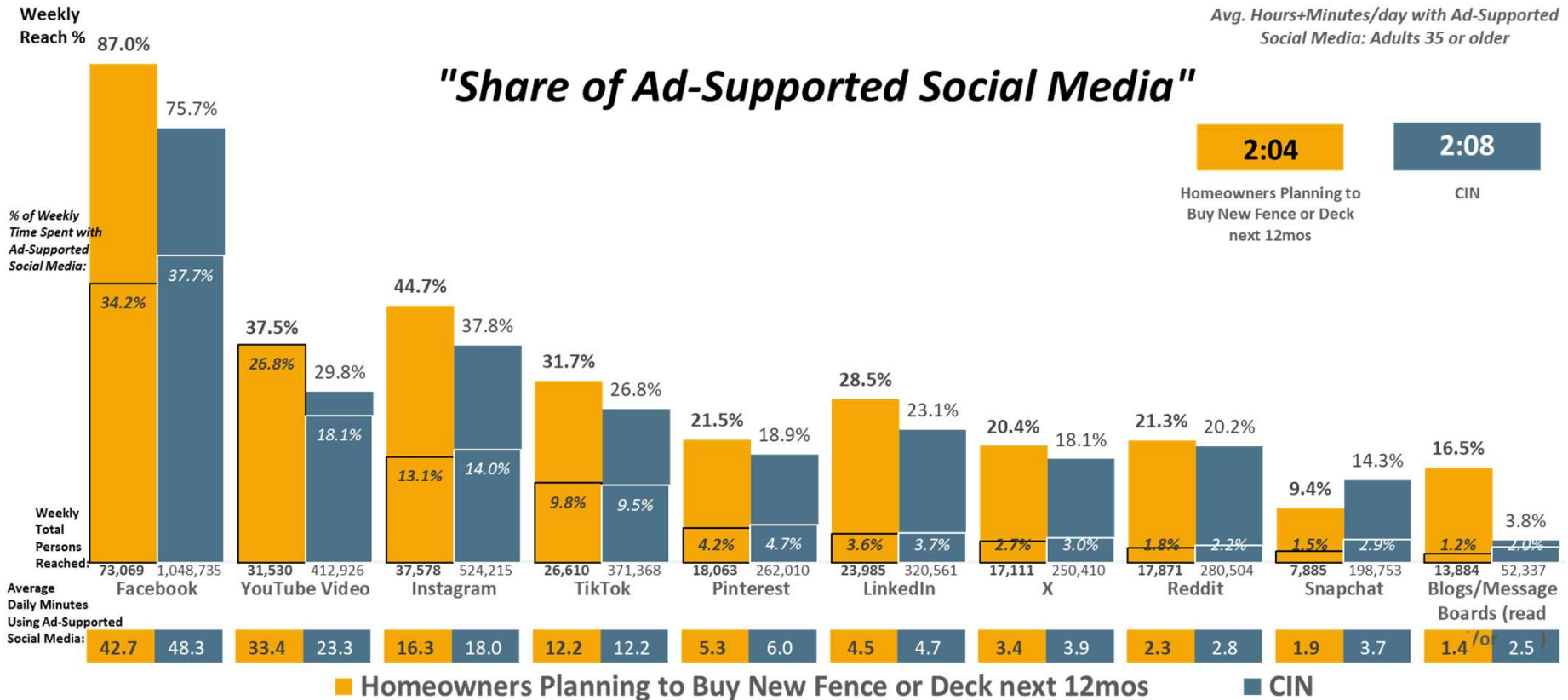
(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking))





73,069 or 87.0% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Facebook for an average of 42.7 minutes every day representing 34.2% 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 115 CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900  
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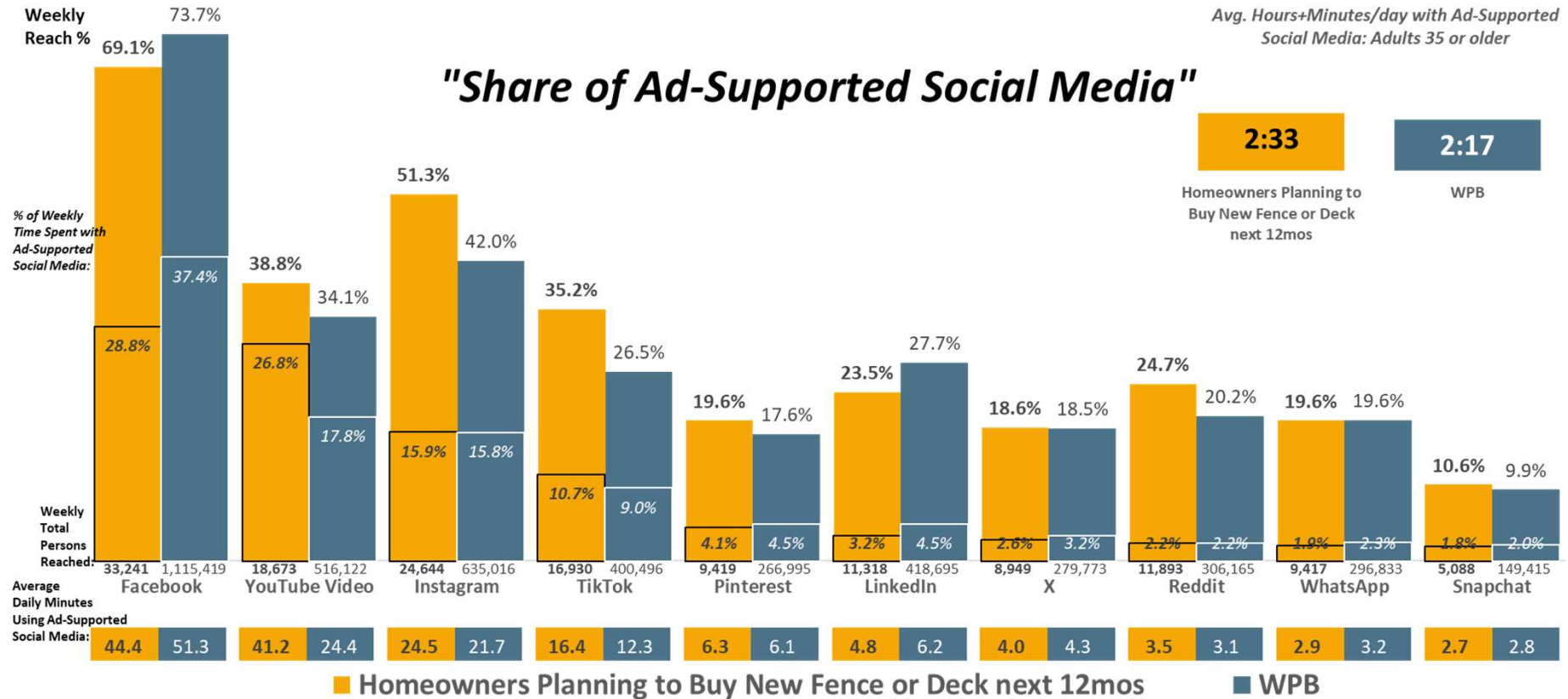
soefa.ai Share of Everything for Anything

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



33,241 or 69.1% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos use Ad-Supported Facebook for an average of 44.4 minutes every day representing 28.8% of all time spent daily with Ad-Supported Social Media.

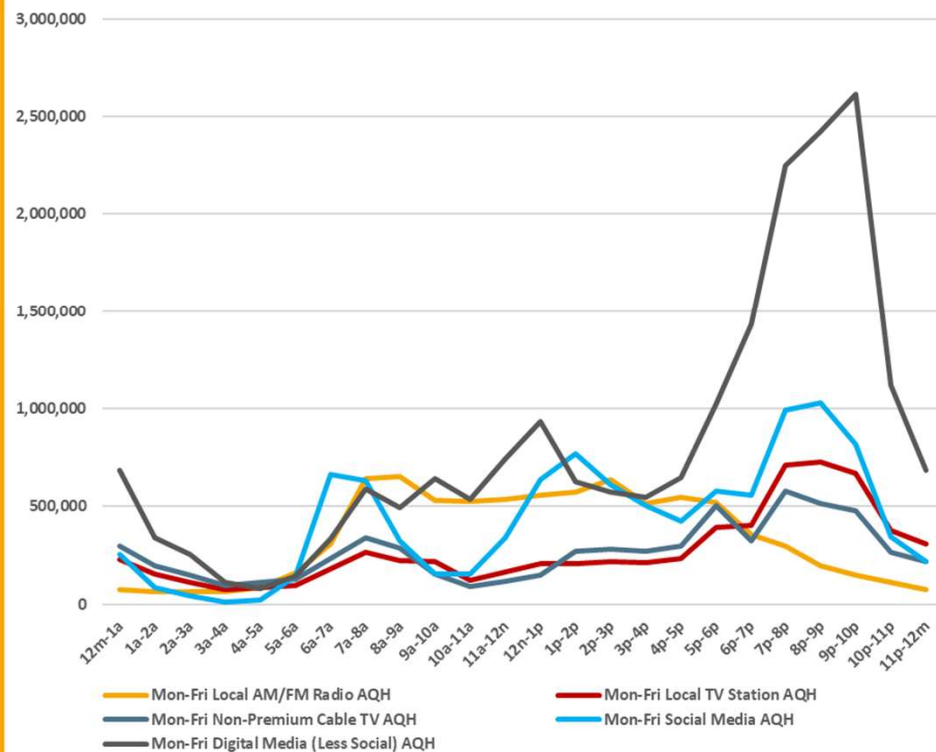
## "Share of Ad-Supported Social Media"



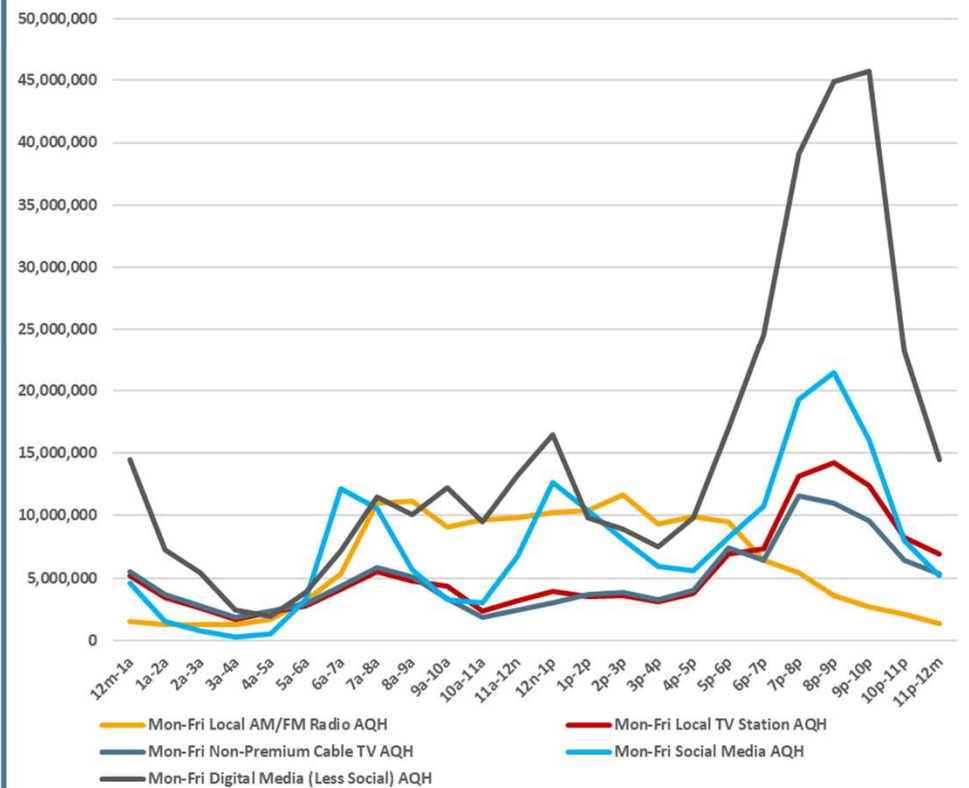


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 702,000;  
Local Radio: 532,331; Social Media: 488,777; Non-Prem. Cable: 256,389; Local TV: 235,434  
reaching Adults 35 or older Homeowners Planning to Buy New Fence or Deck

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos**



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

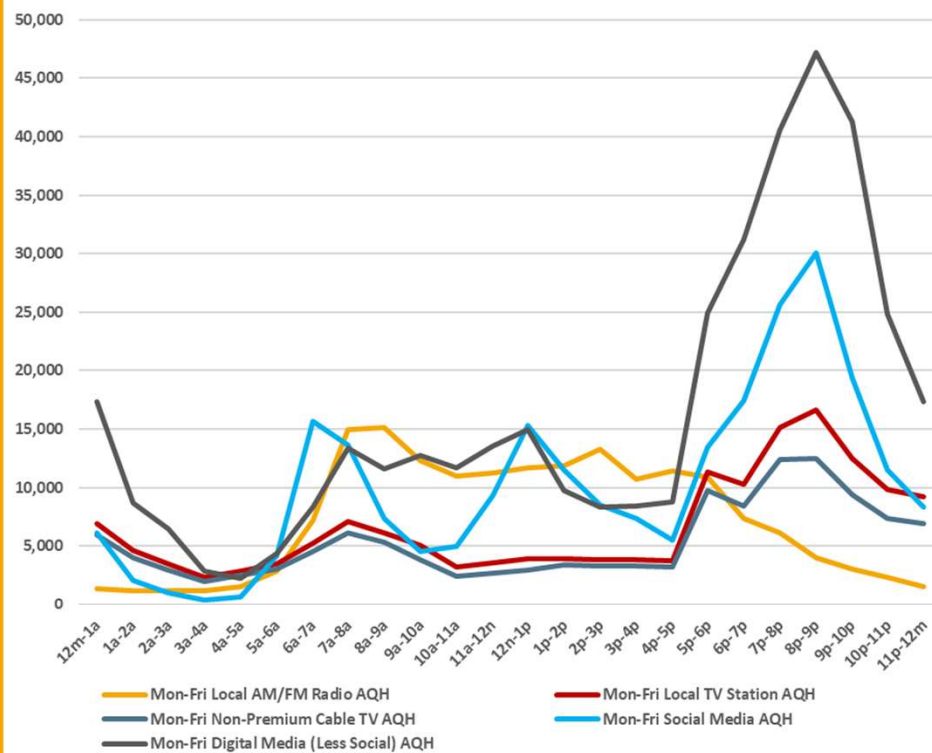




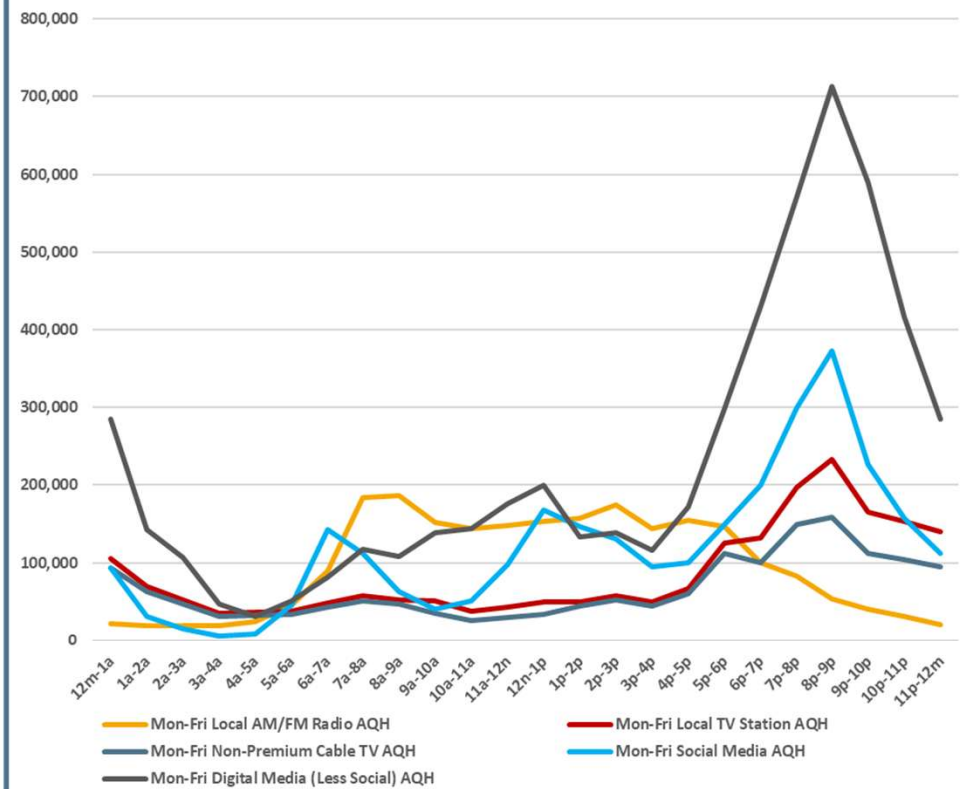


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,667;  
Local Radio: 11,456; Social Media: 10,353; Local TV: 5,474; Non-Prem. Cable: 4,551  
reaching Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 1

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 35 or older Homeowners Planning to Buy New Fence  
or Deck next 12mos*



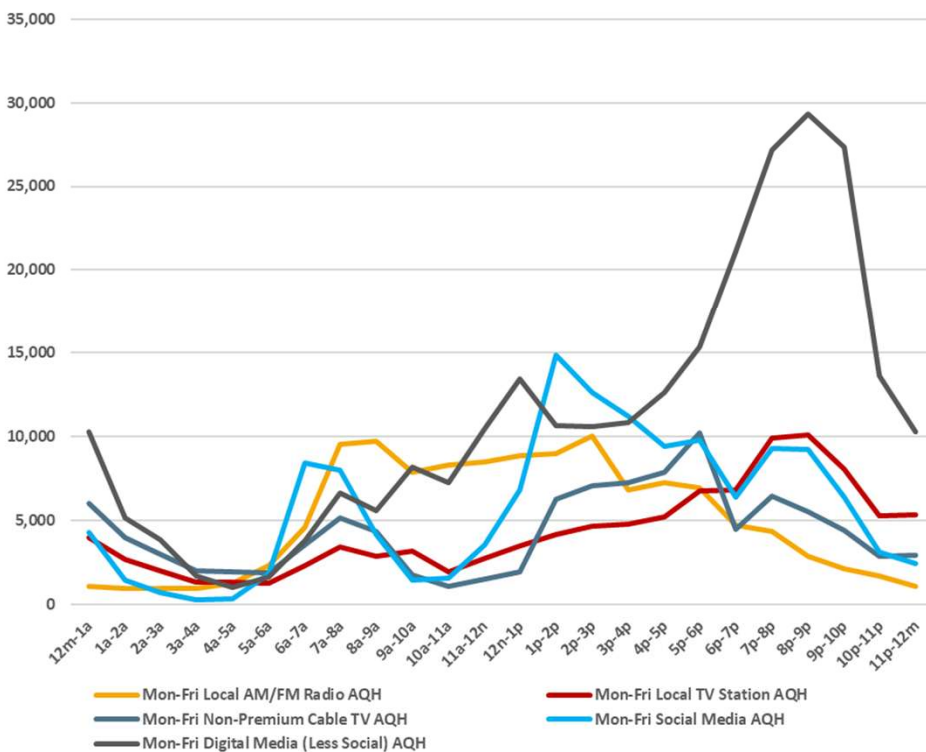
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
MSP Metro Area Adults 35 or older*



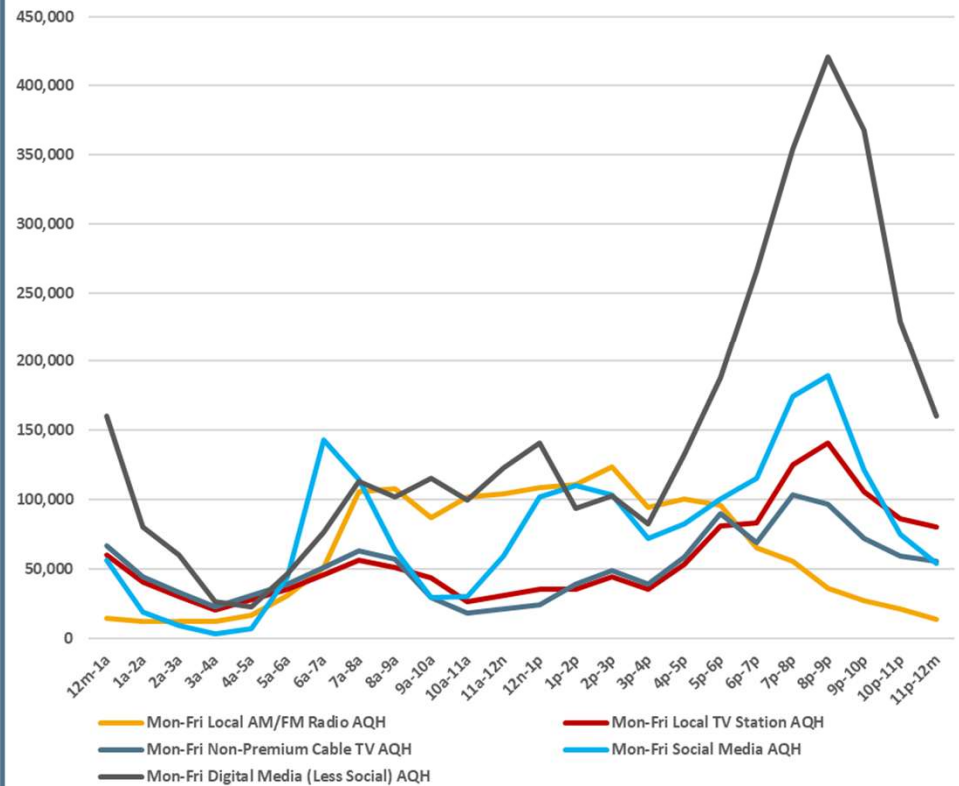


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,506;  
Local Radio: 7,862; Social Media: 7,558; Non-Prem. Cable: 4,796; Local TV: 4,031 reaching  
Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12m

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 35 or older Homeowners Planning to Buy New Fence  
or Deck next 12mos*



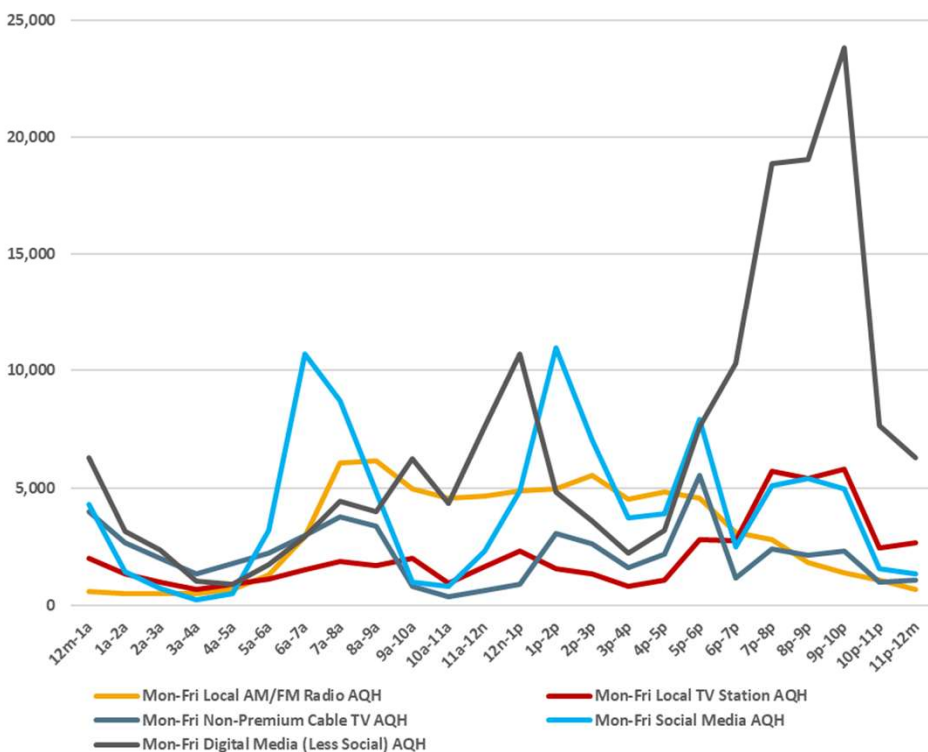
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
STL Metro Area Adults 35 or older*



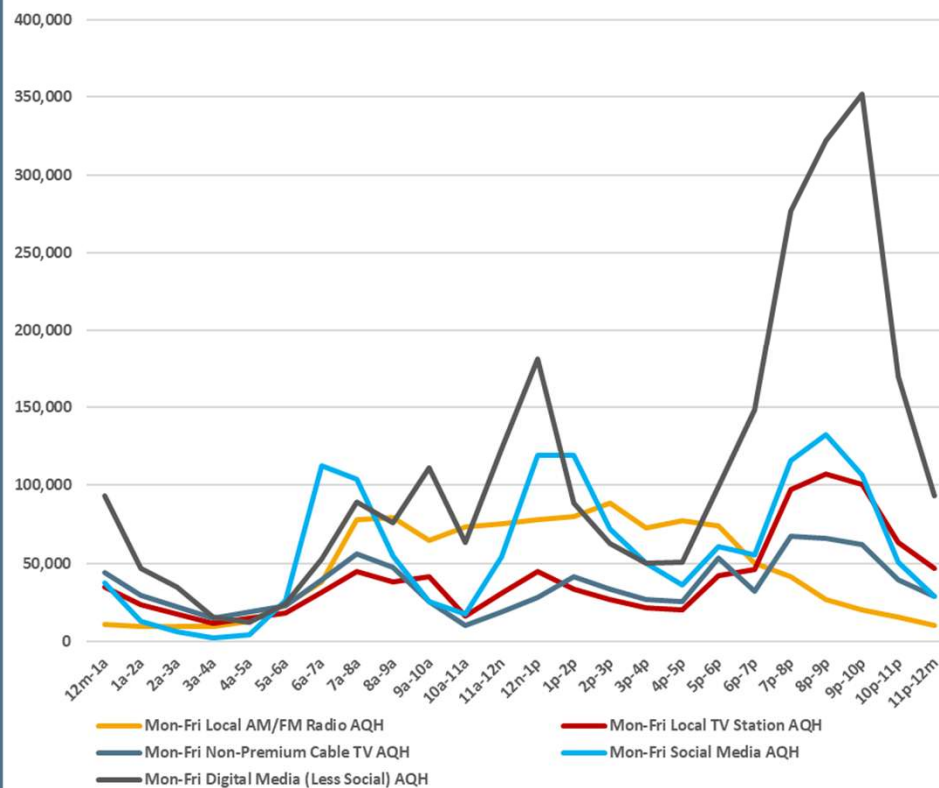


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,540;  
Social Media: 5,325; Local Radio: 4,747; Non-Prem. Cable: 2,232; Local TV: 1,714 reaching  
Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 35 or older Homeowners Planning to Buy New Fence  
or Deck next 12mos*



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

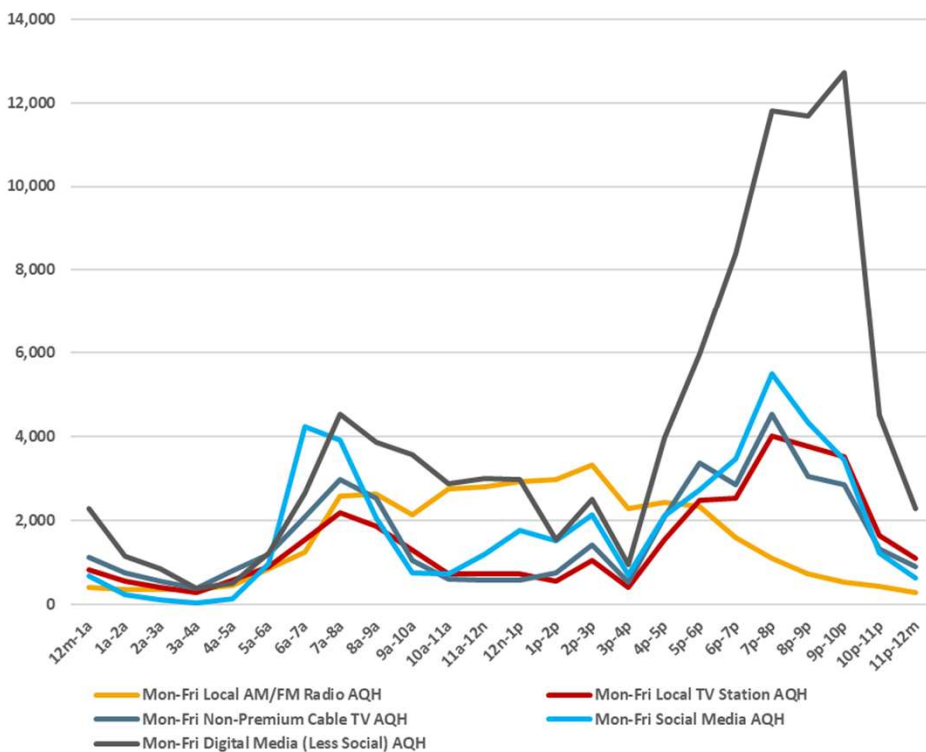




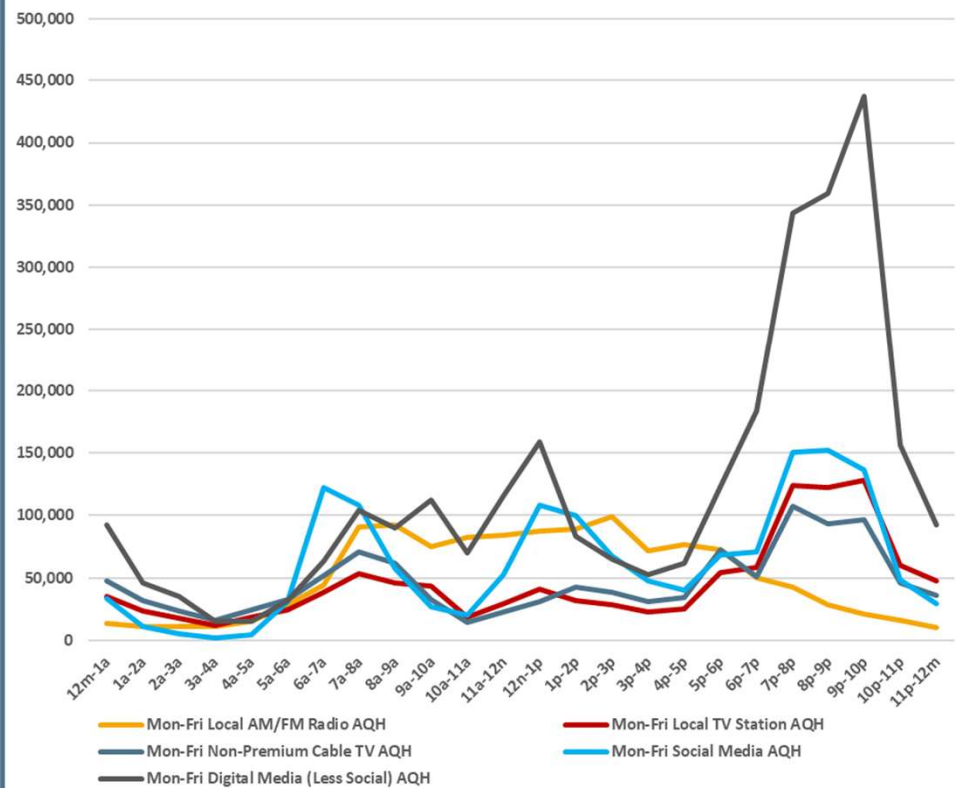


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,599; Local Radio: 2,463; Social Media: 2,097; Non-Prem. Cable: 1,649; Local TV: 1,353 reaching Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mo

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos**



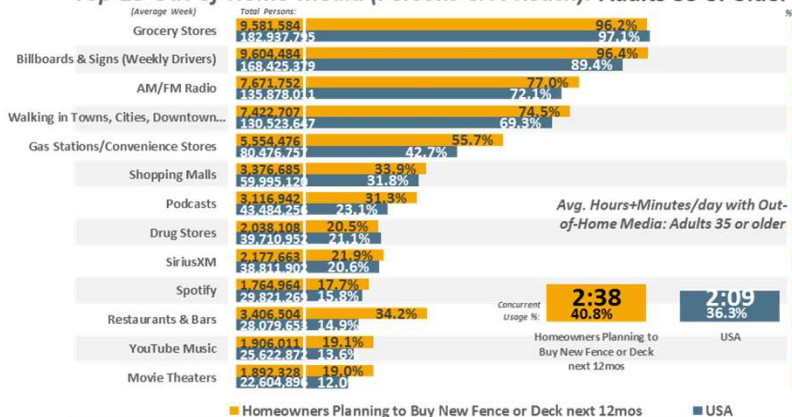
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**WPB Metro Area Adults 35 or older**



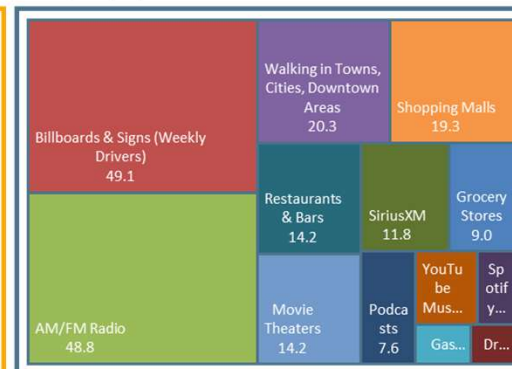
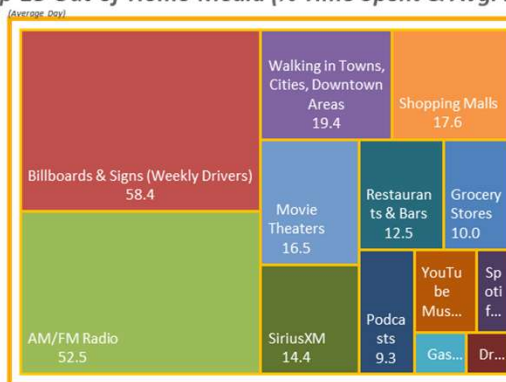


9,604,484 or 96.4% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 58.4 minutes per day driving, seeing Billboards and Signs. 72.6% Listen to Local Radio Stations Out-of-Home for an average of 46.1 minutes

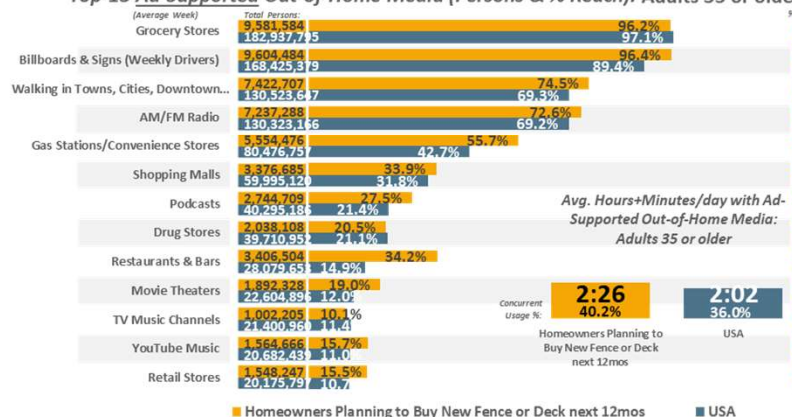
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



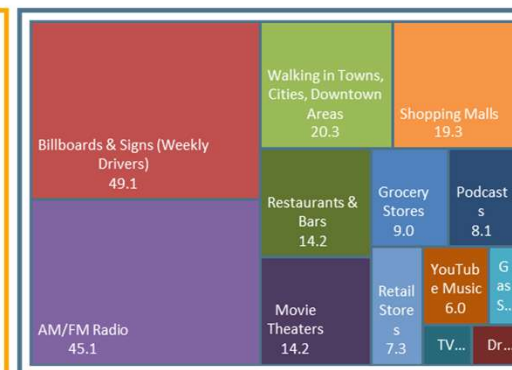
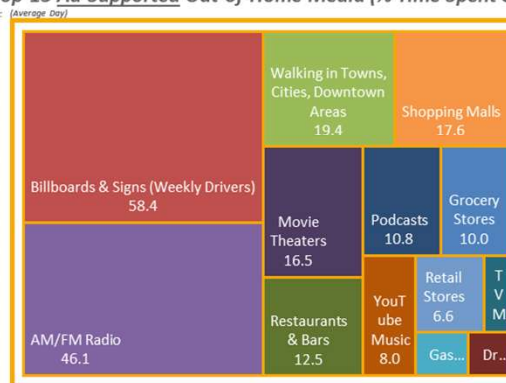
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986  
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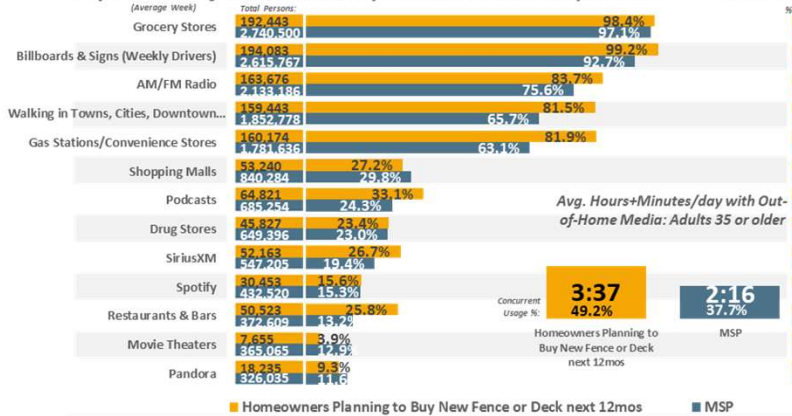
soefa.ai Share of Everything for Anything

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

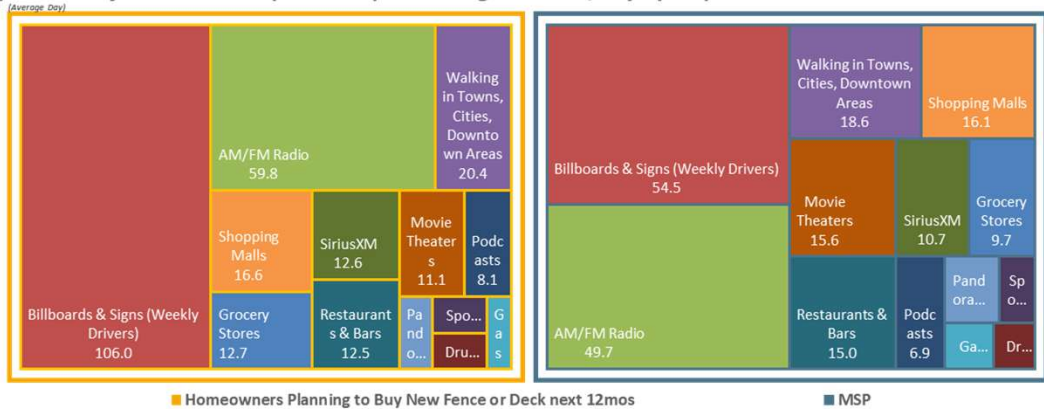


194,083 or 99.2% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 106. minutes per day driving, seeing Billboards and Signs. 78.3% Listen to Local Radio Stations Out-of-Home for an average of 48.7 minutes/d

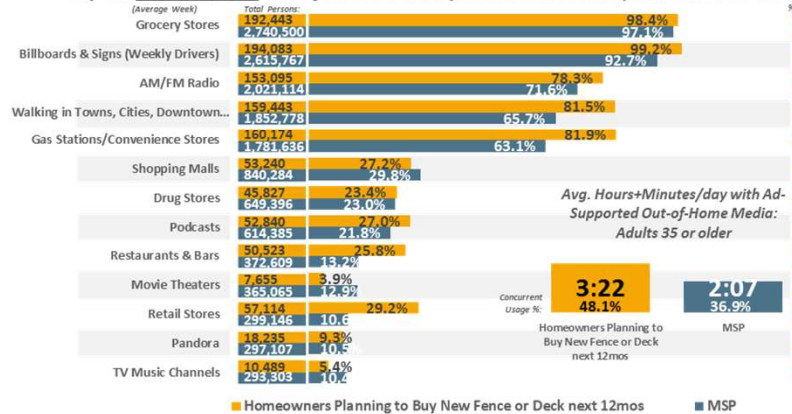
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



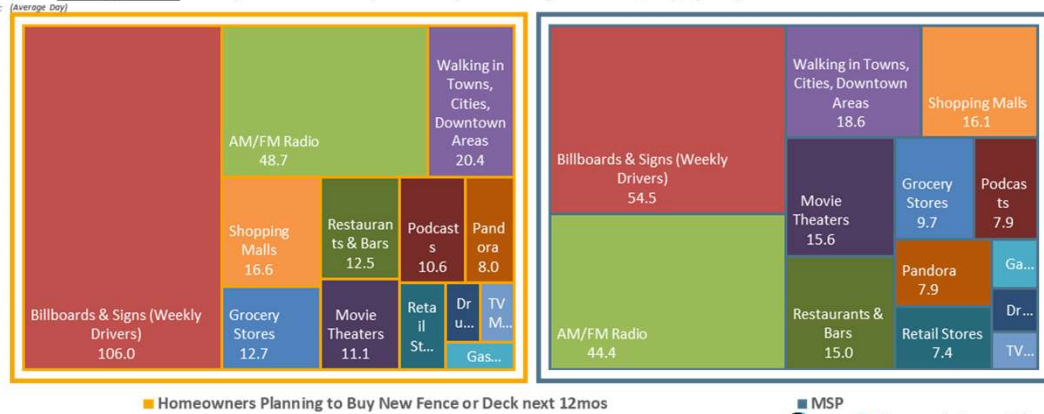
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 107  
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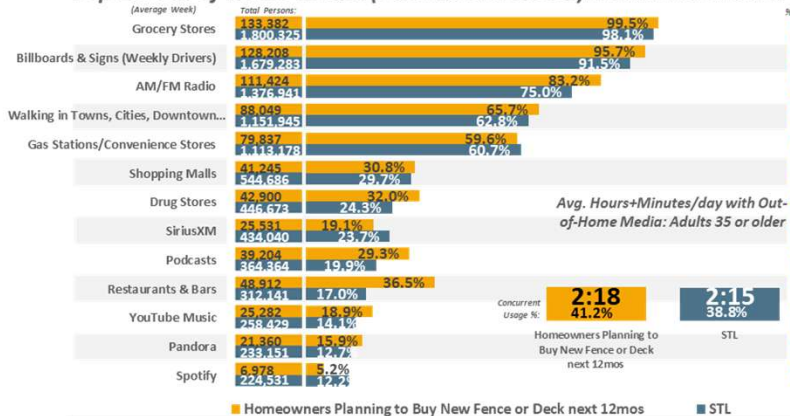
(((Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHL): Fencing/decking))



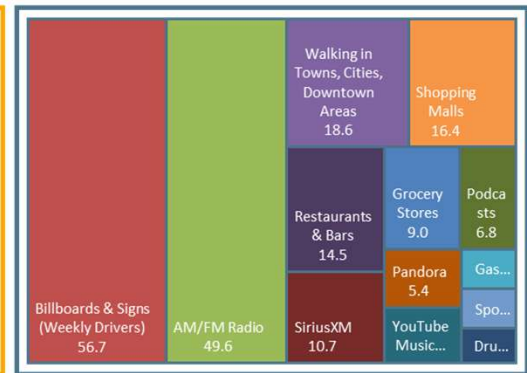
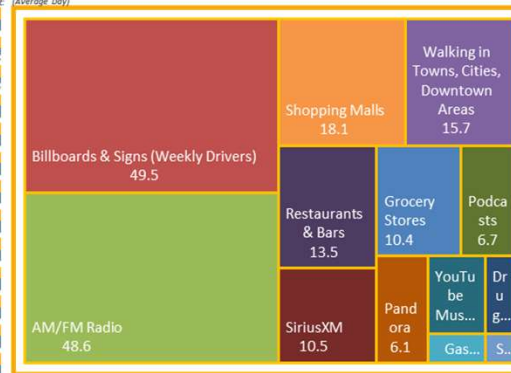


128,208 or 95.7% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 49.5 minutes per day driving, seeing Billboards and Signs. 79.5% Listen to Local Radio Stations Out-of-Home for an average of 46.7 minutes/d

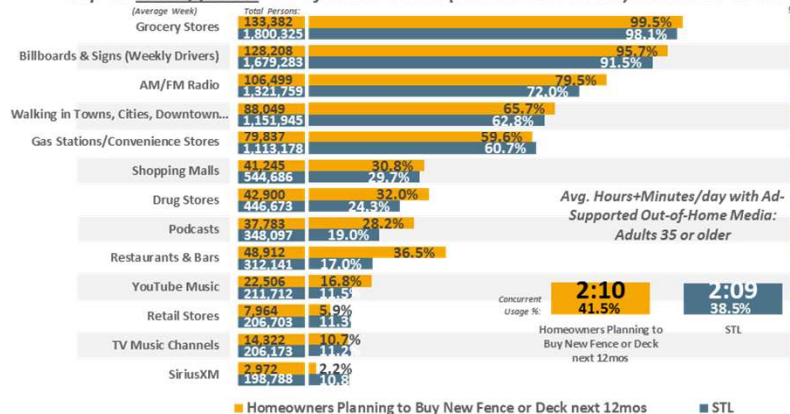
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



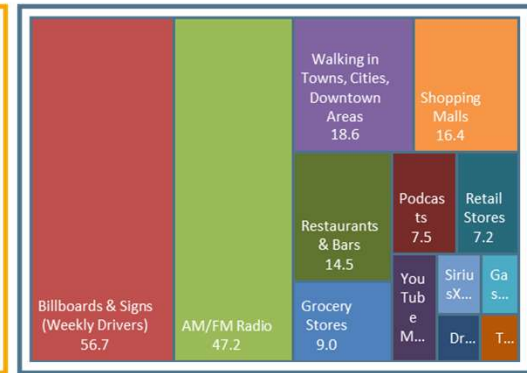
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



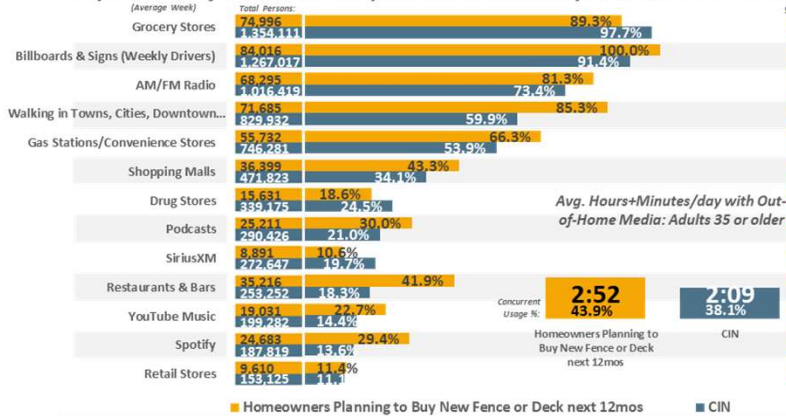
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



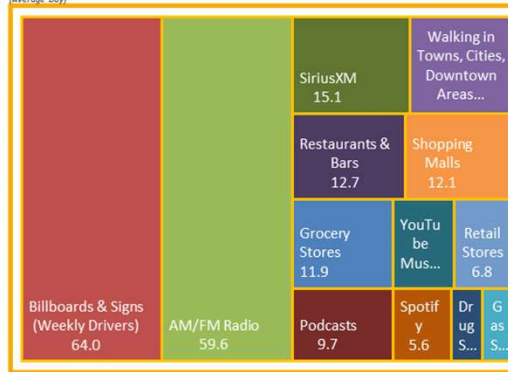


84,016 or 100.% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 64. minutes per day driving, seeing Billboards and Signs. 76.6% Listen to Local Radio Stations Out-of-Home for an average of 54.7 minutes/day

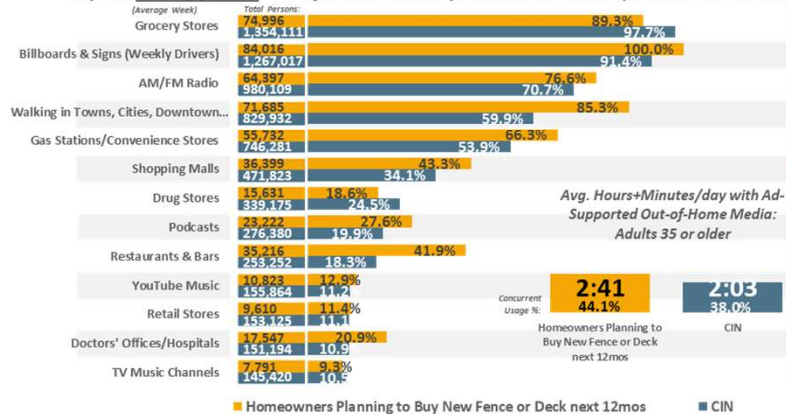
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



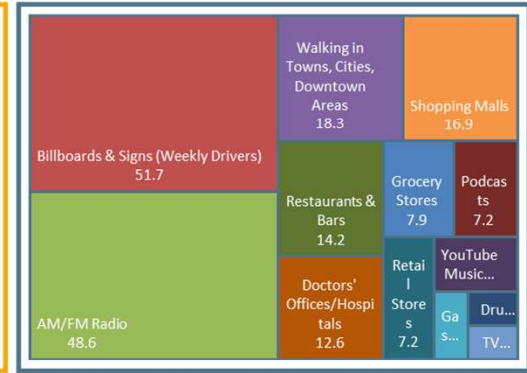
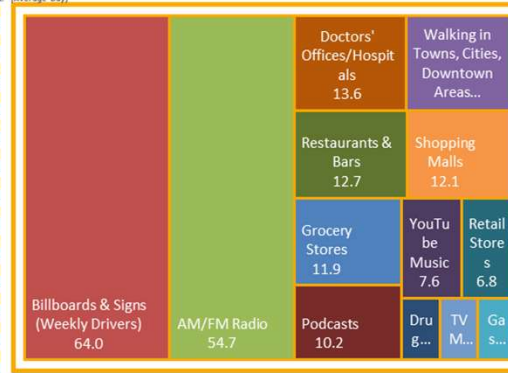
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



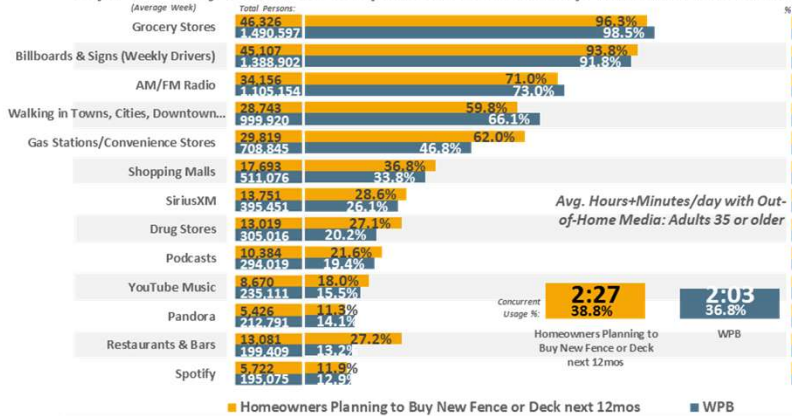
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



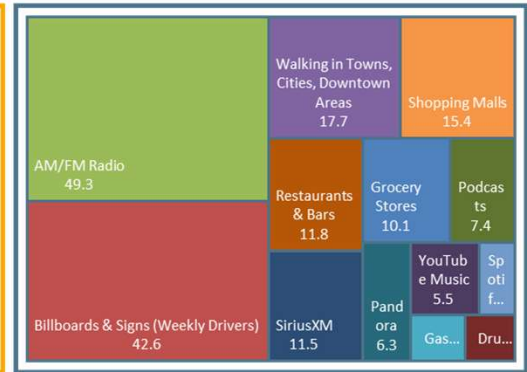
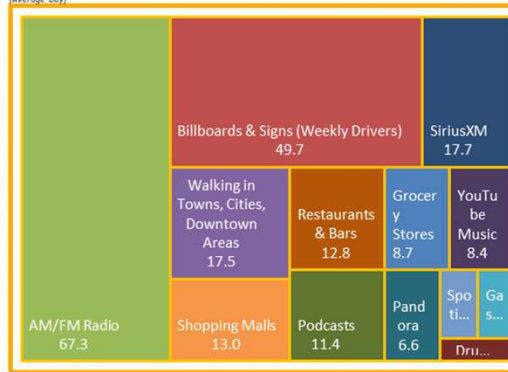


45,107 or 93.8% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 49.7 minutes per day driving, seeing Billboards and Signs. 68.8% Listen to Local Radio Stations Out-of-Home for an average of 64.8 minutes/day

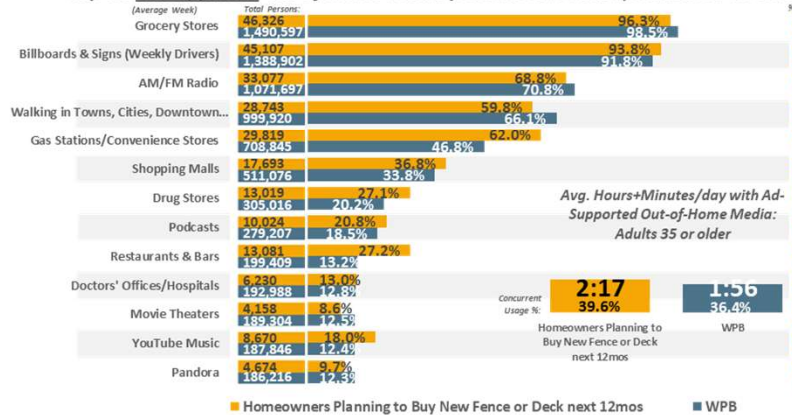
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older**



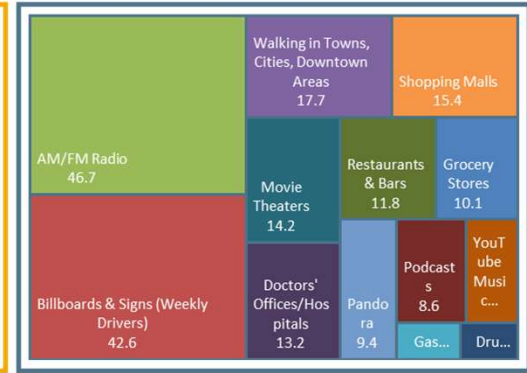
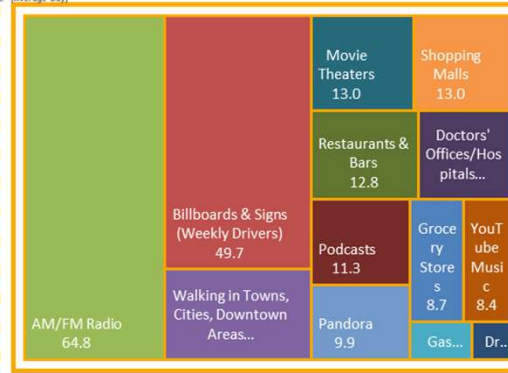
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 78  
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(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking))



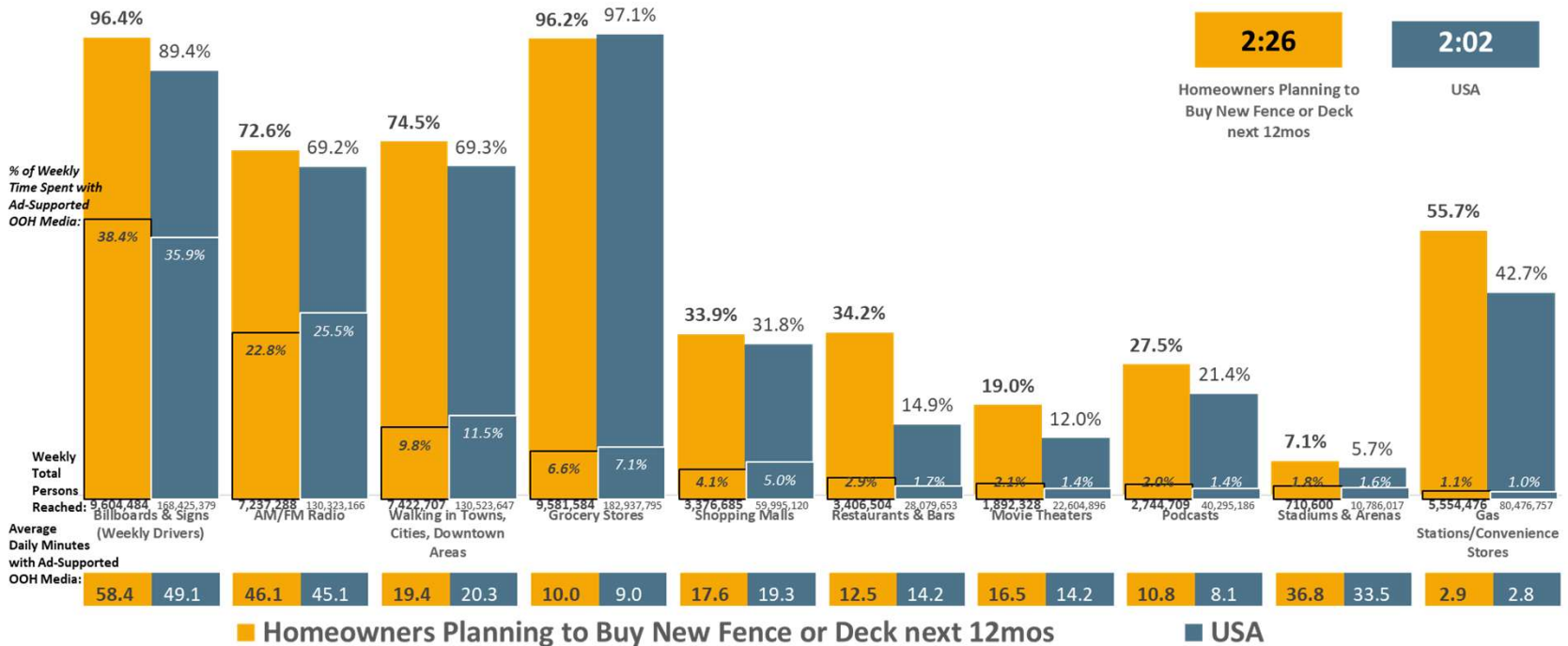


9,604,484 or 96.4% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 58.4 minutes per day driving, seeing Billboards and Signs representing 38.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 21,547  
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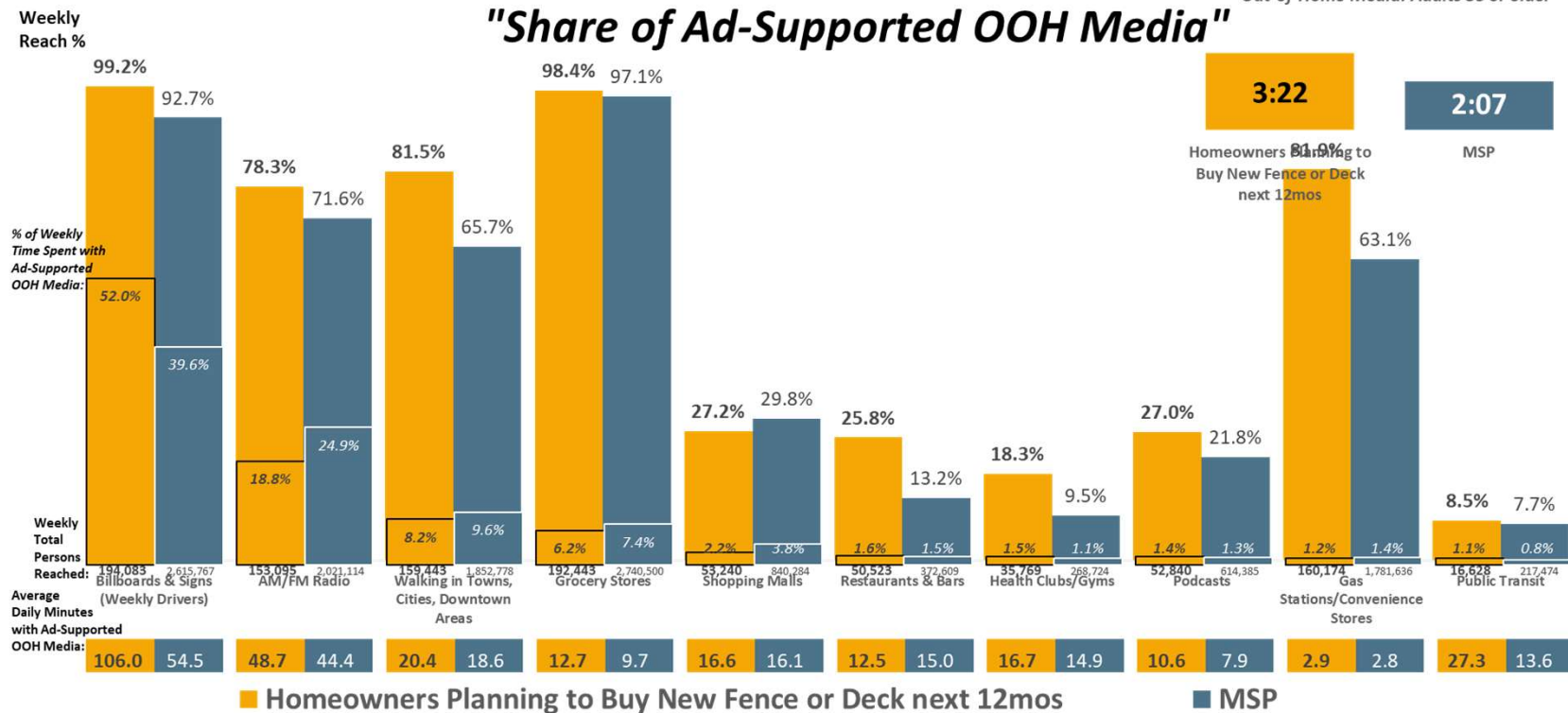
soefa.ai Share of Everything for Anything

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



194,083 or 99.2% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 106. minutes per day driving, seeing Billboards and Signs representing 52.0% 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 107 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934  
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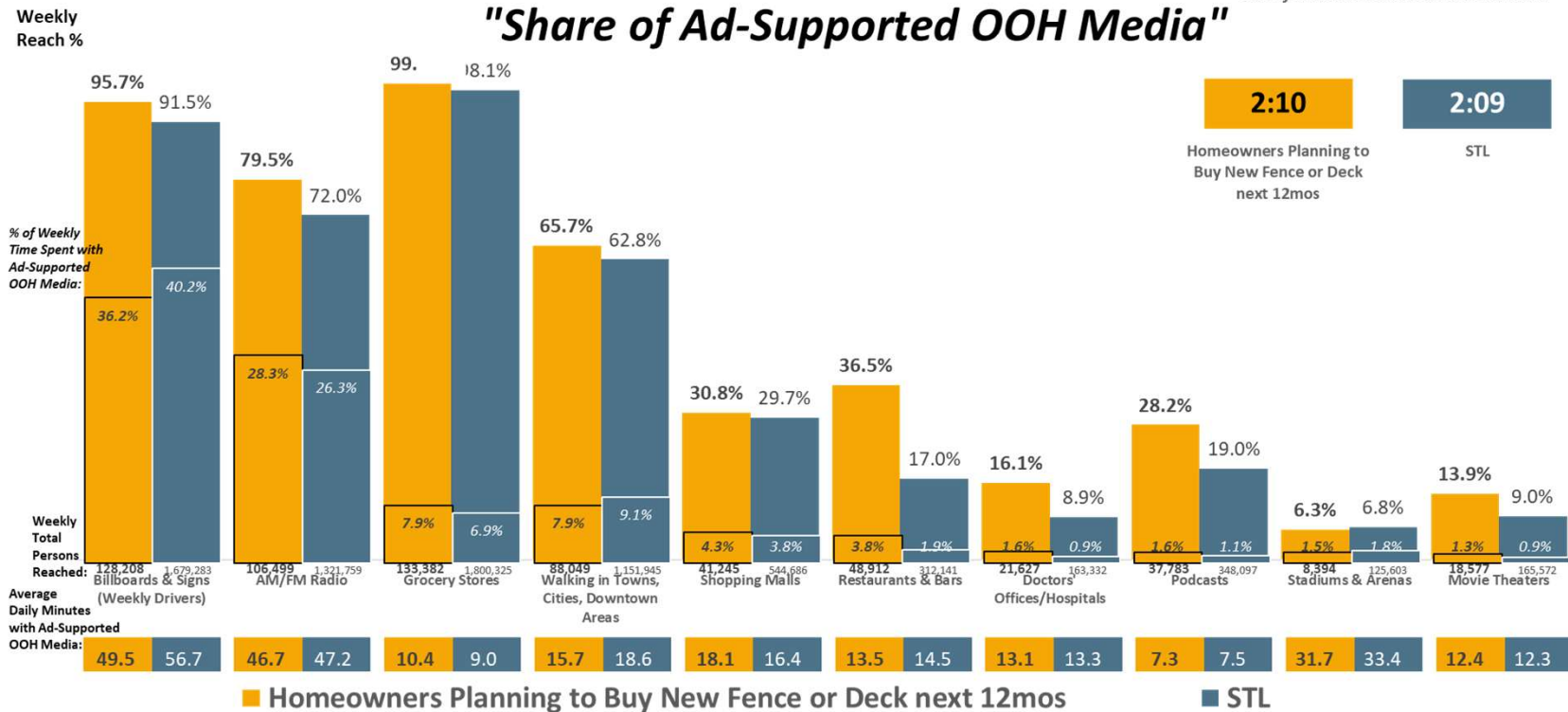
soefa.ai Share of Everything for Anything

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



128,208 or 95.7% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 49.5 minutes per day driving, seeing Billboards and Signs representing 36.2% 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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 114  
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

soefa.ai Share of Everything for Anything

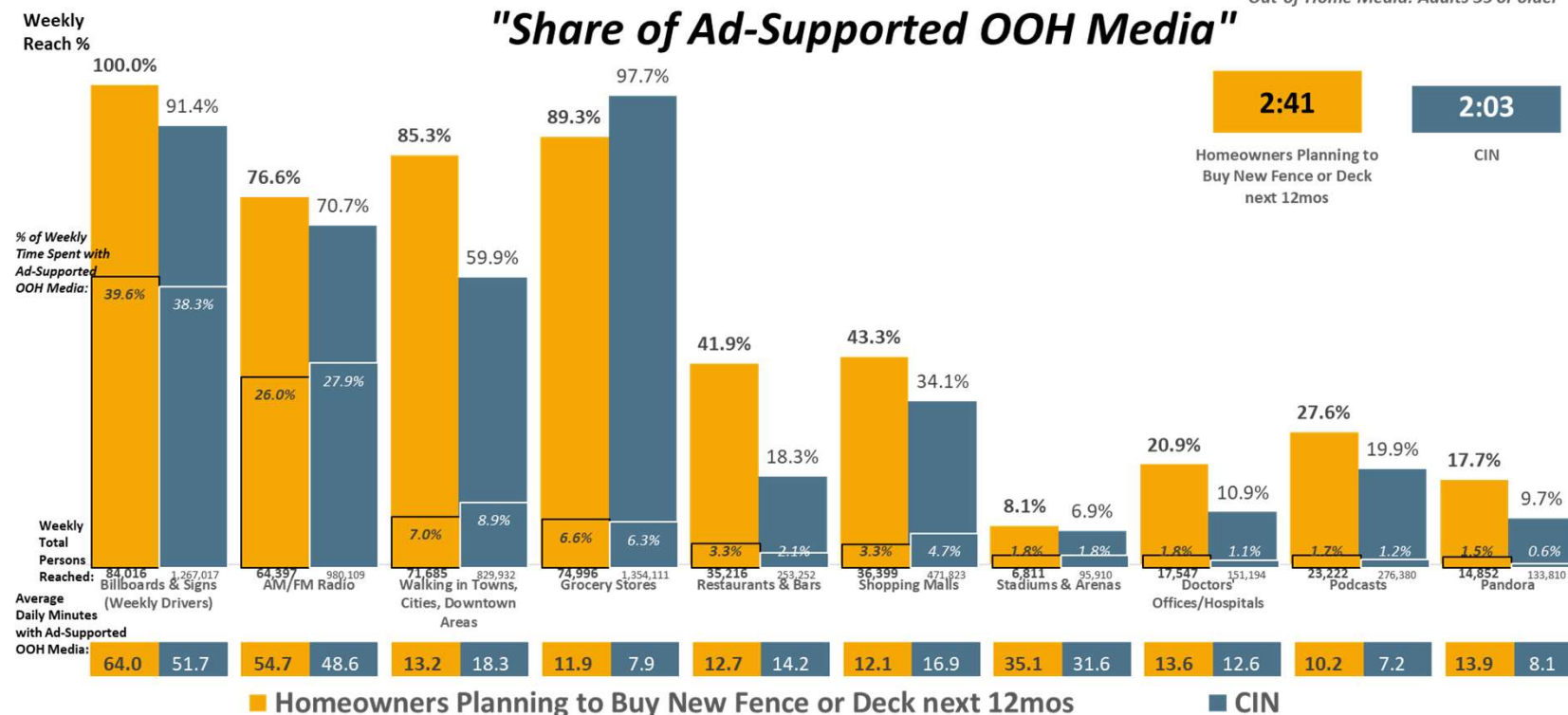
(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking))





84,016 or 100.0% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 64. minutes per day driving, seeing Billboards and Signs representing 39.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 115 CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900  
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(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking))

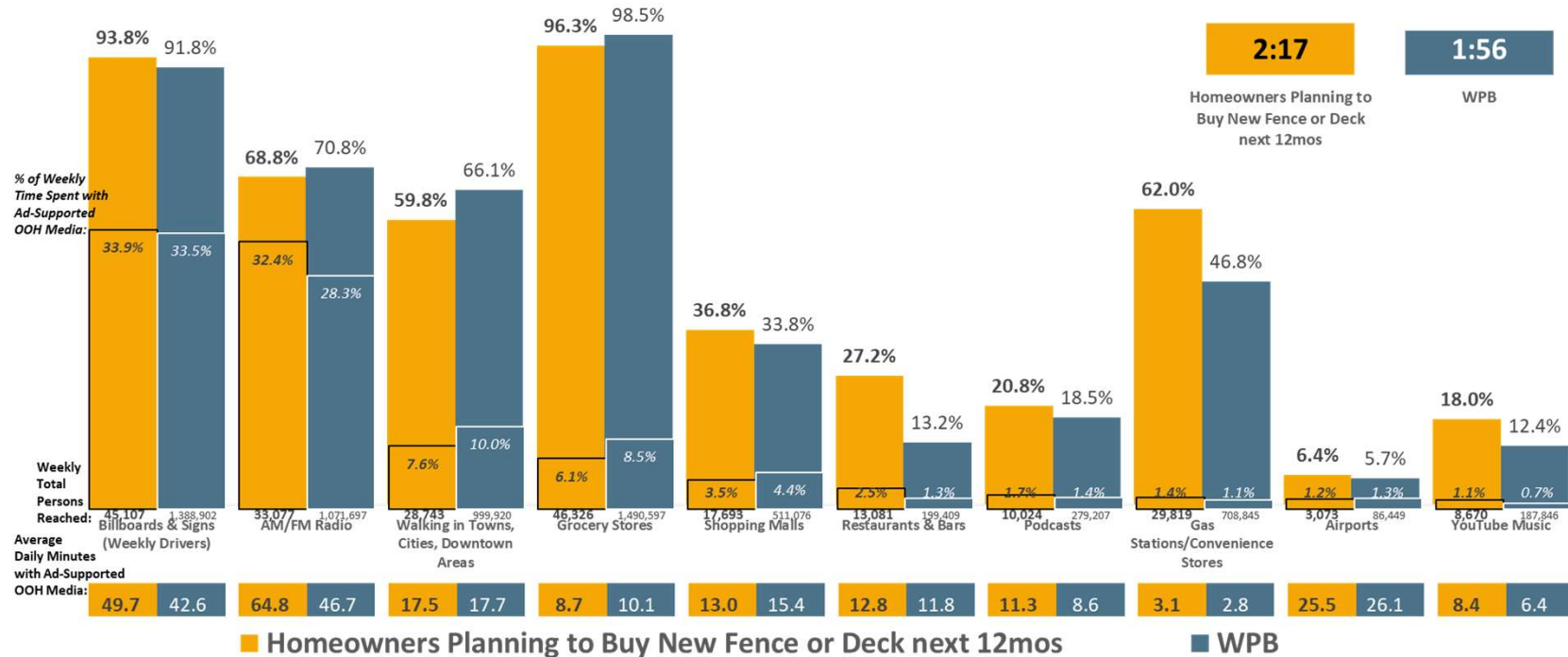


45,107 or 93.8% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 49.7 minutes per day driving, seeing Billboards and Signs representing 33.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 78 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551  
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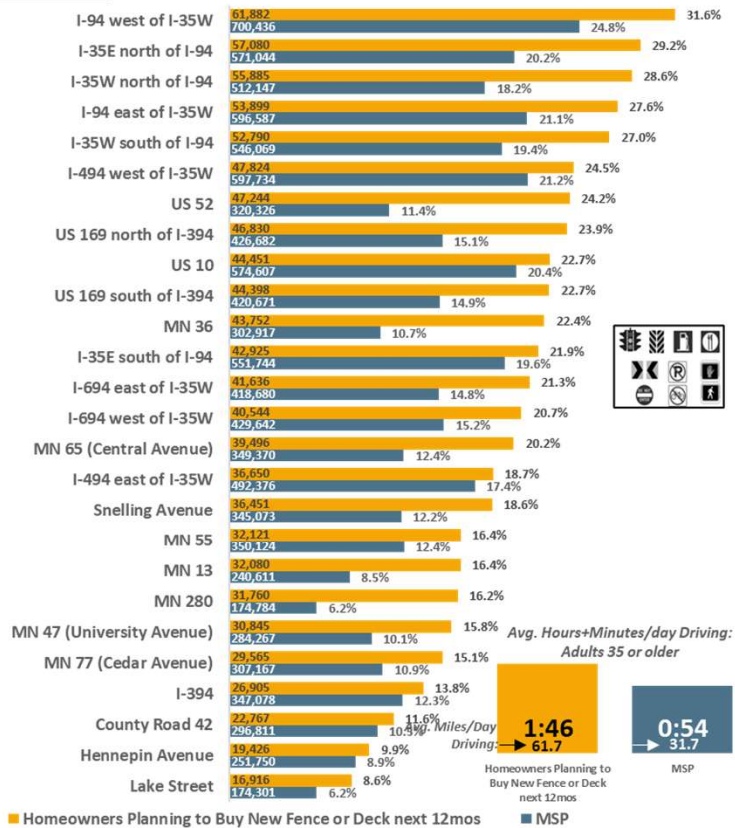
soefa.ai Share of Everything for Anything

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

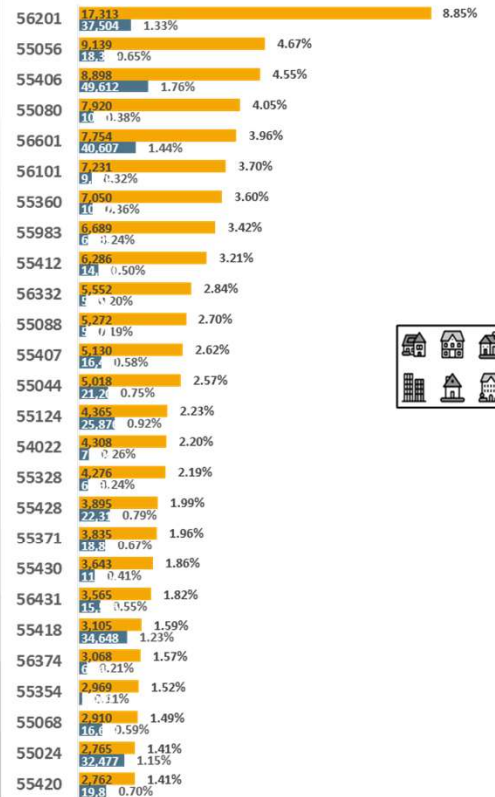


194,083 or 99.2% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 106. minutes per day driving an average of 61.7 miles each day and are 112.8% more likely to use US 52 than the Metro average.

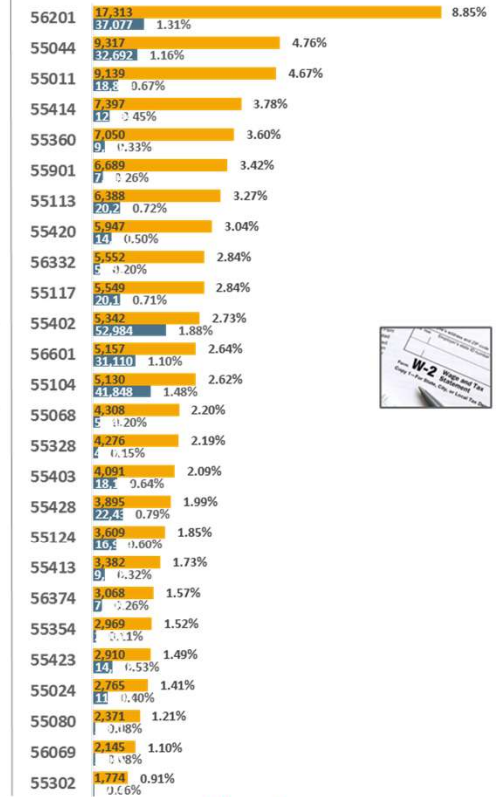
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older

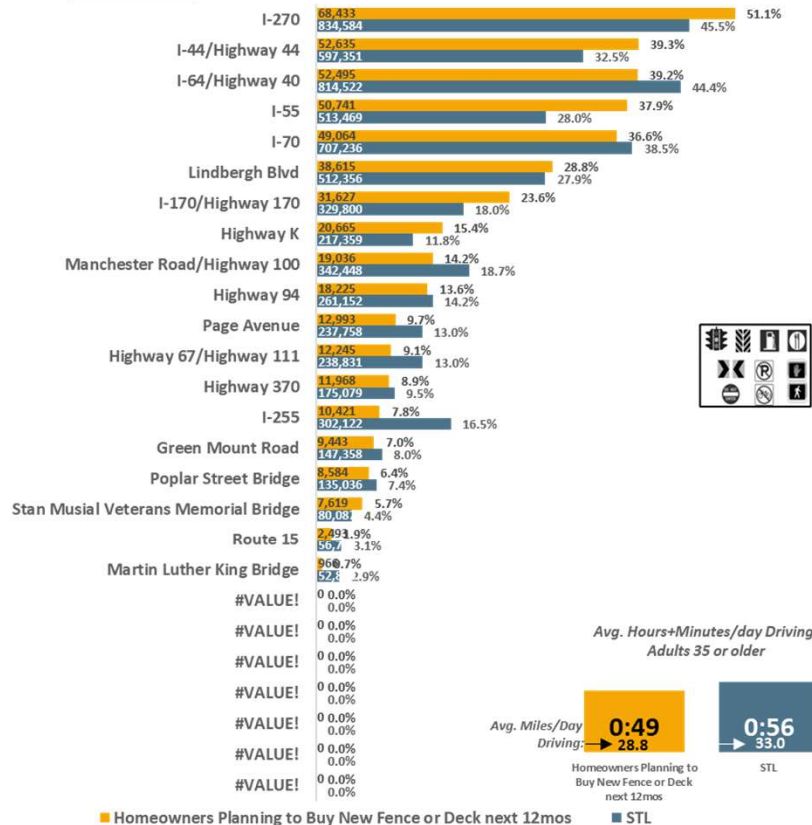




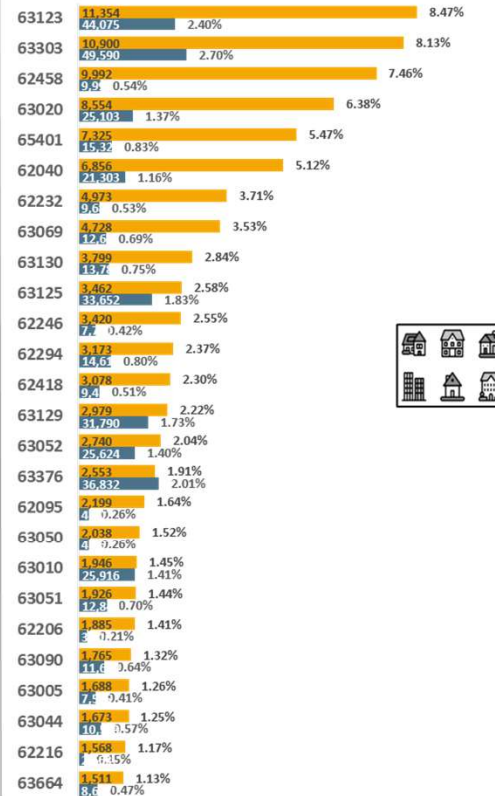


128,208 or 95.7% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 49.5 minutes per day driving an average of 28.8 miles each day and are 35.3% more likely to use I-55 than the Metro average.

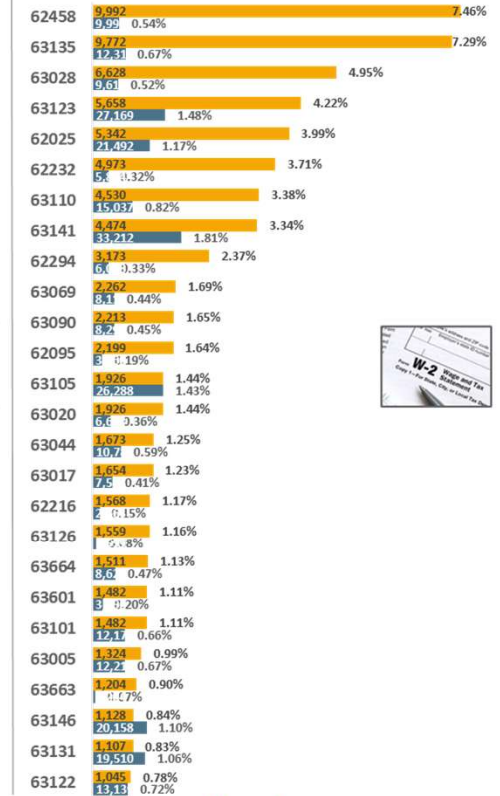
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



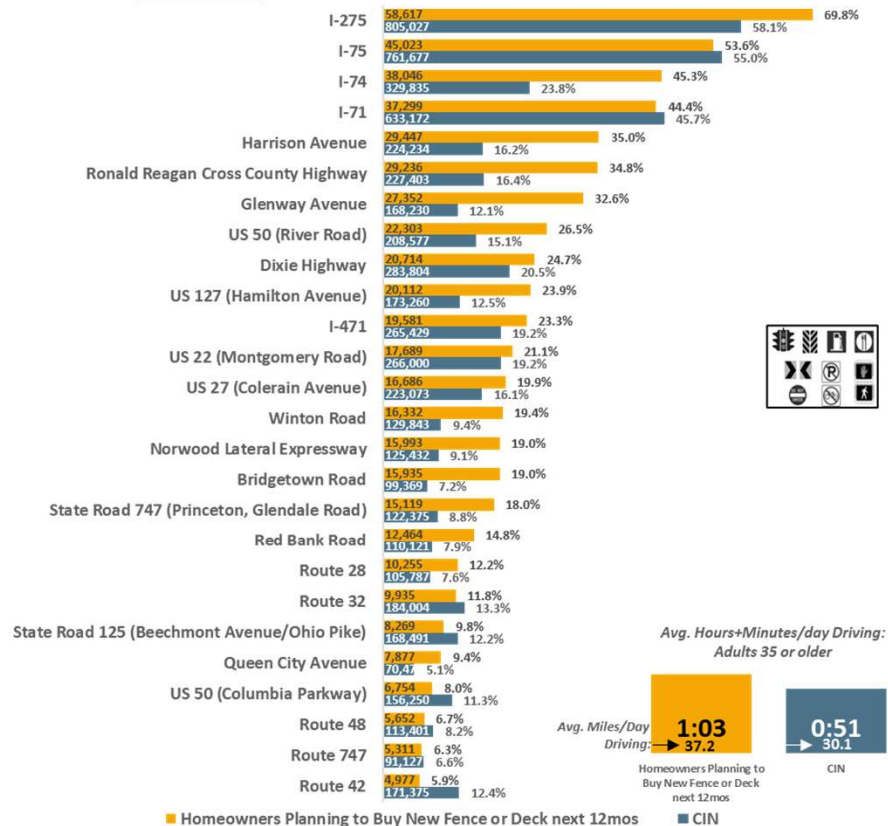
Top-26 Employment Zip Codes: Adults 35 or older



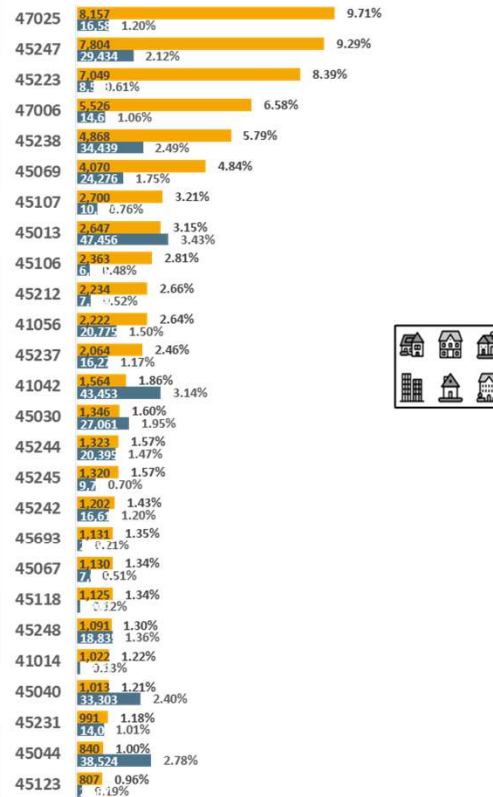


84,016 or 100.% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos  
spend an average of 64. minutes per day driving an average of 37.2 miles each day and are 168.1%  
more likely to use Glenway Avenue than the Metro average.

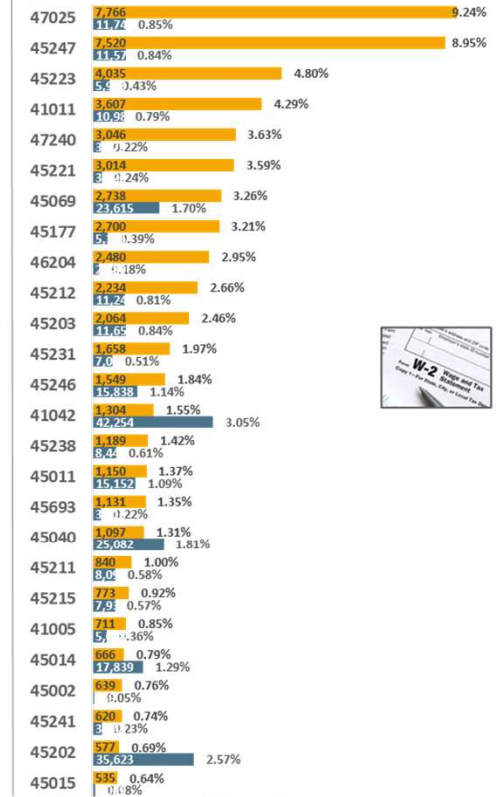
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



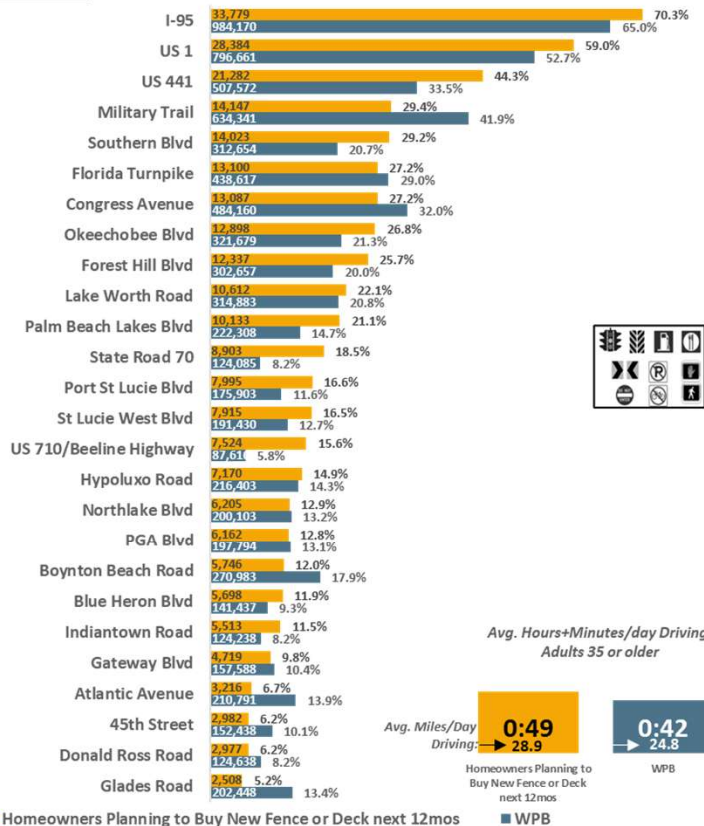
Top-26 Employment Zip Codes: Adults 35 or older



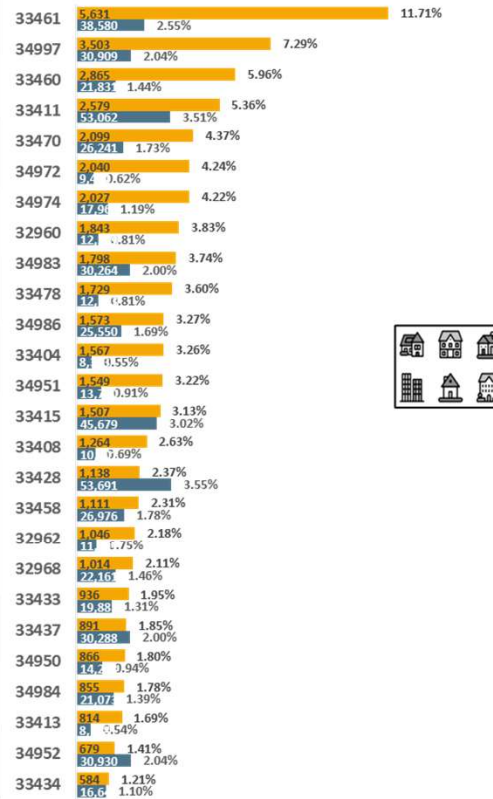


45,107 or 93.8% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos spend an average of 49.7 minutes per day driving an average of 28.9 miles each day and are 170.2% more likely to use US 710/Beeline Highway than the Metro averag

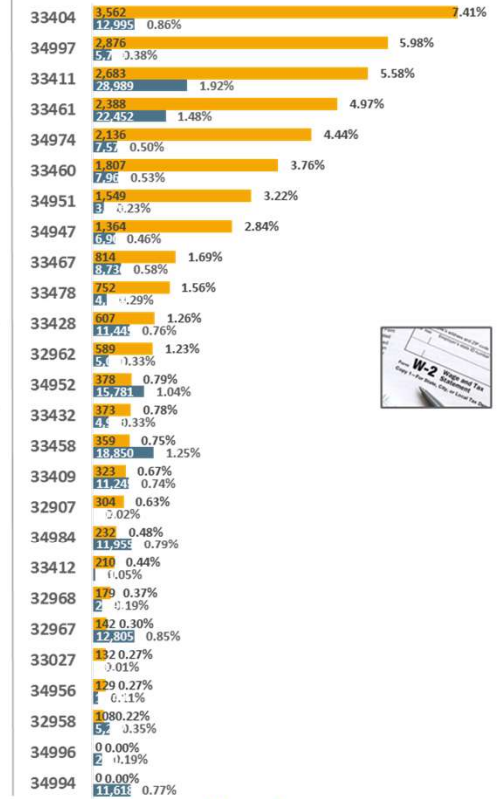
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older

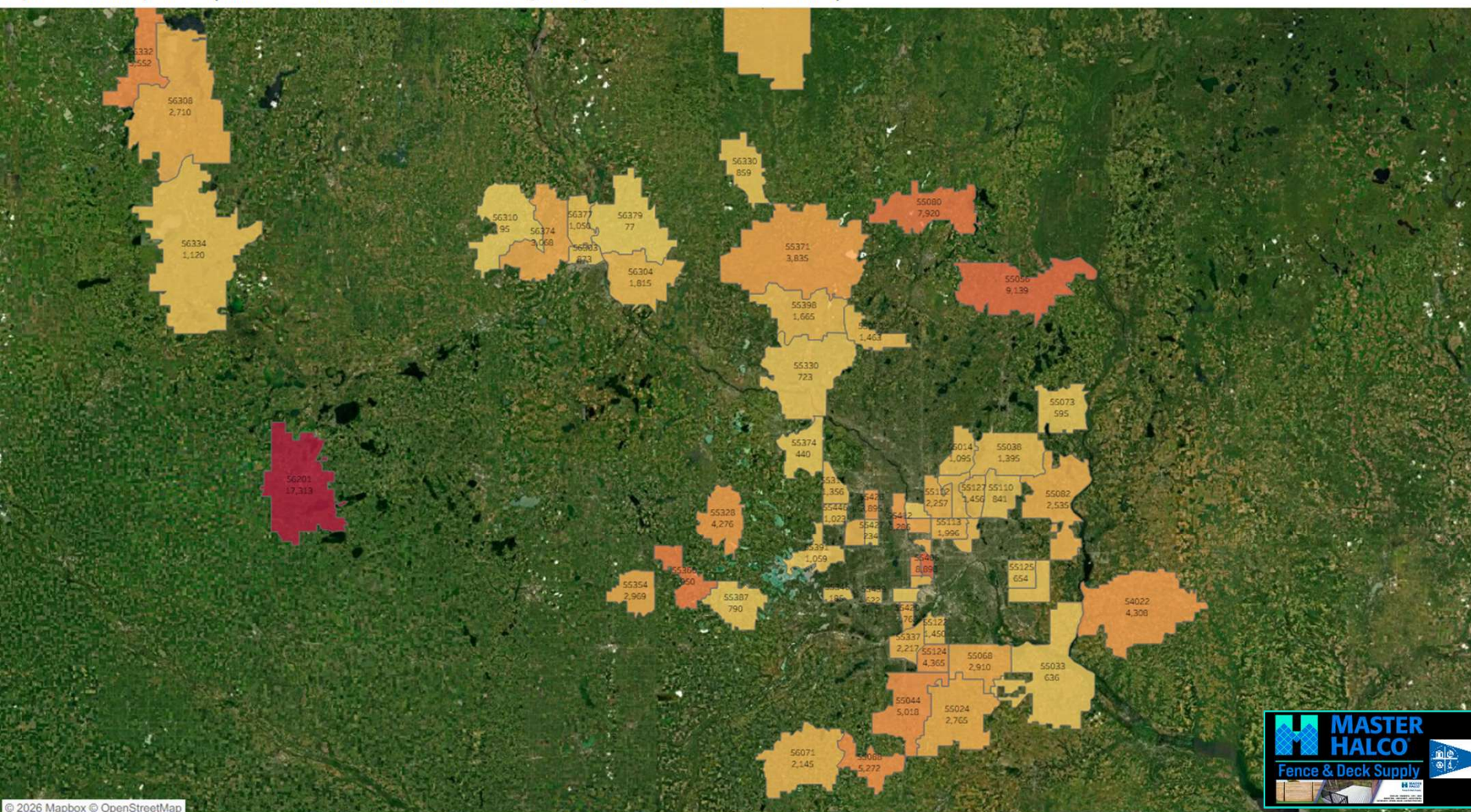


Top-26 Employment Zip Codes: Adults 35 or older





SUM(Adults 35 or olde...  
77 17,313



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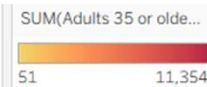
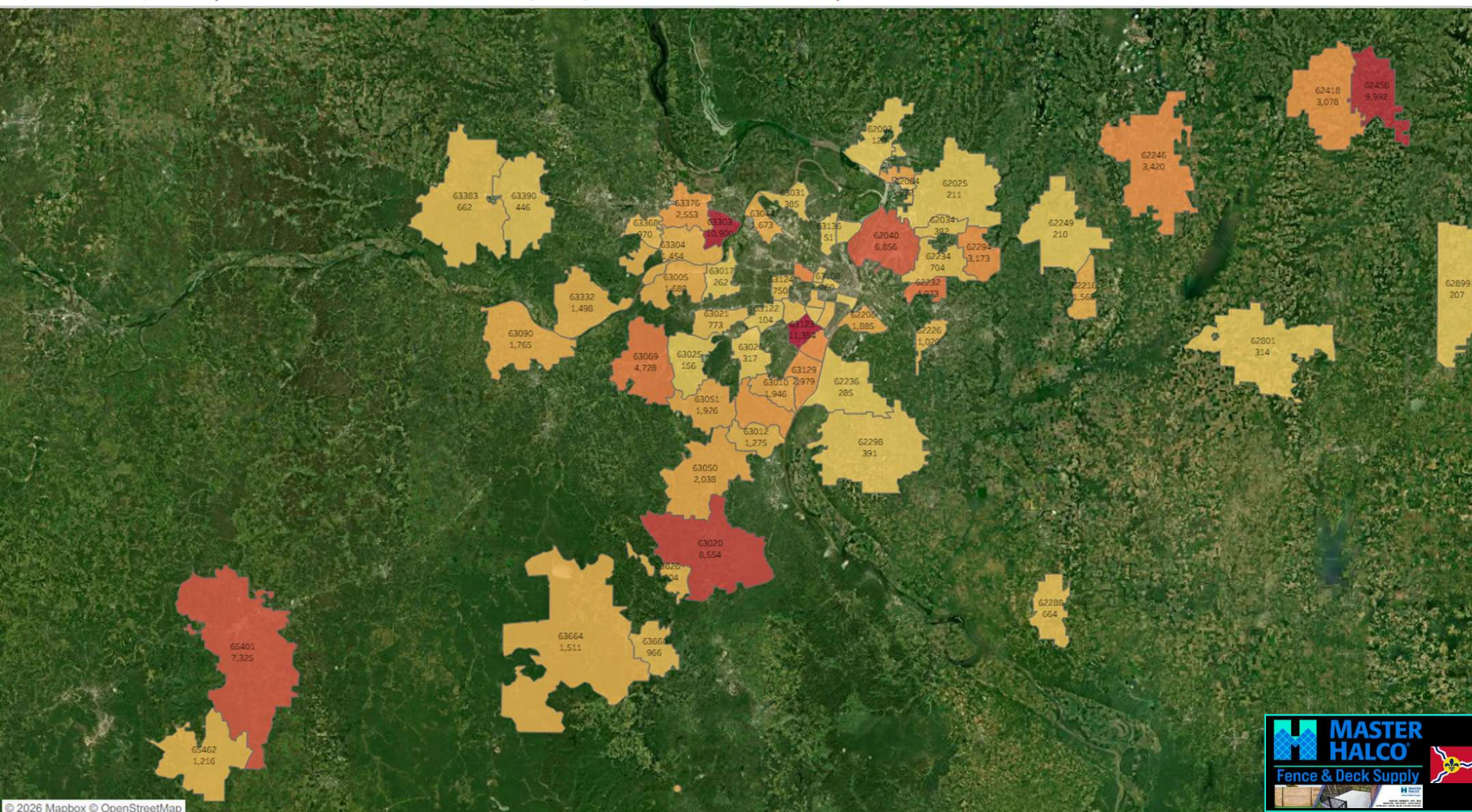


**MASTER HALCO**  
Fence & Deck Supply

**MSP**



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



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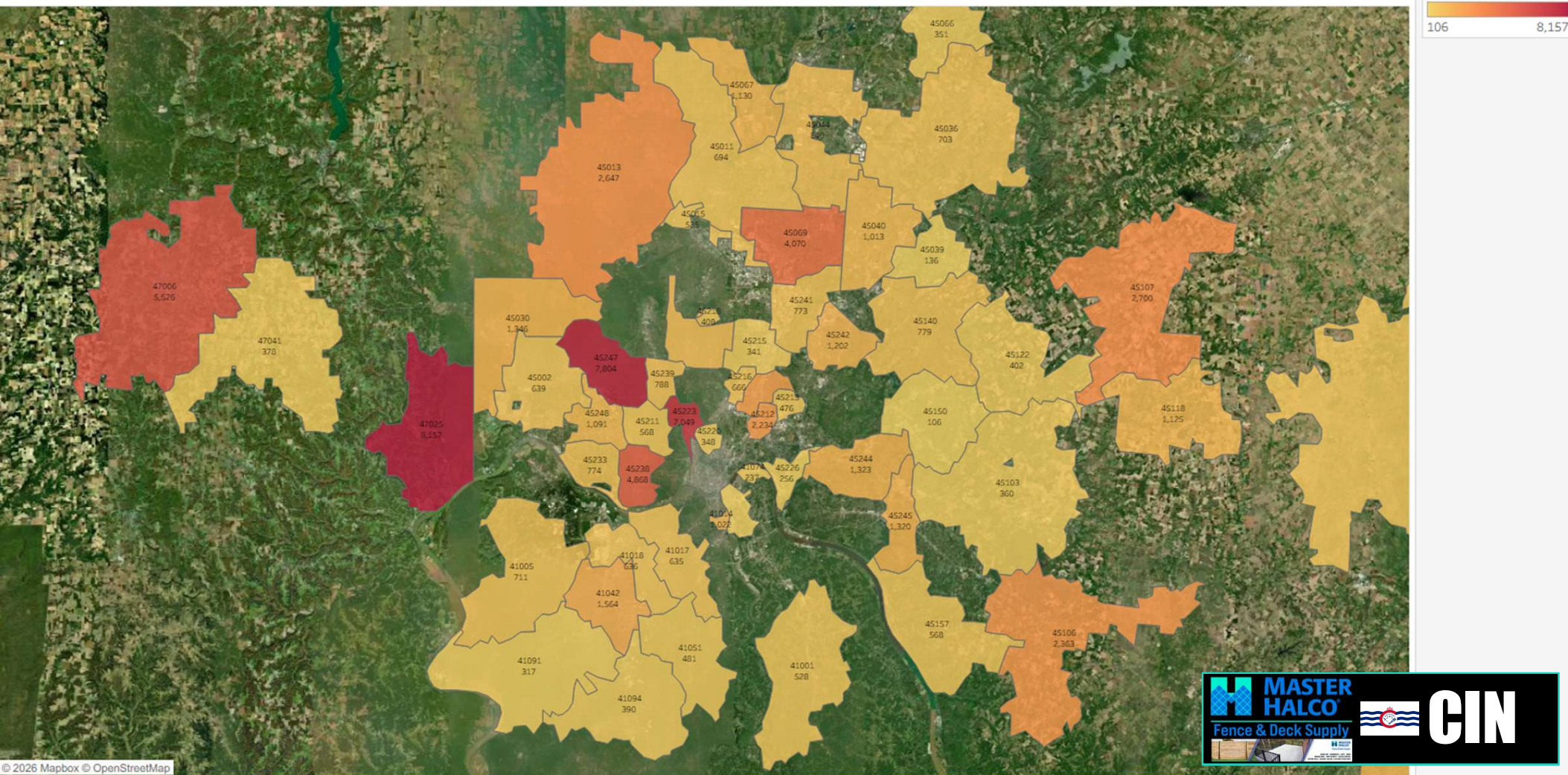
STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 114

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



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



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CIN	DMA	Scarborough R1 2026: Feb25-Feb26	Qual Intab	115
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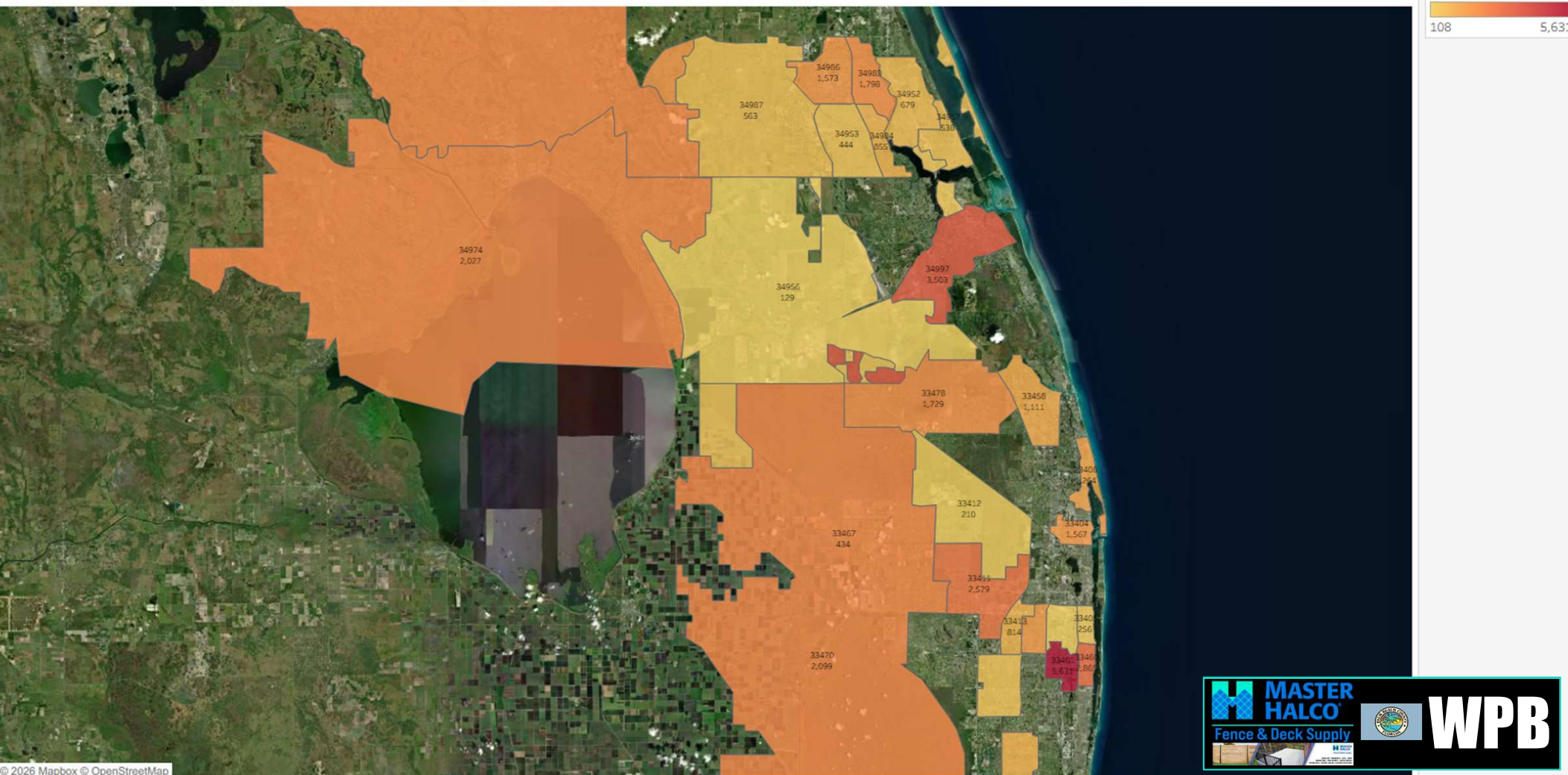
[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking]]




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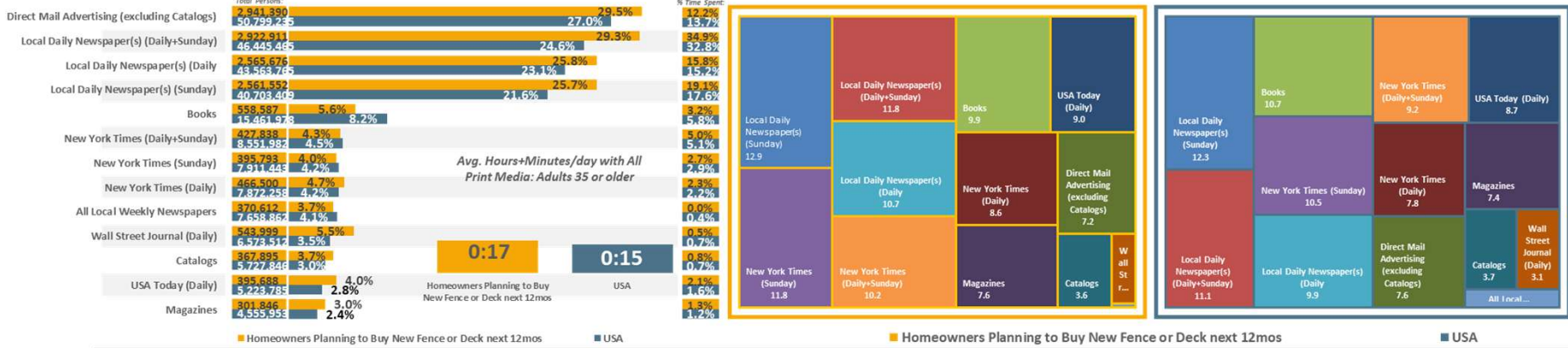
Top Residential Zip Codes: (Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos)



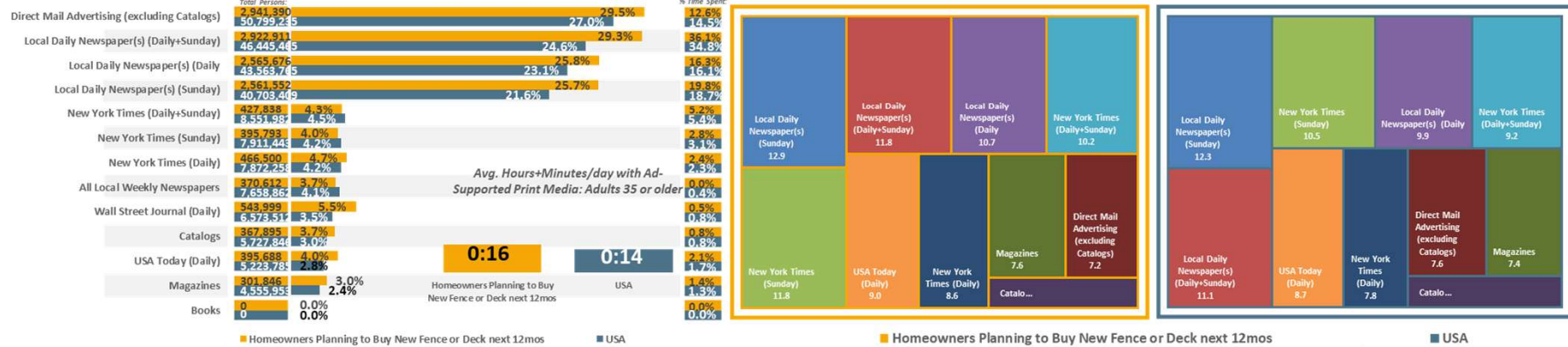


2,922,911 or 29.3% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.8 minutes every day representing 36.1% of all time spent daily with All forms of Print Medi

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



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

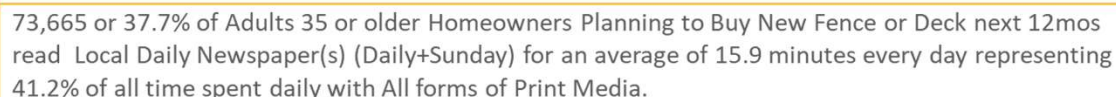


USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 986  
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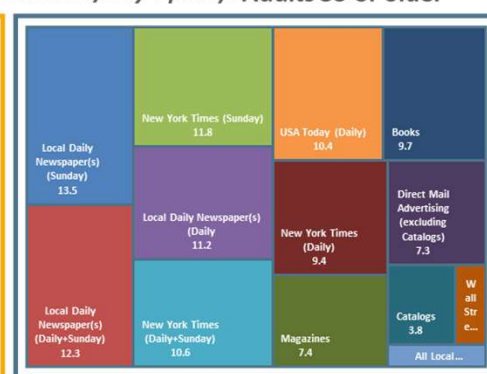
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[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking]]

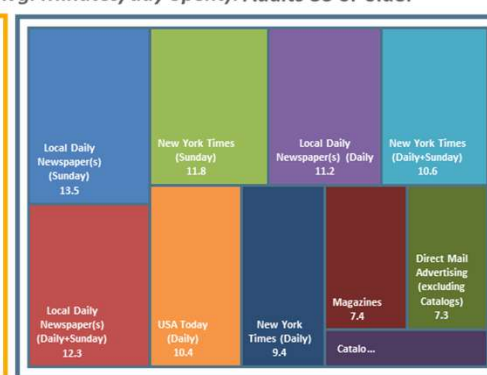




**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):** Adults 35 or older



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



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for Anything.

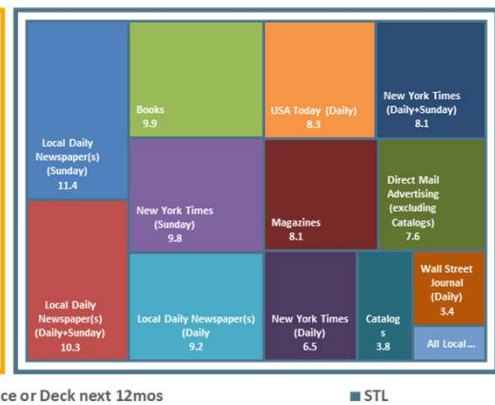
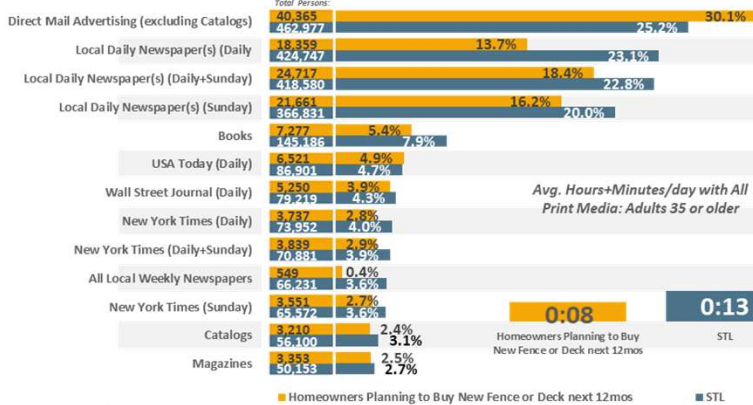
(((Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHL): Fencing/decking))



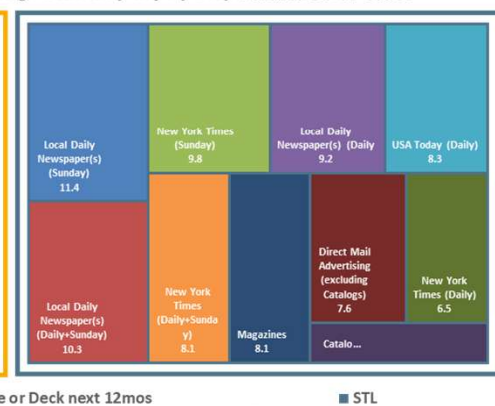
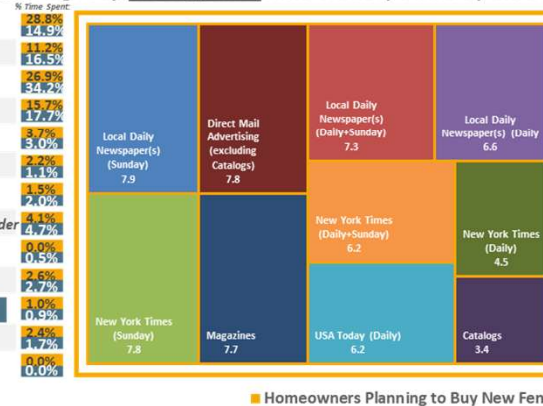
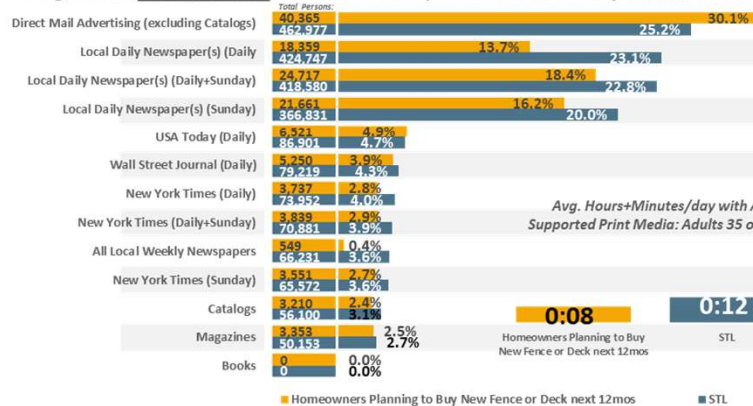


40,365 or 30.1% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos read Direct Mail Advertising (excluding Catalogs) for an average of 7.8 minutes every day representing 28.8% of all time spent daily with All forms of Print Med

**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**



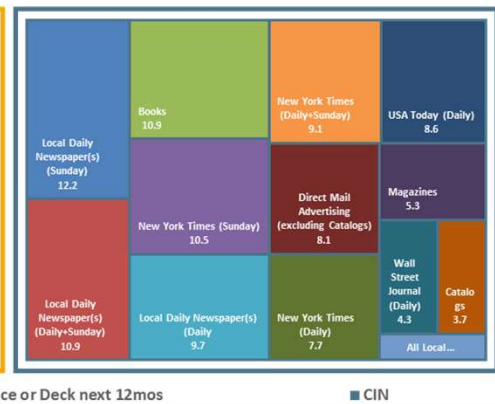
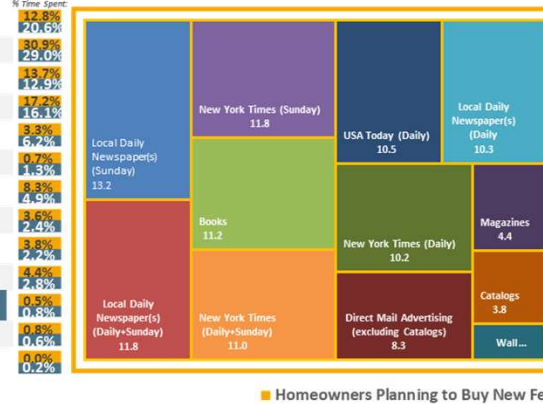
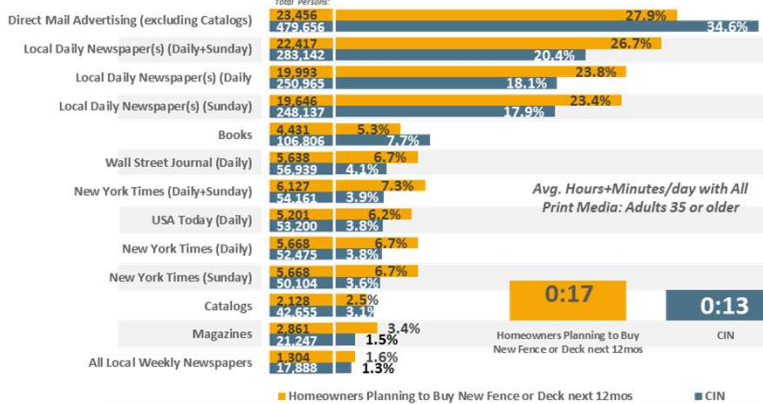
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



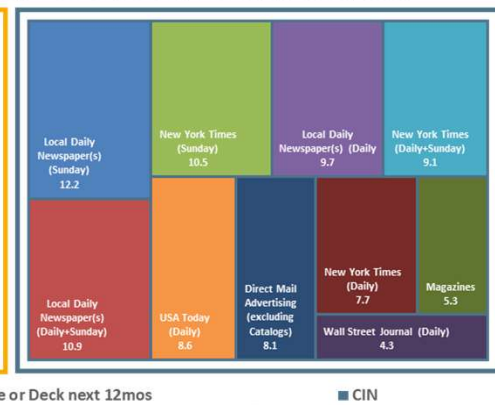
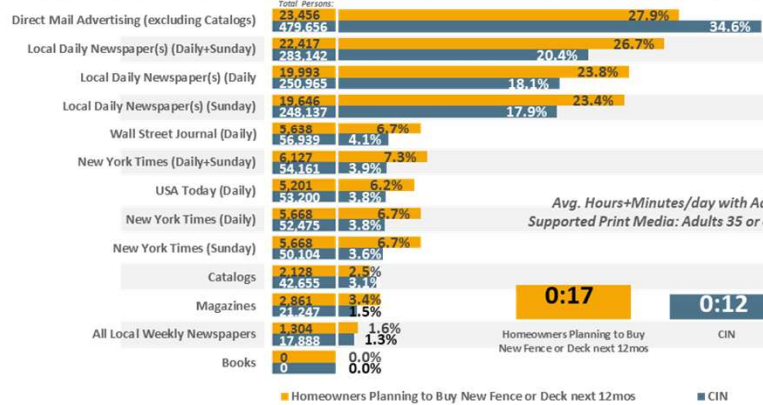


22,417 or 26.7% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.8 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

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



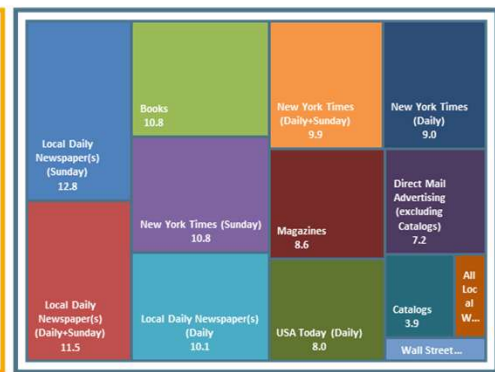
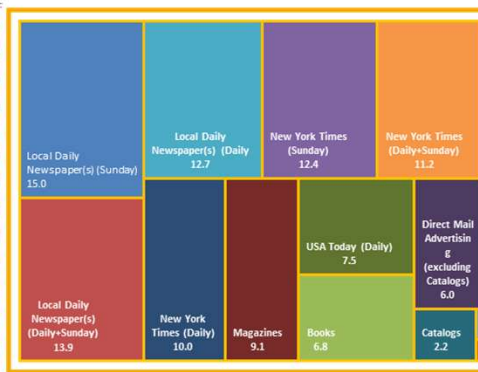
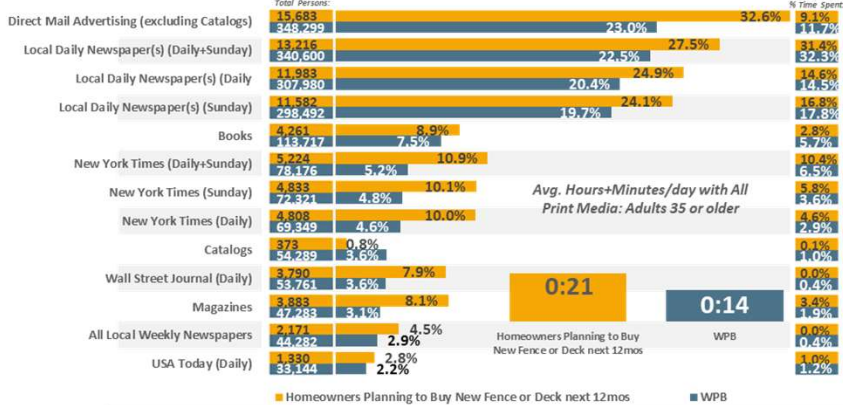
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



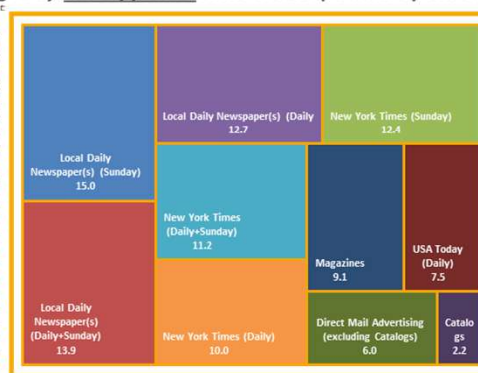
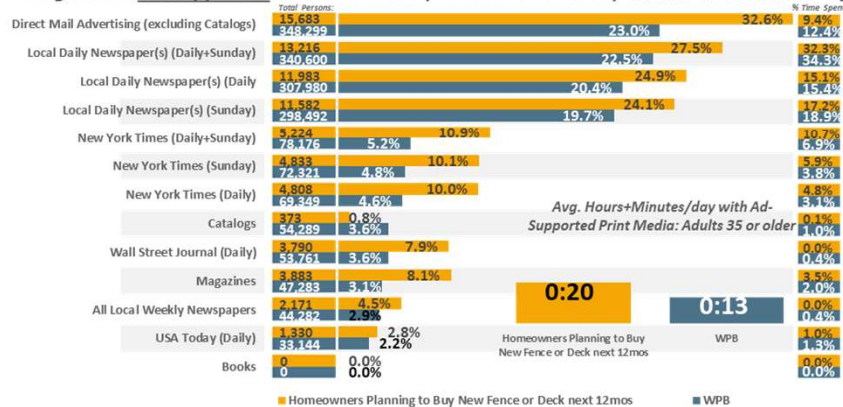


13,216 or 27.5% of Adults 35 or older Homeowners Planning to Buy New Fence or Deck next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.9 minutes every day representing 32.3% of all time spent daily with All forms of Print Media.

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



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

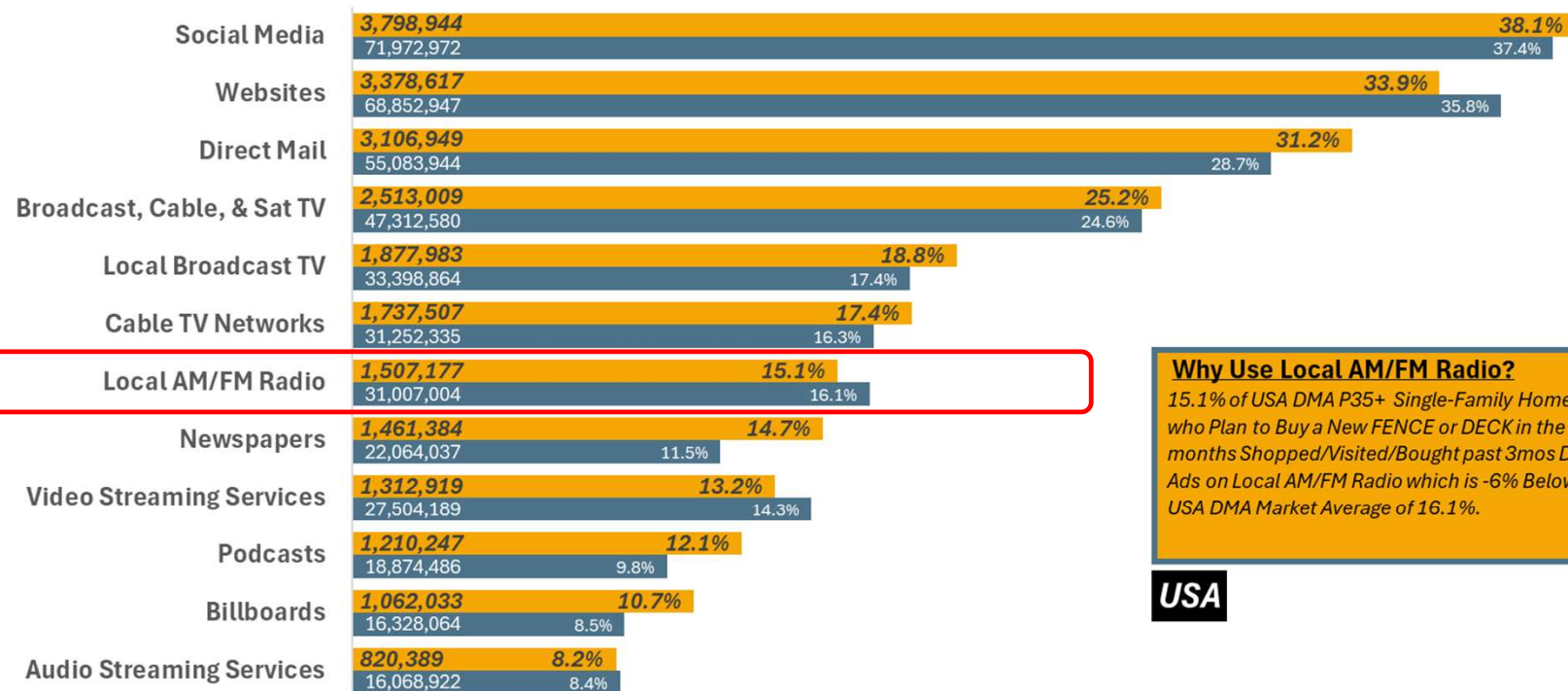






## "Advertising Actions"

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



#### Why Use Local AM/FM Radio?

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

USA

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

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

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

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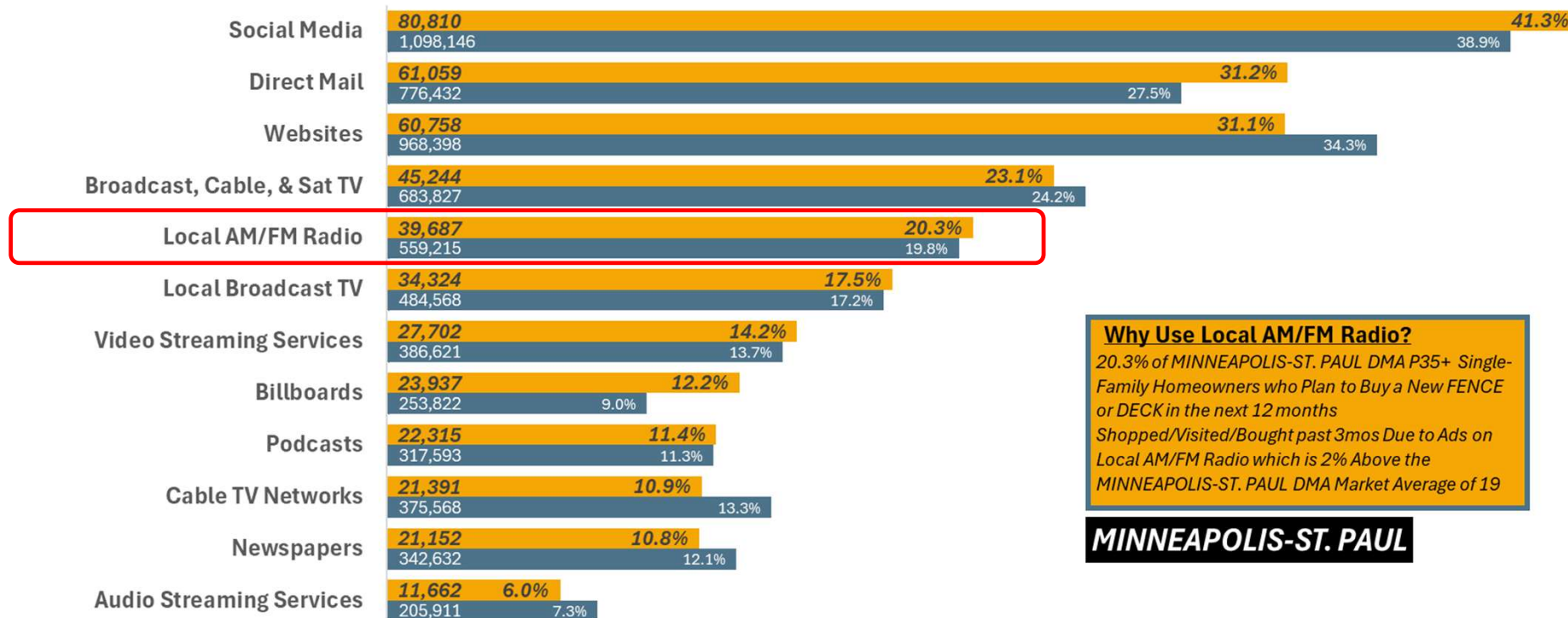
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[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking]]



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

20.3% of MINNEAPOLIS-ST. PAUL DMA P35+ Single-Family Homeowners who Plan to Buy a New FENCE or DECK in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 19

**MINNEAPOLIS-ST. PAUL**

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

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 92

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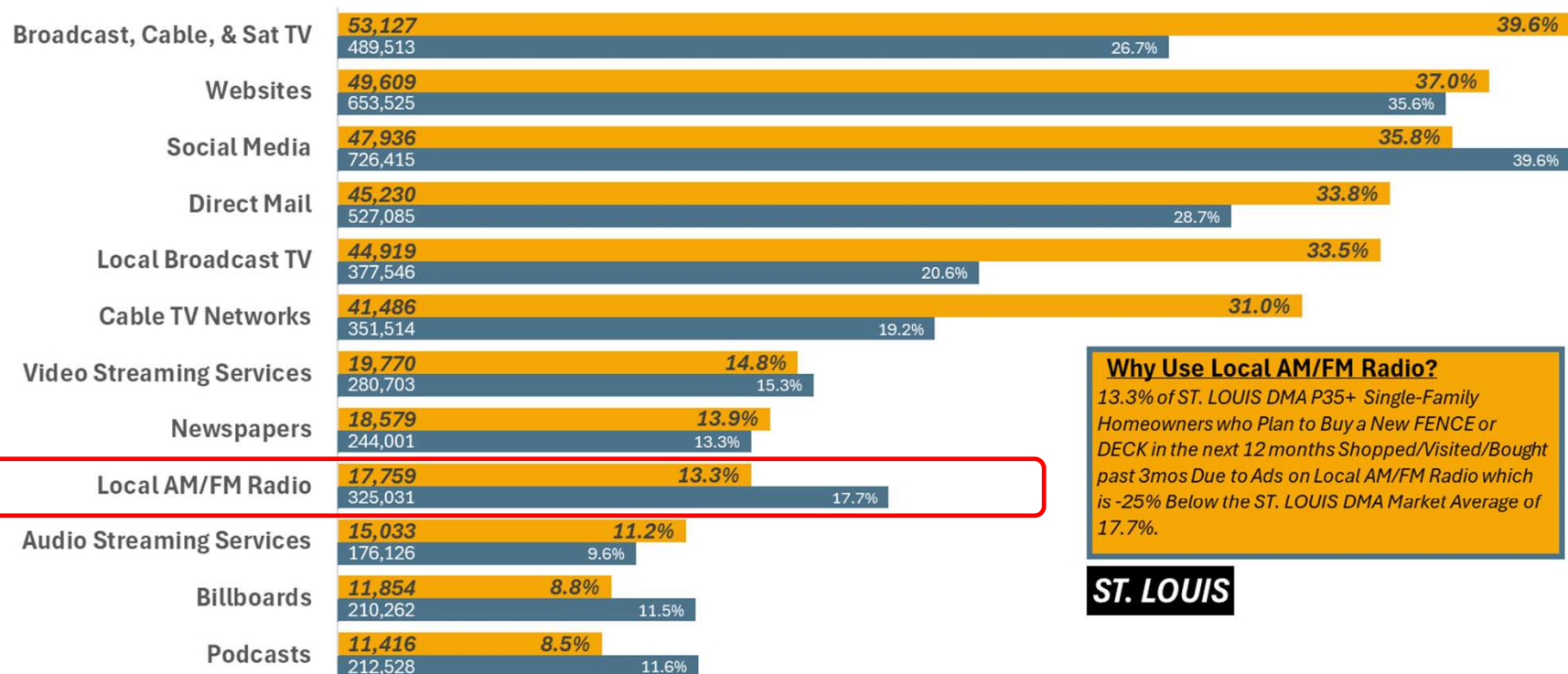
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[[ (Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking]]



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

13.3% of ST. LOUIS DMA P35+ Single-Family Homeowners who Plan to Buy a New FENCE or DECK in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -25% Below the ST. LOUIS DMA Market Average of 17.7%.

**ST. LOUIS**

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

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

ST. LOUIS DMA ScarboroughR1 2026: Feb25-Feb26 Qual Intab: 105

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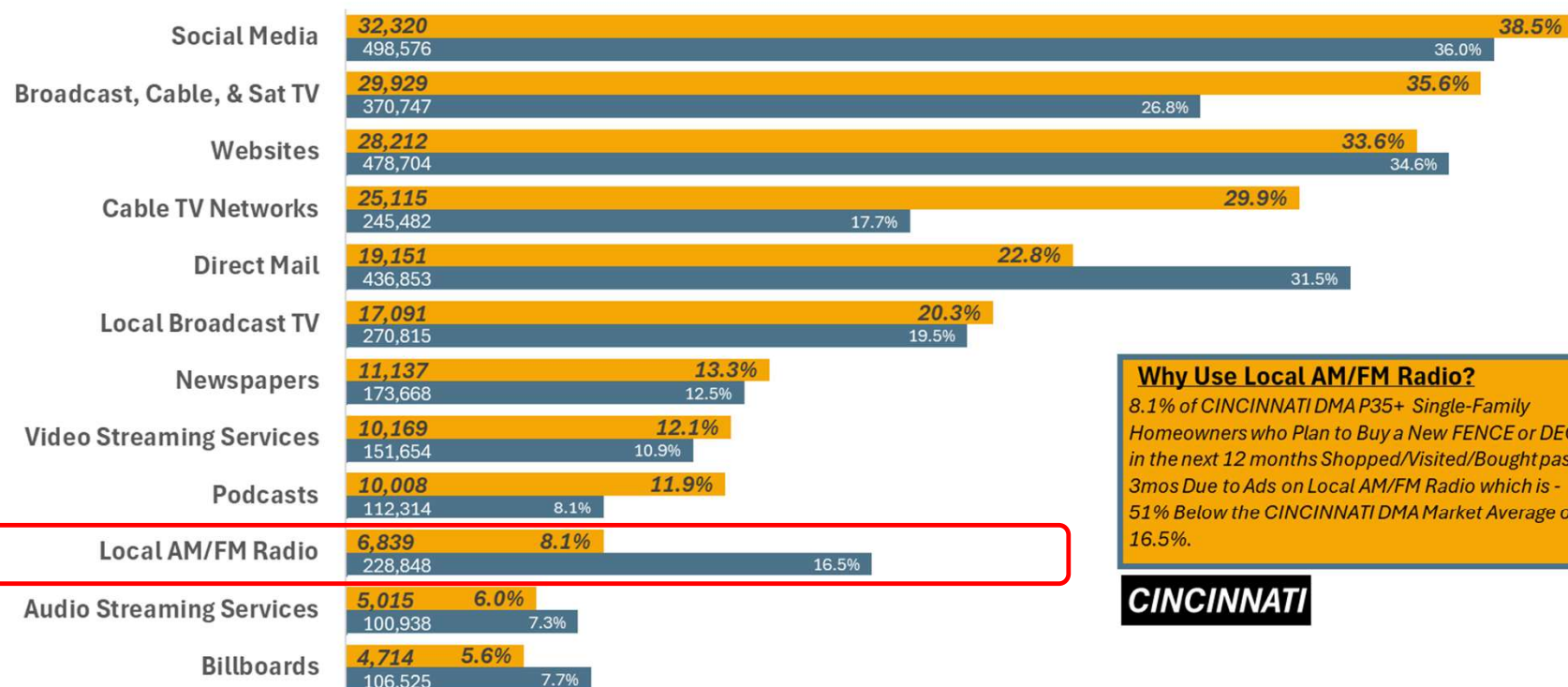
[[ (Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking]]





## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

8.1% of CINCINNATI DMA P35+ Single-Family Homeowners who Plan to Buy a New FENCE or DECK in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is - 51% Below the CINCINNATI DMA Market Average of 16.5%.

**CINCINNATI**

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

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 93  
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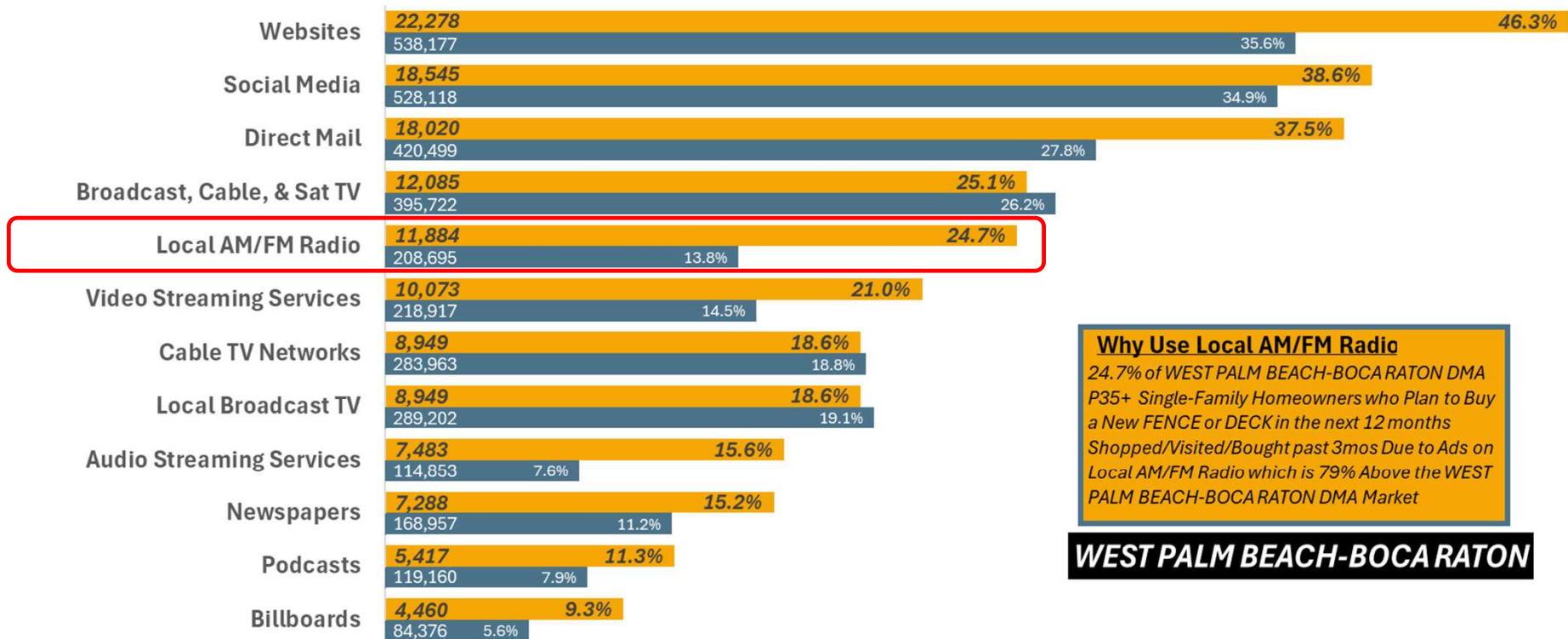
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[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Fencing/decking]]



## "Advertising Actions"

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



### Why Use Local AM/FM Radio

24.7% of WEST PALM BEACH-BOCA RATON DMA P35+ Single-Family Homeowners who Plan to Buy a New FENCE or DECK in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 79% Above the WEST PALM BEACH-BOCA RATON DMA Market

**WEST PALM BEACH-BOCA RATON**

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

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

WESTPALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 69

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