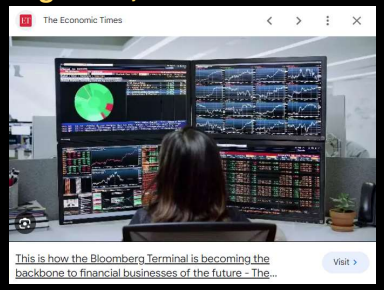
USA+4 MORE DMAs – P25+ Homeowners spending $5K+ on HVAC!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, CINCINNATI, MINNEAPOLIS, and PHOENIX DMA P25+ Owners of Single-Family Homes who Spent $5,000 or more on HVAC Service/Replacement/ Repair in the past 12 months as of August 31, 2024!



P25+



$5K+ on HVAC **SEA**



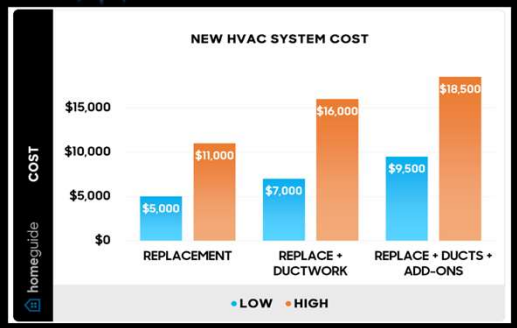
$5K+ on HVAC **STL**



$5K+ on HVAC **WDC**



$5K+ on HVAC **WPB**





$5K+ on HVAC **USA**

[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

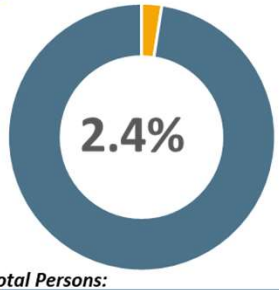
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.



2.4% or 6,408,051 of USA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Typical Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 56.3 years old (7.3% older than average) and have a $120,348 (31.9% higher than average) annual household income.

Percent of Market: Adults 25 or older

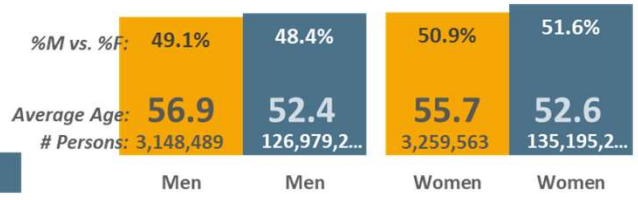


- who Own a Single-Family Home & spent $5K+ on HVAC past 12mos
- Remainder of USA DMAs

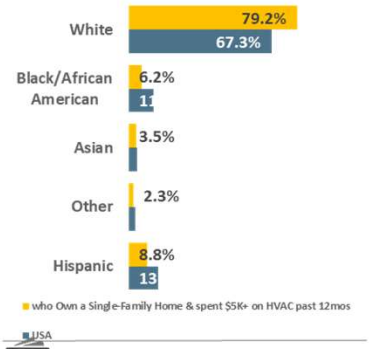
Total Persons:



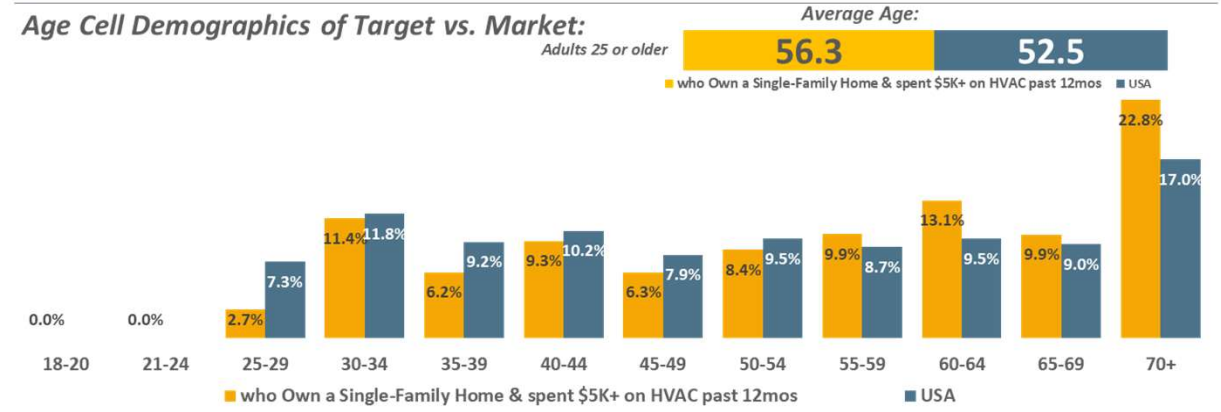
Gender of Target vs. Market: Adults 25 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

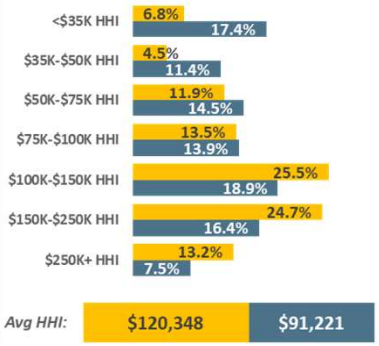


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

HHI of Target vs. Market:

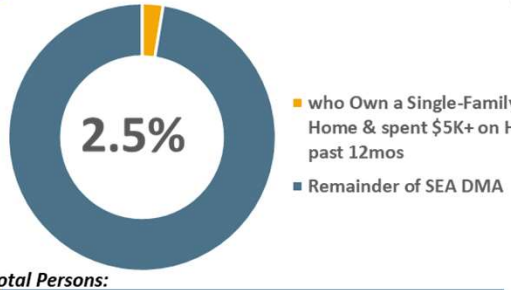


[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

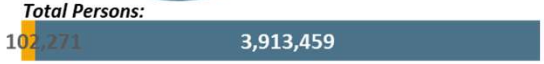


2.5% or 102,271 of SEA DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Typical Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 50.6 years old (1.6% younger than average) and have a $196,904 (60.7% higher than average) annual household…

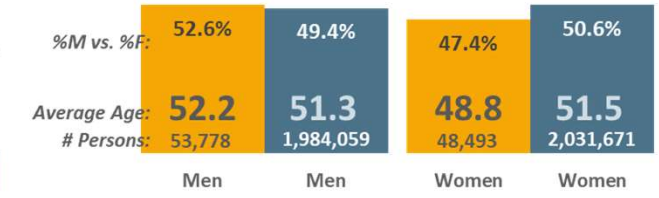
Percent of Market: Adults 25 or older



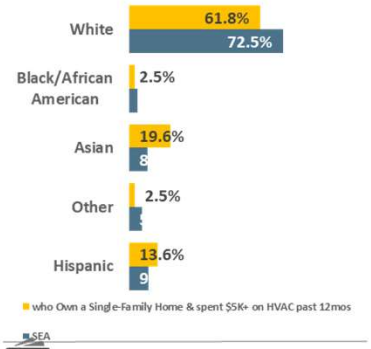
Total Persons:



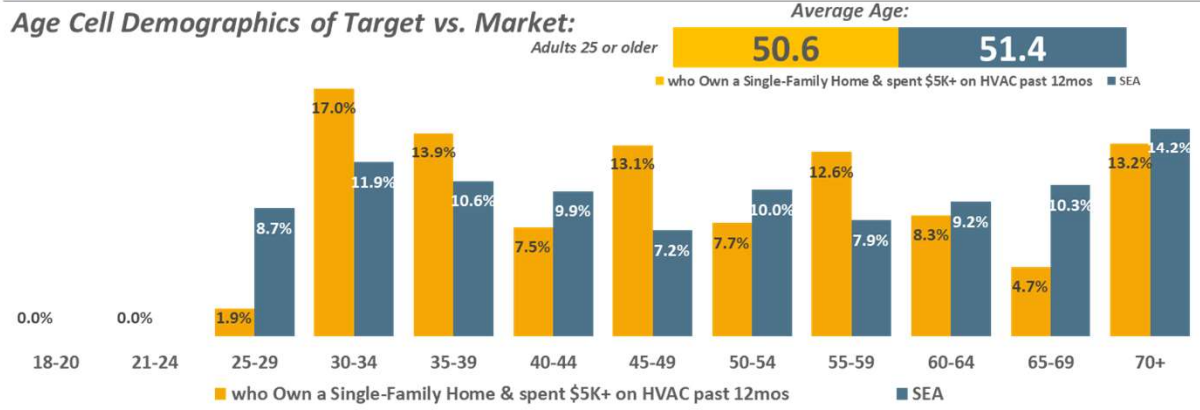
Gender of Target vs. Market: Adults 25 or older



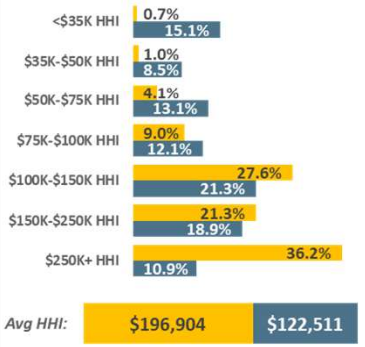
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 111

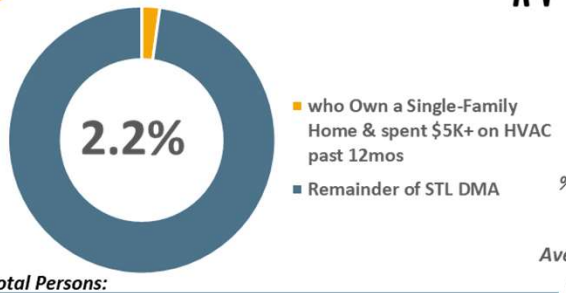
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

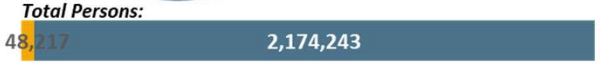


2.2% or 48,217 of STL DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Typical Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 57.4 years old (7.9% older than average) and have a $149,567 (59.4% higher than average) annual household income.

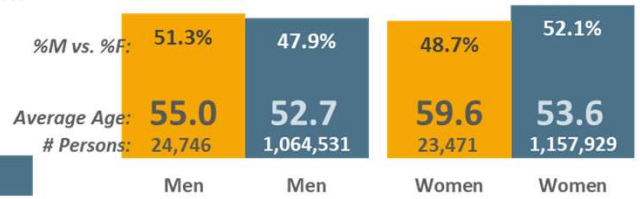
Percent of Market: Adults 25 or older



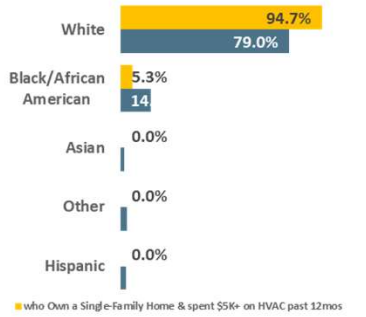
Total Persons:



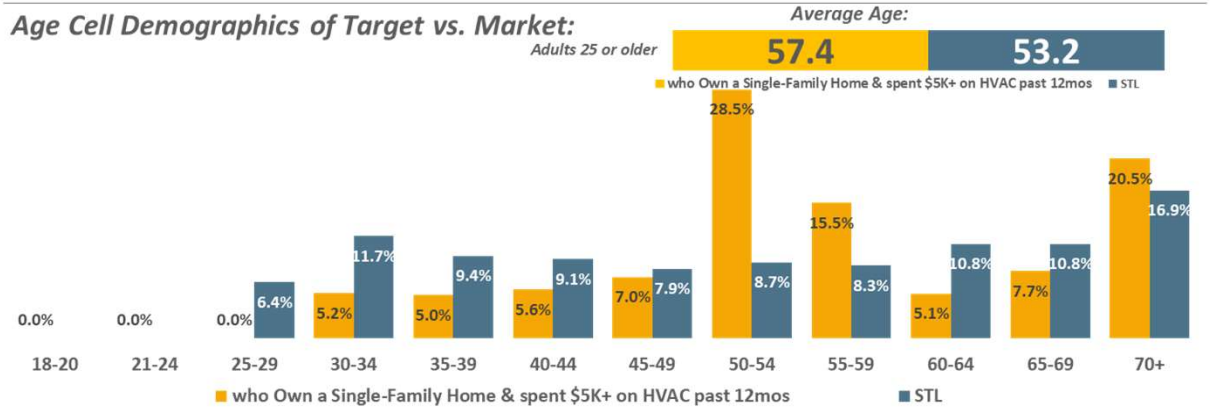
Gender of Target vs. Market: Adults 25 or older



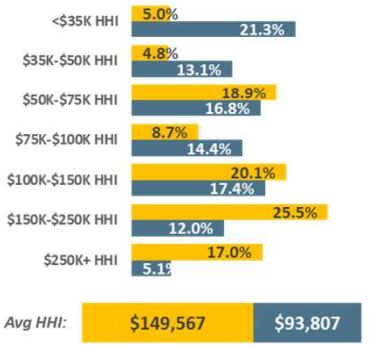
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

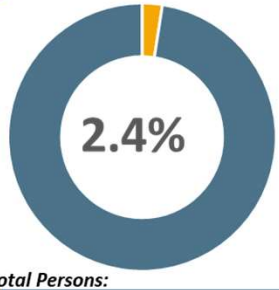
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



2.4% or 122,454 of WDC DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Typical Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 56.7 years old (10.4% older than average) and have a $146,482 (12.2% higher than average) annual household income.

Percent of Market: Adults 25 or older

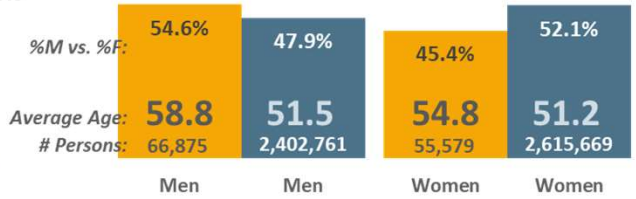


- who Own a Single-Family Home & spent $5K+ on HVAC past 12mos
- Remainder of WDC DMA

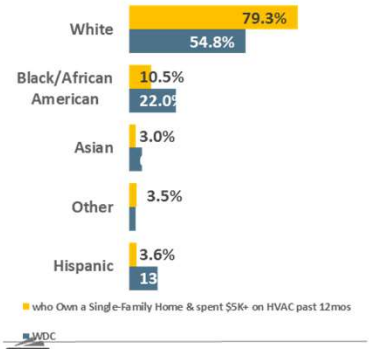
Total Persons:



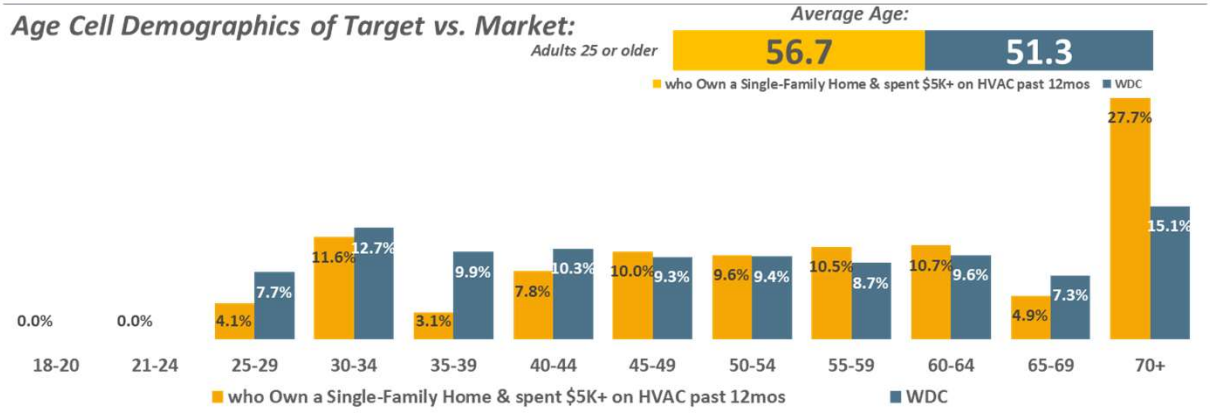
Gender of Target vs. Market: Adults 25 or older



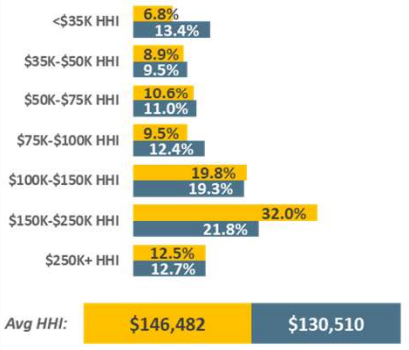
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 135

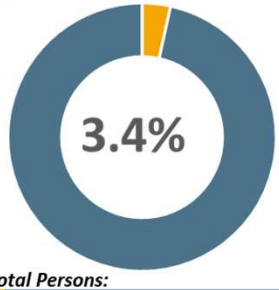
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



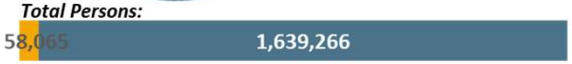
3.4% or 58,065 of WPB DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Typical Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 55.2 years old (3.4% younger than average) and have a $170,878 (72.4% higher than average) annual household…

Percent of Market: Adults 25 or older

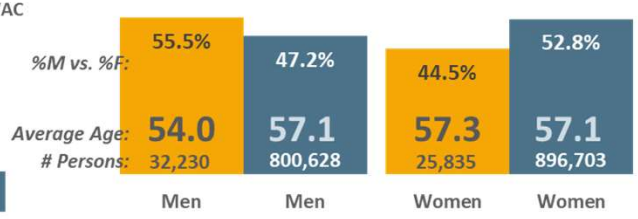


- who Own a Single-Family Home & spent $5K+ on HVAC past 12mos
- Remainder of WPB DMA

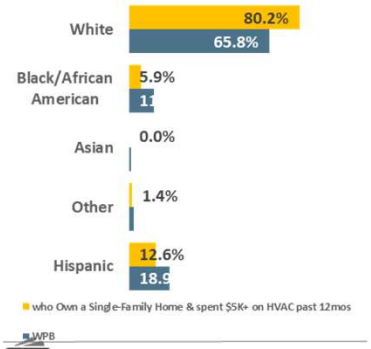
Total Persons:



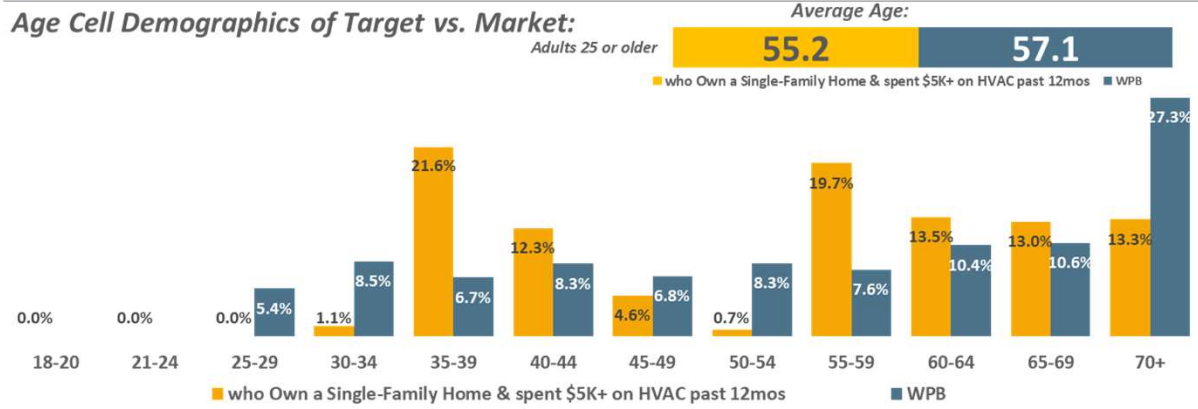
Gender of Target vs. Market: Adults 25 or older



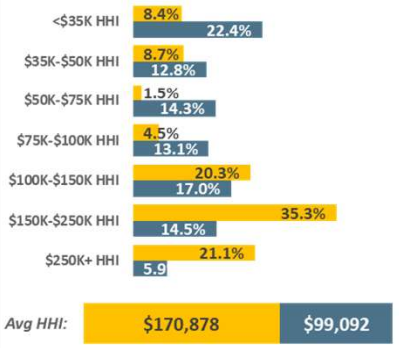
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 57

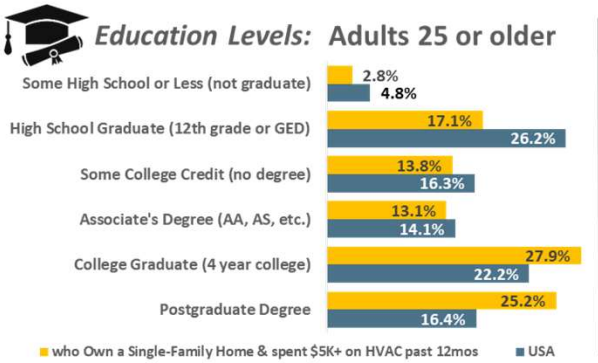
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

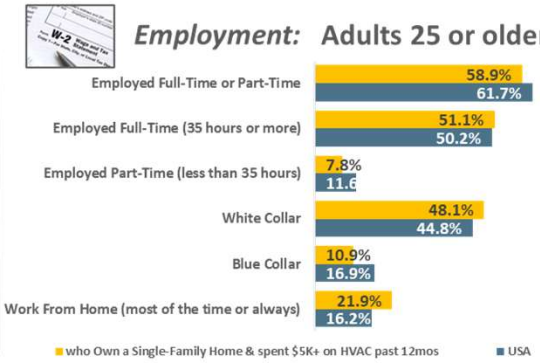


2.4% or 6,408,051 of USA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 37.6% more likely to be a college graduate, 1.9% more likely to work full-time, 36.3% more likely to be married, 1.6% more likely to be a parent of 1 or more children unde

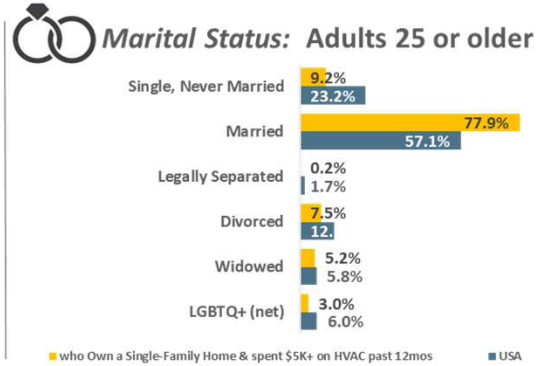
Education Levels: Adults 25 or older



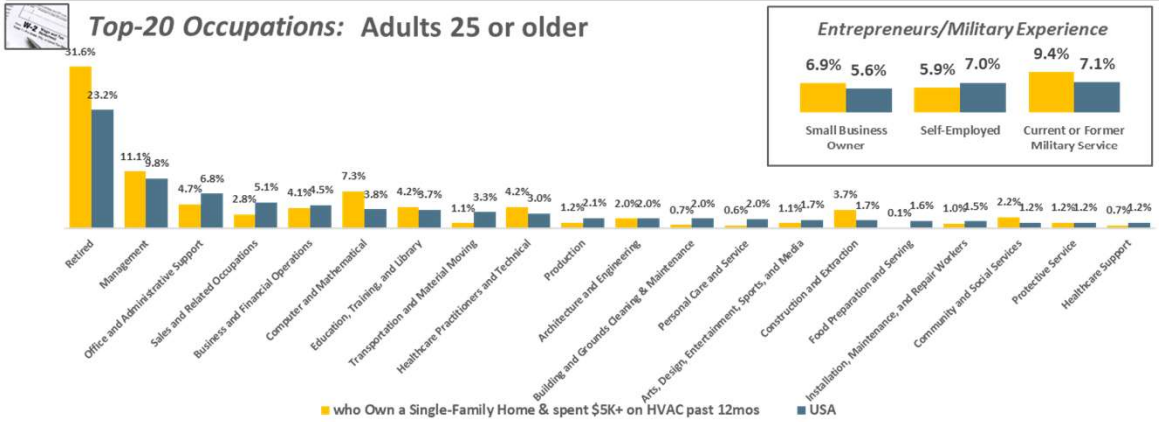
Employment: Adults 25 or older



Marital Status: Adults 25 or older

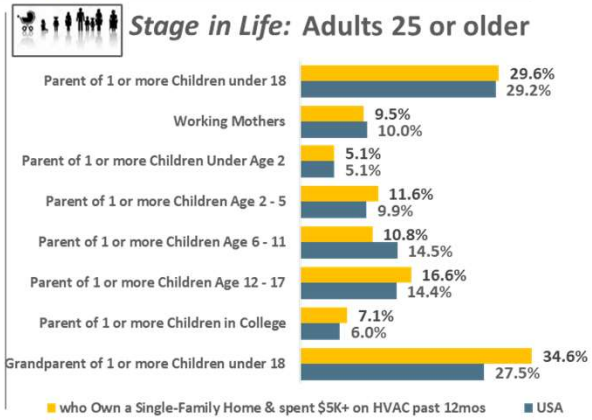


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 25 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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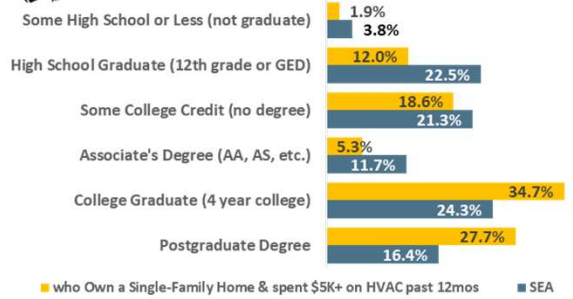
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

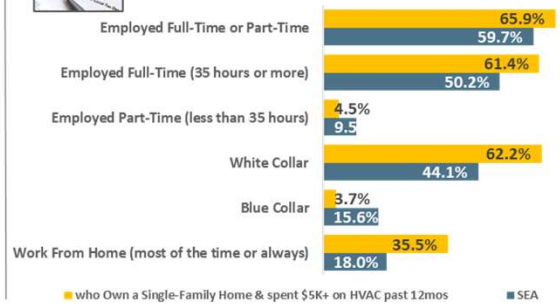


2.5% or 102,271 of SEA DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 53.1% more likely to be a college graduate, 22.3% more likely to work full-time, 42.2% more likely to be married, 39.6% more likely to be a parent of 1 or more children un

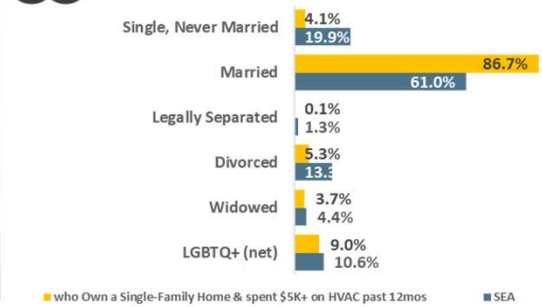
Education Levels: Adults 25 or older



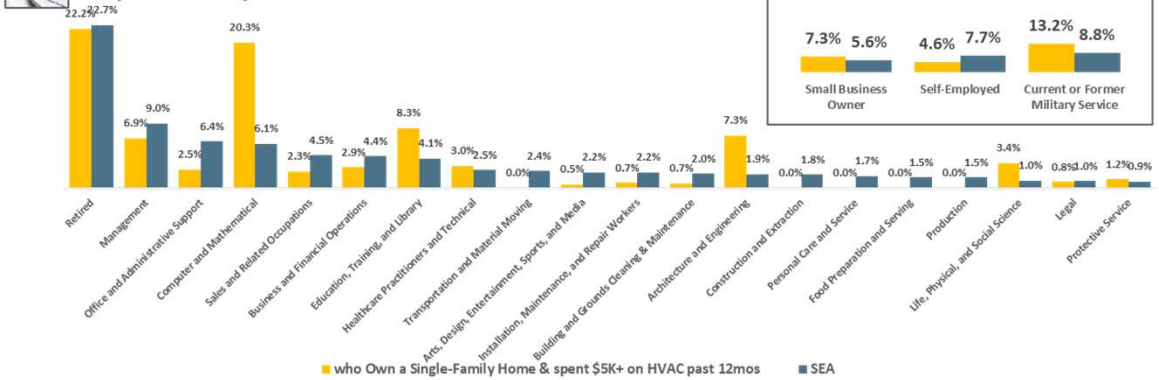
Employment: Adults 25 or older



Marital Status: Adults 25 or older

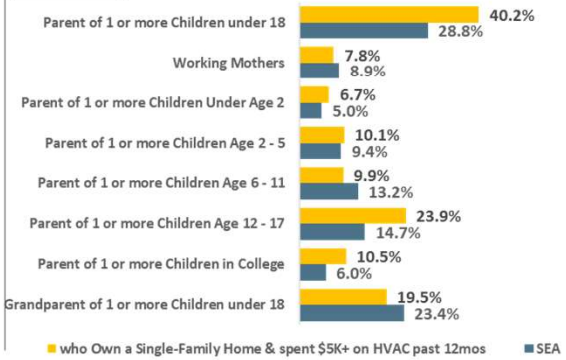


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 25 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 111

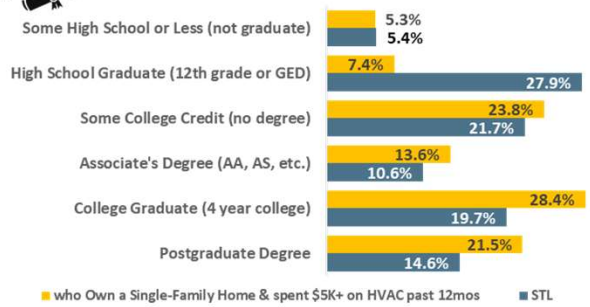
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

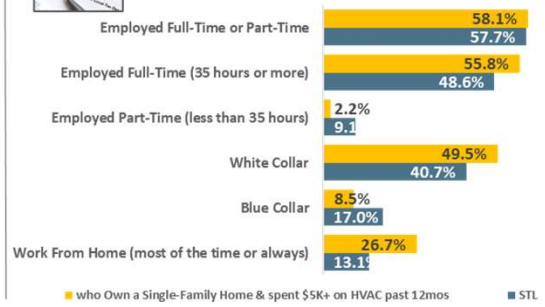


2.2% or 48,217 of STL DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 45.3% more likely to be a college graduate, 14.8% more likely to work full-time, 36.9% more likely to be married, 10.7% less likely to be a parent of 1 or more children un

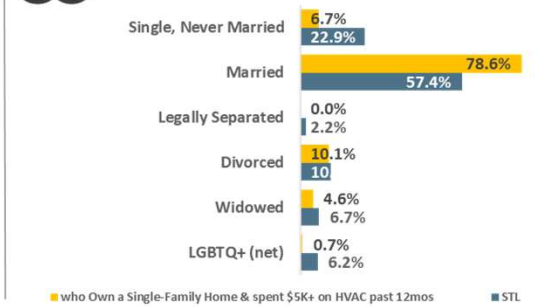
Education Levels: Adults 25 or older



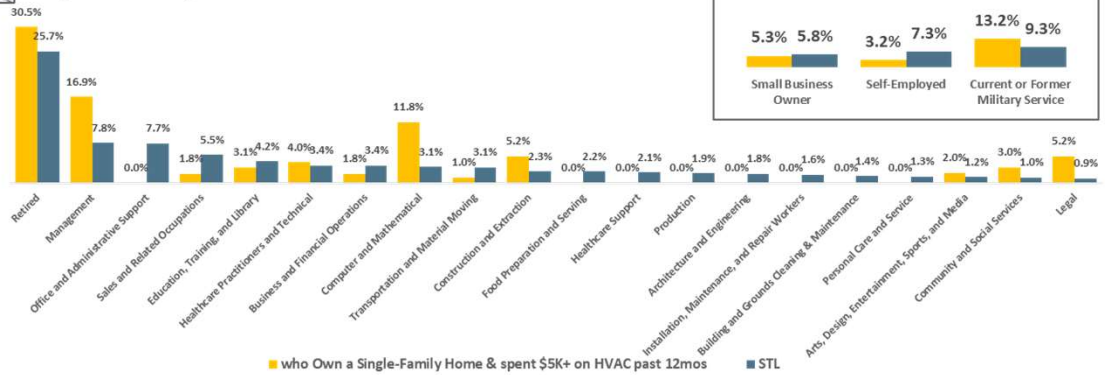
Employment: Adults 25 or older



Marital Status: Adults 25 or older

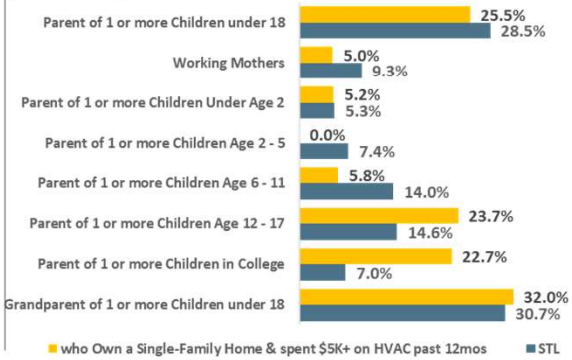


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 25 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

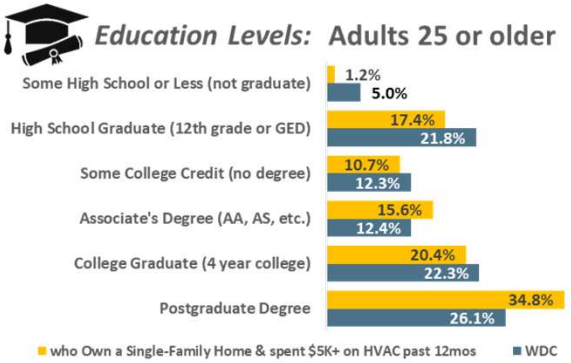
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

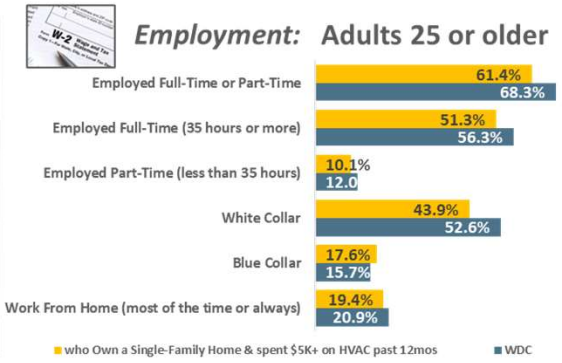


2.4% or 122,454 of WDC DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 13.9% more likely to be a college graduate, 8.8% less likely to work full-time, 29.6% more likely to be married, 4.9% more likely to be a parent of 1 or more children unde

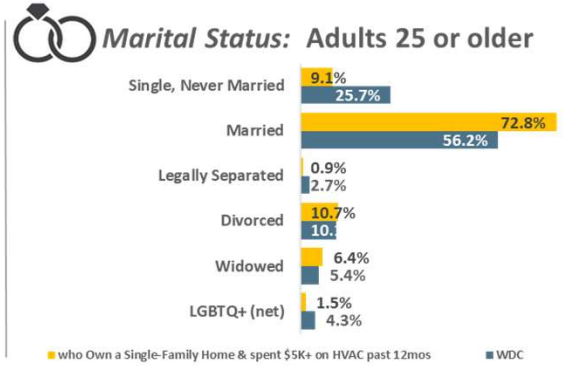
Education Levels: Adults 25 or older



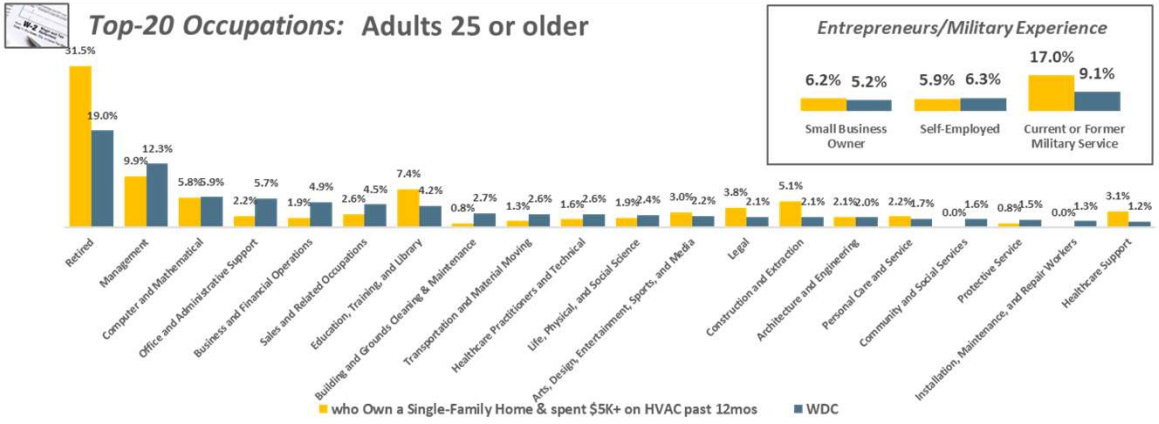
Employment: Adults 25 or older



Marital Status: Adults 25 or older



Top-20 Occupations: Adults 25 or older



Entrepreneurs/Military Experience



Stage in Life: Adults 25 or older

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 135

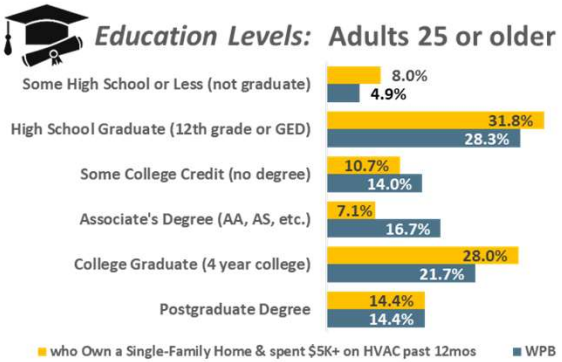
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

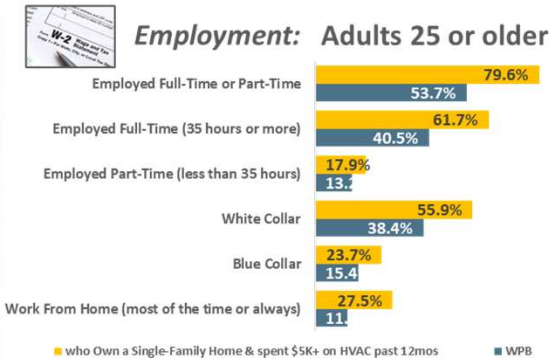


3.4% or 58,065 of WPB DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 17.7% more likely to be a college graduate, 52.4% more likely to work full-time, 75.8% more likely to be married, 82.7% more likely to be a parent of 1 or more children un

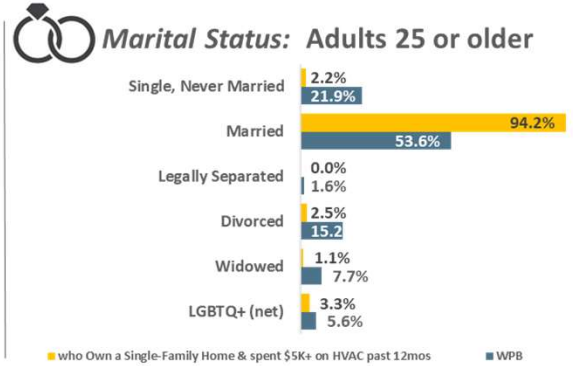
Education Levels: Adults 25 or older



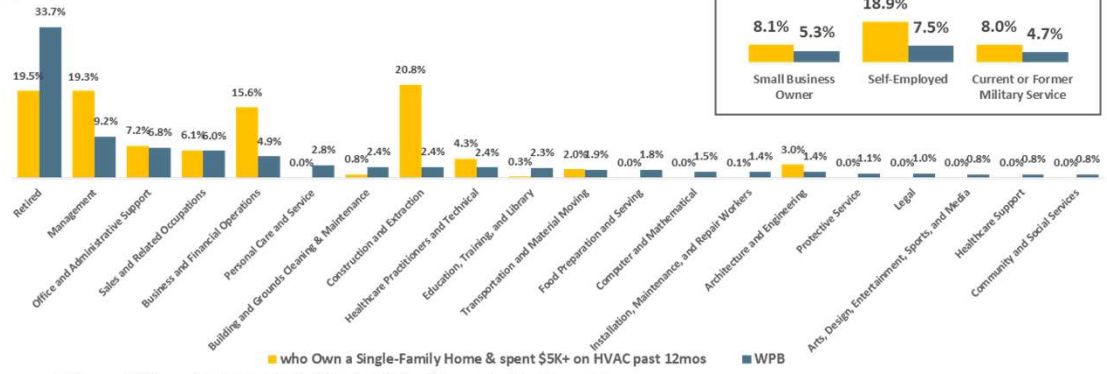
Employment: Adults 25 or older



Marital Status: Adults 25 or older

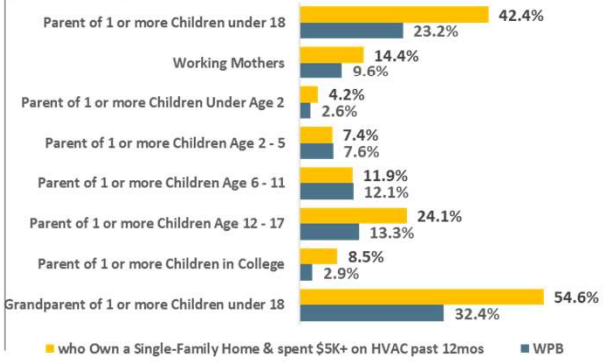


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 25 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 57

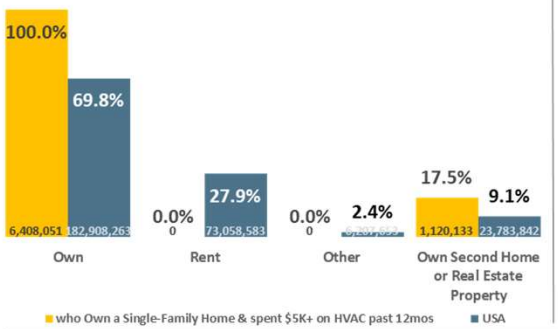
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

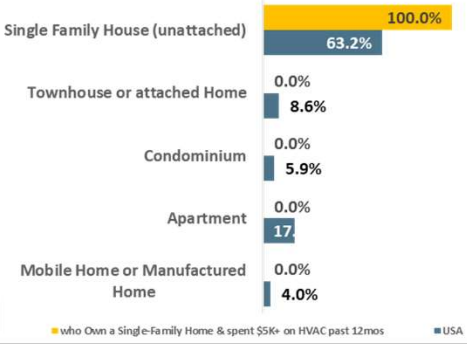


2.4% or 6,408,051 of USA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 43.3% more likely to own their home, 50.7% more likely to own a higher valued home, 58.2% more likely to have a single-family home, 14.9% more likely to have a dog.

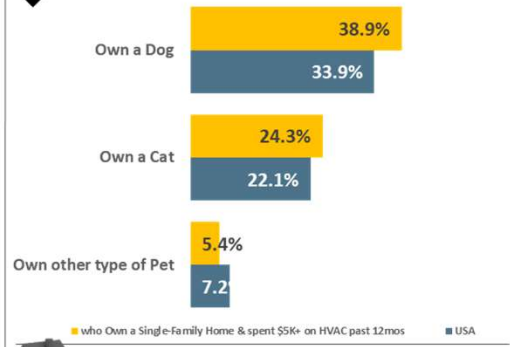
Own/Rent/Other: Adults 25 or older



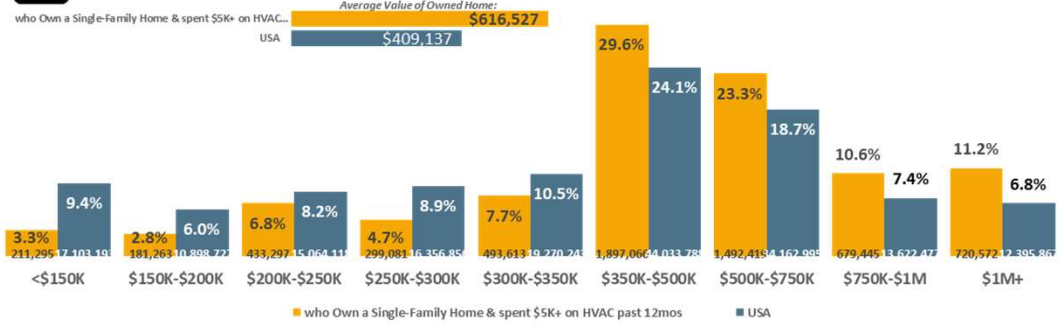
Type of Home: Adults 25 or older



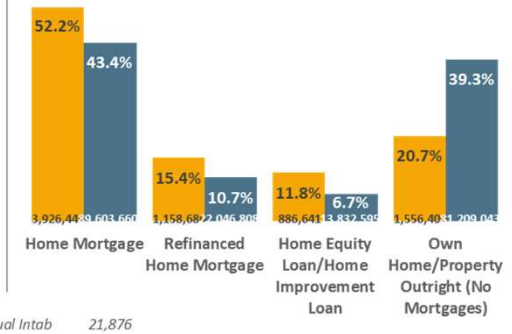
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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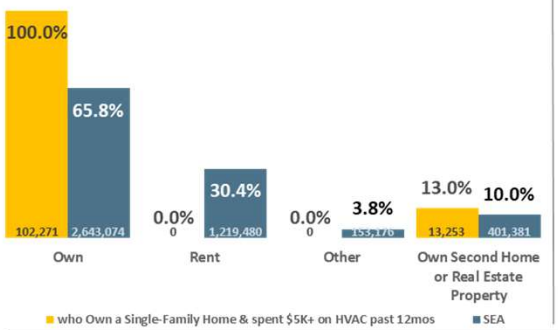
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

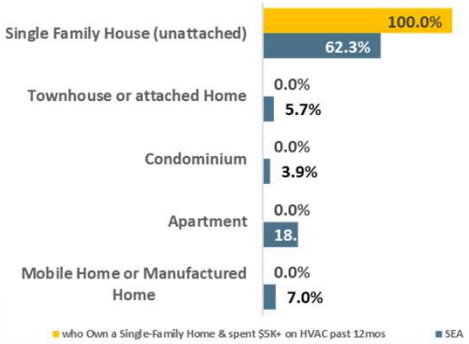


2.5% or 102,271 of SEA DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 51.9% more likely to own their home, 29.3% more likely to own a higher valued home, 60.6% more likely to have a single-family home, 16.9% more likely to have a dog.

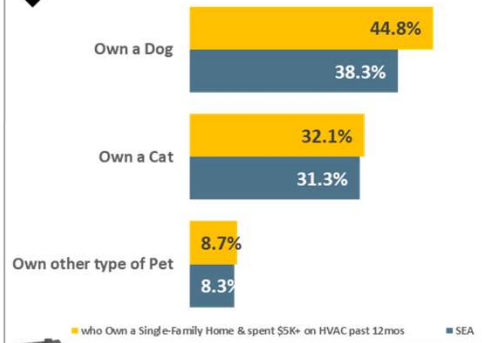
Own/Rent/Other: Adults 25 or older



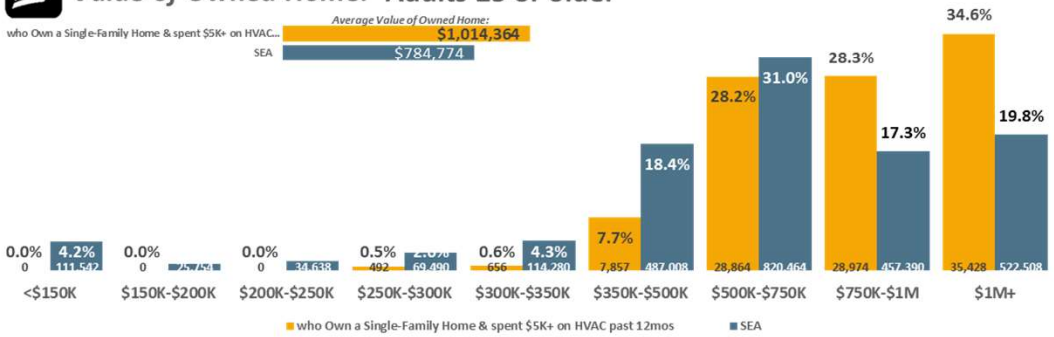
Type of Home: Adults 25 or older



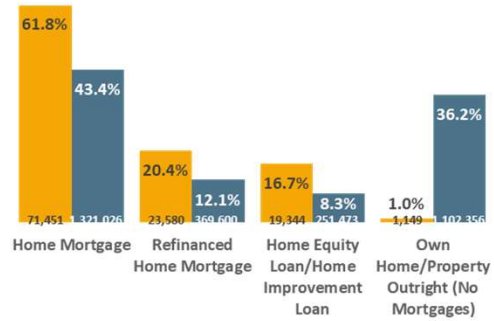
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 111

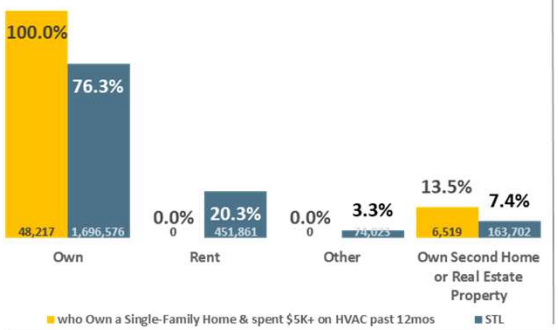
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

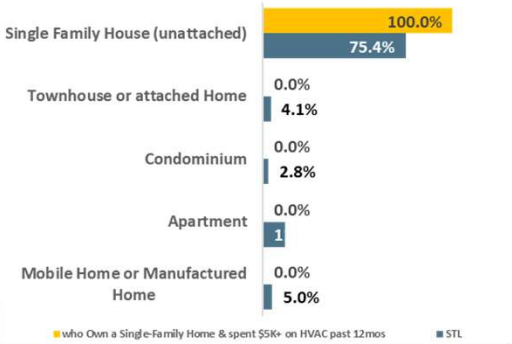


2.2% or 48,217 of STL DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 31.% more likely to own their home, 23.2% more likely to own a higher valued home, 32.7% more likely to have a single-family home, 25.4% more likely to have a dog.

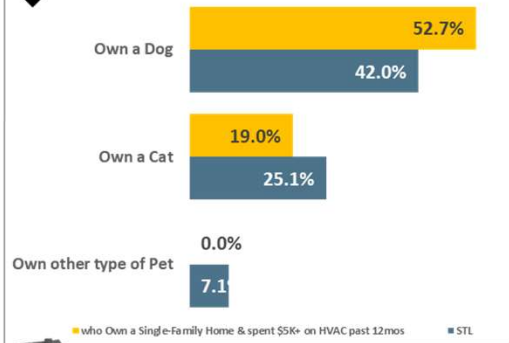
Own/Rent/Other: Adults 25 or older



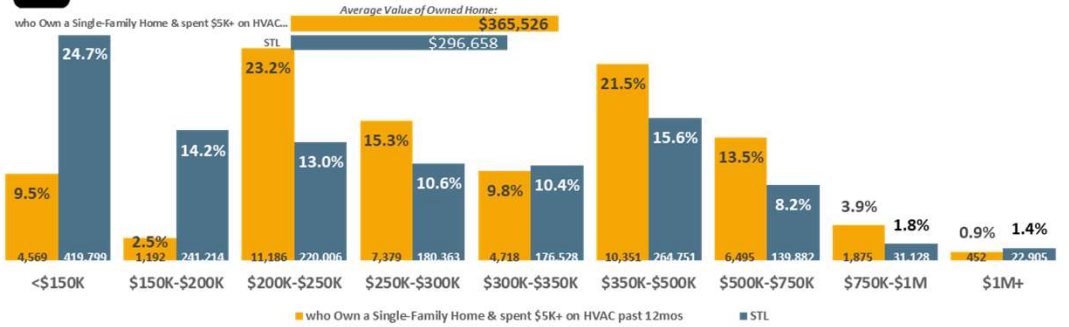
Type of Home: Adults 25 or older



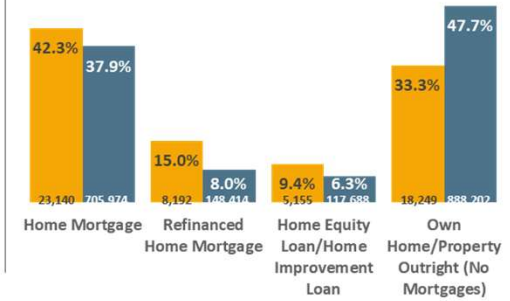
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

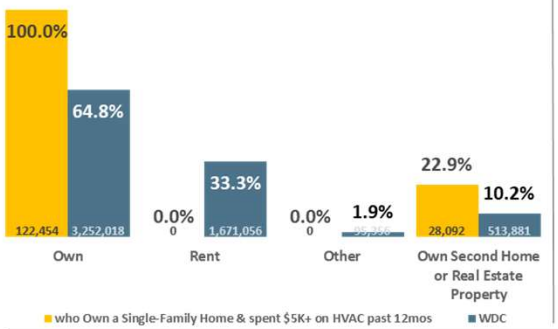
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

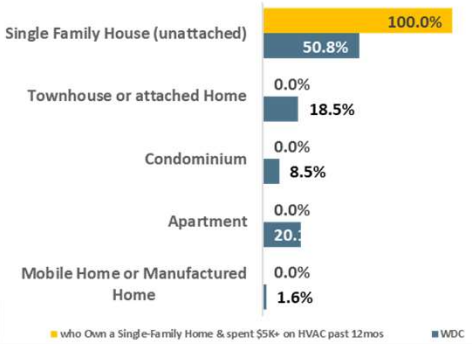


2.4% or 122,454 of WDC DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 54.3% more likely to own their home, 2.1% more likely to own a higher valued home, 96.8% more likely to have a single-family home, 53.4% more likely to have a dog.

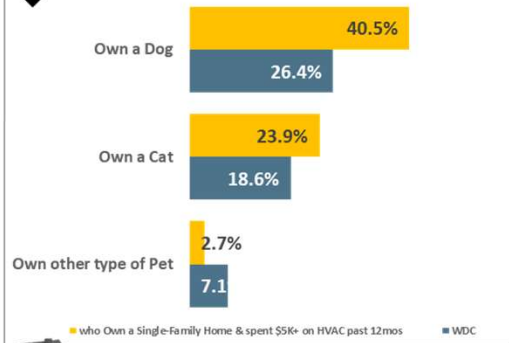
Own/Rent/Other: Adults 25 or older



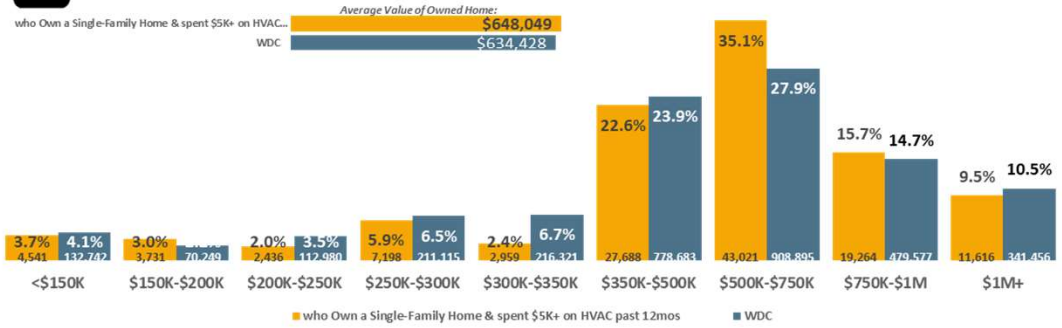
Type of Home: Adults 25 or older



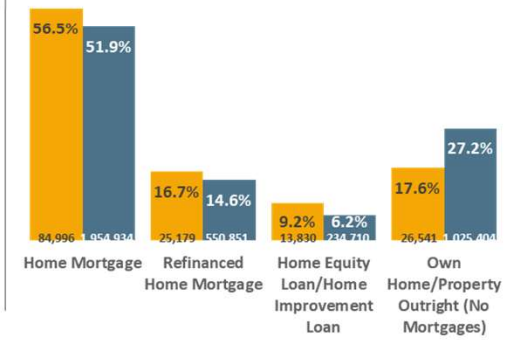
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 135

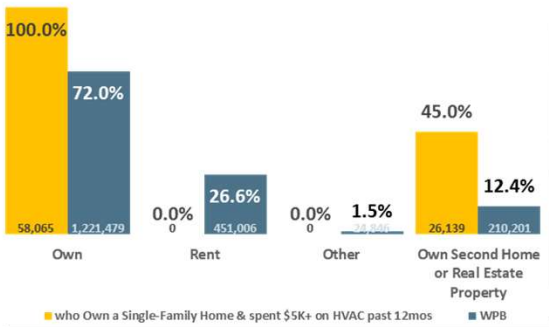
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

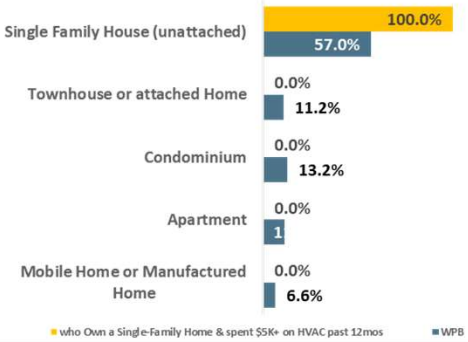


3.4% or 58,065 of WPB DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 39.% more likely to own their home, 89.2% more likely to own a higher valued home, 75.5% more likely to have a single-family home, 49.6% more likely to have a dog.

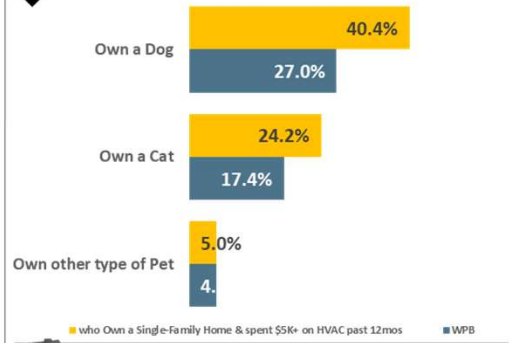
Own/Rent/Other: Adults 25 or older



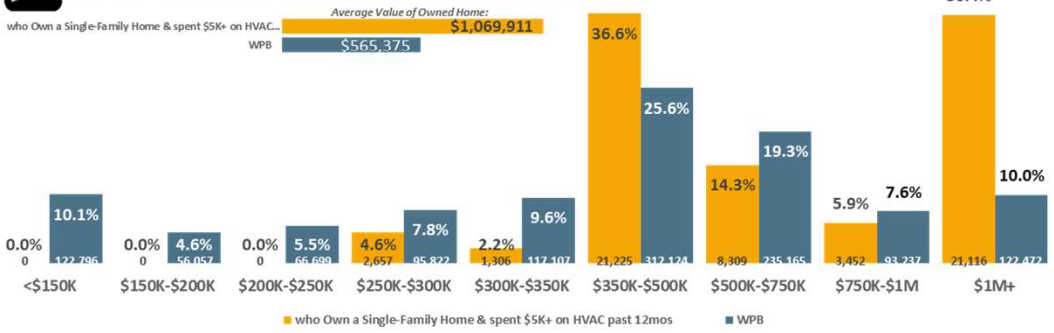
Type of Home: Adults 25 or older



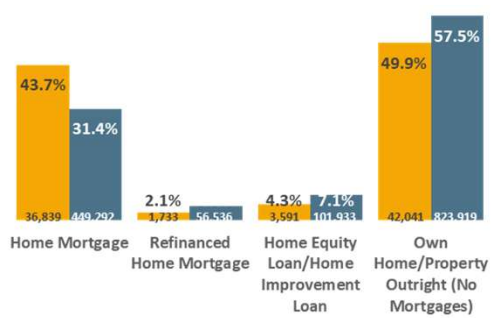
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 57

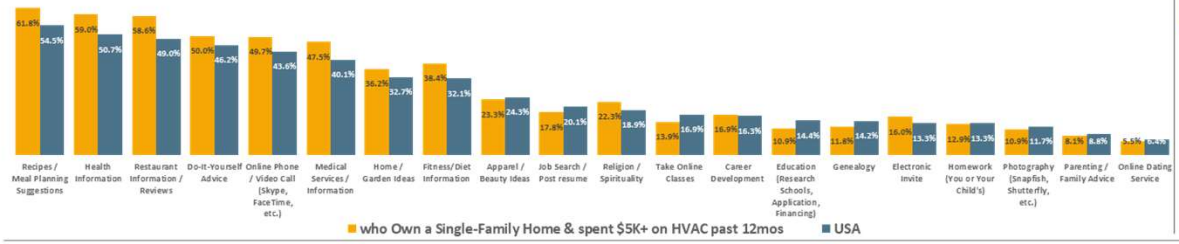
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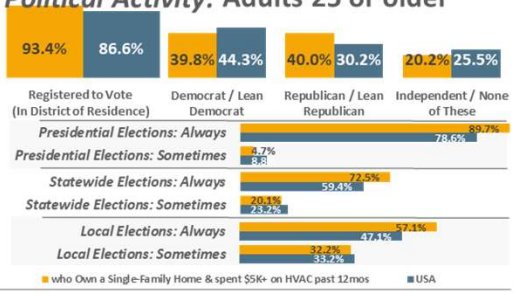


2.4% or 6,408,051 of USA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 8.1% more likely to look up D-I-Y advice online, 21.1% more likely to always vote in local elections, 35.4% more likely to belong to a gym, 21.9% more likely to fly domest

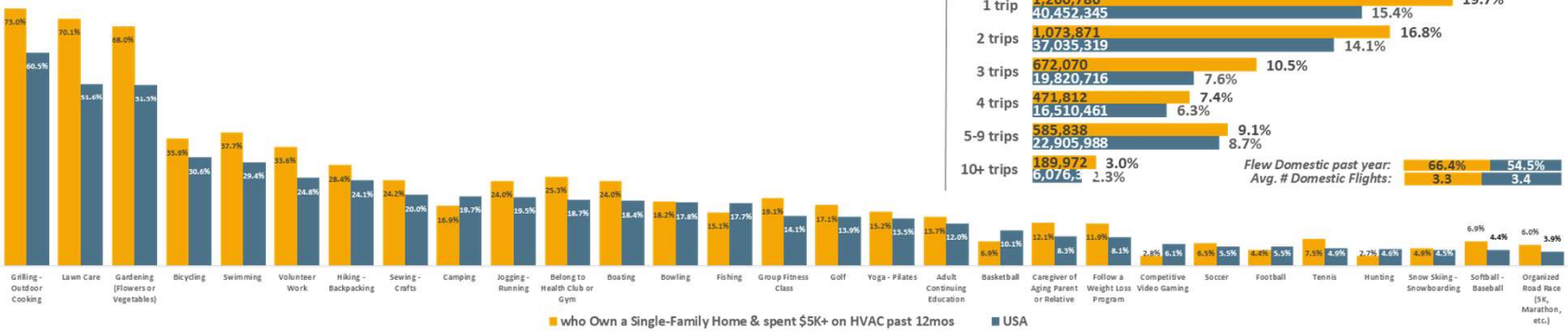
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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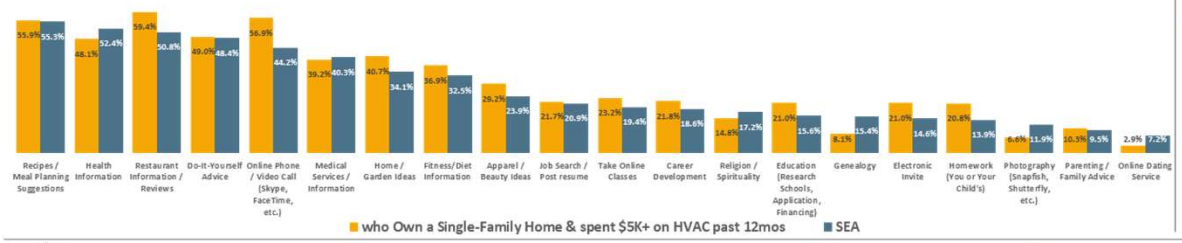
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

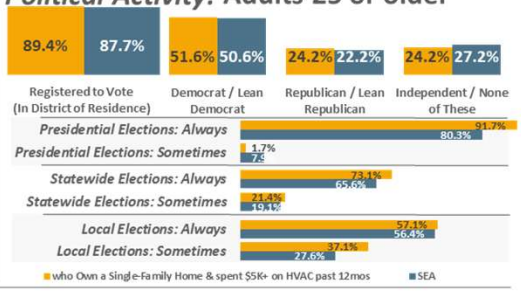


2.5% or 102,271 of SEA DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 1.1% more likely to look up D-I-Y advice online, 1.4% more likely to always vote in local elections, 4.8% more likely to belong to a gym, 27.% more likely to fly domestic

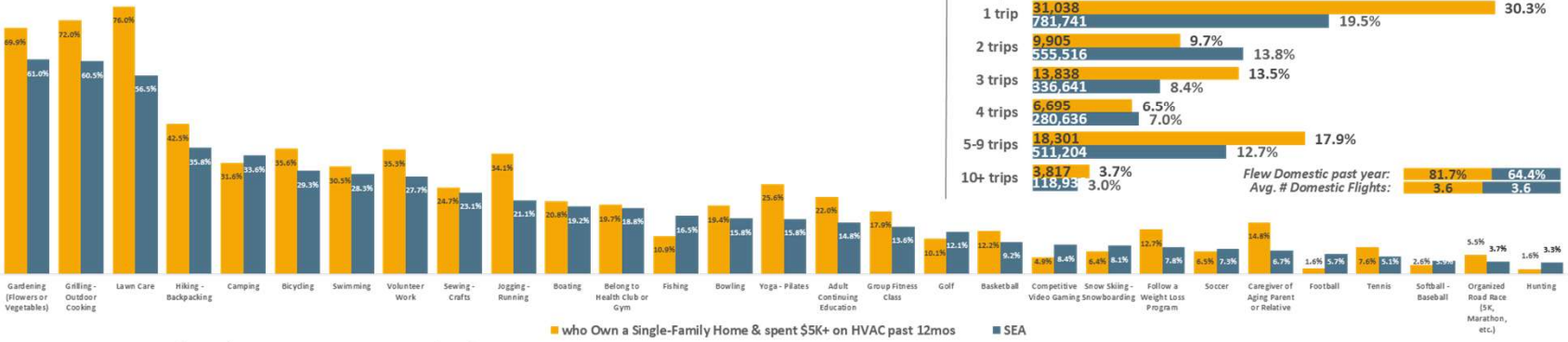
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older

SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 111

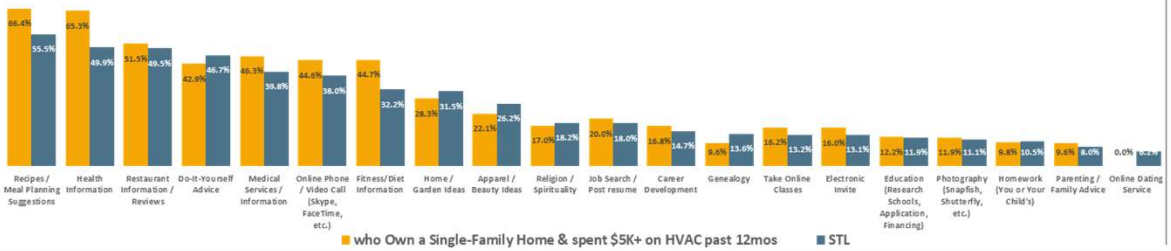
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

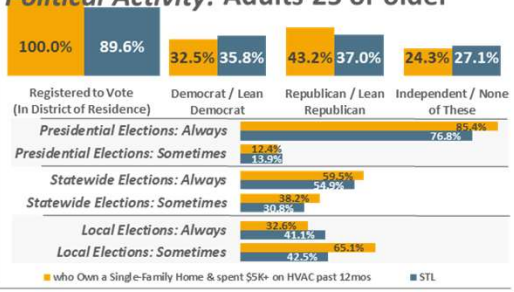


2.2% or 48,217 of STL DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 8.% less likely to look up D-I-Y advice online, 20.7% less likely to always vote in local elections, 20.5% more likely to belong to a gym, 25.1% more likely to fly domesti

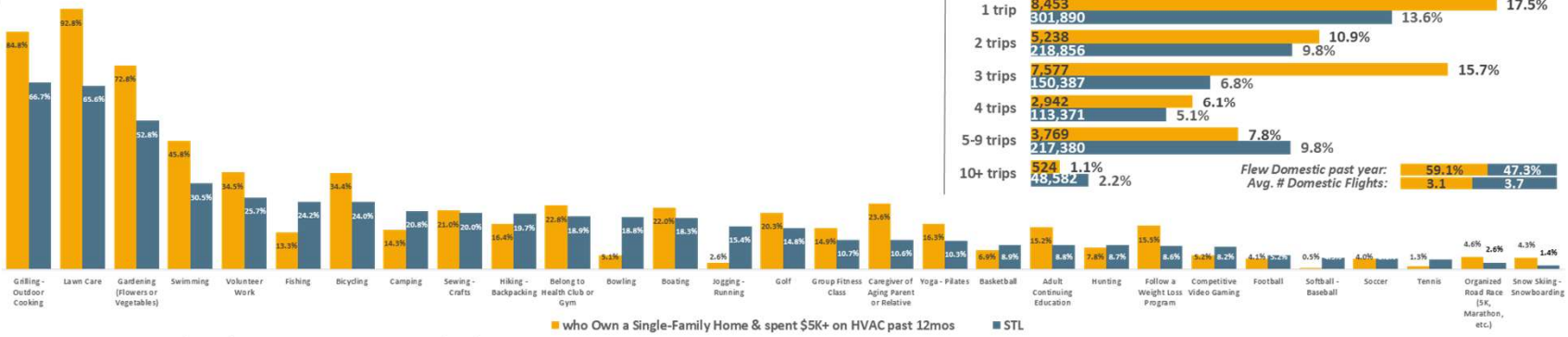
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older

STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

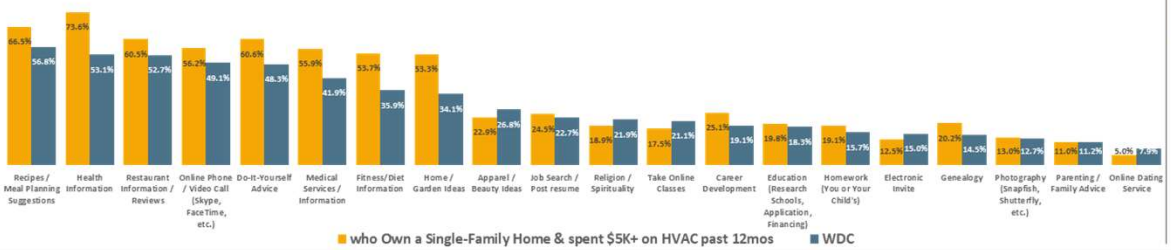
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

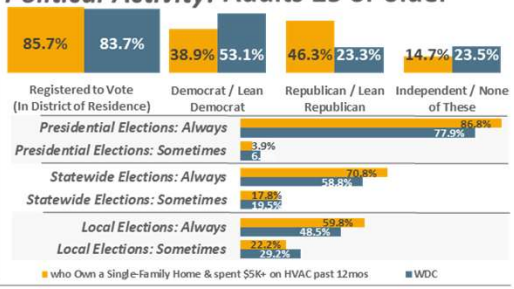


2.4% or 122,454 of WDC DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past… Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 25.4% more likely to look up D-I-Y advice online, 23.3% more likely to always vote in local elections, 11.9% more likely to belong to a gym, 13.4% more likely to fly domes

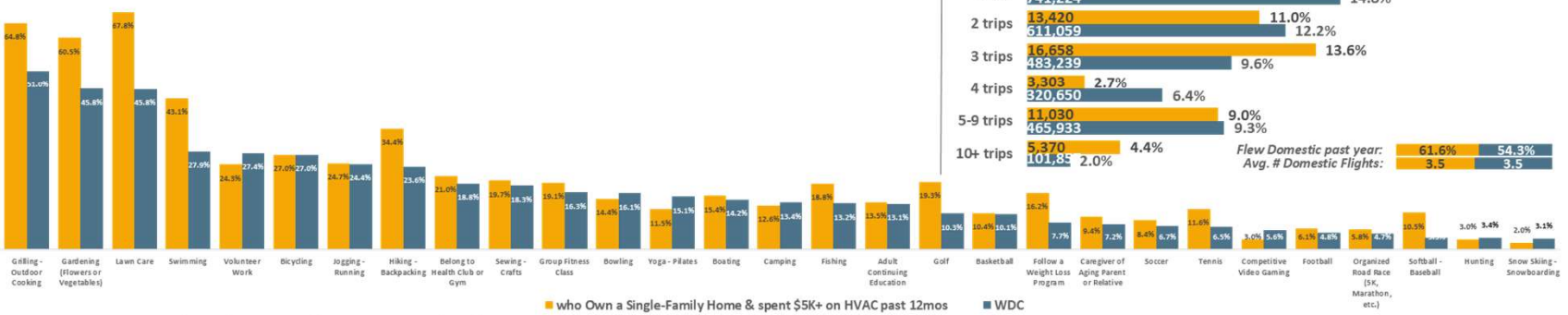
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 135

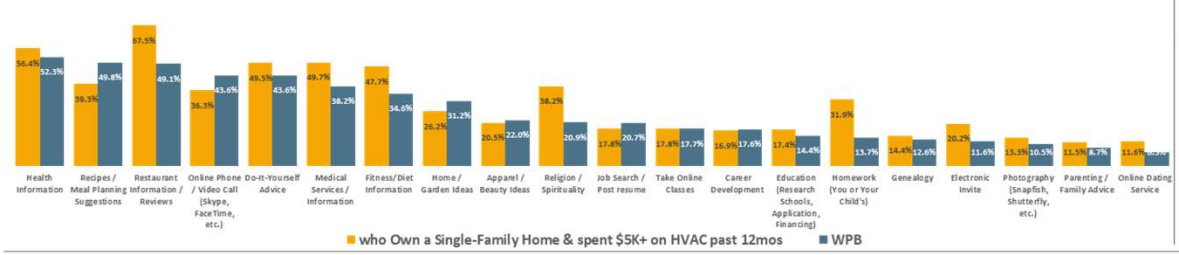
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

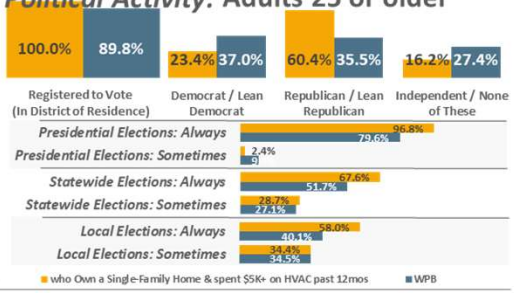


3.4% or 58,065 of WPB DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 13.7% more likely to look up D-I-Y advice online, 44.6% more likely to always vote in local elections, 92.5% more likely to belong to a gym, 64.7% more likely to fly domes

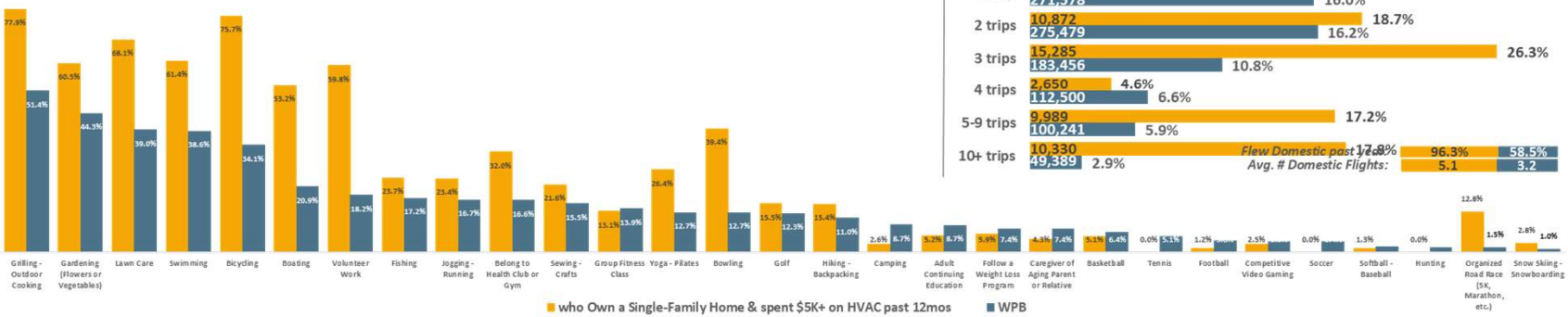
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older

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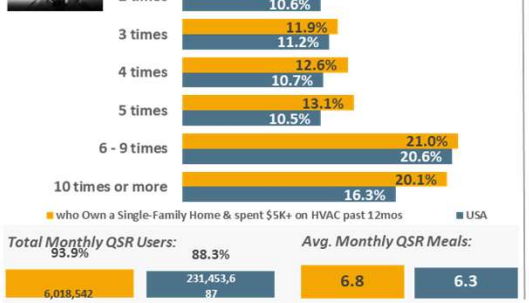
[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



2.4% or 6,408,051 of USA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 6.4% more likely to use QSRs past mo., 19.6% more likely to use Sit-Down Restaurants past mo., 6.3% less likely to use Casinos past yr., 43.9% less likely to smoke cigaret

Past 30-days QSR Users: Adults 25 or older



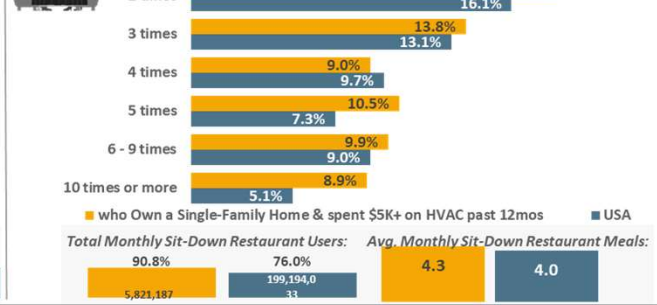


Total Monthly QSR Users:

Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 25 or older





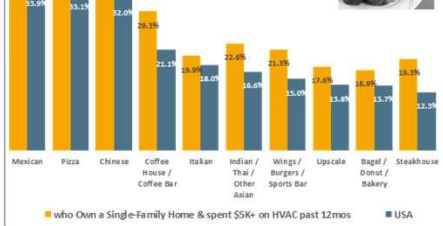
Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)

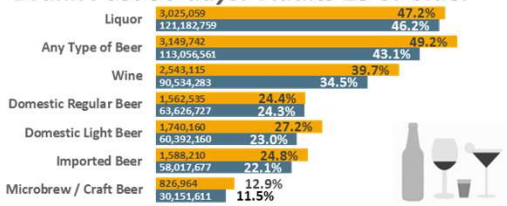




Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

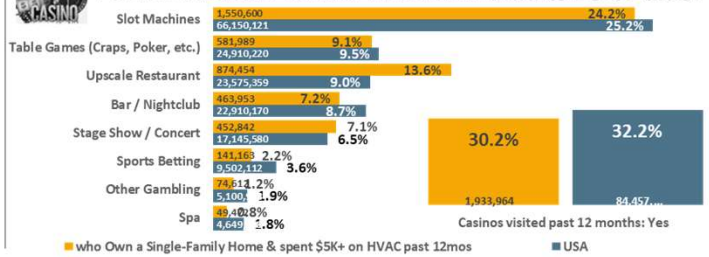


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



2.5% or 102,271 of SEA DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 9.1% more likely to use QSRs past mo., 19.1% more likely to use Sit-Down Restaurants past mo., 29.1% less likely to use Casinos past yr., 84.3% less likely to smoke cigare

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

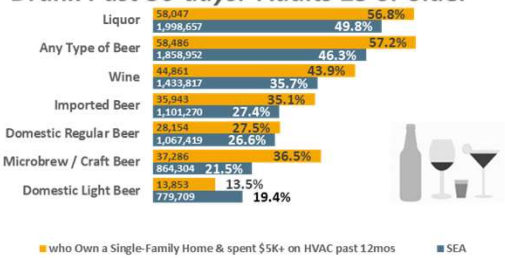
(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older



Used Past 30-days: Adults 25 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 111

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2.2% or 48,217 of STL DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 5.9% more likely to use QSRs past mo., 5.2% more likely to use Sit-Down Restaurants past mo., 44.4% less likely to use Casinos past yr., 44.8% less likely to smoke cigaret

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

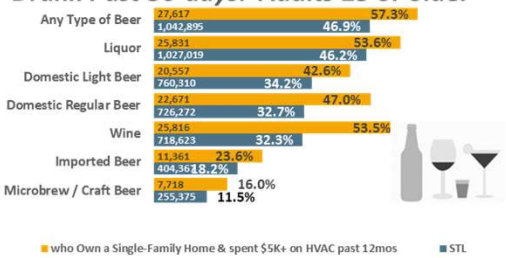
Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)



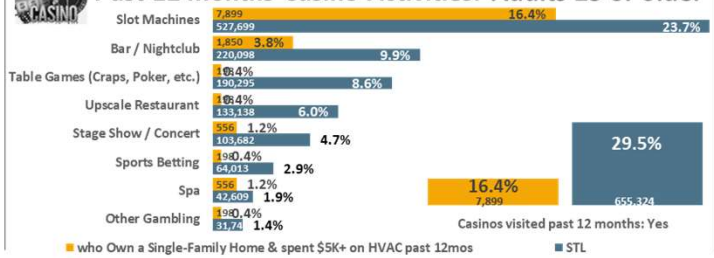
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



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2.4% or 122,454 of WDC DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 1.9% more likely to use QSRs past mo., 22.1% more likely to use Sit-Down Restaurants past mo., 3.5% less likely to use Casinos past yr., 54.6% less likely to smoke cigaret

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users: 90.3% 110,606 | 88.6% 4,448,838

Avg. Monthly QSR Meals: 8.0 | 6.7

Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users: 93.3% 114,206 | 76.4% 3,834,561

Avg. Monthly Sit-Down Restaurant Meals: 5.0 | 4.3

Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Own a Single-Family Home & spent $5K+ on HVAC... 20,437 16.7%

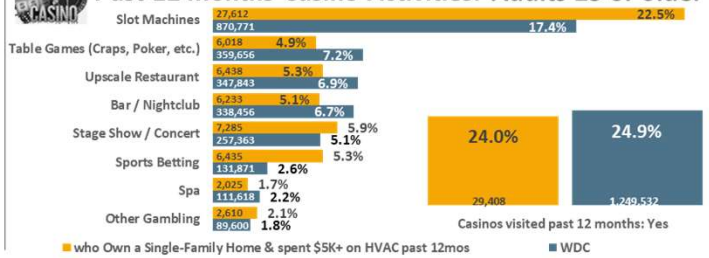
WDC 1,226,386 24.4%

Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 135

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3.4% or 58,065 of WPB DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 8.6% more likely to use QSRs past mo., 12.9% more likely to use Sit-Down Restaurants past mo., 32.9% more likely to use Casinos past yr., 91.5% less likely to smoke cigare

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



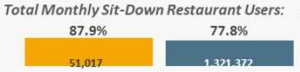
Avg. Monthly QSR Meals:



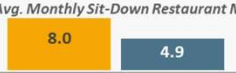
Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

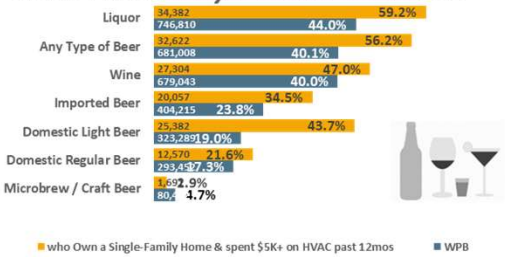
(Sit-Down Restaurants Used Past 30-days)



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

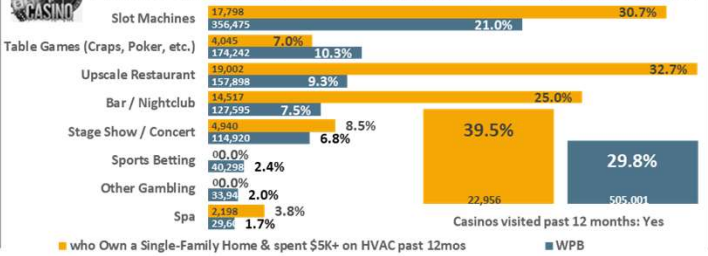


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



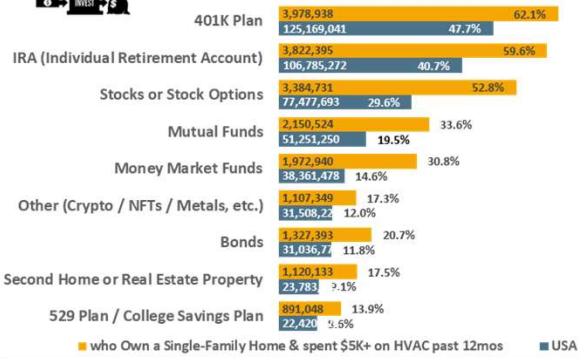
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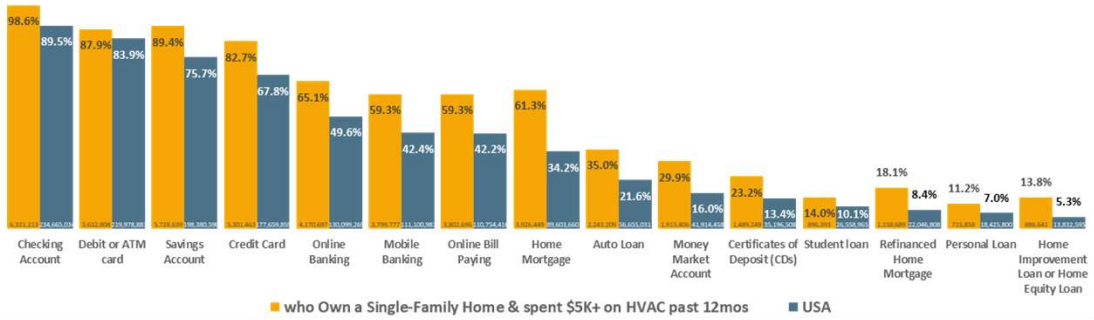


2.4% or 6,408,051 of USA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 30.1% more likely to have a 401K, 62.% more likely to have an Auto Loan, 87.9% more likely to Invest/Trade Stocks Online, 2.3% less likely to pay with their Debit Card.

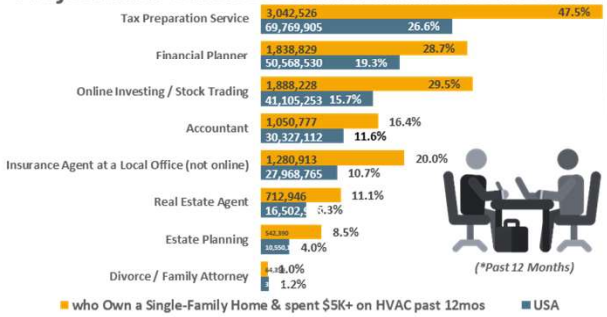
Investments Owned: Adults 25 or older



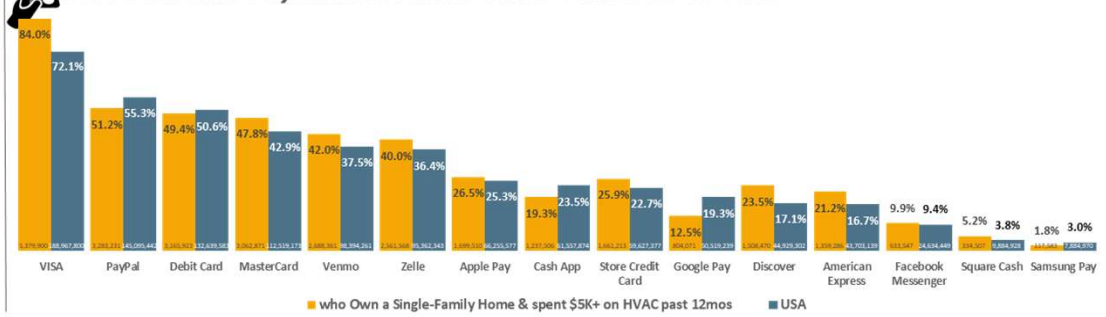
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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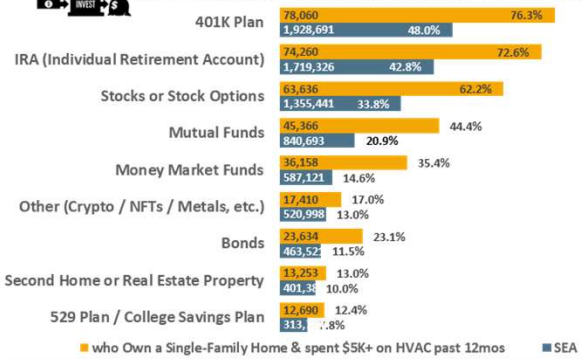
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

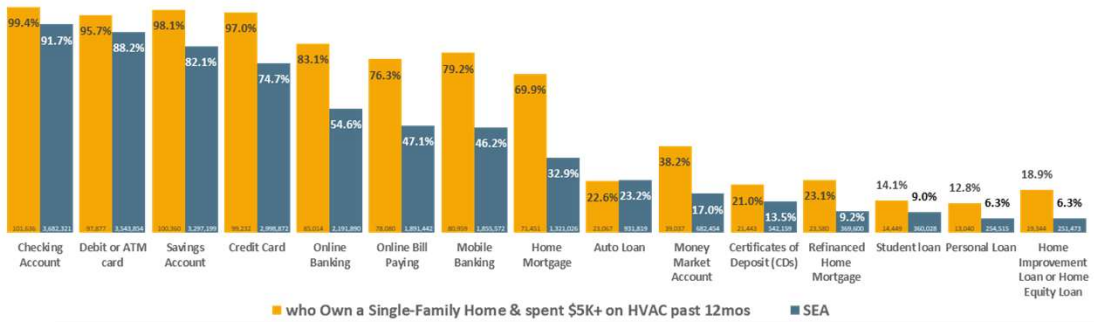


2.5% or 102,271 of SEA DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 58.9% more likely to have a 401K, 2.8% less likely to have an Auto Loan, 115.8% more likely to Invest/Trade Stocks Online, 12.4% less likely to pay with their Debit Card.

Investments Owned: Adults 25 or older



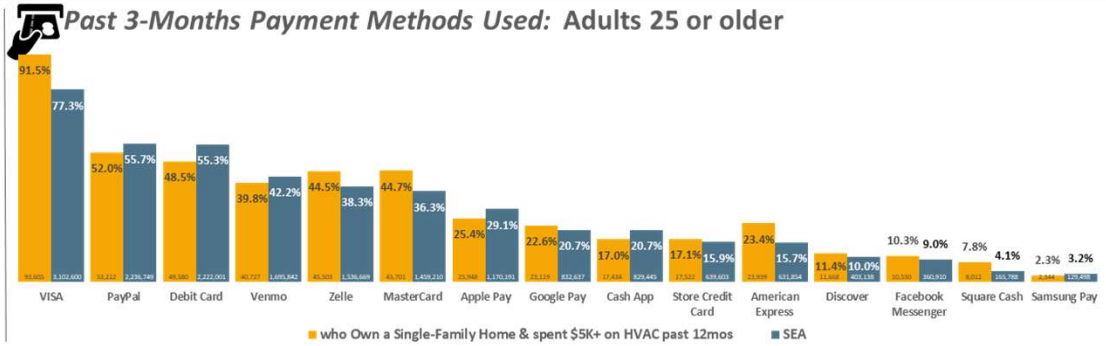
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 111

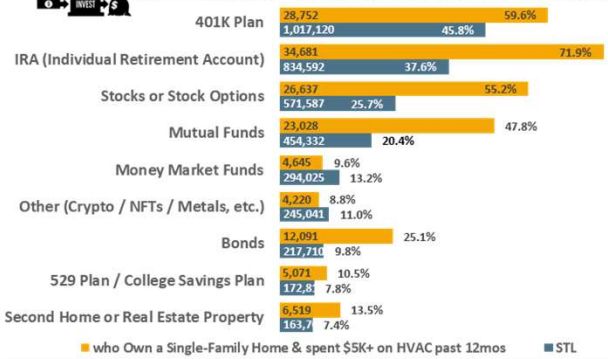
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

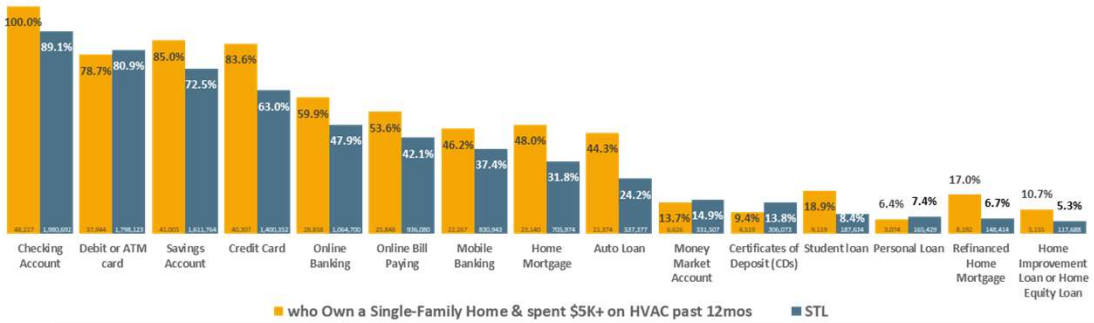


2.2% or 48,217 of STL DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 30.3% more likely to have a 401K, 83.3% more likely to have an Auto Loan, 60.9% more likely to Invest/Trade Stocks Online, 29.3% less likely to pay with their Debit Card.

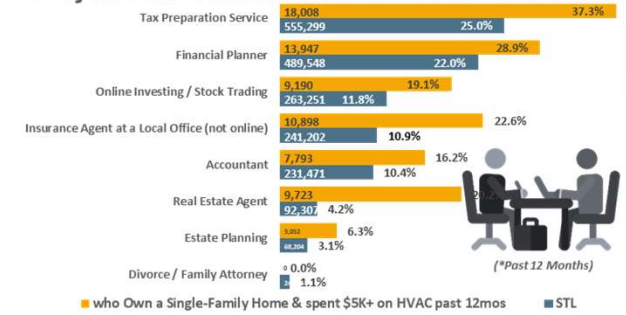
Investments Owned: Adults 25 or older



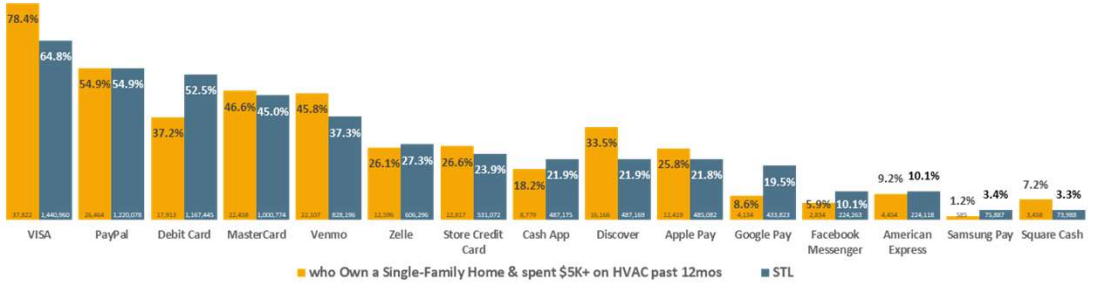
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



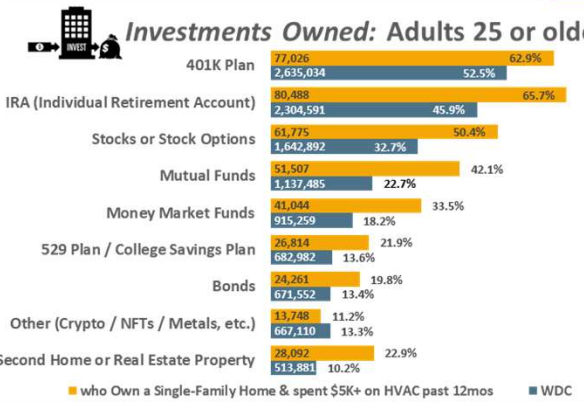
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

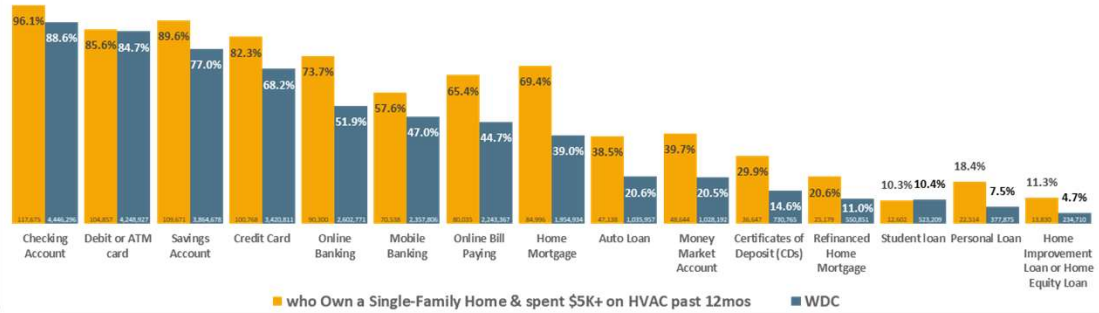


2.4% or 122,454 of WDC DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past... Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 19.8% more likely to have a 401K, 86.5% more likely to have an Auto Loan, 4.1% less likely to Invest/Trade Stocks Online, 12.2% less likely to pay with their Debit Card.

Investments Owned: Adults 25 or older



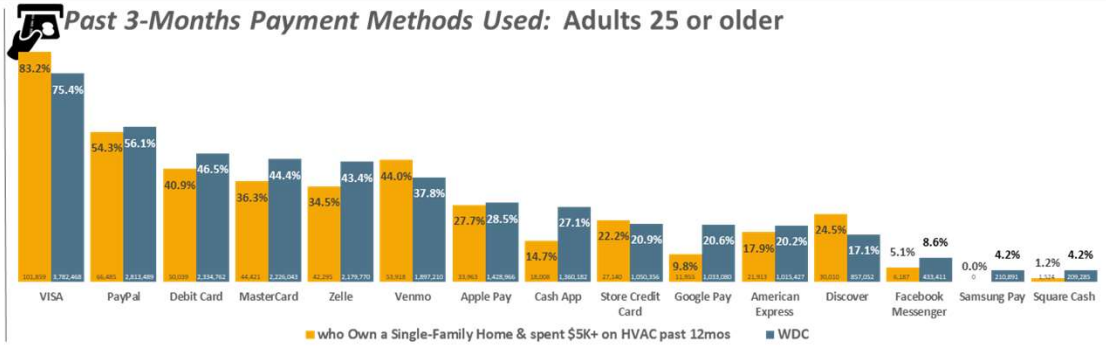
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 135

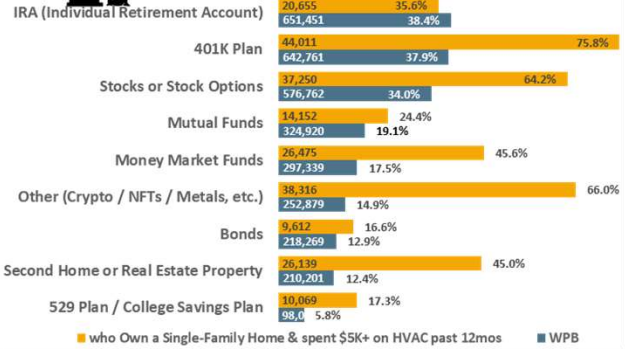
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

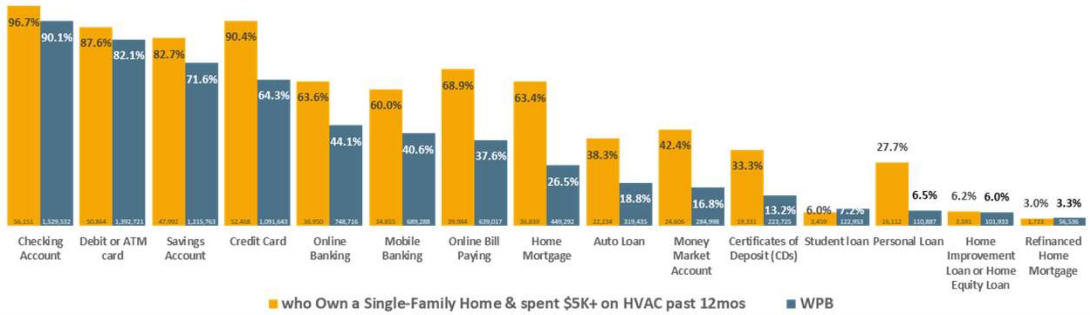


3.4% or 58,065 of WPB DMA Adults 25 or older Own a Single-Family Home & spent $5K+ on HVAC past 12mos. Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos are 100.2% more likely to have a 401K, 103.5% more likely to have an Auto Loan, 162.9% more likely to Invest/Trade Stocks Online, 35.5% more likely to pay with their Debit Car

Investments Owned: Adults 25 or older



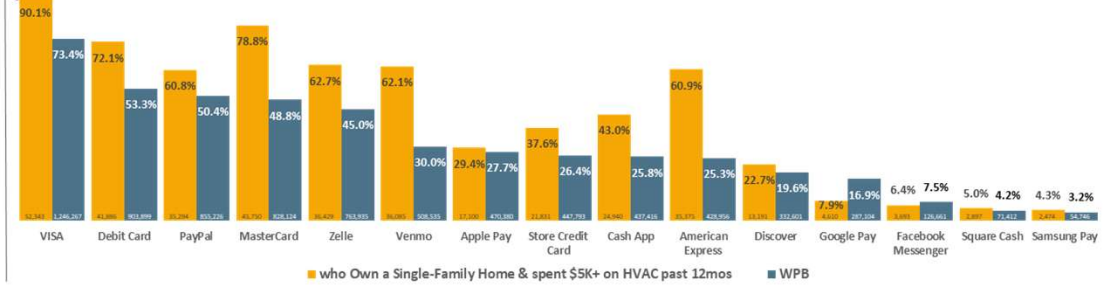
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 57

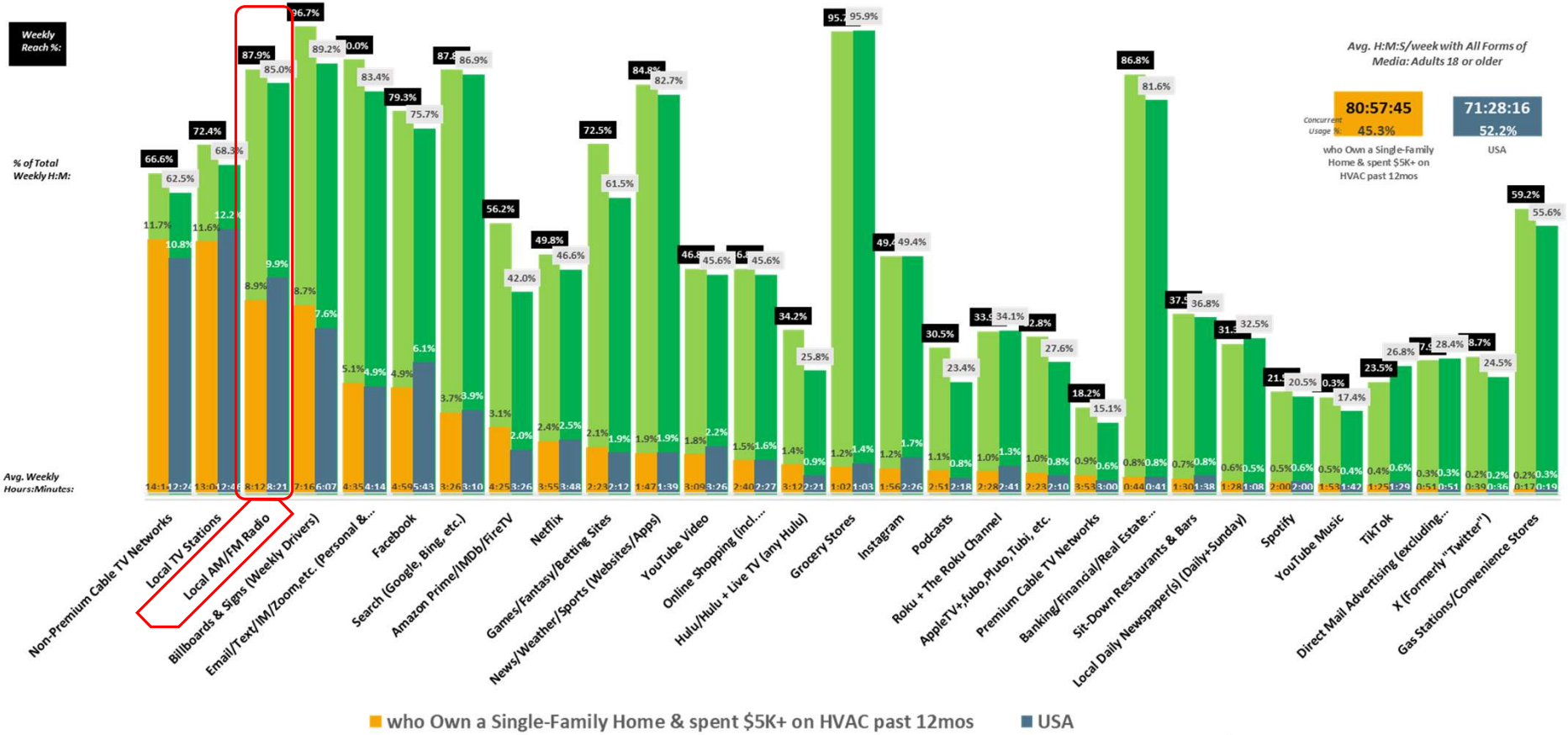
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 3 days, 8 hours, 57 minutes and 45 seconds each week with All Forms of Media.

87.9% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an avg. of 8 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

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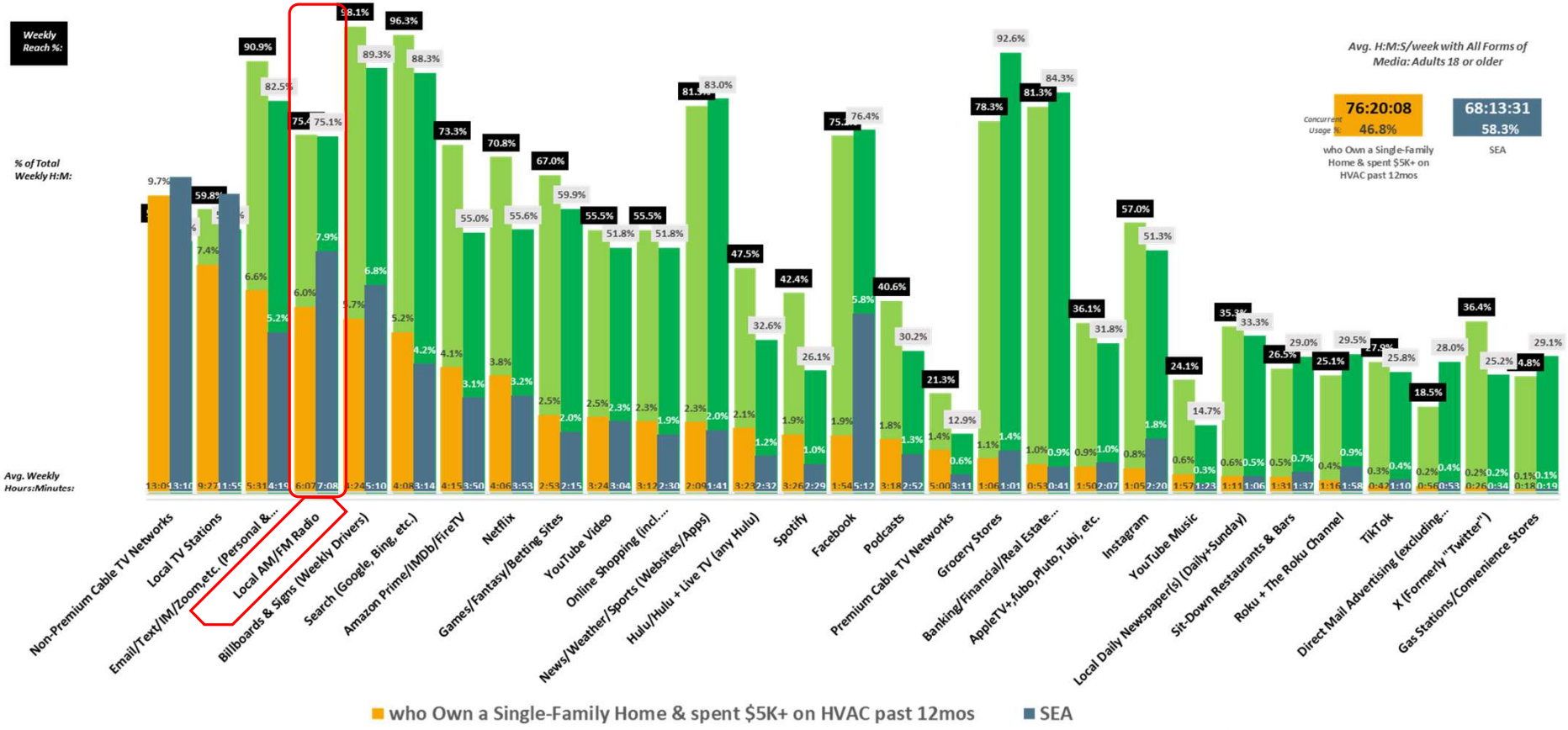
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[[[(Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 3 days, 4 hours, 20 minutes and 8 seconds each week with All Forms of Media.

75.4% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an avg. of 6 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 6.% of total time spent with all forms of Media.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 111 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,669

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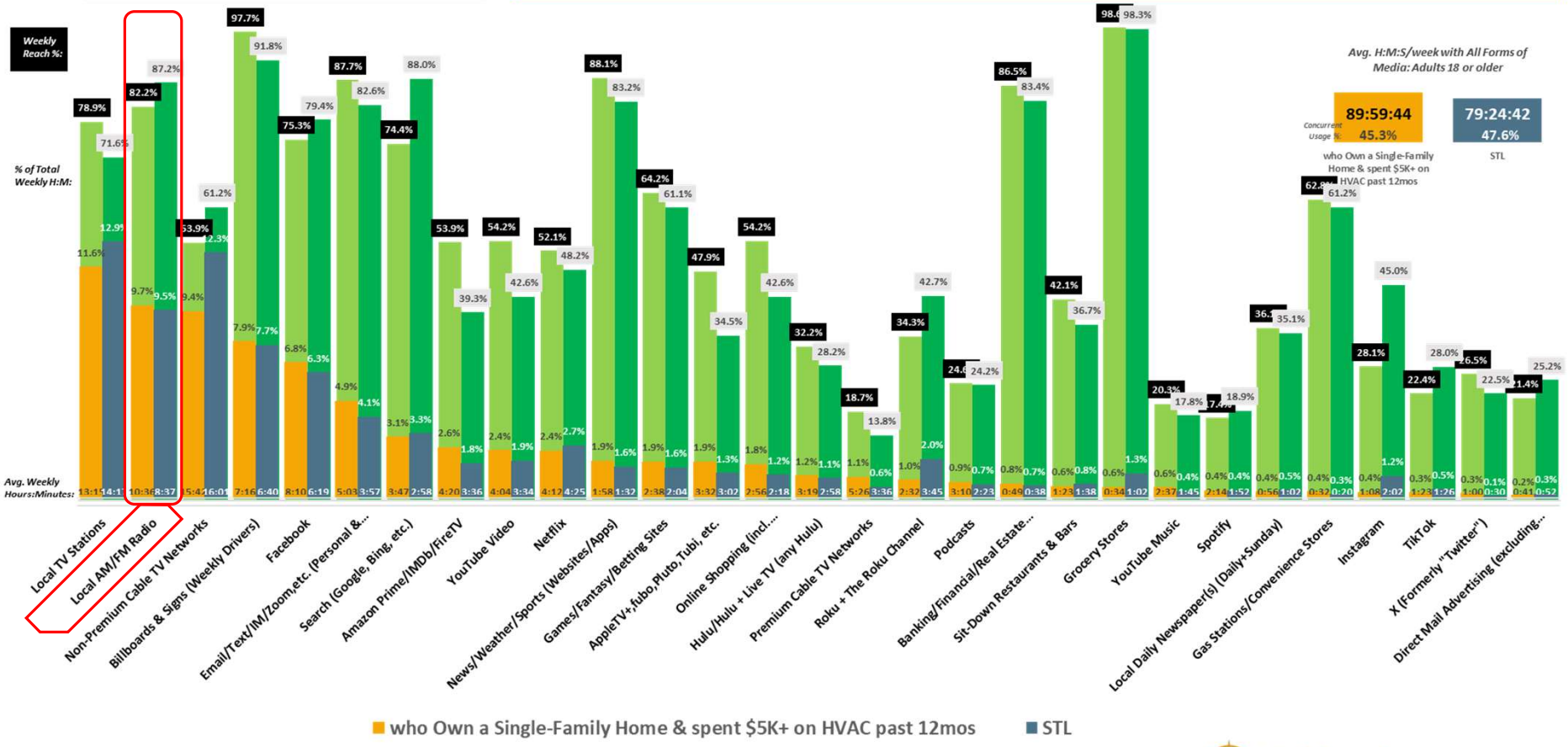
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Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 3 days, 17 hours, 59 minutes and 44 seconds each week with All Forms of Media.

82.2% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an avg. of 10 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,807

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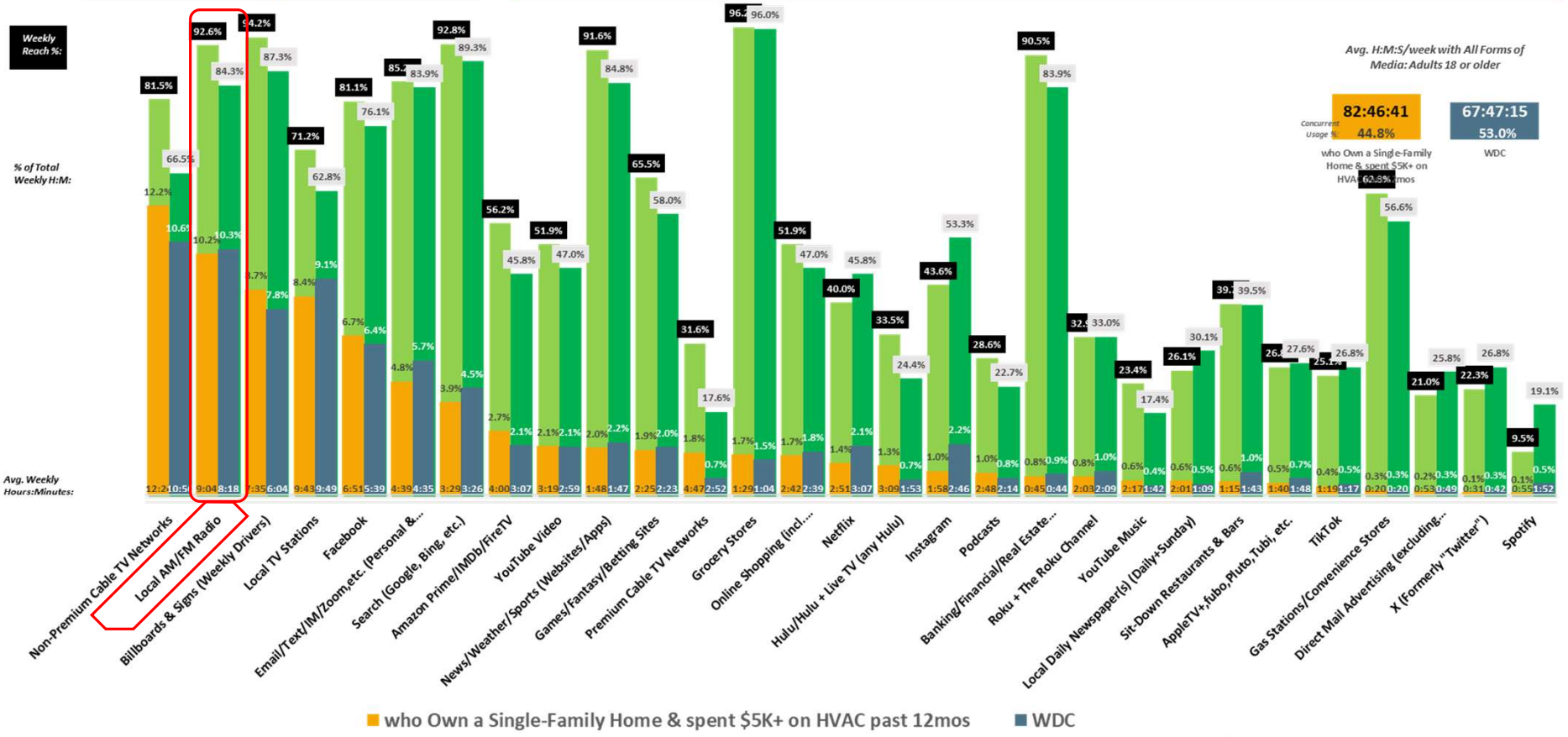
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 3 days, 10 hours, 46 minutes and 41 seconds each week with All Forms of Media.

92.6% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an avg. of 9 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 135 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,152

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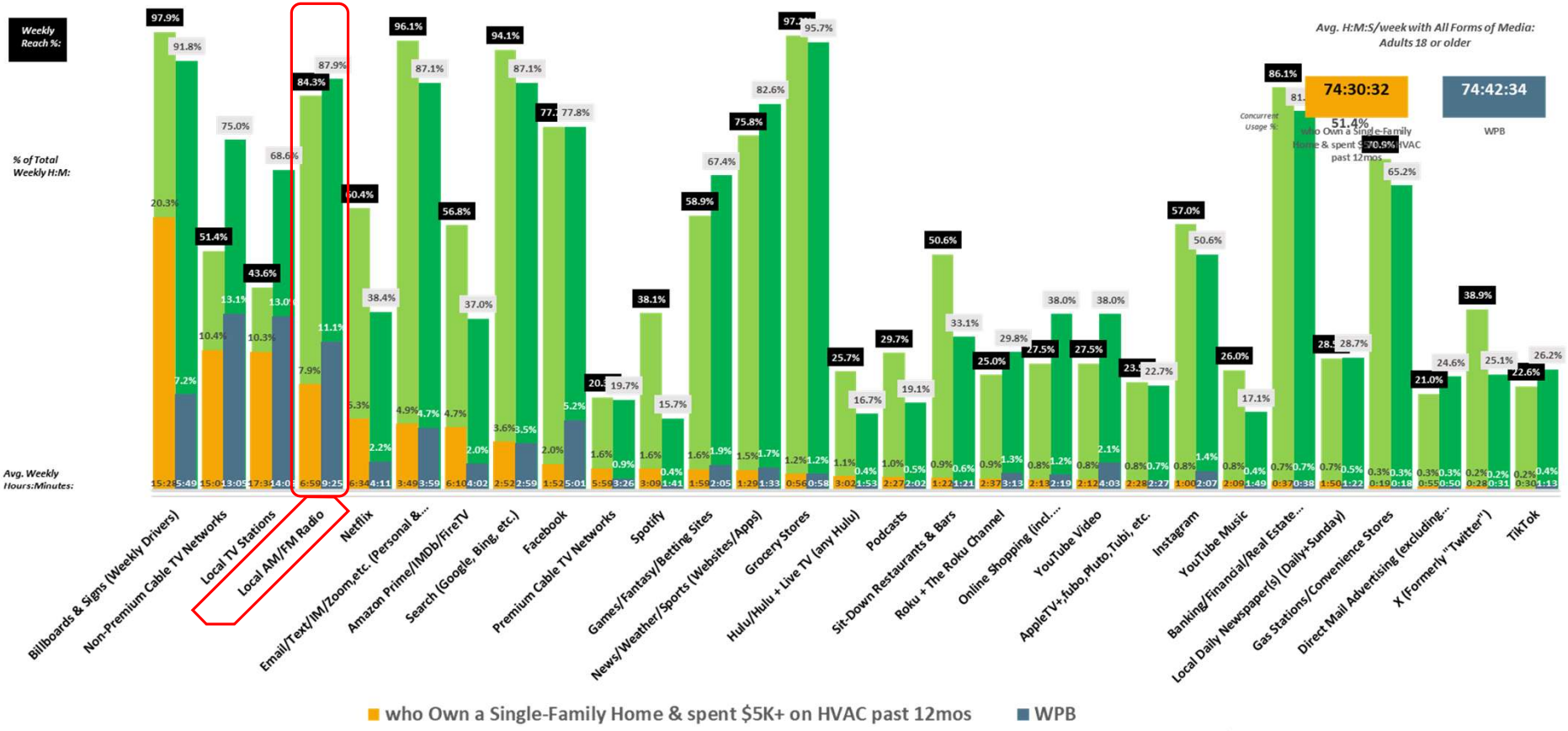
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Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 3 days, 2 hours, 30 minutes and 32 seconds each week with All Forms of Media.

84.3% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an avg. of 6 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 57 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,337

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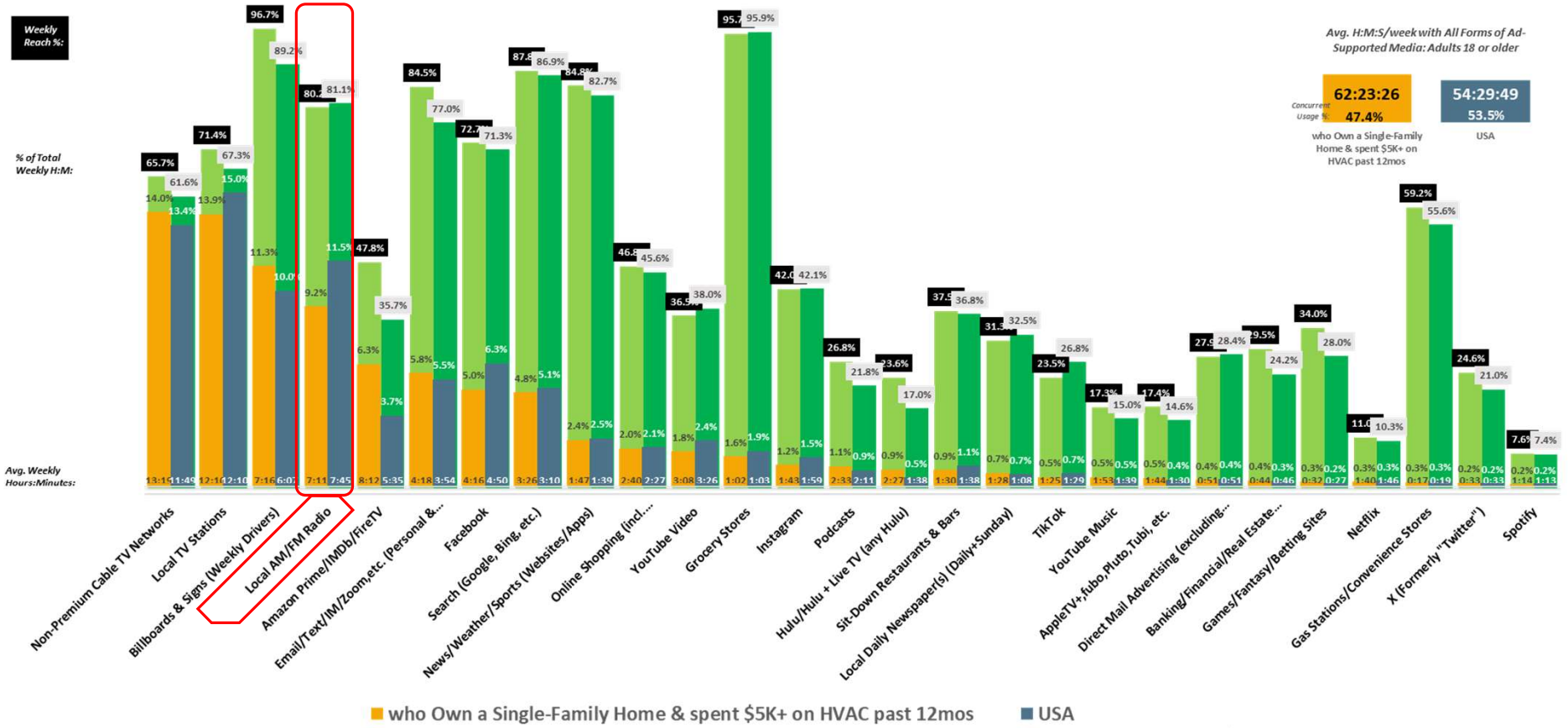
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 2 days, 14 hours, 23 minutes and 26 seconds each week with All Forms of Ad-Supported Media.

80.2% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an avg. of 7 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.2% of total time spent with all forms of Ad-Supported Me



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876
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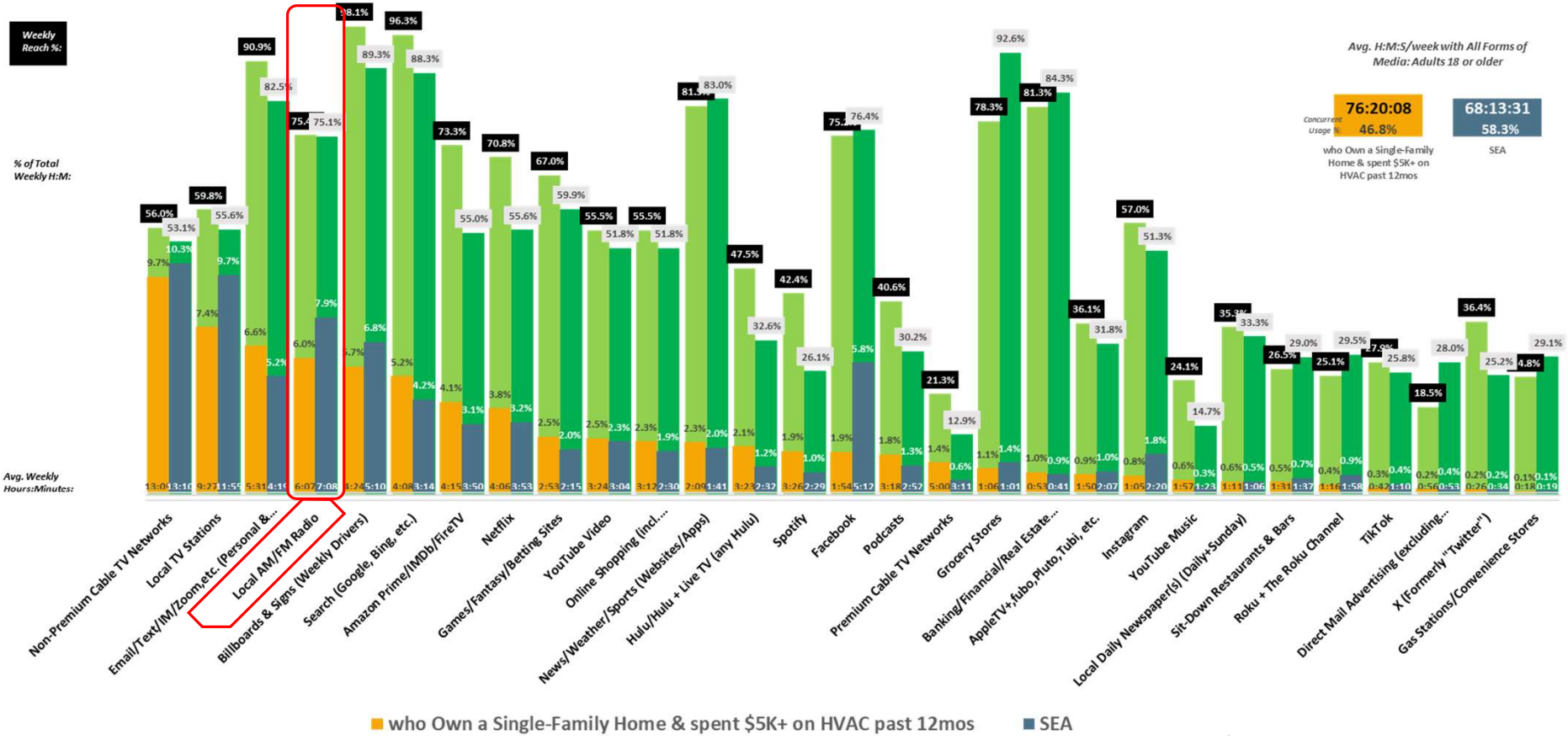
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 3 days, 4 hours, 20 minutes and 8 seconds each week with All Forms of Media.

75.4% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an avg. of 6 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 6.% of total time spent with all forms of Media.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 111 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,669

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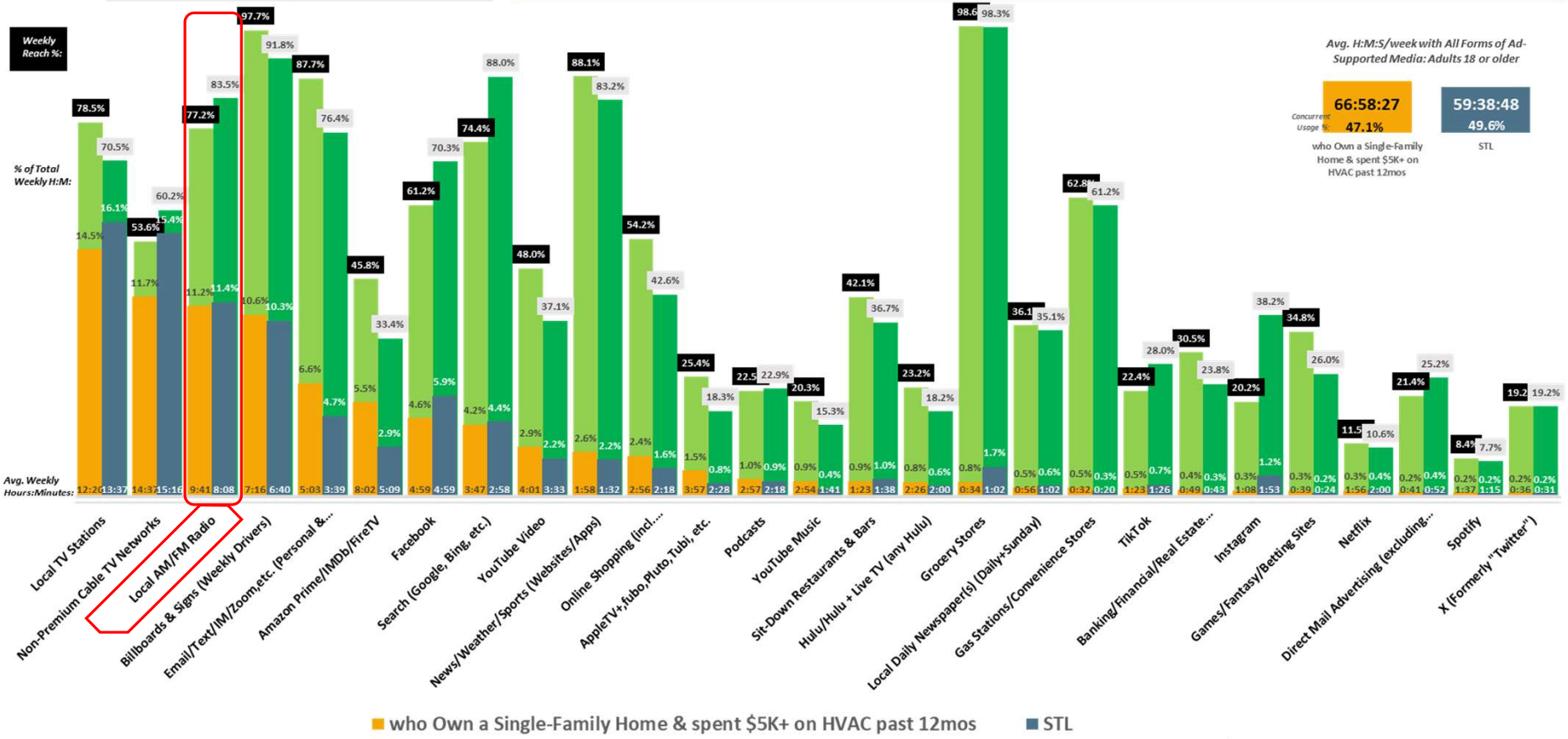
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Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 2 days, 18 hours, 58 minutes and 27 seconds each week with All Forms of Ad-Supported Media.

77.2% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an avg. of 9 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported M



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,807

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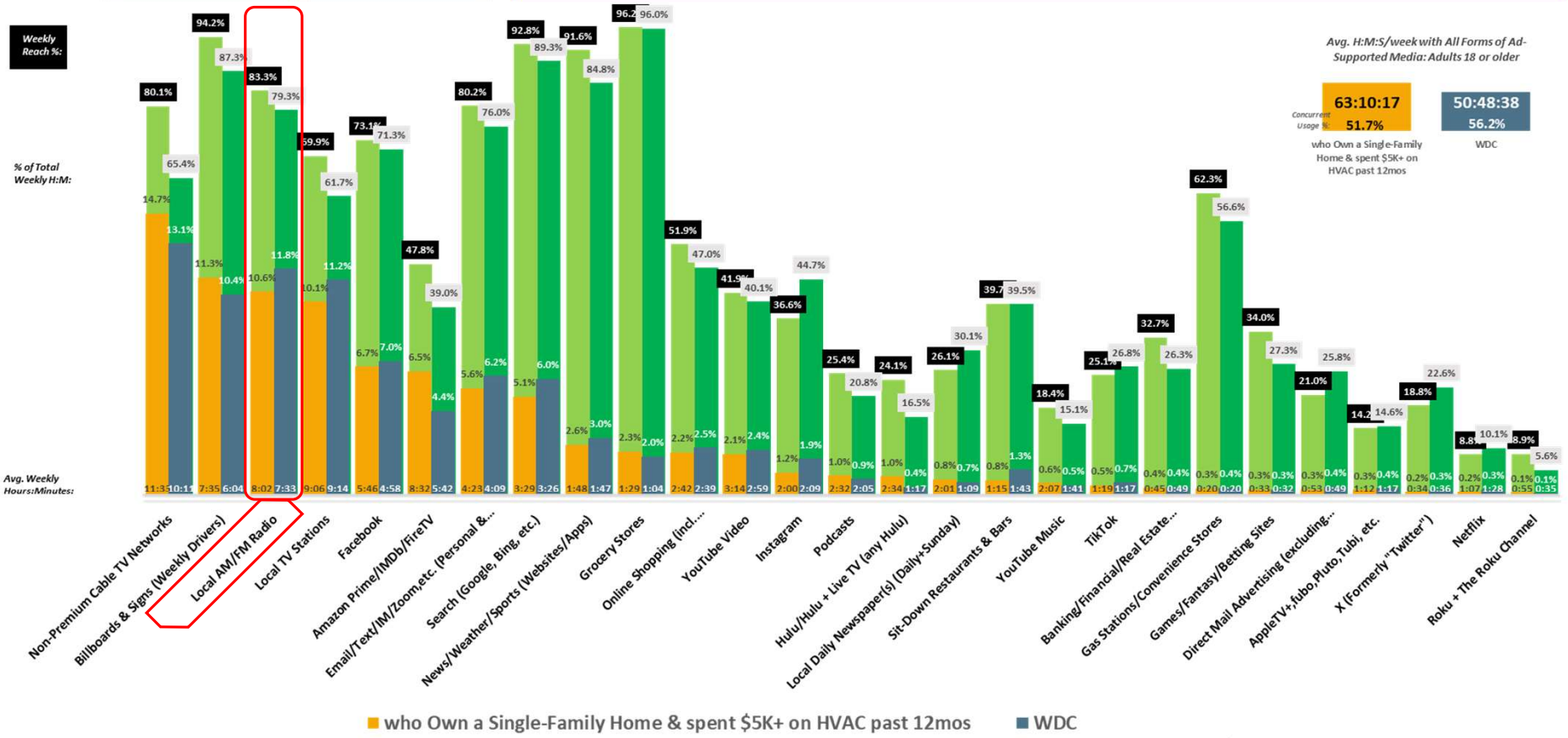
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Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 2 days, 15 hours, 10 minutes and 17 seconds each week with All Forms of Ad-Supported Media.

83.3% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an avg. of 8 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Me



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 135 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,152

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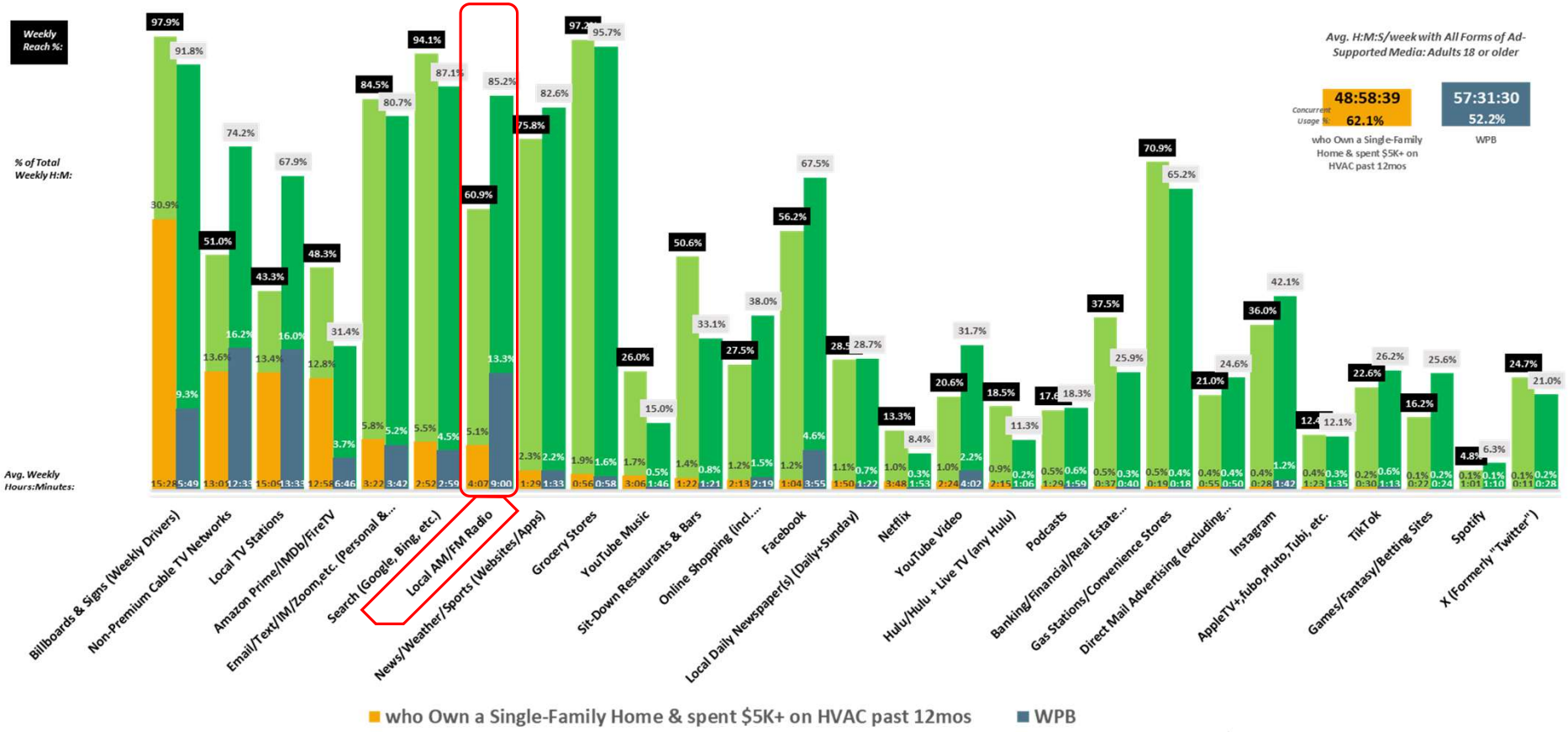
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Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 2 days, 0 hours, 58 minutes and 39 seconds each week with All Forms of Ad-Supported Media.

60.9% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an avg. of 4 hours and 7 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 5.1% of total time spent with all forms of Ad-Supported Med



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 57 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,337

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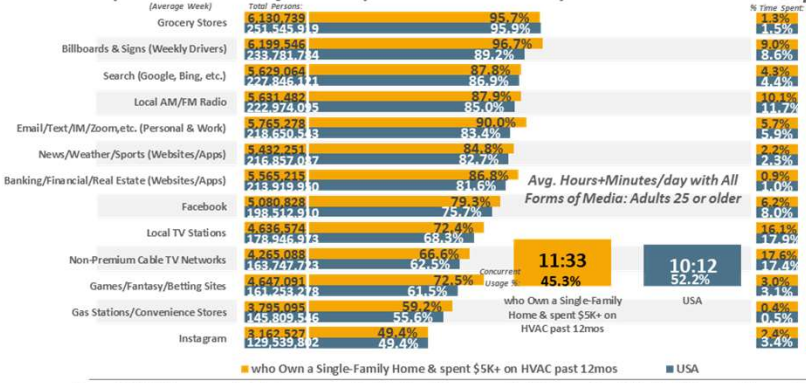
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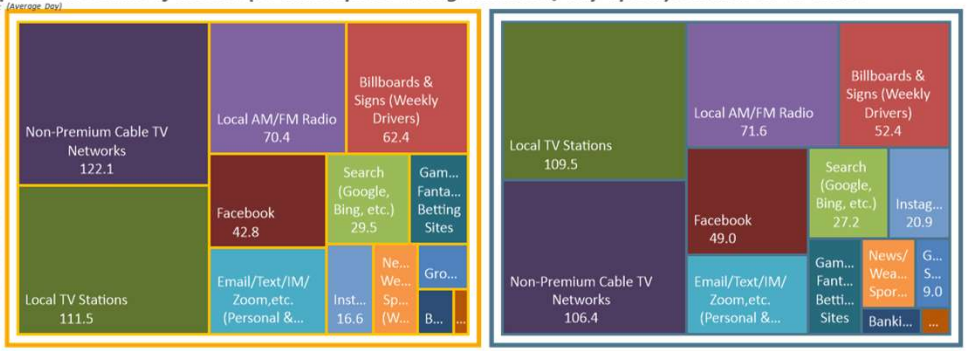


Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 8 hours and 54 minutes each day with All Forms of Ad-Supported Media. 80.2% listen to Local AM/FM Radio for an avg. of 61.6 minutes/day. *(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

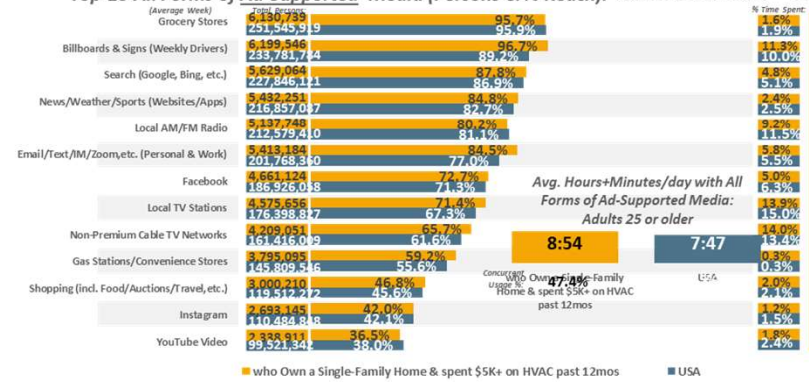
Top-13 All Forms of Media (Persons & % Reach): **Adults 25 or older**



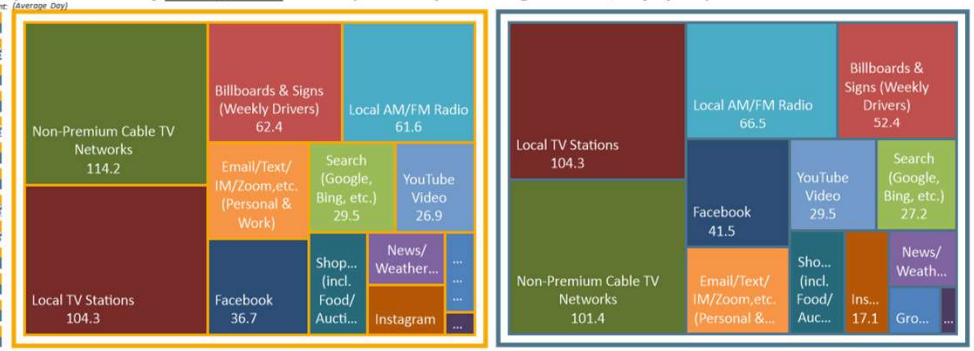
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 25 or older**



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 25 or older**



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): **Adults 25 or older**



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

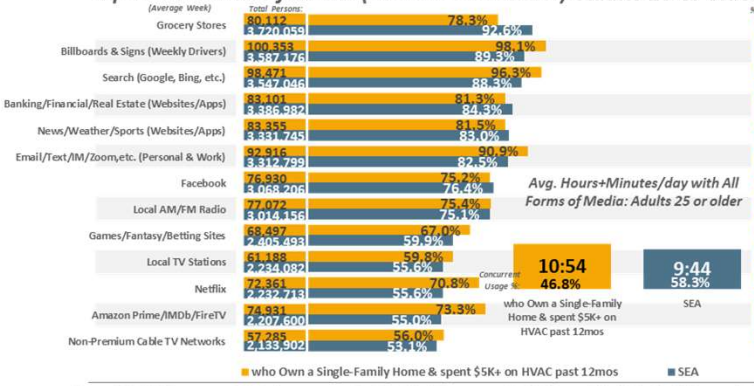
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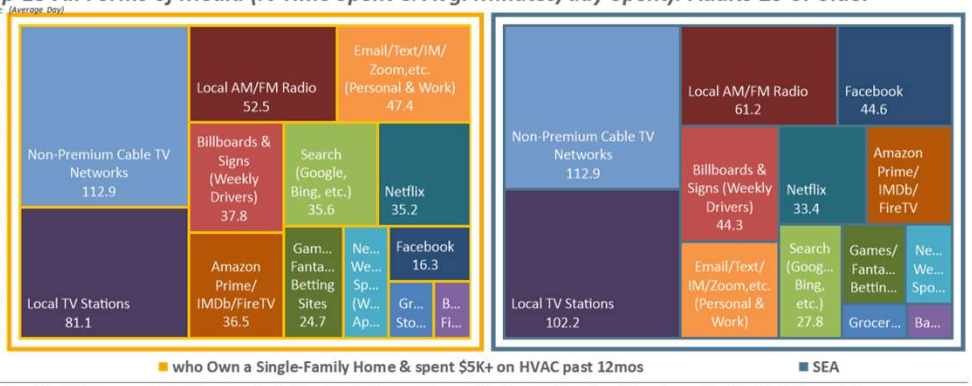


Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 8 hours and 9 minutes each day with All Forms of Ad-Supported Media. 71.5% listen to Local AM/FM Radio for an avg. of 47.1 minutes/day. *(Local Radio delivers 6.9% of Time with Ad-Supported Media.)*

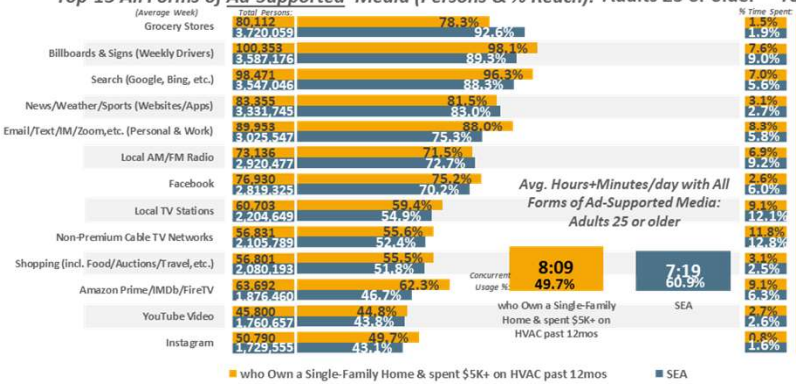
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



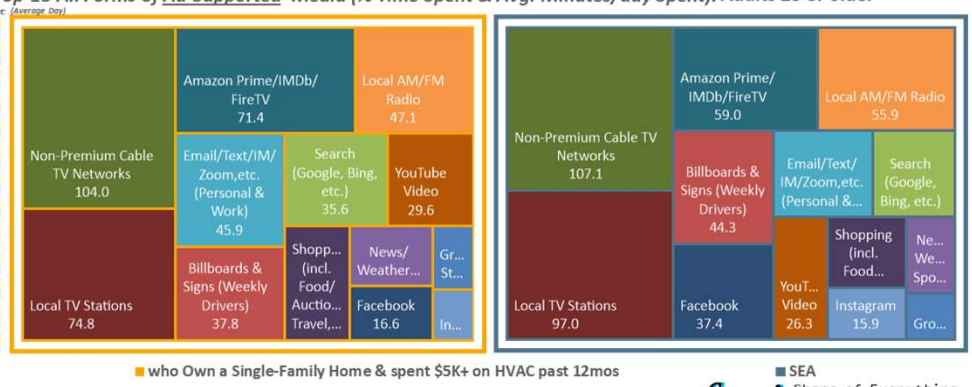
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 111

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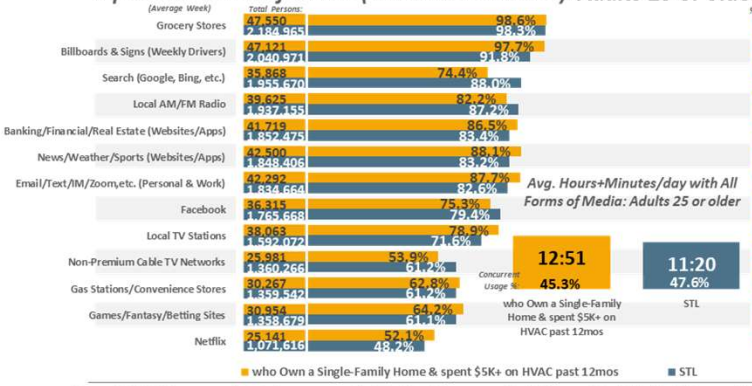
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

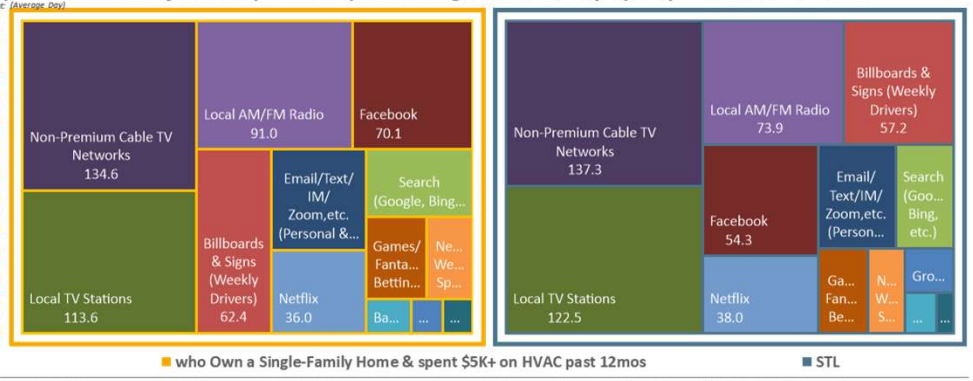


Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 9 hours and 34 minutes each day with All Forms of Ad-Supported Media. 77.2% listen to Local AM/FM Radio for an avg. of 83. minutes/day. *(Local Radio delivers 11.2% of Time with Ad-Supported Media.)*

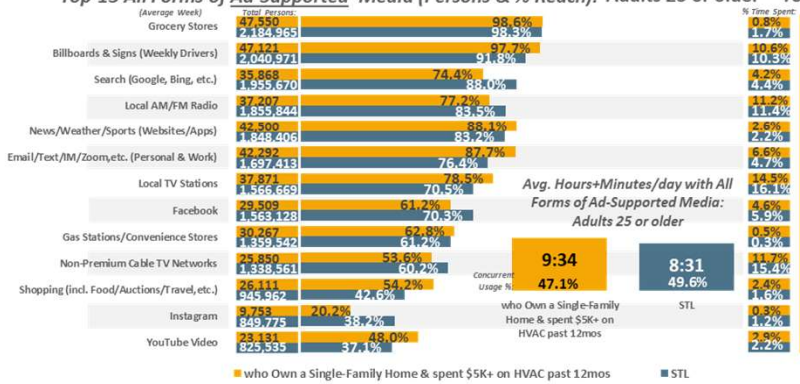
Top-13 All Forms of Media (Persons & % Reach): **Adults 25 or older**



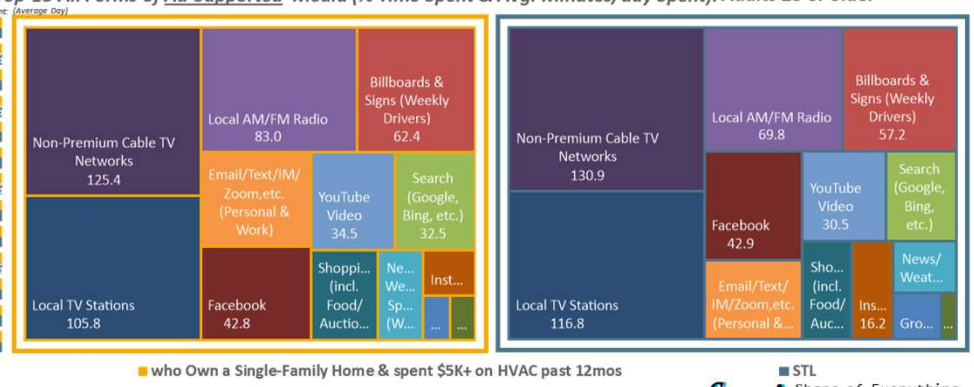
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 25 or older**



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 25 or older**



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): **Adults 25 or older**



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

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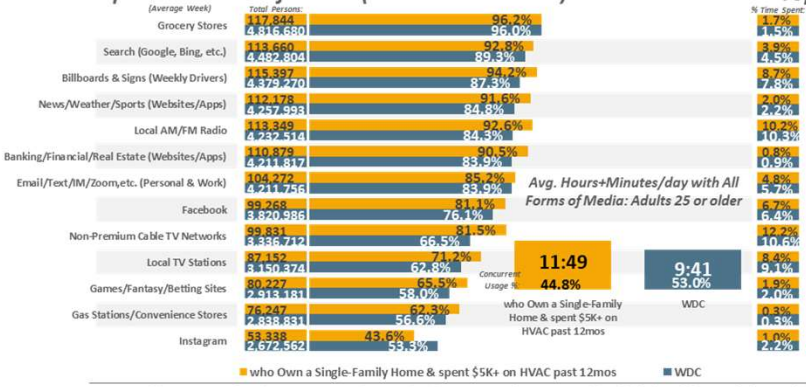
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 9 hours and 1 minutes each day with All Forms of Ad-Supported Media. 83.3% listen to Local AM/FM Radio for an avg. of 68.9 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

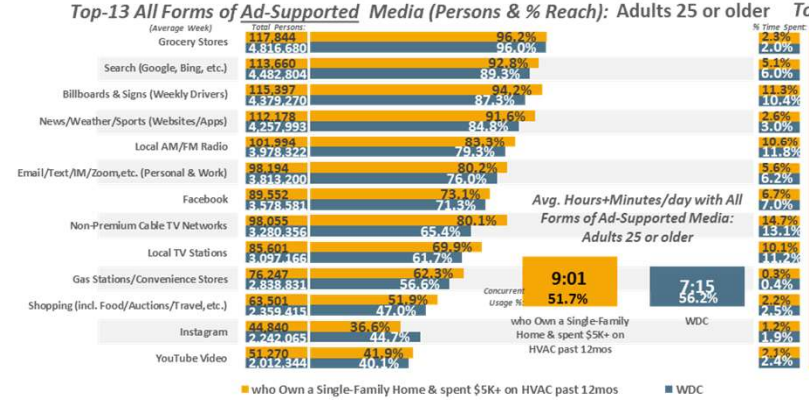
Top-13 All Forms of Media (Persons & % Reach): **Adults 25 or older**



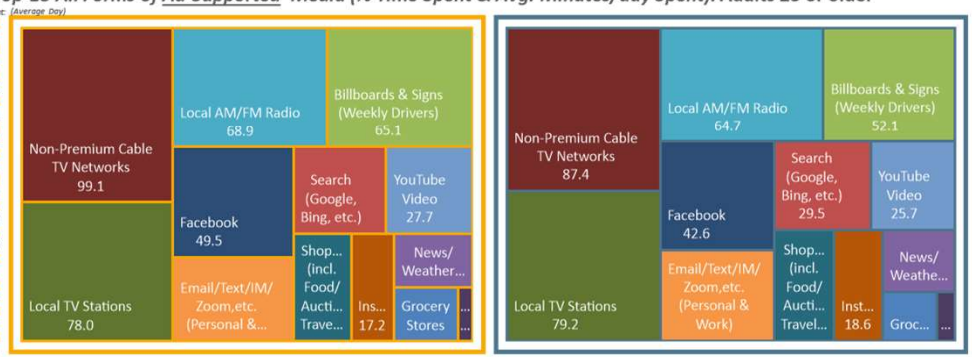
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 25 or older**



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 25 or older**



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): **Adults 25 or older**



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 135

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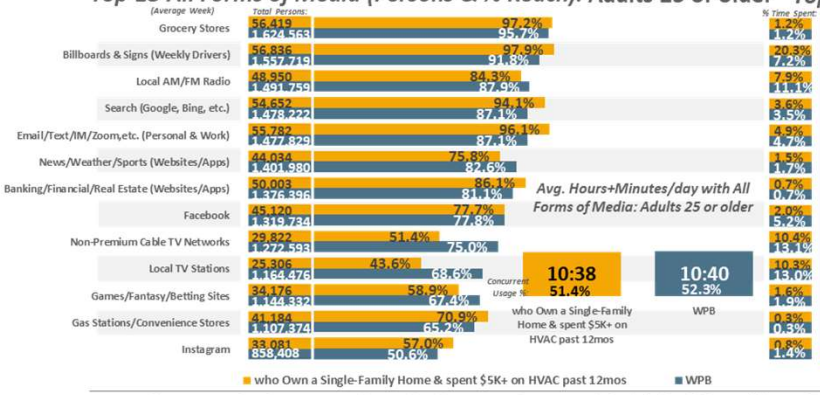
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

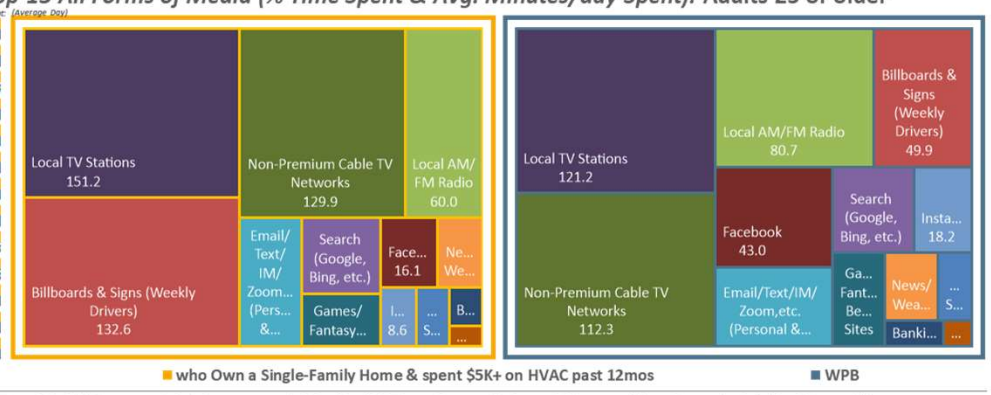


Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 6 hours and 59 minutes each day with All Forms of Ad-Supported Media. 60.9% listen to Local AM/FM Radio for an avg. of 35.3 minutes/day. *(Local Radio delivers 5.1% of Time with Ad-Supported Media.)*

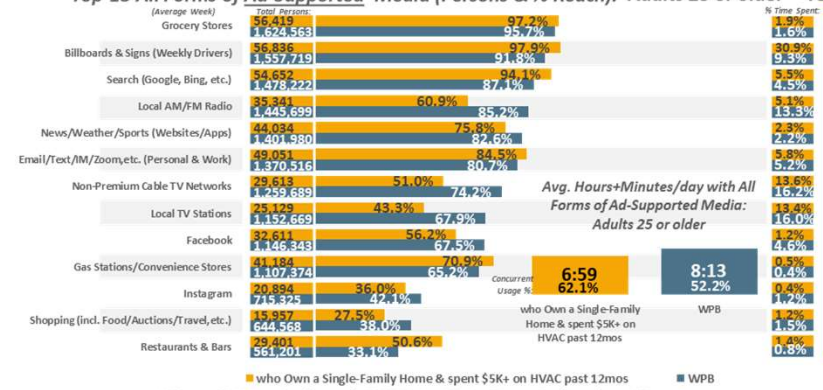
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



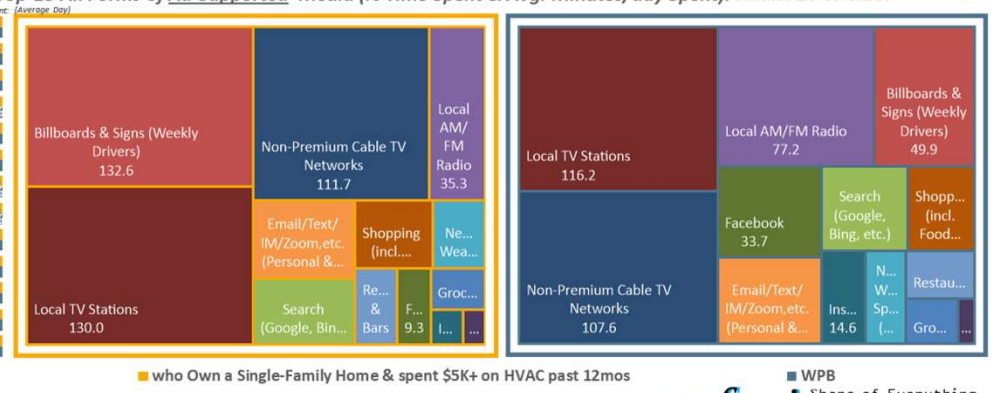
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 57

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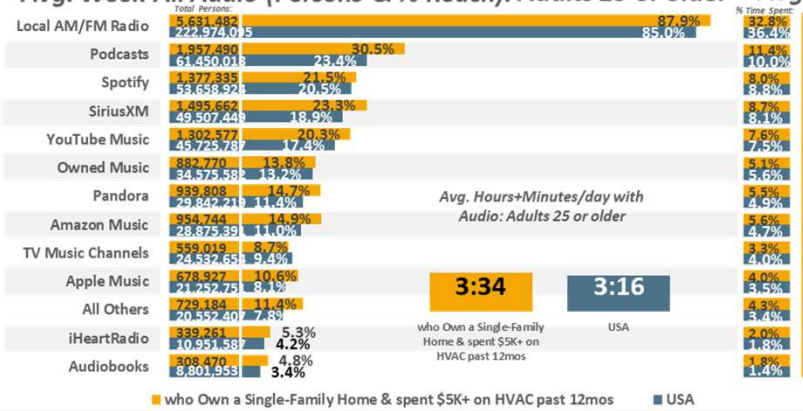
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

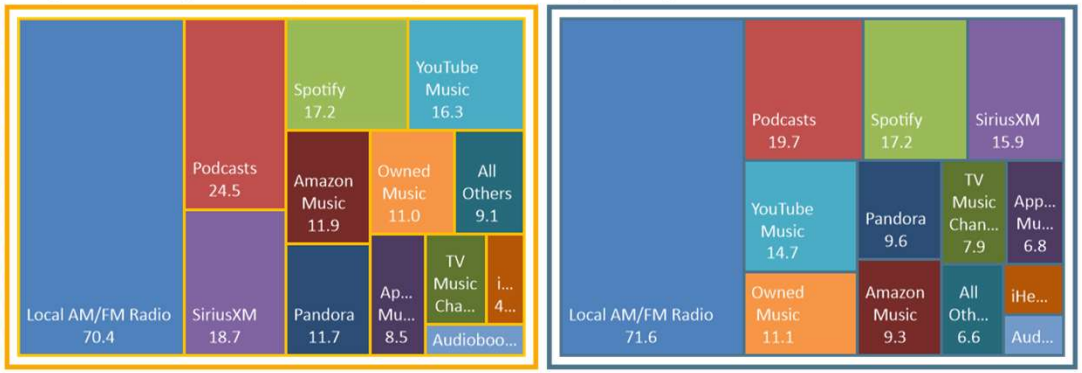


5,137,748 or 80.2% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 61.6 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.

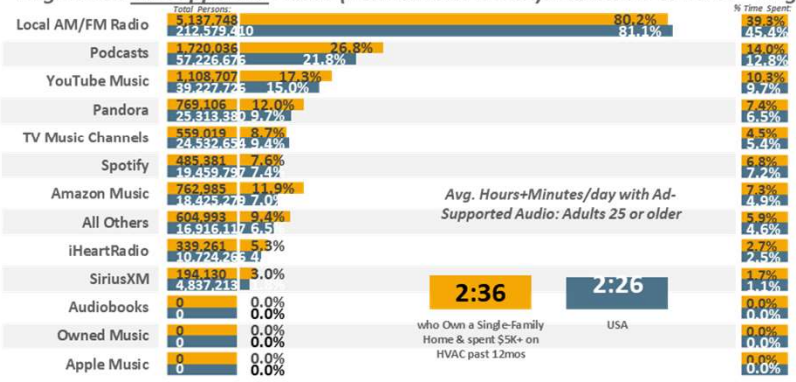
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



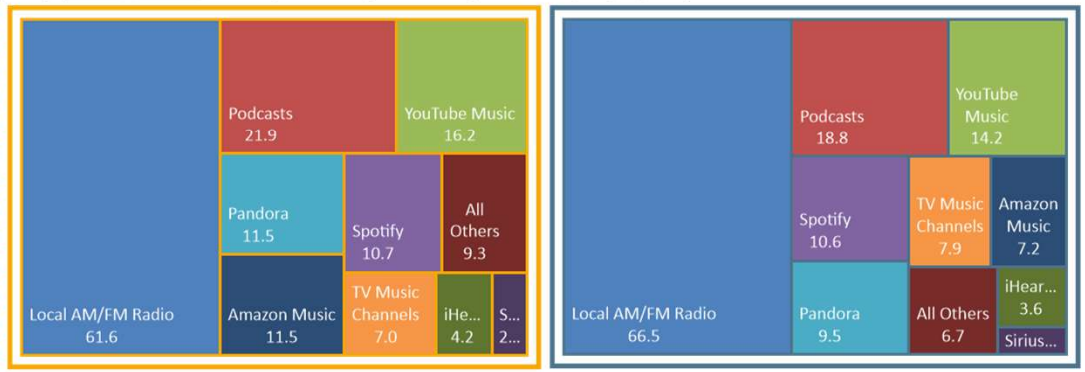
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24

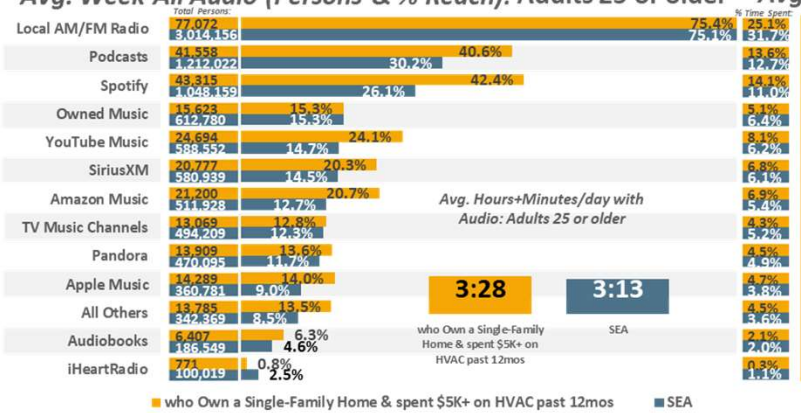
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

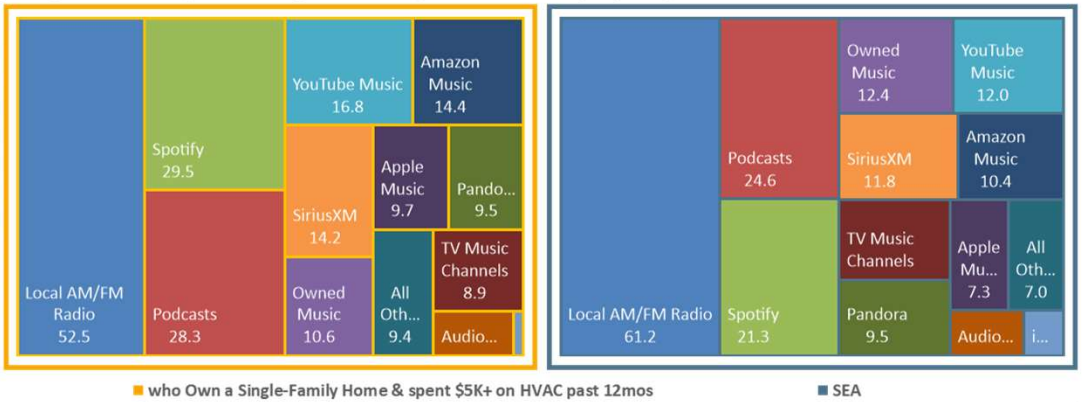


73,136 or 71.5% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 47.1 minutes every day representing 34.3% of all time spent daily with Ad-Supported Audio.

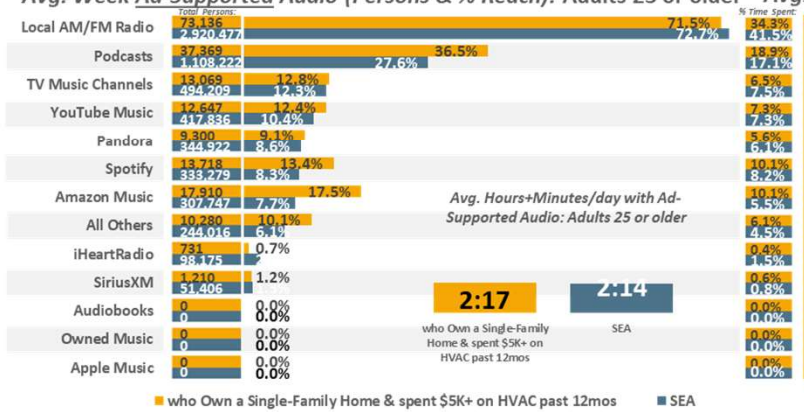
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



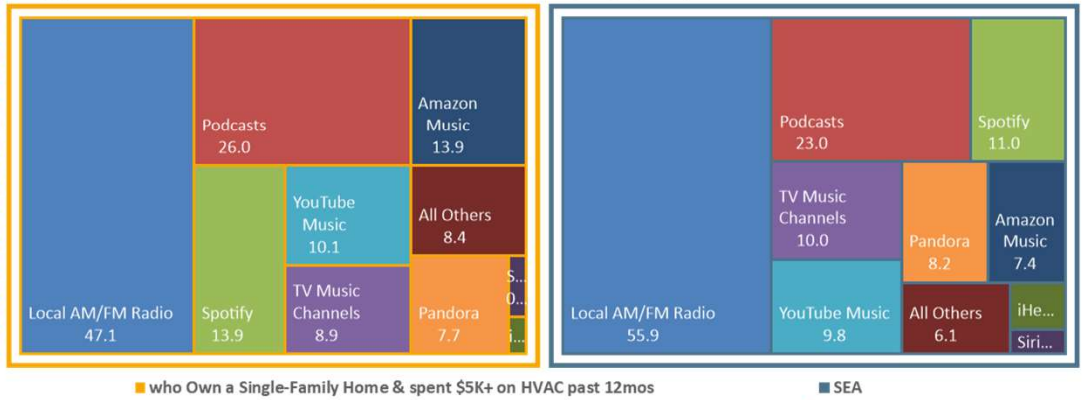
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 111

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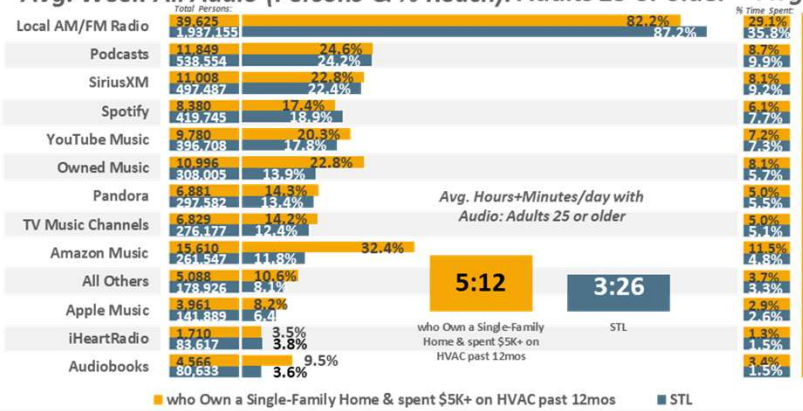
soefa.ai Share of Everything for Anything ©

[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

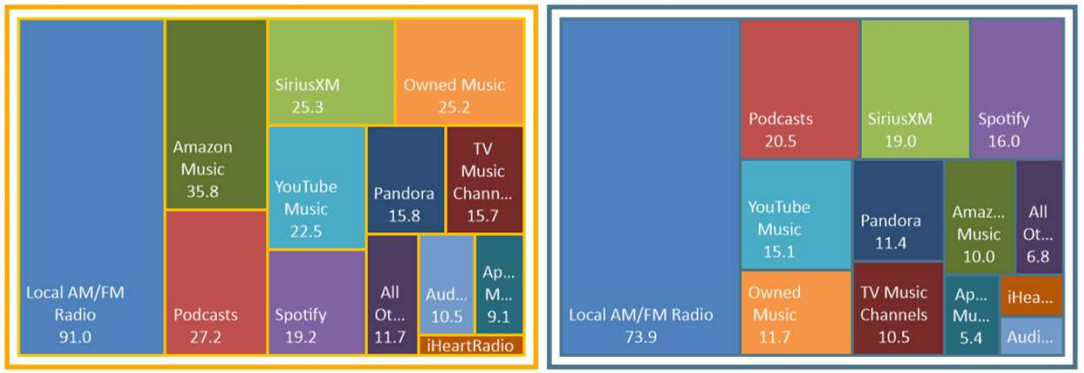


37,207 or 77.2% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 83. minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.

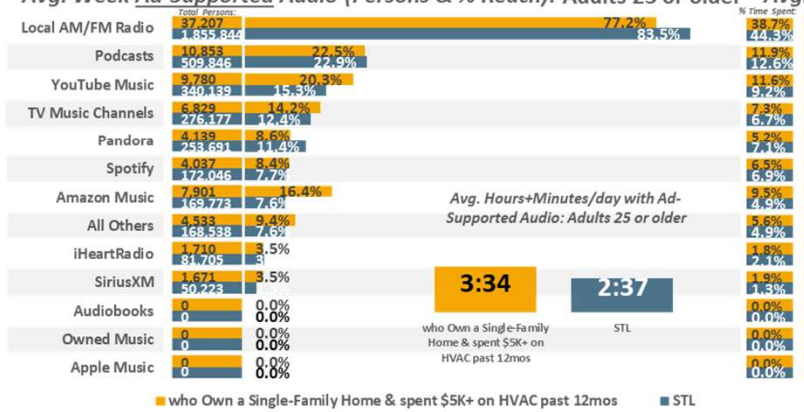
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



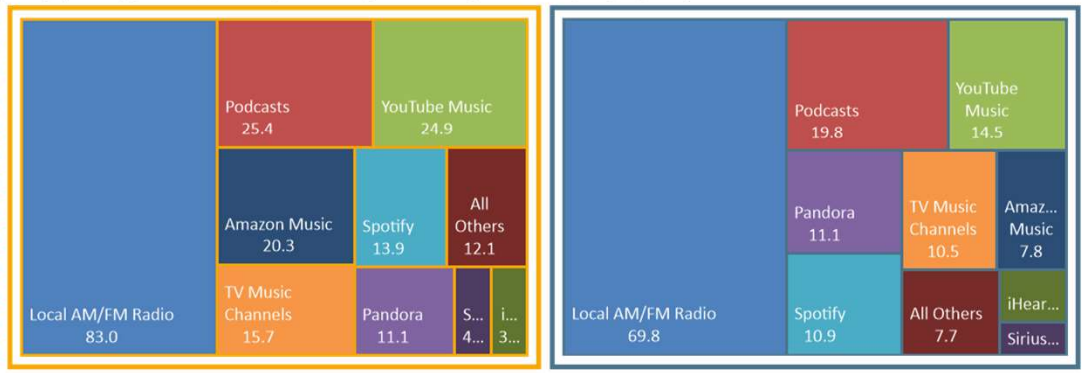
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

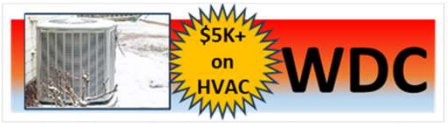


STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

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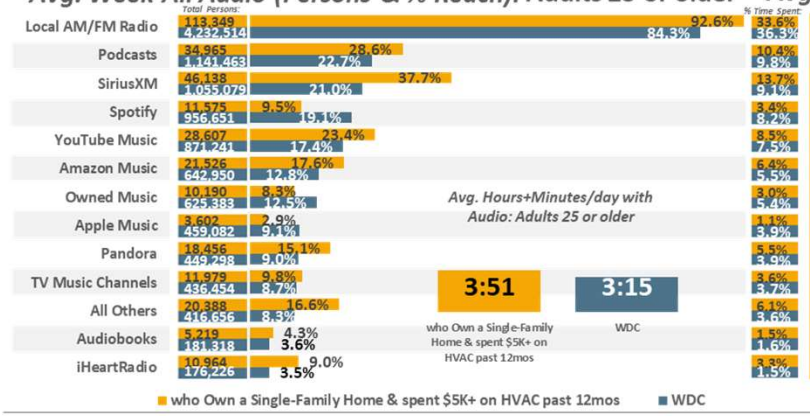
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

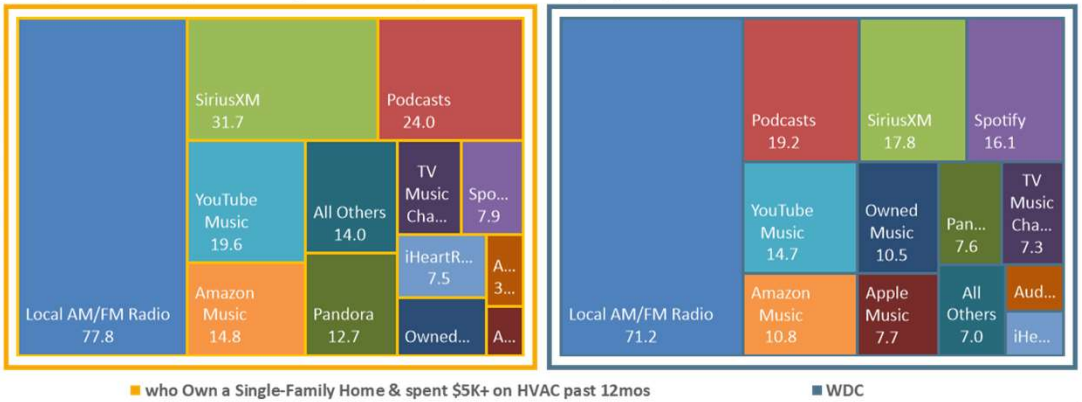


101,994 or 83.3% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 68.9 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.

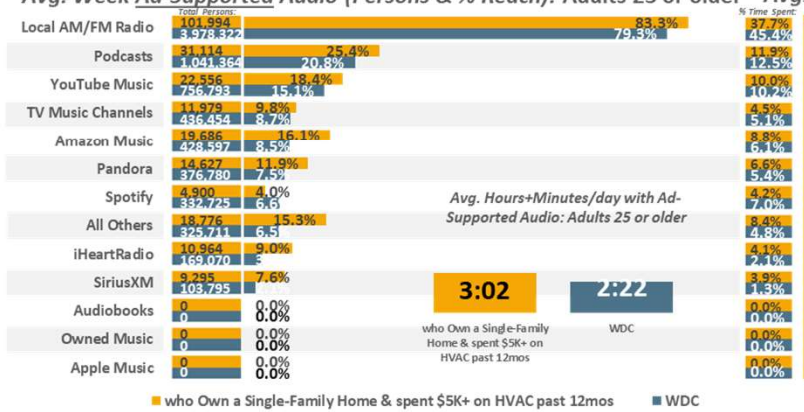
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



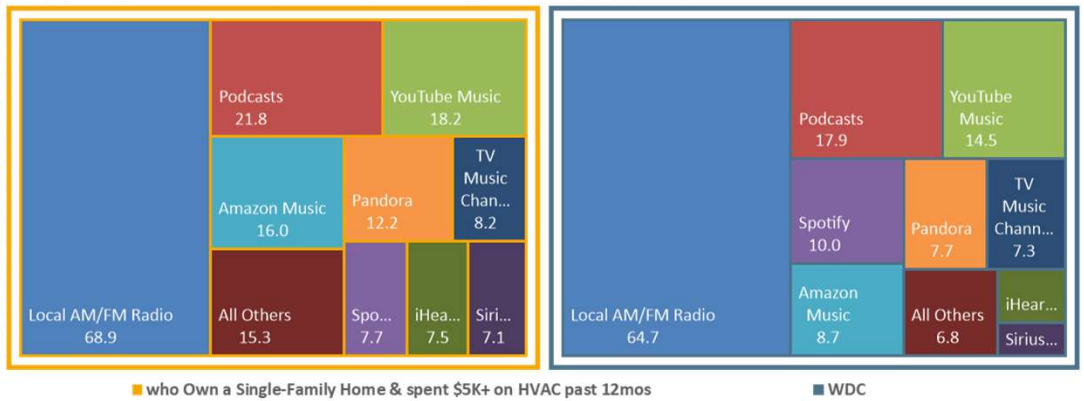
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 135

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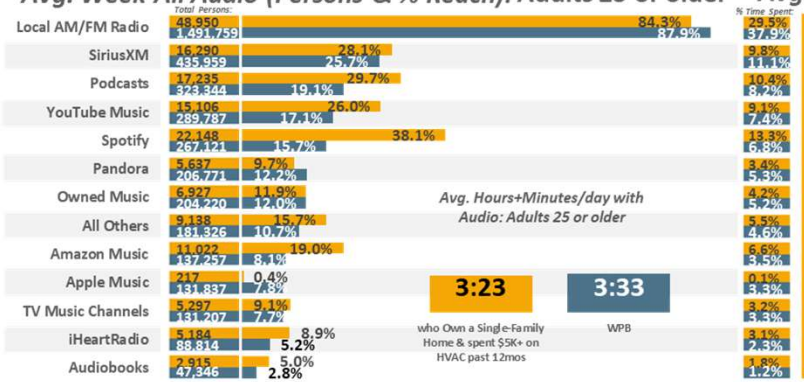
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

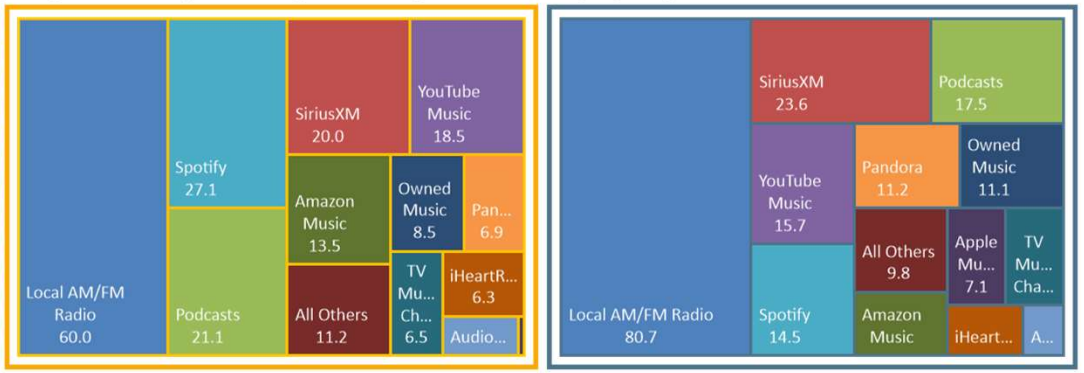


35,341 or 60.9% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 35.3 minutes every day representing 25.7% of all time spent daily with Ad-Supported Audio.

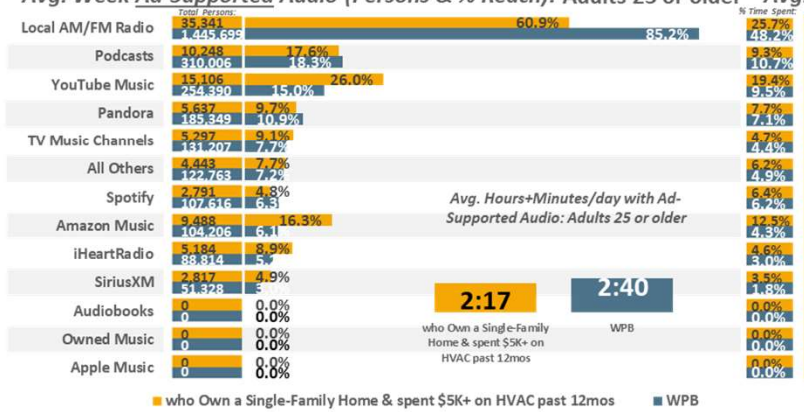
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



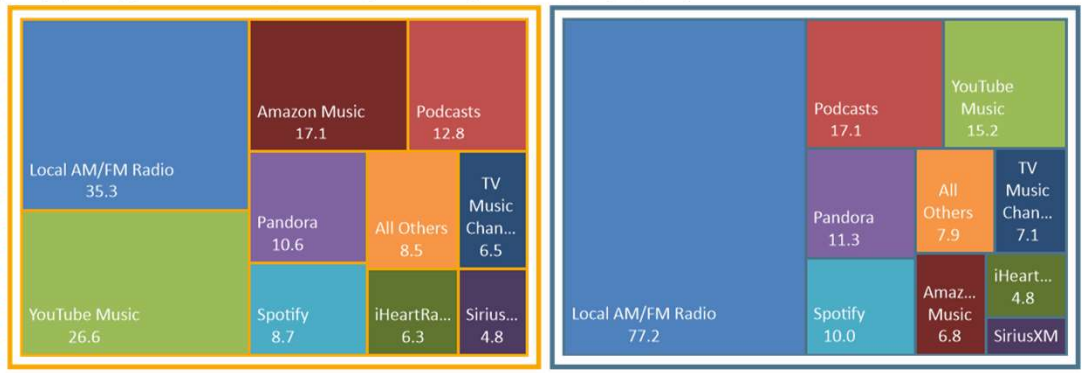
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 57

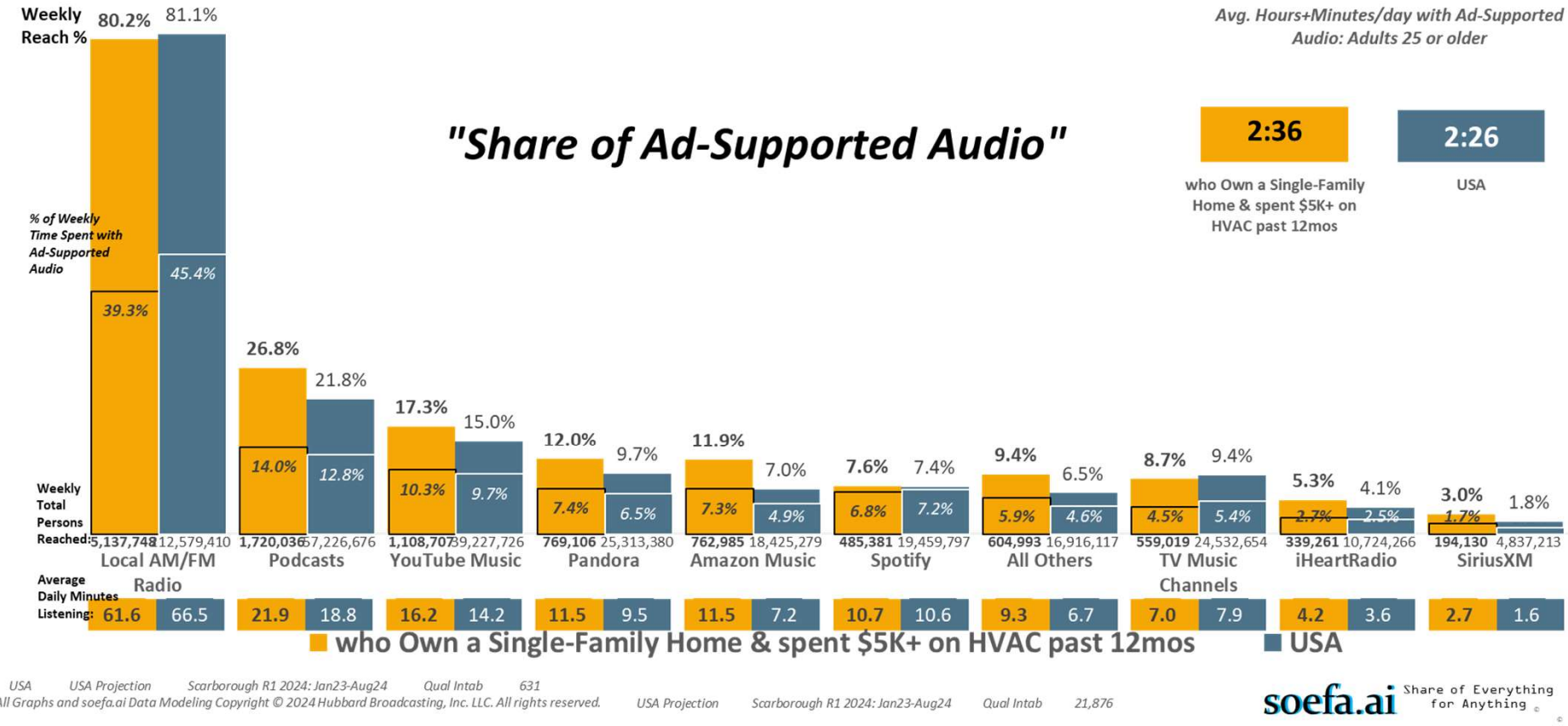
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



5,137,748 or 80.2% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 61.6 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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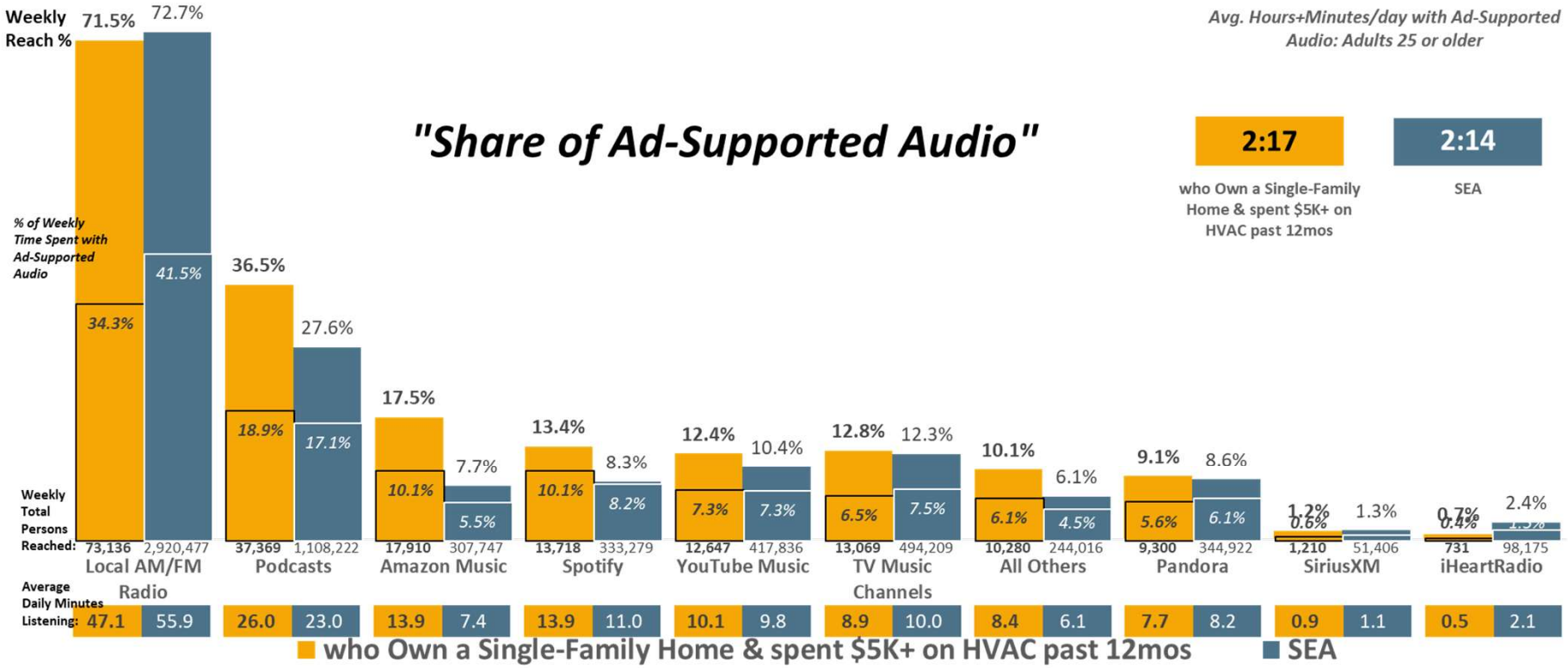
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



73,136 or 71.5% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 47.1 minutes every day representing 34.3% of all time spent daily with Ad-Supported Audio.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 111 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,669

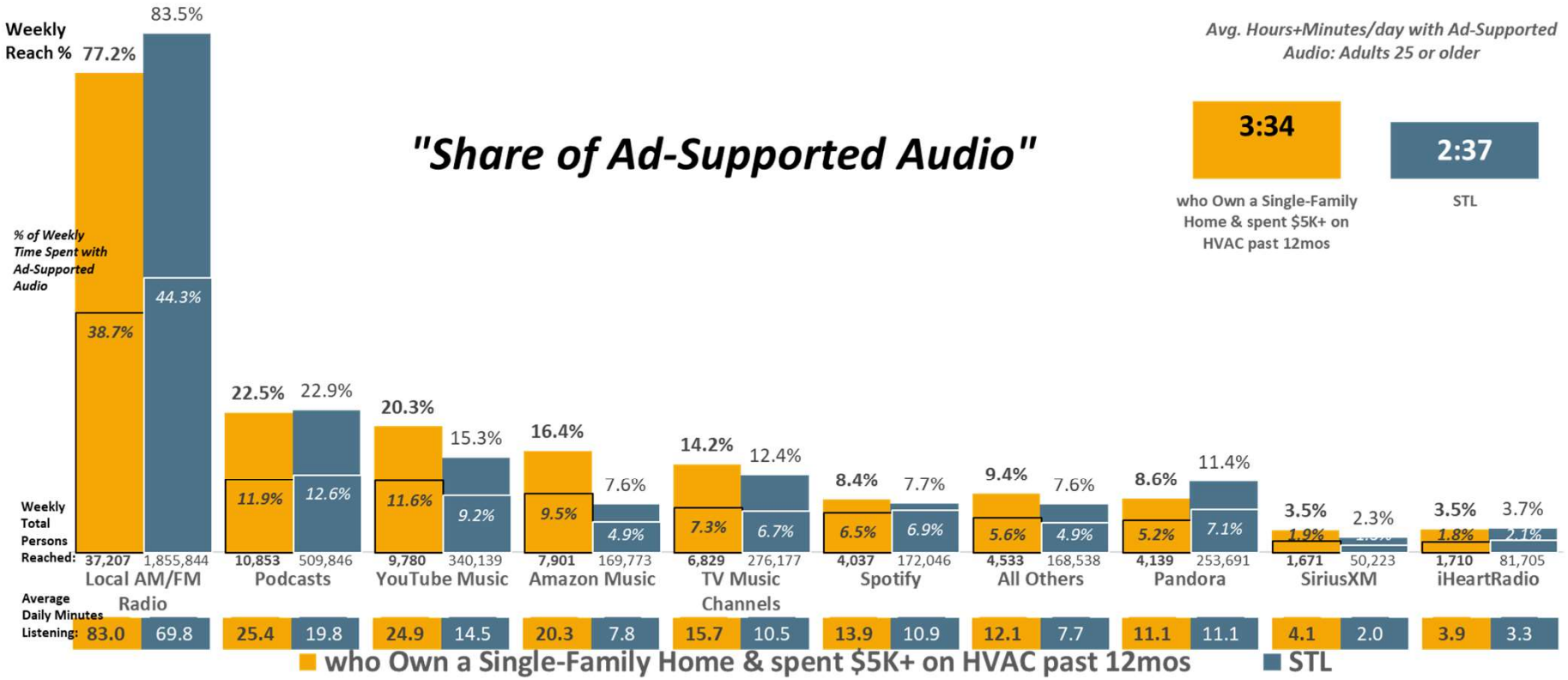
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



37,207 or 77.2% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 83. minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,807

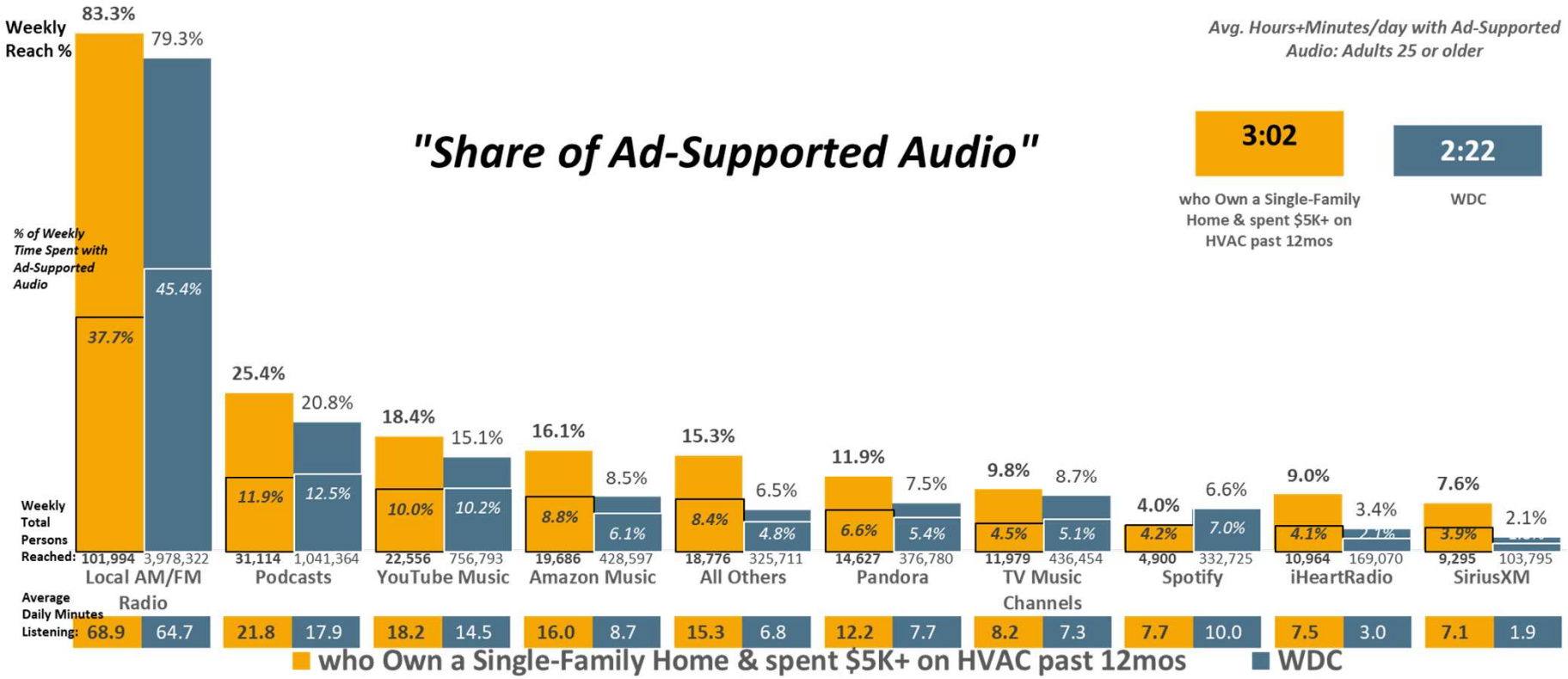
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



101,994 or 83.3% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 68.9 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Amazon Music	All Others	Pandora	TV Music Channels	Spotify	iHeartRadio	SiriusXM
Weekly Reach %	83.3% / 79.3%	25.4% / 20.8%	18.4% / 15.1%	16.1% / 8.5%	15.3% / 6.5%	11.9% / 7.5%	9.8% / 8.7%	4.0% / 6.6%	9.0% / 3.4%	7.6% / 2.1%
% of Weekly Time Spent with Ad-Supported Audio	37.7% / 45.4%	11.9% / 12.5%	10.0% / 10.2%	8.8% / 6.1%	8.4% / 4.8%	6.6% / 5.4%	4.5% / 5.1%	4.2% / 7.0%	4.1% / 2.1%	3.9% / [illegible]
Weekly Total Persons Reached:	101,994 / 3,978,322	31,114 / 1,041,364	22,556 / 756,793	19,686 / 428,597	18,776 / 325,711	14,627 / 376,780	11,979 / 436,454	4,900 / 332,725	10,964 / 169,070	9,295 / 103,795
Average Daily Minutes Listening:	68.9 / 64.7	21.8 / 17.9	18.2 / 14.5	16.0 / 8.7	15.3 / 6.8	12.2 / 7.7	8.2 / 7.3	7.7 / 10.0	7.5 / 3.0	7.1 / 1.9

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 135 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,152

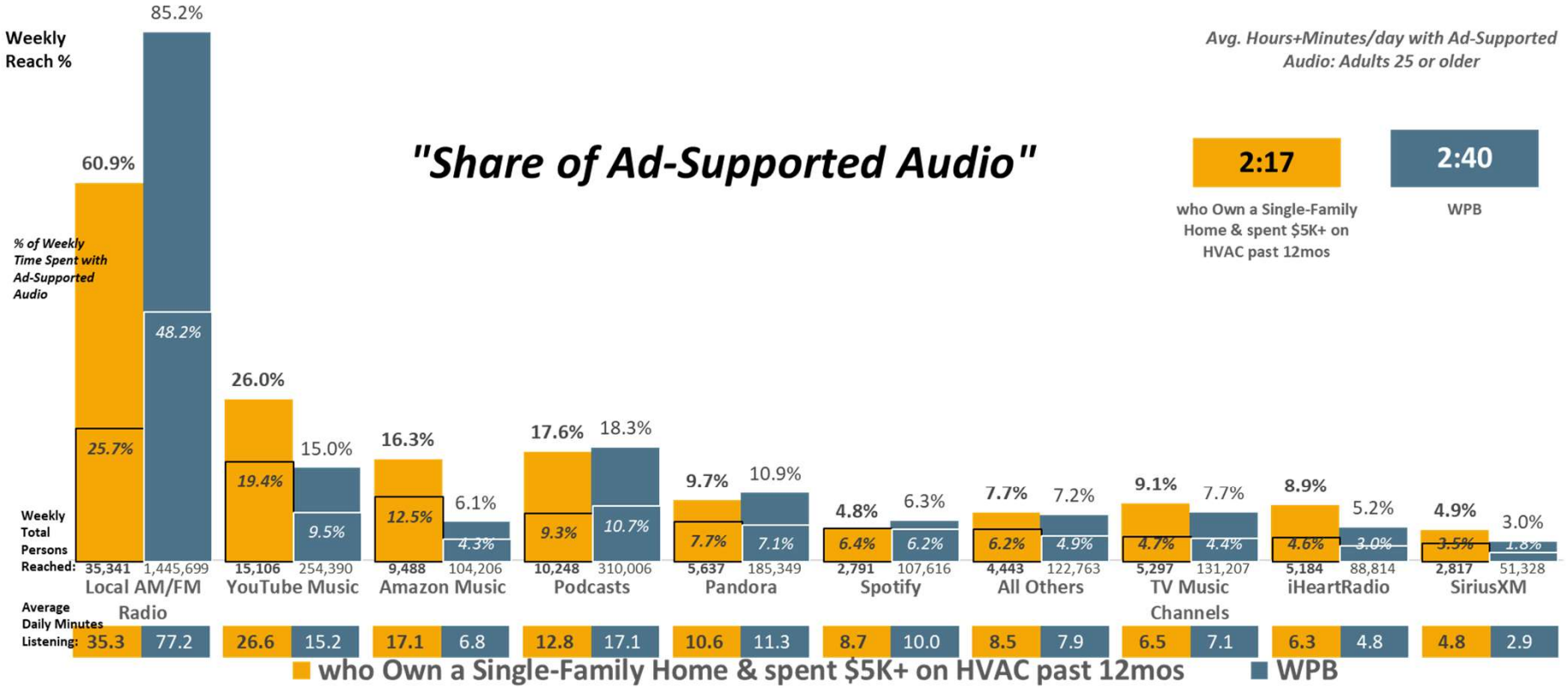
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



35,341 or 60.9% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 35.3 minutes every day representing 25.7% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 57 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,337

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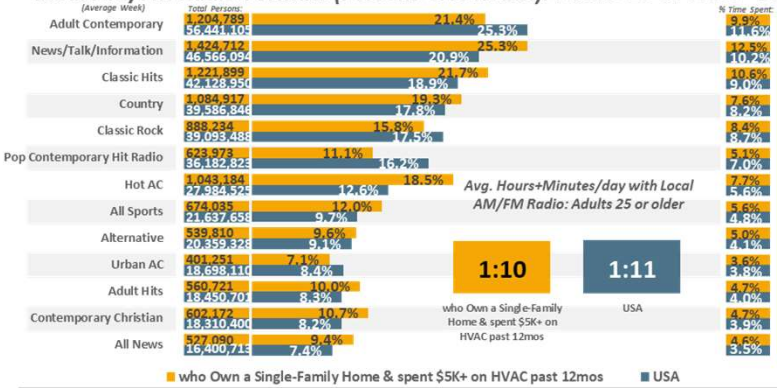
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

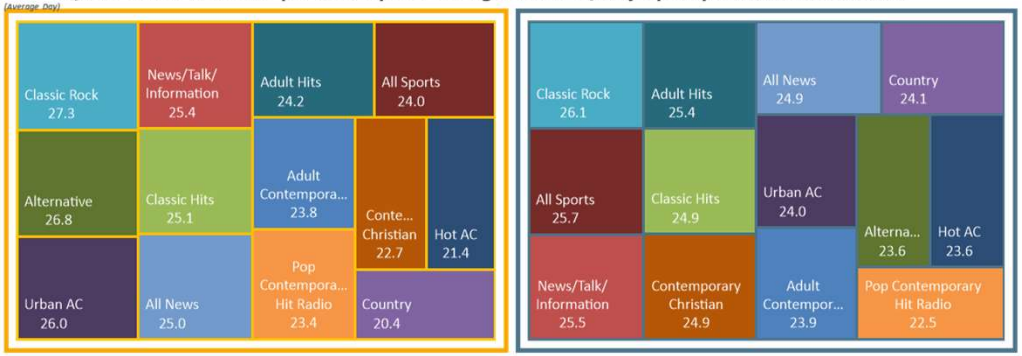


5,137,748 or 80.2% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Hot AC, and Classic Rock.

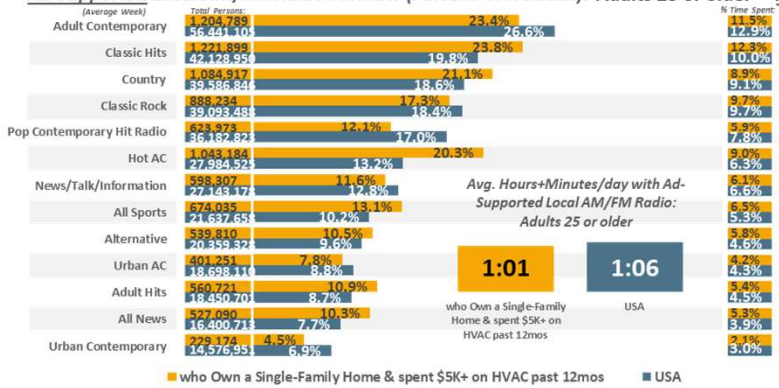
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



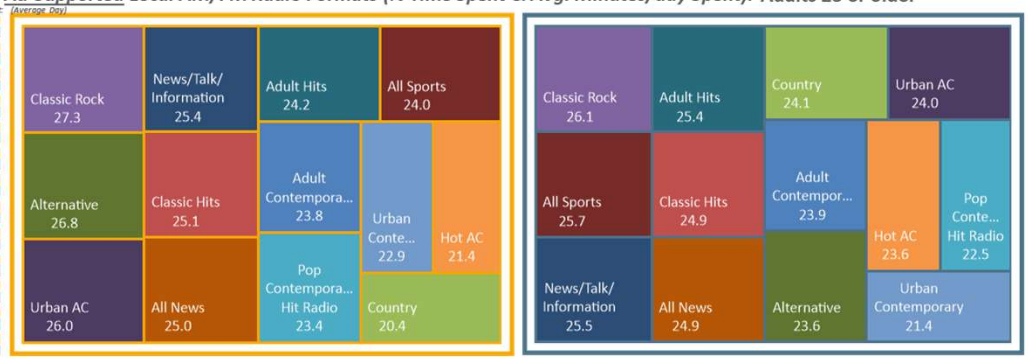
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

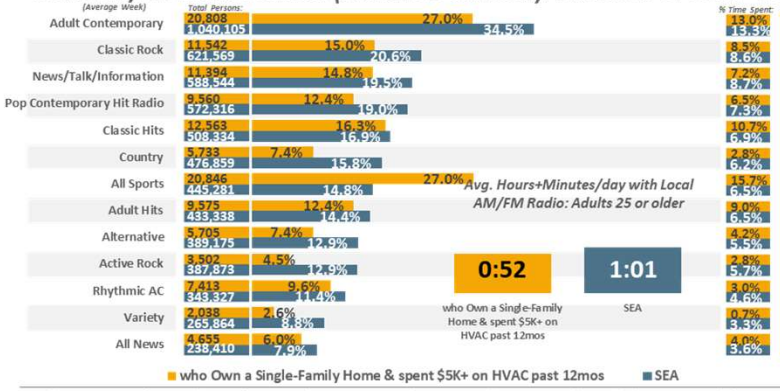
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

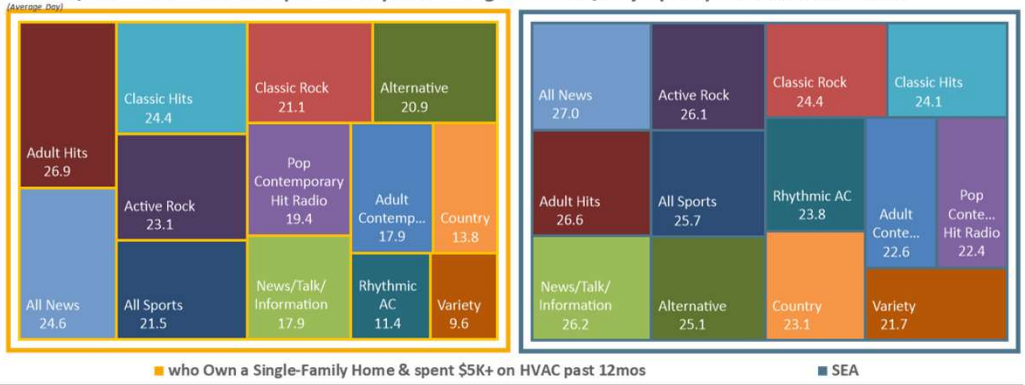


73,136 or 71.5% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, Adult Contemporary, Classic Hits, Classic Rock, and Adult Hits.

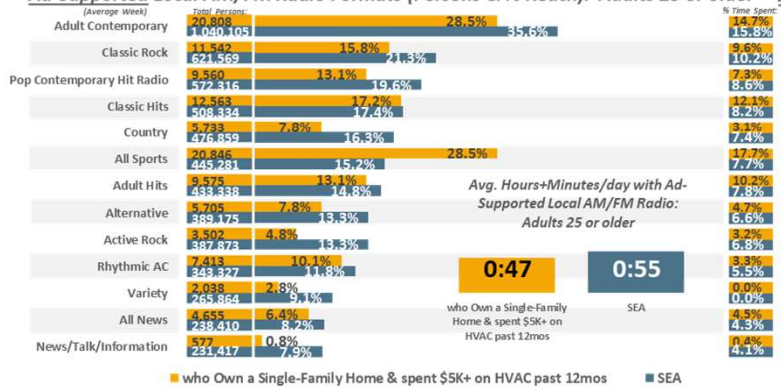
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



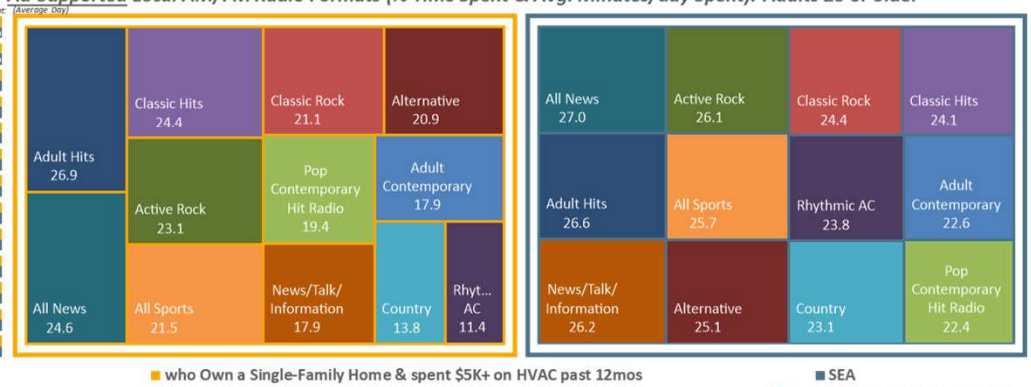
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 111

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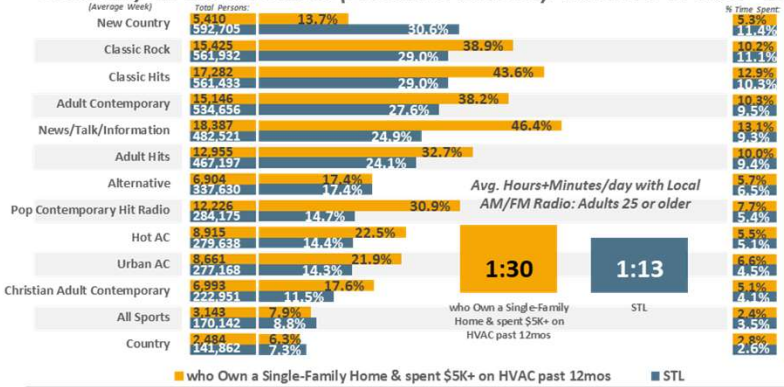
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

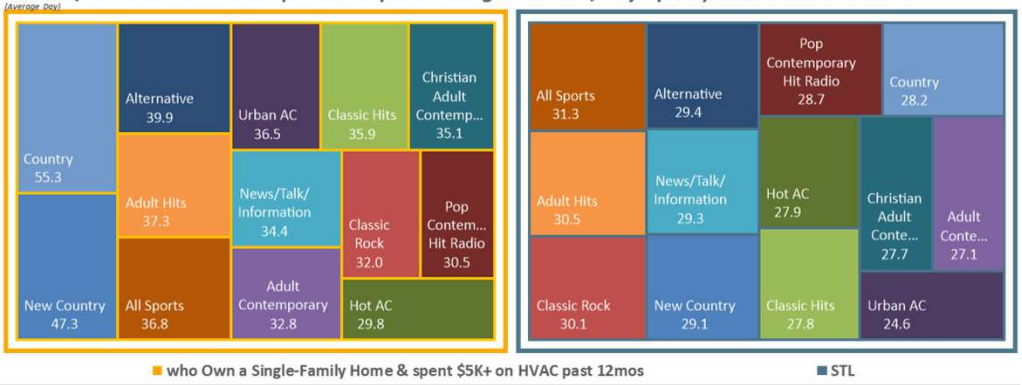


37,207 or 77.2% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, Adult Contemporary, News/Talk/Information, and Adult Hits.

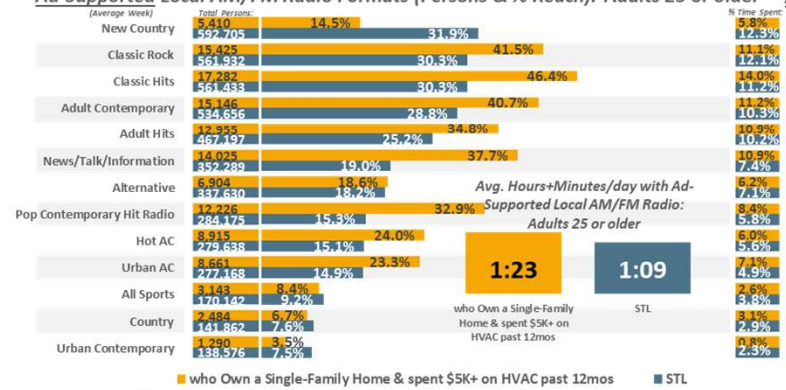
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



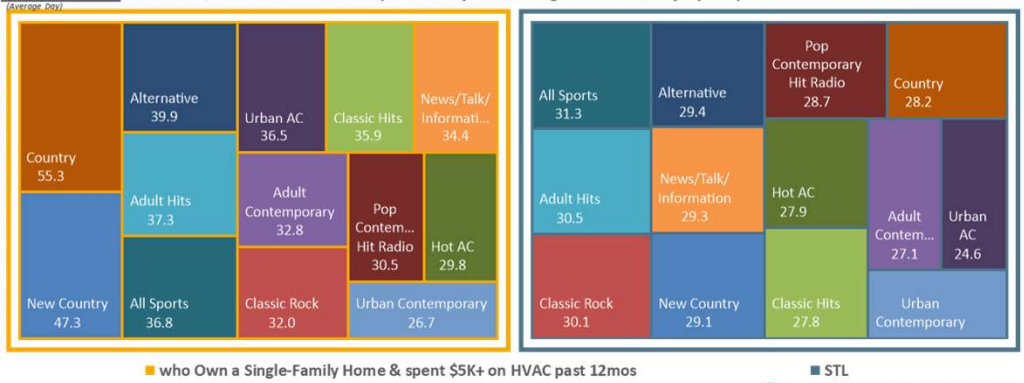
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

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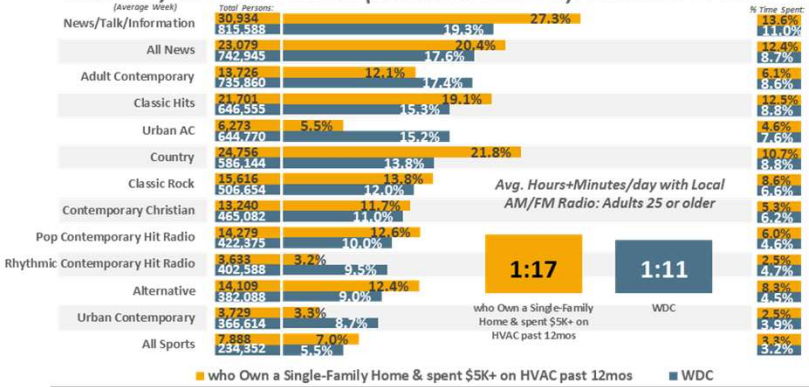
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

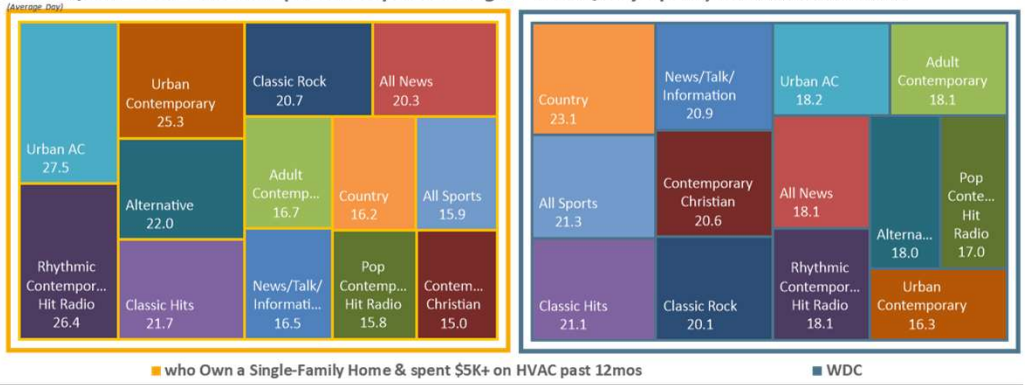


101,994 or 83.3% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, All News, Classic Hits, News/Talk/Information, and Classic Rock.

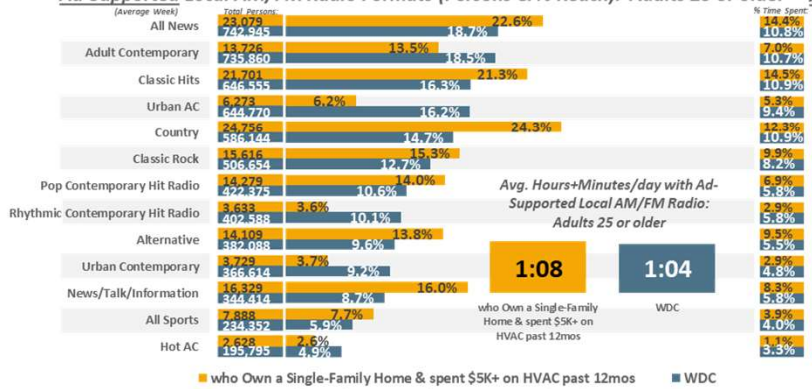
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



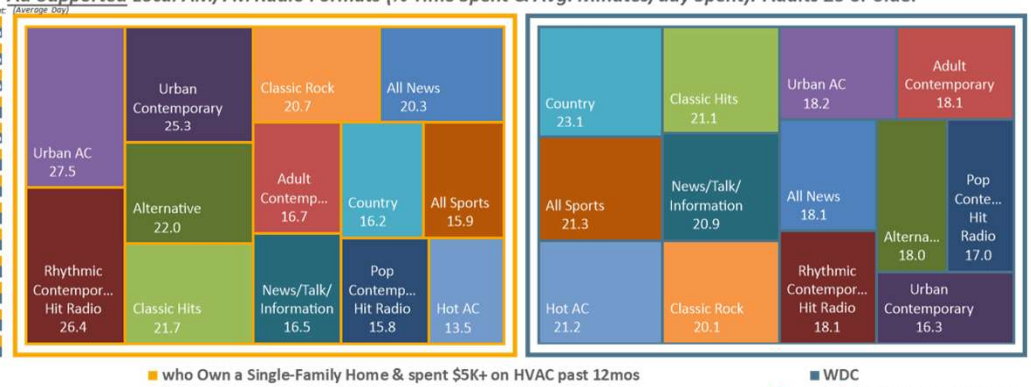
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 135

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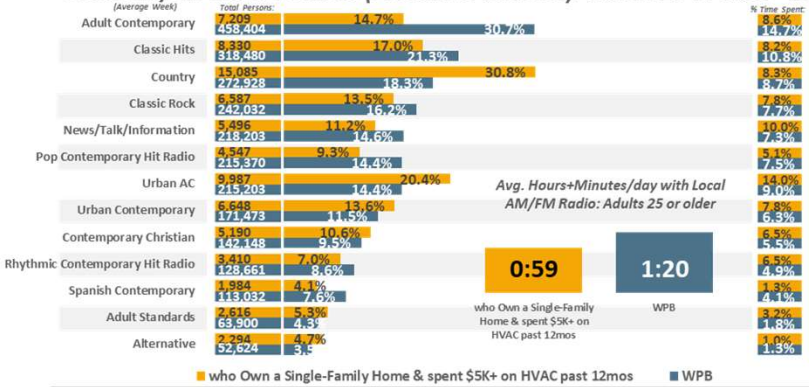
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

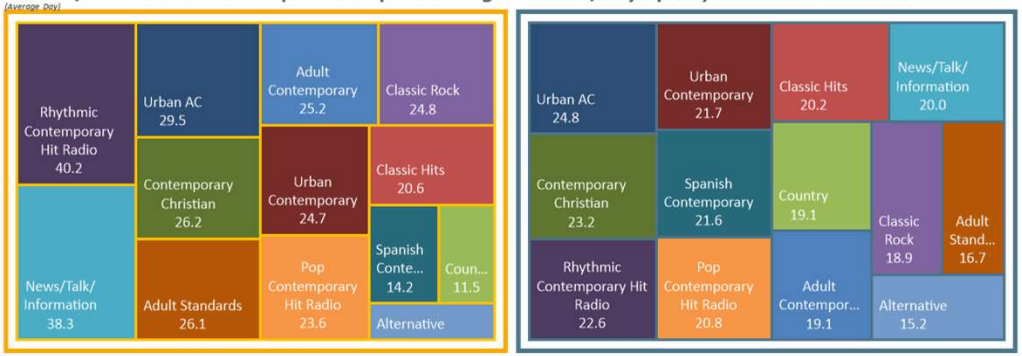


35,341 or 60.9% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Urban AC, Classic Hits, and Adult Contemporary.

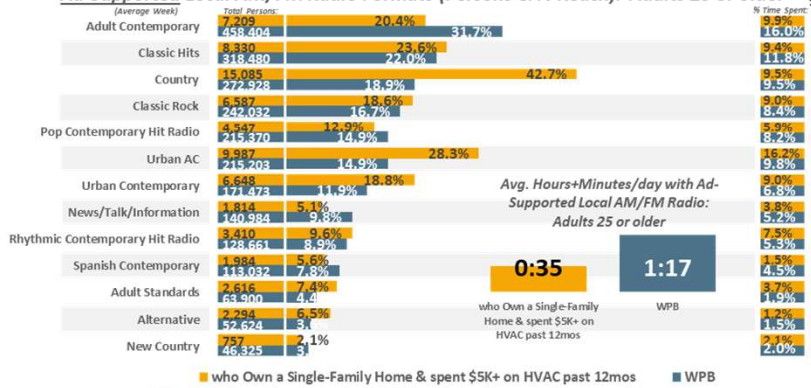
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



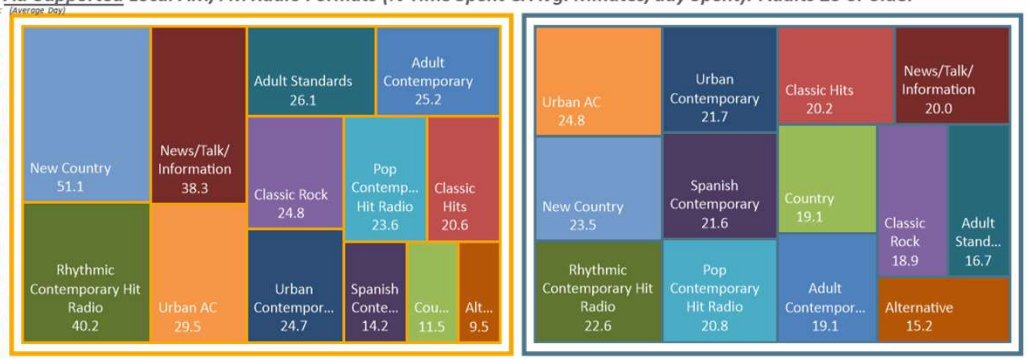
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 57

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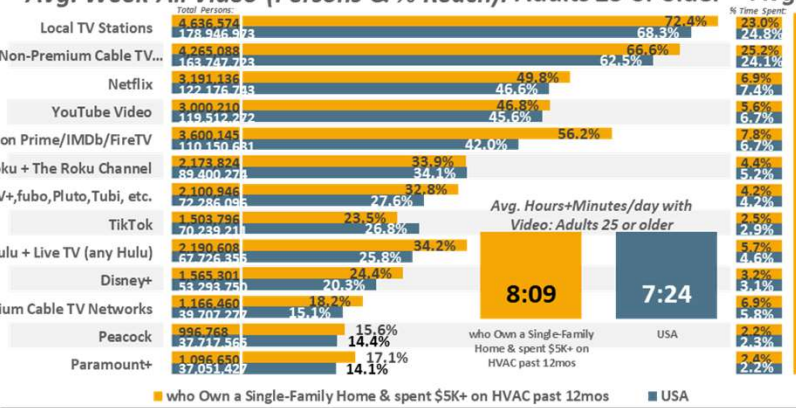
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

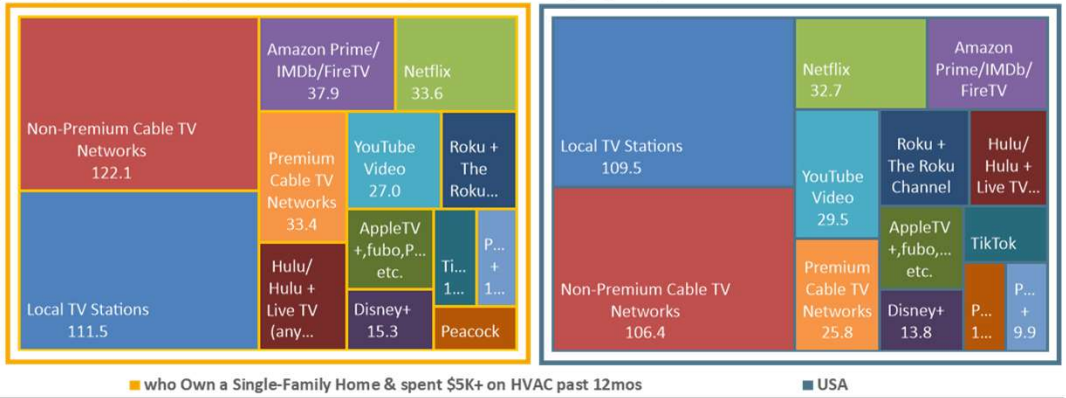


4,575,656 or 71.4% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations for an average of 104.3 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 or older

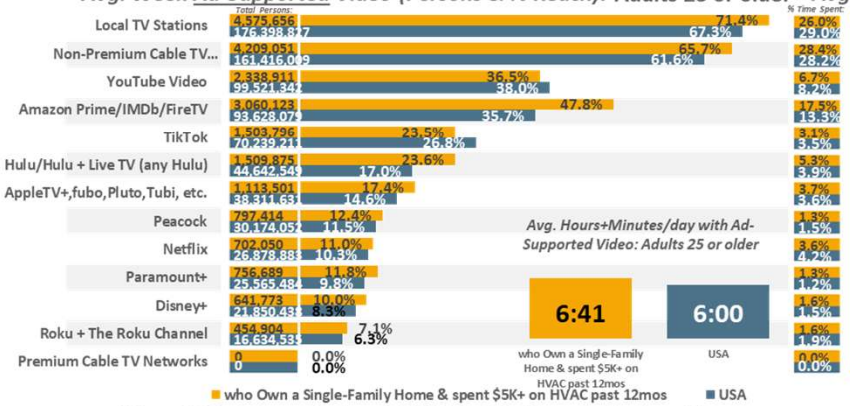


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

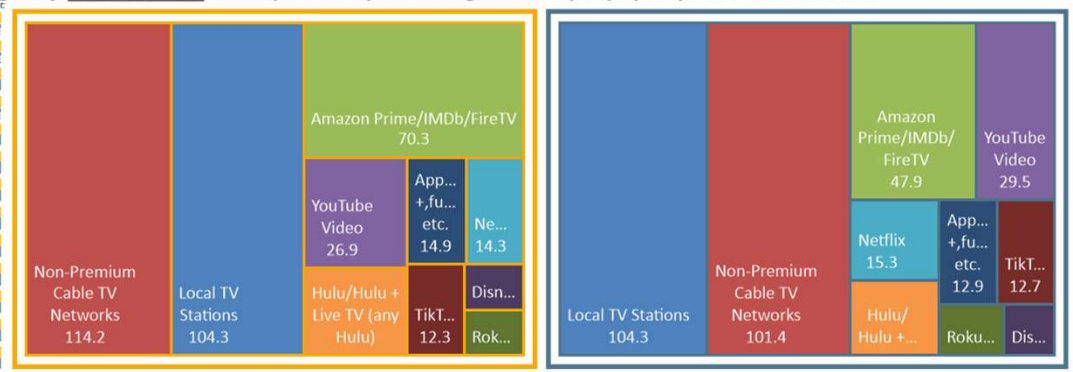


■ who Own a Single-Family Home & spent $5K+ on HVAC past 12mos ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



■ who Own a Single-Family Home & spent $5K+ on HVAC past 12mos ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

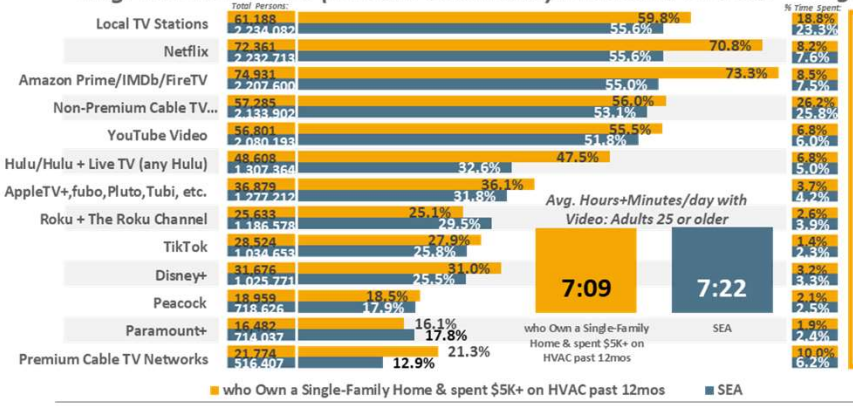
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

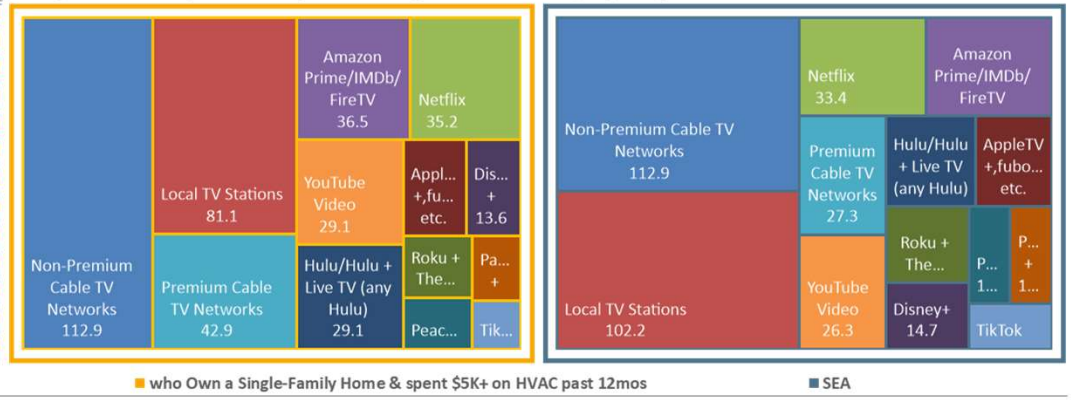


60,703 or 59.4% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations for an average of 74.8 minutes every day representing 21.2% of all time spent daily with Ad-Supported Video.

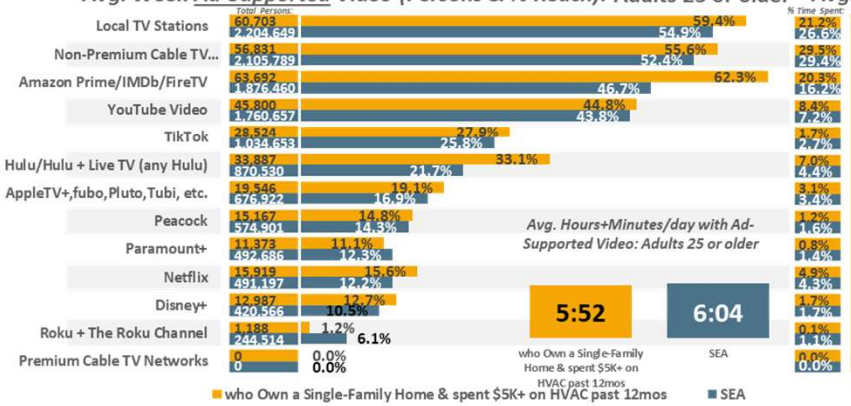
Avg. Week All Video (Persons & % Reach): Adults 25 or older



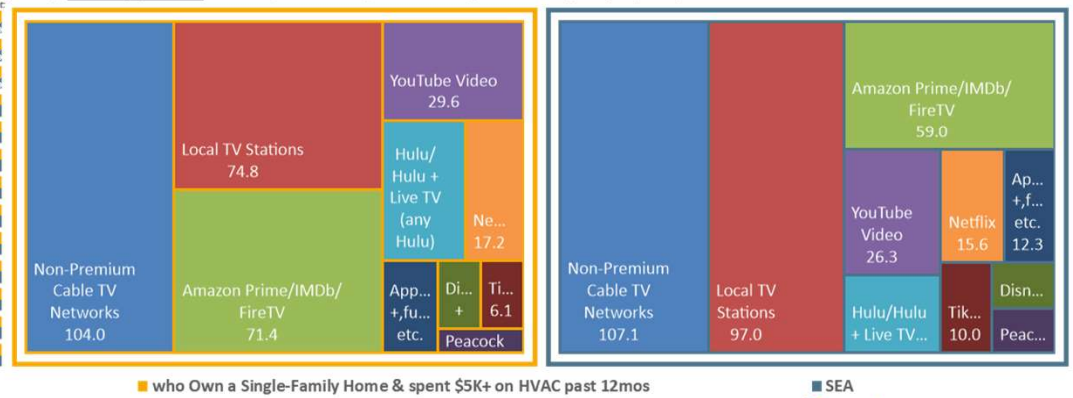
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 111

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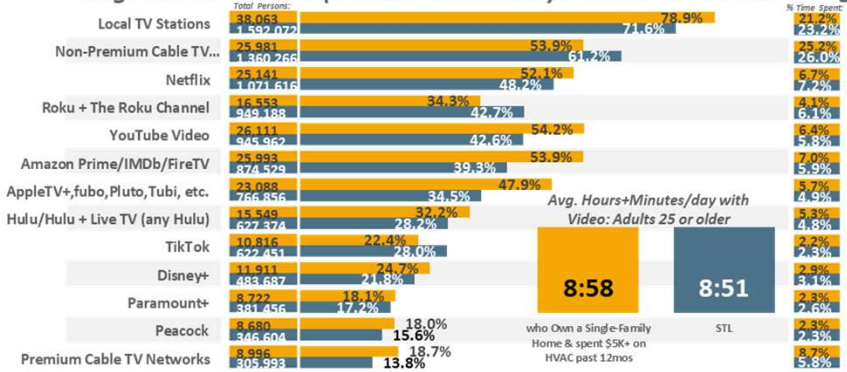
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

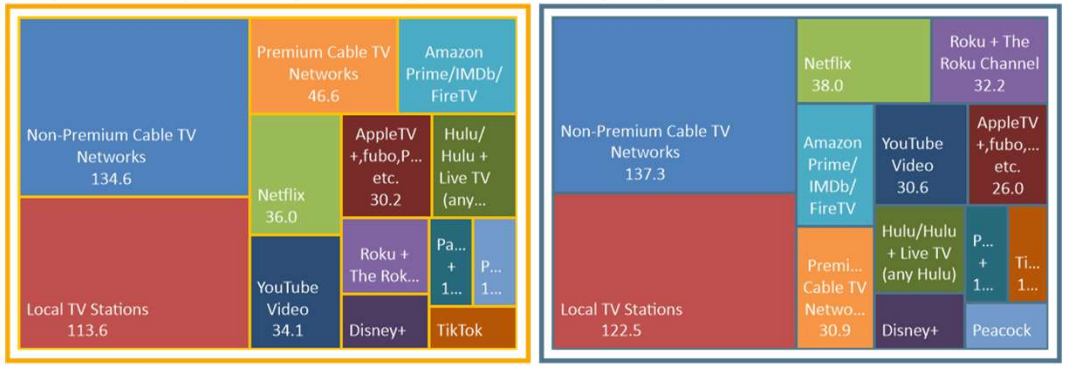


37,871 or 78.5% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations for an average of 105.8 minutes every day representing 23.7% of all time spent daily with Ad-Supported Video.

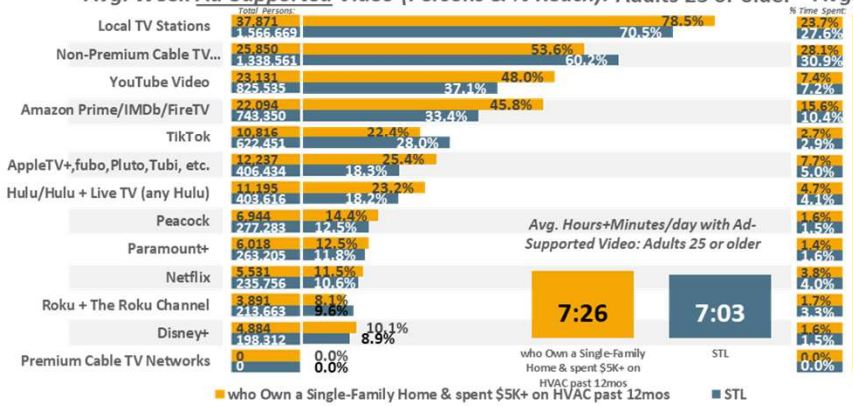
Avg. Week All Video (Persons & % Reach): Adults 25 or older



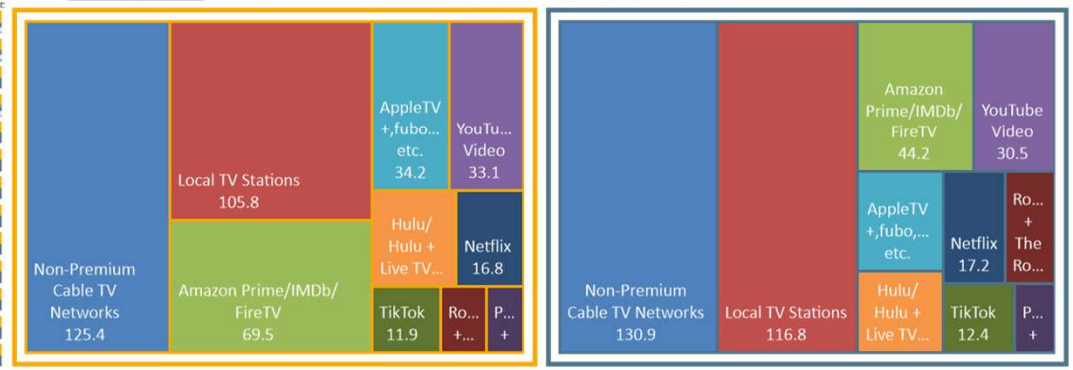
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

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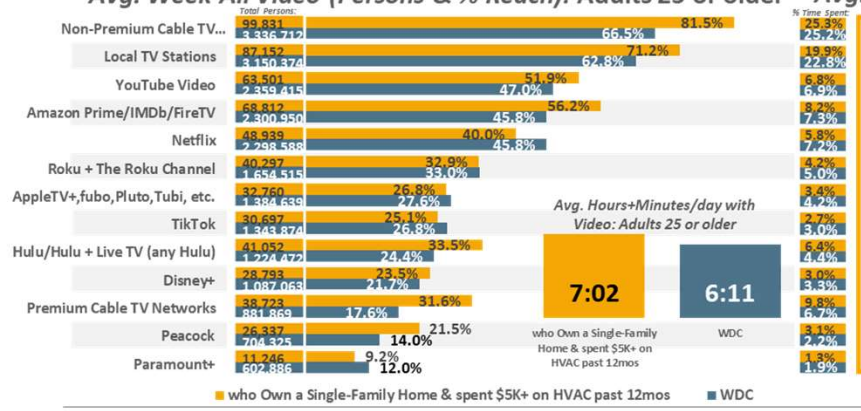
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

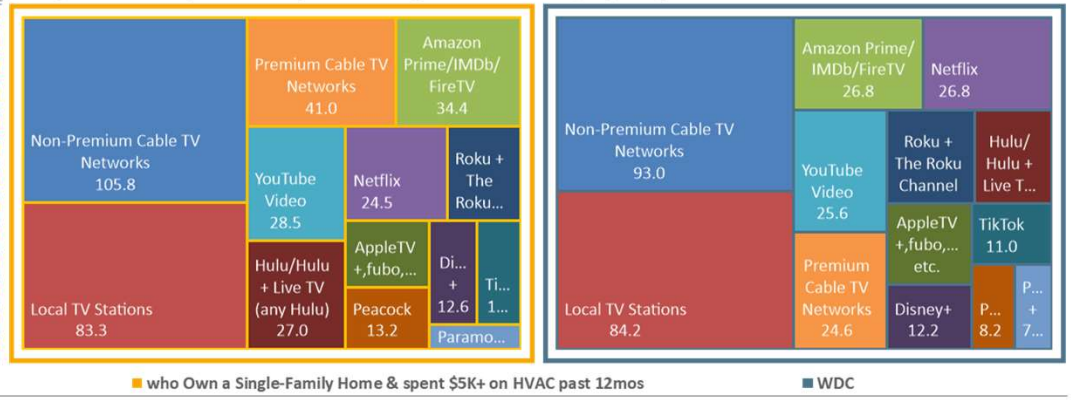


85,601 or 69.9% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations for an average of 78. minutes every day representing 21.8% of all time spent daily with Ad-Supported Video.

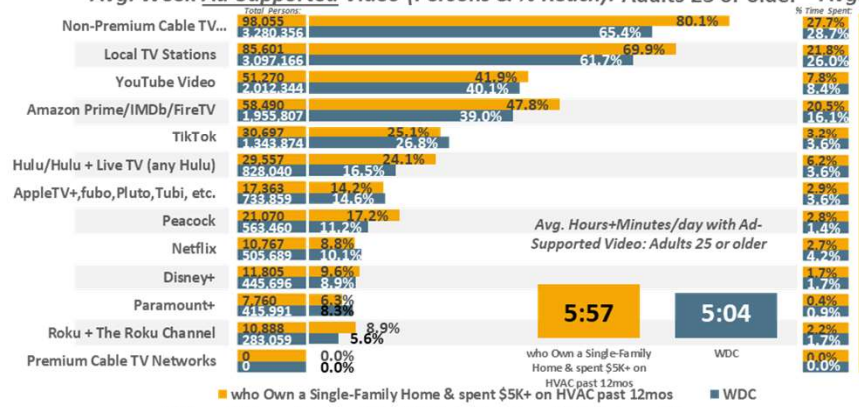
Avg. Week All Video (Persons & % Reach): Adults 25 or older



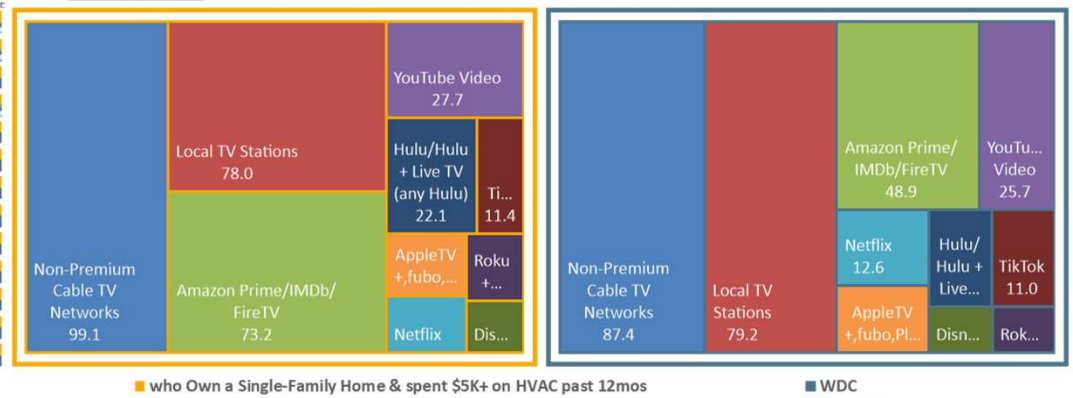
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 135

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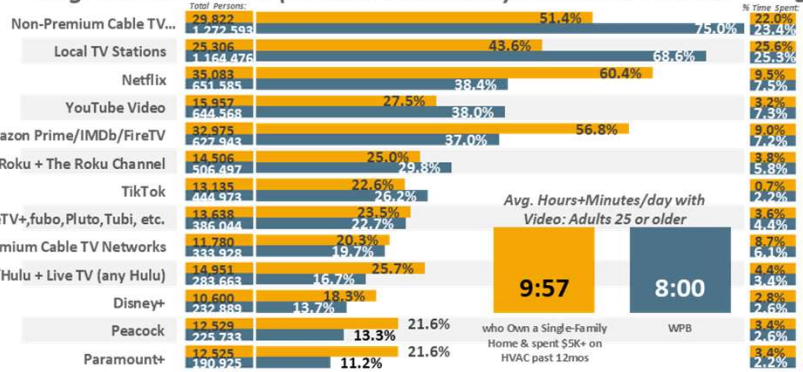
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

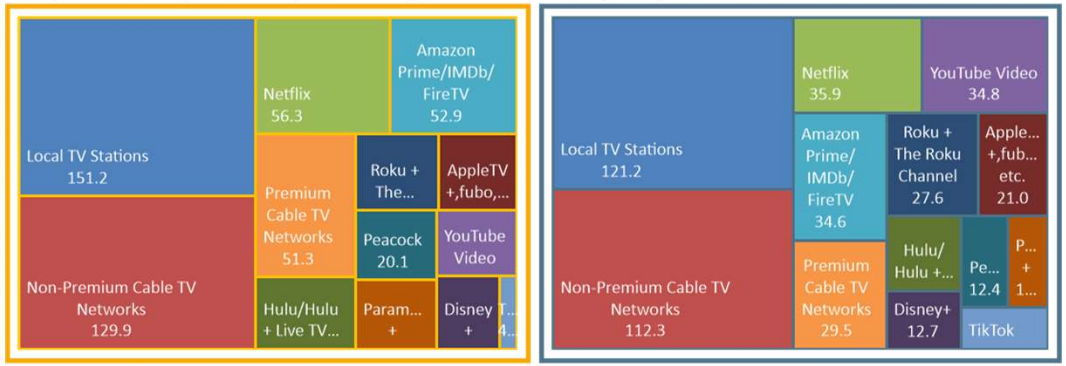


25,129 or 43.3% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations for an average of 130. minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.

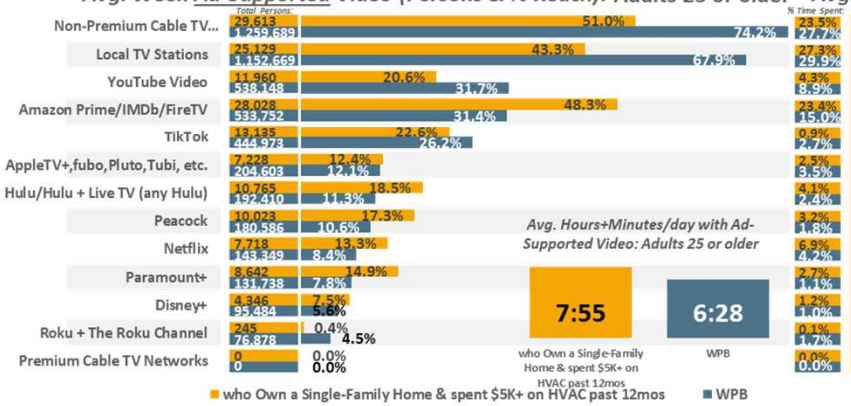
Avg. Week All Video (Persons & % Reach): Adults 25 or older



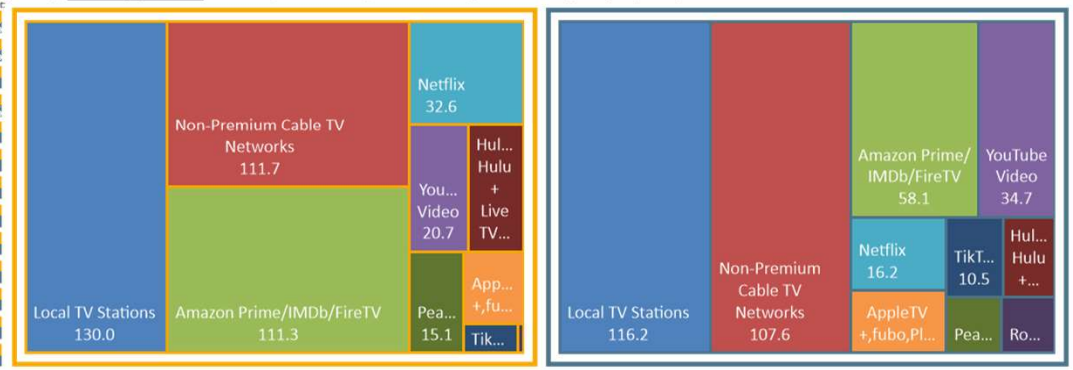
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 57

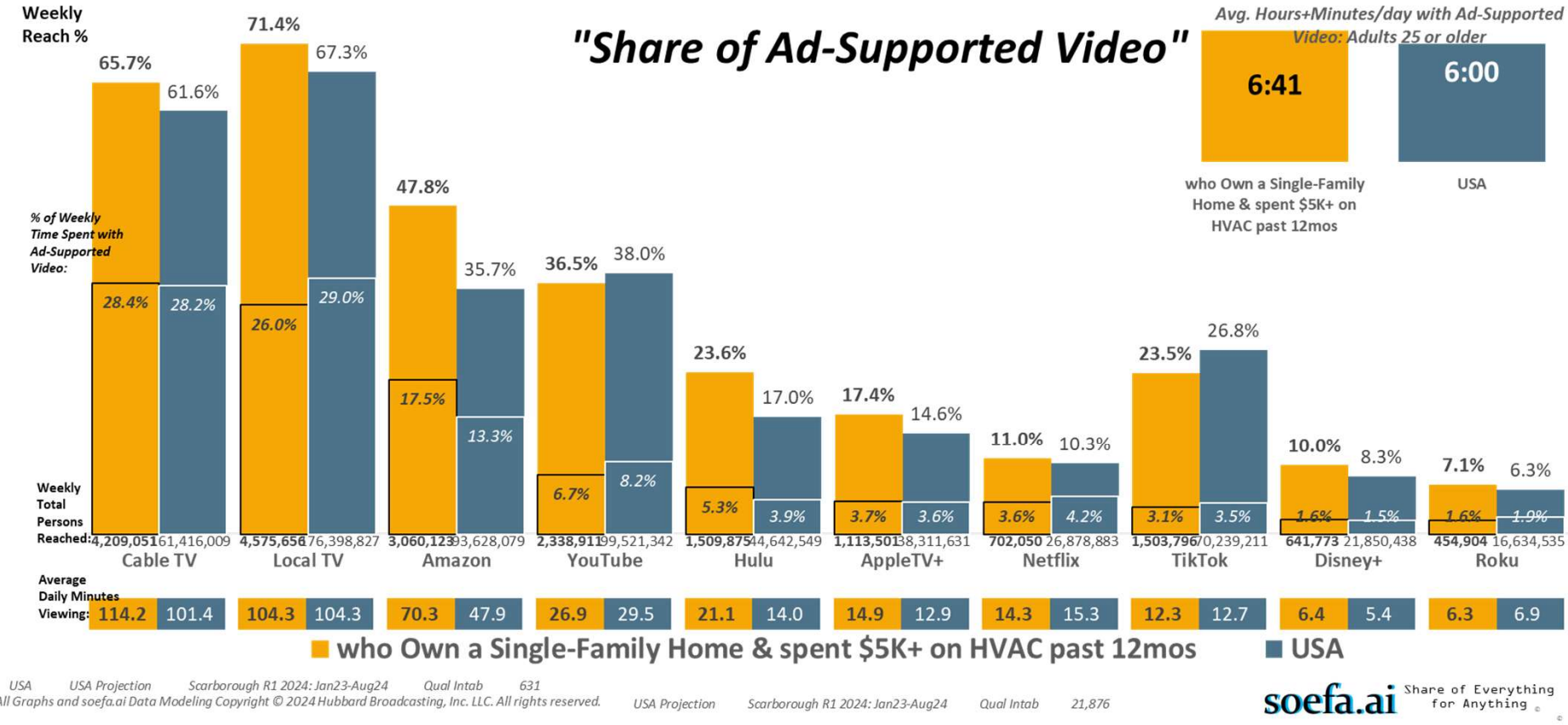
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]]



4,575,656 or 71.4% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations for an average of 104.3 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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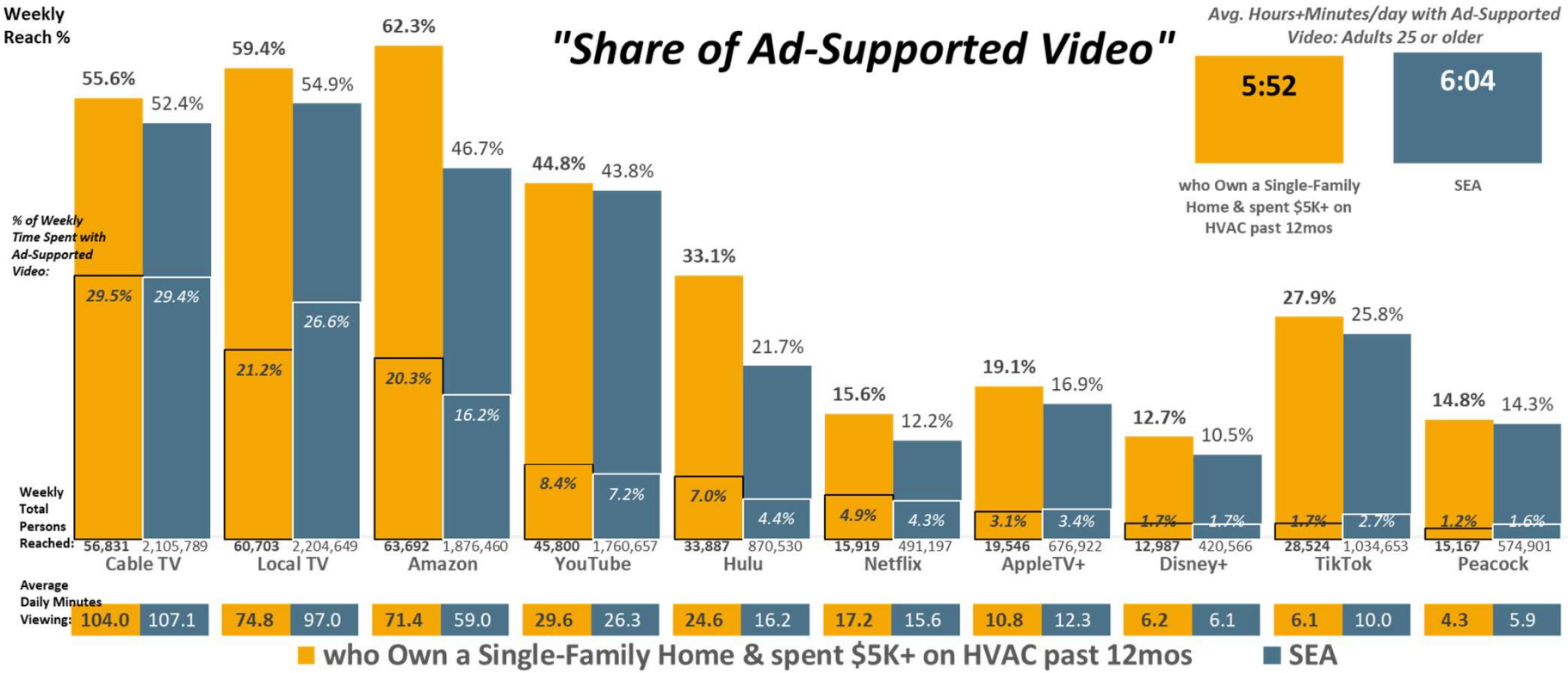
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



60,703 or 59.4% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations for an average of 74.8 minutes every day representing 21.2% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 111 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,669

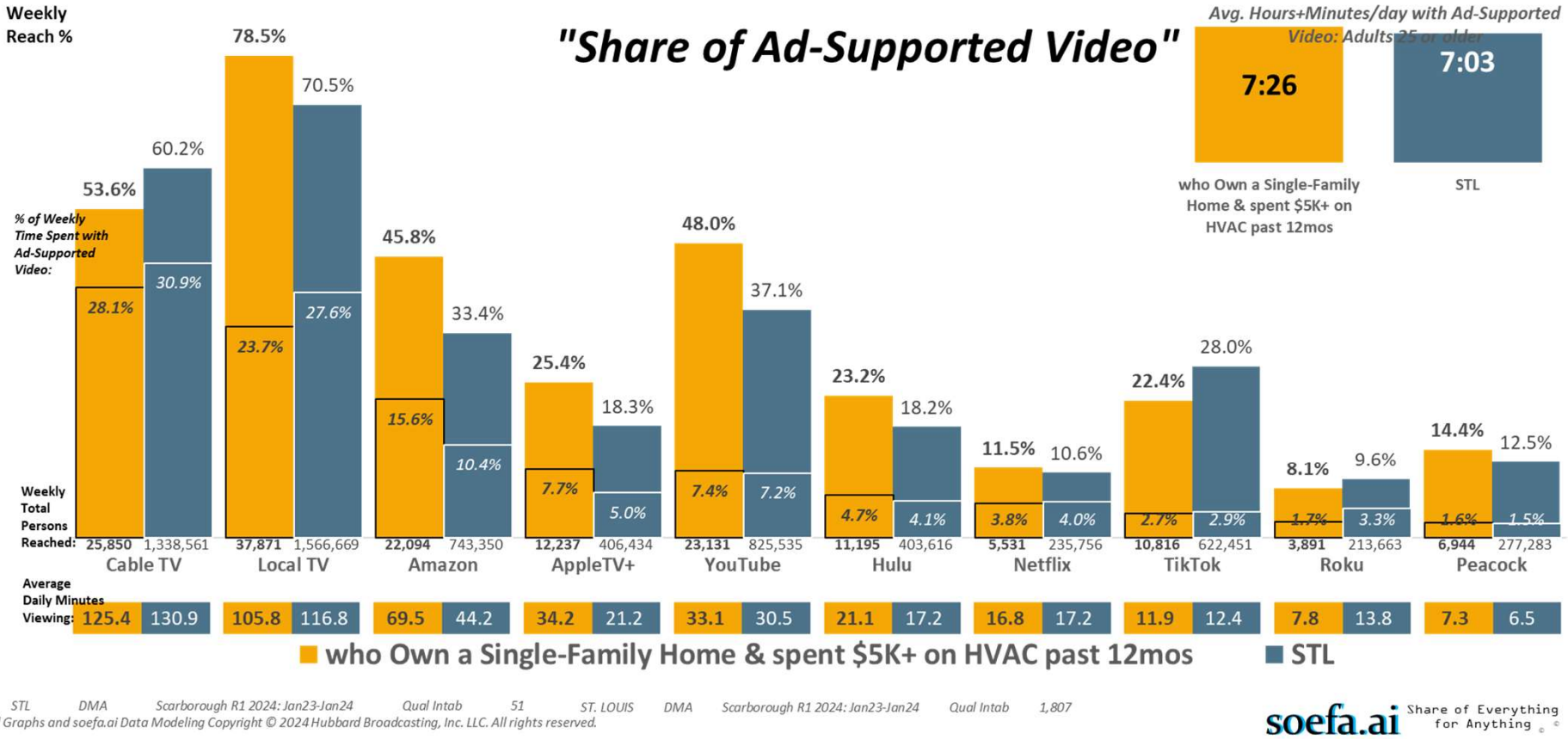
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



37,871 or 78.5% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations for an average of 105.8 minutes every day representing 23.7% of all time spent daily with Ad-Supported Video.

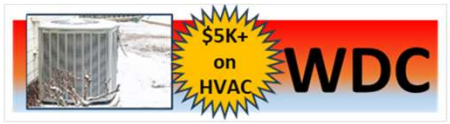


STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,807

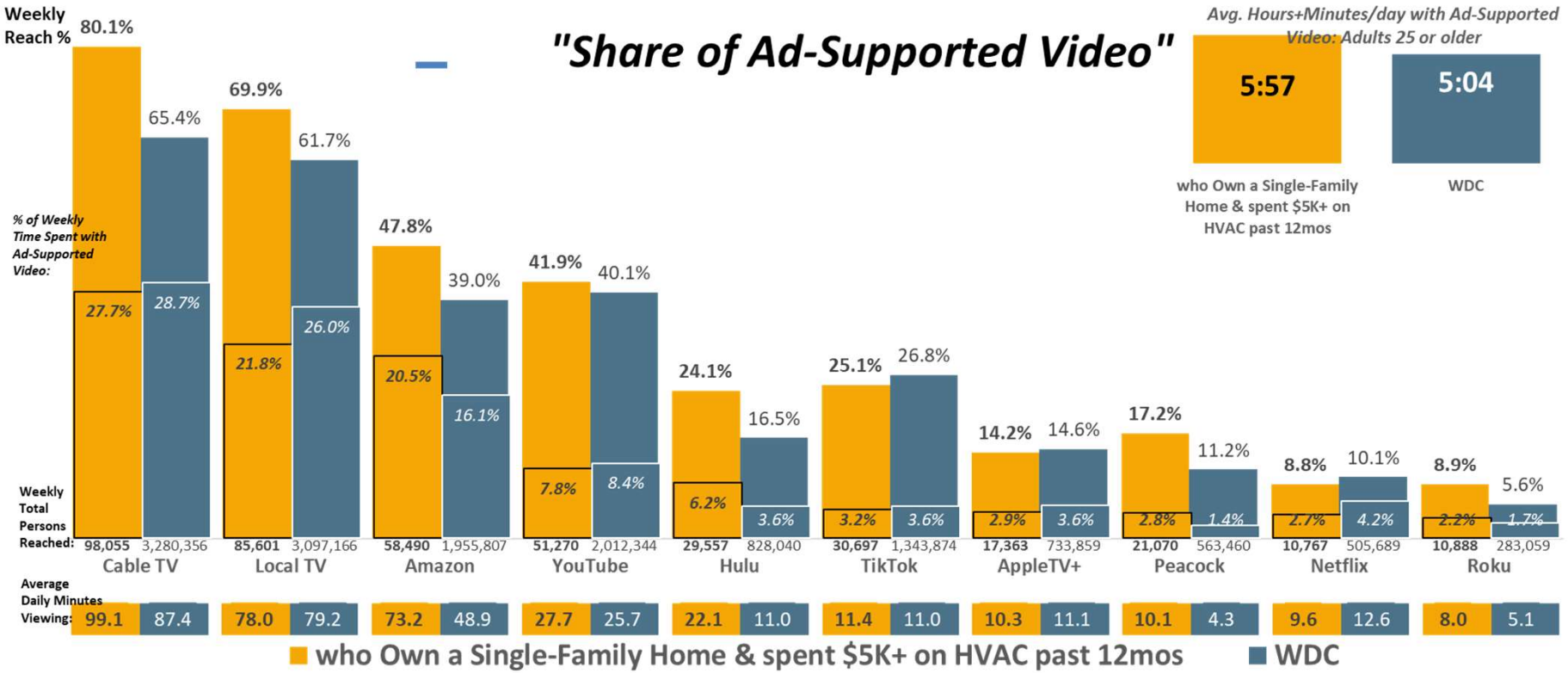
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



85,601 or 69.9% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations for an average of 78. minutes every day representing 21.8% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 135 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,152

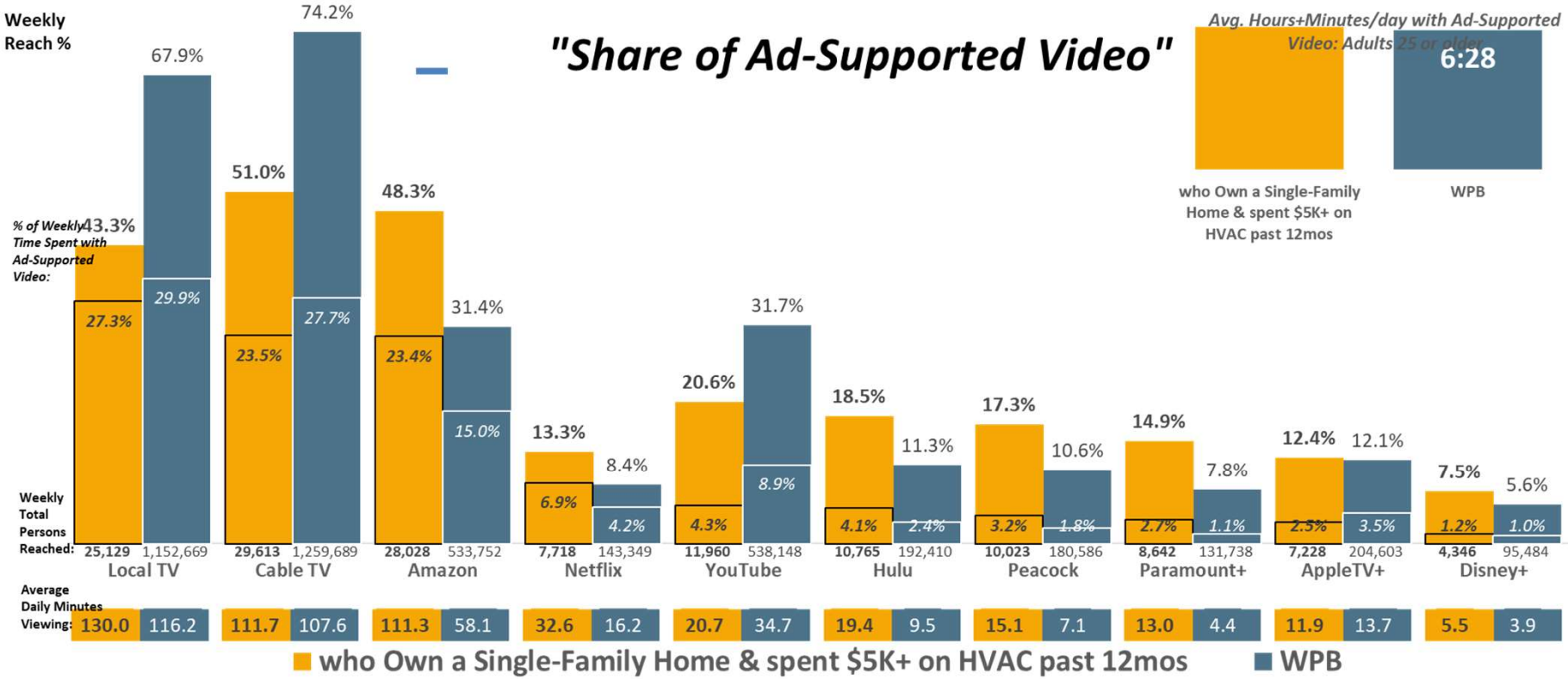
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



25,129 or 43.3% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations for an average of 130. minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 57 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,337

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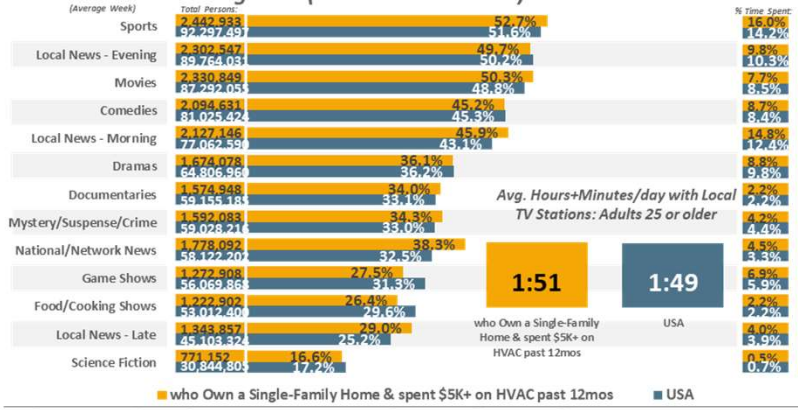
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

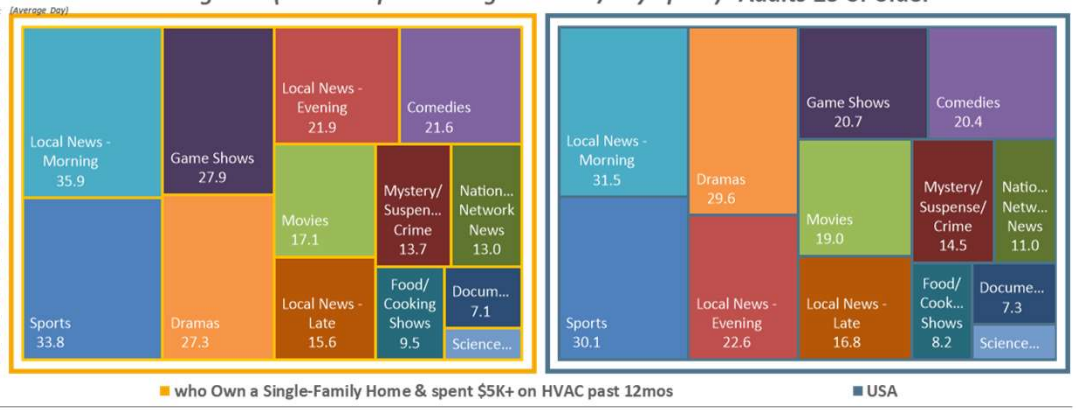


4,575,656 or 71.4% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Local News - Morning, Comedies, and Dramas.

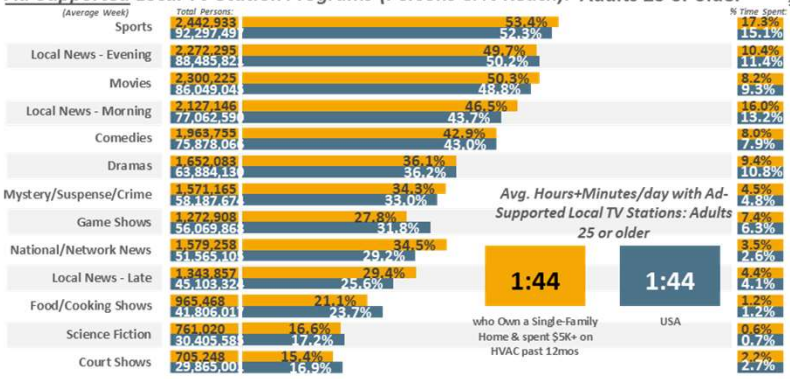
Local TV Station Programs (Persons & % Reach): Adults 25 or older



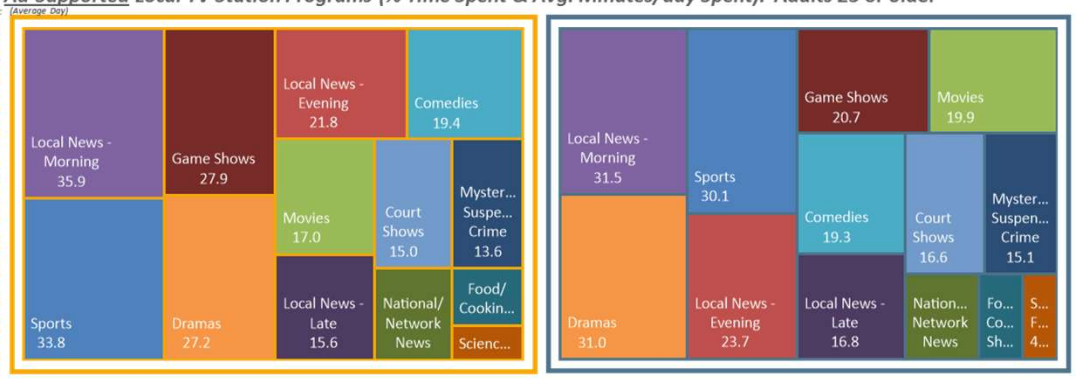
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

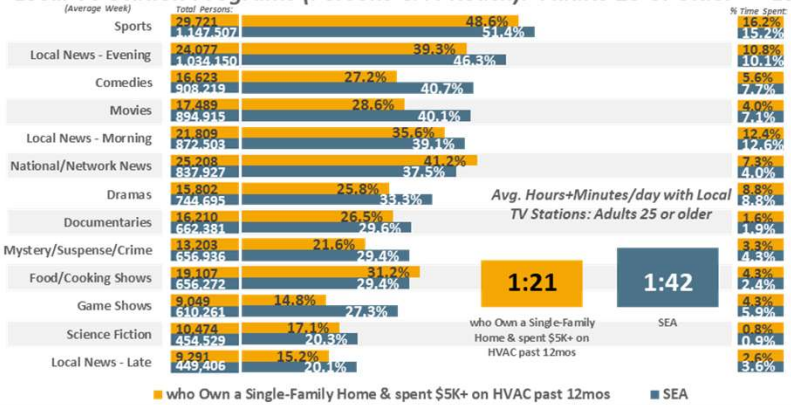
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

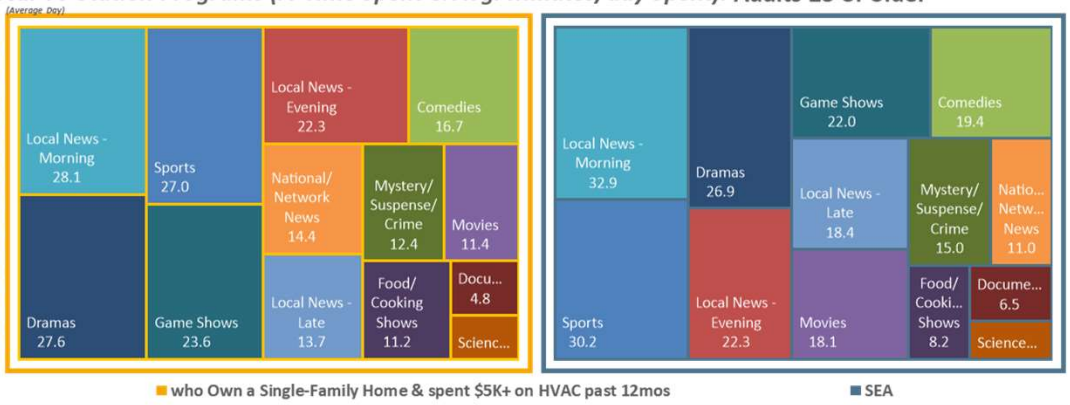


60,703 or 59.4% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, National/Network News, Local News - Morning, Movies, and Dramas.

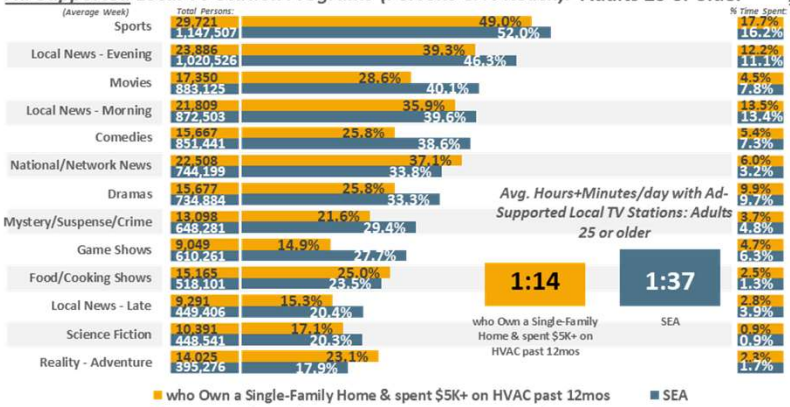
Local TV Station Programs (Persons & % Reach): Adults 25 or older



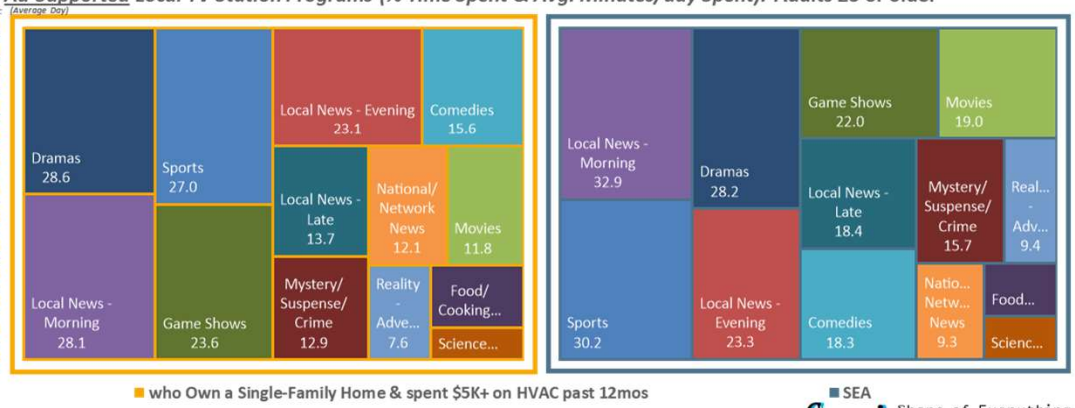
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 111

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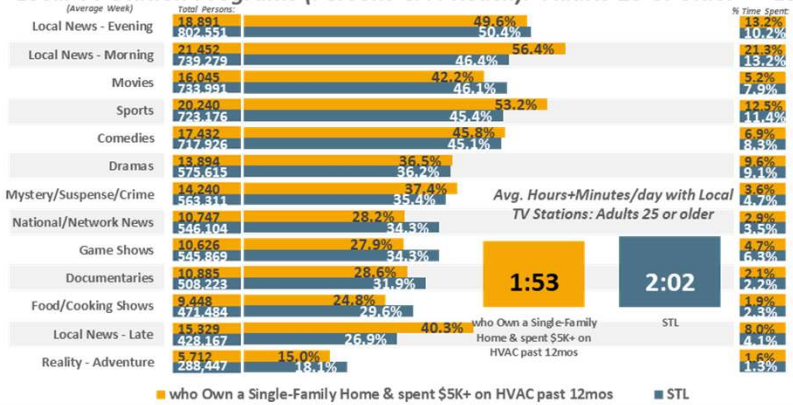
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

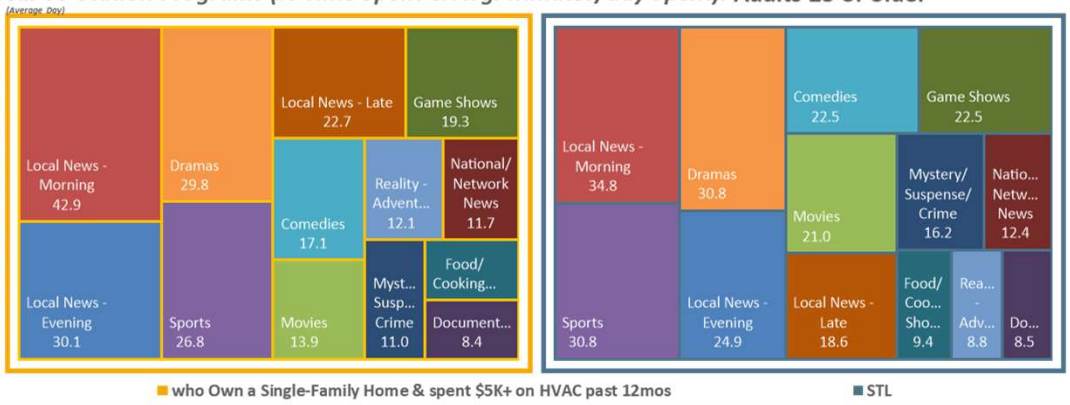


37,871 or 78.5% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Local News - Evening, Comedies, Movies, and Local News - Late.

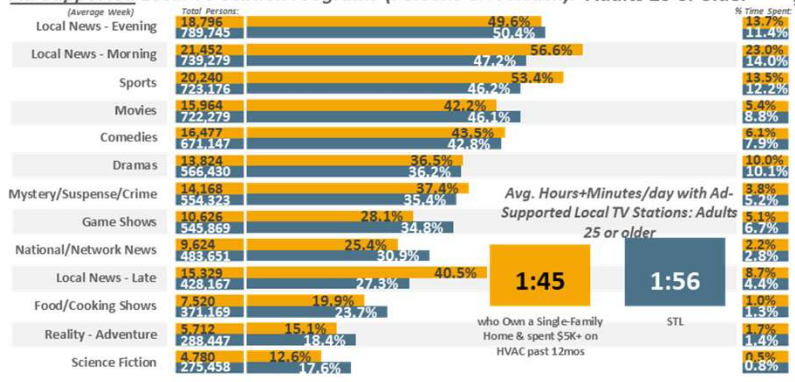
Local TV Station Programs (Persons & % Reach): Adults 25 or older



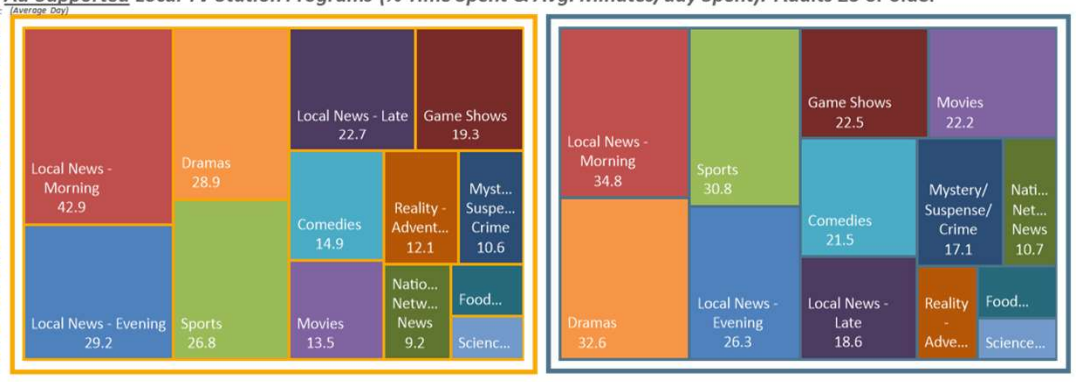
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

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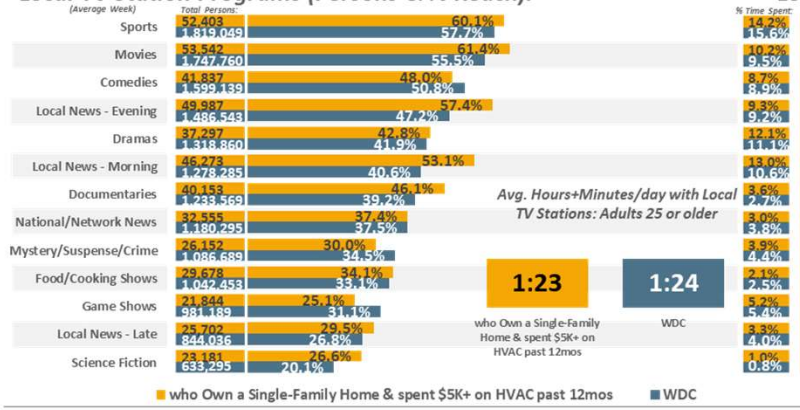
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

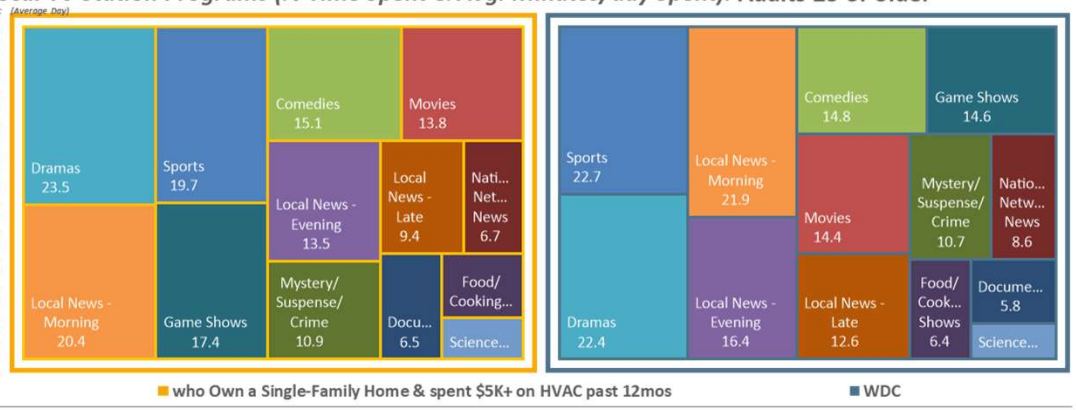


85,601 or 69.9% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Local News - Evening, Local News - Morning, Comedies, and Dramas.

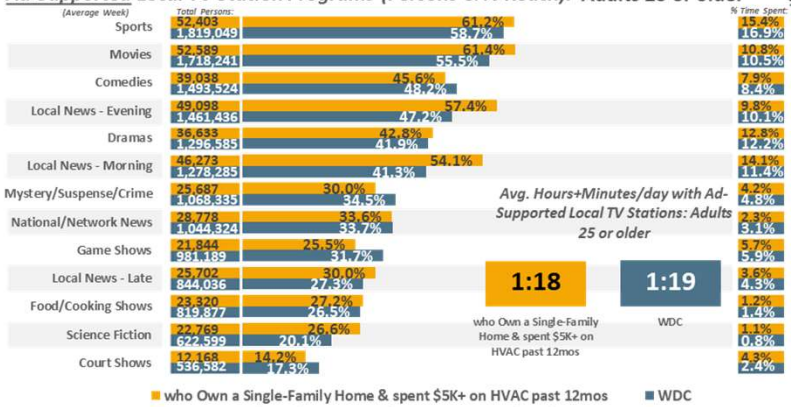
Local TV Station Programs (Persons & % Reach): Adults 25 or older



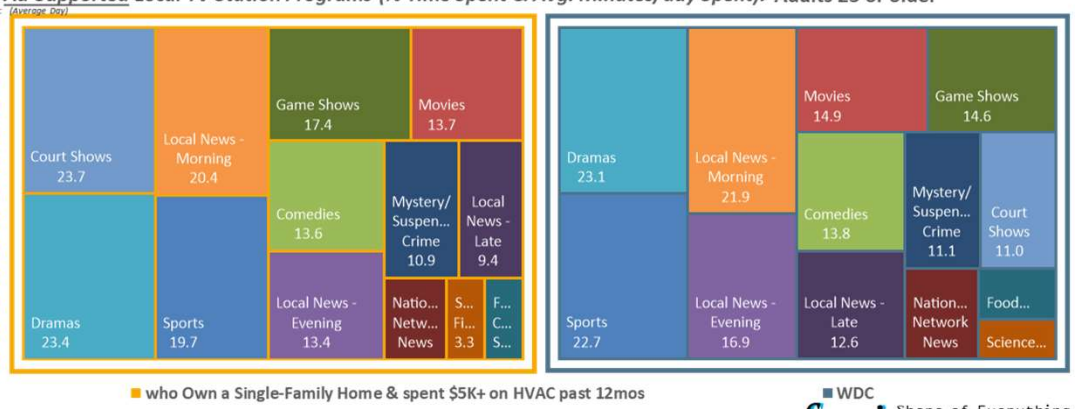
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 135

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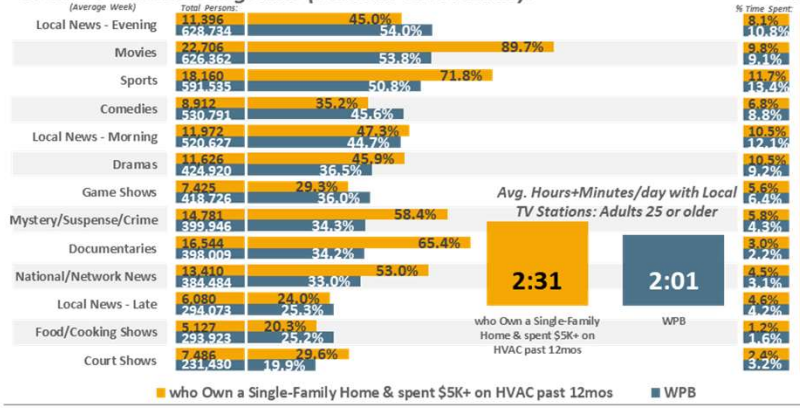
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

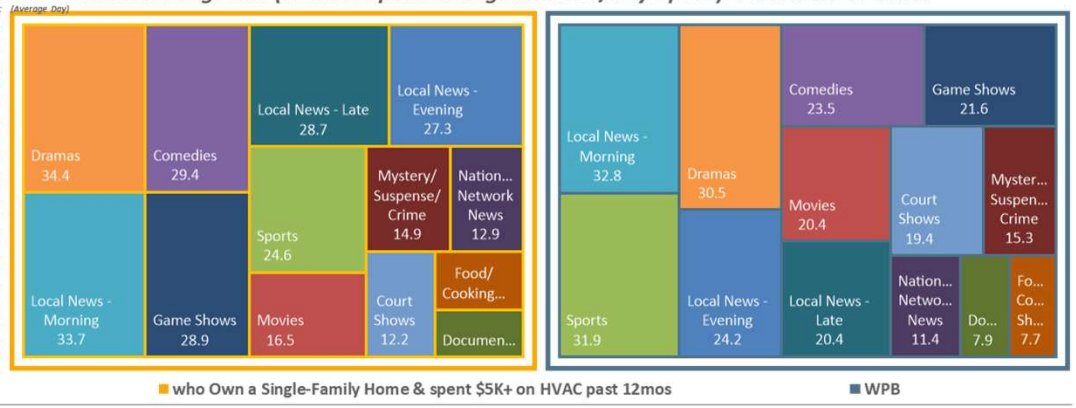


25,129 or 43.3% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Mystery/Suspense/Crime, National/Network News, Local News - Morning, and Dramas

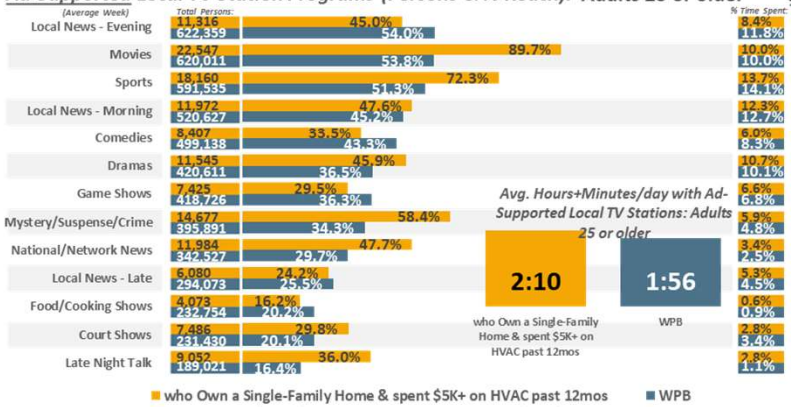
Local TV Station Programs (Persons & % Reach): Adults 25 or older



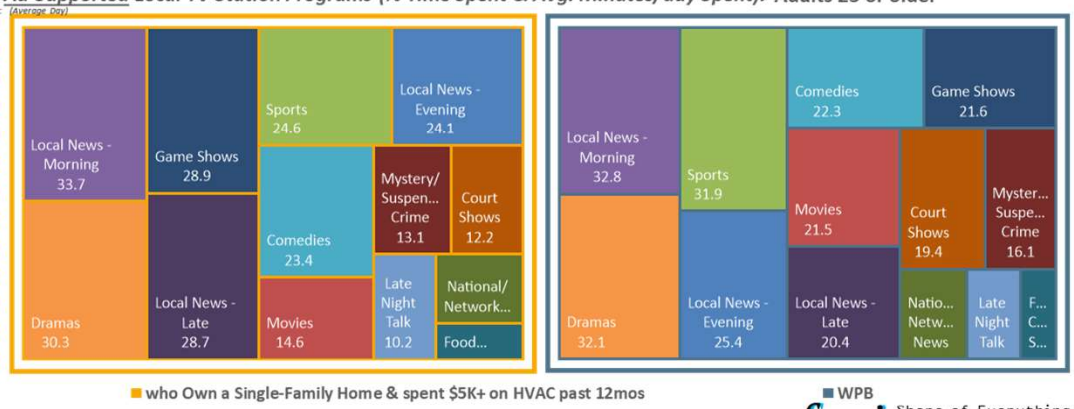
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 57

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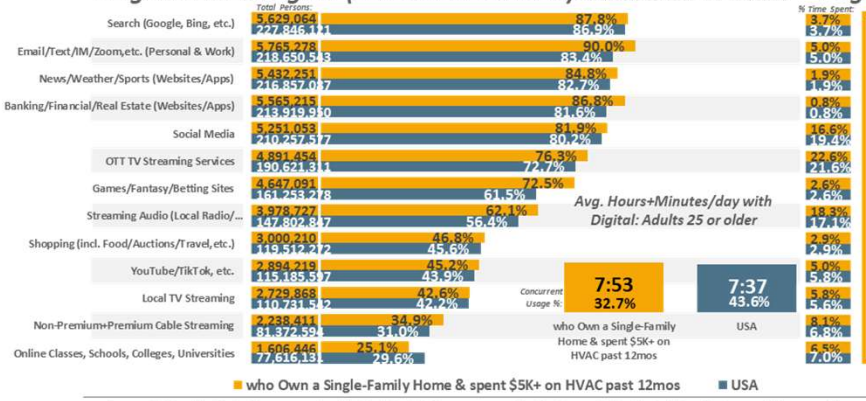
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

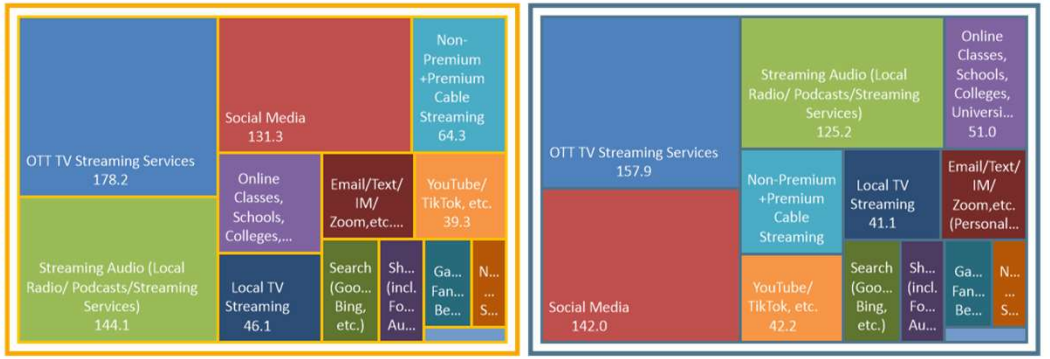


4,661,124 or 72.7% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported Social Media for an average of 116.6 minutes every day representing 19.2% of all time spent daily with Ad-Supported Digital Media.

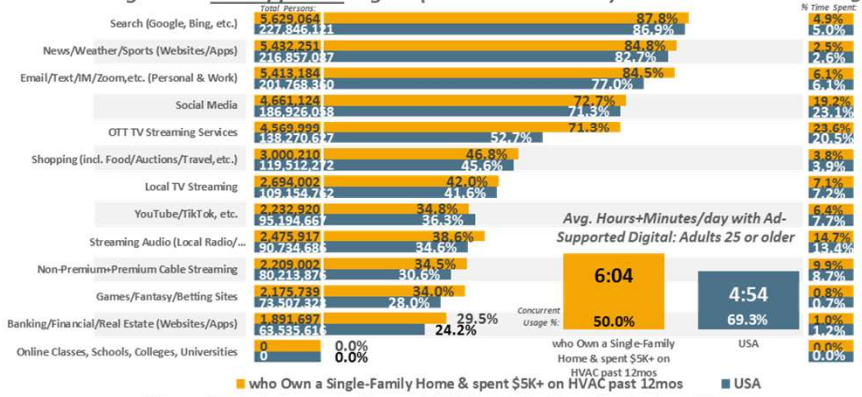
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



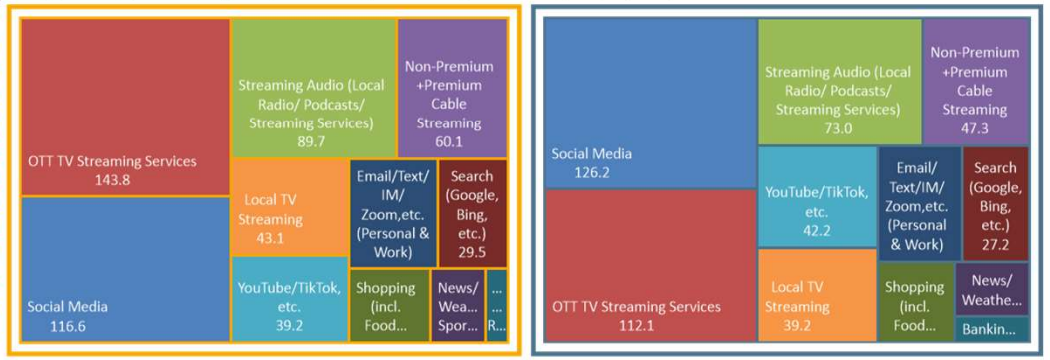
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

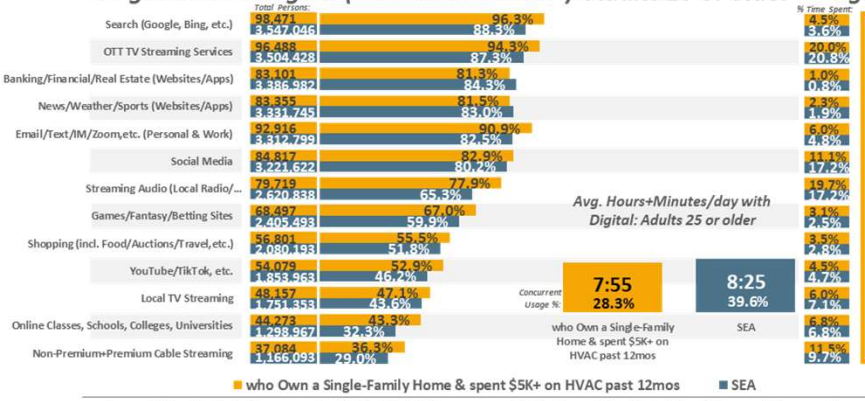
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

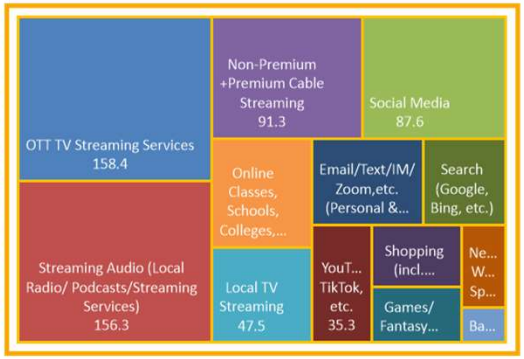


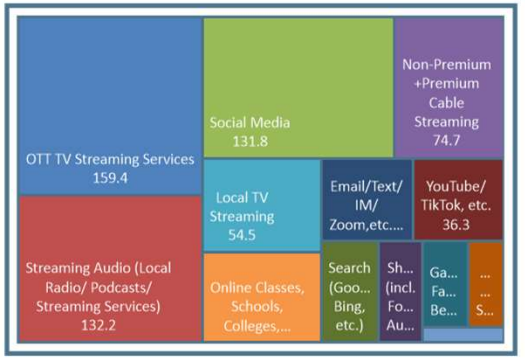
77,018 or 75.3% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported Social Media for an average of 79.5 minutes every day representing 13.1% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 or older

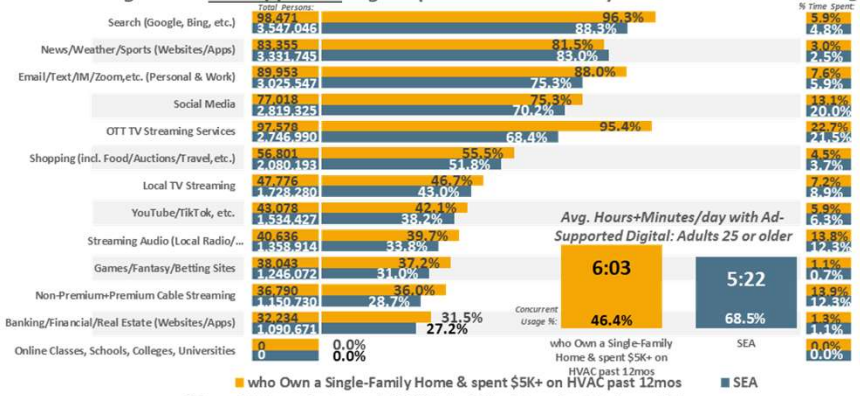


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

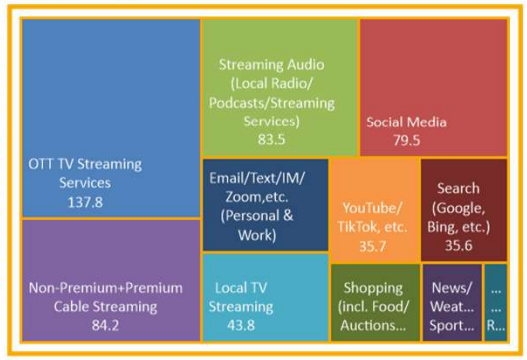


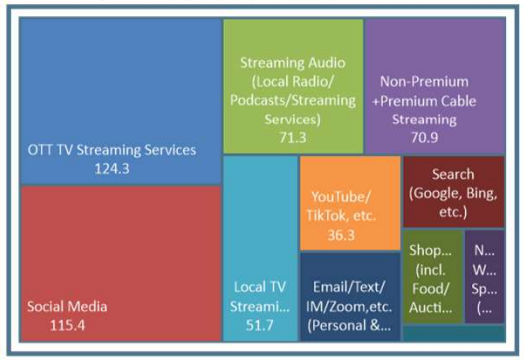


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 111

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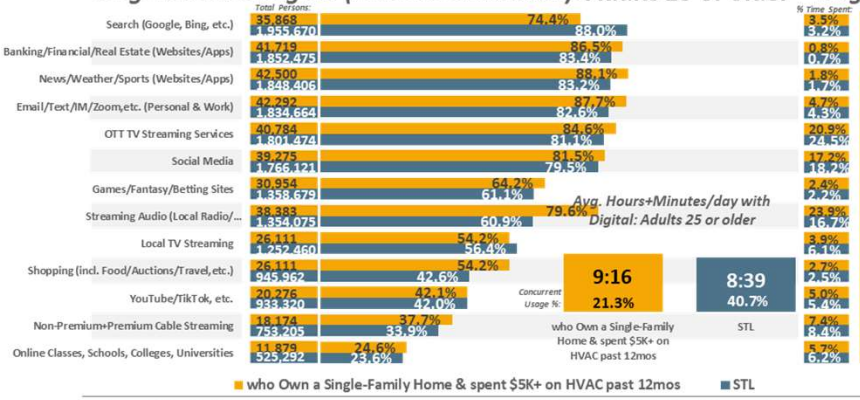
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

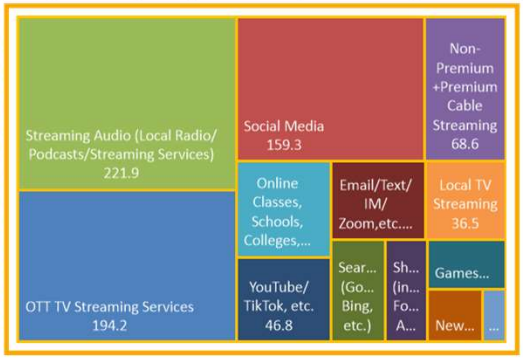


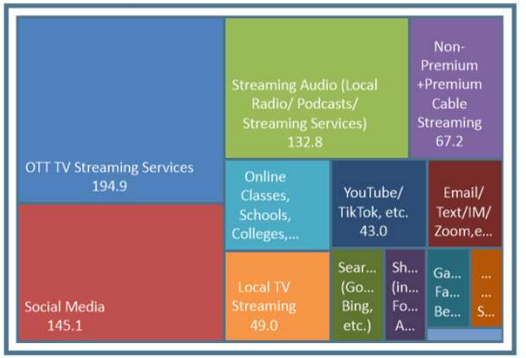
29,509 or 61.2% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported Social Media for an average of 119.7 minutes every day representing 17.4% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 or older

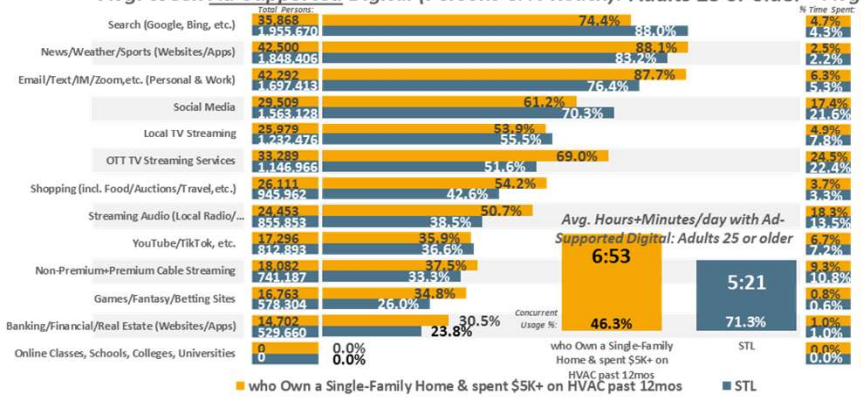


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

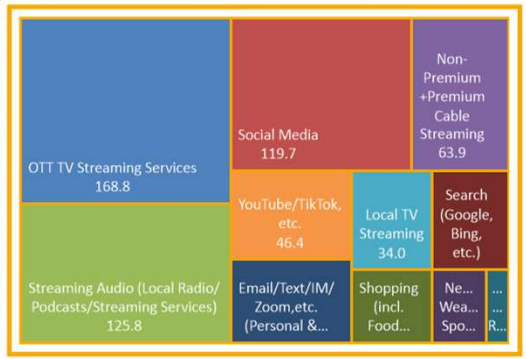


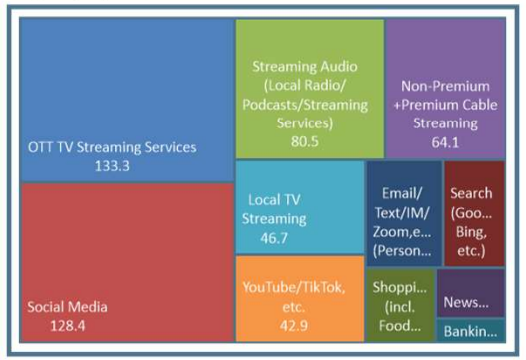


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

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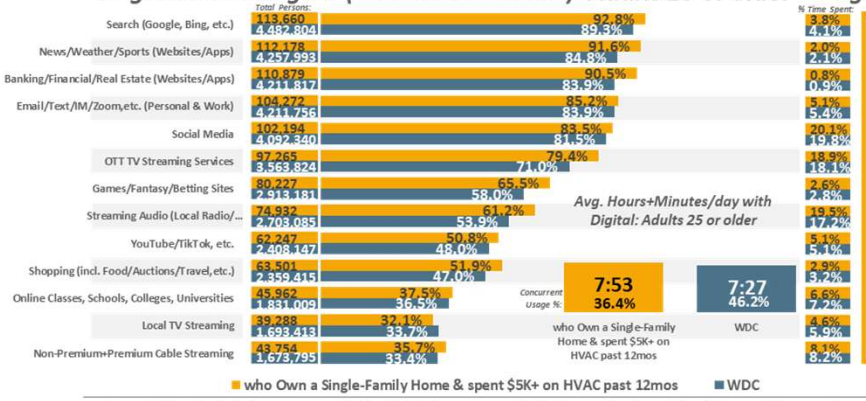
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

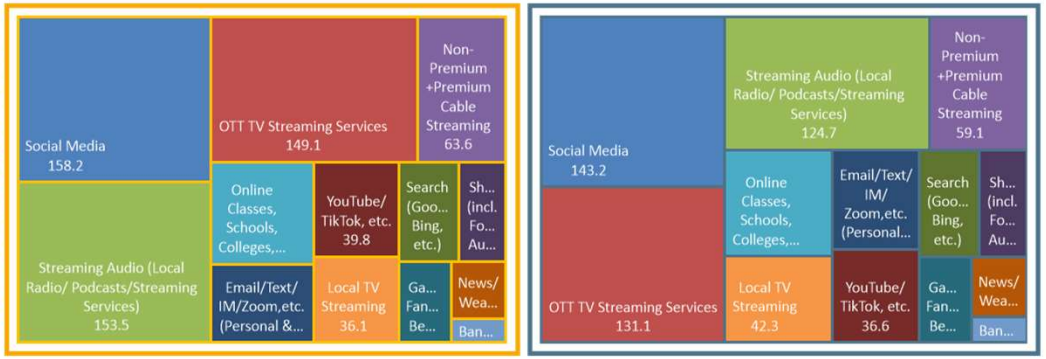


89,552 or 73.1% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported Social Media for an average of 138.7 minutes every day representing 21.7% of all time spent daily with Ad-Supported Digital Media.

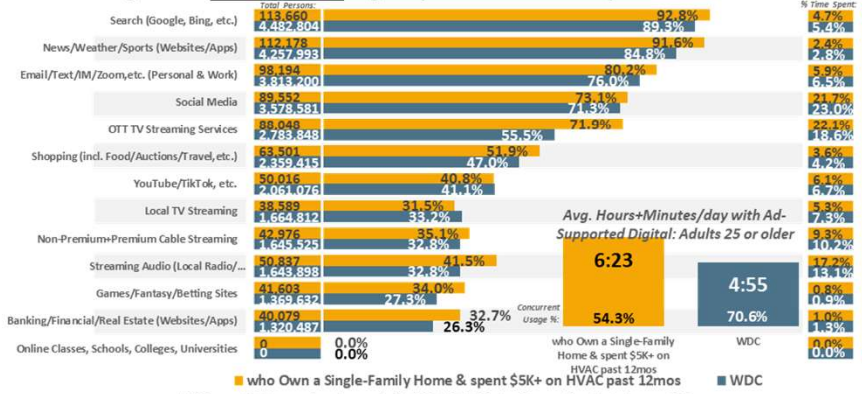
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



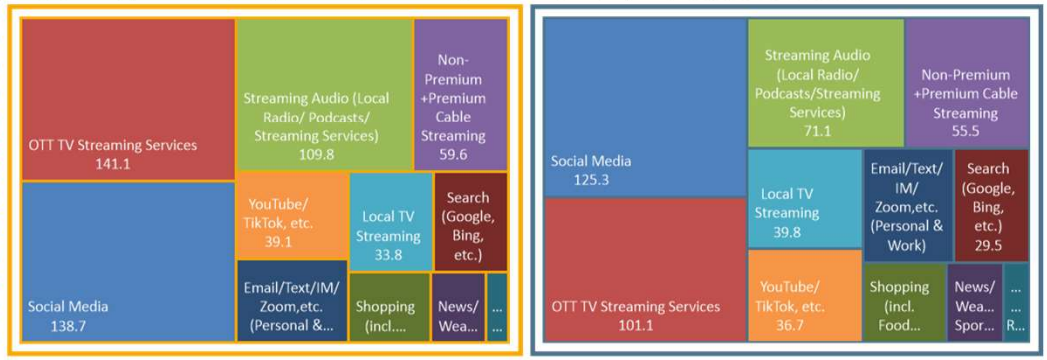
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 135

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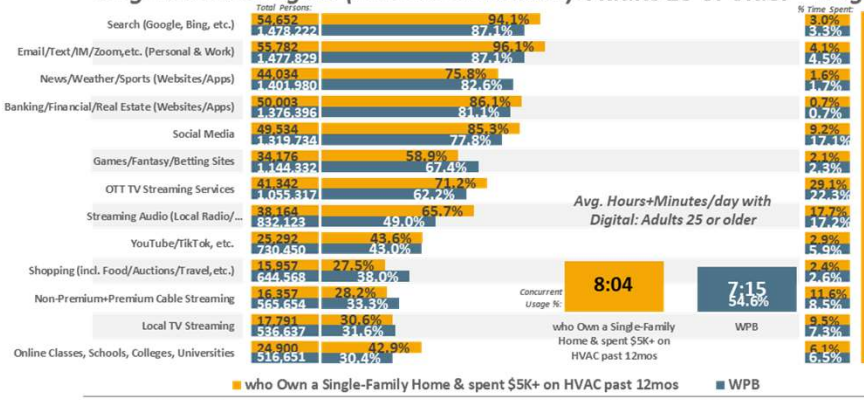
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

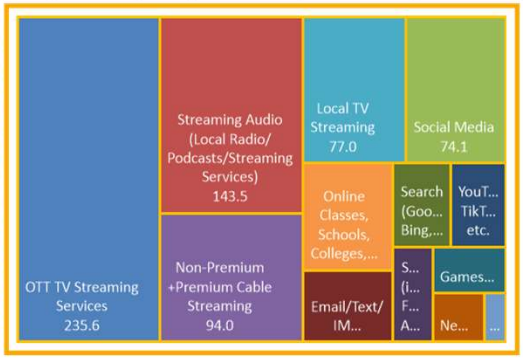


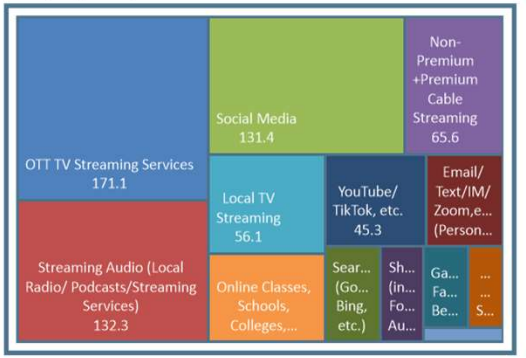
32,611 or 56.2% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported Social Media for an average of 48.8 minutes every day representing 7.8% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 or older

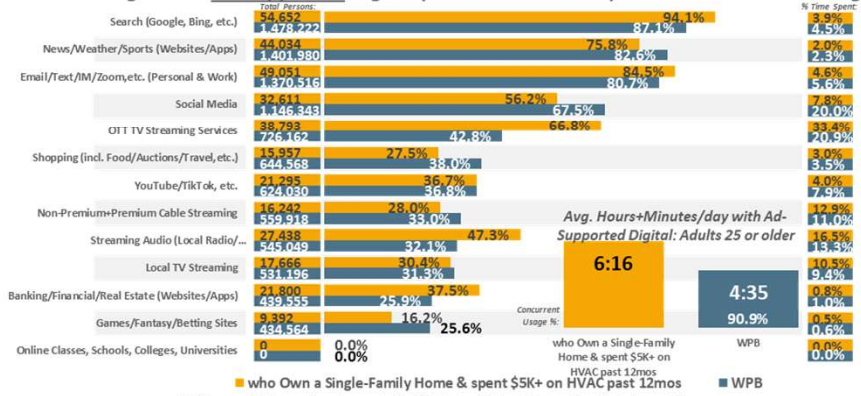


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

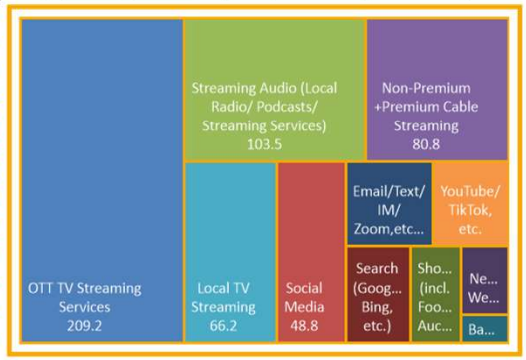


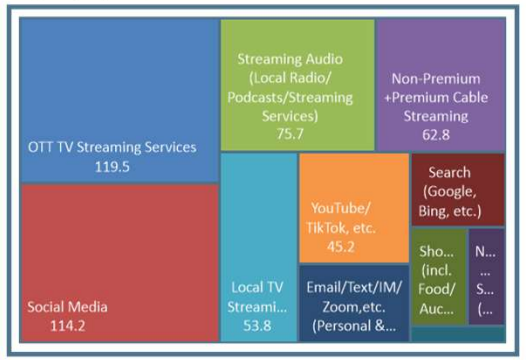


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 57

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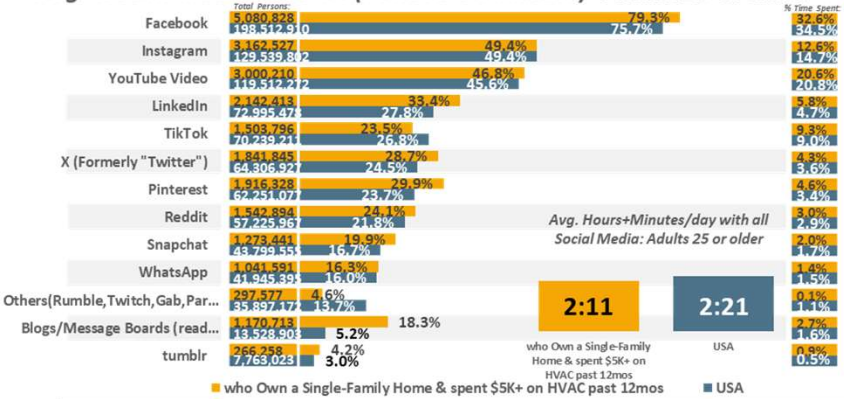
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

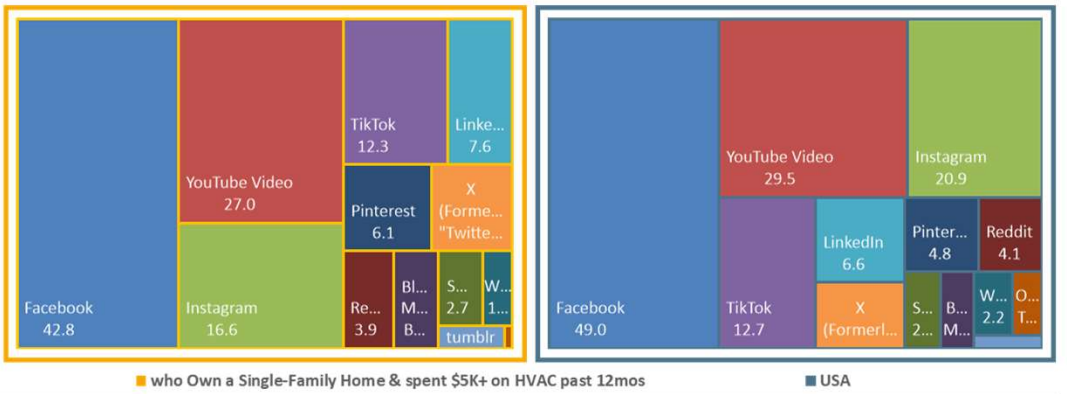


4,661,124 or 72.7% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported Facebook for an average of 36.7 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.

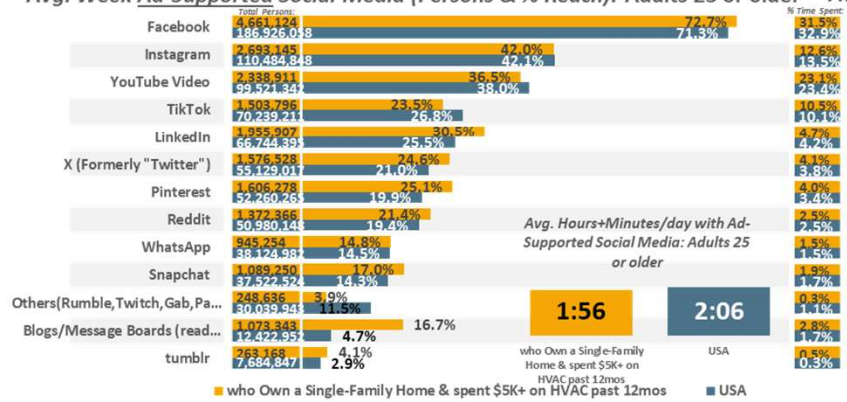
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



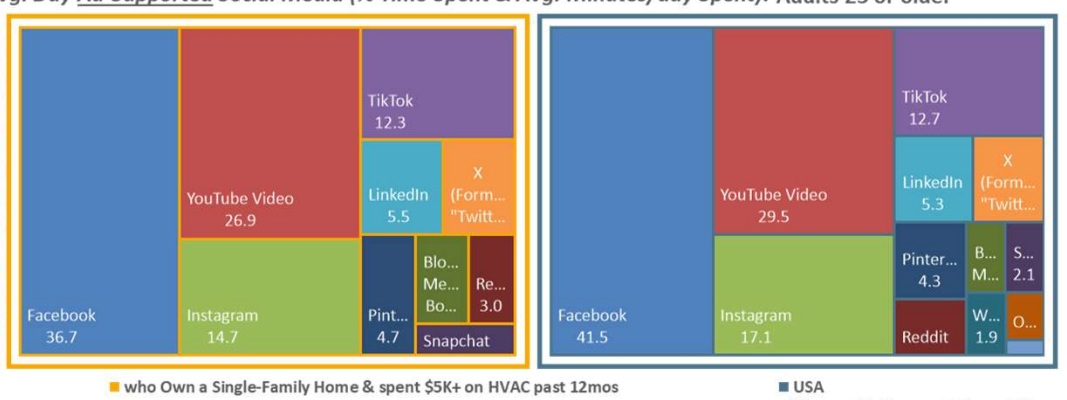
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

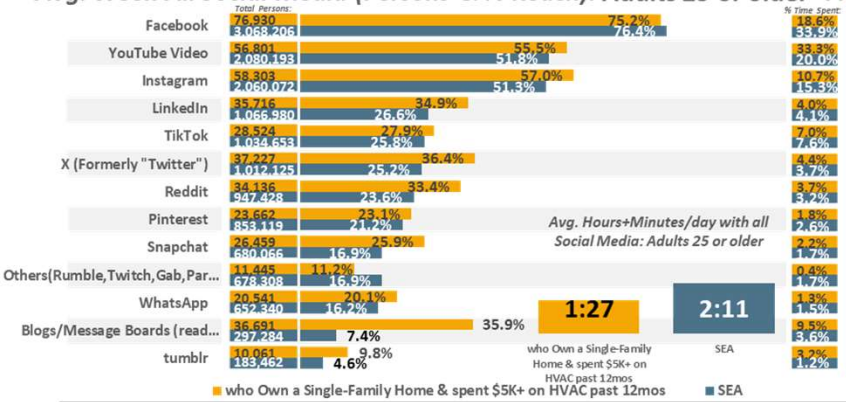
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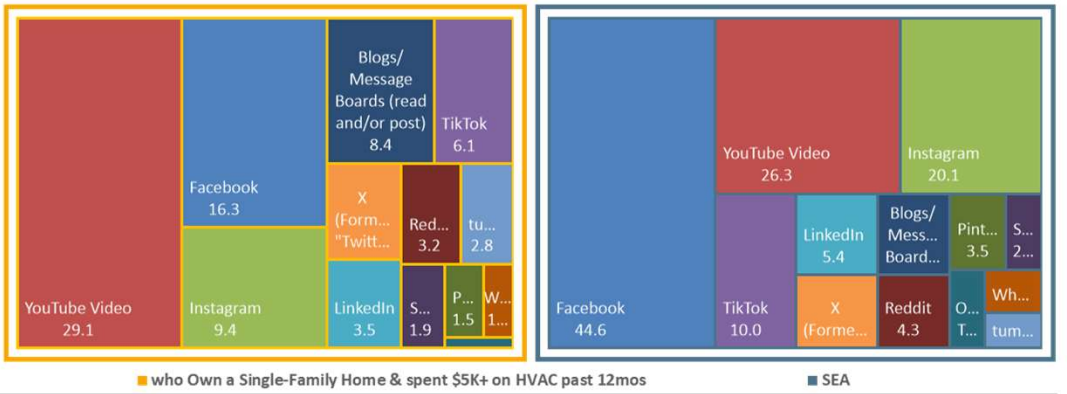


45,800 or 44.8% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported YouTube Video for an average of 29.6 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

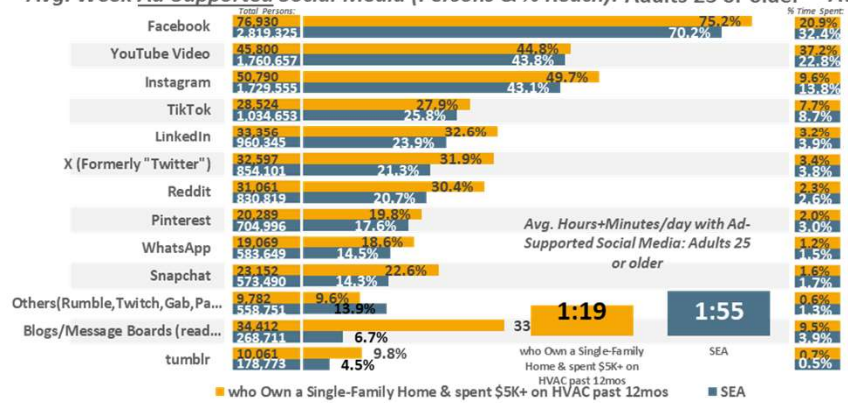
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



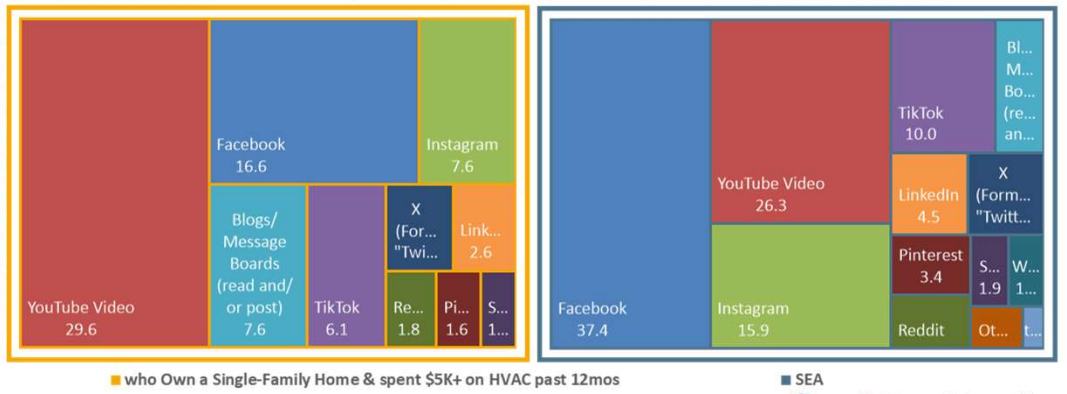
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 111

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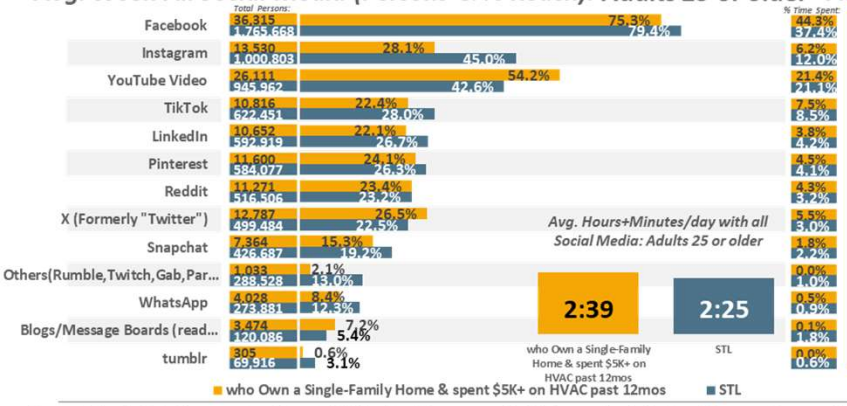
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

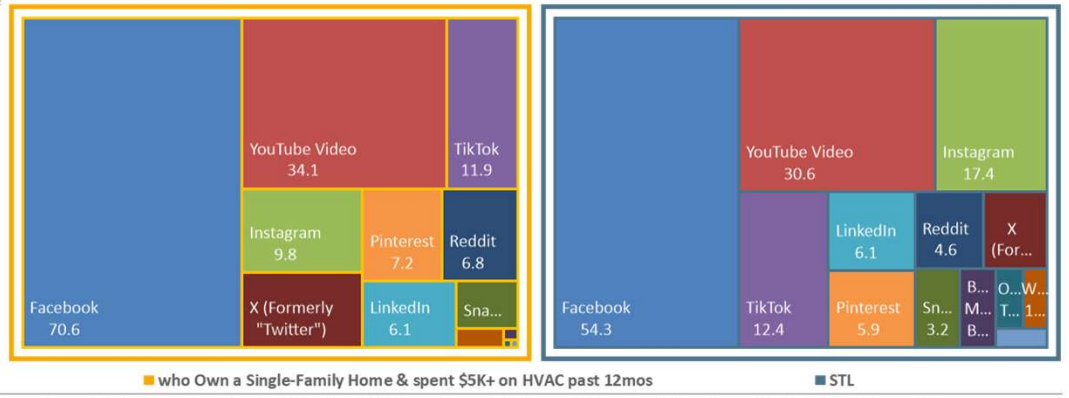


29,509 or 61.2% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported Facebook for an average of 43.6 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

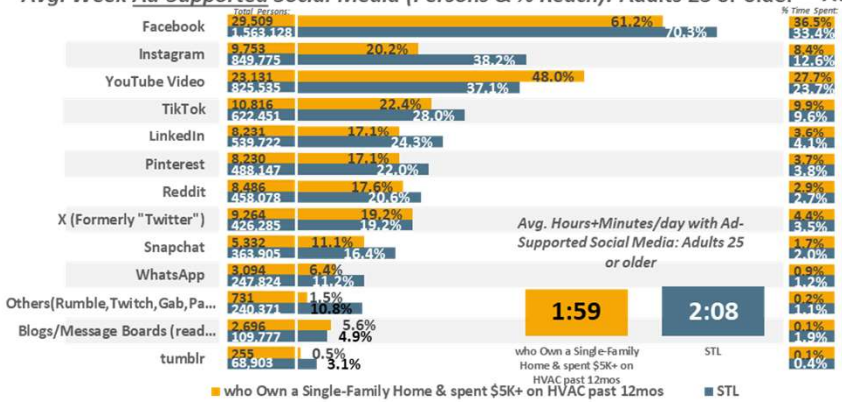
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



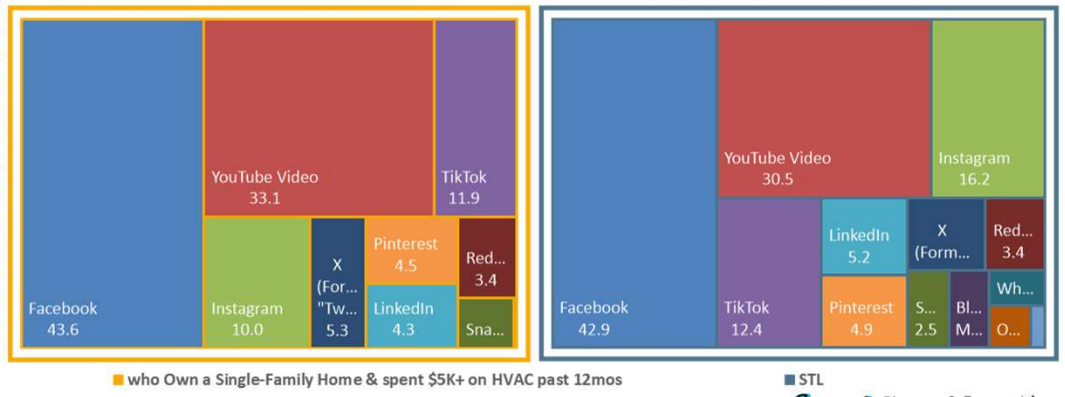
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

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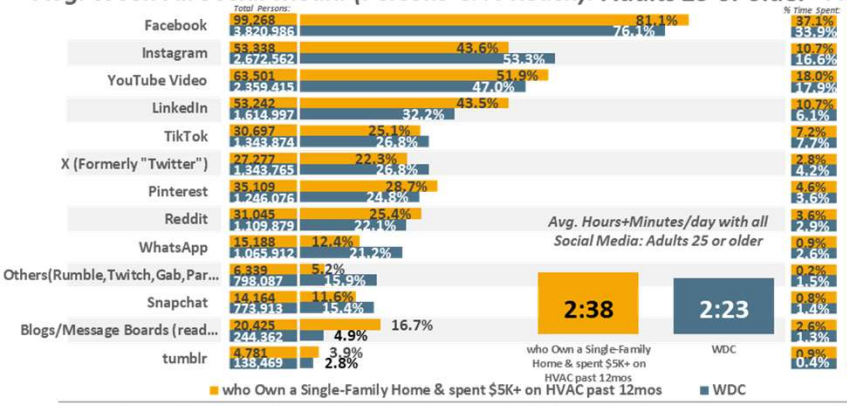
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

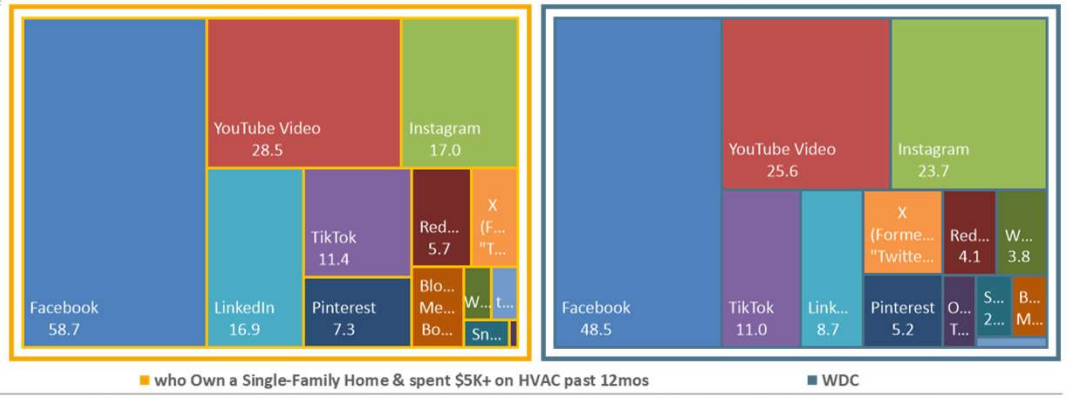


89,552 or 73.1% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported Facebook for an average of 49.5 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

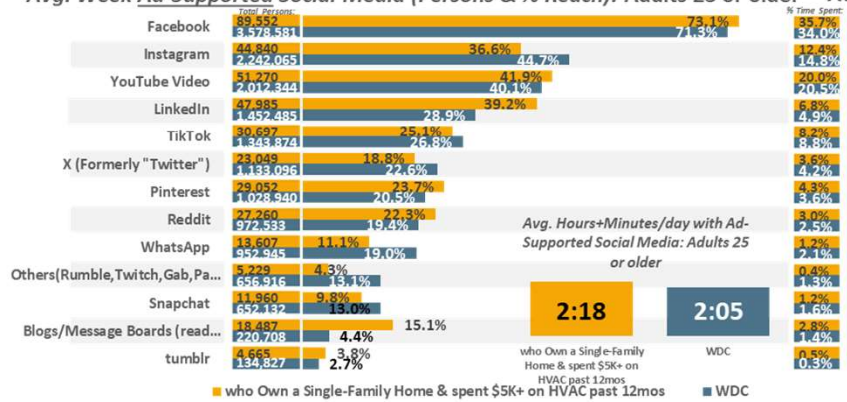
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



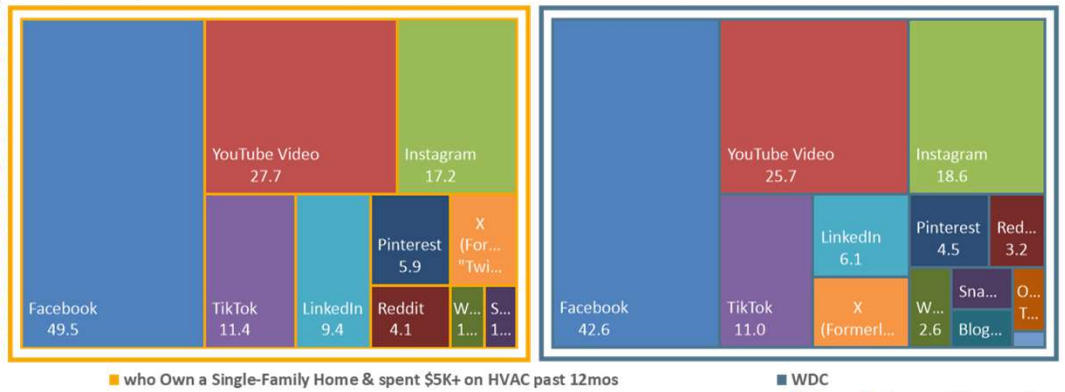
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 135

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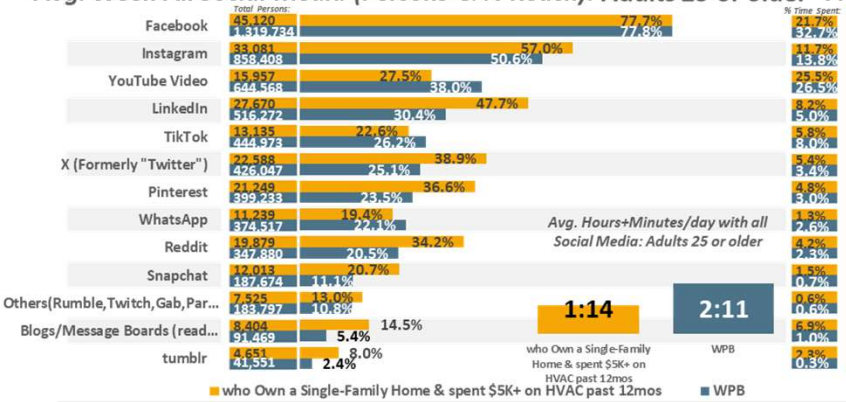
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

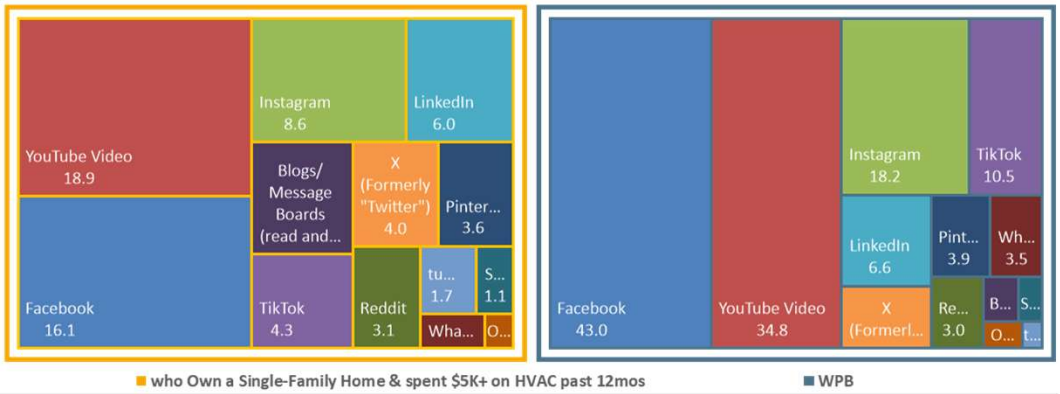


11,960 or 20.6% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported YouTube Video for an average of 20.7 minutes every day representing 42.4% of all time spent daily with Ad-Supported Social Media.

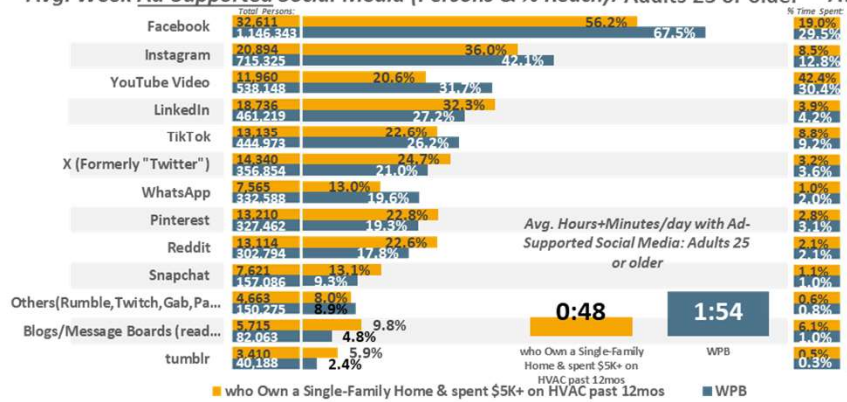
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



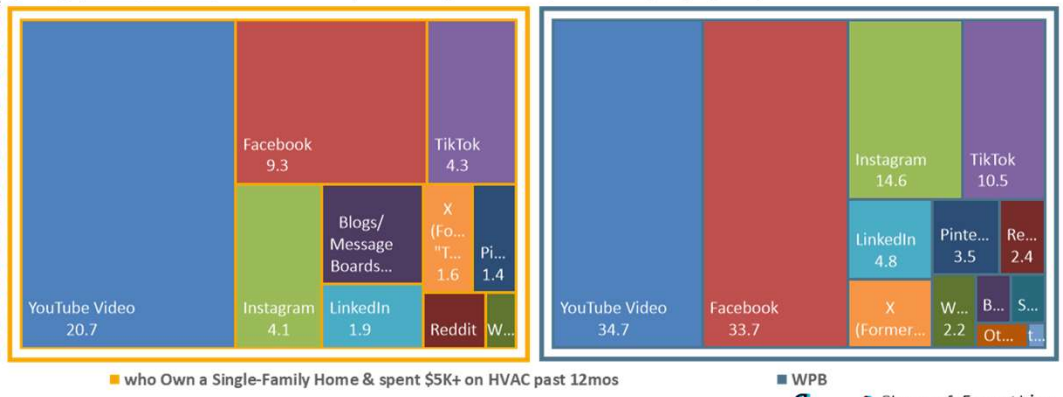
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 57

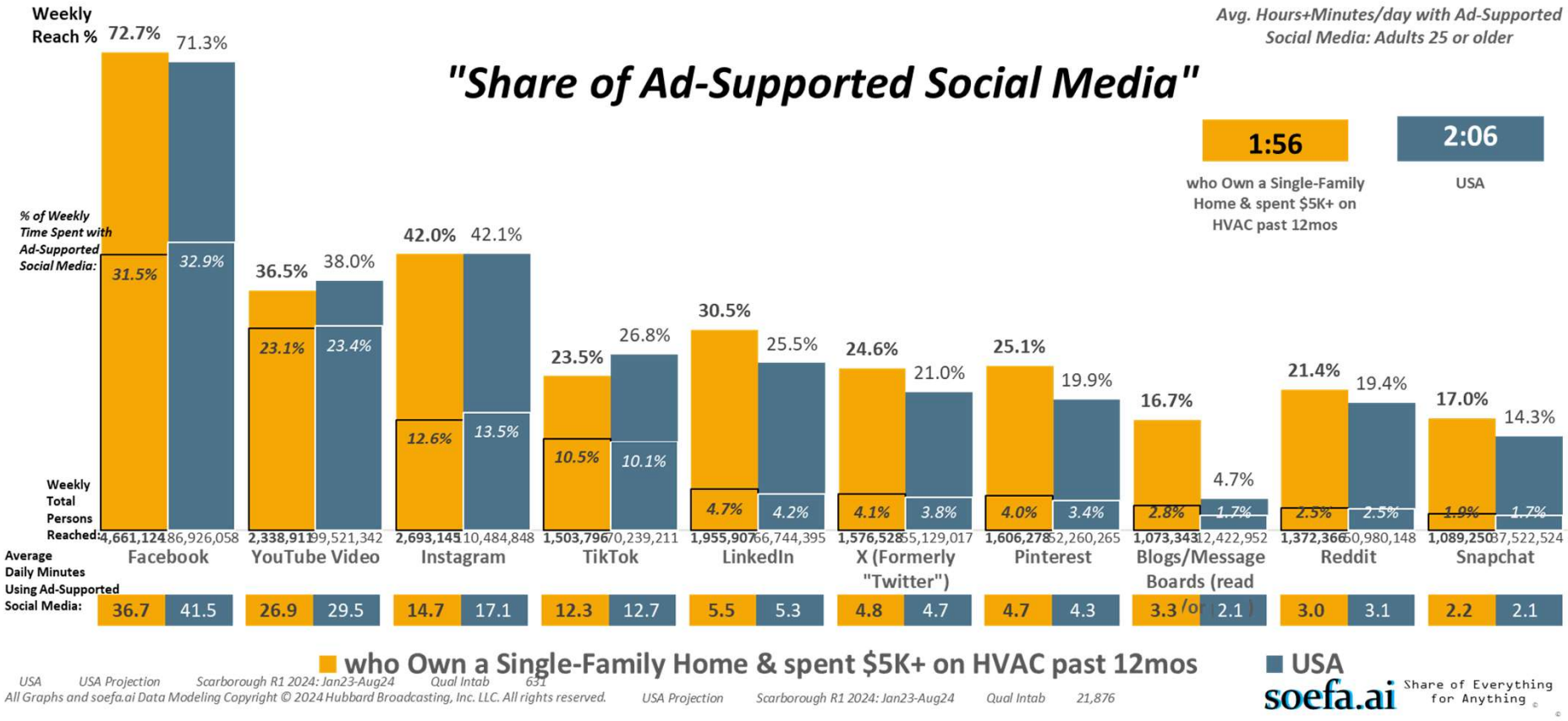
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



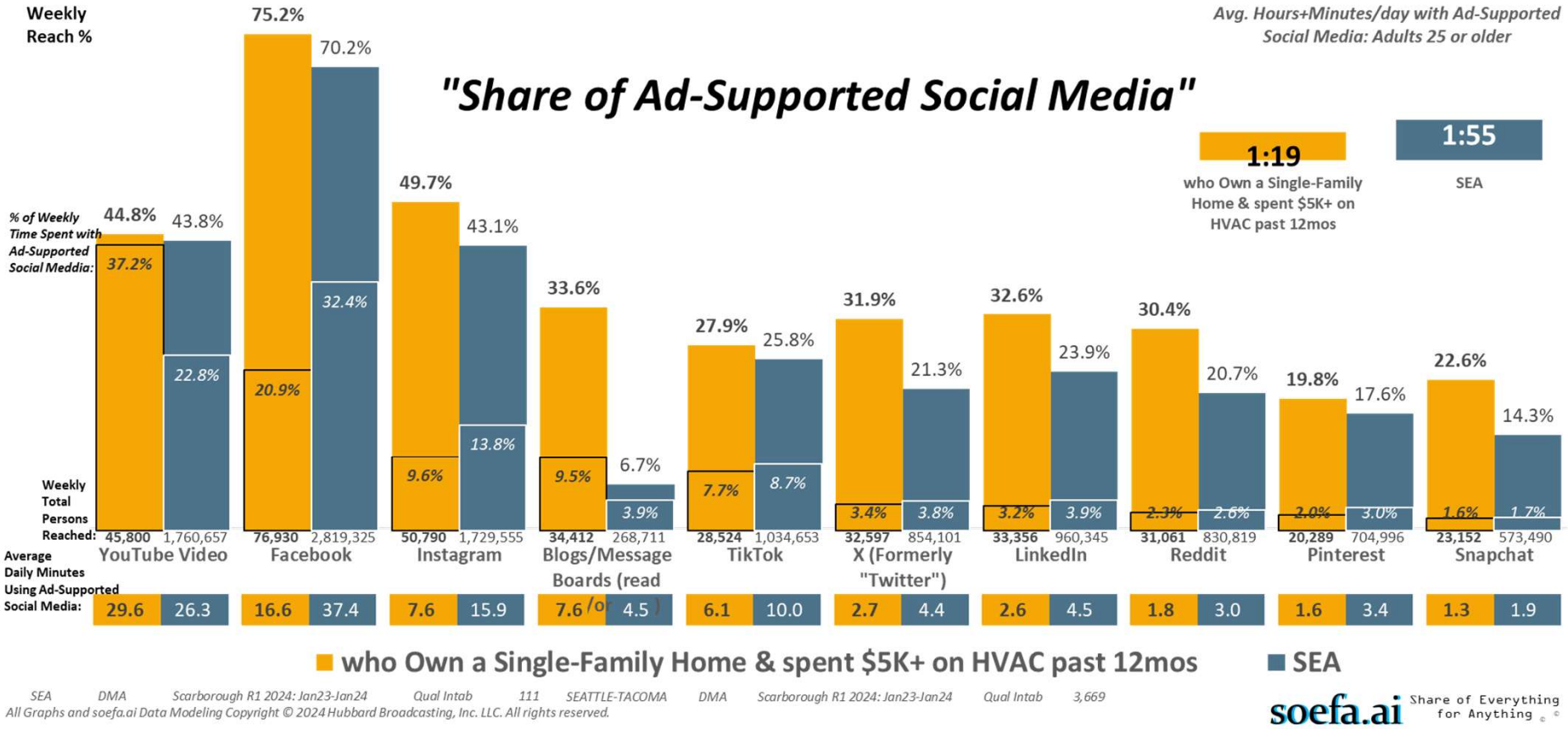
4,661,124 or 72.7% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported Facebook for an average of 36.7 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.



[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



45,800 or 44.8% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported YouTube Video for an average of 29.6 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 111 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,669

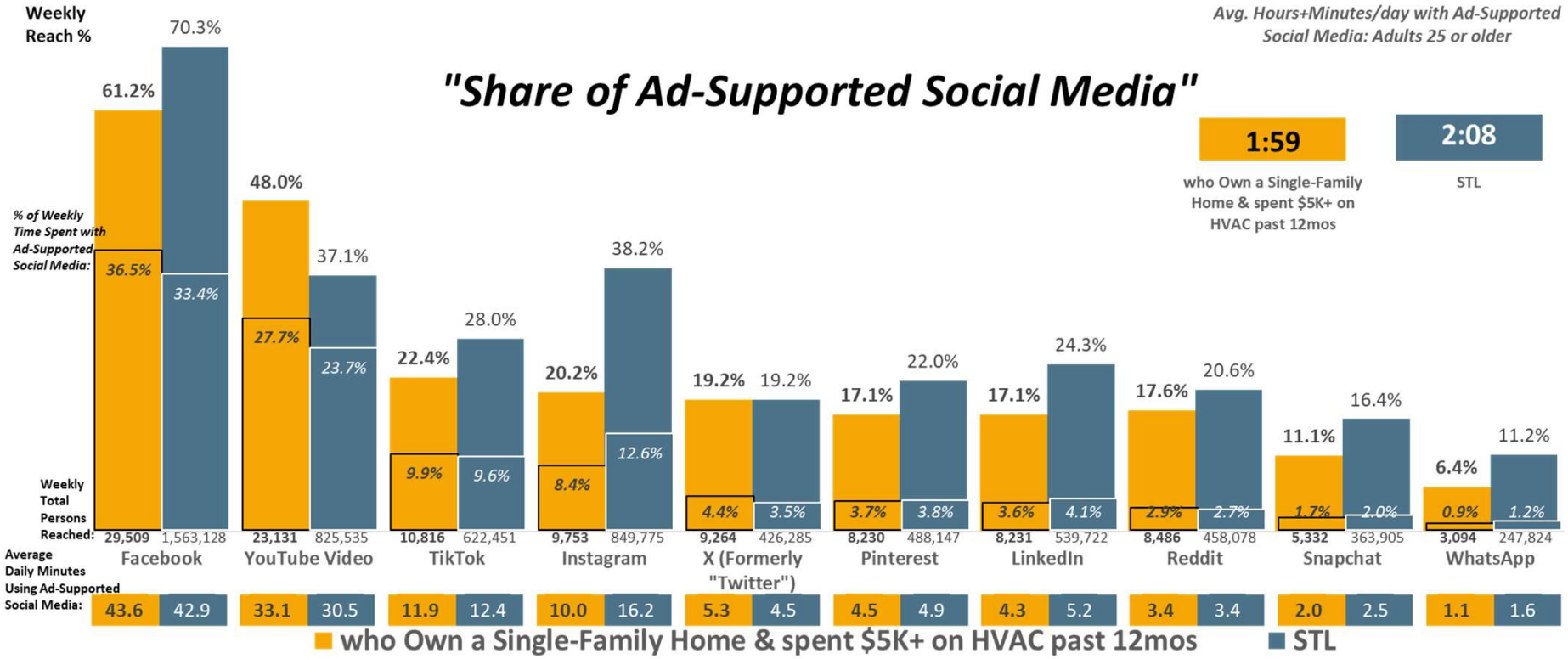
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



29,509 or 61.2% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported Facebook for an average of 43.6 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,807

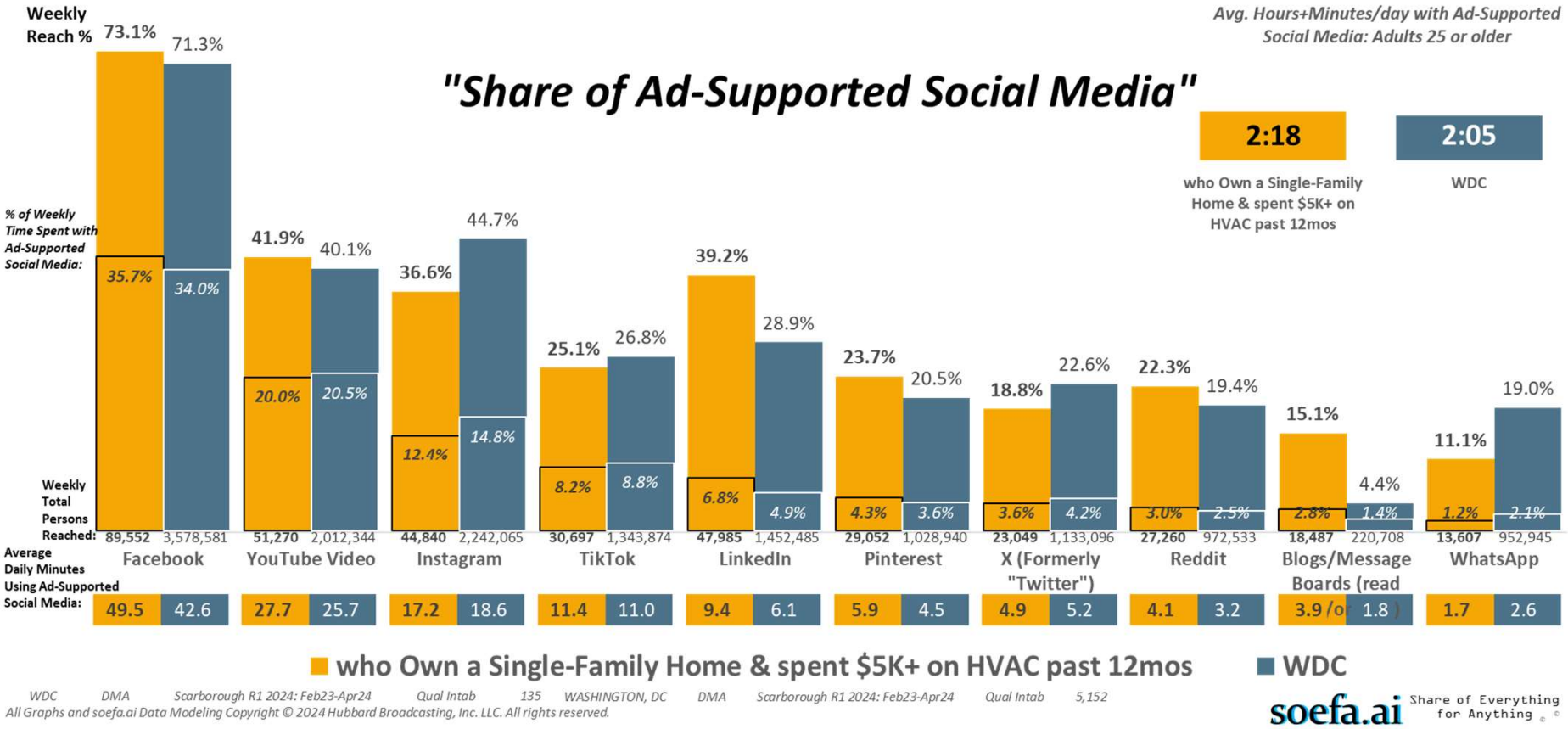
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



89,552 or 73.1% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported Facebook for an average of 49.5 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 135 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,152

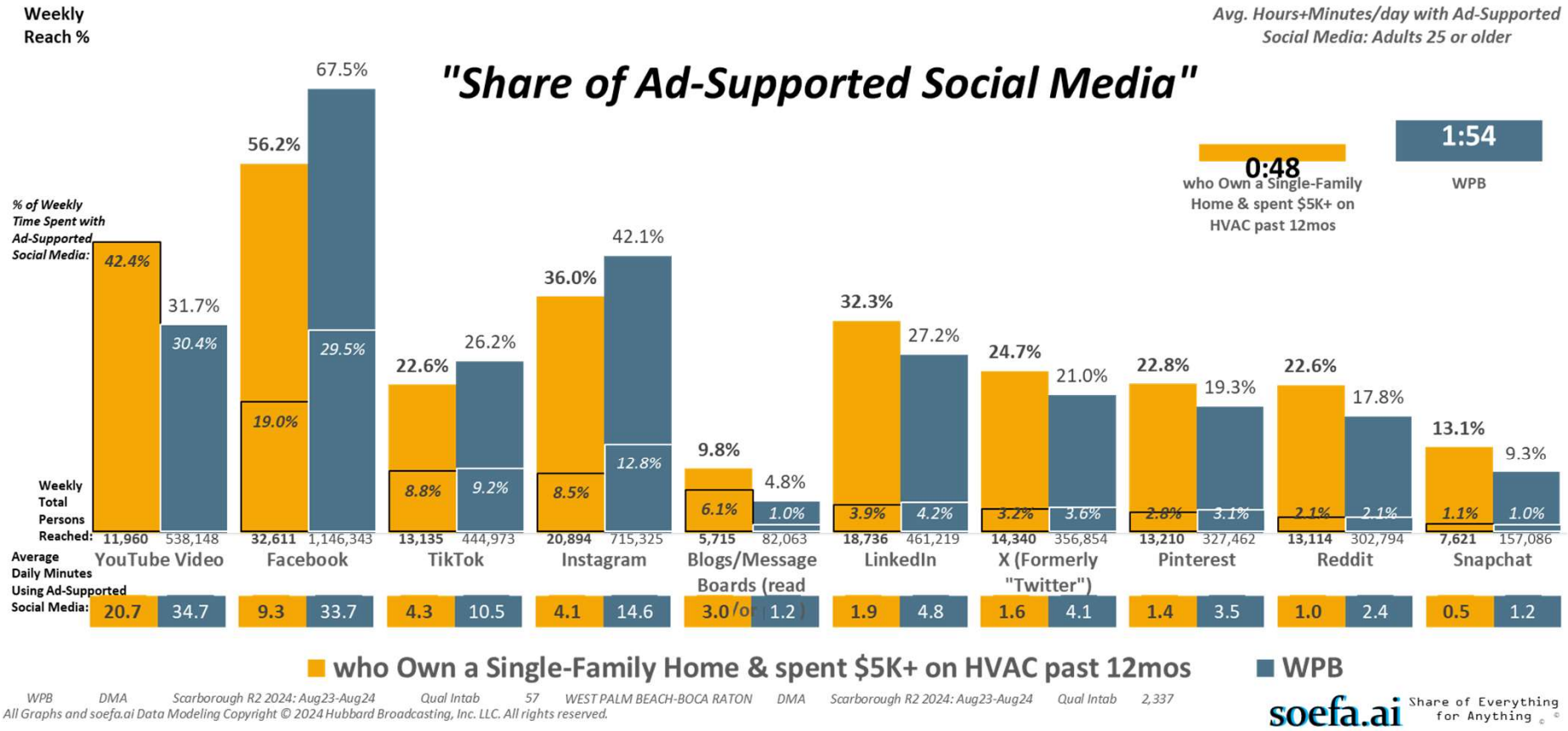
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



11,960 or 20.6% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos use Ad-Supported YouTube Video for an average of 20.7 minutes every day representing 42.4% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 57 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,337

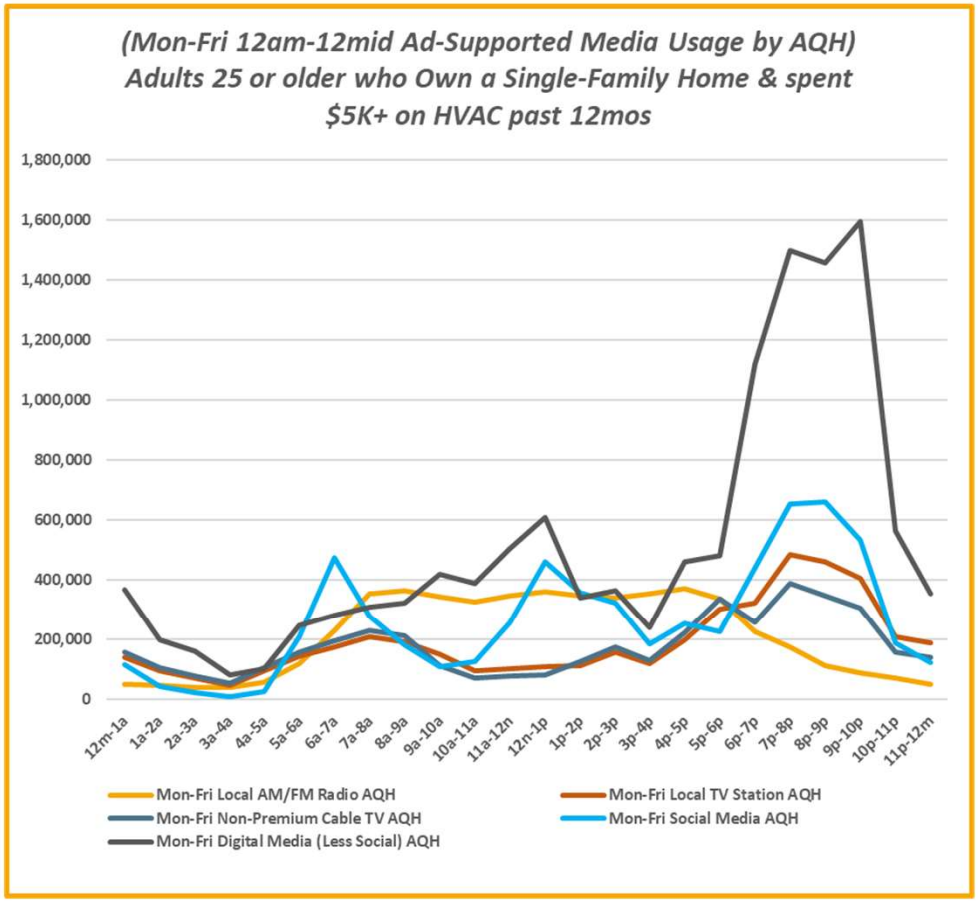
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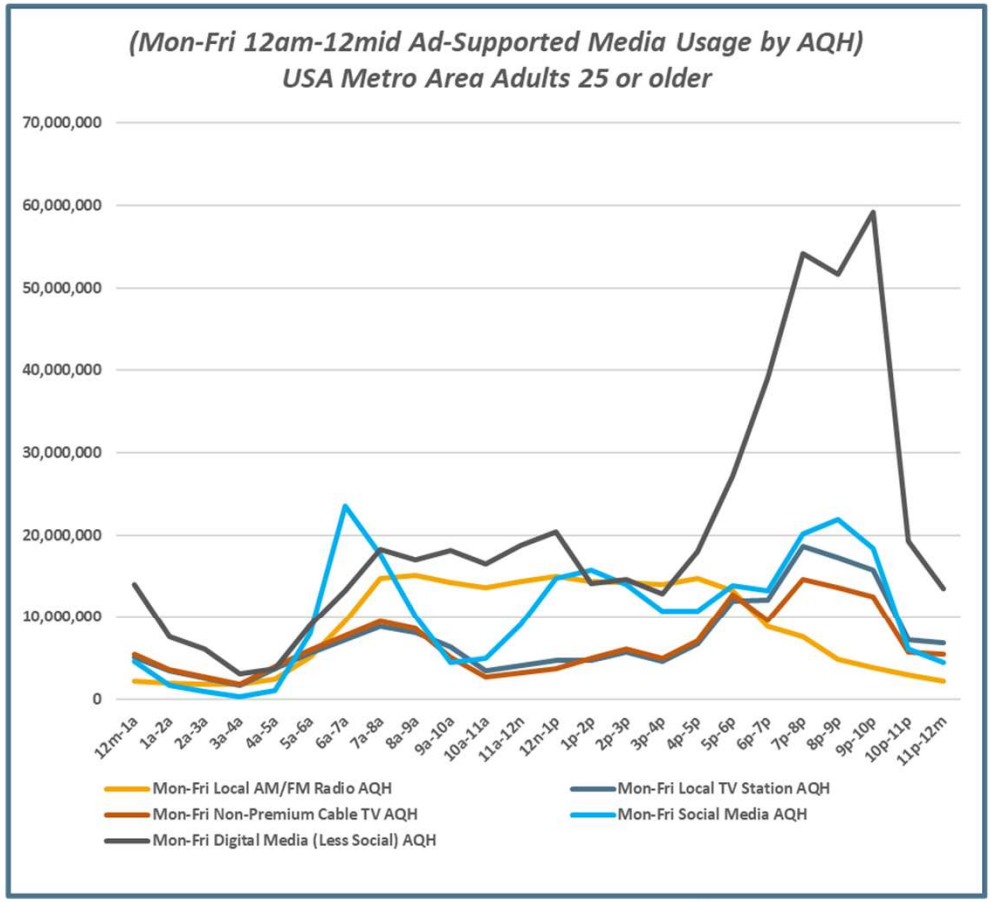
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 449,070; Local Radio: 330,206; Social Media: 282,017; Local TV: 172,533; Non-Prem. Cable: 171,109 reaching Adults 25 or older who Own a Single-Family Home & spent $5K+ on





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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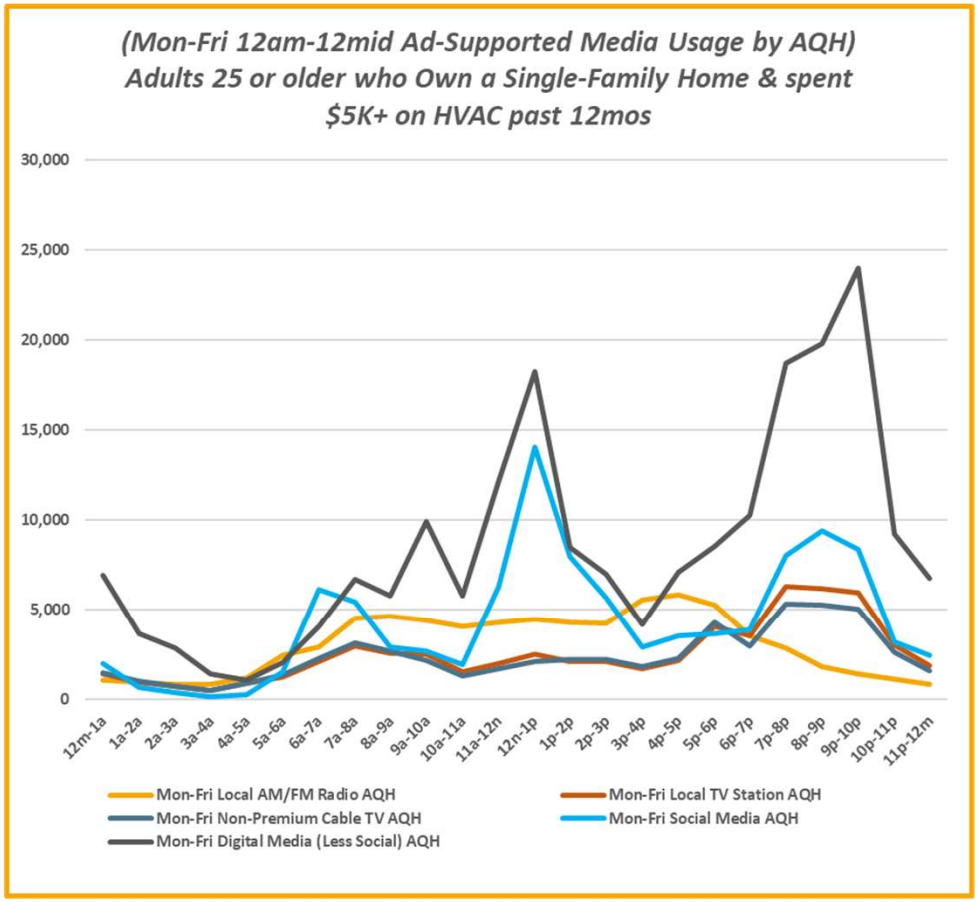
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

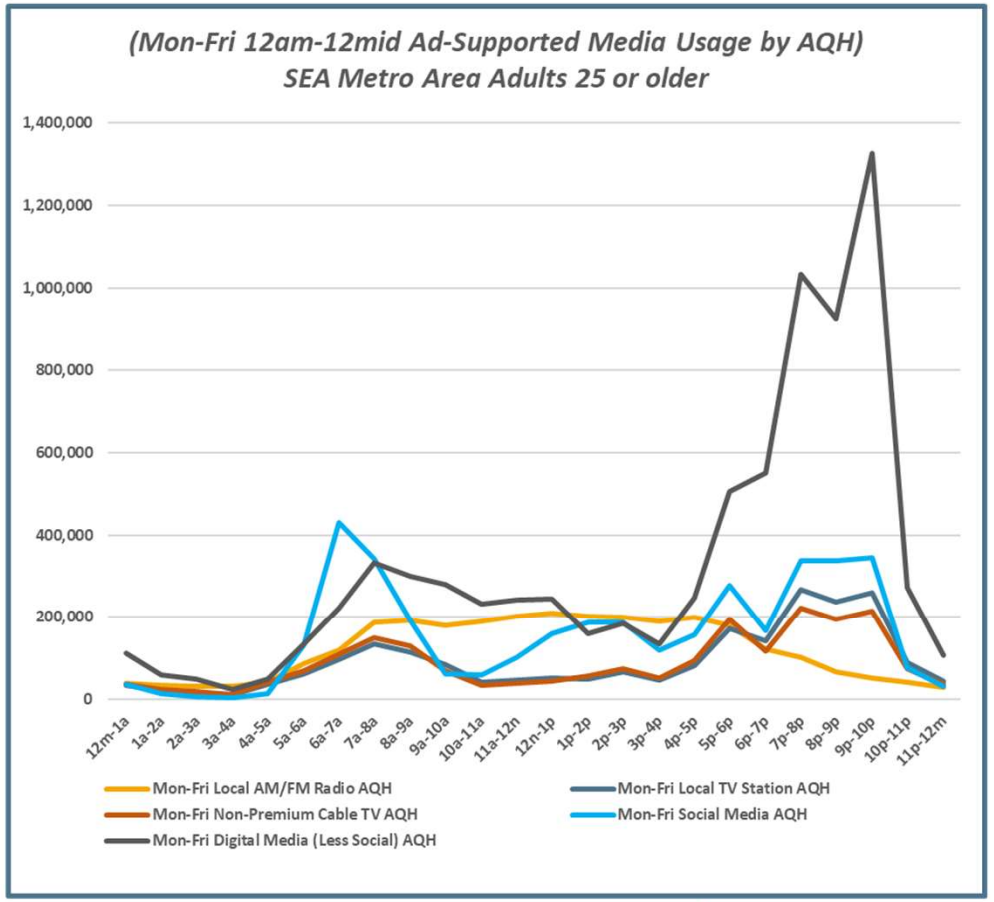
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,319; Social Media: 5,149; Local Radio: 4,451; Local TV: 2,445; Non-Prem. Cable: 2,393 reaching Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past





SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 111

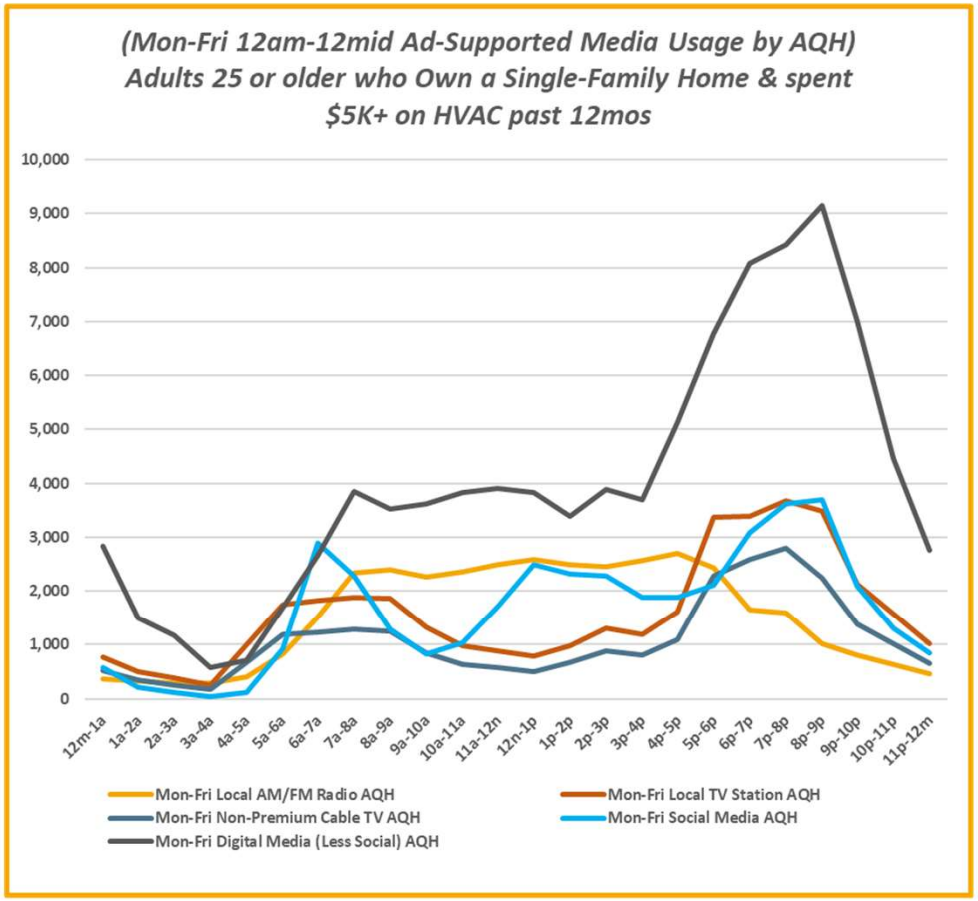
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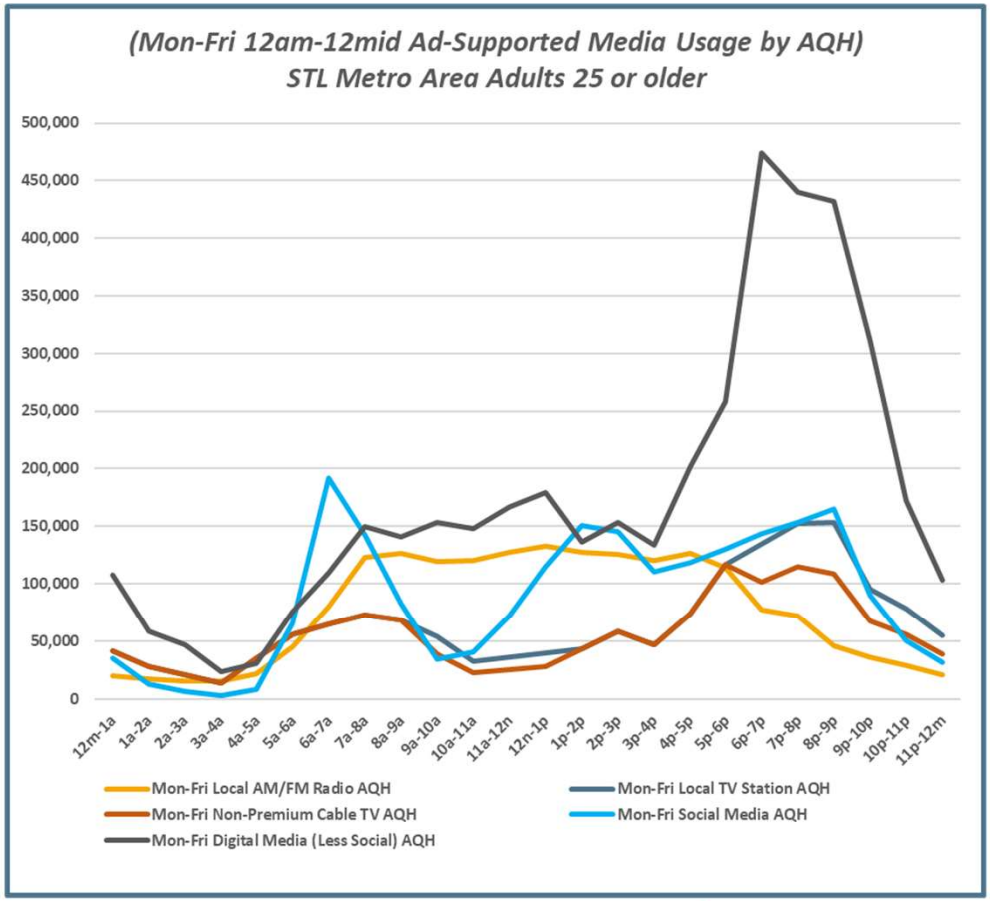
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,321; Local Radio: 2,324; Social Media: 2,002; Local TV: 1,643; Non-Prem. Cable: 1,125 reaching Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past





STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

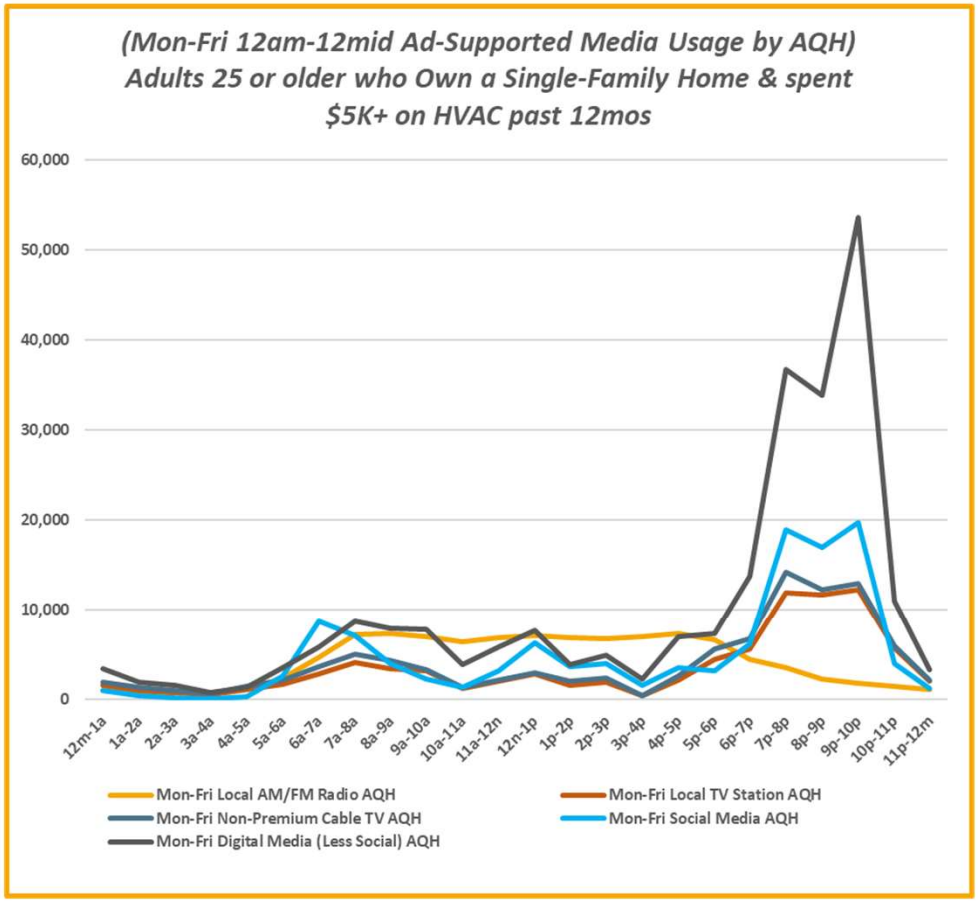
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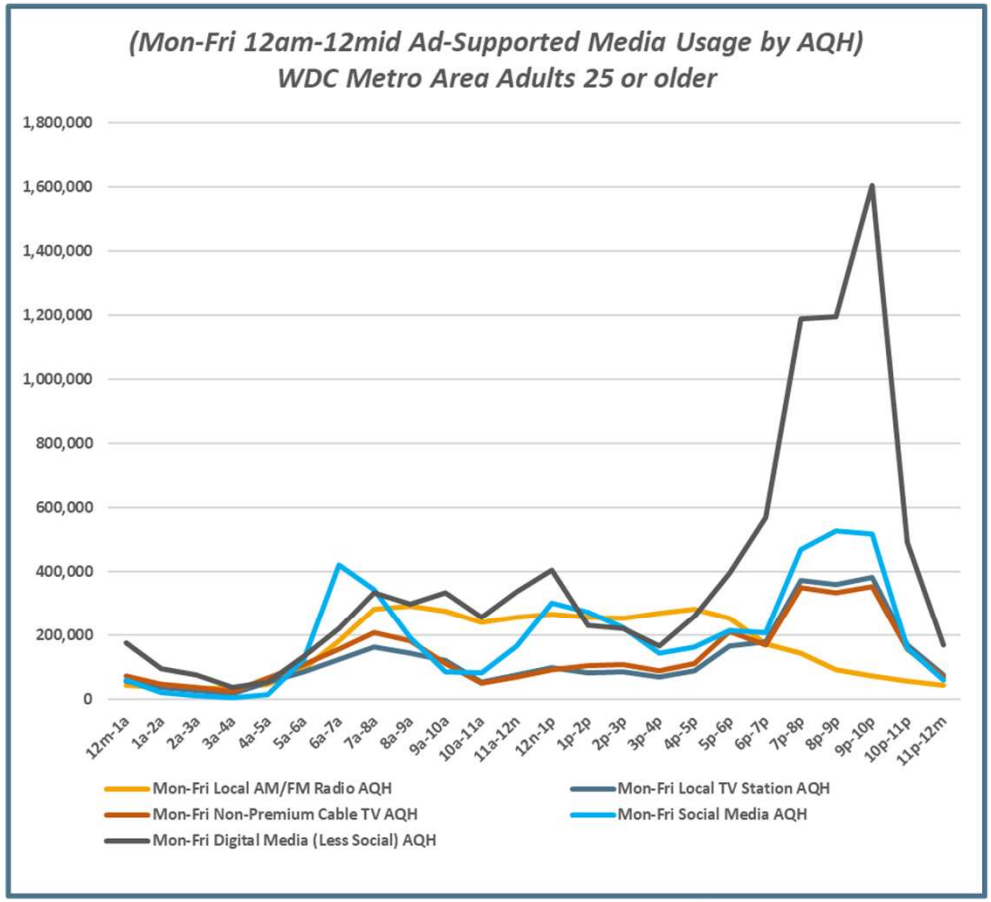
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,648; Local Radio: 6,543; Social Media: 4,206; Non-Prem. Cable: 3,247; Local TV: 2,728 reaching Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 135

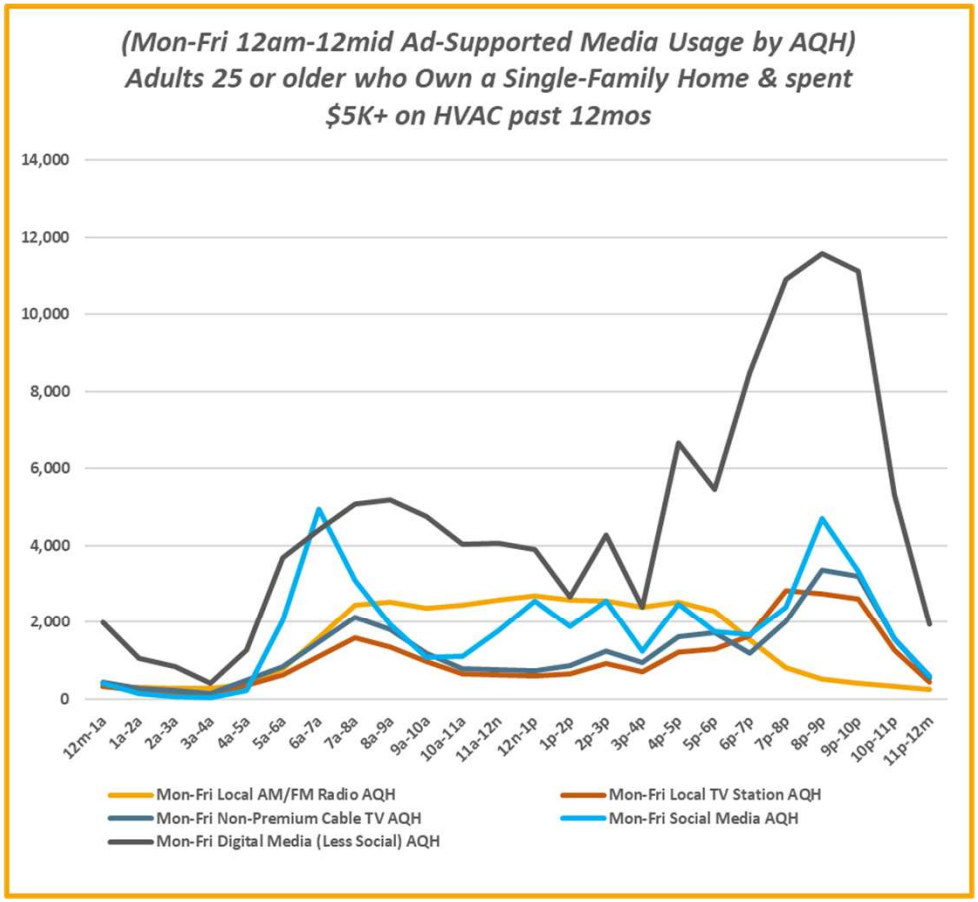
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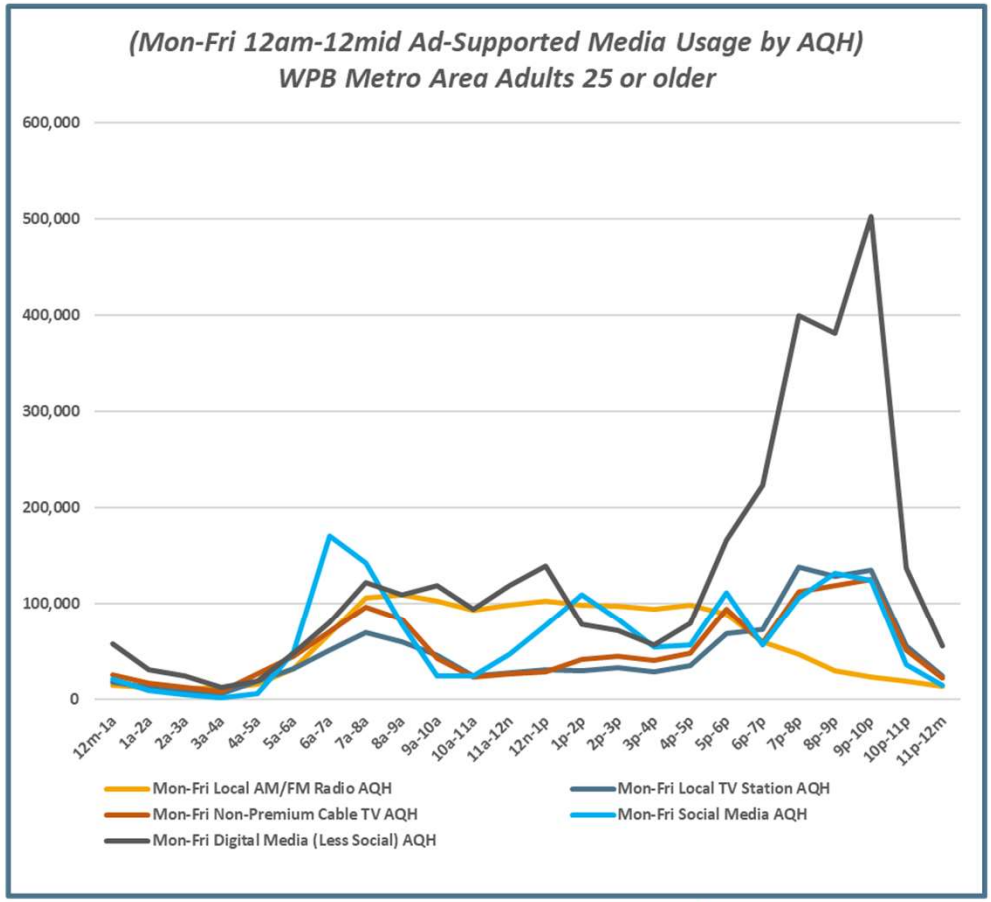
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,722; Local Radio: 2,354; Social Media: 2,163; Non-Prem. Cable: 1,266; Local TV: 1,030 reaching Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past





WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 57

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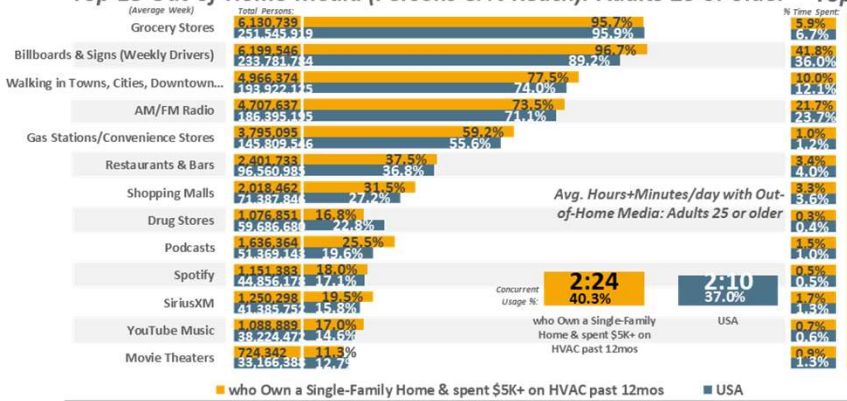
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

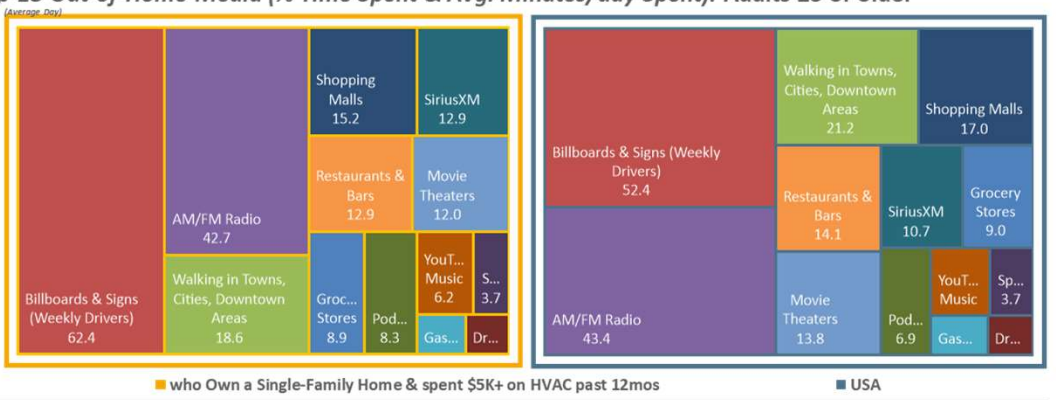


6,199,546 or 96.7% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 62.4 minutes per day driving, seeing Billboards and Signs. 67.% Listen to Local Radio Stations Out-of-Home for an average of 37.3 min

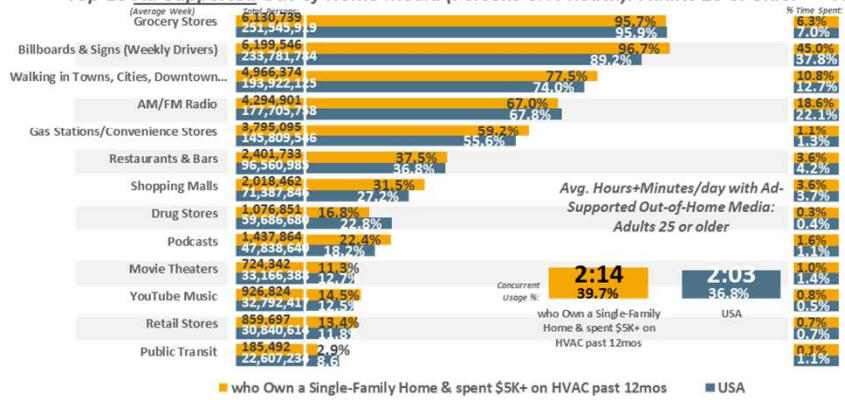
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



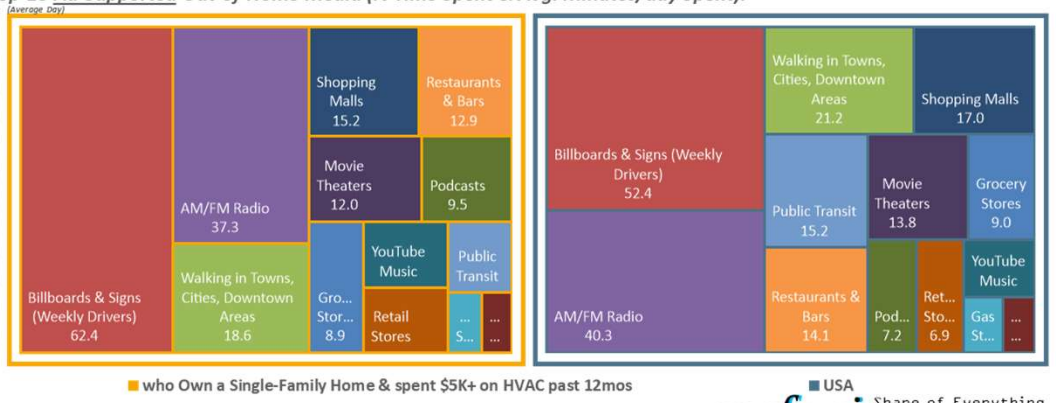
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

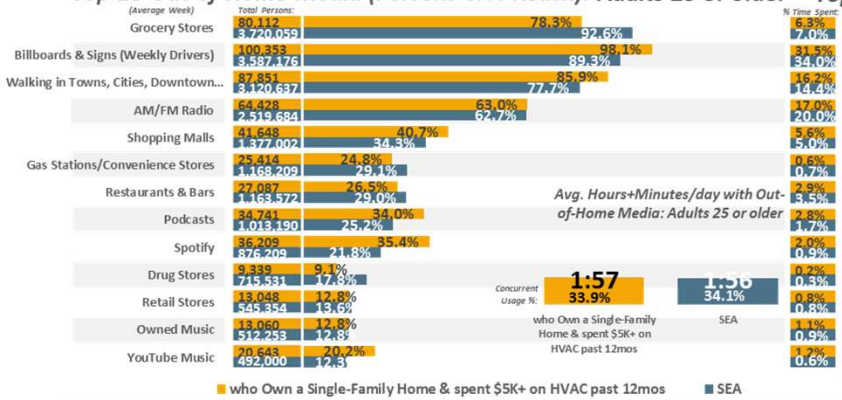
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

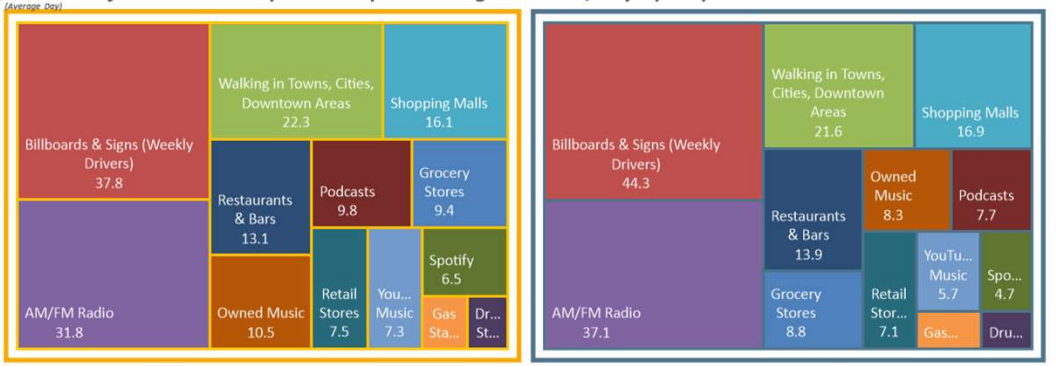


100,353 or 98.1% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 37.8 minutes per day driving, seeing Billboards and Signs. 59.8% Listen to Local Radio Stations Out-of-Home for an average of 28.5 minu

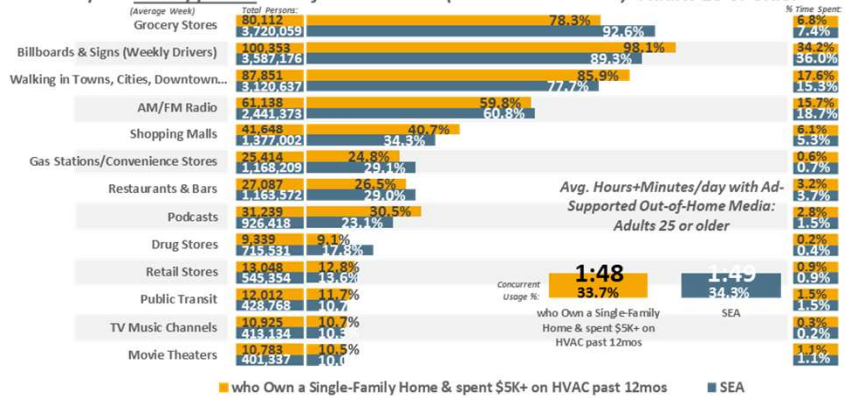
Top-13 Out-of-Home Media (Persons & % Reach): **Adults 25 or older**



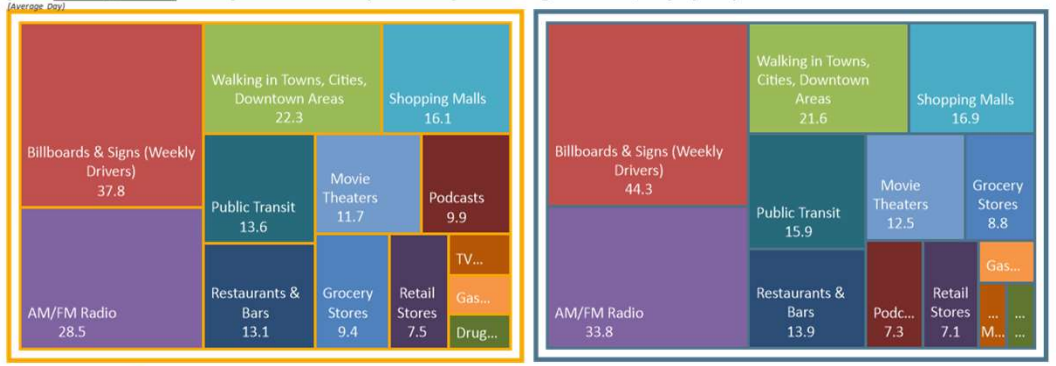
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): **Adults 25 or older**



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): **Adults 25 or older**



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): **Adults 25 or older**



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 111

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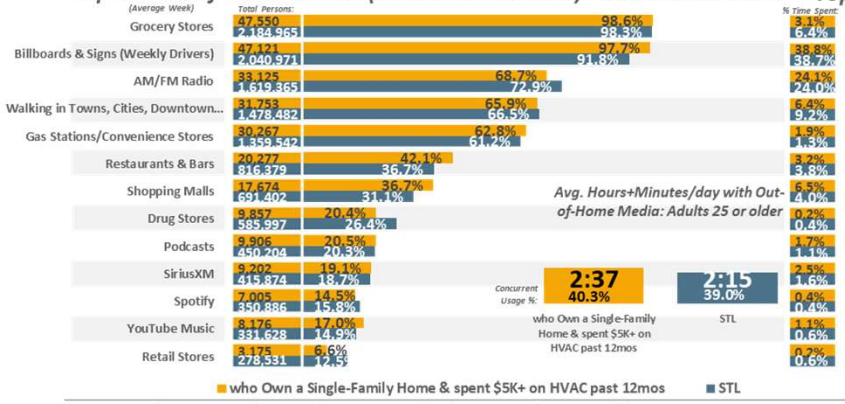
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

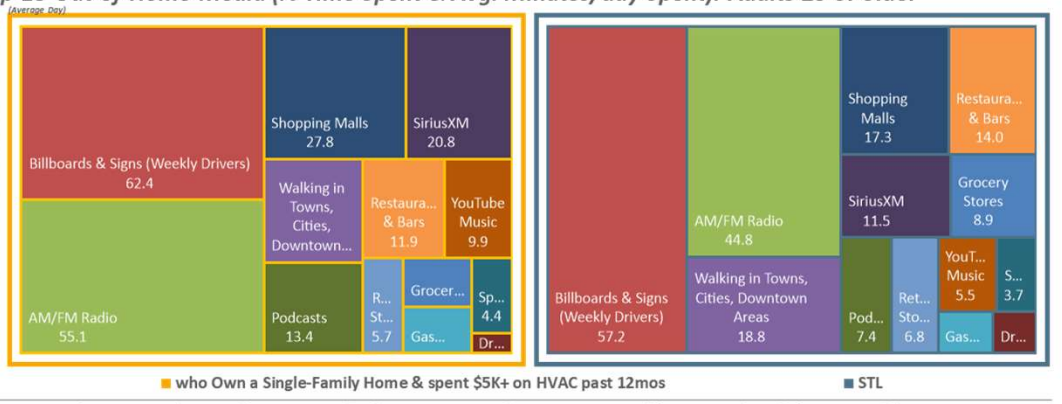


47,121 or 97.7% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 62.4 minutes per day driving, seeing Billboards and Signs. 64.5% Listen to Local Radio Stations Out-of-Home for an average of 50.3 minut

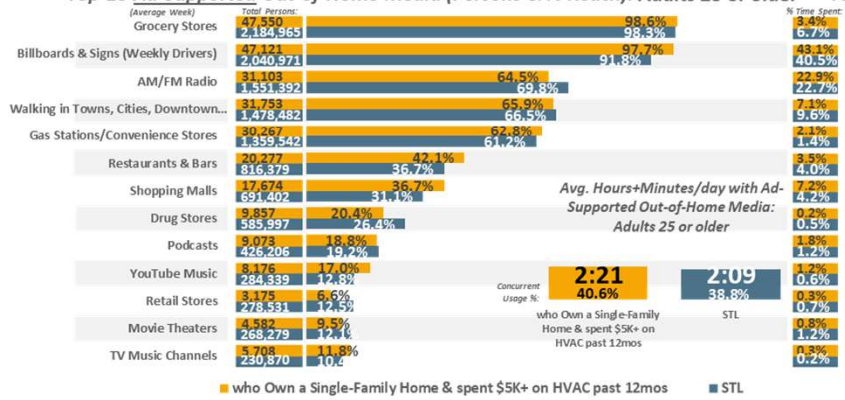
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



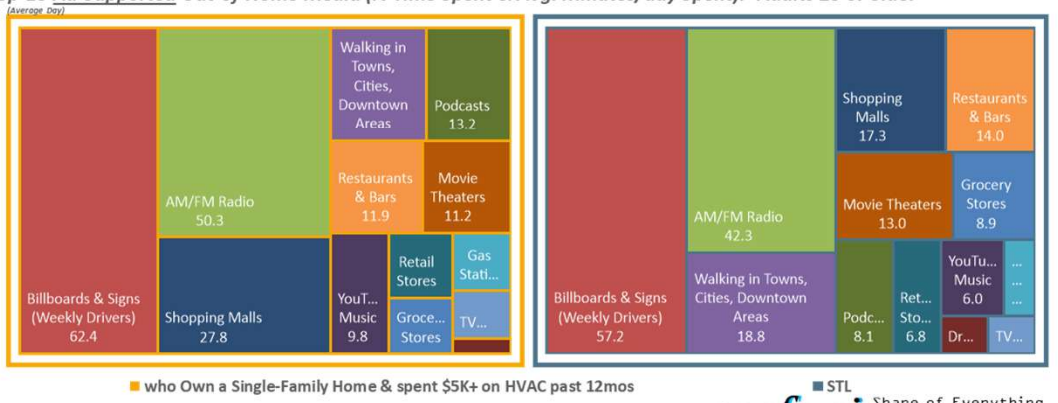
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

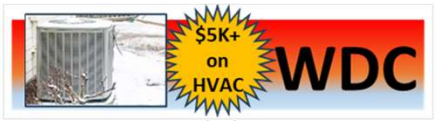


STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

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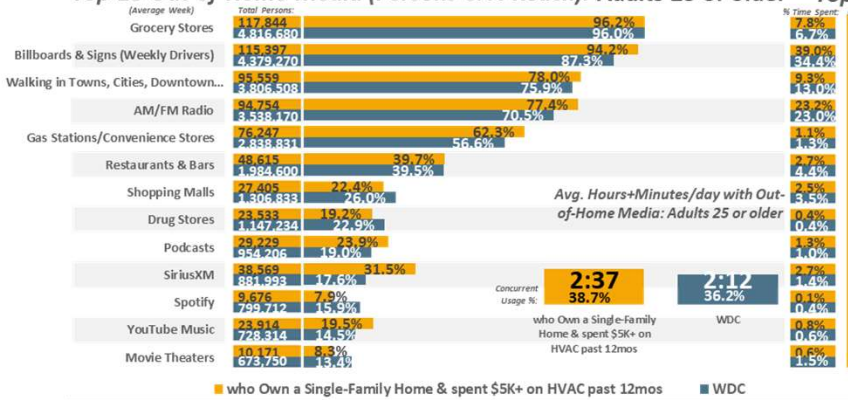
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

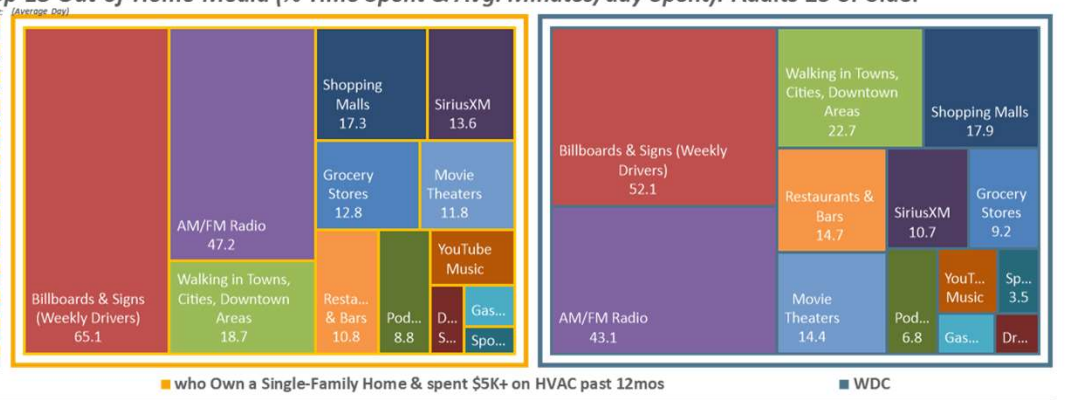


115,397 or 94.2% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 65.1 minutes per day driving, seeing Billboards and Signs. 69.6% Listen to Local Radio Stations Out-of-Home for an average of 41.7 minu

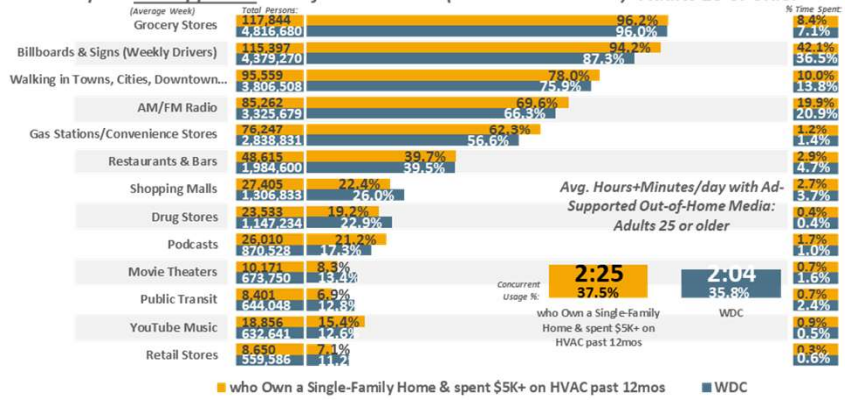
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



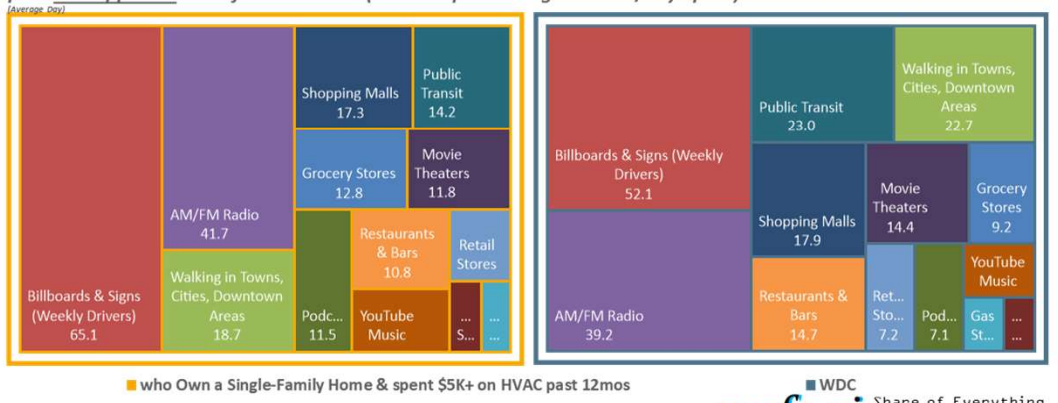
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 135

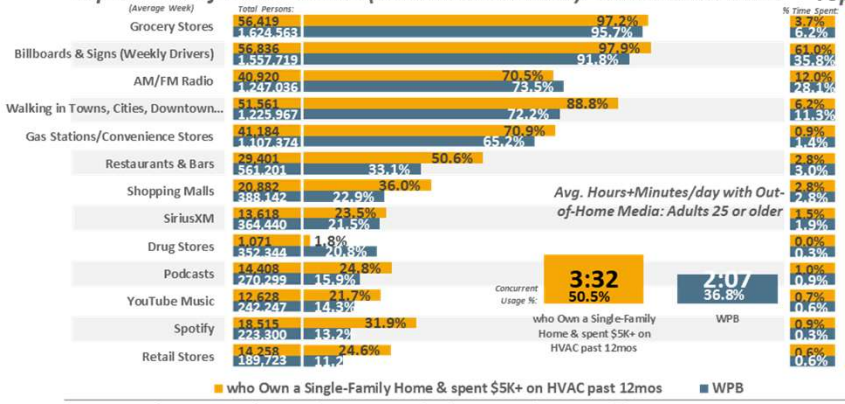
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

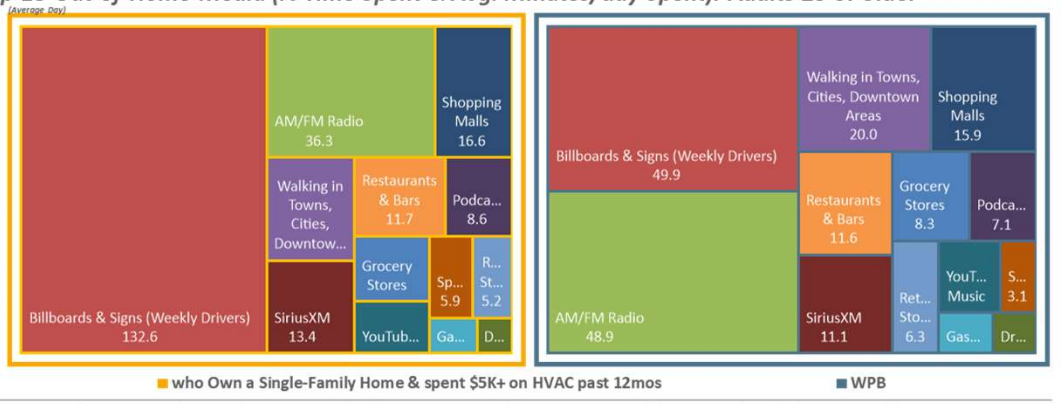


56,836 or 97.9% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 132.6 minutes per day driving, seeing Billboards and Signs. 50.9% Listen to Local Radio Stations Out-of-Home for an average of 21.4 minu

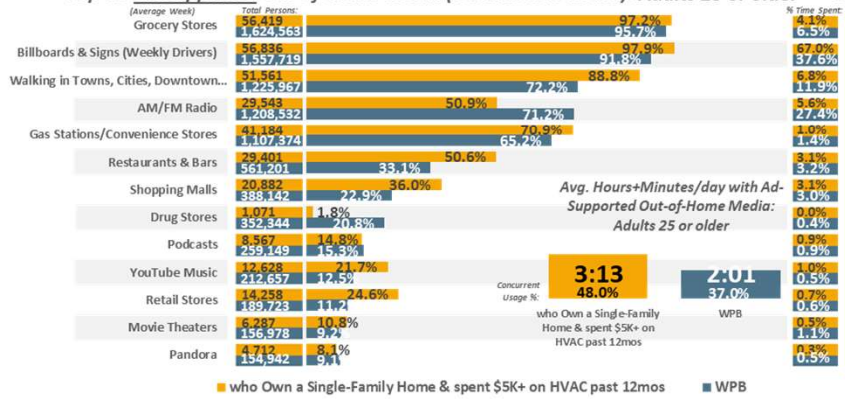
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



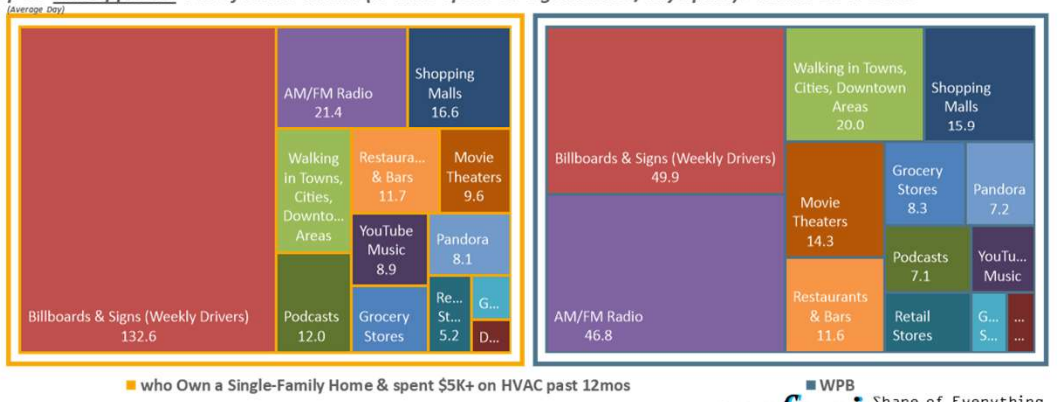
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 57

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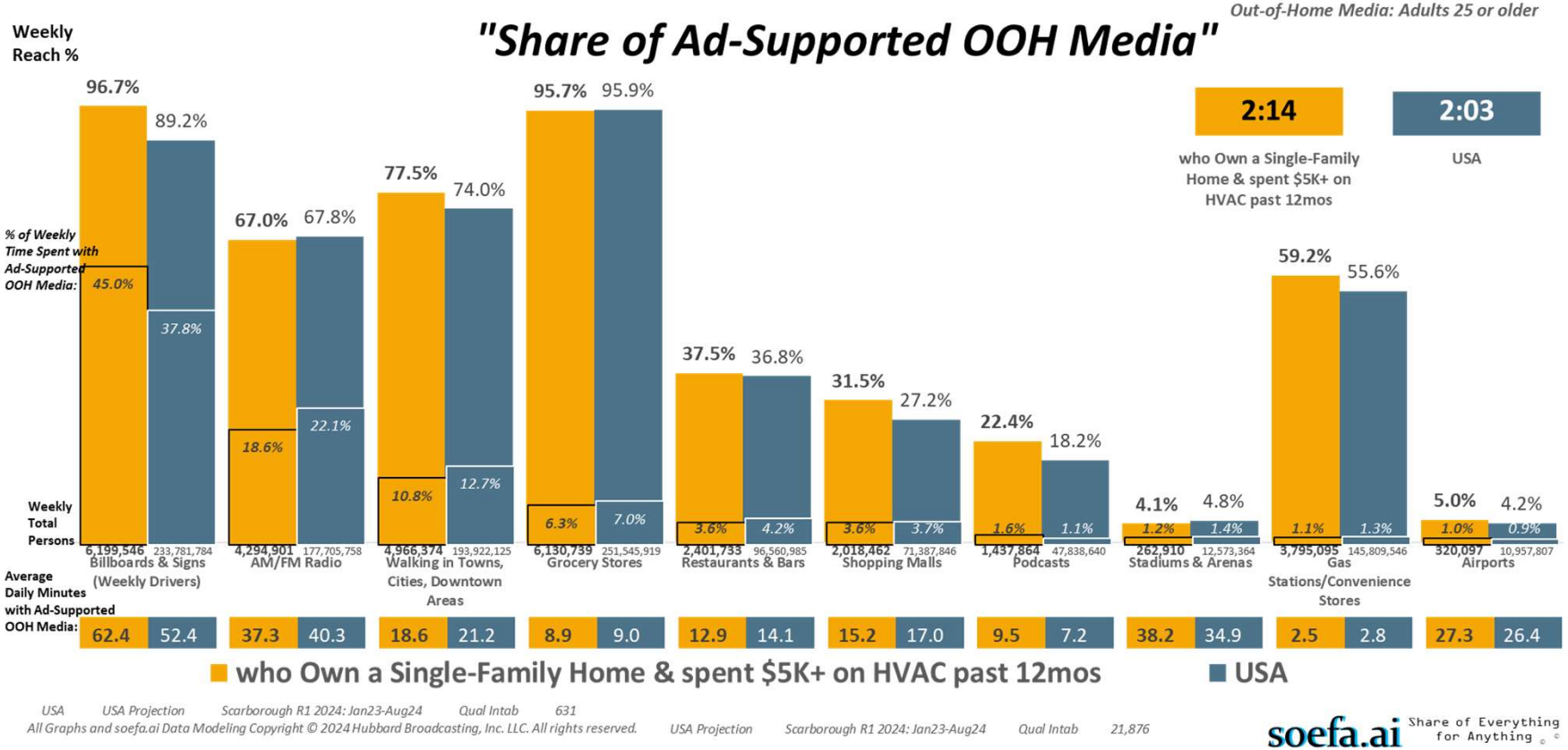
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



6,199,546 or 96.7% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 62.4 minutes per day driving, seeing Billboards and Signs representing 45.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

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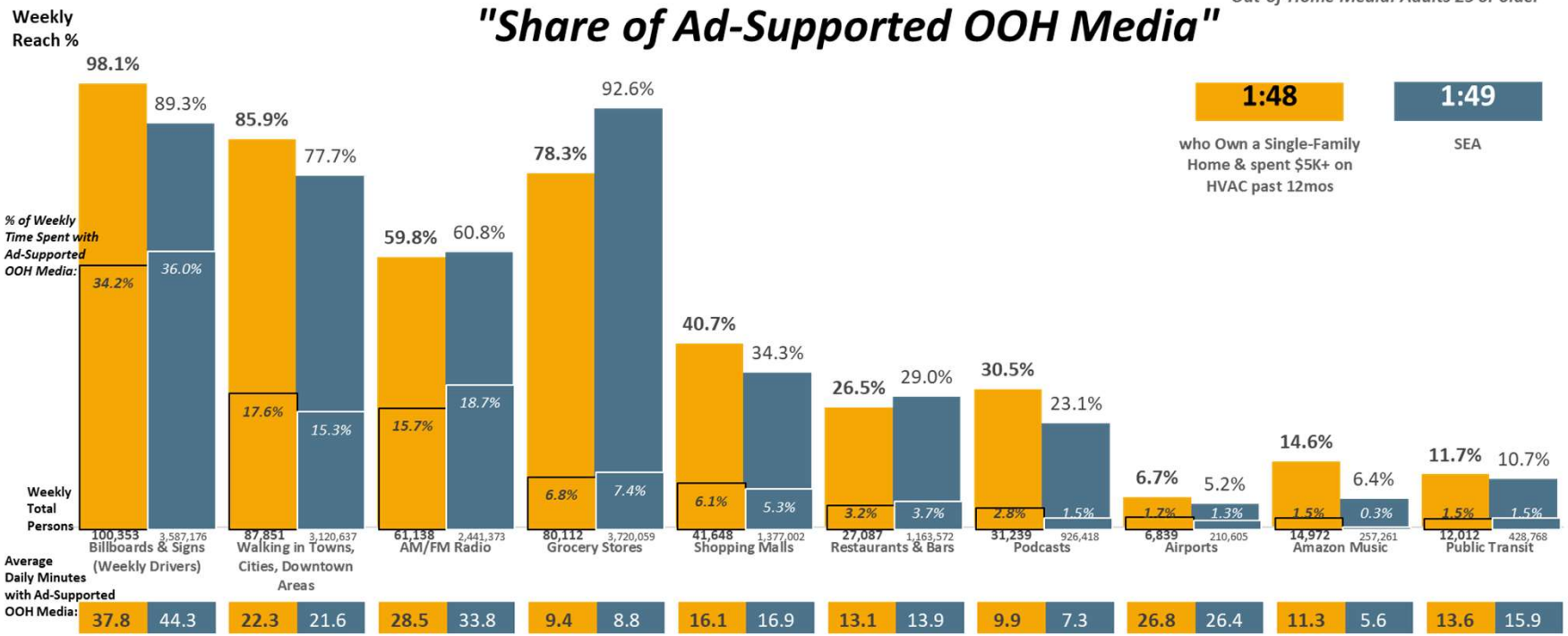
[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



100,353 or 98.1% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 37.8 minutes per day driving, seeing Billboards and Signs representing 34.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 111 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,669

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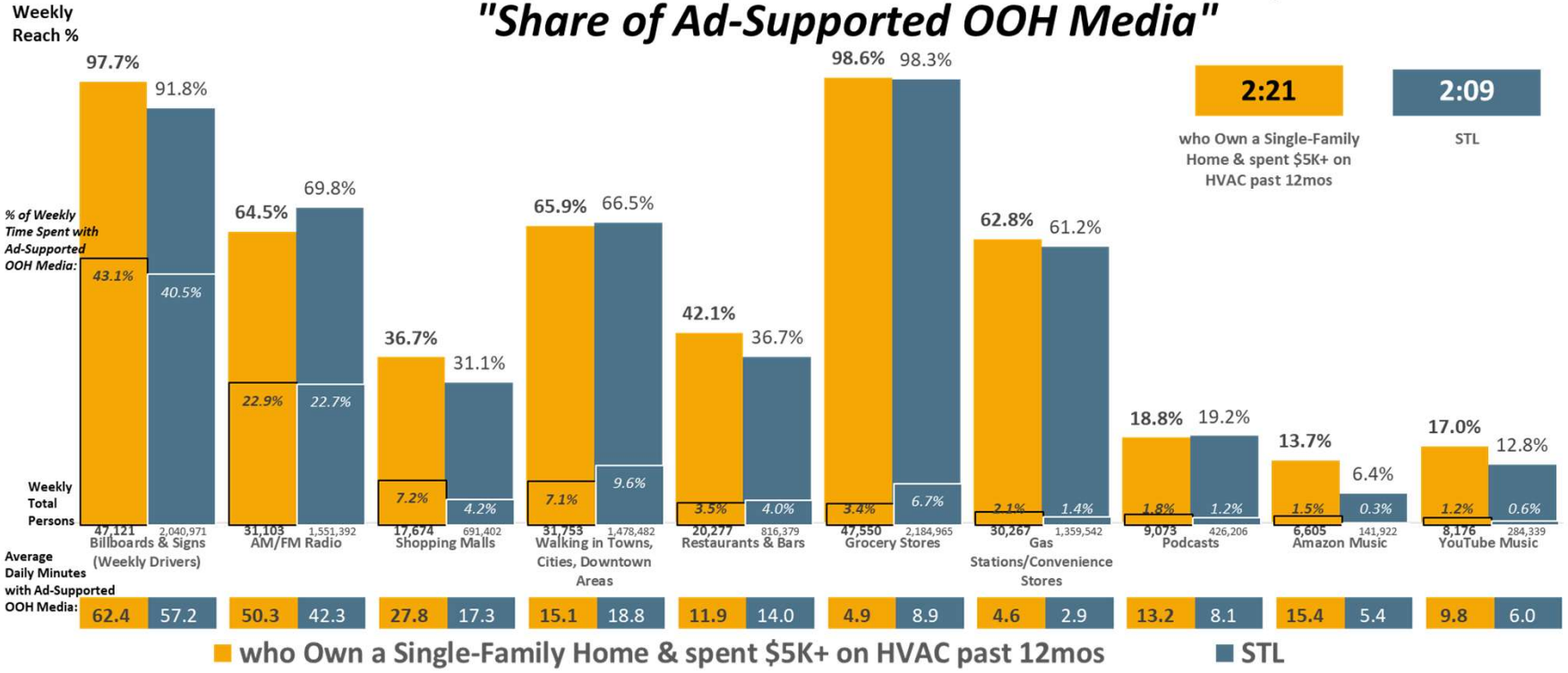
[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



47,121 or 97.7% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 62.4 minutes per day driving, seeing Billboards and Signs representing 43.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,807

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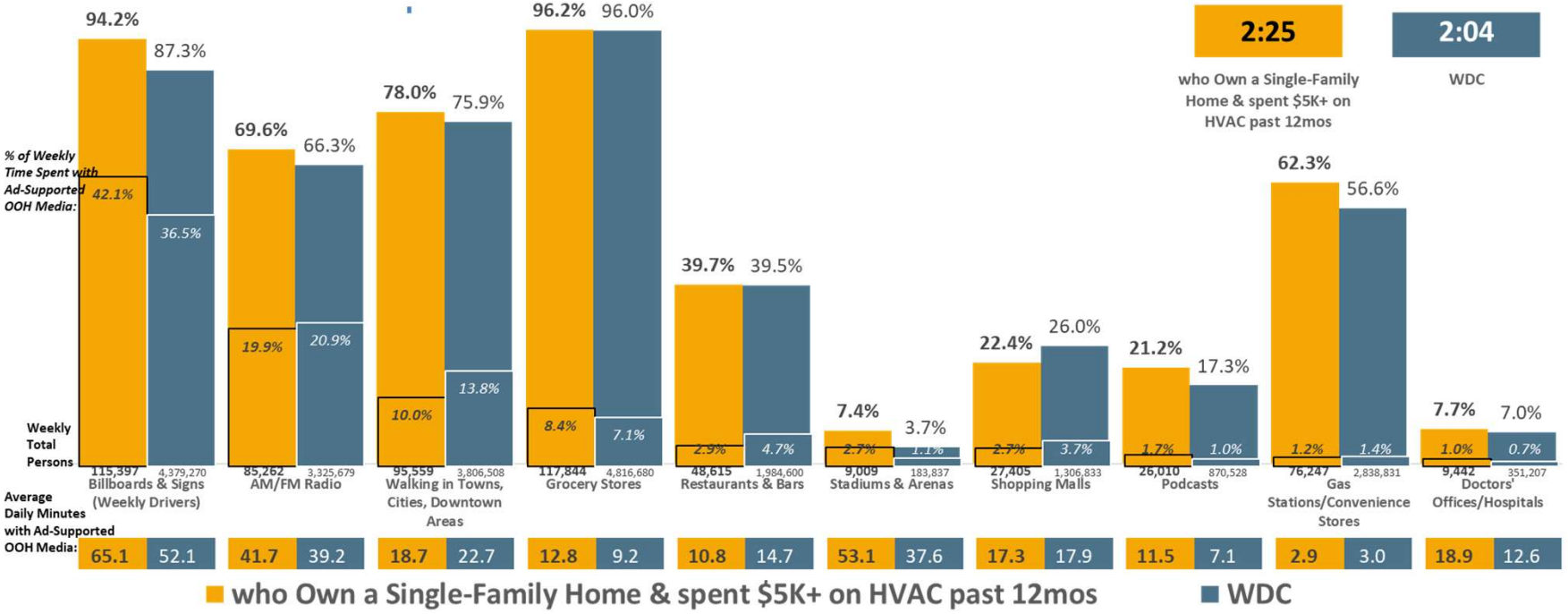
[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



115,397 or 94.2% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 65.1 minutes per day driving, seeing Billboards and Signs representing 42.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 135 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,152

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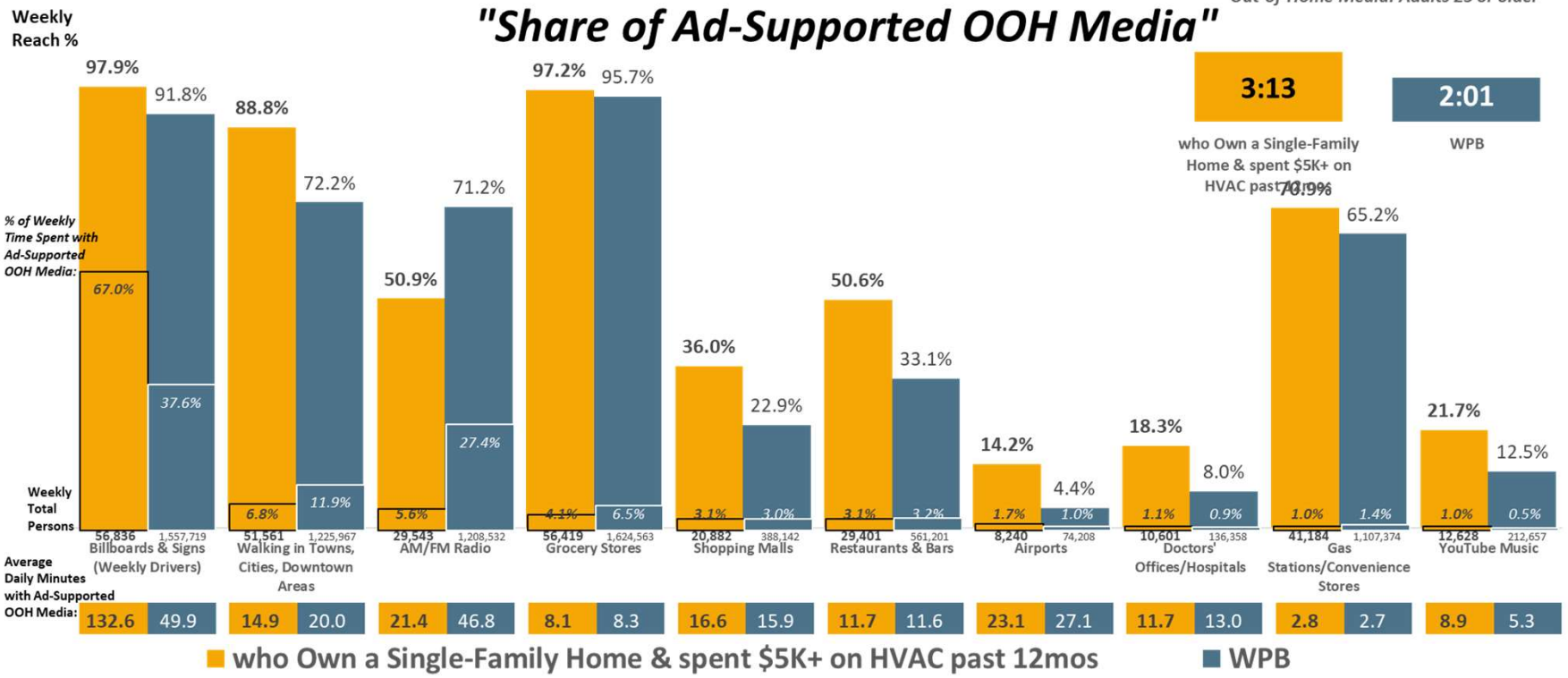
[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



56,836 or 97.9% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 132.6 minutes per day driving, seeing Billboards and Signs representing 67.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 57 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,337

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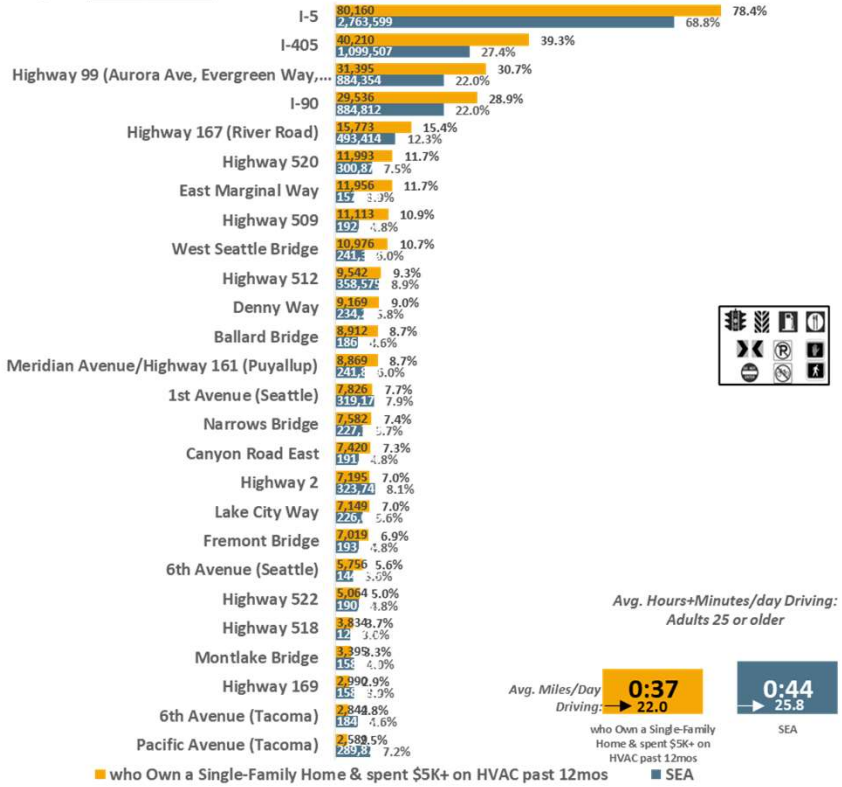
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[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



100,353 or 98.1% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 37.8 minutes per day driving an average of 22. miles each day and are 198.% more likely to use East Marginal Way than the Metro average

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



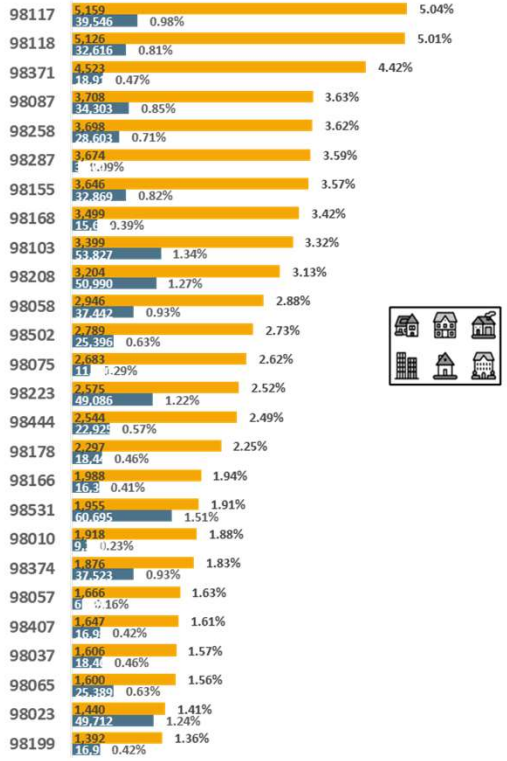
Avg. Hours+Minutes/day Driving: Adults 25 or older

Avg. Miles/Day Driving: 22.0

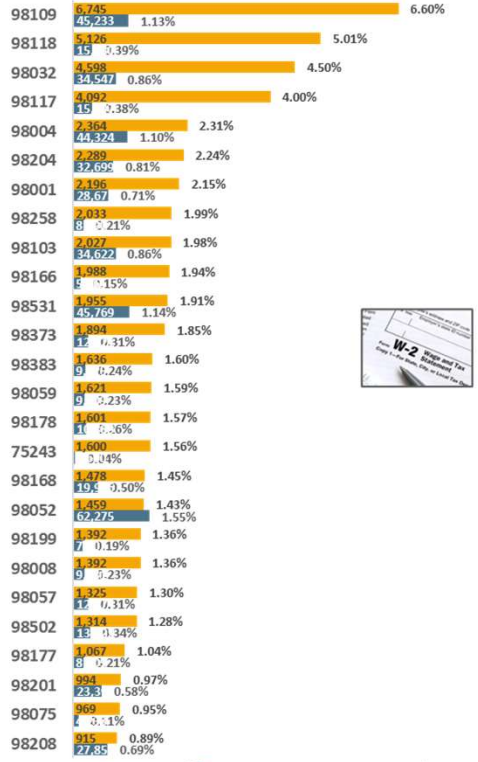
0:37 who Own a Single-Family Home & spent $5K+ on HVAC past 12mos

0:44 25.8 SEA

Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 111

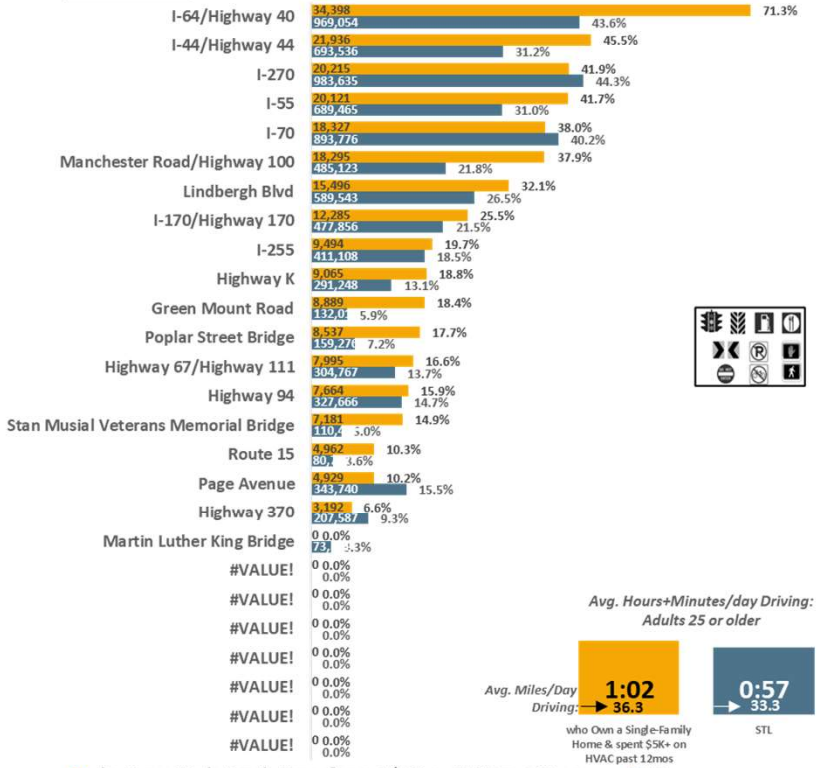
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



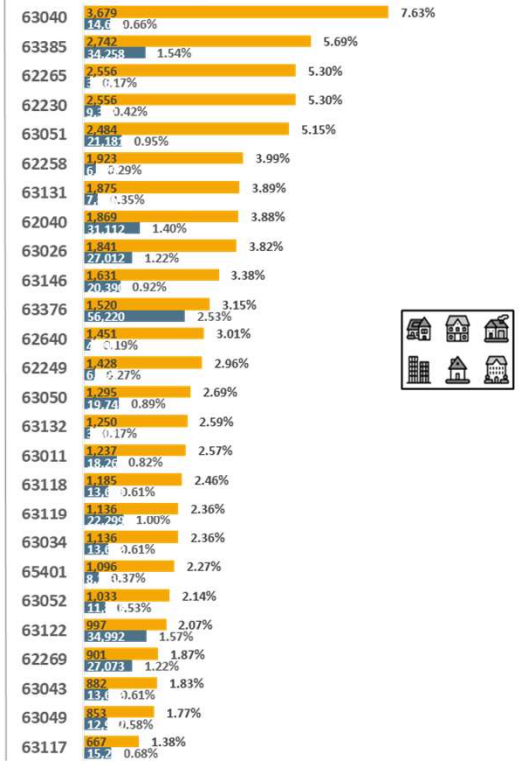
47,121 or 97.7% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 62.4 minutes per day driving an average of 36.3 miles each day and are 210.4% more likely to use Green Mount Road than the Metro average

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older

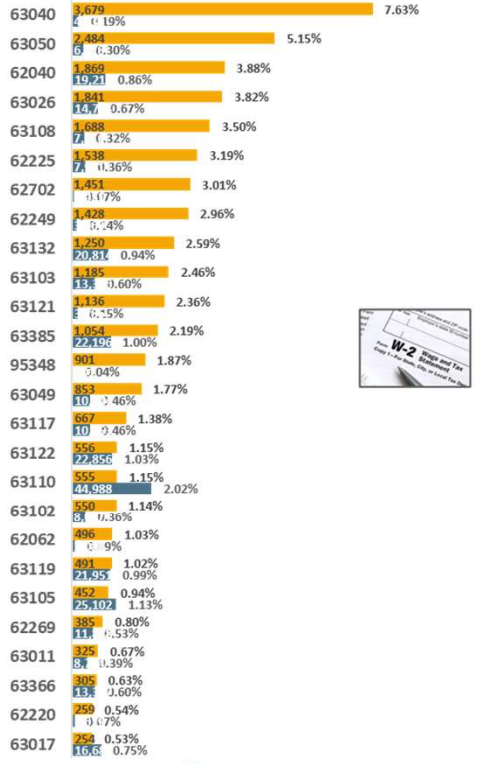


Avg. Hours+Minutes/day Driving: Adults 25 or older

Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

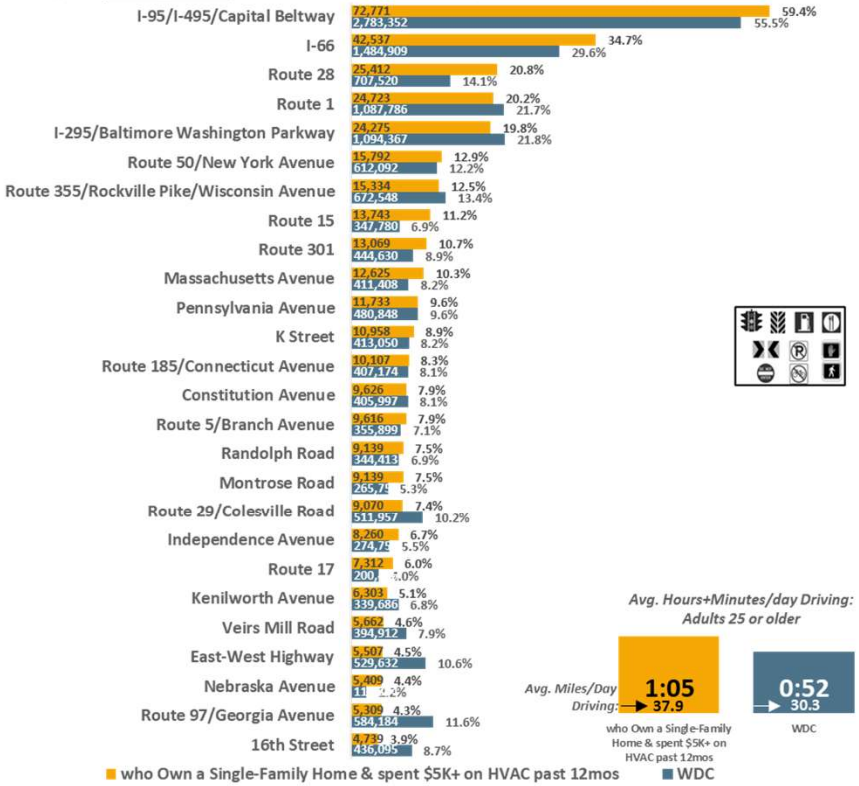
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



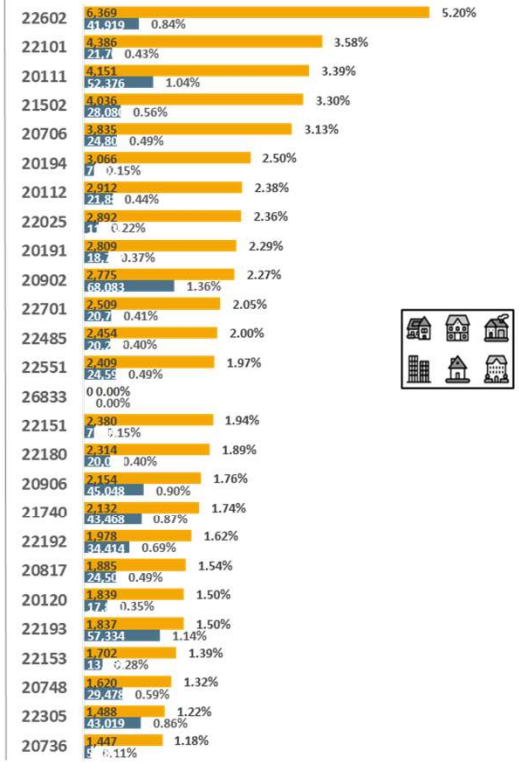
115,397 or 94.2% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 65.1 minutes per day driving an average of 37.9 miles each day and are 61.9% more likely to use Route 15 than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older

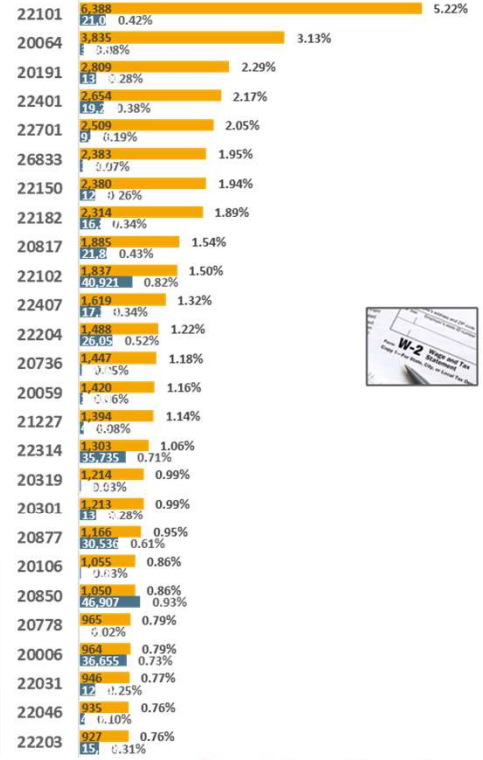


Avg. Hours+Minutes/day Driving: Adults 25 or older

Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 135

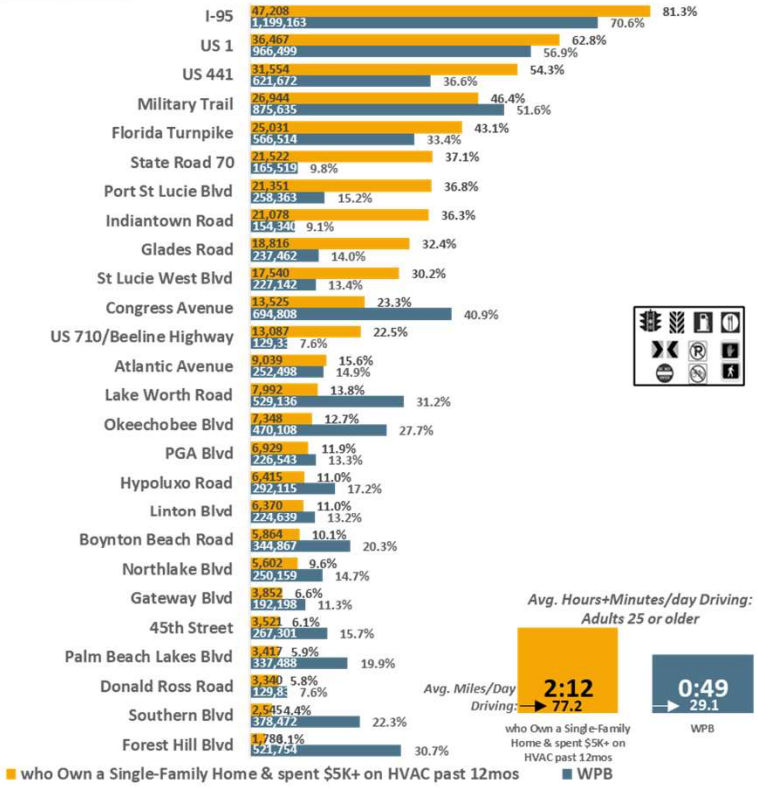
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

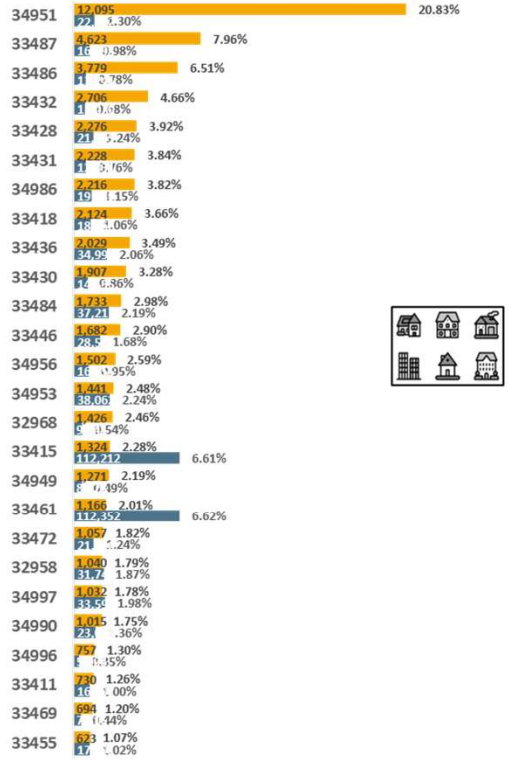


56,836 or 97.9% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos spend an average of 132.6 minutes per day driving an average of 77.2 miles each day and are 299.2% more likely to use Indiantown Road than the Metro average

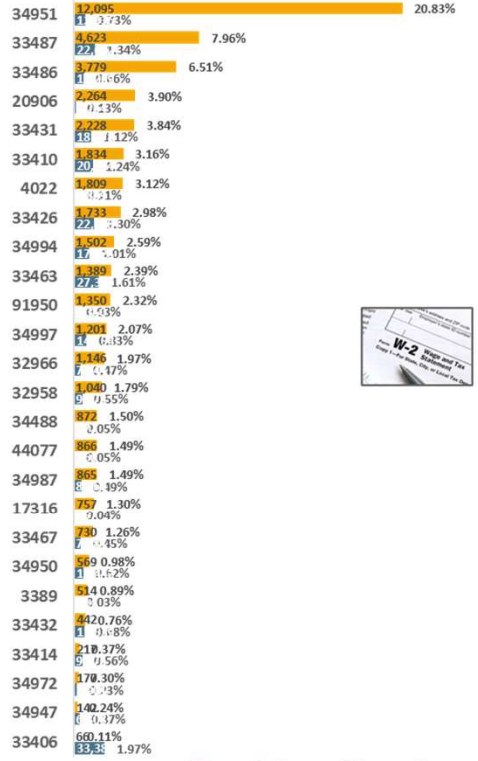
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



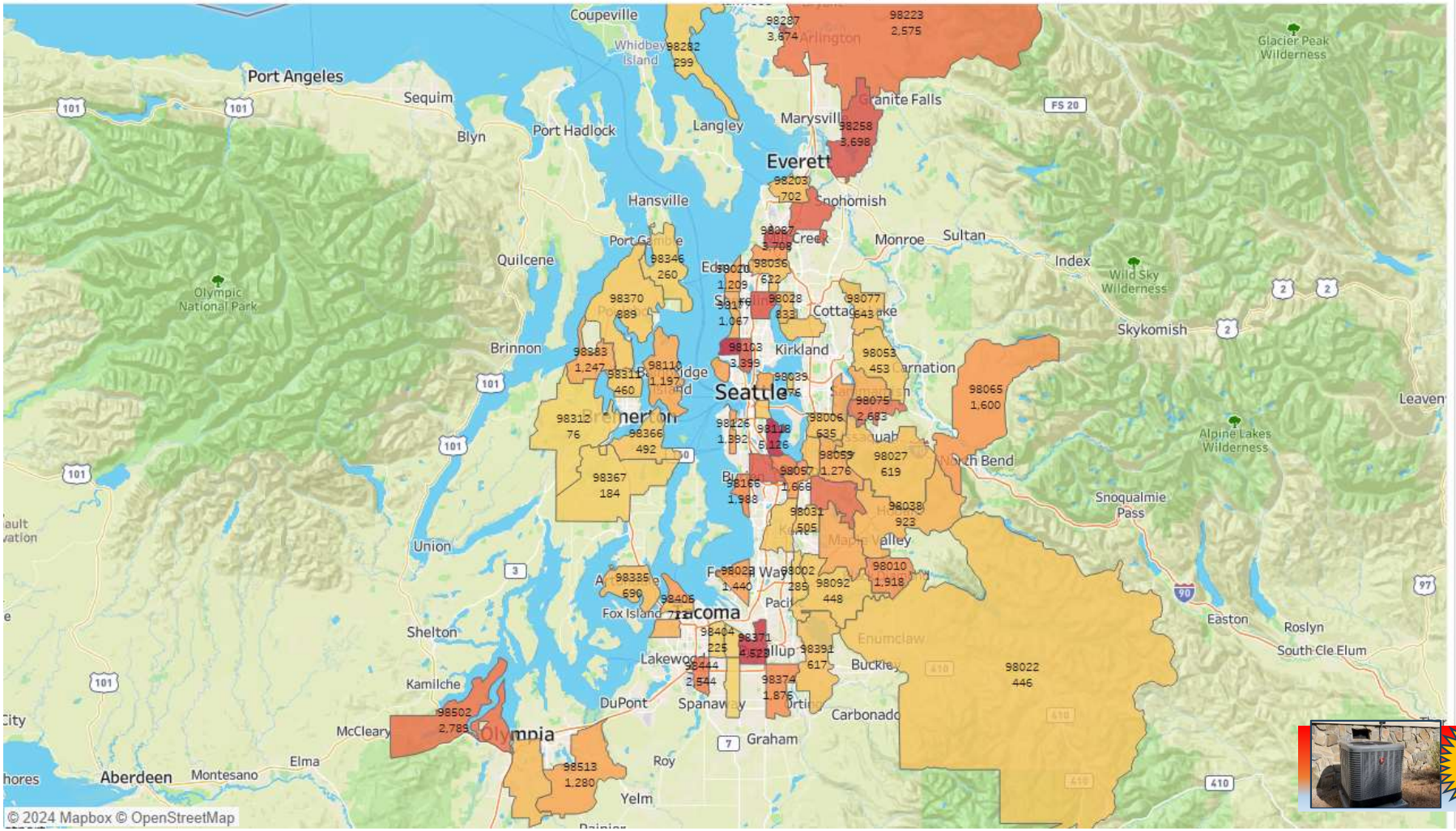
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WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 57

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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

Top Residential Zip Codes: (Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos)

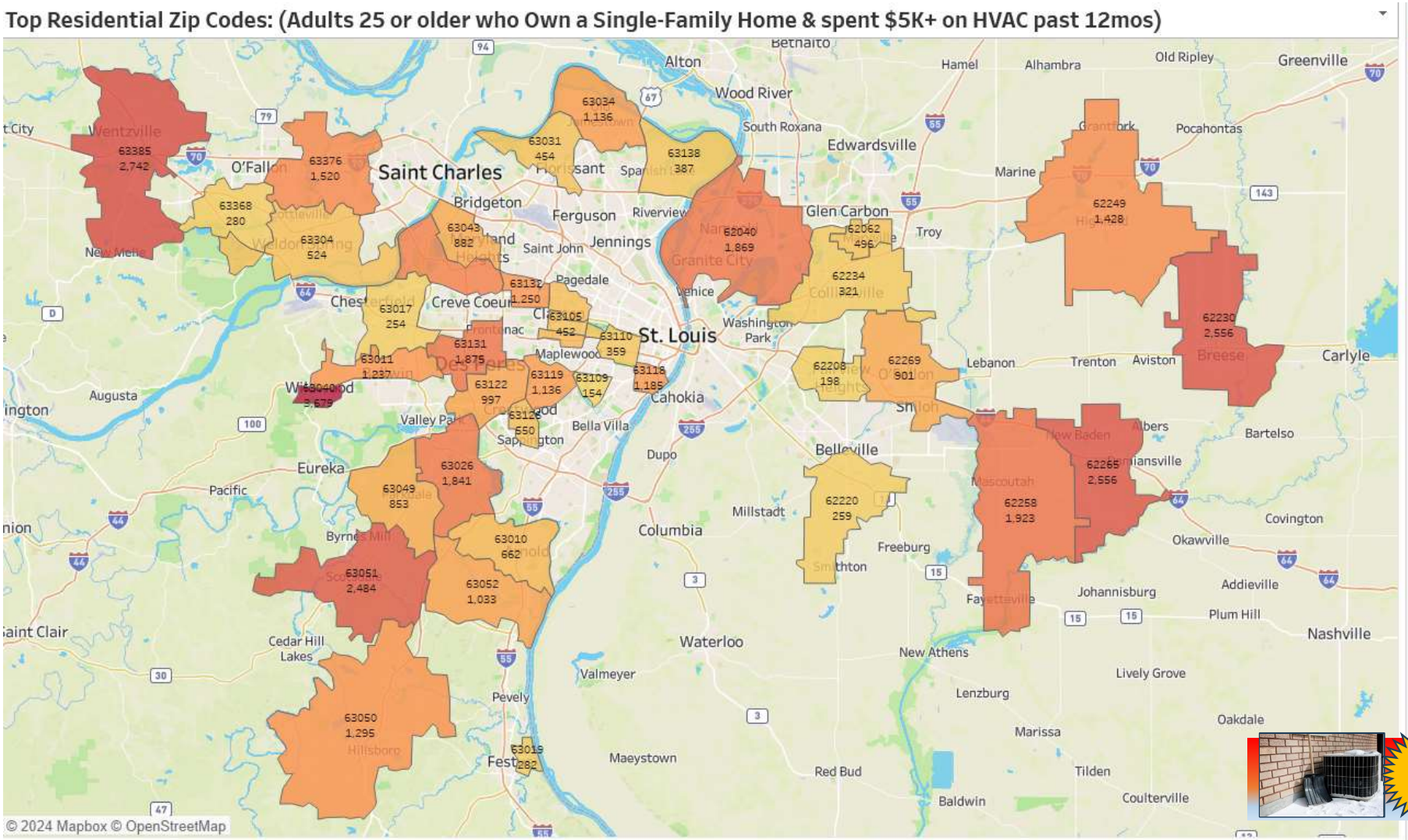


SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 111
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[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

Top Residential Zip Codes: (Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos)

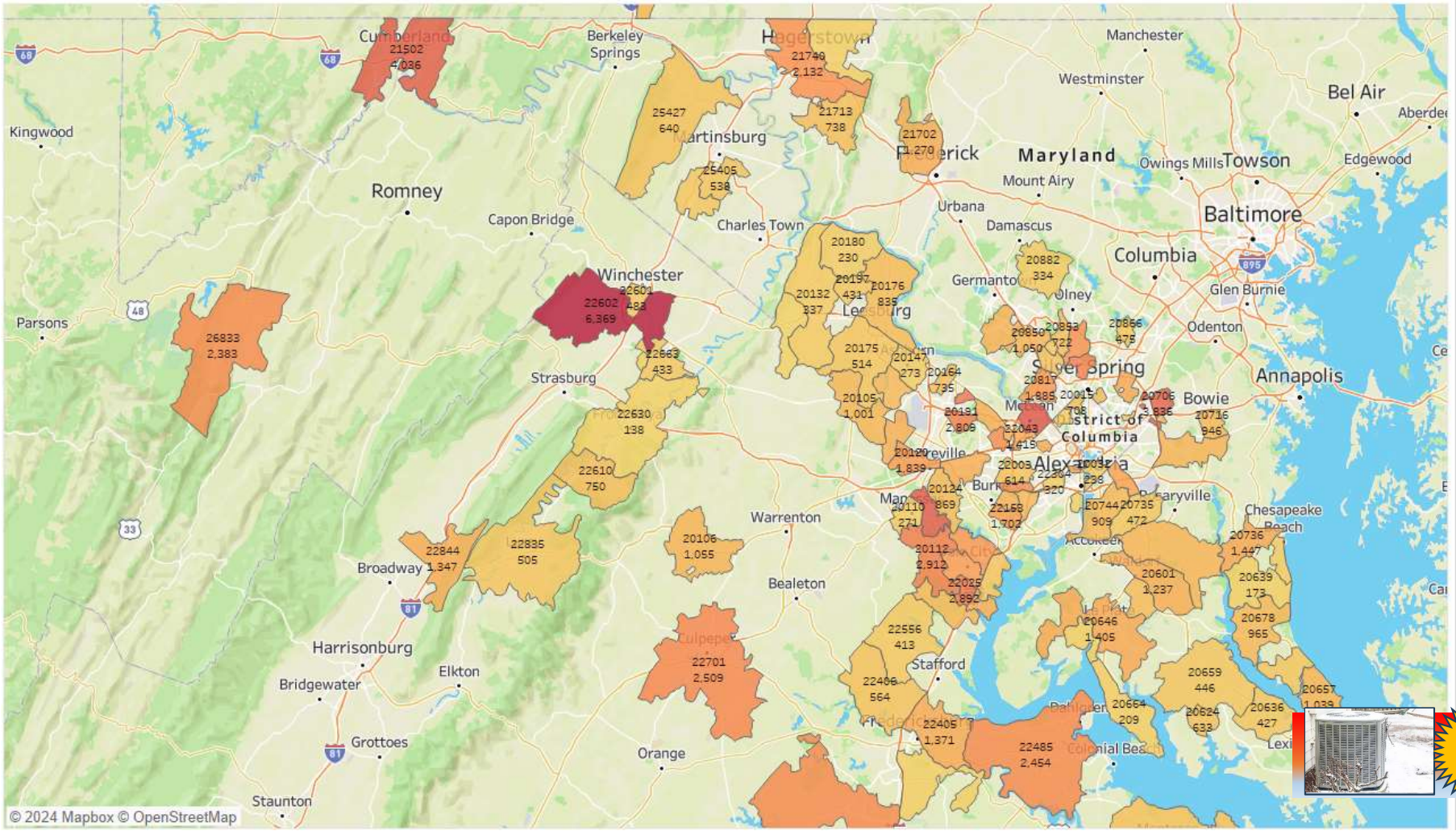


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[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

Top Residential Zip Codes: (Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos)

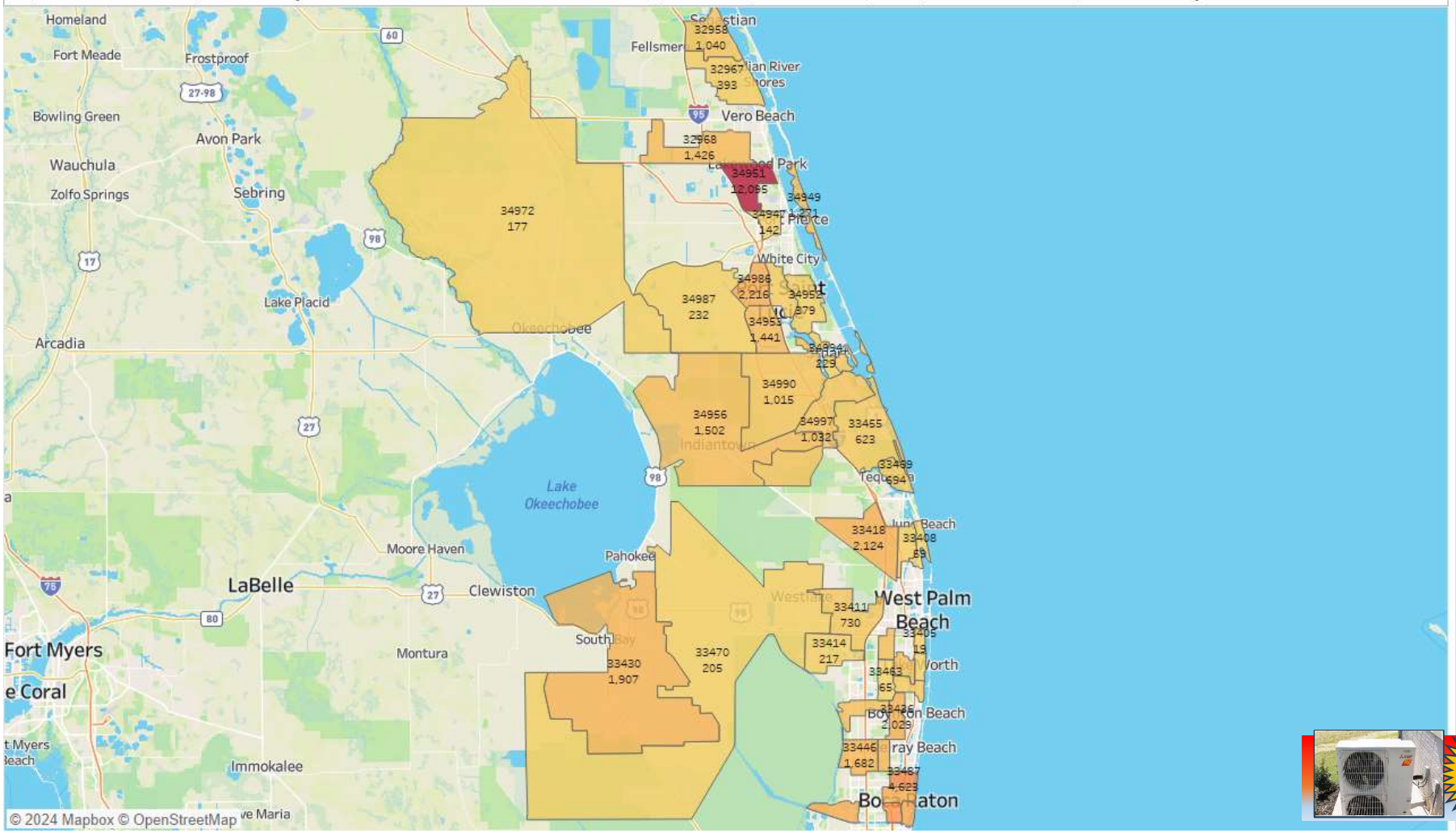


WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 135
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

Top Residential Zip Codes: (Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos)



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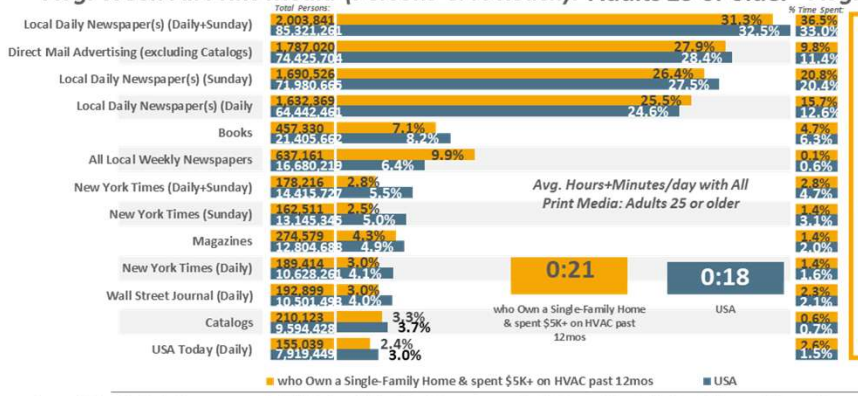
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[(((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]



2,003,841 or 31.3% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.7 minutes every day representing 38.3% of all time spent daily with All forms of Print

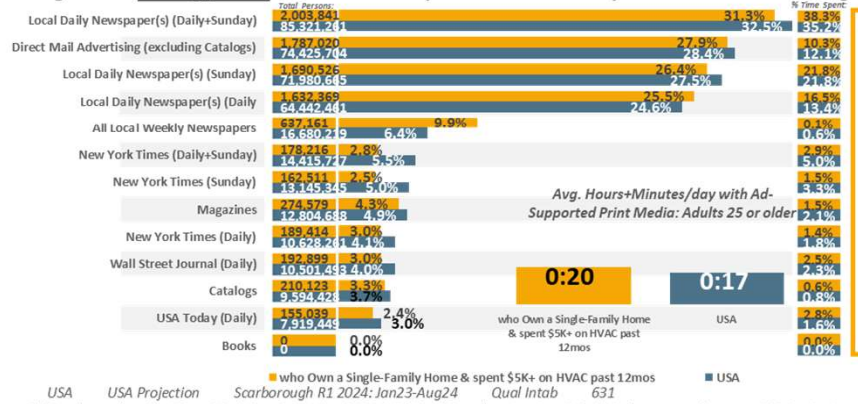
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



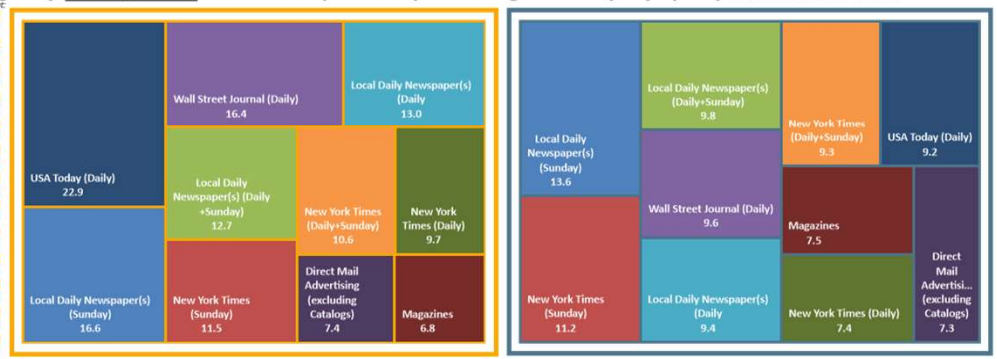
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 631

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 21,876

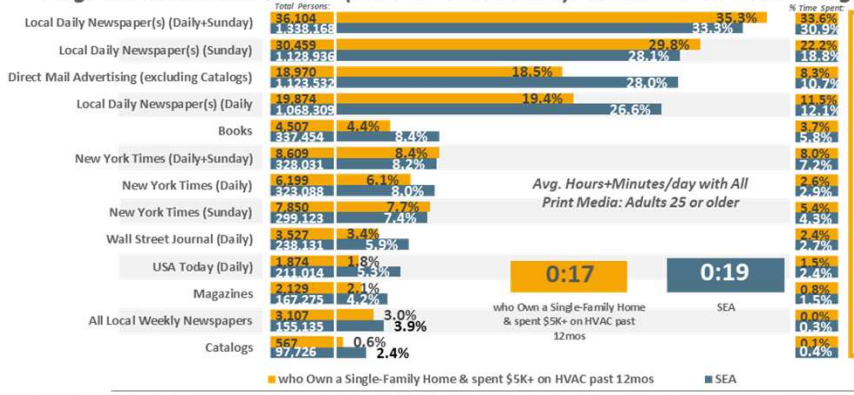
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

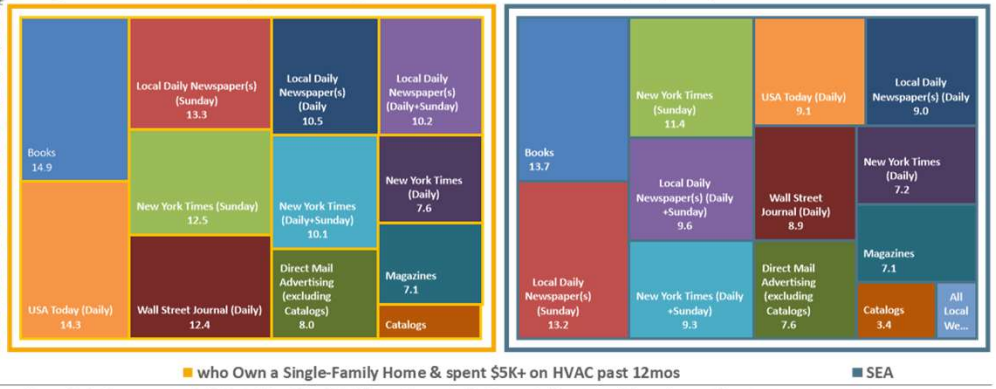


36,104 or 35.3% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 34.9% of all time spent daily with All forms of Print Me

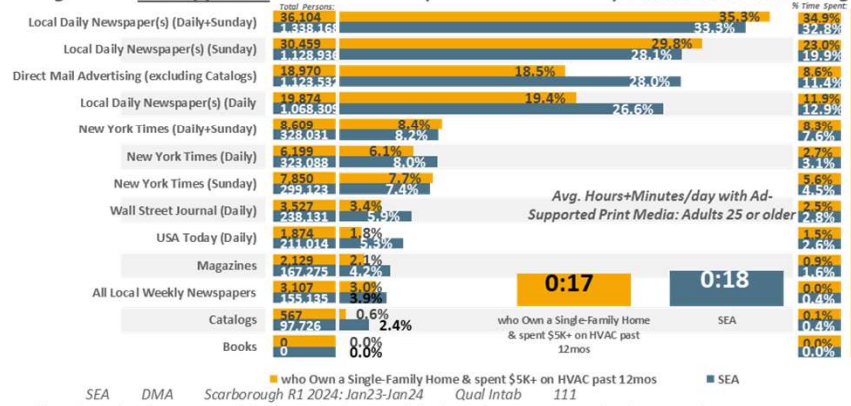
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



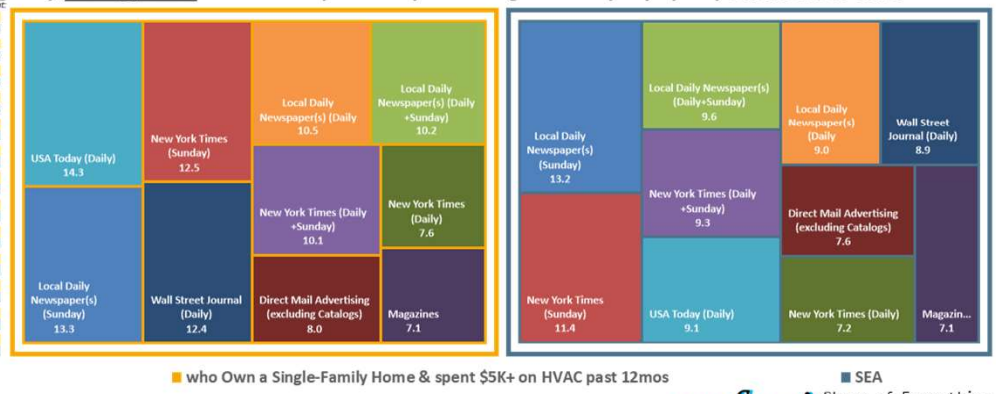
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 111

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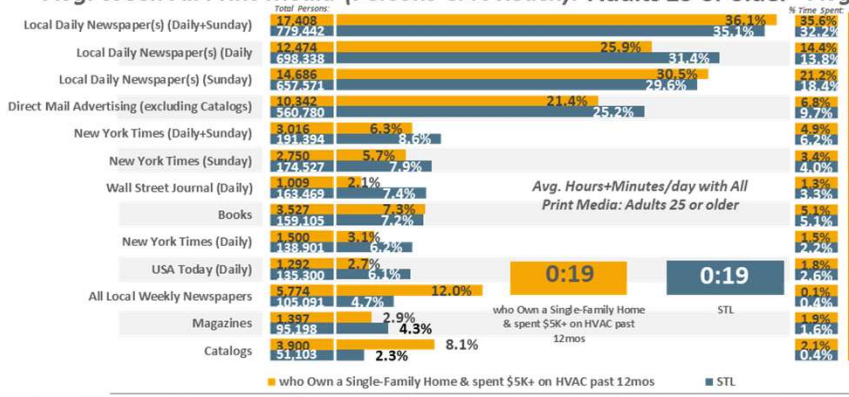
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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]

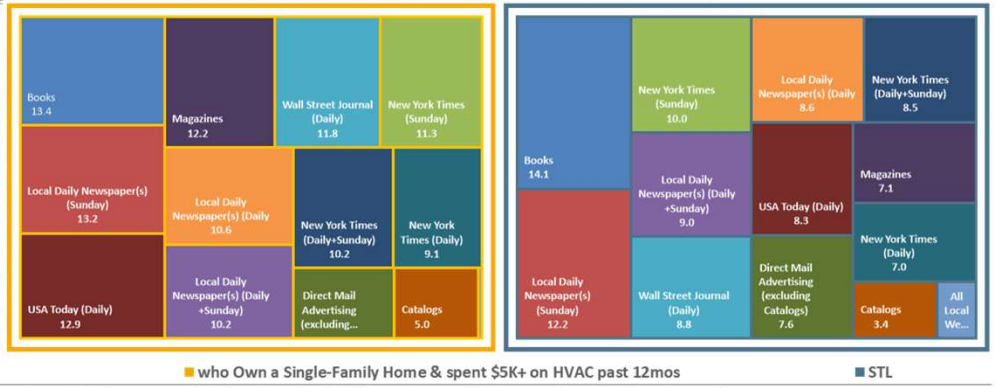


17,408 or 36.1% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 37.5% of all time spent daily with All forms of Print Me

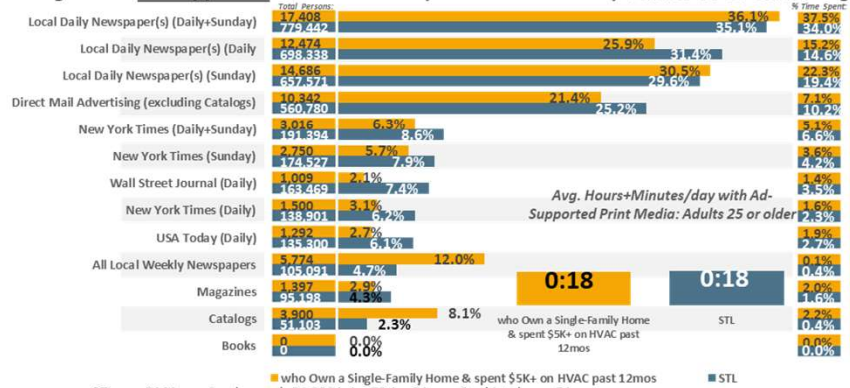
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



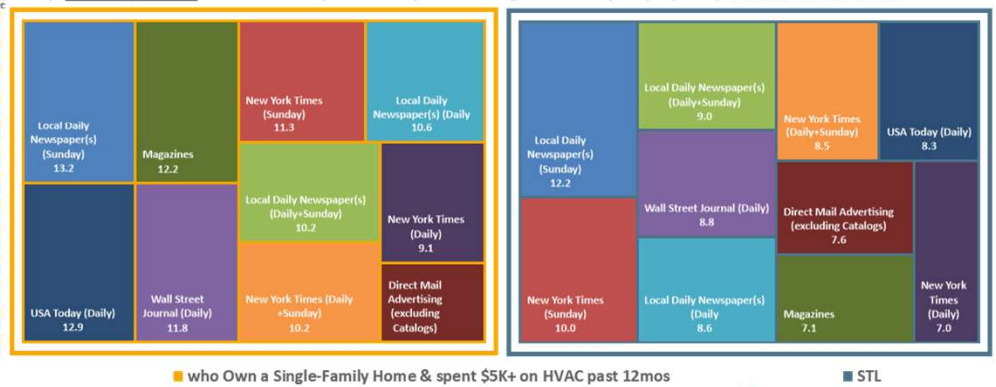
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

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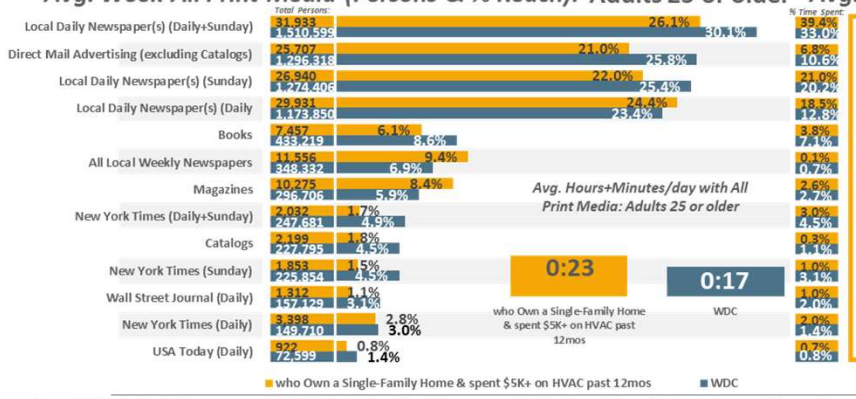
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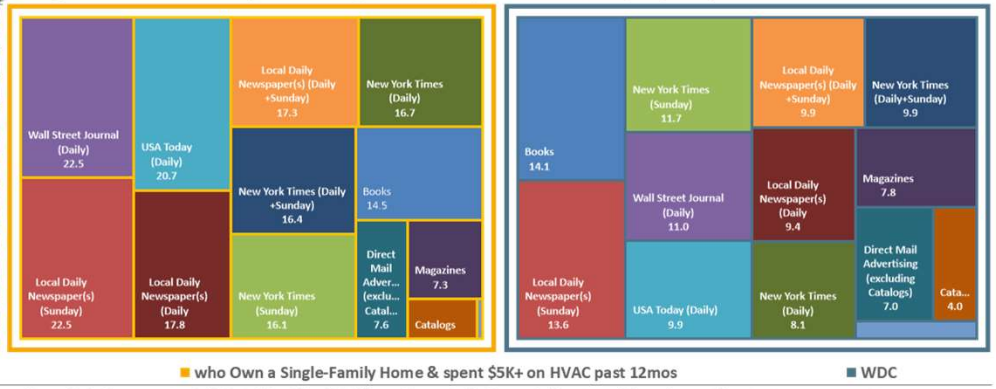


31,933 or 26.1% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 17.3 minutes every day representing 41.% of all time spent daily with All forms of Print Med

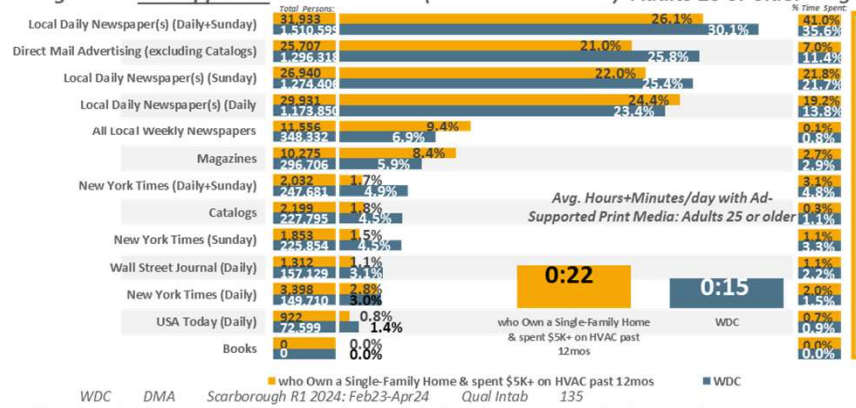
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



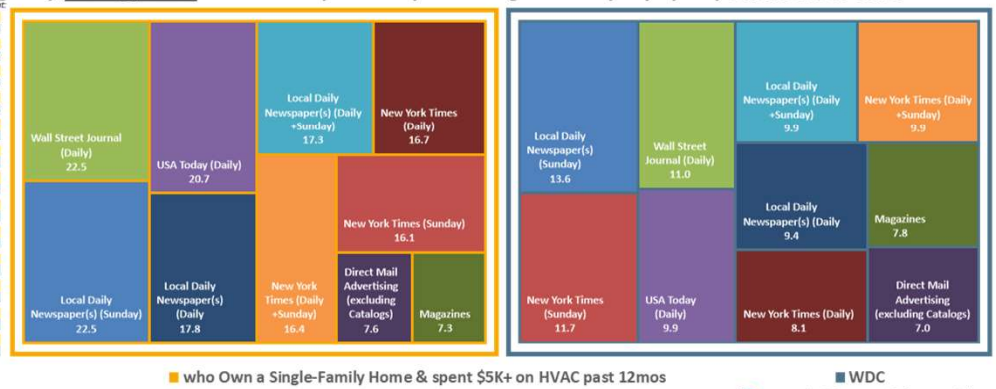
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 135

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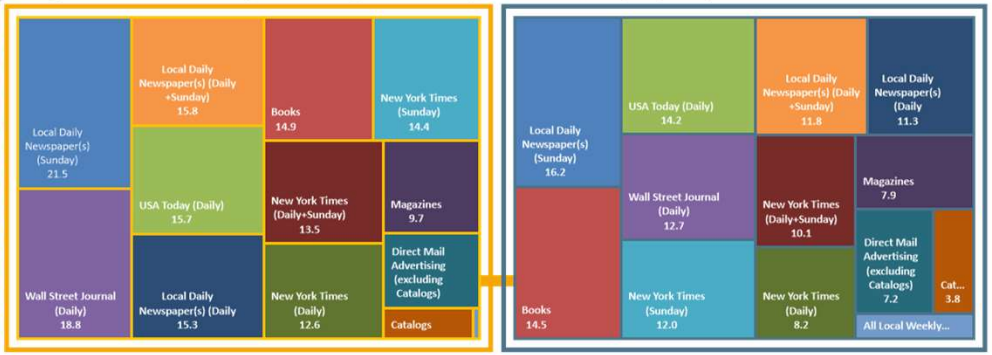


16,548 or 28.5% of Adults 25 or older who Own a Single-Family Home & spent $5K+ on HVAC past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 15.8 minutes every day representing 36.2% of all time spent daily with All forms of Print Me

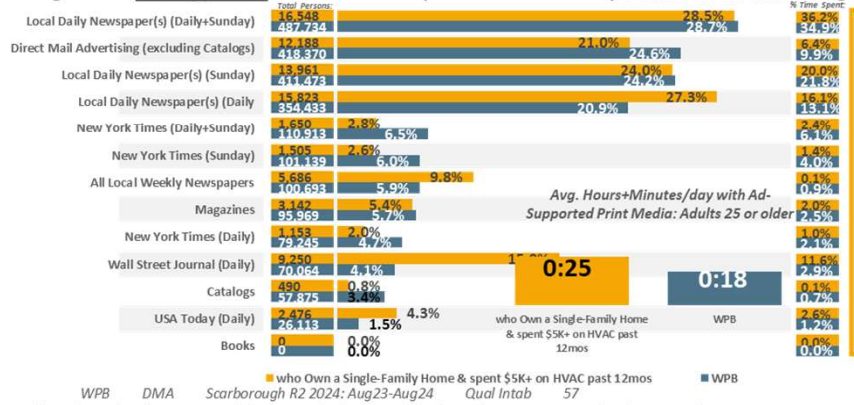
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 57

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[[((Age summaries: Adults 25 or older AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:$5,000 or more)]