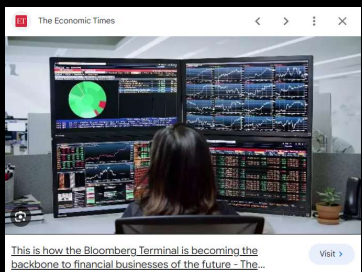


USA+4 DMAs – P25-64 Single-Family Homeowners who Use a PEST CONTROL Service!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P25-64 Single-Family Homeowners who Use a PEST CONTROL Service as of March 31, 2026.



P25-64



The Rollins Family Trusts



Vanguard® BlackRock®



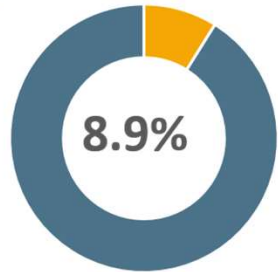
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]



8.9% or 15,827,662 of USA DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc.
 Typical Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 47.5 years old (6.2% older than average) and have a \$197,171 (56.1% higher than average) annual household income.

Percent of Market: Adults 25 - 64



- Single-Family Homeowners who Use a PEST CONTROL Service
- Remainder of USA DMA

Total Persons:
 15,827,662 (Target)
 162,090,010 (Market)

Gender of Target vs. Market: Adults 25 - 64

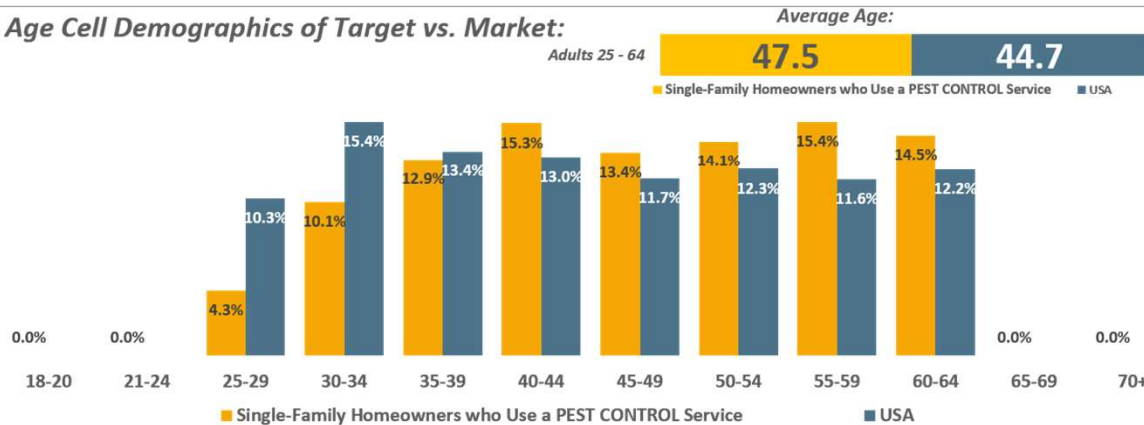
	Men	Men	Women	Women
%M vs. %F:	51.1%	50.2%	48.9%	49.8%
Average Age:	47.1	44.7	48.0	44.8
# Persons:	8,081,516	89,402,216	7,746,146	88,515,455

Ethnicity of Target vs. Market:

White	77.4%	62.4%
Black/African American	5.8%	12.1%
Asian	5.3%	1.2%
Other	0.6%	0.1%
Hispanic	10.9%	17.1%

Single-Family Homeowners who Use a PEST CONTROL Service USA

Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

<\$35K HHI	1.8%	15.3%
\$35K-\$50K HHI	2.5%	8.4%
\$50K-\$75K HHI	4.3%	11.3%
\$75K-\$100K HHI	7.0%	12.0%
\$100K-\$150K HHI	18.0%	19.8%
\$150K-\$250K HHI	21.8%	34.6%
\$250K+ HHI	31.7%	11.3%

Avg HHI: \$197,171 (Target) \$126,288 (Market)



5.4% or 273,859 of CHI DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Typical Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 48.5 years old (8.1% older than average) and have a \$187,822 (55.6% higher than average) annual household income.

Percent of Market: Adults 25 - 64



- Single-Family Homeowners who Use a PEST CONTROL Service
- Remainder of CHI DMA

Total Persons:
273,859 4,773,551



Gender of Target vs. Market: Adults 25 - 64

	Men	Men	Women	Women
%M vs. %F:	54.1%	49.8%	45.9%	50.2%
Average Age:	48.6	44.9	48.2	44.7
# Persons:	148,240	2,514,663	125,619	2,532,747

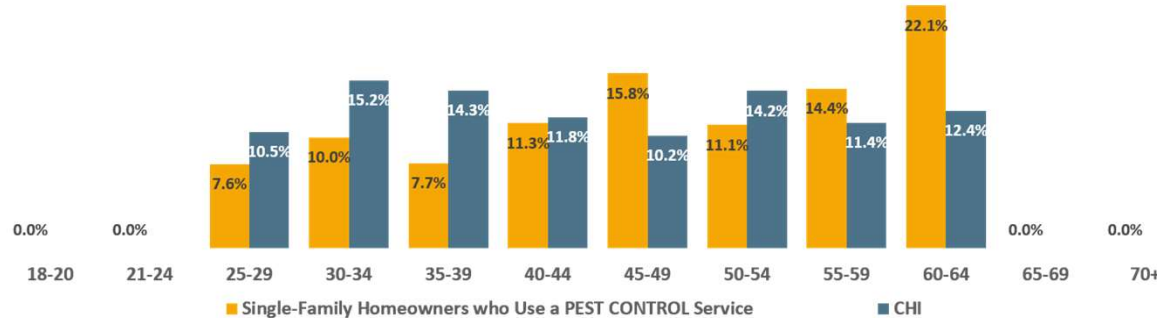
Ethnicity of Target vs. Market:

White	75.9%	53.3%
Black/African American	5.3%	15.1%
Asian	5.0%	
Other	0.0%	
Hispanic	13.8%	24.8%

Single-Family Homeowners who Use a PEST CONTROL Service CHI

Age Cell Demographics of Target vs. Market:

	Average Age:
Adults 25 - 64	48.5 44.8



HHI of Target vs. Market:

<\$35K HHI	1.7%	17.6%
\$35K-\$50K HHI	3.1%	8.8%
\$50K-\$75K HHI	5.2%	11.8%
\$75K-\$100K HHI	6.6%	12.0%
\$100K-\$150K HHI	21.0%	18.9%
\$150K-\$250K HHI	36.2%	20.6%
\$250K+ HHI	26.2%	10.4%
Avg HHI:	\$187,822	\$120,676



8.4% or 329,135 of WDC DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Typical Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 48.3 years old (7.8% older than average) and have a \$242,063 (63.2% higher than average) annual household income.

Percent of Market: Adults 25 - 64



- Single-Family Homeowners who Use a PEST CONTROL Service
- Remainder of WDC DMA

Total Persons:
329,135 3,582,770



Gender of Target vs. Market: Adults 25 - 64

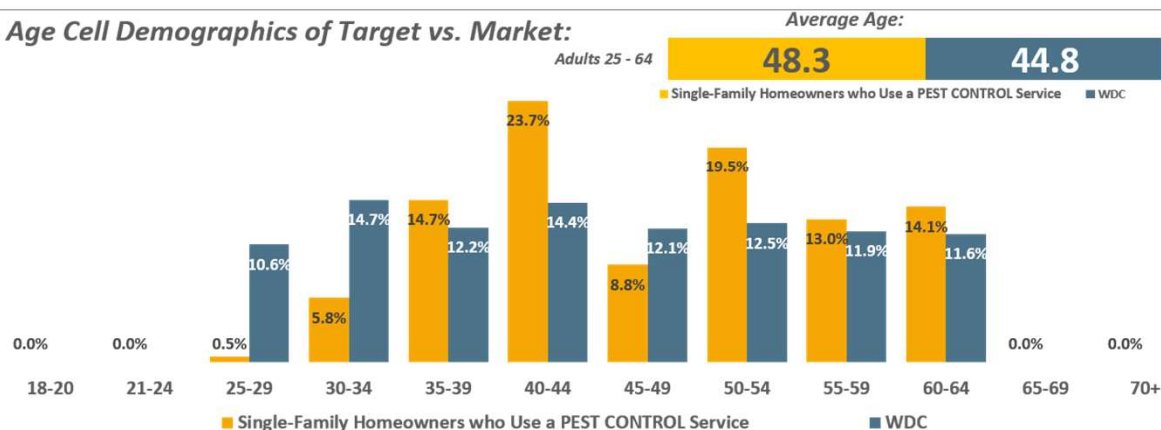
	Men	Men	Women	Women
%M vs. %F	45.8%	49.6%	54.2%	50.4%
Average Age	47.7	44.7	48.7	44.9
# Persons	150,762	1,942,217	178,373	1,969,688

Ethnicity of Target vs. Market:

White	68.9%	50.1%
Black/African American	14.8%	22.3%
Asian	9.2%	8.1%
Other	0.8%	0.8%
Hispanic	6.3%	16.1%

Single-Family Homeowners who Use a PEST CONTROL Service WDC

Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

<\$35K HHI	0.1%	10.9%
\$35K-\$50K HHI	0.1%	7.2%
\$50K-\$75K HHI	1.7%	9.1%
\$75K-\$100K HHI	3.2%	10.6%
\$100K-\$150K HHI	8.5%	19.7%
\$150K-\$250K HHI	32.0%	25.1%
\$250K+ HHI	54.5%	18.1%

Avg HHI: \$242,063 \$148,302

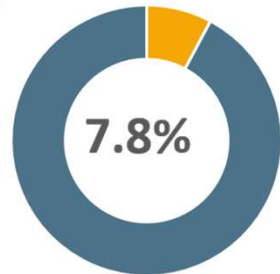
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 569
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service))



7.8% or 240,288 of SEA DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Typical Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 46.4 years old (5.4% older than average) and have a \$199,916 (45.9% higher than average) annual household income.

Percent of Market: Adults 25 - 64



- Single-Family Homeowners who Use a PEST CONTROL Service
- Remainder of SEA DMA

Total Persons:
240,288 2,836,496



Gender of Target vs. Market: Adults 25 - 64

	%M vs. %F	Average Age	# Persons
Men	45.0%	47.9	108,162
Men	51.4%	43.9	1,580,993
Women	55.0%	45.2	132,126
Women	48.6%	44.2	1,495,791

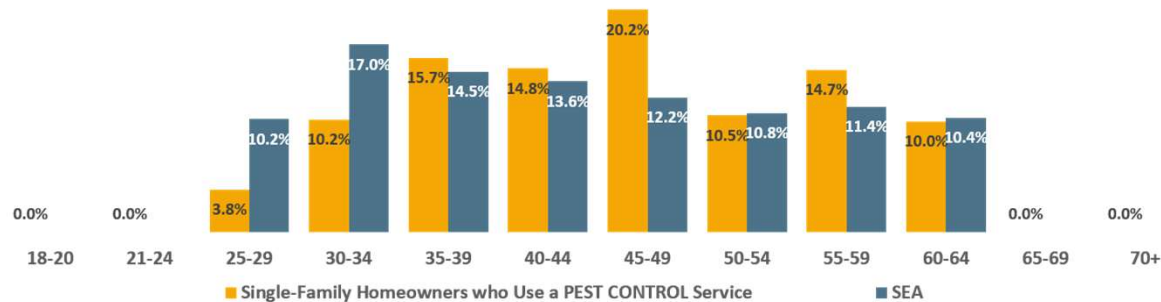
Ethnicity of Target vs. Market:

White	74.1%	68.3%
Black/African American	0.7%	
Asian	14.1%	1%
Other	0.9%	
Hispanic	10.2%	1%

Single-Family Homeowners who Use a PEST CONTROL Service SEA

Age Cell Demographics of Target vs. Market:

Adults 25 - 64	Average Age
Single-Family Homeowners who Use a PEST CONTROL Service	46.4
SEA	44.0



HHI of Target vs. Market:

<\$35K HHI	3.0%	13.5%
\$35K-\$50K HHI	2.3%	6.6%
\$50K-\$75K HHI	1.2%	10.1%
\$75K-\$100K HHI	10.1%	11.9%
\$100K-\$150K HHI	14.4%	19.6%
\$150K-\$250K HHI	24.4%	36.4%
\$250K+ HHI	13.9%	32.6%

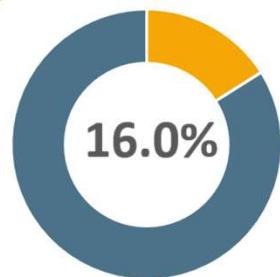
Avg HHI: \$199,916 \$137,025



16.0% or 491,885 of PHX DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Typical Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 45.9 years old (3.7% older than average) and have a \$180,407 (57.4% higher than average) annual household income.



Percent of Market: Adults 25 - 64



Total Persons:

491,885 2,572,927

- Single-Family Homeowners who Use a PEST CONTROL Service
- Remainder of PHX DMA

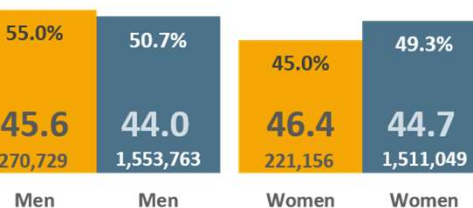


Gender of Target vs. Market: Adults 25 - 64

%M vs. %F:

Average Age:

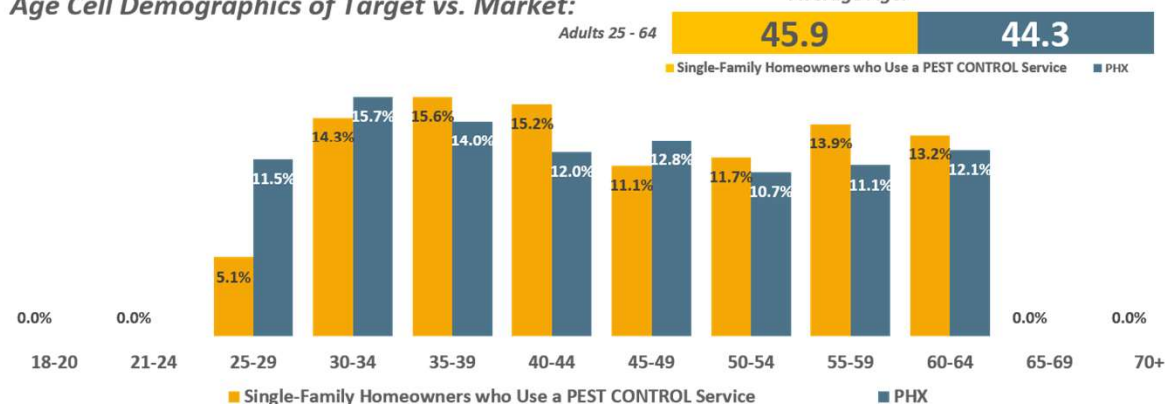
Persons:



Age Cell Demographics of Target vs. Market:

Adults 25 - 64

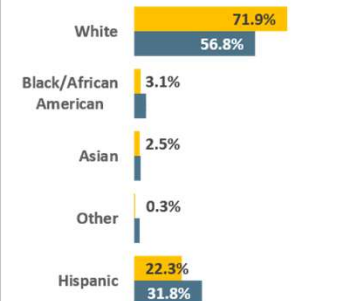
Average Age:



Single-Family Homeowners who Use a PEST CONTROL Service

PHX

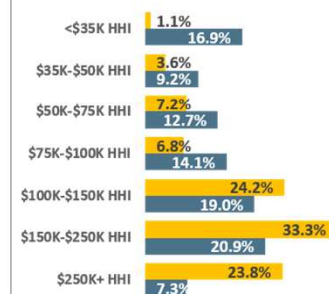
Ethnicity of Target vs. Market:



Single-Family Homeowners who Use a PEST CONTROL Service PHX



HHI of Target vs. Market:



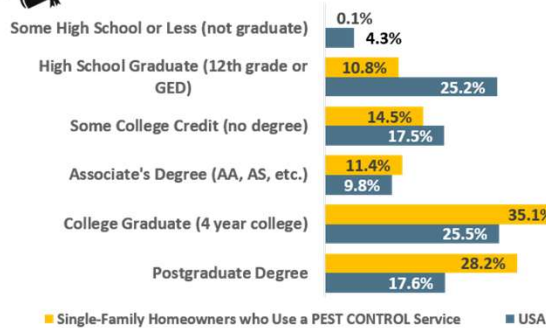
Avg HHI: \$180,407 \$114,607



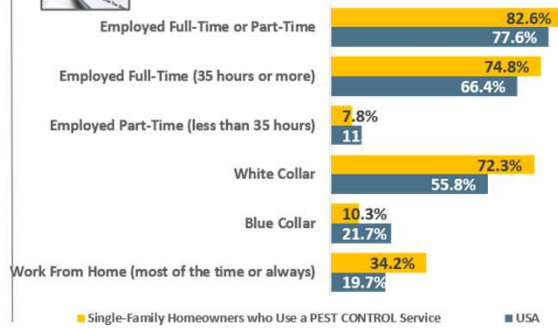
8.9% or 15,827,662 of USA DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 46.7% more likely to be a college graduate, 12.6% more likely to work full-time, 47.7% more likely to be married, 7.8% more likely to be a parent of 1 or more children under 18.



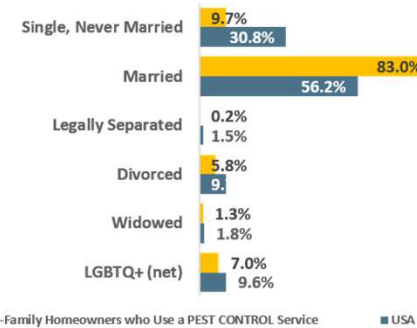
Education Levels: Adults 25 - 64



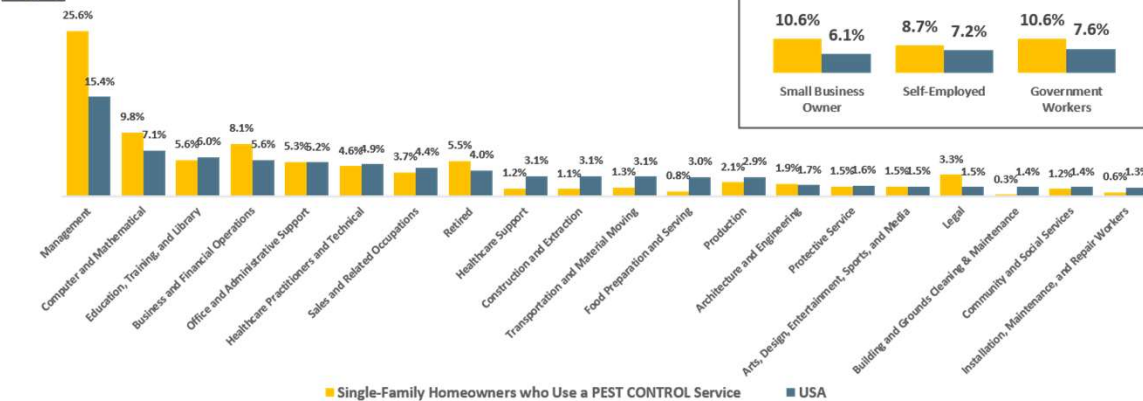
Employment: Adults 25 - 64



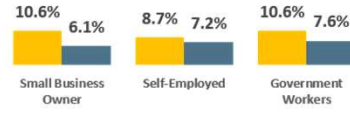
Marital Status: Adults 25 - 64



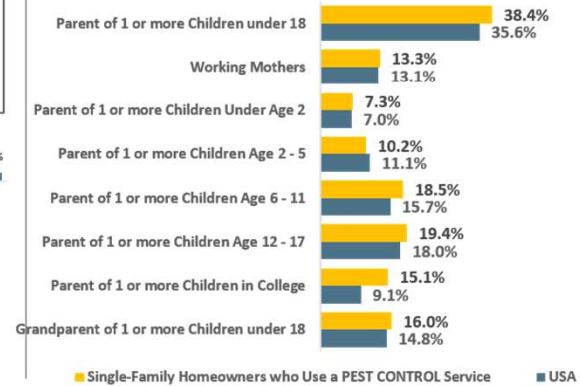
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



Stage in Life: Adults 25 - 64



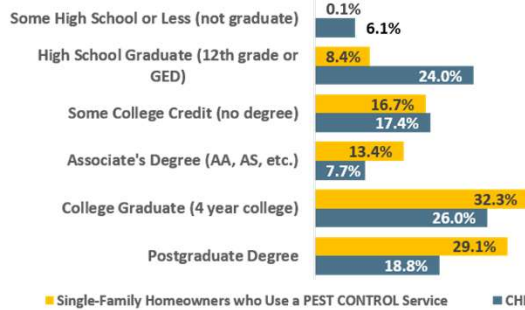
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved

[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]

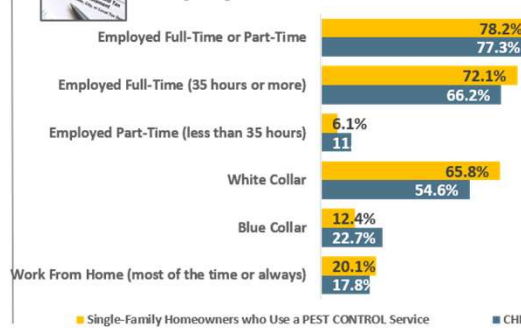


5.4% or 273,859 of CHI DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 37.% more likely to be a college graduate, 8.9% more likely to work full-time, 58.% more likely to be married, 5.7% more likely to be a parent of 1 or more children under 18.

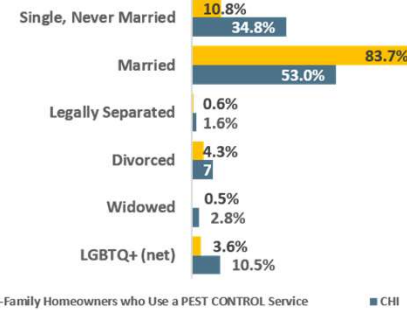
Education Levels: Adults 25 - 64



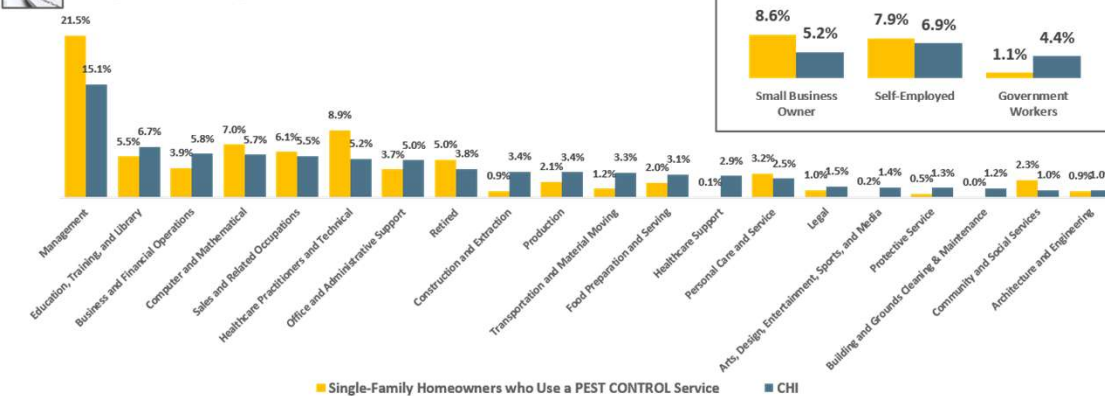
Employment: Adults 25 - 64



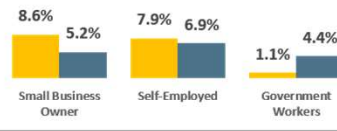
Marital Status: Adults 25 - 64



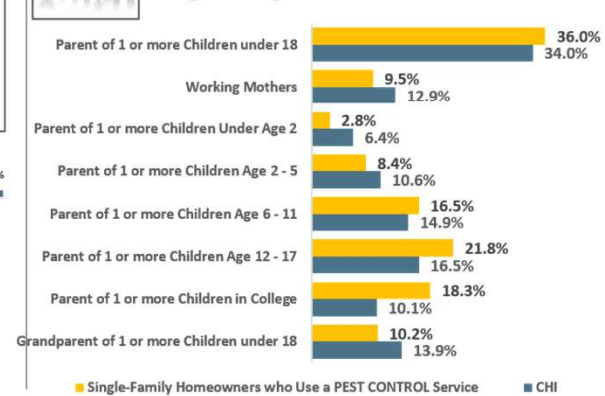
Top-20 Occupations: Adults 25 - 64

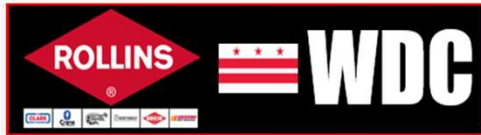


Entrepreneurs/Government Workers



Stage in Life: Adults 25 - 64

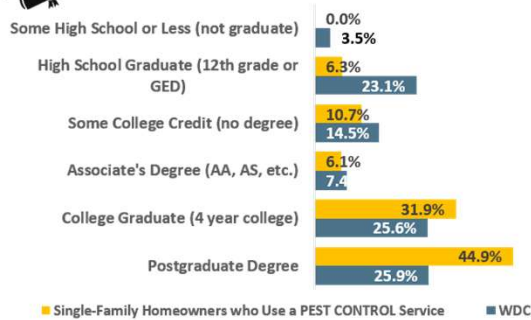




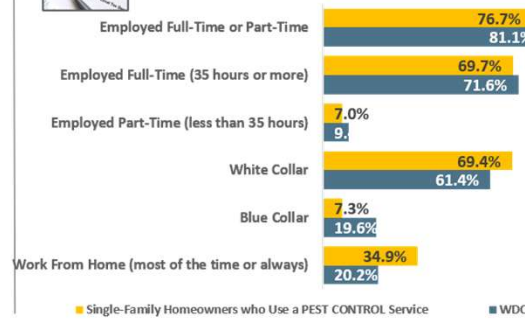
8.4% or 329,135 of WDC DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 49.2% more likely to be a college graduate, 2.7% less likely to work full-time, 47.1% more likely to be married, 21.% more likely to be a parent of 1 or more children under 18.



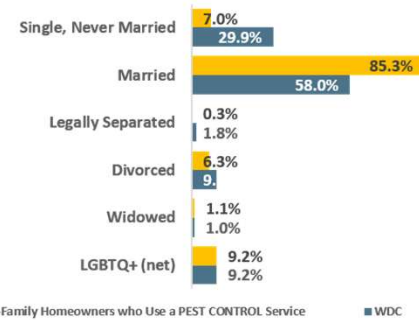
Education Levels: Adults 25 - 64



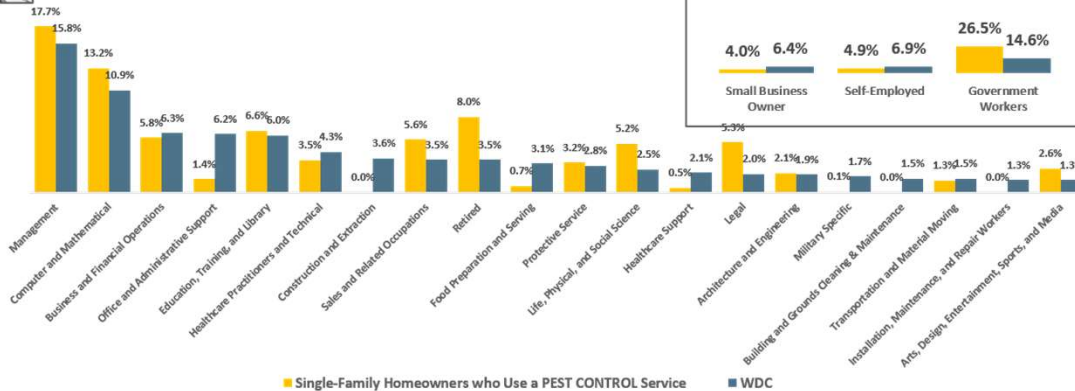
Employment: Adults 25 - 64



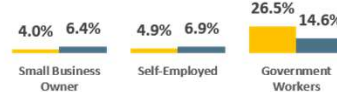
Marital Status: Adults 25 - 64



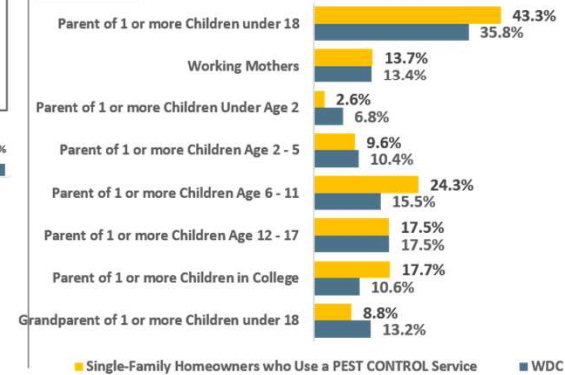
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



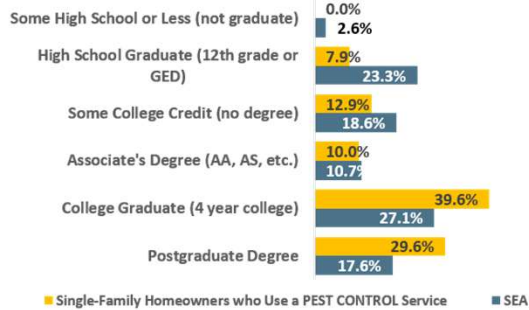
Stage in Life: Adults 25 - 64



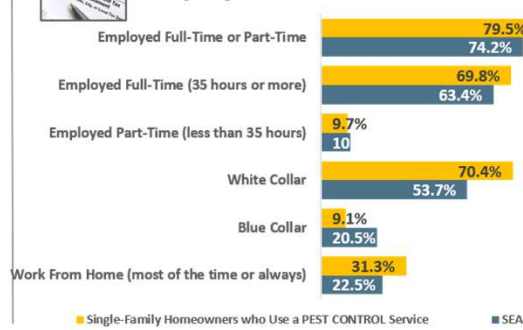


7.8% or 240,288 of SEA DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 54.6% more likely to be a college graduate, 10.2% more likely to work full-time, 39.8% more likely to be married, 13.6% more likely to be a parent of 1 or more children under 18.

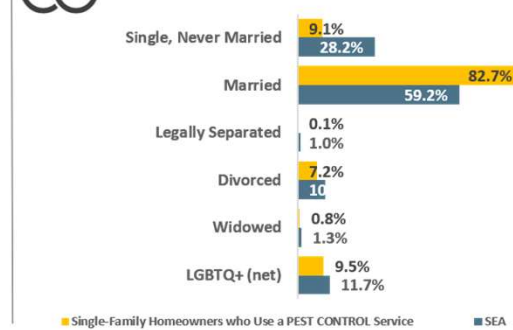
Education Levels: Adults 25 - 64



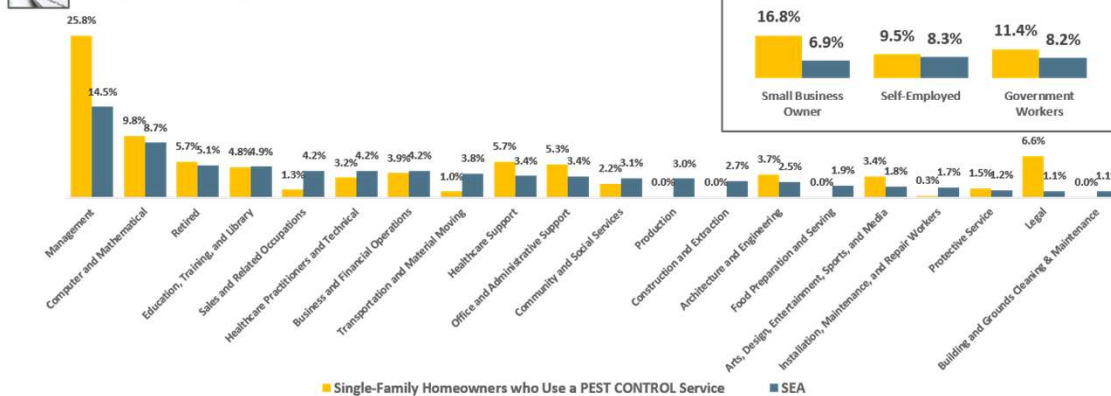
Employment: Adults 25 - 64



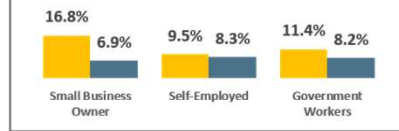
Marital Status: Adults 25 - 64



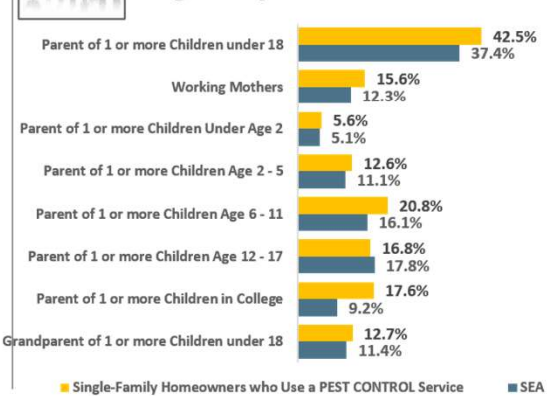
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



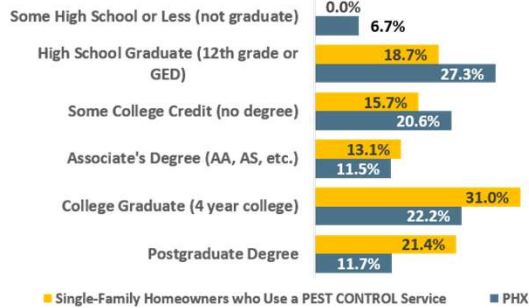
Stage in Life: Adults 25 - 64



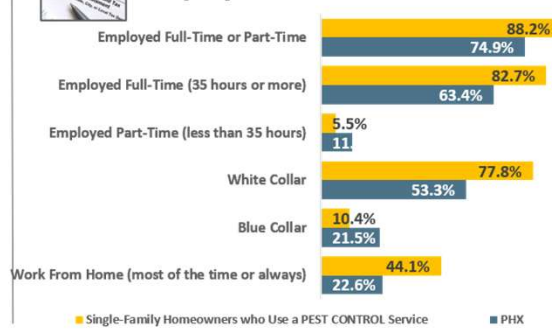


16.0% or 491,885 of PHX DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 54.9% more likely to be a college graduate, 30.4% more likely to work full-time, 46.6% more likely to be married, 8.1% more likely to be a parent of 1 or more children under 18.

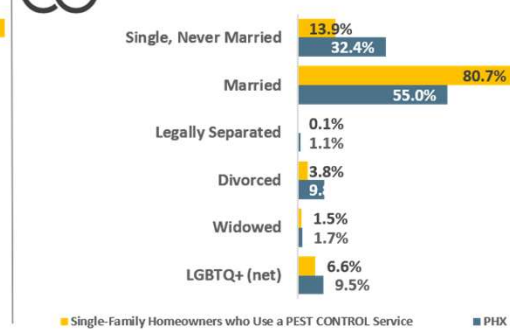
Education Levels: Adults 25 - 64



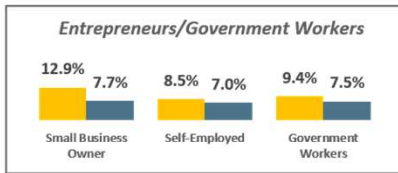
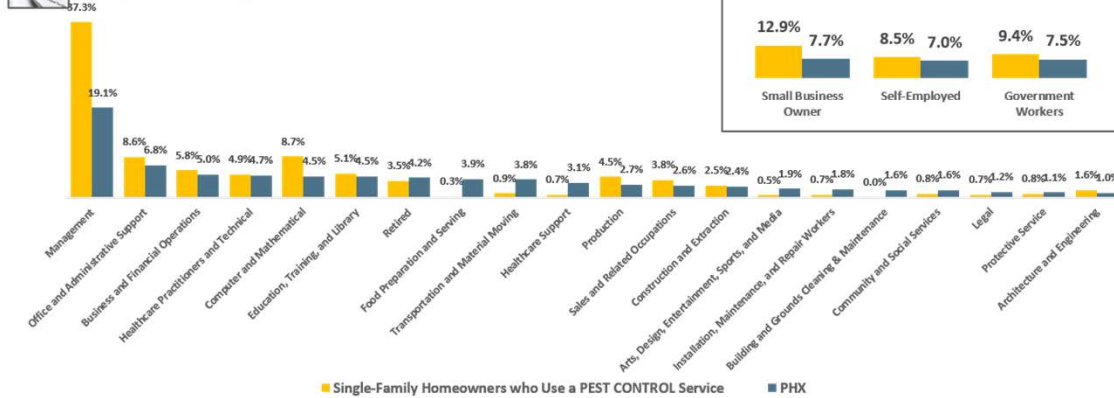
Employment: Adults 25 - 64



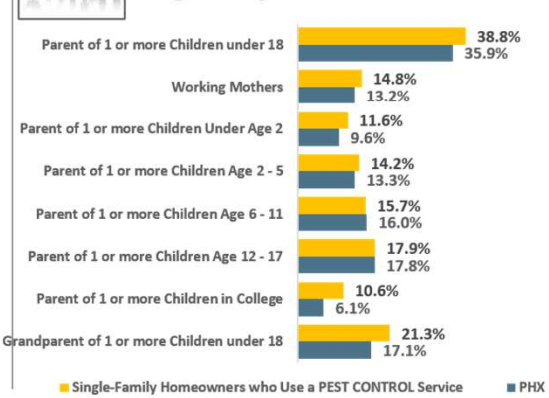
Marital Status: Adults 25 - 64



Top-20 Occupations: Adults 25 - 64



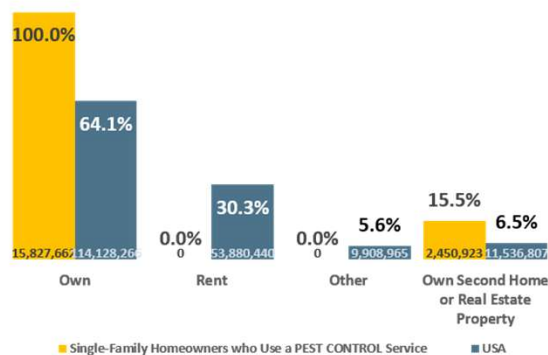
Stage in Life: Adults 25 - 64



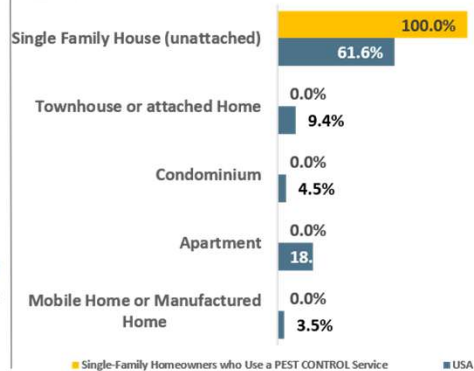


8.9% or 15,827,662 of USA DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 55.9% more likely to own their home, 37.4% more likely to own a higher valued home, 62.2% more likely to have a single-family home, 43.1% more likely to have a dog.

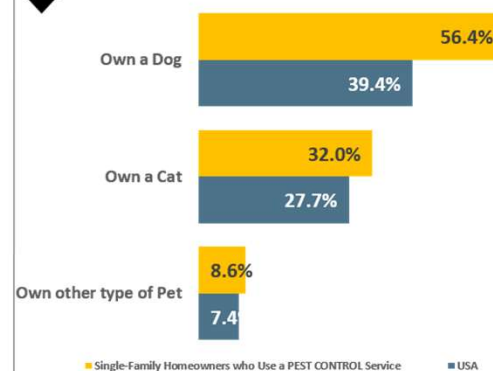
Own/Rent/Other:Adults 25 - 64



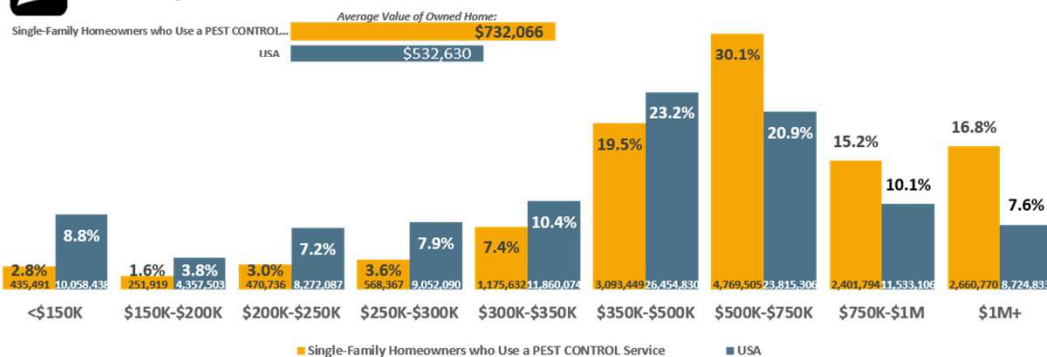
Type of Home:Adults 25 - 64



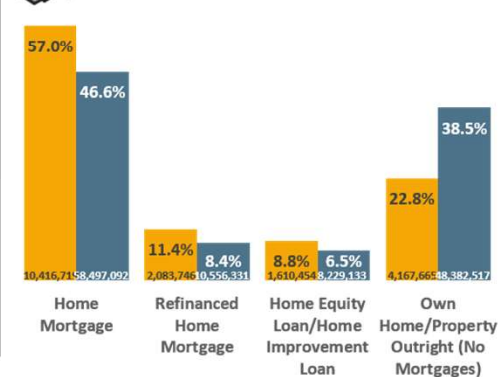
Pets in Home:Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

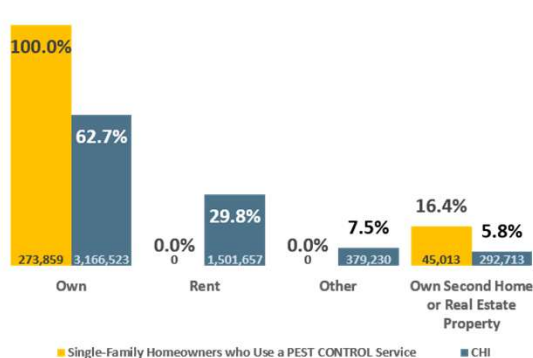




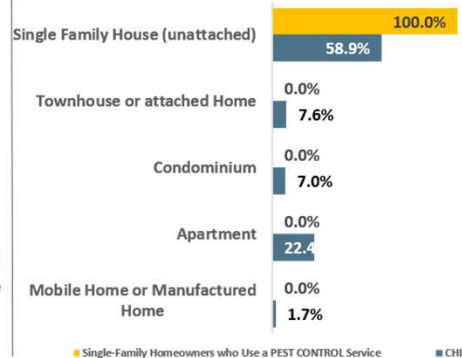
5.4% or 273,859 of CHI DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 59.4% more likely to own their home, 37.8% more likely to own a higher valued home, 69.8% more likely to have a single-family home, 54.5% more likely to have a dog.



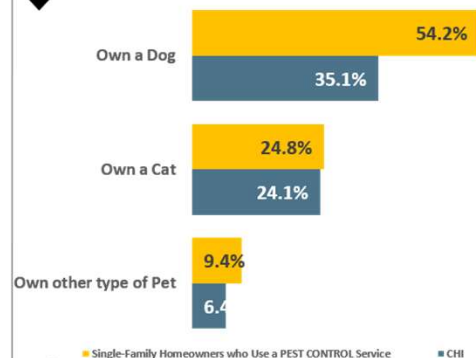
Own/Rent/Other: Adults 25 - 64



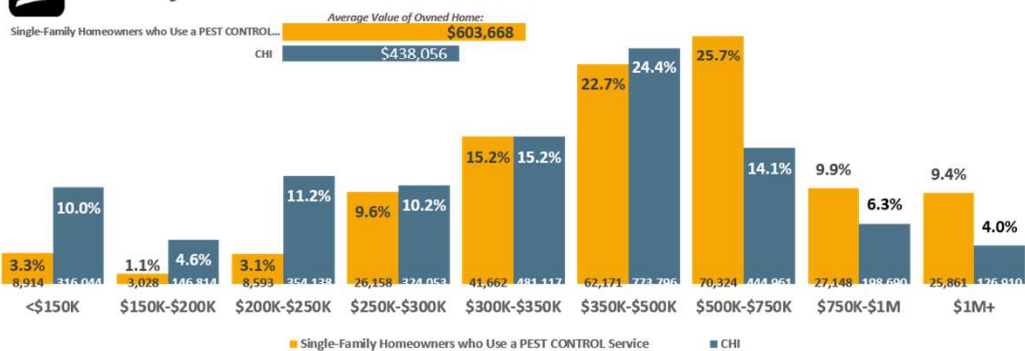
Type of Home: Adults 25 - 64



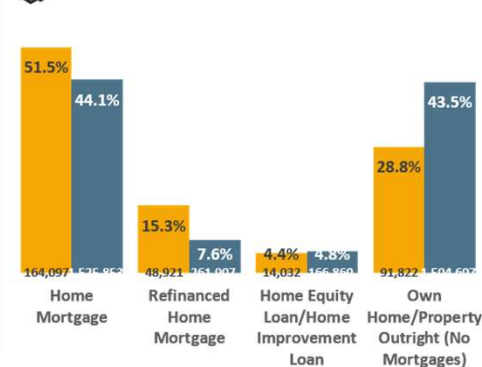
Pets in Home: Adults 25 - 64

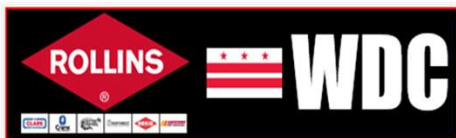


Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

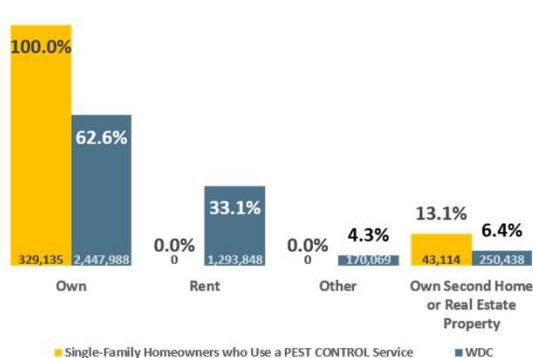




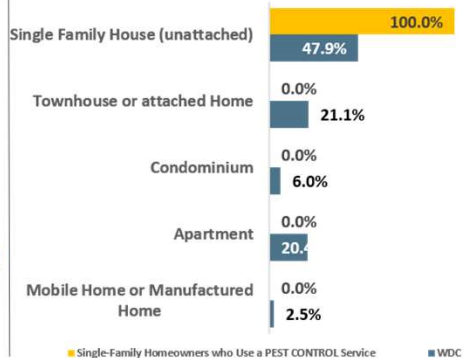
8.4% or 329,135 of WDC DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 59.8% more likely to own their home, 42.4% more likely to own a higher valued home, 100.% more likely to have a single-family home, 67.% more likely to have a dog.



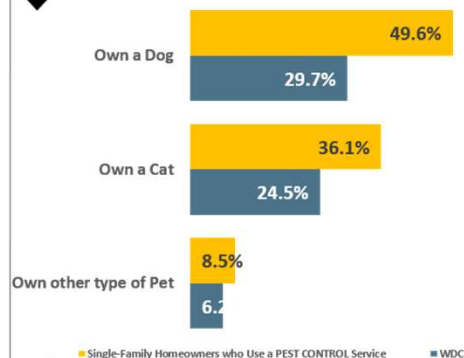
Own/Rent/Other: Adults 25 - 64



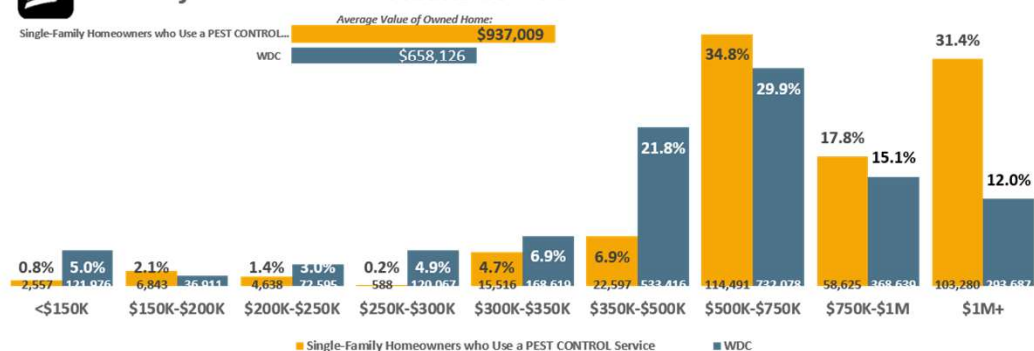
Type of Home: Adults 25 - 64



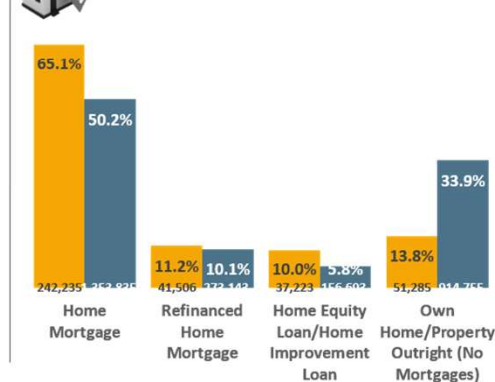
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

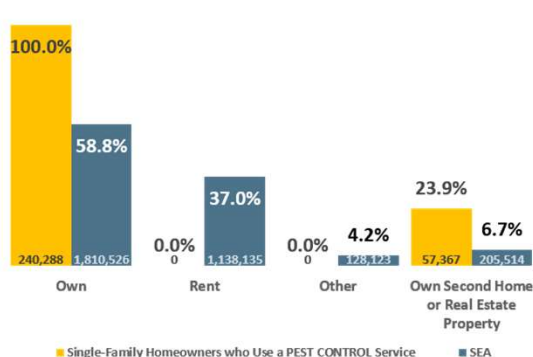




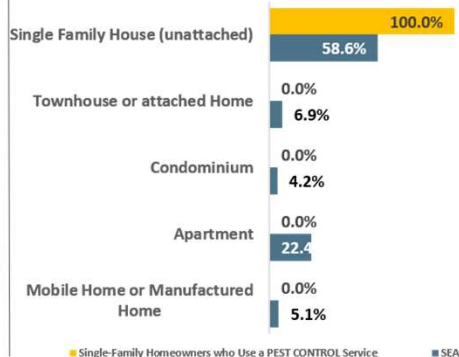
7.8% or 240,288 of SEA DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 69.9% more likely to own their home, 23.8% more likely to own a higher valued home, 70.7% more likely to have a single-family home, 39.1% more likely to have a dog.



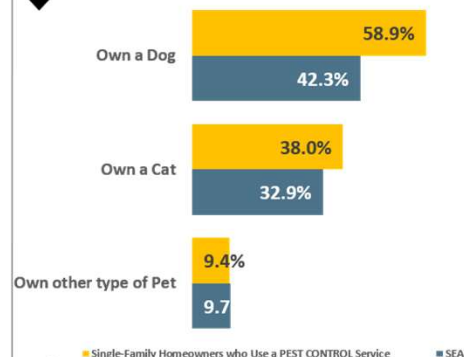
Own/Rent/Other: Adults 25 - 64



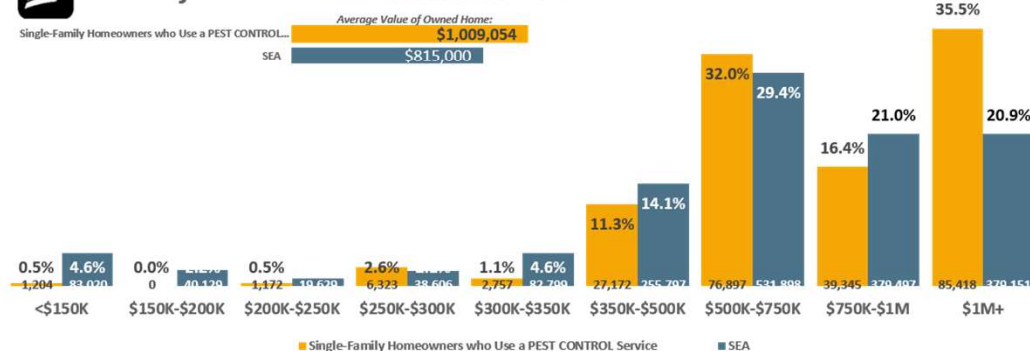
Type of Home: Adults 25 - 64



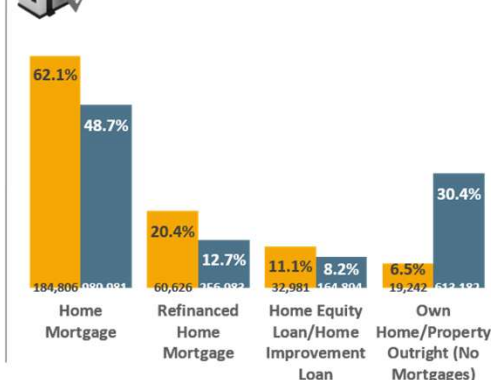
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

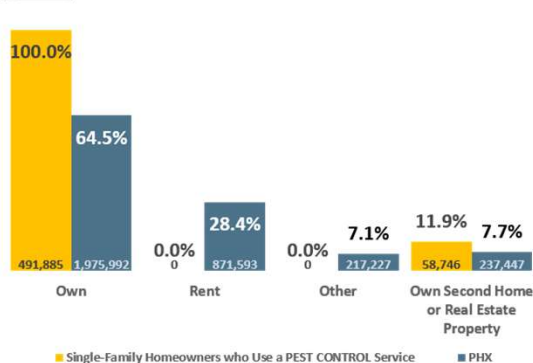




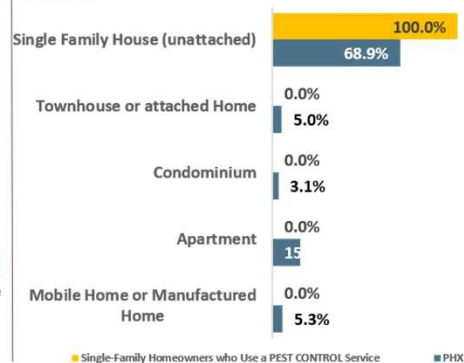
16.0% or 491,885 of PHX DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 55.1% more likely to own their home, 22.3% more likely to own a higher valued home, 45.2% more likely to have a single-family home, 21.1% more likely to have a dog.



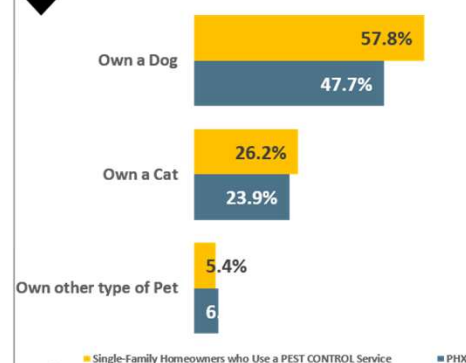
Own/Rent/Other: Adults 25 - 64



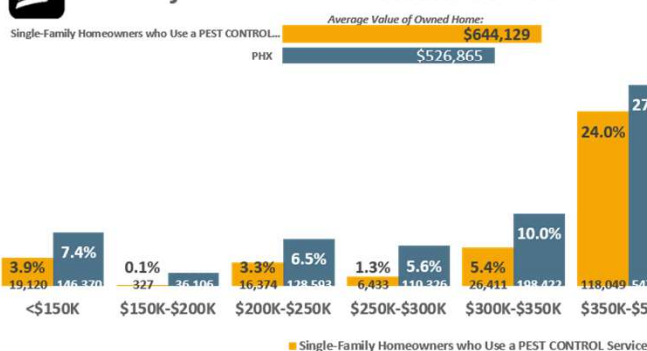
Type of Home: Adults 25 - 64



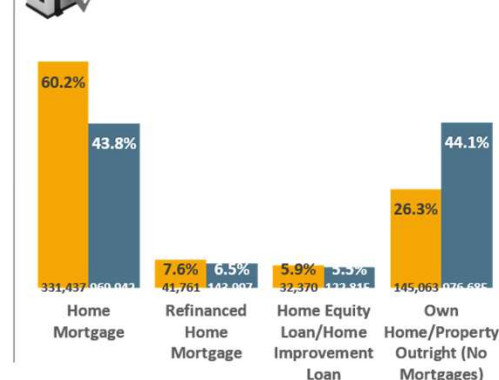
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

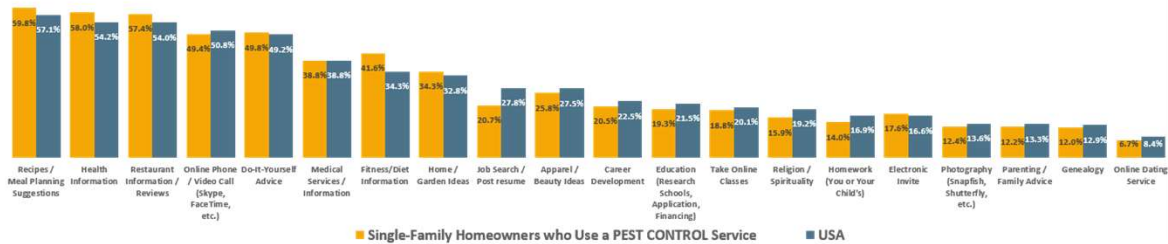




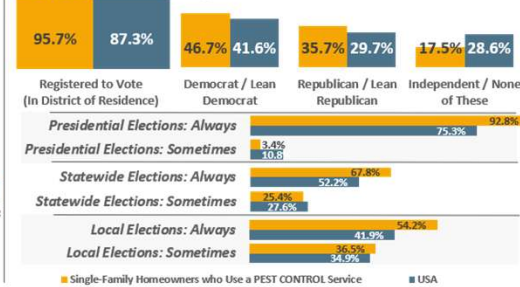
8.9% or 15,827,662 of USA DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 1.2% more likely to look up D-I-Y advice online, 29.3% more likely to always vote in local elections, 27.8% more likely to belong to a gym, 26.5% more likely to fly domestic past y



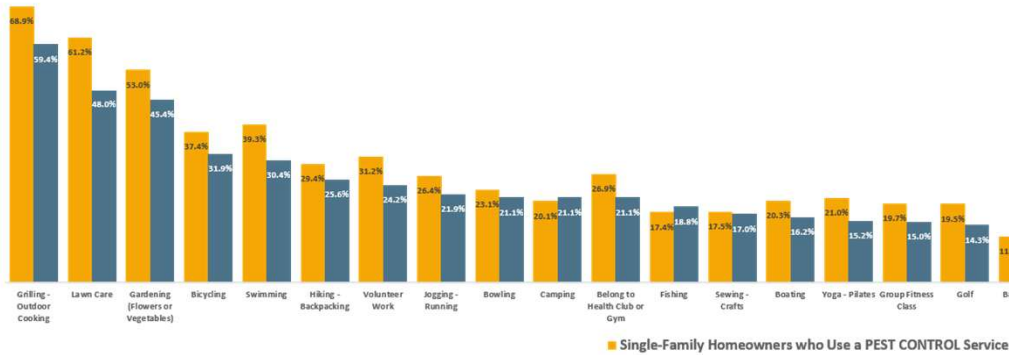
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



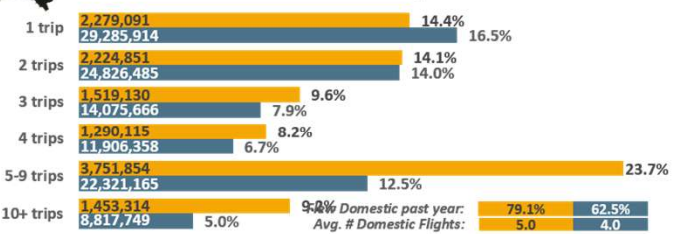
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

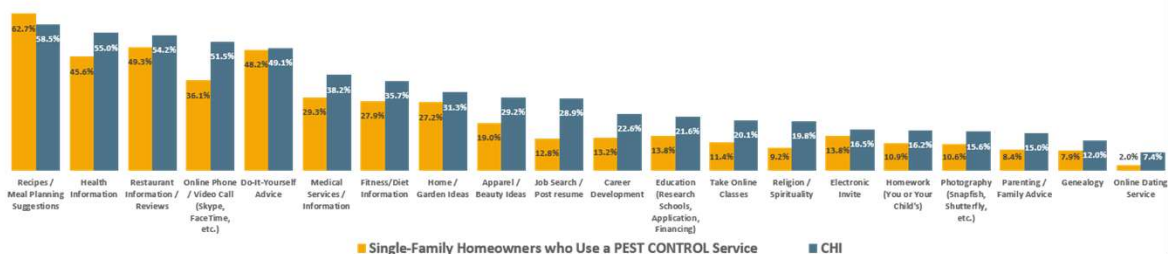
[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]



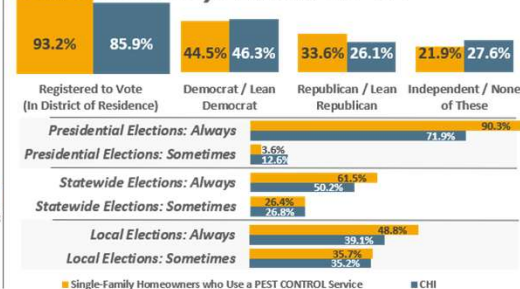
5.4% or 273,859 of CHI DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 1.7% less likely to look up D-I-Y advice online, 24.8% more likely to always vote in local elections, 34.5% more likely to belong to a gym, 30.1% more likely to fly domestic past y



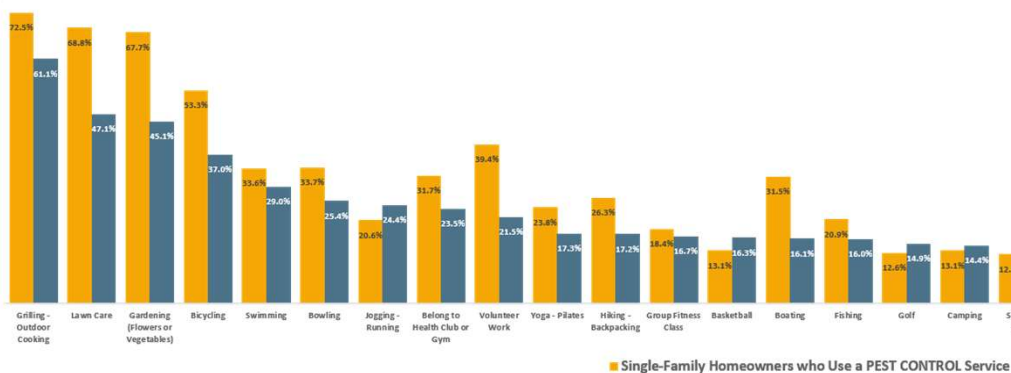
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



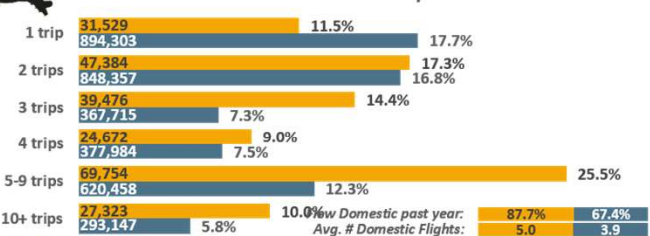
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64



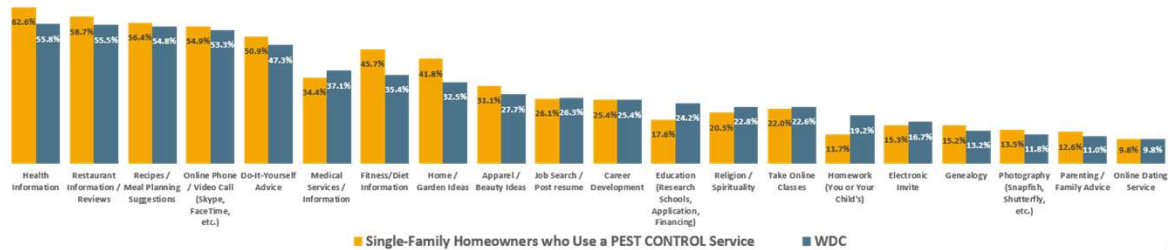
New Domestic past year: 87.7%
Avg. # Domestic Flights: 5.0



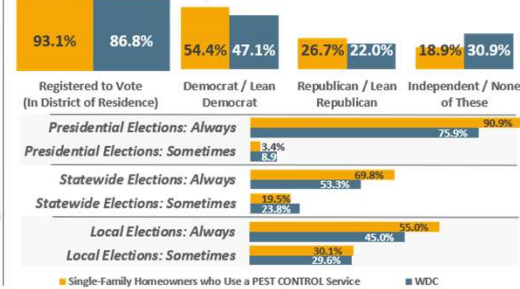
8.4% or 329,135 of WDC DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 7.6% more likely to look up D-I-Y advice online, 22.1% more likely to always vote in local elections, 34.8% more likely to belong to a gym, 32.3% more likely to fly domestic past y



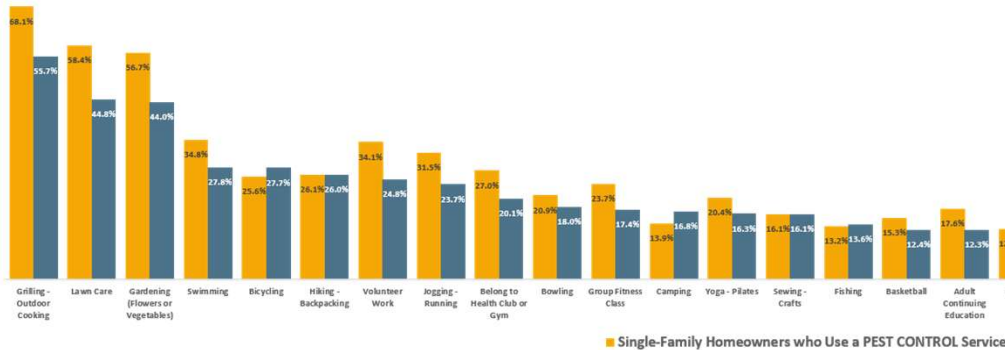
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



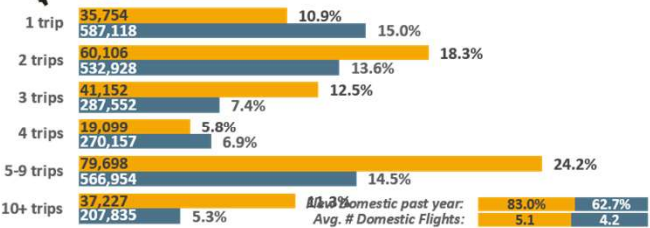
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

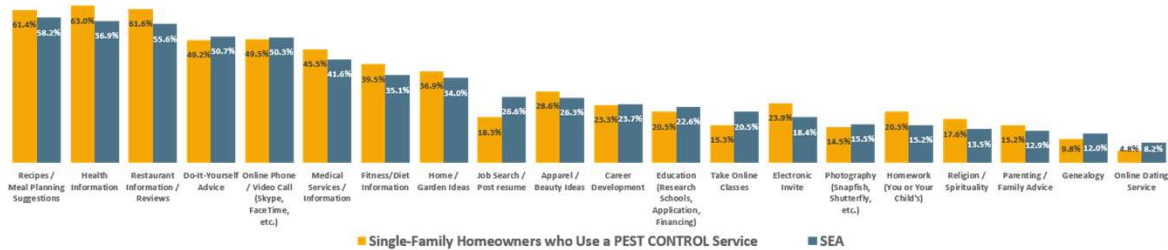




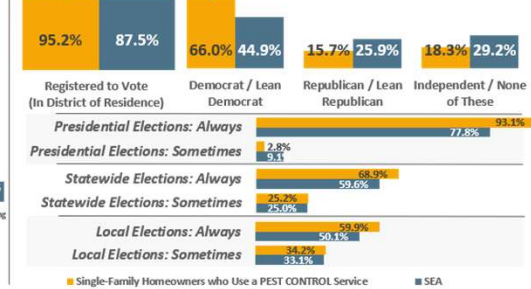
7.8% or 240,288 of SEA DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 3.% less likely to look up D-I-Y advice online, 19.5% more likely to always vote in local elections, 13.4% more likely to belong to a gym, 19.1% more likely to fly domestic past yr



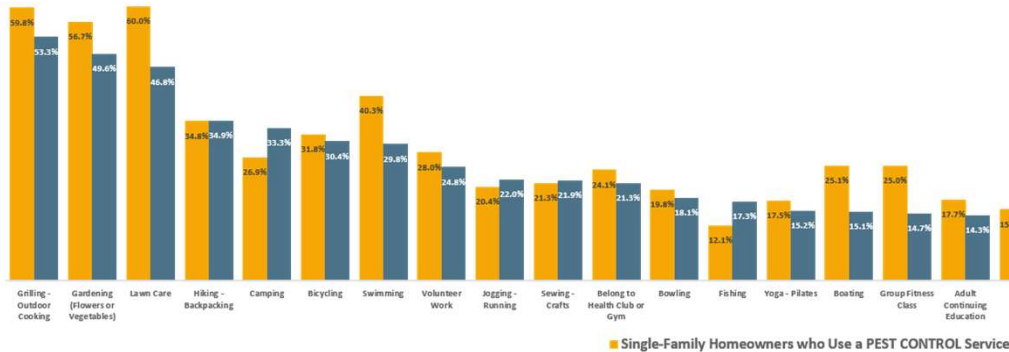
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



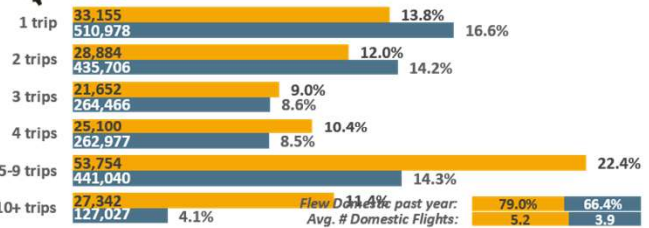
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64



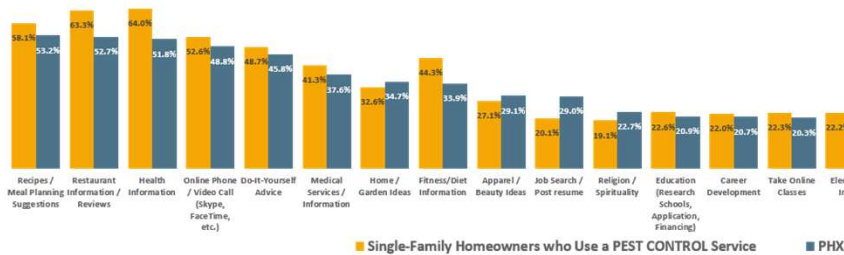
Flew Domestic past year: 79.0% vs 66.4%
Avg. # Domestic Flights: 5.2 vs 3.9



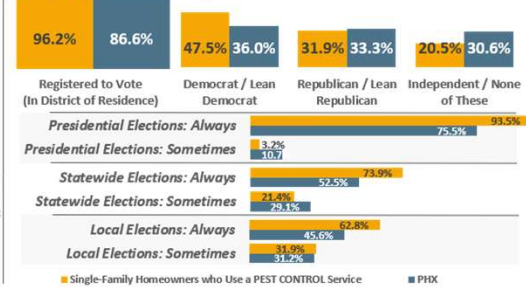
16.6% or 491,885 of PHX DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 6.5% more likely to look up D-I-Y advice online, 37.5% more likely to always vote in local elections, 31.1% more likely to belong to a gym, 26.6% more likely to fly domestic past y



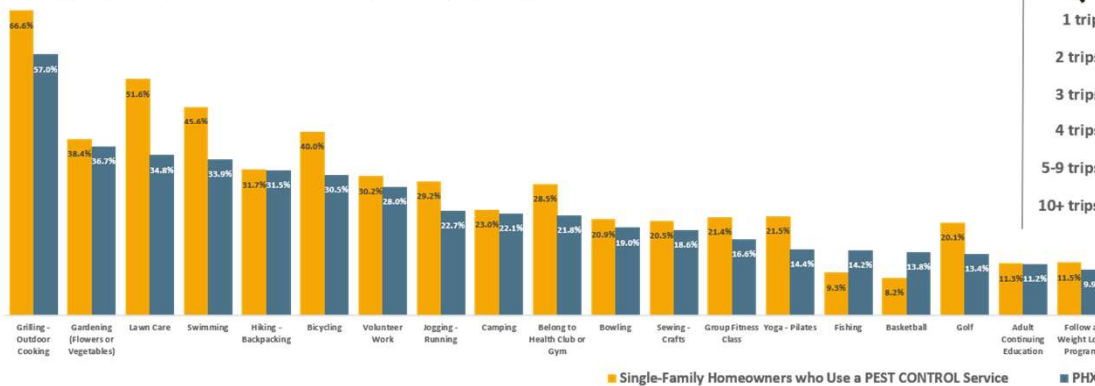
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



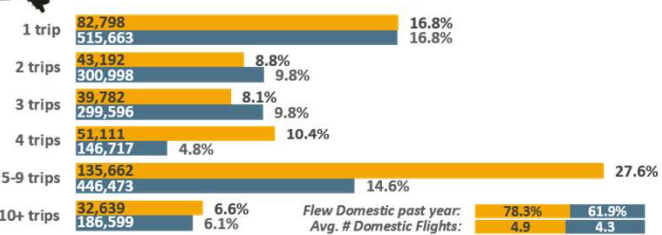
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



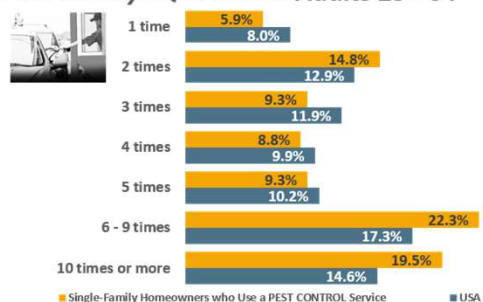
Past 12-months Domestic Airline Trips: Adults 25 - 64



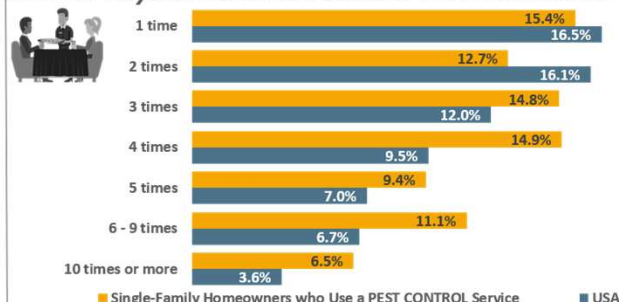


8.9% or 15,827,662 of USA DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 6.2% more likely to use QSRs past mo., 18.7% more likely to use Sit-Down Restaurants past mo., 5.9% more likely to use Casinos past yr., 62.5% less likely to smoke cigarettes.

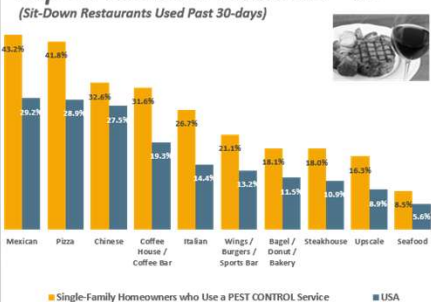
Past 30-days QSR Users: Adults 25 - 64



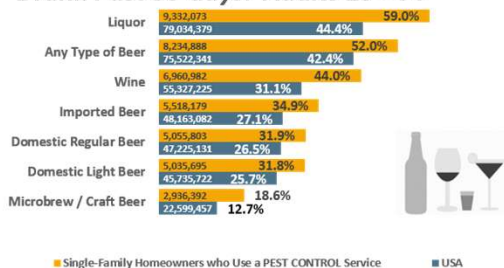
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



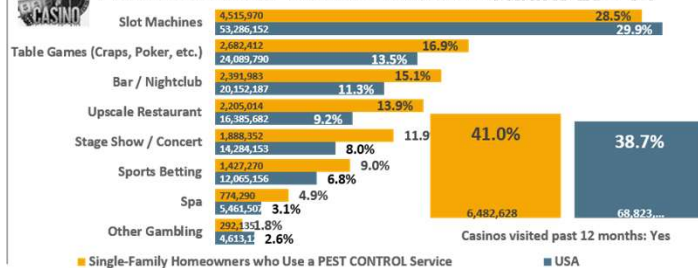
Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



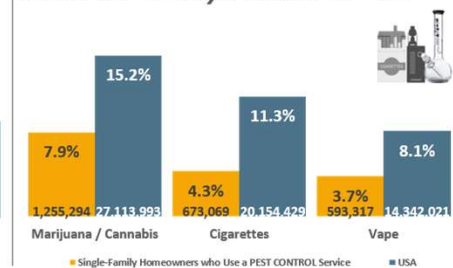
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



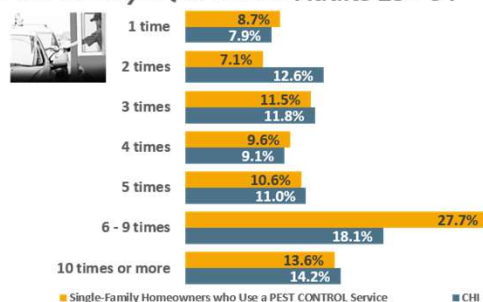
Used Past 30-days: Adults 25 - 64



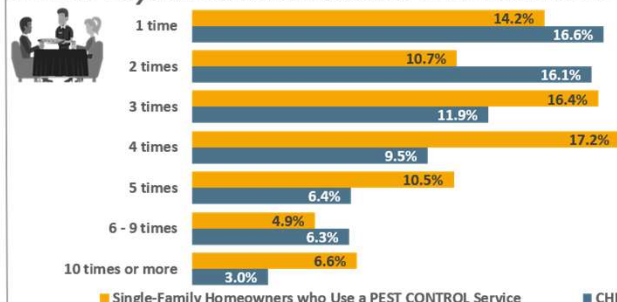


5.4% or 273,859 of CHI DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 4.7% more likely to use QSRs past mo., 15.4% more likely to use Sit-Down Restaurants past mo., 19.1% more likely to use Casinos past yr., 25.2% less likely to smoke cigarettes.

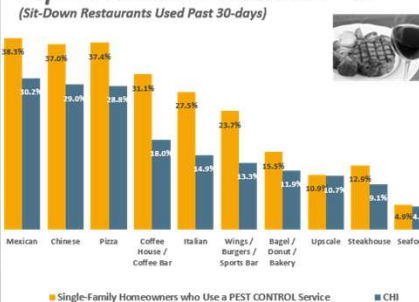
Past 30-days QSR Users: Adults 25 - 64



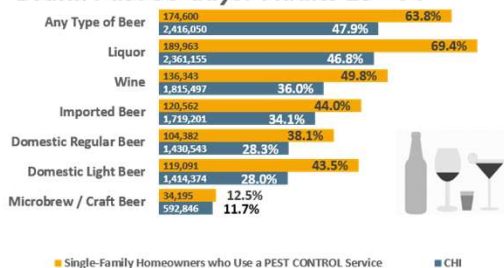
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



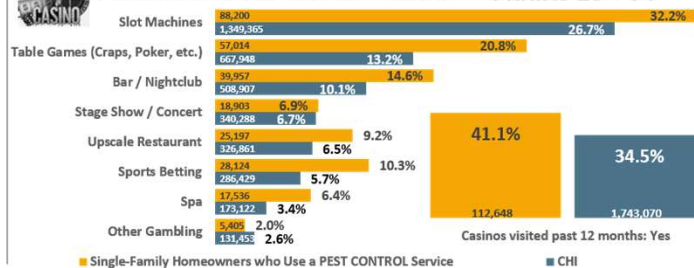
Top-10 Cuisines: Adults 25 - 64



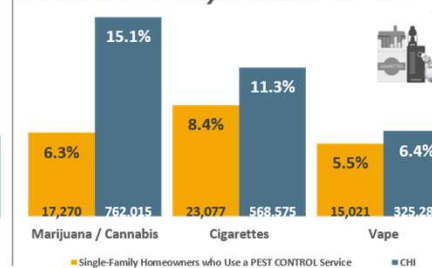
Drank Past 30-days: Adults 25 - 64

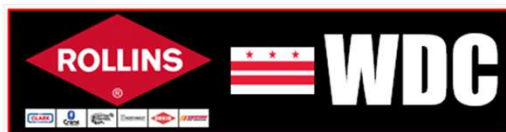


Past 12 months Casino Activities: Adults 25 - 64



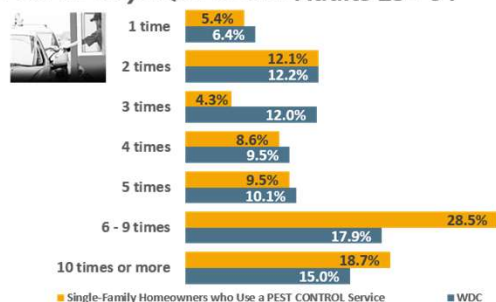
Used Past 30-days: Adults 25 - 64



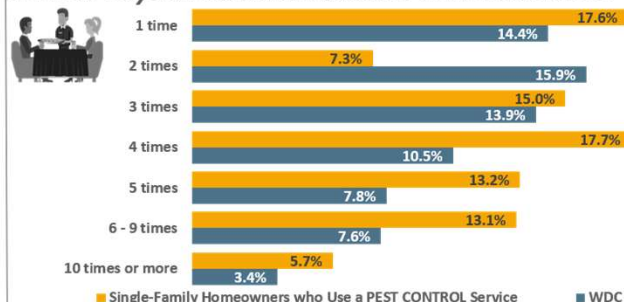


8.4% or 329,135 of WDC DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 4.7% more likely to use QSRs past mo., 21.9% more likely to use Sit-Down Restaurants past mo., 3.4% less likely to use Casinos past yr., 69.8% less likely to smoke cigarettes.

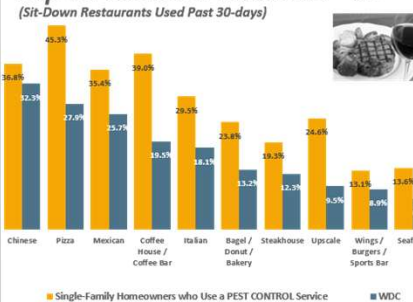
Past 30-days QSR Users: Adults 25 - 64



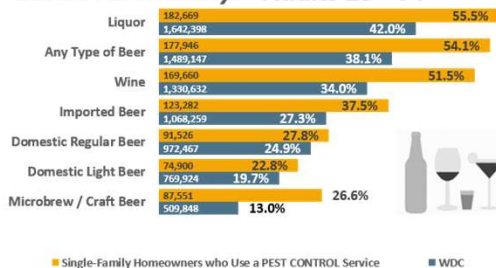
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



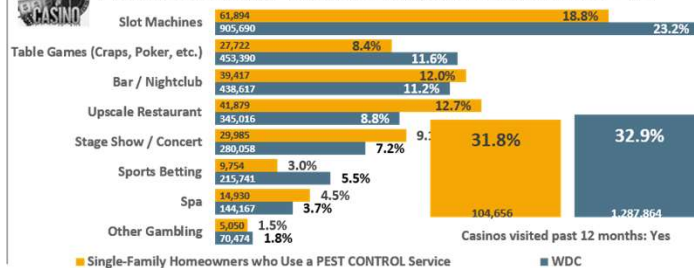
Top-10 Cuisines: Adults 25 - 64



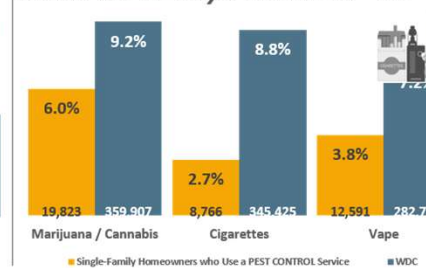
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



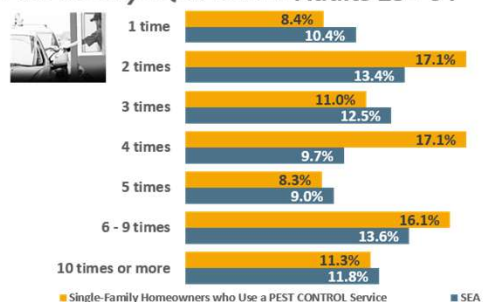
Used Past 30-days: Adults 25 - 64



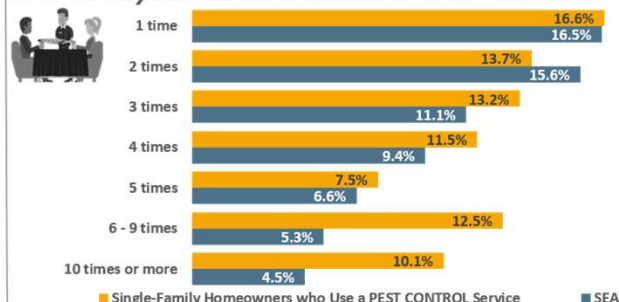


7.8% or 240,288 of SEA DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 11.1% more likely to use QSRs past mo., 23.3% more likely to use Sit-Down Restaurants past mo., 4.8% less likely to use Casinos past yr., 51.6% less likely to smoke cigarettes.

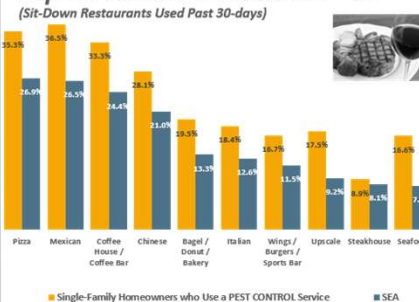
Past 30-days QSR Users: Adults 25 - 64



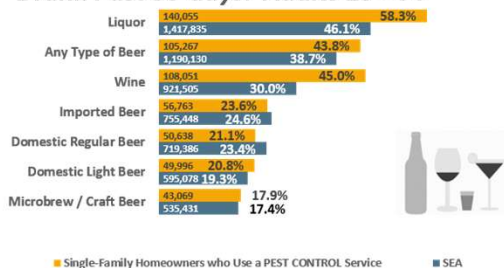
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



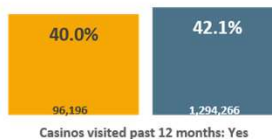
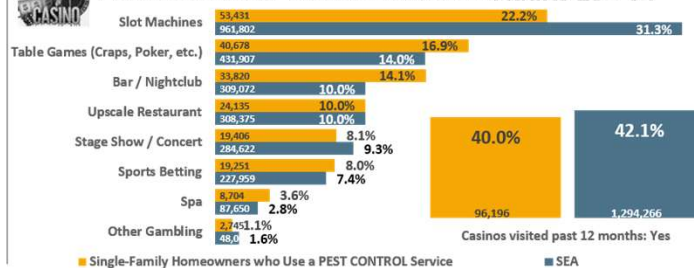
Top-10 Cuisines: Adults 25 - 64



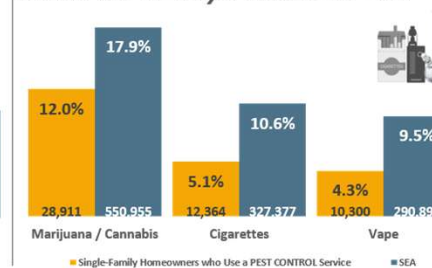
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



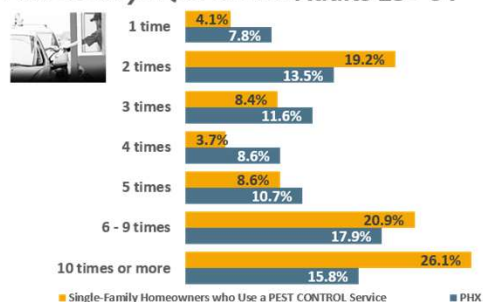
Used Past 30-days: Adults 25 - 64



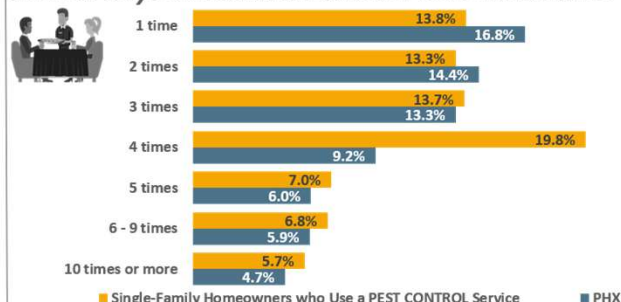


16.6% or 491,885 of PHX DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 5.8% more likely to use QSRs past mo., 13.9% more likely to use Sit-Down Restaurants past mo., 6.6% less likely to use Casinos past yr., 79.3% less likely to smoke cigarettes.

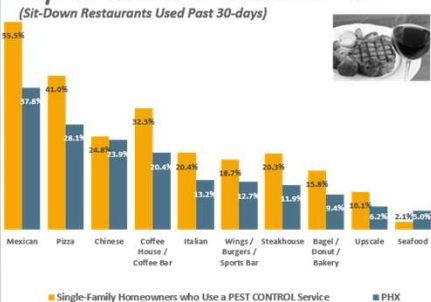
Past 30-days QSR Users: Adults 25 - 64



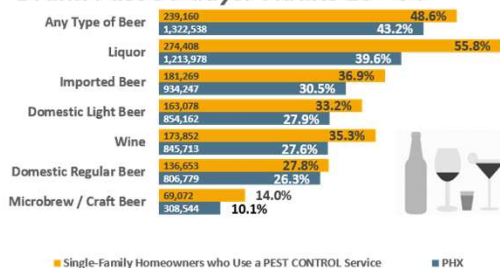
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



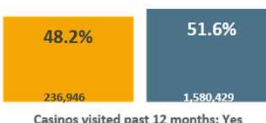
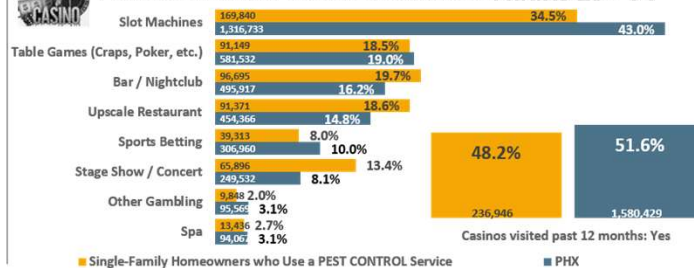
Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



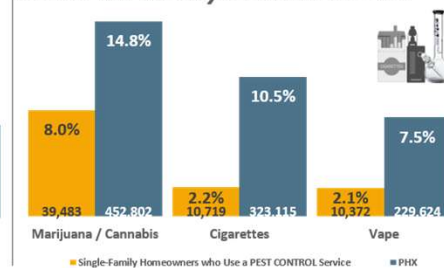
Drank Past 30-days: Adults 25 - 64

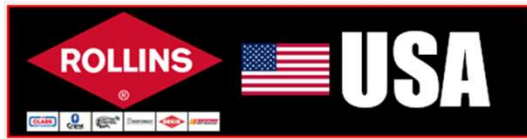


Past 12 months Casino Activities: Adults 25 - 64

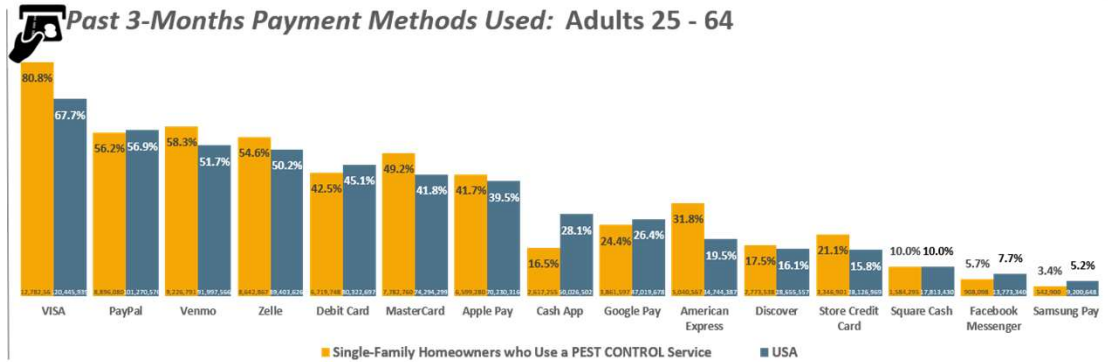
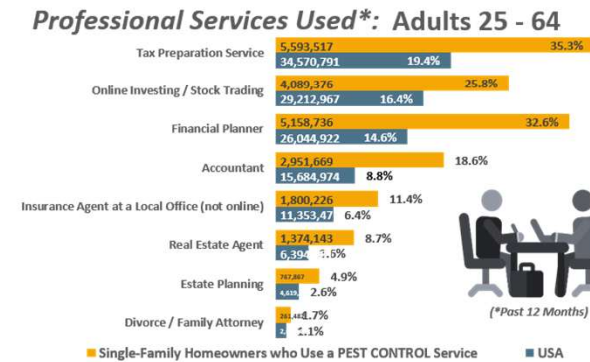
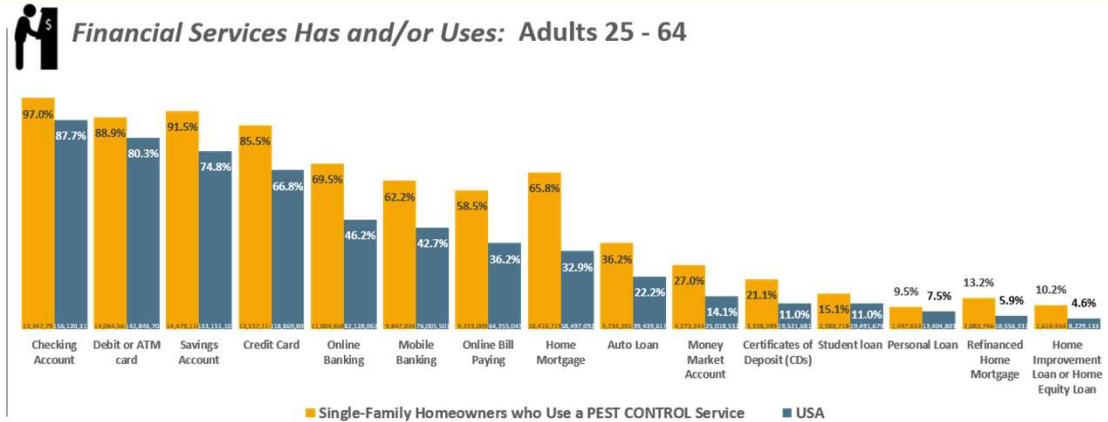
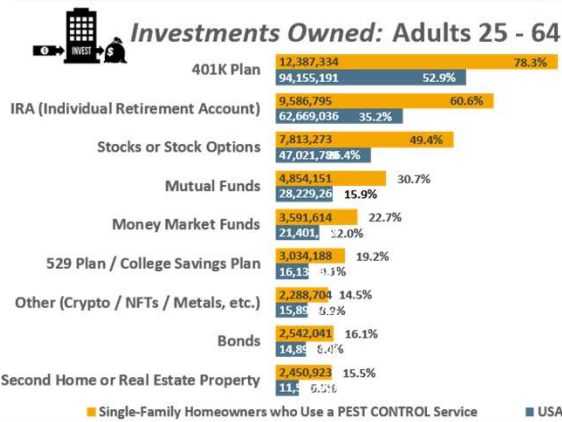


Used Past 30-days: Adults 25 - 64





8.9% or 15,827,662 of USA DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 47.9% more likely to have a 401K, 63.4% more likely to have an Auto Loan, 57.4% more likely to Invest/Trade Stocks Online, 6% less likely to pay with their Debit Card.

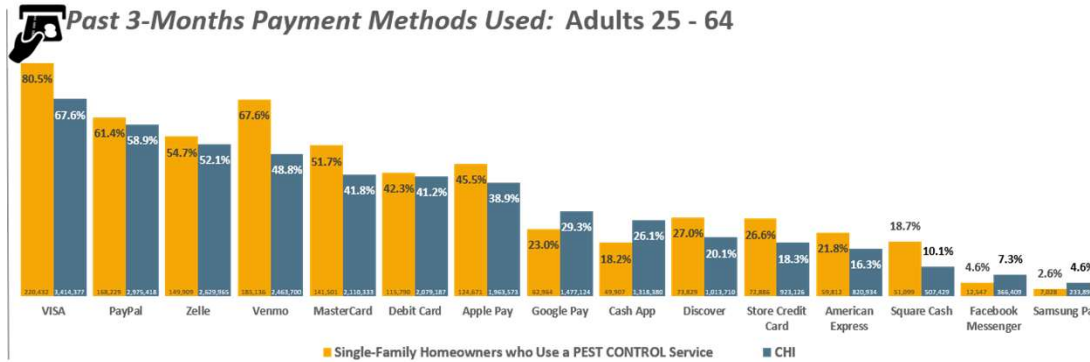
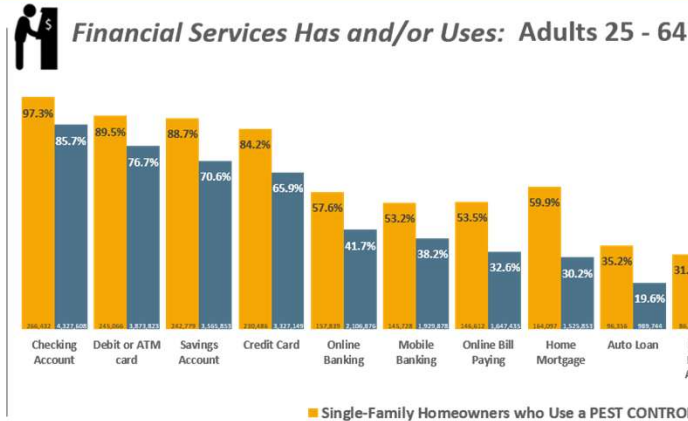
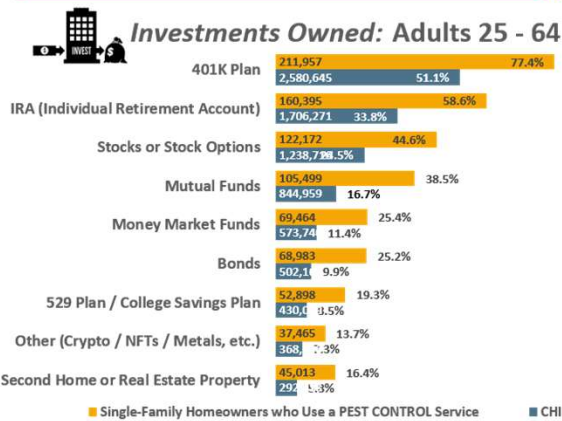


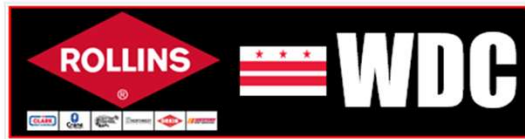
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]



5.4% or 273,859 of CHI DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 51.4% more likely to have a 401K, 79.4% more likely to have an Auto Loan, 20.9% more likely to Invest/Trade Stocks Online, 2.6% more likely to pay with their Debit Card.





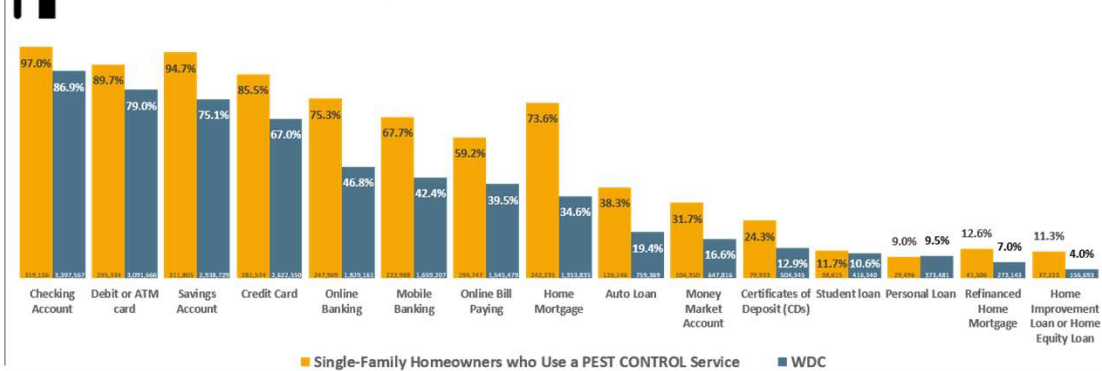
8.4% or 329,135 of WDC DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 39.1% more likely to have a 401K, 97.4% more likely to have an Auto Loan, 46.% more likely to Invest/Trade Stocks Online, 3.3% less likely to pay with their Debit Card.



Investments Owned: Adults 25 - 64



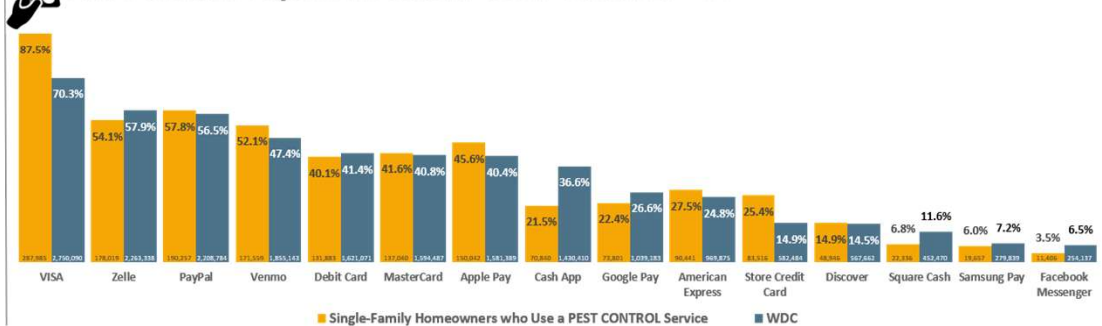
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used*: Adults 25 - 64

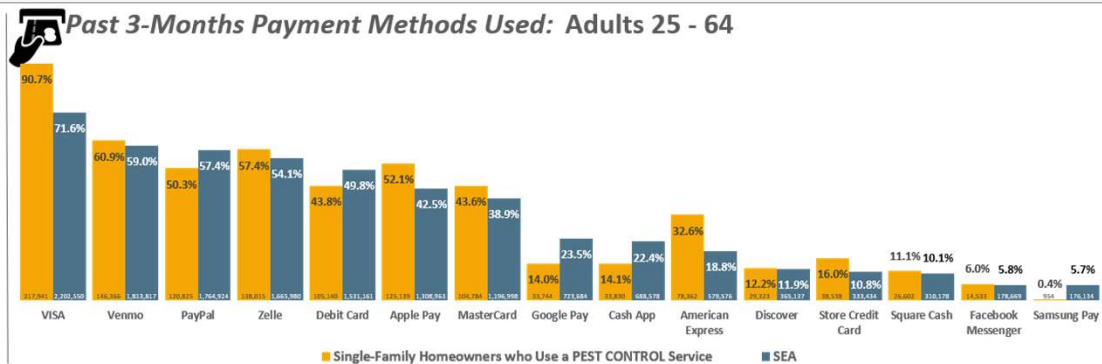
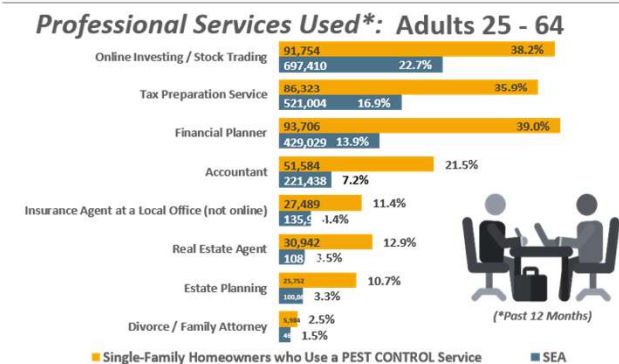
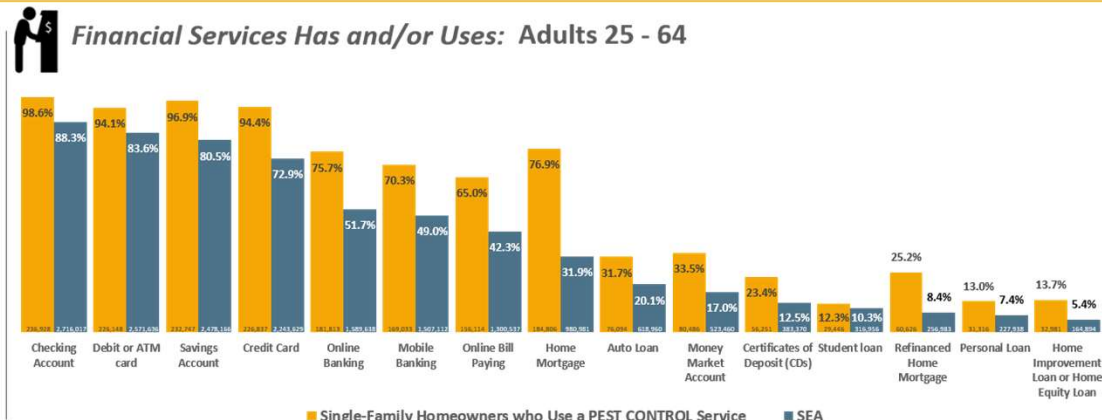
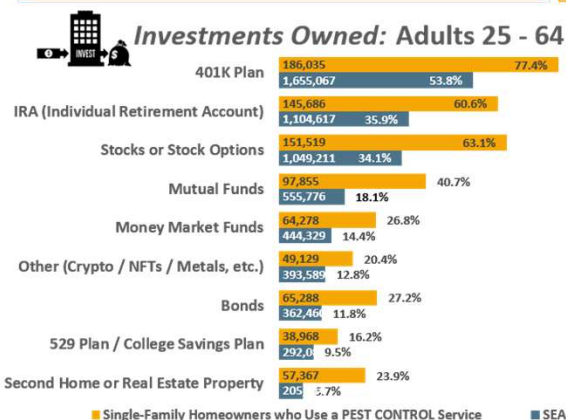


Past 3-Months Payment Methods Used: Adults 25 - 64



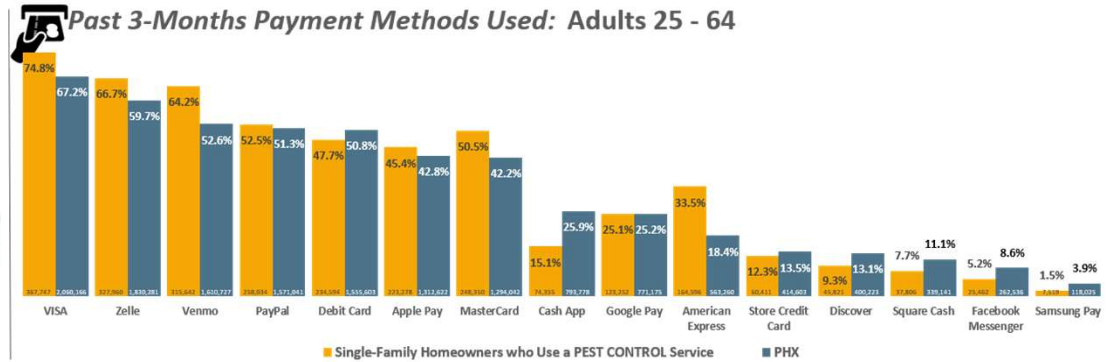
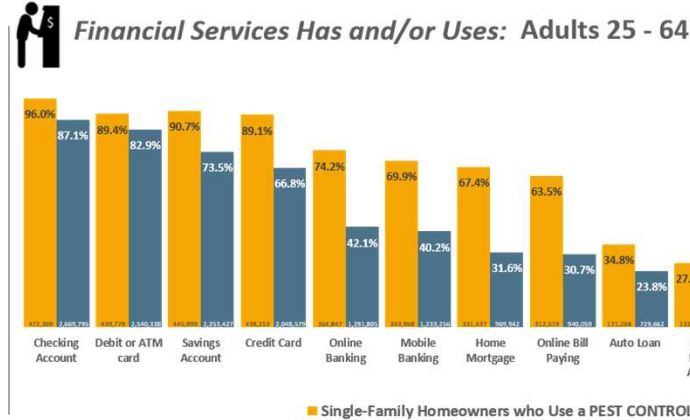
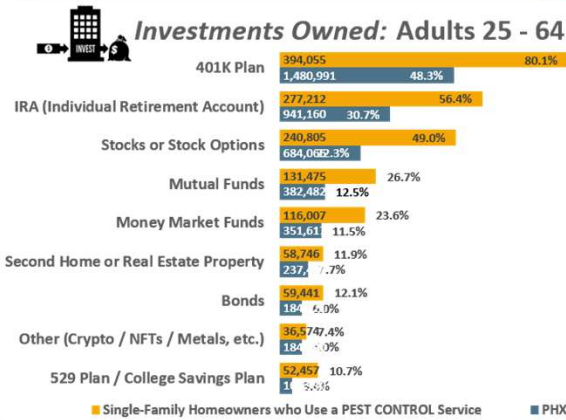


7.8% or 240,288 of SEA DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 43.9% more likely to have a 401K, 57.4% more likely to have an Auto Loan, 68.5% more likely to Invest/Trade Stocks Online, 12.1% less likely to pay with their Debit Card.



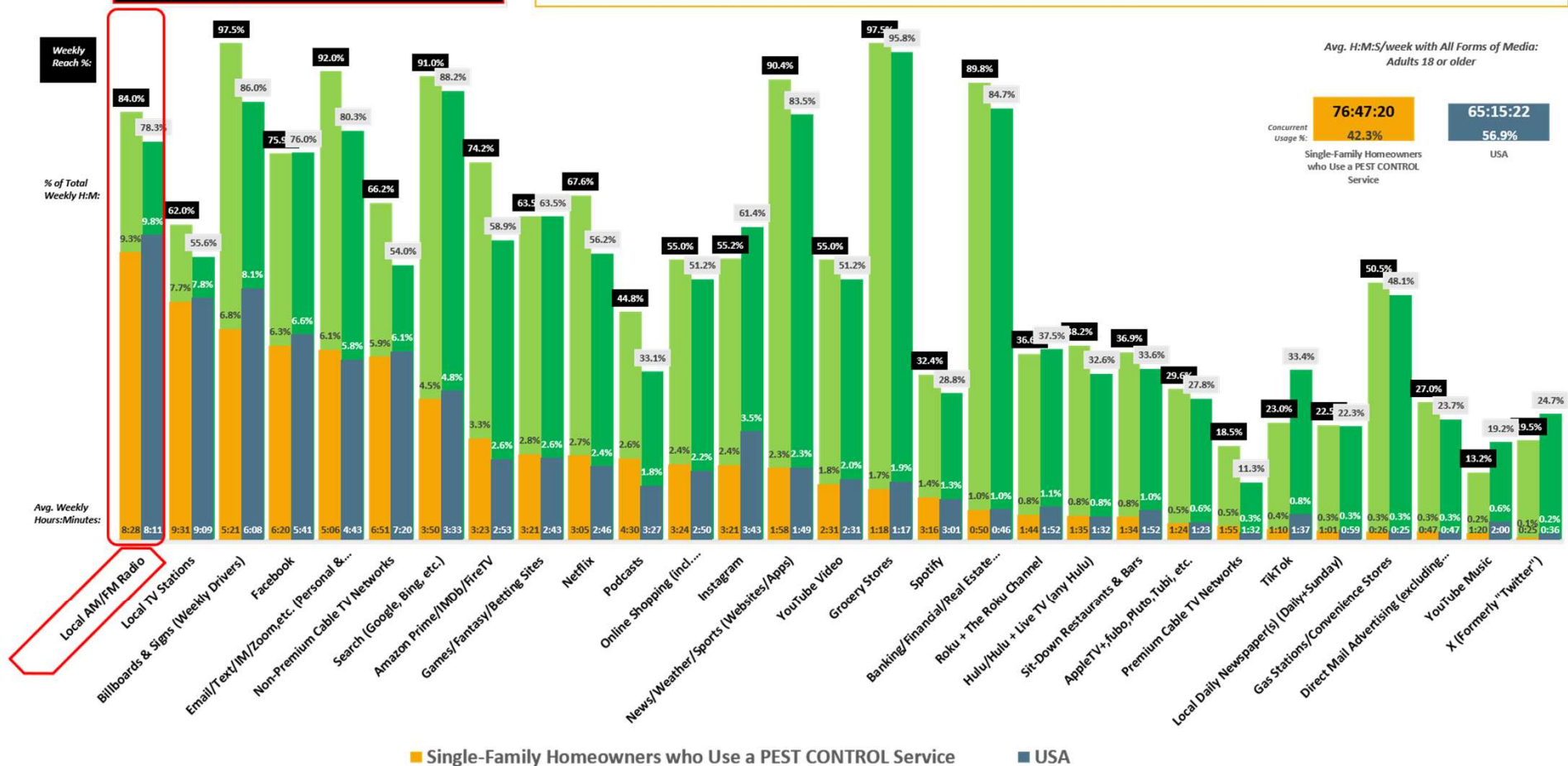


16.1% or 491,885 of PHX DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 65.8% more likely to have a 401K, 46.2% more likely to have an Auto Loan, 66.2% more likely to Invest/Trade Stocks Online, 6.6% less likely to pay with their Debit Card.



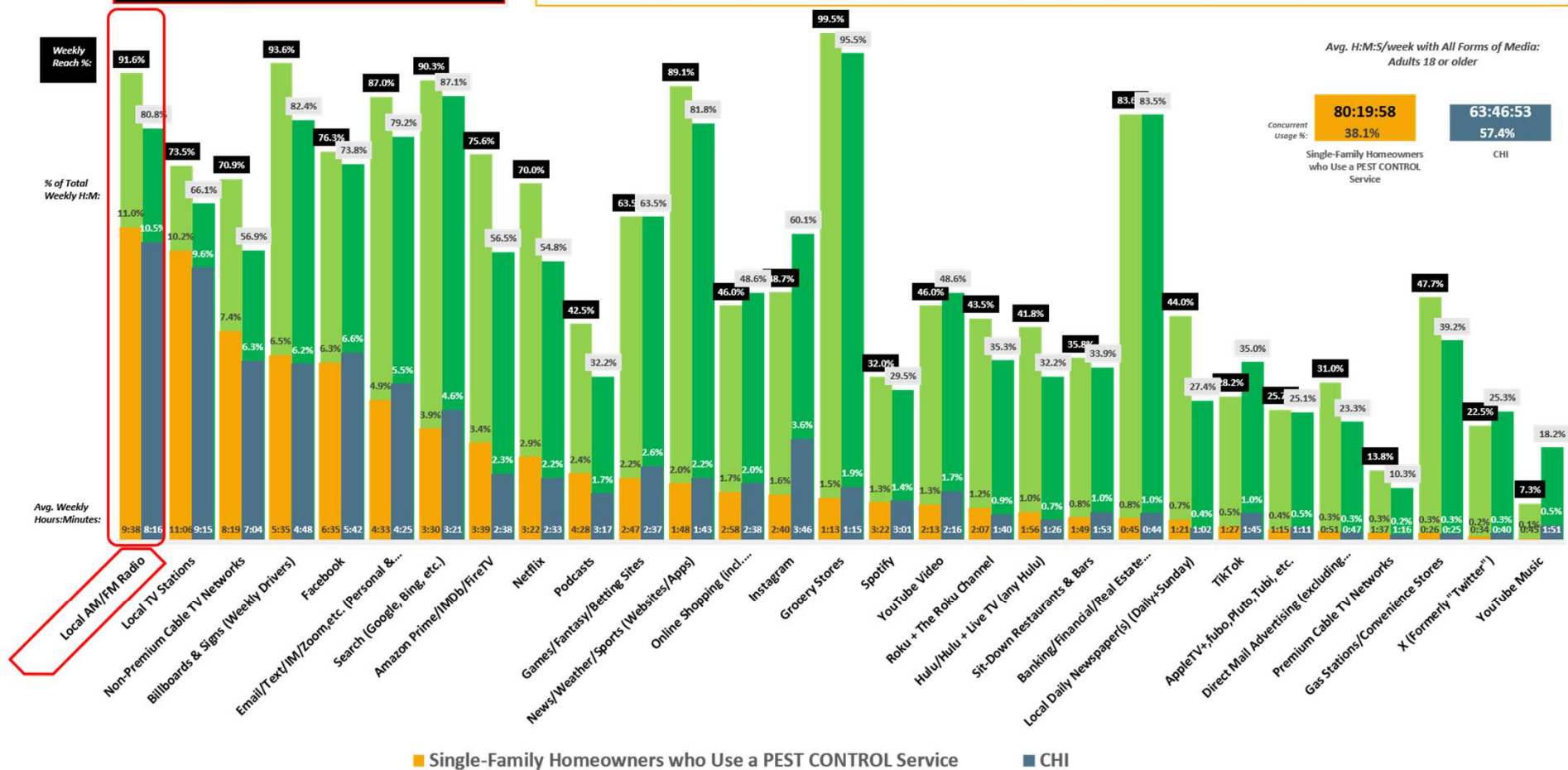


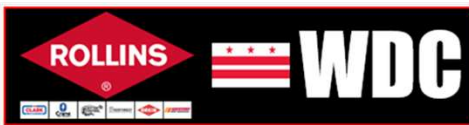
Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 3 days, 4 hours, 47 minutes and 20 seconds each week with All Forms of Media.
 84.0% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an avg. of 8 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



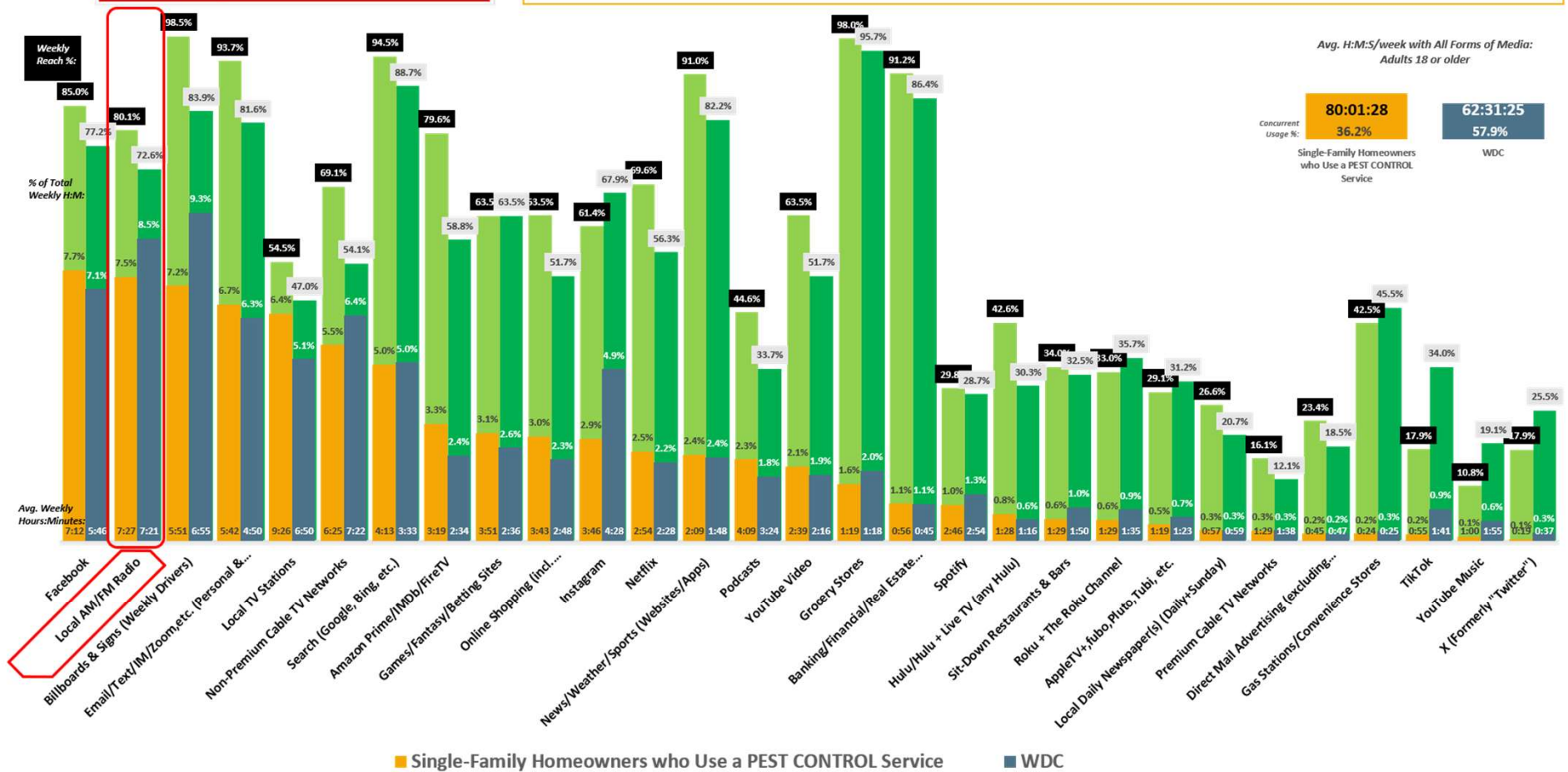


Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 3 days, 8 hours, 19 minutes and 58 seconds each week with All Forms of Media.
 91.6% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an avg. of 9 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 11.% of total time spent with all forms of Media.



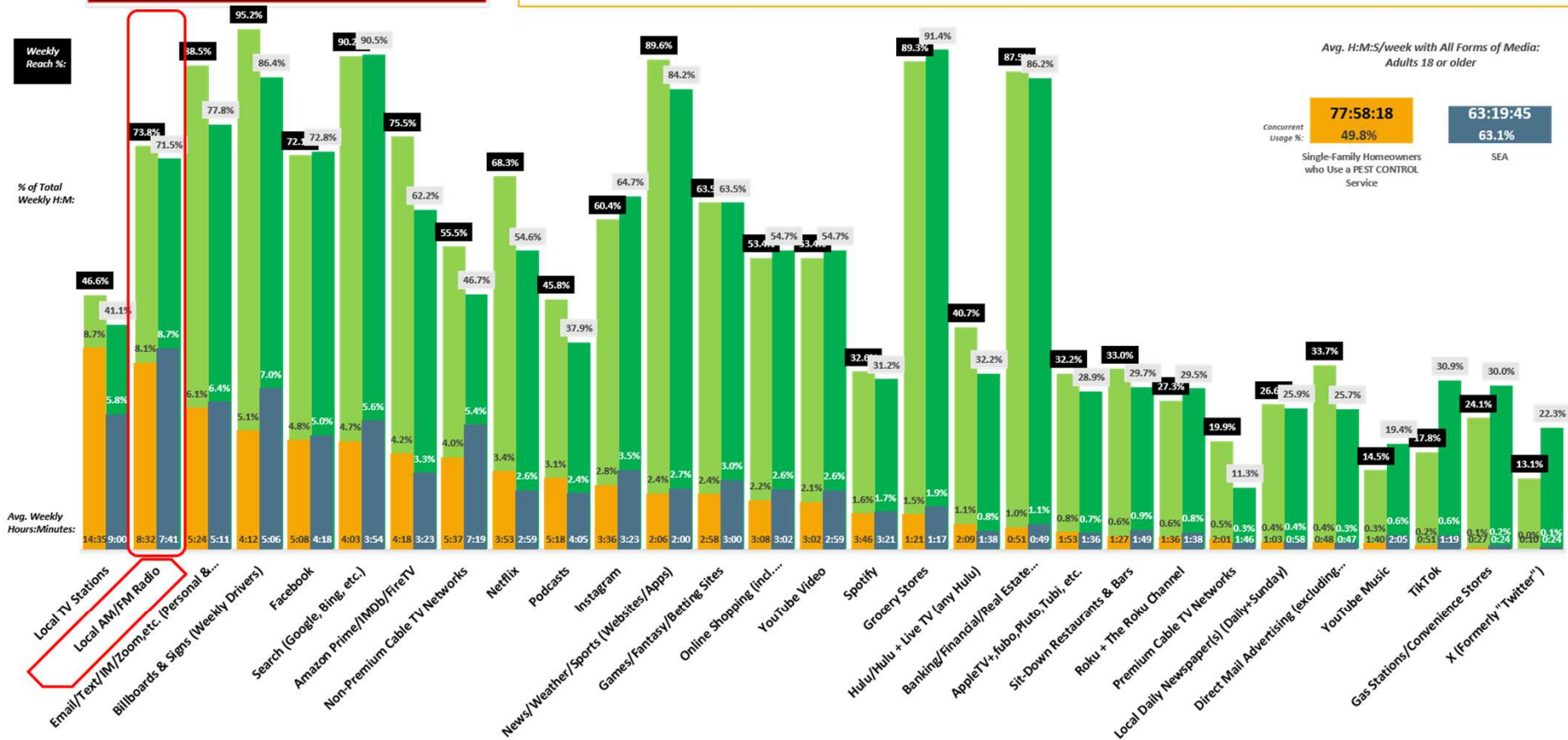


Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 3 days, 8 hours, 1 minutes and 28 seconds each week with All Forms of Media.
 80.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an avg. of 7 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 7.5% of total time spent with all forms of Media.





Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 3 days, 5 hours, 58 minutes and 18 seconds each week with All Forms of Media.
 73.8% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an avg. of 8 hours and 32 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



■ Single-Family Homeowners who Use a PEST CONTROL Service ■ SEA

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 378
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

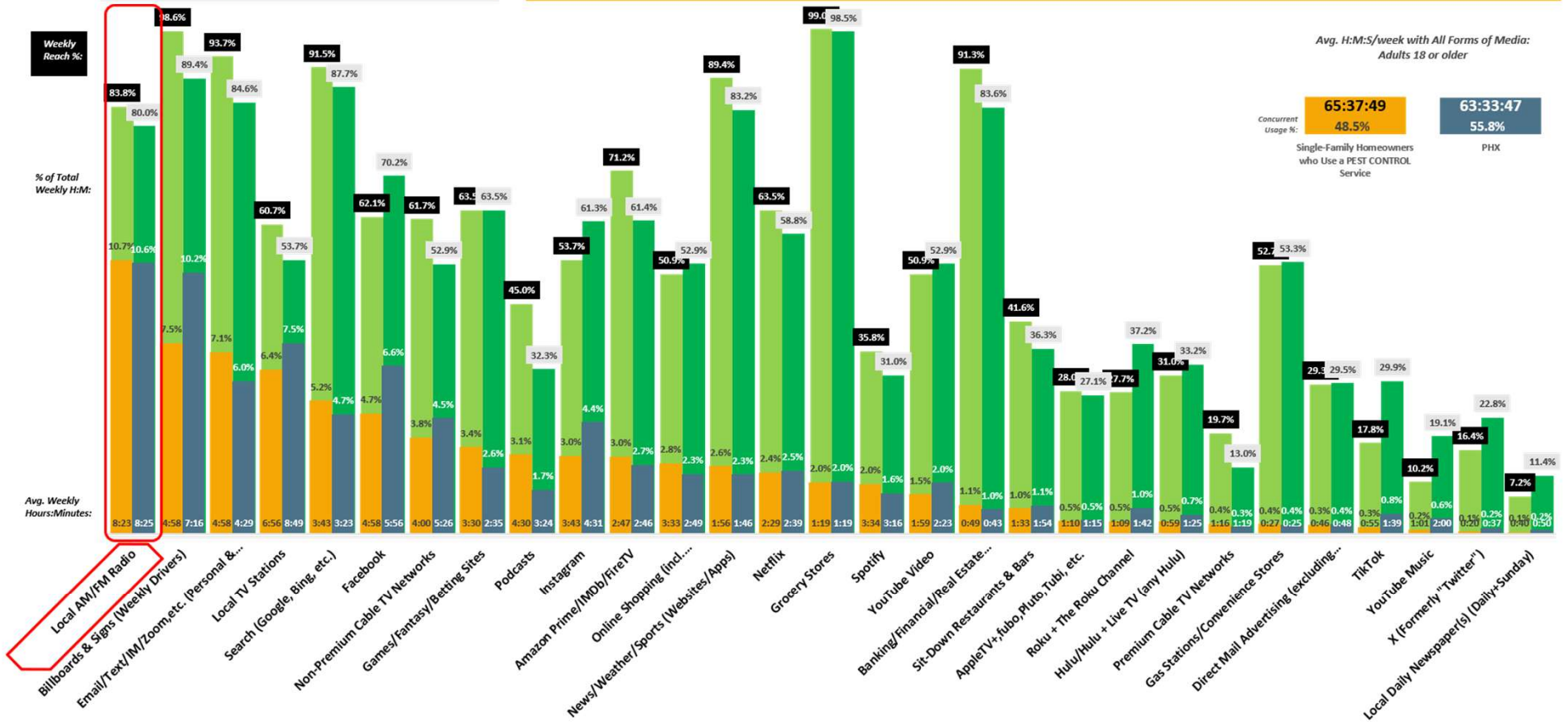


Share of Everything for Anything.

[[([Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)) AND Items/services household currently has (HHL): Pest control service]]



Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 2 days, 17 hours, 37 minutes and 49 seconds each week with All Forms of Media.
 83.8% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an avg. of 8 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 10.7% of total time spent with all forms of Media.

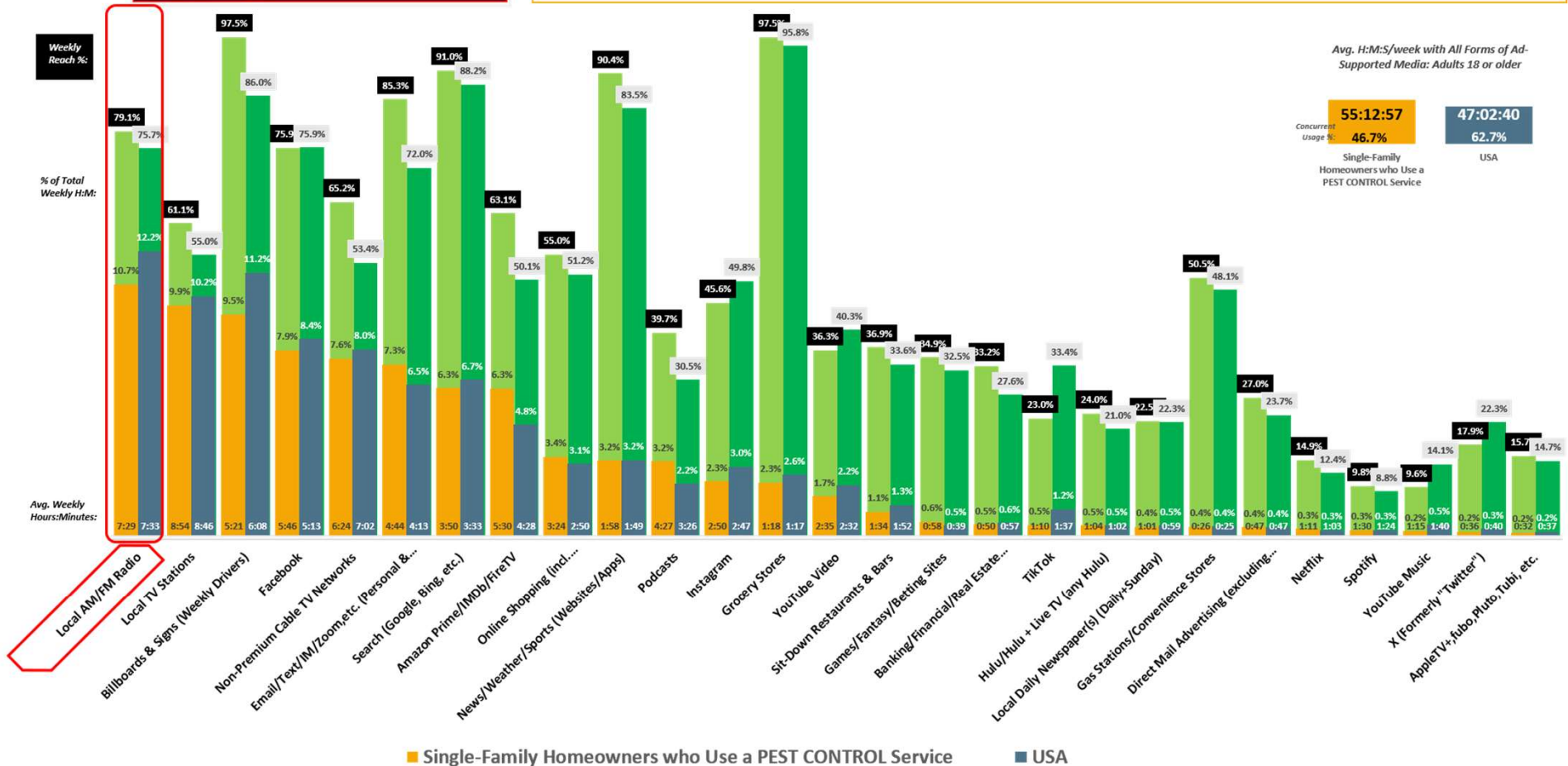


Single-Family Homeowners who Use a PEST CONTROL Service

PHX

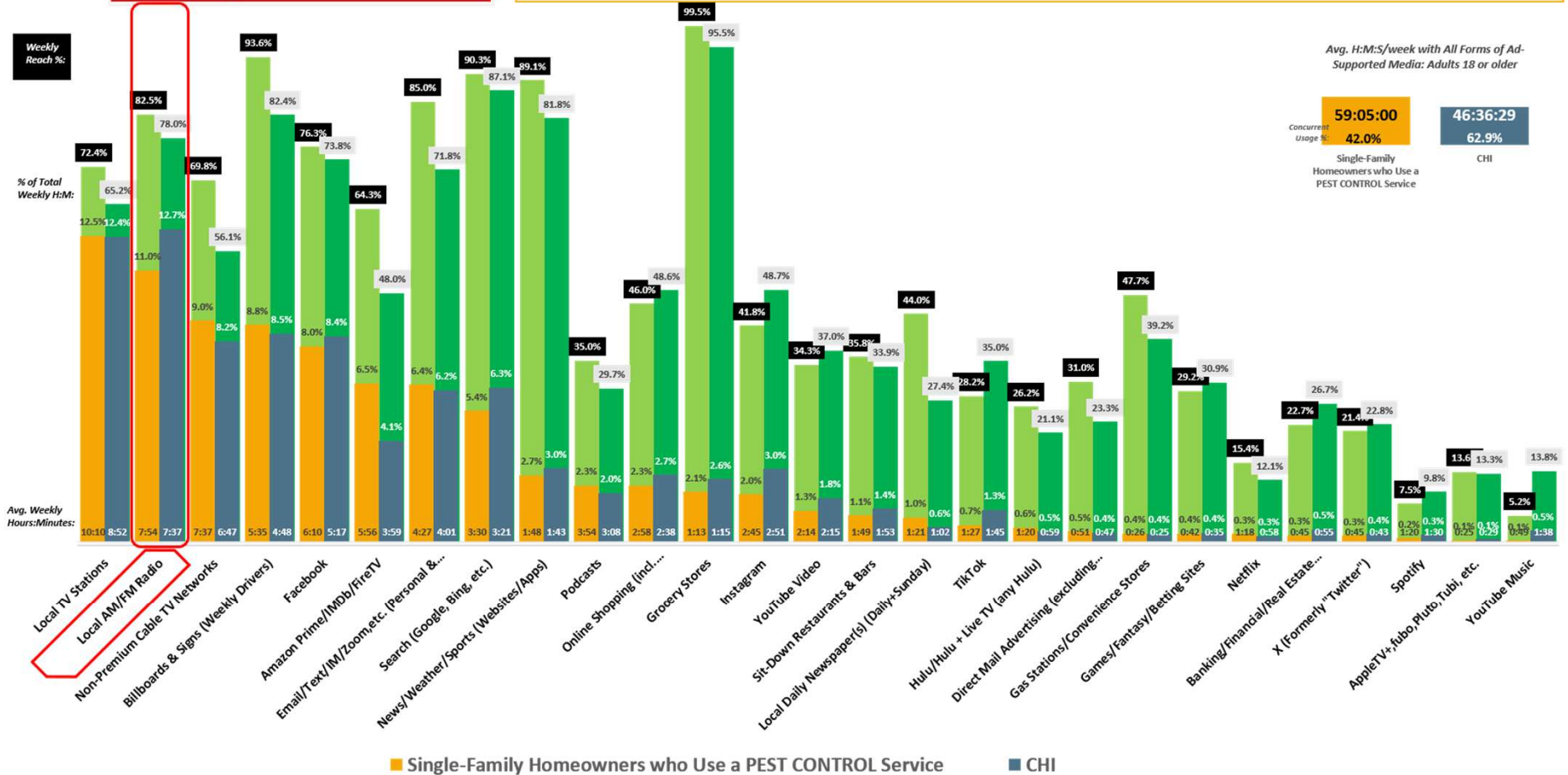


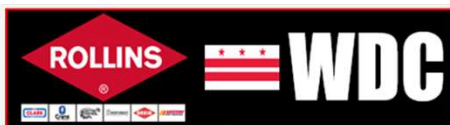
Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 2 days, 7 hours, 12 minutes and 57 seconds each week with All Forms of Ad-Supported Media.
 79.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an avg. of 7 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.



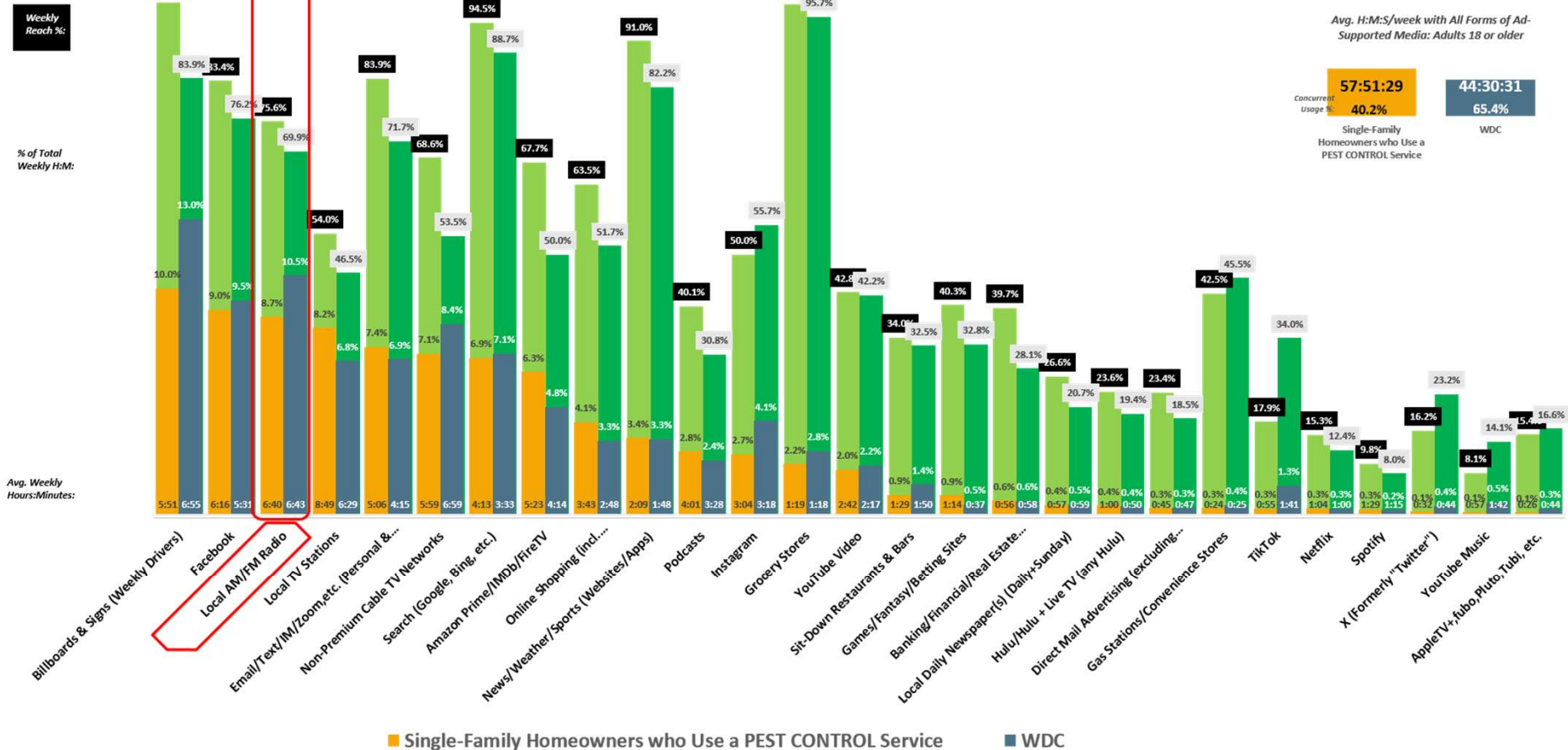


Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 2 days, 11 hours, 5 minutes and 0 seconds each week with All Forms of Ad-Supported Media.
 82.5% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an avg. of 7 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.% of total time spent with all forms of Ad-Supported Media.



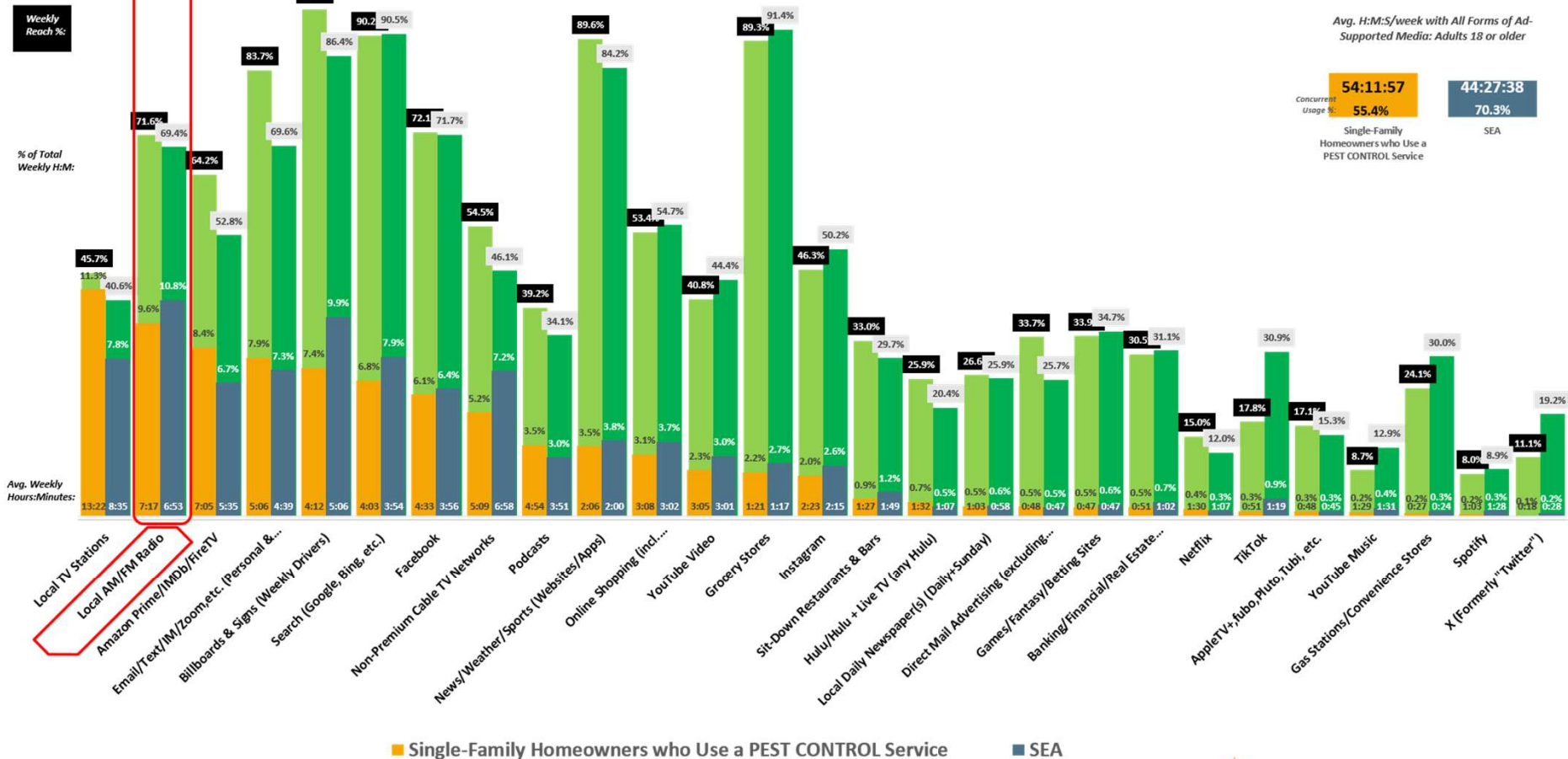


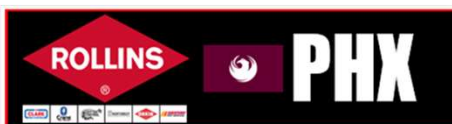
Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 2 days, 9 hours, 51 minutes and 29 seconds each week with All Forms of Ad-Supported Media.
75.6% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an avg. of 6 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.7% of total time spent with all forms of Ad-Supported Media.





Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 2 days, 6 hours, 11 minutes and 57 seconds each week with All Forms of Ad-Supported Media.
 71.6% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an avg. of 7 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.6% of total time spent with all forms of Ad-Supported Media.





Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 1 days, 22 hours, 5 minutes and 31 seconds each week with All Forms of Ad-Supported Media.
 79.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an avg. of 7 hours and 31 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.9% of total time spent with all forms of Ad-Supported Media.

Weekly Reach %

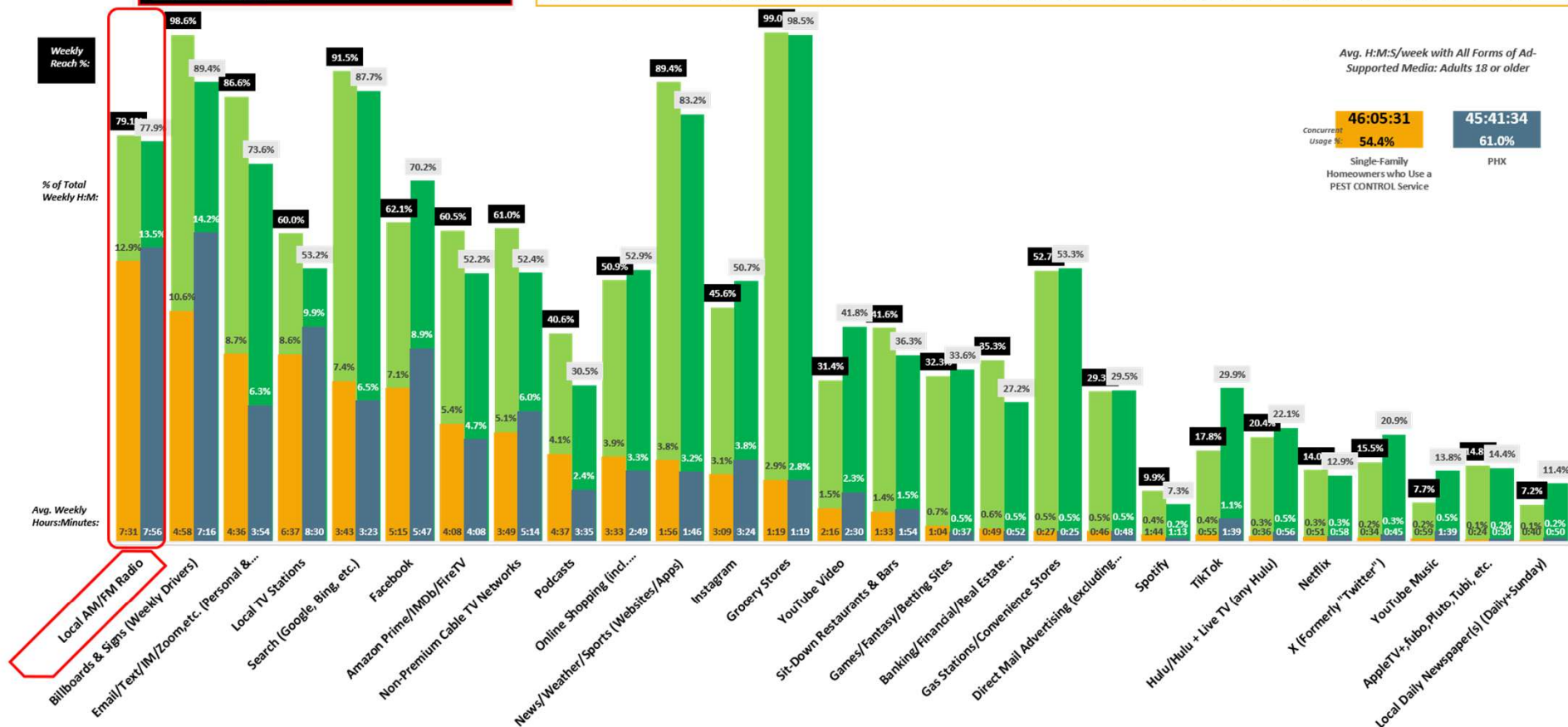
% of Total Weekly H:M:

Avg. Weekly Hours:Minutes:

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

Concurrent Usage %: 46:05:31 (54.4%)
 Single-Family Homeowners who Use a PEST CONTROL Service
 PHX: 45:41:34 (61.0%)

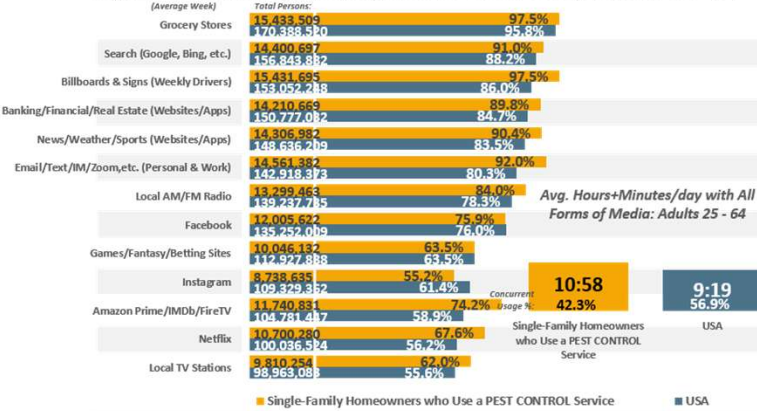
Single-Family Homeowners who Use a PEST CONTROL Service PHX



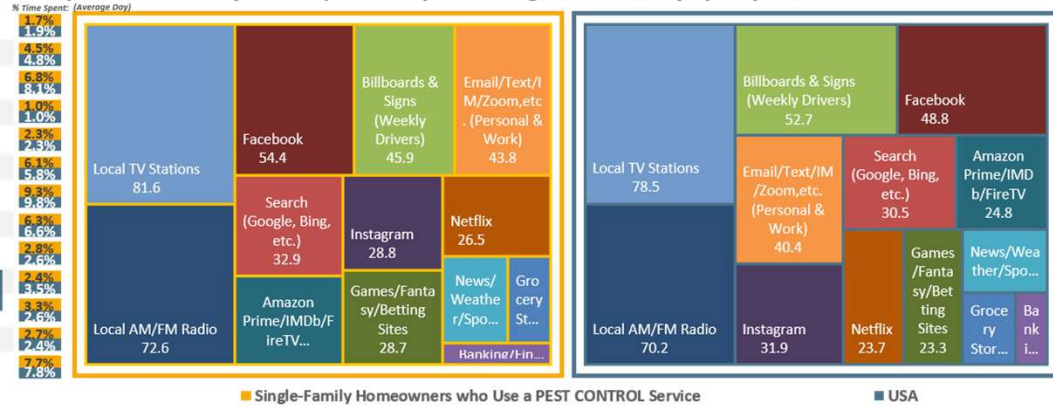


Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 7 hours and 53 minutes each day with All Forms of Ad-Supported Media. 79.1% listen to Local AM/FM Radio for an avg. of 64.2 minutes/day. (Local Radio delivers 10.7% of Time with Ad-Supported Media.)

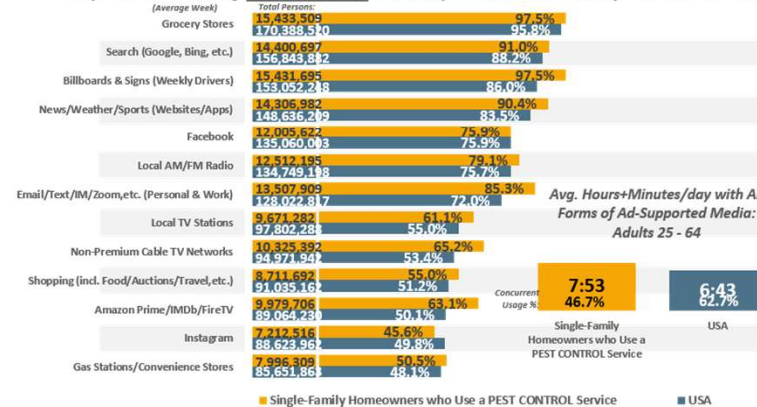
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



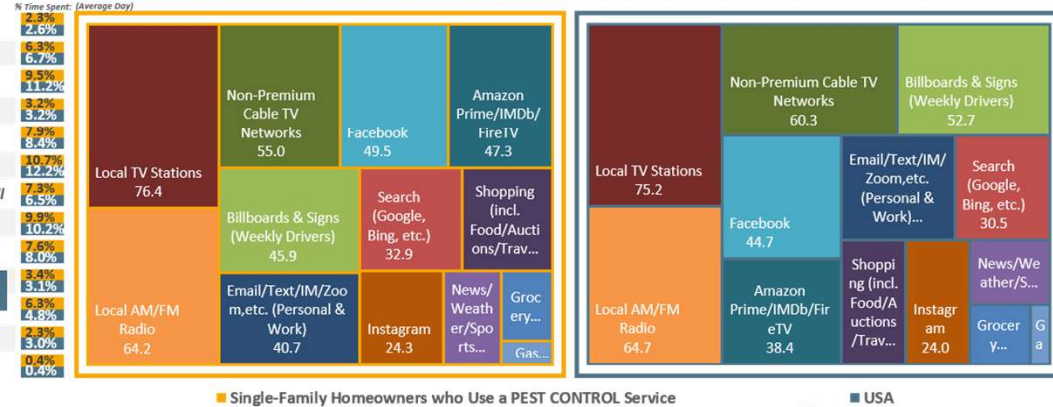
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

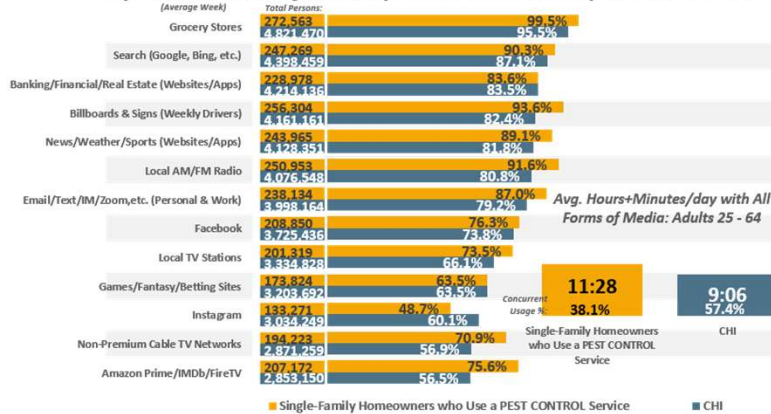
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]

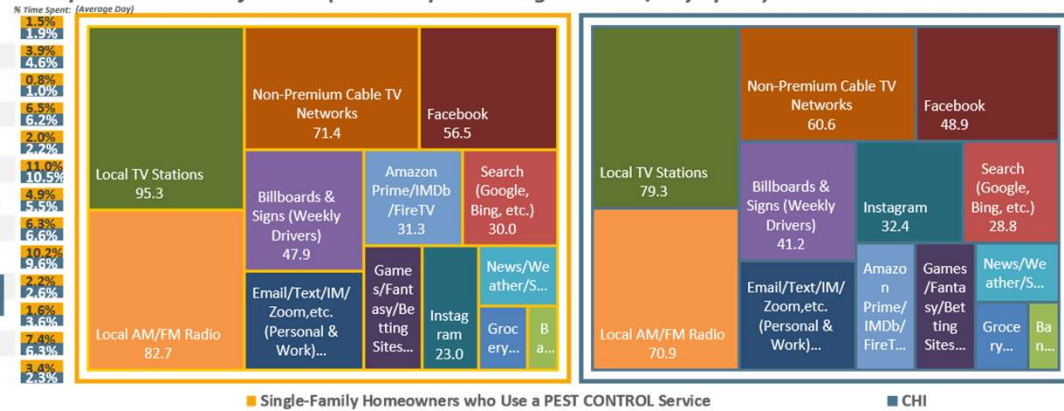


Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 8 hours and 26 minutes each day with All Forms of Ad-Supported Media. 82.5% listen to Local AM/FM Radio for an avg. of 67.8 minutes/day. (Local Radio delivers 11.% of Time with Ad-Supported Media.)

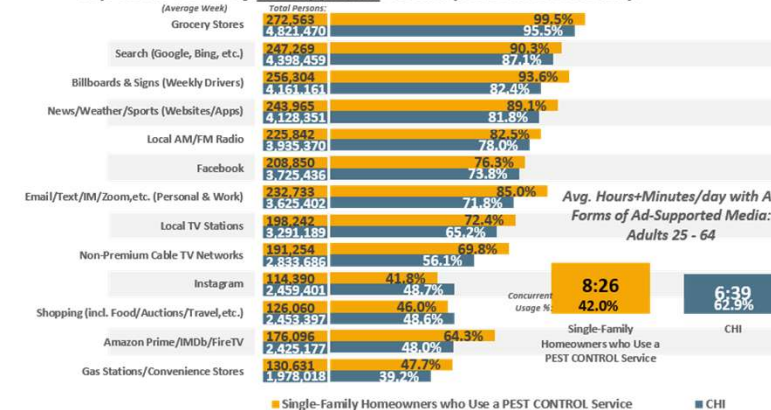
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



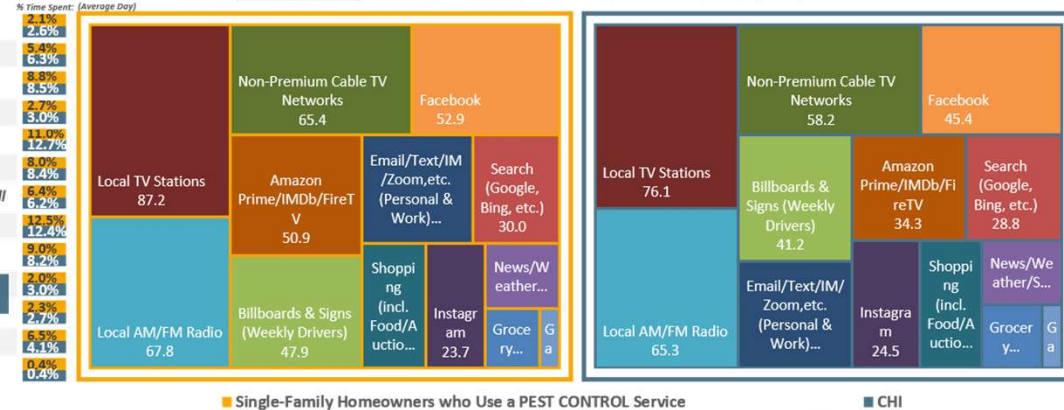
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 229
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

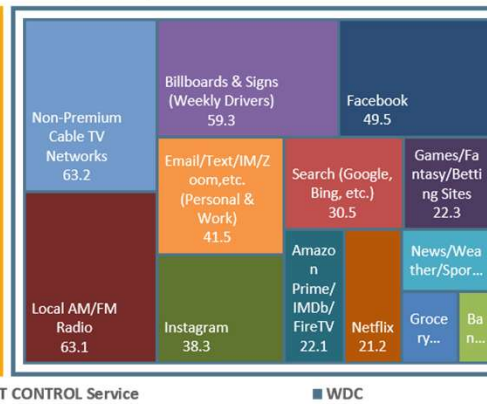
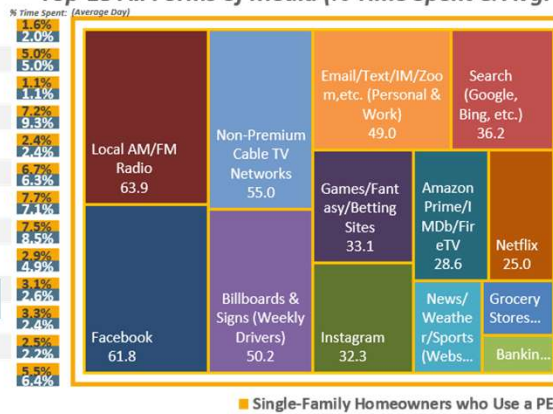
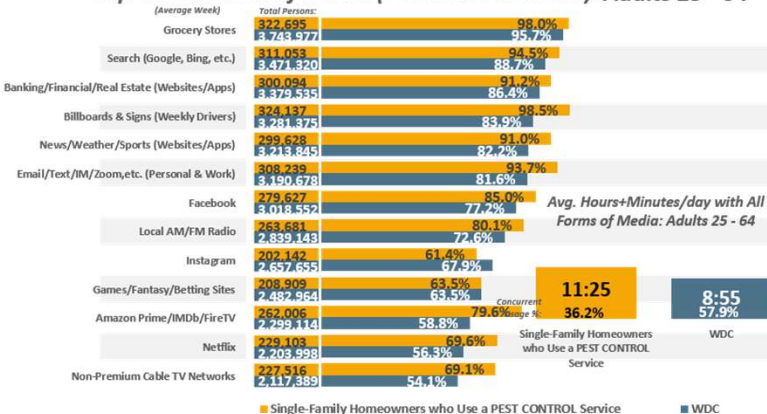
[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service)]



Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 8 hours and 15 minutes each day with All Forms of Ad-Supported Media. 75.6% listen to Local AM/FM Radio for an avg. of 57.2 minutes/day. (Local Radio delivers 8.7% of Time with Ad-Supported Media.)

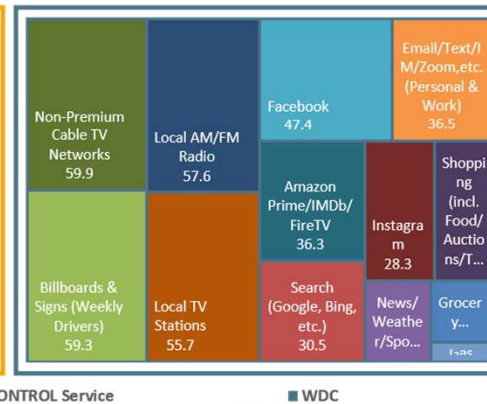
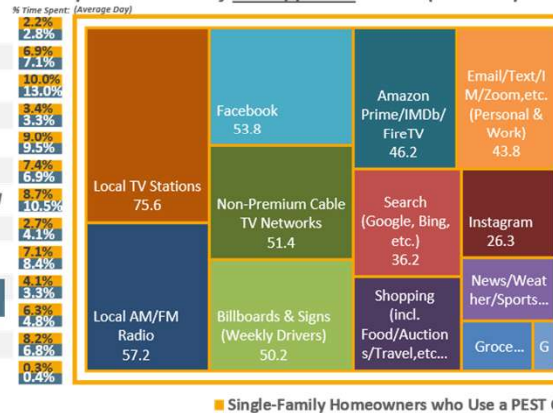
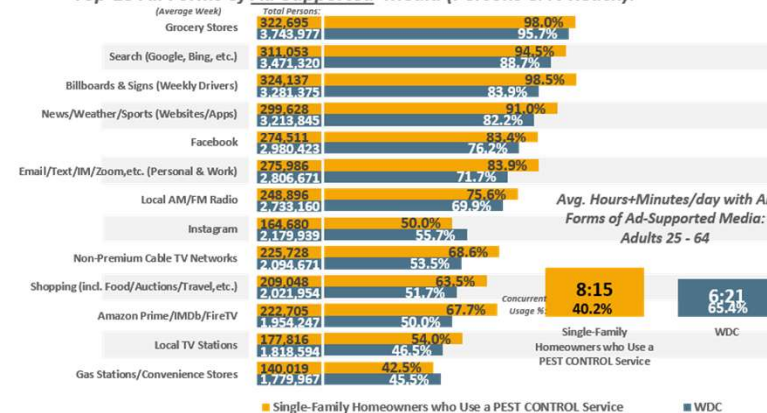
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 569
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

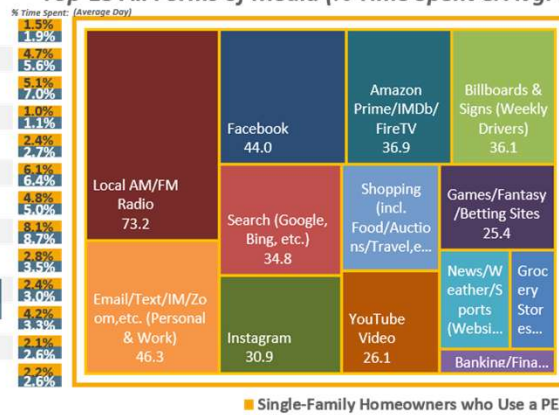
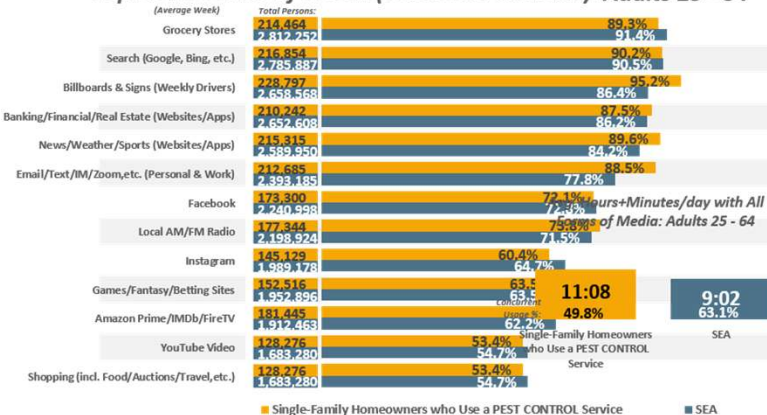
[[([Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)) AND Items/services household currently has (HHL): Pest control service]]



Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 7 hours and 44 minutes each day with All Forms of Ad-Supported Media. 71.6% listen to Local AM/FM Radio for an avg. of 62.5 minutes/day. (Local Radio delivers 9.6% of Time with Ad-Supported Media.)

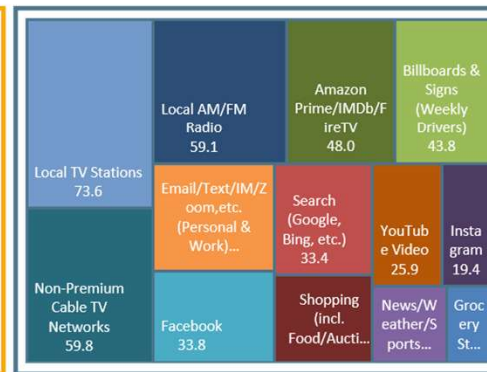
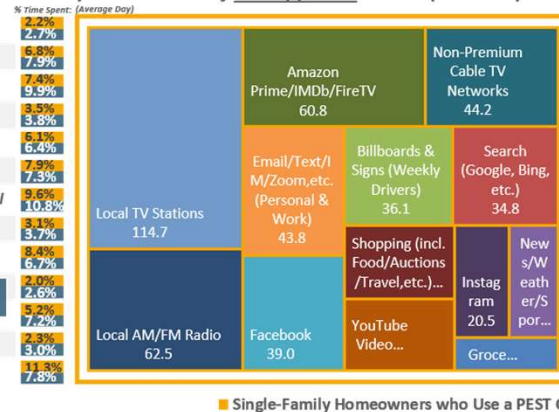
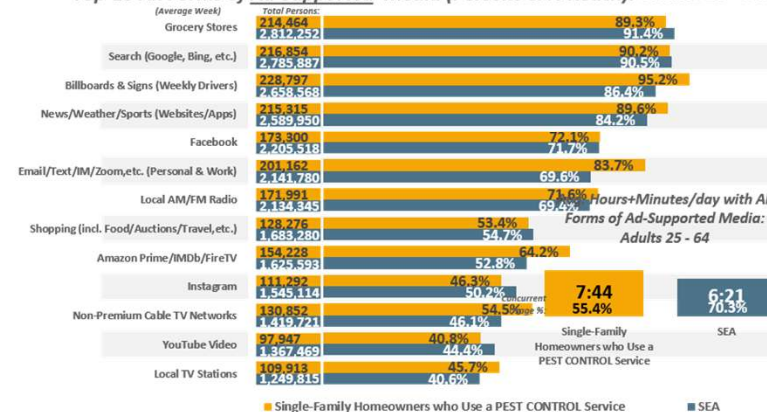
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 378
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

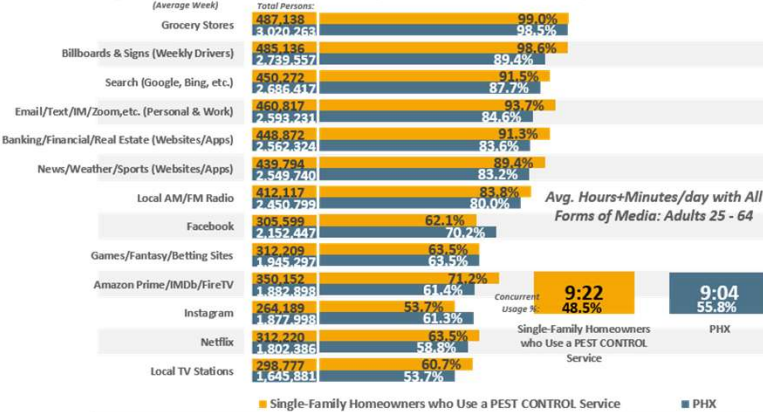
soefa.ai Share of Everything for Anything

[[(Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)) AND Items/services household currently has (HHL): Pest control service]]

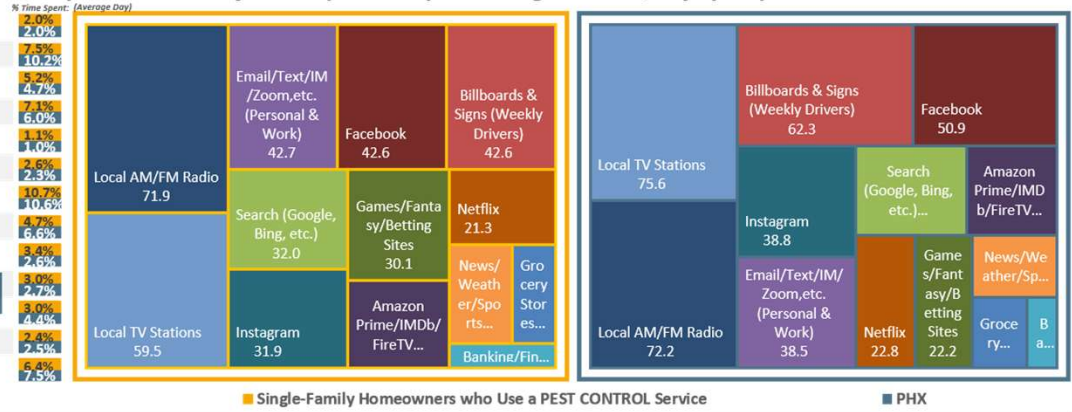


Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 6 hours and 35 minutes each day with All Forms of Ad-Supported Media. 79.1% listen to Local AM/FM Radio for an avg. of 64.6 minutes/day. (Local Radio delivers 12.9% of Time with Ad-Supported Media.)

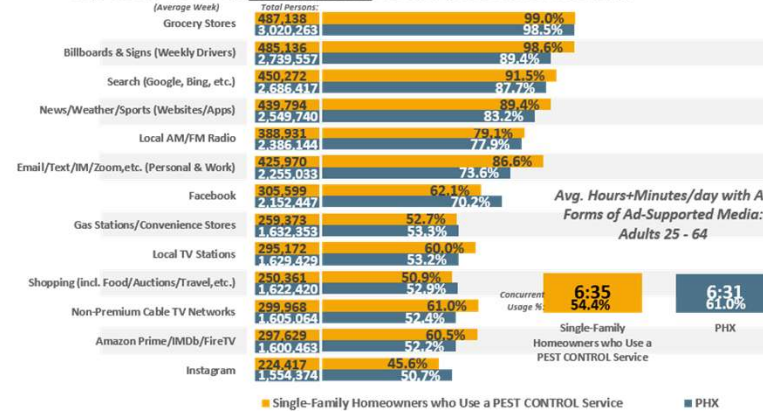
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



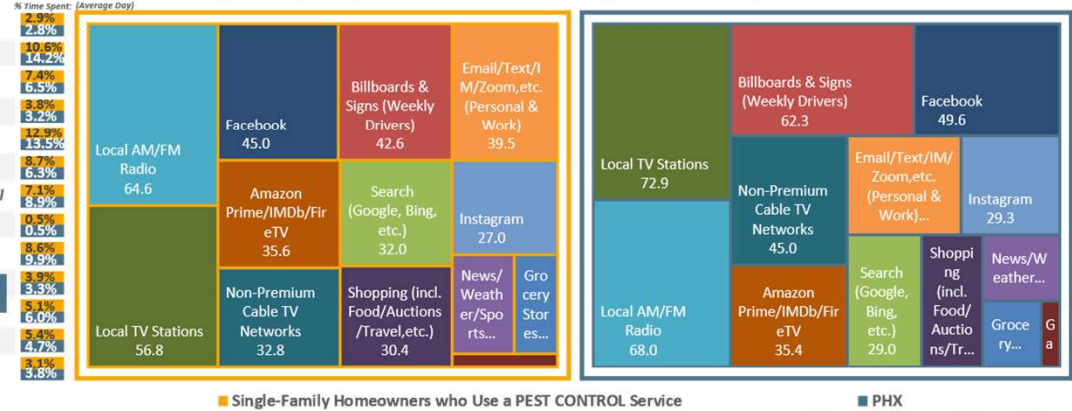
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 428
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

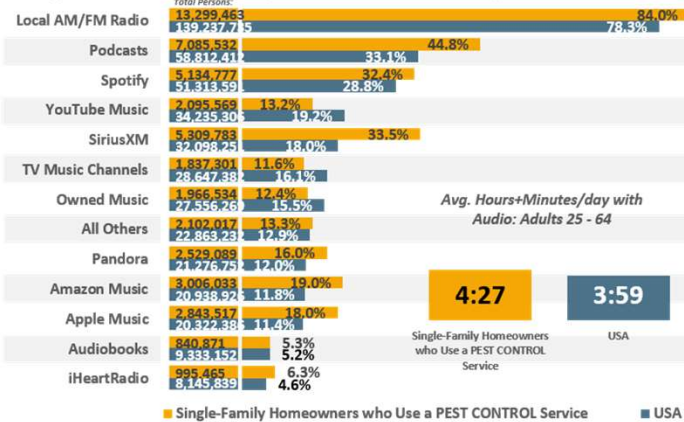
soefa.ai Share of Everything for Anything

[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service)]

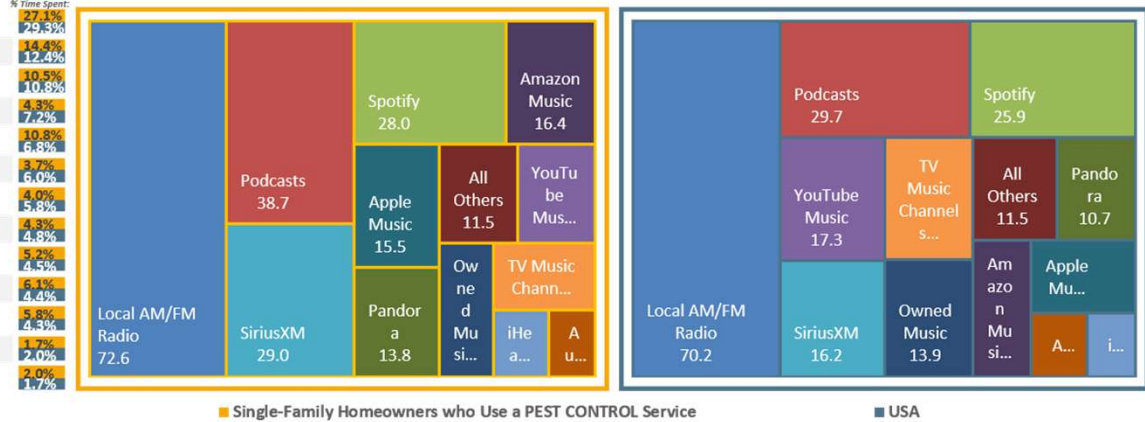


12,512,195 or 79.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio for an average of 64.2 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.

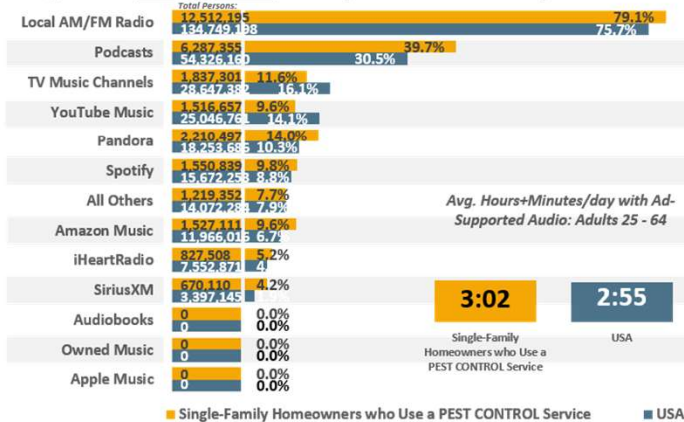
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



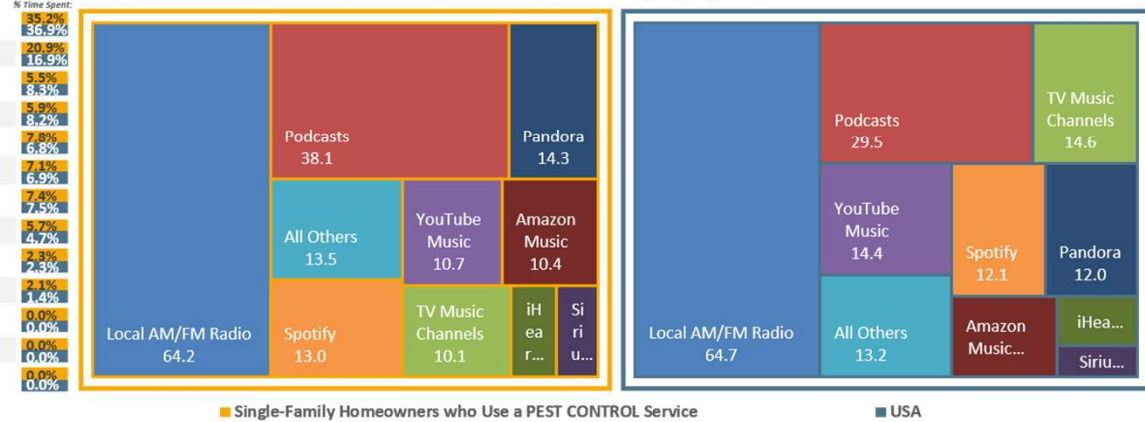
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

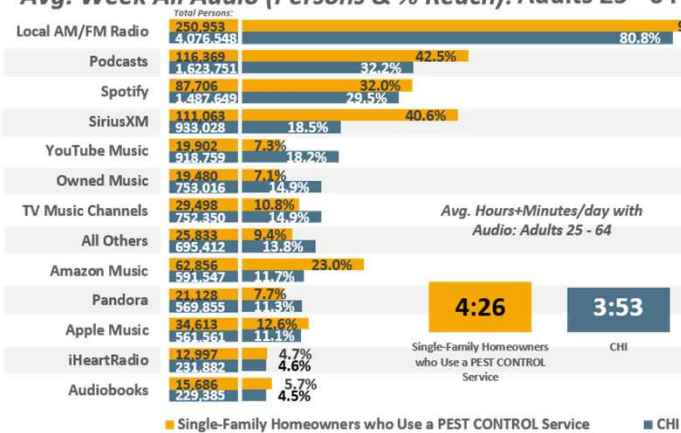
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]

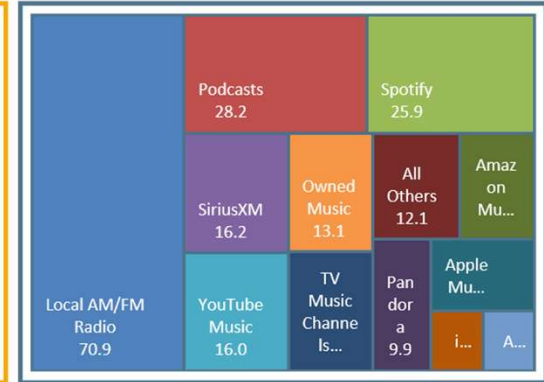
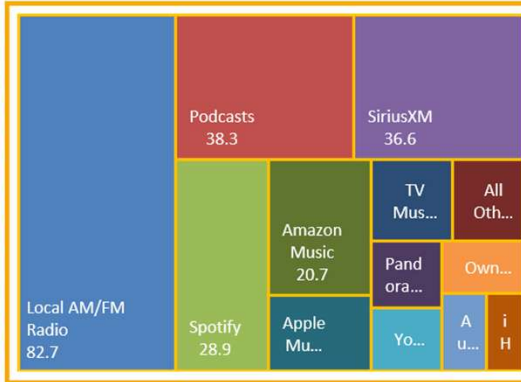


225,842 or 82.5% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio for an average of 67.8 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.

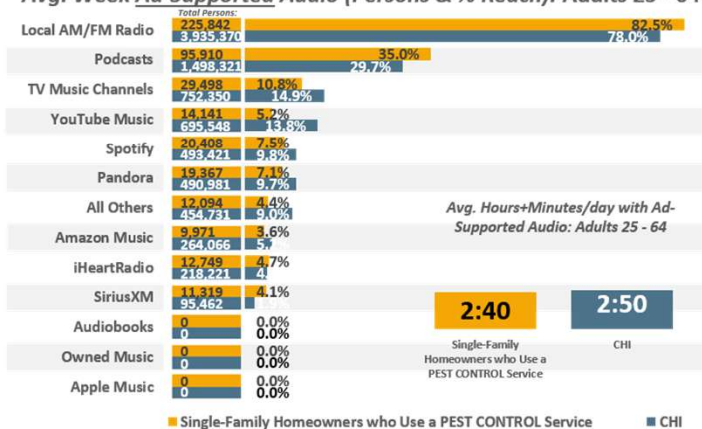
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



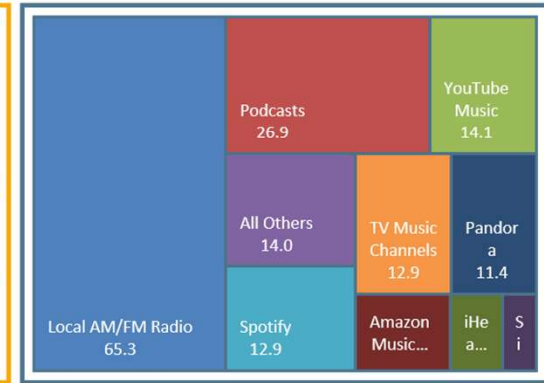
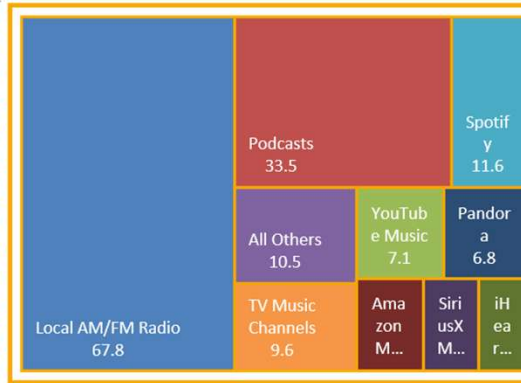
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

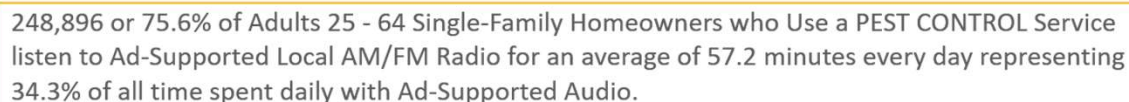


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64

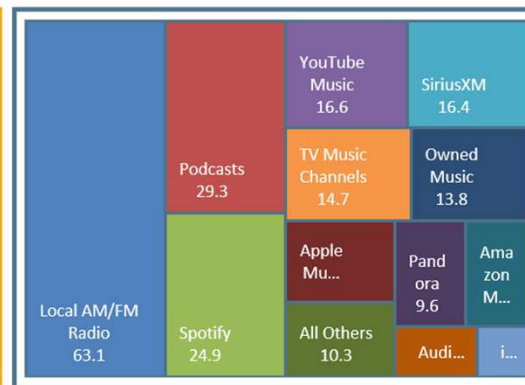
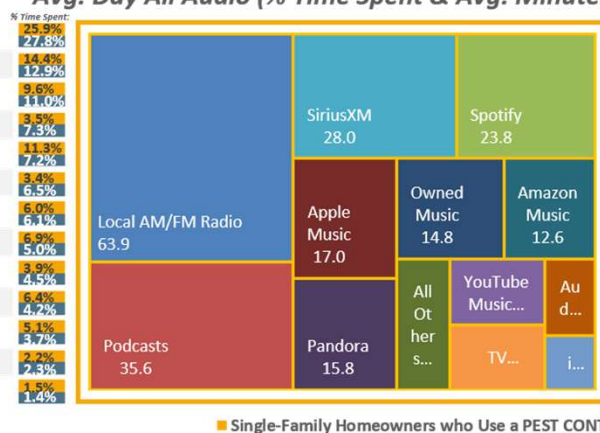


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

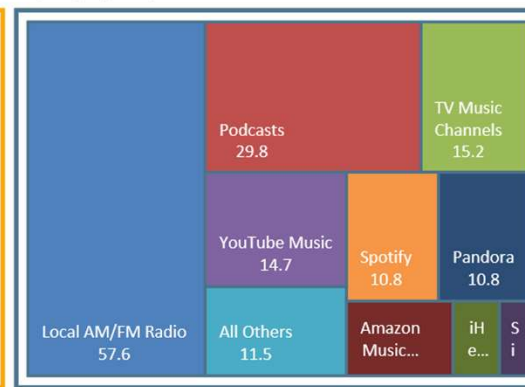
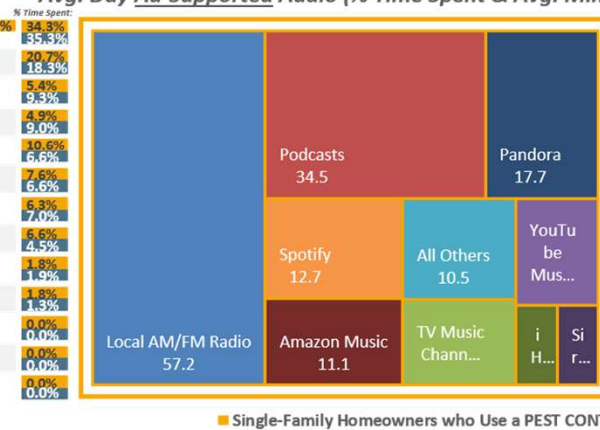




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



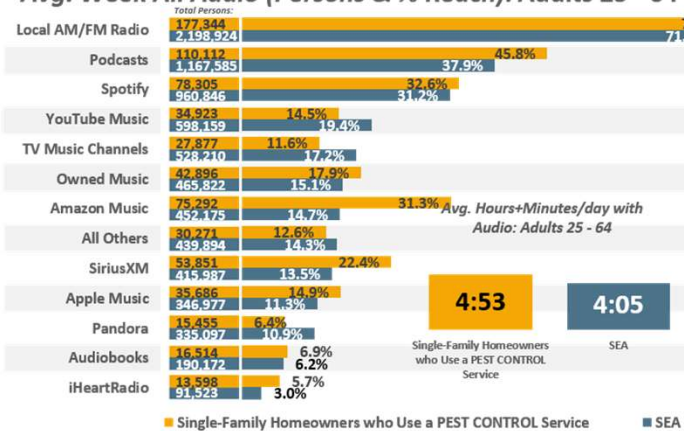
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



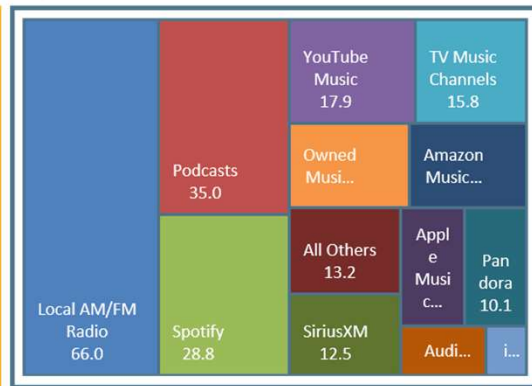
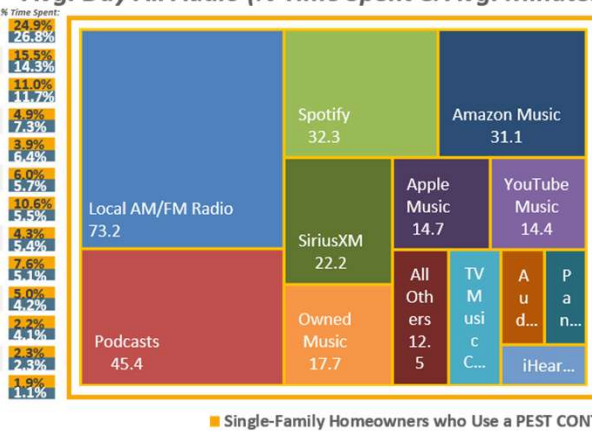


171,991 or 71.6% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio for an average of 62.5 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.

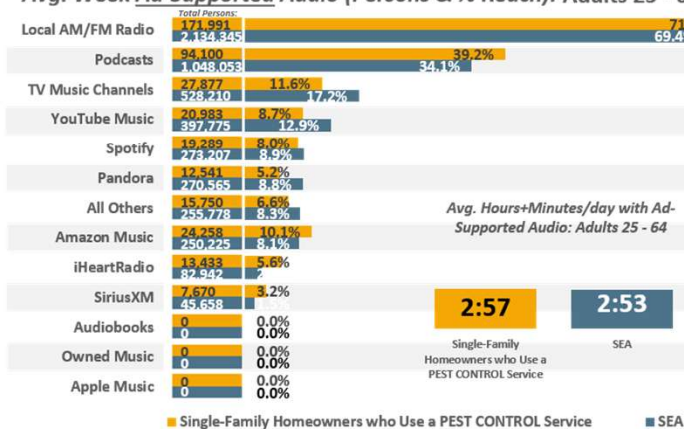
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



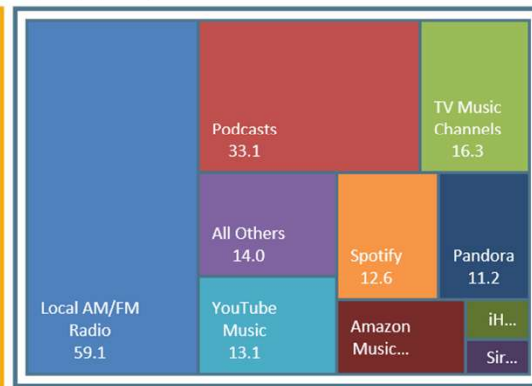
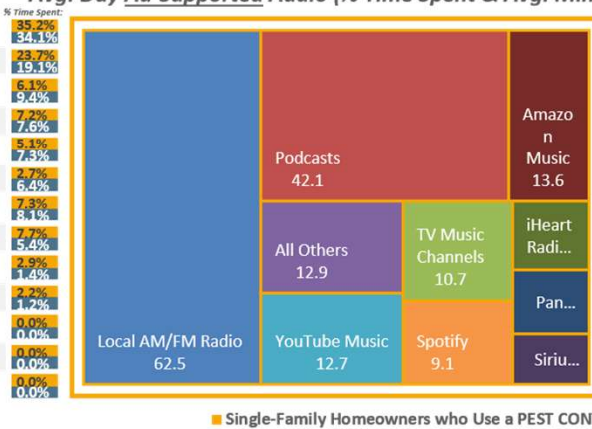
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

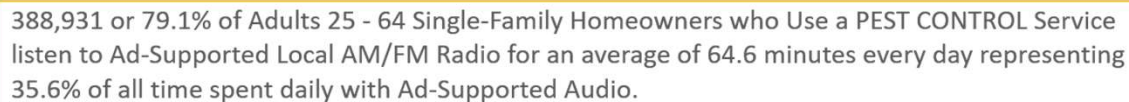


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64

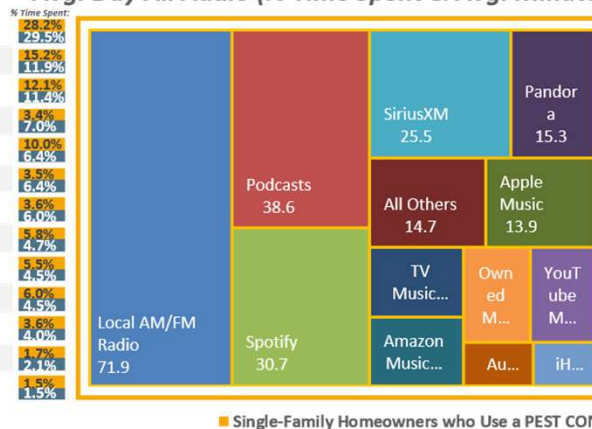


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

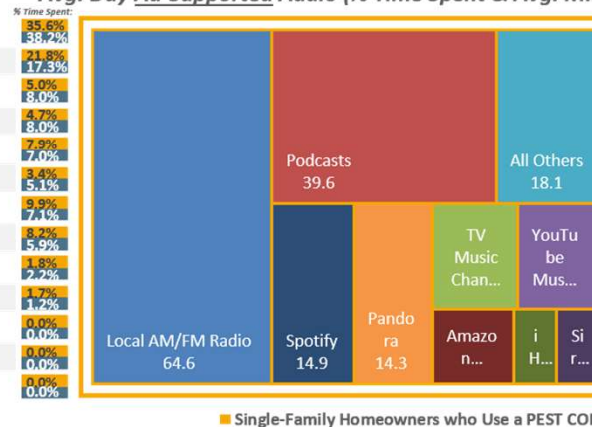




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

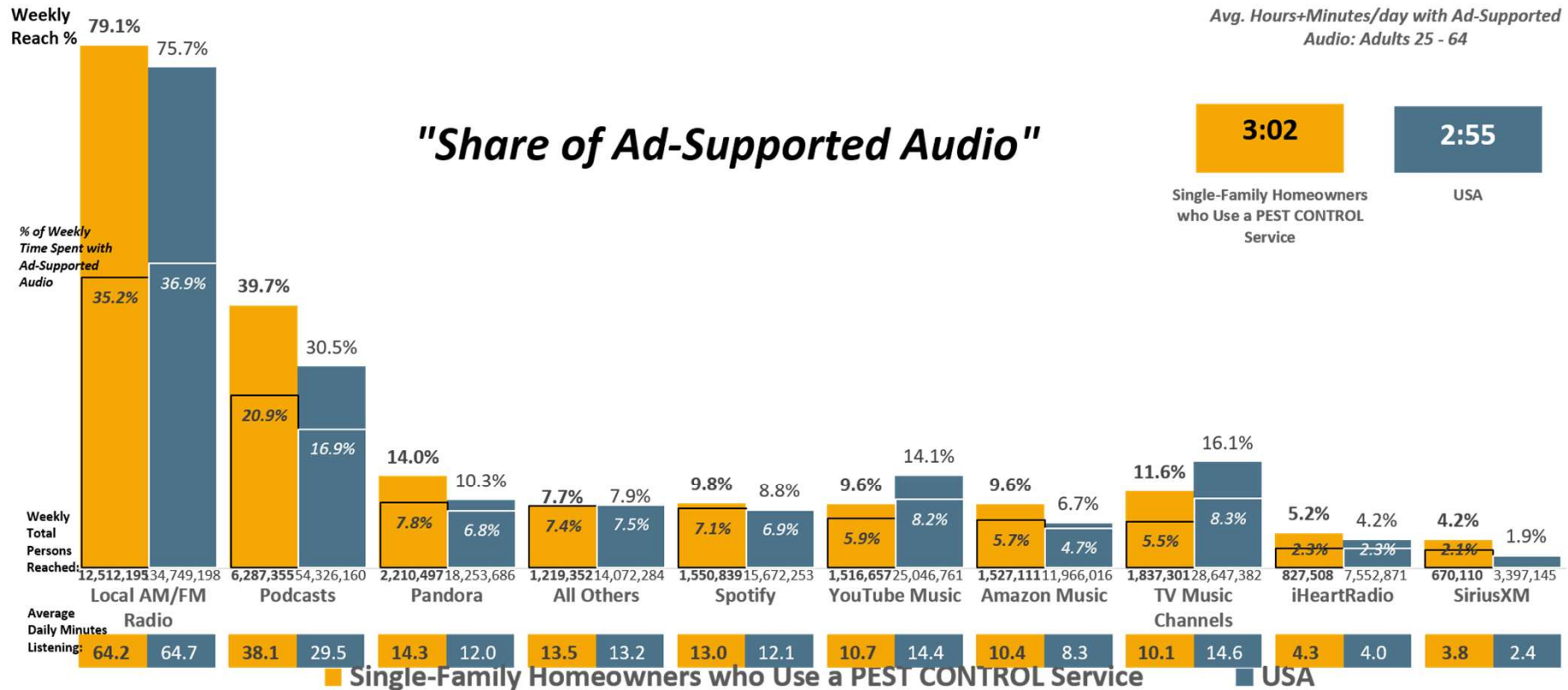


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



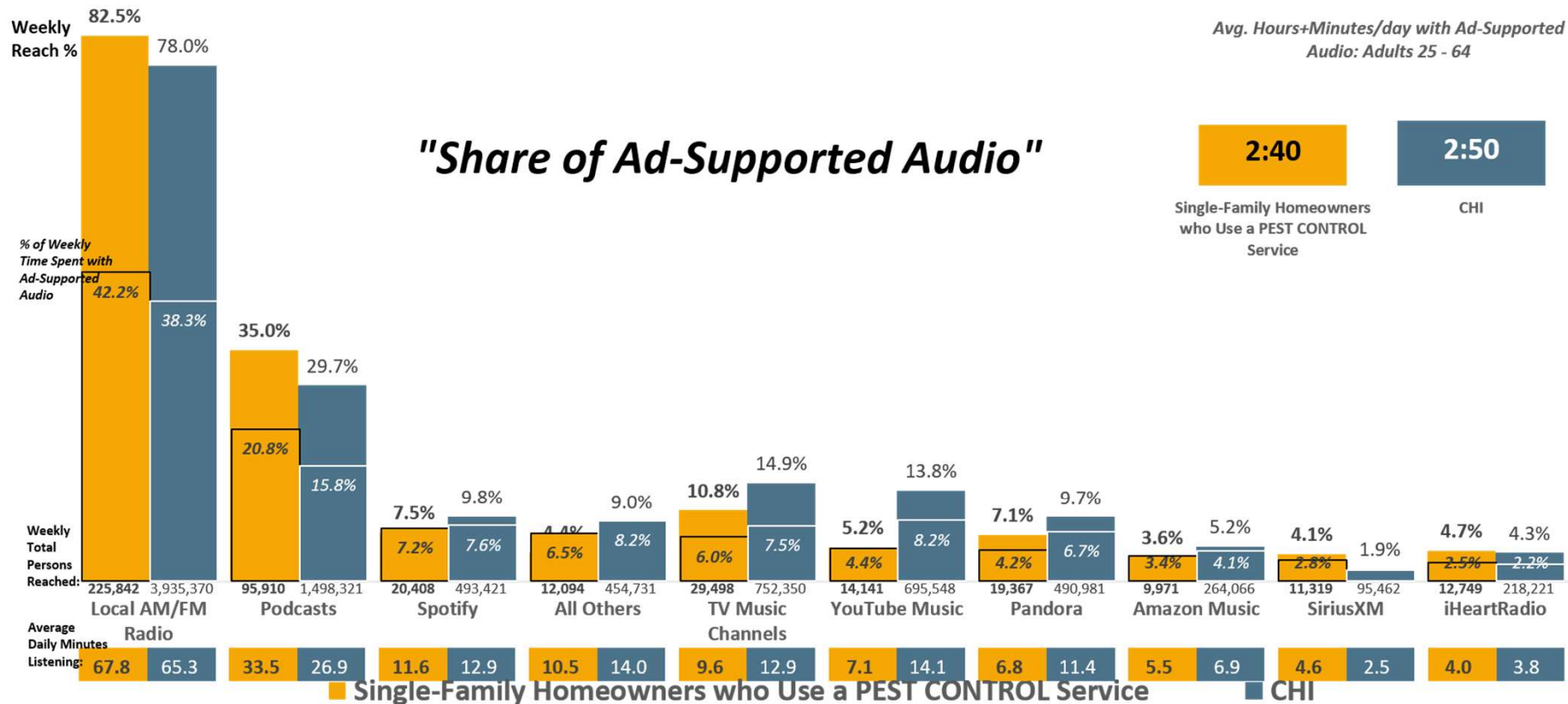


12,512,195 or 79.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio for an average of 64.2 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.



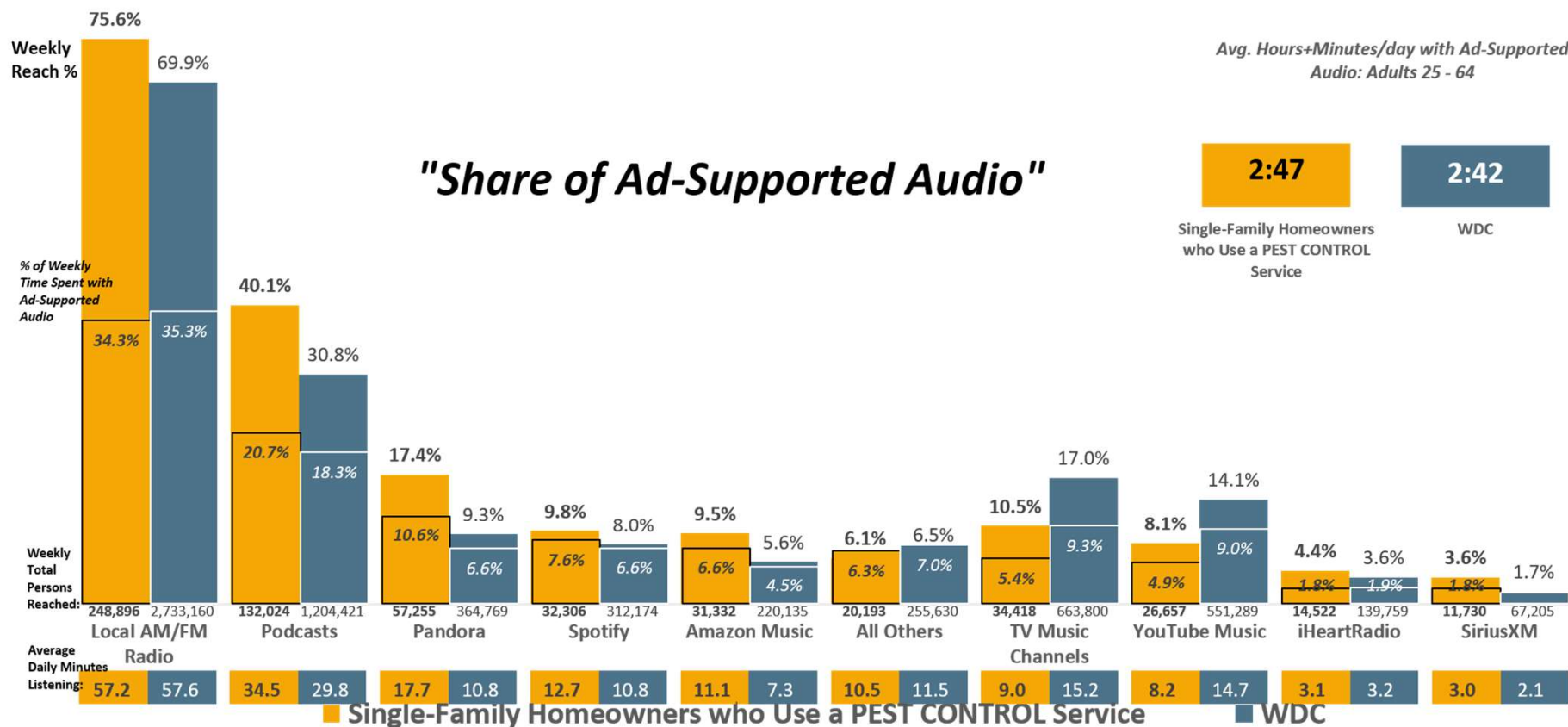


225,842 or 82.5% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio for an average of 67.8 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.



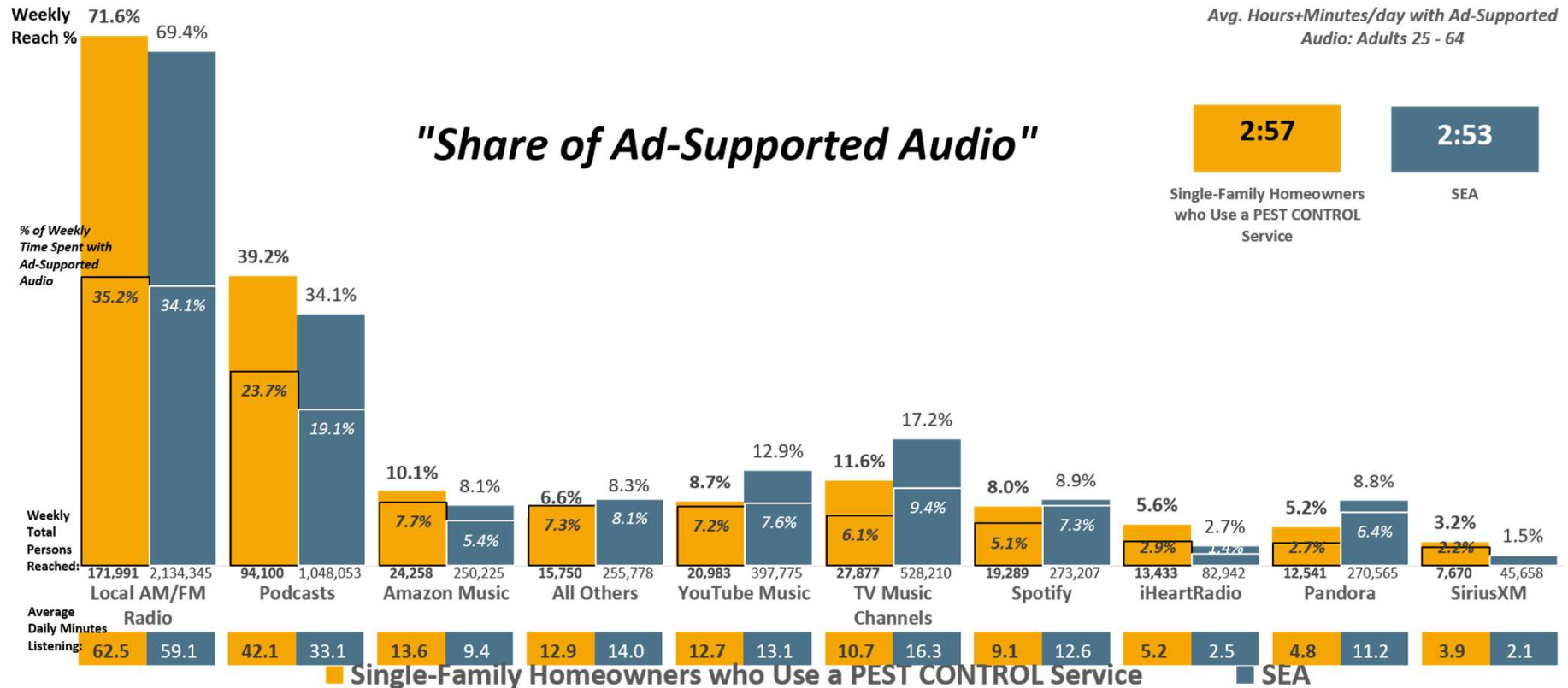


248,896 or 75.6% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio for an average of 57.2 minutes every day representing 34.3% of all time spent daily with Ad-Supported Audio.



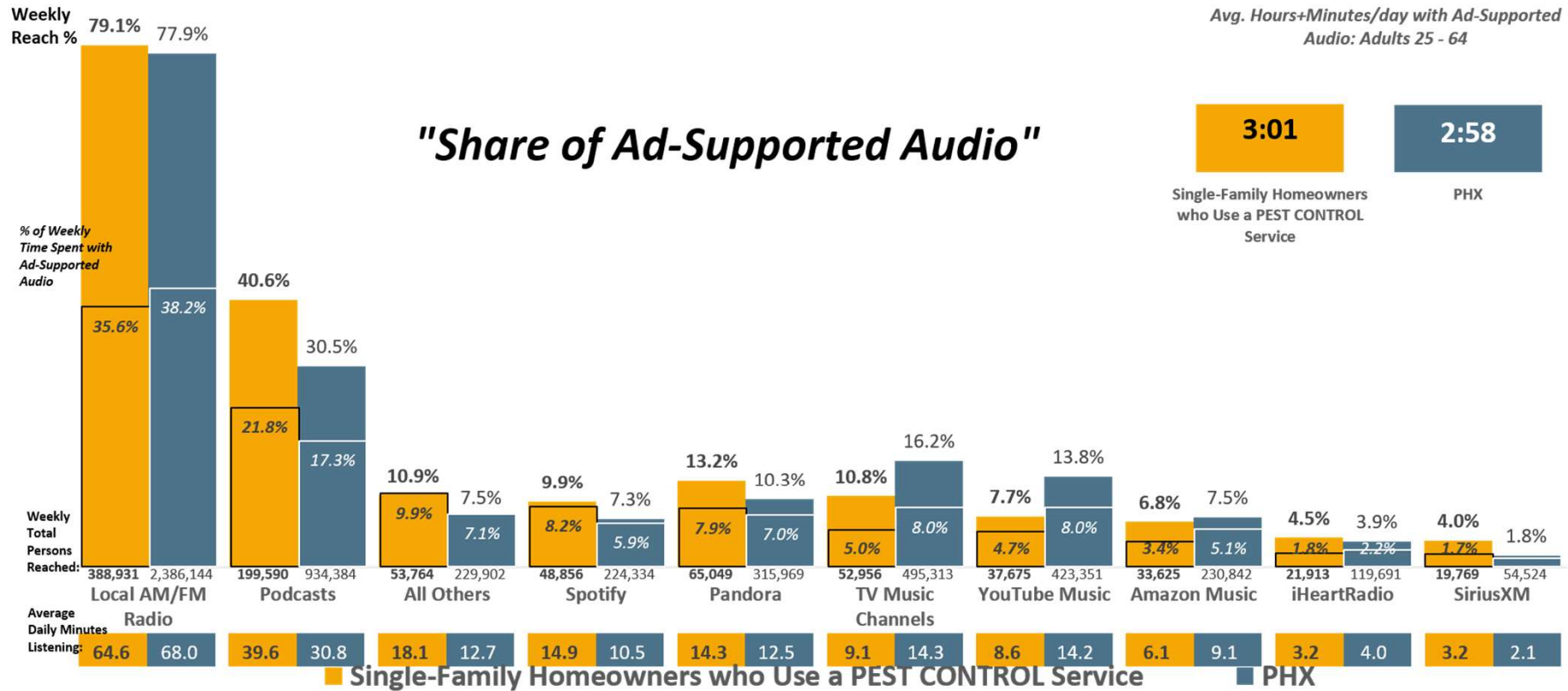


171,991 or 71.6% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio for an average of 62.5 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.





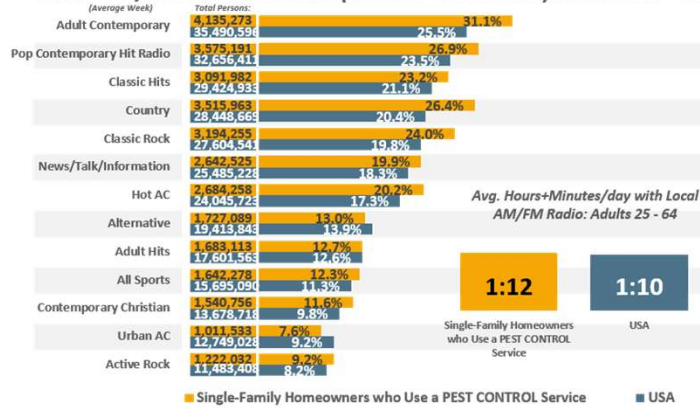
388,931 or 79.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio for an average of 64.6 minutes every day representing 35.6% of all time spent daily with Ad-Supported Audio.



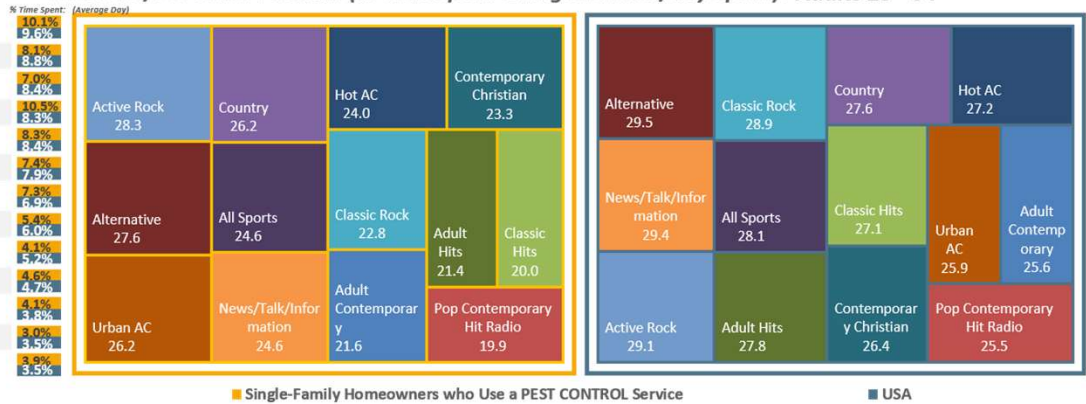


12,512,195 or 79.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Rock, and Classic Hits.

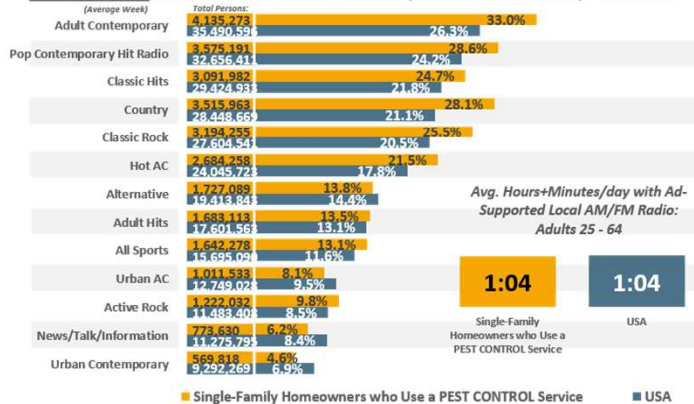
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



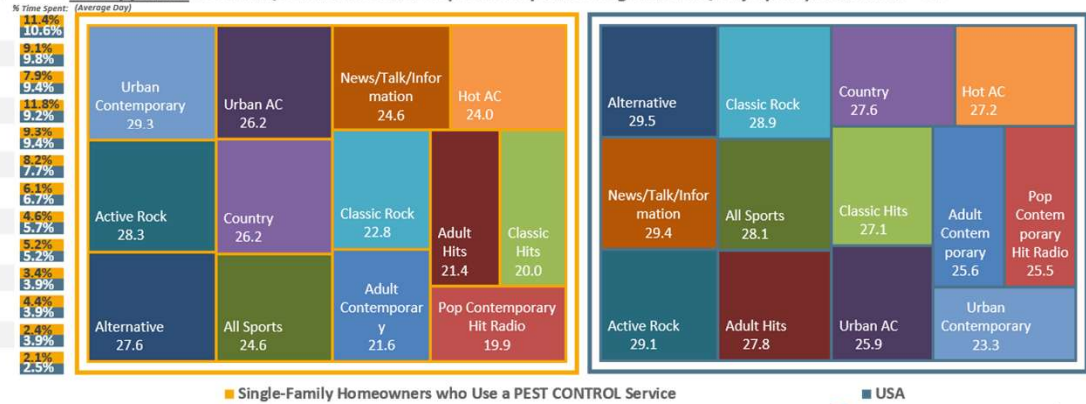
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

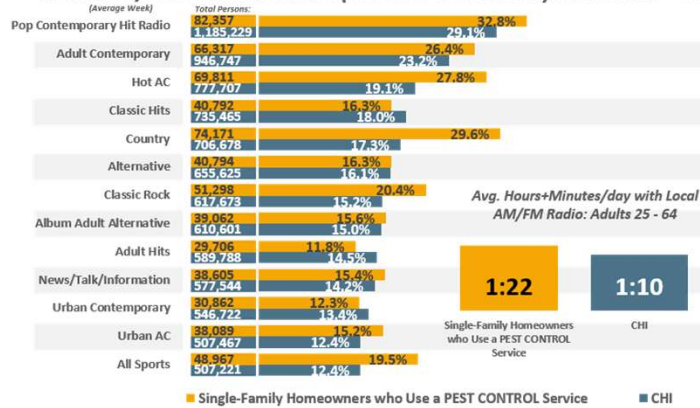
soefa.ai Share of Everything for Anything

[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]

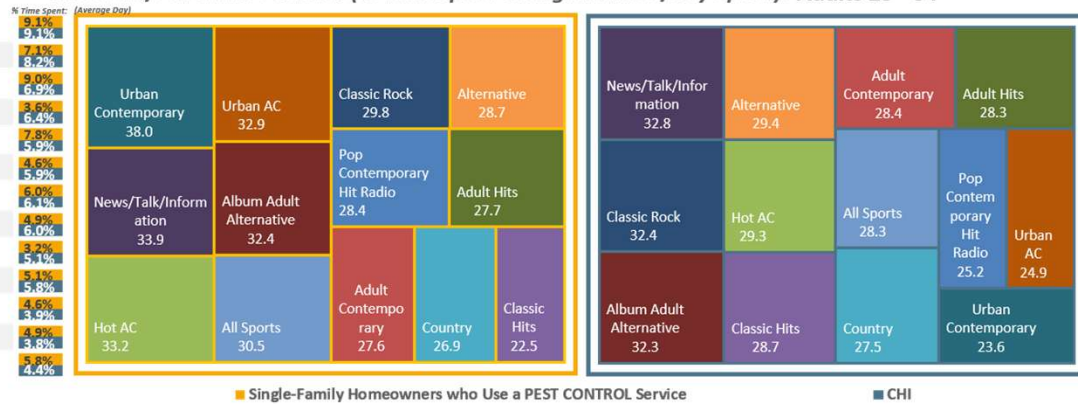


225,842 or 82.5% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Country, Hot AC, Adult Contemporary, and Classic Rock.

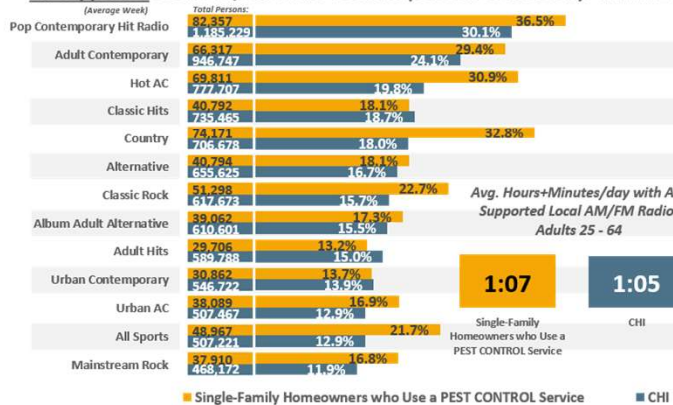
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



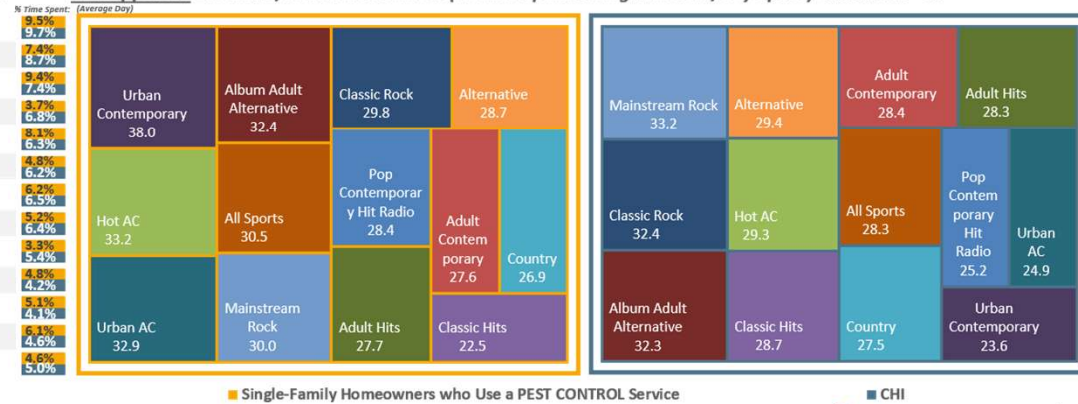
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 229
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

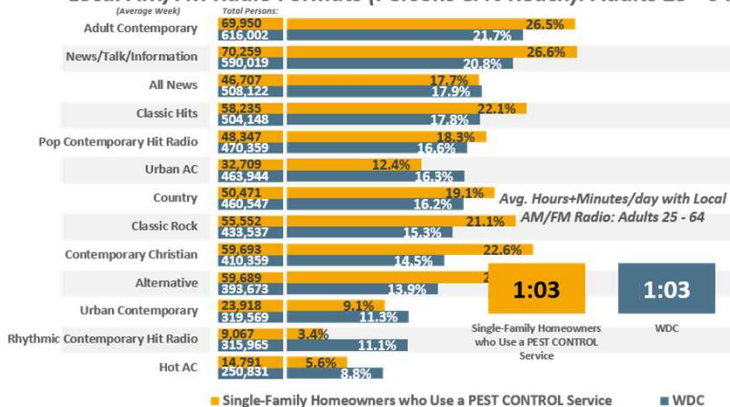
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]

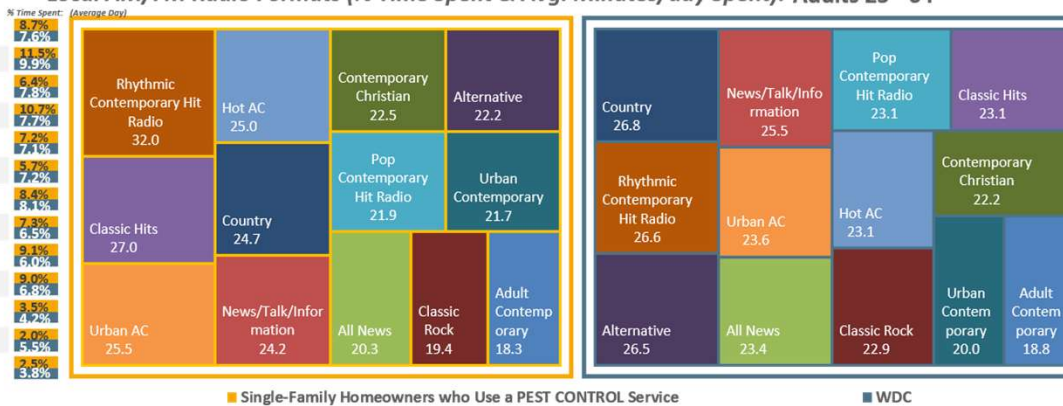


248,896 or 75.6% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Alternative, Classic Hits, Classic Rock, and Country.

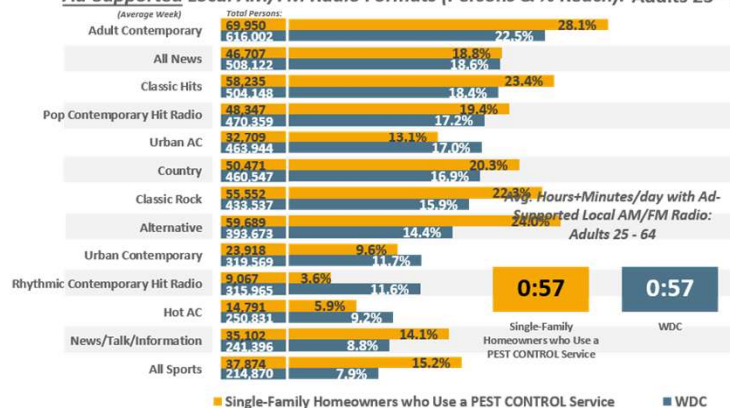
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



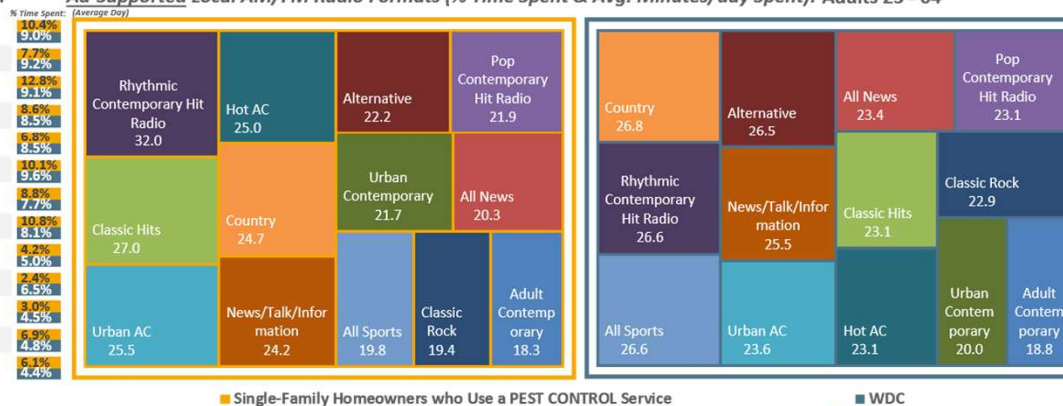
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 569
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

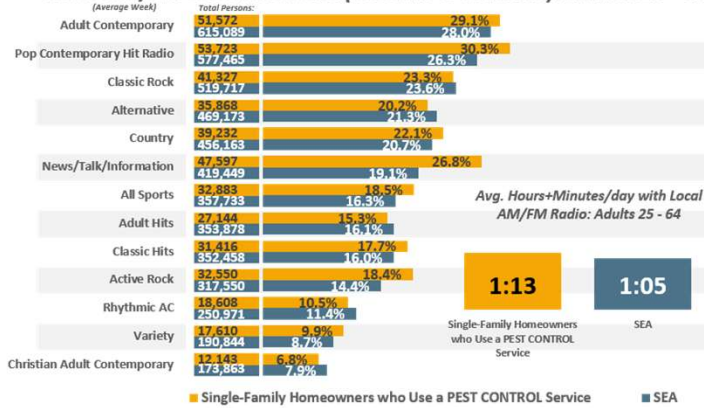
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]

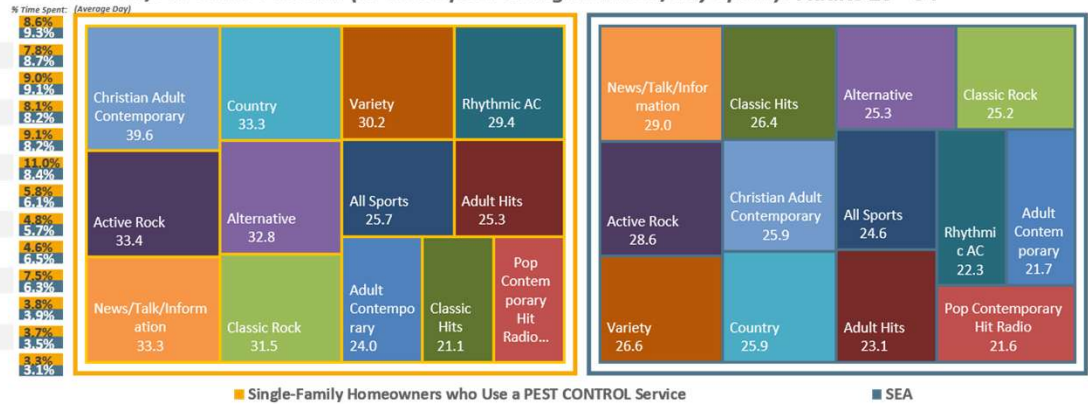


171,991 or 71.6% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Rock, Country, and Alternative.

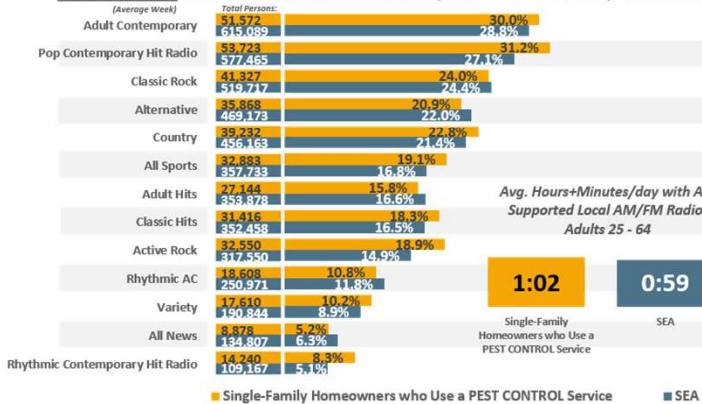
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



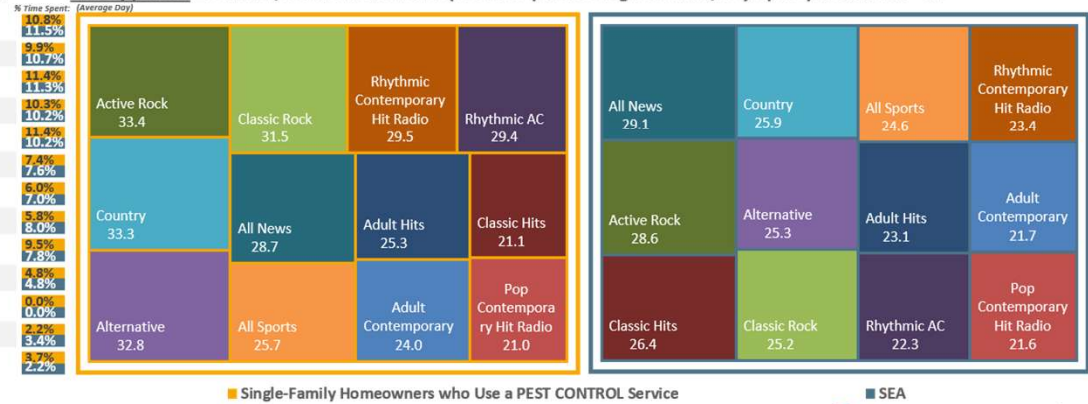
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 378
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

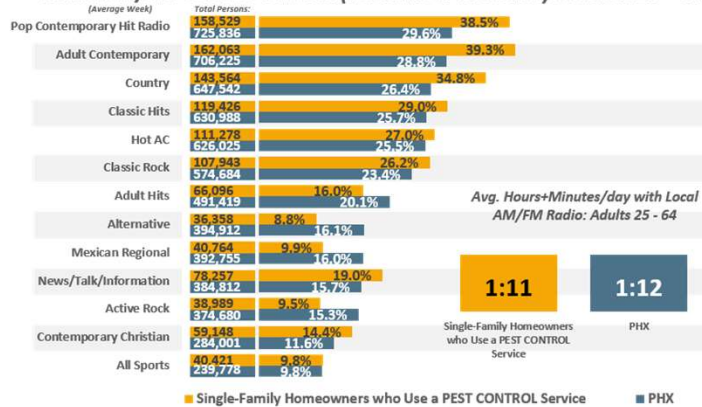
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]

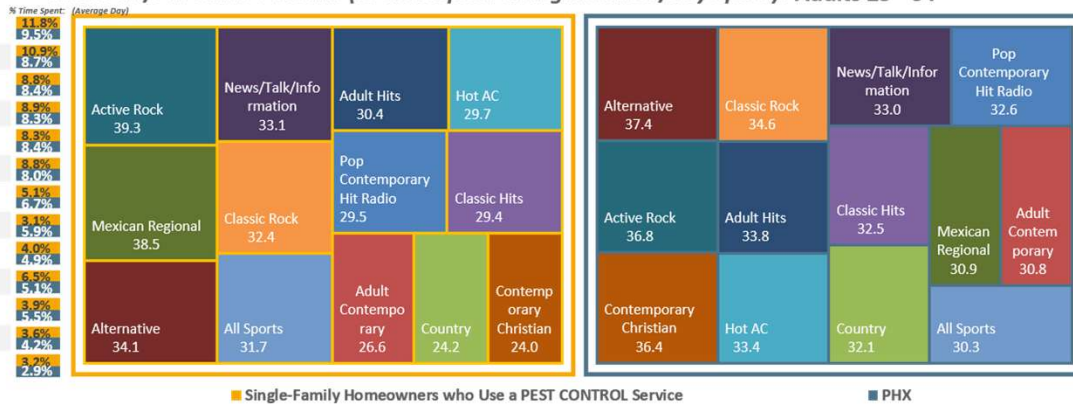


388,931 or 79.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Hot AC.

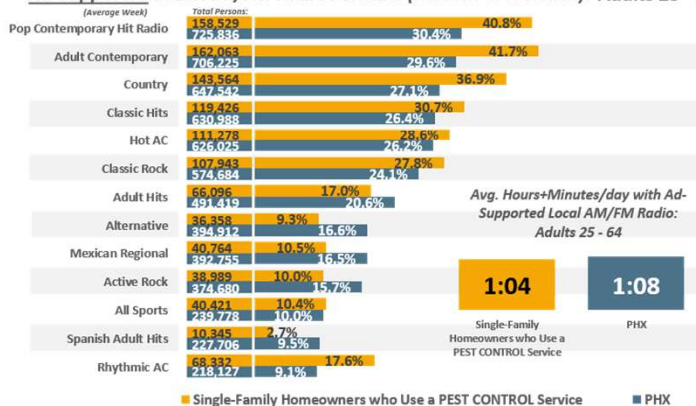
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



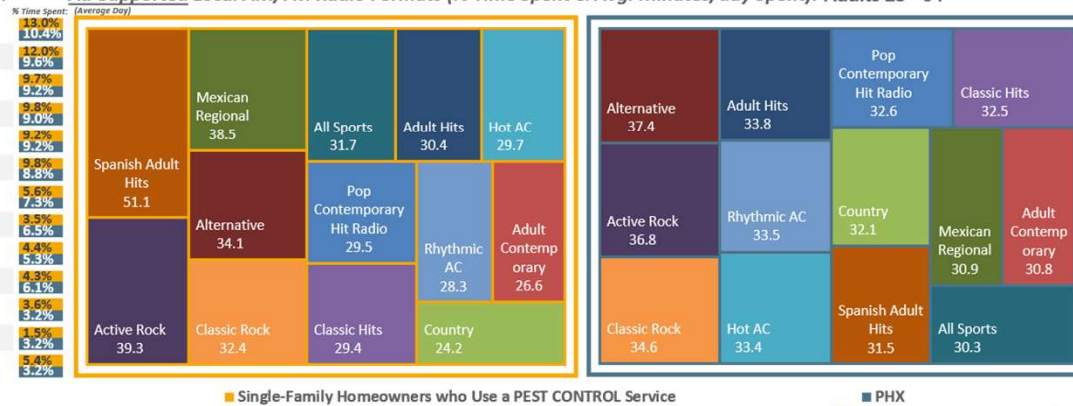
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 428
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

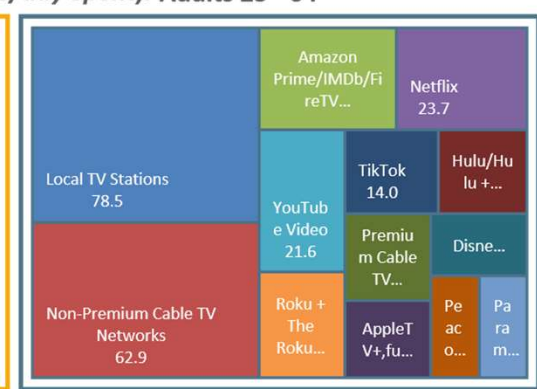
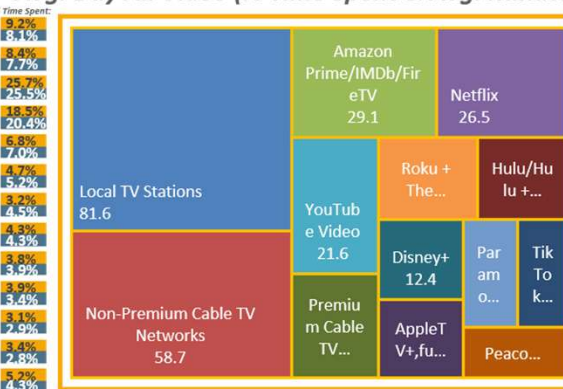
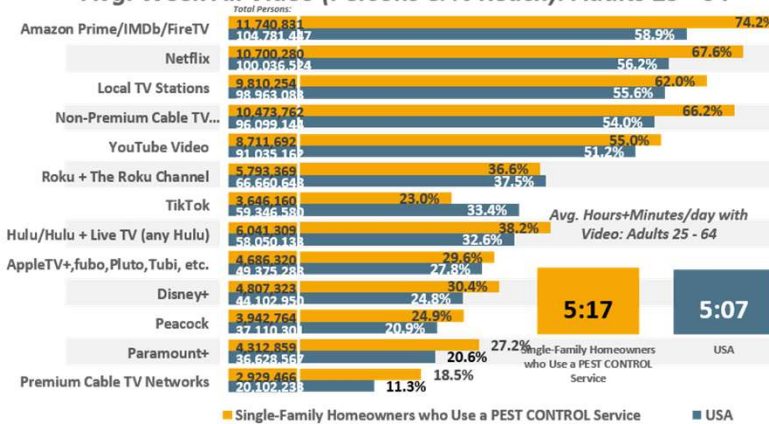
[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]



9,671,282 or 61.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations for an average of 76.4 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

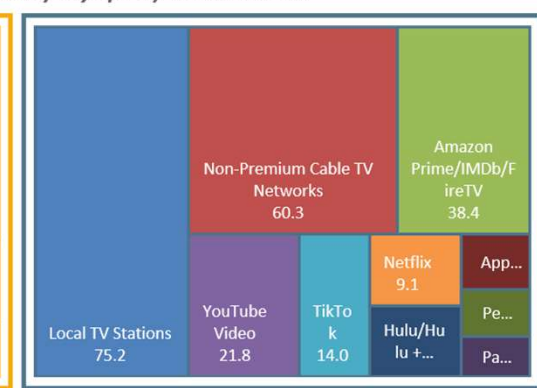
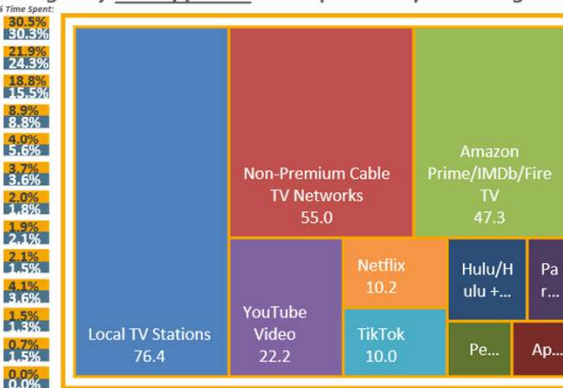
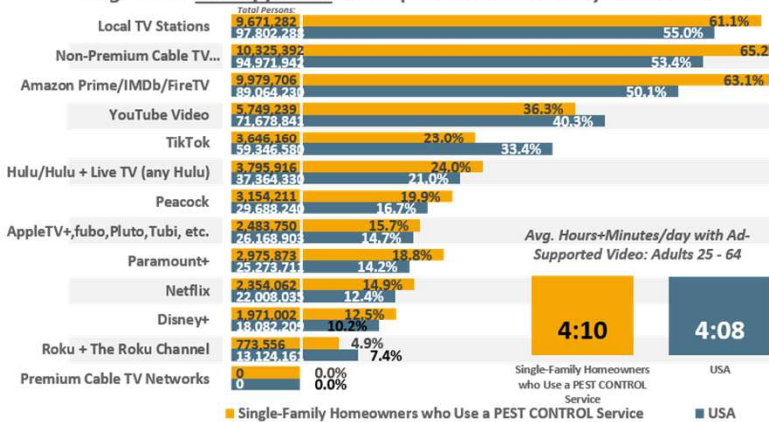
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

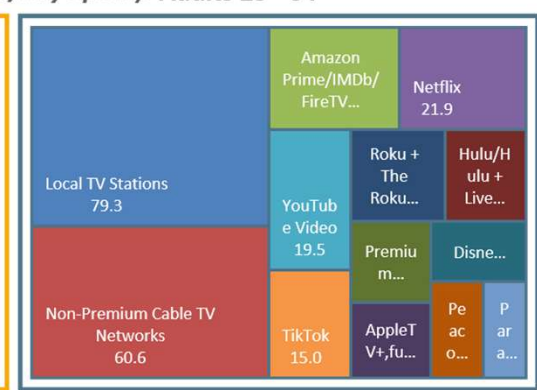
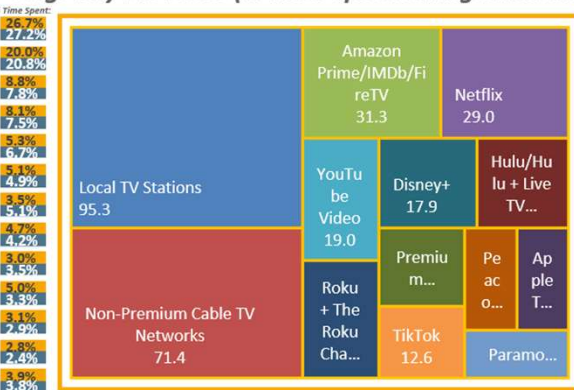
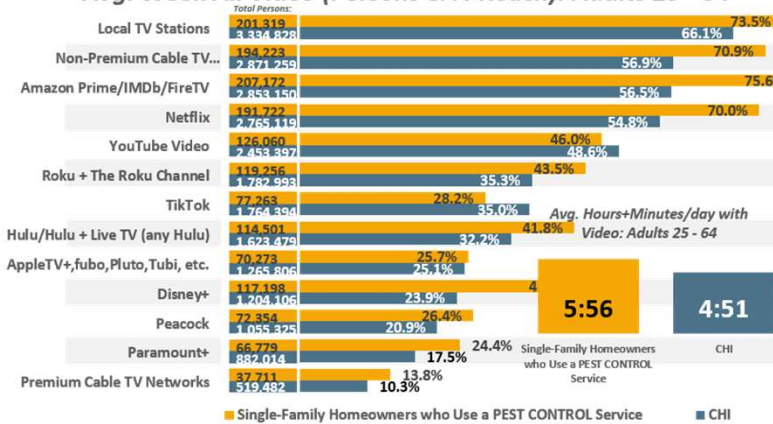
[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service)]



198,242 or 72.4% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations for an average of 87.2 minutes every day representing 31.0% of all time spent daily with Ad-Supported Video.

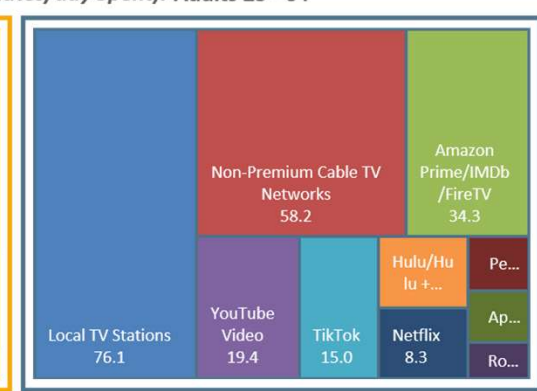
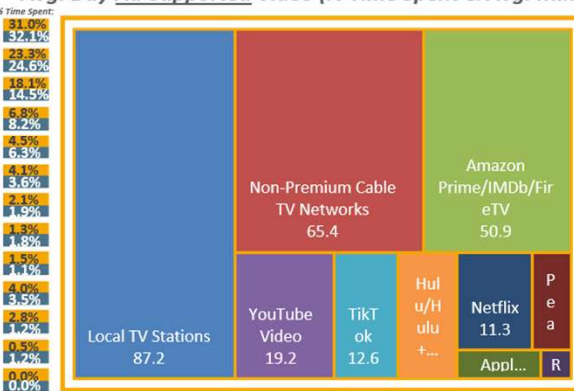
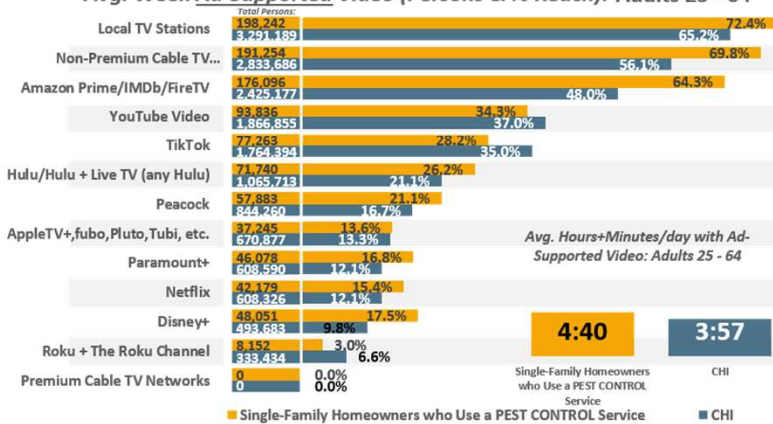
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64

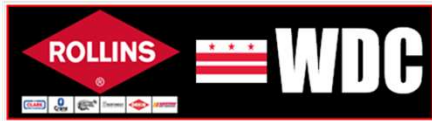
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 229
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

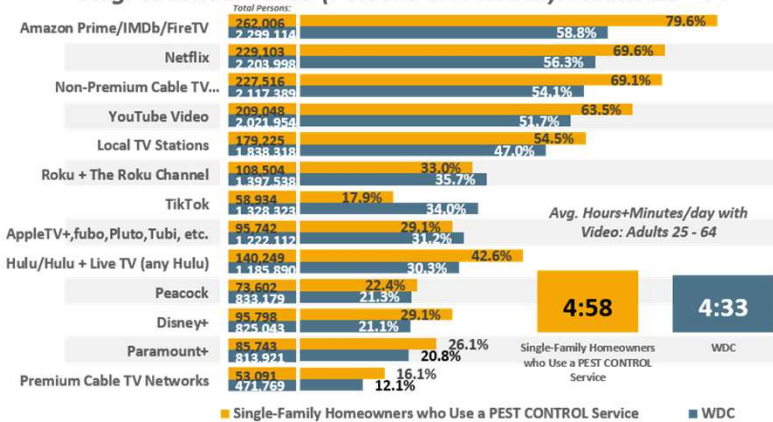
soefa.ai Share of Everything for Anything

[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]

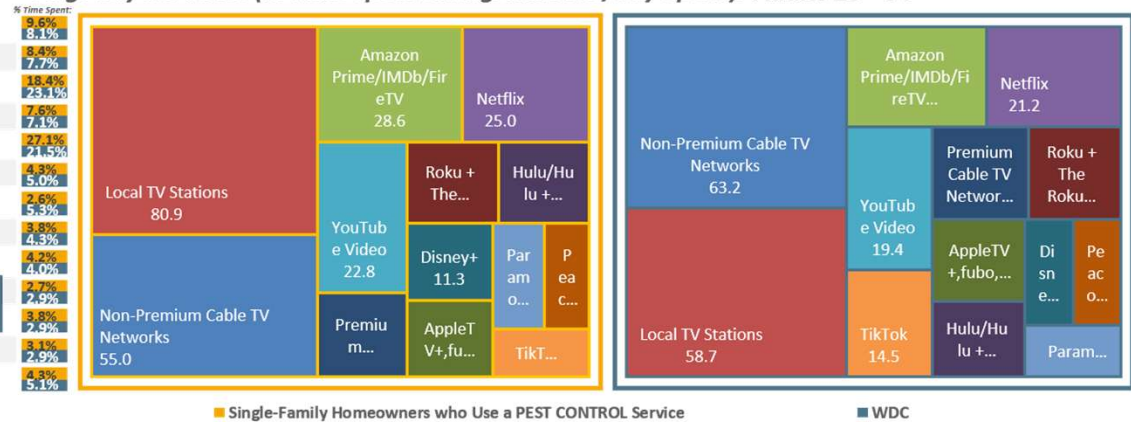


177,816 or 54.% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations for an average of 75.6 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

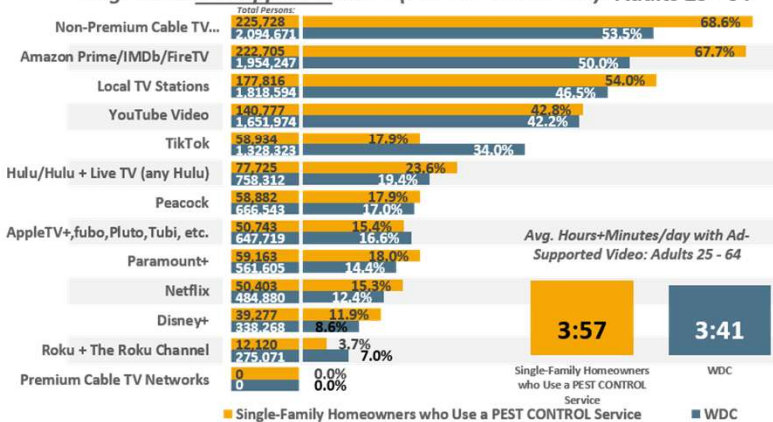
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



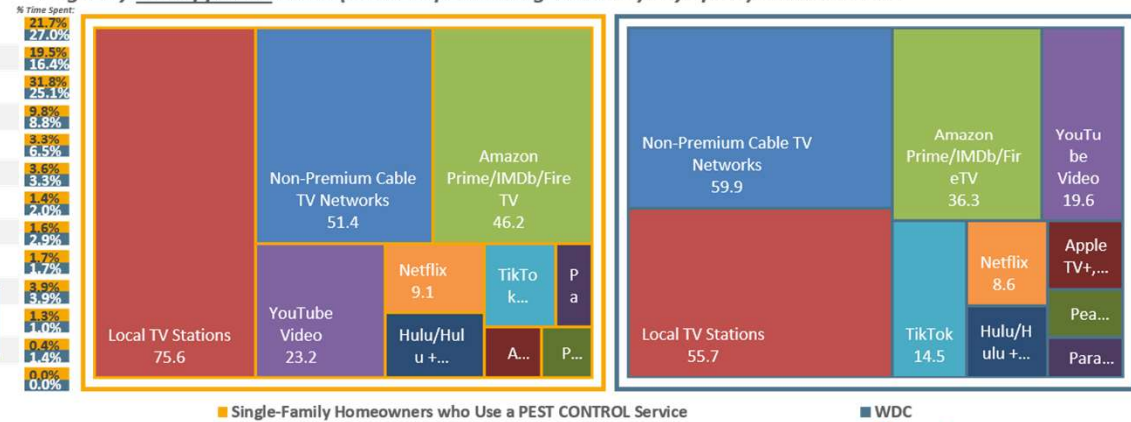
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 569
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

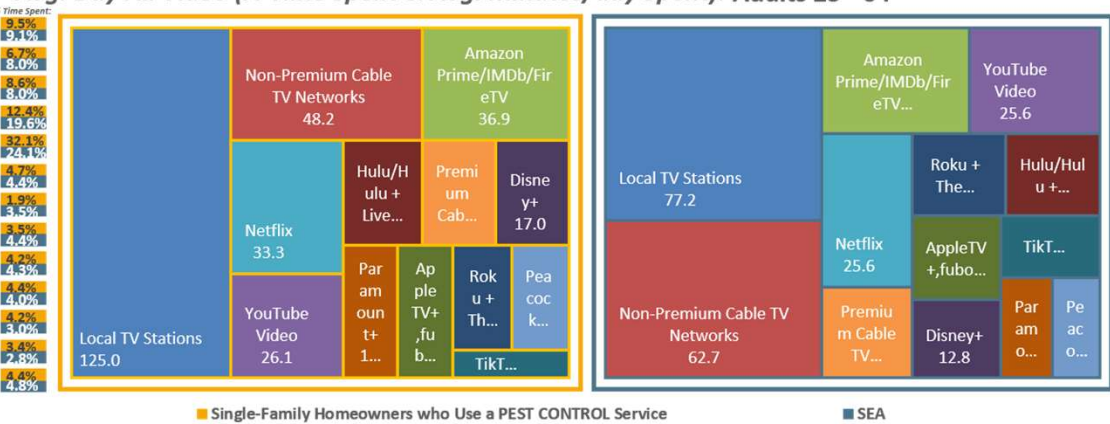
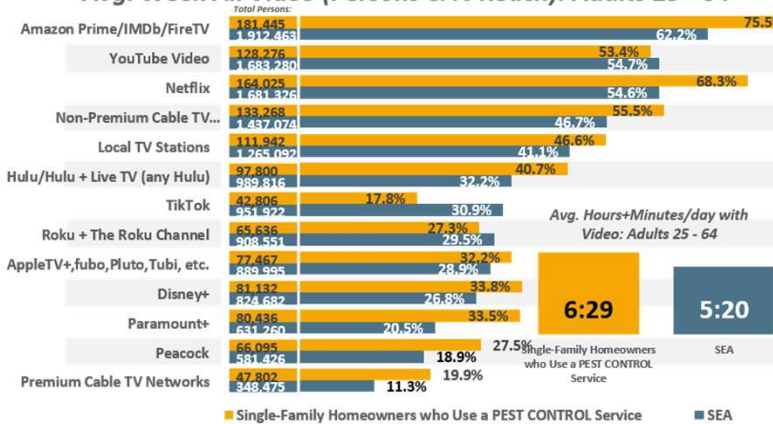
[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]



109,913 or 45.7% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations for an average of 114.7 minutes every day representing 36.9% of all time spent daily with Ad-Supported Video.

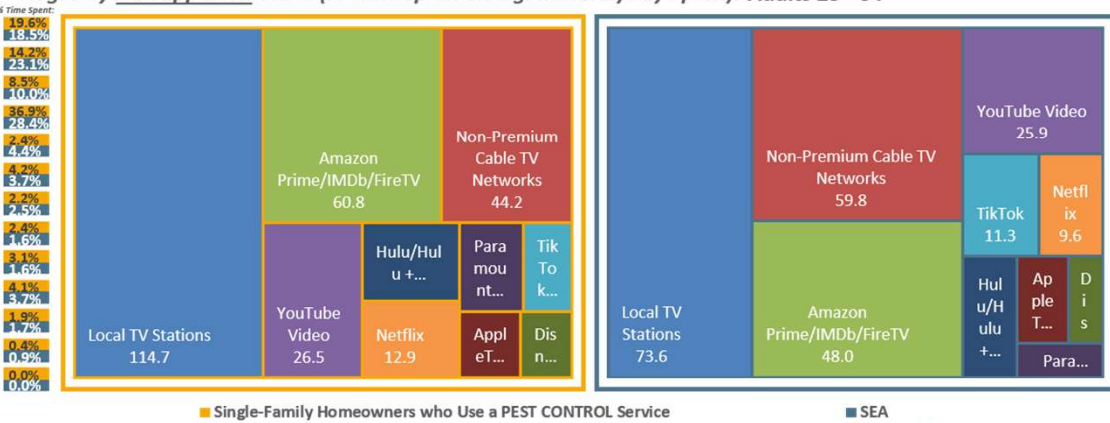
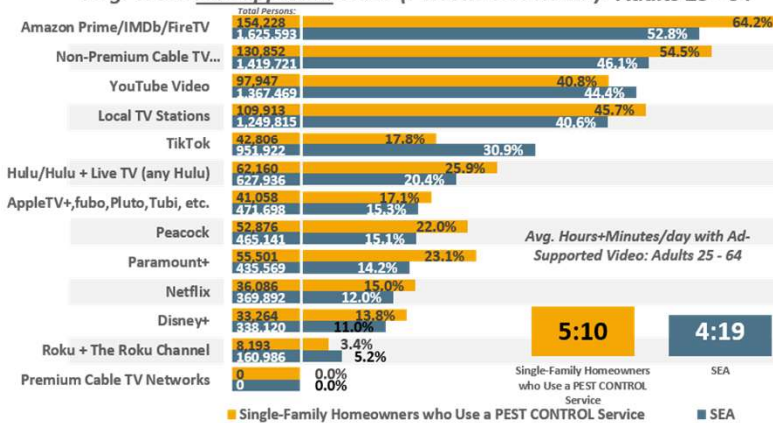
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 378
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

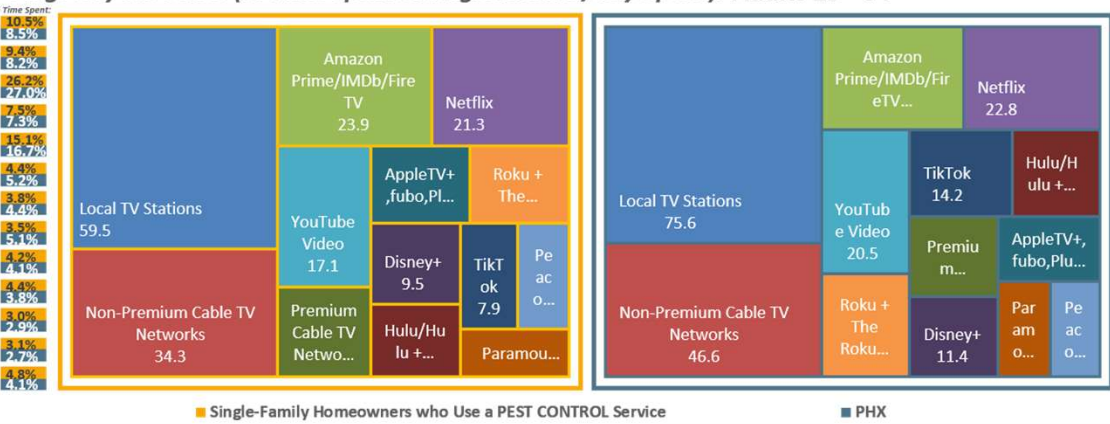
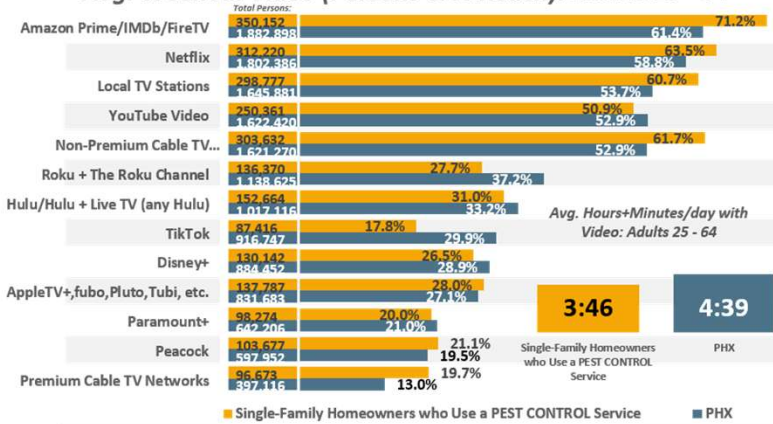
[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service)]



295,172 or 60.% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations for an average of 56.8 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

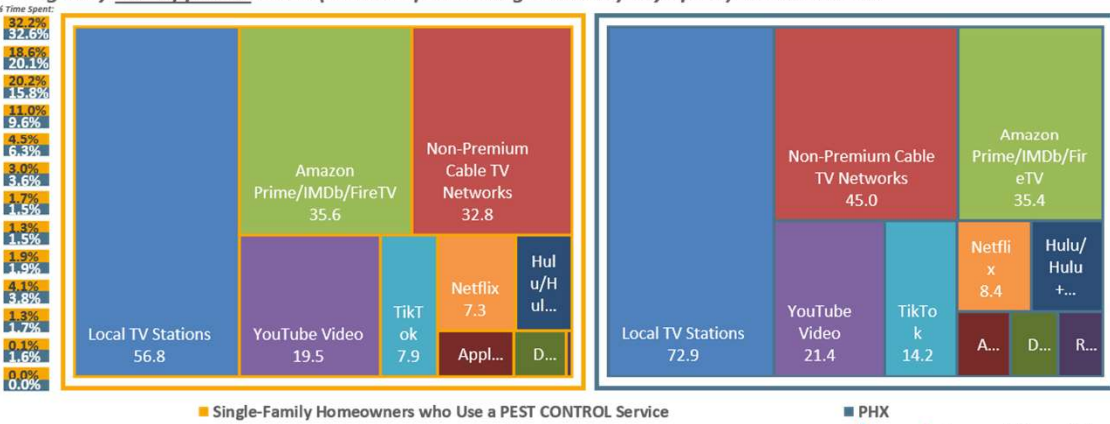
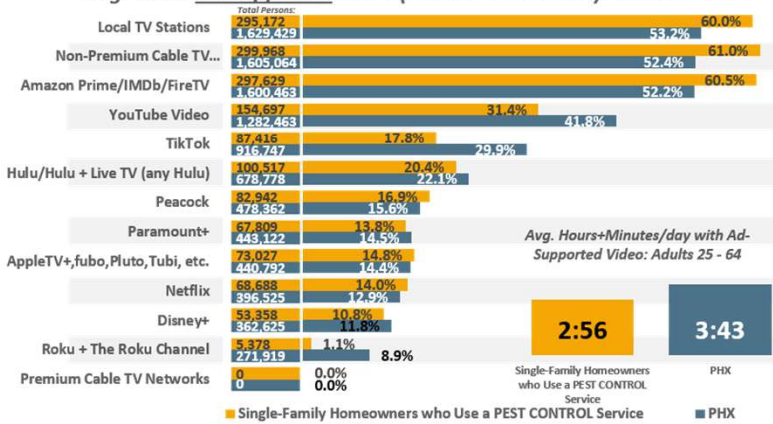
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 428
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

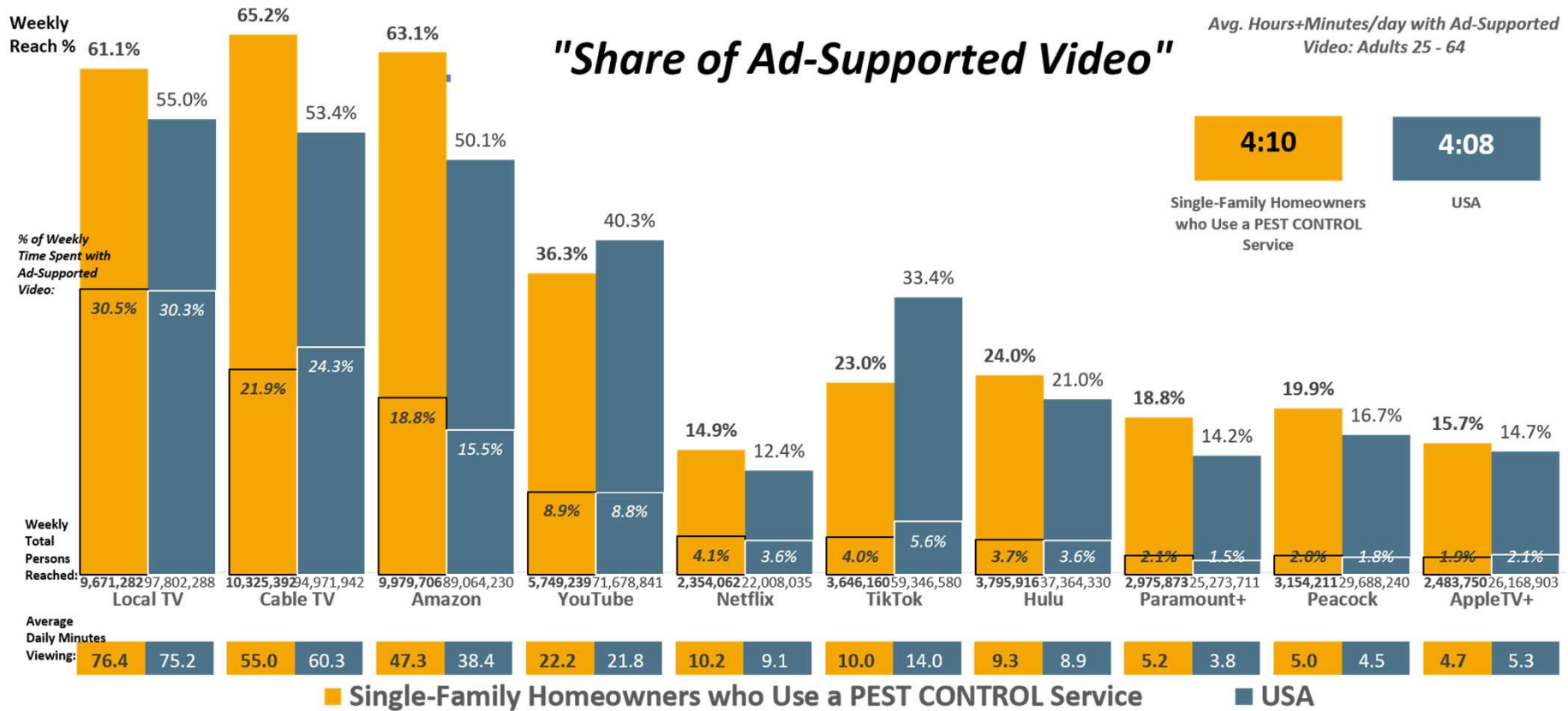
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]



9,671,282 or 61.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations for an average of 76.4 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



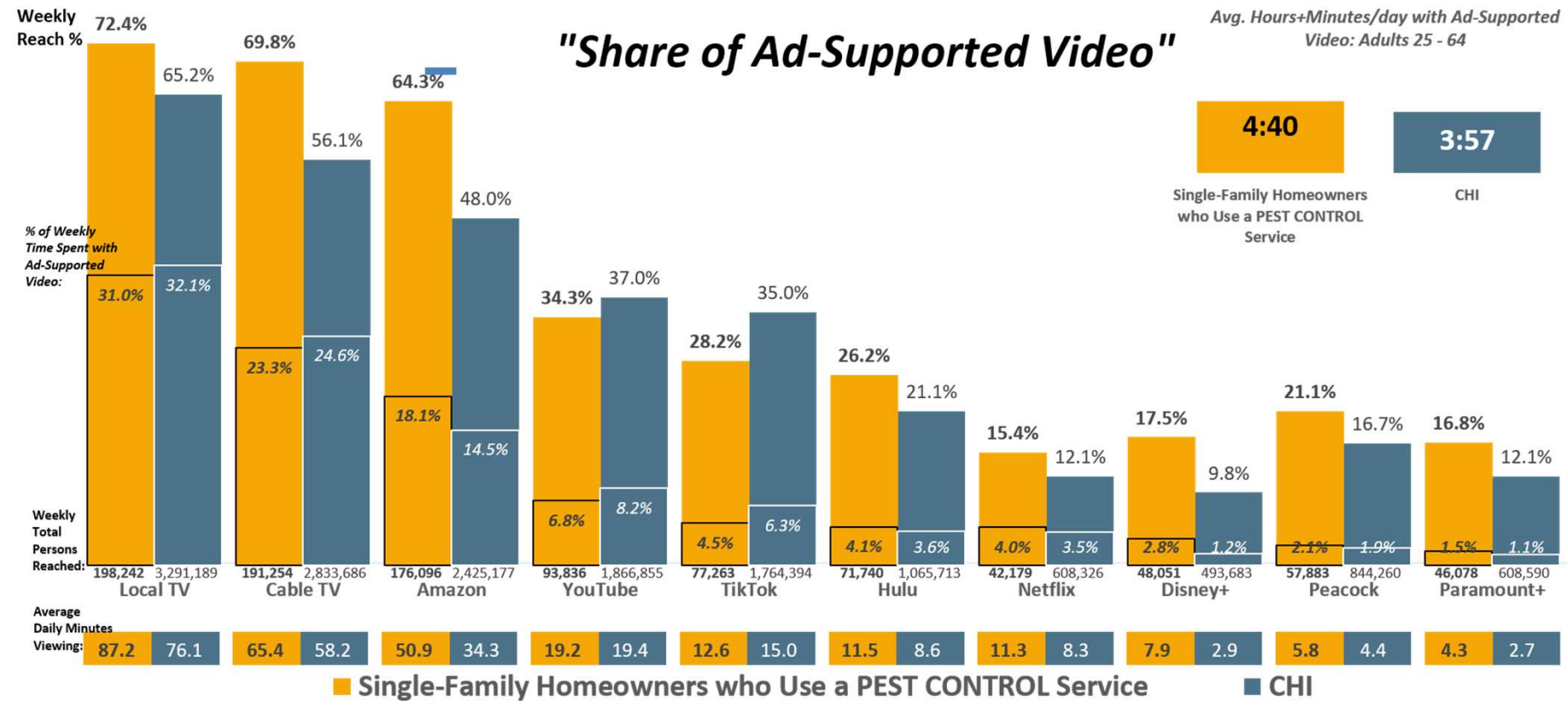
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]



198,242 or 72.4% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations for an average of 87.2 minutes every day representing 31.0% of all time spent daily with Ad-Supported Video.



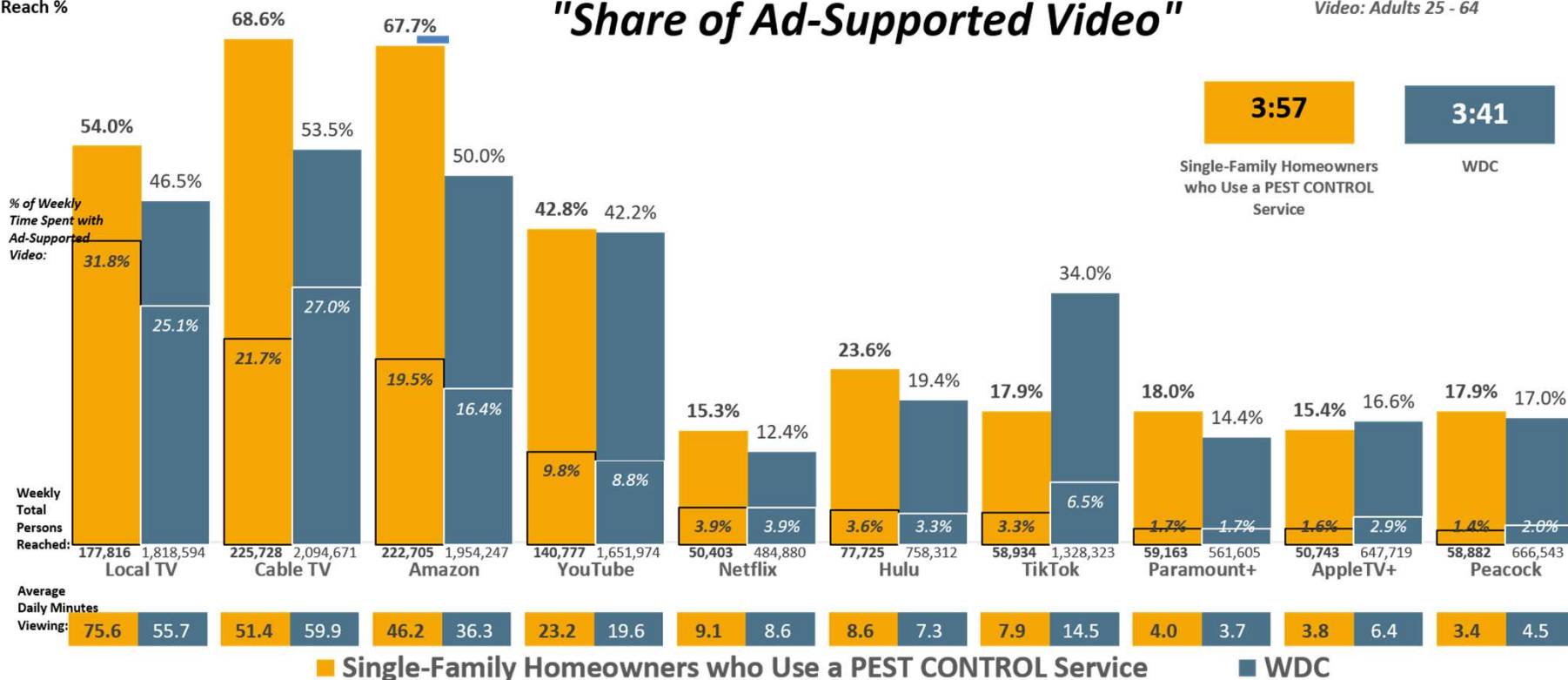


177,816 or 54.0% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations for an average of 75.6 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 25 - 64



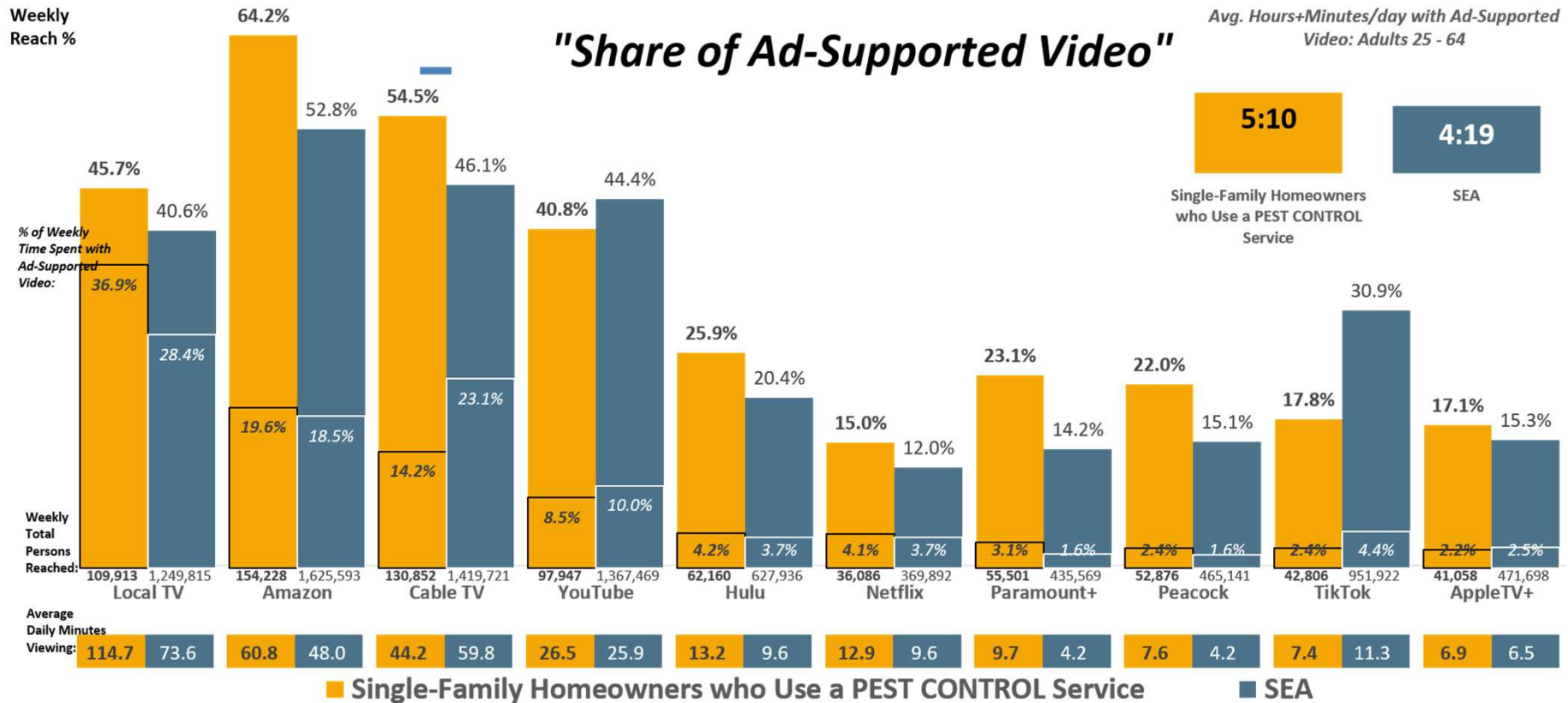
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 569 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything
for Anything

[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]



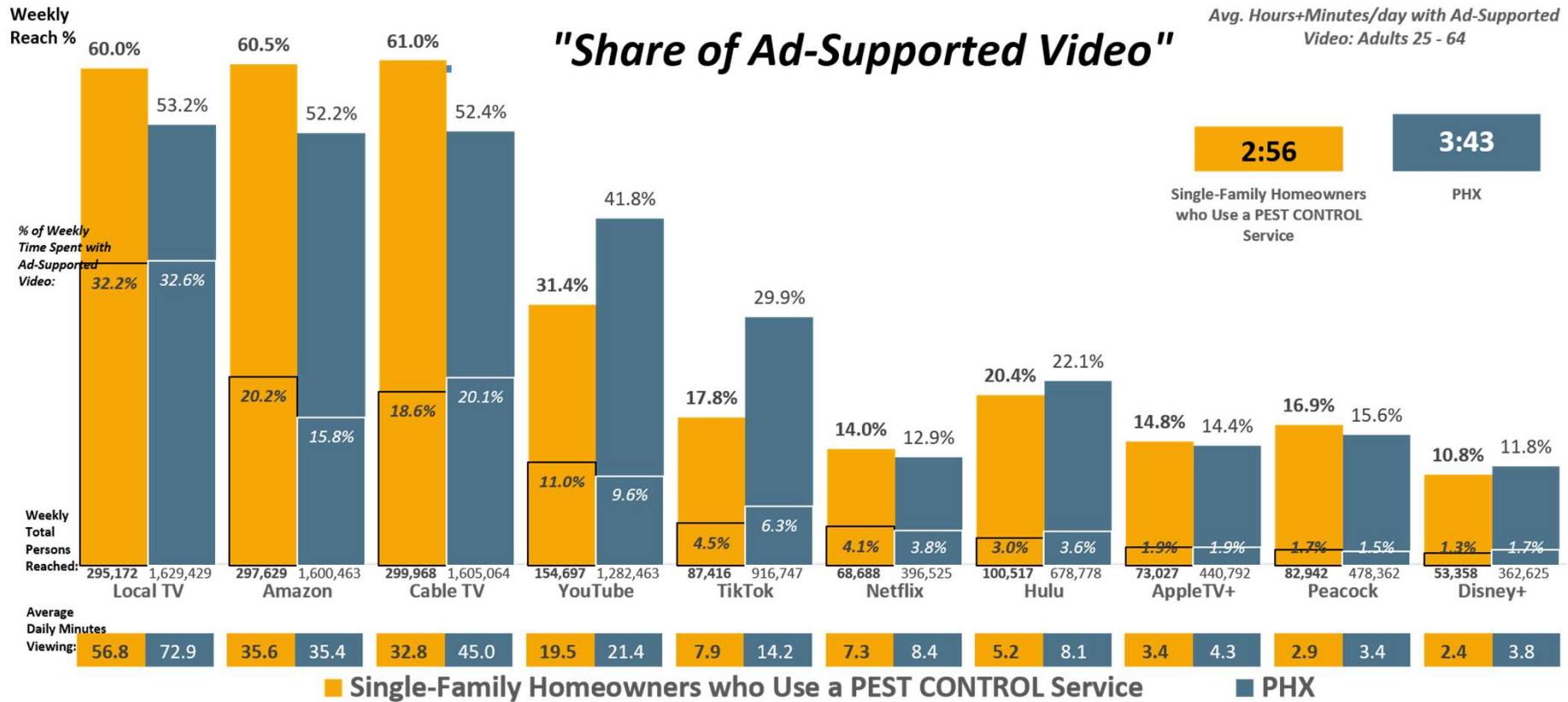
109,913 or 45.7% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations for an average of 114.7 minutes every day representing 36.9% of all time spent daily with Ad-Supported Video.





295,172 or 60.% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations for an average of 56.8 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

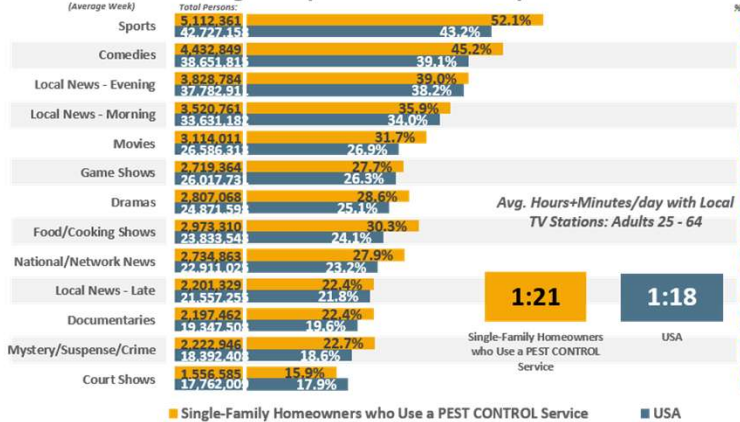
"Share of Ad-Supported Video"



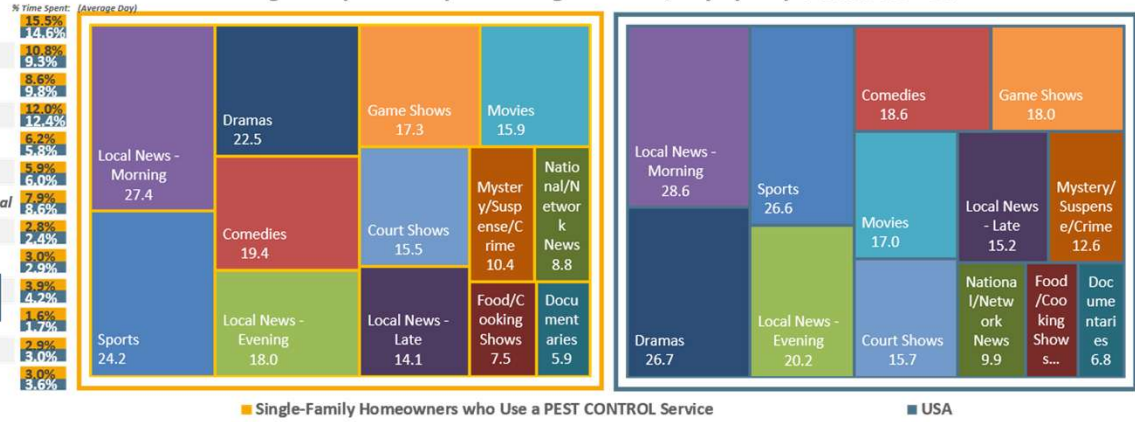


9,671,282 or 61.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Dramas.

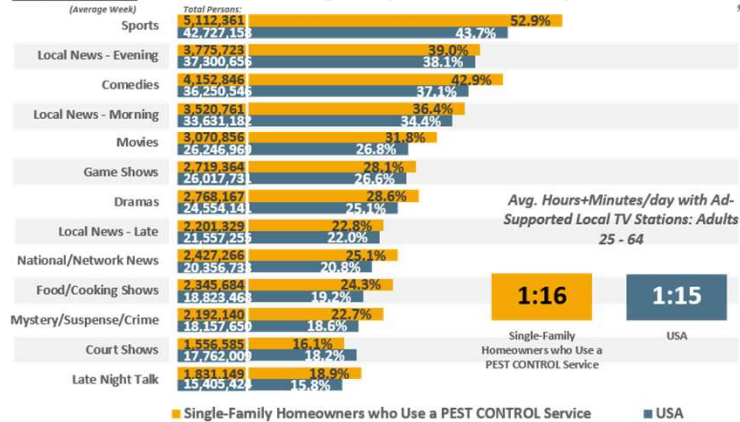
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



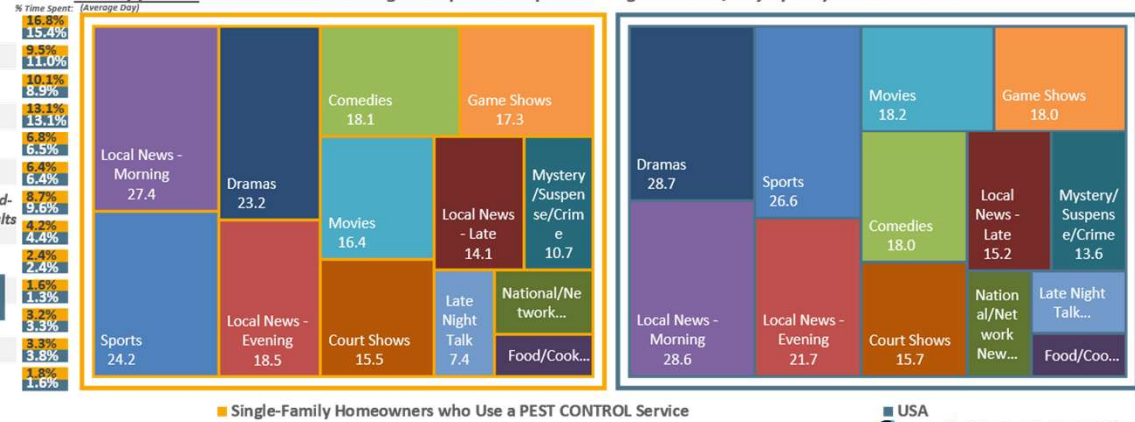
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

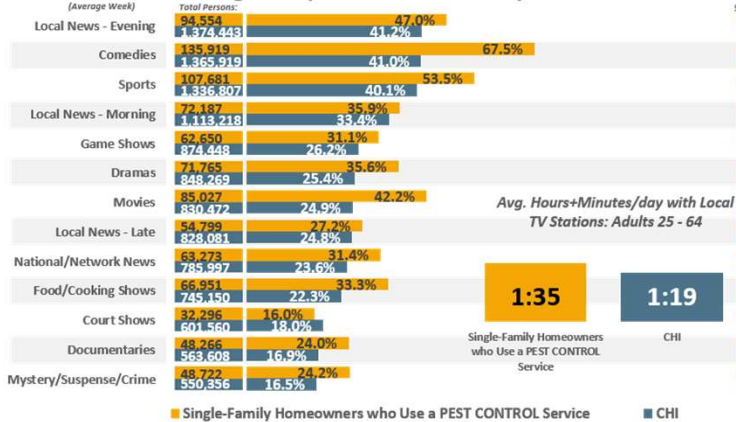
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]

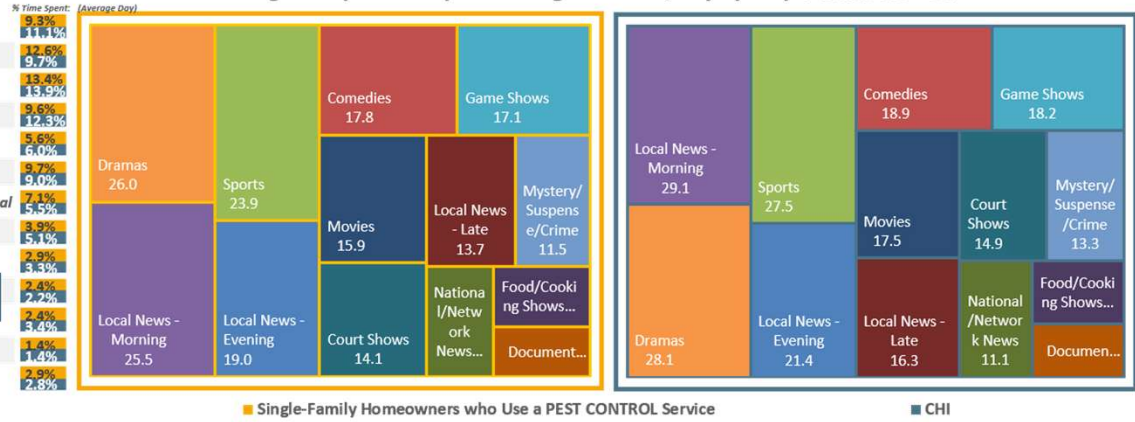


198,242 or 72.4% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Movies, Local News - Morning, and Dramas.

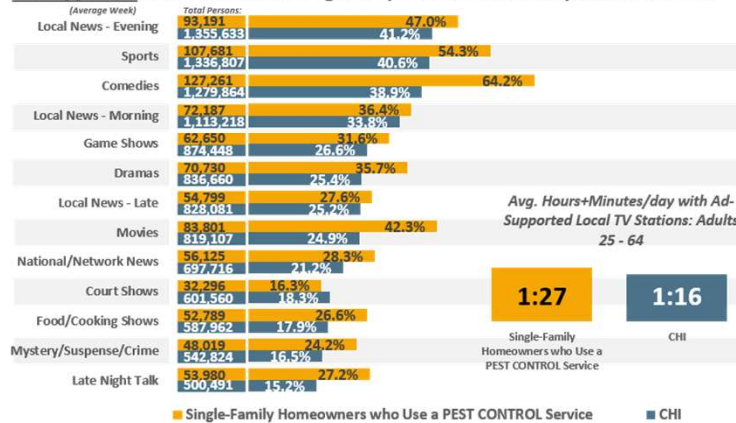
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



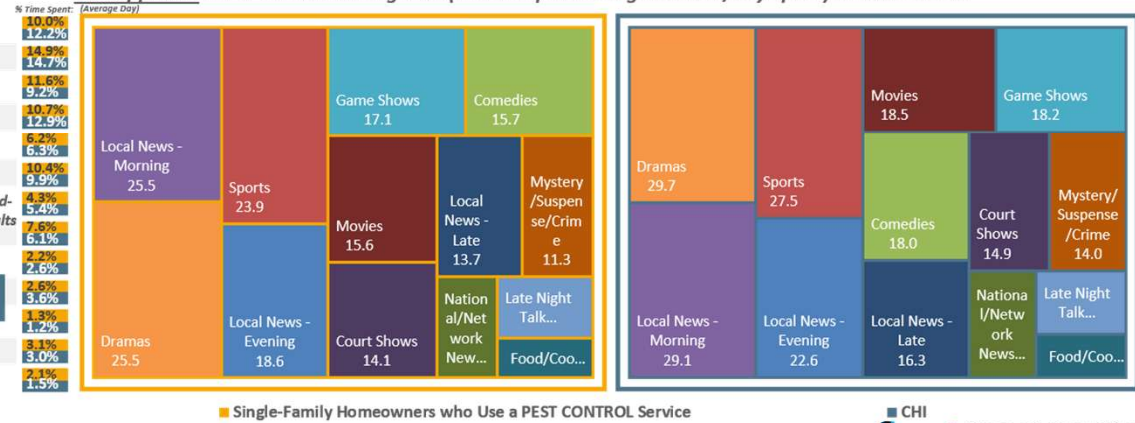
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



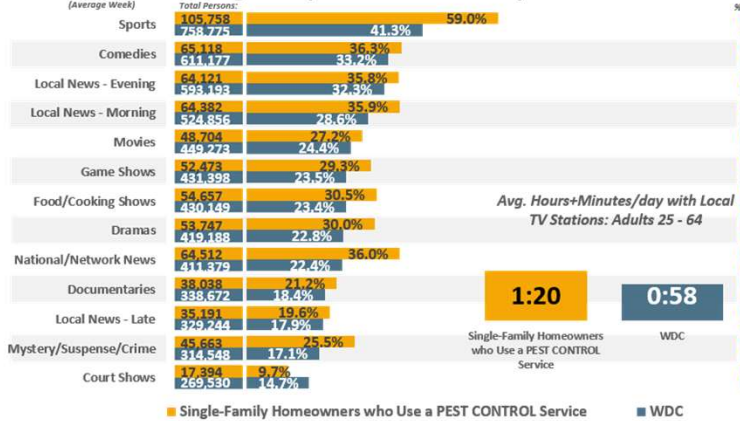
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



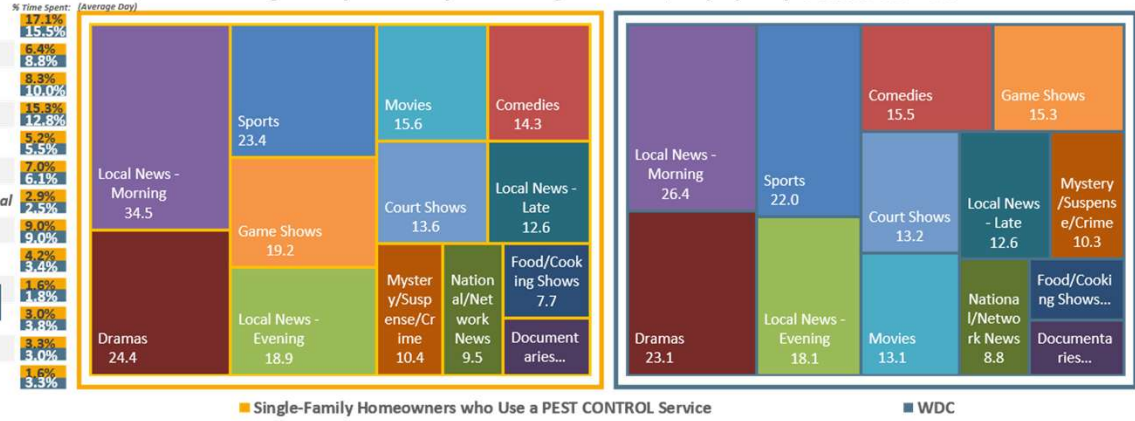


177,816 or 54.% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, National/Network News, and Dramas.

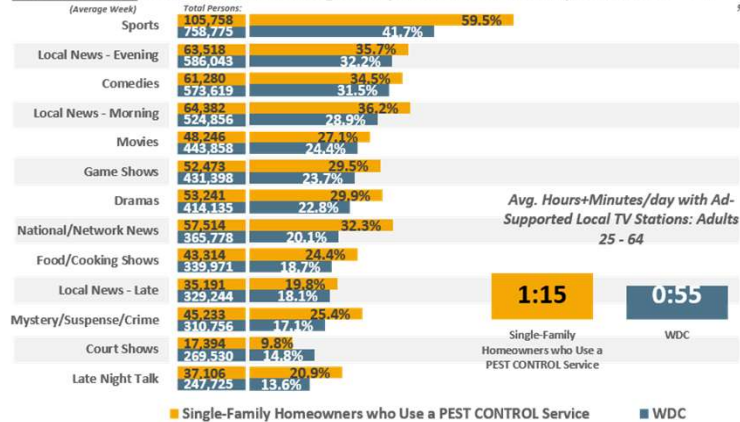
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



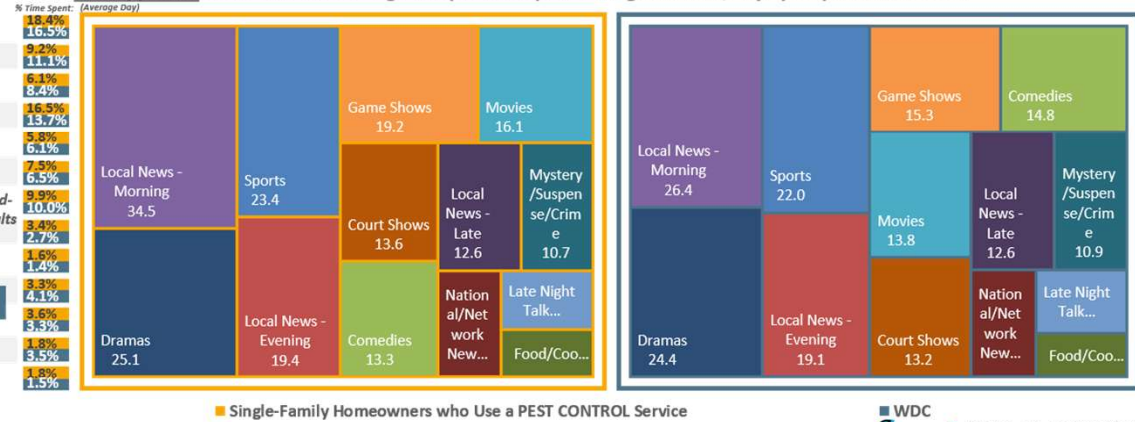
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 569
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

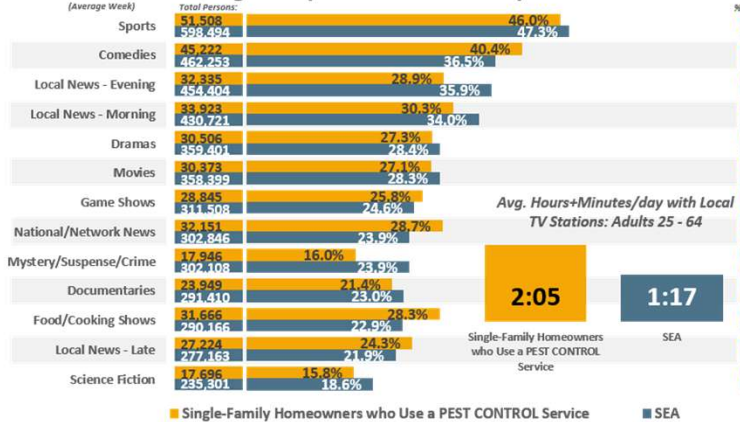
soefa.ai Share of Everything for Anything

[[([Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)) AND Items/services household currently has (HHL): Pest control service]]

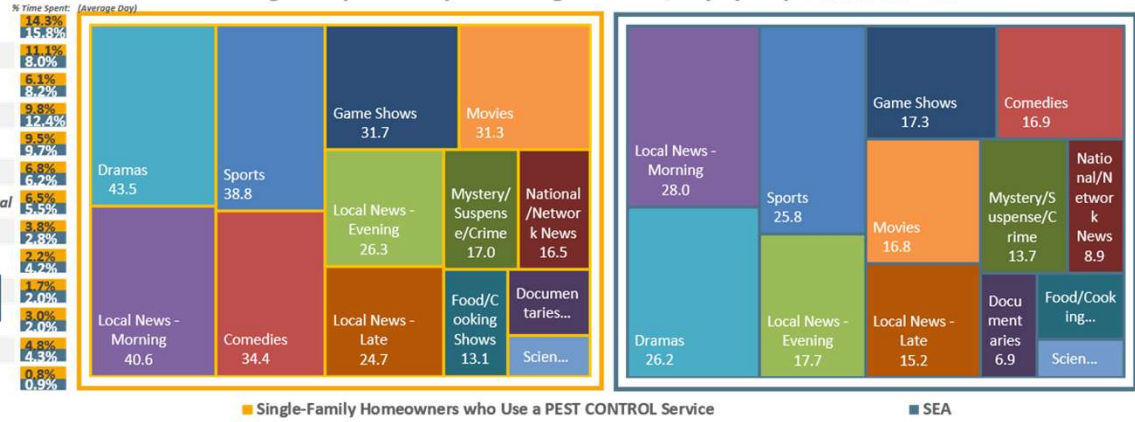


109,913 or 45.7% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Dramas, and Movies.

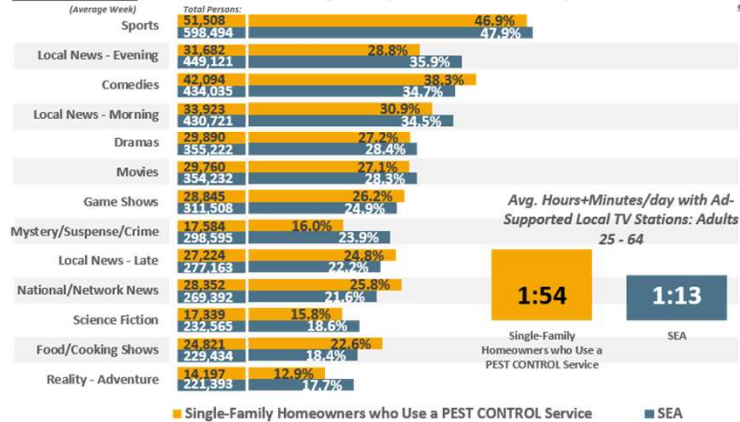
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



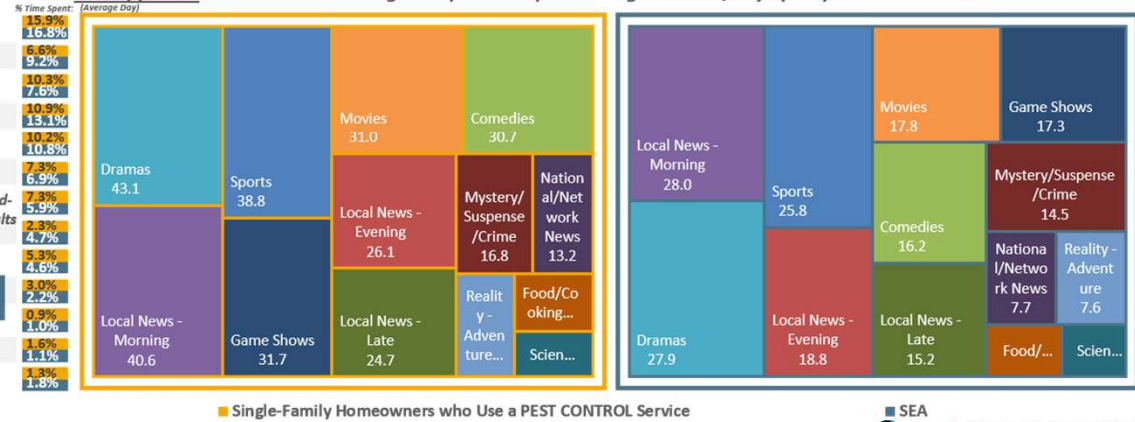
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



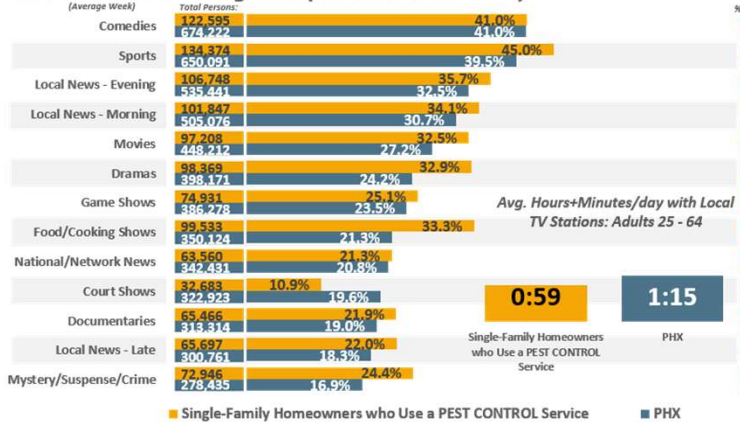
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



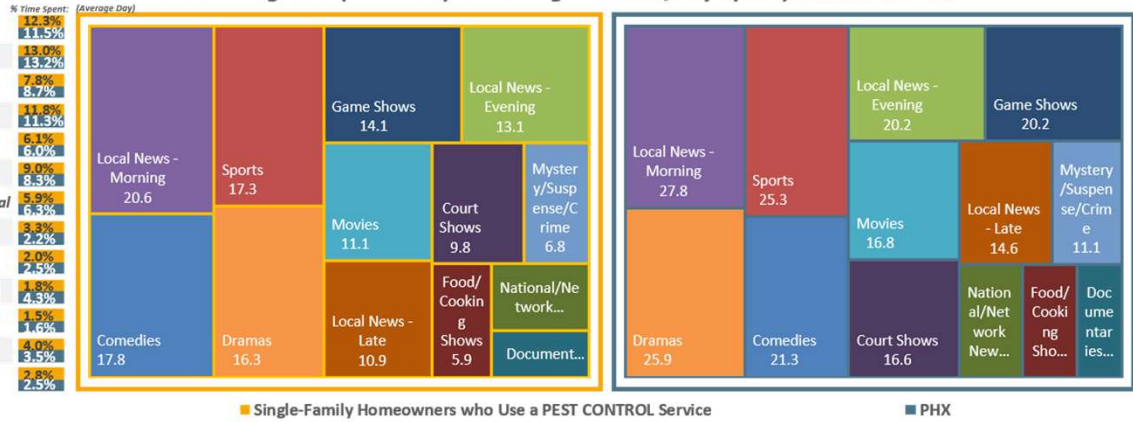


295,172 or 60.% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Dramas, and Movies.

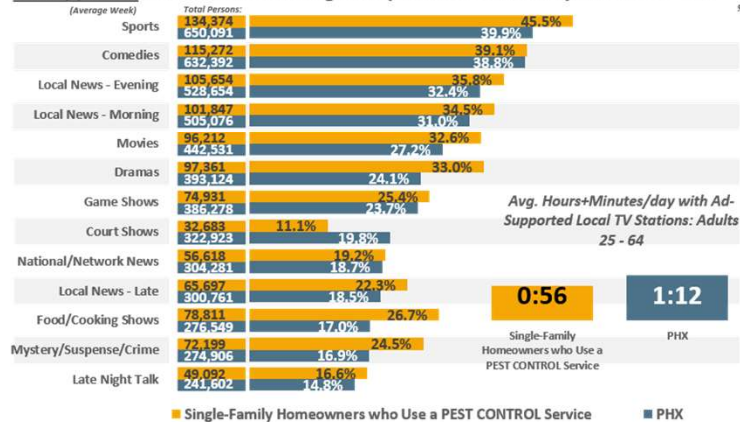
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



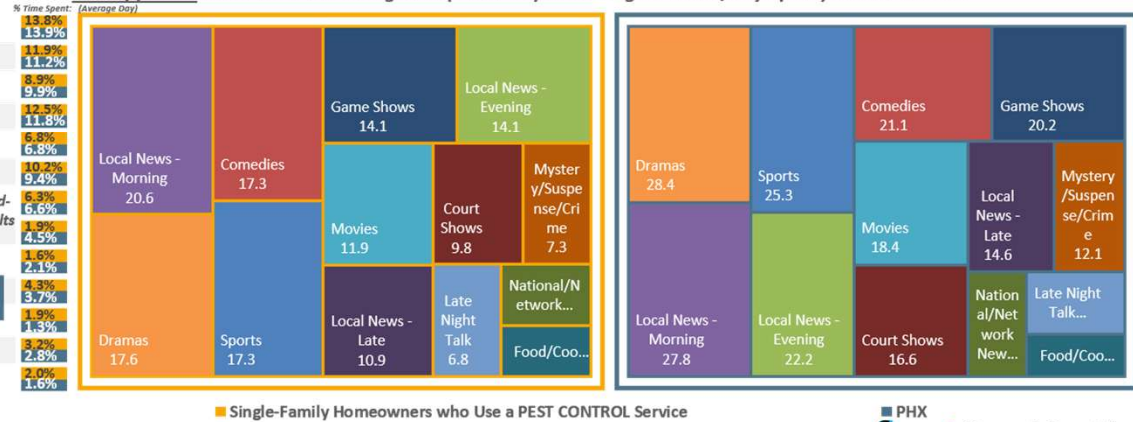
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



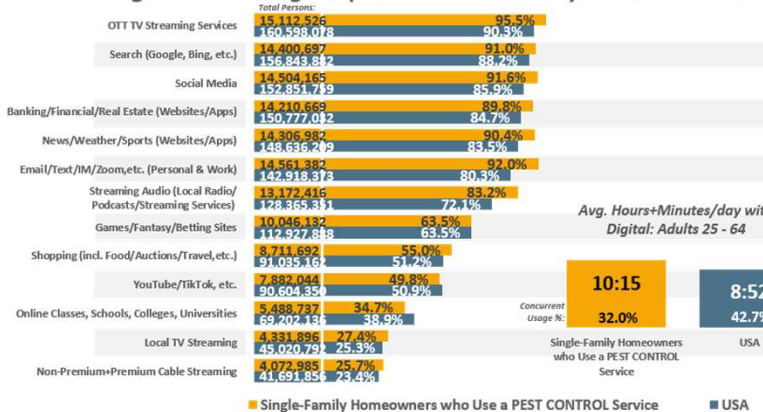
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



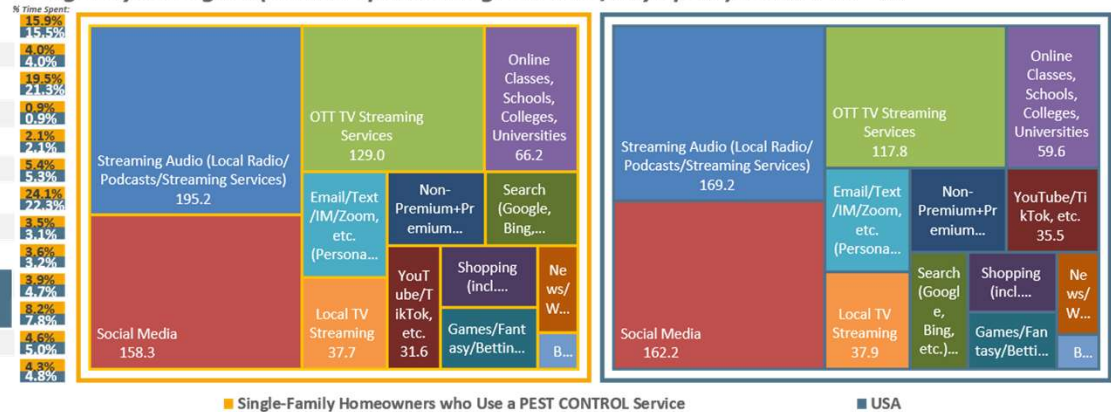


13,049,020 or 82.4% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Social Media for an average of 145.7 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

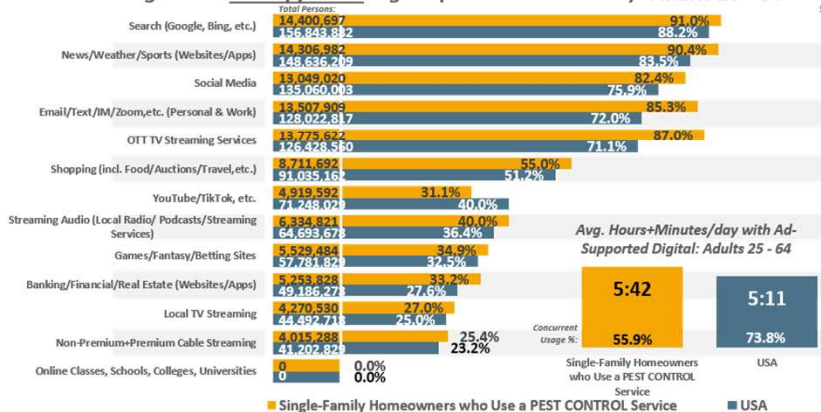
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



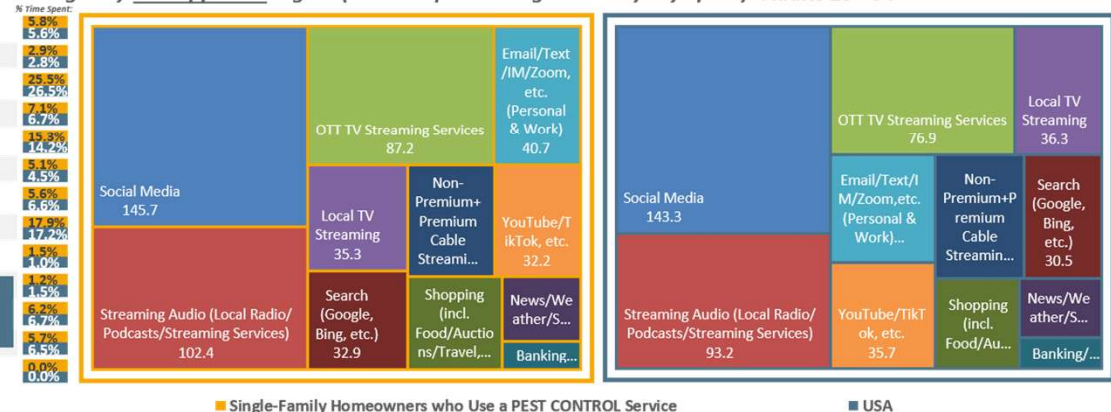
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

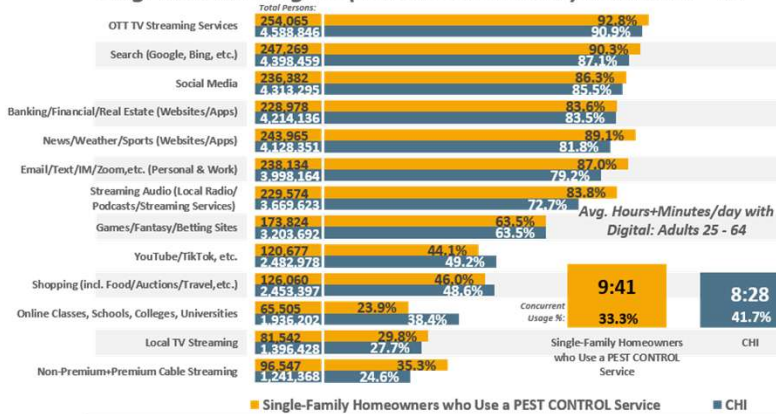
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]

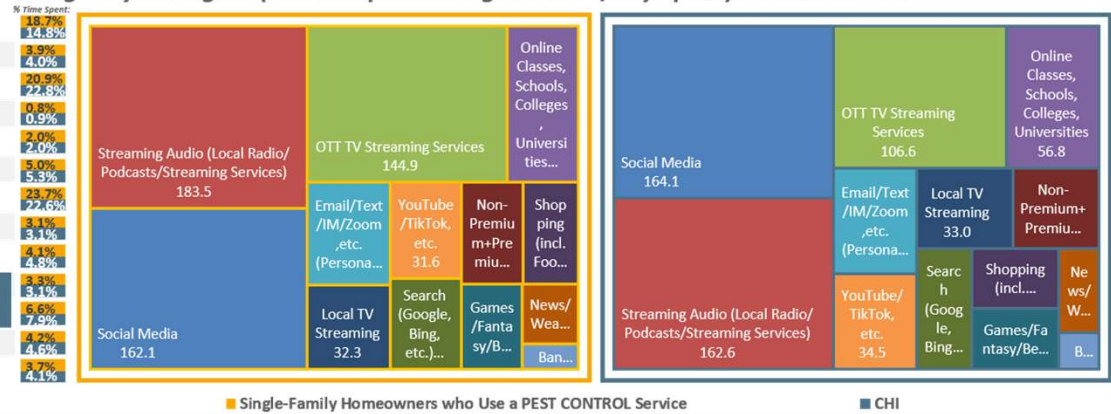


221,161 or 80.8% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Social Media for an average of 149.1 minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

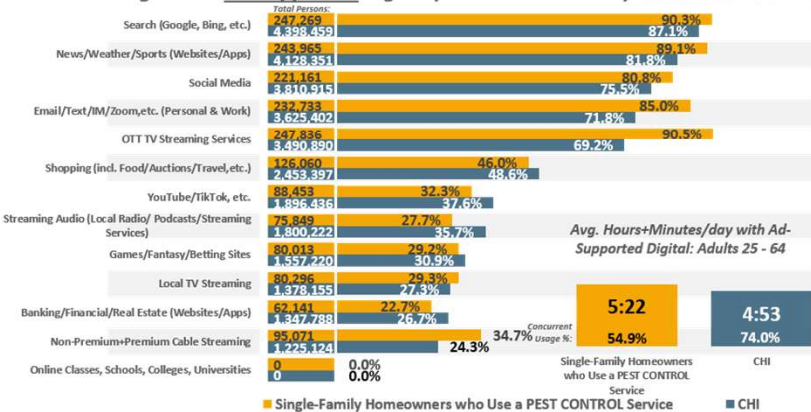
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



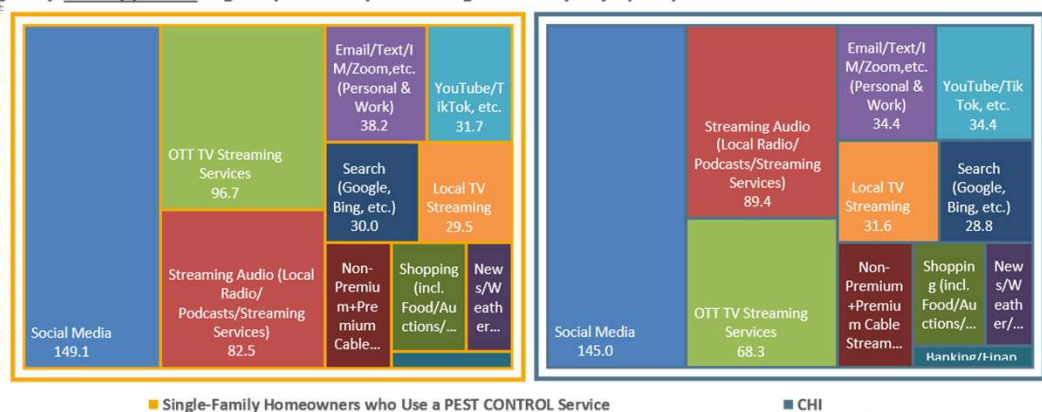
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



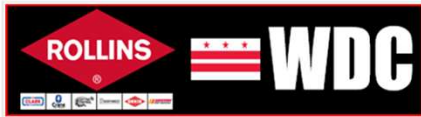
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 229
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

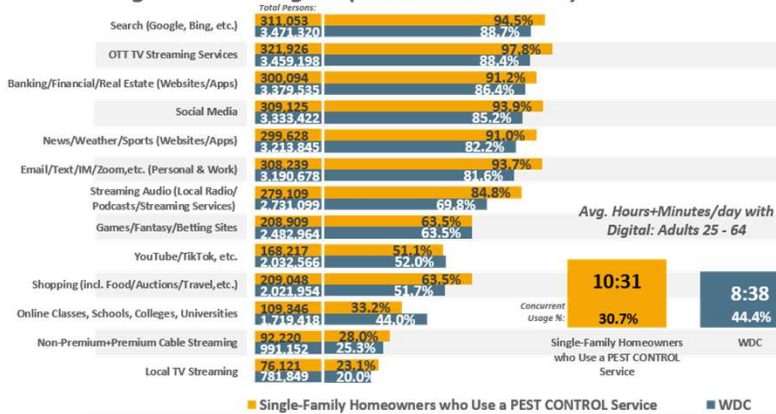
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]

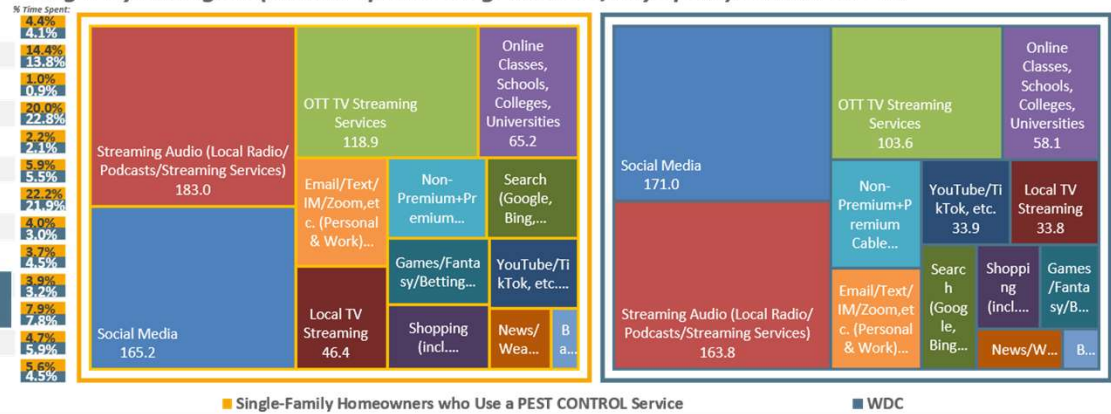


274,511 or 83.4% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Social Media for an average of 152. minutes every day representing 26.% of all time spent daily with Ad-Supported Digital Media.

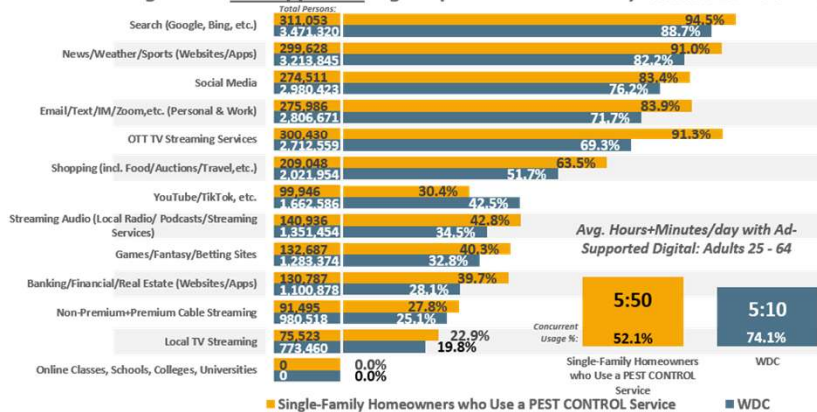
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



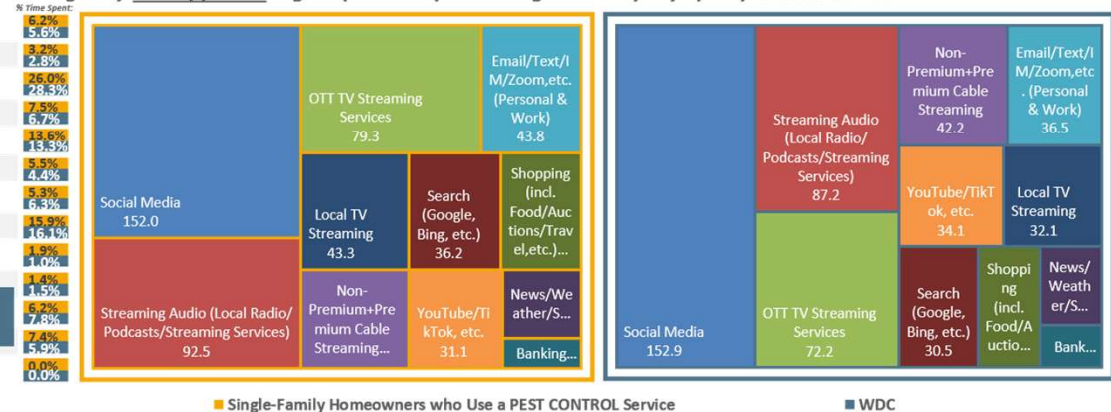
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 569
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

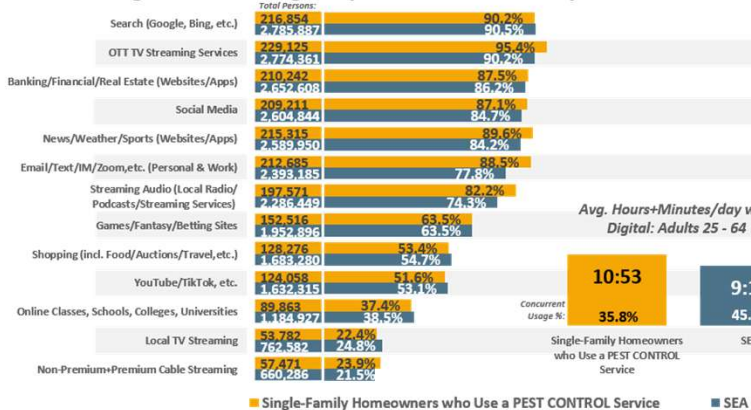
soefa.ai Share of Everything for Anything

(((Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)) AND Items/services household currently has (HHL): Pest control service))

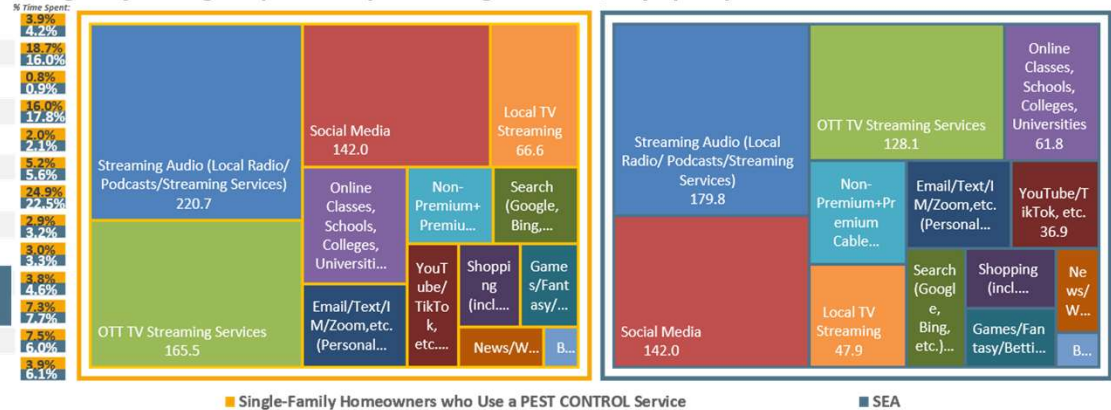


174,878 or 72.8% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Social Media for an average of 130.6 minutes every day representing 21.3% of all time spent daily with Ad-Supported Digital Media.

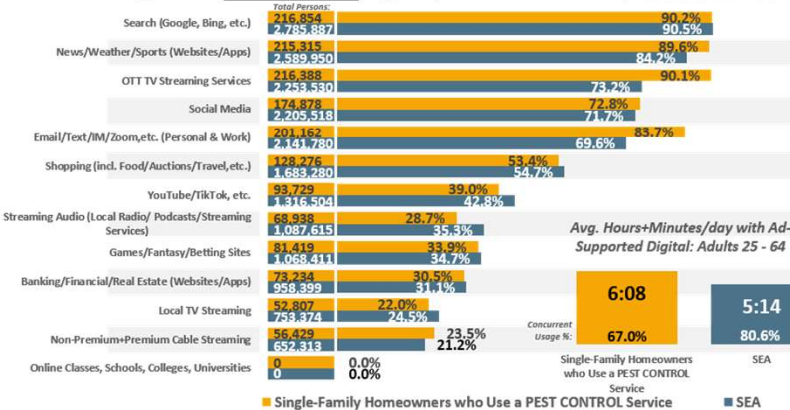
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



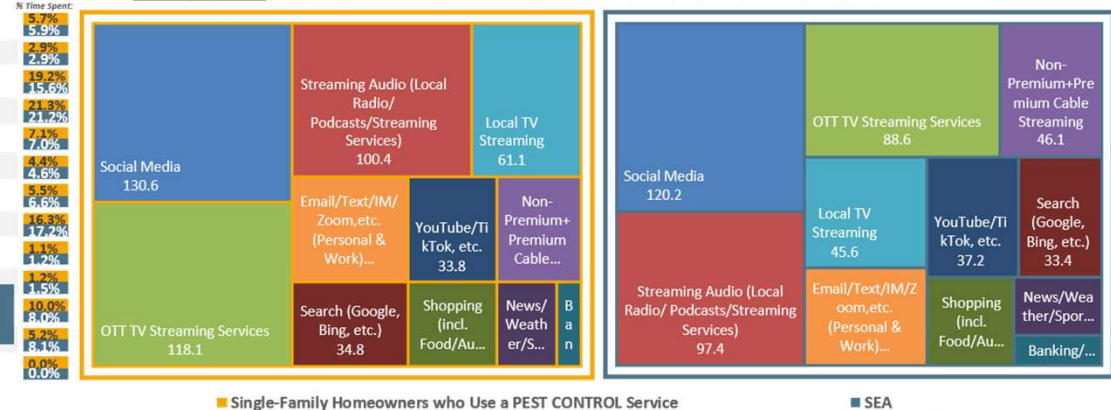
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 378
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

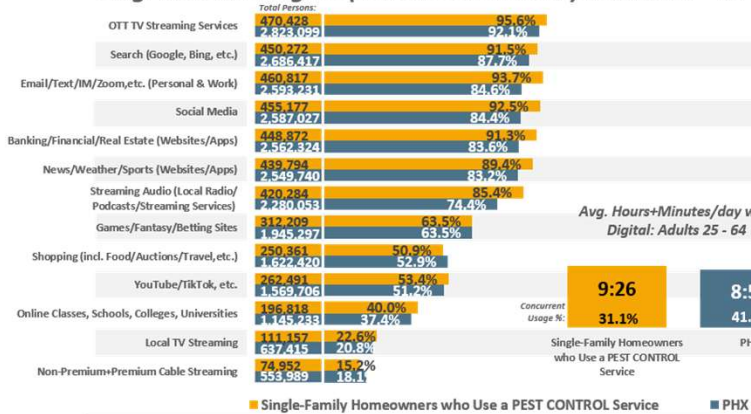
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]

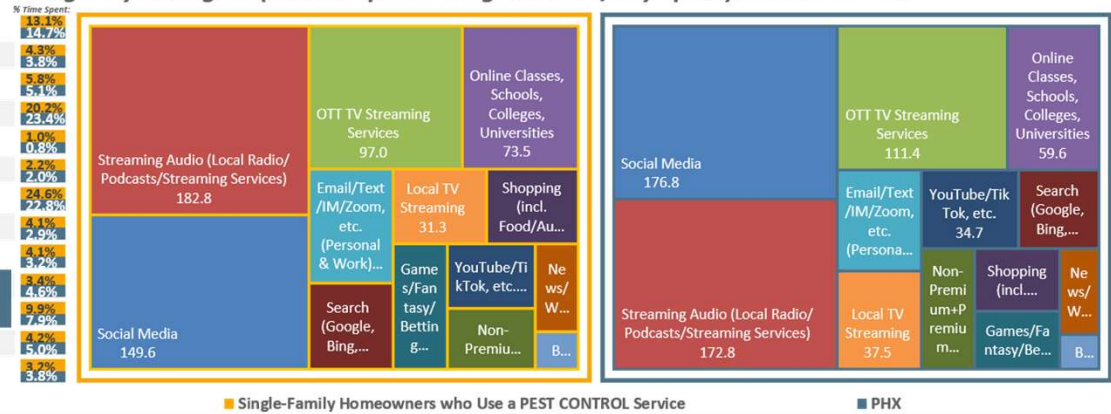


421,467 or 85.7% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Social Media for an average of 137.7 minutes every day representing 27.% of all time spent daily with Ad-Supported Digital Media.

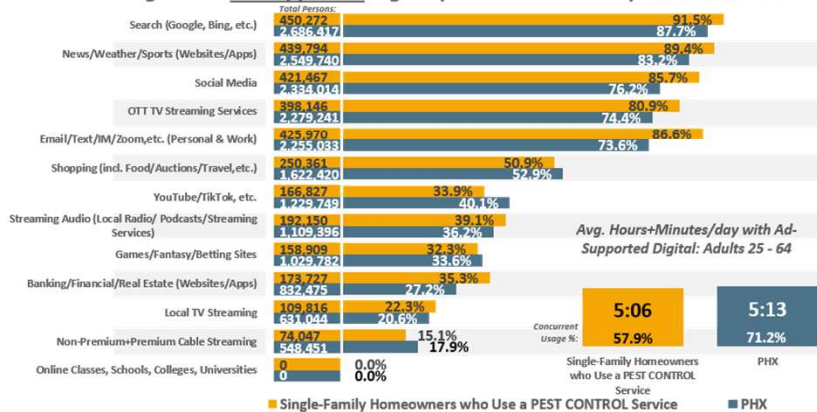
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



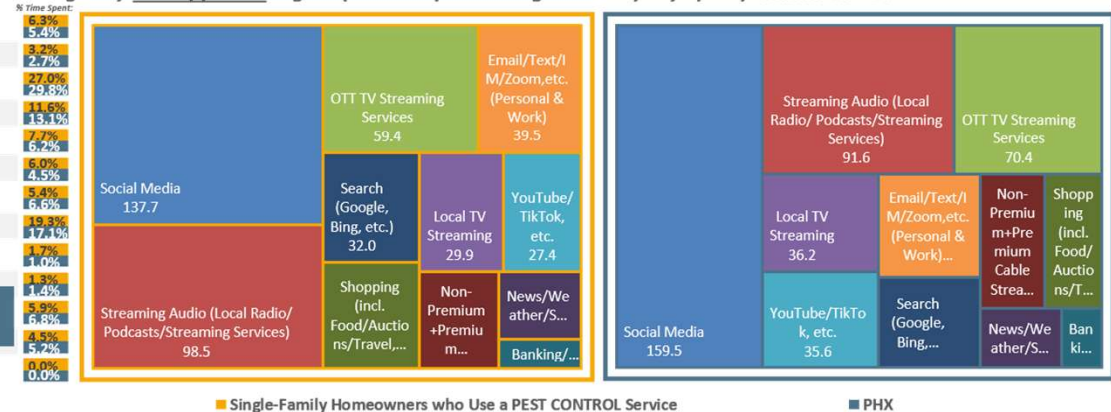
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 428
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

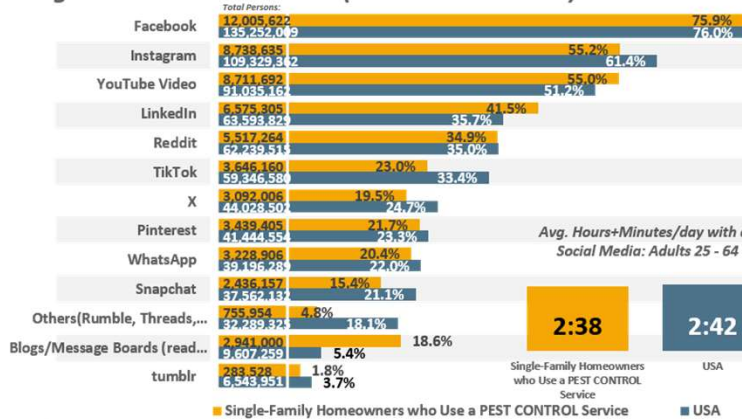
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)] AND Items/services household currently has (HHL): Pest control service]]

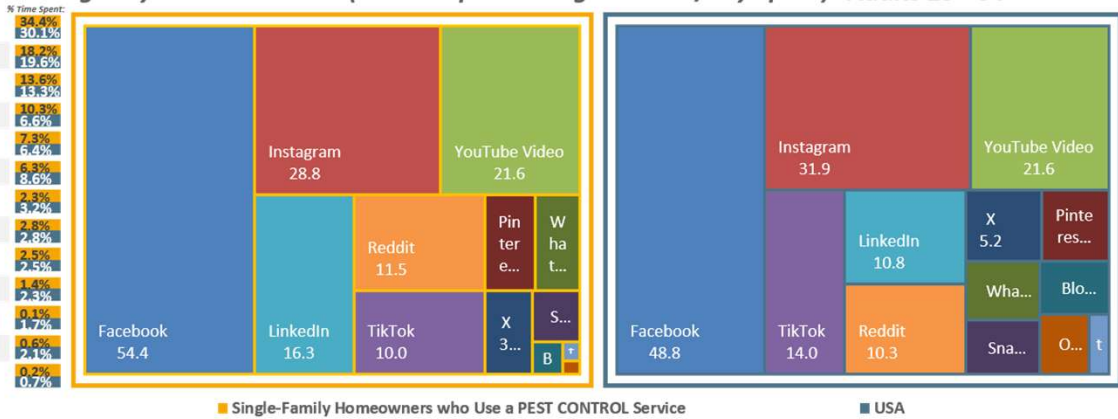


12,005,622 or 75.9% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Facebook for an average of 49.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

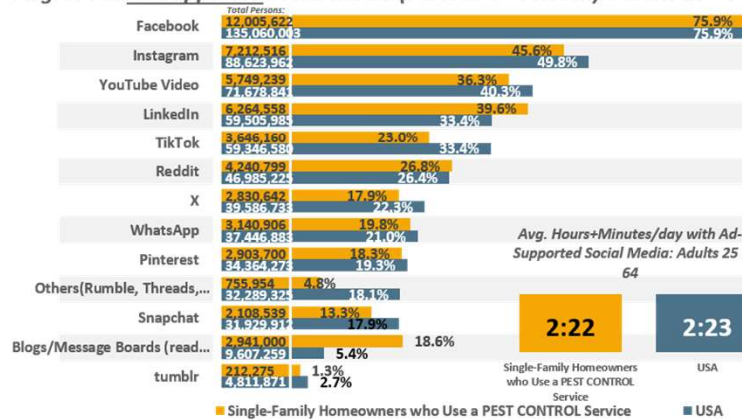
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



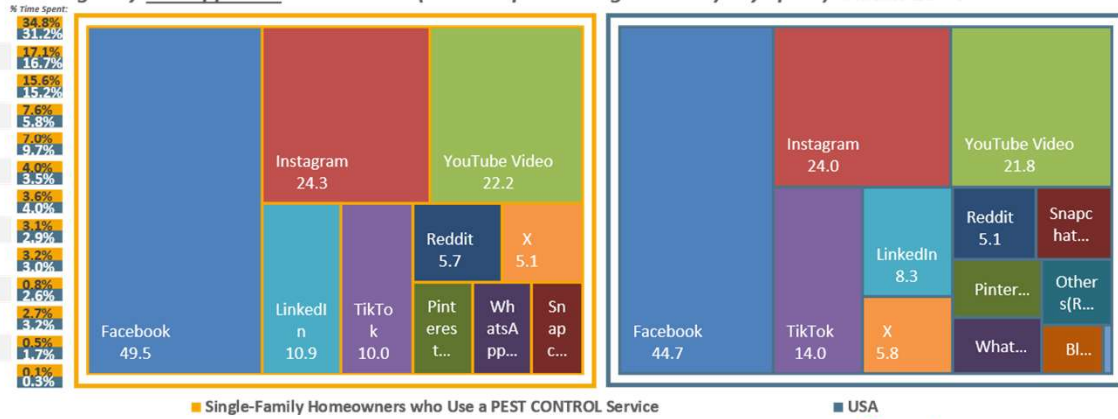
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

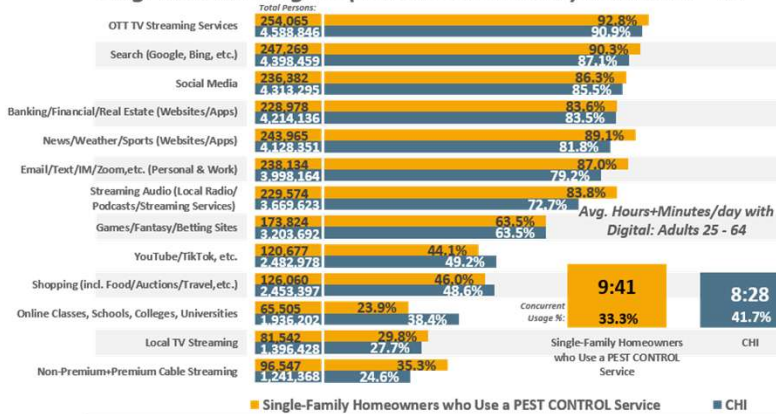
soefa.ai Share of Everything for Anything

[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]

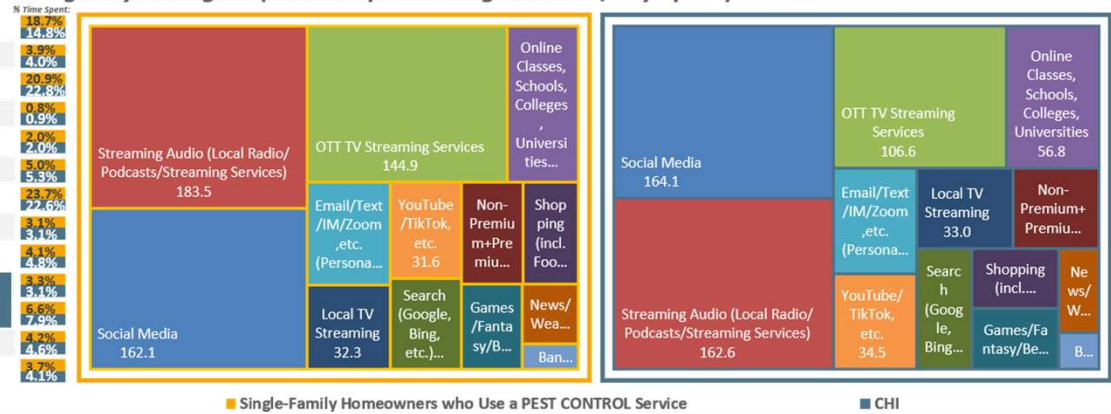


221,161 or 80.8% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Social Media for an average of 149.1 minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

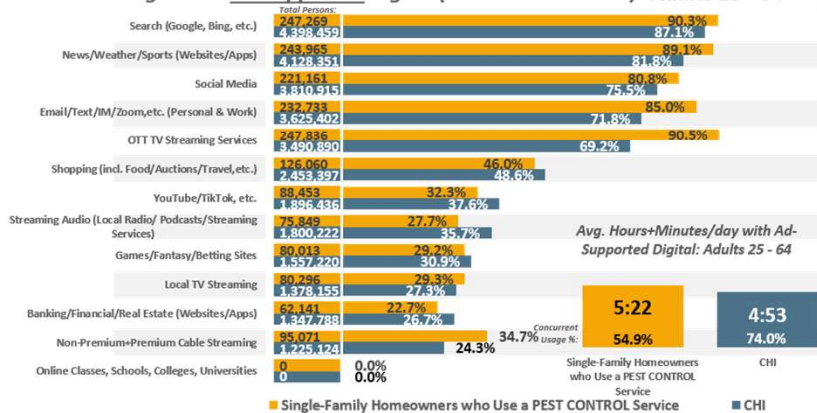
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



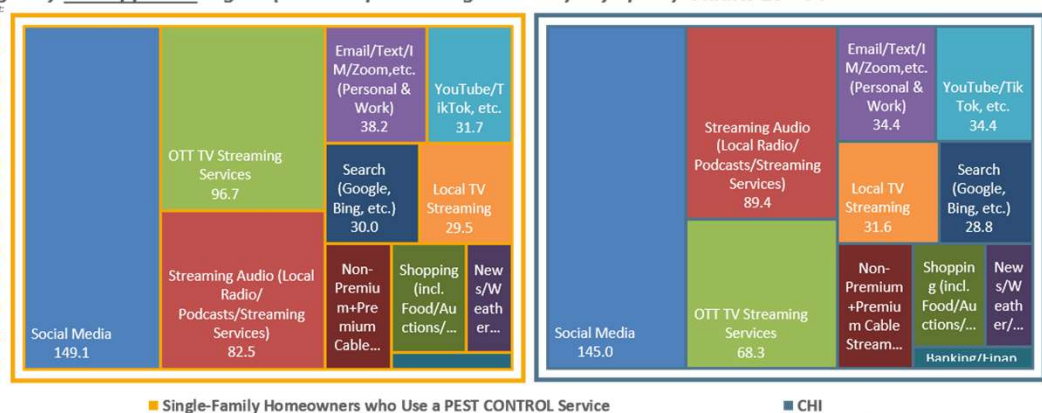
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 229
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

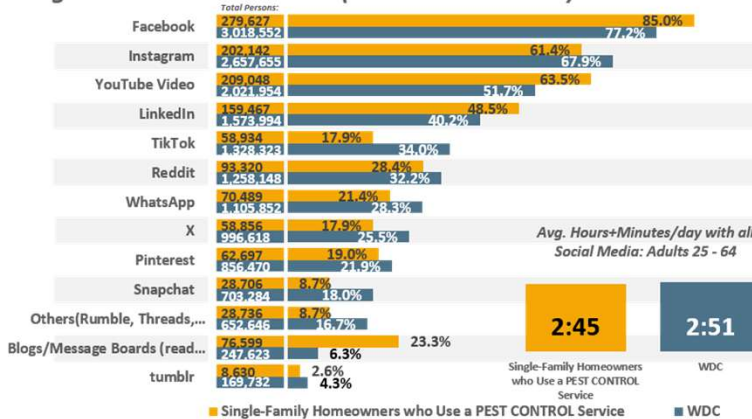
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]

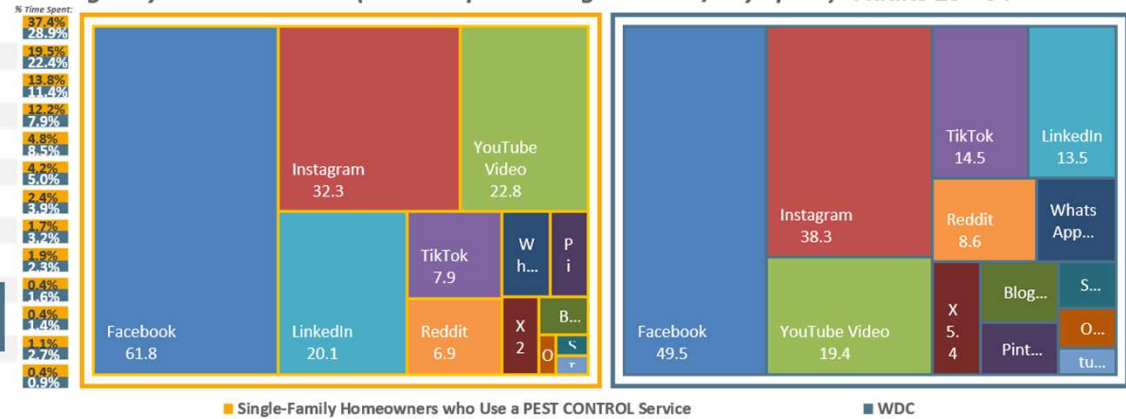


274,511 or 83.4% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Facebook for an average of 53.8 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

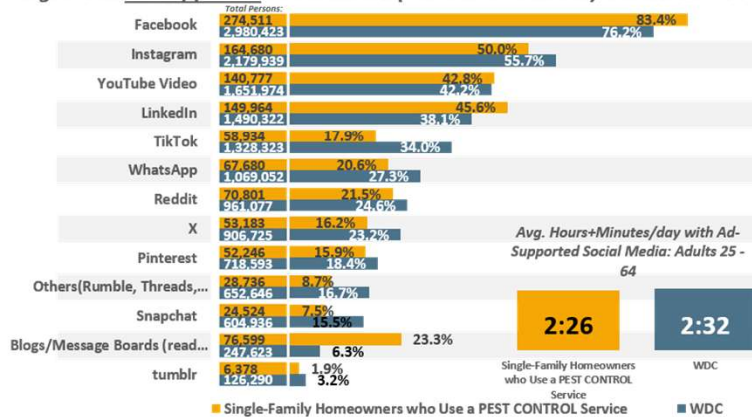
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



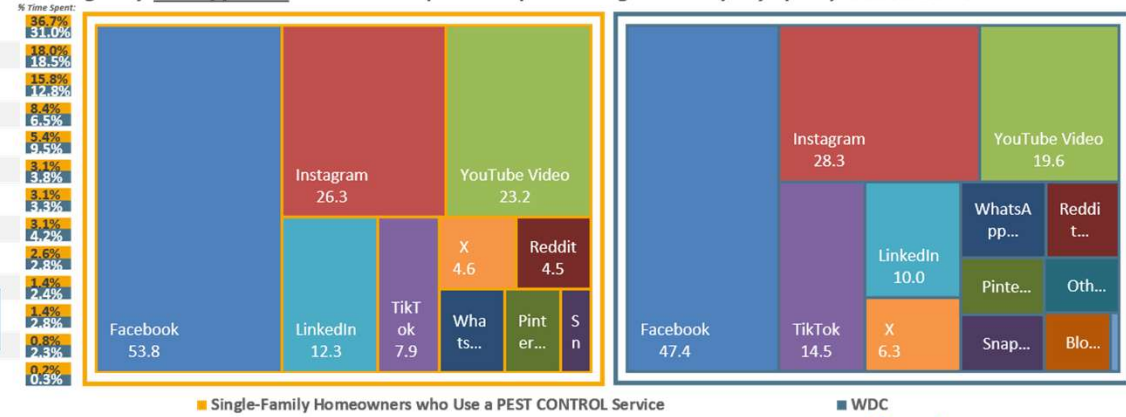
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 569
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

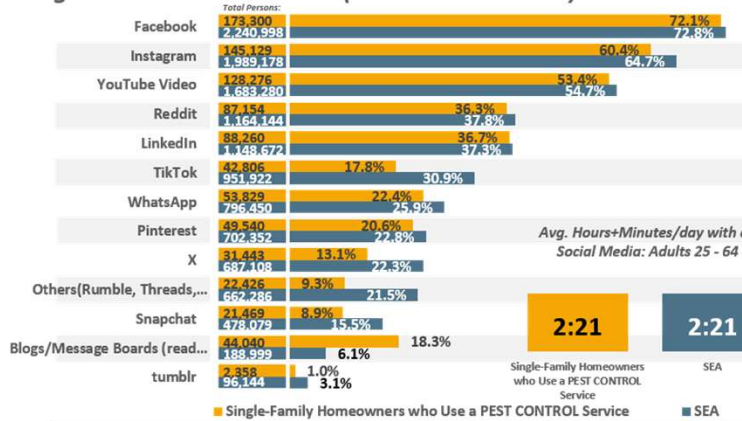
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]

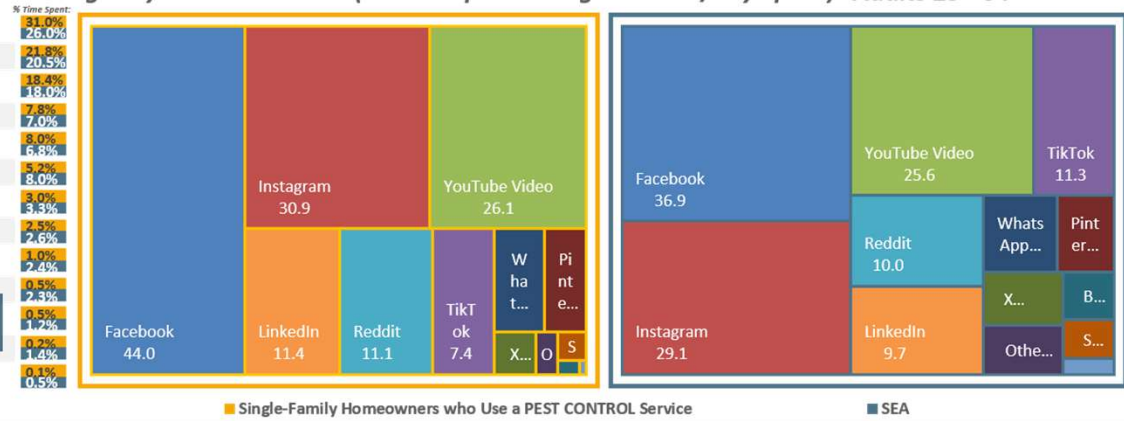


173,300 or 72.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Facebook for an average of 39. minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

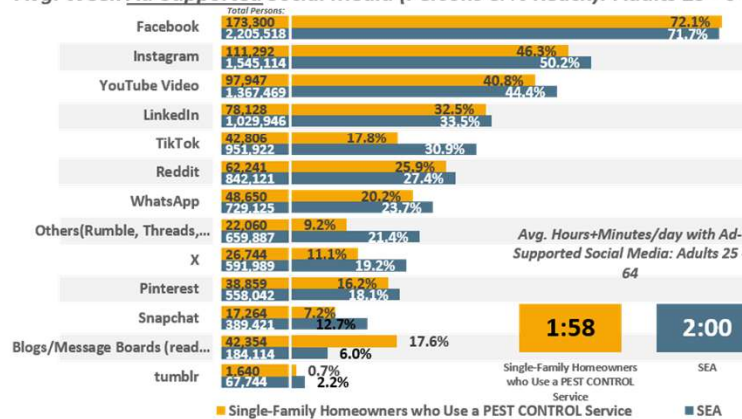
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



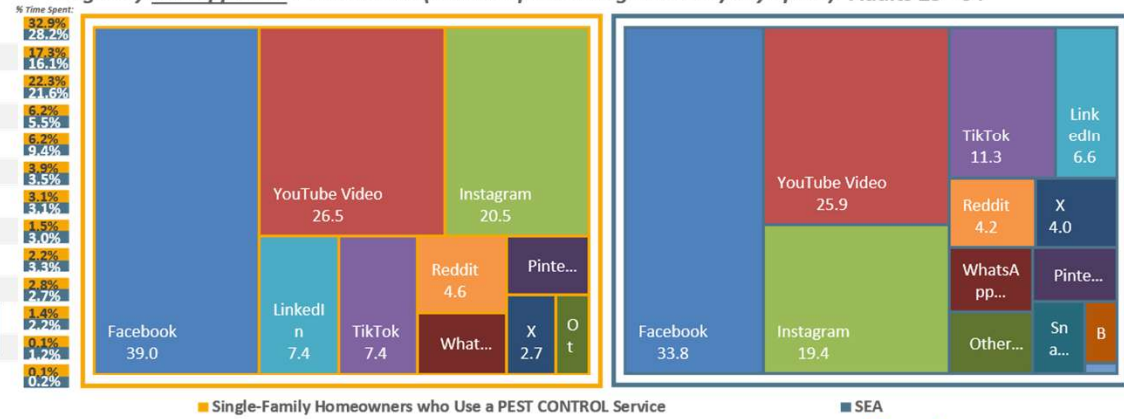
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



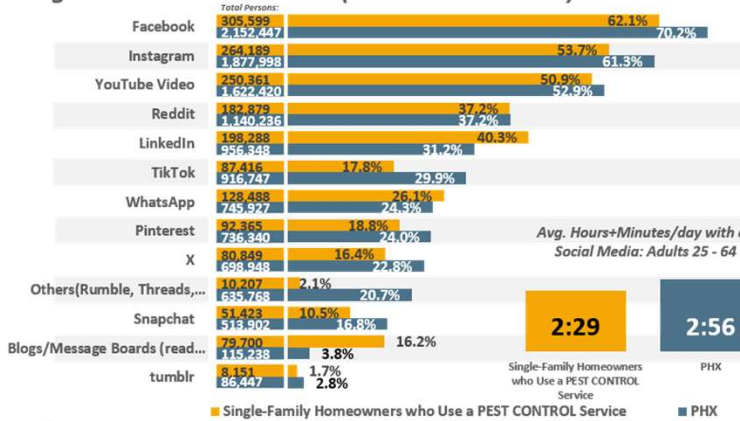
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



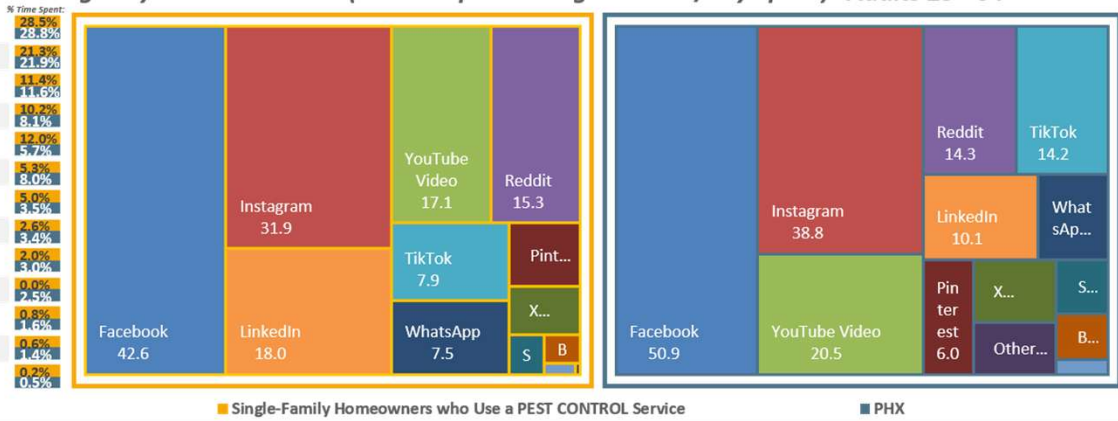


305,599 or 62.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Facebook for an average of 45. minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.

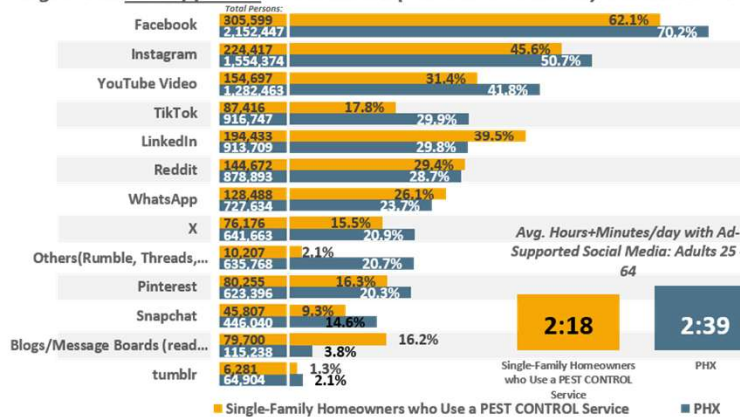
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



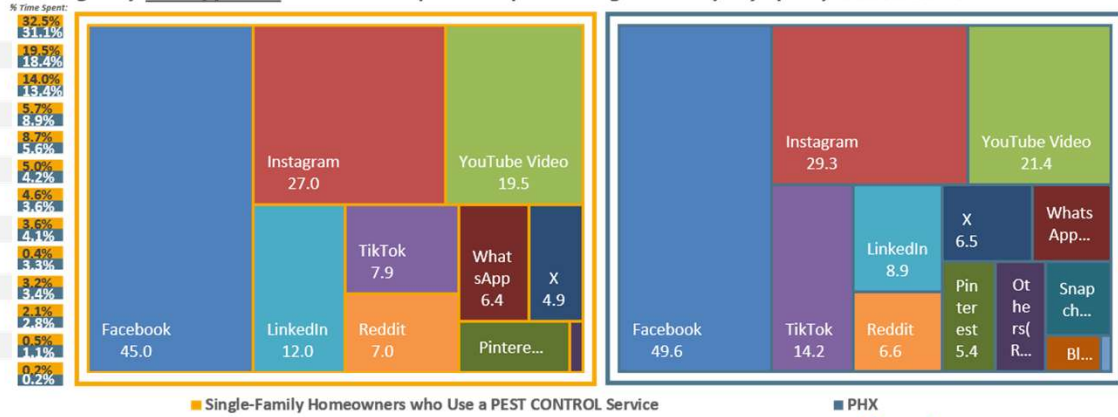
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



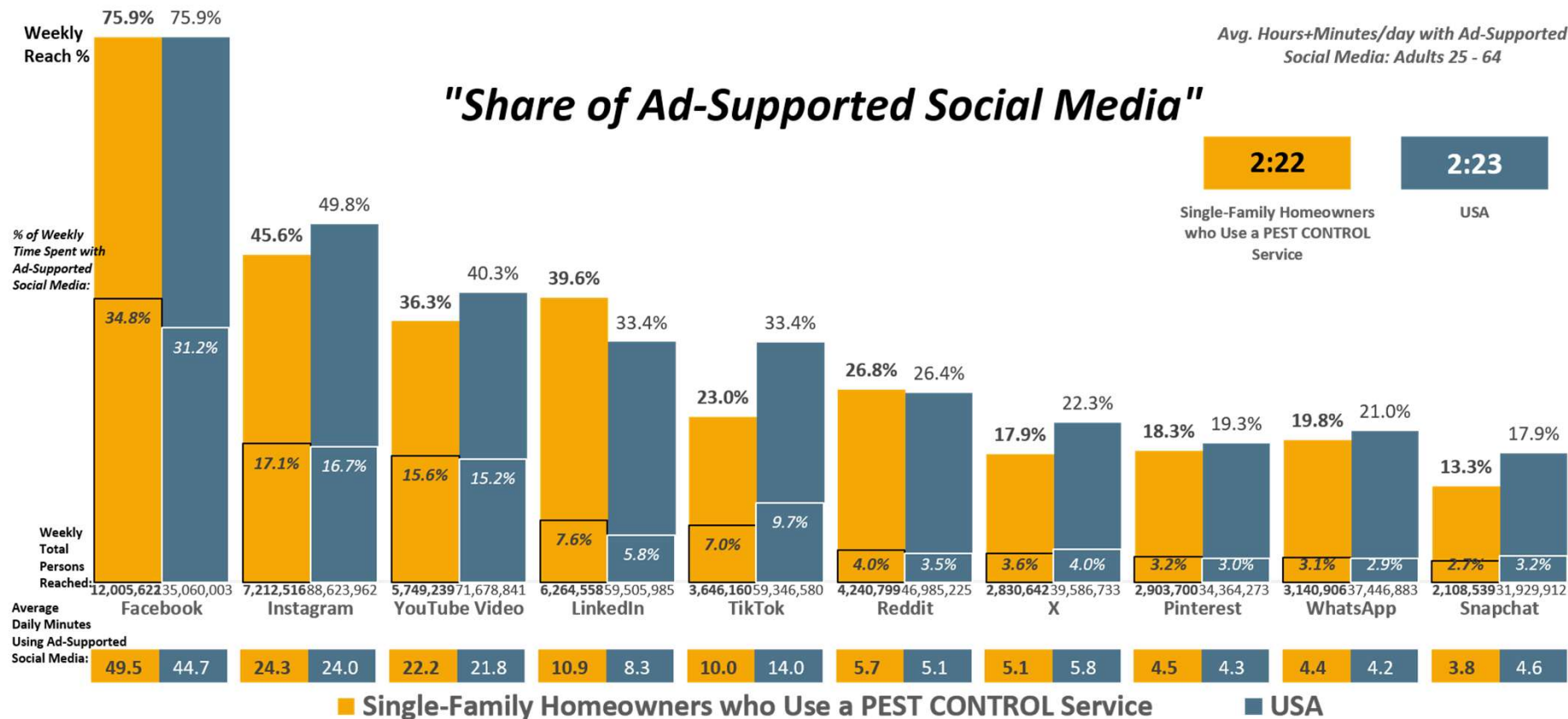
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





12,005,622 or 75.9% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Facebook for an average of 49.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

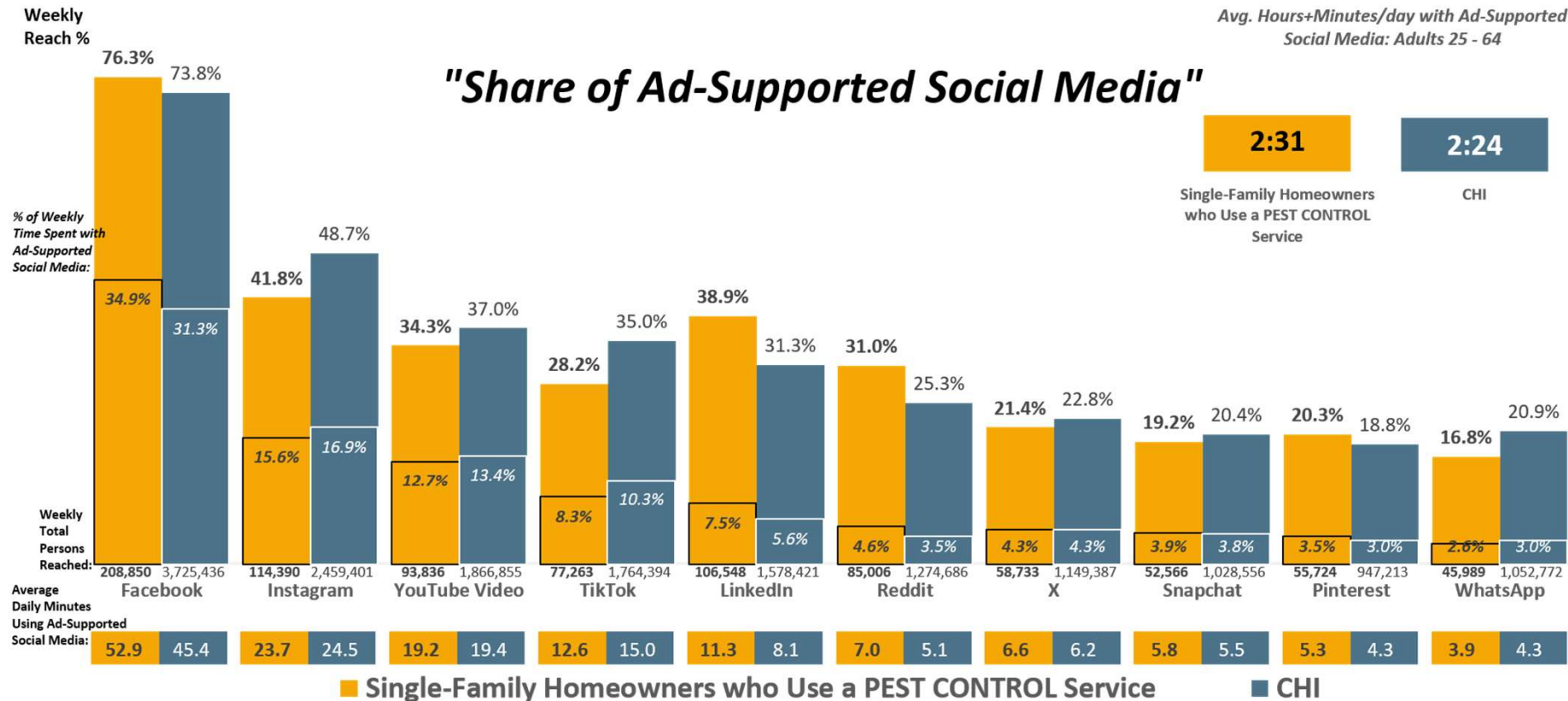
soefa.ai Share of Everything for Anything

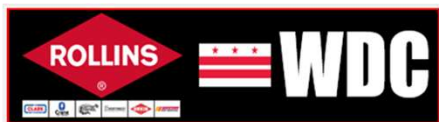
[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]



208,850 or 76.3% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Facebook for an average of 52.9 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

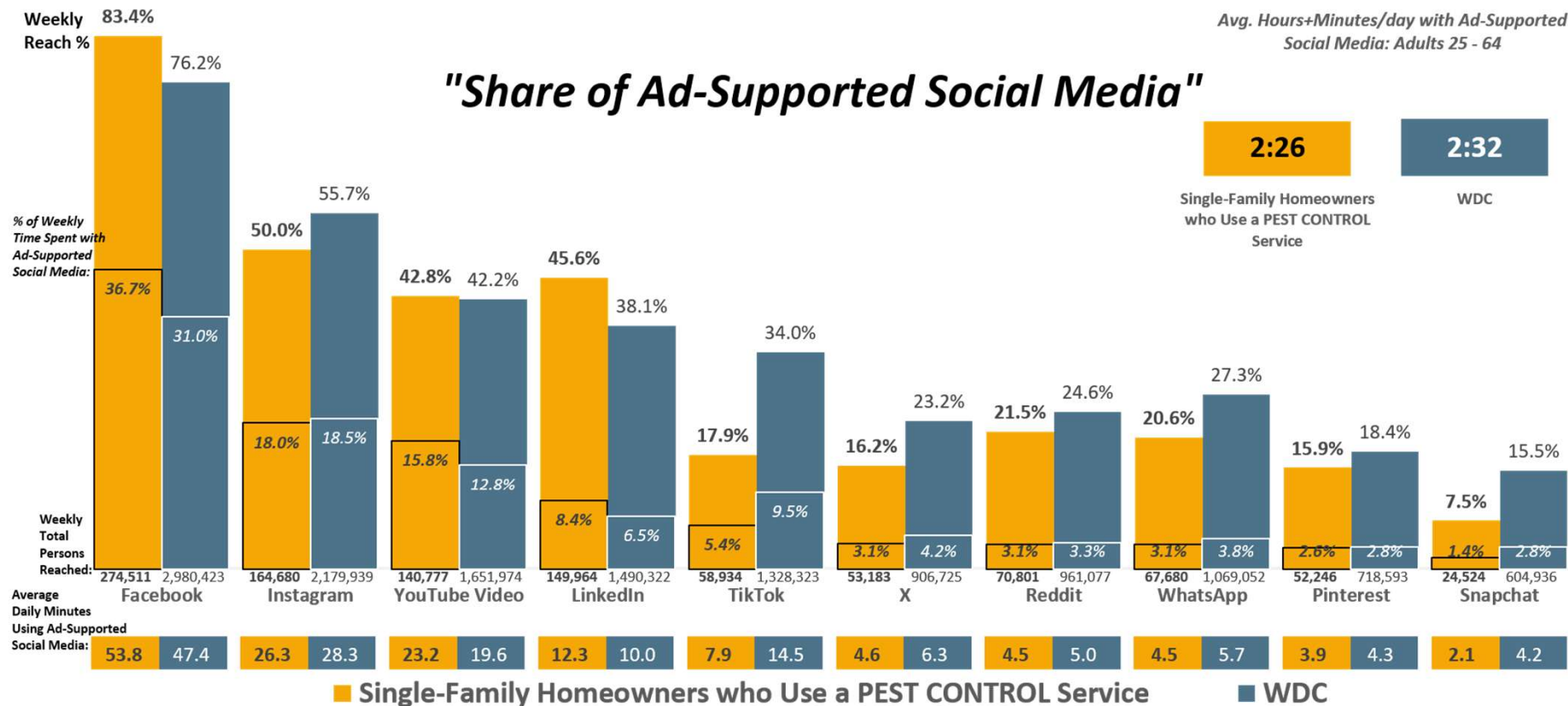
"Share of Ad-Supported Social Media"





274,511 or 83.4% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Facebook for an average of 53.8 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



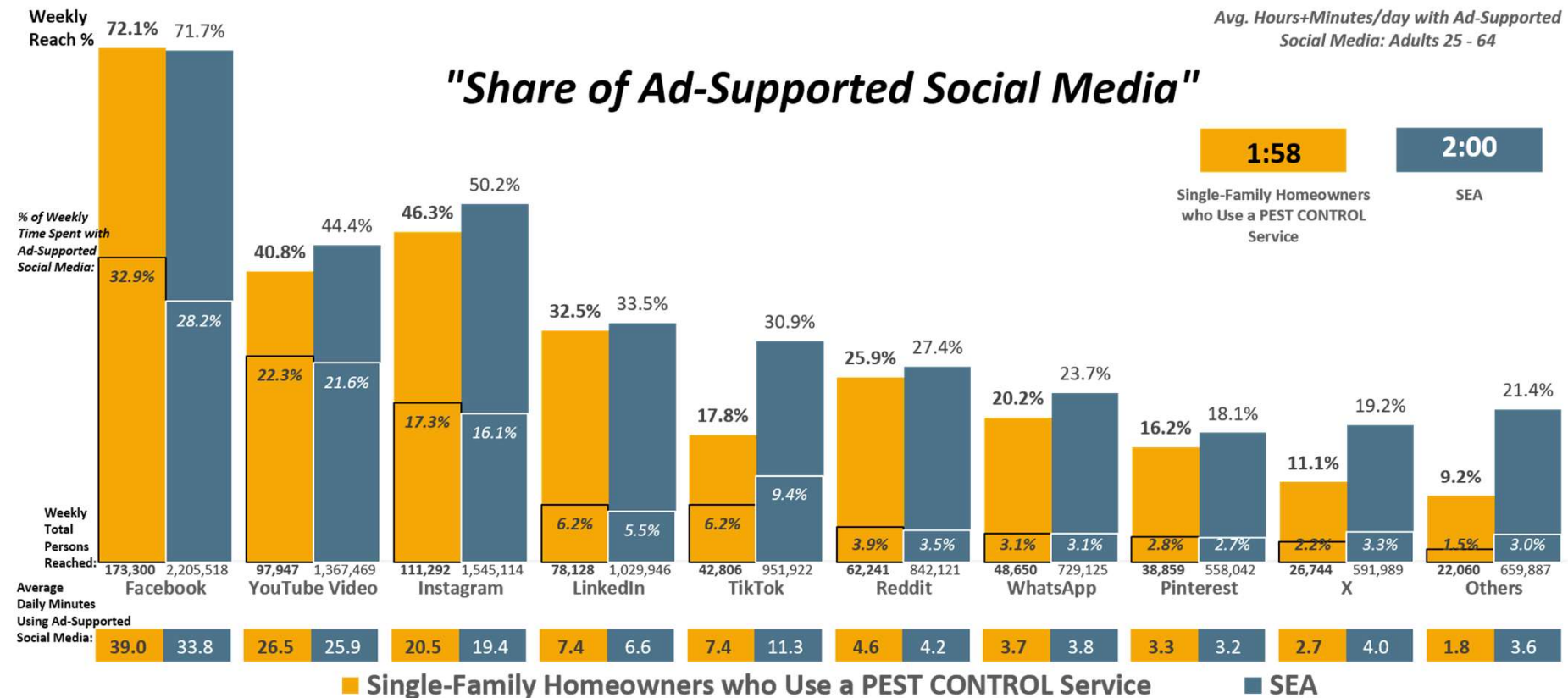
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 569 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service)]



173,300 or 72.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Facebook for an average of 39. minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 378 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

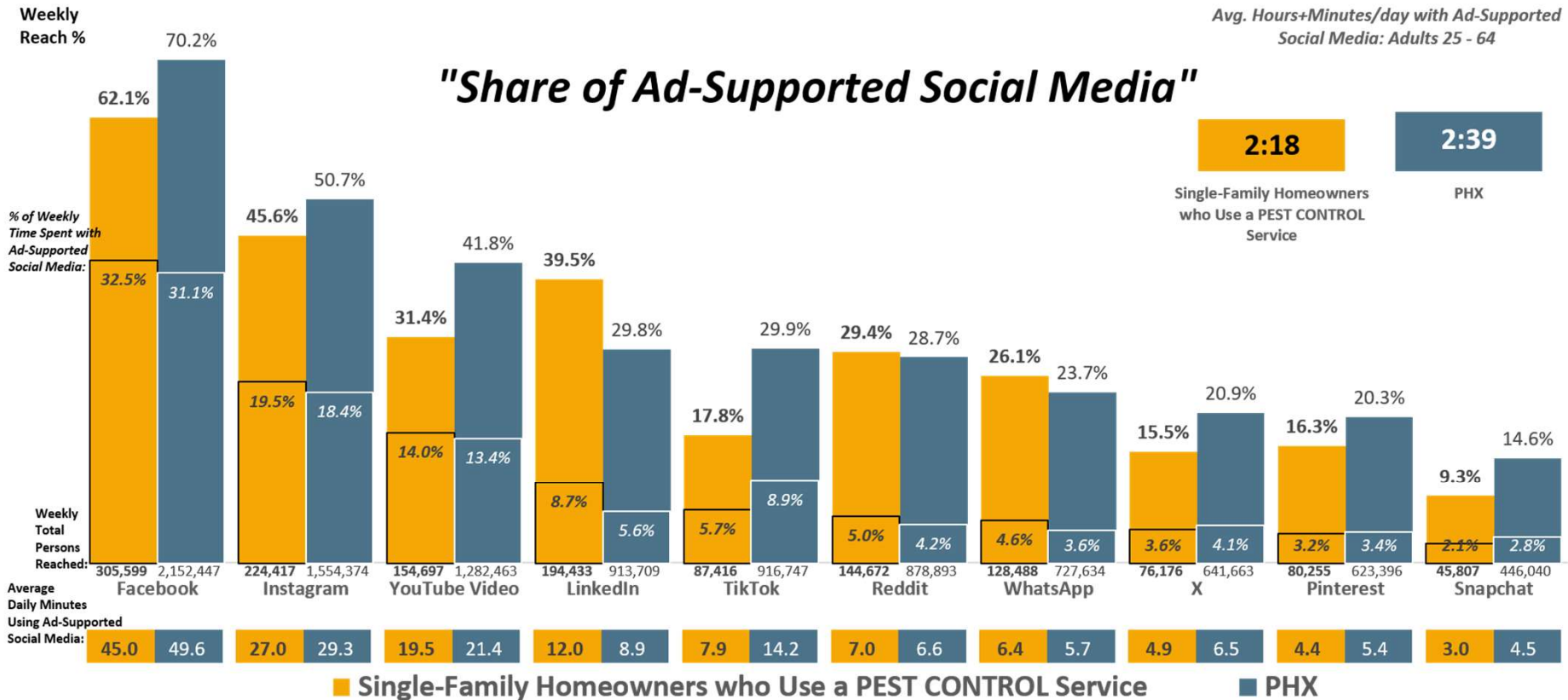
soefa.ai Share of Everything for Anything

[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service)]



305,599 or 62.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Facebook for an average of 45. minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.

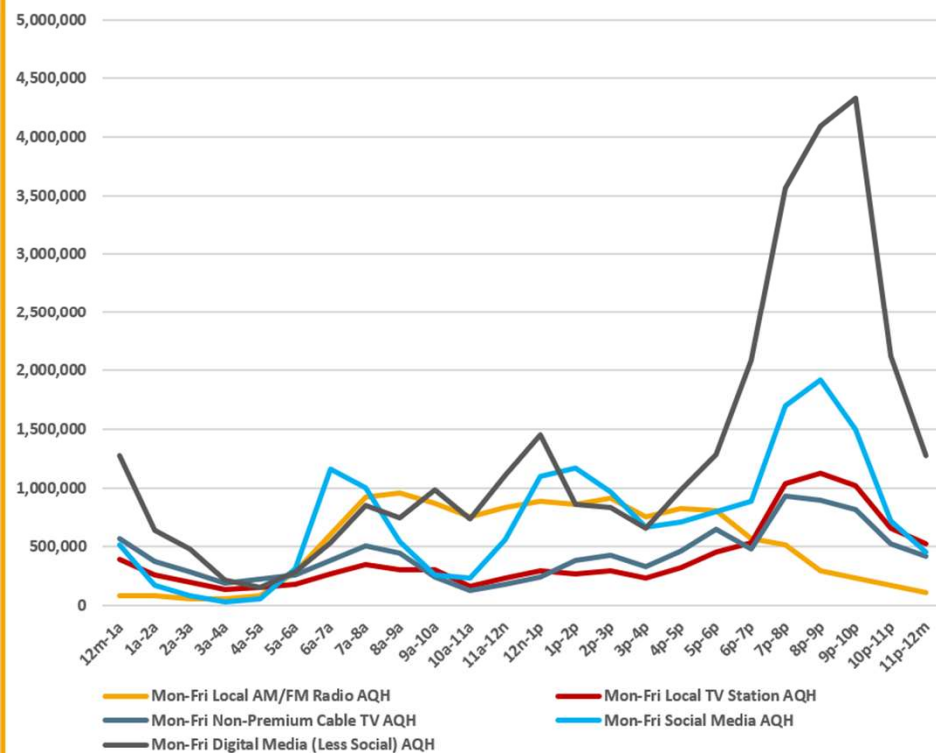
"Share of Ad-Supported Social Media"



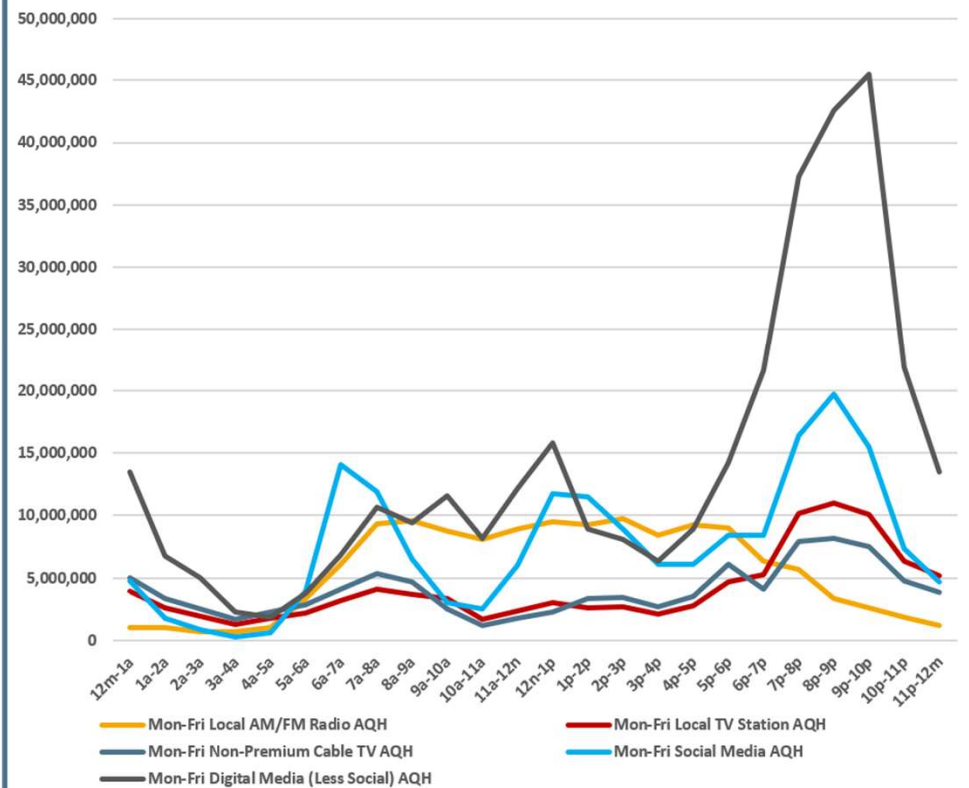


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,009,640;
Local Radio: 809,937; Social Media: 771,424; Non-Prem. Cable: 372,903; Local TV: 308,297
reaching Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTRO

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 Single-Family Homeowners who Use a PEST
CONTROL Service



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

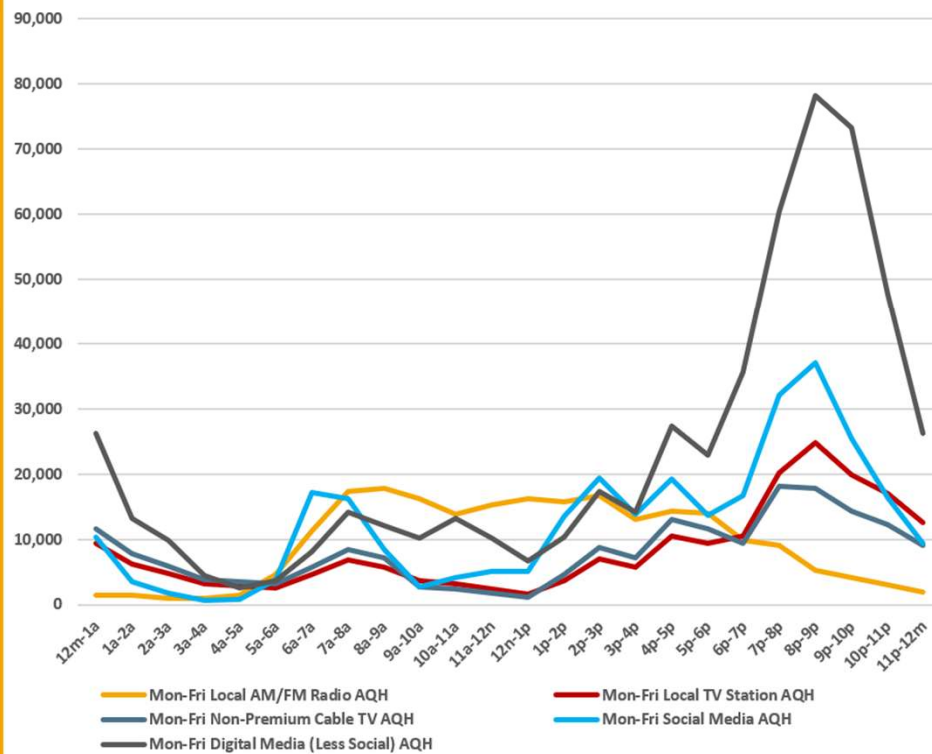
[[({Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)} AND Items/services household currently has (HHLD): Pest control service)]

soefa.ai Share of Everything
for Anything ®

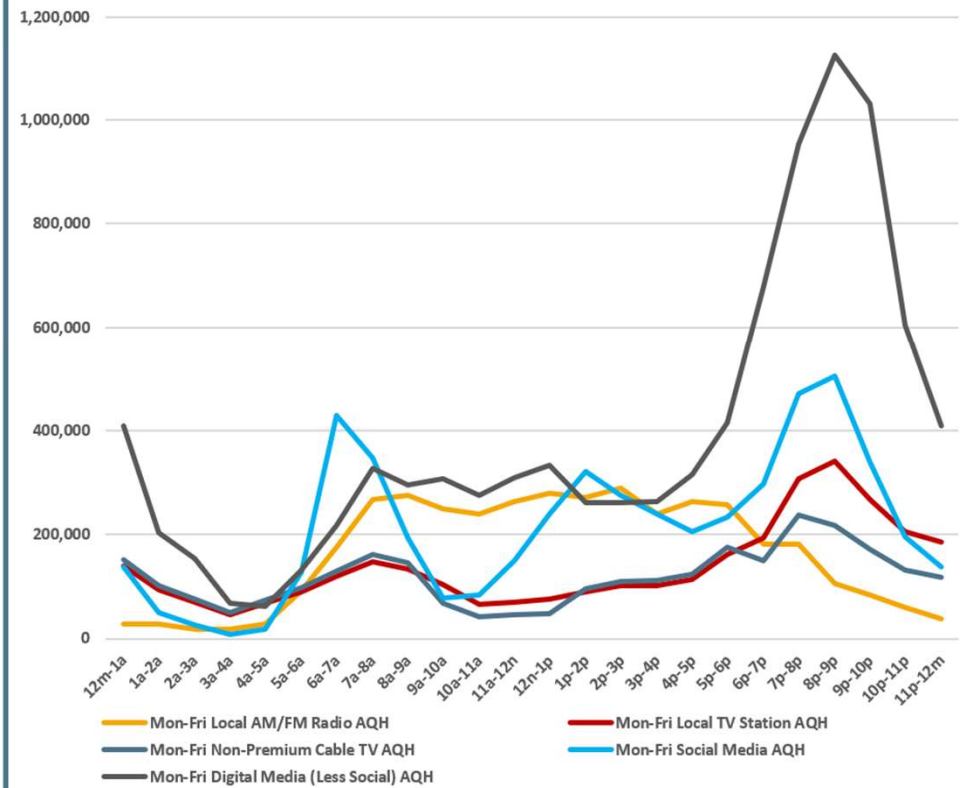


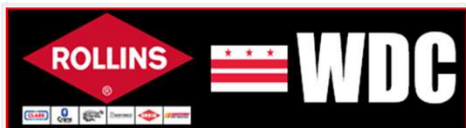
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,541;
Local Radio: 14,760; Social Media: 11,943; Non-Prem. Cable: 6,436; Local TV: 5,756
reaching Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 Single-Family Homeowners who Use a PEST
CONTROL Service



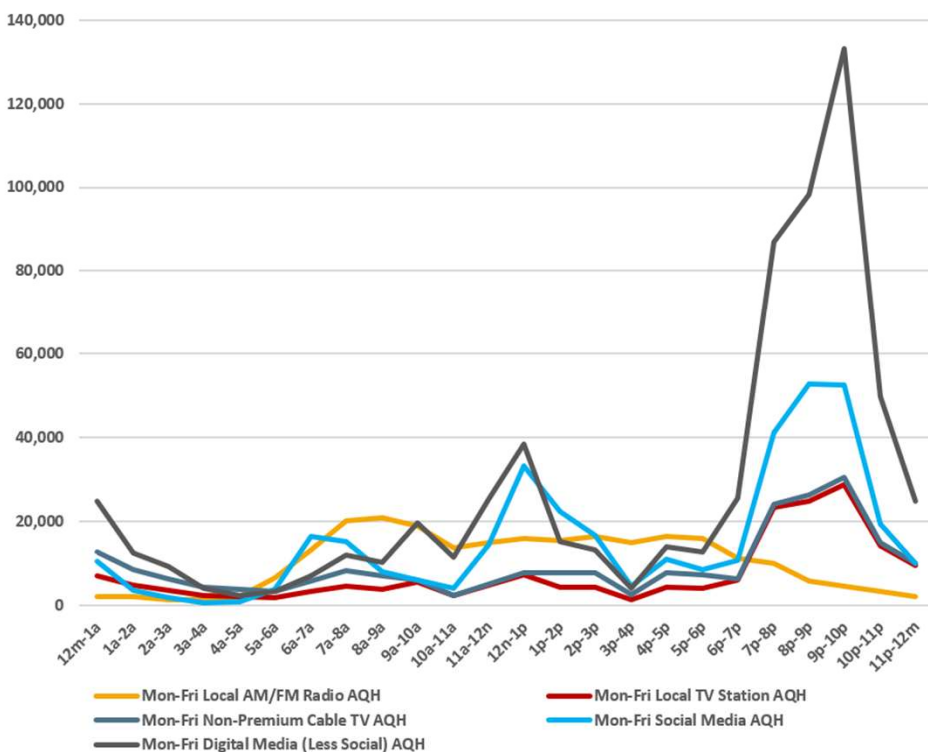
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 25 - 64



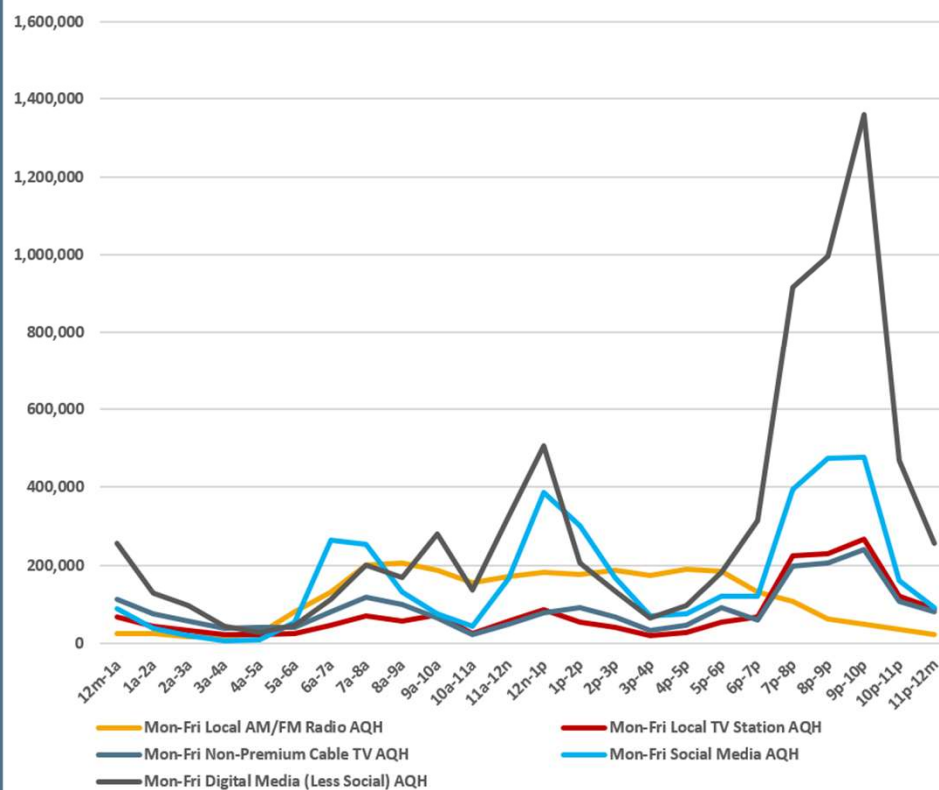


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,045;
Local Radio: 16,000; Social Media: 13,139; Non-Prem. Cable: 6,243; Local TV: 4,298
reaching Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 Single-Family Homeowners who Use a PEST
CONTROL Service



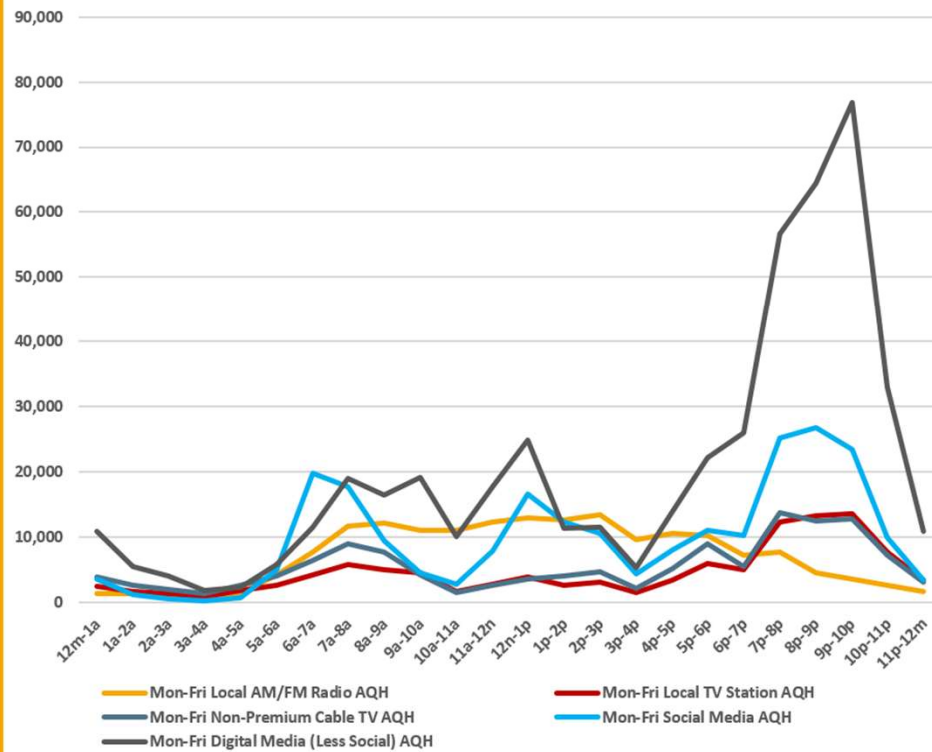
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 25 - 64



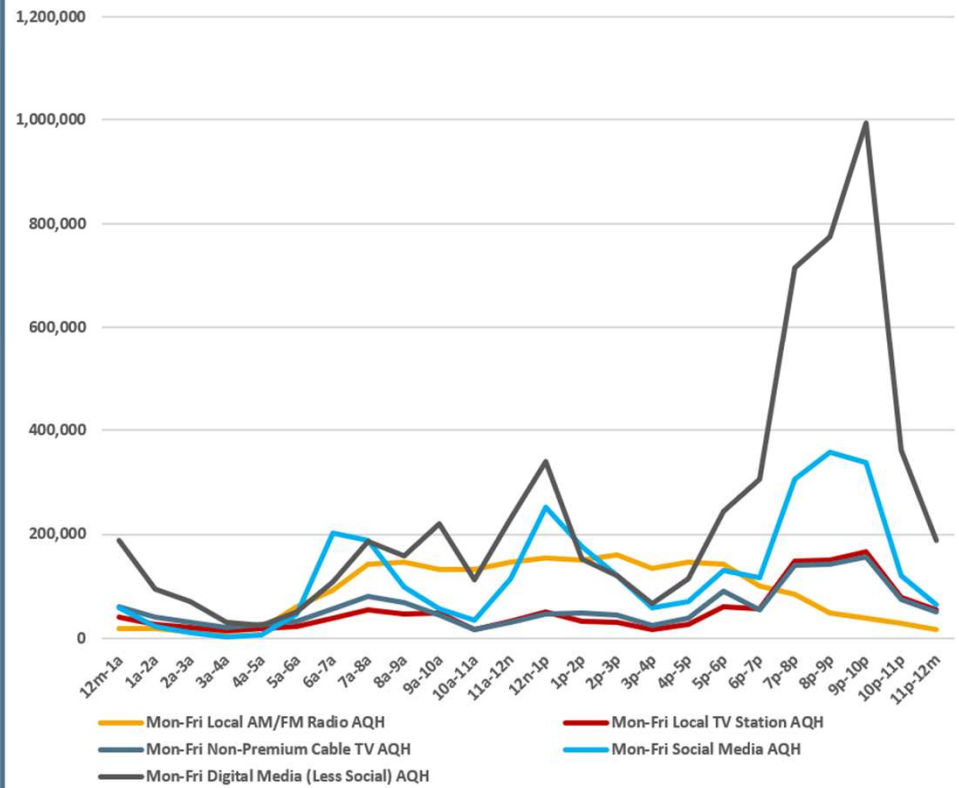


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,042;
Local Radio: 10,944; Social Media: 10,368; Non-Prem. Cable: 5,030; Local TV: 3,778
reaching Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 Single-Family Homeowners who Use a PEST
CONTROL Service**



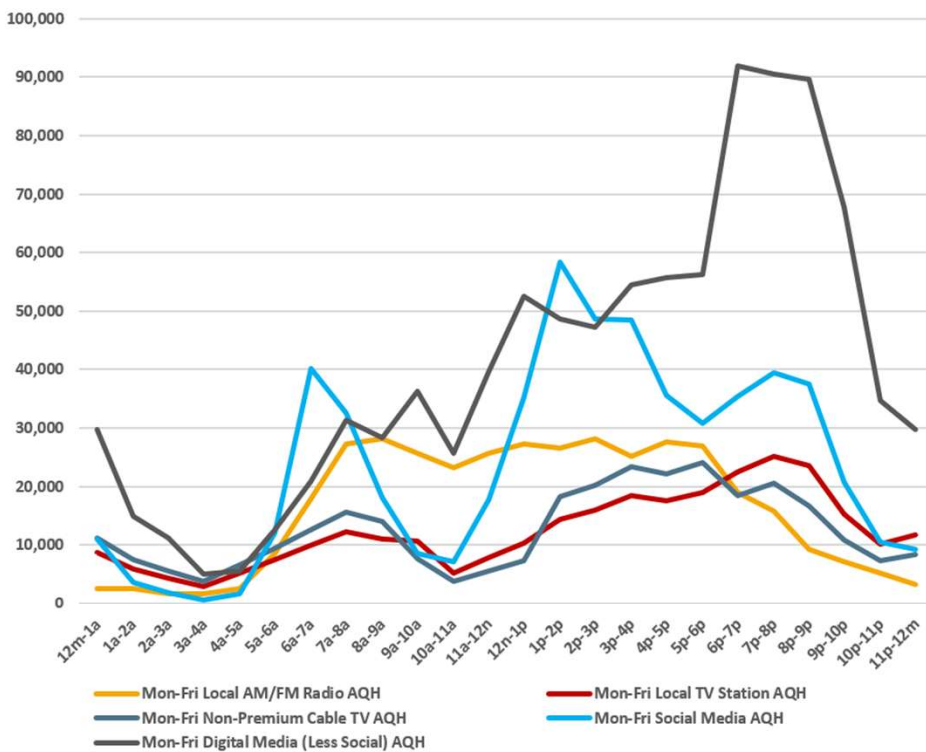
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 25 - 64**



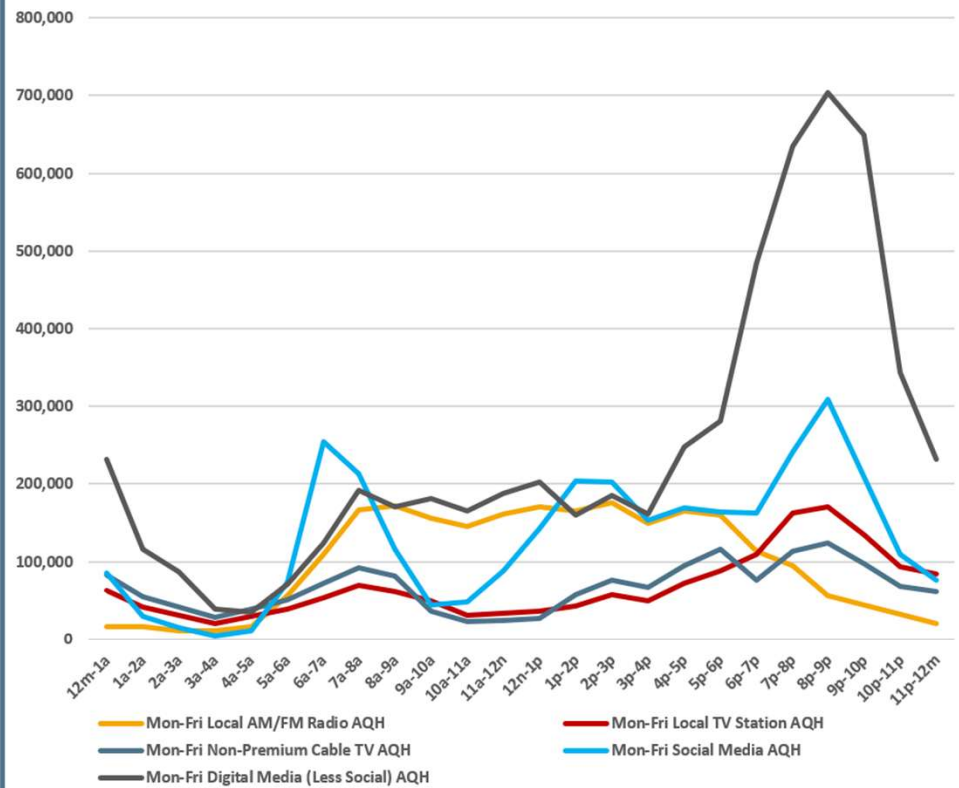


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 45,303; Social Media: 32,059; Local Radio: 25,270; Non-Prem. Cable: 14,826; Local TV: 13,460 reaching Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Servi

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 Single-Family Homeowners who Use a PEST
CONTROL Service



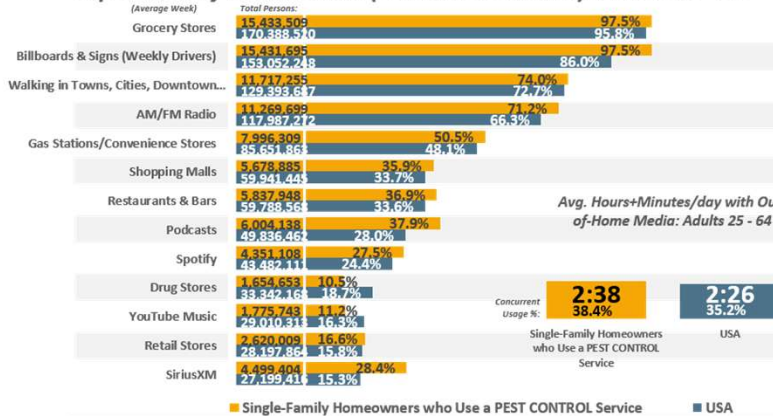
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 25 - 64



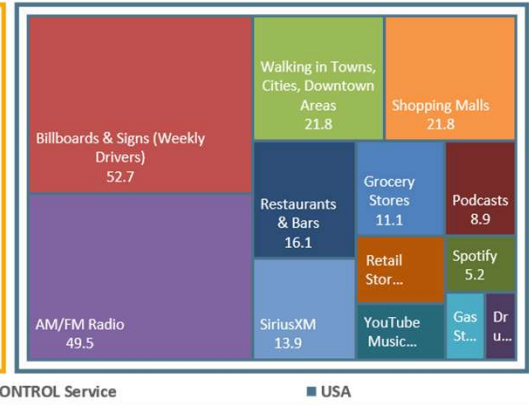
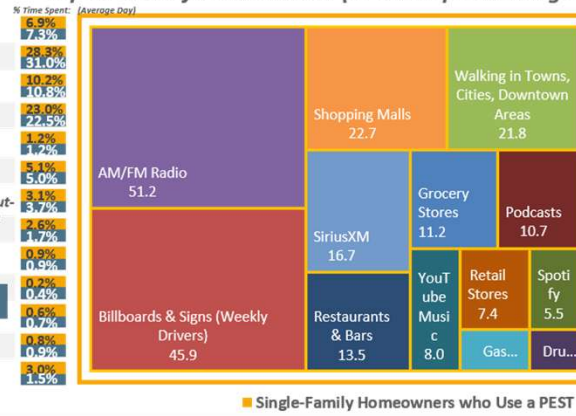


15,431,695 or 97.5% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 45.9 minutes per day driving, seeing Billboards and Signs. 67.% Listen to Local Radio Stations Out-of-Home for an average of 45.3 minutes/day

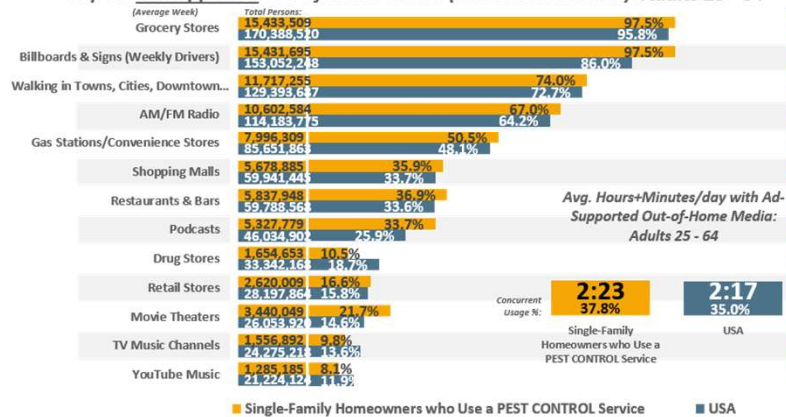
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



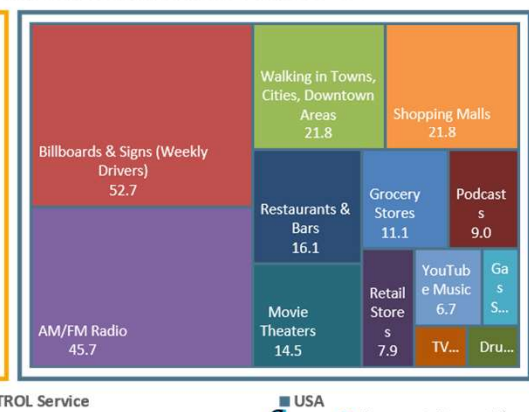
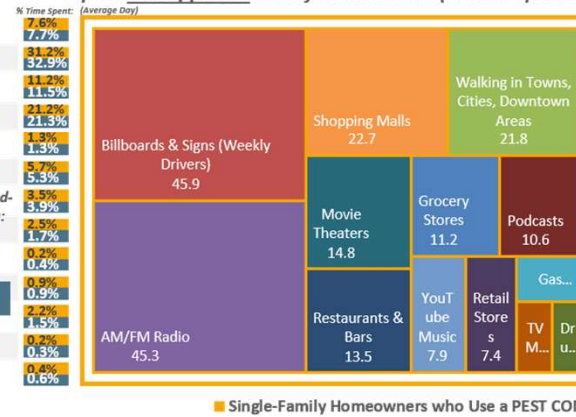
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

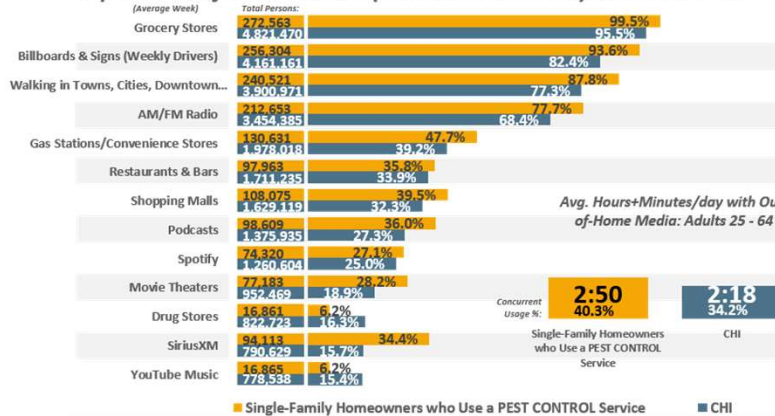
soefa.ai Share of Everything for Anything

[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]

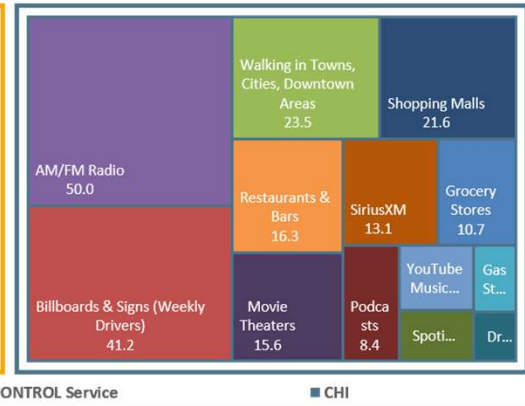
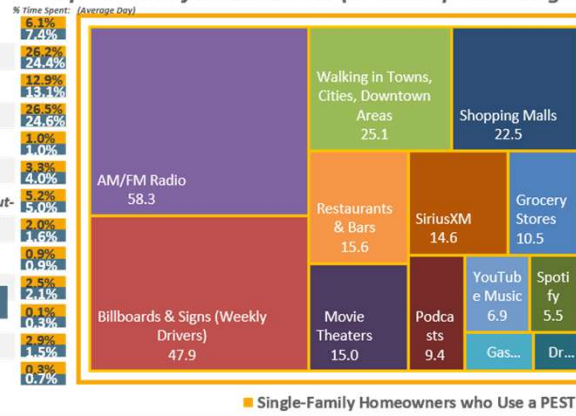


256,304 or 93.6% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 47.9 minutes per day driving, seeing Billboards and Signs. 69.9% Listen to Local Radio Stations Out-of-Home for an average of 47.9 minutes/day.

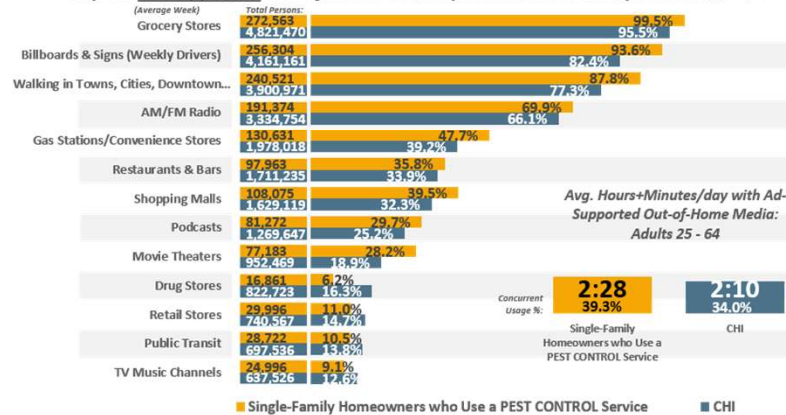
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



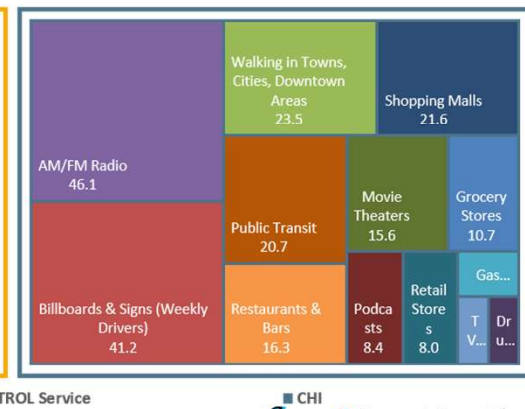
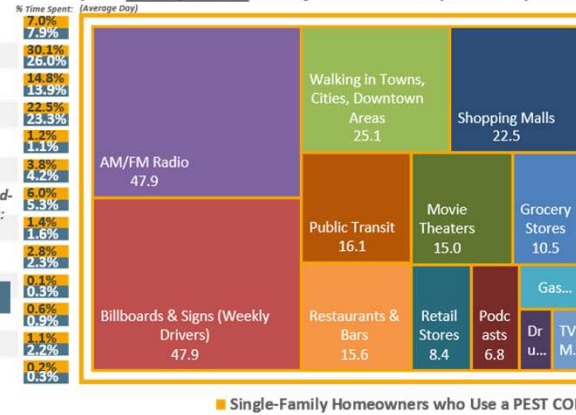
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

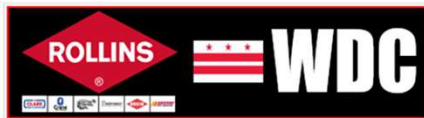


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



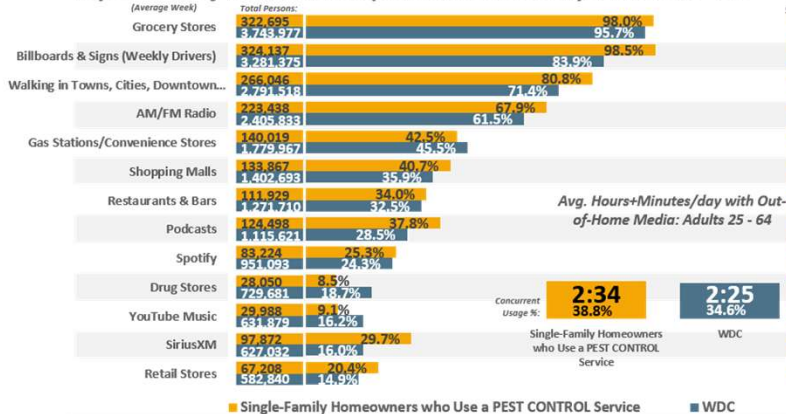
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



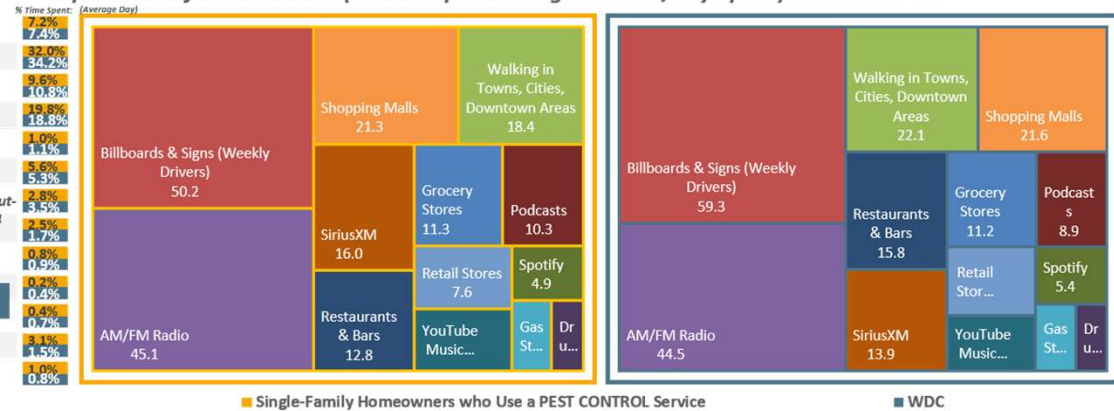


324,137 or 98.5% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 50.2 minutes per day driving, seeing Billboards and Signs. 64.1% Listen to Local Radio Stations Out-of-Home for an average of 40.4 minutes/day.

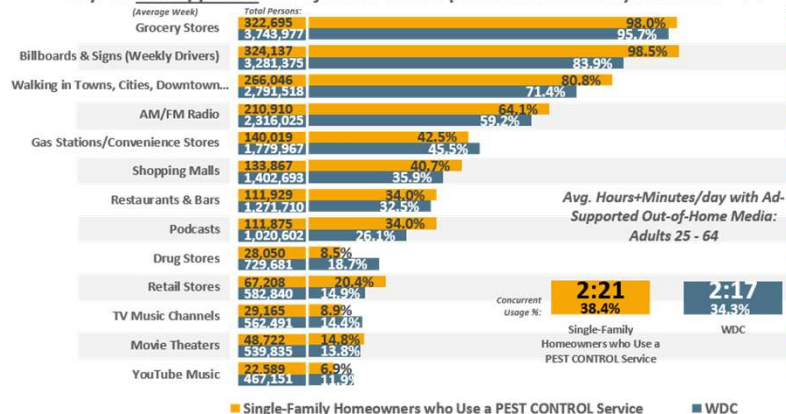
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



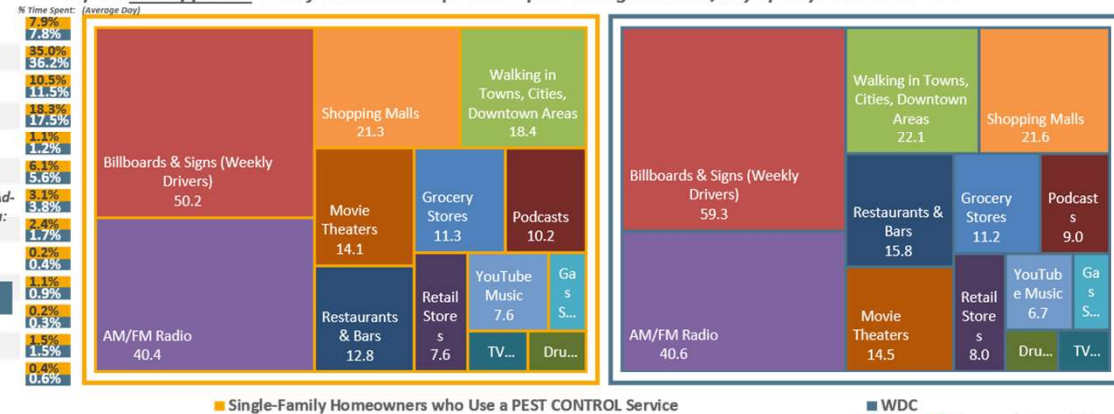
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



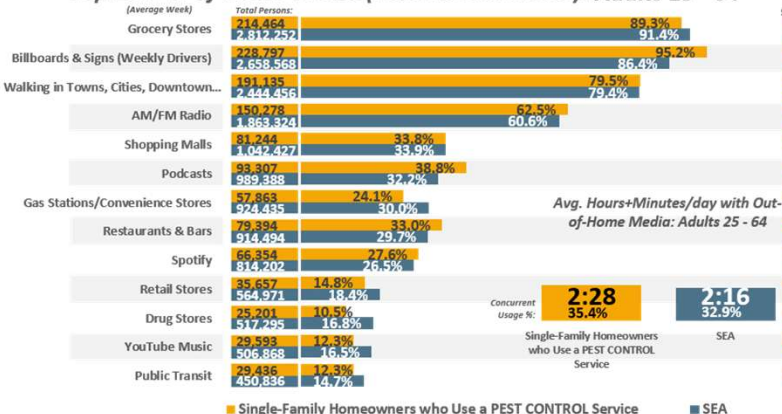
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



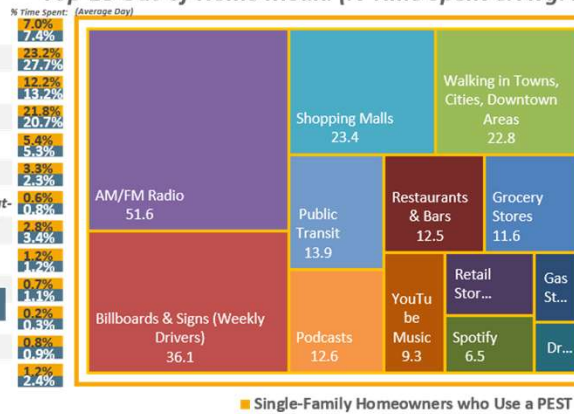


228,797 or 95.2% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 36.1 minutes per day driving, seeing Billboards and Signs. 60.7% Listen to Local Radio Stations Out-of-Home for an average of 44.1 minutes/day.

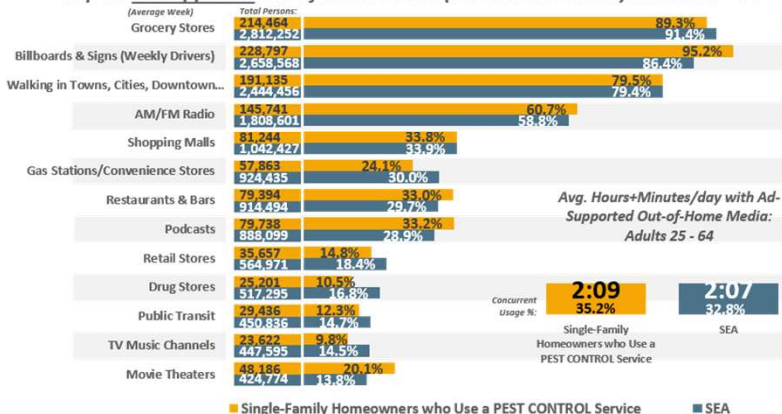
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



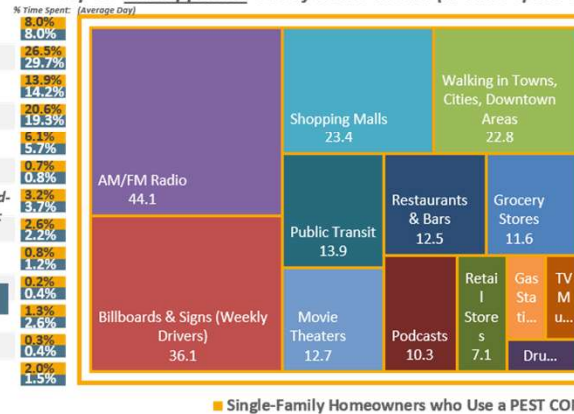
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



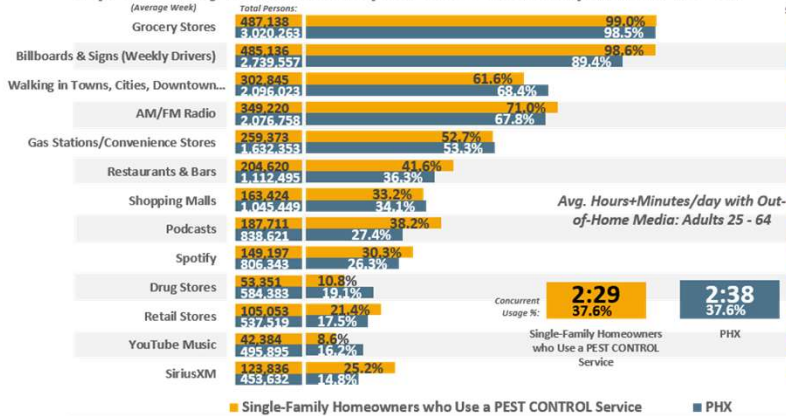
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



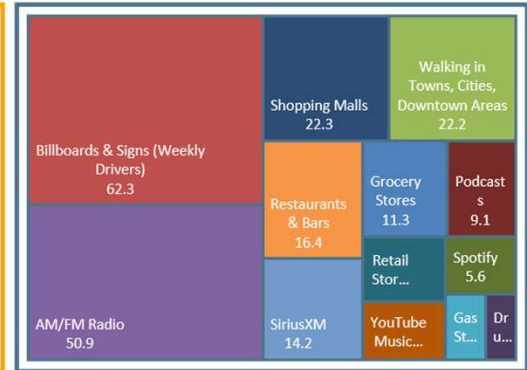
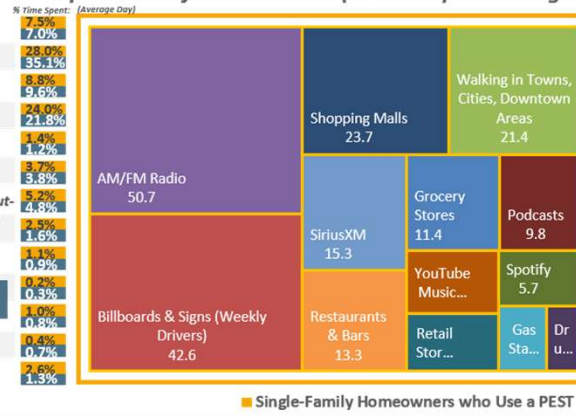


485,136 or 98.6% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 42.6 minutes per day driving, seeing Billboards and Signs. 67.% Listen to Local Radio Stations Out-of-Home for an average of 45.6 minutes/day.

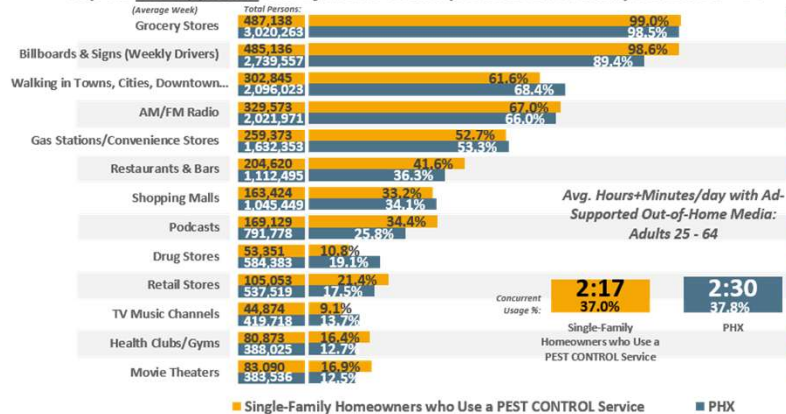
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



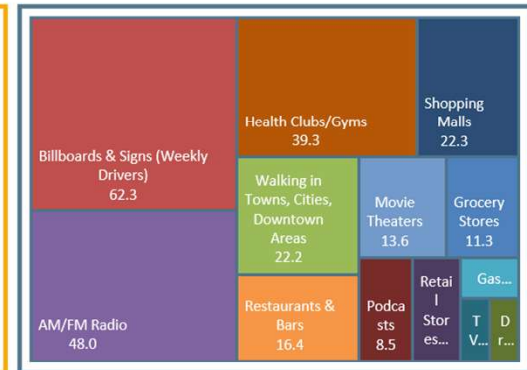
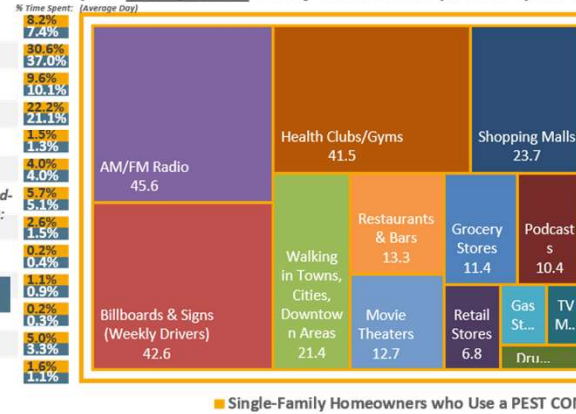
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



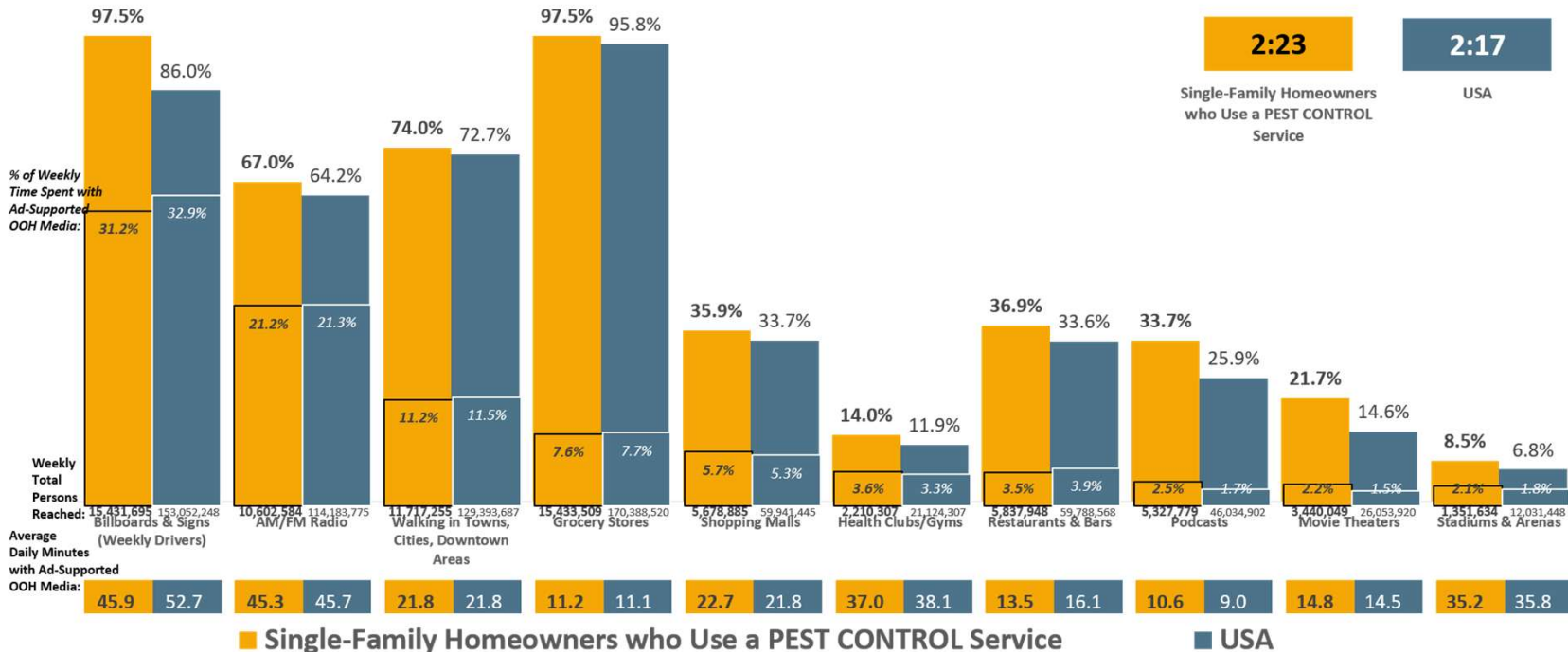


15,431,695 or 97.5% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 45.9 minutes per day driving, seeing Billboards and Signs representing 31.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(((Own or rent residence (HHLD); Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service))

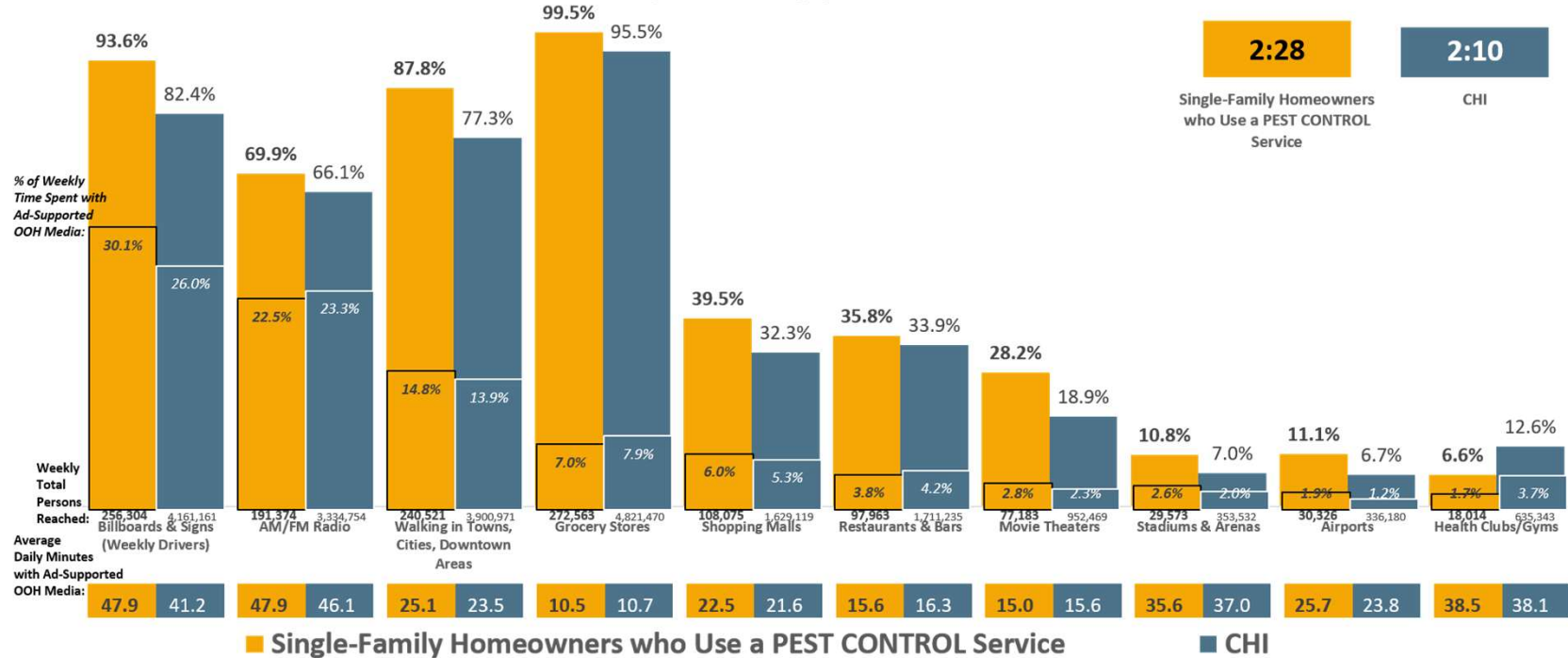


256,304 or 93.6% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 47.9 minutes per day driving, seeing Billboards and Signs representing 30.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 229
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

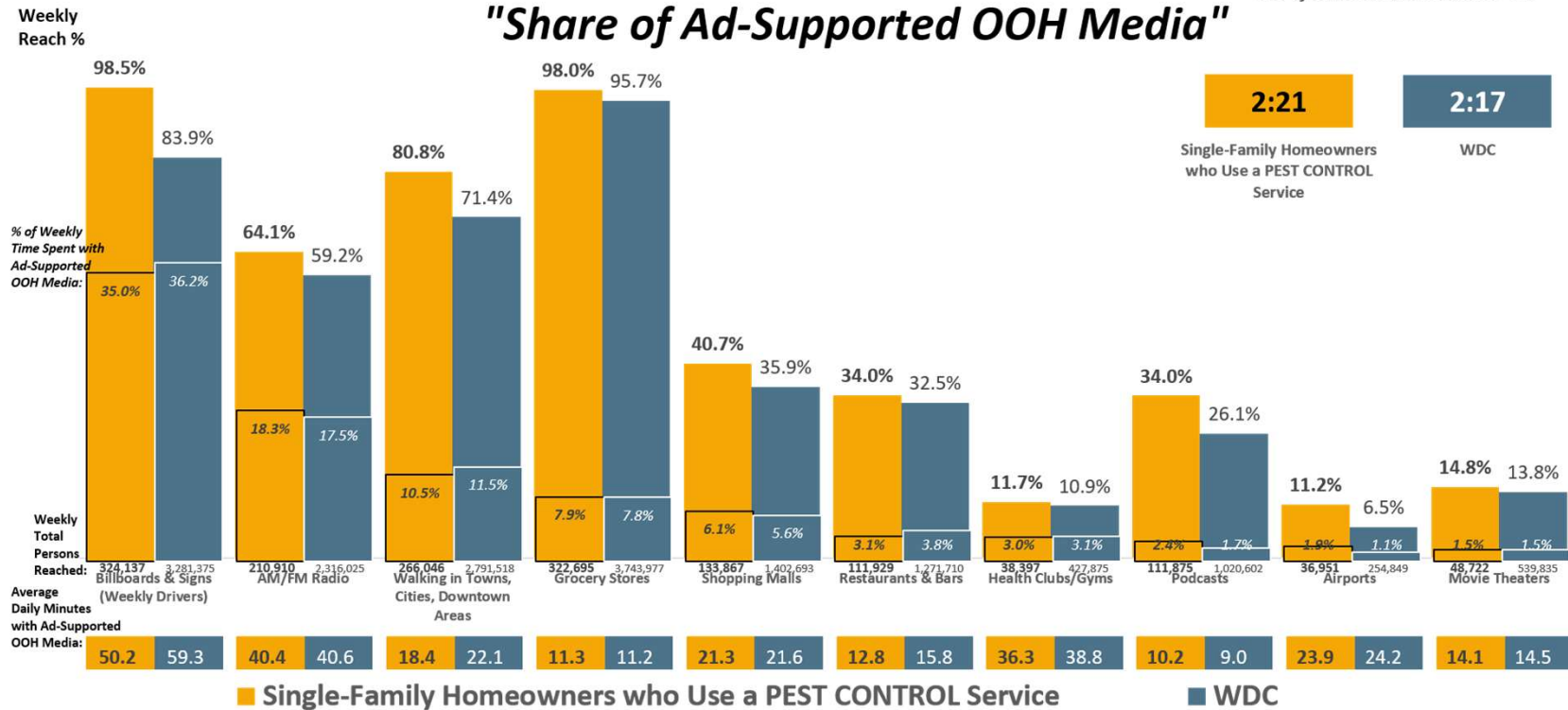
soefa.ai Share of Everything for Anything

[[{Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)} AND Items/services household currently has (HHLD): Pest control service]]



324,137 or 98.5% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 50.2 minutes per day driving, seeing Billboards and Signs representing 35.0% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported
Out-of-Home Media: Adults 25 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 569 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

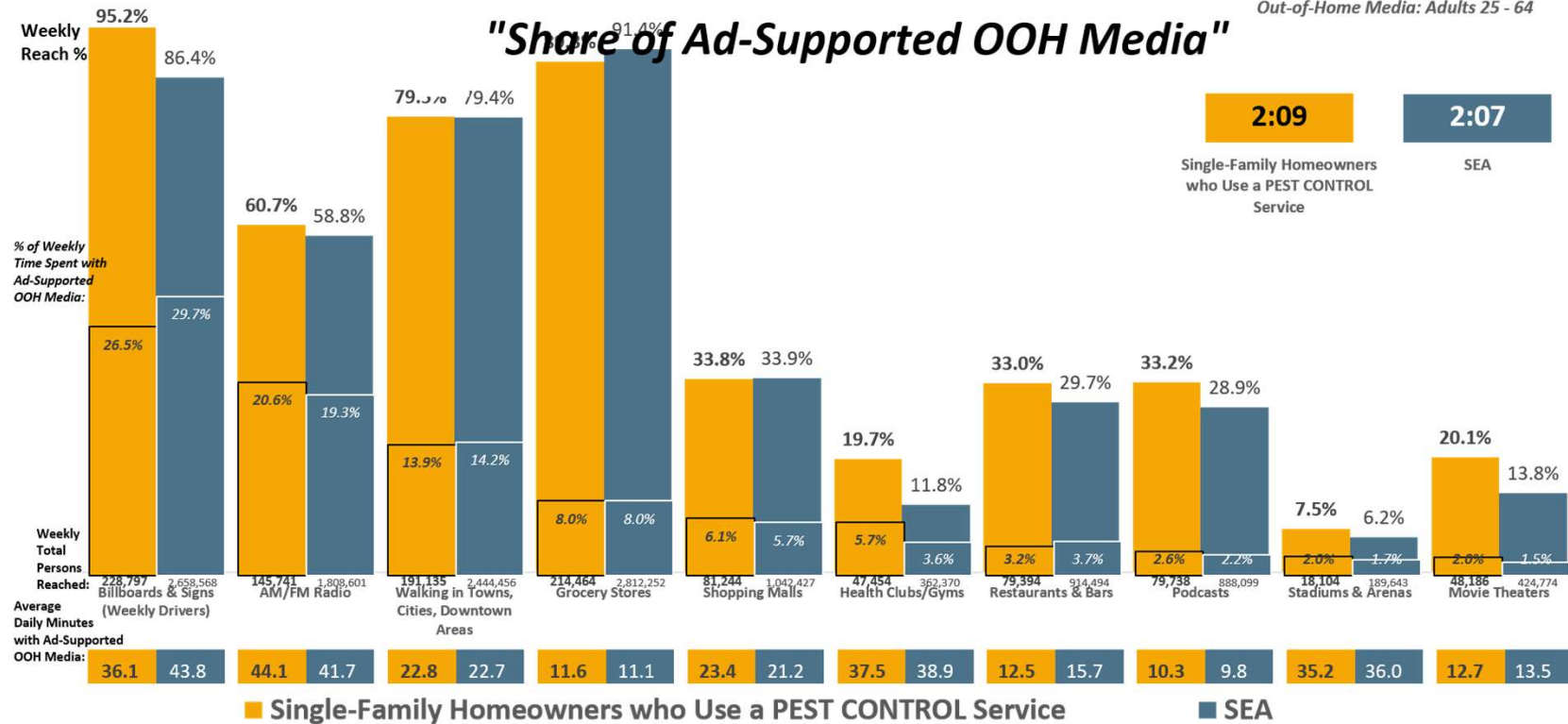
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD); Own AND Type of dwelling (HHLD); Single family house (unattached)] AND Items/services household currently has (HHLD); Pest control service]]



228,797 or 95.2% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 36.1 minutes per day driving, seeing Billboards and Signs representing 26.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 378 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

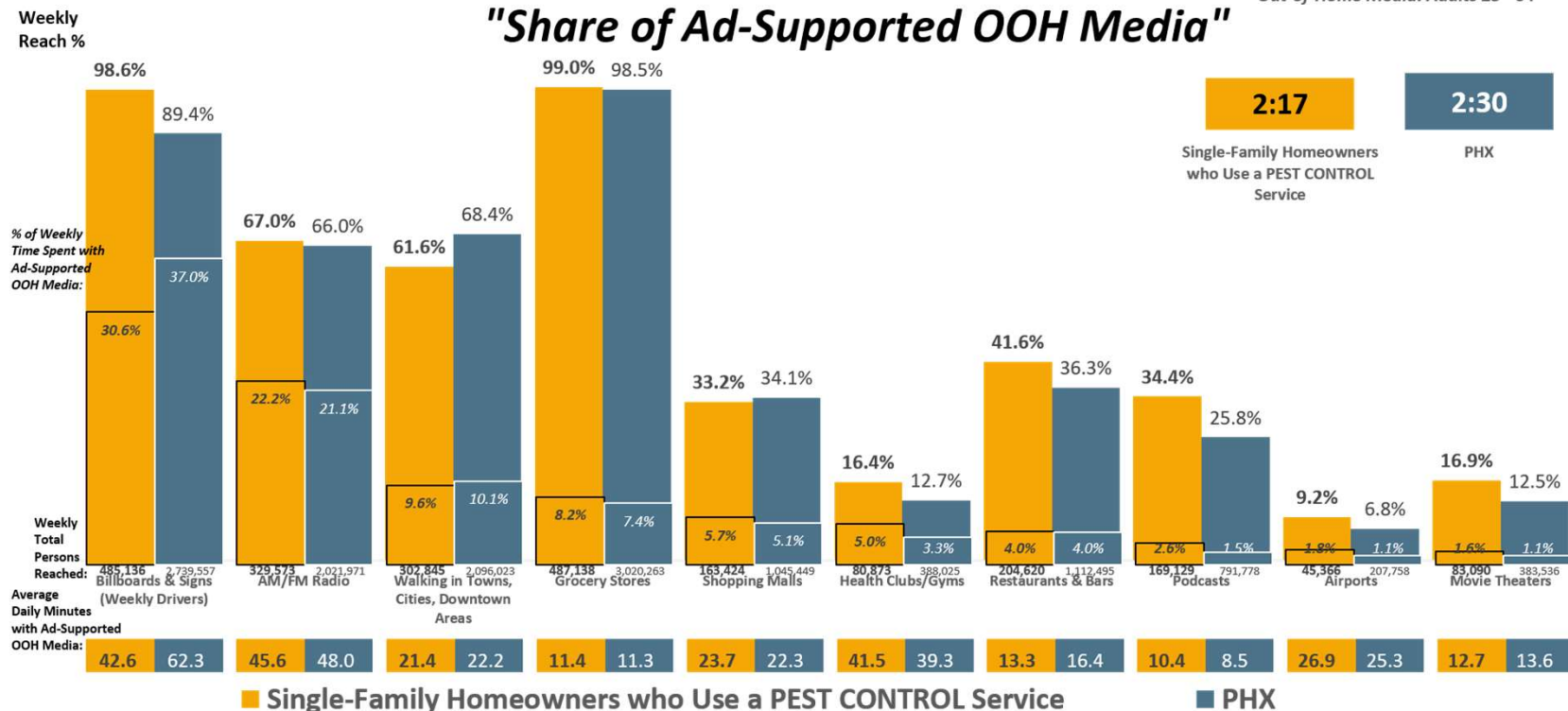
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD); Own AND Type of dwelling (HHLD); Single family house (unattached)] AND Items/services household currently has (HHLD); Pest control service]]



485,136 or 98.6% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 42.6 minutes per day driving, seeing Billboards and Signs representing 30.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 428
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

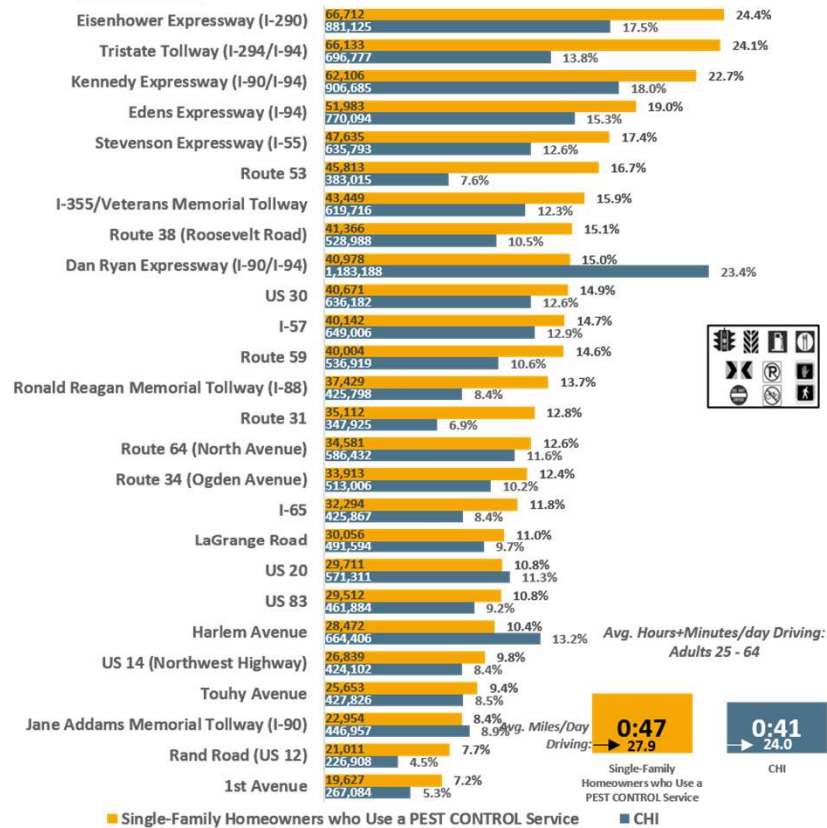
soefa.ai Share of Everything for Anything

(((Own or rent residence (HHLD); Own AND Type of dwelling (HHLD); Single family house (unattached)) AND Items/services household currently has (HHLD); Pest control service))

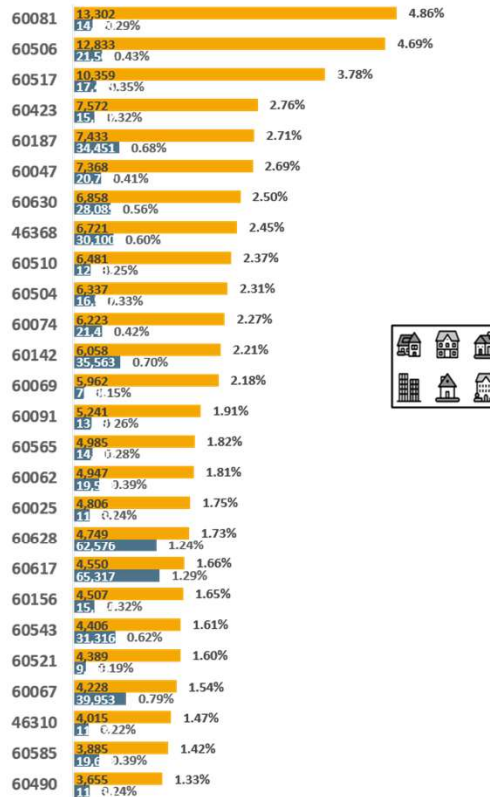


256,304 or 93.6% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 47.9 minutes per day driving an average of 27.9 miles each day and are 120.5% more likely to use Route 53 than the Metro average.

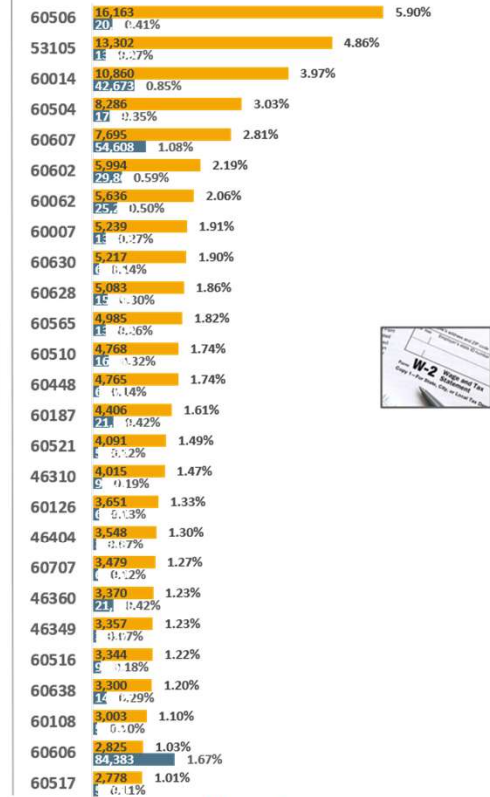
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



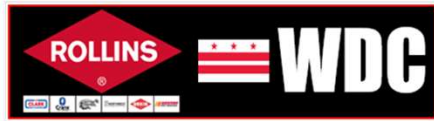
Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64

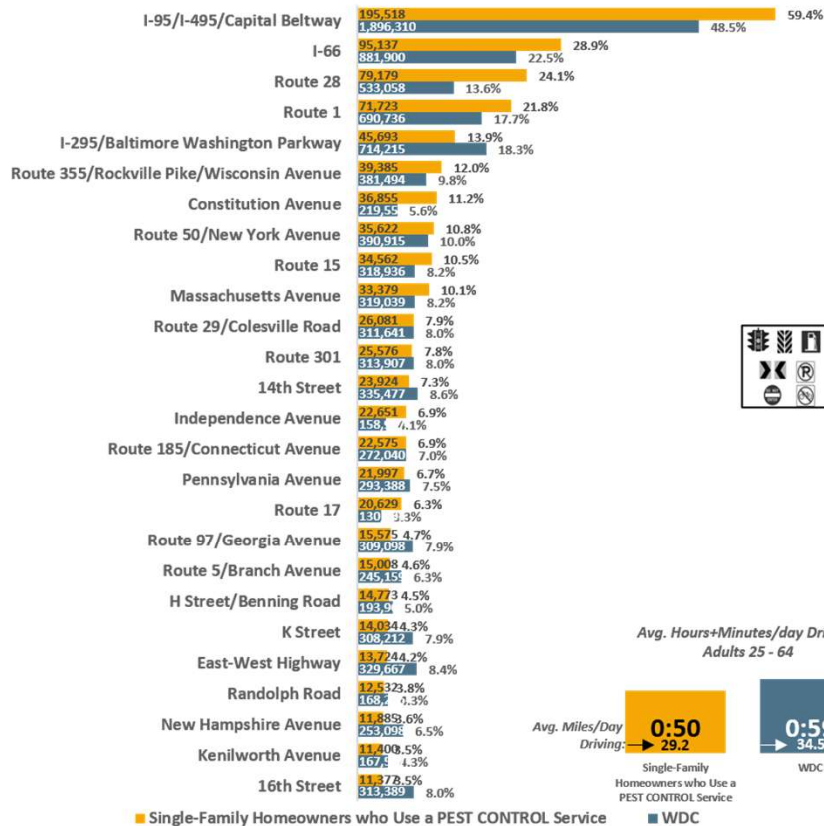


soefa.ai Share of Everything for Anything



324,137 or 98.5% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 50.2 minutes per day driving an average of 29.2 miles each day and are 99.5% more likely to use Constitution Avenue than the Metro average.

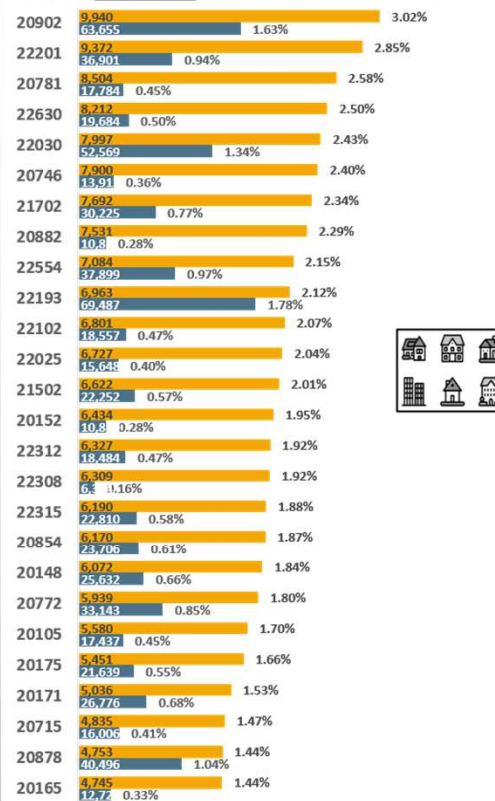
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



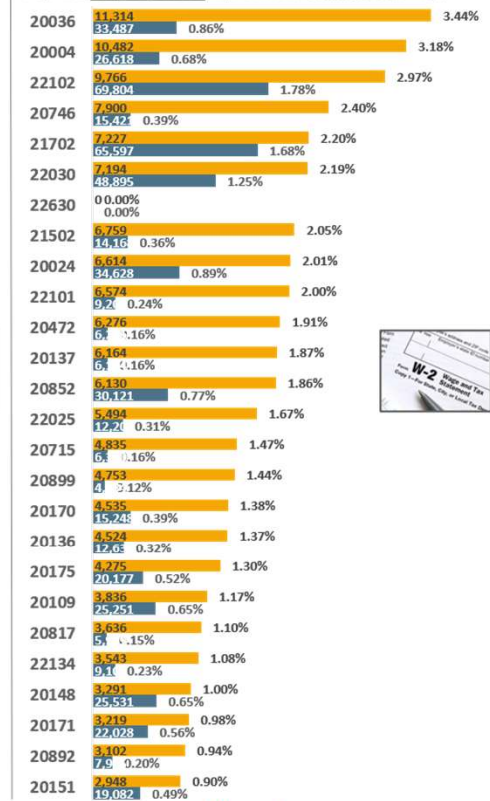
Avg. Hours+Minutes/day Driving:
Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



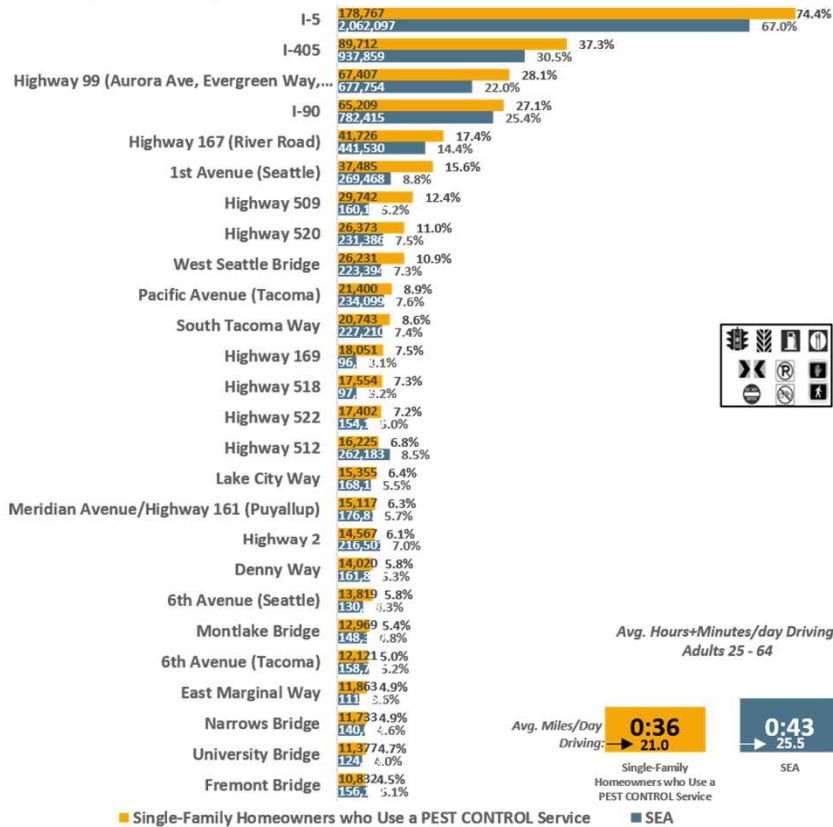
Top-26 Employment Zip Codes: Adults 25 - 64



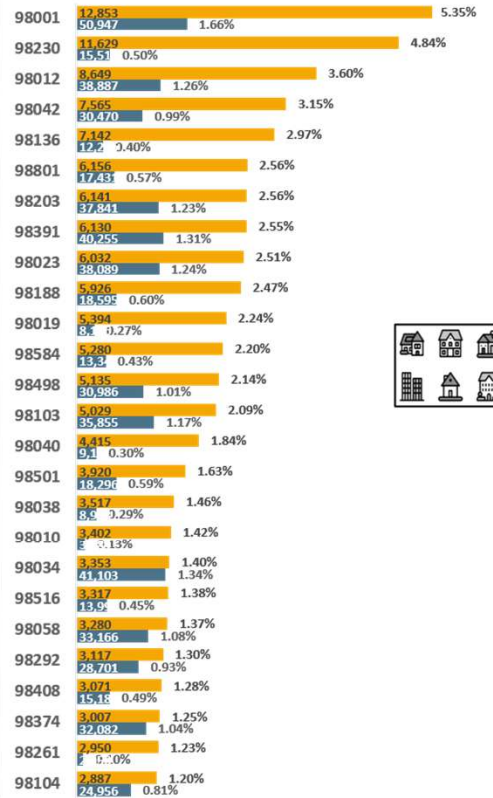


228,797 or 95.2% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 36.1 minutes per day driving an average of 21. miles each day and are 139.% more likely to use Highway 169 than the Metro average.

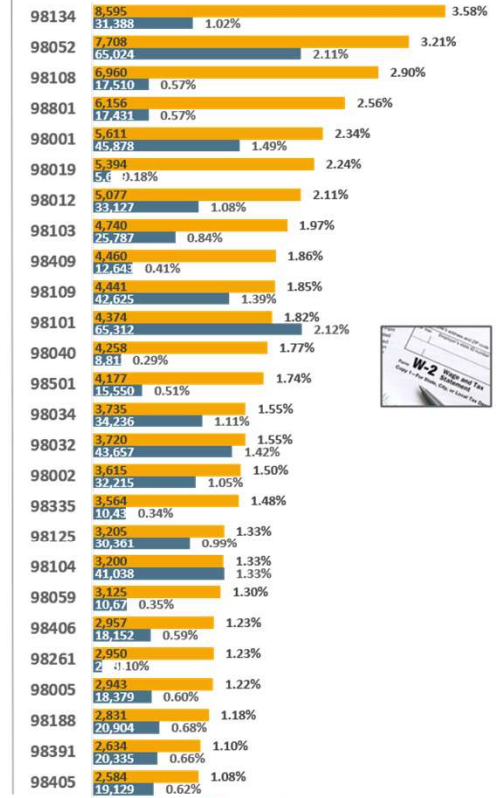
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



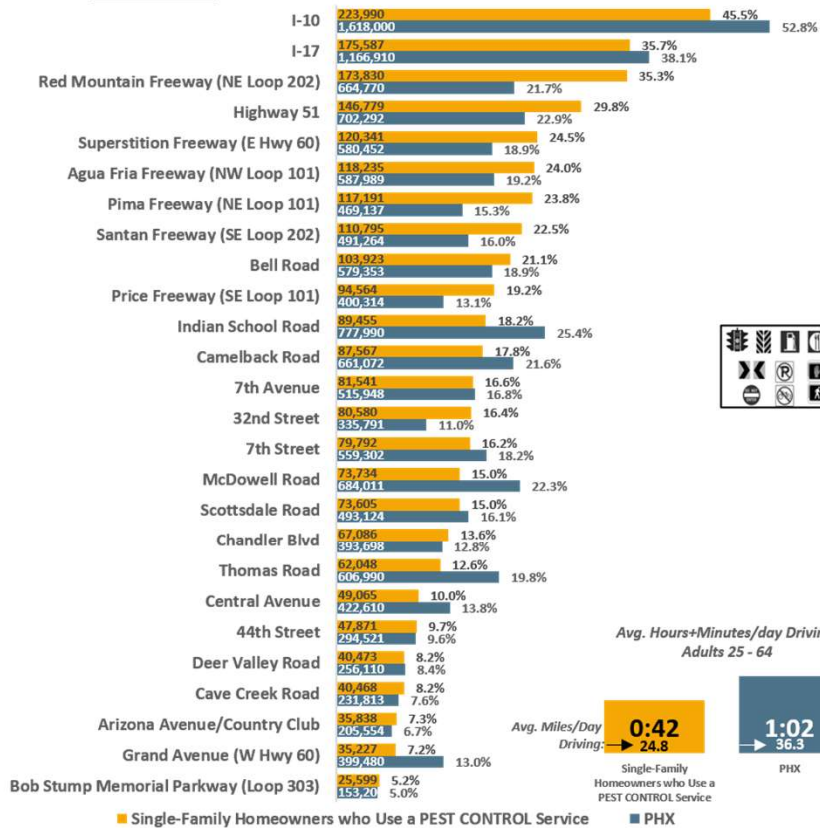
Top-26 Employment Zip Codes: Adults 25 - 64



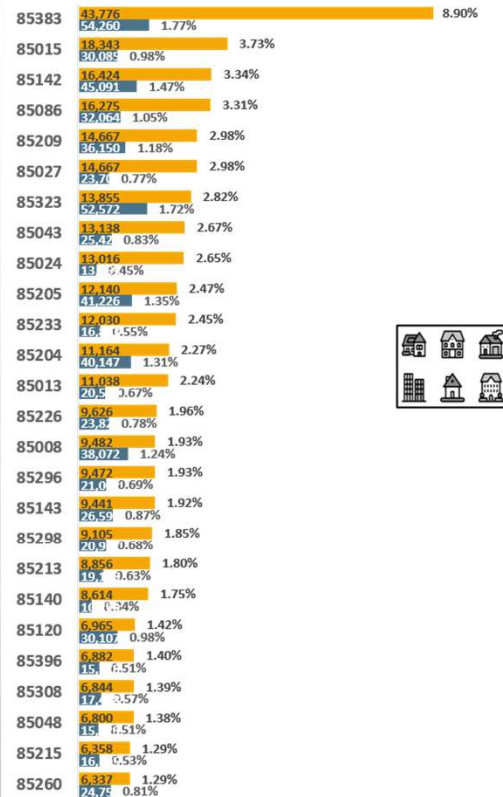


485,136 or 98.6% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 42.6 minutes per day driving an average of 24.8 miles each day and are 62.9% more likely to use Red Mountain Freeway (NE Loop 202) than the Metr

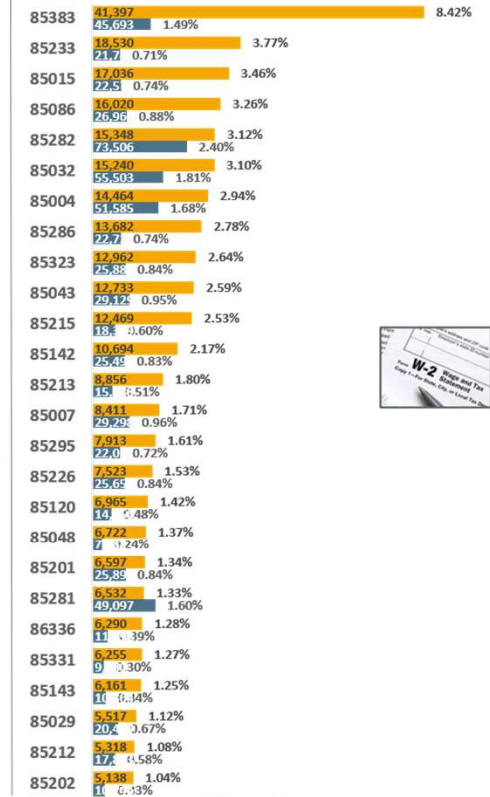
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64

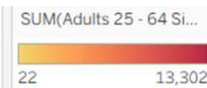
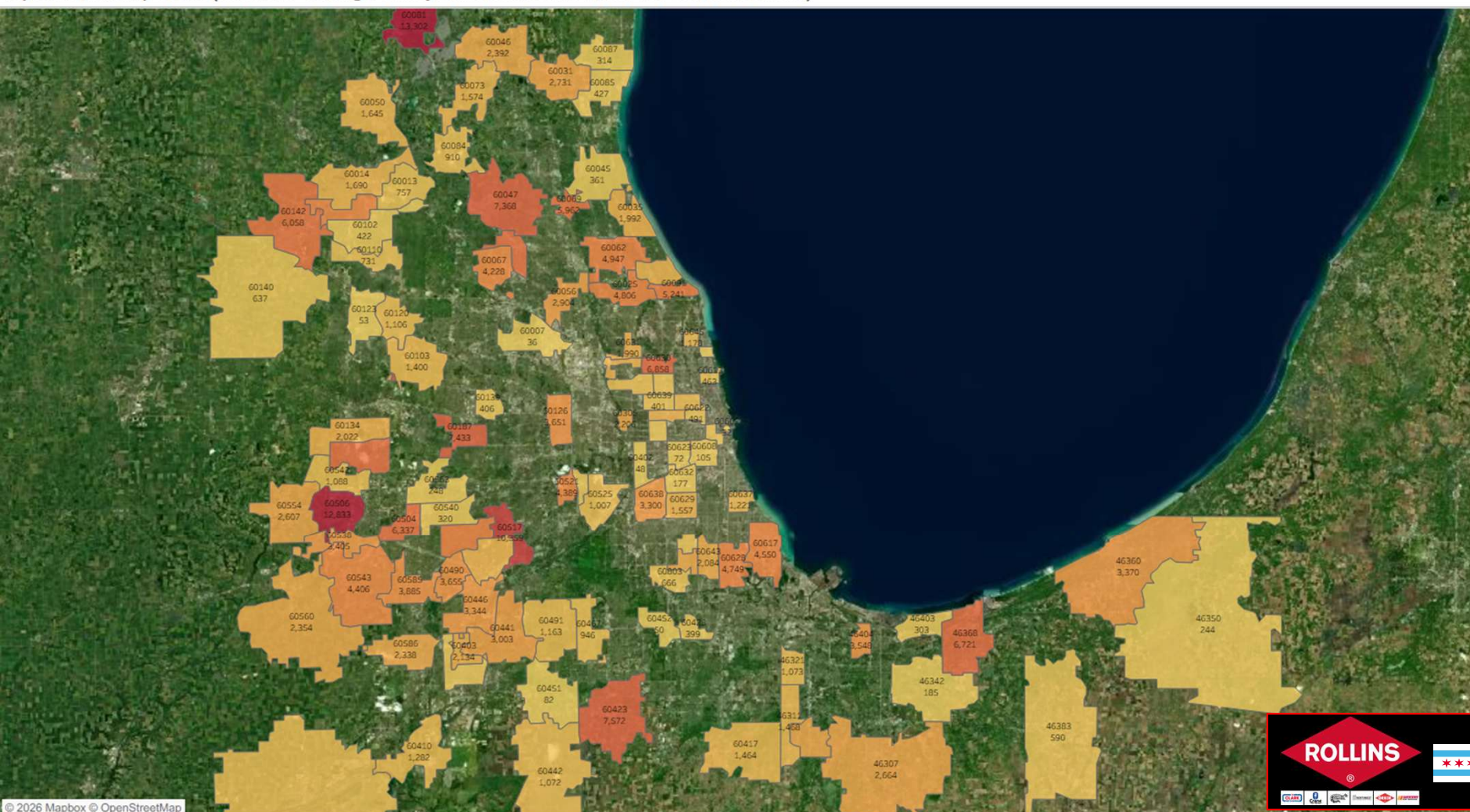


Top-26 Employment Zip Codes: Adults 25 - 64



soefa.ai Share of Everything for Anything

Top Residential Zip Codes: (Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service)



© 2026 Mapbox © OpenStreetMap



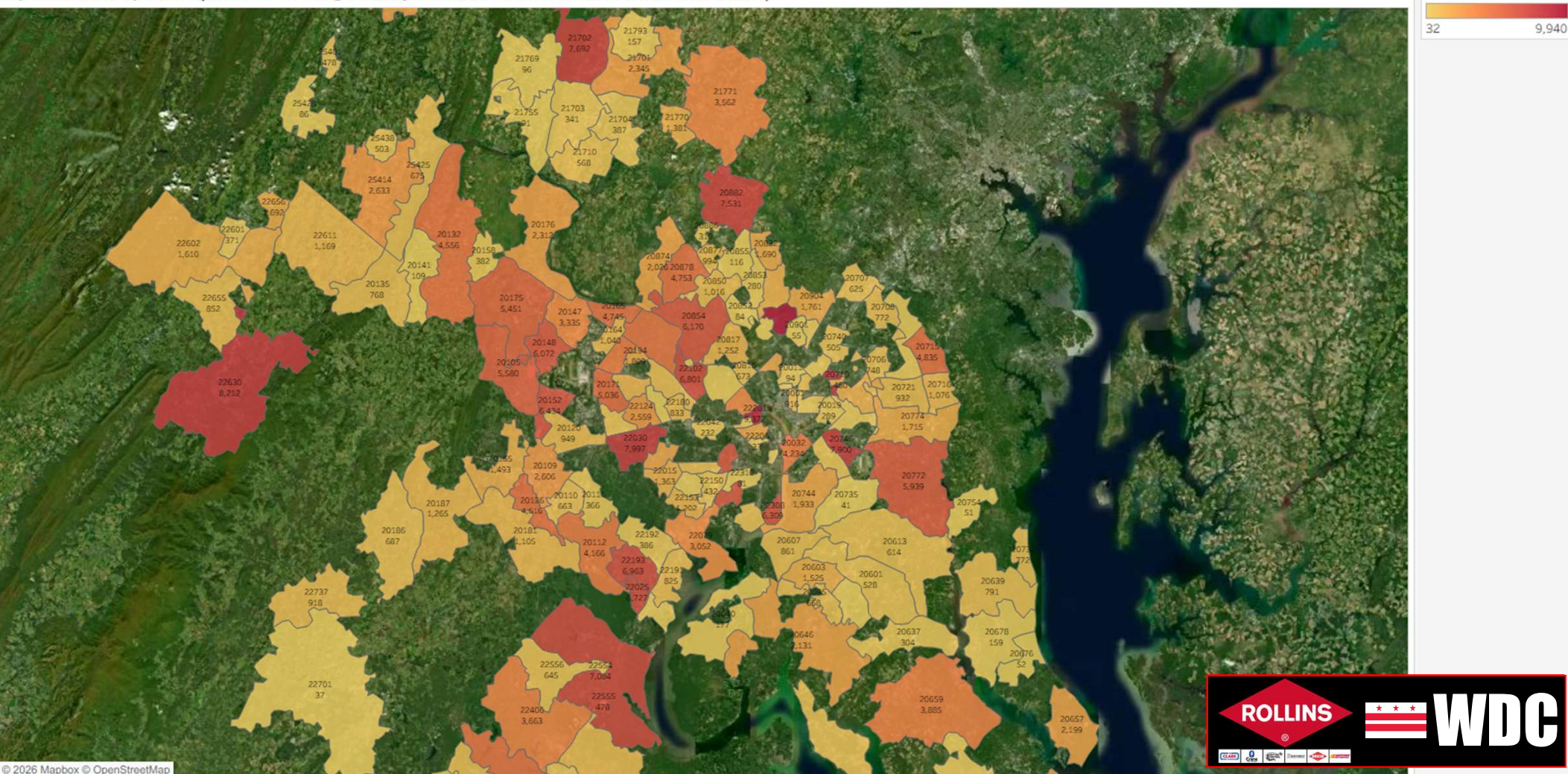
CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 229

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service))

Top Residential Zip Codes: (Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service)



© 2026 Mapbox © OpenStreetMap

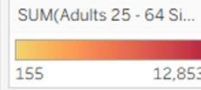
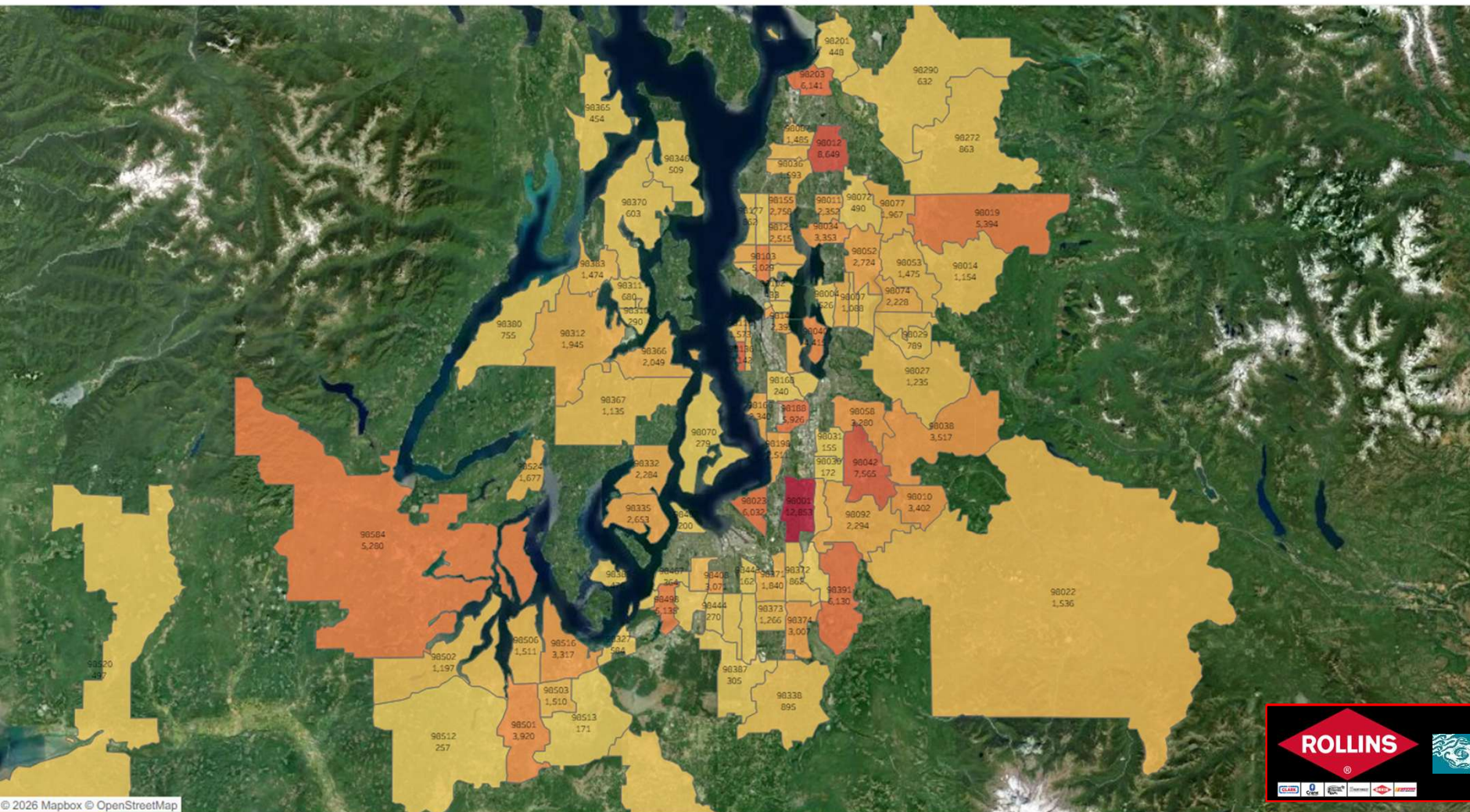
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 569

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

(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service))

soefa.ai Share of Everything
for Anything .

Top Residential Zip Codes: (Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service)



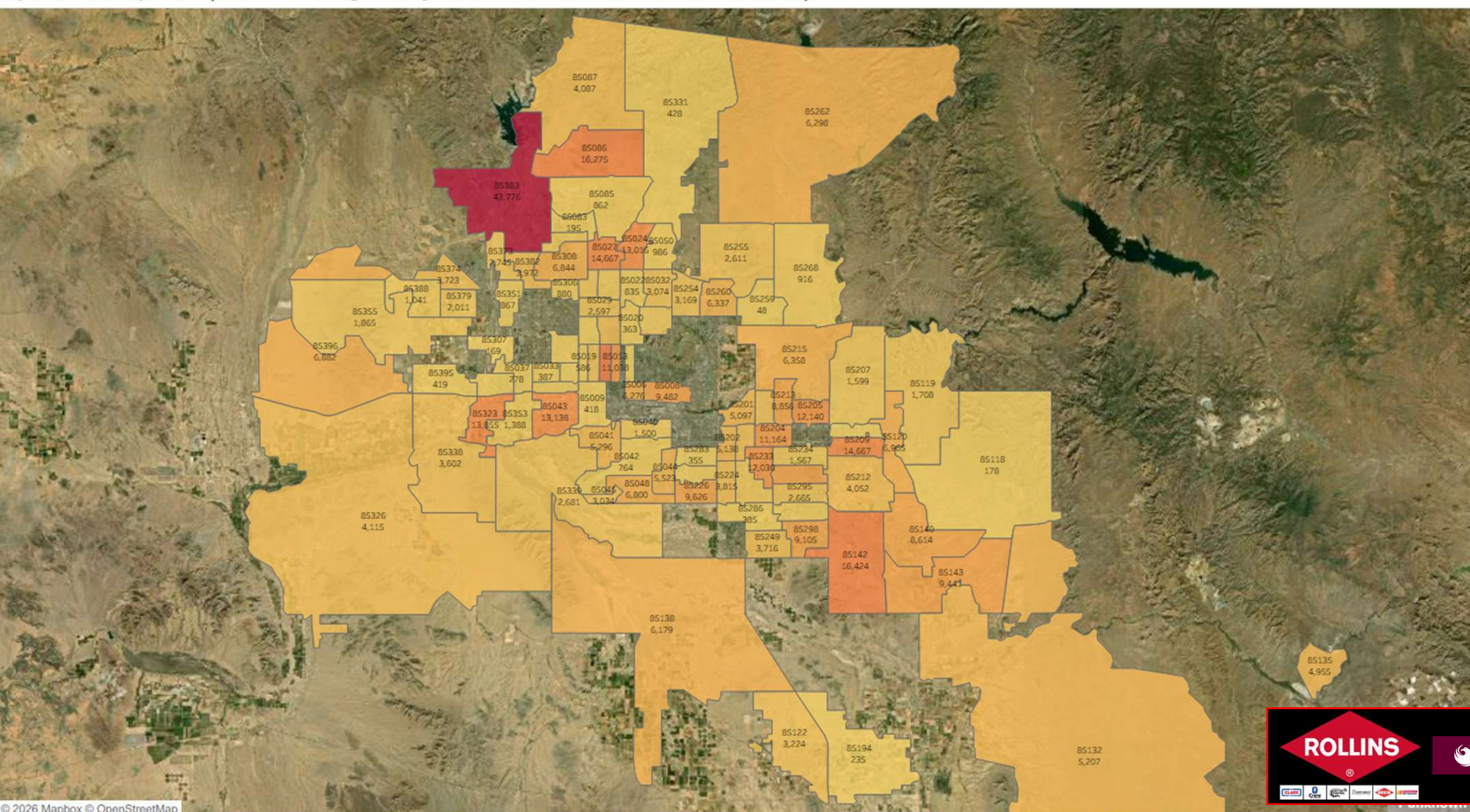
© 2026 Mapbox © OpenStreetMap

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 378
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service))

Top Residential Zip Codes: (Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service)



© 2026 Mapbox © OpenStreetMap

PHX DMA Scarborough R1 2025: Feb25-Feb26 Qual Intab 428

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

(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service))

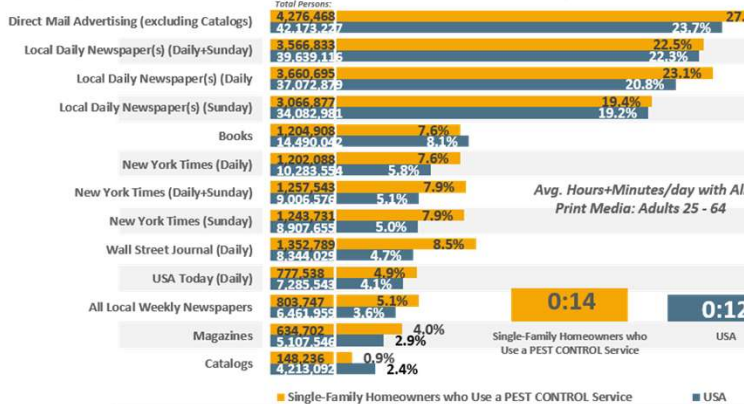


soefa.ai Share of Everything for Anything

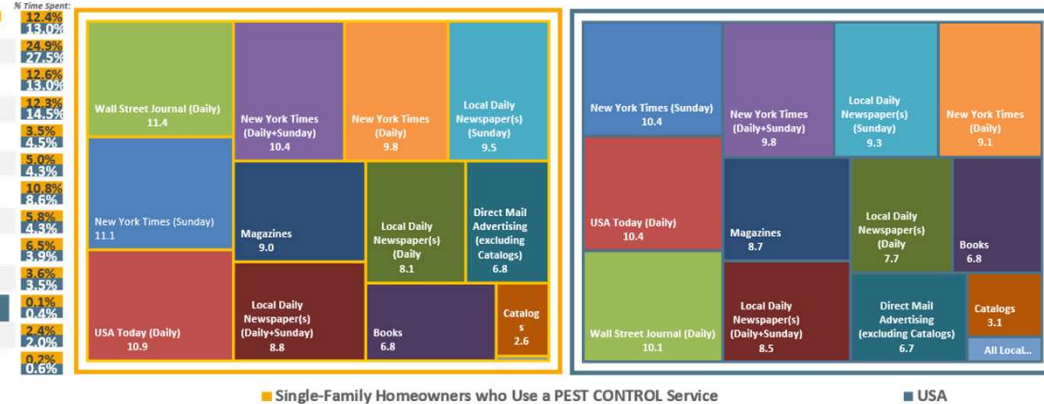


3,566,833 or 22.5% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 25.8% of all time spent daily with All forms of Print Media.

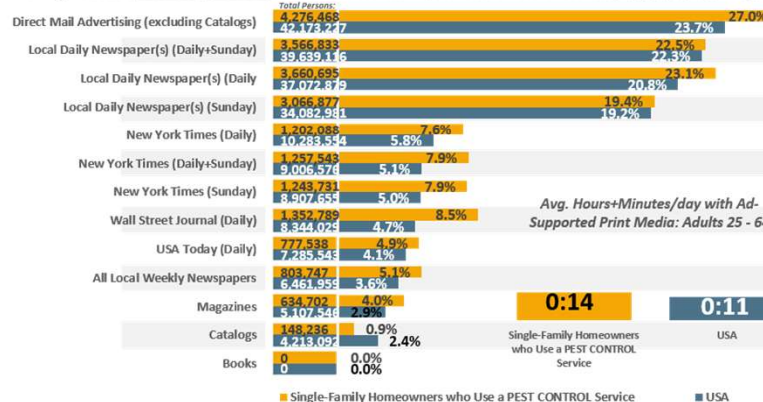
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



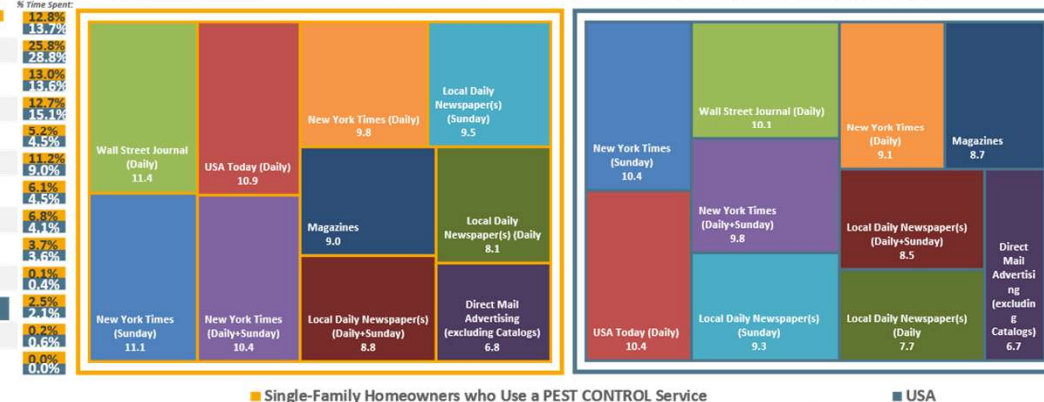
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

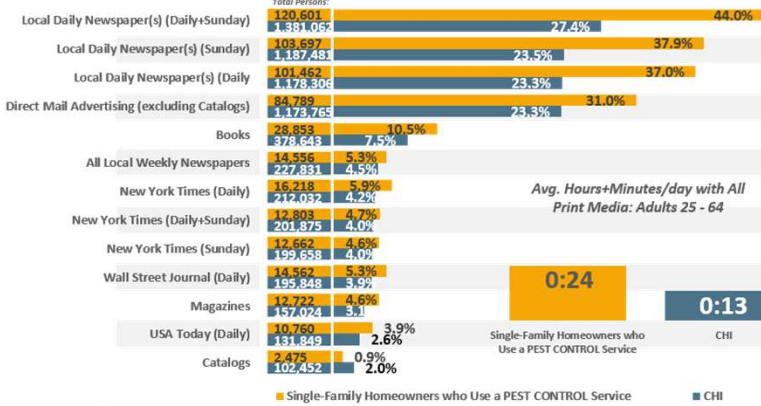
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]

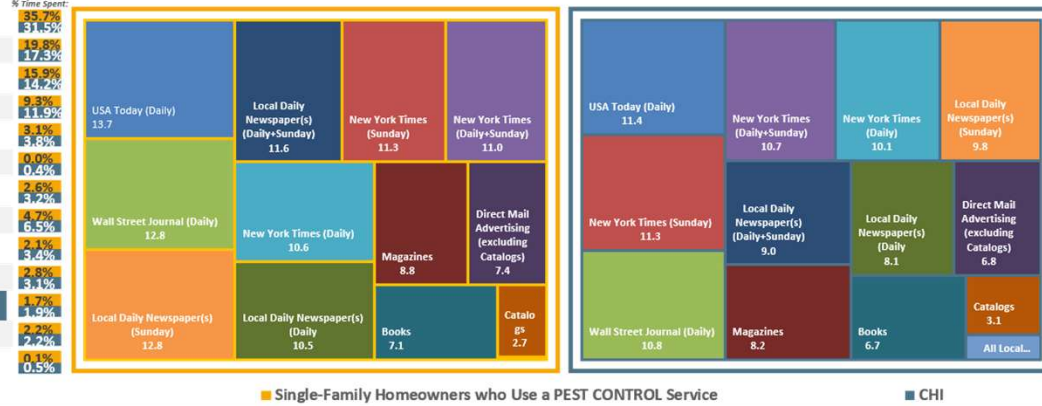


120,601 or 44.% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.6 minutes every day representing 36.8% of all time spent daily with All forms of Print Media.

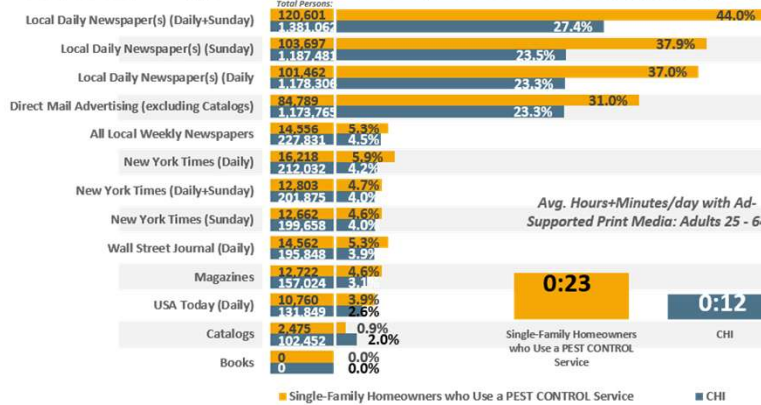
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



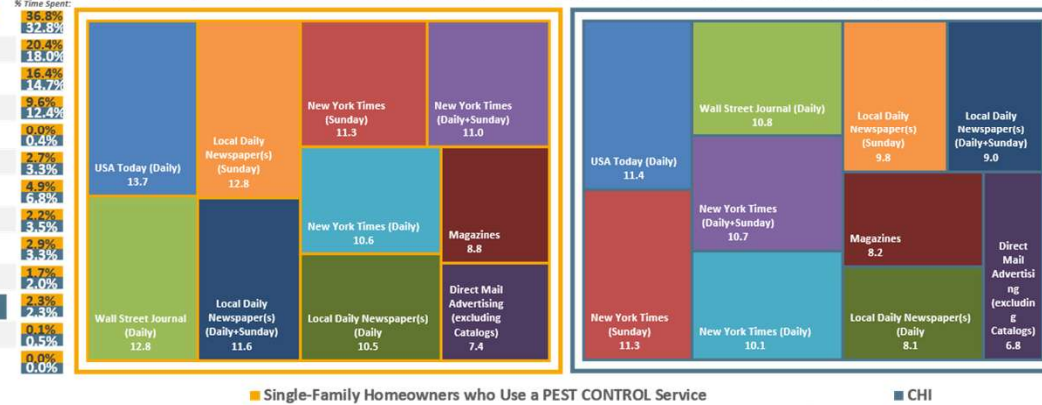
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

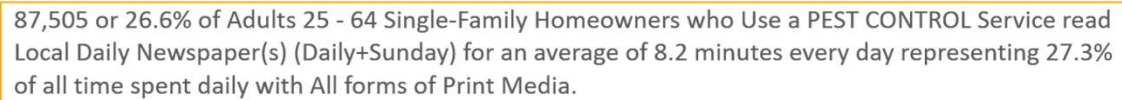


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64

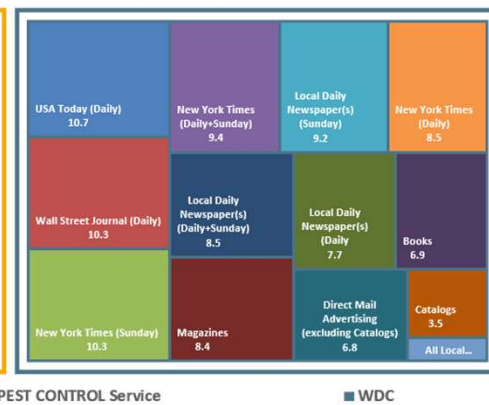
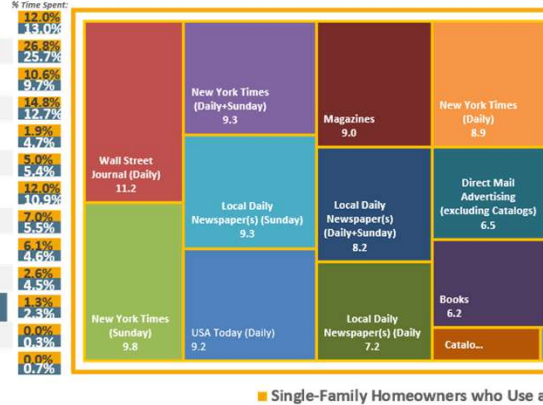


Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

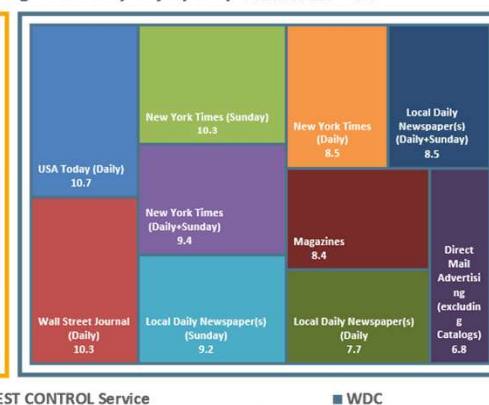
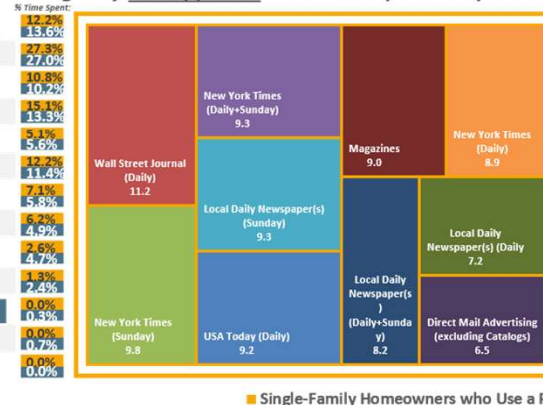




Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



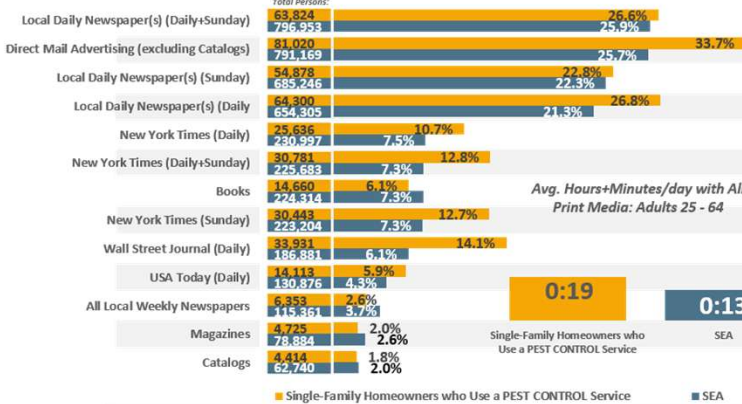
soefa.ai Share of Everything
for Anything

(((Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)) AND Items/services household currently has (HHL): Pest control service))

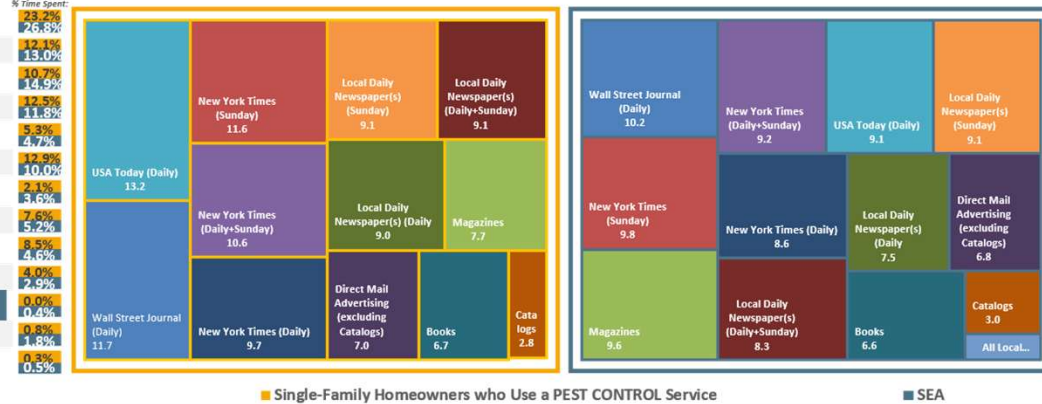


63,824 or 26.6% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 23.7% of all time spent daily with All forms of Print Media.

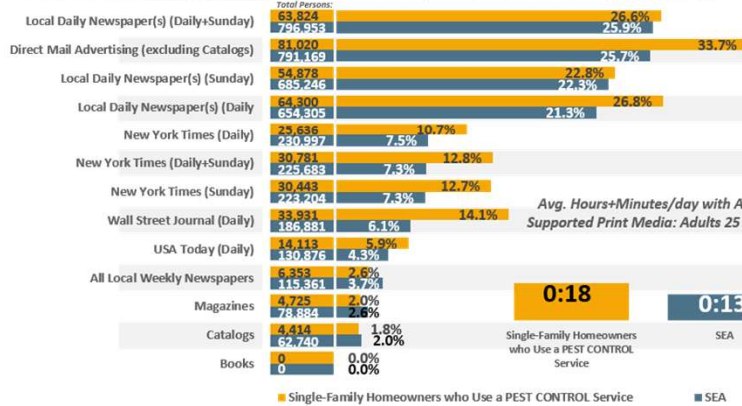
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



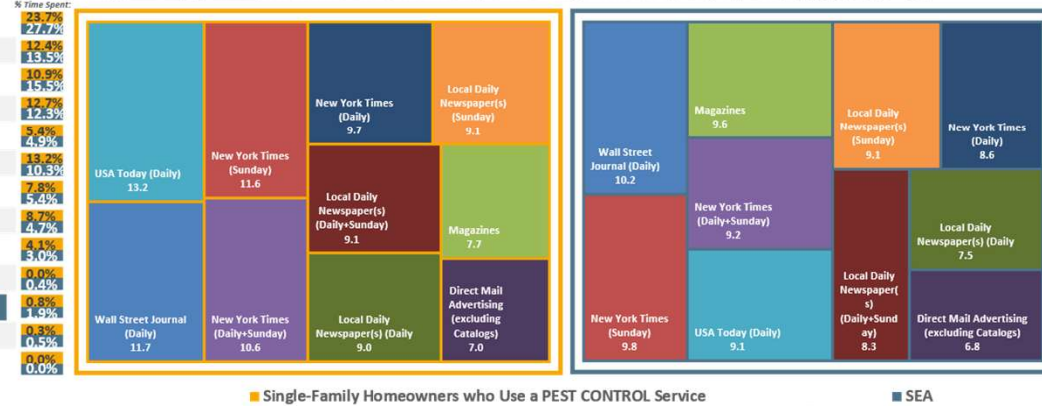
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



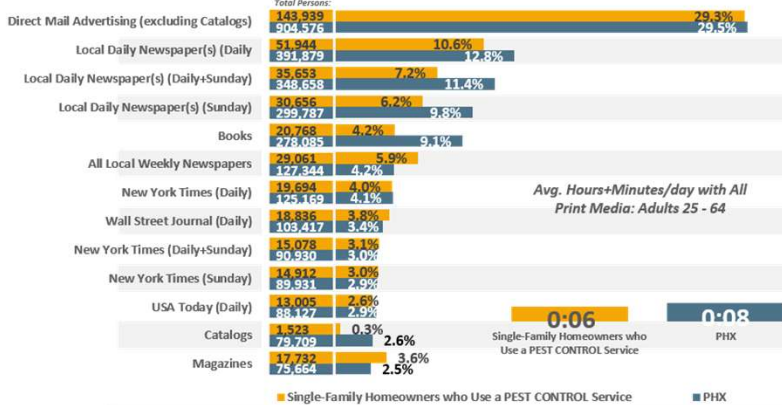
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



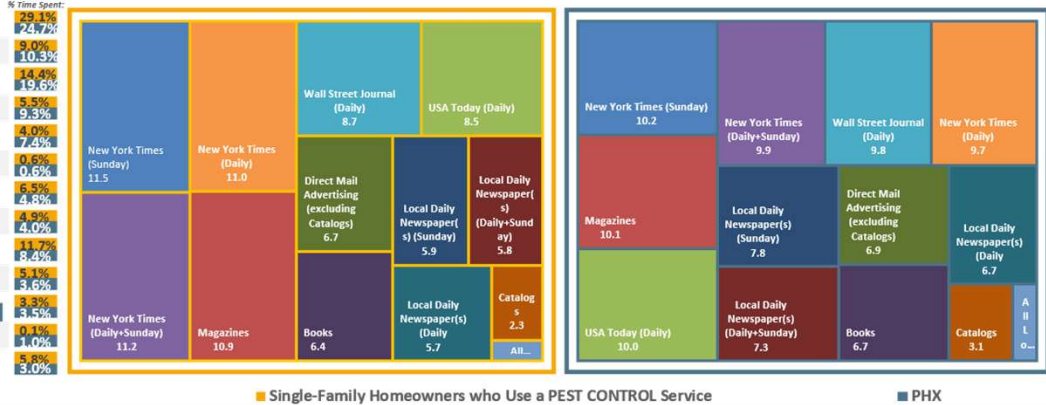


143,939 or 29.3% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service read Direct Mail Advertising (excluding Catalogs) for an average of 6.7 minutes every day representing 30.3% of all time spent daily with All forms of Print Media.

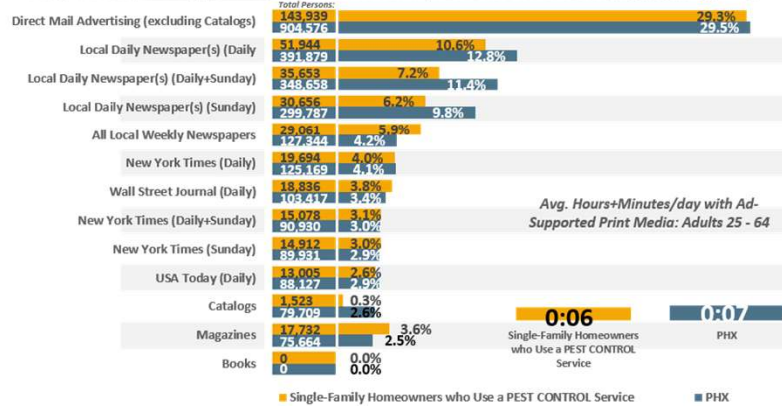
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



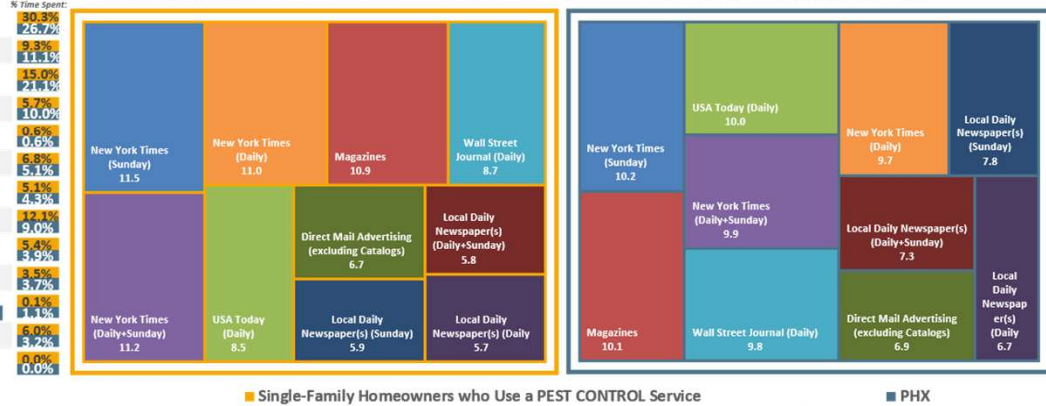
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



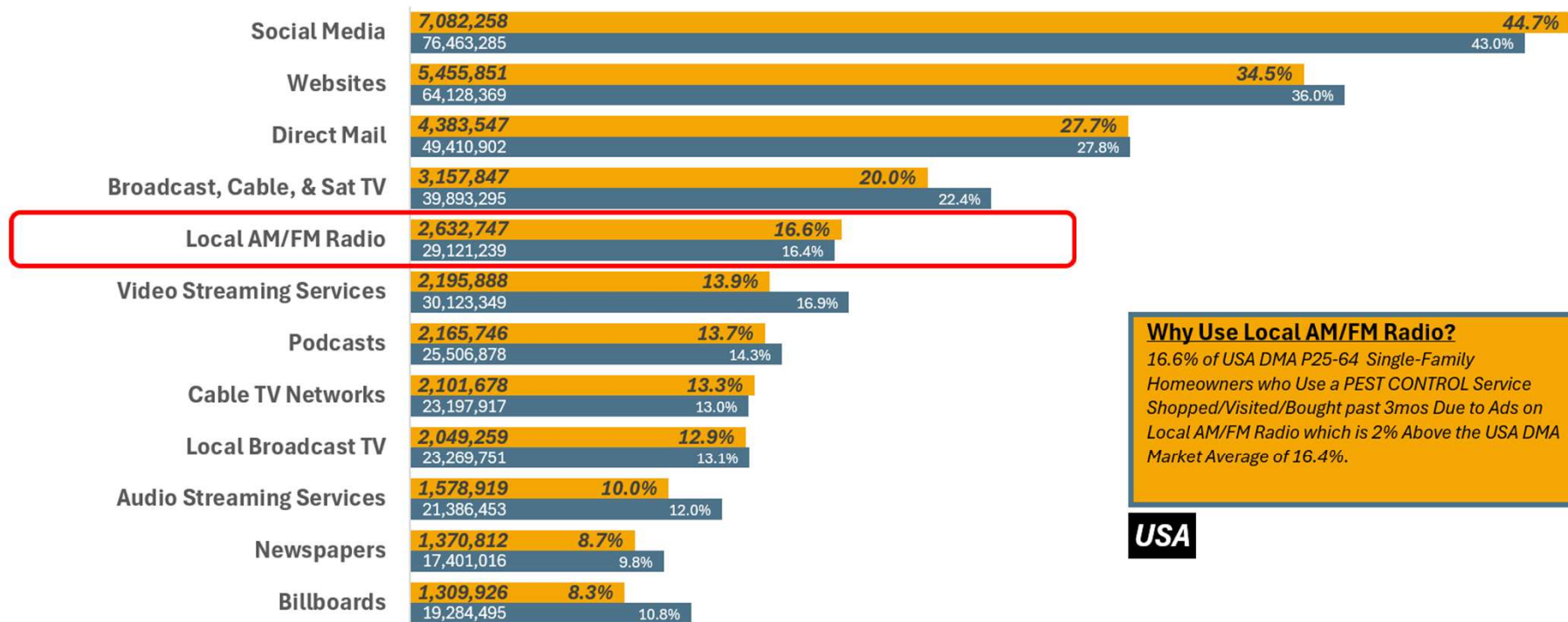
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





"Advertising Actions"

P25-64 Single-Family Homeowners who Use a PEST CONTROL Service (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.6% of USA DMA P25-64 Single-Family Homeowners who Use a PEST CONTROL Service Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the USA DMA Market Average of 16.4%.

USA

■ P25-64 Single-Family Homeowners who Use a PEST CONTROL Service (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1516
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

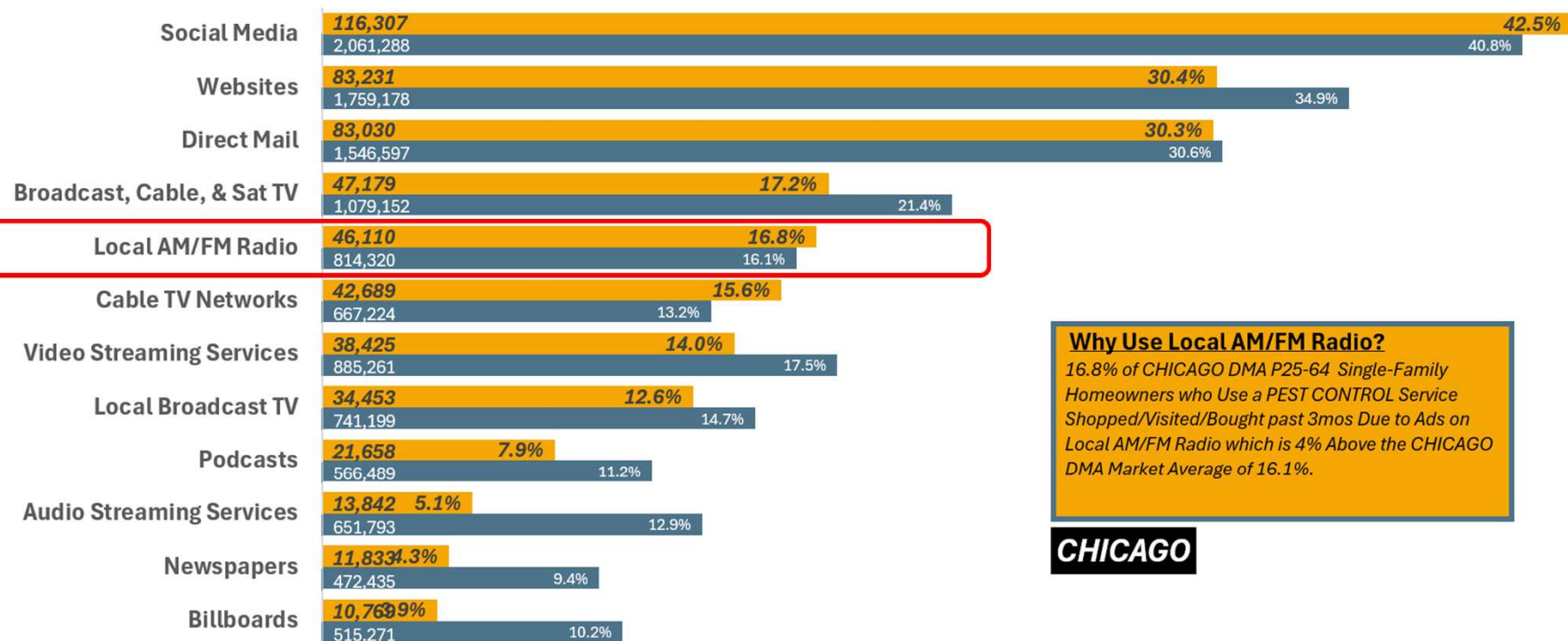
soefa.ai Share of Everything for Anything ®

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]



"Advertising Actions"

P25-64 Single-Family Homeowners who Use a PEST CONTROL Service (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.8% of CHICAGO DMA P25-64 Single-Family Homeowners who Use a PEST CONTROL Service Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the CHICAGO DMA Market Average of 16.1%.

CHICAGO

■ P25-64 Single-Family Homeowners who Use a PEST CONTROL Service (Shopped/Visited/Bought past 3mos Due to Ads on %)

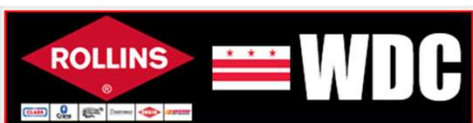
■ P25-64 CHICAGO AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 144

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

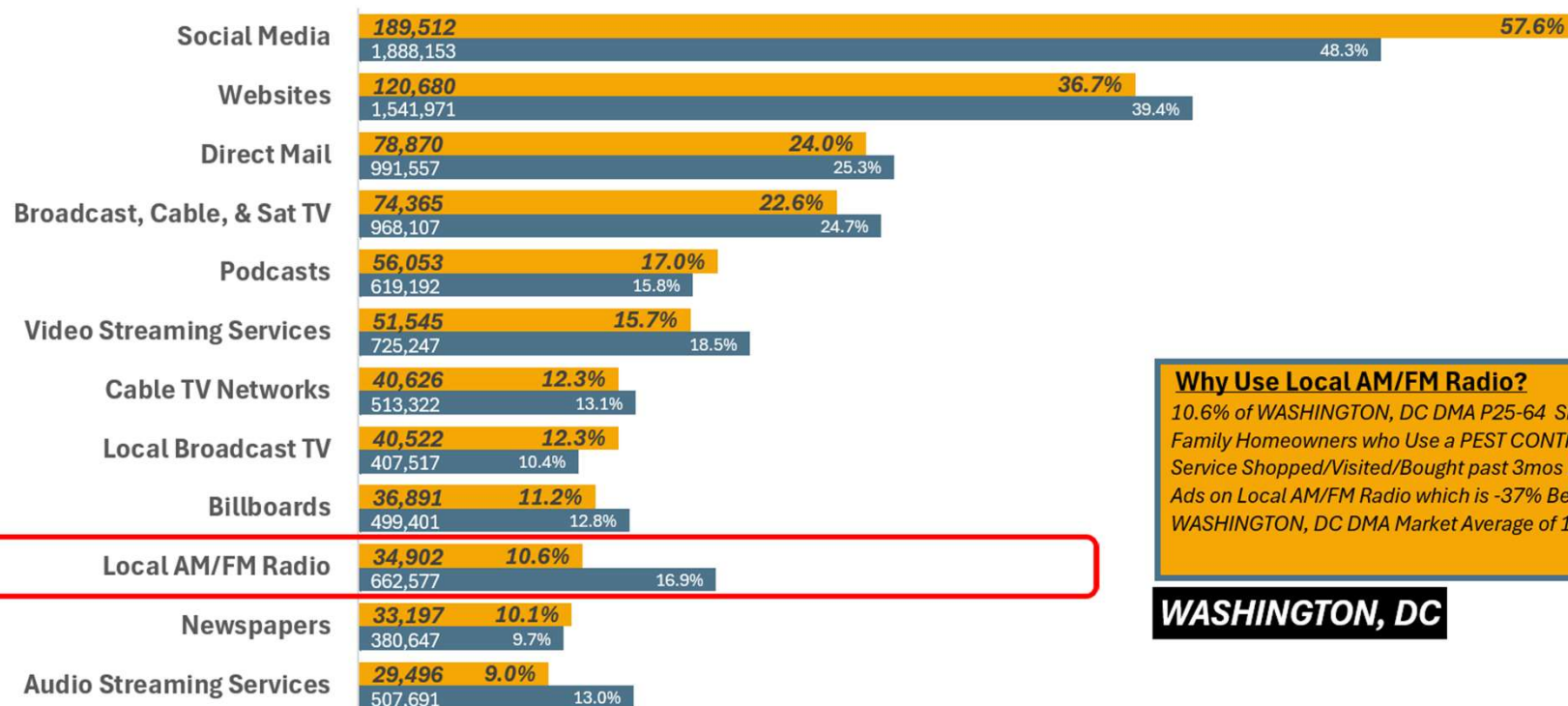
soefa.ai Share of Everything for Anything ®

[[([Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)) AND Items/services household currently has (HHL): Pest control service]]



"Advertising Actions"

P25-64 Single-Family Homeowners who Use a PEST CONTROL Service (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

10.6% of WASHINGTON, DC DMA P25-64 Single-Family Homeowners who Use a PEST CONTROL Service Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -37% Below the WASHINGTON, DC DMA Market Average of 16.9%.

WASHINGTON, DC

■ P25-64 Single-Family Homeowners who Use a PEST CONTROL Service (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 367
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

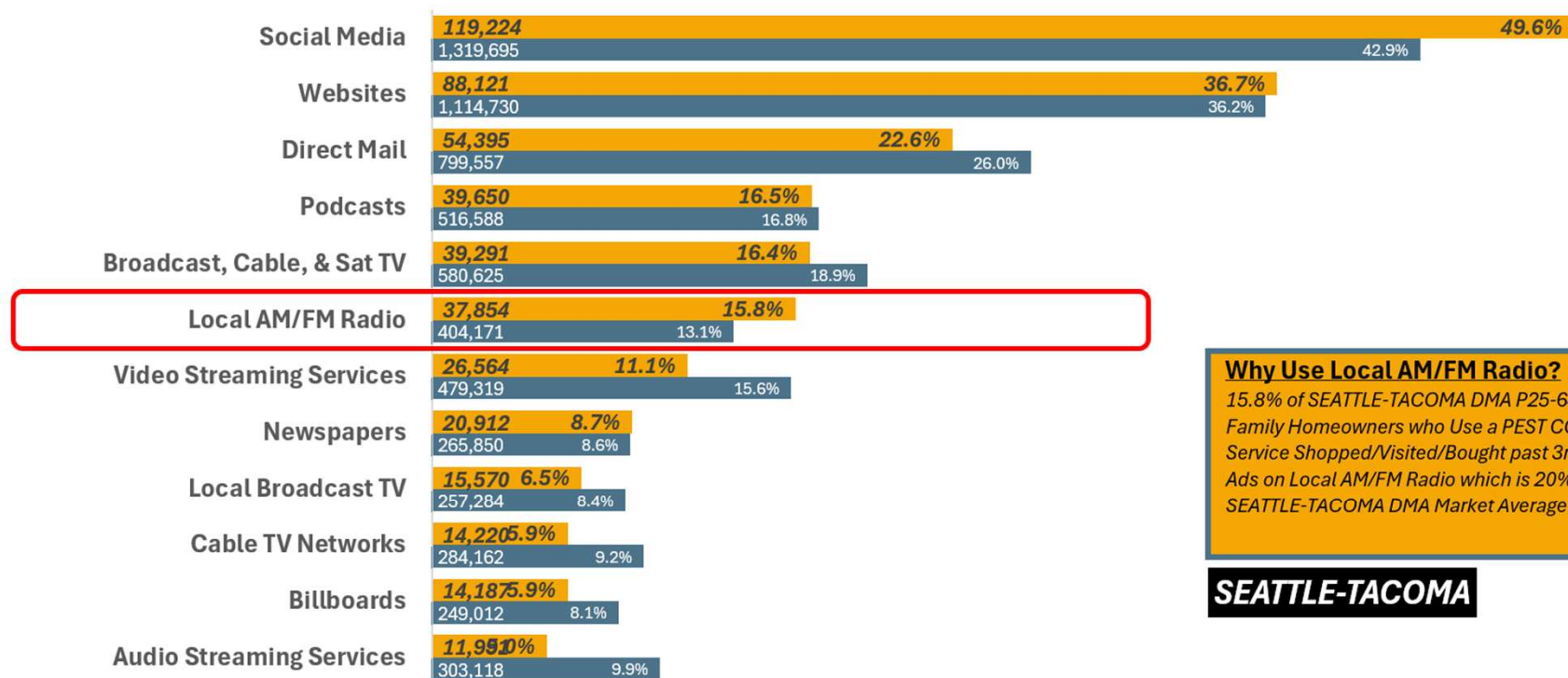
soefa.ai Share of Everything
for Anything ®

[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]



"Advertising Actions"

P25-64 Single-Family Homeowners who Use a PEST CONTROL Service (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.8% of SEATTLE-TACOMA DMA P25-64 Single-Family Homeowners who Use a PEST CONTROL Service Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 20% Above the SEATTLE-TACOMA DMA Market Average of 13.1%.

SEATTLE-TACOMA

■ P25-64 Single-Family Homeowners who Use a PEST CONTROL Service (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 232
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

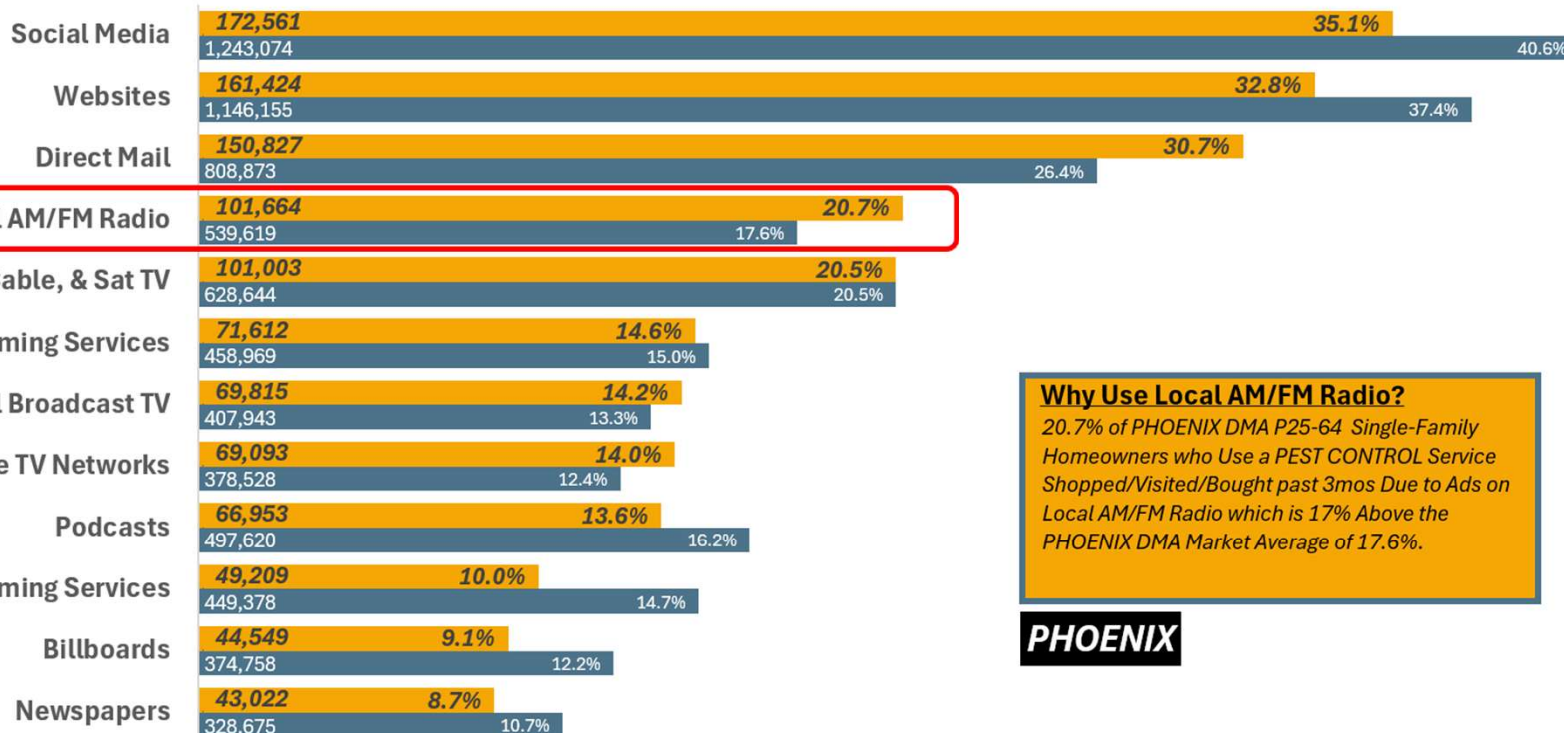
soefa.ai Share of Everything
for Anything ®

[[([Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)) AND Items/services household currently has (HHL): Pest control service]]



"Advertising Actions"

P25-64 Single-Family Homeowners who Use a PEST CONTROL Service (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.7% of PHOENIX DMA P25-64 Single-Family Homeowners who Use a PEST CONTROL Service Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 17% Above the PHOENIX DMA Market Average of 17.6%.

PHOENIX

■ P25-64 Single-Family Homeowners who Use a PEST CONTROL Service (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 PHOENIX AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 257
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything °

[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]