

**USA+4 DMAs – P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service!**

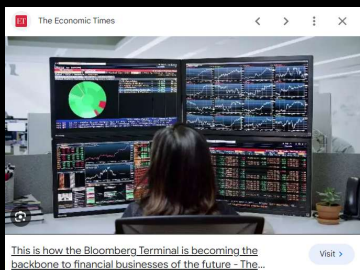
# Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service in the next 12 months as of March 31, 2026.**



**P35+**



**The Bates Family (Private)** 🇵🇷

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

[[([Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]





3.0% or 5,963,481 of USA DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.  
Typical Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 56.4 years old (1.8% younger than average) and have a \$138,246 (13.7% higher than average) annual household income.

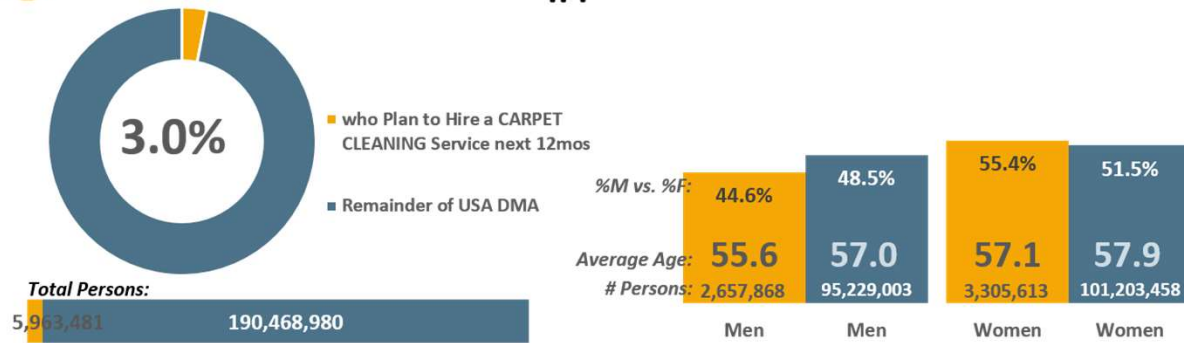


Percent of Market: Adults 35 or older

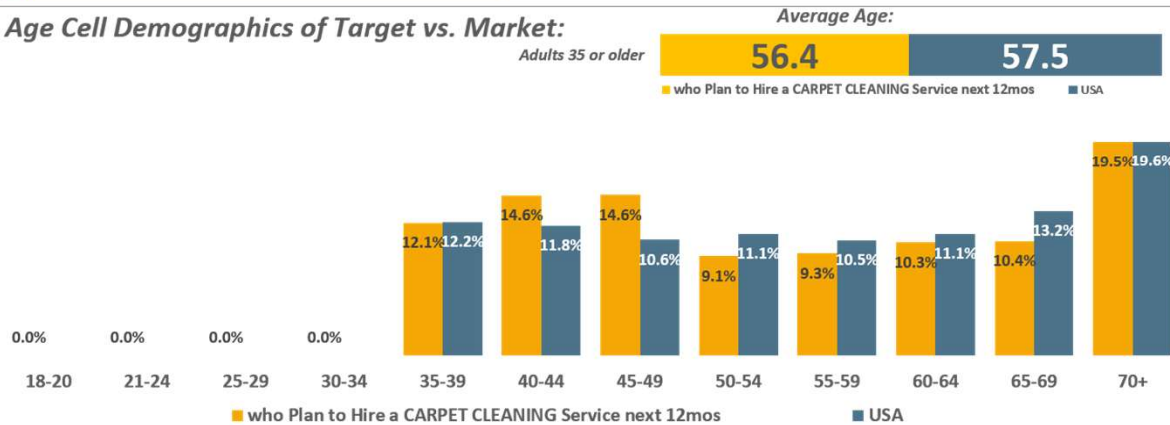


Gender of Target vs. Market: Adults 35 or older

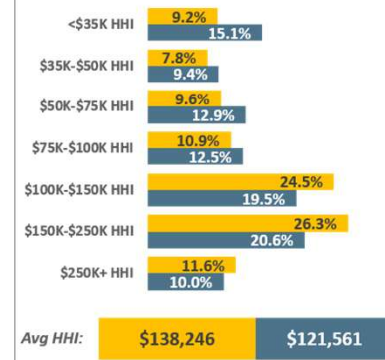
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:







2.6% or 139,919 of CHI DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.  
 Typical Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 52.4 years old (8.2% younger than average) and have a \$103,704 (7.7% lower than average) annual household income.

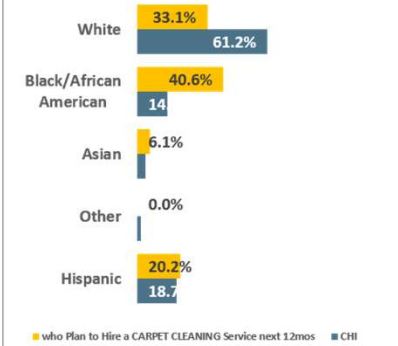
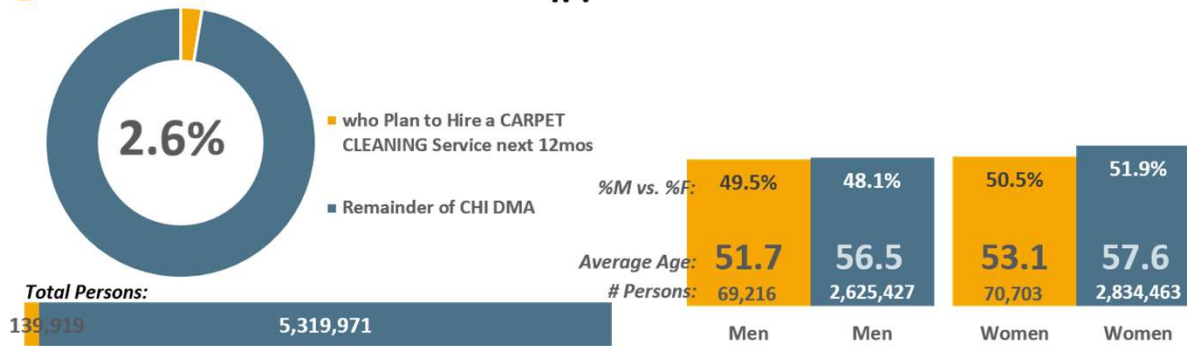


### Percent of Market: Adults 35 or older

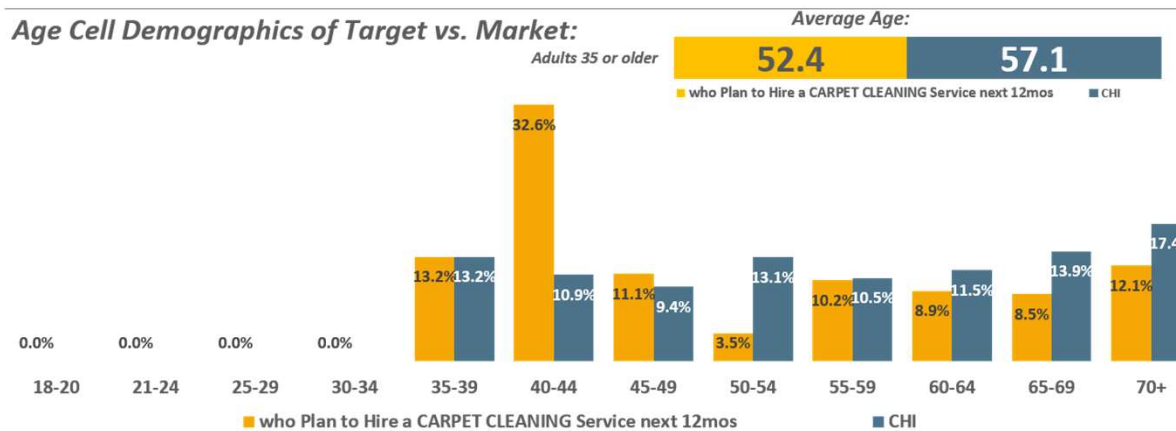


### Gender of Target vs. Market: Adults 35 or older

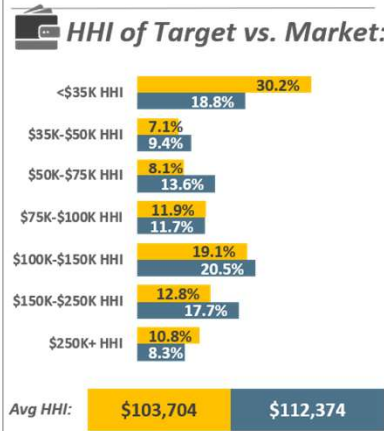
### Ethnicity of Target vs. Market:



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



### HHI of Target vs. Market:





2.4% or 98,229 of WASHINGTON, DC DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.  
 Typical Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 60.4 years old (6.9% older than average) and have a \$172,567 (15.9% higher than average) annual household income.

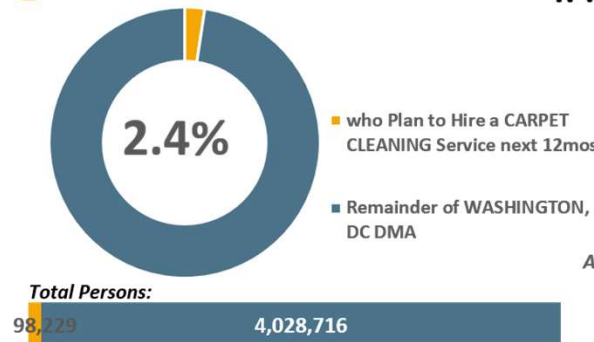


Percent of Market: Adults 35 or older



Gender of Target vs. Market: Adults 35 or older

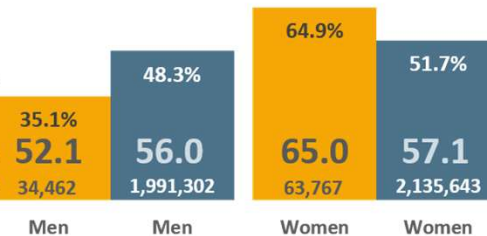
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

# Persons:



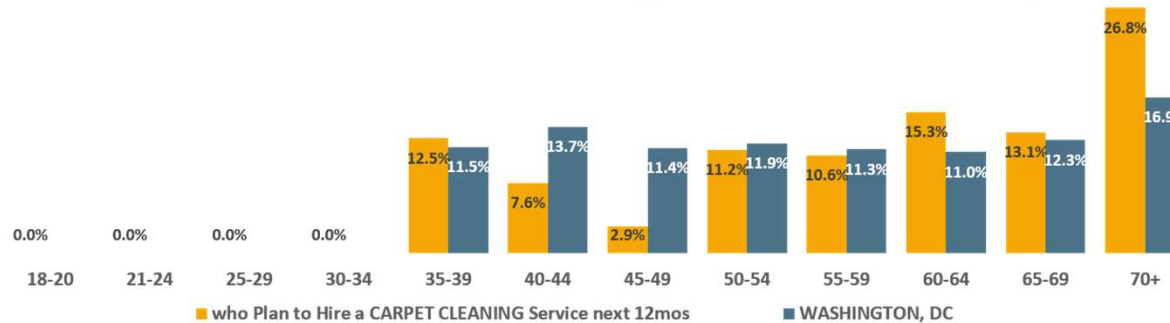
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 35 or older

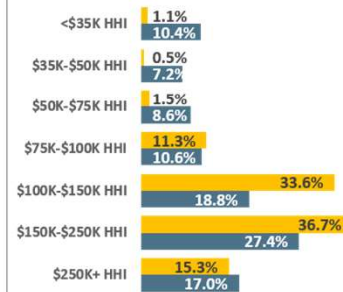
who Plan to Hire a CARPET CLEANING Service next 12mos

WASHINGTON, DC



WASHINGTON, DC

HHI of Target vs. Market:



Avg HHI: \$172,567 \$148,836



3.8% or 125,681 of SEA DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.  
 Typical Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 54.1 years old (4.6% younger than average) and have a \$156,157 (17.3% higher than average) annual household income.

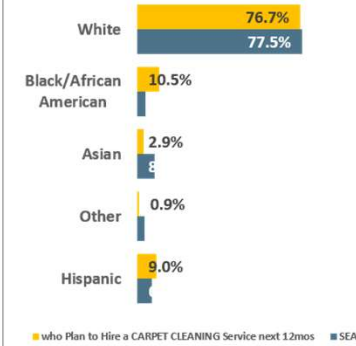
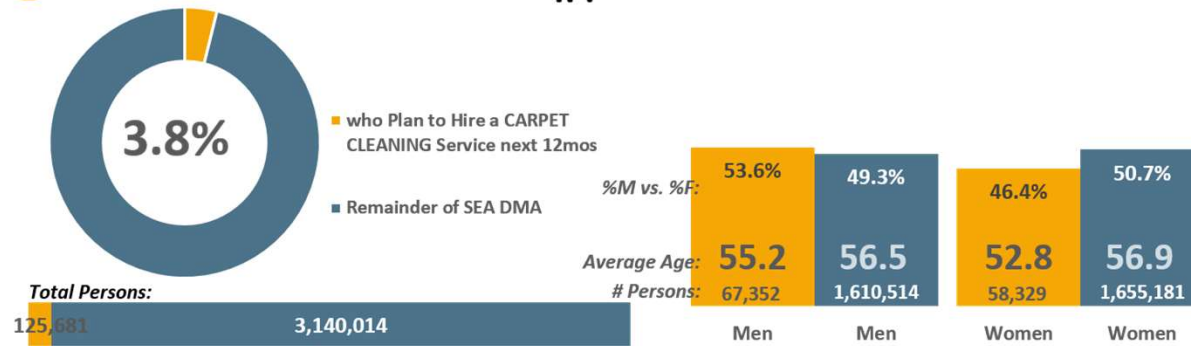


Percent of Market: Adults 35 or older

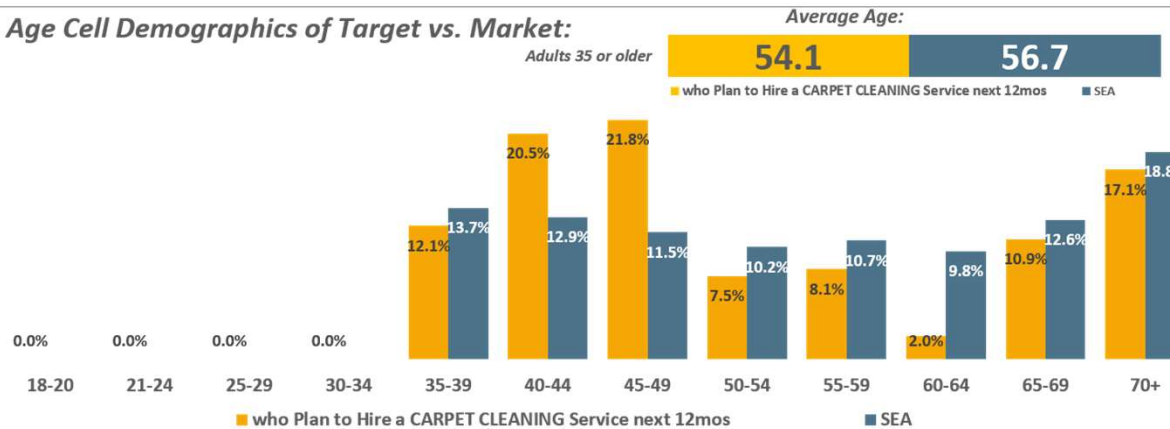


Gender of Target vs. Market: Adults 35 or older

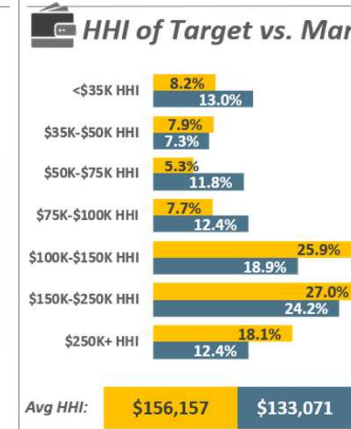
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:







3.6% or 121,668 of PHX DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.  
 Typical Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 53.6 years old (7.7% younger than average) and have a \$128,327 (14.% higher than average) annual household income.

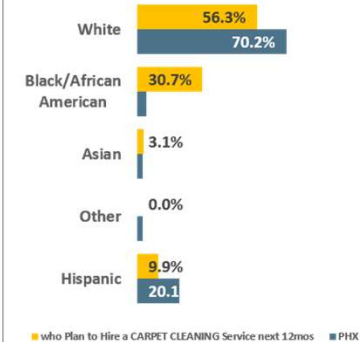
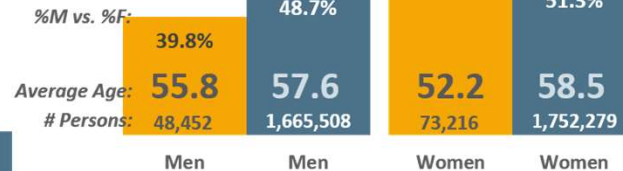
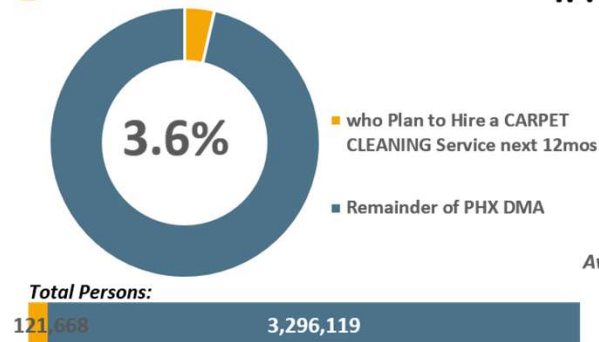


### Percent of Market: Adults 35 or older

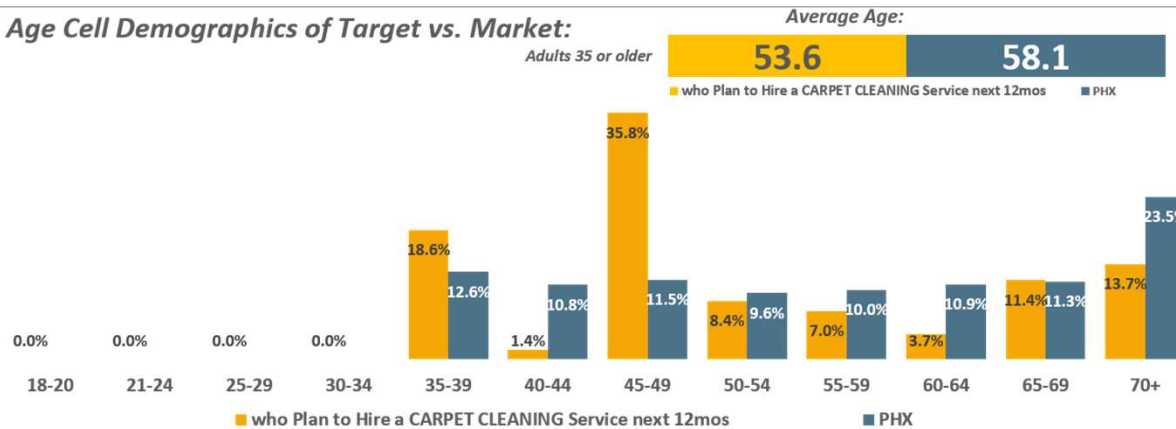


### Gender of Target vs. Market: Adults 35 or older

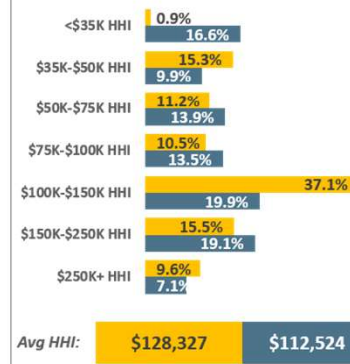
### Ethnicity of Target vs. Market:



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



### HHI of Target vs. Market:

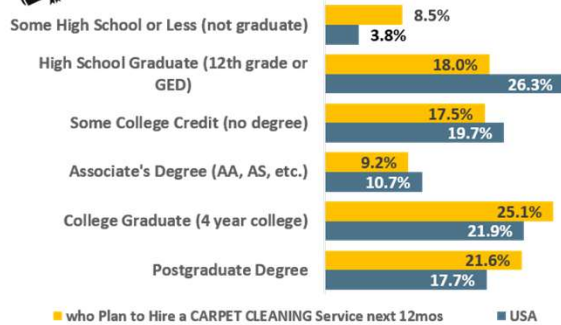




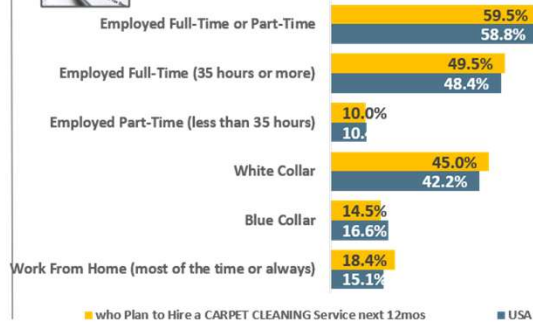
3.3% or 5,963,481 of USA DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos. Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 17.9% more likely to be a college graduate, 2.3% more likely to work full-time, 8.9% more likely to be married, 2.9% more likely to be a grandparent of 1 or more children under 1



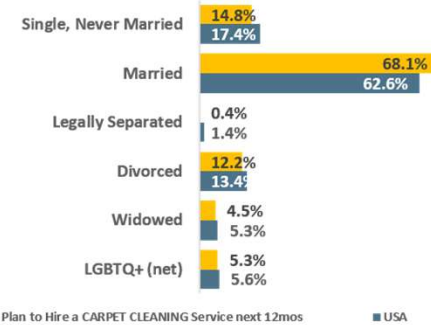
### Education Levels: Adults 35 or older



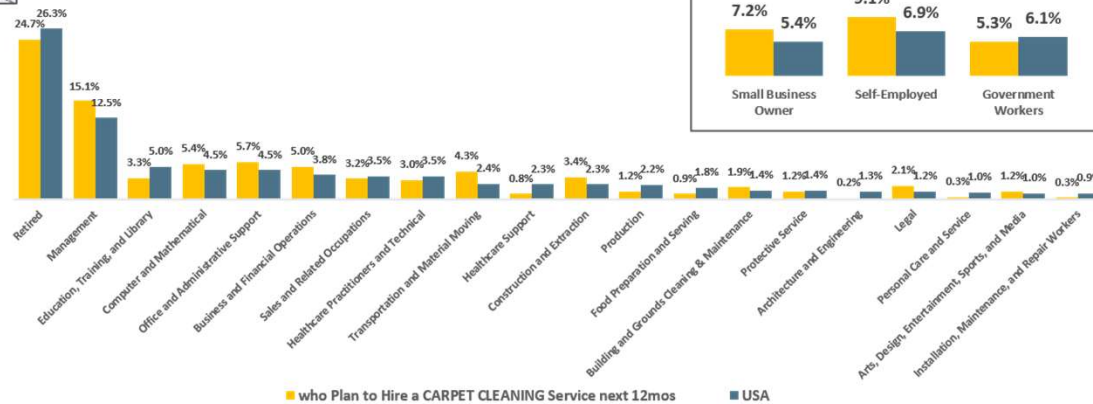
### Employment: Adults 35 or older



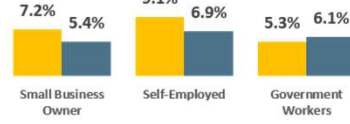
### Marital Status: Adults 35 or older



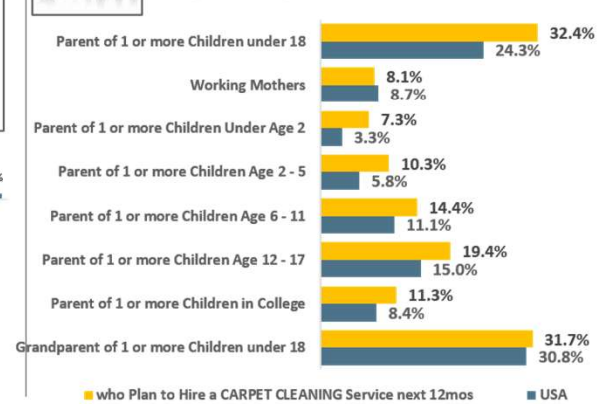
### Top-20 Occupations: Adults 35 or older



### Entrepreneurs/Government Workers



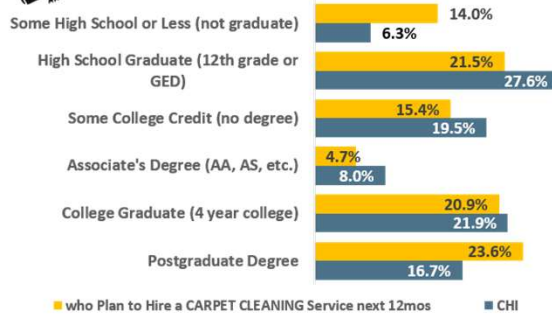
### Stage in Life: Adults 35 or older



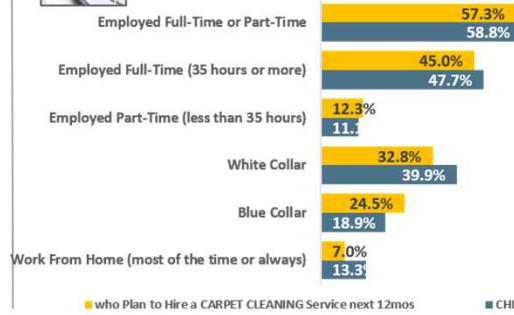


2.6% or 139,919 of CHI DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos. Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 15.2% more likely to be a college graduate, 5.7% less likely to work full-time, 1.9% less likely to be married, 29.3% less likely to be a grandparent of 1 or more children under

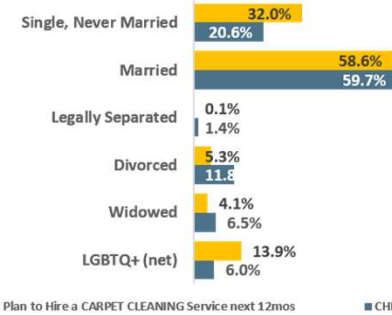
### Education Levels: Adults 35 or older



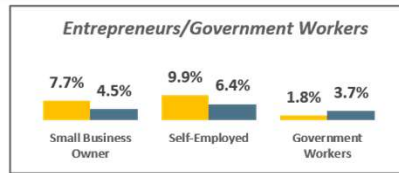
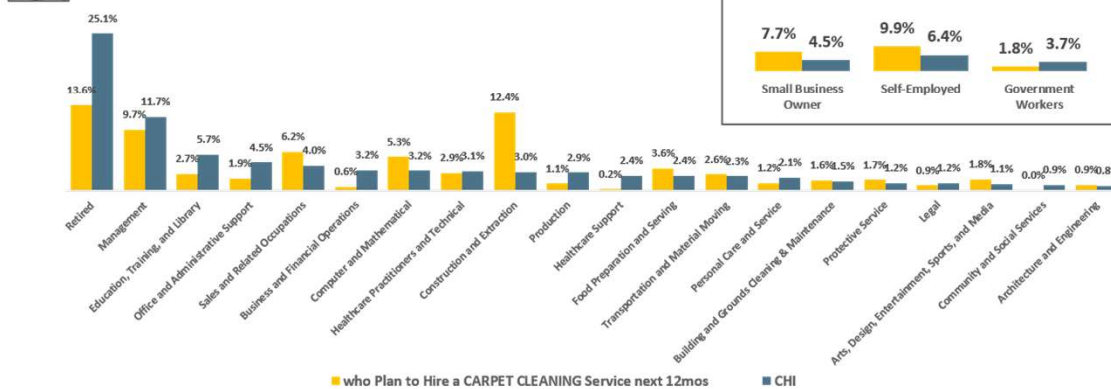
### Employment: Adults 35 or older



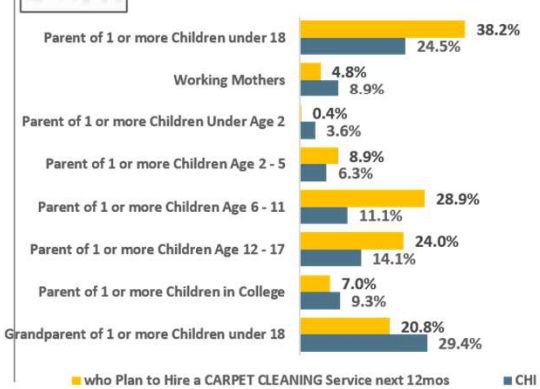
### Marital Status: Adults 35 or older



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



### Stage in Life: Adults 35 or older

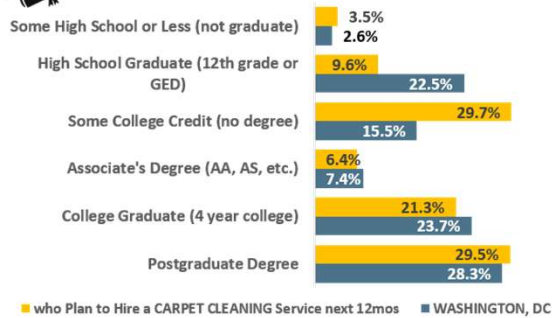




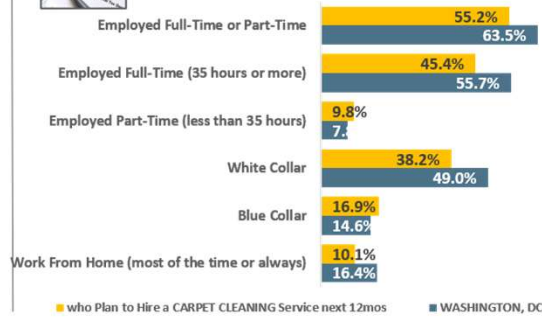


2.4% or 98,229 of WASHINGTON, DC DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos. Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 2.3% less likely to be a college graduate, 18.5% less likely to work full-time, 3.2% less likely to be married, 66.8% more likely to be a grandparent of 1 or more children under

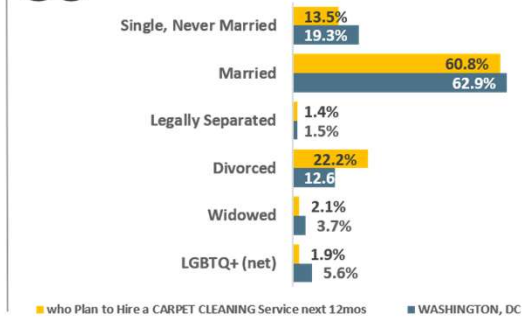
### Education Levels: Adults 35 or older



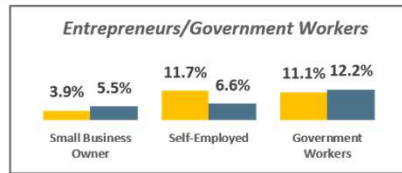
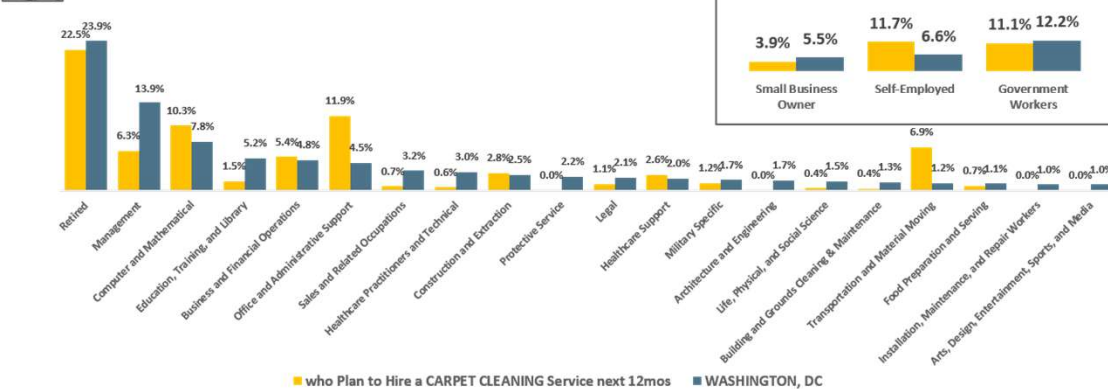
### Employment: Adults 35 or older



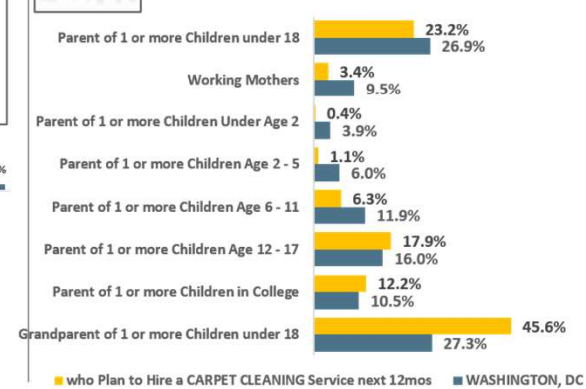
### Marital Status: Adults 35 or older



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



### Stage in Life: Adults 35 or older

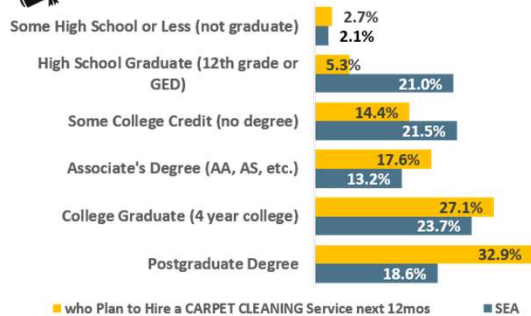




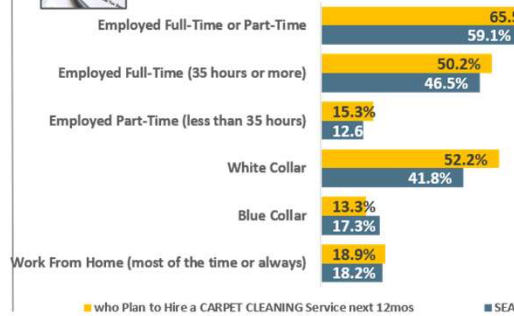
3.8% or 125,681 of SEA DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos. Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 41.9% more likely to be a college graduate, 7.9% more likely to work full-time, 5.9% more likely to be married, 13.2% less likely to be a grandparent of 1 or more children under



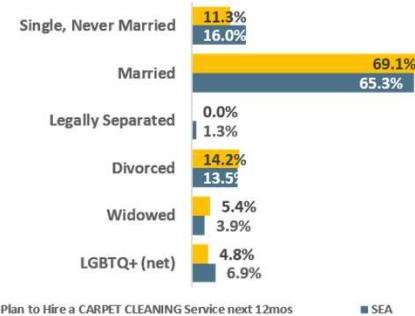
### Education Levels: Adults 35 or older



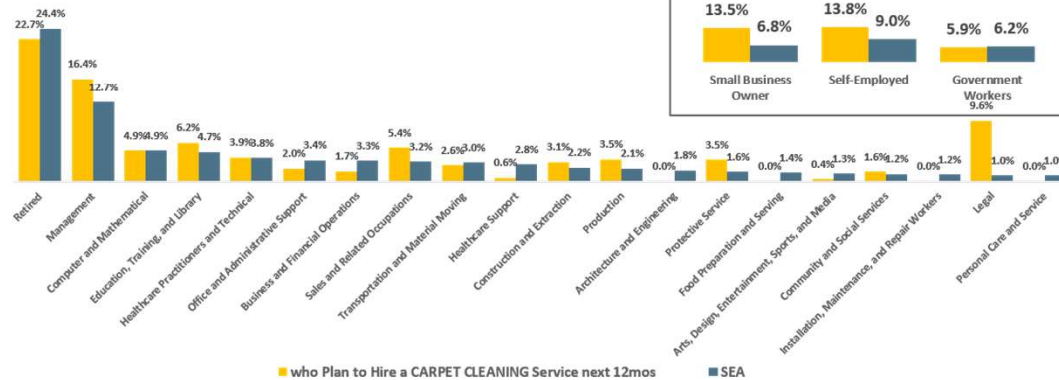
### Employment: Adults 35 or older



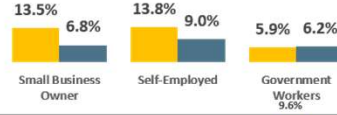
### Marital Status: Adults 35 or older



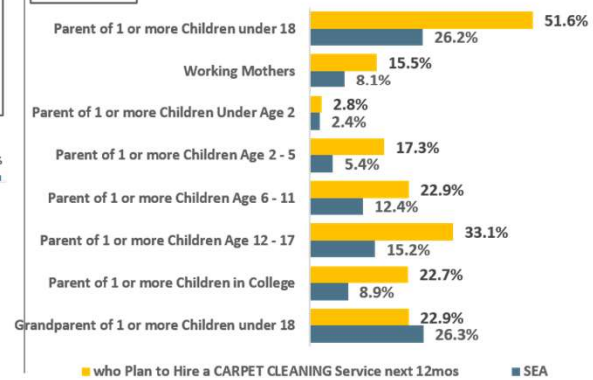
### Top-20 Occupations: Adults 35 or older



### Entrepreneurs/Government Workers



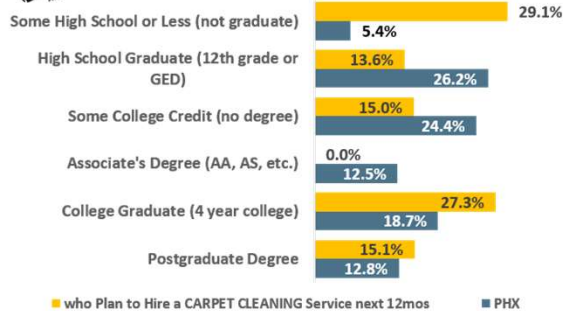
### Stage in Life: Adults 35 or older



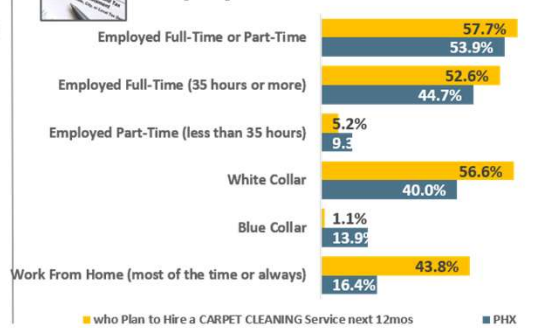


3.6% or 121,668 of PHX DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos. Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 34.8% more likely to be a college graduate, 17.7% more likely to work full-time, 20.5% more likely to be married, 17.7% more likely to be a grandparent of 1 or more children unde

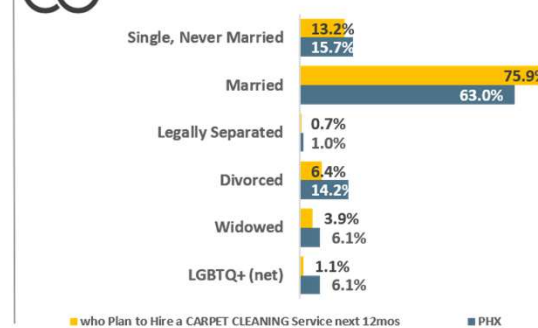
## Education Levels: Adults 35 or older



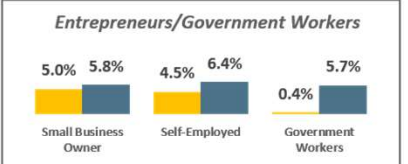
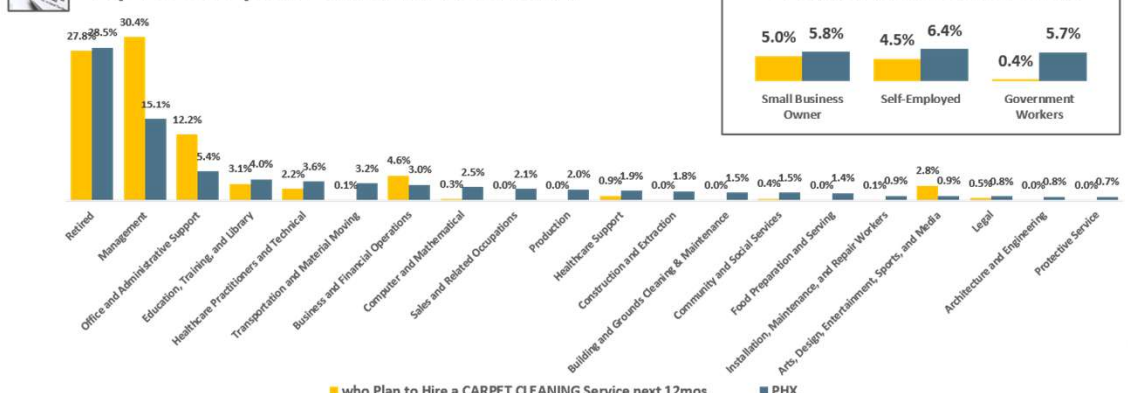
## Employment: Adults 35 or older



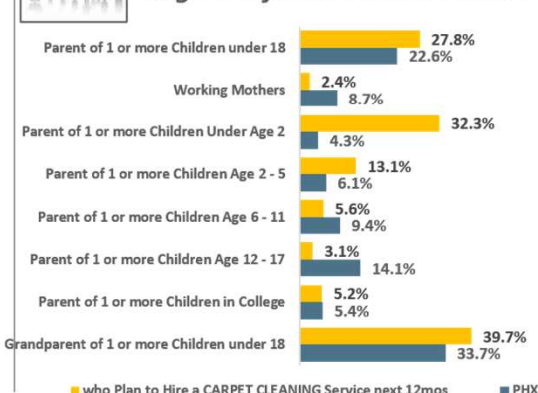
## Marital Status: Adults 35 or older



## Top-20 Occupations: Adults 35 or older



## Stage in Life: Adults 35 or older

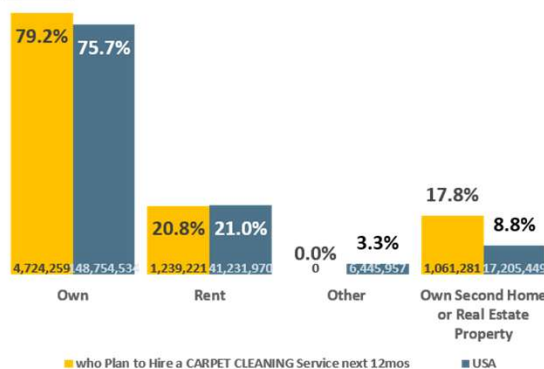




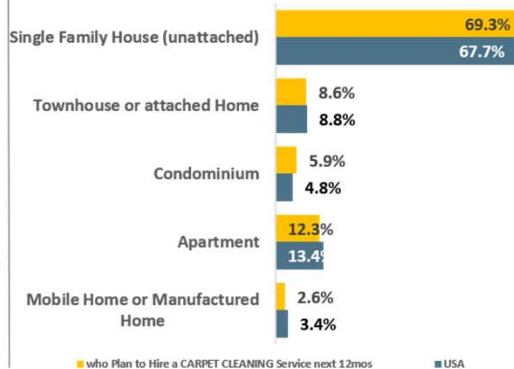


3.3% or 5,963,481 of USA DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos. Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 4.6% more likely to own their home, 12.3% more likely to own a higher valued home, 2.4% more likely to have a single-family home, 14.7% more likely to have a dog.

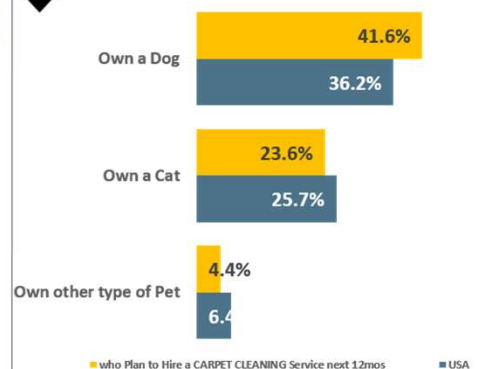
### Own/Rent/Other:Adults 35 or older



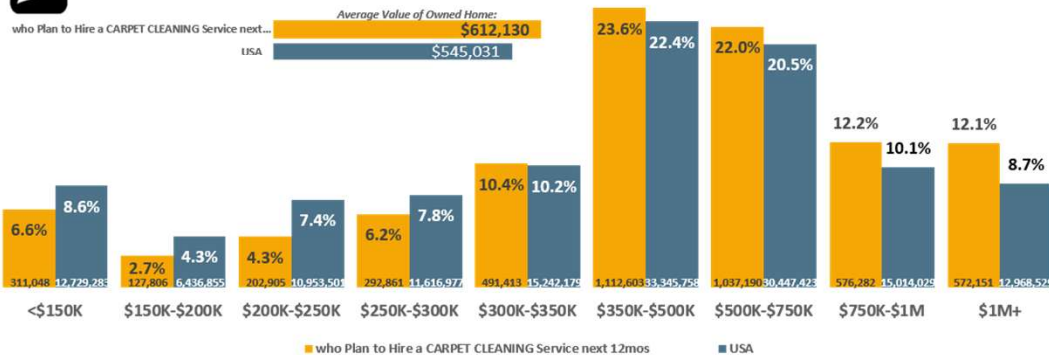
### Type of Home:Adults 35 or older



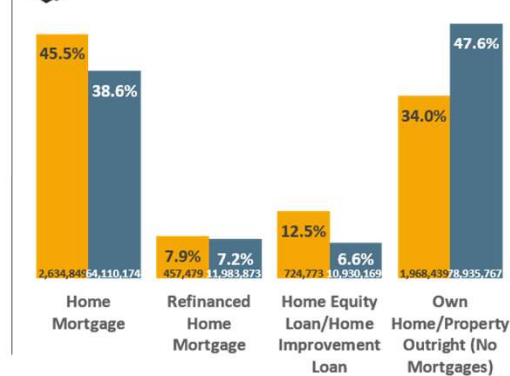
### Pets in Home:Adults 35 or older



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



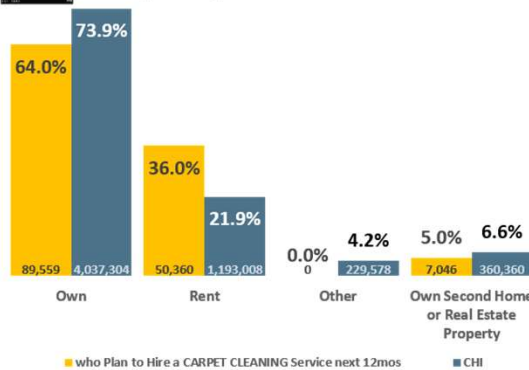
### Home Loans: Adults 35 or older



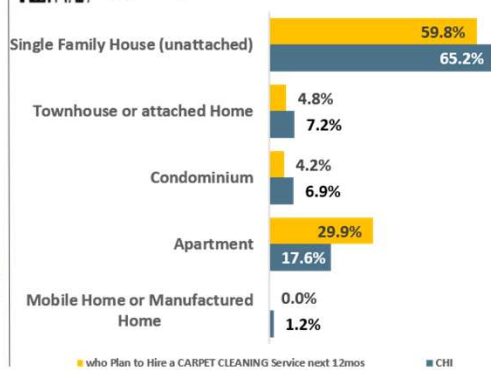


2.6% or 139,919 of CHI DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos. Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 13.4% less likely to own their home, 13.3% more likely to own a higher valued home, 8.3% less likely to have a single-family home, 16.6% less likely to have a dog.

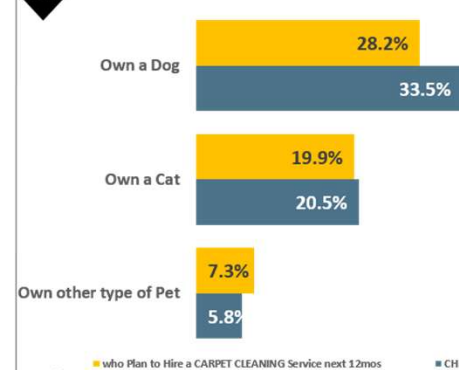
### Own/Rent/Other: Adults 35 or older



### Type of Home: Adults 35 or older



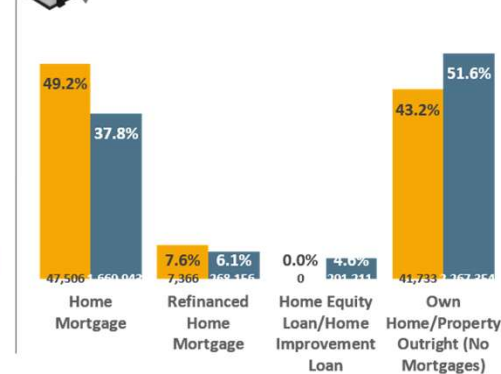
### Pets in Home: Adults 35 or older



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



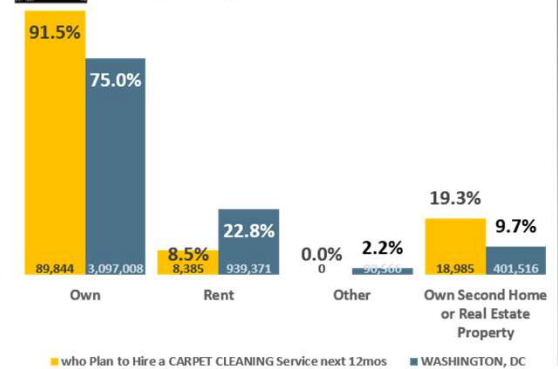
### Home Loans: Adults 35 or older



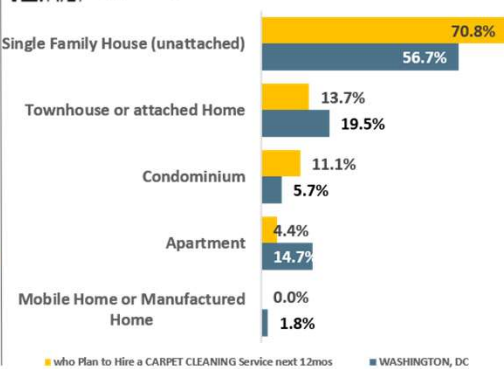


2.4% or 98,229 of WASHINGTON, DC DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos. Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 21.9% more likely to own their home, 2.2% more likely to own a higher valued home, 24.8% more likely to have a single-family home, 25.7% more likely to have a dog.

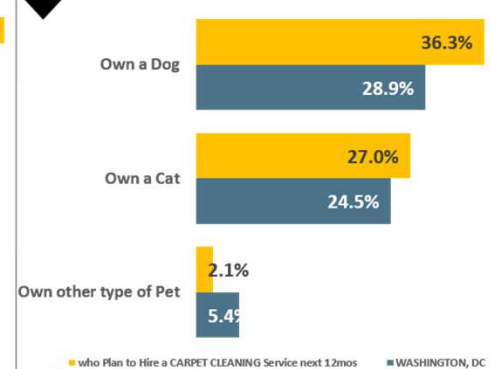
### Own/Rent/Other: Adults 35 or older



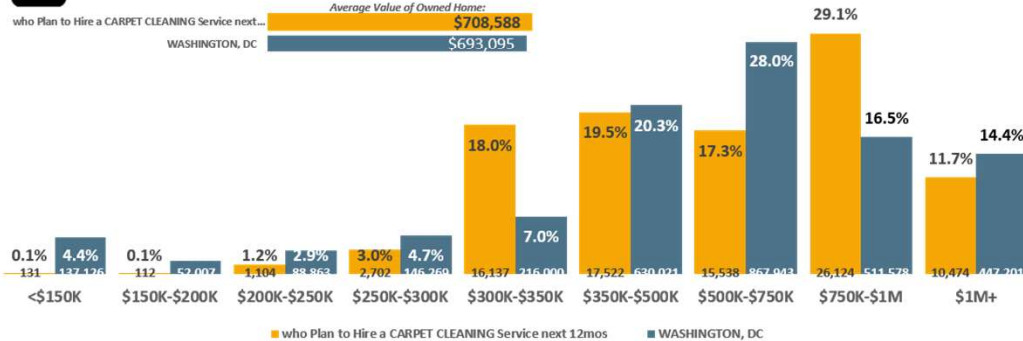
### Type of Home: Adults 35 or older



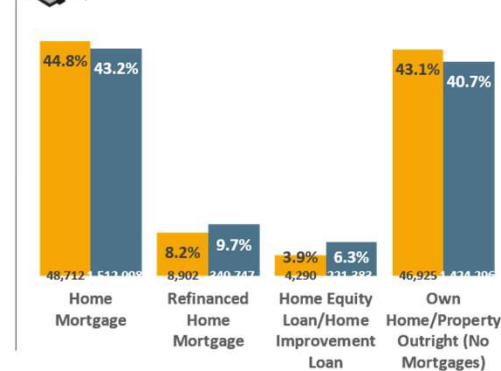
### Pets in Home: Adults 35 or older



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



### Home Loans: Adults 35 or older

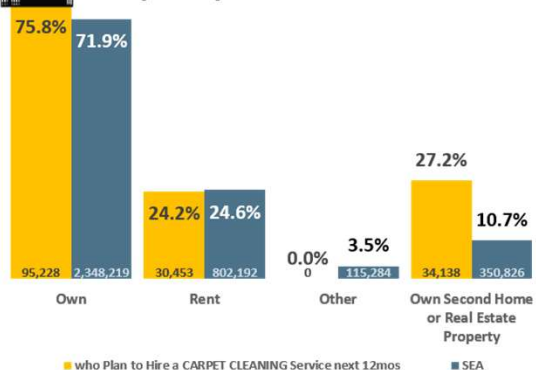




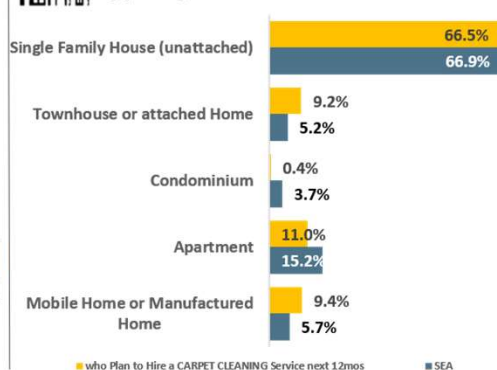


3.8% or 125,681 of SEA DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos. Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 5.4% more likely to own their home, 5.% more likely to own a higher valued home, .5% less likely to have a single-family home, 58.5% more likely to have a dog.

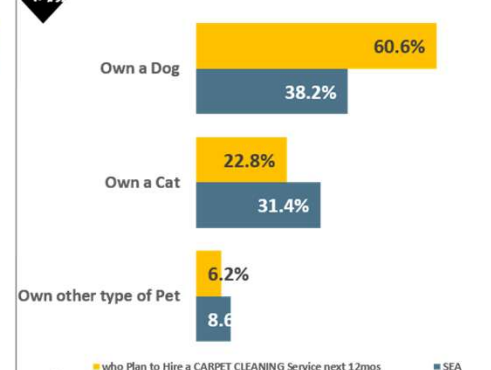
### Own/Rent/Other: Adults 35 or older



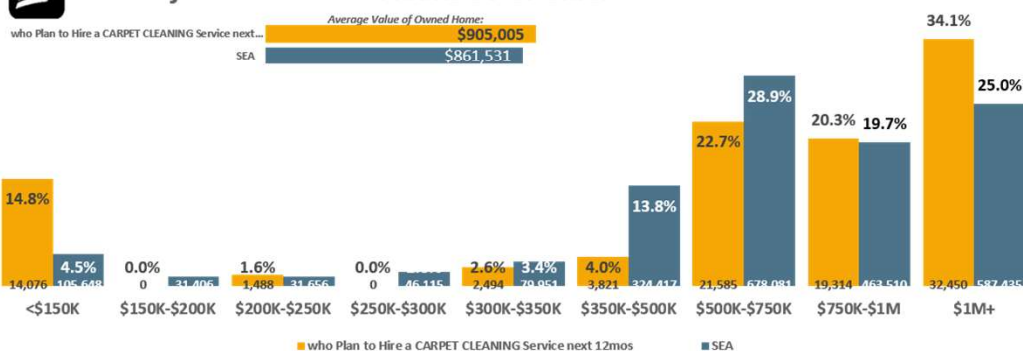
### Type of Home: Adults 35 or older



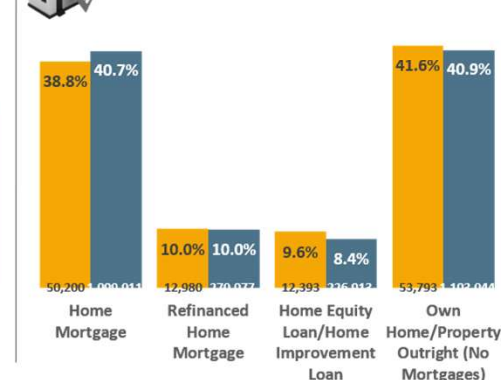
### Pets in Home: Adults 35 or older



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



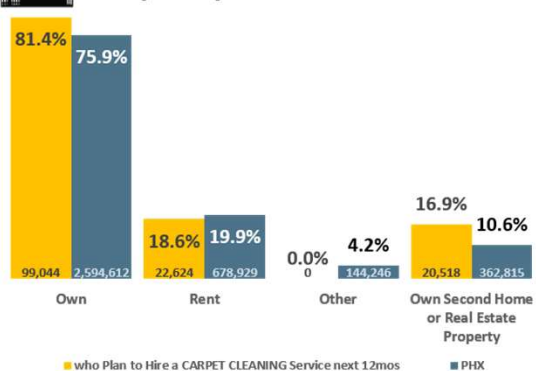
### Home Loans: Adults 35 or older



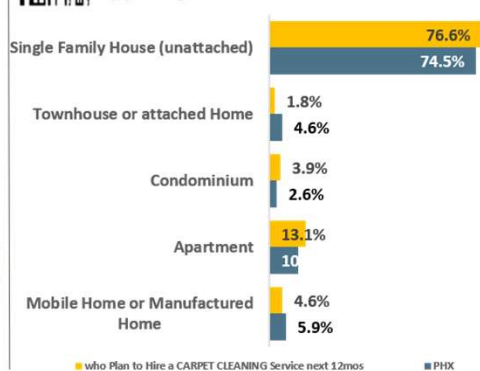


3.6% or 121,668 of PHX DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos. Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 7.2% more likely to own their home, 1.2% more likely to own a higher valued home, 2.8% more likely to have a single-family home, 25.6% less likely to have a dog.

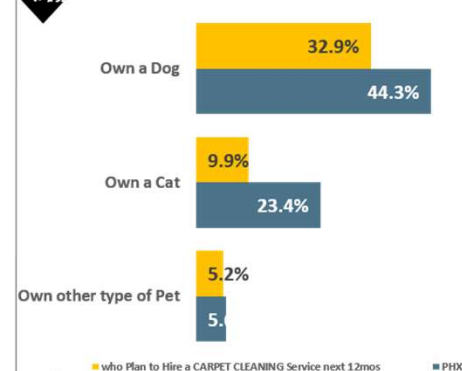
### Own/Rent/Other: Adults 35 or older



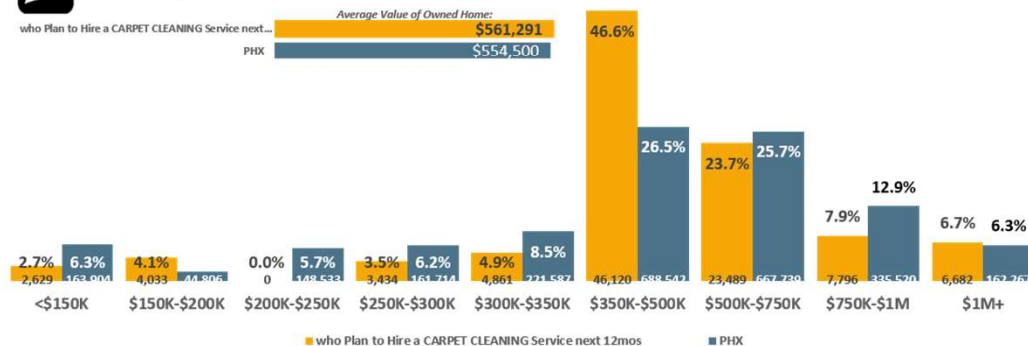
### Type of Home: Adults 35 or older



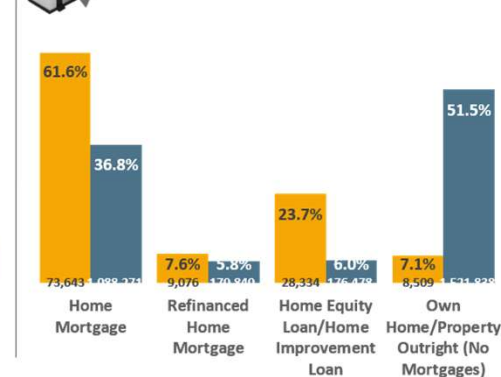
### Pets in Home: Adults 35 or older



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



### Home Loans: Adults 35 or older

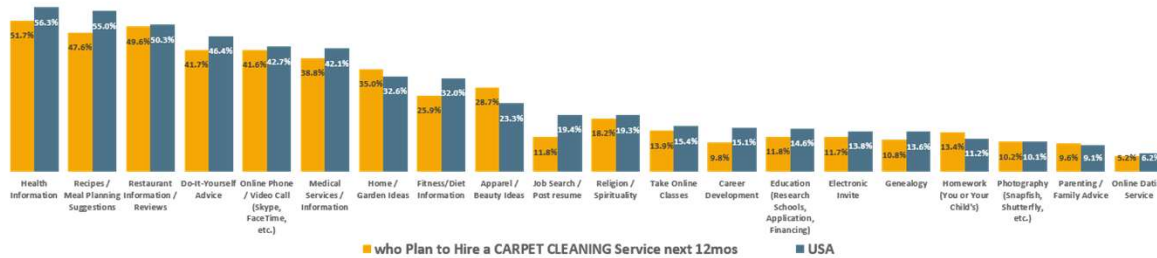




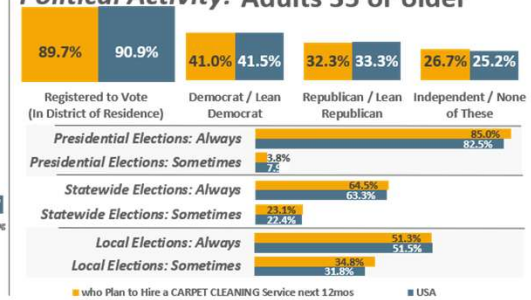
3.3% or 5,963,481 of USA DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.  
 Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 10.1% less likely to look up D-I-Y advice online, .5% less likely to always vote in local elections, 49.9% more likely to belong to a gym, 25.1% more likely to fly domestic past y



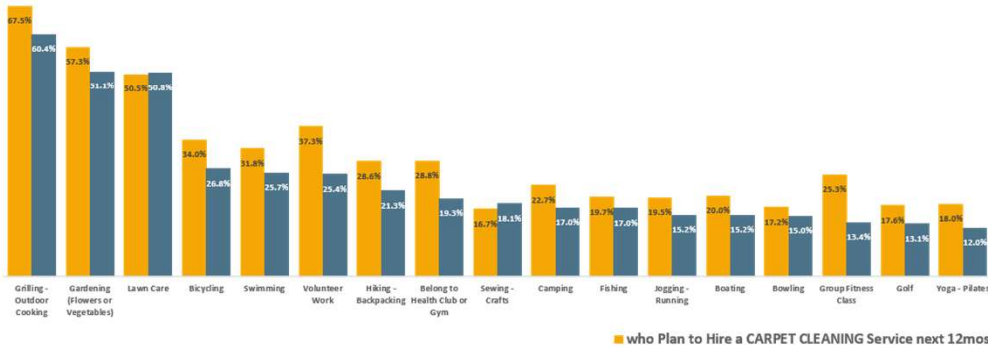
### Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



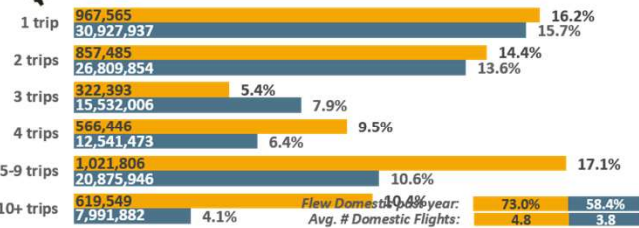
### Political Activity: Adults 35 or older



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



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

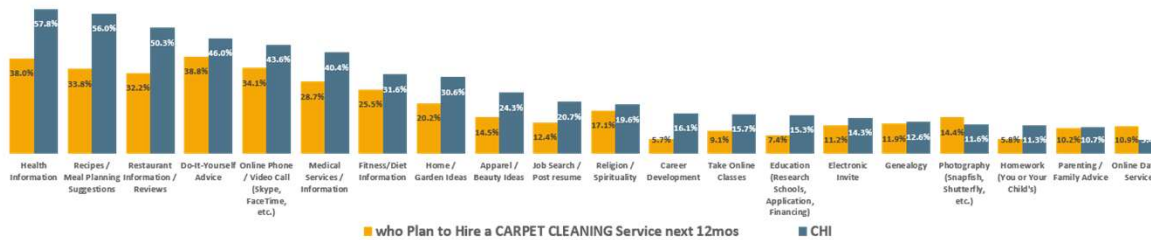




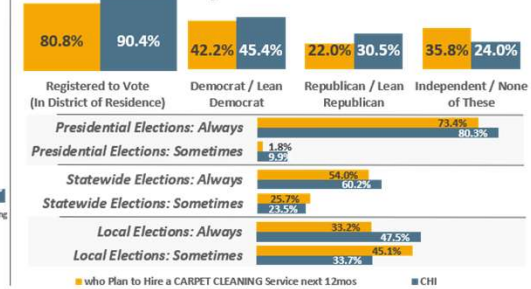
2.6% or 139,919 of CHI DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos. Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 15.6% less likely to look up D-I-Y advice online, 30.1% less likely to always vote in local elections, 38.9% more likely to belong to a gym, 22.8% more likely to fly domestic pas



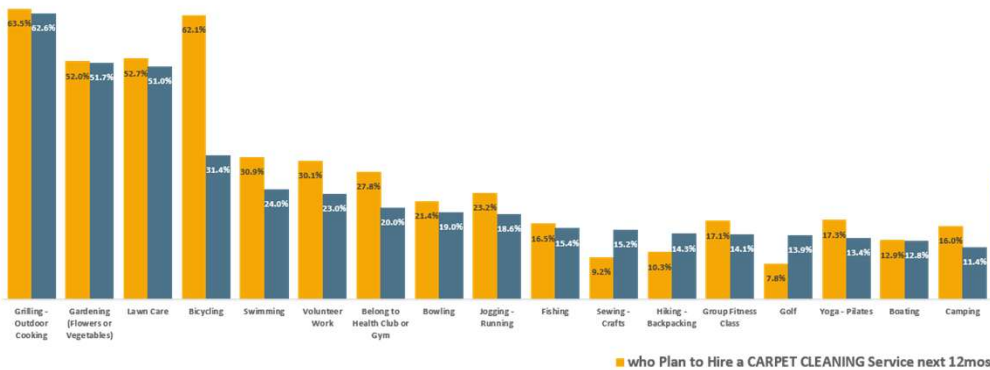
### Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



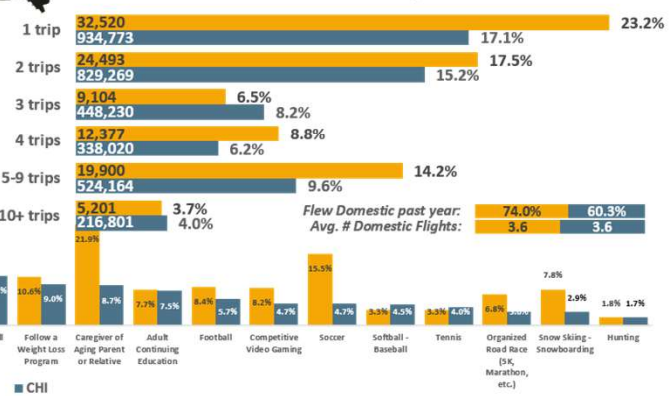
### Political Activity: Adults 35 or older



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



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



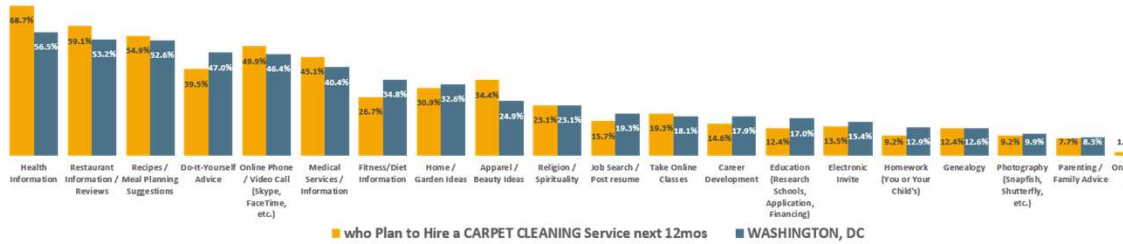




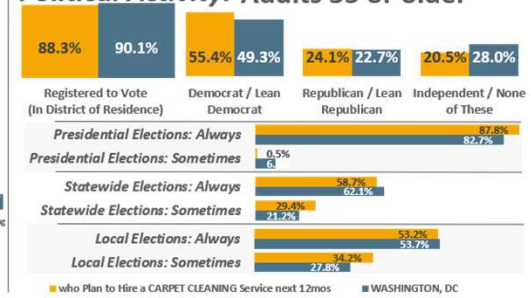
2.4% or 98,229 of WASHINGTON, DC DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next...  
 Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 16.1% less likely to look up D-I-Y advice online, 1.% less likely to always vote in local elections, 11.5% less likely to belong to a gym, 9.4% more likely to fly domestic past y



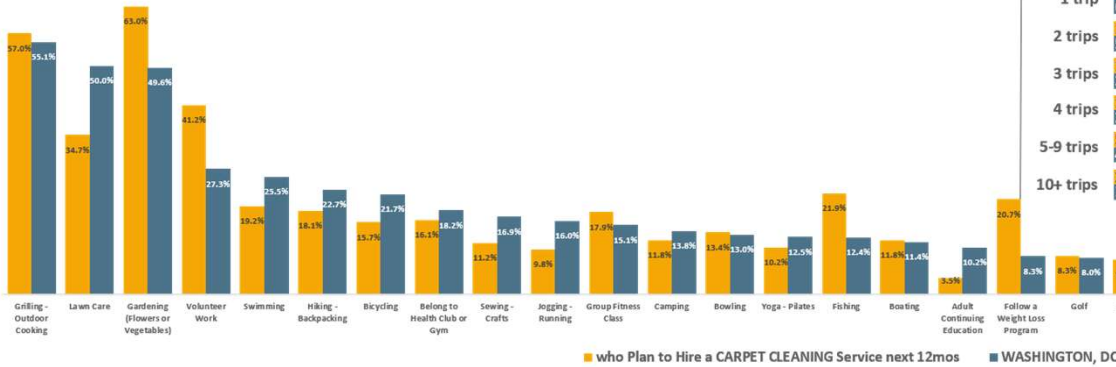
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



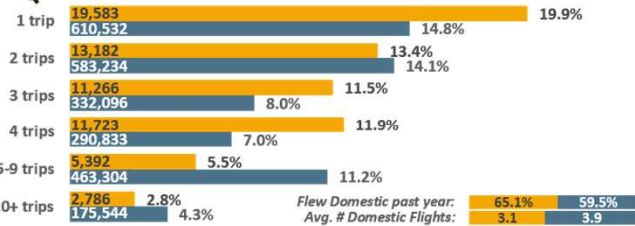
### Political Activity: Adults 35 or older



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



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



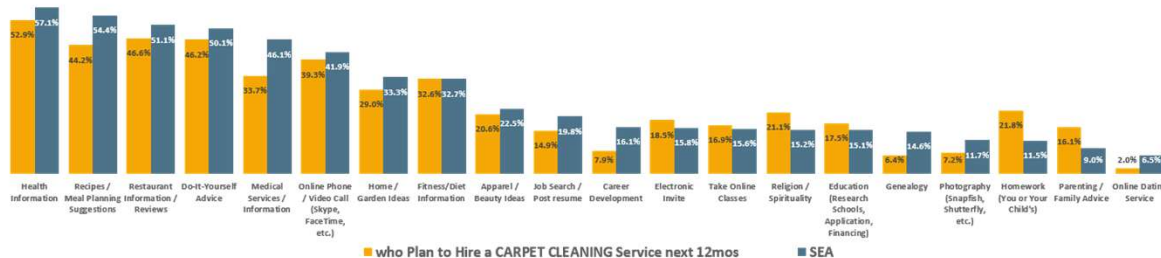
Flew Domestic past year: 65.1% vs 59.5%  
 Avg. # Domestic Flights: 3.1 vs 3.9



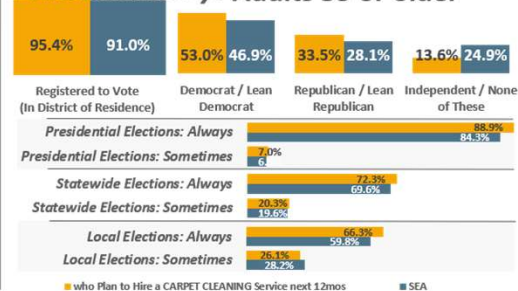
3.8% or 125,681 of SEA DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.  
 Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 7.8% less likely to look up D-I-Y advice online, 10.9% more likely to always vote in local elections, 65.6% more likely to belong to a gym, 20.5% more likely to fly domestic past



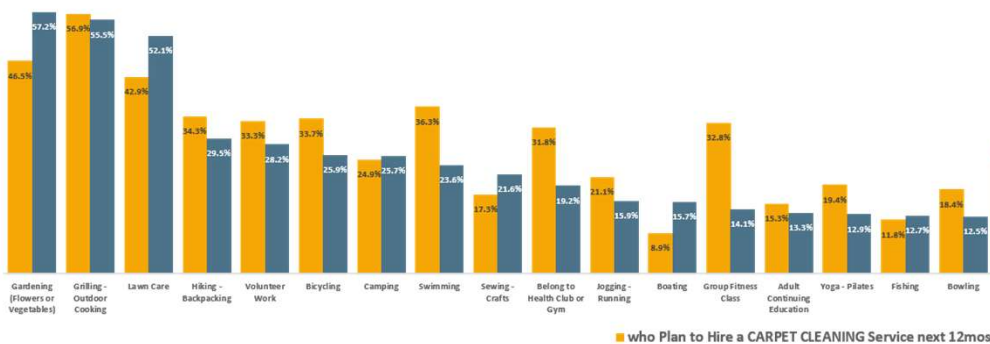
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



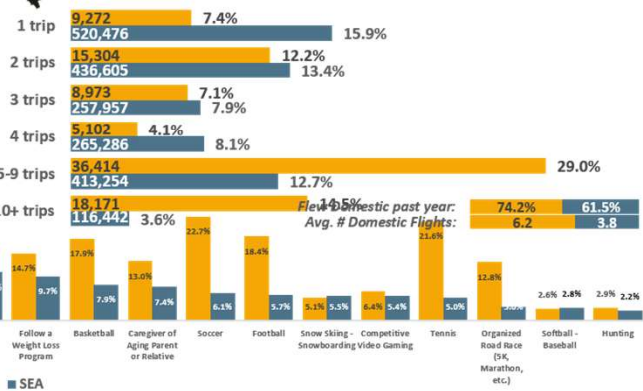
### Political Activity: Adults 35 or older



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



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

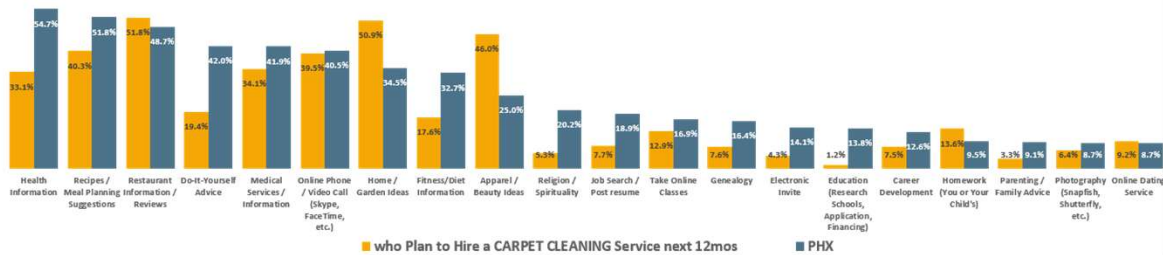




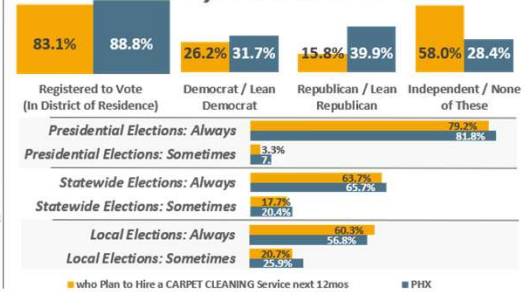
3.6% or 121,668 of PHX DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos. Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 53.7% less likely to look up D-I-Y advice online, 6.3% more likely to always vote in local elections, 81.1% more likely to belong to a gym, 15.5% more likely to fly domestic past



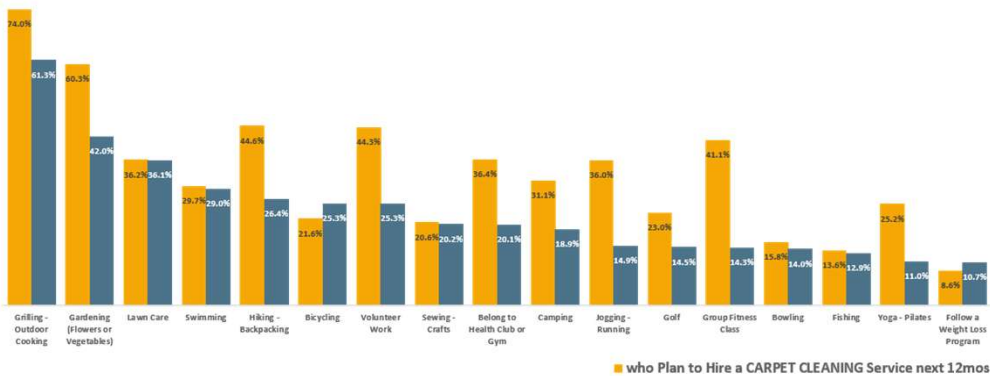
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



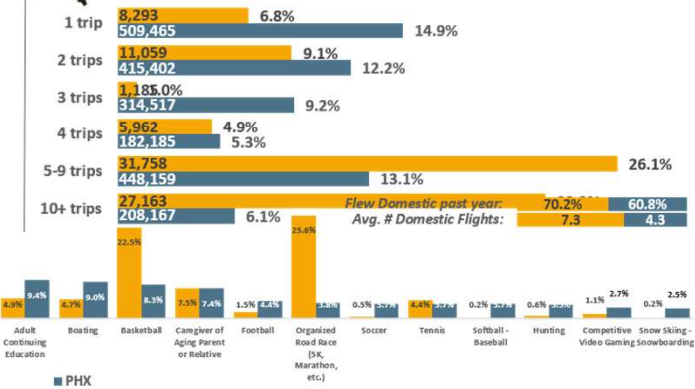
### Political Activity: Adults 35 or older



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



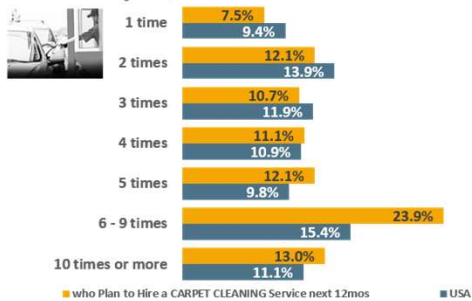
### Past 12-months Domestic Airline Trips: Adults 35 or older



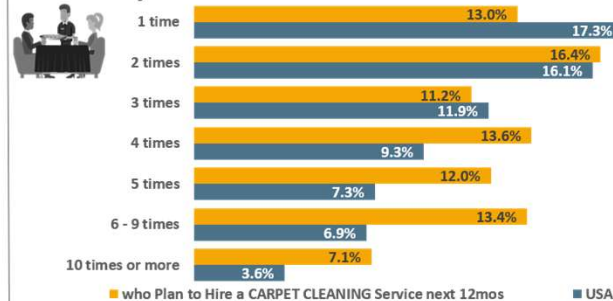


3.3% or 5,963,481 of USA DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.  
Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 9.8% more likely to use QSRs past mo., 19.9% more likely to use Sit-Down Restaurants past mo., 35.8% more likely to use Casinos past yr., 9.8% less likely to smoke cigarettes.

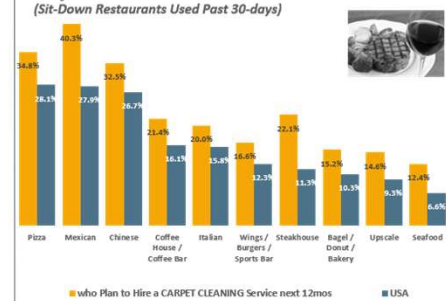
### Past 30-days QSR Users: Adults 35 or older



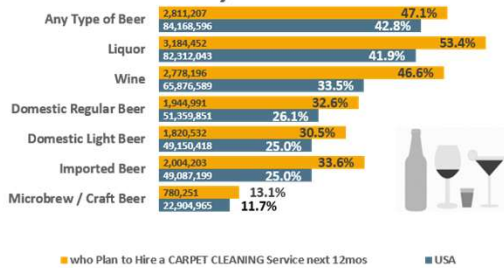
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



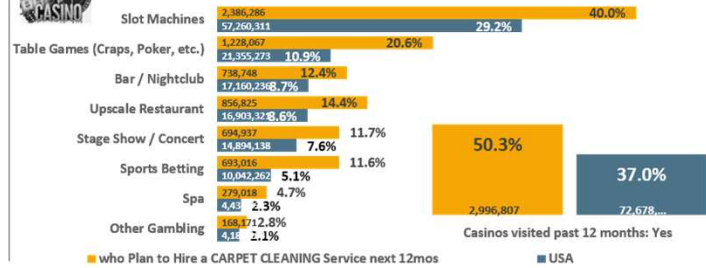
### Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



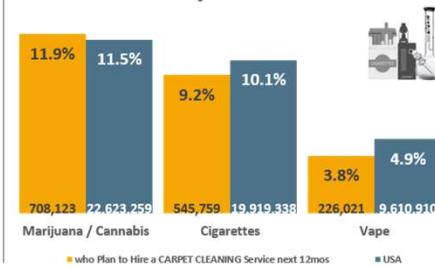
### Drank Past 30-days: Adults 35 or older



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



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

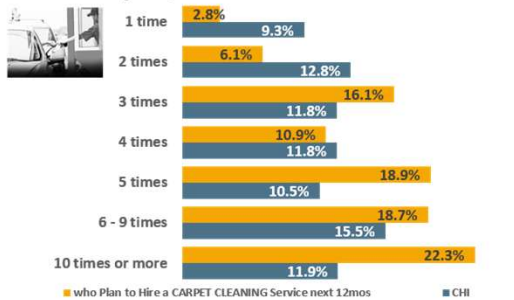




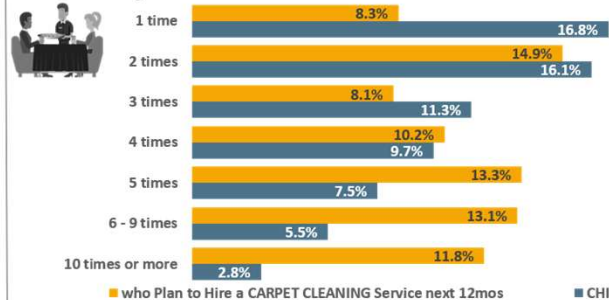


2.6% or 139,919 of CHI DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.  
 Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 14.9% more likely to use QSRs past mo., 14.6% more likely to use Sit-Down Restaurants past mo., 44.6% more likely to use Casinos past yr., 16.8% less likely to smoke cigarettes.

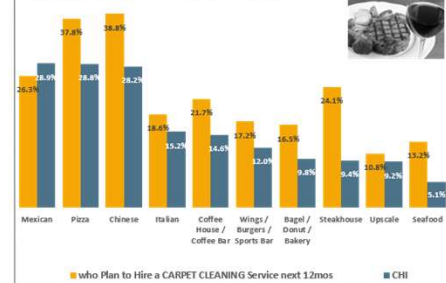
### Past 30-days QSR Users: Adults 35 or older



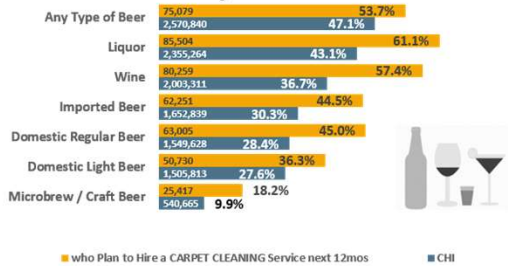
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



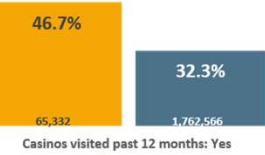
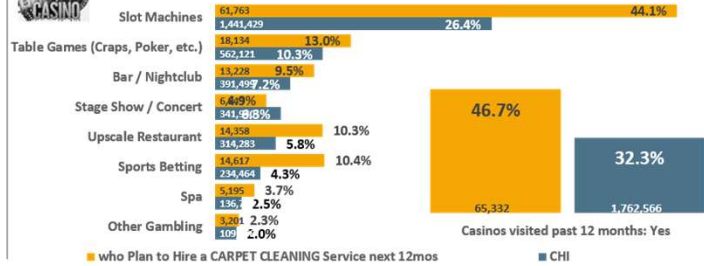
### Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



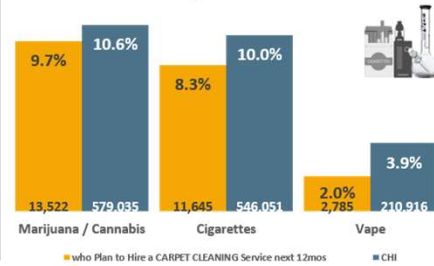
### Drank Past 30-days: Adults 35 or older



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



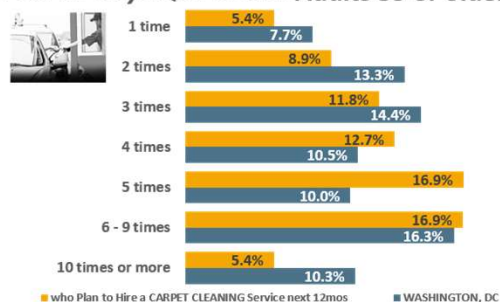
### Used Past 30-days: Adults 35 or older





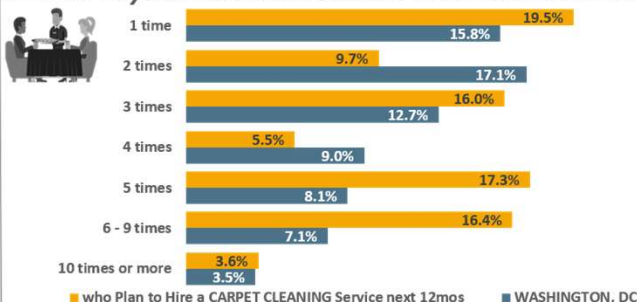
2.4% or 98,229 of WASHINGTON, DC DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos. Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 5.6% less likely to use QSRs past mo., 20.1% more likely to use Sit-Down Restaurants past mo., 26.3% more likely to use Casinos past yr., 10.9% less likely to smoke cigarettes.

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



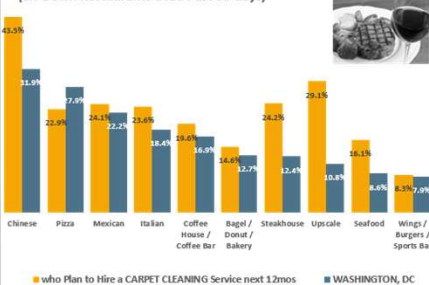
**Total Monthly QSR Users:** 78.1% (who Plan to Hire a CARPET CLEANING Service next 12mos) vs 82.7% (WASHINGTON, DC)  
**Avg. Monthly QSR Meals:** 5.1 (who Plan to Hire a CARPET CLEANING Service next 12mos) vs 5.4 (WASHINGTON, DC)

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



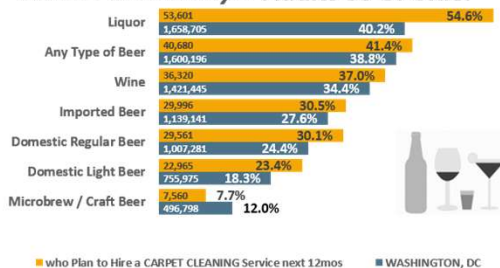
**Total Monthly Sit-Down Restaurant Users:** 88.2% (who Plan to Hire a CARPET CLEANING Service next 12mos) vs 73.4% (WASHINGTON, DC)  
**Avg. Monthly Sit-Down Restaurant Meals:** 4.2 (who Plan to Hire a CARPET CLEANING Service next 12mos) vs 3.7 (WASHINGTON, DC)

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

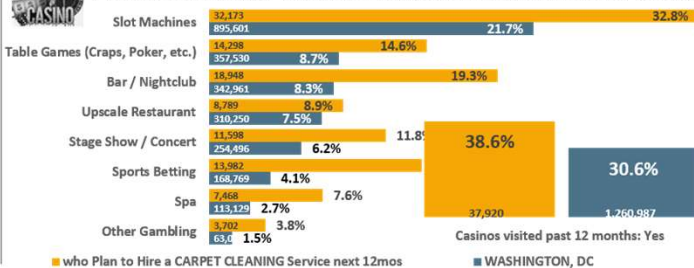


**Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.):** 27,548 (who Plan to Hire a CARPET CLEANING Service next 12mos) vs 880,640 (WASHINGTON, DC)  
 28.0% vs 21.3%

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

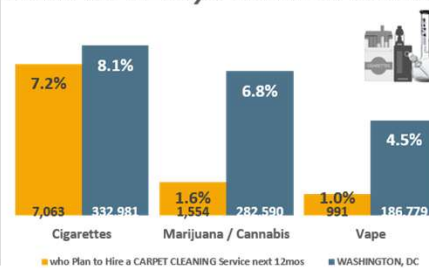


### Past 12 months Casino Activities: Adults 35 or older



**Casinos visited past 12 months: Yes**  
 37,920 (who Plan to Hire a CARPET CLEANING Service next 12mos) vs 1,760,037 (WASHINGTON, DC)

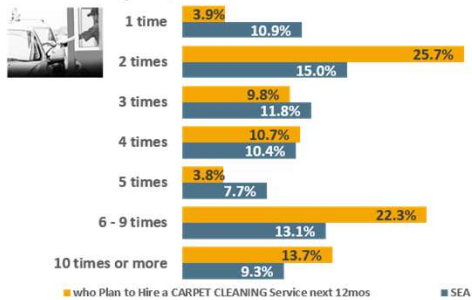
### Used Past 30-days: Adults 35 or older





3.8% or 125,681 of SEA DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.  
 Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 15.2% more likely to use QSRs past mo., 17.9% more likely to use Sit-Down Restaurants past mo., 58.9% more likely to use Casinos past yr., 52.5% more likely to smoke cigarettes.

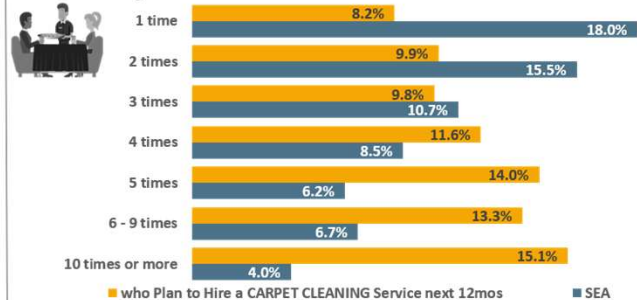
### Past 30-days QSR Users: Adults 35 or older



Total Monthly QSR Users: 90.0%  
 113,138

Avg. Monthly QSR Meals: 5.8  
 2,550,015

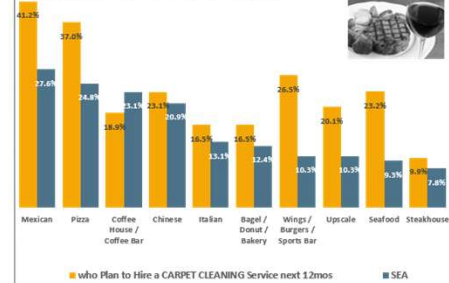
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



Total Monthly Sit-Down Restaurant Users: 82.0%  
 103,023

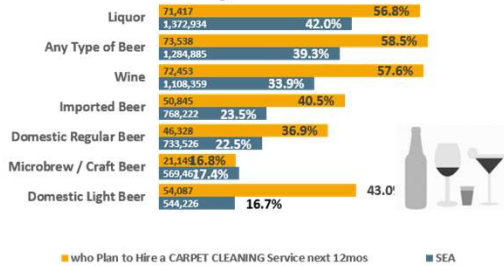
Avg. Monthly Sit-Down Restaurant Meals: 6.1  
 2,260,958

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

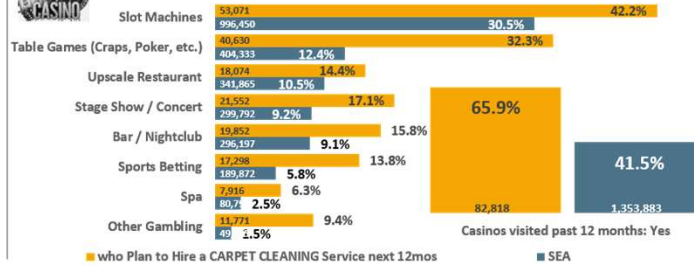


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
 who Plan to Hire a CARPET CLEANING Service next... 41,934 33.4%  
 SEA 516,880 15.8%

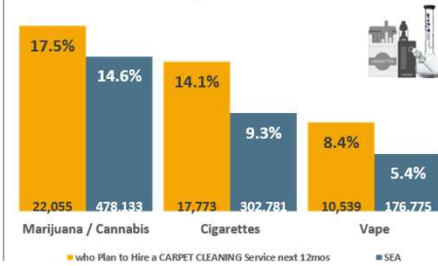
### Drank Past 30-days: Adults 35 or older



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



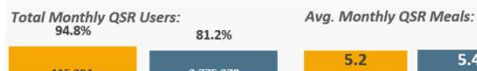
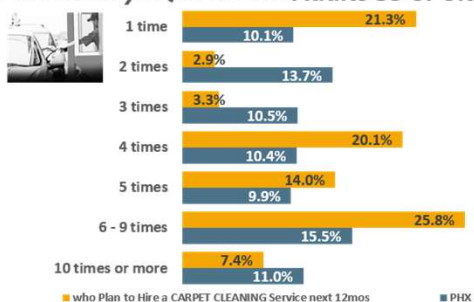
### Used Past 30-days: Adults 35 or older



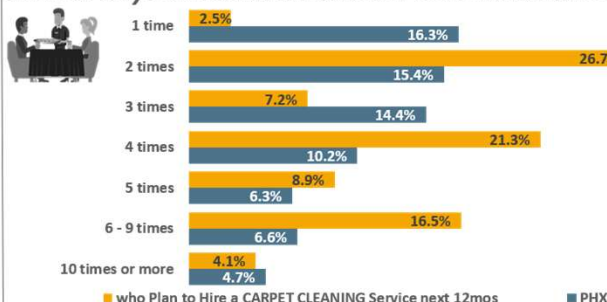


3.6% or 121,668 of PHX DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.  
 Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 16.8% more likely to use QSRs past mo., 18.% more likely to use Sit-Down Restaurants past mo., 10.7% more likely to use Casinos past yr., 74.4% less likely to smoke cigarettes.

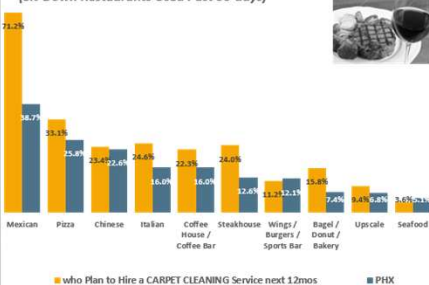
### Past 30-days QSR Users: Adults 35 or older



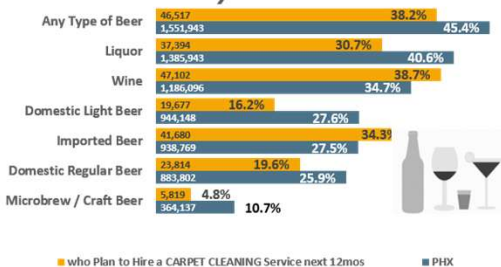
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



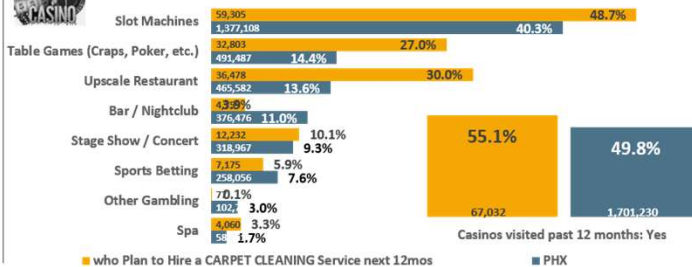
### Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



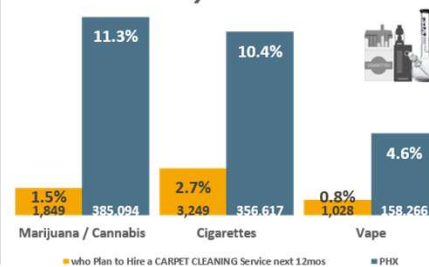
### Drank Past 30-days: Adults 35 or older



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



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



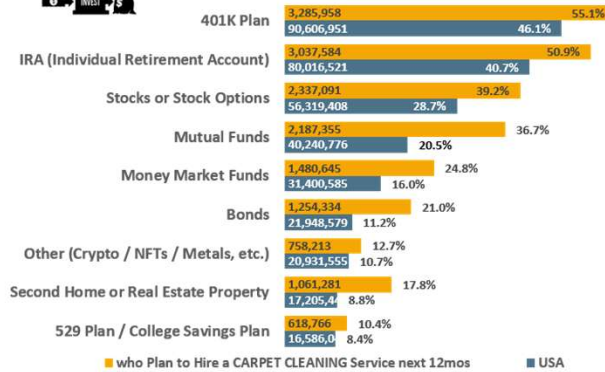




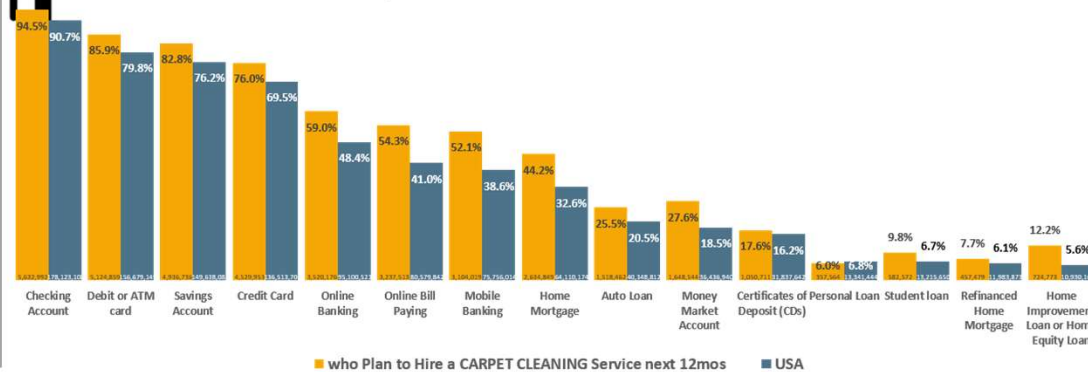
3.3% or 5,963,481 of USA DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.  
 Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 19.5% more likely to have a 401K, 24.% more likely to have an Auto Loan, 29.4% more likely to Invest/Trade Stocks Online, 3.6% more likely to pay with their Debit Card.



### Investments Owned: Adults 35 or older



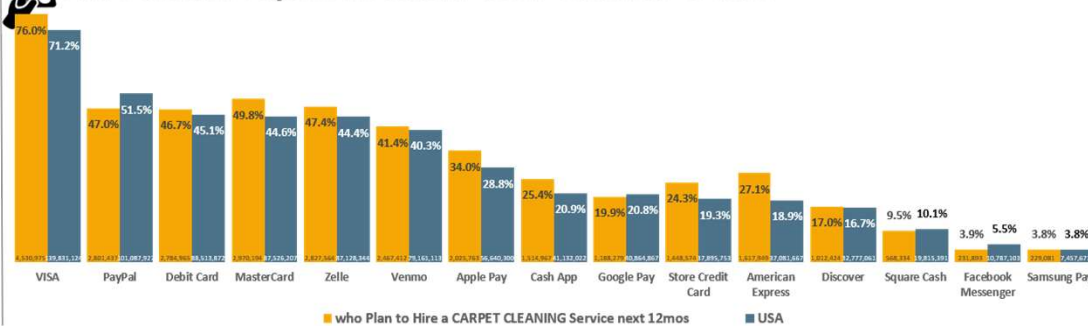
### Financial Services Has and/or Uses: Adults 35 or older



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



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





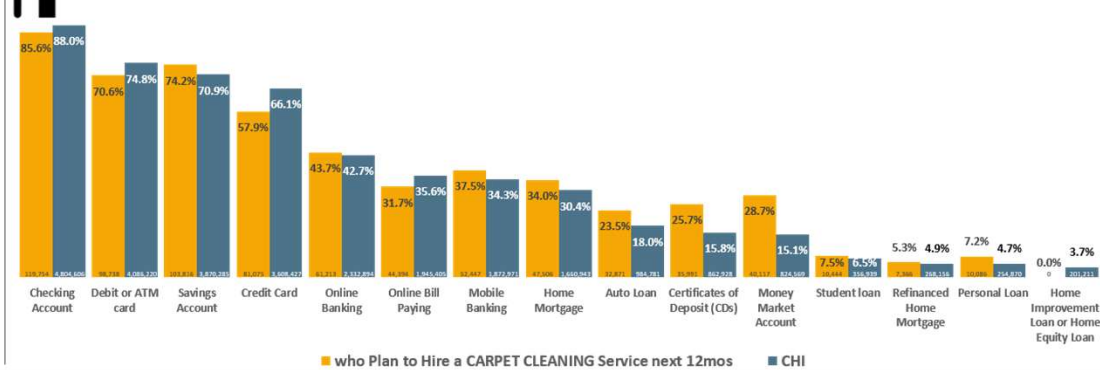
2.6% or 139,919 of CHI DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.  
Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 1.8% less likely to have a 401K, 30.3% more likely to have an Auto Loan, 3.2% more likely to Invest/Trade Stocks Online, 11.6% more likely to pay with their Debit Card.



### Investments Owned: Adults 35 or older



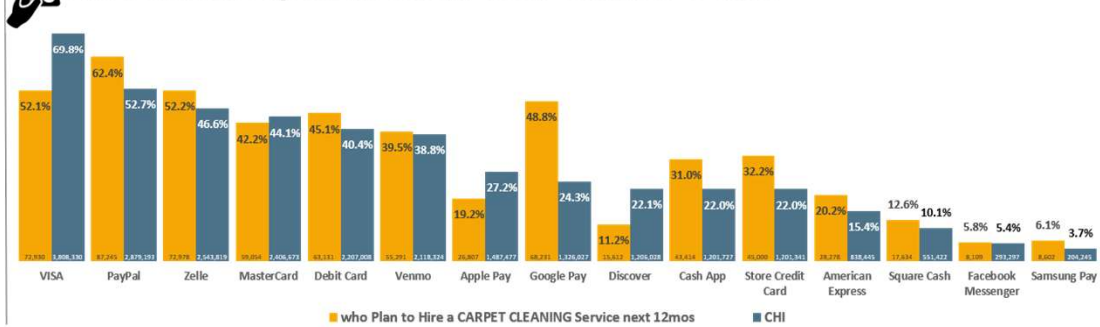
### Financial Services Has and/or Uses: Adults 35 or older



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



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

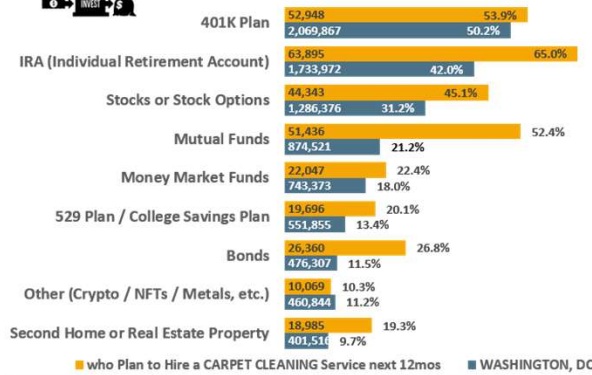




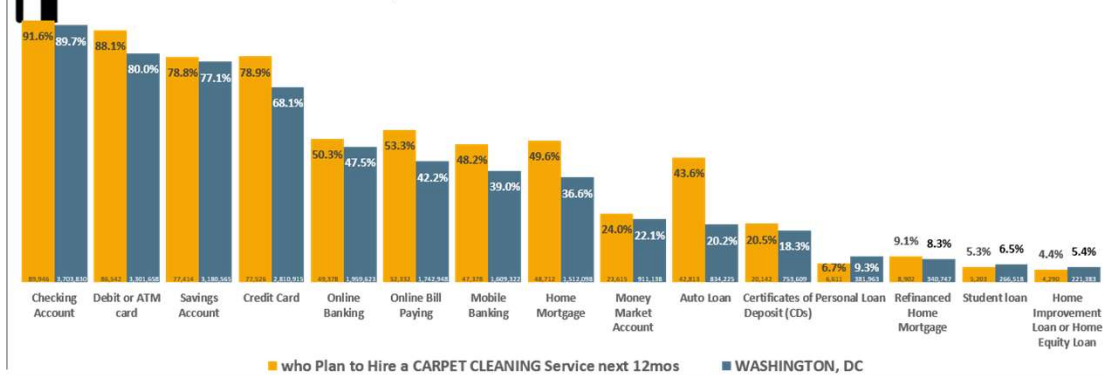
2.4% or 98,229 of WASHINGTON, DC DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next... Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 7.5% more likely to have a 401K, 115.6% more likely to have an Auto Loan, 39.8% more likely to Invest/Trade Stocks Online, 26.8% more likely to pay with their Debit Card.



### Investments Owned: Adults 35 or older



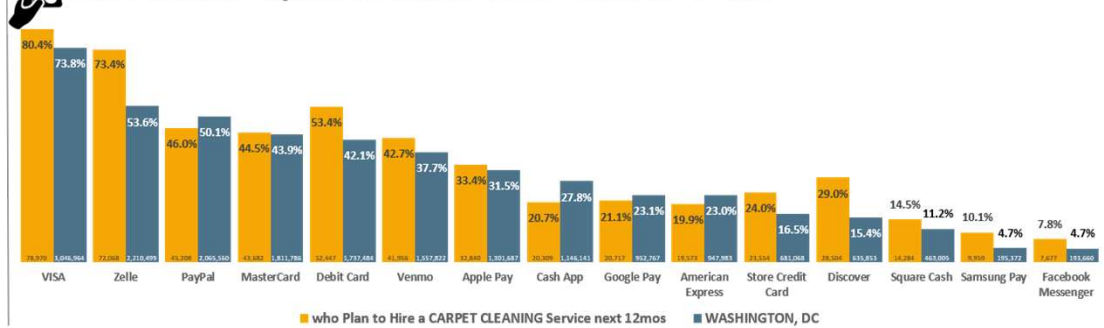
### Financial Services Has and/or Uses: Adults 35 or older



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



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

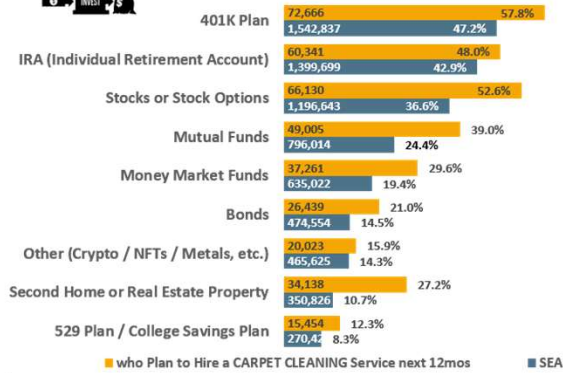




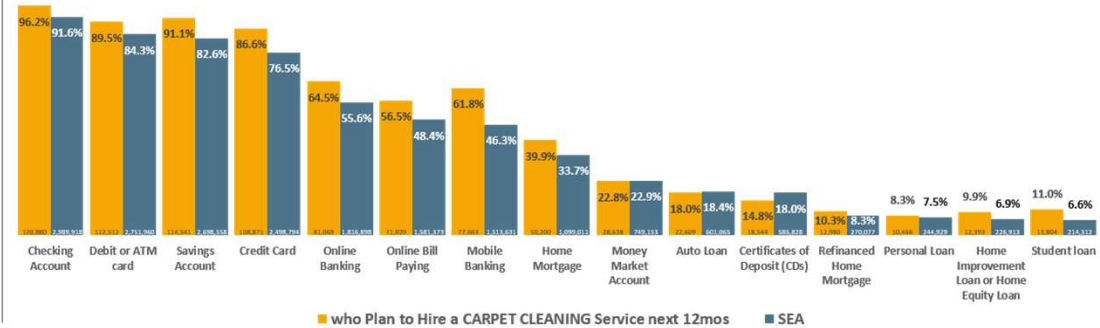
3.8% or 125,681 of SEA DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.  
 Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 22.4% more likely to have a 401K, 2.3% less likely to have an Auto Loan, 43.4% more likely to Invest/Trade Stocks Online, 5% less likely to pay with their Debit Card.



### Investments Owned: Adults 35 or older



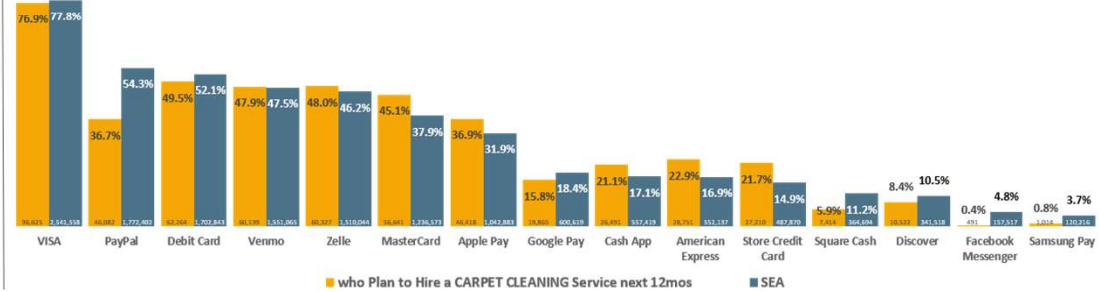
### Financial Services Has and/or Uses: Adults 35 or older



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



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



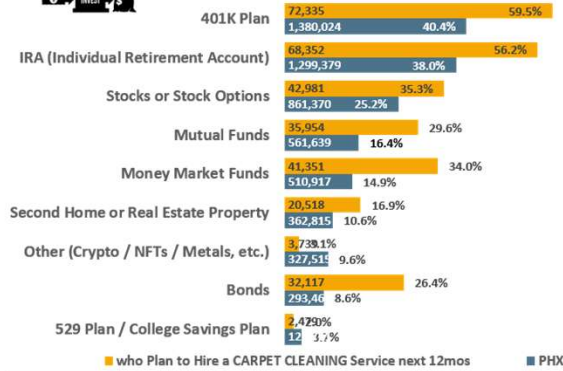




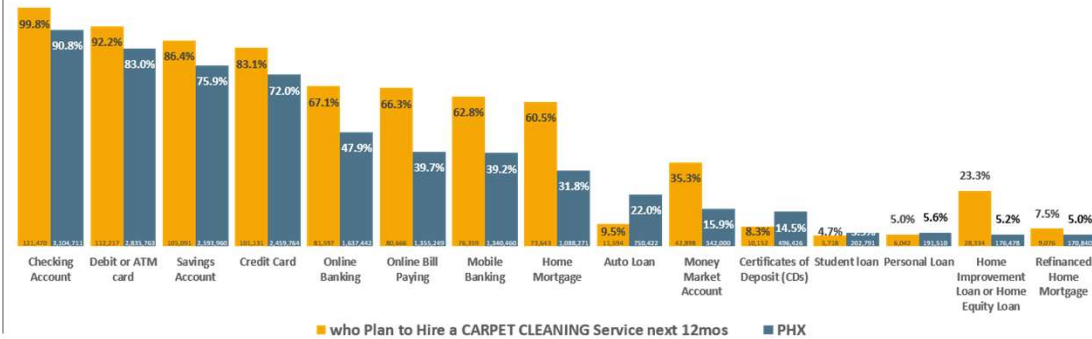
3.6% or 121,668 of PHX DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.  
 Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 47.2% more likely to have a 401K, 56.6% less likely to have an Auto Loan, 62.8% more likely to Invest/Trade Stocks Online, 15.8% less likely to pay with their Debit Card.



### Investments Owned: Adults 35 or older



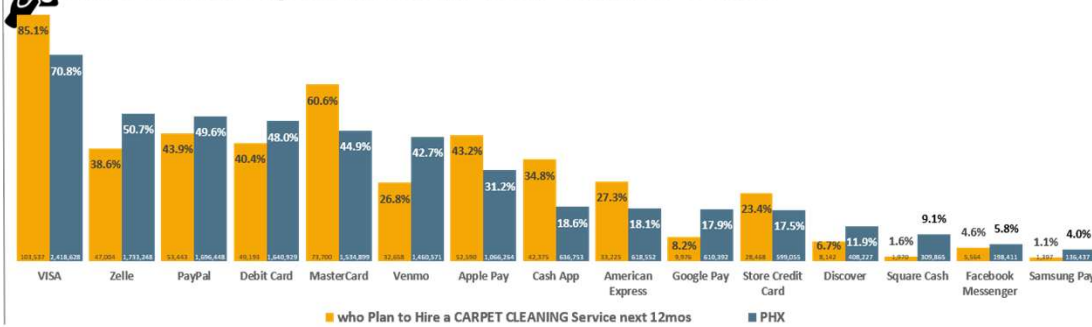
### Financial Services Has and/or Uses: Adults 35 or older



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

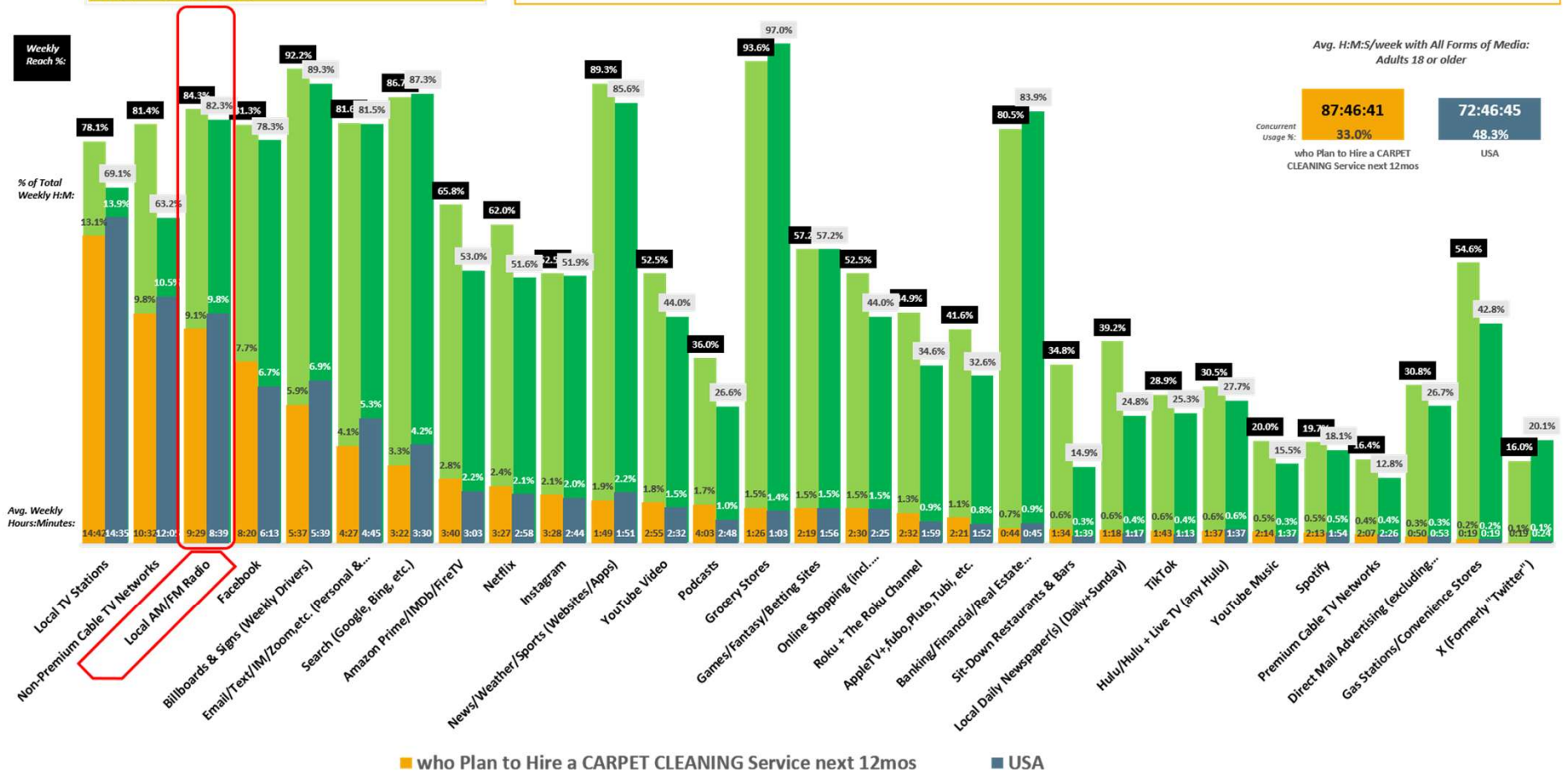


### Past 3-Months Payment Methods Used: Adults 35 or older



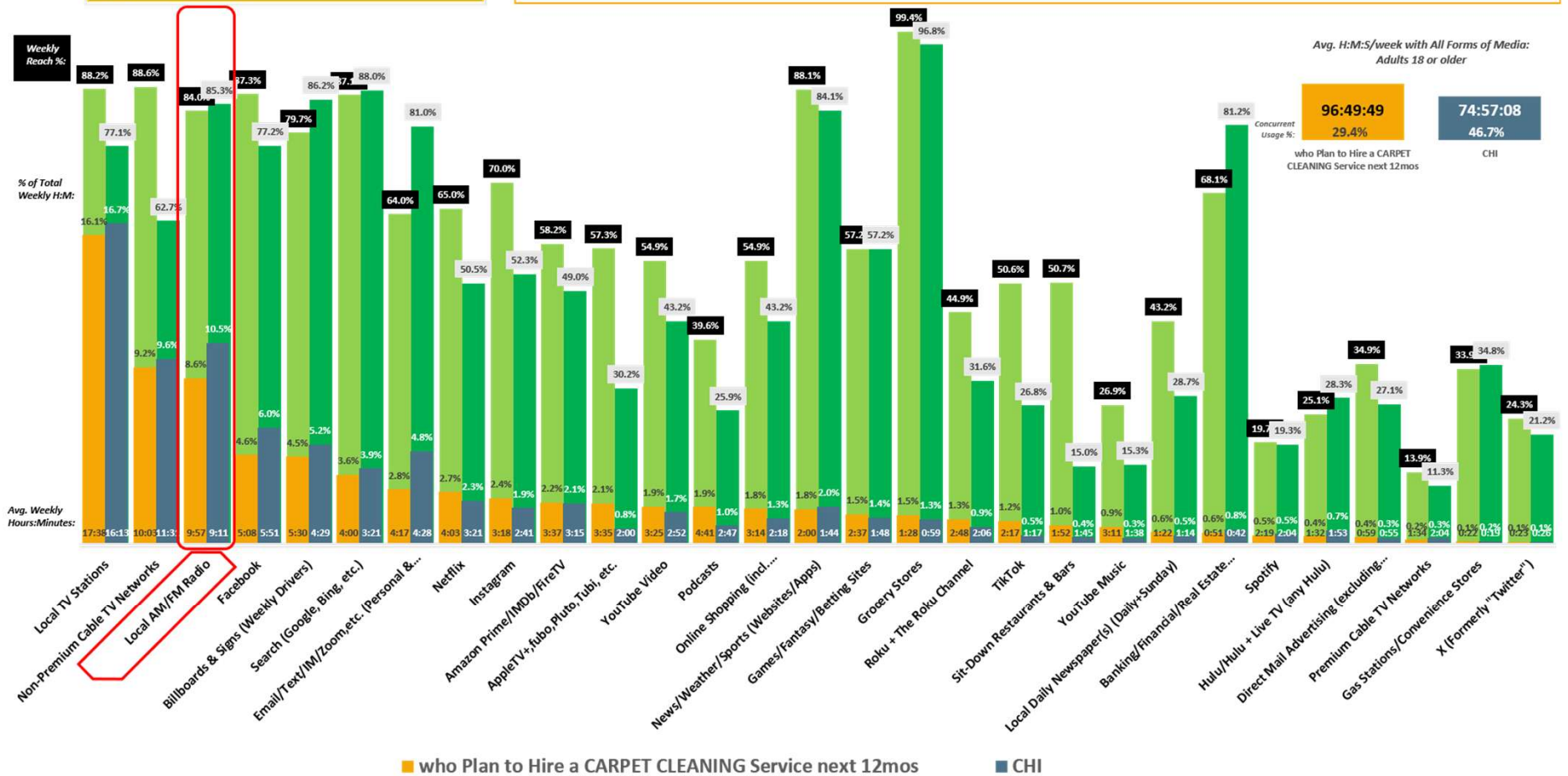


Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 3 days, 15 hours, 46 minutes and 41 seconds each week with All Forms of Media.  
 84.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an avg. of 9 hours and 29 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



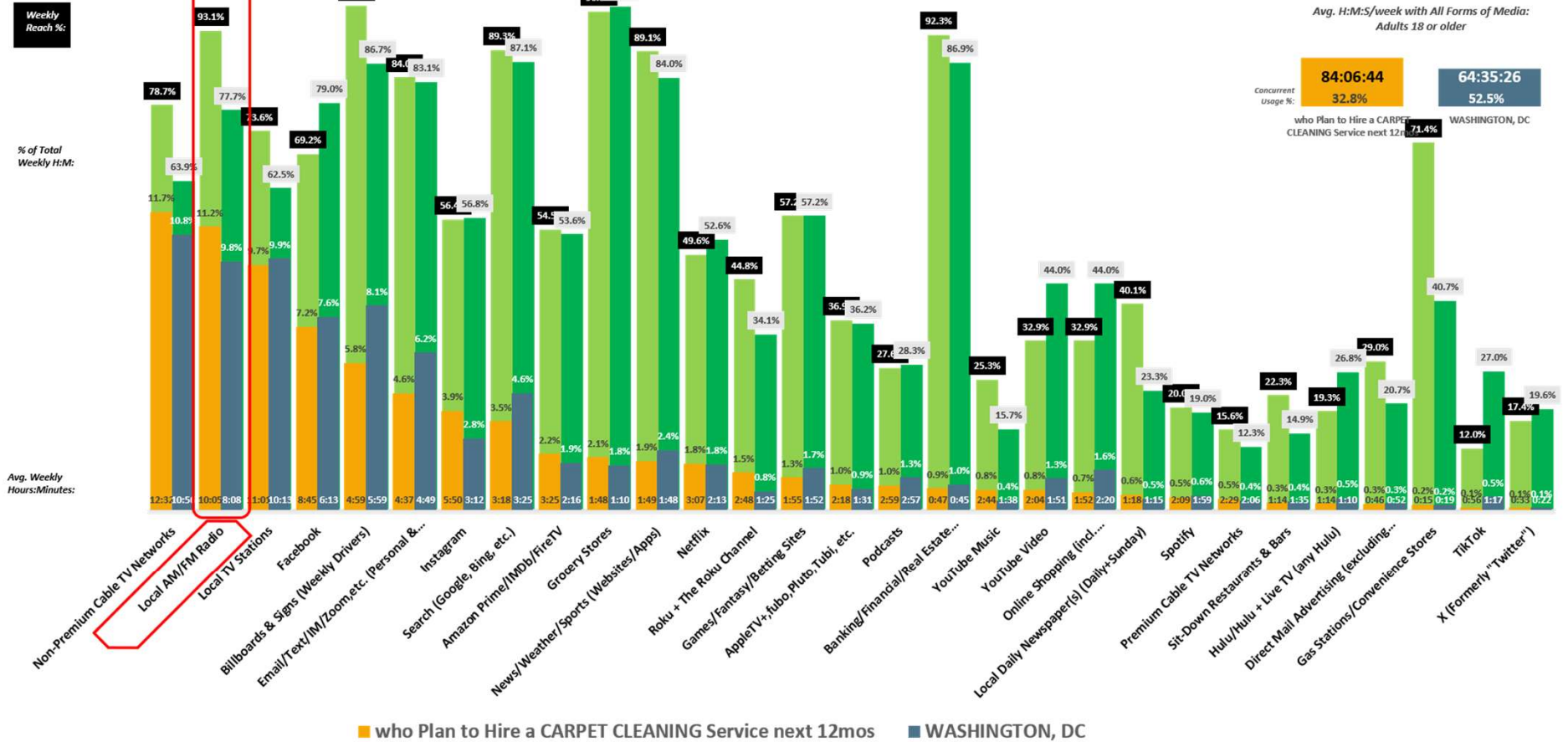


Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 4 days, 0 hours, 49 minutes and 49 seconds each week with All Forms of Media.  
 84.4% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an avg. of 9 hours and 57 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.





Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 3 days, 12 hours, 6 minutes and 44 seconds each week with All Forms of Media.  
 93.1% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an avg. of 10 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 11.2% of total time spent with all forms of Media.

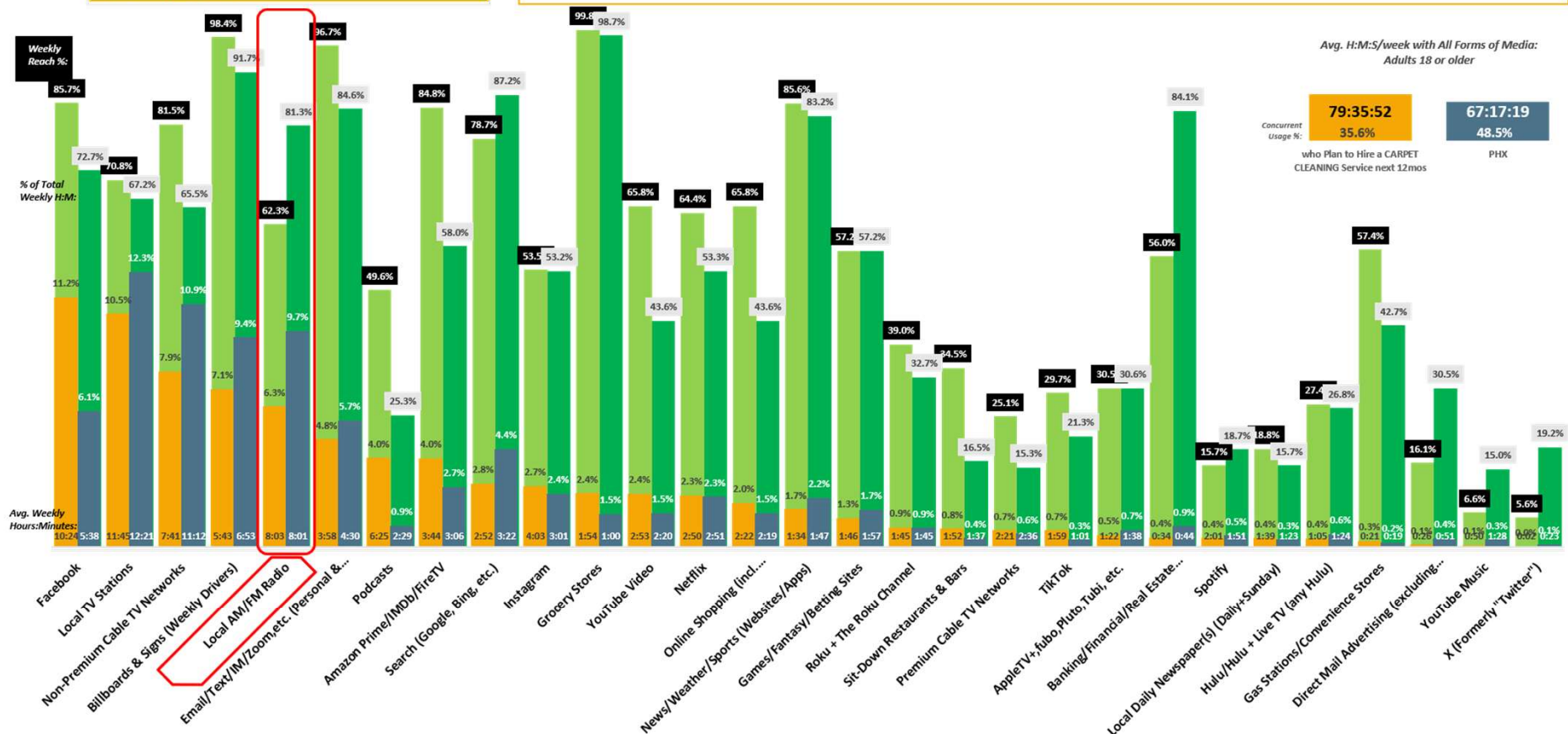








Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 3 days, 7 hours, 35 minutes and 52 seconds each week with All Forms of Media.  
 62.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an avg. of 8 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 6.3% of total time spent with all forms of Media.

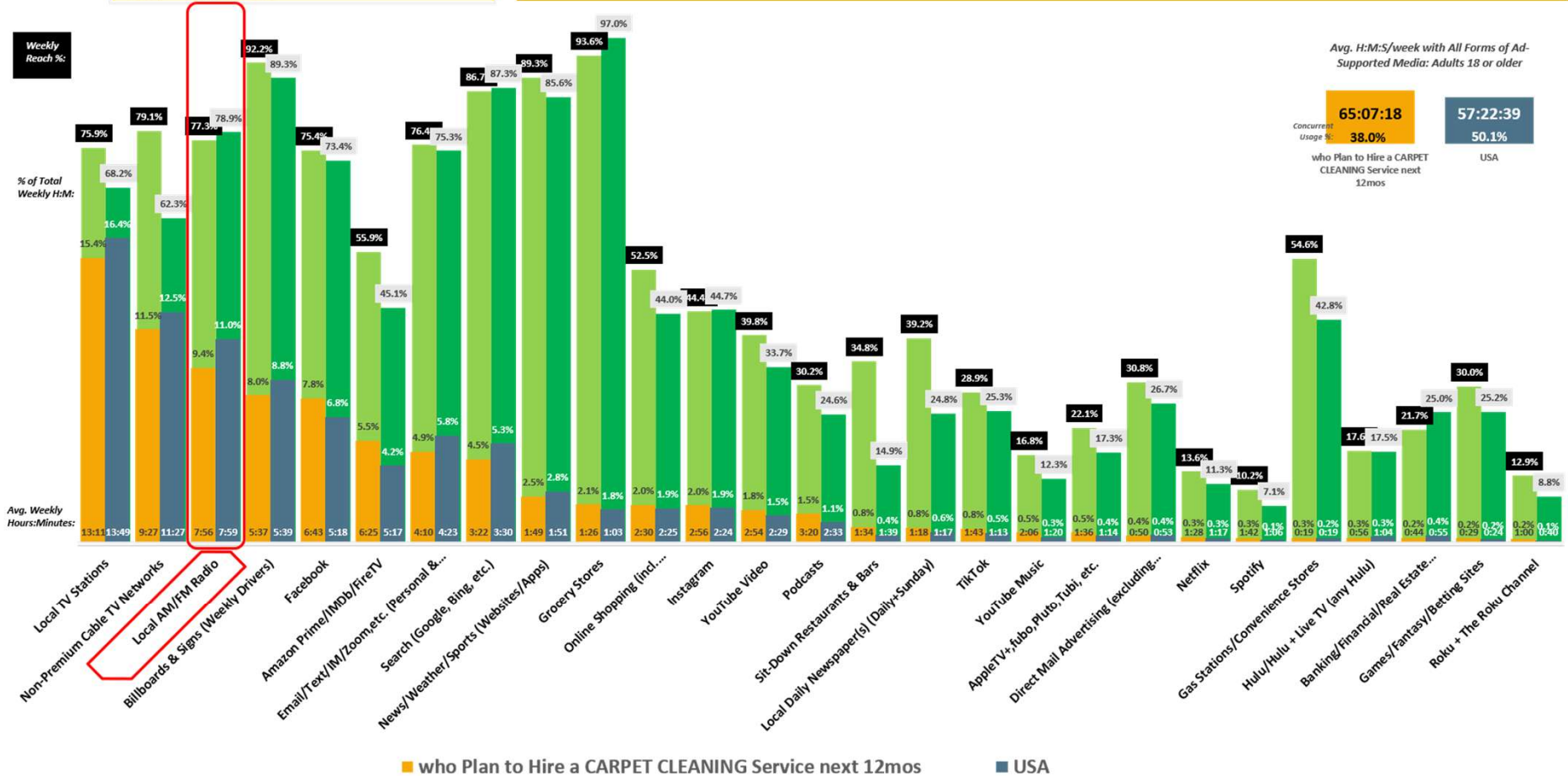


who Plan to Hire a CARPET CLEANING Service next 12mos

PHX

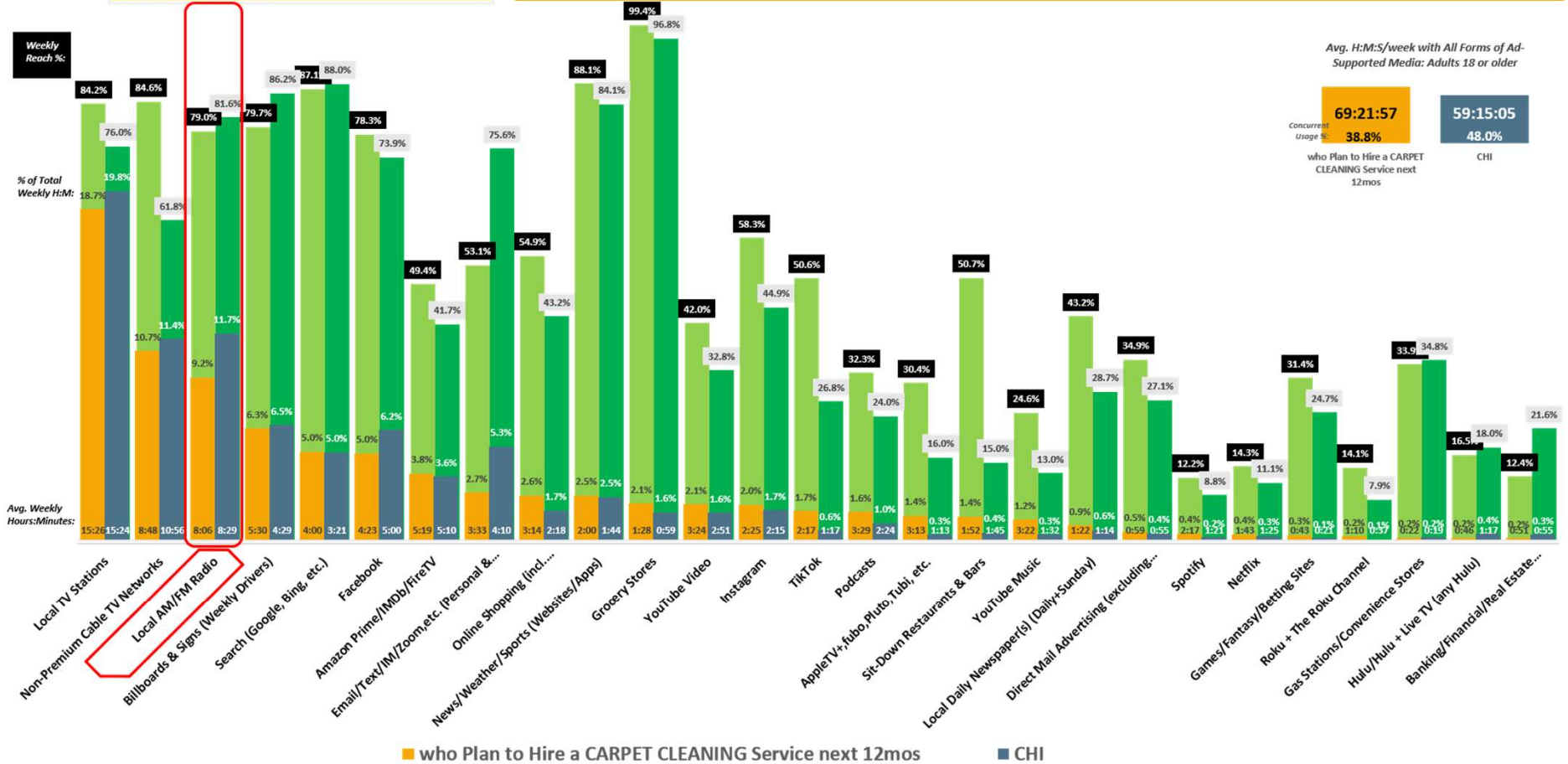


Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 2 days, 17 hours, 7 minutes and 18 seconds each week with All Forms of Ad-Supported Media.  
 77.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an avg. of 7 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.





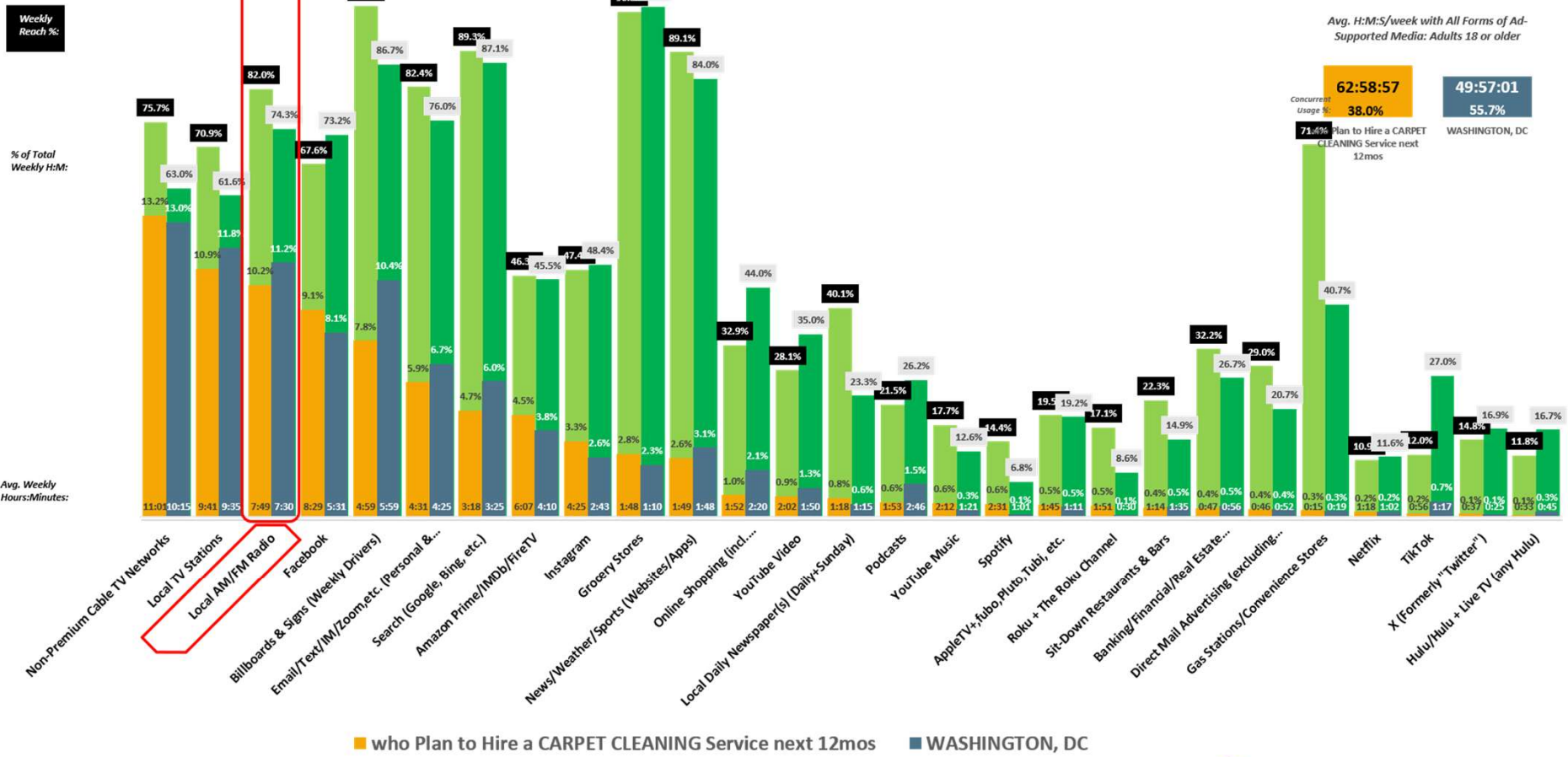
Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 2 days, 21 hours, 21 minutes and 57 seconds each week with All Forms of Ad-Supported Media.  
 79.% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an avg. of 8 hours and 6 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.2% of total time spent with all forms of Ad-Supported Media.







Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 2 days, 14 hours, 58 minutes and 57 seconds each week with All Forms of Ad-Supported Media.  
 82.% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an avg. of 7 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.



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

62:58:57  
 38.0% Concurrent Usage  
 Plan to Hire a CARPET CLEANING Service next 12mos

49:57:01  
 55.7% Concurrent Usage  
 WASHINGTON, DC

who Plan to Hire a CARPET CLEANING Service next 12mos WASHINGTON, DC

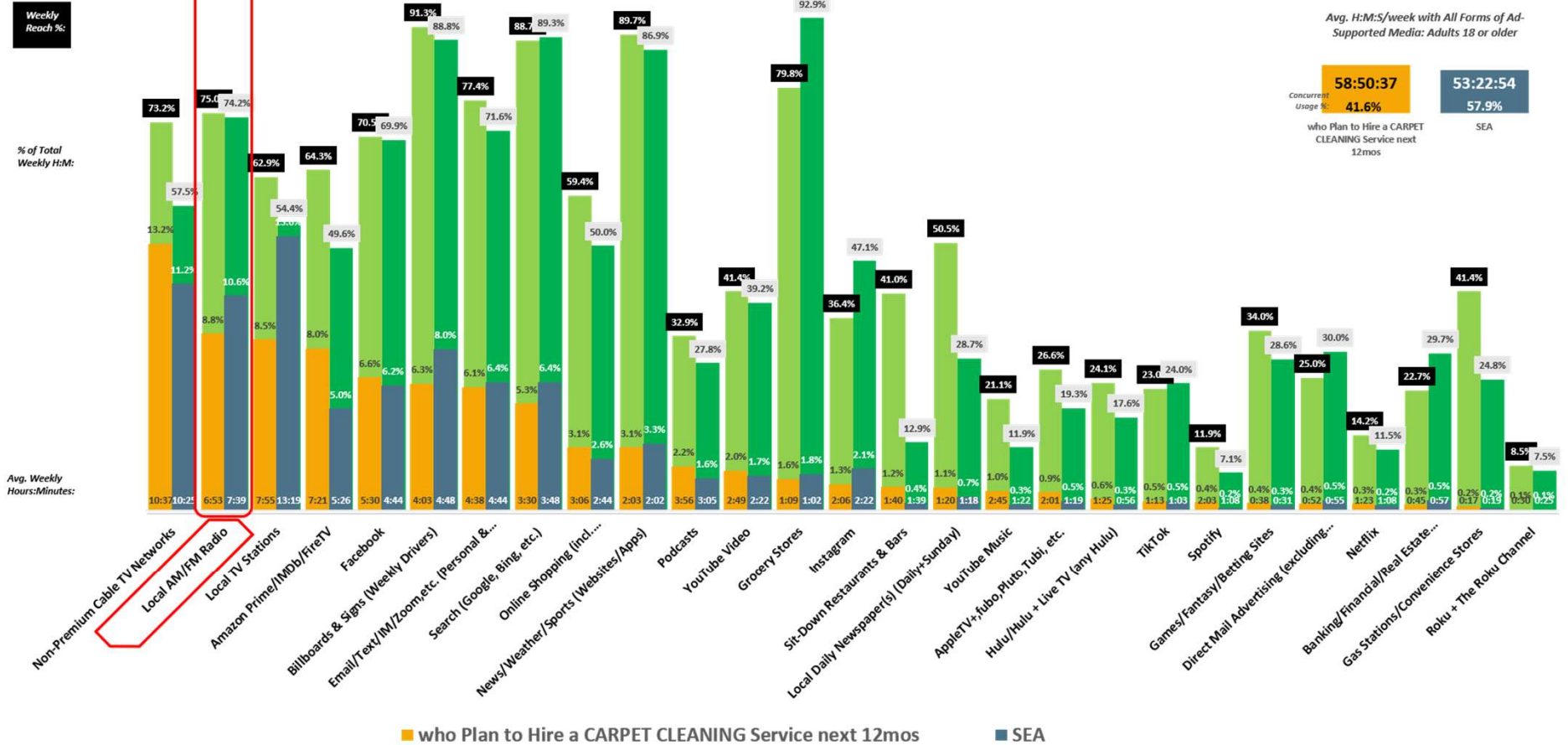


[[([Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]



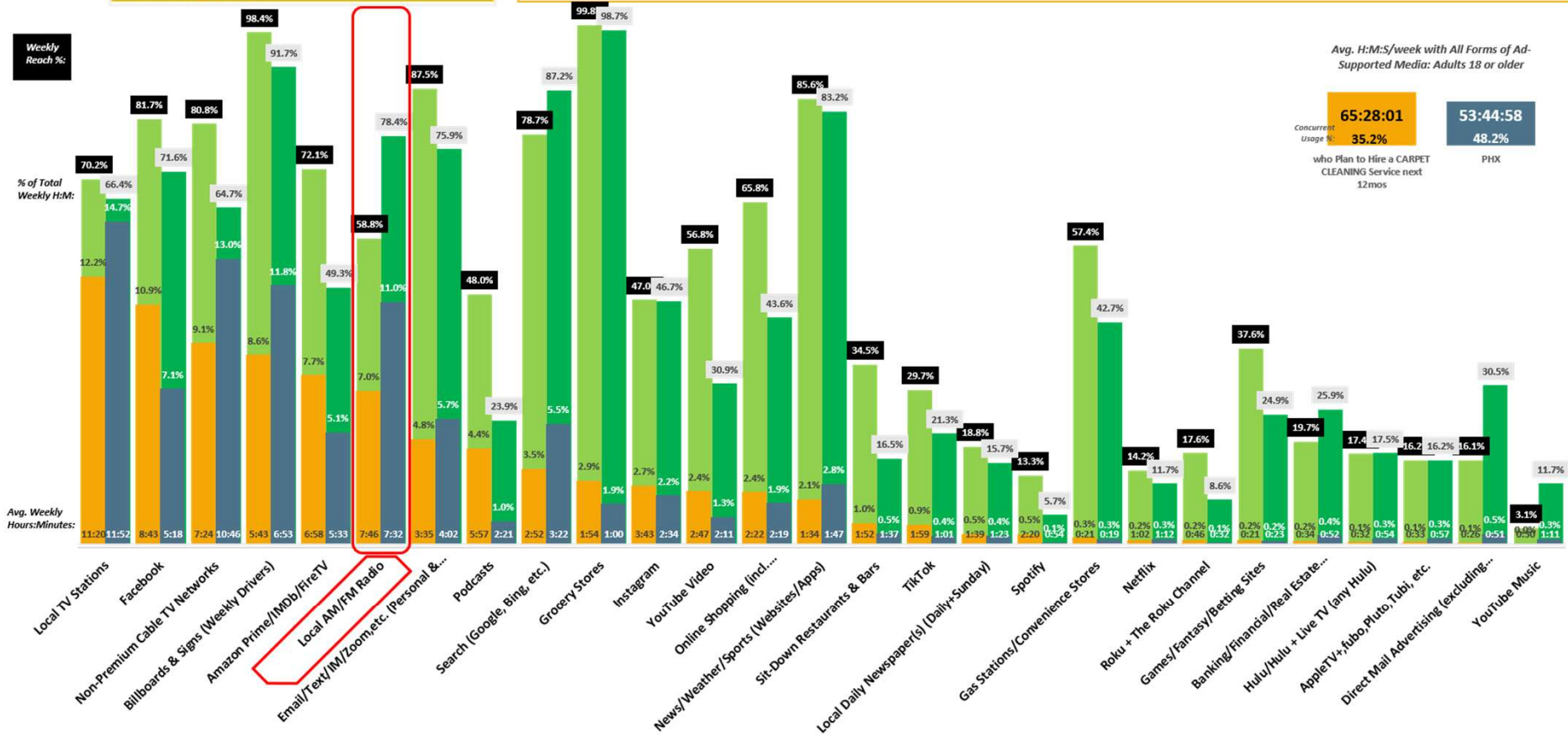
Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 2 days, 10 hours, 50 minutes and 37 seconds each week with All Forms of Ad-Supported Media.

75.% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an avg. of 6 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.8% of total time spent with all forms of Ad-Supported Media.





Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 2 days, 17 hours, 28 minutes and 1 seconds each week with All Forms of Ad-Supported Media.  
 58.8% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an avg. of 7 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.0% of total time spent with all forms of Ad-Supported Media.



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

**65:28:01**  
 Concurrent Usage %: 35.2%

**53:44:58**  
 PHX

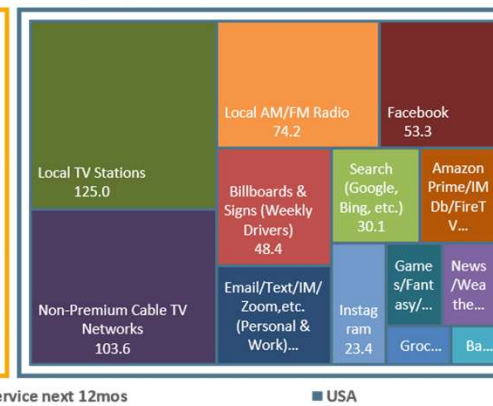
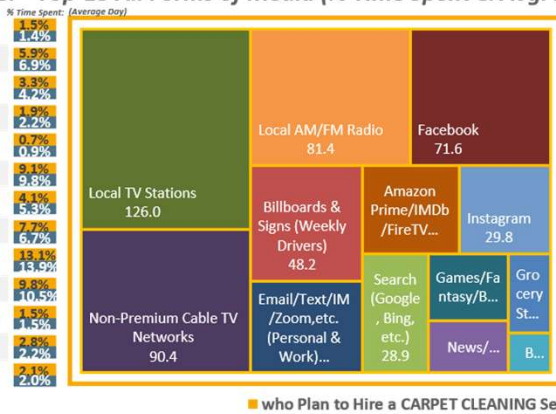
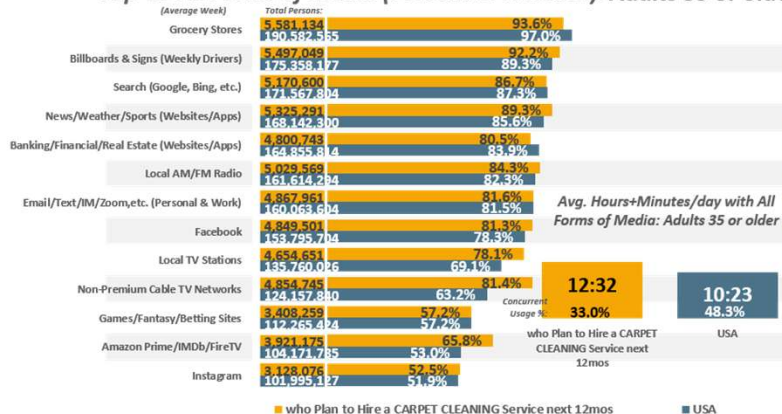
who Plan to Hire a CARPET CLEANING Service next 12mos



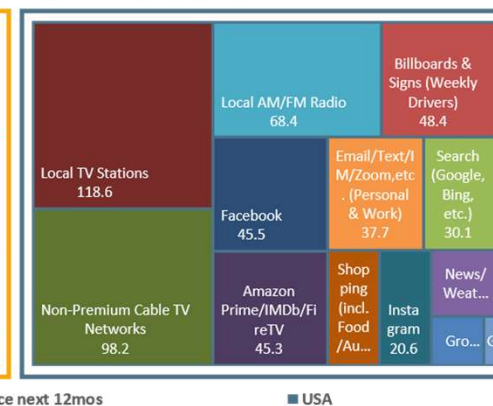
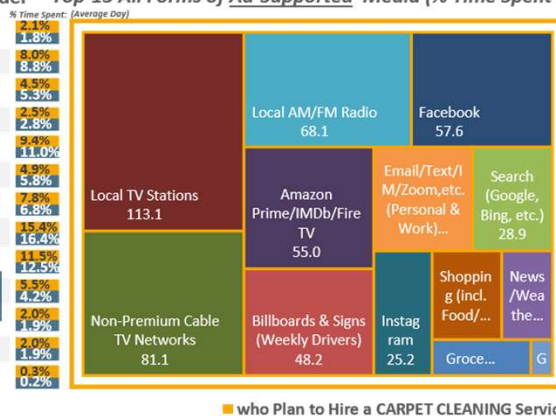
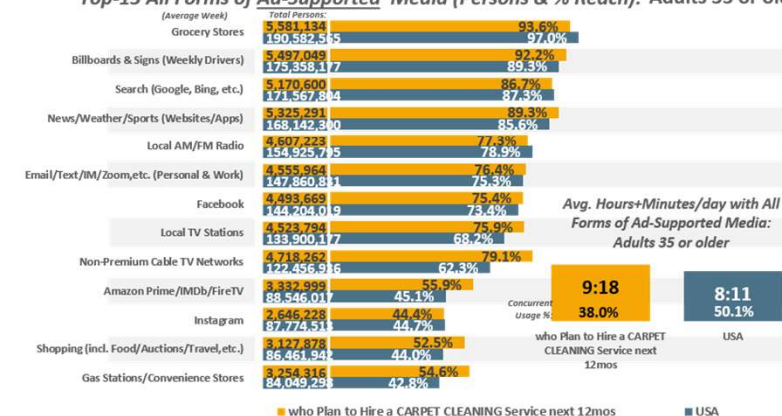


Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 9 hours and 18 minutes each day with All Forms of Ad-Supported Media. 77.3% listen to Local AM/FM Radio for an avg. of 68.1 minutes/day. (Local Radio delivers 9.4% of Time with Ad-Supported Media.)

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 734  
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(((Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service))

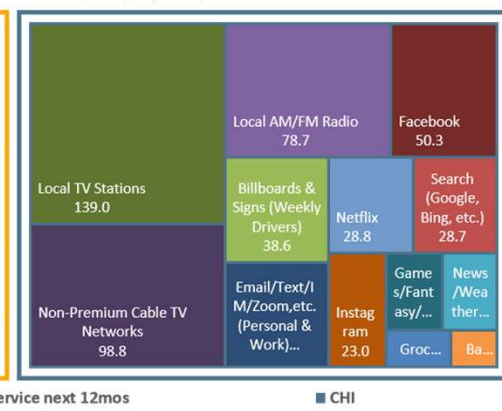
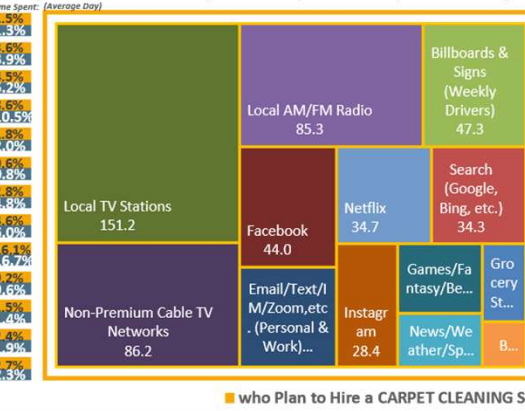
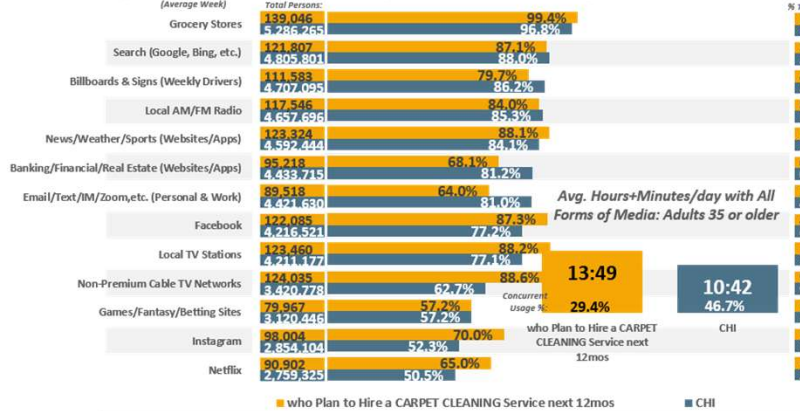




Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 9 hours and 54 minutes each day with All Forms of Ad-Supported Media. 79.% listen to Local AM/FM Radio for an avg. of 69.5 minutes/day. (Local Radio delivers 9.2% of Time with Ad-Supported Media.)

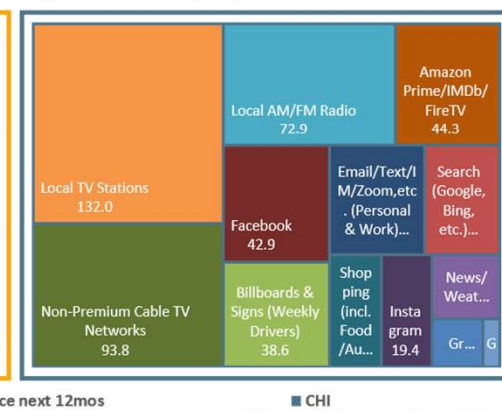
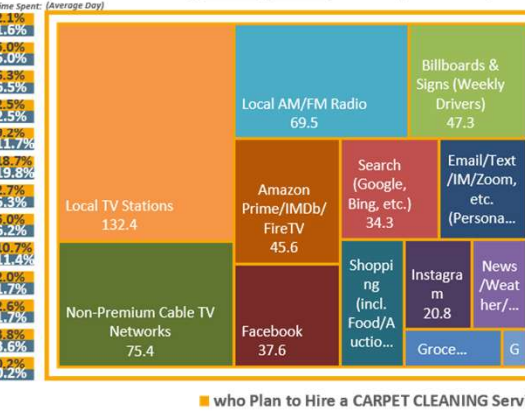
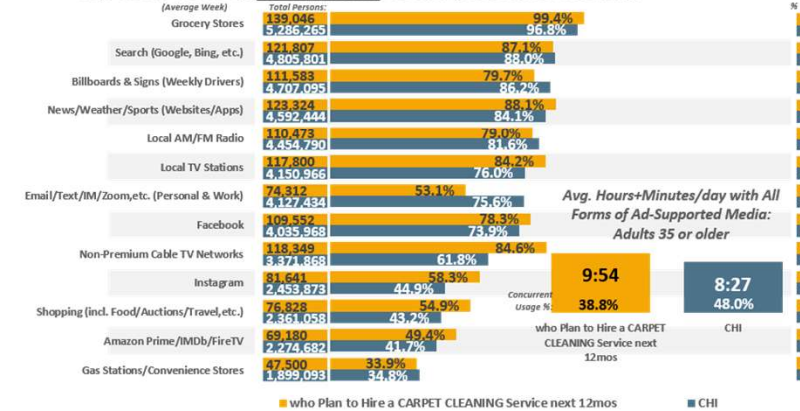
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 122  
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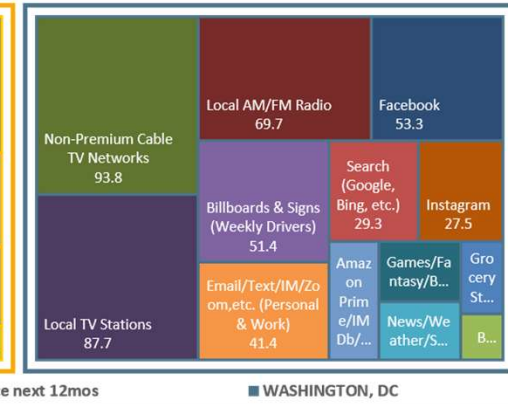
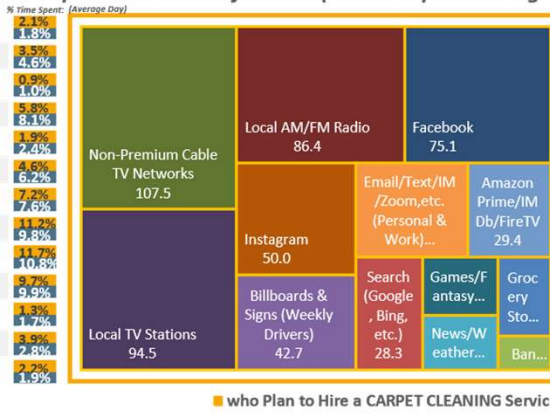
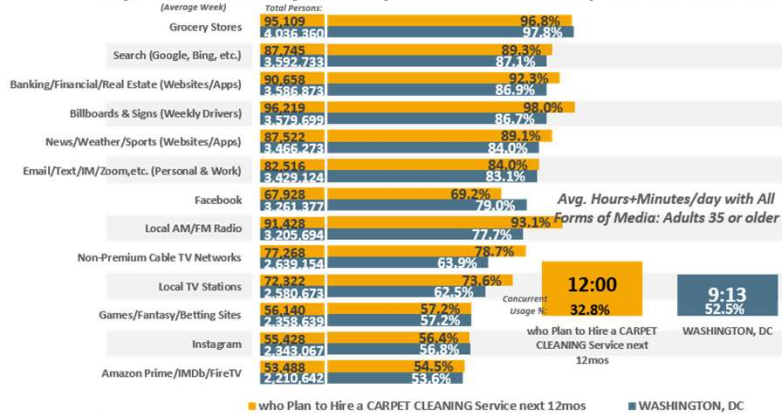
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]

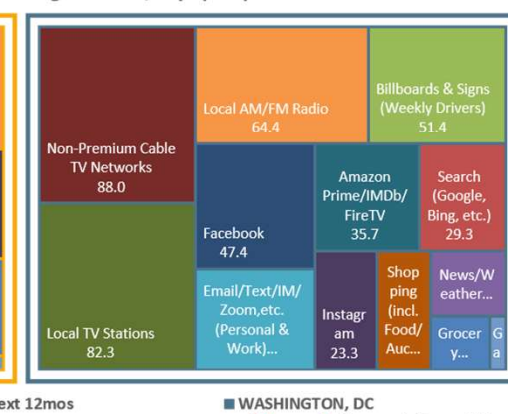
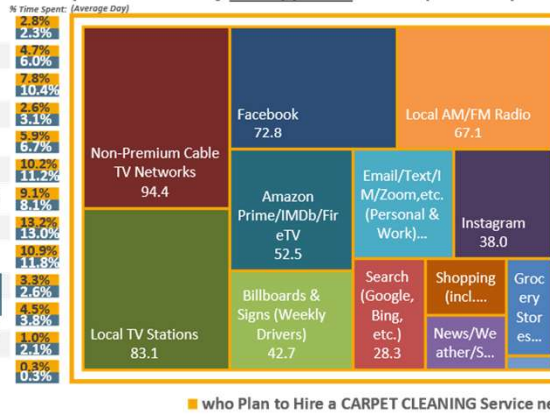
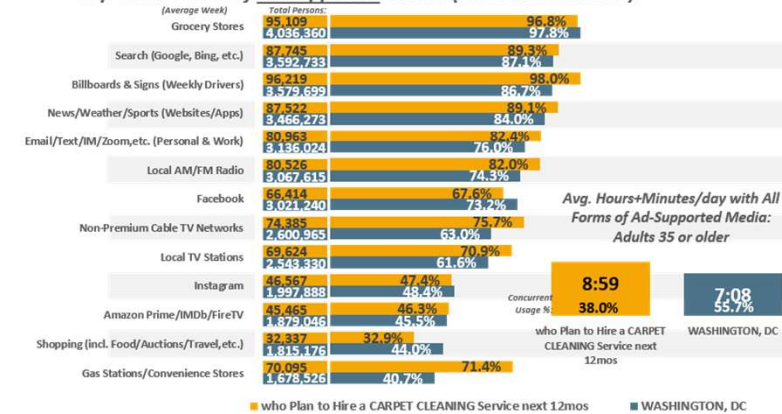


Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 8 hours and 59 minutes each day with All Forms of Ad-Supported Media. 82.% listen to Local AM/FM Radio for an avg. of 67.1 minutes/day. (Local Radio delivers 10.2% of Time with Ad-Supported Media.)

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



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

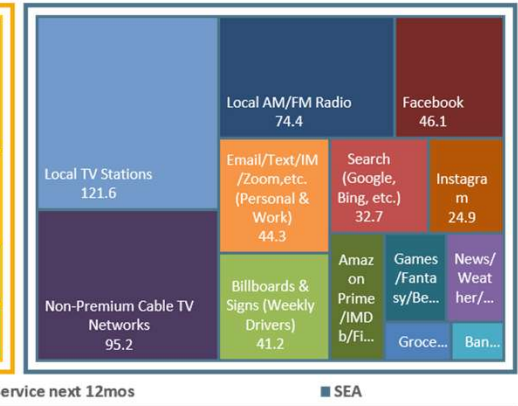
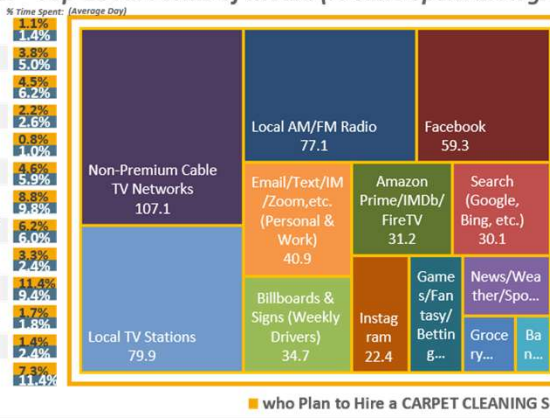
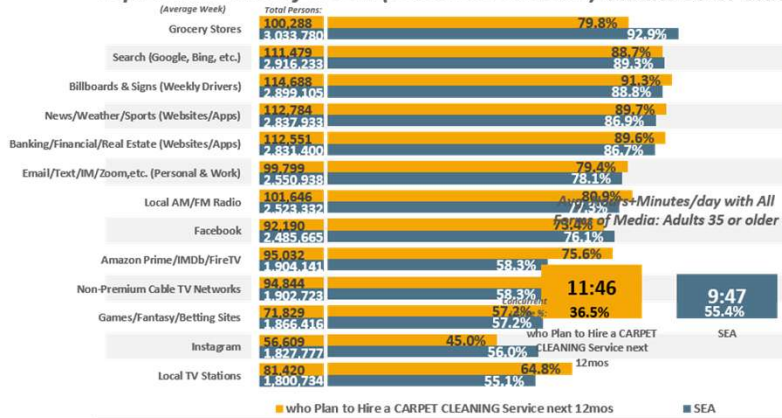




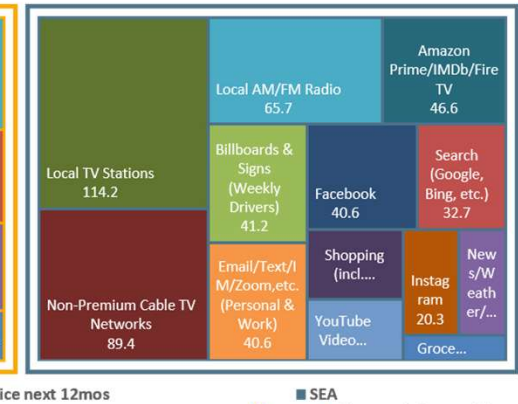
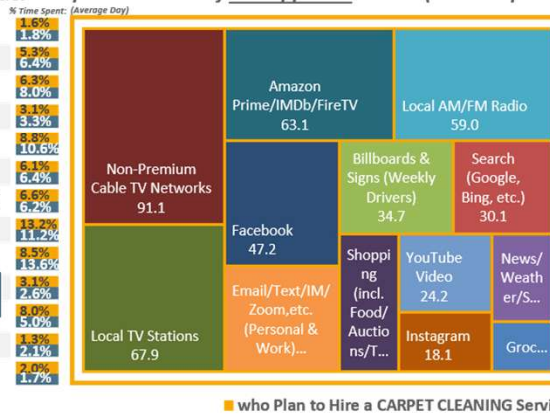
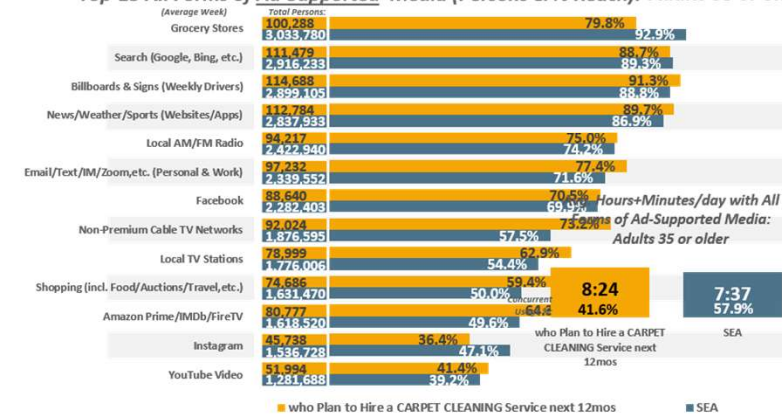


Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 8 hours and 24 minutes each day with All Forms of Ad-Supported Media. 75.% listen to Local AM/FM Radio for an avg. of 59. minutes/day. (Local Radio delivers 8.8% of Time with Ad-Supported Media.)

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



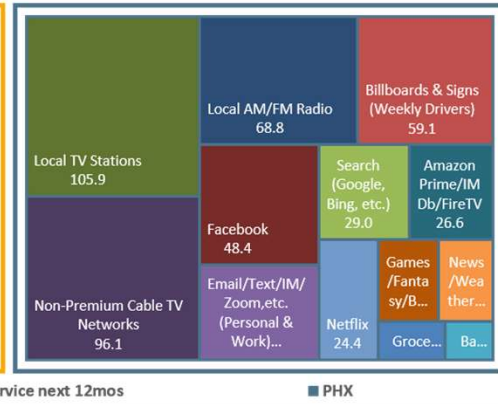
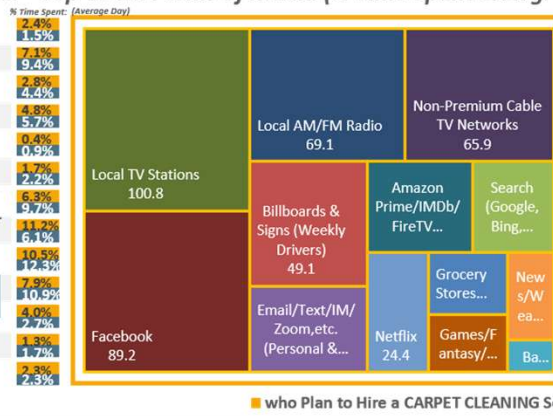
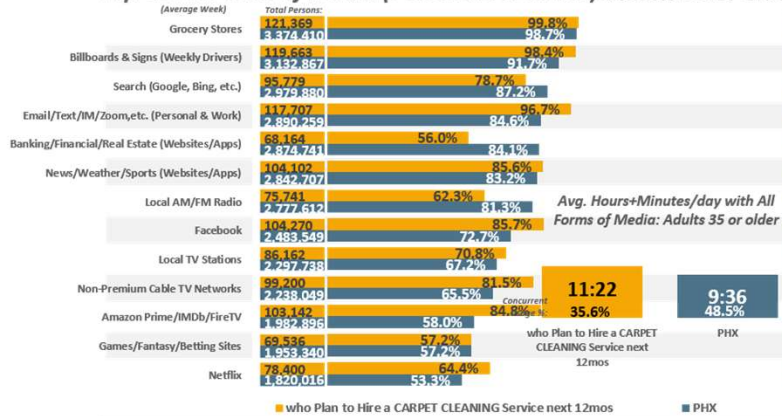
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



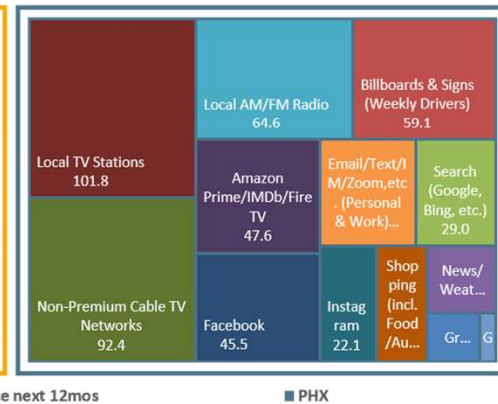
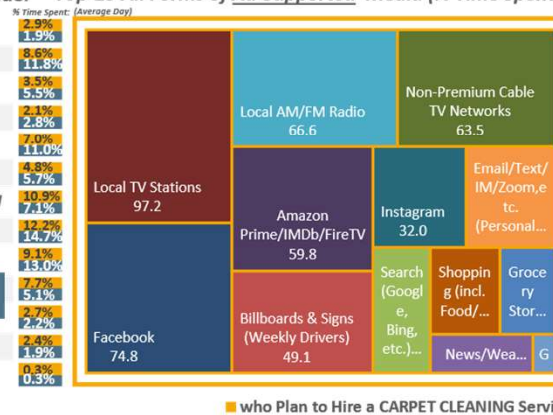
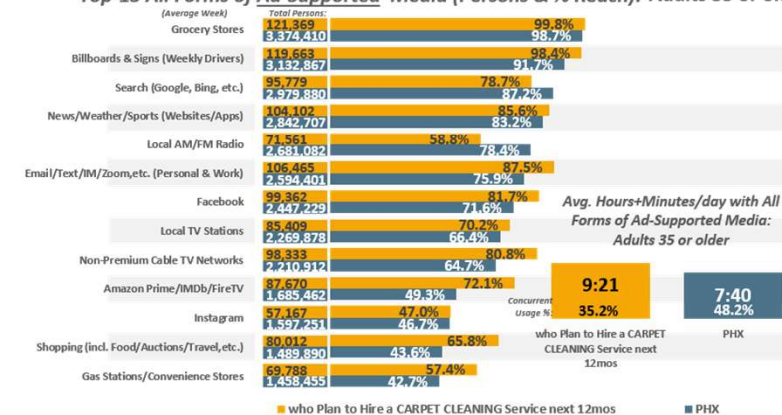


Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 9 hours and 21 minutes each day with All Forms of Ad-Supported Media. 58.8% listen to Local AM/FM Radio for an avg. of 66.6 minutes/day. (Local Radio delivers 7.% of Time with Ad-Supported Media.)

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



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

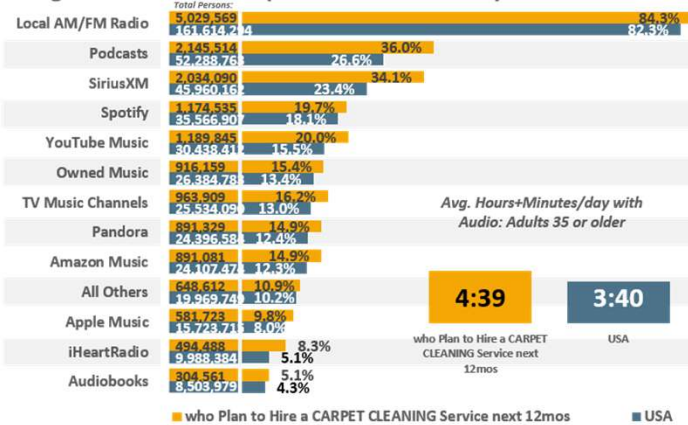




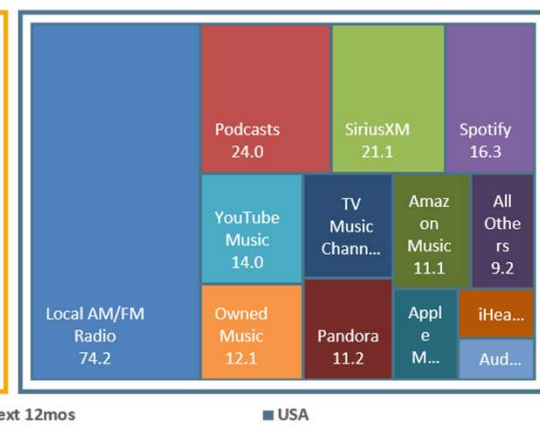
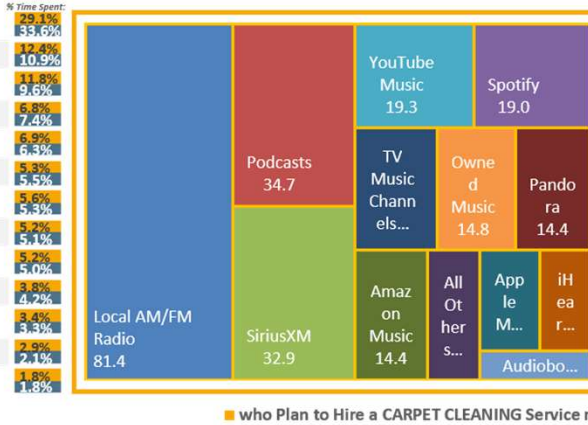


4,607,223 or 77.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 68.1 minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.

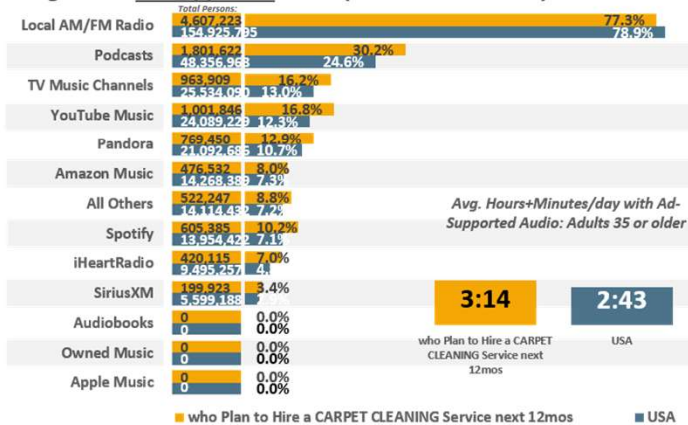
**Avg. Week All Audio (Persons & % Reach): Adults 35 or older**



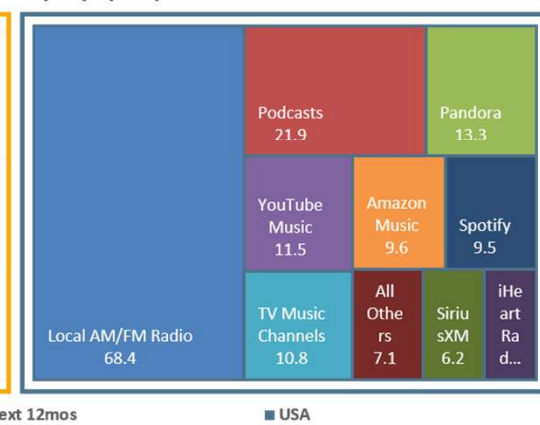
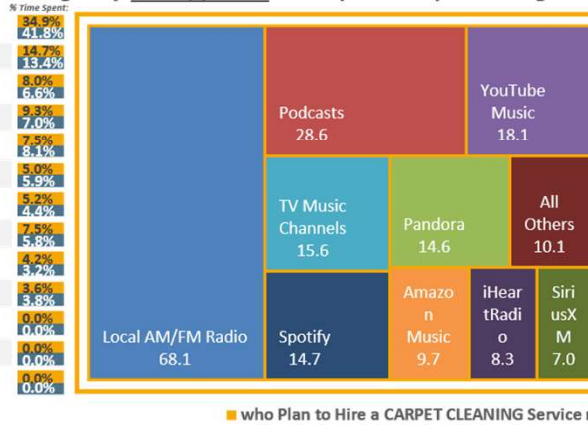
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**

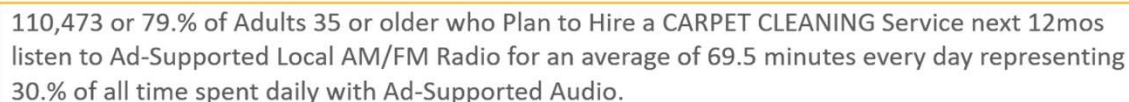


**Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older**

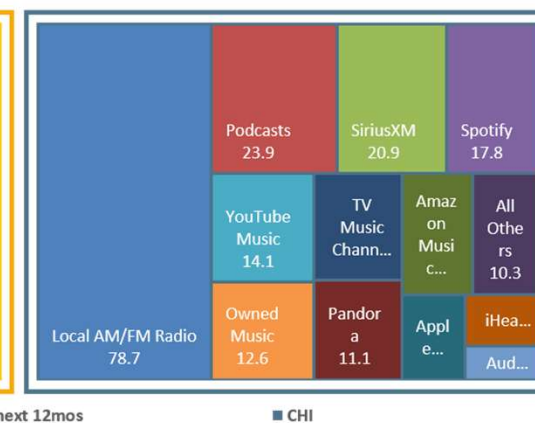
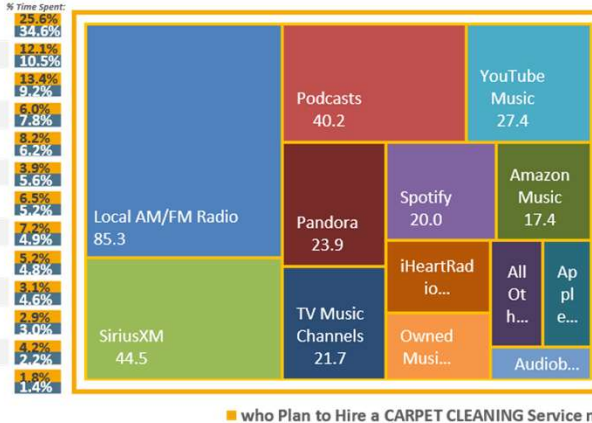


**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**

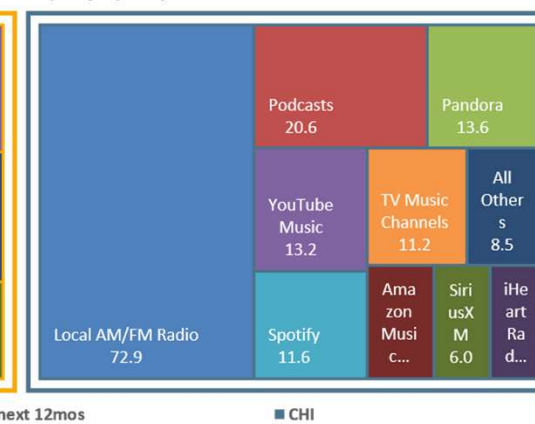
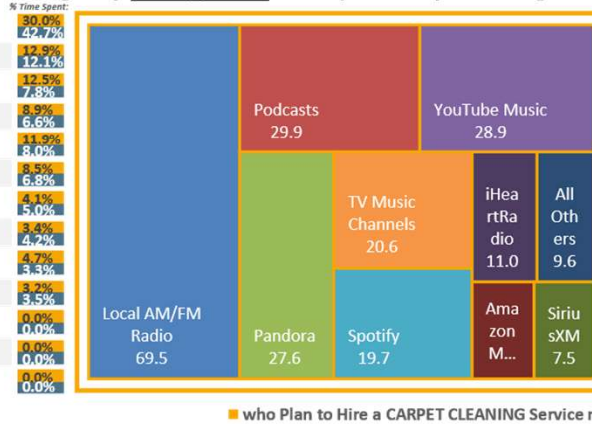




**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



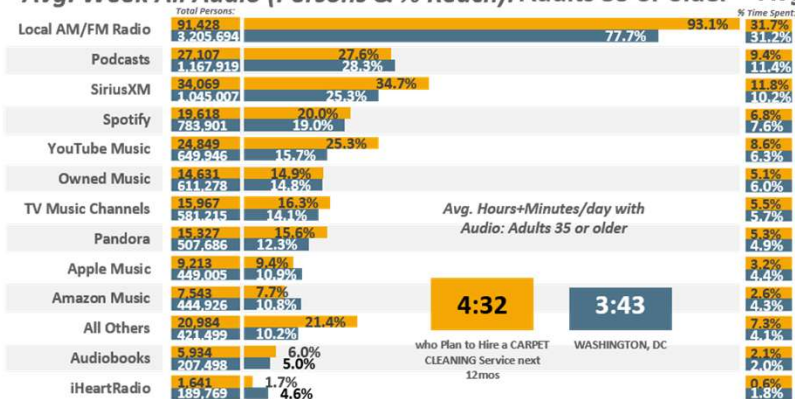
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent):** Adults 35 or older



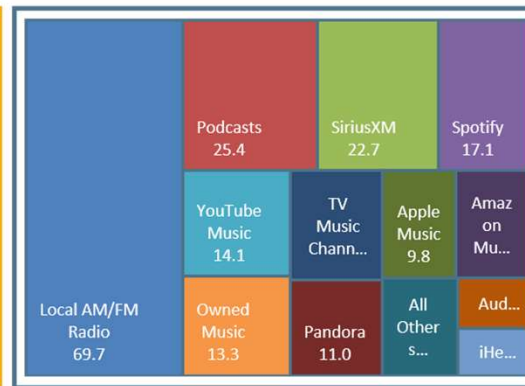
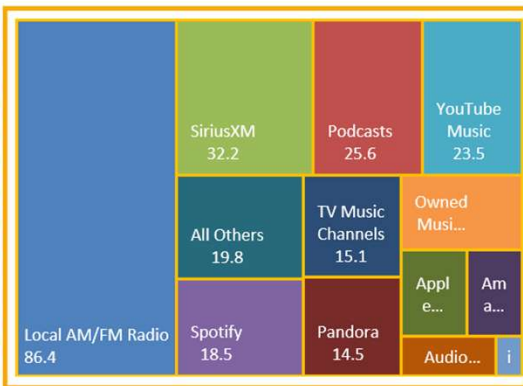


80,526 or 82.2% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 67.1 minutes every day representing 34.5% of all time spent daily with Ad-Supported Audio.

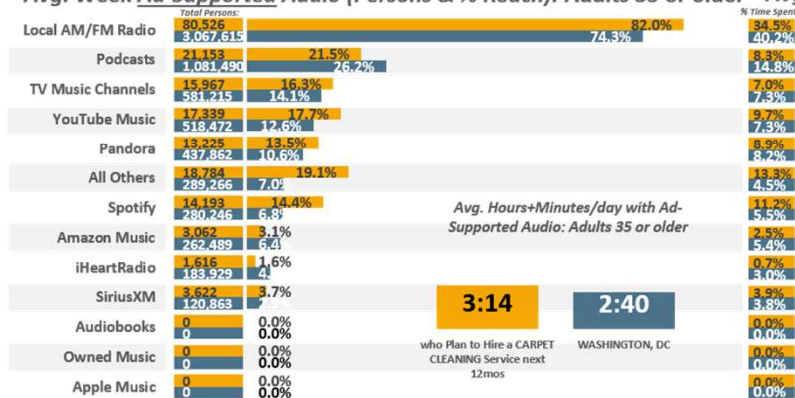
### Avg. Week All Audio (Persons & % Reach): Adults 35 or older



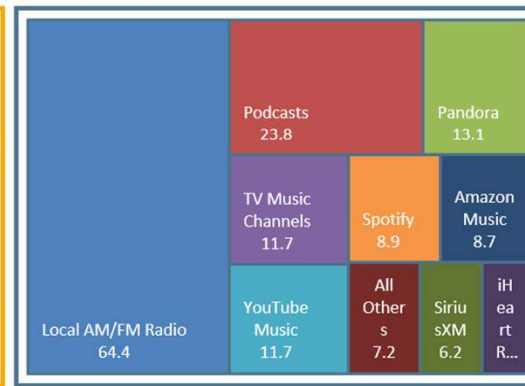
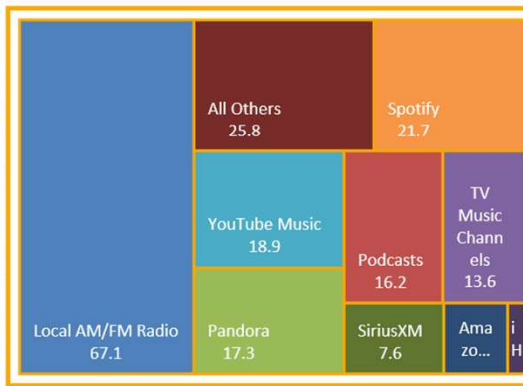
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

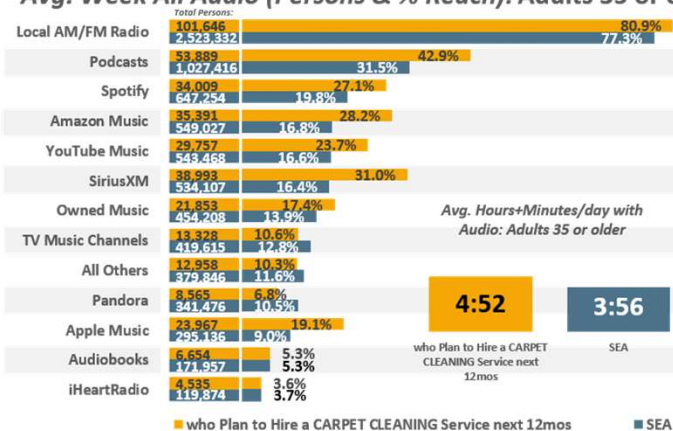




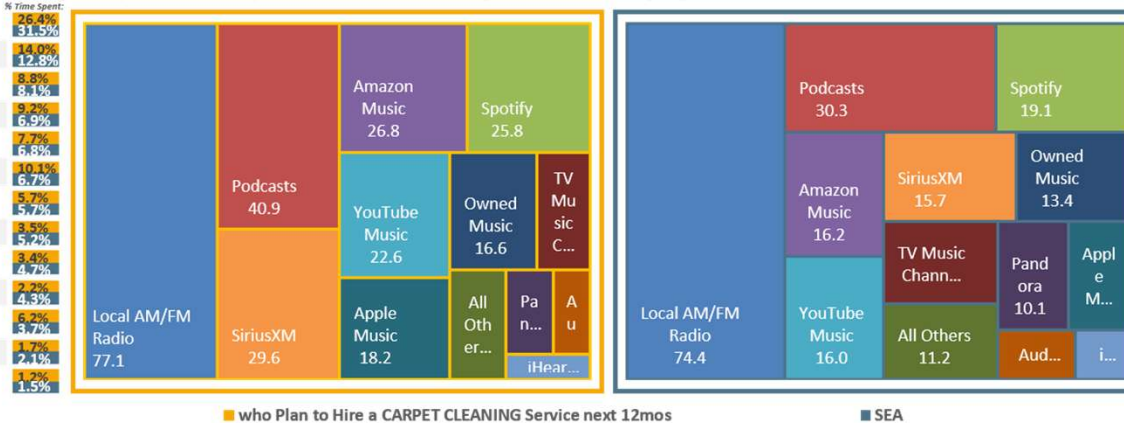


94,217 or 75.5% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 59. minutes every day representing 32.7% of all time spent daily with Ad-Supported Audio.

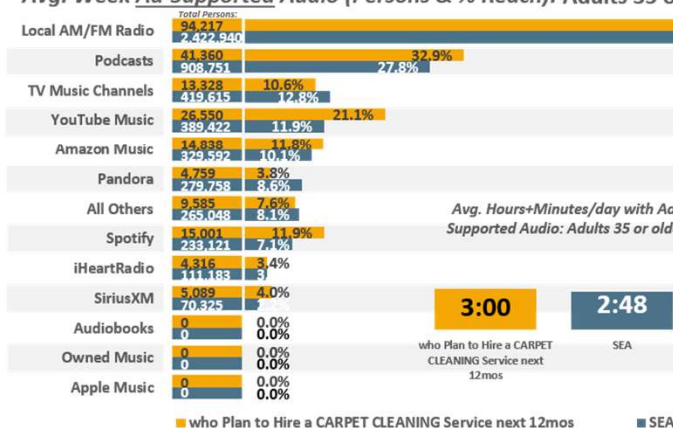
**Avg. Week All Audio (Persons & % Reach): Adults 35 or older**



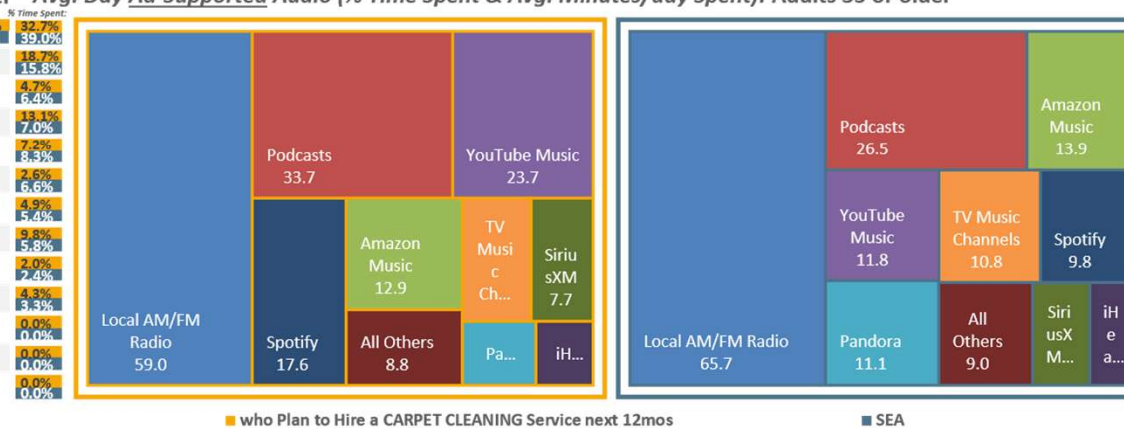
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



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

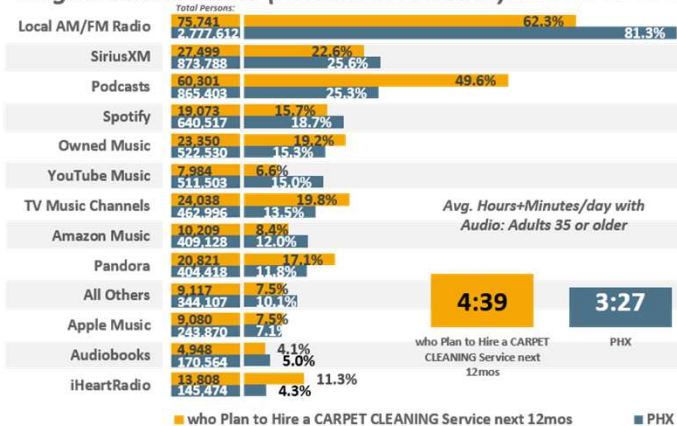




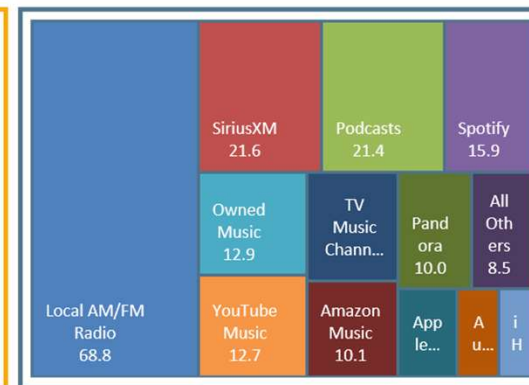


71,561 or 58.8% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 66.6 minutes every day representing 29.4% of all time spent daily with Ad-Supported Audio.

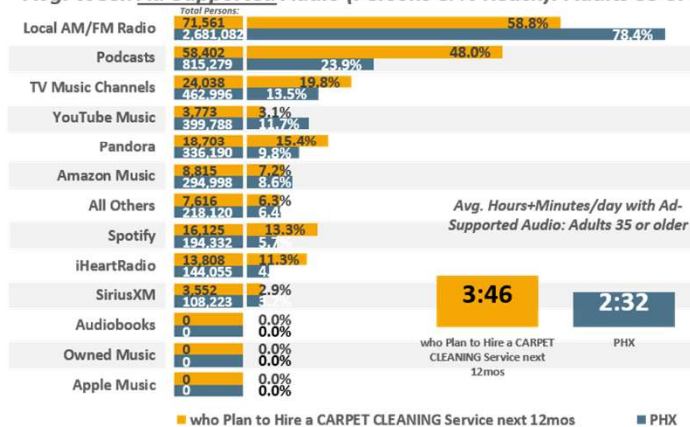
**Avg. Week All Audio (Persons & % Reach): Adults 35 or older**



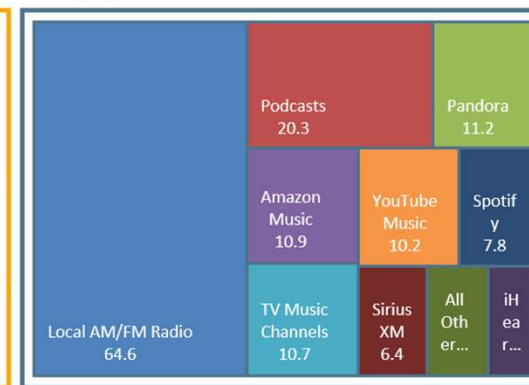
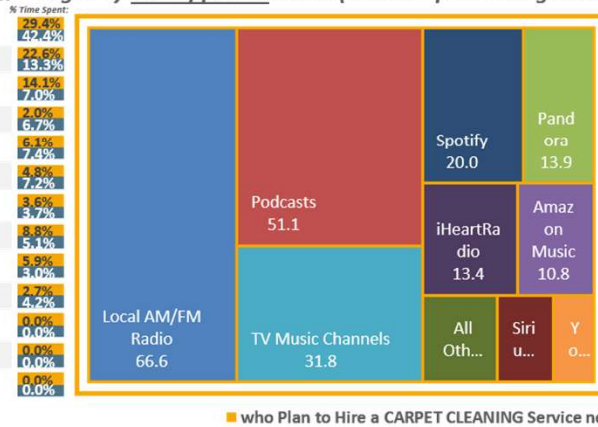
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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

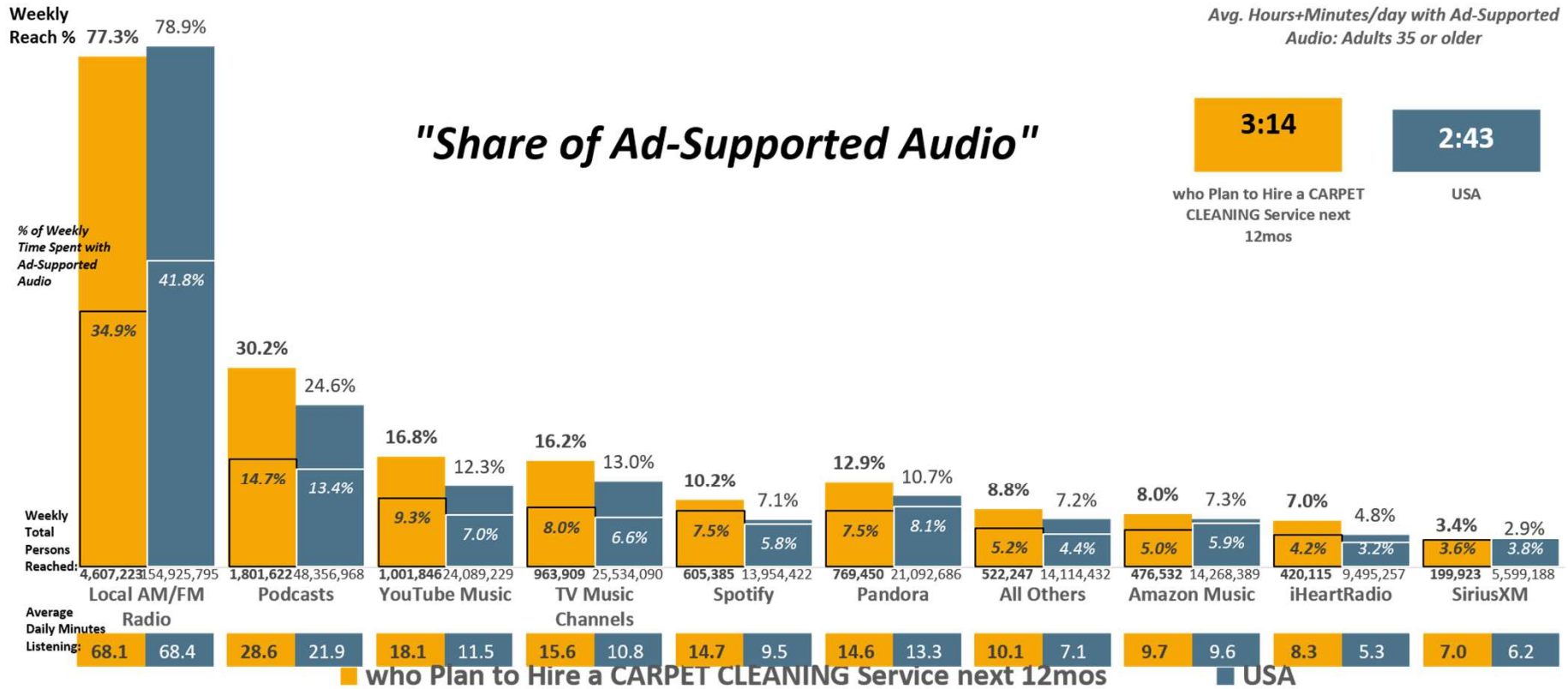


**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



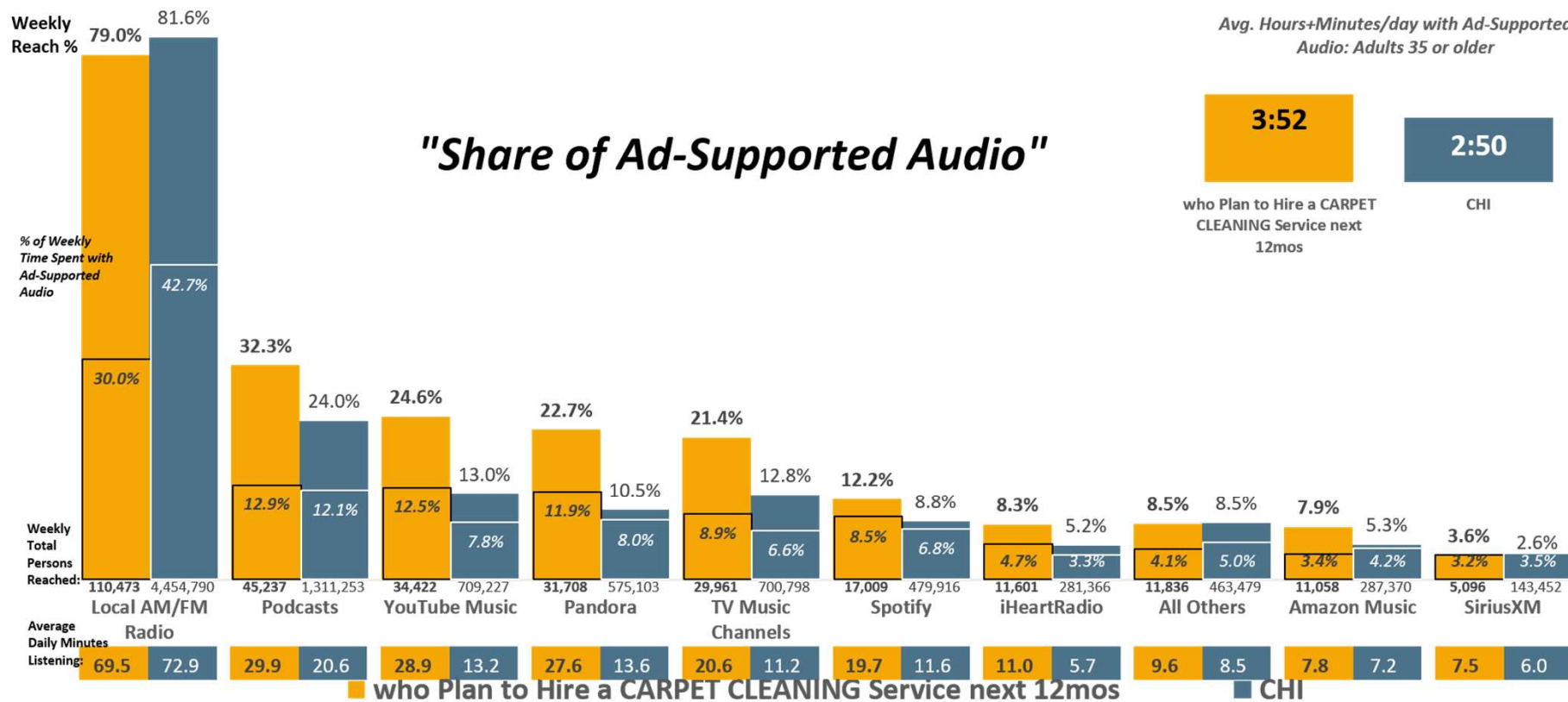


4,607,223 or 77.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 68.1 minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.



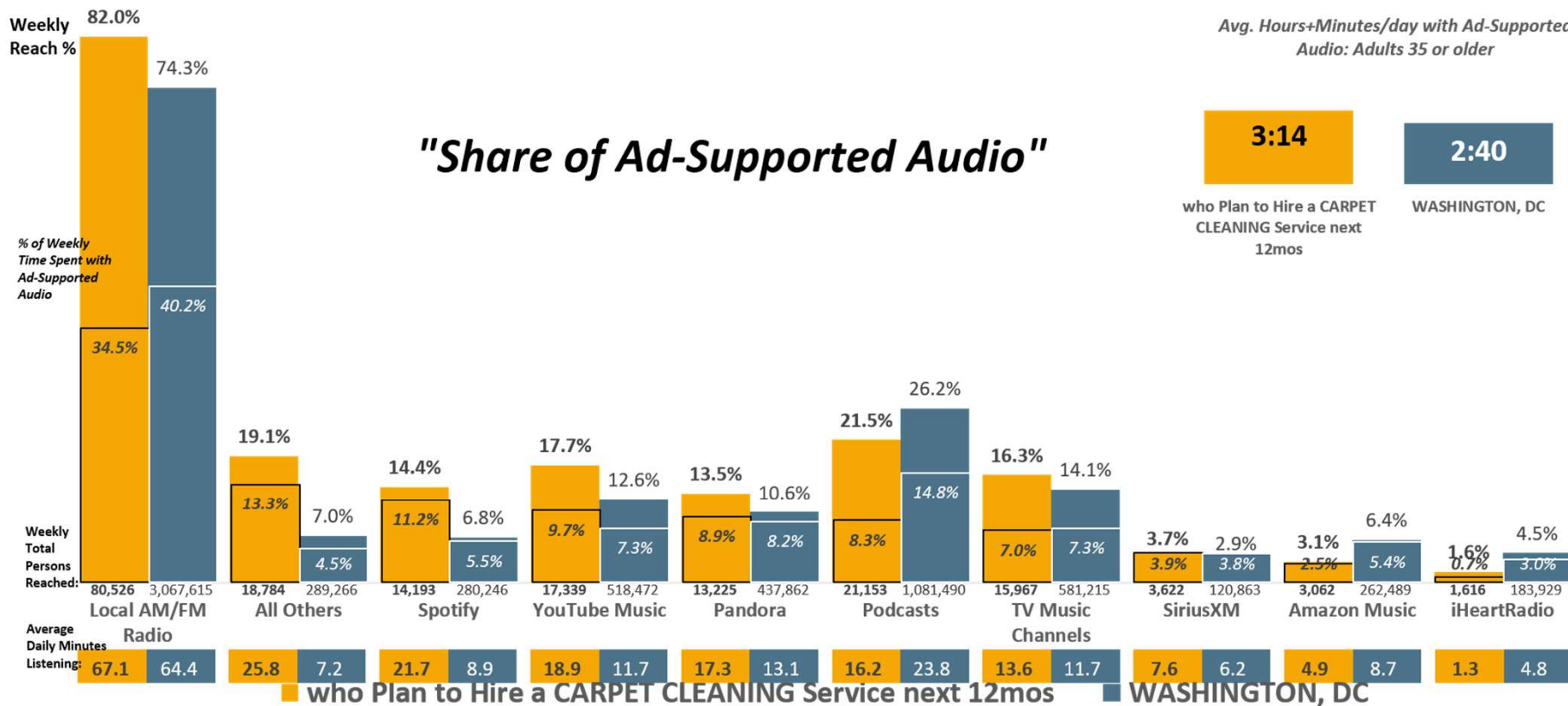


110,473 or 79.0% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 69.5 minutes every day representing 30.0% of all time spent daily with Ad-Supported Audio.





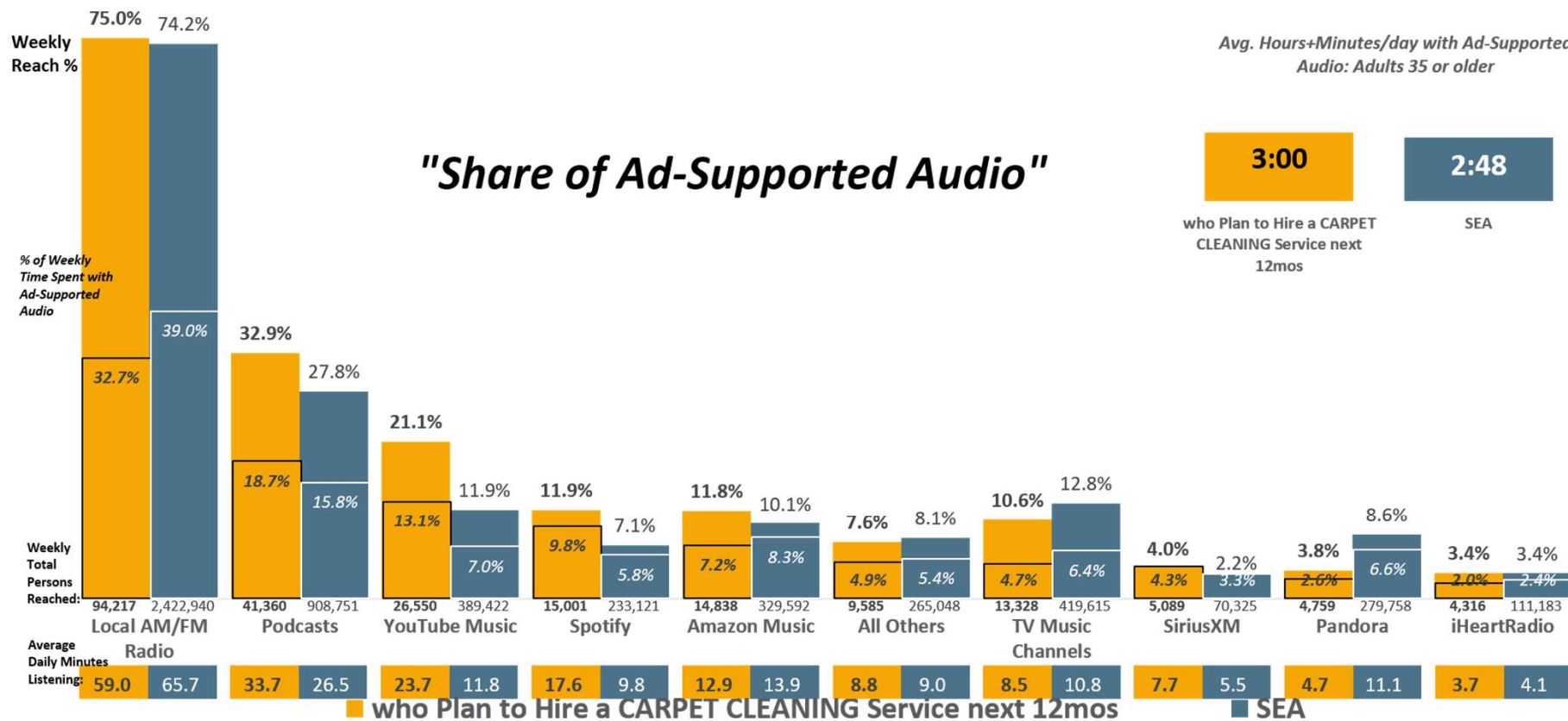
80,526 or 82.0% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 67.1 minutes every day representing 34.5% of all time spent daily with Ad-Supported Audio.





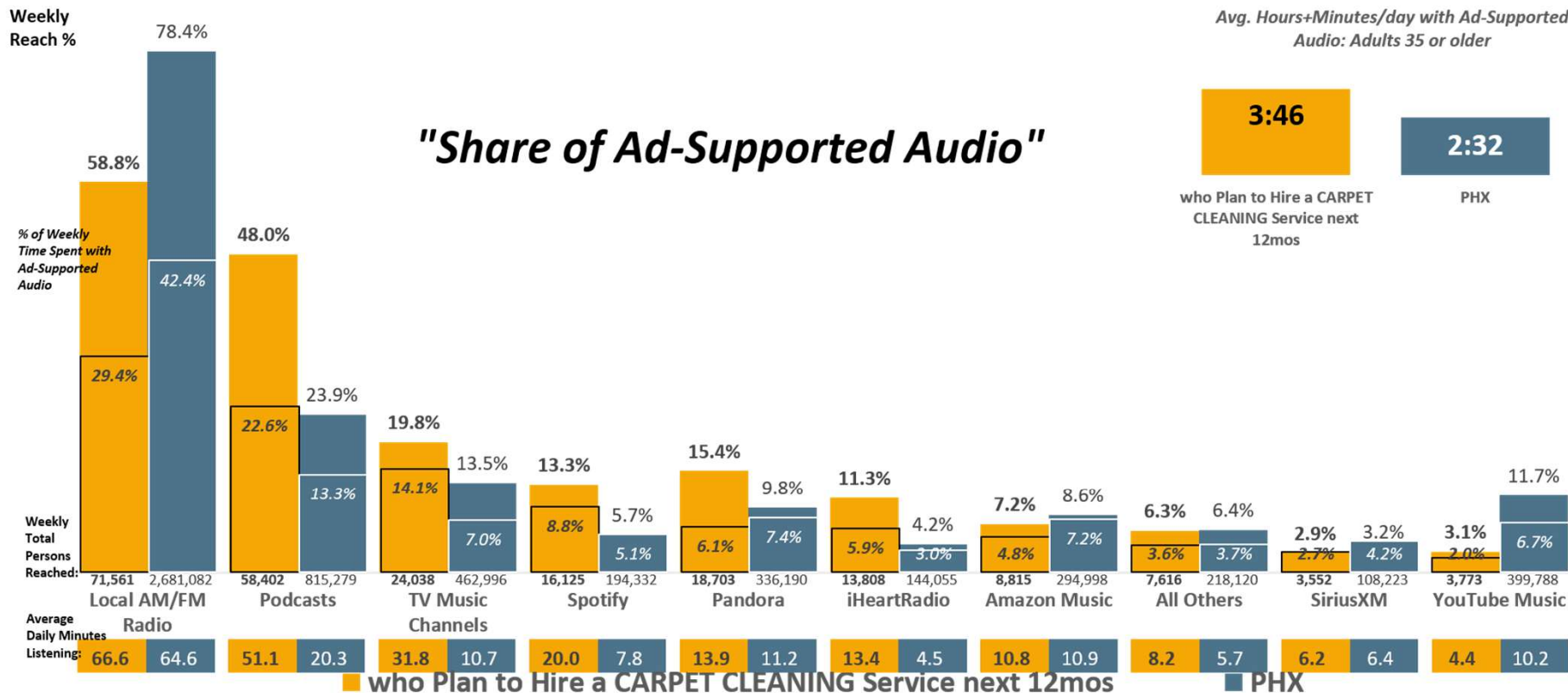


94,217 or 75.0% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 59. minutes every day representing 32.7% of all time spent daily with Ad-Supported Audio.





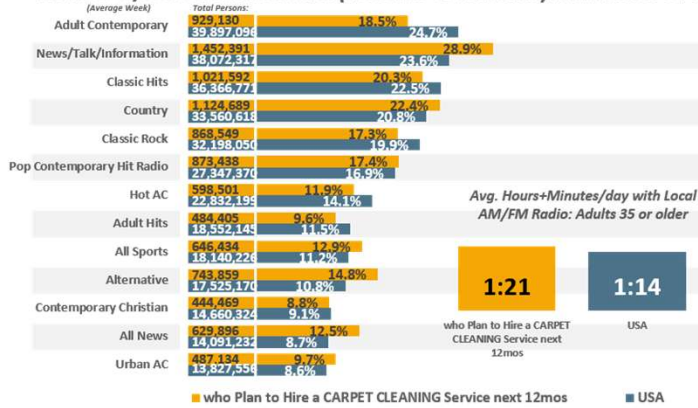
71,561 or 58.8% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 66.6 minutes every day representing 29.4% of all time spent daily with Ad-Supported Audio.



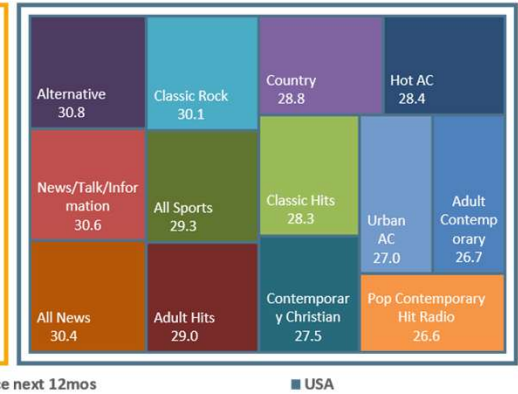


4,607,223 or 77.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, Pop Contemporary Hit Radio, and Classic Rock.

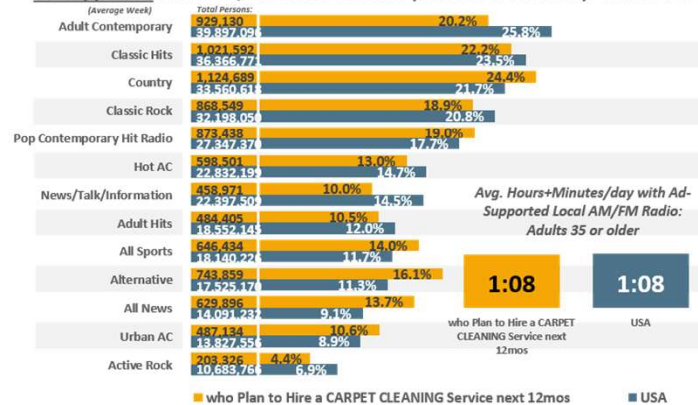
#### Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



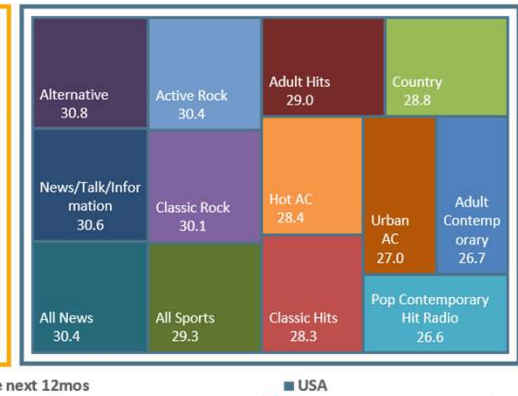
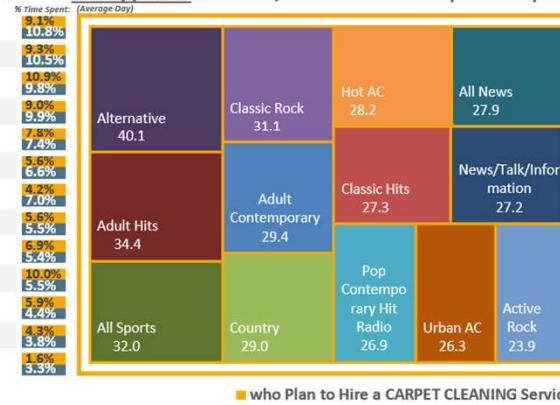
#### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



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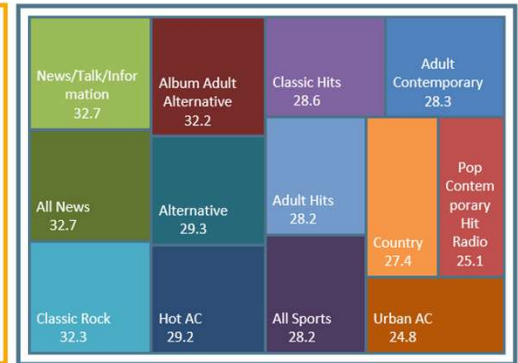
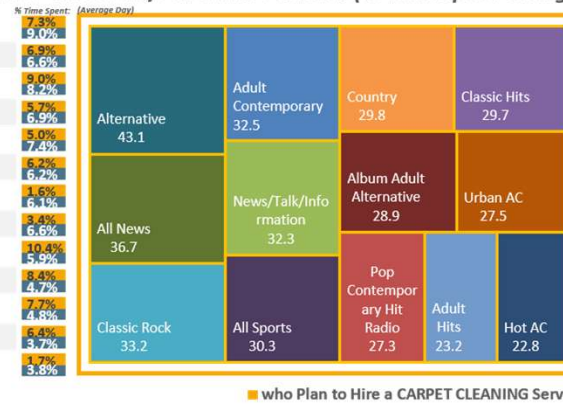
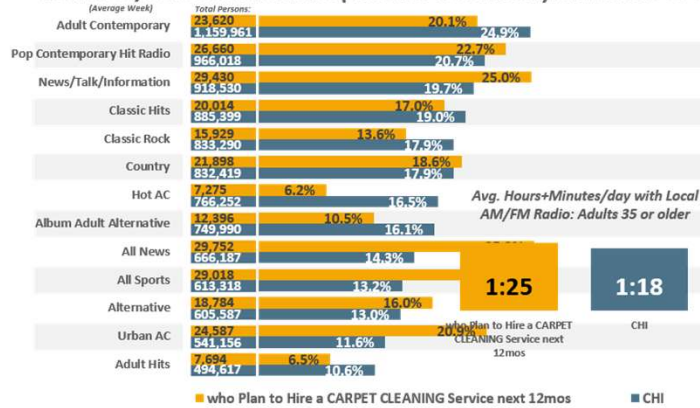
[[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]



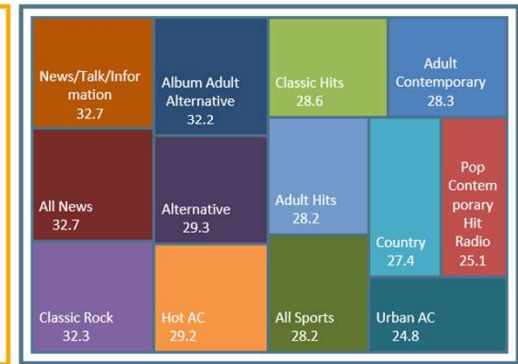
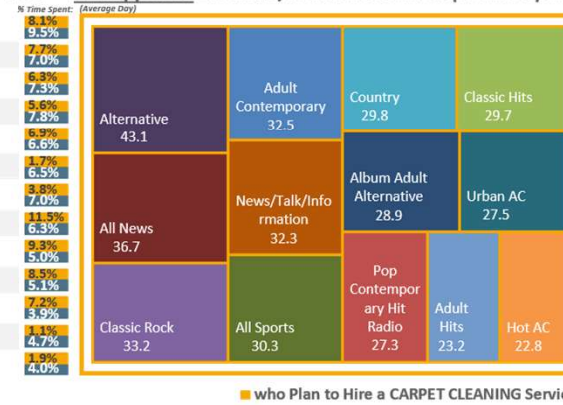
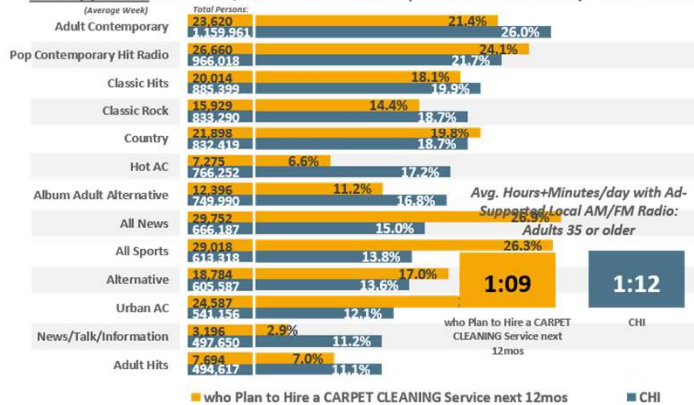


110,473 or 79.% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, All Sports, Pop Contemporary Hit Radio, Urban AC, and Adult Contemporary.

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



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

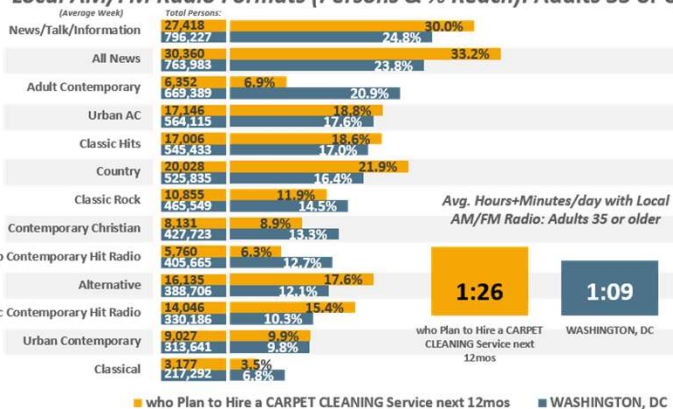




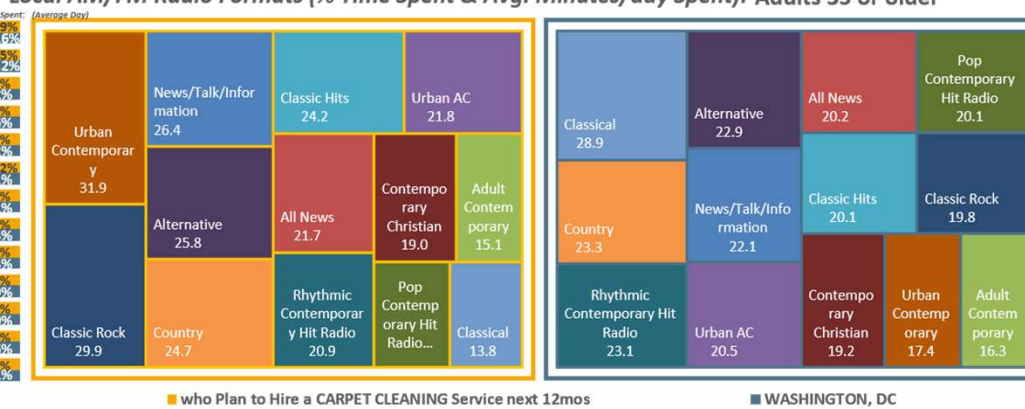


80,526 or 82.2% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Country, Urban AC, Classic Hits, and Alternative.

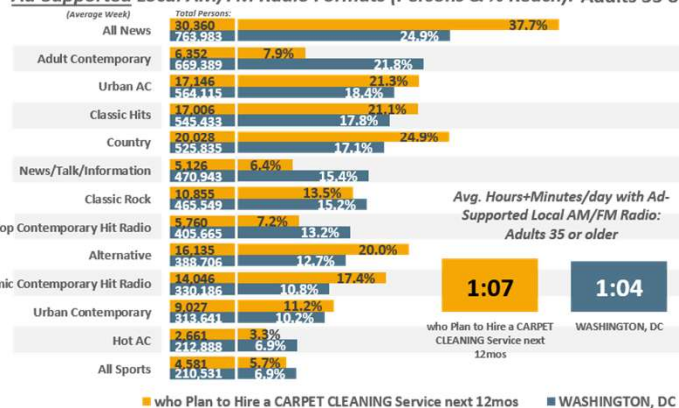
### Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



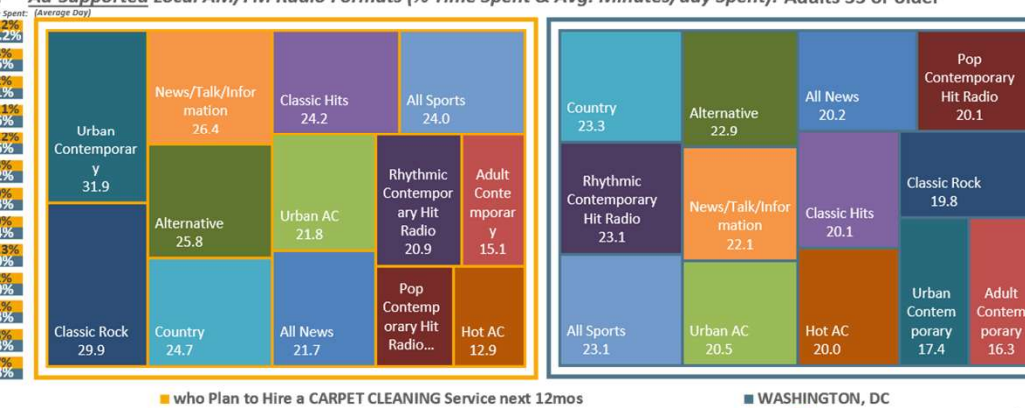
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



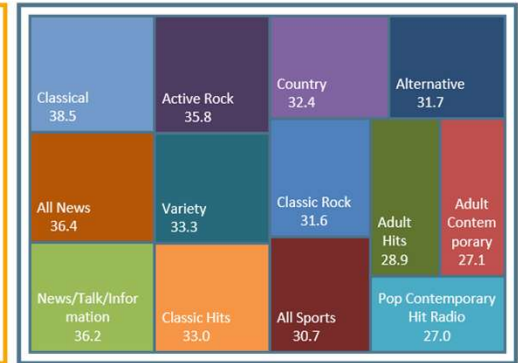
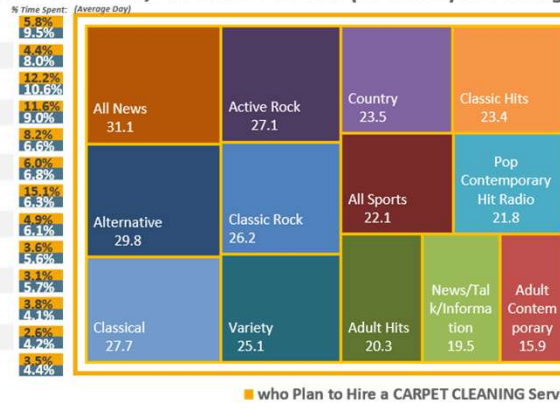
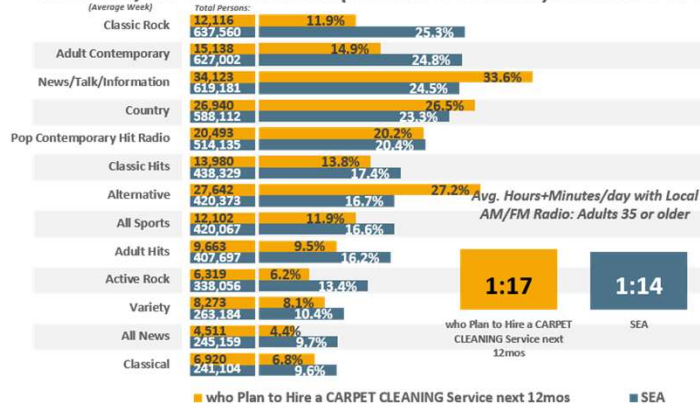
### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



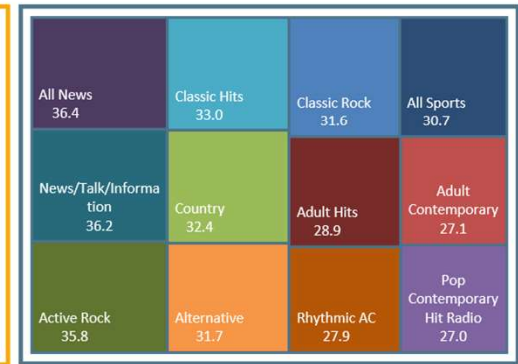
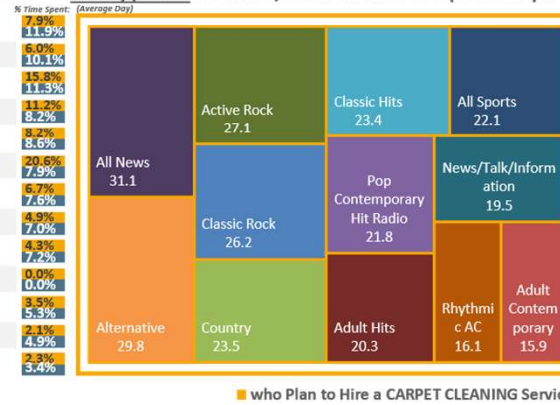
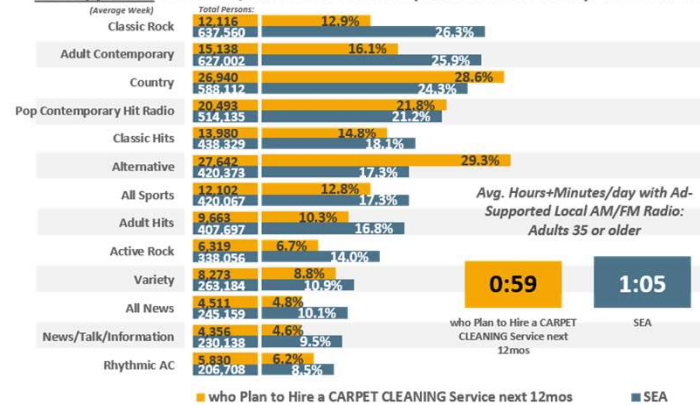


94,217 or 75.5% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Country, Pop Contemporary Hit Radio, Adult Contemporary, and Classic Hits.

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



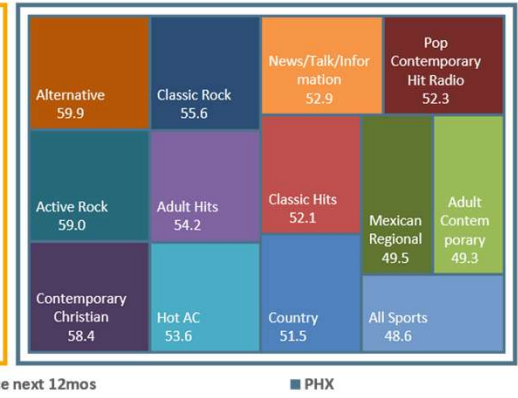
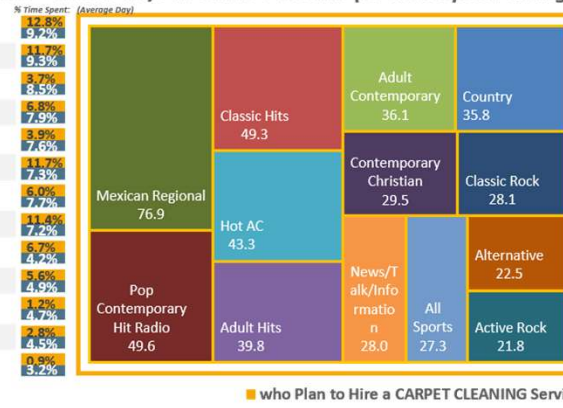
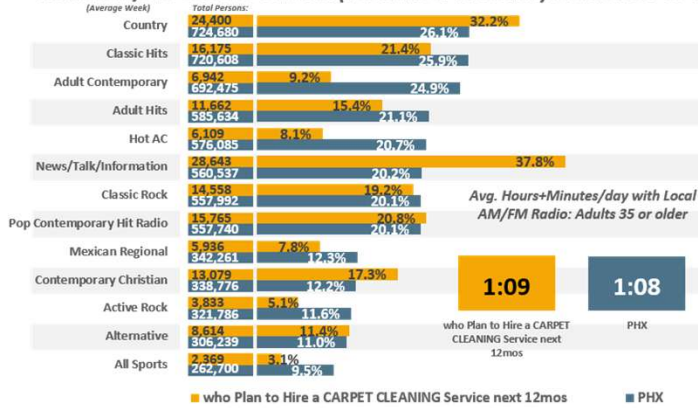
**Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older** **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



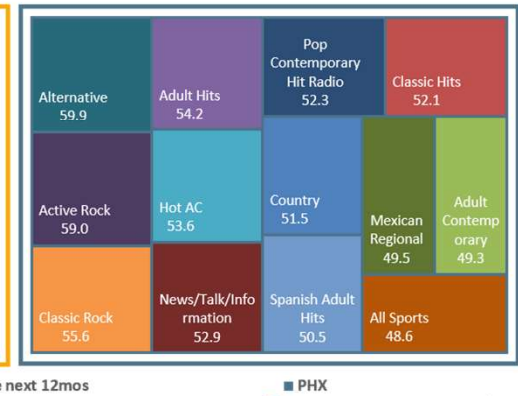
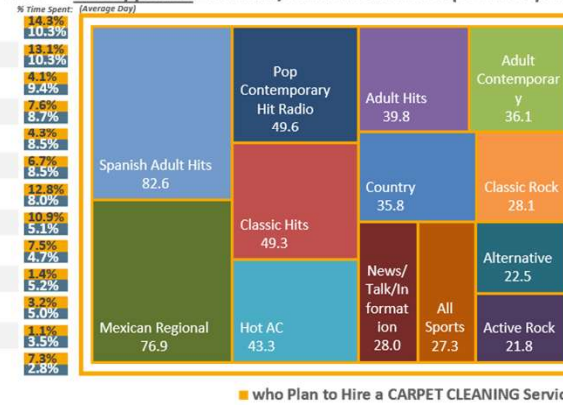
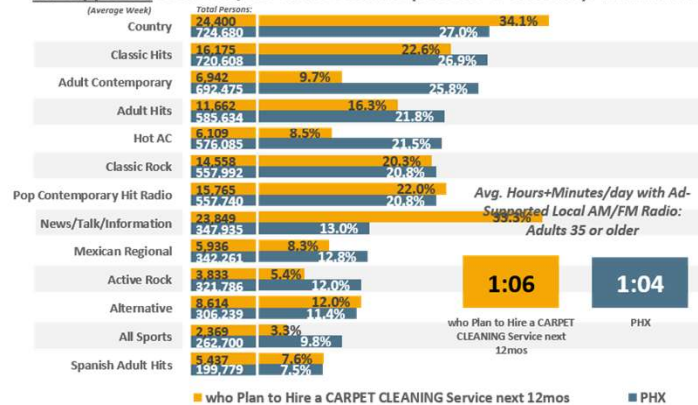


71,561 or 58.8% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, News/Talk/Information, Classic Hits, Pop Contemporary Hit Radio, and Classic Rock.

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



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



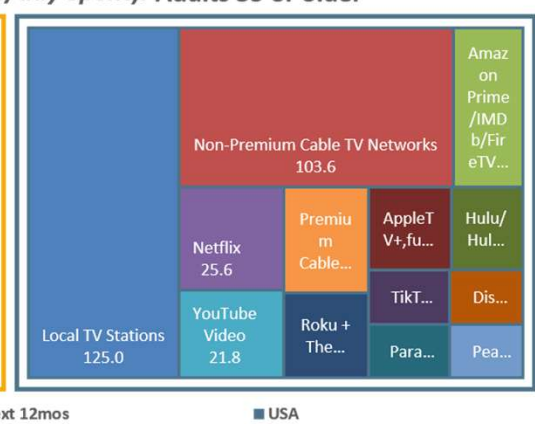
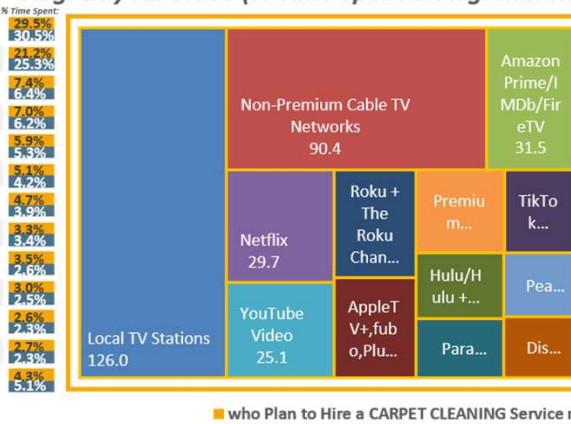
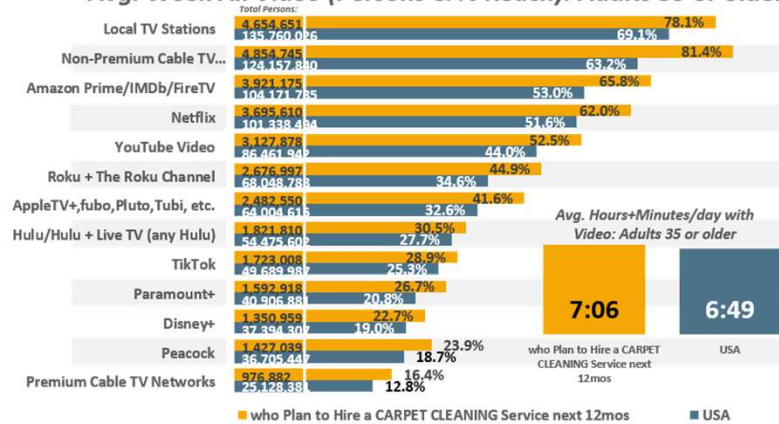




4,523,794 or 75.9% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations for an average of 113.1 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.

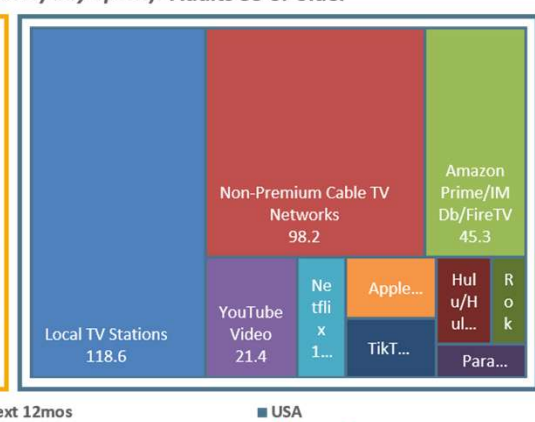
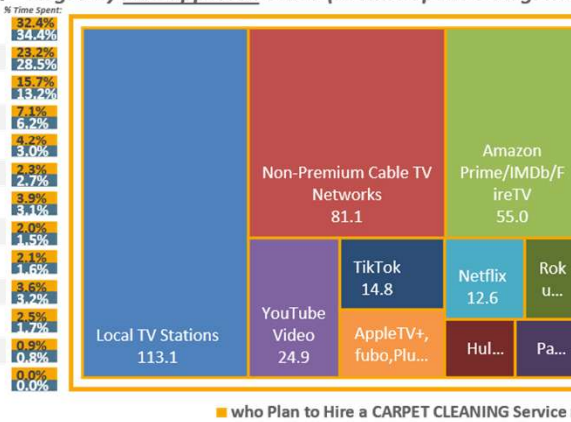
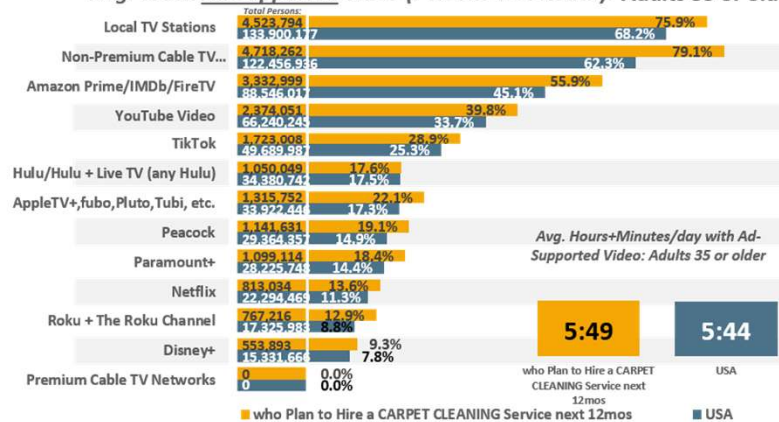
**Avg. Week All Video (Persons & % Reach): Adults 35 or older**

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



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

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



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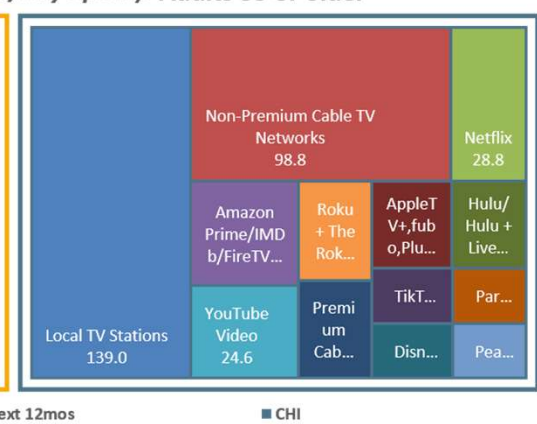
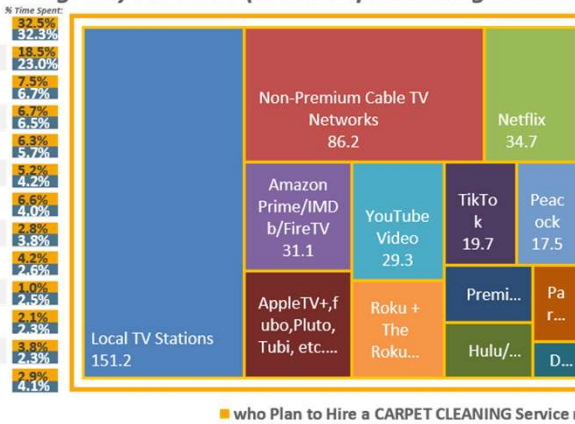
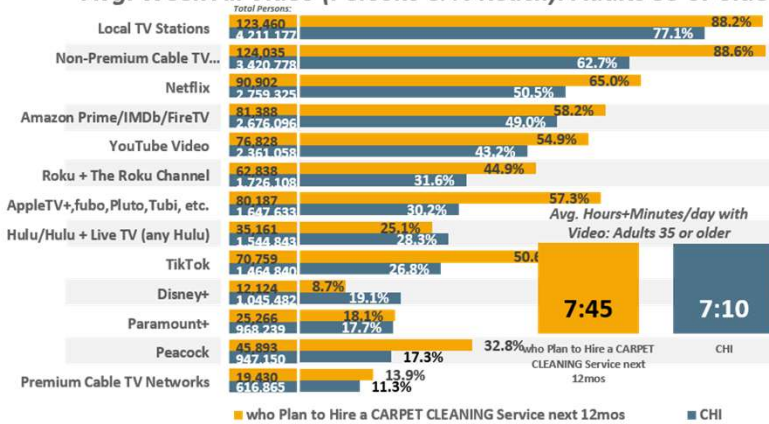
[[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]



117,800 or 84.2% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations for an average of 132.4 minutes every day representing 34.9% of all time spent daily with Ad-Supported Video.

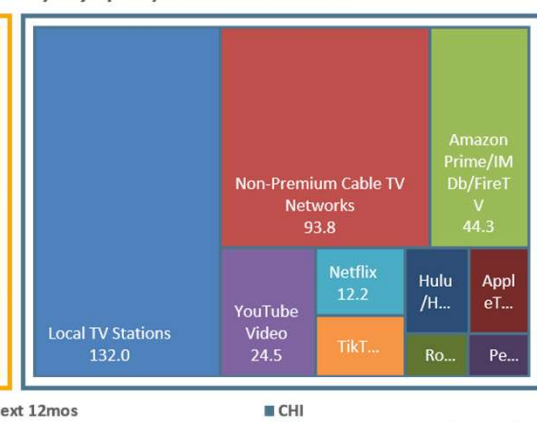
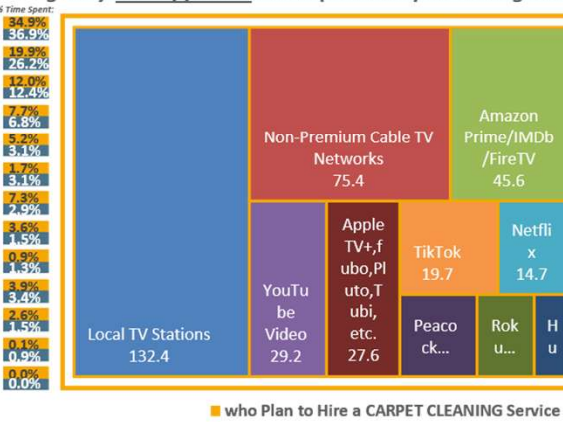
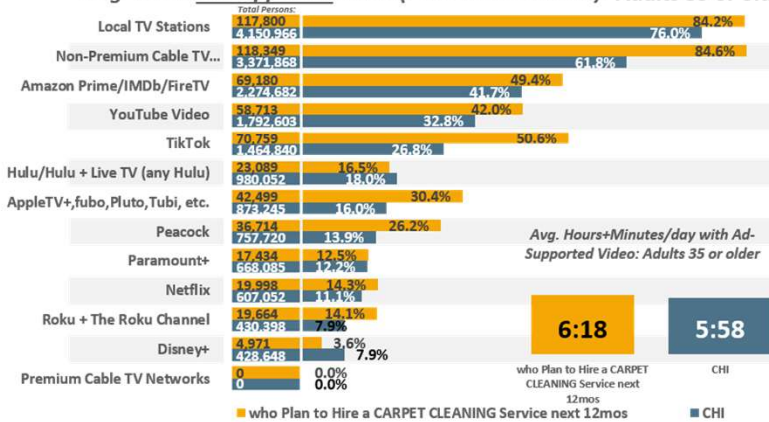
**Avg. Week All Video (Persons & % Reach): Adults 35 or older**

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



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

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 122  
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[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]

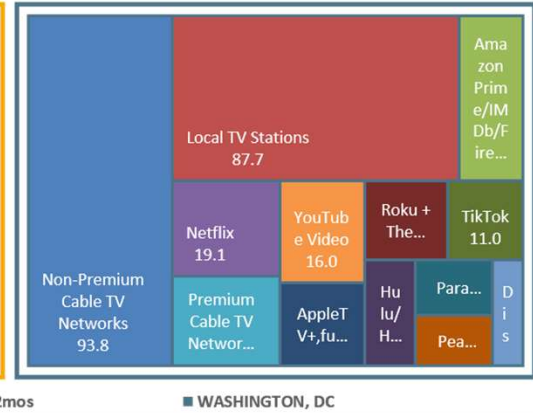
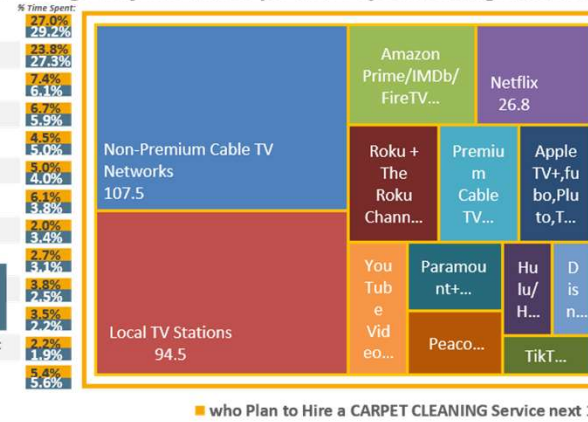
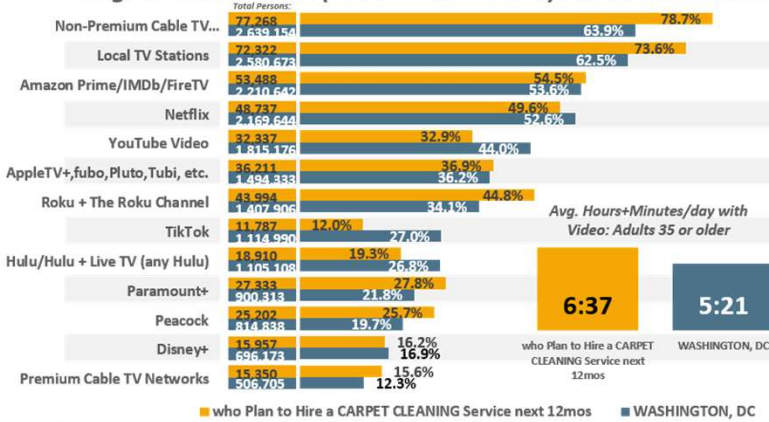




69,624 or 70.9% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations for an average of 83.1 minutes every day representing 25.4% of all time spent daily with Ad-Supported Video.

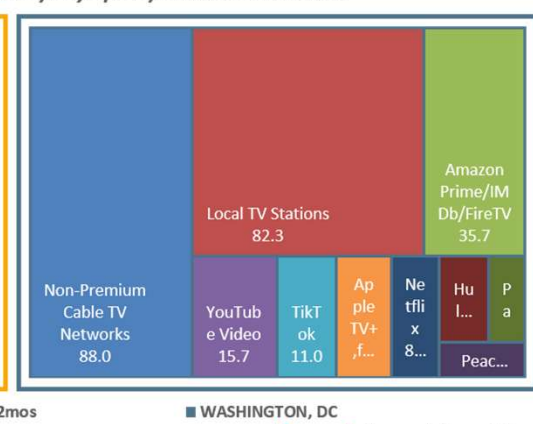
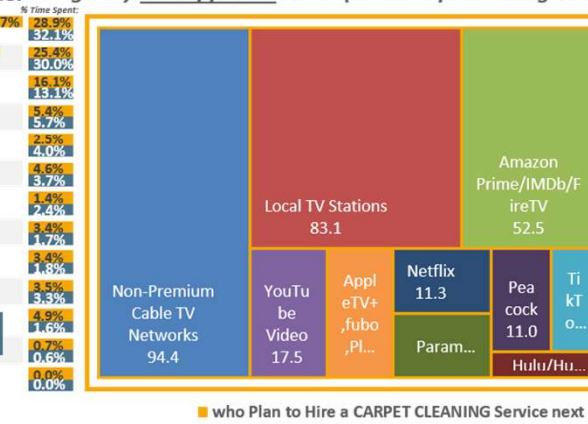
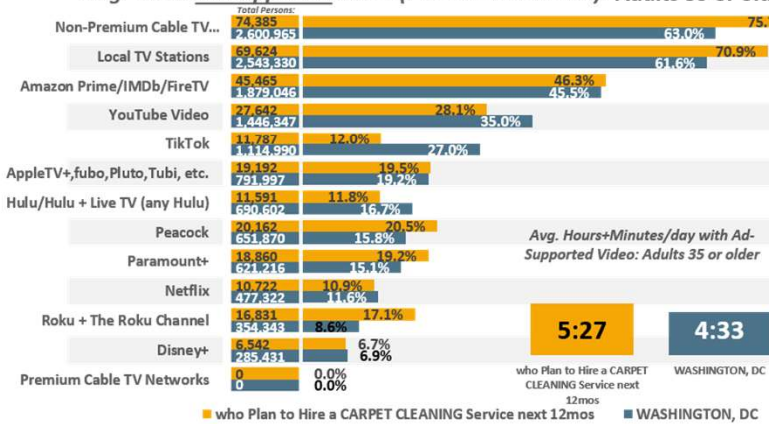
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



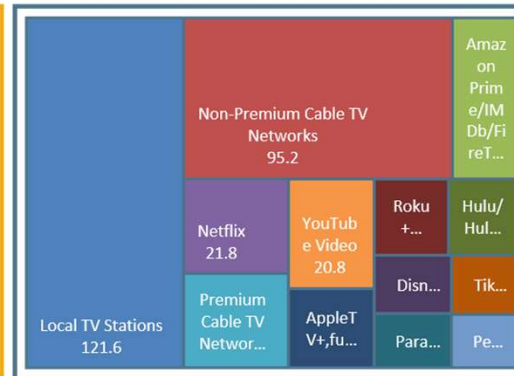
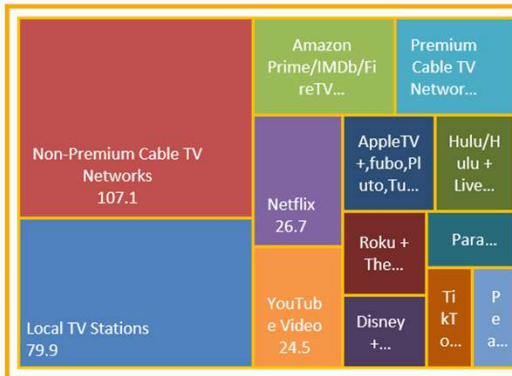
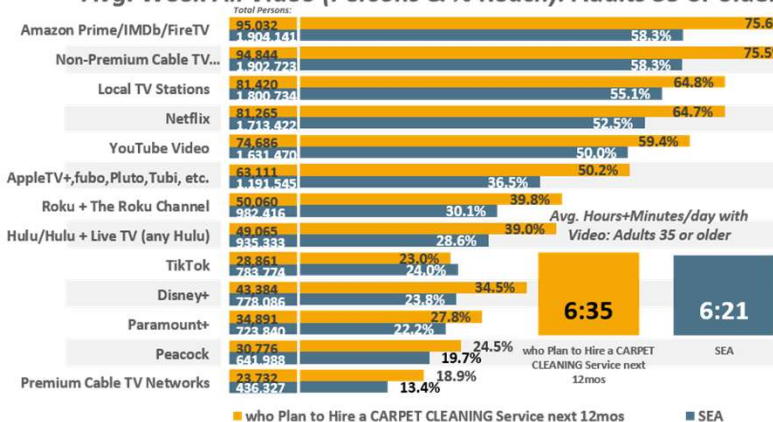




78,999 or 62.9% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations for an average of 67.9 minutes every day representing 21.1% of all time spent daily with Ad-Supported Video.

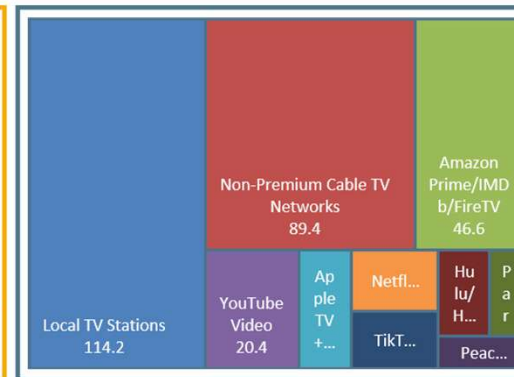
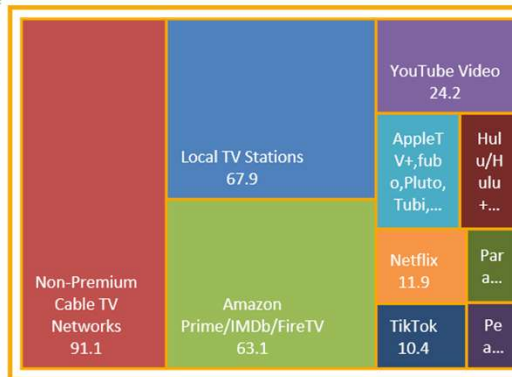
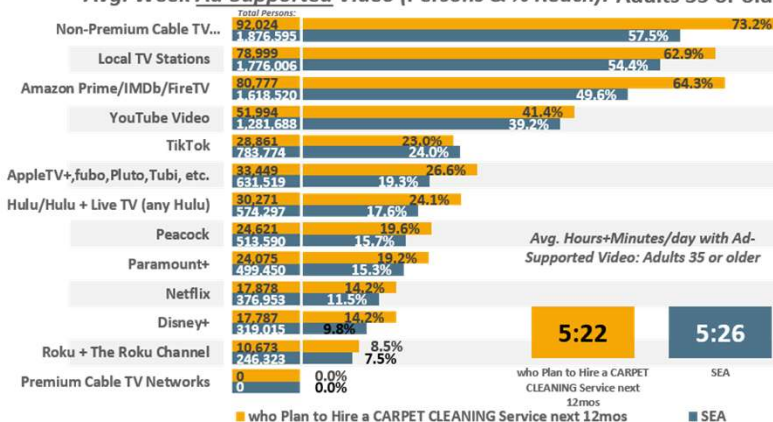
**Avg. Week All Video (Persons & % Reach): Adults 35 or older**

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



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

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

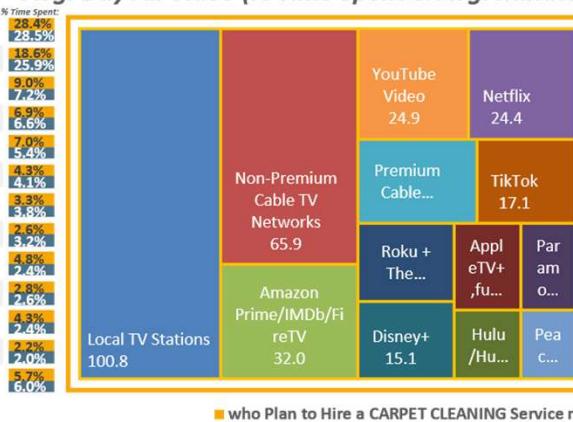
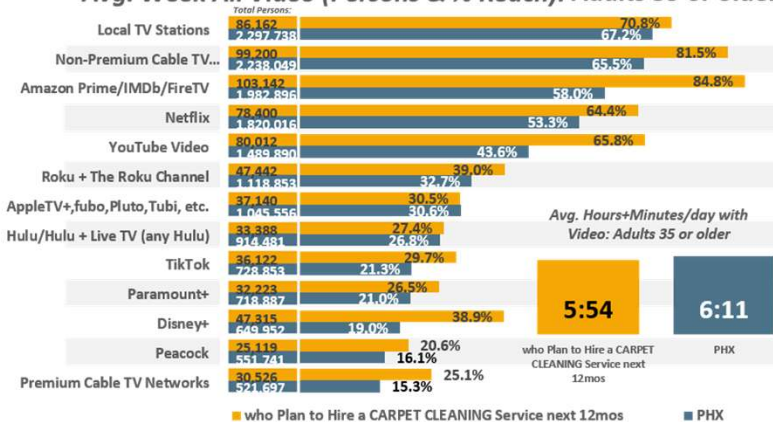




85,409 or 70.2% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations for an average of 97.2 minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.

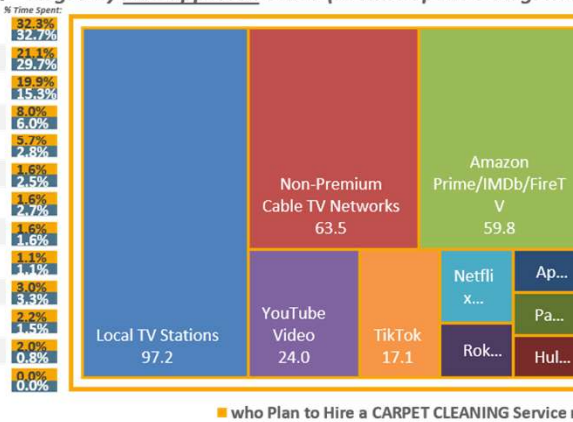
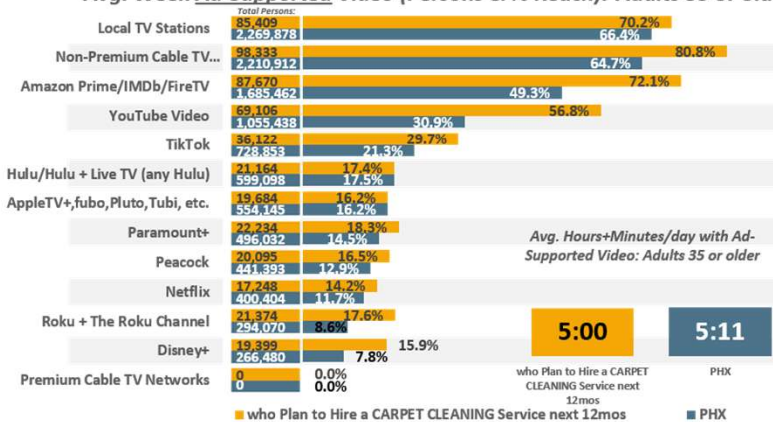
**Avg. Week All Video (Persons & % Reach): Adults 35 or older**

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



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

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



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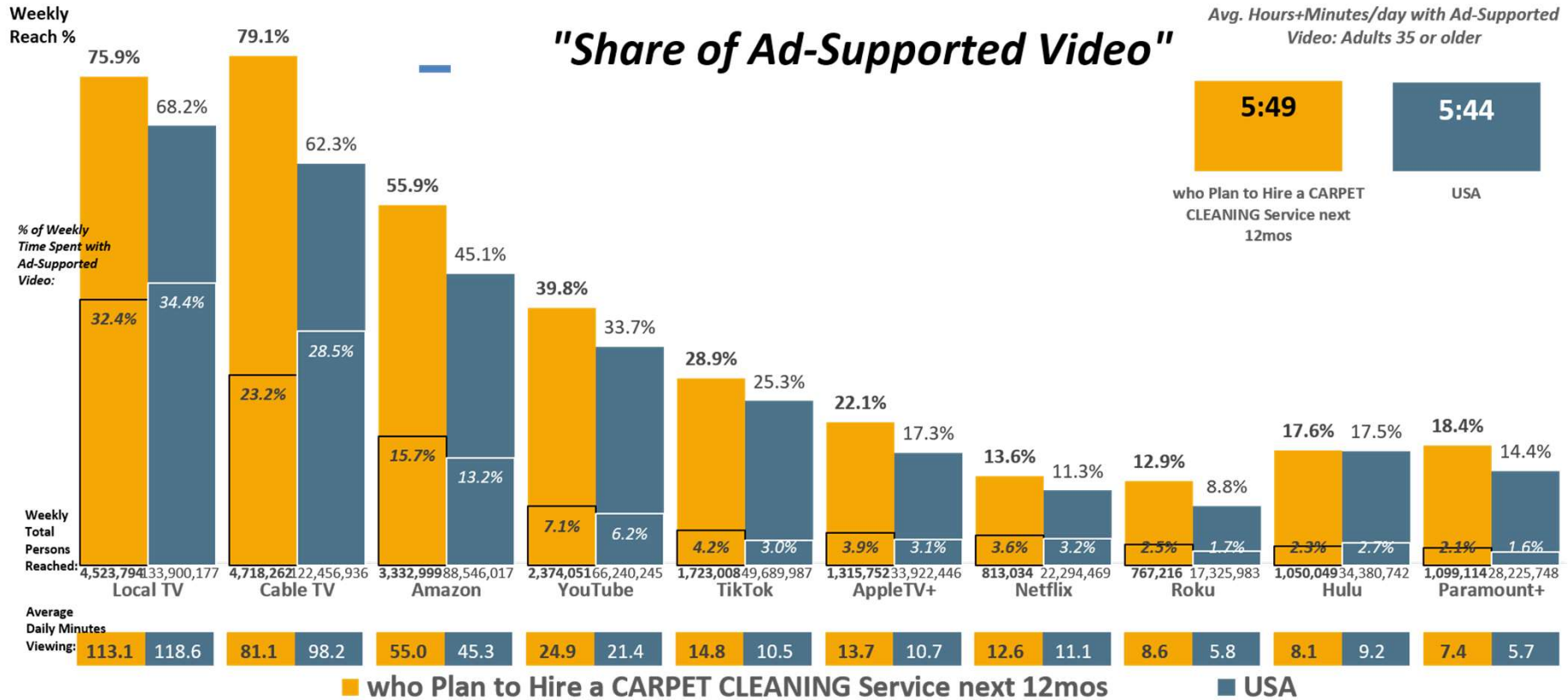
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[[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]



4,523,794 or 75.9% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations for an average of 113.1 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"

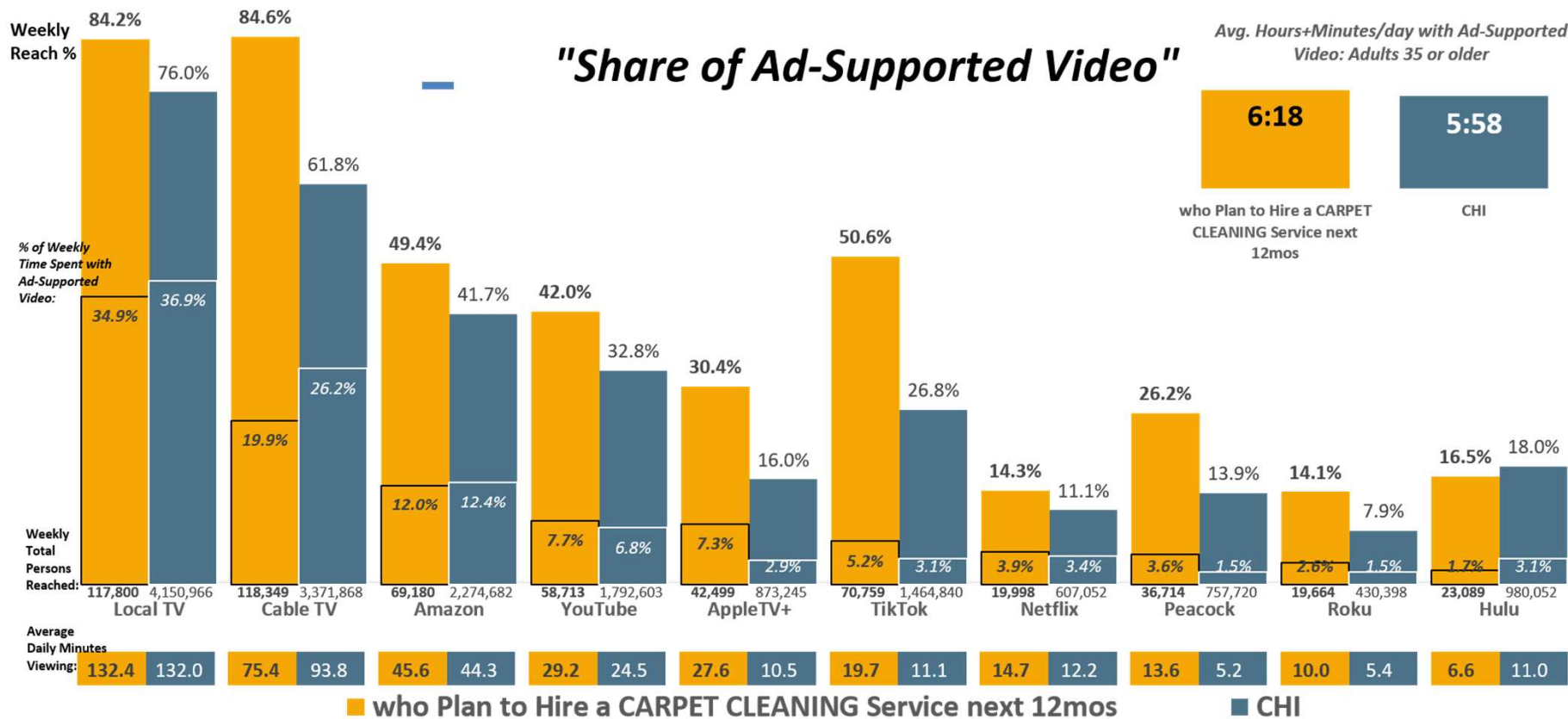






117,800 or 84.2% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations for an average of 132.4 minutes every day representing 34.9% of all time spent daily with Ad-Supported Video.

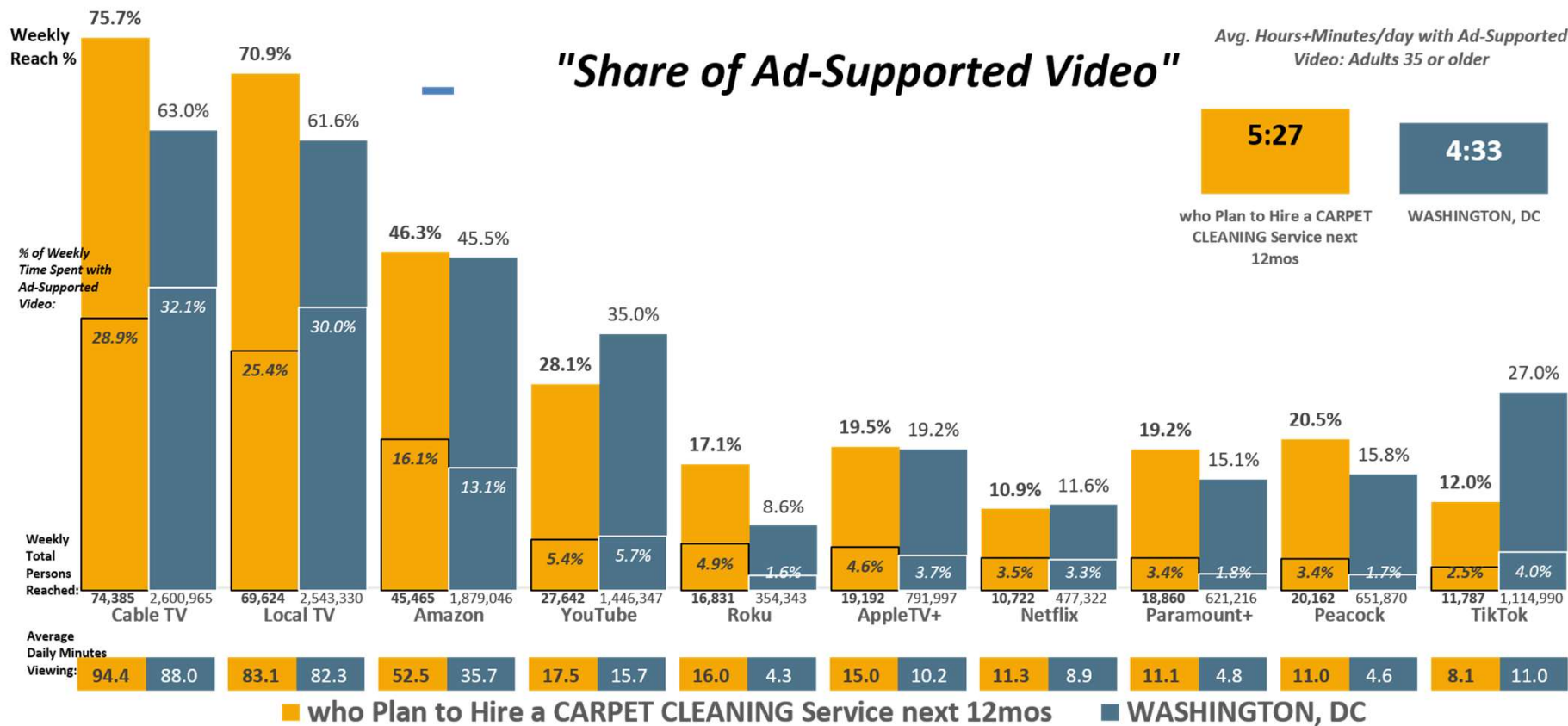
## "Share of Ad-Supported Video"





69,624 or 70.9% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations for an average of 83.1 minutes every day representing 25.4% of all time spent daily with Ad-Supported Video.

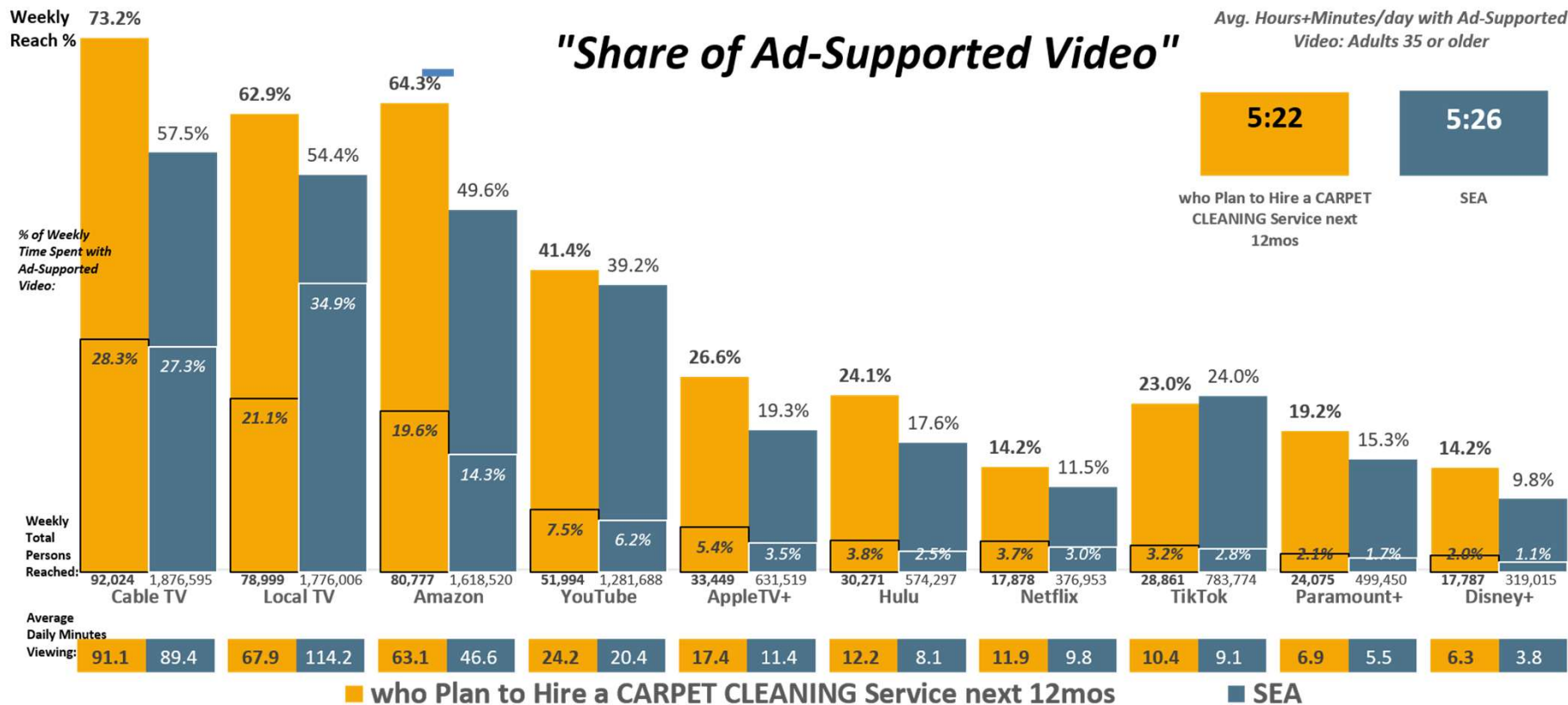
## "Share of Ad-Supported Video"



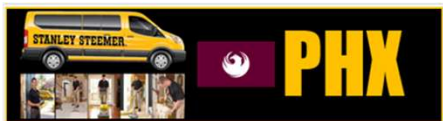


78,999 or 62.9% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations for an average of 67.9 minutes every day representing 21.1% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"

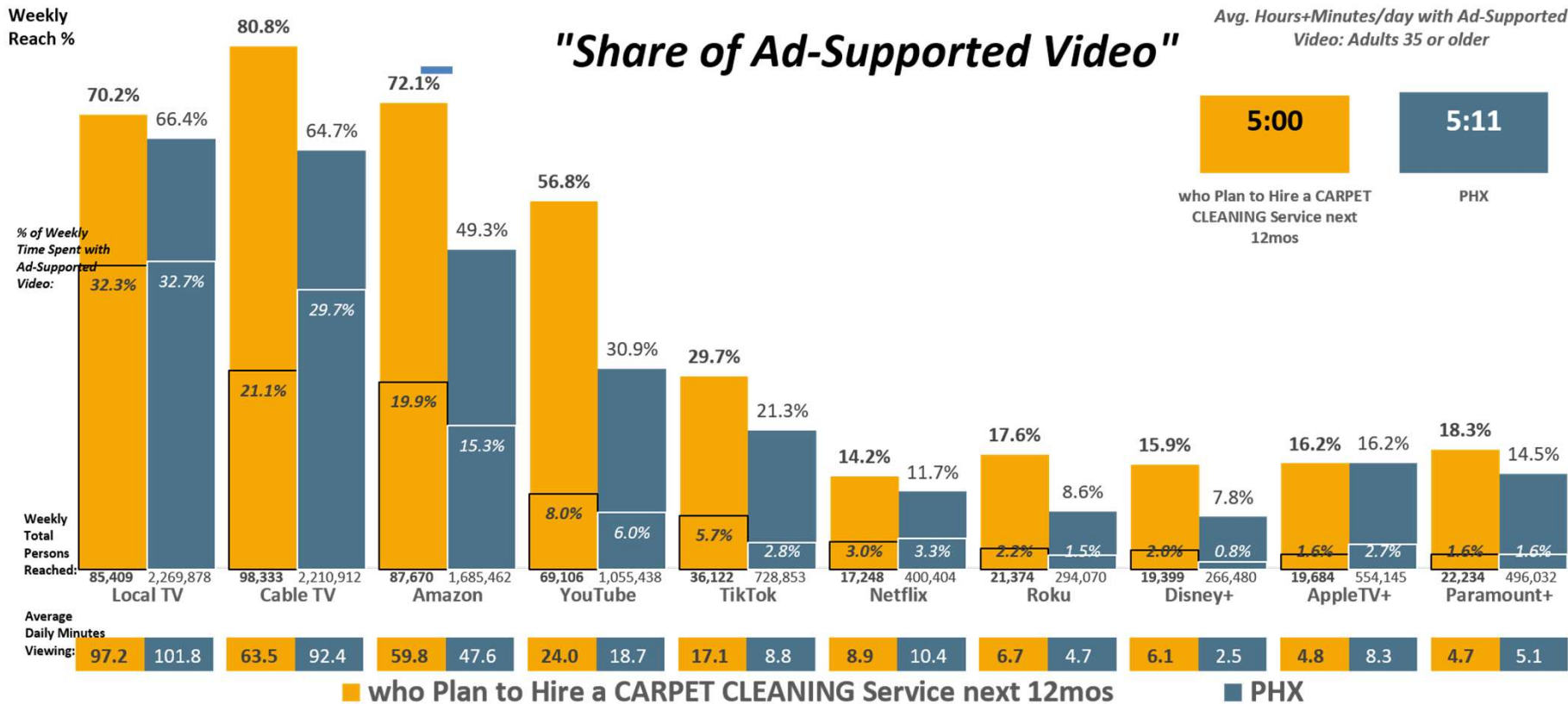






85,409 or 70.2% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations for an average of 97.2 minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.

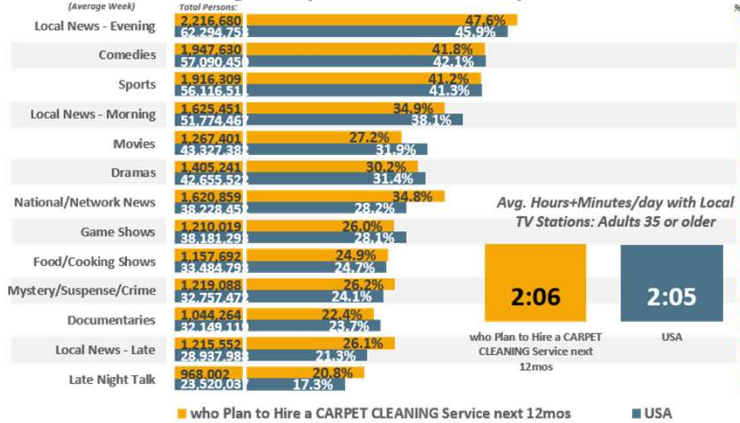
## "Share of Ad-Supported Video"



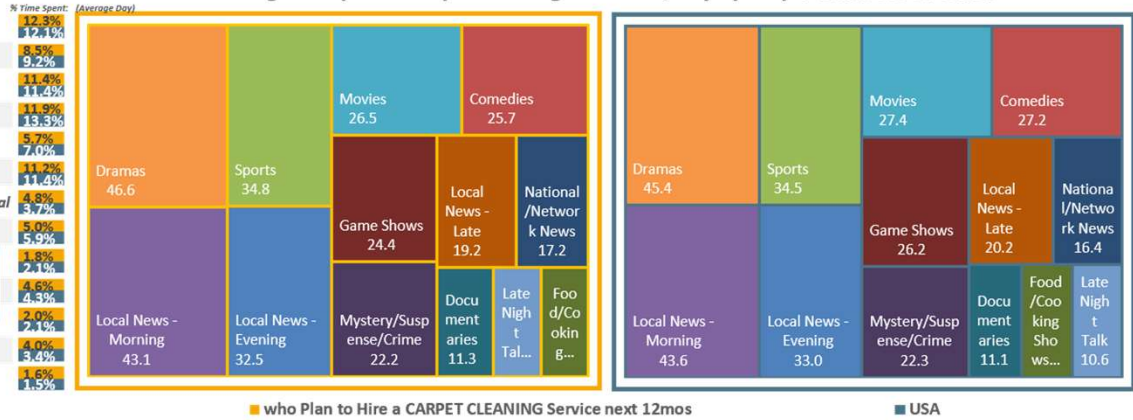


4,523,794 or 75.9% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, National/Network News, and Dramas.

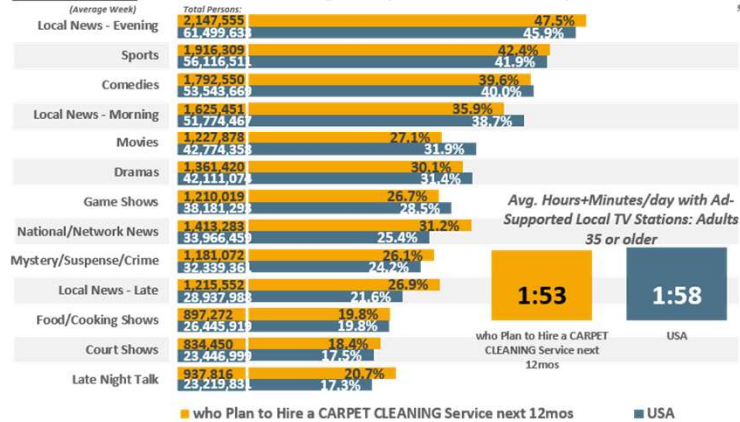
Local TV Station Programs (Persons & % Reach): Adults 35 or older



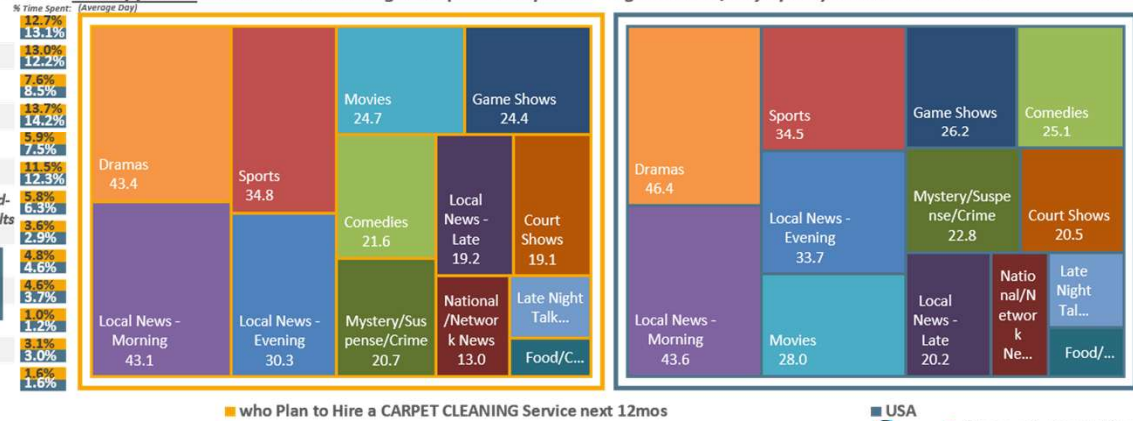
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



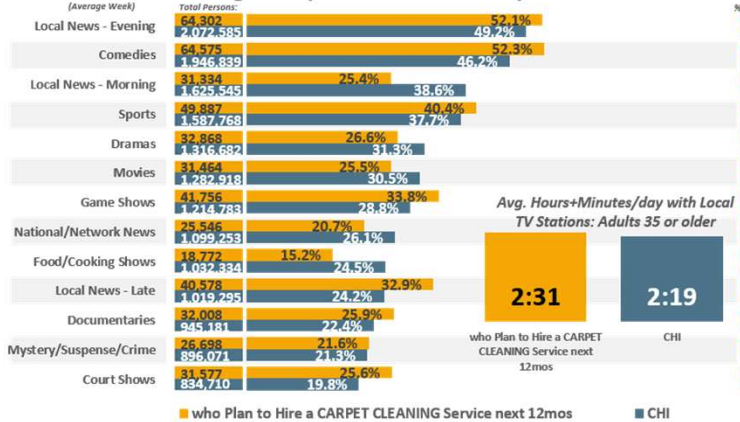
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



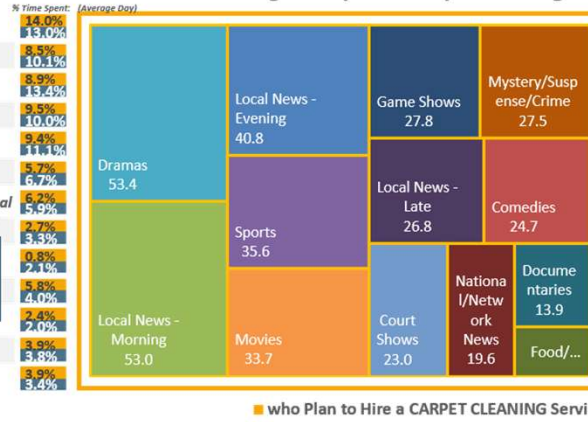


117,800 or 84.2% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Game Shows, Local News - Late, and Court Shows.

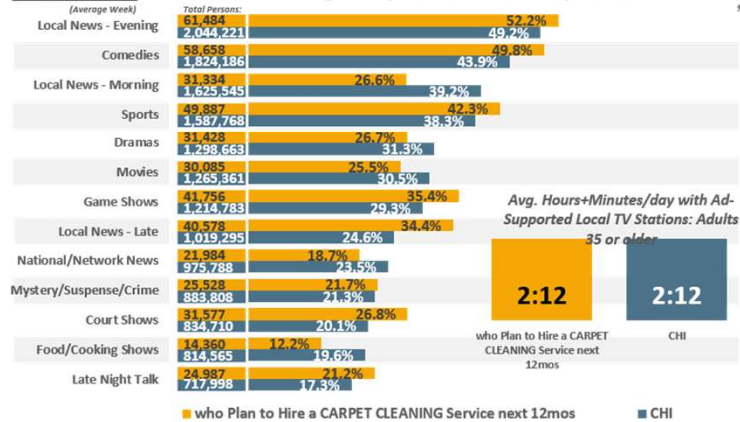
### Local TV Station Programs (Persons & % Reach): Adults 35 or older



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



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



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



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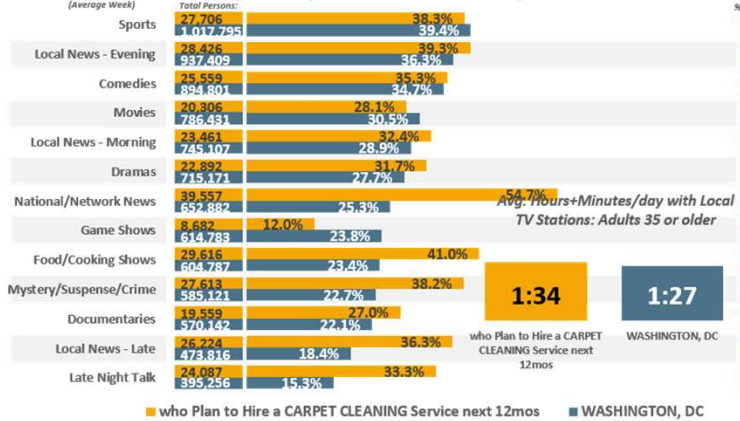
[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]





69,624 or 70.9% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are National/Network News, Sports, Local News - Evening, Mystery/Suspense/Crime, Local News - Late, and Co

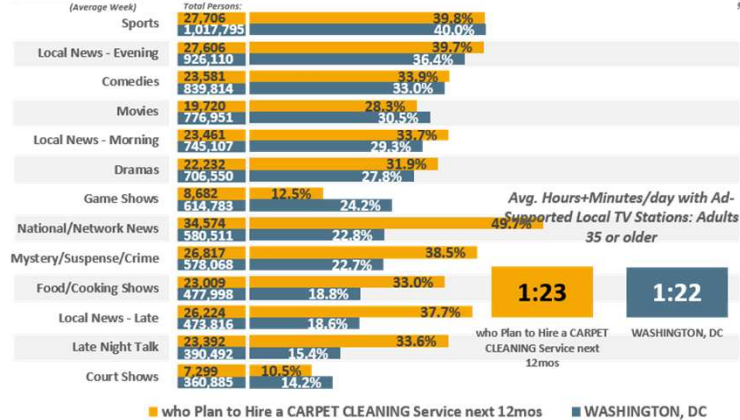
Local TV Station Programs (Persons & % Reach): Adults 35 or older



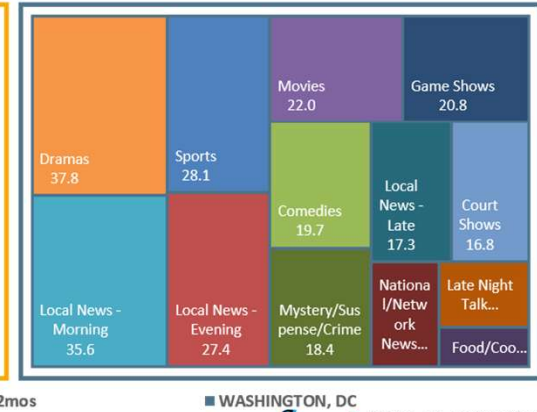
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



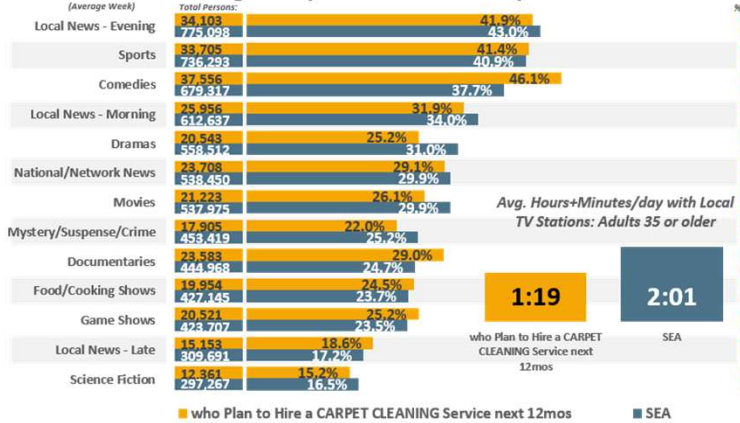
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



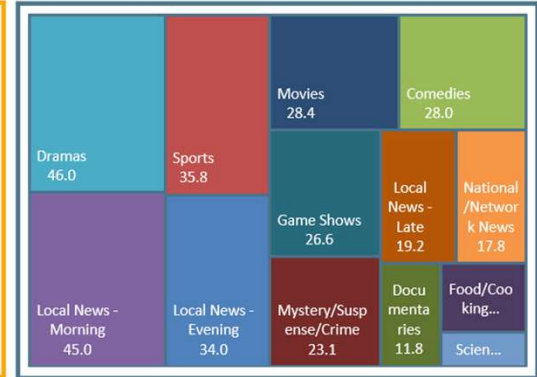
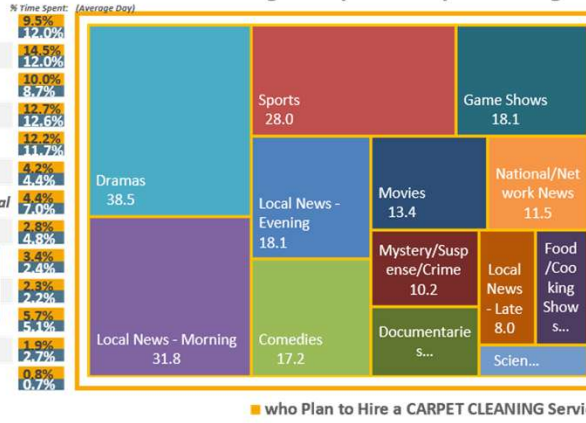


78,999 or 62.9% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Local News - Morning, National/Network News, and Movies.

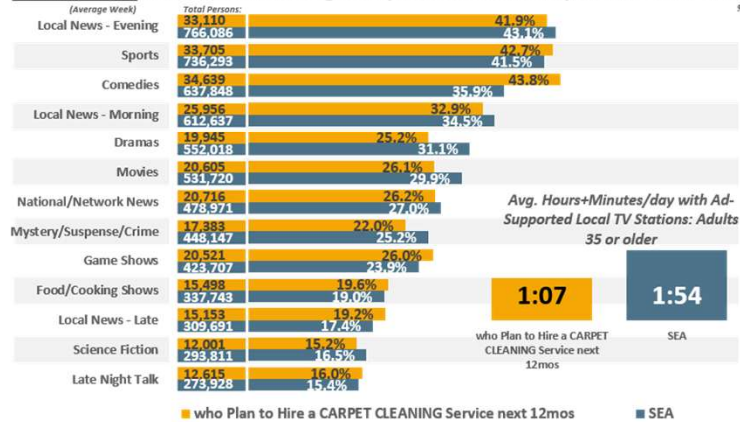
**Local TV Station Programs (Persons & % Reach): Adults 35 or older**



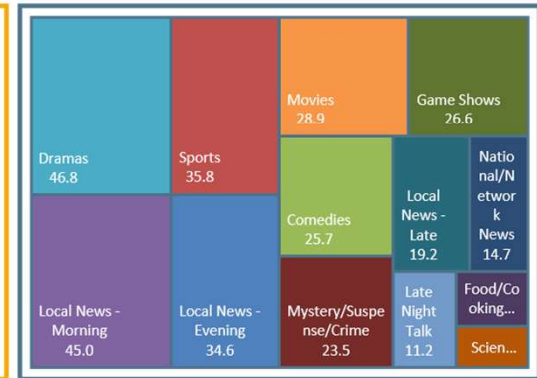
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



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





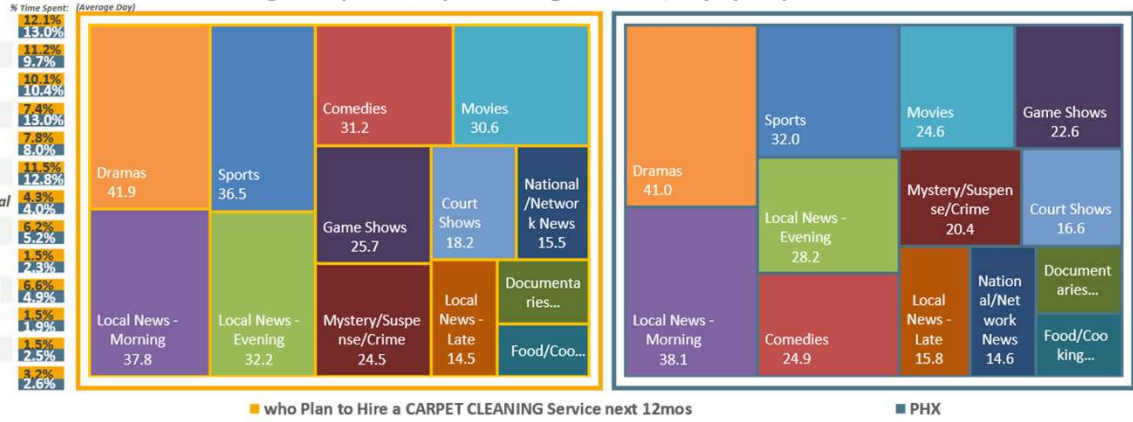


85,409 or 70.2% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Dramas, Game Shows, and Movies.

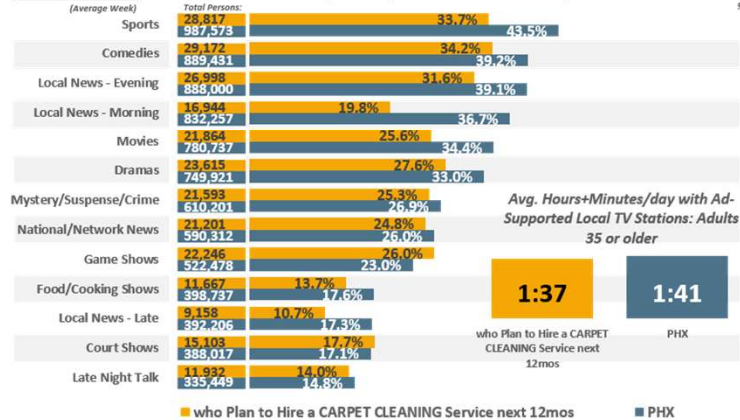
**Local TV Station Programs (Persons & % Reach): Adults 35 or older**



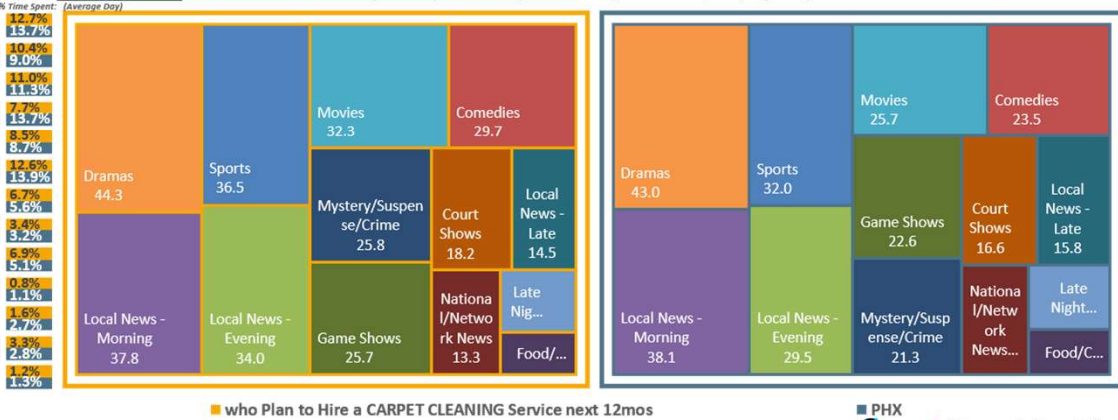
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



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



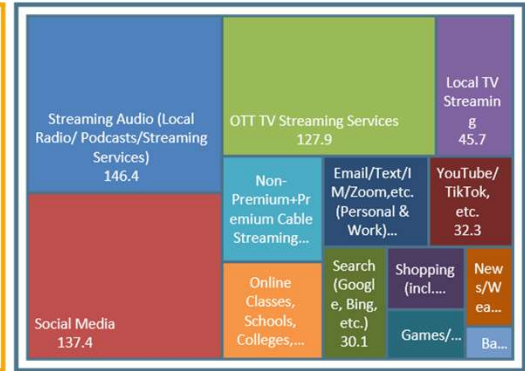
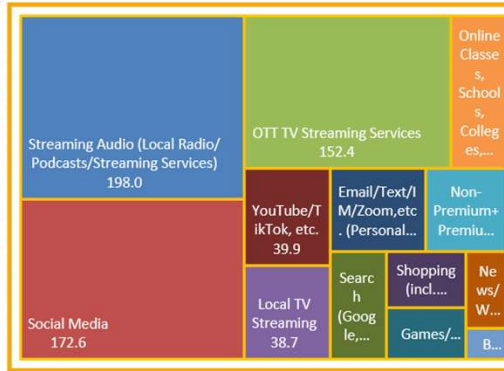
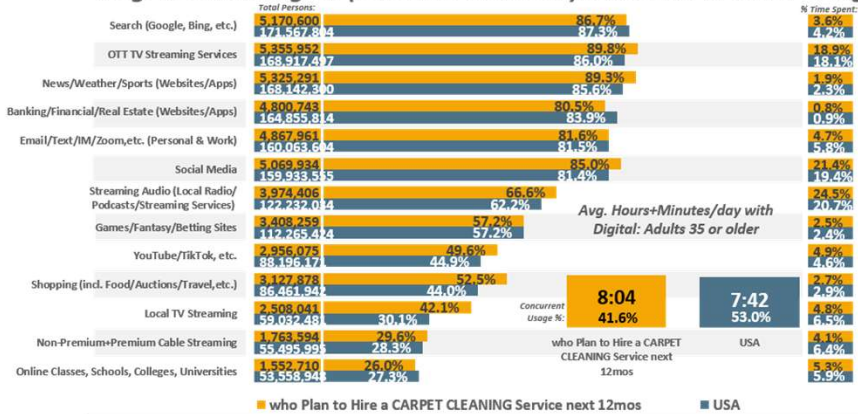




4,493,669 or 75.4% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Social Media for an average of 158.8 minutes every day representing 26.% of all time spent daily with Ad-Supported Digital Media.

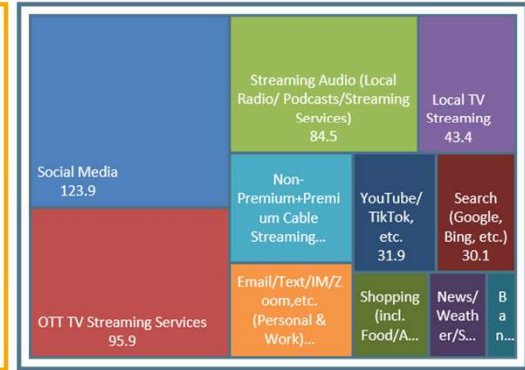
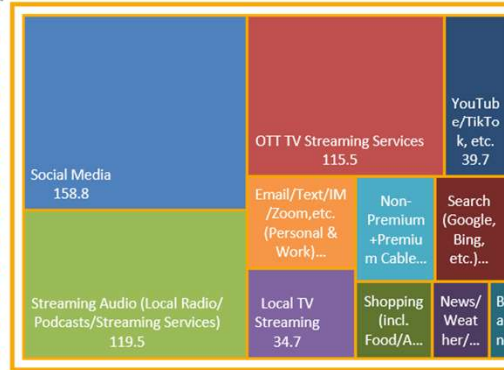
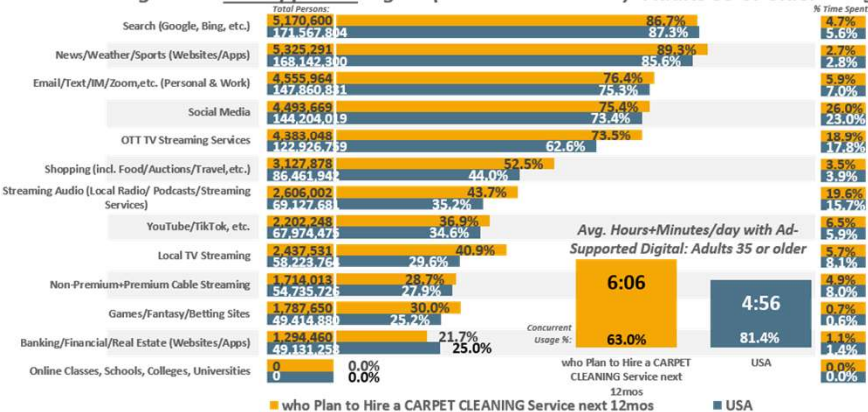
**Avg. Week All Digital (Persons & % Reach): Adults 35 or older**

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



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

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

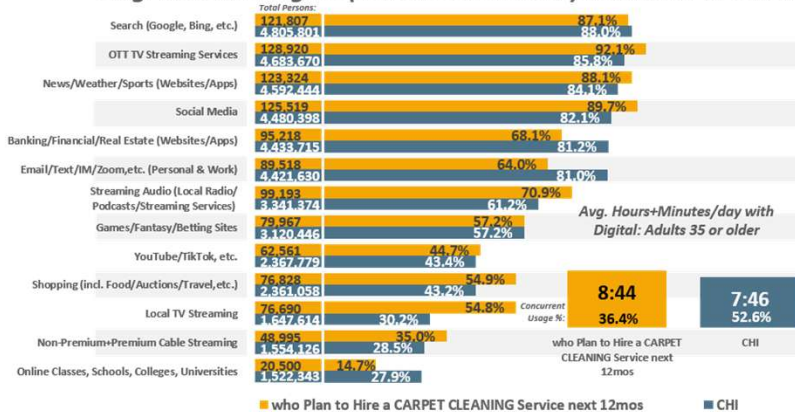




109,552 or 78.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Social Media for an average of 153. minutes every day representing 22.9% of all time spent daily with Ad-Supported Digital Media.

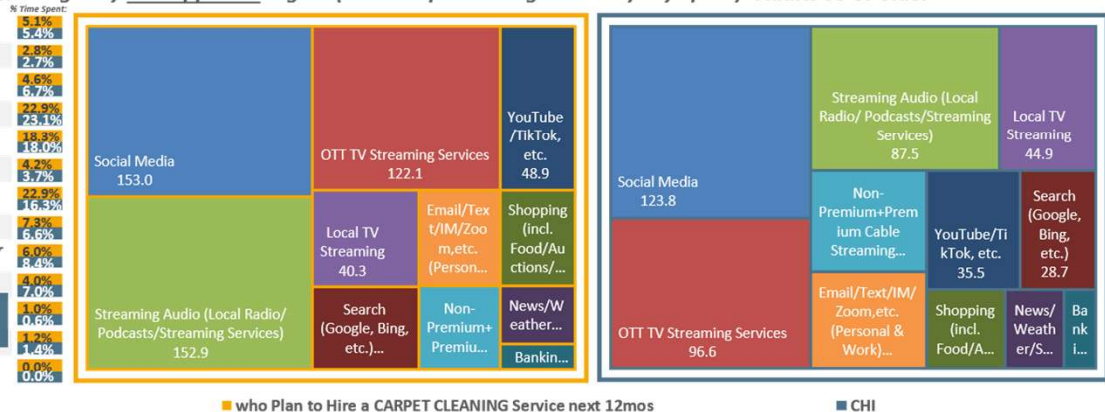
**Avg. Week All Digital (Persons & % Reach): Adults 35 or older**

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



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

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



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[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]

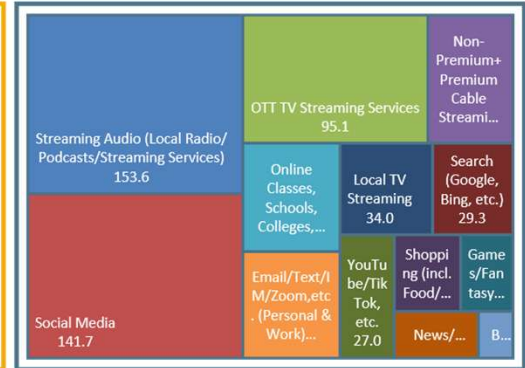
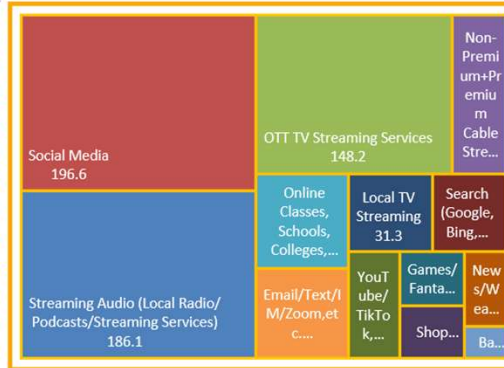
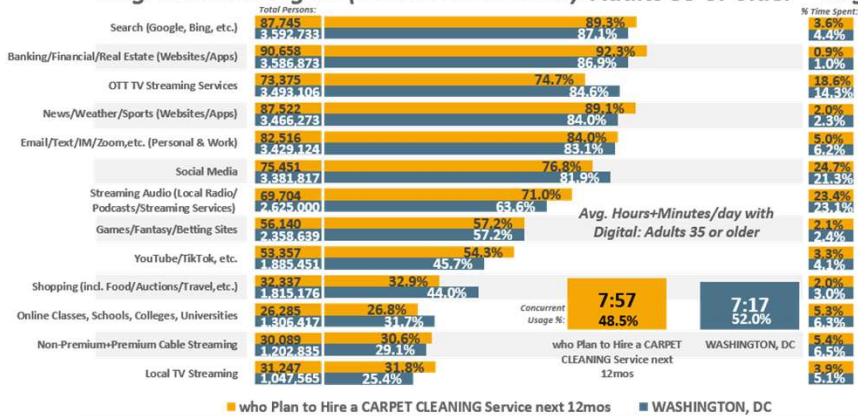




66,414 or 67.6% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Social Media for an average of 180.8 minutes every day representing 29.1% of all time spent daily with Ad-Supported Digital Media.

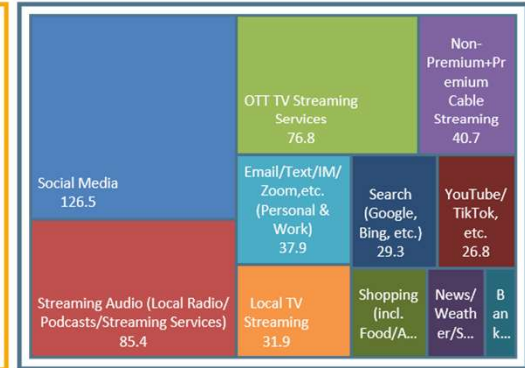
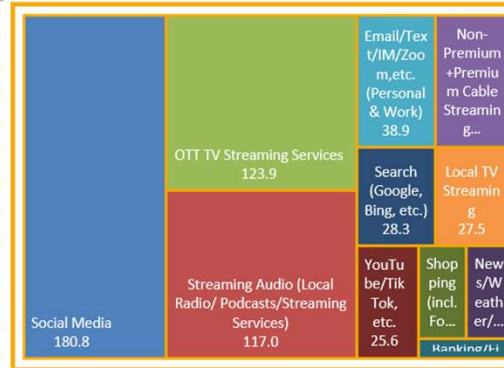
### Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



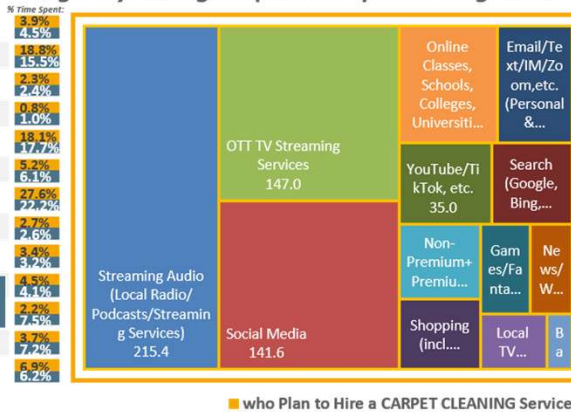
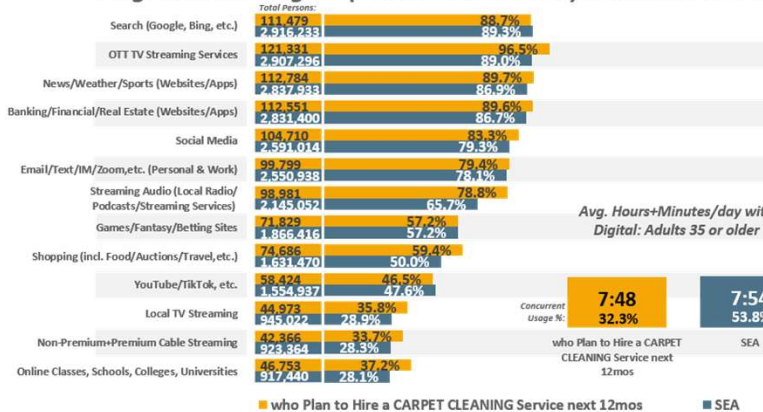




88,640 or 70.5% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Social Media for an average of 130.3 minutes every day representing 22.9% of all time spent daily with Ad-Supported Digital Media.

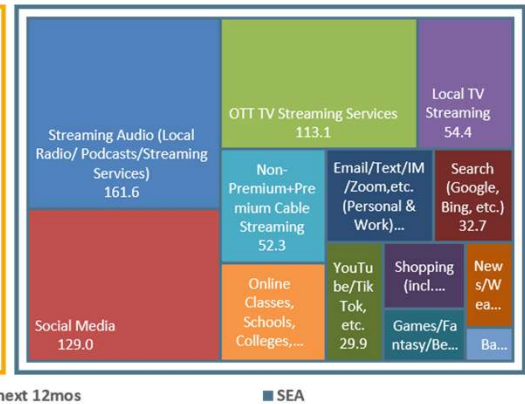
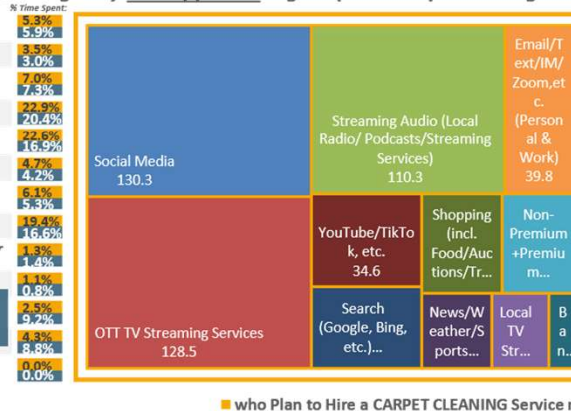
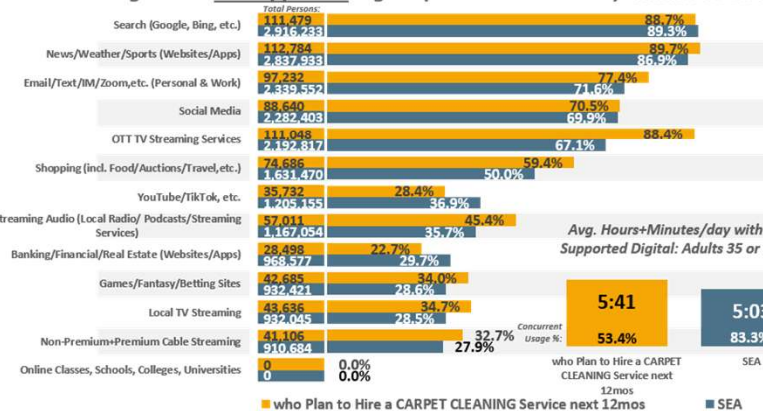
**Avg. Week All Digital (Persons & % Reach): Adults 35 or older**

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



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

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

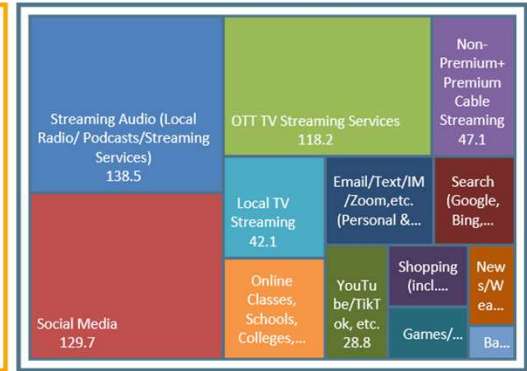
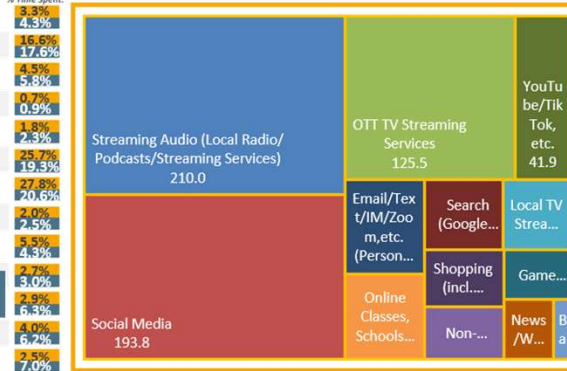
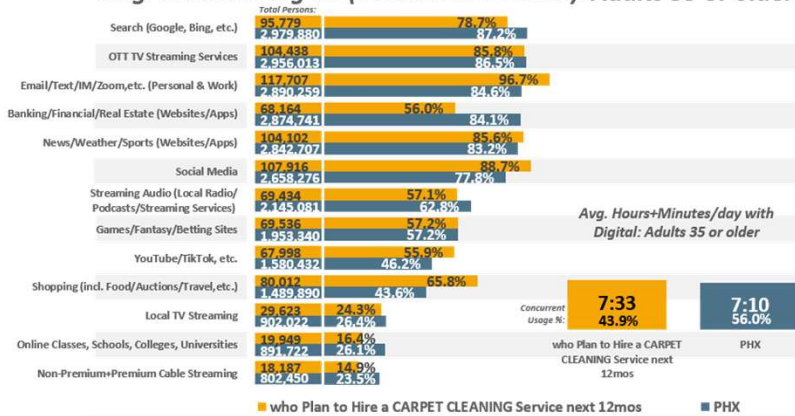




99,362 or 81.7% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Social Media for an average of 178.3 minutes every day representing 29.5% of all time spent daily with Ad-Supported Digital Media.

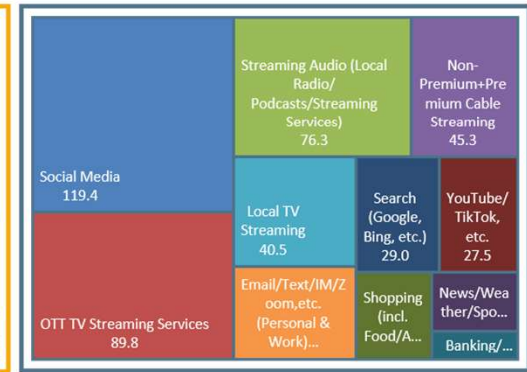
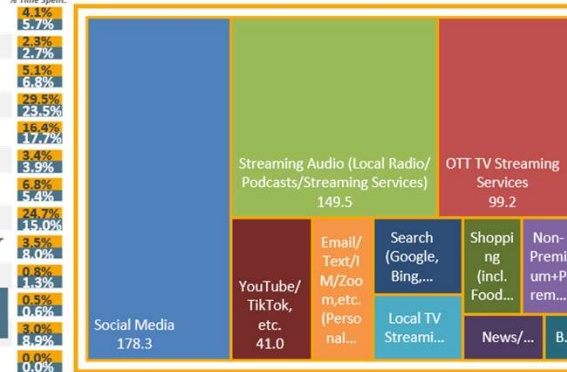
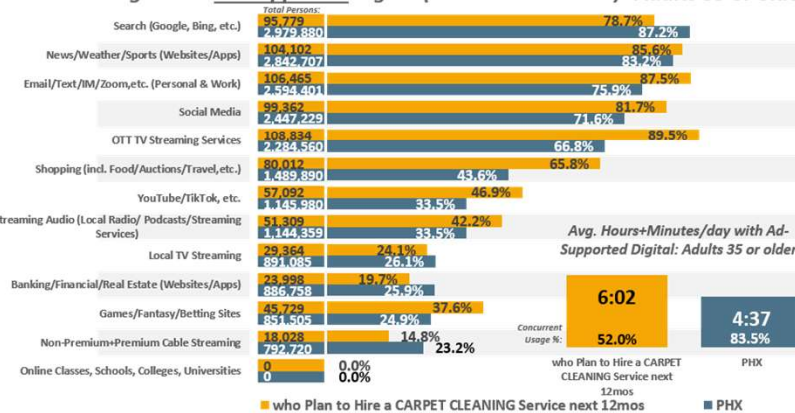
**Avg. Week All Digital (Persons & % Reach): Adults 35 or older**

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



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

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

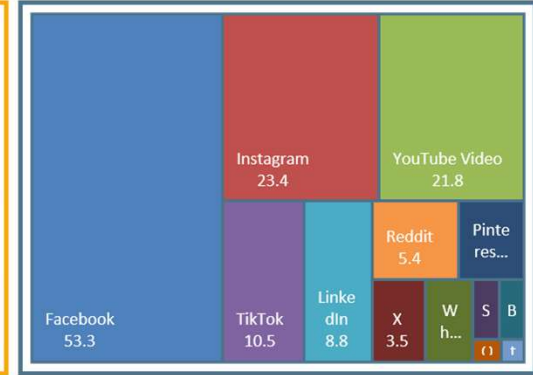
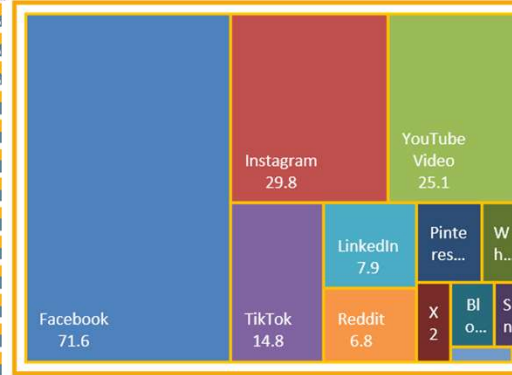
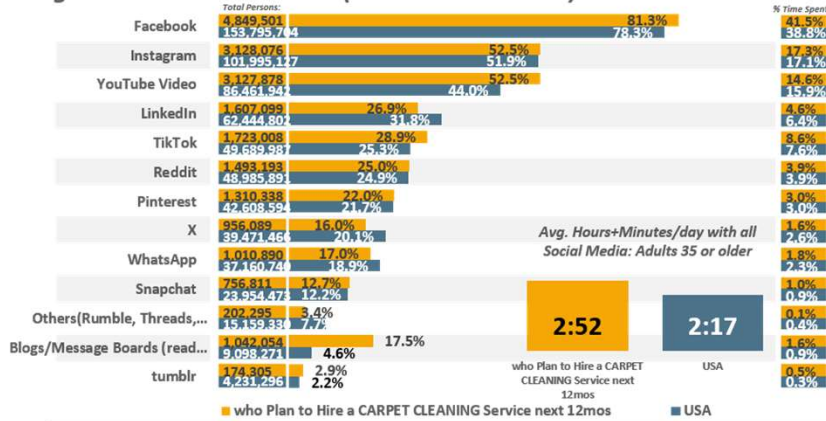




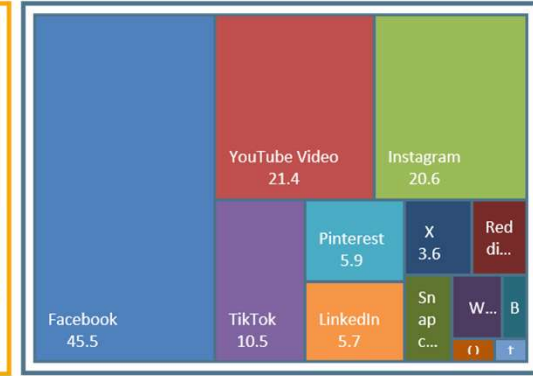
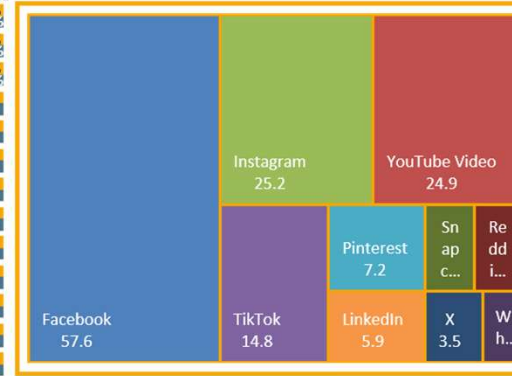


4,493,669 or 75.4% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Facebook for an average of 57.6 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

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



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

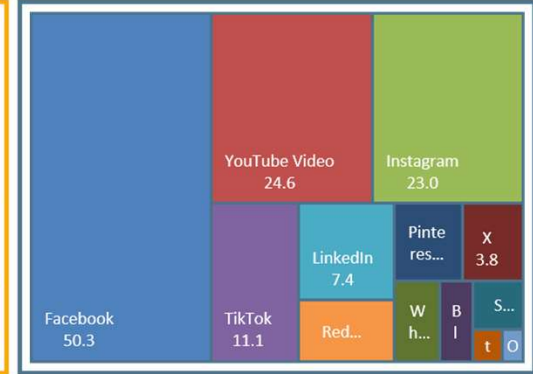
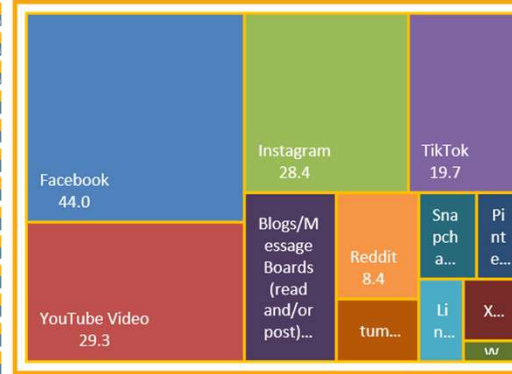
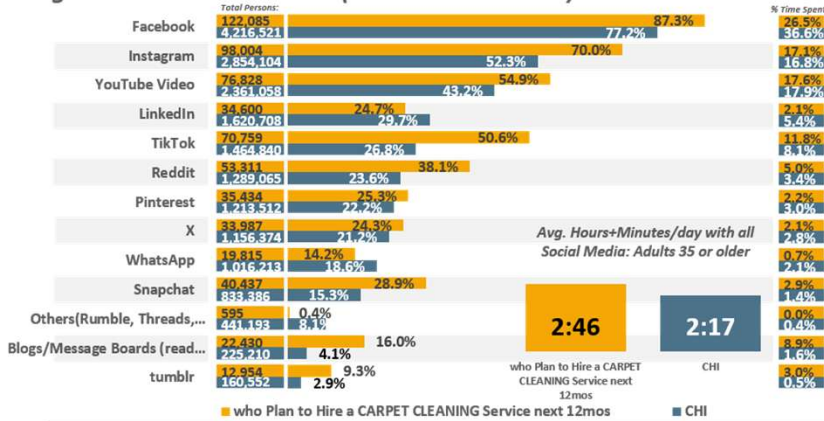




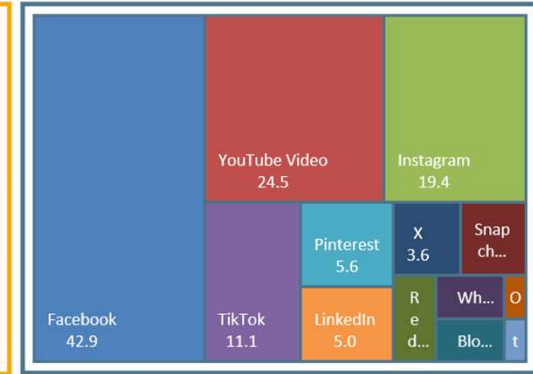
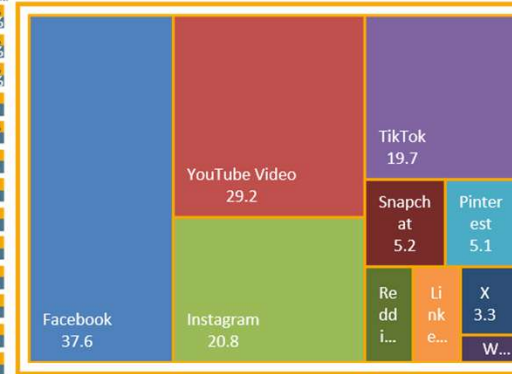


109,552 or 78.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Facebook for an average of 37.6 minutes every day representing 25.9% of all time spent daily with Ad-Supported Social Media.

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



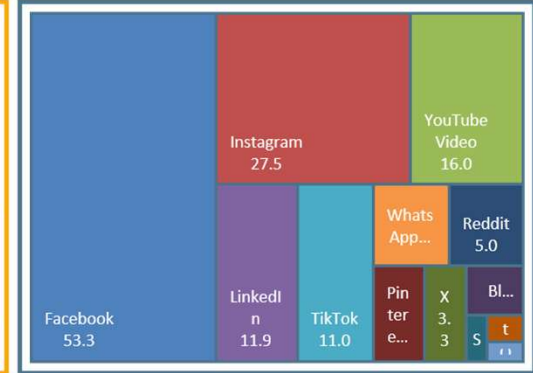
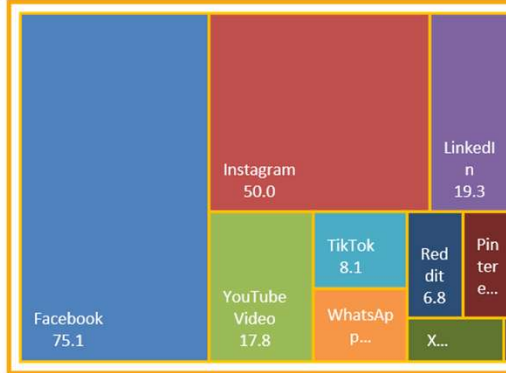
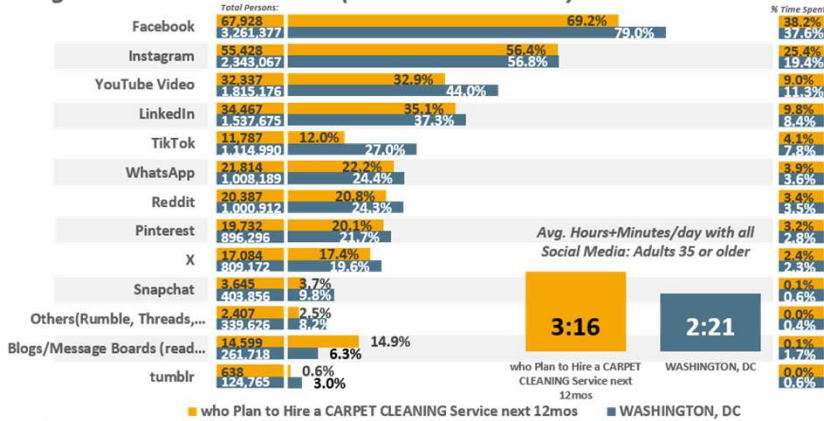
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older** **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



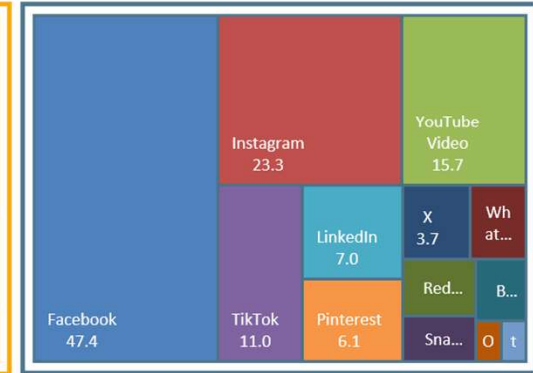
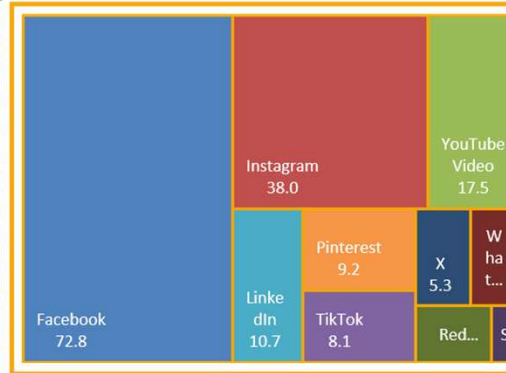
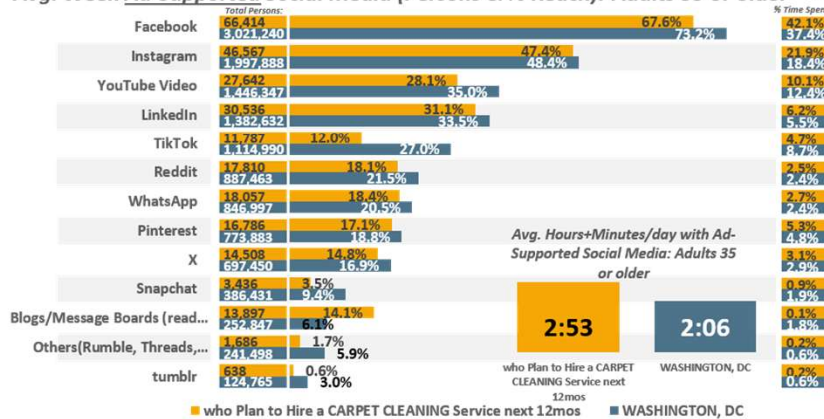


66,414 or 67.6% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Facebook for an average of 72.8 minutes every day representing 42.1% of all time spent daily with Ad-Supported Social Media.

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



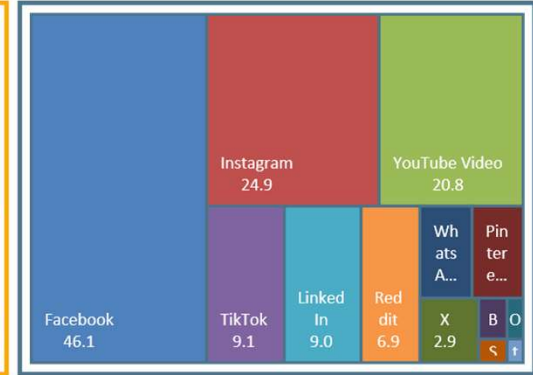
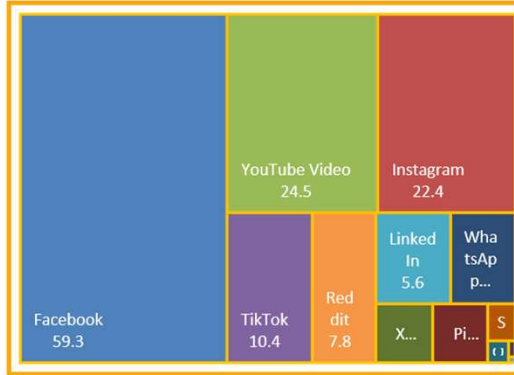
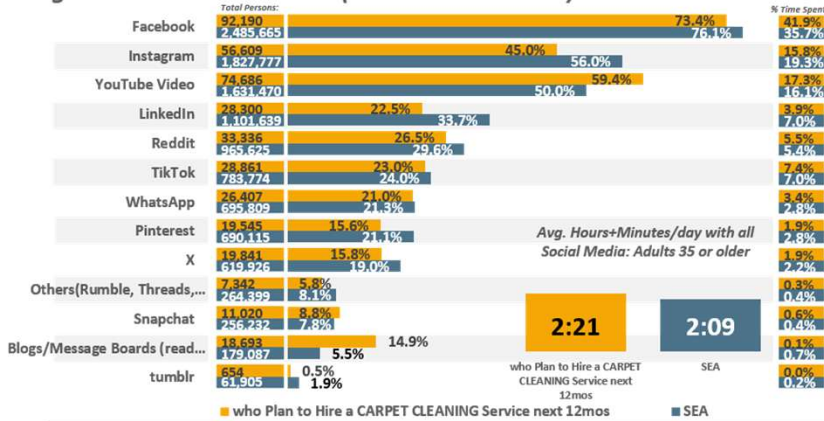
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older** **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



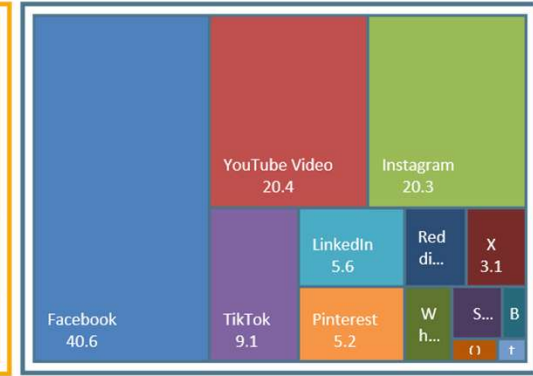
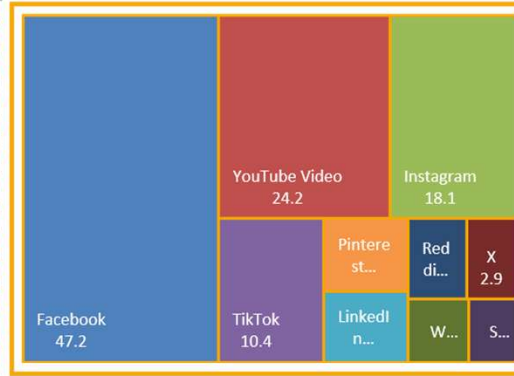


88,640 or 70.5% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Facebook for an average of 47.2 minutes every day representing 39.3% of all time spent daily with Ad-Supported Social Media.

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



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

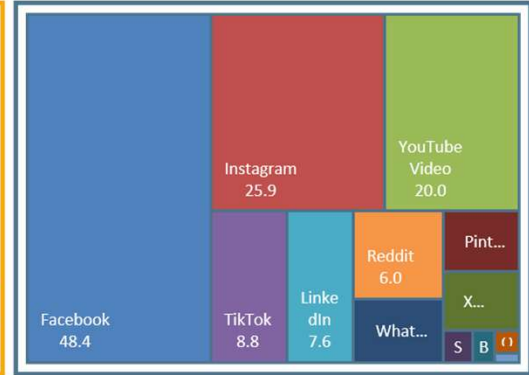
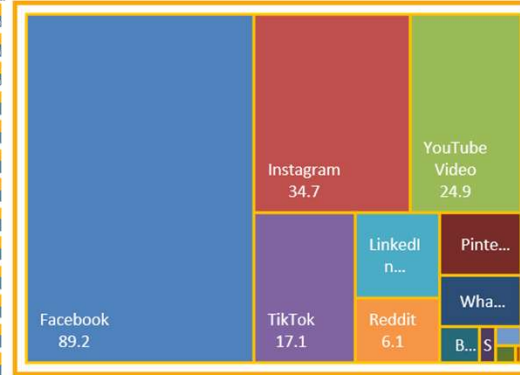
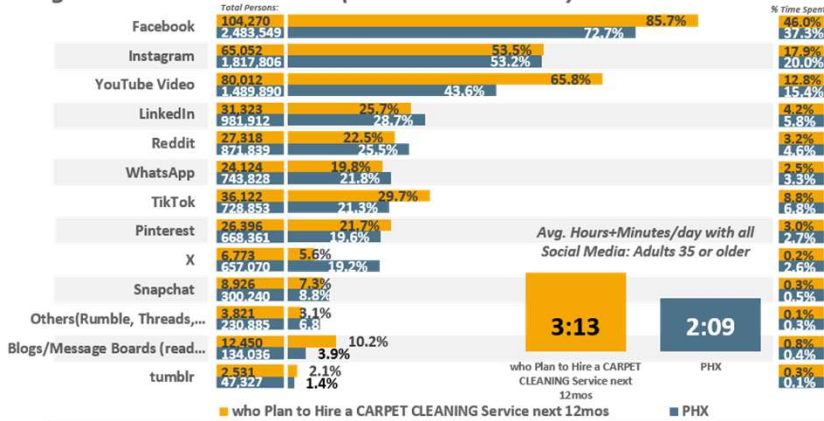




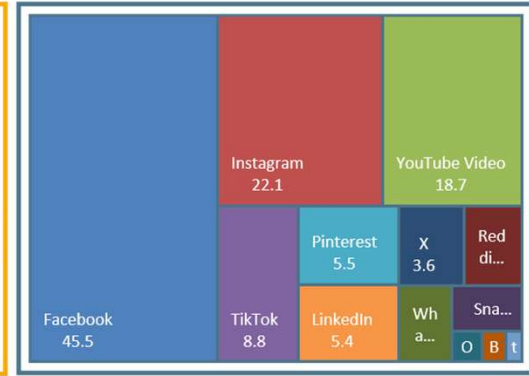
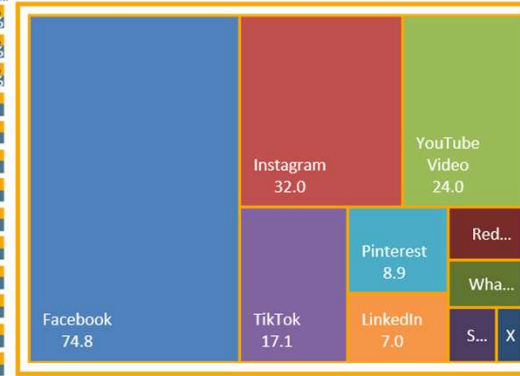


99,362 or 81.7% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Facebook for an average of 74.8 minutes every day representing 41.9% of all time spent daily with Ad-Supported Social Media.

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



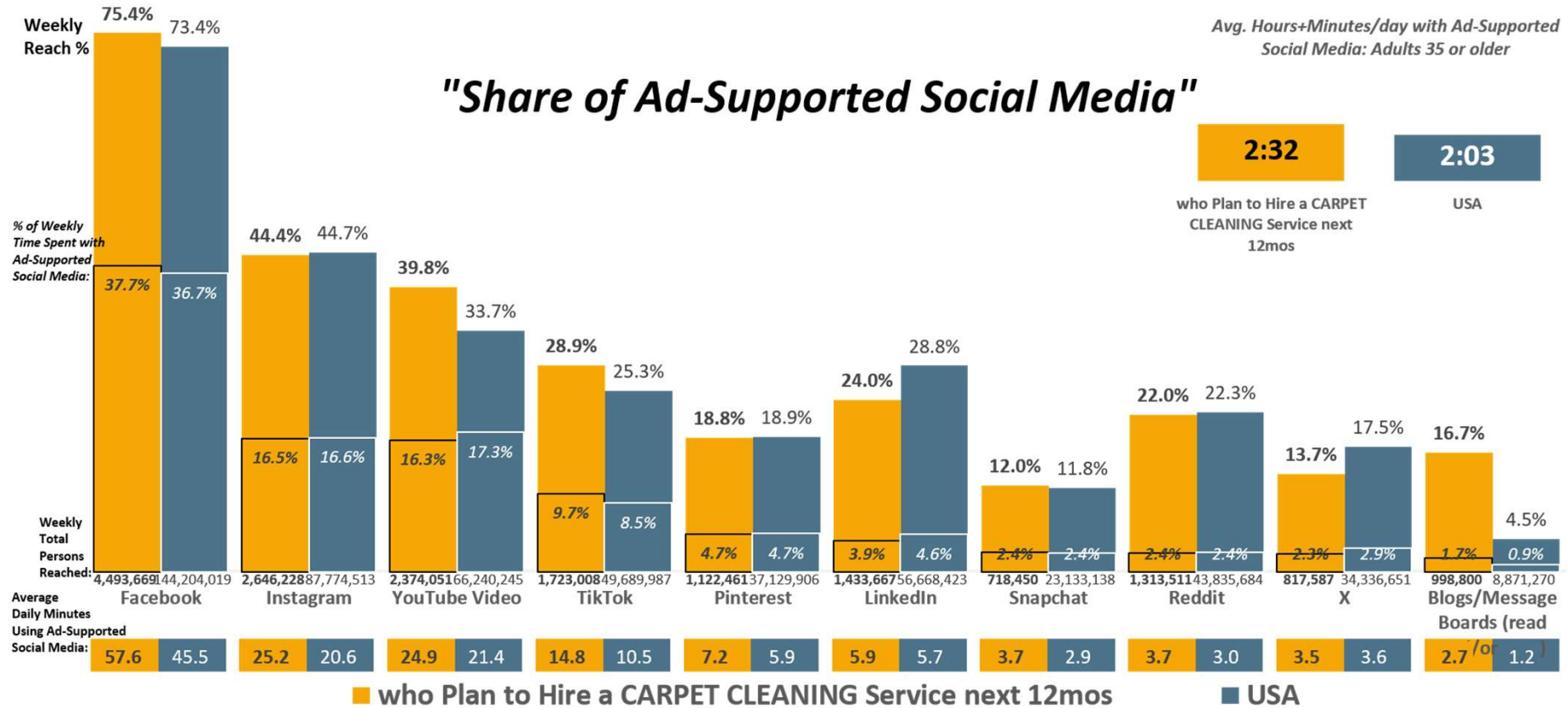
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**

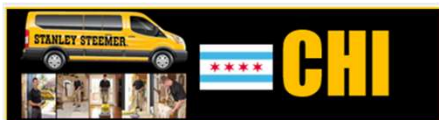




4,493,669 or 75.4% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Facebook for an average of 57.6 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

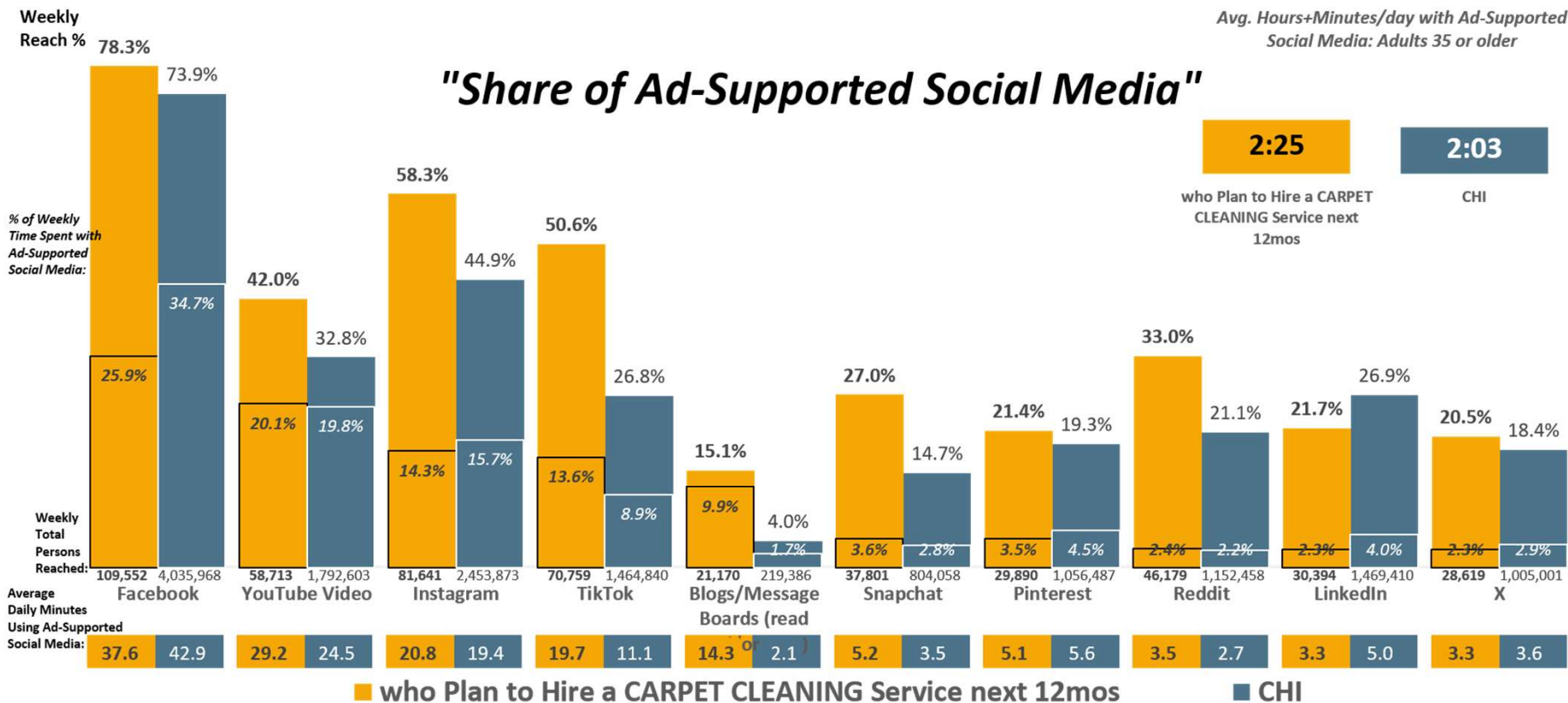
## "Share of Ad-Supported Social Media"





109,552 or 78.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Facebook for an average of 37.6 minutes every day representing 25.9% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"

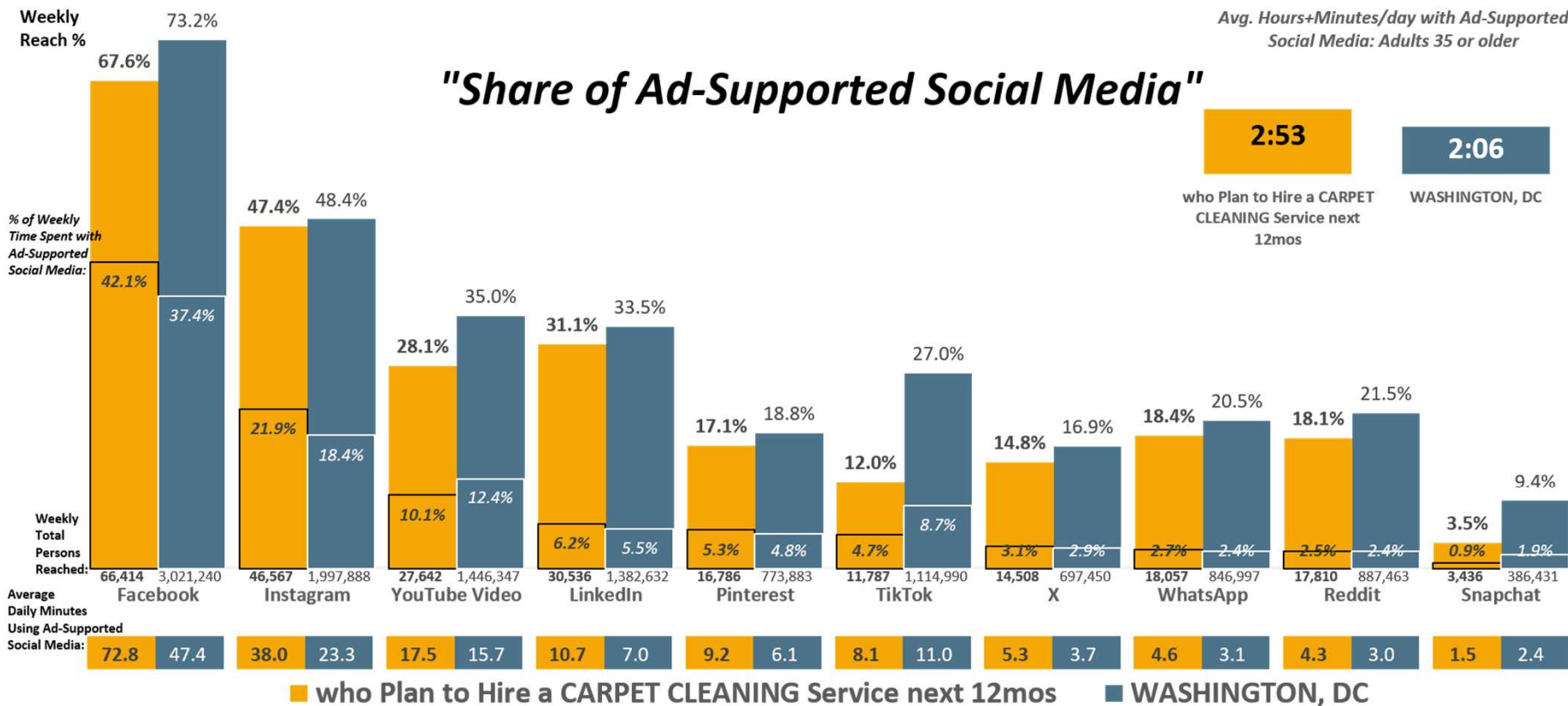






66,414 or 67.6% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Facebook for an average of 72.8 minutes every day representing 42.1% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 145 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703  
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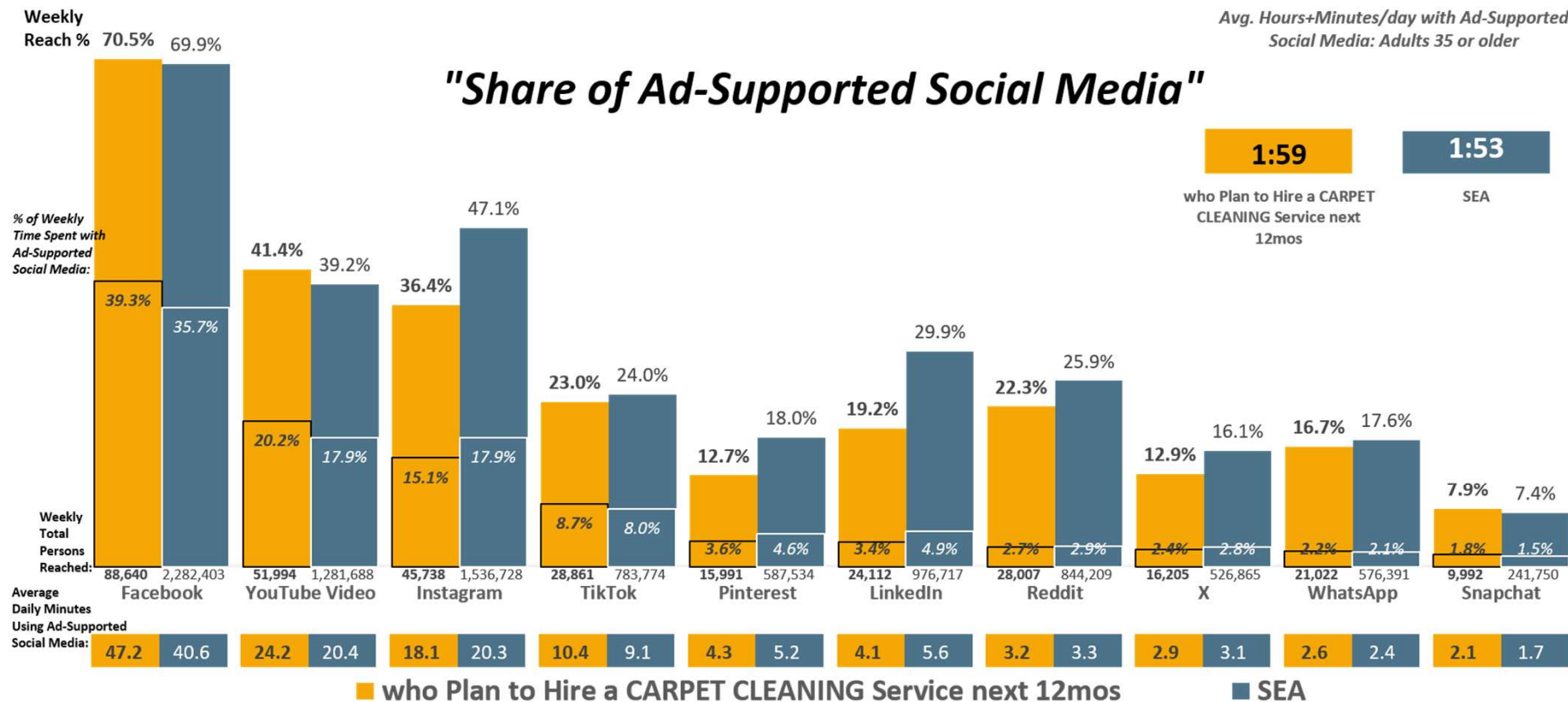
soefa.ai Share of Everything for Anything

[[([Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]



88,640 or 70.5% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Facebook for an average of 47.2 minutes every day representing 39.3% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 149 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887  
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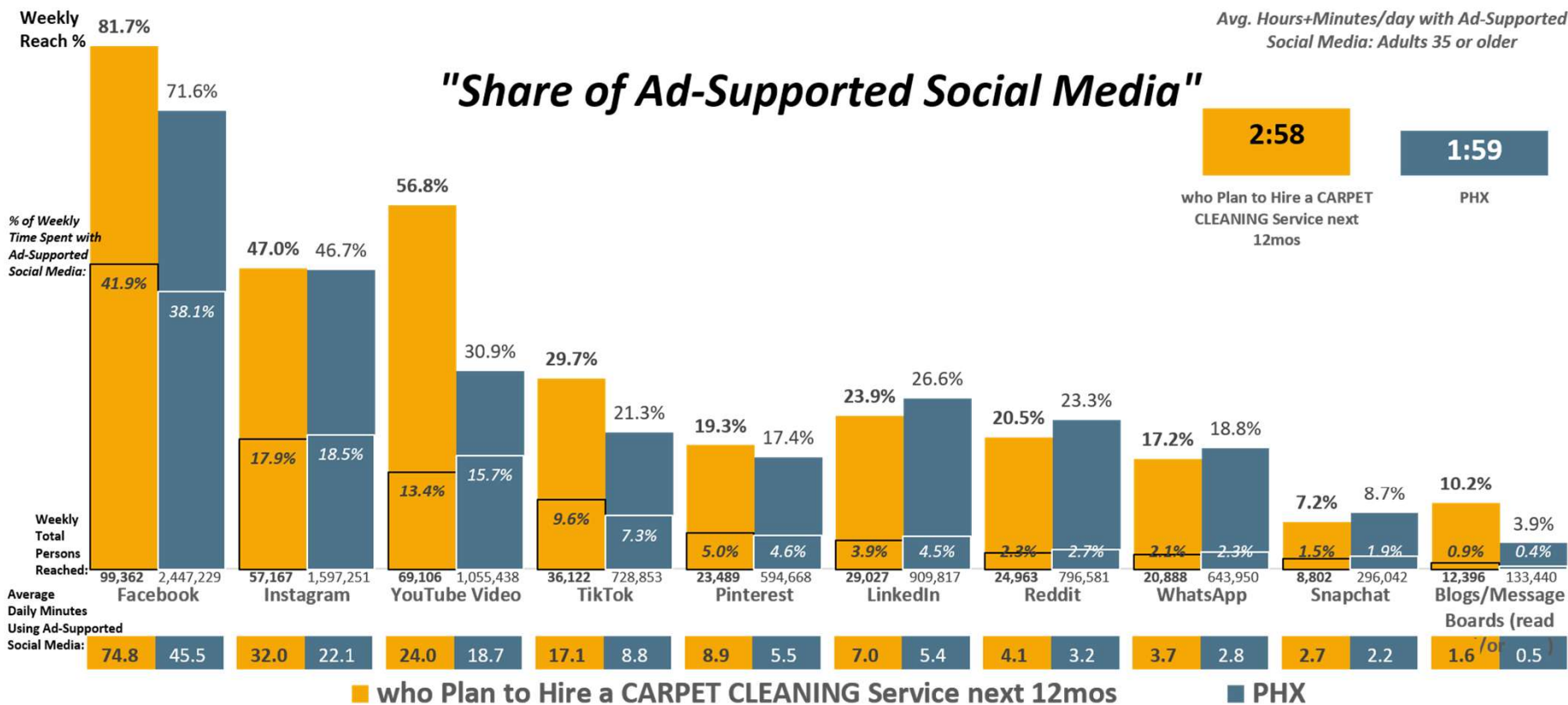
**soefa.ai** Share of Everything for Anything

[[([Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]



99,362 or 81.7% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Facebook for an average of 74.8 minutes every day representing 41.9% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"

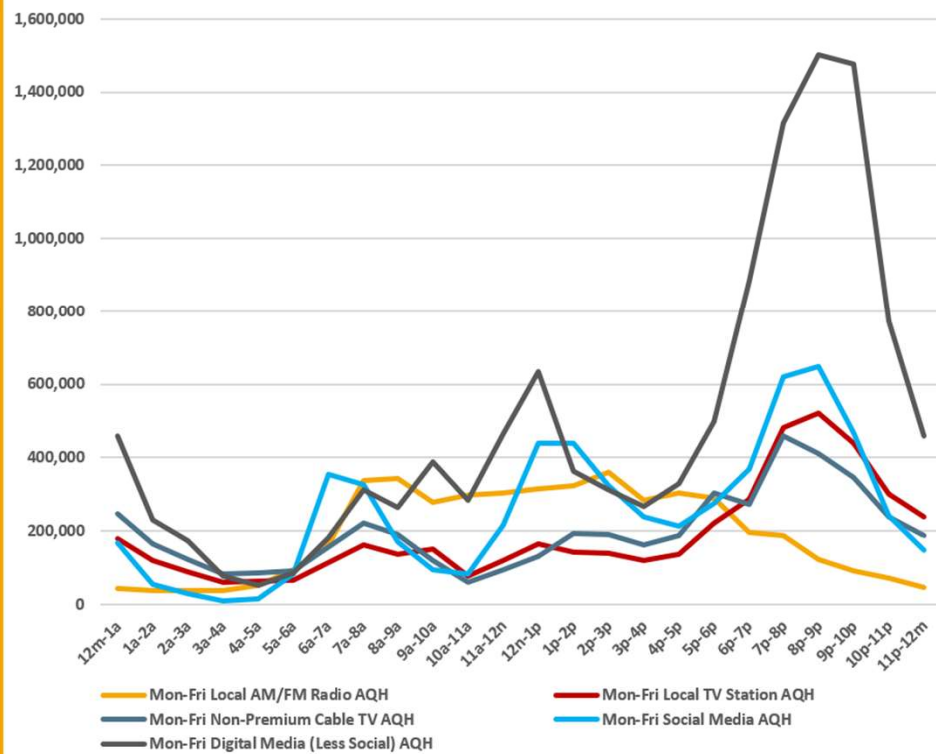




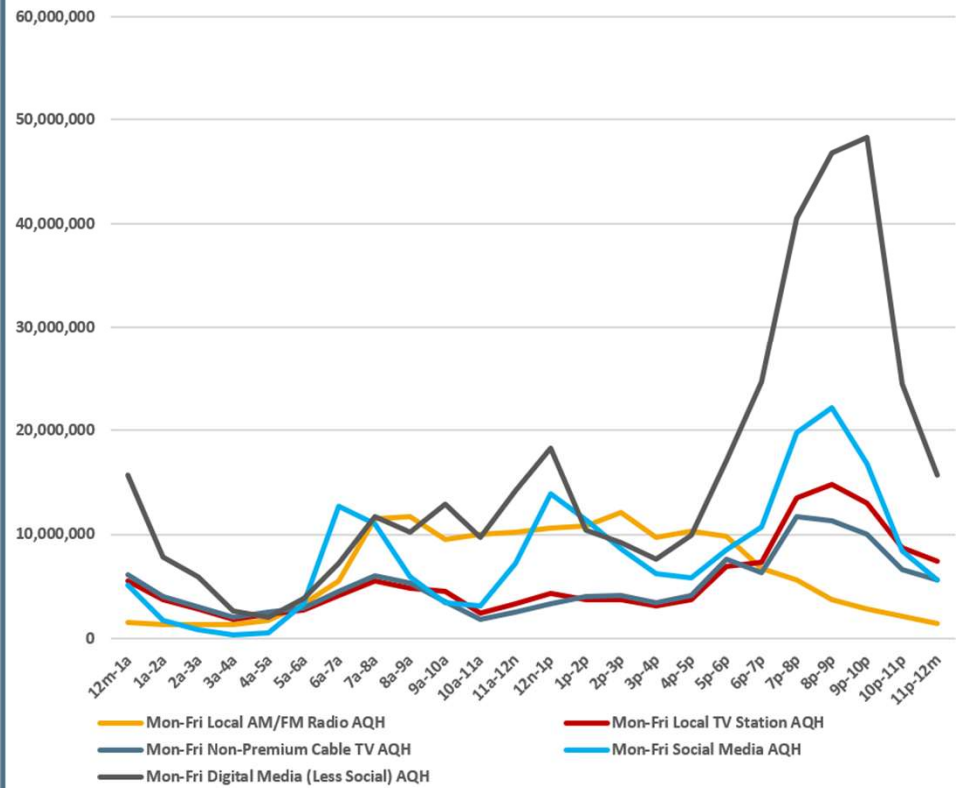


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 398,448;  
Local Radio: 291,235; Social Media: 272,120; Non-Prem. Cable: 175,745; Local TV: 151,395  
reaching Adults 35 or older who Plan to Hire a CARPET CLEANING Service n

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 35 or older who Plan to Hire a CARPET CLEANING**  
**Service next 12mos**



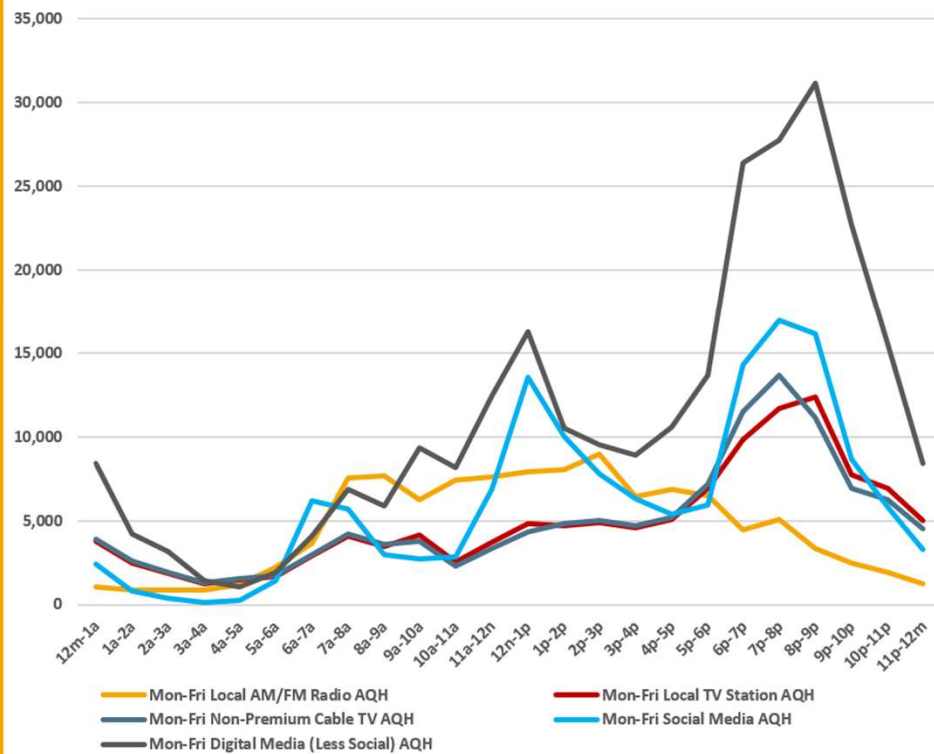
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**USA Metro Area Adults 35 or older**



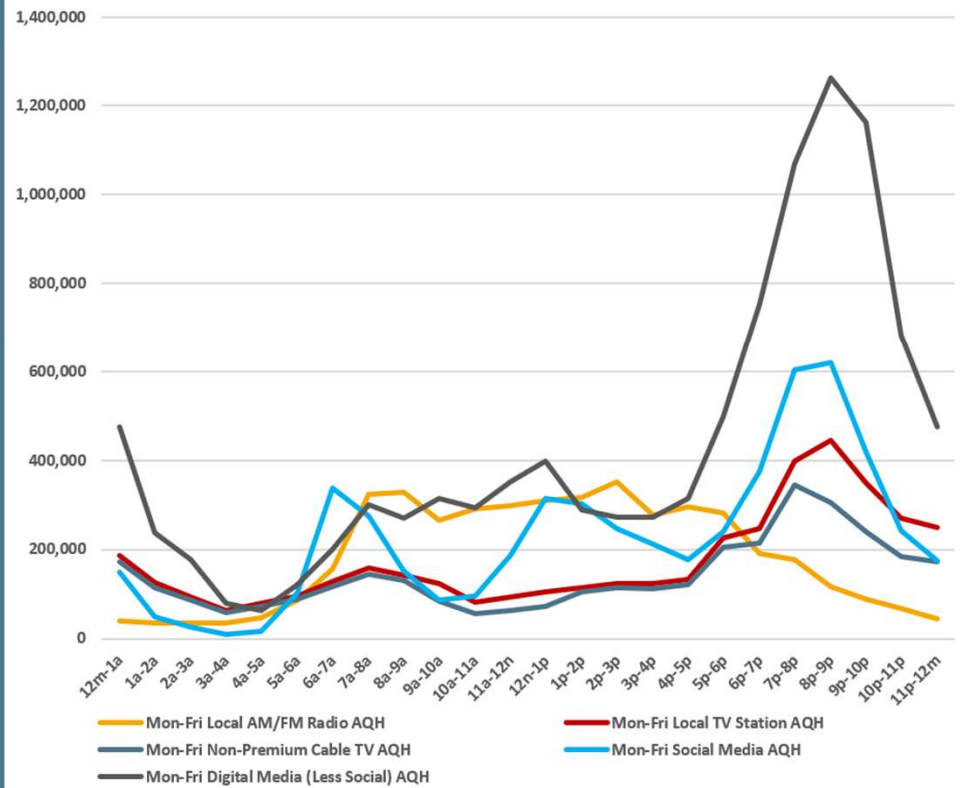


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,973;  
Social Media: 6,968; Local Radio: 6,875; Non-Prem. Cable: 4,843; Local TV: 4,740 reaching  
Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 35 or older who Plan to Hire a CARPET CLEANING**  
**Service next 12mos**



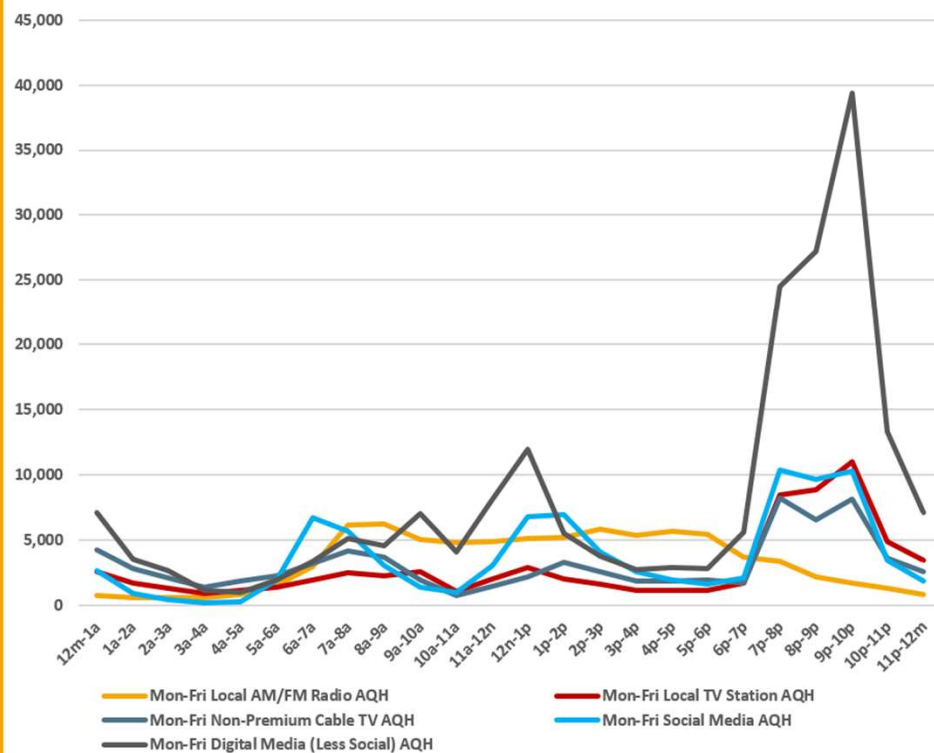
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**CHI Metro Area Adults 35 or older**



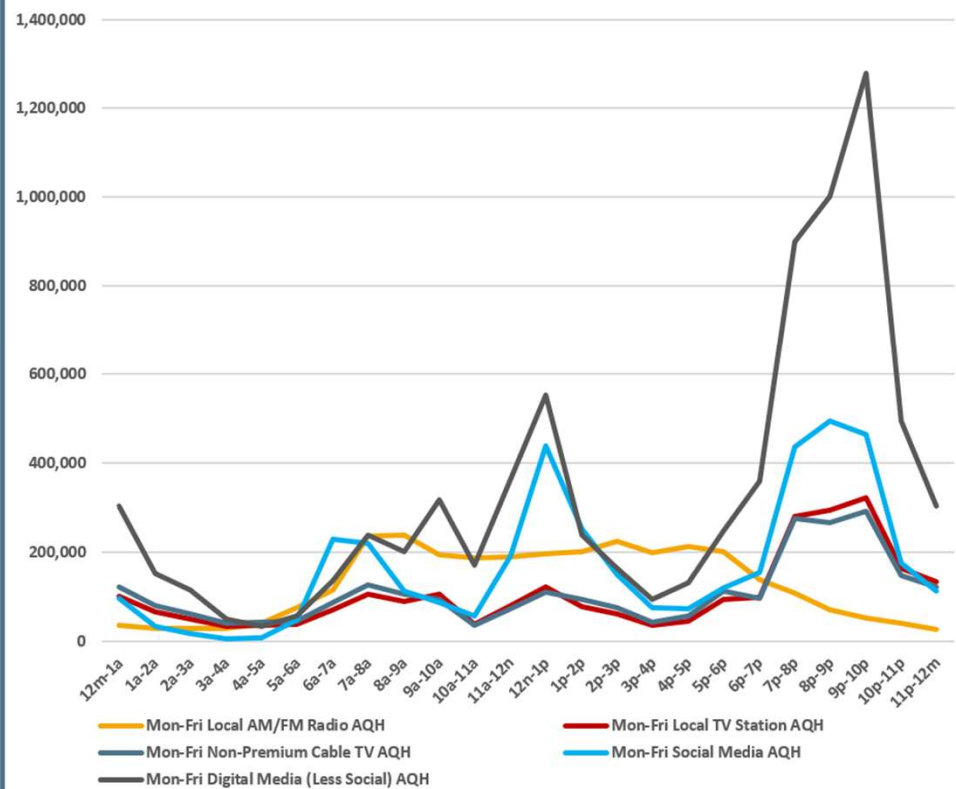


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,193; Local Radio: 5,103; Social Media: 3,615; Non-Prem. Cable: 2,347; Local TV: 1,844 reaching Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 35 or older who Plan to Hire a CARPET CLEANING**  
**Service next 12mos**



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

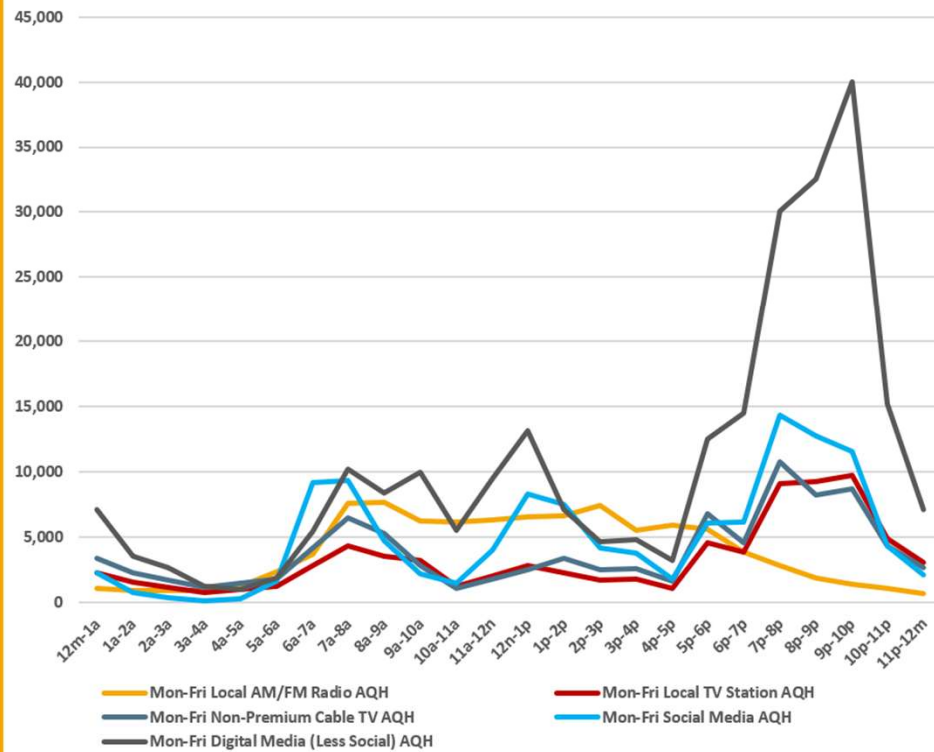




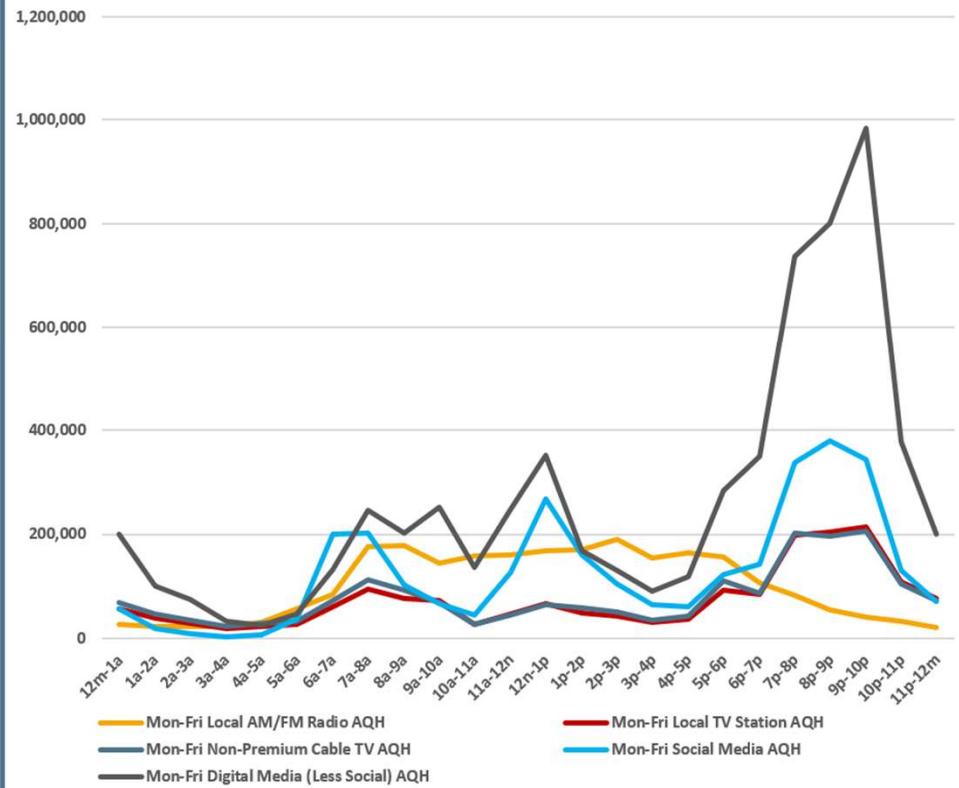


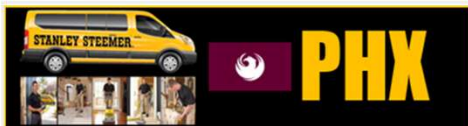
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,368; Local Radio: 6,075; Social Media: 5,264; Non-Prem. Cable: 3,511; Local TV: 2,707 reaching Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 35 or older who Plan to Hire a CARPET CLEANING**  
**Service next 12mos**



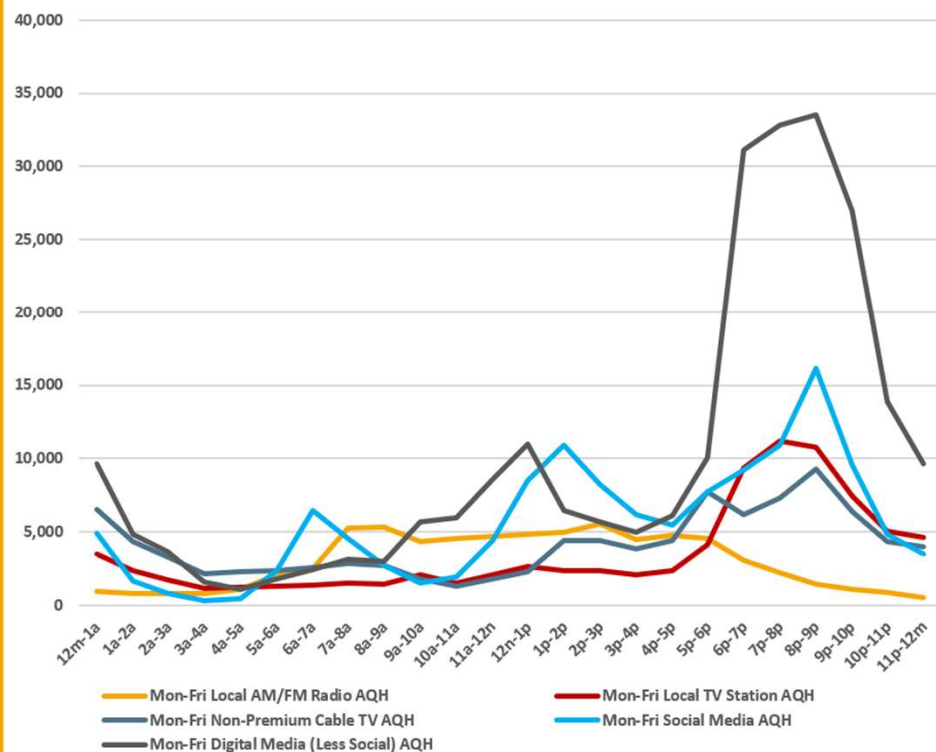
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**SEA Metro Area Adults 35 or older**



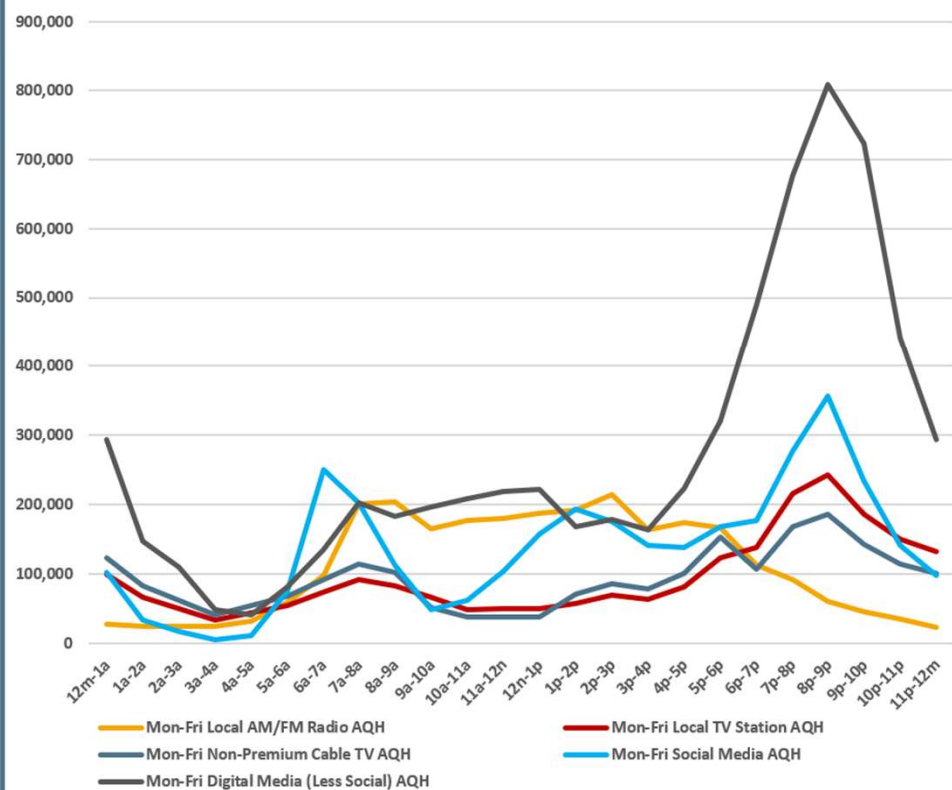


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,005;  
Social Media: 5,986; Local Radio: 4,522; Non-Prem. Cable: 3,547; Local TV: 2,708 reaching  
Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 35 or older who Plan to Hire a CARPET CLEANING**  
**Service next 12mos**



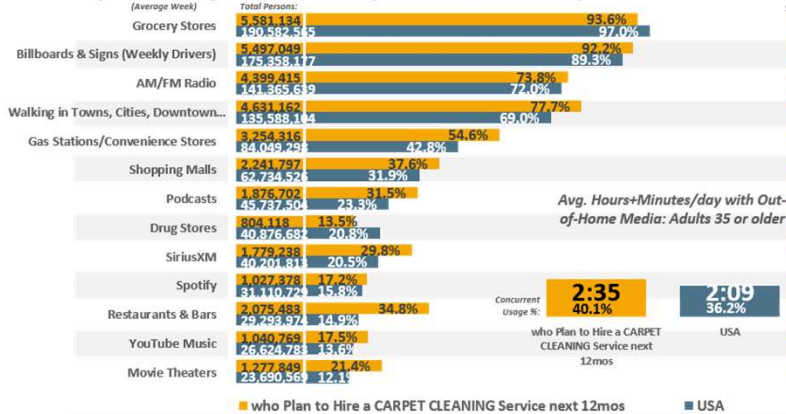
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**PHX Metro Area Adults 35 or older**



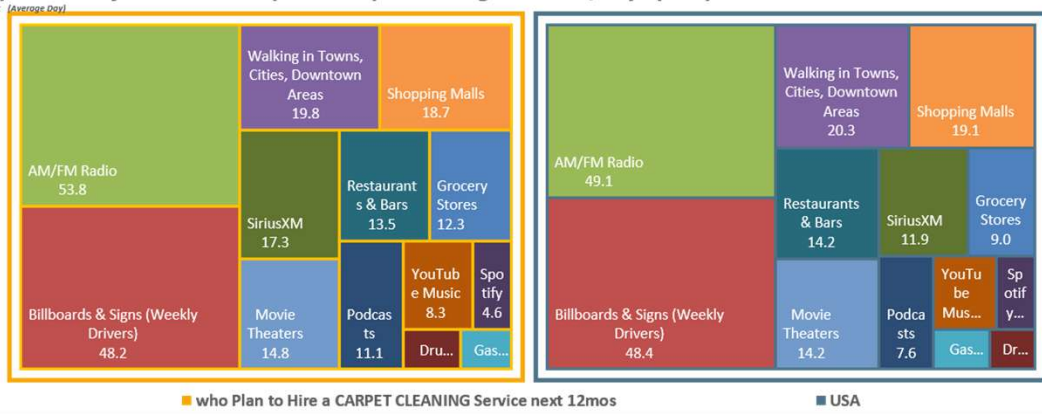


5,497,049 or 92.2% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 48.2 minutes per day driving, seeing Billboards and Signs. 67.6% Listen to Local Radio Stations Out-of-Home for an average of 45. minutes/day

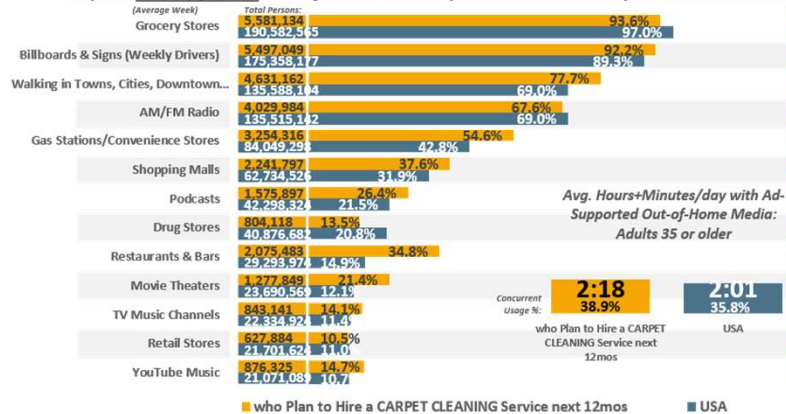
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



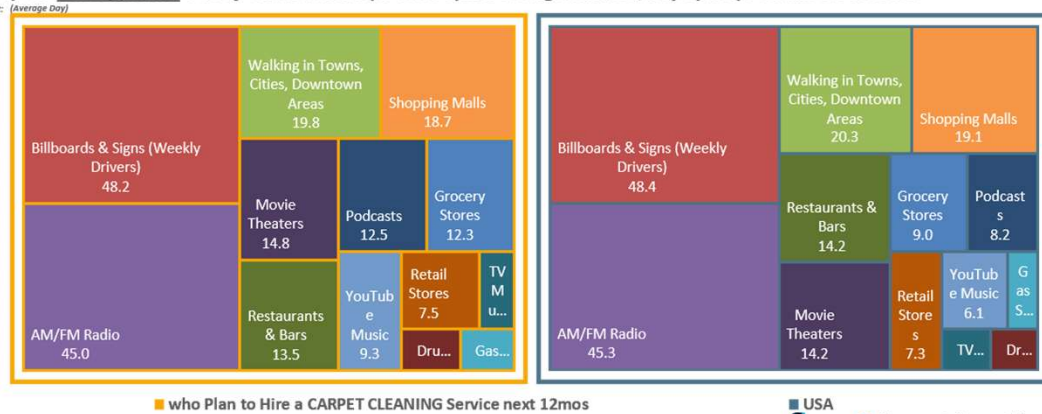
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 734  
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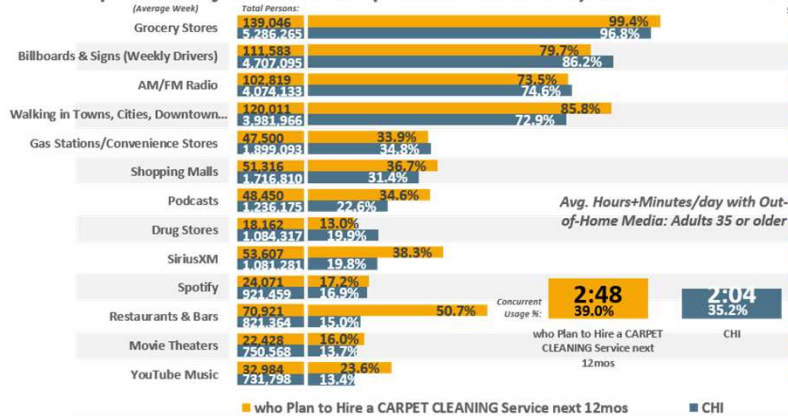
[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]



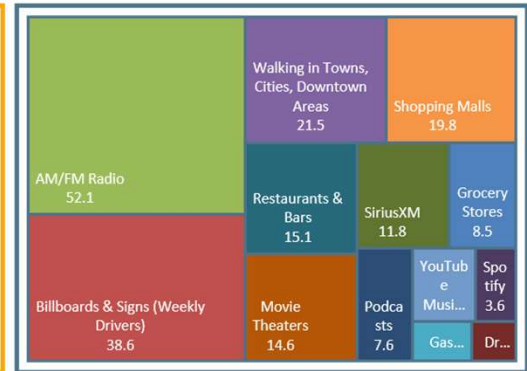
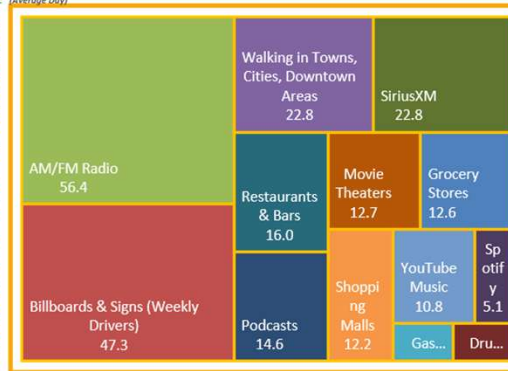


111,583 or 79.7% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 47.3 minutes per day driving, seeing Billboards and Signs. 69.1% Listen to Local Radio Stations Out-of-Home for an average of 46. minutes/day.

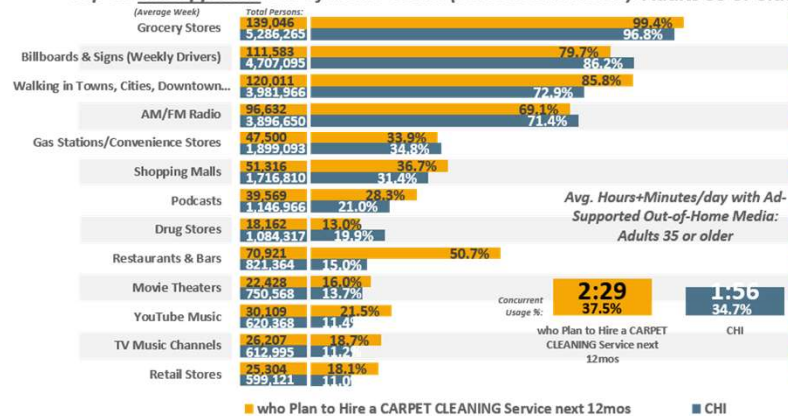
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



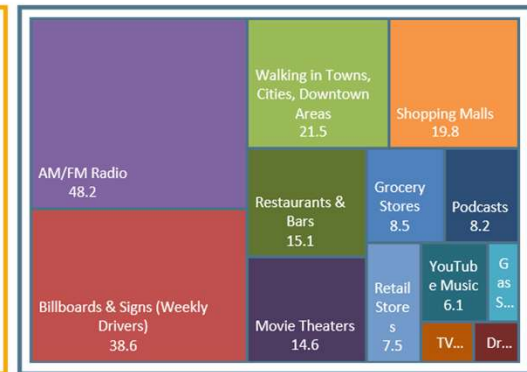
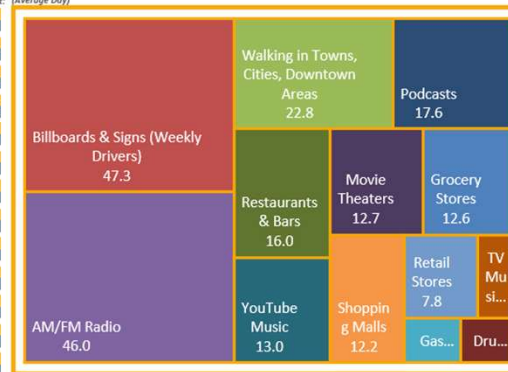
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



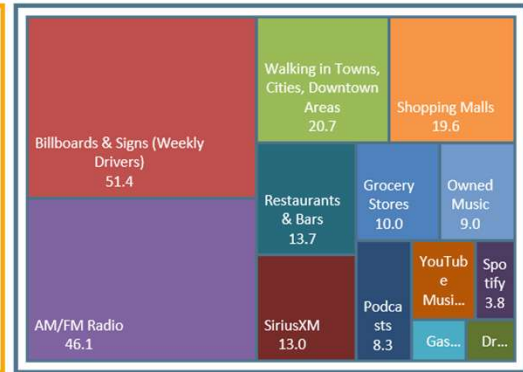
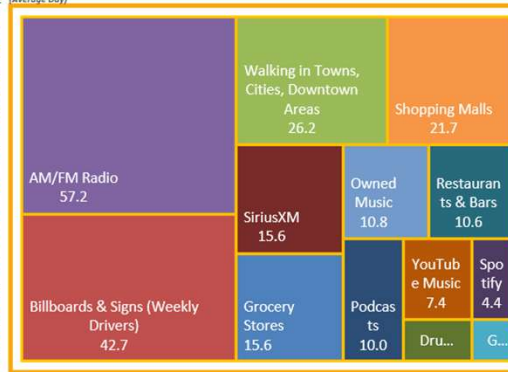


96,219 or 98.% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 42.7 minutes per day driving, seeing Billboards and Signs. 71.7% Listen to Local Radio Stations Out-of-Home for an average of 44.4 minutes/day.

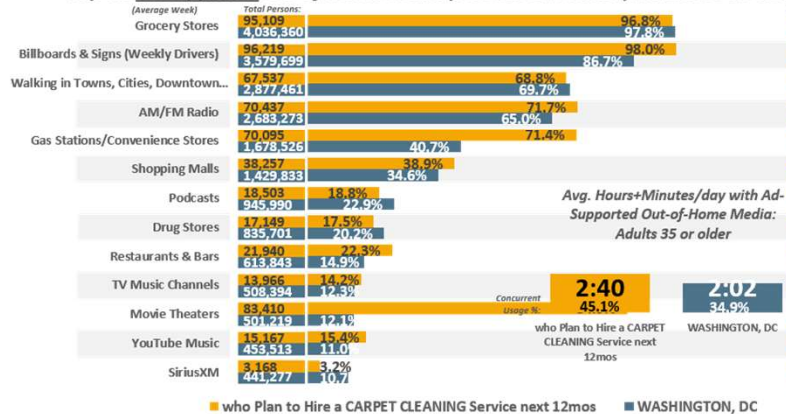
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



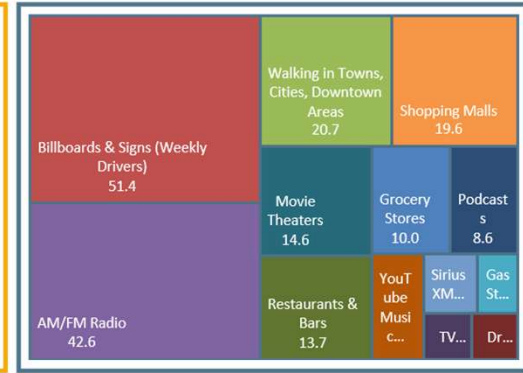
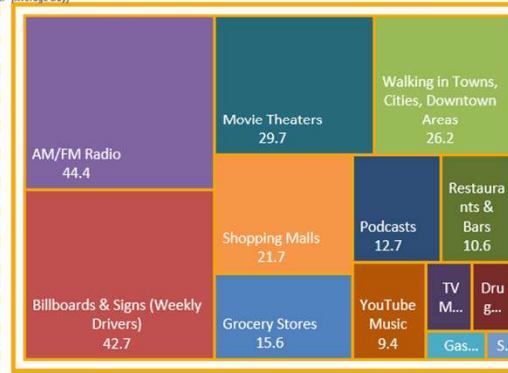
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

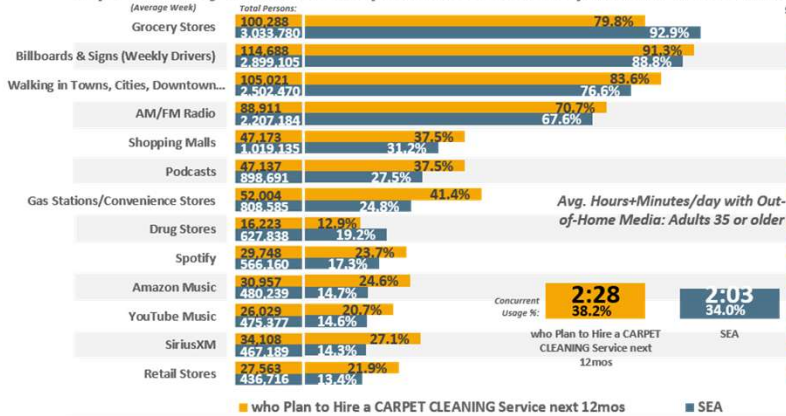




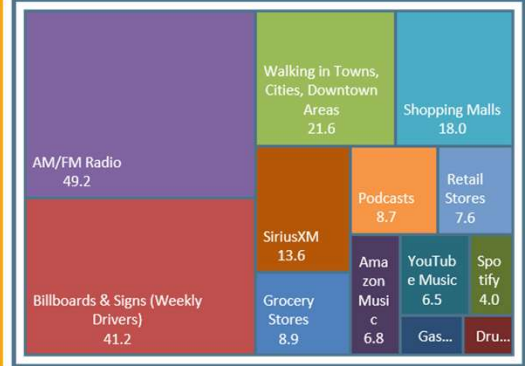
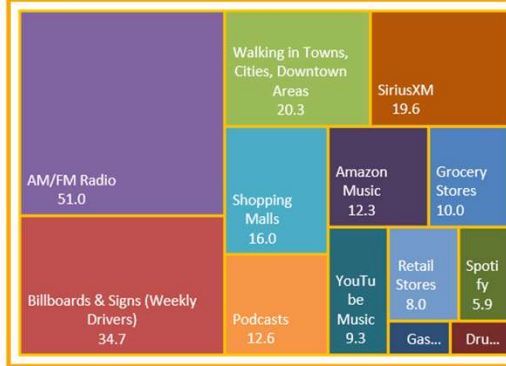


114,688 or 91.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 34.7 minutes per day driving, seeing Billboards and Signs. 65.6% Listen to Local Radio Stations Out-of-Home for an average of 39. minutes/day.

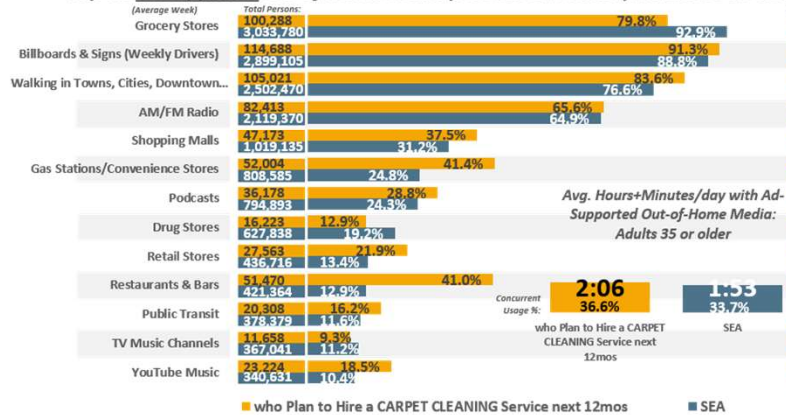
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older**



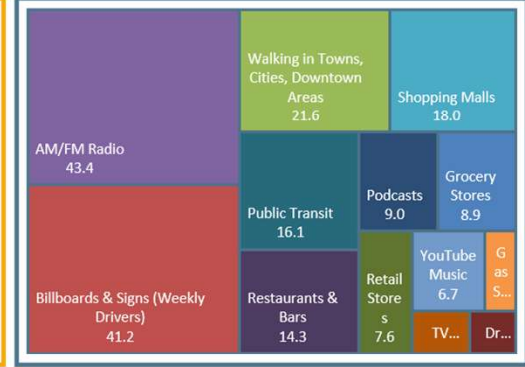
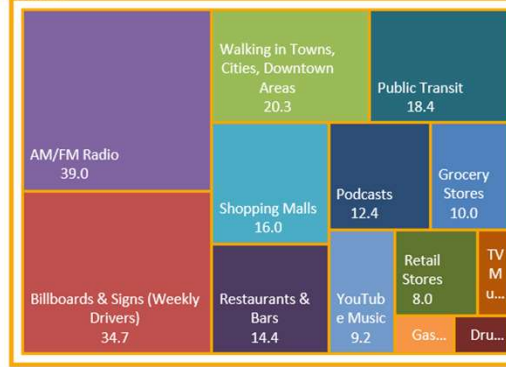
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



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

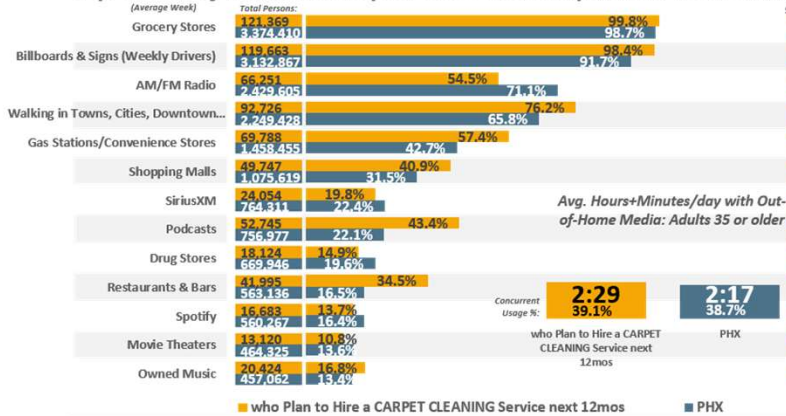




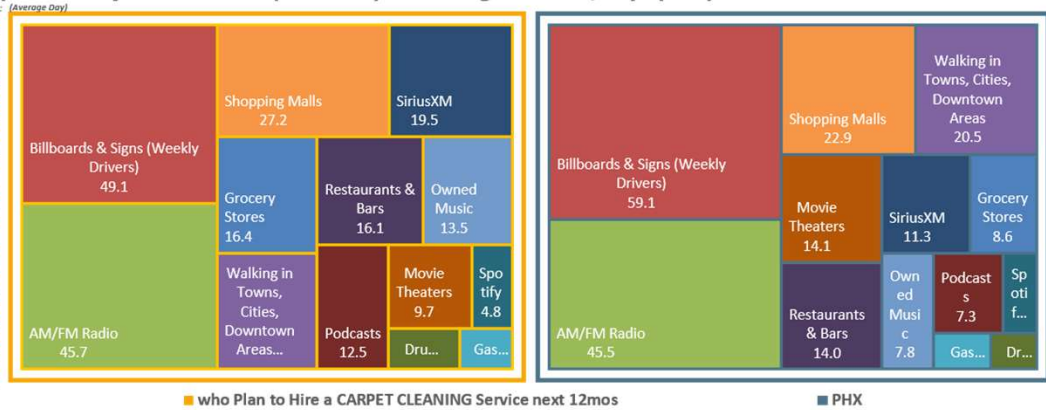


119,663 or 98.4% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 49.1 minutes per day driving, seeing Billboards and Signs. 51.4% Listen to Local Radio Stations Out-of-Home for an average of 44.1 minutes/day

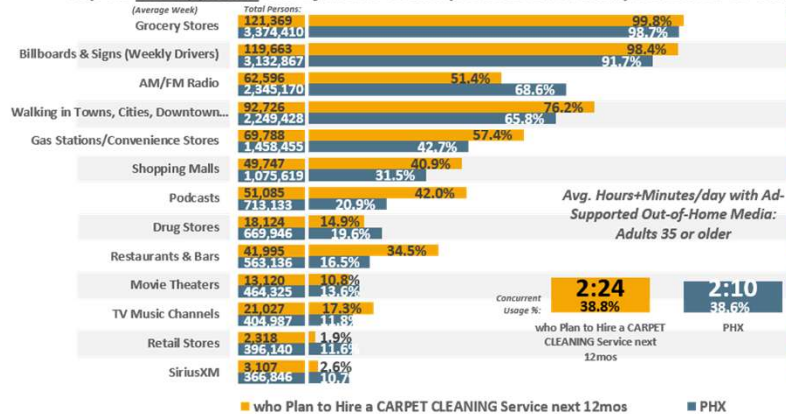
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



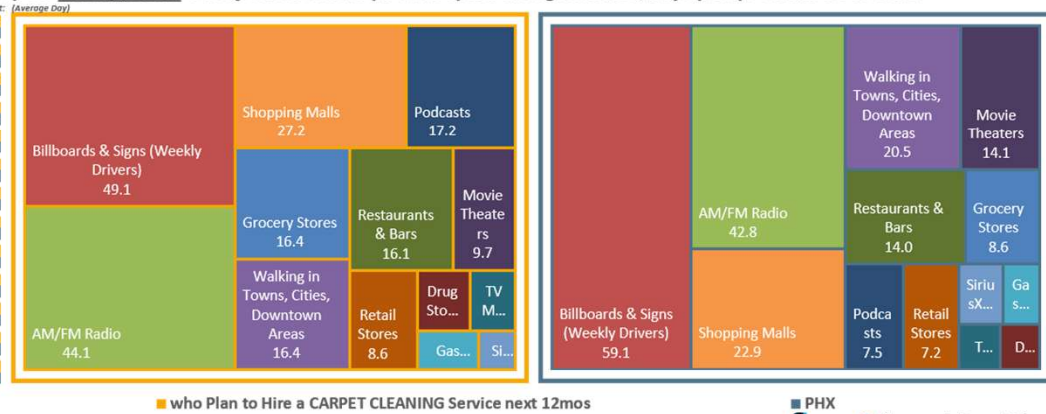
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 81  
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[[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]

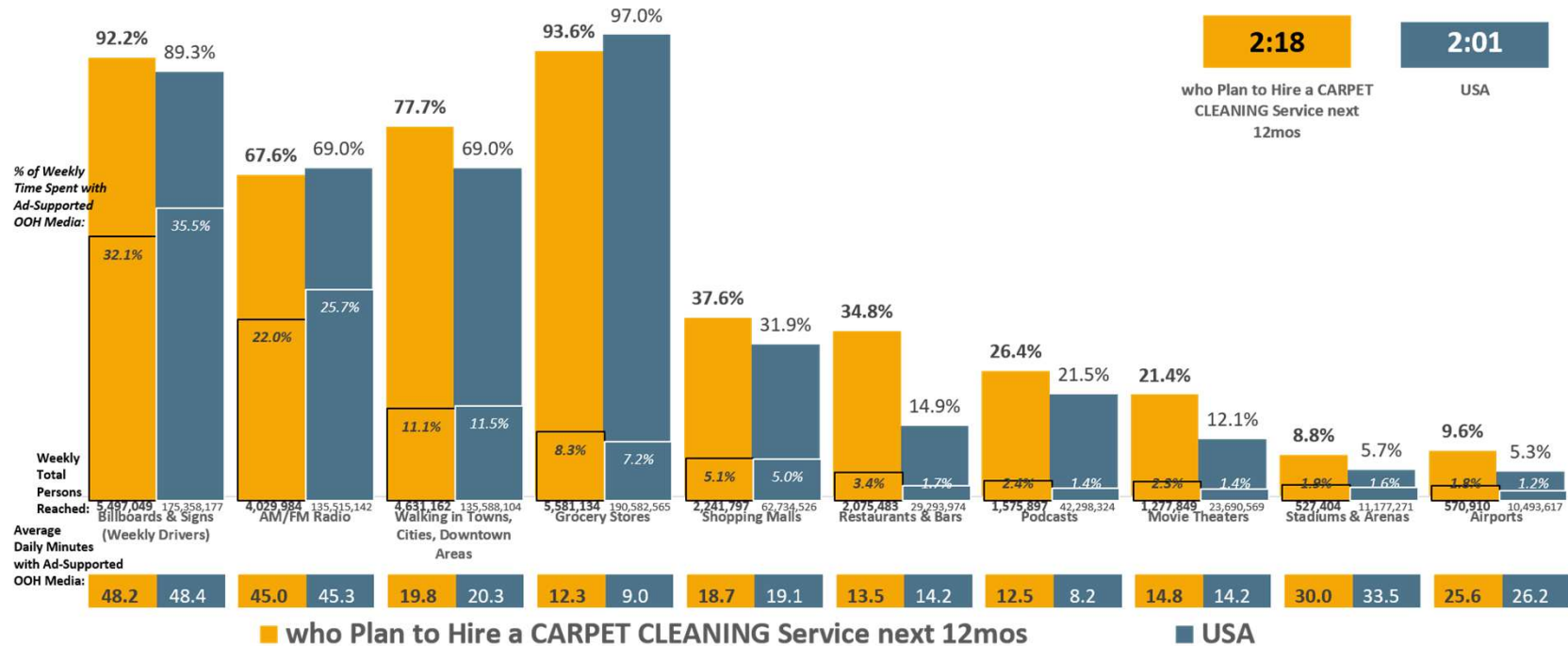


5,497,049 or 92.2% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 48.2 minutes per day driving, seeing Billboards and Signs representing 32.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 734 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338  
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[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]

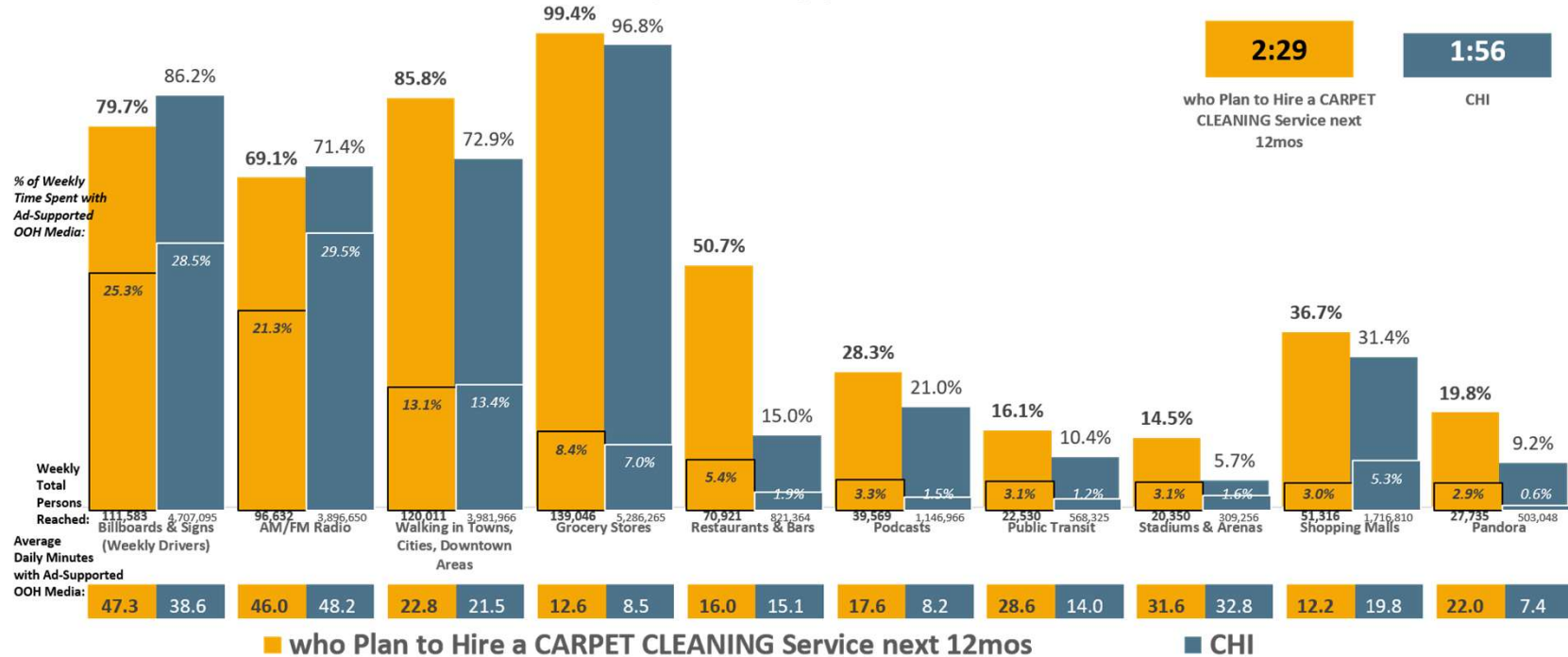


111,583 or 79.7% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 47.3 minutes per day driving, seeing Billboards and Signs representing 25.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 122  
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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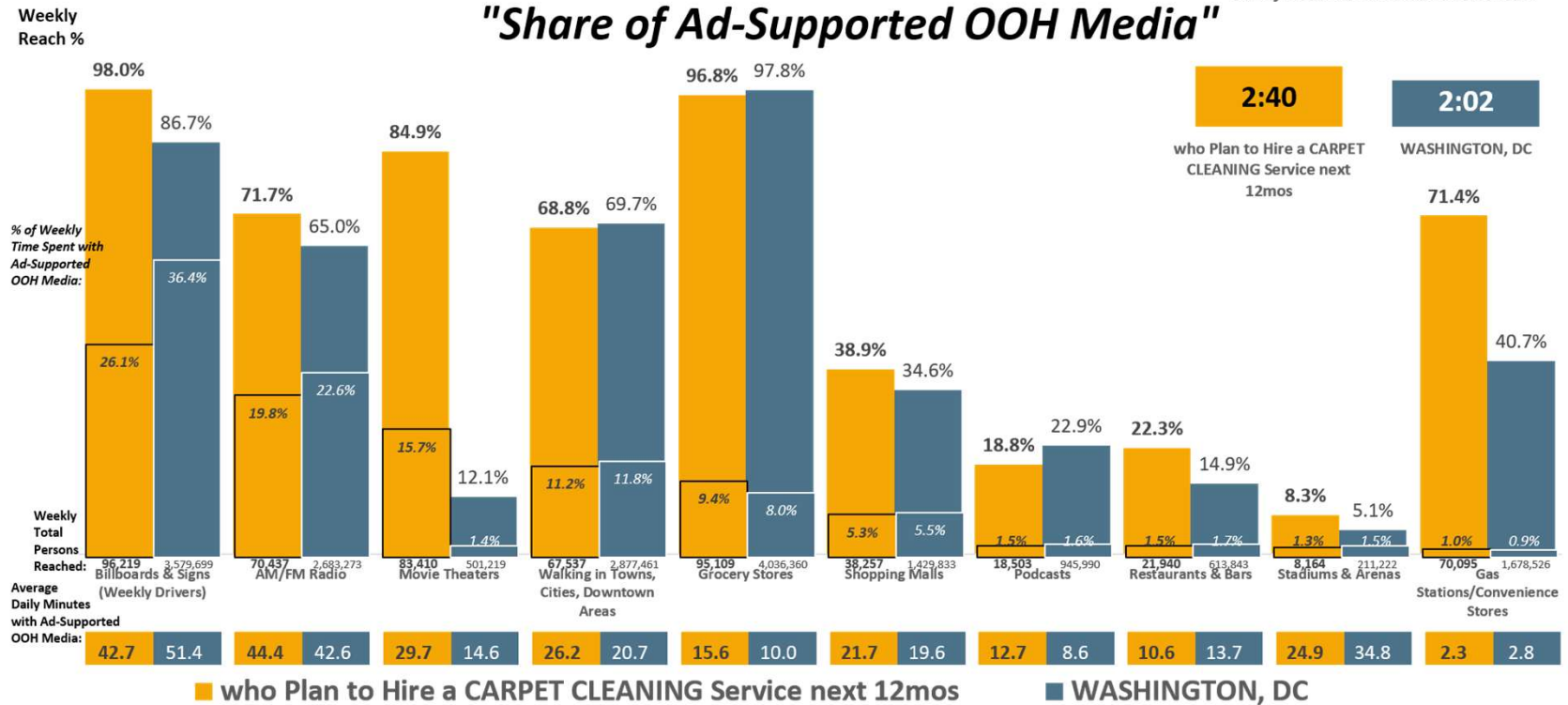
{{(Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service}}





96,219 or 98.% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 42.7 minutes per day driving, seeing Billboards and Signs representing 26.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 145  
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WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

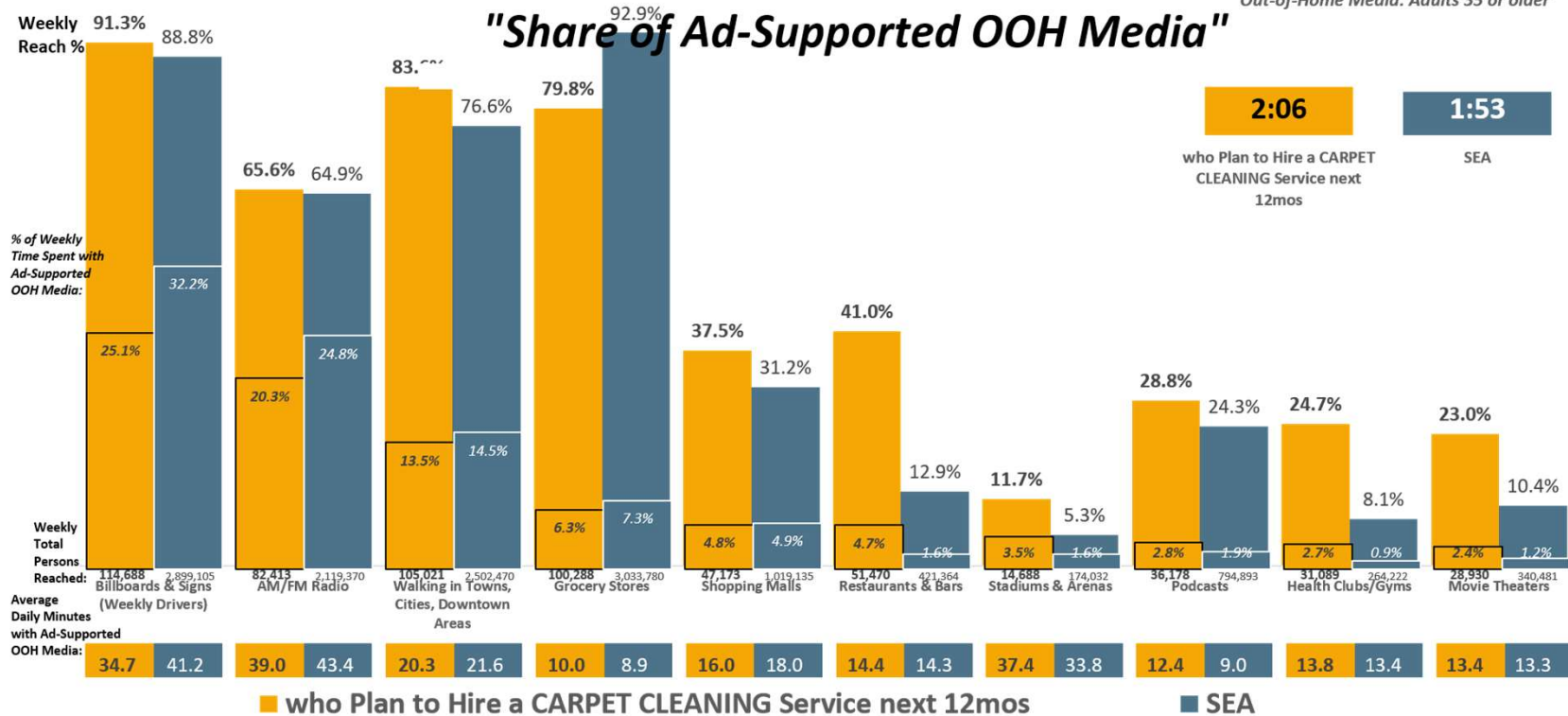
soefa.ai Share of Everything for Anything

{{(Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service}}



114,688 or 91.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 34.7 minutes per day driving, seeing Billboards and Signs representing 25.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

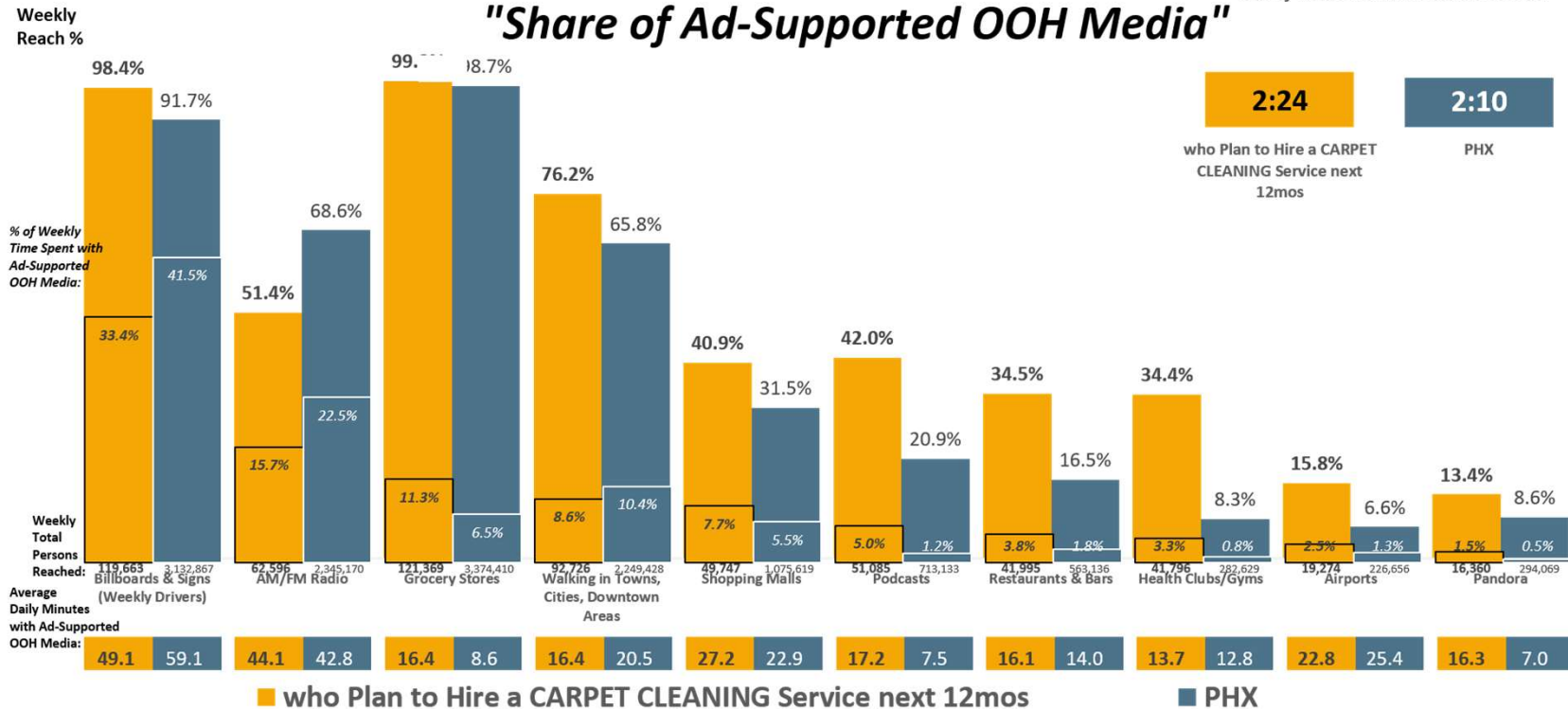


2:06
1:53  
 who Plan to Hire a CARPET CLEANING Service next 12mos      SEA



119,663 or 98.4% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 49.1 minutes per day driving, seeing Billboards and Signs representing 33.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 81  
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

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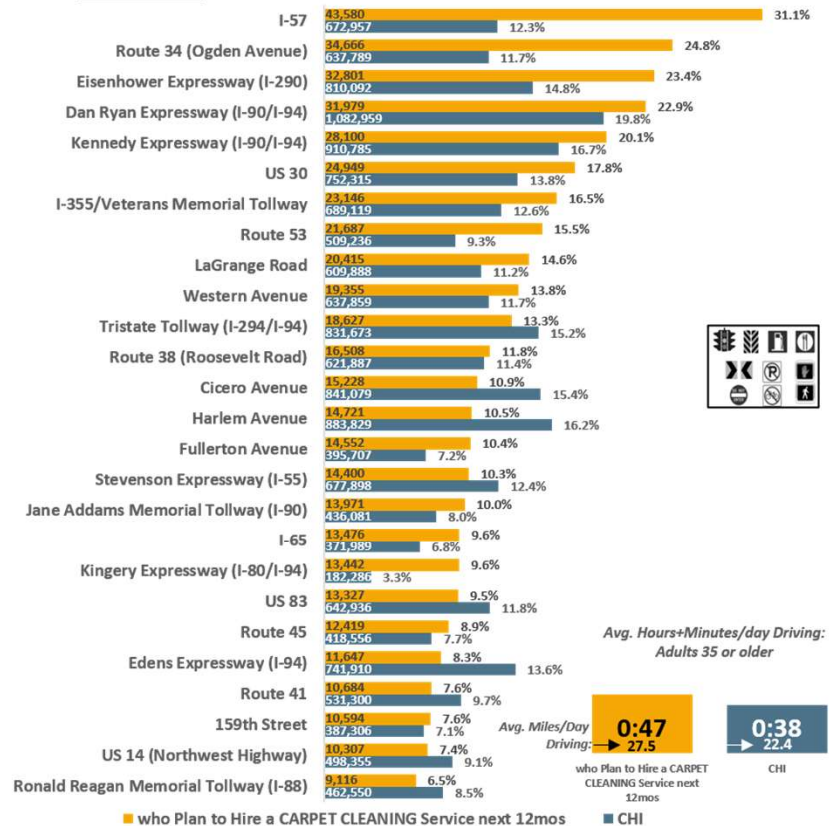
(((Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service))



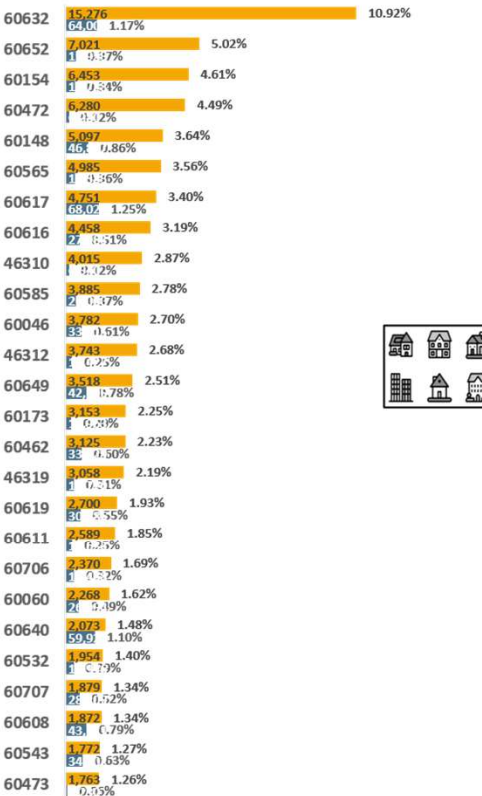


111,583 or 79.7% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos  
spend an average of 47.3 minutes per day driving an average of 27.5 miles each day and are 187.8%  
more likely to use Kingery Expressway (I-80/I-94) than the Metro

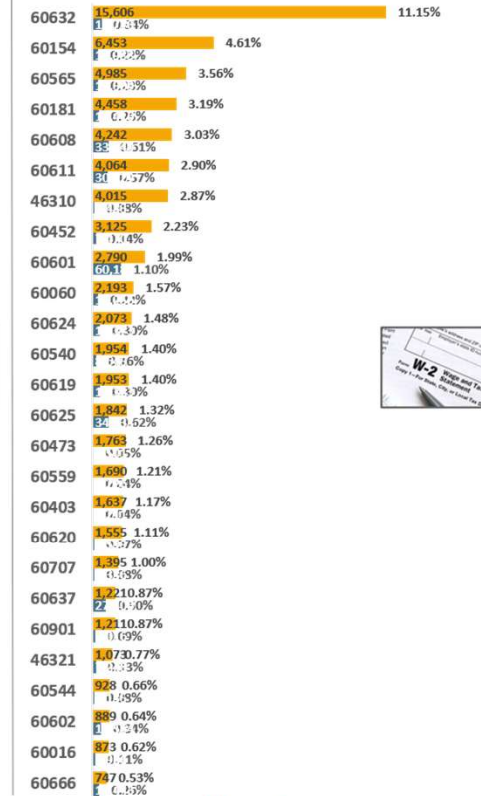
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



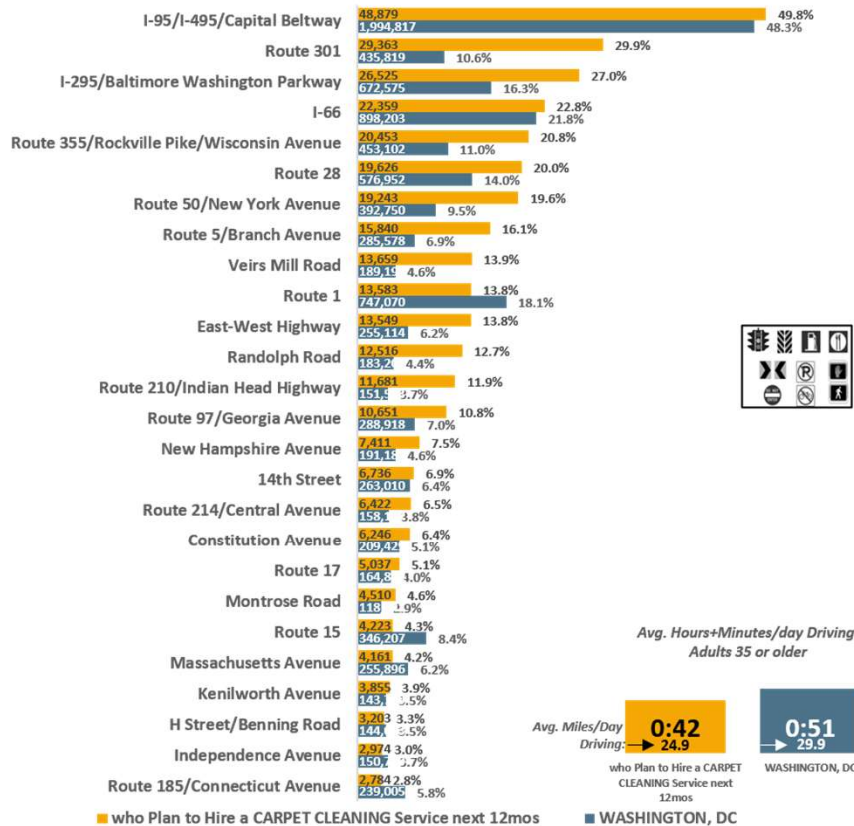
Top-26 Employment Zip Codes: Adults 35 or older





96,219 or 98.% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos  
spend an average of 42.7 minutes per day driving an average of 24.9 miles each day and are 223.9%  
more likely to use Route 210/Indian Head Highway than the Metro av

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



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

Avg. Miles/Day  
Driving:

0:42  
24.9

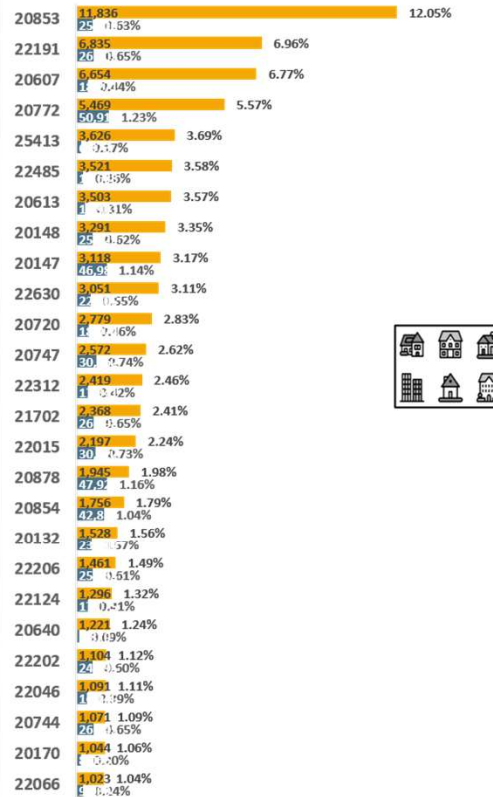
0:51  
29.9

who Plan to Hire a CARPET  
CLEANING Service next  
12mos

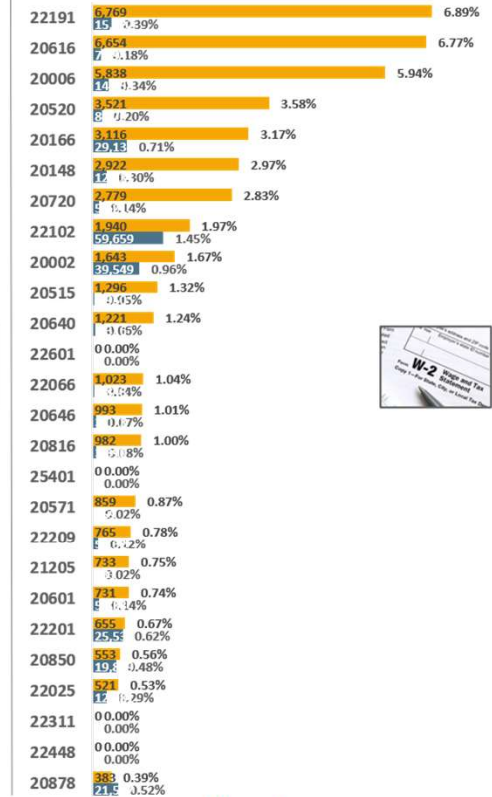
WASHINGTON, DC



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



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

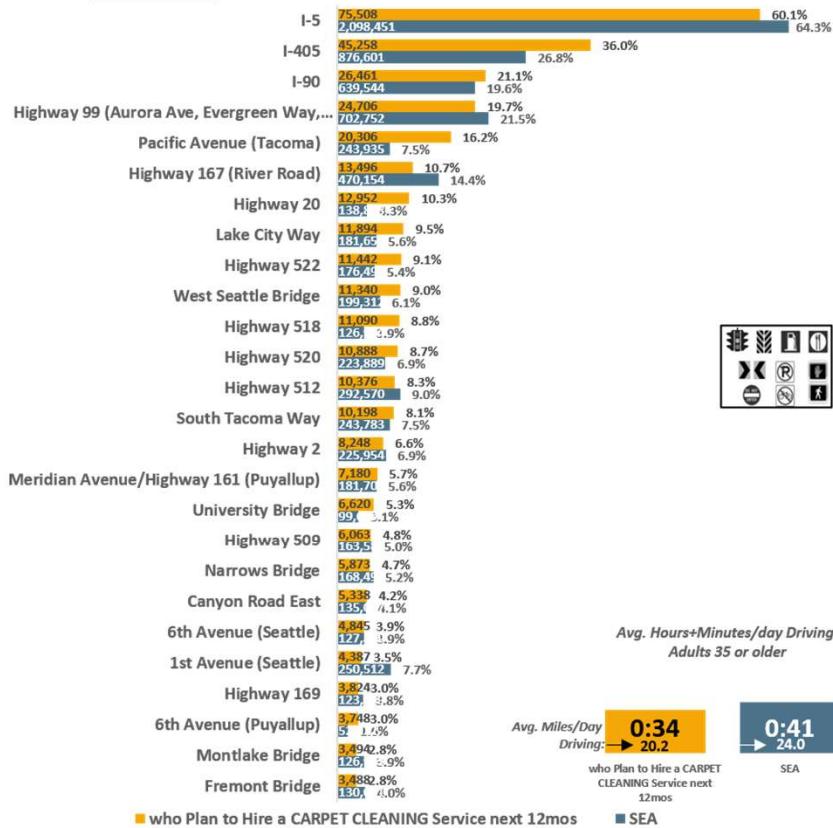


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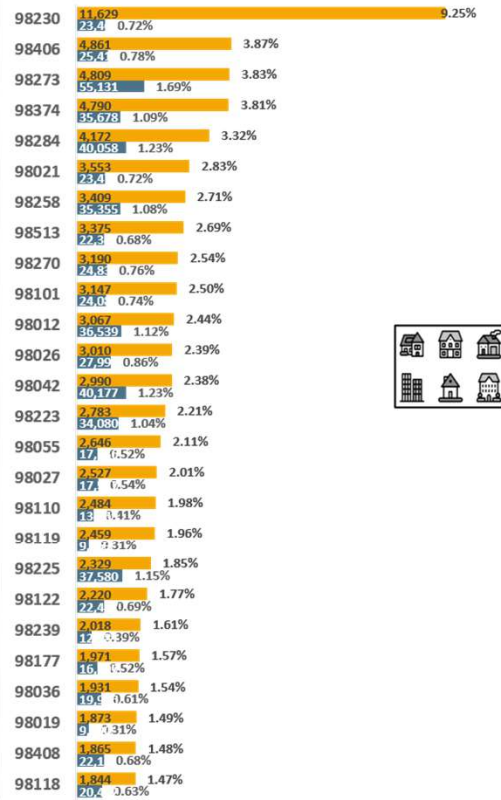


114,688 or 91.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 34.7 minutes per day driving an average of 20.2 miles each day and are 142.4% more likely to use Highway 20 than the Metro average.

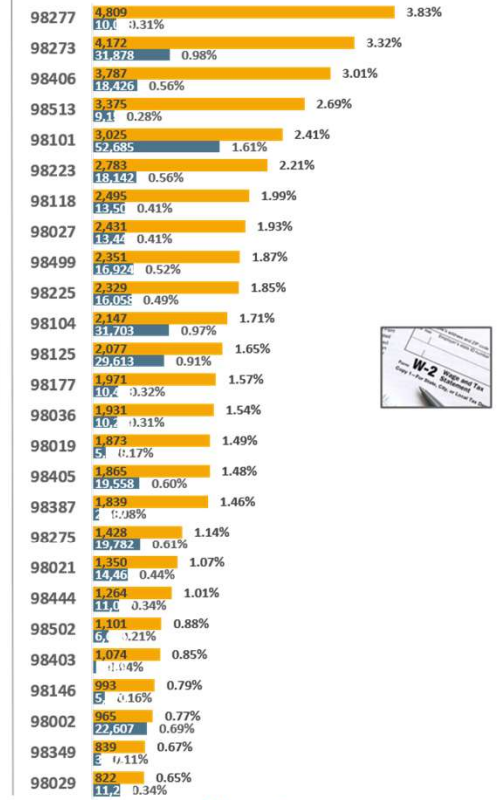
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



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



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

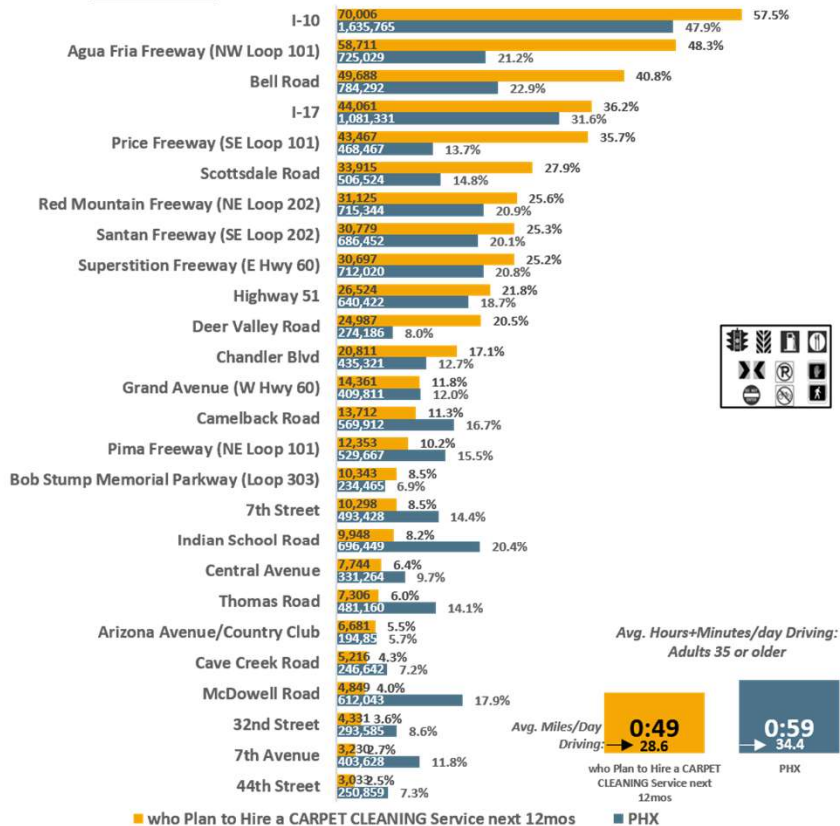




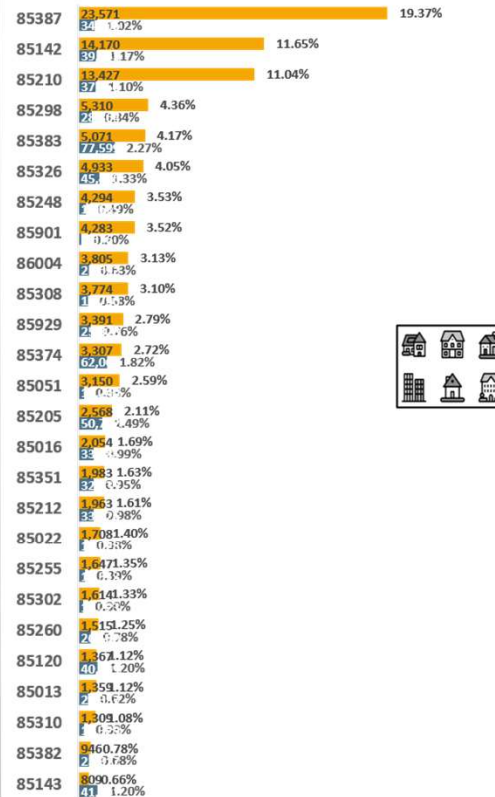


119,663 or 98.4% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos  
 spend an average of 49.1 minutes per day driving an average of 28.6 miles each day and are 160.6%  
 more likely to use Price Freeway (SE Loop 101) than the Metro av

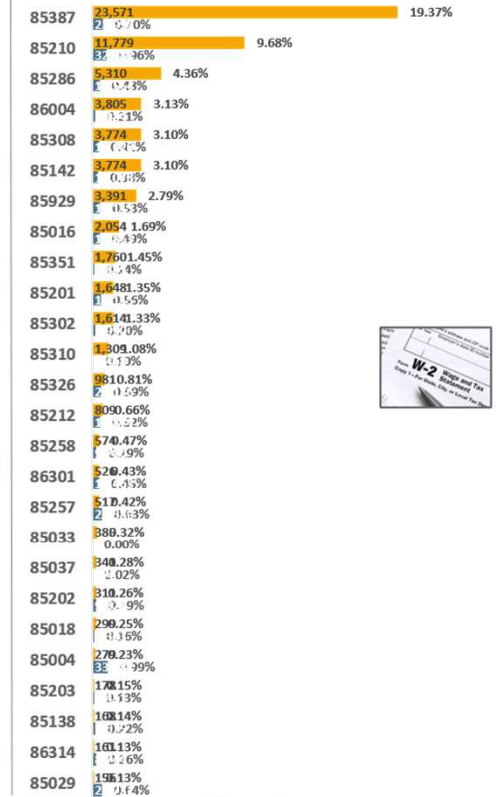
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



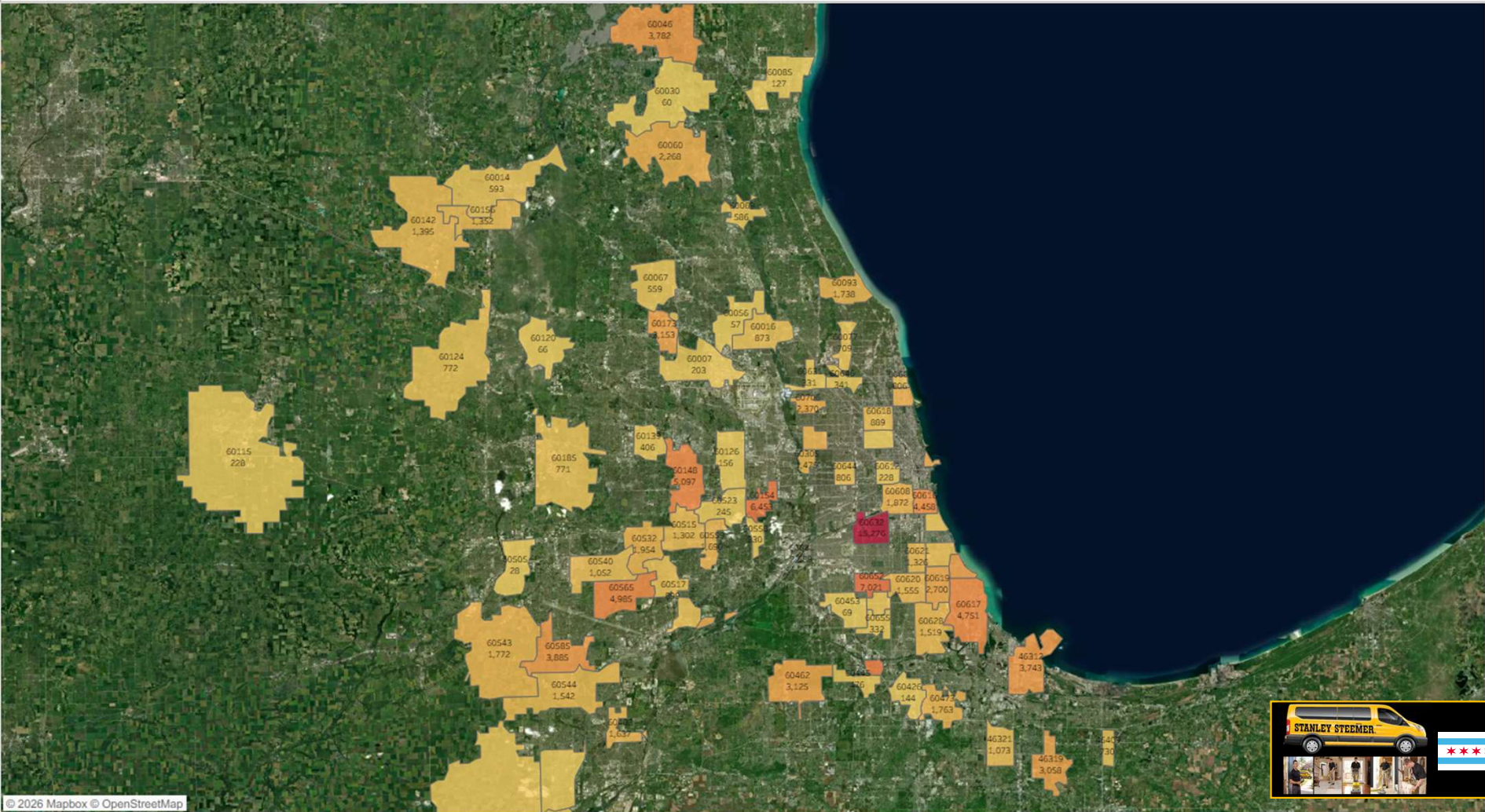
Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older



Top Residential Zip Codes: (Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos)



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CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 122

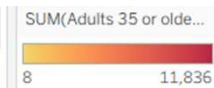
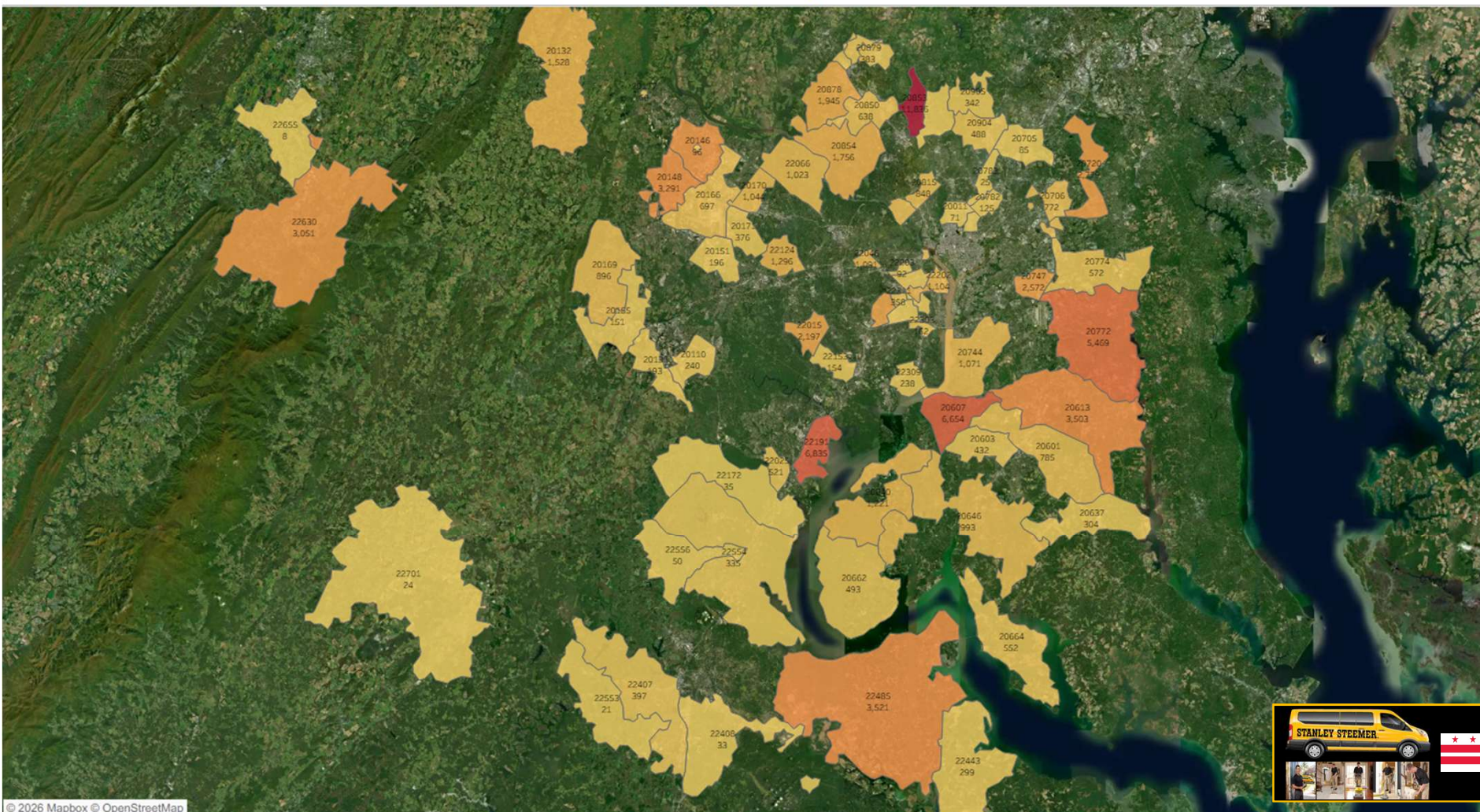
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[[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]



Top Residential Zip Codes: (Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos)



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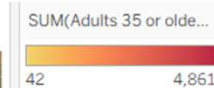
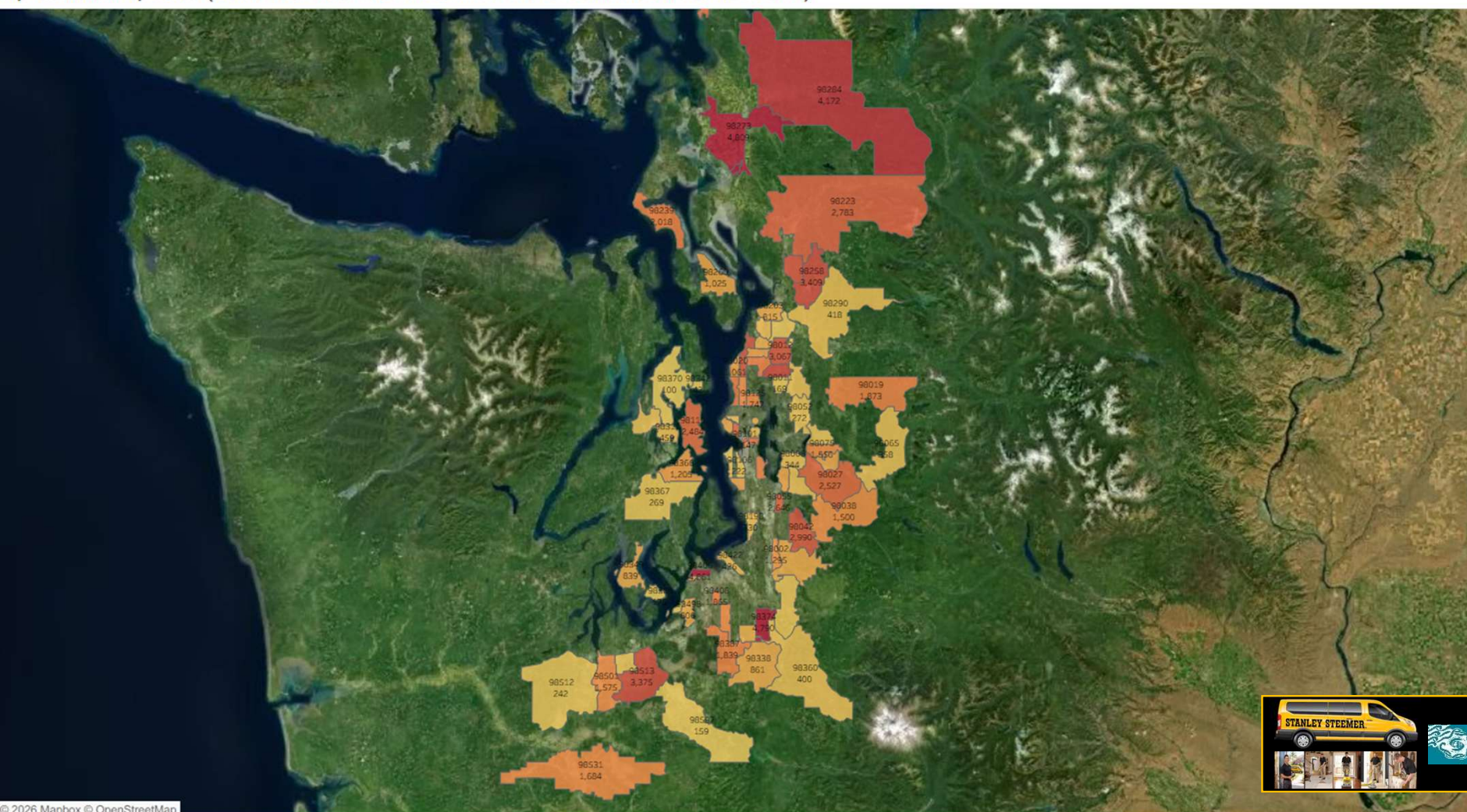
WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 145  
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**Top Residential Zip Codes: (Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos)**



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SEA	DMA	Scarborough R1 2026: Mar25-Mar26	Qual Intab	149
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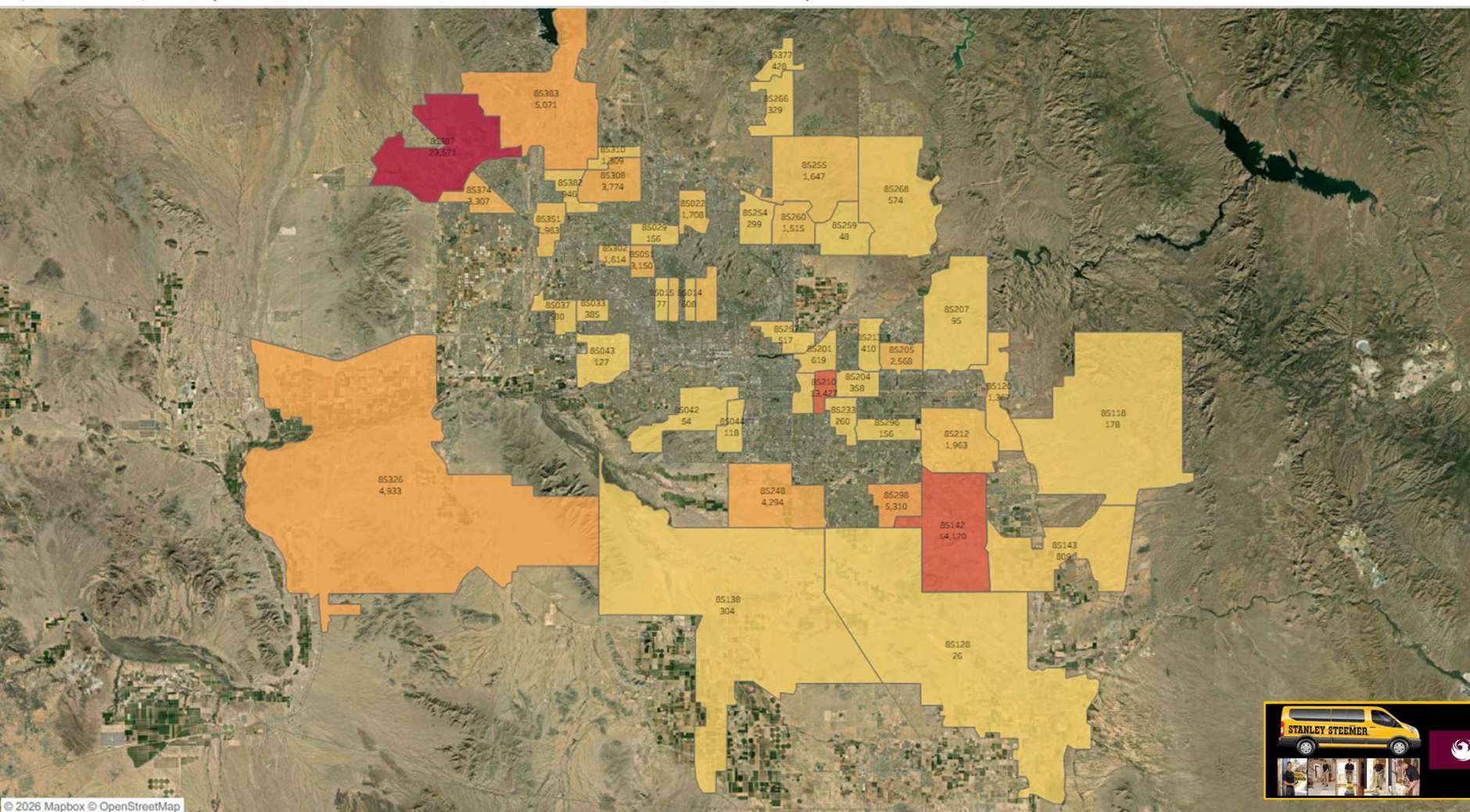
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[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]

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Top Residential Zip Codes: (Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos)



SUM(Adults 35 or olde...  
26 23,571



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PHX DMA Scarborough R1 2025: Feb25-Feb26 Qual Intab 81  
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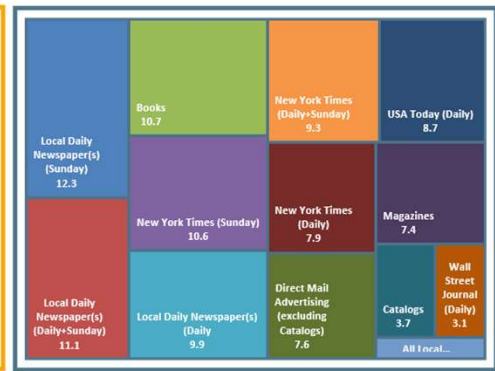
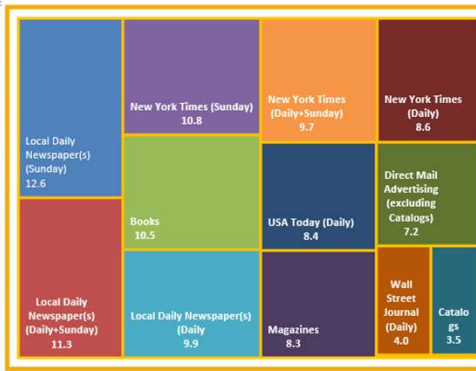
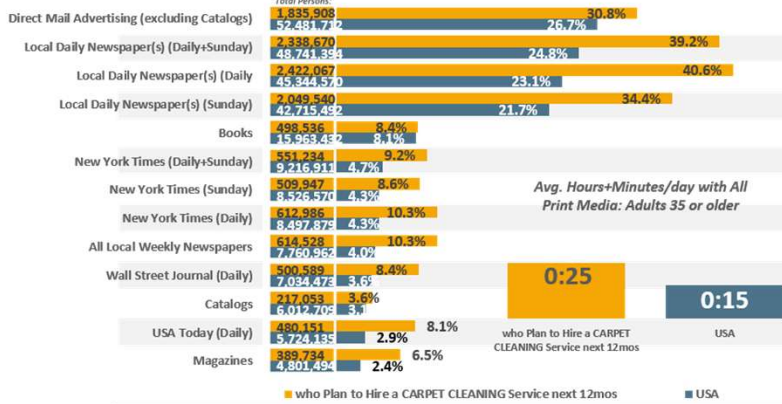
[[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]



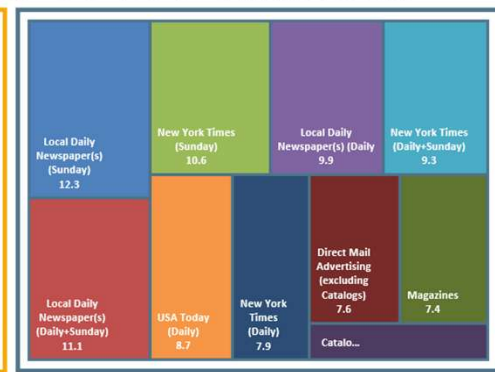
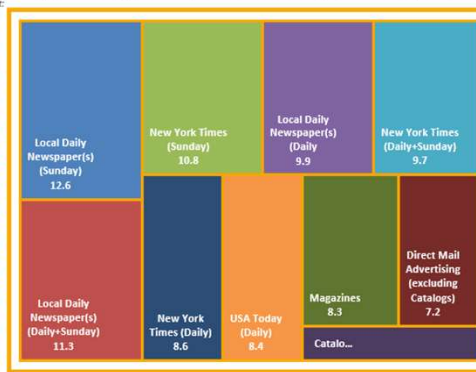
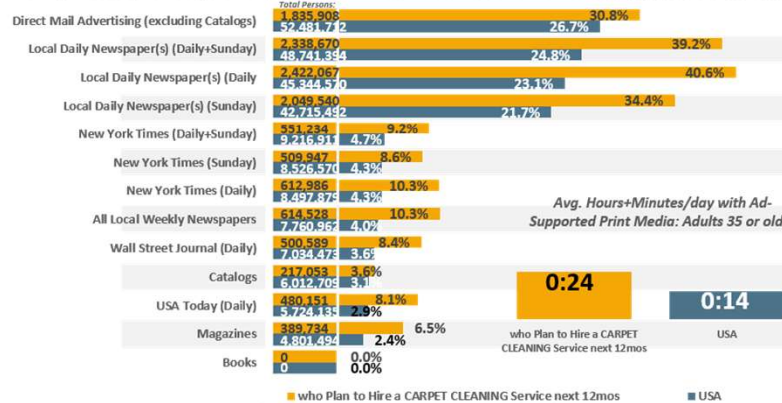


2,338,670 or 39.2% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.3 minutes every day representing 34.5% of all time spent daily with All forms of Print Media.

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



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

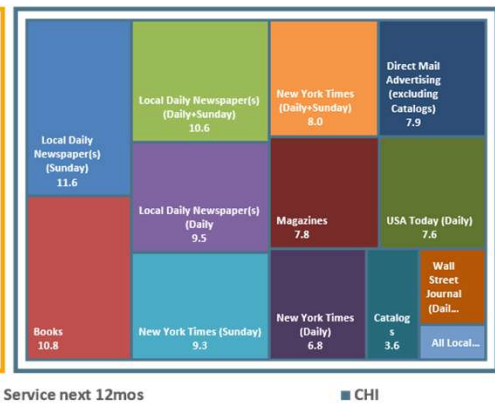
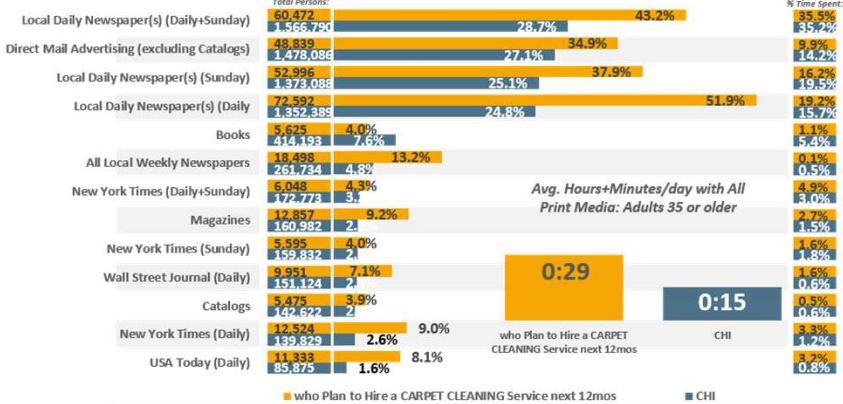




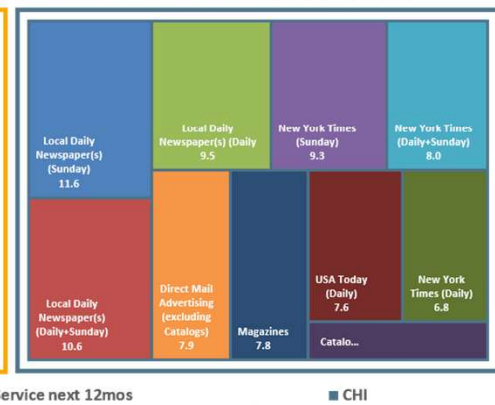
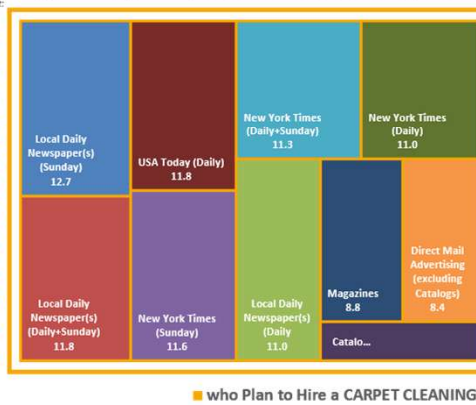
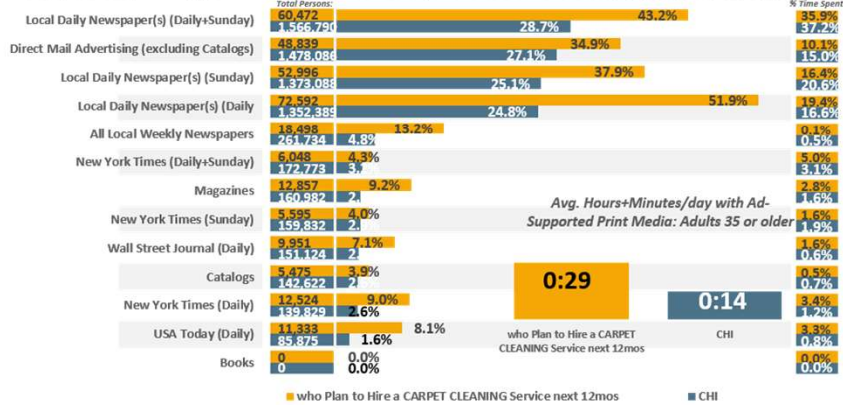


60,472 or 43.2% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.8 minutes every day representing 35.9% of all time spent daily with All forms of Print Media.

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



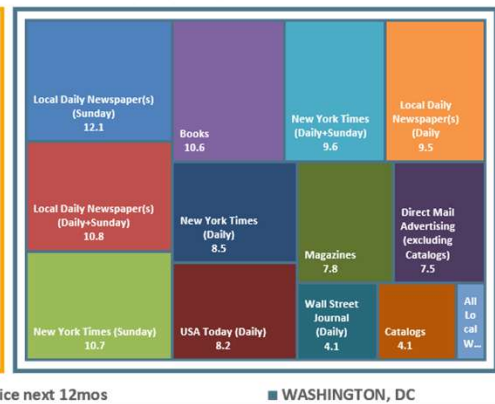
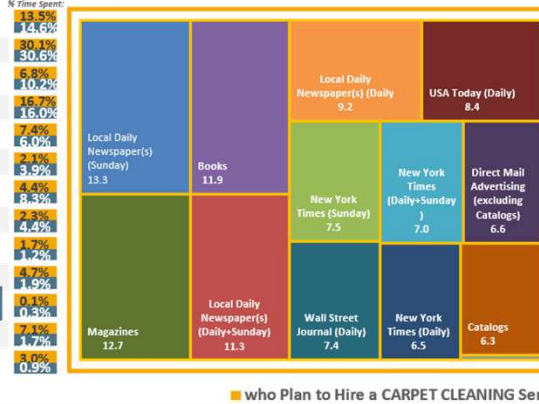
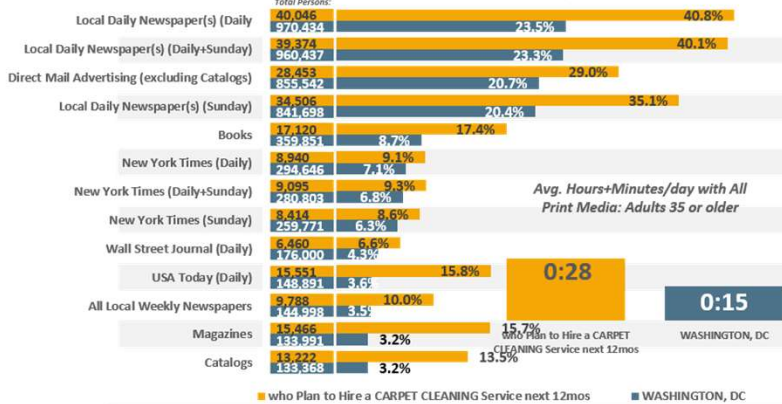
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



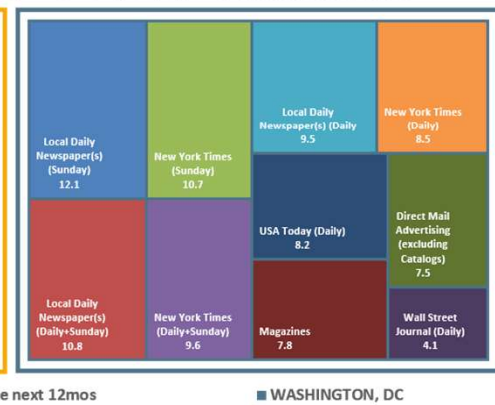
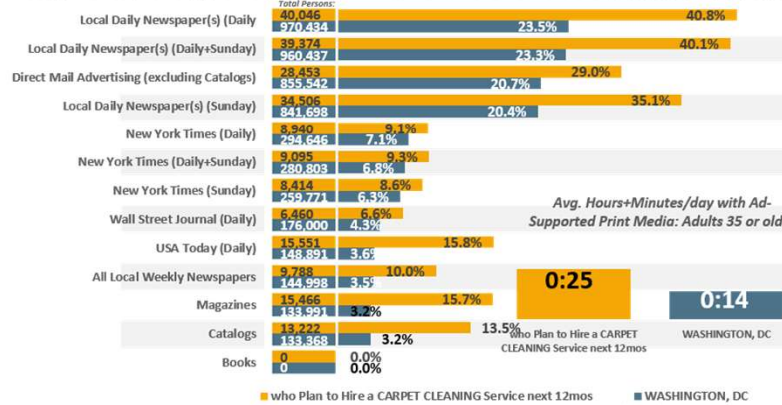


39,374 or 40.1% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.3 minutes every day representing 32.5% of all time spent daily with All forms of Print Media.

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



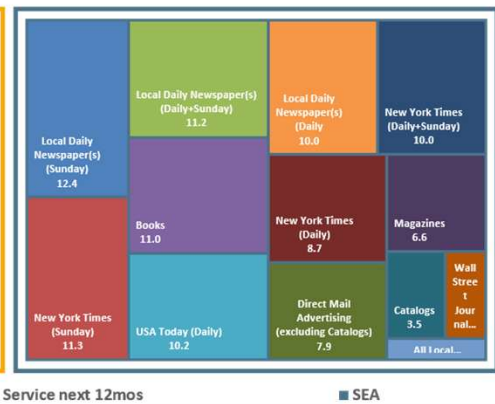
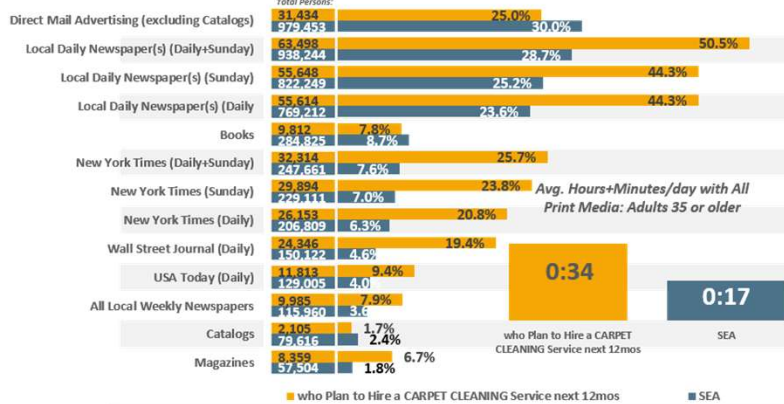
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



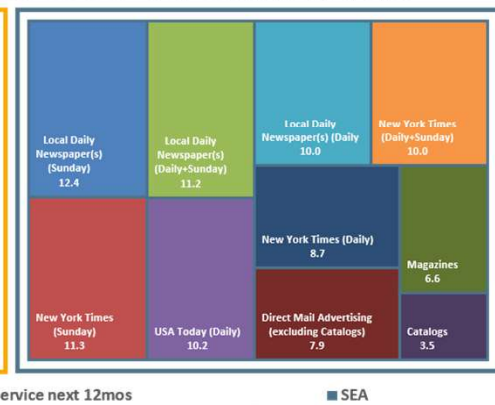
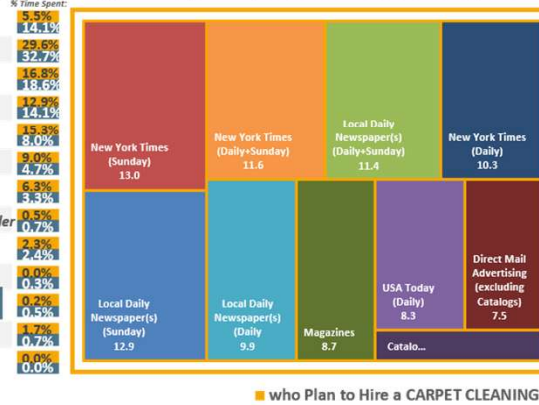
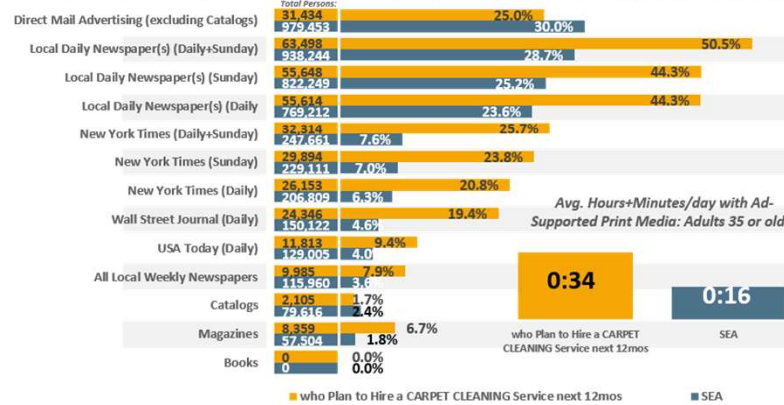


63,498 or 50.5% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.4 minutes every day representing 29.6% of all time spent daily with All forms of Print Media.

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



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

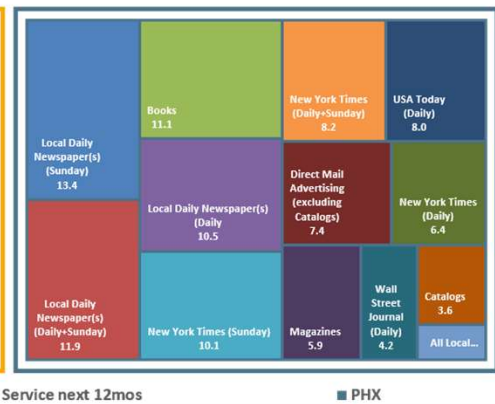
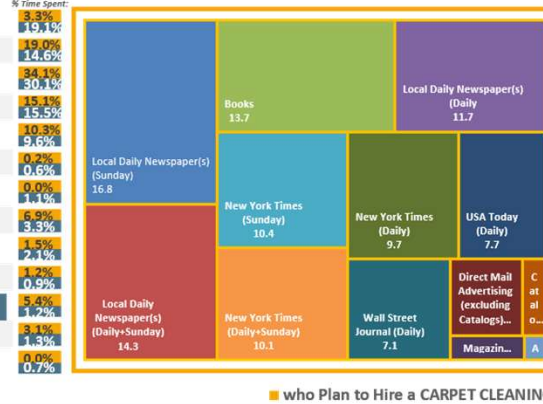
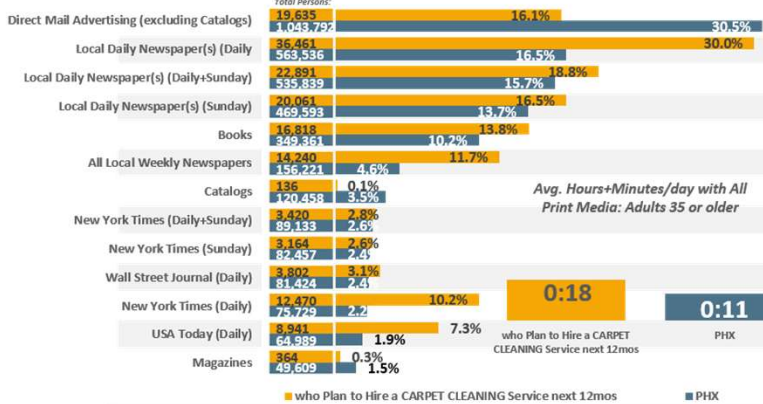




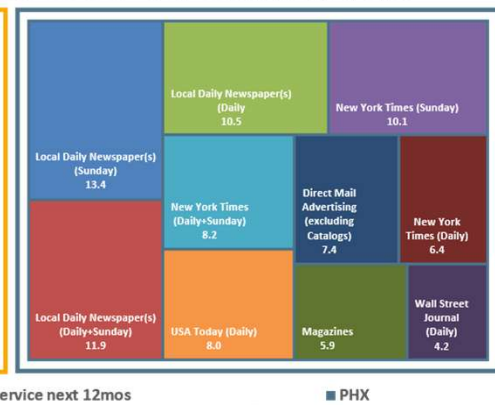
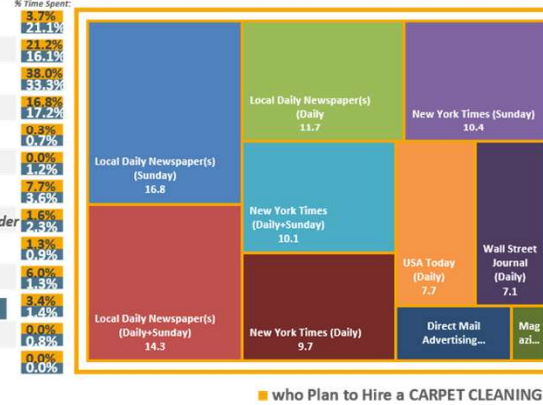
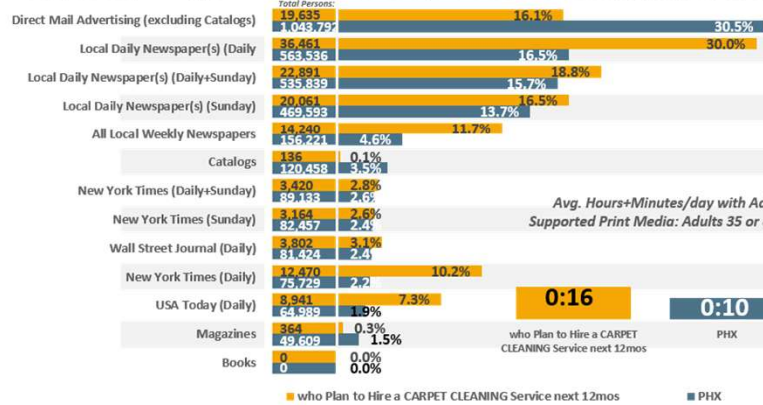


22,891 or 18.8% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.3 minutes every day representing 38.% of all time spent daily with All forms of Print Media.

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



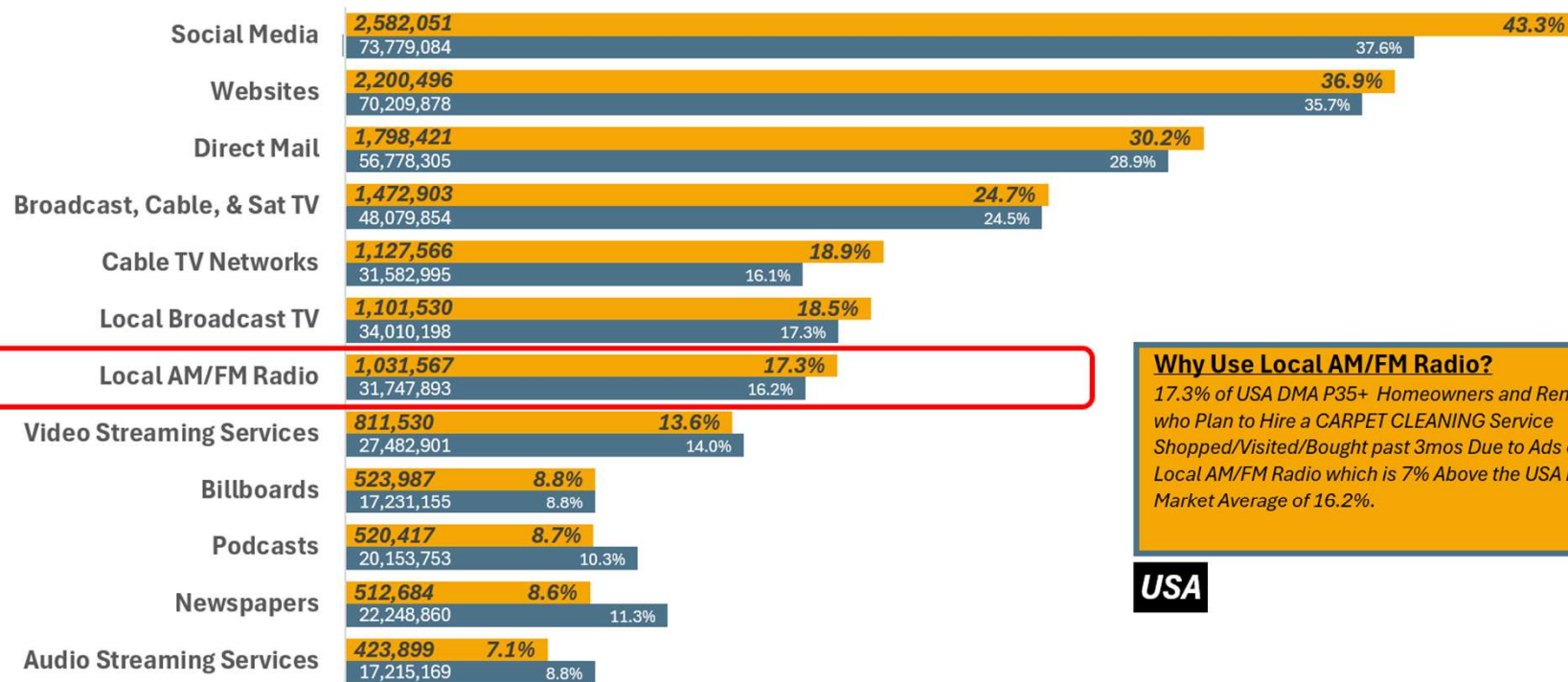
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





## "Advertising Actions"

### P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service (Shopped/Visited/Bought past 3mos Due to Ads on %)



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

17.3% of USA DMA P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 7% Above the USA DMA Market Average of 16.2%.

USA

■ P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 605  
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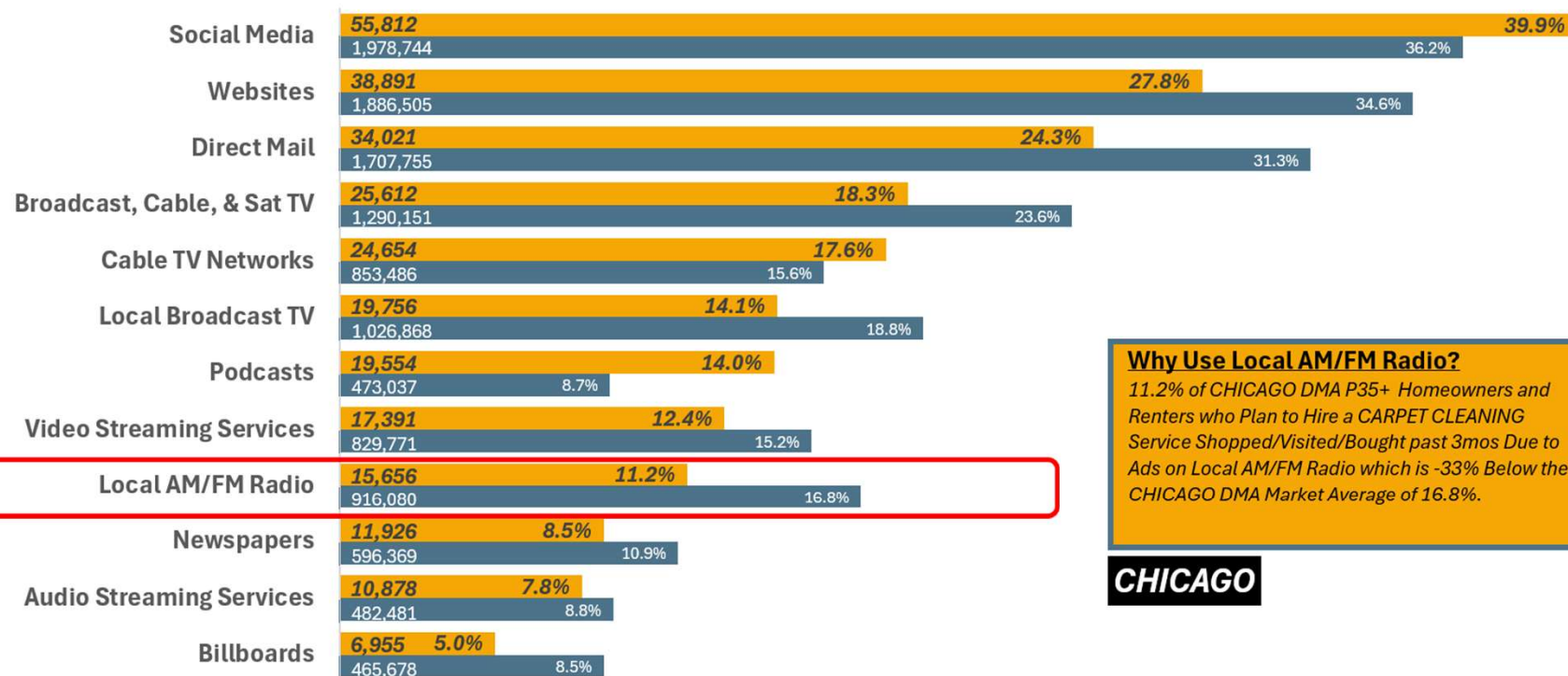
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[[([Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]



## "Advertising Actions"

### P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service (Shopped/Visited/Bought past 3mos Due to Ads on %)



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

11.2% of CHICAGO DMA P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -33% Below the CHICAGO DMA Market Average of 16.8%.

**CHICAGO**

■ P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 89  
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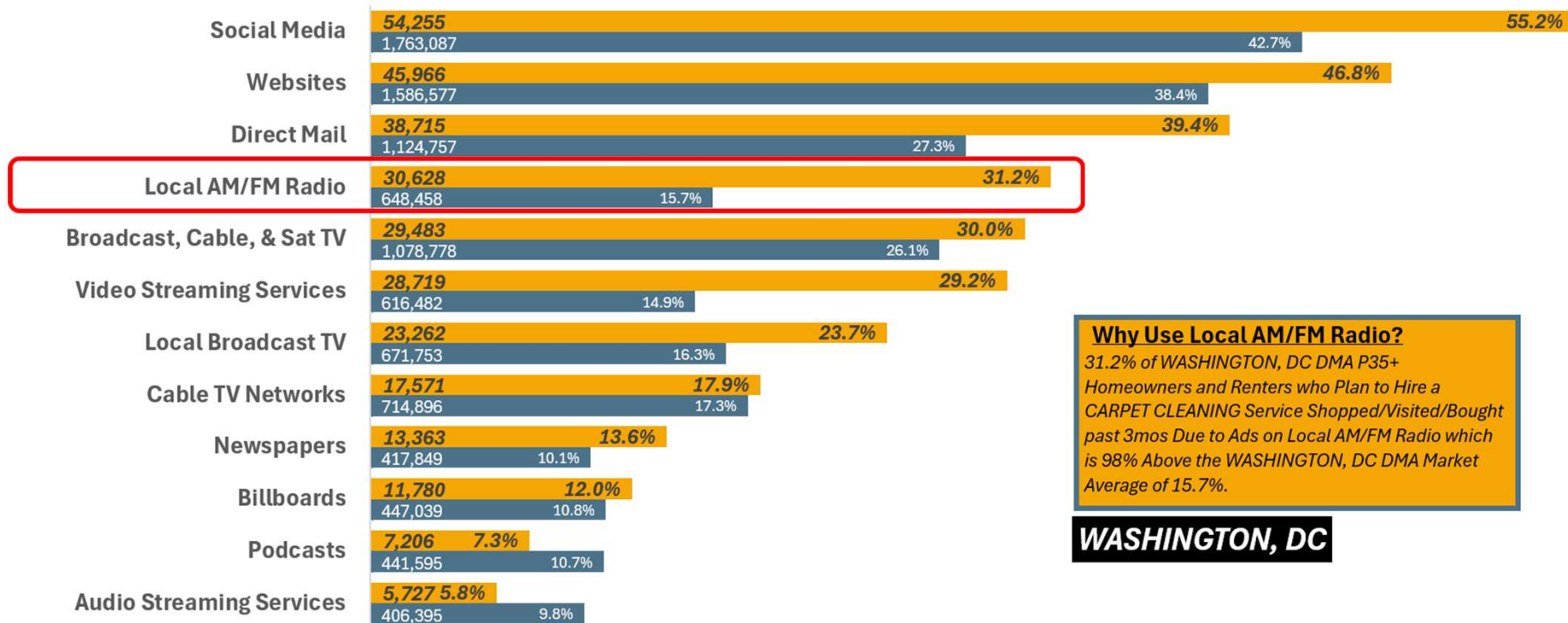
[[([Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]





## "Advertising Actions"

### P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service (Shopped/Visited/Bought past 3mos Due to Ads on %)



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

31.2% of WASHINGTON, DC DMA P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 98% Above the WASHINGTON, DC DMA Market Average of 15.7%.

**WASHINGTON, DC**

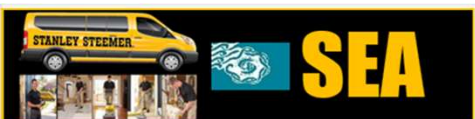
■ P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 111  
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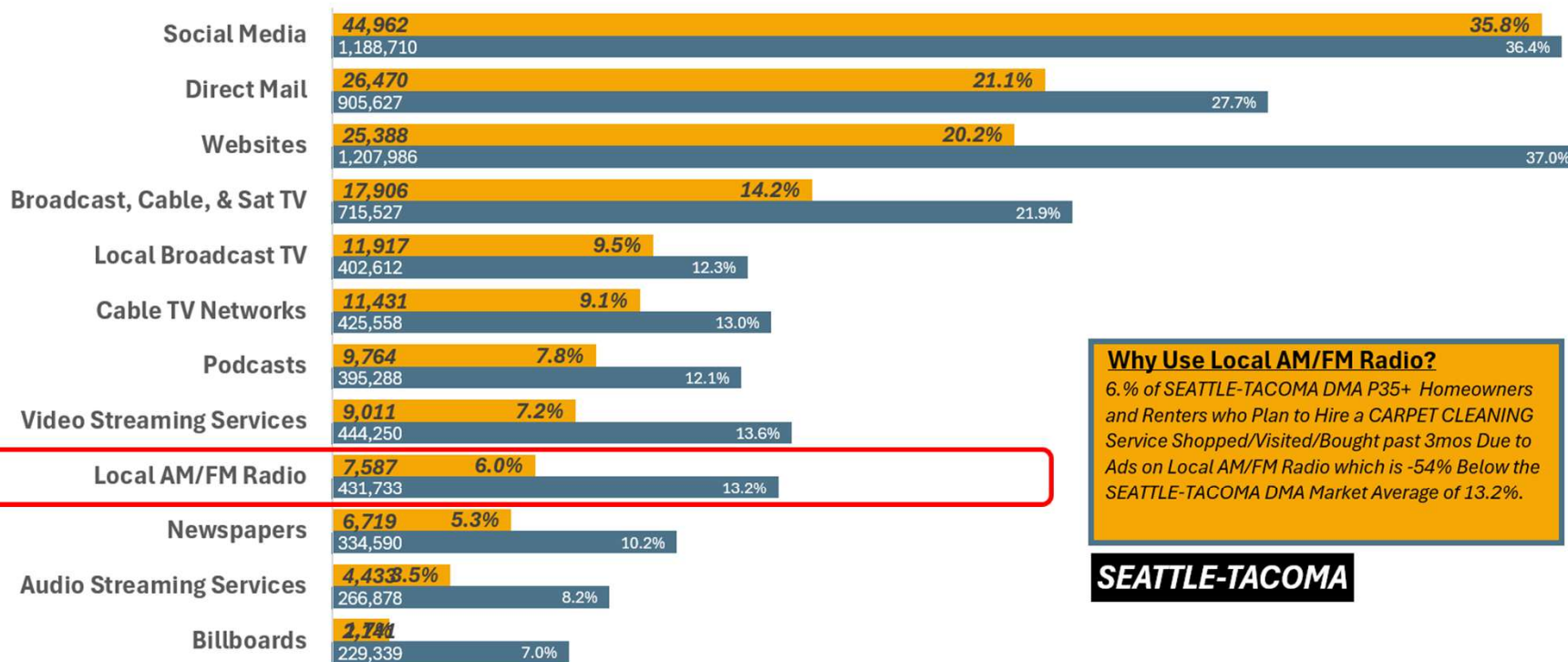
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[[([Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]



## "Advertising Actions"

### P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service (Shopped/Visited/Bought past 3mos Due to Ads on %)



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

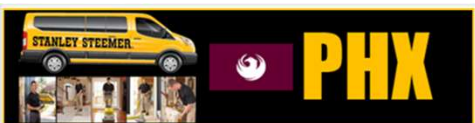
6.0% of SEATTLE-TACOMA DMA P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -54% Below the SEATTLE-TACOMA DMA Market Average of 13.2%.

**SEATTLE-TACOMA**

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 127  
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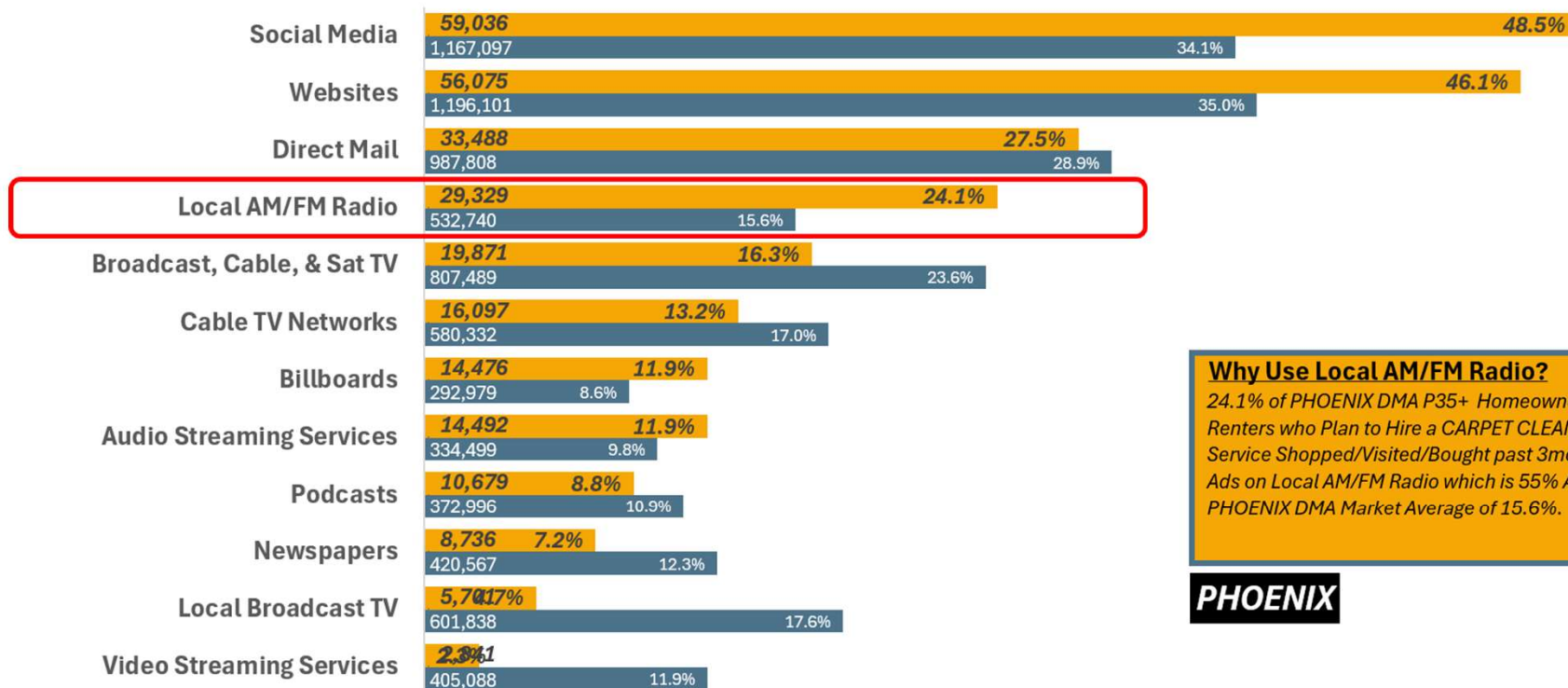
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[[([Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]



## "Advertising Actions"

### P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service (Shopped/Visited/Bought past 3mos Due to Ads on %)



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

24.1% of PHOENIX DMA P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 55% Above the PHOENIX DMA Market Average of 15.6%.

**PHOENIX**

■ P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 70  
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[[([Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]