

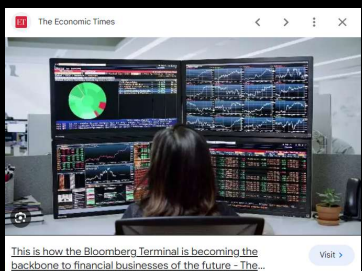
USA+4 More DMAs – P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos!

Complete Demographic & Media Use Profiles



P35+

Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA** **P35+ Single-Family Homeowners** who Spent \$5,000+ on HVAC System Repair or Replacement in the past 12 months as of **March 31, 2026**.



The Master Trust Bank of Japan, Ltd.
日本マスタートラスト信託銀行

NOMURA
ASSET MANAGEMENT



ARISTOTLE
CAPITAL MANAGEMENT

BlackRock



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

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



2.6% or 5,041,771 of USA DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months.
Typical Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 59.4 years old (3.4% older than average) and have a \$171,098 (40.7% higher than average) annual household income.

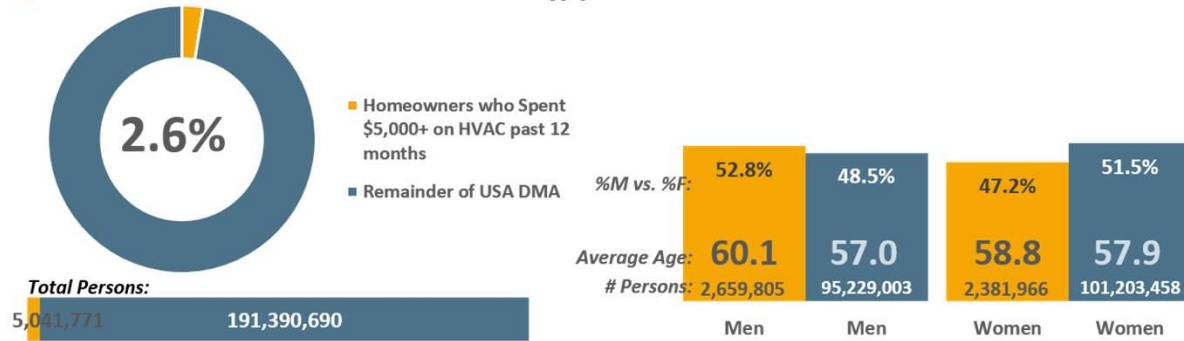


Percent of Market: Adults 35 or older

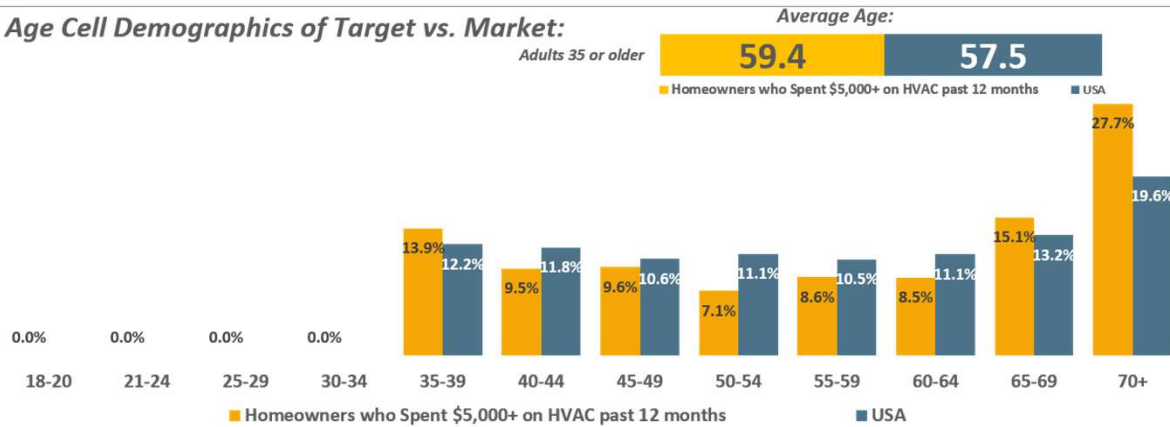


Gender of Target vs. Market: Adults 35 or older

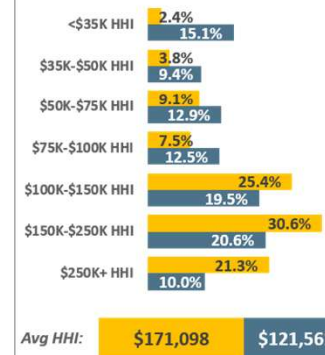
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 497
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



2.4% or 66,516 of MSP DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Typical Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 60.8 years old (5.8% older than average) and have a \$134,906 (12.9% higher than average) annual household income.

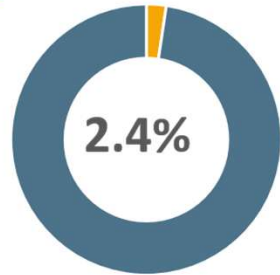


Percent of Market: Adults 35 or older



Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:



■ Homeowners who Spent \$5,000+ on HVAC past 12 months
■ Remainder of MSP DMA

Total Persons:

66,516

2,755,209

%M vs. %F:

Average Age:

Persons:

49.1%

49.3%

50.9%

50.7%

63.6

56.9

58.2

58.1

32,652

1,392,054

33,864

1,429,671

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

Average Age:

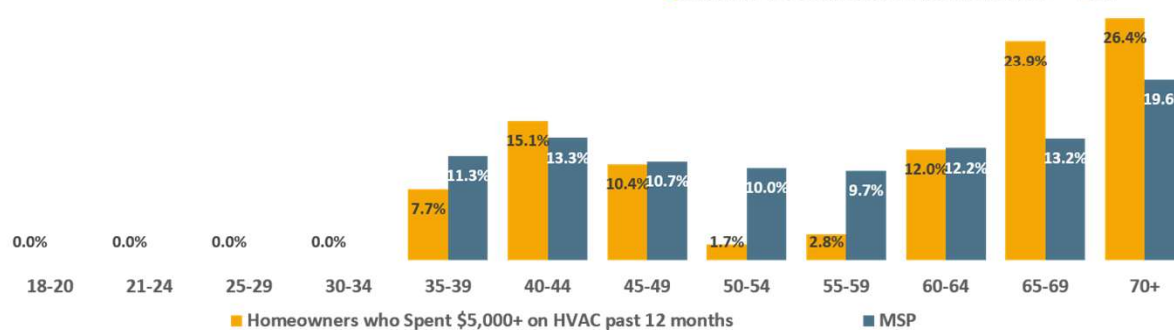
Adults 35 or older

60.8

57.5

■ Homeowners who Spent \$5,000+ on HVAC past 12 months

■ MSP

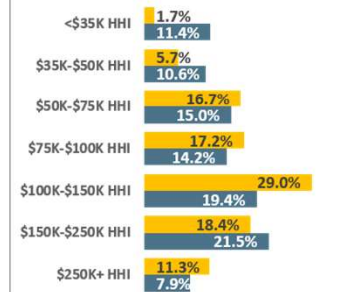


■ Homeowners who Spent \$5,000+ on HVAC past 12 months

■ MSP



HHI of Target vs. Market:



Avg HHI:

\$134,906

\$119,528



3.1% or 57,202 of STL DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Typical Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 56.2 years old (2.9% younger than average) and have a \$169,110 (54.4% higher than average) annual household income.

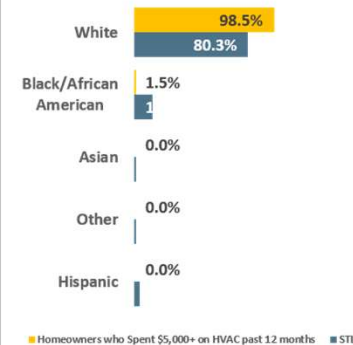
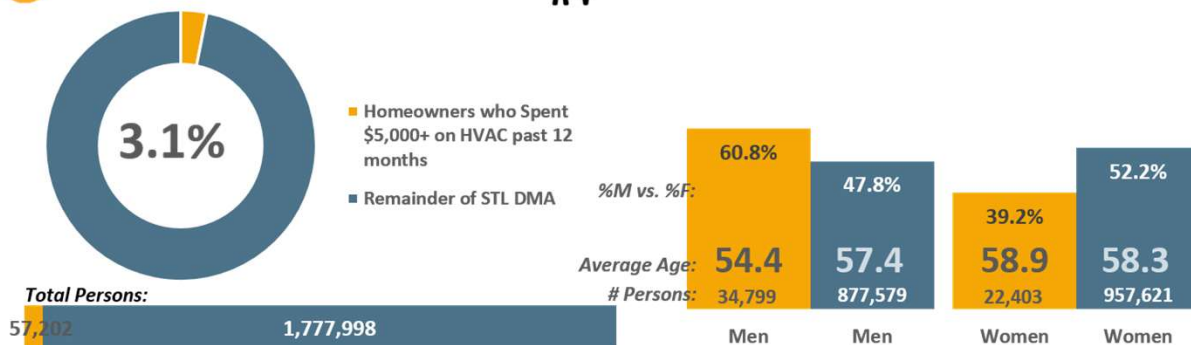


Percent of Market: Adults 35 or older

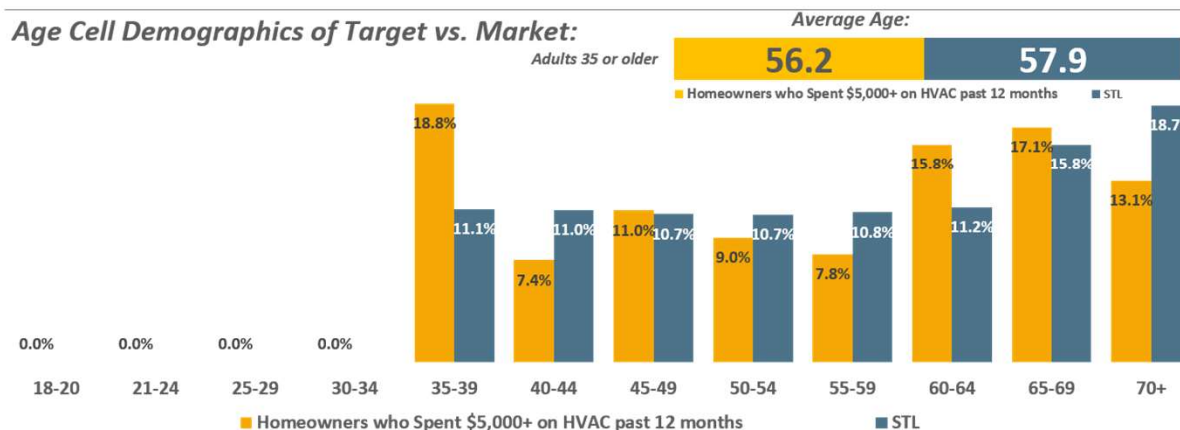


Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





2.3% or 32,091 of CIN DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Typical Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 55.3 years old (3.9% younger than average) and have a \$129,841 (22.2% higher than average) annual household income.

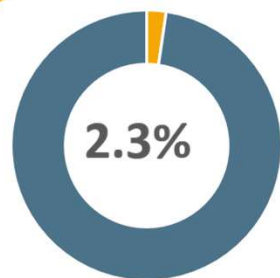


Percent of Market: Adults 35 or older



Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:



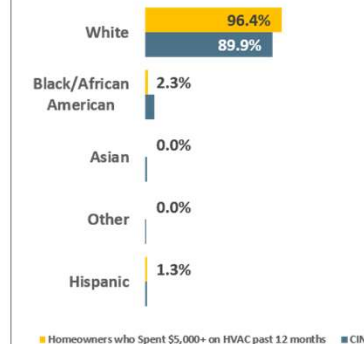
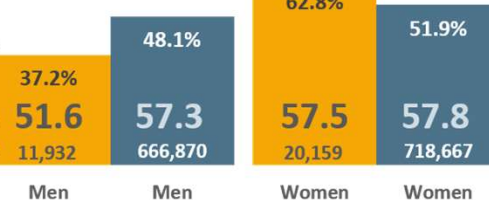
■ Homeowners who Spent \$5,000+ on HVAC past 12 months
■ Remainder of CIN DMA

Total Persons:

32,091 1,353,446

%M vs. %F:

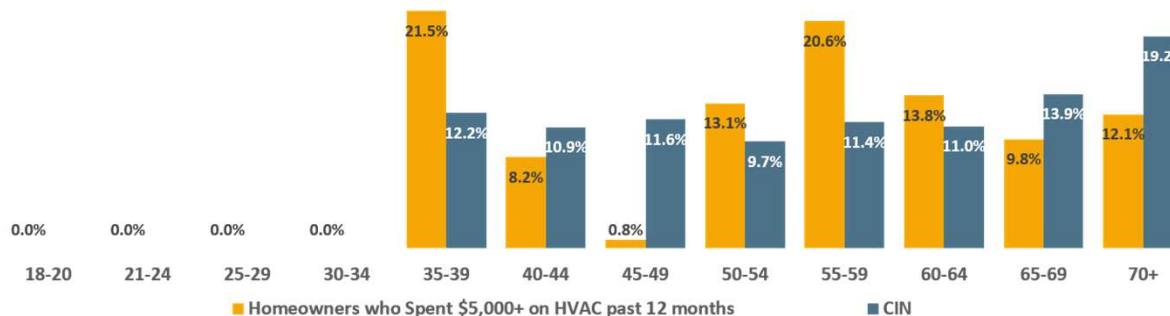
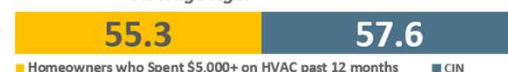
Average Age:
Persons:



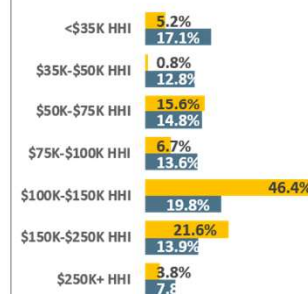
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 35 or older



HHI of Target vs. Market:



Avg HHI: \$129,841 \$106,280



2.3% or 34,683 of WPB DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Typical Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 66.2 years old (8.8% older than average) and have a \$150,372 (38.9% 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:



■ Homeowners who Spent \$5,000+ on HVAC past 12 months
■ Remainder of WPB DMA

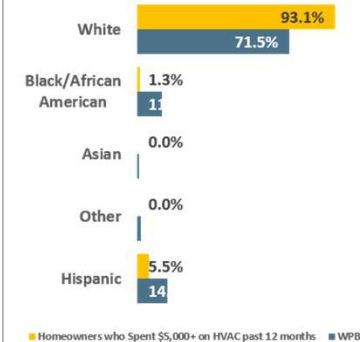
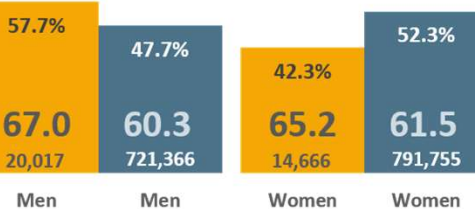
Total Persons:

34,683 1,478,438

%M vs. %F:

Average Age:

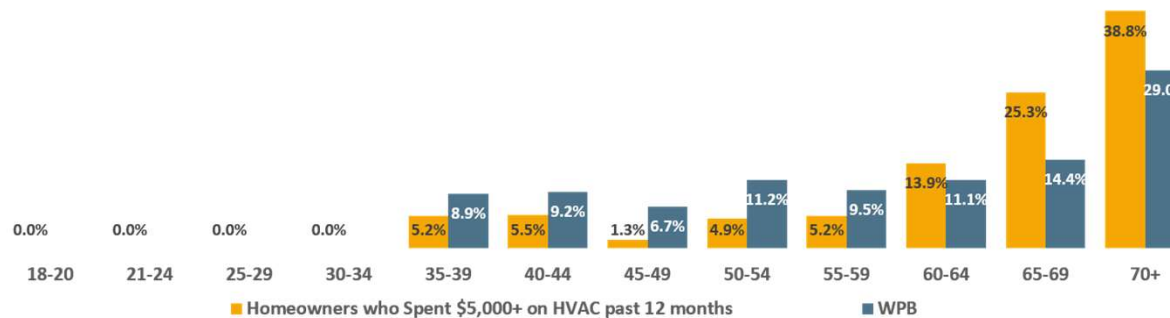
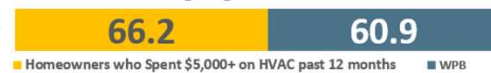
Persons:



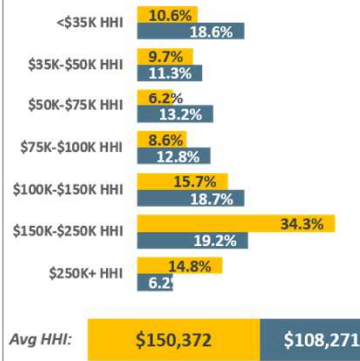
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 35 or older



HHI of Target vs. Market:



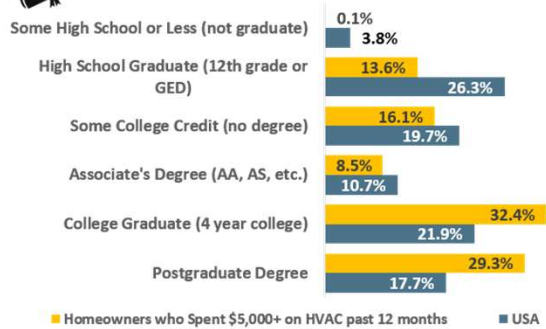
Avg HHI: \$150,372 \$108,271



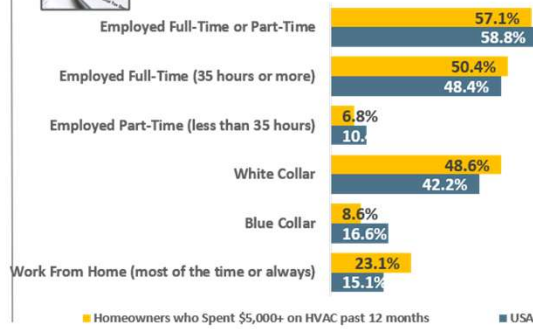
2.6% or 5,041,771 of USA DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12...
 Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 55.8% more likely to be a college graduate, 4.1% more likely to work full-time, 28.2% more likely to be married, 8.8% more likely to be a grandparent of 1 or more children under 18



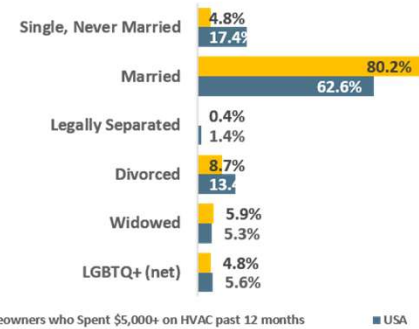
Education Levels: Adults 35 or older



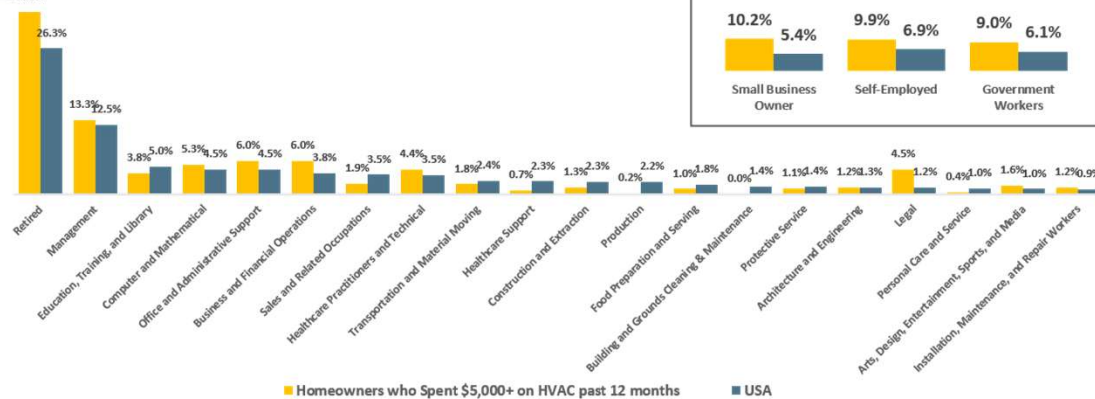
Employment: Adults 35 or older



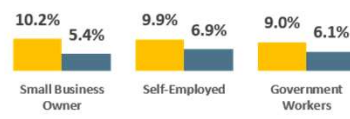
Marital Status: Adults 35 or older



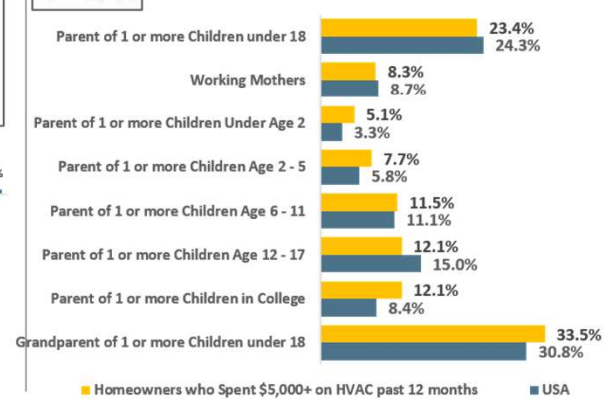
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

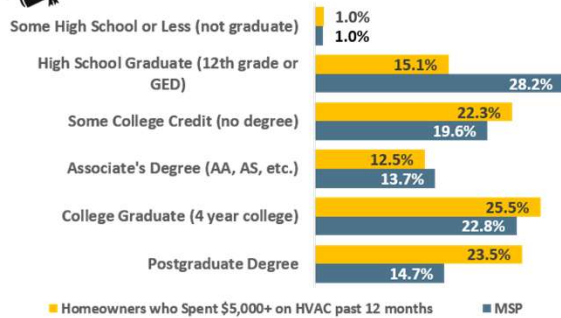




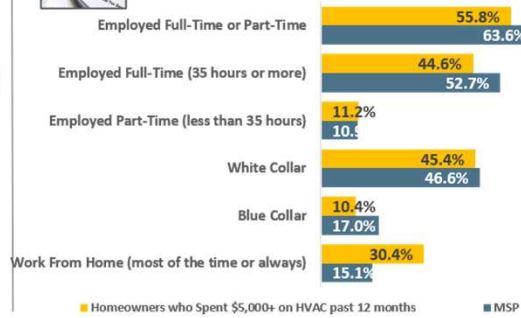
2.4% or 66,516 of MSP DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12... Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 30.5% more likely to be a college graduate, 15.3% less likely to work full-time, 10.3% more likely to be married, 4.3% less likely to be a grandparent of 1 or more children under 1



Education Levels: Adults 35 or older



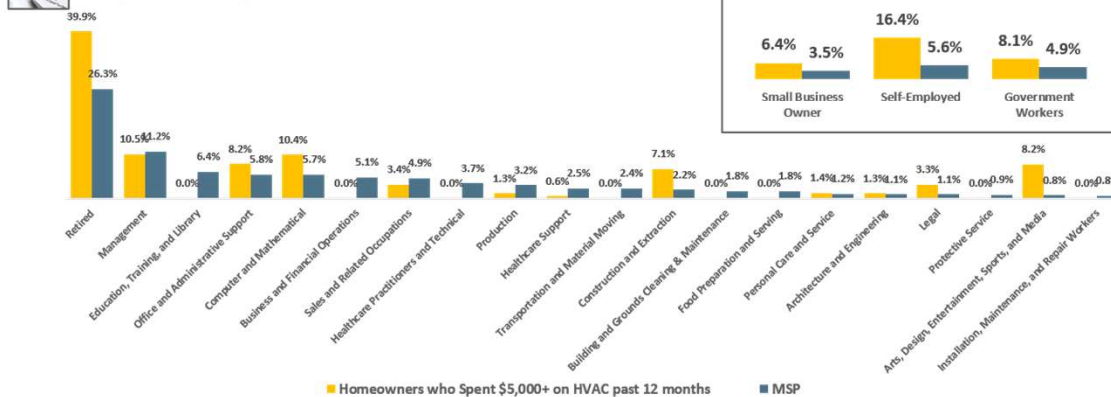
Employment: Adults 35 or older



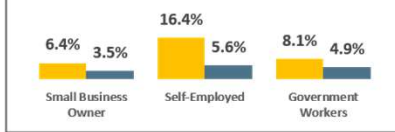
Marital Status: Adults 35 or older



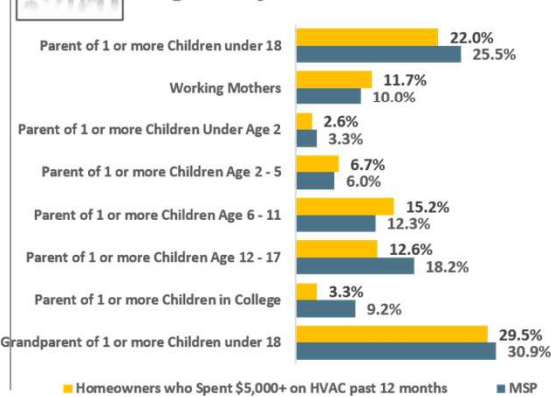
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

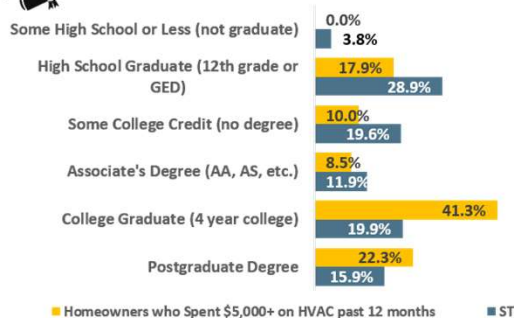




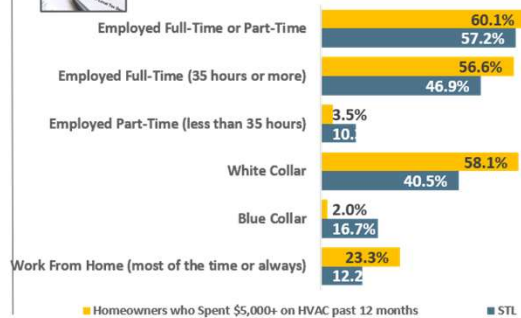
3.1% or 57,202 of STL DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 77.8% more likely to be a college graduate, 20.5% more likely to work full-time, 13.6% more likely to be married, 21.1% less likely to be a grandparent of 1 or more children under



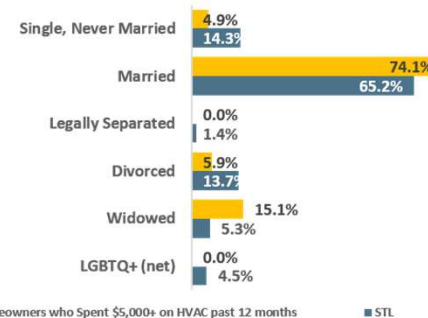
Education Levels: Adults 35 or older



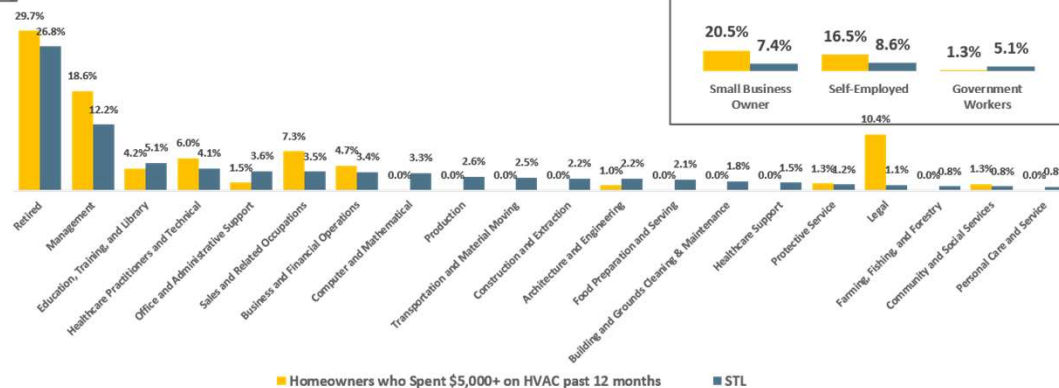
Employment: Adults 35 or older



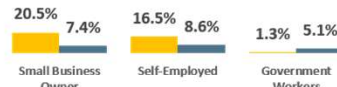
Marital Status: Adults 35 or older



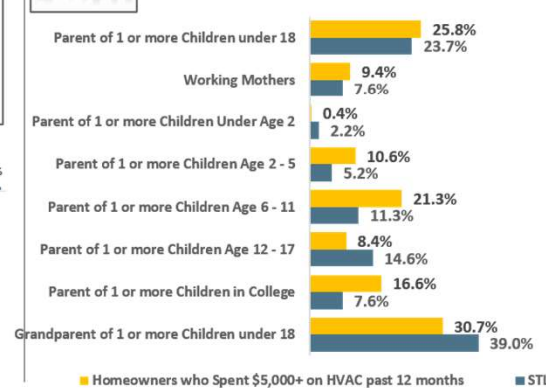
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

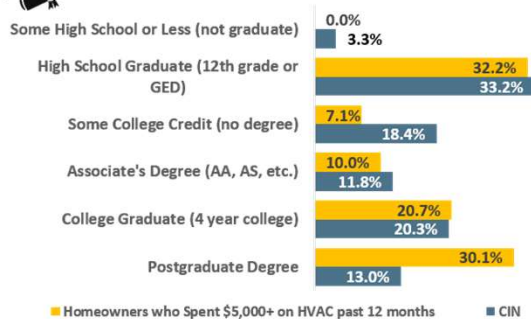




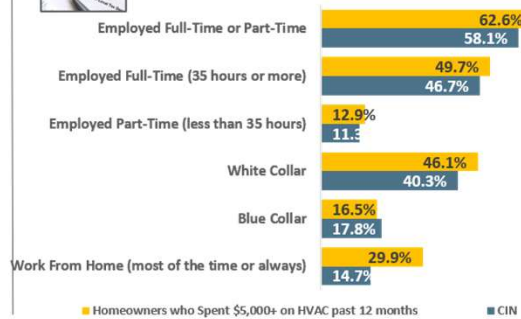
2.3% or 32,091 of CIN DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 52.4% more likely to be a college graduate, 6.3% more likely to work full-time, 48.9% more likely to be married, 22.6% more likely to be a grandparent of 1 or more children under 1



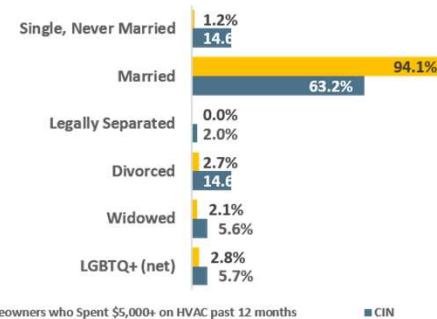
Education Levels: Adults 35 or older



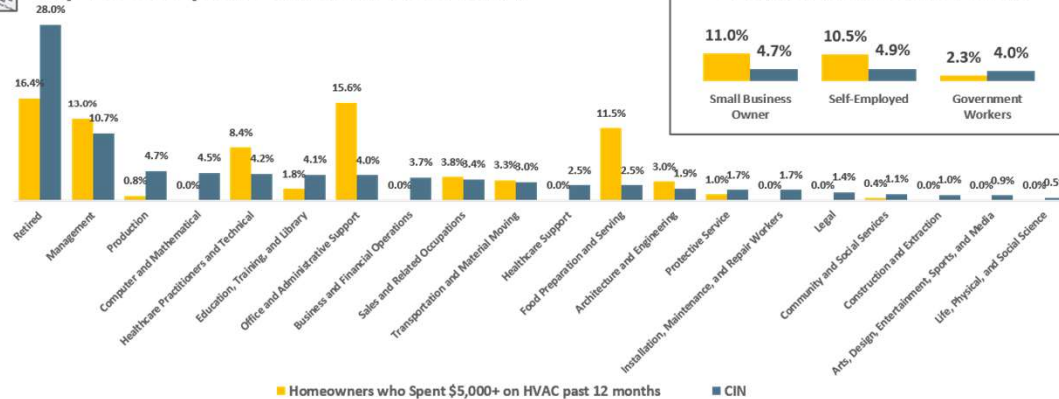
Employment: Adults 35 or older



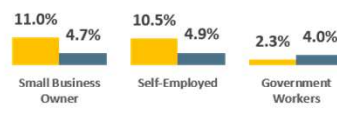
Marital Status: Adults 35 or older



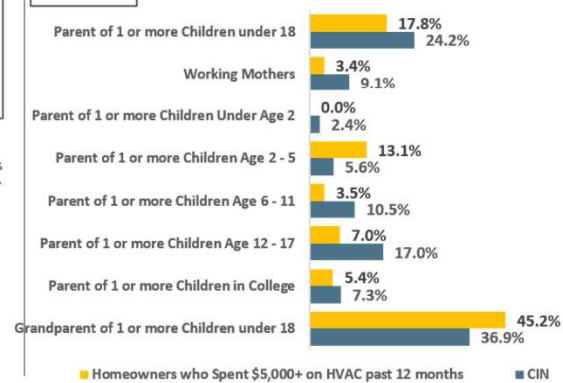
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

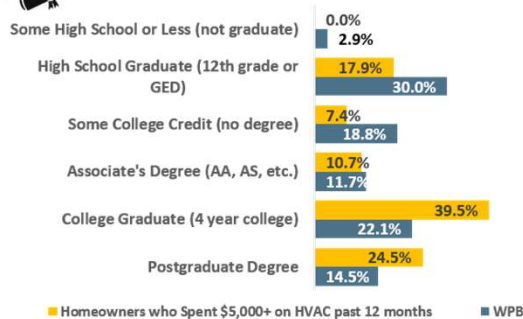




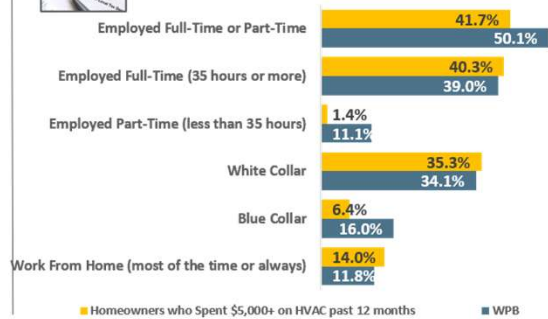
2.3% or 34,683 of WPB DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12... Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 74.9% more likely to be a college graduate, 3.4% more likely to work full-time, 34.4% more likely to be married, 30.7% more likely to be a grandparent of 1 or more children under 1



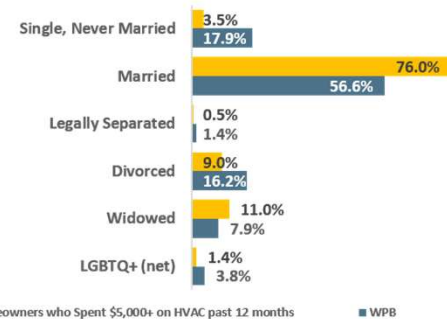
Education Levels: Adults 35 or older



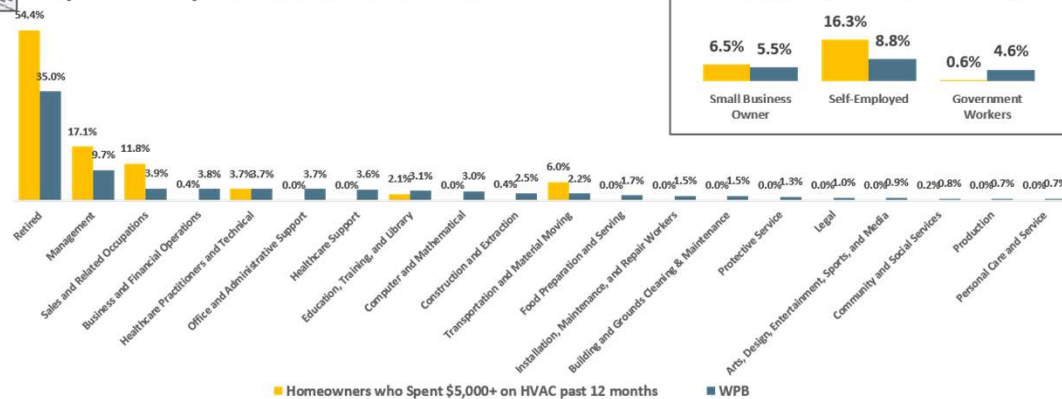
Employment: Adults 35 or older



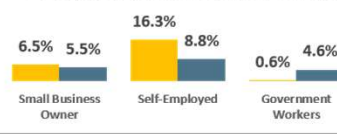
Marital Status: Adults 35 or older



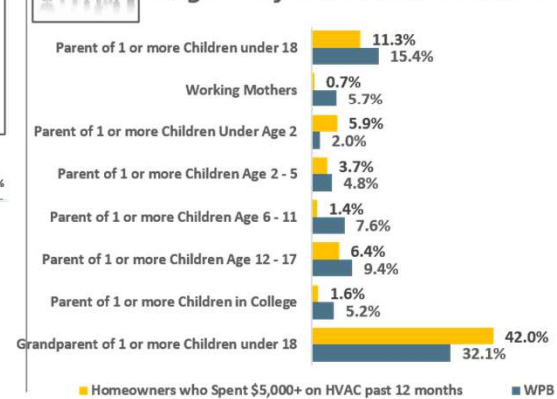
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



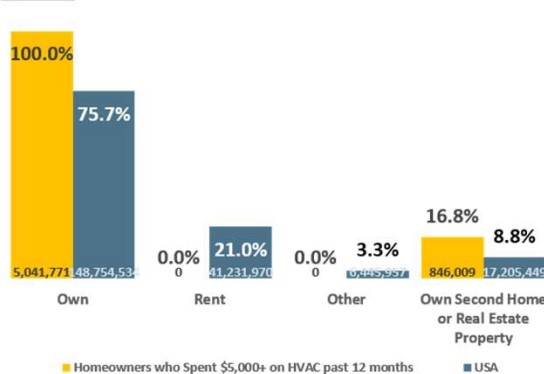
Stage in Life: Adults 35 or older



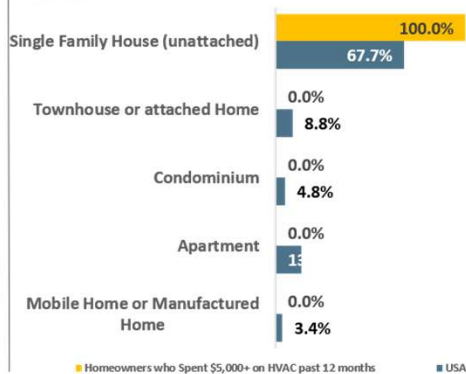


2.6% or 5,041,771 of USA DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12... Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 32.1% more likely to own their home, 31.9% more likely to own a higher valued home, 47.8% more likely to have a single-family home, 28.9% more likely to have a dog.

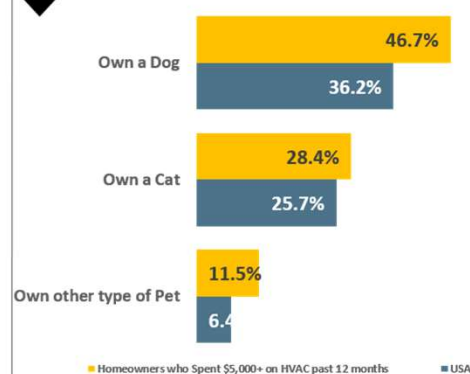
Own/Rent/Other: Adults 35 or older



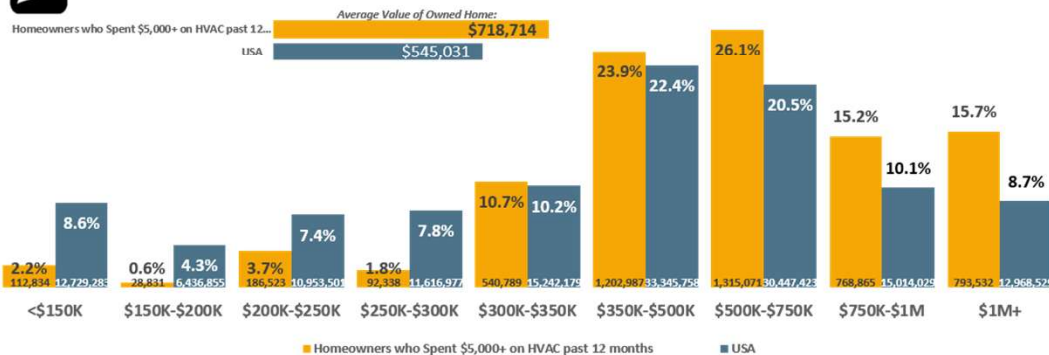
Type of Home: Adults 35 or older



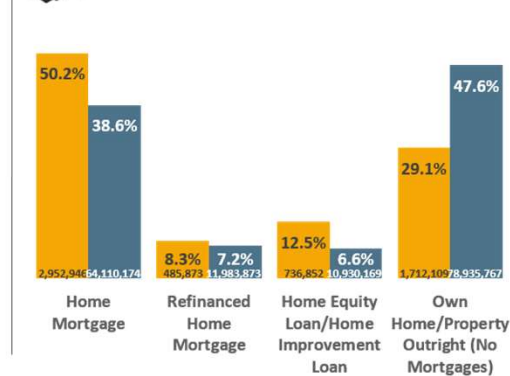
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

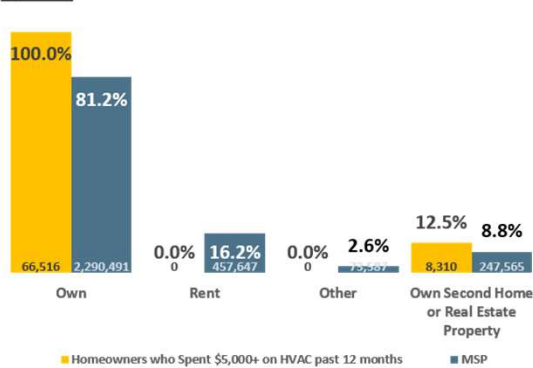




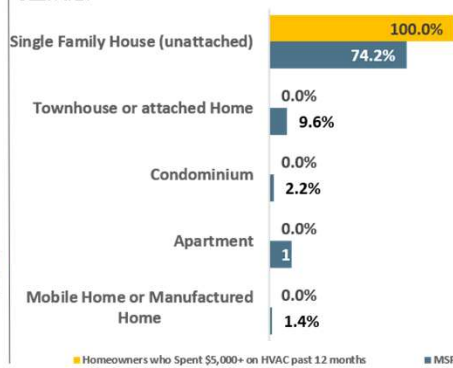
2.4% or 66,516 of MSP DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 23.2% more likely to own their home, 5.3% more likely to own a lower valued home, 34.8% more likely to have a single-family home, .9% less likely to have a dog.



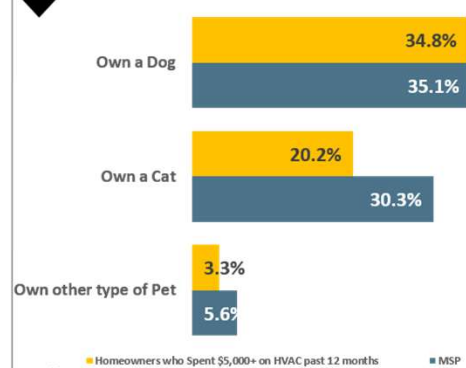
Own/Rent/Other: Adults 35 or older



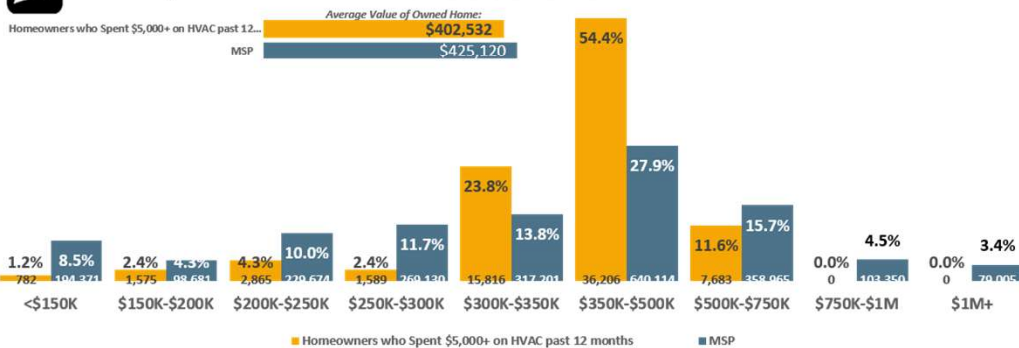
Type of Home: Adults 35 or older



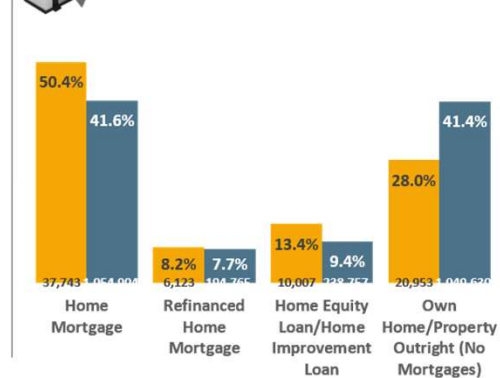
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

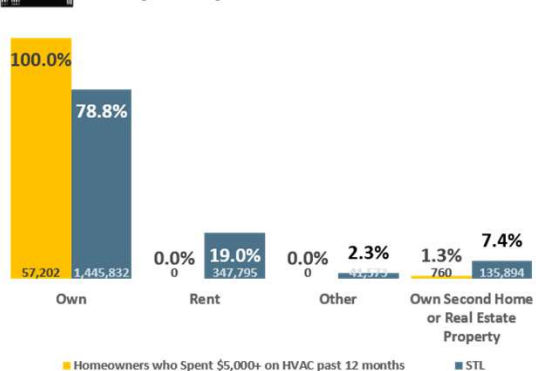




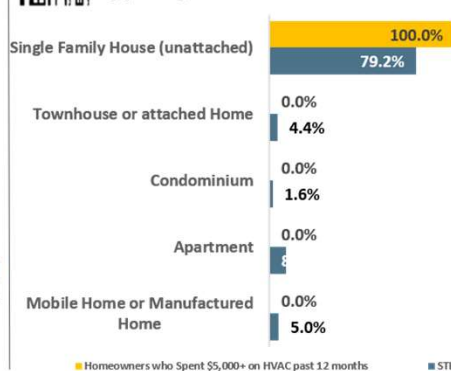
3.1% or 57,202 of STL DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 26.9% more likely to own their home, 72.8% more likely to own a higher valued home, 26.3% more likely to have a single-family home, 49.3% more likely to have a dog.



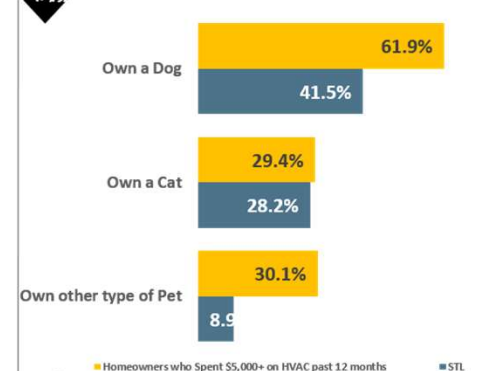
Own/Rent/Other: Adults 35 or older



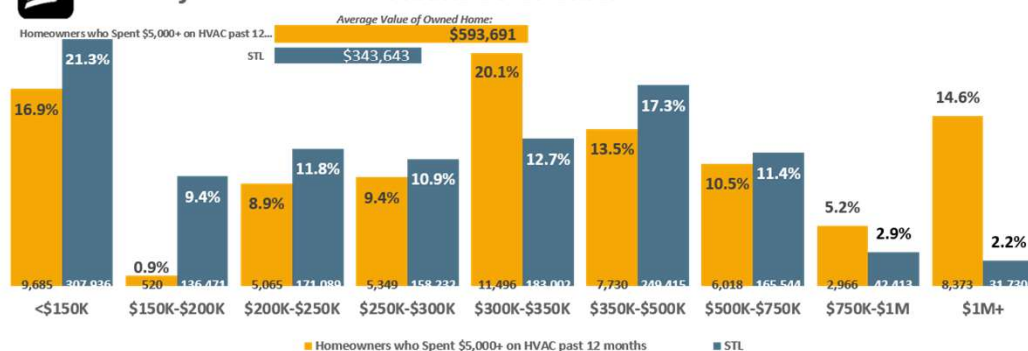
Type of Home: Adults 35 or older



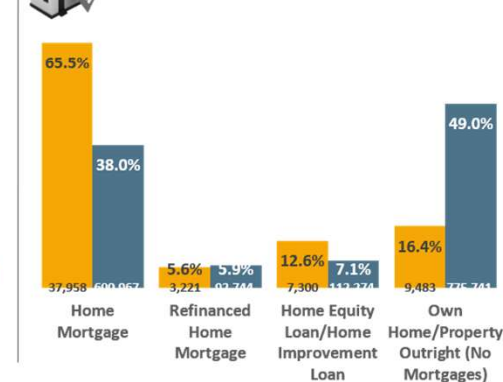
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

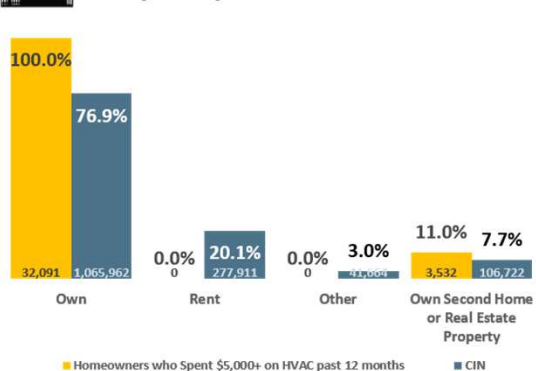




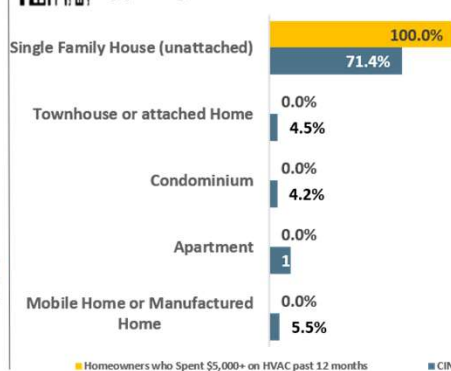
2.3% or 32,091 of CIN DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 30.% more likely to own their home, 1.6% more likely to own a higher valued home, 40.% more likely to have a single-family home, 56.3% more likely to have a dog.



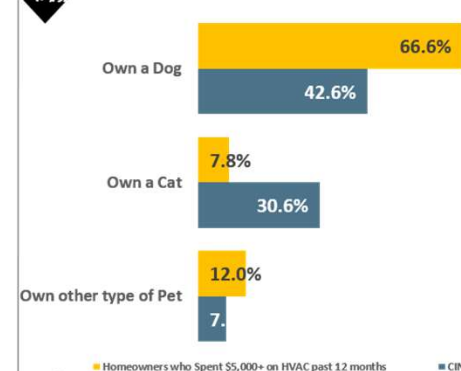
Own/Rent/Other: Adults 35 or older



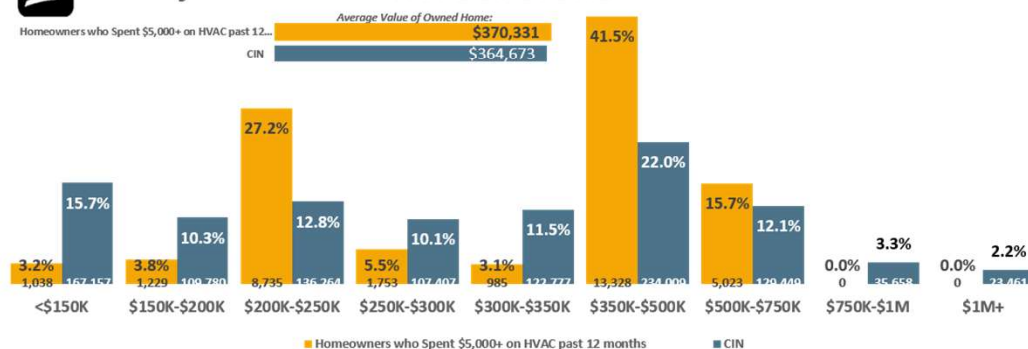
Type of Home: Adults 35 or older



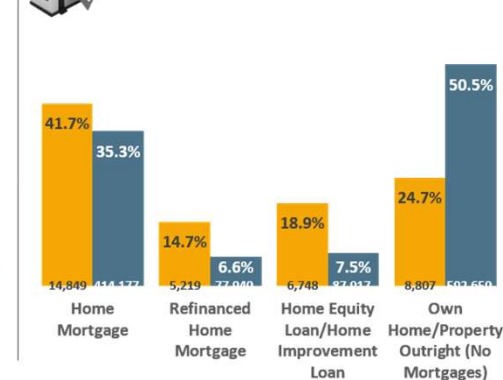
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

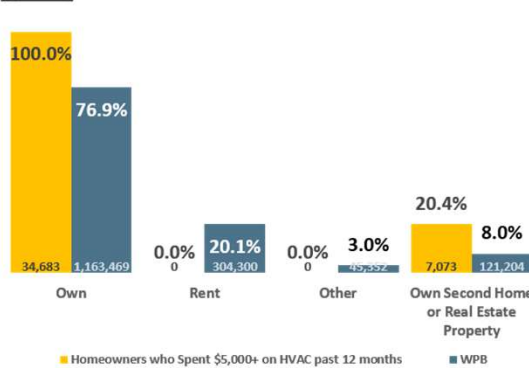




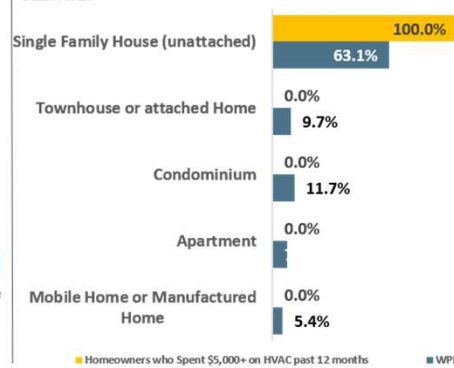
2.3% or 34,683 of WPB DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 30.1% more likely to own their home, 39.4% more likely to own a higher valued home, 58.5% more likely to have a single-family home, 50.2% more likely to have a dog.



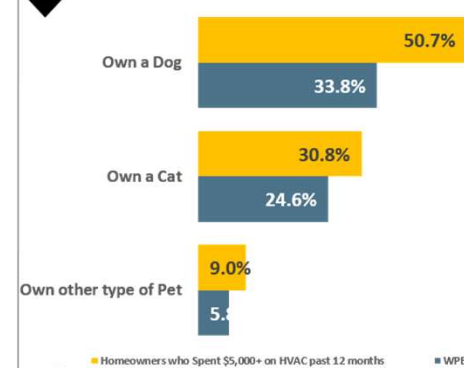
Own/Rent/Other: Adults 35 or older



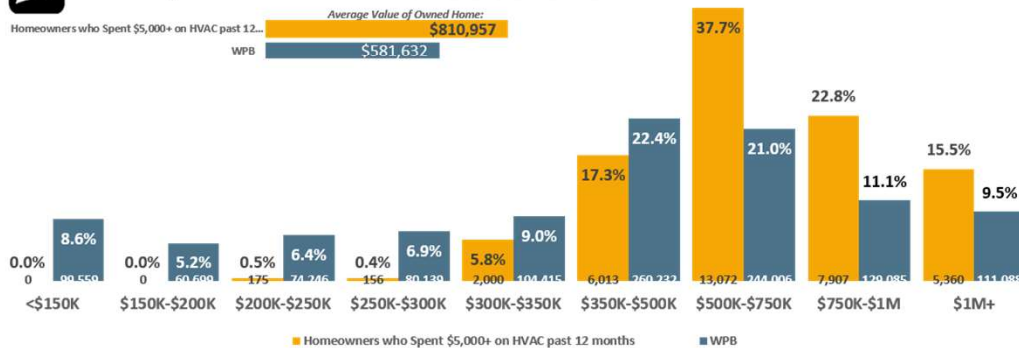
Type of Home: Adults 35 or older



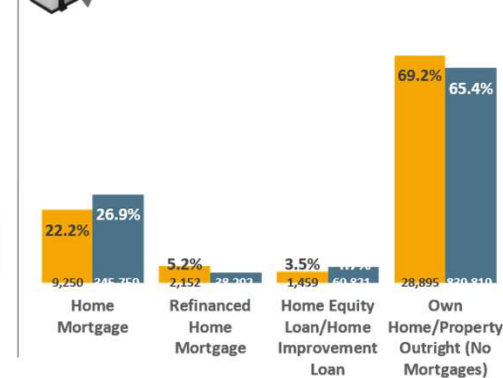
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

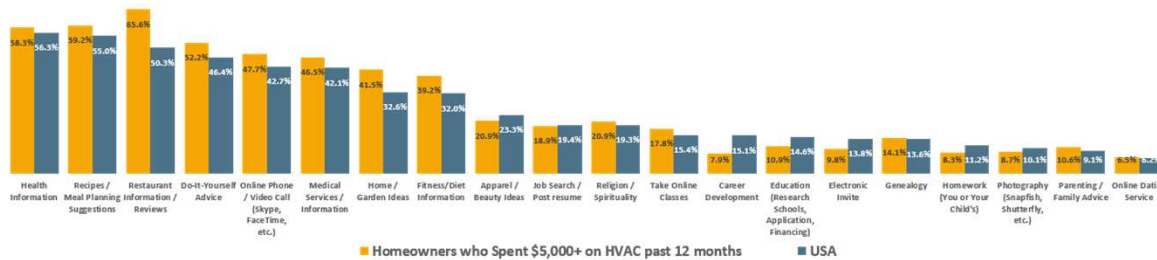




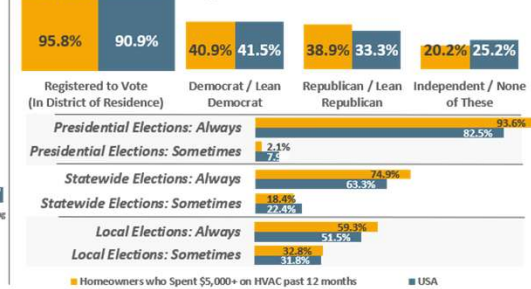
2.6% or 5,041,771 of USA DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12... Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 12.5% more likely to look up D-I-Y advice online, 15.% more likely to always vote in local elections, 26.1% more likely to belong to a gym, 17.5% more likely to fly domestic past y



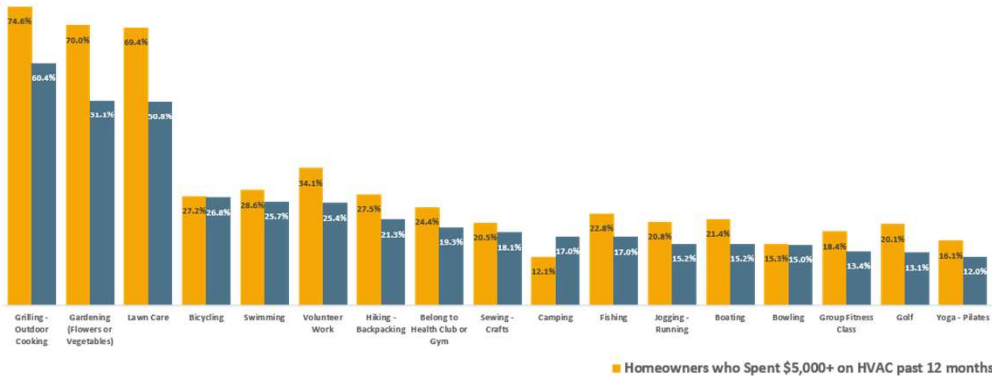
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



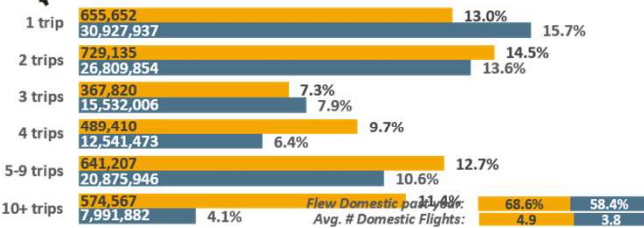
Political Activity: Adults 35 or older



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



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

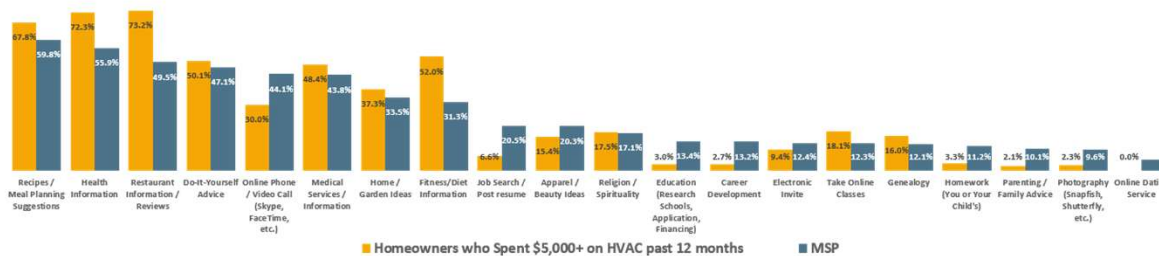




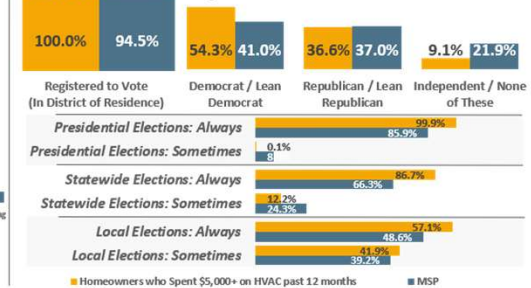
2.4% or 66,516 of MSP DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 6.4% more likely to look up D-I-Y advice online, 17.5% more likely to always vote in local elections, 43.3% more likely to belong to a gym, 13.6% more likely to fly domestic past y



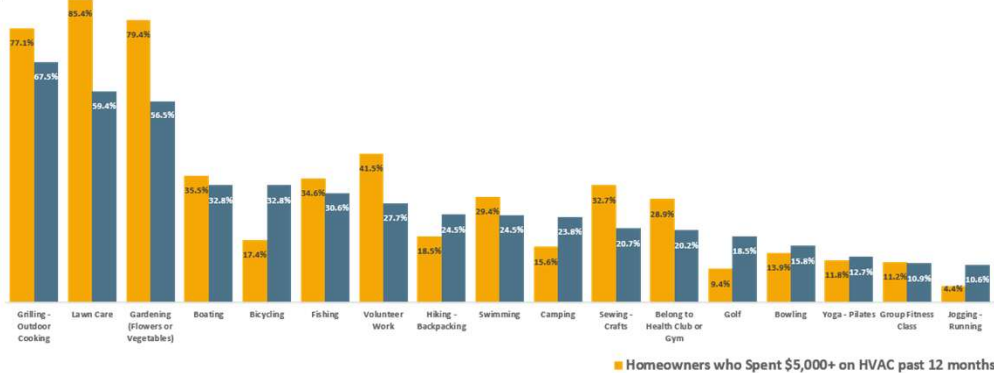
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



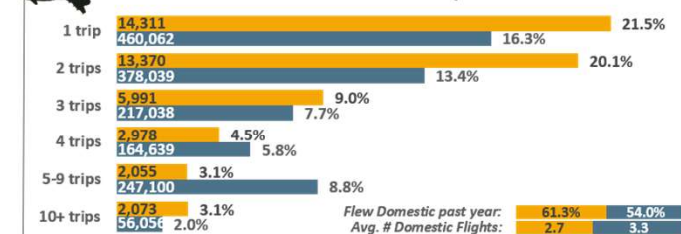
Political Activity: Adults 35 or older



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



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

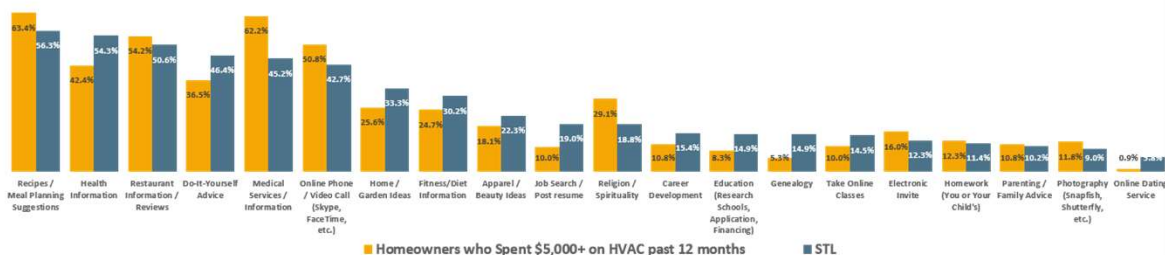




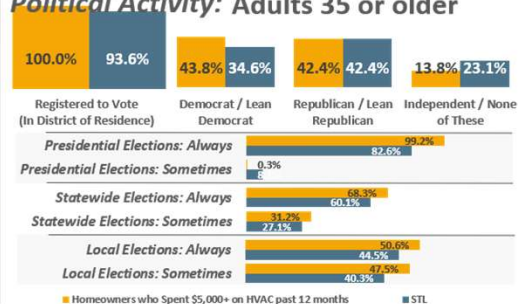
3.1% or 57,202 of STL DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 21.4% less likely to look up D-I-Y advice online, 13.6% more likely to always vote in local elections, 46.5% more likely to belong to a gym, 5.1% more likely to fly domestic past y



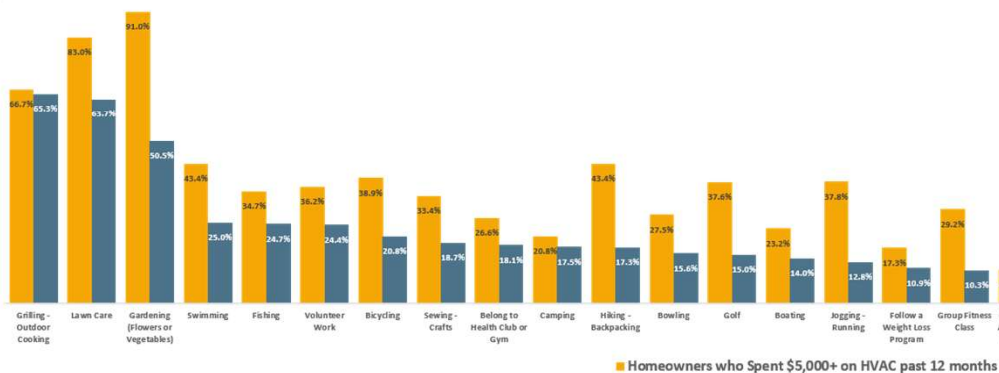
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



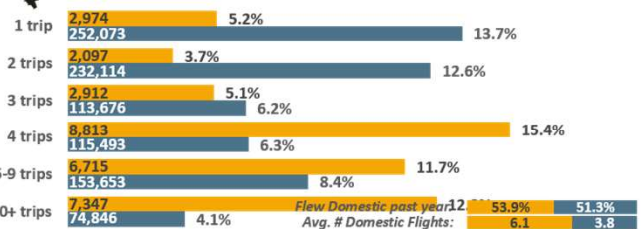
Political Activity: Adults 35 or older



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 year12

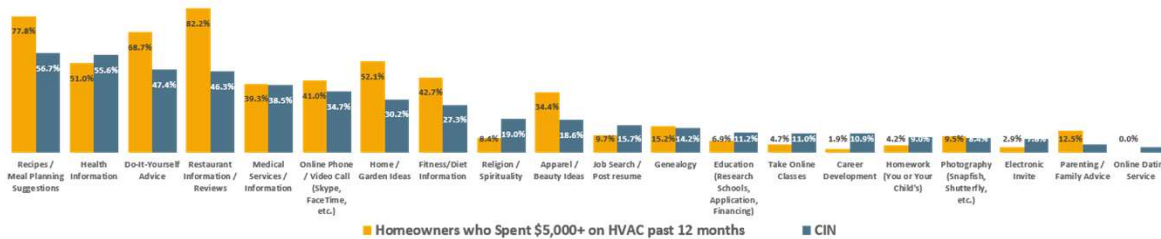
Avg. # Domestic Flights: 6.1 (Homeowners) vs 3.8 (STL)



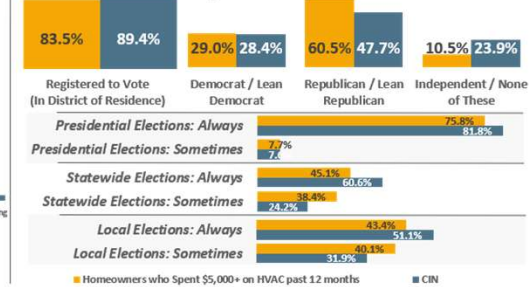
2.3% or 32,091 of CIN DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 45.% more likely to look up D-I-Y advice online, 15.1% less likely to always vote in local elections, 10.3% more likely to belong to a gym, 2.9% more likely to fly domestic past yr



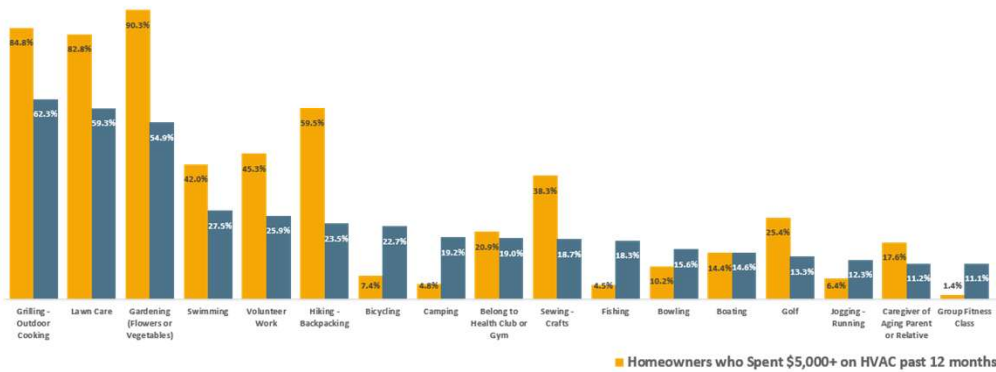
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



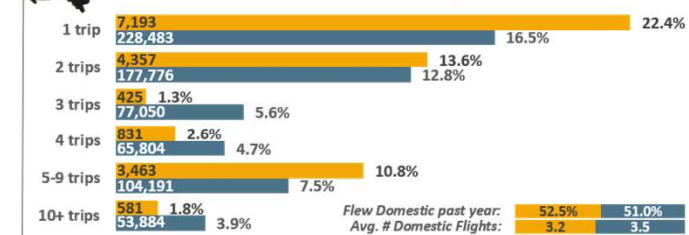
Political Activity: Adults 35 or older



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



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

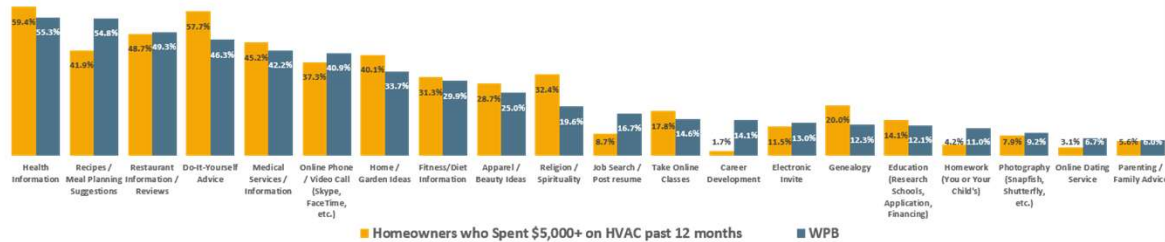




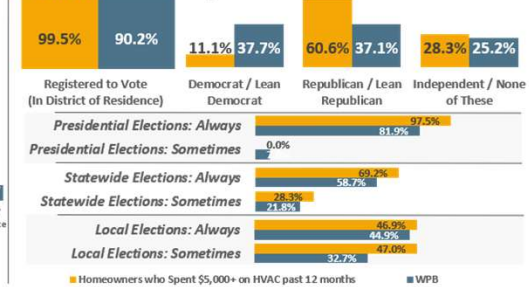
2.3% or 34,683 of WPB DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 24.6% more likely to look up D-I-Y advice online, 4.6% more likely to always vote in local elections, 136.7% more likely to belong to a gym, 24.5% more likely to fly domestic past



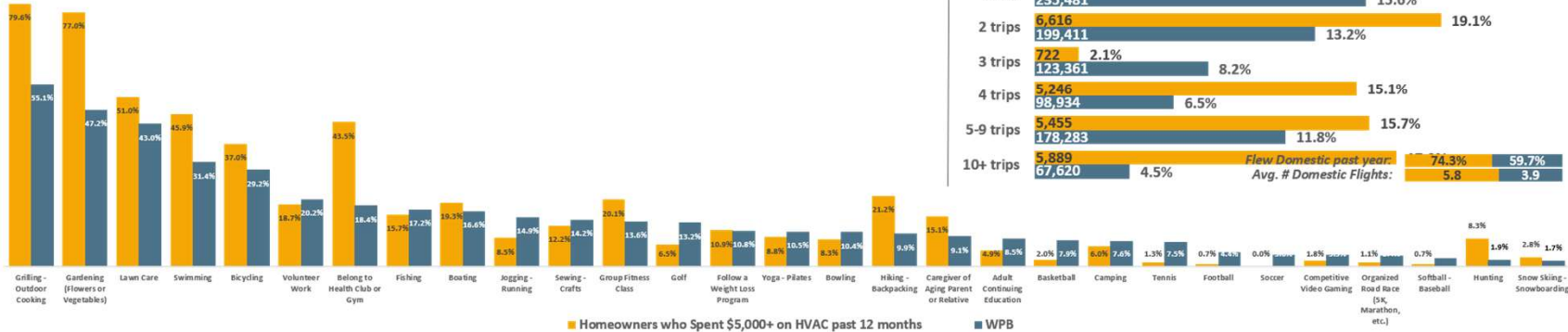
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



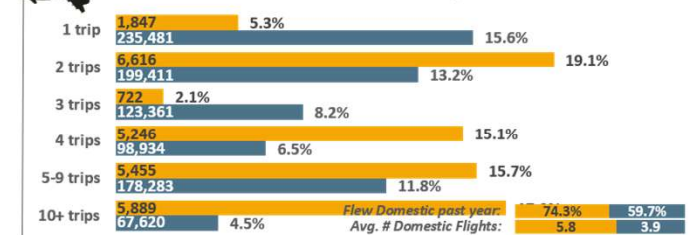
Political Activity: Adults 35 or older



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



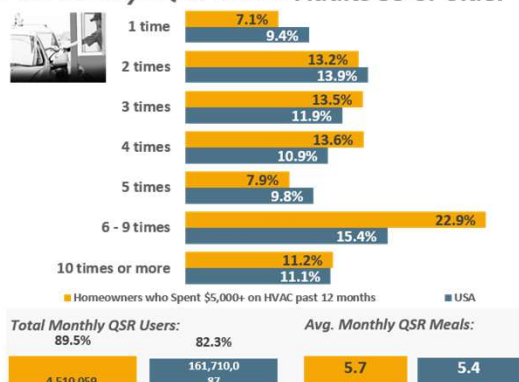
Past 12-months Domestic Airline Trips: Adults 35 or older



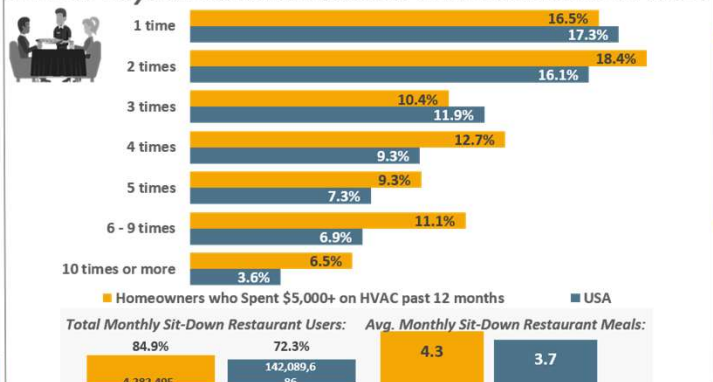


2.6% or 5,041,771 of USA DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 8.7% more likely to use QSRs past mo., 17.4% more likely to use Sit-Down Restaurants past mo., 9.5% less likely to use Casinos past yr., 51.8% less likely to smoke cigarettes.

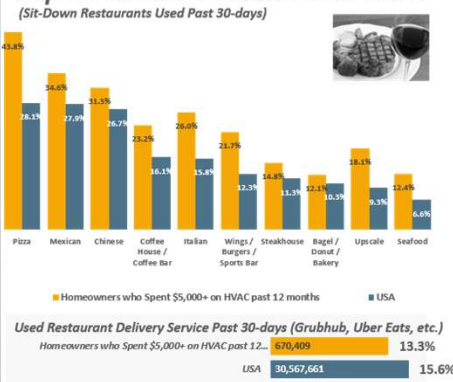
Past 30-days QSR Users: Adults 35 or older



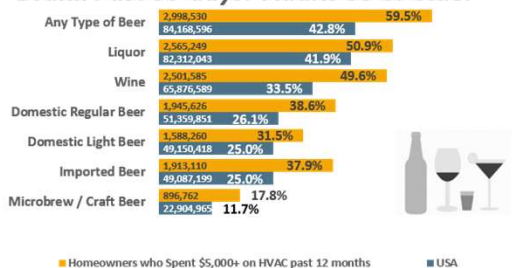
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



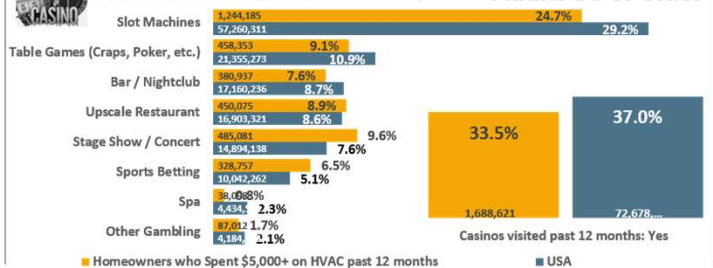
Top-10 Cuisines: Adults 35 or older



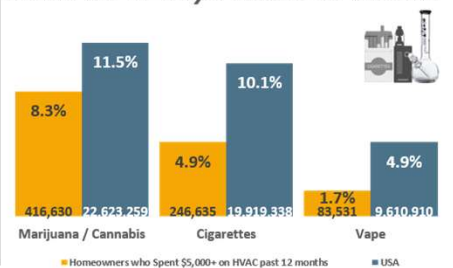
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



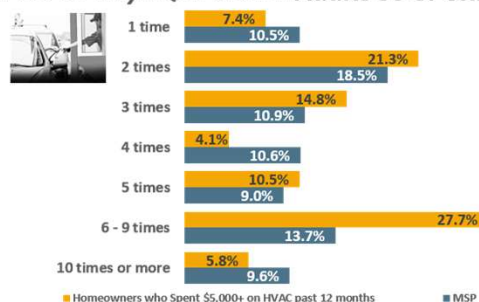
Used Past 30-days: Adults 35 or older





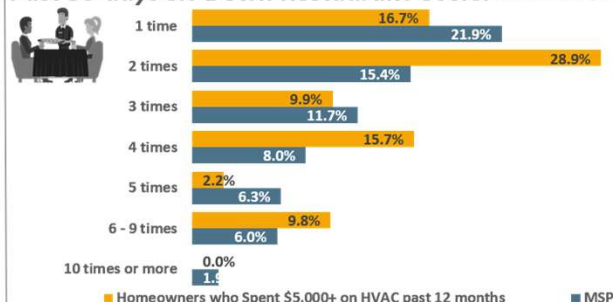
2.4% or 66,516 of MSP DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 10.6% more likely to use QSRs past mo., 16.9% more likely to use Sit-Down Restaurants past mo., 31.3% less likely to use Casinos past yr., 30.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



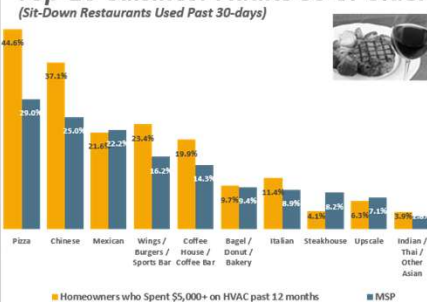
Total Monthly QSR Users: 91.5%
Avg. Monthly QSR Meals: 5.0

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



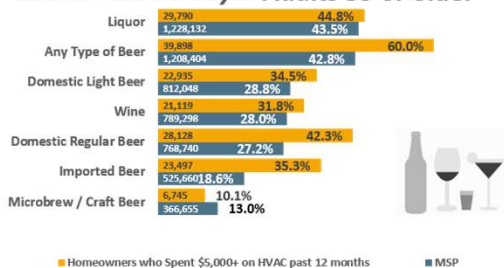
Total Monthly Sit-Down Restaurant Users: 83.2%
Avg. Monthly Sit-Down Restaurant Meals: 3.0

Top-10 Cuisines: Adults 35 or older

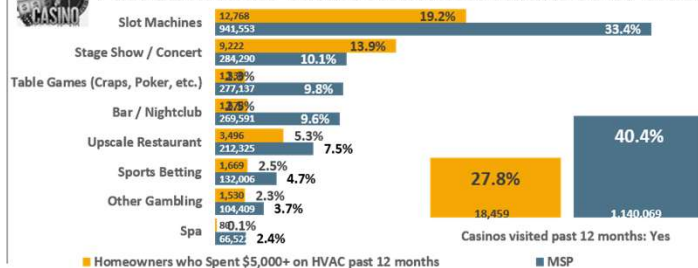


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
Homeowners who Spent \$5,000+ on HVAC past 12 months: 4,704 (7.1%)
MSP: 279,125 (9.9%)

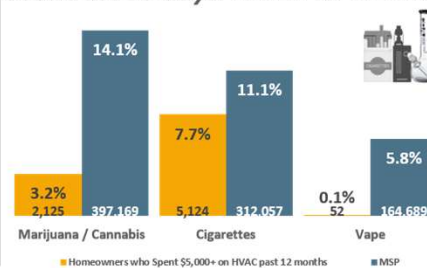
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



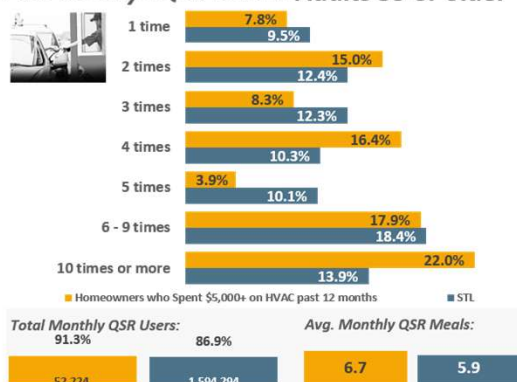
Used Past 30-days: Adults 35 or older



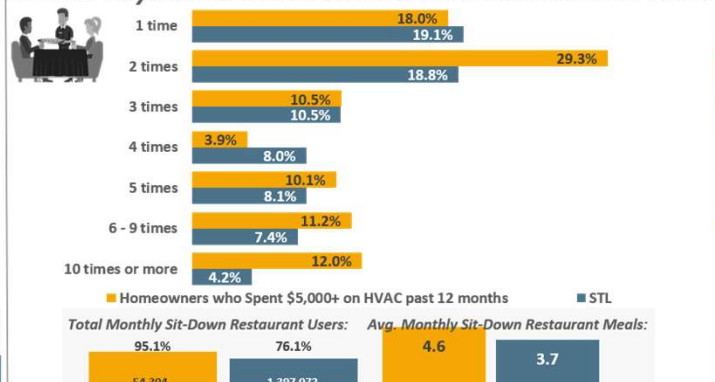


3.1% or 57,202 of STL DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 5.1% more likely to use QSRs past mo., 24.9% more likely to use Sit-Down Restaurants past mo., 24.5% less likely to use Casinos past yr., 64.3% less likely to smoke cigarettes.

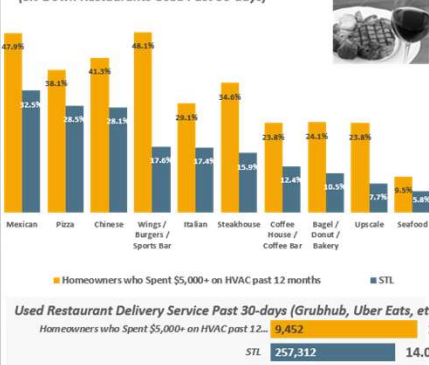
Past 30-days QSR Users: Adults 35 or older



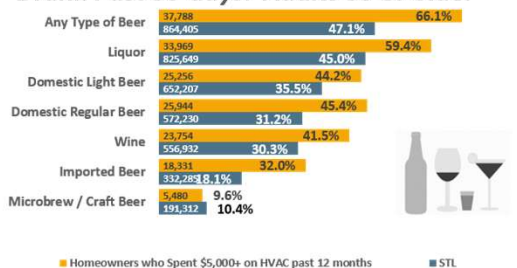
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



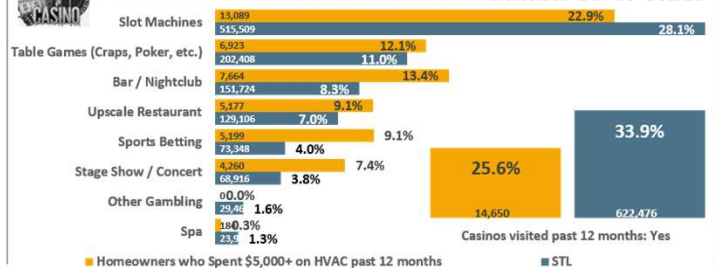
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



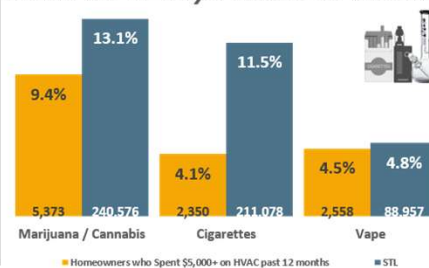
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



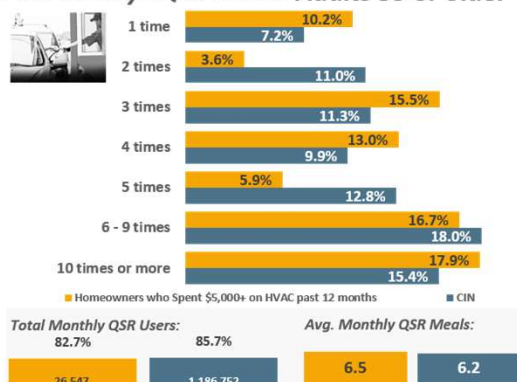
Used Past 30-days: Adults 35 or older



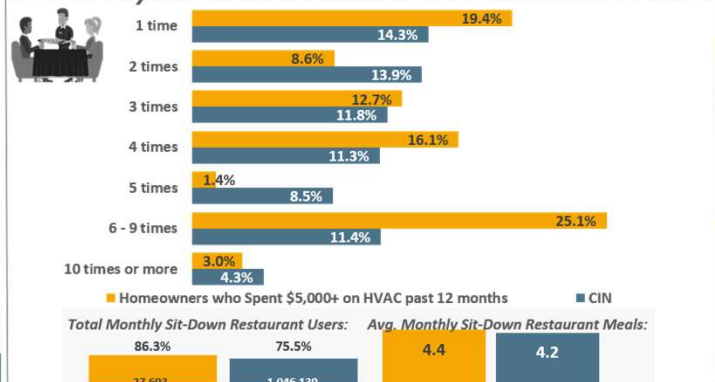


2.3% or 32,091 of CIN DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 3.4% less likely to use QSRs past mo., 14.3% more likely to use Sit-Down Restaurants past mo., 41.2% less likely to use Casinos past yr., 91.1% less likely to smoke cigarettes.

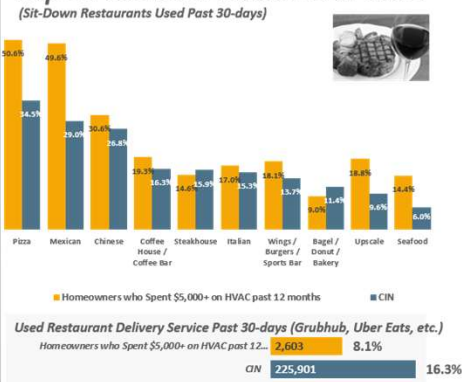
Past 30-days QSR Users: Adults 35 or older



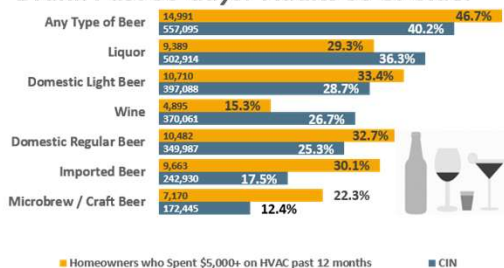
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



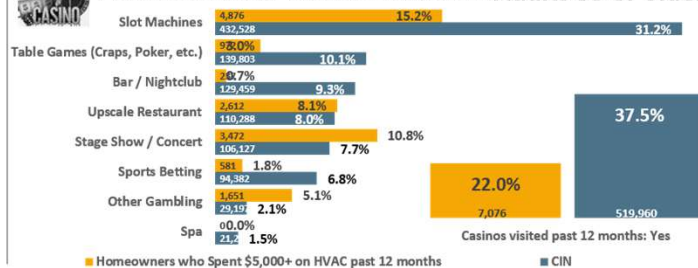
Top-10 Cuisines: Adults 35 or older



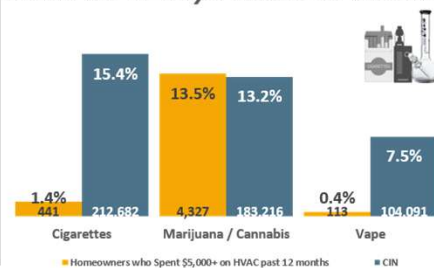
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



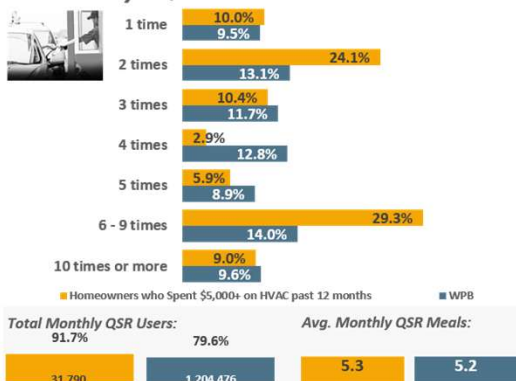
Used Past 30-days: Adults 35 or older



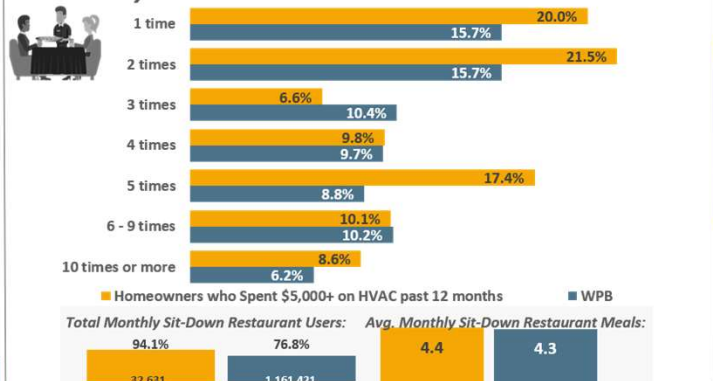


2.3% or 34,683 of WPB DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 15.1% more likely to use QSRs past mo., 22.6% more likely to use Sit-Down Restaurants past mo., 11.7% more likely to use Casinos past yr., 55.7% less likely to smoke cigarettes.

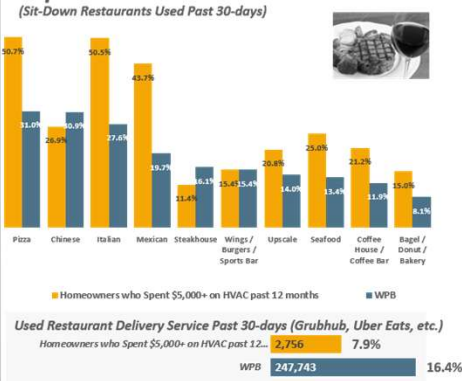
Past 30-days QSR Users: Adults 35 or older



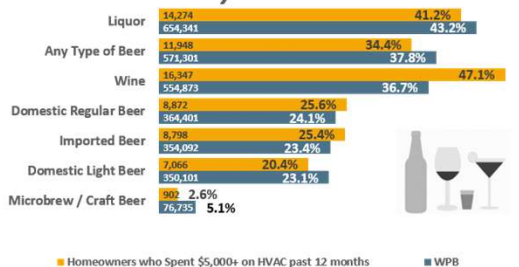
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



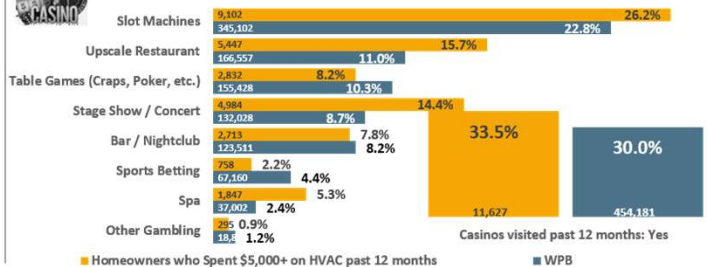
Top-10 Cuisines: Adults 35 or older



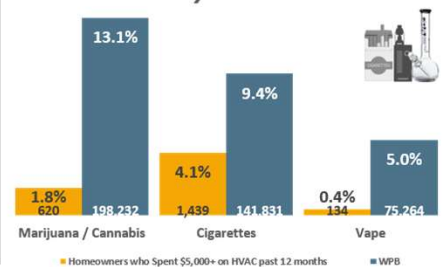
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older

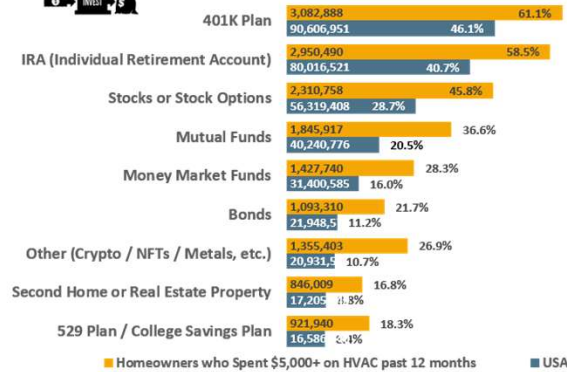




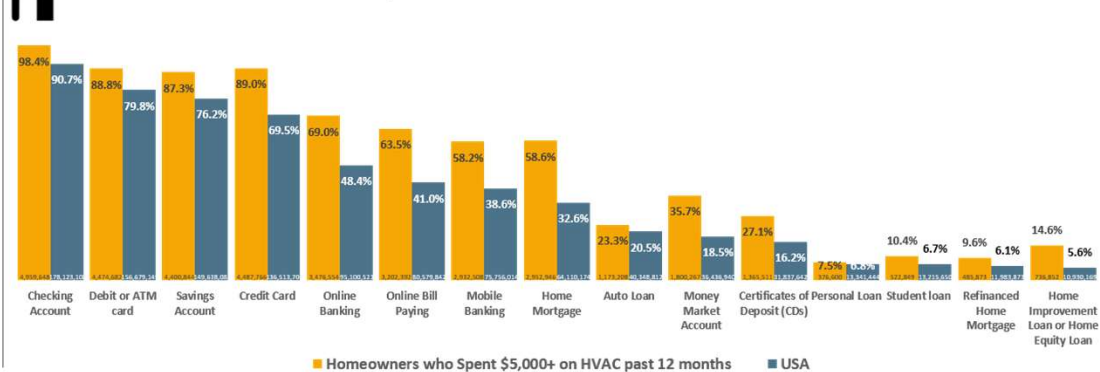
2.6% or 5,041,771 of USA DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12...
 Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 32.6% more likely to have a 401K, 13.3% more likely to have an Auto Loan, 69.6% more likely to Invest/Trade Stocks Online, 2.4% more likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



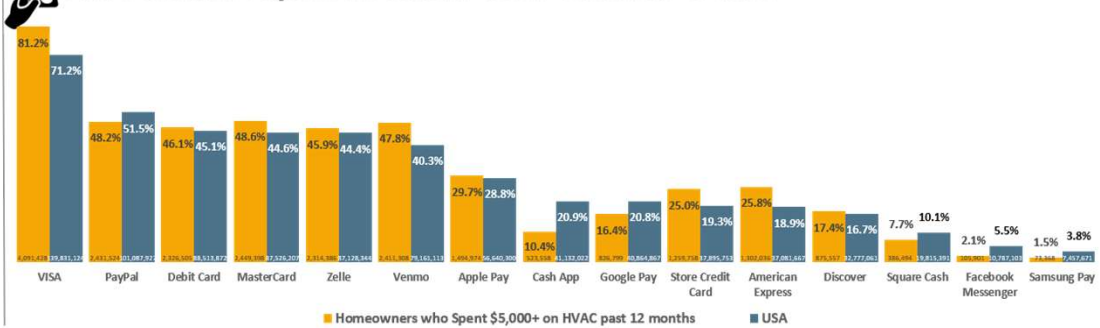
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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



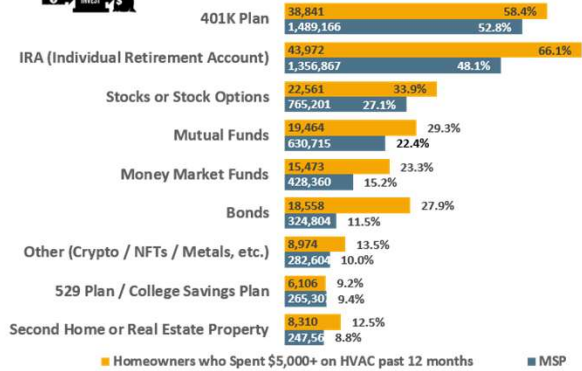
[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:\$5,000 or more]]



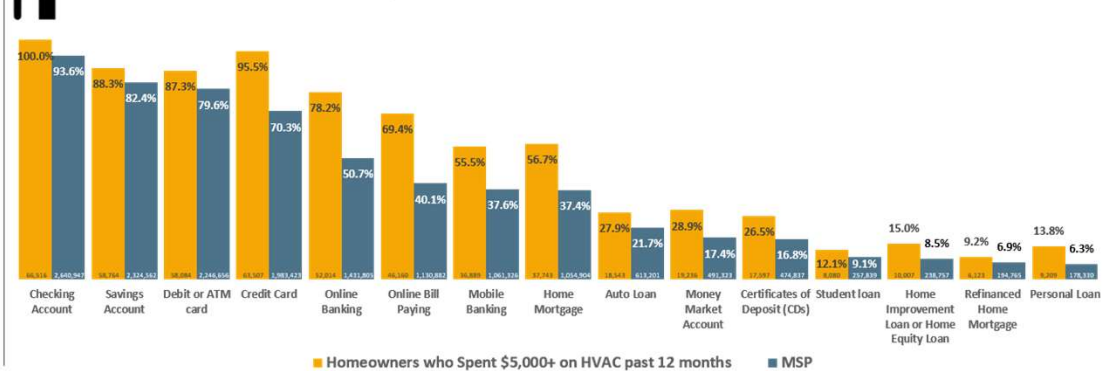
2.4% or 66,516 of MSP DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 10.6% more likely to have a 401K, 28.3% more likely to have an Auto Loan, 98.6% more likely to Invest/Trade Stocks Online, 5.4% more likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



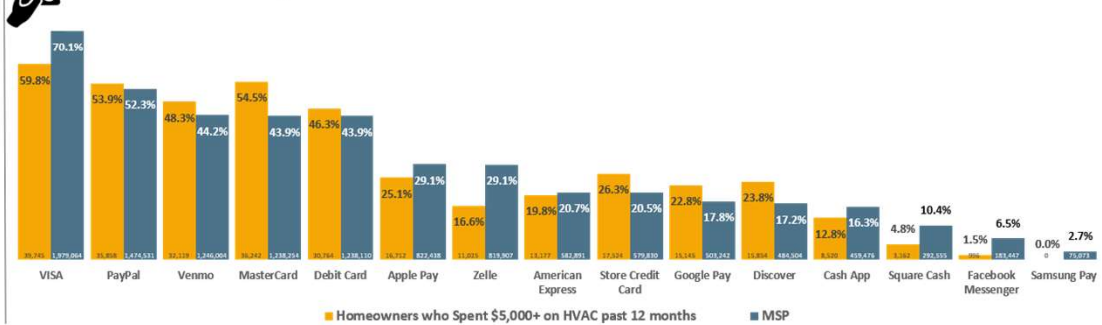
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

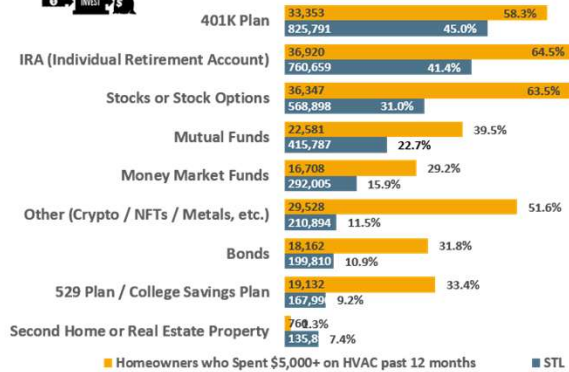




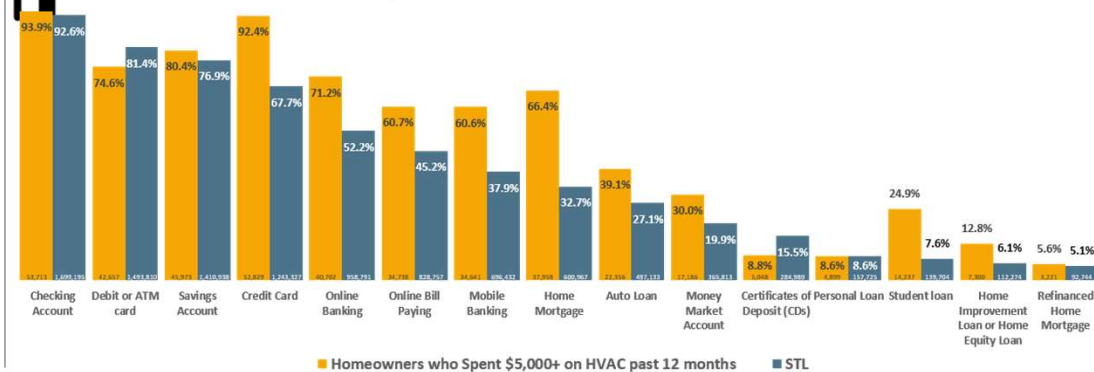
3.1% or 57,202 of STL DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 29.6% more likely to have a 401K, 44.3% more likely to have an Auto Loan, 93.4% more likely to Invest/Trade Stocks Online, 30.% less likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



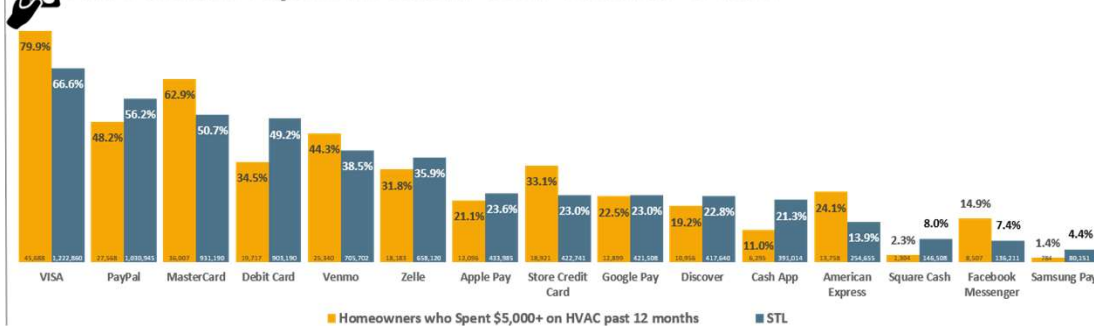
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

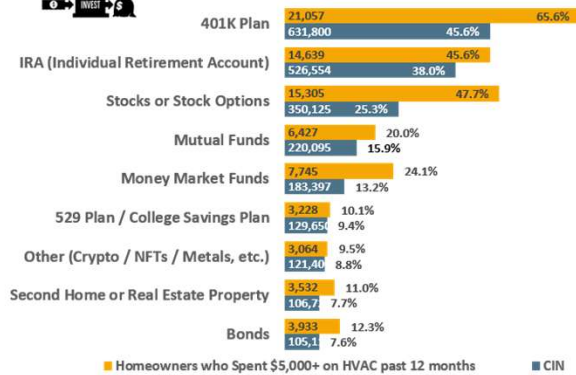




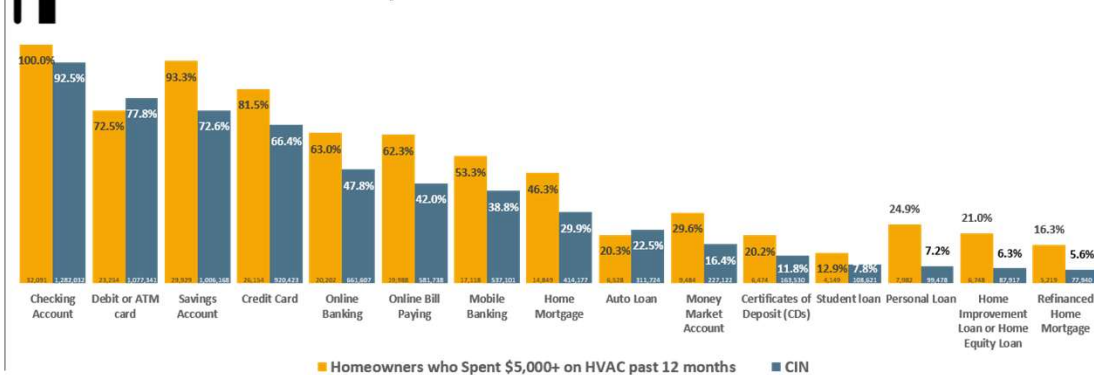
2.3% or 32,091 of CIN DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 43.9% more likely to have a 401K, 9.6% less likely to have an Auto Loan, 15.4% more likely to Invest/Trade Stocks Online, 36.8% more likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



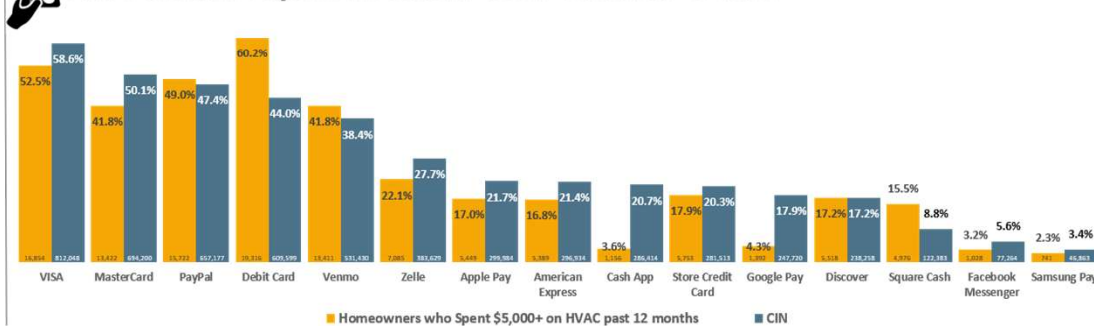
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

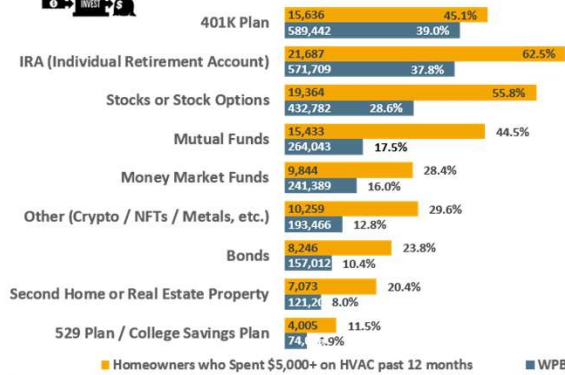




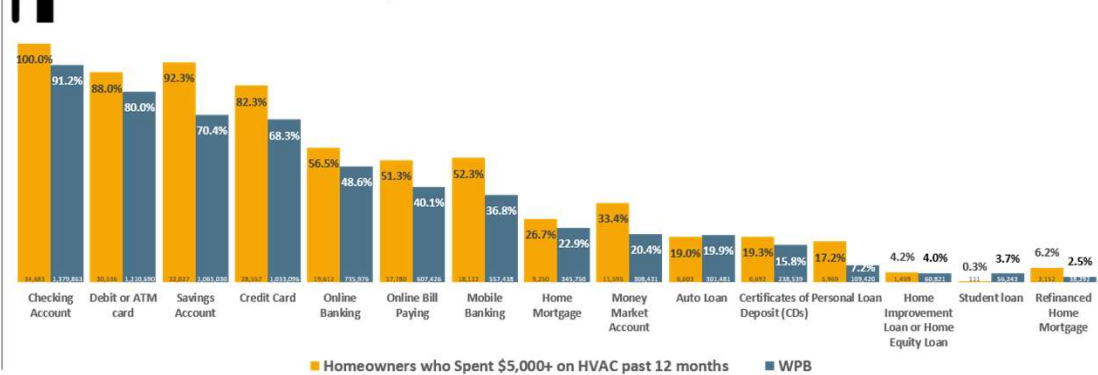
2.3% or 34,683 of WPB DMA Adults 35 or older are Homeowners who Spent \$5,000+ on HVAC past 12 months. Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months are 15.7% more likely to have a 401K, 4.4% less likely to have an Auto Loan, 51.3% more likely to Invest/Trade Stocks Online, 1.1% more likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



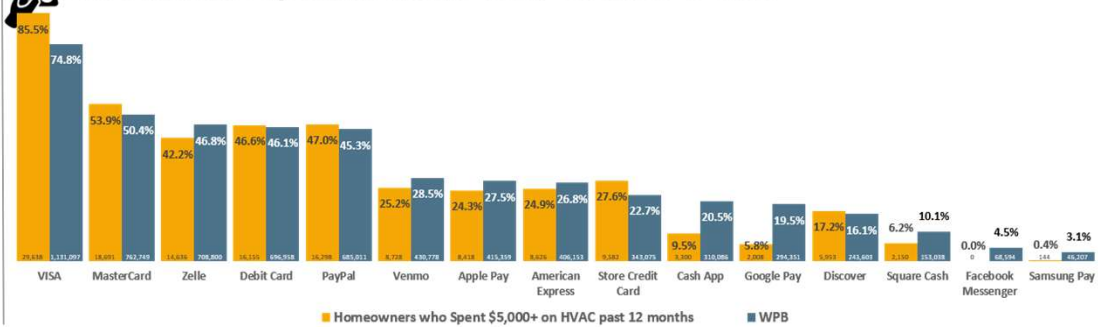
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older

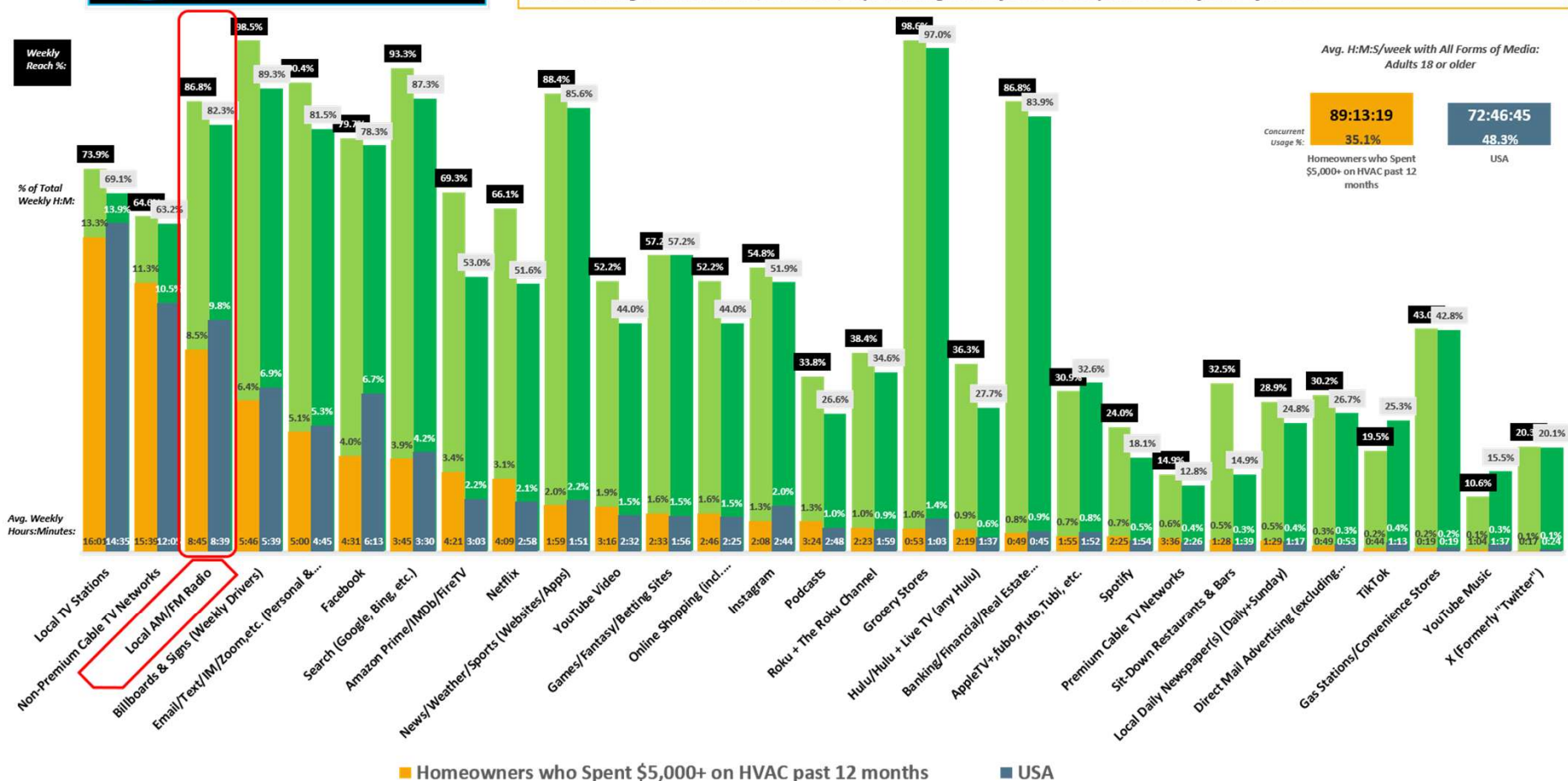


Past 3-Months Payment Methods Used: Adults 35 or older



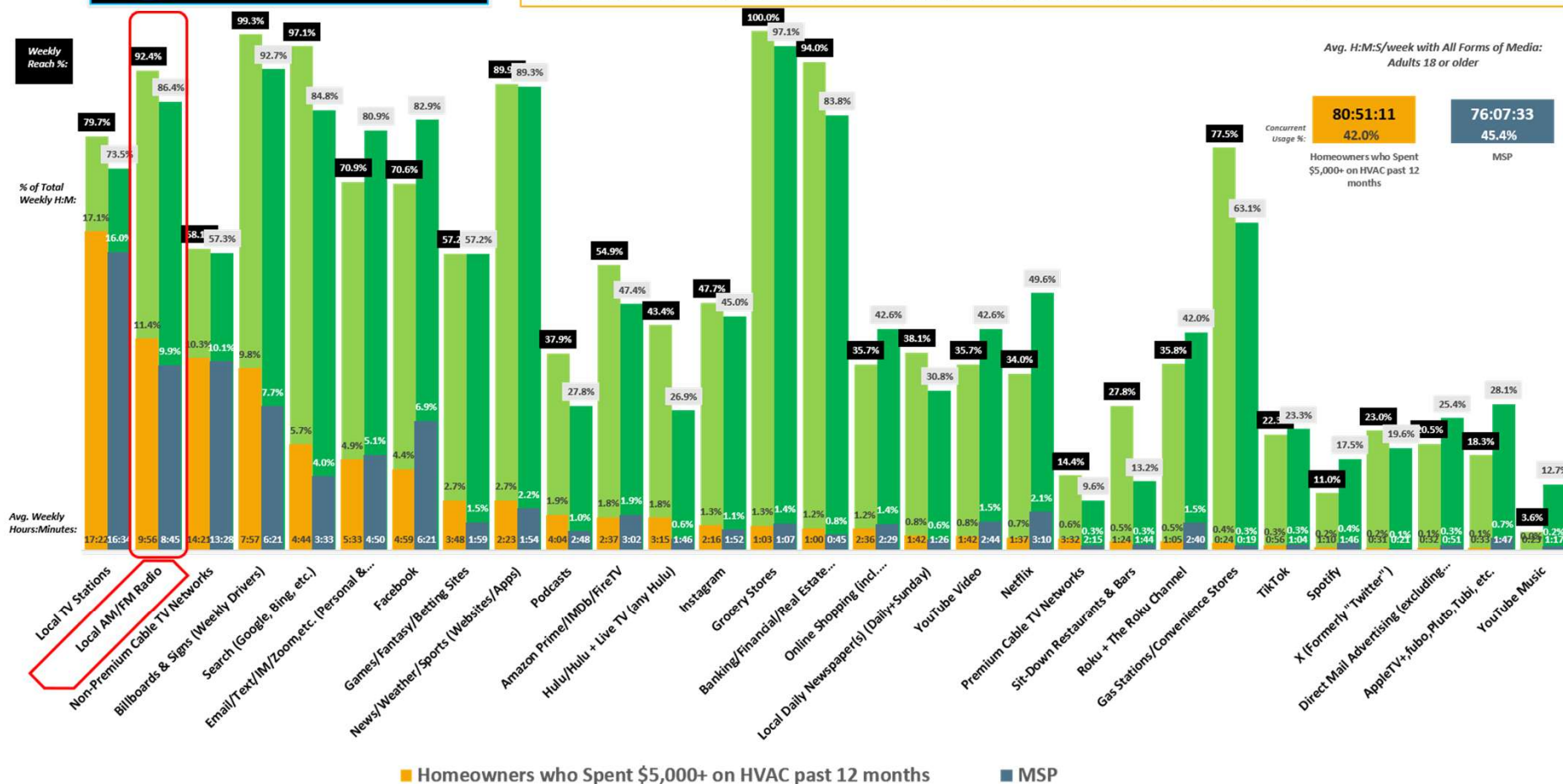


Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 3 days, 17 hours, 13 minutes and 19 seconds each week with All Forms of Media.
 86.8% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an avg. of 8 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



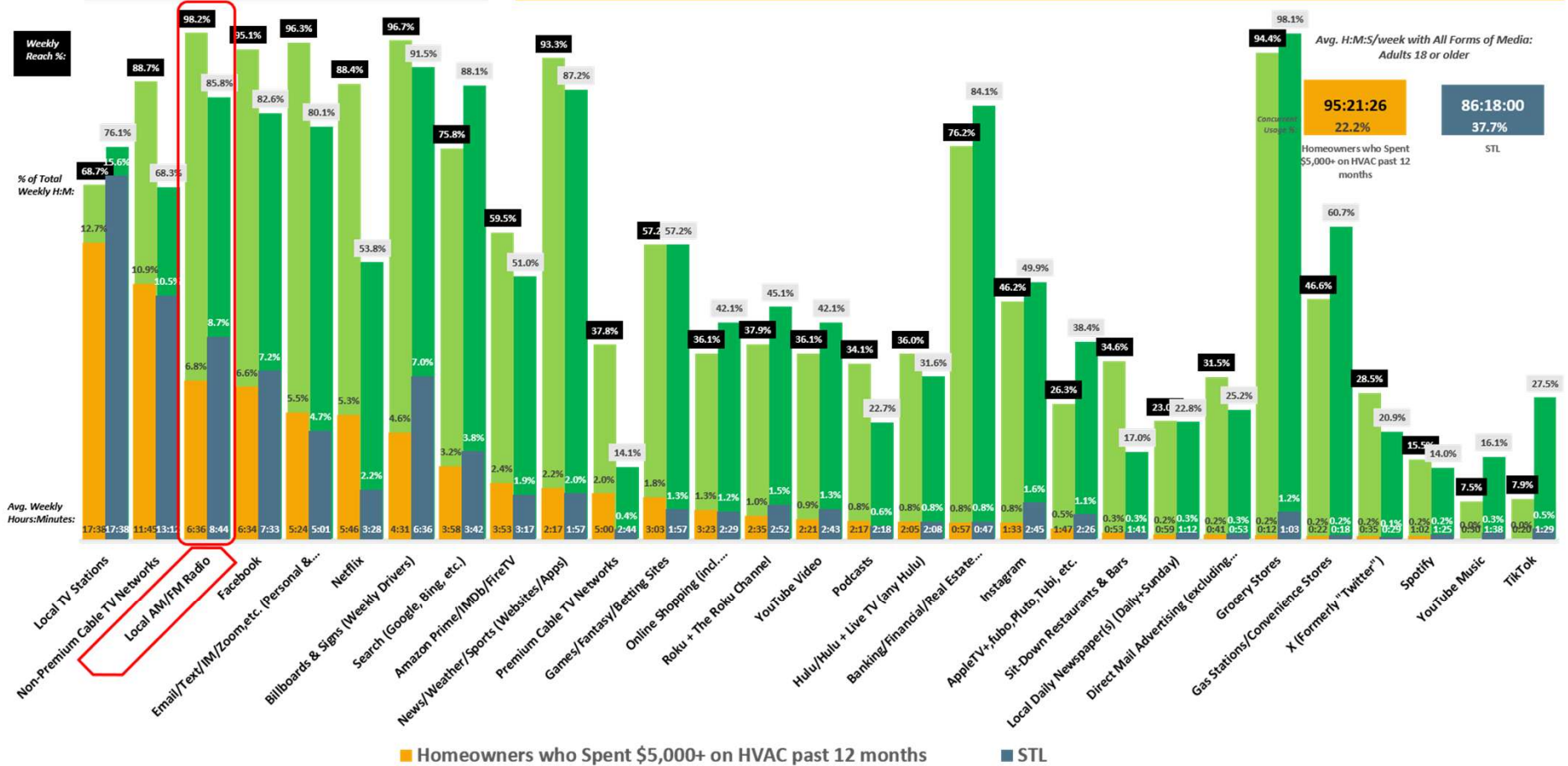


Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 3 days, 8 hours, 51 minutes and 11 seconds each week with All Forms of Media.
 92.4% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an avg. of 9 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 11.4% of total time spent with all forms of Media.



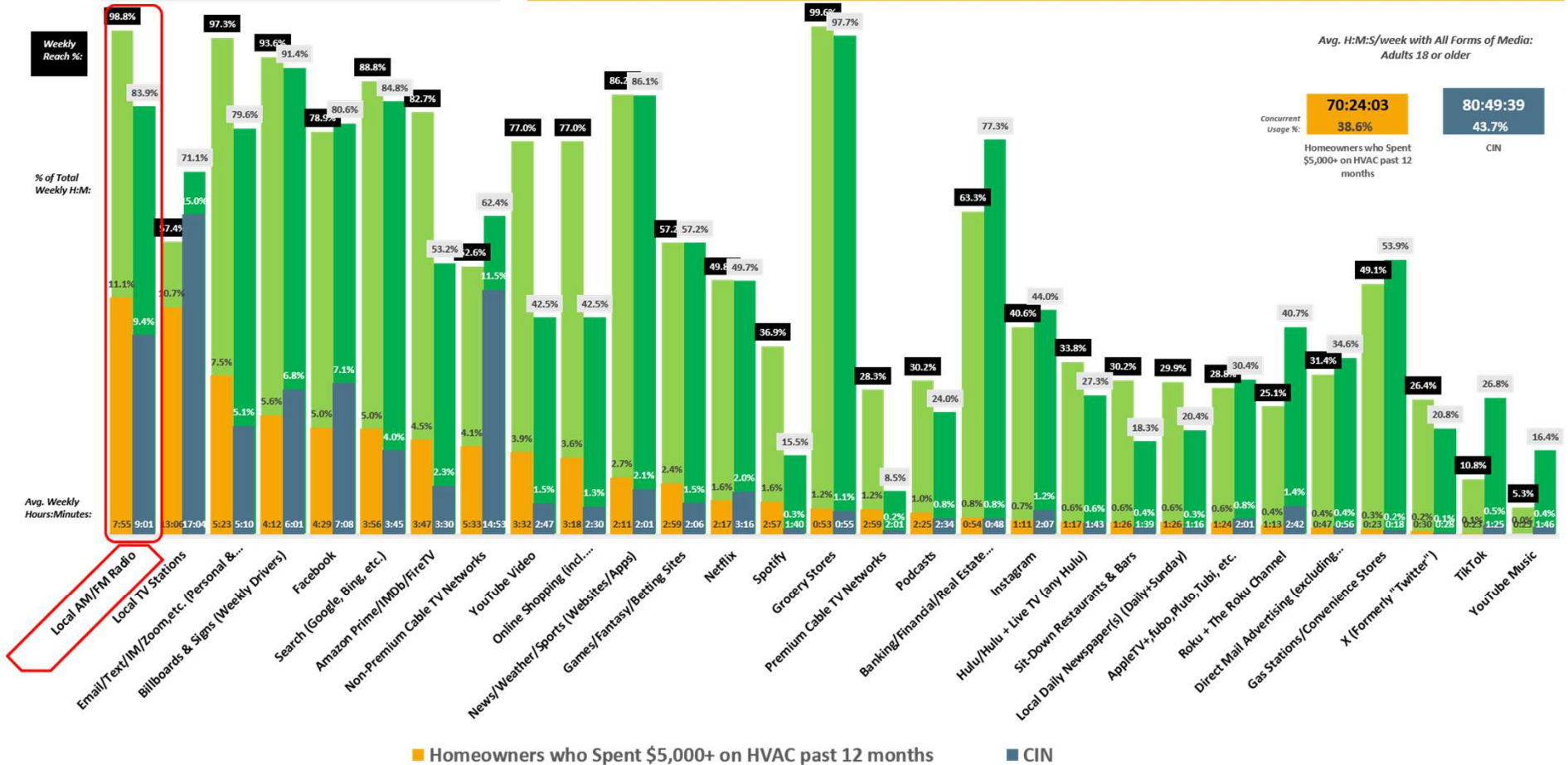


Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 3 days, 23 hours, 21 minutes and 26 seconds each week with All Forms of Media.
98.2% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an avg. of 6 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 6.8% of total time spent with all forms of Media.





Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 2 days, 22 hours, 24 minutes and 3 seconds each week with All Forms of Media.
 98.8% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an avg. of 7 hours and 55 minutes each week listening to All Local AM/FM Radio, representing 11.1% of total time spent with all forms of Media.

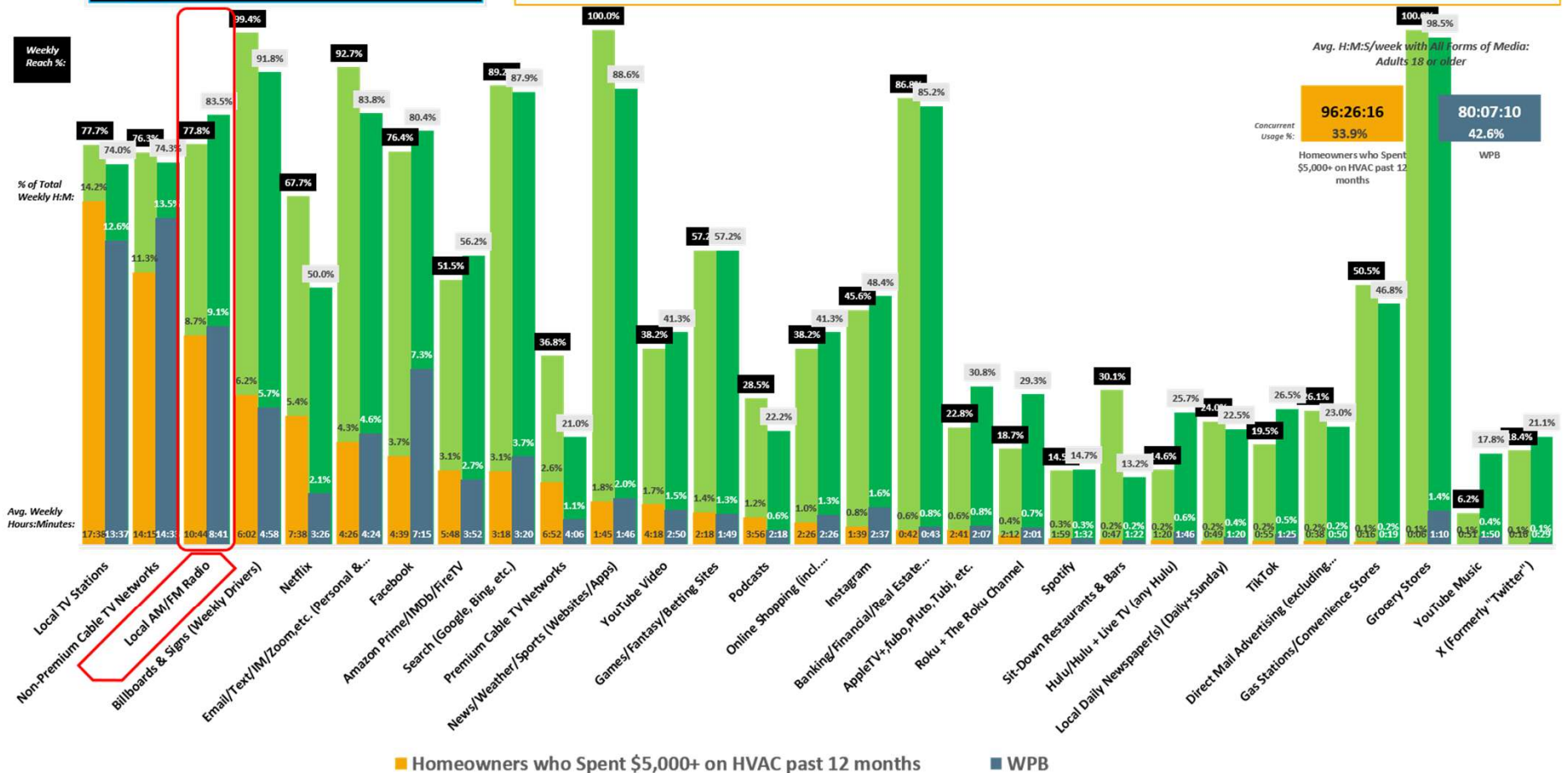


Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

Concurrent Usage %:
 70:24:03 38.6%
 Homeowners who Spent \$5,000+ on HVAC past 12 months
 80:49:39 43.7%
 CIN

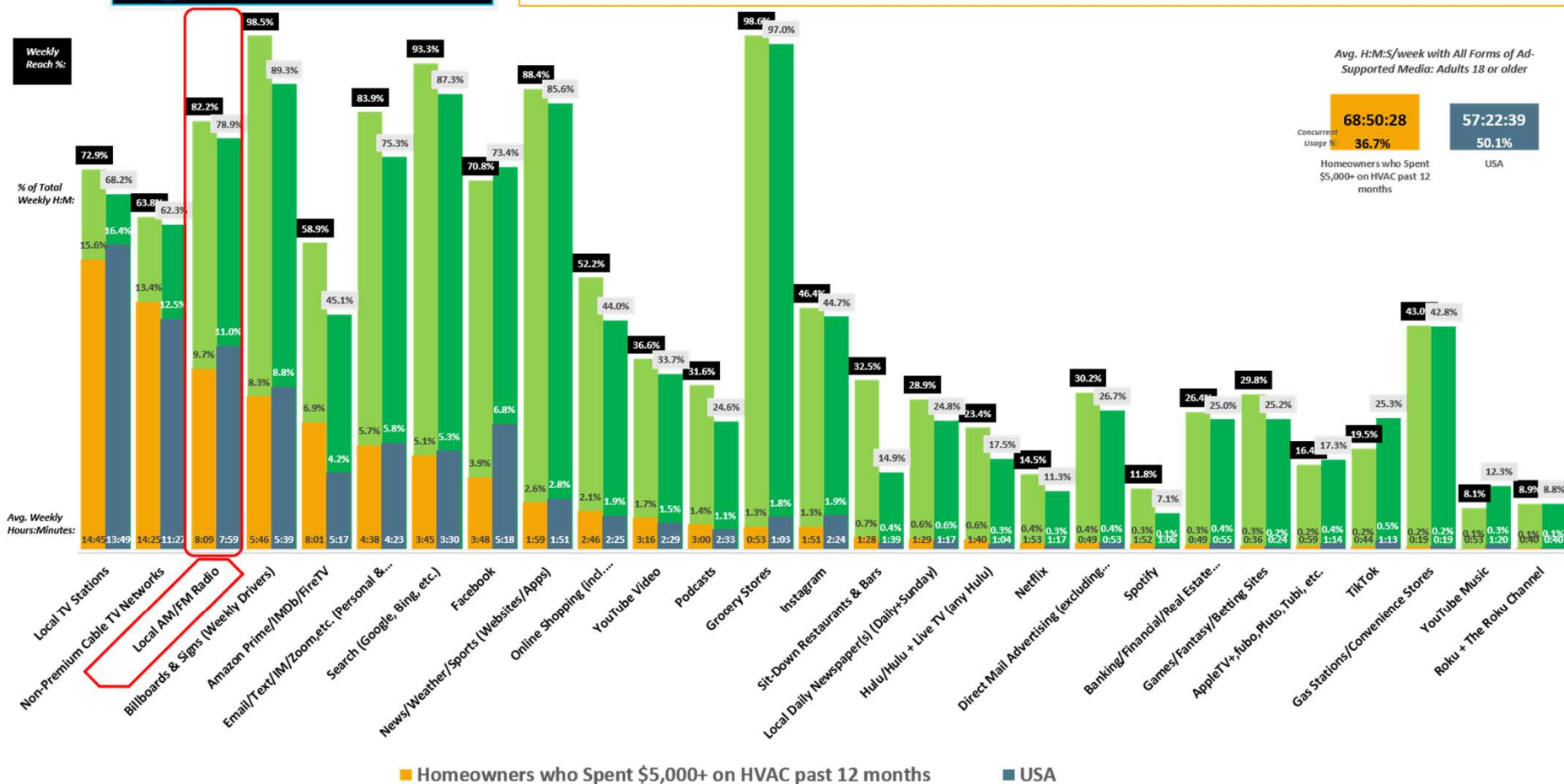


Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 4 days, 0 hours, 26 minutes and 16 seconds each week with All Forms of Media.
 77.8% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an avg. of 10 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



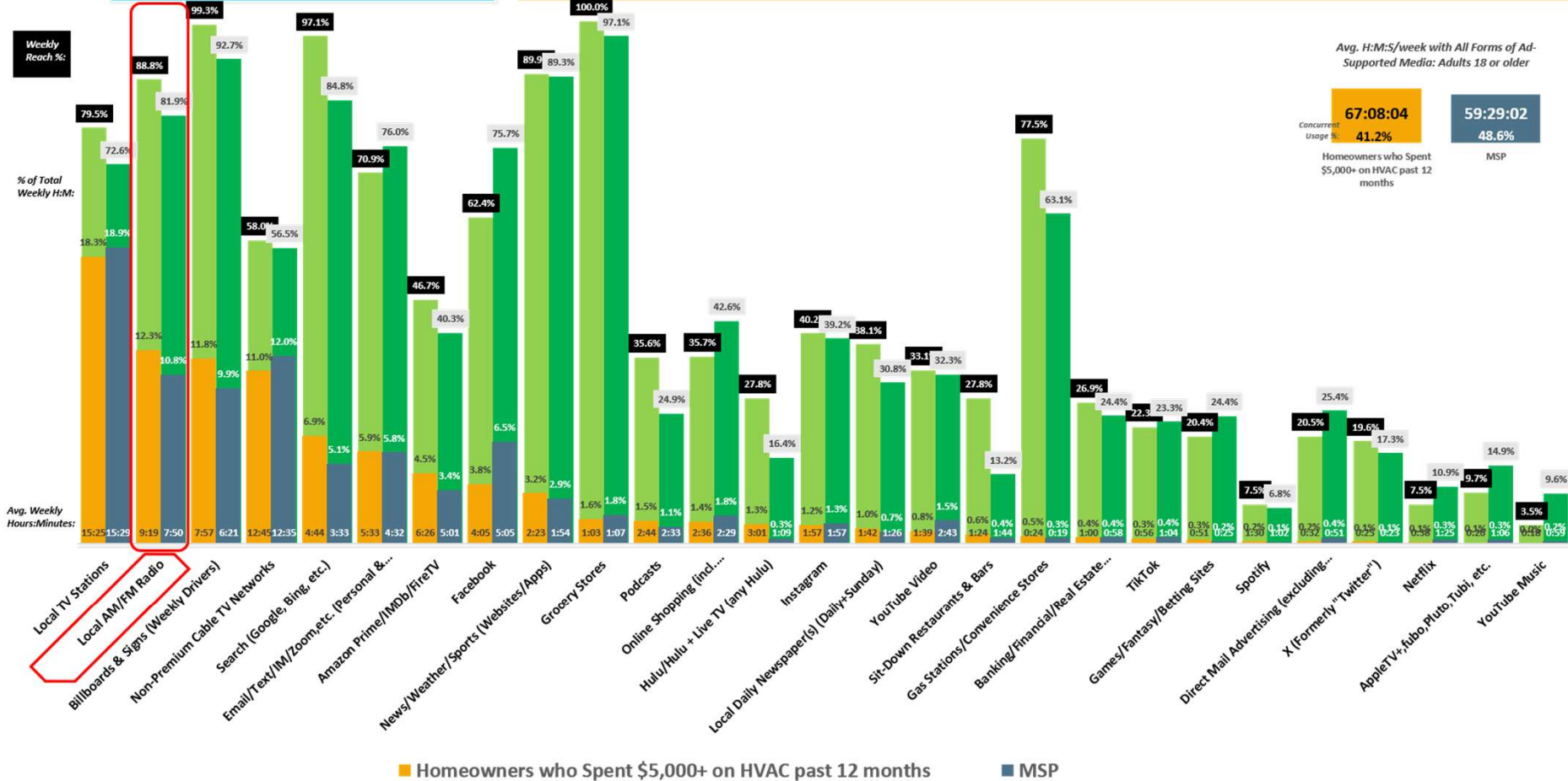


Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 2 days, 20 hours, 50 minutes and 28 seconds each week with All Forms of Ad-Supported Media.
 82.2% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an avg. of 8 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.



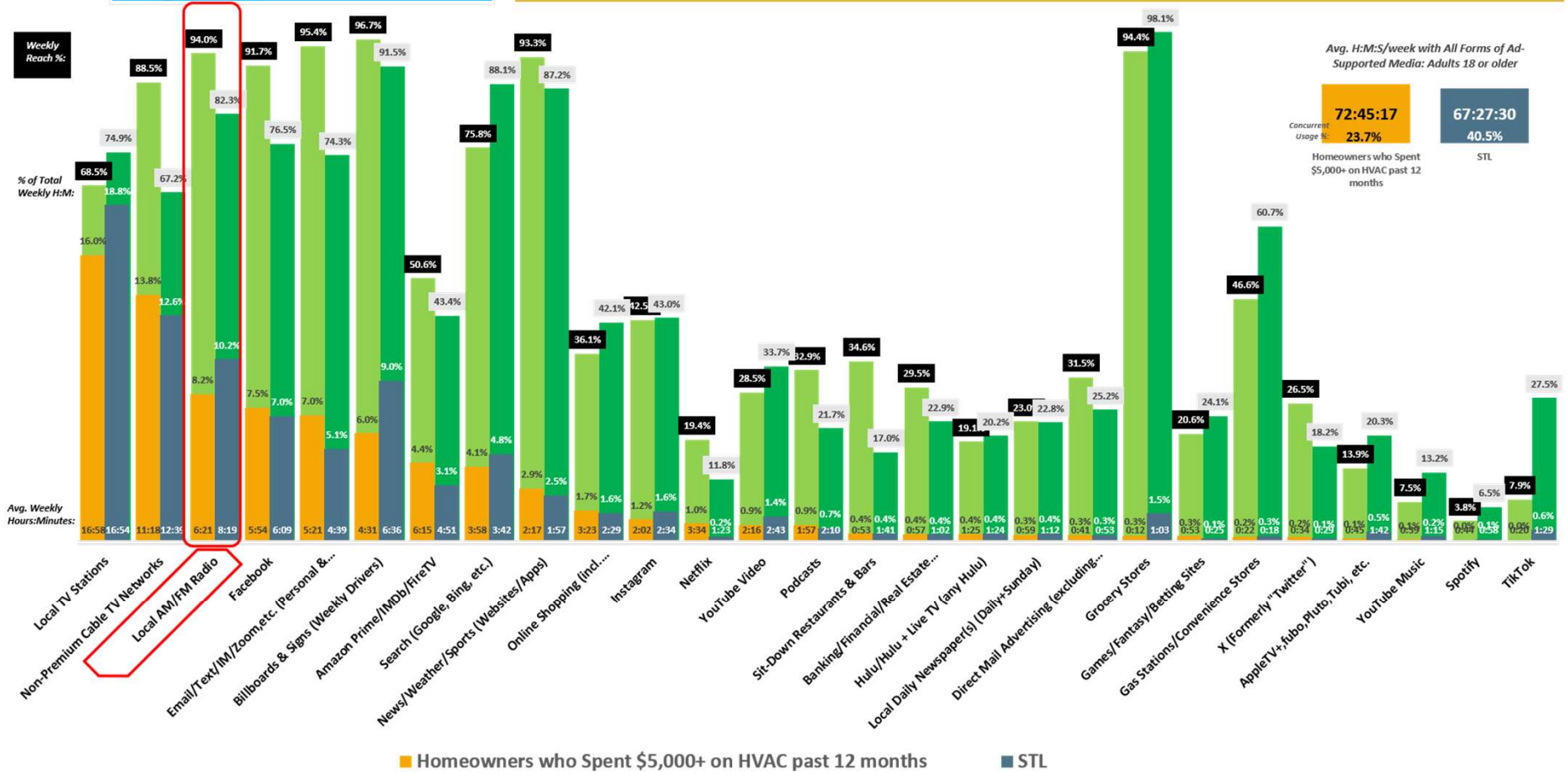


Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 2 days, 19 hours, 8 minutes and 4 seconds each week with All Forms of Ad-Supported Media.
 88.8% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an avg. of 9 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.3% of total time spent with all forms of Ad-Supported Media.





Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 3 days, 0 hours, 45 minutes and 17 seconds each week with All Forms of Ad-Supported Media.
94.% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an avg. of 6 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.2% of total time spent with all forms of Ad-Supported Media.

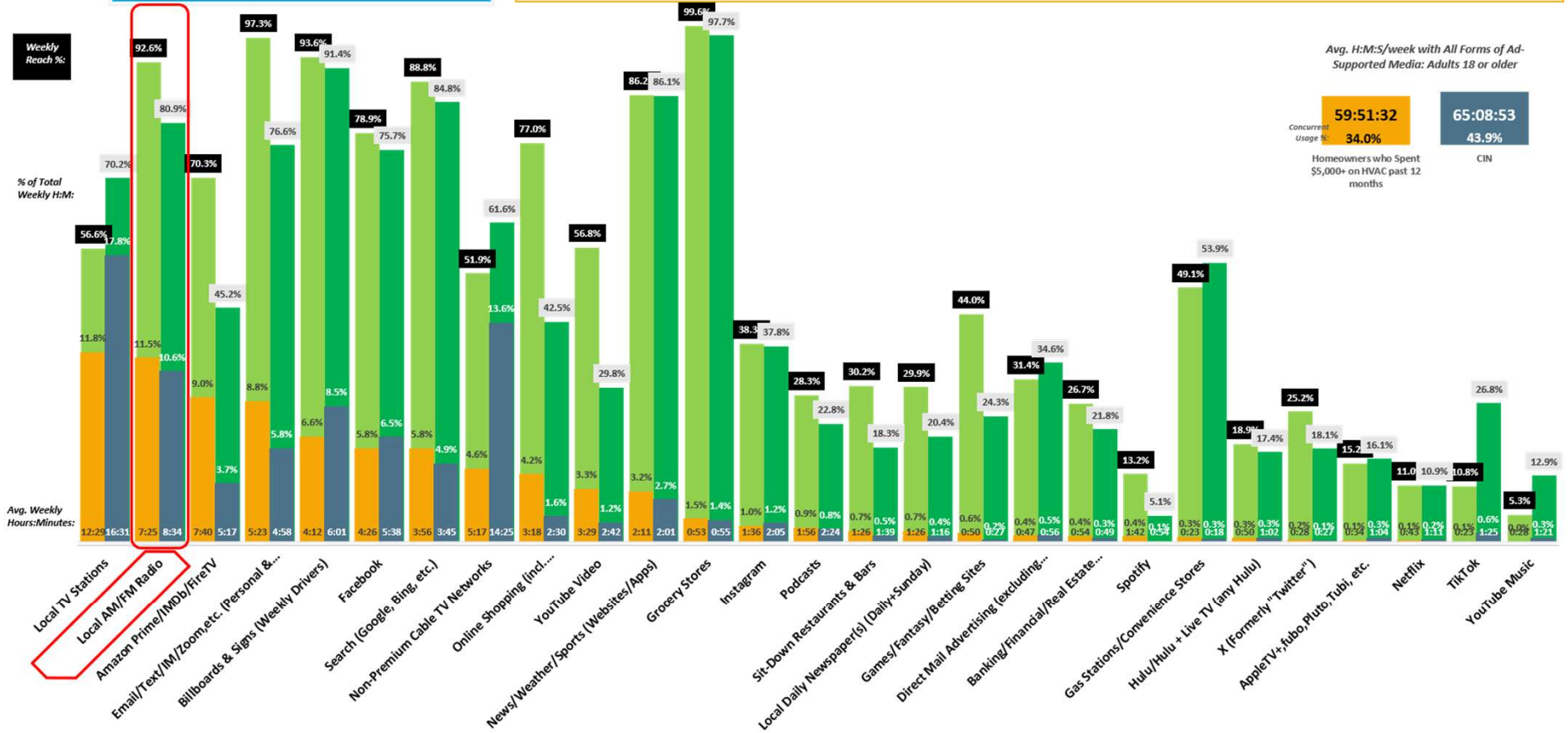


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %	72:45:17	67:27:30
Homeowners who Spent \$5,000+ on HVAC past 12 months	23.7%	40.5%
STL		



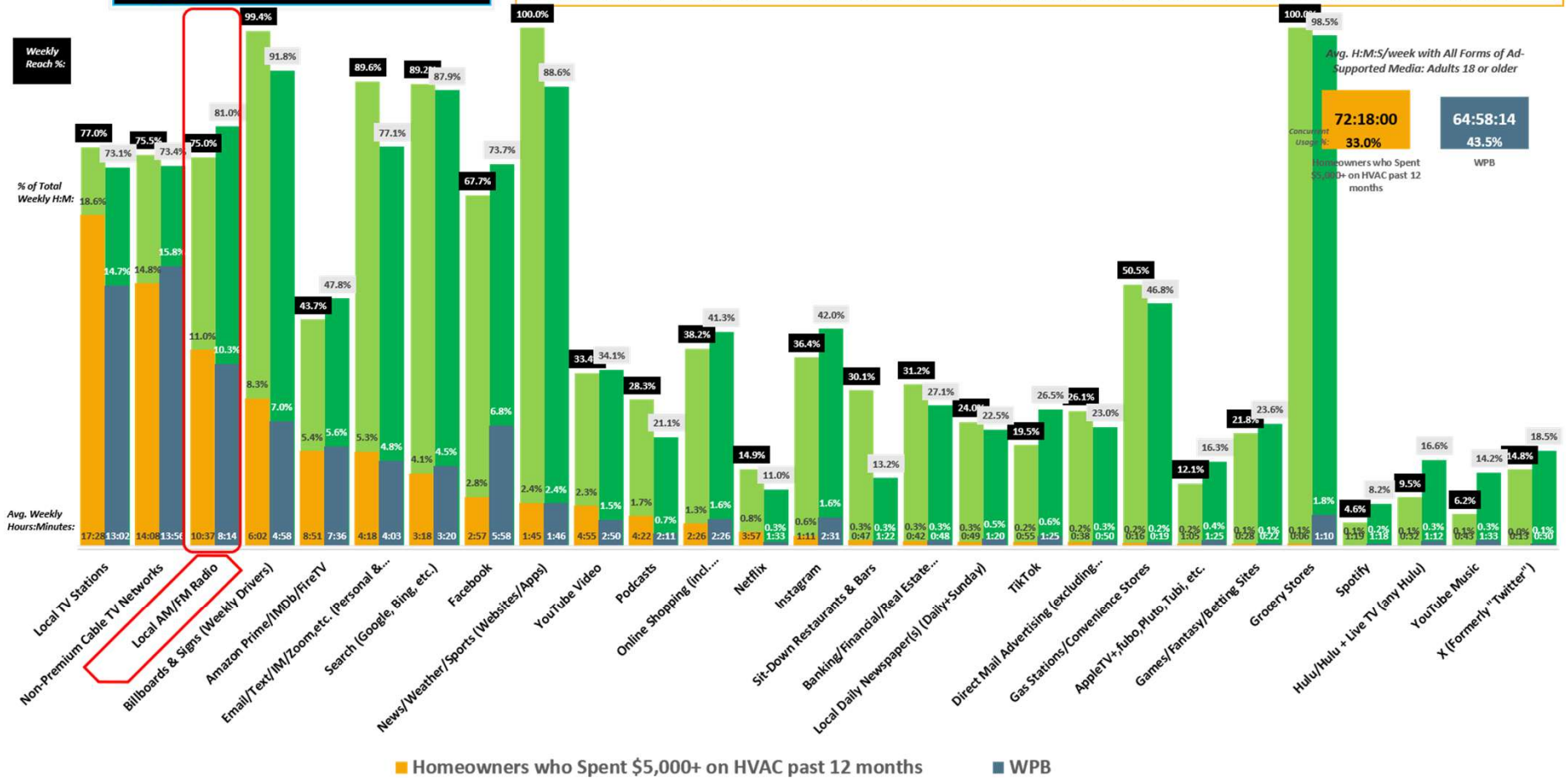
Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 2 days, 11 hours, 51 minutes and 32 seconds each week with All Forms of Ad-Supported Media.
 92.6% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an avg. of 7 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media.



■ Homeowners who Spent \$5,000+ on HVAC past 12 months ■ CIN



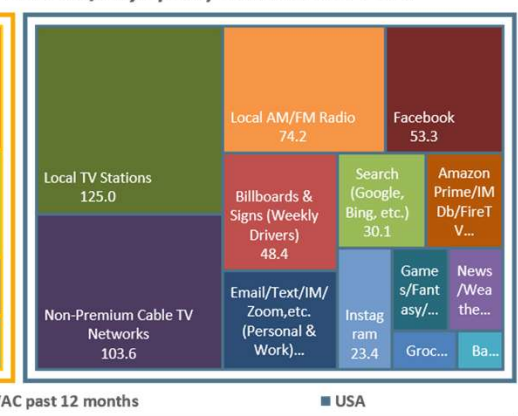
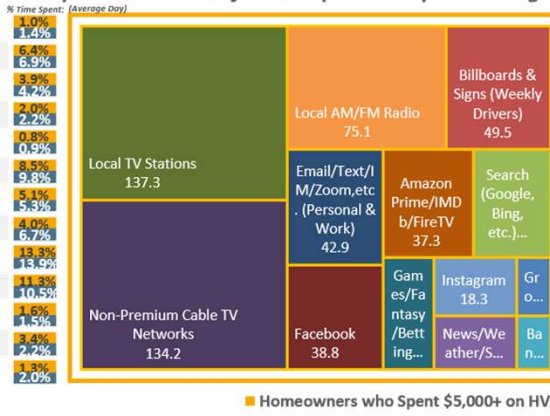
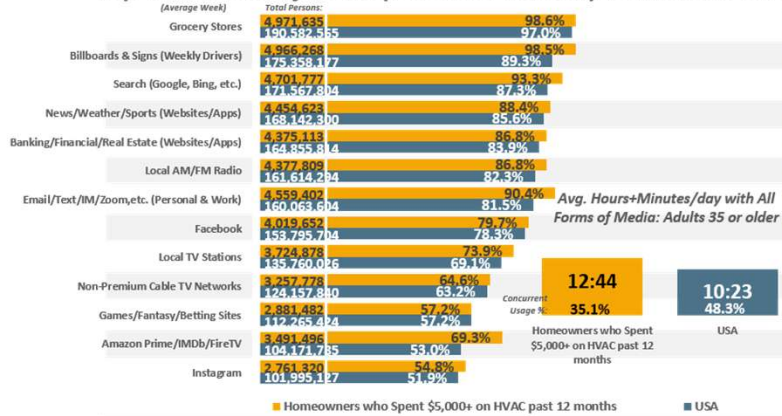
Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 3 days, 0 hours, 18 minutes and 0 seconds each week with All Forms of Ad-Supported Media.
75.% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an avg. of 10 hours and 37 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.% of total time spent with all forms of Ad-Supported Media.



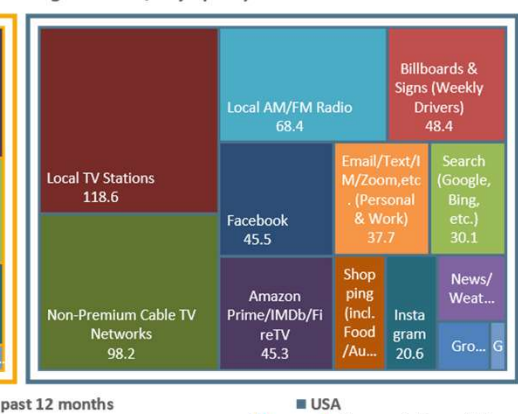
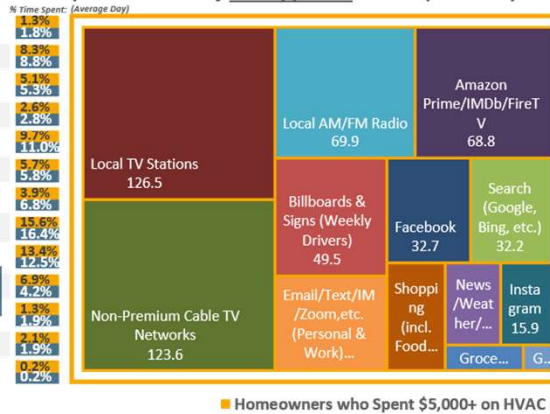
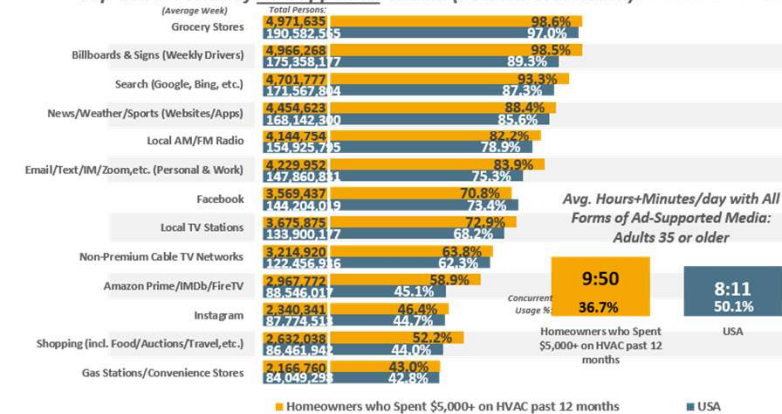


Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 9 hours and 50 minutes each day with All Forms of Ad-Supported Media. 82.2% listen to Local AM/FM Radio for an avg. of 69.9 minutes/day. (Local Radio delivers 9.7% of Time with Ad-Supported Media.)

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 497
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

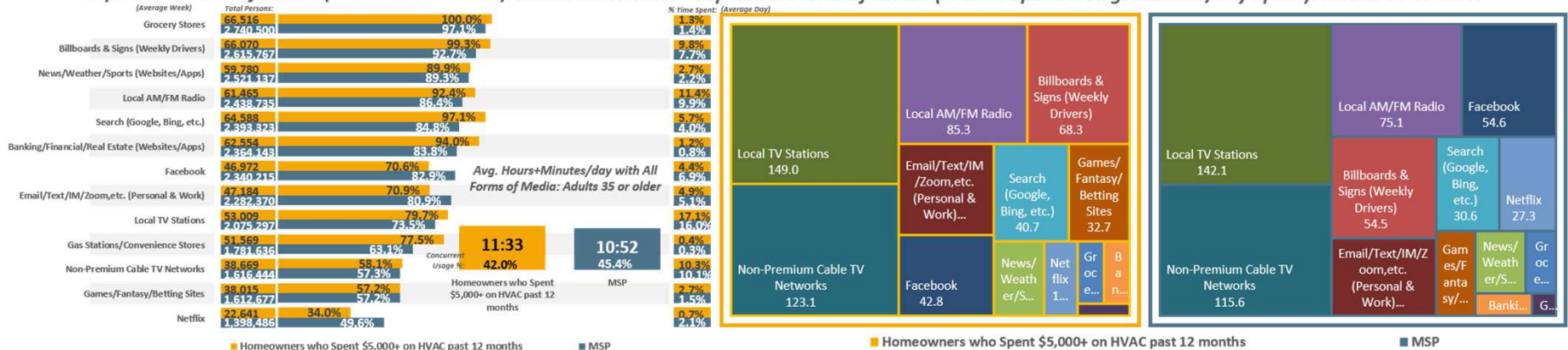
soefa.ai Share of Everything for Anything

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

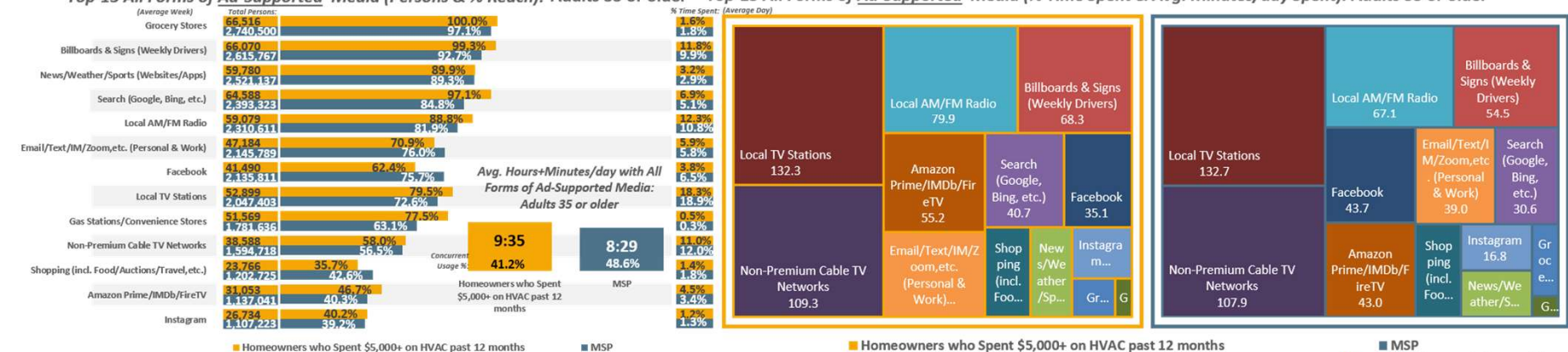


Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 9 hours and 35 minutes each day with All Forms of Ad-Supported Media. 88.8% listen to Local AM/FM Radio for an avg. of 79.9 minutes/day. (Local Radio delivers 12.3% of Time with Ad-Supported Media.)

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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 57
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

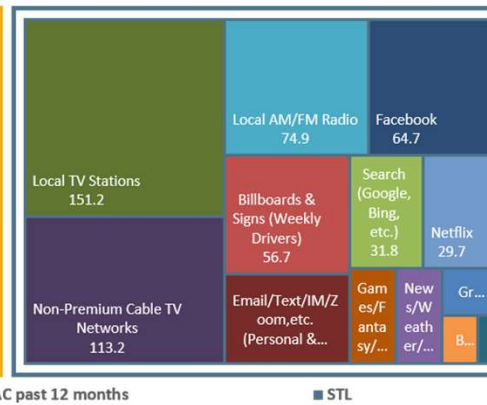
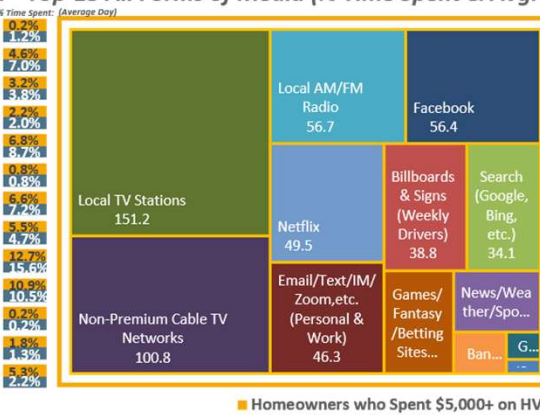
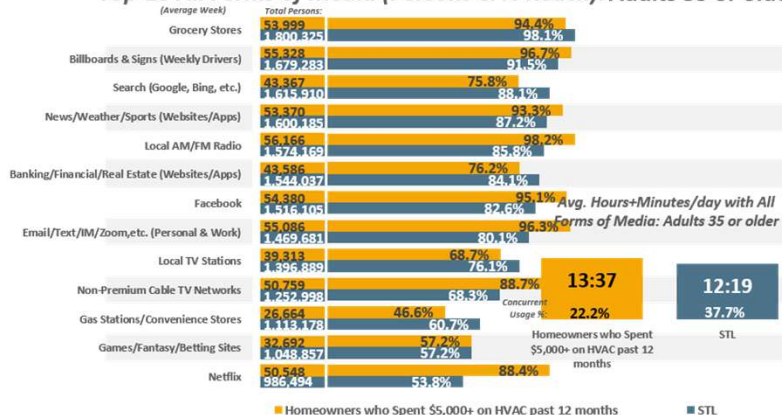
[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:\$5,000 or more]]



Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 10 hours and 23 minutes each day with All Forms of Ad-Supported Media. 94.% listen to Local AM/FM Radio for an avg. of 54.5 minutes/day. (Local Radio delivers 8.2% of Time with Ad-Supported Media.)

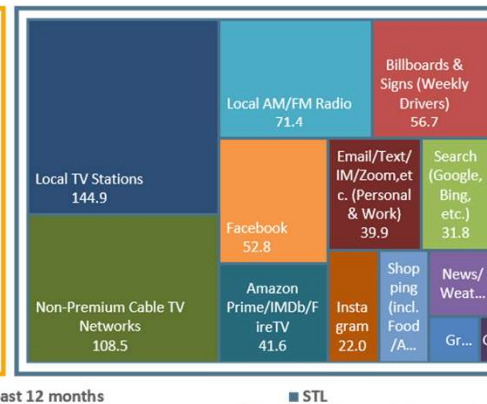
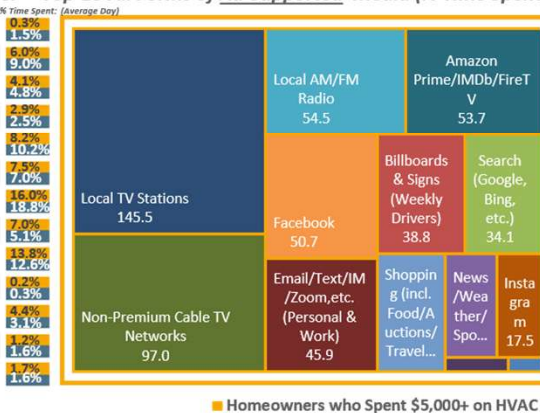
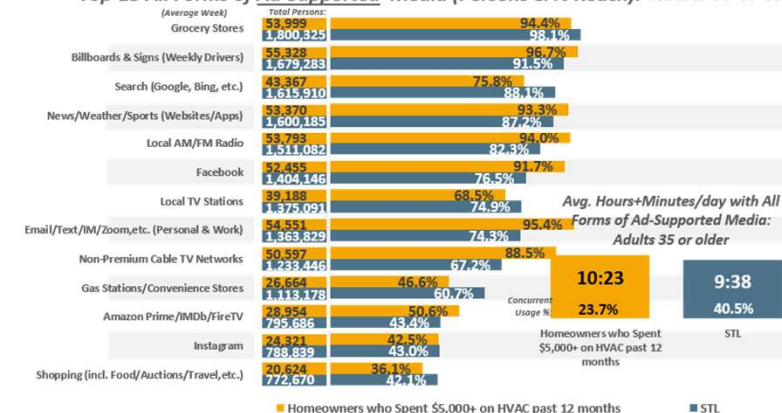
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 43
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

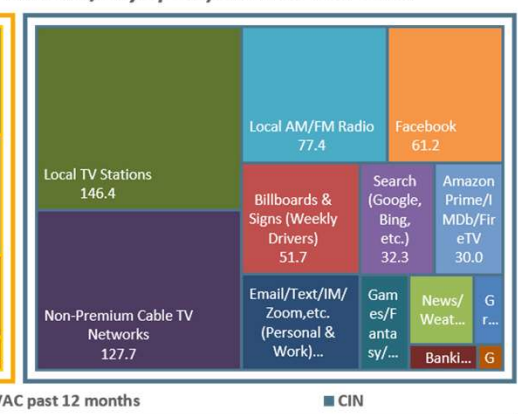
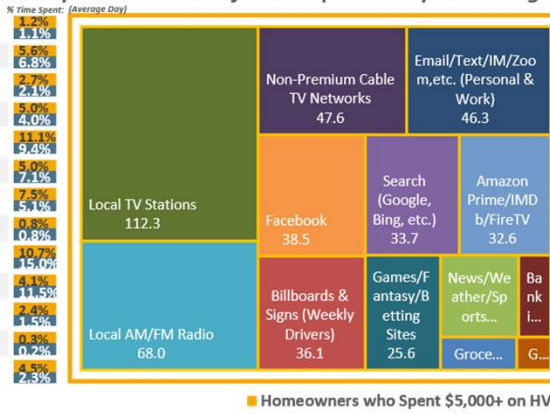
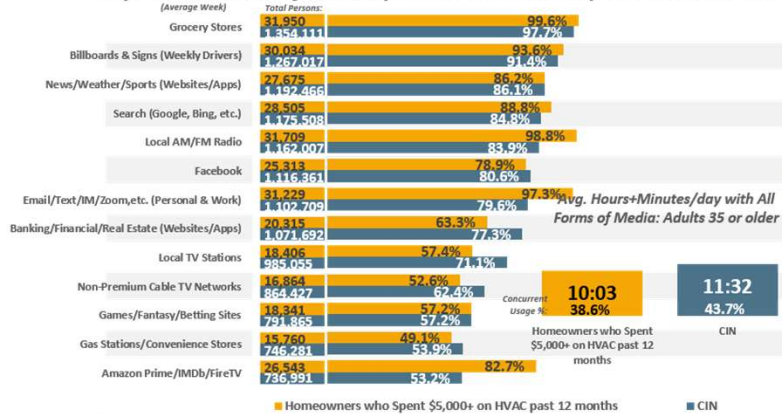
[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:\$5,000 or more]]



Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 8 hours and 33 minutes each day with All Forms of Ad-Supported Media. 92.6% listen to Local AM/FM Radio for an avg. of 63.6 minutes/day. (Local Radio delivers 11.5% of Time with Ad-Supported Media.)

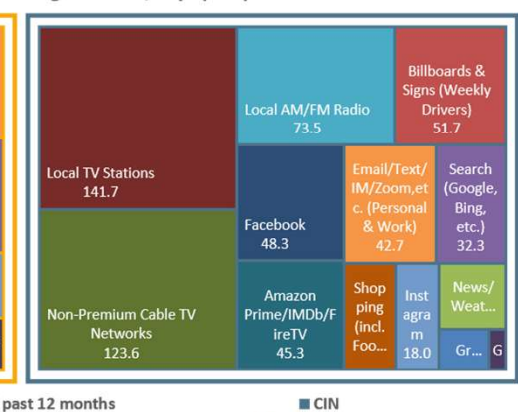
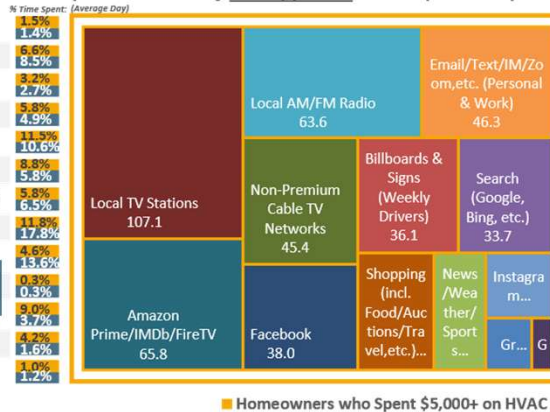
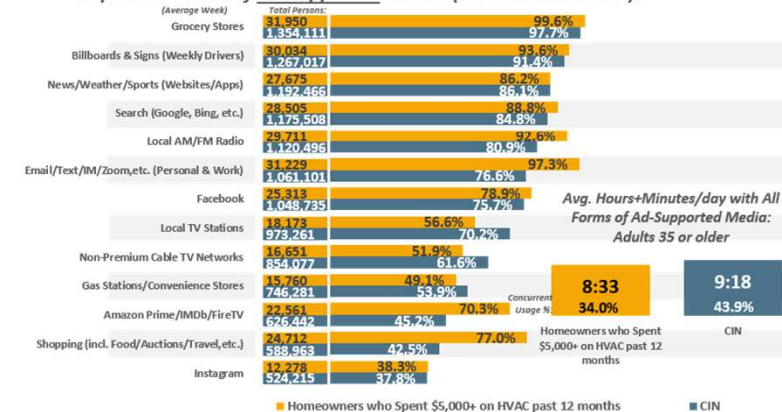
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

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

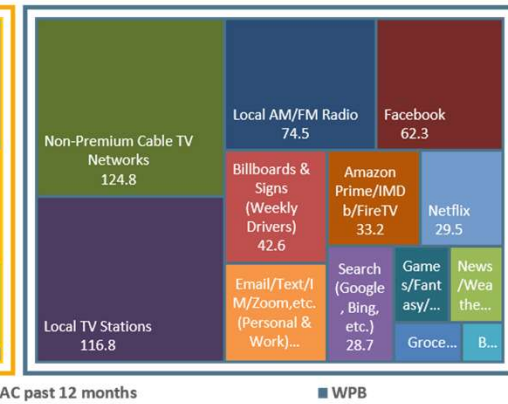
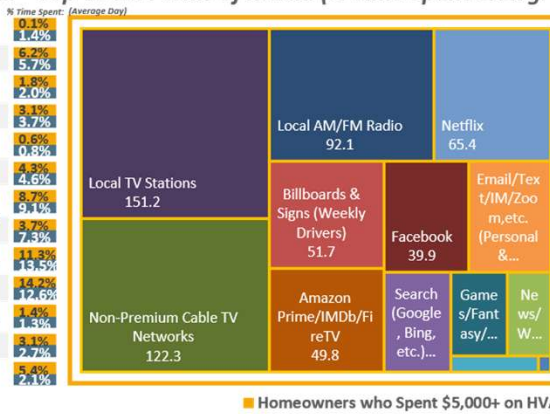
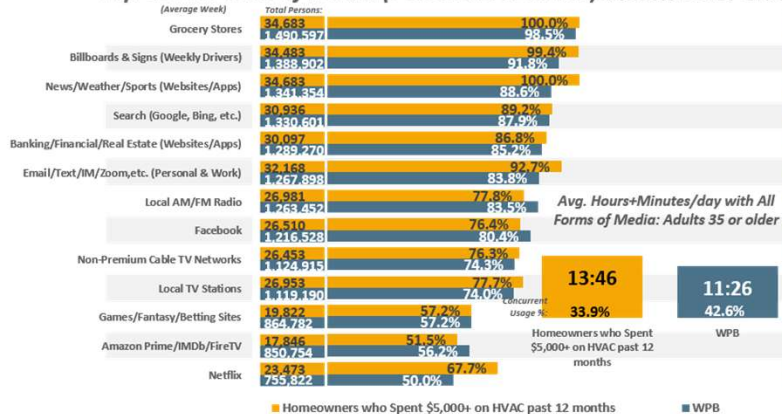




Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 10 hours and 19 minutes each day with All Forms of Ad-Supported Media. 75.% listen to Local AM/FM Radio for an avg. of 91.1 minutes/day. (Local Radio delivers 11.% of Time with Ad-Supported Media.)

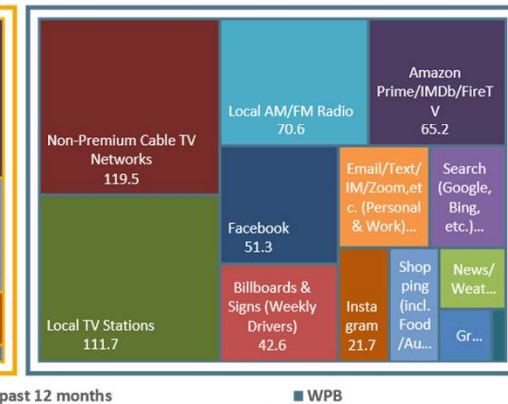
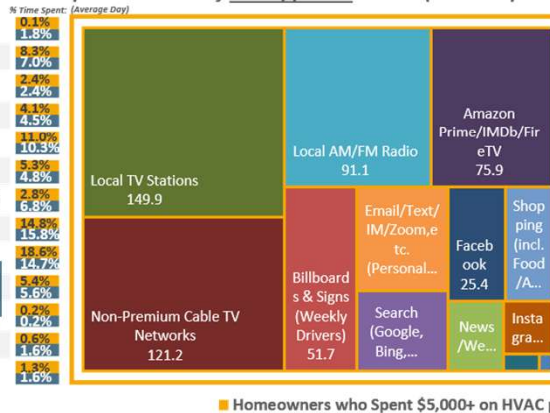
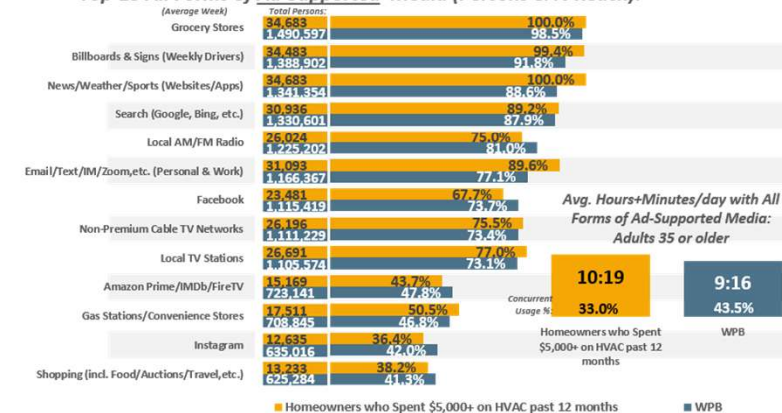
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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

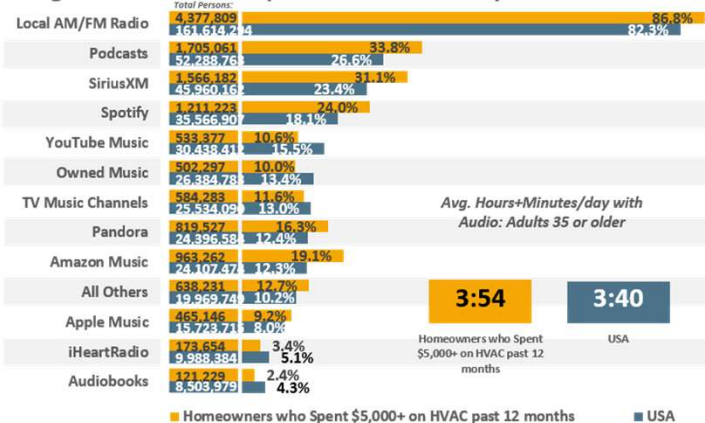
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



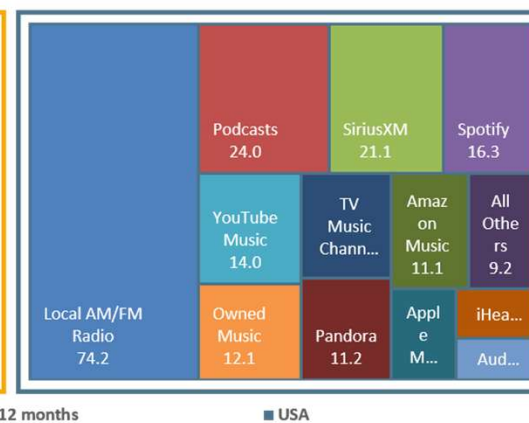
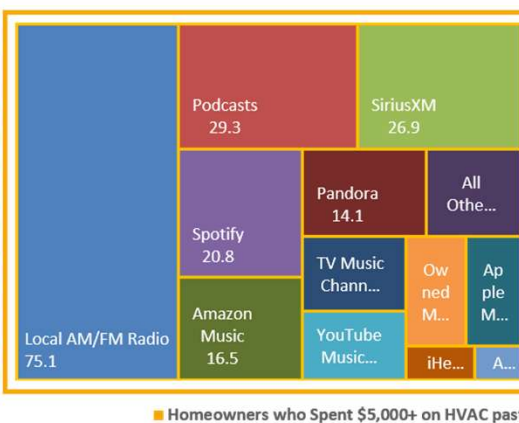


4,144,754 or 82.2% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 69.9 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.

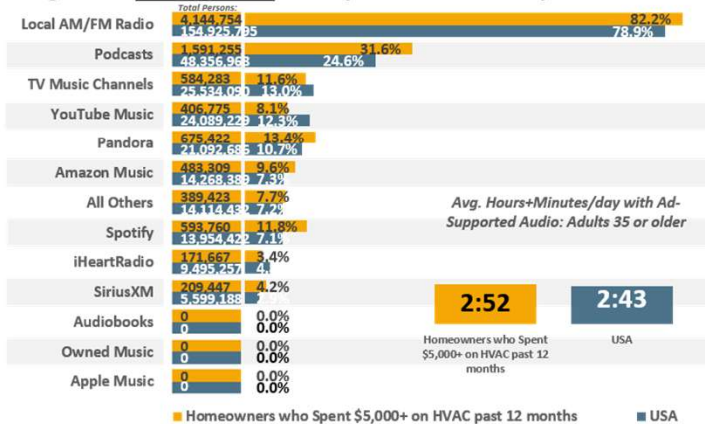
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



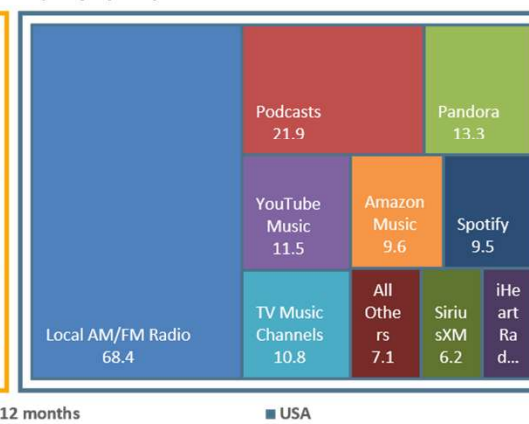
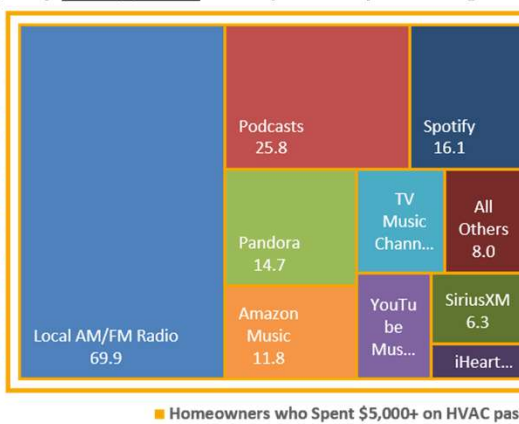
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 497
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

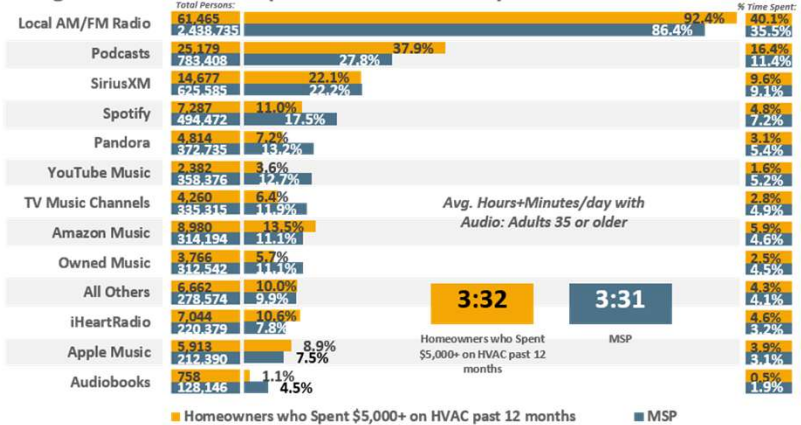
soefa.ai Share of Everything for Anything

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

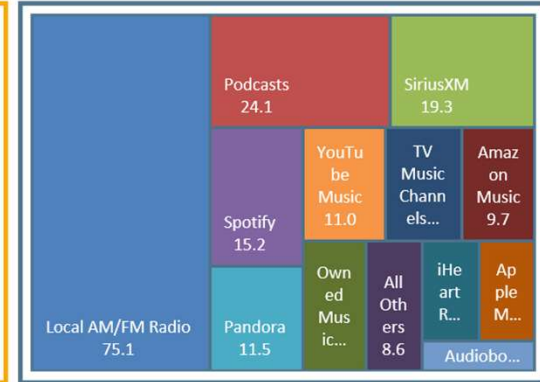
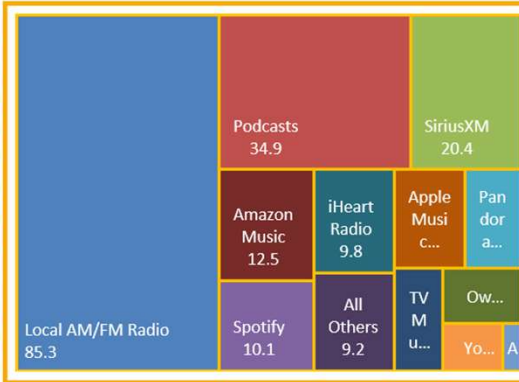


59,079 or 88.8% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 79.9 minutes every day representing 48.4% of all time spent daily with Ad-Supported Audio.

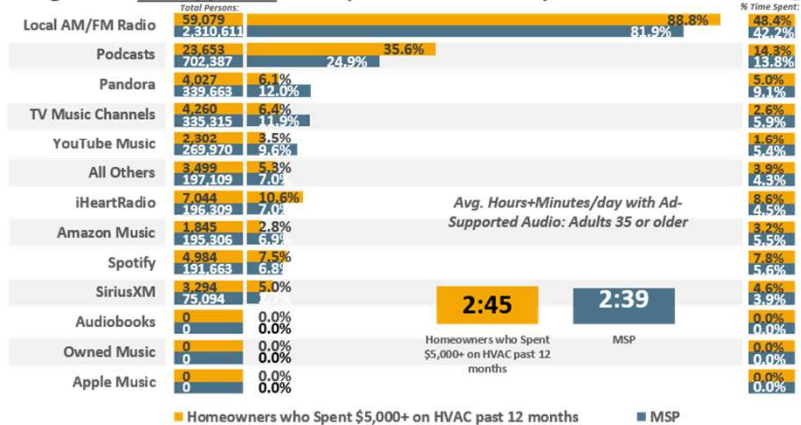
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



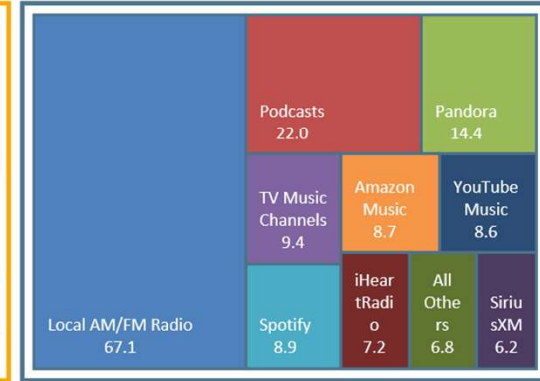
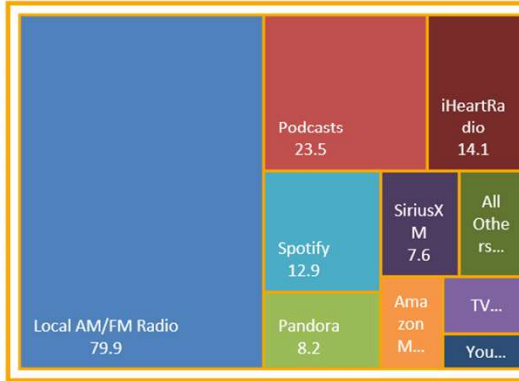
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



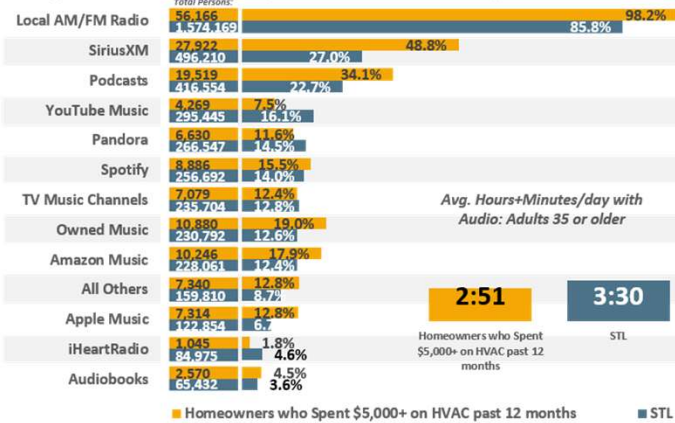
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



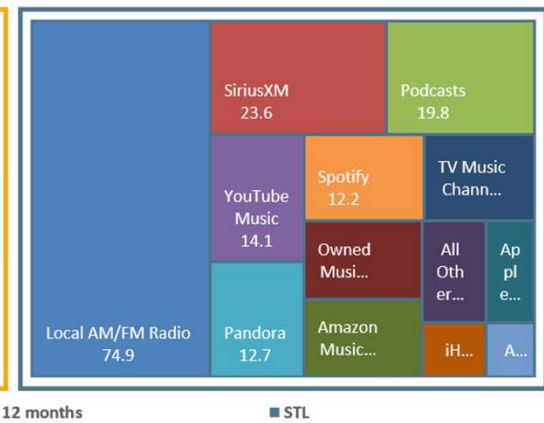
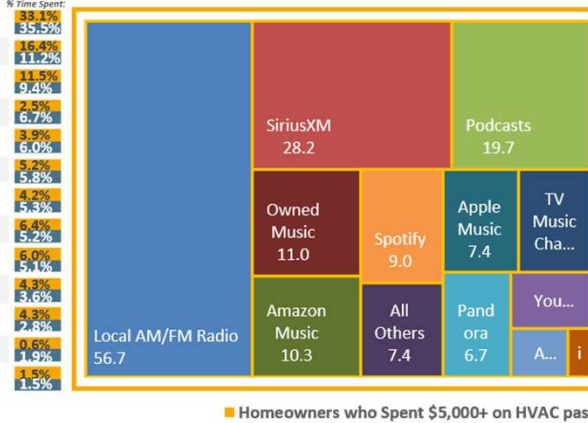


53,793 or 94.% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 54.5 minutes every day representing 46.8% of all time spent daily with Ad-Supported Audio.

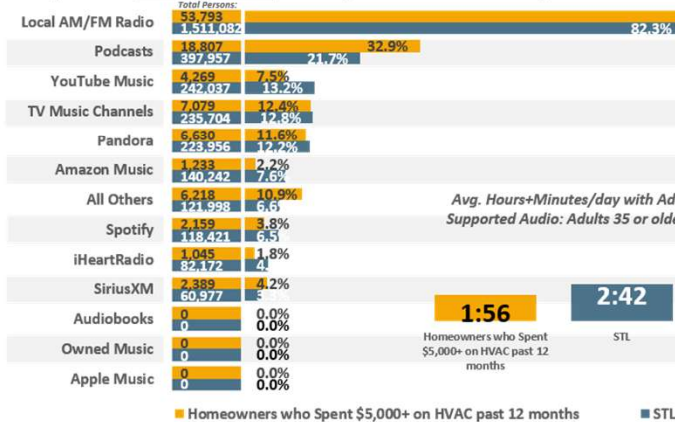
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



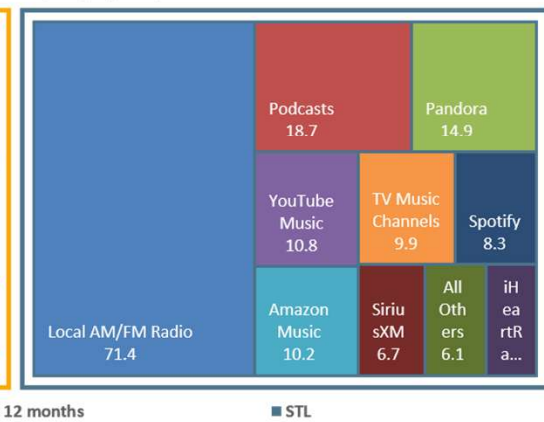
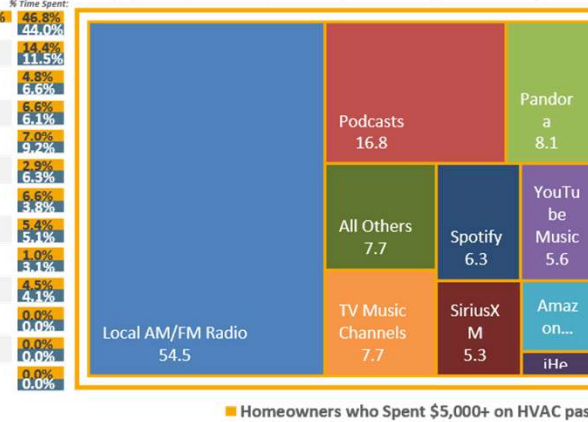
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



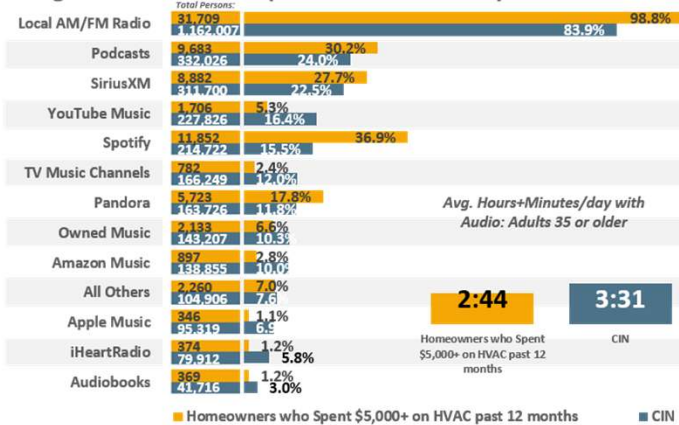
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



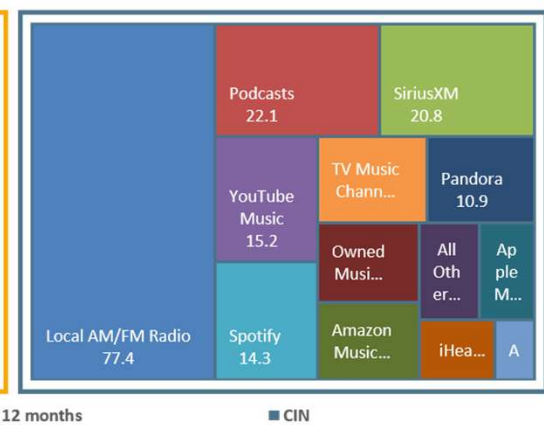
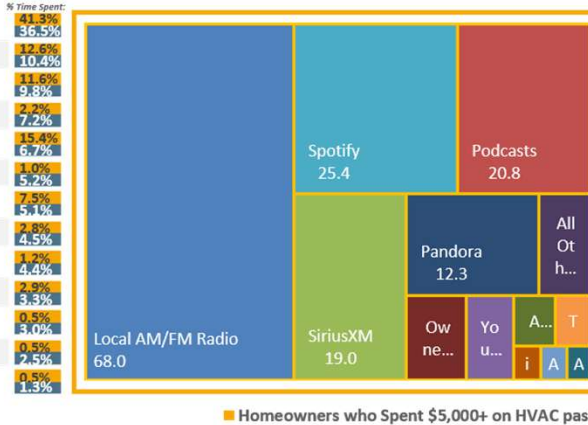


29,711 or 92.6% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 63.6 minutes every day representing 49.9% of all time spent daily with Ad-Supported Audio.

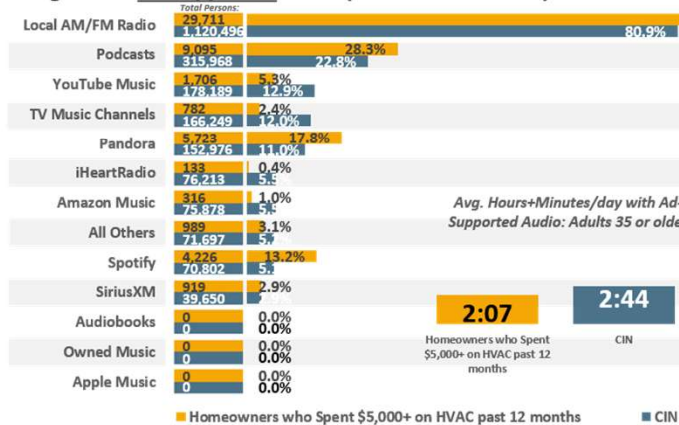
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



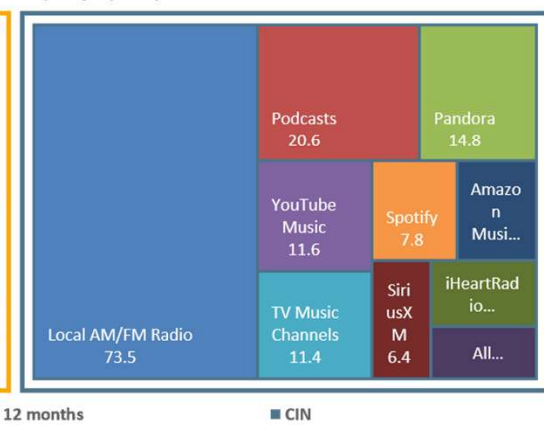
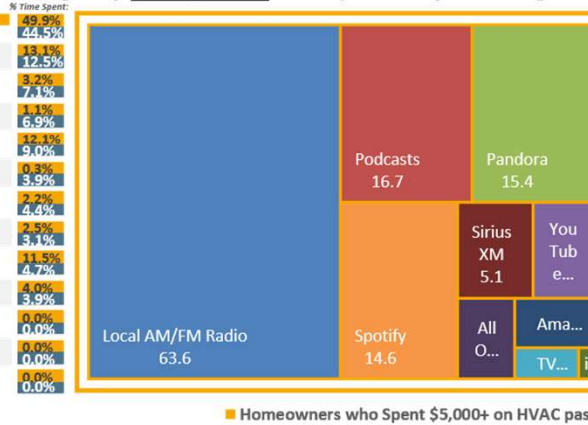
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



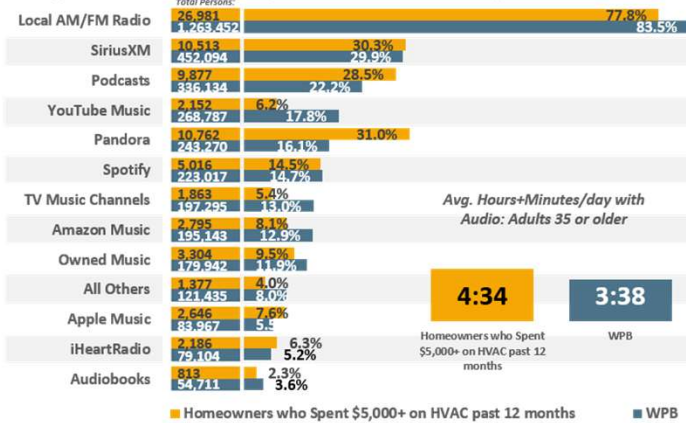
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



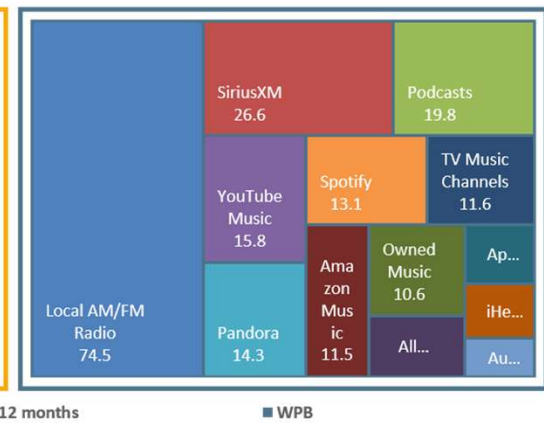
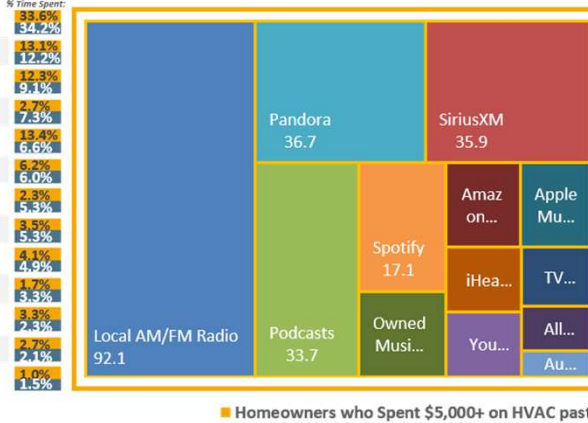


26,024 or 75.5% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 91.1 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.

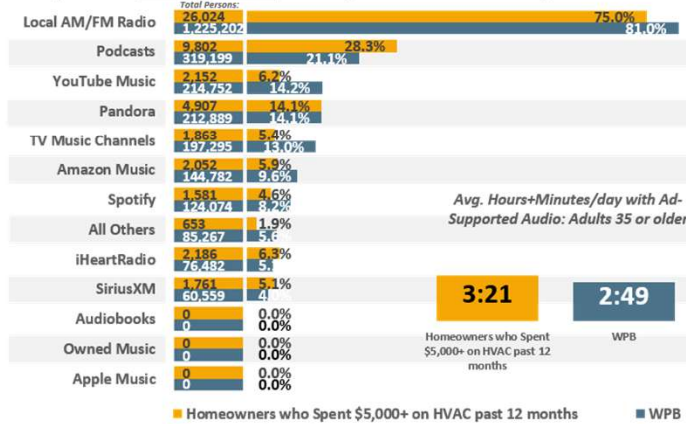
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



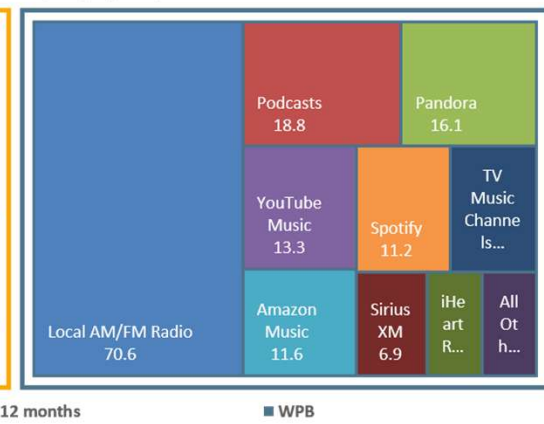
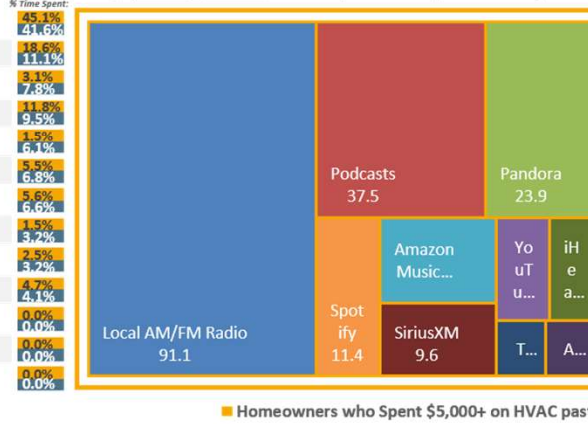
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

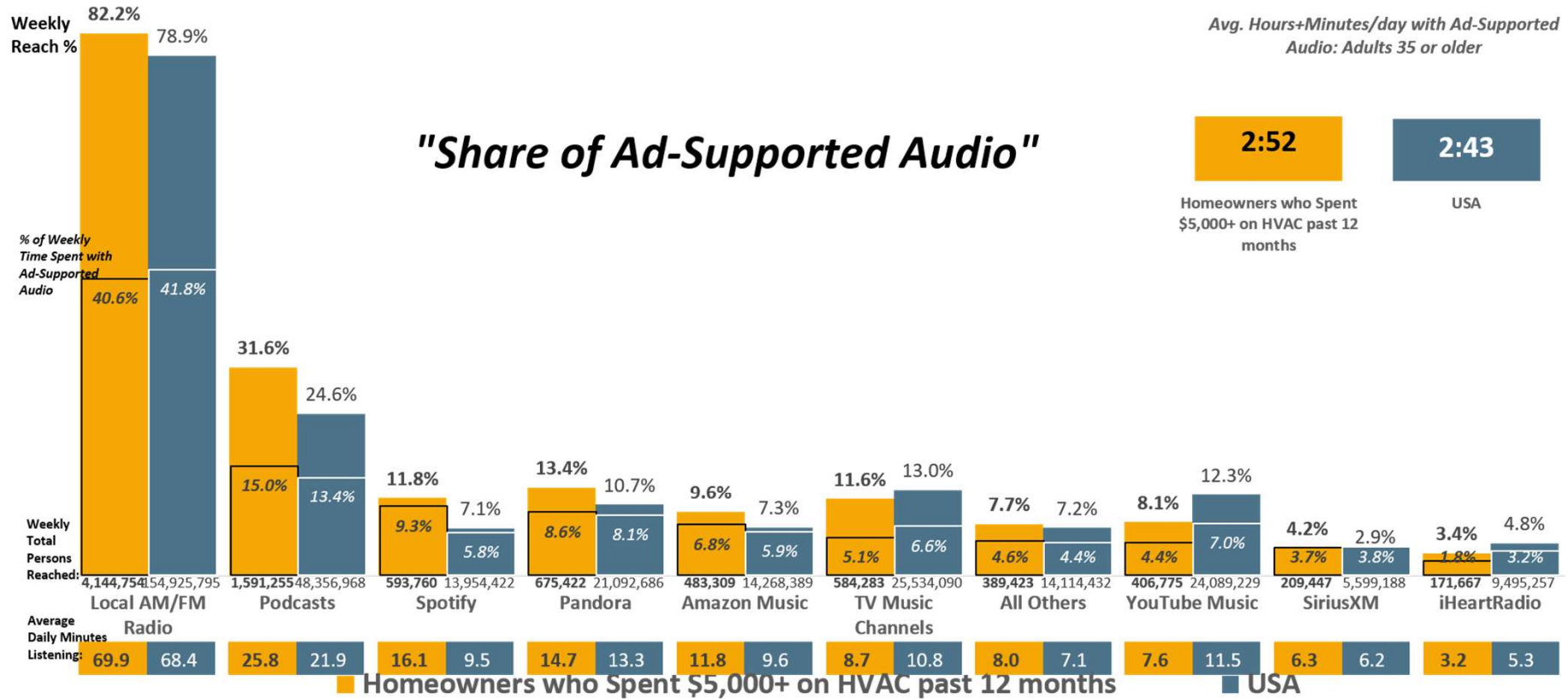


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



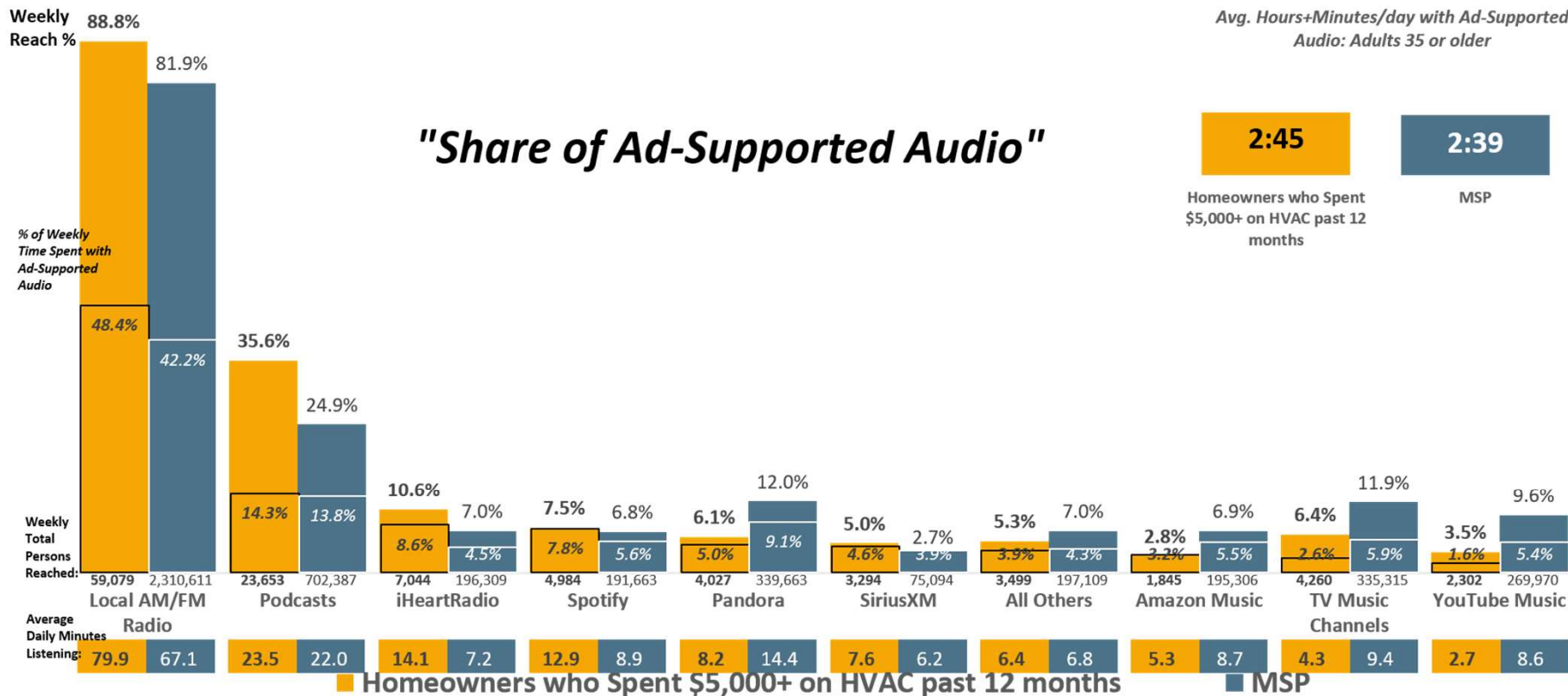


4,144,754 or 82.2% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 69.9 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.



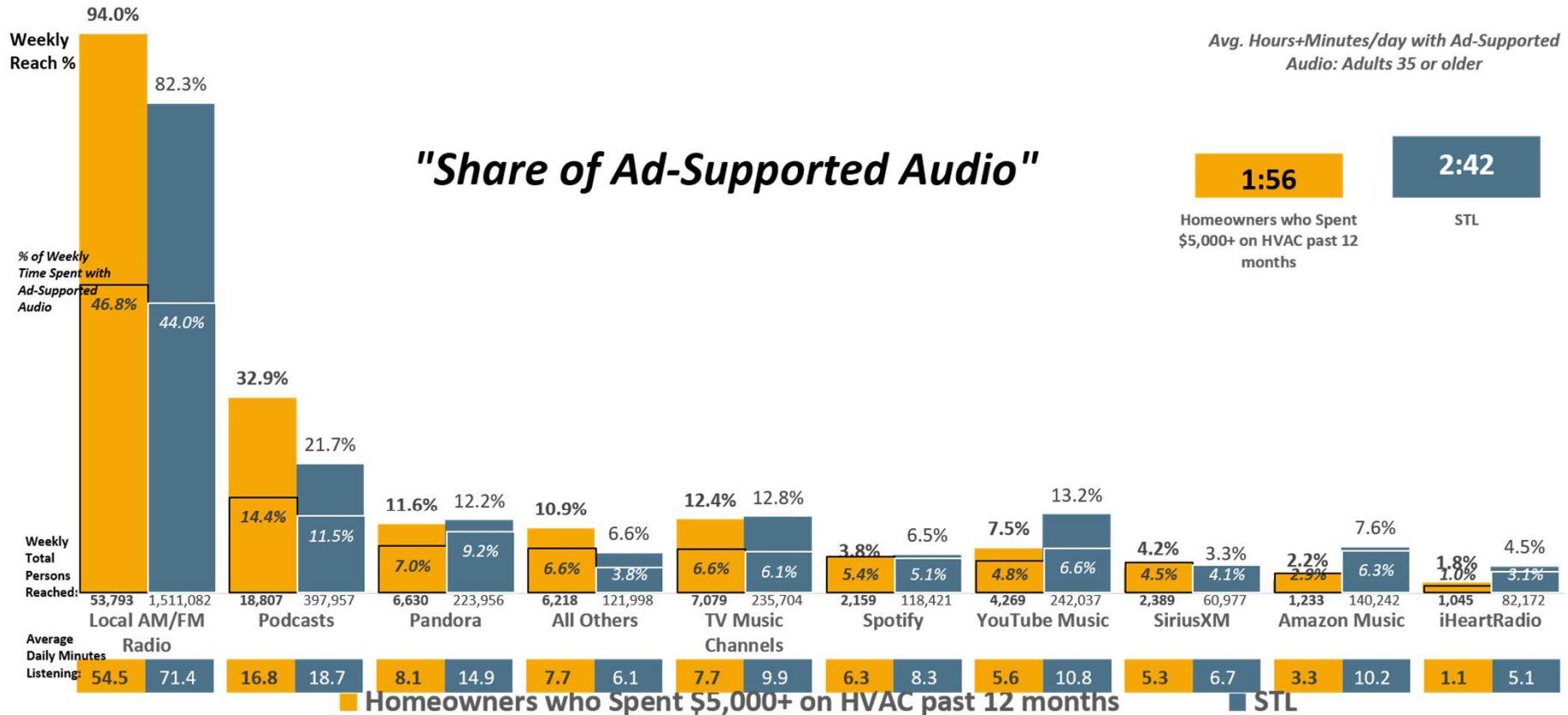


59,079 or 88.8% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 79.9 minutes every day representing 48.4% of all time spent daily with Ad-Supported Audio.



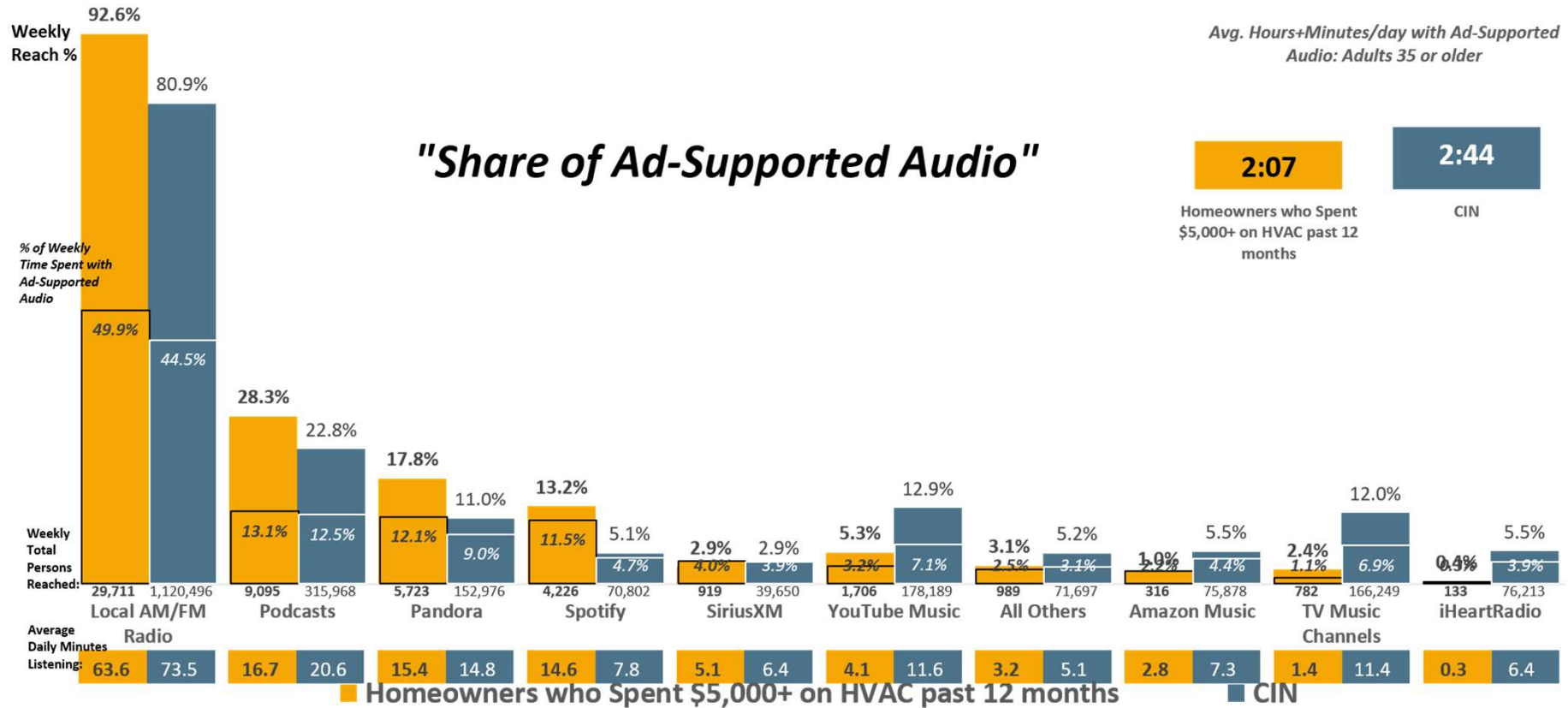


53,793 or 94.% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 54.5 minutes every day representing 46.8% of all time spent daily with Ad-Supported Audio.



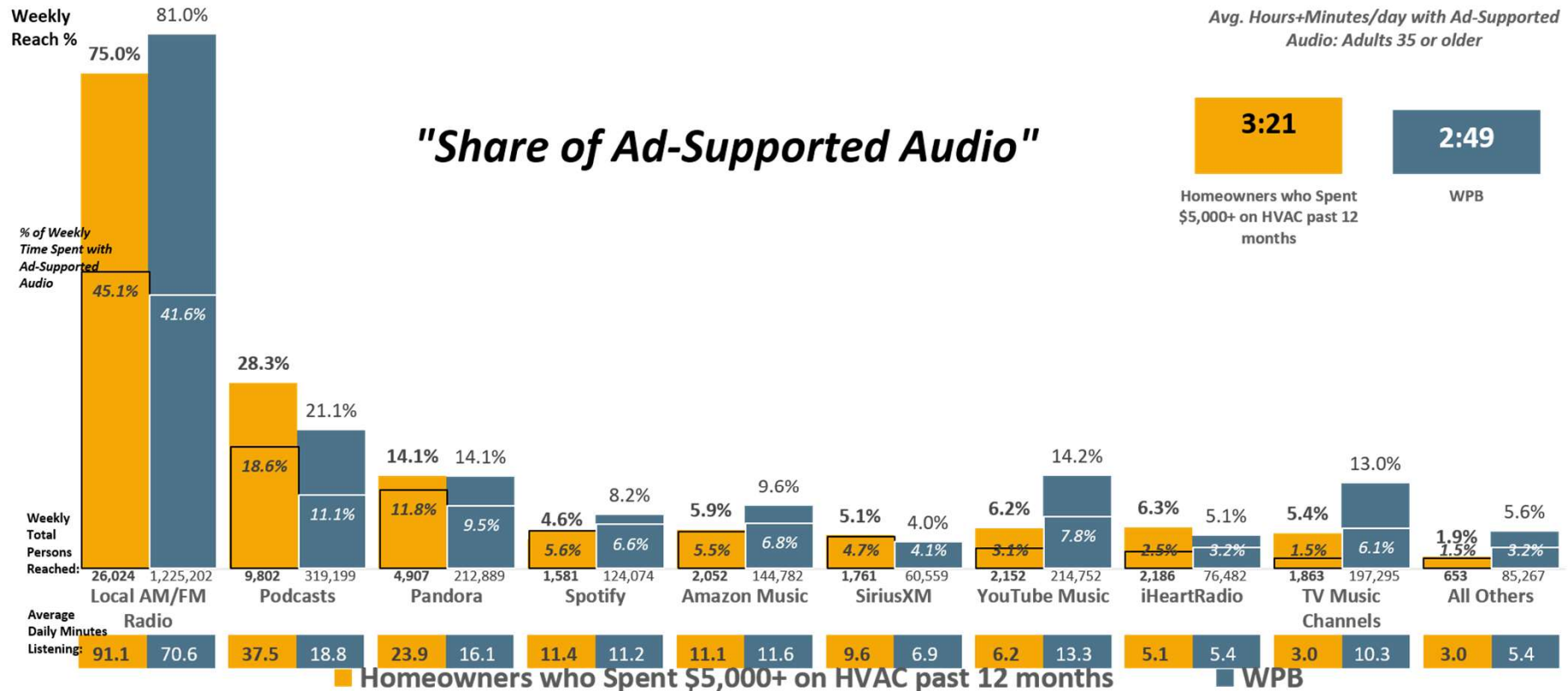


29,711 or 92.6% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 63.6 minutes every day representing 49.9% of all time spent daily with Ad-Supported Audio.





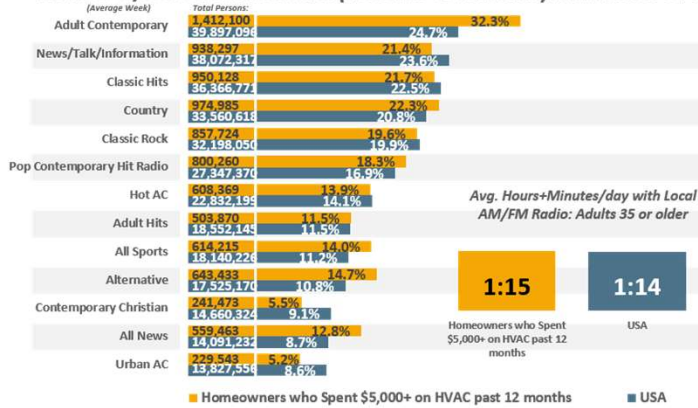
26,024 or 75.0% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 91.1 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.



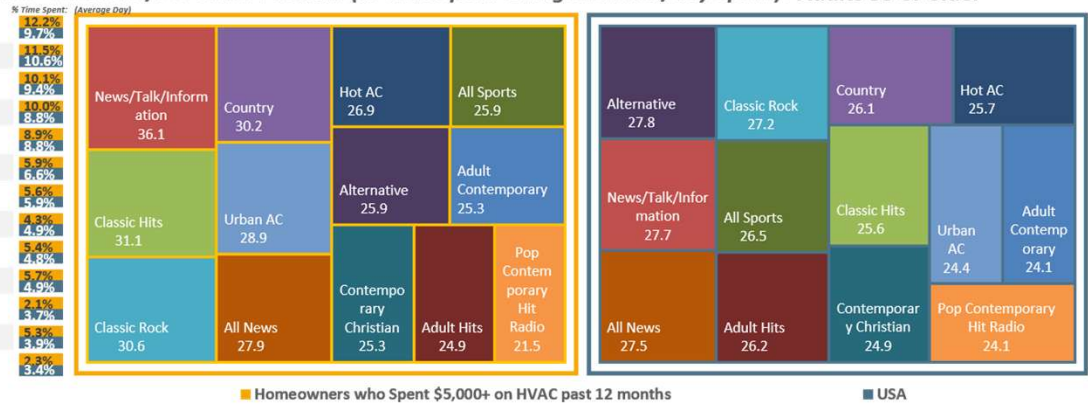


4,144,754 or 82.2% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Classic Rock, and Pop Contemporary Hit Radio.

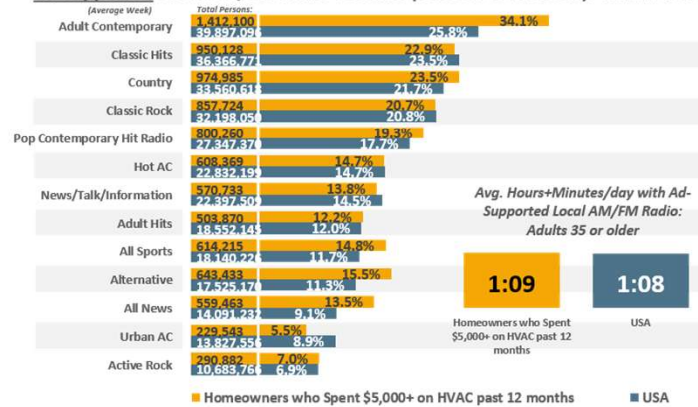
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



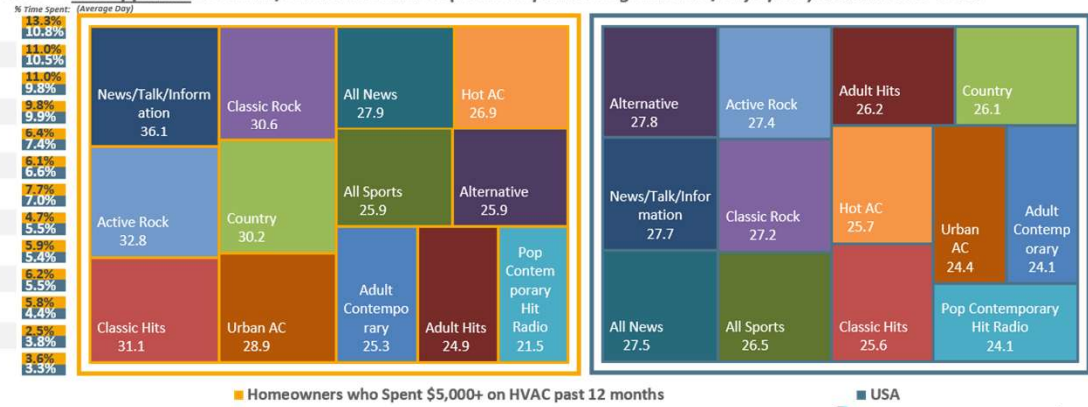
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 497
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

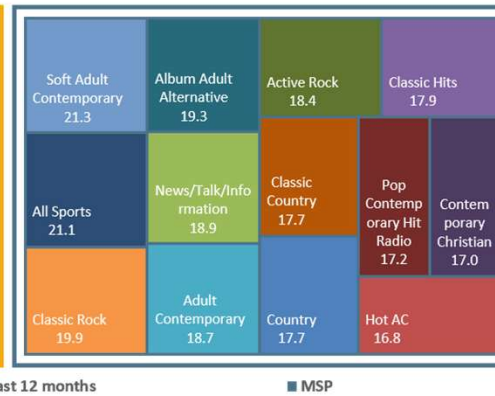
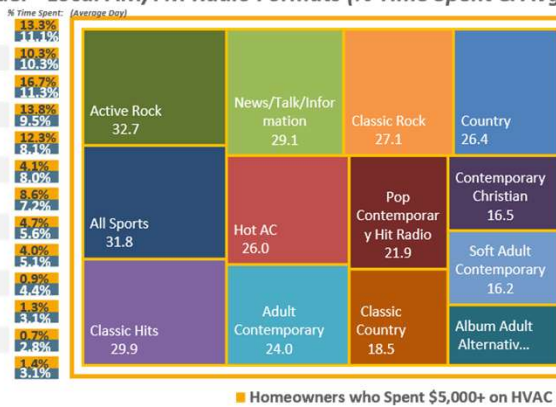
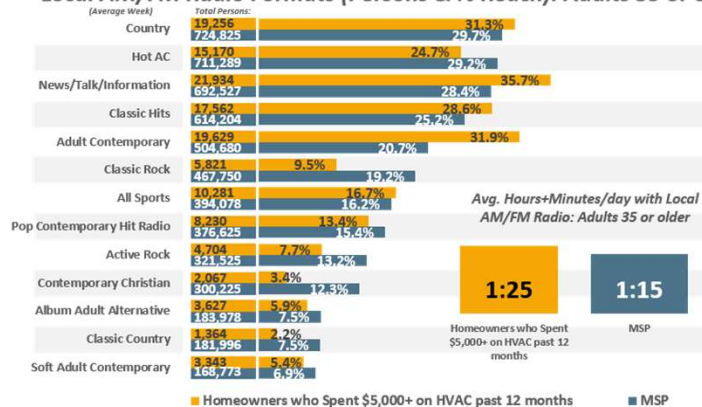
soefa.ai Share of Everything for Anything

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

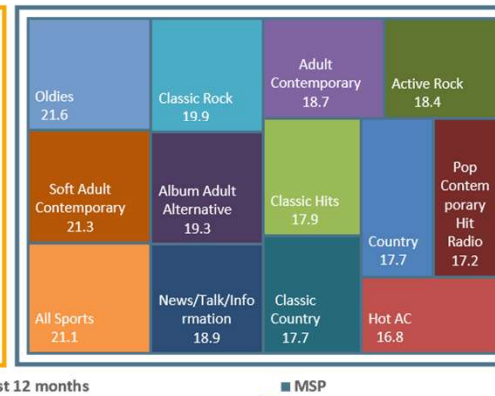
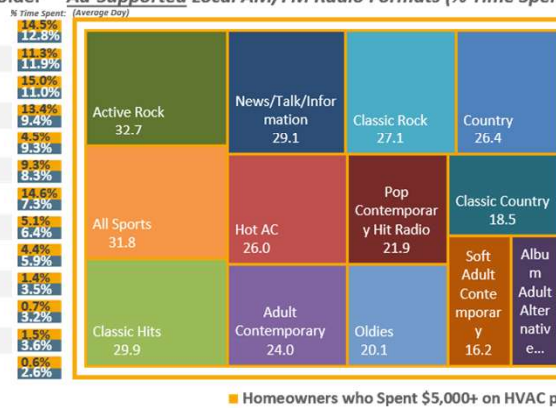
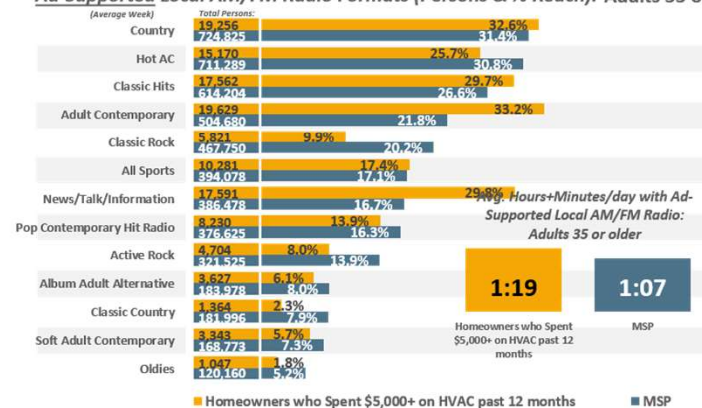


59,079 or 88.8% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, News/Talk/Information, Classic Hits, and Hot AC.

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**



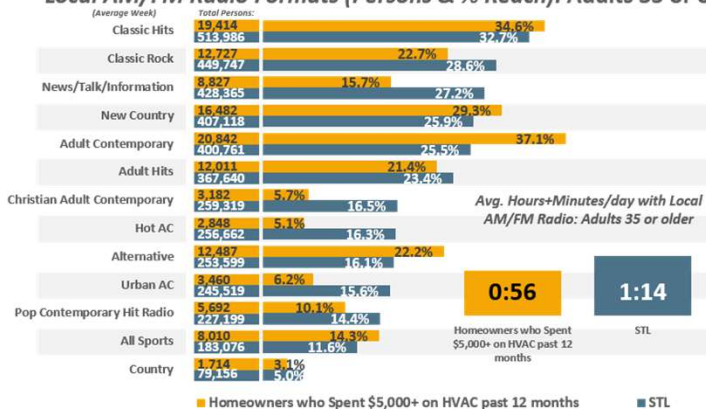
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



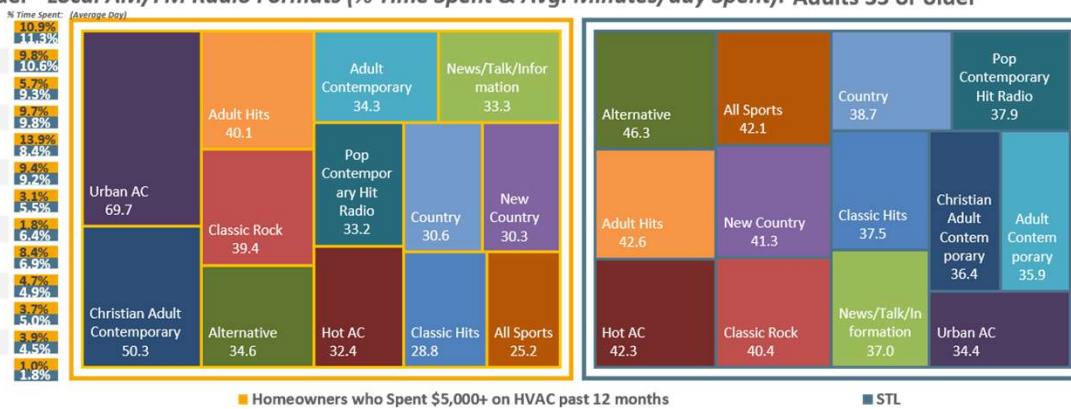


53,793 or 94.% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, New Country, Classic Rock, and Alternative.

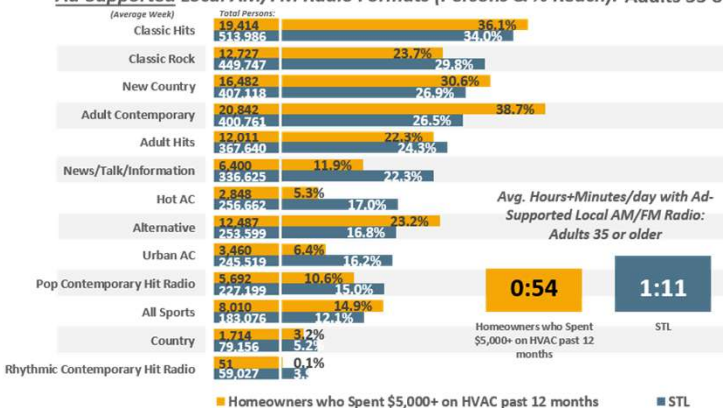
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



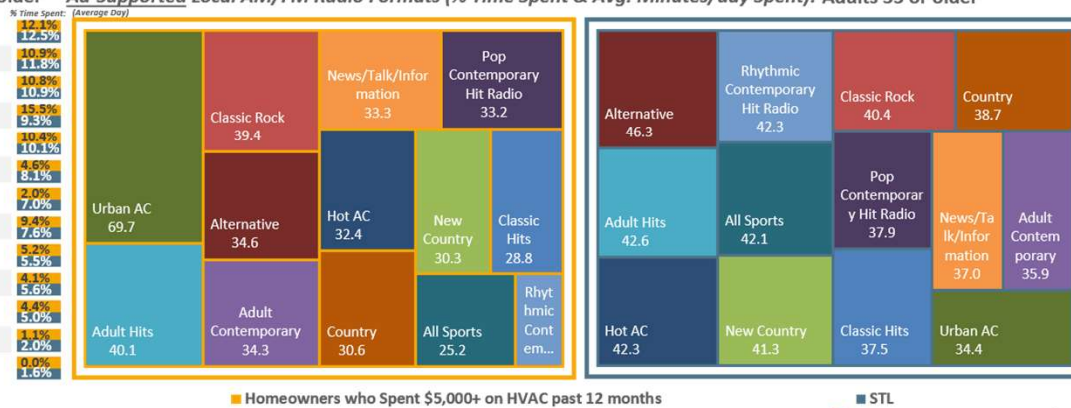
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 43
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

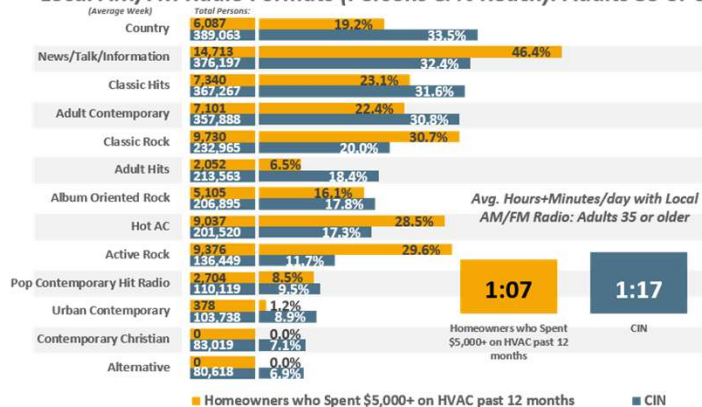
soefa.ai Share of Everything for Anything

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

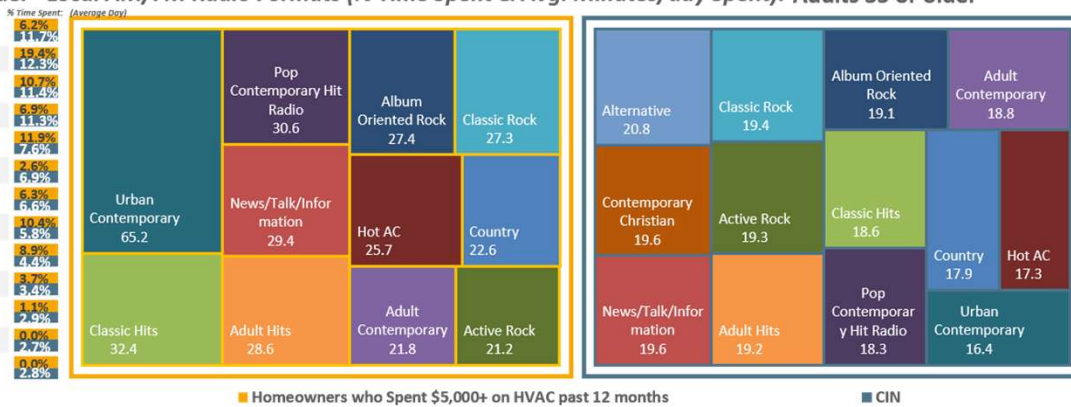


29,711 or 92.6% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are News/Talk/Information, Classic Rock, Active Rock, Hot AC, and Classic Hits.

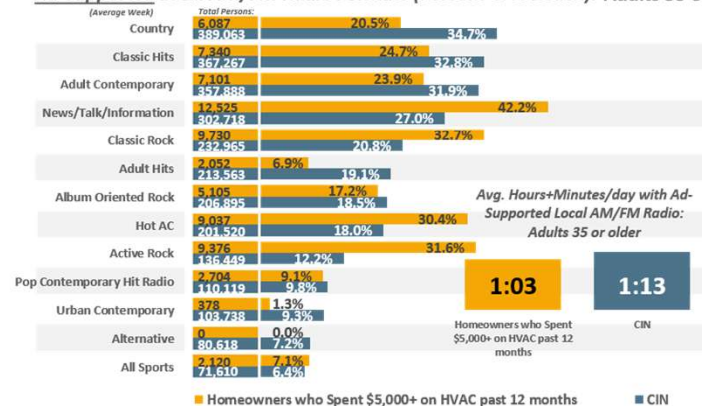
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



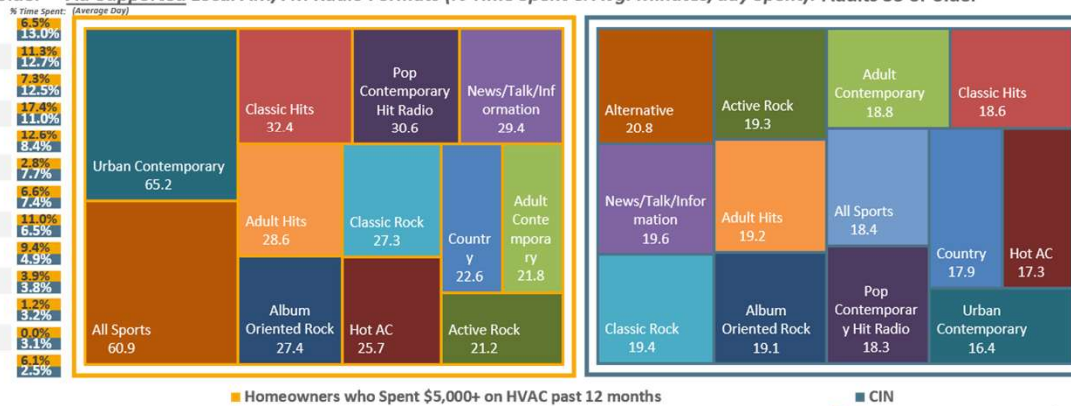
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



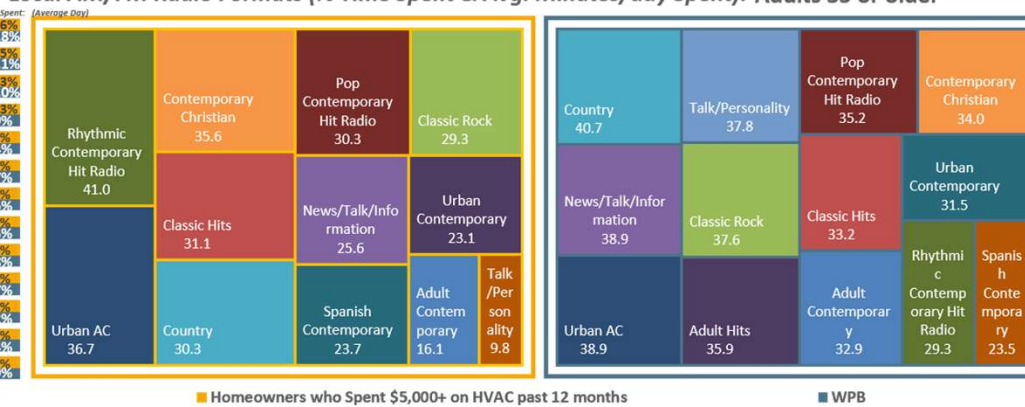


26,024 or 75.5% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, News/Talk/Information, Classic Rock, Classic Hits, and Adult Standards.

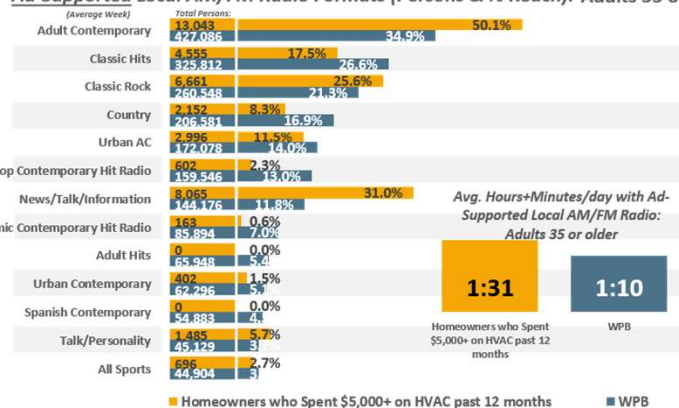
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



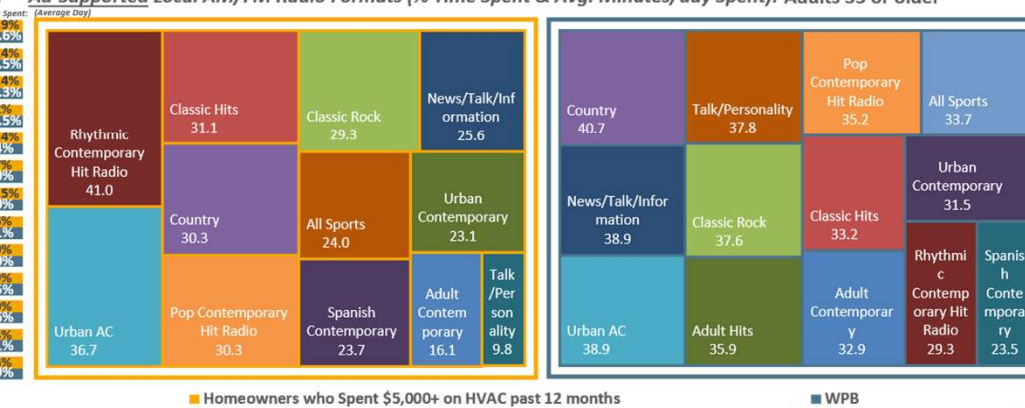
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 53
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

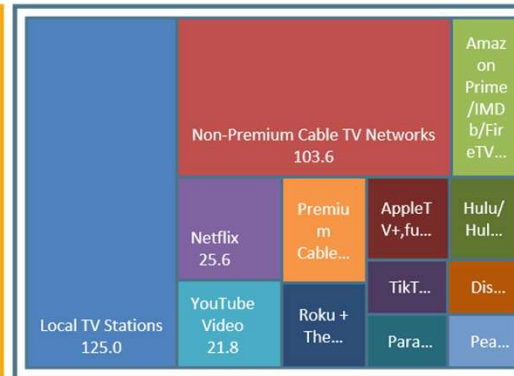
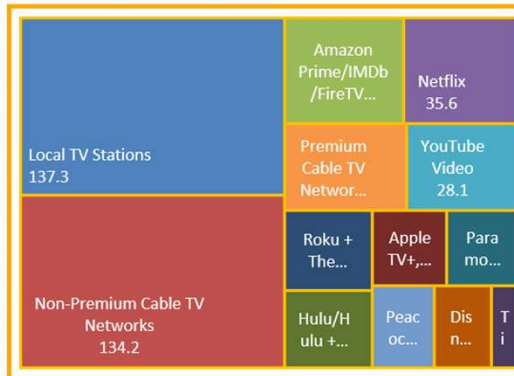
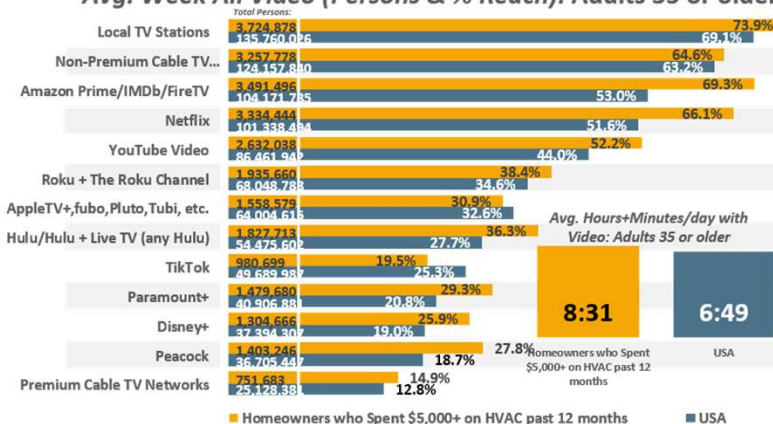
[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:\$5,000 or more]]



3,675,875 or 72.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations for an average of 126.5 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

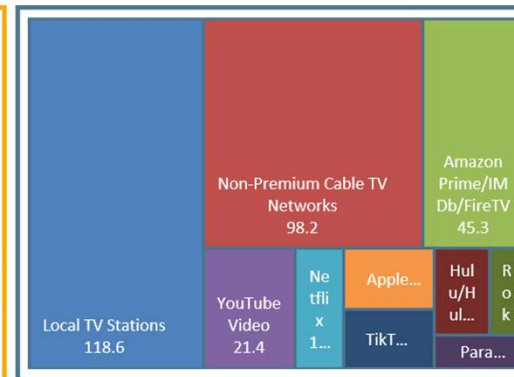
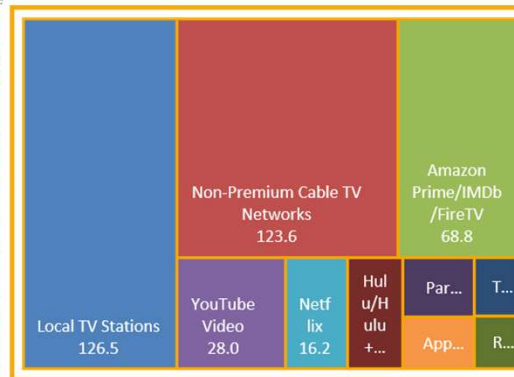
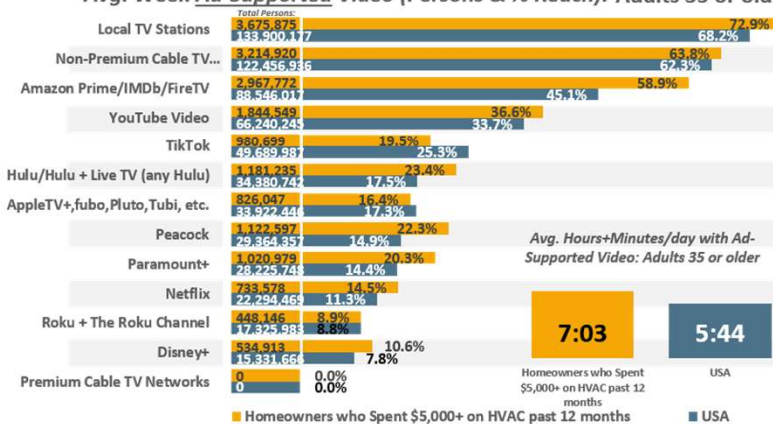
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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

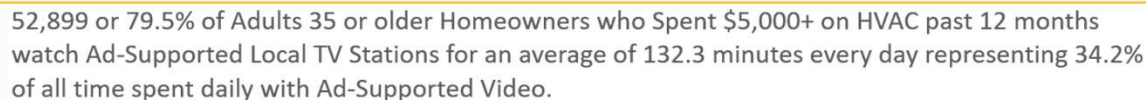
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



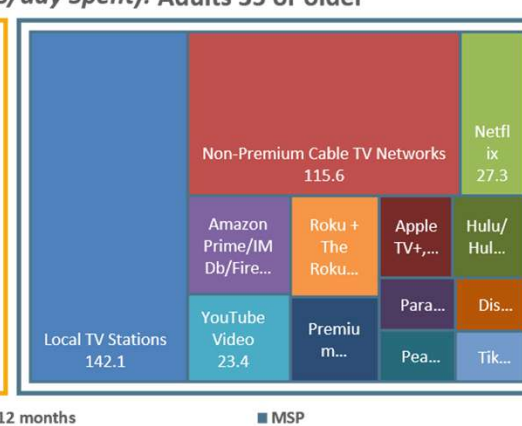
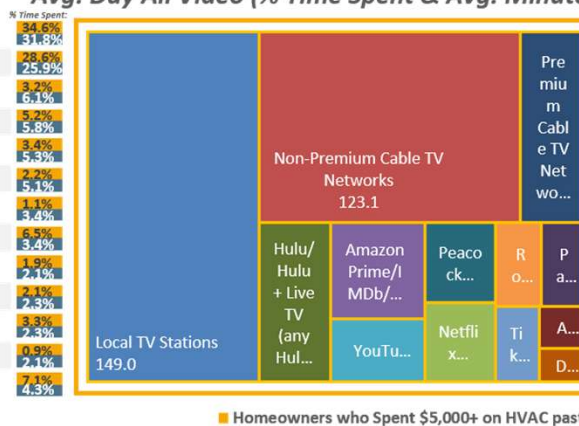
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 497
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

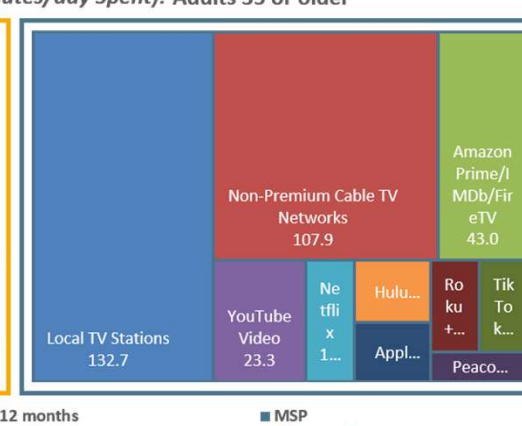
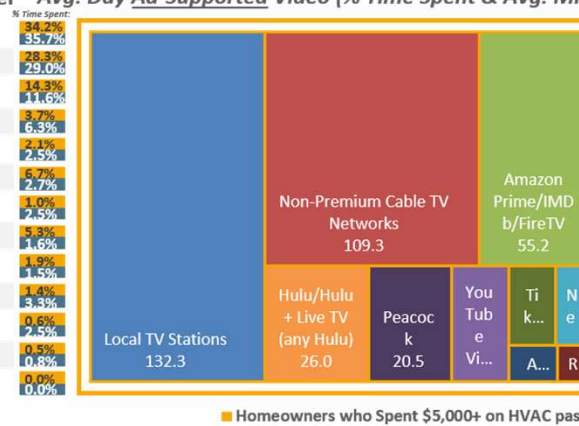
[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:\$5,000 or more]]



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



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



■ MSP
soefa.ai Share of Everything
for Anything.

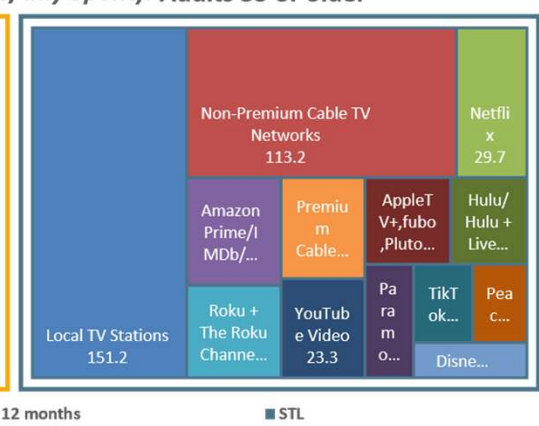
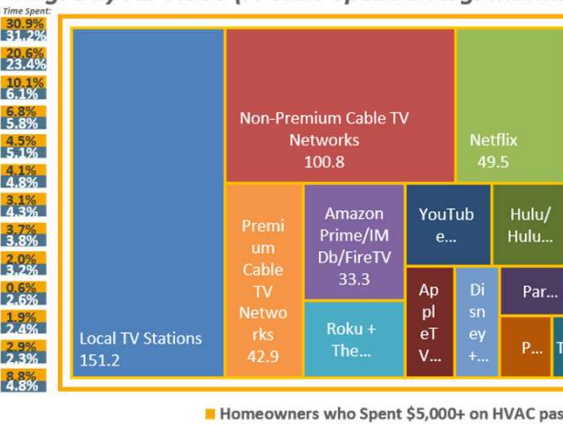
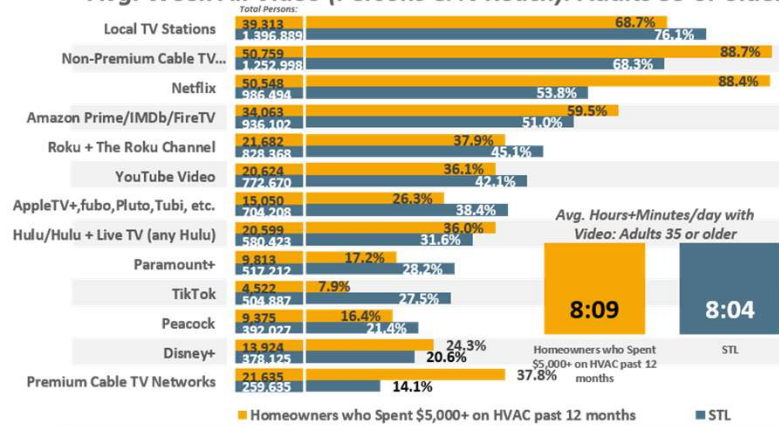
(Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHL): Heating or air conditioning:\$5,000 or more)



39,188 or 68.5% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations for an average of 145.5 minutes every day representing 38.8% of all time spent daily with Ad-Supported Video.

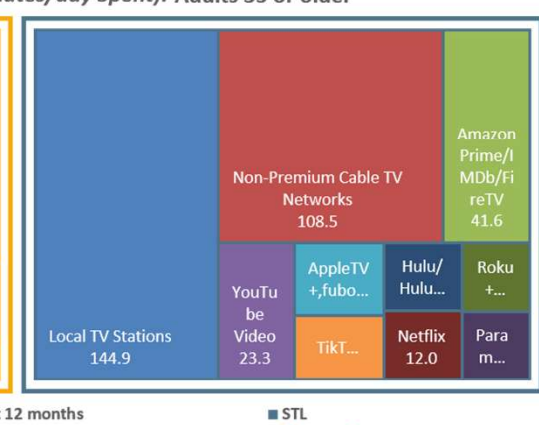
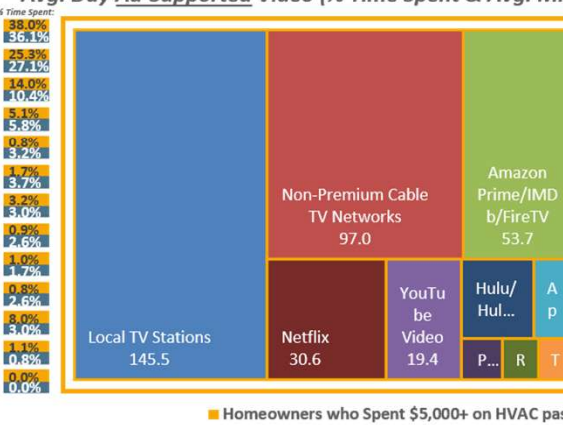
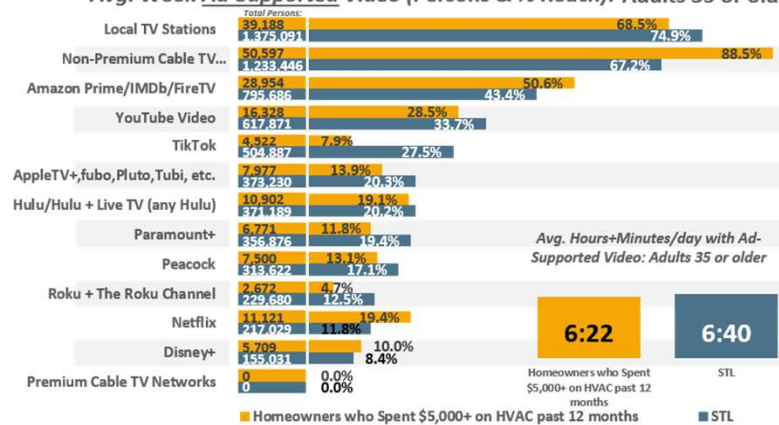
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 43
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

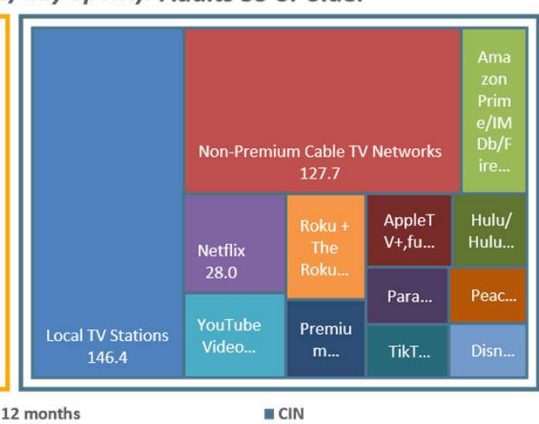
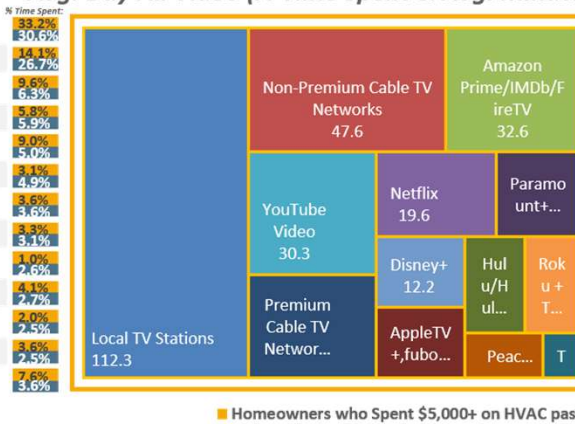
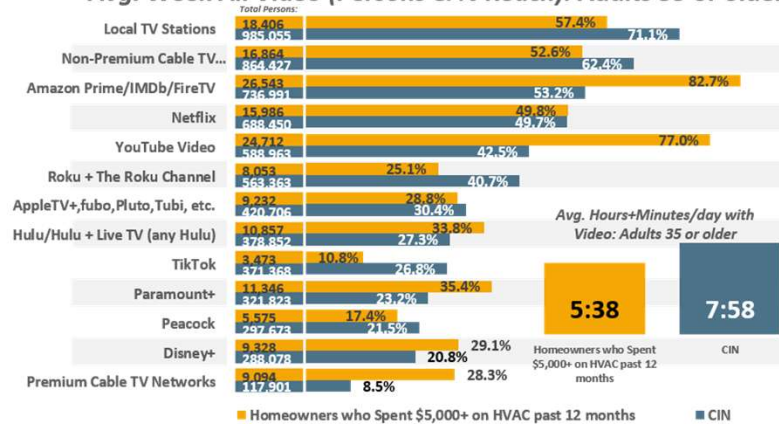
[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:\$5,000 or more]]



18,173 or 56.6% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations for an average of 107.1 minutes every day representing 37.2% of all time spent daily with Ad-Supported Video.

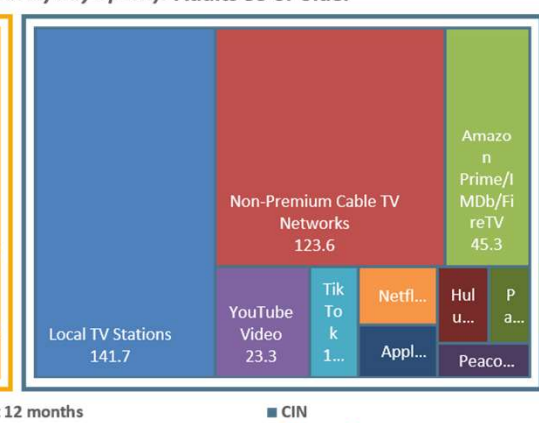
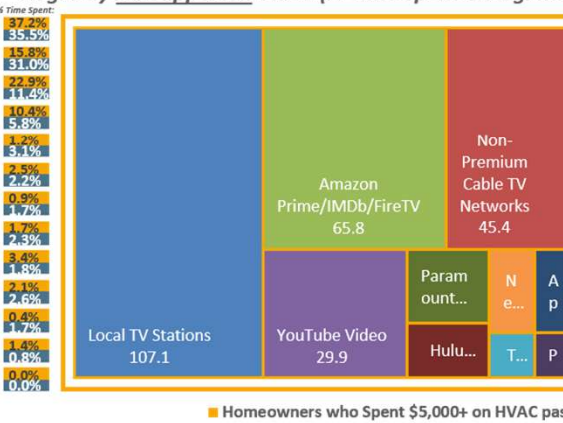
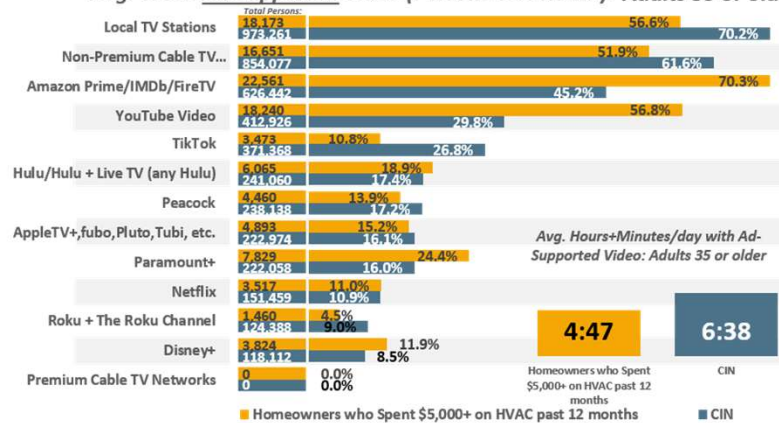
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 41
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

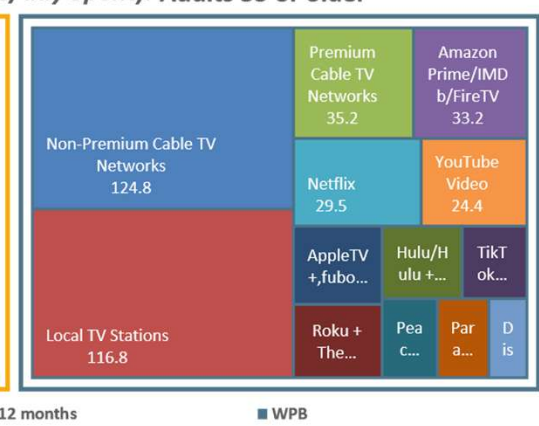
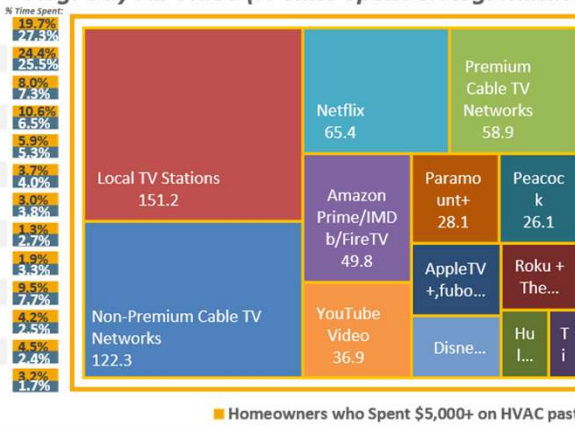
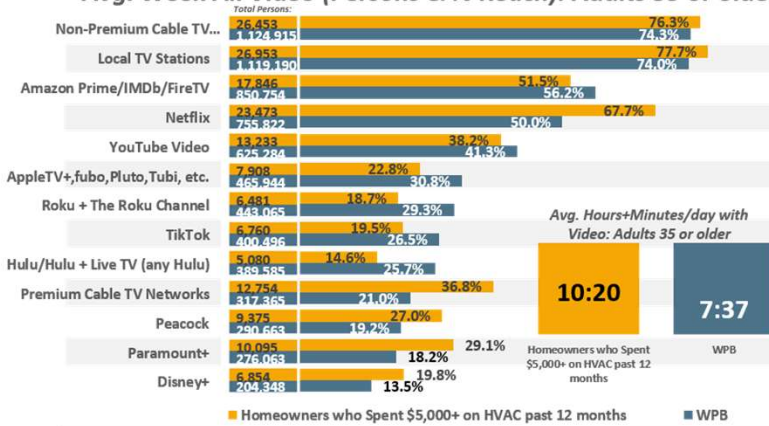
[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:\$5,000 or more]]



26,691 or 77.% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations for an average of 149.9 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

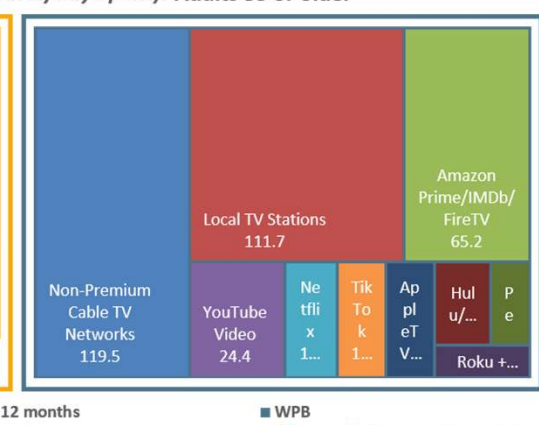
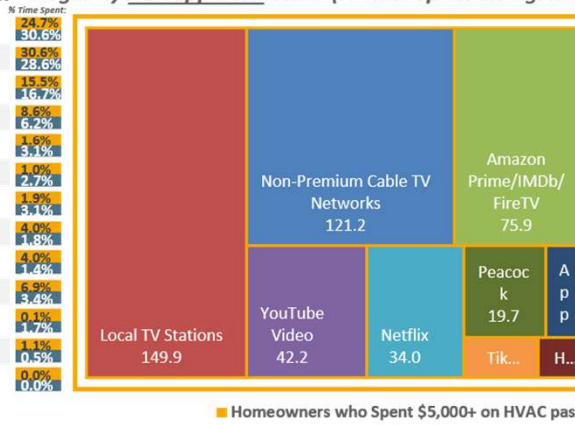
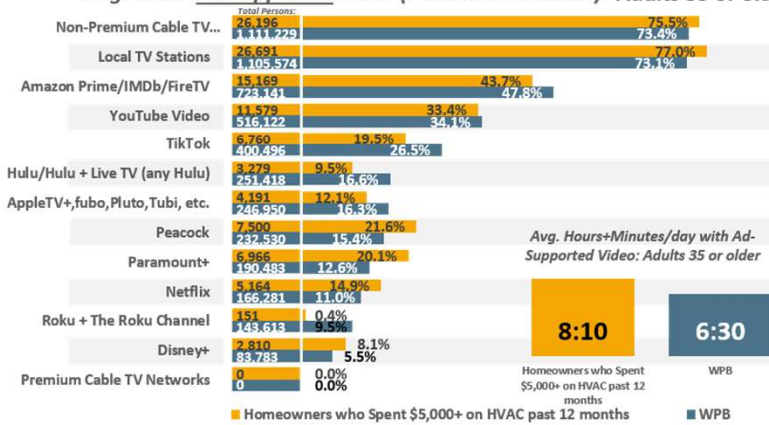
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 53
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

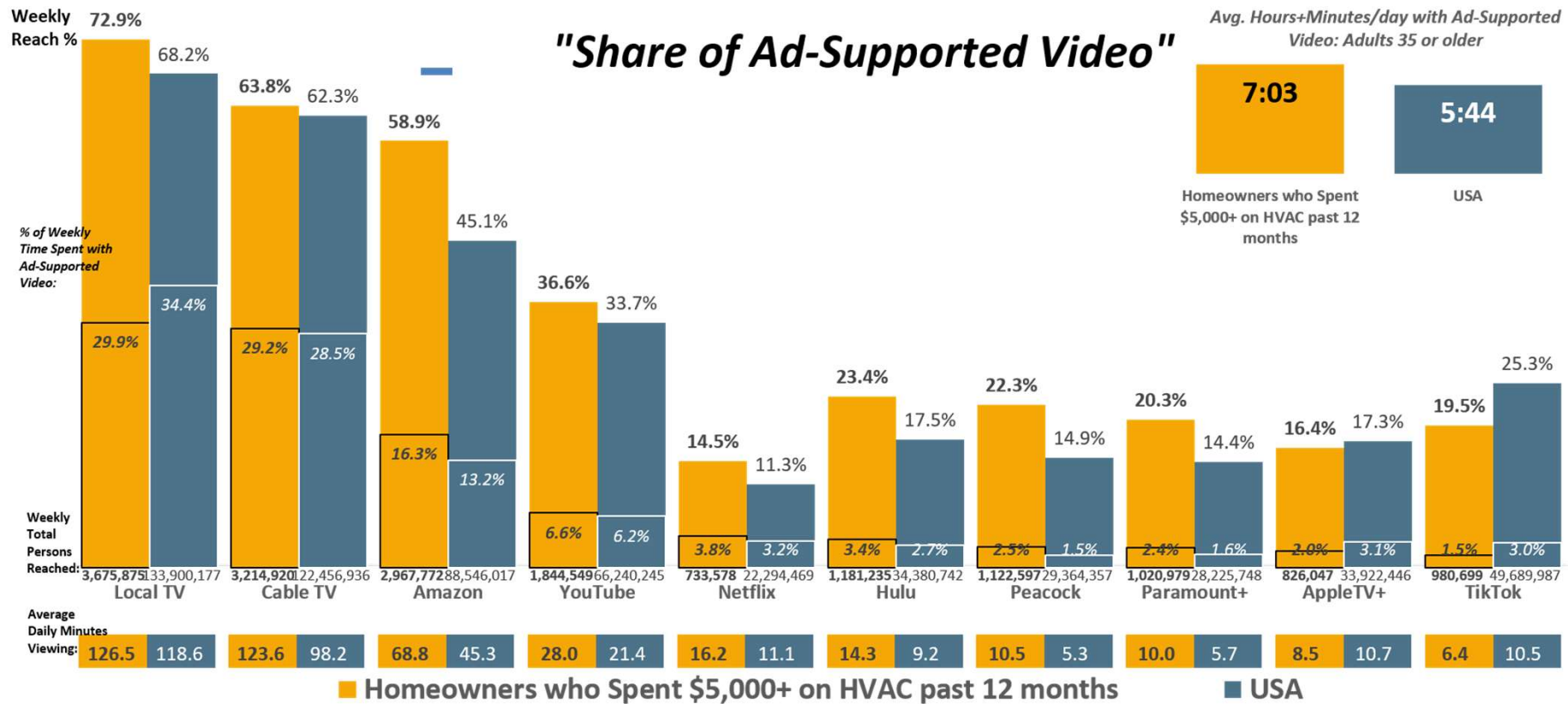
soefa.ai Share of Everything for Anything

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



3,675,875 or 72.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations for an average of 126.5 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

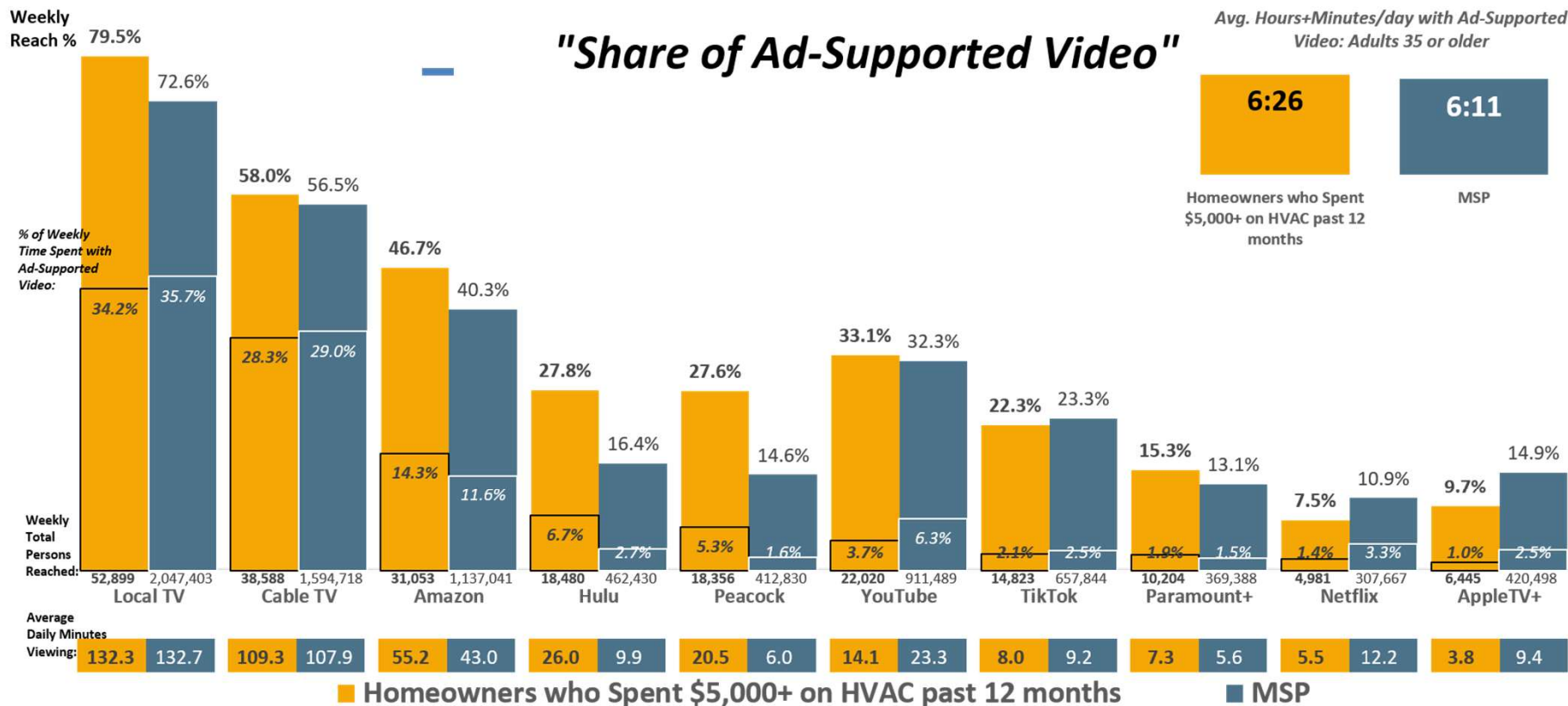
"Share of Ad-Supported Video"





52,899 or 79.5% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations for an average of 132.3 minutes every day representing 34.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 57 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

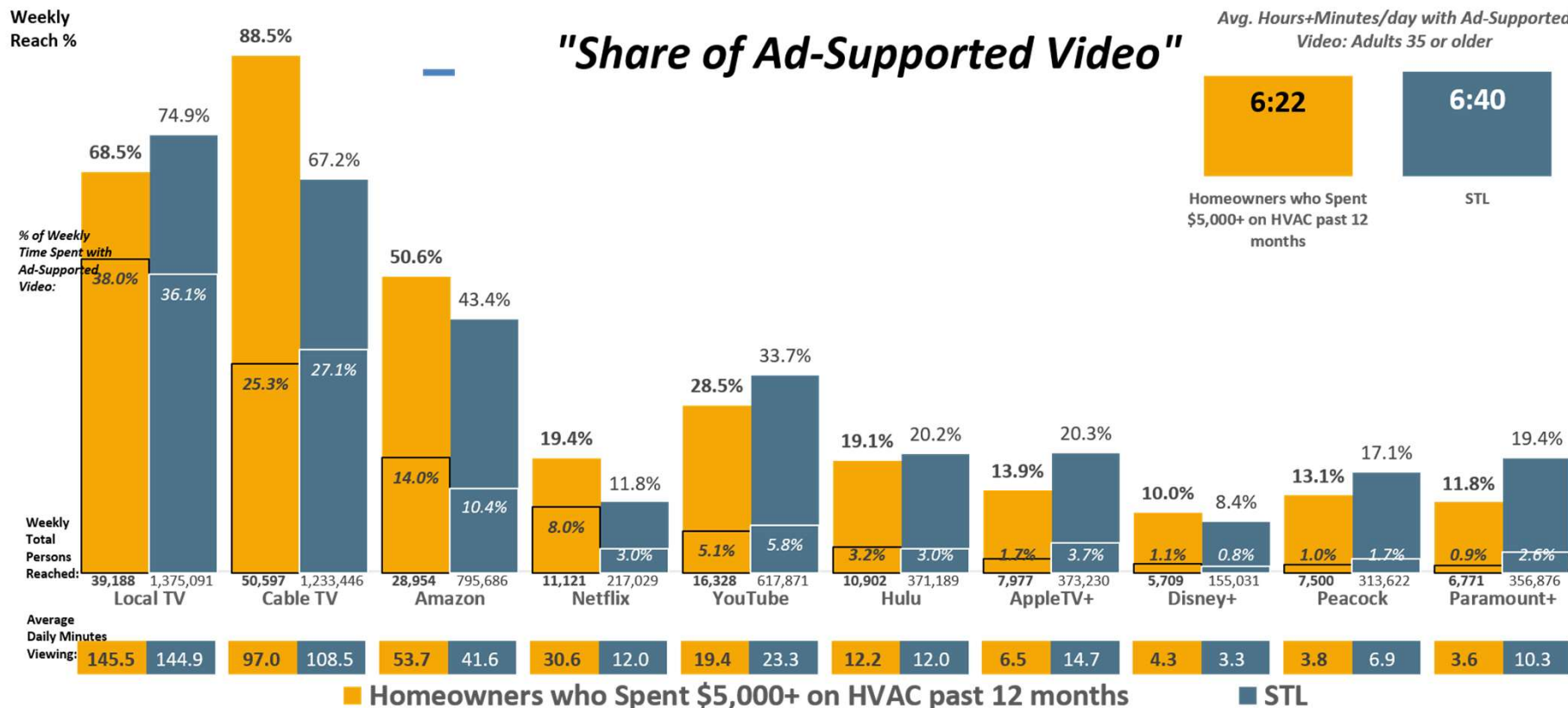
soefa.ai Share of Everything for Anything

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



39,188 or 68.5% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations for an average of 145.5 minutes every day representing 38.0% of all time spent daily with Ad-Supported Video.

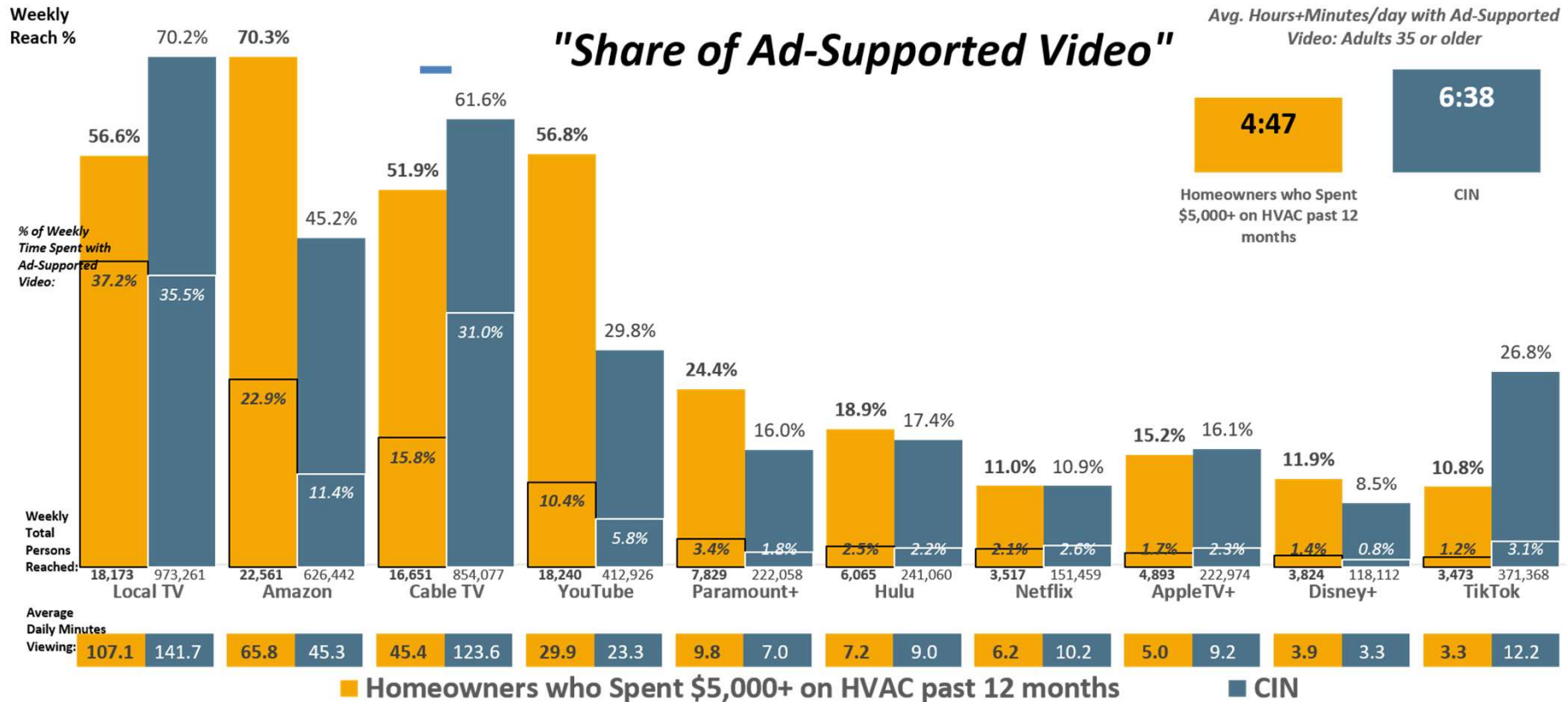
"Share of Ad-Supported Video"





18,173 or 56.6% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations for an average of 107.1 minutes every day representing 37.2% of all time spent daily with Ad-Supported Video.

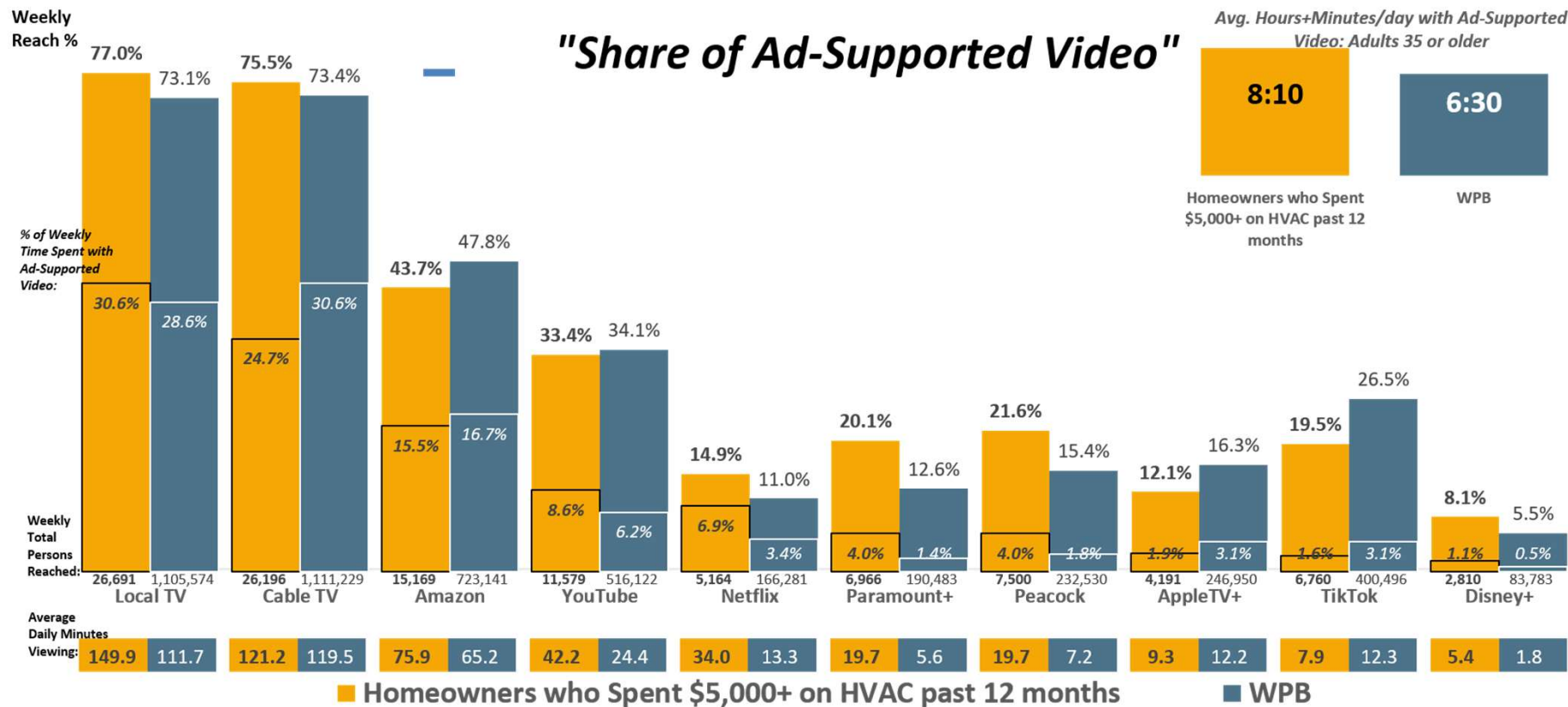
"Share of Ad-Supported Video"





26,691 or 77.0% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations for an average of 149.9 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

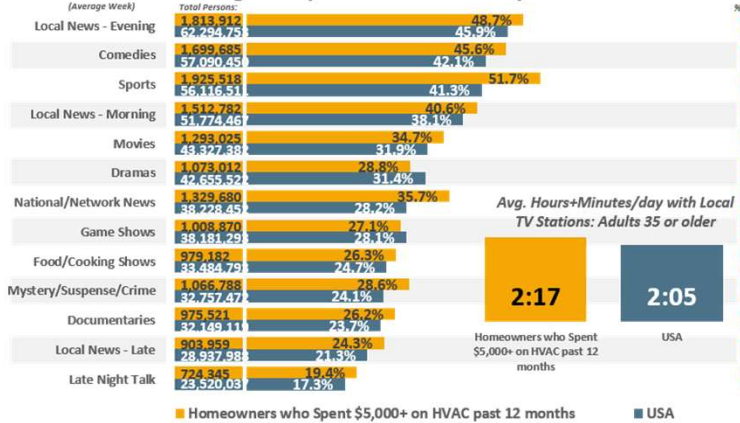
"Share of Ad-Supported Video"



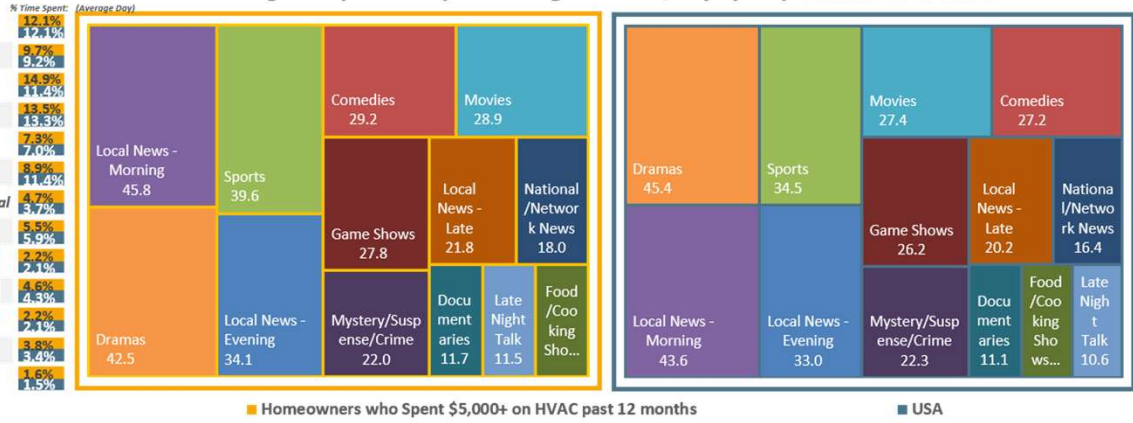


3,675,875 or 72.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and National/Network News.

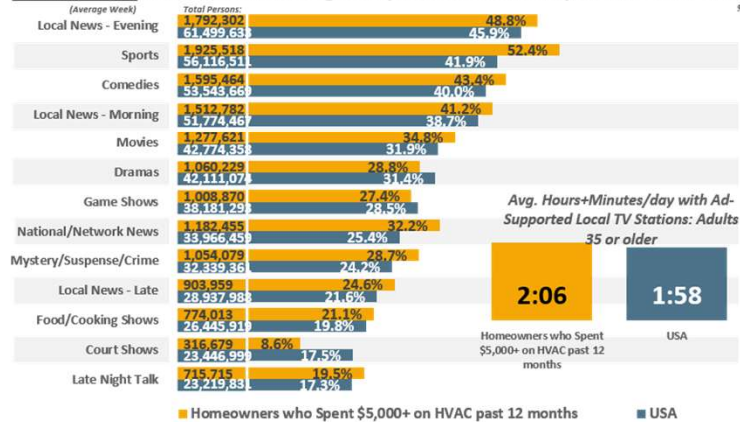
Local TV Station Programs (Persons & % Reach): Adults 35 or older



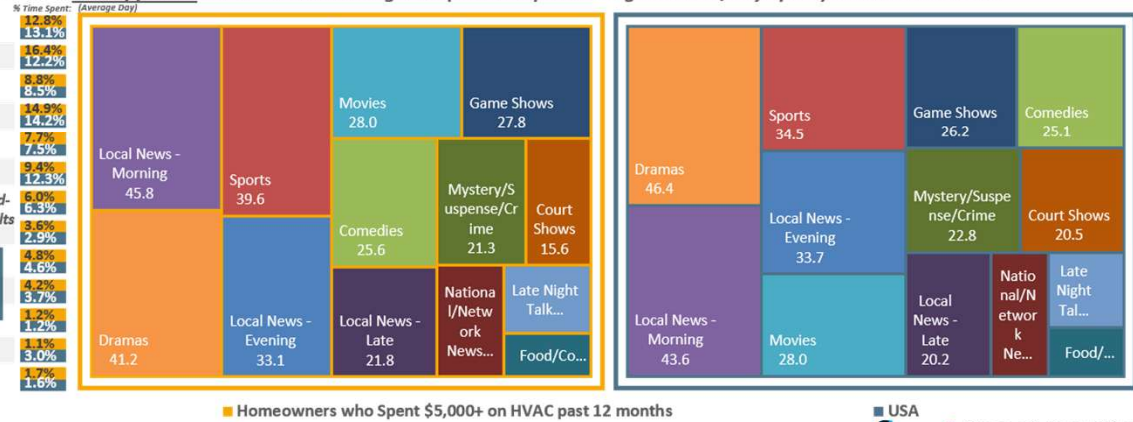
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



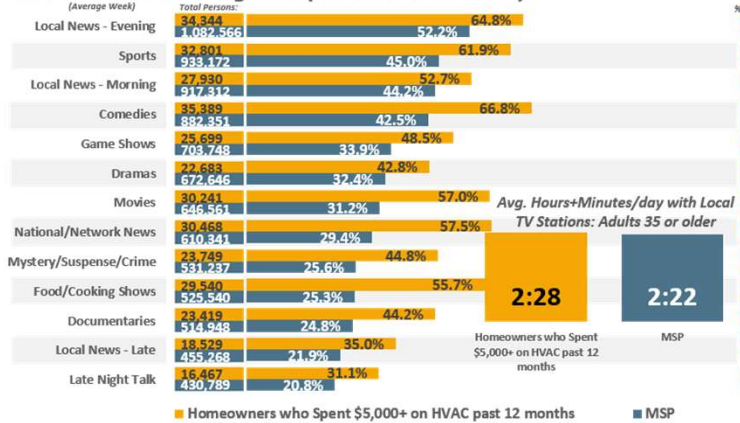
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



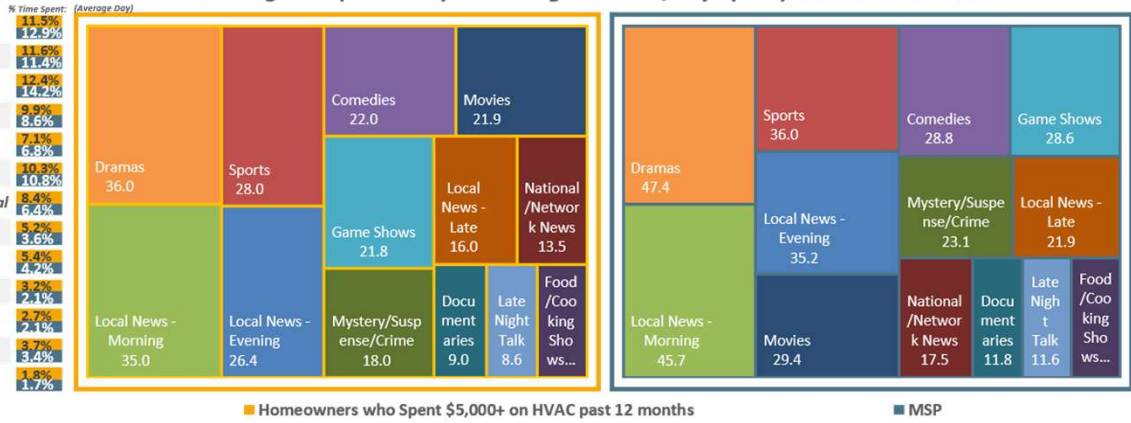


52,899 or 79.5% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Movies, Local News - Morning, and National/Network News.

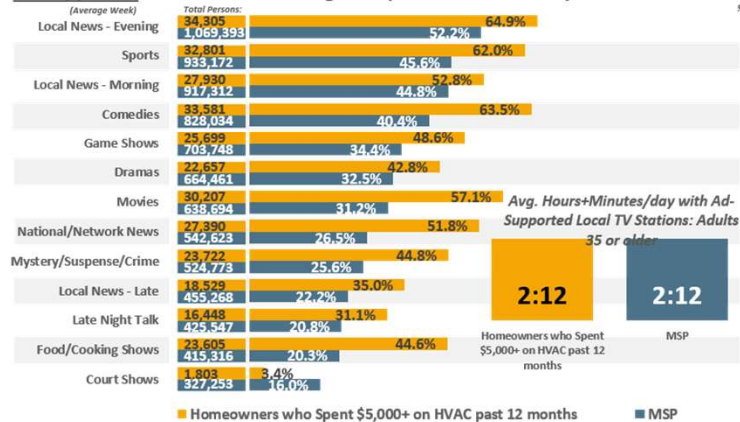
Local TV Station Programs (Persons & % Reach): Adults 35 or older



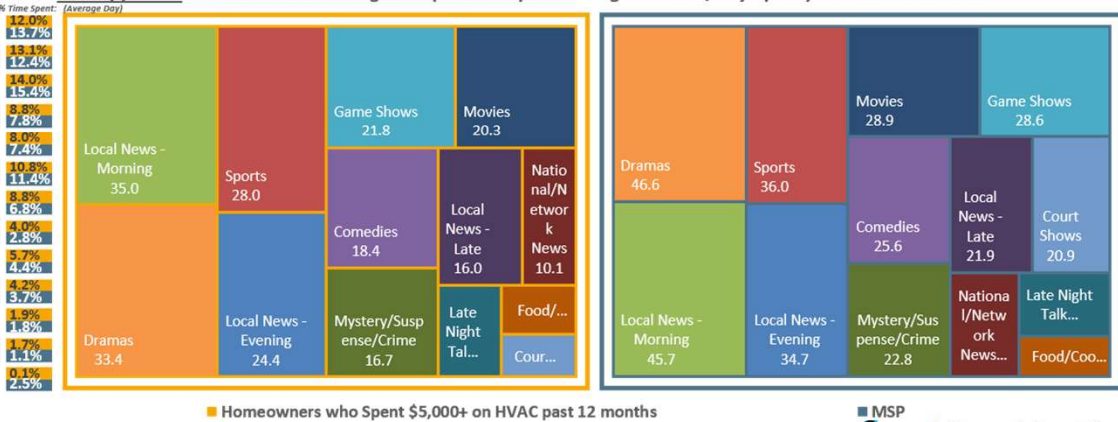
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



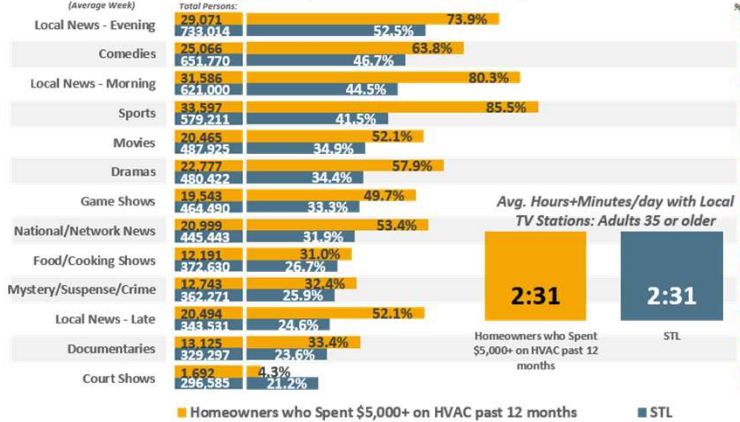
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



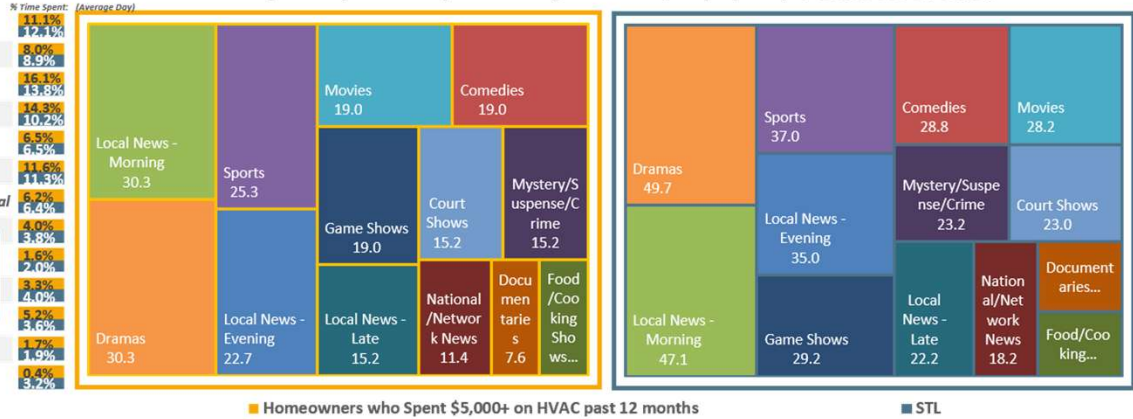


39,188 or 68.5% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Dramas, and Local News - Late.

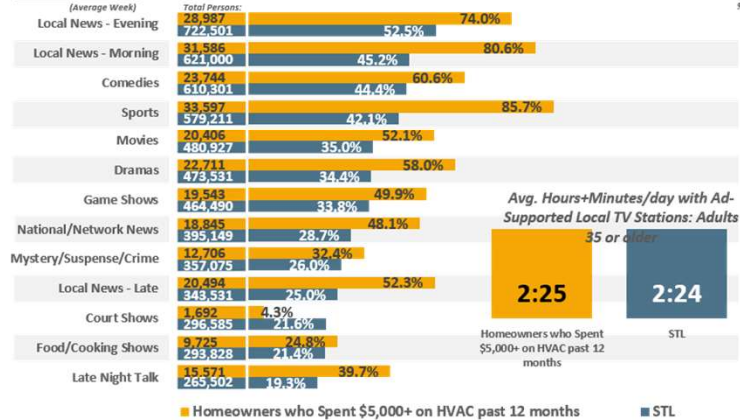
Local TV Station Programs (Persons & % Reach): Adults 35 or older



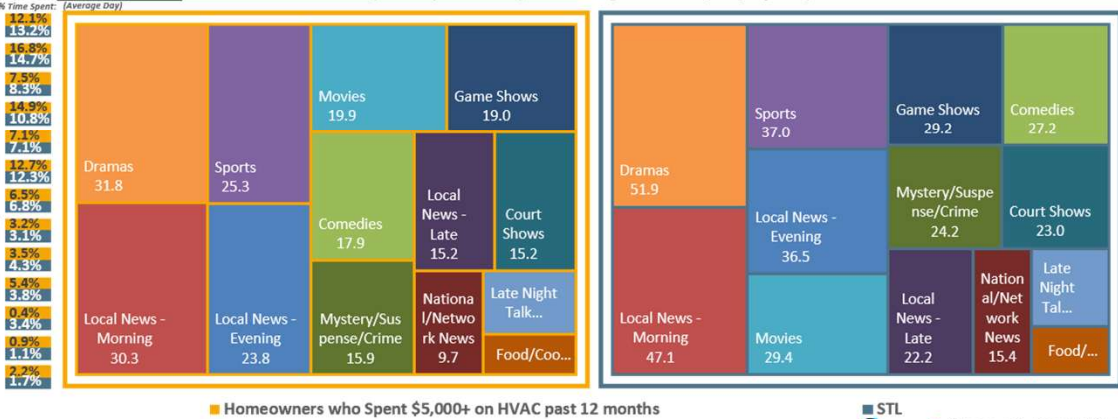
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 43
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

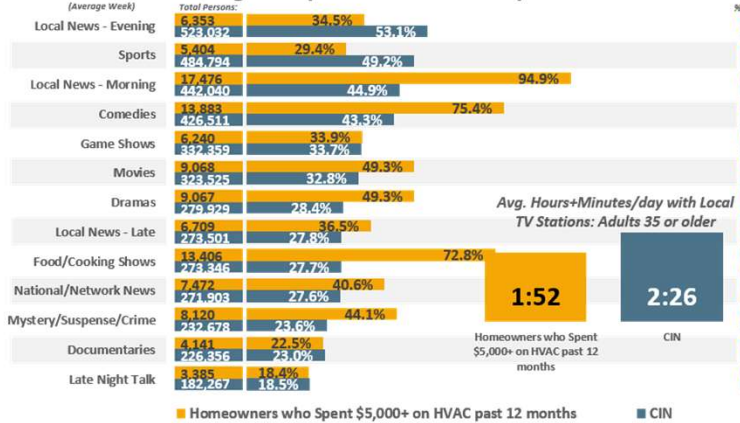
soefa.ai Share of Everything for Anything

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

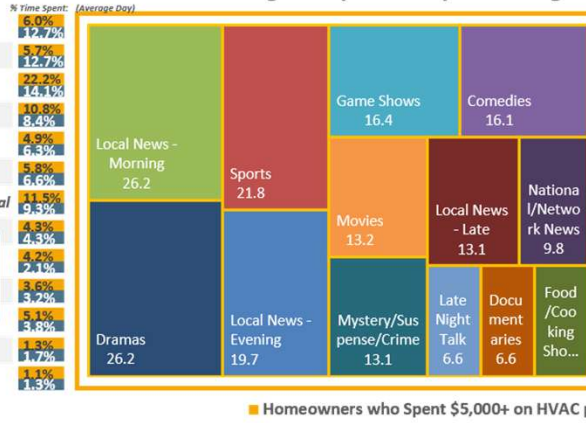


18,173 or 56.6% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Comedies, Food/Cooking Shows, Movies, Dramas, and Mystery/Suspense/Crime.

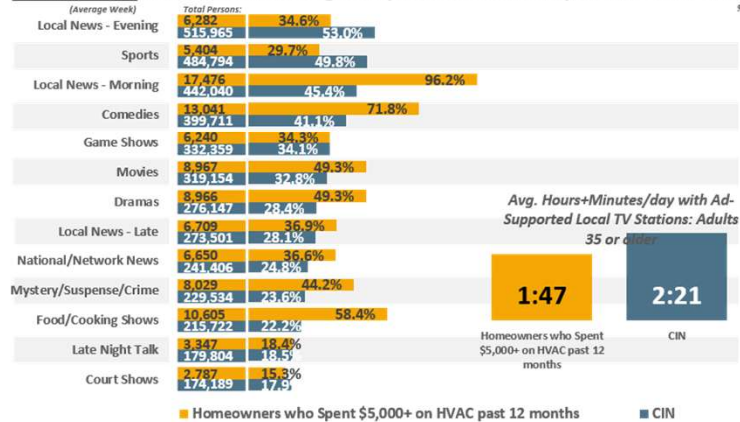
Local TV Station Programs (Persons & % Reach): Adults 35 or older



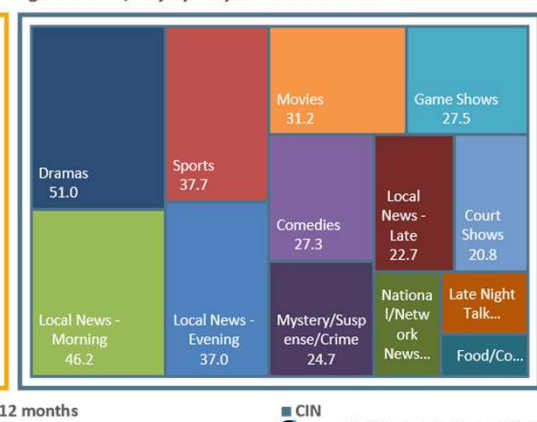
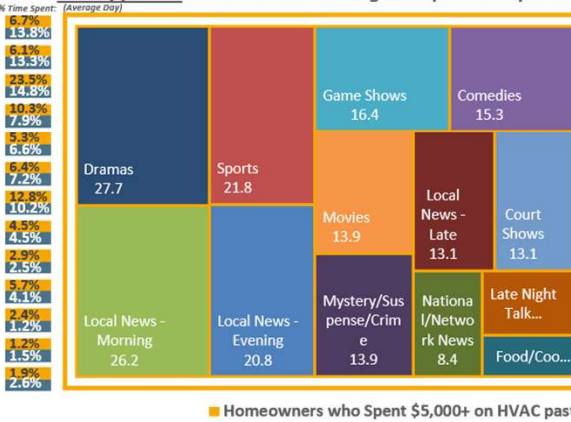
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



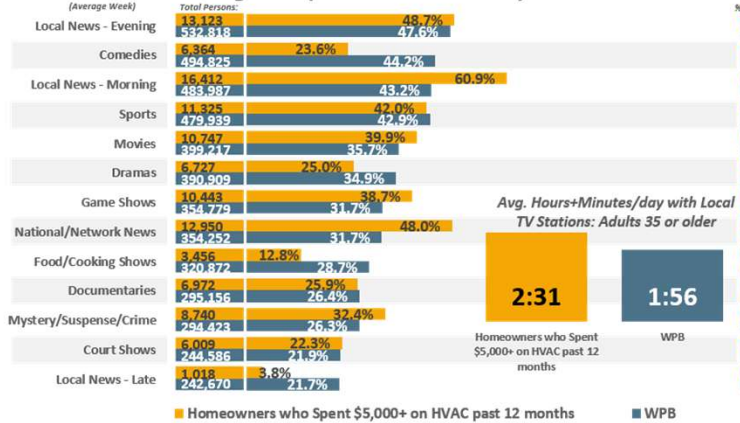
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



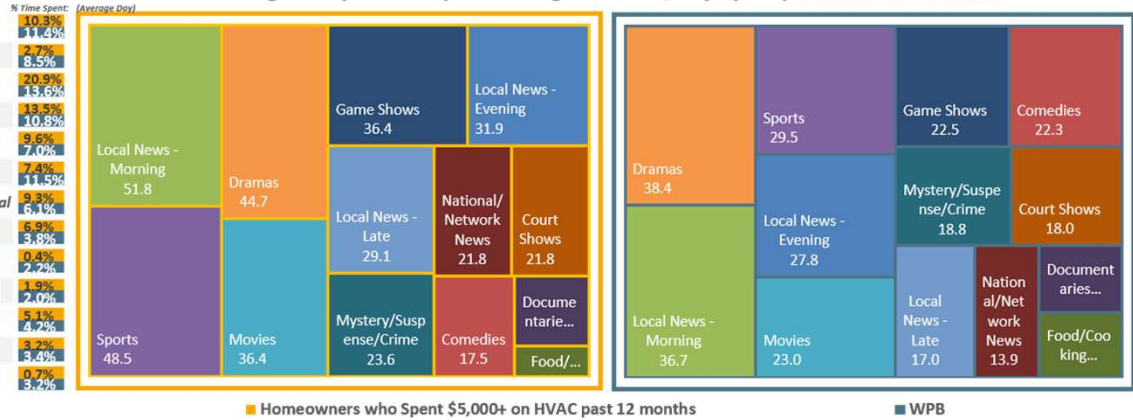


26,691 or 77.% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, National/Network News, Sports, Movies, and Game Shows.

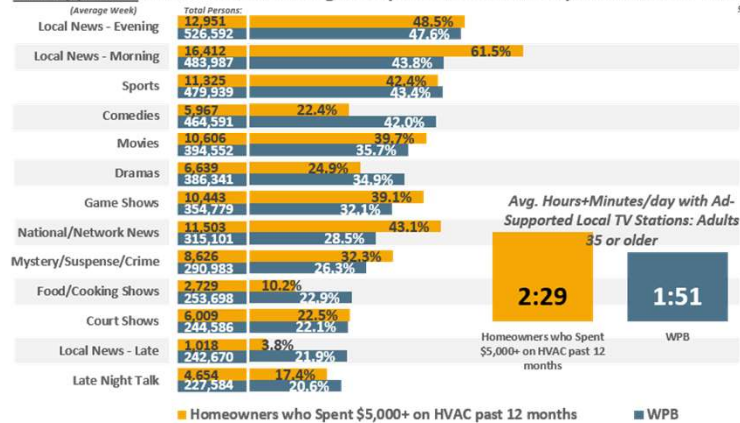
Local TV Station Programs (Persons & % Reach): Adults 35 or older



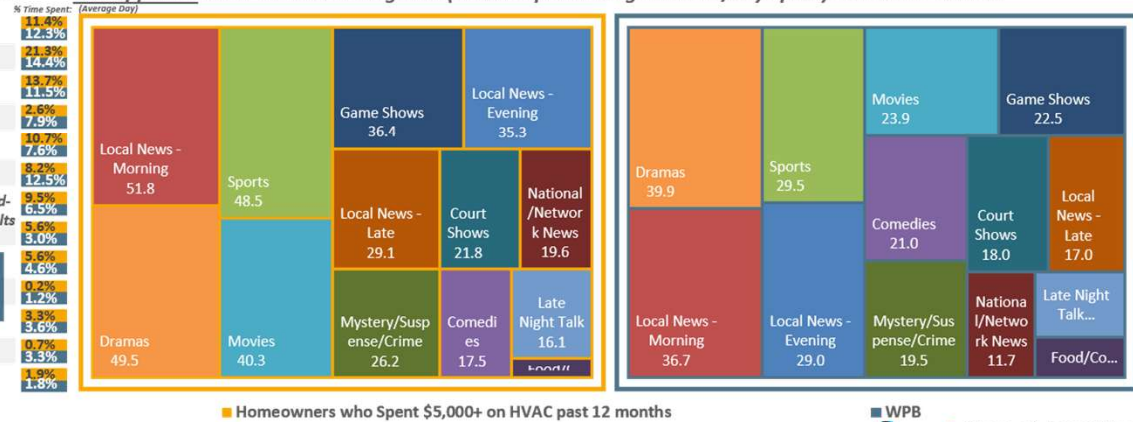
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

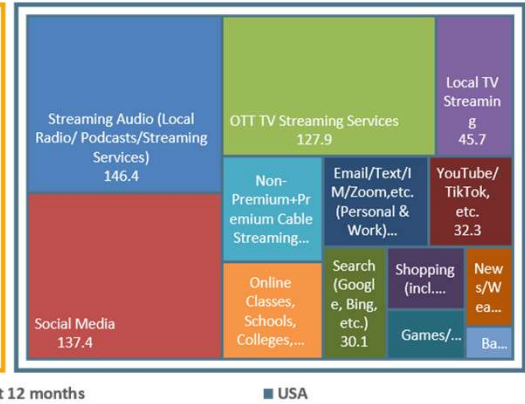
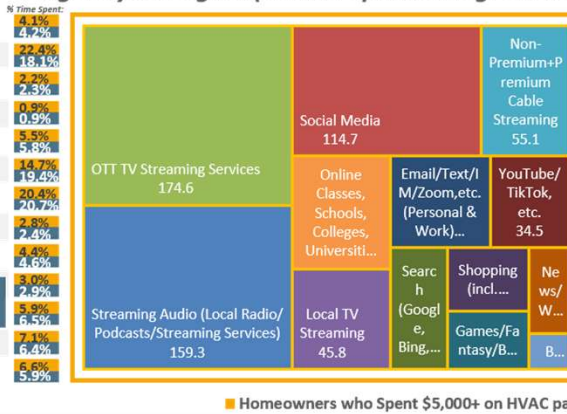
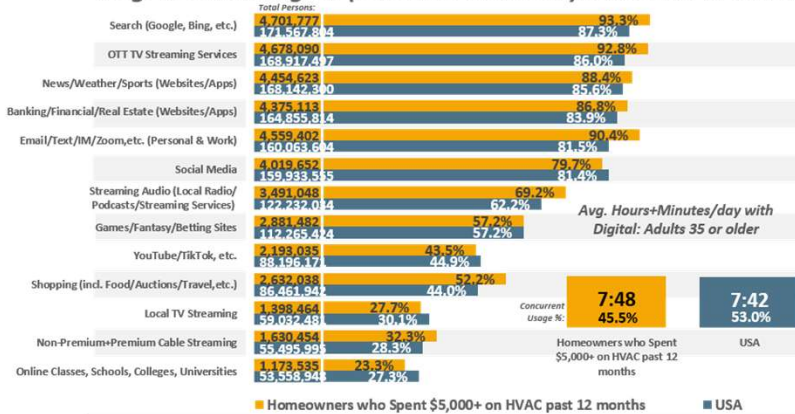




3,569,437 or 70.8% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported Social Media for an average of 105.5 minutes every day representing 17.9% of all time spent daily with Ad-Supported Digital Media.

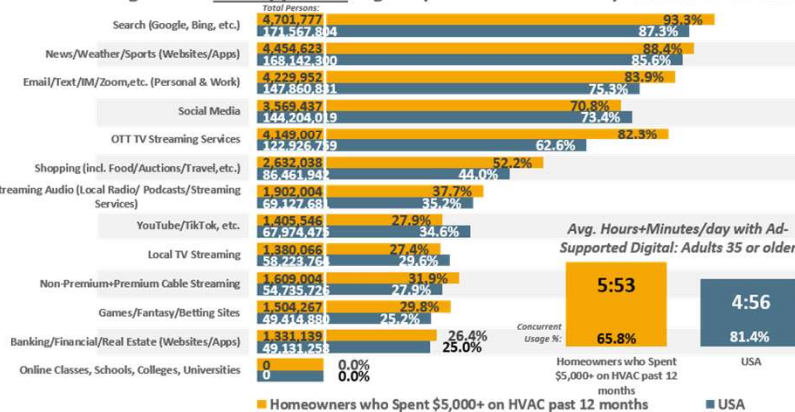
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 497
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

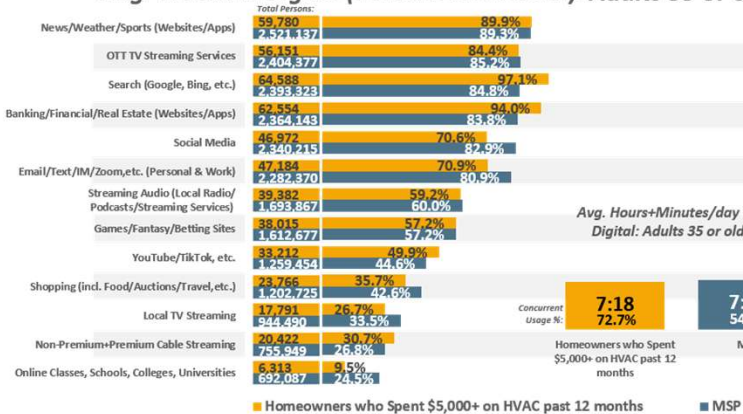
soefa.ai Share of Everything for Anything

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

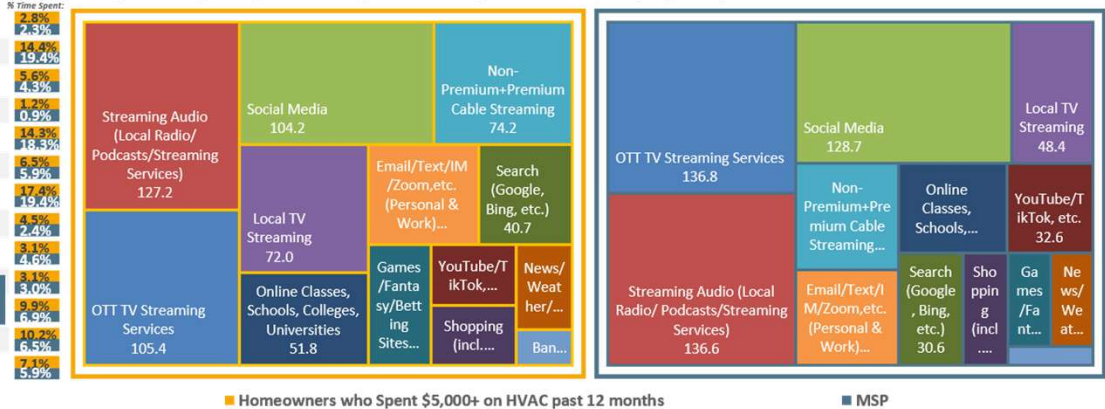


41,490 or 62.4% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported Social Media for an average of 95.8 minutes every day representing 16.1% of all time spent daily with Ad-Supported Digital Media.

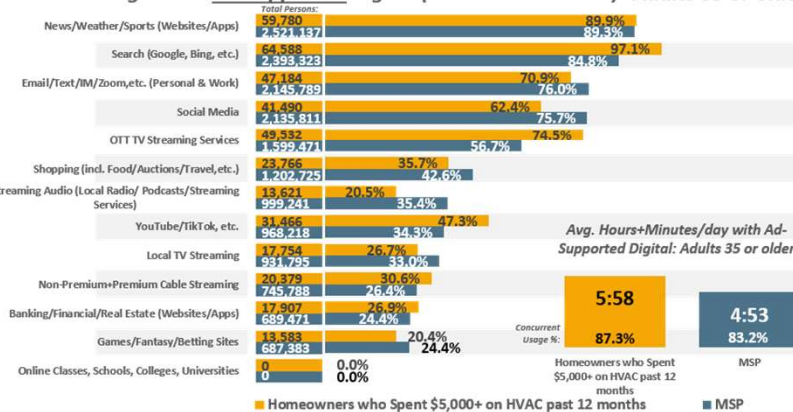
Avg. Week All Digital (Persons & % Reach): Adults 35 or older



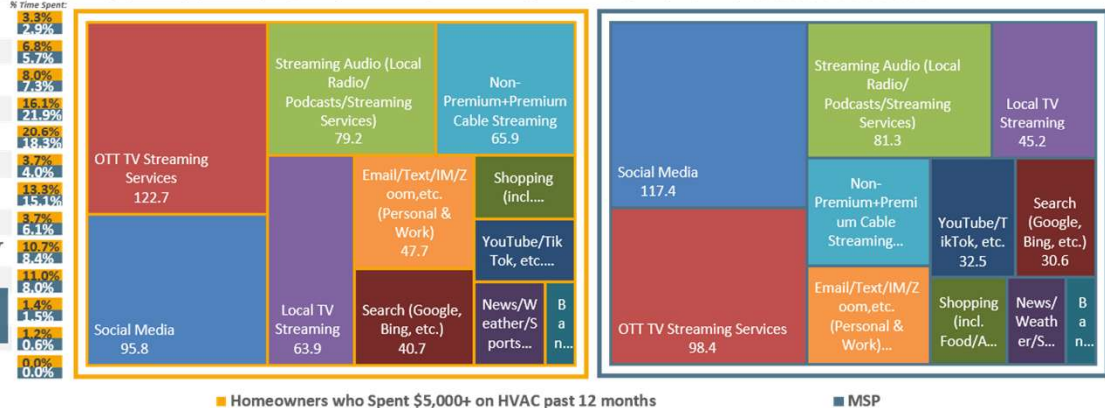
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 57
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

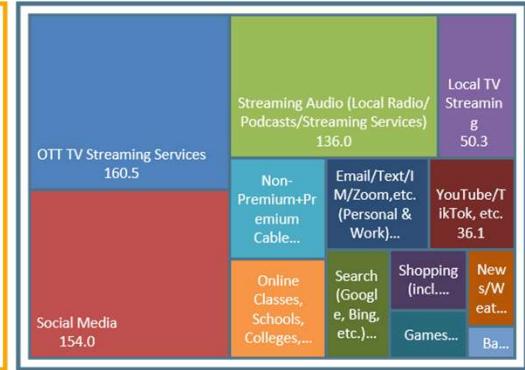
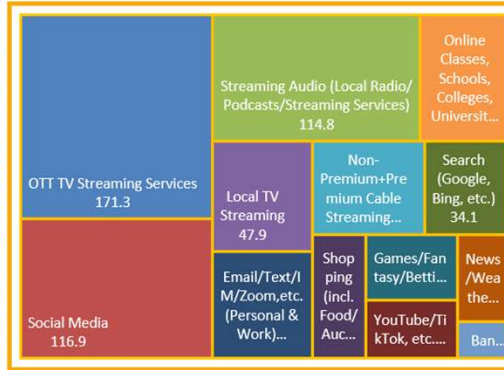
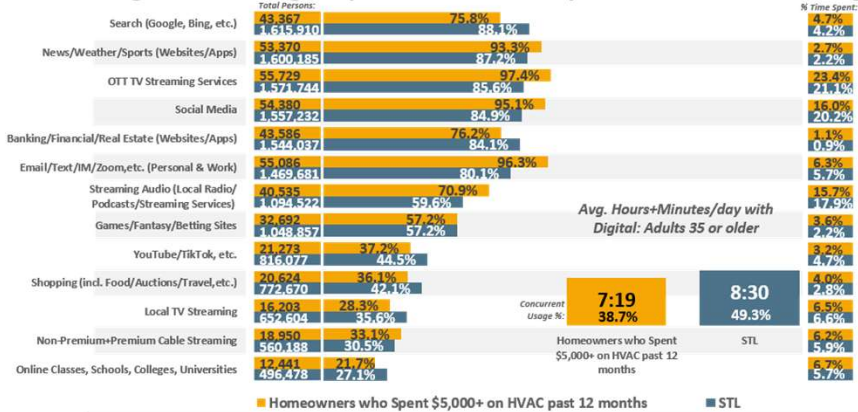
[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:\$5,000 or more]]



52,455 or 91.7% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported Social Media for an average of 107.5 minutes every day representing 20.1% of all time spent daily with Ad-Supported Digital Media.

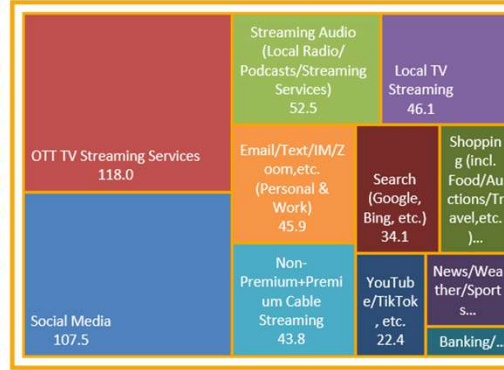
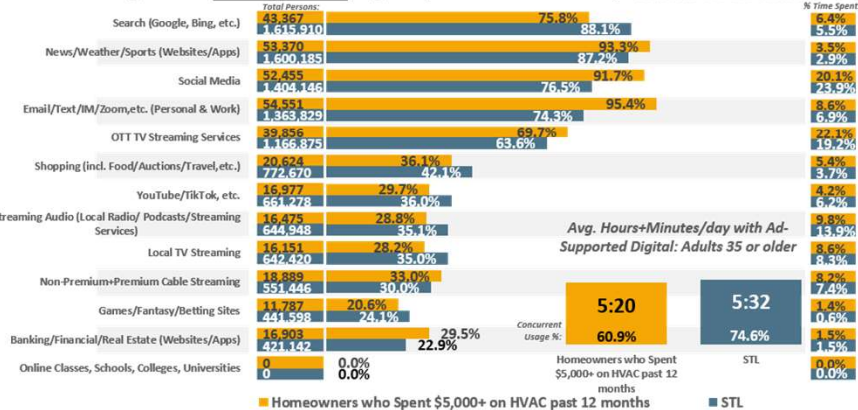
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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

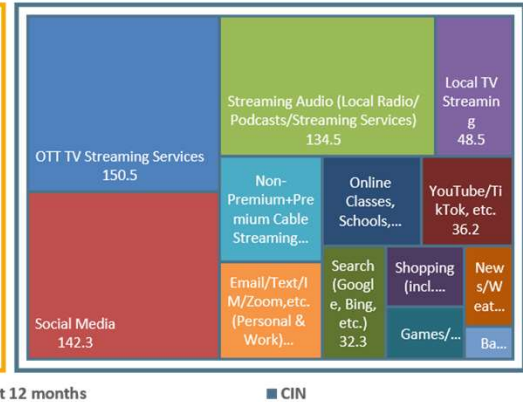
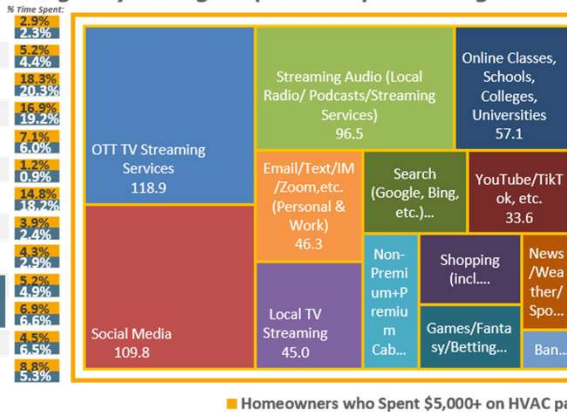
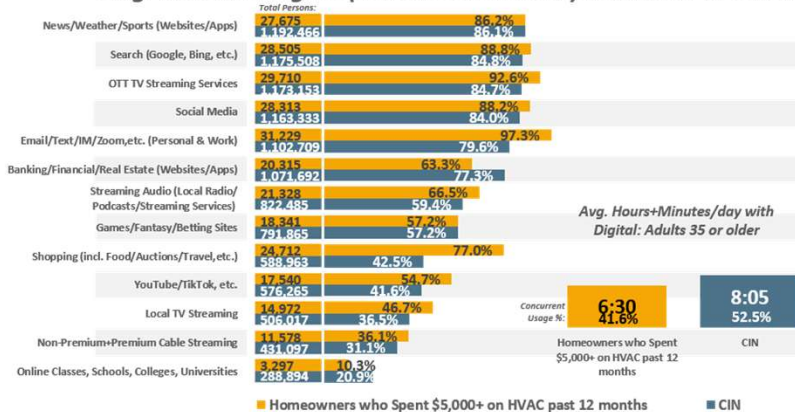




27,947 or 87.1% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported Social Media for an average of 101. minutes every day representing 20.% of all time spent daily with Ad-Supported Digital Media.

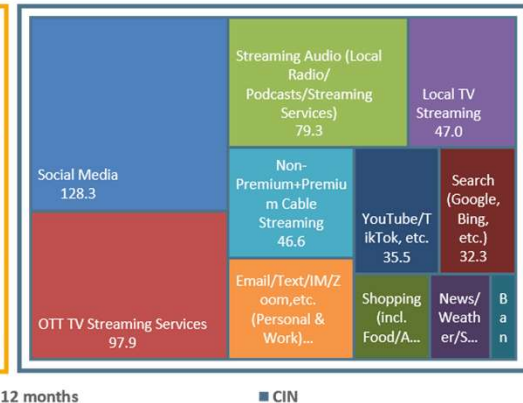
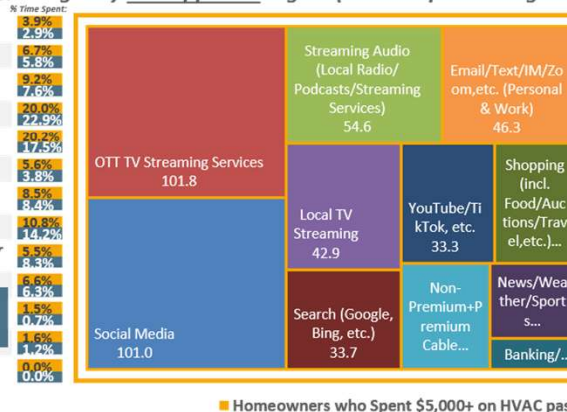
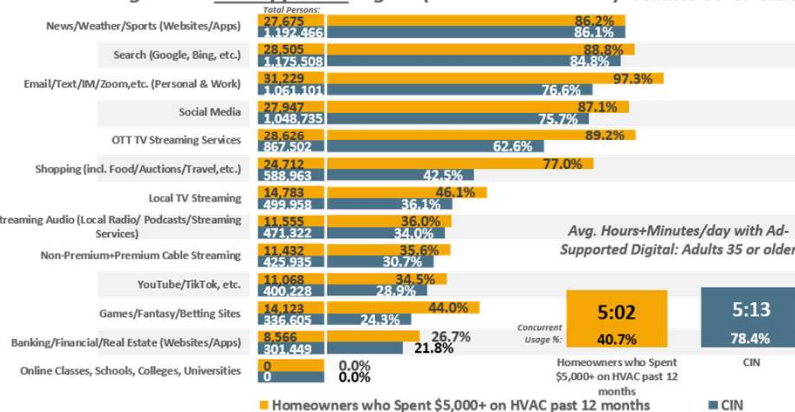
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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

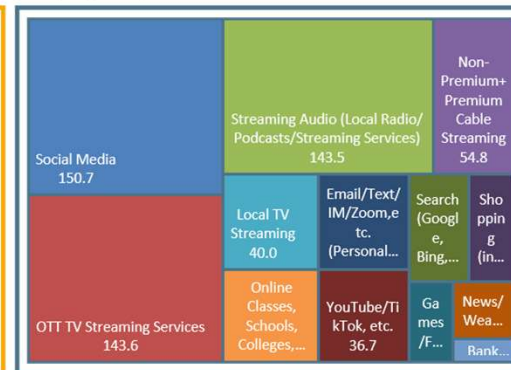
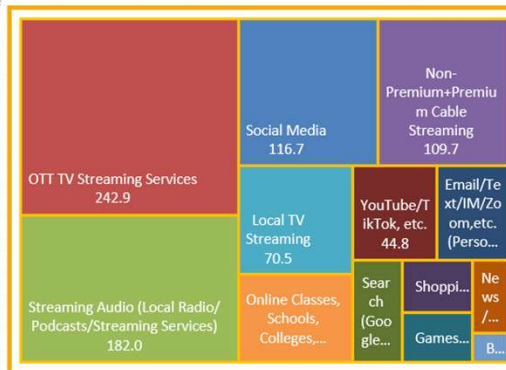




23,481 or 67.7% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported Social Media for an average of 107.4 minutes every day representing 15.1% of all time spent daily with Ad-Supported Digital Media.

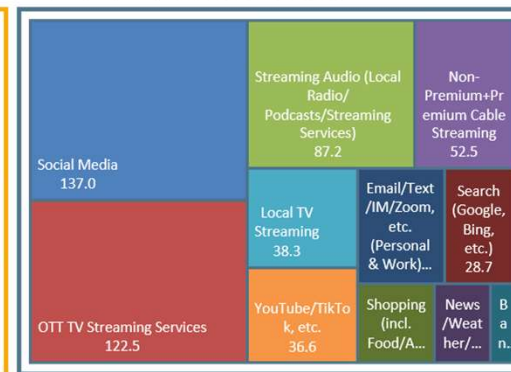
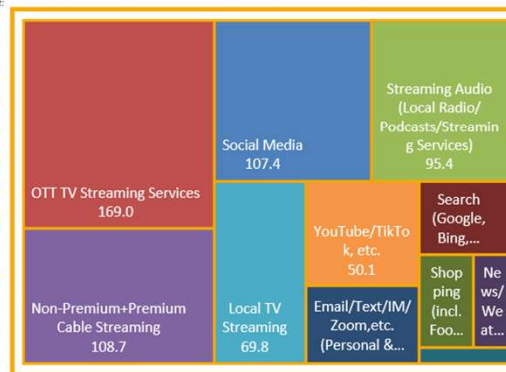
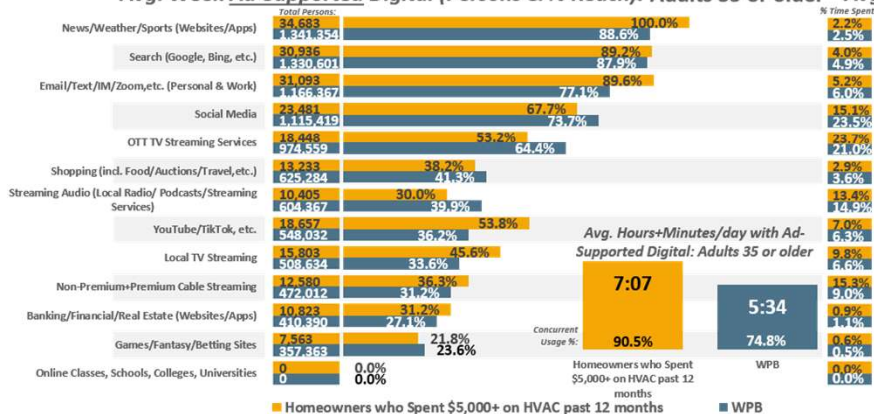
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 53
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

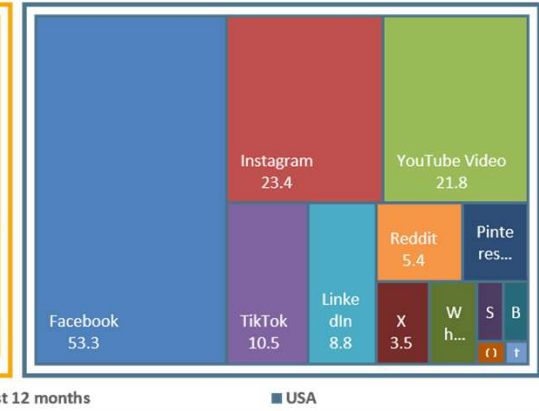
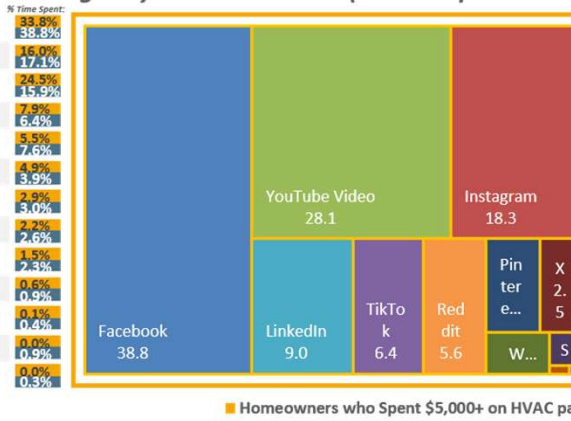
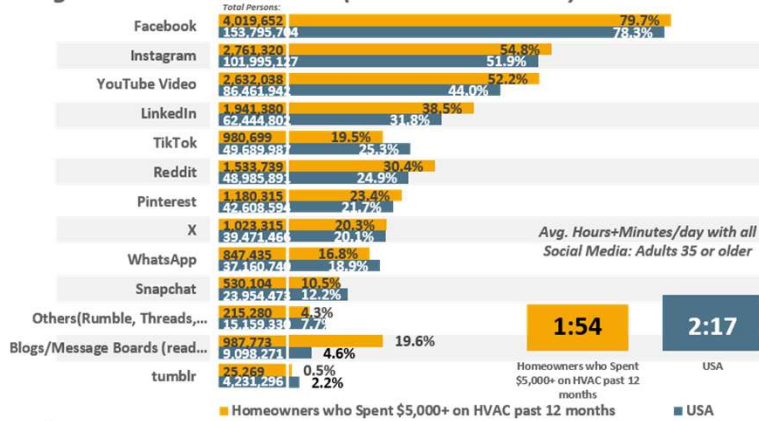
soefa.ai Share of Everything for Anything

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

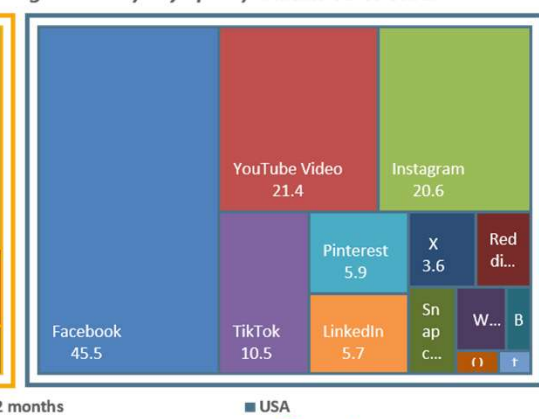
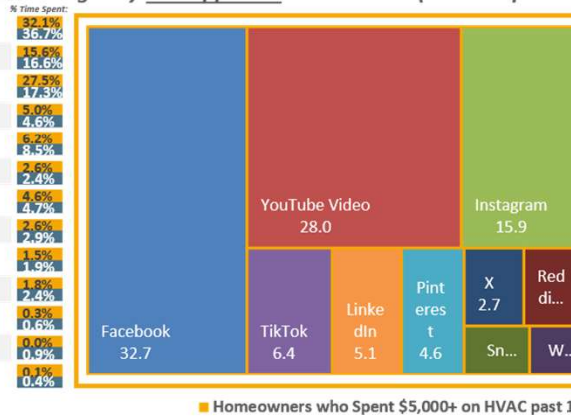
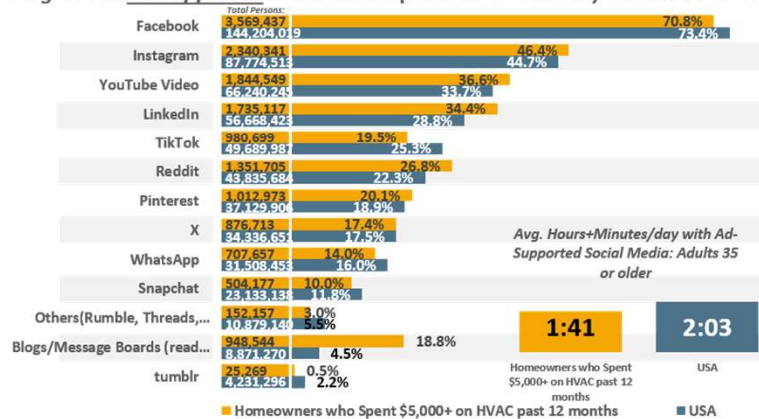


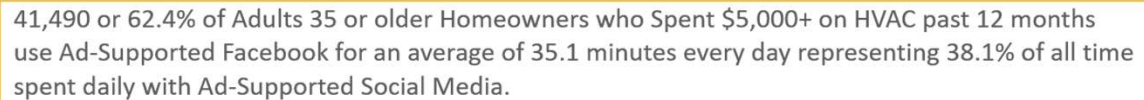
3,569,437 or 70.8% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported Facebook for an average of 32.7 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.

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**



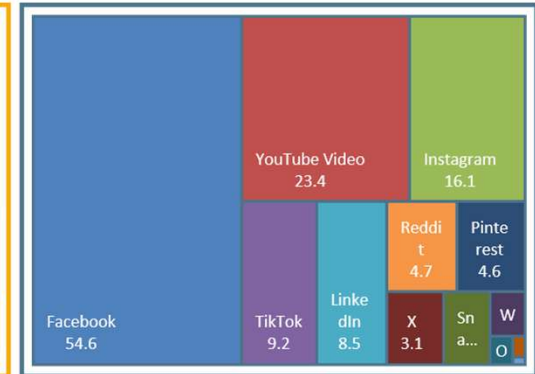


Platform	Total Persons:	Homeowners who Spent \$5,000+ on HVAC past 12 months	MSP	% Time Spent
Facebook	46,972 2,840,215	70.6%	84.6%	41.1% 42.4%
Instagram	31,711 1,273,091	47.7%	45.0%	18.7% 12.4%
YouTube Video	23,756 1,207,725	35.7%	42.6%	14.0% 13.4%
LinkedIn	17,756 925,085	26.7%	32.8%	5.9% 6.6%
Reddit	12,446 680,453	18.7%	24.5%	2.9% 3.7%
Pinterest	8,173 680,115	12.3%	24.1%	1.2% 3.6%
TikTok	14,838 637,824	27.3%	26.5%	7.7% 7.4%
X	15,280 554,207	23.0%	19.6%	4.3% 2.4%
Snapchat	2,482 502,937	3.7%	17.8%	0.1% 2.0%
WhatsApp	9,143 348,884	13.7%	12.2%	1.6% 0.9%
Others (Rumble, Threads, ...)	4,784 245,1015	7.2%	8.0%	0.4% 1.5%
Blogs/Message Boards (read...)	5,682 204,6319	8.5%	3.7%	1.5% 0.2%
tumblr	1,643 25,577	2.5%	0.9%	0.5% 0.1%

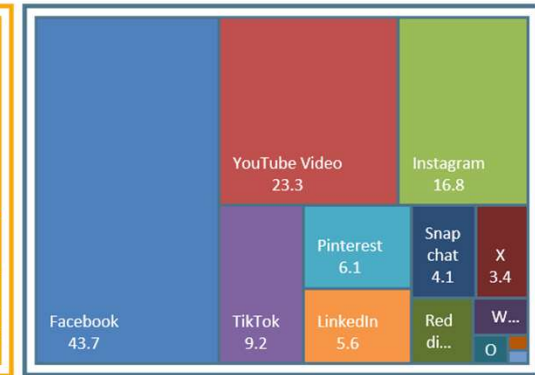
1:44 **2:08**

Homeowners who Spent \$5,000+ on HVAC past 12 months

MSP



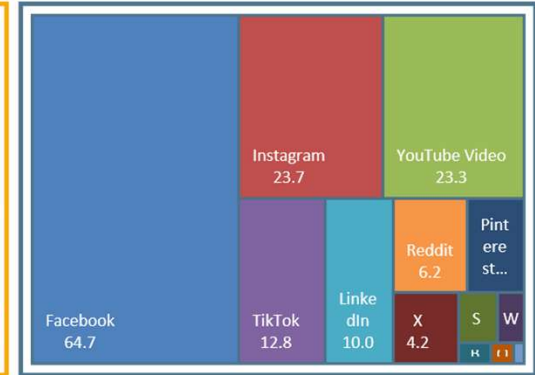
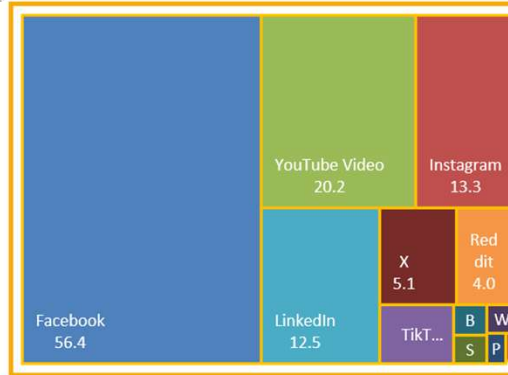
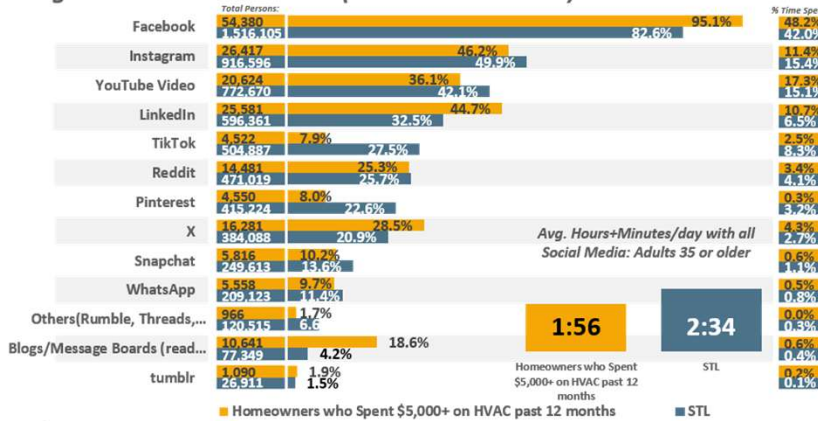
Avg. Week Ad-Support Social Media (Persons & % Reach): Adults 35 & older		Avg. Hours+Minutes/day with Ad-Supported Social Media: Adults 35 or older	
	Total Persons	% Reach	
Facebook	41,490 24,135	62.4%	1:32 1:57 ■ Homeowners who Spent \$5,000+ on HVAC past 12 months ■ MSP
Instagram	26,734 1,107	40.2%	
YouTube Video	22,020 911	33.1%	
LinkedIn	15,785 849	23.7%	
TikTok	14,823 657	22.3%	
Reddit	10,911 625	16.4%	
Pinterest	6,977 559	10.5%	
Snapchat	2,548 491	3.5%	
X	13,022 487	19.6%	
WhatsApp	7,594 295	11.4%	
Others (Rumble, Threads, ...)	3,363 163	5.1%	
Blogs/Message Boards (read...)	5,429 1,074	8.2%	
tumblr	1,646 257	2.5%	



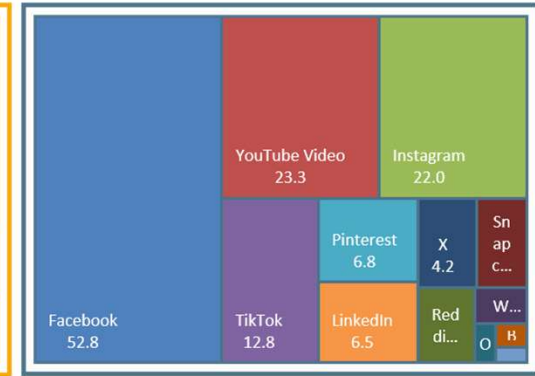
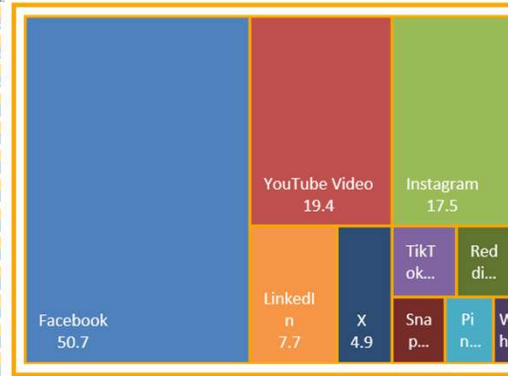
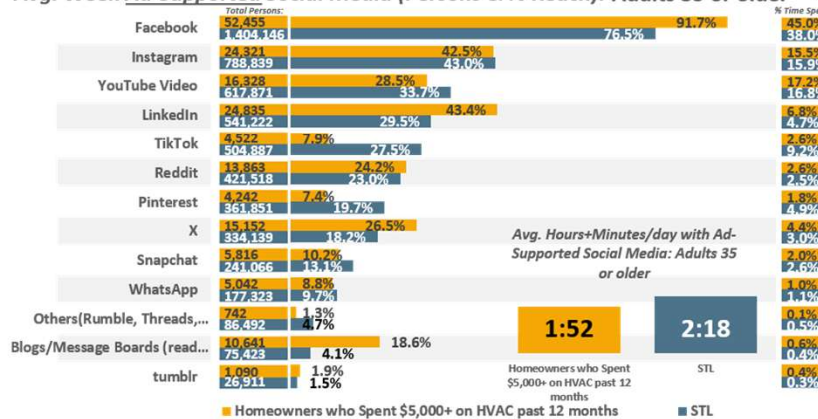


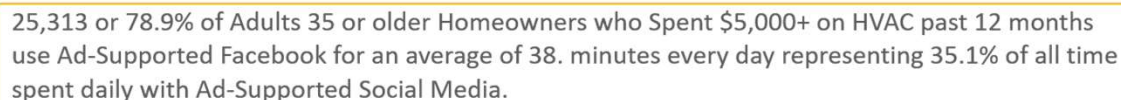
52,455 or 91.7% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported Facebook for an average of 50.7 minutes every day representing 45.0% of all time spent daily with Ad-Supported Social Media.

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**





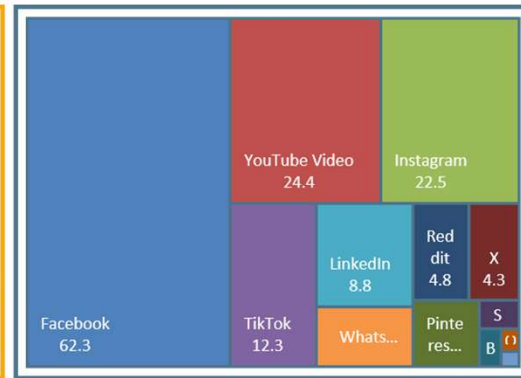
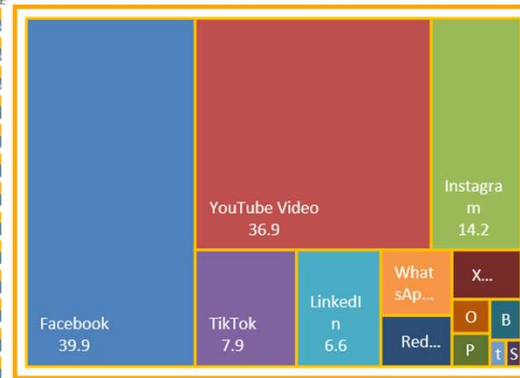
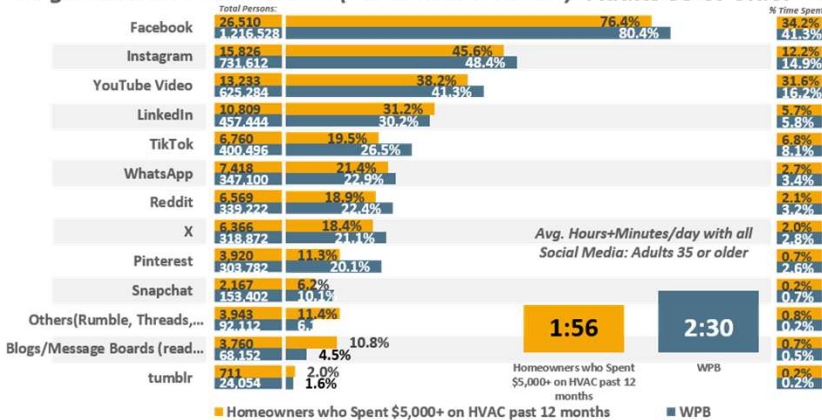
App	Time Spent (minutes)
Facebook	61.2
YouTube Video	24.0
Instagram	18.2
TikTok	12.2
LinkedIn	6.1
Pinterest	4.1
X	4.1
Reddit	4.8
Other apps	10.5

Content Type	Percentage
Facebook	48.3
YouTube Video	23.3
Instagram	18.0
TikTok	12.2
Pinterest	6.0
LinkedIn	3.9

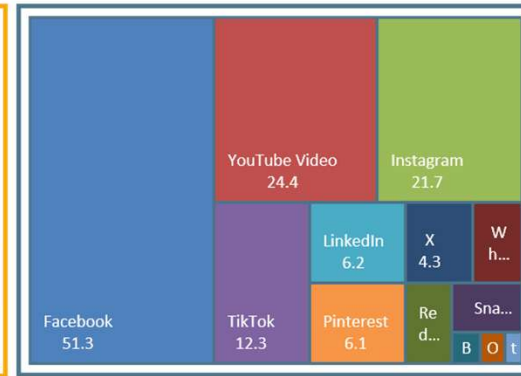
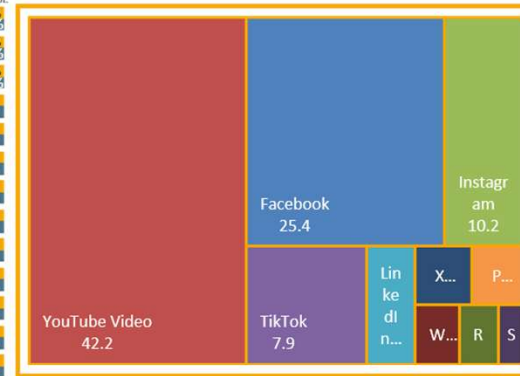
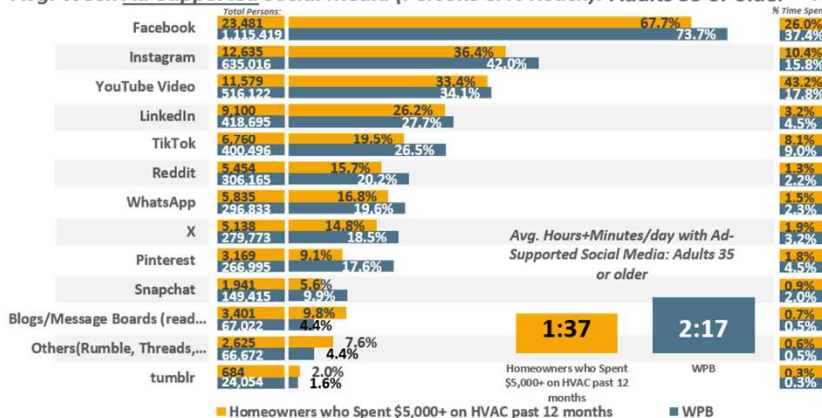


11,579 or 33.4% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported YouTube Video for an average of 42.2 minutes every day representing 43.2% of all time spent daily with Ad-Supported Social Media.

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



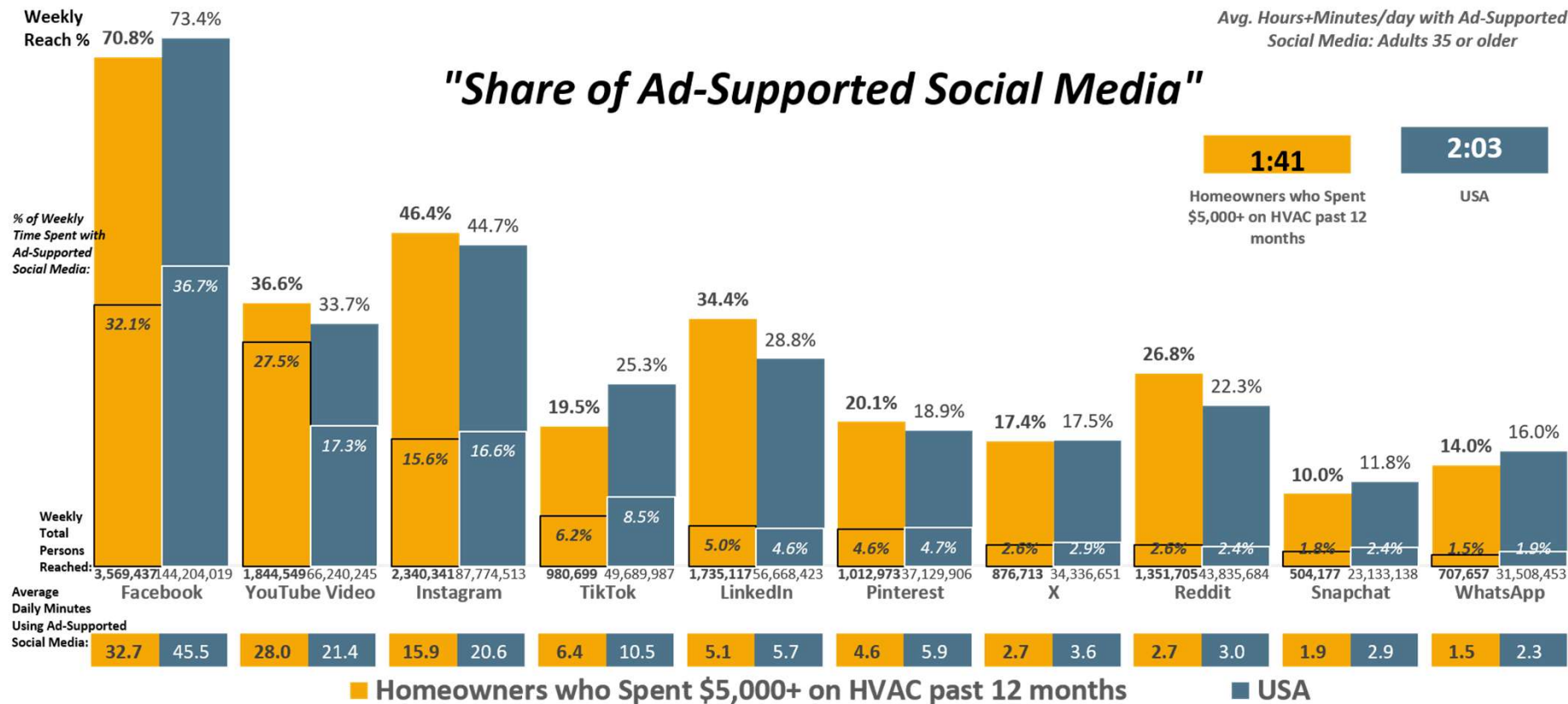
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





3,569,437 or 70.8% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported Facebook for an average of 32.7 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.

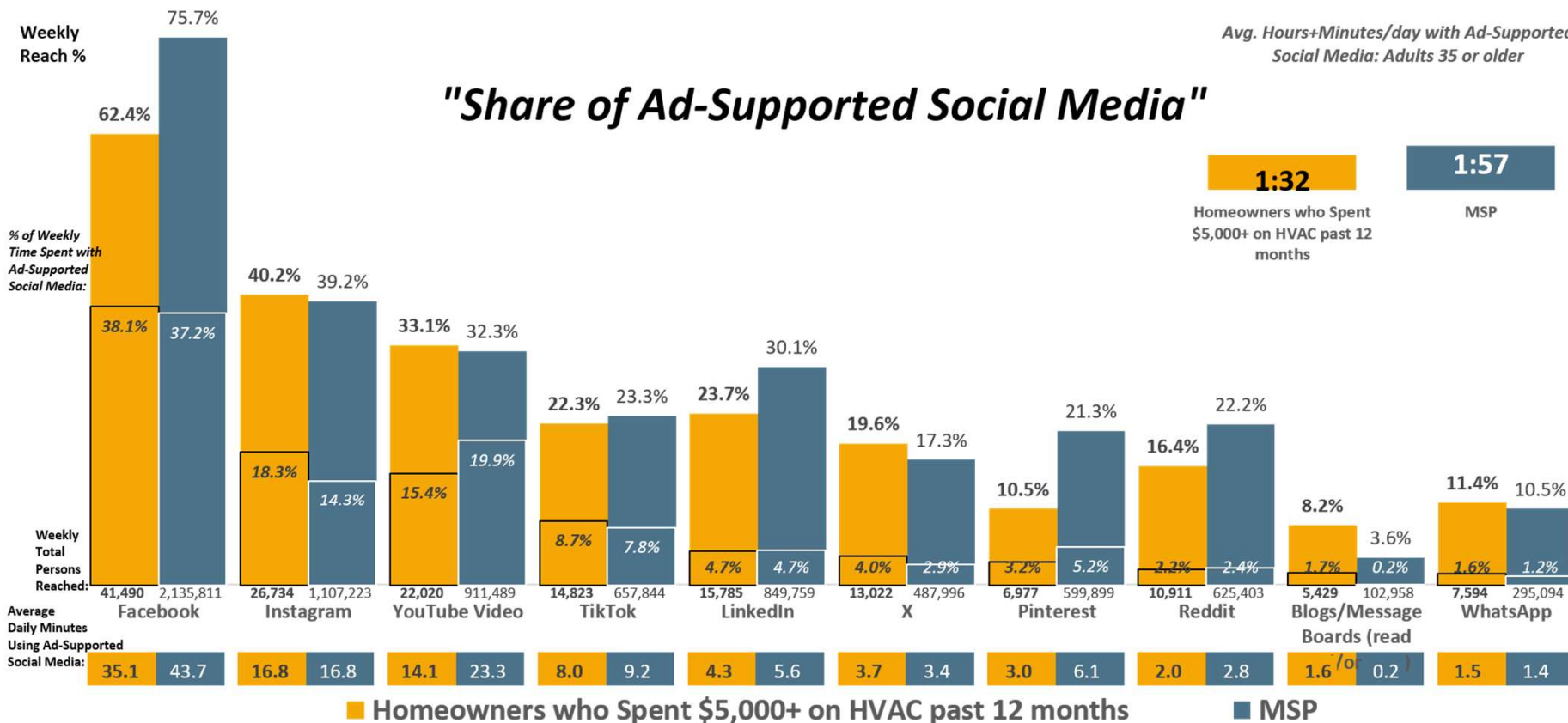
"Share of Ad-Supported Social Media"





41,490 or 62.4% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported Facebook for an average of 35.1 minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 57 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

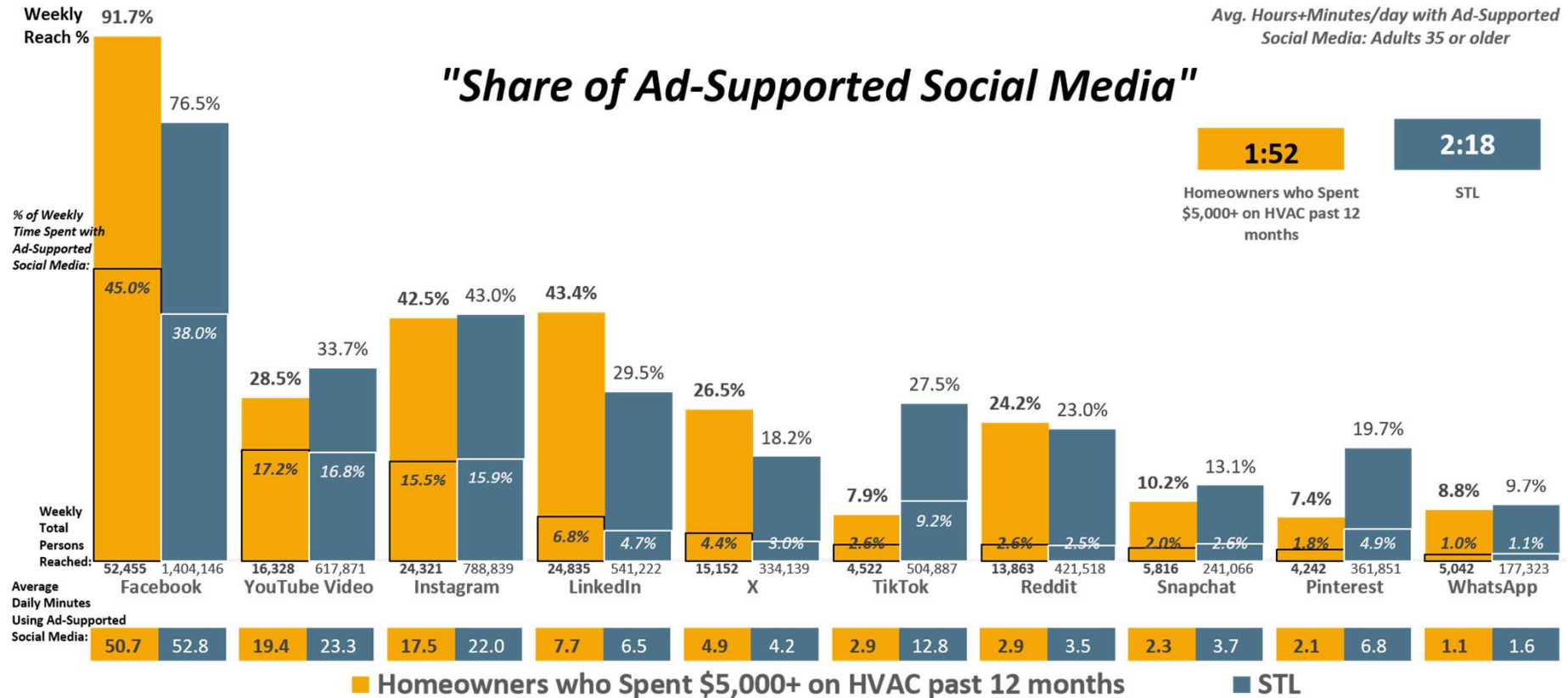
soefa.ai Share of Everything for Anything

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



52,455 or 91.7% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported Facebook for an average of 50.7 minutes every day representing 45.% of all time spent daily with Ad-Supported Social Media.

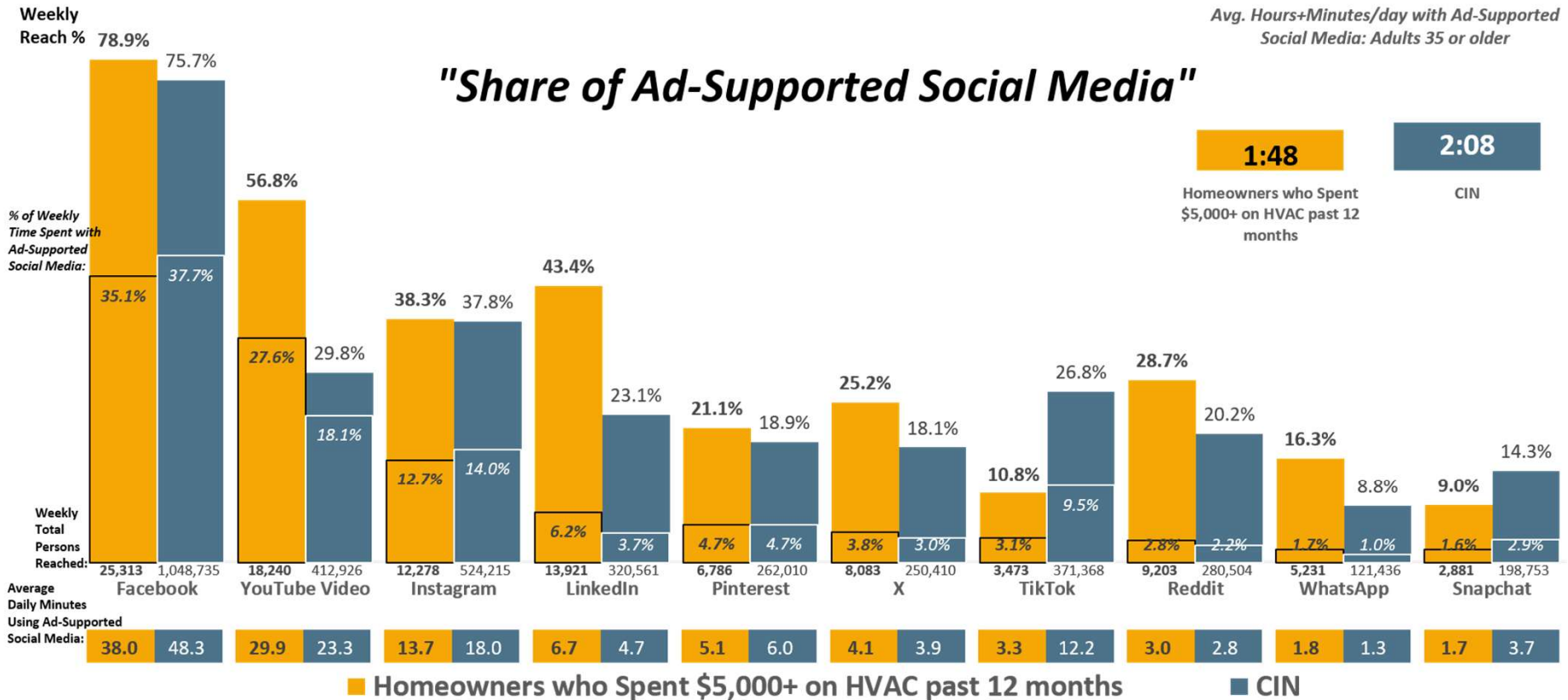
"Share of Ad-Supported Social Media"





25,313 or 78.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported Facebook for an average of 38. minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

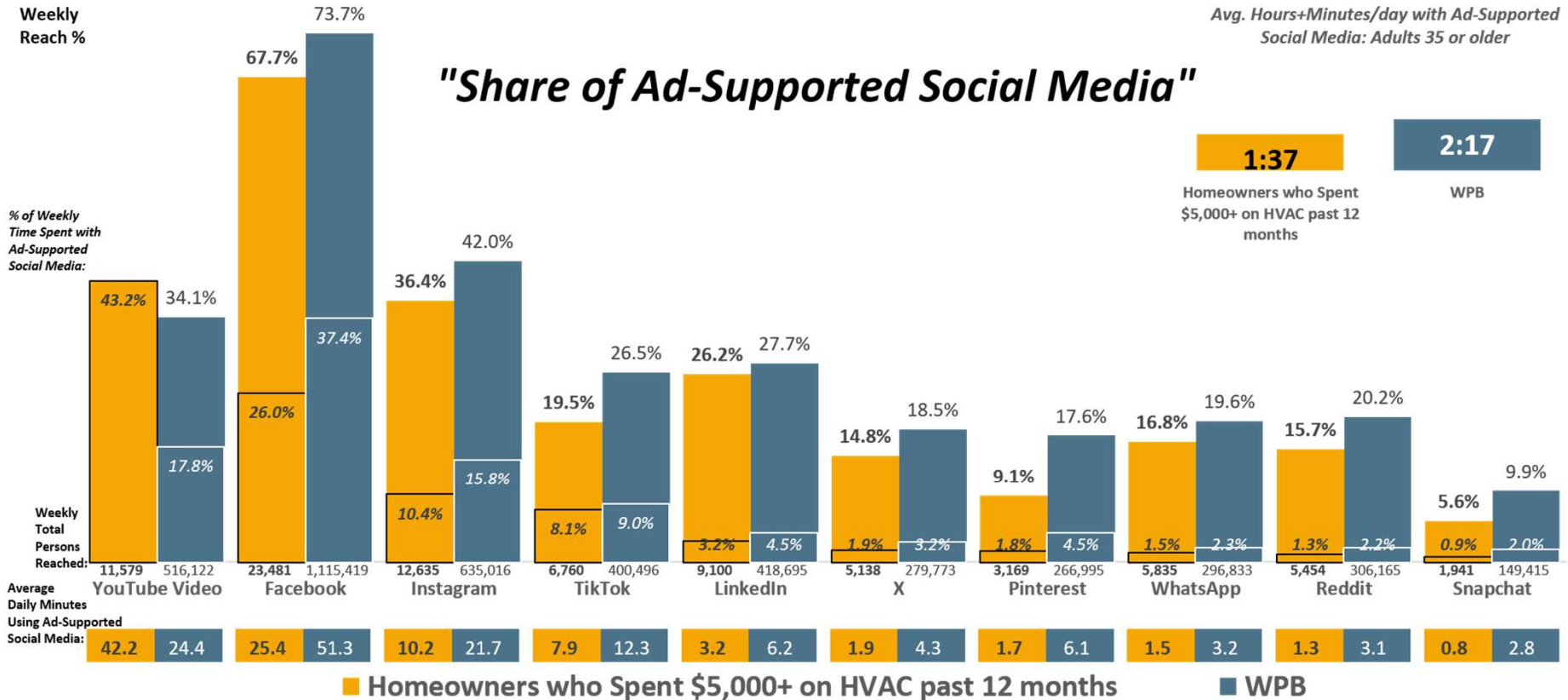
"Share of Ad-Supported Social Media"





11,579 or 33.4% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months use Ad-Supported YouTube Video for an average of 42.2 minutes every day representing 43.2% of all time spent daily with Ad-Supported Social Media.

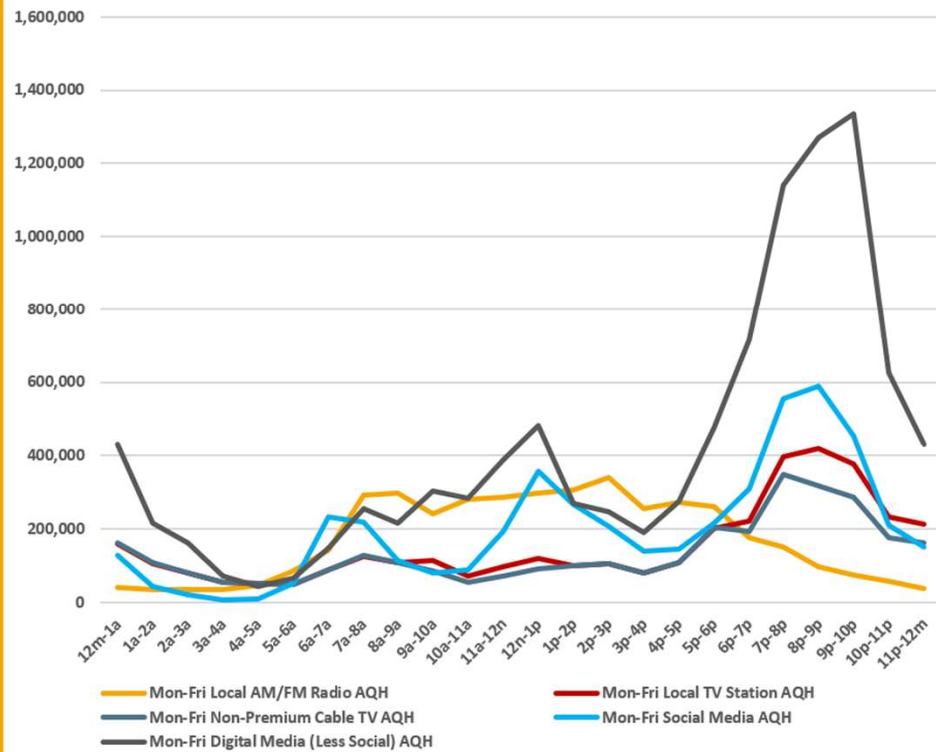
"Share of Ad-Supported Social Media"



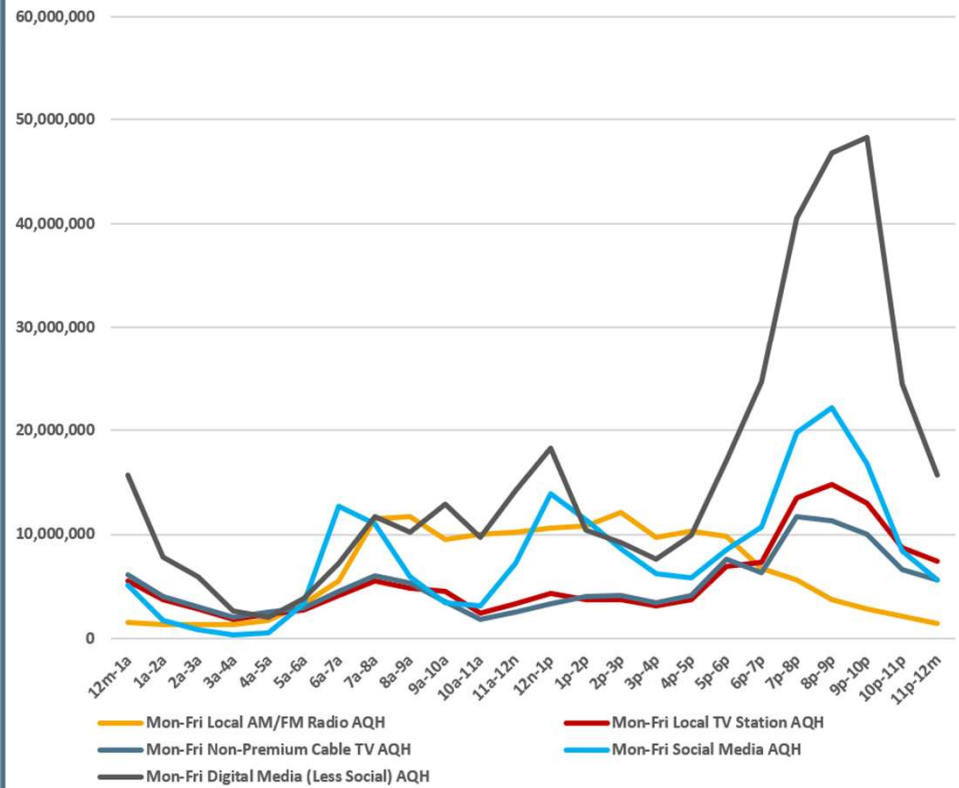


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 326,843;
Local Radio: 265,578; Social Media: 197,398; Local TV: 118,291; Non-Prem. Cable: 109,311
reaching Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Homeowners who Spent \$5,000+ on HVAC
past 12 months



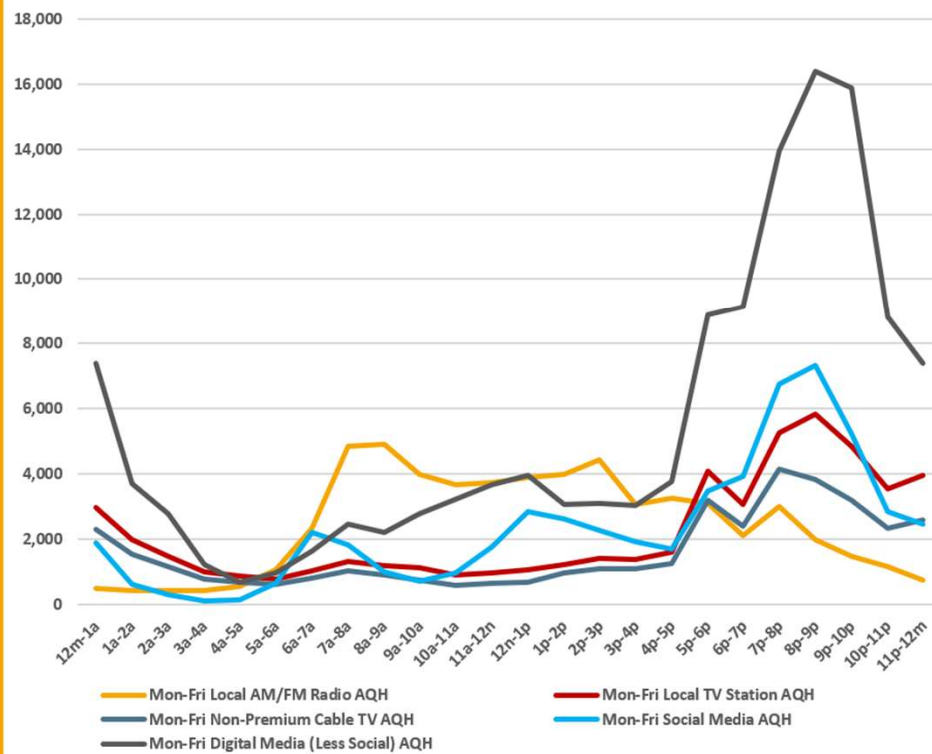
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 35 or older



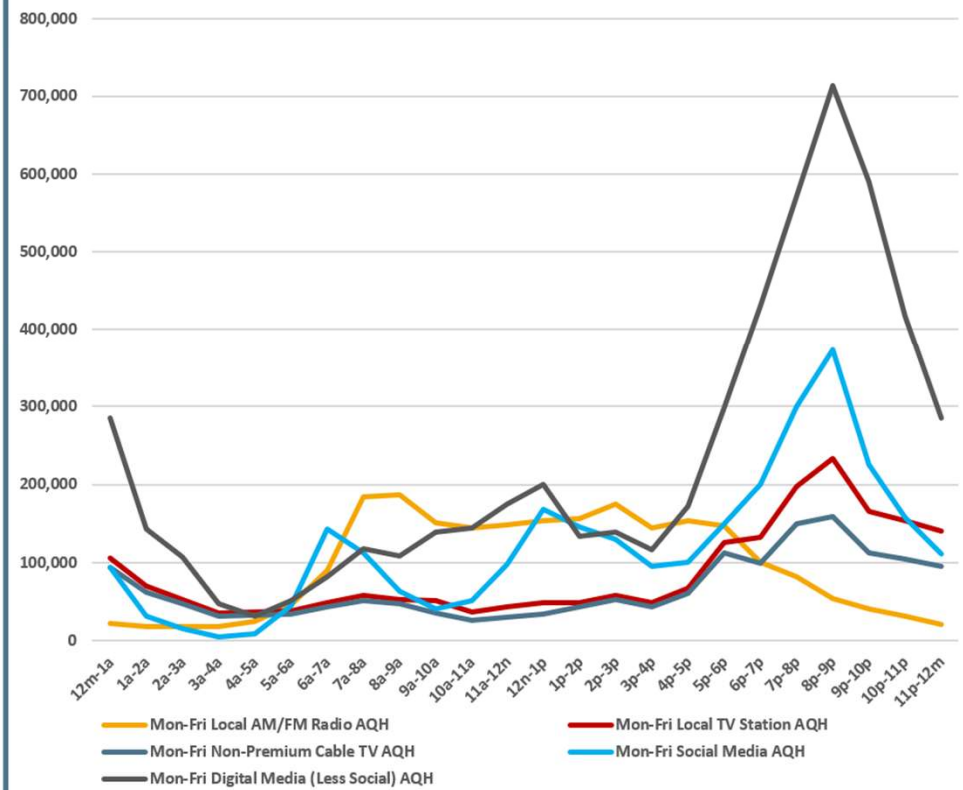


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,915; Local Radio: 3,644; Social Media: 2,093; Local TV: 1,567; Non-Prem. Cable: 1,186 reaching Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Homeowners who Spent \$5,000+ on HVAC
past 12 months



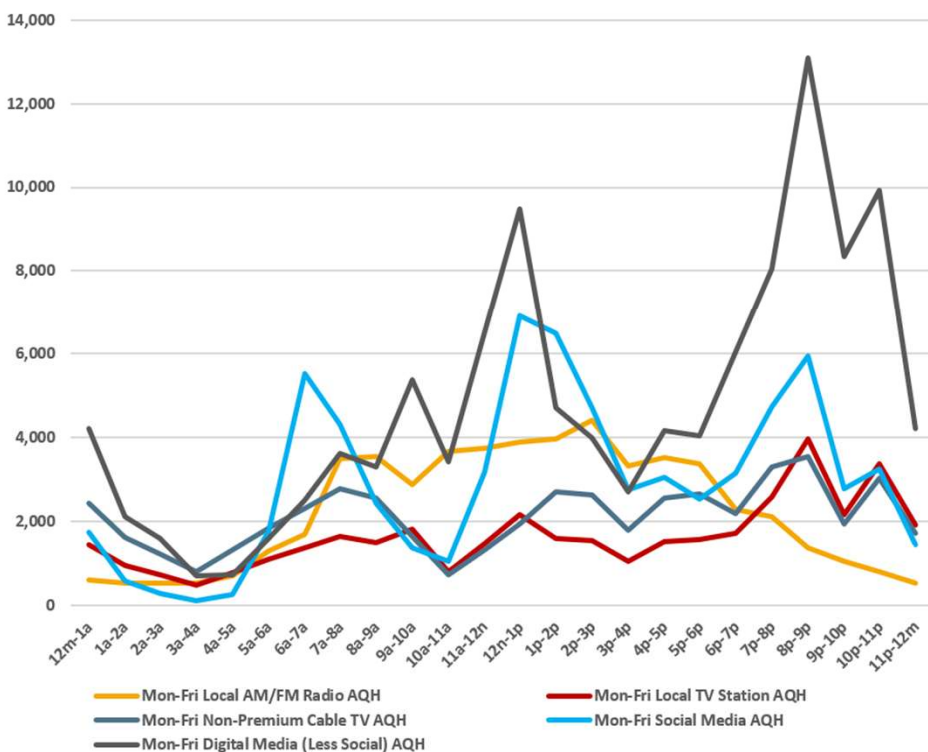
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 35 or older



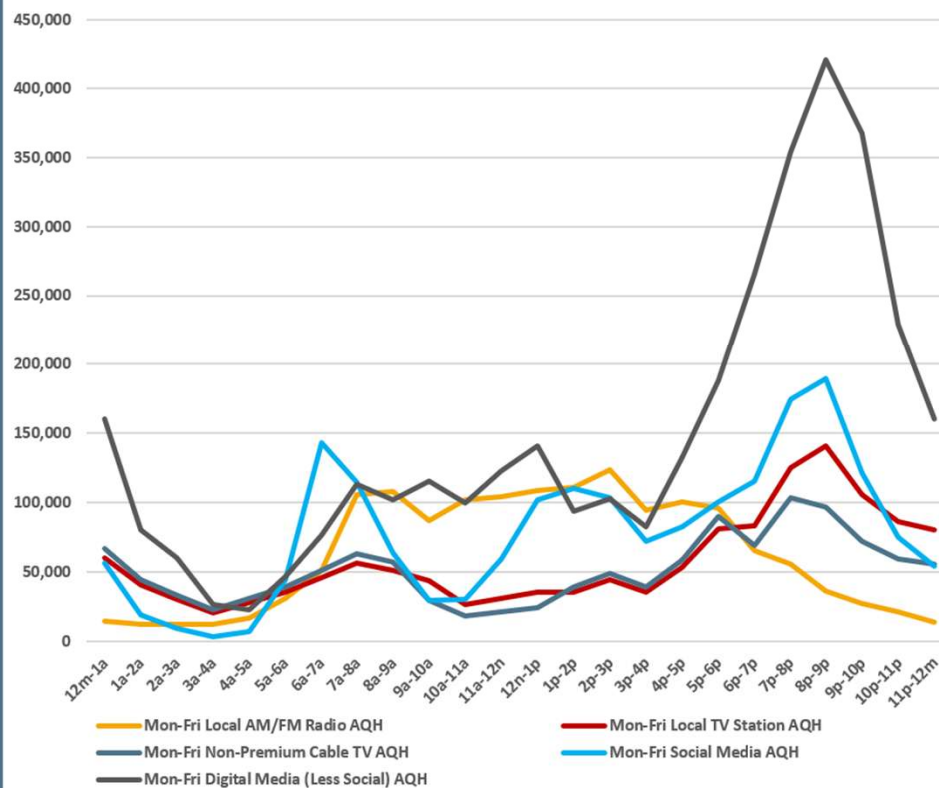


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,601;
Social Media: 3,648; Local Radio: 3,368; Non-Prem. Cable: 2,137; Local TV: 1,518 reaching
Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Homeowners who Spent \$5,000+ on HVAC
past 12 months



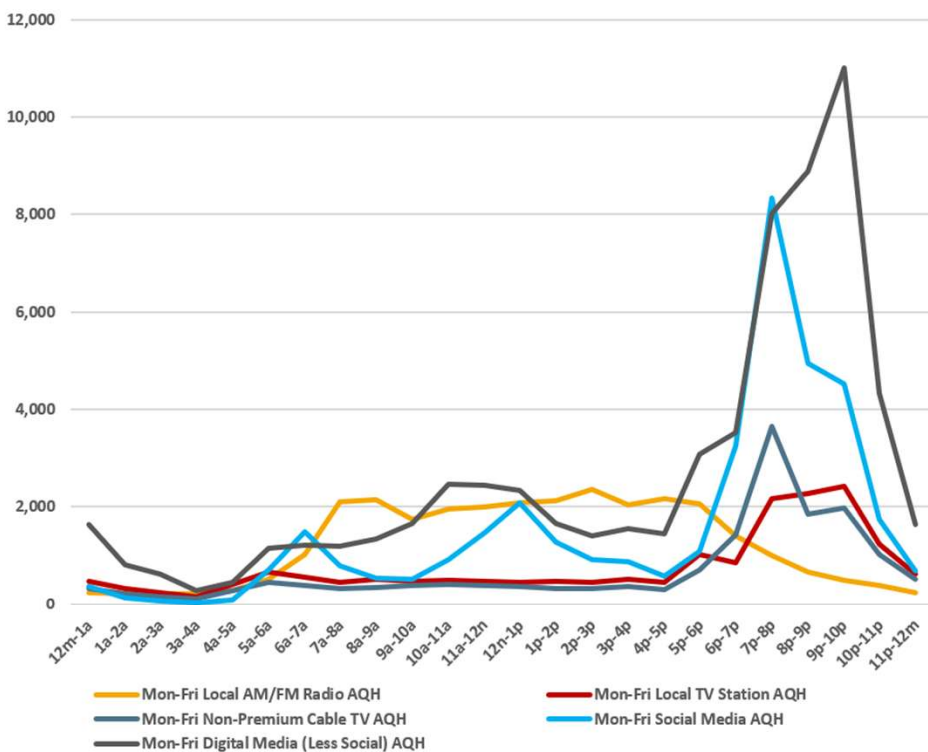
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 35 or older



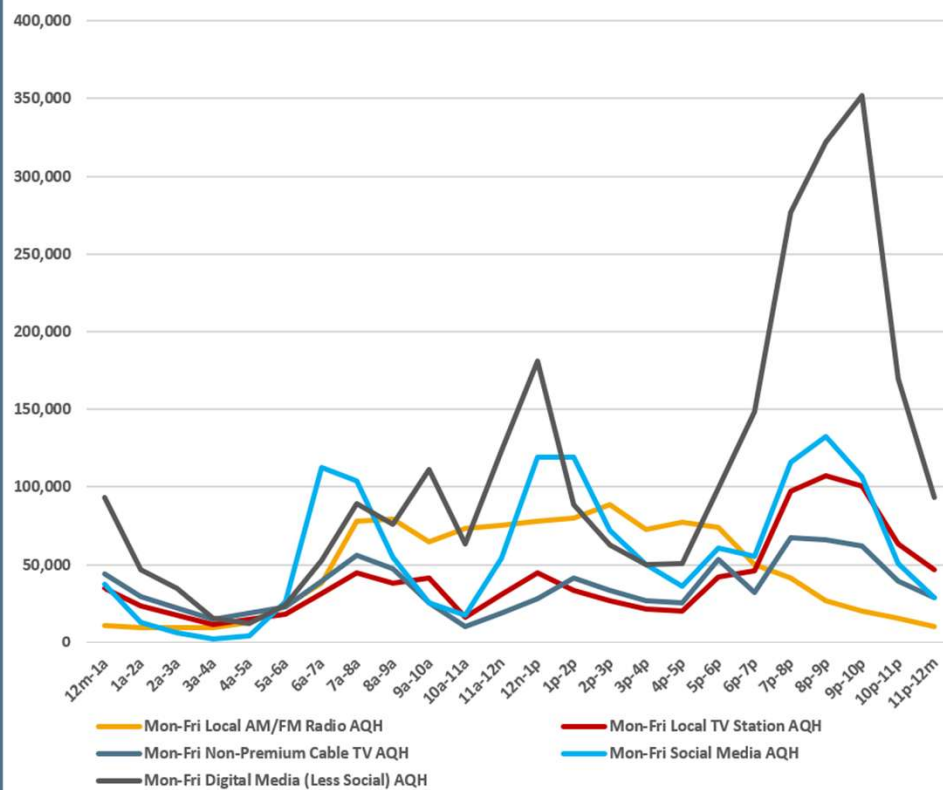


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,950; Local Radio: 1,941; Social Media: 1,218; Local TV: 553; Non-Prem. Cable: 467 reaching Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Homeowners who Spent \$5,000+ on HVAC
past 12 months



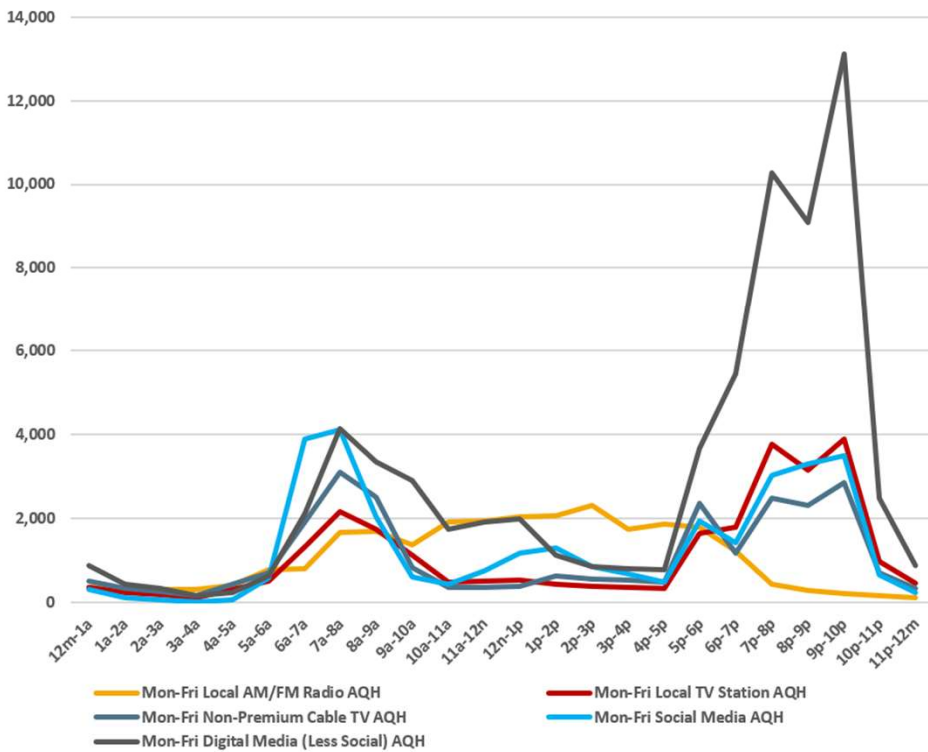
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 35 or older



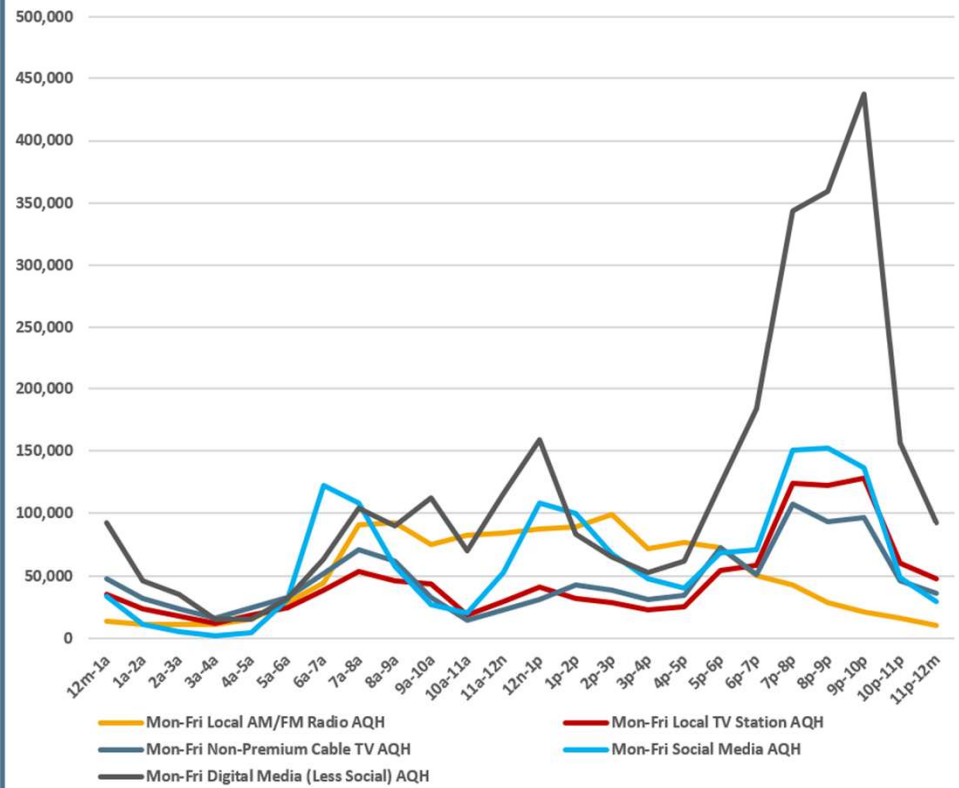


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,373; Local Radio: 1,724; Social Media: 1,510; Non-Prem. Cable: 1,164; Local TV: 982 reaching Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Homeowners who Spent \$5,000+ on HVAC
past 12 months



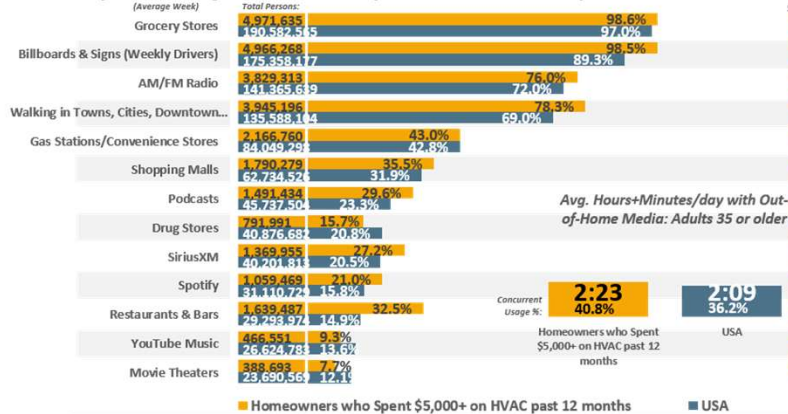
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 35 or older



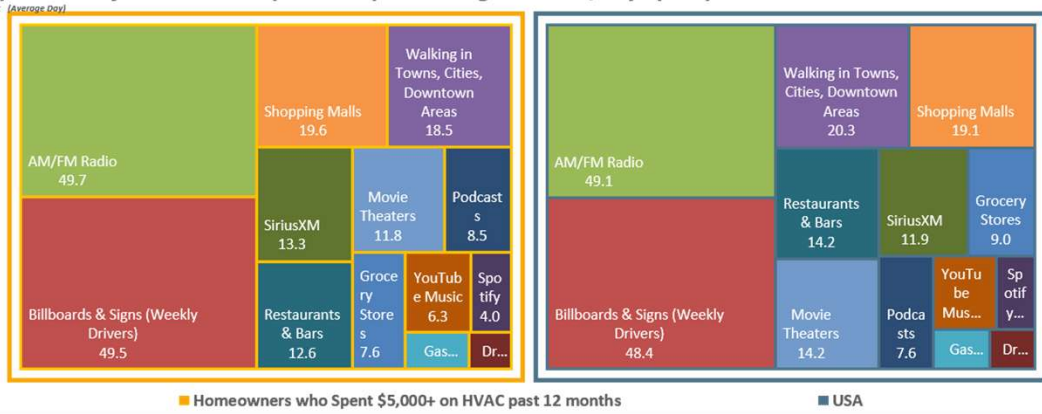


4,966,268 or 98.5% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 49.5 minutes per day driving, seeing Billboards and Signs. 71.9% Listen to Local Radio Stations Out-of-Home for an average of 46.2 minutes/day

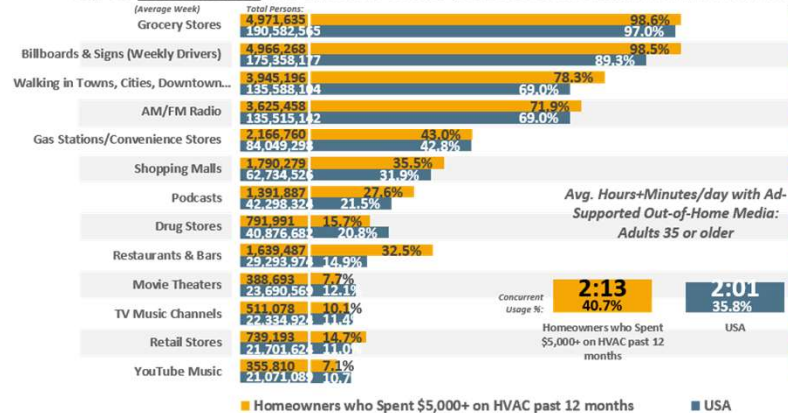
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



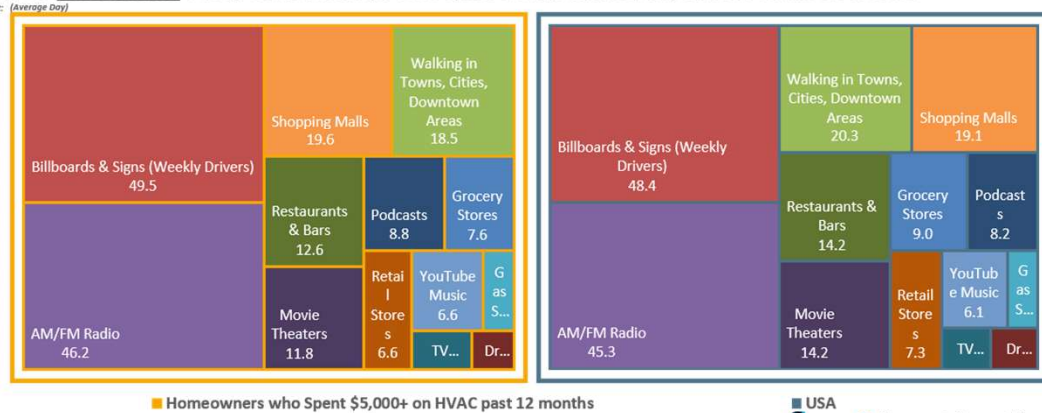
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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 497
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

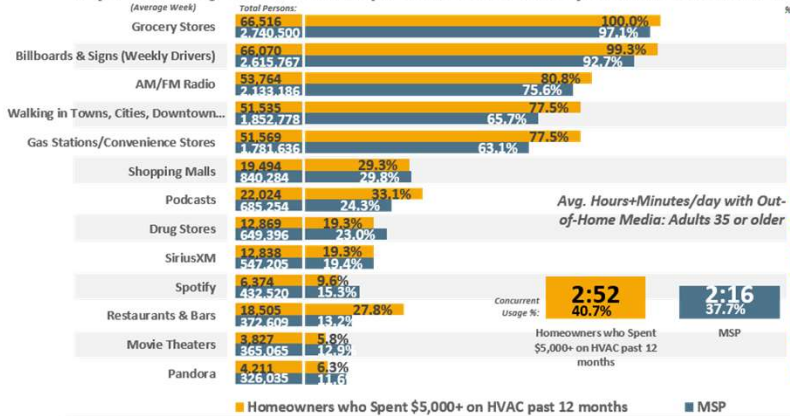
soefa.ai Share of Everything for Anything

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

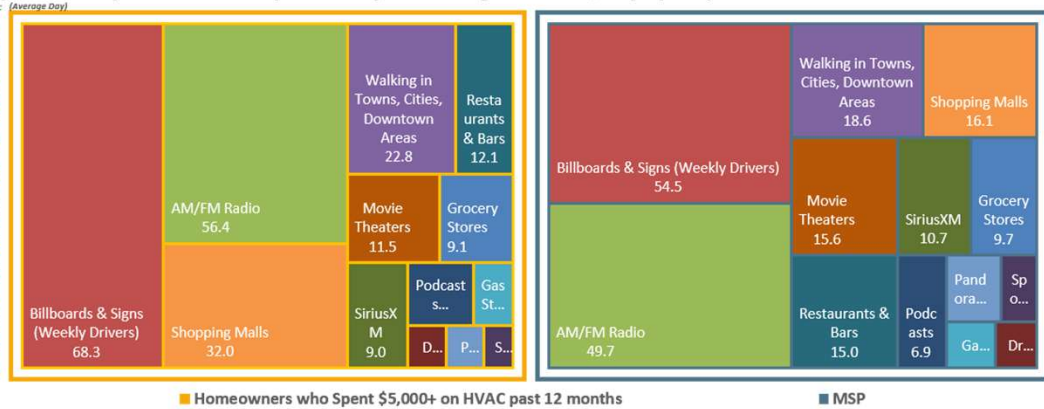


66,070 or 99.3% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 68.3 minutes per day driving, seeing Billboards and Signs. 77.7% Listen to Local Radio Stations Out-of-Home for an average of 52.9 minutes/day.

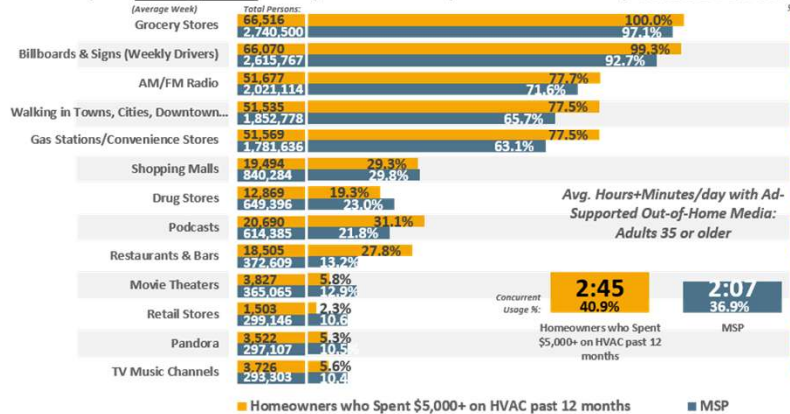
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



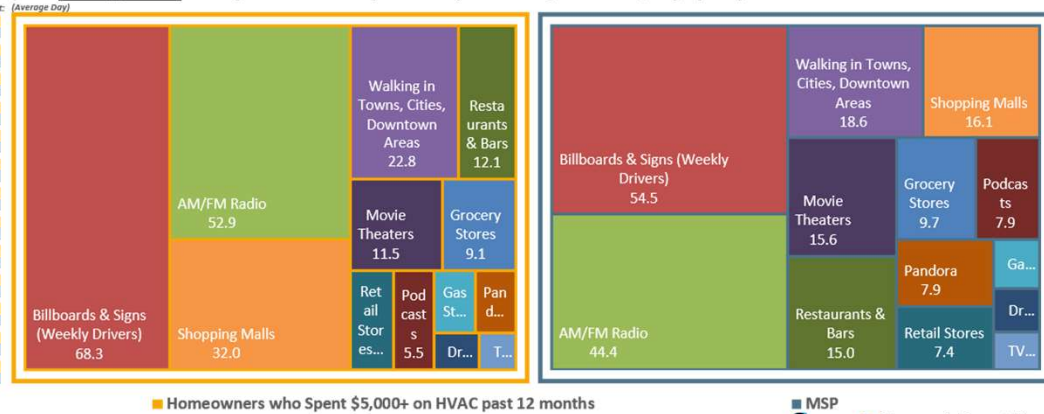
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



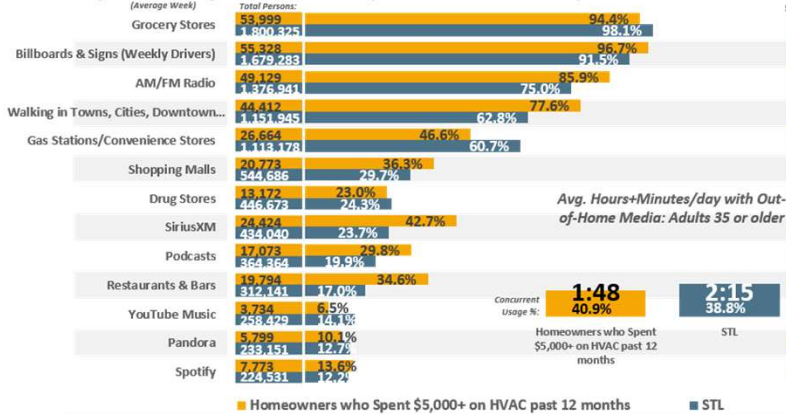
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



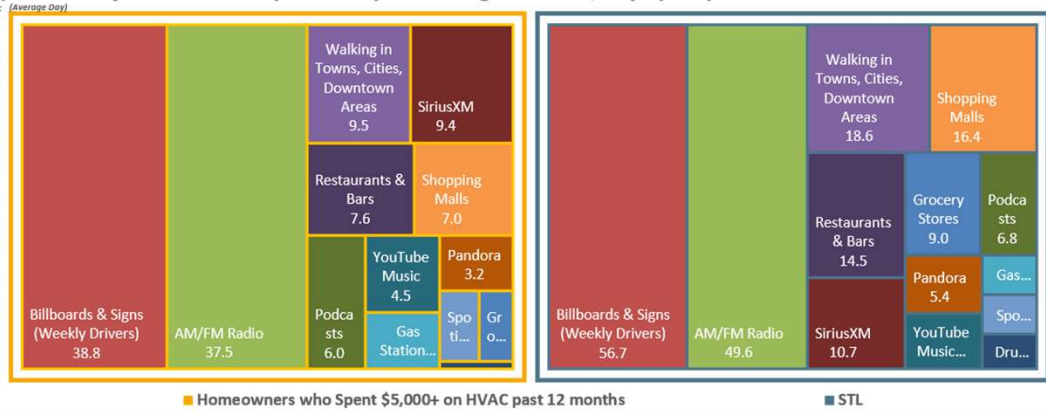


55,328 or 96.7% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 38.8 minutes per day driving, seeing Billboards and Signs. 82.3% Listen to Local Radio Stations Out-of-Home for an average of 36. minutes/day.

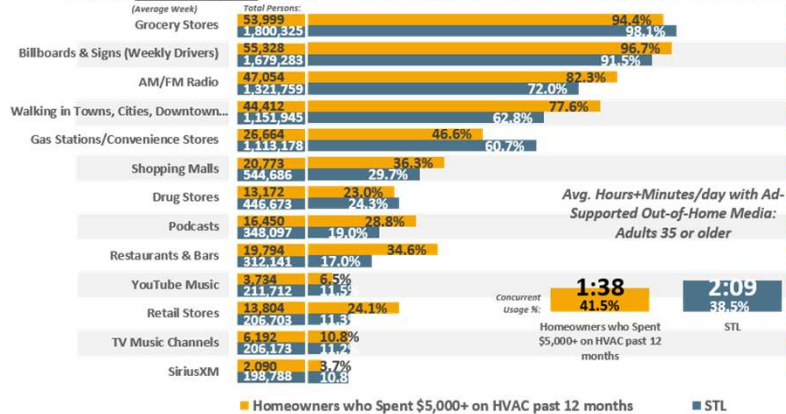
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



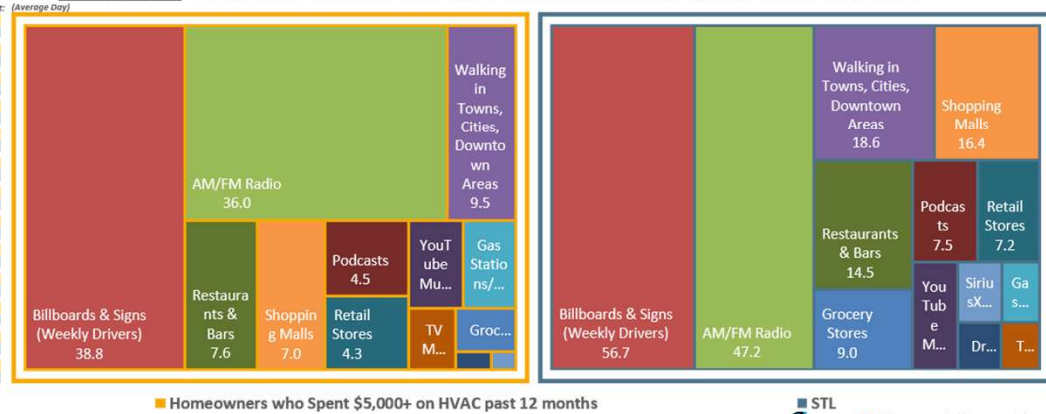
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 43
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

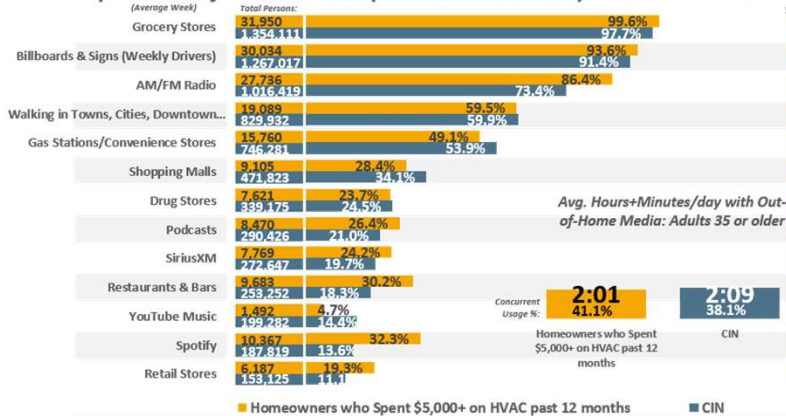
soefa.ai Share of Everything for Anything

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

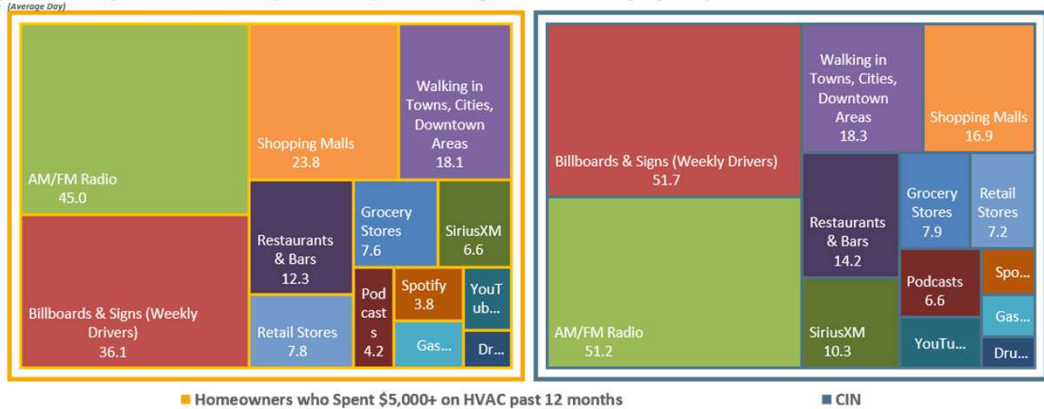


30,034 or 93.6% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 36.1 minutes per day driving, seeing Billboards and Signs. 81.% Listen to Local Radio Stations Out-of-Home for an average of 42.1 minutes/day.

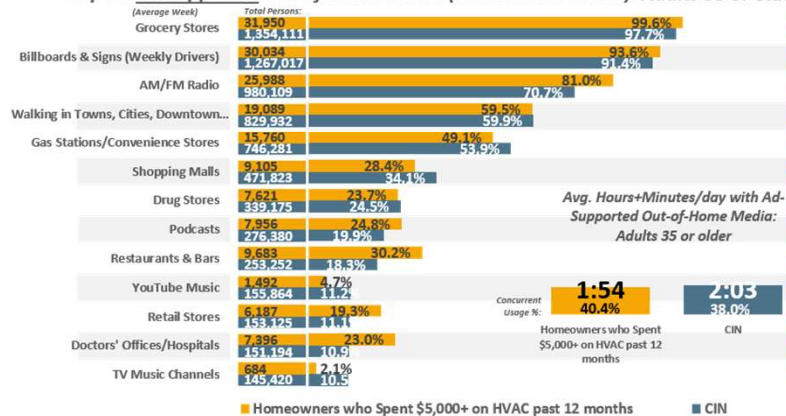
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



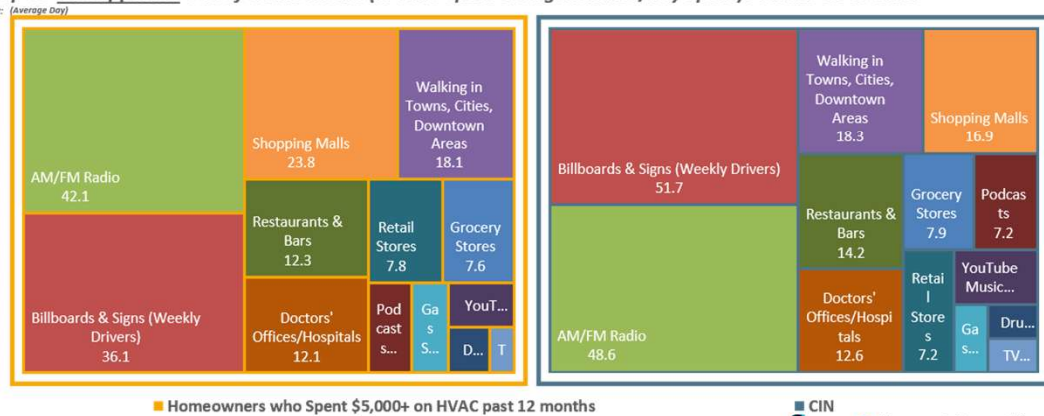
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



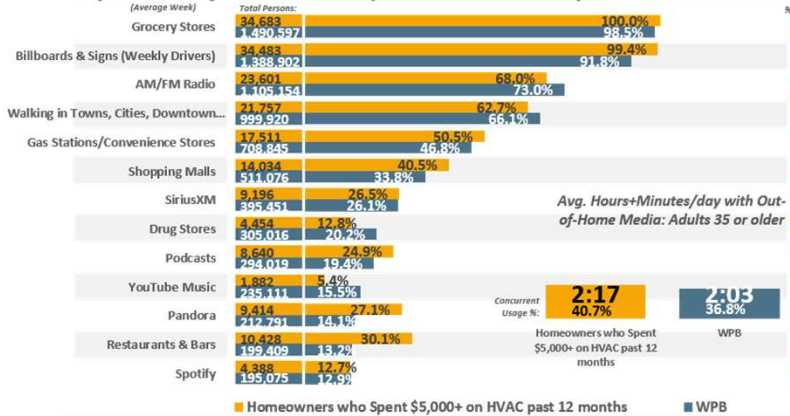
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



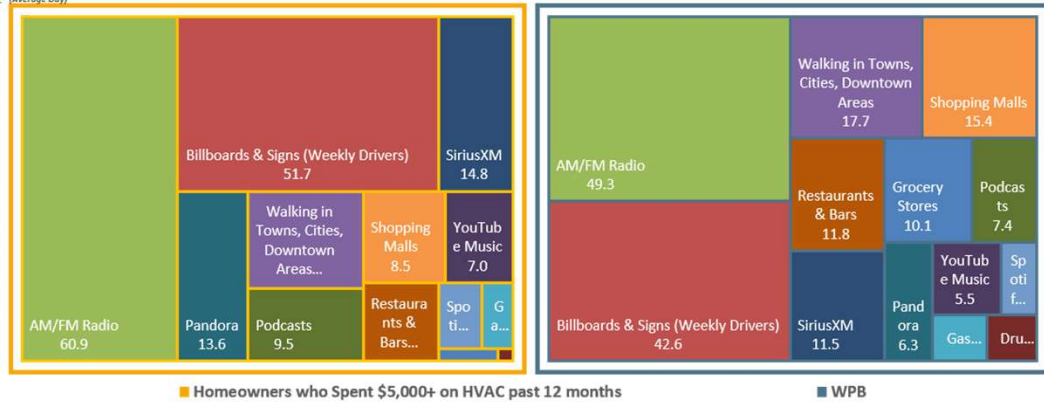


34,483 or 99.4% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 51.7 minutes per day driving, seeing Billboards and Signs. 65.6% Listen to Local Radio Stations Out-of-Home for an average of 60.3 minutes/day.

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



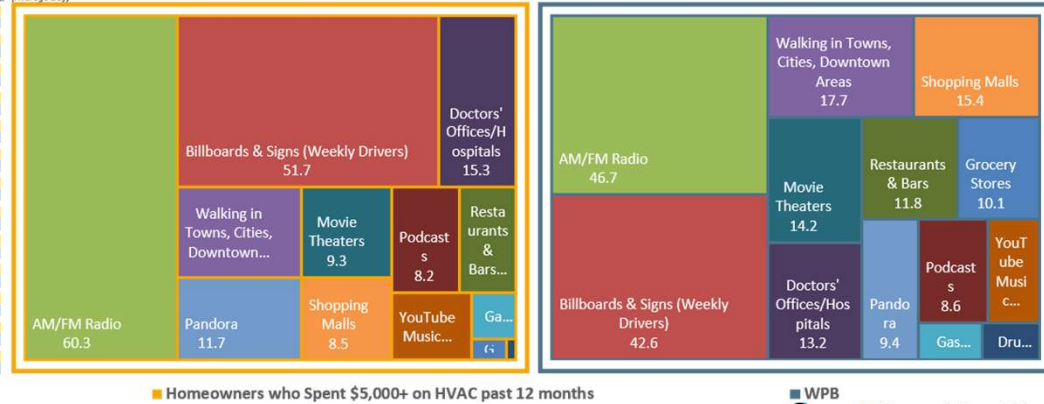
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 53
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

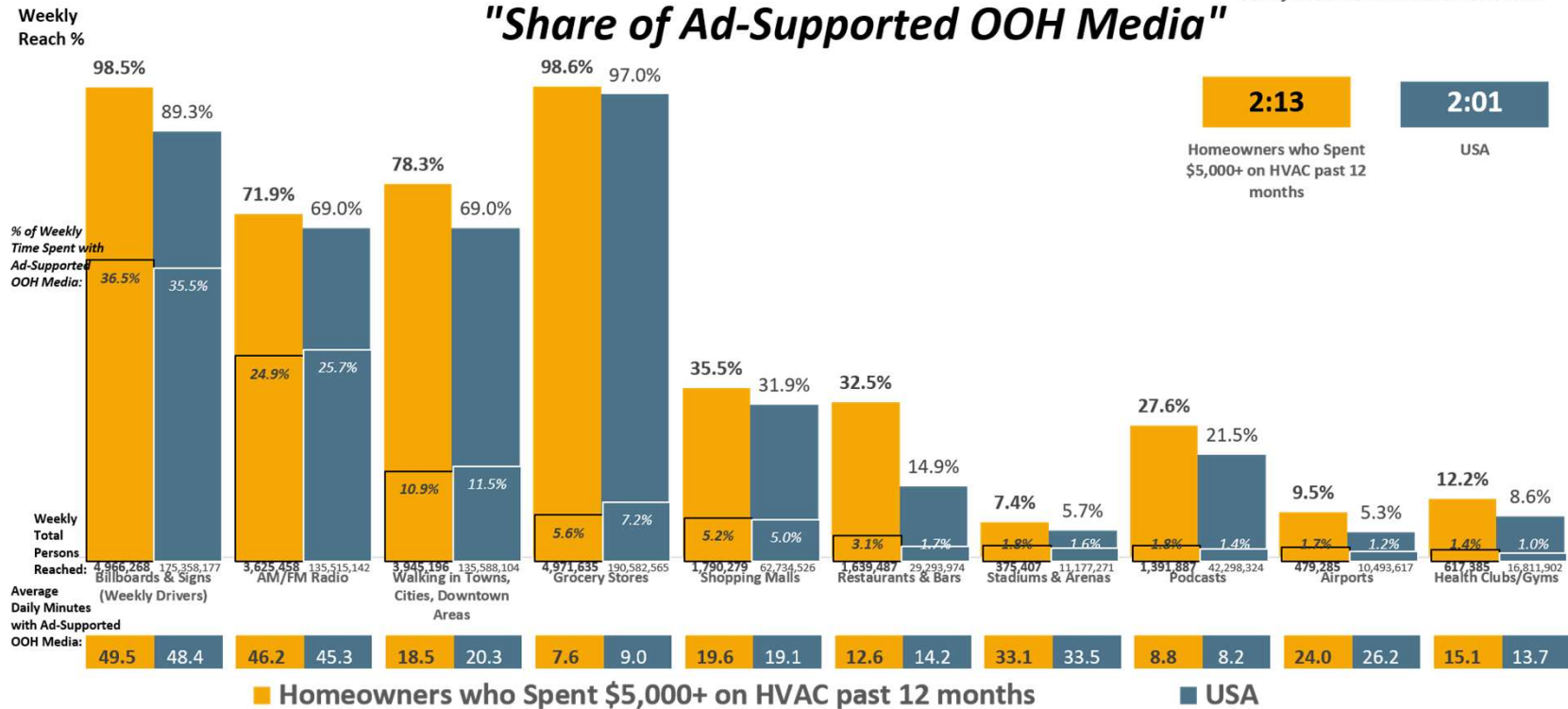
soefa.ai Share of Everything for Anything

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



4,966,268 or 98.5% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 49.5 minutes per day driving, seeing Billboards and Signs representing 36.5% 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



2:13
Homeowners who Spent \$5,000+ on HVAC past 12 months

2:01
USA

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 497 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

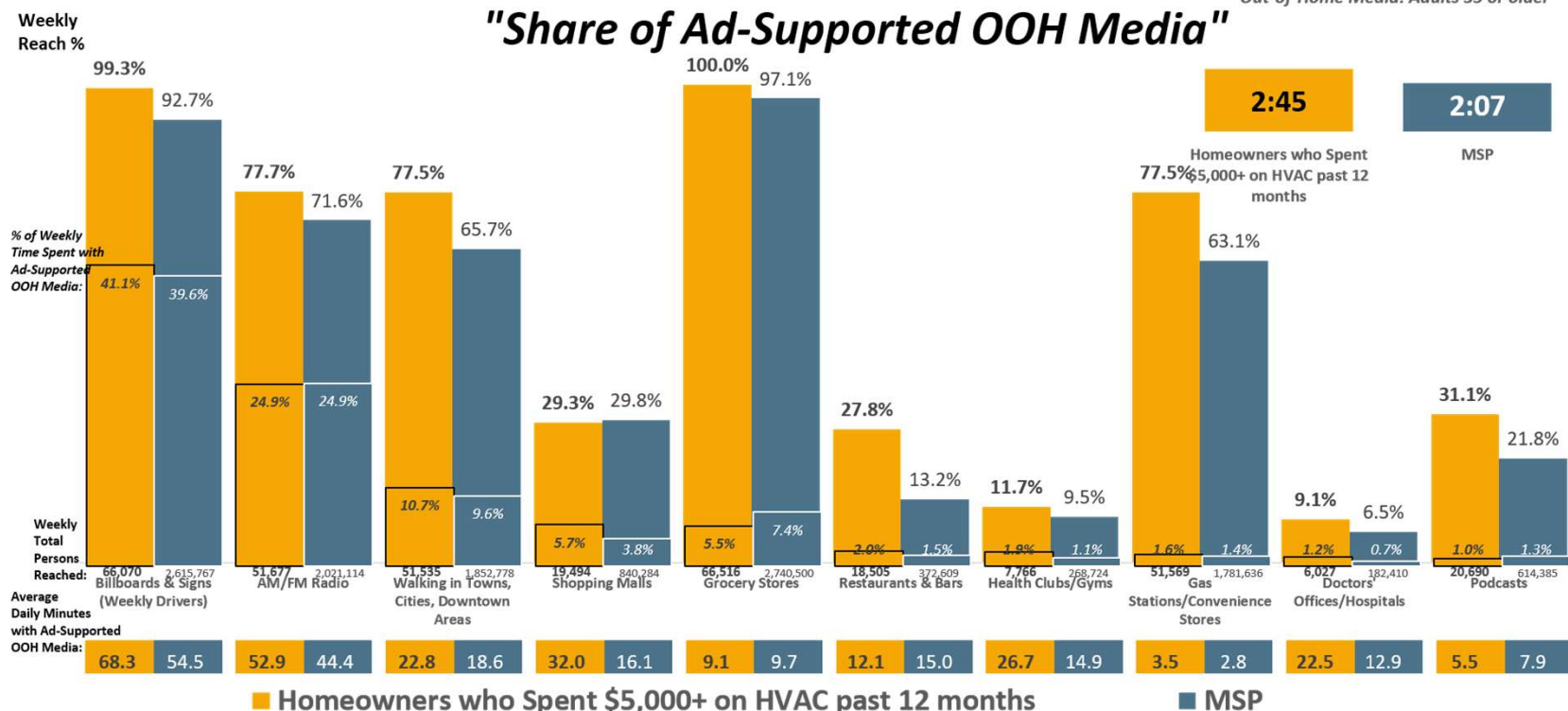
{{(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:\$5,000 or more}}



66,070 or 99.3% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 68.3 minutes per day driving, seeing Billboards and Signs representing 41.1% 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

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 57 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

{{(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:\$5,000 or more}}

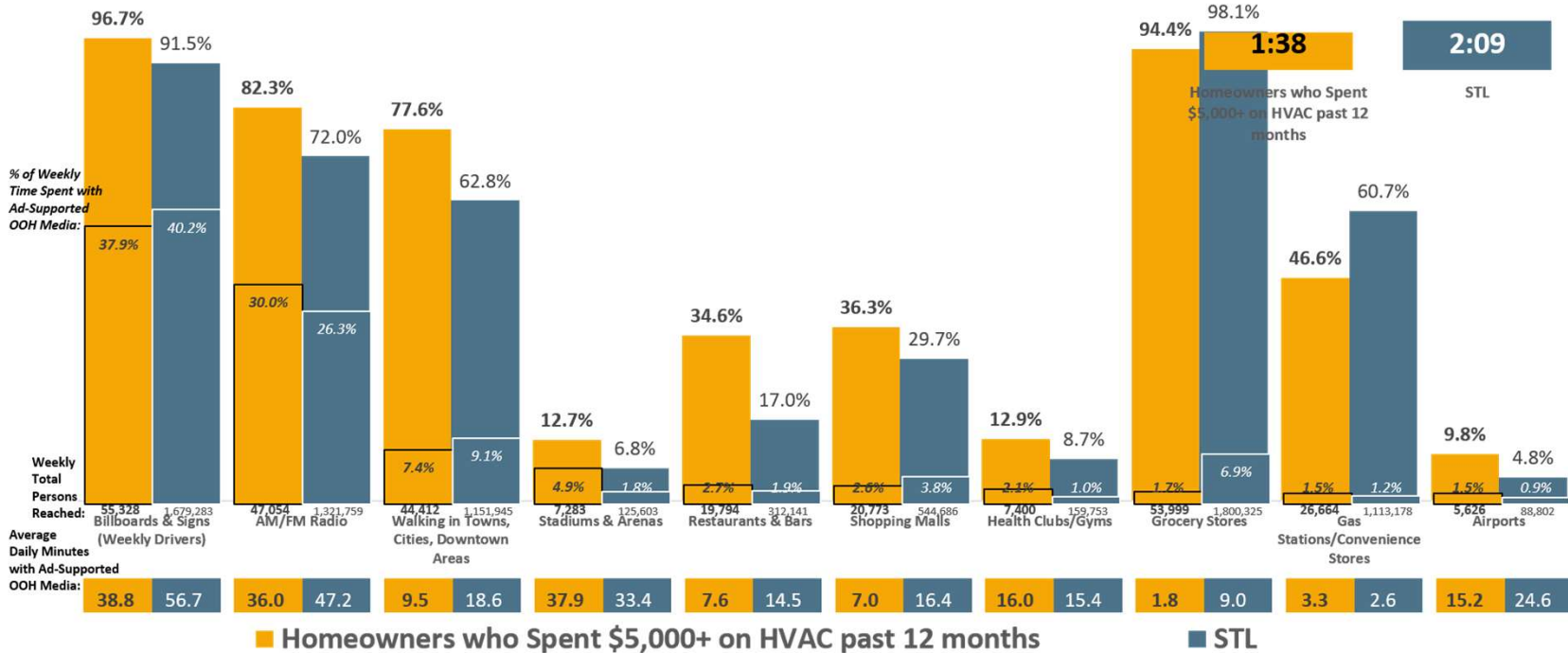


55,328 or 96.7% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 38.8 minutes per day driving, seeing Billboards and Signs representing 37.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"

Weekly Reach %



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 43
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

soefa.ai Share of Everything for Anything

{{(Own or rent residence (HHLID): Own AND Type of dwelling (HHLID): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLID): Heating or air conditioning:\$5,000 or more}}

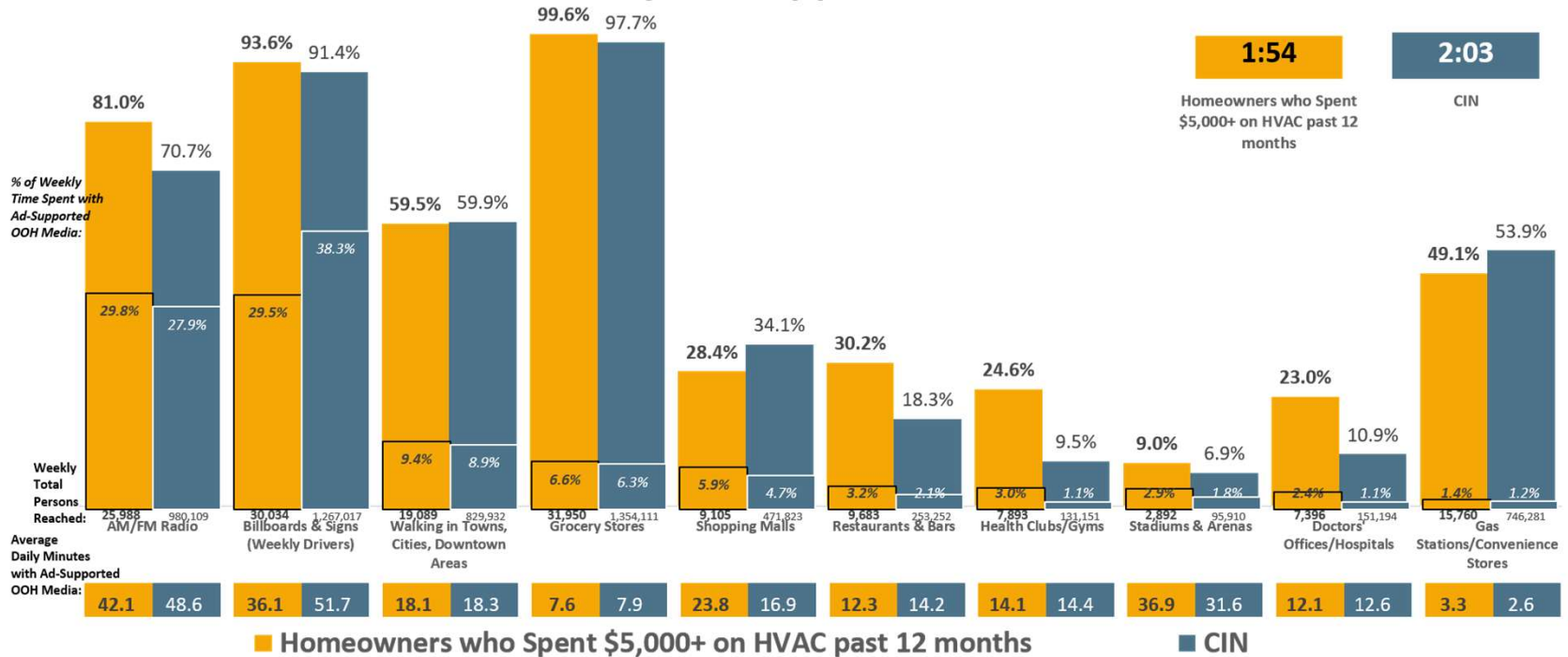


30,034 or 93.6% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 36.1 minutes per day driving, seeing Billboards and Signs representing 29.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



1:54

Homeowners who Spent \$5,000+ on HVAC past 12 months

2:03

CIN

CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 41
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

soefa.ai Share of Everything for Anything

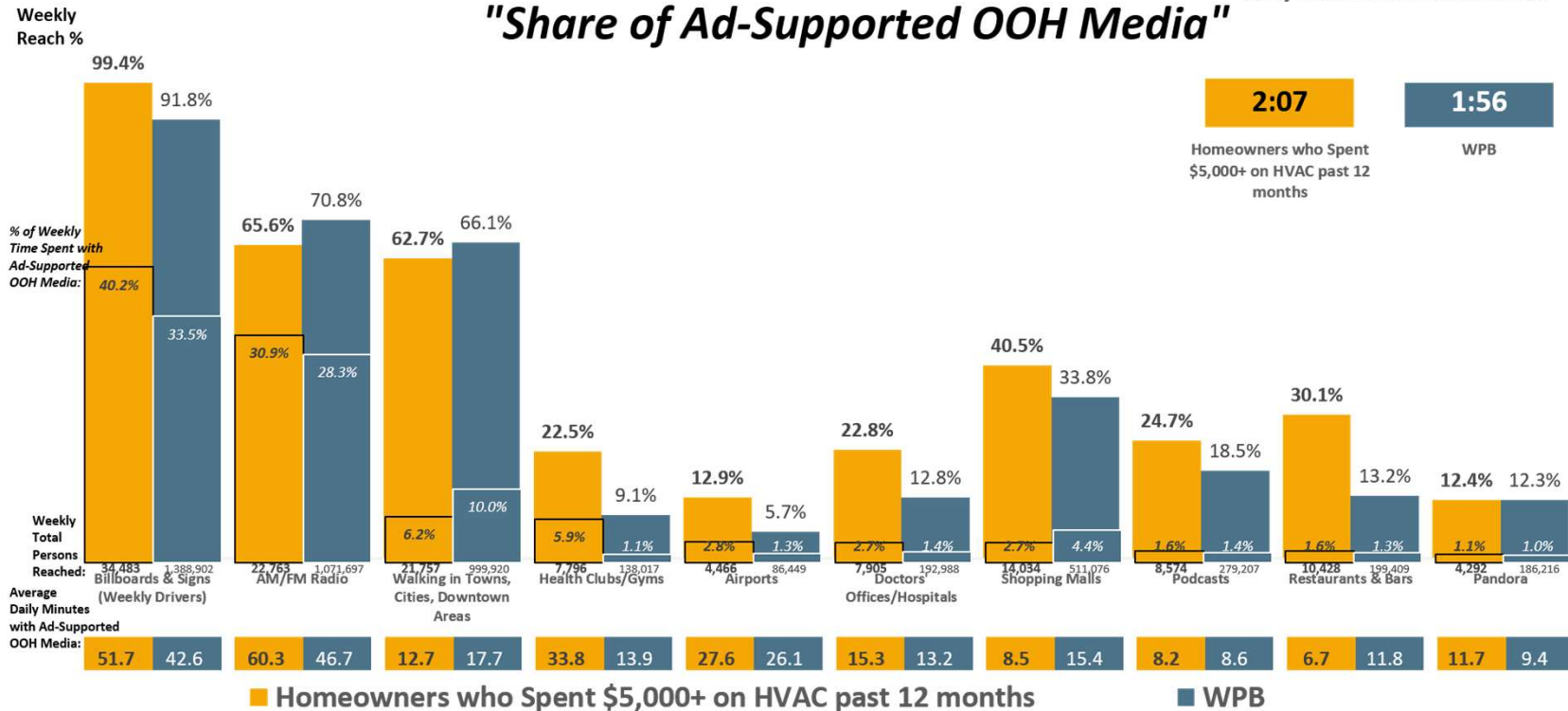
{{(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:\$5,000 or more}}



34,483 or 99.4% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 51.7 minutes per day driving, seeing Billboards and Signs representing 40.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 53 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

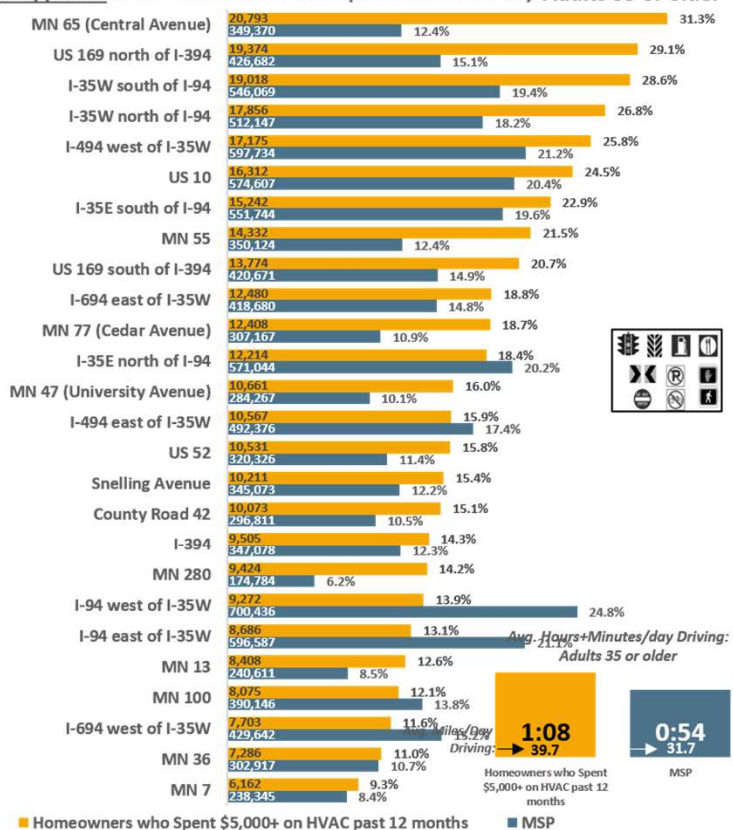
soefa.ai Share of Everything for Anything

{{(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHLD): Heating or air conditioning:\$5,000 or more}}

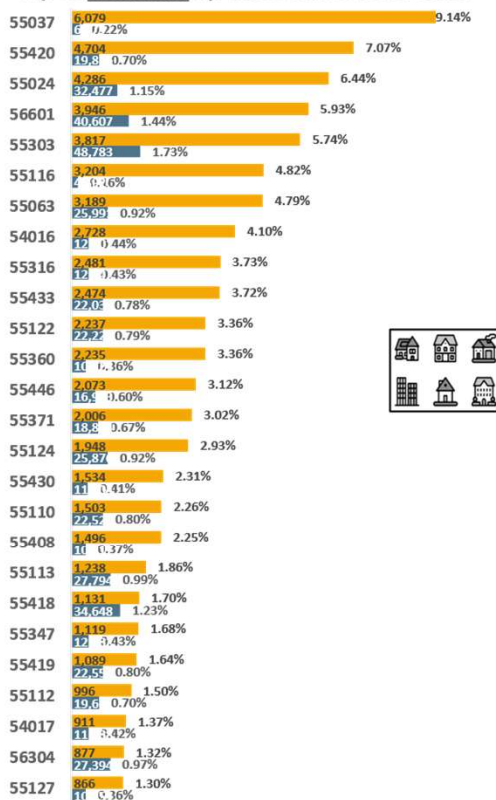


66,070 or 99.3% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 68.3 minutes per day driving an average of 39.7 miles each day and are 152.5% more likely to use MN 65 (Central Avenue) than the Metro average.

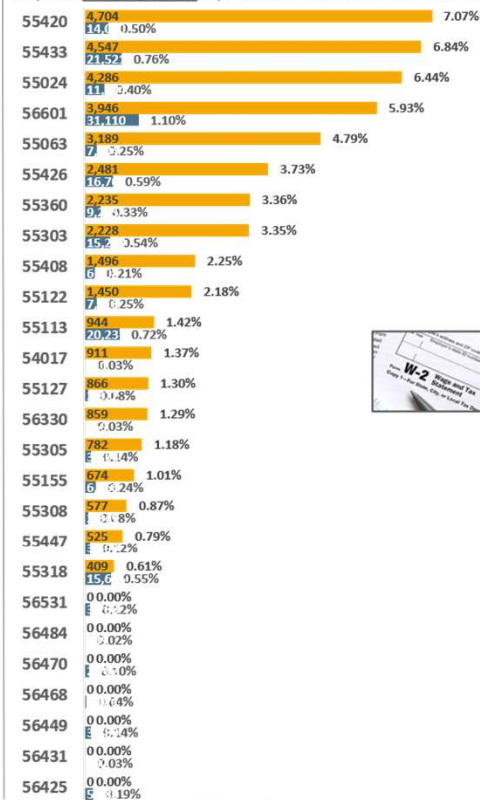
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



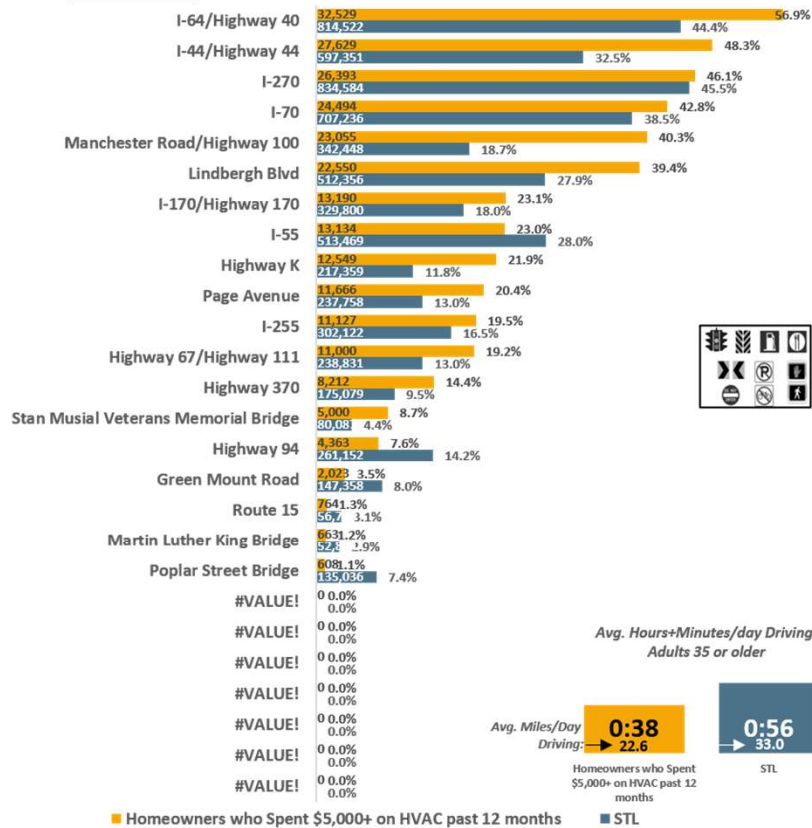
Top-26 Employment Zip Codes: Adults 35 or older



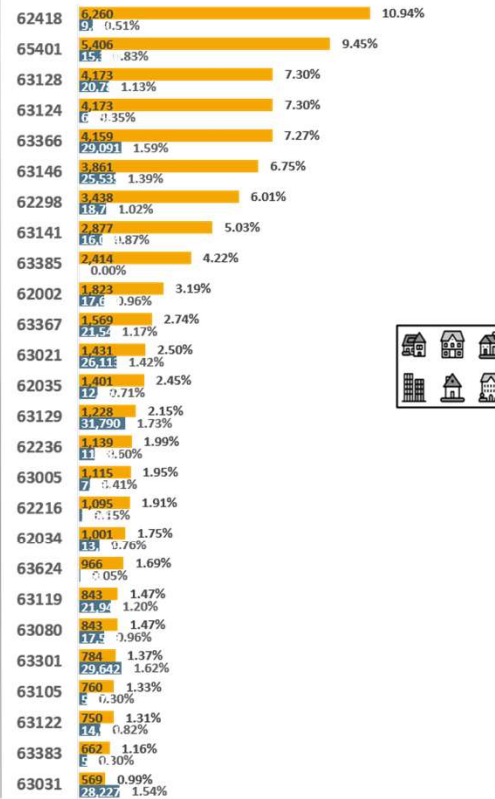


55,328 or 96.7% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 38.8 minutes per day driving an average of 22.6 miles each day and are 116.% more likely to use Manchester Road/Highway 100 than the Metro averag

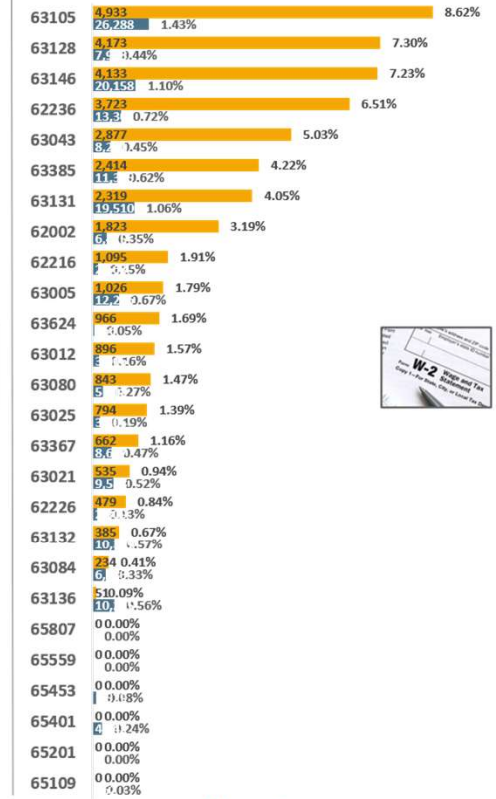
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older

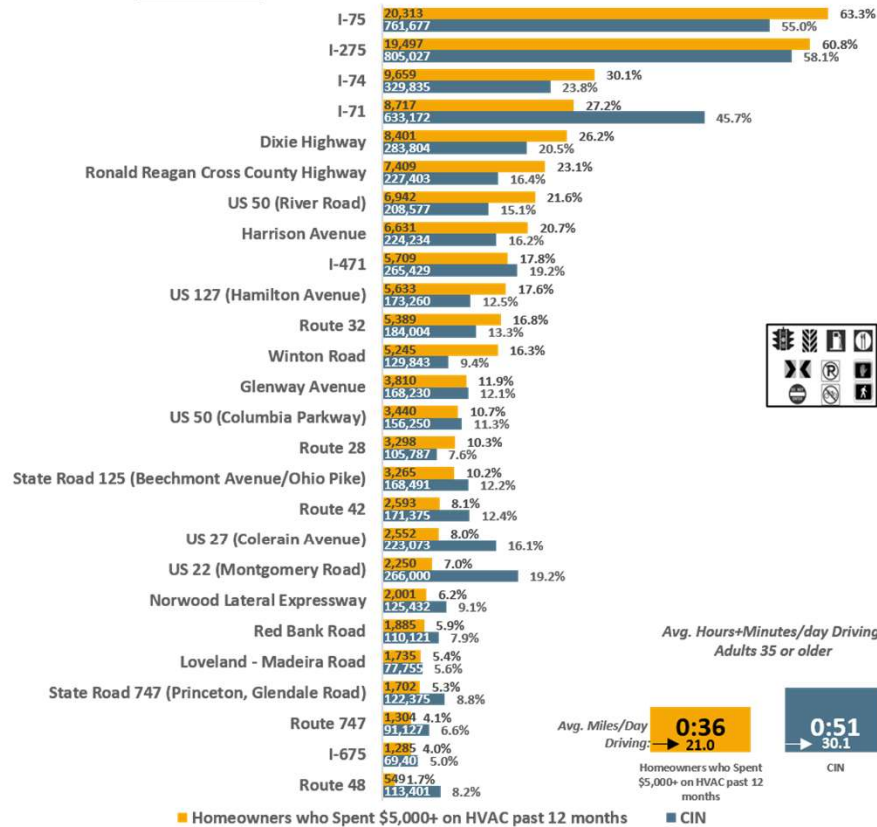


soefa.ai Share of Everything for Anything

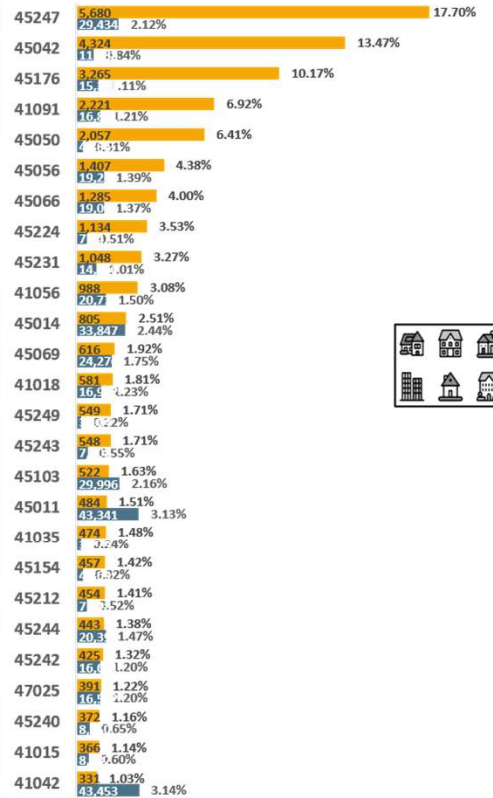


30,034 or 93.6% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 36.1 minutes per day driving an average of 21. miles each day and are 74.4% more likely to use Winton Road than the Metro average.

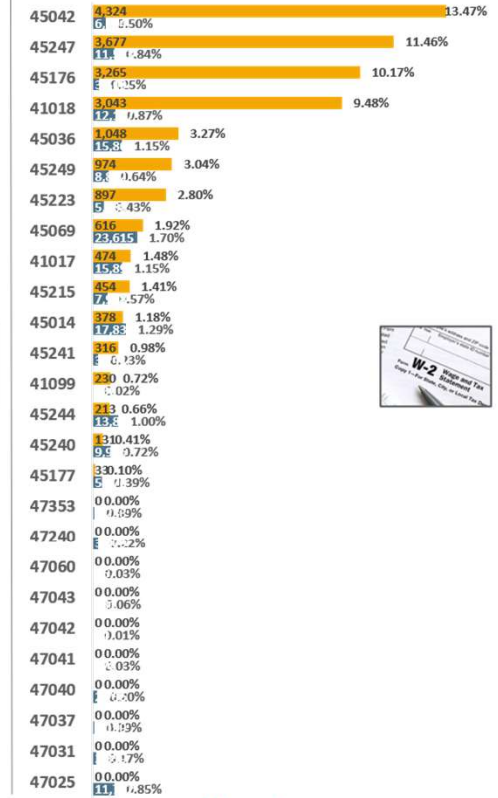
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



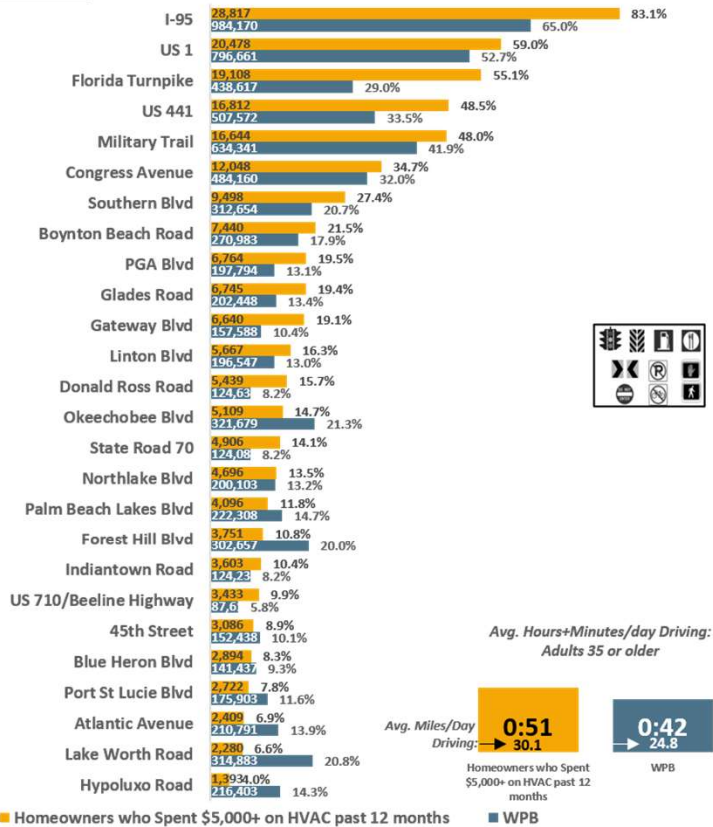
Top-26 Employment Zip Codes: Adults 35 or older



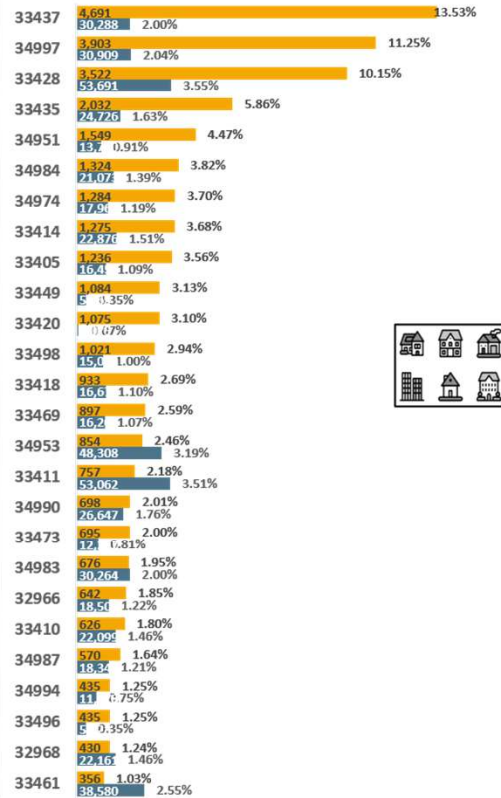


34,483 or 99.4% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months spend an average of 51.7 minutes per day driving an average of 30.1 miles each day and are 90.4% more likely to use Donald Ross Road than the Metro average.

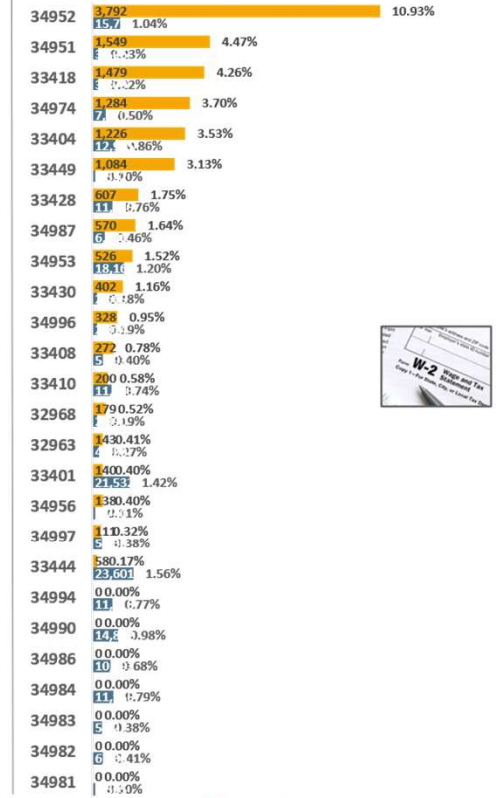
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



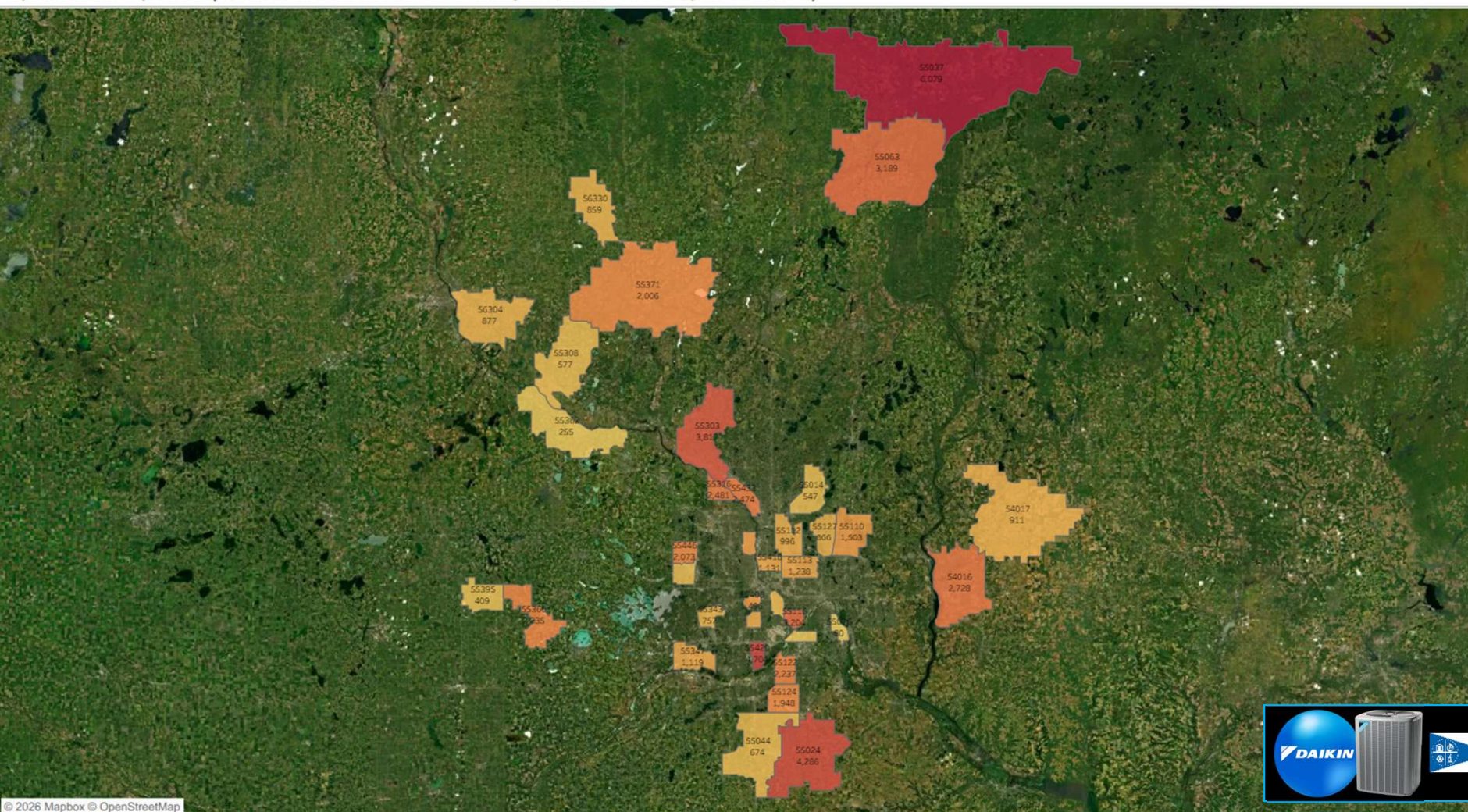
Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older



Top Residential Zip Codes: (Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months)



SUM(Adults 35 or olde...
80 6,079



© 2026 Mapbox © OpenStreetMap

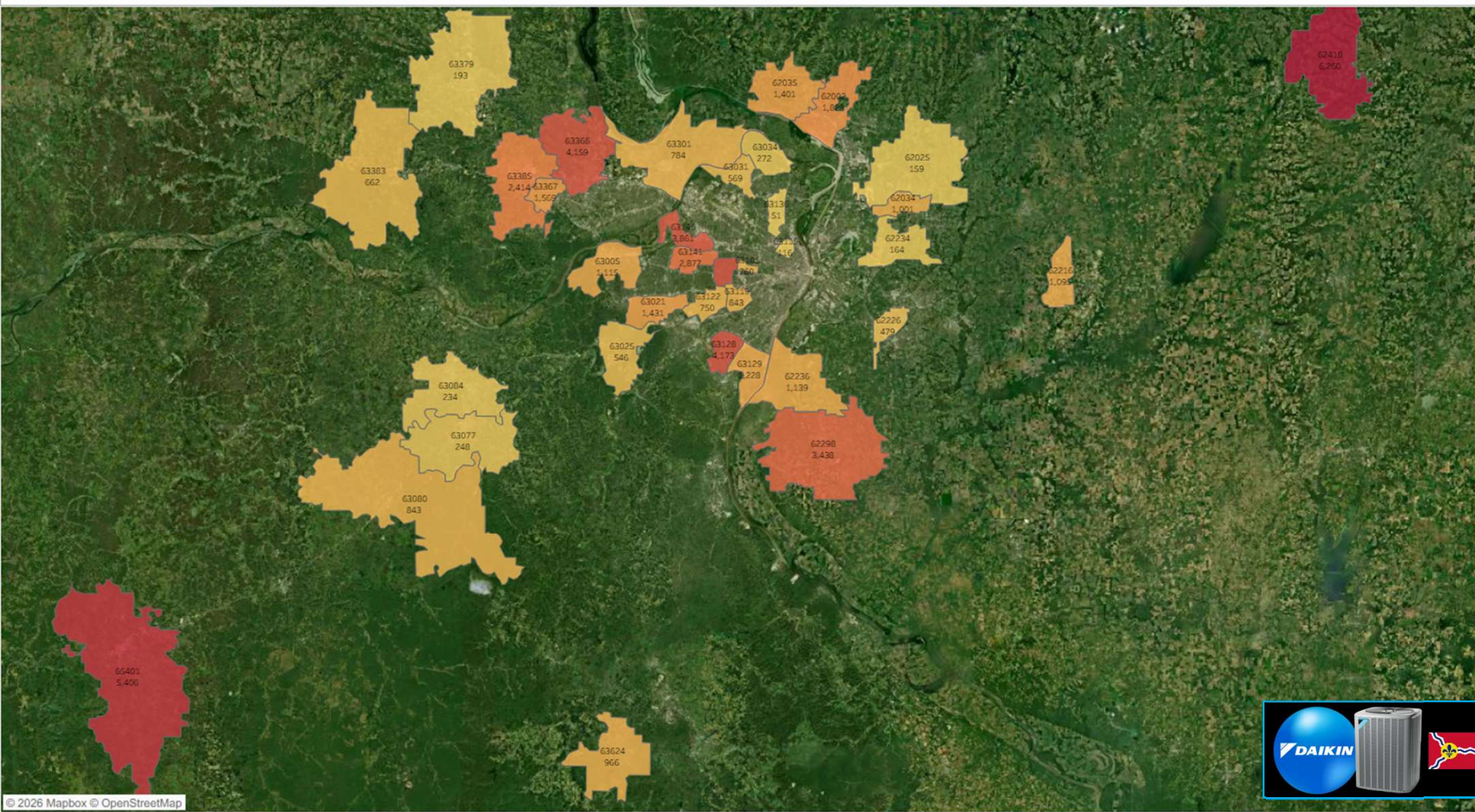
MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 57

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

soefa.ai Share of Everything for Anything

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

Top Residential Zip Codes: (Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months)



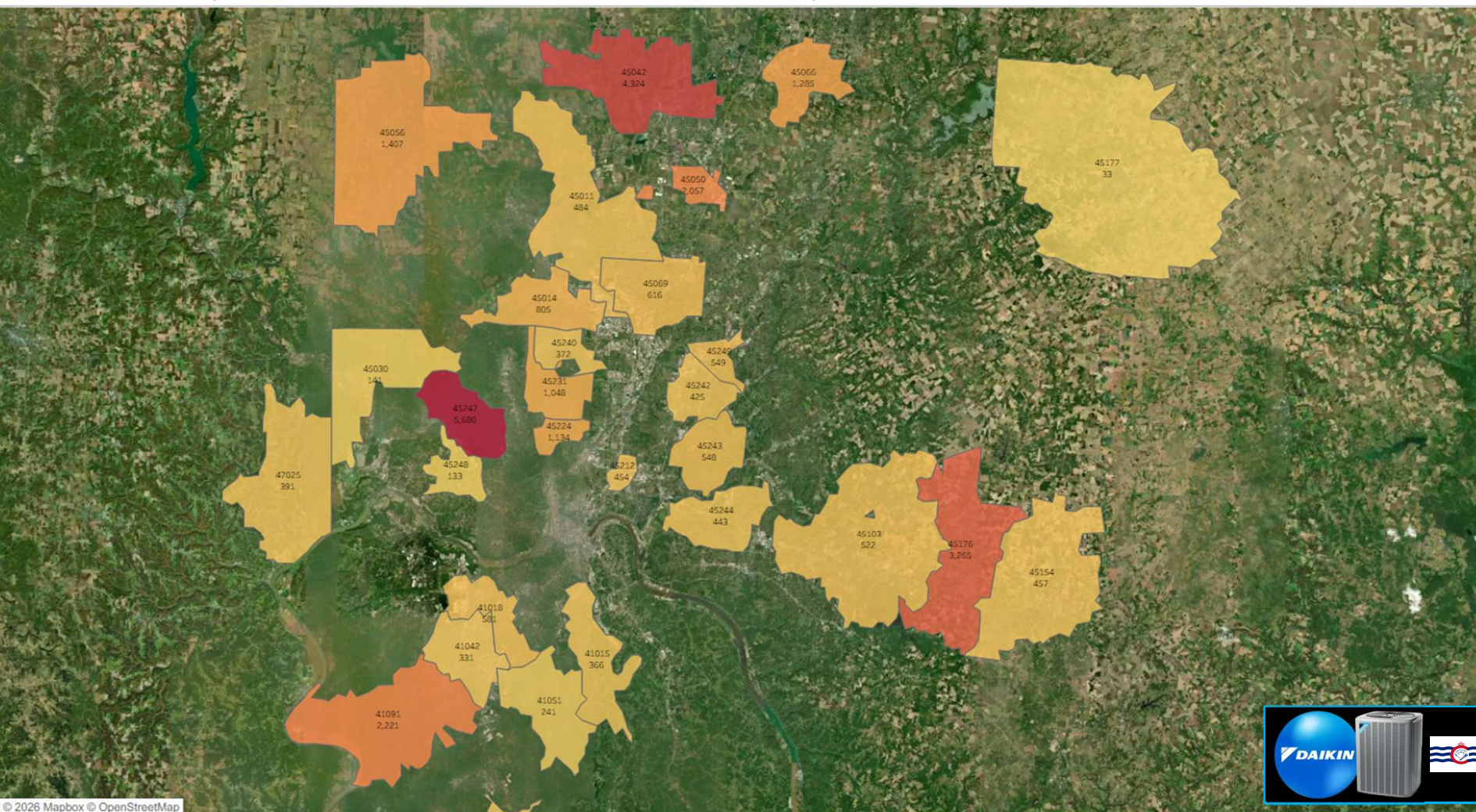
SUM(Adults 35 or olde...



© 2026 Mapbox © OpenStreetMap

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

Top Residential Zip Codes: (Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months)



SUM(Adults 35 or olde...
33 5,680



© 2026 Mapbox © OpenStreetMap

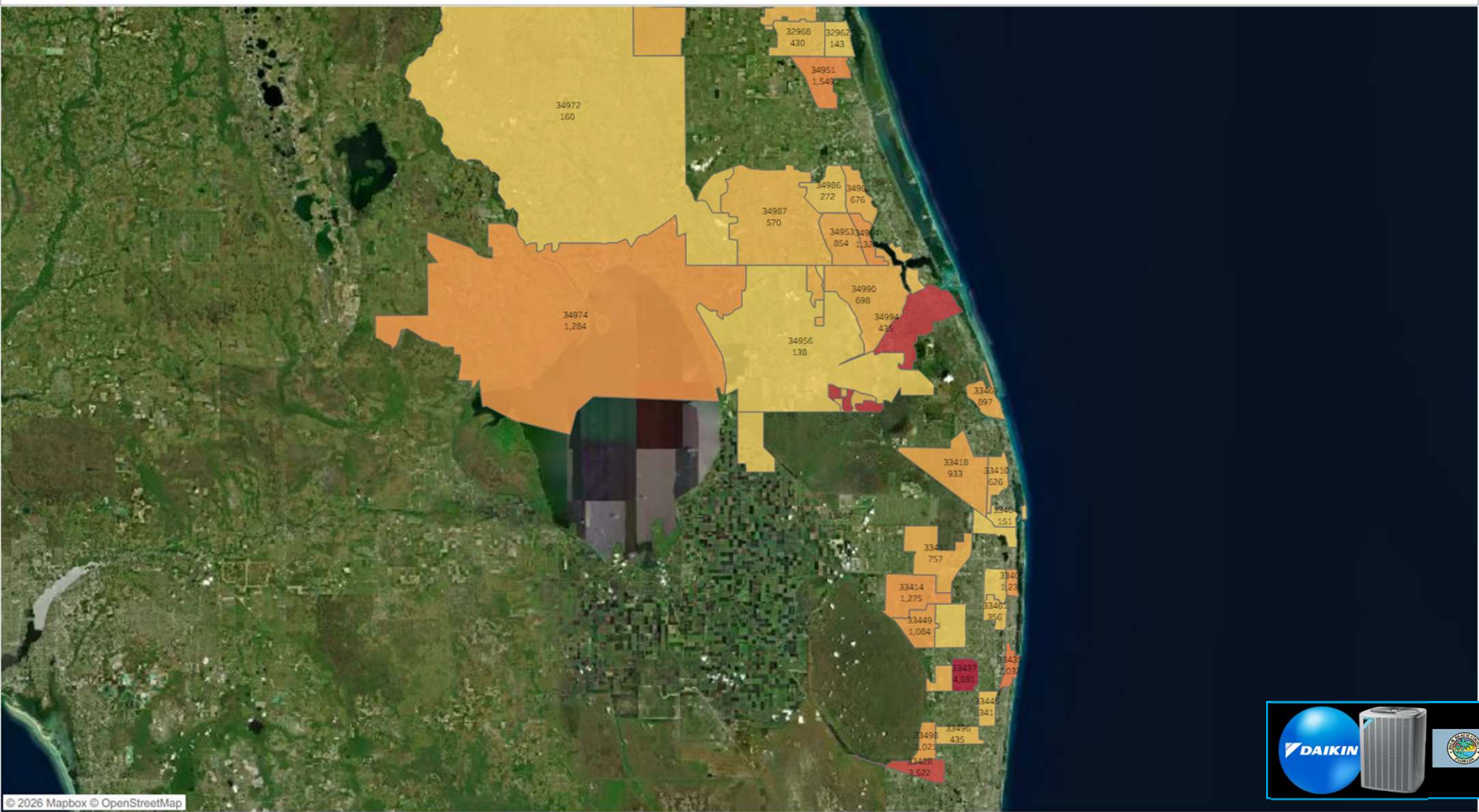
CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 41

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

soefa.ai Share of Everything for Anything

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

Top Residential Zip Codes: (Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months)



SUM(Adults 35 or olde...



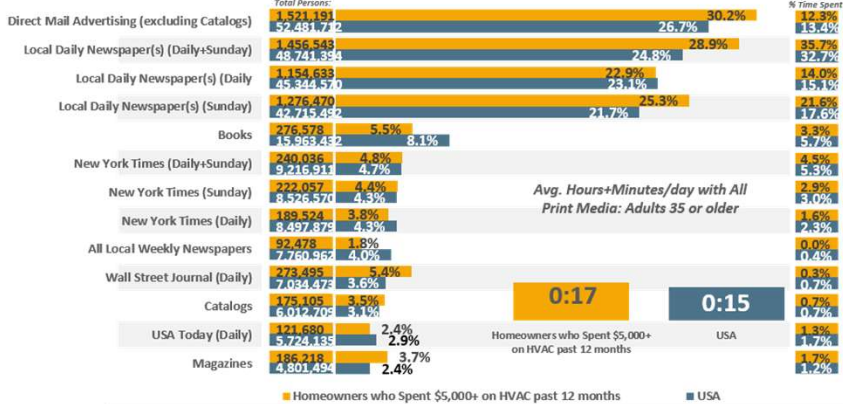
© 2026 Mapbox © OpenStreetMap

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

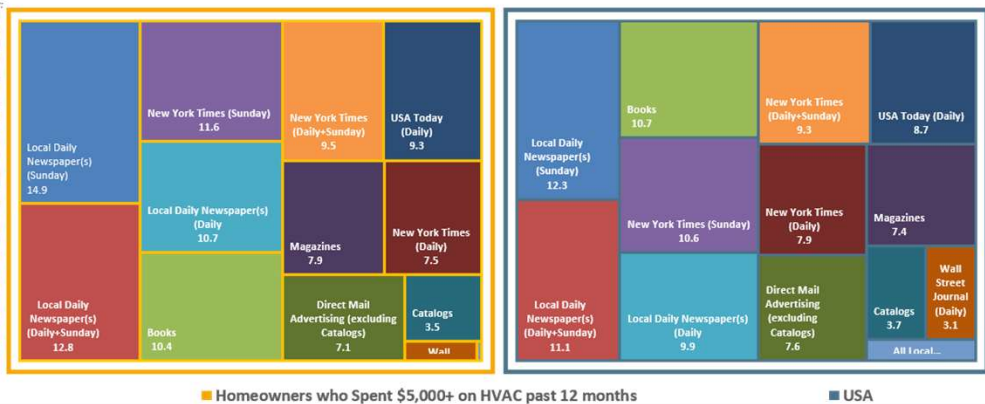


1,456,543 or 28.9% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.8 minutes every day representing 36.9% of all time spent daily with All forms of Print Media.

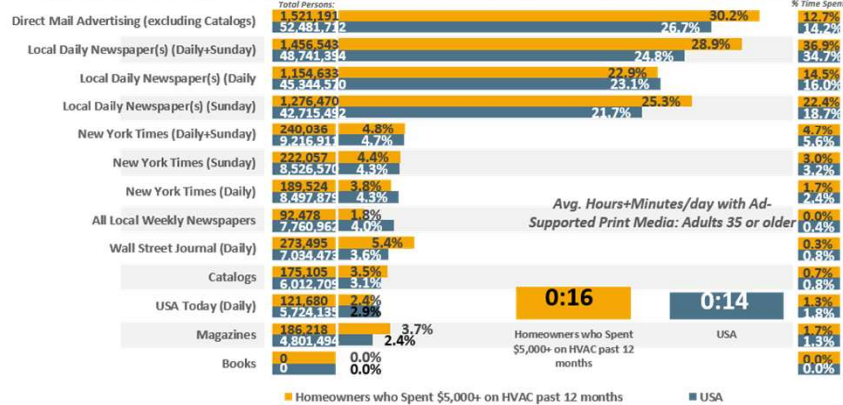
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



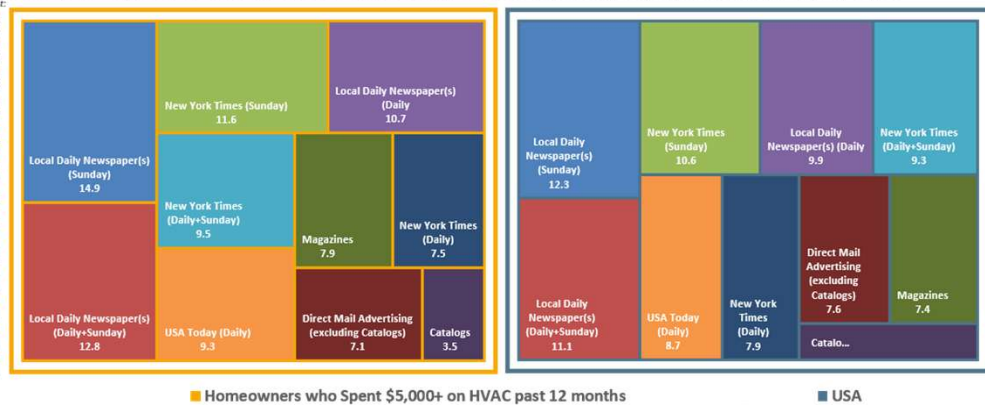
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



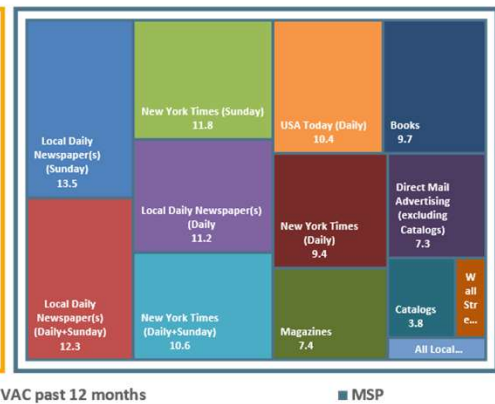
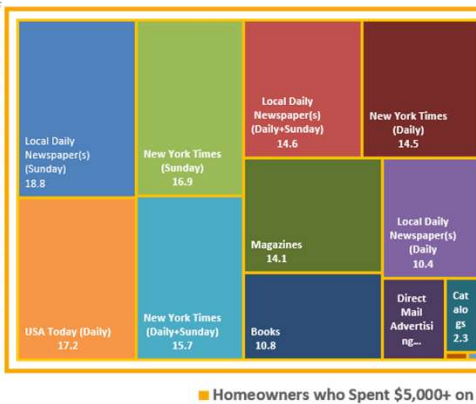
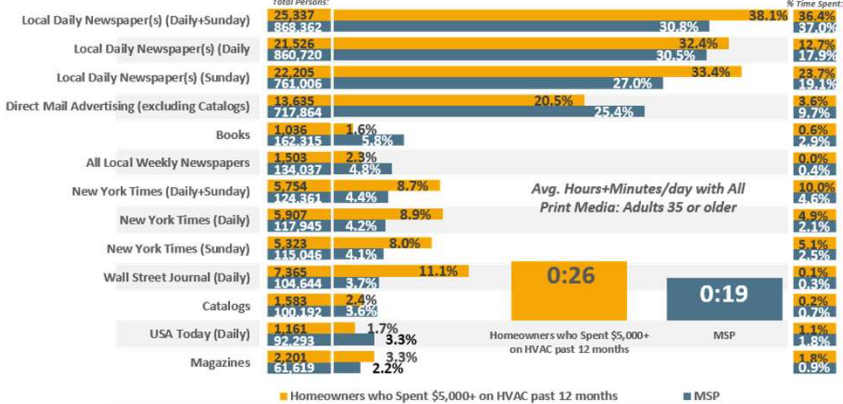
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



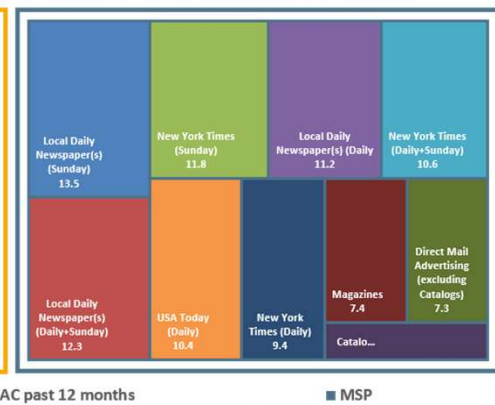
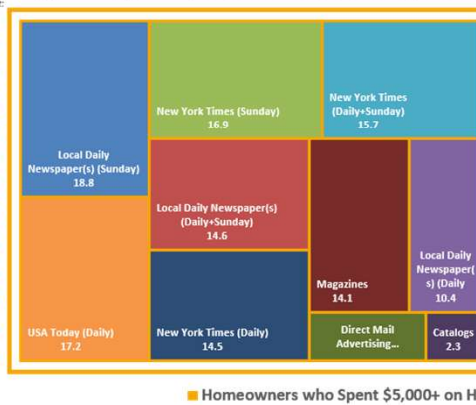
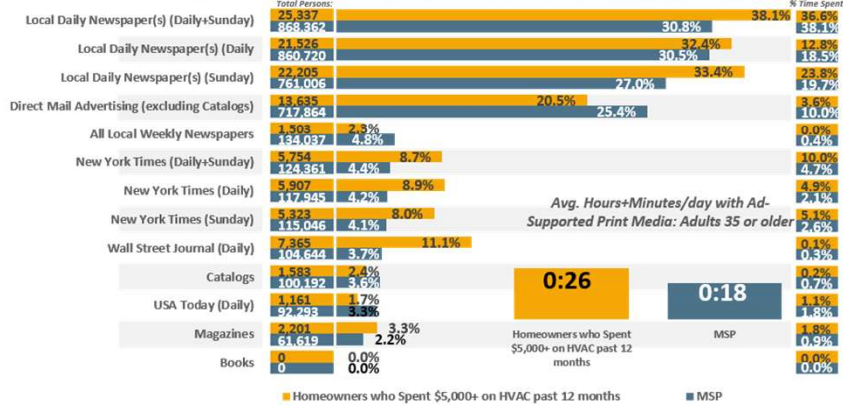


25,337 or 38.1% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.6 minutes every day representing 36.6% of all time spent daily with All forms of Print Media.

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**



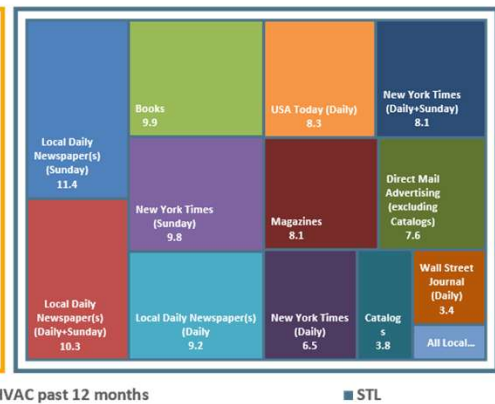
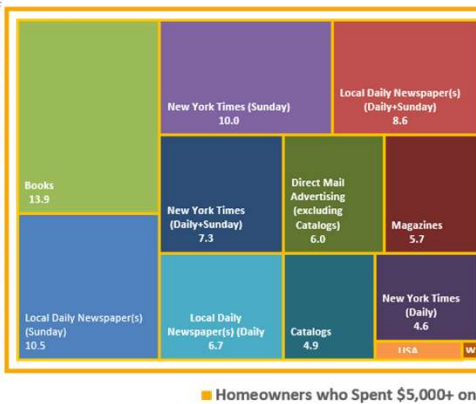
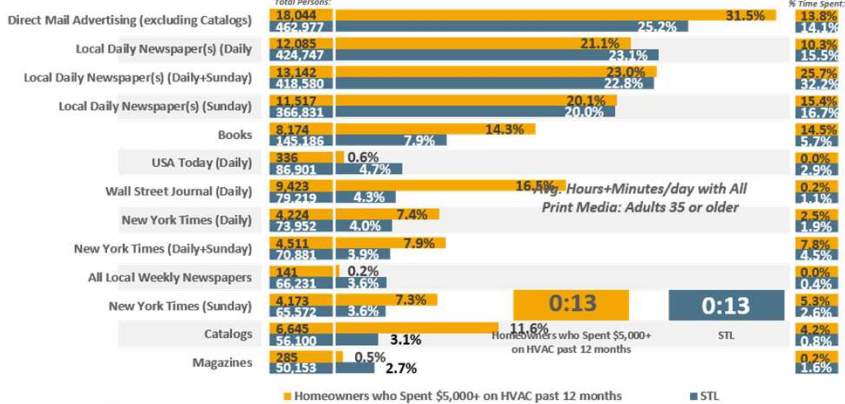
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



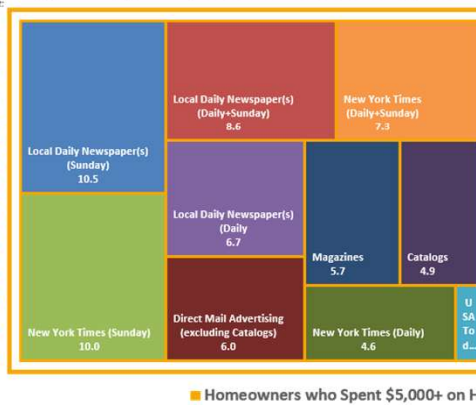
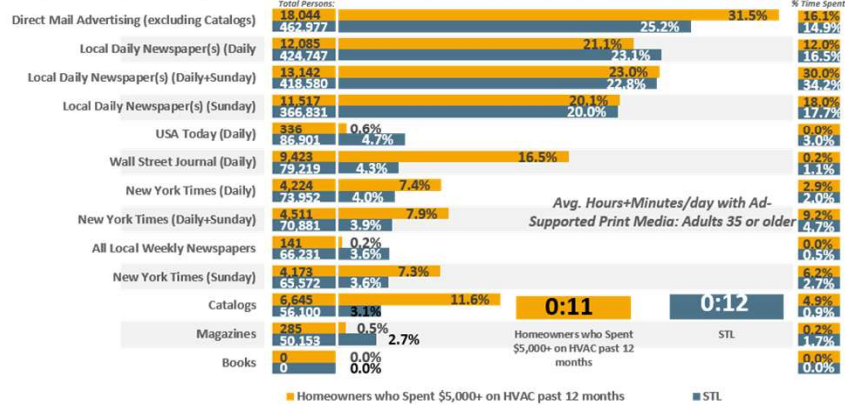


13,142 or 23.% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 30.% of all time spent daily with All forms of Print Media.

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**



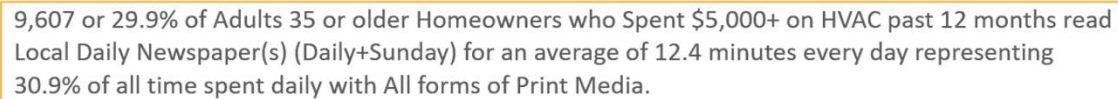
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 43
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(((Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)) AND Type of home improvement done past 12 mo (amt spent) (HHL): Heating or air conditioning:\$5,000 or more))

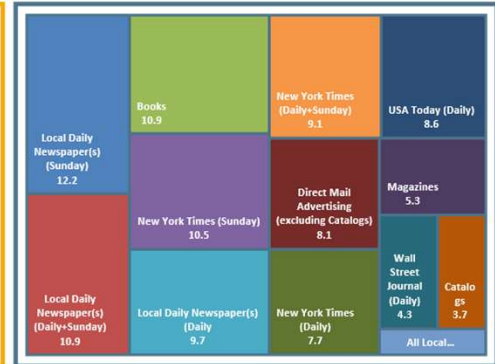


Media Type	Total Persons	Homeowners who Spent \$5,000+ on HVAC past 12 months	CIN
Direct Mail Advertising (excluding Catalogs)	10,080	31.4%	34.6%
Local Daily Newspaper(s) (Daily+Sunday)	478,555	29.9%	20.6%
Local Daily Newspaper(s) (Daily)	9,607	12.6%	18.1%
Local Daily Newspaper(s) (Sunday)	283,142	26.2%	17.9%
Books	4,059	1.3%	7.7%
Wall Street Journal (Daily)	2,610,555	5.4%	4.4%
New York Times (Daily+Sunday)	8,419	8.4%	3.9%
USA Today (Daily)	248,137	5.4%	3.8%
New York Times (Daily)	425	3.6%	3.6%
New York Times (Sunday)	106,806	7.7%	3.6%
Catalogs	1,741	9.5%	3.1%
Magazines	56,939	1.5%	0.4%
All Local Weekly Newspapers	2,610,555	1.7%	1.3%

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

Homeowners who Spent \$5,000+ on HVAC past 12 months: **0:16**

CIN: **0:13**

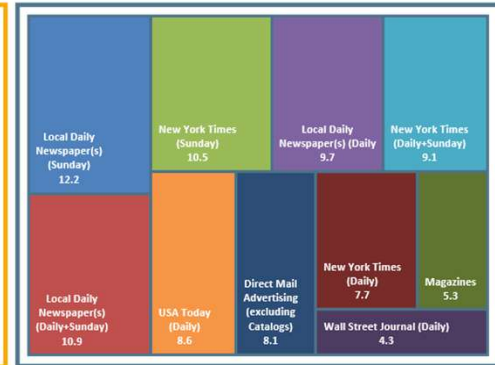


Category	Homeowners who Spent \$5,000+ on HVAC past 12 months	CIN
Direct Mail Advertising (excluding Catalogs)	10,080 (31.4%)	17,957 (34.6%)
Local Daily Newspaper(s) (Daily+Sunday)	9,607 (29.9%)	268,142 (20.4%)
Local Daily Newspaper(s) (Daily)	4,059 (12.6%)	250,965 (18.4%)
Local Daily Newspaper(s) (Sunday)	8,419 (26.2%)	243,187 (17.9%)
Wall Street Journal (Daily)	1,741 (5.3%)	56,939 (4.1%)
New York Times (Daily+Sunday)	2,683 (8.4%)	54,651 (3.9%)
USA Today (Daily)	1,741 (5.4%)	55,900 (3.8%)
New York Times (Daily)	1,160 (3.6%)	52,475 (3.8%)
New York Times (Sunday)	2,482 (7.7%)	50,104 (3.6%)
Catalogs	3,051 (9.5%)	274,555 (3.4%)
Magazines	141 (0.4%)	217,247 (1.5%)
All Local Weekly Newspapers	548 (1.7%)	17,888 (1.3%)
Books	0 (0.0%)	0 (0.0%)

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

0:16 **0:12**

Homeowners who Spent \$5,000+ on HVAC past 12 months CIN



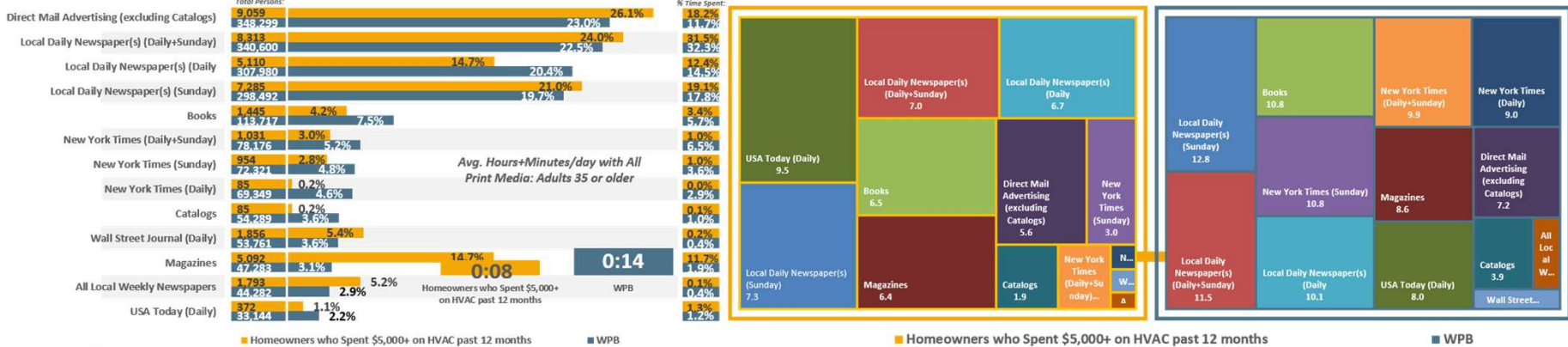
soefa.ai ■ CIN Share of Everything for Anything

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

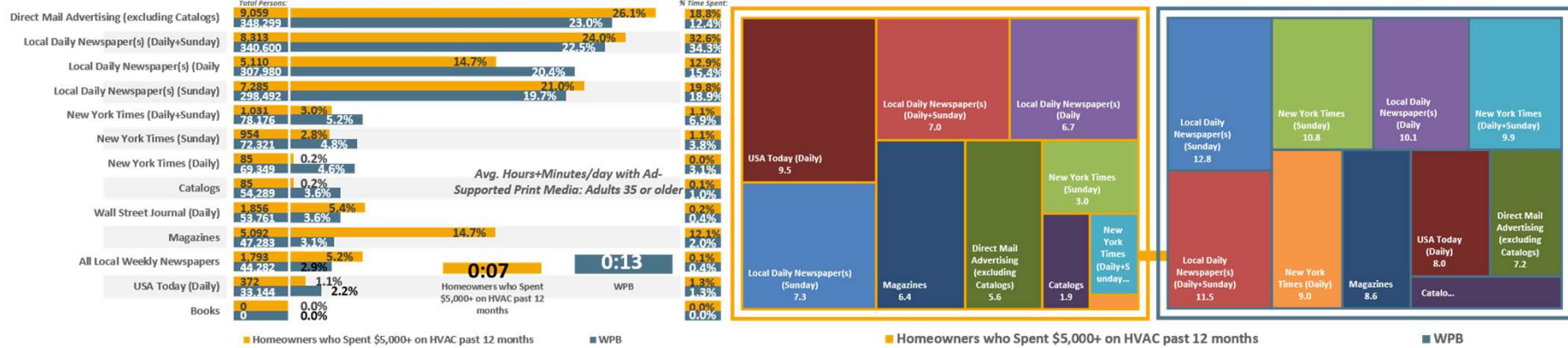


8,313 or 24.4% of Adults 35 or older Homeowners who Spent \$5,000+ on HVAC past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7. minutes every day representing 32.6% of all time spent daily with All forms of Print Media.

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**



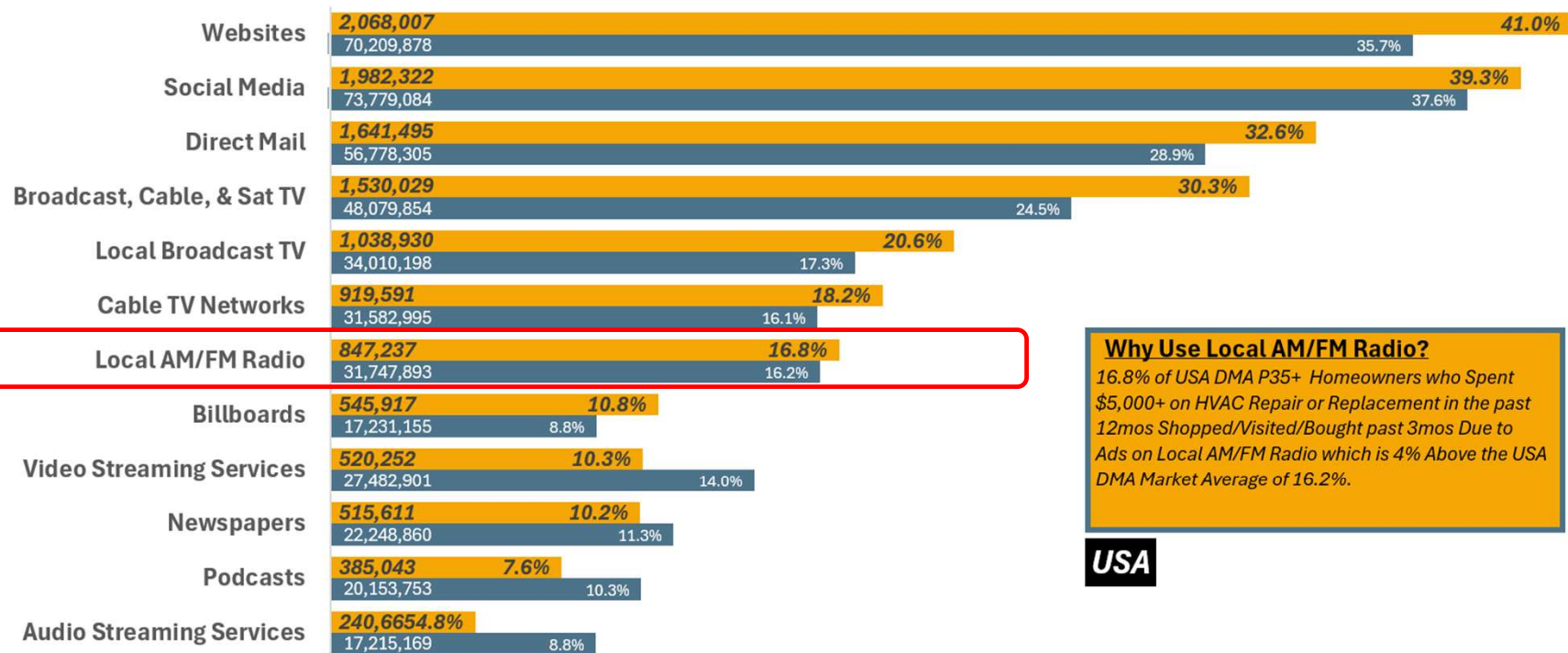
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





"Advertising Actions"

P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.8% of USA DMA P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the USA DMA Market Average of 16.2%.

USA

■ P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos (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: 448
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

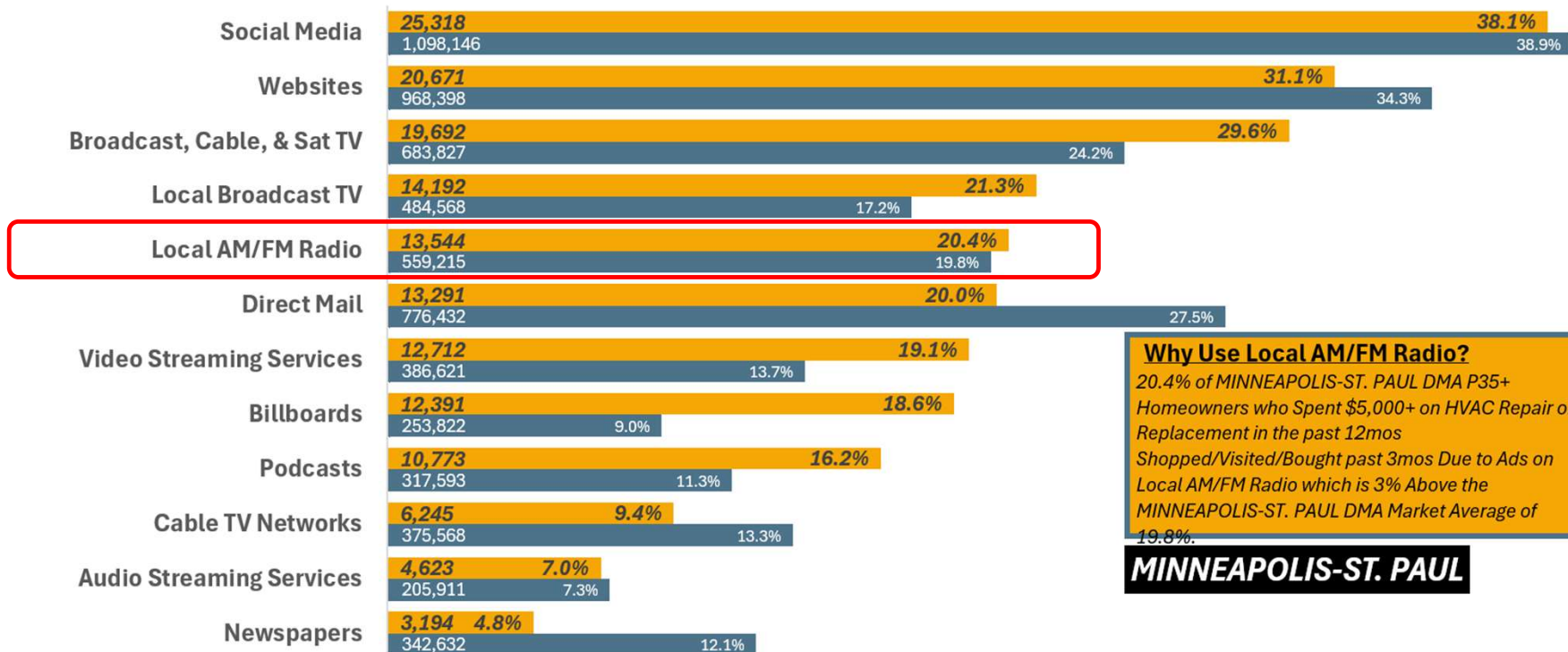
soefa.ai Share of Everything
for Anything ®

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



"Advertising Actions"

P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.4% of MINNEAPOLIS-ST. PAUL DMA P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 19.8%.

MINNEAPOLIS-ST. PAUL

■ P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 49
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

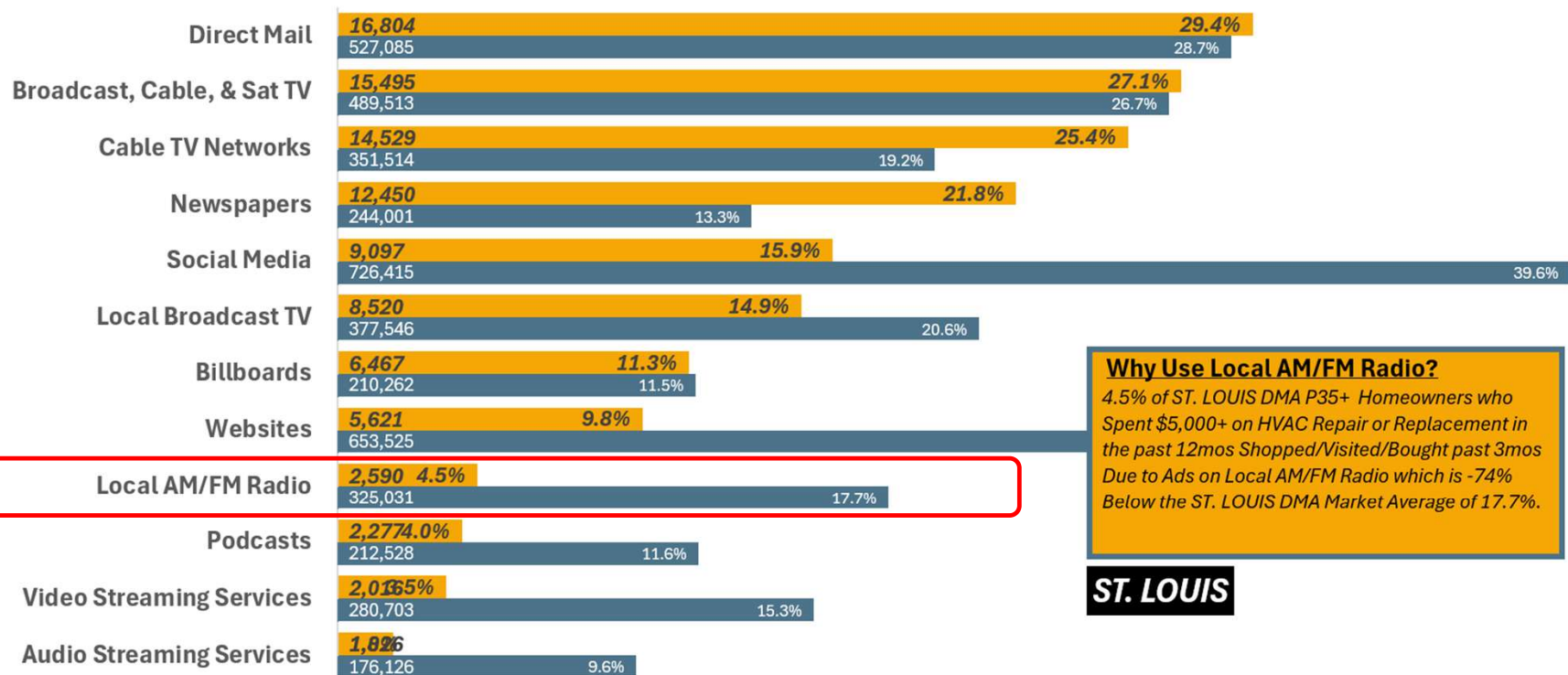
soefa.ai Share of Everything for Anything ®

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



"Advertising Actions"

P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

4.5% of ST. LOUIS DMA P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -74% Below the ST. LOUIS DMA Market Average of 17.7%.

ST. LOUIS

■ P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 41
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

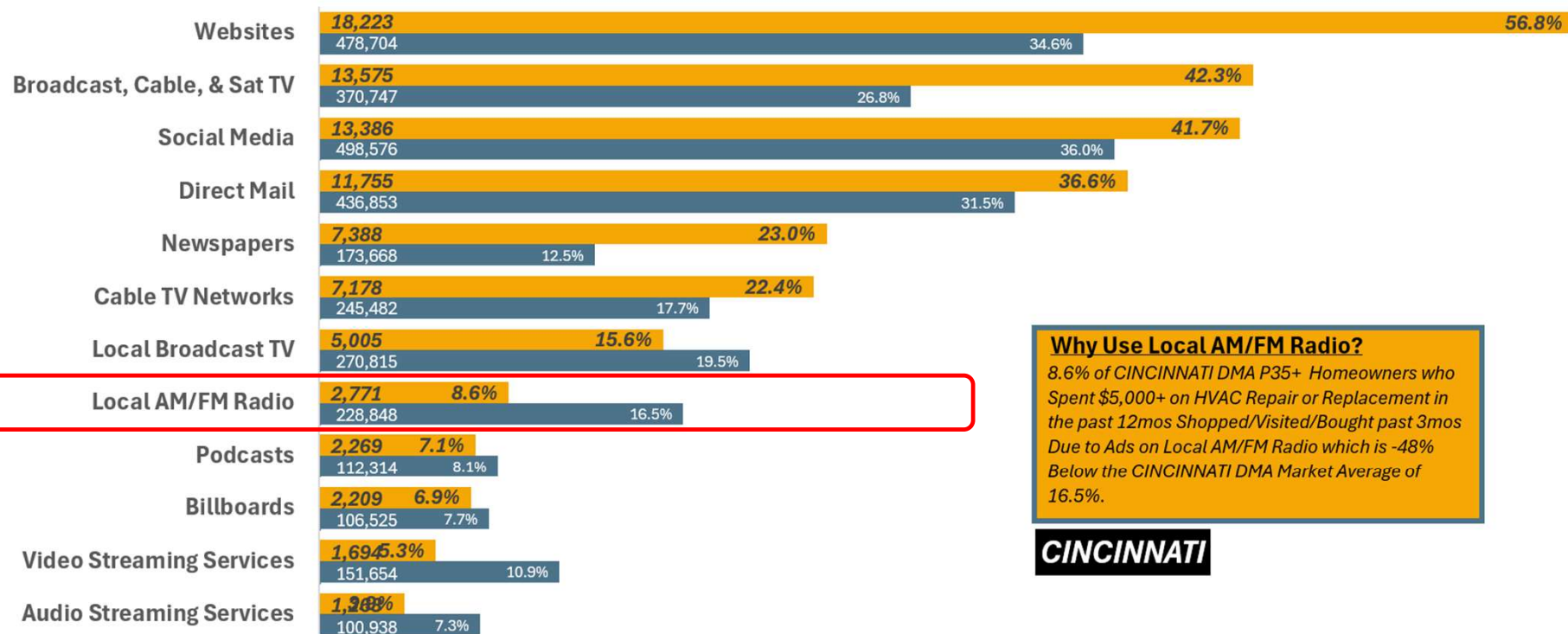
soefa.ai Share of Everything for Anything ®

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



"Advertising Actions"

P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

8.6% of CINCINNATI DMA P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -48% Below the CINCINNATI DMA Market Average of 16.5%.

CINCINNATI

■ P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 38

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

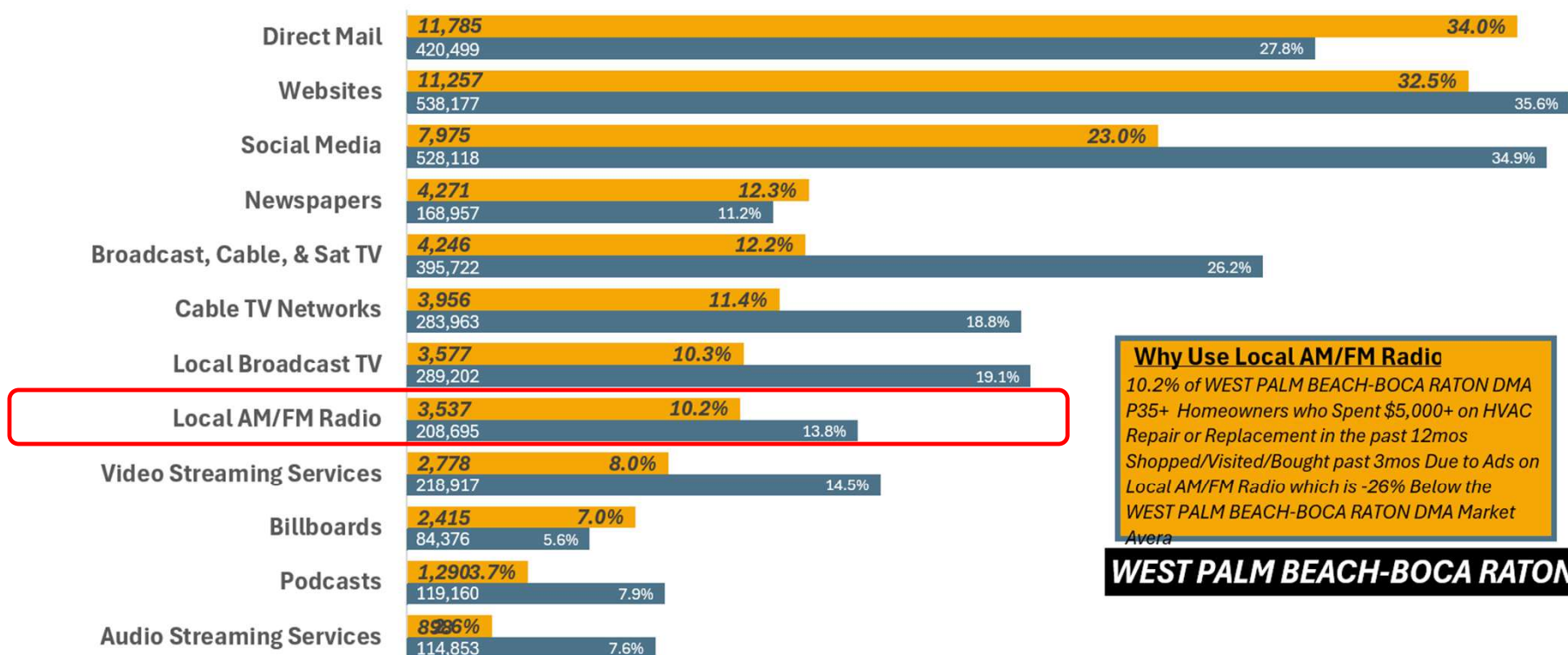
soefa.ai Share of Everything for Anything

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



"Advertising Actions"

P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio

10.2% of WEST PALM BEACH-BOCA RATON DMA
P35+ Homeowners who Spent \$5,000+ on HVAC
Repair or Replacement in the past 12mos
Shopped/Visited/Bought past 3mos Due to Ads on
Local AM/FM Radio which is -26% Below the
WEST PALM BEACH-BOCA RATON DMA Market
Average

WEST PALM BEACH-BOCA RATON

■ P35+ Homeowners who Spent \$5,000+ on HVAC Repair or Replacement in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WEST PALM BEACH-BOCA RATON DMA Scarborough RI 2026: Jan25-Jan26 Qual Intab: 49

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

soefa.ai Share of Everything
for Anything ®

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