USA – P35+ HOMEOWNERS PLANNING MAJOR HOME IMPROVEMENTS IN 2024!

Complete Demographic & Media Use Profiles









Complete Demographic, Psychographic, and Total Media Usage Profiles of of USA P35+ SINGLE-FAMILY HOMEOWNERS Planning to Buy… New HVAC Systems, Bathrooms, Kitchens, Roofs, Windows & Doors in 2024!







[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Heating or air conditioning)]
[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom)]
[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen)]
[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace or repair roof)]
[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors)]

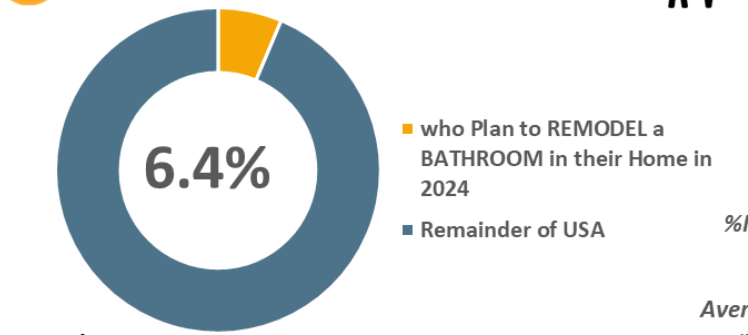
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

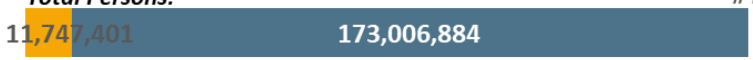
NEW BATHROOM

6.4% or 11,747,401 of USA Adults 35 or older Plan to REMODEL a BATHROOM in their Home in 2024.
Typical Adults 35 or older who Plan to REMODEL a BATHROOM in their Home in 2024 are 55.4 years old (3.1% younger than average) and have a $121,856 (31.9% higher than average) annual household income.

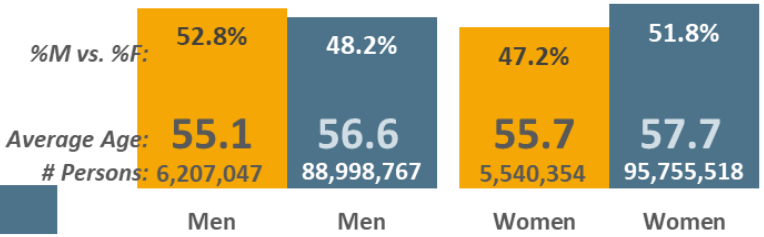
Percent of Market: Adults 35 or older



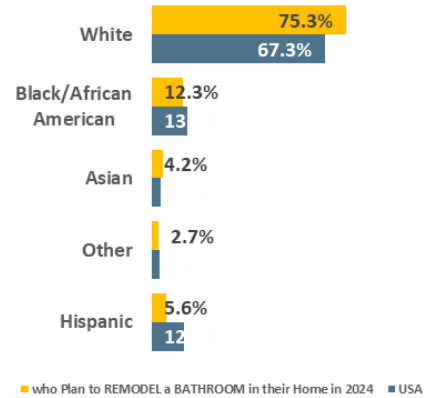
Total Persons:



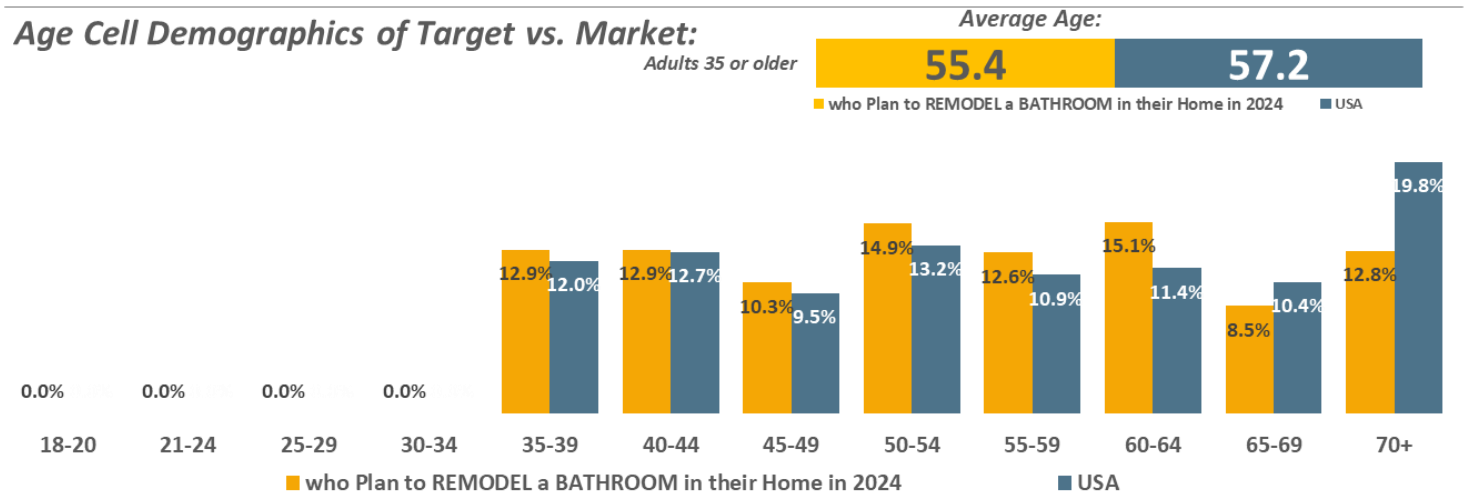
Gender of Target vs. Market: Adults 35 or older



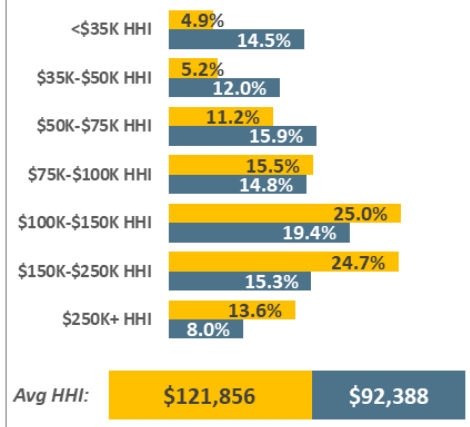
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 562

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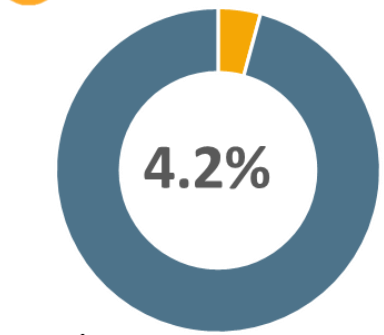
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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

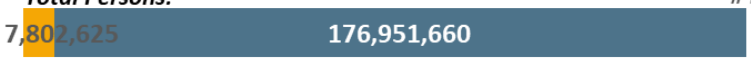
NEW WINDOWS

4.2% or 7,802,625 of USA Adults 35 or older Plan to Replace the WINDOWS/DOORS on their Home in 2024. Typical Adults 35 or older who Plan to Replace the WINDOWS/DOORS on their Home in 2024 are 54.1 years old (5.4% younger than average) and have a $122,402 (32.5% higher than average) annual household…

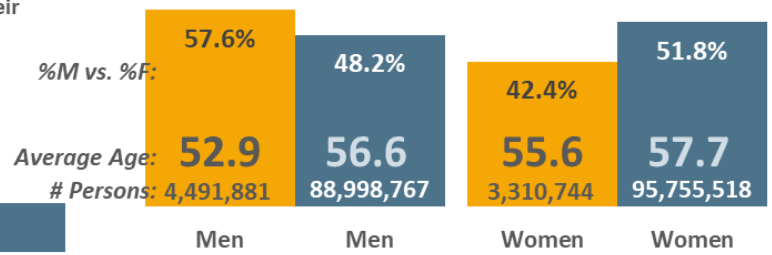
Percent of Market: Adults 35 or older



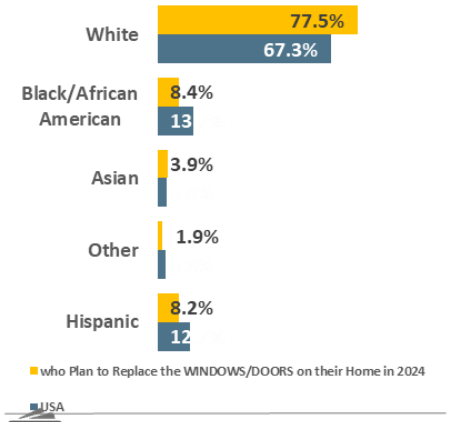
Total Persons:



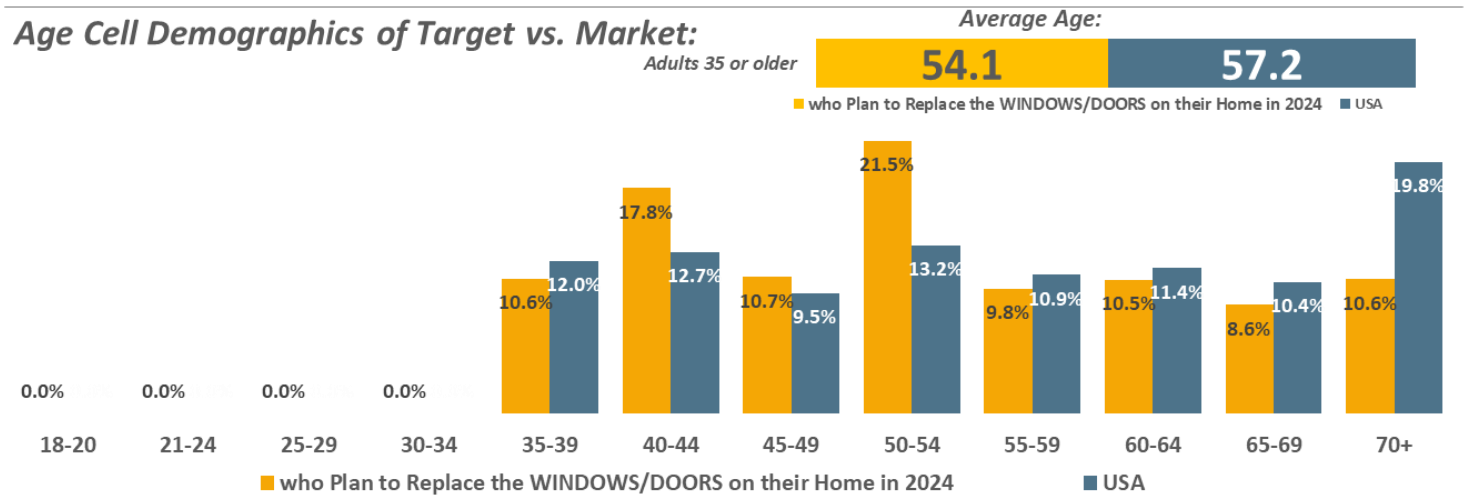
Gender of Target vs. Market: Adults 35 or older



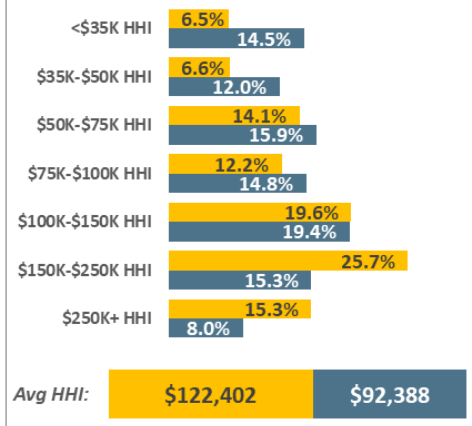
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 352

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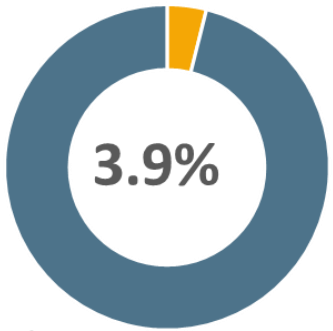
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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

NEW KITCHEN

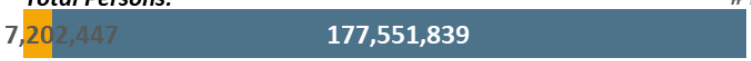
3.9% or 7,202,447 of USA Adults 35 or older Plan to REMODEL the KITCHEN in their Home in 2024.
Typical Adults 35 or older who Plan to REMODEL the KITCHEN in their Home in 2024 are 55. years old (3.8% younger than average) and have a $122,574 (32.7% higher than average) annual household income.

Percent of Market: Adults 35 or older

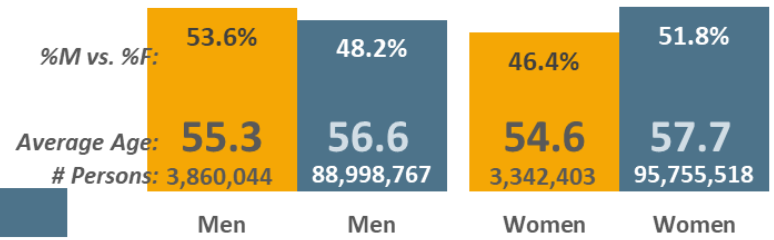


- who Plan to REMODEL the KITCHEN in their Home in 2024
- Remainder of USA

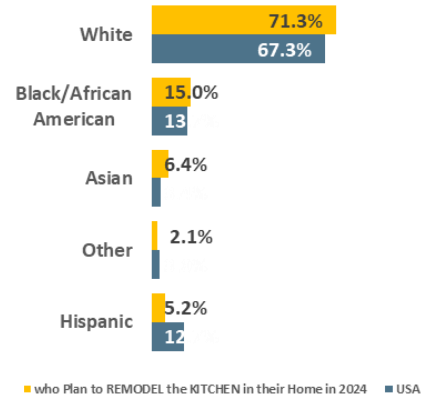
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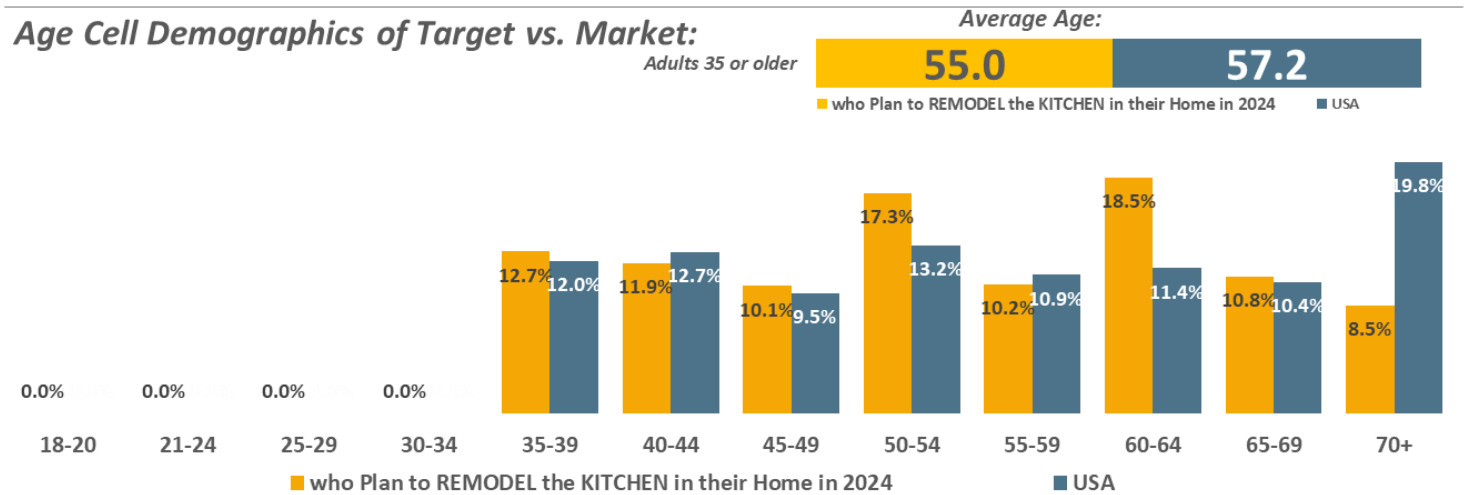
Gender of Target vs. Market: Adults 35 or older



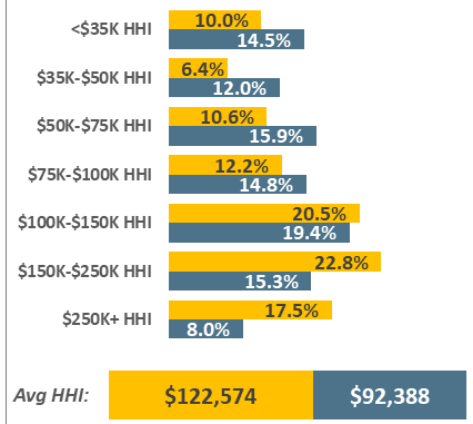
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 348

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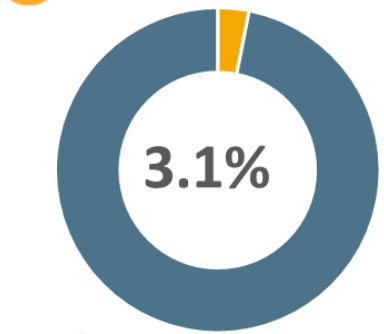
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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

NEW ROOF

3.1% or 5,729,520 of USA Adults 35 or older Plan to Repair or Replace the ROOF on their Home in 2024. Typical Adults 35 or older who Plan to Repair or Replace the ROOF on their Home in 2024 are 56.1 years old (1.8% younger than average) and have a $109,797 (18.8% higher than average) annual household income.

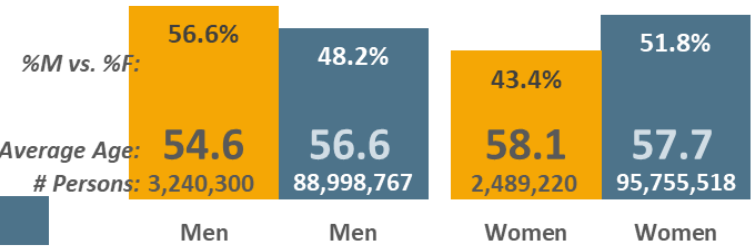
Percent of Market: Adults 35 or older



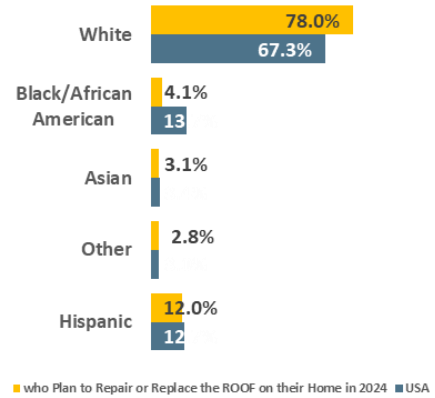
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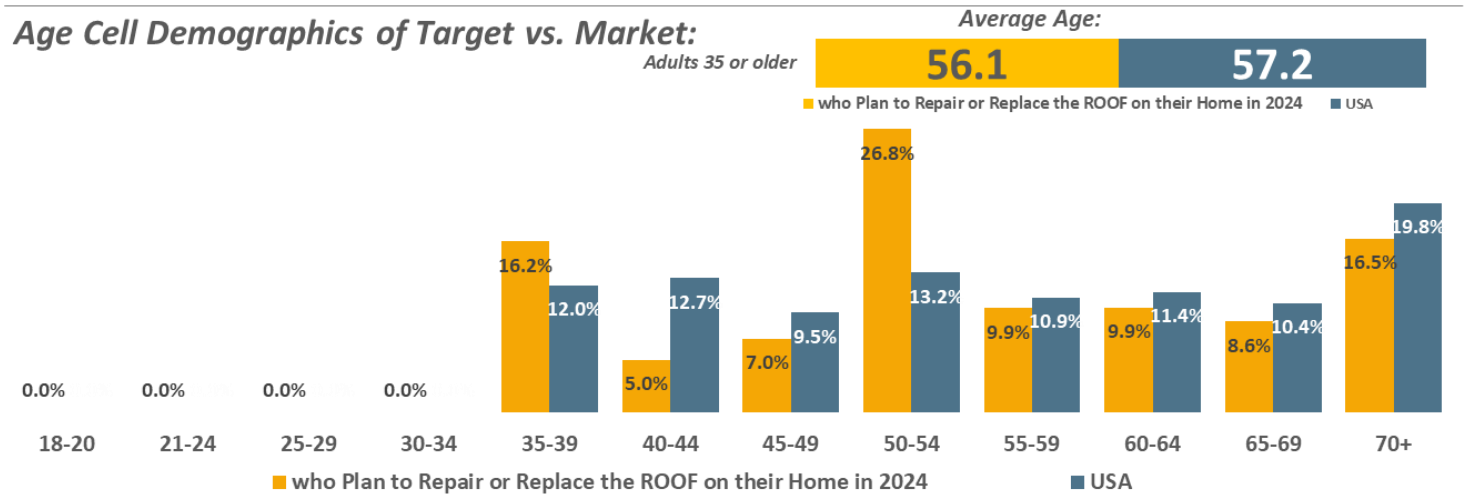
Gender of Target vs. Market: Adults 35 or older



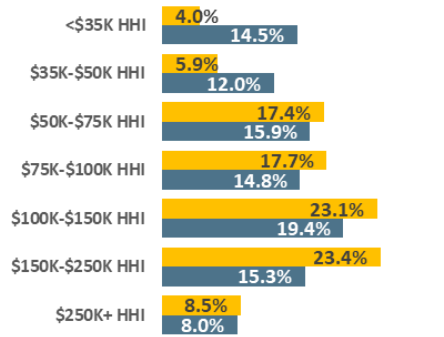
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $109,797 | $92,388

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *263*

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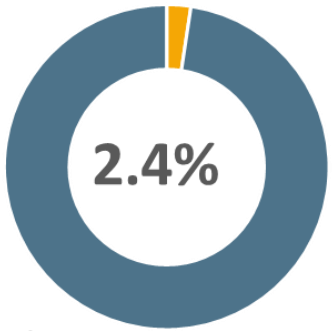
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

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

NEW HVAC SYSTEM

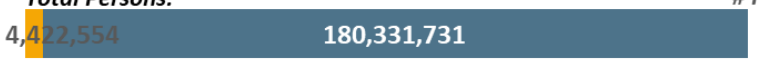
2.4% or 4,422,554 of USA Adults 35 or older Plan to Buy a New HVAC SYSTEM for their Home in 2024.
Typical Adults 35 or older who Plan to Buy a New HVAC SYSTEM for their Home in 2024 are 53.2 years old (6.9% younger than average) and have a $128,525 (39.1% higher than average) annual household income.

Percent of Market: Adults 35 or older

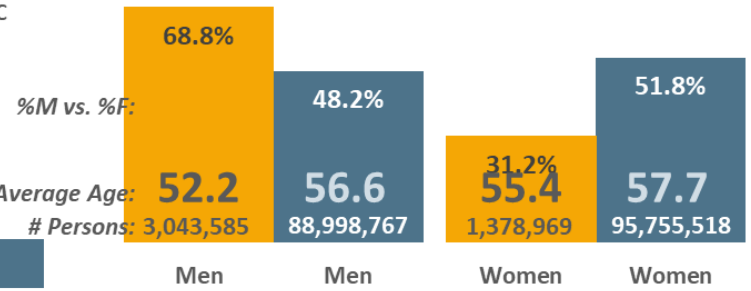


- who Plan to Buy a New HVAC SYSTEM for their Home in 2024
- Remainder of USA

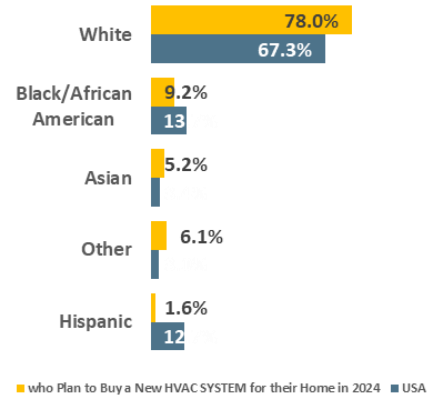
Total Persons:



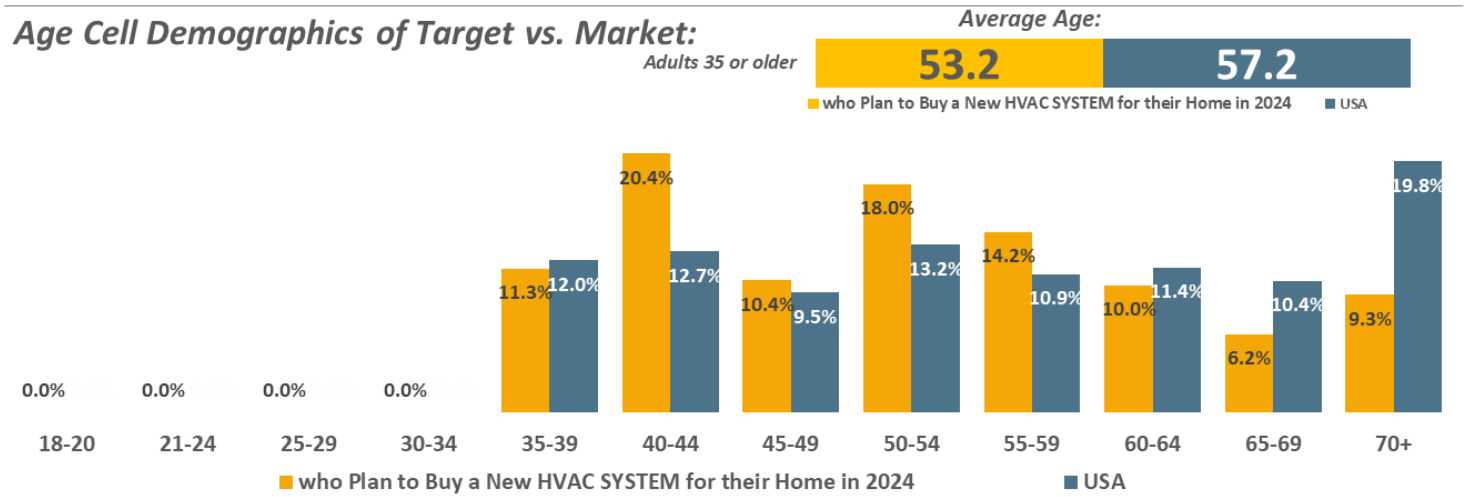
Gender of Target vs. Market: Adults 35 or older



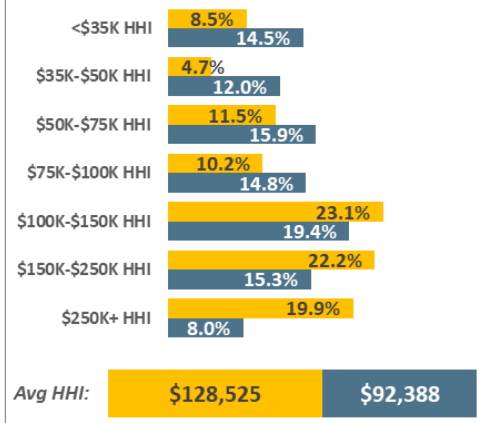
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 199

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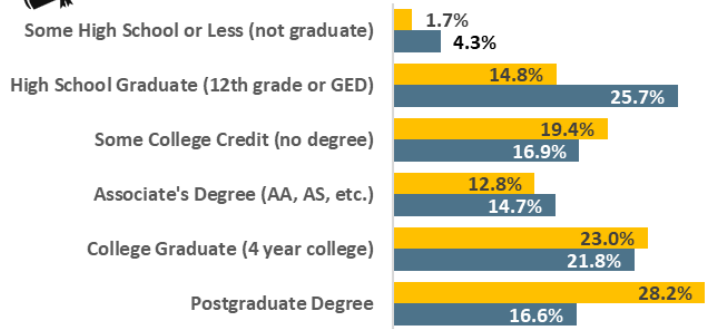
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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

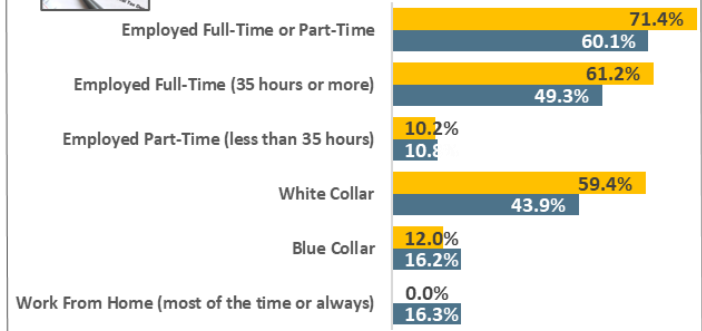
NEW BATHROOM

6.4% or 11,747,401 of USA Adults 35 or older Plan to REMODEL a BATHROOM in their Home in 2024. Adults 35 or older who Plan to REMODEL a BATHROOM in their Home in 2024 are 33.5% more likely to be a college graduate, 24.2% more likely to work full-time, 27.9% more likely to be married, 8.4% less likely to be a grandparent of 1 or more children under

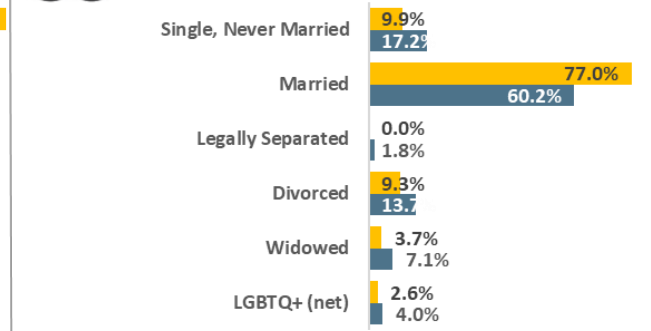
Education Levels: Adults 35 or older



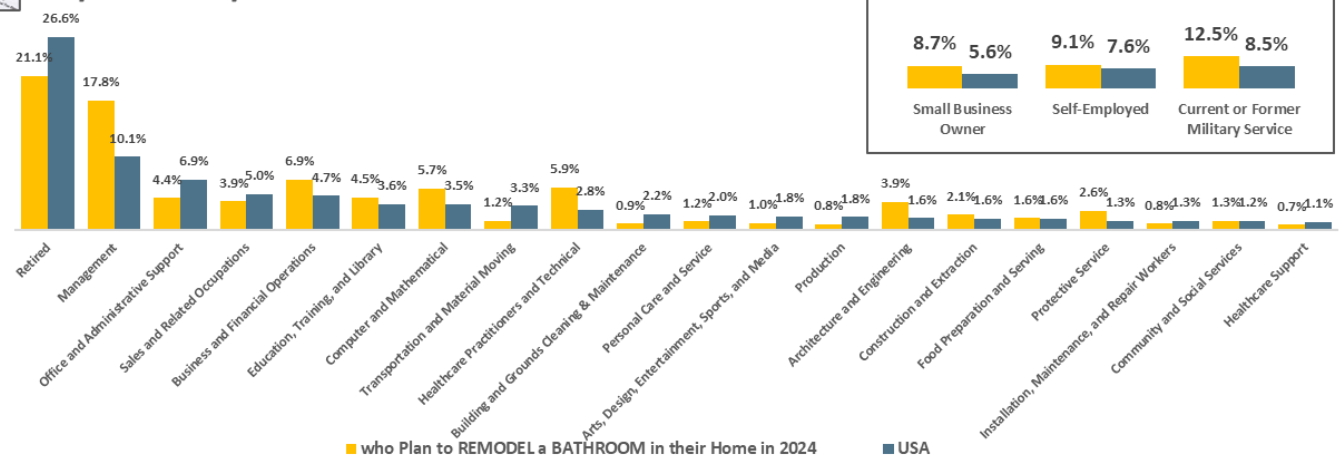
Employment: Adults 35 or older



Marital Status: Adults 35 or older

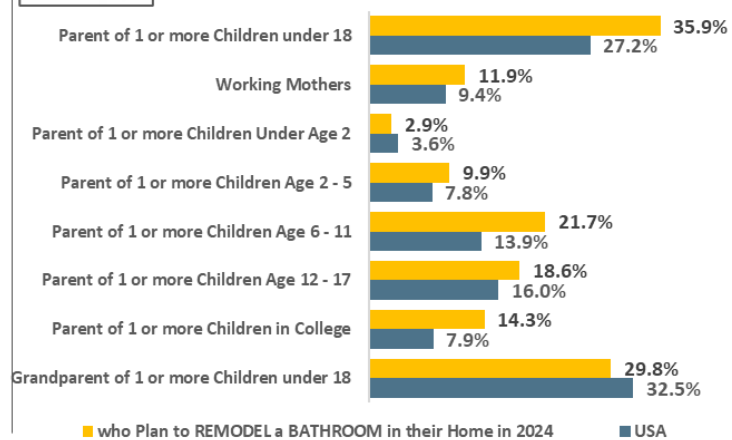


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 562

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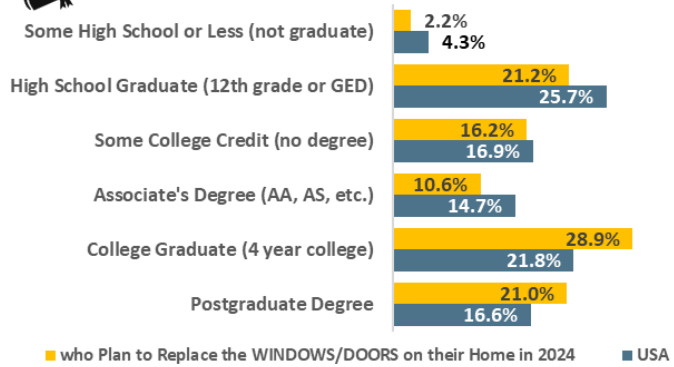
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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

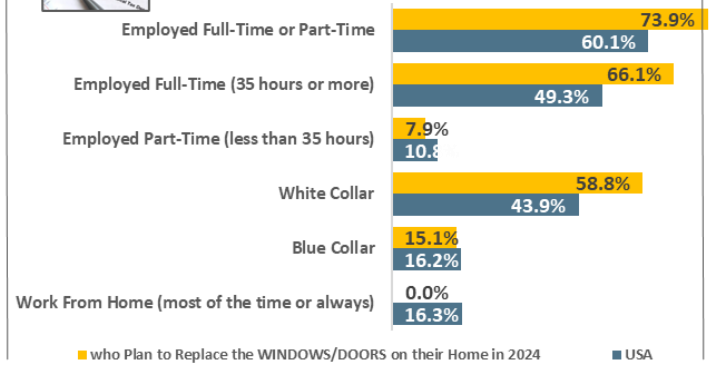
NEW WINDOWS

4.2% or 7,802,625 of USA Adults 35 or older Plan to Replace the WINDOWS/DOORS on their Home in 2024. Adults 35 or older who Plan to Replace the WINDOWS/DOORS on their Home in 2024 are 29.9% more likely to be a college graduate, 34.% more likely to work full-time, 19.6% more likely to be married, 20.4% less likely to be a grandparent of 1 or more children

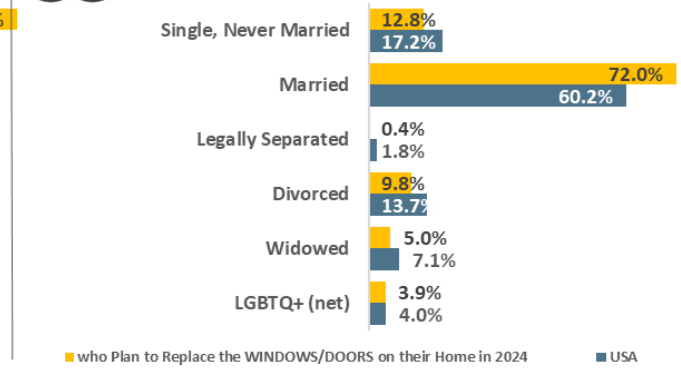
Education Levels: Adults 35 or older



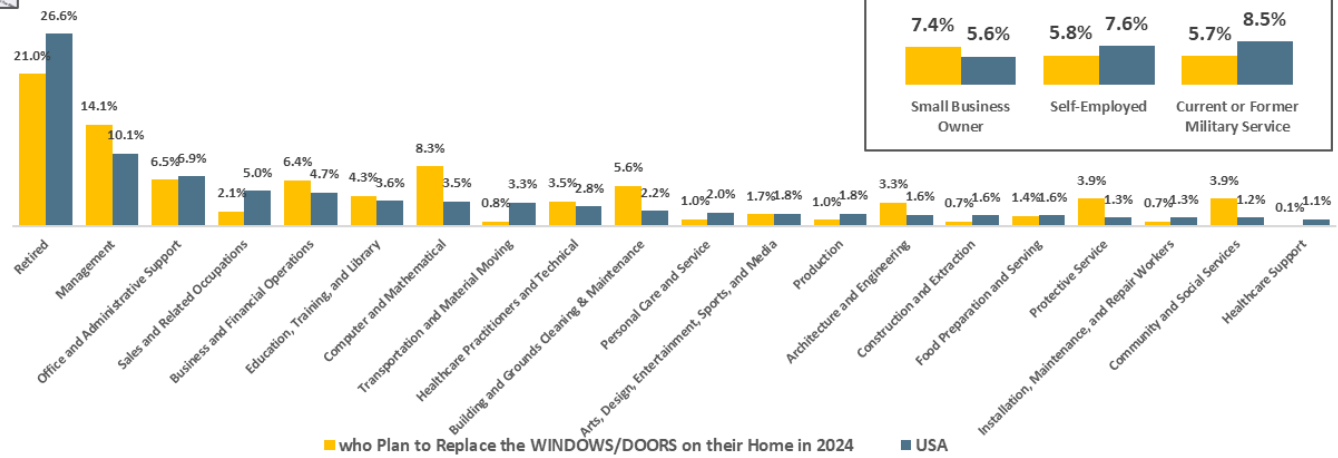
Employment: Adults 35 or older



Marital Status: Adults 35 or older

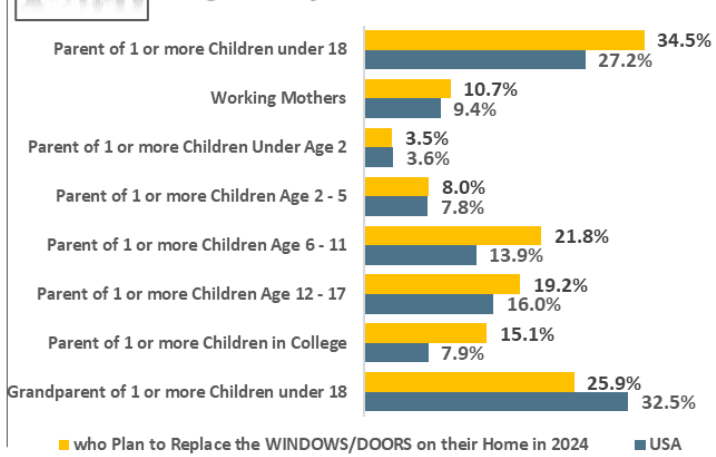


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 352

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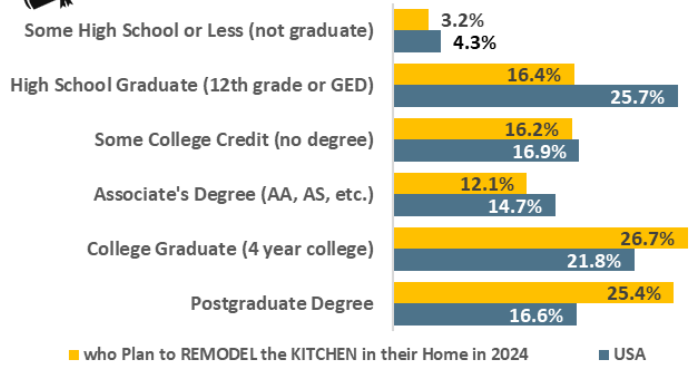
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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

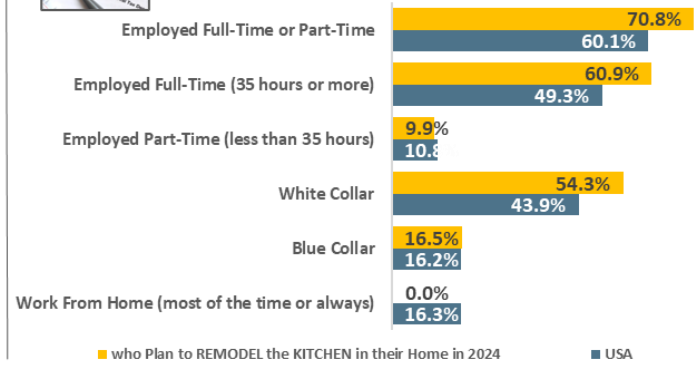
NEW KITCHEN

3.9% or 7,202,447 of USA Adults 35 or older Plan to REMODEL the KITCHEN in their Home in 2024.
Adults 35 or older who Plan to REMODEL the KITCHEN in their Home in 2024 are 35.6% more likely to be a college graduate, 23.5% more likely to work full-time, 17.4% more likely to be married, 17.8% less likely to be a grandparent of 1 or more children unde

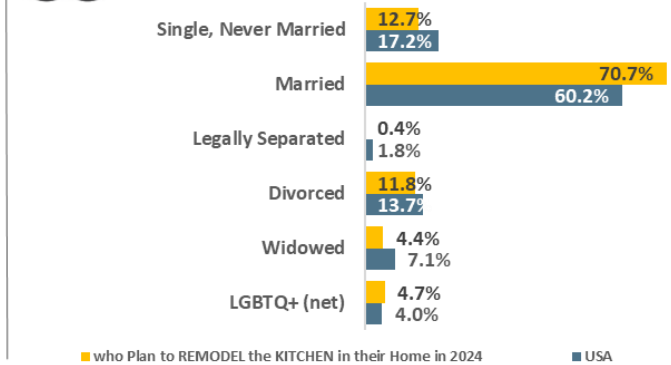
Education Levels: Adults 35 or older



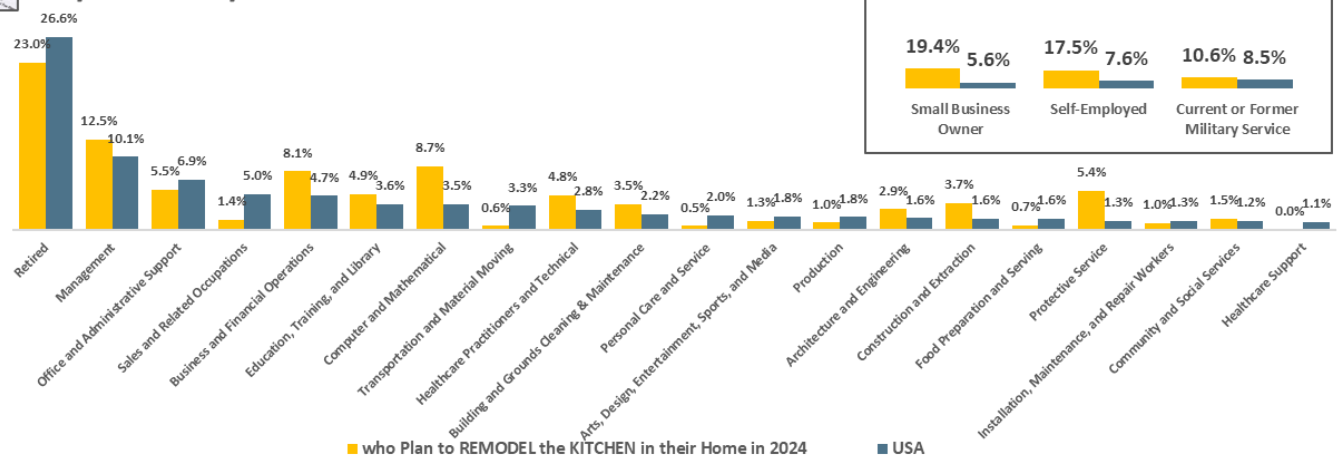
Employment: Adults 35 or older



Marital Status: Adults 35 or older

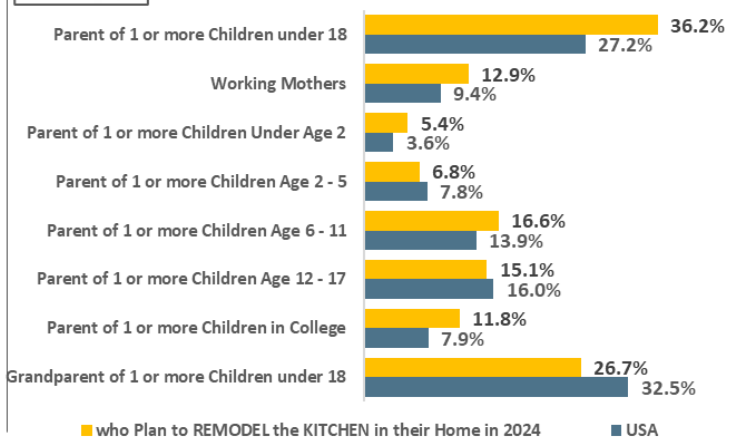


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 348

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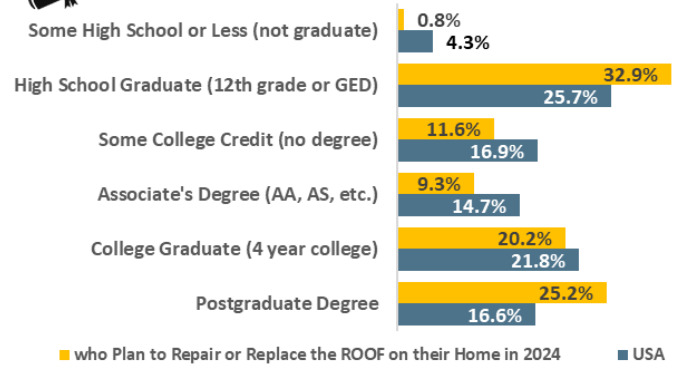
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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

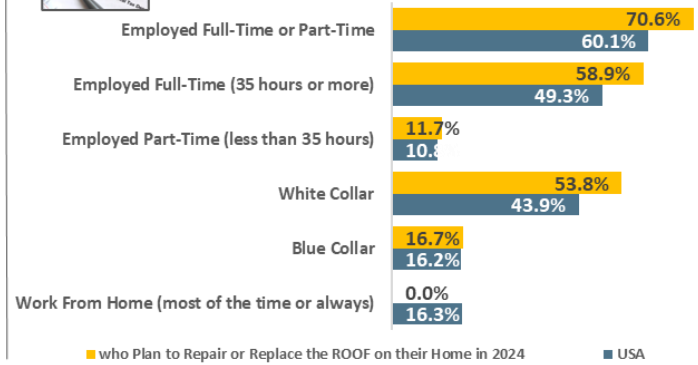
NEW ROOF

3.1% or 5,729,520 of USA Adults 35 or older Plan to Repair or Replace the ROOF on their Home in 2024. Adults 35 or older who Plan to Repair or Replace the ROOF on their Home in 2024 are 18.1% more likely to be a college graduate, 19.4% more likely to work full-time, 23.3% more likely to be married, 32.6% less likely to be a grandparent of 1 or more childr

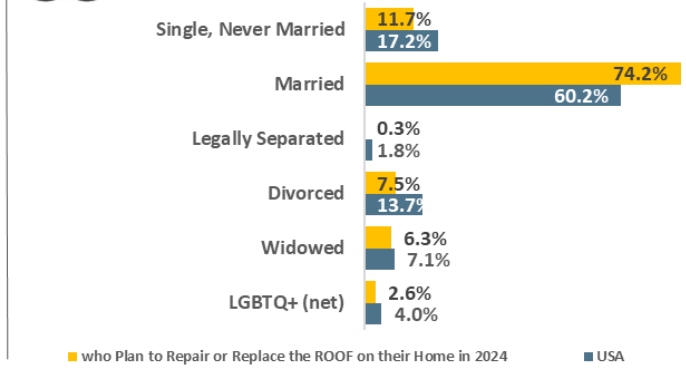
Education Levels: Adults 35 or older



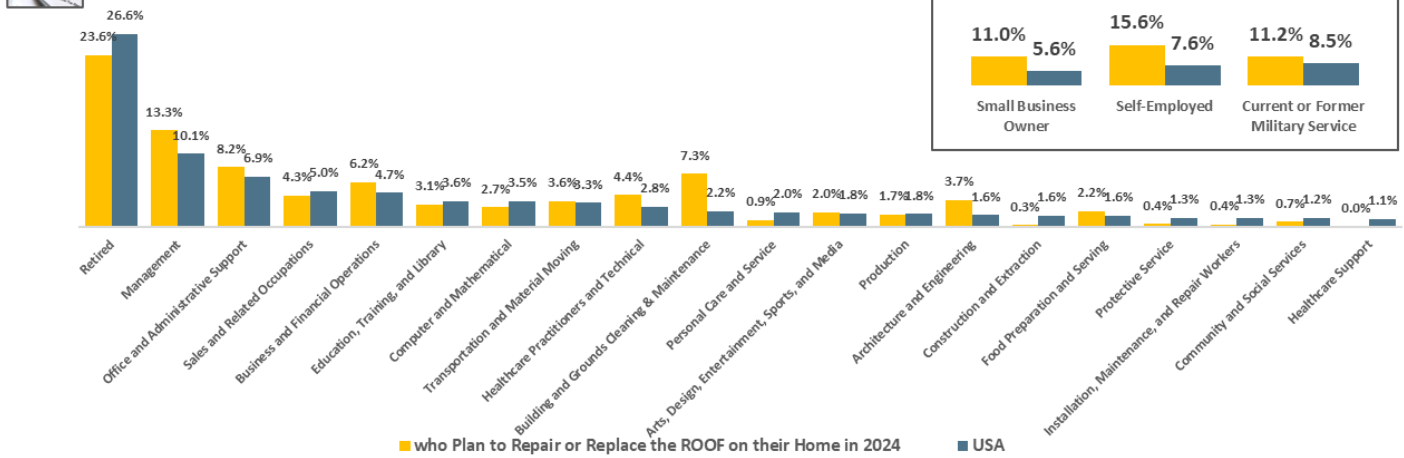
Employment: Adults 35 or older



Marital Status: Adults 35 or older

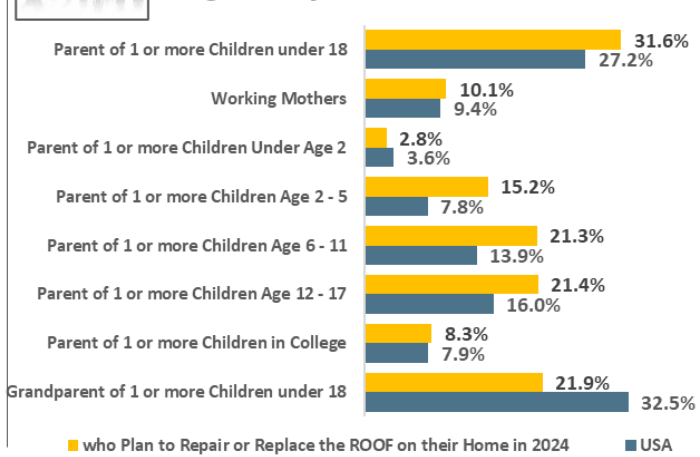


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 263

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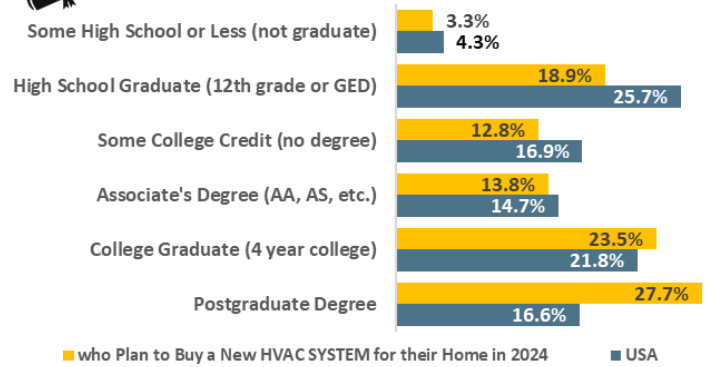
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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

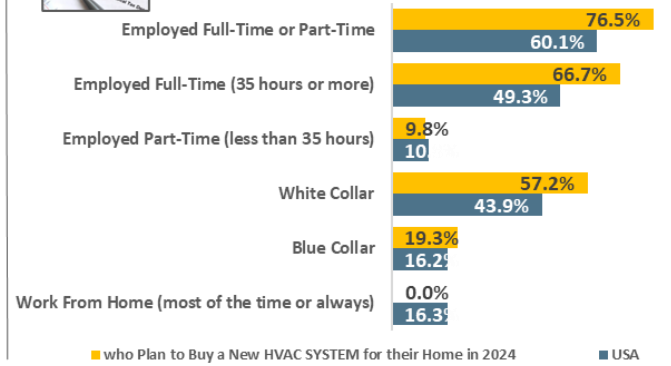
NEW HVAC SYSTEM

2.4% or 4,422,554 of USA Adults 35 or older Plan to Buy a New HVAC SYSTEM for their Home in 2024. Adults 35 or older who Plan to Buy a New HVAC SYSTEM for their Home in 2024 are 33.3% more likely to be a college graduate, 35.2% more likely to work full-time, 33.2% more likely to be married, 33.8% less likely to be a grandparent of 1 or more children u

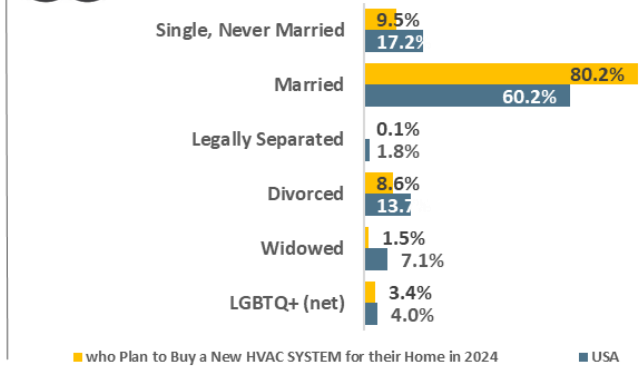
Education Levels: Adults 35 or older



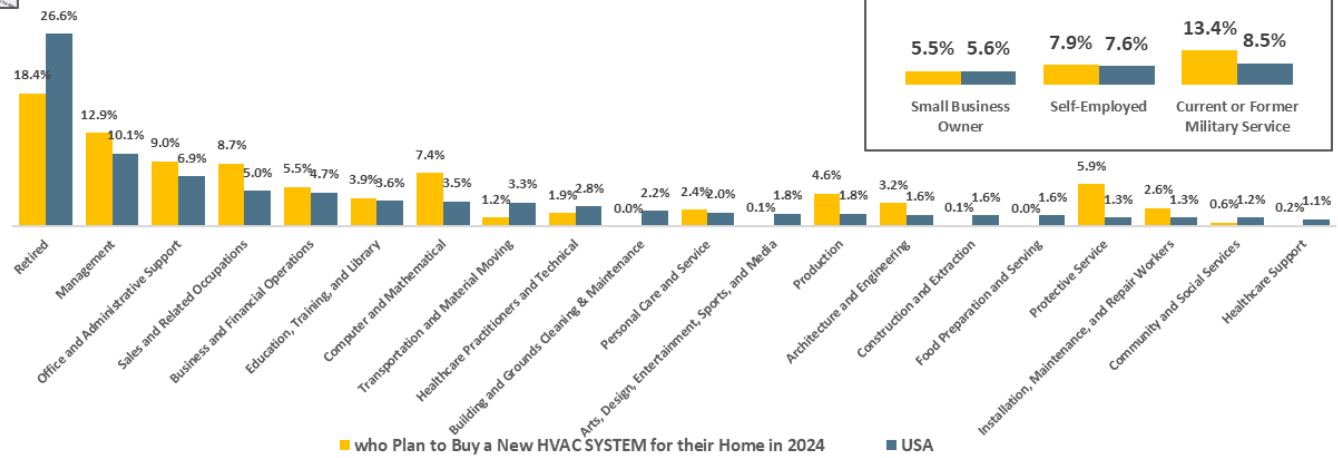
Employment: Adults 35 or older



Marital Status: Adults 35 or older

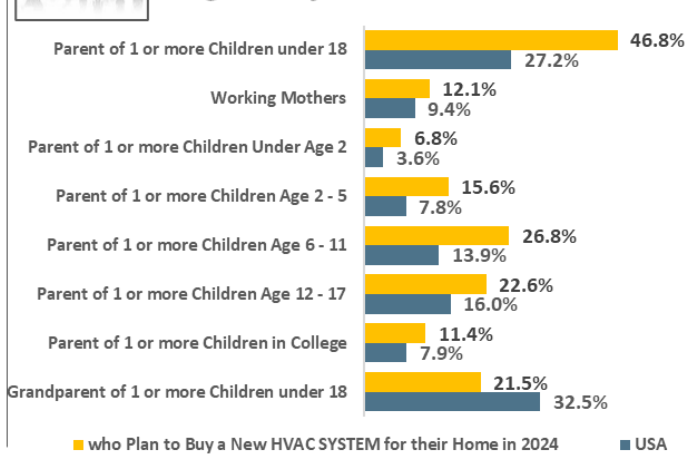


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 199

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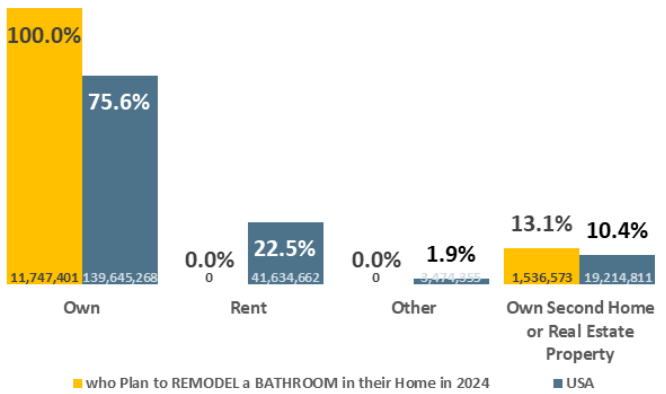
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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

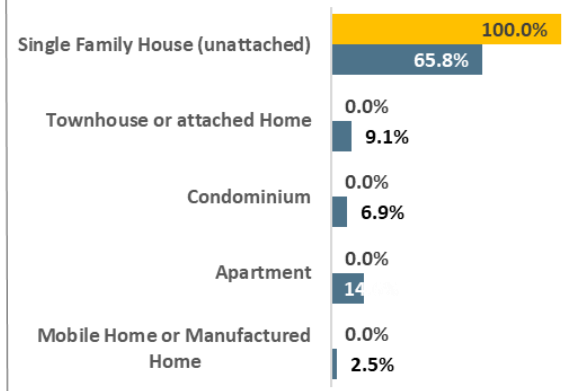
NEW BATHROOM

6.4% or 11,747,401 of USA Adults 35 or older Plan to REMODEL a BATHROOM in their Home in 2024. Adults 35 or older who Plan to REMODEL a BATHROOM in their Home in 2024 are 32.3% more likely to own their home, 9.4% more likely to own a higher valued home, 52.% more likely to have a single-family home, 21.4% more likely to have a dog.

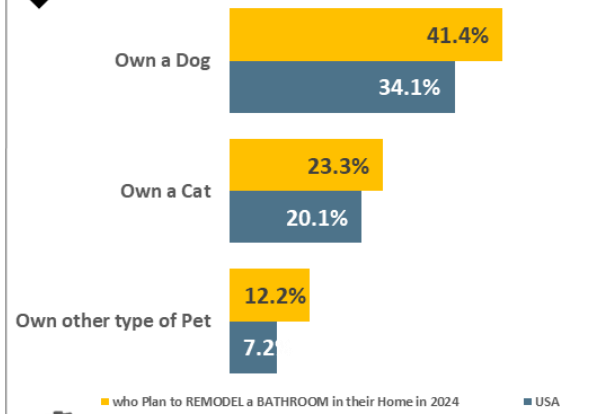
Own/Rent/Other: Adults 35 or older



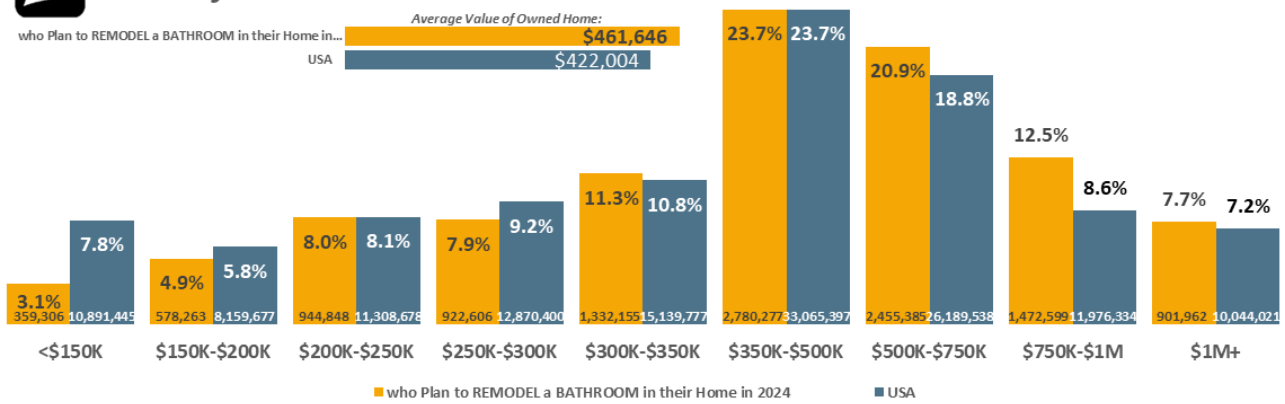
Type of Home: Adults 35 or older



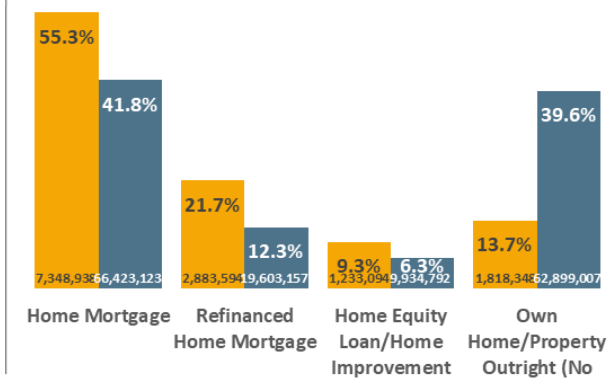
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *562*

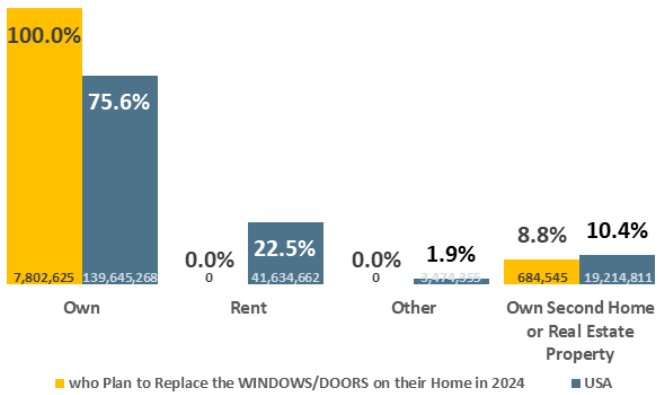
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom)]

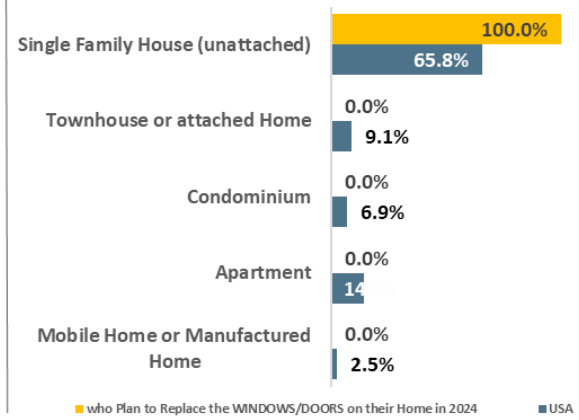
NEW WINDOWS

4.2% or 7,802,625 of USA Adults 35 or older Plan to Replace the WINDOWS/DOORS on their Home in 2024. Adults 35 or older who Plan to Replace the WINDOWS/DOORS on their Home in 2024 are 32.3% more likely to own their home, 7.1% more likely to own a higher valued home, 52.% more likely to have a single-family home, 33.2% more likely to have a dog.

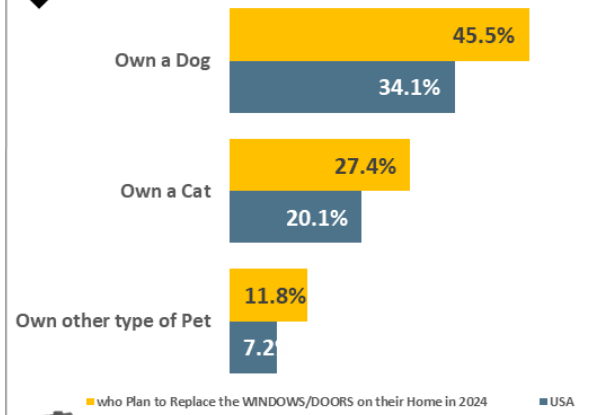
Own/Rent/Other: Adults 35 or older



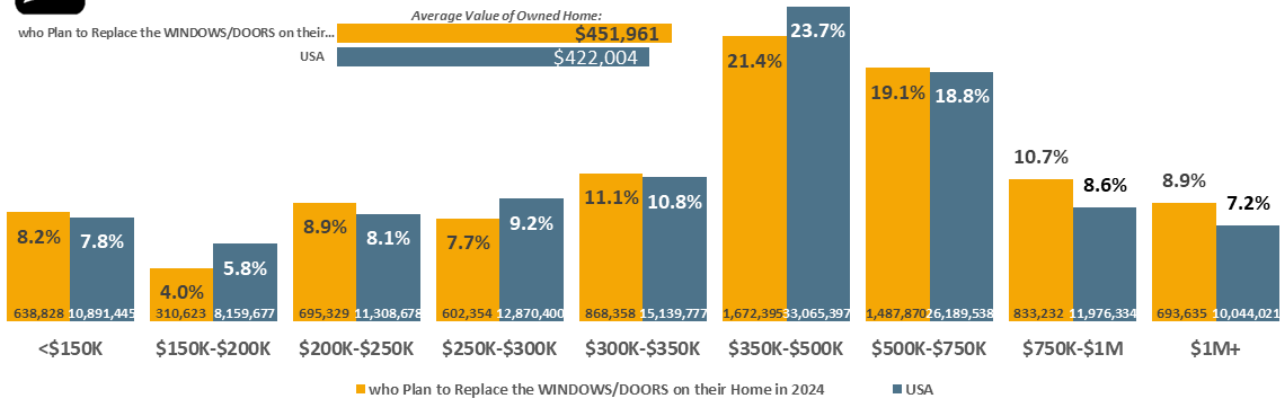
Type of Home: Adults 35 or older



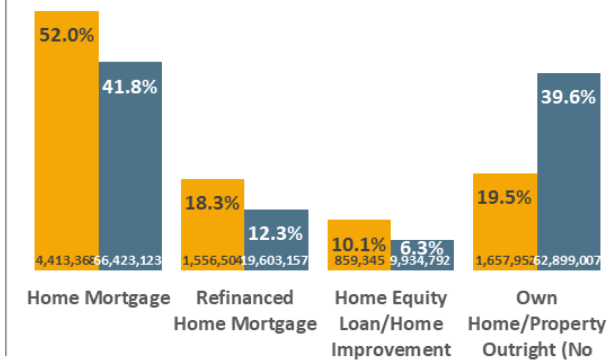
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *352*

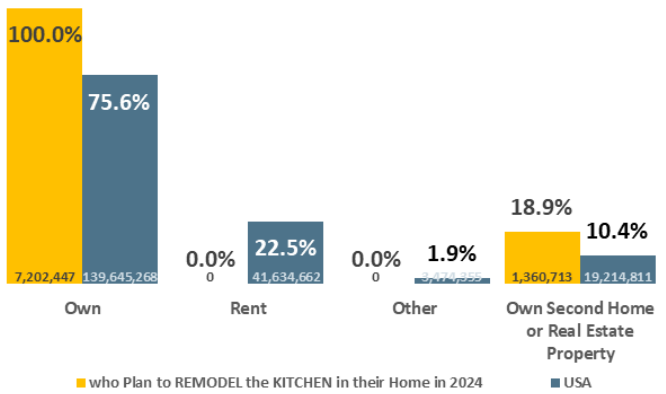
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors)]

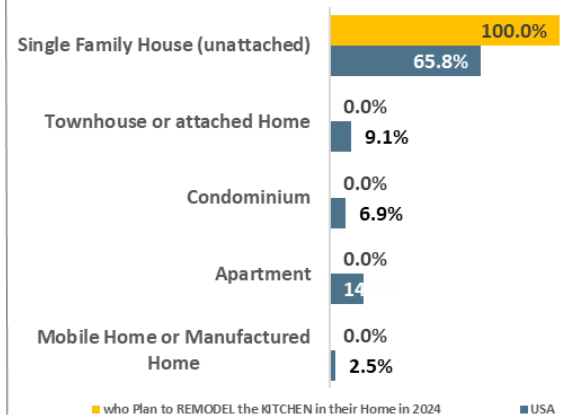
NEW KITCHEN

3.9% or 7,202,447 of USA Adults 35 or older Plan to REMODEL the KITCHEN in their Home in 2024.
Adults 35 or older who Plan to REMODEL the KITCHEN in their Home in 2024 are 32.3% more likely to own their home, 13.6% more likely to own a higher valued home, 52.% more likely to have a single-family home, 20.4% more likely to have a dog.

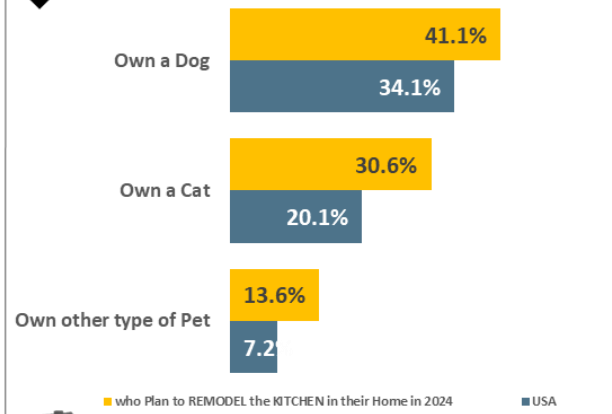
Own/Rent/Other: Adults 35 or older



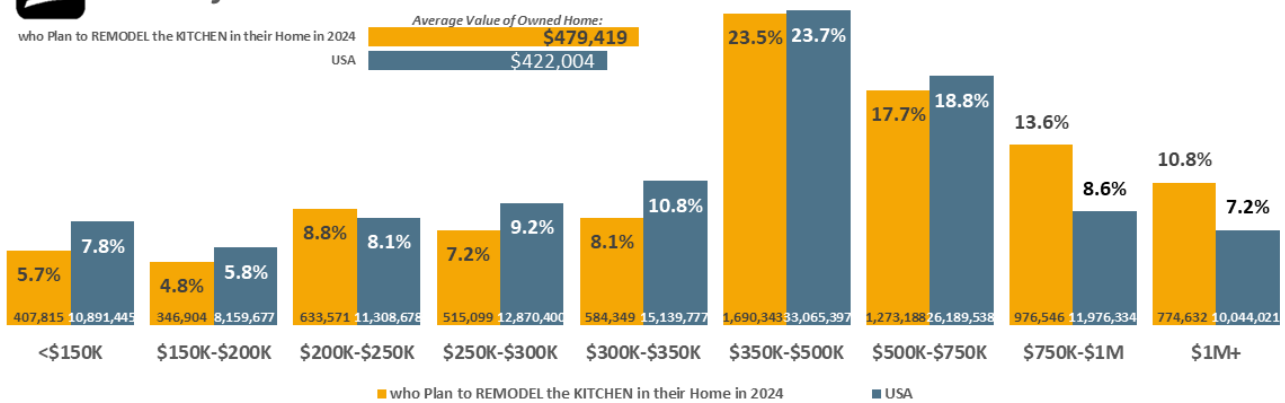
Type of Home: Adults 35 or older



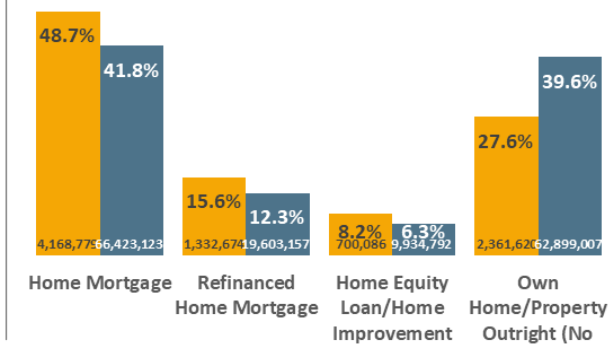
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *348*

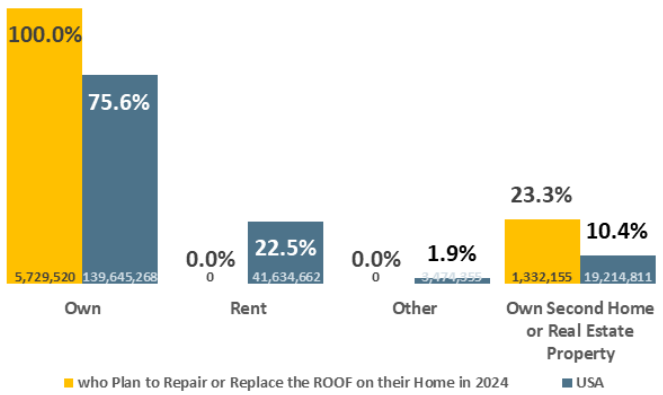
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen)]

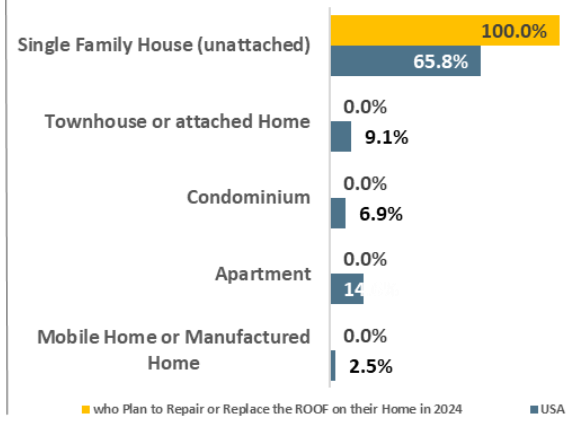
NEW ROOF

3.1% or 5,729,520 of USA Adults 35 or older Plan to Repair or Replace the ROOF on their Home in 2024. Adults 35 or older who Plan to Repair or Replace the ROOF on their Home in 2024 are 32.3% more likely to own their home, 2.2% more likely to own a higher valued home, 52.% more likely to have a single-family home, 42.8% more likely to have a dog.

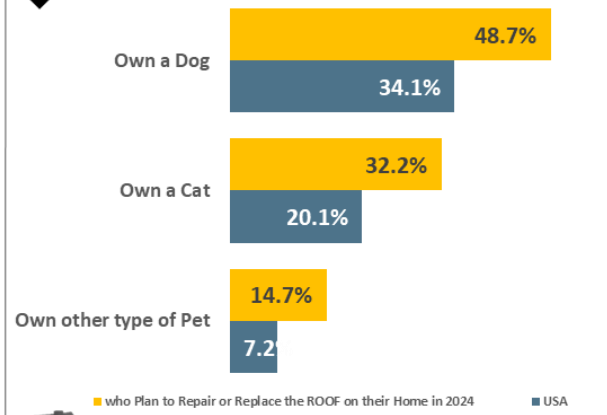
Own/Rent/Other: Adults 35 or older



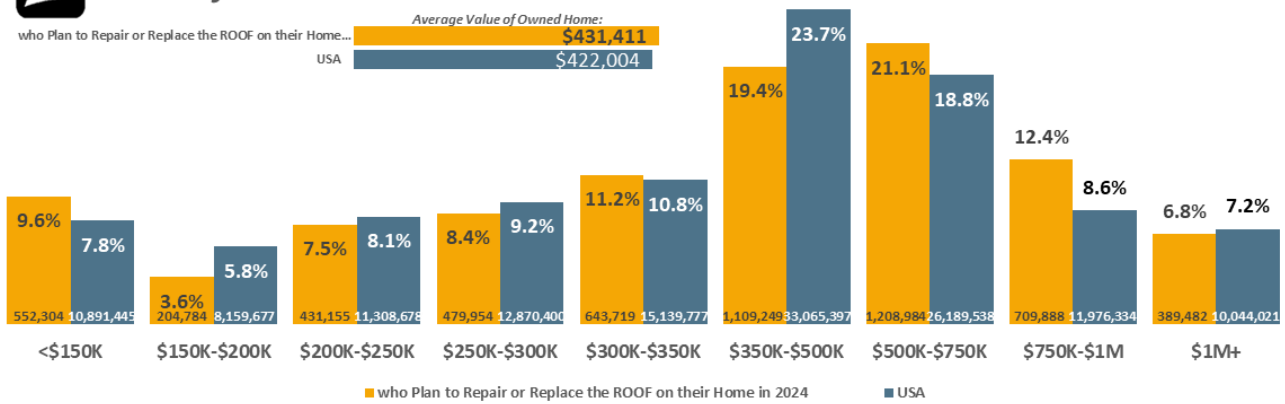
Type of Home: Adults 35 or older



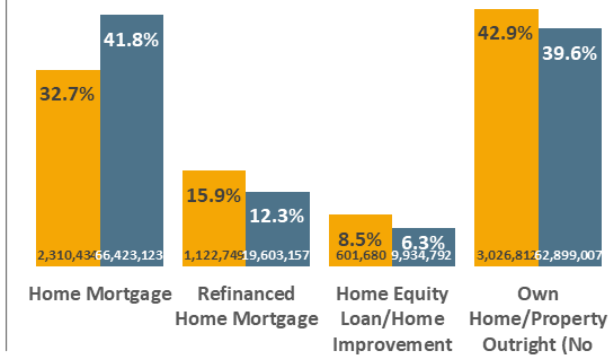
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *263*

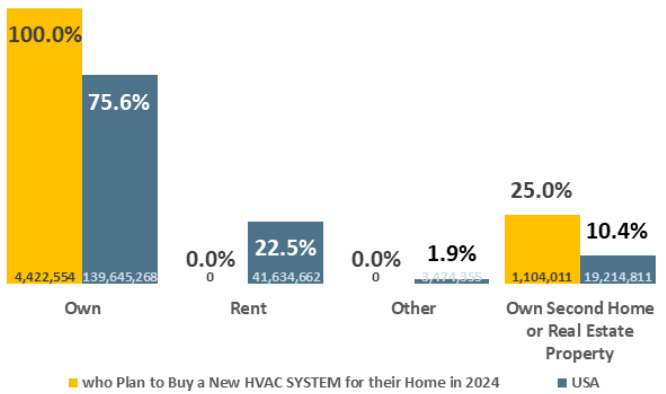
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace or repair roof)]

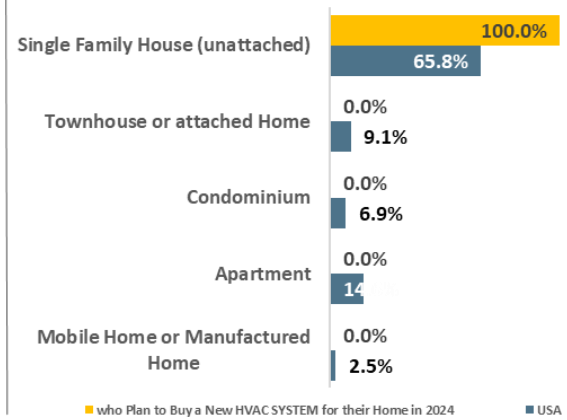
NEW HVAC SYSTEM

2.4% or 4,422,554 of USA Adults 35 or older Plan to Buy a New HVAC SYSTEM for their Home in 2024. Adults 35 or older who Plan to Buy a New HVAC SYSTEM for their Home in 2024 are 32.3% more likely to own their home, 31.8% more likely to own a higher valued home, 52.% more likely to have a single-family home, 27.6% more likely to have a dog.

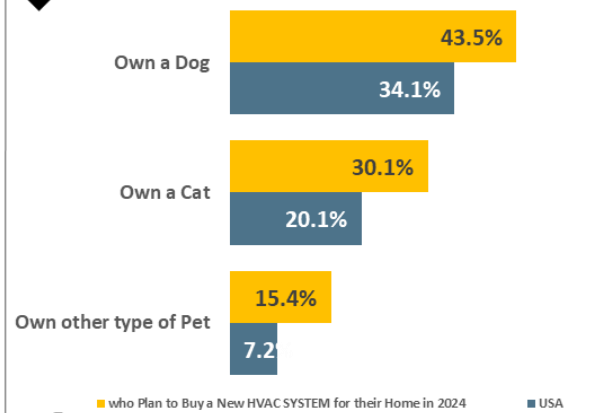
Own/Rent/Other: Adults 35 or older



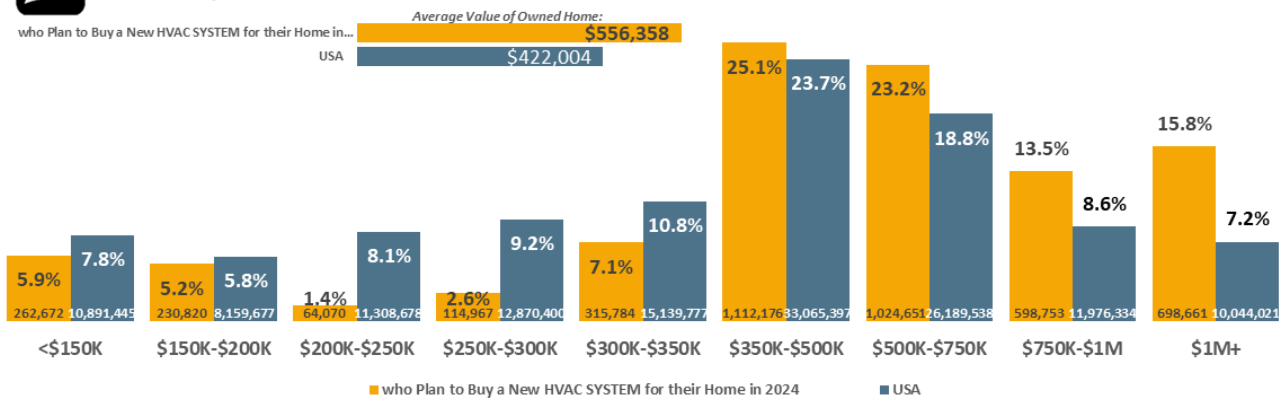
Type of Home: Adults 35 or older



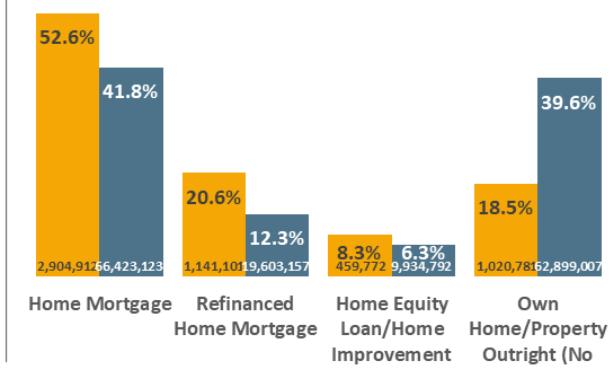
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *199*

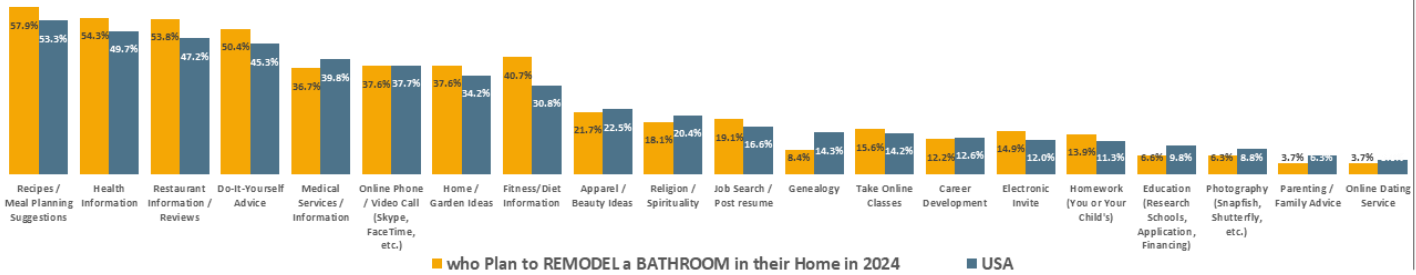
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Heating or air conditioning)]

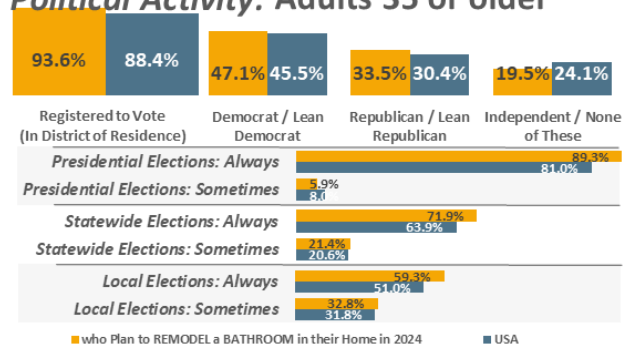
NEW BATHROOM

6.4% or 11,747,401 of USA Adults 35 or older Plan to REMODEL a BATHROOM in their Home in 2024. Adults 35 or older who Plan to REMODEL a BATHROOM in their Home in 2024 are 11.4% more likely to look up D-I-Y advice online, 16.3% more likely to always vote in local elections, 46.2% more likely to belong to a gym, 12.7% more likely to fly domestic past

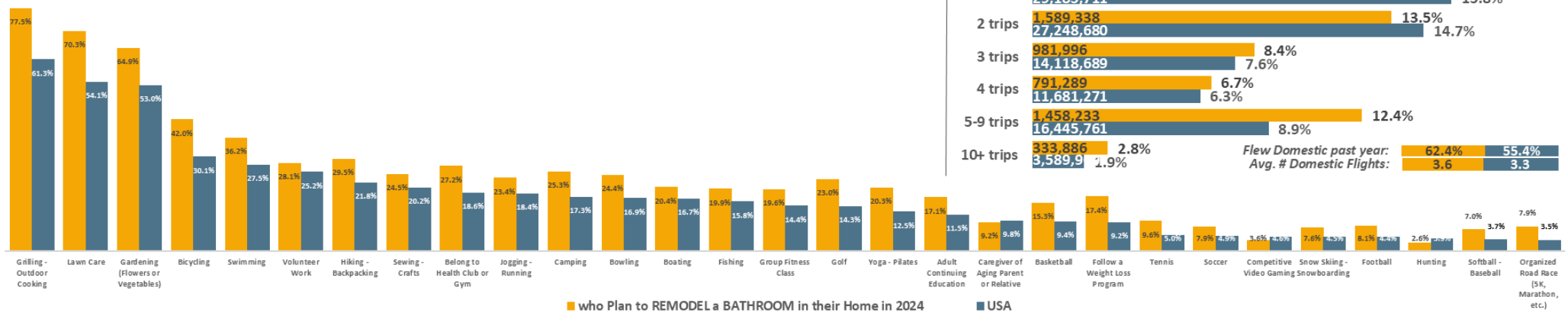
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



Political Activity: Adults 35 or older



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



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

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 562

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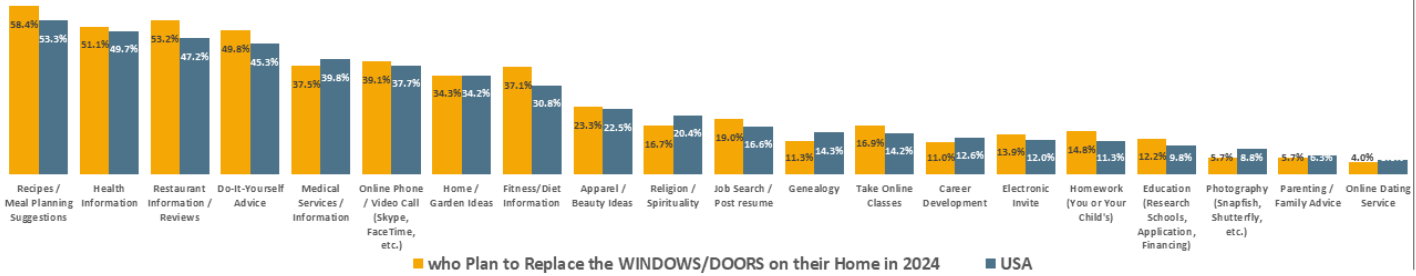
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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

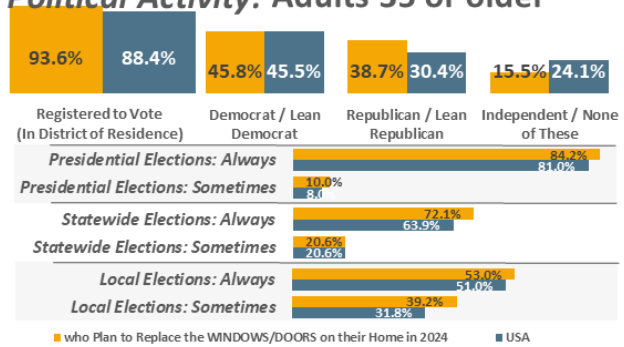
NEW WINDOWS

4.2% or 7,802,625 of USA Adults 35 or older Plan to Replace the WINDOWS/DOORS on their Home in 2024. Adults 35 or older who Plan to Replace the WINDOWS/DOORS on their Home in 2024 are 10.1% more likely to look up D-I-Y advice online, 4.% more likely to always vote in local elections, 35.7% more likely to belong to a gym, 1.9% less likely to fly domestic

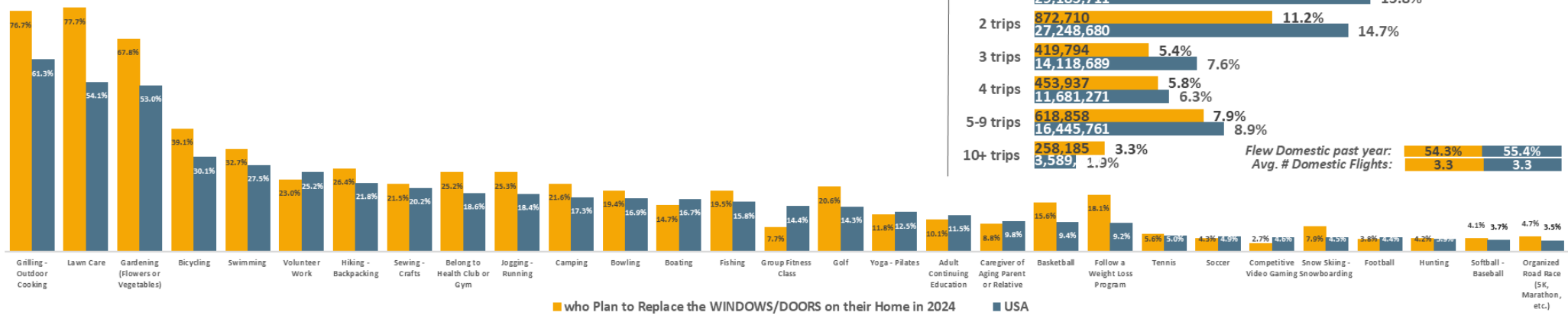
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



Political Activity: Adults 35 or older



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



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

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 352

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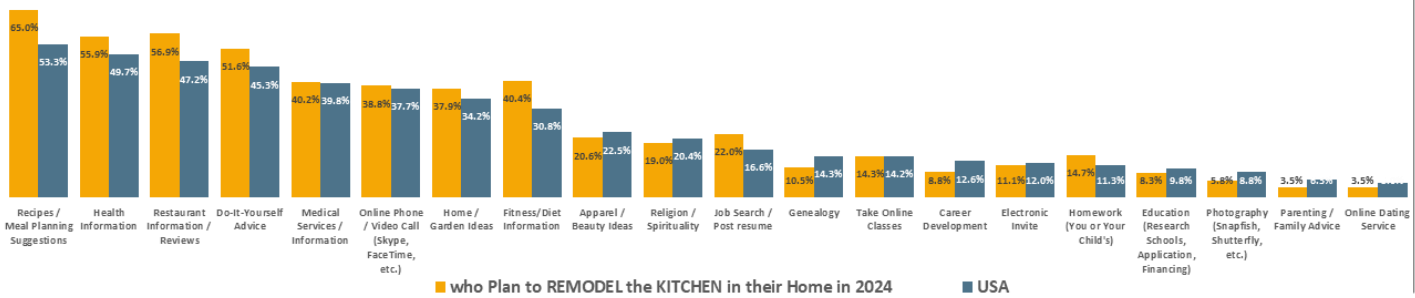
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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

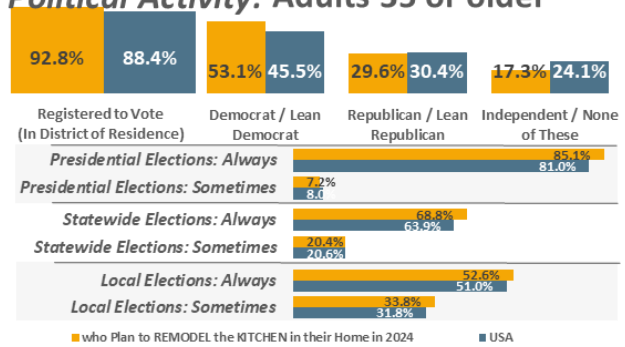
NEW KITCHEN

3.9% or 7,202,447 of USA Adults 35 or older Plan to REMODEL the KITCHEN in their Home in 2024.
Adults 35 or older who Plan to REMODEL the KITCHEN in their Home in 2024 are 14.% more likely to look up D-I-Y advice online, 3.1% more likely to always vote in local elections, 66.% more likely to belong to a gym, 15.6% more likely to fly domestic past y

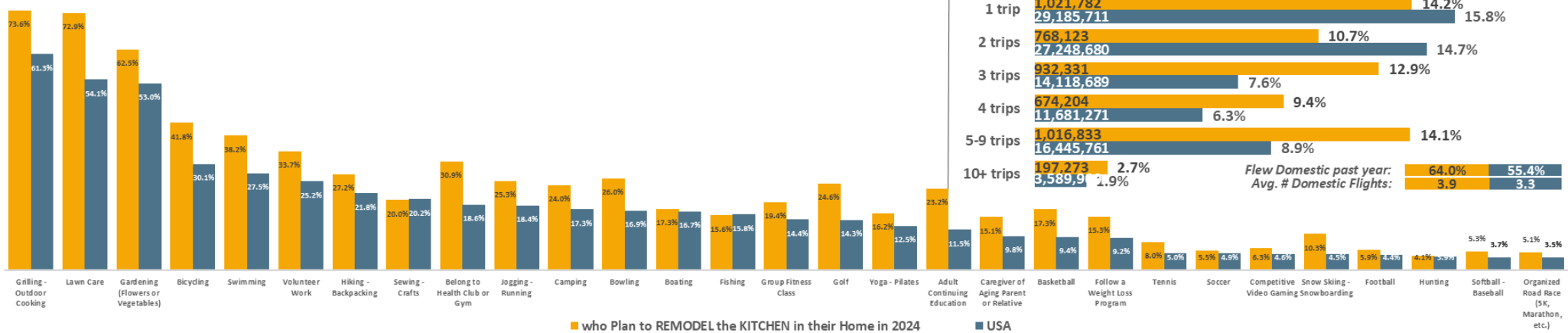
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



Political Activity: Adults 35 or older



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



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

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 348

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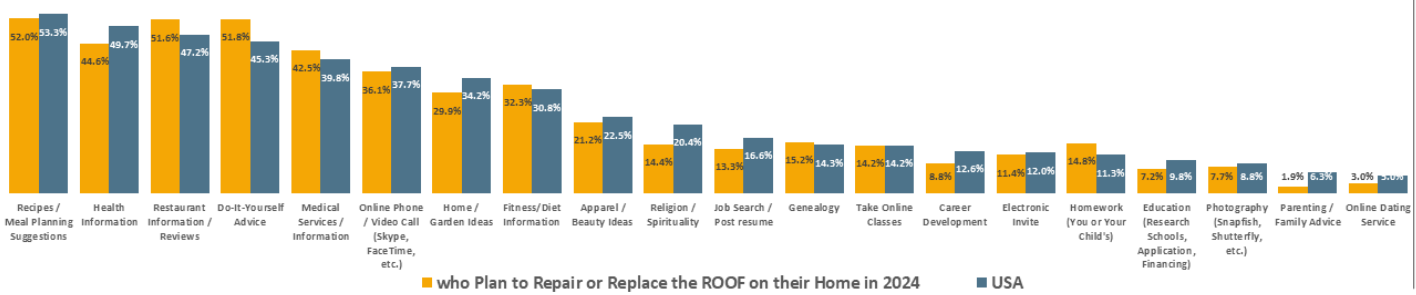
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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

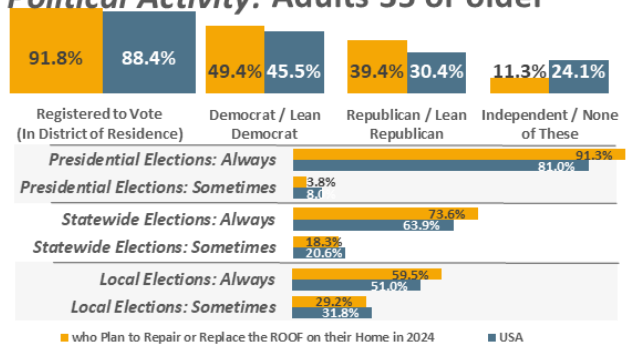
NEW ROOF

3.1% or 5,729,520 of USA Adults 35 or older Plan to Repair or Replace the ROOF on their Home in 2024. Adults 35 or older who Plan to Repair or Replace the ROOF on their Home in 2024 are 14.3% more likely to look up D-I-Y advice online, 16.7% more likely to always vote in local elections, 74.4% more likely to belong to a gym, 1.5% less likely to fly domest

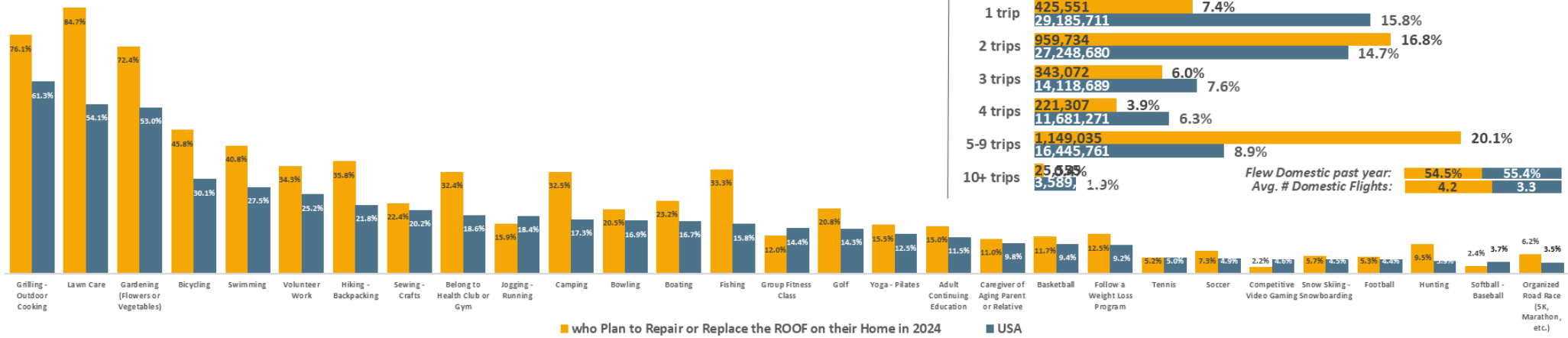
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



Political Activity: Adults 35 or older



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



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

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *263*

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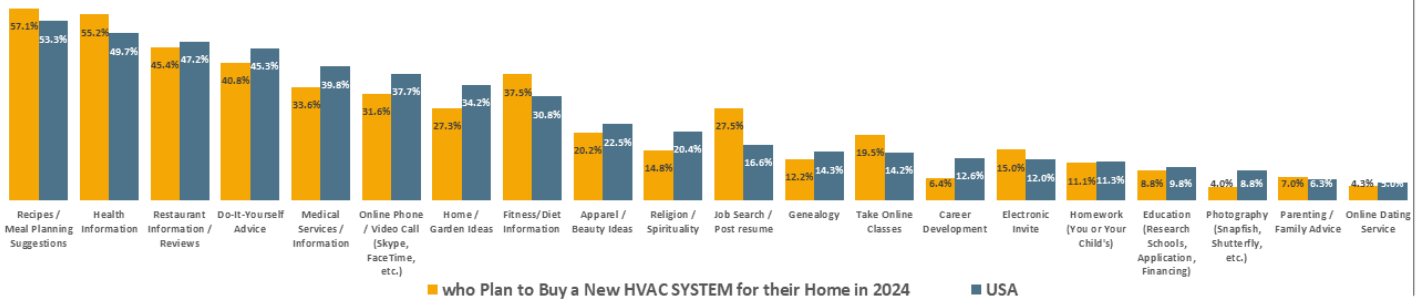
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

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

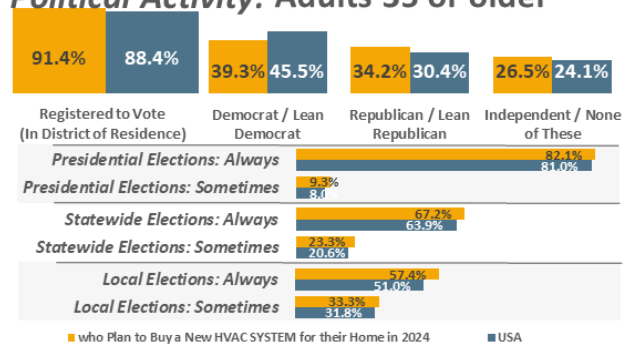
NEW HVAC SYSTEM

2.4% or 4,422,554 of USA Adults 35 or older Plan to Buy a New HVAC SYSTEM for their Home in 2024. Adults 35 or older who Plan to Buy a New HVAC SYSTEM for their Home in 2024 are 9.9% less likely to look up D-I-Y advice online, 12.6% more likely to always vote in local elections, 39.7% more likely to belong to a gym, 20.% more likely to fly domestic pa

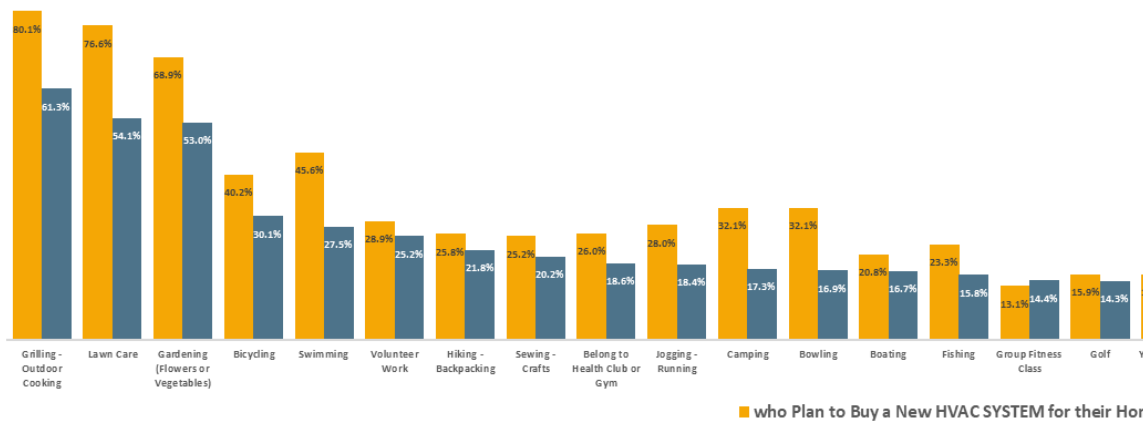
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



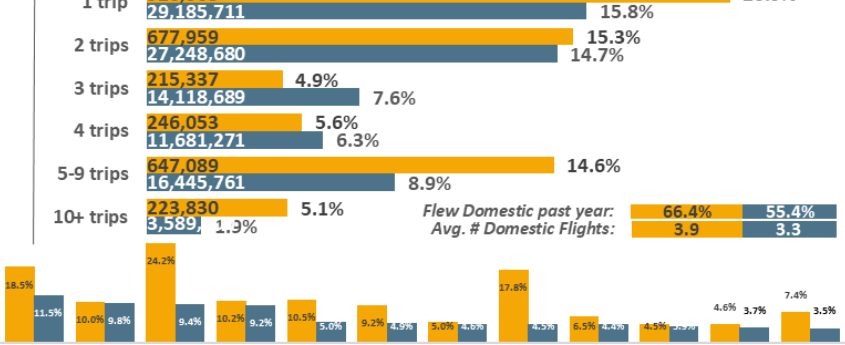
Political Activity: Adults 35 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 199

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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

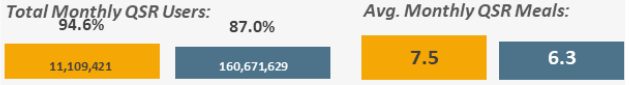
NEW BATHROOM

6.4% or 11,747,401 of USA Adults 35 or older Plan to REMODEL a BATHROOM in their Home in 2024. Adults 35 or older who Plan to REMODEL a BATHROOM in their Home in 2024 are 8.7% more likely to use QSRs past mo., 13.1% more likely to use Sit-Down Restaurants past mo., 13.6% more likely to use Casinos past yr., 71.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



Total Monthly QSR Users:

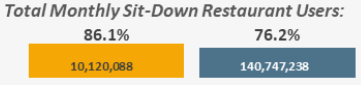


Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

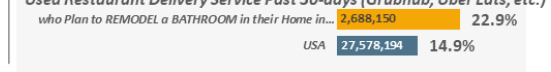


Top-10 Cuisines: Adults 35 or older

(Sit-Down Restaurants Used Past 30-days)



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

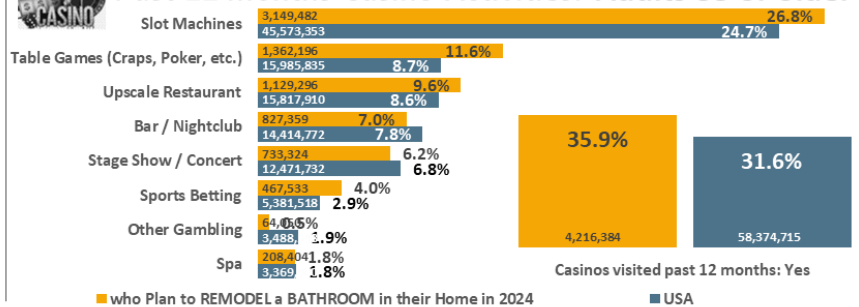


Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older





Used Past 30-days: Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 562

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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

NEW WINDOWS

4.2% or 7,802,625 of USA Adults 35 or older Plan to Replace the WINDOWS/DOORS on their Home in 2024. Adults 35 or older who Plan to Replace the WINDOWS/DOORS on their Home in 2024 are 3.7% more likely to use QSRs past mo., 8.4% more likely to use Sit-Down Restaurants past mo., 3.6% more likely to use Casinos past yr., 65.3% less likely to smoke cigarette

Past 30-days QSR Users: Adults 35 or older



Total Monthly QSR Users: 90.2% 7,037,545 | 87.0% 160,671,629

Avg. Monthly QSR Meals: 7.5 | 6.3

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



Total Monthly Sit-Down Restaurant Users: 82.6% 6,442,065 | 76.2% 140,747,238

Avg. Monthly Sit-Down Restaurant Meals: 3.8 | 4.0

Top-10 Cuisines: Adults 35 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Plan to Replace the WINDOWS/DOORS on their... 1,250,041 16.0%

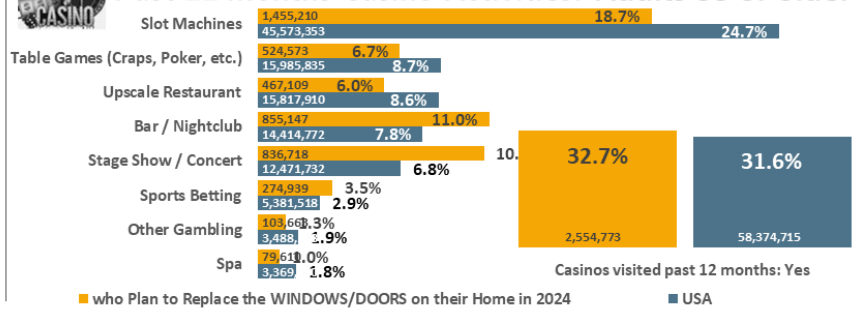
USA 27,578,194 14.9%

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



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *352*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

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

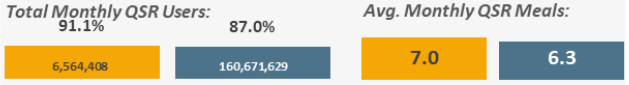
NEW KITCHEN

3.9% or 7,202,447 of USA Adults 35 or older Plan to REMODEL the KITCHEN in their Home in 2024. Adults 35 or older who Plan to REMODEL the KITCHEN in their Home in 2024 are 4.8% more likely to use QSRs past mo., 8.4% more likely to use Sit-Down Restaurants past mo., 31.7% more likely to use Casinos past yr., 77.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



Total Monthly QSR Users:

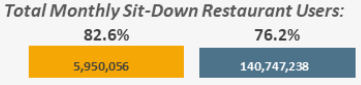


Avg. Monthly QSR Meals:

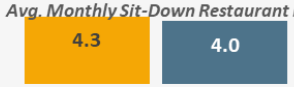
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

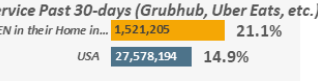


Top-10 Cuisines: Adults 35 or older

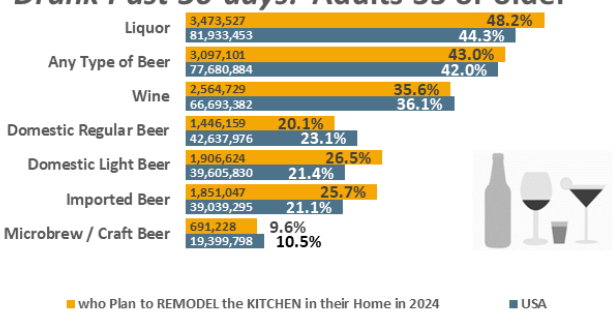
(Sit-Down Restaurants Used Past 30-days)



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

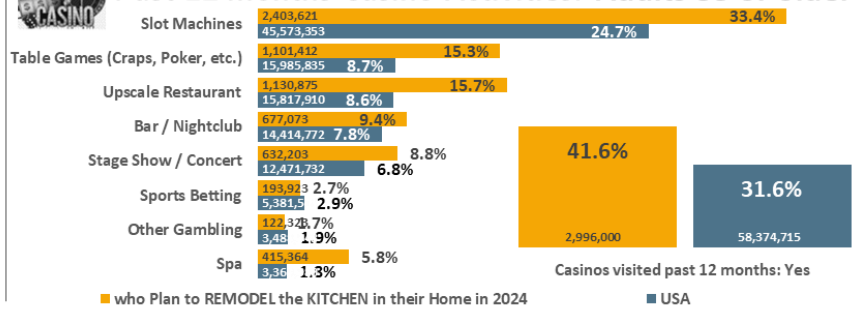


Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older





Used Past 30-days: Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 348

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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

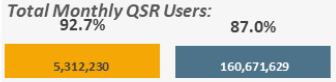
NEW ROOF

3.1% or 5,729,520 of USA Adults 35 or older Plan to Repair or Replace the ROOF on their Home in 2024. Adults 35 or older who Plan to Repair or Replace the ROOF on their Home in 2024 are 6.6% more likely to use QSRs past mo., 11.2% more likely to use Sit-Down Restaurants past mo., 23.% less likely to use Casinos past yr., 20.7% less likely to smoke cigaret

Past 30-days QSR Users: Adults 35 or older



Total Monthly QSR Users:



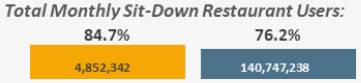
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

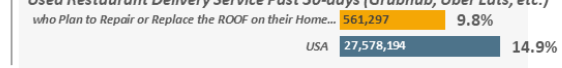


Top-10 Cuisines: Adults 35 or older

(Sit-Down Restaurants Used Past 30-days)



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

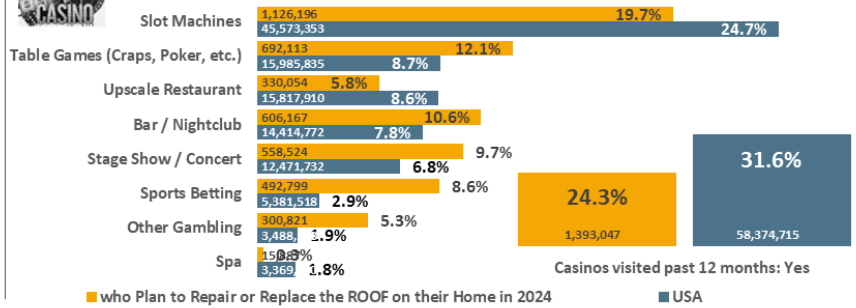


Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older





Used Past 30-days: Adults 35 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *263*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

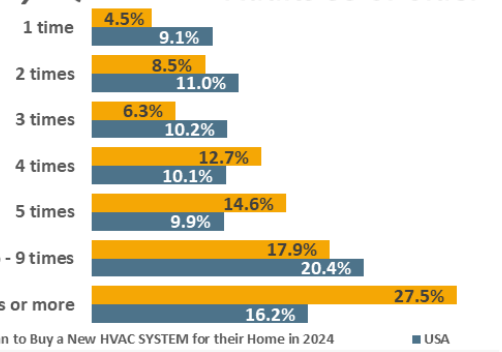
[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace or repair roof)]

NEW HVAC SYSTEM

2.4% or 4,422,554 of USA Adults 35 or older Plan to Buy a New HVAC SYSTEM for their Home in 2024. Adults 35 or older who Plan to Buy a New HVAC SYSTEM for their Home in 2024 are 5.8% more likely to use QSRs past mo., 15.7% more likely to use Sit-Down Restaurants past mo., 7.8% less likely to use Casinos past yr., 67.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



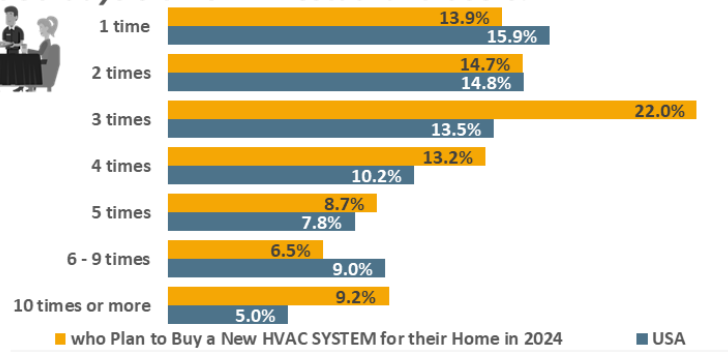


Total Monthly QSR Users: 92.0% 4,068,063 | 87.0% 160,671,629

Avg. Monthly QSR Meals: 7.7 | 6.3

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





Total Monthly Sit-Down Restaurant Users: 88.2% 3,898,655 | 76.2% 140,747,238

Avg. Monthly Sit-Down Restaurant Meals: 4.4 | 4.0

Top-10 Cuisines: Adults 35 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Plan to Buy a New HVAC SYSTEM for their Home... 1,222,040 27.6%

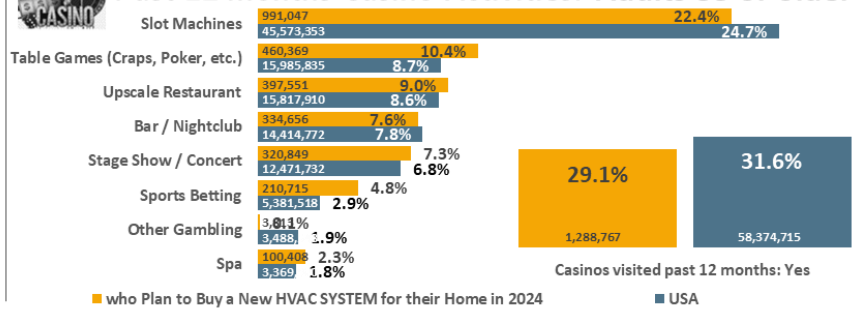
USA 27,578,194 14.9%

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



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *199*

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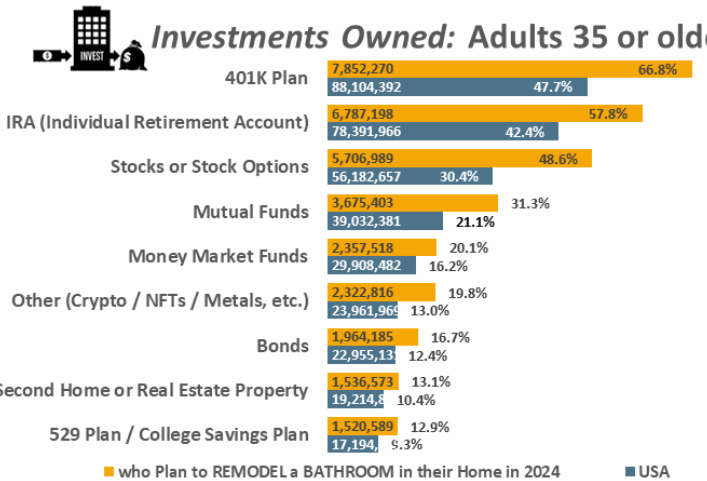
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

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

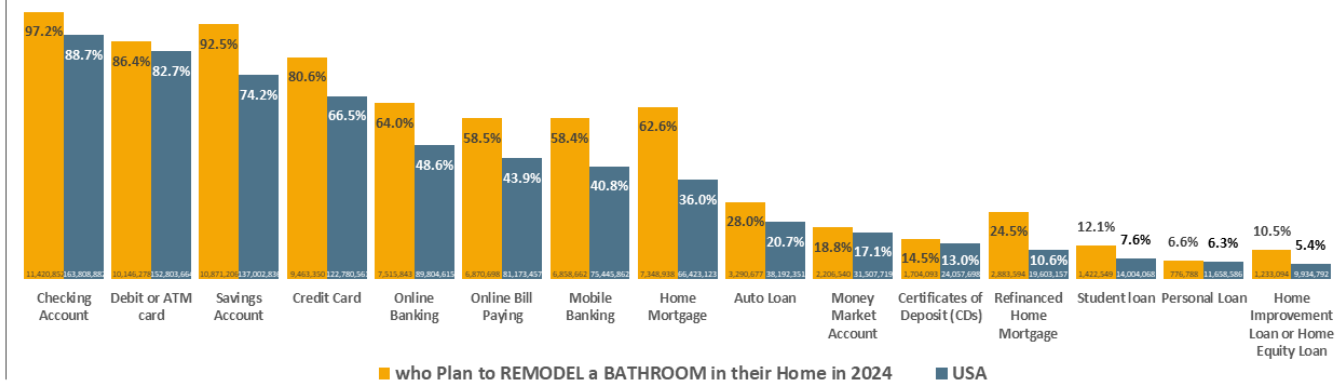
NEW BATHROOM

6.4% or 11,747,401 of USA Adults 35 or older Plan to REMODEL a BATHROOM in their Home in 2024. Adults 35 or older who Plan to REMODEL a BATHROOM in their Home in 2024 are 40.2% more likely to have a 401K, 35.5% more likely to have an Auto Loan, 78.6% more likely to Invest/Trade Stocks Online, 14.3% less likely to pay with their Debit Card.

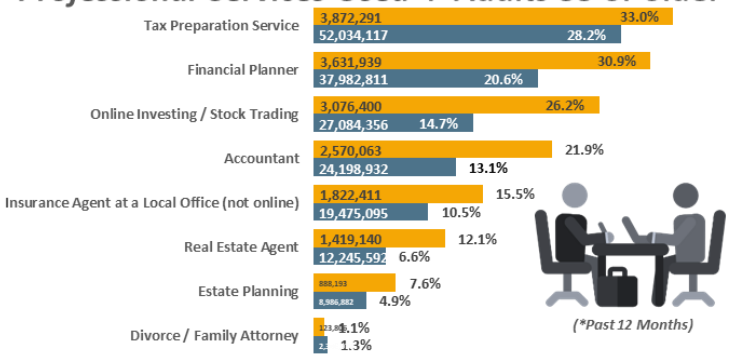
Investments Owned: Adults 35 or older



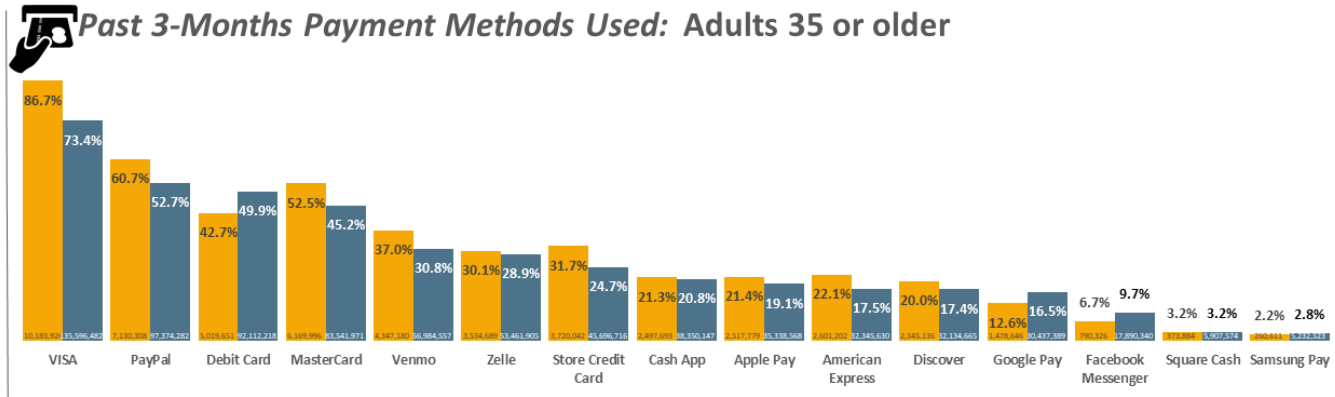
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used:* Adults 35 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 562

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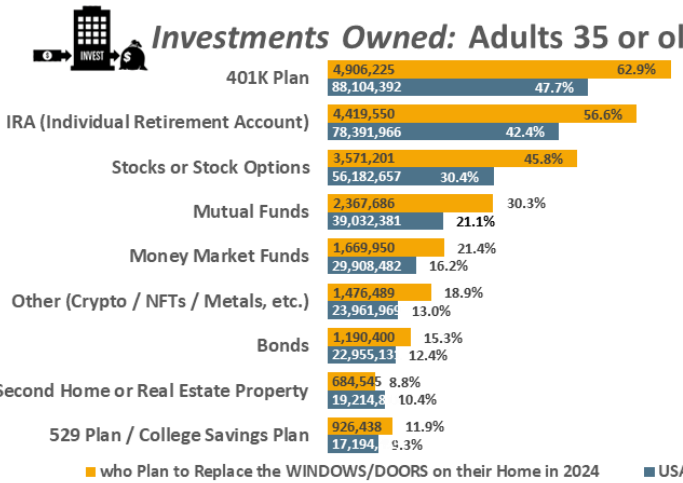
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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

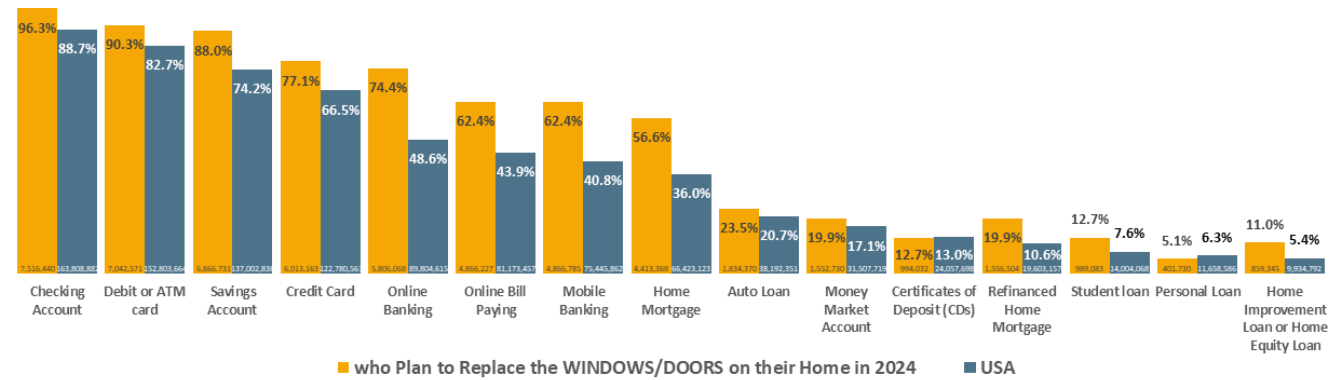
NEW WINDOWS

4.2% or 7,802,625 of USA Adults 35 or older Plan to Replace the WINDOWS/DOORS on their Home in 2024. Adults 35 or older who Plan to Replace the WINDOWS/DOORS on their Home in 2024 are 31.9% more likely to have a 401K, 13.7% more likely to have an Auto Loan, 63.4% more likely to Invest/Trade Stocks Online, 5.3% less likely to pay with their Debit Card.

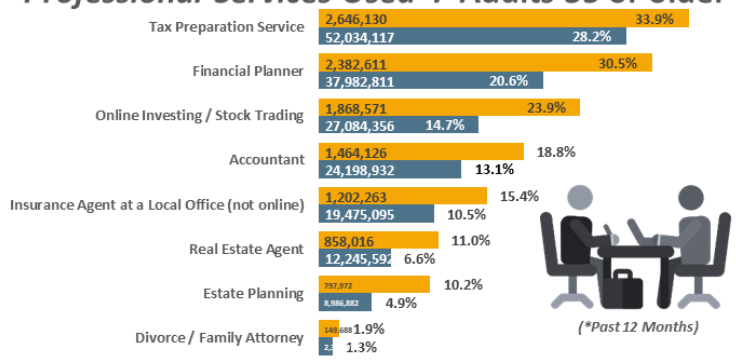
Investments Owned: Adults 35 or older



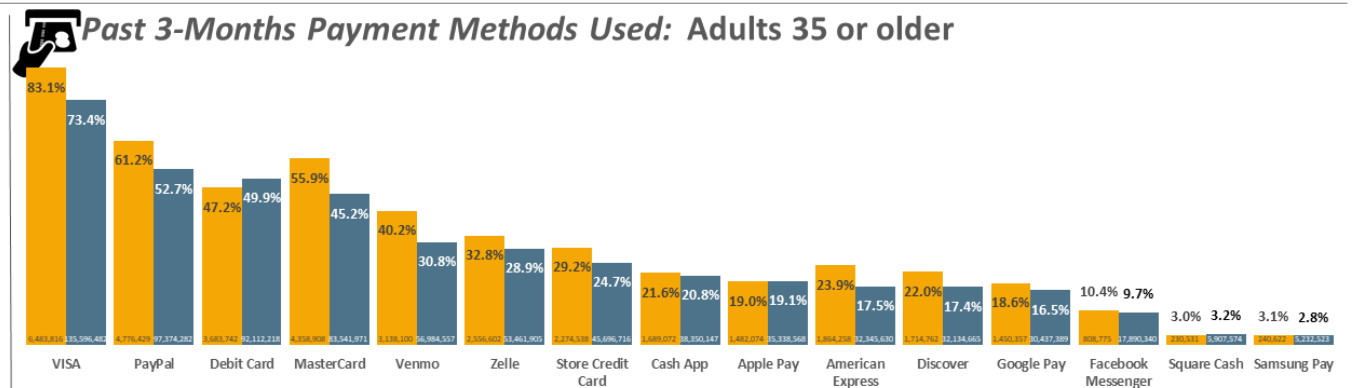
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used:* Adults 35 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 352

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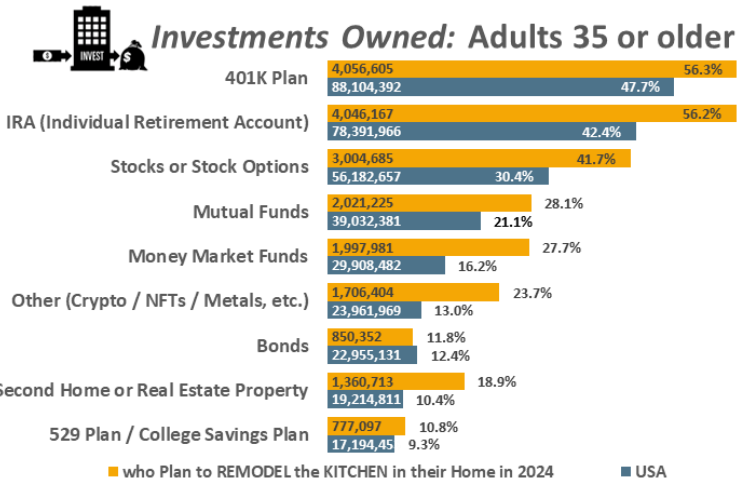
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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

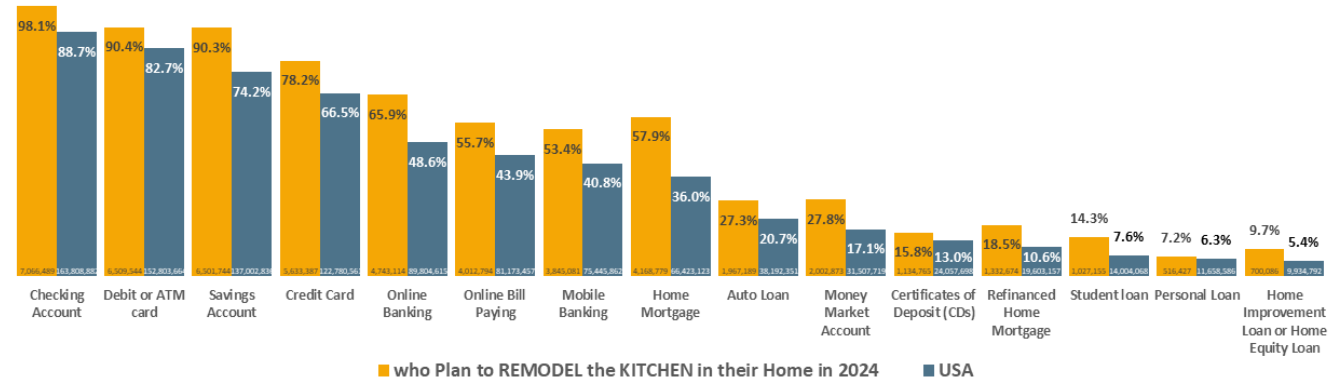
NEW KITCHEN

3.9% or 7,202,447 of USA Adults 35 or older Plan to REMODEL the KITCHEN in their Home in 2024.
Adults 35 or older who Plan to REMODEL the KITCHEN in their Home in 2024 are 18.1% more likely to have a 401K, 32.1% more likely to have an Auto Loan, 63.5% more likely to Invest/Trade Stocks Online, 2.6% more likely to pay with their Debit Card.

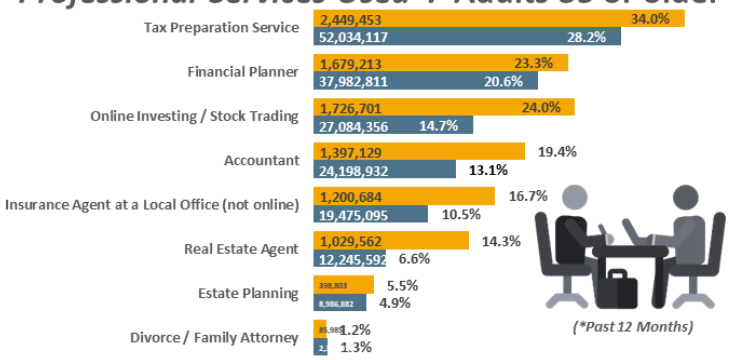
Investments Owned: Adults 35 or older



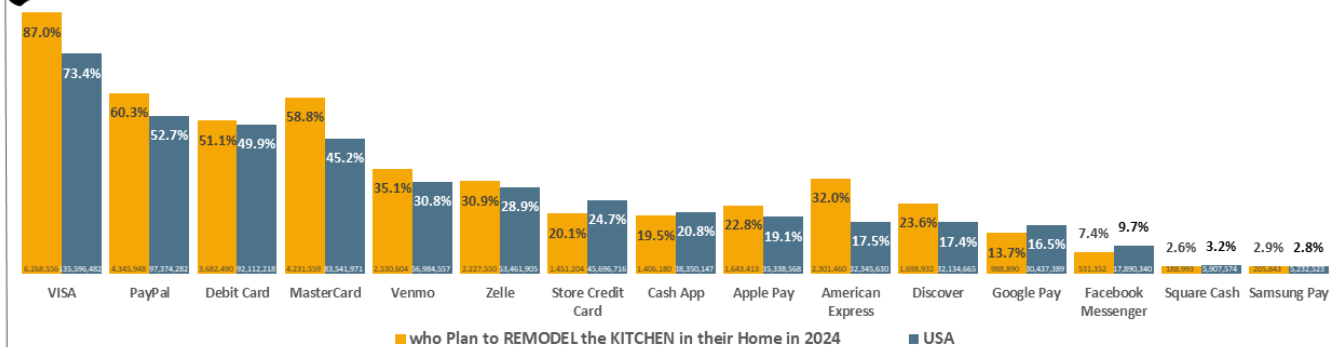
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used:* Adults 35 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 348

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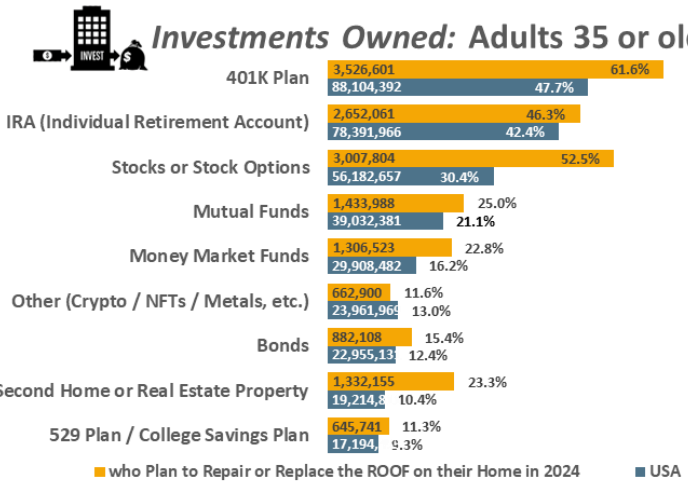
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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

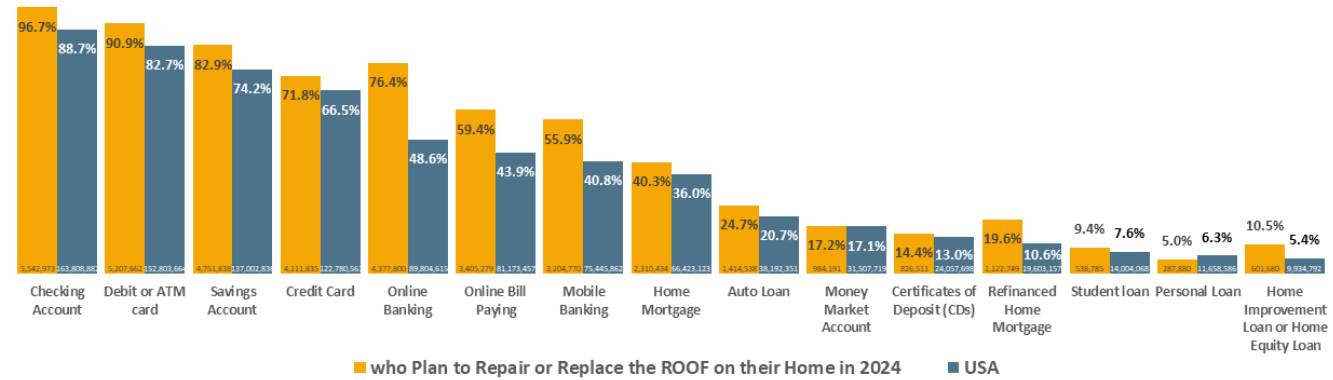
NEW ROOF

3.1% or 5,729,520 of USA Adults 35 or older Plan to Repair or Replace the ROOF on their Home in 2024. Adults 35 or older who Plan to Repair or Replace the ROOF on their Home in 2024 are 29.1% more likely to have a 401K, 19.4% more likely to have an Auto Loan, 107.2% more likely to Invest/Trade Stocks Online, 11.4% more likely to pay with their Debit Card.

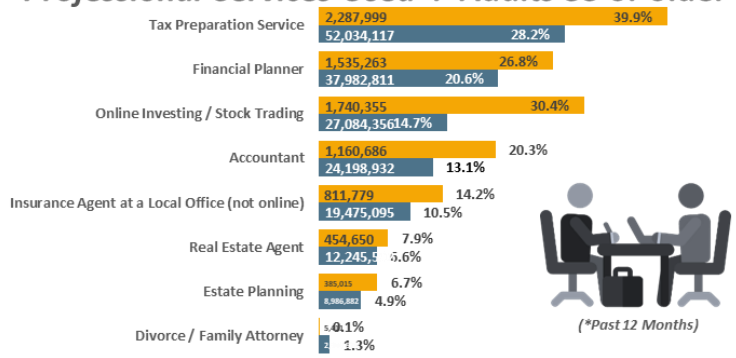
Investments Owned: Adults 35 or older



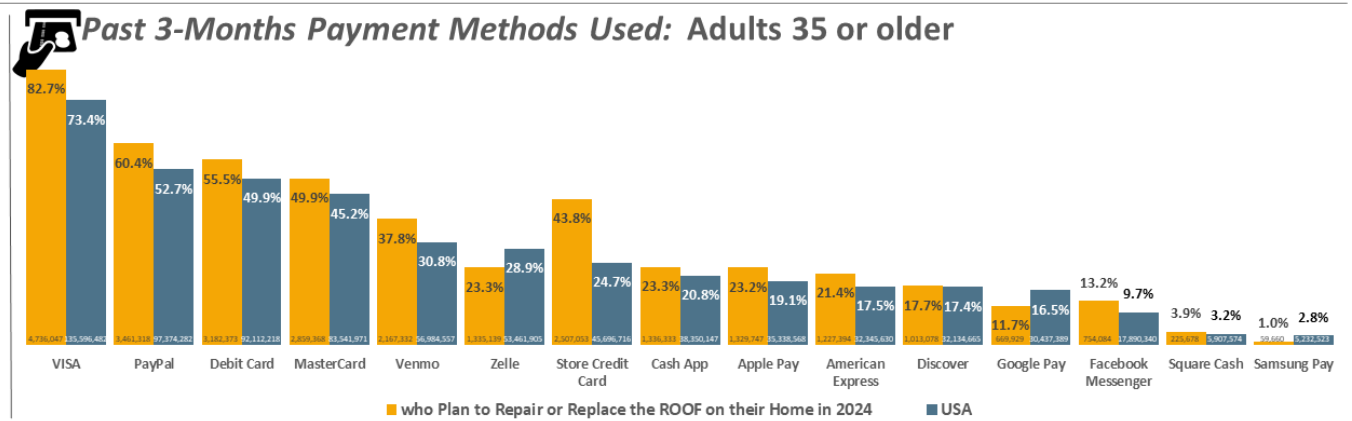
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used:* Adults 35 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 263

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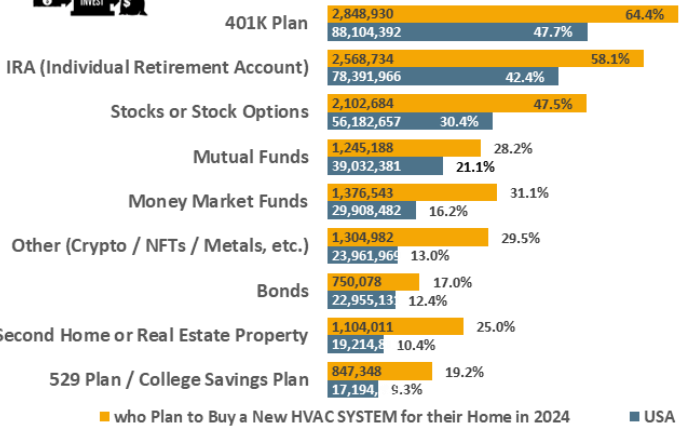
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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

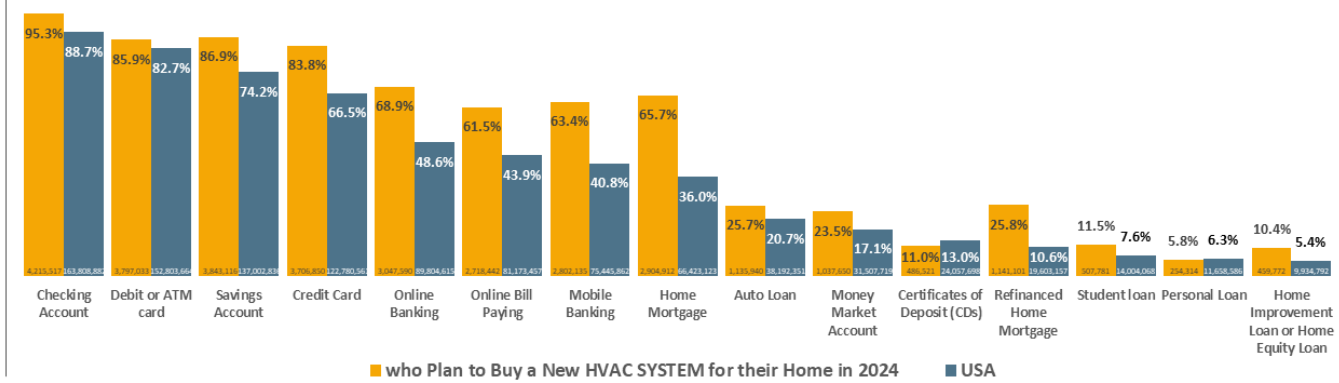
NEW HVAC SYSTEM

2.4% or 4,422,554 of USA Adults 35 or older Plan to Buy a New HVAC SYSTEM for their Home in 2024. Adults 35 or older who Plan to Buy a New HVAC SYSTEM for their Home in 2024 are 35.1% more likely to have a 401K, 24.3% more likely to have an Auto Loan, 43.3% more likely to Invest/Trade Stocks Online, 14.6% less likely to pay with their Debit Card.

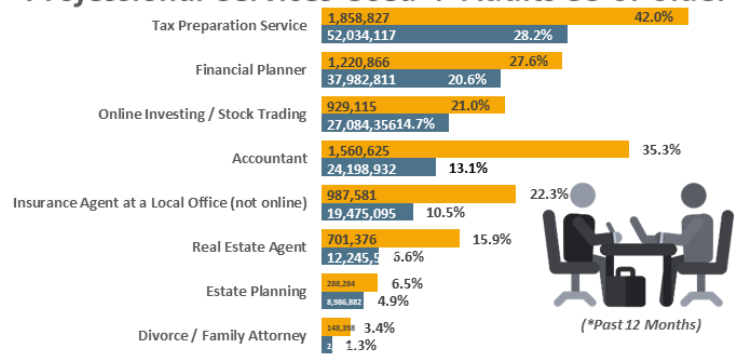
Investments Owned: Adults 35 or older



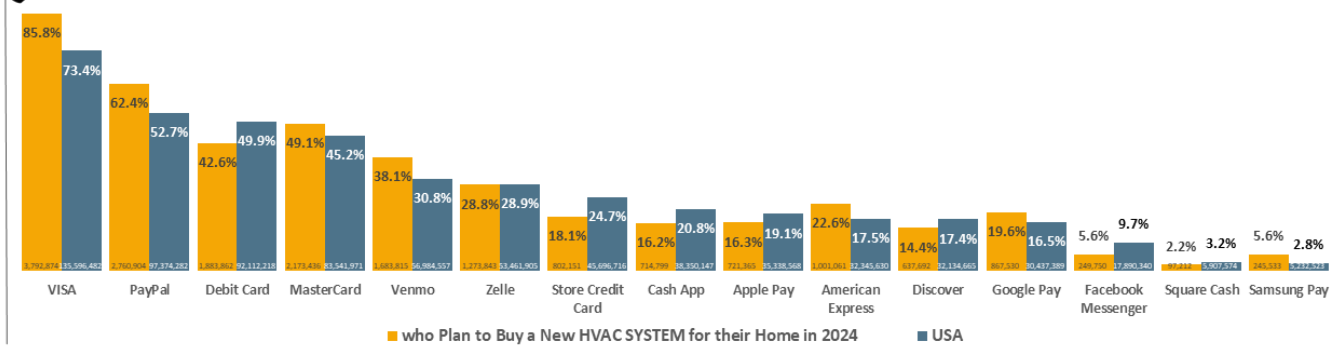
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used:* Adults 35 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 199

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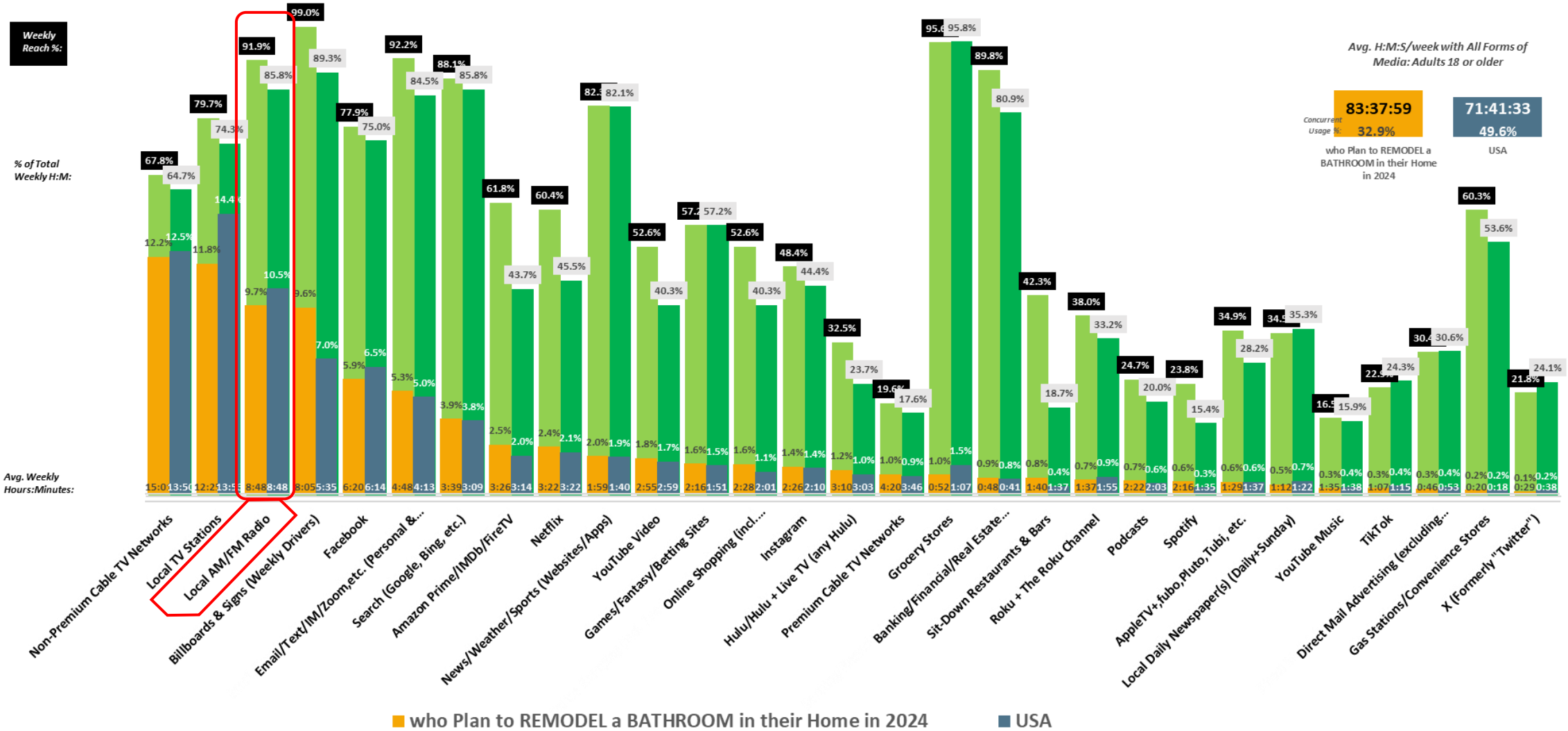
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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

NEW BATHROOM

Adults 35 or older who Plan to REMODEL a BATHROOM in their Home in 2024 spend an average of 3 days, 11 hours, 37 minutes and 59 seconds each week with All Forms of Media.

91.9% of Adults 35 or older who Plan to REMODEL a BATHROOM in their Home in 2024 spend an avg. of 8 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 562 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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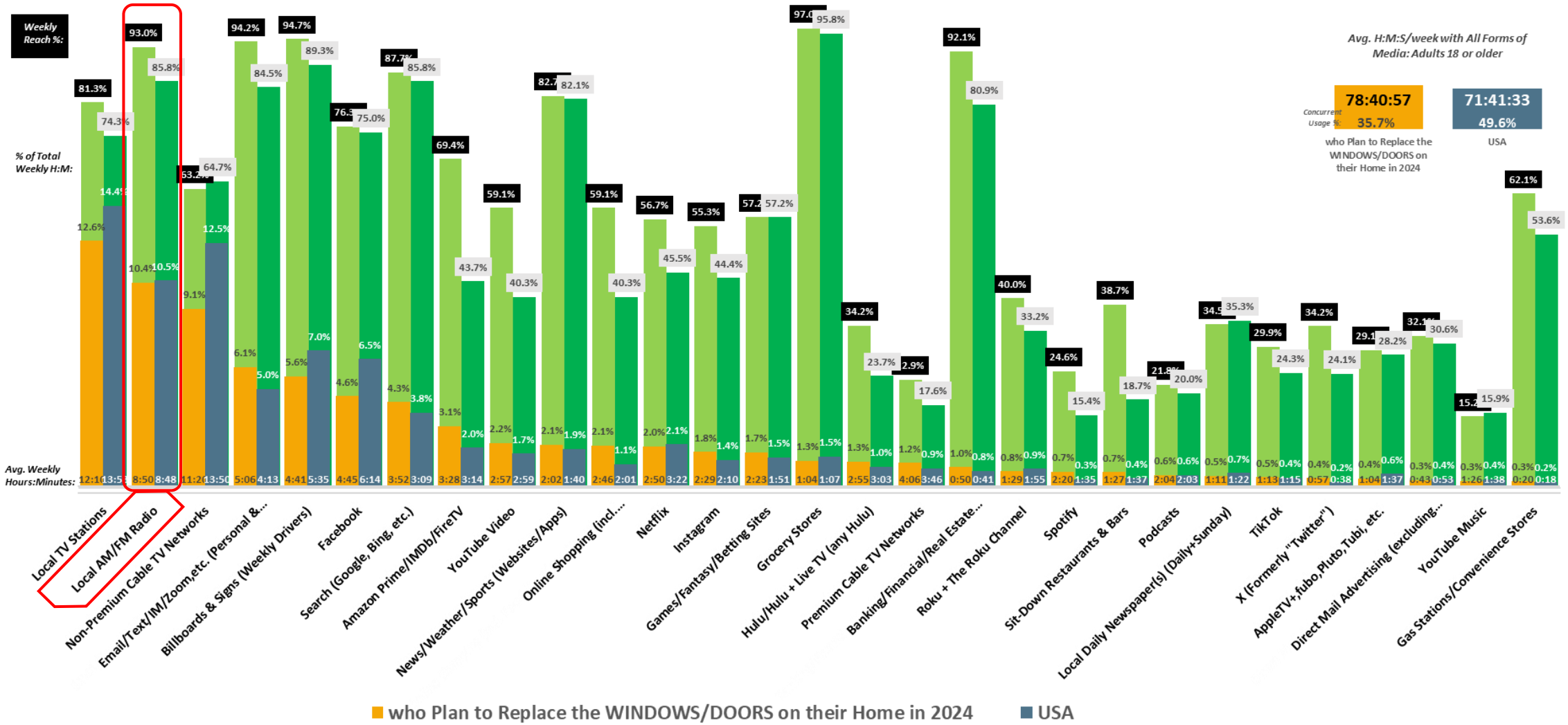
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom)]

NEW WINDOWS

Adults 35 or older who Plan to Replace the WINDOWS/DOORS on their Home in 2024 spend an average of 3 days, 6 hours, 40 minutes and 57 seconds each week with All Forms of Media.

93.% of Adults 35 or older who Plan to Replace the WINDOWS/DOORS on their Home in 2024 spend an avg. of 8 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 10.4% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 352 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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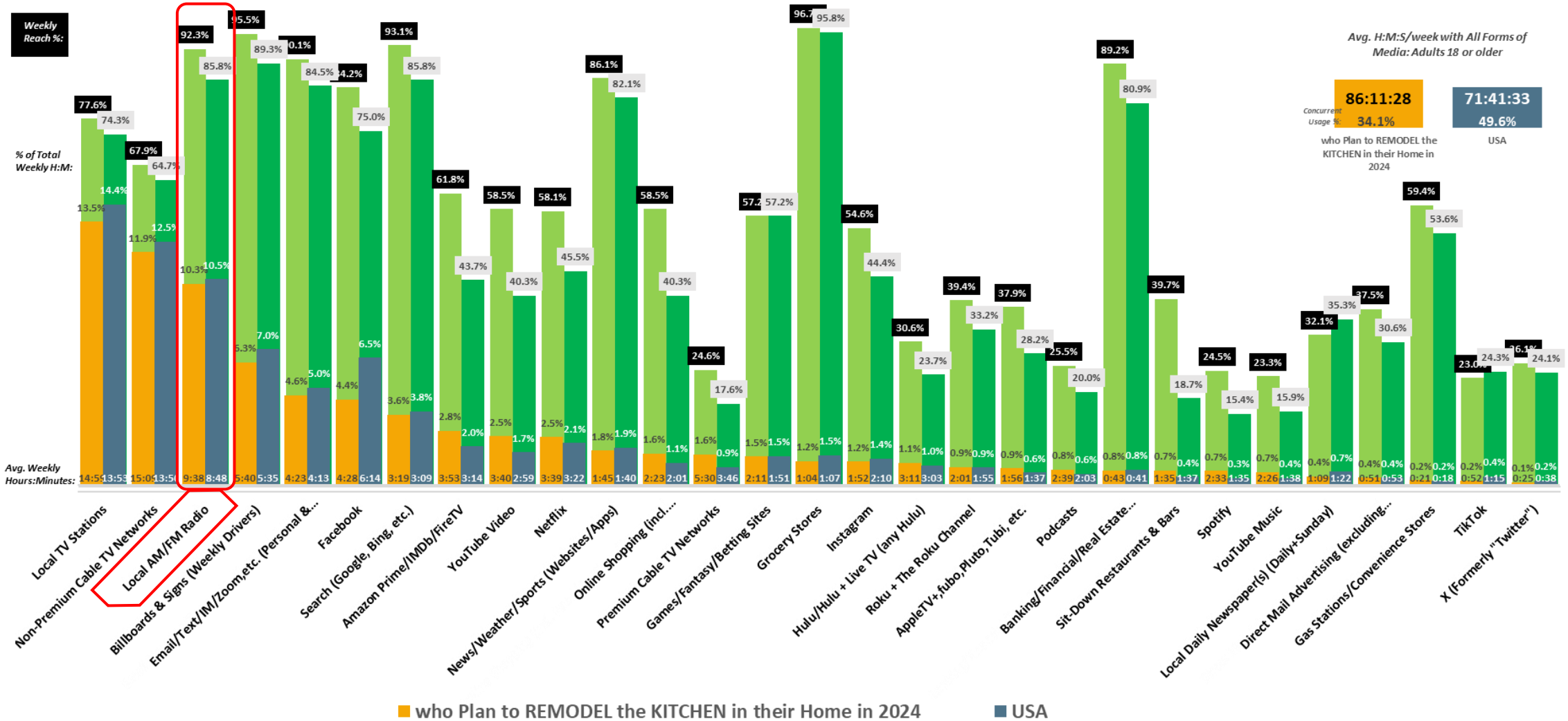
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors)]

NEW KITCHEN

Adults 35 or older who Plan to REMODEL the KITCHEN in their Home in 2024 spend an average of 3 days, 14 hours, 11 minutes and 28 seconds each week with All Forms of Media.

92.3% of Adults 35 or older who Plan to REMODEL the KITCHEN in their Home in 2024 spend an avg. of 9 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 348 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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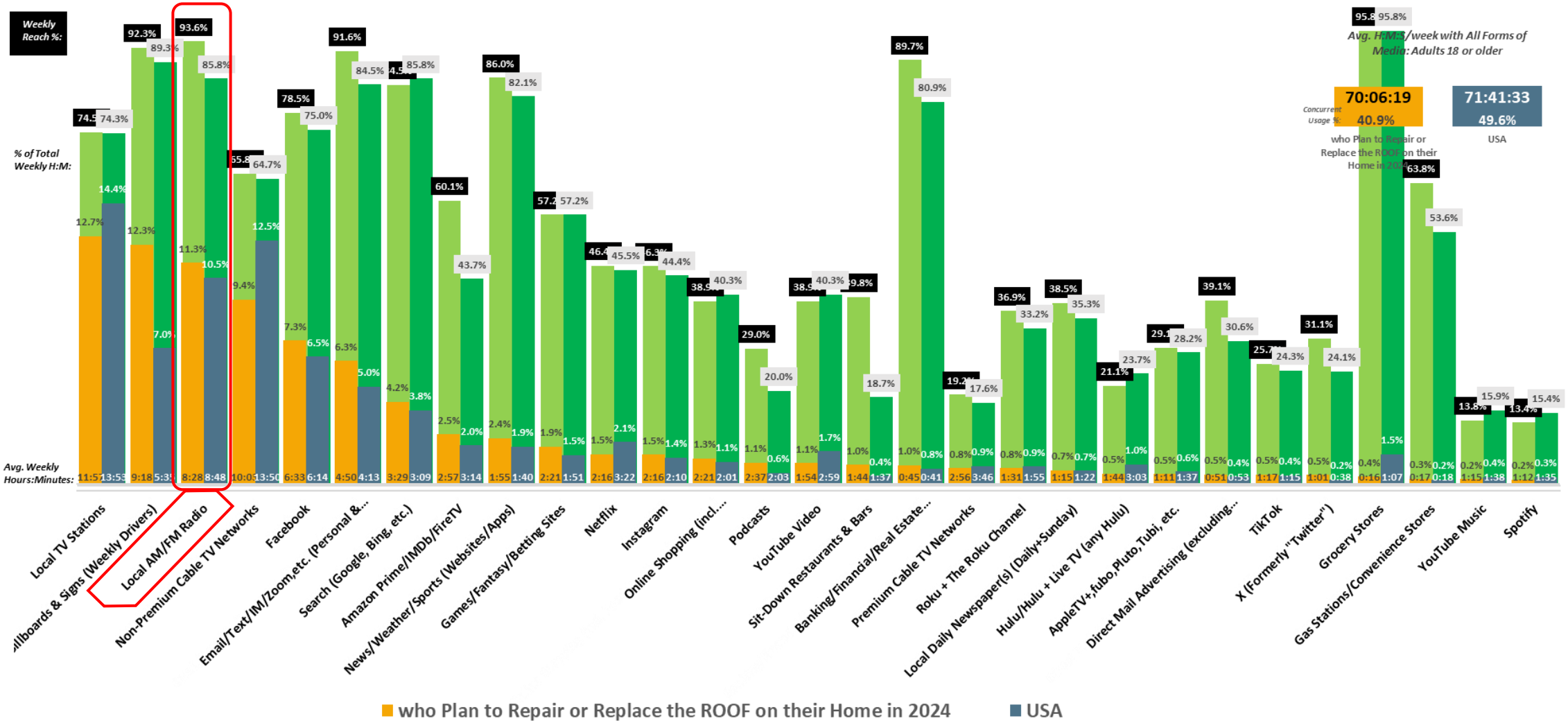
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen)]

NEW ROOF

Adults 35 or older who Plan to Repair or Replace the ROOF on their Home in 2024 spend an average of 2 days, 22 hours, 6 minutes and 19 seconds each week with All Forms of Media.

93.6% of Adults 35 or older who Plan to Repair or Replace the ROOF on their Home in 2024 spend an avg. of 8 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 11.3% of total time spent with all forms of Media.



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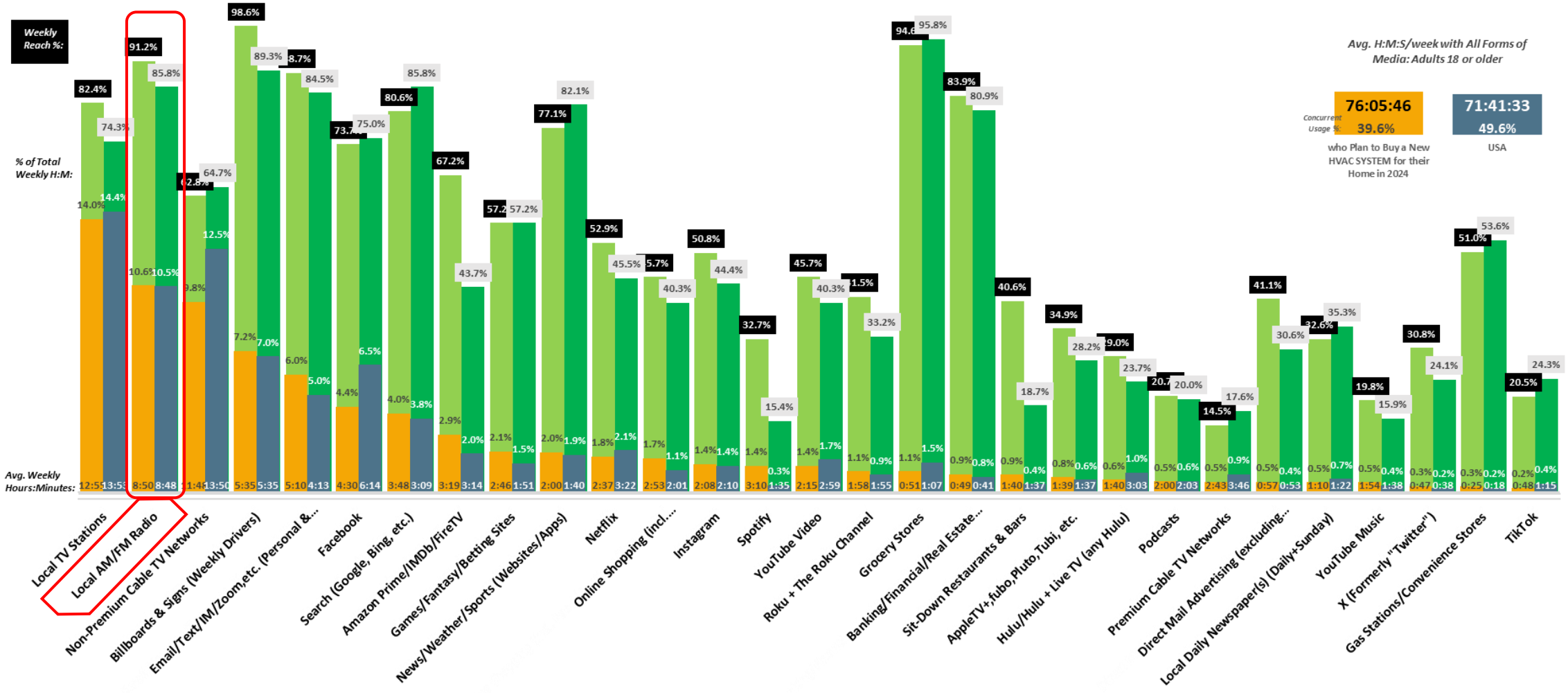
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace or repair roof)]

NEW HVAC SYSTEM

Adults 35 or older who Plan to Buy a New HVAC SYSTEM for their Home in 2024 spend an average of 3 days, 4 hours, 5 minutes and 46 seconds each week with All Forms of Media.

91.2% of Adults 35 or older who Plan to Buy a New HVAC SYSTEM for their Home in 2024 spend an avg. of 8 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.



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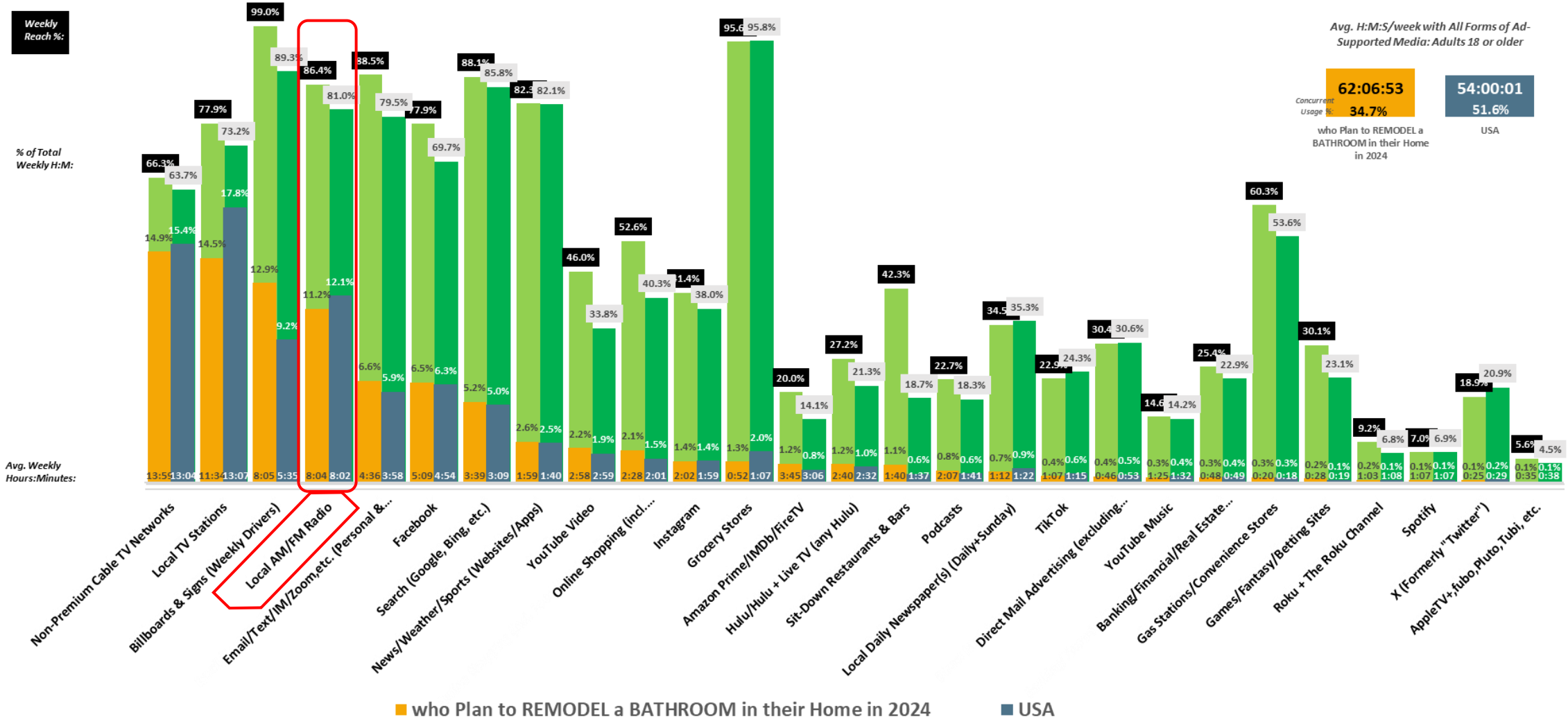
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Heating or air conditioning)]

NEW BATHROOM

Adults 35 or older who Plan to REMODEL a BATHROOM in their Home in 2024 spend an average of 2 days, 14 hours, 6 minutes and 53 seconds each week with All Forms of Ad-Supported Media.

86.4% of Adults 35 or older who Plan to REMODEL a BATHROOM in their Home in 2024 spend an avg. of 8 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported Media.



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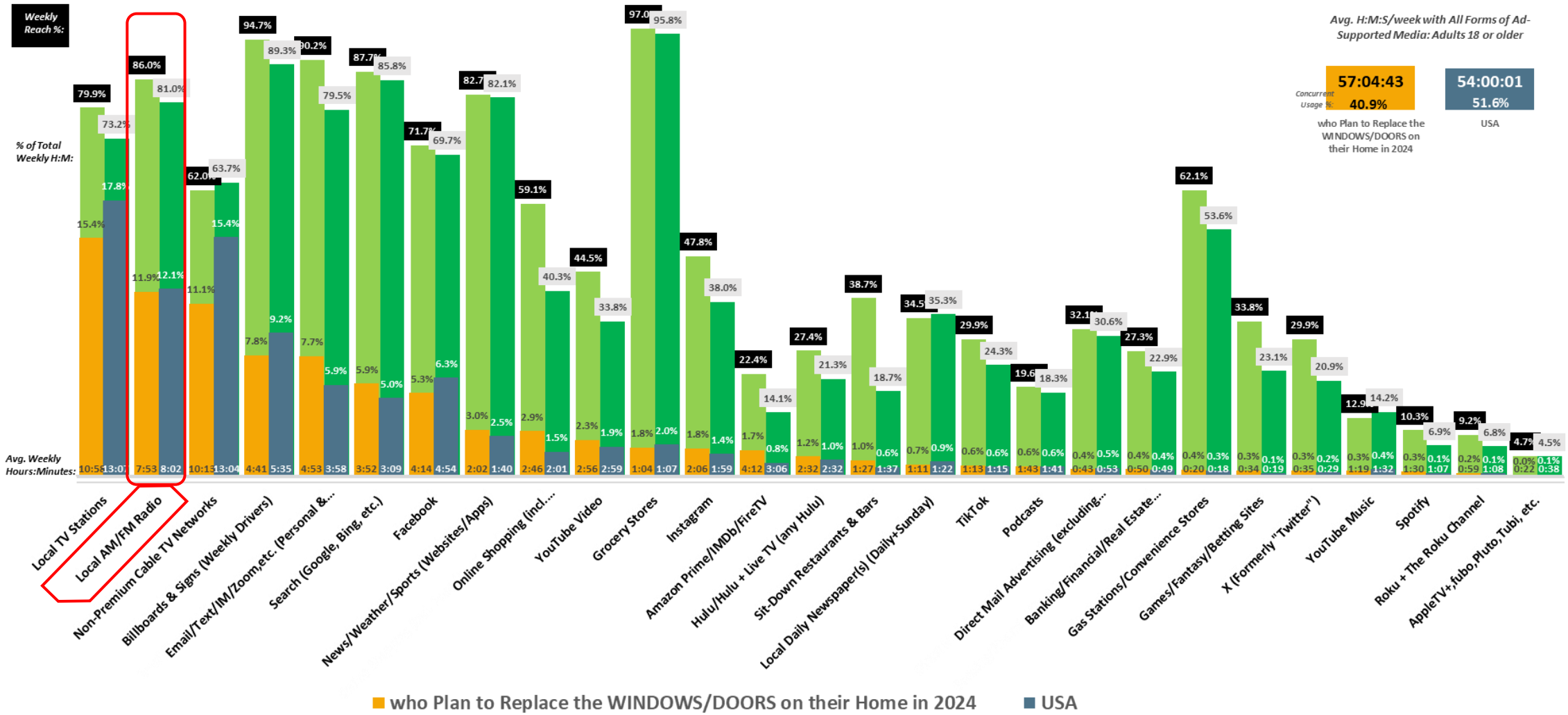
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom)]

NEW WINDOWS

Adults 35 or older who Plan to Replace the WINDOWS/DOORS on their Home in 2024 spend an average of 2 days, 9 hours, 4 minutes and 43 seconds each week with All Forms of Ad-Supported Media.

86.% of Adults 35 or older who Plan to Replace the WINDOWS/DOORS on their Home in 2024 spend an avg. of 7 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.9% of total time spent with all forms of Ad-Supported Med



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 352 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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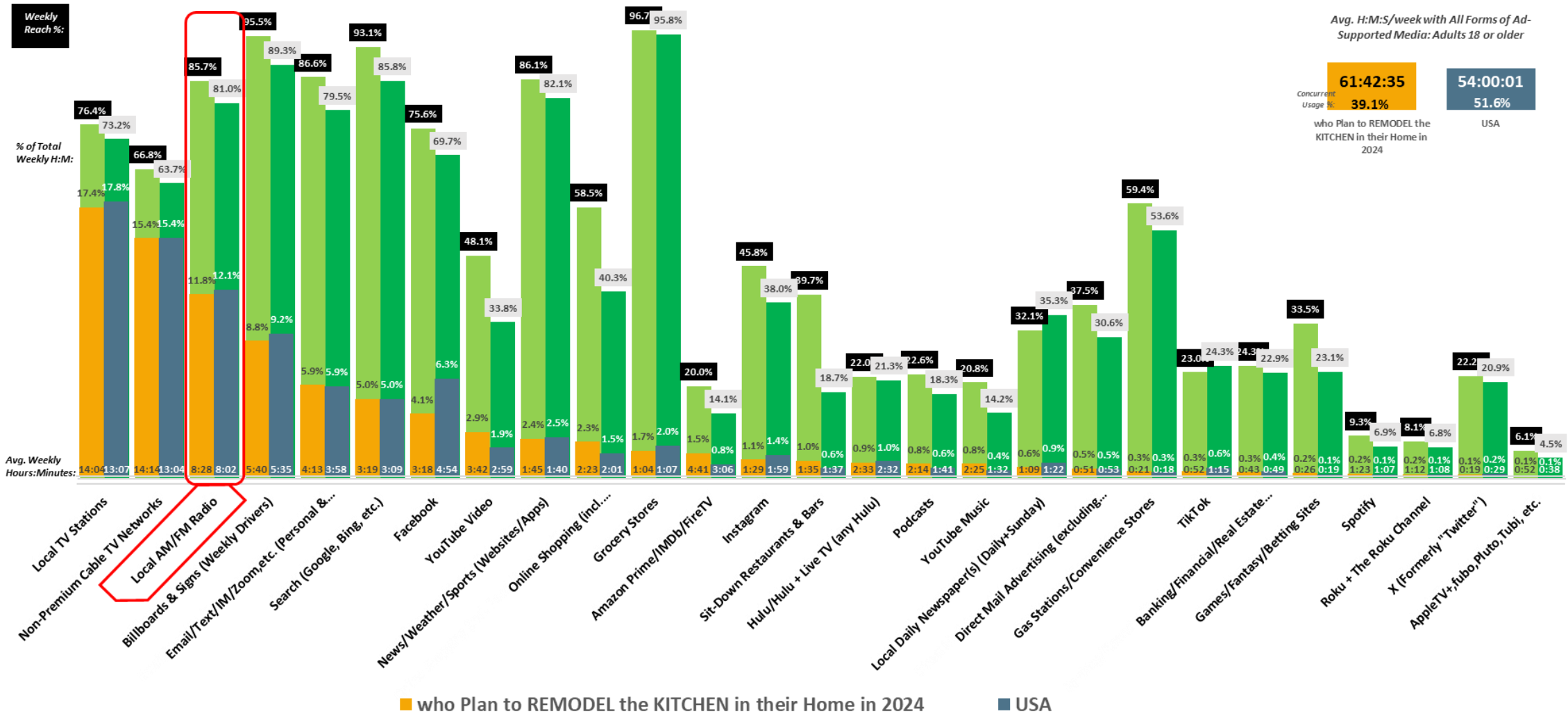
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors)]

NEW KITCHEN

Adults 35 or older who Plan to REMODEL the KITCHEN in their Home in 2024 spend an average of 2 days, 13 hours, 42 minutes and 35 seconds each week with All Forms of Ad-Supported Media.

85.7% of Adults 35 or older who Plan to REMODEL the KITCHEN in their Home in 2024 spend an avg. of 8 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.8% of total time spent with all forms of Ad-Supported Media.



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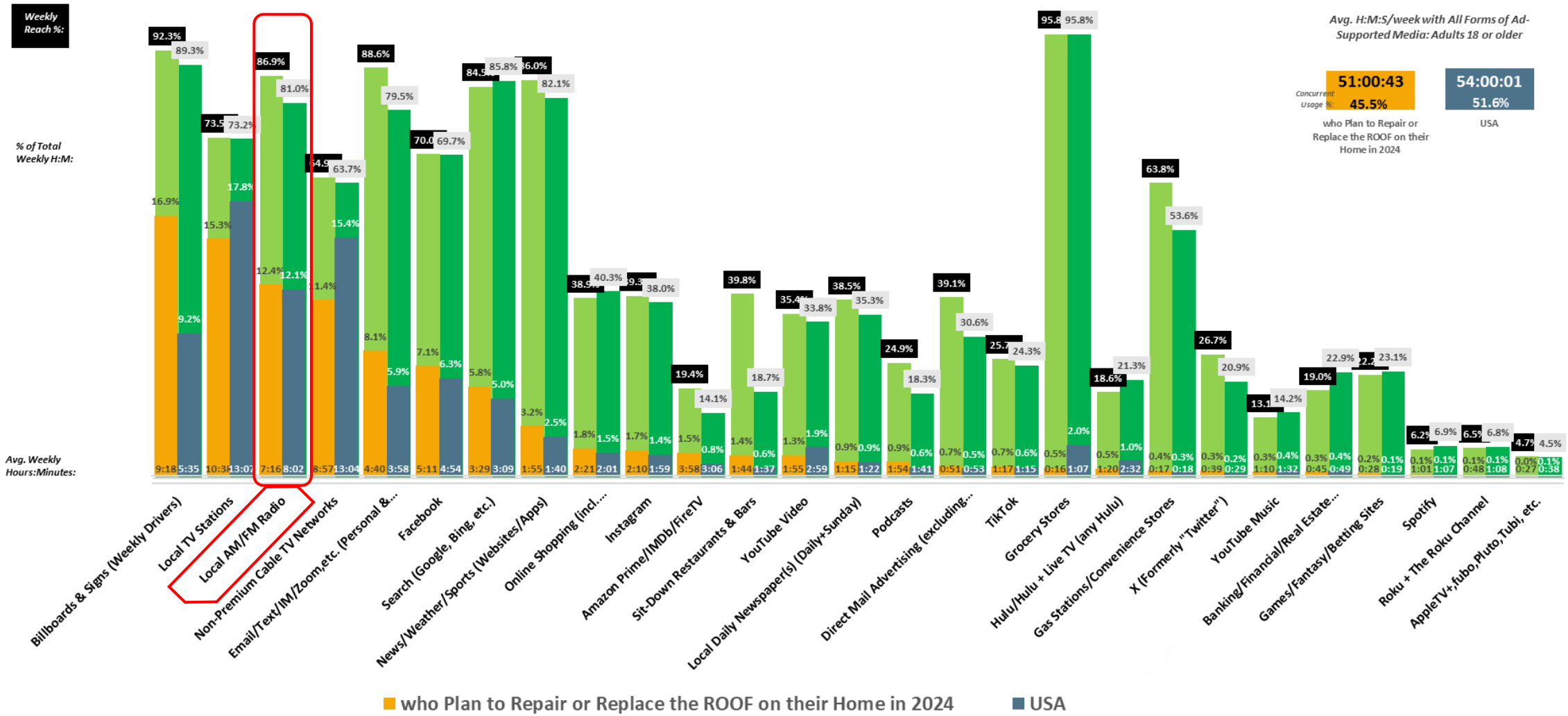
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen)]

NEW ROOF

Adults 35 or older who Plan to Repair or Replace the ROOF on their Home in 2024 spend an average of 2 days, 3 hours, 0 minutes and 43 seconds each week with All Forms of Ad-Supported Media.

86.9% of Adults 35 or older who Plan to Repair or Replace the ROOF on their Home in 2024 spend an avg. of 7 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.4% of total time spent with all forms of Ad-Supported M



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 263 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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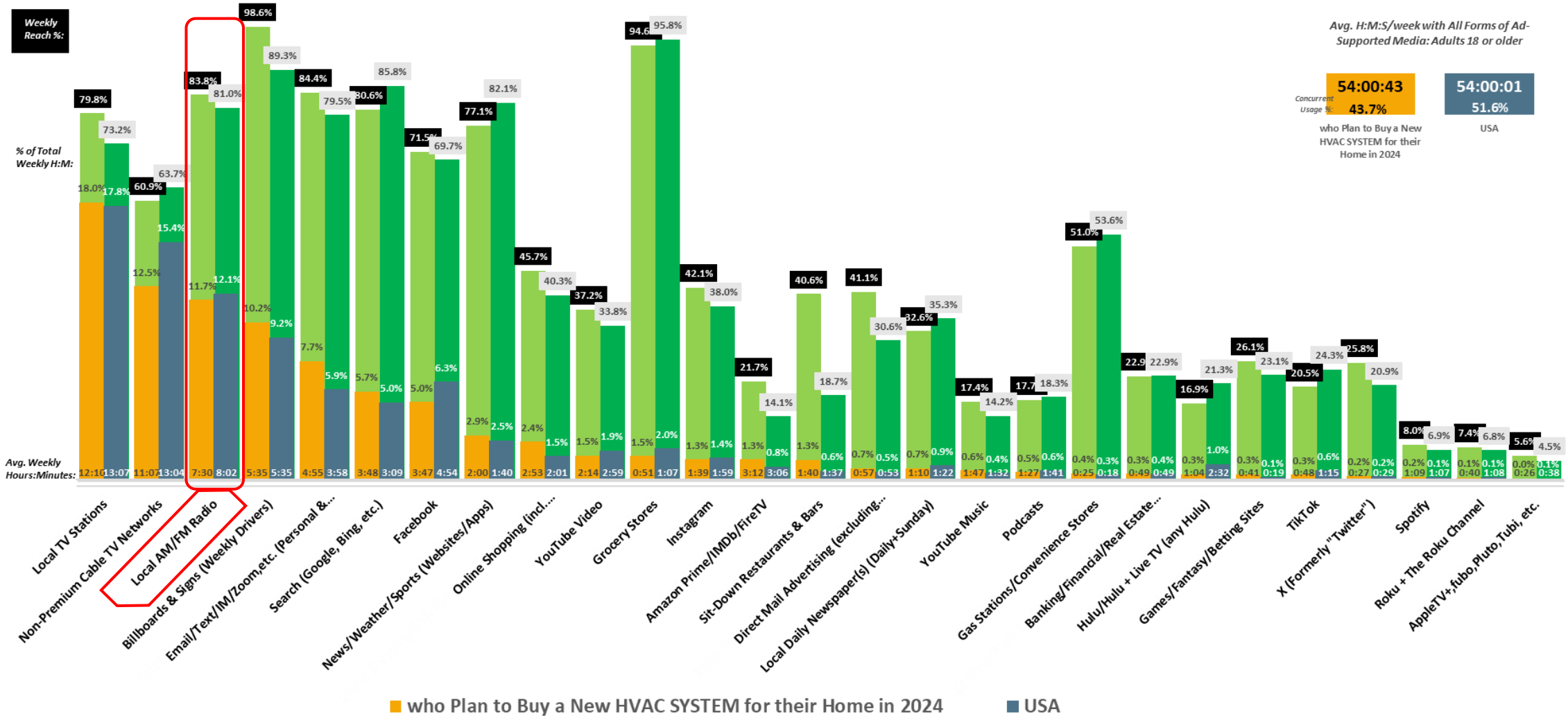
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace or repair roof)]

NEW HVAC SYSTEM

Adults 35 or older who Plan to Buy a New HVAC SYSTEM for their Home in 2024 spend an average of 2 days, 6 hours, 0 minutes and 43 seconds each week with All Forms of Ad-Supported Media.

83.8% of Adults 35 or older who Plan to Buy a New HVAC SYSTEM for their Home in 2024 spend an avg. of 7 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Media



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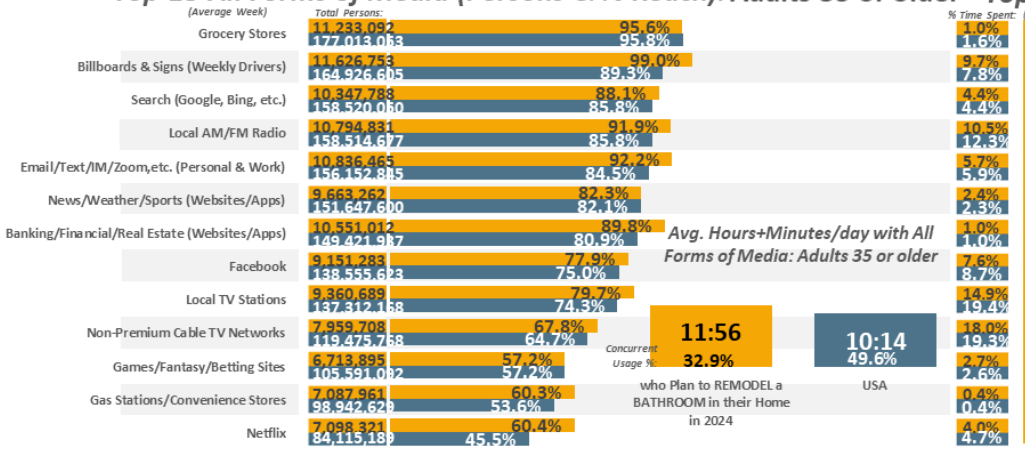
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Heating or air conditioning)]

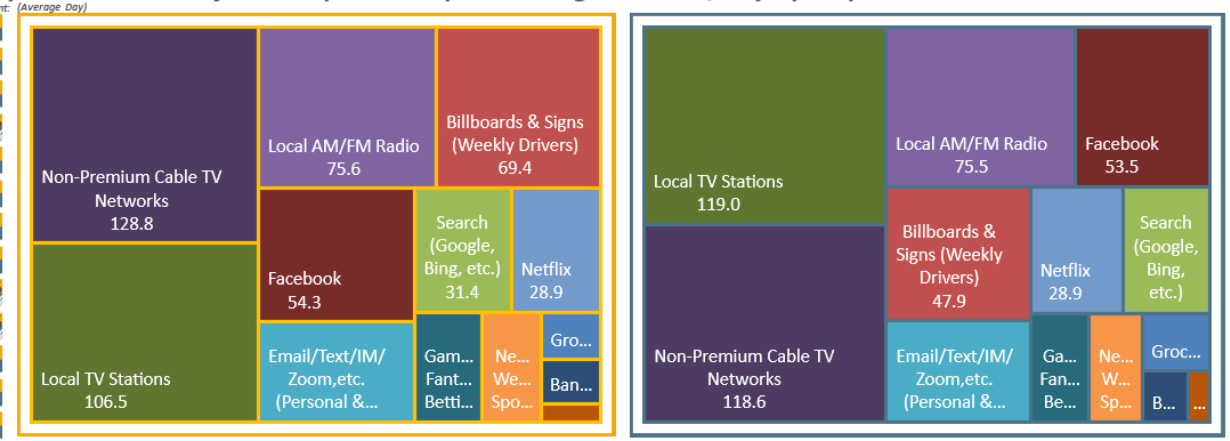
NEW BATHROOM

Adults 35 or older who Plan to REMODEL a BATHROOM in their Home in 2024 spend an average of 8 hours and 52 minutes each day with All Forms of Ad-Supported Media. 86.4% listen to Local AM/FM Radio for an avg. of 69.2 minutes/day. *(Local Radio delivers 11.2% of Time with Ad-Supported Media.)*

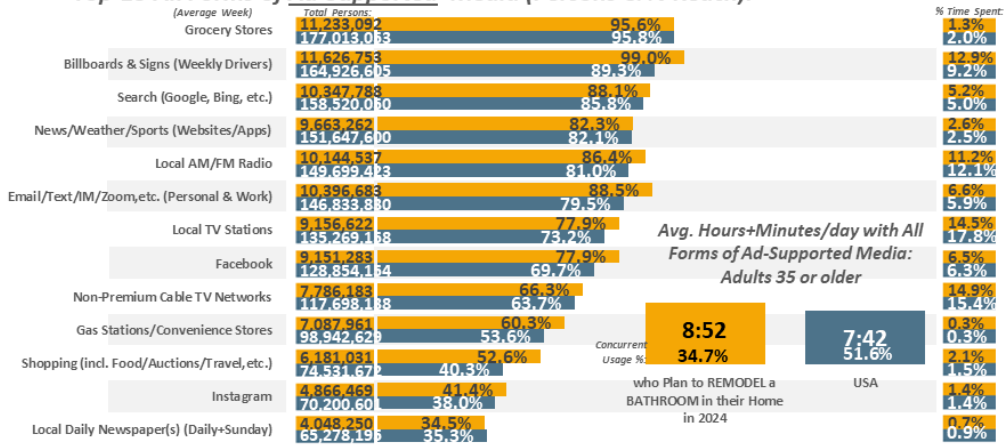
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



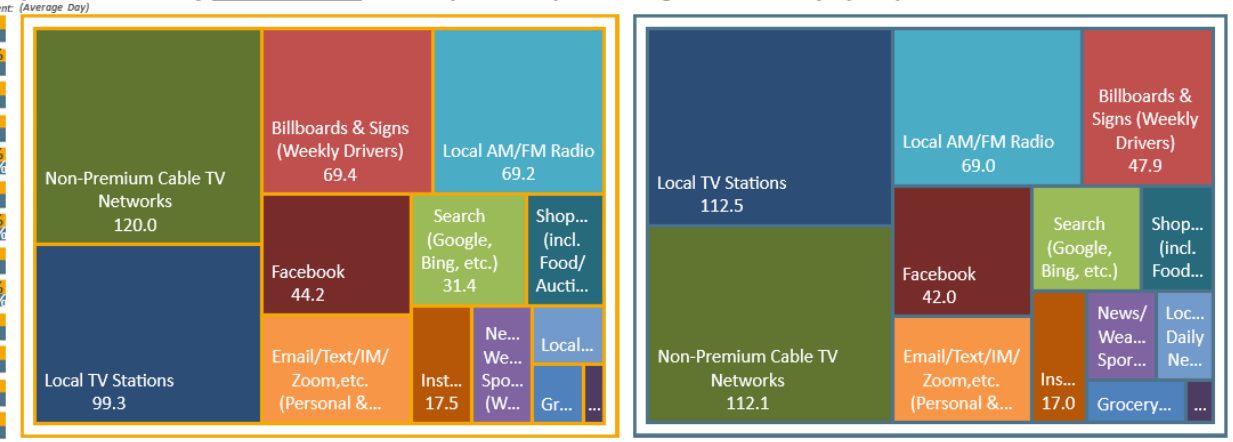
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



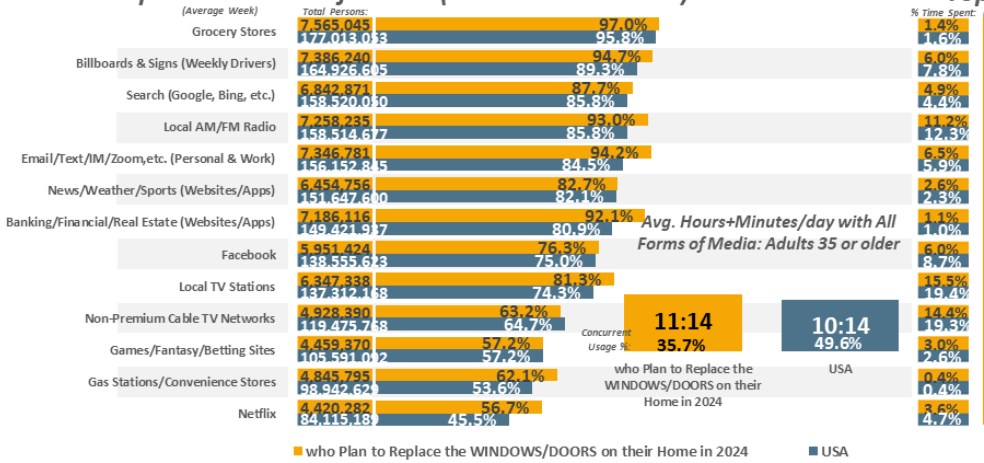
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 562
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom)]

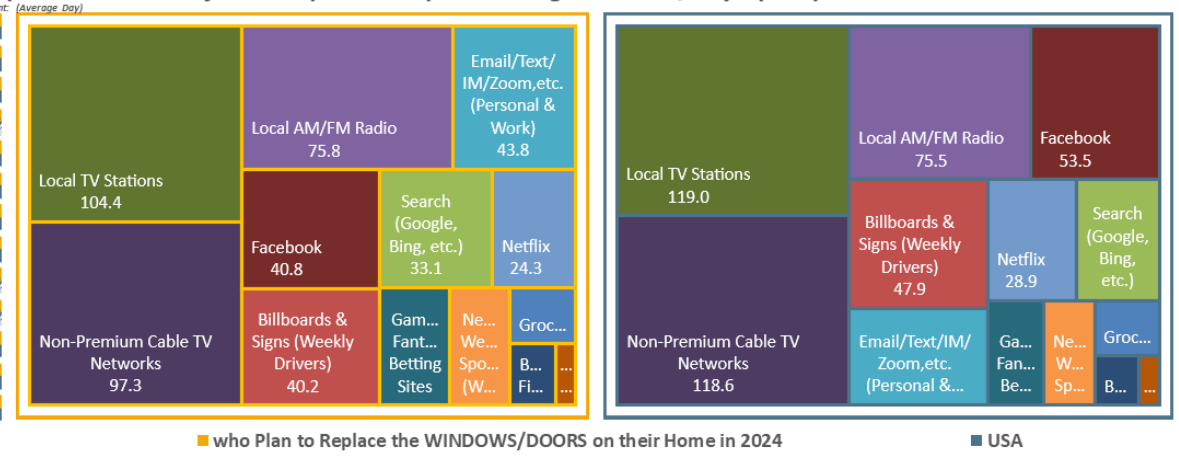
NEW WINDOWS

Adults 35 or older who Plan to Replace the WINDOWS/DOORS on their Home in 2024 spend an average of 8 hours and 9 minutes each day with All Forms of Ad-Supported Media. 86.% listen to Local AM/FM Radio for an avg. of 67.6 minutes/day. *(Local Radio delivers 11.9% of Time with Ad-Supported Media.)*

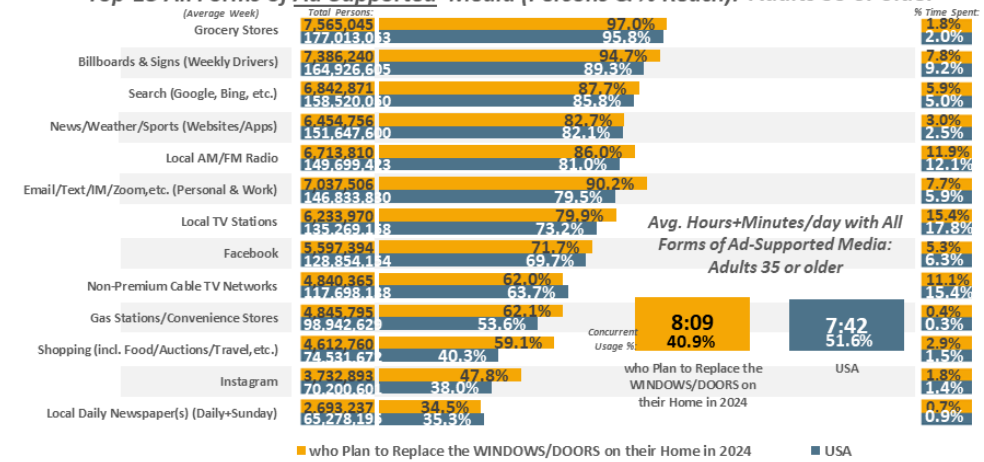
Top-13 All Forms of Media (Persons & % Reach): **Adults 35 or older**



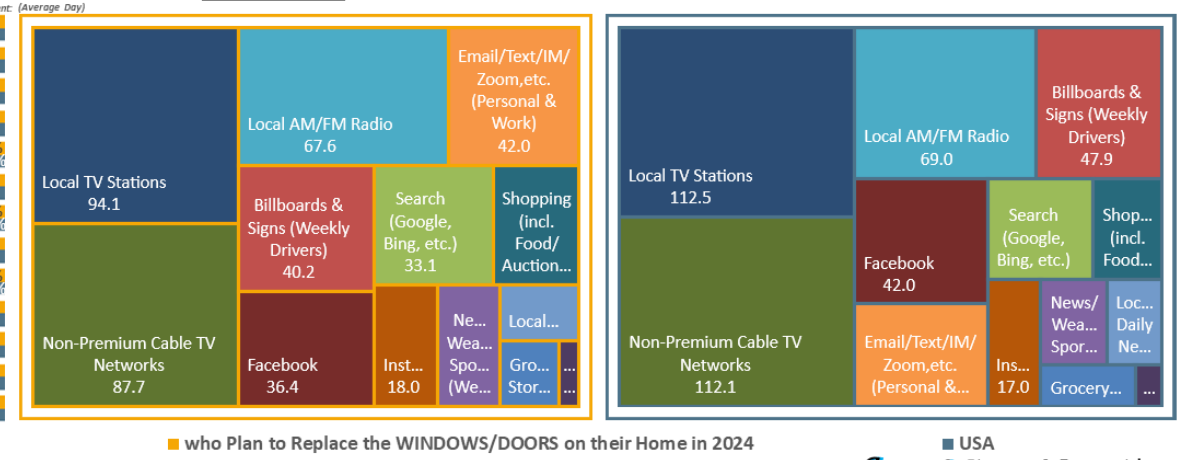
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 35 or older**



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 R2 2023: Jan23-Oct23 Qual Intab 352

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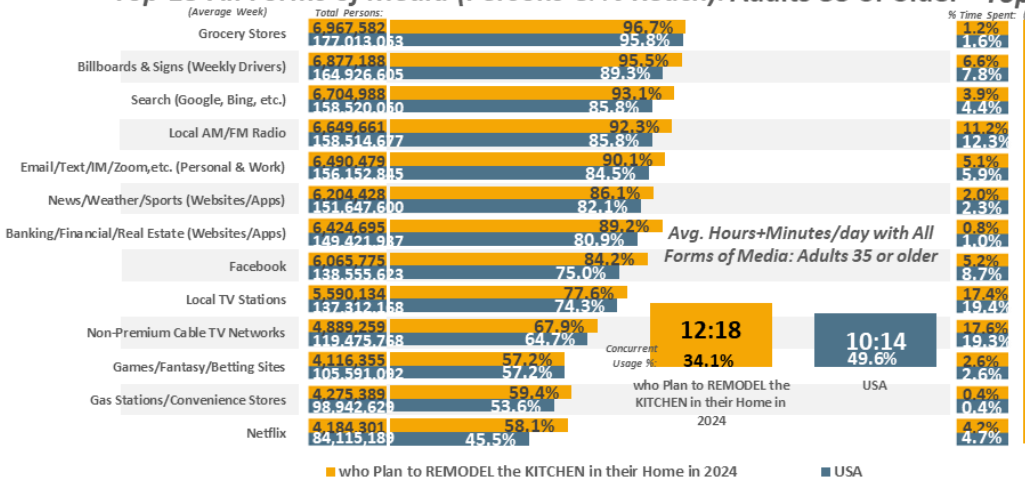
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors)]

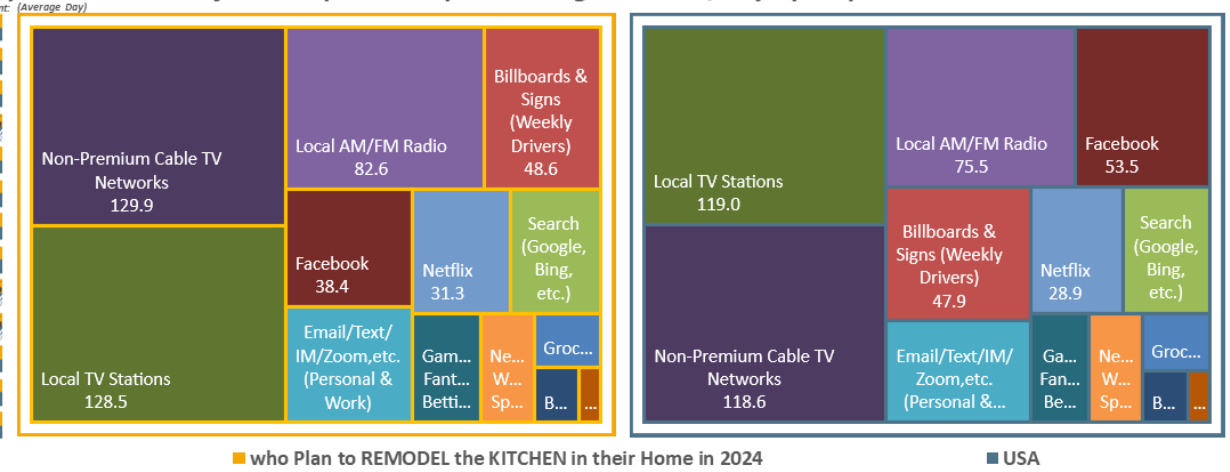
NEW KITCHEN

Adults 35 or older who Plan to REMODEL the KITCHEN in their Home in 2024 spend an average of 8 hours and 48 minutes each day with All Forms of Ad-Supported Media. 85.7% listen to Local AM/FM Radio for an avg. of 72.7 minutes/day. *(Local Radio delivers 11.8% of Time with Ad-Supported Media.)*

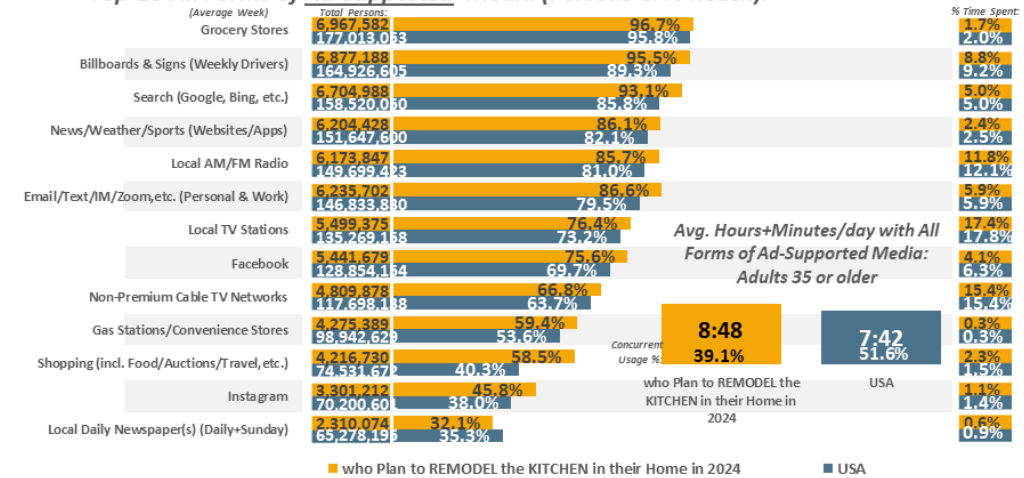
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



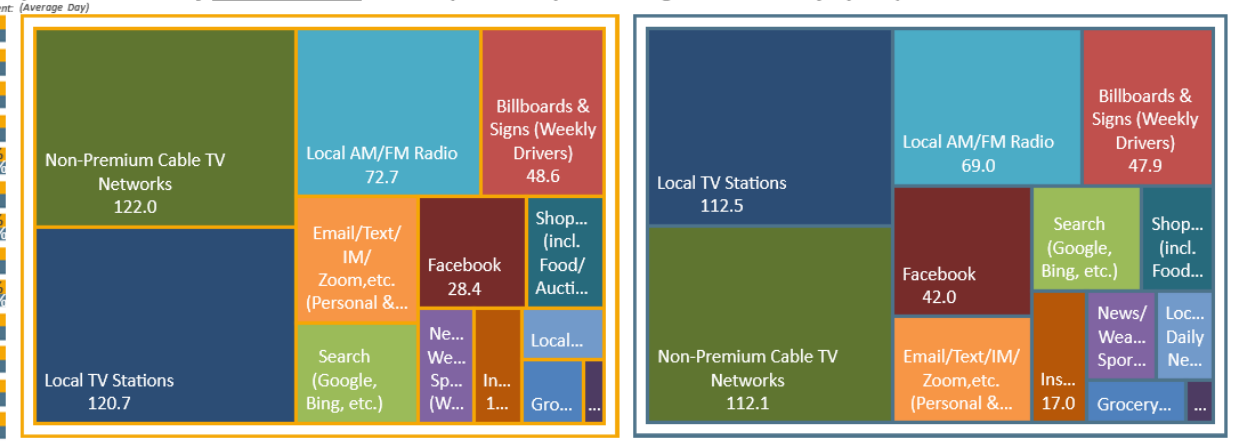
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



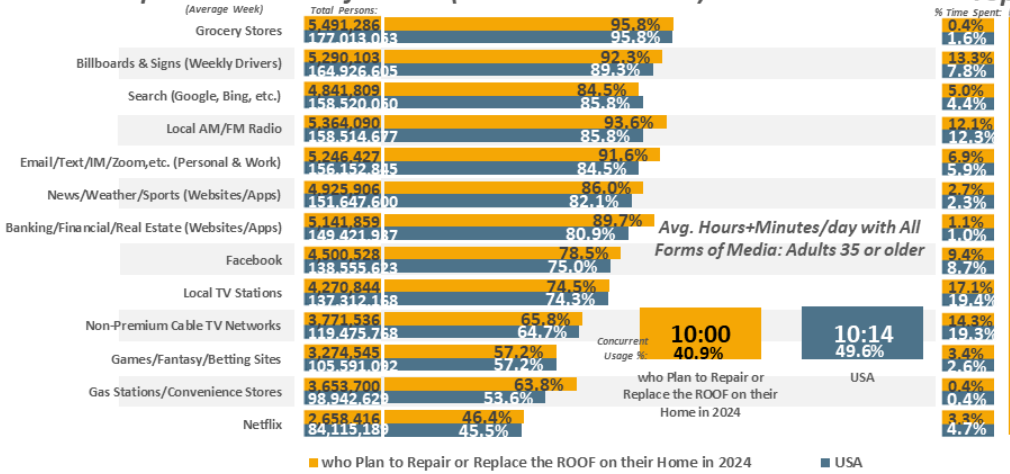
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 348
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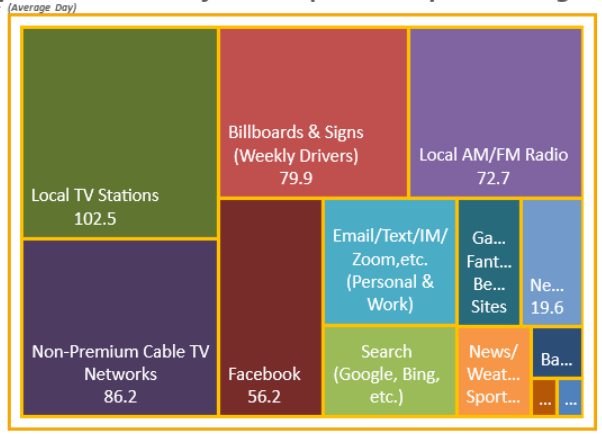
[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen)]

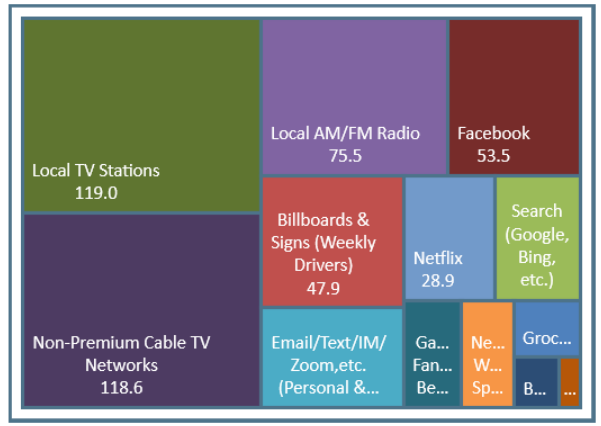
NEW ROOF

Adults 35 or older who Plan to Repair or Replace the ROOF on their Home in 2024 spend an average of 7 hours and 17 minutes each day with All Forms of Ad-Supported Media. 86.9% listen to Local AM/FM Radio for an avg. of 62.3 minutes/day. *(Local Radio delivers 12.4% of Time with Ad-Supported Media.)*

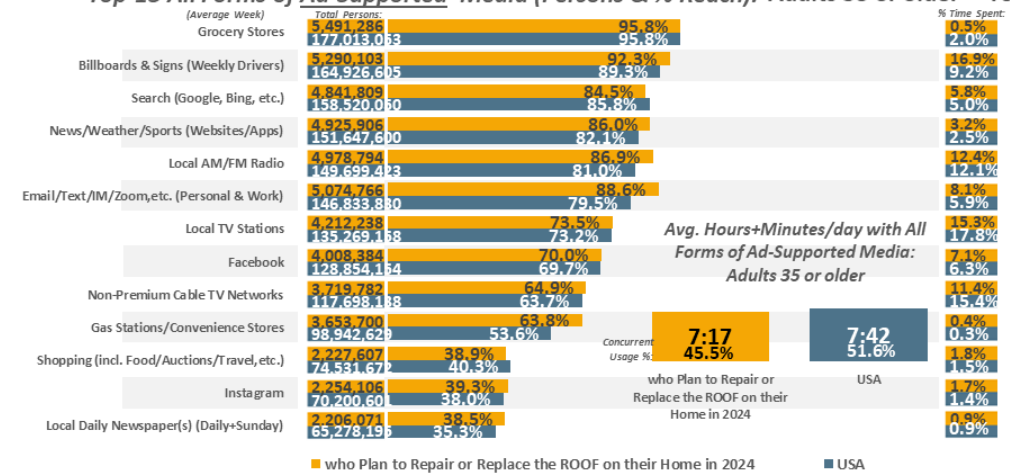
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

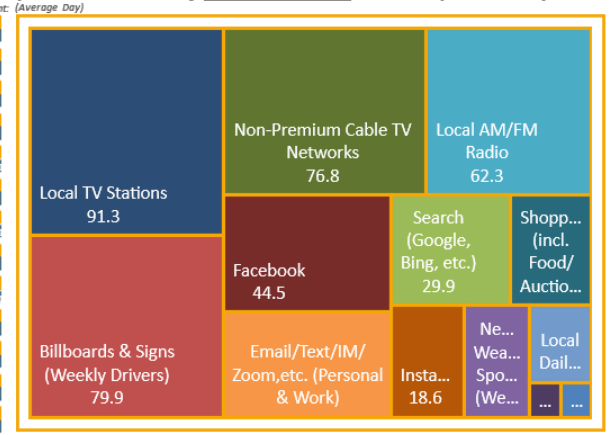


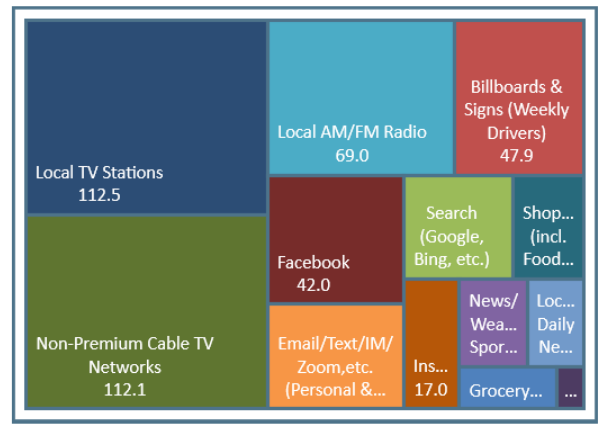




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older







USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 263

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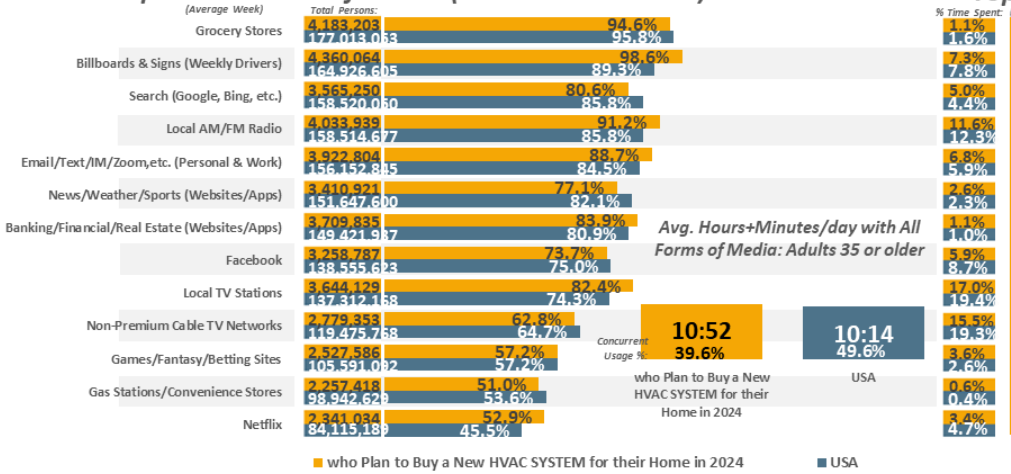
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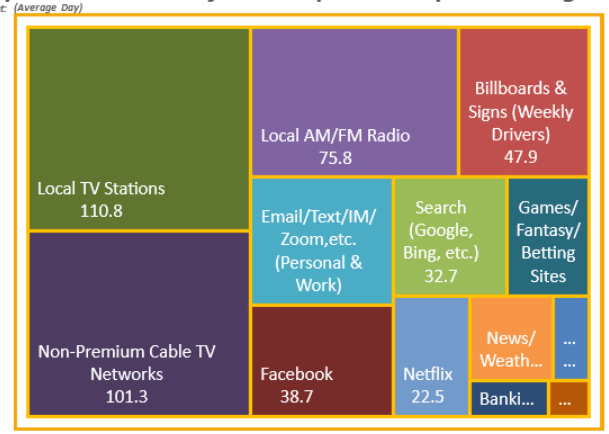
[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace or repair roof)]

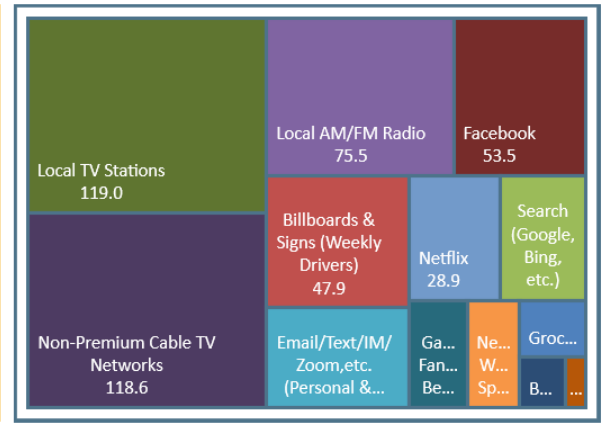
NEW HVAC SYSTEM

Adults 35 or older who Plan to Buy a New HVAC SYSTEM for their Home in 2024 spend an average of 7 hours and 42 minutes each day with All Forms of Ad-Supported Media. 83.8% listen to Local AM/FM Radio for an avg. of 64.4 minutes/day. *(Local Radio delivers 11.7% of Time with Ad-Supported Media.)*

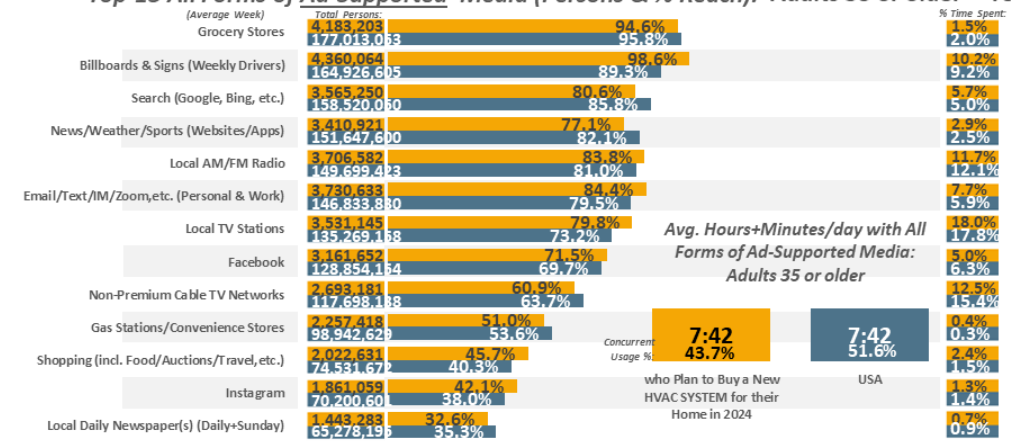
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



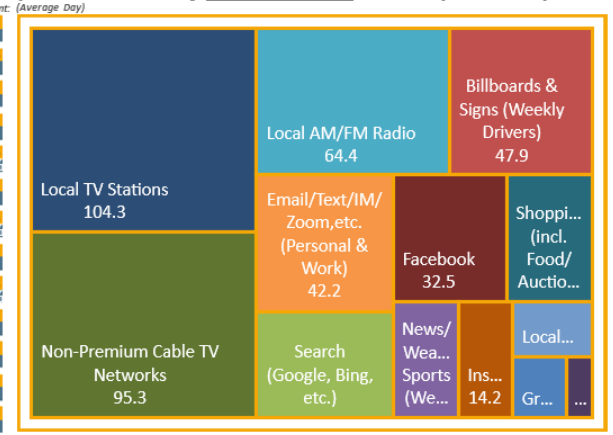


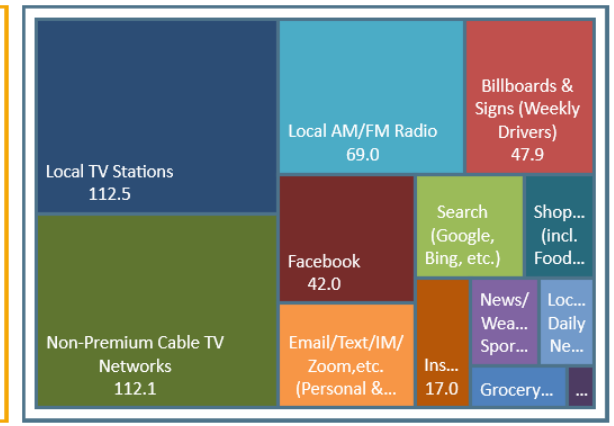


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 199

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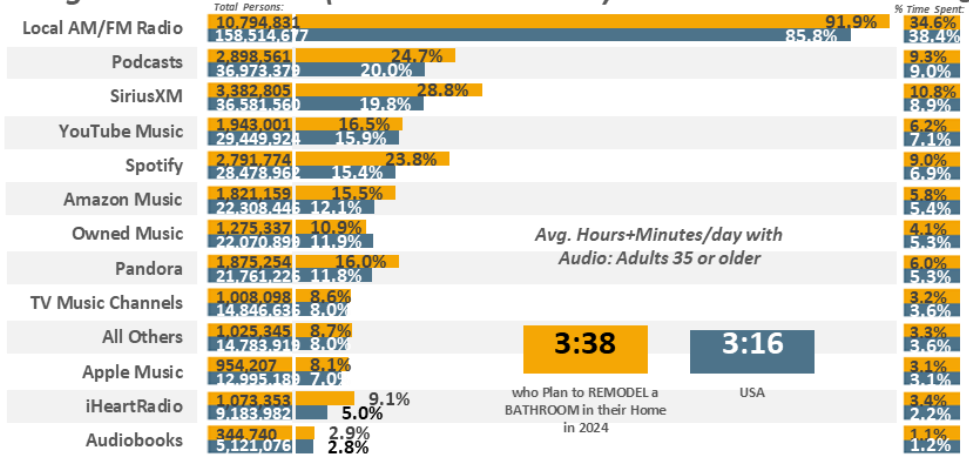
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Heating or air conditioning)]

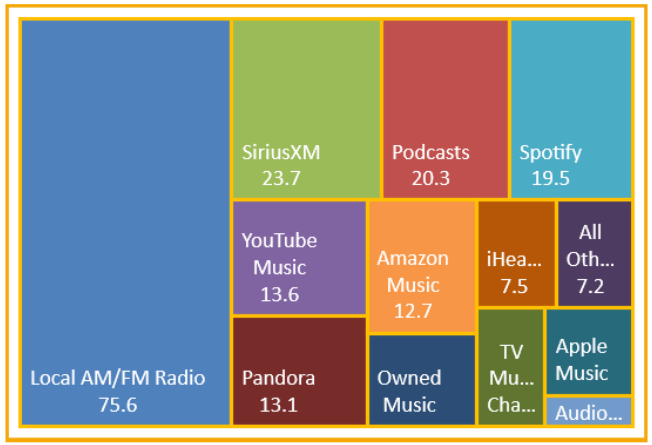
NEW BATHROOM

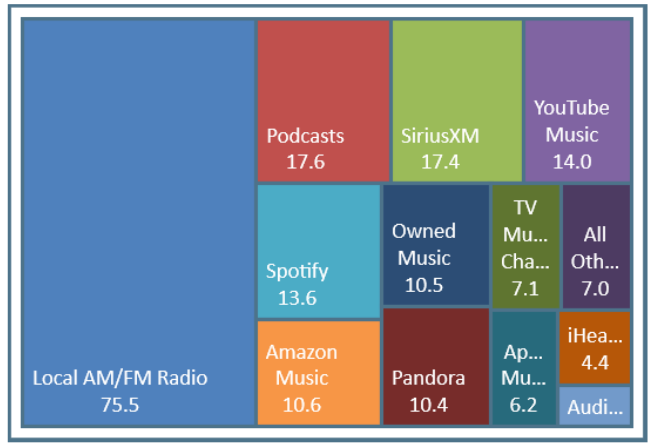
10,144,537 or 86.4% of Adults 35 or older who Plan to REMODEL a BATHROOM in their Home in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 69.2 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.

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

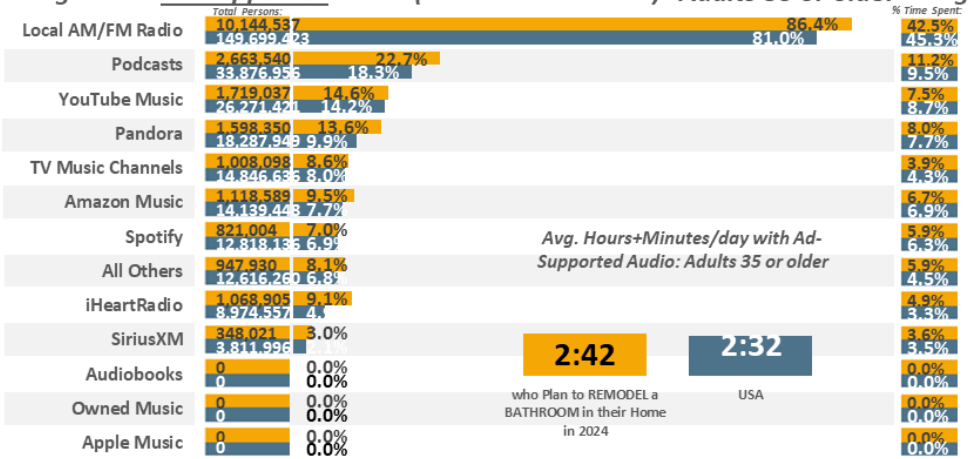


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

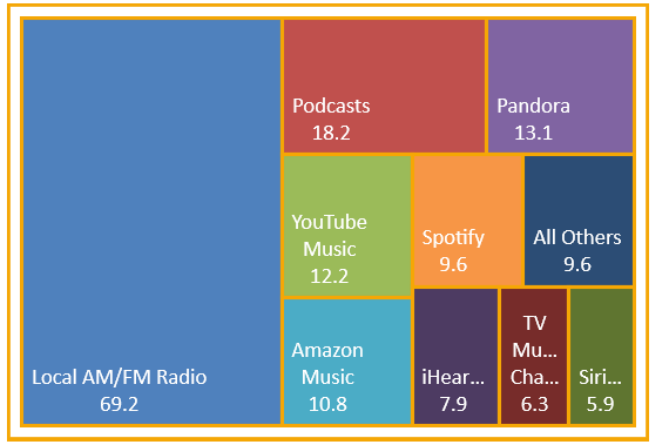


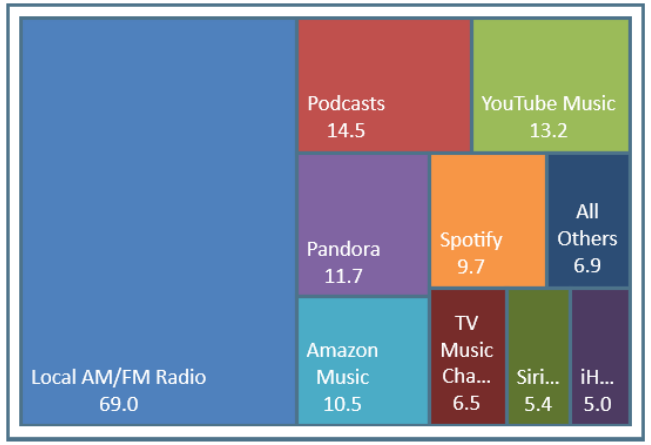


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 562

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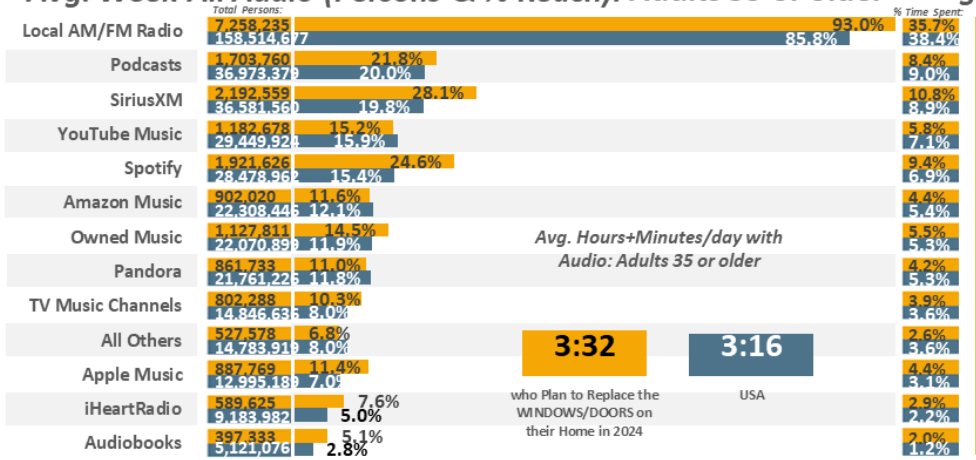
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom)]

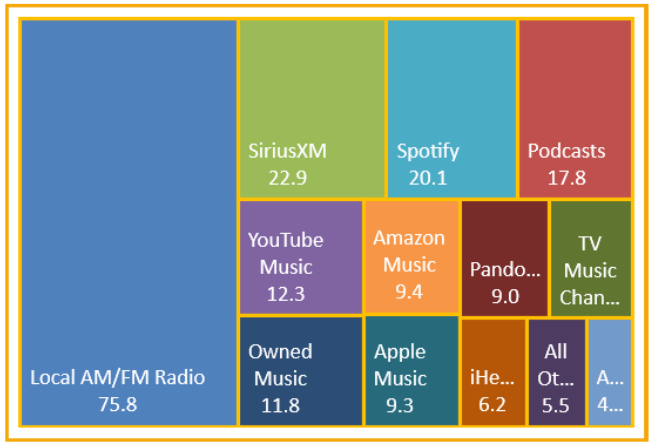
NEW WINDOWS

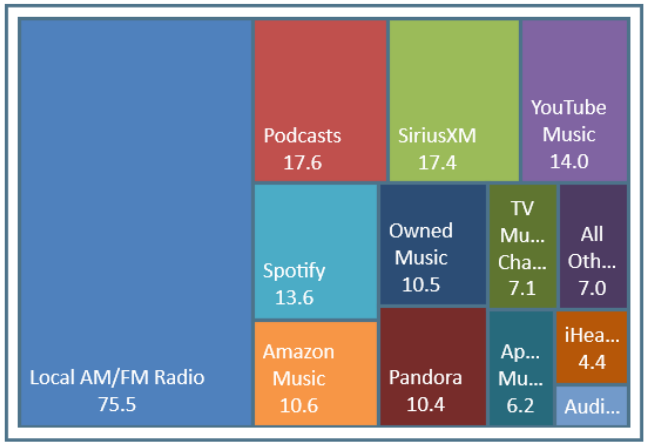
6,713,810 or 86.% of Adults 35 or older who Plan to Replace the WINDOWS/DOORS on their Home in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 67.6 minutes every day representing 44.9% of all time spent daily with Ad-Supported Audio.

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

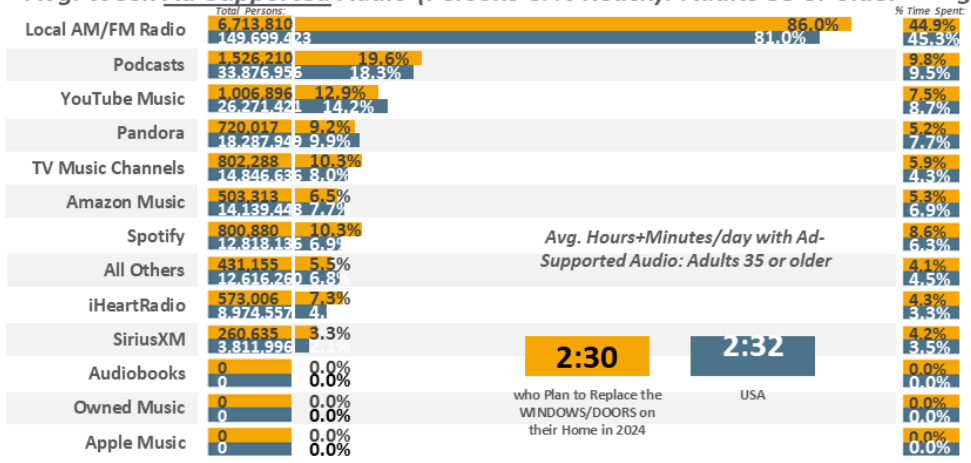


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

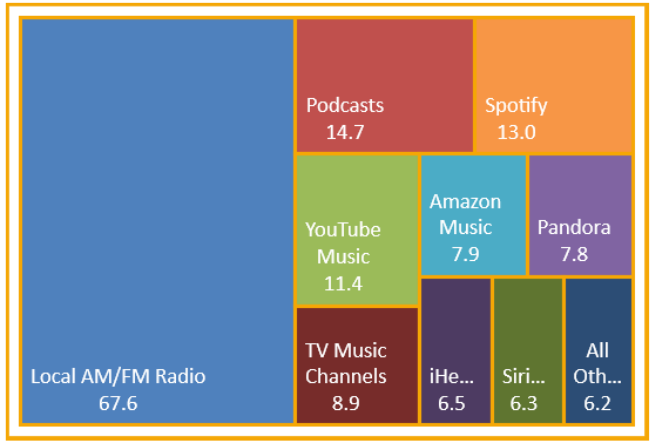


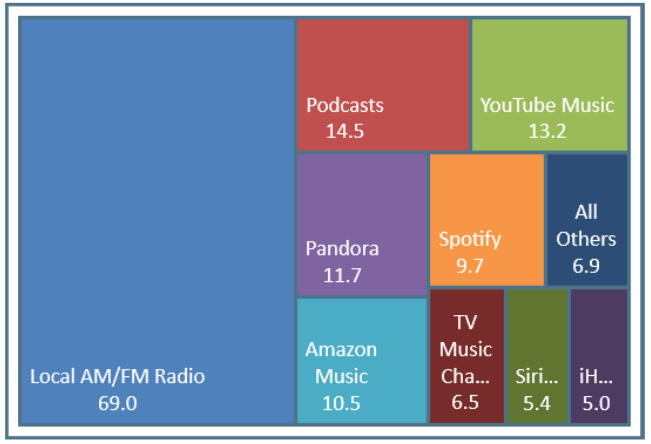


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 352

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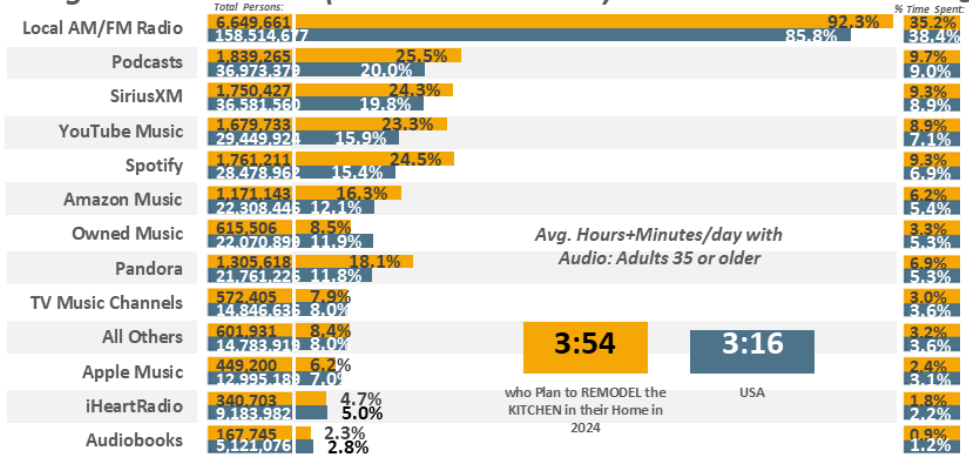
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors)]

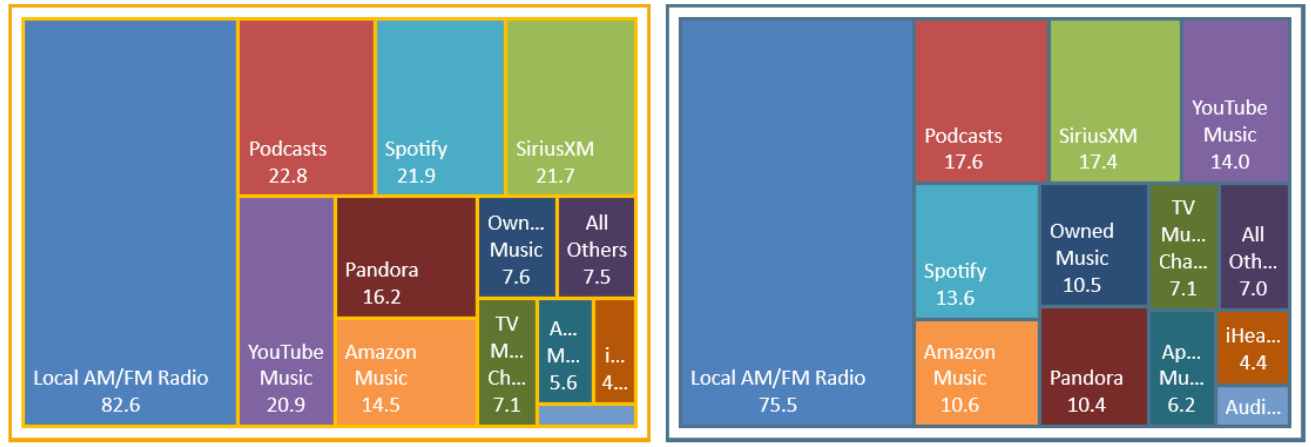
NEW KITCHEN

6,173,847 or 85.7% of Adults 35 or older who Plan to REMODEL the KITCHEN in their Home in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 72.7 minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.

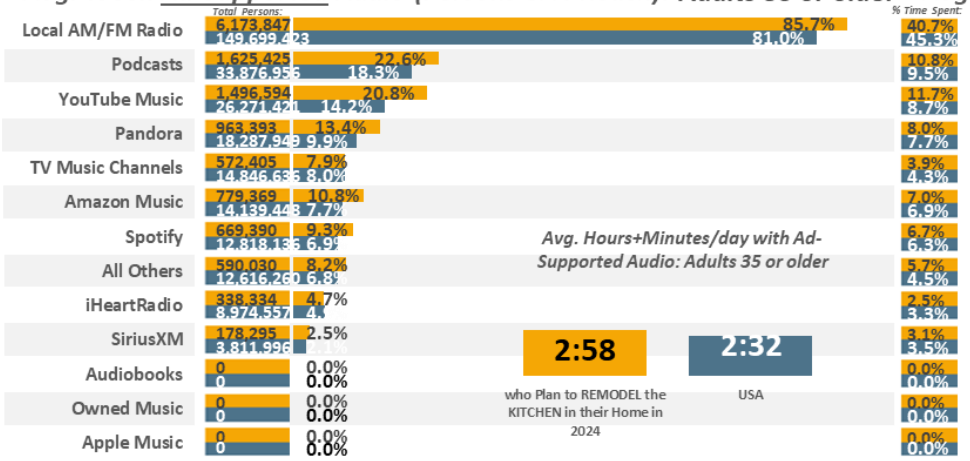
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



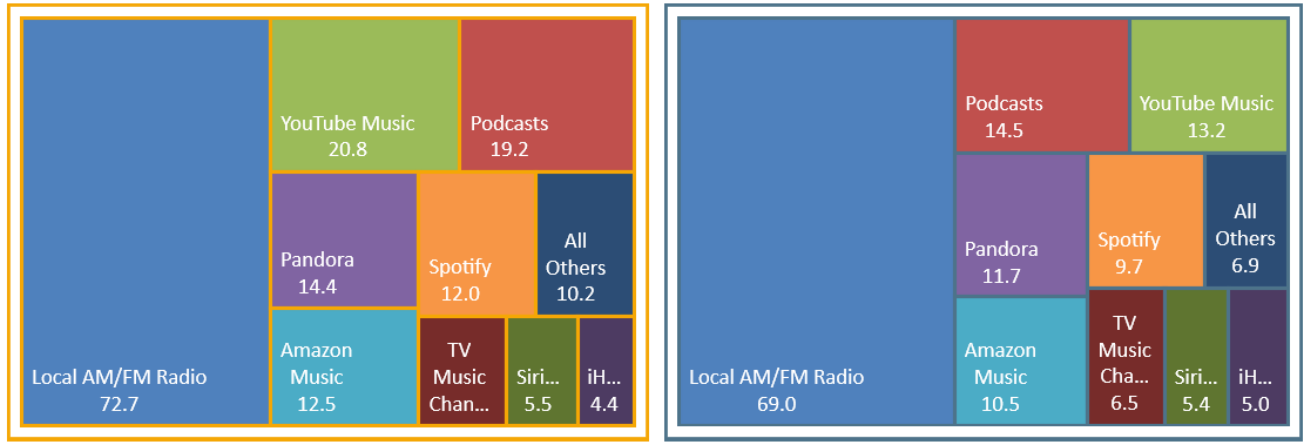
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 348

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

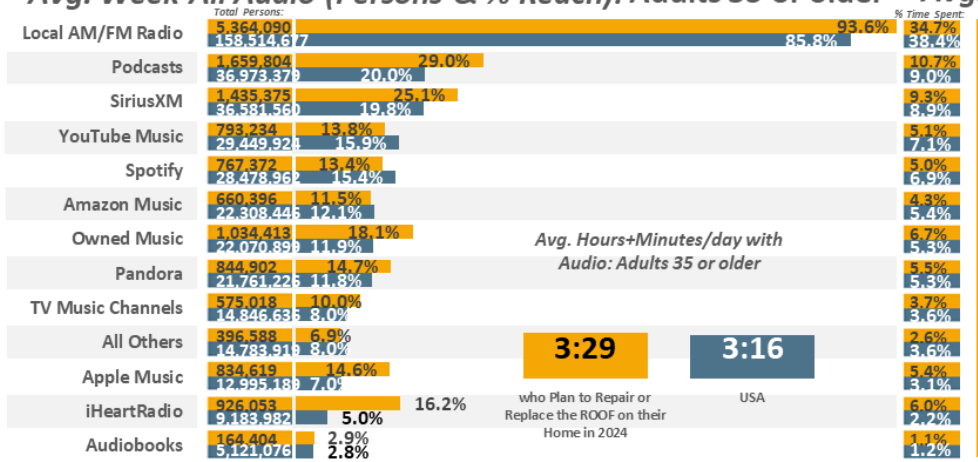
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen)]

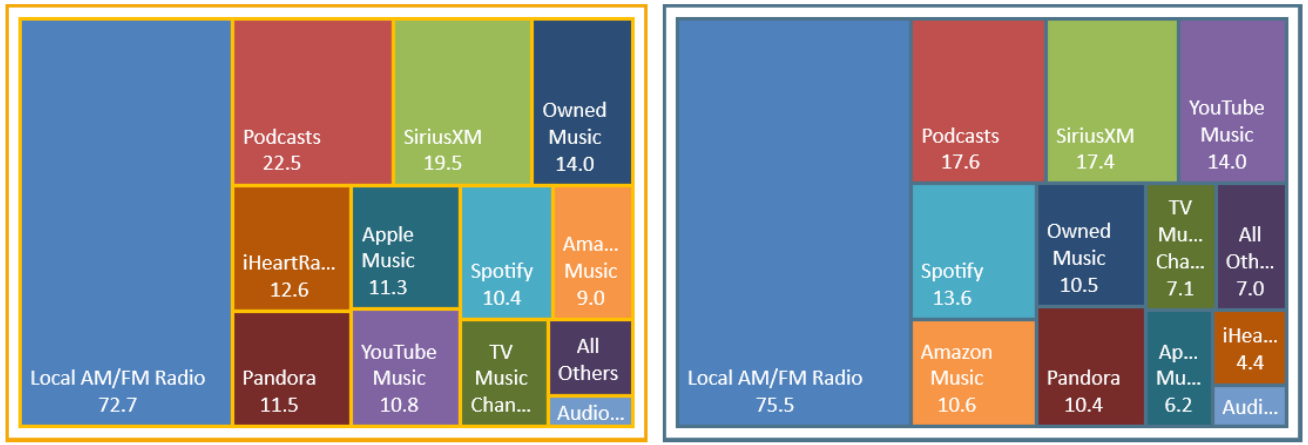
NEW ROOF

4,978,794 or 86.9% of Adults 35 or older who Plan to Repair or Replace the ROOF on their Home in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.

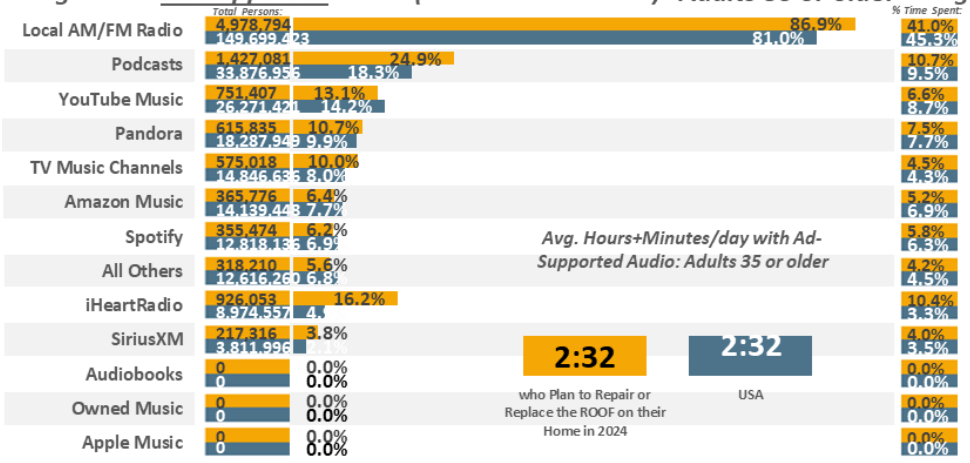
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



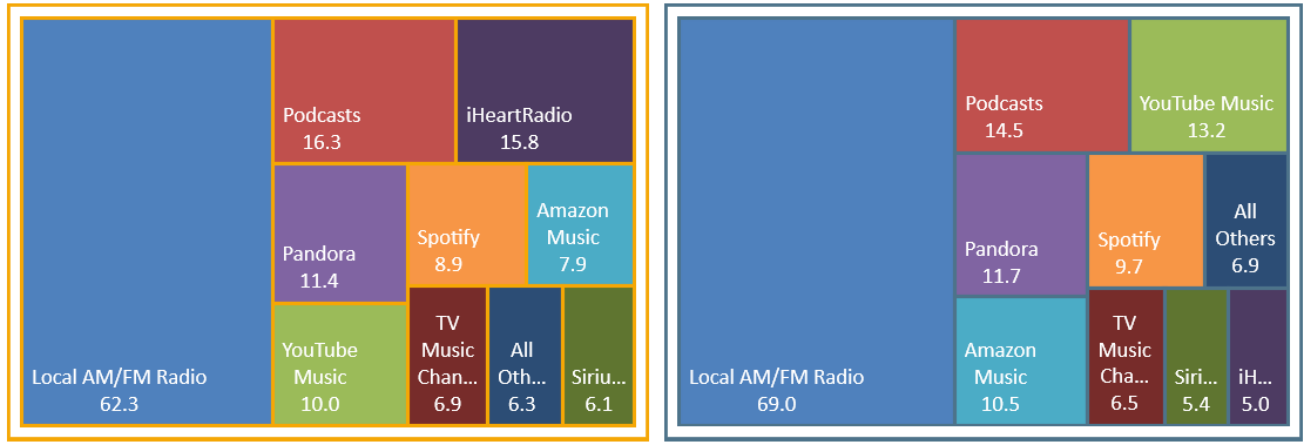
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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 R2 2023: Jan23-Oct23 Qual Intab 263

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

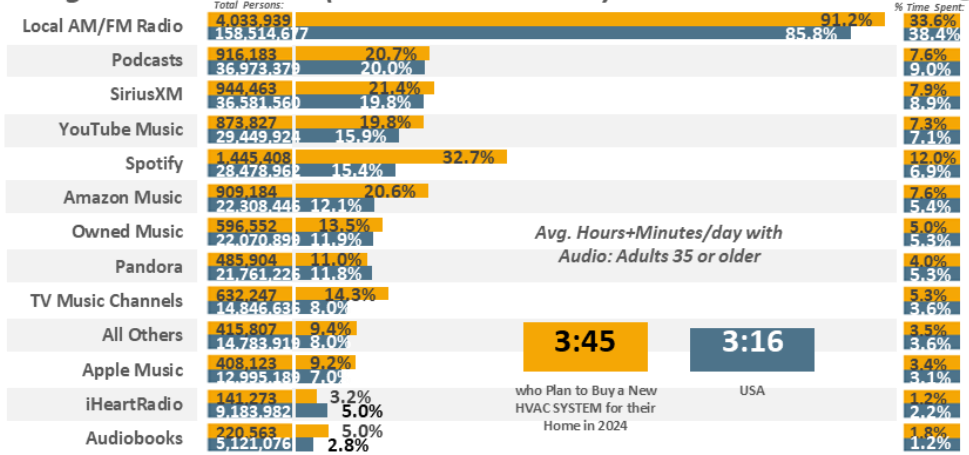
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace or repair roof)]

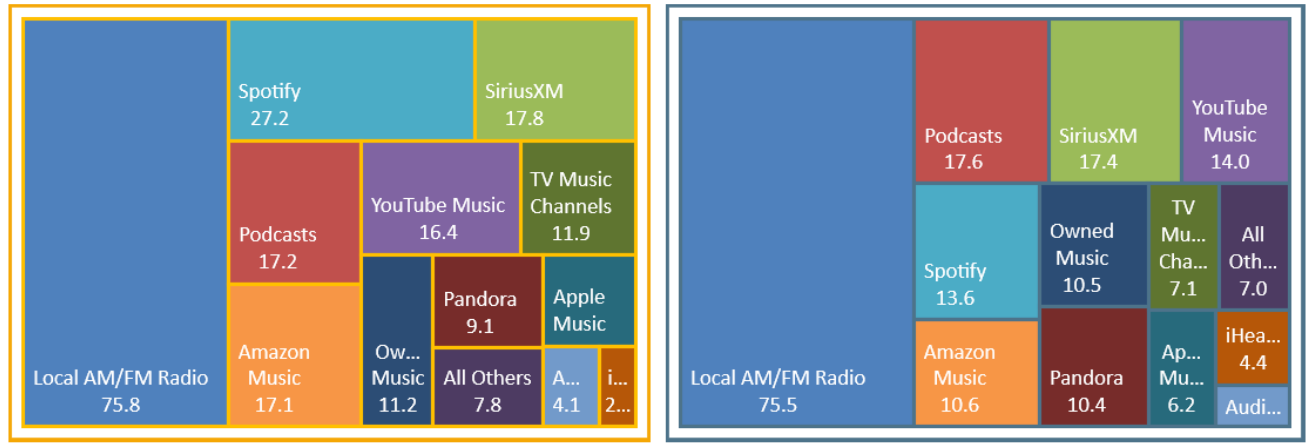
NEW HVAC SYSTEM

3,706,582 or 83.8% of Adults 35 or older who Plan to Buy a New HVAC SYSTEM for their Home in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 64.4 minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.

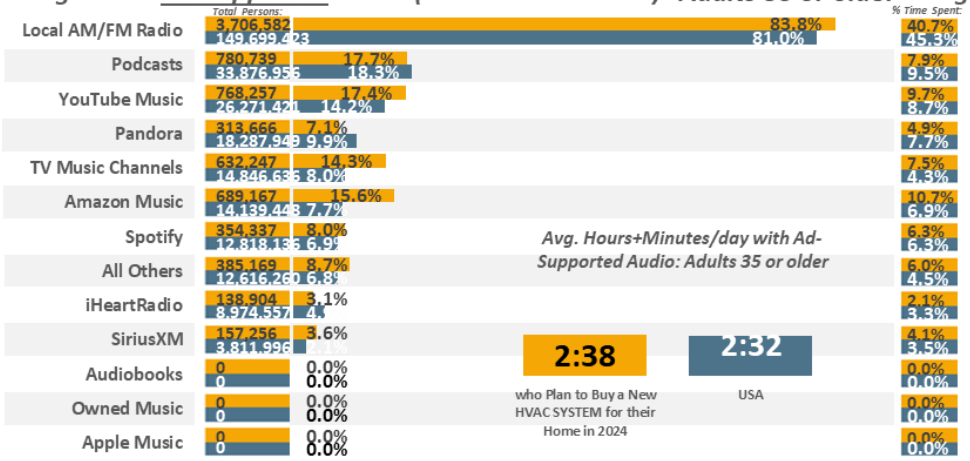
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



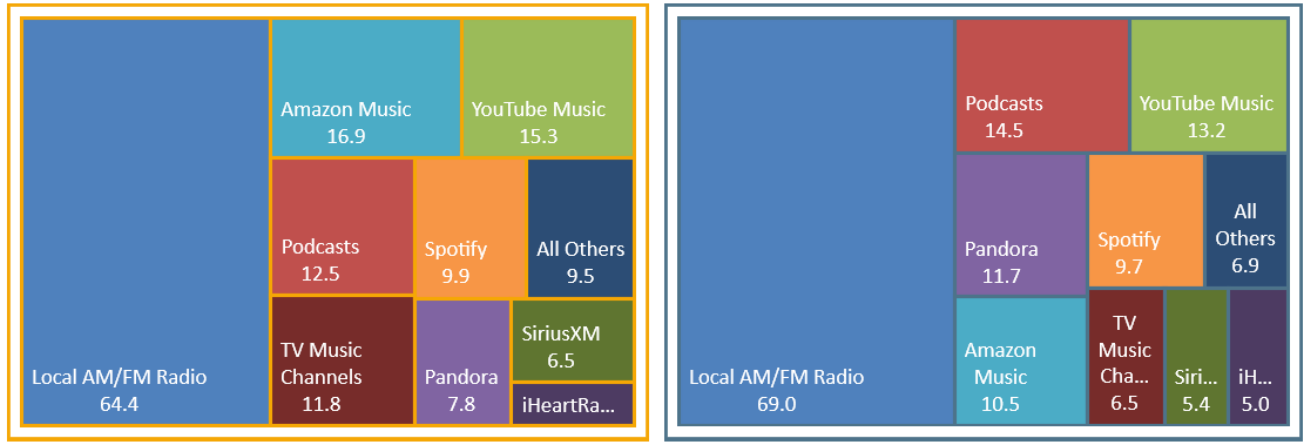
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 199

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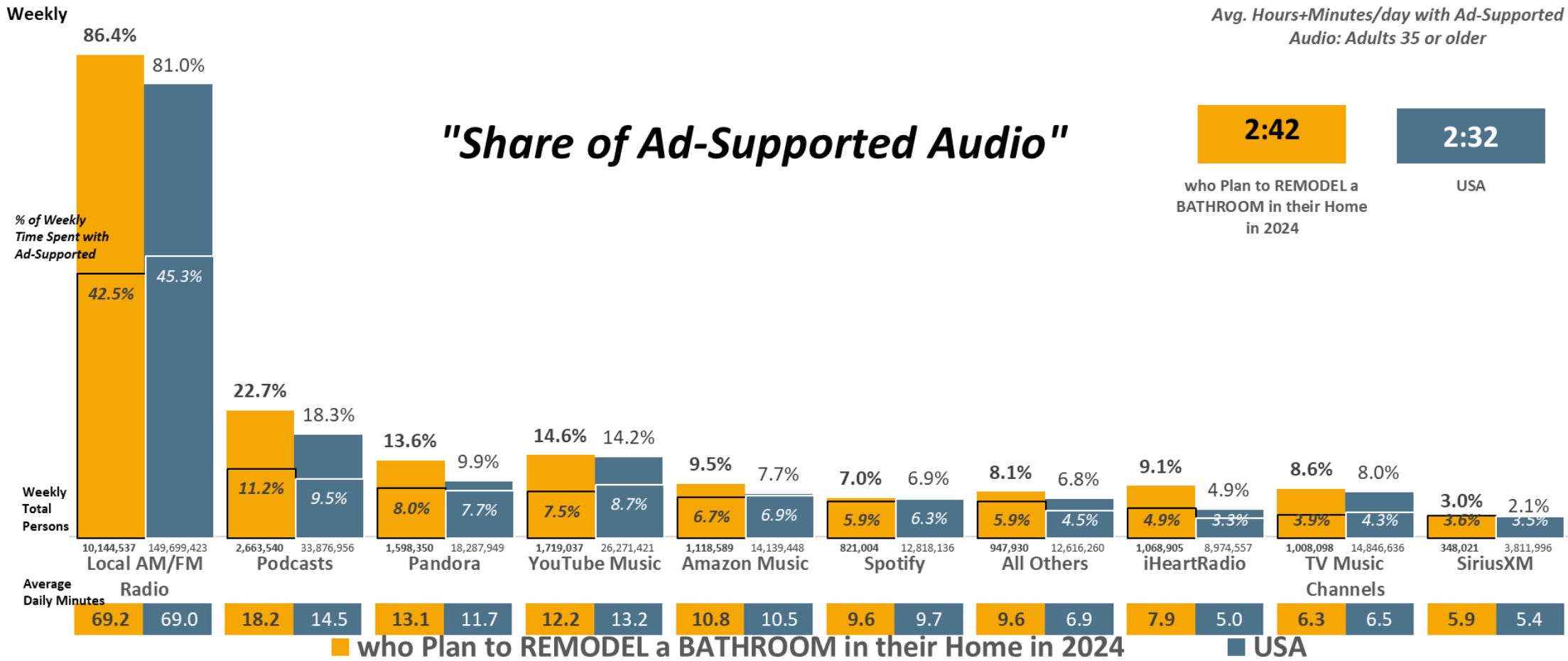
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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

NEW BATHROOM

10,144,537 or 86.4% of Adults 35 or older who Plan to REMODEL a BATHROOM in their Home in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 69.2 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 562

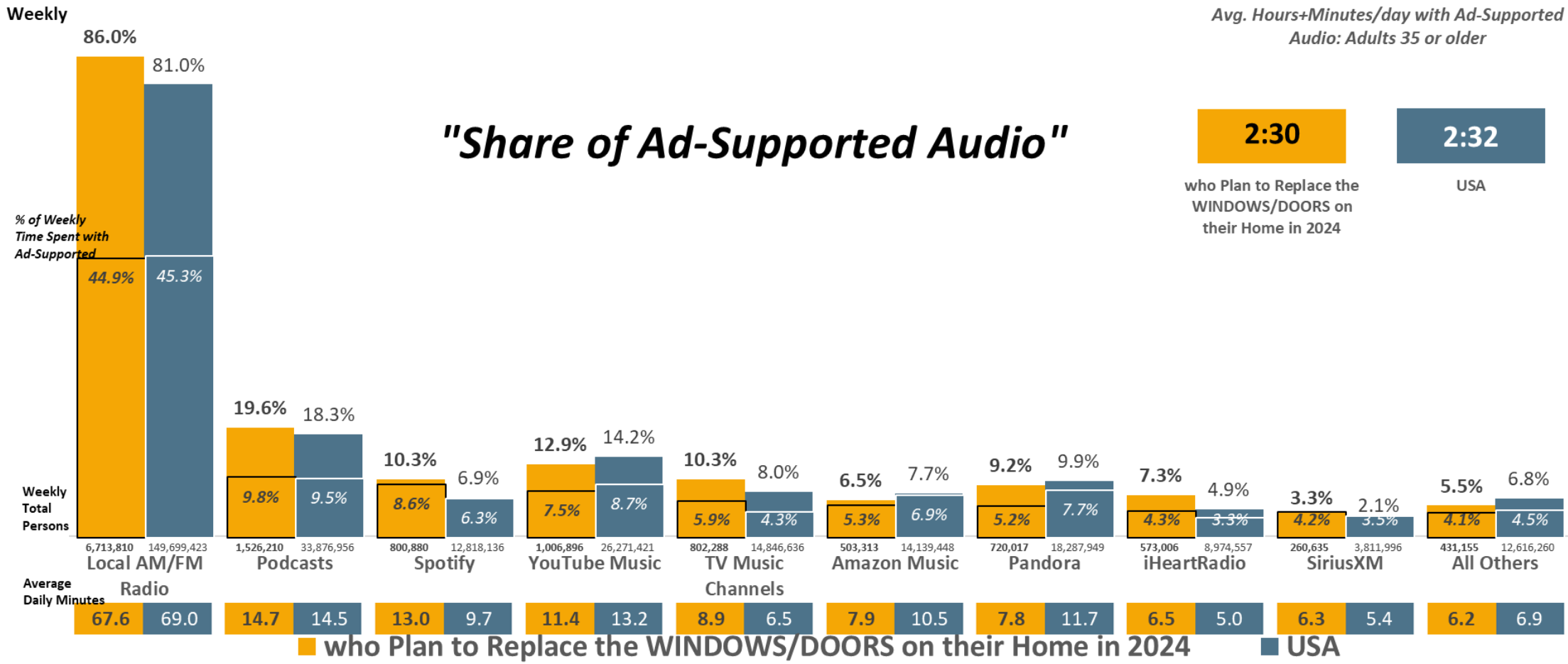
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom)]

NEW WINDOWS

6,713,810 or 86.% of Adults 35 or older who Plan to Replace the WINDOWS/DOORS on their Home in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 67.6 minutes every day representing 44.9% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 352

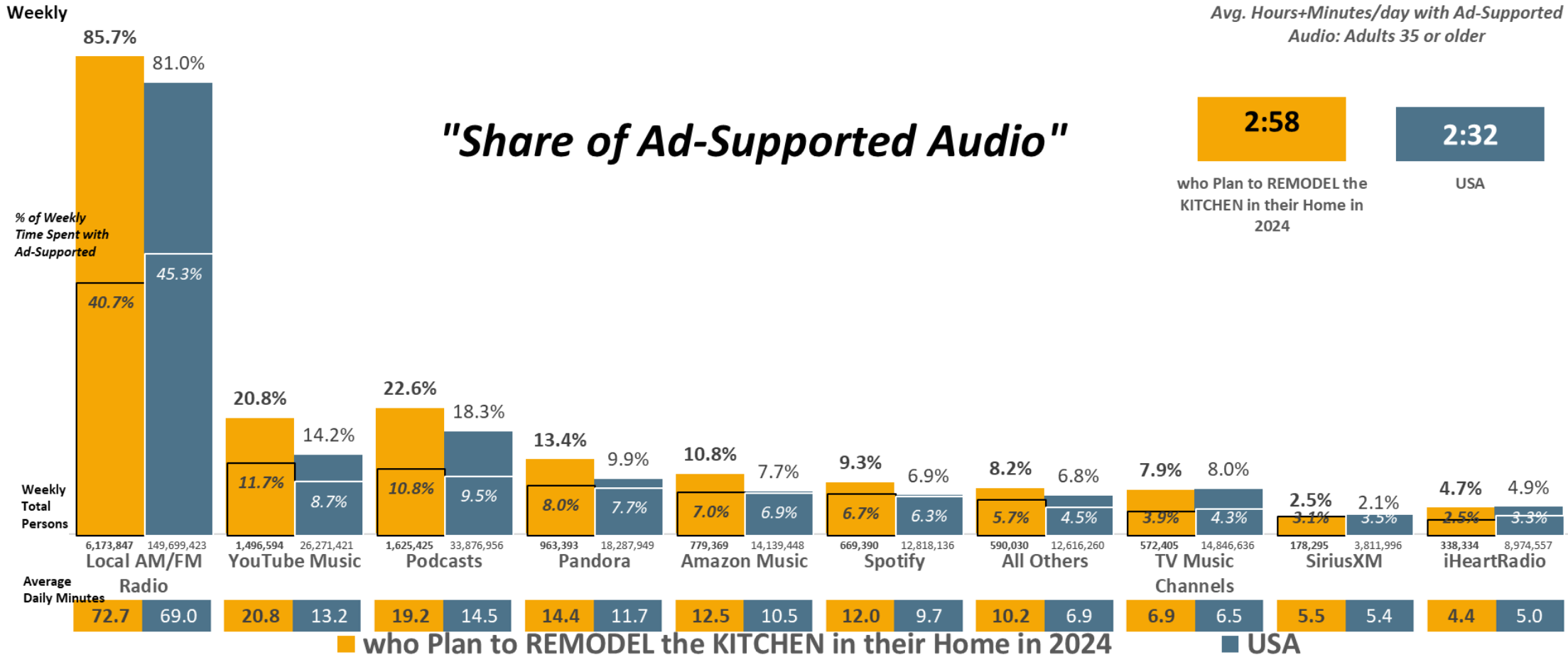
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors)]

NEW KITCHEN

6,173,847 or 85.7% of Adults 35 or older who Plan to REMODEL the KITCHEN in their Home in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 72.7 minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 348

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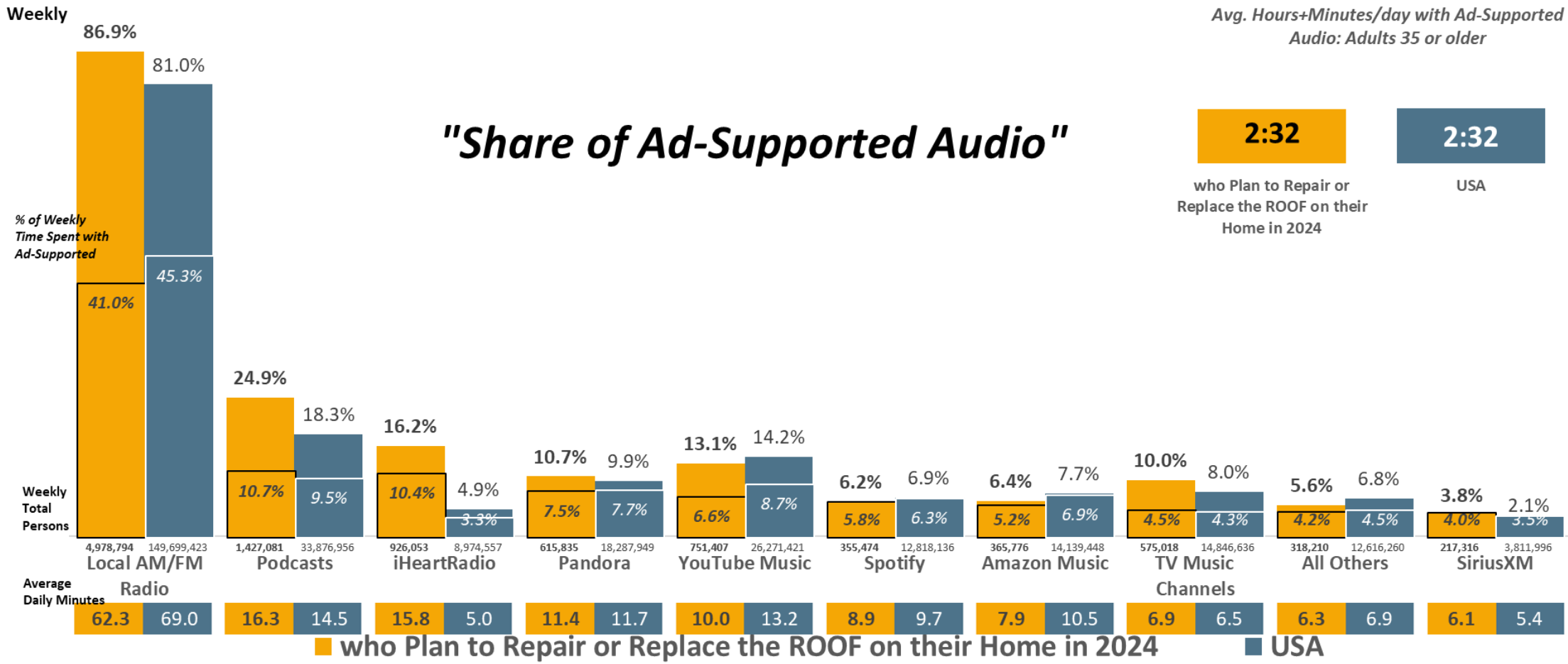
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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

NEW ROOF

4,978,794 or 86.9% of Adults 35 or older who Plan to Repair or Replace the ROOF on their Home in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	iHeartRadio	Pandora	YouTube Music	Spotify	Amazon Music	TV Music Channels	All Others	SiriusXM
who Plan to Repair or Replace the ROOF on their Home in 2024	86.9%	24.9%	16.2%	10.7%	13.1%	6.2%	6.4%	10.0%	5.6%	3.8%
% of Weekly Time Spent with Ad-Supported	41.0%	10.7%	10.4%	7.5%	6.6%	5.8%	5.2%	4.5%	4.2%	4.0%
Weekly Total Persons	4,978,794	1,427,081	926,053	615,835	751,407	355,474	365,776	575,018	318,210	217,316
Average Daily Minutes	62.3	16.3	15.8	11.4	10.0	8.9	7.9	6.9	6.3	6.1
USA	81.0%	18.3%	4.9%	9.9%	14.2%	6.9%	7.7%	8.0%	6.8%	2.1%
% of Weekly Time Spent with Ad-Supported	45.3%	9.5%	3.3%	7.7%	8.7%	6.3%	6.9%	4.3%	4.5%	3.5%
Weekly Total Persons	149,699,423	33,876,956	8,974,557	18,287,949	26,271,421	12,818,136	14,139,448	14,846,636	12,616,260	3,811,996
Average Daily Minutes	69.0	14.5	5.0	11.7	13.2	9.7	10.5	6.5	6.9	5.4

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 263

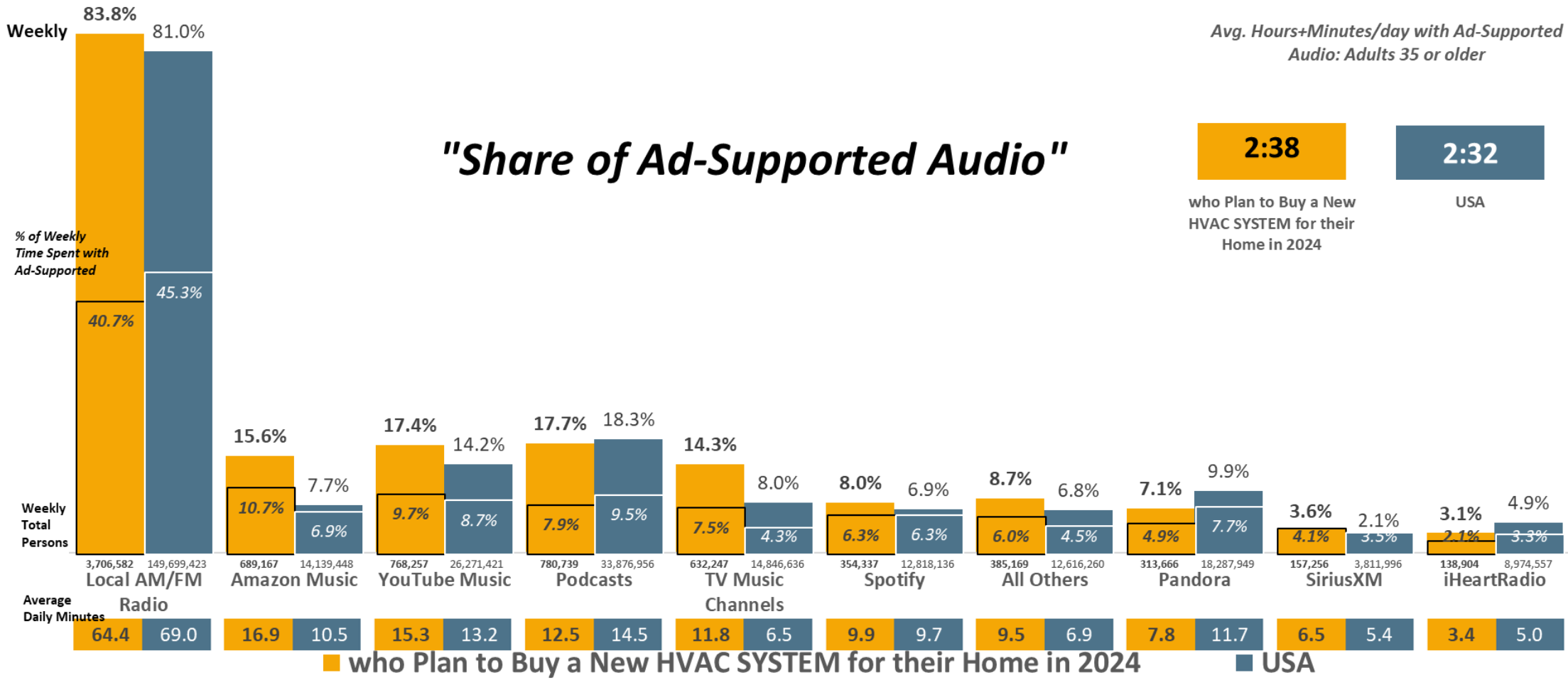
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace or repair roof)]

NEW HVAC SYSTEM

3,706,582 or 83.8% of Adults 35 or older who Plan to Buy a New HVAC SYSTEM for their Home in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 64.4 minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 199

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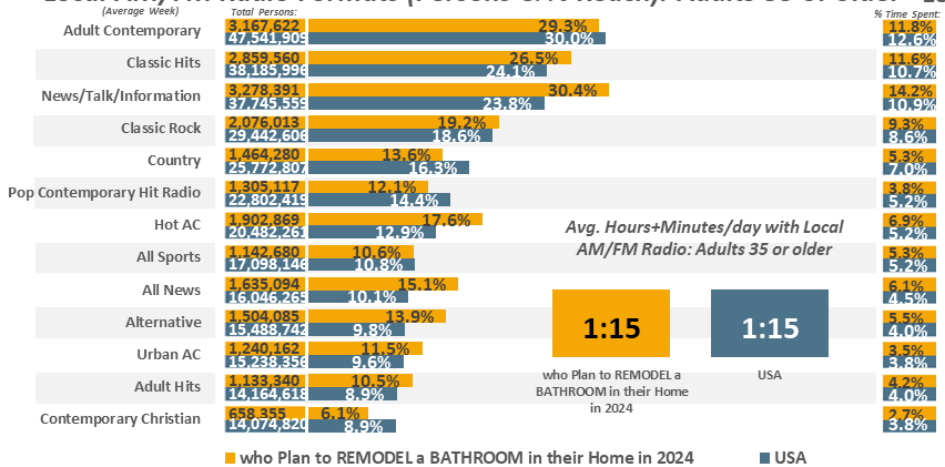
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Heating or air conditioning)]

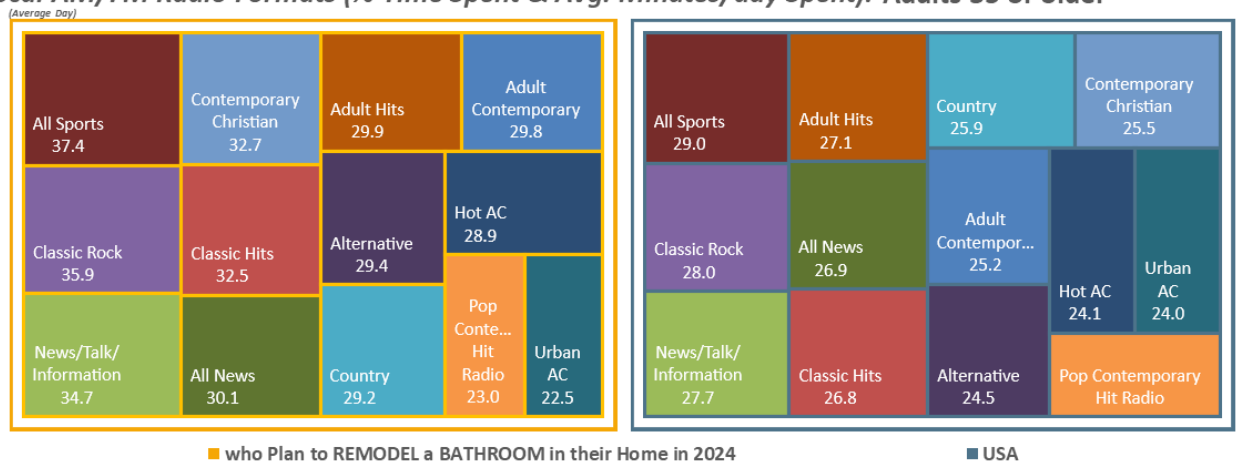
NEW BATHROOM

10,144,537 or 86.4% of Adults 35 or older who Plan to REMODEL a BATHROOM in their Home in 2024 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, News/Talk/Information, Classic Rock, and Hot AC.

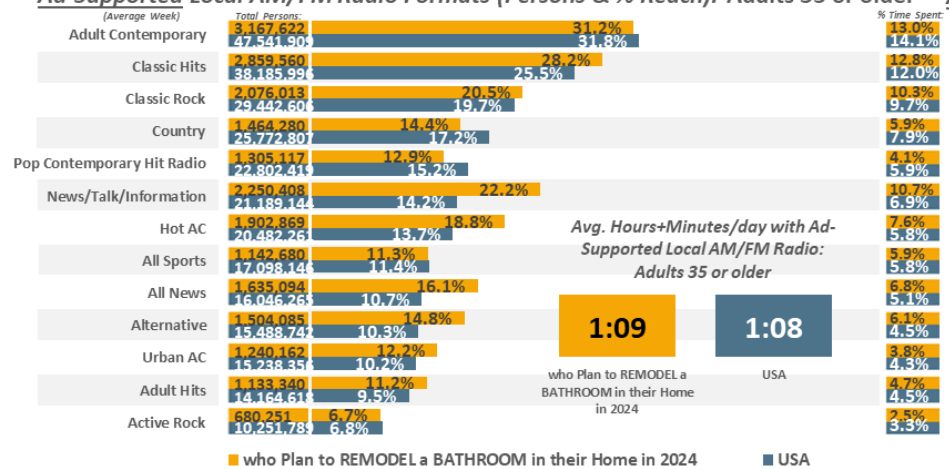
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



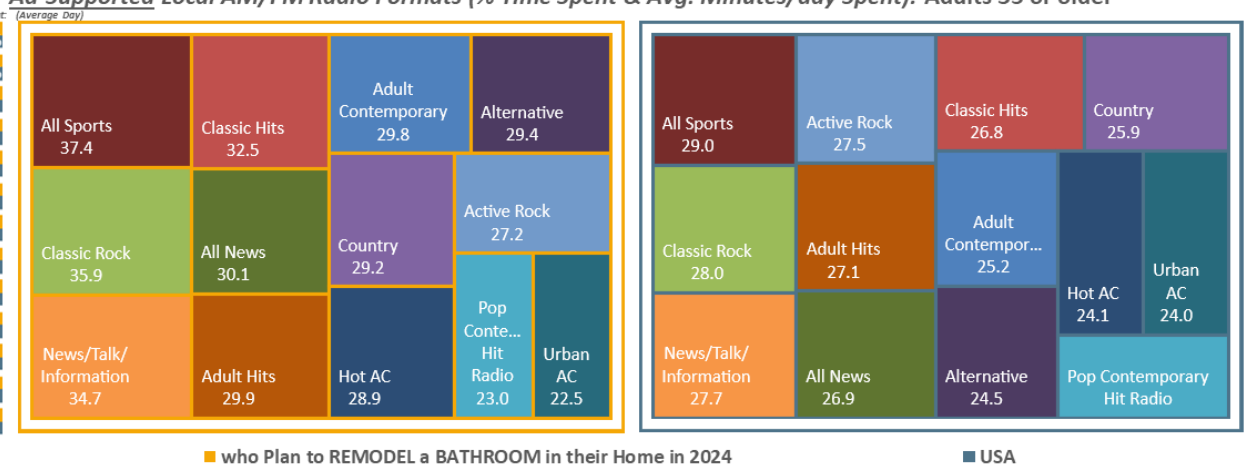
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 562

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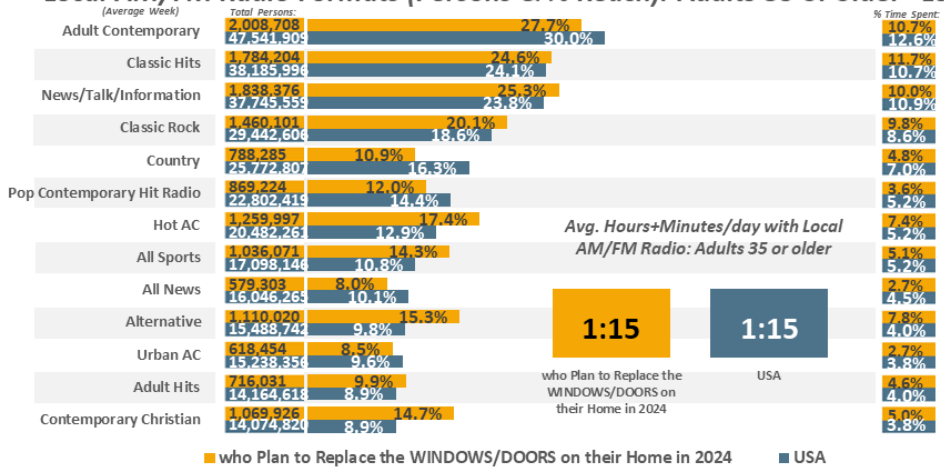
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom)]

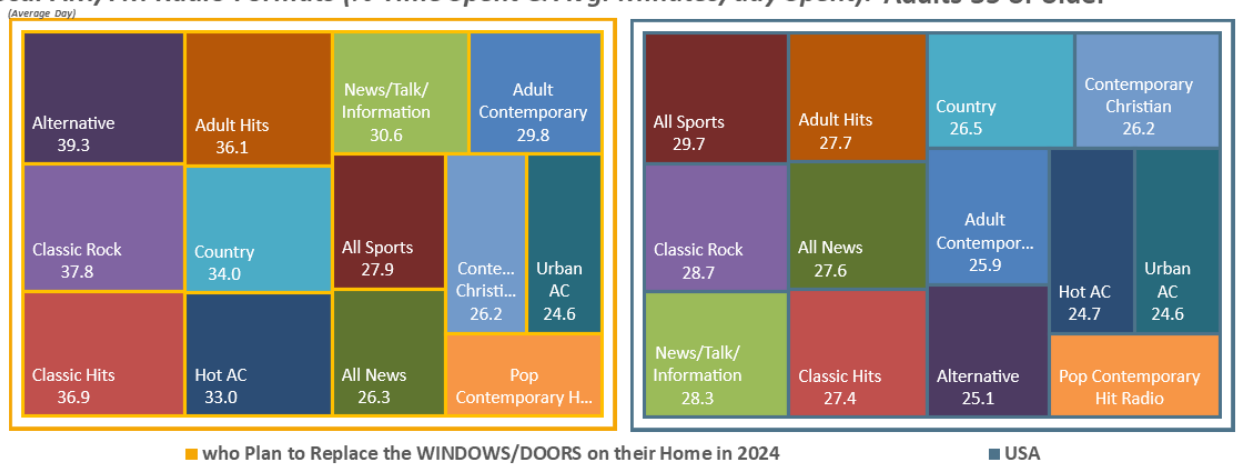
NEW WINDOWS

6,713,810 or 86.% of Adults 35 or older who Plan to Replace the WINDOWS/DOORS on their Home in 2024 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Hot AC, and Alternative.

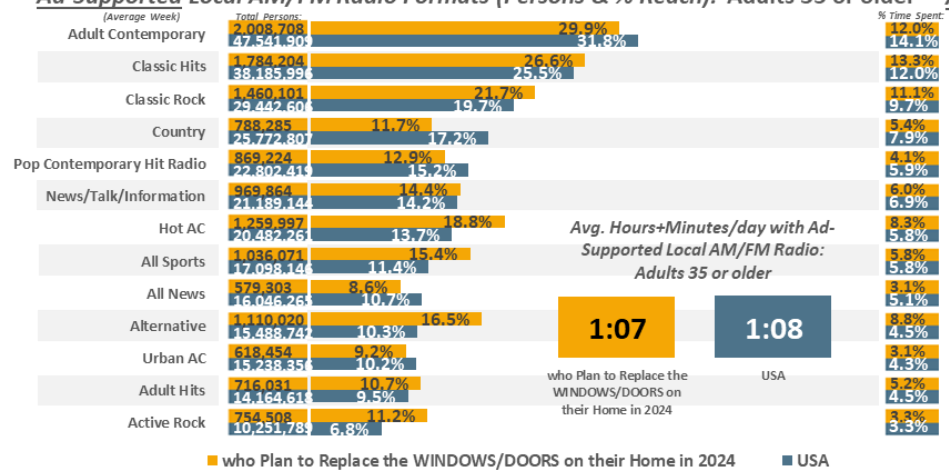
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



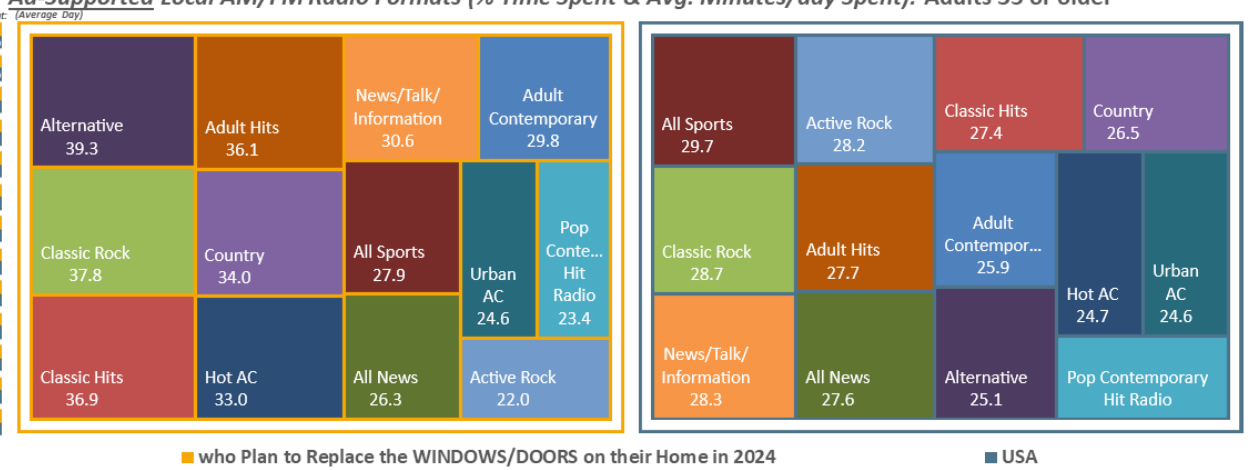
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 352

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

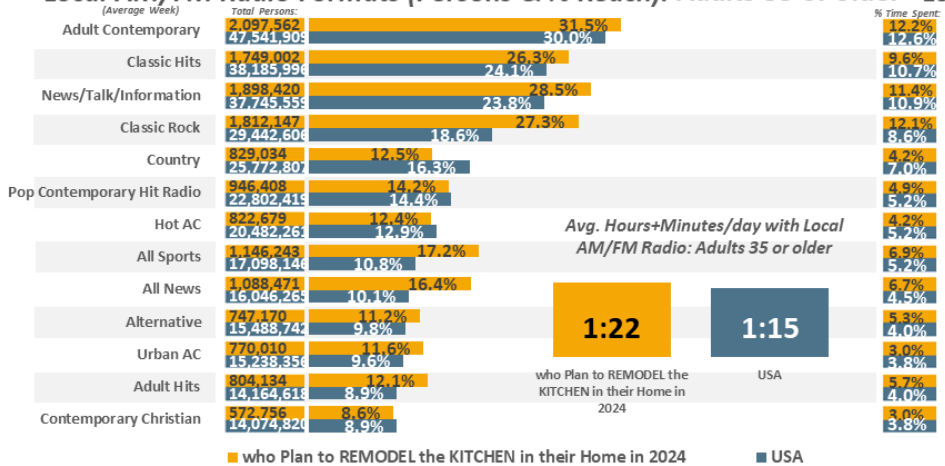
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors)]

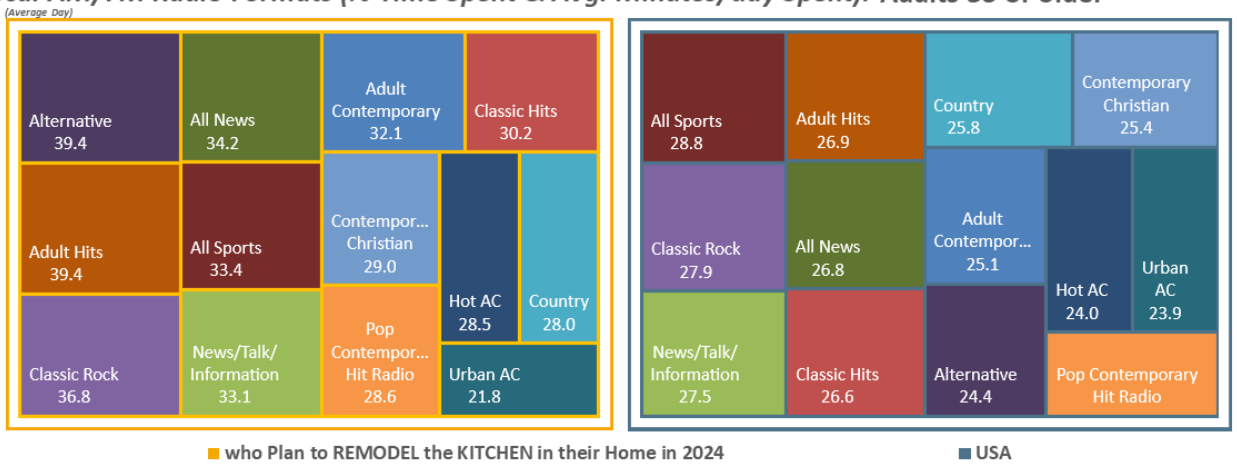
NEW KITCHEN

6,173,847 or 85.7% of Adults 35 or older who Plan to REMODEL the KITCHEN in their Home in 2024 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, All Sports, and All News.

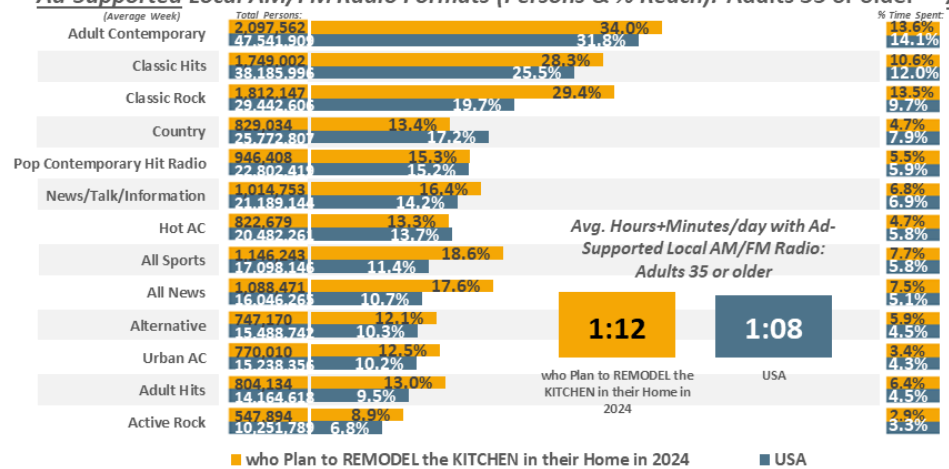
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



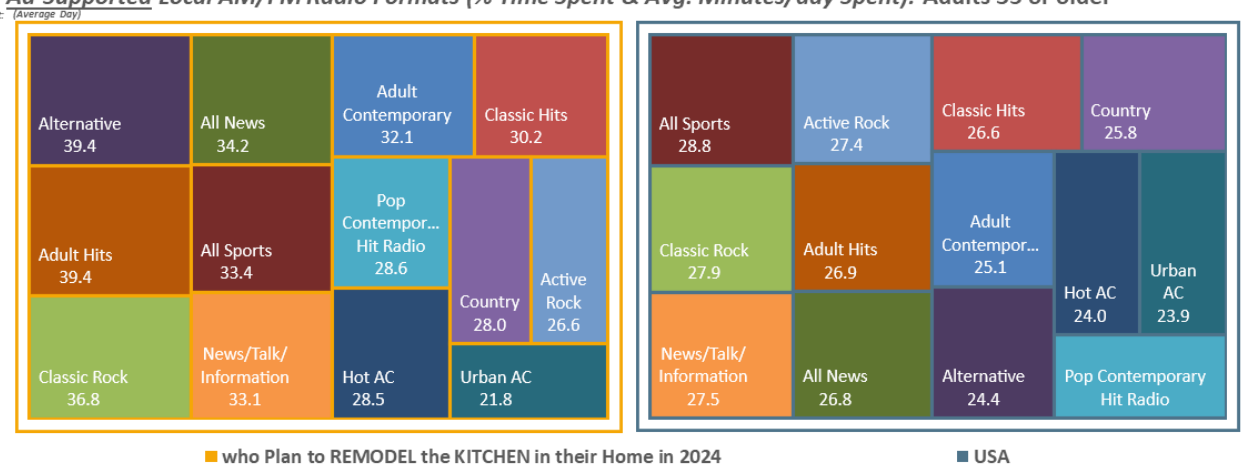
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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 R2 2023: Jan23-Oct23 Qual Intab 348

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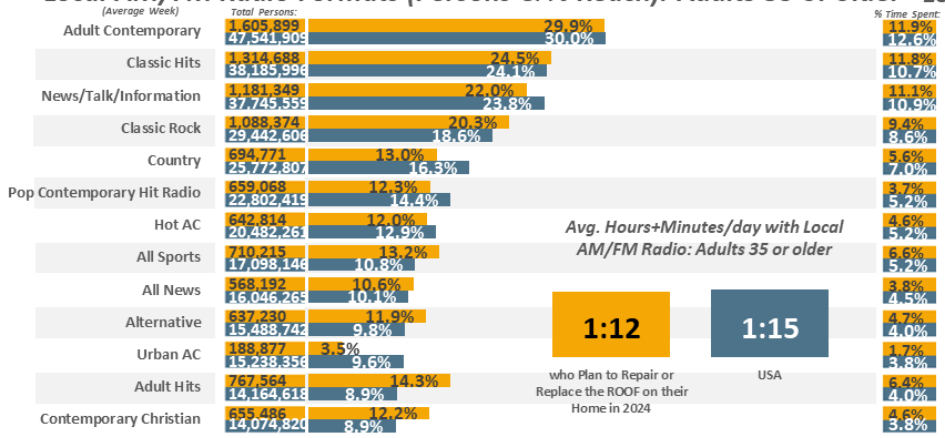
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen)]

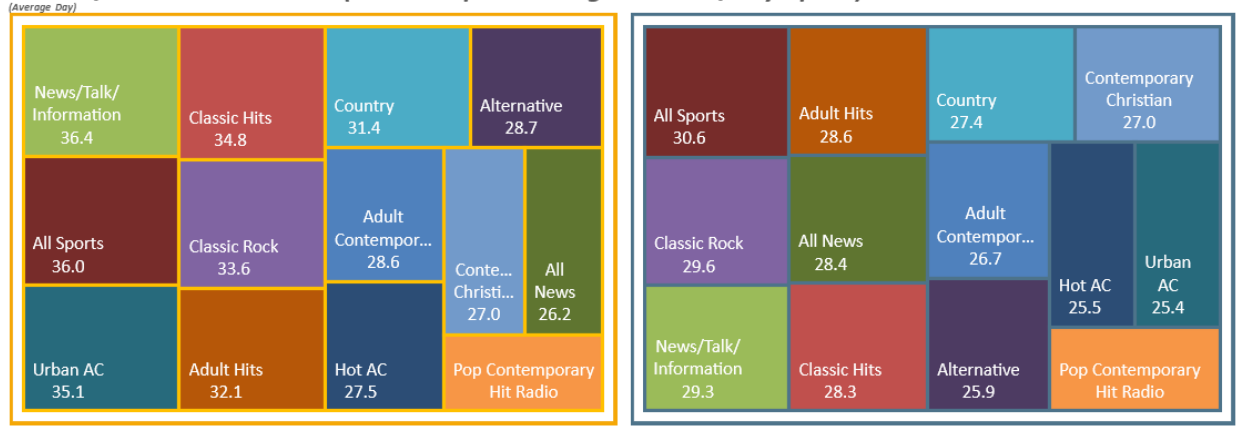
NEW ROOF

4,978,794 or 86.9% of Adults 35 or older who Plan to Repair or Replace the ROOF on their Home in 2024 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Adult Hits, and All Sports.

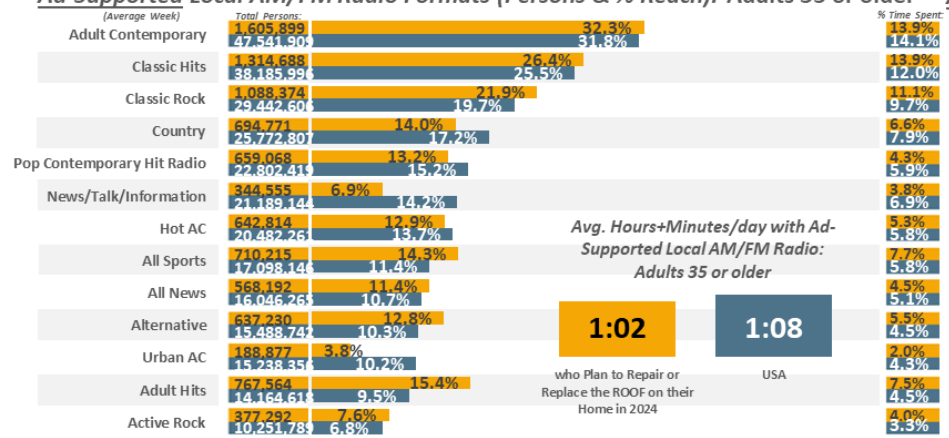
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



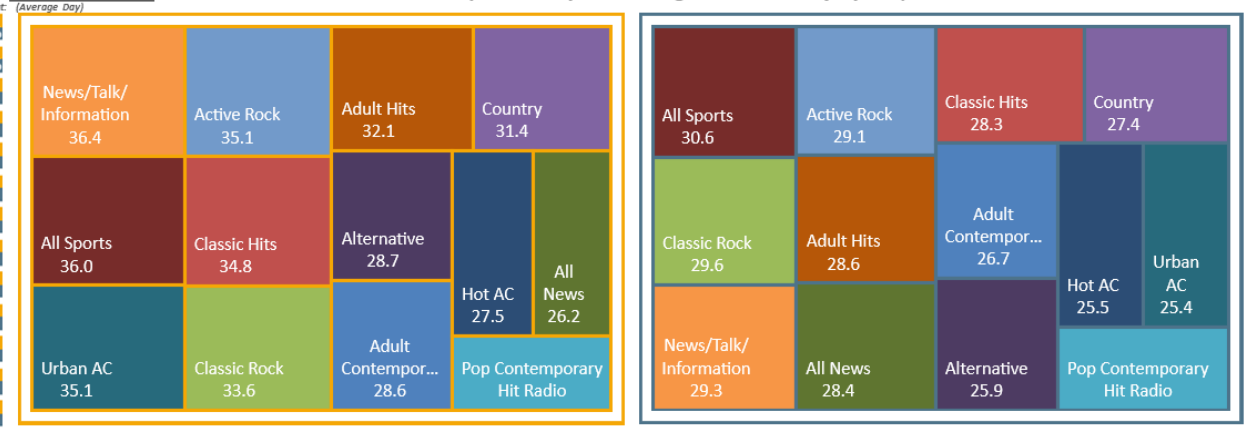
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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 R2 2023: Jan23-Oct23 Qual Intab 263

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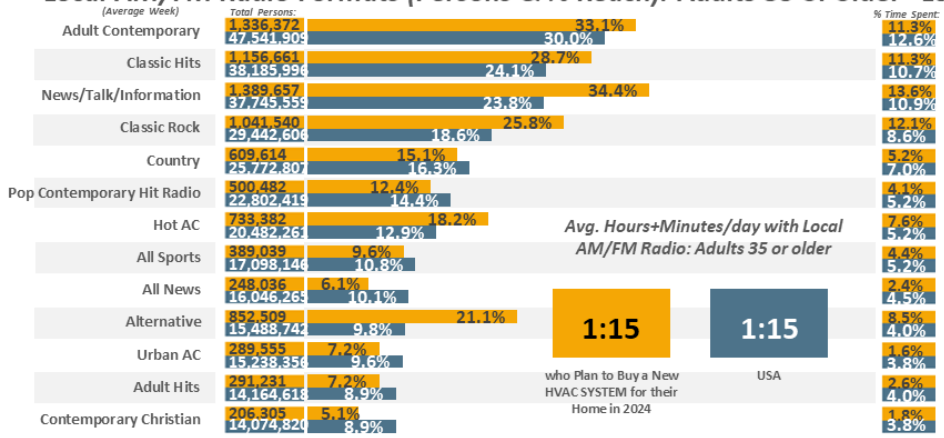
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace or repair roof)]

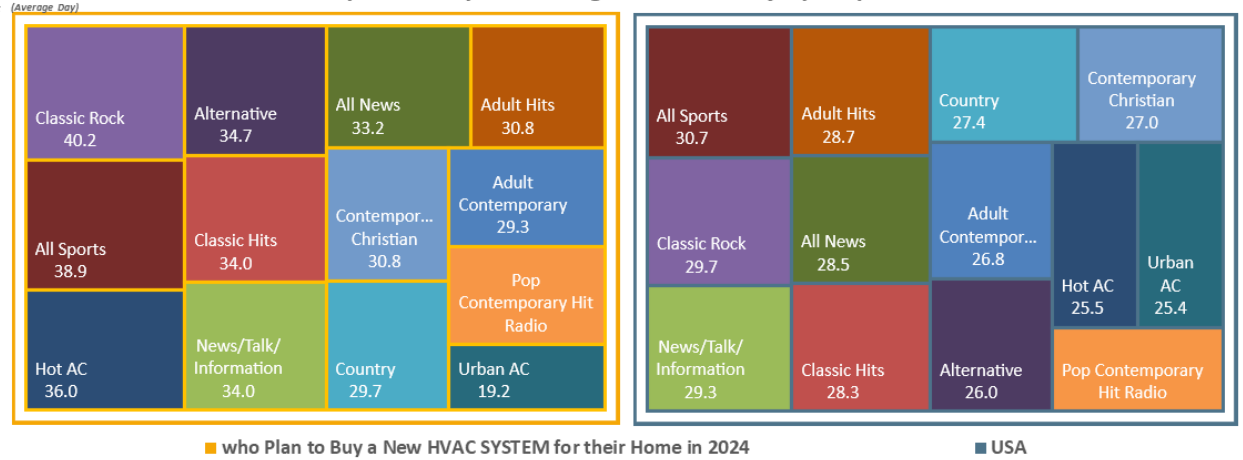
NEW HVAC SYSTEM

3,706,582 or 83.8% of Adults 35 or older who Plan to Buy a New HVAC SYSTEM for their Home in 2024 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Alternative, and Hot AC.

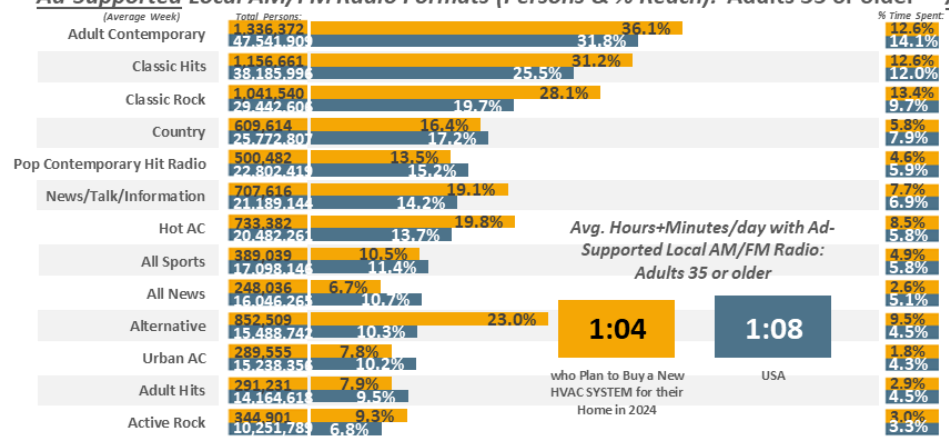
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



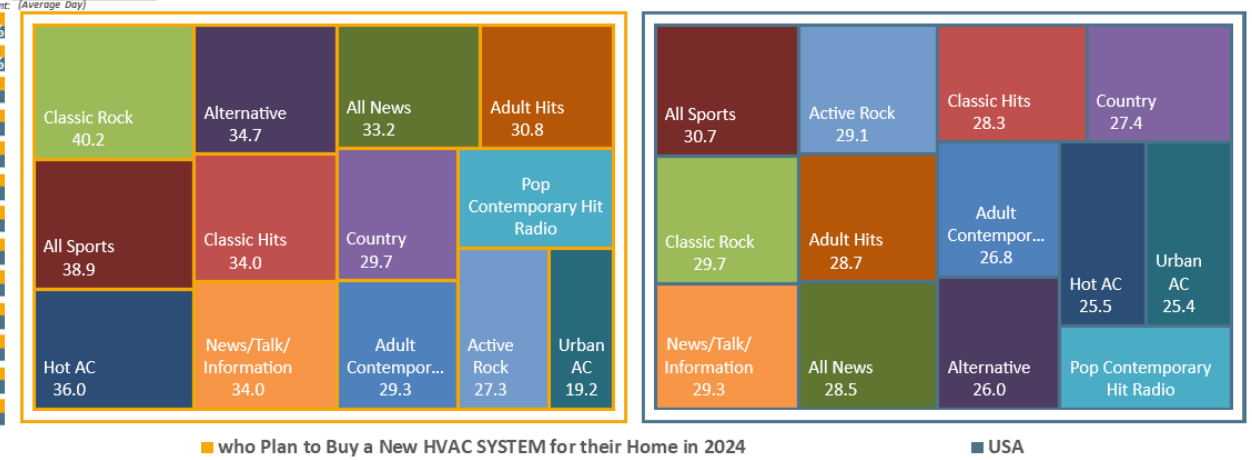
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 199

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

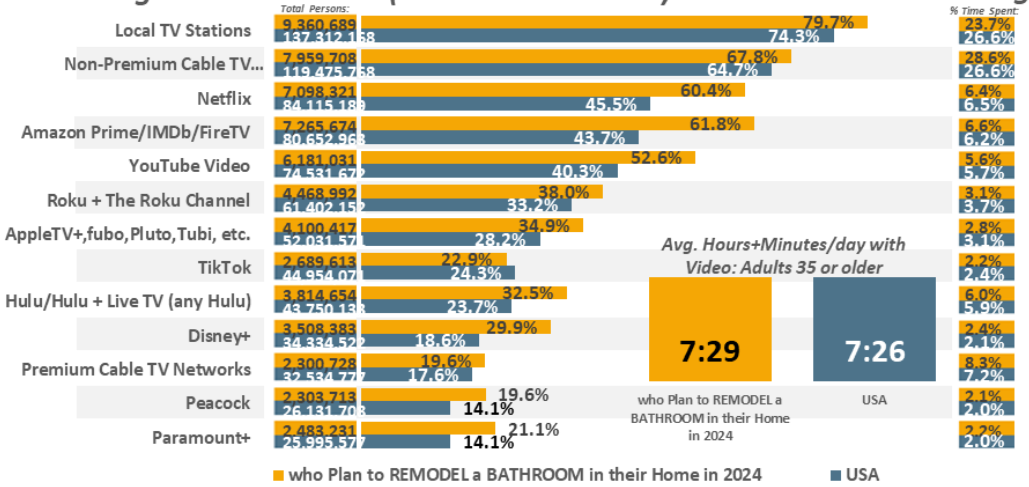
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Heating or air conditioning)]

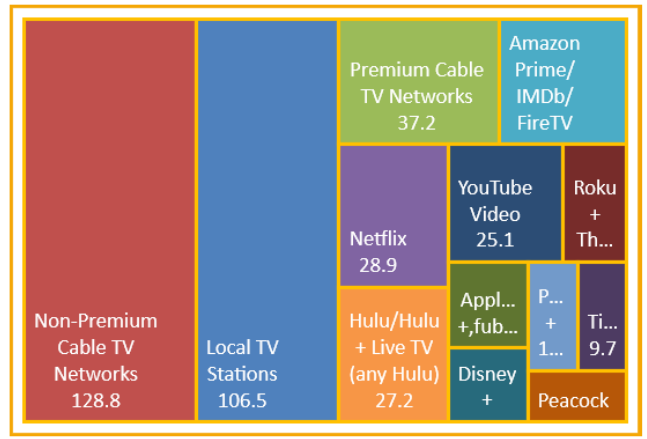
NEW BATHROOM

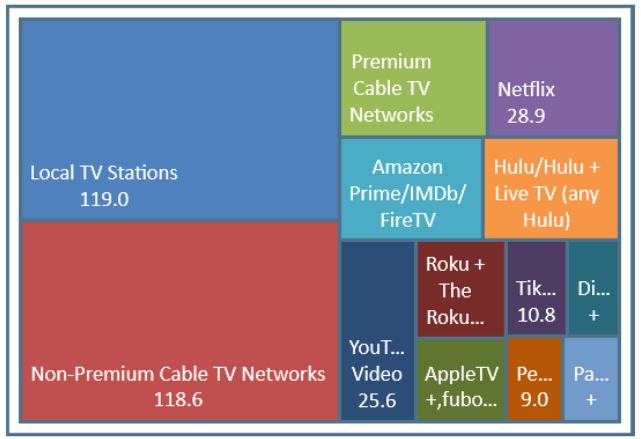
9,156,622 or 77.9% of Adults 35 or older who Plan to REMODEL a BATHROOM in their Home in 2024 watch Ad-Supported Local TV Stations for an average of 99.3 minutes every day representing 28.8% of all time spent daily with Ad-Supported Video.

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



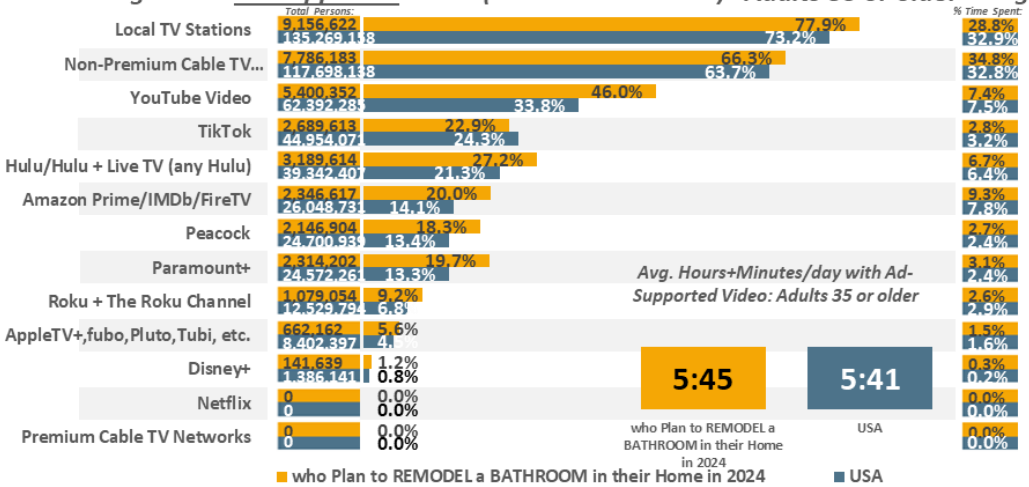
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



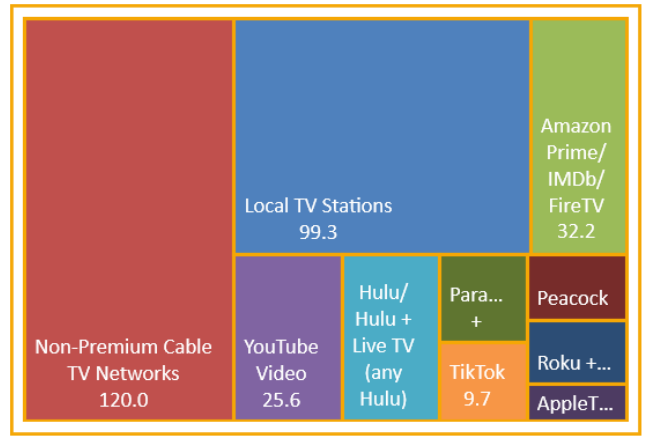


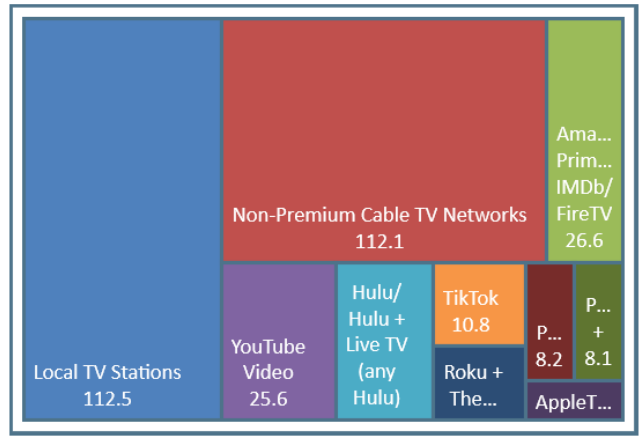
who Plan to REMODEL a BATHROOM in their Home in 2024 ■ USA

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





who Plan to REMODEL a BATHROOM in their Home in 2024 ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 562

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

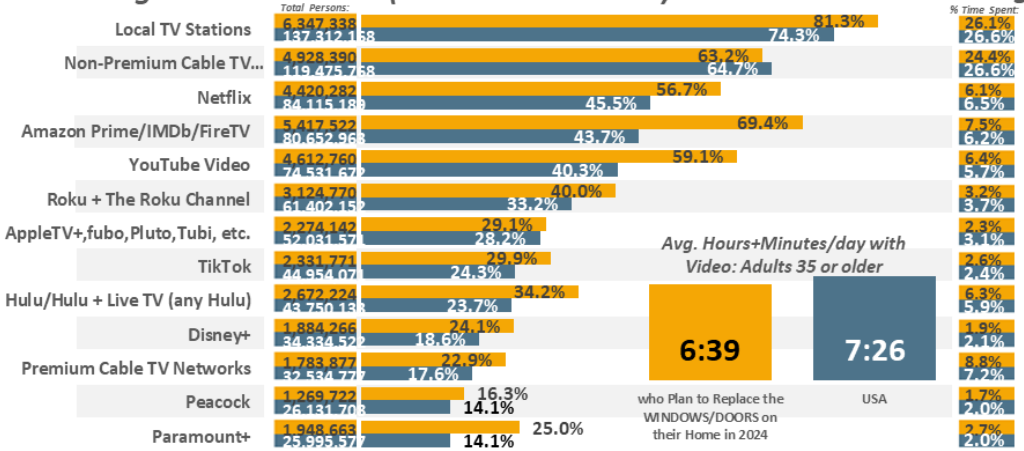
soefa.ai Share of Everything for Anything ©

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

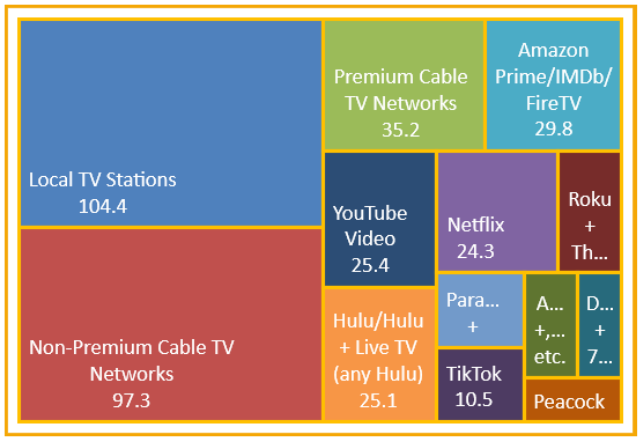
NEW WINDOWS

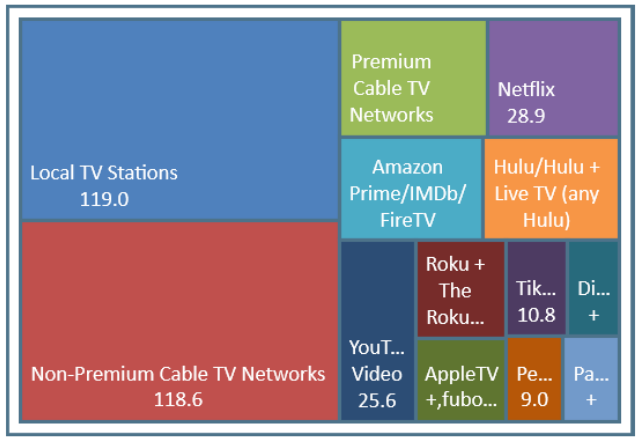
6,233,970 or 79.9% of Adults 35 or older who Plan to Replace the WINDOWS/DOORS on their Home in 2024 watch Ad-Supported Local TV Stations for an average of 94.1 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

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

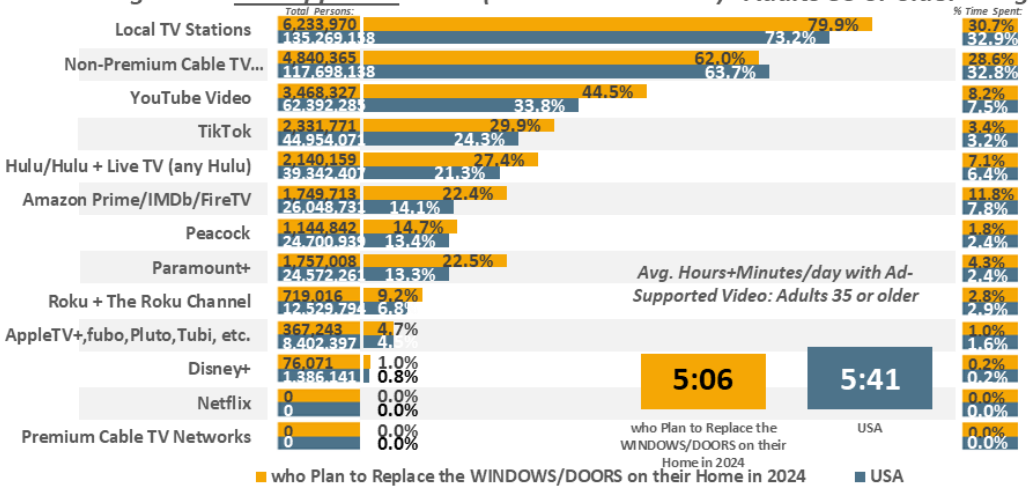


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

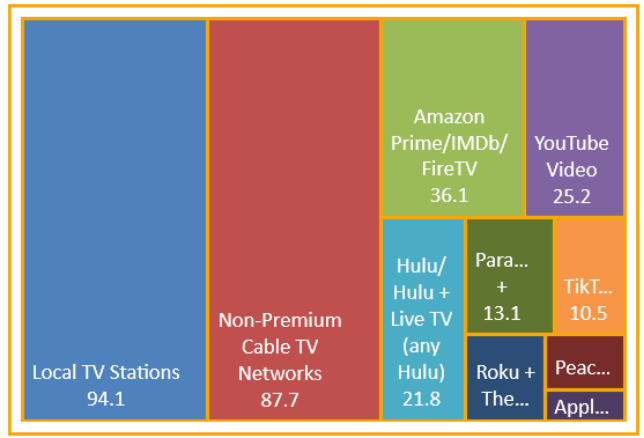


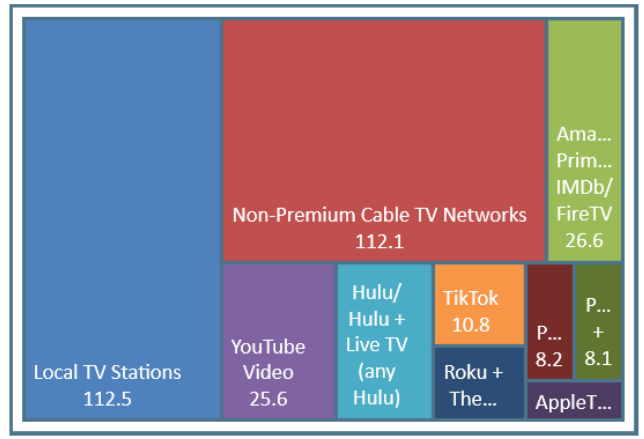


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 352

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

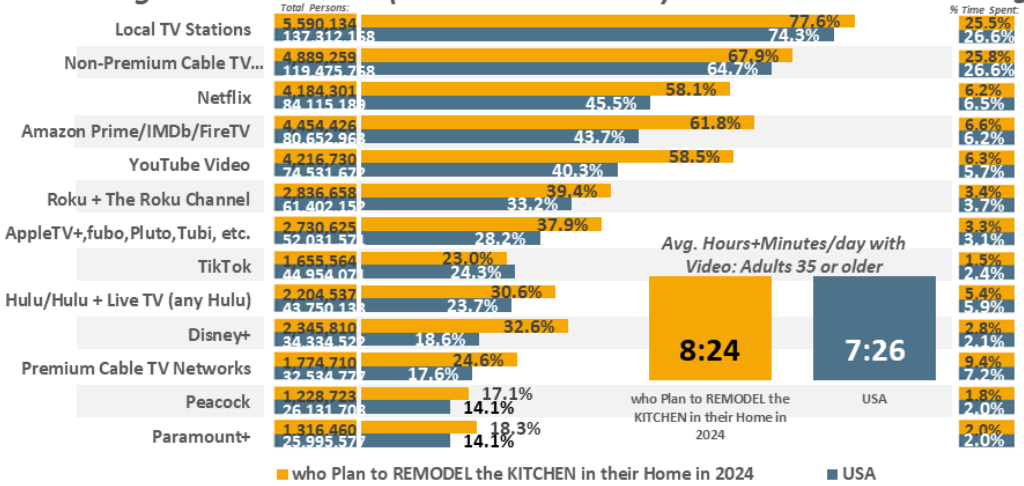
soefa.ai Share of Everything for Anything ©

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

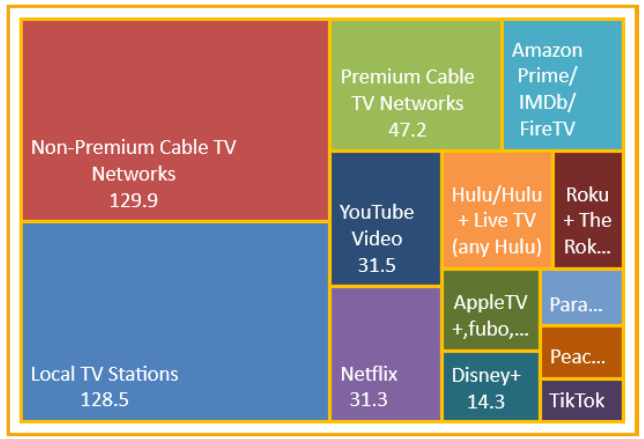
NEW KITCHEN

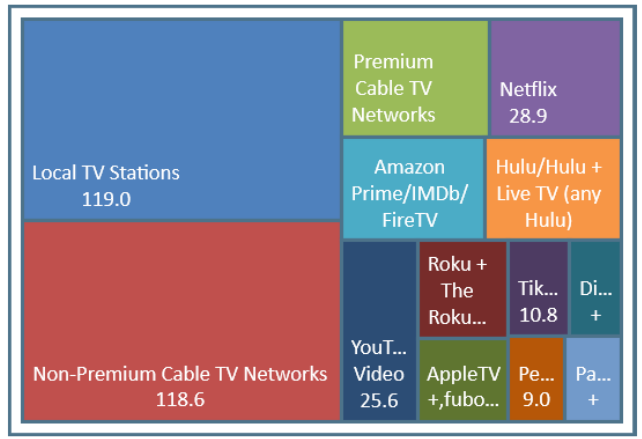
5,499,375 or 76.4% of Adults 35 or older who Plan to REMODEL the KITCHEN in their Home in 2024 watch Ad-Supported Local TV Stations for an average of 120.7 minutes every day representing 31.5% of all time spent daily with Ad-Supported Video.

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



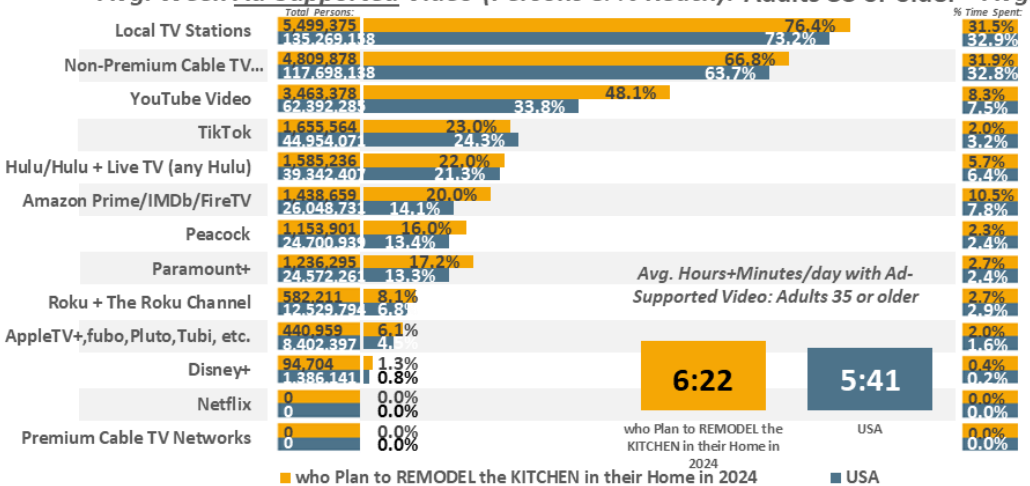
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



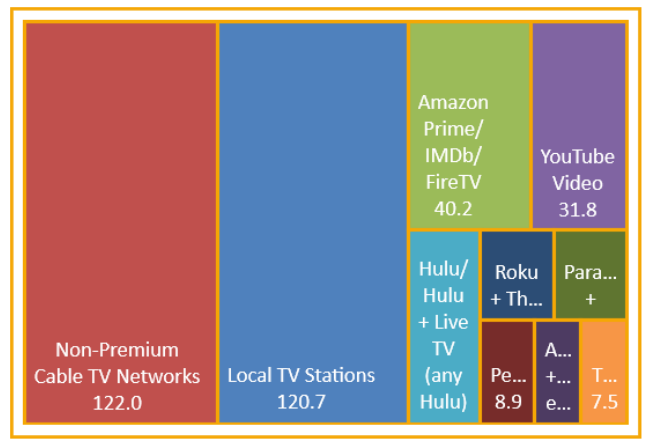


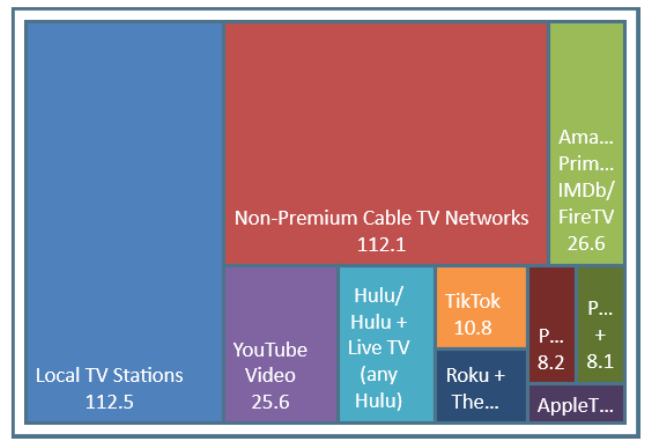
who Plan to REMODEL the KITCHEN in their Home in 2024 ■ USA

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





who Plan to REMODEL the KITCHEN in their Home in 2024 ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 348

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

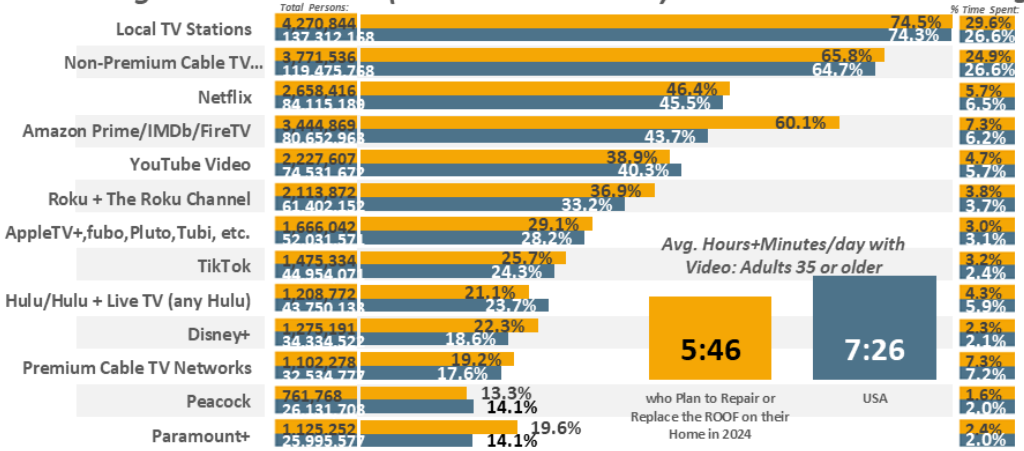
soefa.ai Share of Everything for Anything ©

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

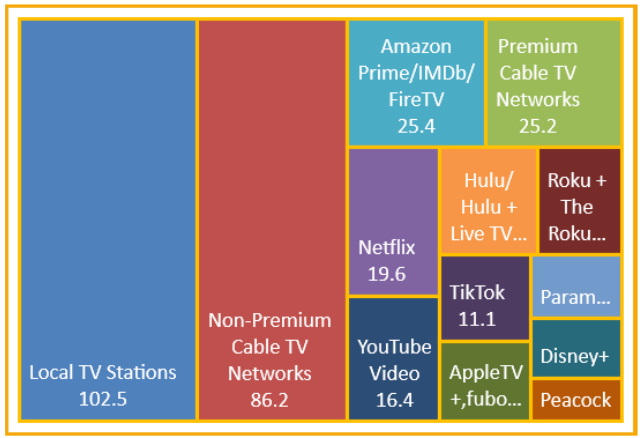
NEW ROOF

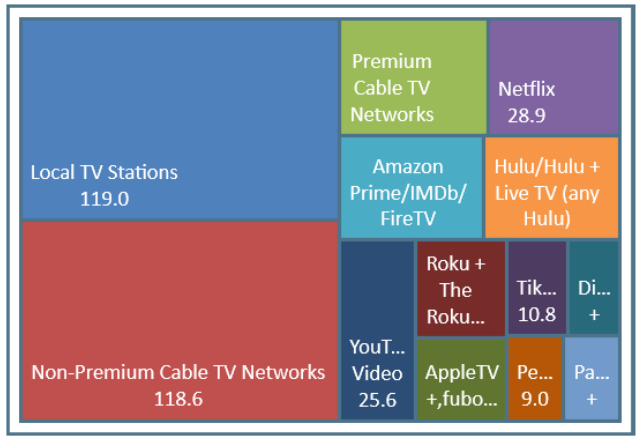
4,212,238 or 73.5% of Adults 35 or older who Plan to Repair or Replace the ROOF on their Home in 2024 watch Ad-Supported Local TV Stations for an average of 91.3 minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.

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

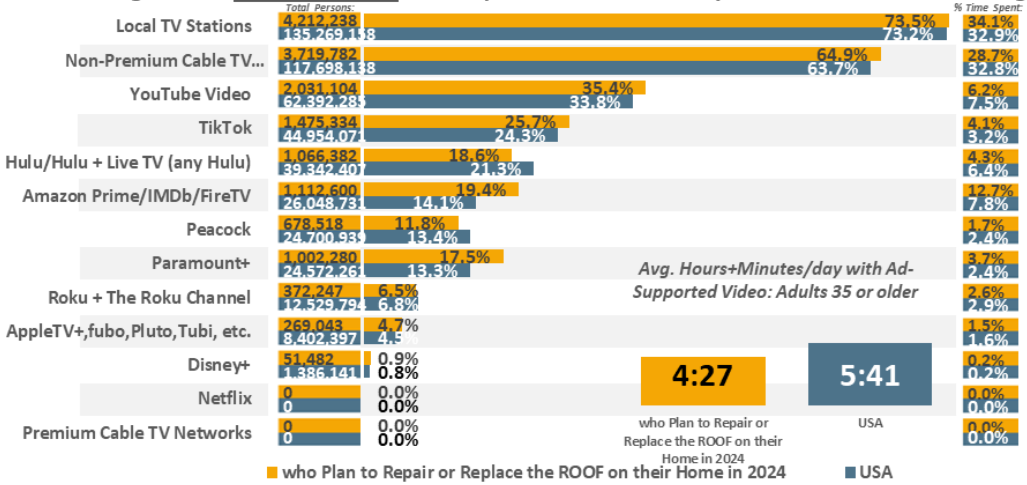


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

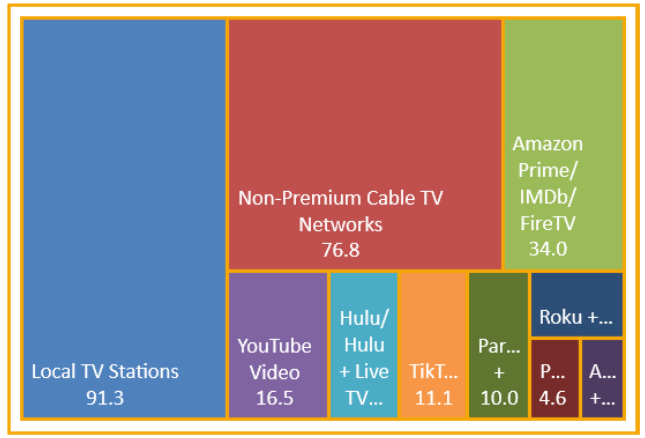


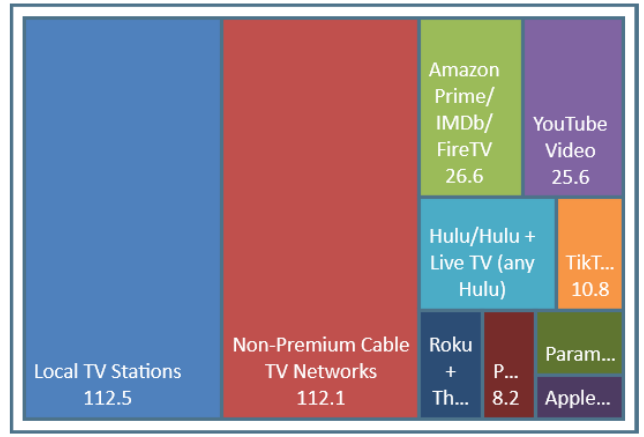


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 263

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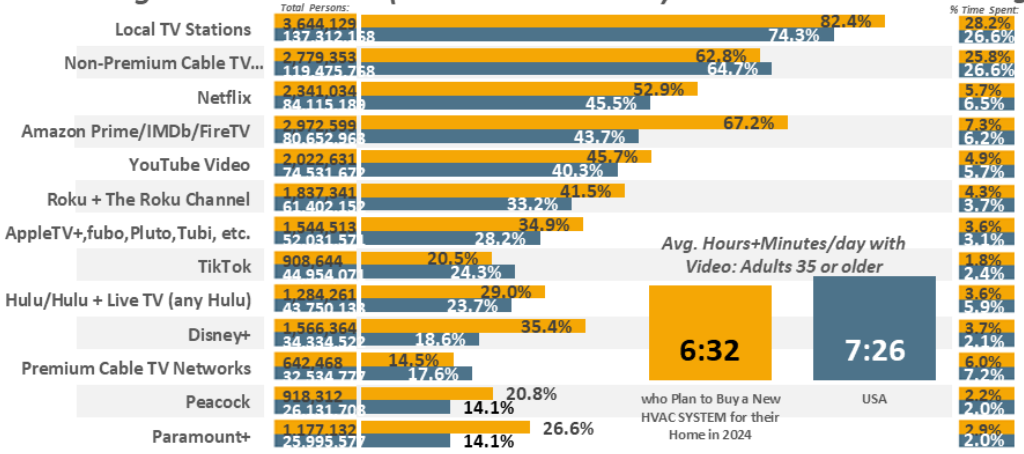
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace or repair roof)]

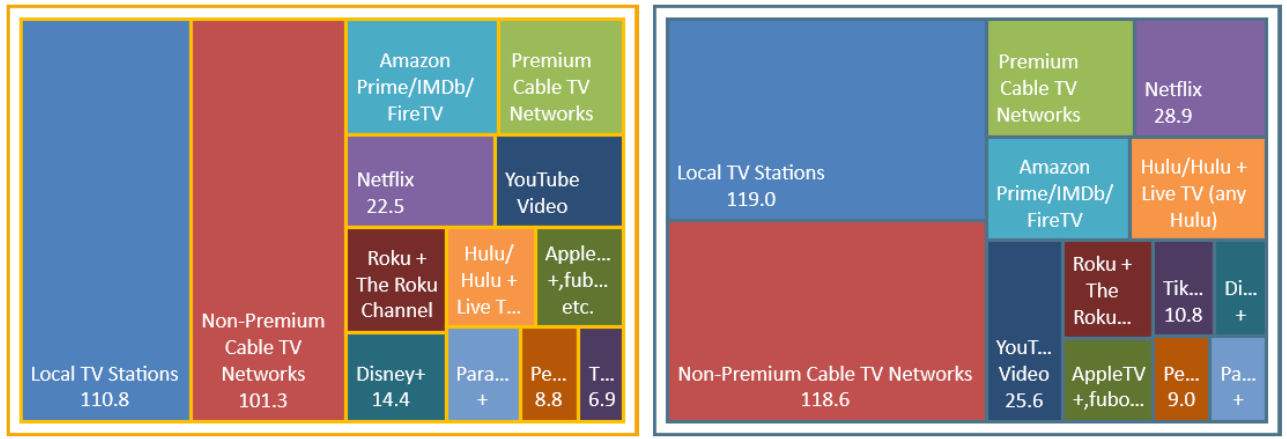
NEW HVAC SYSTEM

3,531,145 or 79.8% of Adults 35 or older who Plan to Buy a New HVAC SYSTEM for their Home in 2024 watch Ad-Supported Local TV Stations for an average of 104.3 minutes every day representing 35.6% of all time spent daily with Ad-Supported Video.

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

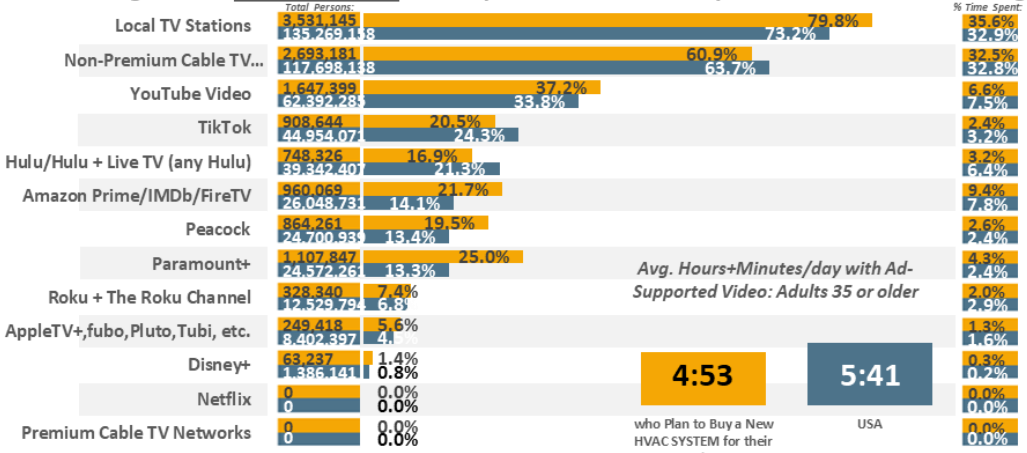


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

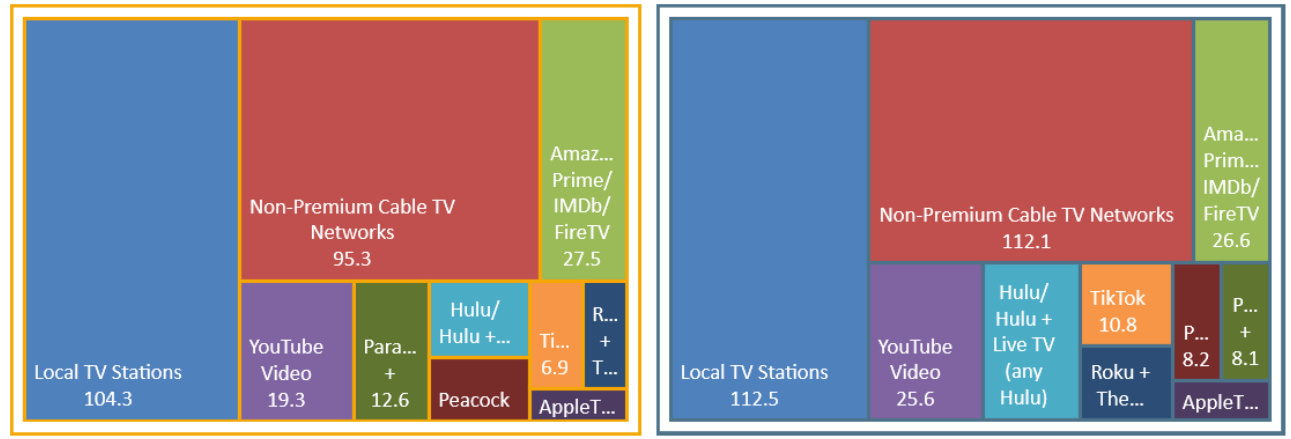


who Plan to Buy a New HVAC SYSTEM for their Home in 2024 ■ USA

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



who Plan to Buy a New HVAC SYSTEM for their Home in 2024 ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 199

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

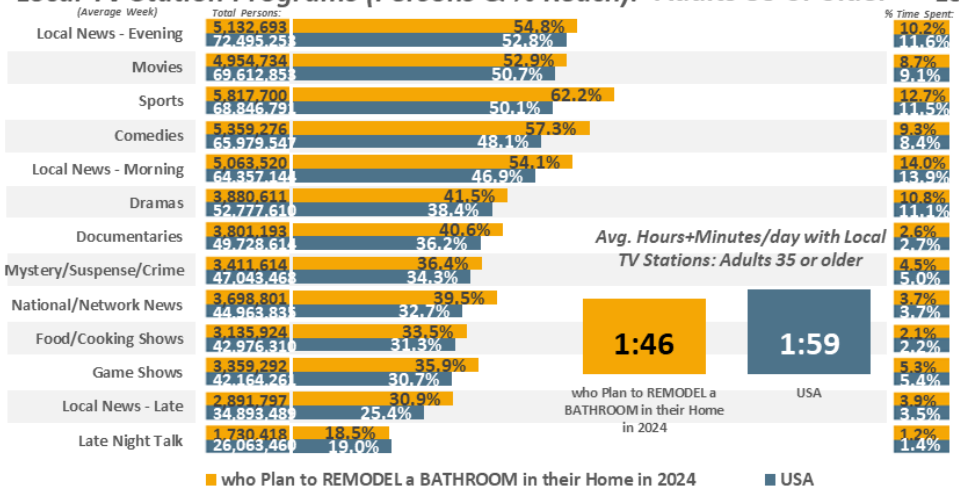
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Heating or air conditioning)]

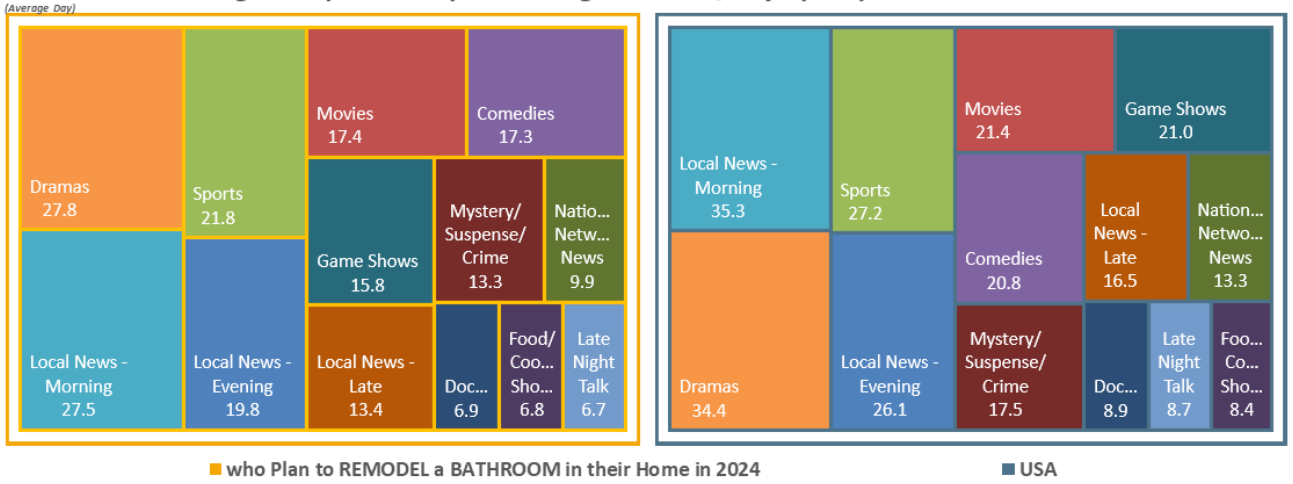
NEW BATHROOM

9,156,622 or 77.9% of Adults 35 or older who Plan to REMODEL a BATHROOM in their Home in 2024 watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Dramas.

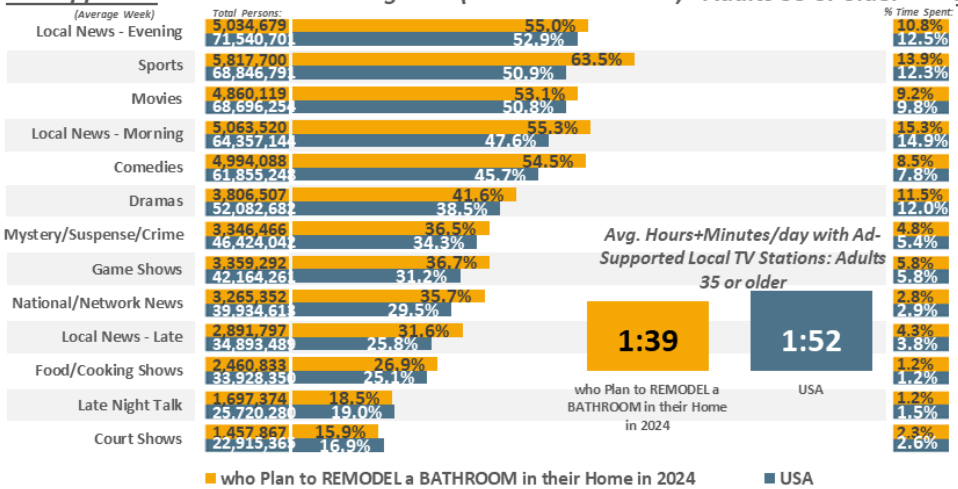
Local TV Station Programs (Persons & % Reach): Adults 35 or older



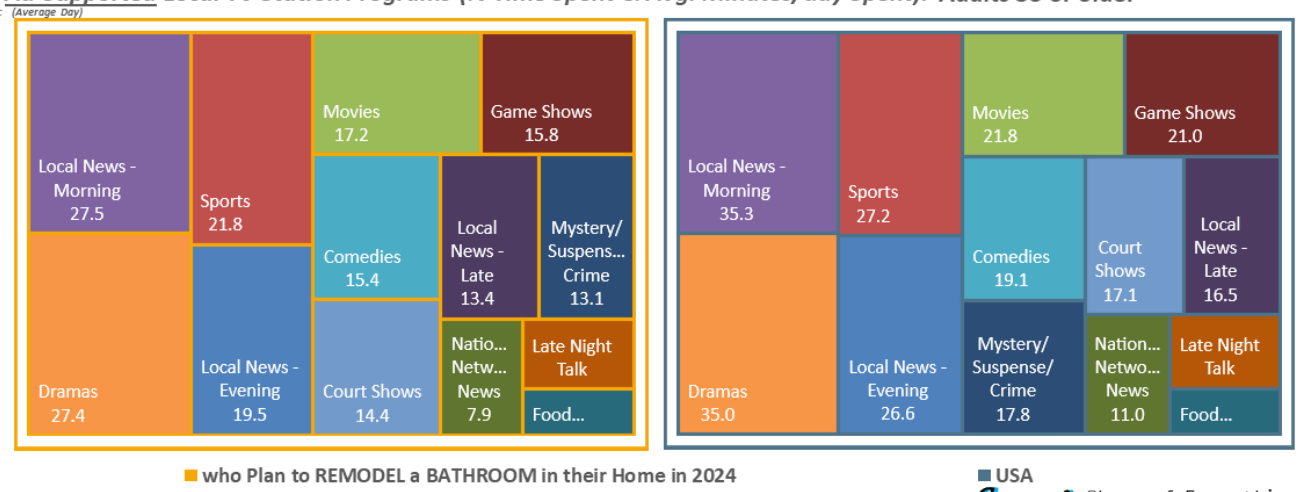
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 562

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

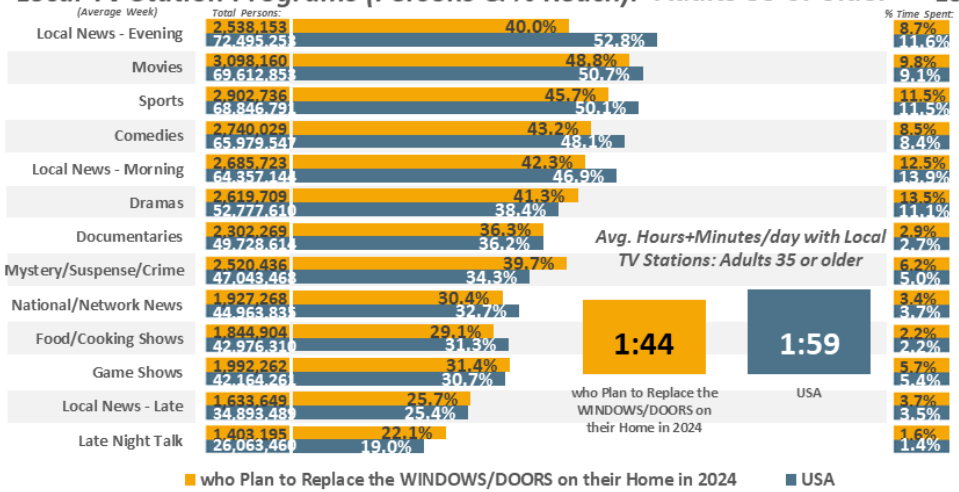
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom)]

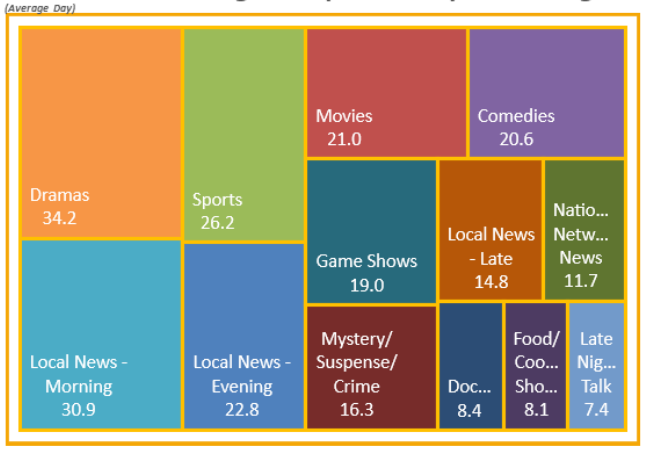
NEW WINDOWS

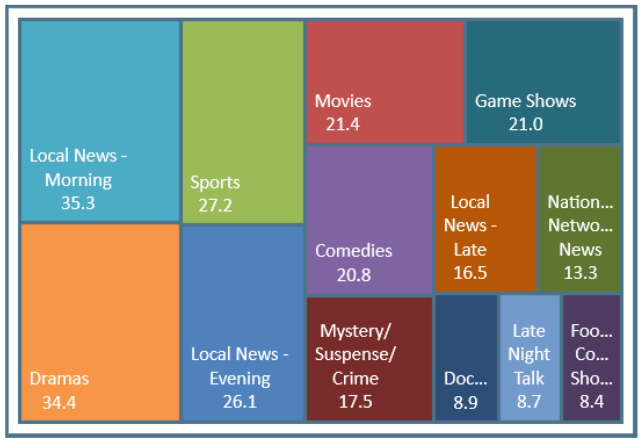
6,233,970 or 79.9% of Adults 35 or older who Plan to Replace the WINDOWS/DOORS on their Home in 2024 watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Local News - Morning, Dramas, Comedies, and Local News - Evening.

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

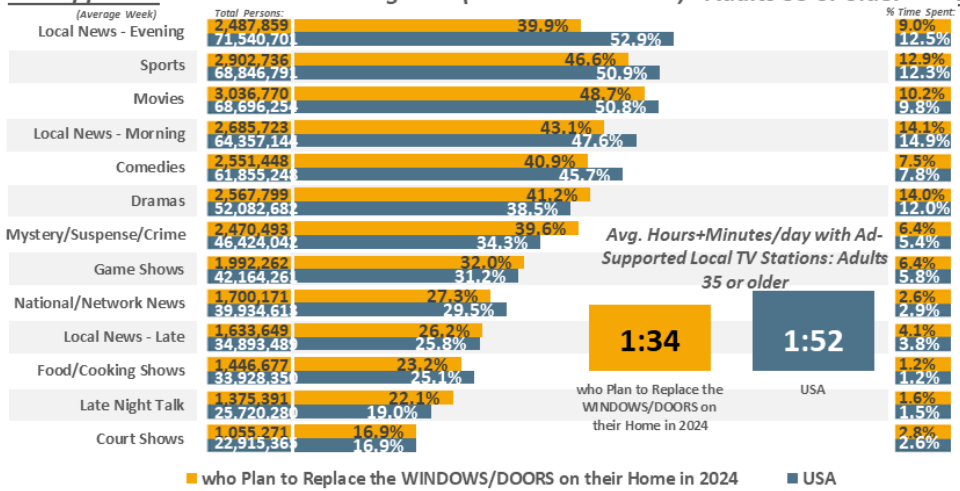


Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

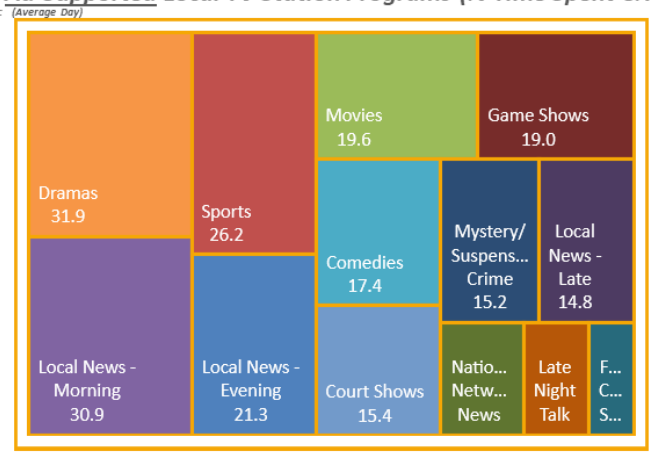


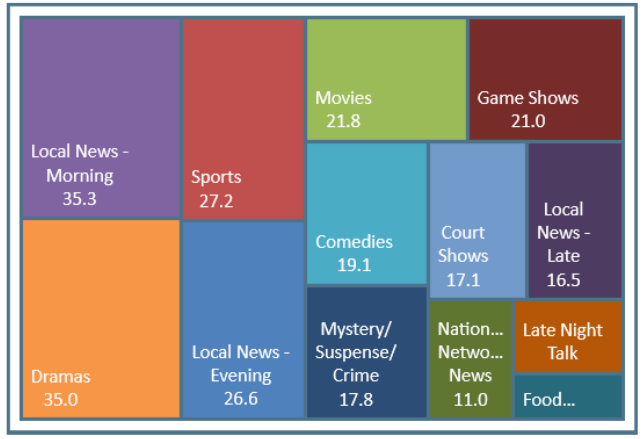


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 352

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

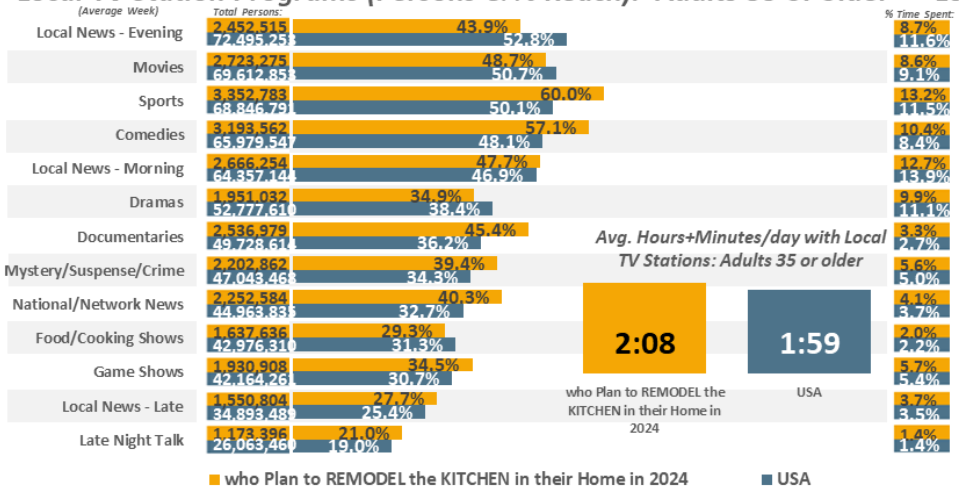
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors)]

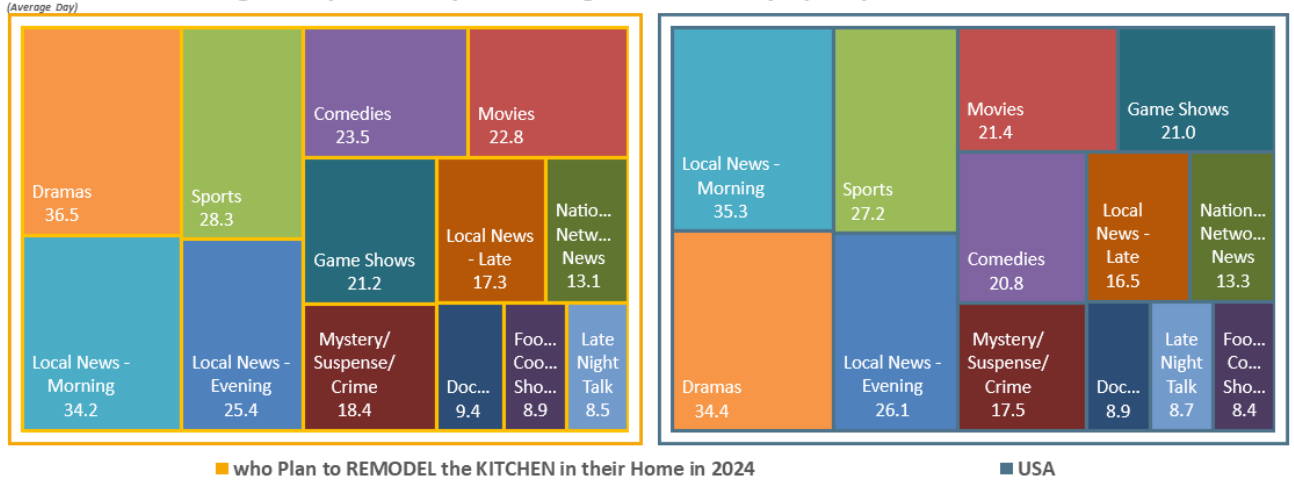
NEW KITCHEN

5,499,375 or 76.4% of Adults 35 or older who Plan to REMODEL the KITCHEN in their Home in 2024 watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Morning, Local News - Evening, and Mystery/Suspense/Crime.

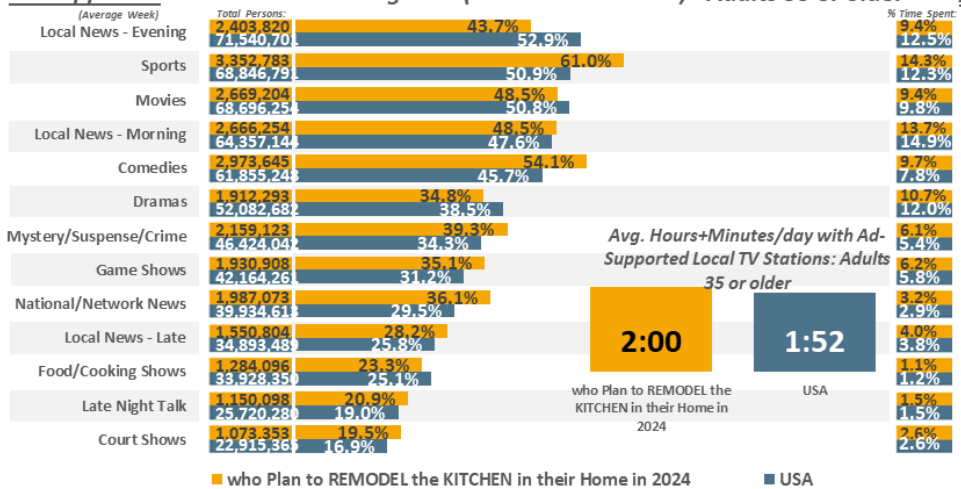
Local TV Station Programs (Persons & % Reach): Adults 35 or older



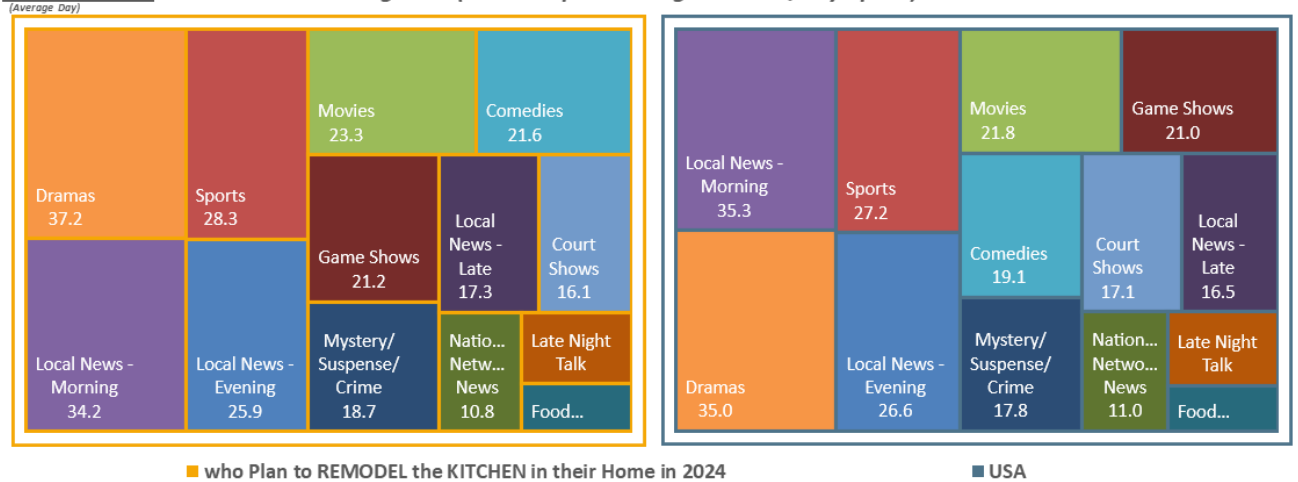
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 348

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

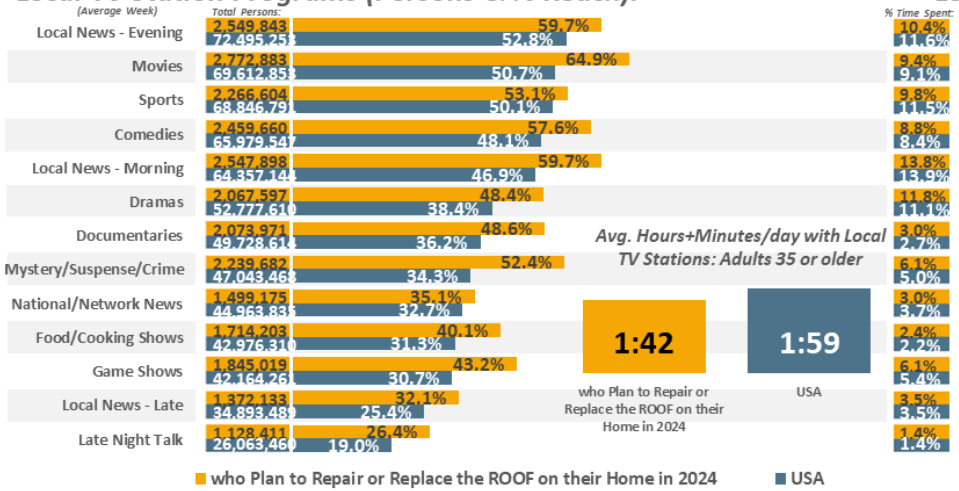
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen)]

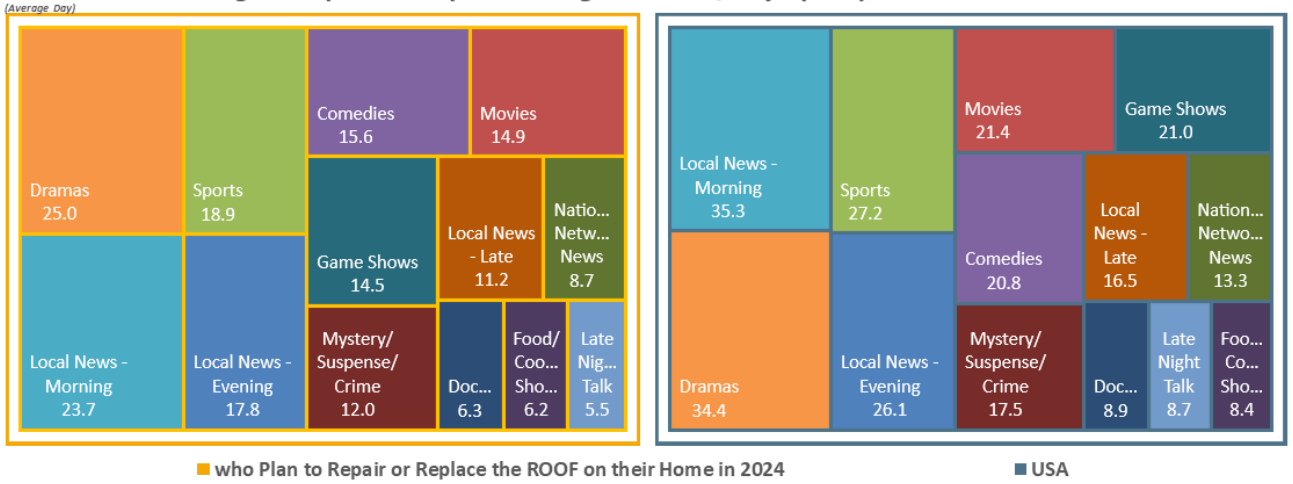
NEW ROOF

4,212,238 or 73.5% of Adults 35 or older who Plan to Repair or Replace the ROOF on their Home in 2024 watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Morning, Local News - Evening, Comedies, Sports, and Mystery/Suspense/C

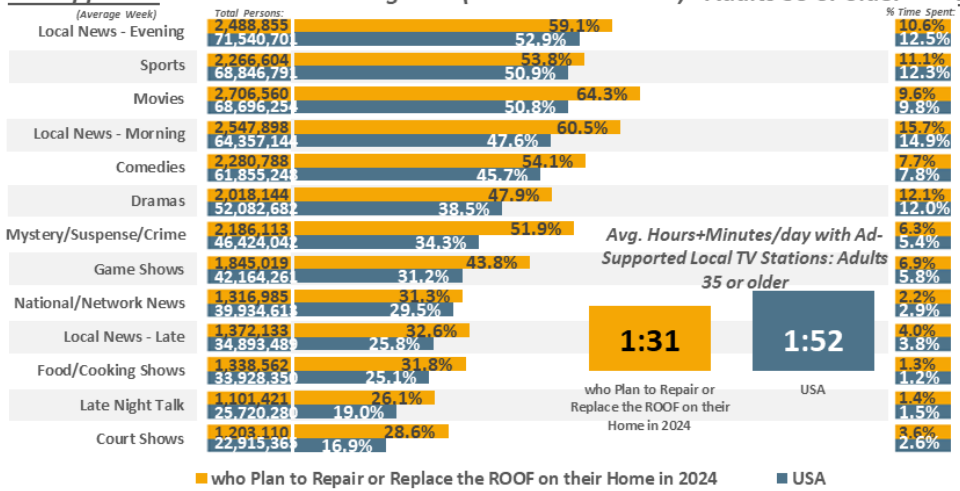
Local TV Station Programs (Persons & % Reach): Adults 35 or older



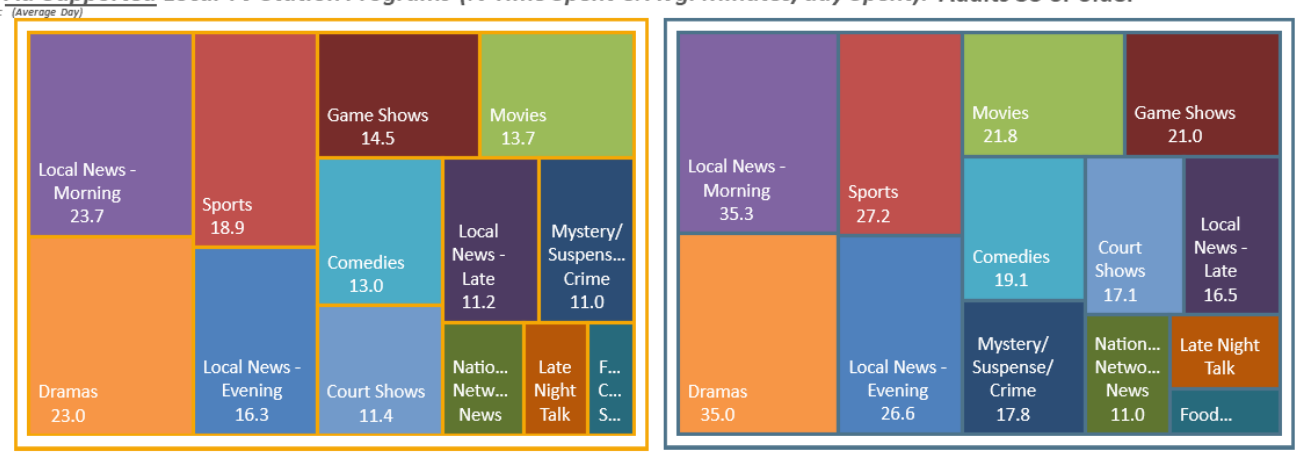
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 263

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

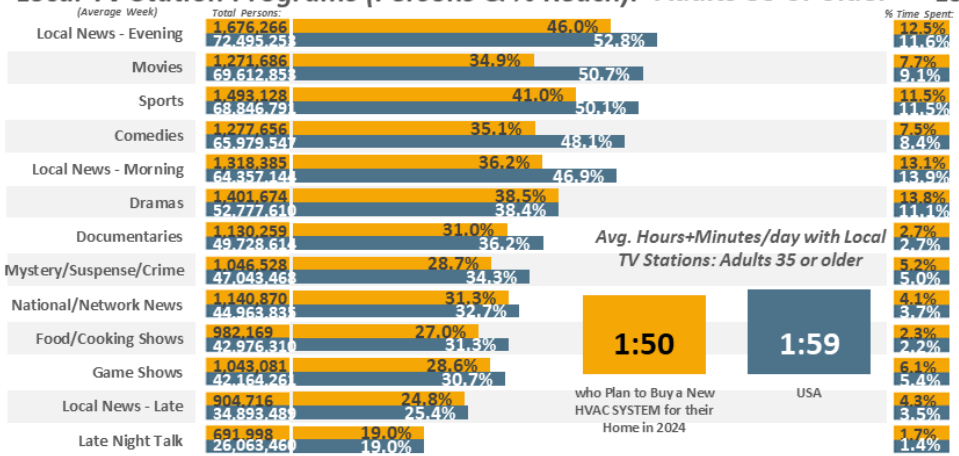
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace or repair roof)]

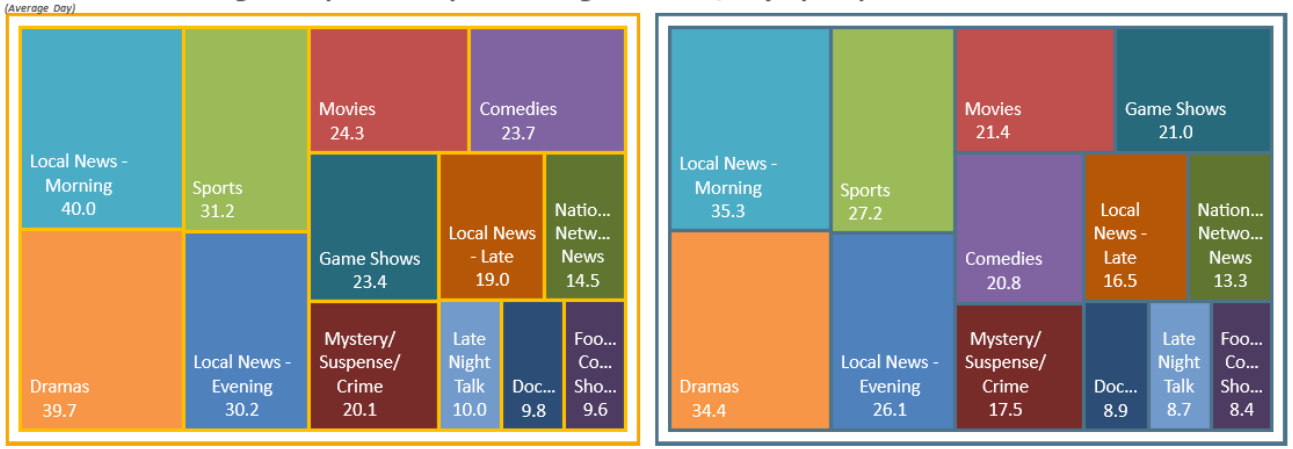
NEW HVAC SYSTEM

3,531,145 or 79.8% of Adults 35 or older who Plan to Buy a New HVAC SYSTEM for their Home in 2024 watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Dramas, Local News - Morning, Movies, and Comedies.

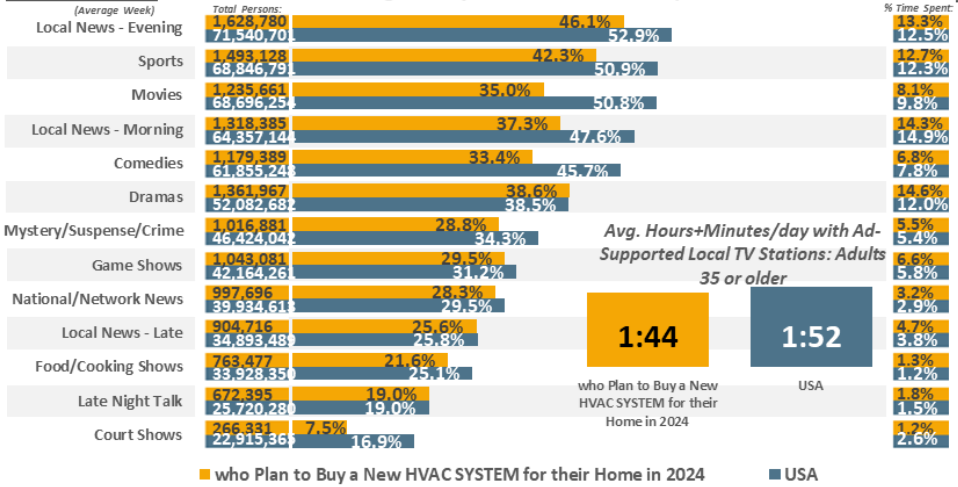
Local TV Station Programs (Persons & % Reach): Adults 35 or older



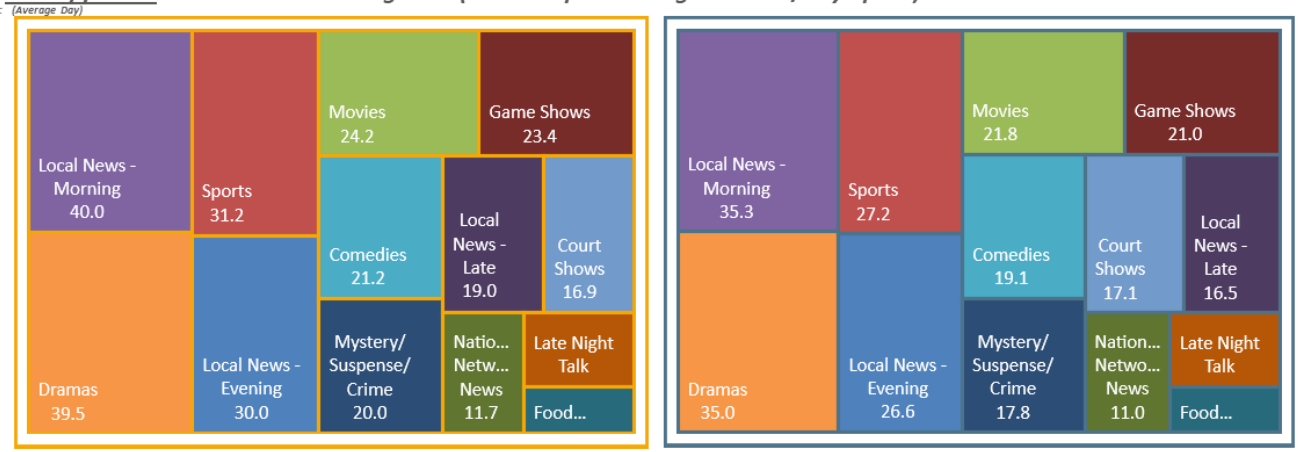
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 199

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

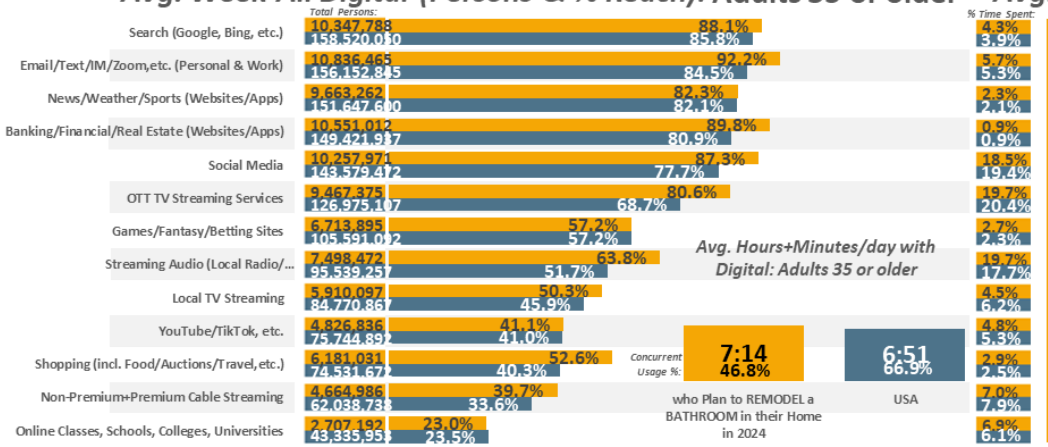
soefa.ai Share of Everything for Anything ©

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

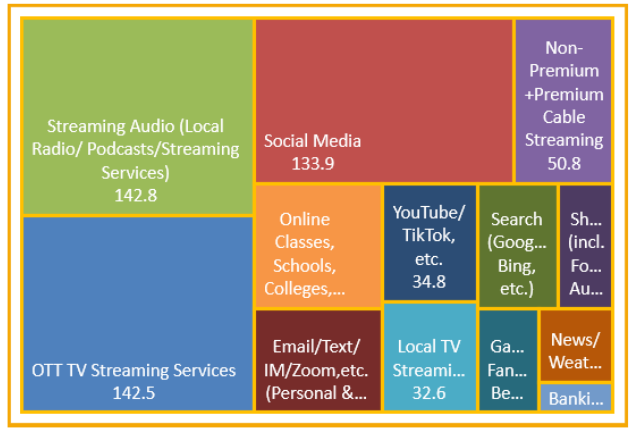
NEW BATHROOM

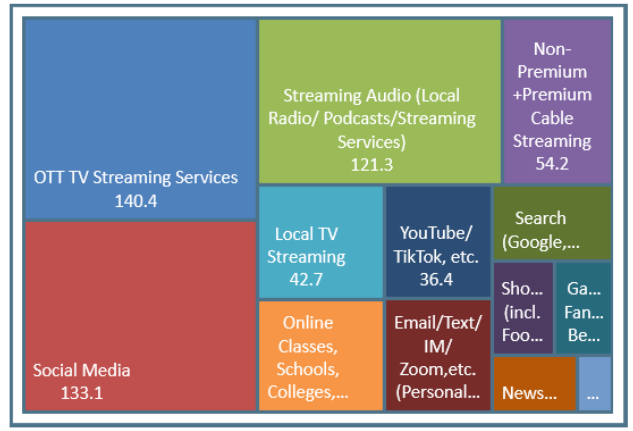
9,197,482 or 78.3% of Adults 35 or older who Plan to REMODEL a BATHROOM in their Home in 2024 use Ad-Supported Social Media for an average of 123.2 minutes every day representing 23.2% of all time spent daily with Ad-Supported Digital Media.

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

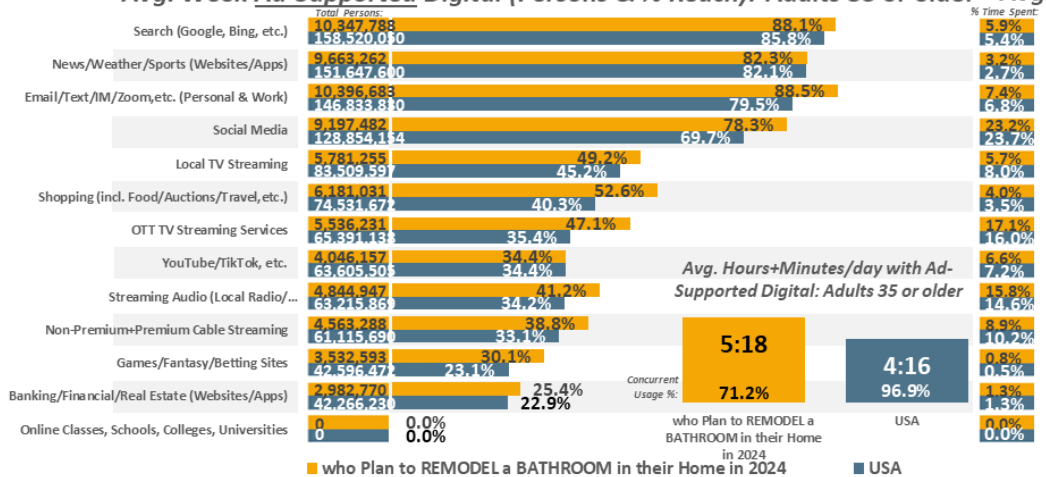


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

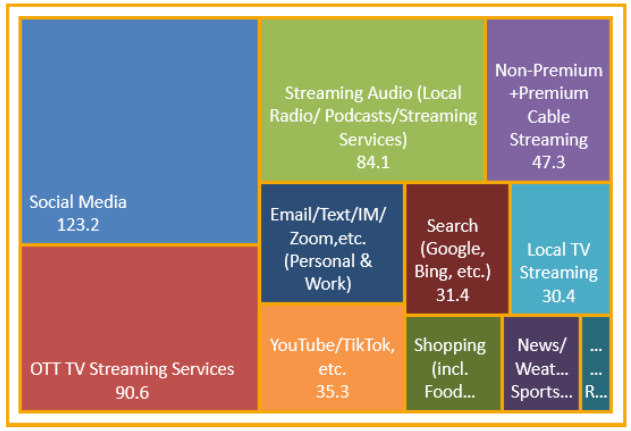


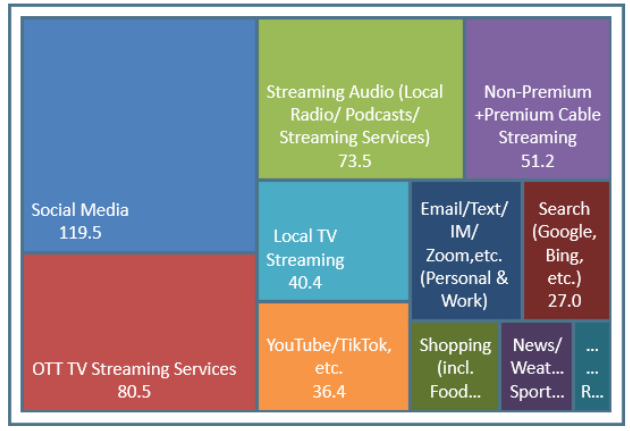


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 562

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

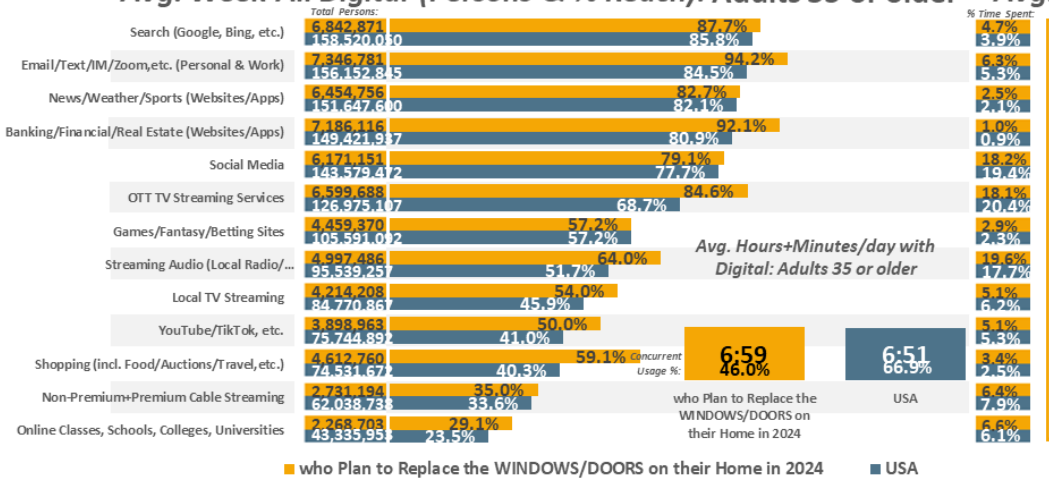
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom)]

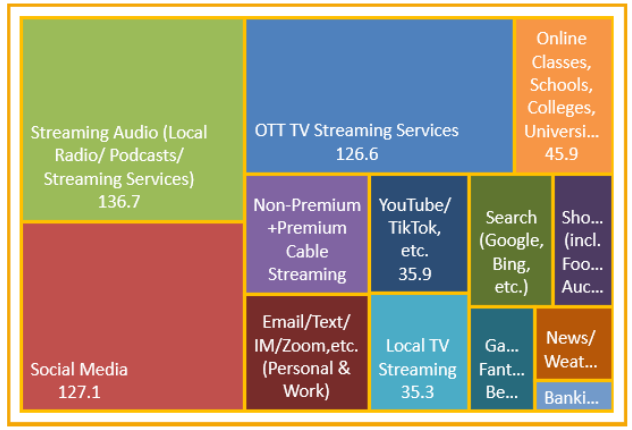
NEW WINDOWS

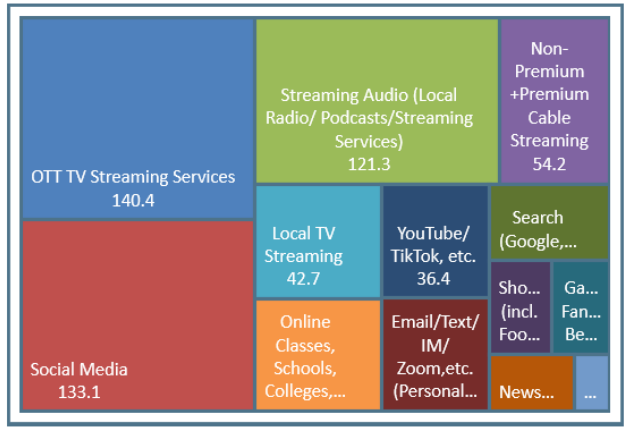
5,597,394 or 71.7% of Adults 35 or older who Plan to Replace the WINDOWS/DOORS on their Home in 2024 use Ad-Supported Social Media for an average of 116.9 minutes every day representing 22.6% of all time spent daily with Ad-Supported Digital Media.

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



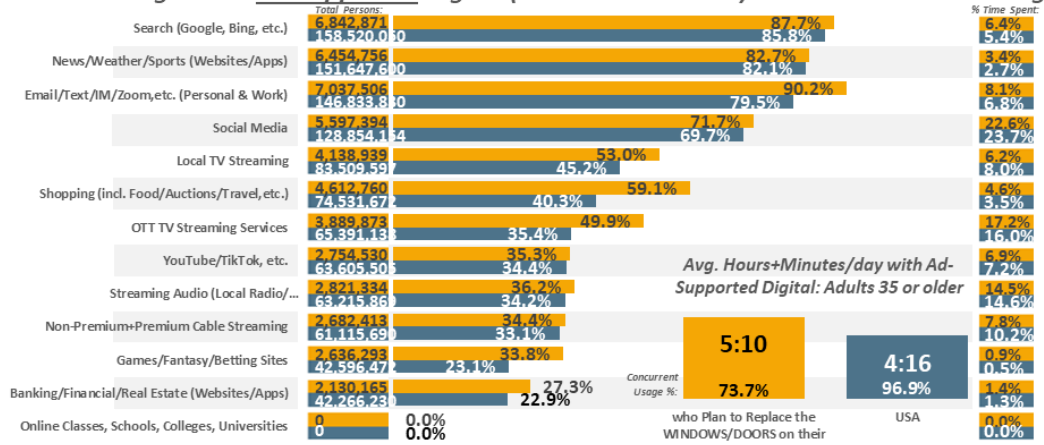
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



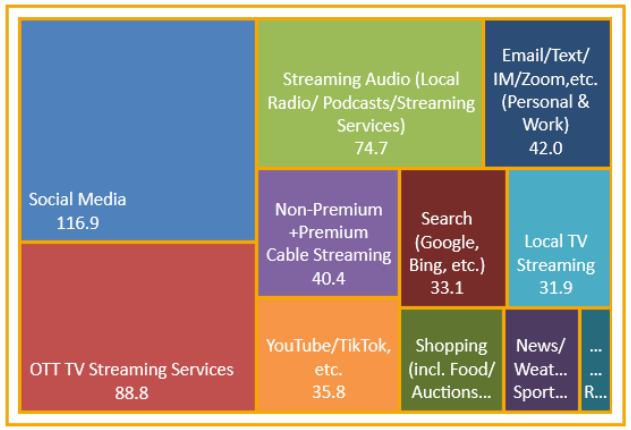


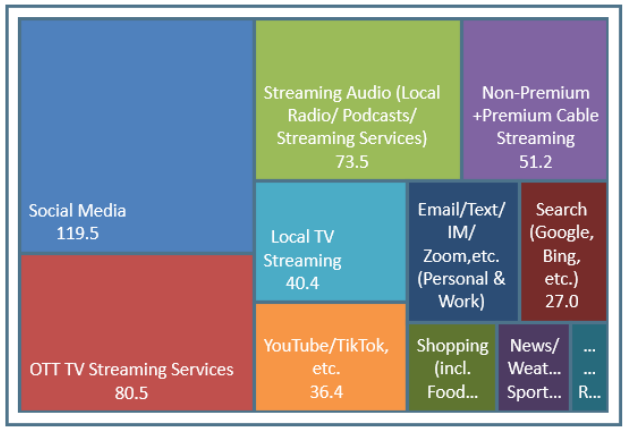
who Plan to Replace the WINDOWS/DOORS on their Home in 2024 ■ USA

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





who Plan to Replace the WINDOWS/DOORS on their Home in 2024 ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 352

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

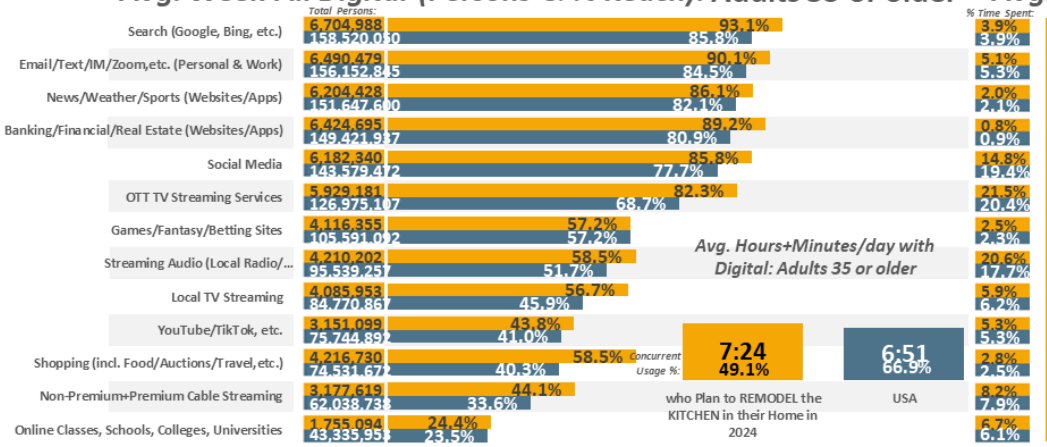
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors)]

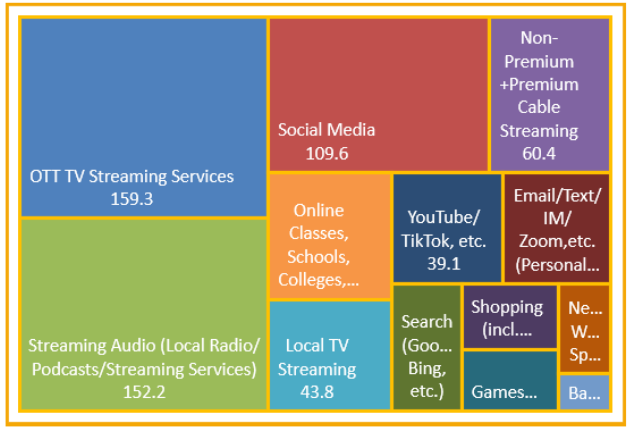
NEW KITCHEN

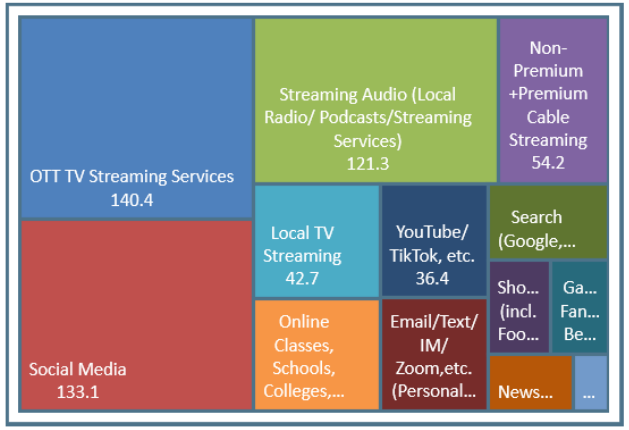
5,441,679 or 75.6% of Adults 35 or older who Plan to REMODEL the KITCHEN in their Home in 2024 use Ad-Supported Social Media for an average of 100.8 minutes every day representing 18.5% of all time spent daily with Ad-Supported Digital Media.

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

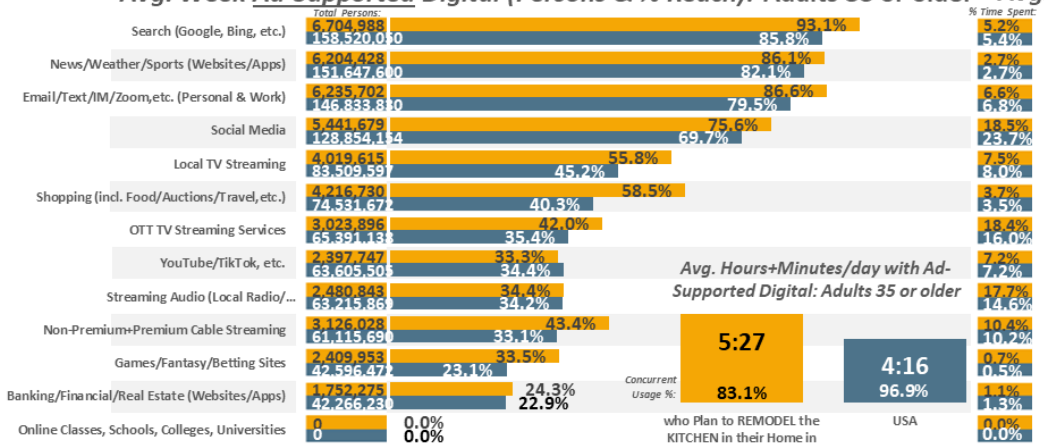


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

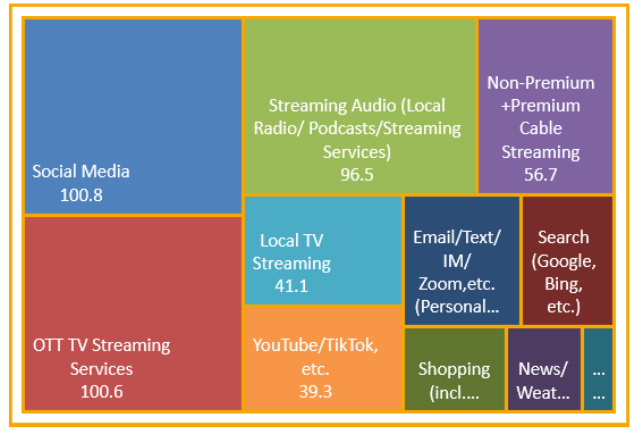


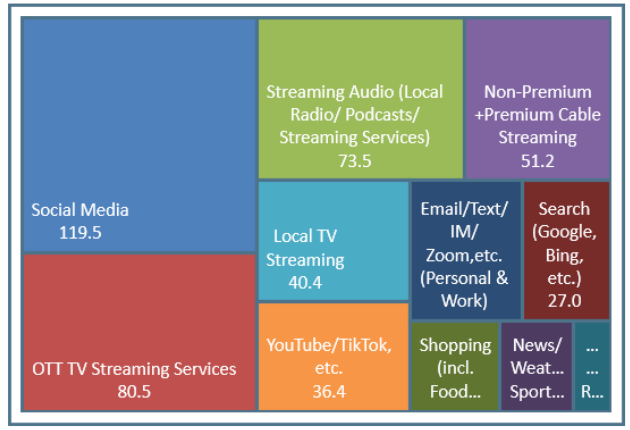


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 348

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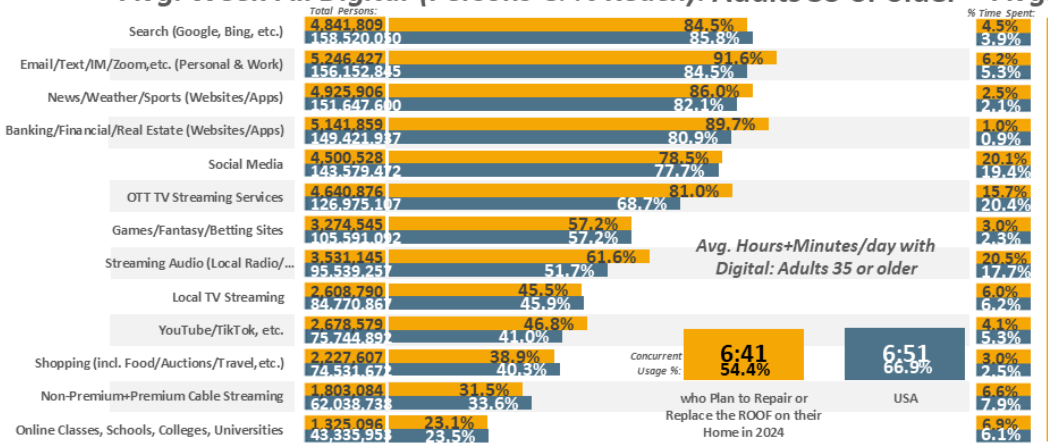
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen)]

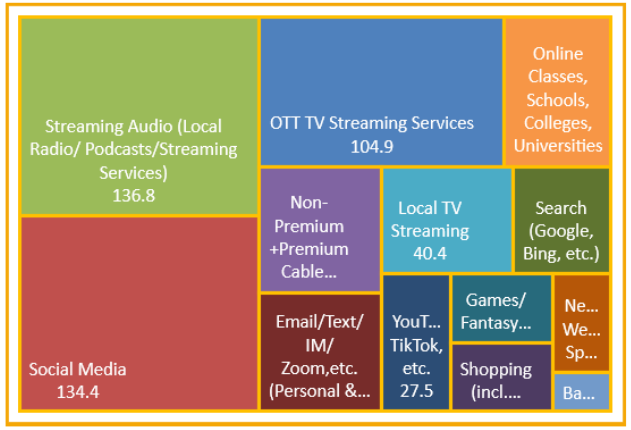
NEW ROOF

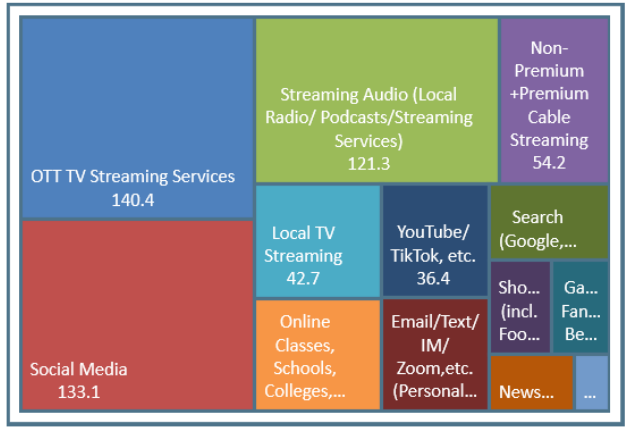
4,008,384 or 70.% of Adults 35 or older who Plan to Repair or Replace the ROOF on their Home in 2024 use Ad-Supported Social Media for an average of 123.7 minutes every day representing 24.9% of all time spent daily with Ad-Supported Digital Media.

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

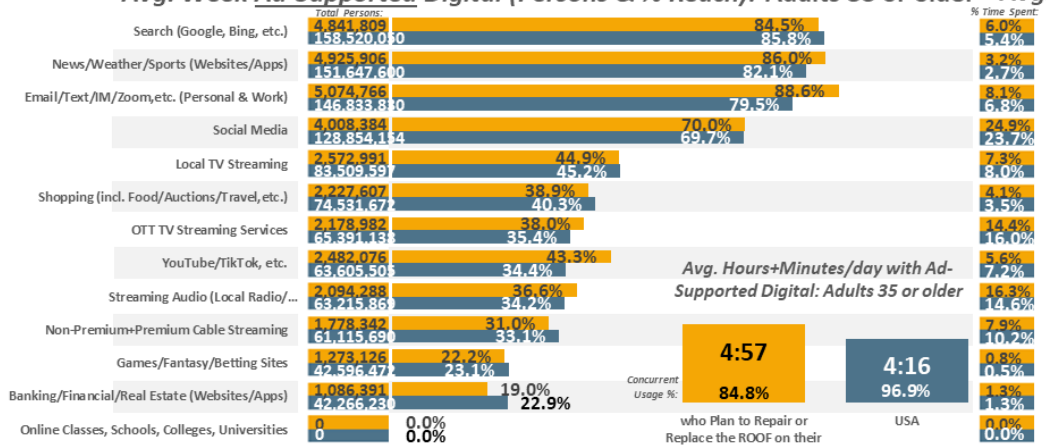


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

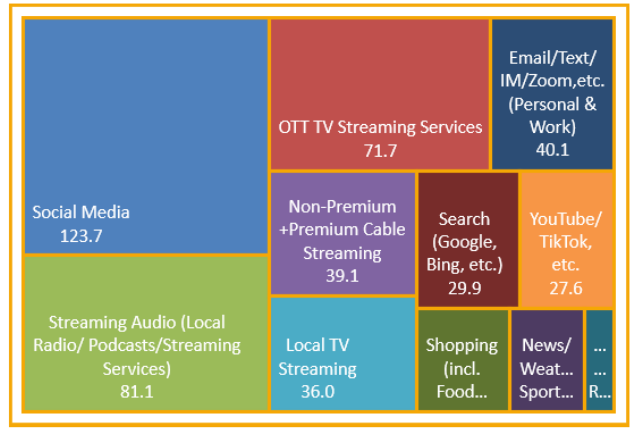


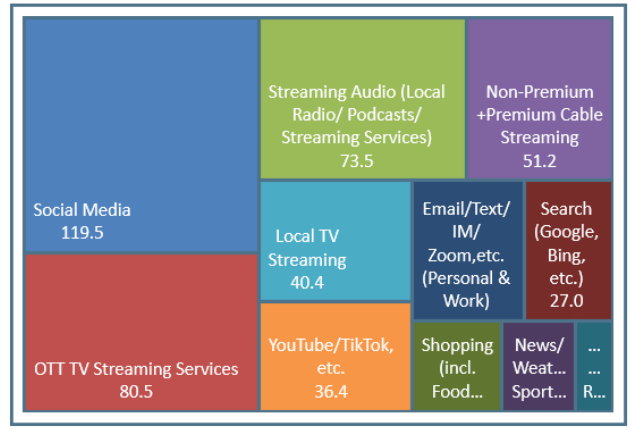


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 263

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

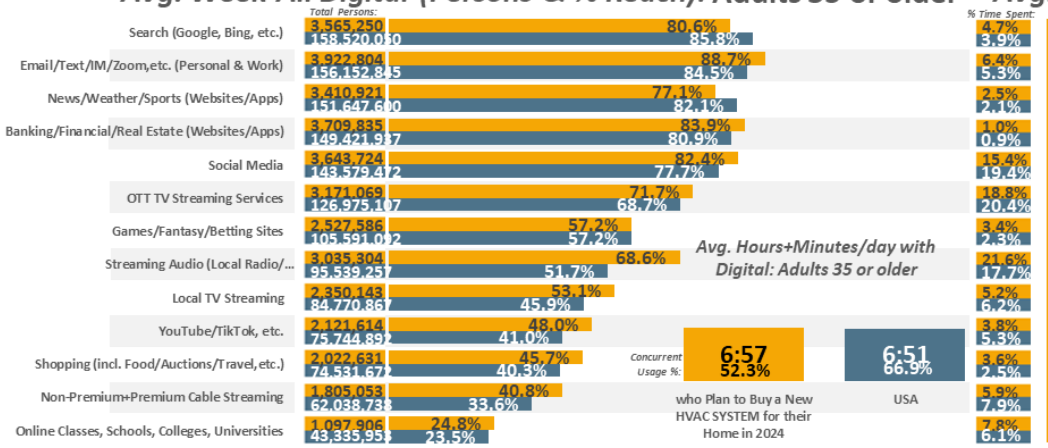
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace or repair roof)]

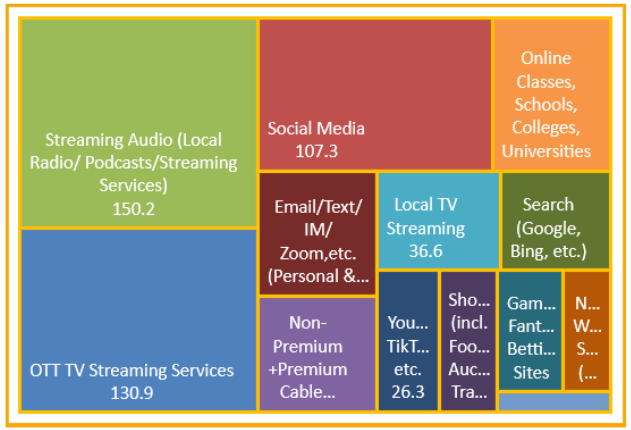
NEW HVAC SYSTEM

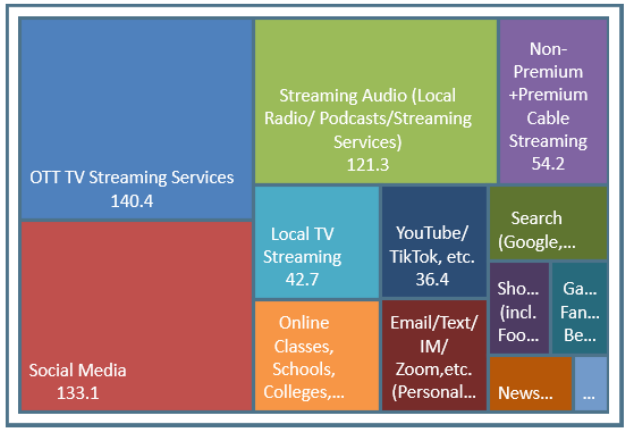
3,161,652 or 71.5% of Adults 35 or older who Plan to Buy a New HVAC SYSTEM for their Home in 2024 use Ad-Supported Social Media for an average of 98.7 minutes every day representing 20.5% of all time spent daily with Ad-Supported Digital Media.

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



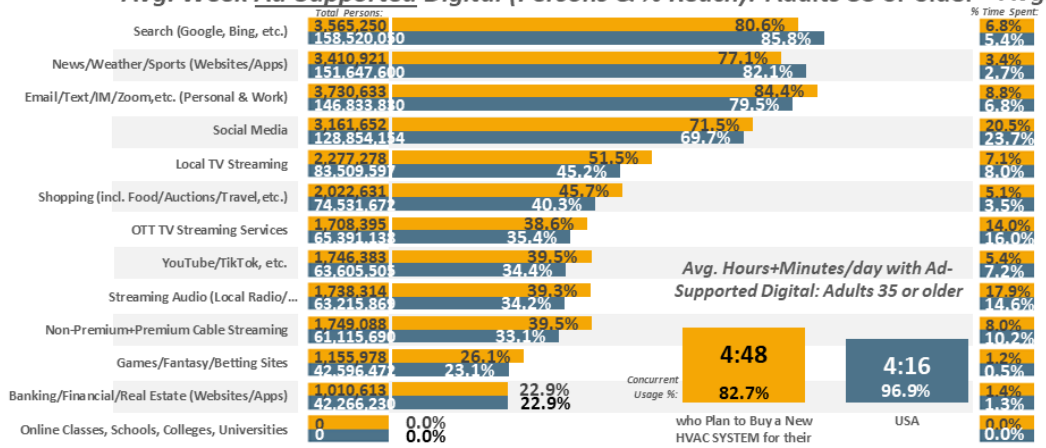
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



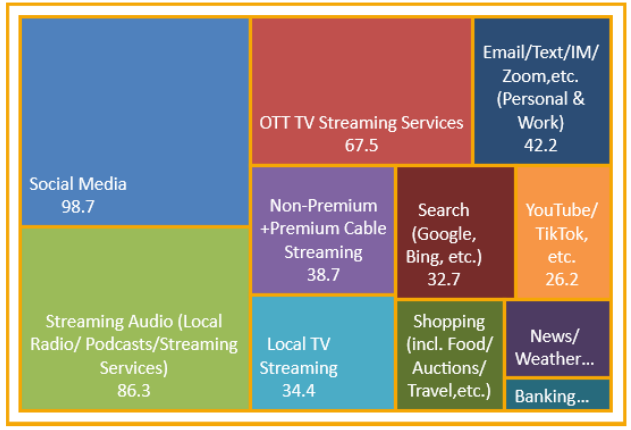


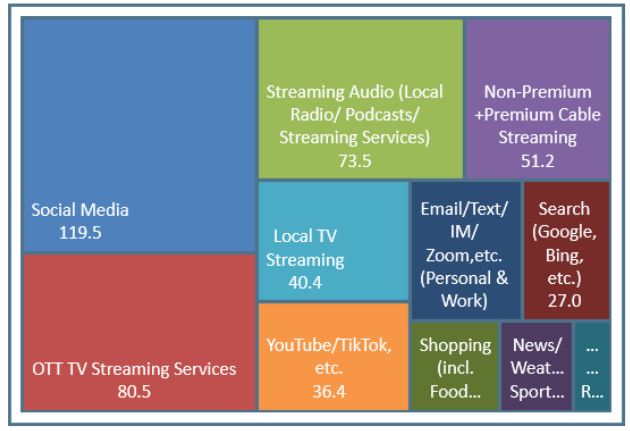
who Plan to Buy a New HVAC SYSTEM for their Home in 2024 ■ USA

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





who Plan to Buy a New HVAC SYSTEM for their Home in 2024 ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 199

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

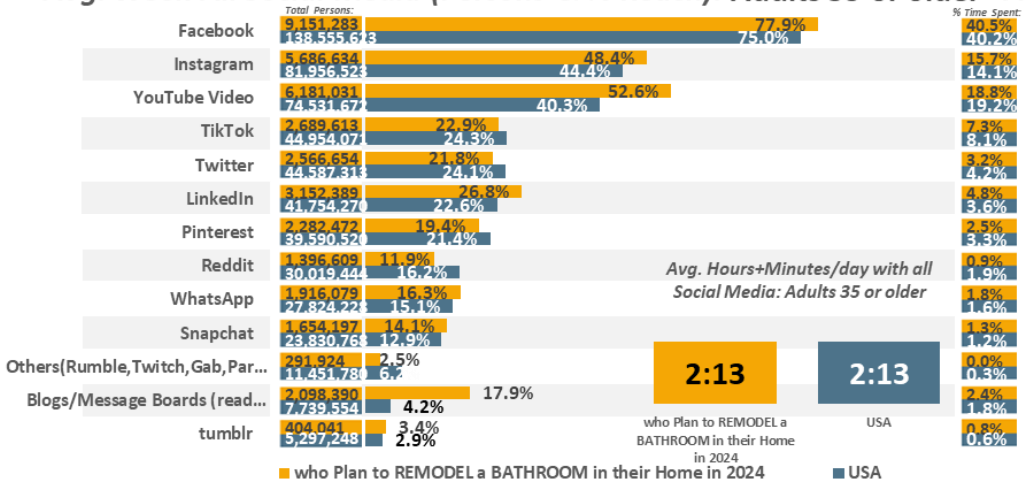
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Heating or air conditioning)]

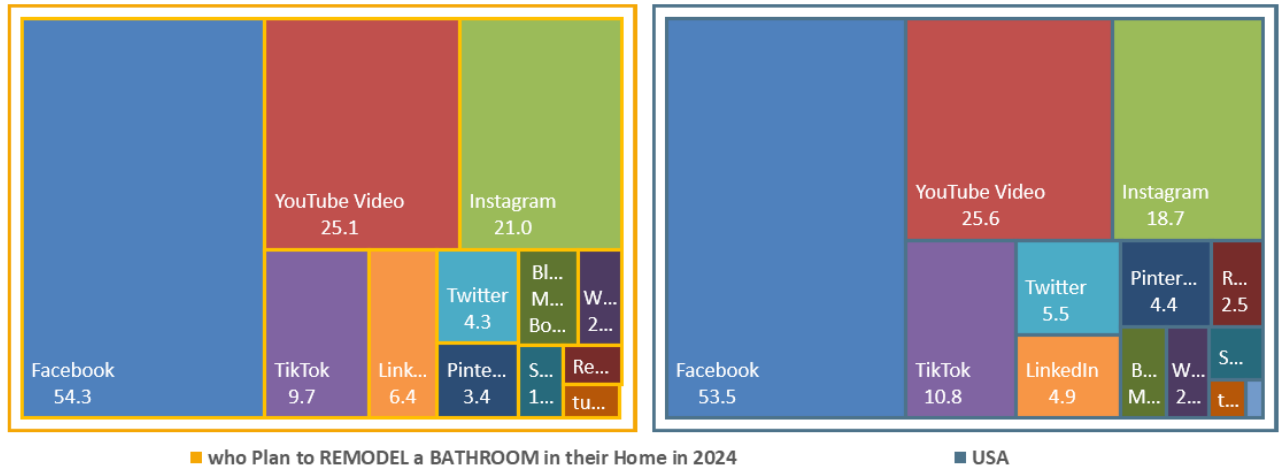
NEW BATHROOM

9,151,283 or 77.9% of Adults 35 or older who Plan to REMODEL a BATHROOM in their Home in 2024 use Ad-Supported Facebook for an average of 44.2 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

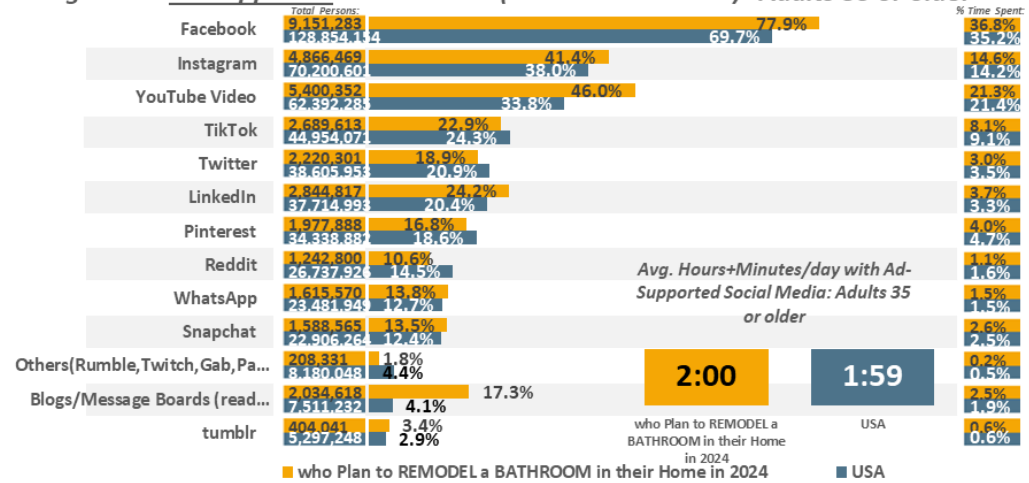
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



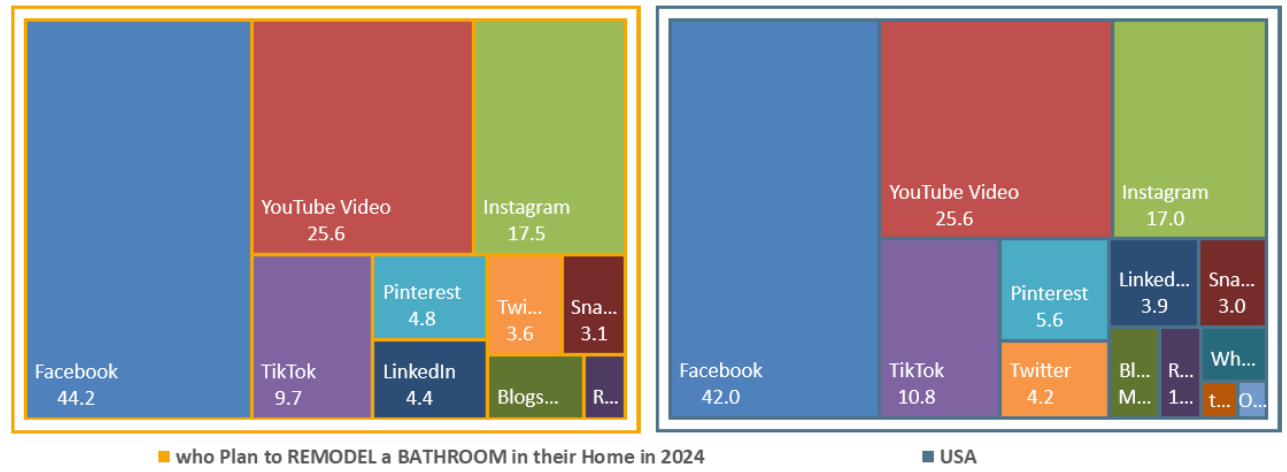
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 562

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

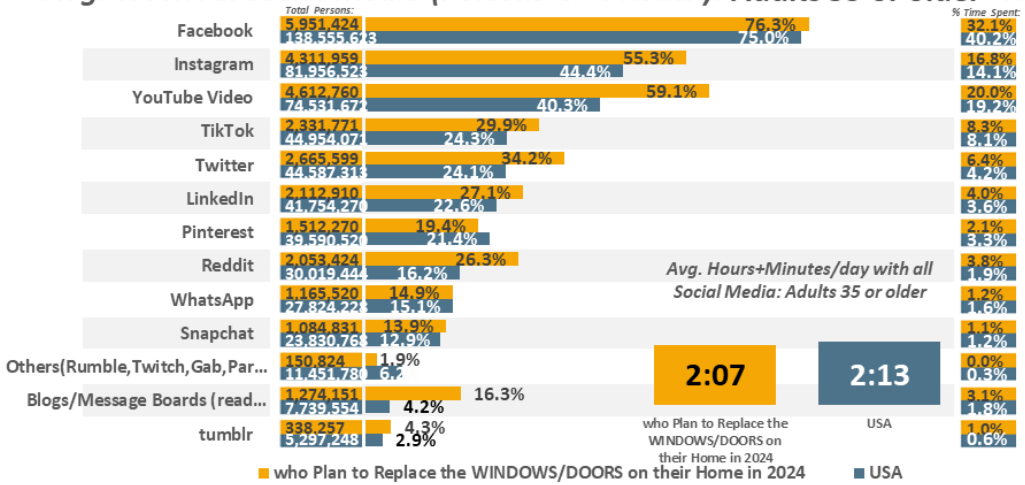
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom)]

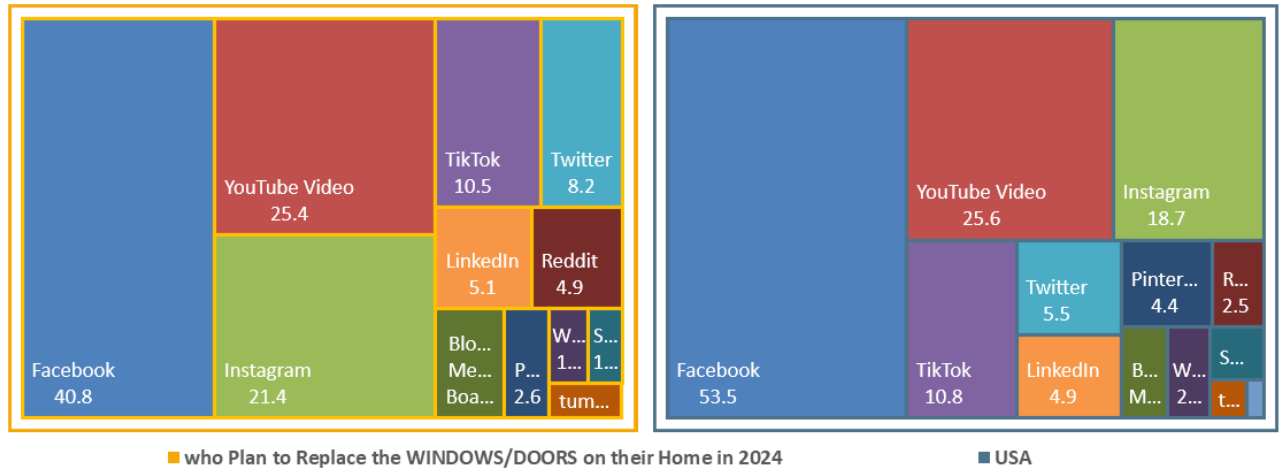
NEW WINDOWS

5,597,394 or 71.7% of Adults 35 or older who Plan to Replace the WINDOWS/DOORS on their Home in 2024 use Ad-Supported Facebook for an average of 36.4 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.

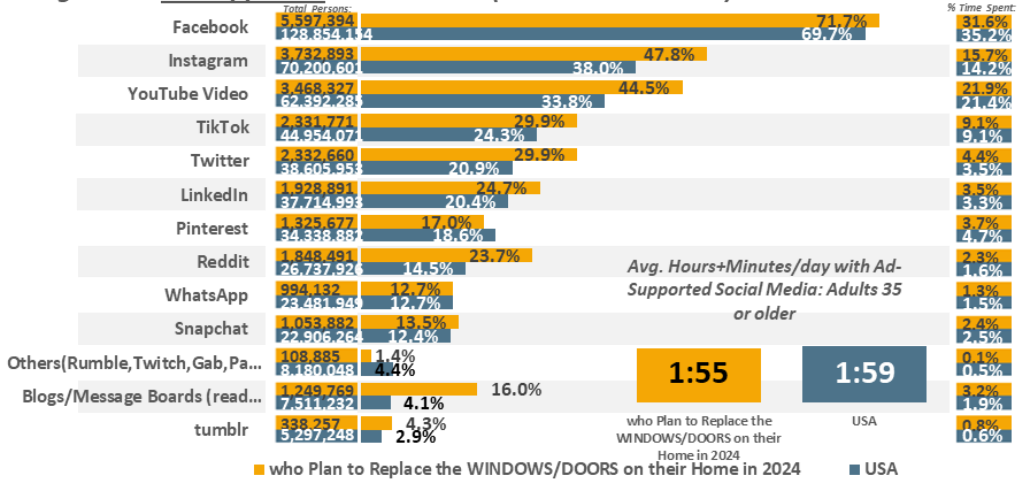
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



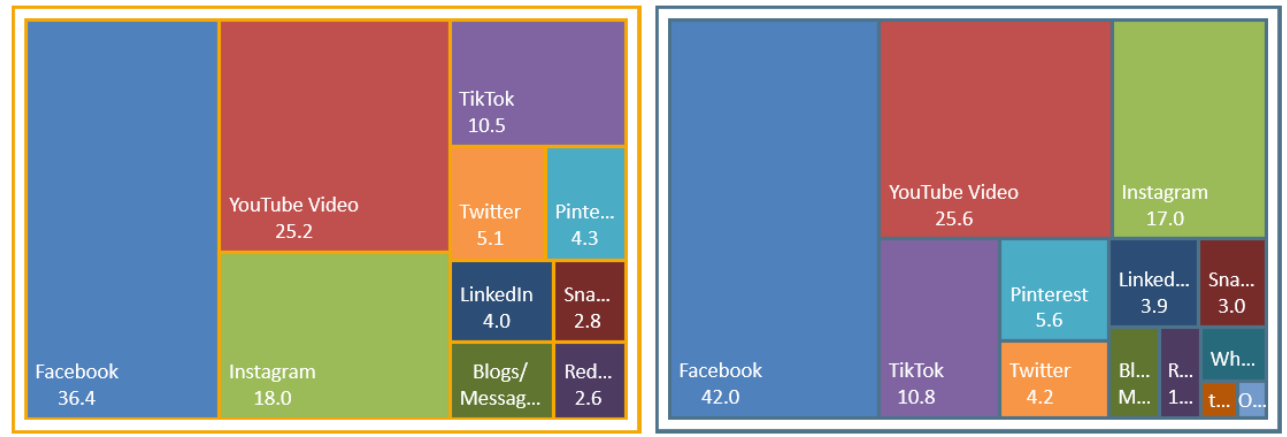
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 352

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

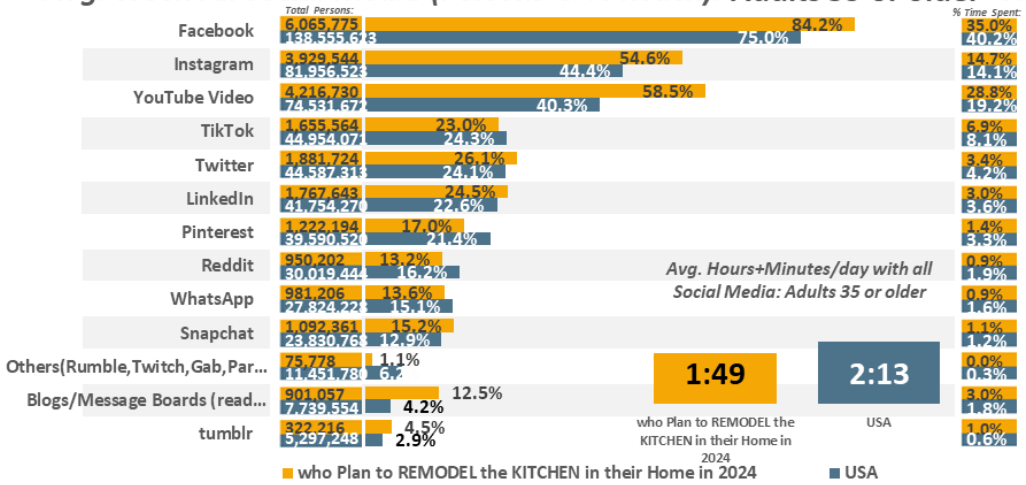
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors)]

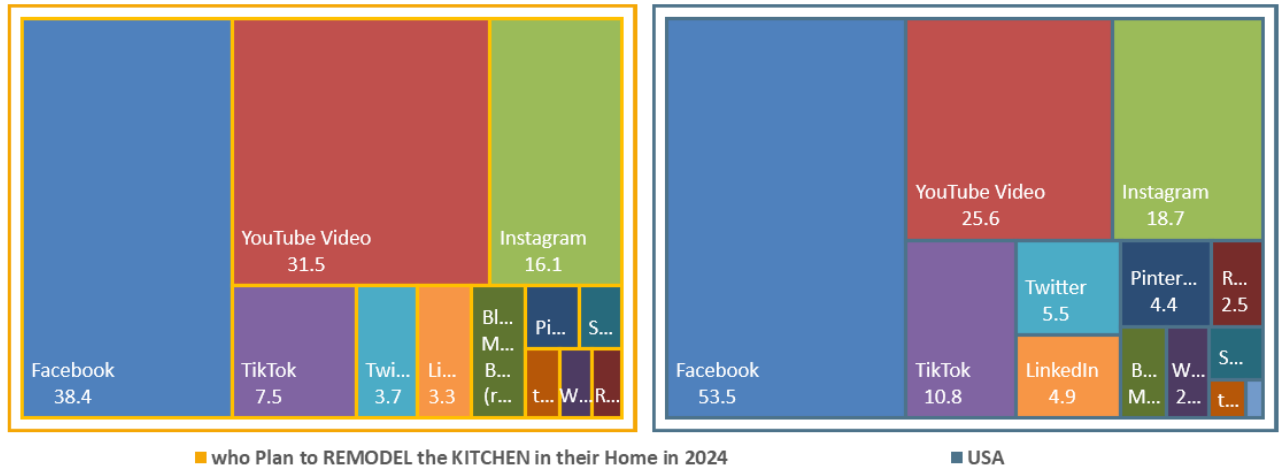
NEW KITCHEN

3,463,378 or 48.1% of Adults 35 or older who Plan to REMODEL the KITCHEN in their Home in 2024 use Ad-Supported YouTube Video for an average of 31.8 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

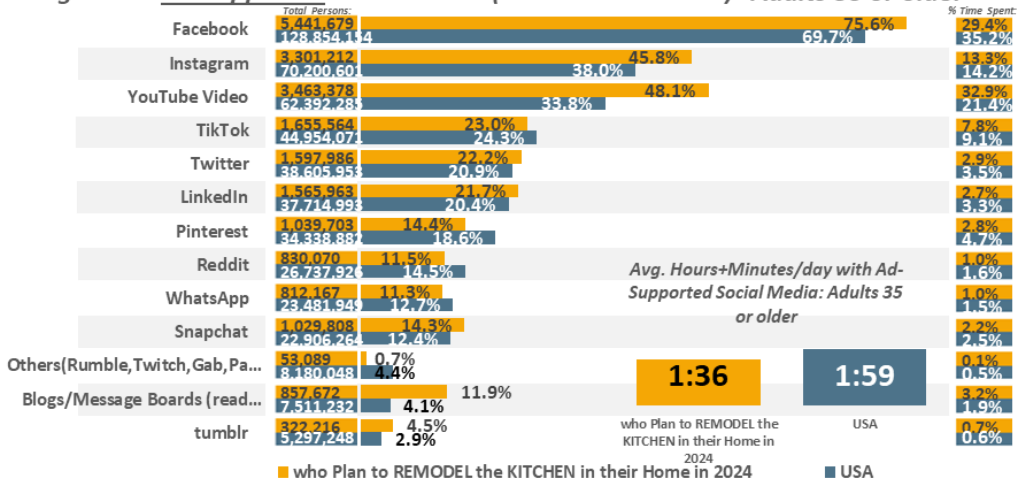
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



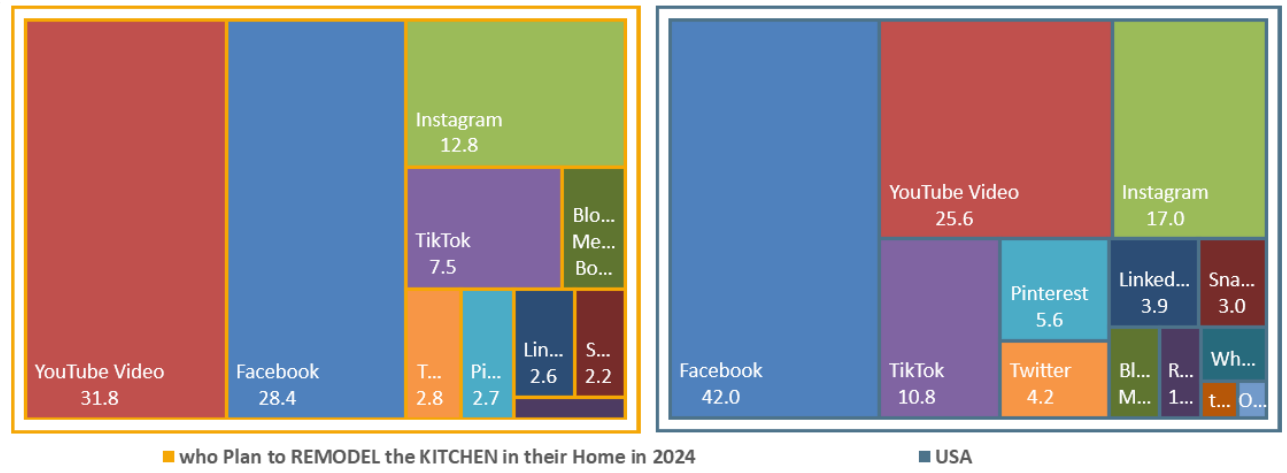
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 348

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

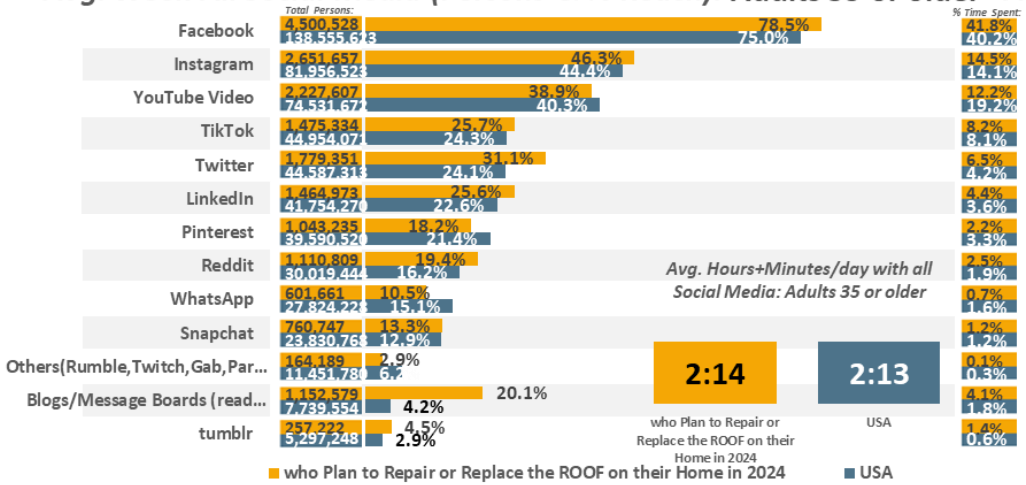
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen)]

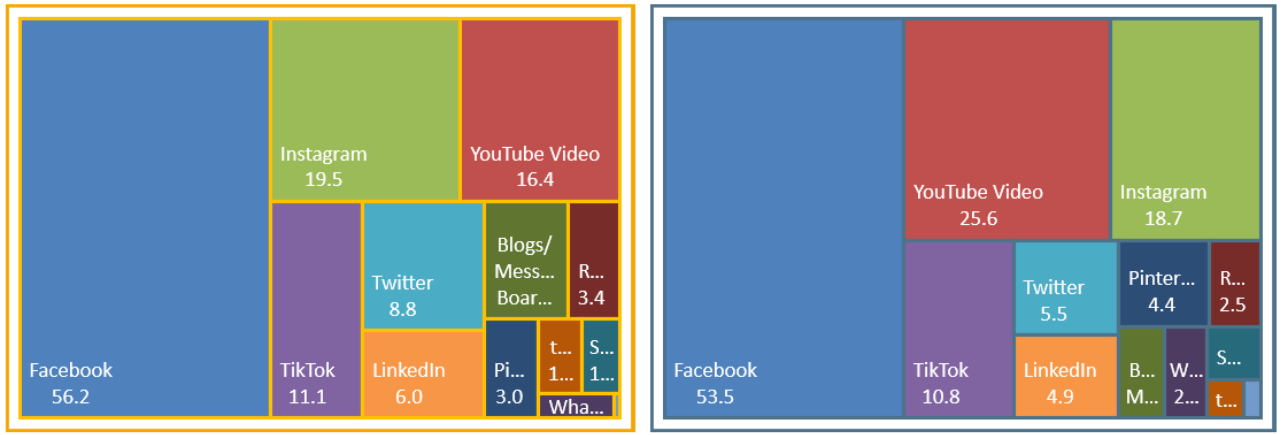
NEW ROOF

4,008,384 or 70.% of Adults 35 or older who Plan to Repair or Replace the ROOF on their Home in 2024 use Ad-Supported Facebook for an average of 44.5 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

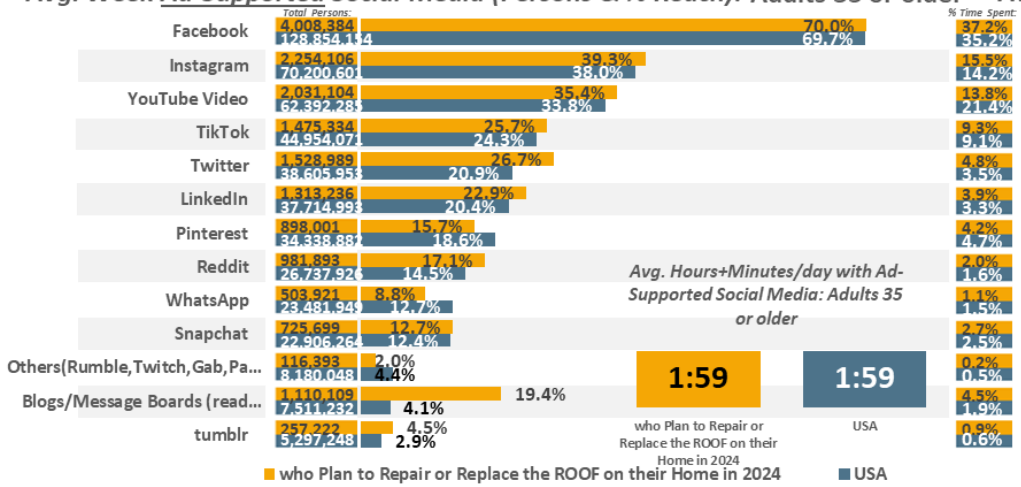
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



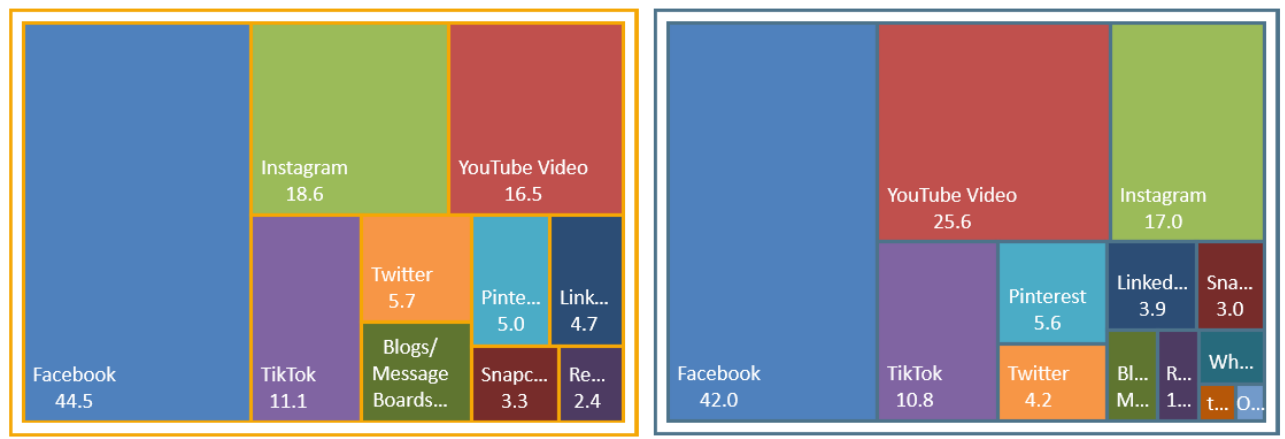
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 263

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

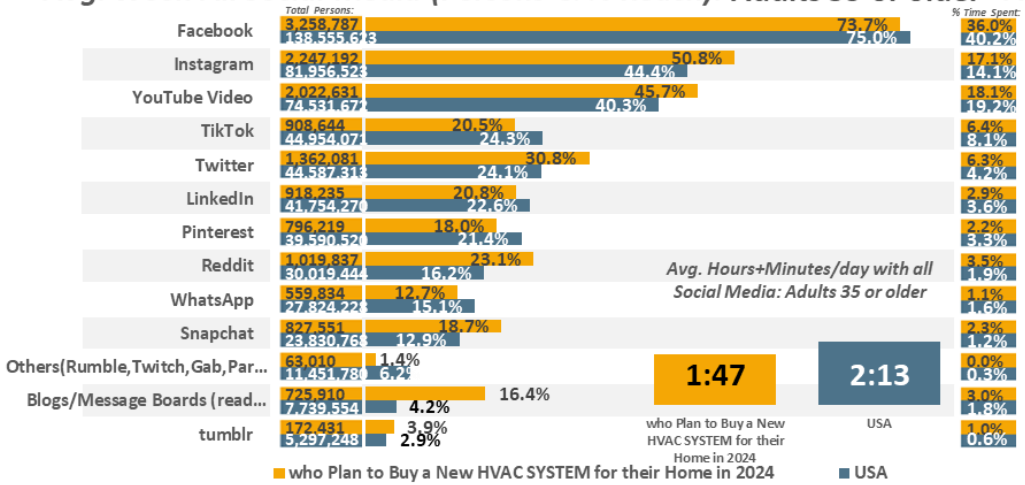
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace or repair roof)]

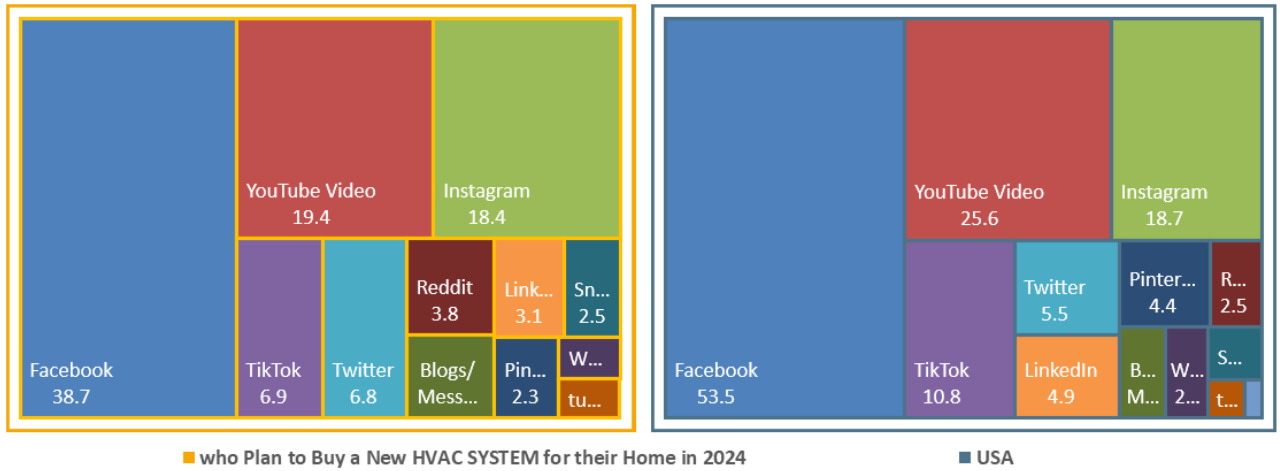
NEW HVAC SYSTEM

3,161,652 or 71.5% of Adults 35 or older who Plan to Buy a New HVAC SYSTEM for their Home in 2024 use Ad-Supported Facebook for an average of 32.5 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

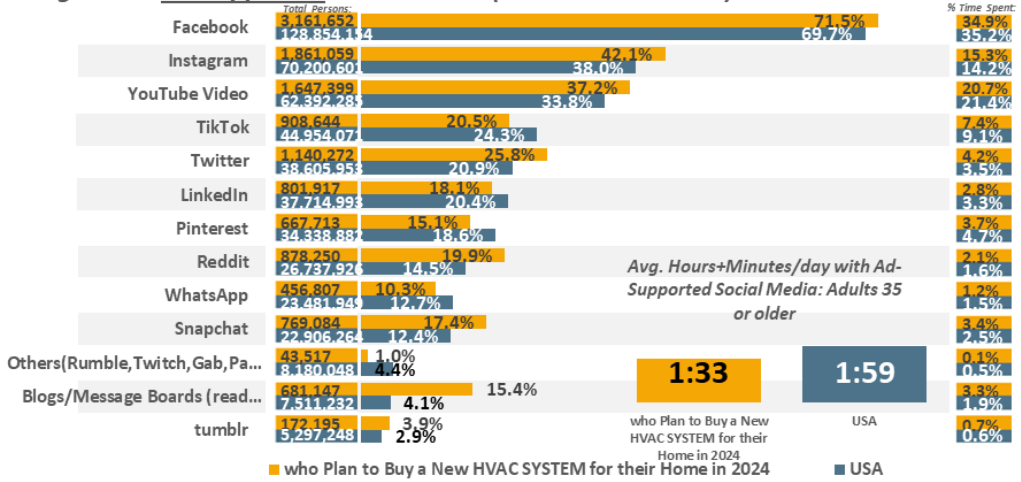
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



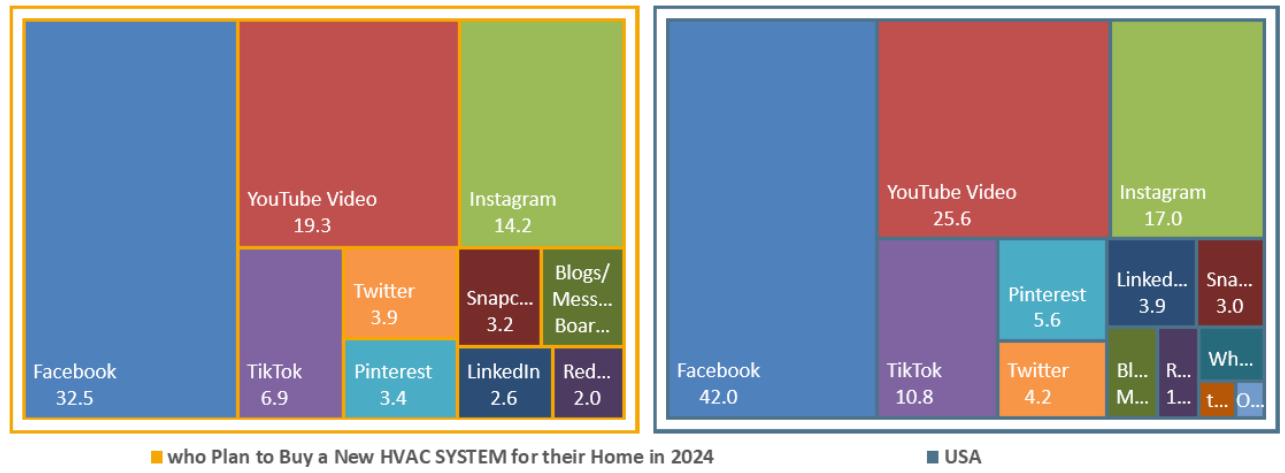
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 199

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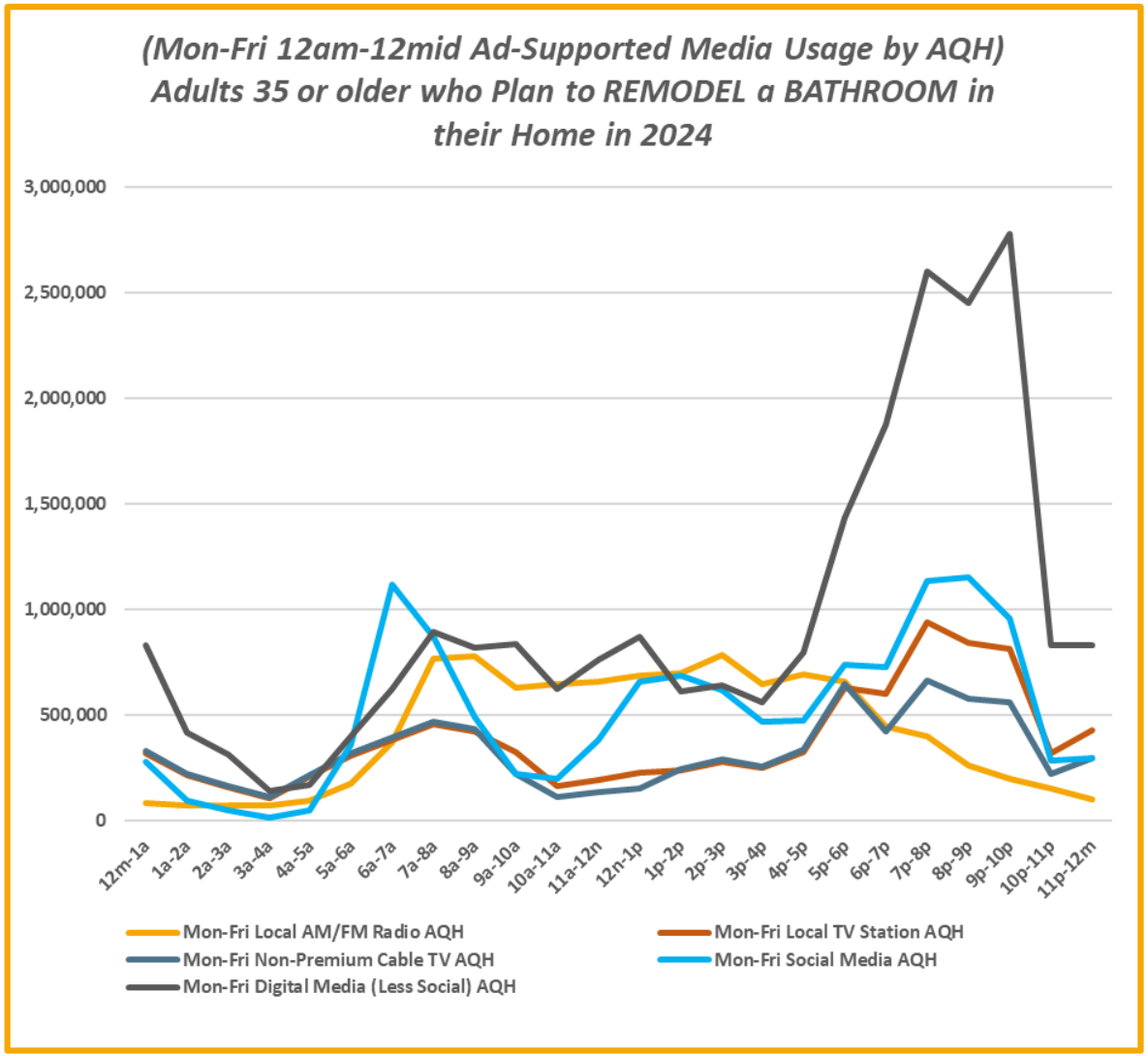
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

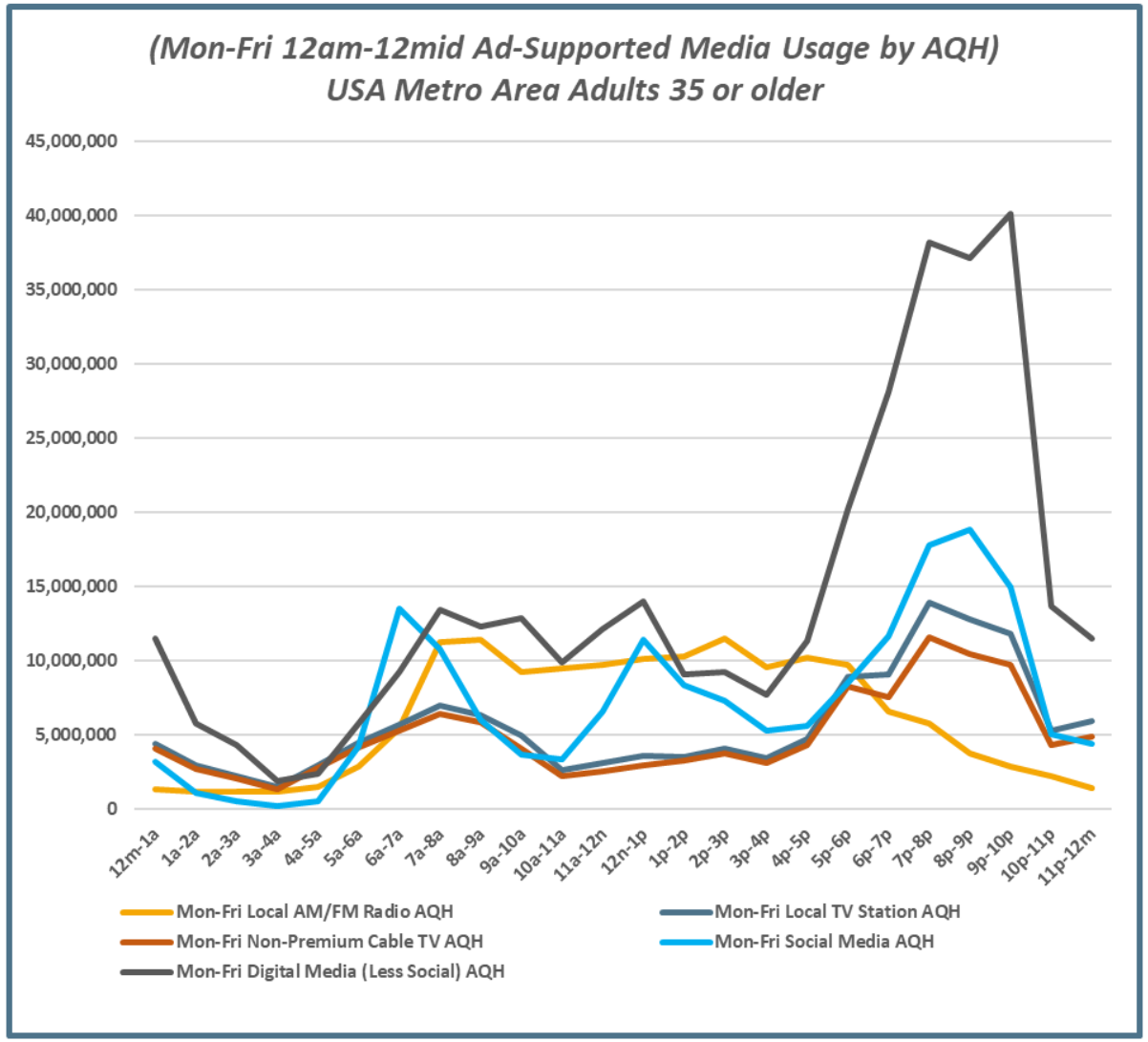
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Heating or air conditioning)]

NEW BATHROOM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 873,298; Local Radio: 651,254; Social Media: 589,183; Local TV: 345,881; Non-Prem. Cable: 316,592 reaching Adults 35 or older who Plan to REMODEL a BATHROOM in their Home





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 562

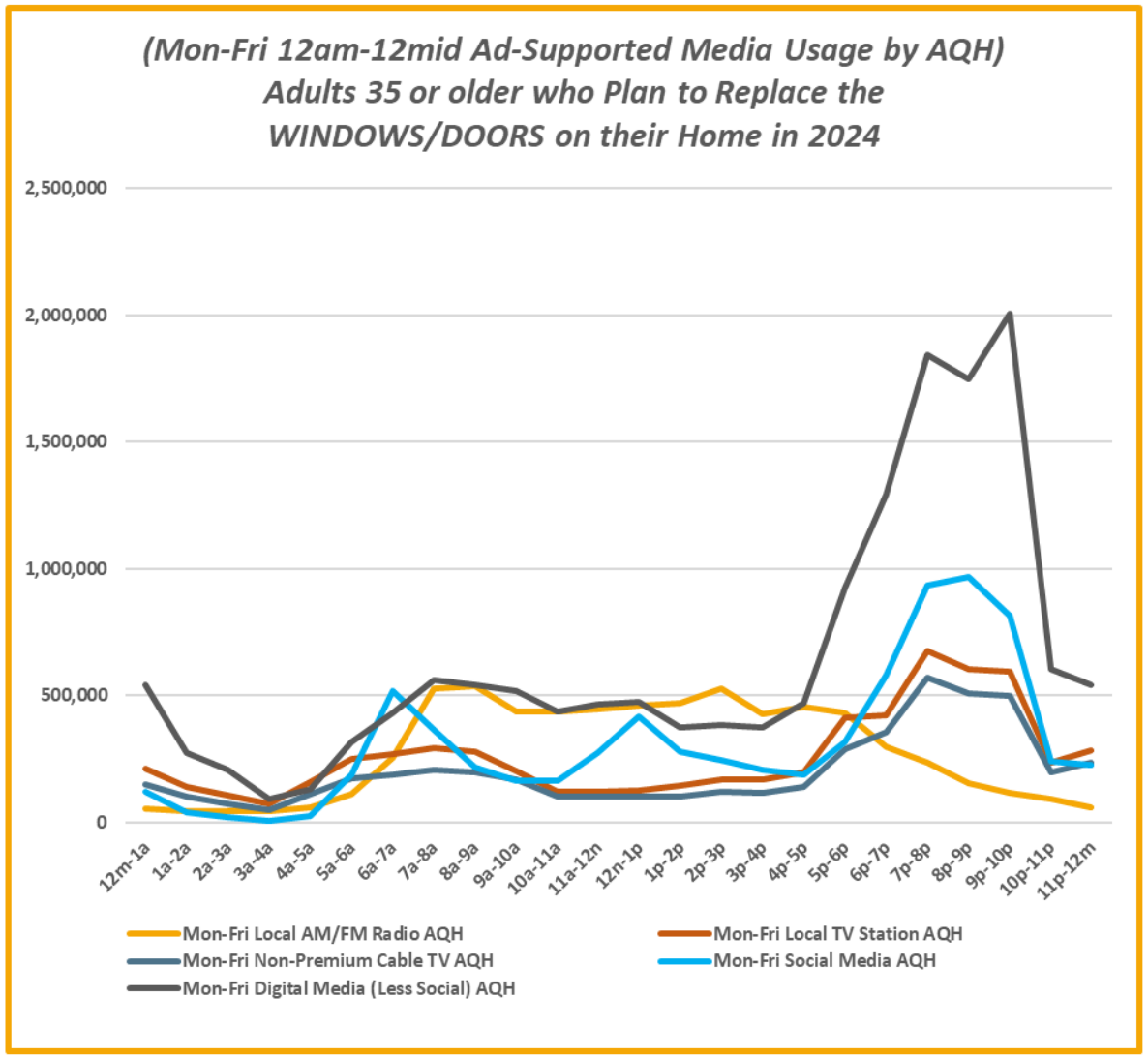
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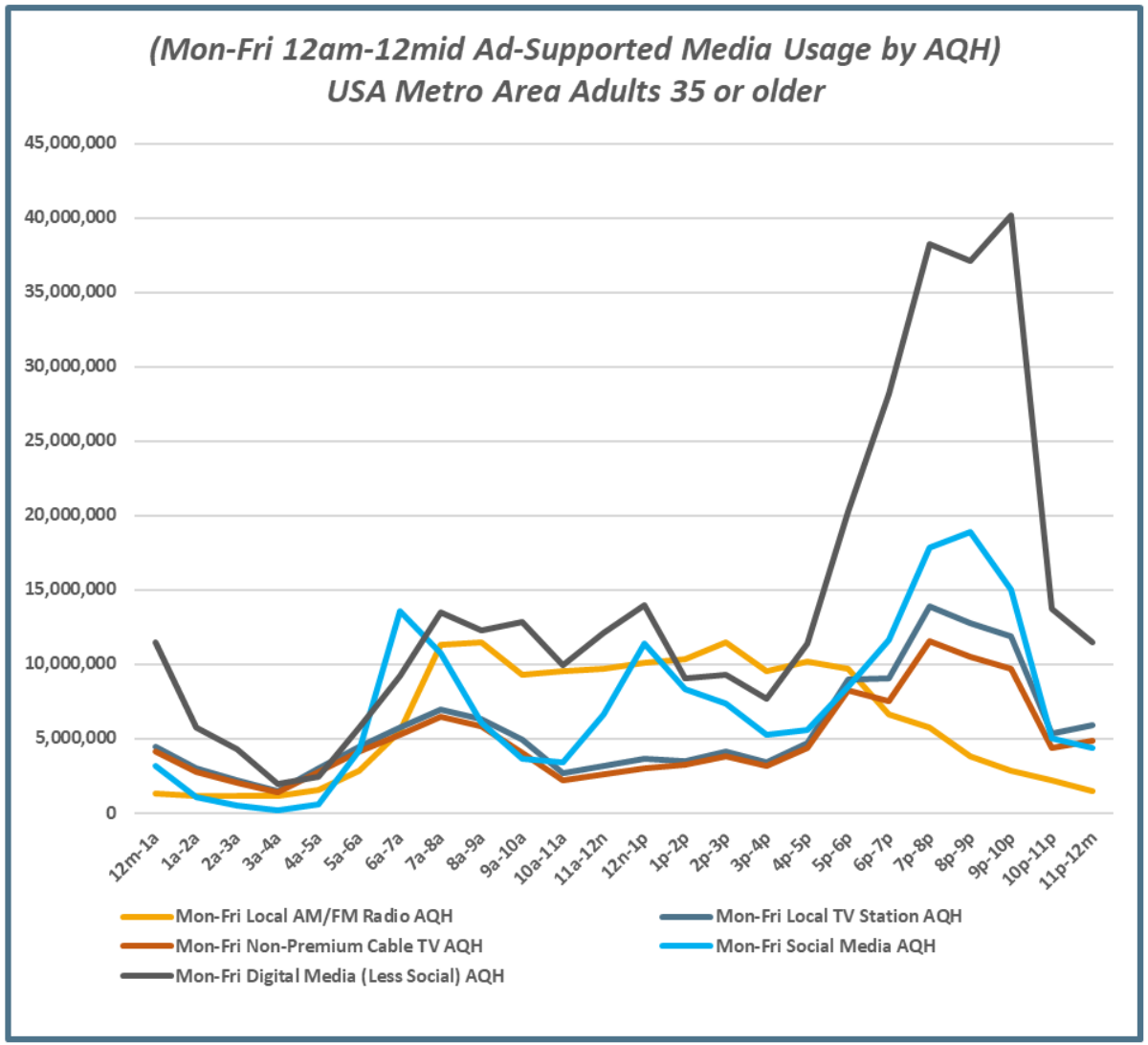
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom)]

NEW WINDOWS

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 557,280; Local Radio: 438,251; Social Media: 301,520; Local TV: 223,859; Non-Prem. Cable: 167,609 reaching Adults 35 or older who Plan to Replace the WINDOWS/DOORS on the





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 352

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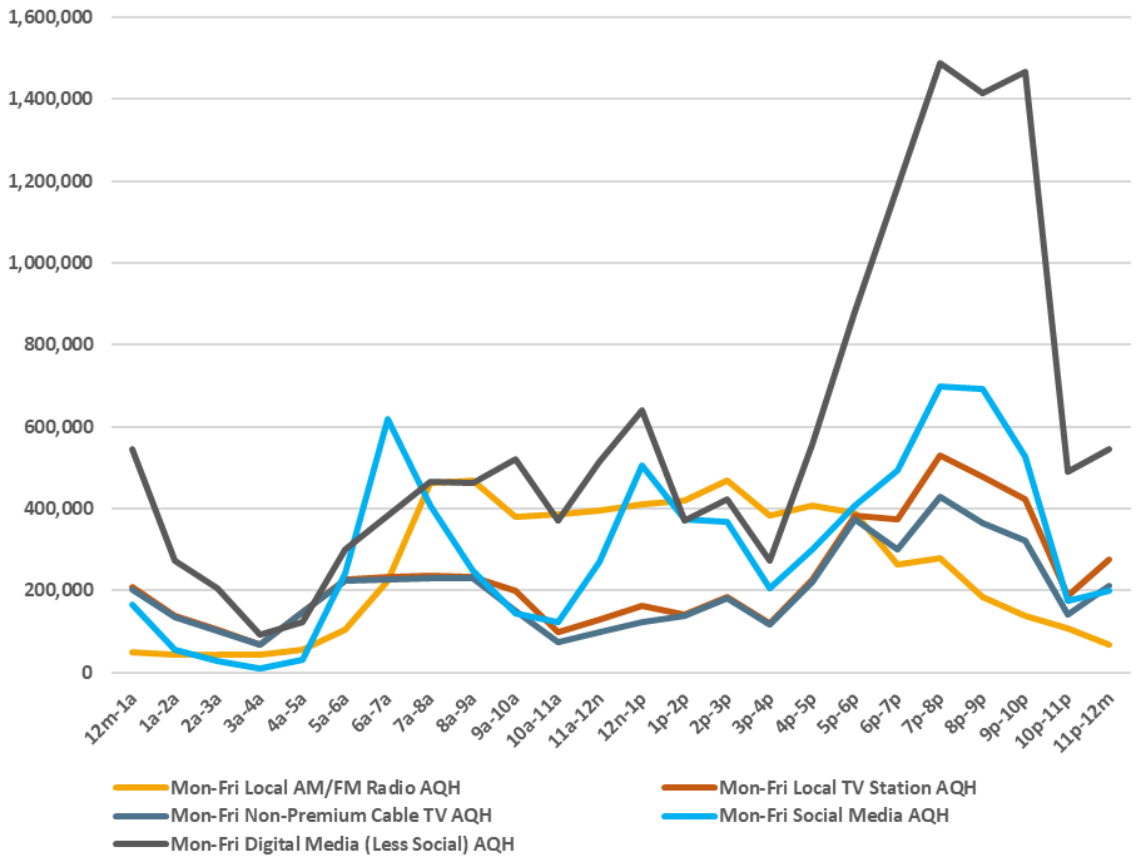
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors)]

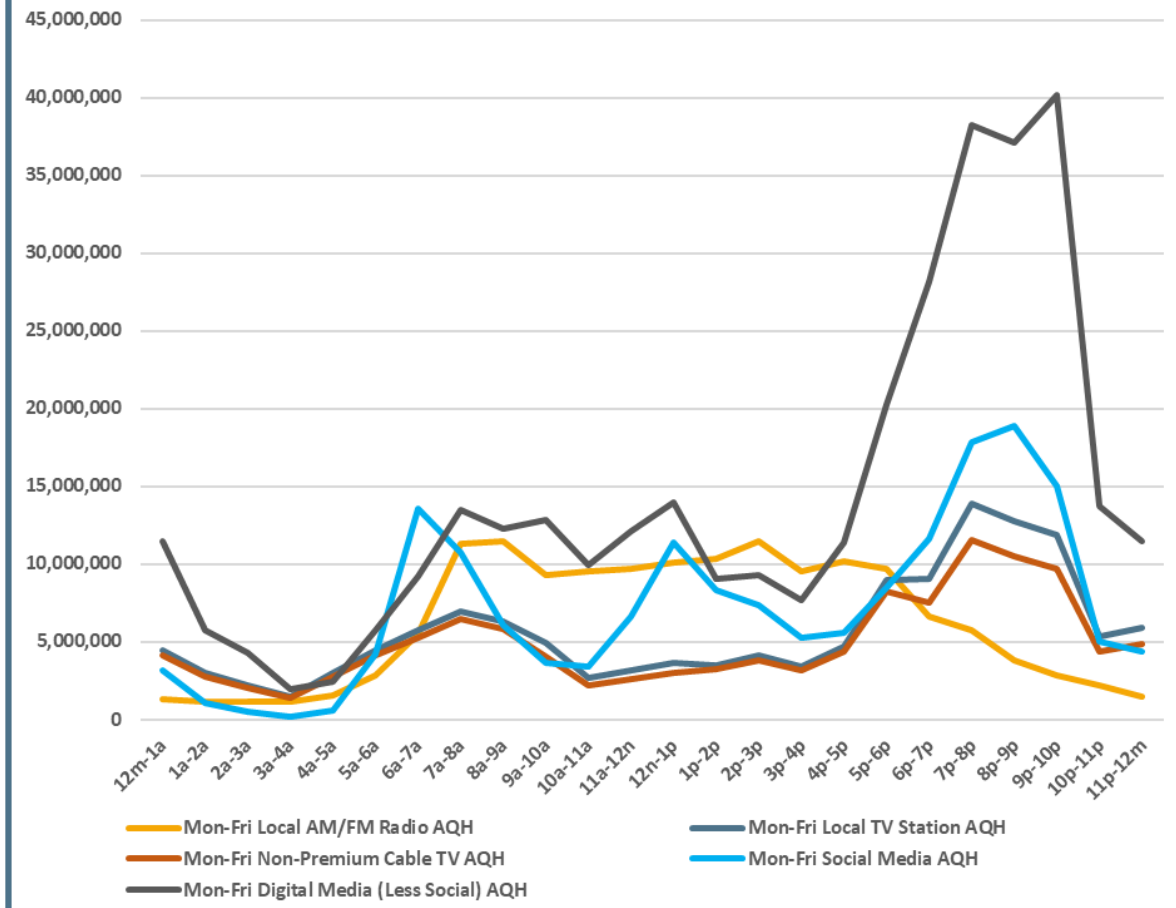
NEW KITCHEN

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 542,154; Local Radio: 389,167; Social Media: 343,452; Local TV: 208,541; Non-Prem. Cable: 189,663 reaching Adults 35 or older who Plan to REMODEL the KITCHEN in their Hom

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 35 or older who Plan to REMODEL the KITCHEN in their Home in 2024



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 348

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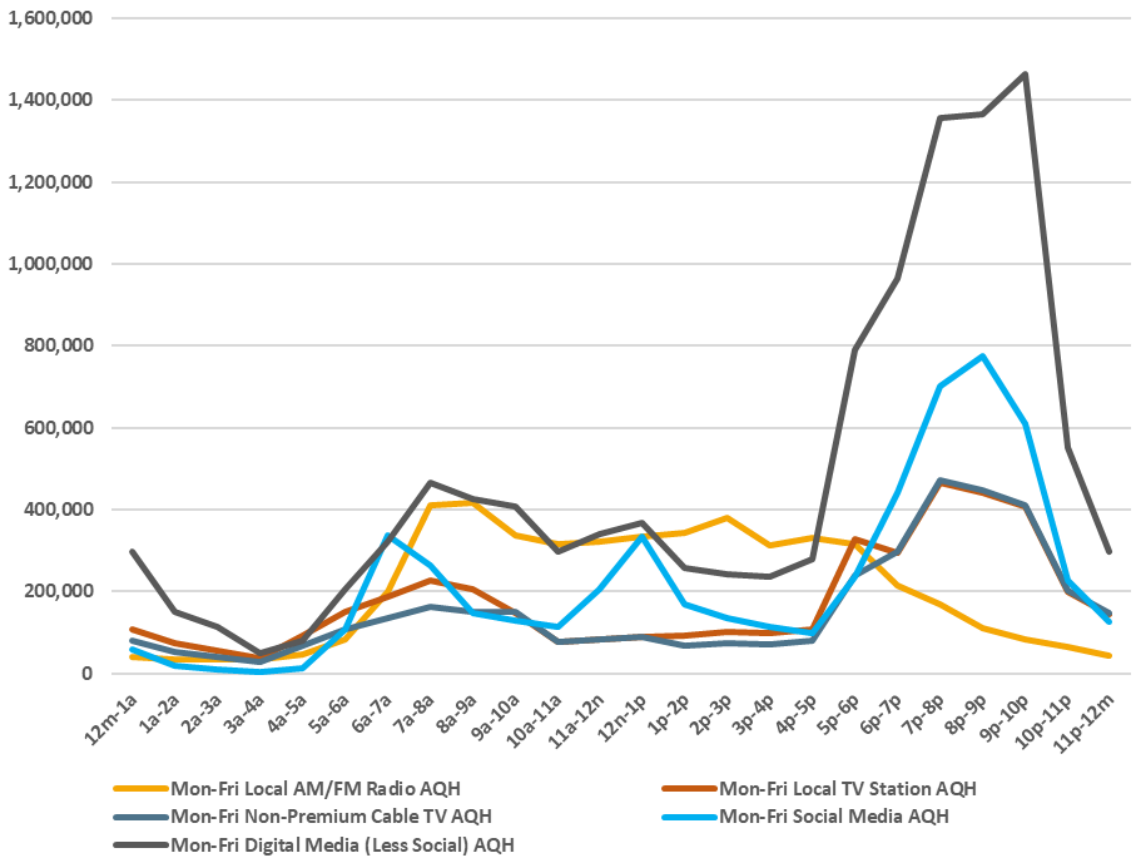
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen)]

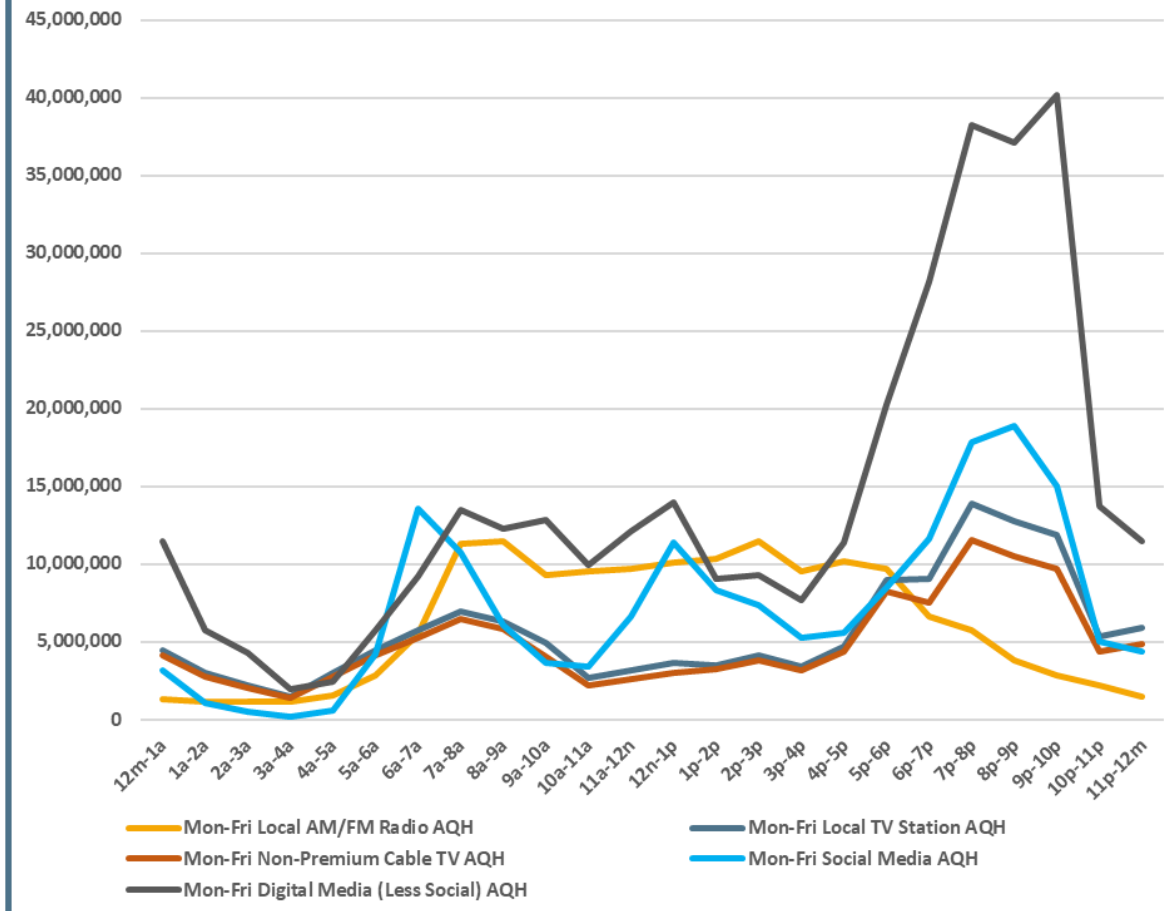
NEW ROOF

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 414,975; Local Radio: 326,028; Social Media: 209,479; Local TV: 156,780; Non-Prem. Cable: 128,605 reaching Adults 35 or older who Plan to Repair or Replace the ROOF on th

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 35 or older who Plan to Repair or Replace the ROOF on their Home in 2024



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 263

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

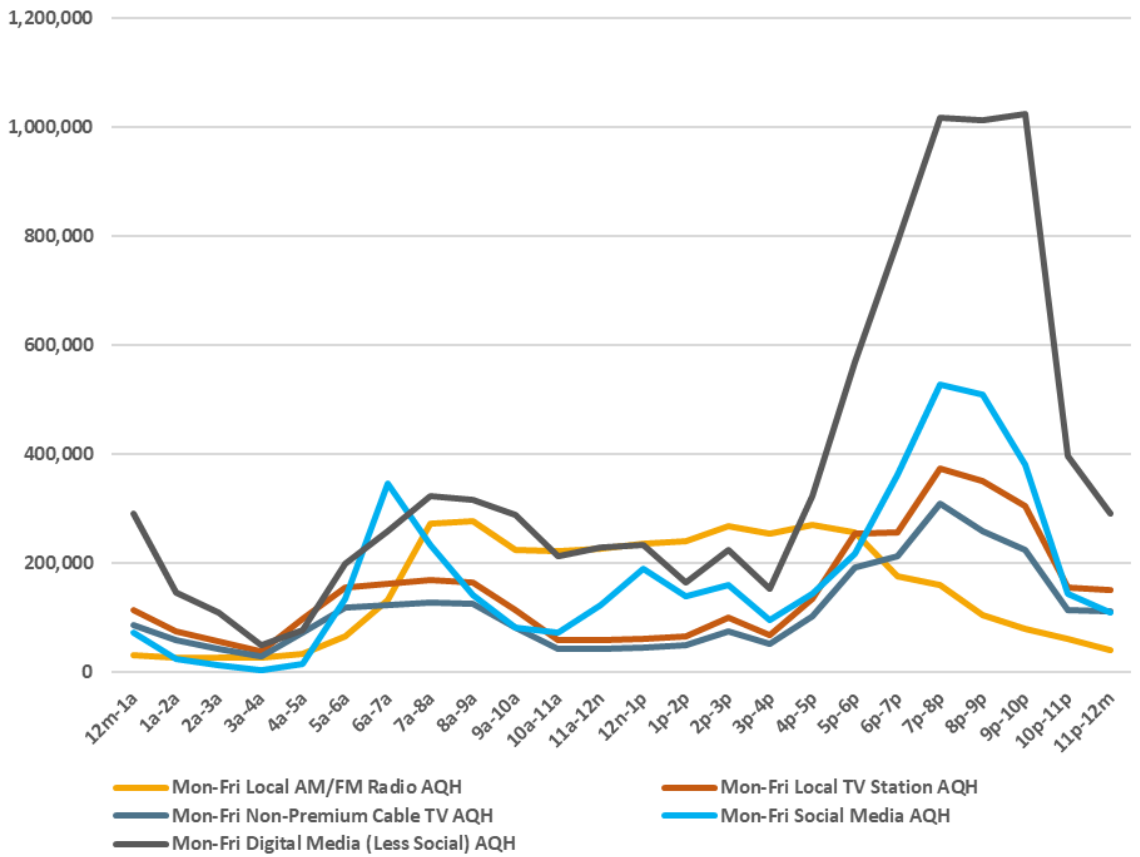
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace or repair roof)]

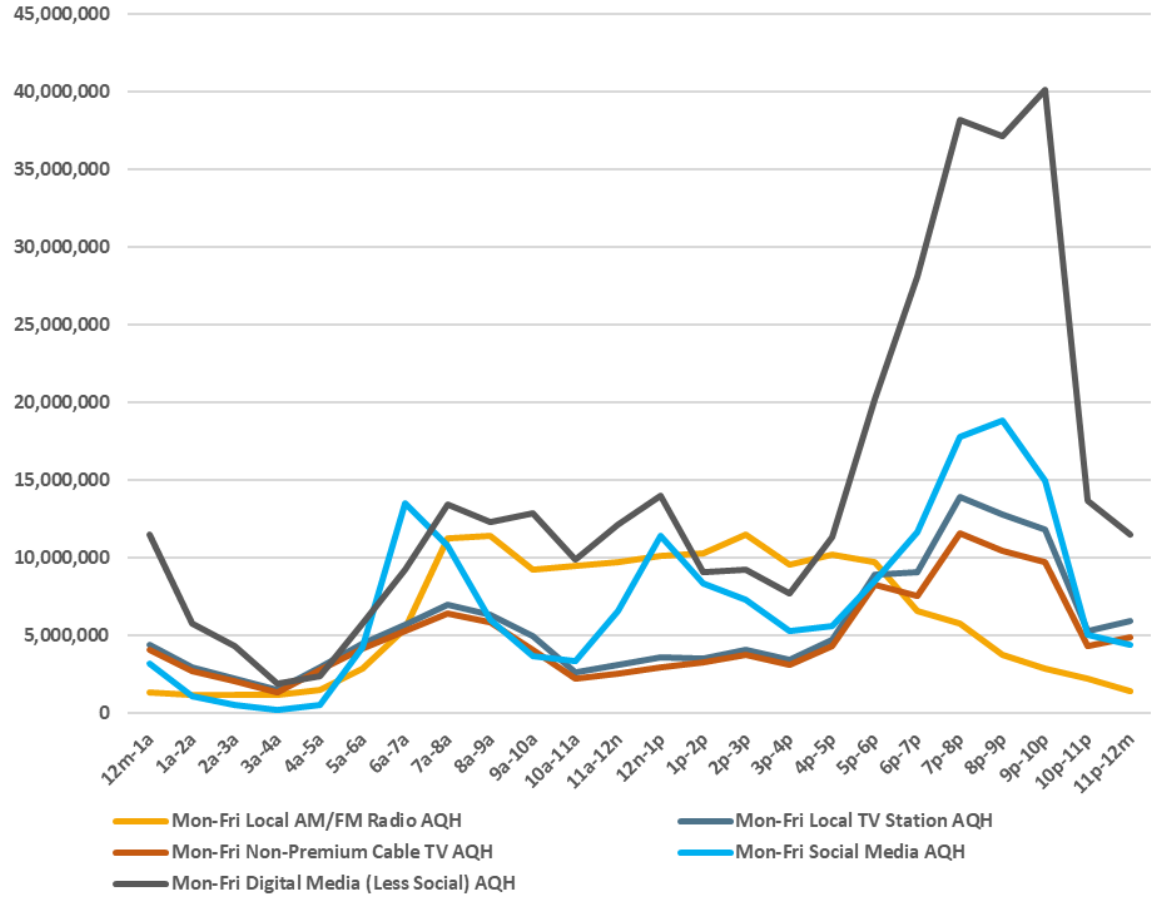
NEW HVAC SYSTEM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 314,176; Local Radio: 235,089; Social Media: 177,160; Local TV: 127,722; Non-Prem. Cable: 97,730 reaching Adults 35 or older who Plan to Buy a New HVAC SYSTEM for their H

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 35 or older who Plan to Buy a New HVAC SYSTEM for their Home in 2024



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 199

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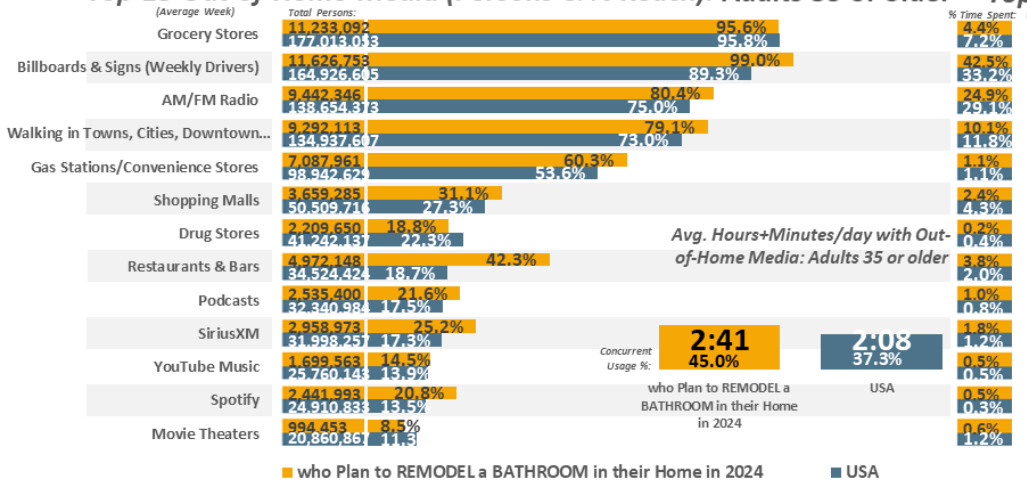
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Heating or air conditioning)]

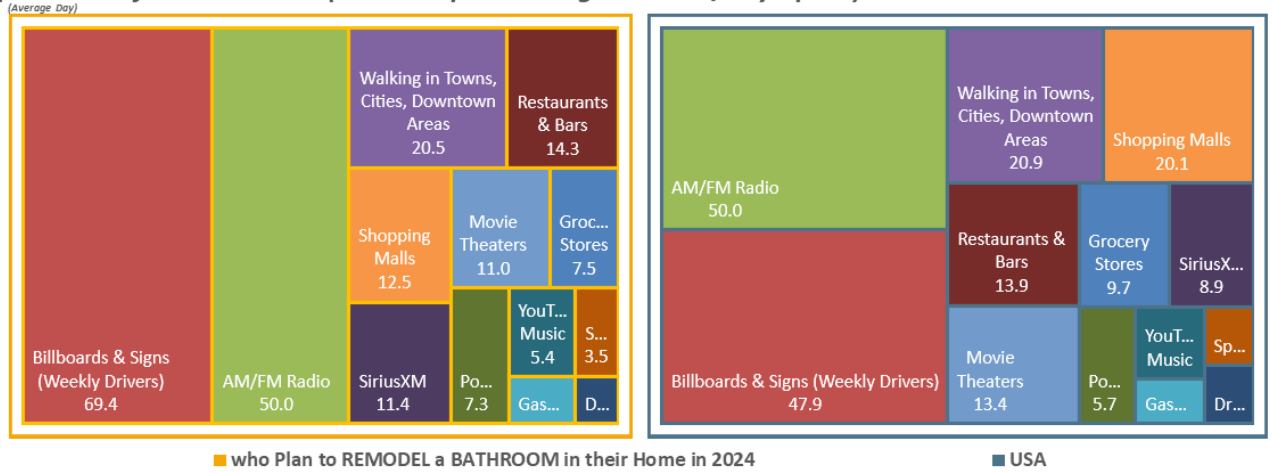
NEW BATHROOM

11,626,753 or 99.% of Adults 35 or older who Plan to REMODEL a BATHROOM in their Home in 2024 spend an average of 69.4 minutes per day driving, seeing Billboards and Signs. 75.5% Listen to Local Radio Stations Out-of-Home for an average of 45.8 minutes/da

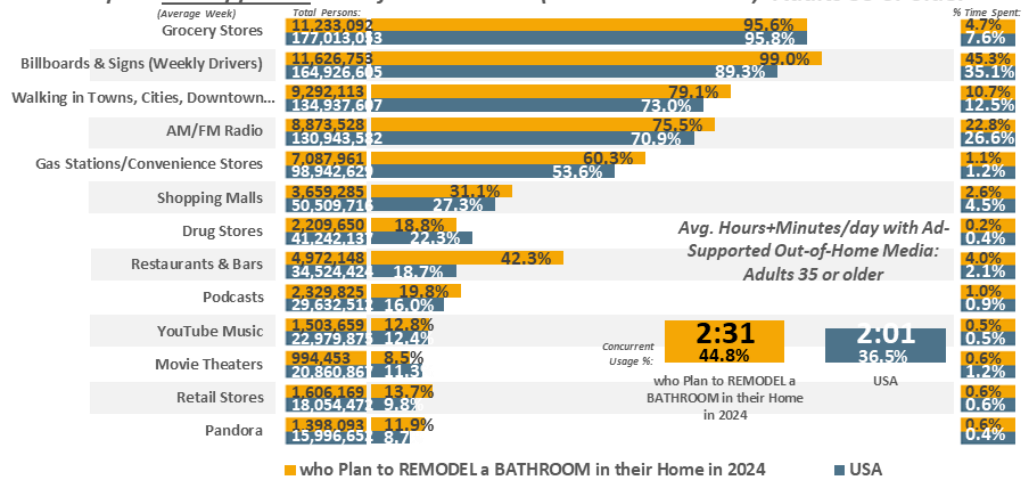
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



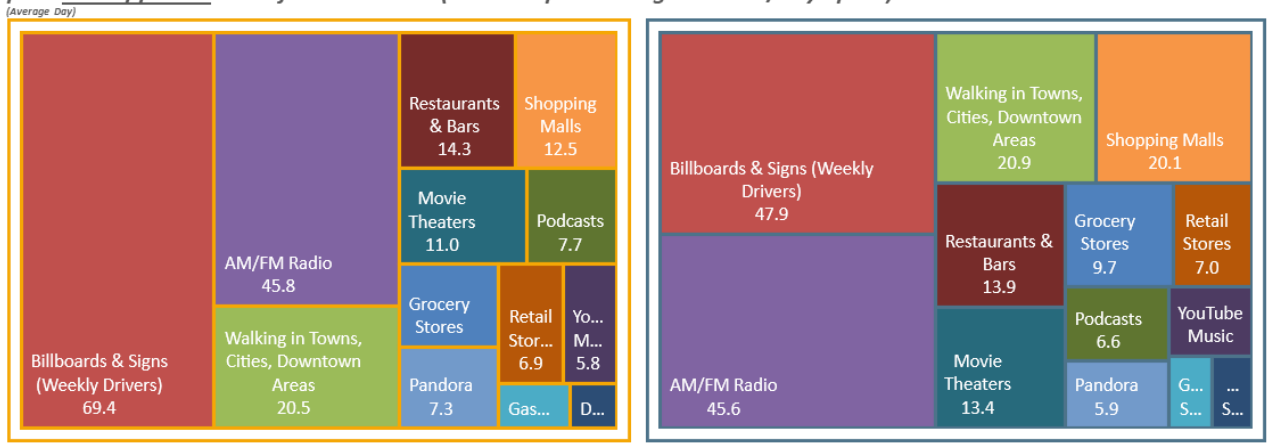
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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 R2 2023: Jan23-Oct23 Qual Intab 562

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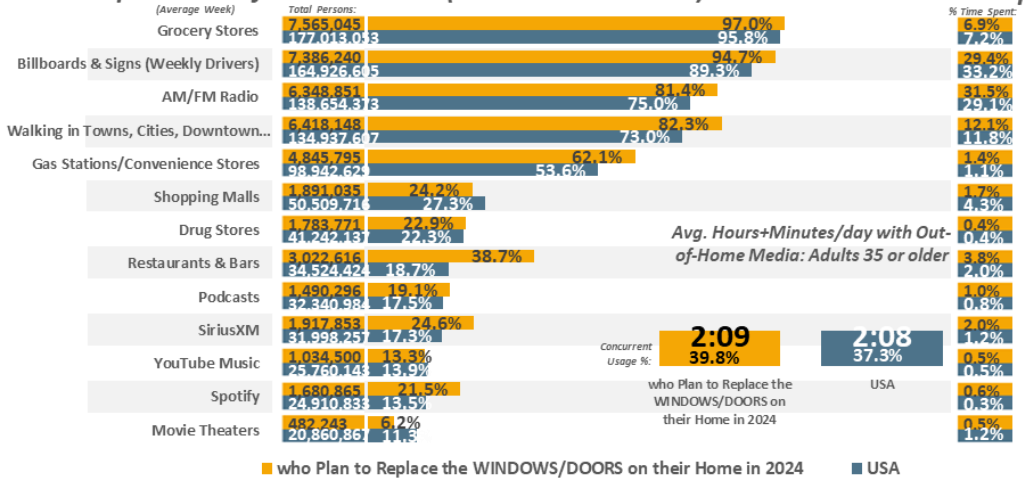
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel bathroom)]

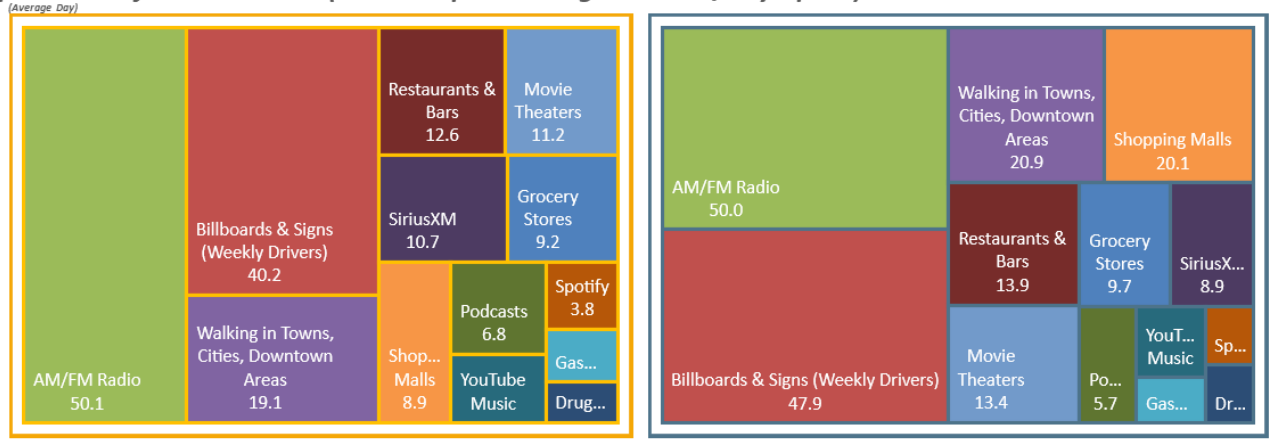
NEW WINDOWS

7,386,240 or 94.7% of Adults 35 or older who Plan to Replace the WINDOWS/DOORS on their Home in 2024 spend an average of 40.2 minutes per day driving, seeing Billboards and Signs. 75.3% Listen to Local Radio Stations Out-of-Home for an average of 44.7 min

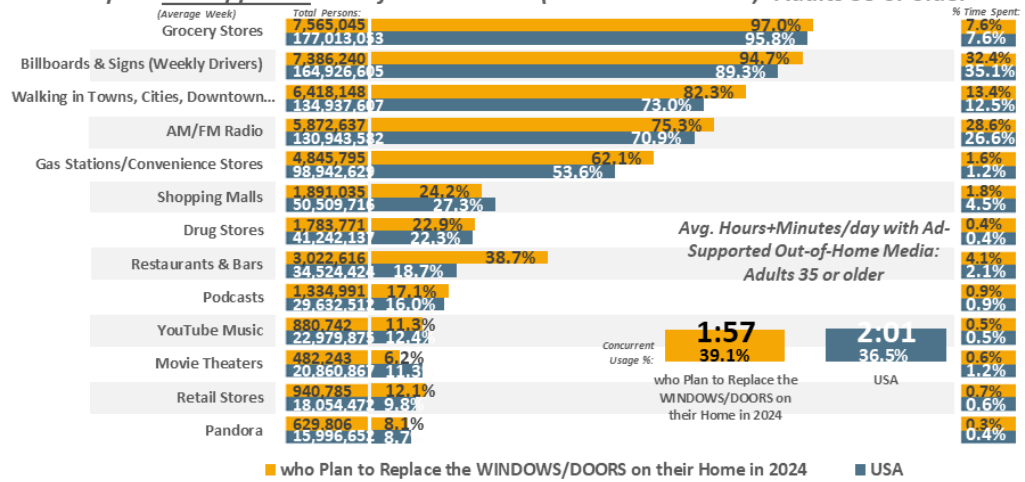
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



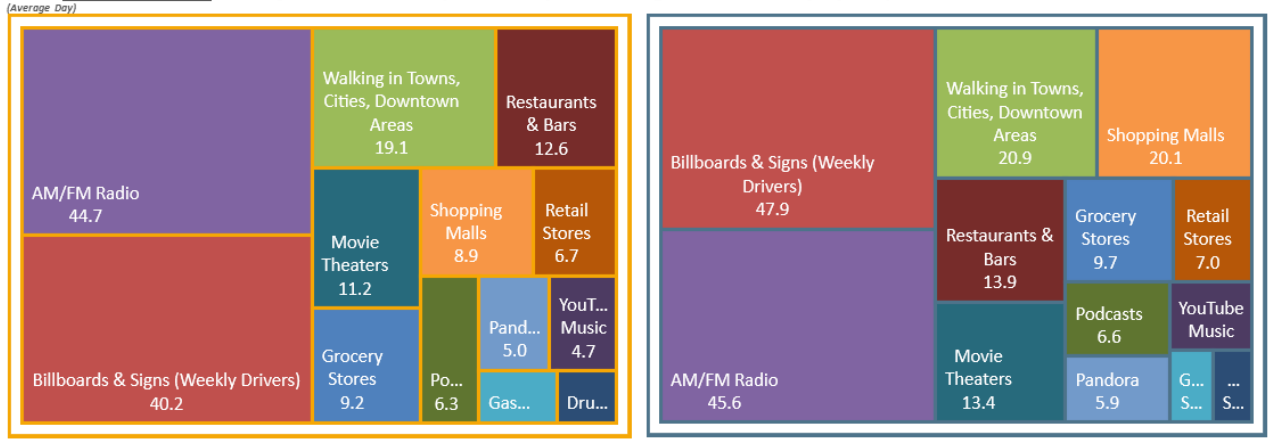
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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 R2 2023: Jan23-Oct23 Qual Intab 352

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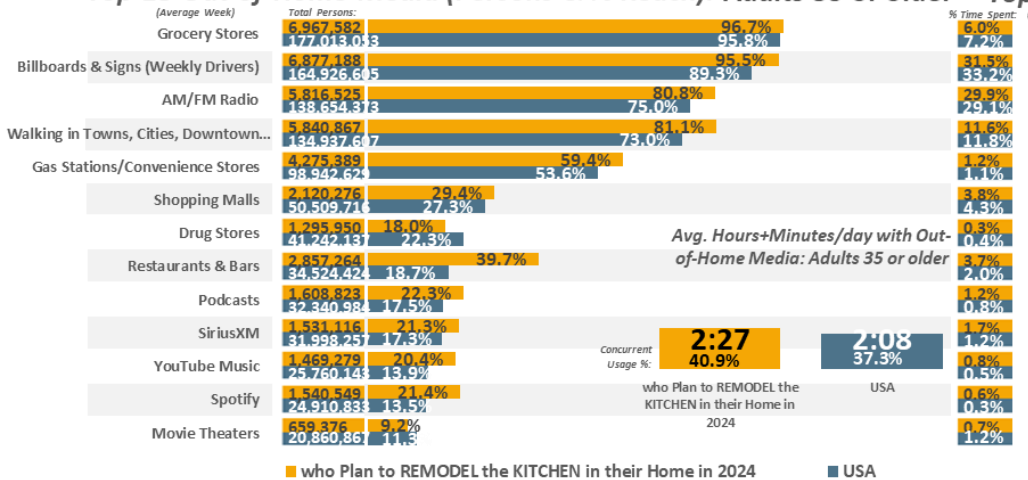
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors)]

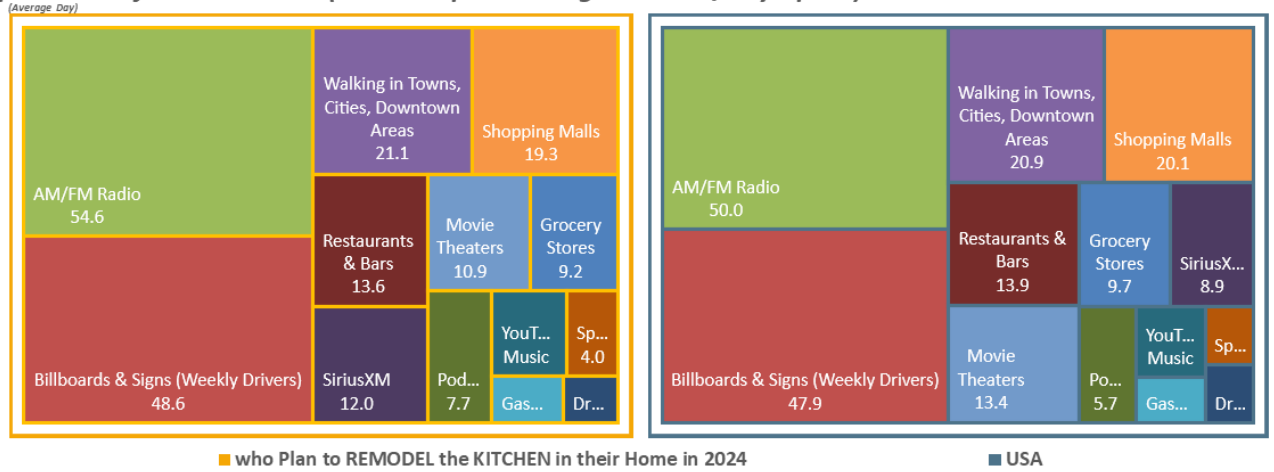
NEW KITCHEN

6,877,188 or 95.5% of Adults 35 or older who Plan to REMODEL the KITCHEN in their Home in 2024 spend an average of 48.6 minutes per day driving, seeing Billboards and Signs. 75.5% Listen to Local Radio Stations Out-of-Home for an average of 48.1 minutes/da

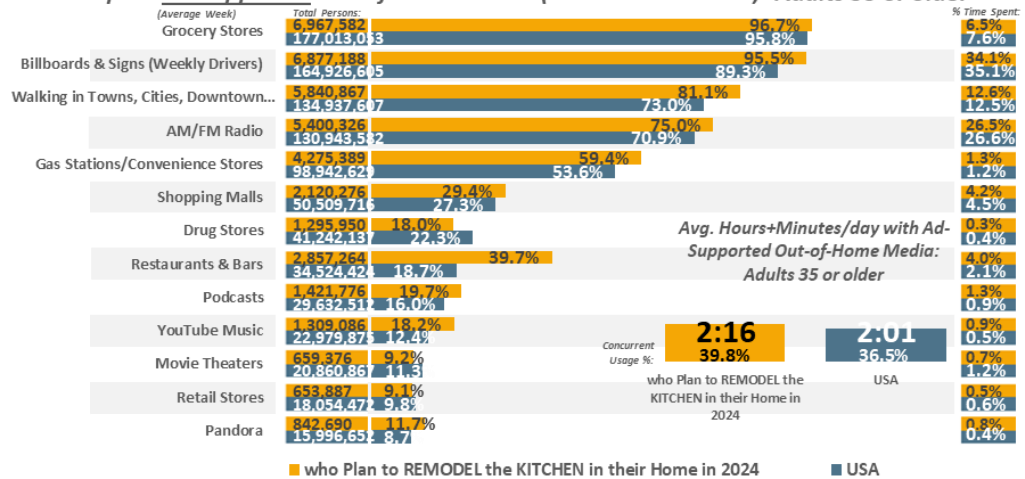
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



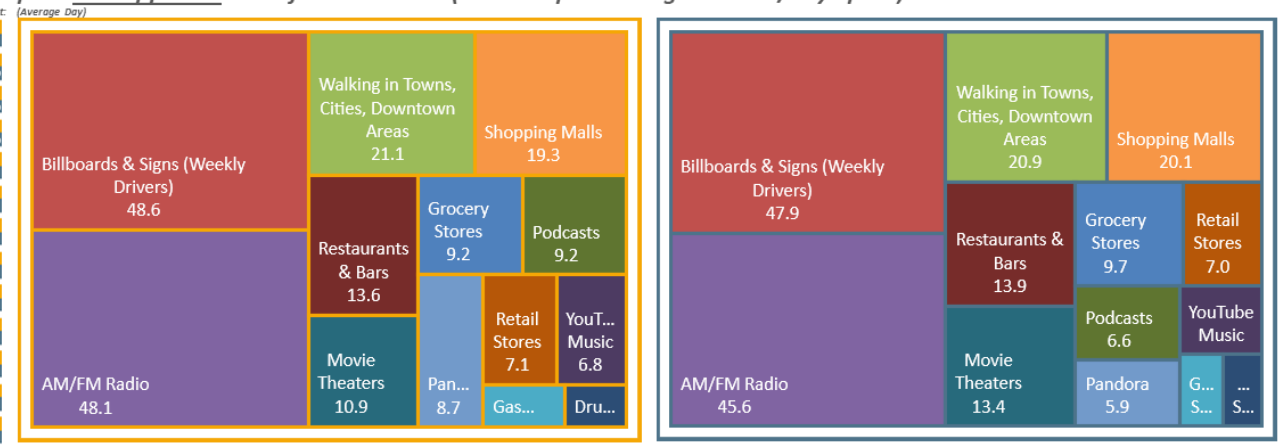
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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 R2 2023: Jan23-Oct23 Qual Intab 348

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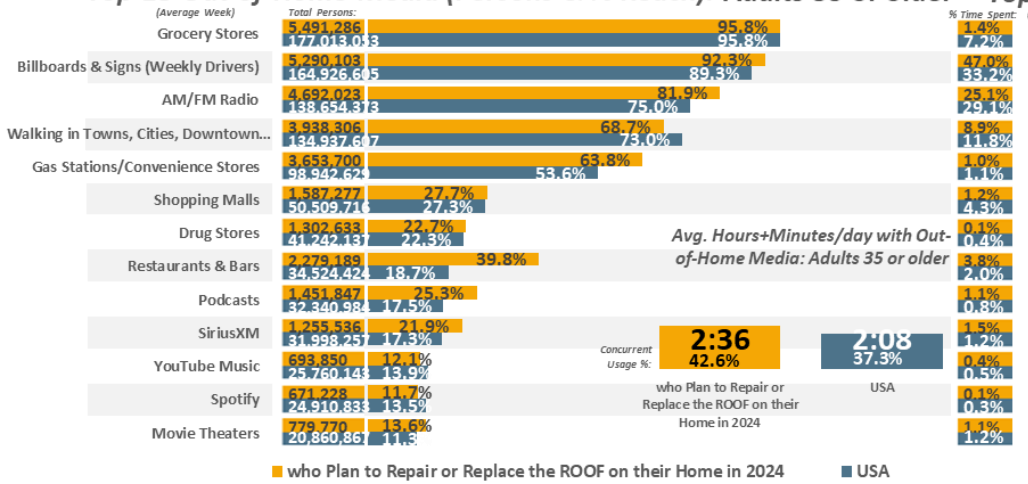
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Remodel kitchen)]

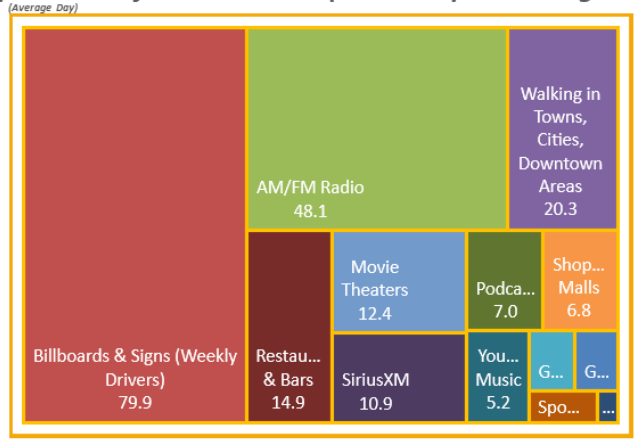
NEW ROOF

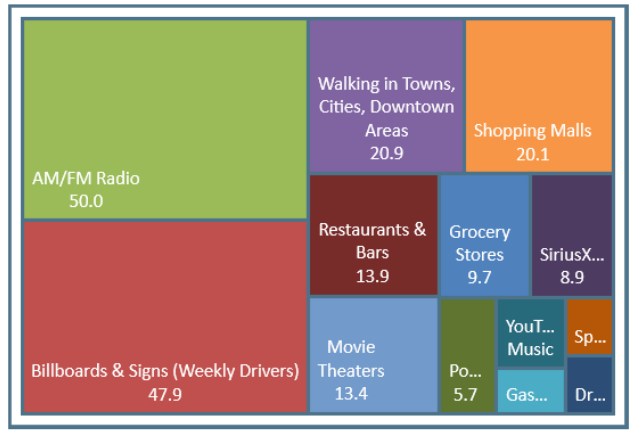
5,290,103 or 92.3% of Adults 35 or older who Plan to Repair or Replace the ROOF on their Home in 2024 spend an average of 79.9 minutes per day driving, seeing Billboards and Signs. 76.% Listen to Local Radio Stations Out-of-Home for an average of 41.2 min

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

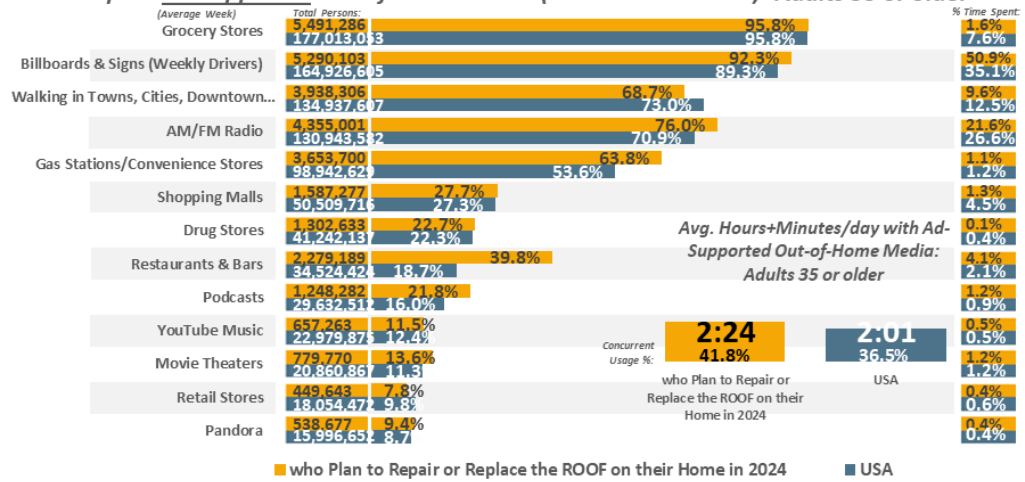


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

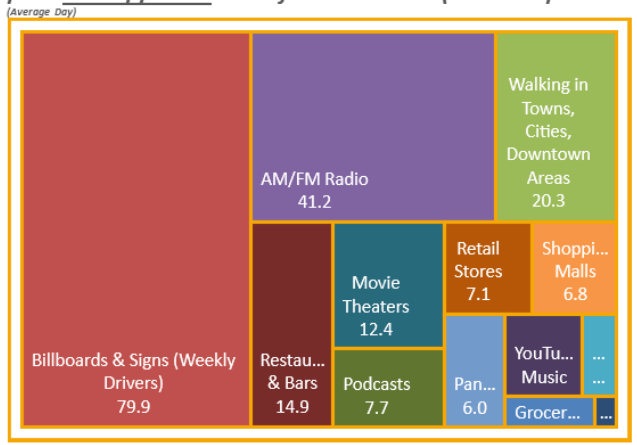


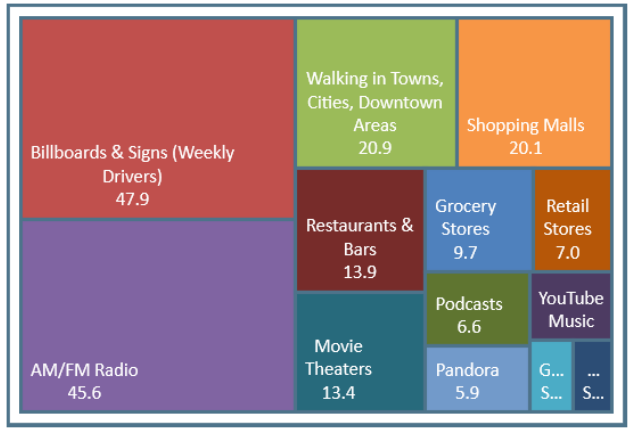


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 263

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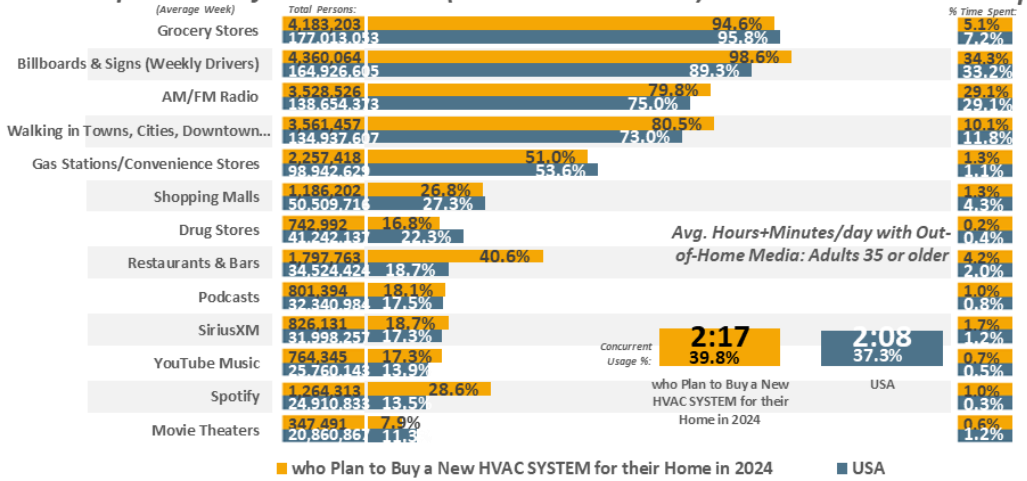
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[(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached) AND Type of home improvement plan to do next 12 months (HHLD): Replace or repair roof)]

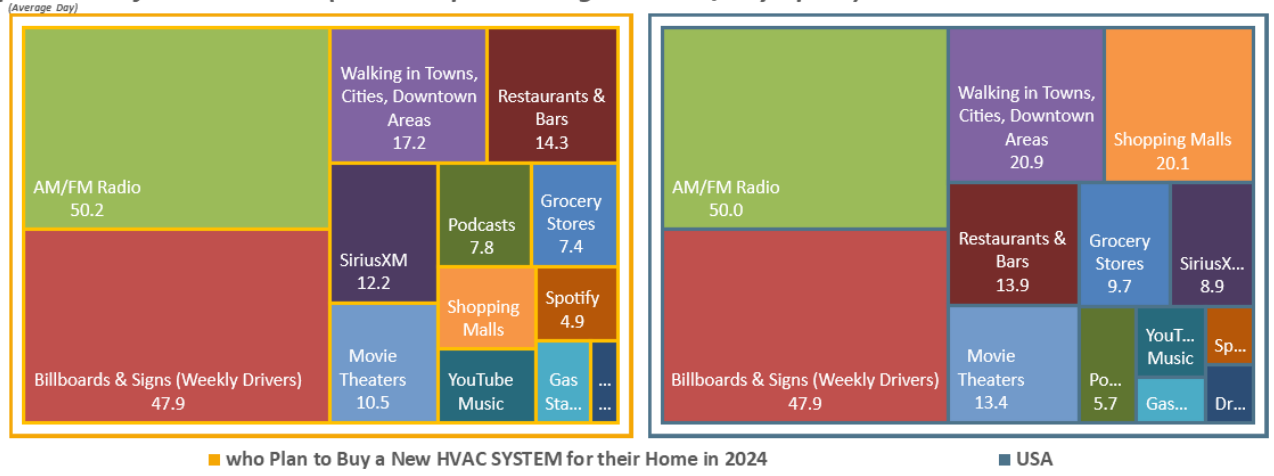
NEW HVAC SYSTEM

4,360,064 or 98.6% of Adults 35 or older who Plan to Buy a New HVAC SYSTEM for their Home in 2024 spend an average of 47.9 minutes per day driving, seeing Billboards and Signs. 73.3% Listen to Local Radio Stations Out-of-Home for an average of 42.6 minute

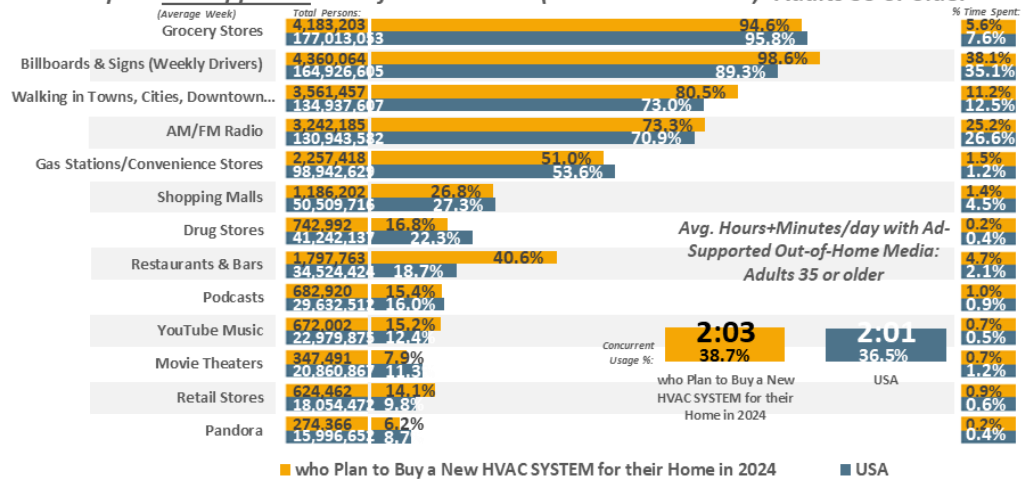
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



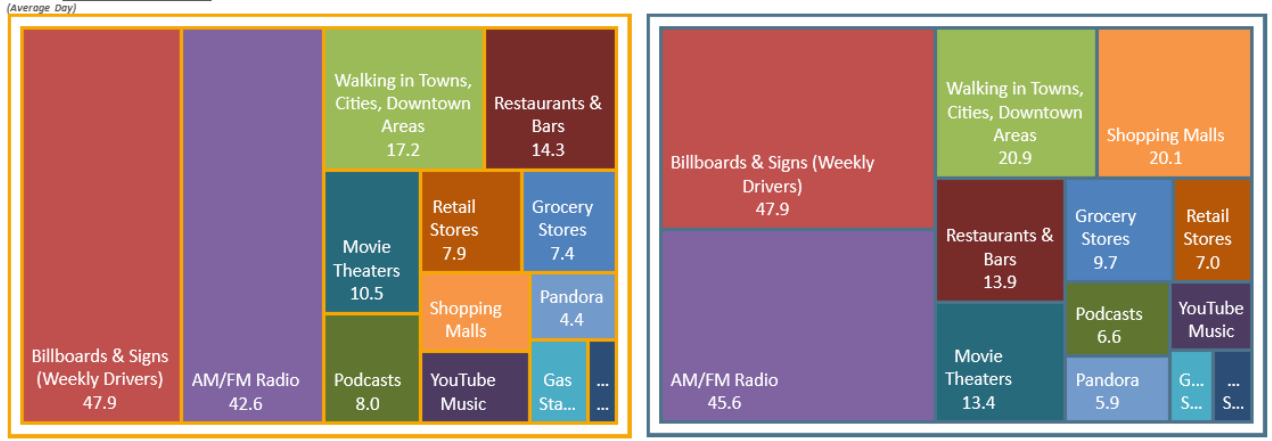
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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 R2 2023: Jan23-Oct23 Qual Intab 199

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